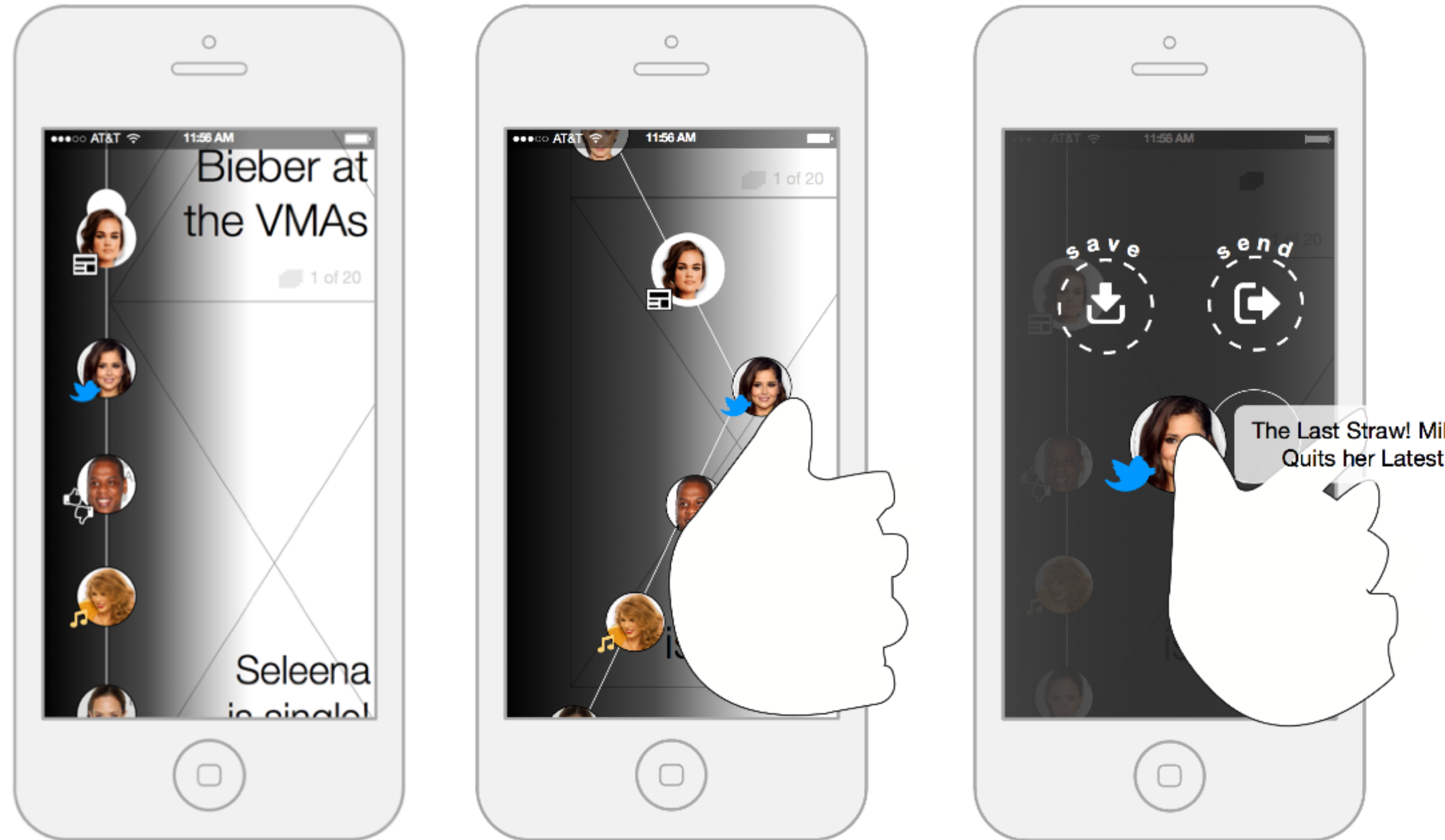


The best fieldwork ever, like ever ever

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.



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.

