

DEEP DIVE IN THE VOLKSKRANT

PROJECT BRIEF

The Volkskrant is a renowned newspaper with a decent digital offering. It's mobile app however is being put to the test by our student team. We have found the user experience to be **overwhelming** with **lacking direction** to the deep and valuable content the Volkskrant has to offer. We learned that the user is looking for a more **easy, curious and overviewing** experience. Our team set out to redesign the mobile app to be more fitting of this desired experience.

COURSE

This project was done in a group of 5 students over the course of a semester for 1,5 day per week. The course 'UXAD' is about **user experience** and **usability** assessment in design

FOCUS

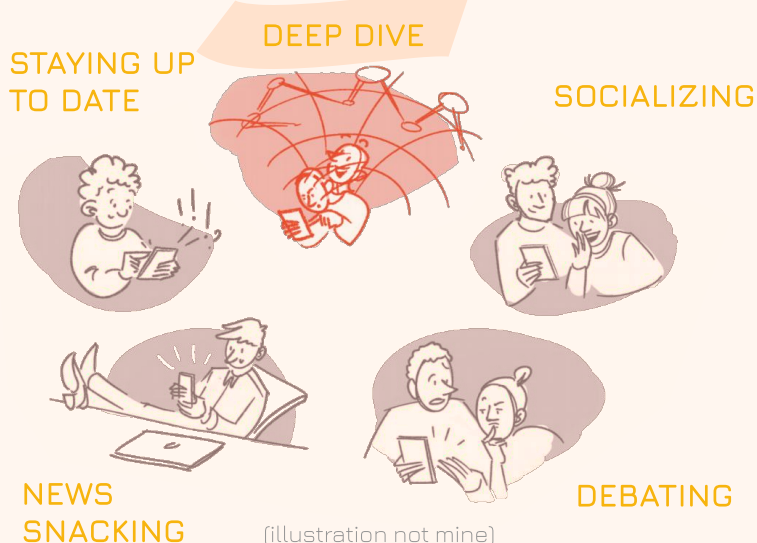
My personal goal is to juggle the conflict between client wishes and our findings in research. I wanted to develop skills in research and user testing to increase usability.

PROJECT OVERVIEW

To give our design process direction we found 5 use cases based on interviews, as shown below. These are all different in their needs and concerns. Our design focuses on the **'deep dive'** use case, but contains enough different elements to satisfy the other use cases. The deep dive use case focuses on users who read the newspapers to gain as much understanding as possible on a news item, with multiple articles and sources being preferred over quick info.

Try out the prototype!

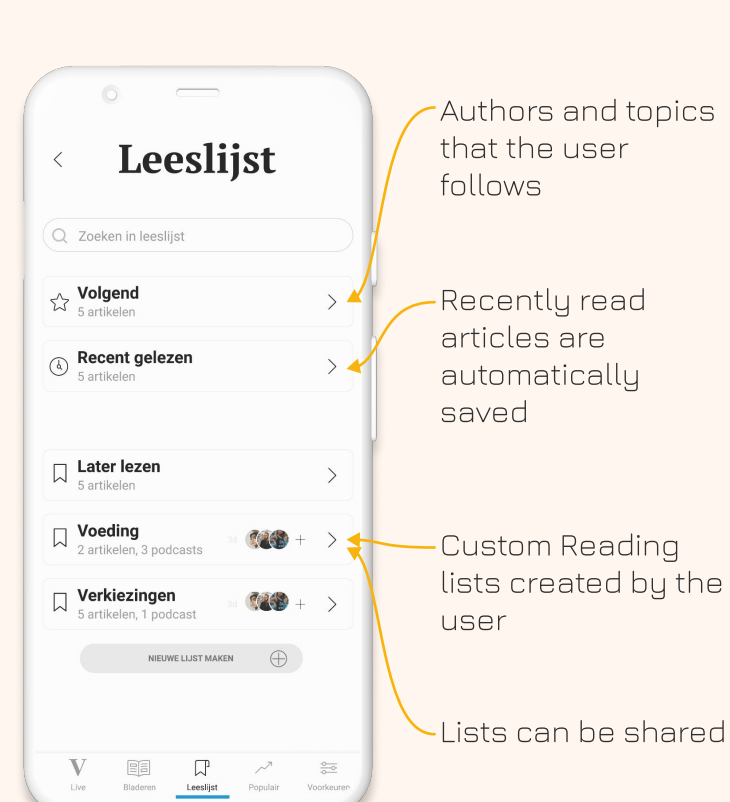
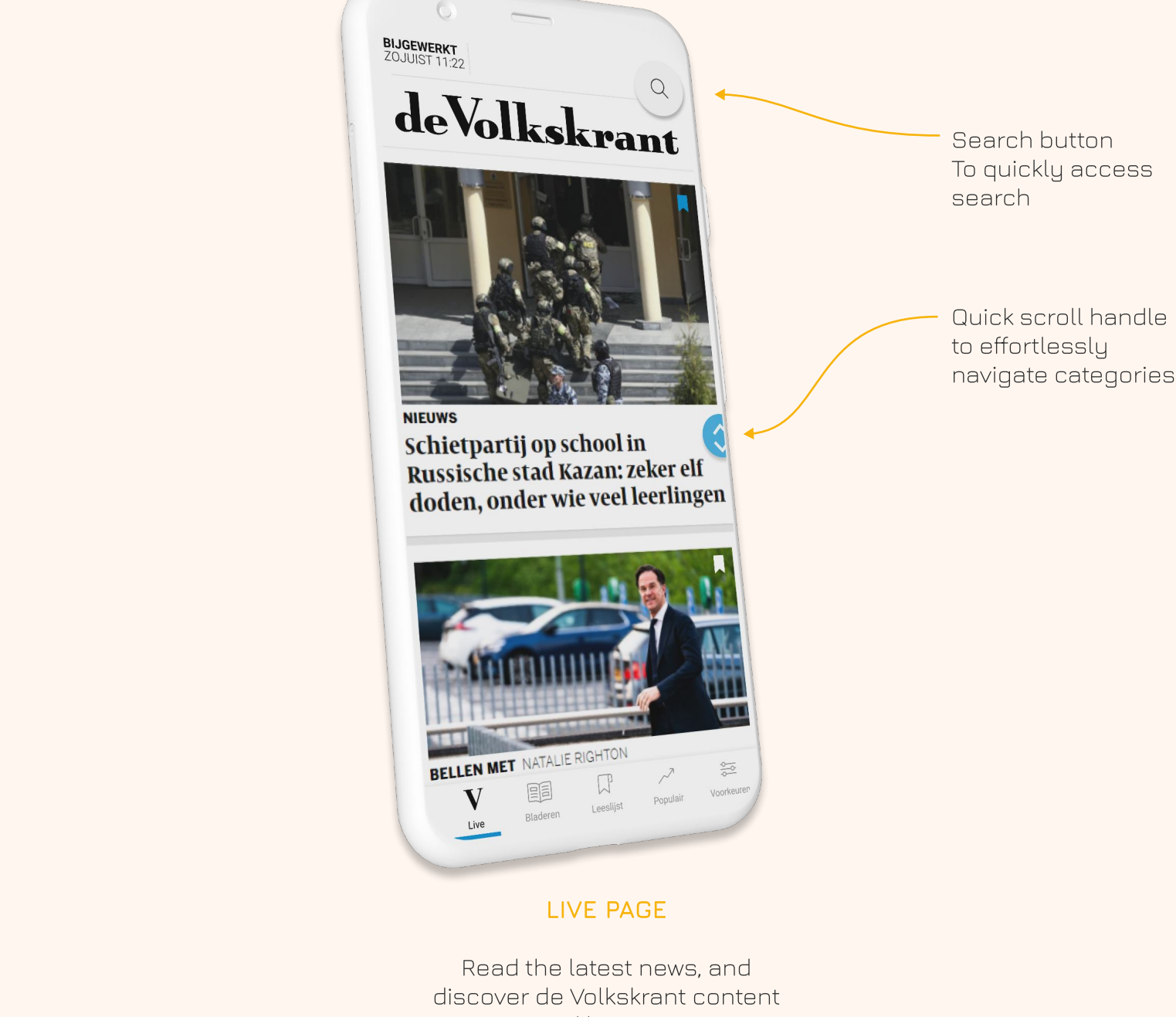
Disclaimer: the prototype provides an impression of the redesign, not all features are incorporated.



We have presented the Volkskrant with a redesigned interface that better aligns with the user experience we have found our participants desired. The **5 main tabs** of the redesigned application show the design direction we have taken.

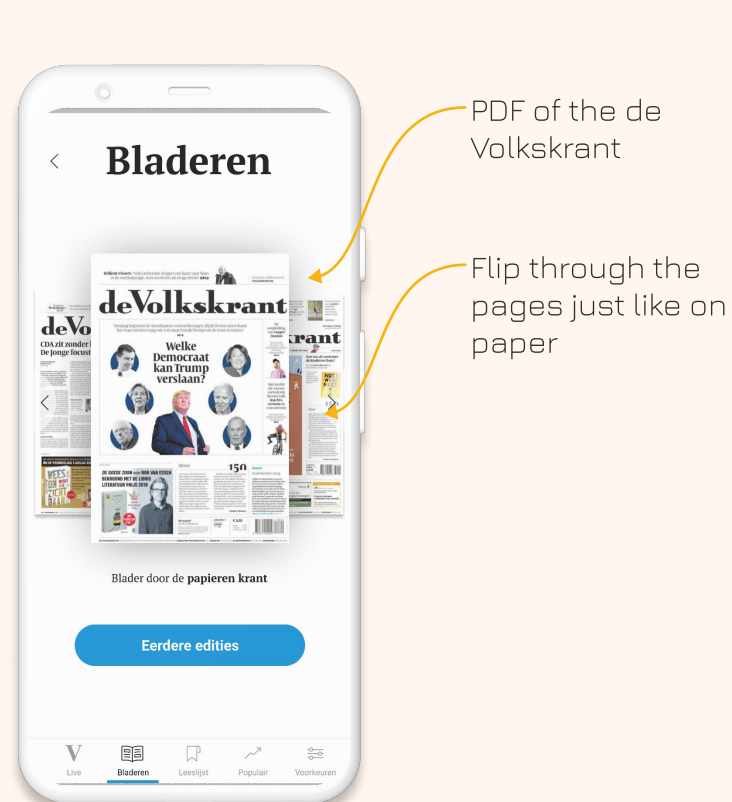
INTERFACE REDESIGN

The illustrations below show the main facets of redesign.



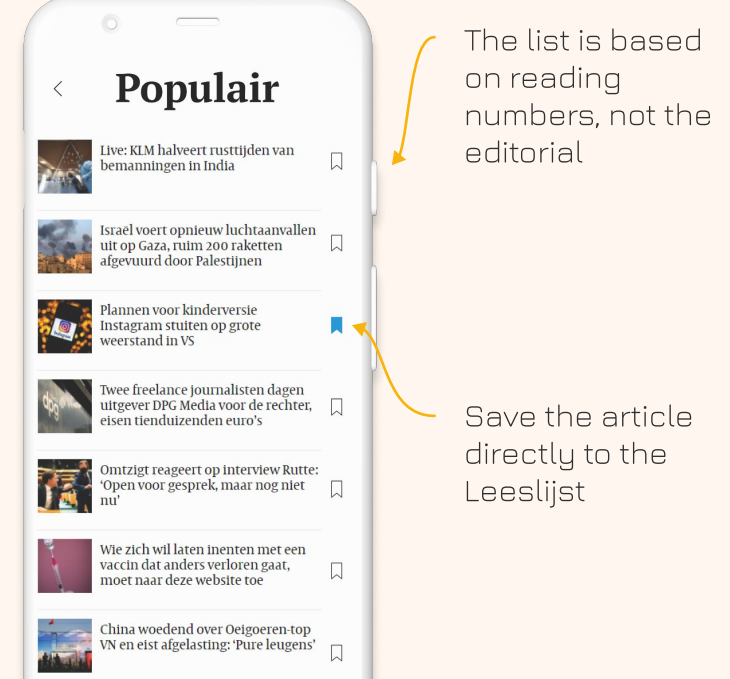
READING LIST

For the researching reader, save, share and organize articles.



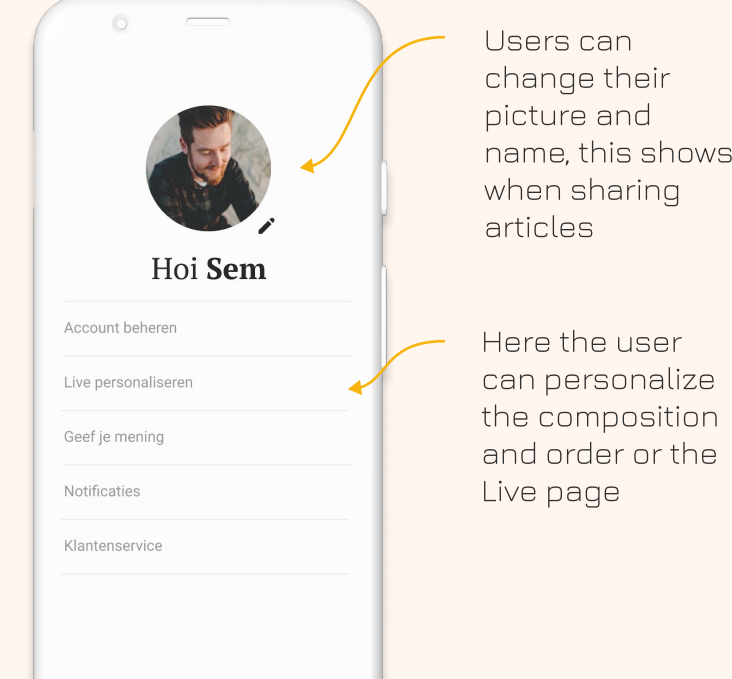
EDITION

For the conventional reader, this tab offers a way to simply swipe through an edition.



POPULAR

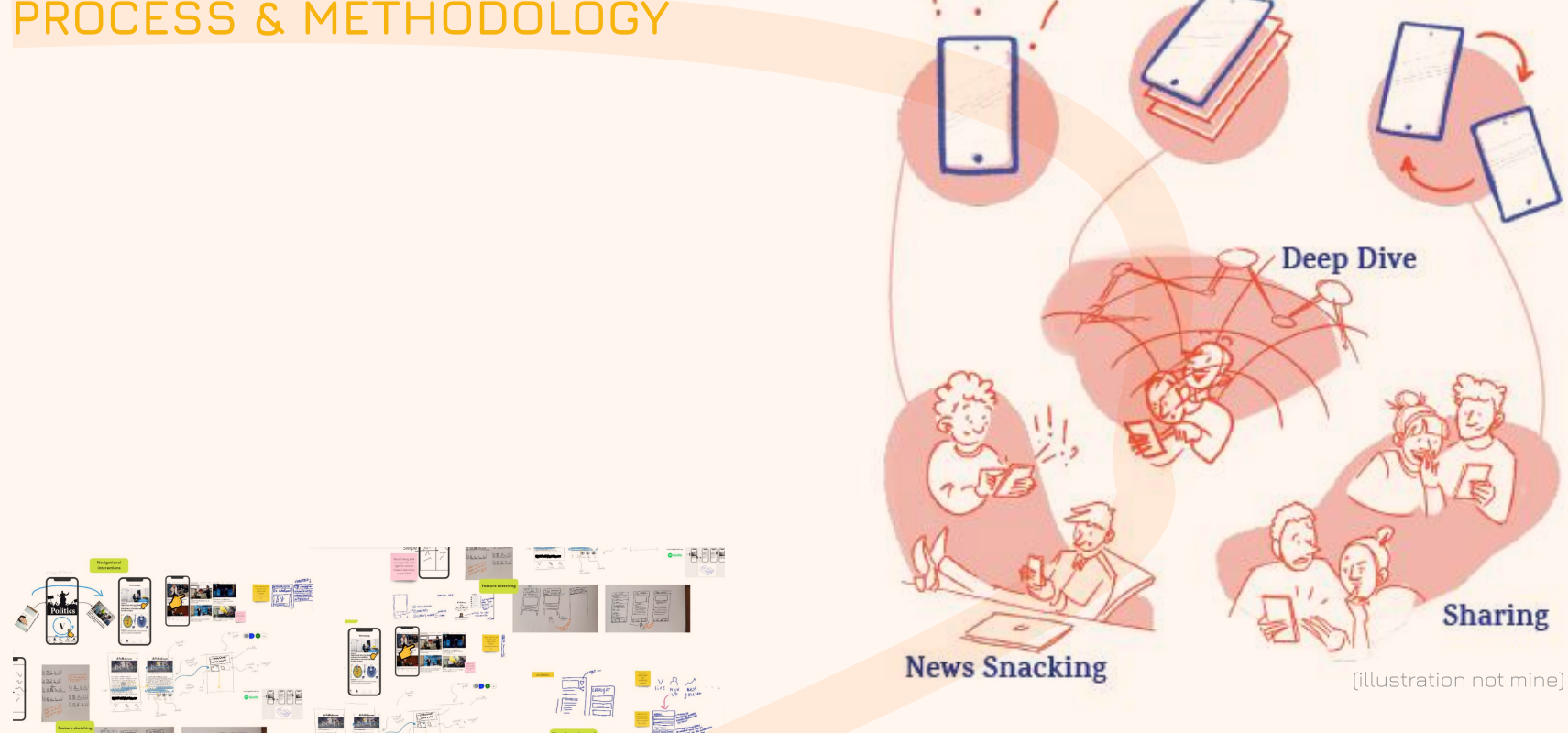
For the news snacker, popular options, both articles and podcasts.



PREFERENCES

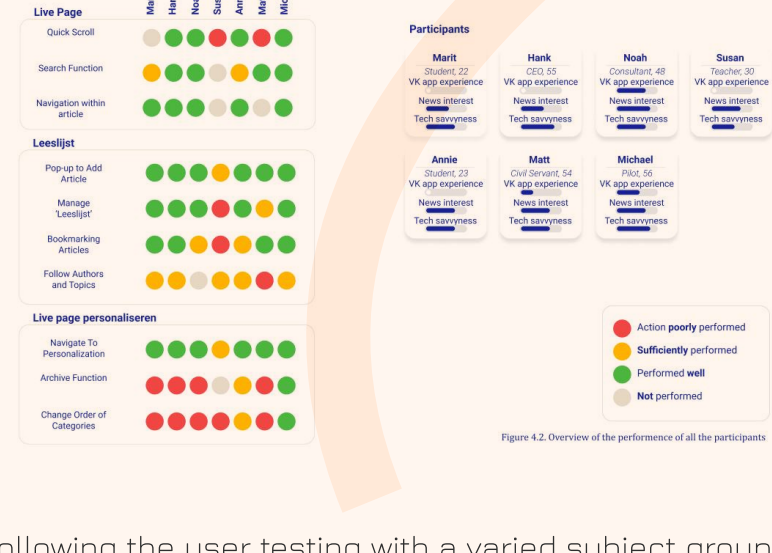
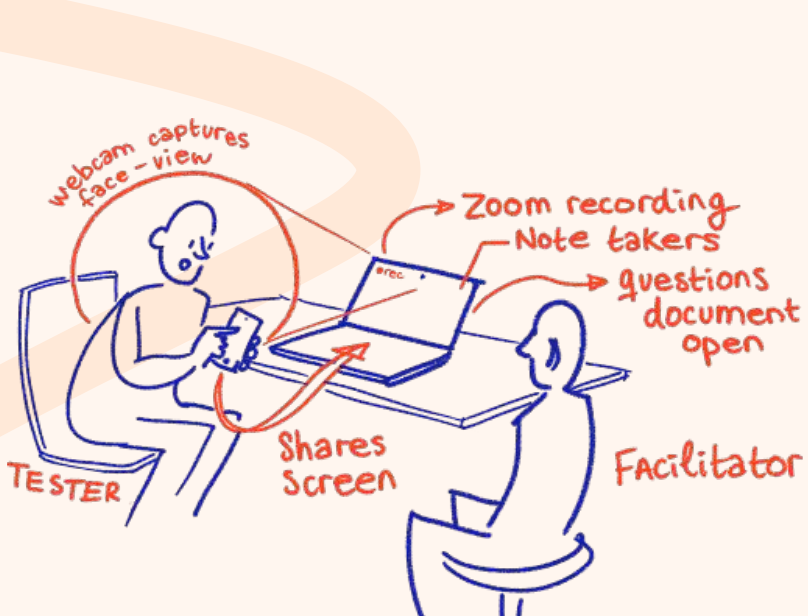
This tab offers options, such as personalizing the Live page.

PROCESS & METHODOLOGY



Based on our initial user testing we started drafting designs for an **interface**

Based on our initial user testing with the interface we found **three different use cases** to go forward with, that each had very different needs to consider.



Following the user testing with a varied subject group we analyzed the **collected data** and made it visual to communicate with the client. This forms the basis for our redesign.