

NewsGallery

Breaking News goes visual

Sylvia Glockengiesser

NEWS IS FRAGMENTED



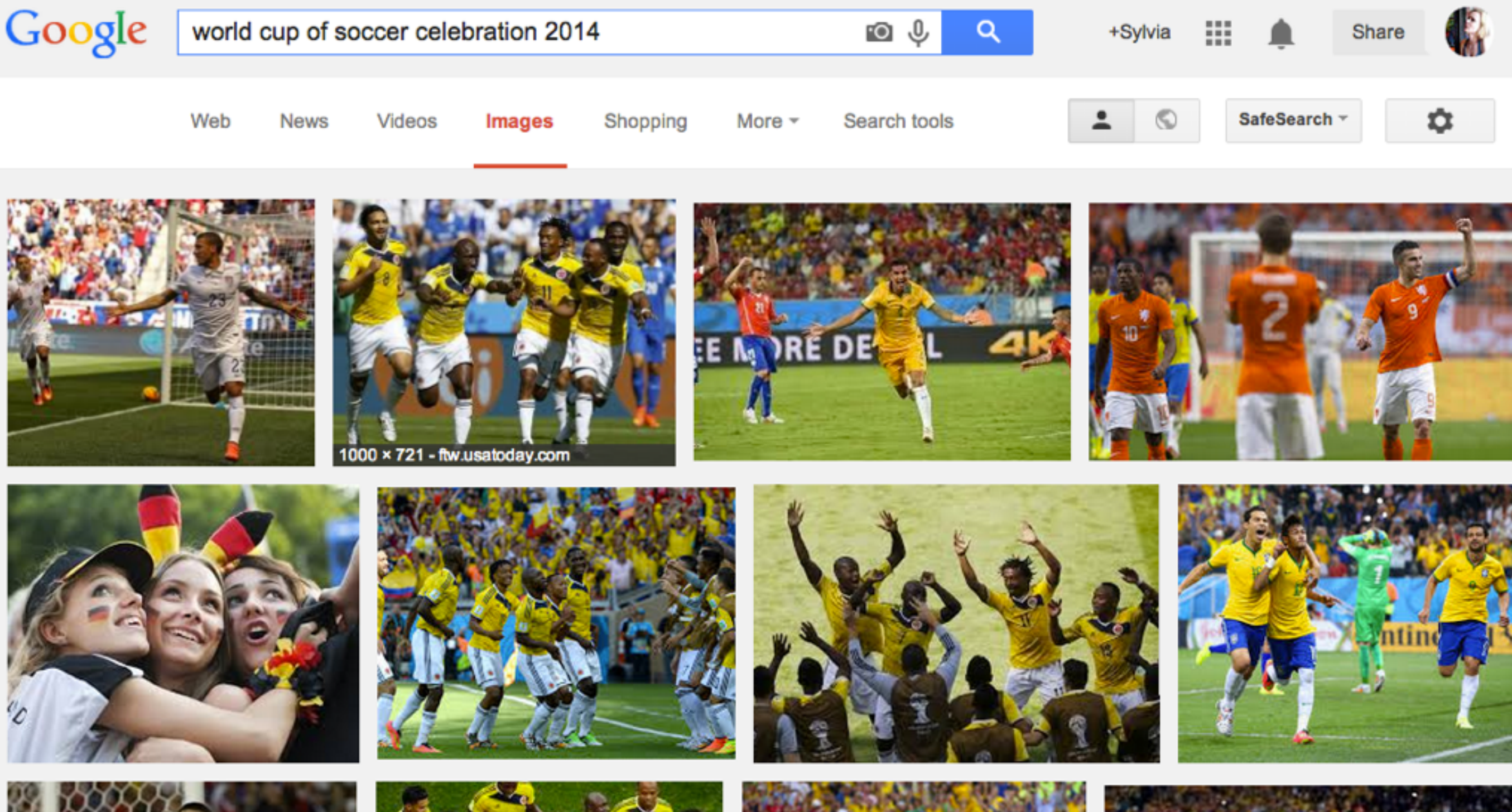
BREAKING NEWS IMAGES

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?

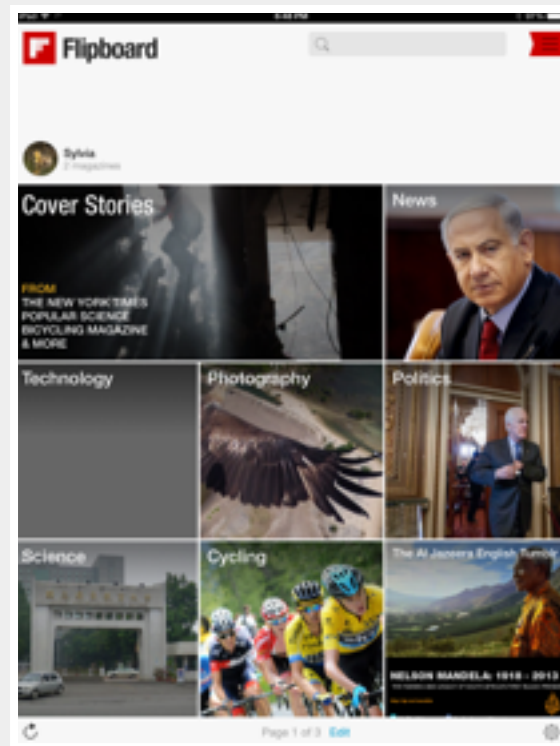


COMPETITIVE ANALYSIS

WHAT ARE OTHER NEWSREADERS DOING?

FLIPBOARD

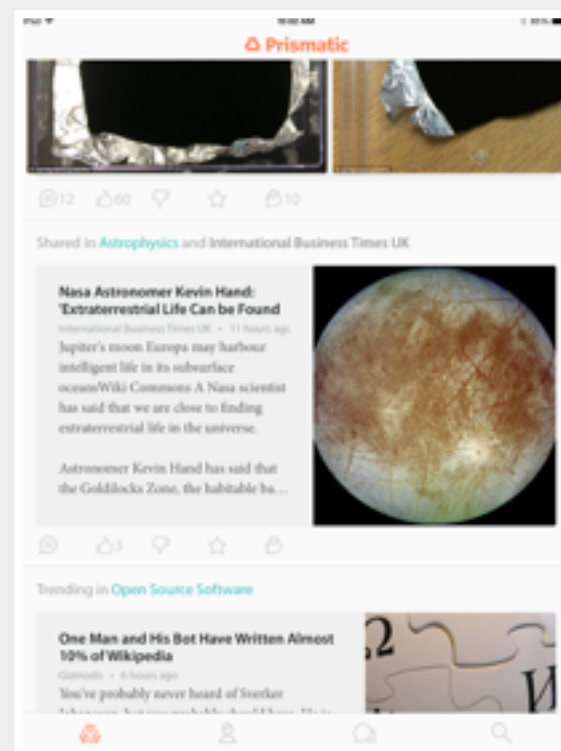
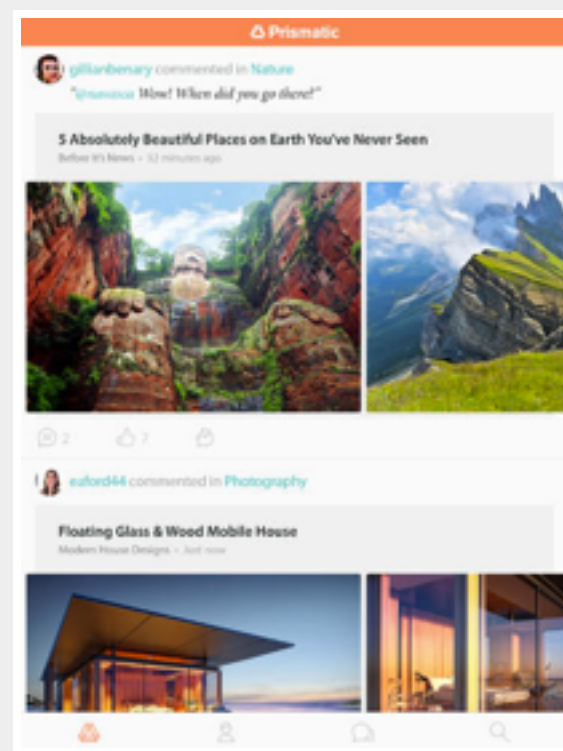
1. Top Down Categories (Stepping Stone)
2. Flip through stories / Categories
3. Read Article / Go back



COMPETITIVE ANALYSIS

PRISMATIC

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



LETS LOOK AT BREAKING NEWS

GoogleNews

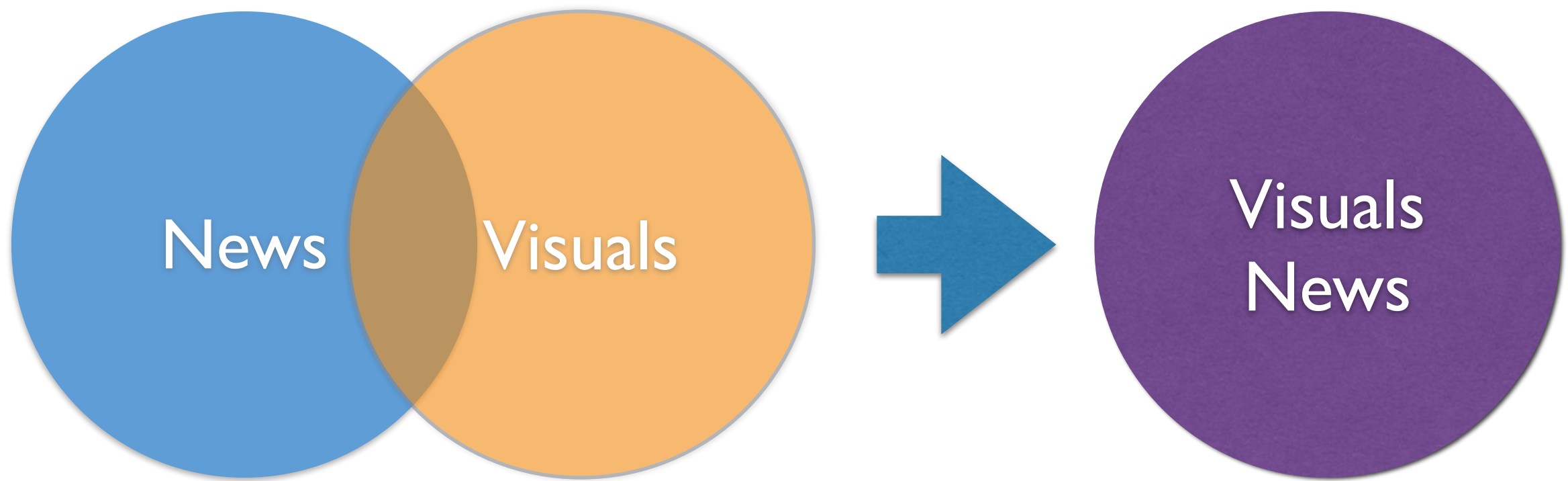
1. List (Scroll)
2. Read Article
3. Visuals secondary



MY IDEA?

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

HOW ABOUT WE MAKE BREAKING NEWS VISUAL?

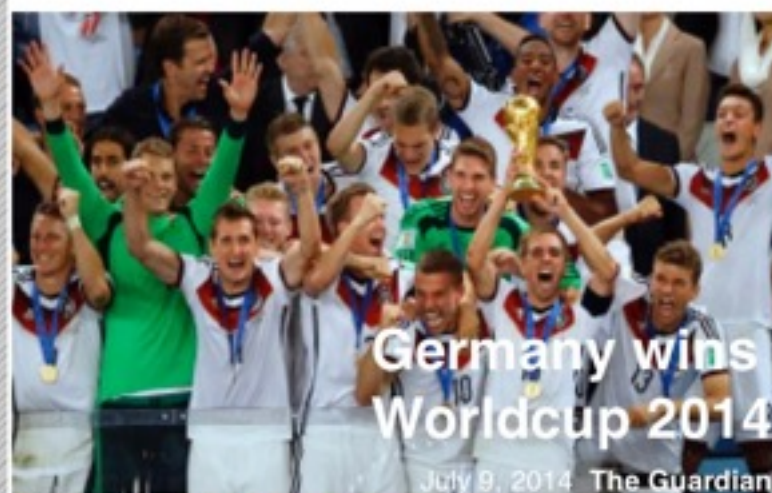




NewsGallery



Cover Stories



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.

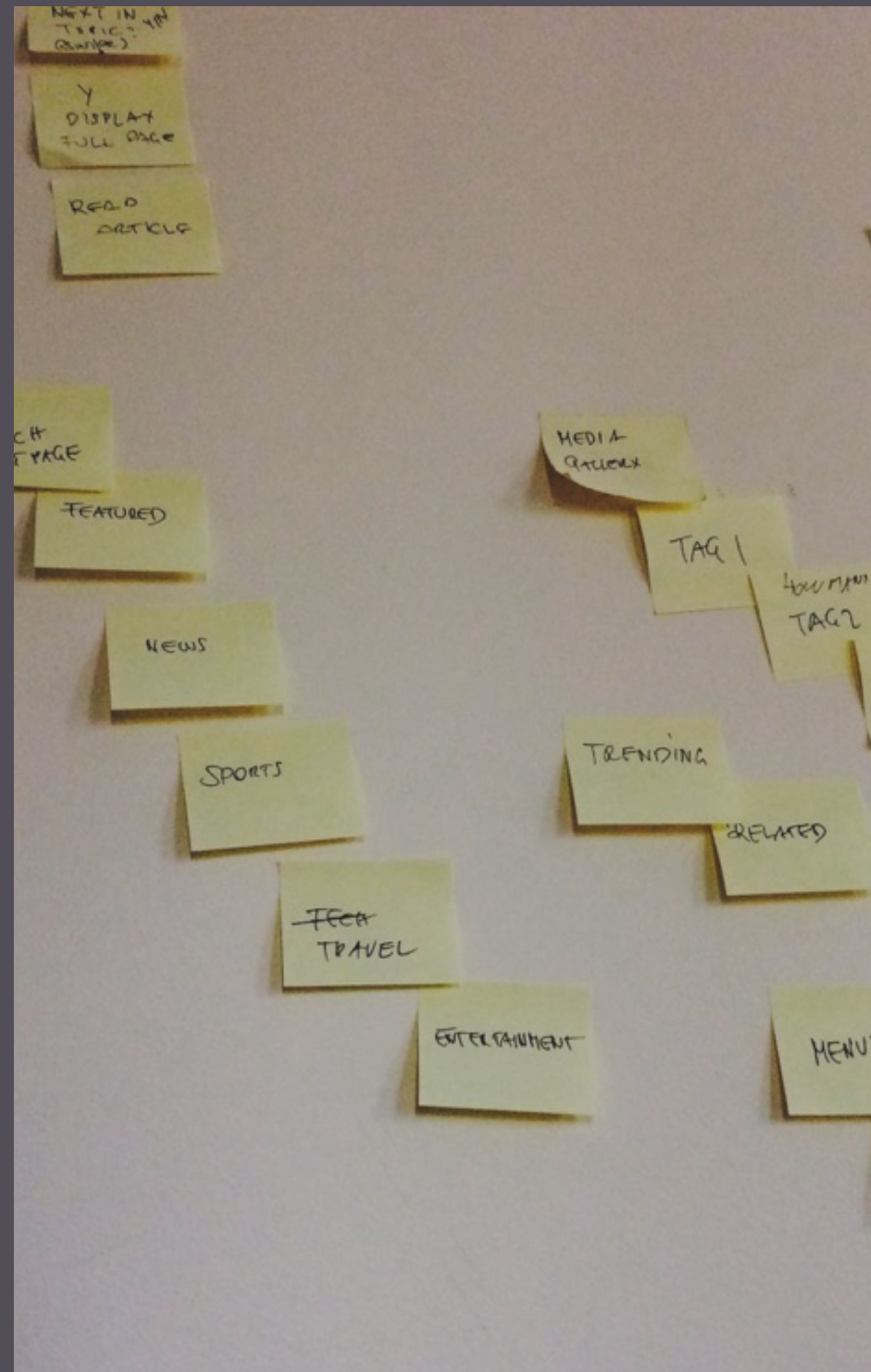


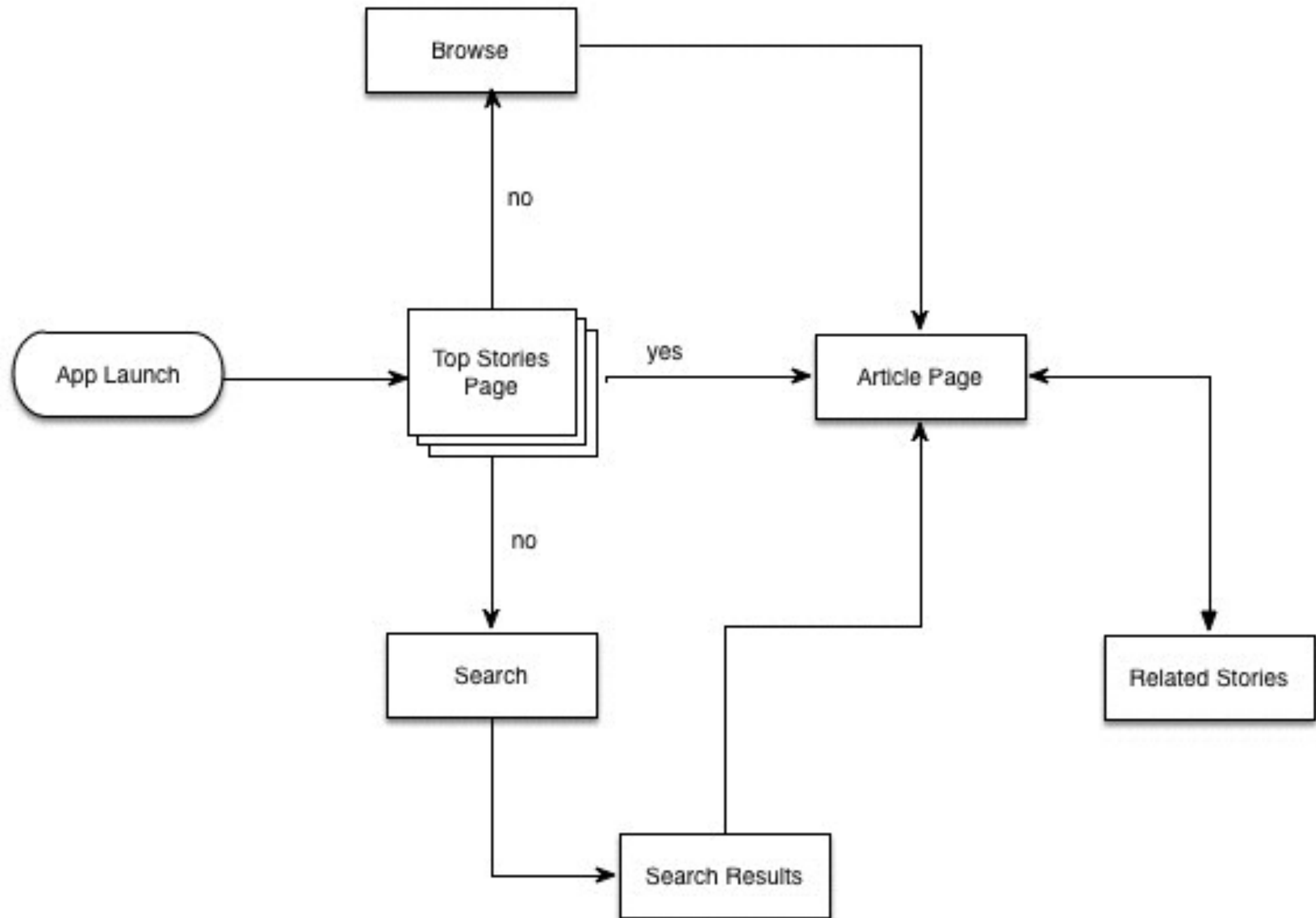
Ellen, 28
Designer

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.

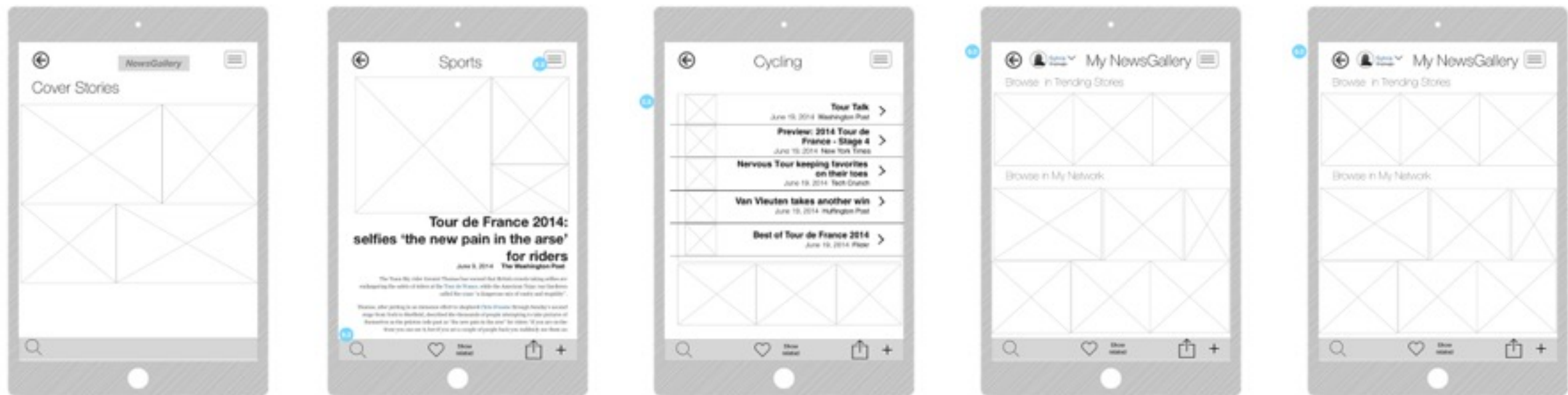
CONTENT STRATEGY

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





Userflow



Userflow

High Fidelity Wireframes

