



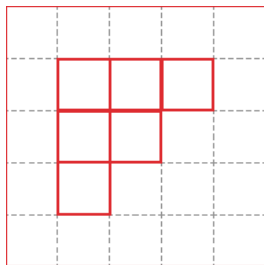
Flipboard

Analysis by Ji Young Kim

Interface Design | GRDS387-A01
Professor Holly Quarzo | Spring 2016

"Flipboard is your personal magazine, at your desk, in your back pocket or on your wrist. Filled with stories, photos and videos on any interest, it's a single place to keep up with your world. And now, if you want just a few highlights, the top ten stories can be sent right to your Apple Watch. Scan a summary, save it to a Flipboard magazine or share it with a friend. Collecting and sharing stories you care about has never been easier."

- Created by Evan Doll, former Apple iPhone engineer, and Mike McCue, former Tellme CEO in January 2010, in hopes of creating the perfect web: "only stories that personally matter, from trusted sources, presented in a magazine you can flip through easily".
- Bought **Zite** from CNN, which acquired the service 3 years ago for around \$20 million. As part of the deal, it integrated CNN content on to Flipboard, covering over 300 feeds.



- The name "Flipboard" is inspired by "the idea of setting things in motion, by the technology and information that keeps the world moving forward".
- "The identity represents the place where ideas and perspectives are shared, and comes to life as a window onto great content".
- Three white stripes combined together to create the initial 'F' in a red square and the width of the margin is the same width as that of a stroke of a white stripe (created in the 5x5 grid).

- Free
- Category: News
- Updated: Mar 21, 2016
- Version: 3.3.18
- Size: 37.9 MB
- Apple Watch: Yes
- Languages: English, Dutch, French, German, Italian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Traditional Chinese, Turkish
- Seller: Flipboard, Inc.
- © 2010-2016 Flipboard Inc.
- Compatibility: Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch
- Platform: Android, Blackberry OS, iOS, Windows, Windows Phone
- Rated
 - App Store: Rated 4+ (Apps in this category contains no objectionable material)
 - Google Play: EVERYONE 10+ (Content is generally suitable for ages 10 and up. May contain more cartoon, fantasy or mild violence, mild language and/or minimal suggestive themes)
- One of the iPhone Essential Apps

Ratings & Reviews: App Store

Current Version:

★★★★☆ 158 Ratings

All Versions:

★★★★☆ 186482 Ratings

Favorable

Information Giant

by Michael Jon Axl

Flipboard remains for me the best and only place to get information in style. It's sleek page flip transition pulled me in to the app at first. I stayed for the content. It's user driven content first approach pushes the user to inform themselves and pass on the information to another through personally curated magazines. I enjoy the apps layout because it doesn't push you to automatically feel the need to like or comment on everything. You don't even have to share your magazines or profile. You can be as social or as private as you want and still enjoy this app. It's integration into your browser of choice is a great way to save all those things on the web you want to look at again, but never do because it gets hidden in your bookmark. The stylish way your articles came to life with gifs, videos and photos makes you look like a professional editor. You can even add you other social networks into flipboard and display it all in a stylish magazine which makes it easier and fun to read.

In my opinion, Flipboard is the future of marketing

by websuccess

I have been using Flipboard ever day since 2013. I use it for everything from reading the latest news to creating marketing brochures and catalog magazines. Flipboard has offered me a hobby as well a professional opportunity both for me and for the agency I work for. It is visual, appealing and easy to use. I look forward to the updates. I do however feel that the analytics need to be a little more specific to entice future marketers to advertise on the platform.

Good, could have been better

by elysiumkernal

I spend more time on this app than even Facebook on a day to day basis. I used to spend all my time on Zite. When I transferred my preferences over my news feed changed for the worse, with articles about faith and spirituality with an atheist perspective gave way to new age claptrap. I thought it would improve over time maybe flipboard would have the thumbs down thing that Zite had to properly curate my articles. This app is still the best news aggregator app out there, I just wish it was as good as Zite was before flipboard took them over.

Critical

Confusing and cumbersome

by Apricot

With zite you had consistency. With flipboard you have to guess whether to flip, scroll or swipe. And in the end you don't read anything new. Articles aren't training the app as zite did to expand more into your realm. I think flip-the-bird just bought zite to bury it. It was far and away the best news reader, and now we have this. Even apple's own watered down built-in news app better than this. Very sad. Zite will be forever missed bc flip like their lame gimmick better.

UX still broken

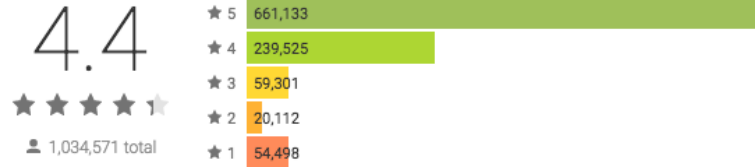
by Paps Van Winkle

My previous comment has not changed. Although the comment thread "looks" better, the designers took a broken Comment thread and made it more broken. The designers decided to go ahead and just remove the close button in the comments popup. Now they are forcing every user to swipe down to close it. This creates a pain point because if you replied to the last comment in the thread, you have to continue scrolling all the way back to the top before you trigger the comment thread to close. It's the only way to close the thread. [...] Previous comment: The designers/engineers ruined the experience when commenting on articles. You used to be able to swipe left to close the button in the top left of the Nav Bar forcing me to reach to the farthest part of the app to close the comments. Total fail. Moreover, the designers/engineers decided to also add a gesture to swipe down to close the comment (since it appears from the bottom) but the problem is if you decided to read all the comments first, you have to scroll to the top of the comments for that gesture to work. Total fail. Lastly, designers/engineers decided to add speech bubbles to the comments. It takes up too much space and takes on get time to consume comments. The contrast is not strong enough on the bubbles and my eyes strain to read it. I no longer have a desire to engage in the comment section because this UX is a total fail. Other than that, app works amazing as usual. I hope the team considers bringing back the original experienc for commenting on articles.

Ratings & Reviews: Google Play

REVIEWS

[Write a Review](#)



Favorable

Dama A
April 8, 2016

Widget updated now I LOVE IT! I'm not sure if I had a widget that was not updated before I deleted Flipboard...I gave it a second chance and I'm glad I did because the widget and app is AMAZING. The content is great, customized interests. Love their comment section for articles as well. Great way to make more online friends. Looking for local news choice on Flip. I've ran late all week due to all the articles I've been reading. Haven't been on YouTube for news as much. I'm a convert-love Flipboard so far. Battery drain, maybe but worth it.

Rich Campbell
April 8, 2016

Stimulating contemporary readings, insights In short, app acts as a personable hub organizing contemporary media articles pertaining to hundreds of different topics broad, i.e. sports, and narrow, e.g. women's college basketball. Pros: simple, smooth interface AND breadth of gathered media. Cons: To be determined, perhaps --and slightly overreaching here-- depth of media articles for some topics OR no original content. Regardless amazing app as of 8 April 2016 on 4th gen Android OS.

Rob Carper
April 7, 2016

Only one thing I want I love flip board. It's my go to app for news. I just made the switch to Android from iPhone. The only thing I miss is how the iPhone handled ram management. If I'm reading an article in, say my tech section, back out briefly to the main menu, then go back to my article. It goes back to the beginning article of the tech section. The iPhone would go right back to where I was reading. I'd like to see this in the Android version. Not sure why it doesn't. Sucks if the article I was reading was 10-15 flips away

Critical

John Sheehy
April 9, 2016

Garbage Bloatware Horrible, uninstalleable bloatware. I wish there was some way to make this garbage go away. Wish I could uninstall this junk. Why can't I delete this? Disabling it doesn't free up the storage or bandwidth you are stealing from me.

Robert Hampton
April 9, 2016

Skewed While the info & news is often inciteful & revealing, it is becoming so liberally skewed that some stories are no better than fairytales in their content. It's time to return to reporting facts instead of narrative, or abandon modern broadcasting, in all its forms, and rebuild the institution from scratch.

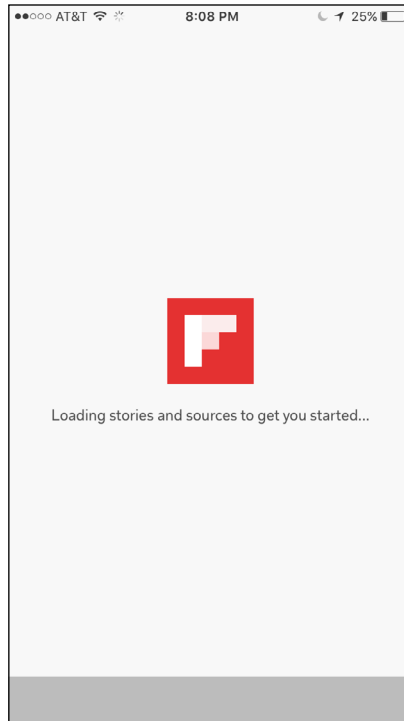
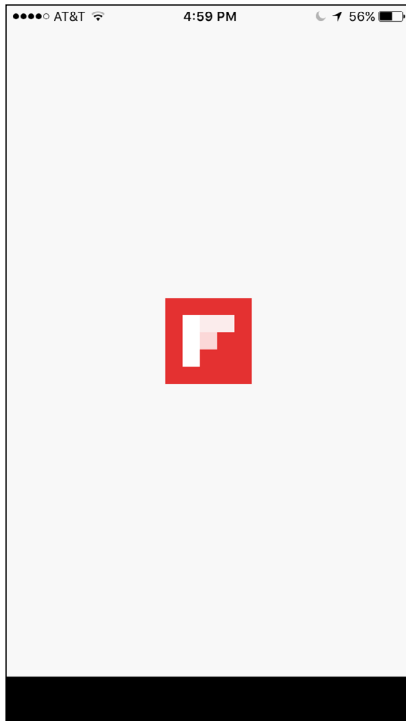
Selen Weisshaar
April 7, 2016

Redirect ads are killing this app everything I go to a page that has redirect advertising this app crashes. something needs to be built into your app to stop this please, otherwise it's frustrating and I'm unable to use your app

Rathi Biswas
April 9, 2016

Make bottom navigation bar Now a days phones are big. Its quite cumbersome to use phn single handedly... So it will be really nice decision if u bring the navigation bars at bottom side.. Just like ios.. Think about this matter

Intro/Loading Page

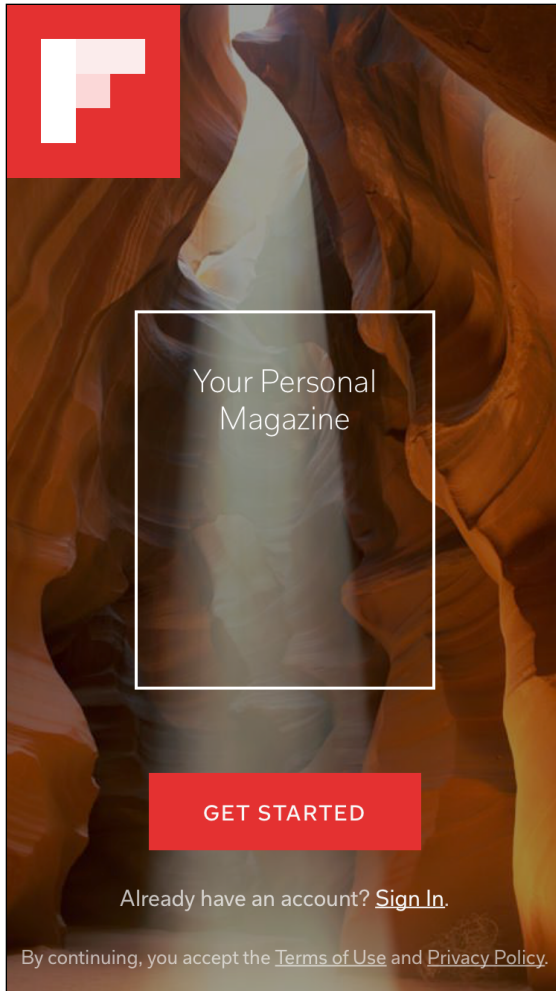


Red looks very bold and it creates a nice contrast to the white background and the logo.

The logo is placed on the middle, it captures the users' attention and further remind the user which app is he/she using.

The sans serif typeface choice for "Loading stories and sources to get you started..." goes well with the branding.

A Black bar is placed on the bottom and it is eventually where the navigation is going to be placed. While the app is loading, the black bar turned gray.



The Logo became bigger and moved to the top left corner.

Imagery on the background makes the user feel as if he/she is on the bottom of a canyon. A ray of sunlight is coming from the top and casting the light on the middle. It looks as if it is a visualization of the moment of epiphany. It looks very enlightening. It seems like the imagery is indicating what the app is going to do, casting a light on a topic a user would like to learn more about, and enlighten him/her with new information

A transparent, white-outlined rectangle is placed in front of the image, with the tagline "Your Personal Magazine". The shape of the rectangle resembles that of a magazine and since it is transparent, it shows the infinite possibility of developing one's personal magazine... catering to each user's interest.

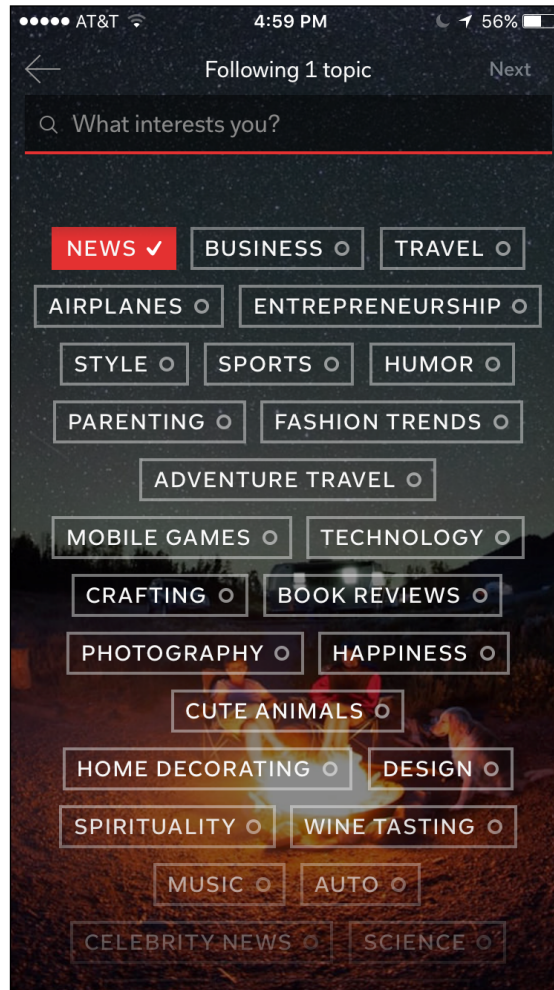
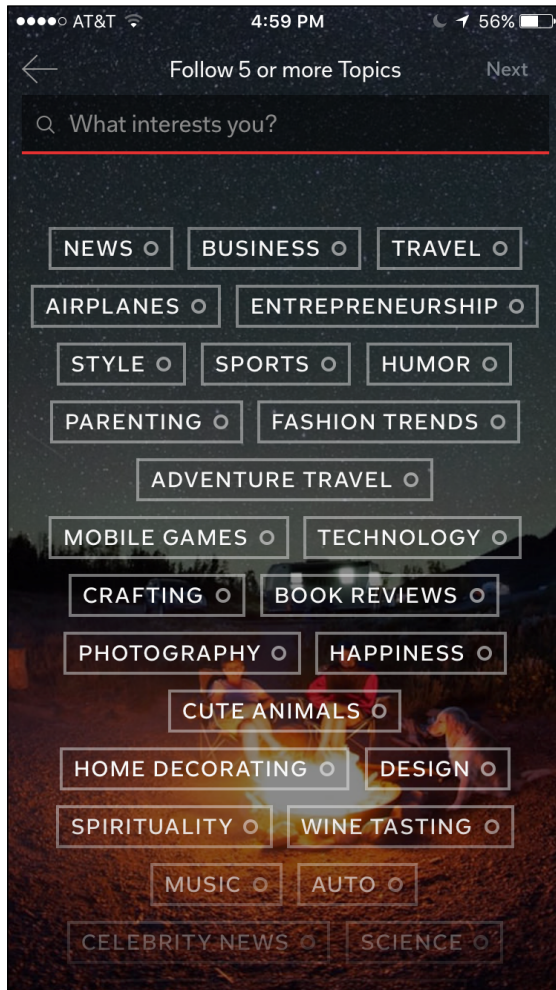
Underneath the rectangle, there is a "Get Started" button highlighted in red and a bold, sans-serif typeface. It is a "call for action", which is what the company usually wants the user to do (in this case, it wants the user to Get Started by signing up).

Underneath the "Get Started" button, there is a sentence saying "Already have an account? Sign In." The user knows that "Sign In" is a clickable link because it is underlined. It is another call for action for the users who already have an account.

Terms of Use and Privacy Policy also underlined to indicate they are clickable and would direct the users to the information they want.

Overall, nice analogous color scheme (red, orange, and yellow) with white to create that contrast between the background and the important "call to actions"

Topic Selection Page



If a user clicks "Get Started" button, it would direct them to this page where the user can select topics they would like to follow (News, Business, Travel, etc.). The user can either choose from the given options or search for the specific tag using the search bar placed on the top of the page. There is a white arrow which can direct the user back to the Get Started page and the Next button, which is unclickable yet. The user can tell that because unlike the arrow, it's written in light gray.

There is a red line under the search bar and while it differentiate itself from any other given options, the color of the line also goes well with the overall branding.

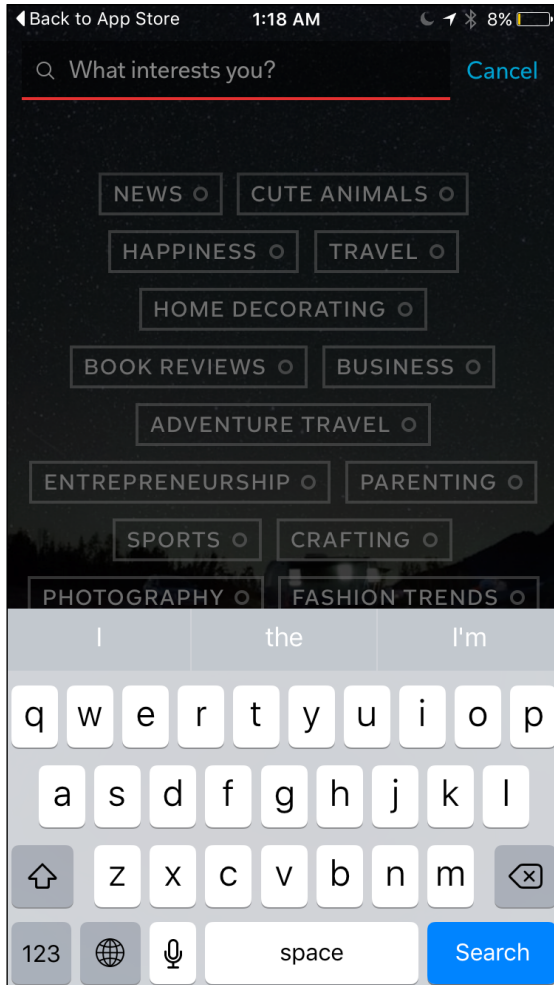
The user can assume that the options are clickable because each tag is surrounded by a white-outlined box and has a little circle next to the tag within that box. When a tag is selected, the box turns red and the circle becomes a checkmark (further indicates that the tag is selected).

The sentence on the very top of the page changes from "Follow 5 or more Topics" to "Following 1 topic".

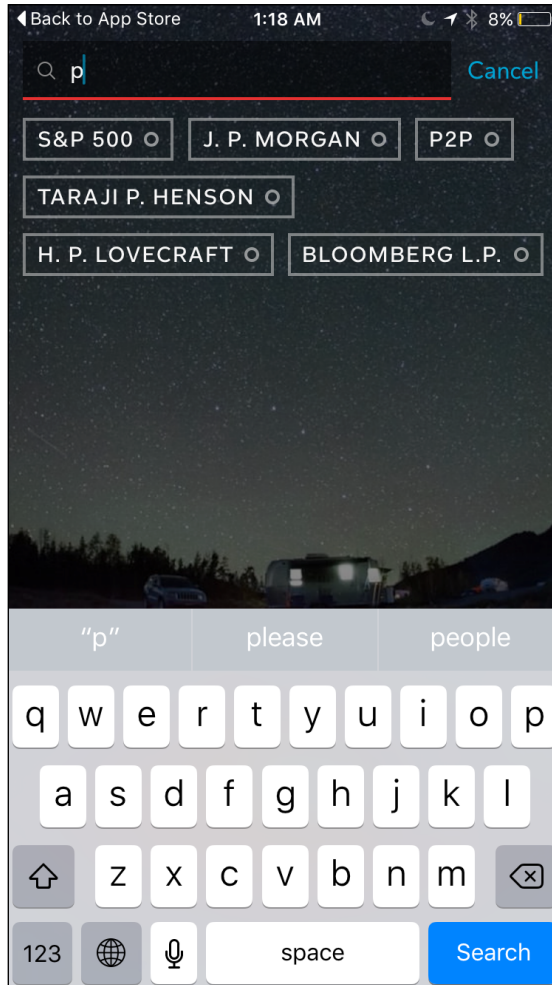
The list looks faded on the bottom, to indicate the list continues.

The imagery on the background, two people and a dog gathered around a campfire, looks very warm, cozy, and welcoming. It looks like the two people are talking about many different stuff... kind of related to the purpose of this page. The analogous color scheme (red, orange, and yellow) continues from the Get Started Page. Looks very consistent.

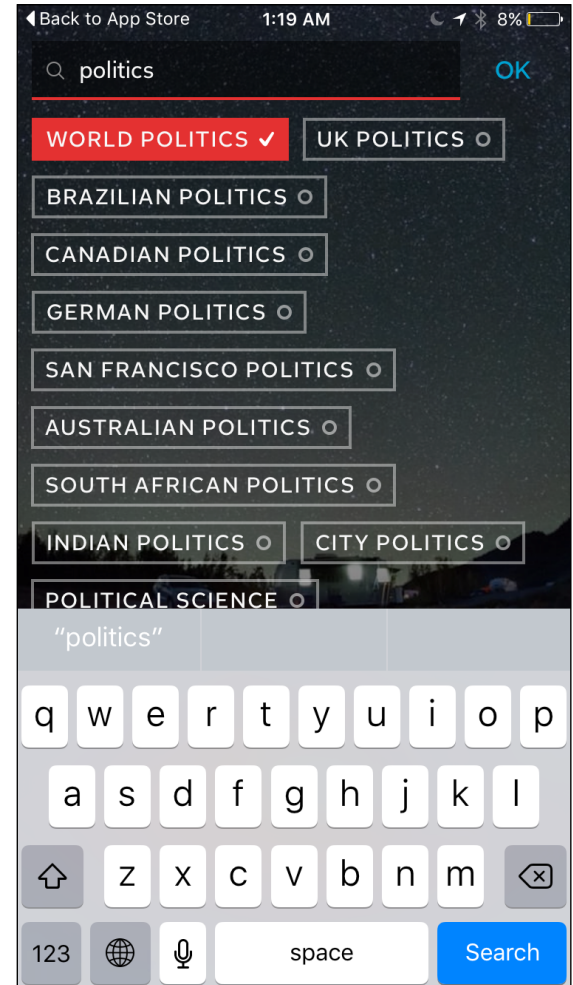
Topic Selection Page: Search



When the search bar is clicked, the background turns darker, the top navigation which contains the back arrow, "Follow 5 or more topic" and the Next button disappears, the Cancel button and the keyboard comes out.

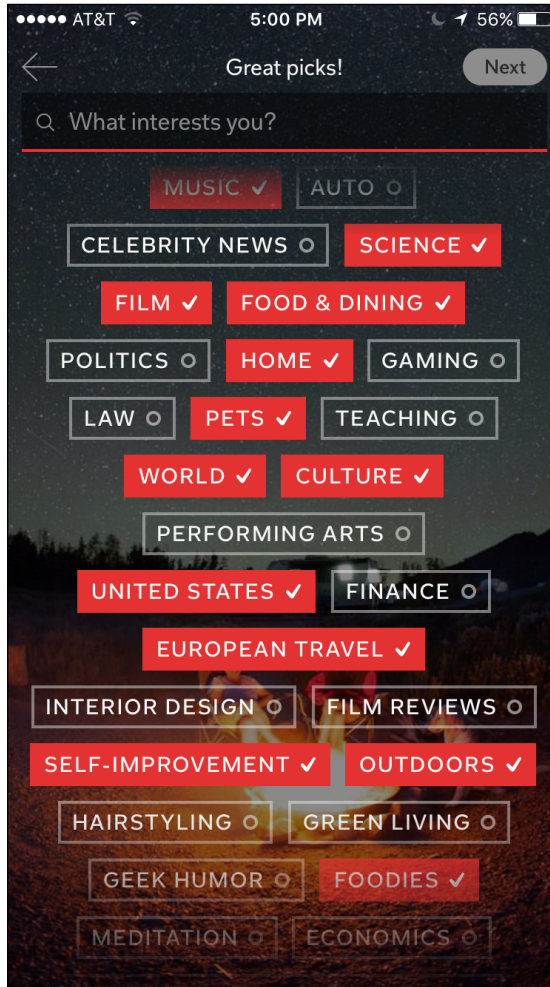
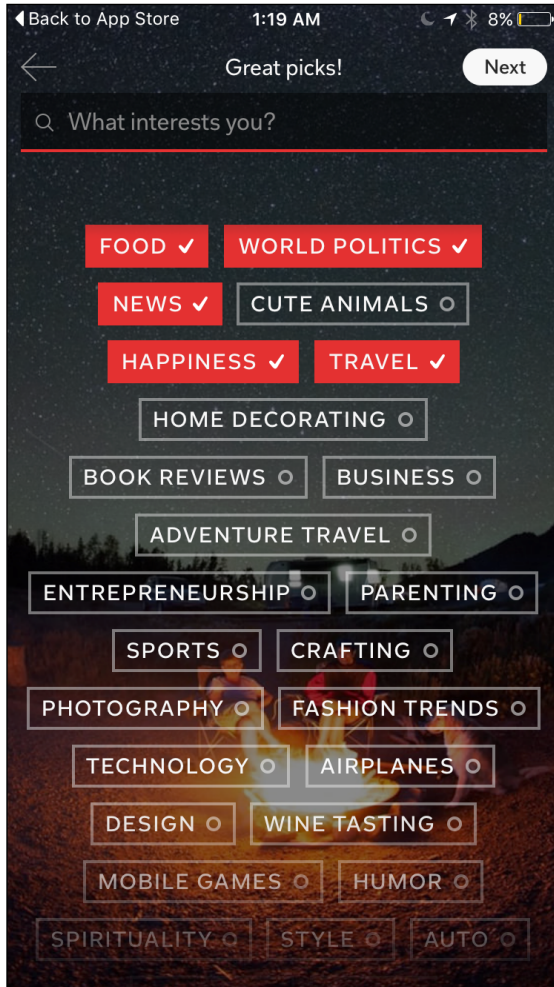


If the user types, for example a letter 'P' for politics, some words that contain the letter P would pop up (auto-complete). When the user chooses from the list, the cancel button changes to the OK button.



Since the designer of this app used blue for the Cancel and OK button, they really stand out from other visual elements which are mostly in red and white.

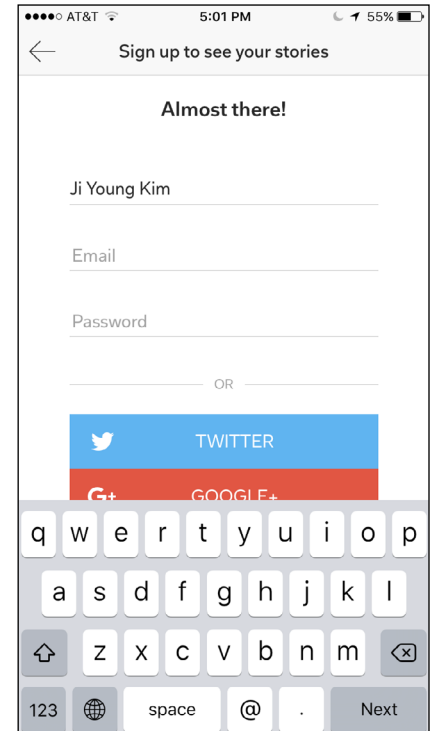
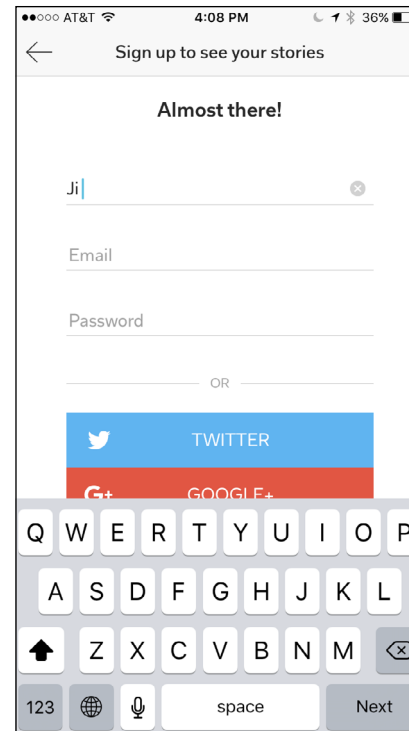
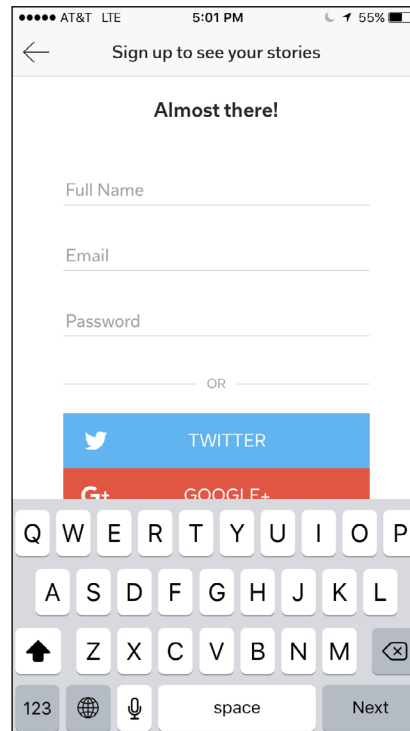
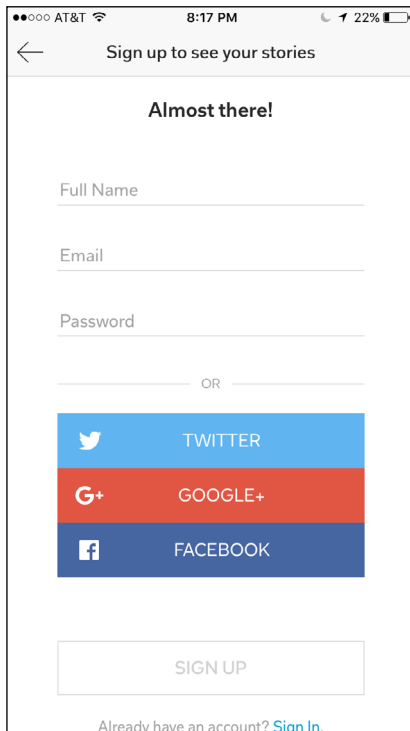
Topic Selection Page



If the user chooses more than 5 topics, the sentence on the top changes from "Following _ topic(s)" to "Great picks!" and the 'Next' button becomes clickable. The user can tell that because unlike before, the word "Next" is surrounded by a rounded white box and the word "Next" becomes black, thus creating nice contrast from the white background and the word stands out.

The user can scroll through more and select more topics. When the user scroll through the list, the top and the bottom of the list becomes blurry to indicate there are more on the top and the bottom of the list. When the app generates more topics to follow, the topics simultaneously slide in to the list from each side.

Once the user finishes selecting the topics, they could click the Next button and the 'Next' button becomes gray when clicked.



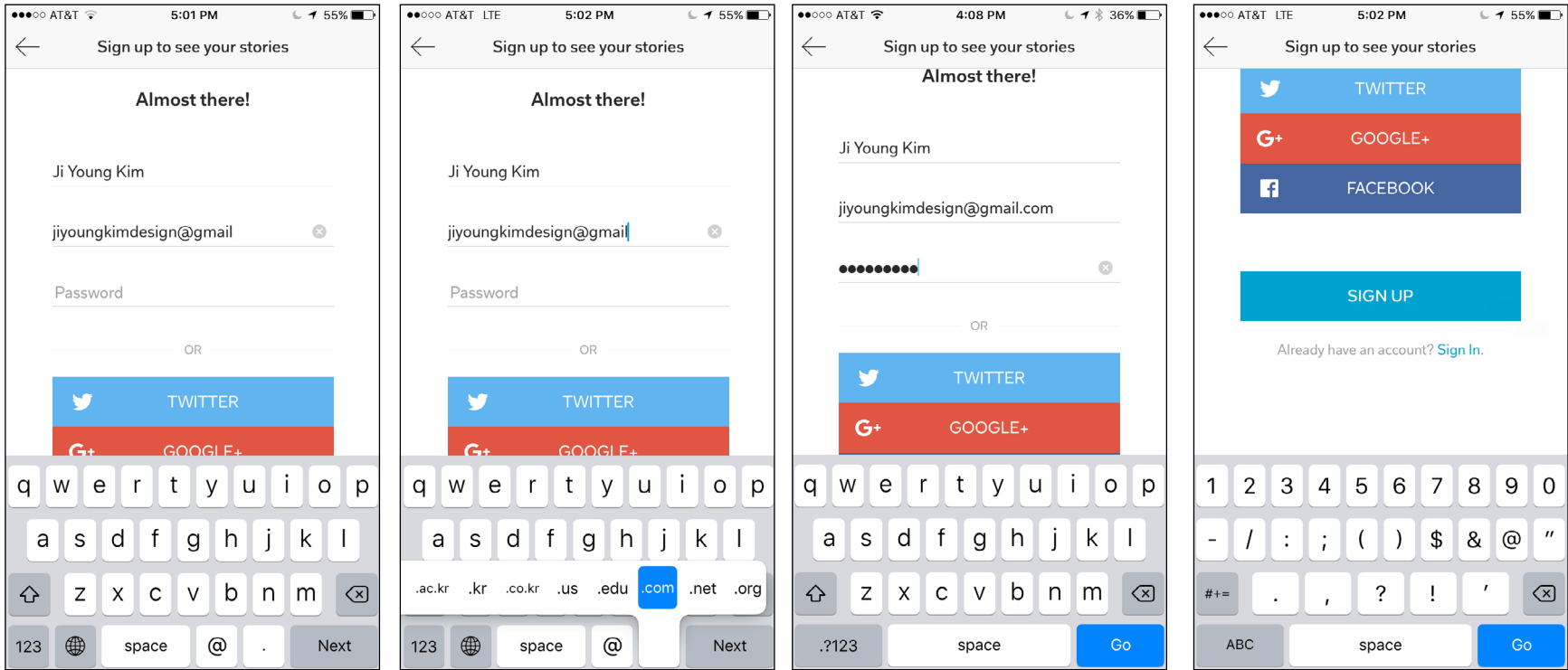
On the very top of the page, it says "Sign up to see your stories", the sentence "Almost there!" further encourages the user to join them. The user is given options to sign up either by putting their name, email, password, or through SNS like Twitter, Google+ and Facebook. The Sign Up button is unclickable until the user put the information (the user can tell that because it's in light gray). The Sign In option is in the bottom. The user can tell it is a link even though it's tiny because it is written in a different color (blue)

If the user clicks "Full Name", the keyboard shows up and the first letter of each syllable of the name is autocapitalized

When the user clicks Email section, the keyboard adds '@' and '.' keys on it and the autocapitalization for the input gets turned off.

The visuals look very consistent. The buttons for SNS and the SNS icons all look flat, and the sans-serif typeface is used throughout the whole page.

Sign Up: via E-mail



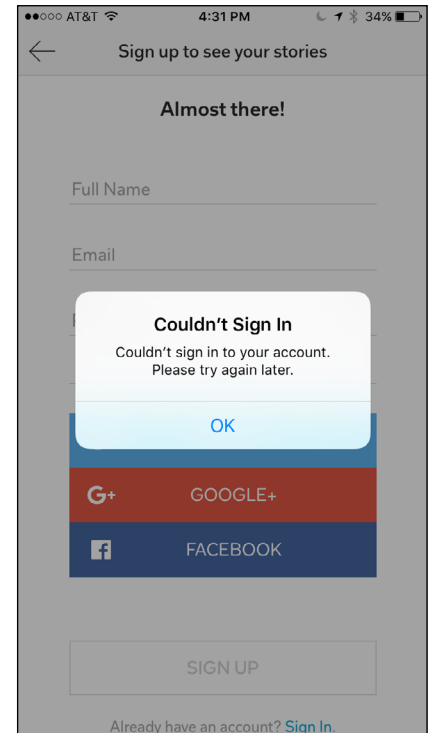
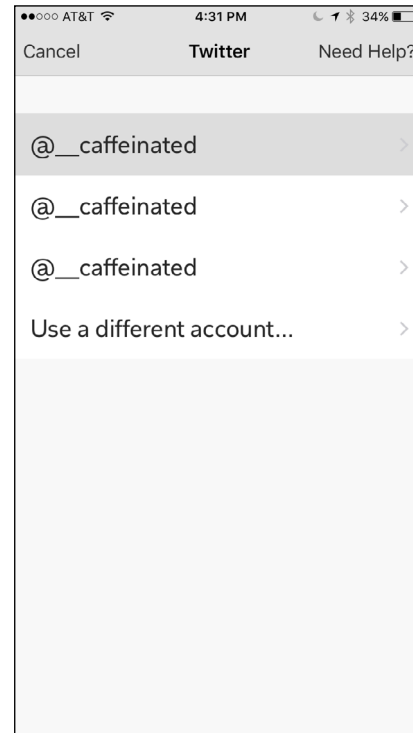
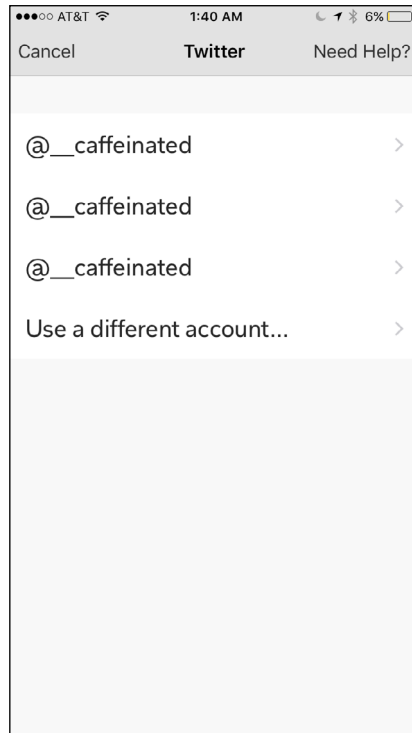
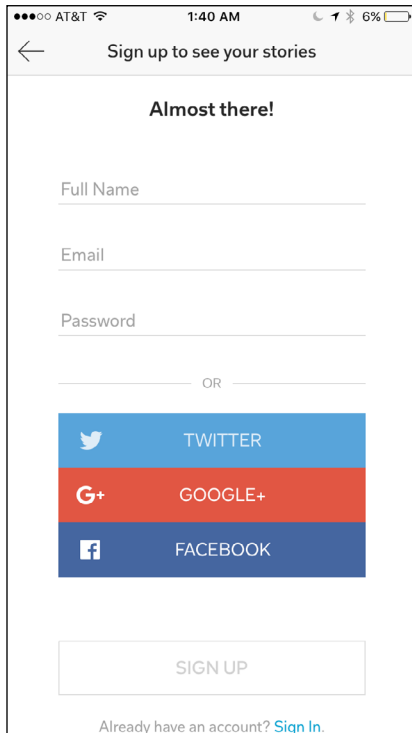
After the user types their ID, they could easily click on the '@' key and if the user clicks on the '.' key for a long time, options for different domains show up '.com' or '.edu', etc.

When typing the password, '@' and '.' keys disappear from the keyboard (the user still can type them if they press '!123' button on the left but it is usually not necessary their password has '@' or '.' in it)

After the user types their password, the dark gray 'Next' button on the bottom right corner changes to the blue 'Go' button

The user then could either press the 'Go' button or press the 'Sign Up' button which is now clickable (judging from the color change from light gray to blue) after putting all the necessary information

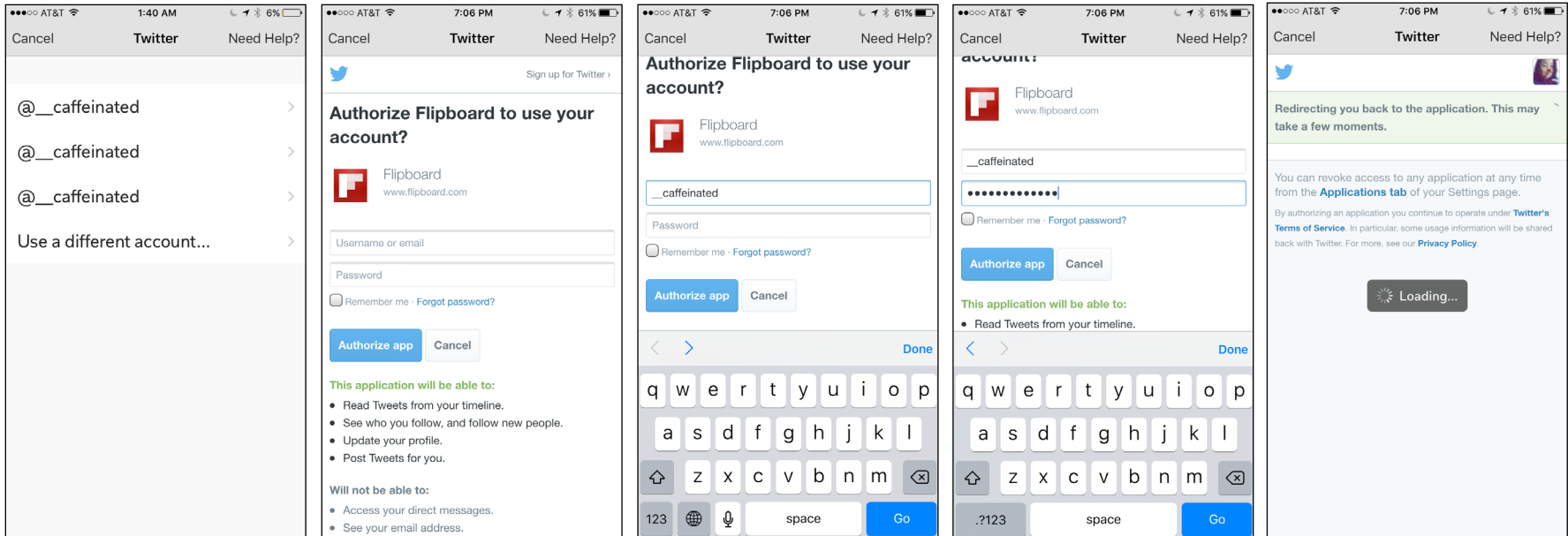
Sign Up: via Twitter



If the Twitter button is clicked, the shade of the button becomes a bit darker and it will direct the user to the page with the user's twitter account.

The thing that I couldn't understand though is that there are three links to the user's twitter account thus it looks very redundant and none of the link actually worked.

Sign Up: via Twitter (Take Two)

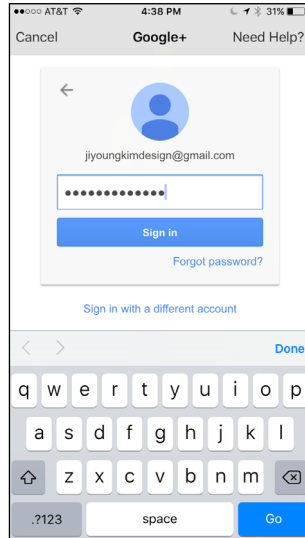
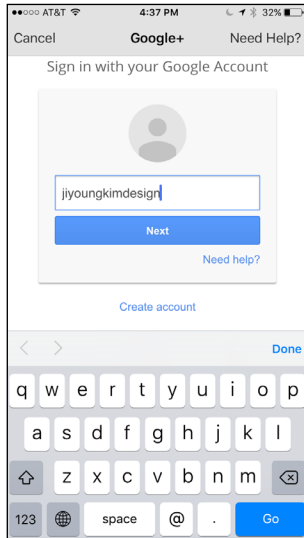
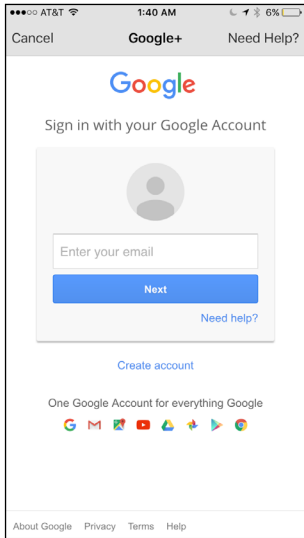
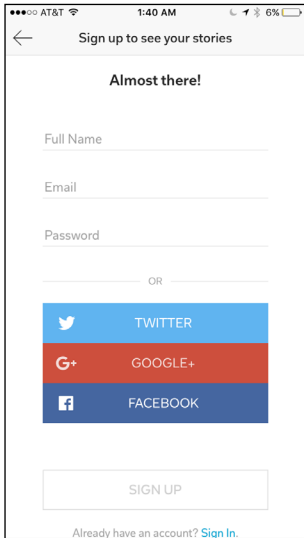


Since the previous attempt to sign up didn't work, I chose to sign up through "Use a different account"

The app will direct me to the Twitter log in web page. I could then put my twitter account and my password, and sign in via Twitter.

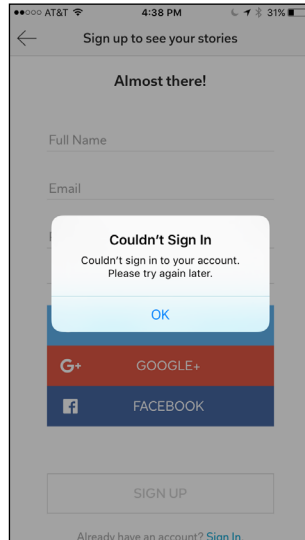
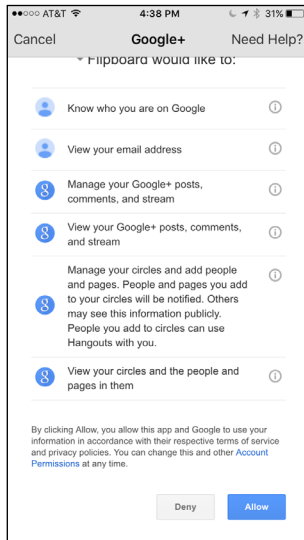
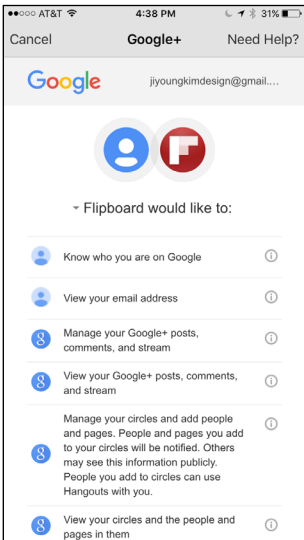
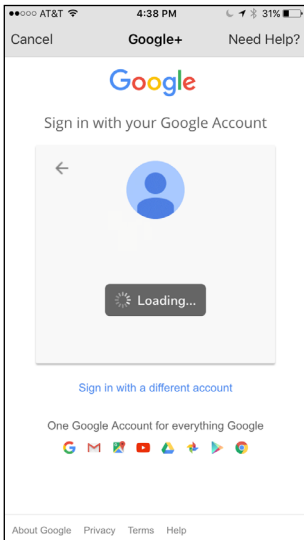
Other than the fact that there is the Twitter logo on the very top left corner, the user can tell that it's an external web page because of the change in visual design. For example on this page, the corners of the buttons and the input fields are rounded and there is a subtle gradient on each button whereas the buttons for the native app look flat and the corners of them are pointed. Even the type choice is different from the one for the native app.

Sign Up: via Google+



If the Google+ button is clicked, the shade of the button becomes a bit darker and it will direct the user to the Google account log in page.

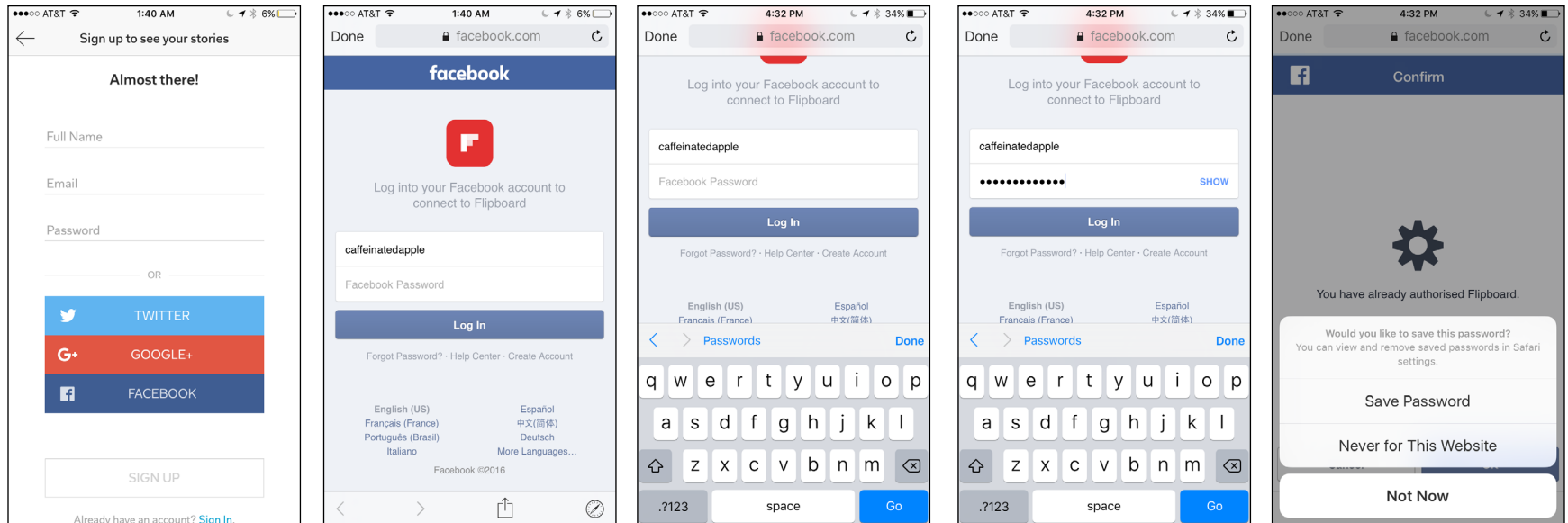
The user can put down their Google ID and password. When they put their Google ID, the keyboard includes '@' and '.' keys again. They don't need to put '@gmail.com' at the end of their Google ID but they still can.



After they put their ID and password, it would direct the user the page that talks about Flipboard authorizing some of the user's information (Know who you are on Google, View your email address, etc.)

Here I encountered another error: I couldn't log in through my Google account even though I put correct user ID and password.

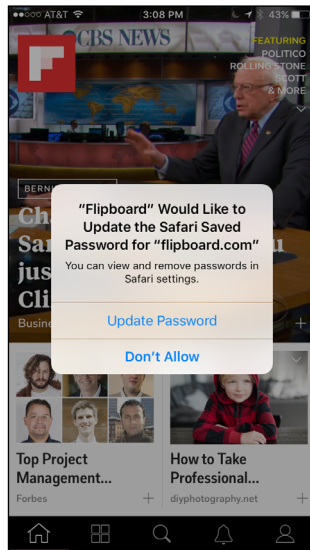
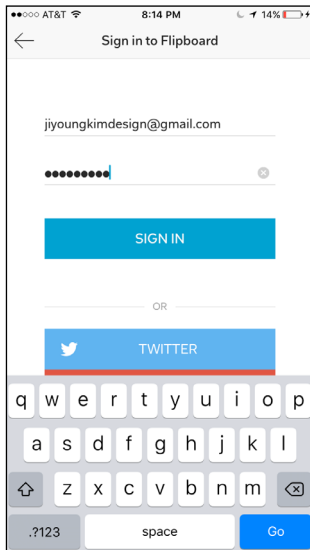
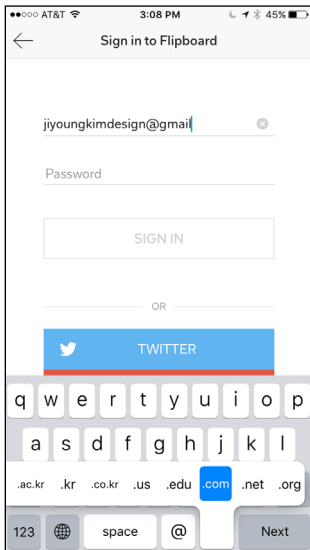
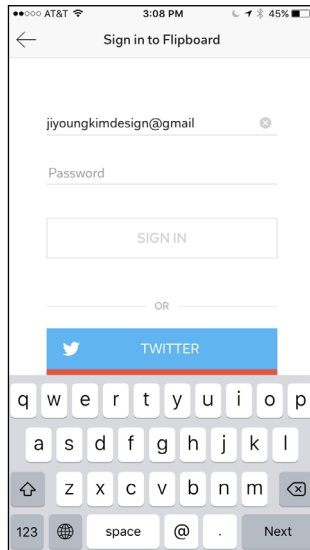
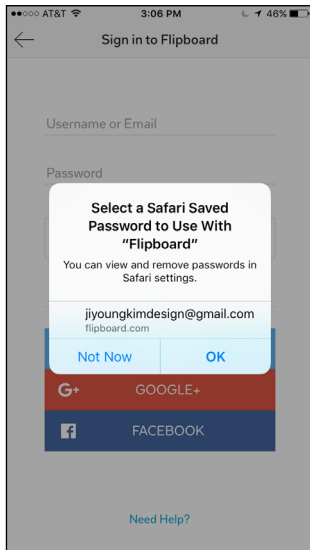
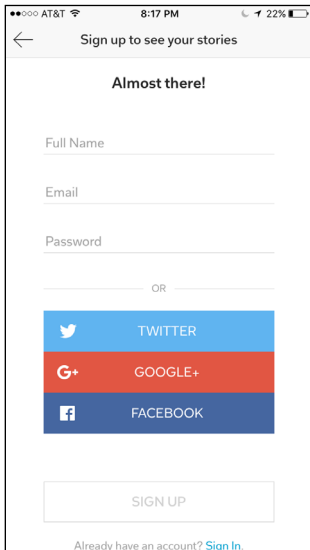
Sign Up: via Facebook



If the Facebook button is clicked, the shade of the button becomes a bit darker and it will direct the user to the Facebook account log in web page. I noticed it's pretty interesting how, instead of asking for an email address or phone number like Facebook would normally do when I try to log in to Facebook through desktop or the app, it already has my personal URL name: facebook.com/caffeinatedapple

Unlike signing up through Twitter or Google+, I had no problem signing up through Facebook (I guess that's because I already signed up through Facebook)

After the user put the password, a Confirm page comes up and it asks the user whether they would like to save the password. The user can choose either to save the password, never for this website, or not now.



When the user already signed up, they could sign in by clicking the little blue Sign In link on the bottom.

If the user has signed in before, Flipboard reminds the user that Safari saved the ID and password and asks them whether they would like to sign in that way. It's interesting how the OK button is in bold while Not Now is not. As if the app knows that the OK button is a better option for the user (maybe for the sake of saving time?).

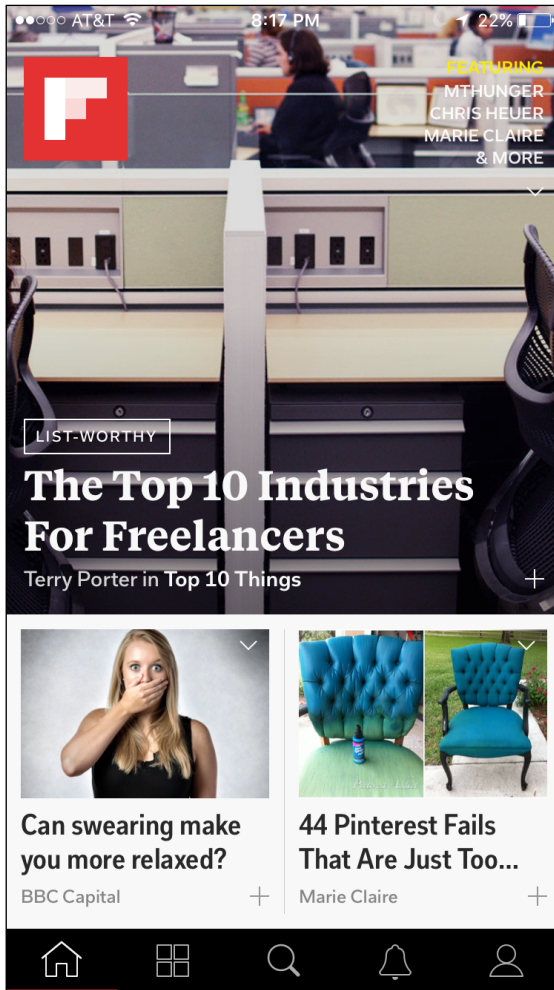
The 'Sign In' button is unclickable and the user can assume that because it is in light gray.

When the user clicks Email section, the keyboard adds '@' and '.' keys on it. After the user types their ID, they could easily click on the '@' key and if the user clicks on the '.' key for a long time, options for different domains show up '.com' or '.edu', etc.

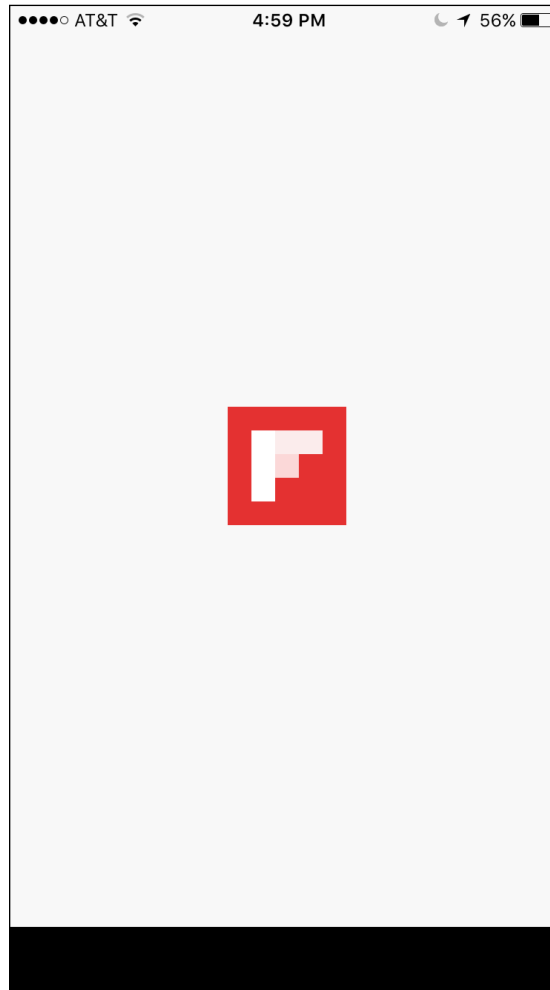
When typing the password, '@' and '.' keys disappear from the keyboard (the user still can type them if they press '?123' button on the left but it is usually not necessary their password has '@' or '.' in it)

After the user types their password, the dark gray 'Next' button on the bottom right corner changes to the blue 'Go' button. The user then could either press the 'Go' button or press the 'Sign In' button which is now clickable (judging from the color change from light gray to blue) after putting all the necessary information.

After the user signs in, Flipboard asks the user whether they would like to update the Safari saved password for "flipboard.com". The user can either update the password or don't allow it. It's interesting to see that Don't Allow option is in bold when Update Password option is not. As if the app thinks that the Don't Allow button is a better option for the user (maybe for the sake of security?).



Home Page



Intro Page

The way the navigation is placed on the bottom (tab bar navigation) of the home page echoes the black bar the user saw on the Intro Page.

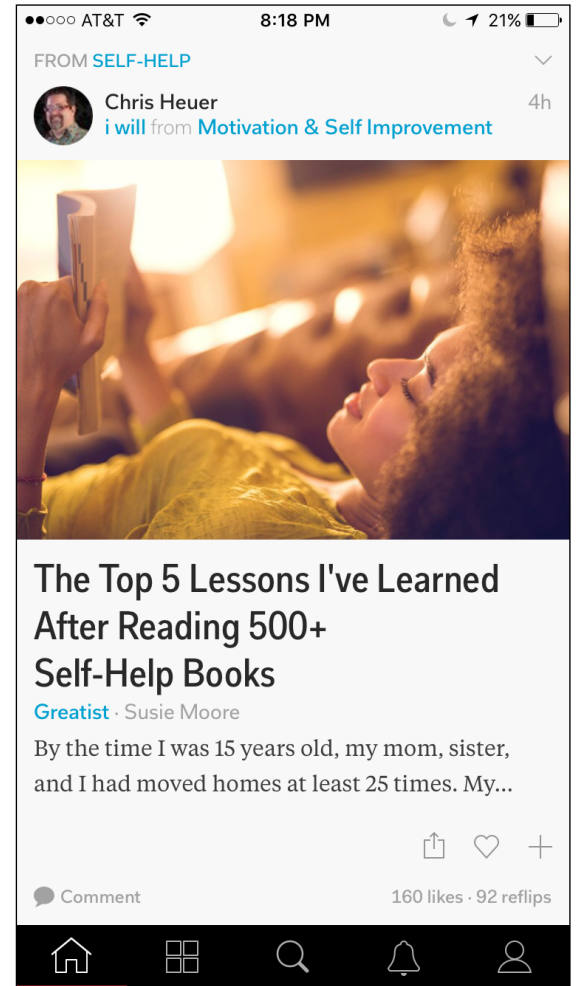
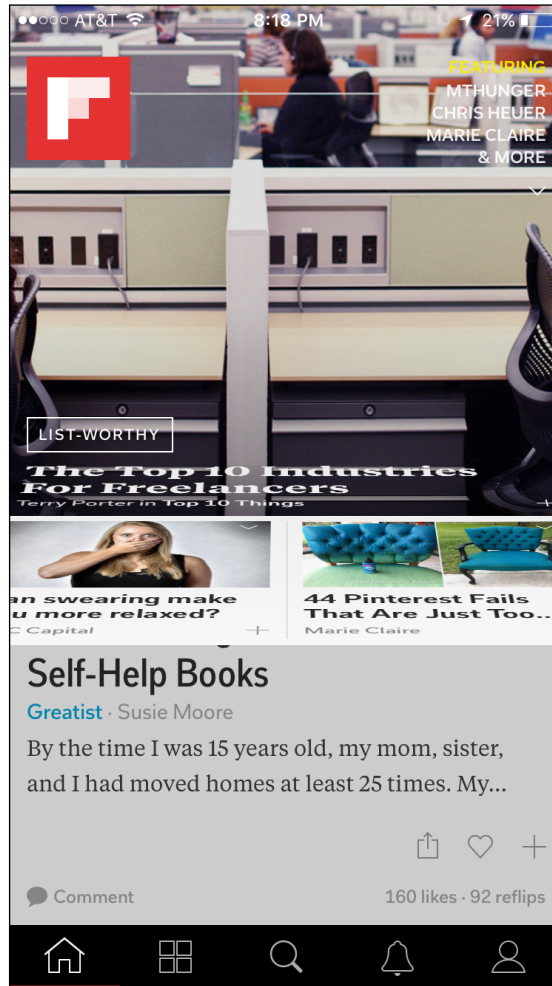
Iconography generally makes sense. Flipboard used a house icon for the Home page, a magnifying glass icon for the Search page, a bell icon for Notifications, and a person icon for My Page. However, the icon for "Follow" page seems a bit confusing. At a glance, I thought it was a window.

The light gray icons become white when it is selected and the red line underneath the icon further indicates which page is selected.

Overall, the line drawing navigation icons are not too distracting.

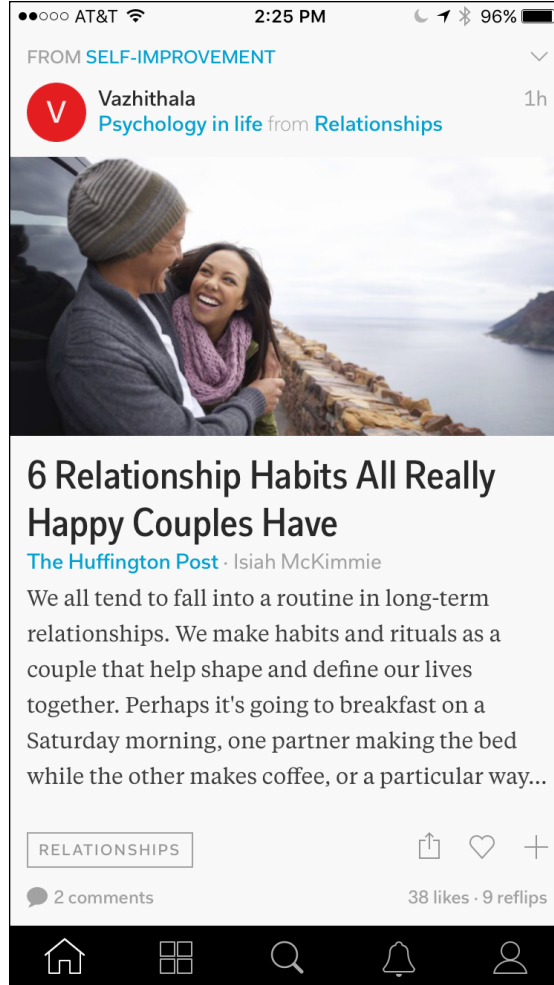
Photos chosen for the cover images generally make sense, how they chose the picture of a workplace for an article entitled "The Top 10 Industries For Freelancers"; of a person covering her mouth looking alarmed for an article entitled "Can swearing make you more relaxed?" as if she looks like she's covering her mouth after she swore or said something inappropriate; of a DIY coloring of a chair, which is a picture you could easily find on Pinterest, for an article entitled "44 Pinterest Fails That Are Just Too..." (although that picture doesn't seem like a "failure" to me).

Transition Animation



The transition animation goes well with the name "Flipboard", the way it flips through the content.

Home: Article Layout



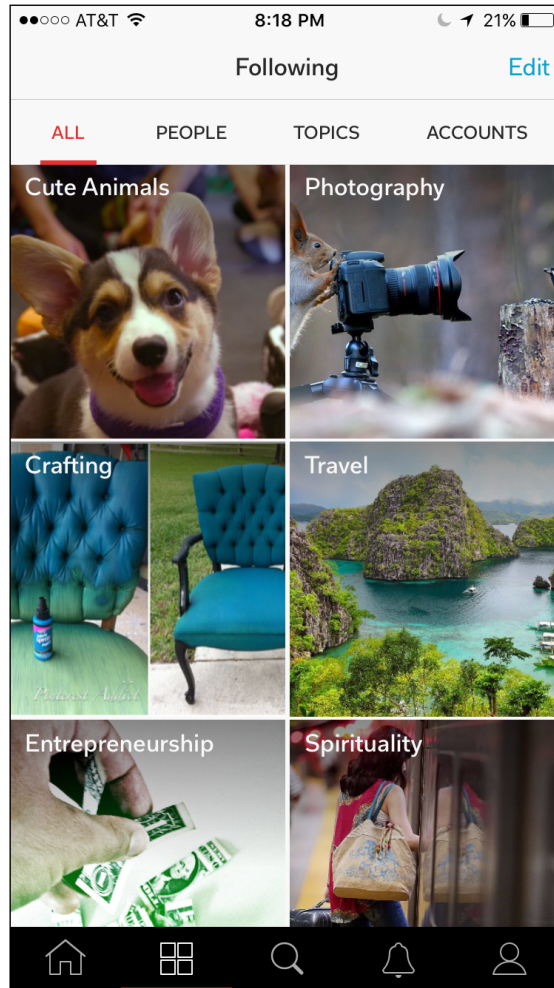
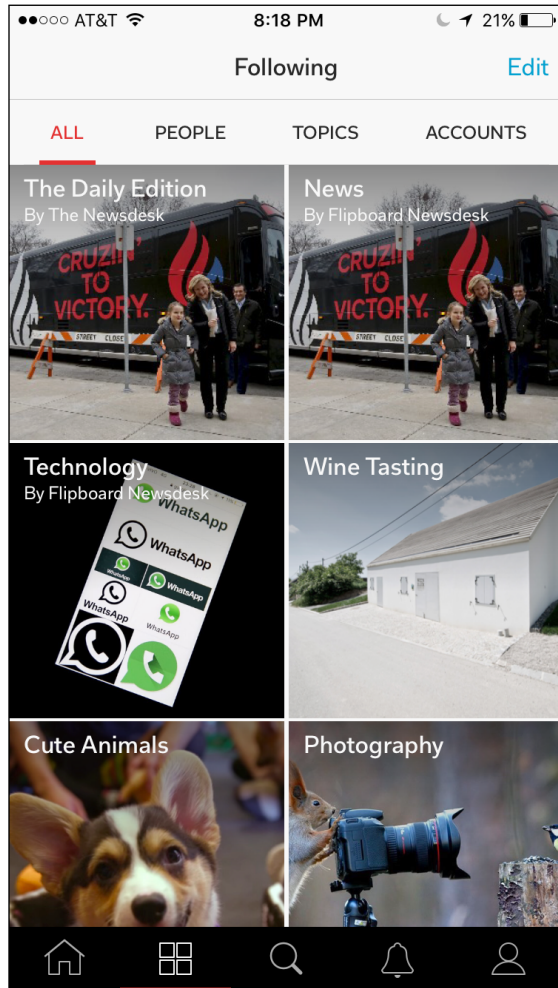
The topic that the user follows and the user can tell the topic is clickable and will direct the user to more articles about the topic because it is written in blue. Most of the clickable links are written in blue.

The thing I couldn't understand though is that on the second screenshot, after the brief sneak peek of the article, there is a topic written in the bordered box. The user can tell it's a topic because it echos topics that the user saw on the Topic Selection page in the beginning. I was just thinking whether it is really necessary to add the topic I follow on the very top of the page and then add more topics which the article is also tagged as on the bottom. I was thinking, if the tags have to be visible somehow, if they could all be organized in the same place (I would suggest on the bottom, like how the tag "Relationships" is placed).

Under the topic, there is a thumbnail of the person who organized their personal magazine, name of the person, name of their personal magazine, where they got the article from (from a different magazine).

If a user doesn't have their picture uploaded there would be a placeholder thumbnail with the initial of their first name on it.

Following: All



I was a bit confused with the icon for the "Following" page because I thought it was a window. But after I clicked on it and looked at the content, I found out that the icon mimics the way the contents are organized.

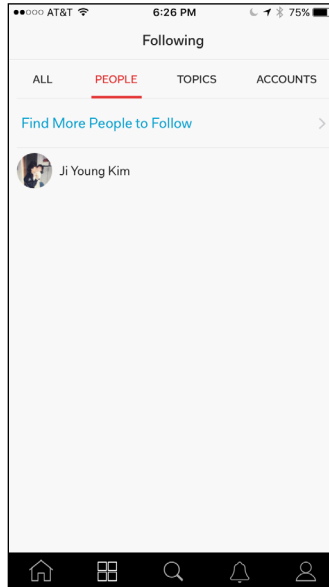
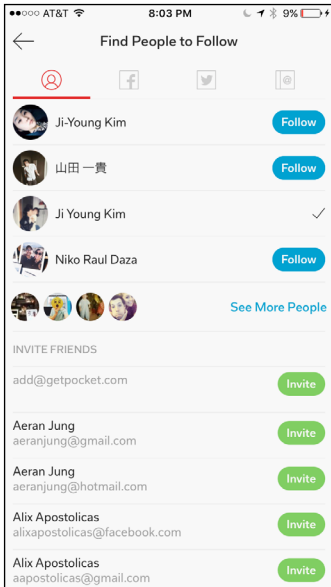
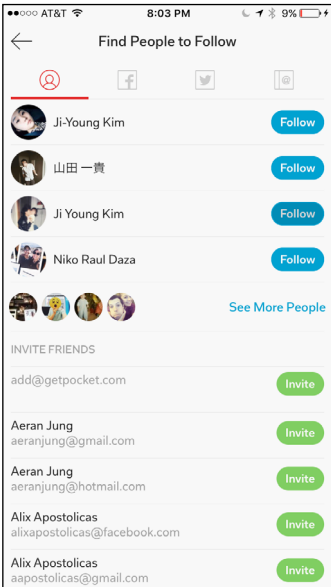
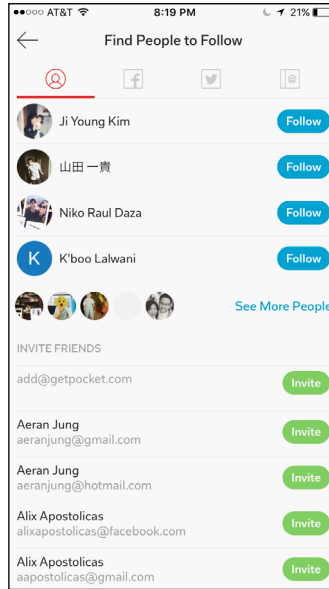
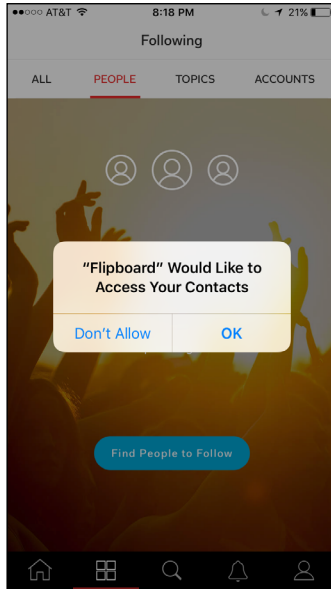
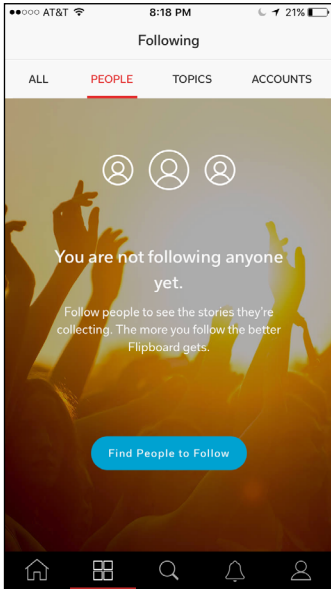
The photos used generally make sense, like how they chose an image of a phone with WhatsApp icons for "Technology", a picture of a corgi for "Cute Animals", a picture of a rabbit with a camera for "Photography", etc.

However the photos for Wine Tasting and Spirituality don't really communicate well. A picture of a house? A picture of a woman getting on a subway?

The way the photos are cropped on the bottom indicates there are more to this list

The user can tell which page is he/she on because of the tab navigation on the top. ALL is in red while other tabs PEOPLE, TOPICS and ACCOUNTS are all in Black. There is also a red line under the ALL tab.

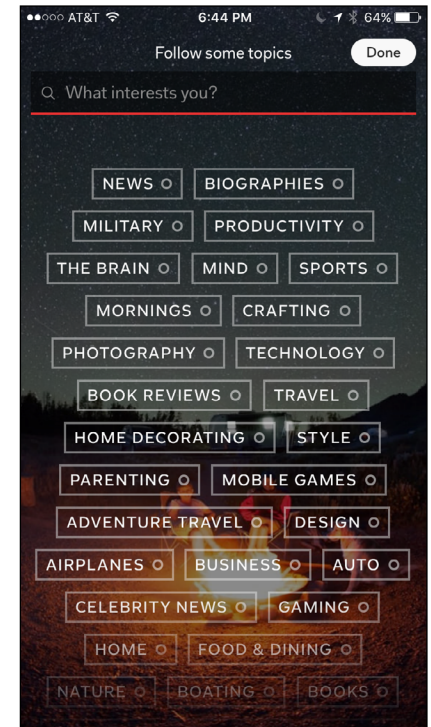
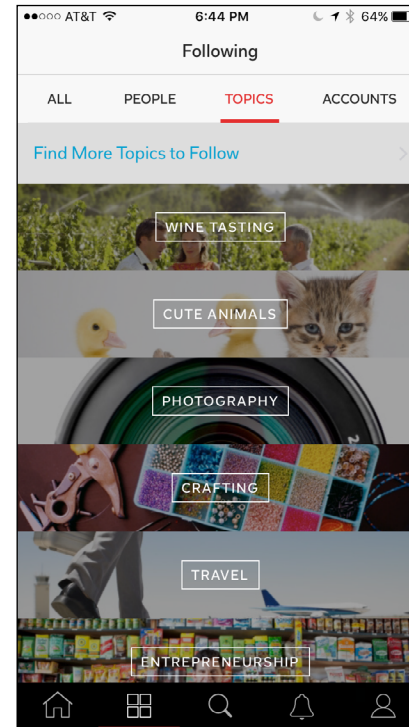
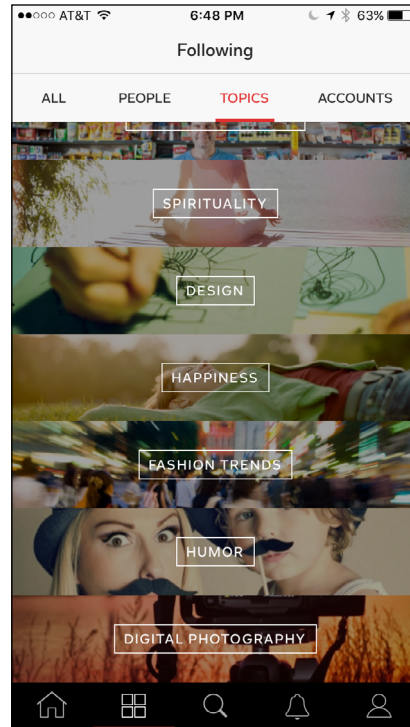
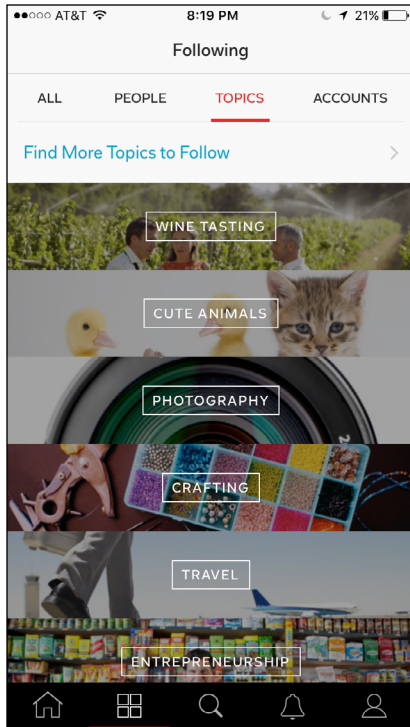
Following: People



When the user clicks the People tab within the Following page, the app asks whether it can have an access to the user's contacts (the user's email, Facebook, Twitter, and phone contacts). Once the user gives it an access to the contacts, it will go through it and pull up a list of people who are already on Flipboard. It also has a list of people who are not but could invite them to join the user.

If the user follows someone, the shade of the "Follow" button next to the person becomes darker and the button changes into a check mark.

Following: Topics

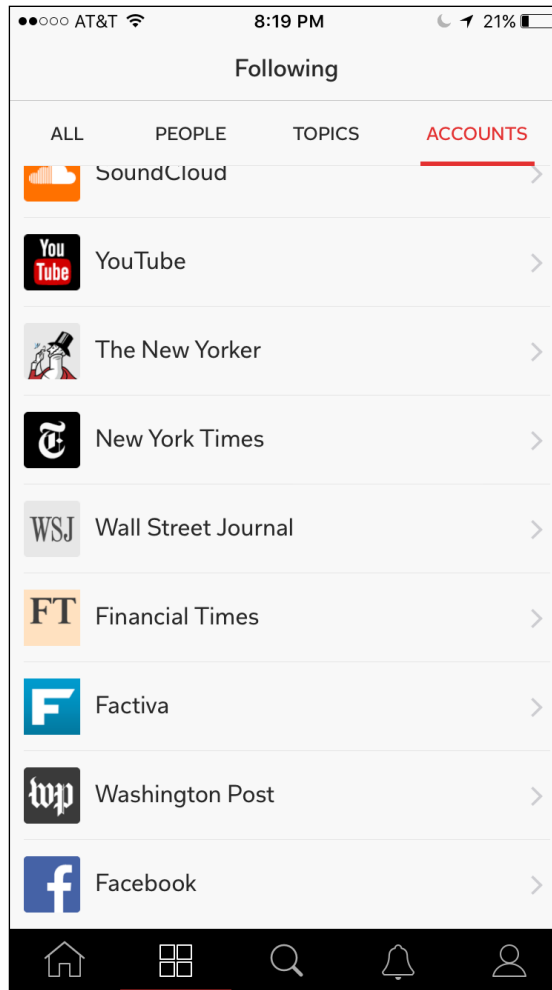
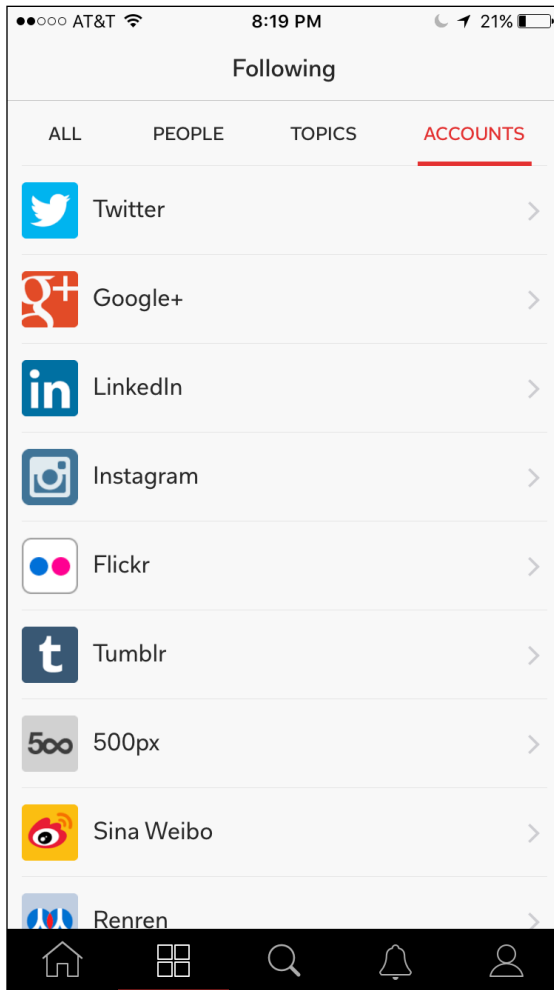


The photos chosen for the background images of the topics generally make sense except for some topics like "Entrepreneurship", and "Fashion Trends". Because personally, the picture for "Entrepreneurship" looks more like for "Grocery Shopping" and the one for "Fashion Trends" looks more like for "Urban Development" or "City", etc.

The way the image on the bottom is cropped looks very strategic, to indicate there are more to the list.

If the user clicks "Find More Topics to Follow", it will direct them to the Topic Selection page the user saw in the beginning. The difference is though, that the user doesn't have to select more than 5 topics to be able to click on the 'Done' button (and it's not 'Next' button like the one the user saw in the beginning).

Following: Accounts

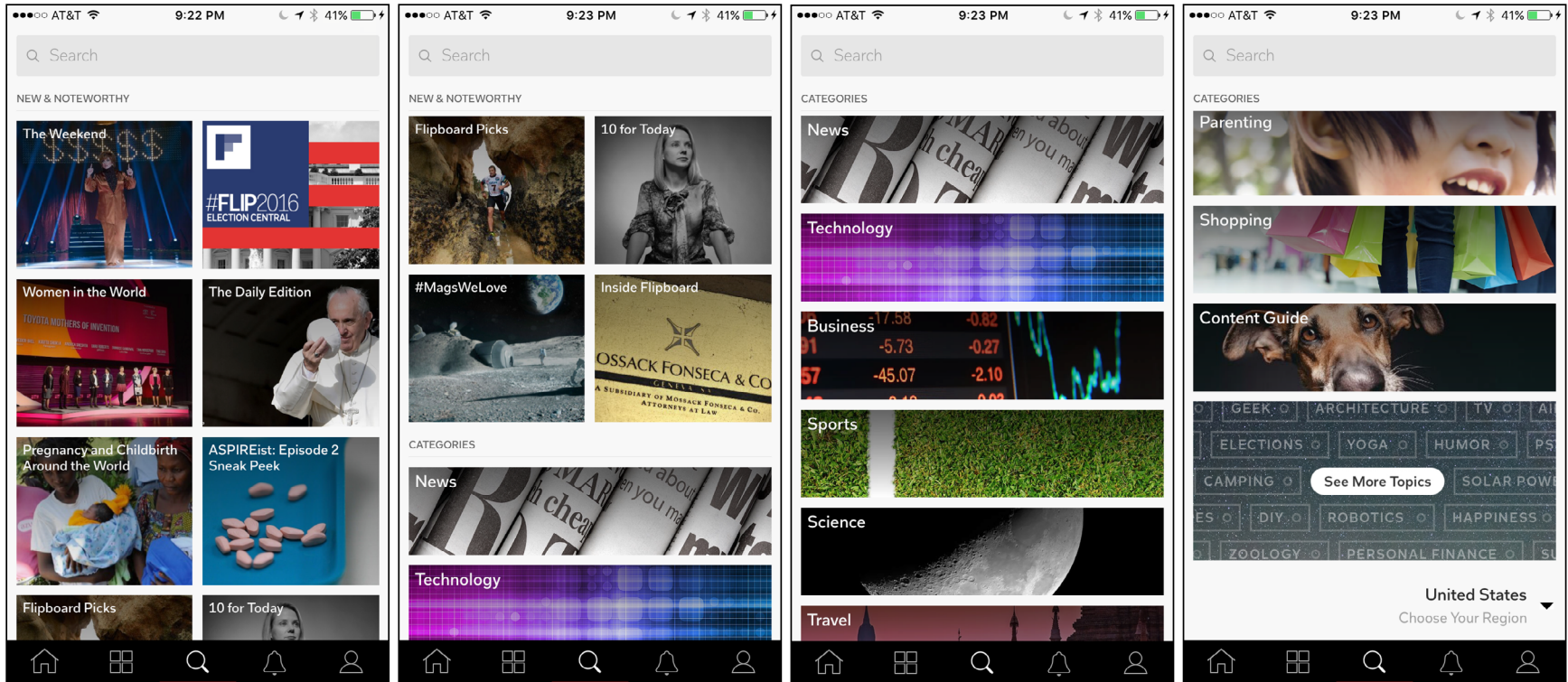


On Accounts page there are so many SNS options the user can find someone to follow.

From SNS like Twitter, Google+, LinkedIn, Instagram, etc. to News apps/websites like New York Times, Walls Street Journal, etc.

Again, The way the list on the bottom is cropped is strategic, to indicate there are more to this list.

Search: Overview

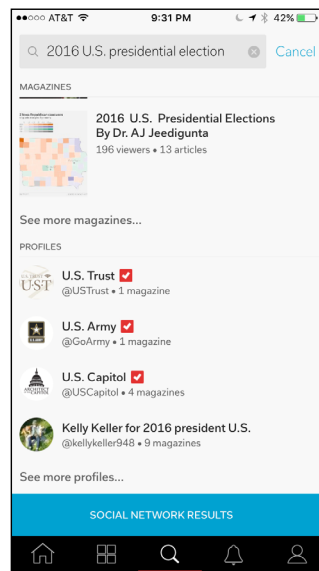
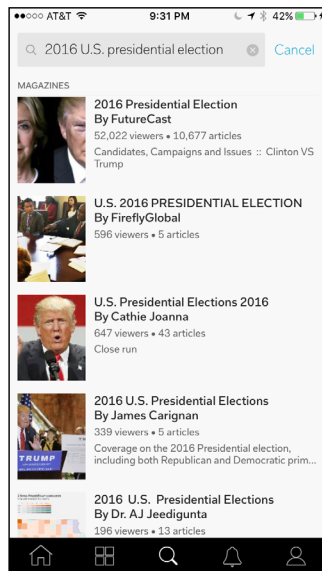
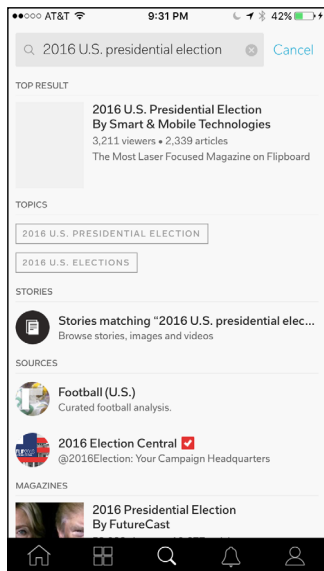
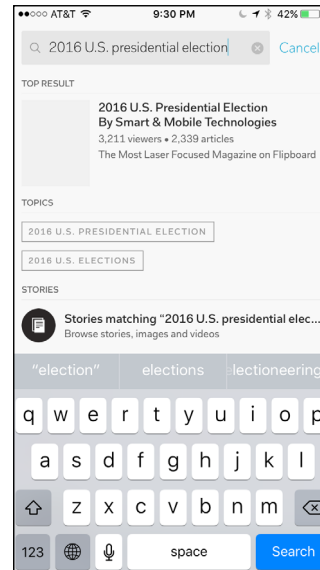
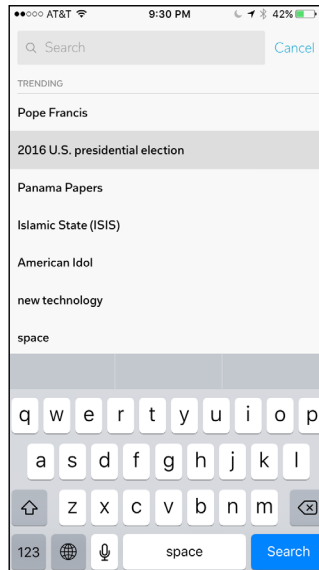
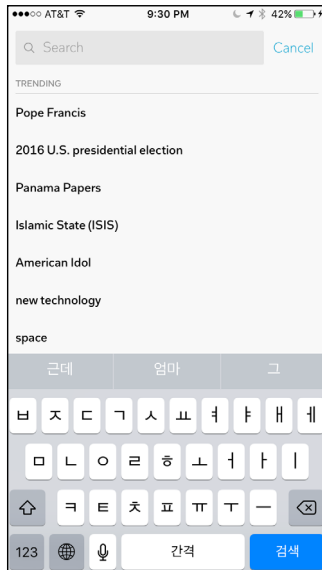
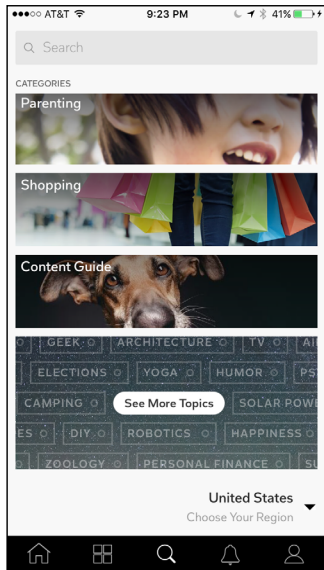


The Search page gives a nice overview of what are new and noteworthy articles out there. Again, the designer was very strategic on the images get cropped on the bottom to indicate there are more to this list. There are two sections of this Search overview page: New & Noteworthy and Categories.

The page looks pretty similar to the Follow page because of the way the images are organized for News & Noteworthy section. The type size for the names of the sections is small, even smaller than that of the topics. Even so the user can clearly distinguish different sections because of the way Flipboard use the columns (one column for Categories and two columns for News & Noteworthy).

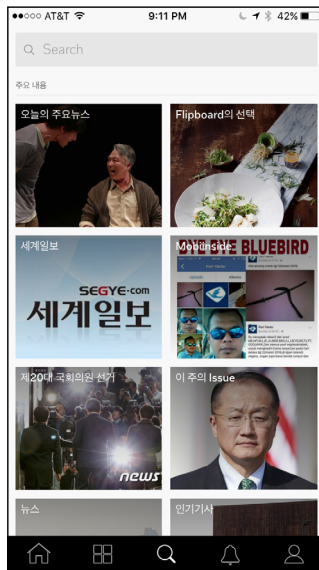
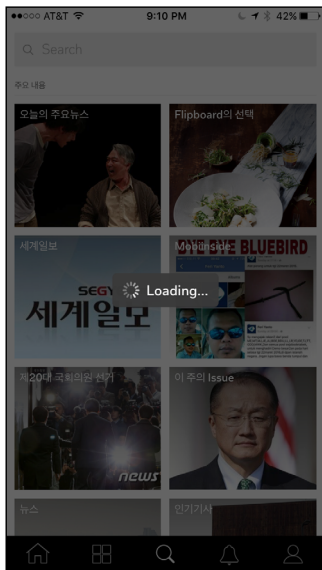
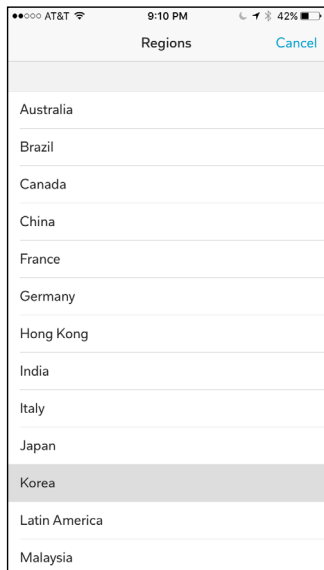
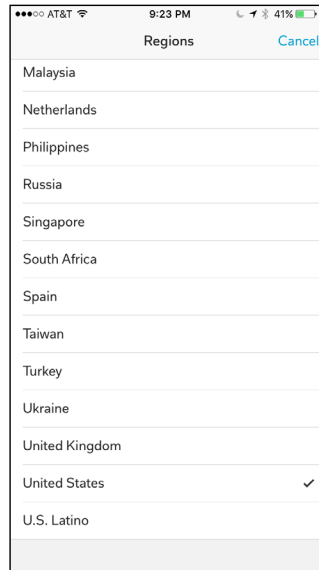
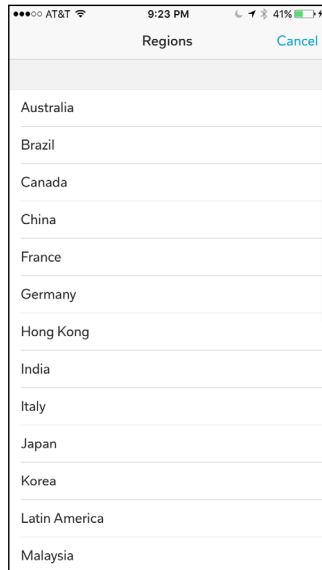
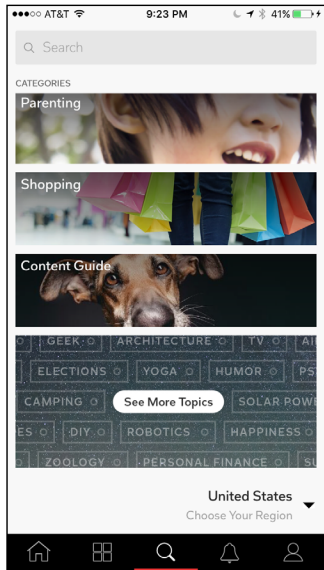
The imagery makes sense for the most of the part except "Content Guide". I personally don't understand why they would choose a picture of a dog for the picture for "Content Guide".

Search: Search Bar & Results



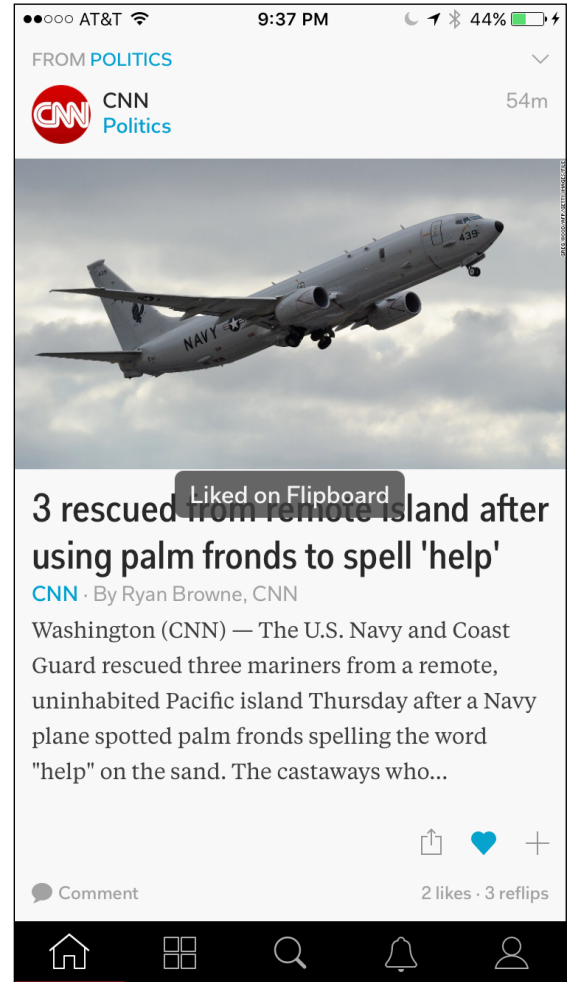
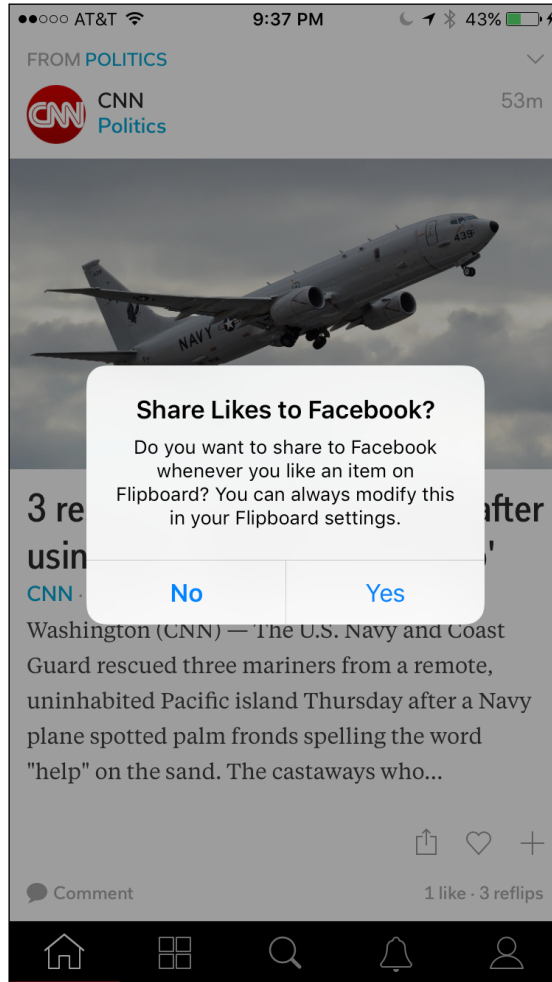
When the user clicks the search bar on the top, it will show some of the trending keywords the user can choose from. The keyboard will also pop up from the bottom and the user can type whatever they would like to look up. If the user types the keyword in or choose one of the trending keywords from the list, the page will show Top Result, Topics, Stories, Magazines, Profiles and Social Network Results.

Search: Choose Your Region



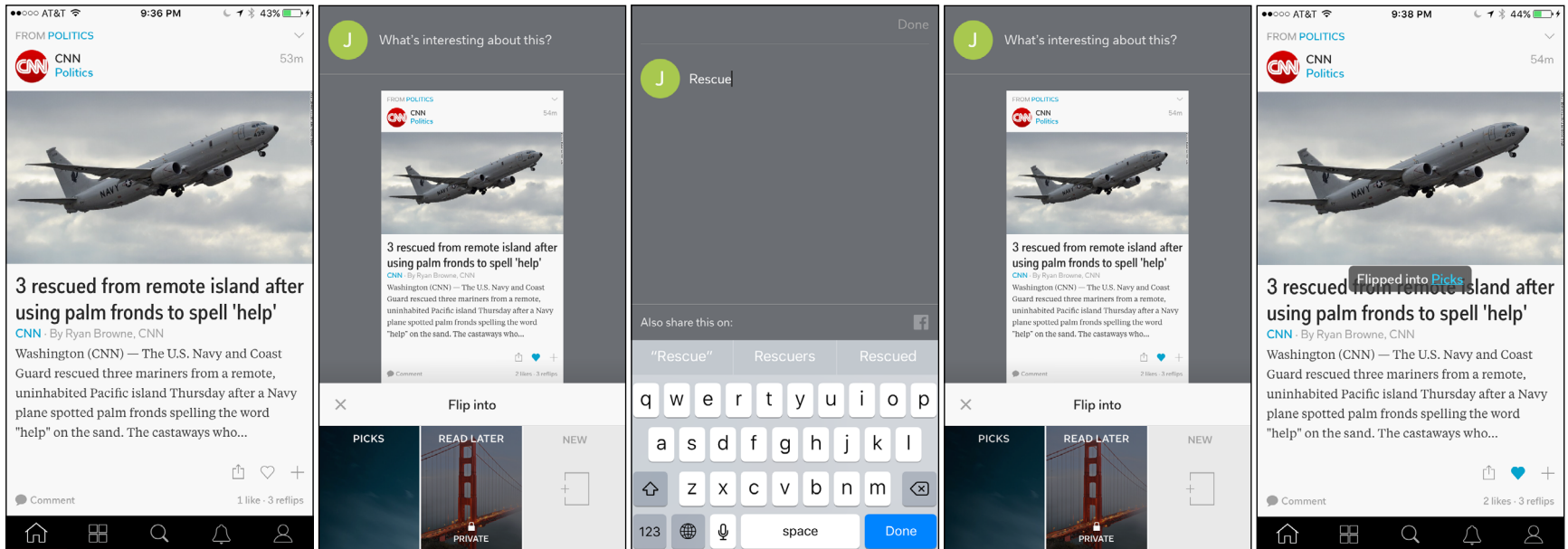
If the user clicks the drop down menu that says "United States Choose Your Region", it will direct the user to the page with the list of Regions that the user can choose from. If the user clicks a different region (Korea, for example), depends on the region, it will change the language and the kind of news the user will see on the app.

Previously on the Categorization/More Info slide, it was mentioned that Flipboard is available in English, Dutch, French, German, Italian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Traditional Chinese, and Turkish. But that different language option is only specific to the region the user chooses. Meaning, for example, it's not possible to read an article by The Huffington Post US about the presidential debate in Korean.



The like button is placed on the bottom right corner of the article and the user can simply press the button if they find an article that they like. When the user presses the button, the app asks whether the user would like to share likes to Facebook. "No" is written in bold and "Yes" is written in regular type. No is probably what users would usually do but Yes is placed nearer to the user's thumb and the user can tell that though it's not written in bold, that is what the app wants the user to do, to share the activities on the user's SNS, make the followers of the user on SNS to see the user's activities on Flipboard and possibly spark the curiosity of other non Flipboard users on the SNS and make them to join Flipboard. After they press the like button, the app says "Liked on Flipboard" on the middle of the page and the heart which used to be empty now turned blue

Flip Into (Add to Magazine)



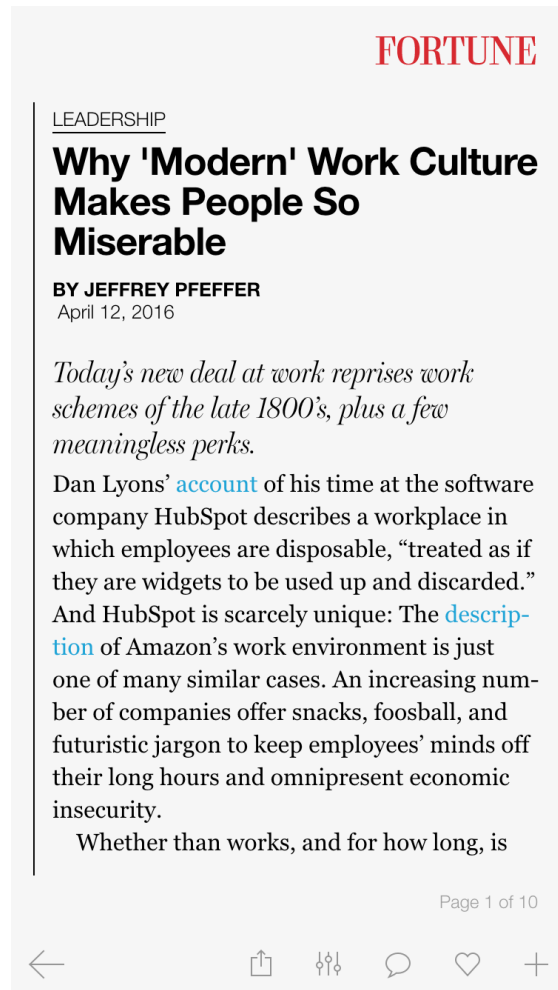
The user also has an option to add an article to their personal magazine. If they find an article they think they could add to their magazine, they could press the plus icon next to the heart icon.

If the user clicks the plus icon, it will direct the user to this page.

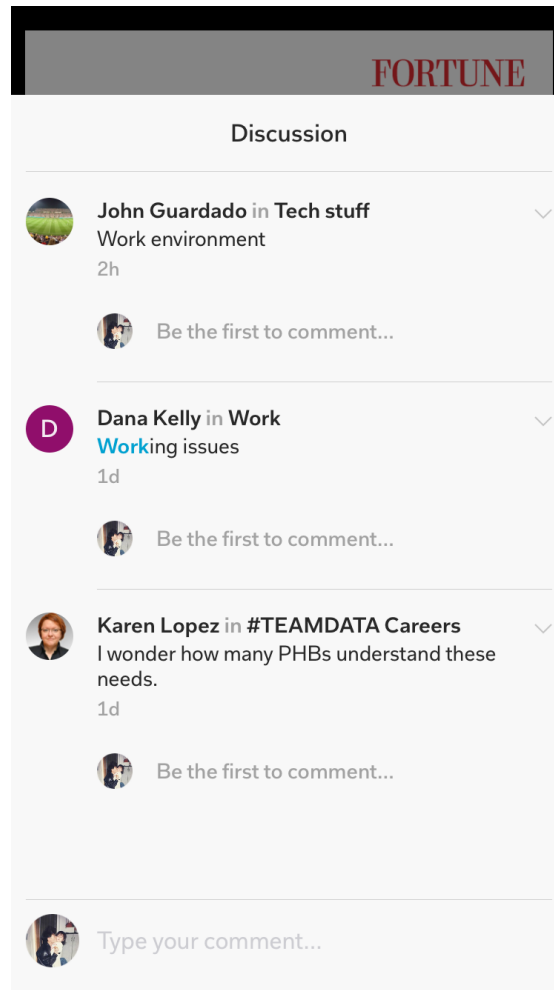
The user has an option to write what's interesting about the article and also share it on Facebook.

If the user doesn't wish to add the article to any of the magazines available, they could click on the x button. If the user wishes to add new magazine, they could click on the new button on the bottom right.

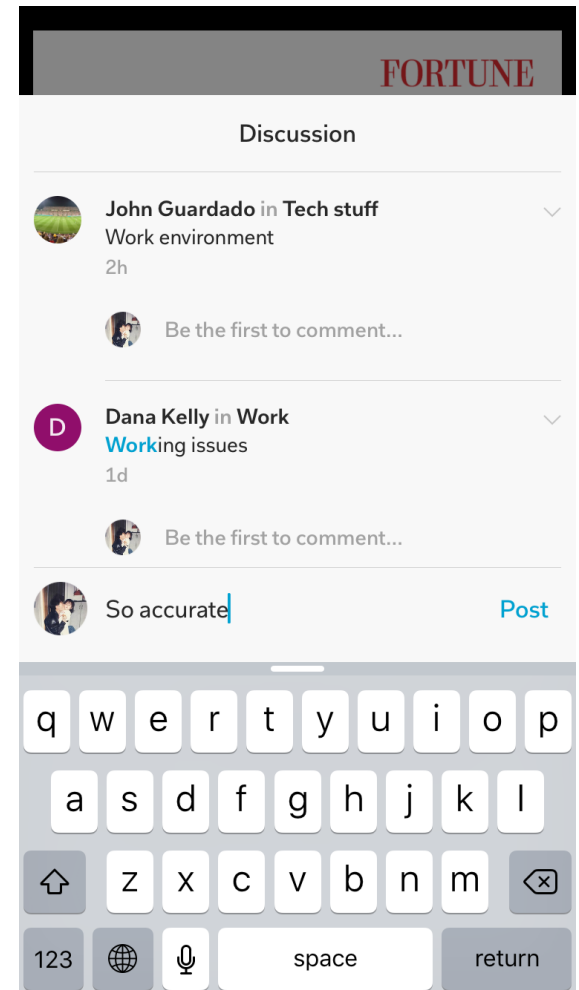
If the user chooses to save the article into one of the magazines, the app will say, "Flipped Into *the name of the magazine**"



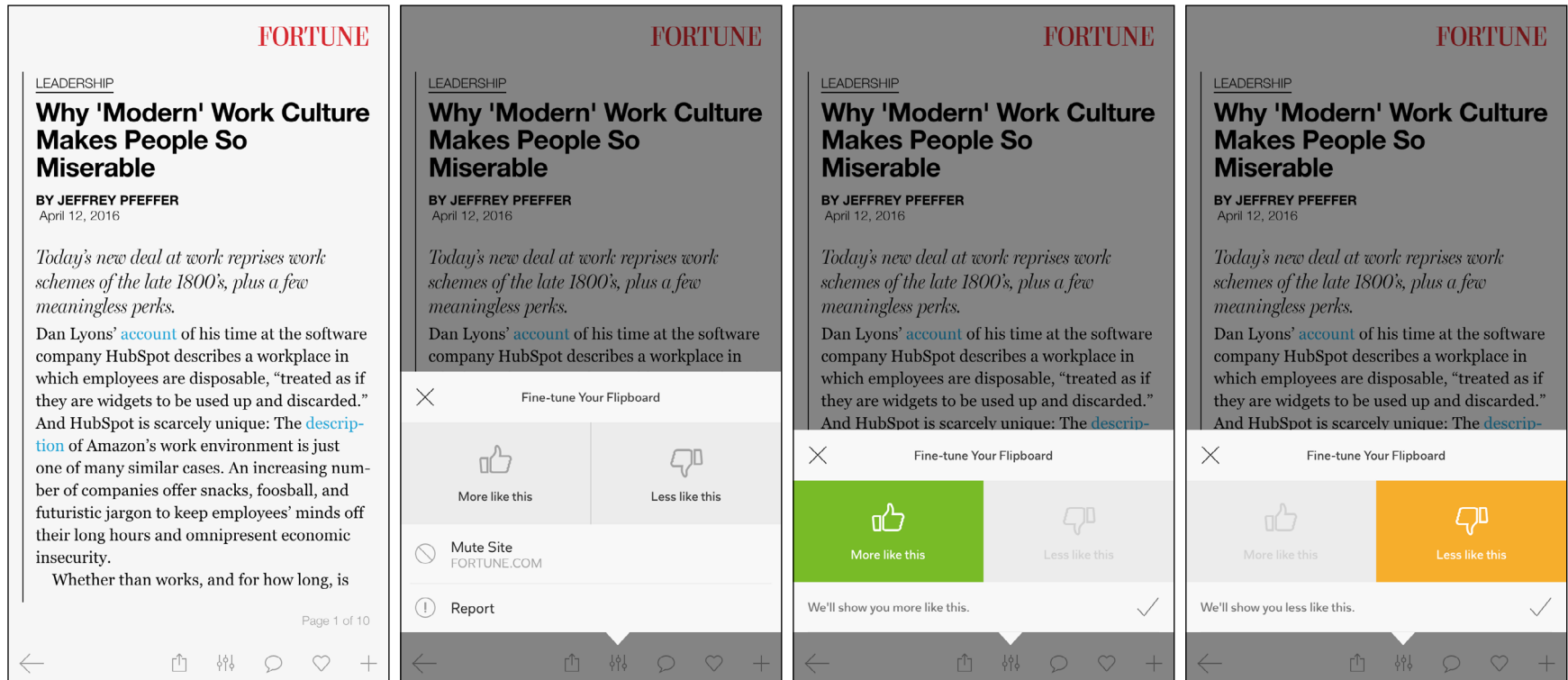
The user can also comment on the article they find interesting. The comment icon looks like a script bubble and it makes sense.



If the user clicks the comment icon, they could see what others commented and the user also has an option to reply to other people's comments



To comment, the user can simply tab the input field with the placeholder text "Type your comment..." and write their comments and press "Post"

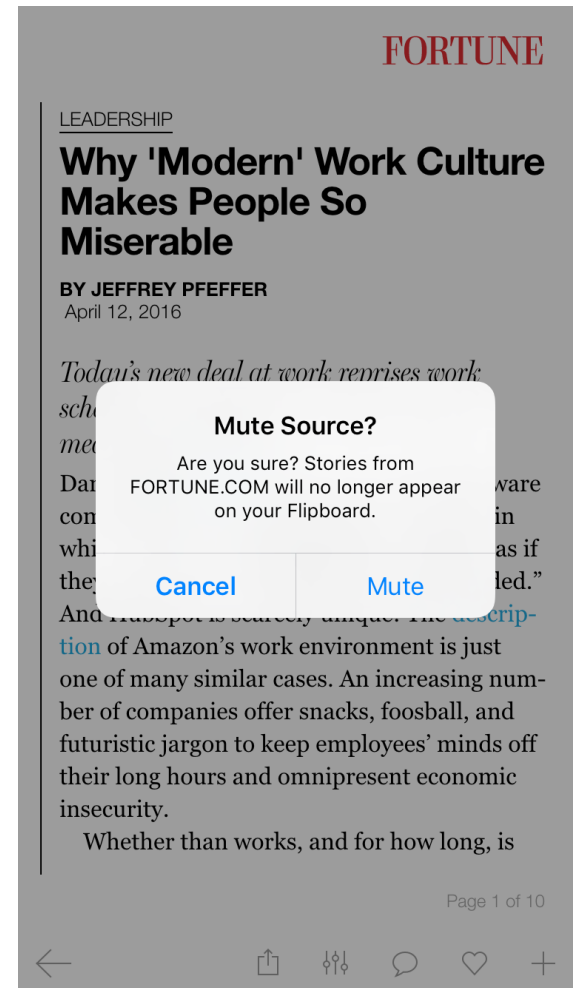
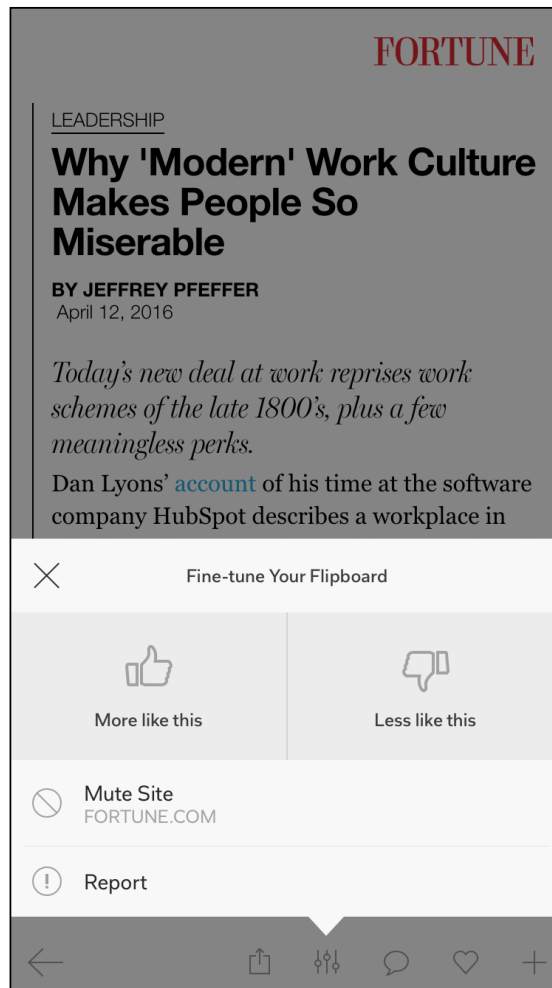
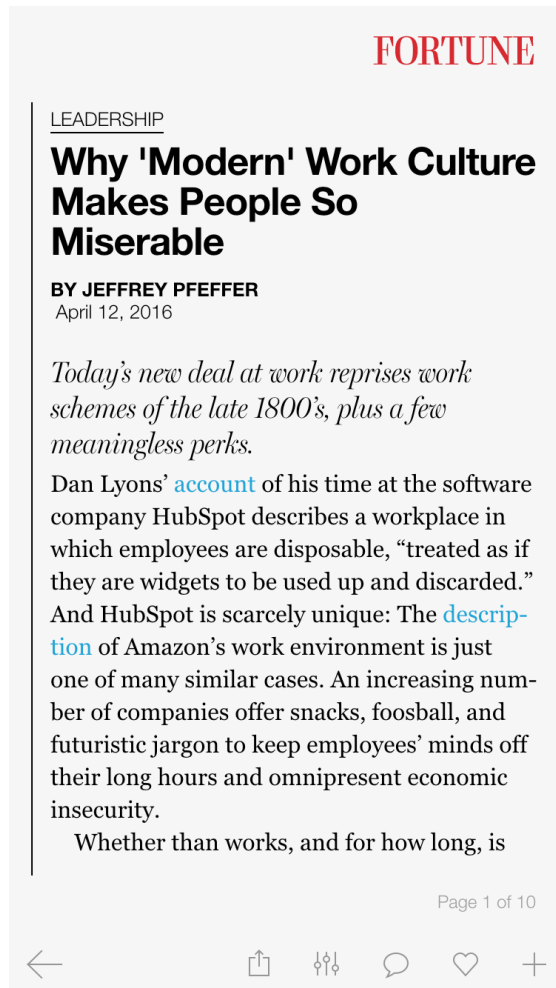


If the user clicks the control panel icon next to the comment icon, it will show them a script bubble window with options to fine-tune their Flipboard. They could either press "More like this" to get news/magazines that are similar to U.S. Trust Magazine or "Less like this" to not.

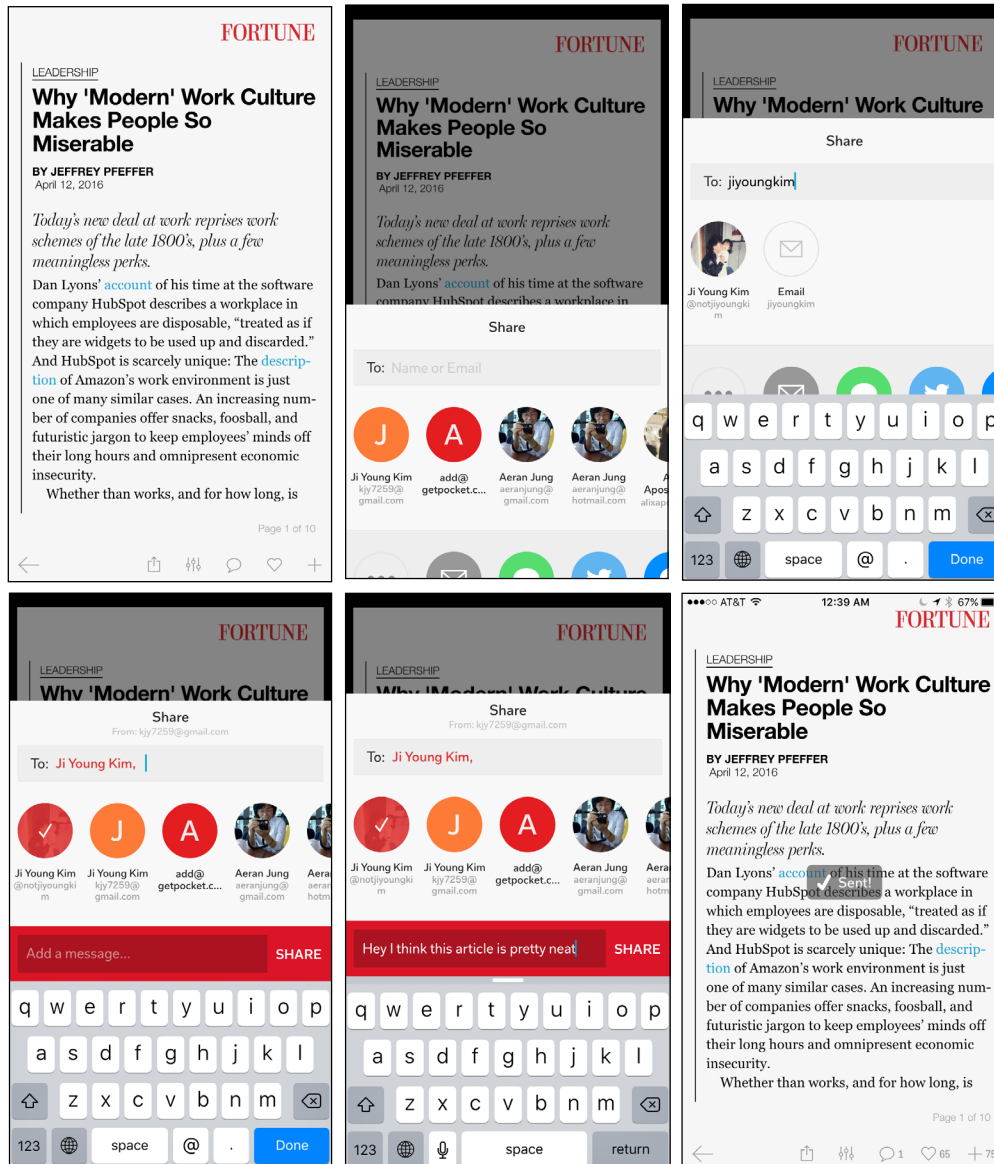
The iconography looks consistent to the ones the user has seen on the navigation bar, share, like, add to, etc.

If they press "More like this", the button turns green and "Less like this" became more faded (but still clickable). It will say on the bottom "We'll show you more like this" and a check mark to say that the app got it.

If they press "Less like this", the button turns yellow-orange and "More like this" became more faded. It will say on the bottom "We'll show you less like this" and a check mark to say that the app got it.



It also has an option to mute certain sites and if the user clicks "Mute Site", the app will ask whether the user is sure to mute the source. They could simply press "Mute" to mute the site or press Cancel if they don't wish to

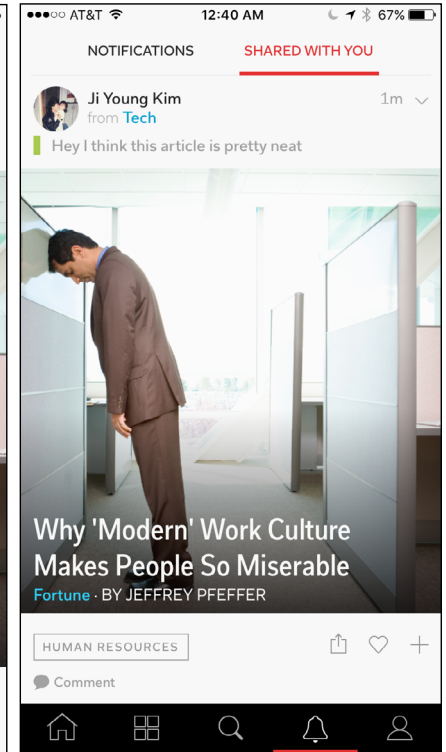
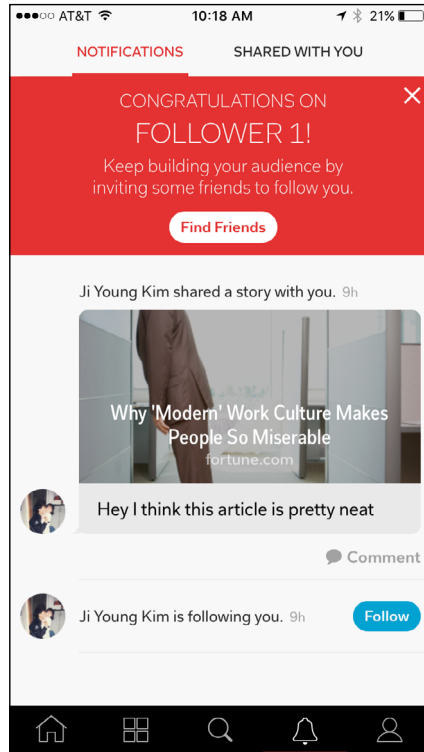


On the left of the Fine Tune Your Flipboard icon, there is a share icon. The user can click it, type in the name of the person the user would like to share this article with. If the user types the name in, the type for the name changes into red and bold type.

On top of the thumbnail of the person selected, there is also an extra red layer with a white checkmark on top to further indicate the person is selected.

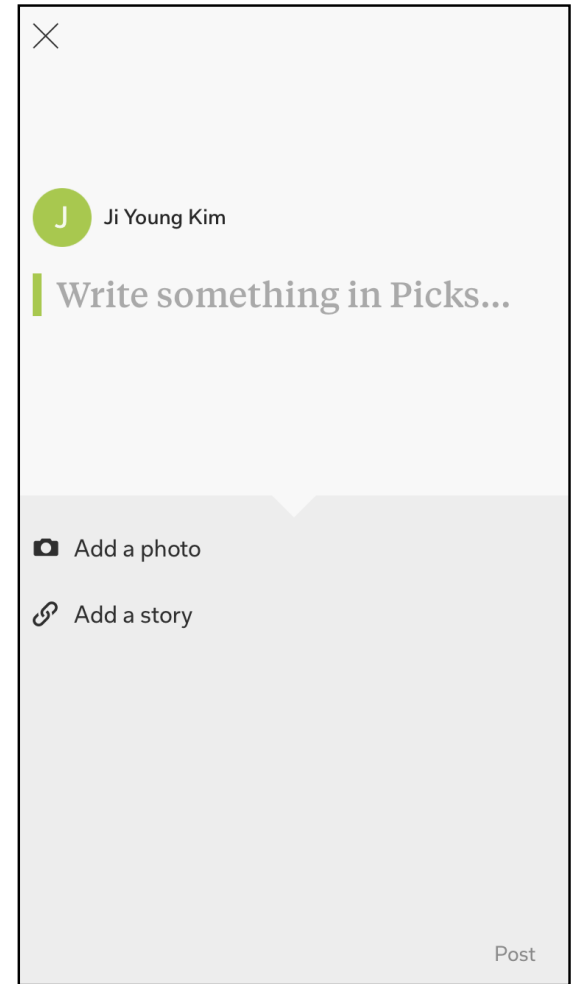
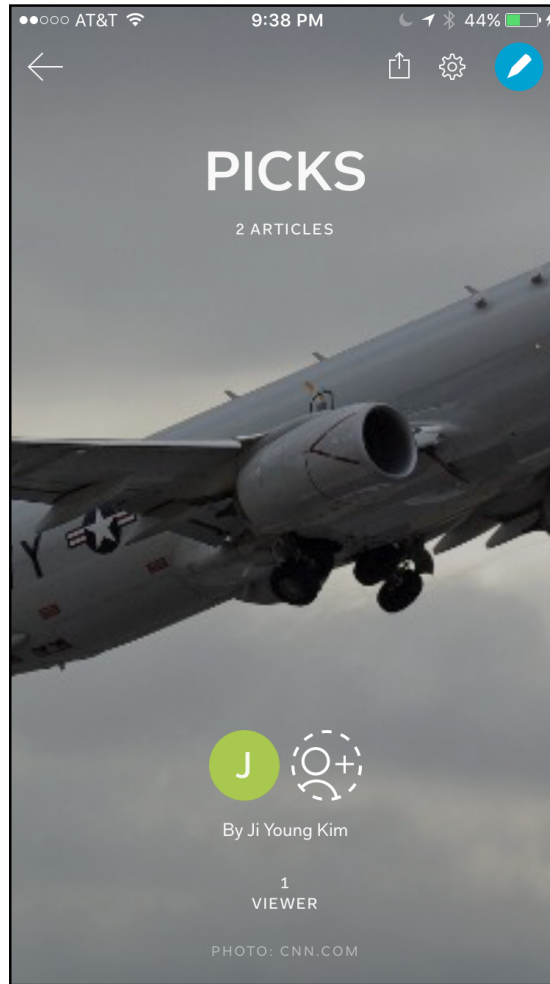
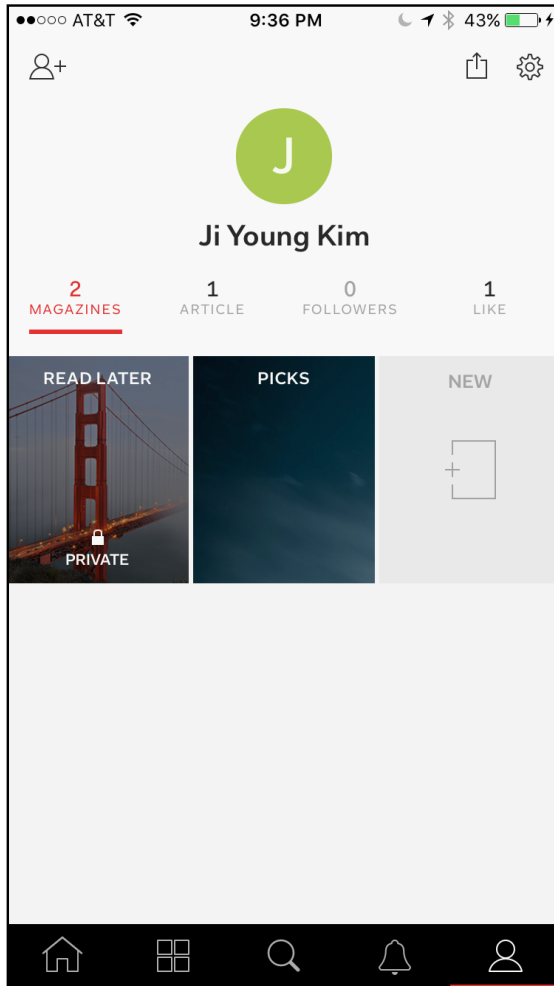
The user has an option to add a message by simply tab the input field with the placeholder text "Add a message", and type in the message. Adding a message is not mandatory so if the user wants to share the article without message, they could just skip that part and tab SHARE.

Notification



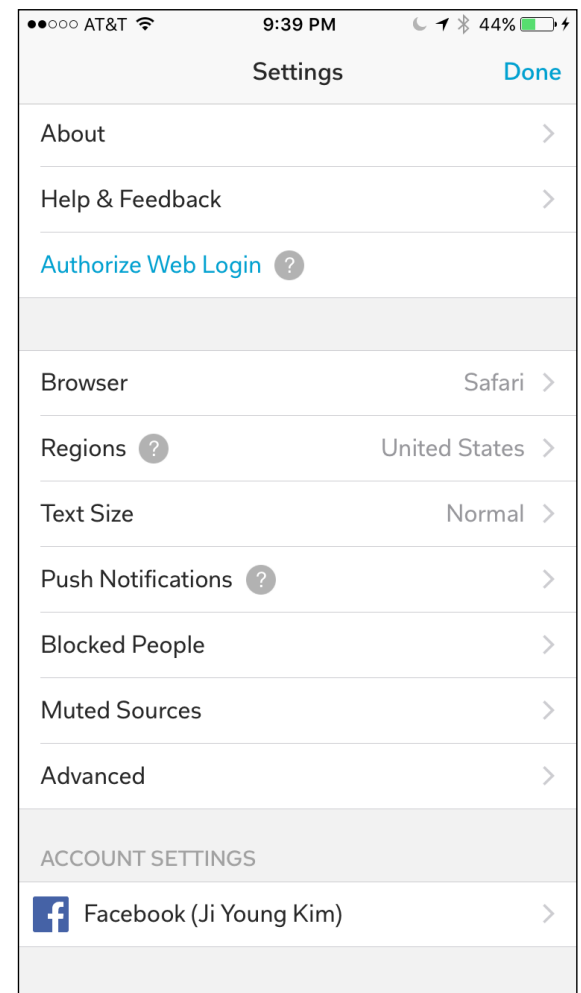
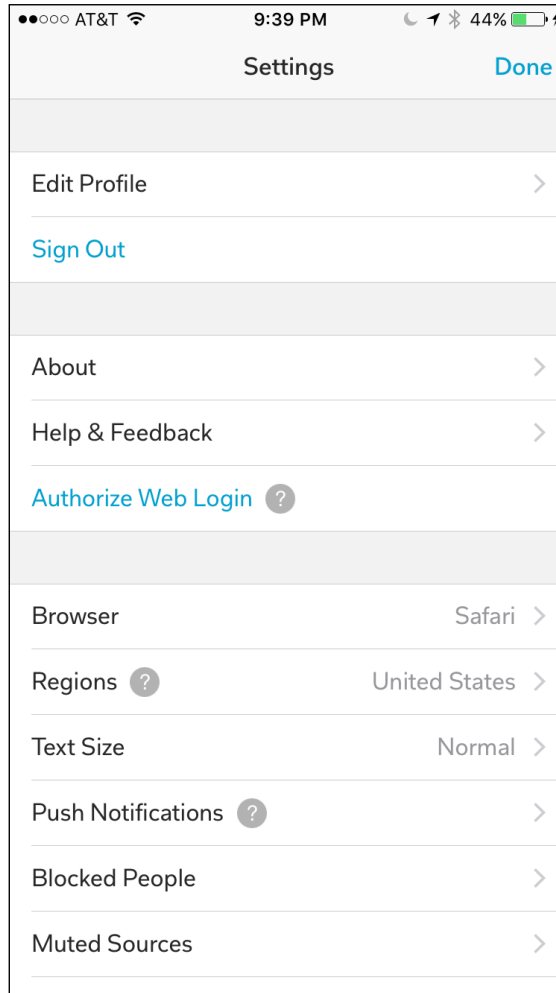
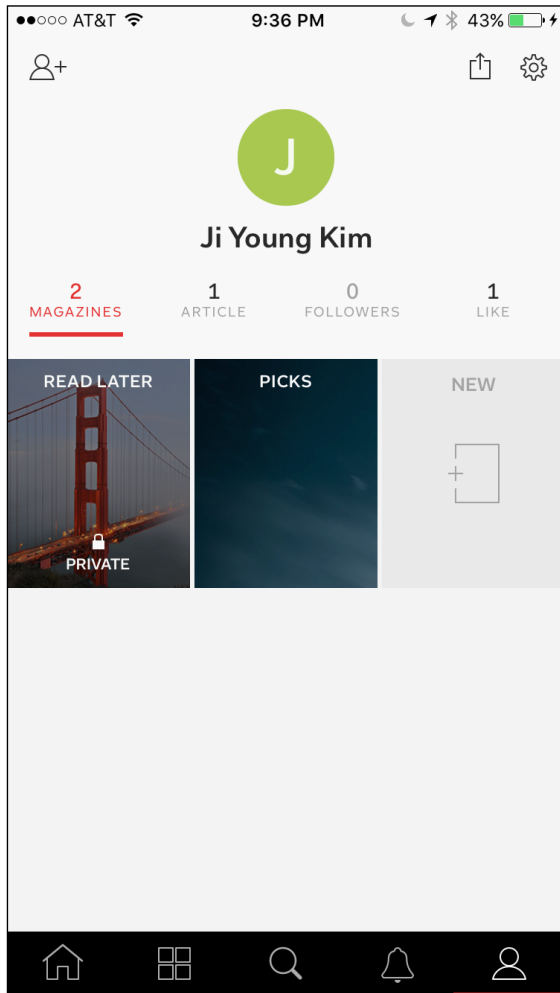
If the user gets a new notification (either they have a new follower or someone shared an article with the user), there would be a tiny red circle right next to the bell icon (notification). The user can click the icon to read notifications. If the user has a follower, it will say someone is following them and it also gives an option to follow the person or not. If someone shares an article with the user, it will show the a part of the hero image used on the article with the title of the article written on top in white. If the person added a message to the article they shared, it will show on the bottom of the article snippet.

My Page: My Magazines



On my page, the user has options to read their own personalized magazines, write something in their magazine, add a cover photo for the magazine and add a story to it.

Setting: Overview

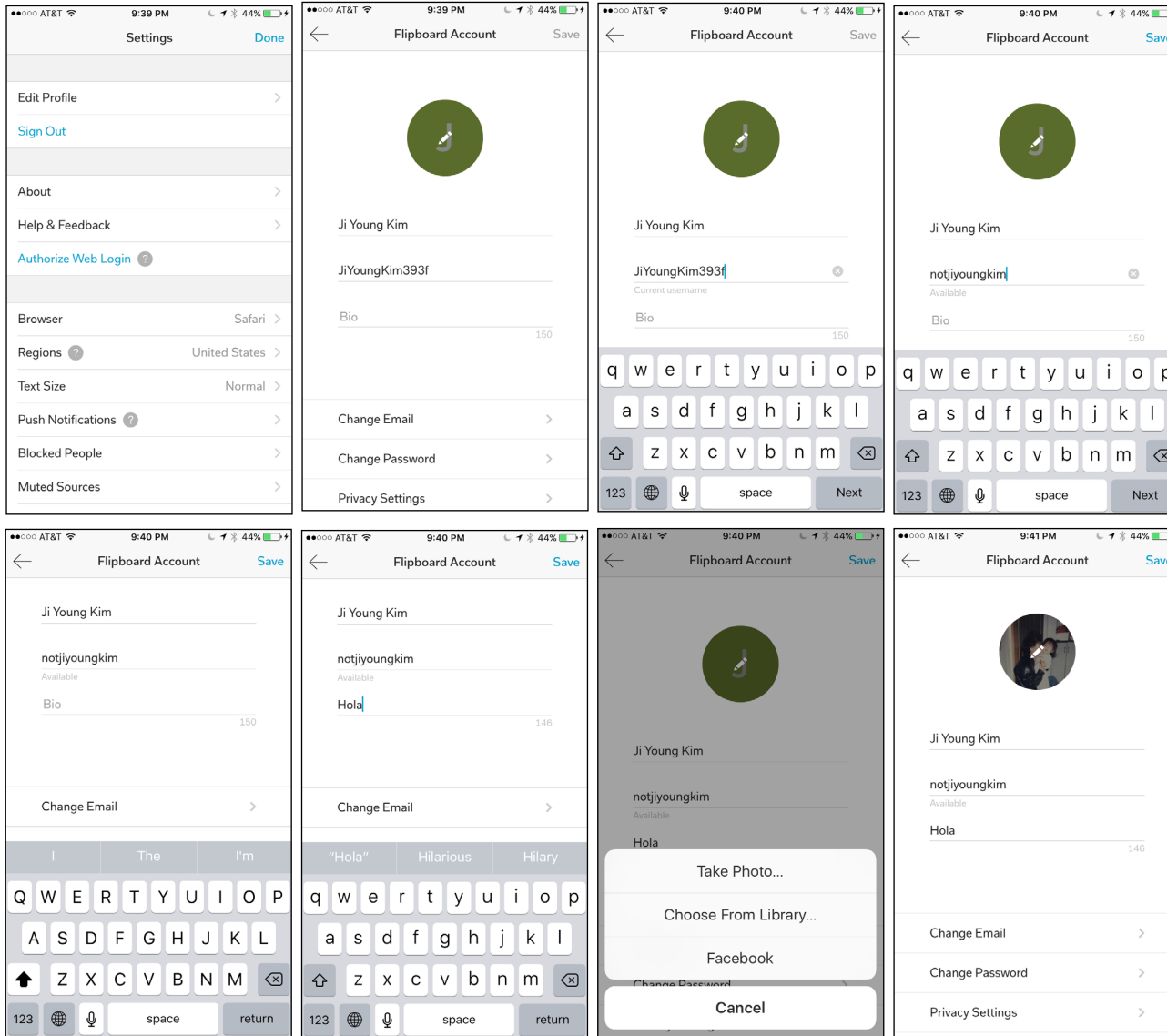


On the top right corner of My Page, there is a cogwheel icon which directs the user to the setting page. On the setting page the user has options to edit profile, sign out, read information about Flipboard, send feedbacks to Flipboard, authorize web login, choose the browser to open an external web page, choose regions, customize text size, manage push notifications, see blocked people, muted sources, "advanced" menu, SNS account settings. There are question mark icons which user can click each of them if they have questions about, for example, what "Authorize Web Login" is supposed to mean

Flipboard

Edit Profile

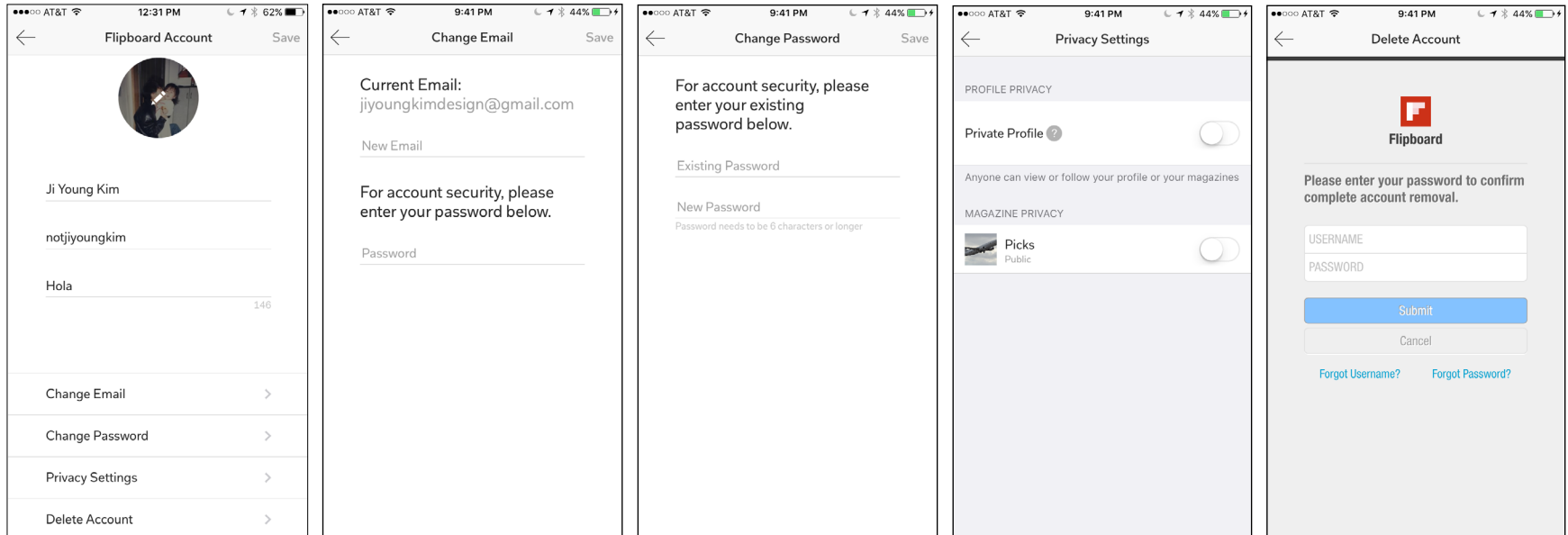
Ji Young Kim
GRDS387-A01 | Interface Design
Professor Holly Quarzo | Spring 2016



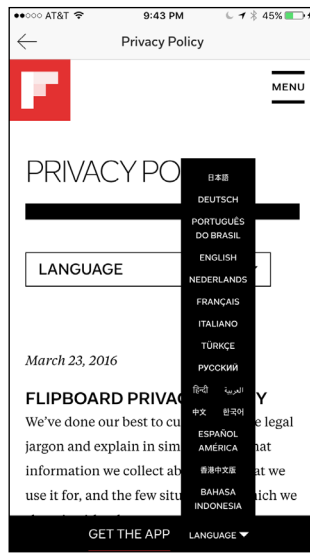
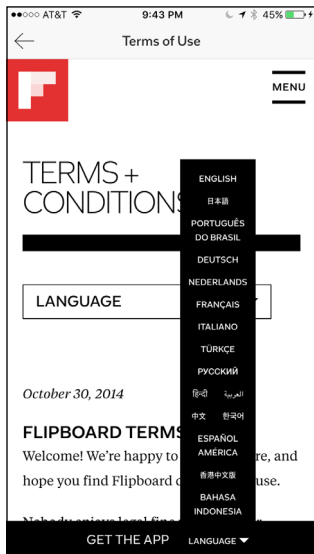
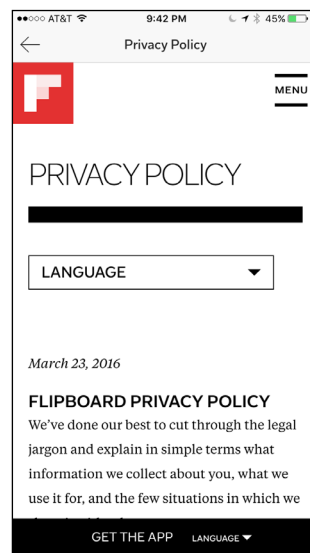
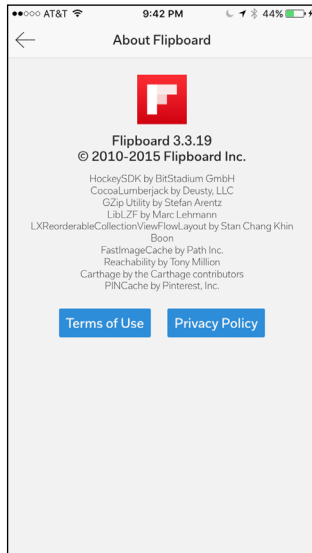
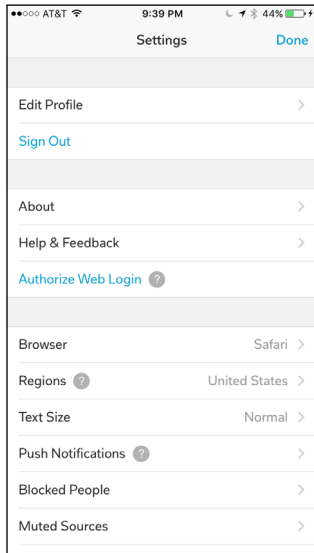
The user can edit basic information about themselves on the top part of Edit Profile section. They could change their name, their username, and their bio.

The app will tell the user automatically if the new username they put in the input field is available or not.

The user can also upload pictures either by taking a photo directly with the phone camera, choosing a photo from Library, or choosing Facebook profile picture.



Under the basic account information setting section, there is a section dedicated to a lot more serious personal information (email, password and privacy) and delete one's account. The user can change their email address, password, and toggle the privacy of their profile and/or their personal magazines. If the user clicks Delete Account, it will direct the user to the page which asks their username and password, to confirm that they really wish to delete their account. The user can tell it is a page outside the native app because the visuals like the type choice and treatment and the style of the button are different. If the user doesn't wish to delete their account, they could press the arrow on the top left corner.

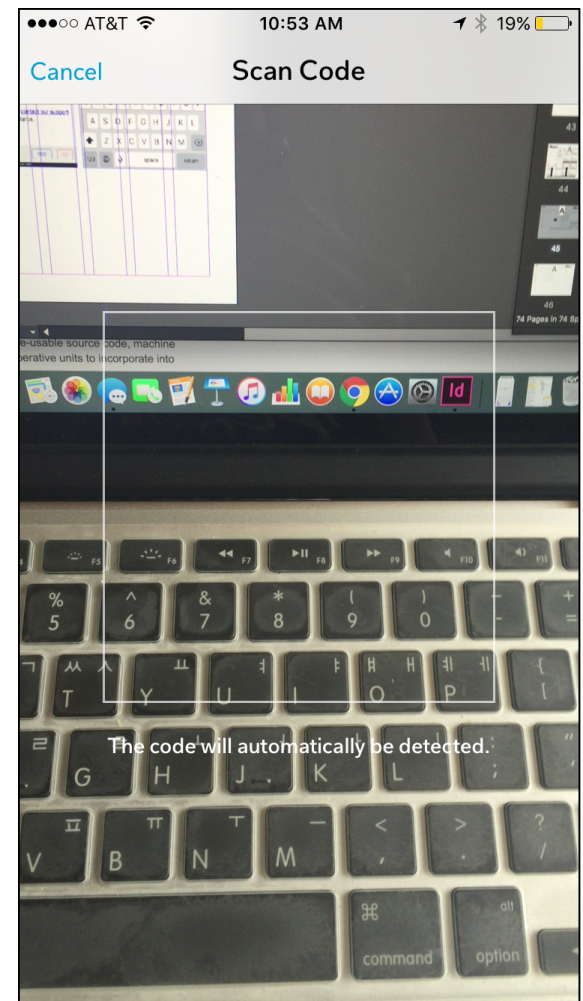
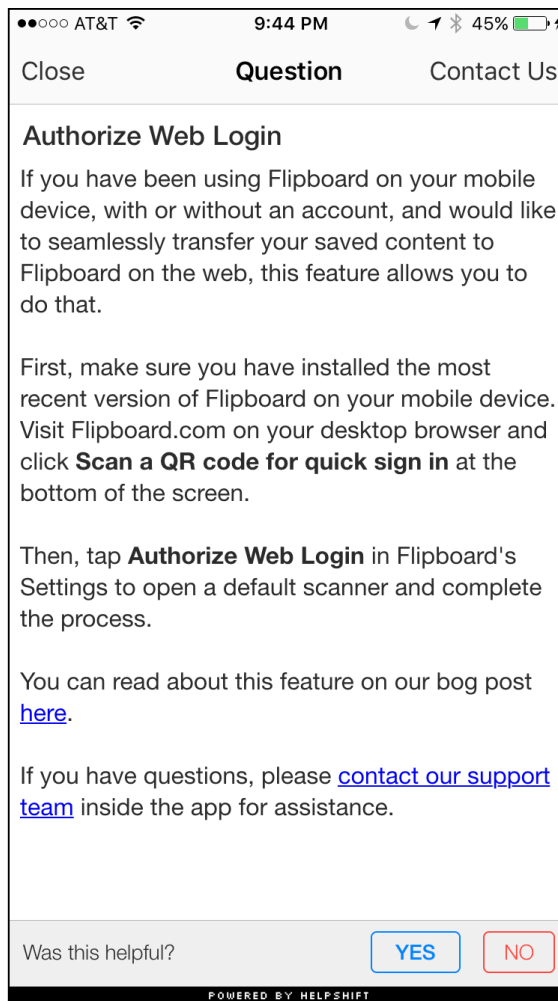
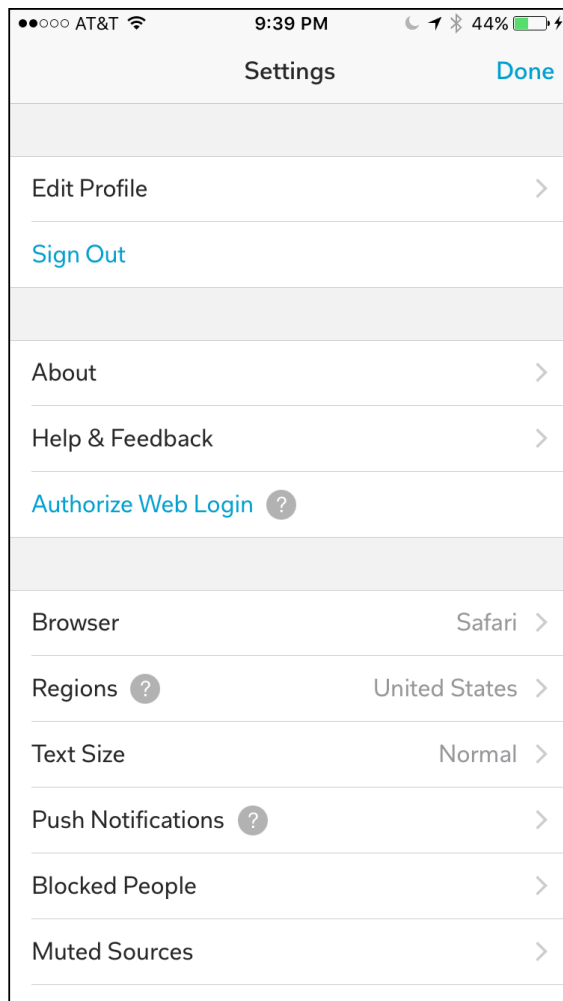


On "About", the user can see which version the app is on the copyright and a brief information on the creators of this app. Under that, there are two buttons, one for Terms of Use and another for Privacy Policy. If the user clicks either of them, it will take them to the Terms and Conditions web page and the Privacy Policy web page. The user can tell it's a web page because on the bottom of the page it encourages the user to get the app when the user came to the page through the app...

Flipboard's simple yet clean aesthetic is consistent even on Terms and Conditions and Privacy Policy pages.

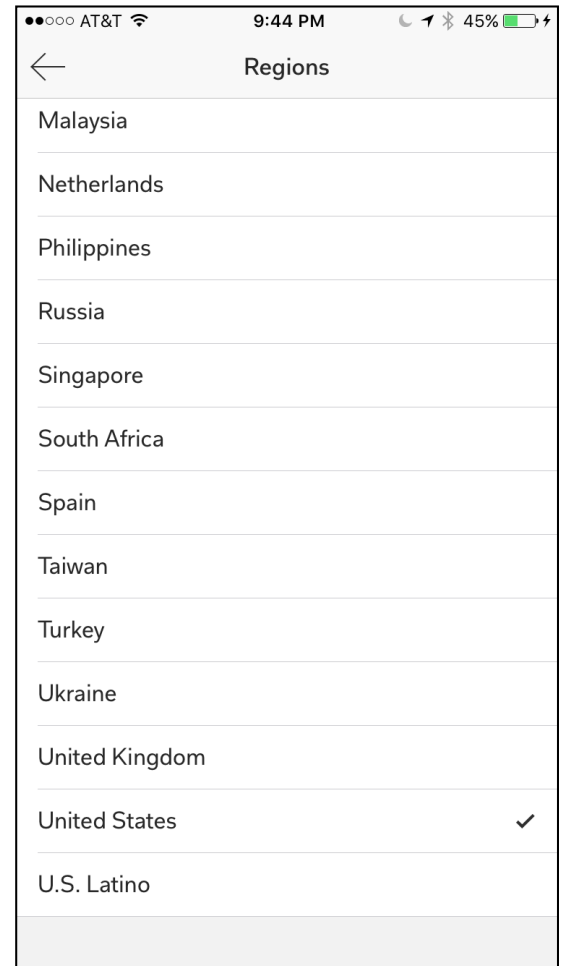
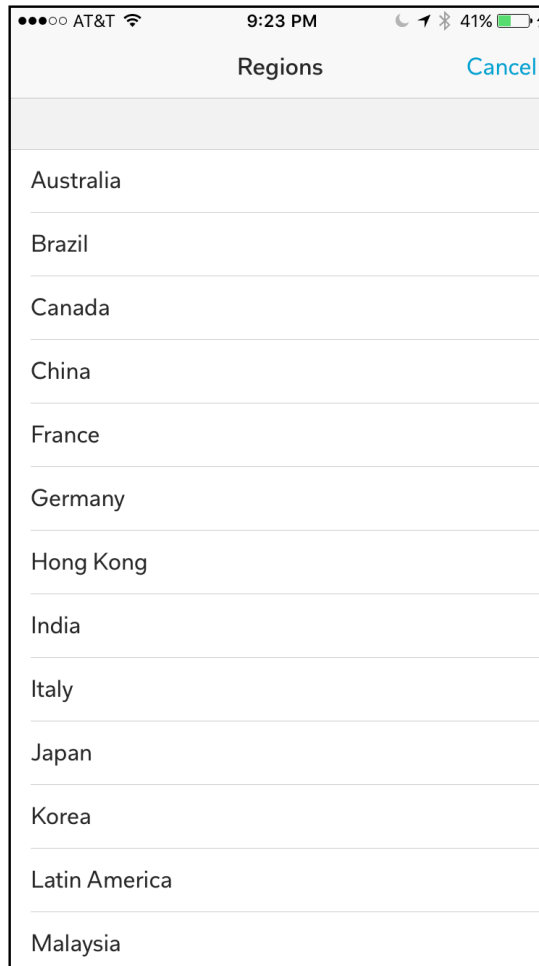
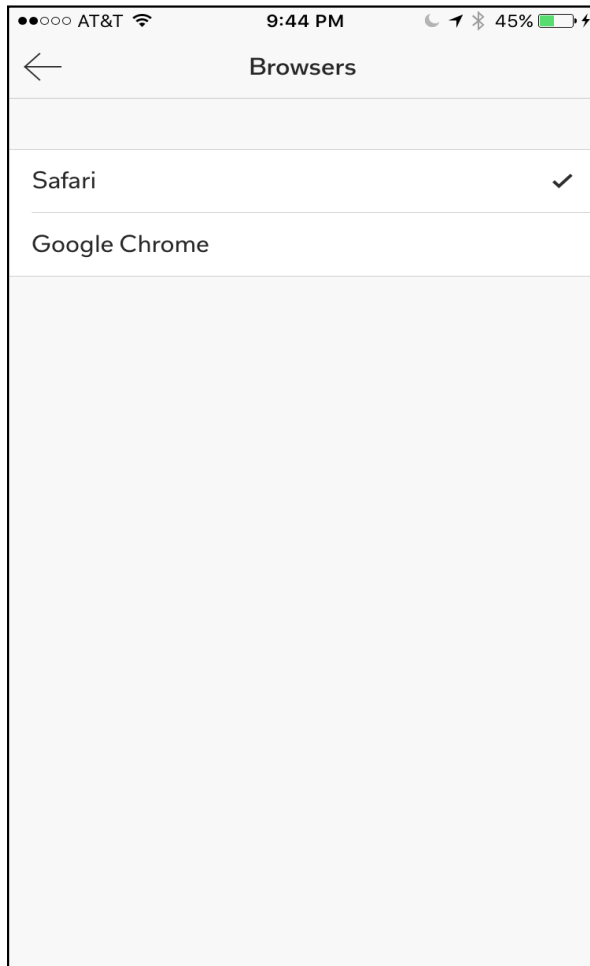
The user also has an option to read the information in different languages. The bottom navigation is sticky so if the user wants to read the information in a different language while they are in the middle of the whole reading, instead of going all the way to the top to change the language they could simply tap the language drop down menu next to "GET THE APP" and change the language.

Authorize Web Login & Question



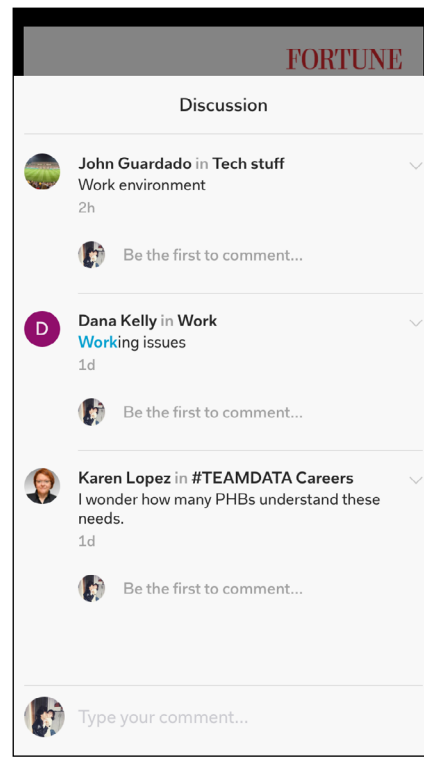
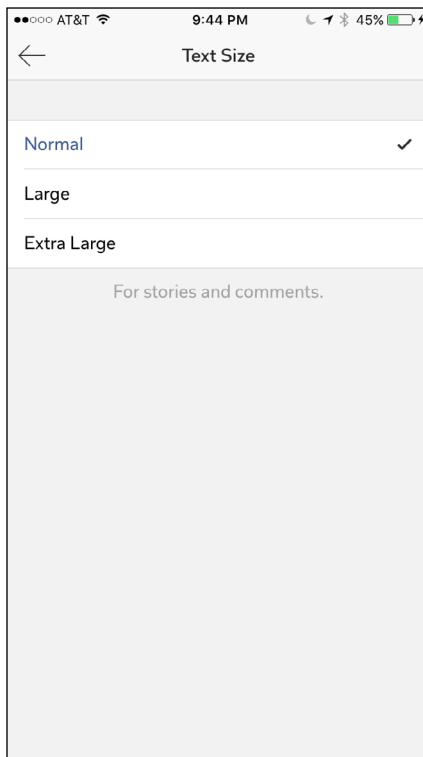
Since I had no idea what "Authorize Web Login" means, I clicked on the question mark next to it. It directed me to this page, powered by this page powered by another app called Helpshift, that explains what "Authorize Web Login" means. If the user clicks "Authorize Web Login" it will open my camera so that it would scan a QR code for quick sign in.

Browsers & Regions

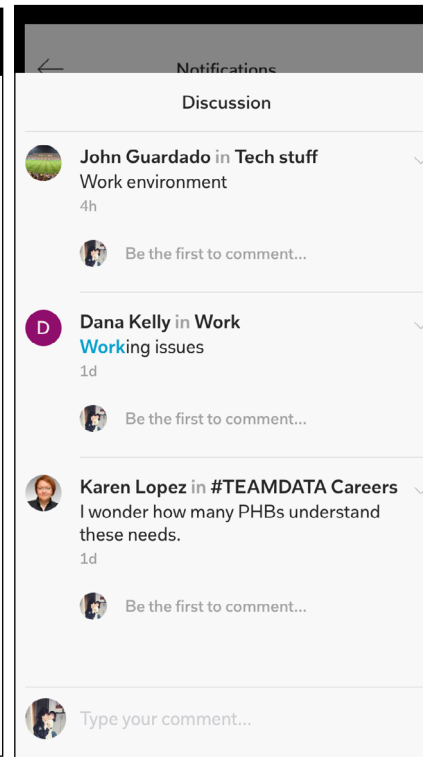


The user also has options to change their browsers they would like to use if Flipboard opens a web page outside the native app; and to choose the region (the same page as the user saw on Search: Choose Your Region slide).

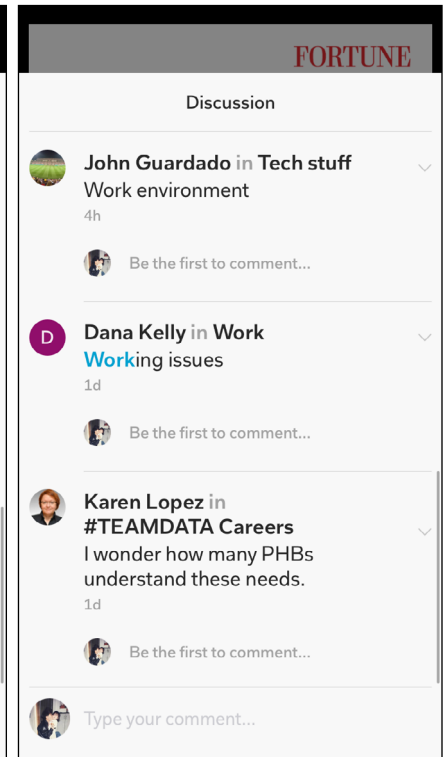
Text Size: Comments



Normal



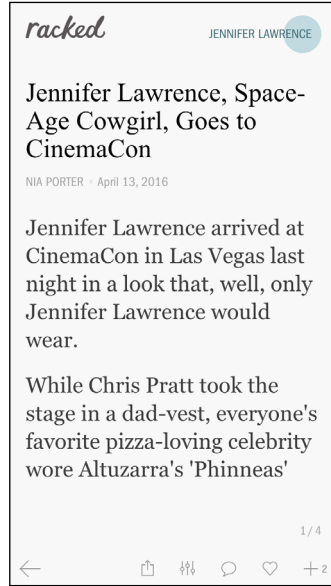
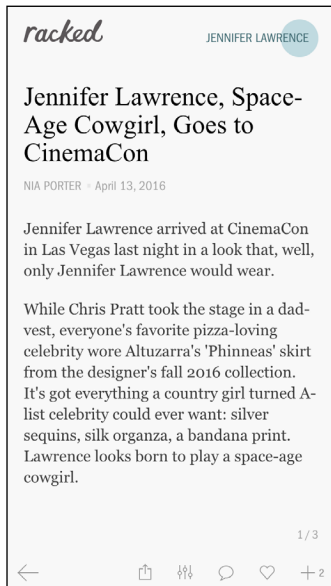
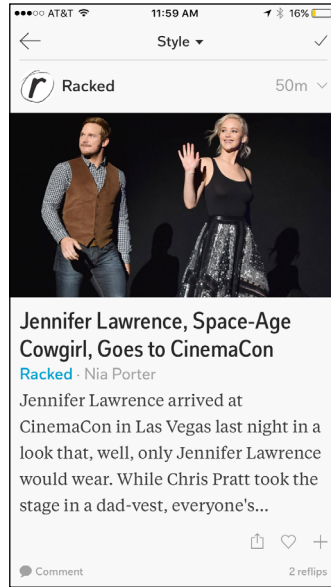
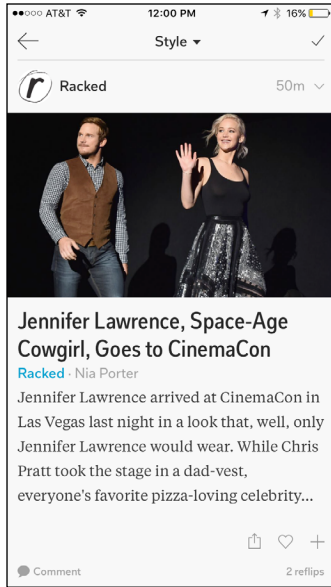
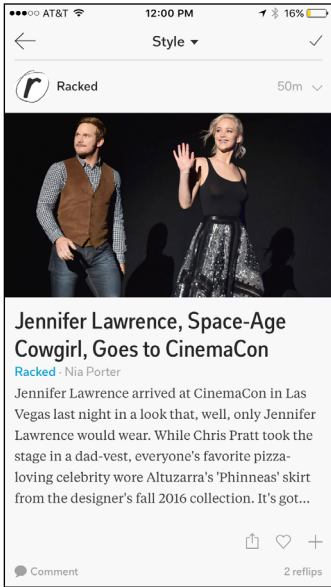
Large



Extra Large

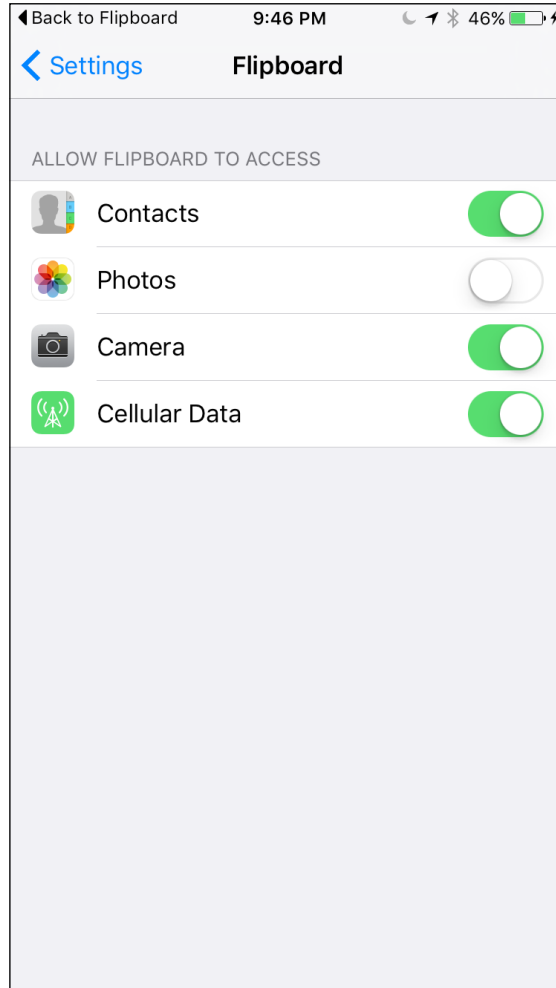
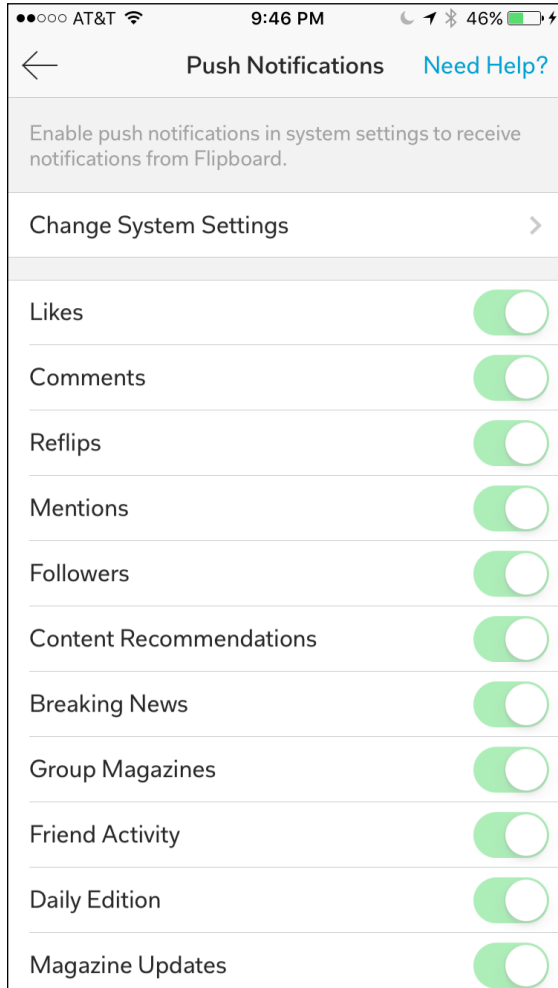
The user also has an option to change the text size for stories and comments from Normal (default) to Large or Extra Large.

Text Size: Stories



Stories text size comparison.
Normal (very left) to Extra Large (very right)

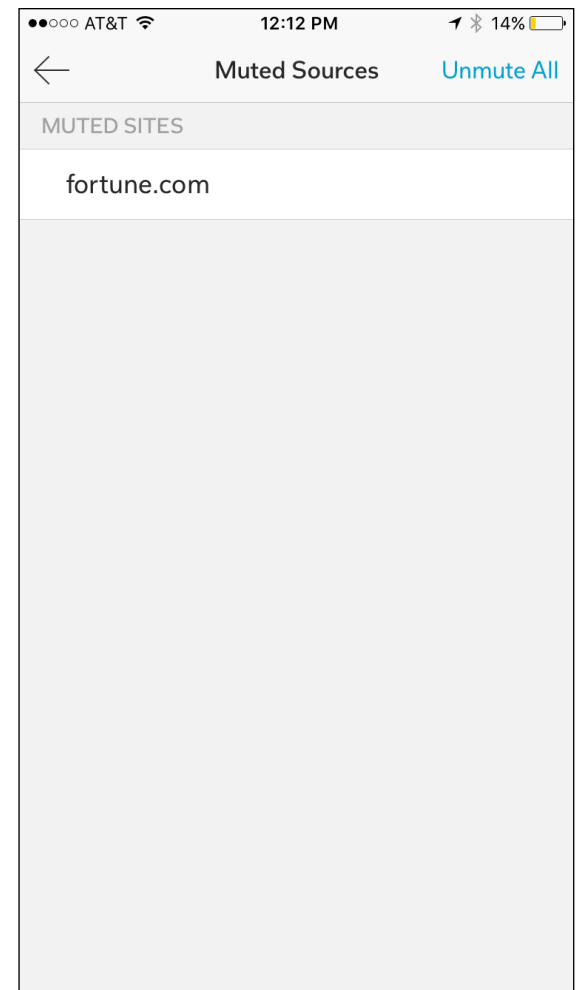
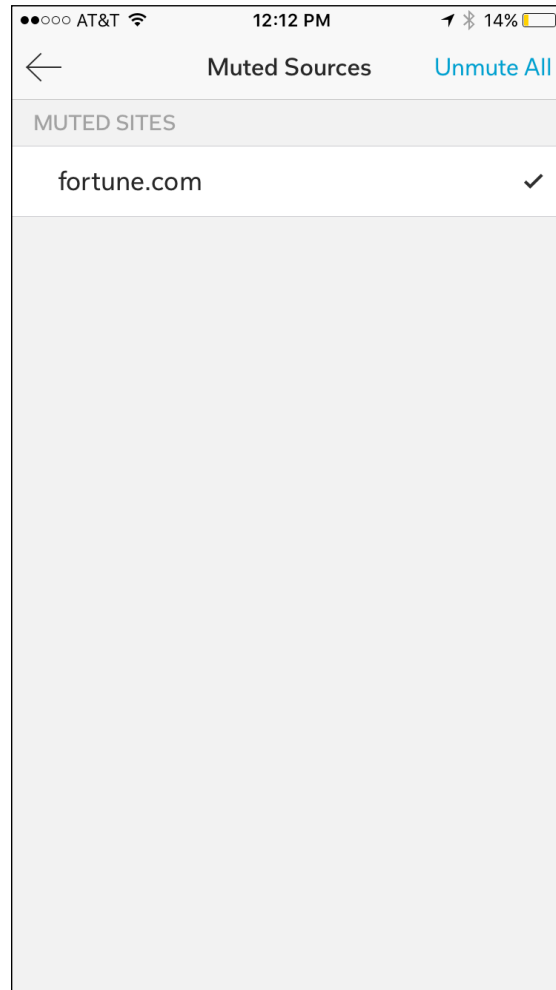
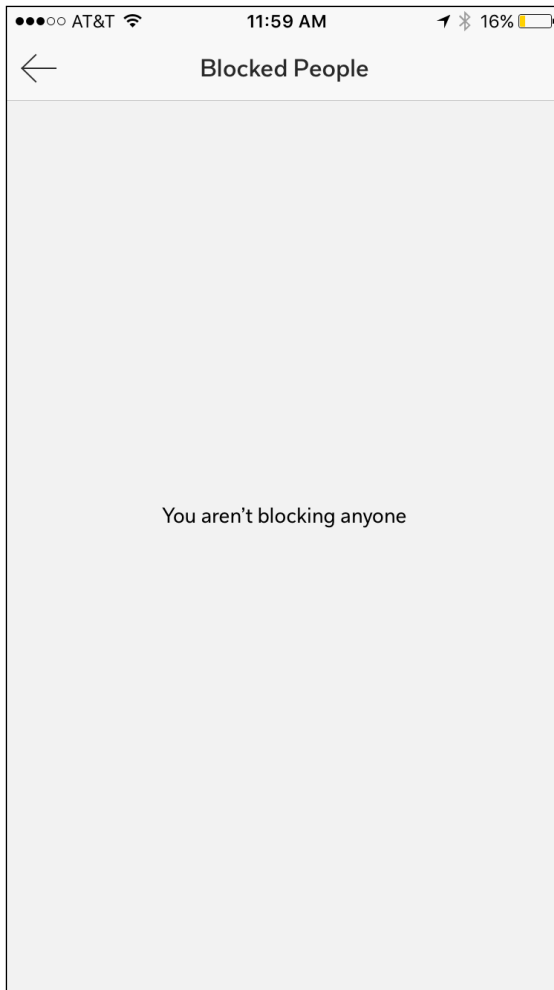
Push Notifications



The user can change in what occasions Flipboard can/can't send the user push notifications by toggling the toggle switches next to the occasions such as "Likes", "Comments", "Reflips", etc.

If the user clicks "Change System Settings" it will direct the user to Flipboard setting page within iPhone Settings and the user can change what Flipboard can/can't have access to.

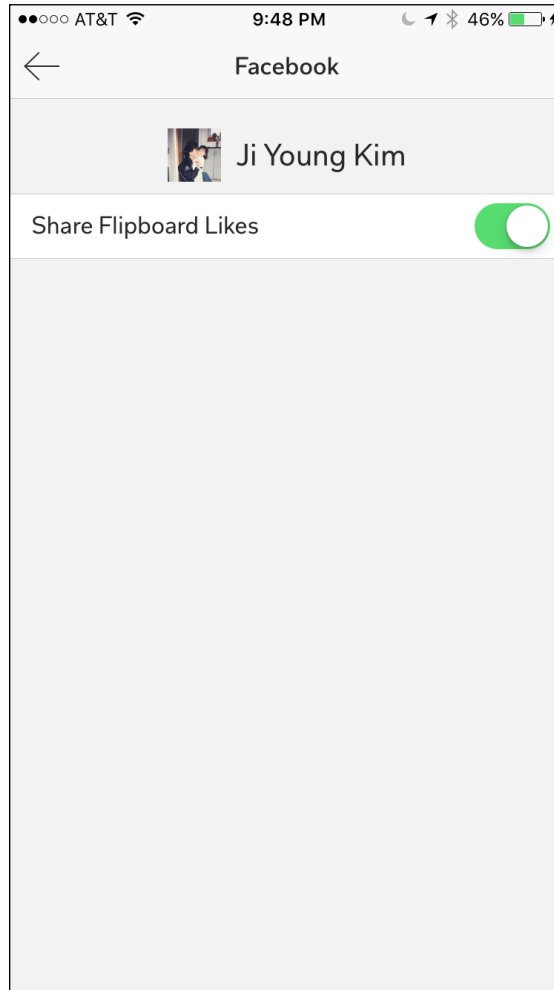
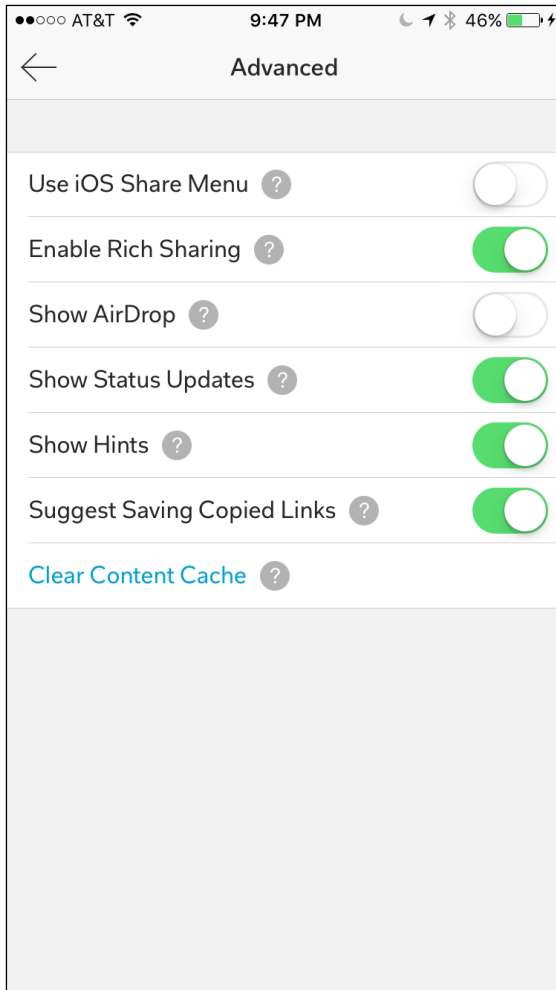
Blocked People & Muted Sources



The user can see who they are blocking on Blocked People section. If the user is not blocking anyone it will say, "You aren't blocking anyone". I wanted to find how I could block anyone but I couldn't find it...

For Muted Sources, the user can see which sources they are muting. To unmute the source, the could either tab on the check mark next to the url of the muted site or click "Unmute All" on the top right corner if the user wishes to unmute everything.

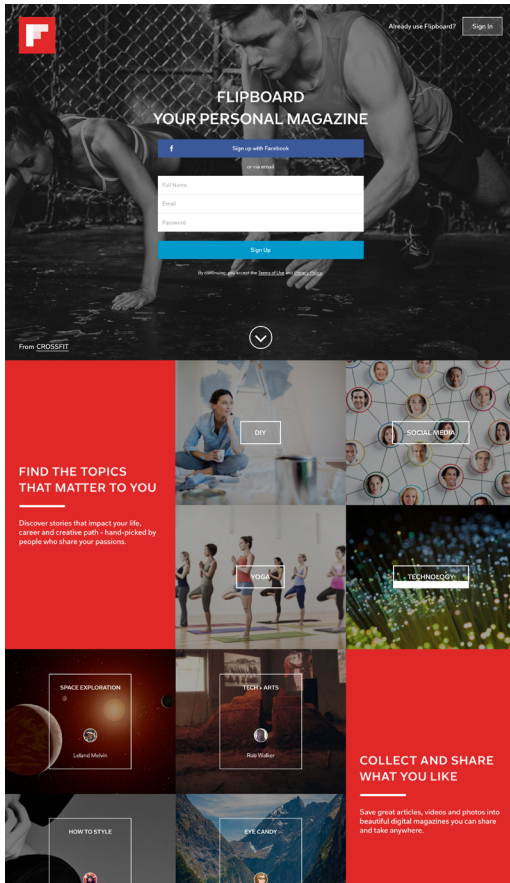
Advanced & Account Settings (SNS)



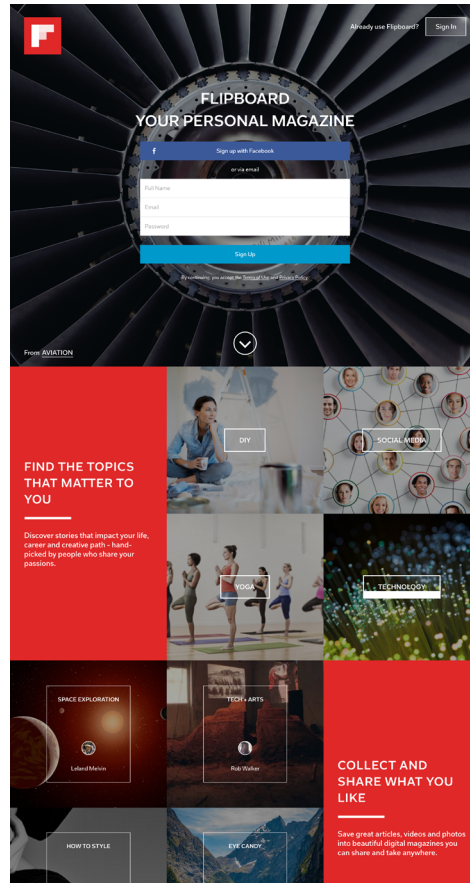
Advanced has options to that are more related to the device the user is using rather than the settings for the native app itself, whether use iOS share menu, show AirDrop, etc.

Whereas Account Settings only has basic setting that is related to the outside SNS (sharing Flipboard activities)

Comparison: to the Website (Desktop)



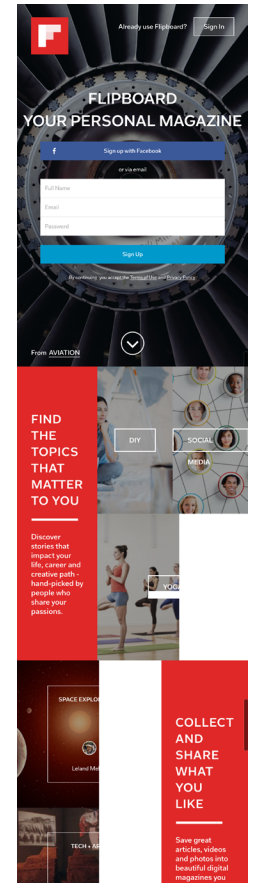
1200 px



992 px



768 px



480 px

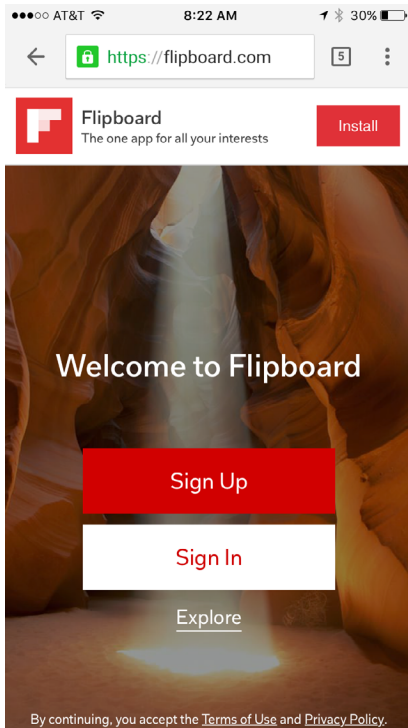
Flipboard has a responsive website that behaves differently depends on platforms.

Similar to the app, the website gives the user to sign up via Facebook or via email.

Unlike the app though, it gives the user options to browse through some of the topics on the website.

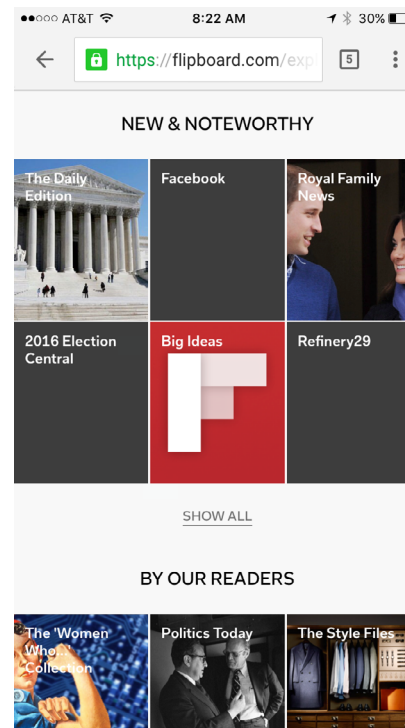
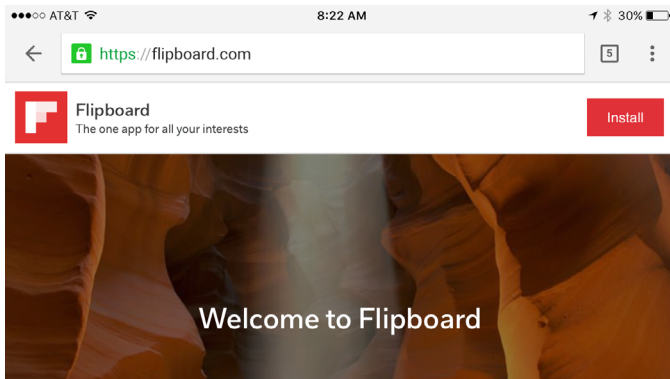
When I tried to resize the browser width to 480px (average smartphone screen width) some of the pictures get cropped weirdly and some just disappear.

The Website through Phone



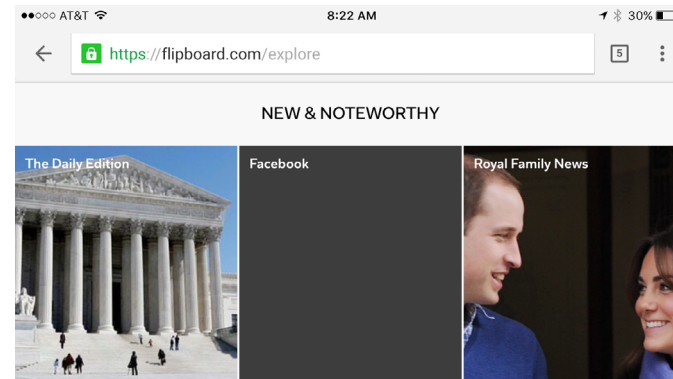
When I went to the website through my phone it shows the page that looks similar to the Get Started page. On the top of the page it shows the section which encourages the user to download the app. Unlike the app, this page has an option to explore the content.

Also, unlike the app, the browser has a landscape view available.

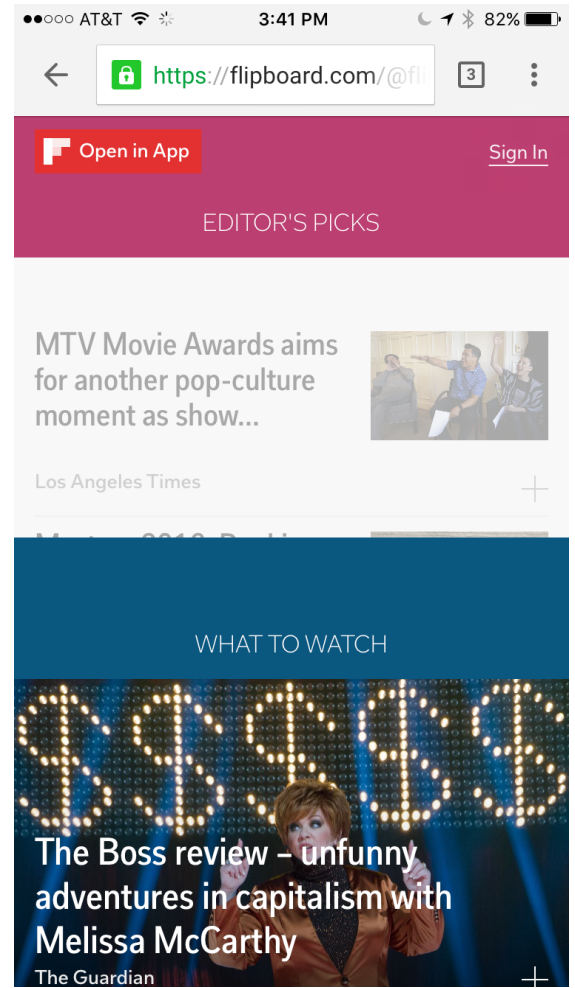
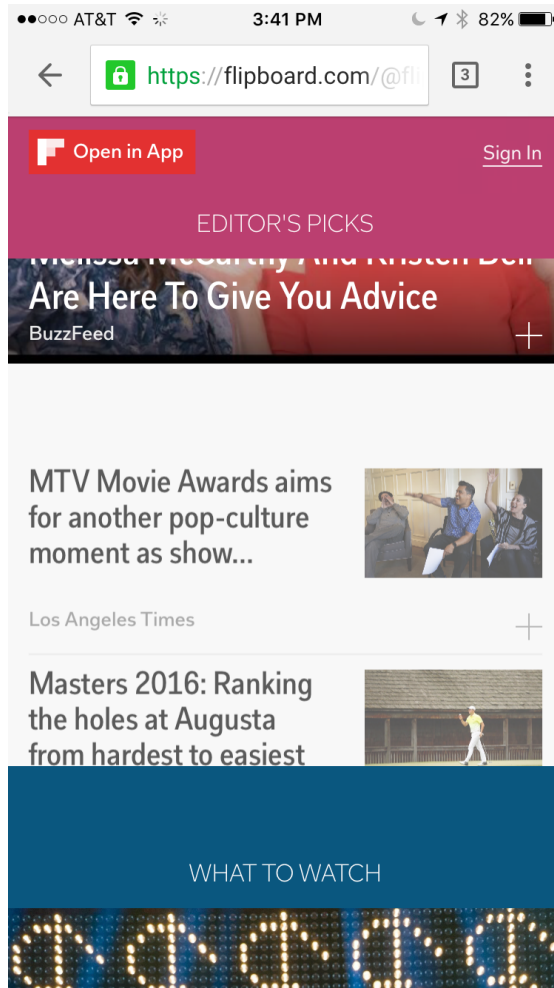
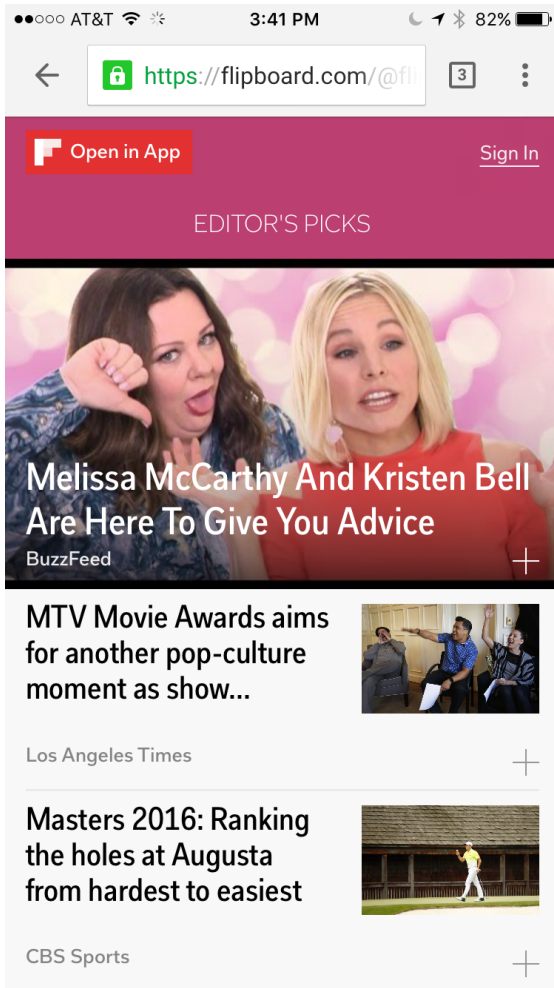


Similar to the Search page of the app, the explore page has News & Noteworthy section. But the thumbnails are limited to just six and under the whole section it has a link "SHOW ALL".

But even on this page, the way the images are cropped on the bottom is strategic, to indicate there are more to this list.



The Website through Phone: Transition



Unlike the app, the flip transition is not available on the mobile browser. The user can only scroll through the list of articles available on the page. The name of the section sticks on the top as the user scrolls through the list.

When the list ends and it moves on to a different section, the list fades out and the new list comes from the bottom.

Comparison: Yahoo News Digest (Overview)



Yahoo News Digest provides a definitive summary of all the important, need-to-know news. Digests are delivered twice a day - once in the morning and once in the evening. All the top stories are summarized and presented with the key information that you need to stay on top of what's happening.



- All started with the launch of Summly as a tech summarization prototype in December 2011
- Created by Nick D'aloisio when he was only 15
- "Summarized version of a news article optimised for iPhone"
- Backed by Horizons Ventures and many NLP and AI experts around the world to eventually create the mobile news app in November 2012
- Summly received Apple's Award for Best Apps of 2012 for Intuitive Touch as well as being featured in over 50 countries as App of the Week.
- Over 90 million summaries have been read by Summly's users.

- "Each story is created from multiple sources to present the essential bits and pieces of information, known as Atoms. Atoms are key quotes, images, videos, stock tickers, maps, infographs, and Wikipedia excerpts among others. These atomic units provide a unique context to the news. Our stories are both algorithmically and hand curated to ensure high quality, and come with a textual summary".
- The purple background goes well with other Yahoo! apps. The atoms seem a bit confusing before

Categorization/More Info

- Free
- Category: News
- Updated: Jun 06, 2015
- Version: 1.7.3
- Size: 29.6 MB
- Apple Watch: Yes
- Languages: English
- Seller: Yahoo! Inc.
- © 2015 Yahoo Inc.
- Platform: Android, Blackberry OS, iOS, Windows, Windows Phone
- Rated
 - App Store: You must be at least 17 years old to download this app.
 - Google Play: EVERYONE
- Unrestricted Web Access
- Compatibility: Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch
- App Store Best of 2014
- Apple Design Award 2014 Winner

Intro Slides & Reminders

Skip Skip Skip

Comprehensive
We collect the best pieces from around the web and combine them into a story.

Twice a day
Top stories delivered to you twice daily at times you choose.

Definitive
We surface the most important need-to-know news.

Overall, the visuals look very colorful. The visuals echo the color choices for the visual identity. Each visual uses all different shades of rainbow colors.

Comprehensive – Video, pie chart, line graph, location marker, quotation mark, Wikipedia logo, Music icon. four different sections probably indicate the variety of media and statistics

Twice a day – the sun and the moon represents the day and the night. Pile of paper represents the news

Definitive – the use of Venn Diagram and the very middle part of the venn diagram is white. the most important, the very essence of the news from different sources

Hourly bulletin on watch – the way the circles are arranged mimics the way the apps are arranged in an Apple watch and Yahoo News Digest app is placed on the middle

Skip Skip

Hourly bulletin on watch
Explore our watch app for visually summarized, top-of-the-hour news bulletins.

Reminders
Custom notifications timing for the morning and evening digest.

Morning 8:00am

6am 8 10am

Evening 6:00pm

5pm 7 9pm

Customize it Let's go!

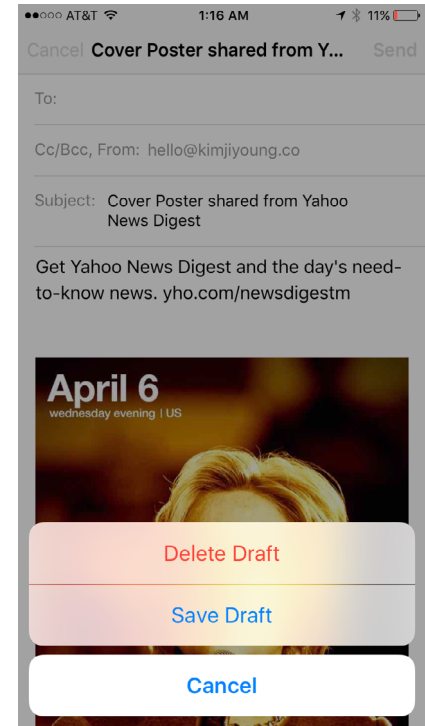
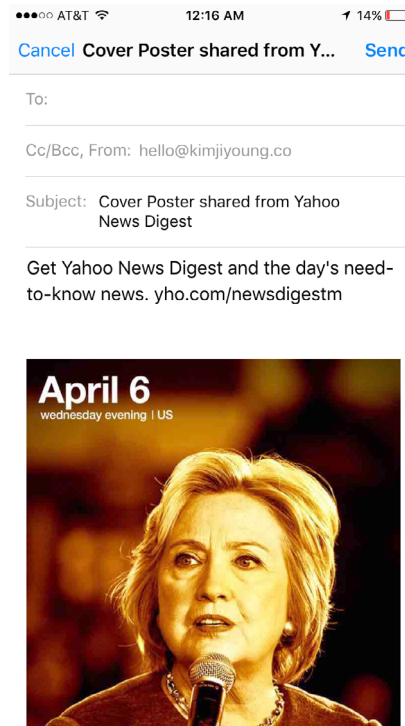
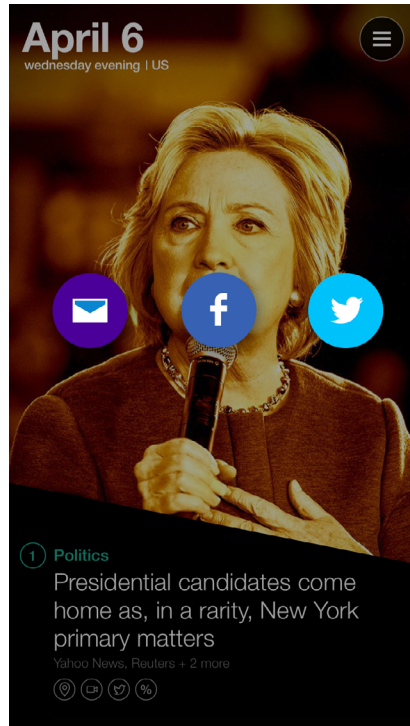
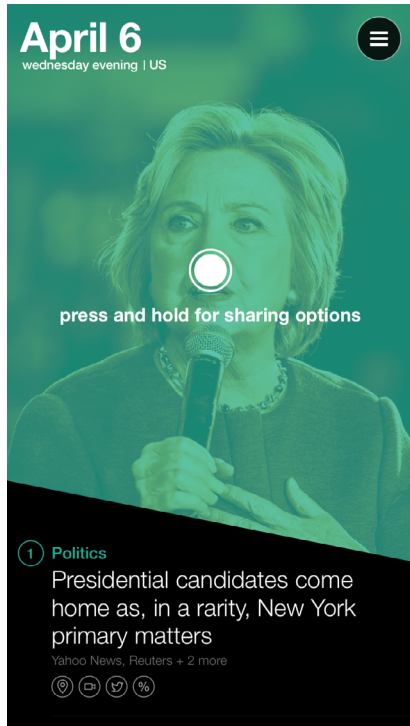
Reminders – clocks and each clock has different color

The 'Customize it' button is clickable and the user can tell that because it is highlighted in green – call to action. When the user clicks the button, two bar gauges come up from the

Even though the user can customize the time they get reminders for the morning and evening digest, they cannot customize the content which they would see from this app – a huge difference from Flipboard

After the user customizes the time for the reminders, they can then click 'Let's go!' button to move on a different page. However, the time 8am and 6pm are default time set up by the app and the user can still click on 'Let's go!' button even without adjusting anything – different from how Flipboard requires the user to choose at least 5 different topics to let the user to move on to a different page.

Home Page & Share: Email

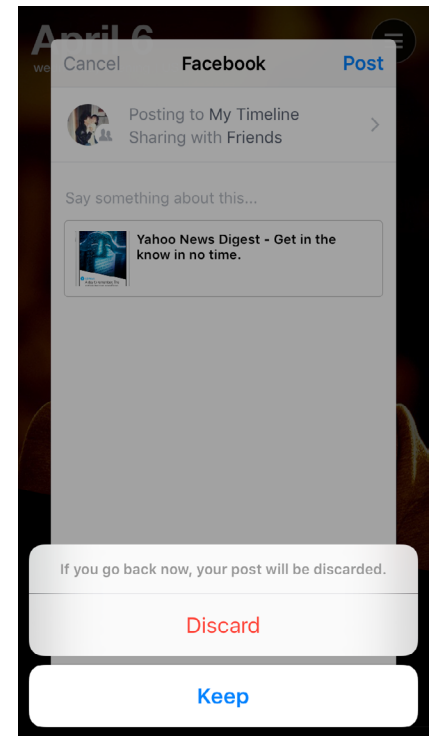
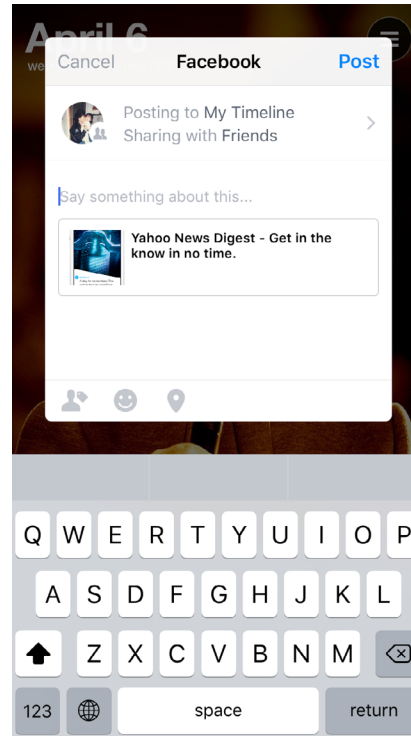
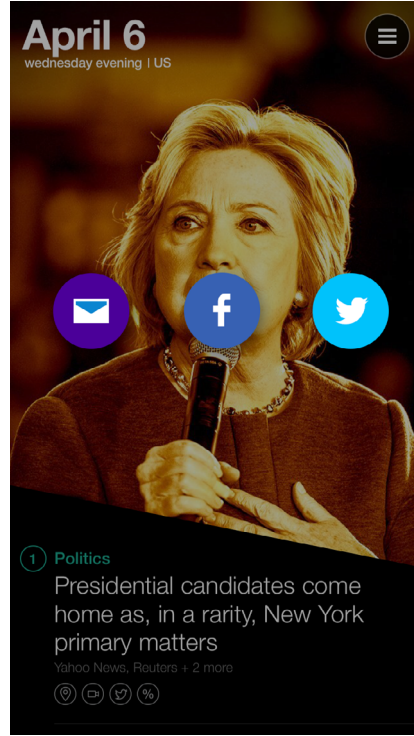
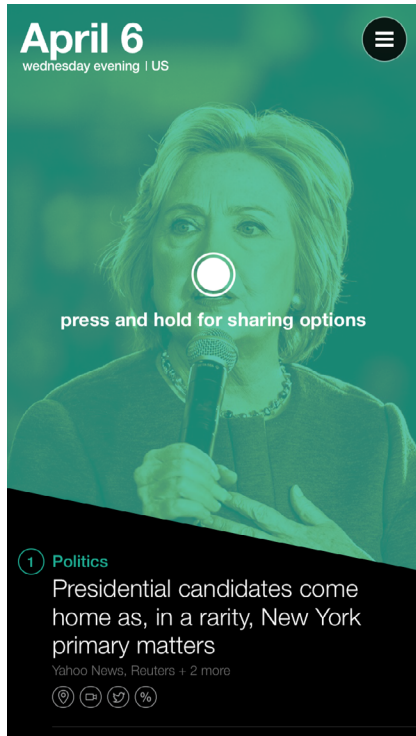


The hero image is cropped in an interesting way. Unlike how Flipboard treats the photos (rectangular), Yahoo News Digest cuts the bottom of the image diagonally. It goes well with how the first chunk of text's rag looks like. The tag is written in turquoise, the title of the article is written in white, the sources for the article are written in dark gray, and there are tiny icons underneath the sources.

The app teaches one of the basic functionalities of the app. The user can press and hold for sharing options. When the user presses and holds the hero image, the icons for the mail, Facebook, and Twitter comes up from the bottom and the user can select which method is he/she going to use for sharing. If the user doesn't want to share the article via email, Facebook or Twitter, they can just tap the background and the icons would disappear.

If the user clicks the first icon, for email, the app directs the user to the email page with the default subject "Cover Poster shared from Yahoo News Digest" and the default content "Get Yahoo News Digest and the day's need-to-know news. yho.com/newsdigestm". If the user chooses not to share it and click on the cancel button on the top, the page asks the user whether he/she will delete the draft, save the draft, or cancel. 'Delete Draft' is written in red while 'Save Draft' and 'Cancel' are in blue and the 'Cancel' button is in bold. It seems as if the page doesn't encourage the user to delete the draft but either cancel it (first choice) or save the draft.

Share: Facebook

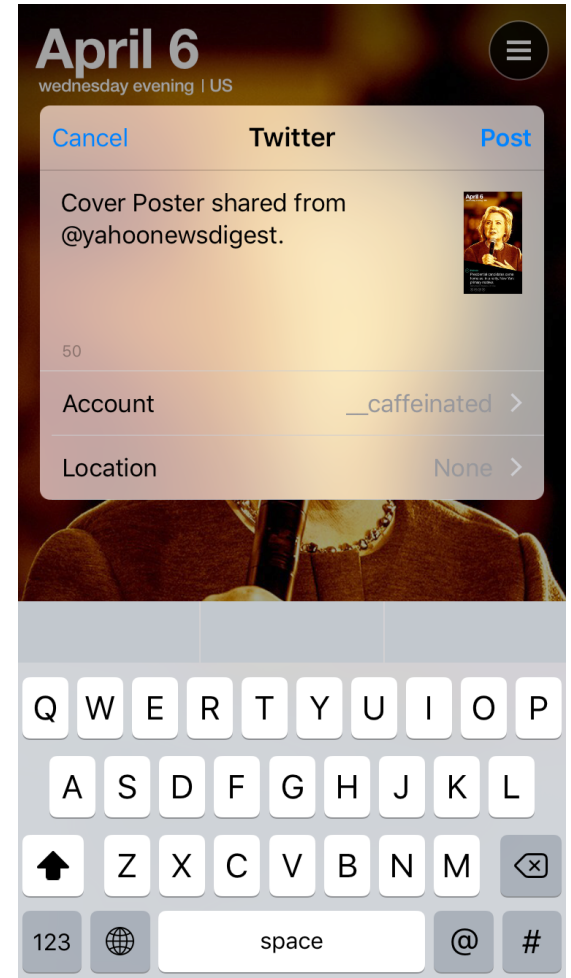
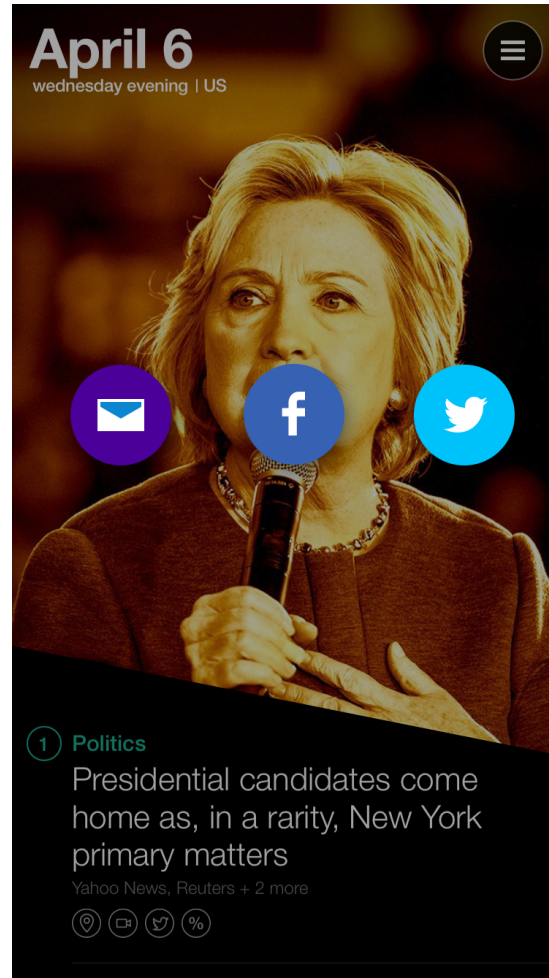
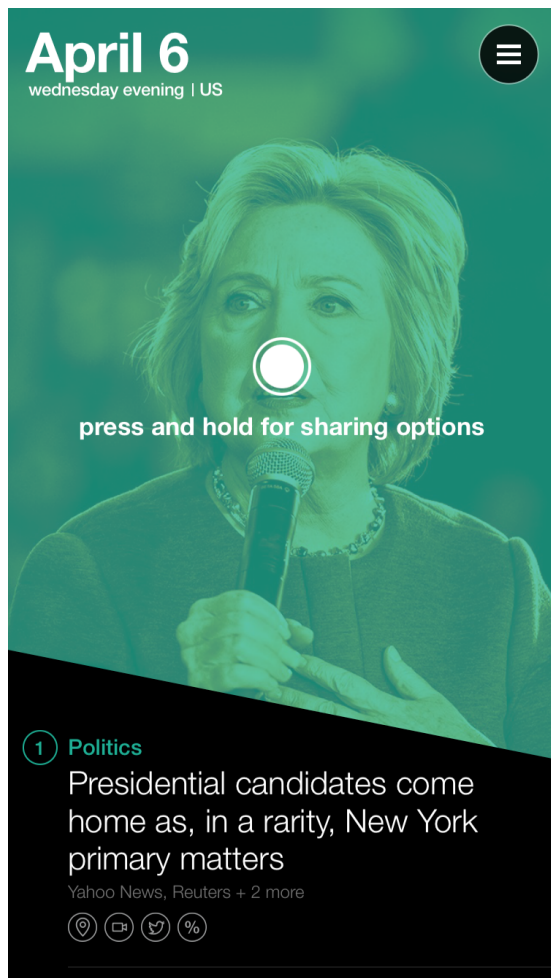


When the user presses and holds for sharing options, the three icons for the mail, Facebook, and Twitter comes up from the bottom and the user can select which method is he/she going to use for sharing. If the user clicks the Facebook icon, a new screen for facebook sharing option comes up and the user can adjust whether he/she would post it to his/her timeline or to his/her friend's. He/she could also add comments about the post.

The cancel button on the top is clickable even though it doesn't seem like it because it's written in gray. The "Post" button is written in bold and blue, to indicate that is what Yahoo wants the user to do, to share the news so that the app would get more exposures and make more people to download the app. If the user clicks Cancel button, the page warns the user "if you go back now, your post will be discarded" and gives the user choices: either discard the post or keep it. The page doesn't recommend the user to discard it and the user can tell that because the word "Discard" is written in red while "Keep" is in blue.

When I tried to share an article without the Facebook app, nothing happened. When I tried to log in to Flipboard using Facebook, even without the app installed on my phone, Flipboard would still direct me to the web app log in page. However with Yahoo News Digest, it would not take any action if the app is not installed on the phone.

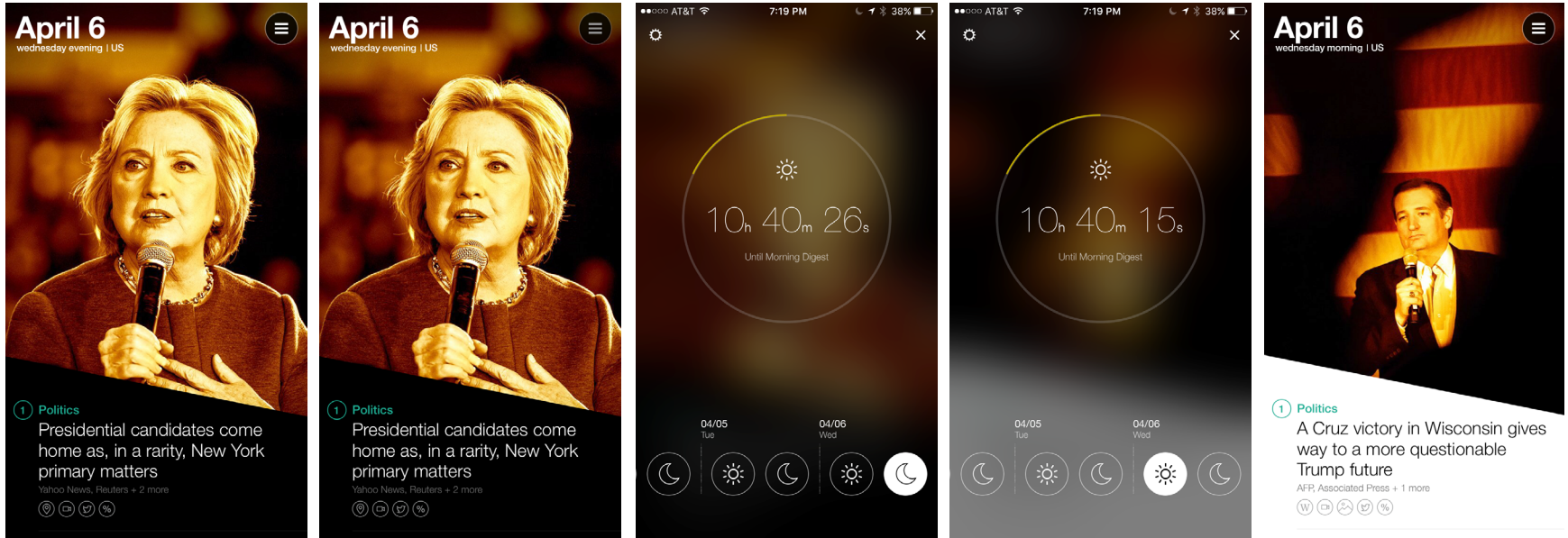
Share: Twitter



When the user chooses to share the article via Twitter, a new window pops up with the default text "Cover Poster shared from @yahoonewsdigest." The window shows the tiny thumbnail of the original hero image and the word limit (50 words left). The user has options to choose the twitter account and the location. The keyboard pops up again but with '@' sign and '#' sign on the bottom right corner so that it would be easier for the user to tag a twitter user(s) and/or put a hashtag(s).

Unlike when the user chose email or Facebook sharing option, when the user clicks on cancel button, the new window asking whether they would discard their post, doesn't show up. When I tried to share the news without Twitter app installed on my phone, it would still allow me to share the news on my twitter with my twitter account and everything. I found it pretty scary.

Hamburger Menu

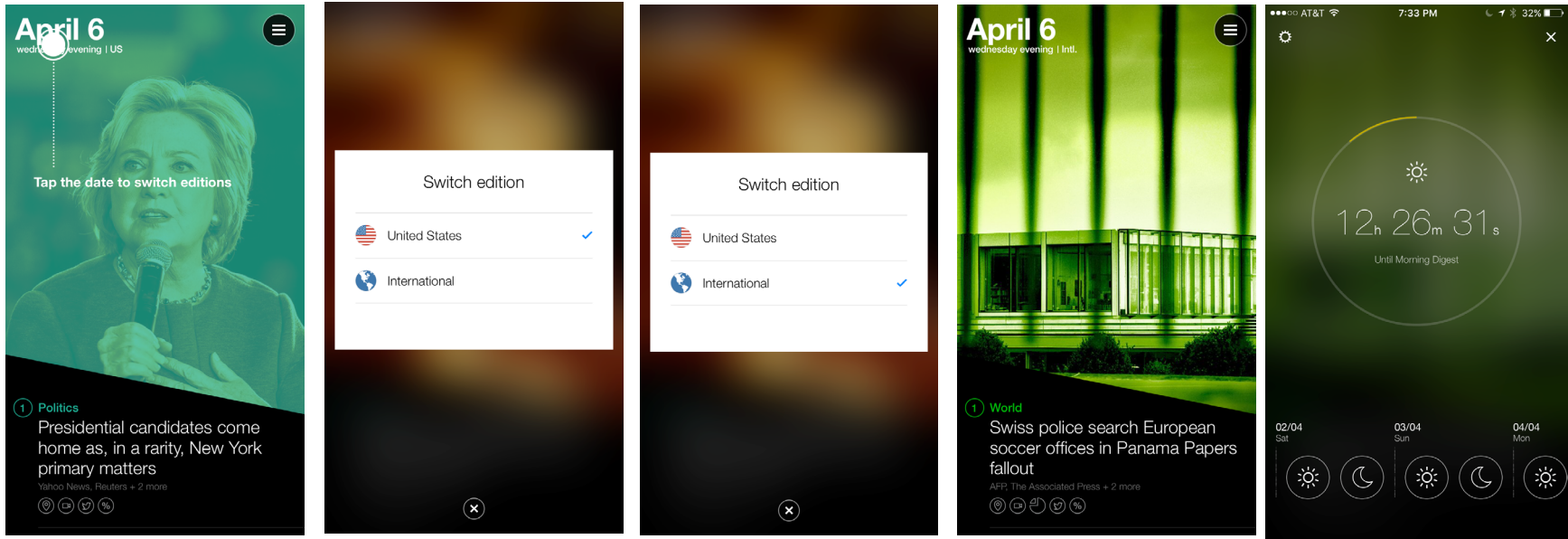


On the top right corner, there is a white, encircled hamburger menu button. If it is clicked, it would turn light gray and would direct the user to the page where they could see how much time do they have until they get morning/evening digest, the morning and evening digests as indicated via the sun and the moon icons, the date on top of the group of the morning and evening digests, options to see previous morning/evening digests.

To me, the menu seems a bit confusing. Usually when there is a hamburger menu, a user would typically expect there would be a somewhat extensive list of menu (after all, the shape of the hamburger menu came from the abstraction of the list of menu) but then it would direct to this page which doesn't really have to do with menu. What I would suggest is to change that hamburger menu icon to the icon which the sun and the moon are together around a slash.

If the user chooses a different time period, it would direct them to the set of news digest for that time period. If the user changes the time period from Wednesday evening to Wednesday morning digest, the silhouette of the blurred hero image changes from the one for the evening to the one for the morning. The background for the list of the articles change from black to white and it would bring a different set of articles to the user. The background change is a nice touch. When the user tries to read something with white background when it's dark, it hurts the user's eyes so having that background change is very considerate of the app designer.

Switch Edition

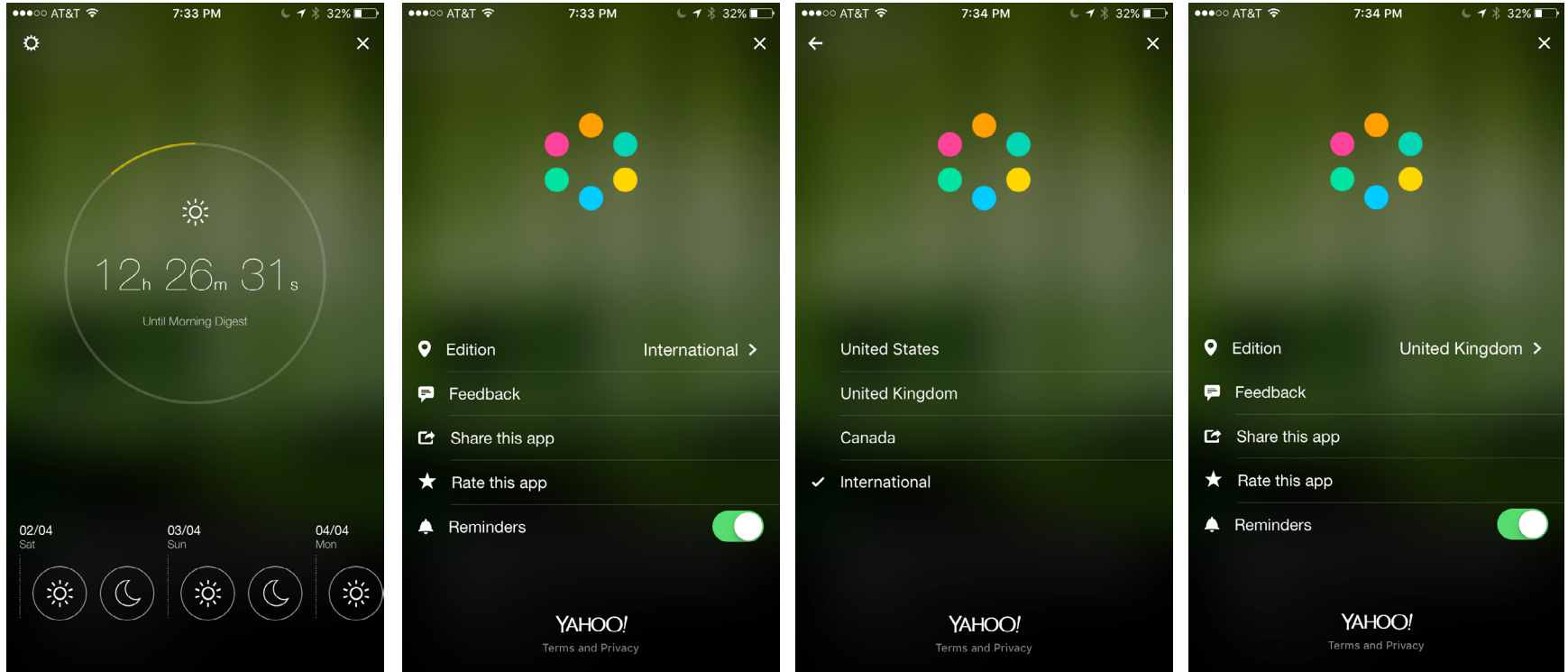


The main page also teaches the user that they can tap the date to switch editions. From that they could change the edition from United States to International. To me it doesn't quite make sense why user would have to tap the date to switch editions. It would make sense if they have to tap the date to switch the time period (from Wednesday morning to evening, etc.). It would also make more sense if the user has to click on the hamburger button to switch edition. Or, better, the designer can change the hamburger button to a cogwheel button (to indicate Setting) and the option to switch edition could go into that setting. After they switch edition, they can click the x button on the bottom to close it. The user can tell the edition has changed because it says "Intl." at the end of "wednesday evening"

The thumbnails make sense. The thumbnail of the American flag indicates the United States edition and the thumbnail of the globe for the International edition. Although I would suggest the designer to change the globe from focusing on the Americas to maybe on the other side of the world (Asia or Europe) to make it look more "international" because as of now it seems a little too Americentric.

As I clicked the hamburger button to choose different set of digest, I noticed that the date format has changed from month/day to day/month (02/04 instead of 04/02). It seems very confusing, it seems more like a monthly digest rather than a daily digest. Maybe the designer took into consideration that American date system is different from that of the International but American one is month/day/year whereas the International one is year/month/day so since Yahoo News Digest doesn't include which year it is, they didn't have to switch the order of month and day around.

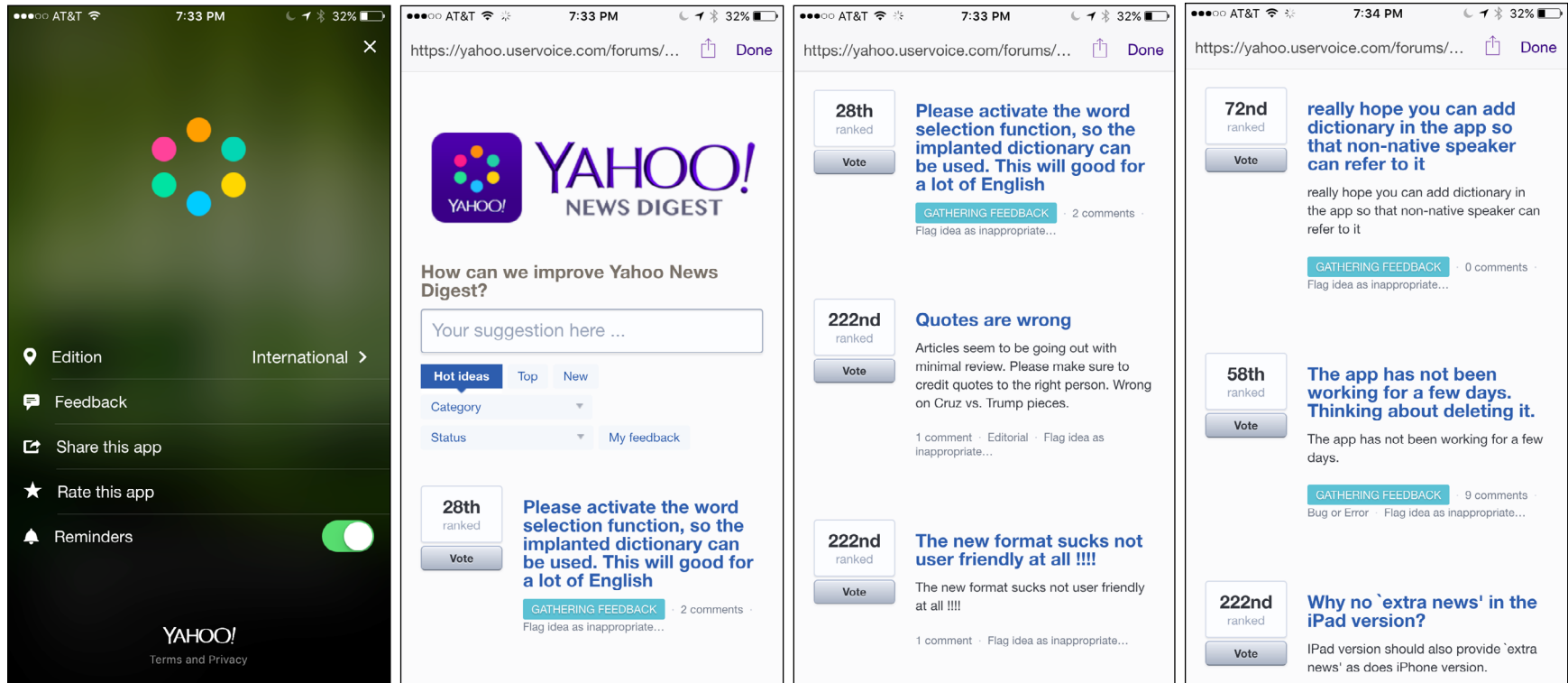
Setting: Edition



On the top left corner of the page there is a cogwheel icon for the setting. If the user clicks the icon, it will direct them to the page with the options to switch edition, give feedback, share the app, rate the app and whether to turn on or off the reminders. If the user clicks the Edition option, it actually gives more than just two options (United States and International) to switch edition. It also gives options to switch edition to either Canada or United Kingdom edition. It's a bit confusing to me as to why didn't Yahoo include those two other editions to the Switch Edition window I encountered previously when there definitely was enough space for the designer to include those two other options within that frame.

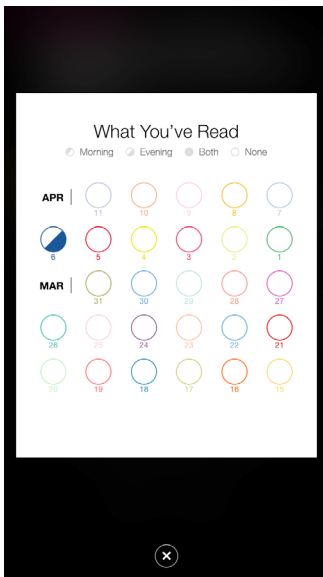
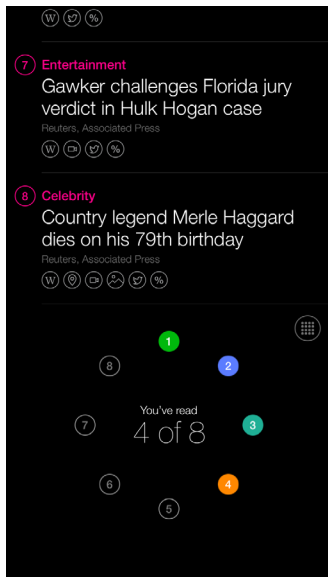
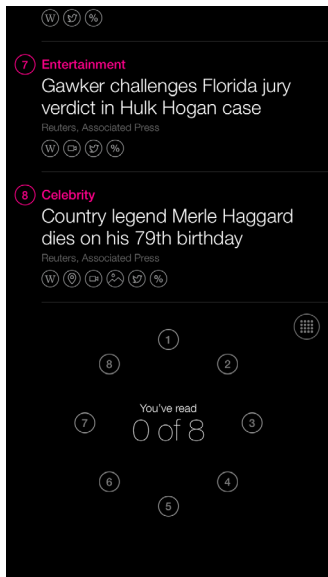
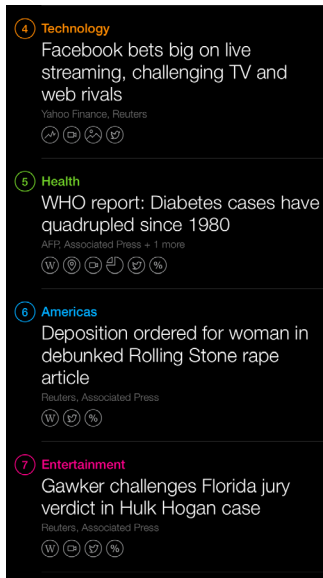
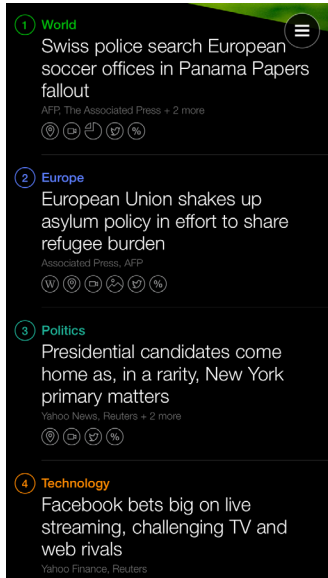
The designer filled the empty space on the top with the visual identity of the app (the "atoms").

Setting: Feedback



If the user clicks "Feedback" it will open the web page dedicated to getting the users' feedbacks. And the user can see what other users suggested to improve the app's quality and functions.

Articles List



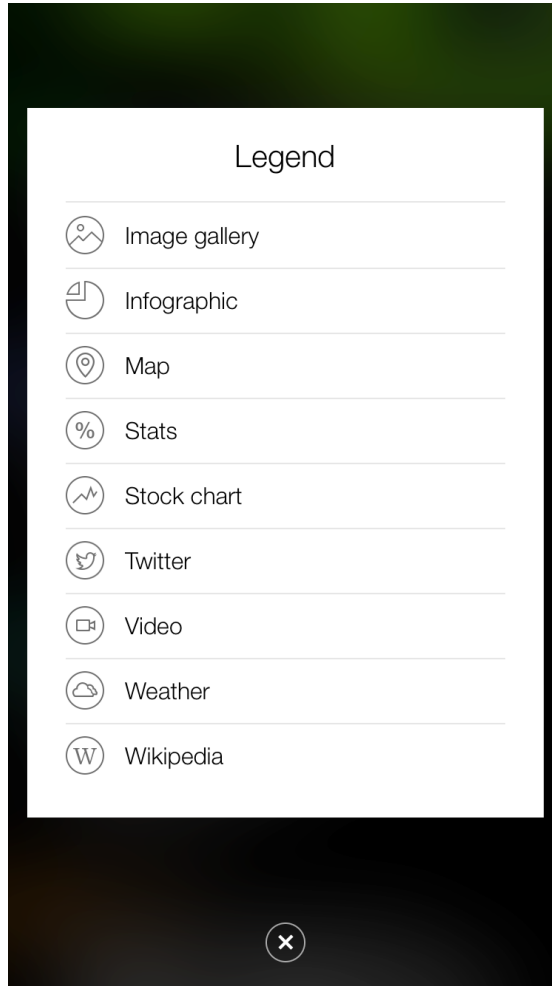
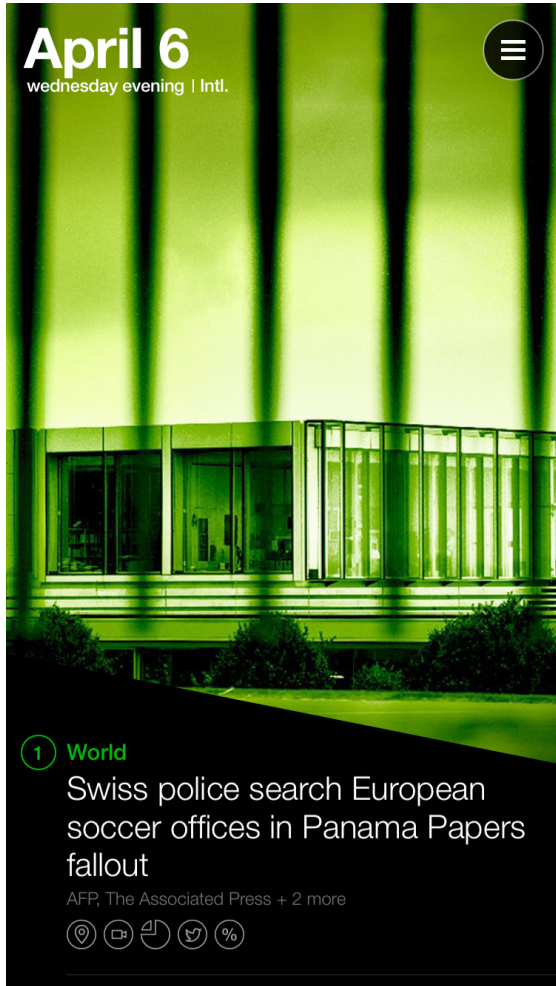
The hamburger menu disappears as the user scrolls through the list.

The topics are color-coded: Dark green for "World", dark blue for "Europe", turquoise for "Politics", orange for "Technology", light green for "Health", light blue for "Americas", hot pink for "Entertainment" and "Celebrity". Some of the colors make sense. For "World", I could imagine the green part of the globe; "Europe", the color of the EU flag, "Health", the color that usually associates with green vegetables which are related to good diets and health, "Entertainment" and "Celebrity", saccharine and over-saturated entertainment industry. However I personally don't see why the designer used turquois for "Politics", orange for "Technology", and light blue for "Americas". I guess since those words are pretty hard to visualize (or 'colorize' in this matter) they had to choose from the rest of the color choices they had, forcing them to fit into their visual identity.

On the bottom of the list "You've read 0 of 8" surrounded by 8 different circles with numbers on each. As the reader reads an articles, a circle would get filled up with the color according to the category of the article. The number would change from 0 to however number of the articles the user has read.

If the user clicks the button on the top right corner of the "You've read" section, the user can see which digests they have read so far. Under the title, What You've Read, there is a set of icons which indicates the part of the day (Morning, Evening, Both, or none) they've finished reading the digest(s).

News Article: Legend



If the user clicks the little icons underneath the article's title, the new window with Legend pops up. The iconography makes sense. an icon for the sun and mountains for "Image gallery"; a pie chart for "Infographic"; a location pin for "Map"; a percentage sign for "Stats"; a line graph for "Stock chart"; the Twitter logo for "Twitter"; a video camera icon for "Video"; clouds icon for "Weather" and the Wikipedia W for "Wikipedia". The user can close the window by pressing the x mark on the bottom.

So based on the Legend, the user can assume that the article has Map, Video, Infographic, Twitter and Stats in it.

News Article: Overview

April 6
Wednesday evening | Intl.

World
Swiss police search European soccer offices in Panama Papers fallout

AFP, The Associated Press + 2 more

World
Swiss police search European soccer offices in Panama Papers fallout

Swiss police raided the headquarters of the European soccer body UEFA on Wednesday following the latest revelations of a web of Panama-based offshore financial dealings by the rich and famous. The raid came after the so-called Panama Papers revealed that newly elected FIFA president Gianni Infantino had signed TV contracts for the Champions League with an offshore marketing company headed by two defendants later caught up in the corruption scandal that engulfed soccer's world body.

There is no indication whatsoever for

... added to a list of international tax havens. In ... or development, a British government source told AFP that Prime Minister David Cameron did not have any offshore funds, after it was reported that his late father ran an offshore fund that paid no tax in Britain for 30 years.

I never personally dealt with Cross Trading nor their owners.
Sepp Blatter, then FIFA president, in February

Summarized by Yahoo! Share

Gianni Infantino was elected six weeks ago, promising a cleaner and more transparent future for the world soccer body.

Cross Trading deal

\$200,000

Cross Trading deal

\$200,000

PROFIT

Media reports on Tuesday said UEFA sold broadcast rights for 2006-09 Champions League matches to Argentine businessmen Hugo and Mariano Jinkis, owners of Cross Trading. These reports alleged that the pair then resold the rights to Ecuadorian broadcaster Teleamazonas for three times as much. UEFA said the initial sale was at appropriate market value, and it had no knowledge of a subsequent deal.

Pfizer deal off

\$160B

MERGER

Reflecting a heightened focus on tax rules,

Key facts on the huge journalists investigation into tax evasion

Source: AFP

Panama Papers: the 9-month tax evasion probe

- Thousands of individuals and organizations have been named, directly or indirectly, in offshore companies
- 12 levels of sales, including 6 currently in process
- 128 major politicians or elected officials
- 14,000 companies, banks and law firms
- 511 identity-implicated banks (including Citic, Citic, Deutsche Bank and Credit Suisse)
- 11.4 million documents
- 214,458 offshore companies from 147 countries
- 109 international-registered organizations from 76 countries pore over the documents

BBC Breaking News @BBCBreaking
Icelandic prime minister resigns after revelations in Panama papers of his offshore investments - Icelandic media <https://t.co/DHPjmbpOzj>

CN
Icelandic prime minister resigns after revelations in Panama papers of his offshore investments - Icelandic media <https://t.co/DHPjmbpOzj>

Iceland's PM resigns after allegations of offshore investments are revealed in the

James Woods @RealJamesWoods
Panama Papers: Obama, Clinton Pushed Trade Deal Amid Warnings It Would Make Money Laundering, Tax Evasion Worse <https://t.co/6RqJ0i8X9>

Su
"Sand trade Paper supp 14B2x

Topic in-depth

The 'Panama Papers' main revelations
AFP

Here are some of the most noteworthy revelations from the papers.

10 References

If the user clicks the first article, it will direct the user to the article. The hero image has the sign that says UEFA on it (stands for the Union of Europe Football Association). The image goes along with the article which is about Swiss police searching European soccer offices in Panama Papers fallout.

As the Legend indicated, the user can find map, video, infographic, Twitter twits and stats in it.

The article consists of the actual writing, quotes (I thought they were pull quotes but they were not but they still are relevant to the article), map with the relevant location pinned on it, some interesting statistics, infographic, twits by other Twitter users in regards to the subject, a video, "Topic in-depth" which directs the user to a specific article from the references. At the very bottom of the page there are the links to the references.

Overall, the layout is very interesting. Instead of just putting chunks of text, Yahoo News Digest made each article more interesting by presenting the information in different ways (via statistics, infographics, etc.)

The stats are written in big type and they definitely grab the user's attention. Some of the important highlights, like quotes, are written in green and they look very consistent throughout.

The article also has twits by other people to hear their opinions on this subject. The user can tell there are more than one tweet about the subject by the way other twits are cropped on the side (CSS overflow: scroll property).

News Article: References

James Woods @RealJamesWoods
Panama Papers: Obama, Clinton Pushed Trade Deal Amid Warnings It Would Make Money Laundering, Tax Evasion Worse
<https://t.co/6r0jJO18X9>

1d

Iceland's PM resigns after allegations of offshore investments are revealed in the

Topic in-depth

The 'Panama Papers' main revelations

AFP

Here are some of the most noteworthy revelations from the papers.

10 References

Here are some of the most noteworthy revelations from the papers.

10 References

AFP

- Future of Iceland's government up in the air, Pirate Party soars
- Panama Papers reveal London as centre of 'spider's web'
- Panama data leak sparks backlash against tax dodges
- Swiss police raid UEFA HQ over contracts
- Swiss police search UEFA offices in Panama Papers fallout

Associated Press

- A top haven for tax cheats that may surprise you: the US
- At a glance: Global fallout from offshore accounts reports
- Politicians, celebs deny abuse of offshore accounts

Reuters

- Swiss police raid UEFA headquarters to examine contract

The Associated Press

- Swiss police raid UEFA over TV deal with indicted executives

Iceland's government turns deaf ear t... Done

YAHOO! NEWS

Iceland's government turns deaf ear to calls to quit

Hugues Honore
April 6, 2016

Reykjavik (AFP) - Iceland's coalition government turned a deaf ear Wednesday to angry protesters calling for its resignation, a day after the prime minister stepped down over the Panama Papers scandal.

Iceland's government turns deaf ear t... Done

The Gallup poll indicated the Independence Party would come in second place with 21.6 percent, and the opposition Left Green Movement in third with 11.2 percent.

Gunnlaugsson's Progressive Party garnered just 7.9 percent, behind the opposition Social Democrats' 10.2 percent.

t f Twitter Pinterest Email WhatsApp

View Comments (17) Comment Guidelines

Sign in to post a comment.

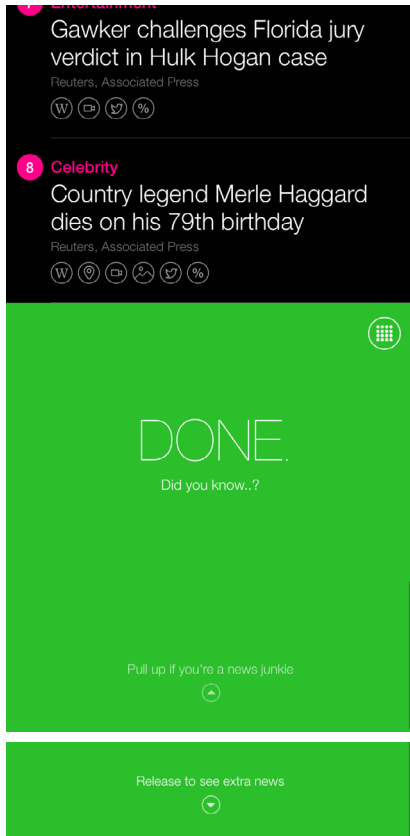
If the user clicks the section says "10 References" the accordion menu expands and shows the links to the articles from different news media sources. The references for this article were: 5 articles from AFP, 3 from Associated Press, Reuters, and 1 from The Associated Press. I was confused whether just Associated Press is different from 'The Associated Press' (and it turned out they are the same). I believe that is redundant so Yahoo! definitely needs to fix it.

If the user clicks one of the references, it will direct the user to the Yahoo! News web page with the full article (not a page within the native app). Unlike the native app, at the end of the article on Yahoo! News web page, it has options to see other Yahoo! News readers' comments and to sign in to write a comment.

The user can tell it is not a page within the native app because unlike the overall design of the native app, the top bar with Yahoo! News logo, an arrow, and the share icon has different color palette (this has blue to purple gradient).

The arrow is very misleading because at first, I thought it would take me back to the Yahoo News Digest article if I click it. But when I did, it would take me to Yahoo home page. Also there are the share icon on it when there is also a share icon on the very top sticky navigation with the article's title on it. I understand the native app has to pull up this article from the web page but I think it would be nice if they take that redundancy issue into consideration.

Done Section



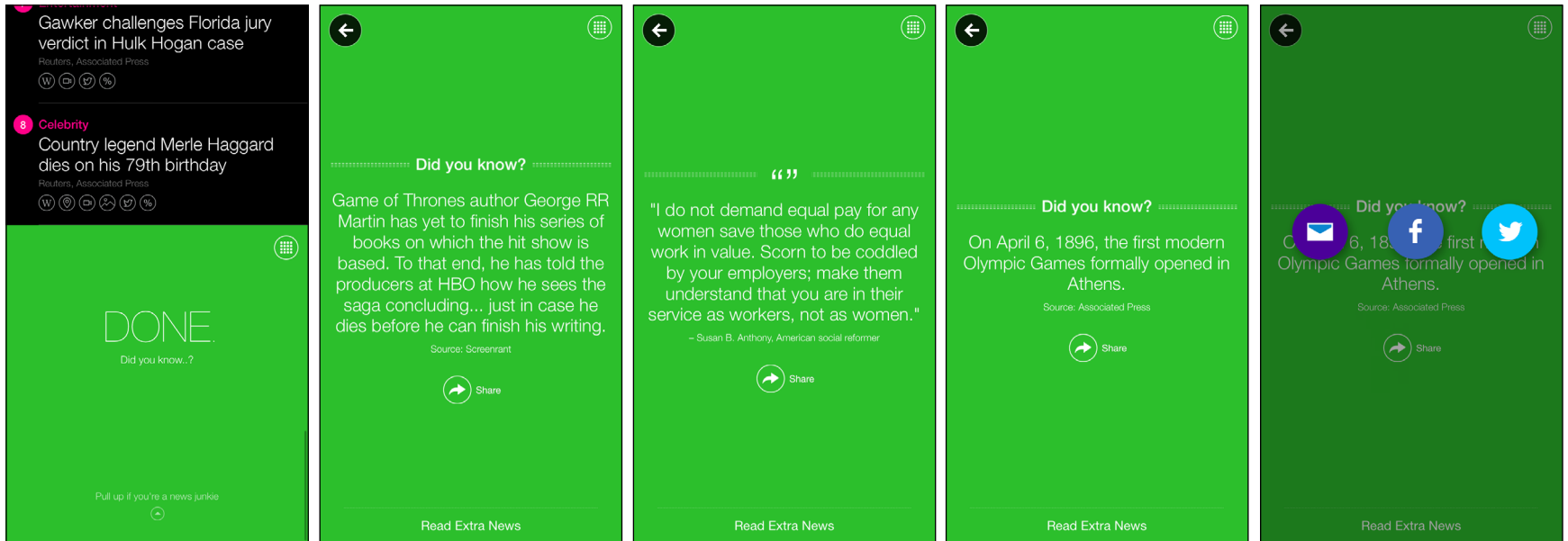
When the user finishes reading all given articles, the "You've read" section turns green and it says DONE. On the very bottom of the section it says "Pull up if you're a news junkie" with the encircled arrow. If the user pulls the section up a little bit the writing changes to "Release to see extra news" and the arrow turns 180 degrees and it's now pointed to the bottom.

I checked if the writing would change every time I pull down the section and it actually did. Here is the full list of the writings that pop randomly every time the user pulls it down:

- "Pull up if you're a news junkie"
- "Are you a news junkie?"
- "Show me more"
- "Give me more!"
- "More! More!"
- "Tell me more!"
- "I can't get enough"
- "What else?"
- "Want more? Pull up!"
- "I have extra time"
- "Got 5 more mins?"
- "Still want more news?"
- "Is there more?"
- "Read Extra Stories"
- "There's more!"
- "Pull up for more"

Pretty interesting to see the personal referral changes from the second person ("Pull up if you're a news junkie") to the first person ("Show me more") and I guess having this much variety in writing makes it more interesting.

Did you know?



If the user taps on the Done section, it will direct them to the page with extra fun facts or quotes with the option to share.

← 

..... Did you know?

On April 6, 1896, the first modern Olympic Games formally opened in Athens.

Source: Associated Press

 Share

Read Extra News

Extra News

World
UEFA Offices Raided Over Panama Papers Scandal
Sky News, Omnisport + 3 more

World
Iraq's food business grows despite war, economic slump
Associated Press, Reuters

World
One of Brussels bombers had worked in EU Parliament: spokesman
Reuters, Sky News

Politics
Cruz and Sanders win Wisconsin: NBC projection
CNBC, Associated Press + 2 more

Politics
Brazil congressional report favours impeaching President Rousseff
Reuters, Associated Press

Politics
Politicians, celebs in spotlight over offshore accounts
Associated Press

Politics
Cruz and Sanders win Wisconsin: NBC projection
CNBC, Associated Press + 2 more

Politics
Brazil congressional report favours impeaching President Rousseff
Reuters, Associated Press

Politics
Politicians, celebs in spotlight over offshore accounts
Associated Press

Business
Pfizer, Allergan deal dead, what could be next?
CNBC, Yahoo Finance + 3 more

Business
How Ted Cruz clobbered Donald Trump in Wisconsin
Business Insider, The Indian Express + 3 more

Business
Pfizer, Allergan scrap \$160 billion deal after U.S. tax rule change
Reuters

Business
Pfizer, Allergan deal dead, what could be next?
CNBC, Yahoo Finance + 3 more

Business
How Ted Cruz clobbered Donald Trump in Wisconsin
Business Insider, The Indian Express + 3 more

Business
Pfizer, Allergan scrap \$160 billion deal after U.S. tax rule change
Reuters

Entertainment
Hugs, tears, respect as 'American Idol' looks back
Reuters, Annie Barrett + 1 more

Entertainment
J.K. Rowling Had Wizarding World of Harry Potter Food Samples Flown to Scotland
The Hollywood Reporter, Reuters + 3 more

Entertainment
William reveals he struggles with spicy food, ahead of India trip
Press Association, SNAPPA News

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Hugs, tears, respect as 'American Idol' looks back
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Entertainment
William reveals he struggles with spicy food, ahead of India trip
Press Association, SNAPPA News

Sports
Four-Peat: UConn beats 'Cuse for 4th straight national title
Associated Press

Sports
Inside the ropes: Toledo bags himself a week of Masters fun
Associated Press

Sports
Jose Bautista slide sparks controversy in Blue Jays loss
CBC

Reuters, Annie Barrett + 1 more

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Jose Bautista slide sparks controversy in Blue Jays loss
CBC

YAHOO!

If the user clicks "Read Extra News" Yahoo News Digest will bring out more news the reader can read. There are three more news per category. And the categories are color-coded.

I think it's a nice way to keep the user engaged to the app even after the user finishes reading the daily digest

Yahoo News: Website (Desktop & Phone)

The desktop interface features a top navigation bar with links for Home, Mail, Flickr, Tumblr, News, Sports, Finance, Celebrity, Answers, Groups, Mobile, and More. A search bar is prominently displayed. The main content area is dominated by a large advertisement for Fidelity regarding a 2015 IRA contribution deadline of April 18, 2016. Below the ad, a grid of news articles is presented, including headlines such as 'Cruz picks up all delegates in Colo.; Sanders win in Wyo.', 'The Latest: Clinton pokes fun at her subway swipe', '79 people dead in India temple fire', and 'Burger King employees were tricked into breaking all their store's windows. Again.' A sidebar on the left provides quick access to various news categories like World, Politics, Tech, and Science. A right sidebar contains 'Yahoo News Exclusives' with featured articles and a weather forecast for Atlanta.

Yahoo does have a web page dedicated to news but the desktop website is not even responsive.

It definitely does have more news to choose from than getting only 8~12 news articles twice a day. The website definitely has more ads too.

The mobile interface is designed for a vertical screen. It features a purple header with the 'YAHOO! NEWS' logo and a search bar. A hamburger menu icon is located in the top left corner. The main content area displays a news article titled 'Paris-Brussels attacks network a 'supercell' of extremism' with a large image of people in a city at night.

When accessed via Google Chrome on a phone, the menu gets simplified into a hamburger menu and the search bar goes under the top bar. Unlike the top navigation bar for the desktop web page, the mobile page top bar has this blue to purple gradation.

Unlike the native app, the web page accessed via Google Chrome is available in landscape view but the hamburger menu disappears when the page is in landscape view.

This view shows the article 'Paris-Brussels attacks network a 'supercell' of extremism' in a vertical orientation. It includes a sub-header 'Need To Know', a large image of the attack scene, and social media sharing options for Associated Press, 14, and Twitter. Below the main image are smaller thumbnails for related content, including 'NYC mayor: Hillary' and 'Donald Trump's children'.

In landscape orientation, the article title 'Paris-Brussels attacks network a 'supercell' of extremism' is displayed in a large, bold font. Below the title, the author 'LORI HINNANT' and the date 'April 11, 2016' are visible. A large image of the attack scene is shown at the bottom of the screen.



Flipboard vs. Yahoo News Digest

	Flipboard	Yahoo News Digest
Brag Points	Superb visuals	
	Option to personalize the content	No need to sign up (less hassle)
	Various news sources available	Content not as overwhelming as that of Flipboard (only about 8-12 articles given to the user twice a day)
	Gives a lot of news media sites a platform to put their news out to the users	Nice summary of the news, users can "get in the know in no time"
Pain Points	No landscape view available (for the native apps)	
	Service not available when offline. No access to the saved articles when offline (like how Pocket can save articles for later and the user can read them even when they are offline)	
	Difficult signing up through Twitter or Google+	Limited contents or contents sometimes over-summarized or too general
	Contents could be overwhelming and confusing compared to Yahoo News Digest	Cannot customize or personalize according to the user's taste
	Other than the native app can grab contacts from your phone and social media apps installed on the phone, the functionality is not so different from what the website can do	Some of the icons are misleading