

USA TODAY LIFE REDESIGN

Kathleen Huang

Solomon Mercurio

PROBLEM SUMMARY

USA TODAY has a higher index with an older audience and sports fans. However, they are not appealing to the 22-35 year old demographic.

PROBLEM DEFINITION

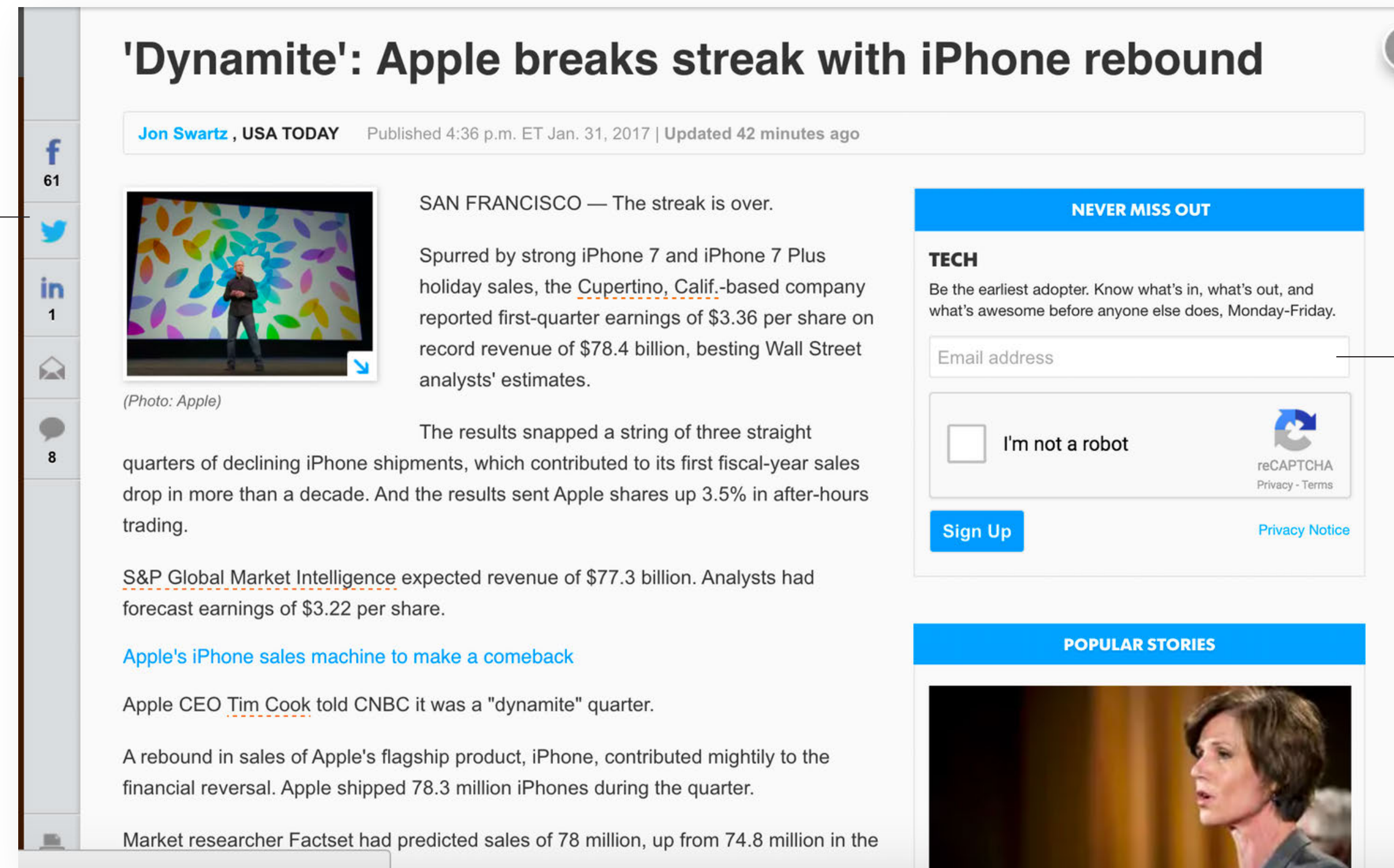
To create an innovative mobile website that delivers reliable news. The new site will provide relevant content, measured by social statistics. It will also encourage the user to sign up for the newsletter by offering an unique customization experience.

MOTIVATIONS AND GOALS

- 1 Increase newsletter subscriptions
- 2 Push popular content
- 3 Gain interest by promoting likes, views, and shares

CURRENT USA TODAY EXPERIENCE

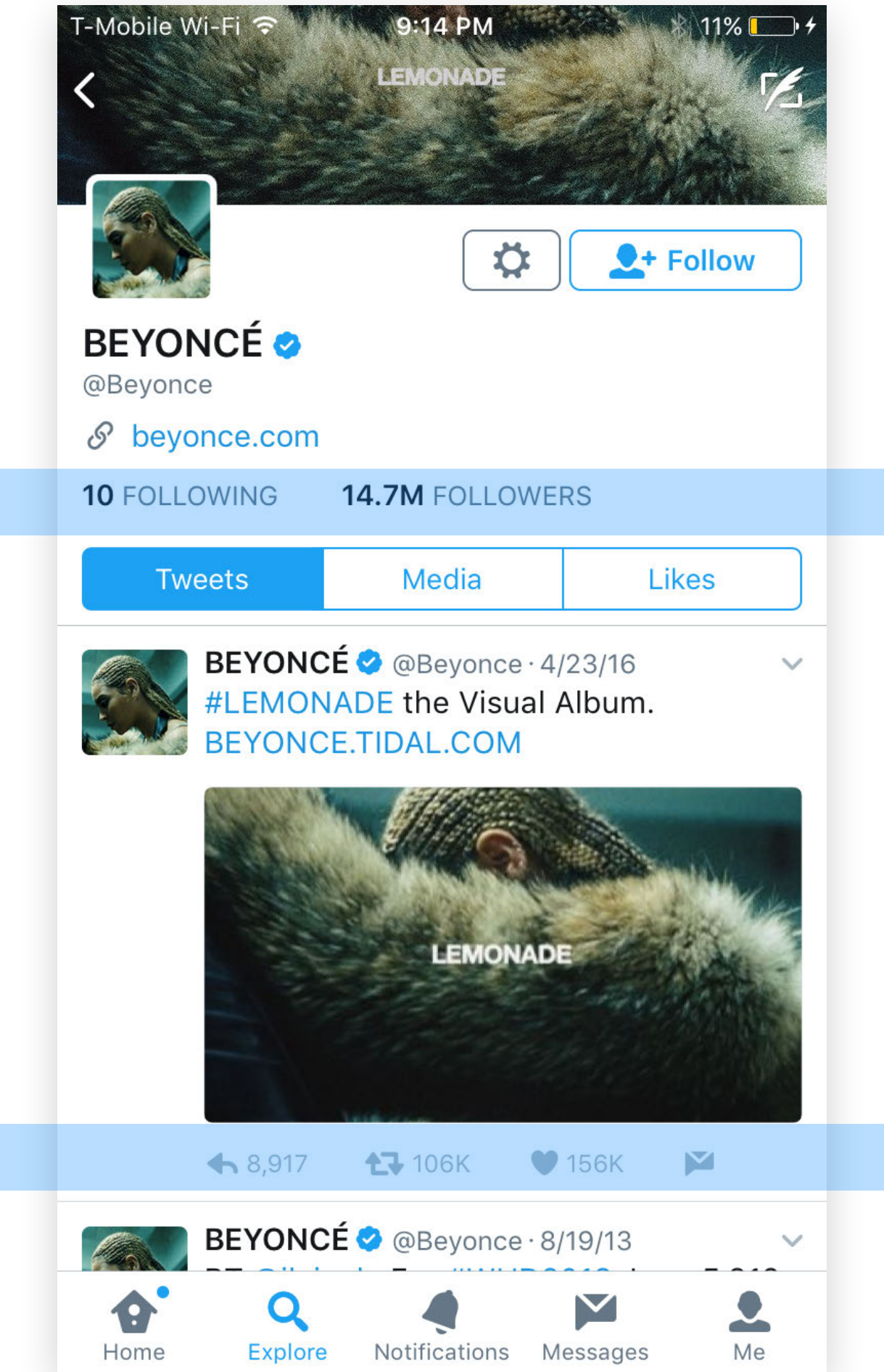
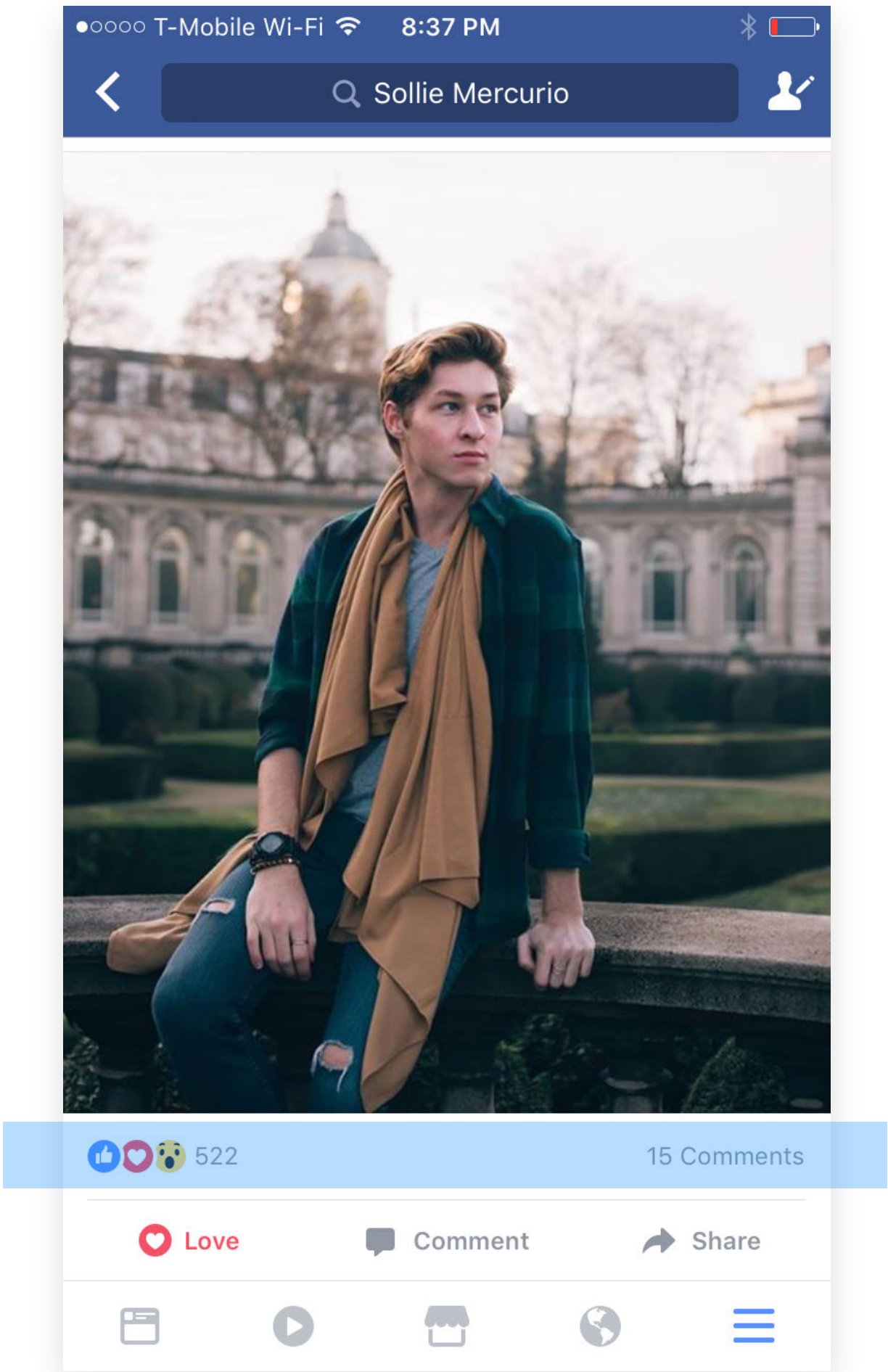
Attempt to display social popularity - **not** carried through to mobile



Generic sign up for newsletter

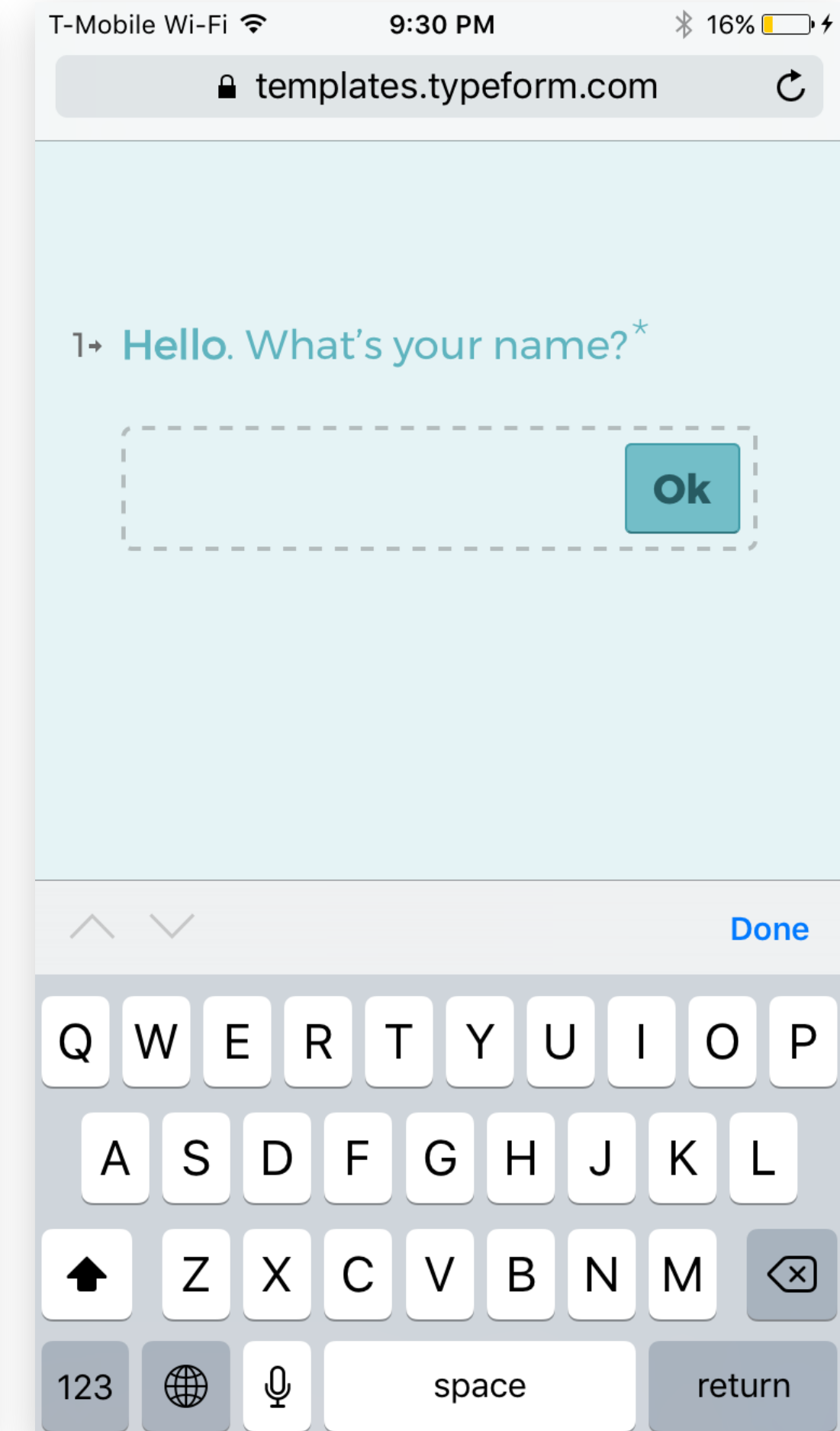
POPULAR CONTENT

We are driven by statistics and numbers. Popular social media sites such as Facebook and Twitter emphasize views, likes, shares, replies, and comments as a form of measurement of popularity. Content with higher numbers are more likely to be relevant.



STEP-BY-STEP CUSTOMIZATION

Forms have become more personal. Questions are asked one by one. It's simple and straightforward.



Joann

Onboarder

Joann is starting at a new office. She finds it difficult to socialize with her coworkers, who love to talk about entertainment and gossip. Joann doesn't keep up with the latest news, so she searches Google for news sites. She finds USA TODAY.



Julian

Power User

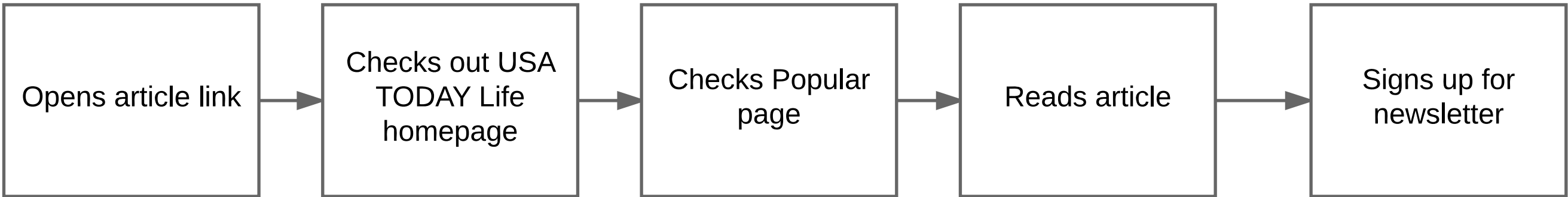
Julian receives an email, which he had previously signed up for, with daily updates from USA TODAY Life. He browses through the top articles and reads one of them. He’s got free time so he wants to read more articles. He goes on the popular page and reads some more.



Amy

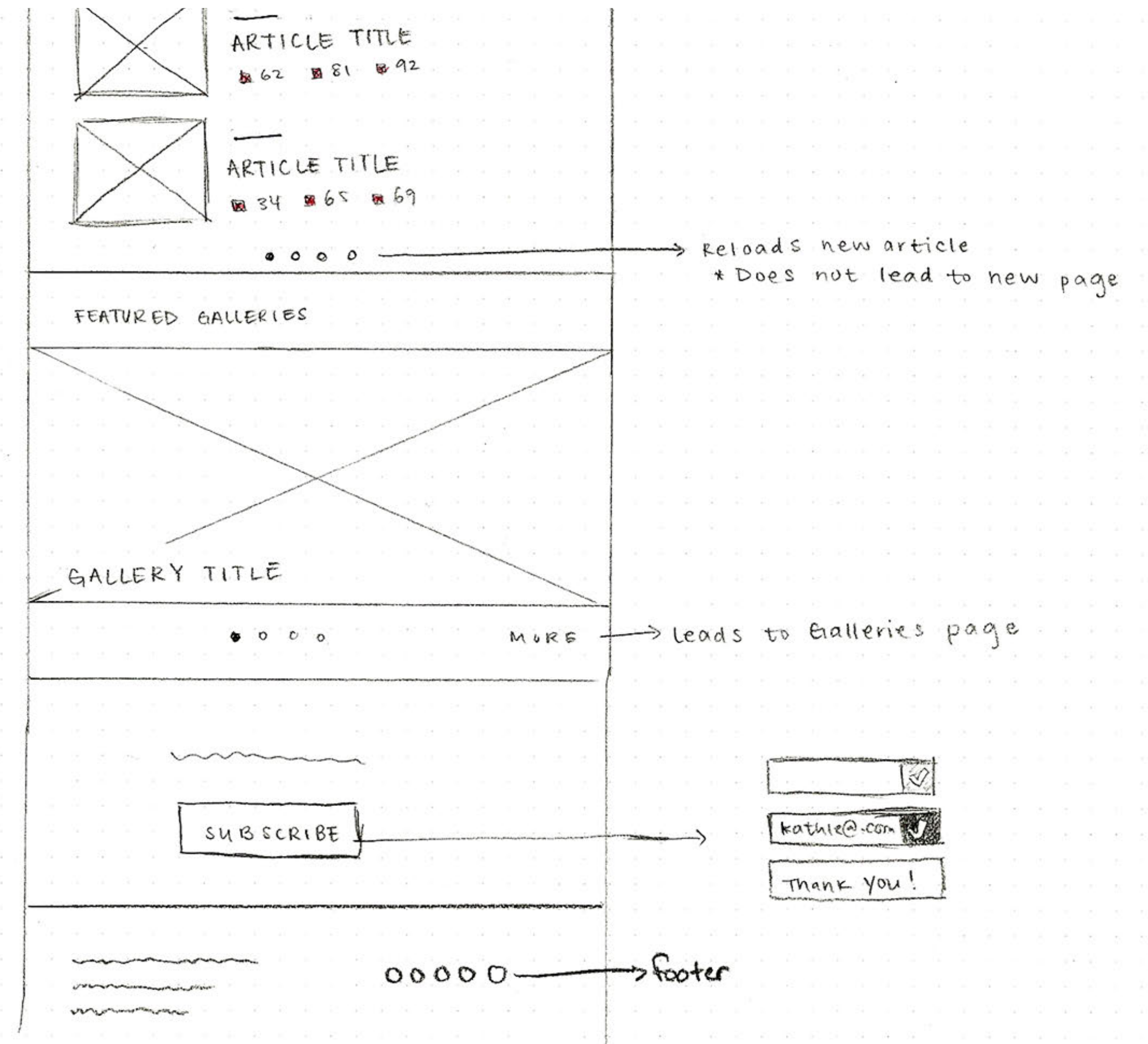
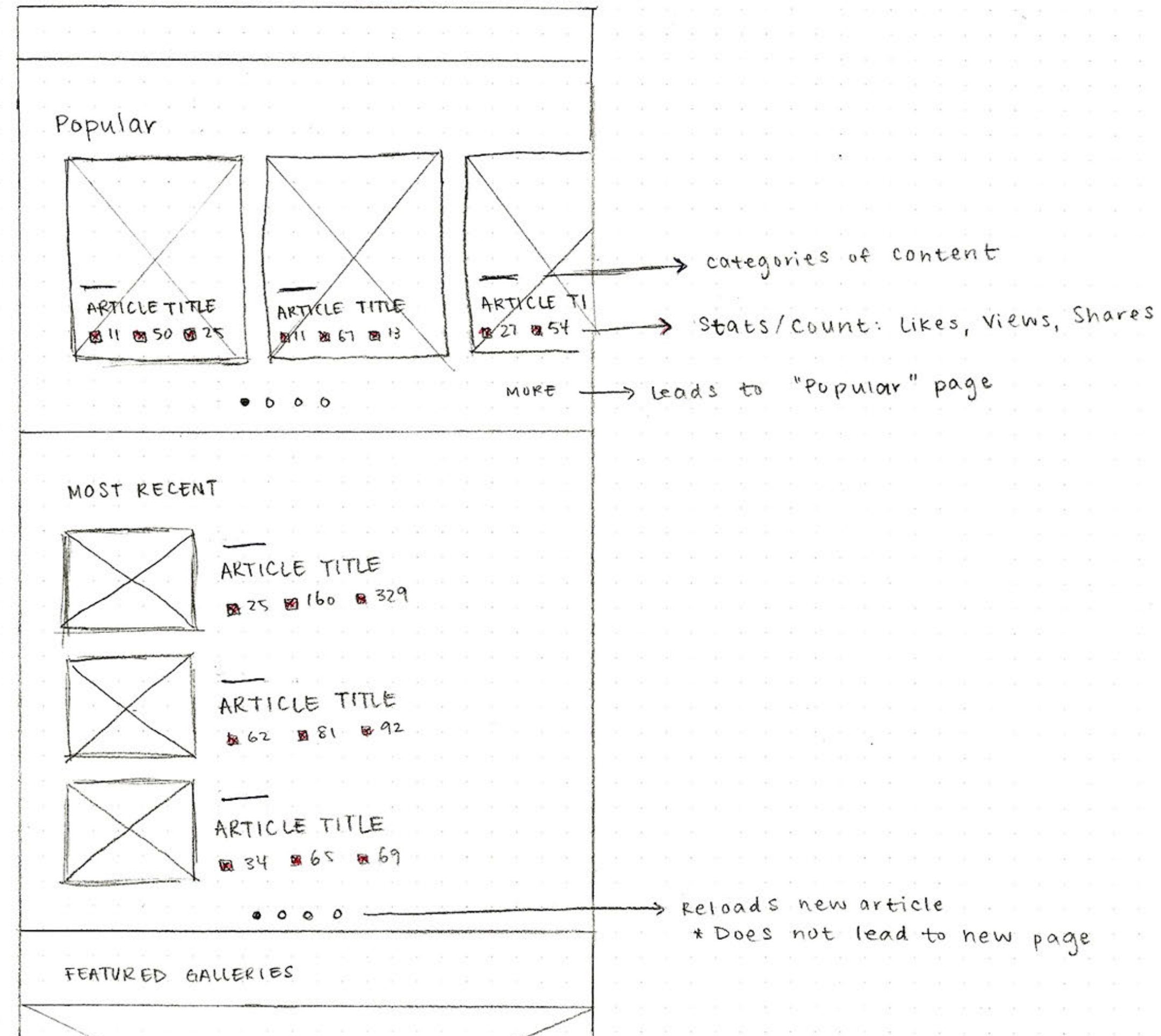
Casual User

Amy’s coffee date mentions a news article about the Grammy’s and texts her the link. She opens it once she goes home and reads through it. She checks out USA TODAY Life and subscribes to the newsletter and customizes her preferences.

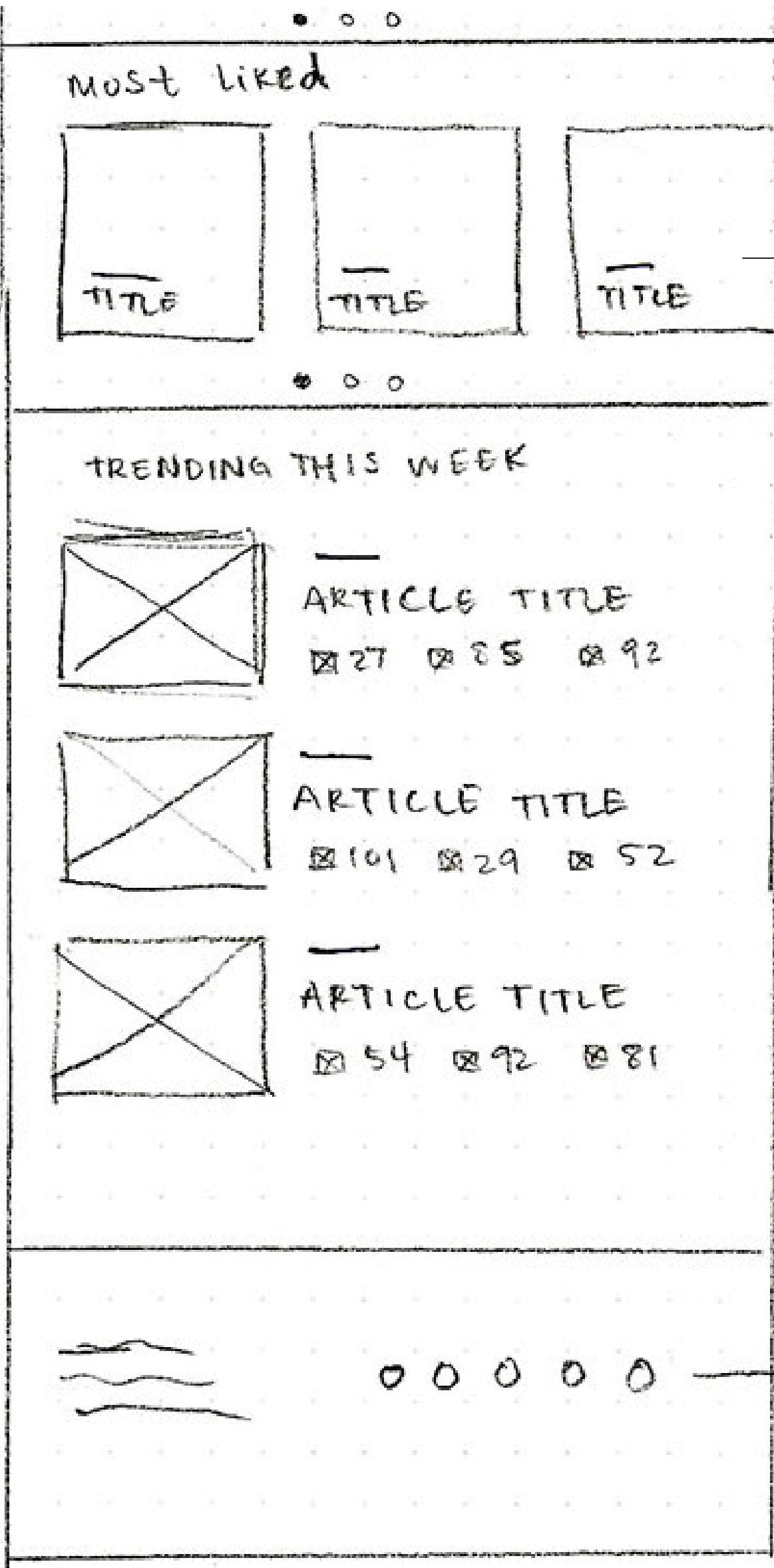
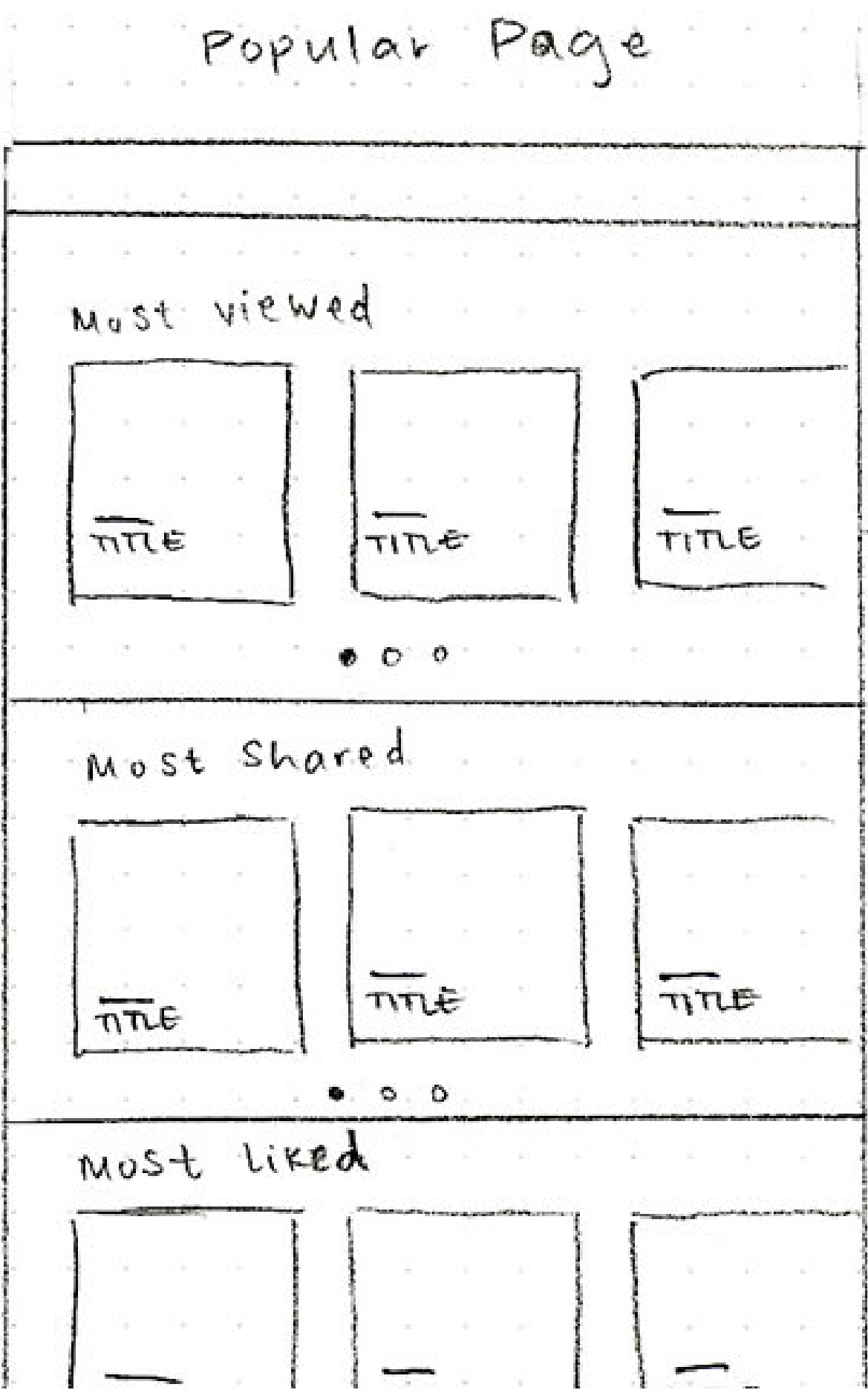


SKETCHES

USA TODAY Lifestyle Homepage



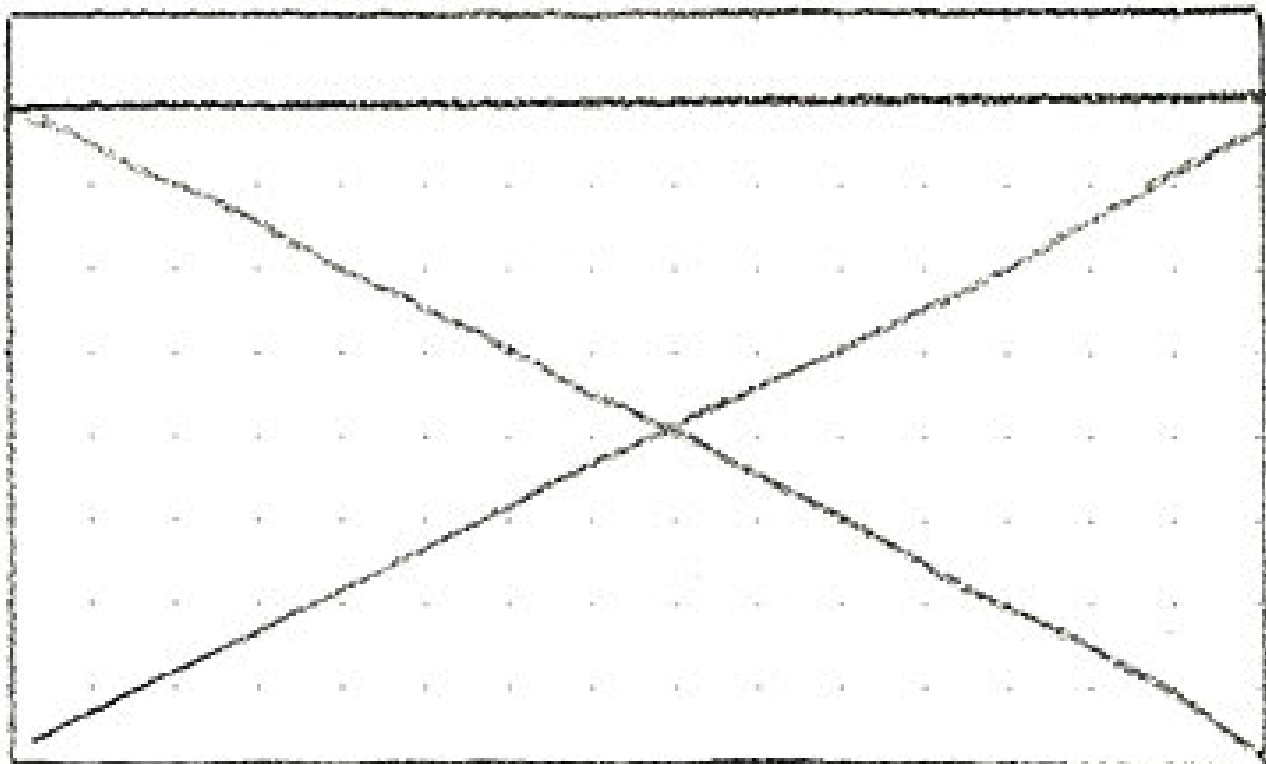
SKETCHES



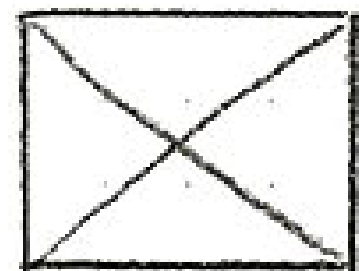
Popular content shown via likes, views, and shares.

Footer with links and social media

Category Page Template

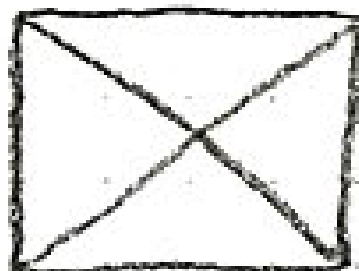


Popular in Category



Article Title

34 55 95



Article Title

41 65 144



Article Title

50 44 60

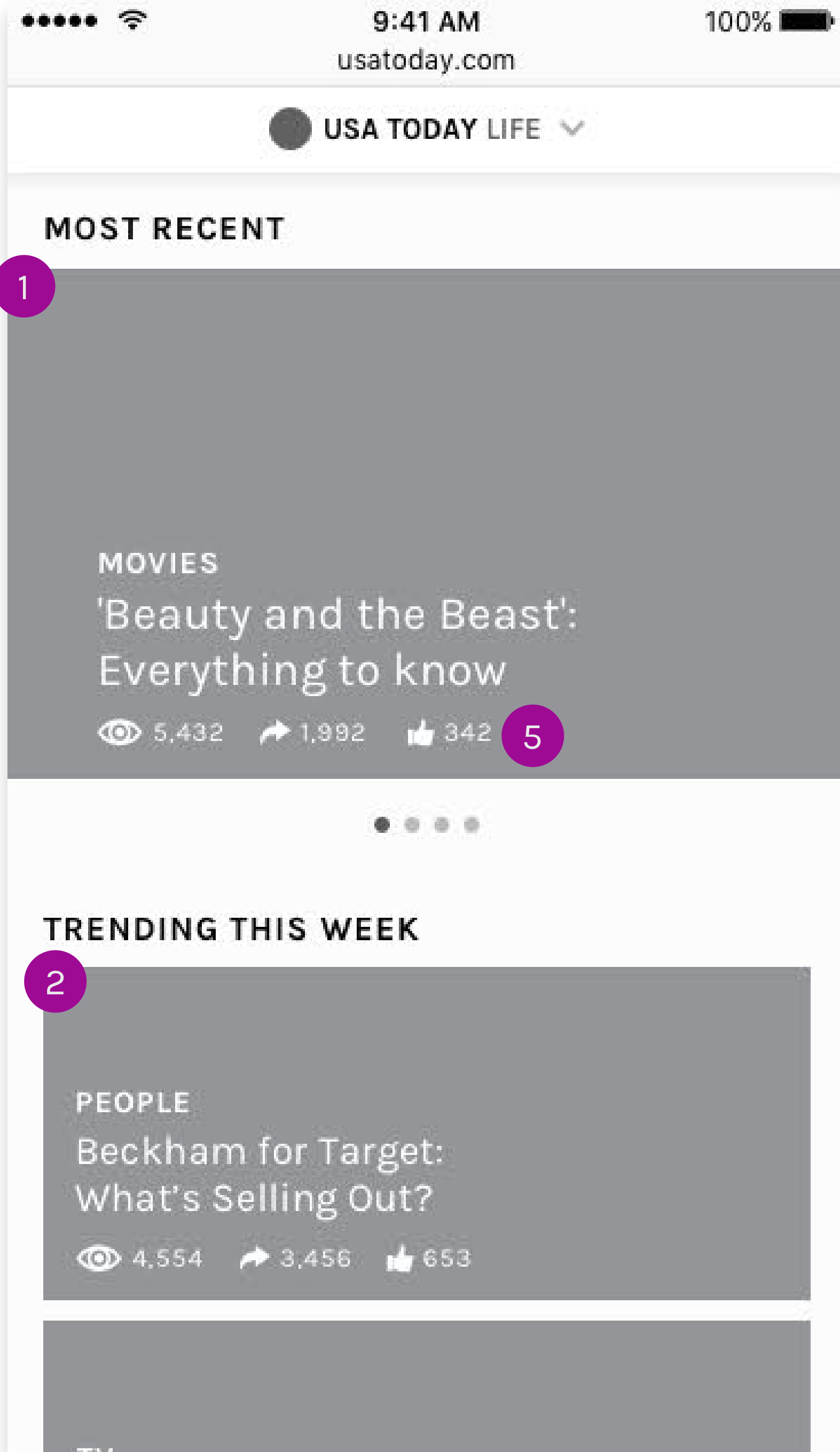
→ replace "Category" w/ name of current Category

→ state/count : likes, views, shares

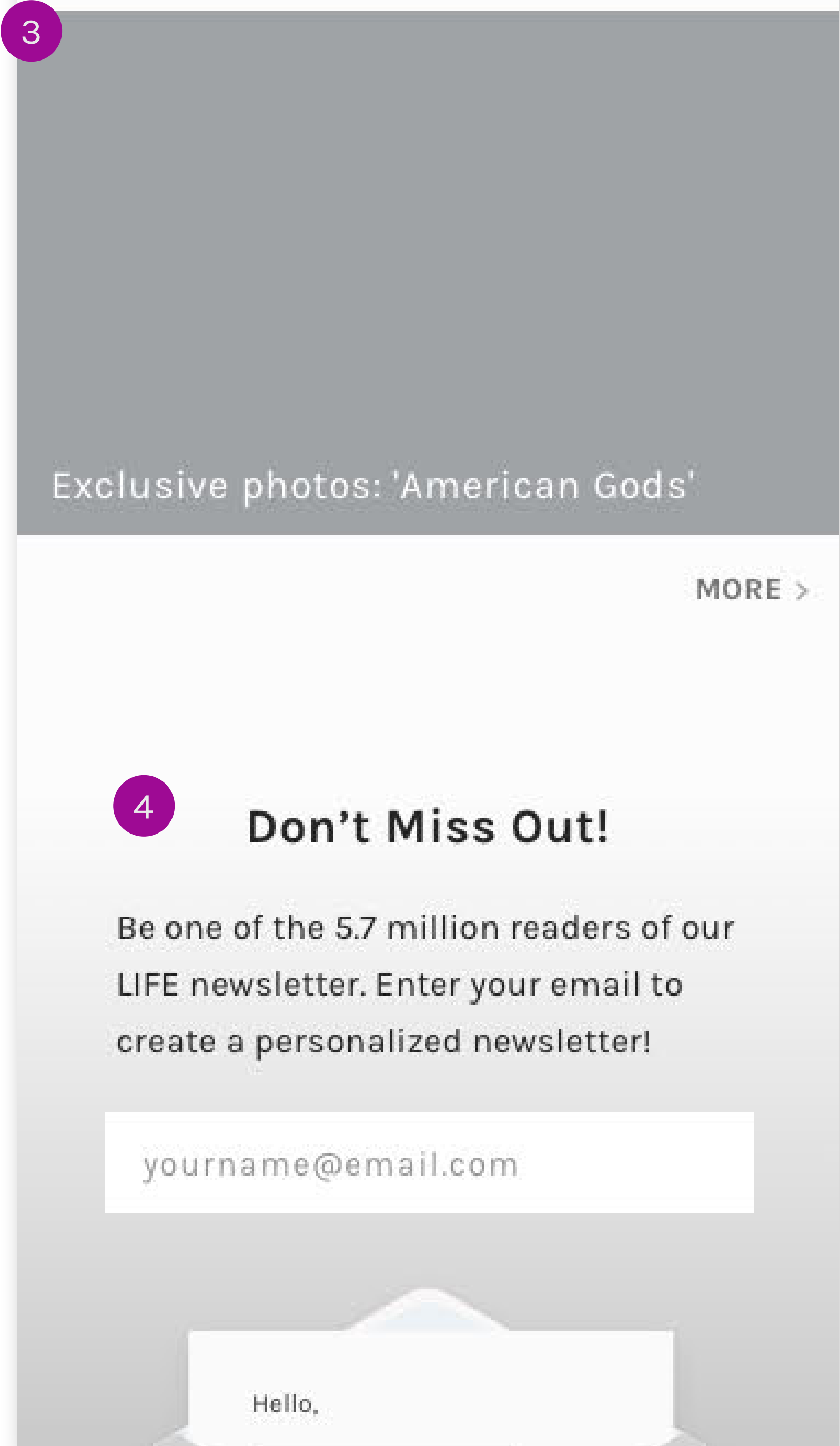
WIREFRAMES

HOMEPAGE

- 1 Most recent articles carousel
- 2 Trending articles
- 3 Galleries carousel
- 4 Email Signup
- 5 Stats



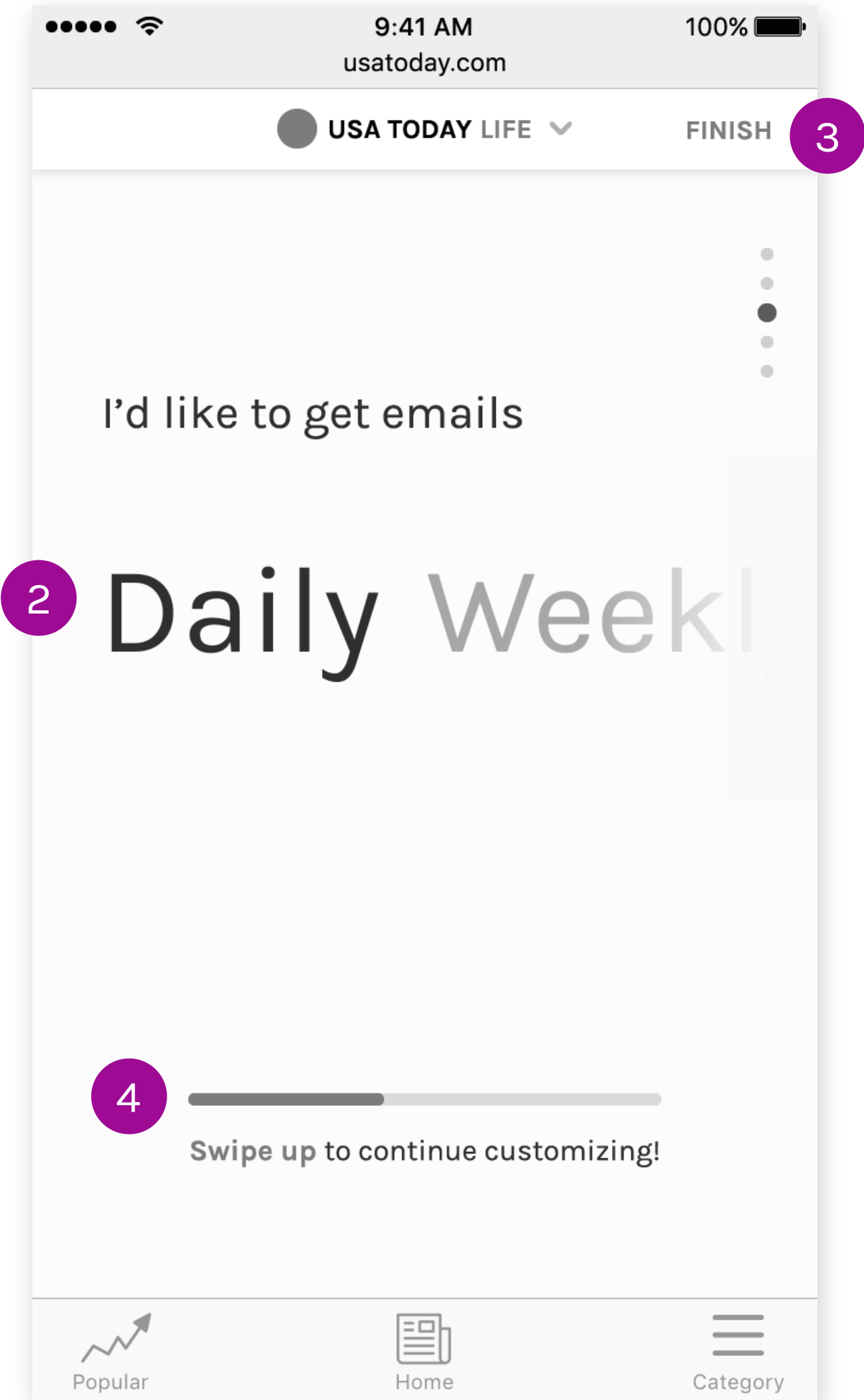
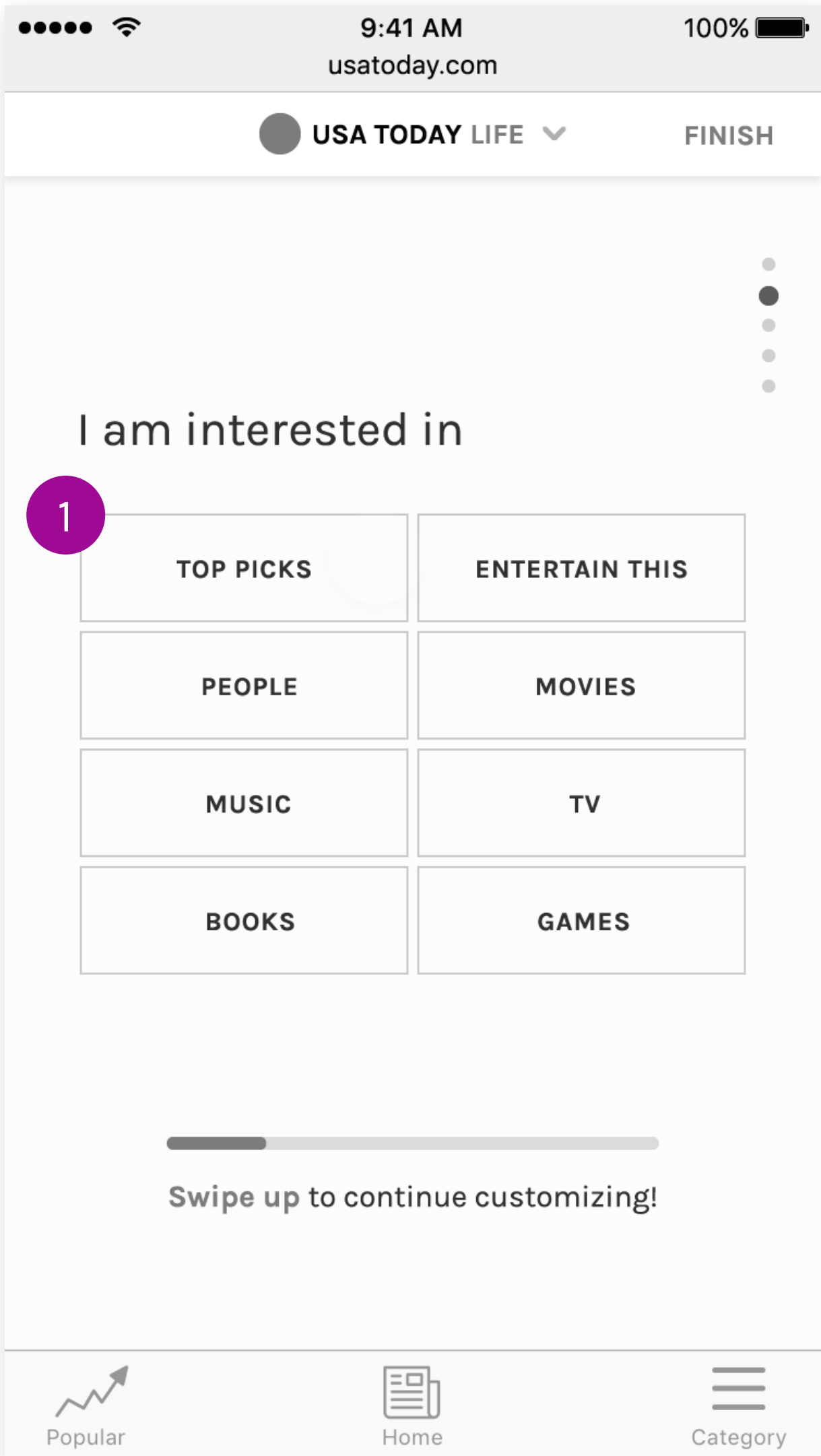
FEATURED GALLERIES



WIREFRAMES

CUSTOMIZATION

- 1 USA TODAY LIFE Categories
- 2 Frequency of emails
- 3 Opt-out
- 4 Progress bar

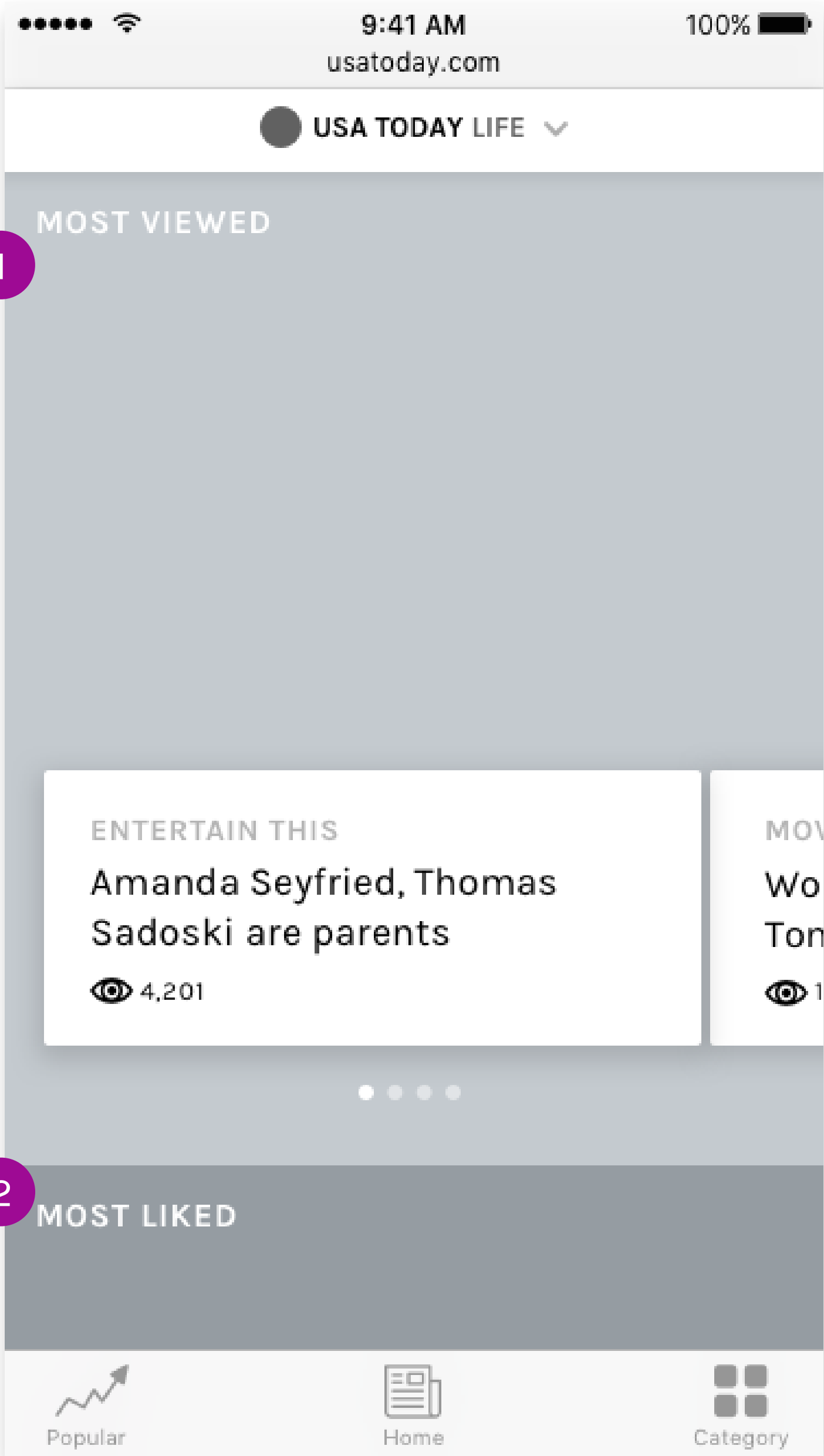


WIREFRAMES

POPULAR PAGE

- 1 Most Viewed Articles
- 2 Most Liked Articles

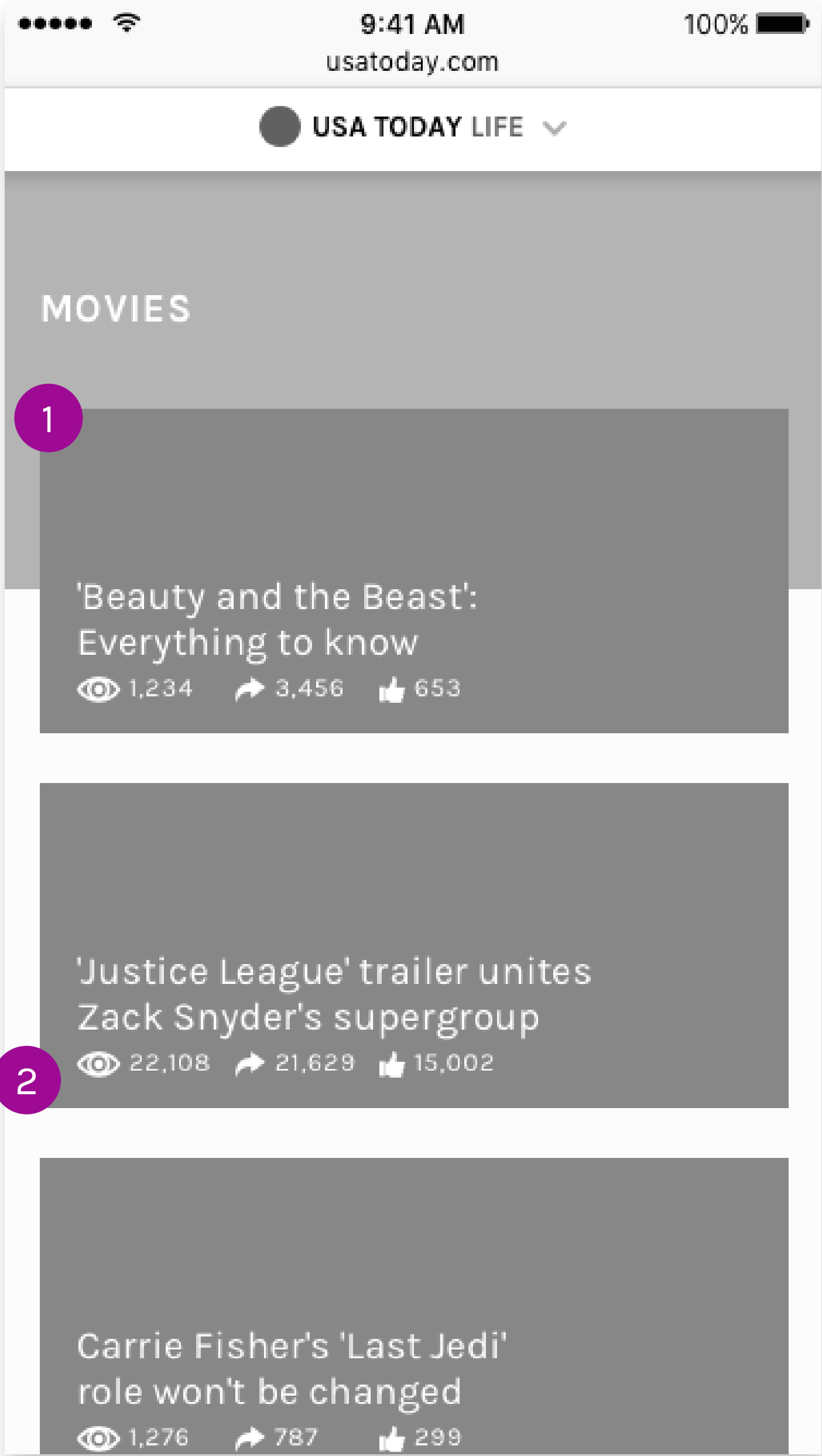
Would also include Most Shared Articles



WIREFRAMES

CATEGORY PAGE

- 1 Articles of specific category
- 2 Stats



ARTICLE

- 1 Added like button
- 2 Inline ads

●●●● AT&T 9:41 AM 100%
usatodaylife.com

☰ USA TODAY LIFESTYLE

ENTERTAIN THIS

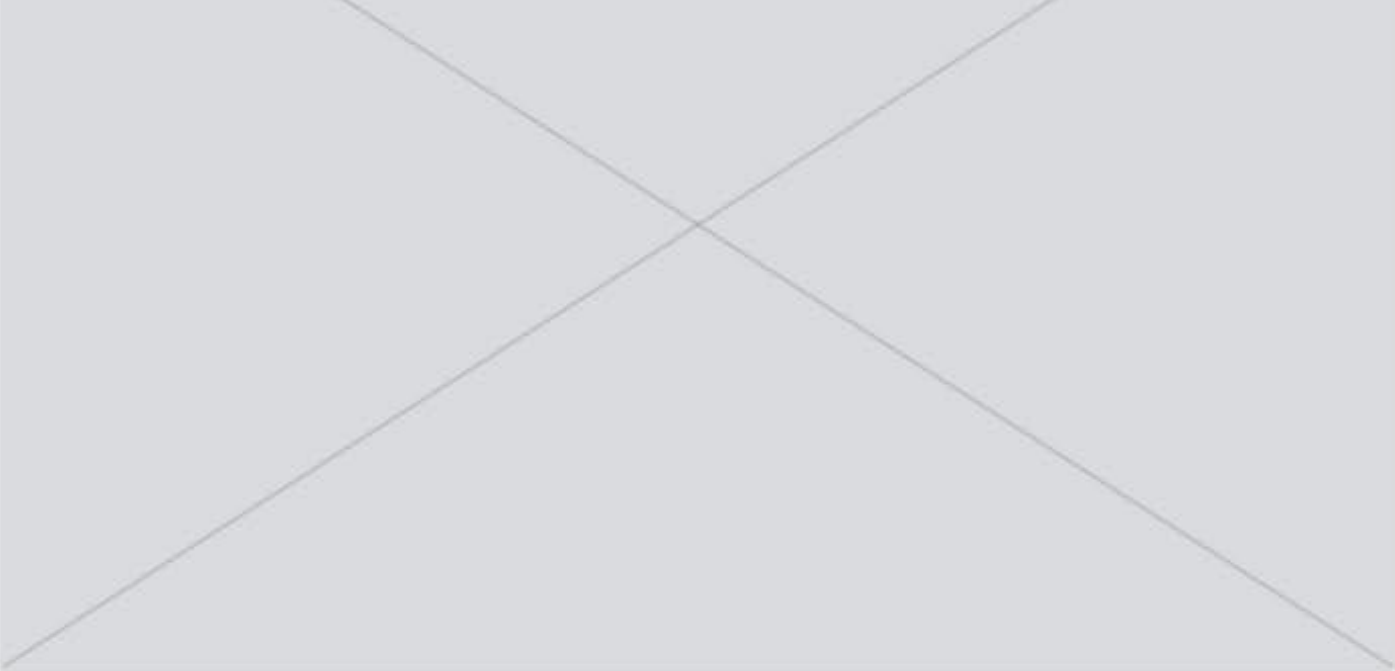
Twitter reacts to Remy Ma’s
Nicki Minaj track

Jayme Deerwester
Published 5:26 p.m. ET Feb. 25, 2017

1👍↪️💬✉️

So, it was a quiet pre-Oscar Saturday until Remy Ma dropped the diss track to end all diss tracks.

"You wanna see a dead body?" the rapper teased on Twitter, debuting the song Shether on Soundcloud.



The documents by attorneys for actress Paula Patton, 41, filed this week accuse Thicke, 39, of altering a custody court order and attempting to get her arrested in front of their 6-year-old son during a bitter custody dispute.

It was the latest dose of poisonous accusations in the Thicke/Patton battle, yet another toxic celebrity split involving minor children currently feeding the voracious celebrity media. They join Brad Pitt and Angelina Jolie who are divorcing and fighting over custody of their six kids under 15, and Lisa Presley and her fourth husband who are divorcing and fighting over custody of



The Thicke filing became public a day before a trial is scheduled to begin in Patton's efforts to obtain a five-year restraining order against the

WIREFRAMES

NEWSLETTER

- 1 Most Viewed, Most Shared, and Most Liked
- 2 Top news from user’s category of choice
- 3 Highlights from the day/week/month

USA TODAY

Lifestyle

1

Top Picks

Most Viewed

Article Title At vero eos et accusamus papaysu aminidles

1,234

Most Shared

Article Title At vero eos et accusamus papaysu aminidles

3,456

2

TV

Article Title At vero eos et accusamus papaysu aminidles

Article Title At vero eos et accusamus papaysu aminidles

1,234

3,456

653

3

Highlights

Article Title At vero eos et accusamus papaysu aminidles

1,234

3,456

653

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653

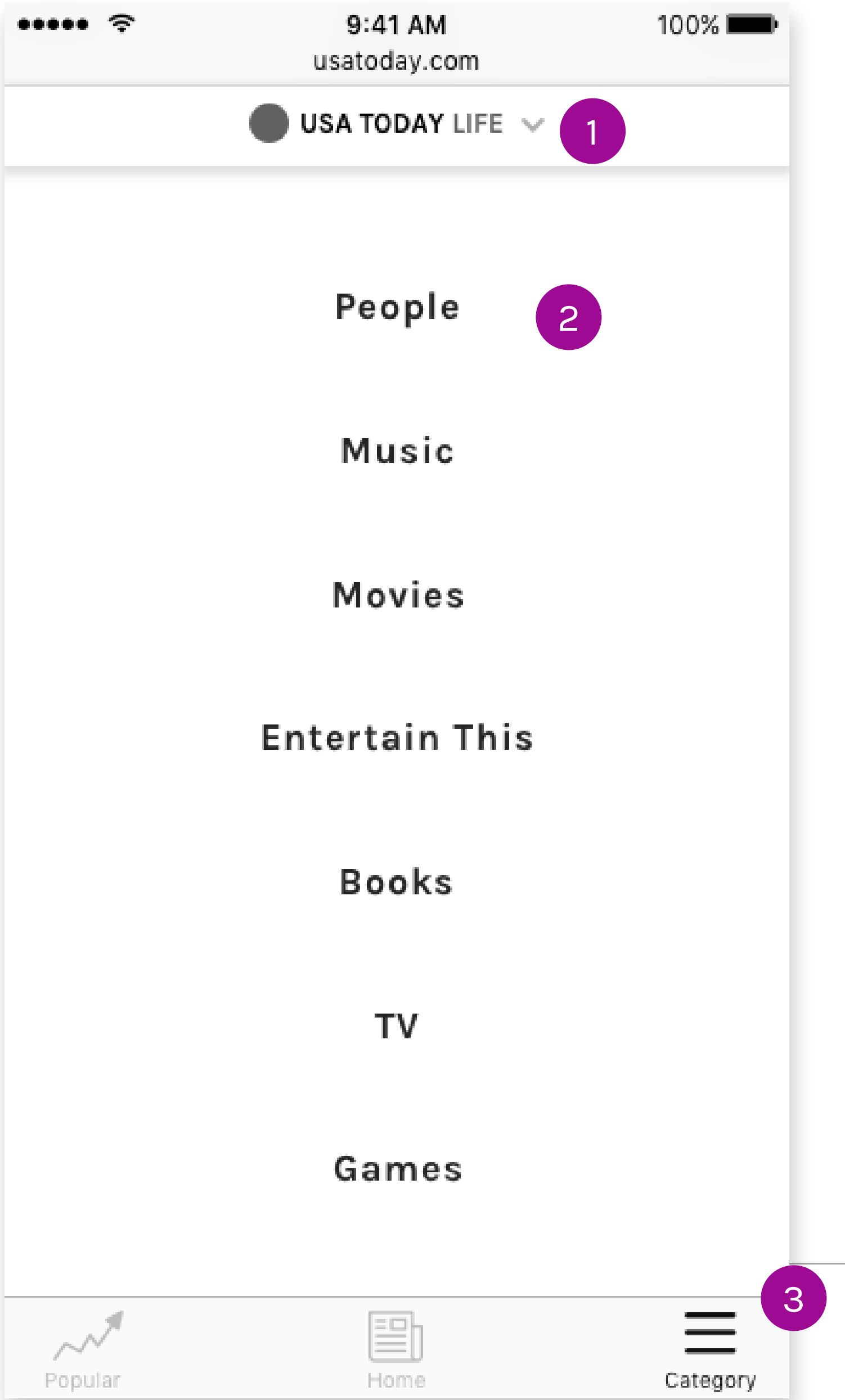
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Unsubscribe

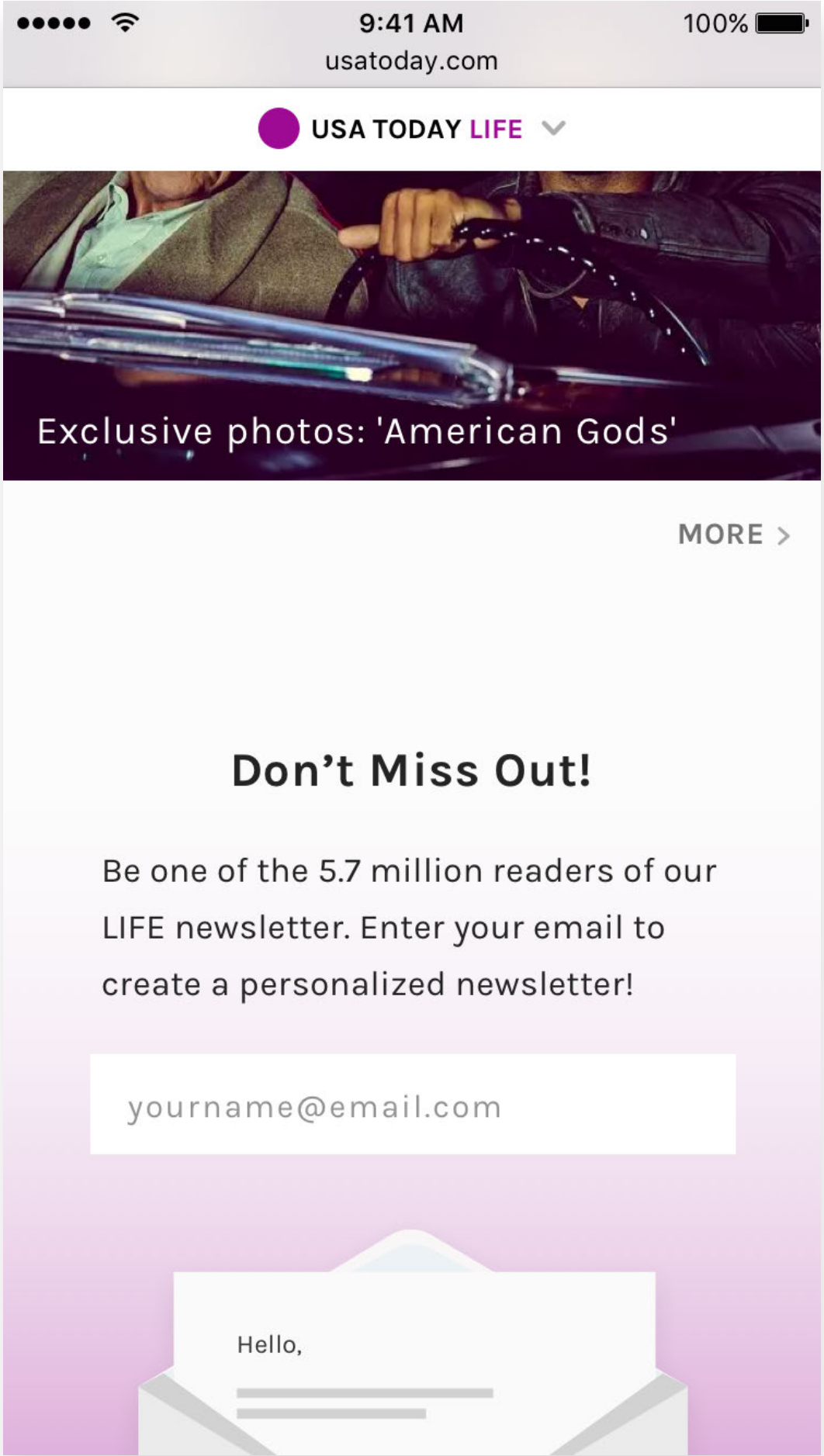
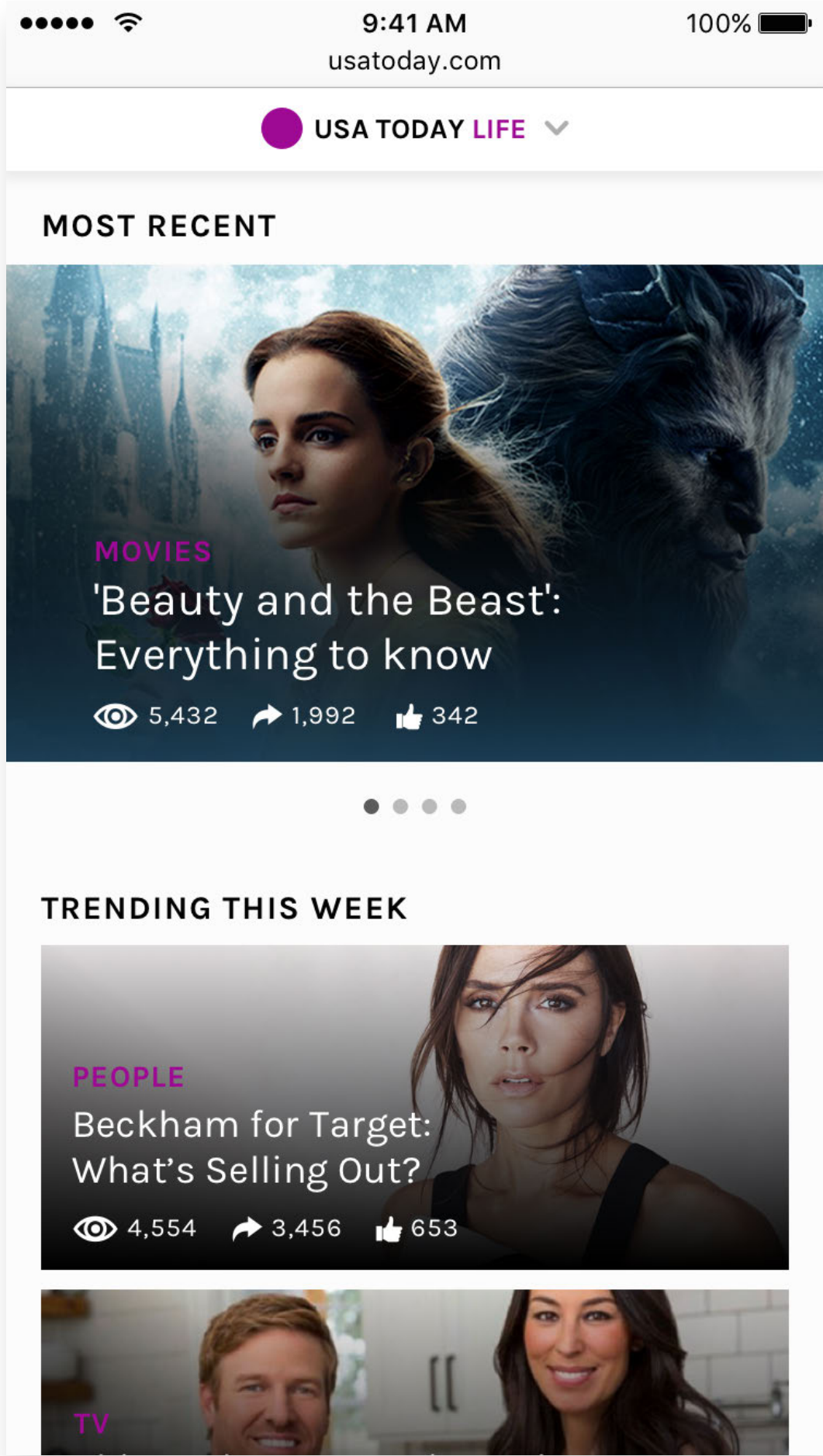
WIREFRAMES

CATEGORY MENU

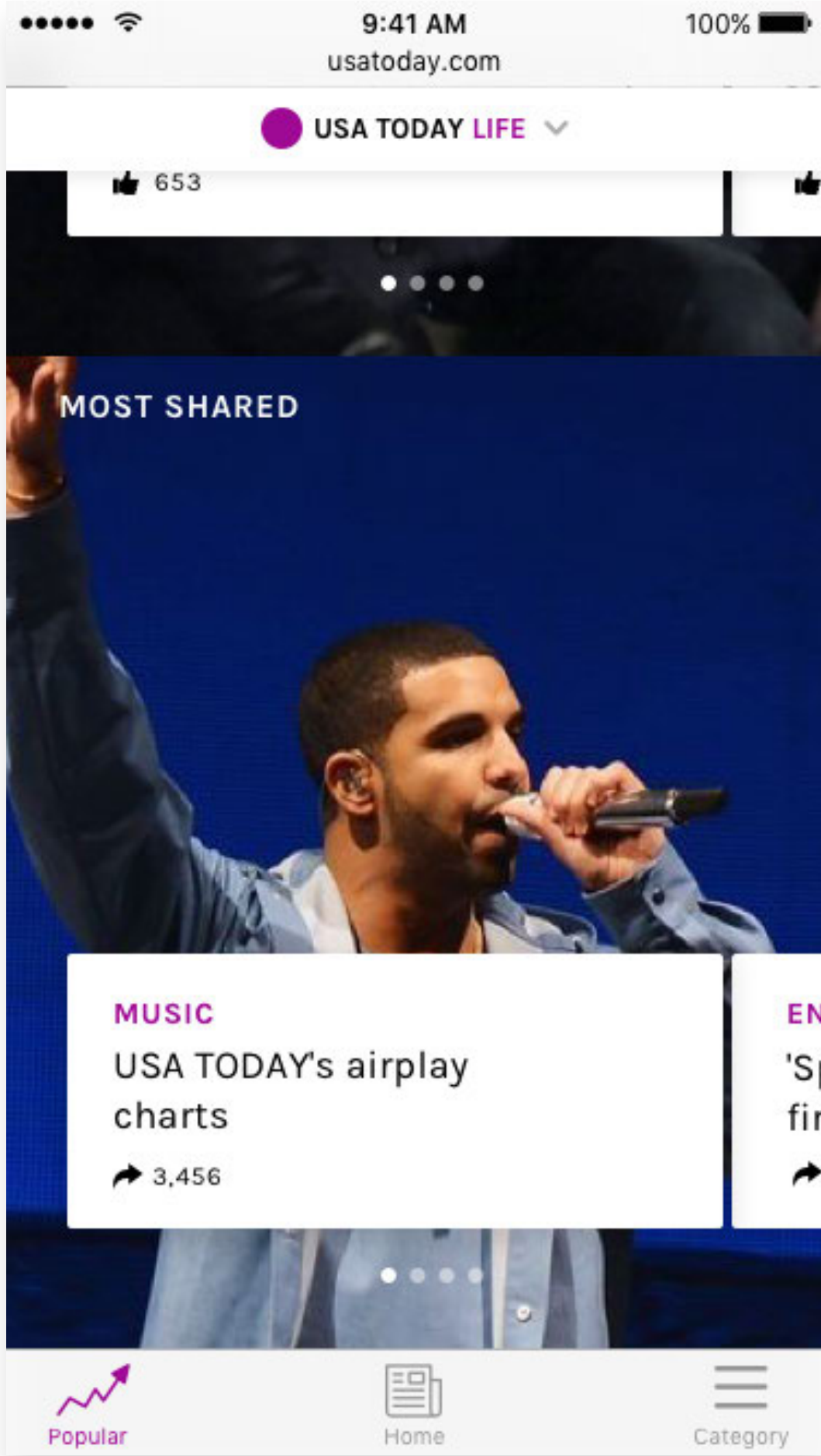
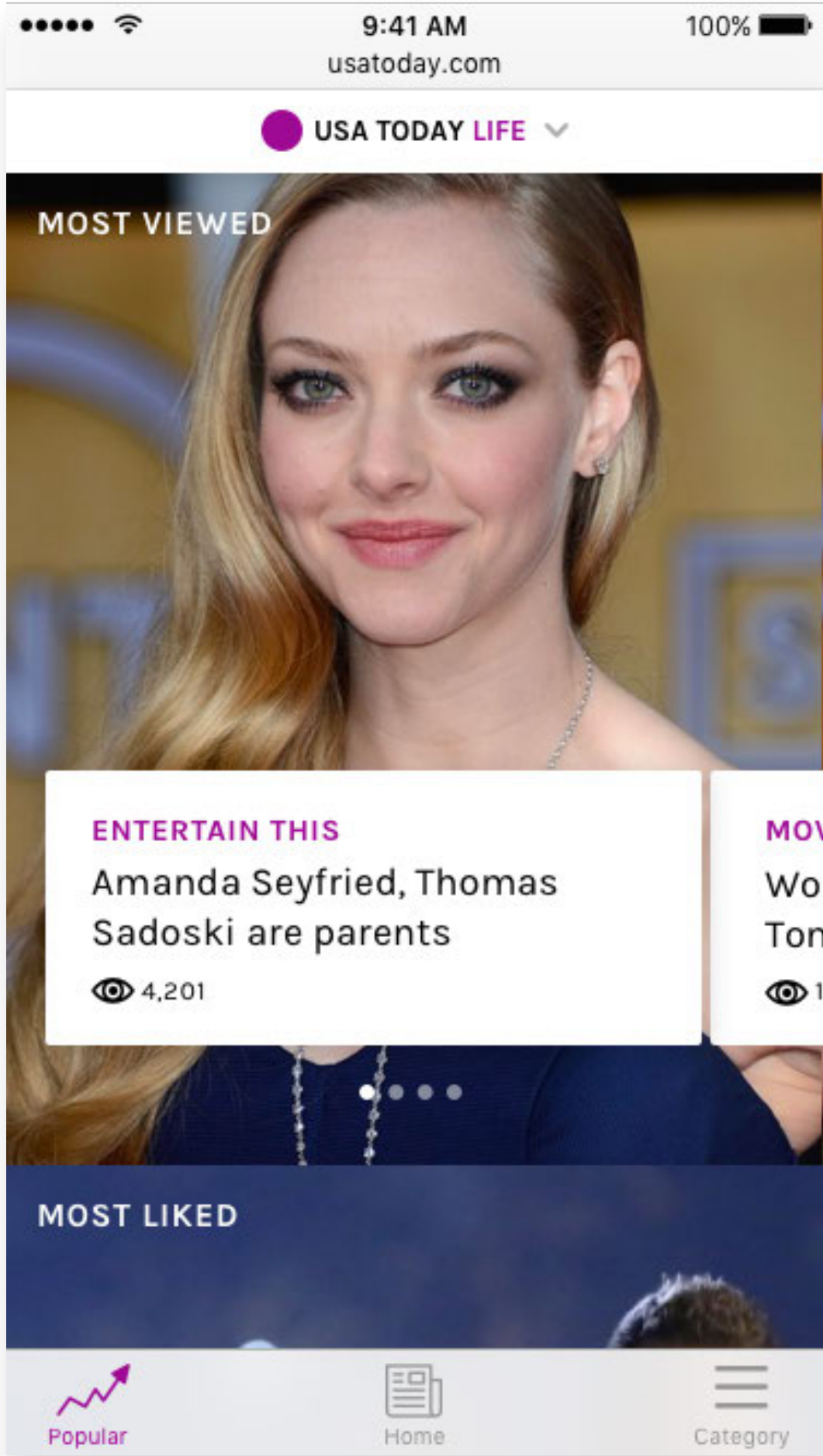
- 1 Global Navigation to other sections of USA TODAY
- 2 USA TODAY LIFE Categories
- 3 Bottom navigation specific to USA TODAY LIFE



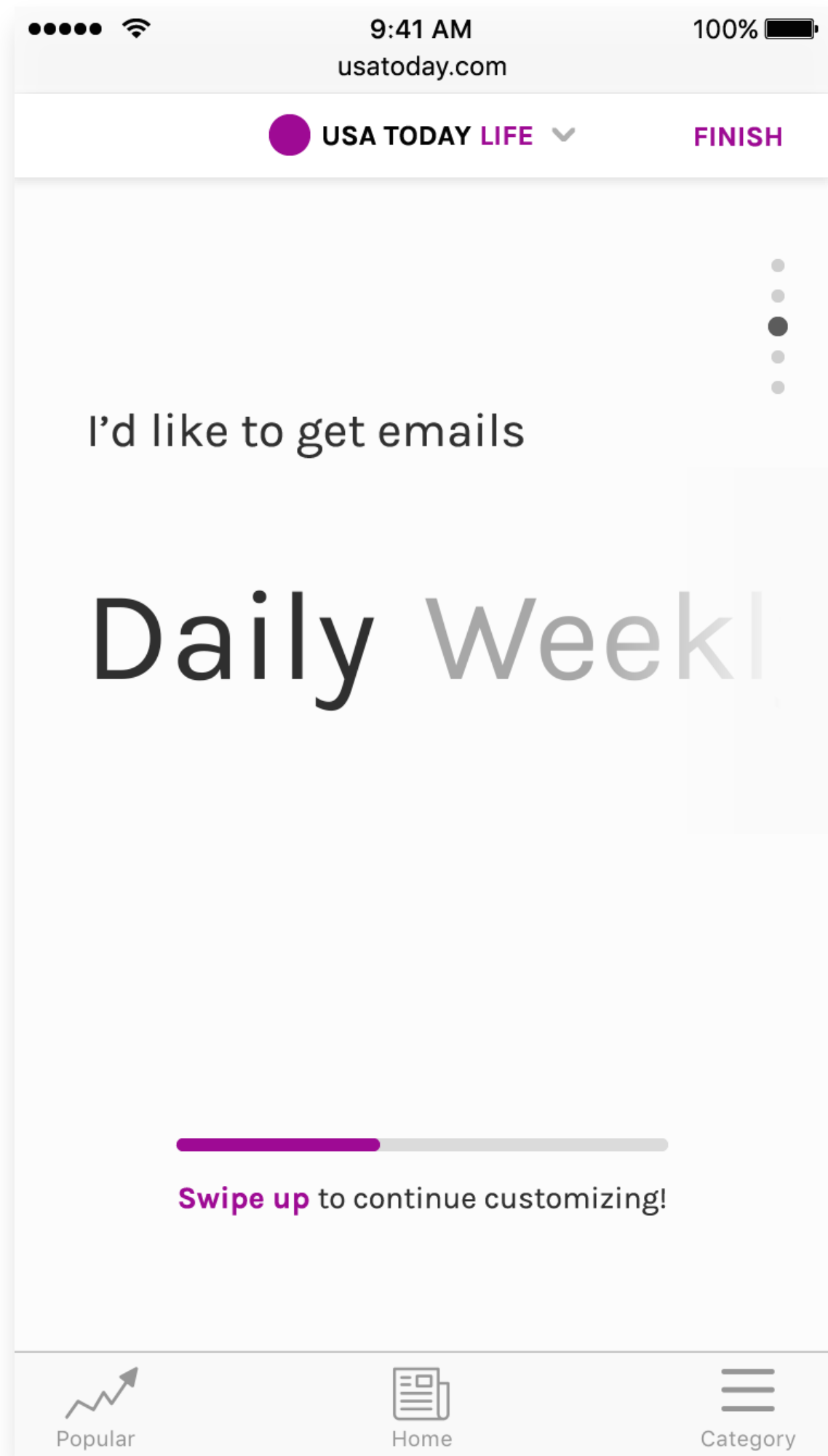
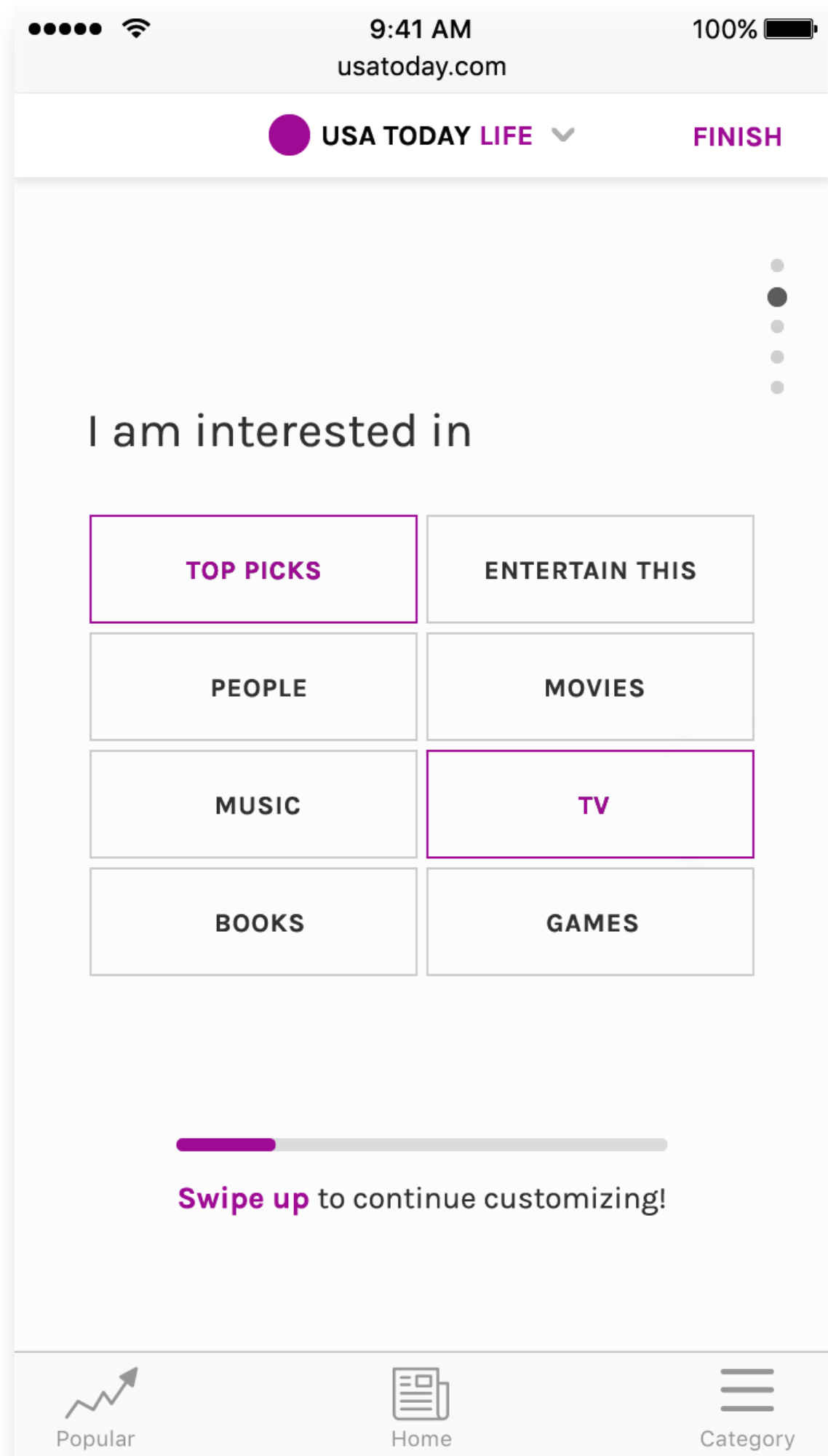
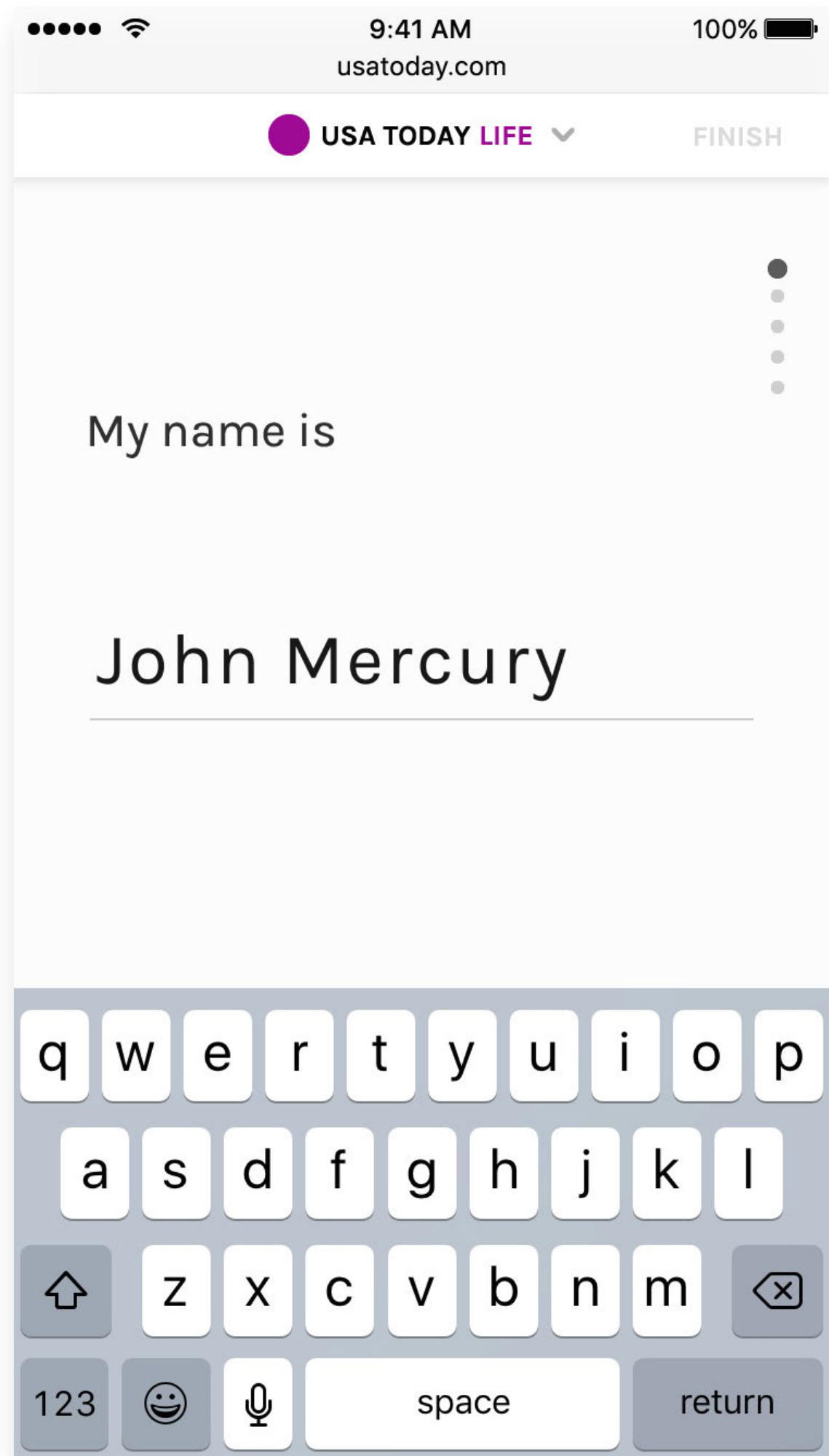
FINAL DESIGNS



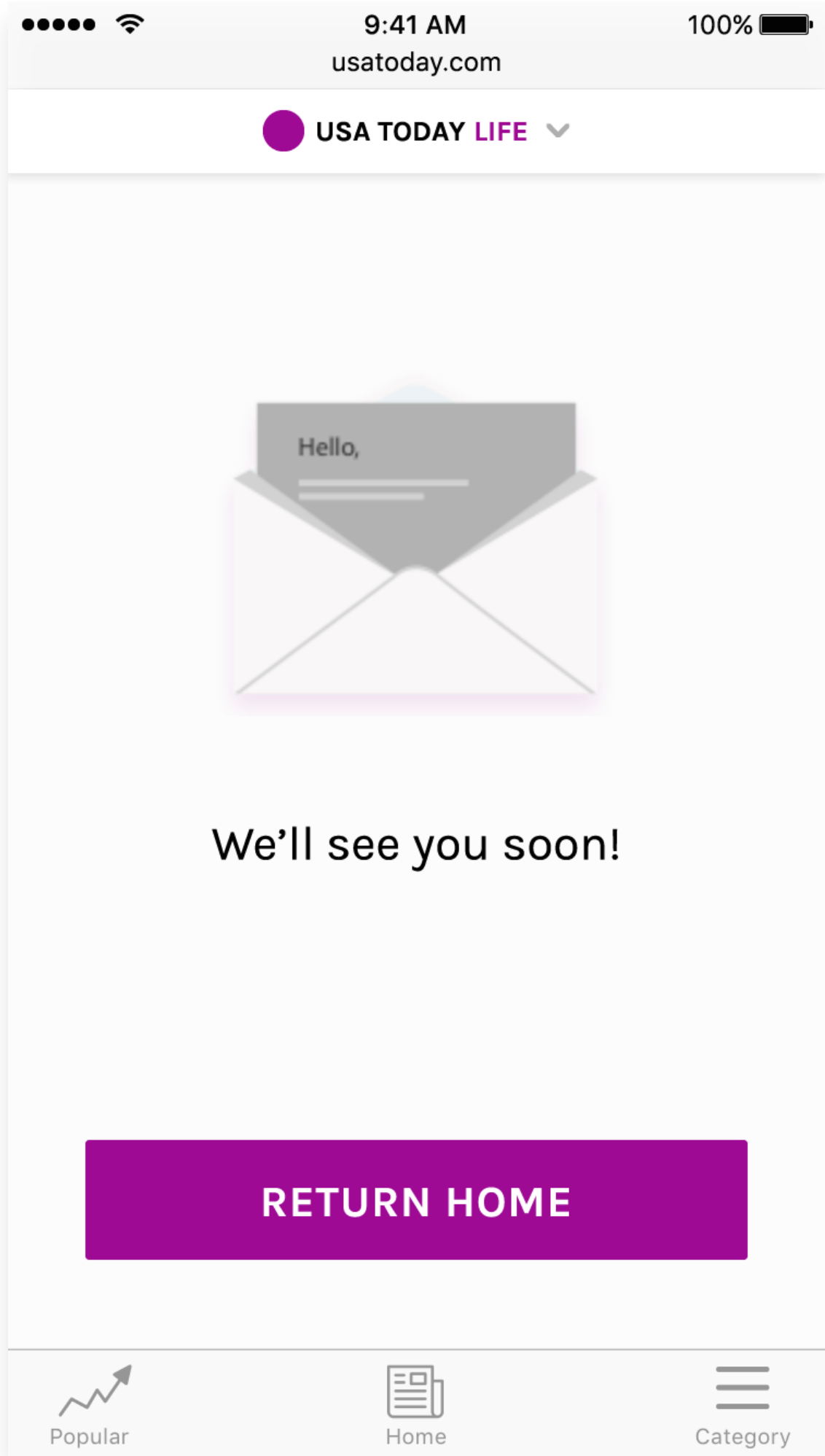
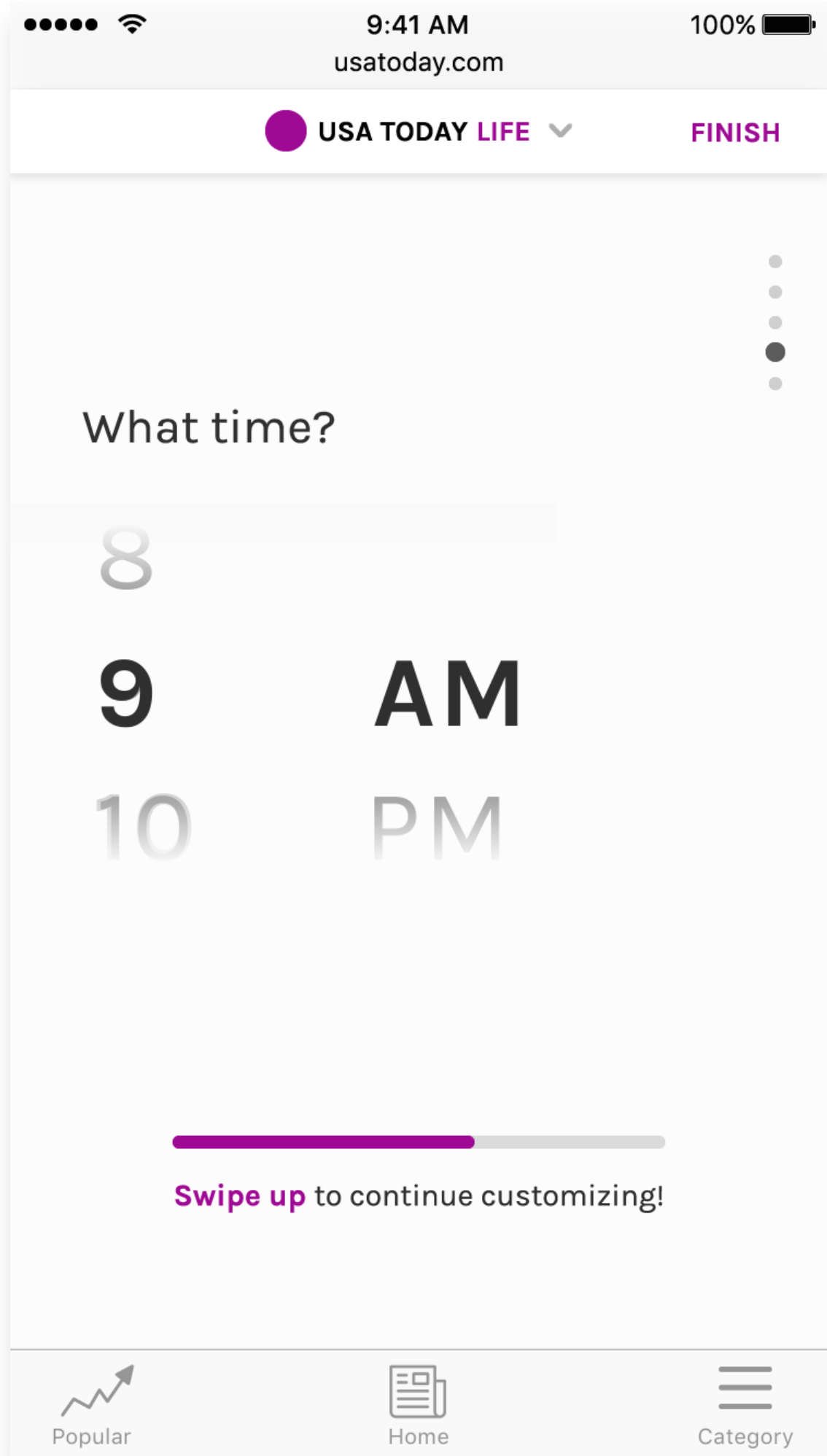
POPULAR

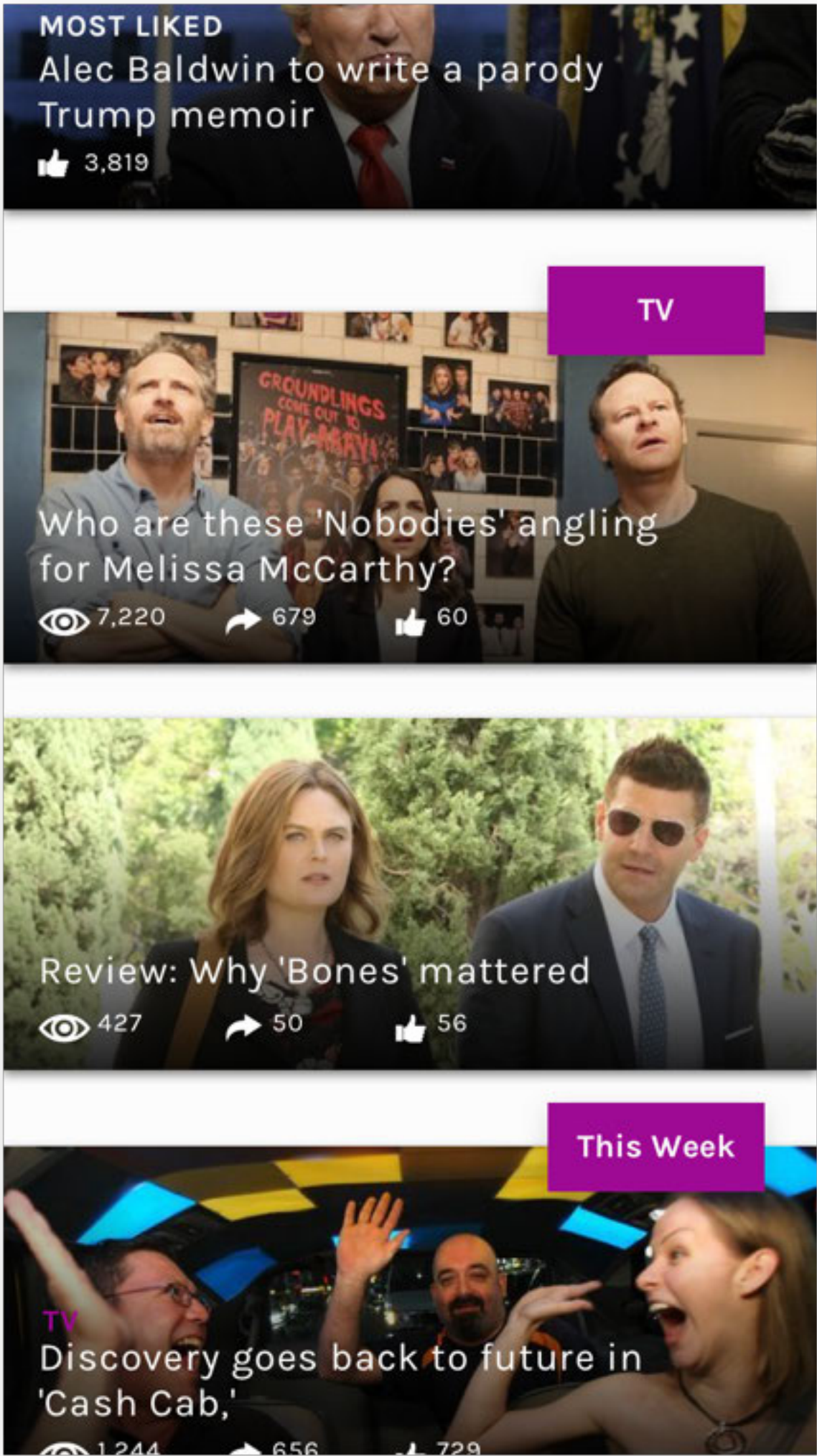
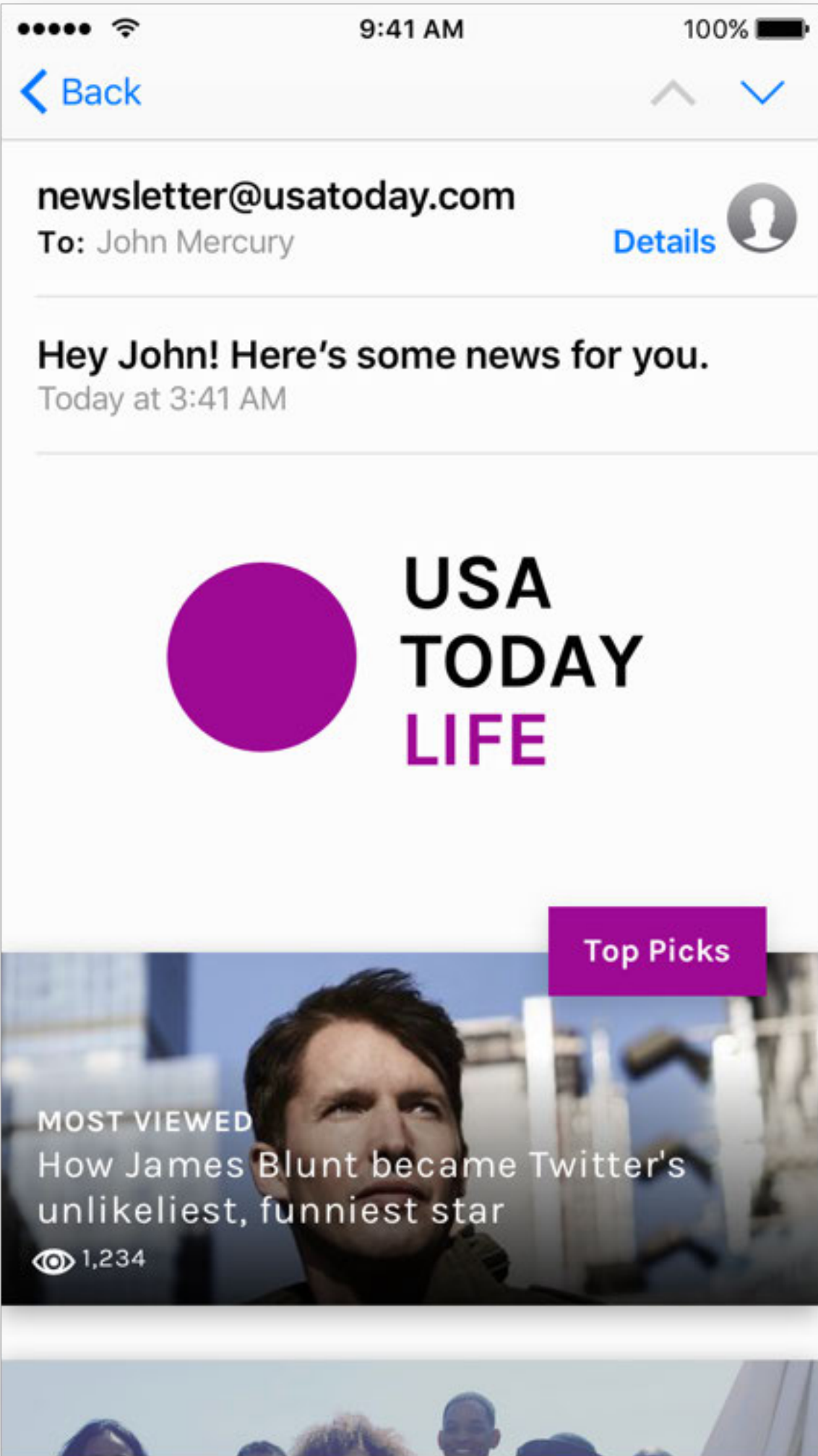


NEWSLETTER CUSTOMIZATION



NEWSLETTER CUSTOMIZATION CONTINUED





CONCLUSION

USA TODAY is a reliable news source that can appeal to more audiences by utilizing social statistics. USA TODAY can also increase newsletter signups by allowing users to customize their experience.

THANK YOU!