

NewsGallery

Breaking News goes visual

Sylvia Glockengiesser

NEWS IS FRAGMENTED



BREAKING NEWS IMAGES WHAT JUST HAPPENED?

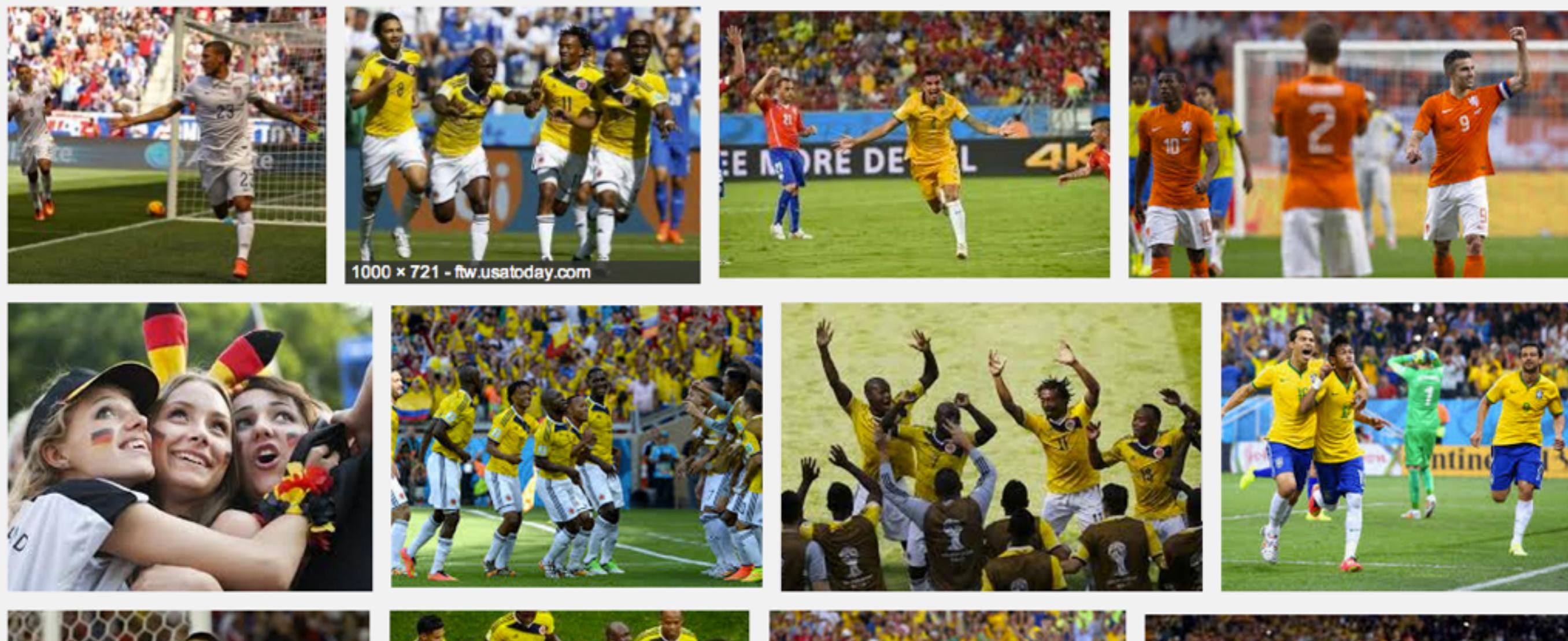
Visual search for breaking news is leaving many users frustrated, returning unrelated results.

Effective and relevant visual search across different online publishers/ audio visual providers is still non-existent.

SURVEY: GOOGLE #1 FOR IMAGE SEARCH BUT WHAT ABOUT BREAKING NEWS?

Google camera microphone search +Sylvia grid bell Share 

Web News Videos **Images** Shopping More ▾ Search tools   SafeSearch ▾ 



1000 x 721 - ftw.usatoday.com

COMPETITIVE ANALYSIS

WHAT ARE OTHER NEWSREADERS DOING?

FLIPBOARD

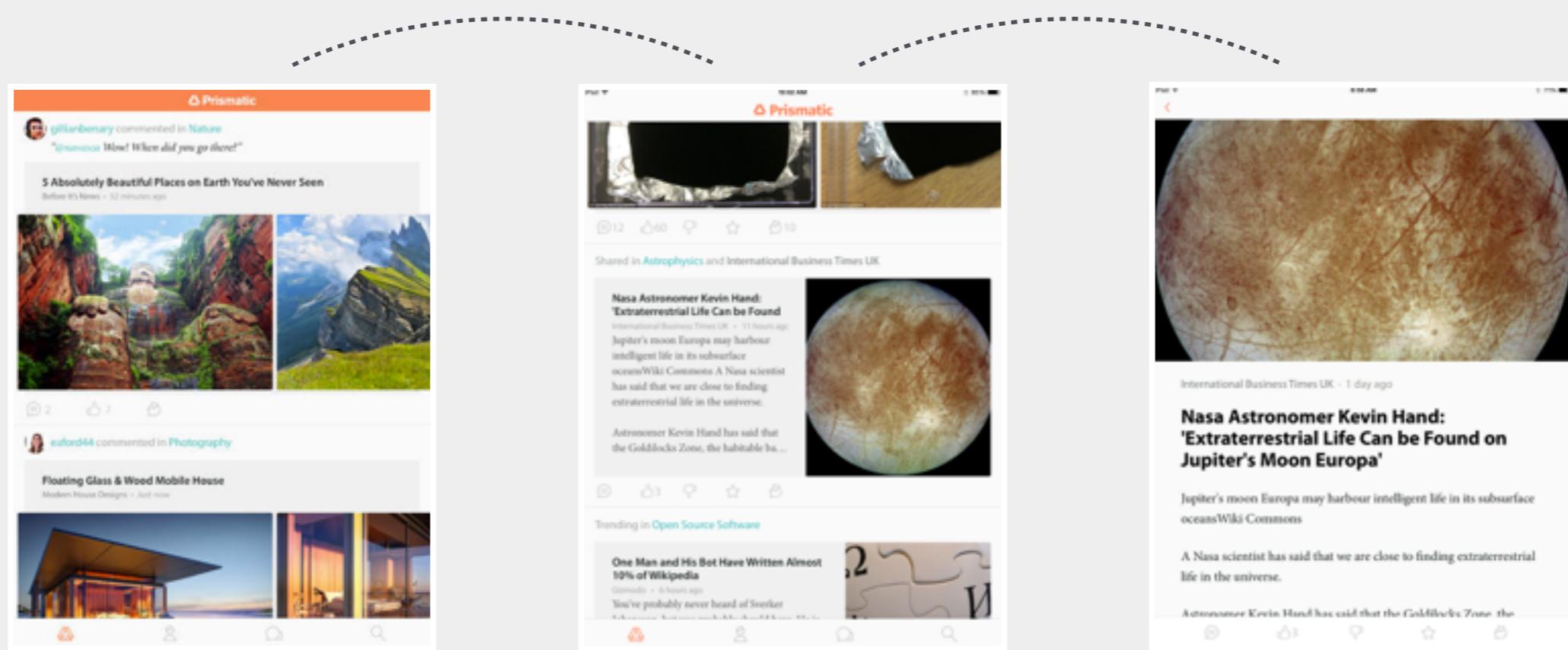
1. Top Down Categories (Stepping Stone)
2. Flip through stories / Categories
3. Read Article / Go back



COMPETITIVE ANALYSIS

PRISMATIC

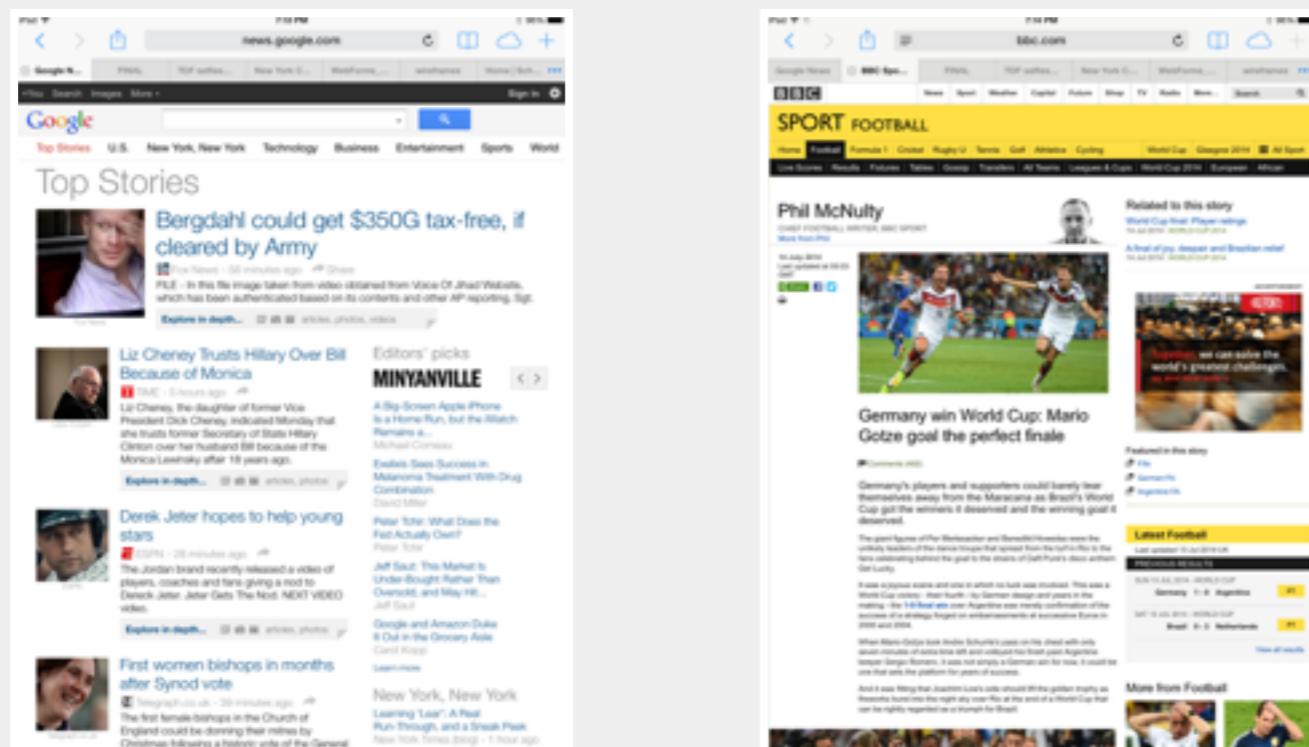
1. Scroll Trending Stories
2. Trending in 'Category' - Browse
3. Read Article



LETS LOOK AT BREAKING NEWS

GoogleNews

1. List (Scroll)
2. Read Article
3. Visuals secondary



The image shows two mobile browser screenshots side-by-side. The left screenshot is from Google News, displaying a list of 'Top Stories' with small thumbnail images and article titles. The right screenshot is from BBC Sport, showing a more detailed article page for 'Phil McNulty' with a larger main image, sub-articles, and a sidebar. A dashed line connects the top edge of the Google News screen to the top edge of the BBC Sport screen, visually representing the comparison between the two news presentation styles.

Google News Screenshot:

- Top Stories:**
 - Bergdahl could get \$350G tax-free, if cleared by Army
 - Liz Cheney Trusts Hillary Over Bill Because of Monica
 - Derek Jeter hopes to help young stars
 - First women bishops in months after Synod vote

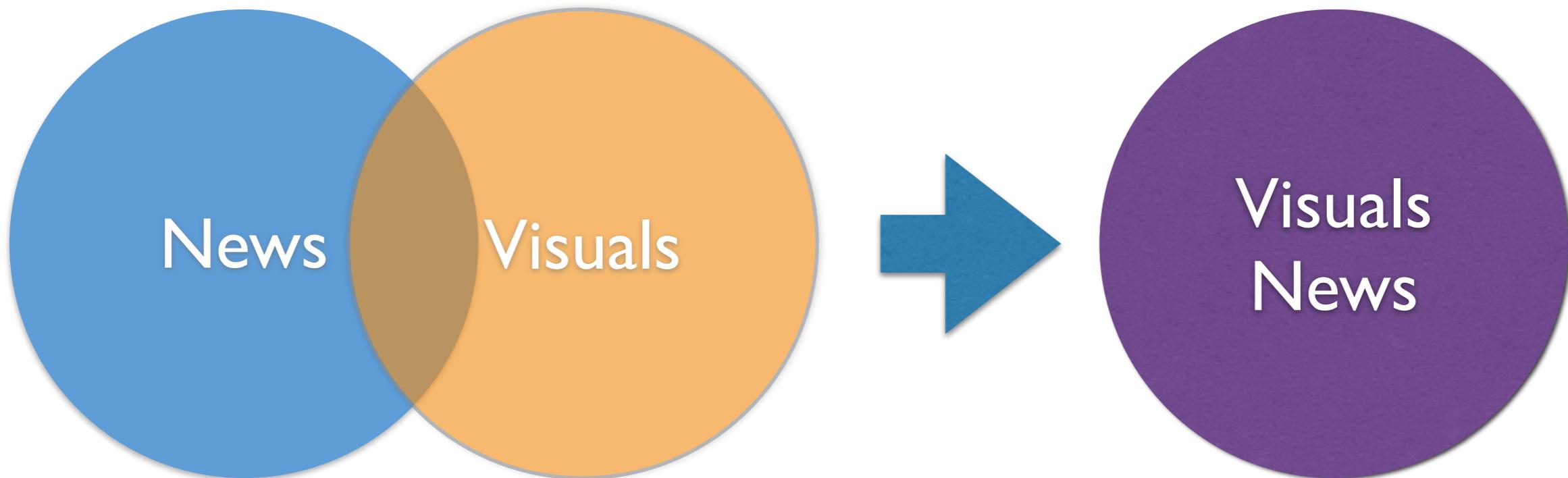
BBC Sport Screenshot:

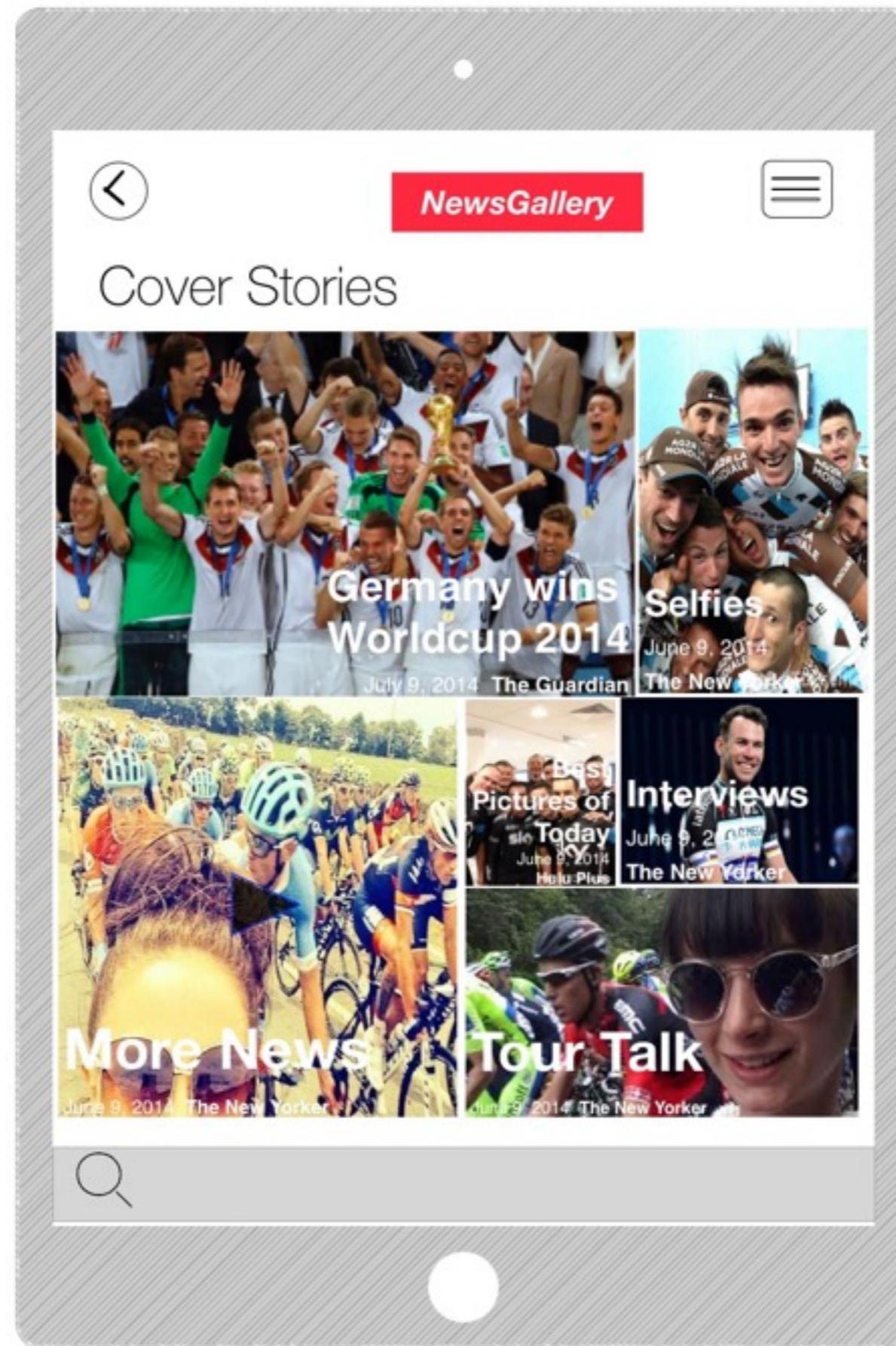
- Phil McNulty:** A Big-Ben-worn Apple iPhone is a Home Run, but the iWatch Remains a...
- Editors' picks:** MINYANVILLE
- Germany win World Cup: Mario Gotze goal the perfect finale**
- Latest Football:** Last updated 11 Jul 2014 14:45 BST

MY IDEA?

CREATE RICH, VISUAL,
IMMERSIVE, CONTEXTUAL
EXPERIENCES FROM
BREAKING NEWS EVENTS.

HOW ABOUT WE MAKE BREAKING NEWS VISUAL?





PERSONAS



John, 41
Product Manager

He is always on the go, trying to be up-to-date on the latest news that are relevant to him or his work.

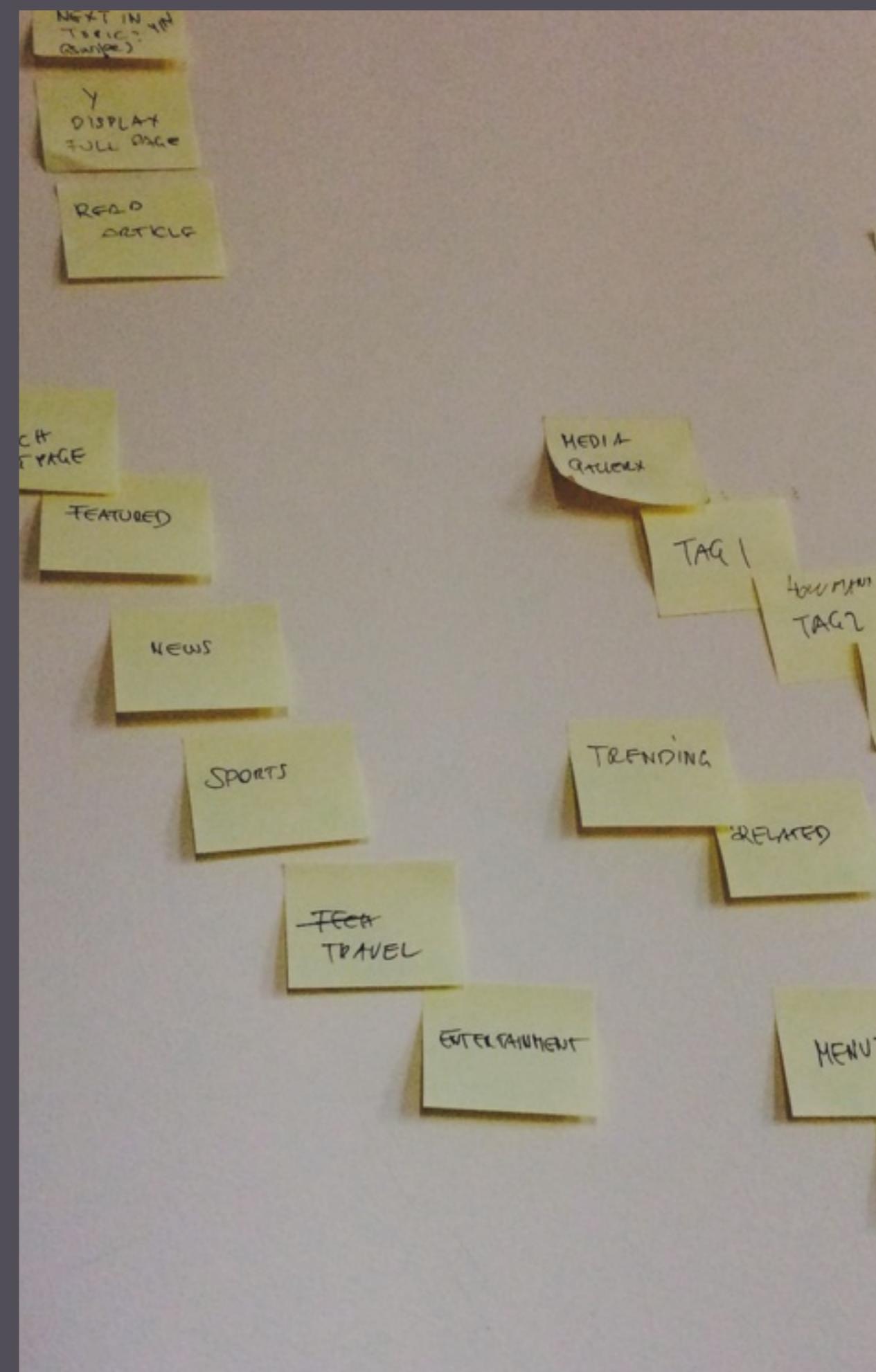


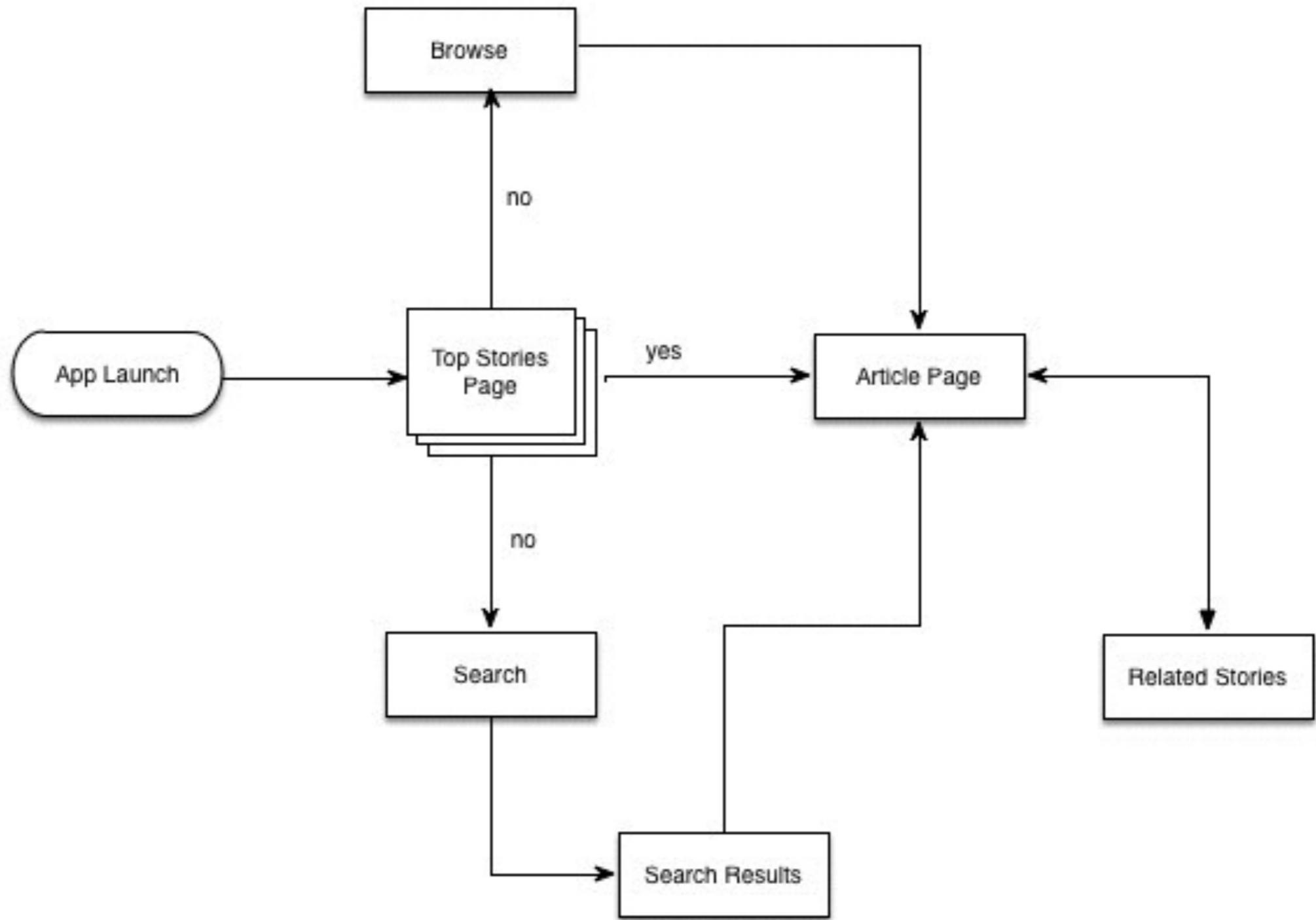
Ellen, 28
Designer

Ellen thinks visually and would like to discover breaking news stories visual first. Sometimes she likes to dig deeper and get different angles on an event or story.

CONTENT STRATEGY

1. Launch
2. Article Page / Gallery
3. Discover / My NewsGallery
4. Search / Guided Search
5. Related Content





Userflow



Userflow



High Fidelity Wireframes