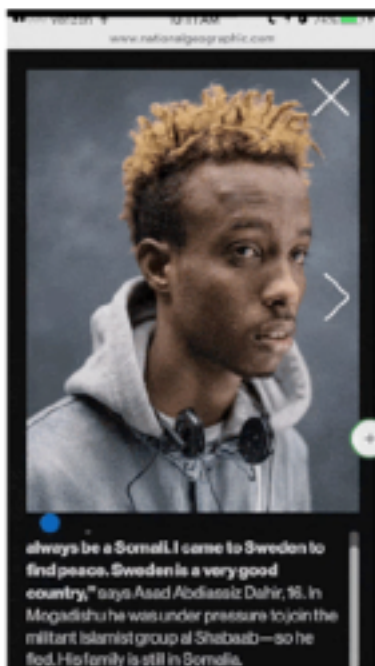


Organizational interaction design at Nat Geo

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Happy December, UX Newsletter subscribers. The most clicked link from last month's newsletter was to a user test video, which leads me to this month's header image: a user test of an article on mobile that was originally published in print. We tested it to see how much interaction the video content received and how we should update the design in response. Six users were tested (3 on mobile) and all reacted positively to the video content, however only one person immediately found the videos. On desktop the videos were found more quickly because a play button appeared when users hovered their mouse over the image, but since there is no mouse on mobile discovery was serendipitous. Furthermore, because the test asked subjects to identify their favorite part of the page there was likely more interaction than what would occur organically.

In other user experience goings on the team that meets to discuss premium content for paying members have identified some low cost offerings (in terms of development and human-hours to produce). The hope being, to make our digital subscription as valuable as the print one. A lofty goal, but as Ellen Johnson Sirleaf, the first female president of an African nation, said in her memoir "If your dreams do not scare you, they are not big enough."

- *Plan to proceed:* We identified another player (Omnivert) that supports Safari however there are security and advertising issues.
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Interactive Audible Sponsorship

From Lauren Glazer

Based on our popular [24 hours Around the World](#) article, Audible approached us and requested a similar treatment for a new piece titled, [12 Books Around the World](#). In addition to imagery, our new challenge was to incorporate video, audio and ad units throughout the piece.

- *What we learned:* How to customize an HTML5 audio player! Instead of using the default interface, we wanted to provide our users with a seamless brand experience. In order to do so, we needed to rebuild the

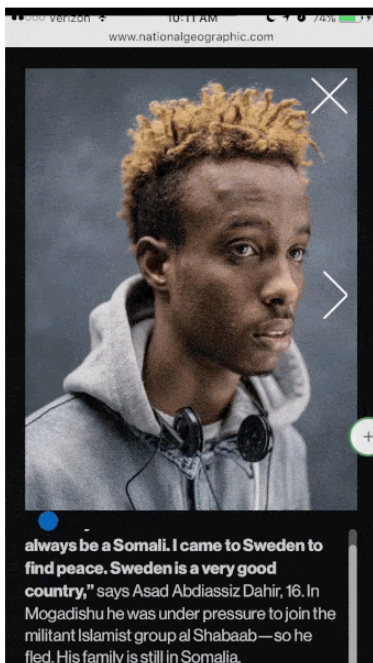


Happy April UX Newsletter subscribers. The cover image for this month shows two experiments set to run soon for ng.com articles. Each seeking to design a page that leads to more interaction with our news articles (and thus more ad impressions) for the large amount of traffic we get from social, directly to a single article.

Each page above show the same article (ads intact to reflect the experience today) however one set of pages has been truncated using a special layout component built into our content management system, AEM. To reveal the full article beyond the truncated portion a user must click a button labeled READ MORE to expand the page beyond the first few paragraphs. Why make more work to read, you ask? Our analytics show that the majority of people do not scroll down beyond the 30% mark of our page height, missing most of the article and any related article promos. This first experiment tests whether showing more Nat Geo articles (located toward the bottom of all article pages) sooner will capture the attention of that group of users who aren't scrolling to read the entire piece.

For fans of Hocus-Focus/spot the difference, can you see the second experiment? On the right set of pages you can see a large image of a horse. This is actually another article that readers may click through to, however it sits in a slideshow with other articles. This experiment is trying to take advantage of known behavior exhibited in image galleries across our site, where users continuously click to see more images. This is a testament to the quality of Nat Geo photography.

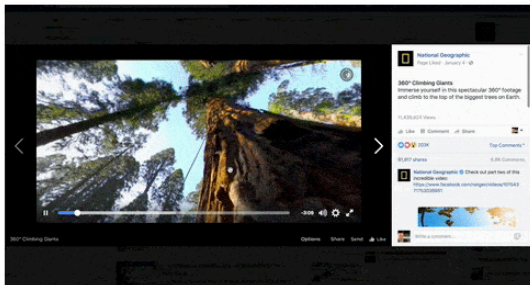
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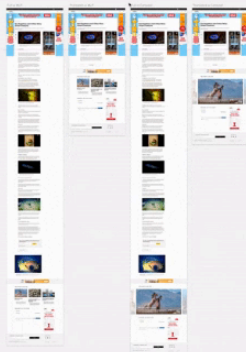


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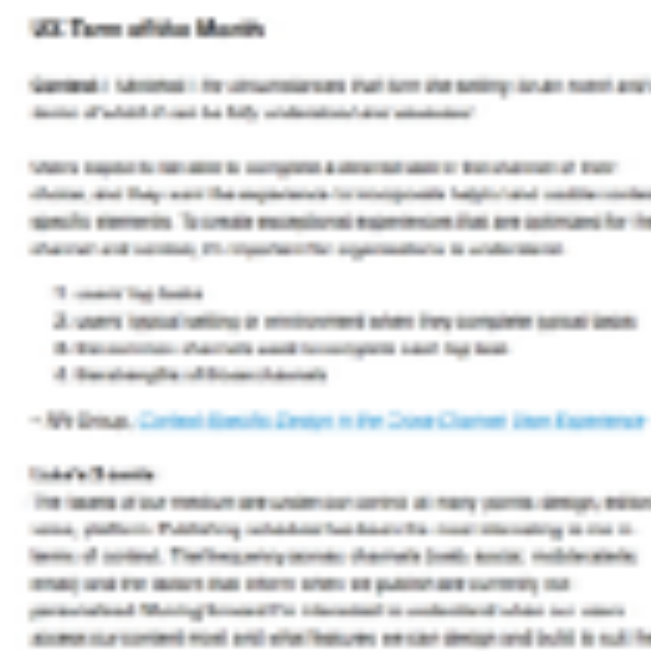
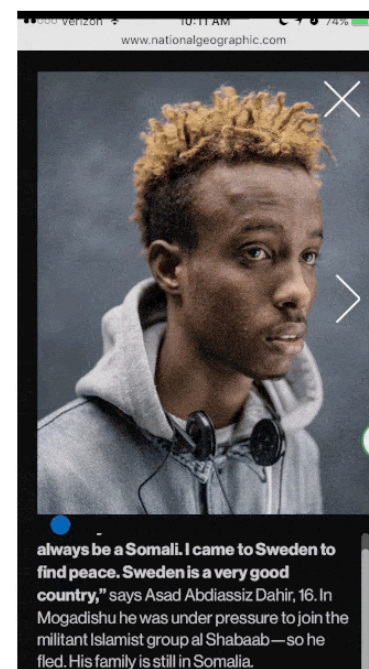
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-Luke Miller, UX Director

April 2017

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Happy Spring, and happy Women's History Month, 23 Newsletter subscribers. Maybe you heard the term *authentic* (authentic identity, identity and wonderful authentic experiences). Well, it's not just a term. It's a movement. Authentic experiences can lead to authentic **there is another** created by an online content company. It is created to showcase the stages of an experience as defined by levels of engagement, user behavior and reactions, and the current products or features of a company website, email, call center, etc.

For a media company the experience stages are defined by where content is discovered, **how much is consumed**, and what interactions they have with the media brand afterwards (e.g., do they sign up to newsletters, subscribe to the magazine, or share out a story with their thoughts). Once we begin to see volume clusters who make it to each stage and pain points from these users, we get a sense of where we can build in new features or build in behavioural marketing strategies effectively.

We are currently working on our own version of the Customer Journey that will include strategic investments like CRM and analytics, with the goal being to get a complete picture of customers and customer base mapped on to the experiences we are creating. In the end we hope to use feed back and guide future business around CX.

- **Letter Editor**
 May 1997

Contents

1. Project learnings
2. Status of the month
3. Full term of the month
4. Design Thinking exercise
5. Photo 4- day

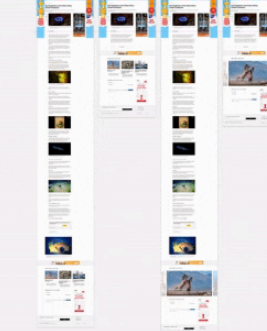
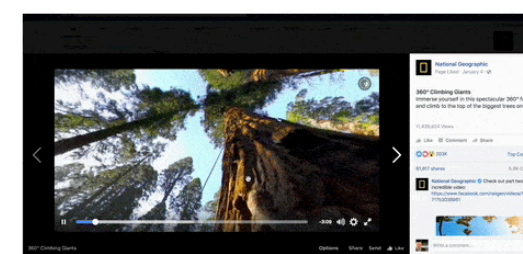
Project Learnings

As appropriate focusing on bunches or milestones, I'll be reporting on findings that can be continuously applied to our process. This is an experimental format, feedback is welcome. [More on this format](#)

How Blue Is My World?

Using the feature-toggling capability, optionally built-in in *Flutter* by our partners at Google, single users can now selectively enable single widgets with the new feature *featureFlags* (see *other updates*). These single users were added to selected static website (see *single widget*) detailing features for every instance of *Flutter* widgets from Feb. 27 off (and more about static websites in the *next item* of the monthly featured website section).

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Images (left) © Rembrandt.nl/retouchers. The same image for the investigations into experiments with our growing/own articles. Each posting is made in a group that leads to more interaction with our news articles (and thus more ad impressions) for the large amount of traffic we get from social media in a single article.

[illegible]

As "one of the most" recognized differences, viewers can be general or specific? On the right panel, "page/page" means we have a large image of a house. That is actually another article that readers can click through to, however, I didn't elaborate on that option. The computer is trying to illustrate usage of knowledge embedded in image galleries across the site, where users continuously click to see more images. This is a statement in the space of how this photographs

It is not well understood how individual items are coded in a single page. Underlying is a need for a different possible answer for the two most through of pages.

Colin Kelley, PhD Director
April 2011

Discussion

1. Self-indigestion/heartburn
2. Change of bow sounds
3. 1/2 cup of 100-calorie nuts
4. 1000 mg of 100-calorie nuts
5. 1000 mg of 100-calorie nuts

Selected project Learnings

An experimental self-management intervention in adolescents: If the experimental intervention had not been successfully applied to participants. This is an experimental failure. Goodmark is wrong. <http://www.oxfordjournals.org/>

References

As we have just mentioned, it is important that information is taken from the search results page without jumping. Although the user may choose to move to a second screen to learn the task further, transferring focus to a new and related task is not recommended. Instead, any other information relevant to the task should be presented.

- 12 **What are keywords?** Grouping information under headings.
 13 **Information:** In research, related users identify specific results more
 14 **relevant:** than the entire collection. Hypotheses about results at the top
 15 **of the** list. Subsequent more relevant content from graphics are combined at each
 16 **rank:** from assumed sources. From within actual results, meta-protocols
 17 **identify:** user results content. Information are related users identify
 18 **information.**
- 19 **Content:** search of all documents, no multiple results.
- 20 **What is precision?** Amount of relevant content based on relevance
 21 **of the:** information retrieved. The search engine that provides the best Google
 22 **Search:** Appropriate, is to design being supported outside this technical

***luke
miller.***