

WV TESTING

The Top 4

- ① WV on Mobile resonated more positively than WV on Computer with key design related aesthetics
 - *Organization of Content*
 - *Fonts & Colors*
 - *Inviting & Ease of Comprehension*
 - *Look & Feel*
- ② Participants on Computers favored the Classic template experience over the WV experience
- ③ Participants on Mobile devices were split between the choice of WV or Classic templates
- ④ Achieving 1 more click

OCTOBER

KDVR Colorado

[Home](#) / [Story](#) / [Old v New](#)

14 Participants
553 Tasks Evaluated
335 Unique Clips
26 Highlight Reels

5h 01m 32s Total Session Time

WDTN Ohio

[Home](#) / [Story](#) / [Old v New](#)

14 Participants
546 Tasks Evaluated
375 Unique Clips
28 Highlight Reels

6h 52m 44s Total Session Time

NOVEMBER / DECEMBER

North West

[Home](#) / [Story](#) / [Old v New](#)

Eastern

[Home](#) / [Story](#) / [Old v New](#)

South Eastern

[Home](#) / [Story](#) / [Old v New](#)

Central

[Home](#) / [Story](#) / [Old v New](#)

MAY

KTLA California

[Homepage](#) / [Old v New](#)

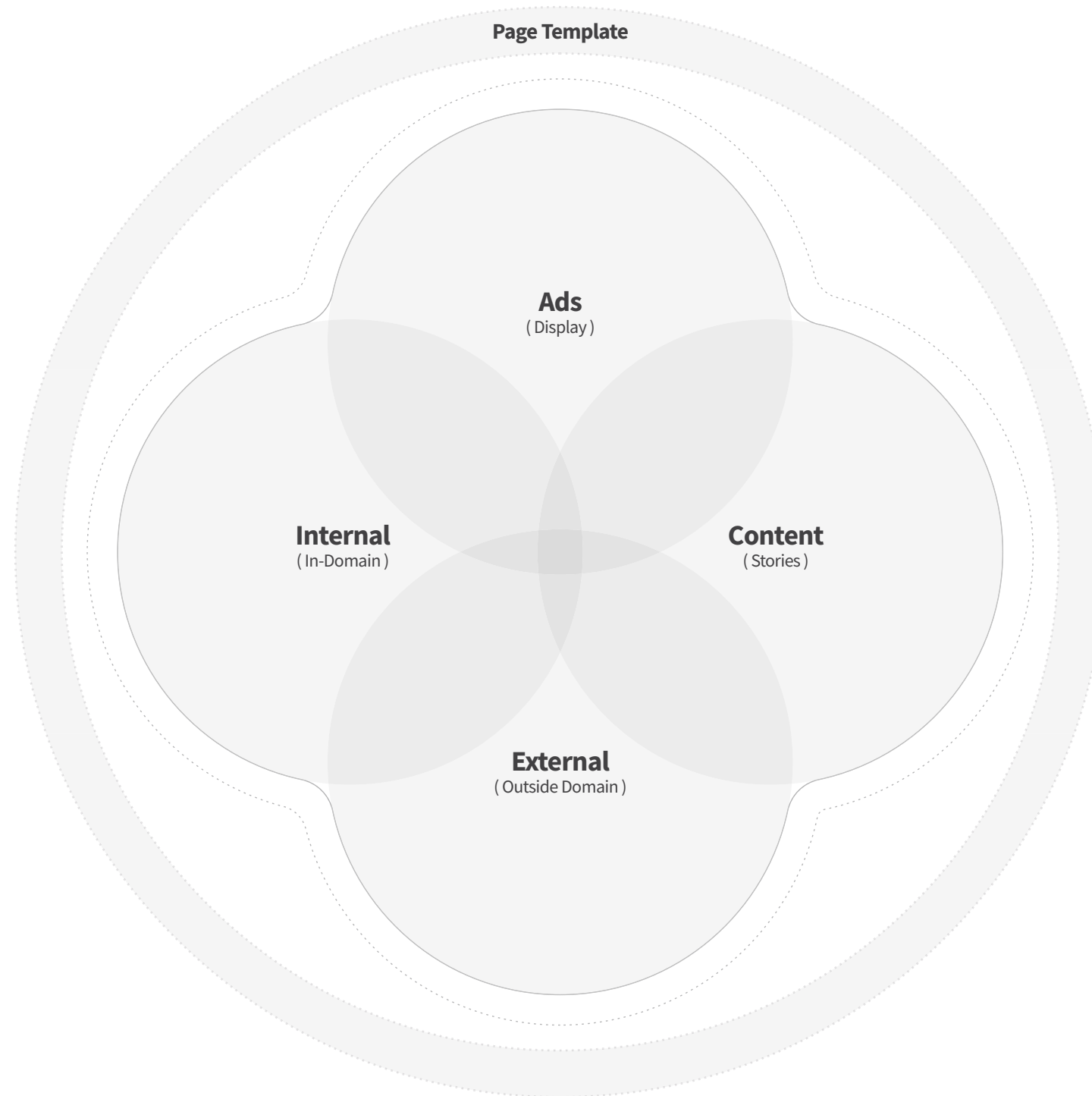
15 Participants
300 Tasks Evaluated
114 Unique Clips
7 Highlight Reels

4h 06m 54s Total Session Time

WV TESTING SESSIONS

Areas of Insights

- Participants from Colorado (KDVR), and Ohio (WDTN)
25 - 65 + both Male and Female
- Participants engaged in conversational taste and preferences related to news experiences
- Participants engaged in tasked based interactions on Home and Story page templates across computer and mobile devices
- Follow up and additional reflections on overall template experiences

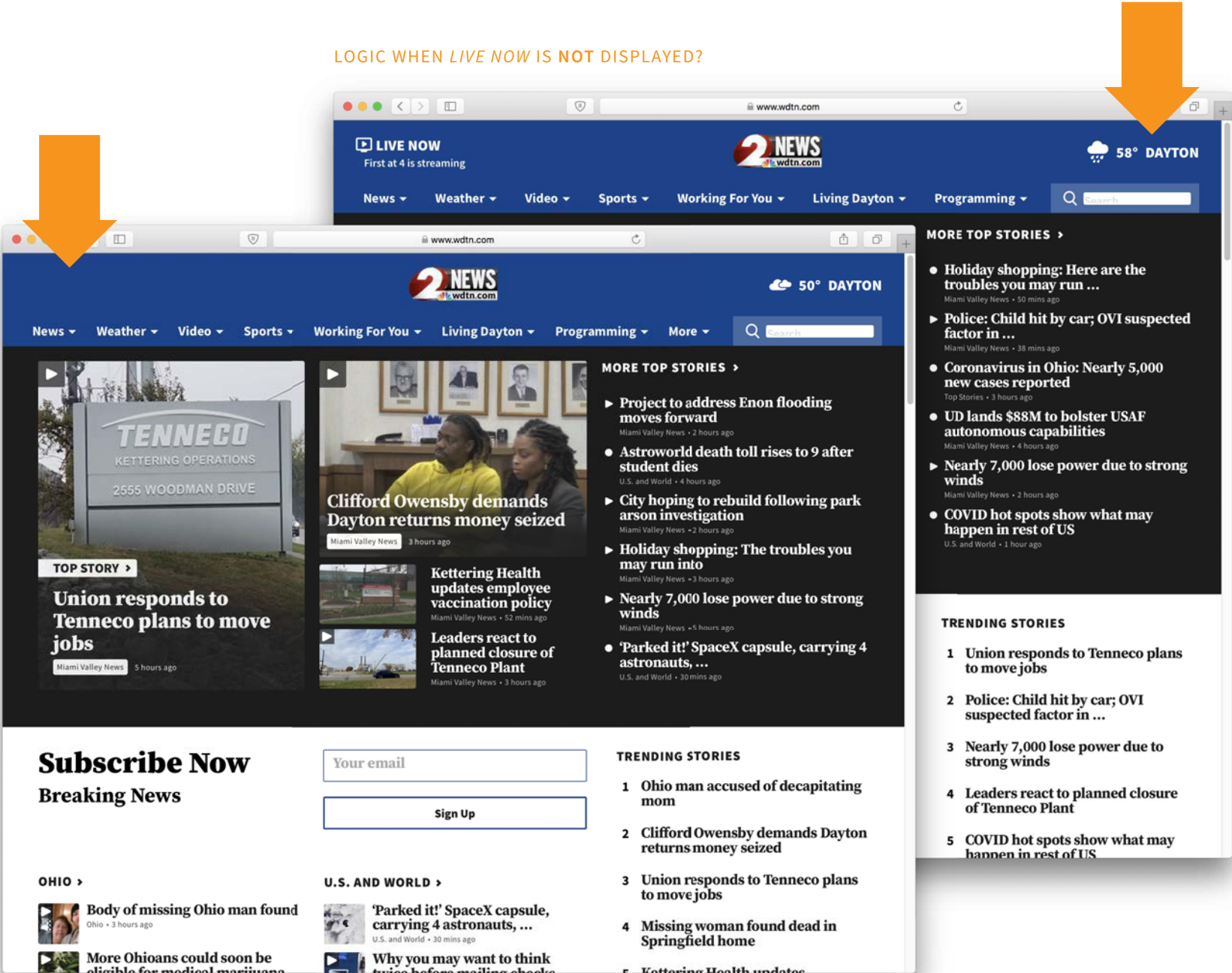
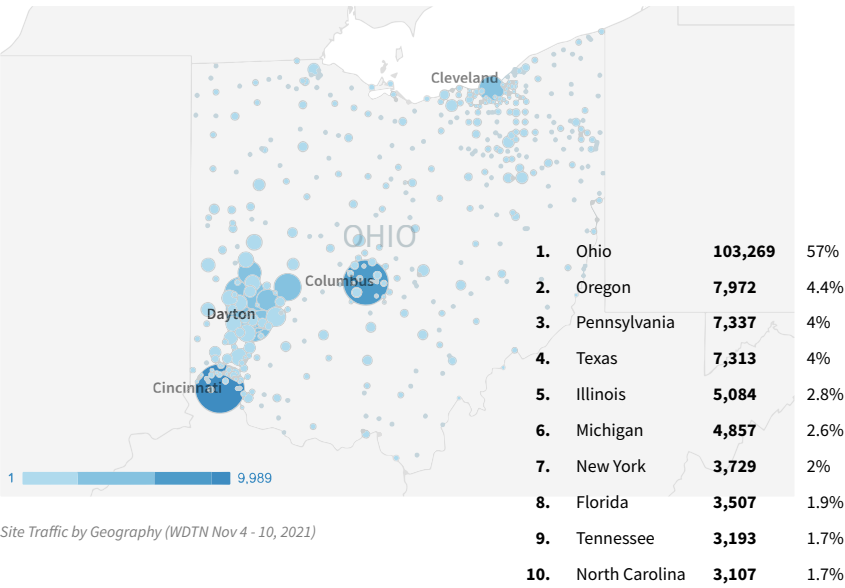


Location identifier near the Weather information is extremely helpful for overall site orientation.

RECOMMENDATIONS

- Move Weather / Location information cluster to the left side, from the right side.
- Reduce visual emphases on the numerical temperature and location text readout's
- Consider adding the State in conjunction with City
- Update *Live Now* pattern for justification right

Who's Local News?



LEVERAGE **F-PATTERN** EYE SCANNING TECHNIQUES

Emotional Loads

ONE MORE CLICK

"..IT'S ALL DRAMA..
..AND AFTER YOU'RE DONE READING IT..
YOU FEEL WORSE"

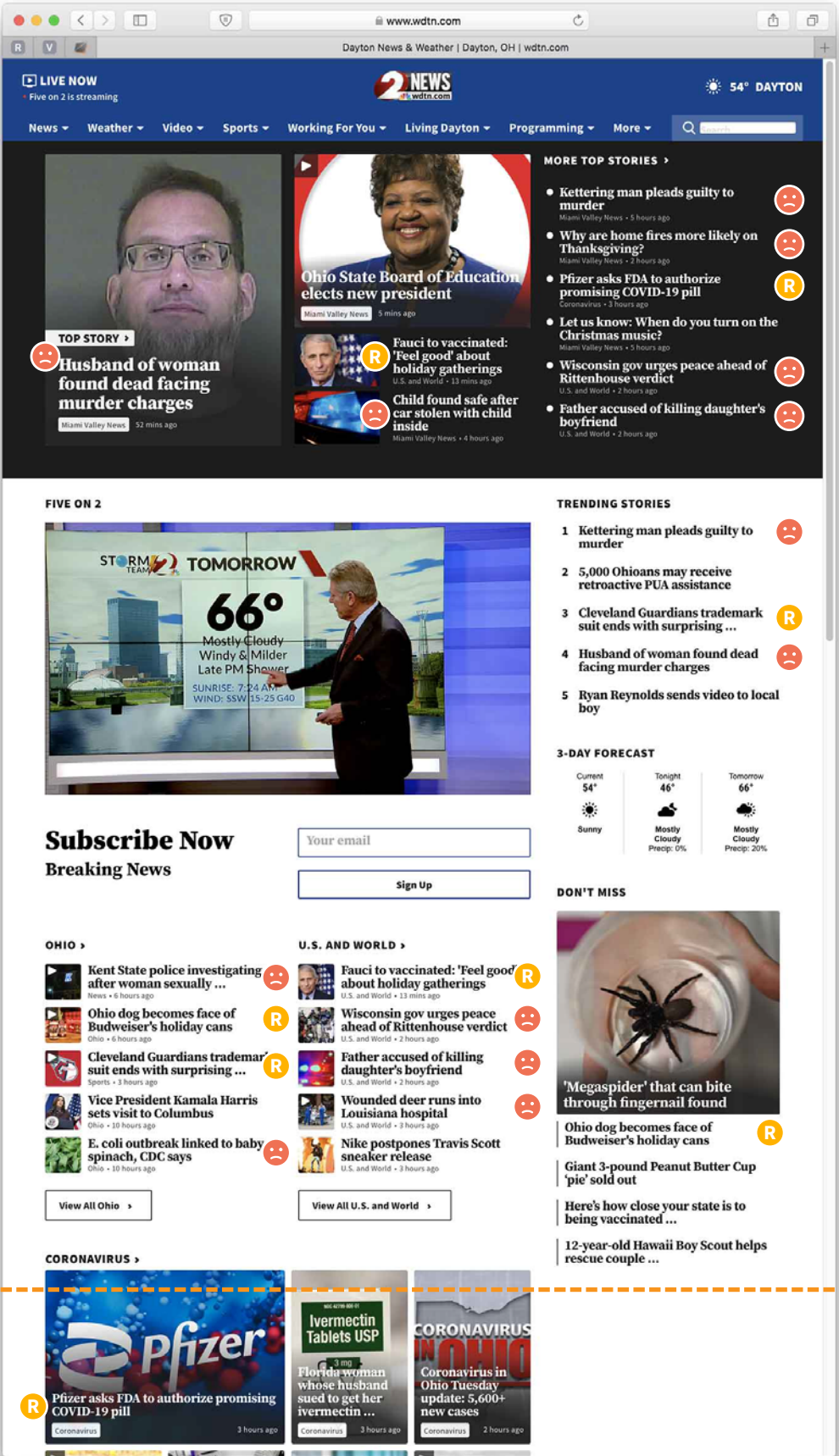
AT TIME OF TESTING

43% OF STORIES POSTED
NEGATIVE IN NATURE

CONSIDERATIONS

- Pharmaceutical relationships related to mood management
- Offset with positive escapism
 - Travel destinations
 - Automotive desirability
 - Personal wellbeing

Sentiment Heatmap



NEGATIVE IN NATURE

REPEATED CONTENT

10 STORIES
6 NEGATIVE IN NATURE
2 REPEATS

5 STORIES
2 NEGATIVE IN NATURE
1 REPEAT

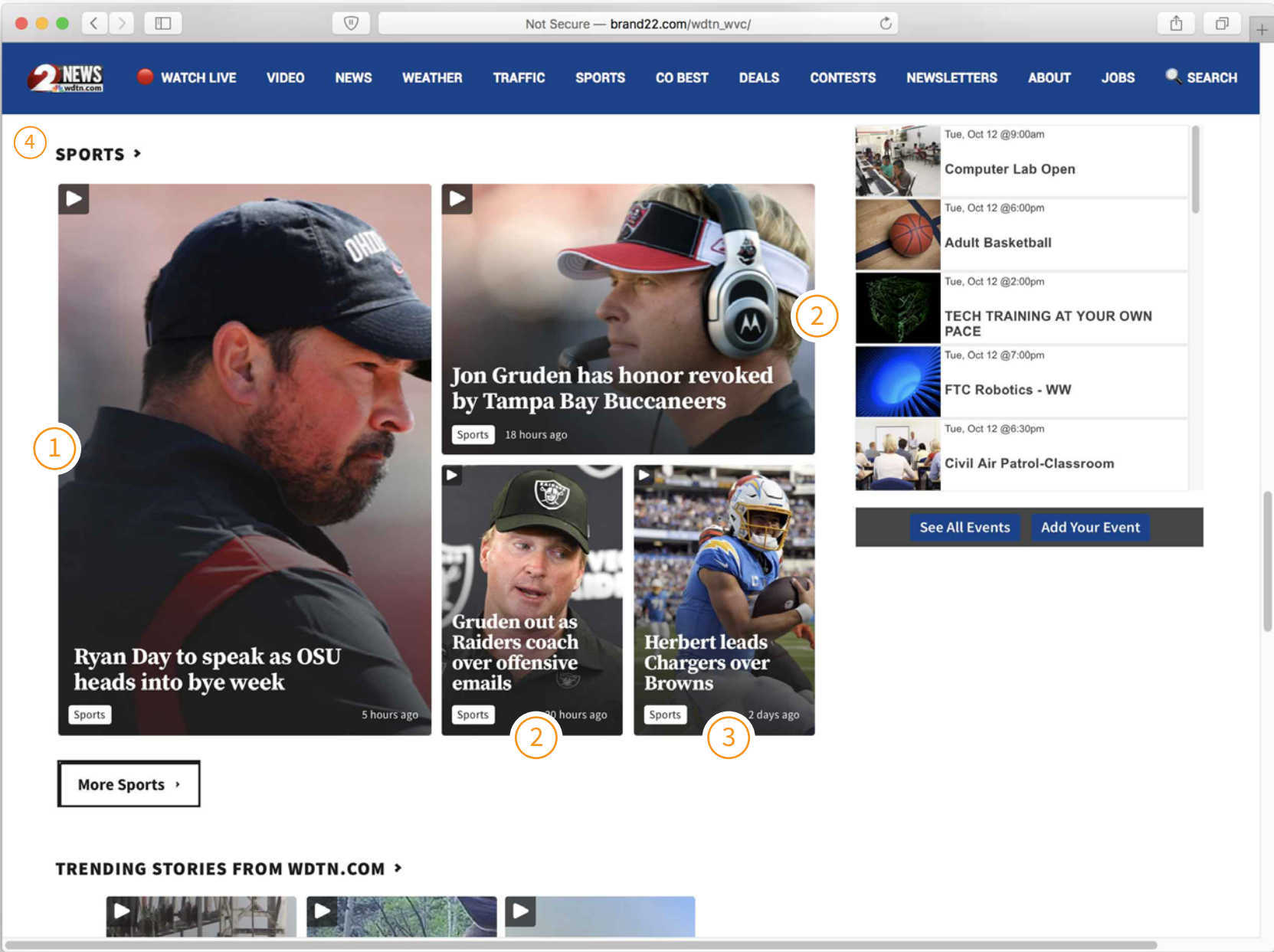
10 STORIES
5 NEGATIVE IN NATURE
3 REPEATS

5 STORIES
1 REPEAT

30 STORIES TOTAL
13 NEGATIVE IN NATURE
4 REPEATED STORIES

Photo Editorial Matters

- 1 Positive overall sentiment on surface level
 - Prominent display of localized characteristics within the thumbnail photo and textual title
- 2 Negative overall sentiment on surface level
 - Questions around why out-of-state team and coach on my Local Sports
- 3 Negative overall sentiment on surface level
 - Questions around why out-of-state team is featured in the thumbnail (Cleveland Browns played the San Diego Chargers - the away team is featured in the image, home player is actually behind the Charger player).
 - Entire story was dismissed based on thumbnail image
- 4 Entire cluster dismissed based on topic
 - Multiple participants stated as undesirable content
 - Opportunity for Customization / Personalization 🌱



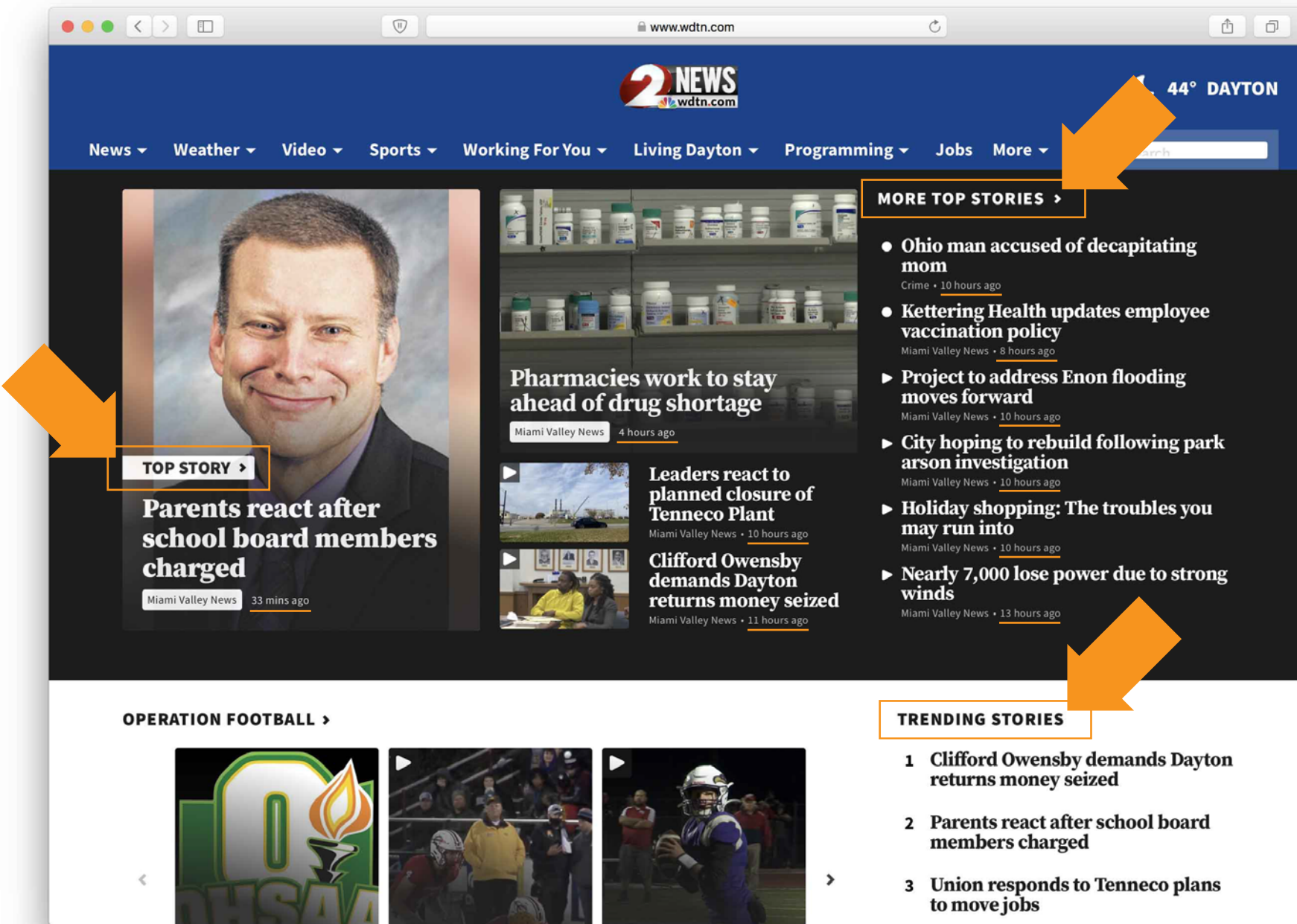
Top Stories and Trending Stories

CONSIDERATION

Clarify the difference between Top Stories and Trending Stories as categories, and especially as it relates to Up-To-Date Stories.

When asked where to look for the most Up-to-Date stories, the *ASSUMPTION* was to look near the top of the page. Uncertainties surfaced if Top Stories and Trending Stories included most Up-to-Date stories, as the only method to determine up-to-date is through the timestamp. This was further compounded by stories not being organized by time. 🌱

Consider incorporating the phrase "Up-To-Date" or "Most Recent" as a title for **clusters of content ordered by recency**, somewhere near the top of the page. The most recent news, regardless of popularity.



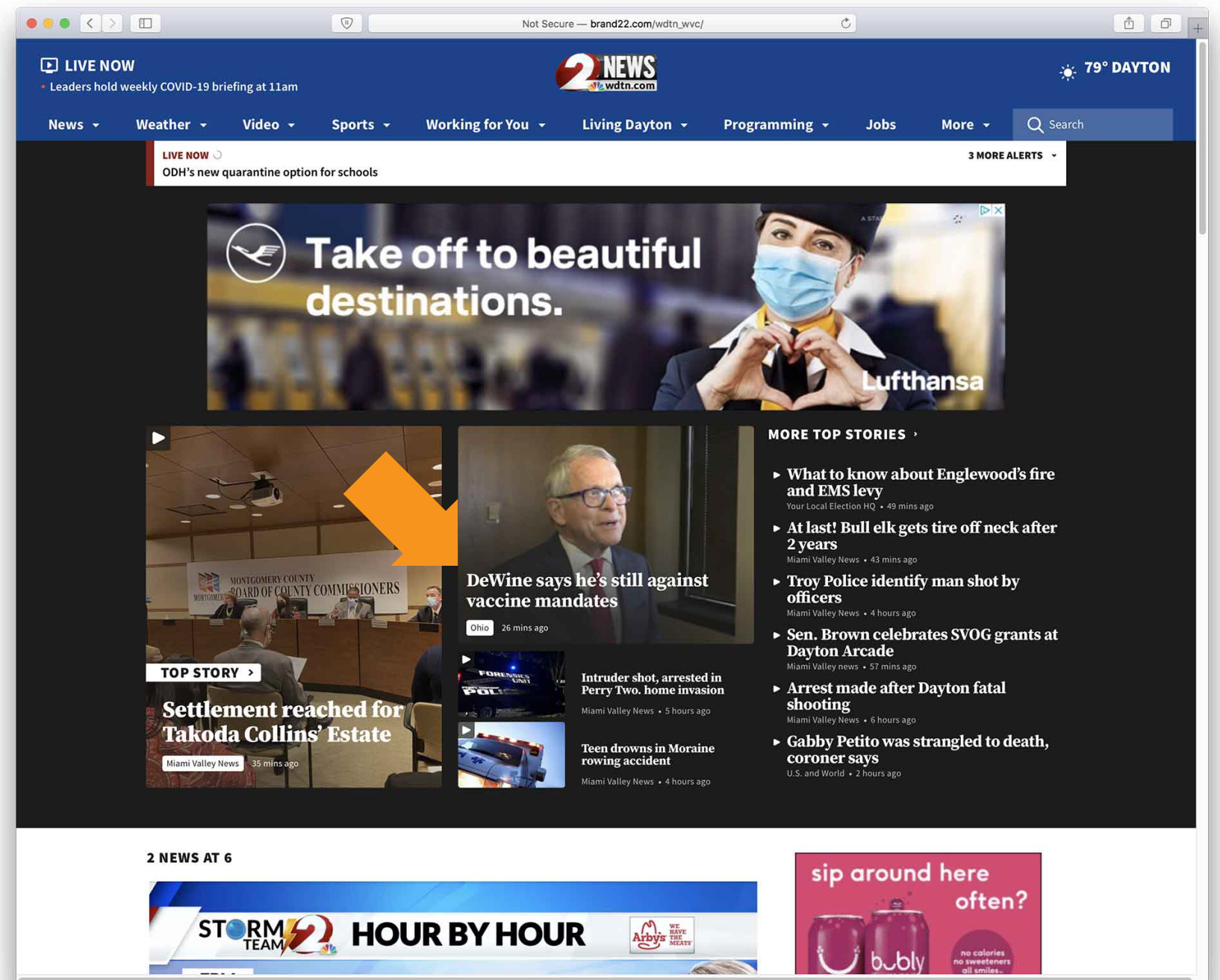
Random note:
Trending
1/3 from
the bottom
of the page
on mobile

Political Warning

CONSIDERATION

- Development of a visual indication to communicate an article's potential of being political in nature. 🌱
- Indication of individual's mentioned in this article are up for election.
- Links to election hub / Explore more.

"..THE ELECTION IS COMING UP NEXT YEAR
AND HE WANTS TO BE RE-ELECTED.."



Aversion Keywords

USED IN CONTEXT WITH TRADITIONAL DESIGN AESTHETICS

"CLUTTERED"

"SCATTERED"

"OVERWHELMING"

"CHOPPY"

"HORRID"

"HARD TO FOCUS"

USED IN CONTEXT WITH ADS

"DISTRACTING"

"INSENSITIVE"

"DISGUSTING"

"INTRUSIVE"

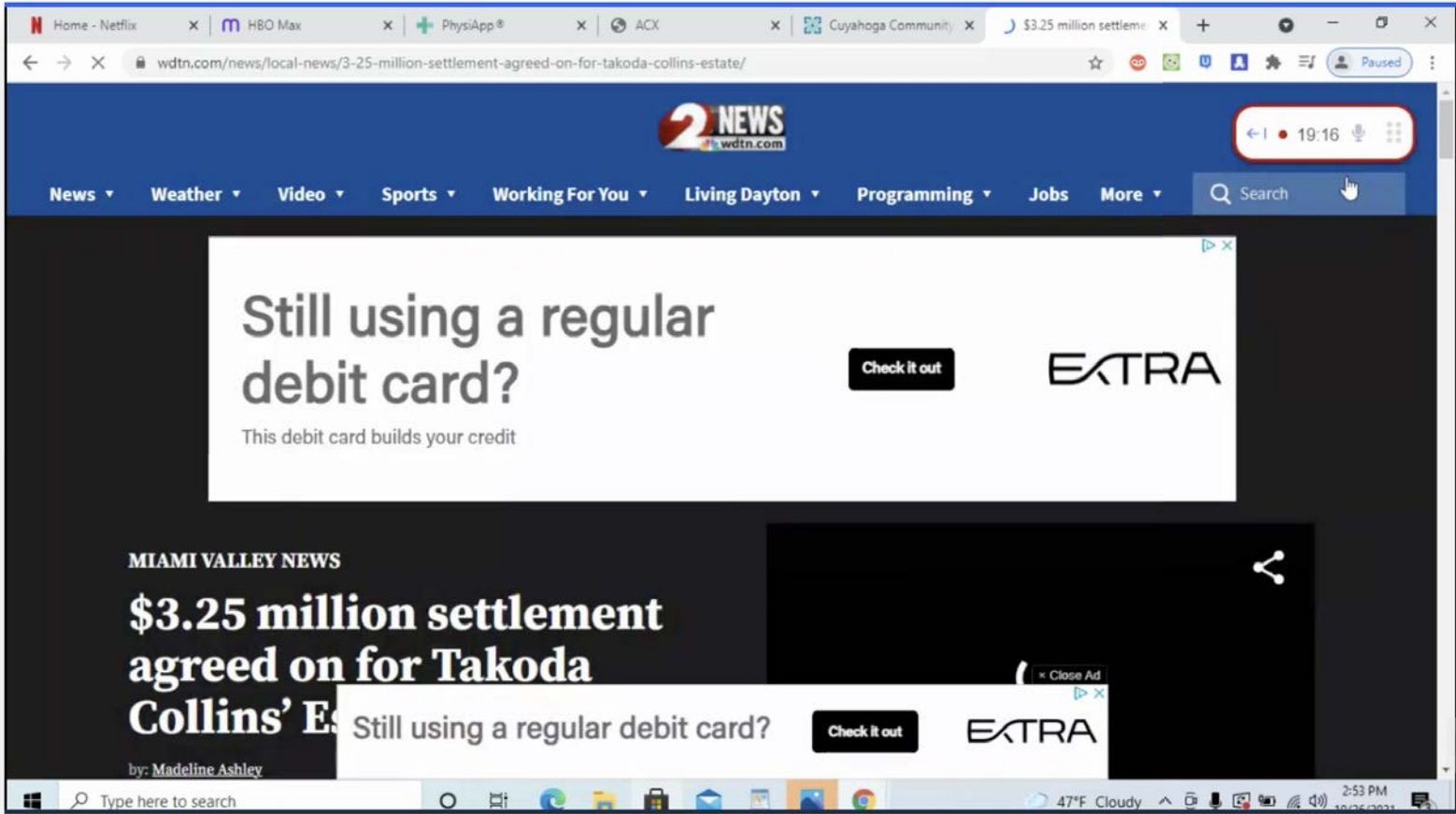
"CLICK BAIT"

Advertisement UX Style Guide

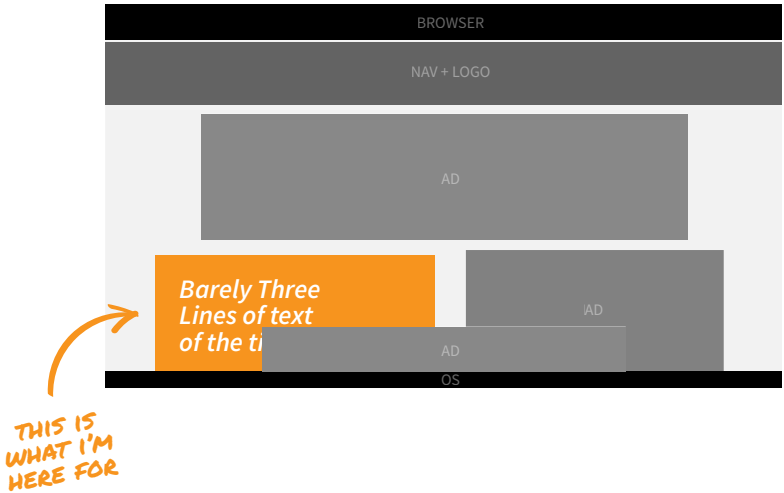
CONSIDERATIONS

- Development of acceptable tolerances for ad weight
 - Multiple participants audible CPU fan spikes on story page load
- Development of acceptable tolerances for percentages of overall motion
 - Multiple references of being distracted
- Development of acceptable number of viewable ads at the same time
 - Achieve smooth page load
 - Decrease negative perceptions of site trustworthiness
- Implement weight caps for specific unit placements
 - Emphasis on load time to first interaction
 - Story video competing with other ad units for bandwidth on load
- Promote still frame techniques based on interaction 🌱
 - Frame by frame movement on scroll
 - Decrease overall motion on page
 - Light animations designed to pause, for soliciting a click to play again

First Impressions Matter



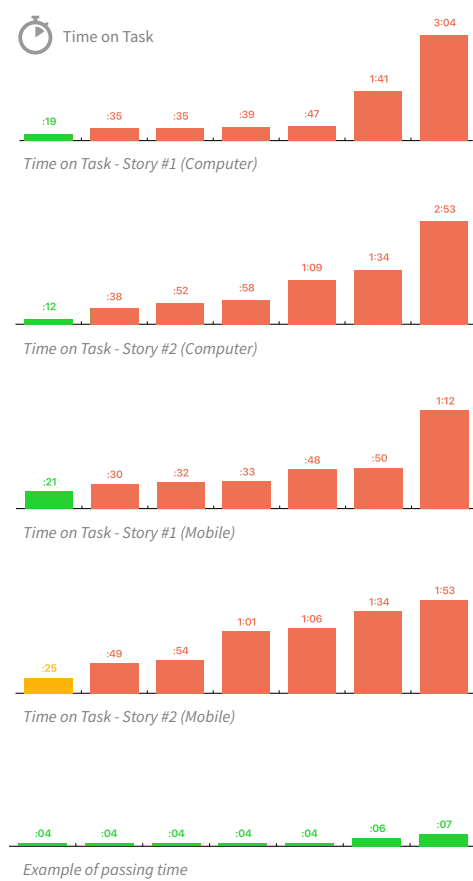
Viewable Article on First Impression



Homepage Organization on Computer

- Time on task when asked to locate specific stories resulted on average **1 out 7 success rate** 😞
- Locating specific items within acceptable time threshold
- Attention to crafting simple, to-the-point descriptive titles

Noise within these titles prevented participants from isolating keywords while scanning headlines.



QUESTION:

Locate a story about a Department of Transportation sign

TITLE ON HOMEPAGE:

"'Burn it Down'; Department of Transportation sign gets hacked in RiNo"

QUESTION:

Locate a story about a Yard Sale Robbery

TITLE ON HOMEPAGE:

"'A regrettable mistake': man accused of yard-sale robbery, assault, cleared of wrongdoing"

QUESTION:

Locate a story about Takoda Collins

TITLE ON HOMEPAGE:

"Settlement reached for Takoda Collin's Estate"

TITLE ON STORY PAGE:

"\$3.25 million settlement agreed on for Takoda Collin's Estate"

THE STORY IS ABOUT:

In December of 2019, 10-year-old Collins was murdered by his father Al McLean following years of torture.

Why My News Source is Special to Me

HOW CAN WE LEVERAGE THESE FEELINGS INTO OUR PRODUCTS, CONTENT, AND SERVICES

".. ALWAYS STAYING **CONNECTED..**"

".. MAKES ME FEEL **SAFE..**"

Increasing Overall Story Comprehension

STORY PAGE CLIFFSNOTES

"...EXECUTIVE SUMMARY FOR EACH STORY.."

"...WHY IT'S IMPORTANT..
...WHY IS THIS RELEVANT.."

CONSIDERATIONS

- Leading into article body / at the conclusion of the article body
 - KPI Measure - Scroll Depth Percentages
 - Article Comprehension
 - Trustworthiness

Article Comprehension



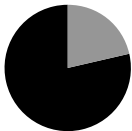
RIGHT ANSWER



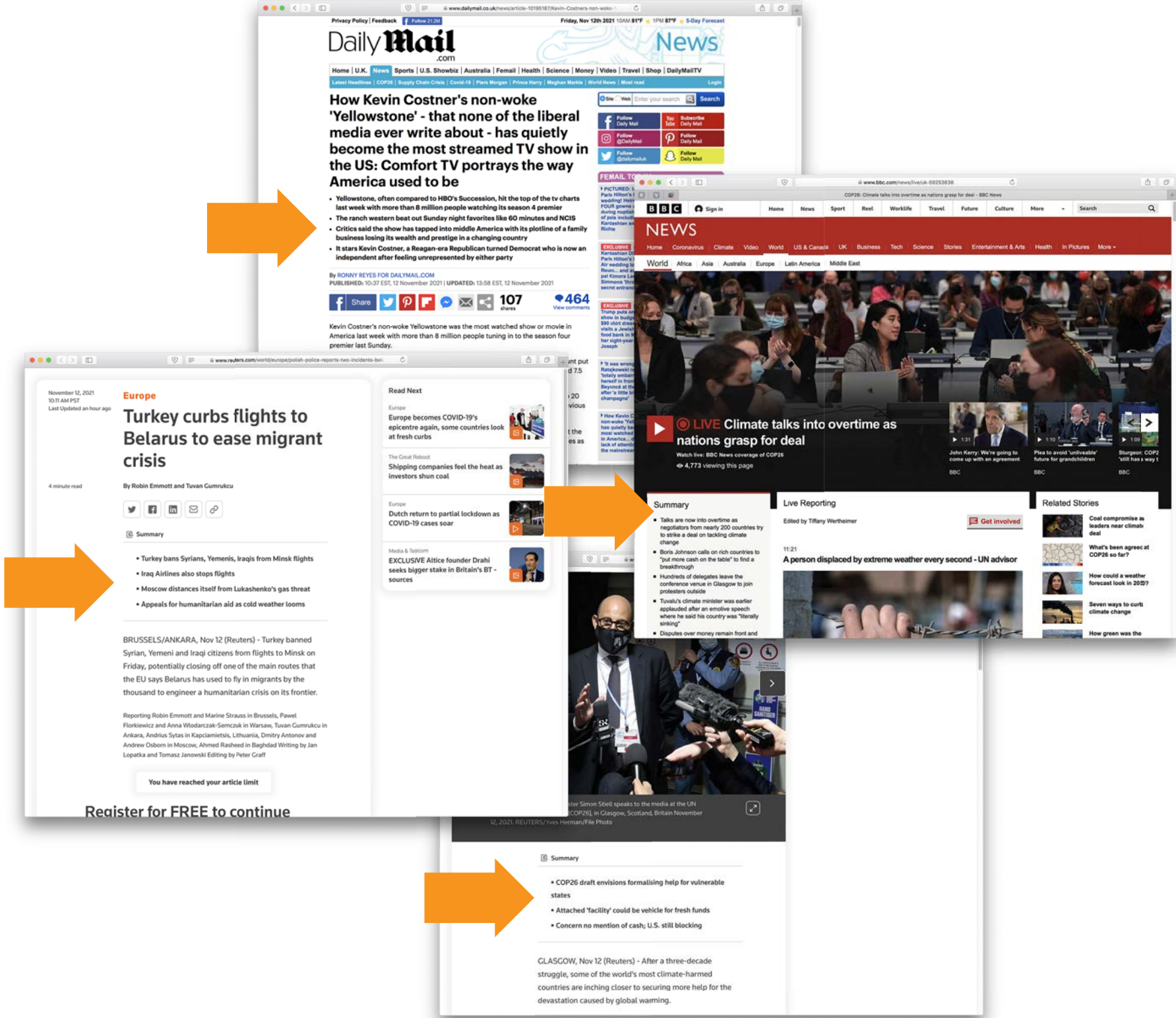
WRONG ANSWER



RIGHT ANSWER



WRONG ANSWER



Broadcast Personalities, Content & Flow

VOICE / TONE

".. I WANT SOMETHING **FUN AND EASY TO WATCH..**"

".. WITH WATCHING THE NEWS..
**YOU'RE INTRODUCING ANOTHER PERSON TO THE EQUATION..
& THAT COULD BE GOOD OR BAD..
...DEPENDING ON THE PERSONALITY..**"

WHEN I'M READING
IT'S MY PERSONALITY

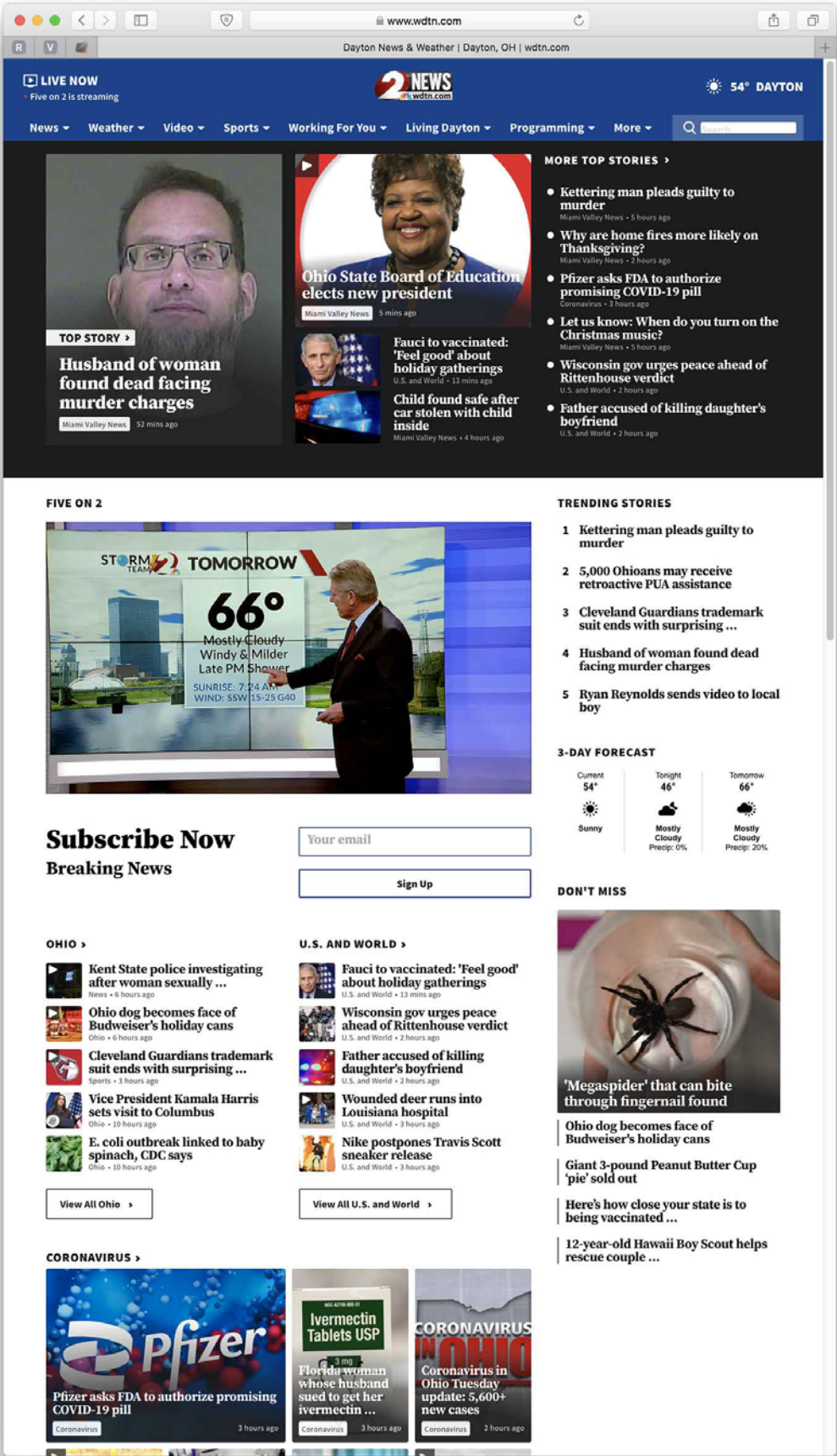
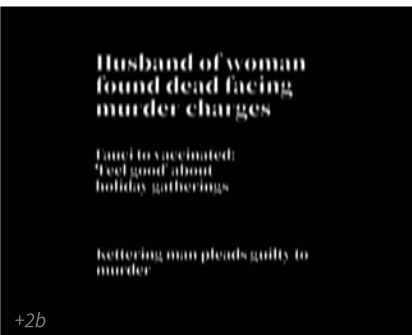
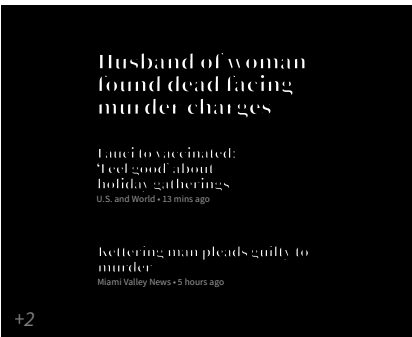
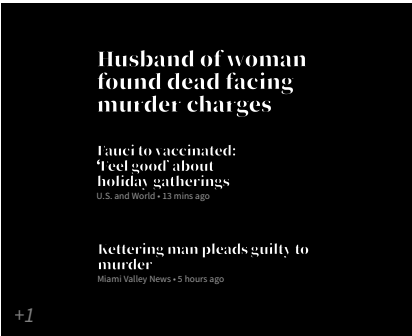
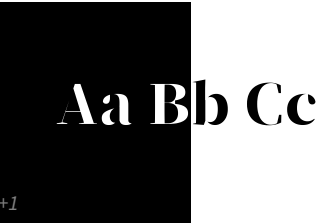
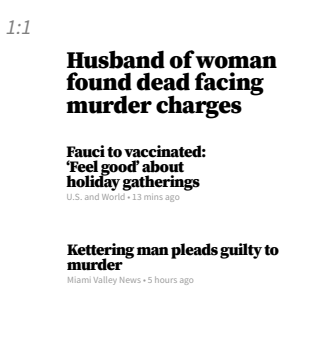
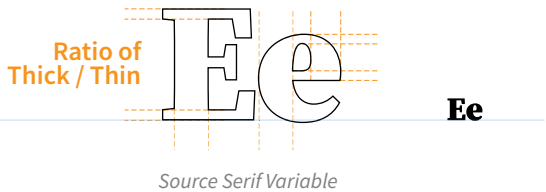
Typeface Accessibility

HEADLINE TITLE SURFING

".. THEY FEEL A LITTLE PUFFY
STAY PUFT MARSHMALLOW MAN.."

CONSIDERATIONS

- Scrutinize typeface design characteristics
 - Thick / Thin character balance
 - Individual letter spacing
 - Line height
- Audience accessibility traits
 - Eyesight astigmatisms
 - Dyslexic / mild to severe



Authority and Typefaces

SOME TYPEFACES ARE MORE BELIEVABLE THAN OTHERS

GEORGIA

Gold has an atomic number of 79.

HELVETICA

Gold has an atomic number of 79.

SERIF STORY TYPEFACE

The New York Times

THE WALL STREET JOURNAL

Bloomberg

B BREITBART

NEWS

Forbes

ESPN

The Washington Post

Los Angeles Times

The Guardian

USA TODAY

abc NEWS

CBS

npr

SANS SERIF STORY TYPEFACE

ihuffpost

Daily Mail

REUTERS

POLITICO

BBC

CNN

TMZ

NEWYORKPOST

THE ENQUIRER

BuzzFeed

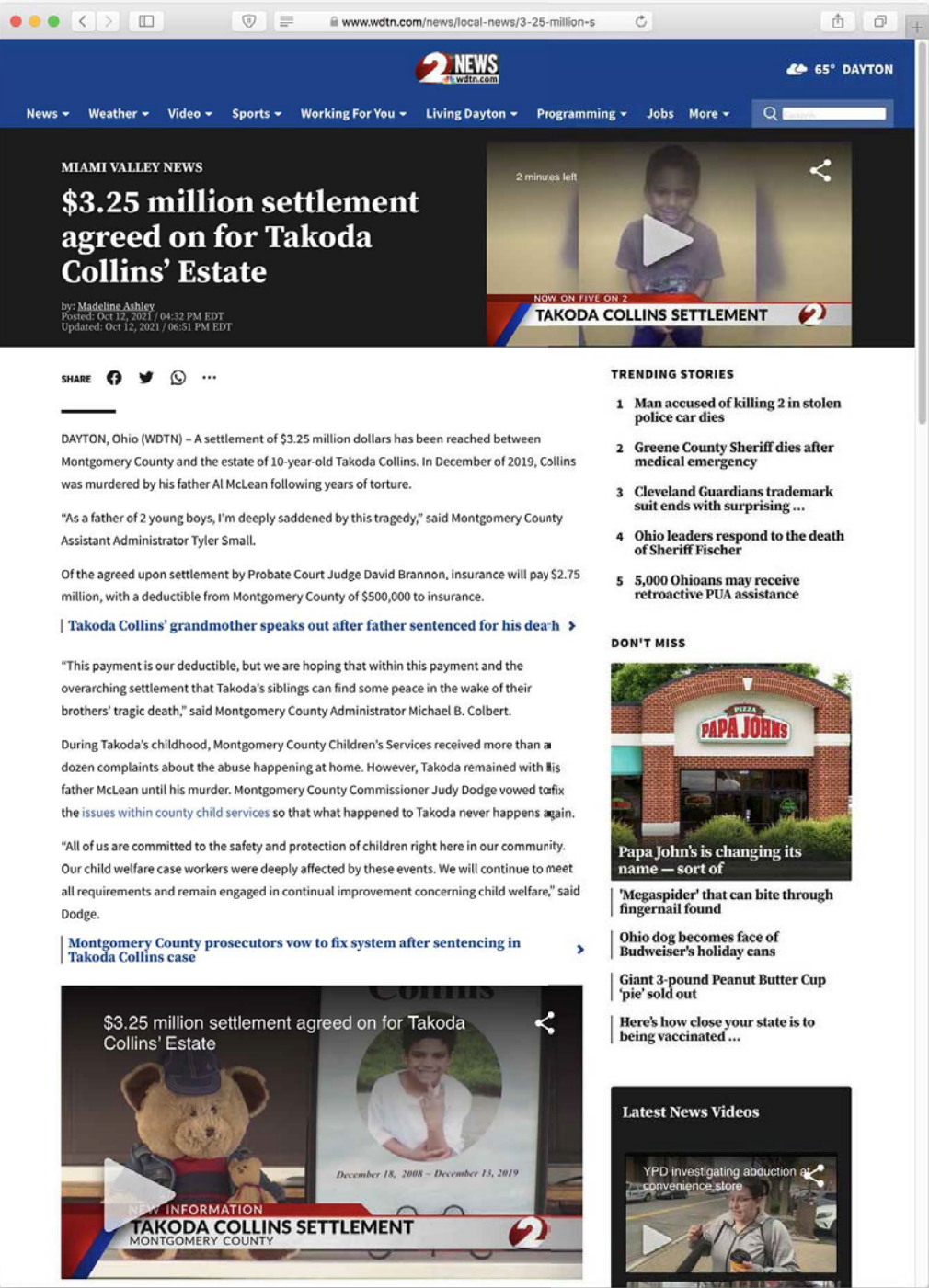
yahoo!

msn

FOX

Vox

WV Story Page Template



Legibility and Readability

FUNCTIONAL AND EMOTIONAL ACCESSIBILITY

- Serif style typefaces can enable more fluid readability for advanced readers due to the additional disambiguated letter shaping. However sans serif can aid individual character recognition for less advanced readers.
- Longer reading experiences benefit from serifs which enable better saccadic flow of reading, reducing user fatigue and increasing reading speeds and comprehension.
- Avoid tight letter spacing in titles and bodies of text. Tight letter spacing places an additional load on deciphering individual characters due to visual crowding. The tighter the letter spacing is, people with even mild vision impairments will have a harder time identifying individual characters. Tight letter spacing also causes reduced readability.
- Take into consideration the individual characters o, c, e and a. These characters are easily confused from one another, which in turn makes words harder to identify.

".. A FONT THAT IS MORE
DESIGNED FOR READING.."

- Avoid typefaces with character mirroring. As such d and b or q and p. These character shapes should be obviously unique in shape and have no ambiguous characteristics.
- Avoid letter shapes that are very similar to other letter shapes. Specifically "l1l" (upper case 'i', the number one, and lower case L are great examples. Choose typefaces with distinct features on both top and/or the bottom of the capital 'l' and a short but noticeable arm on the top of the number '1'.
- Reduce ambiguity in individual characters. There should be a visible difference between capital height and ascenders. Raising Ascenders above capital heights and other features can greatly improve individual character recognition.
- The readability of text is also directly related to the amount of characters on each line. The optimal line length for body text is considered to be in the range of 50-60 characters per line, including spaces.

Floating Player Popping into Position

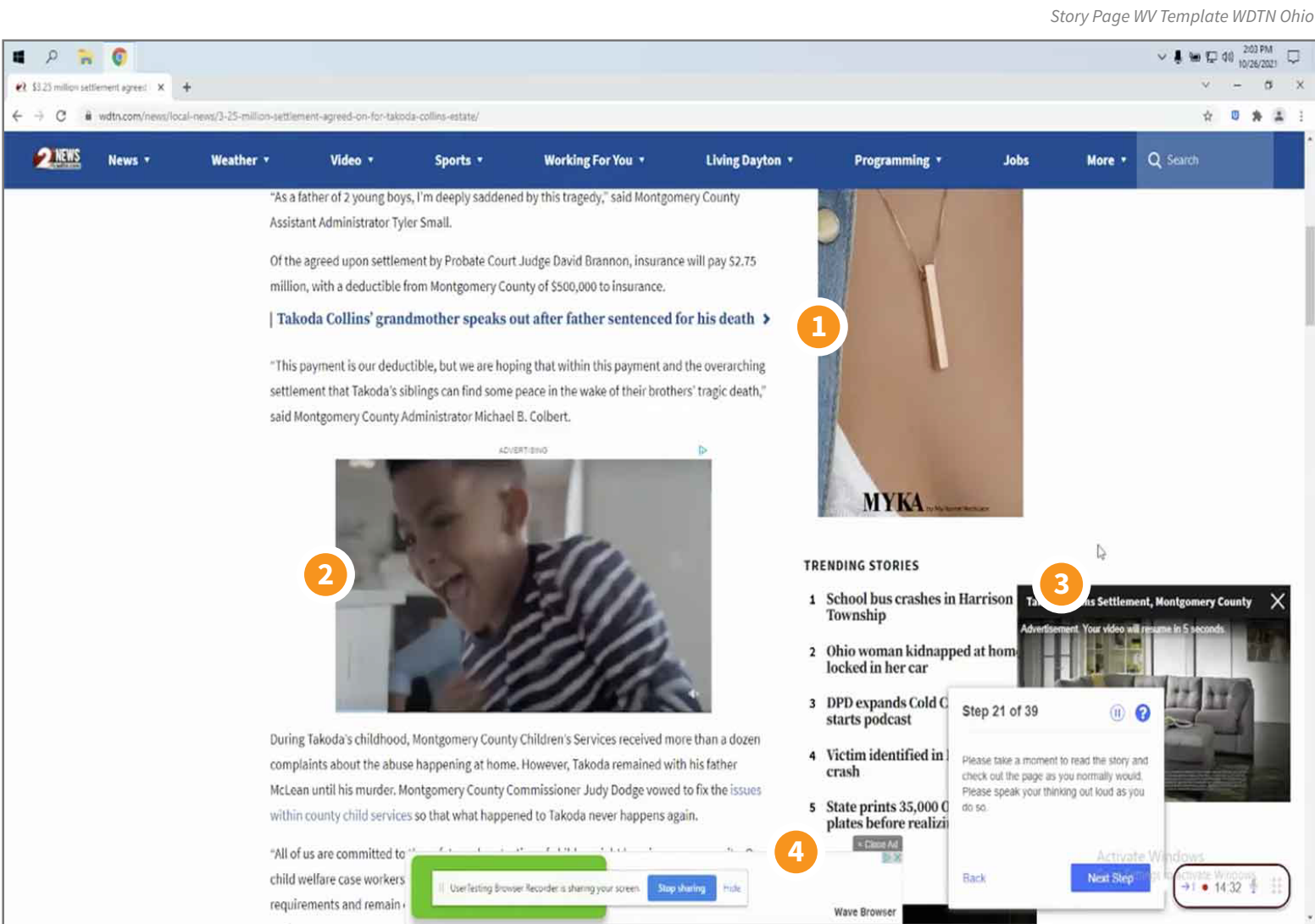
ALL 4 LOCATIONS VIEWED AS ADVERTISEMENTS

"..WOW.. **HOW AM I SUPPOSED TO FOCUS ON THE STORY..**"

"..THERE IS JUST **WAY TOO MUCH GOING ON HERE..** GEEZ.."

"..**THE ADVERTISEMENTS JUST RUIN IT..** THERE ARE SO MANY IN MY BROWSER.."

"..**OH GOD THERE'S ANOTHER ADVERTISEMENT..** HEY & THEN THERE'S ANOTHER ADVERTISEMENT, & ANOTHER.. 5.. MAYBE 6.. JESUS.."



#2 and #3 full motion content (#3 video player “pops” into view)

Header Navigation Dropdowns

CONSIDERATIONS

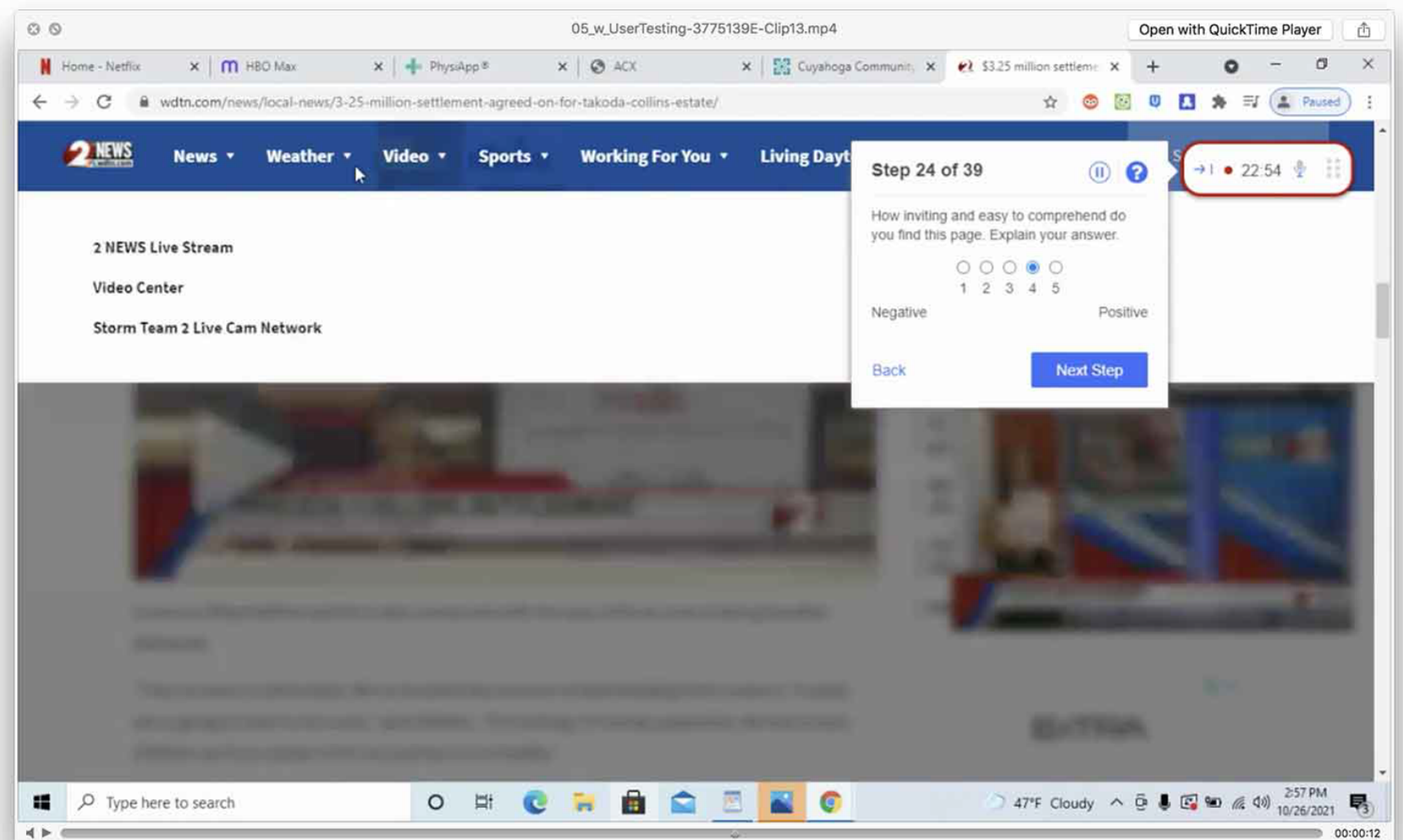
Hover Action on Top Navigation Links

- Remove background black overlay on hover
- Remove background blur on hover
- Remove horizontal gap in hover states

".. SEE.. I JUST LOST IT NOW..
.. I DON'T KNOW WHAT I JUST DID.."

"..THERE ARE SOME **LITTLE GLITCHES**
HERE AND THERE.."

Story Page WV Template WDTN Ohio



Above the Fold Viewability

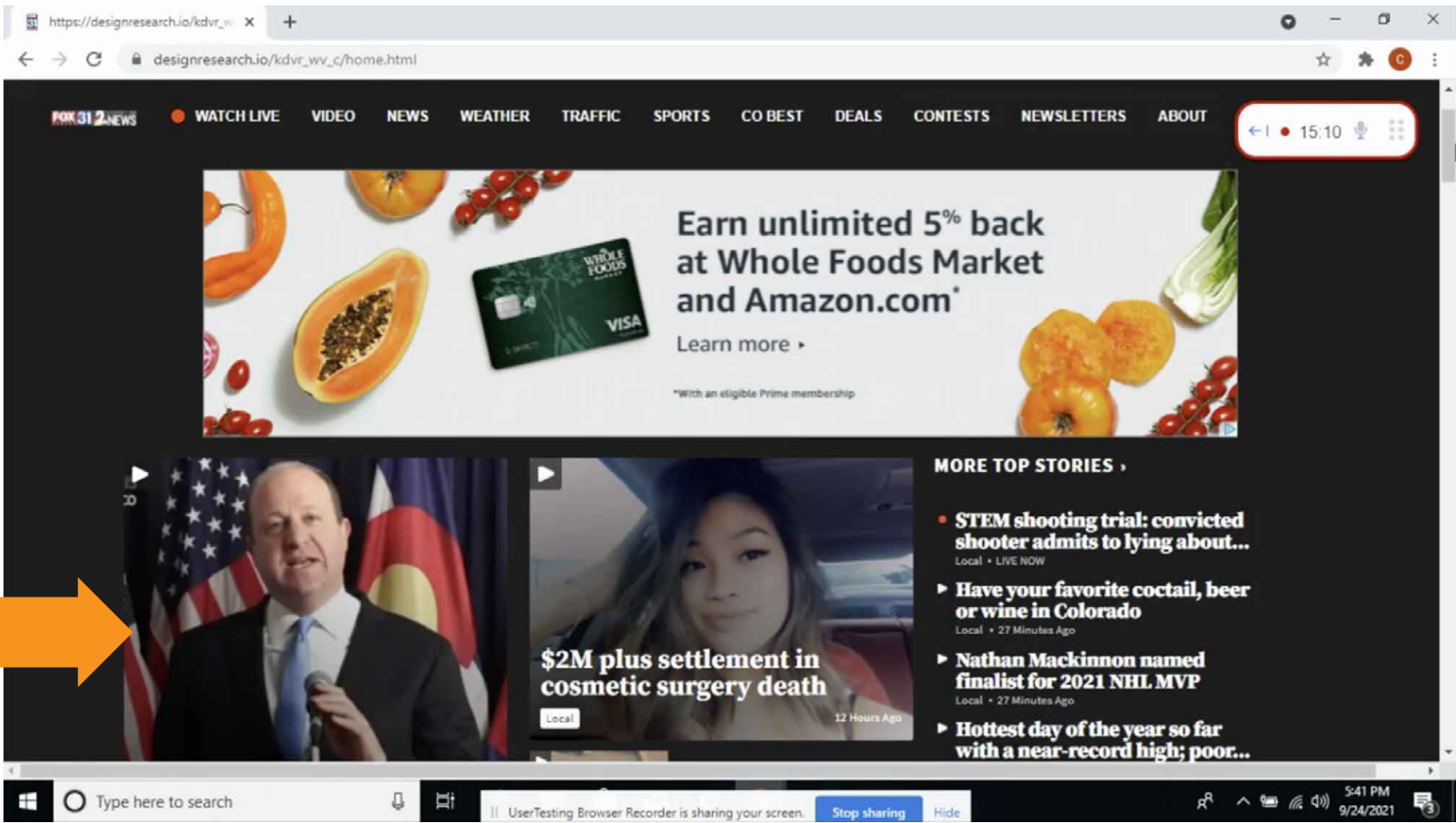
USER TESTIMONIALS

".. THE FIRST THING I SEE IS AN AD.."

".. THIS BIG AD RIGHT HERE THAT IS TAKING UP HALF OF THE ABOVE THE FOLD SPACE.. THAT YOU'RE SHOWING ME BEFORE I'VE GOTTEN ANYTHING IN RETURN.."

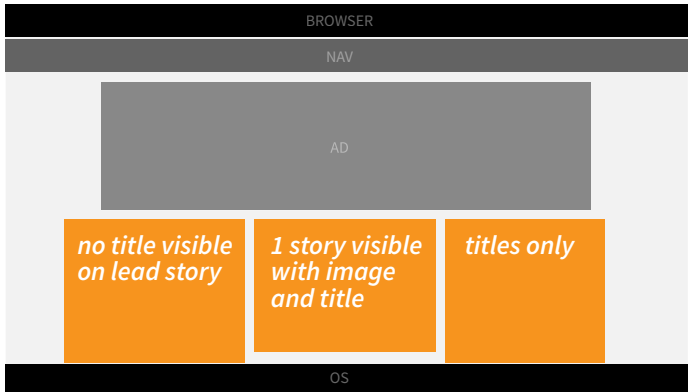
".. HATE WHEN AN AD IS ON TOP BEFORE ANY CONTENT.. THAT'S JUST A VERY BIG TURN OFF.."

First Impressions Matter



LEAD-IN STORY

LESS THAN 50% OF MY 1ST IMPRESSION HAS ACTUAL CONTENT



Viewable Articles on First Impression

Story Template Length / Ratio's

USER TESTIMONIALS

".. I SEEM TO LOOSE INTEREST AS THE PAGE GOES LONGER.."

".. TO GET ANOTHER HOME PAGE ON AN ARTICLE SEEMS TO BE A BIT OVERWHELMING.."

".. THAT IS A LONG.. LONG... SCROLL.. HOLY COW.."

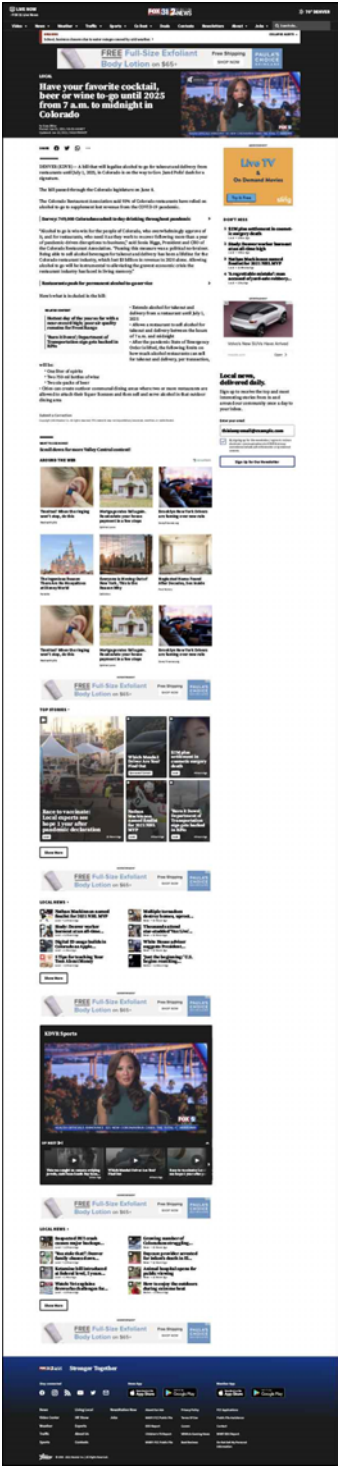
".. I DOUBT I'D GET THIS FAR DOWN.. ON THIS PAGE.. REALISTICALLY.."

CONTENT

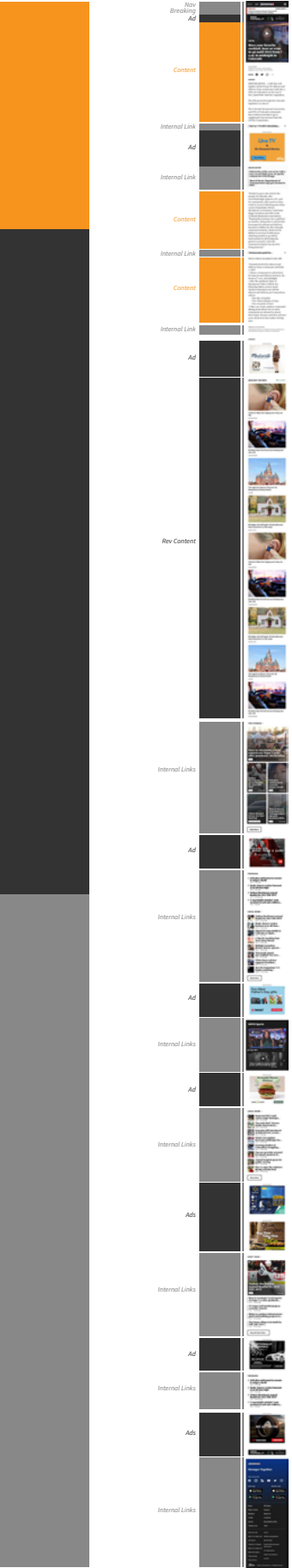
EXTERNAL LINKS

INTERNAL LINKS

Story Template on Computer



Story Template on Mobile



Story Template Length / Ratio's

USER TESTIMONIALS

".. THERE'S SO MUCH EXTRA STUFF HERE..
IT'S **NOT THAT EASY TO FIGURE OUT WHAT'S IMPORTANT..**"

".. THEN YOU GET INTO DOWN HERE.. AGRH..
THIS JUNK DRIVES ME CRAZY.. **IT MAKES THE WHOLE SITE JUST FEEL TRASHY..**"

".. I JUST DON'T LIKE THESE AROUND THE WEB TYPE THINGS
BECAUSE THEY ALWAYS SEEM KIND OF LIKE SPAM AND
NOT TRUSTWORTHY.. IF THEY'RE LINKING TO THIS KIND OF
INFORMATION.. **HOW RELIABLE IS THIS STORY?..**"

".. I THINK THERE'S ABSOLUTELY NO CHANCE I WOULD KEEP
SCROLLING PAST.. THESE KIND OF **GARBAGE ADS..**"

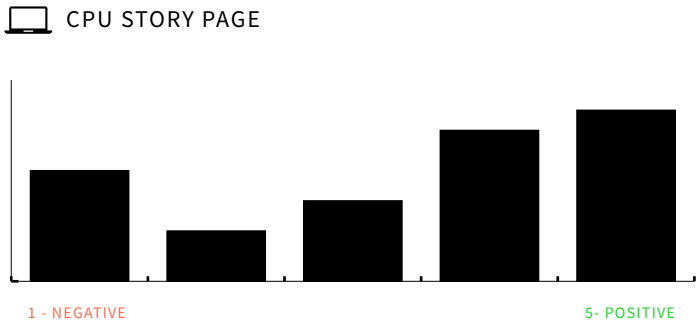
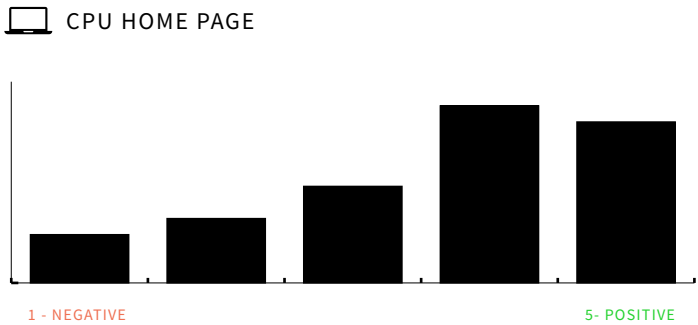
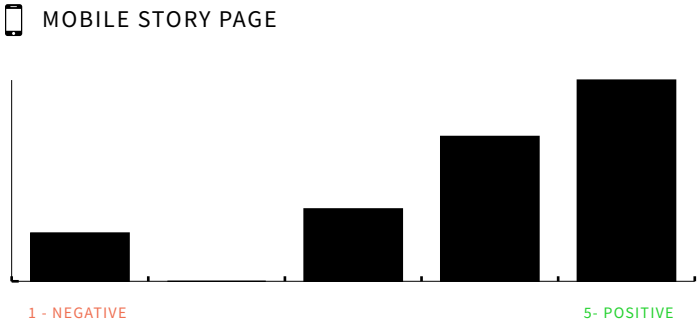
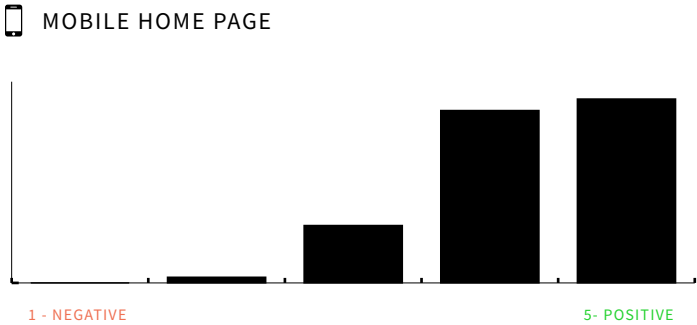
Aversion

Aversion

Overall Traditional Design Aesthetics

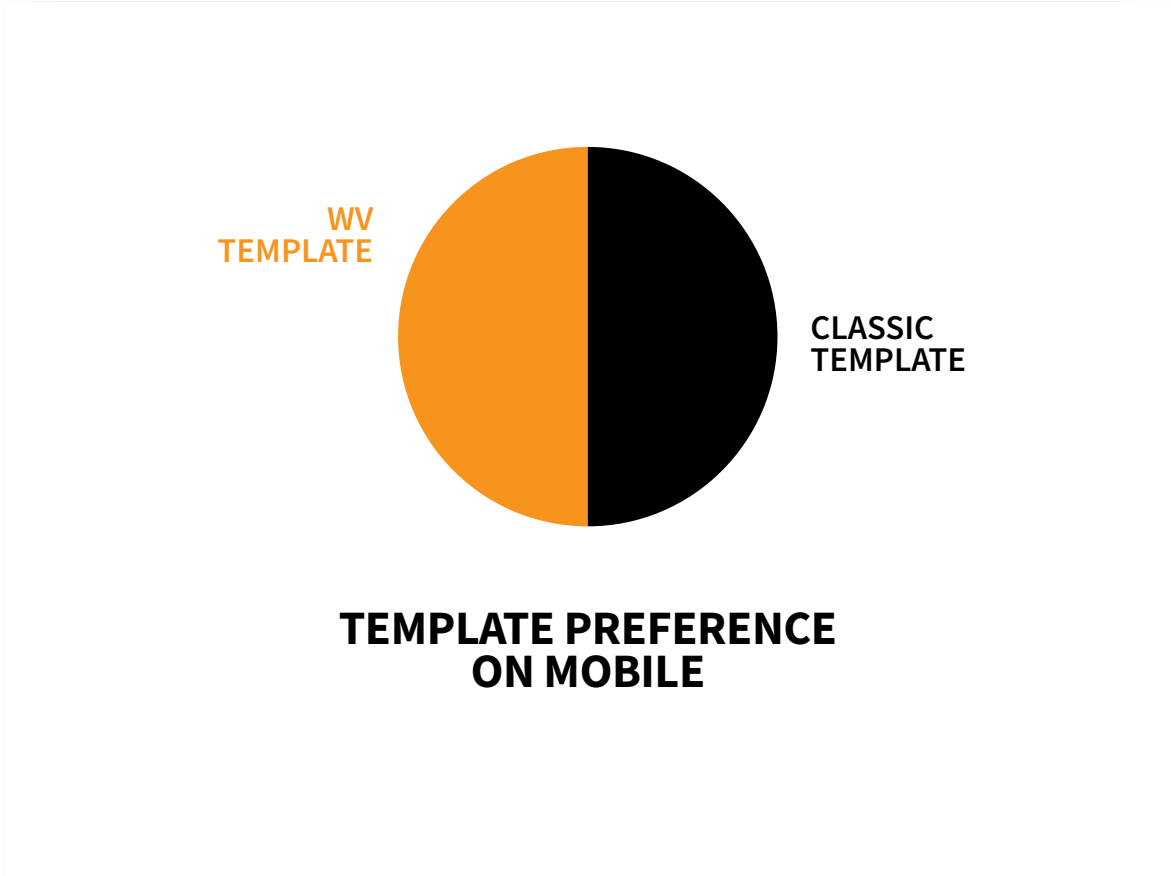
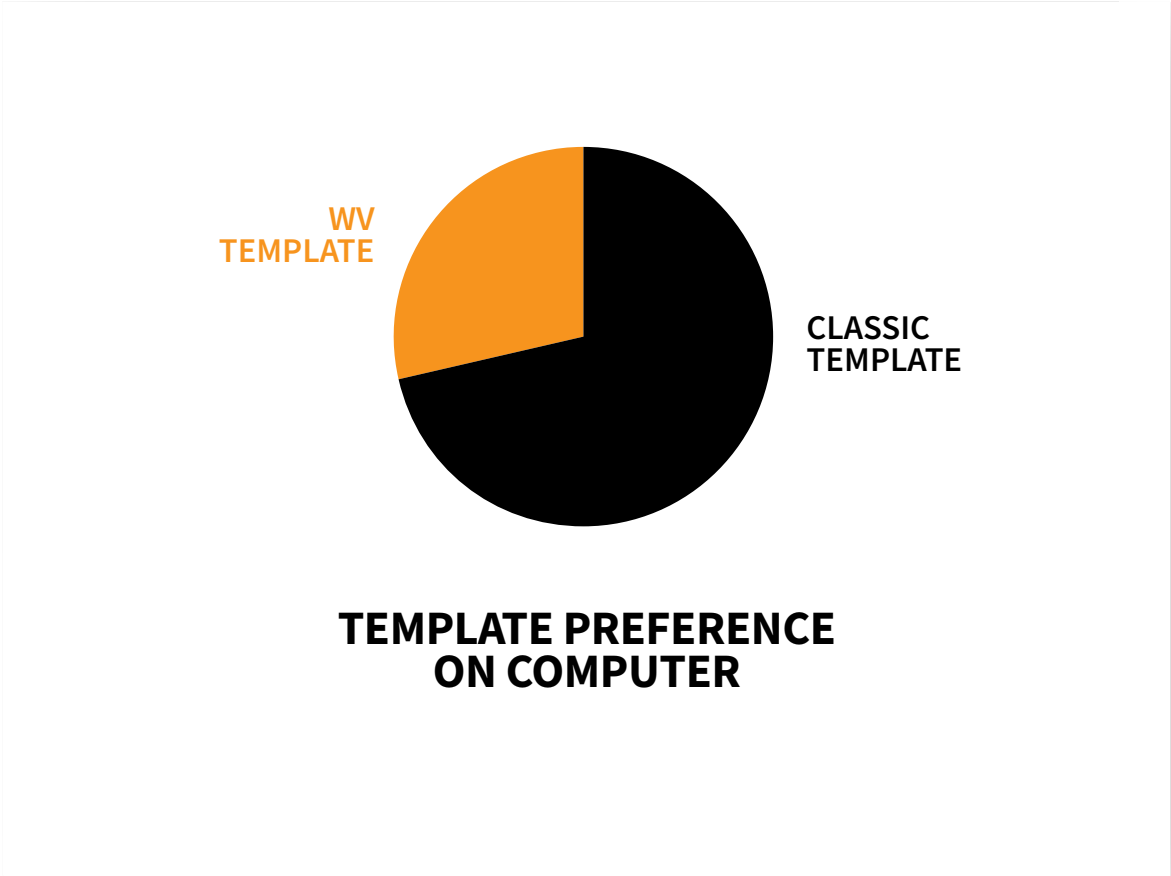
PASSING SCORE: 4 - 5

- OVERALL PAGE ORGANIZATION
- INVITING & EASY TO COMPREHEND
- FONTS & COLORS
- OVERALL LOOK & FEEL



New Template vs. Classic Template

PERSONAL PREFERENCE BETWEEN TWO CHOICES



Achieving 2 Page Views Per Visit

ONE MORE CLICK

Oct 2017
Legacy Templates

1.69
PAGE VIEWS / SESSION

2.46
SESSIONS / USER

53%
BOUNCE RATE

Oct 2018
Legacy Templates

1.92
PAGE VIEWS / SESSION

2.02
SESSIONS / USER

46%
BOUNCE RATE

Oct 2019
Legacy Templates

1.45
PAGE VIEWS / SESSION

1.79
SESSIONS / USER

70%
BOUNCE RATE

Oct 2020
Legacy Templates

1.46
PAGE VIEWS / SESSION

1.45
SESSIONS / USER

69%
BOUNCE RATE

Oct 2021
WV Templates

1.44
PAGE VIEWS / SESSION

1.68
SESSIONS / USER

56%
BOUNCE RATE

Next Target Location

NOVEMBER / DECEMBER

North West
Home / Story / Old v New

Eastern
Home / Story / Old v New

South Eastern
Home / Story / Old v New

Central
Home / Story / Old v New