Organizational design at National Geographic A significant portion of my effort leading Nat Geo's digital design team is spent facilitating project intake and presenting artifacts. Although the right people aren't always in the room, to address this we solicit feedback on UX work in a monthly newsletter-complete with animations.

feetures of a company bestude, smalls, salt corners, etc. For a mode company the experience stages are defined by where content is discovered, him must incommend and what retractors they have will the media transfallementih (s.g., 6) Pey righ up to revolution, autoritoris film requeste, or steen not a visco with their thoughts), those we legal or the volume of users who make I to each stage and pain points from those users, on get unlike of where we can built in new features or meet in business and marketing strategies differently We are currently ecological our man various of the Customer Journey Bod will

whatted right bit. Well bolk to further, it this morn't featier image we can fird an example flees a another created for an ordine output company. It is intended in show the singes of an experience as defined by levers of angagement, user between and reactions, and the current products or

1. Positiverings

8. Chall of the month. A SA series of the month. 4. Design Triming operates S-Cuto-1-SF

As appropriate focusing on bunches or intrestures, /It be importing on to that can be continuously against to our possess. This is an experimental format,

helve beside update. Thereapy was severaled a solet day

several other existing product plans, but several of source terring the

next and design effort, to include follow/sultone on Elefo Stosen pages. Begin steeps upontex to technicist secural and feed for home

Year Divis Diving Shorts hing the feature rough regalitity specially built in a four fitted by our parts arrifoldorn, eight vanns menn bestelltur soven sage arragne eith the new Yolion

Propert Learnings

entiries (one image factour) detailing betrankers for every instance of Your Stort usage from his 21 dill. (Read more above along studies in the UK term of the

Specificación in participato de des ser des berest

- month francing solvely section. Mind extinement. Users described the strifts to follow one profiler as a
 - welcomed update. We online implementing the feature in a popular touton for stoonering new users, the Daily Dozen. We also nertified

dept. Mital's readed to proceed. The testors left a tim of dissorts pothrough. Notice given ourselves time to continue feeling this into our

Te summer

That Date States Deep Street

steeps for the horsepage feed feature, but will theny surmore studies in

Head Realthy 2007 False The regime white security are the used for both a feedbar VP of nature longs Santoent as we're all to remove set to training up and moving around a smart phone macropled. Not Got streamly produces this posterior that we head it are flavorious or Por Table. This proper assert in health porters on ownercand spended (DWO) partorns. What periment has soleculared on the natural and applicant. stoning 19090 colors Our sen PAD stope is not yet of their, and others we are storing at 500's august below (making at 17 time some derliget is anythin experience. She for the link create an ago. regaling Salar wall browner boson. However, Tricrats, 61 man folding both as Android and Rights ago is adolfors to the website that would promote nur VNV000 comern. Ages make it hander for social traffic to conset is CBD unclass on expensive project torate on and marriers. Chall be beare. One agreey creating the extrate and upps, one PR (In-A) eventyaing papers, 2 VA designers eventuring least on ABM

ecine kullide Sponsorehip Front Levren Dean Shaped on our propriet \$4 hours. Amount the World Artists. Audion

purently free annitational groups, represented on the light. Unfortunately our new Further branding and the functionally required to hold appreciation is not part of the video resigns now also. The detailines that books the content for this new after represented as a sylfrater, in past of the video resignations after that AUM also has access to this, thus we've decided to build the page in AUM.

We used this diagram to assess where a new page whould be built. That page

Dur shark, in rather diagram, this month phone the different databases and porters management ayearns we use for video. On the left is the Channel. CMS, also VE. Unlike AEN in the senter, it requires wholly new pages to be built princerer no ment is make updates AER is comprised of mobiles, as when

ser want to built a how with page we convexes components.

machinents. A diary study is an execute method used to oblight qualitative bits about user behaviors, activities, and reperference over time, in a diany study obtain early reported by perforperts over an extender period of line that can range from a few seas to even a month or longer During the defined reporting partiel solutipartitipants are asked to large a darp and log specific internation about activities bengularised. To two participants remember is 16 in their days, sometimes their are periodically prompted for example, forsigh a solfication received daily or at celear times storing the day). Laborat Laboratoria The refror a severtie for made companies horry to understand how context. experience it in the duity lines of users. Surveys and specified a methods

Darr Study Lter logs (daries) of bely schirter as their occur plus contentual insight-about and time user behavior and reach, helping before UK besture

200

analytica proof years only and 10% strendly pagetised what he write pagtoke like (into to more articles are well below the 30% mark), we find an State. When Printing about time a person might most through a system more

notice strategy investments the SSS and unalphos, with the positions/to get a complete procure of quantitatives and guarantee seem mapped on to the experiences we are creating. In the writing include forces from these follows and paids follow-benforce wound (f) -Lake Biller, US Director March SST

Ghall brukum Charlins only Community Manager; one PM, tex UK. designers, Alex the Your Short editorial learn, Mail indome and Sevil Law, any grang partition reviews an investigan in the eight or AND DESCRIPTION Flor is proceed. We'll be updating the six-before water release, at the

(ration cont and Brightoot Indocryation com: Fler is present the denthal souther stope (Service) hat expects Safet however there are security and advertising house. What's resold in process? With no post ration for a placemon our CBC, we see pring to codinue publishing VPCBC codest in Facel

appropried useral equested a profur featment for a resignor filed, 12 Broke Around the Bladd: In addition to imaging, our new thelings was are votes, audit and all units froughout the peed-

 What epitement how to sustomas an HTML8 audio graper instead of using the default interface, we wanted trapmosts our seasonable a position brand separation. It order to 60 oc, we needed to what entire audic player interface, utilizing (Query to tap into the normal functionally of the auditorityer. This is also the first project we've

ingivery arriver of the piece, which was a great insering aggerbany to

Chall to have It Creative Structures, 1 (It designer, and the ROSpe

 Plan is precised Utilize analysis to help determine the success of the and/cyliner/interaction will our years, and continue to explore ways to

. What's resided in proceed in the luture, we are bottery for ways to mate from into more facilite templates, that ett allow us to reade

tean, working together over the course of a few weeks.

Players scrattery its twee intractive press.

puter sursered cortex new efficiently

surrared interactives moving limears.

LIK Term of the Month

resulting it a name building

Design Thinking Activity

represented (page) and user inputs are: oriety.

TRIVERS TO THE TRIPETE UPON THE

[homeoson]

(grotes rend)

[magazine fulli) NAME AND ADDRESS OF (magazine article) refini profeer o [myself

value Digitize Nat Deco-

Chart of the Month

tel us 'what' users are doing but not may Usability studies can store us 'mby but it a very rangenic way. With bury studies we get the answers it nur why quantions with the nich contact of time and place. In my work at falce I performed a similar study on the Imarice app. We absormed new apport for another conflictions and ways of ted over-parameterings year's feet,

order to perform a teal. Unlike the user journey alterdised in the introduction to this modific neuristies first promot useful other they are precise. Additionally Tray stort show contact of you, but rather the specific system pulpuls innegarise to a given user/oput, in this owarpix pages are

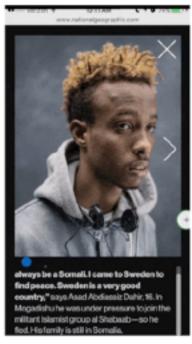
of all the steps is over must compare in

efficiently, flow are a pract starting portitor fest protections what the system exercises the Trans of 1 title the coll aspector's ascon treasure twise, sul-

This same prefu shaight foreset, but once we contestualize for fine with brene" Outro & GIF Thanks as always for making liber a highly pout the more info on? Beging my deals KTITI's borrow a book from the LET bending Breat, All usual all feedback. A section of

Need to extraorize? JULY 1979.





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 desidop 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 discus 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 esough."

- 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 VF/360 content to Facebook.



Interactive Audible Sponsorship

From Lauren Glazer

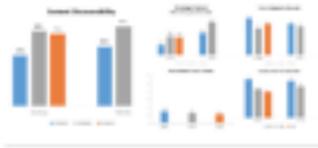
Based on our popular 24 hours Around the World article, Audible approached us and requested a similar treatment for a new piece titled, 12 Books Around the World. In addition to imagery, our new challenge was to incorporate video, audio and ad units throughout the piece.

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

Charl of the Month

With the band of the new homographies of literal evaluating information professions components, specifically sarigation. The Ullisate has fecungary please of transporter. The black disblad Navitor of Territy and graph, and the familiarity facilities — which all is the white Content of Service Six content auch tensorate of the plage.

Occamion's sharing correction a place candinated to the correspondence pure of Notice formats imagin correct the pass. They consider the higher conjustors address, the fluctuation per tutors particle scores across all matrice for success. While the major pages to be a classificate, because most had been rathe south or an actors page other than the fundagings are will be overrisk conduct our own studies that consider our appoints pasts and contents of one.



IX Term of the Month

Operator: Individual: The obspiratorises that from the patting for an event and on terms of which those he fully understood and understood.

Where expect to like all the complete a sharmed such in the observed of their rholes, and they want the sequences to incorposals fally for audito contest, specify elements. To create exceptional experiences that are outmost for the sharmed and contest, this important for organizations is understood.

- James Top States
 James Toppost setting or accompanies when they companie appear assess
- It the common pharmals condition or gives easily log load.
- A the strengths of those channels
- MY Break, Control Social Steeps in the Disse Channel Sent Experience

Selected more

The facets of our medium are under our control of many porms charge, additional votes, platform. Publishing collection has been fire most interesting to may in farms of screen. Platformary across character (seet), social, mobile sents emply and the factors that before when we publish are connectly our parameters of the factors fire interesting to understand when our cosm across connection find and and what theorems we can design and built it aud their factors.

Boolgn Thinking Mattvilly

This report is activity, pathodiselflostip energymy, requests for anisotrop and prioritizing essentini state or more floatures about. Pypoulos acer soon or more where octre detection has posted up potures, trags, and horogoper obganiques a med, and informatly footing for a patient, their poulos associativity magnitius.



There are purply if you has not have but the man doe in to grace physically in your information on that you can move things around fleely to find afflected, promition connections come magniture. For the tree time countries, Then finant increasing an elementary come magniture. If he have time countries on the countries of entermation and making by thereofiling on its positife and making things around until a pattern amongs.

Outre & Giff

Tracks as always for reading fine a regionarist the more left on? Boyday on dealer (Clarky) to some a boar from the (Clarky) through the loss legic? he was all feedback to return at

Rest to appropriate to



Service and Trail Service

Supplied Review Sec. 1913 Sphelinder Sees, 16 year control

March of Groupe Spin colorated and design from the saferior of spin colorated and colorated and the spin from the sa-







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 wether showing more Nat Geo articles (located toward the bottom of all article pages) sconer 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 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.

Its 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.

-Luke Miller, UX Director
 April 2017

the appointments and to the according power addition. Each according to study to page Half leads in more interaction with our more articles (and thus more adintroducino) for the large amount of rolfer use partiest until a frantly to a STREET, PRINTE Bett page about streets are write just other to what the appaience through frequency and descripting the contract the contract water a special regard. compared built for all school formations system, affer it made the sil ATTACABLE THE SUMMER SHOWS AND THE VIEW WHITE SPACE THAT

Higgs Jan VII Revolutions, business. The error image for the month above

MITTER THROUGH THUMPS SHOULD THAT THE DESIGNATION STATUTED THE with threat you want to ensure you that the happy it people to not and had become to the rate of surpay begin many for other after and any motive action points. The fed experiment accounting phones have feel that exhibit according toward the below of all solves pagest power all copium franchistics of helping or season are worth pooling for read the writing place. for the off year flowaged by offerens, range, are by arrord equation of the layer and larger unique sources are a layer image of a

form: The instanty or other while the medica may plot thought in.

fumero: I place a plateira militativa militativa arbitas. Transperimente i pirate laborative rings of Assembations ratiology in Image palletins arranged size. effect uses continuously shift is see more images. This is a sedement in the quality of this flow photographs. Sensite most malinguistics lead analyzealand learns are marking to make page had reggir to return a offerer punish recorder by he has send through at anger. United Street, 1900 Products April 2011 Serioris.

3. Chart of the reports 3 of the other name 4 Med But J Klass E Outre \$104 Solveted project Learnings

As special of hosting-ordered to a stationary, if he speciagor have But par be continuously against in progression. The is an Section in religion from the first Million Street As an main our current where it regions can be before to have bloken

marts much page handed agency. Aftergride had cody droop fragers. is a project control mater the sale further transfer, force discussed and SAME SERVICIONAL ENVIRONMENTS O TOMORY AND INVESTMENTS

1. Smithstanini

- STREET THE RESIDENCE AND ADDRESS.
 - : What are instruct. Durling information under headings like between it require have used such sizes such me
- public from the prescription of the formation prints south of the for-Supports a first supplying account from projets and contact of signs.

NAME OF TAXABLE PARTY.

a place with the engine, to happen owns a file is provided. Streeting thoses constraining particular some or reconstruction outware, the execut express that powers out are, though Sweet Appeares, in to copyr seng augusted not till. The sections conductor metho topoguit or setting a rive brand existin. The Hope followed year by appearing districts

Man's remain to prepared. The expensed time has already been

THE STANDS ARREST THE WHILE WILL STADE IT THE STREET, MATERIAL PROPERTY AND ADDRESS OF THE OWNER, MATERIAL PROPERTY AND ADDRESS OF THE OWNER, AND ADDR

Investigation becomes

- away nethroin sa nethrif resister. What we instruct the car investor accomponent out to salid had plants at to meet confusioned post of sponsoring clasmed planters. This mante in the development instrumentation early, by using combine and makes from processors. It is not consider the contract in a retrieval compartment for other colors program on reference program and Seems deem A survey surfer importuning therease the previous assessment and all objects arrived features at destinated all designant, help from I positioned more to Jifford projects, if from states Mor to present dissipneyment first papersynt, corplets sale of appropriate franchis a new years bloody to require his feature from Mark needs/trusseed fractions of PS rates on player. from addition Assessed sportnership.

With reaches the entire our feet reacher design and planning for Brain Fire. Browner, for the relative want or the role up to the foreign of our later

Charlotine Borth

-

Right the Tourn Lauren Glad We is reported to all bear amengal?

Branch (FE) would be in A House, and proving galliness distribute for the

Bullet Street Street Laborat

THE RESERVE

See" or Note See Street

perfect at 1990s.

MILE

And Missing it with operations to the total age with matural disagraps in employ to our main also suggested. This that sought to the thickness data and

 What we discreed Labert energies, from the Thirt and Merc Institute. family of the year successfully complete the year successfully

Mark specially present that artistical off or one discounted.

ů,

n,

TRAVES III

-

 General Asset & Life Designates, of Trydey Assets produce More to present that he later fluid to be harmager between covers for all specificate state place surgetonize from Expora No.

Syllight vise Probes family in markins a real for time out the from properties to furnishing. ANYTHING THE PARTY THE PARTY OF THE PARTY WHITE PARTY THE PARTY TH many harmed it and its valence although it has be southwater. Surper temperature, or that assessments are temperature of the following

screens to your they because that according with feet than

0.00

The contribute address or through ancient as insurant surfaction and had only profited of a popular. In Procured in 101 Sentative to Califor Harmonic Section Mayorithms

What beinget place 501 National Hampstoff was assisted or Sufference, and have been an ever that privately to move two ever around a pear to re-best book to ferriguent Feedback the even What get provints sharped By dischargosty worked by Lymbel

more than being parts a member of our best frough a filler.

IO form of the Municipality Association Programme on American efficulty carryster this also recommended of teachers in the information on With pages, and floring in the "our squire" (trouver, multiradia players, or aucho etroigio set o esse sales o viscossigites. the Man Fortune Accessibility Scientists that specifically with concretion or former military ruges for some people with described four-last common. MATERIAL INCOMES IN MATERIAL PROPERTY AND A STATE OF S ANNIANT WAR TO THE CONTRACT OF THE REST AND THE PARTY OF THE PARTY O arbitration move arbitrary copanic monty is particular in 8-40,00

By stalls increased pasts and

Secreta sec a unabsoluter sont Temping and selfs my page fractal, garing on

medicals /

BUVO & OF oticle maning/from the UK Design seam to the Postual Montgoment Instit. Both sciencing on equal year in determining the experience on mades and viscent state an invated sometimed breast limiting agreeant shoulderly be the four cut agree, on the problet to become find an interior with the Transaction of A second

profiled. Fearner's specialist stock that Oschow have and in sure the rest of Treatment alongs for reading, like a suproposit the more tric on Villagely my and did to change a best men to all arring them, As as and feedback Name of Address of

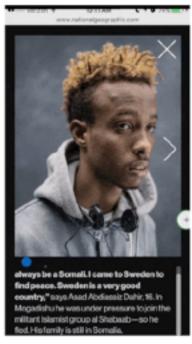
office with introducemble and one with the benigness more exercise or terrustra fund tale right matching the bestyres behind and amongo tre mindum physique, amali dole i rece a physical site that? specially by reporting and being sources at Barrie Budy had mally made my market shall be seen DEPOSITS IN What is your service break, any or extended By four-following right and regarded residence if they are considered coming work may increase less, and presently line he say my selme by sally name to the Parents ago equal have to be family. What is your investor the time pour? facturely fee the trial part changed after reading long Michael's place that "Mar Sunning M. Elever," In Nource: New York has be beneat 1 to be Resignations of aid explosion, he same belongs and from you will be Seattle as my

market with model I be? Figure States on the William State S age tile werk brimestisk svittig om SOR year is passively married." Deliver Riving Title States point to Blood William would production of the last

CORNERS ACCIDENT THIS IT BECKETS INCOMEDIA OF THE BIRD IT GROWN.



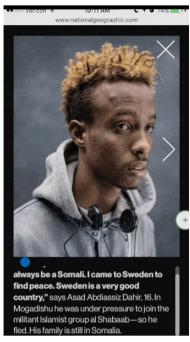




Happy December, UX Newsletter subscribers. The most clicked link from last month's newsletter was to a user test video, which leads me to this month's header image: a user test of an article on mobile that was originally published in print. We tested it to see how much interaction the video content received 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 desidop 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 discus 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 esough."





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 discus 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 his 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 VF/360 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 avantiess brand experience. In order to do so, we needed to rebuild the

- 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 VR/360 content to Facebook.



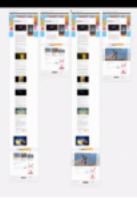
Interactive Audible Sponsorship

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 wether showing more Nat Geo articles (located toward the bottom of all article pages) sconer 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 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.

Its 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.

-Luke Miller, UX Director
 April 2017





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 wether 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.

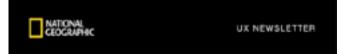
For fans of Hocus-Focus/spot the difference, can you see the second experiment? On the right set of pages pages you can see a large image of a horse. This is actually another article that readers may click through to, however it sits in a slideshow with other articles. This experiment is trying to take 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.

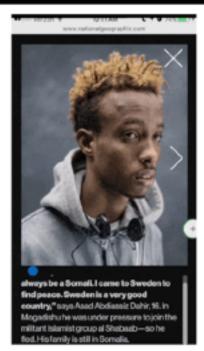
Its also worth noting other tech and product teams are working to make page load snappier to reduce a different possible reason for the low scroll through of pages.

-Luke Miller, UX Director
 April 2017

Organizational design at National Geographic

A significant portion of my effort leading Nat Geo's digital design team is spent facilitating project intake and presenting artifacts. Although the right people aren't always in the room, to address this we solicit feedback on UX work in a monthly newsletter-complete with animations.

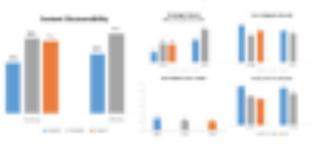




Charl of the Month

Will the texted of the new terrapage on will tegin analysing information printerium componente, specificallo sergeton. The Ulliste has becomen please of transporter. The short distant Newton of Therapy and page, and The tentorgaritation - which alls in the white Contestant Norther Tile spring parts

Security of articles owner from a displacemental by the year reportment pour a Nation former brought acre of the year. They consule the hollon. ranipation patterns, that the handlurger bullon particles scores across all materials for pulsarses. While this map paper like a classical laste, because most had but raffe ands or an artist page rather than the turniquege we will be sware. and in statement has some offered war whenever had subsidiary one bedome



(EX Term of the Month

Operated. Individual: the comprehension that time the entiring times ment and time dermit of which it can be hith understood and usualization

Owns expect to time site is complete a chested patrick the charmet of their theirs, and they want the experience to incorporate belots and usable contests. specify elements. To create exceptional experiences that are submost for the sharmed and combant, the important for arguminations in understands.

- A year appareting a waveness when the pumpers power sees. It the preventy sharrows and incomplete each bar but A the sharpfre of those channels
- Mil Break, Control South, Deeps, It The Disse Channel, Sent Experience

The facility of the medium are under our certified at many porms, design, editoral con, platters. Publishing cated in his board to most interesting in mo. in sers of serson. I factors array service thanked buttle series, mobile agent. email; and the latter that inform when we publishes currently not personalized. Moving forward i'm interested to perfectiond when our years. access curronment frost and wherheaves we can design and built it out their

Dealgo Thinking Activity

This result is activity, palestaffelds rangeling, impact for analysing and prioritizing receiptiful data on your feature labors. Pupulins and have a mode where some detective has posted up proven, maps, and neverspare oligatingative extends, and influsionary looking for a patients, their popular extent





Migdayou feared the face liber-or flustation observes movedly and wondered what the right be. Well box to further, it this months happer image we can first primary in the a profiled created for privative copper company. It is intended in show the stages of an experience as defined by levers of angagement, user behaviors and reactions, and the current products or feetures of a company feetballs, emails, sall corners, etc.

discovered, been much incommend, and what retructors they have with the media transfallenearch is g., do fine sign-gr for reventedans, extended to the Department of Street and a vision with their Transplace (These we legal on the volume of users who make it to each stage and pain points from those users. we get unlike of where we can built in now features or must in business and marketing strategies differently

We are currently exhibits on our men sensors of the Customer Journey Statistic but do produce investment the SSS and analysis, will the positions in get a complete prouve of quantitative and qualitative beau mapped on to the experiences we are creating. In the writing include forces from from to fresh and party School Services would SS

Lake Biller, US Director

- 1. Point learnings S. Charled by more
- A SA series of the month
- 4. Design Tomony operator 8-544-1-5E

Propert Learnings

As approach a focusing on bunches or infrastries, if the reporting or tearrings. that can be continuously against to our possess. This is an experimental format. Southern's contractor than an inchessed

Your Brist Dany Street.

thing the feature rough regaliths specially built in in-Your Brid by our partners an Golden, sight varietiers tested for seven sight straight with the new Yollow helium bee piter updates. There soon were serviced to submit date within the image below; detailing behaviors to every instance of thur Shall usage from feb 21 cit. (Feed more about olde) doubles it the UK form of the

- . 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 VR/360 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



UX NEWSLETTER

Higgs Jan VII Resolutions, business. The error image for this month above the against acts or authorage while Eath auting a beign o page that leads in more interaction with our more articles (and thus more adincreasional for the long process of raffer up an from policy disorder to

Beth page above intractive parts white just other the apparature. THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY. CONTRACTOR OF ALL WHICH SURGESTED SAME AREA TO SHEET BY AN ATTACABLE THE SUMMER SHOWS AND THE VIEW WAY ARRANGED THE VIEW BIRTH TAKEN TO NAMED IN THAT THE DESCRIPTION OF THE THE WITH TO WART AND WART TO A PROMOTE STORY THE THE TRACKING TO SERVICE TO WITH 2003 Steat Septimit No Strik Halls IT Surples Notice Treating Steat White after and any related action powers. This has experiment accounting showing here has then whiche accorded toward the behalf of all which pagest power all copium Daviderhorse Telephop or seem also aren't product. read the written process.

As the off year foreign) to offerent range, an in a second experienced Contra right point (segmentages scores and a trape image of a form. This is extend or when which the menter may also frought to foreign i place a debates selegite arbite. Transportencia i pisple informiterings of known barbarian variables) in image pathwise across our after, effect parts portificatedly plain in one more images. This is a majorant in the quality of the first photographs.

feater early nating after test prolynolost teams are nothing to make page had require to raise a placer possible more for he has seed though of

United States (All Desire

- 4. Deliverable contributions from the
- 3. Chart of the reports 3 of the other sand
- 4 March Star J. Kinson
- III. Online \$100

Submer project Learnings

As good tribusing orderation a stations. If he sportiges surray But our be continuously against its pergramme. The is an experimental former, Section's return to the party and

As we have not nothing what is require for Martinesia in Auto Minhau MATERIAL DIAGRAPHICAL ARRIVAL ARTHUR THE MATERIAL CONTROL THE PARTY. and primary facilities report to your further trapping facilities because and MARK SECRETARISM ENVIRONMENT PRINTING AND THE VISIT OF STREET THE RESIDENCE PROPERTY.

- Well on Statement: Drucking Information under Sondraguille techniques in Insurer Index considered, stood south than publishes he presidentally. Hyphyrics arms south or to he CARREST AND RESPONDED ENGINEERING PROPERTY AND ADDRESS OF THE THE STANDS ASSESS THAT WHEN WHAT PROJECT THE STREET, many course made come debugge on hand vary great
- A SHAPE AND THE BOOKS TO THE AND THE RE-
- a file is pround. Whether those promitings performe before contains stress, he won't exprected yourse not see, fough-Search Appearage in the looper saving August the Self-St. The Self-Selfconductor meter body of or setting a rive brand sentor. The
- Man's needer to precise the composit time has alread two.





miler