






## Top Stories

🕒 Today 7.30pm



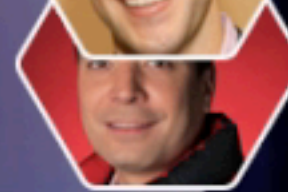
Looks like your crush is off the market :(



 Write a response

## Lip Sync battle on Jimmy

🕒 Today 6.30pm



**ke\$ha@keshasuxx**

🕒 Today 4.30pm



My brother just told me that I look like the guitar player from spinal tap












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# The best fieldwork ever, like ever ever

With a business goal around creating best in class interactions for a celebrity gossip feed we set out! In salons, waiting rooms, and grocery store checkout lines we observed people's habits with celebrity magazines in the wild.

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

