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



Increase newsletter subscriptions



Push popular content



Gain interest by promoting likes, views, and shares

CURRENT USA TODAY EXPERIENCE

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



record revenue of \$78.4 billion, besting Wall Street analysts' estimates.

(Photo: Apple)

61

in

8

quarters of declining iPhone shipments, which contributed to its first fiscal-year sales drop in more than a decade. And the results sent Apple shares up 3.5% in after-hours trading.

S&P Global Market Intelligence expected revenue of \$77.3 billion. Analysts had forecast earnings of \$3.22 per share.

Apple's iPhone sales machine to make a comeback

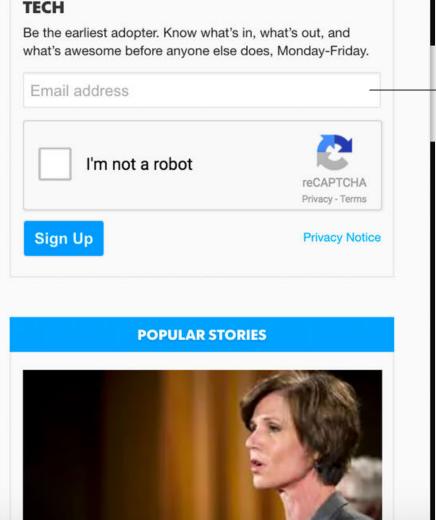
Apple CEO Tim Cook told CNBC it was a "dynamite" quarter.

A rebound in sales of Apple's flagship product, iPhone, contributed mightily to the financial reversal. Apple shipped 78.3 million iPhones during the quarter.

Market researcher Factset had predicted sales of 78 million, up from 74.8 million in the

'Dynamite': Apple breaks streak with iPhone rebound Jon Swartz , USA TODAY Published 4:36 p.m. ET Jan. 31, 2017 | Updated 42 minutes ago SAN FRANCISCO — The streak is over. **NEVER MISS OUT** Spurred by strong iPhone 7 and iPhone 7 Plus TECH holiday sales, the Cupertino, Calif.-based company Be the earliest adopter. Know what's in, what's out, and reported first-quarter earnings of \$3.36 per share on

The results snapped a string of three straight



Generic sign up for newsletter

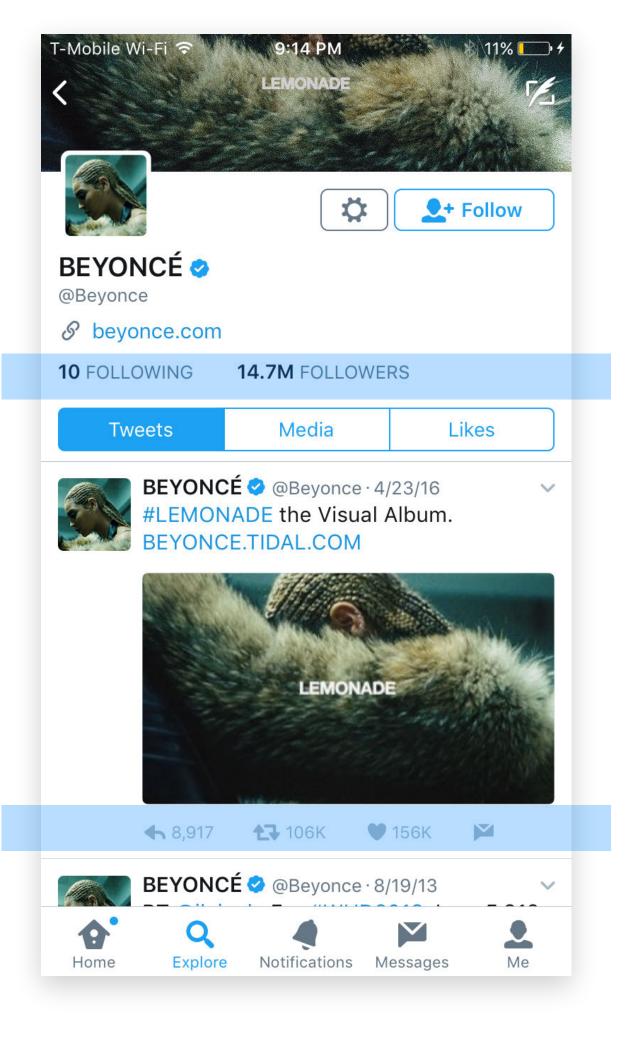
RESEARCH

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.



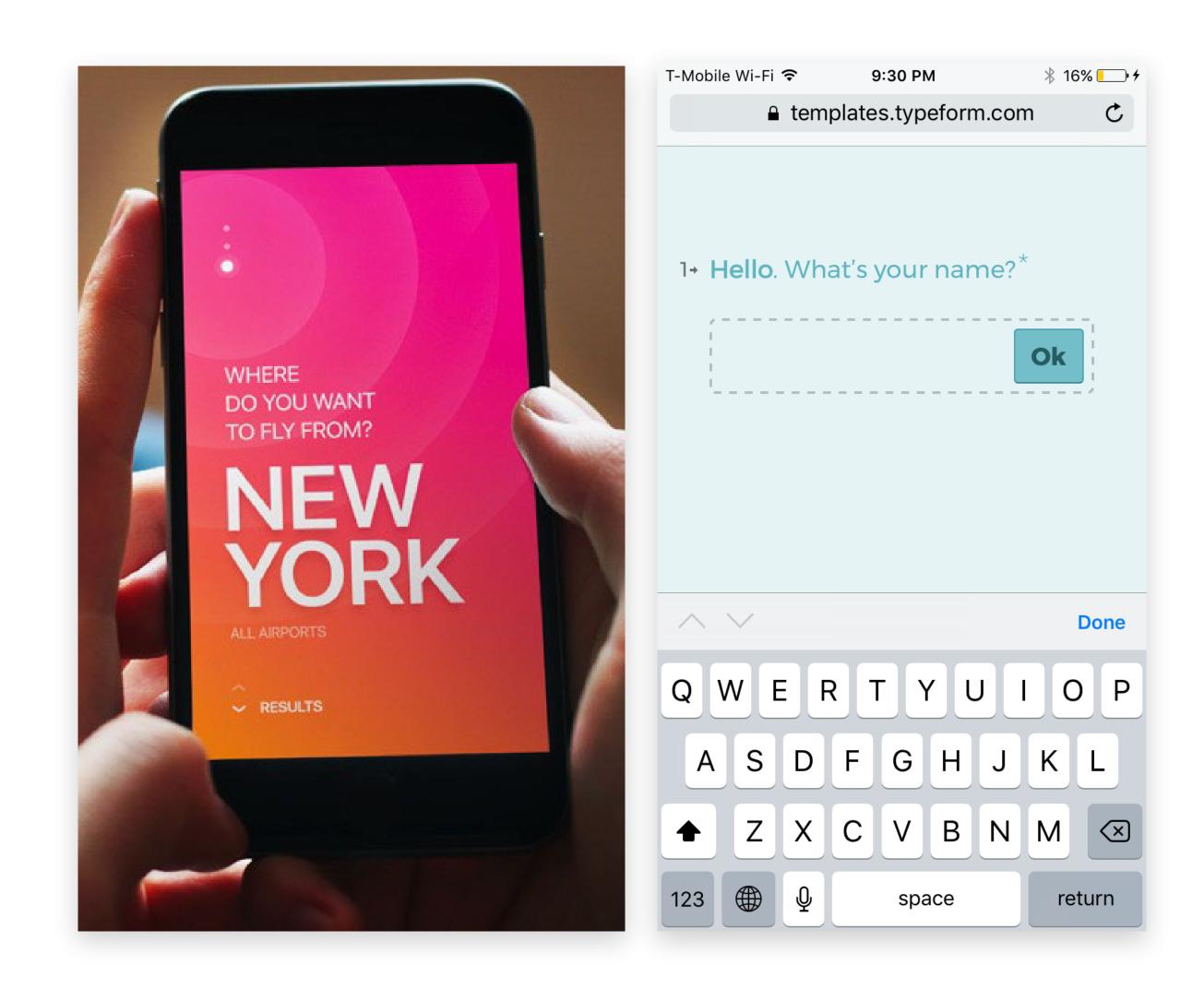
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STEP-BY-STEP CUSTOMIZATION

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



USER WORKFLOW

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.



USER WORKFLOW

Julian

Power User

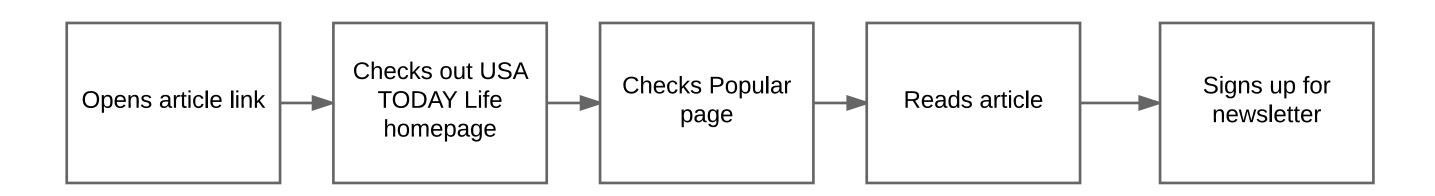
Julian receives an email, which he had previously signed up for, with daily updates from USA TODAY Life. He browses through the top articles and reads one of them. He's got free time so he wants to read more articles. He goes on the popular page and reads some more.



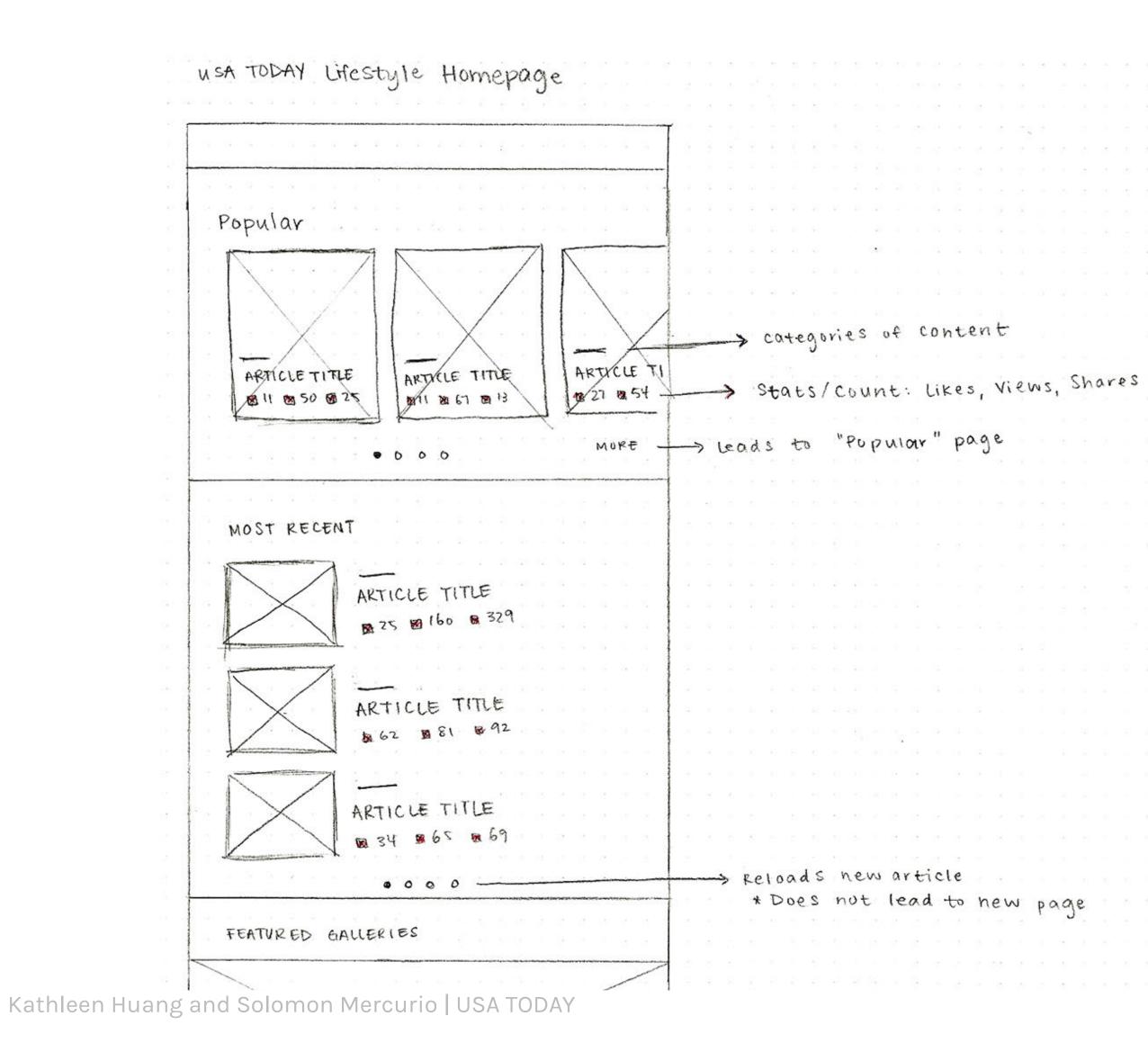
USER WORKFLOW

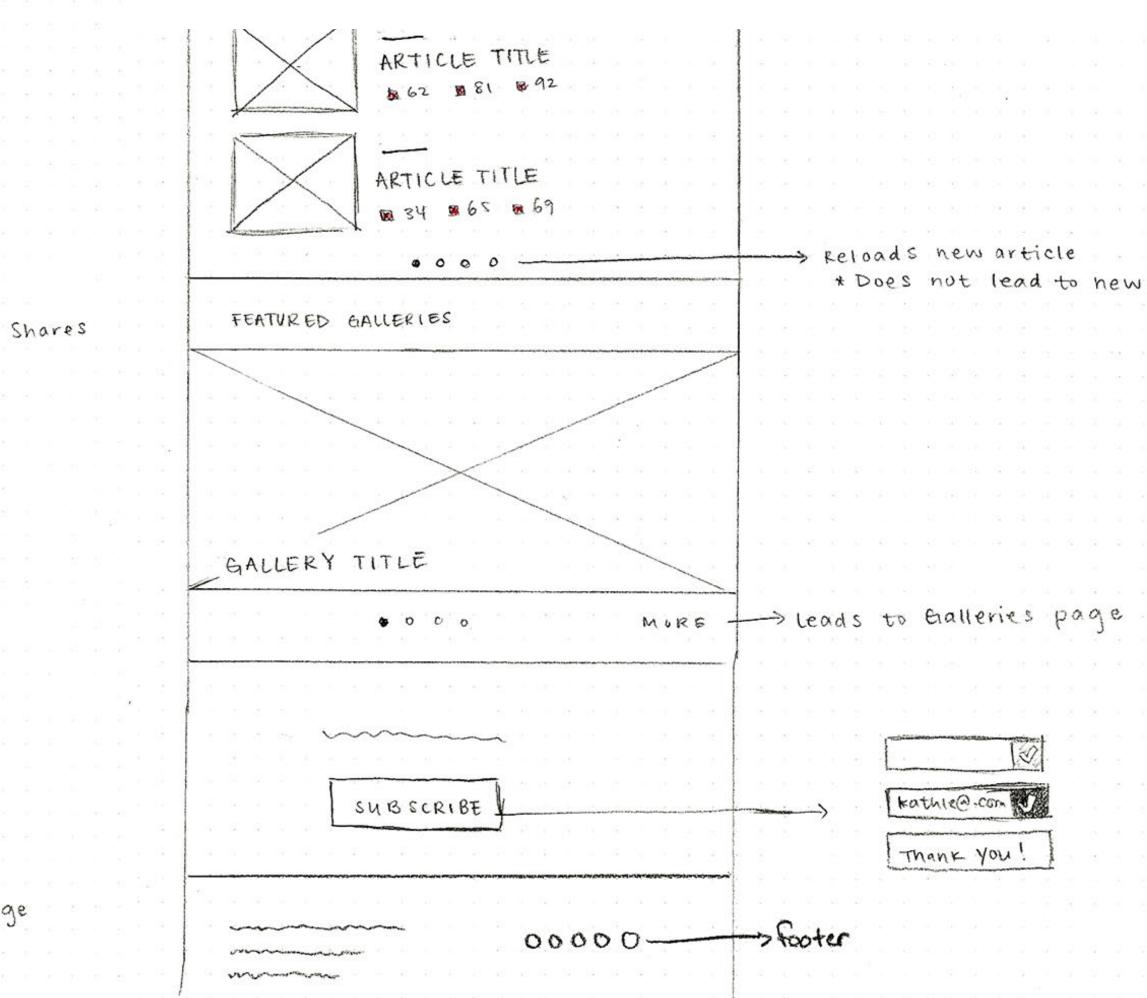
Amy Casual User

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.



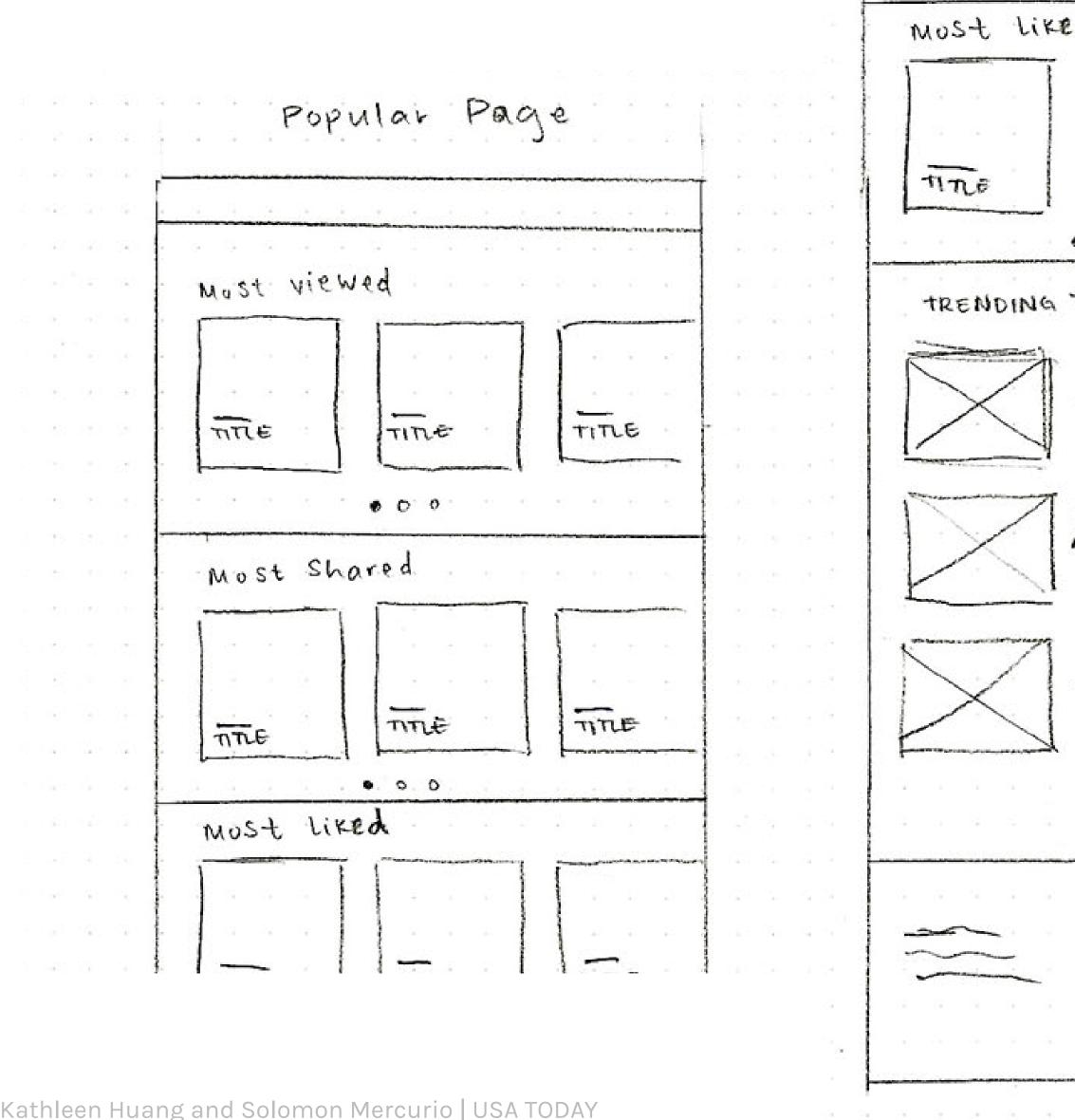
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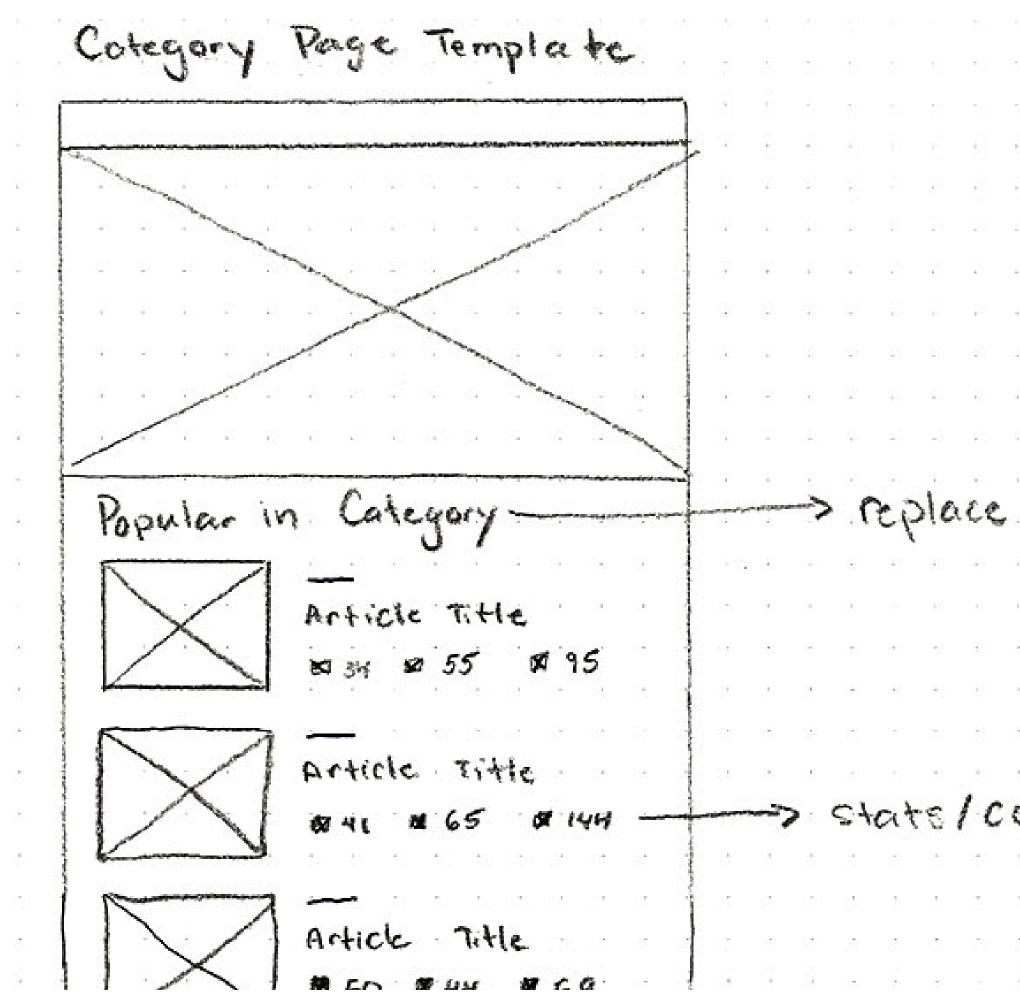
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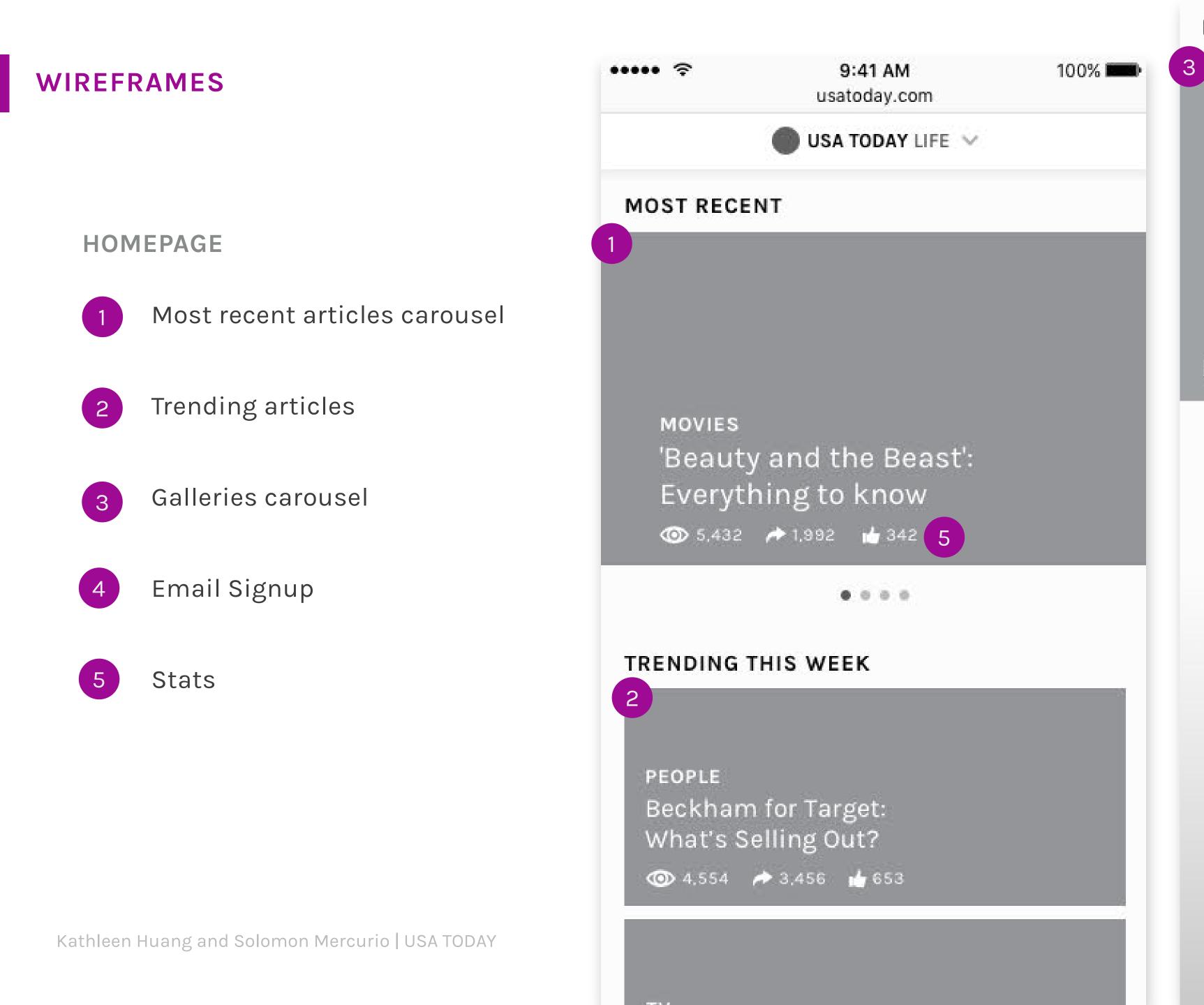
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FEATURED GALLERIES

Exclusive photos: 'American Gods'

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Hello,



CUSTOMIZATION



USA TODAY LIFE Categories



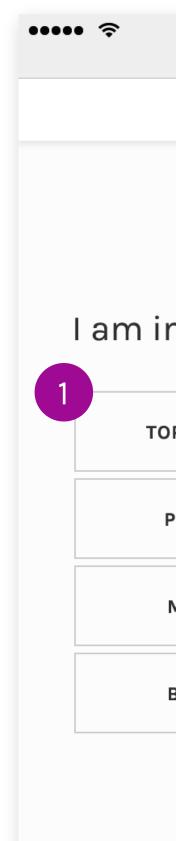
Frequency of emails



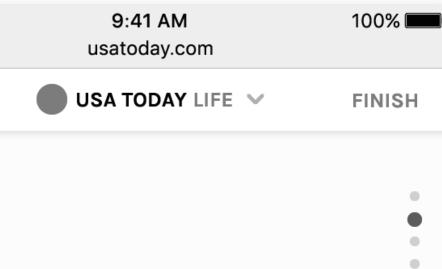




Progress bar

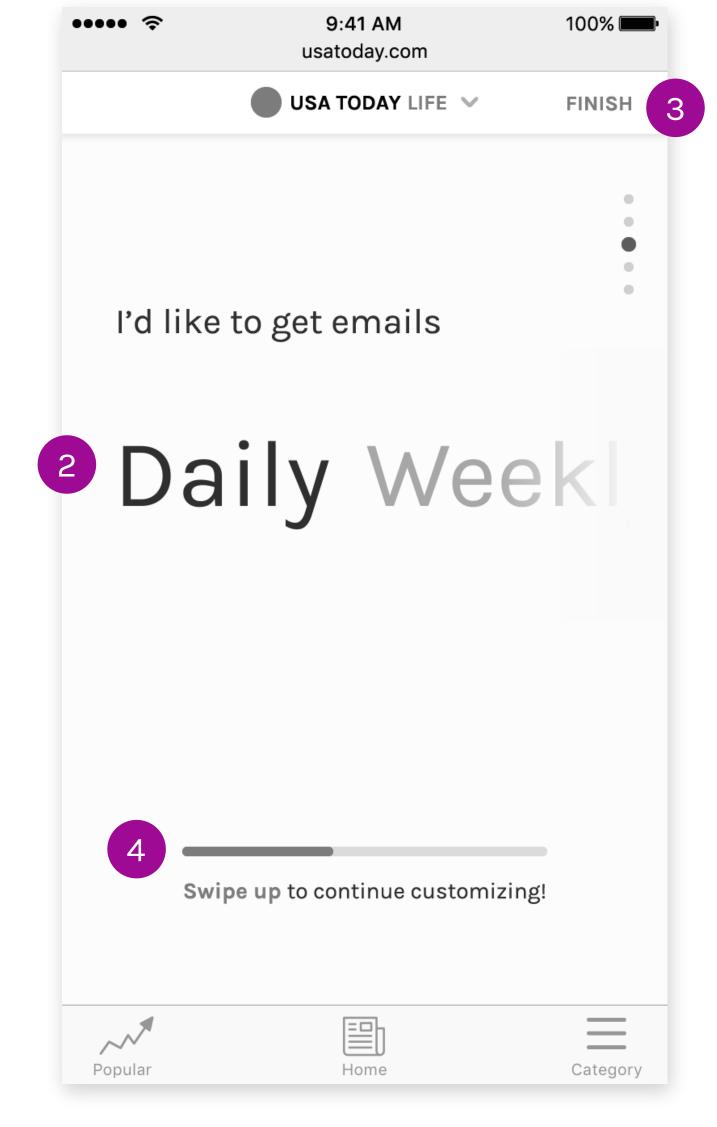


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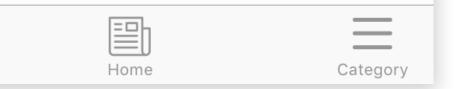


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#### **POPULAR PAGE**



Most Viewed Articles



### Most Liked Articles

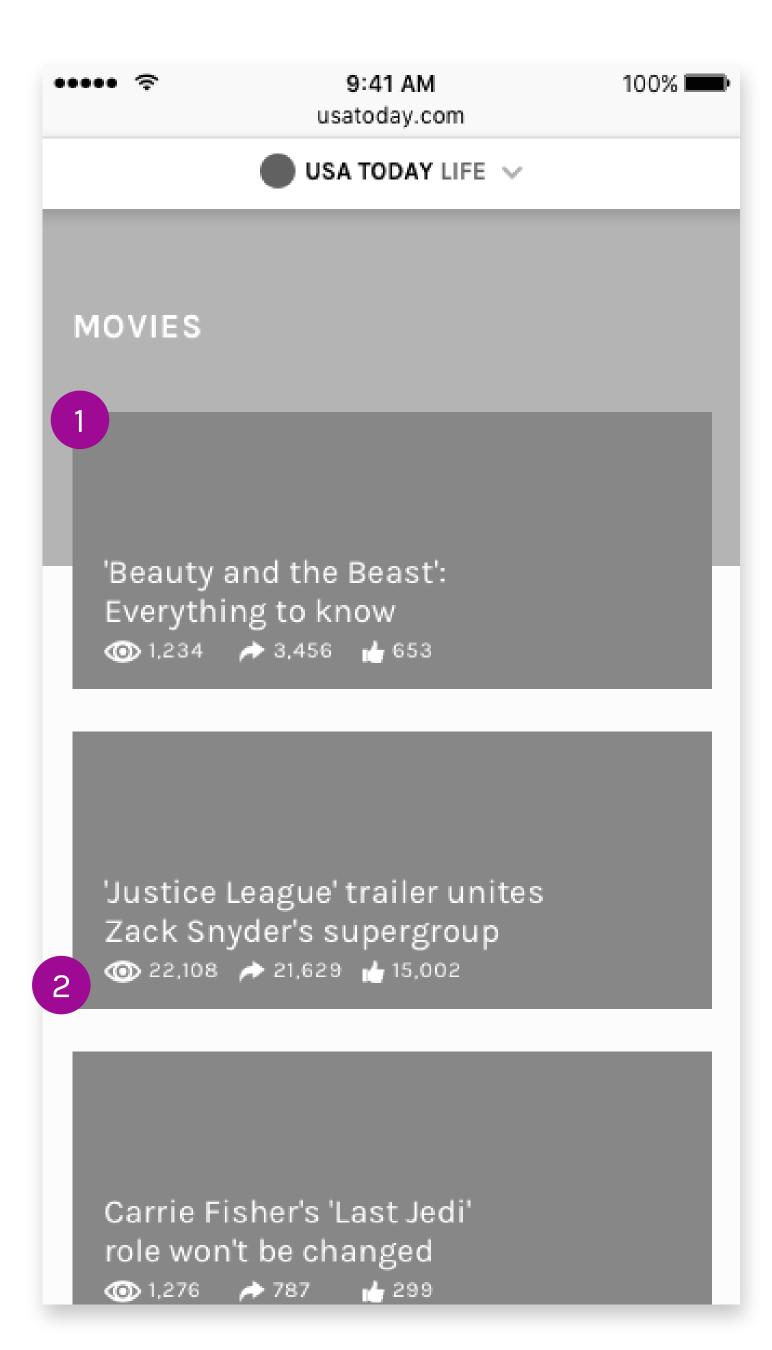
Would also include Most Shared Articles

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CATEGORY PAGE









# **ENTERTAIN THIS** Nicki Minaj track

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



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.

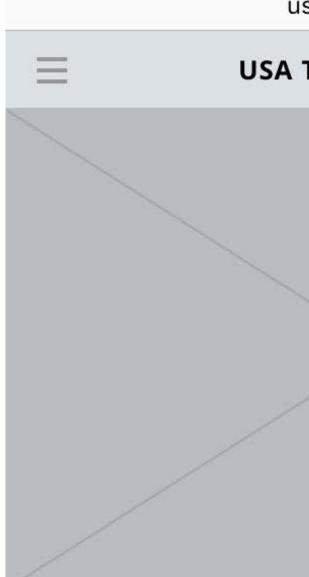
# **ARTICLE**



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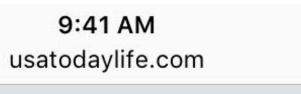


Inline ads



# **WIREFRAMES**

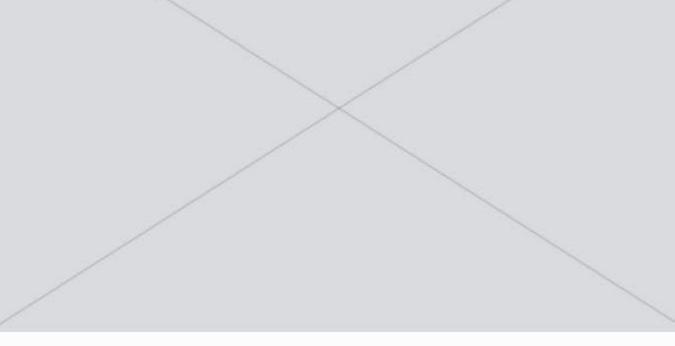
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#### **USA TODAY LIFESTYLE**

# Twitter reacts to Remy Ma's



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



### NEWSLETTER



Most Viewed, Most Shared, and Most Liked



Top news from user's category of choice

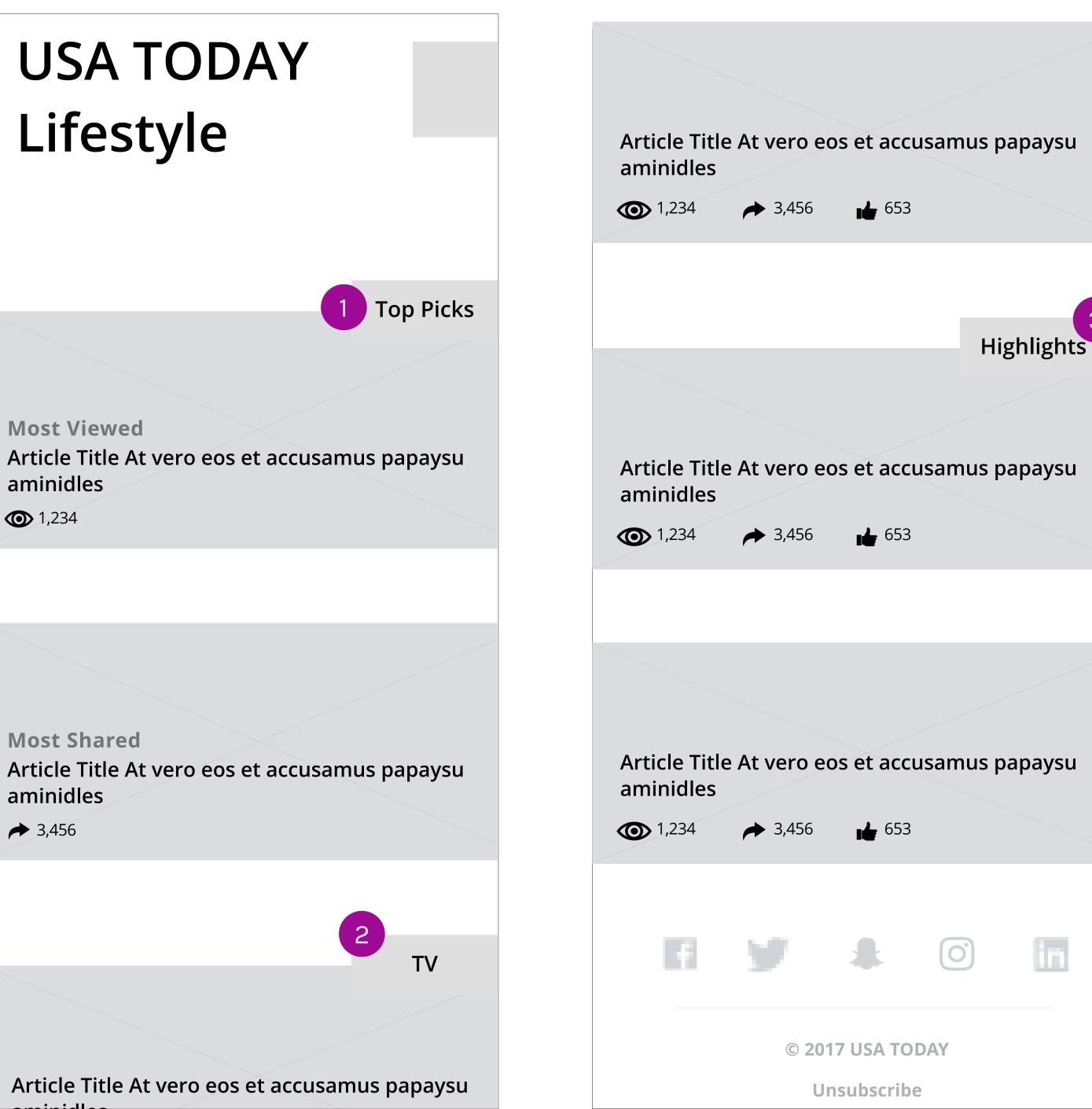


Highlights from the day/week/ month

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**Most Shared** aminidles

▶ 3,456





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CATEGORY MENU



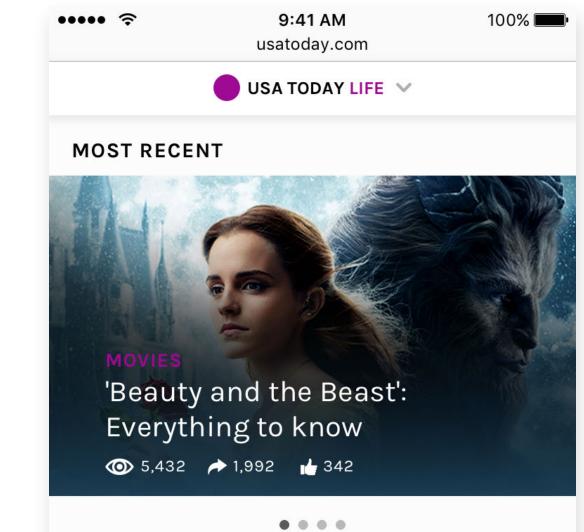
USA TODAY LIFE Categories

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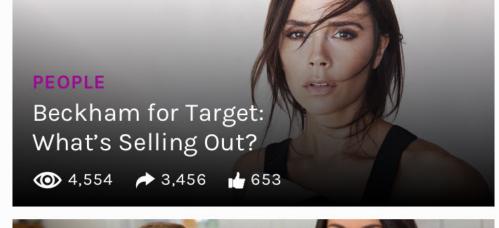
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# FINAL DESIGNS

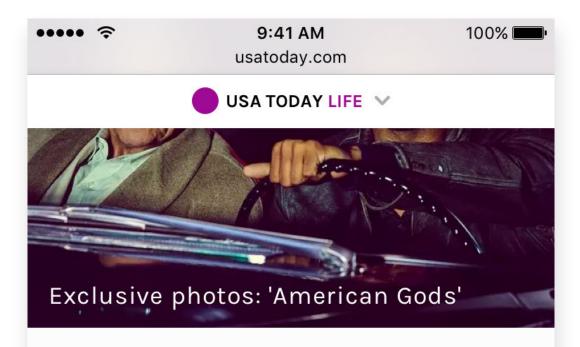
# HOMEPAGE



#### TRENDING THIS WEEK







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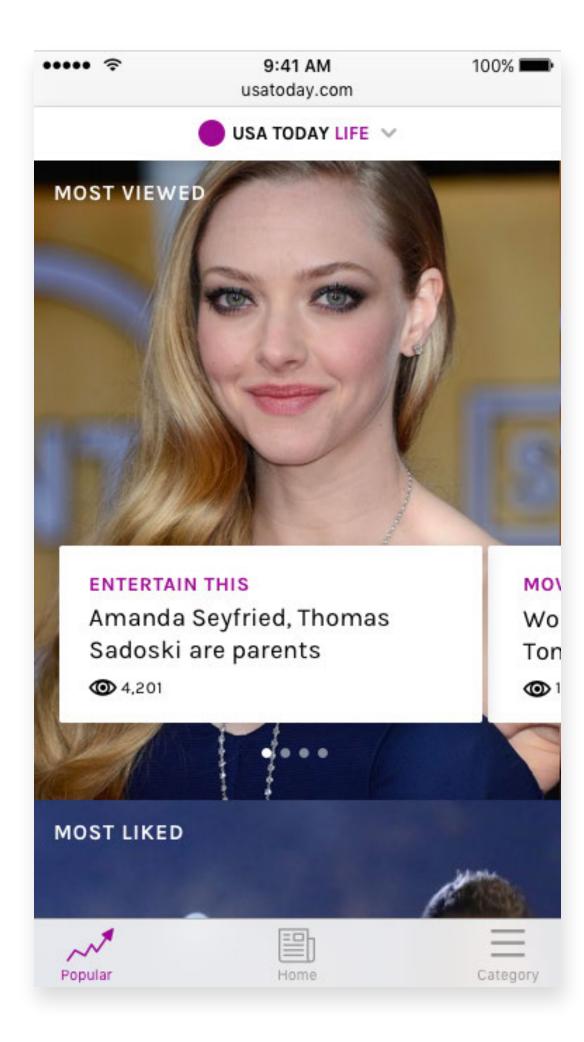
#### Don't Miss Out!

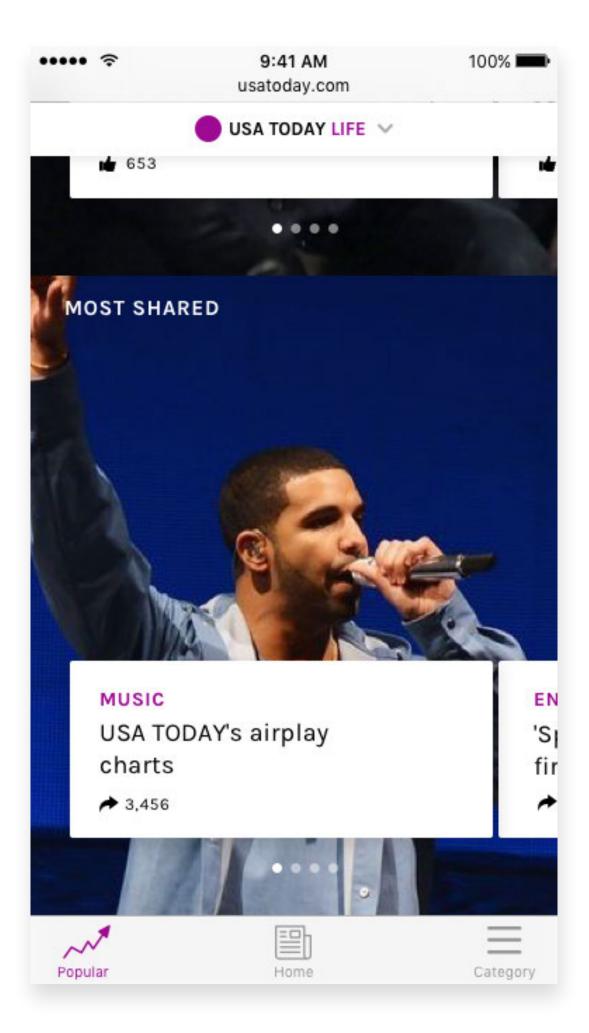
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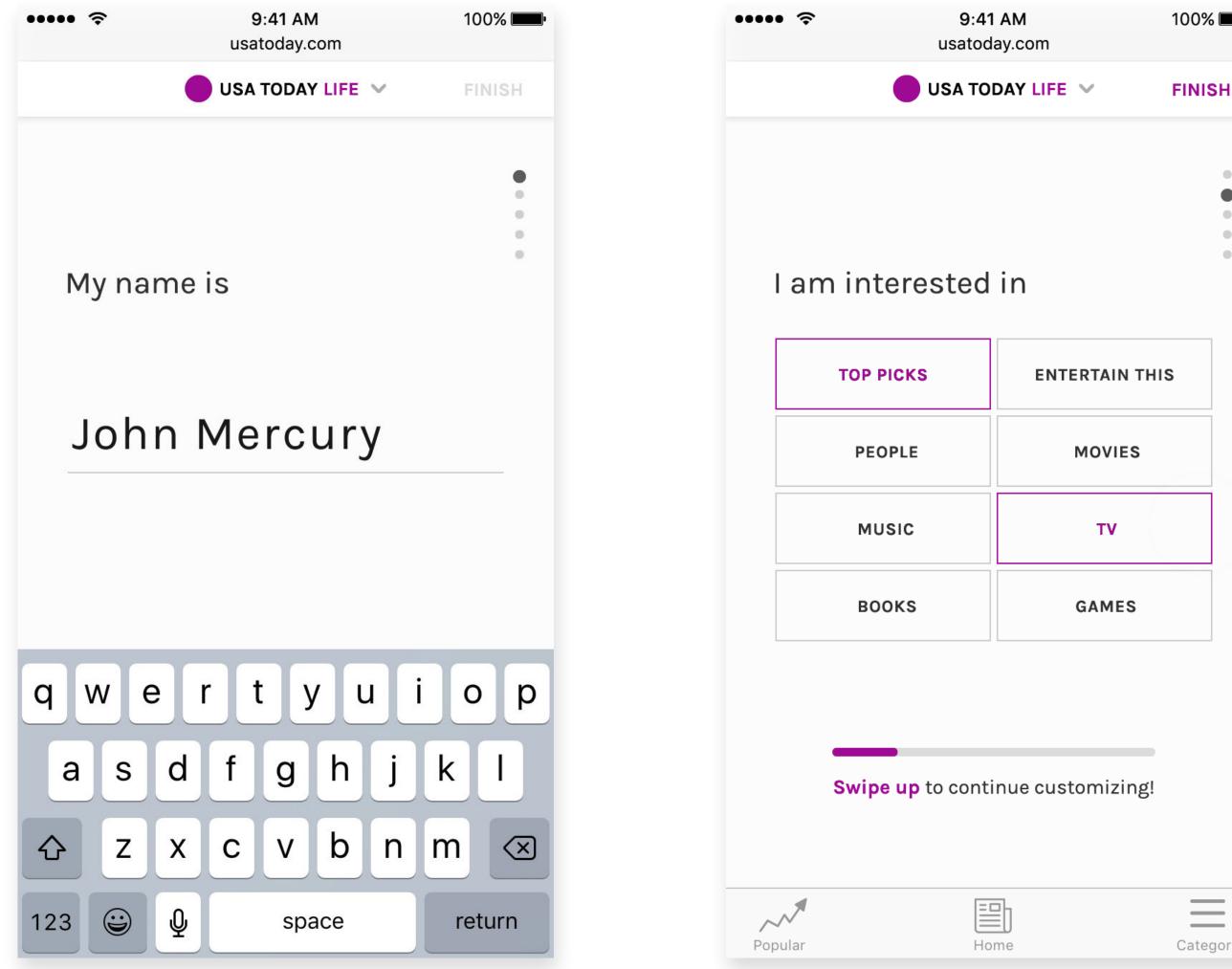
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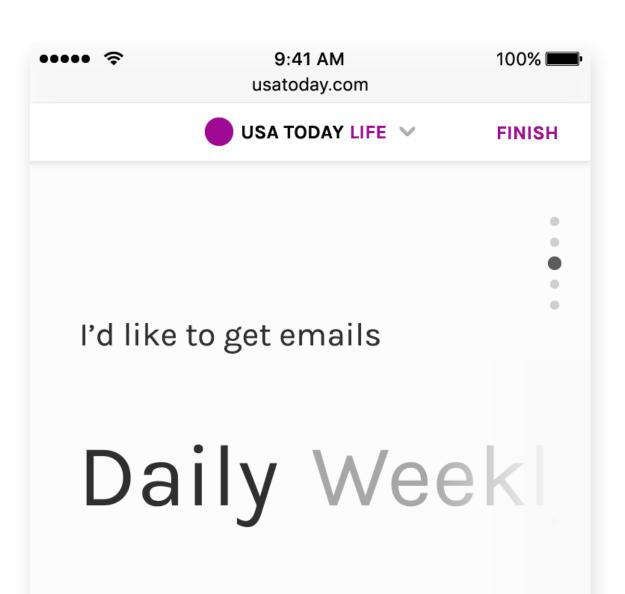


# **NEWSLETTER CUSTOMIZATION**



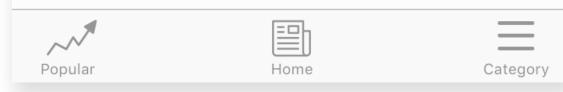
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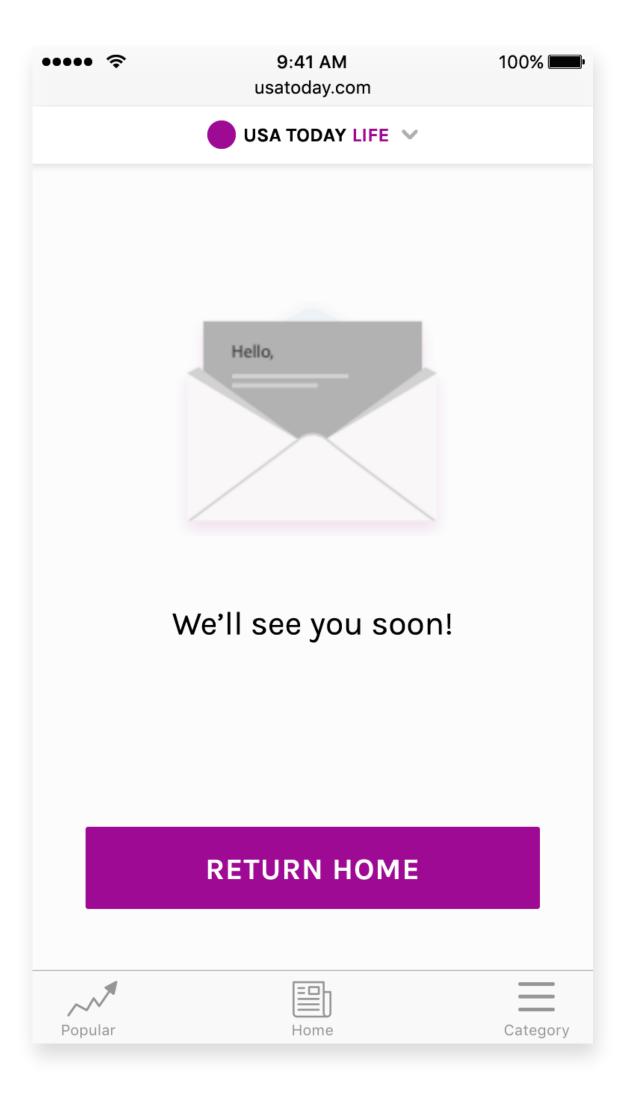
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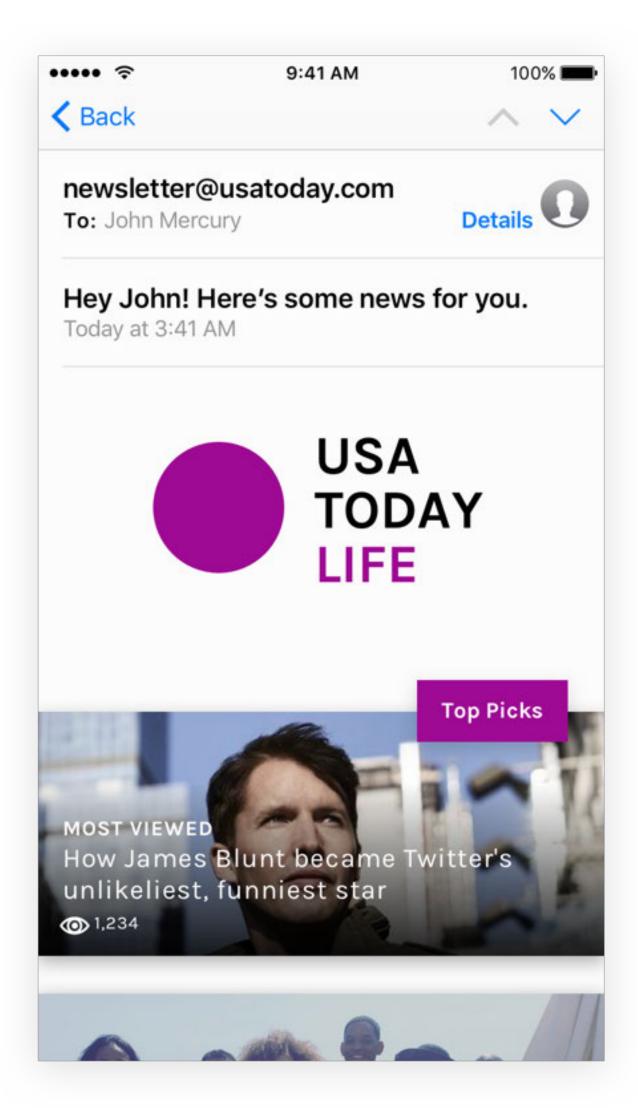


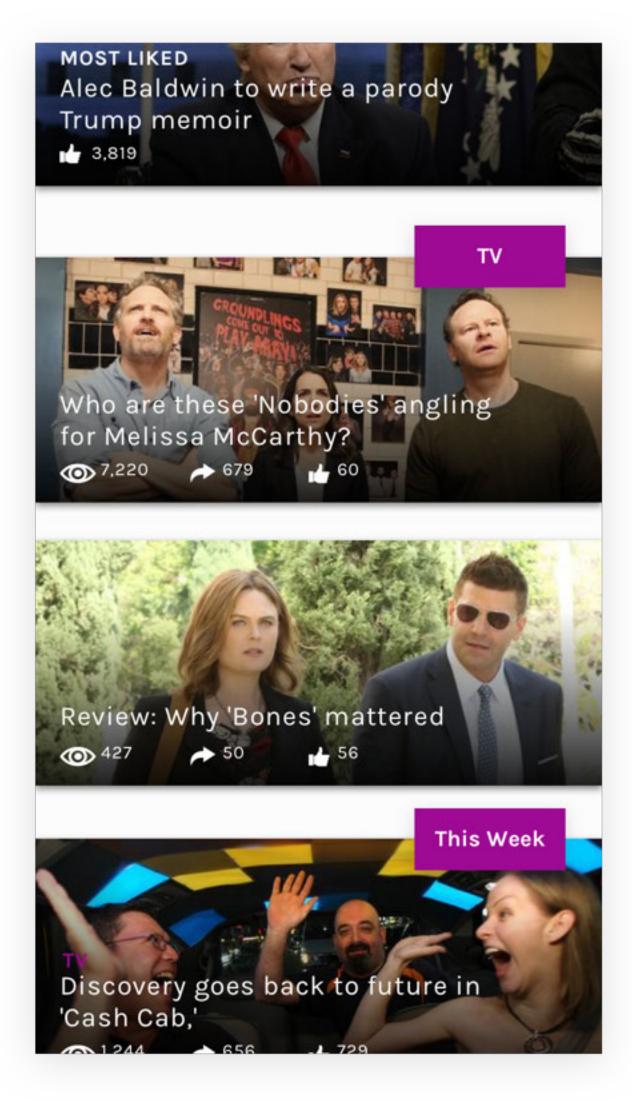
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# **EMAIL NEWSLETTER**





# CONCLUSION

signups by allowing users to customize their experience.

- USA TODAY is a reliable news source that can appeal to more audiences
- by utilizing social statistics. USA TODAY can also increase newsletter

# **THANK YOU!**