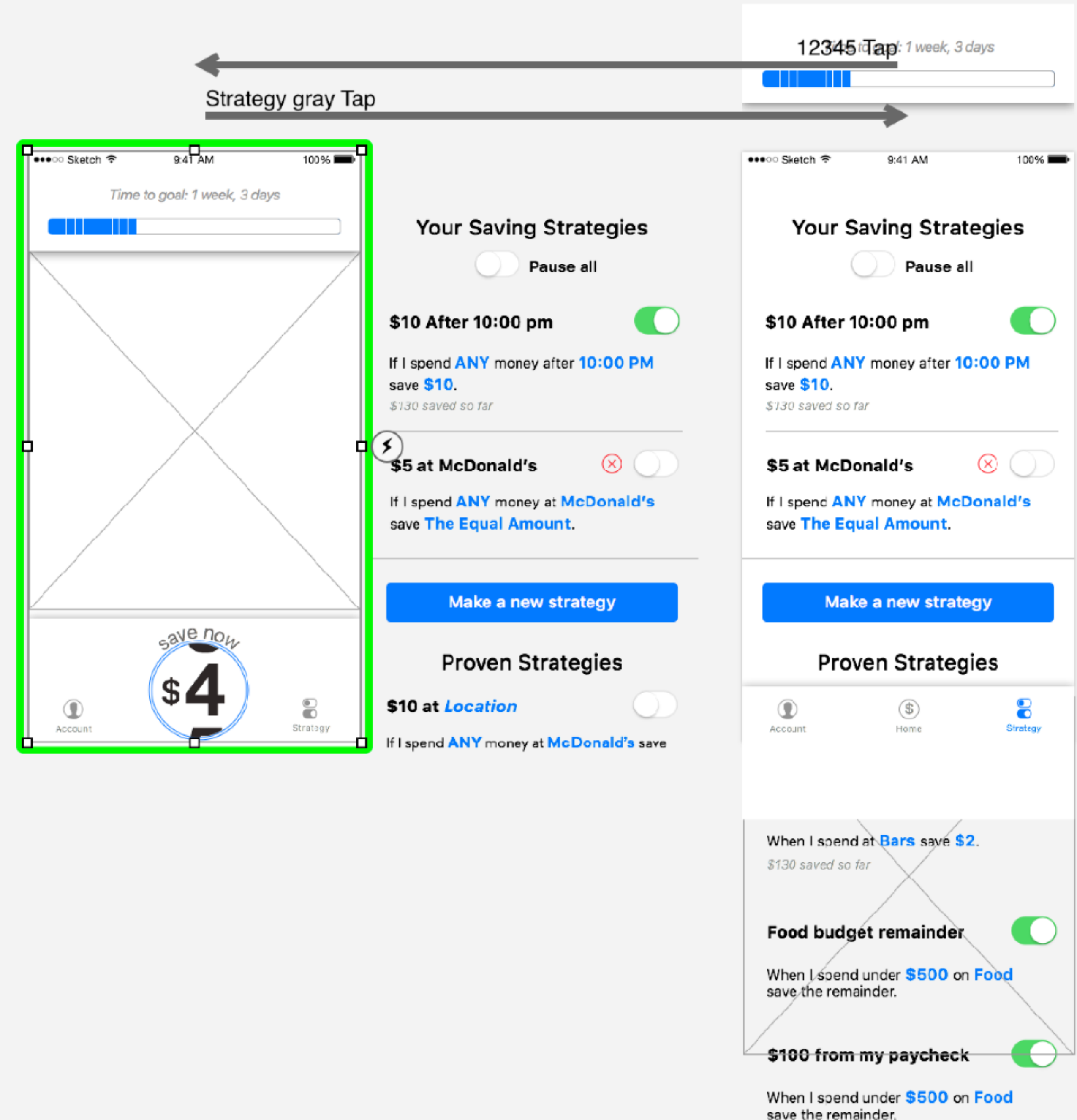# Prototyping best in class interactions

My philosophy on tools, is to get creative with how low a fidelity one can to validate ideas. While consulting for the startup SavePal I heard "I want a SnapChat feel," from the founder. After prototyping a few versions I was able to move on to testing without pulling developers from crucial backend work.

Giving users a seat at the table

Getting buy-in from stakeholders comes easier when they see a usability test go wrong.

At the Wall Street Journal we asked: How can we teach new interactions, and does this increase engagement? After testing walkthroughs against in-line, tips I updated the design to play with symmetry and the swipes users were already performing. 5 out of 5 users found the gestures in subsequent tests, and later analytics showed increased engagement when interactions led to more content.

Content Strategy	Essential	High	The split between journalism and internet-y content needs to be stronger. C edge lays in voice consistency, quality, and quantity.
Videos / Articles	Essential	Medium	Users spend the most time here, and typically arrive from links. Auto-play videos were As opposed to removing the feature completely consider finessing the player to allow play a la Facebook.
Sharing	Nice to Have	Medium	Sharing is done most often through email to a select group of friends.
Navigation	Important	Low	Refine the organization. Don't include navigation for things that you aren't a you do, string them together to make your own story a la NYT Now 'our pic
System State	Important	High	Users gravitate to the same type of content regardless of what site they are Understands users habits and evolves the experience. Based on article type links, previously read, where they start from.