



Happy Spring, and happy Women's History Month, US newsletter subscribers. Maybe you heard the term User Experience Journey recently and wondered what that might mean. Well look no further. In two months' time you 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 behaviour and reactions, and the current products or features of a company (website, email, call centre, 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 our a video with their thoughts, does we sign 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 that in business and marketing strategies differently.

We are currently working on our own 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 customers and customer data mapped on to the experience 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 releases, it's important on learnings that can be continuously applied to our process. This is an experimental format, feedback is welcome. [See what we've learned](#)

How Does They Study

Using the feature toggle capability specially built in a 'How that by our partners at Indeed, eight users were selected across seven days straight with the new 'story' feature [see after updates](#). These eight users were asked to submit data within two days before detailing reactions to every instance of 'How that usage from how an old 'How that more about story studies in the UK term of the month looking activity section.

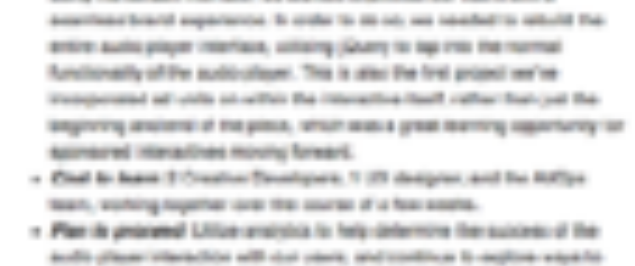
- **What we've learned:** Users described the ability to follow one another as a welcomed update. This feature implementing the feature in a popular location for discovering new users, the Daily Queue. We also verified several other existing product plans, but worried of issues being the other.
- **Cost to learn:** One the only 'Community Manager' and PM, two UX designers, also 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 'How that pages. Begin design updates to the feature and visual and test 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 'How that 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 experience by making up and moving around a small phone [example](#). But Geo already produces this content but we had it on Facebook or YouTube. This project seeks to test the content on various and operate 360° systems.

- **What we've learned:** Few video players on the market are capable of showing 360° content. Our own PNO player is not one of them, and others we are using at our support later proving at those users don't get to enjoy the experience. One is for this is to create an app, requiring later will become issues. However, this will mean building both an Android and Apple app is addition to the website that would promote our 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 app, one PM (like it) investigating players, a UK company evaluating input on video (video.com) and Brightroll (video.com).
- **Plan is proposed:** We've identified another player (Brightroll) that supports 360° content 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 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 titled, [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've learned:** How to customize an HTML5 audio player? Instead of using the default interface, we wanted to create our users with a customised 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 into an within the interactive itself rather than just the beginning elements of the piece, which was a great learning opportunity for potential 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:** Little analysis 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 the Channel CMS, aka VU. On the right is the AEM. I require wholly new page to be built whenever we want to make updates. AEM is comprised of modules, so when we want to build a new page we remove components.

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



UX Term of the Month

How that follow they study is a term used to refer to the process of gathering insights about our time user behaviour and needs, helping define UX feature requirements.

A diary study is a research method used to collect qualitative data about user behaviour, 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/diary-study/>

Luke's Term

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

How that follow they study is a process 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 [inputs].

How that follow they study

[Homepage]

[How that follow they study]

[How that follow they study]

[How that follow they study]

[How that follow they study]

[How that follow they study]

[How that follow they study]

[How that follow they study]

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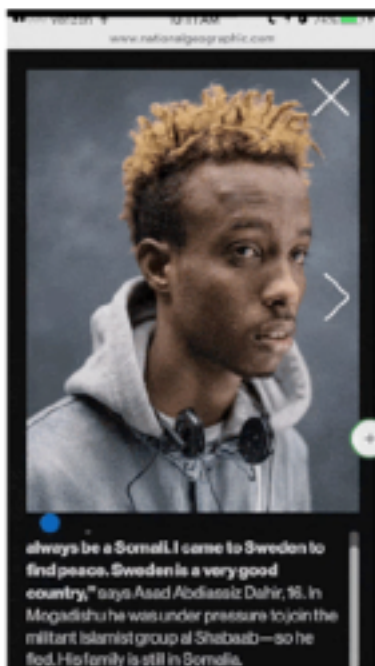
[How that follow they study]

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Organizational interaction design at Nat Geo

After joining Nat Geo, I trained up a team of 5 to handle research and design tasks. I also spend my time facilitating project intake, distribution of UX artifacts, and collaboration with other teams to evangelize our work. Wider communication for project learnings get distributed through a monthly newsletter I encourage all team members to contribute to.

In the end its always about communication.



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

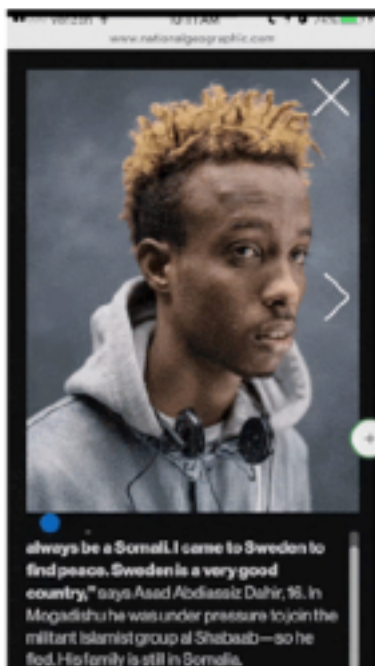


Happy April UX Newsletter subscribers. The cover image for this month shows two experiments set to run soon for ng.com articles. Each seeking to design a page that leads to more interaction with our news articles (and thus more ad impressions) for the large amount of traffic we get from social, directly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

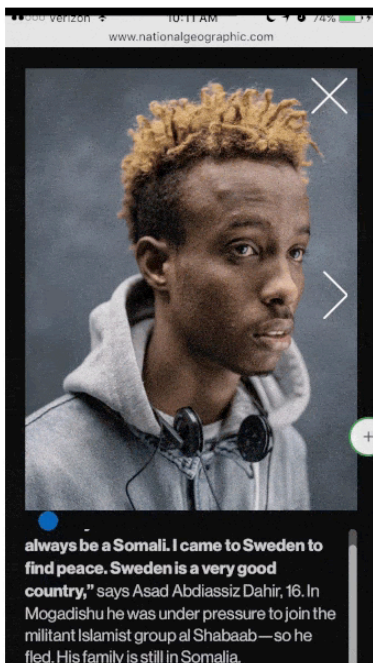
For fans of Hocus-Focus/spot the difference, can you see the second experiment? On the right set of pages you can see a large image of a horse. This is actually another article that readers may click through to, however it sits in a slideshow with other articles. This experiment is trying to take advantage 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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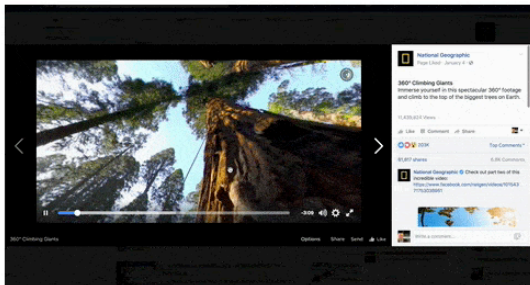
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- **Plan to proceed:** We identified another player (Omnivert) that supports Safari however there are security and advertising issues.
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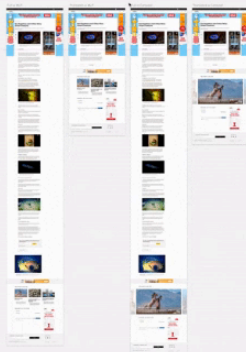


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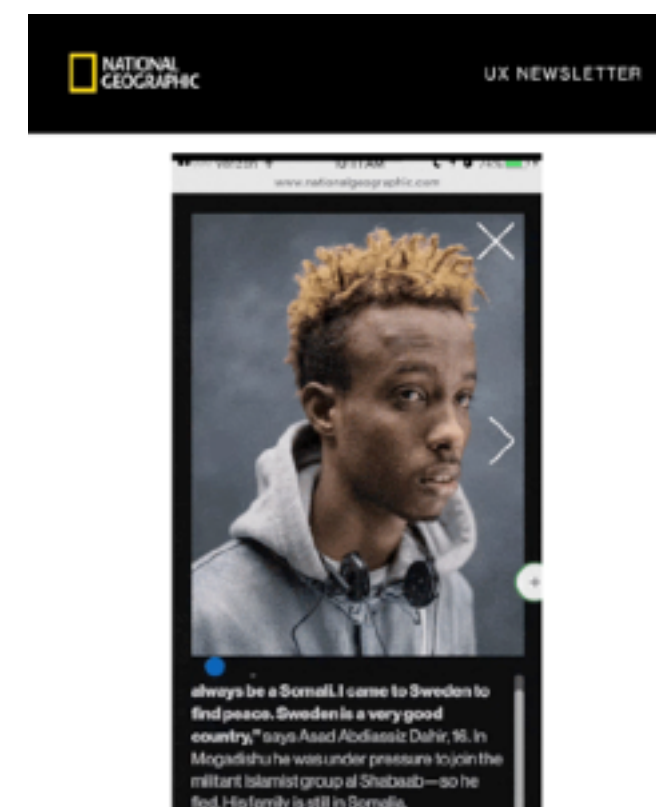
-Luke Miller, UX Director

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Happy April 15! Remember to subscribe. The cover image for this month's issue lists experiments and our forthcoming new articles. Each posting is designed to jump-start your research and to provide you with new articles and ideas. We are all interested in your progress and we are all interested in your ideas. We are all interested in your progress and we are all interested in your ideas. We are all interested in your progress and we are all interested in your ideas.

Again, researchers evaluate the same online tools meant to reflect the experiences of people. However, not all of these online assessment instruments actually assess student attitudes. Some instruments do contain statements about attitudes, but they do not attempt to measure the instrument domain. A clear rule must be followed: *assessments that measure management education students' attitudes are paragraphs, not scales.* These rules do mean you will not find answers about the fact that students in general do not attend class frequently, the fact that it is impossible to measure, missing from online attitudes and any related attitude construct. This has important implications for showing more and less about students' attitudes (whether the bottom of an online page is opened) will capture the information that group of students who aren't attending to read the online page.

[illegible]

It is not well understood how individual factors are working to reduce gender inequality in various different possible aspects for the low social strength of women.

Lyle Miller, CEO/President
April 2017

— **Journal of the American Medical Association**

1. Selected groups/forums
2. One of two months
3. All ages of two months
4. Most of all two
5. One of all

Selected project Learnings

As reported in *University of Southern California*, 37 law departments have reported that they have successfully applied the curriculum. "This is an experimental course; feedback is welcome. Please see our survey."

References

James made his first contact after he received from the Department of Defense an official letter stating that he had been drafted. Although the letter only stated that he was being drafted to enter the U.S. Armed Forces it failed to give him further training, basic education and career advancement opportunities in military and other information services based on being a mathematician.

12. **What are strengths?** Drawing information under headings:
 demographic: is measured (users clearly identify specific results more quickly than the demographic information); demographic: users results at the top
 substantial: most quantitative content from graphics are centered at each row
 derived: subjects, from overall visual images in the interface
 showing: visual results (users: interface) are related (users identify information)

- **Flow is provided:** demands must be satisfied without delay or interruption, otherwise the search engine has provided bad service



***luke
miller.***