

StoryboardAssignment

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MEJO 581 | February 2017

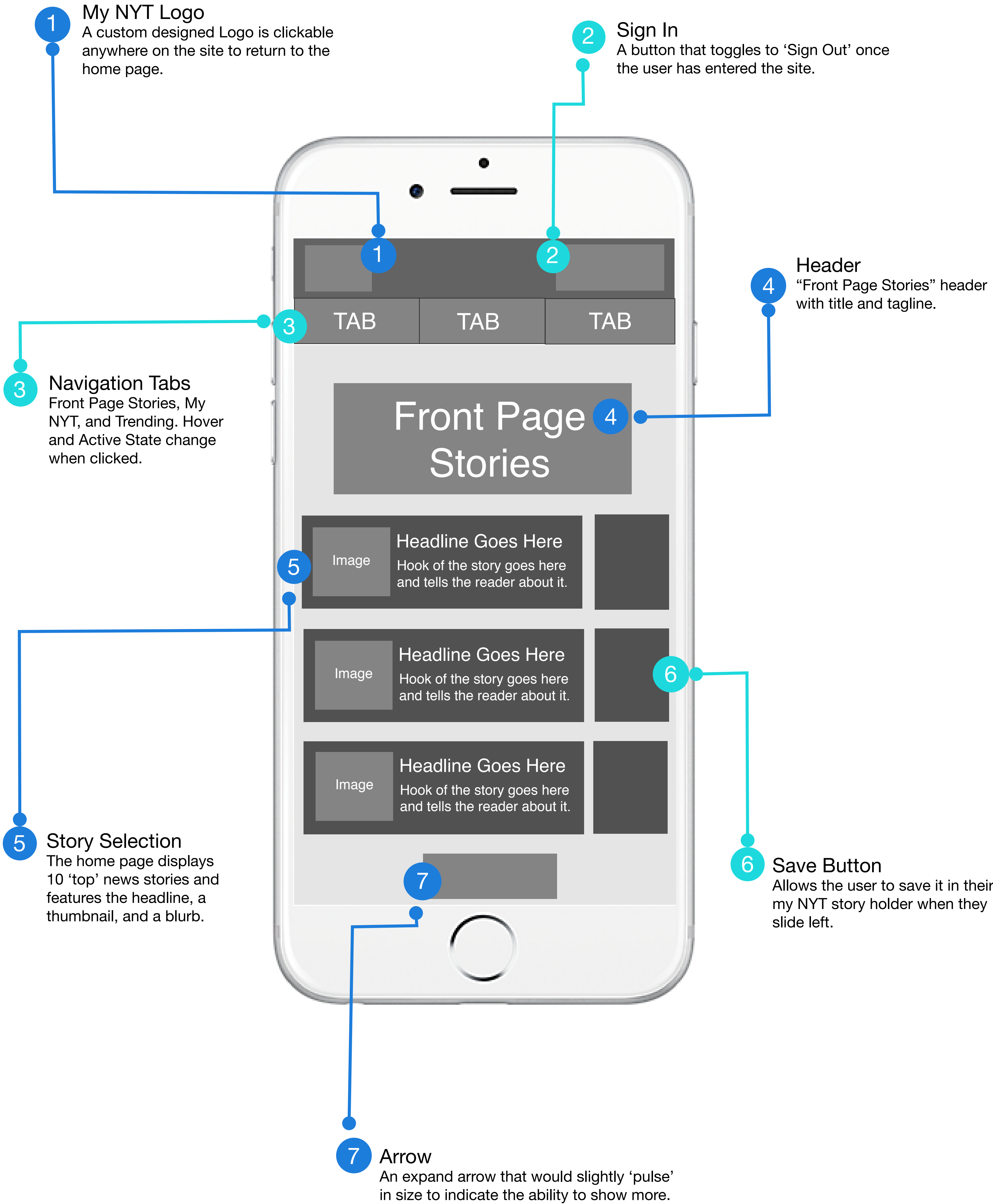
Goal: Create a digital experience for university students that will keep them engaged and excited about the news by customizing and catering the news to their needs and time restrictions.

Summary Statement | Storyboard Assignment

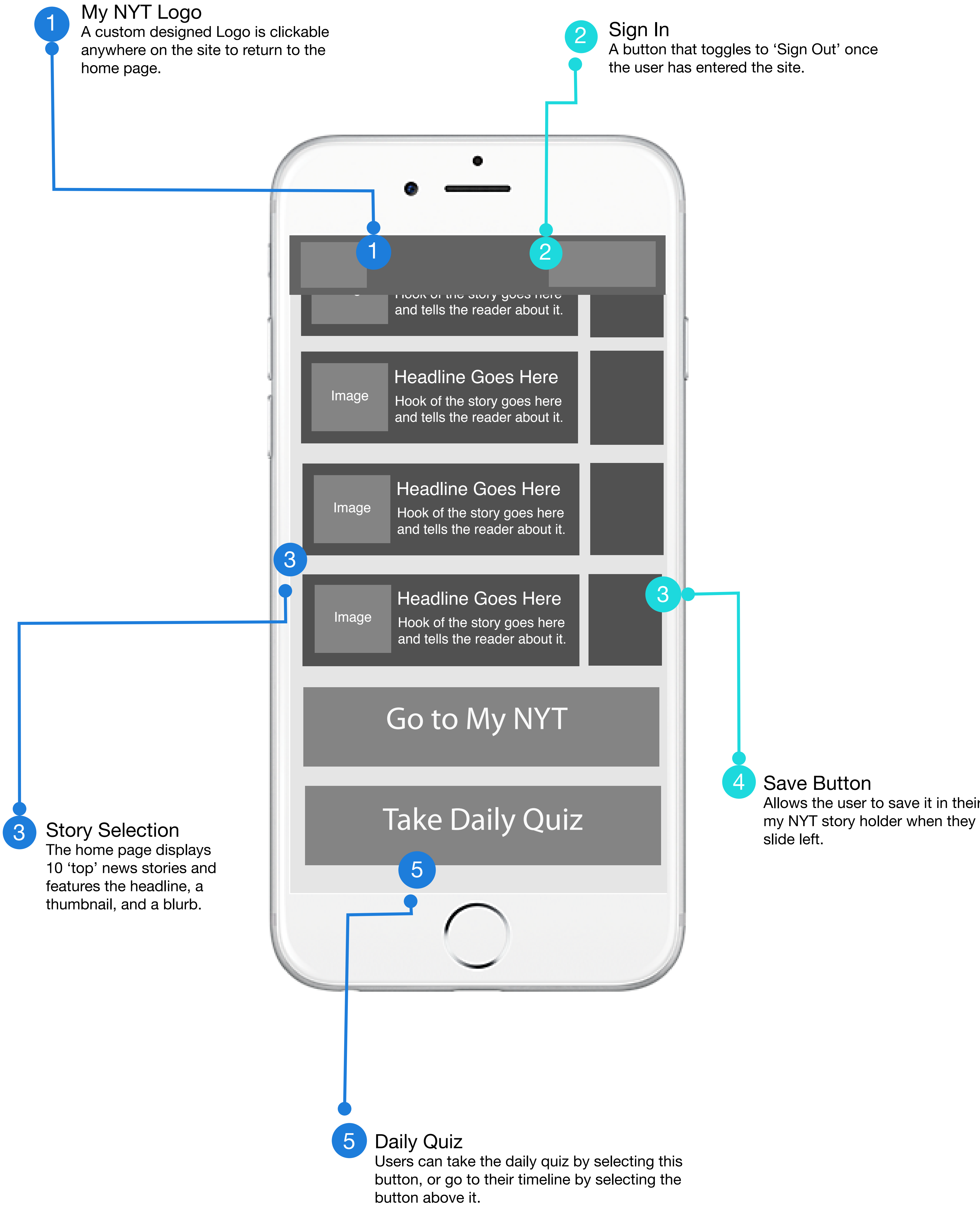
The New York Times will address the demographic of university students with a new phone application that allows for quick and engaging interactions with news stories. From a study done at Ball State University, 99.8 percent of college students have a cell phone. With this information, NYT decided on a phone app not only to allow for the most number of students to participate in the experience, but to cater to how fast paced college life has become. One of the app's goals is to get important news to the students who are too apathetic to go find the stories themselves. To combat this, NYT will create a 'Front Page Stories' feed that shows up the first time the user opens the app for that day. If you read 50% of the articles on this feed, the app will give you the option to take a news quiz. Any reader who passes the quiz earns a credit that can be used later on to win coupons such as 'Free Coffee'. In addition, the app mirrors the look of a social media platform with 'share' and 'like' buttons and a section for comments. Through observations and interviews, college students engage most with pictures and videos on social media. The NYT app would therefore format the stories into square sized images that have the title and opening statement on them. The infinite scroll, similar to Pinterest, Facebook, and Instagram, will give them endless content. Lastly, the new app will allow for a customized news feed. The user will be able to check what categories of the news he or she is interested in reading about.

After numerous interviews, it was clear that university students wanted to stay informed on the things that they felt were important to their friends and immediate social circles. This app will do just that. It allows the user to see content based on views or likes, so they can read the stories most popular in their local area or in the world. Unlike most social media, this app doesn't require you to become friends or follow other users. The user's likes are counted based on location, but anonymously shared to others. For example, a story might show up and the user would see, "15 people in your area liked this story," but not know who those 15 people are. With this being said, you do have the option to follow your friends, so the message might say "Carol Reynolds and 14 other people in your area liked this story," if a friend you follow liked it. This app is new, exciting, and innovative and will get university students hooked on the New York Times news.

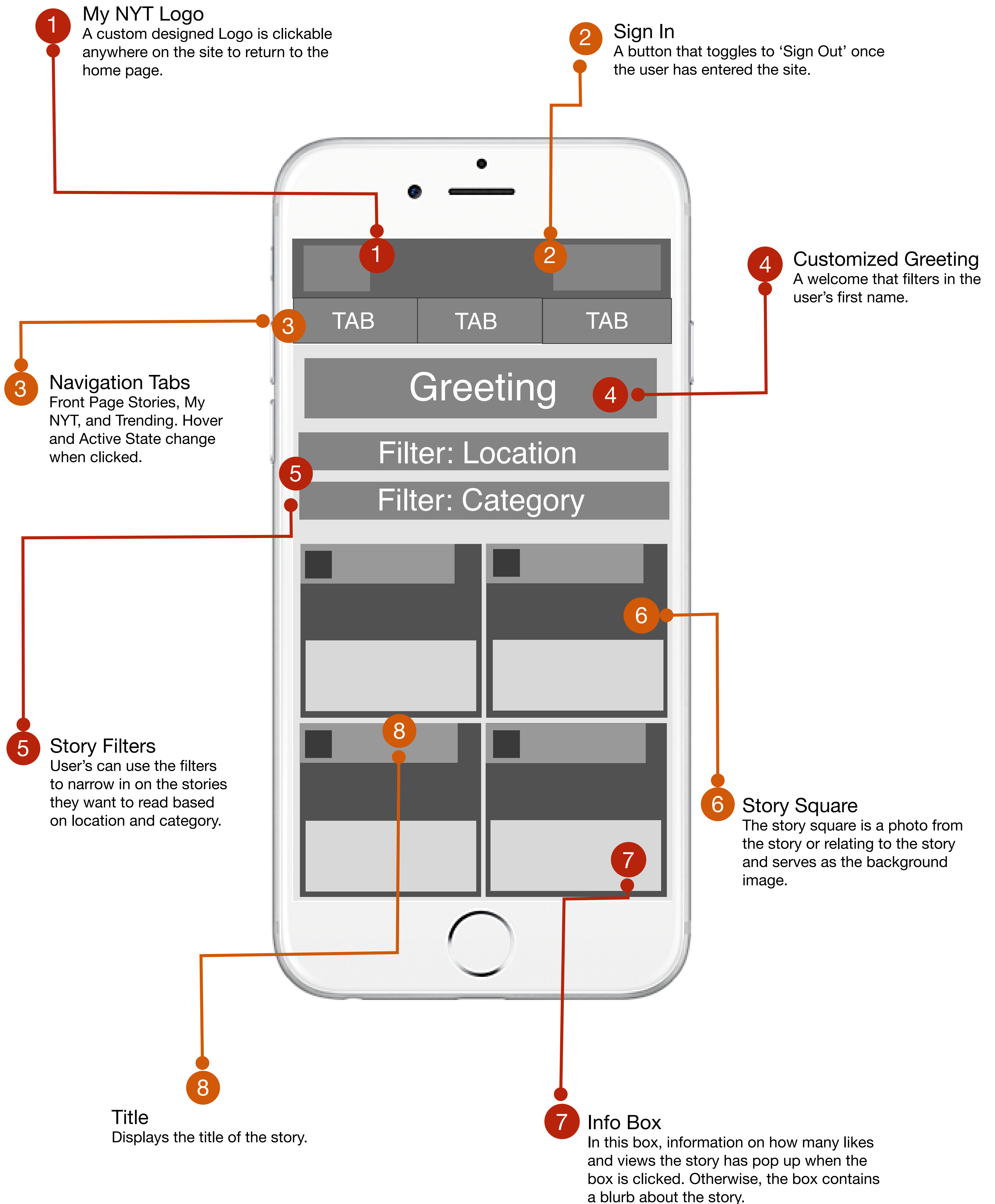
Moblle Home Page



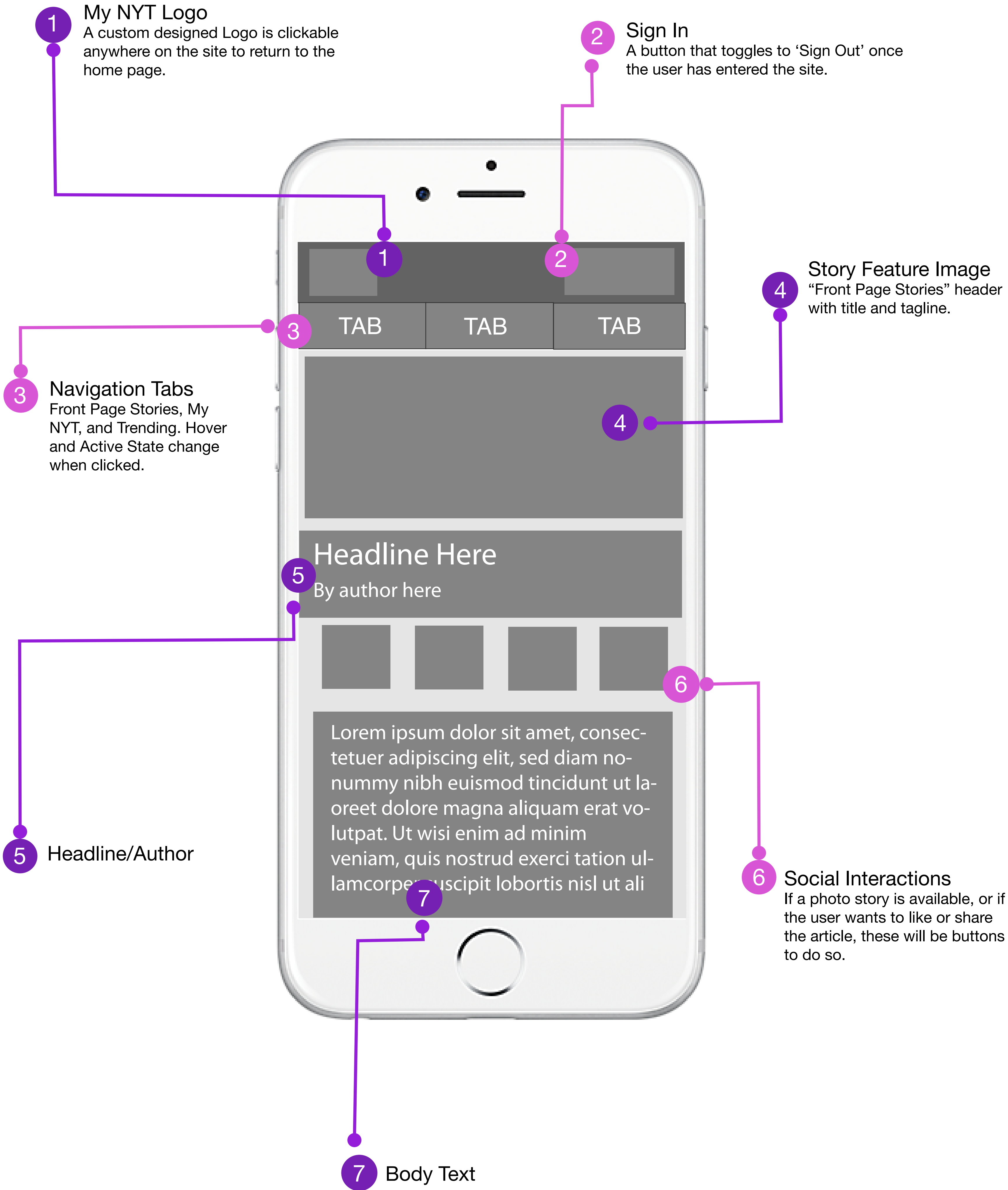
Mobile Home Page Continued



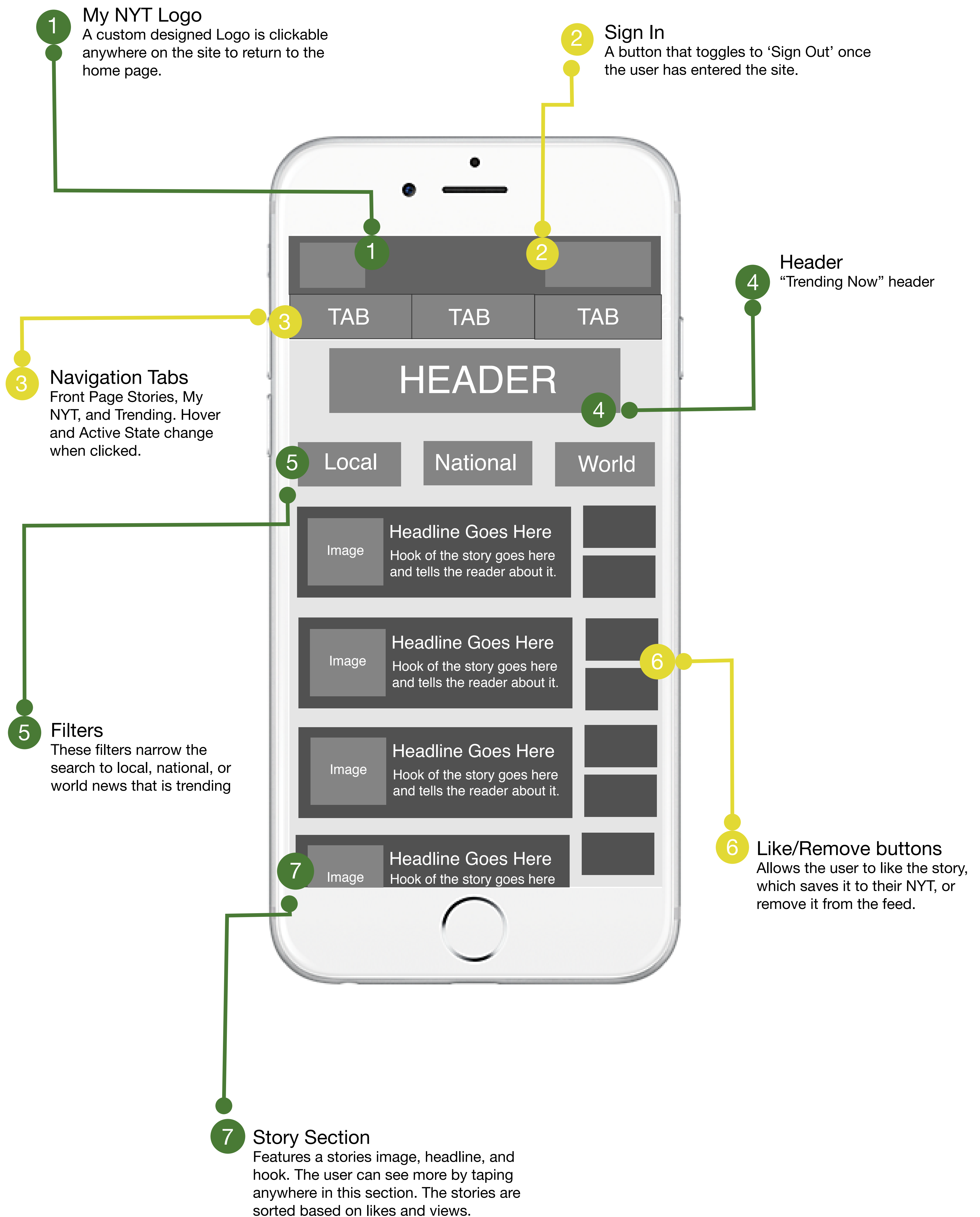
Mobile My NYT Page



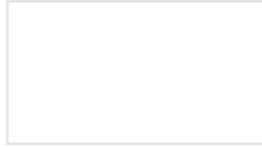
Mobile Story Page



Mobile Trending Page



Style Guide



Background

White
#ffffff



Story Text

Black
#000000



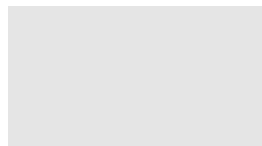
Header Text/Buttons

Blue
#293B8E



Accent Color

Red
#BE1E2D



Secondary Accent

Light Grey
#E5E5E5

Logo and Heading (Arial Black)

Subheading (Calibri)

Story Heading (Helvetica Bold)

Story content (Helvetica)

Button text (Helvetica Neue Thin)



Social Button

Social buttons vary based on use and can be found on every story on the myNYT app.



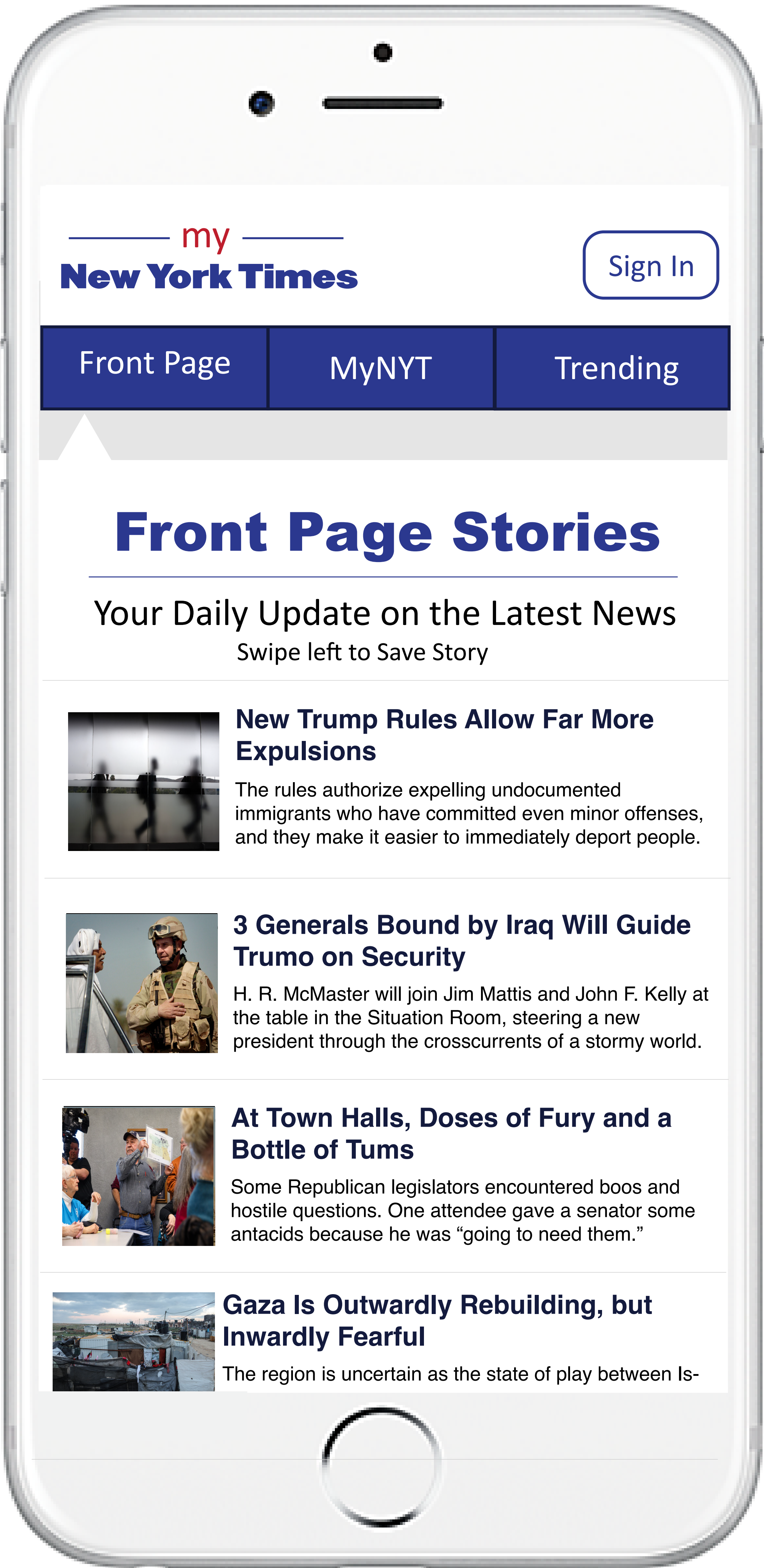
Save Function

When swiping a story to the left, this element will appear to indicate that the story is saved.

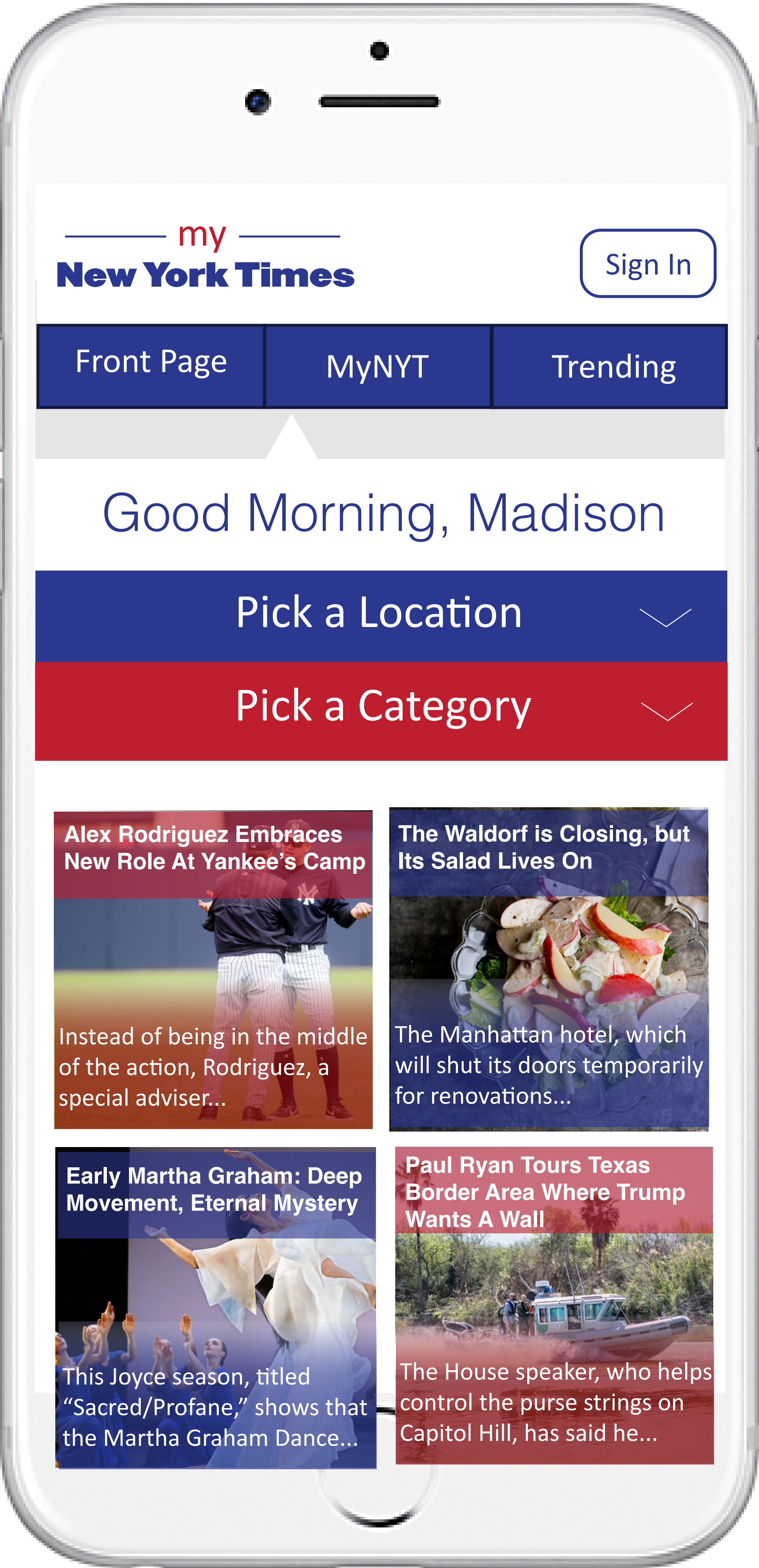
The style for the app will reflect a very sleek and modern look. The fonts are sans-serif to make all text legible and easy to read. The headings will be bold to make them stand out, and the thin fonts on buttons will give them a clean look. In addition, the font family for the stories differs from the font family for the headings to create ease and to quickly differentiate between the two.

The color scheme is based on other news applications such as NPR, CNN, and Fox. The colors red, white, and blue have a patriotic feel while also using the reds and blue to make elements stand out. The background is white to allow for a large area of white space, and the story text is black for clean and clear contrast. The color scheme is simple to also create a level of trust in our readers. The application is about delivering the news, and not about beautifying it.

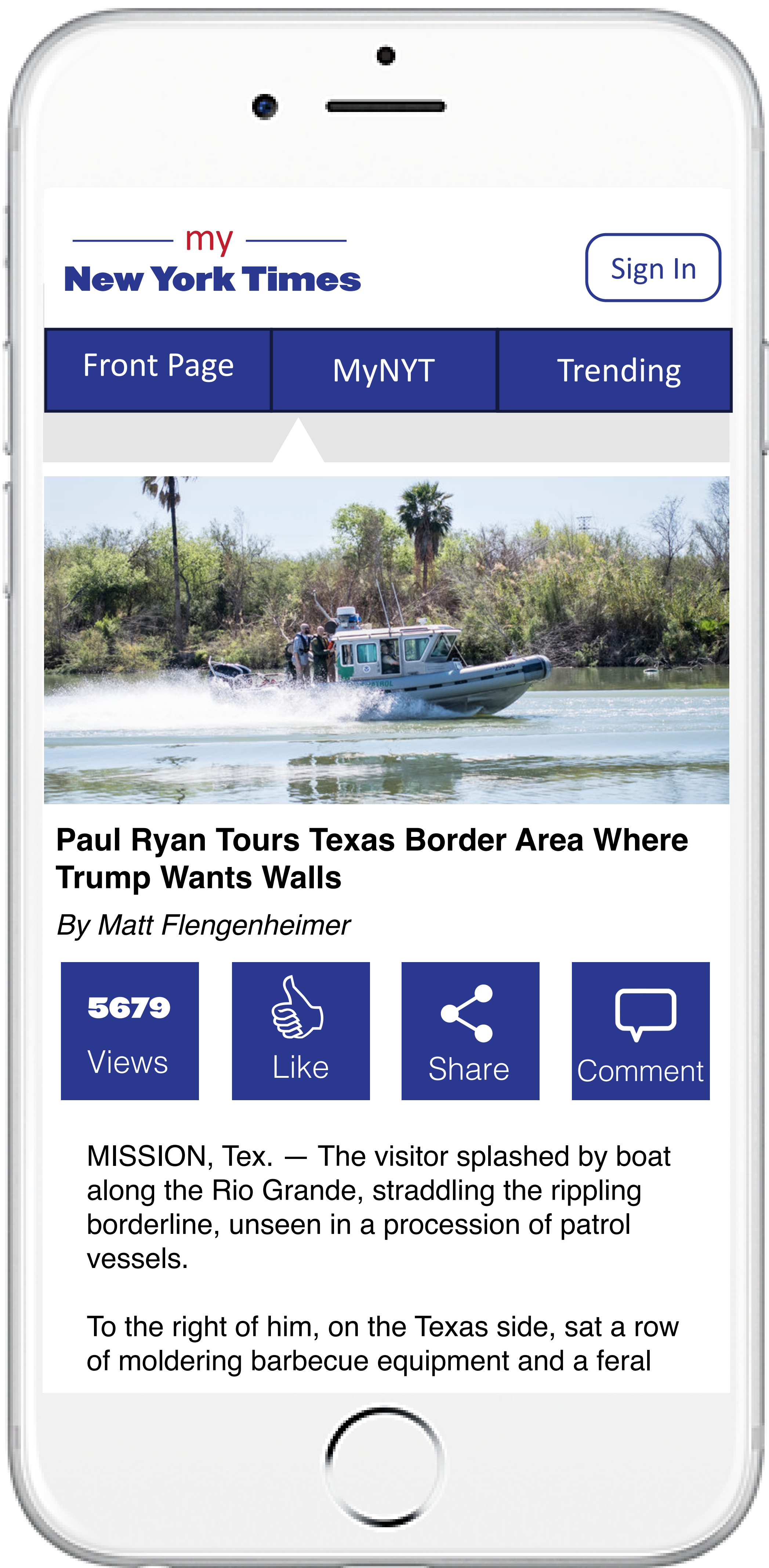
Mobile Home Page



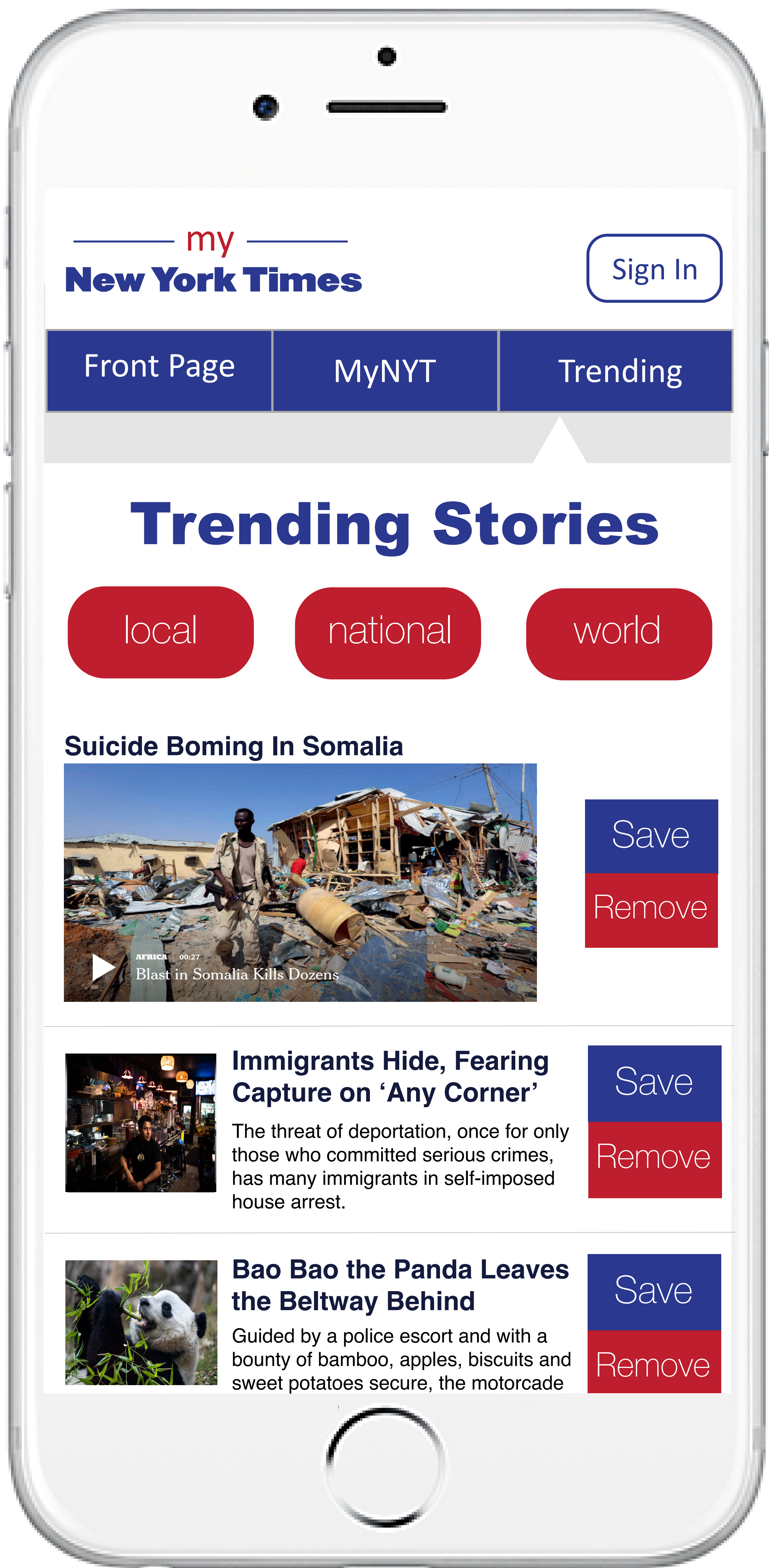
Mobile My NYT Page



Moblle Story Page



Moblle Trending Page



Links to Interactive Experience:

1. Let's you swipe left on the stories to save them:

<https://marvelapp.com/2bc7816>

2. Let's you explore the 'location' filter:

<https://marvelapp.com/2bc737a>