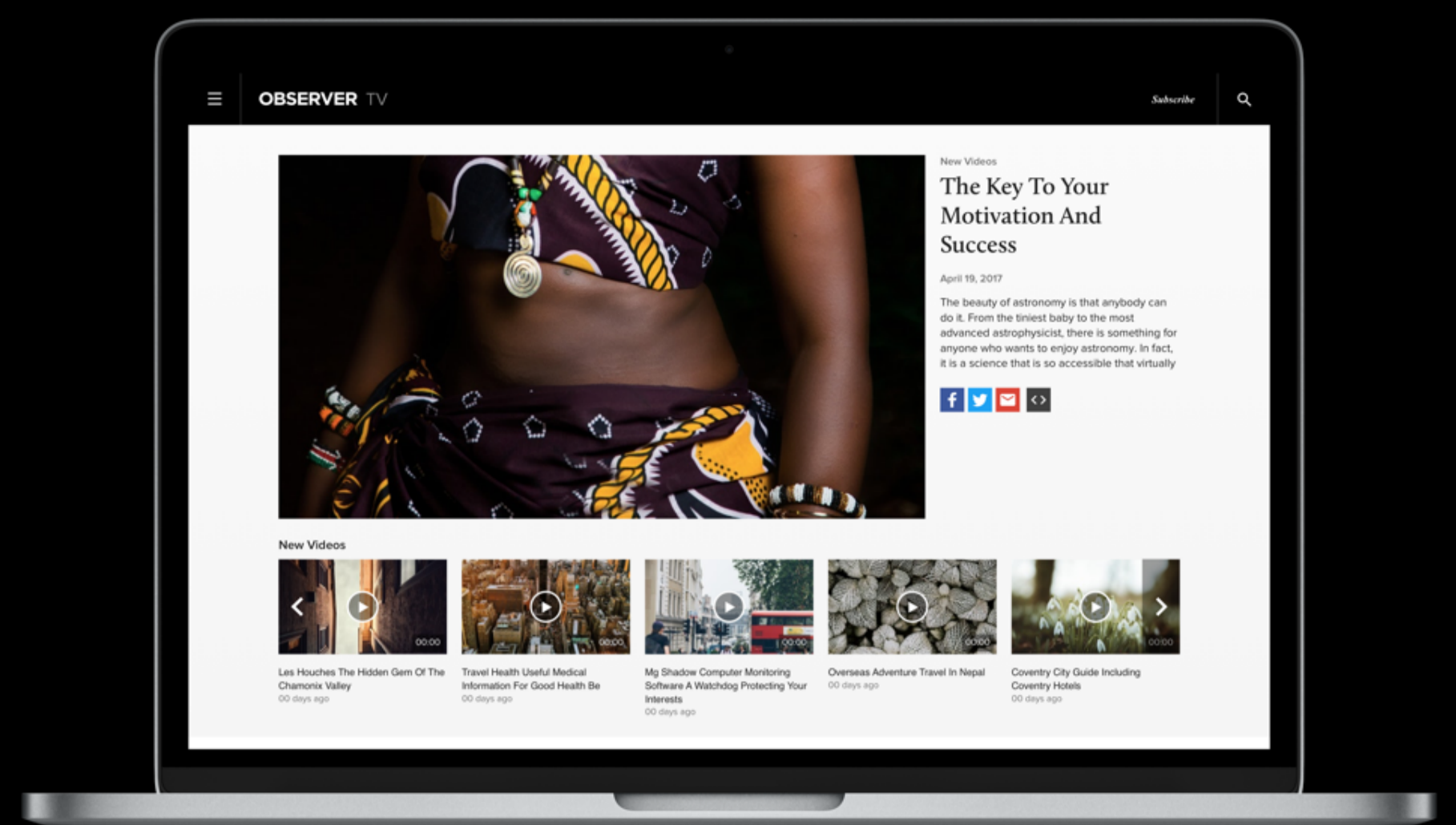


Observer

Jan 2017–Dec 2017



The challenge

Keep the reader on the page long enough to view at least two videos.

Drive the reader to another page on the site (i.e. to a post page with related content)

The outcome

An experience where readers are offered video content from all of Observer's channels, and multiple points of entry to consume related videos and articles.

Brief

Observer was looking for a completely new layout that featured a video player as the main focus (vs. an article or slideshow). The page was to be thought of as "Observer Video."

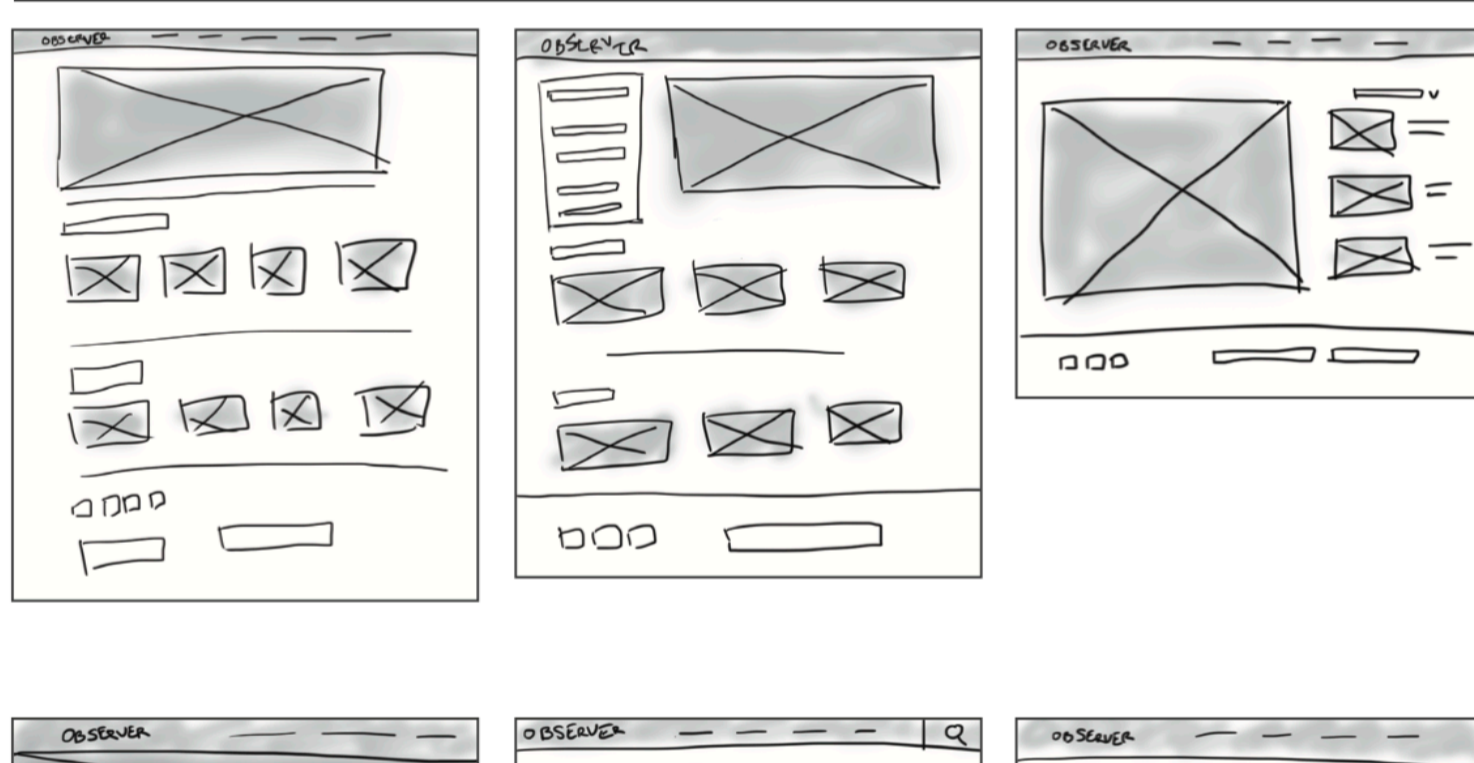
Tools and Techniques

Feature Comparison, Element Analysis, Desktop Page Layout Comparison, Mobile Page Layout Comparison

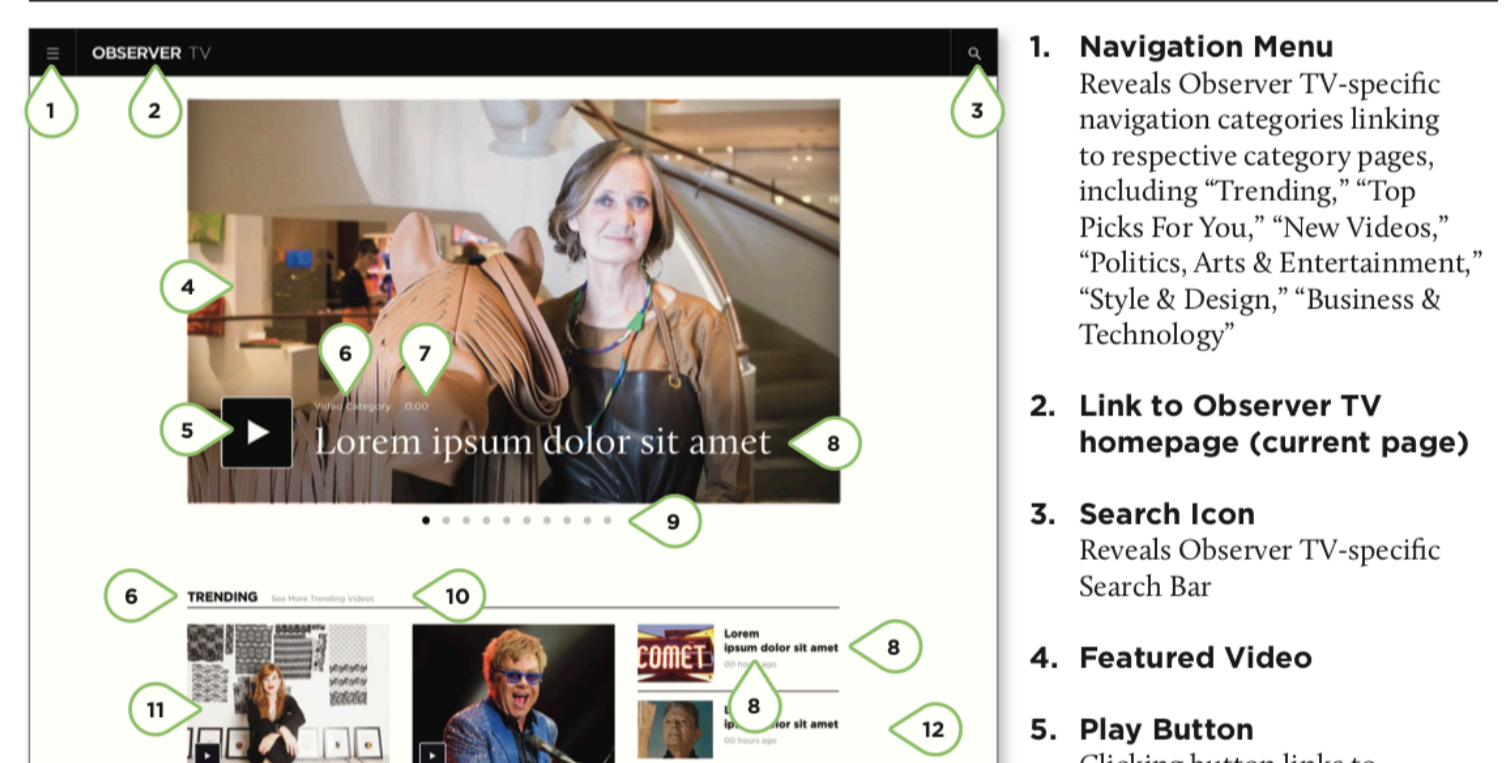
My Roles

UX Researcher, UI Designer

Initial Desktop Page Sketching/Ideation



Desktop Page Annotated Mockup



Early Designs

I sketched out several ideas on my own before consolidating my designs and mocking them up.

Feature Comparison

	The New York Times	The Washington Post	NETFLIX	YouTube
Sign-in	✓	✓	✓	✓
Add video to personal list	✗	✗	✓	✗
Original Content	✓	✓	✓	✓
Trending now	✗	✗	✓	✓
Recommended picks	✗	✗	✓	✓
New/Latest content	✓	✗	✓	✗

Desktop Page Layout Comparison

