

The **Tweeted** Times

A Twitter Fed News Aggregator

The Big 'ol Idea

A news aggregator that is driven by your twitter feed.

It will pull articles, videos and photos linked in your feed and display them for your viewing in a single interface.

It will also allow for the ability to limit your feed for specific topics or from specific sources or people you follow. Reducing the amount of rubbish in your news feed and narrowing the scope of the topic of news.

Discovery Process

When are people coming to your site?

For many it could be a Twitter client that would be used in place of their current client or solution.

From whence are they coming?

Ideally it would be provide a complete package who's interface will allow for an entire experience.

What are their objectives?

Users would be looking for a socially based customizable news source. They would be able to select topics of interest as well as those they follow for sources of their choice.

How much time are they willing to spend?

This amount will undoubtedly vary. However due to the Twitter based platform of this solution, we will be able to provide an array of information in multiple levels of content. We will be providing tweets (140 characters) snippets of articles and the ability to view and read full articles.

Discovery Process - Continued

Are they coming from mobile devices? Which ones?

Yes, a huge number of twitter users do so on mobile devices and limiting this would be a huge disadvantage. Ultimately I'd like to provide a platform that can be used on the web on iOS and Android at minimum.

What is their level of comfort and savvy with the internet in general?

It can be assumed that most users would have at least a general knowledge of the internet and twitter. If they have an account and use it they should have an idea of the platform already. However we will have a large variance in skill and knowledge above basic use. From beginner to power user.

The core mechanics of this service would be based off a users twitter feed. This will provide an existing set of user based content specific to their interests. Existing pain points will include the need for a reader version of the articles and news content in order for the platforms article styles to be displayed in the most optimal way.

Discovery Process - Continued

As far as journalists go, I feel that this tool will allow them to reach the largest number of people interested in their content the quickest. Firstly if people are interested in their content they will probably be following them or a hash tag for the topic. The platform also allows for re-tweeting which broadens their reach to new viewers (the beauty of a twitter based service) and these new viewers can then follow the journalist or topic. Not to mention they have the ability to also re-tweet it and reach even more viewers, some that may not know they were interested if it hadn't been shared by a friend.

As far as advertising goes, I haven't yet figured out my exact approach. The common solution seems to be spreading ads in the feed in the form of sponsored tweets. This may be the most reliable and accepted approach. However I choose, my hope is to be the least intrusive in peoples feed while still keeping the advertisers happy.

The Problem

News relevant to our lives is spread across too many mediums, making it too complex to find and read easily.

The Challenge

Finding a reliable source of relevant news & display it in a single well organized platform. Additionally catering relevant news to individual users-based on their needs and interests.

The Potential Solution

Create a platform in which a user can filter and search their twitter feed and hash tags for relevant news. Then provide a clean and easy to interact with solution for viewing and reading their desired content. The interface will also allow you to follow feeds from those that you do not wish to follow in your normal feed, and categorize it within a topic that you choose.

With the rise in how twitter has been integrated into our lives, I believe utilizing it as a powerful tool to help shape and discern users interests can be extremely useful. With millions of users following millions of other users, each person is unique and wants information from different sources. It could be said that these are the sources that a person is most interested in. It could also be assumed that if they want to know whats going on with these sources at any given moment, then they would probably be interested in finding out more about these sources whenever possible. Why not give them a way to take 140 characters and expand that into full articles about whatever interests them.

Research

As of January 1st 2014

- 645,750,000 users
- 135,000 sign up daily
- 190 million unique visitors each month
- 58 billion tweets a day
- 2.1 billion twitter search inquiries daily
- 43% of users do so on mobile devices
- 60% of users use 3rd party clients
- 115 million monthly users
- 40% of users don't tweet but follow
- 9,100 tweets per second

<http://www.statisticbrain.com/twitter-statistics/>

Many users never write a single tweet of their own but actively re-tweet content and news from other sources.

Twitter makes \$0.80 per time line view in ad revenue.

Research - Questionnaire

- Where do you get your news currently?
- What types of news are you interested in?
- Would you be more inclined to read and search out news if it was easier to come by and browse?
- What do you look for in a news source?
- How often would you say you read the news?
- When reading the news do you tend to read entire publications (digital or print) or do you scan a few interesting looking articles?
- Do you have a Twitter?
- If so who do you follow?
 - Friends, colleagues, celebrities, work related, politics, local news, world news, etc.
- Would you be more inclined to read news if it populated was based on your interests?
- Would you be interested in seeing news based on your interests in your Twitter feed or based on the things you follow on Twitter?
- Do you think that the news your interested in correlates to the things/people you follow on twitter?

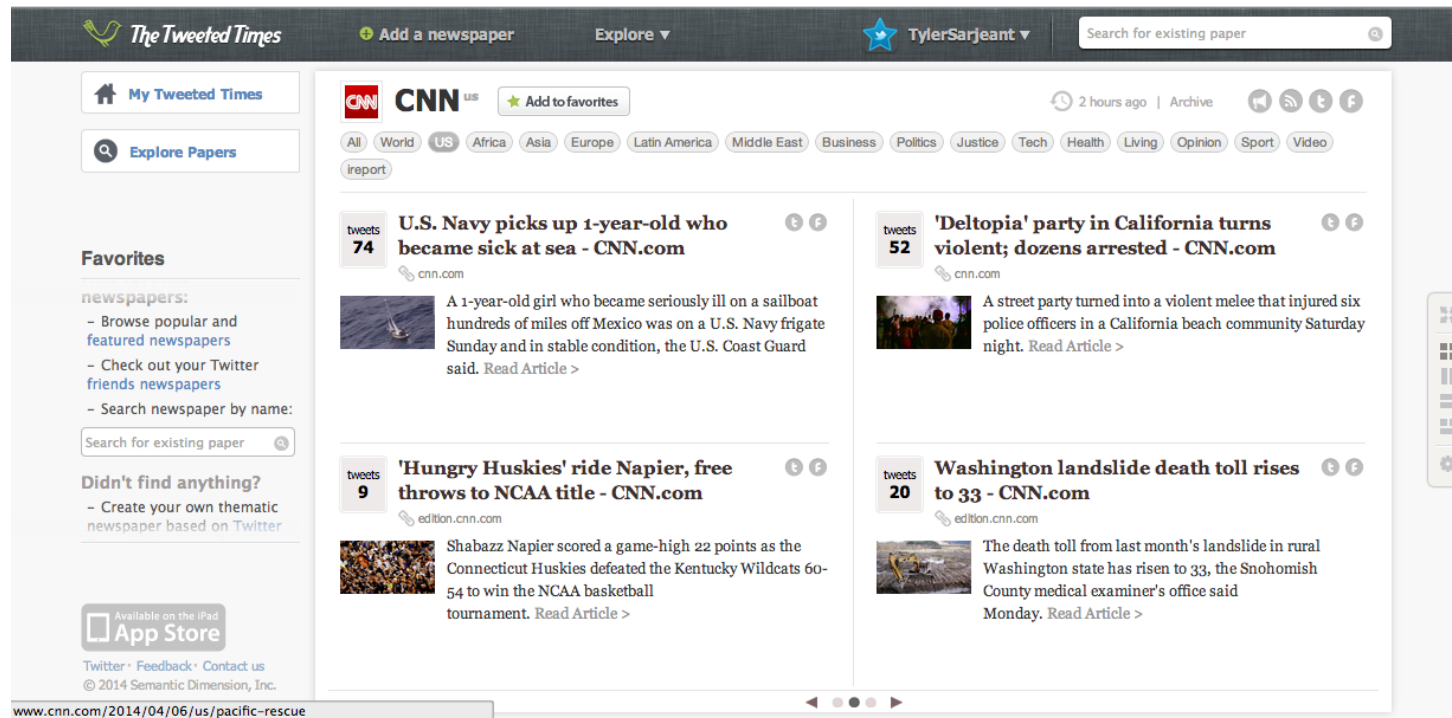
Progression of Concept

Today has become a pivotal day in the future of this project. I have stumbled upon an existing platform that has attempted to accomplish similar goals as I have. However upon playing with their platform, I have discovered a few very large issues with what they offer. So from here I have decided not to reinvent whats already in play but I would really like to redesign what is being offered and add some incredibly important features.

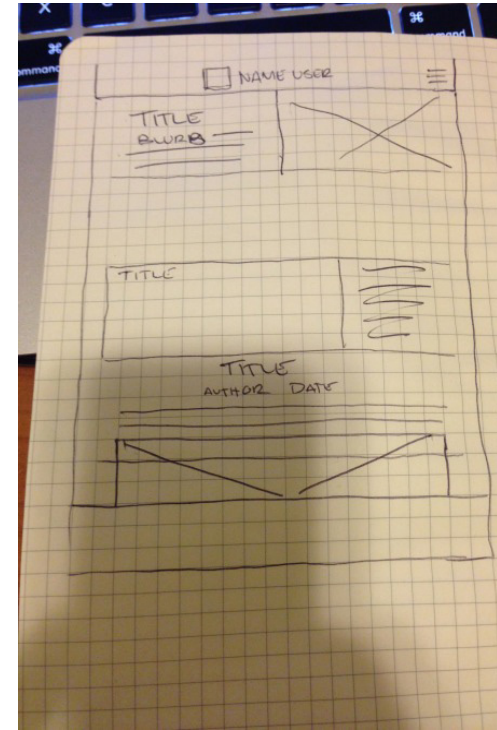
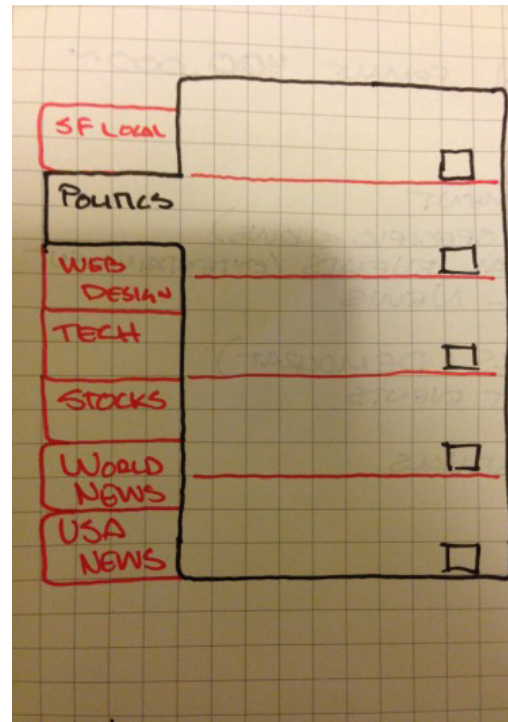
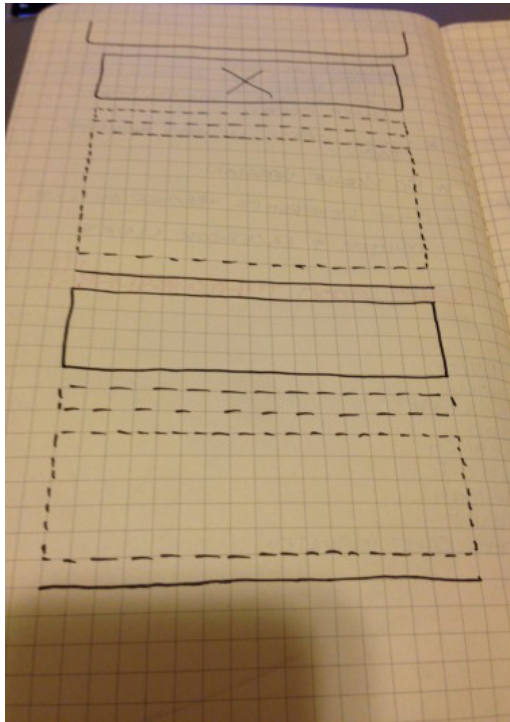
The platform I will be revamping is The Tweeted Times
(<http://tweetedtimes.com/>)

The goals will not be to recreate their image nor do I want to change what they are offering. What I do aim to do is create a more useful interface that not only looks more visually appeasing but also to add some new very useful features that I believe to be essential to a service of this nature.

Progression of Concept - Current Design

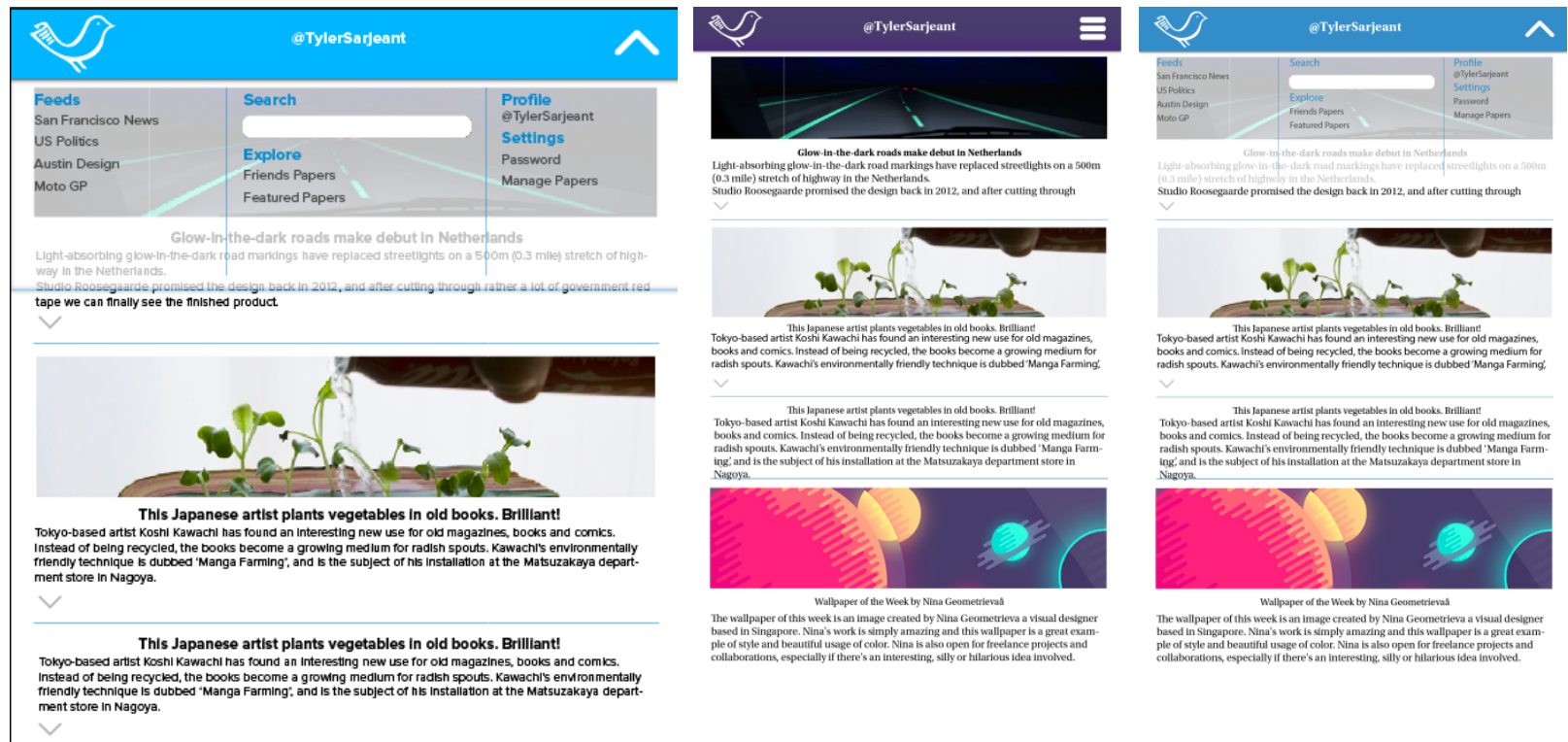


Planning - Sketches



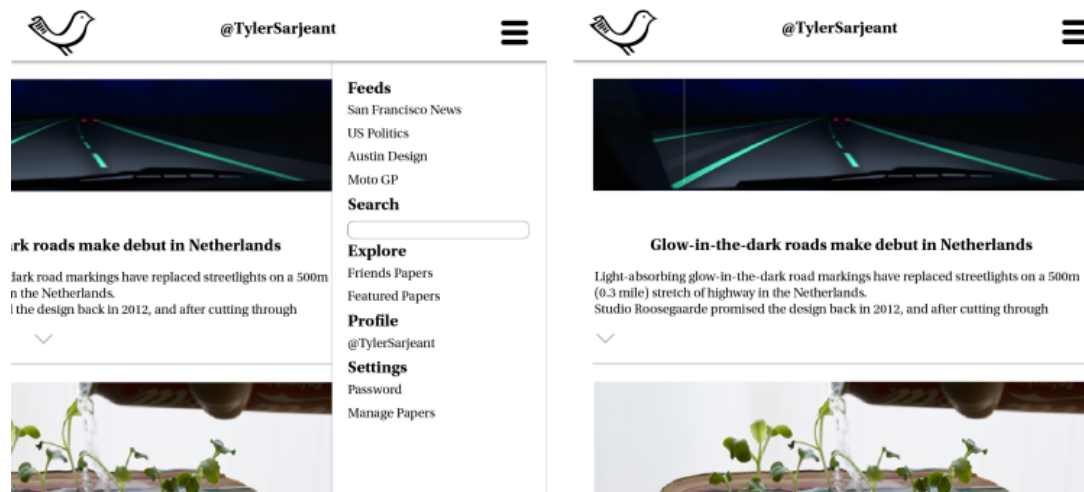
This will be a content heavy and content driven medium. The layout needs to be one that accentuates the content. Try to keep the focus on the users news, and less on the platform that they are interacting with. Make it clean, simple and easy to use.

The Build Version 1 - Mock-Ups



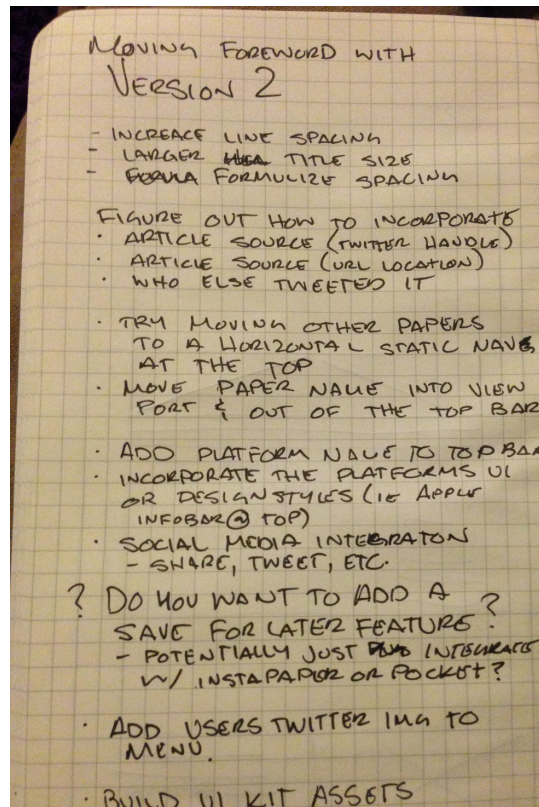
A few of the Version 1 mock ups. Playing with colors and layout. Still need to spend a good deal of time on the type and getting things to be more simple to read.

The Build Version 2 - Mock-Ups



Layout Version 2 trying to accomplish a few things with this version. First and foremost placing the emphasis on the content. Making the article snippets easier to read, and more visually appealing. This is done by changing the typeface and opening things up a bit. The type has also been changed to a more legible typeface and sized up quite a bit. With this version the menu has also been changed from a top down system to a hamburger slide in from the left configuration. This is again to simplify things a bit, but also to provide a simple interface utilizing functions that a user will already be familiar with.

The Build Version 2 - Notes



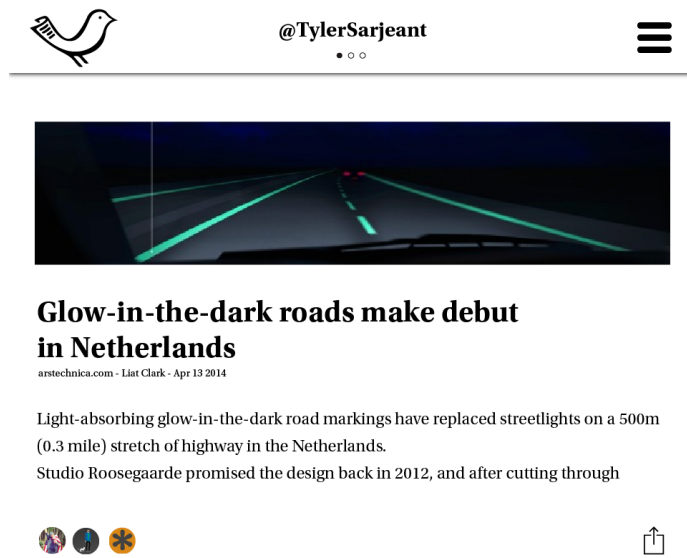
Notes on next steps to proceed with version 2, as well as things to consider and assets to create.

The Build Version 2.2 - Notes

Moving foreword with Version 2.2 - added assets and features. Constructed the article page and cleaned up the type treatments.

Still to go: Need to adjust spacing across all the elements (especially the type). Kerning and letter spacing. Menu needs more attention. Do you really want the back button on the article and if so is that really the best solution? If swipe gestures go between pages what other gestures are there for you to utilize in the return to your main paper? Do you want to add the sub head of each article to the main page, is it necessary? Probably. However try and avoid to much clutter your mission is to keep things CLEAN!

The Build Version 2.2 - Mock-Ups



Glow-in-the-dark roads make debut in Netherlands

arstechnica.com - Liat Clark - Apr 13 2014

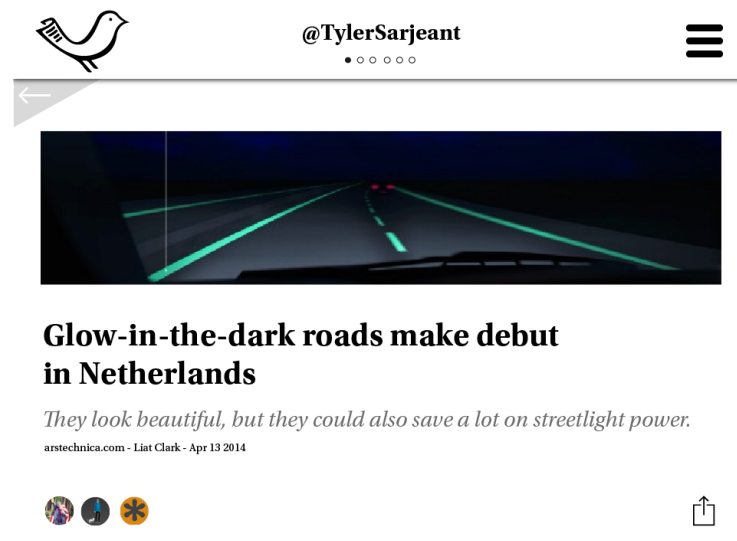
Light-absorbing glow-in-the-dark road markings have replaced streetlights on a 500m (0.3 mile) stretch of highway in the Netherlands. Studio Roosegaarde promised the design back in 2012, and after cutting through



This Japanese artist plants vegetables in old books. Brilliant!

designfaves.com - Nhan Tran - Apr 13 2014

Tokyo-based artist Koshi Kawachi has found an interesting new use for old magazines, books and comics. Instead of being recycled, the books become a growing medium for radish spouts. Kawachi's environmentally friendly technique is dubbed 'Manga Farm-

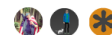


Glow-in-the-dark roads make debut in Netherlands

arstechnica.com - Liat Clark - Apr 13 2014

They look beautiful, but they could also save a lot on streetlight power.

arstechnica.com - Liat Clark - Apr 13 2014



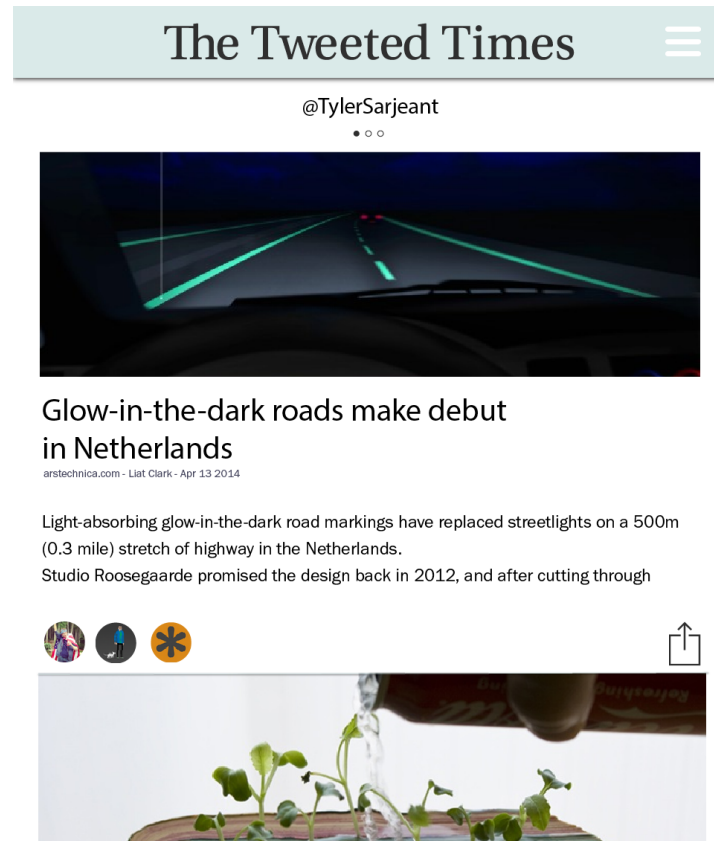
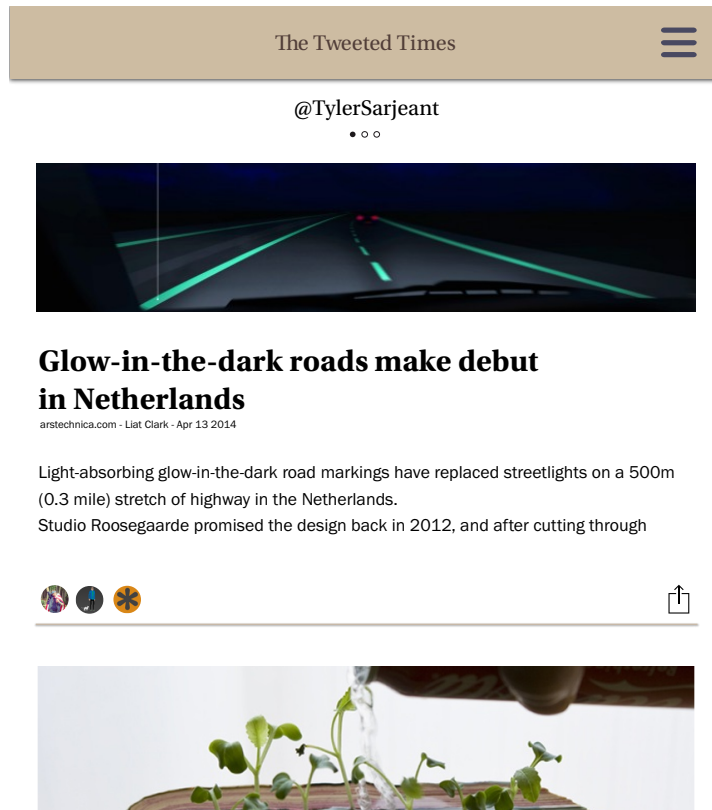
Light-absorbing glow-in-the-dark road markings have replaced streetlights on a 500m (0.3 mile) stretch of highway in the Netherlands.

Studio Roosegaarde promised the design back in 2012, and after cutting through rather a lot of government red tape we can finally see the finished product.

One Netherlands news report said, "It looks like you are driving through a fairytale," which pretty much sums up this extraordinary project. The studio aims to bring technology and design to the real world, with practical and beautiful results.

Back in October 2012, Daan Roosegaarde, the studio's founder and lead designer, told us: "One day I was sitting in my car in the Netherlands, and I was amazed by these roads we spend millions on but no one seems to care what they look like and how they behave. I started imagining this Route 66 of the future where technology jumps out of the computer screen and becomes part of us."

Testing Color Options



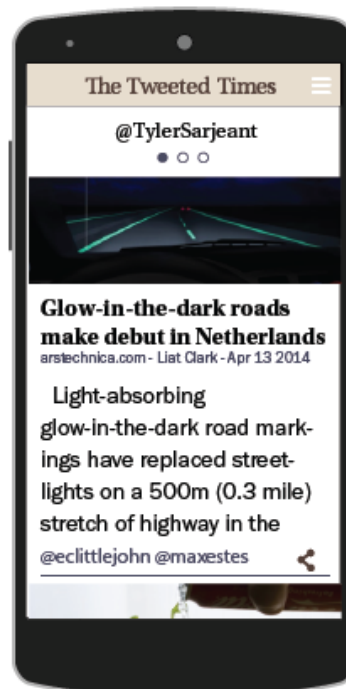
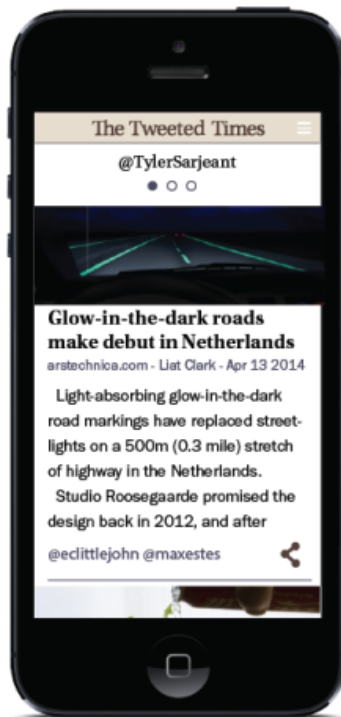
Working on other color options. Trying to appeal to a larger audience.
Less masculine.

Share Pop-up - Testing

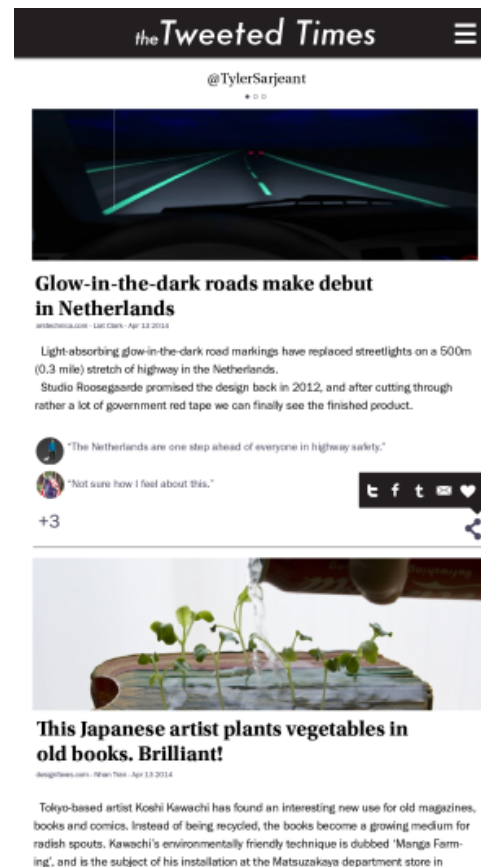
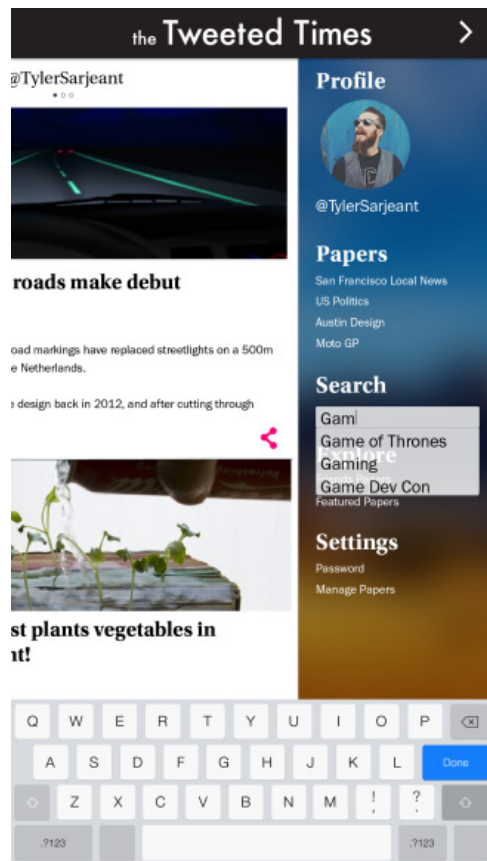


Share pop up window options. This will also be a the overall treatment for the few pop up windows that will be utilized.

Version 3 - Mock-Ups

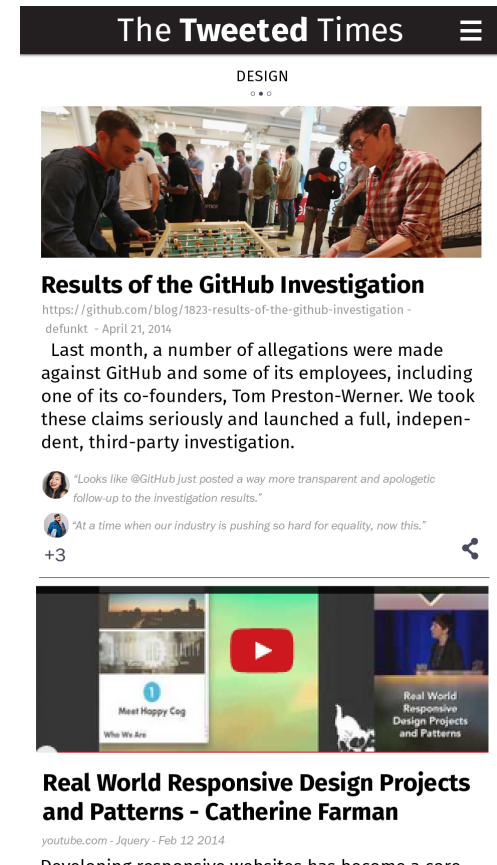
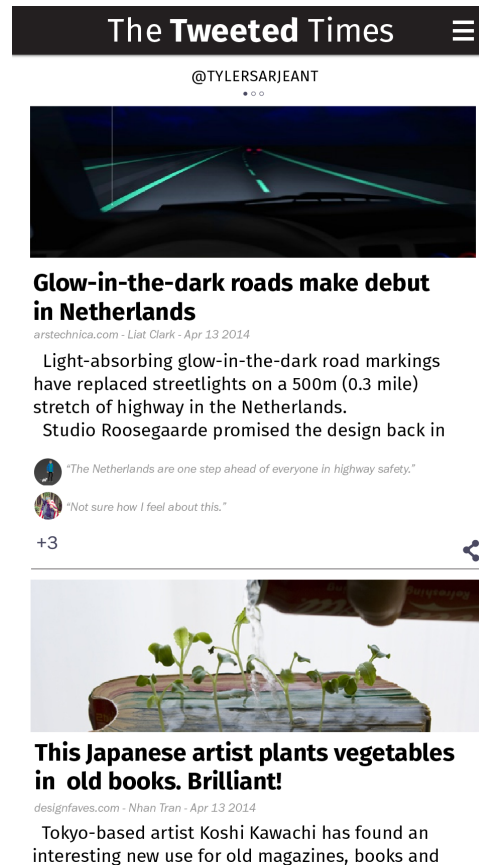
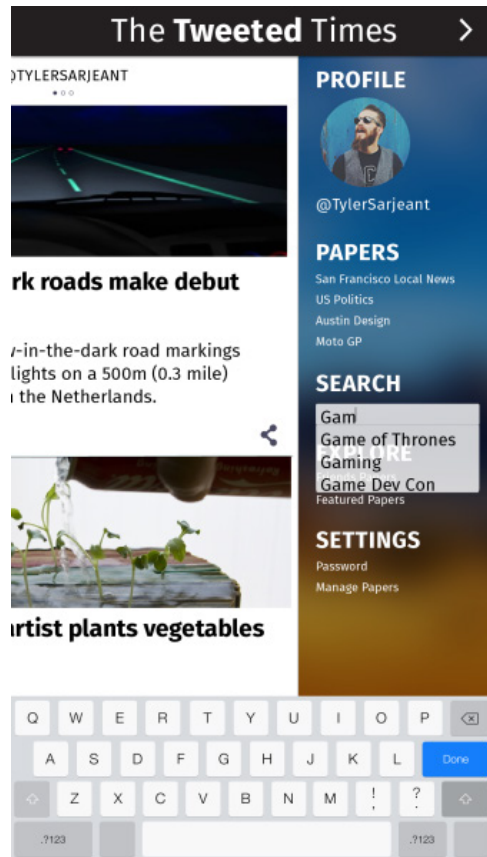


Version 4.1 - Mock-Ups



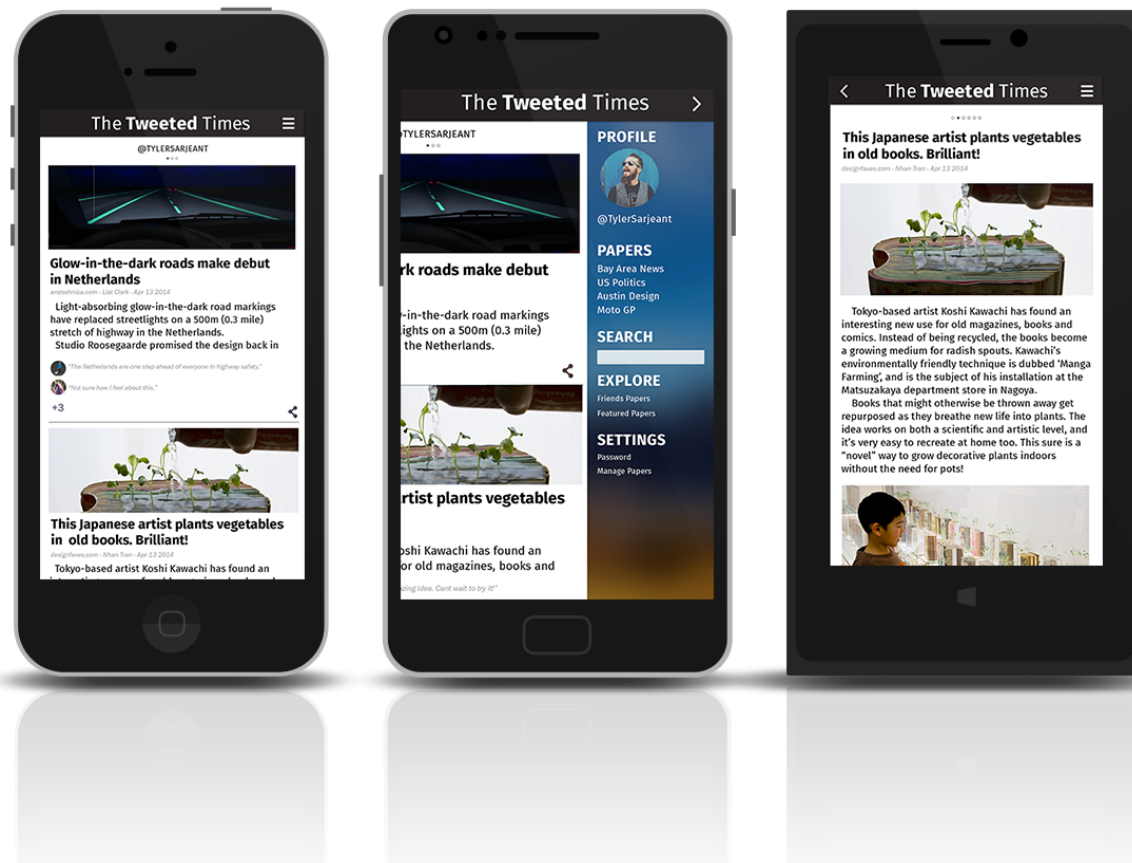
Ironing out the final styling and reworking the new logo.

Final - Mock-Ups



Final designs and logo mock-ups.

Final - Mock-Ups



Final - User Flow Video



Thank You!

For the step by step process please visit :

The Process Blog

See more of my work:

tylersarjeant.com