

The Journey



Happy Spring, and happy Women's History Month, US newsletter subscribers. Maybe you loved the last issue, with custom journey identity and wonderful character insights. Next step is further. In two months' reader insights can find an example [here](#) is another created for an online design company. It is intended to show the stages of an experience as defined by levels of engagement, user behaviors and reactions, and the current products or features of a company (website, email, call centers, etc).

For a media company the experience stages are defined by where content is discovered, [how much is consumed](#), and what interactions they have with the media brand afterwards (e.g., do they sign up for newsletters, subscribe to the magazine, or share out a video with their thoughts). Since we begin on the volume of users who make it to each stage and pain points from those users, we get a sense of where we can build in new features or tweak in business and marketing strategies differently.

We are currently working on our next version of the Customer Journey that will include strategic investments for R&D and analytics, with the goal being to get a complete picture of quantitative and qualitative data mapped on to the experiences we are creating. In the end we hope to use these for track and guide future business around UX.

Luke Miller, UX Director

March 2017

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Project Learnings

As someone focusing on launches or milestones, it's important on learnings that can be continuously applied to our process. This is an experimental format, feedback is welcome. [See what we learned](#)

How Does Story Study

Using the feature toggle capability specially built in a 'How-That' by our partners at Jordan, eight users were selected to learn story study along with the new story feature [see after updates](#). These eight users were asked to submit story studies (see image below) detailing reactions to every instance of 'How-That' usage from how an old friend more about story studies in the UK term of the month looking activity section.

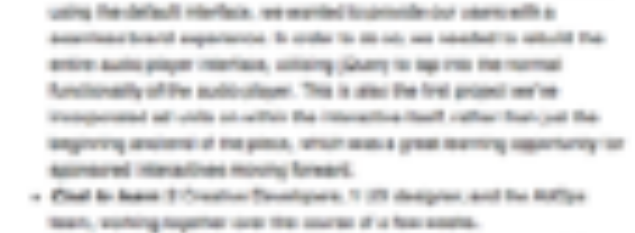
- **What we learned:** Users described the ability to follow one another as a welcomed update. The center implementing the feature in a popular location for discovering new users, the Daily Queue. We also verified several other existing product plans, but worried of issues being the others.
- **Cost to learn:** One the only Community Manager and PM, two UX designers, plus the 'How-That' editorial team, Matt Adams and David Lee, are giving portfolio reviews as incentive to thought users participating.
- **Plan is proposed:** We'll be updating the site before enter release, all the development and design effort to include follow buttons on their chosen pages. Begin design updates to the featured content and feed for home page.
- **What's needed to proceed:** The feature left a lot of details go through. There given ourselves time to continue testing this into our design for the homepage feed feature, but will likely run more studies in the future.



What Really? 360° Video

The same video could be be used for both a 360° video experience (for the instance Google Cardboard) as well as a 360° video stream by making up and moving around a smart phone [example](#). Flat Gas already produces this content but we host it on Facebook or YouTube. This project seeks to host the content on our own and operate 360° systems.

- **What we learned:** Few video players on the market are capable of showing VR/360 content. Our own PNO player is not one of them, and others we are testing at our support later proving at those users don't get to enjoy the experience. One fix for this is to create an app, requiring later will become issues. However, Facebook's new building both an Android and Apple app is addition to the website that would promote our VR/360 content. Apps make it harder to social media connect to C&D and are an expensive project to take on and maintain.
- **What to learn:** One agency creating the website and apps, one PM (like us) investigating players, a UX designer evaluating input on Adobe (adobe.com) and Brightspot (brightspot.com).
- **Plan is proposed:** We've identified another player (Facebook) that supports better features there are security and advertising issues.
- **What's needed to proceed:** With no good option for a player on our C&D, we are going to continue publishing VR/360 content on Facebook.



Interactive Audio Experience

From Luke Miller

Based on our popular [24 hours around the world](#) article, Austin approached us and requested a similar treatment for a magazine feed, [24 Books Around the World](#). In addition to imagery, our new challenge was to incorporate video, audio and art into throughout the piece.

- **What we learned:** How to customize an HTML5 audio player? Instead of using the default interface, we wanted to customize our users with a custom-tailored experience. In order to do so, we needed to adjust the entire audio player interface, adding jQuery to tap into the normal functionality of the audio player. This is also the first project we've incorporated all code as within the interactive itself rather than just the beginning elements of the piece, which was a great learning opportunity for sponsored interactive moving forward.
- **Cost to learn:** Creative Developers, 1 UX designer and the Miller team, working together over the course of a few weeks.
- **Plan is proposed:** Luke wants to help determine the success of the audio player interface with our users, and continue to explore ways to integrate something into these interactive pieces.
- **What's needed to proceed:** In the future, we are looking for ways to make these into more flexible templates that will allow us to create custom sponsored content more efficiently.



Chart of the Month

Our chart is rather diagram. This month shows the different databases and content management systems we use for video. On the left is Channel CMS, aka VU. (links AEM is in the center, I require wholly new page to be built whenever want to make updates. AEM is comprised of modules, so when we want to build a new web page we remove components.

We used this diagram in cases where a new page should be built. The page currently lives on video.rtg.com, represented on the right. Unfortunately our new Further branding and the functionality required to host screenshots is not part of the video.rtg.com site. The database that hosts the content for this new site, represented as a cylinder, is part of the video.rtg.com site but AEM doesn't access it this, that's why we decided to build the page in AEM.

Headlines of the month



UX Term of the Month

Dear Study: User logs shared of daily activities so they occur give contextual insights about our time user behaviors and needs, helping define UX feature requirements.

A diary study is a research method used to collect qualitative data about user behaviors, activities, and experiences over time. In a diary study data is self-reported by participants over an extended period of time that can range from a few days to even a month or longer. During the defined reporting period study participants are asked to keep a diary and log specific information about activities being studied. To help participants remember to fill in their diary, sometimes they are periodically prompted (for example, through a notification received only or at set times) during the day.

<http://www.nngroup.com/articles/dear-study/>

Luke's Item

This method is essential for media companies trying to understand how content experiences fit in the daily lives of users. Surveys and quantitative methods tell us 'what' users are doing but merely usability studies can show us 'why' but it's a very targeted way. With diary studies we get the answers to our 'why' questions with the rich context of time and place in my work at home I performed a similar study on the home app. We discovered new opportunities for smarter notifications instead of just over-persuading user's feed, resulting in a new feature.

Design Thinking Activity

User Flow: [A user flow is diagram](#) of all the steps a user must complete in order to perform a task. Unlike the user journey described in the introduction to this month's newsletter flow are most useful when they are granular. Additionally they don't show context of use, but rather the specific system outputs in response to a given user input. In this example pages are represented [page] and user inputs are verbs.

How users fit the magazine page and

- [Homepage]
- when Explore the Day
- [grid view]
- when magazine
- [magazine full]
- when article
- [magazine article]
- when another article
- [page]

This seems pretty straightforward, but once we verbalized the flow with multiple product users only about 30% shared the progression what the article page looks like (links to more articles are well below the 30% mark), we had an issue. When thinking about how a person might move through a system more efficiently, there are a great starting point to first understand what the system experiences like. Think of it like the old carpenter's axiom: measure twice, cut once!

Quote & GIF

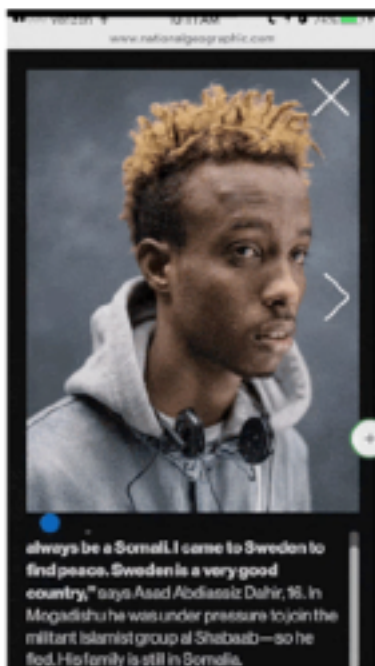
Thanks as always for making this a topic post the more we can't keep by my desk! KID's home a look from the UX leading theory. We read all feedback is welcome!

Next to subscribe? [Click here](#)



Organizational interaction design at Nat Geo

A significant portion of my effort leading Nat Geo's digital design team is spent facilitating project intake, distribution of design artifacts, and collaboration with other teams. Posting user journeys that detail insights from the analytics, social, and editorial groups in areas where teams meet keeps qualitative data top of mind. Wider communication for project learnings get distributed through a monthly newsletter.



Happy December, UX Newsletter subscribers. The most clicked link from last month's newsletter was to a user test video, which leads me to this month's header image: a user test of an article on mobile that was originally published in print. We tested it to see how much interaction the video content received and how we should update the design in response. Six users were tested (3 on mobile) and all reacted positively to the video content, however only one person immediately found the videos. On desktop the videos were found more quickly because a play button appeared when users hovered their mouse over the image, but since there is no mouse on mobile discovery was serendipitous. Furthermore, because the test asked subjects to identify their favorite part of the page there was likely more interaction than what would occur organically.

In other user experience goings on the team that meets to discuss premium content for paying members have identified some low cost offerings (in terms of development and human-hours to produce). The hope being, to make our digital subscription as valuable as the print one. A lofty goal, but as Ellen Johnson Sirleaf, the first female president of an African nation, said in her memoir "If your dreams do not scare you, they are not big enough."

- *Plan to proceed:* We identified another player (Omnivert) that supports Safari however there are security and advertising issues.
- *What's needed to proceed:* With no good option for a player on our O&O, we are going to continue publishing VFW360 content to Facebook.



Interactive Audible Sponsorship

From Lauren Glazer

Based on our popular [24 hours Around the World](#) article, Audible approached us and requested a similar treatment for a new piece titled, [12 Books Around the World](#). In addition to imagery, our new challenge was to incorporate video, audio and ad units throughout the piece.

- *What we learned:* How to customize an HTML5 audio player! Instead of using the default interface, we wanted to provide our users with a seamless brand experience. In order to do so, we needed to rebuild the

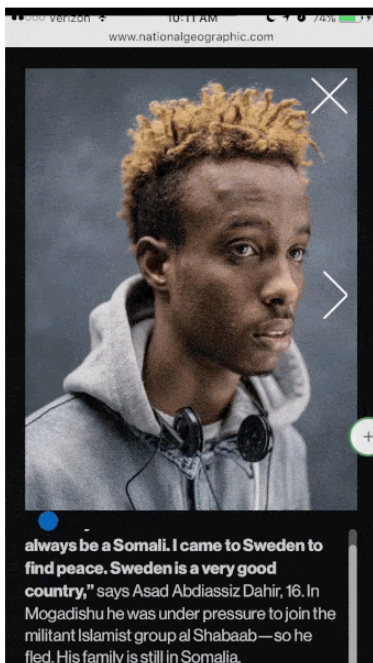


Happy April UX Newsletter subscribers. The cover image for this month shows two experiments set to run soon for ng.com articles. Each seeking to design a page that leads to more interaction with our news articles (and thus more ad impressions) for the large amount of traffic we get from social, directly to a single article.

Each page above show the same article (ads intact to reflect the experience today) however one set of pages has been truncated using a special layout component built into our content management system, AEM. To reveal the full article beyond the truncated portion a user must click a button labeled READ MORE to expand the page beyond the first few paragraphs. Why make more work to read, you ask? Our analytics show that the majority of people do not scroll down beyond the 30% mark of our page height, missing most of the article and any related article promos. This first experiment tests whether showing more Nat Geo articles (located toward the bottom of all article pages) sooner will capture the attention of that group of users who aren't scrolling to read the entire piece.

For fans of Hocus-Focus/spot the difference, can you see the second experiment? On the right set of pages you can see a large image of a horse. This is actually another article that readers may click through to, however it sits in a slideshow with other articles. This experiment is trying to take advantage of known behavior exhibited in image galleries across our site, where users continuously click to see more images. This is a testament to the quality of Nat Geo photography.

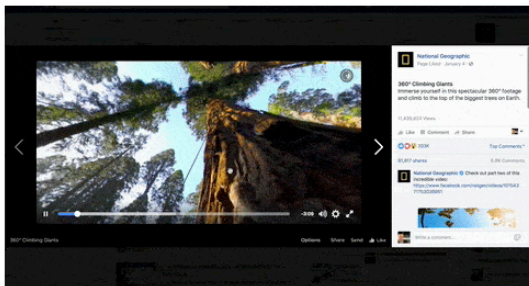
It's also worth noting other tech and product teams are working to make page load snappier to reduce a different possible reason for the low scroll through of pages.



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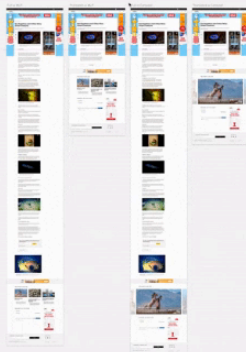


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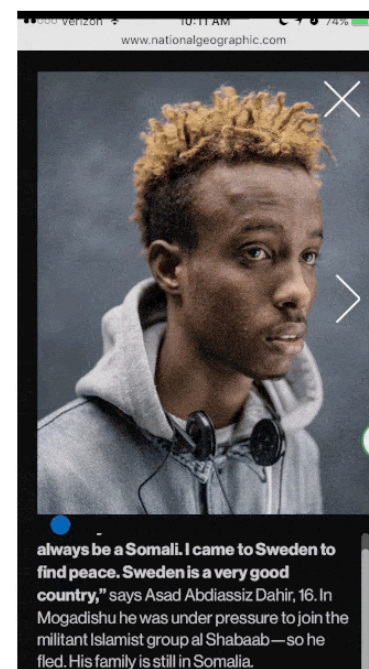
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-Luke Miller, UX Director

April 2017

Organizational interaction design at Nat Geo

A significant portion of my effort leading Nat Geo's digital design team is spent facilitating project intake, distribution of design artifacts, and collaboration with other teams. Posting user journeys that detail insights from the analytics, social, and editorial groups in areas where teams meet keeps qualitative data top of mind. Wider communication for project learnings get distributed through a monthly newsletter.



3.3. Term: *affine* Manifold

General: (abstract): An environment that form the setting (space) model and basis of which it can be fully understood and understood

where space is relative to a complete abstract view to the character of their objects, and they use the experience to recognize subjective and concrete-concrete specific elements. To create emotional experience that are abstract for the character and sensory, it requires their imagination to understand:

1. create big fields
2. users total feeling in environment where they complete natural needs
3. environmental effects used to recognize each big field
4. knowledge of themselves

- *My Group: Context-Sensitive Design in the Zone Character User Experience*

Take's 3 levels:

The users at this medium are under no control as many points design, edition, space, platform. Publishing individual has been the most interesting in the system of control. The frequency makes character levels basic, moderately strong and the users can learn when as pattern are currently not personalized (strong focus) is interested in controlled when the users access our control and will also believe we can design and build it out.



Maya Springs, and happy Hometown-History Month, (2) *Non-Resident* subscribers. Maybe you found the first Hometown-History society and wondered what another might be. Well, not to worry, in six months' time you might see that advertisement (*there is another!*) created by an online English company. It is intended to show the stages of an experience as defined by levels of engagement, user behaviors and reactions, and the current position or features of a company (website, email, cell phones, etc.).

We are currently working on our own version of the Customer Journey that will include strategic investments like CRM and analytics, with the goal being to get a complete picture of customers and customer base mapped on to the experiences we are creating. In the end we hope to use these to track and guide future decisions around CX.

—Lyle Biber,
March 2017

- 1. Project learnings
- 2. Effect of the month
- 3. All time of the month
- 4. Design Thinking exercise
- 5. Photo & film

Project Learnings

As reported in focusing on launches or milestones, I'll be reporting on learning that can be continuously applied to our process. This is an experimental format feedback is welcome. [View our first launch](#)

Share Your Story Weekly

Using the features-maggle capability specially built in to Your First by our partners at Analytics, single users now have an entire page designed with the new feature **feature (see other updated)**. These single users were added to submit story entries (and image submissions) during the week to every instance of Your First usage from Feb 21st (first week after story studies in the UK) until the month ending (currently) March.

- **Plan to proceed:** We identified another player (Omnivert) that supports Safari however there are security and advertising issues.
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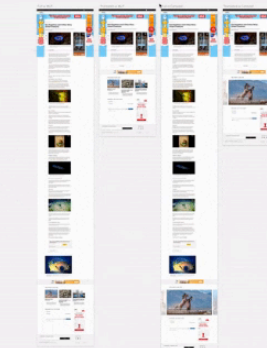
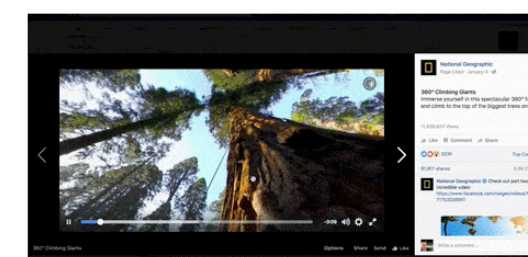


Figure 4(a) (b) illustrates the design. The seven songs for the investigation were experimentally guided by genre/lyrics/era/artist. Each song is assigned a group that leads to more interaction with our seven artists (and the more ad interaction) for the target promotional effort as go from social, directly to a target artist.

Rajan says administrators like the same article but aren't willing to release the economic results. However, he says that because researchers have not developed a standard output measurement tool, it's not clear whether the program is successful. He says the use of student retention as the evaluation system is a clear mistake and further exacerbates the problem. He says the program is not the only one in the country, but he adds that most want to learn why it works. He also analyzes some of the factors that make it possible to cut costs while maintaining the same level of service. He says that the program has made some and only limited, selective copies. This has helped him to understand the program and to find out what works. He says that the program is not the only one in the country, but he adds that most want to learn why it works. He also analyzes some of the factors that make it possible to cut costs while maintaining the same level of service. He says that the program has made some and only limited, selective copies. This has helped him to understand the program and to find out what works.

the 'one-off' group. Compared to the different, repeated use by several operators of the 'on the right' and 'wrong' images, there was a large range of a few. This is clearly evident with the number very close to zero in Figure 1. It also is obvious with the other options. This comparatively large difference range of knowledge is reflected in image selection accuracy data, where there consistently still is a large range. This is not unexpected in the quality of the test photographs.

It may well happen that both independent teams are working to solve a particular problem, and a third party comes along to help one of the teams. In this case, the third party is not a *new* possible source for the new strength of argument.

July 2011, 2012
April 2011

- 1. Introduction
- 2. Chapter 1: The world
- 3. Chapter 2: The world
- 4. Chapter 3: The world
- 5. Chapter 4: The world

Author's project/learnings:
An approach of learning in a classroom is individualized. It has important learnings that can be continuously applied to improve. This is an experimental lesson. Feedback is welcome. <https://www.gutenberg.org/files/69848/69848-h/69848-h.htm>

References

James finds out from a neighbor he is going to get a divorce, so James tells his neighbor: "You're going to get a divorce." Although the neighbor may not want to get a divorce, James is not trying to get the neighbor to get a divorce. James is just trying to tell the neighbor that he is going to get a divorce. James is not trying to get the neighbor to get a divorce. James is just trying to tell the neighbor that he is going to get a divorce.

- **What is Search?** - Grouping information under headings
 - Documents - In traditional index users identify specific results we want more than the information itself. Proprietary search results at the time
 - Substantive more information comes from profiles are combined at each time search engine. Even without actual results this provides strong visual results from. Information are related user identify information
- **Searcher want to** - to assign, to highlight, to mark
- **What is personal?** - Information should contain specific personal data in information retrieval, the search engine that powers our use. Google Search Appraisal is a large range supported through this technique

***luke
miller.***