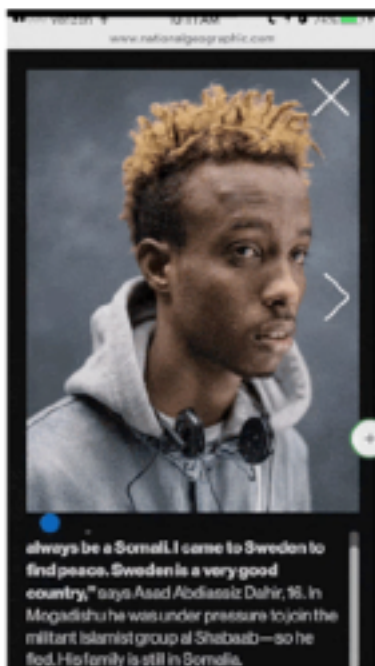


Organizational interaction design at Nat Geo

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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.
- *What's needed to proceed:* With no good option for a player on our O&O, we are going to continue publishing VFW360 content to Facebook.



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

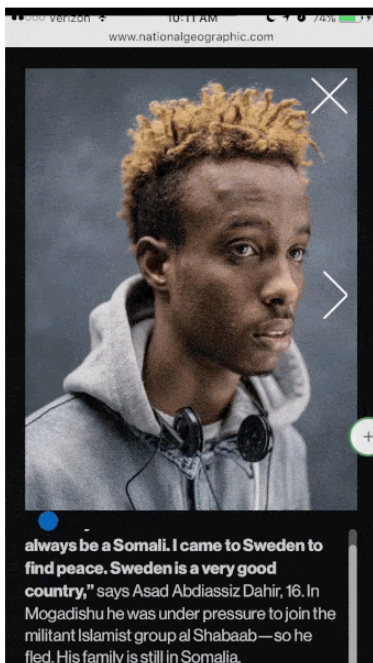


Happy April UX Newsletter subscribers. The cover image for this month shows two experiments set to run soon for ng.com articles. Each seeking to design a page that leads to more interaction with our news articles (and thus more ad impressions) for the large amount of traffic we get from social, directly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

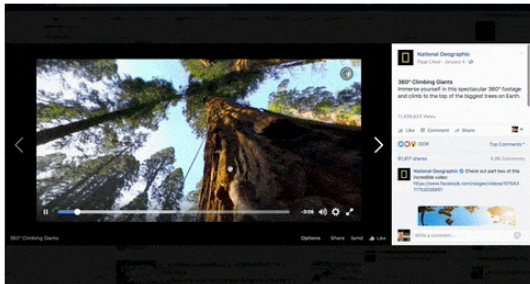
It's also worth noting other tech and product teams are working to make page load snappier to reduce a different possible reason for the low scroll through of pages.



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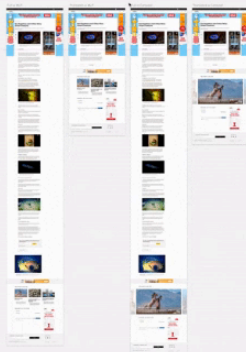


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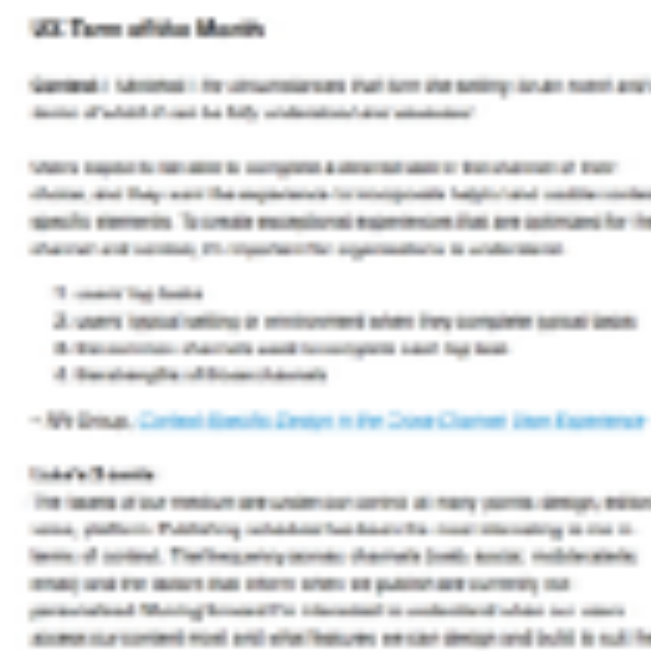
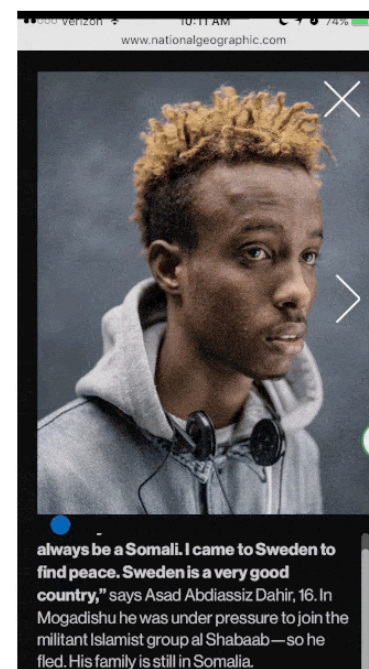
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-Luke Miller, UX Director

April 2017

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Hopewell Springs, and Hopewell Women's History Month, 2013 Newsletter subscribers. Maybe you found the best place to find traditional (diversity security and wonderful) structure right in front of you. In this month's newsletter, imagine you can find an example **there is another** created by an online company. It is created to show the stages of an experience as defined by levels of engagement, user behavior and actions, 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 learning goals
 - 2. Effect of the month
 - 3. All parts of the month
 - 4. Design Thinking exercise
 - 5. Photo 4.101

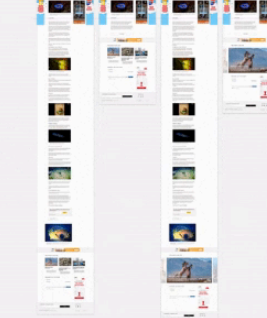
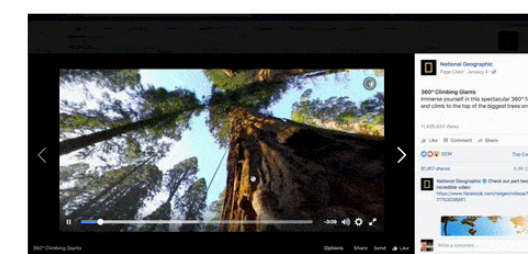
Project Learnings

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/retouchart. The same image for the investigations into experiments with our growing/own articles. Each posting is made a gap that leads to more interaction with our more articles (and thus more ad impressions) for the large amount of traffic we get from social, directly to 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 they photograph.

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.

Loring Bullard, PhD Director
 April 2017

Discussion

1. Selected groups/forums
2. Chapter by month
3. 1/2 hour at the month
4. 1 hour (1/2 hour)
5. Online & off

Selected project Learnings

An important methodological limitation in this study is that the dependent variable (that is, the effectiveness) applied to participants' "This is an experimental feature, therefore is not realistic" (see also [10]).

References

As we make our communication in English more international, having a lingua franca, we will have more freedom. Although the main motivation measure is a strong spirit to have the task further expanding their business and career (internationalization) and to remain with their information network open to being interconnected.

- 12 **What are keywords?** Grouping information under headings.
 Hierarchical in organized fashion, users identify specific results more quickly than the unorganized, non-hierarchical search results at the top.
 Subsequent rows are ranked lower than graphics and are limited to each row – several subjects. Each subject usually includes a link providing primary information, while keywords are related, users identify information.
- 13 **Consider search engines, the way they work, and their results.**
- 14 **What is precision?** Amount of relevant information returned relative to information retrieved. The search engine that provides the best Google search experience is to design being supported, outside the technical

***luke
miller.***