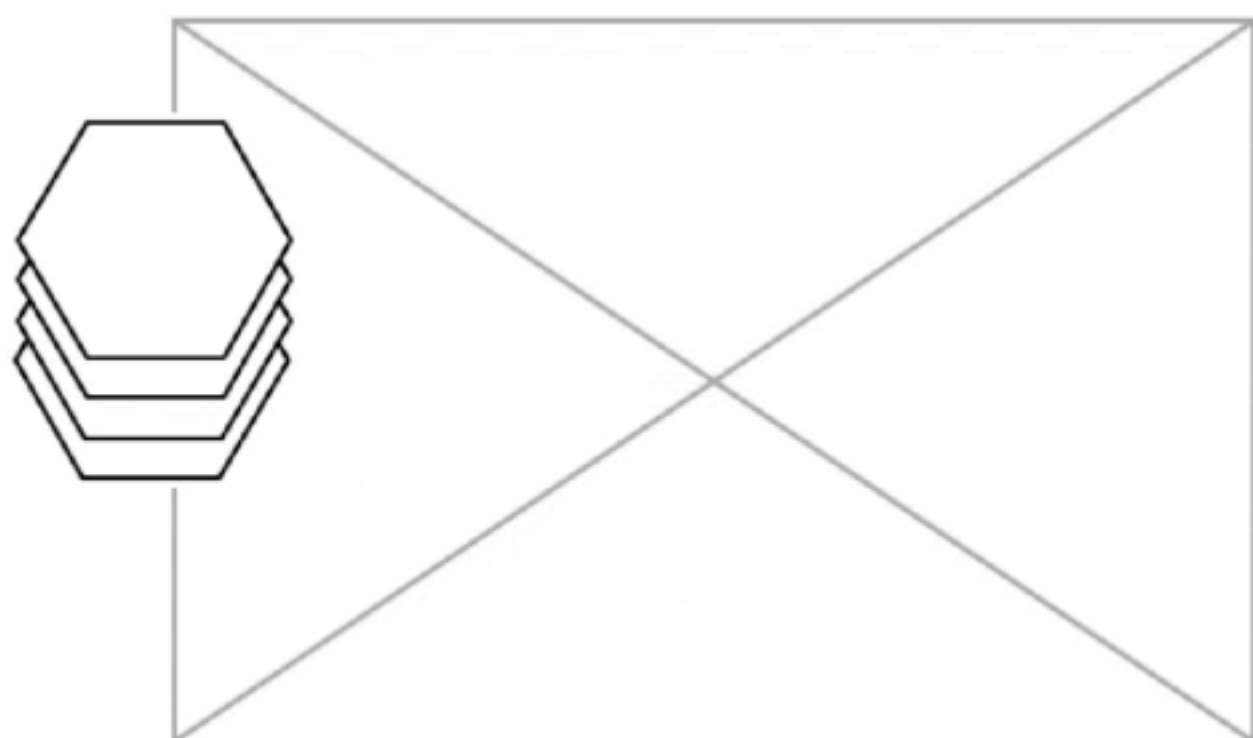
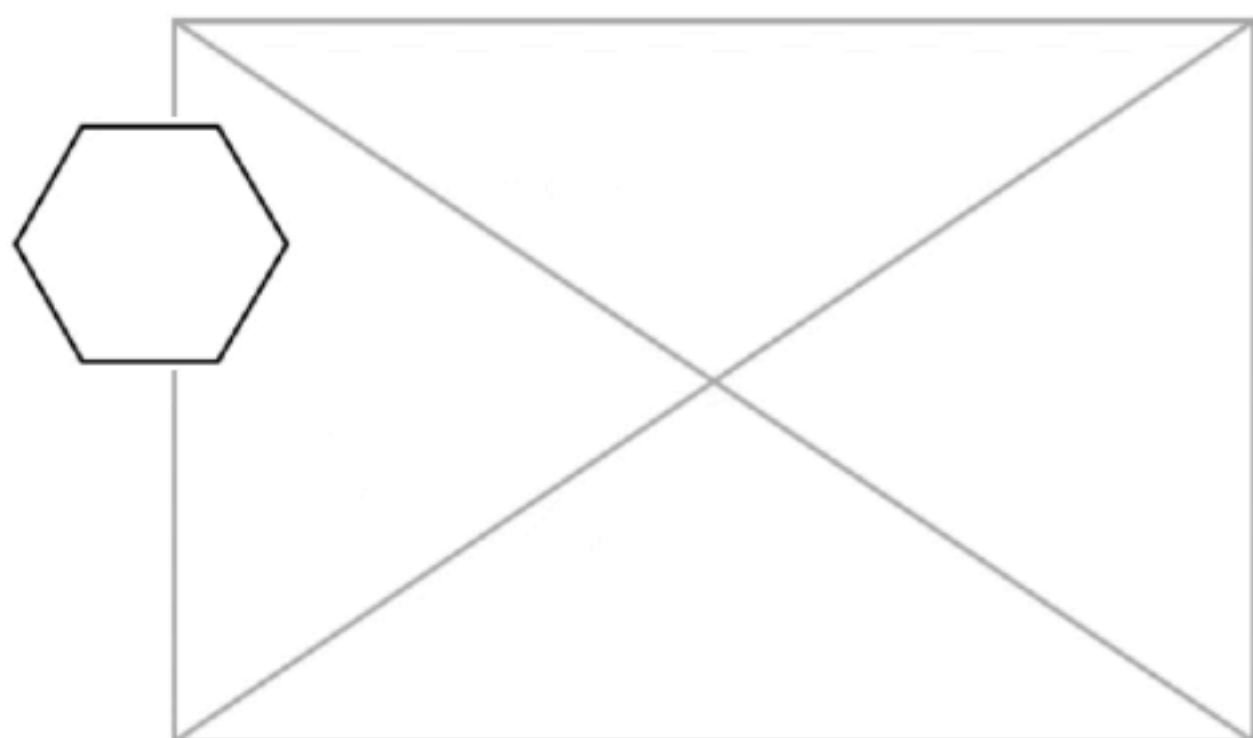
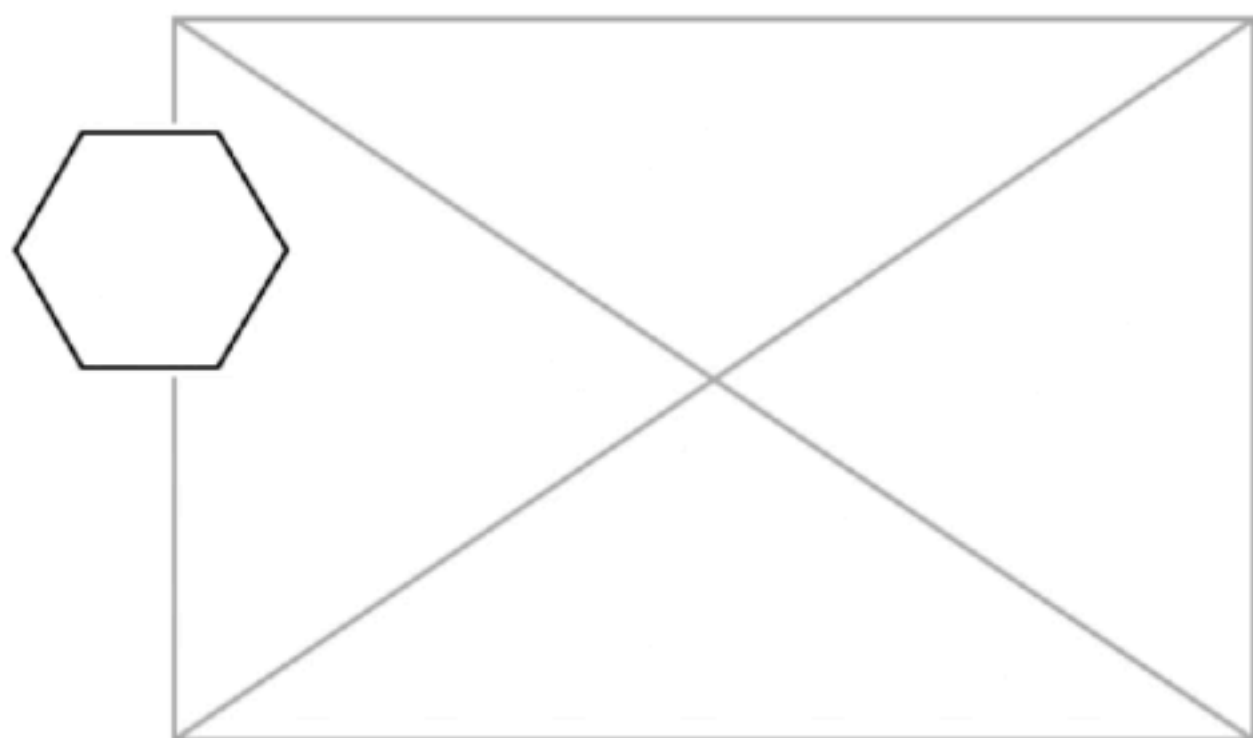
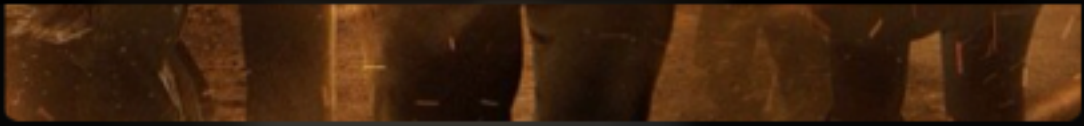




**Validation at low  
fidelities for high ROI**

A motion prototype meant to convey nuanced gestural interactions. After handing off to a developer we were able to test a coded prototype within the week.

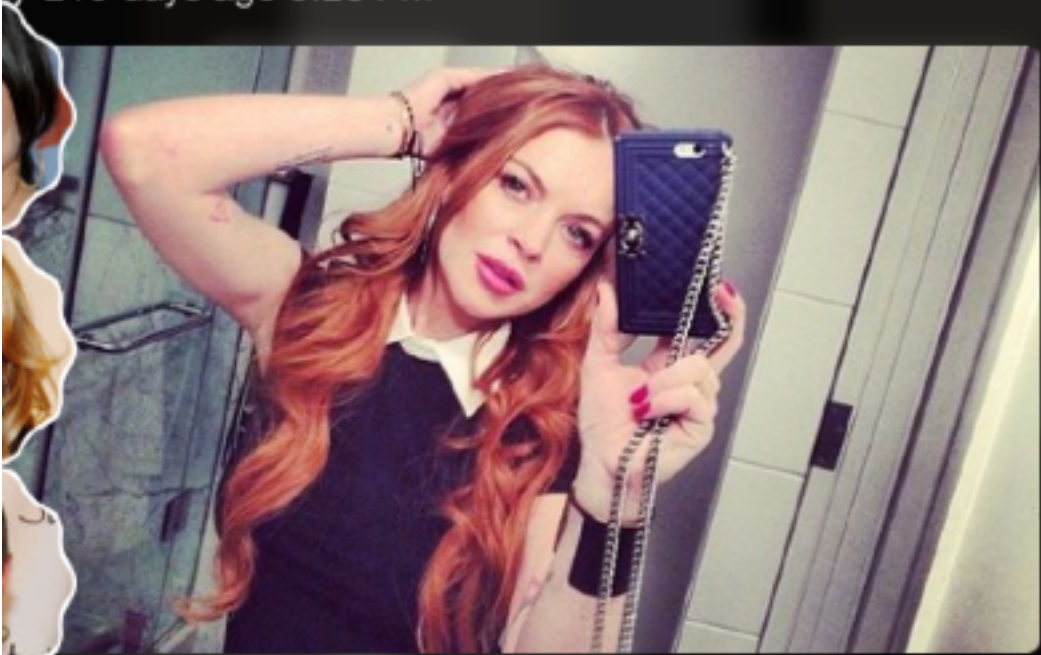




Tom Cruise is being sued for \$1 billion by Timothy Patrick McLanahan, a screen writer who says that Mission: Impossible - Ghost Protocol came from his 1998 script, Head On.

## Double Trouble

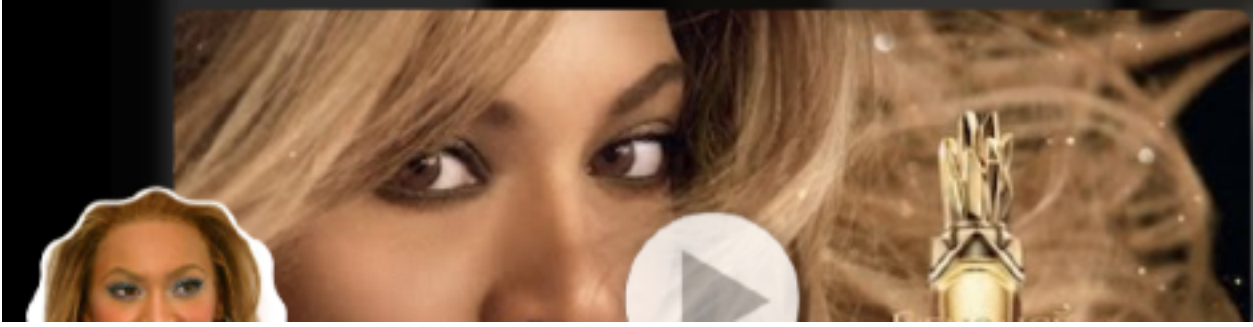
🕒 219 days ago 5:28 PM



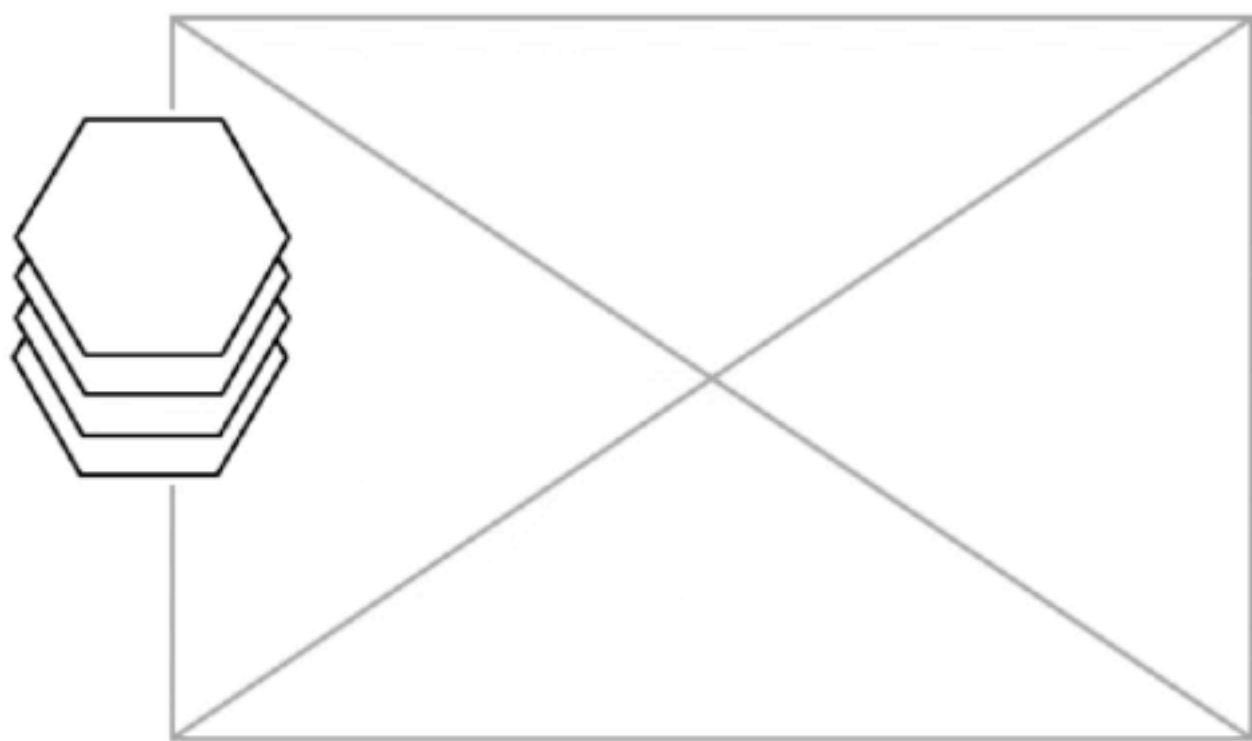
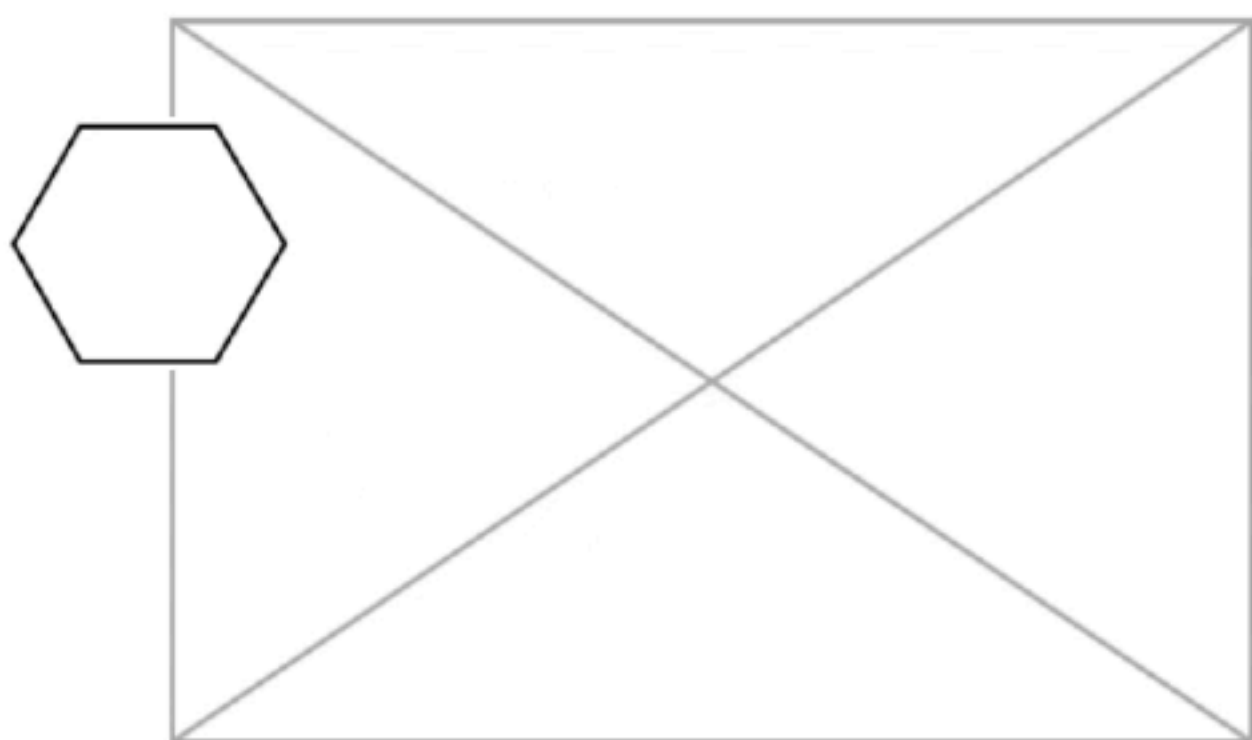
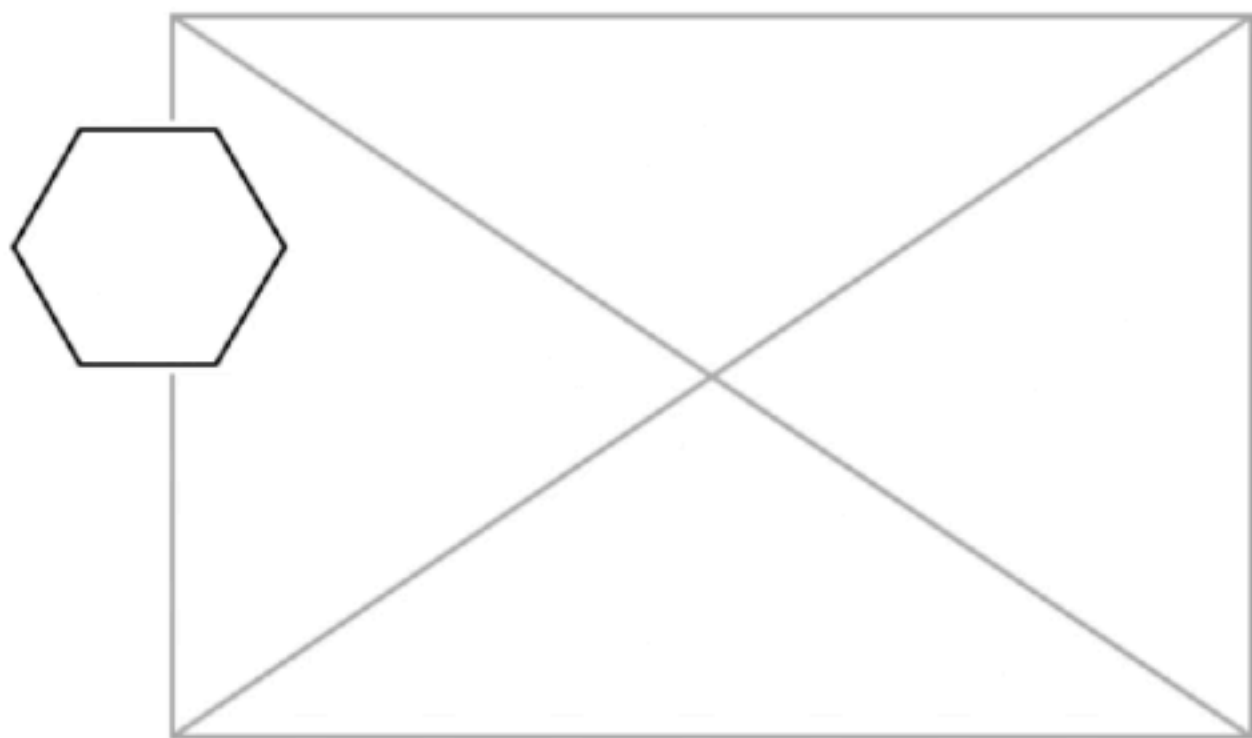
Both of Lindsay Lohan's parents are pursuing book deals and ready to spill their secrets.

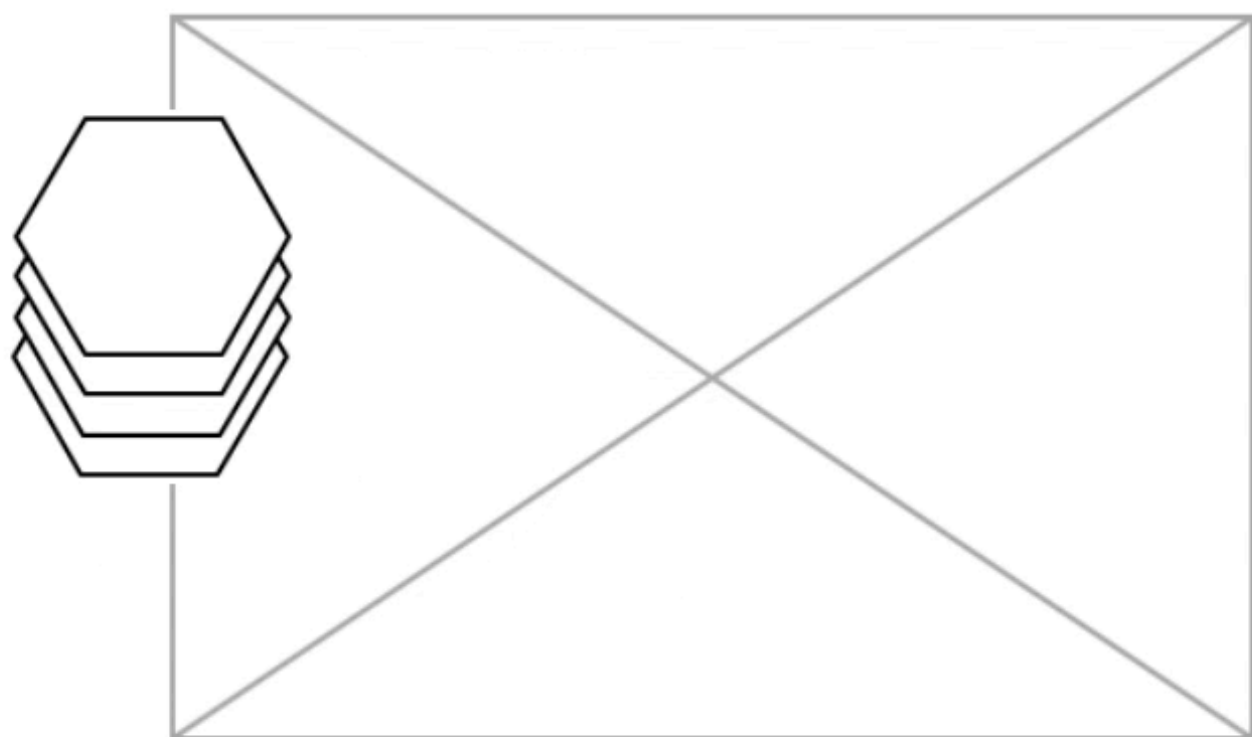
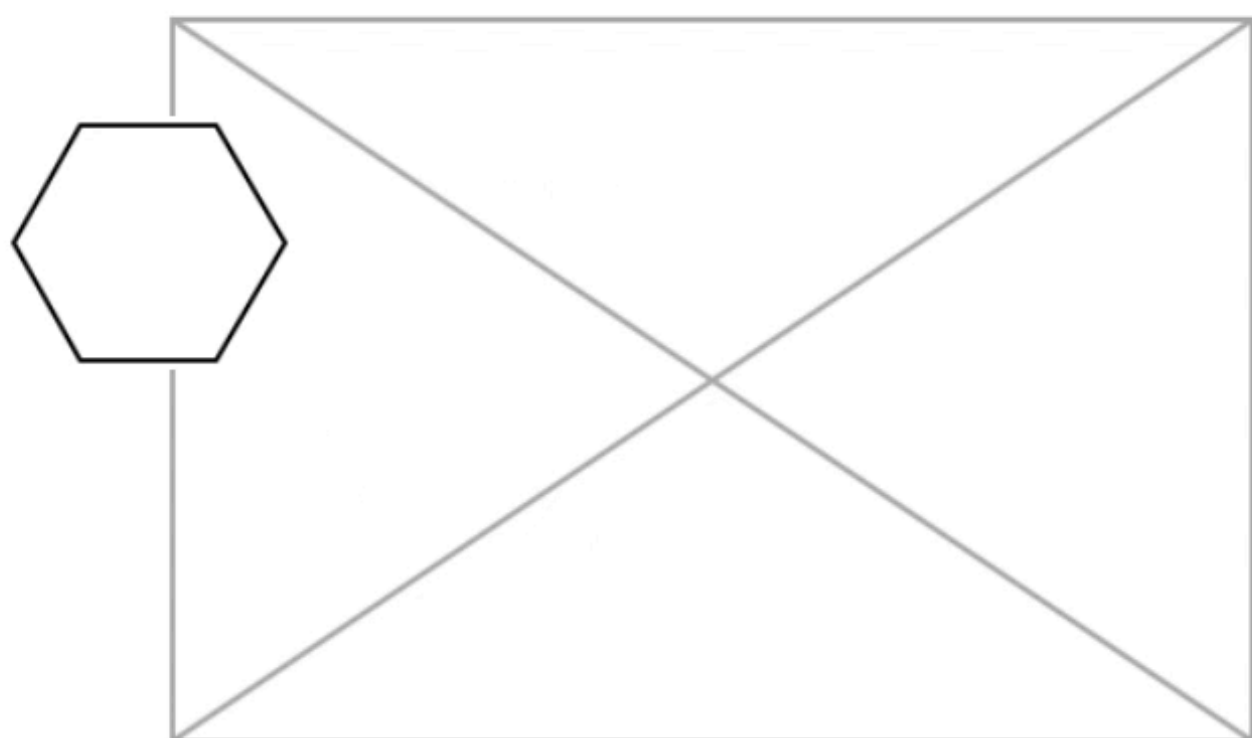
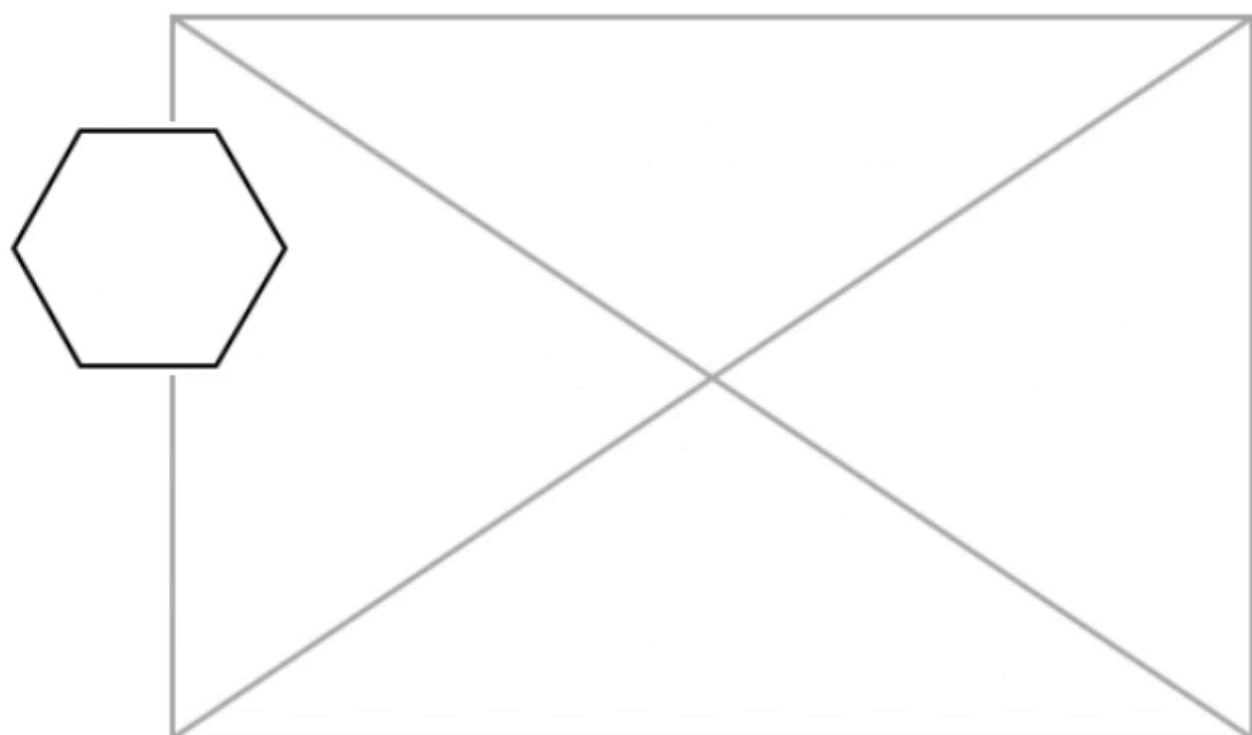
## RISE

🕒 219 days ago 5:23 PM





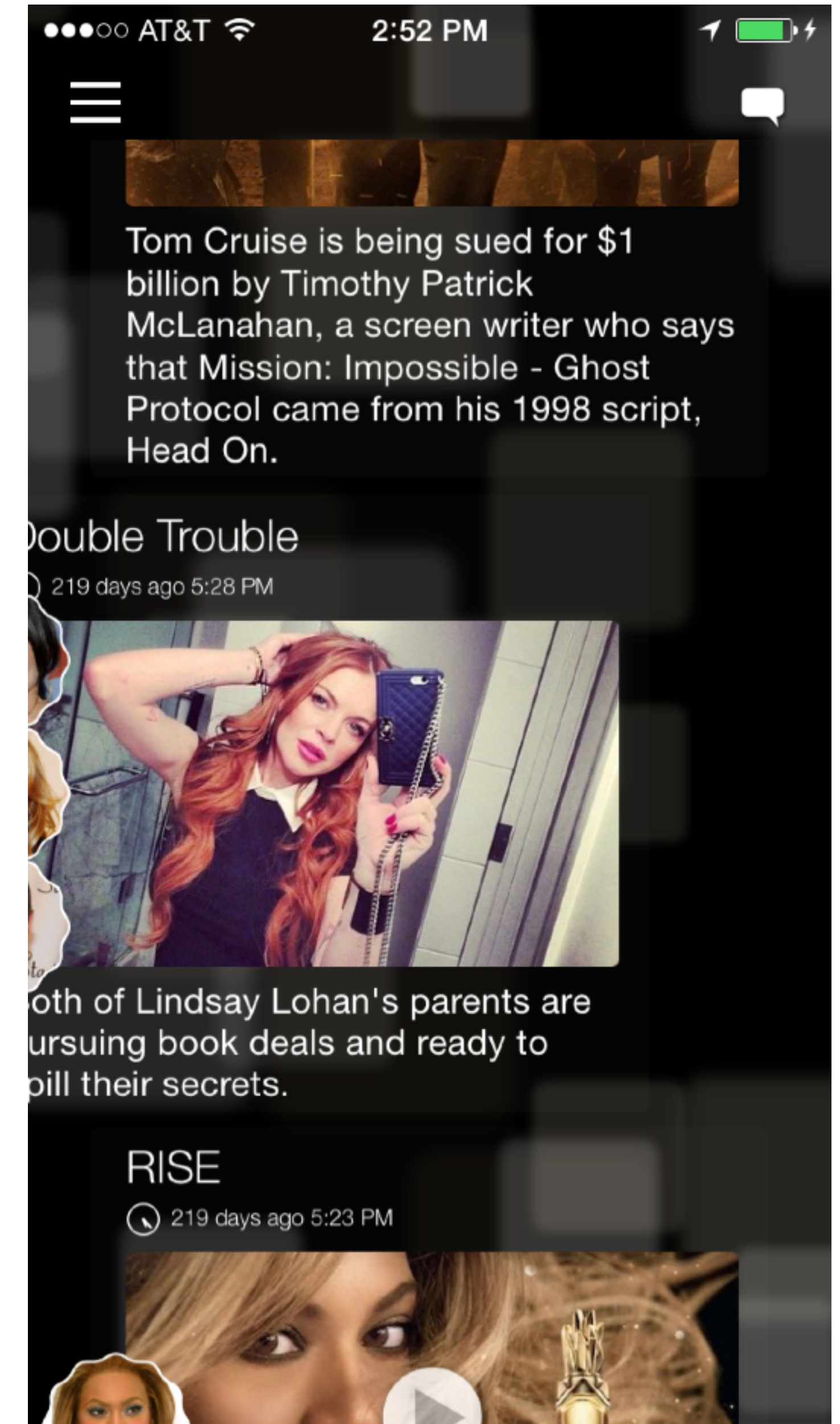
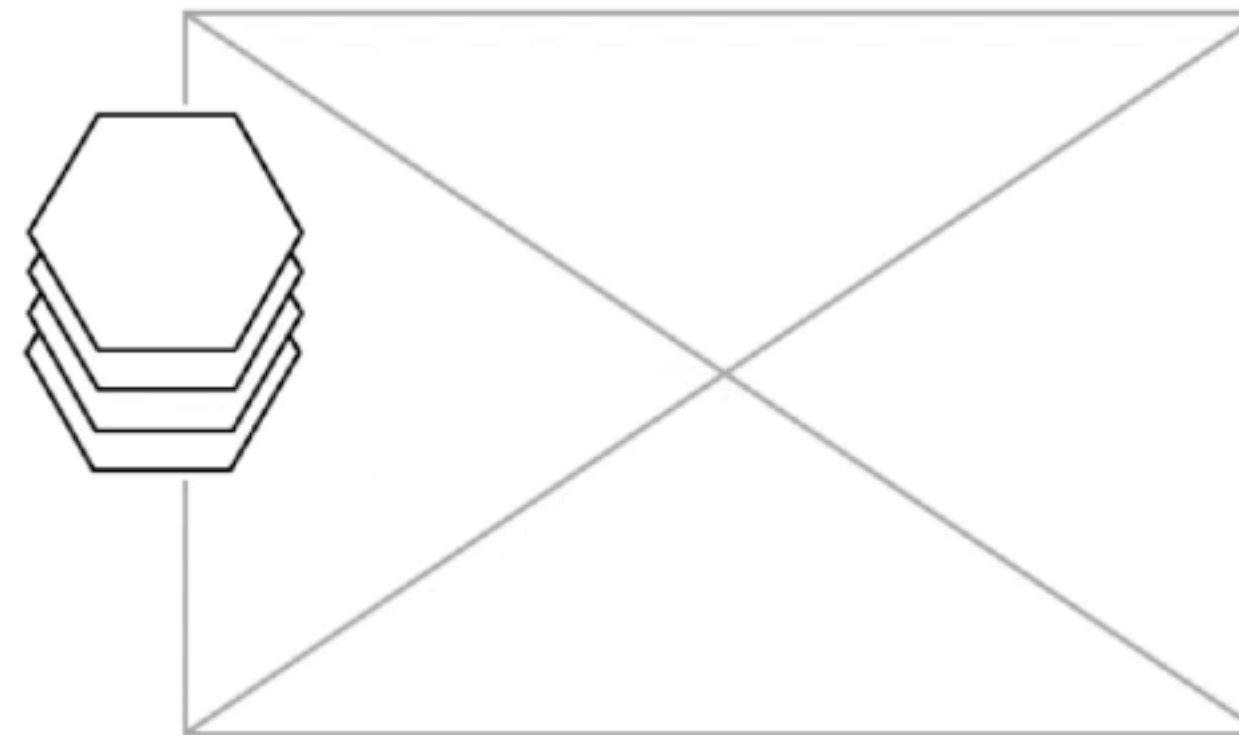
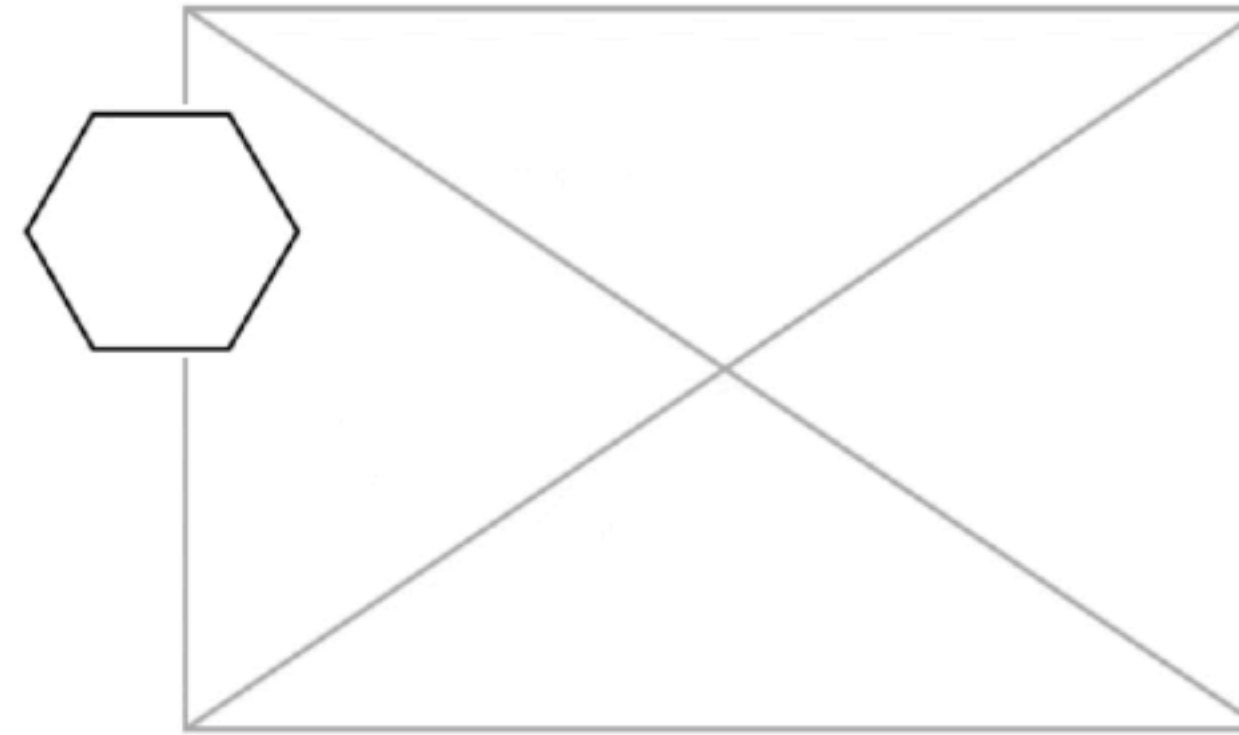
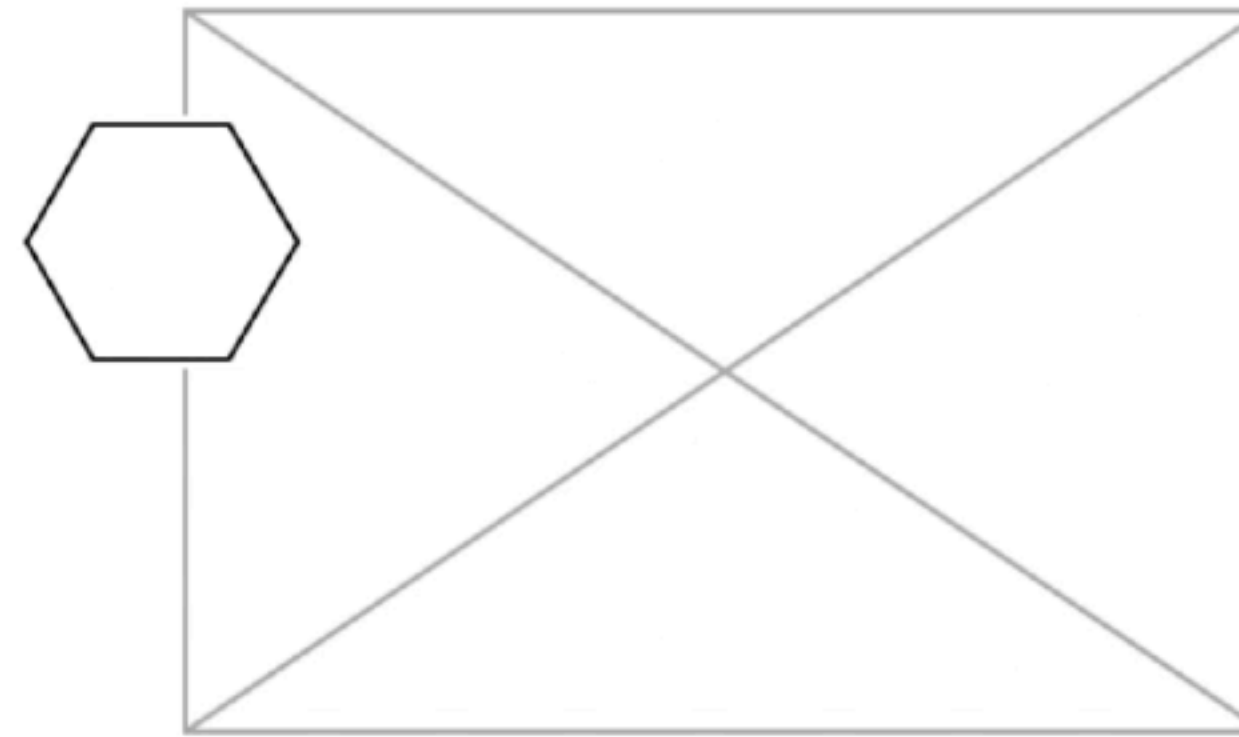






# Validation at low fidelities for high ROI

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# Giving users a seat at the table

We put the prototype to the test and gave users some unguided free time with the app. To our delight features were found without unnecessary onboarding.

Videos / Articles	Essential	Medium	Users spend the most time here, and typically arrive from links. Auto-play were not appreciated. As opposed to removing the feature completely finessing the player to allow for a muted auto play a la Facebook.
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Navigation	Important	Low	Refine the organization. Don't include navigation for things that aren't authorities on. If you do, string them together to make story a la NYT Now 'our picks.'
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