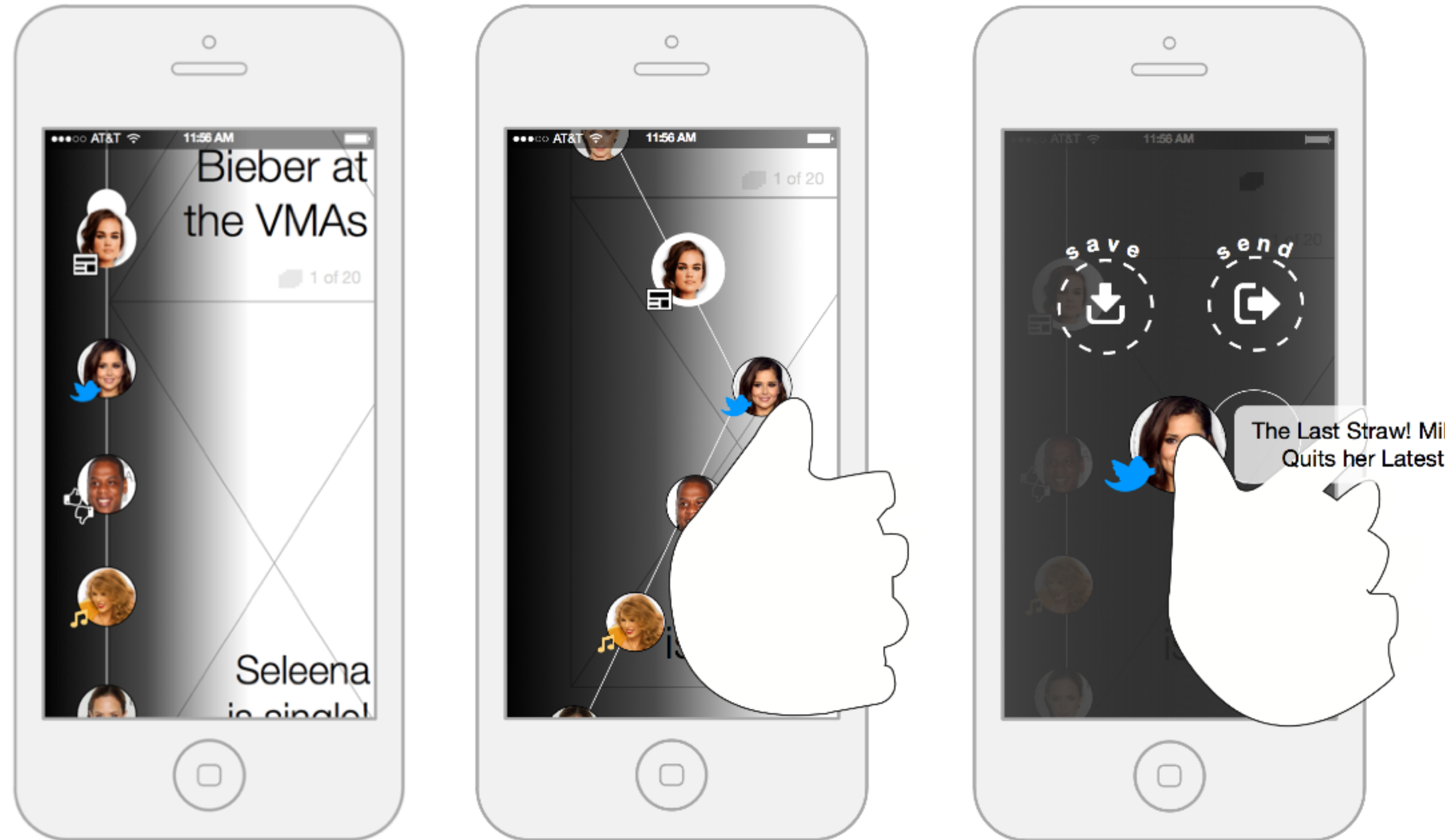# Sharing at the speed of gossip

With a business goal around creating best in class interactions for a celebrity news feed I set out to nail salons and grocery store checkout lines to see how people behave IRL.

After seeing how fleeting the social interactions were as readers browsed images page after page I focused on a quick share interaction that didn't take users away from their news feed.

Validation at low fidelities for high ROI

With so many design tools on the market knowing the right one to use can have a significant impact on time used to validate a concept.

The left image shows a motion prototype made in about an hour to convey nuanced gestural interactions. After handing off to a developer and no further discussion we were able to test a coded prototype within the week.