

# NowThis News

iOS — iPhone

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## Note

The following screens and mocks are examples of different features we explored, not necessarily displayed in chronological order.

Buttons, lines, and icons may shift from one concept to the next. It is less about inconsistency and more of a snapshot of a feature we sought to build at that point in time.

## In the Beginning

Before NowThis News even had an in-house designer to focus on their app, a motion designer took a stab.

The very colorful, nostalgic aesthetic sadly made the app download huge because of the amount of graphics.

We wanted our app to be substantially smaller in size. We did not want people fearfully searching for Wi-Fi just to download our app.



iPad Splash Screen

## Looking Forward

The interface should not feel heavier than the video content. We aimed to re-design the app to be cleaner and lighter.

Let's not rely on textures or graphics. Use them sparsely. Allow photo thumbnails to do all the talking.

### Home Screen Evolution



Original iOS home screen received, before any UI or logo redesign



Started new UI, old logo



New logo



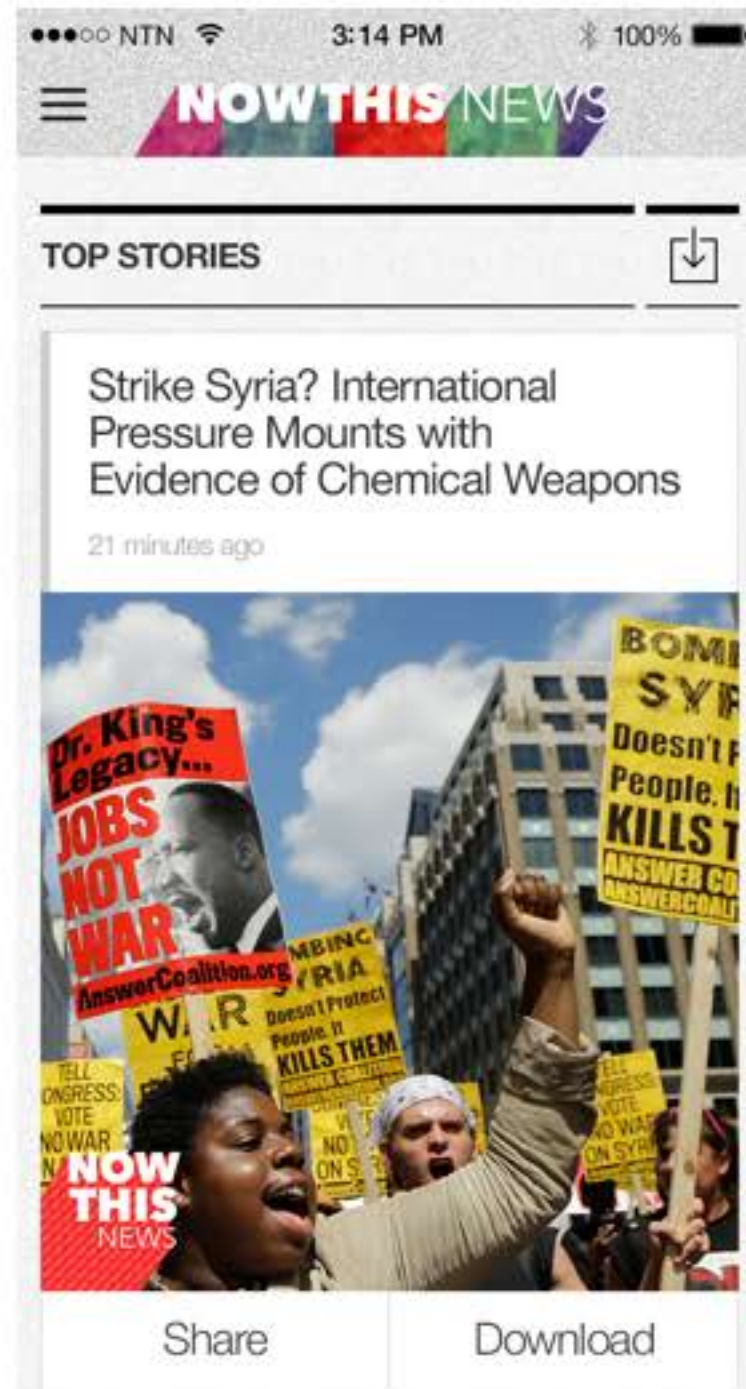
Final logo and UI refresh

## Video Downloads

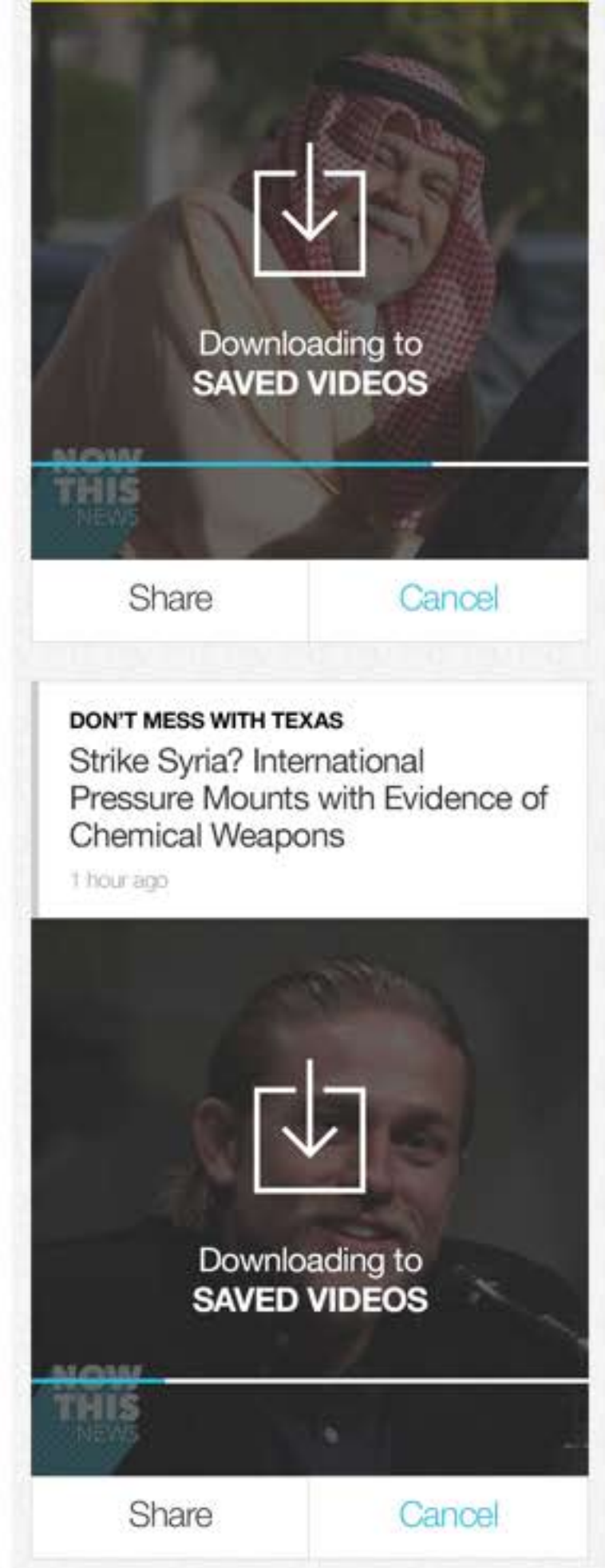
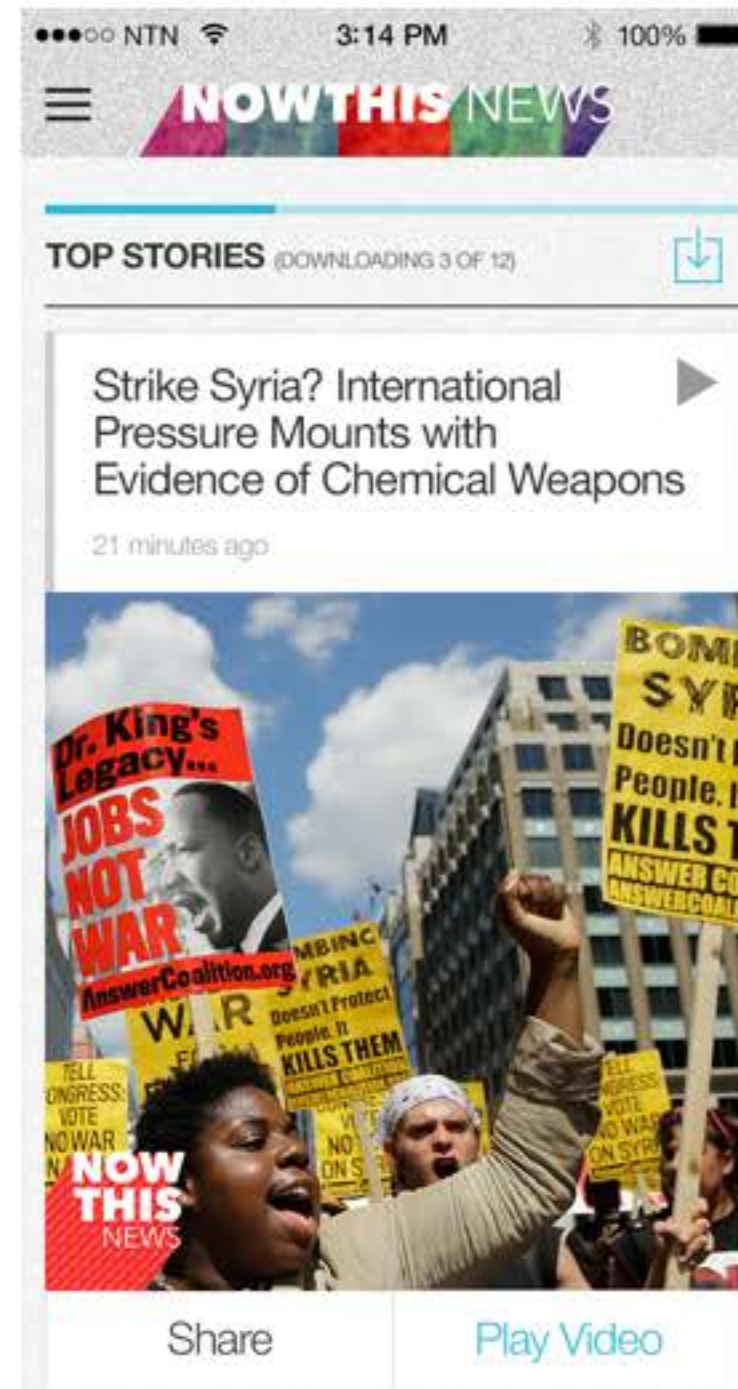
Back in 2013, Facebook videos did not auto-play in your feed. Instagram did not have videos or stories. Network speeds were just starting to pick up but slower overall.

Because of this, it was important to offer users the options to download all videos, rather than wait for each one to play individually.

Default state



Active state

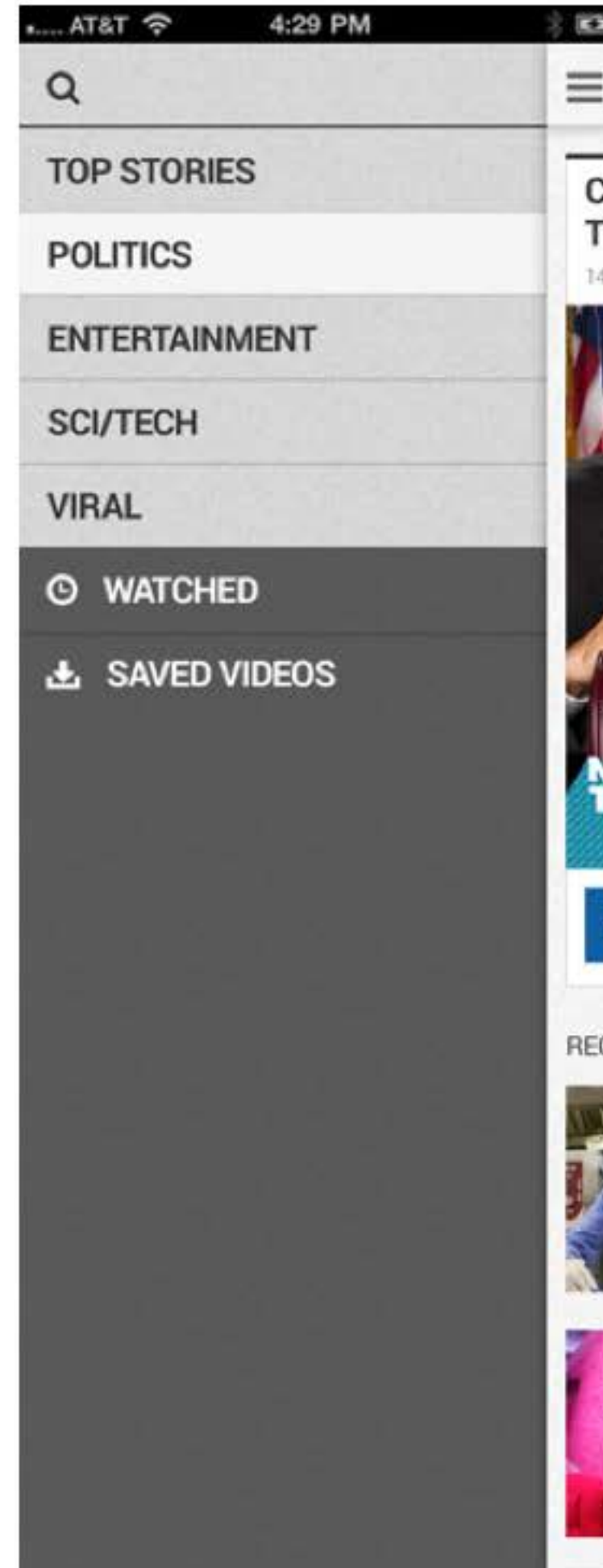


Active state, videos partially downloaded

## Removing Saved Videos

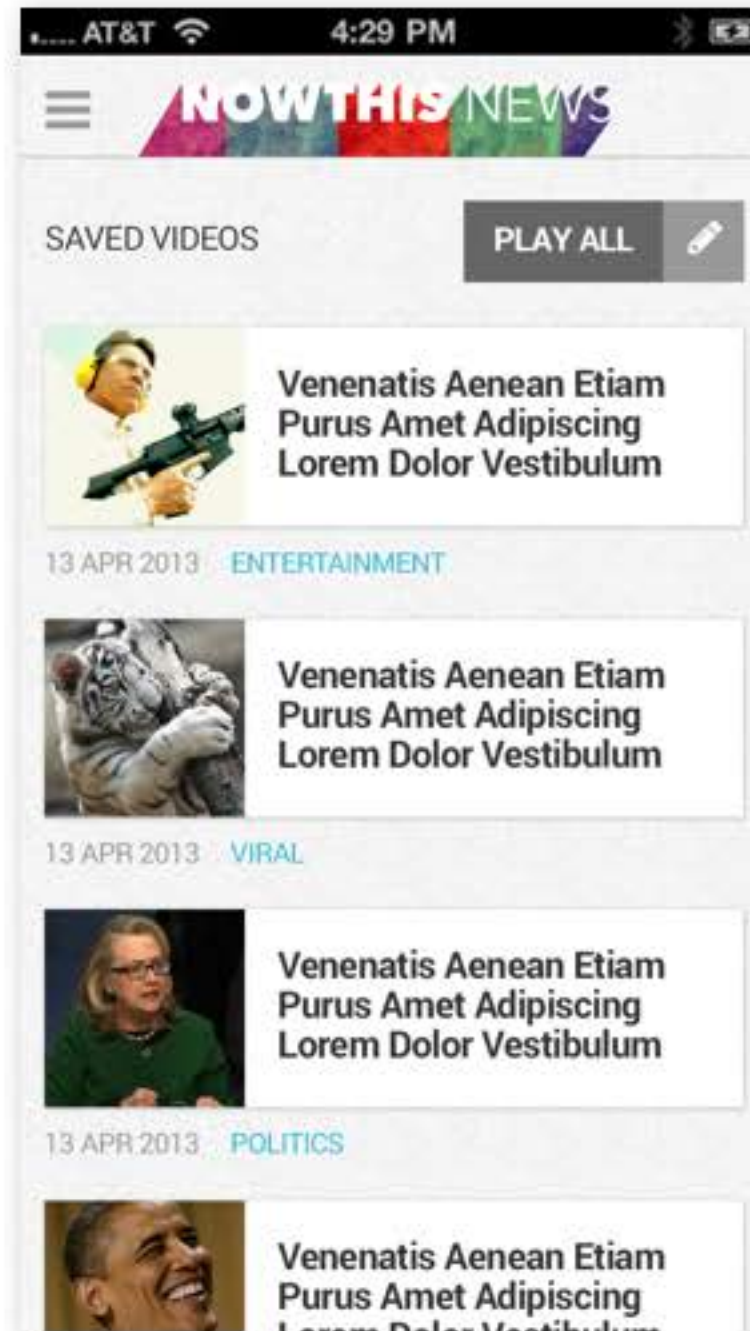
Another feature we discussed was the topic of saved videos. After a user Likes or Hearts a video (not shown), they get collected into a list.

This list can be retrieved from the Saved Videos under the navigation drawer.

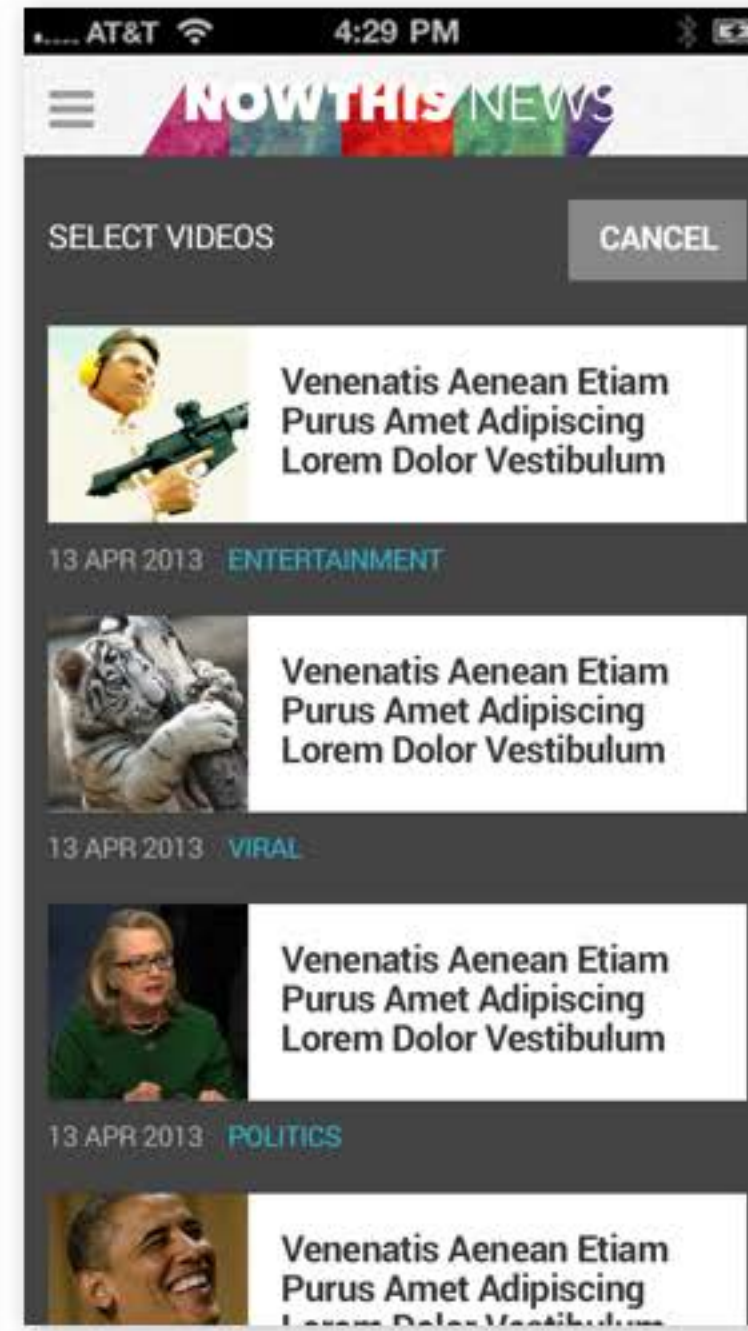


## Removing Saved Videos

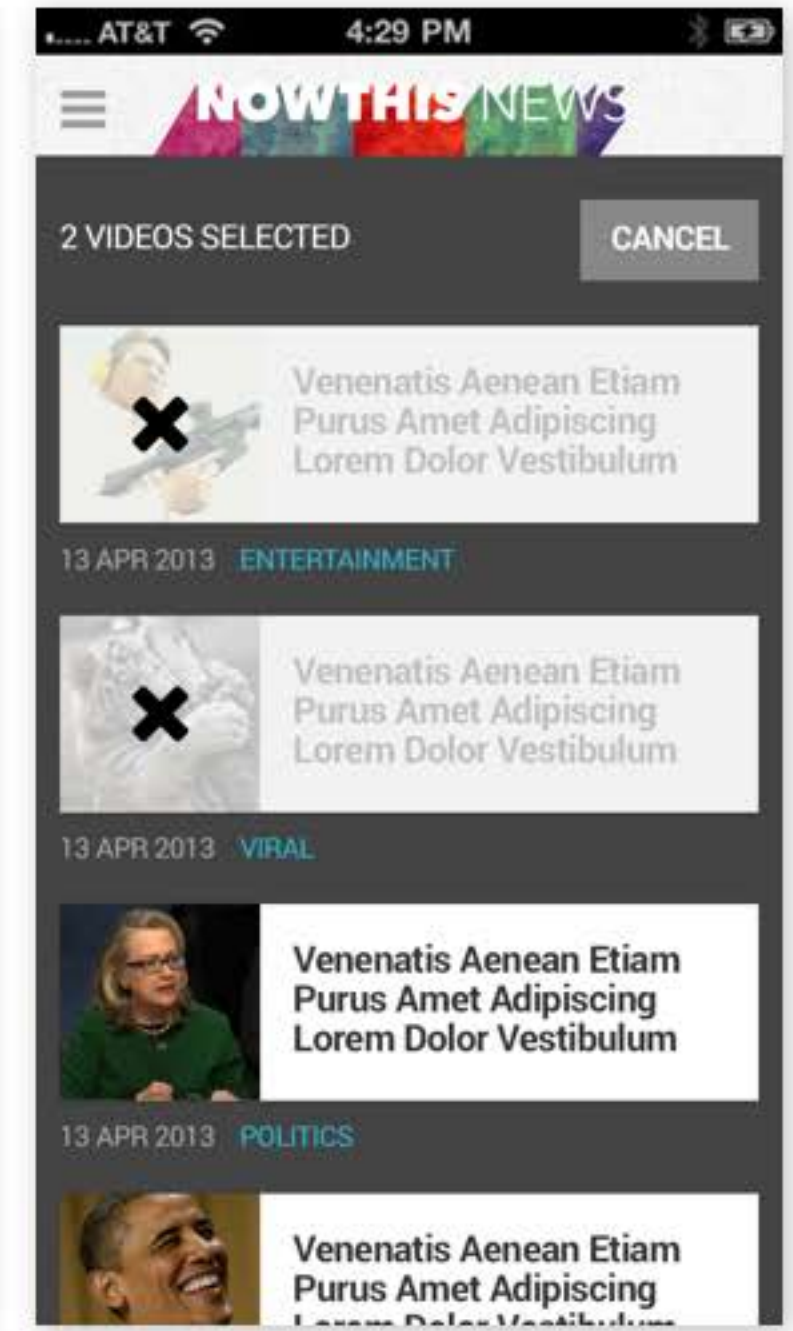
Naturally the ability to manage and edit a Saved Videos list would be necessary.



Default state



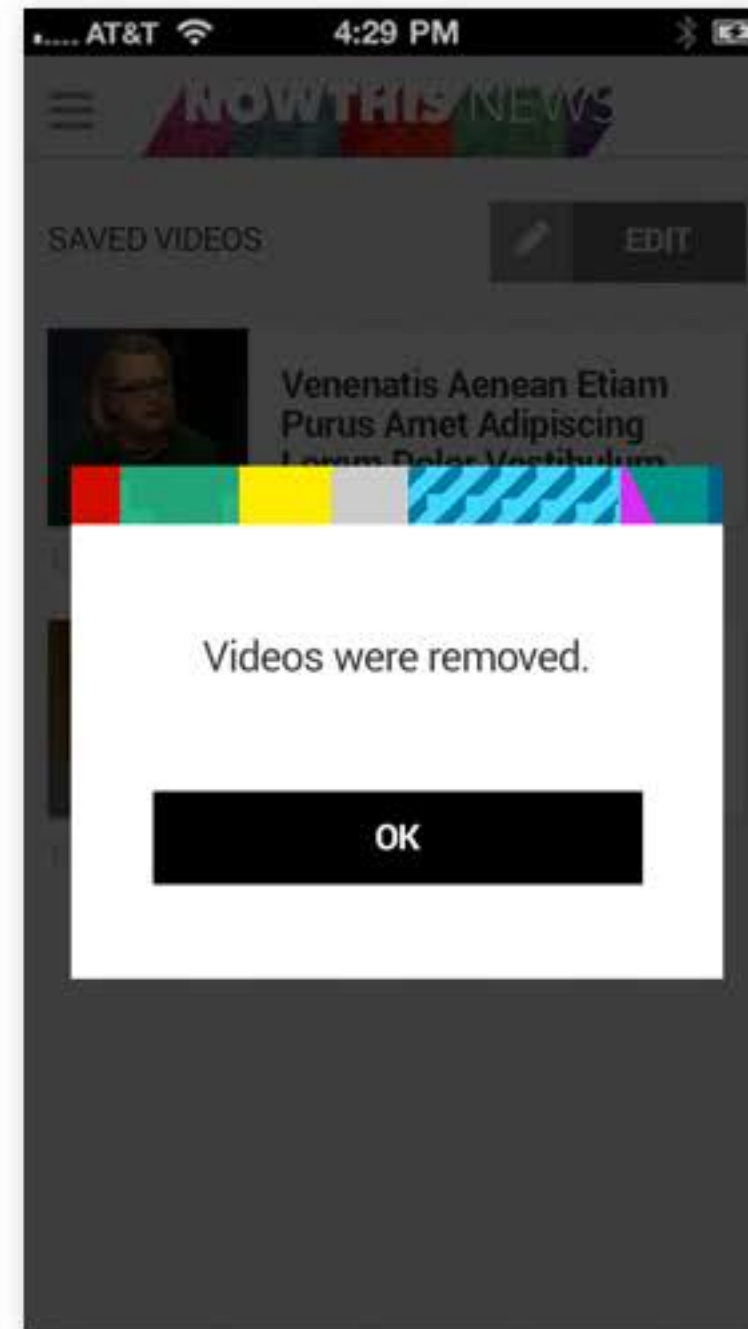
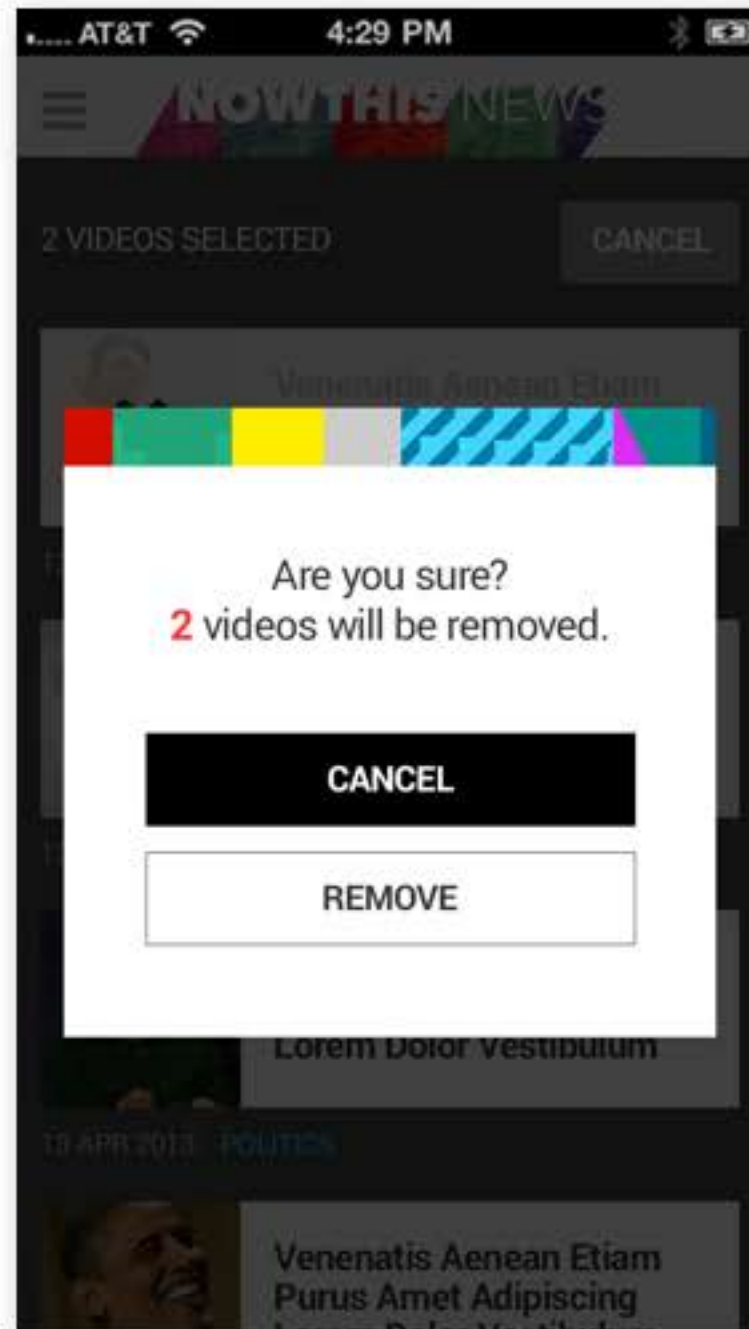
Active state



Videos selected for removal

## Confirm Removal

After the action has been completed, the user can dismiss the notification, or it will auto-dismiss after a few seconds.

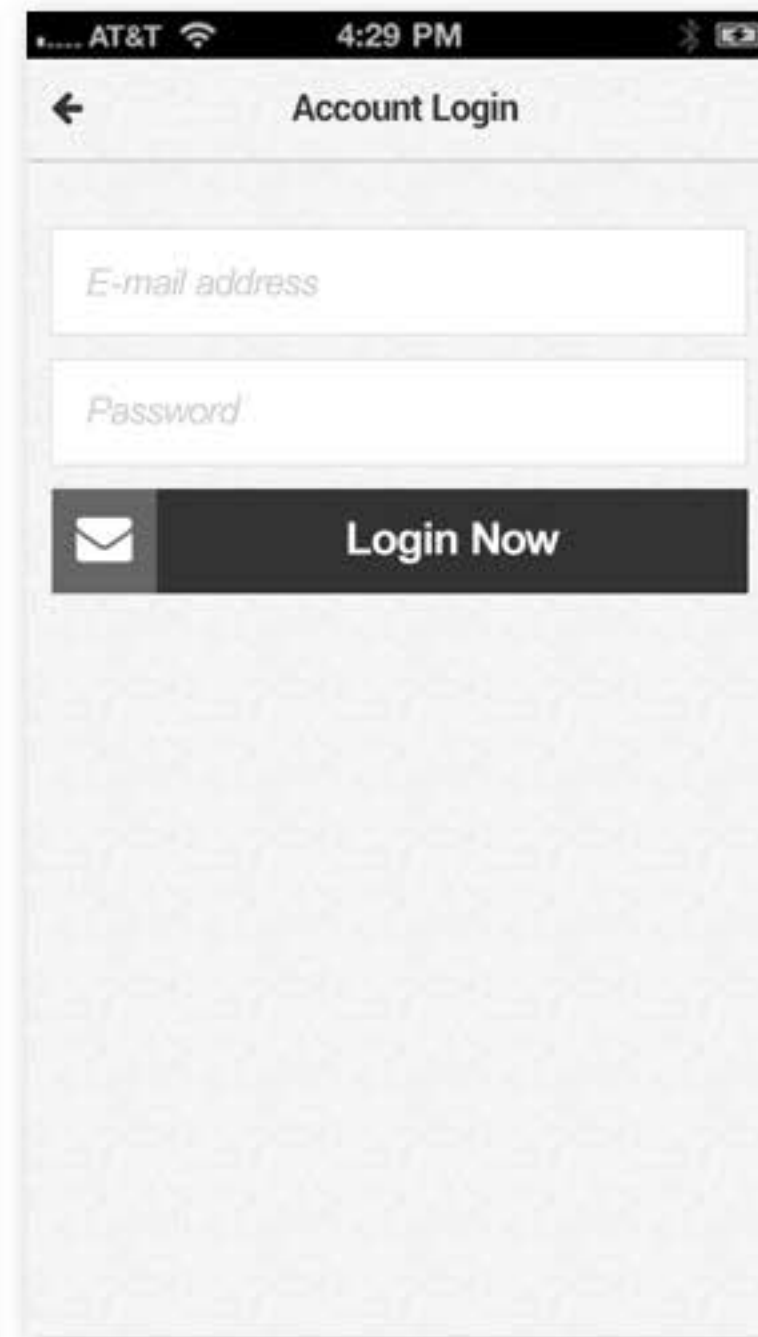
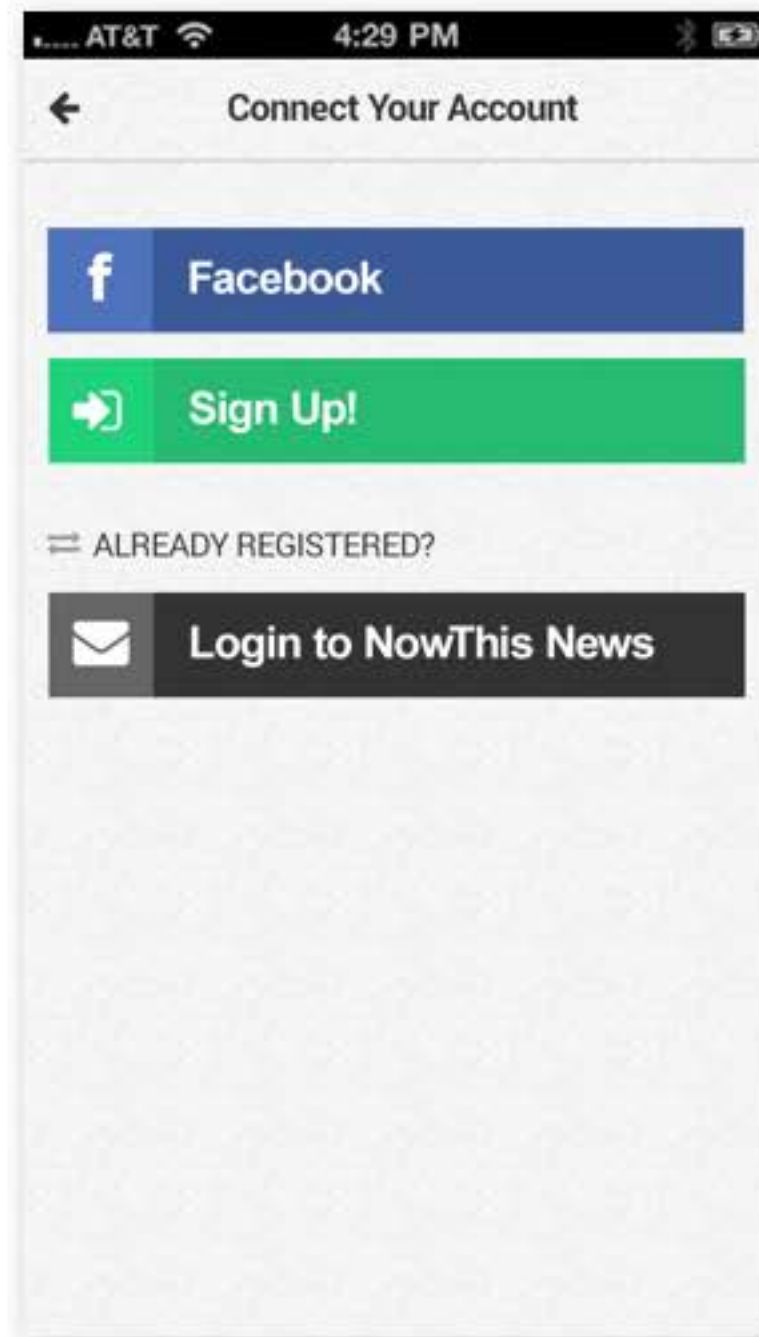




## Account Login & Sign-Up

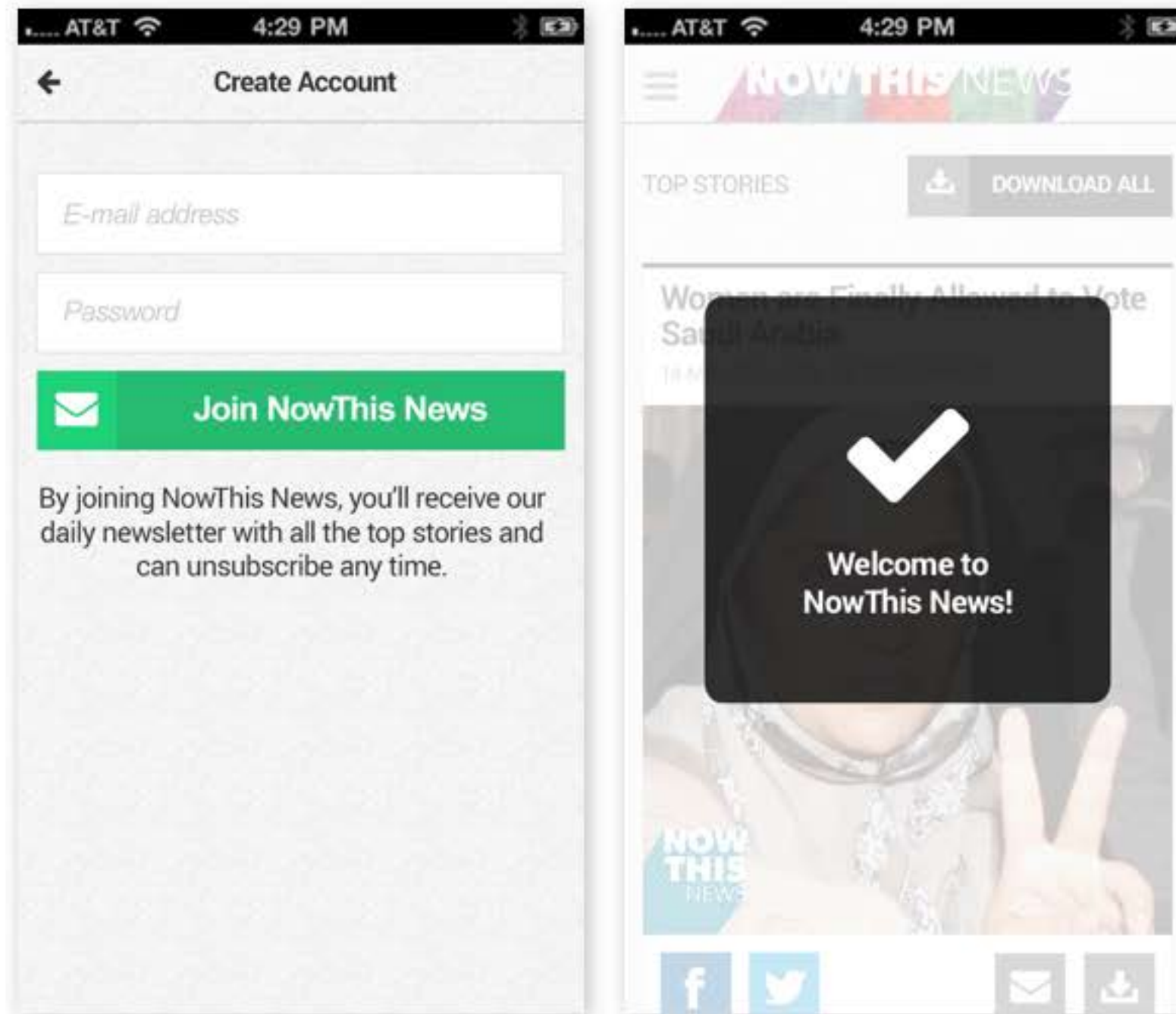
The following screens depict various login, sign-up, and password reset functionality.

If users signed up, they could potentially take advantage of new features such as commenting, voting, playlist curation, et al.



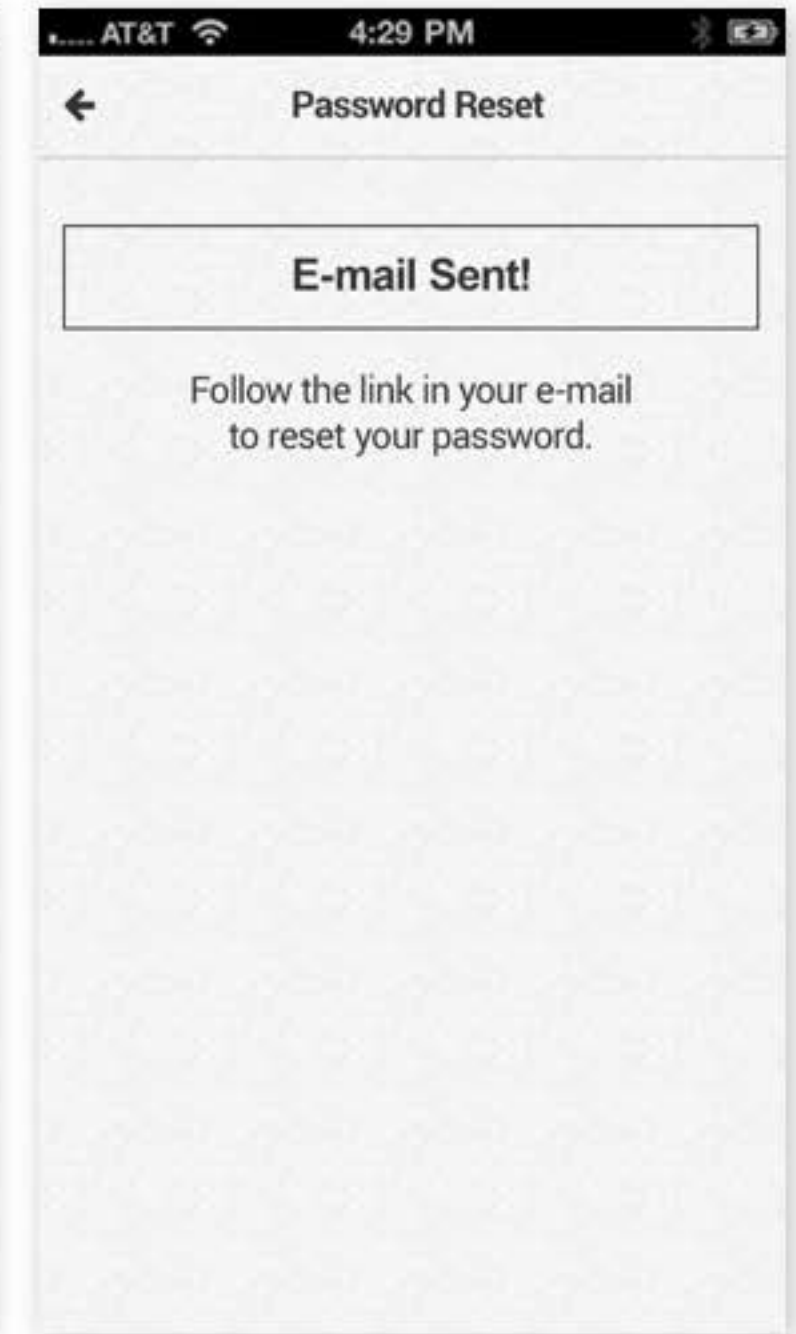
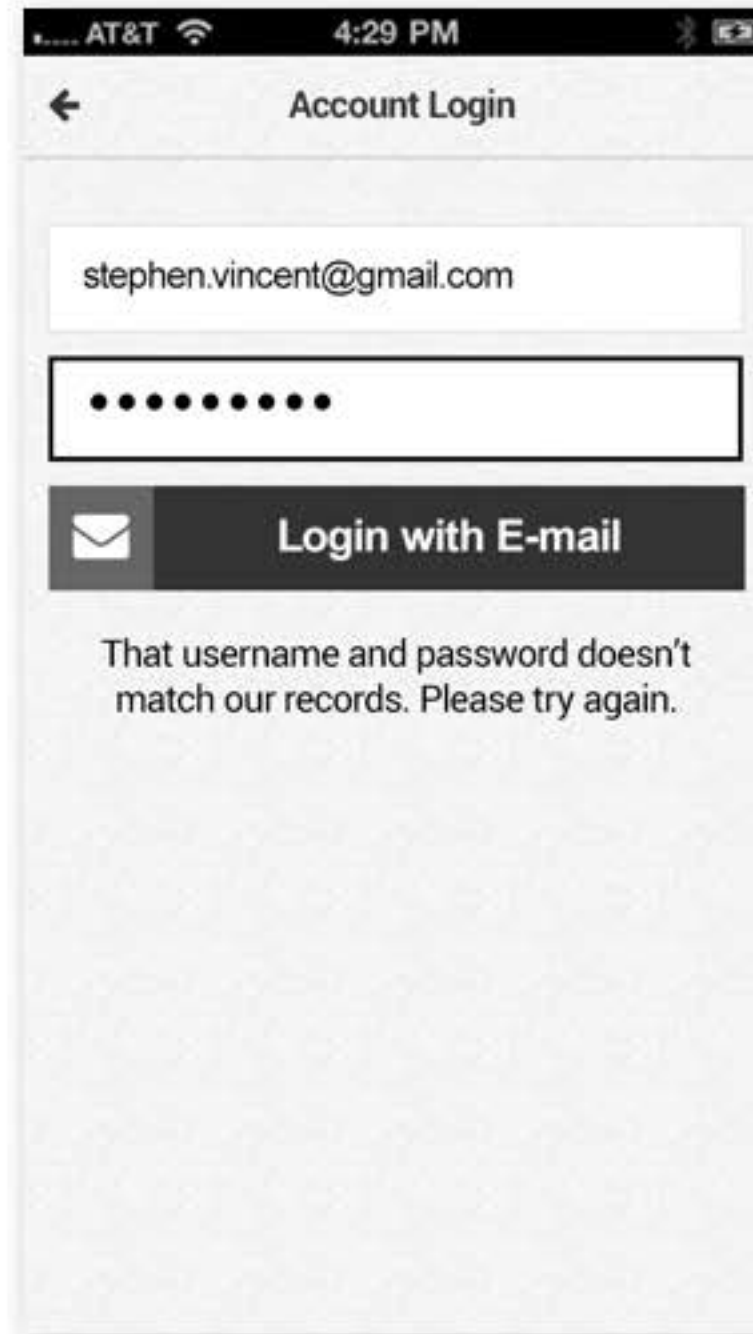
## Account Login & Sign-Up

After a user creates an account, we take them to the main screen and display a message of confirmation.



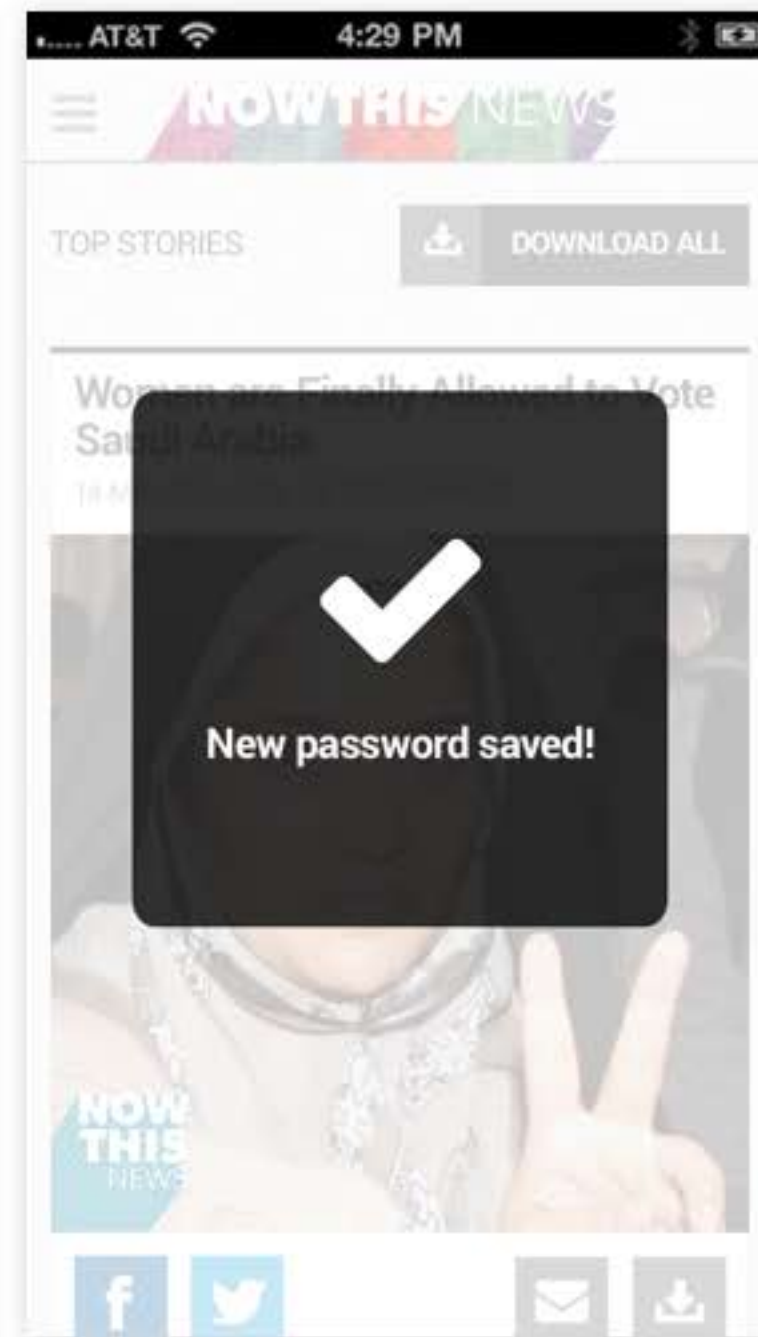
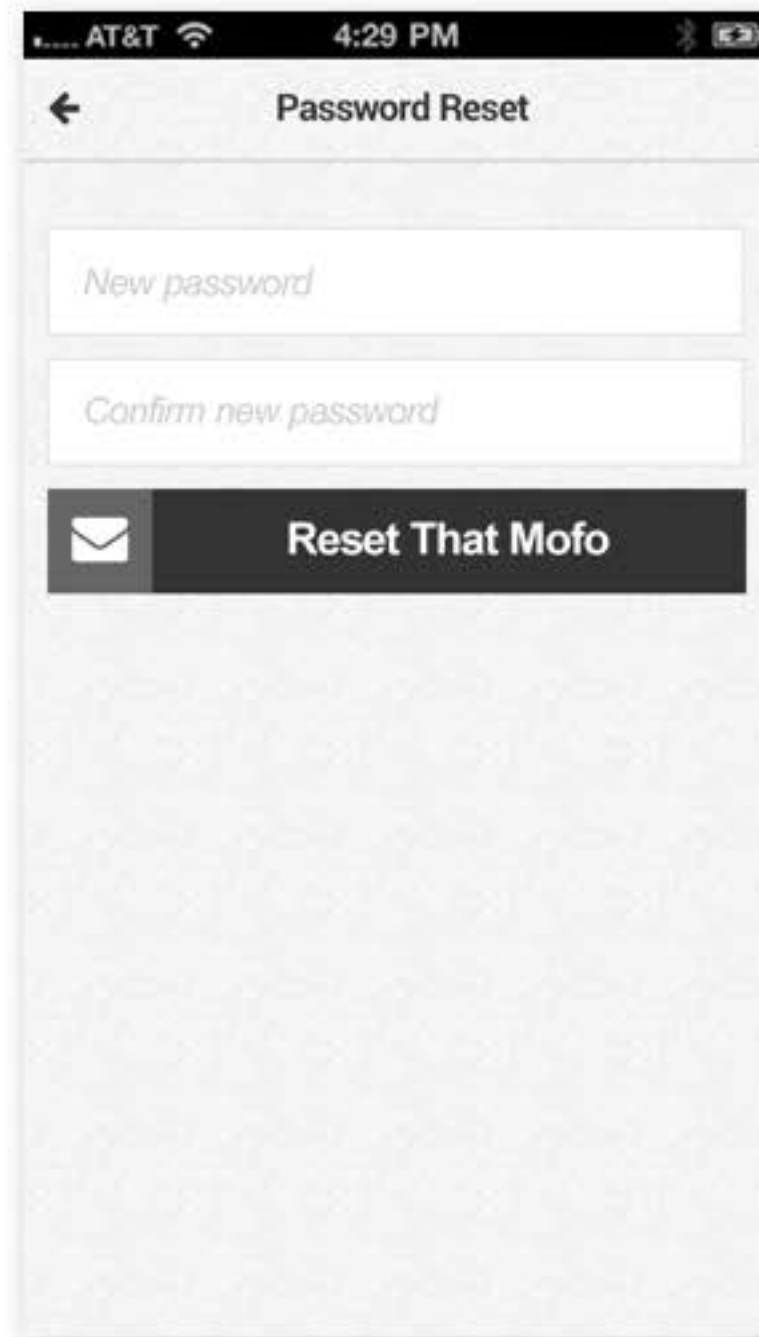
## Login by E-mail

Example of a user logging in but forgetting the password.



## Account Login & Sign-Up

After the user has successfully reset his or her password, we redirect them to the main screen with a confirmation message.



### Add a Reaction

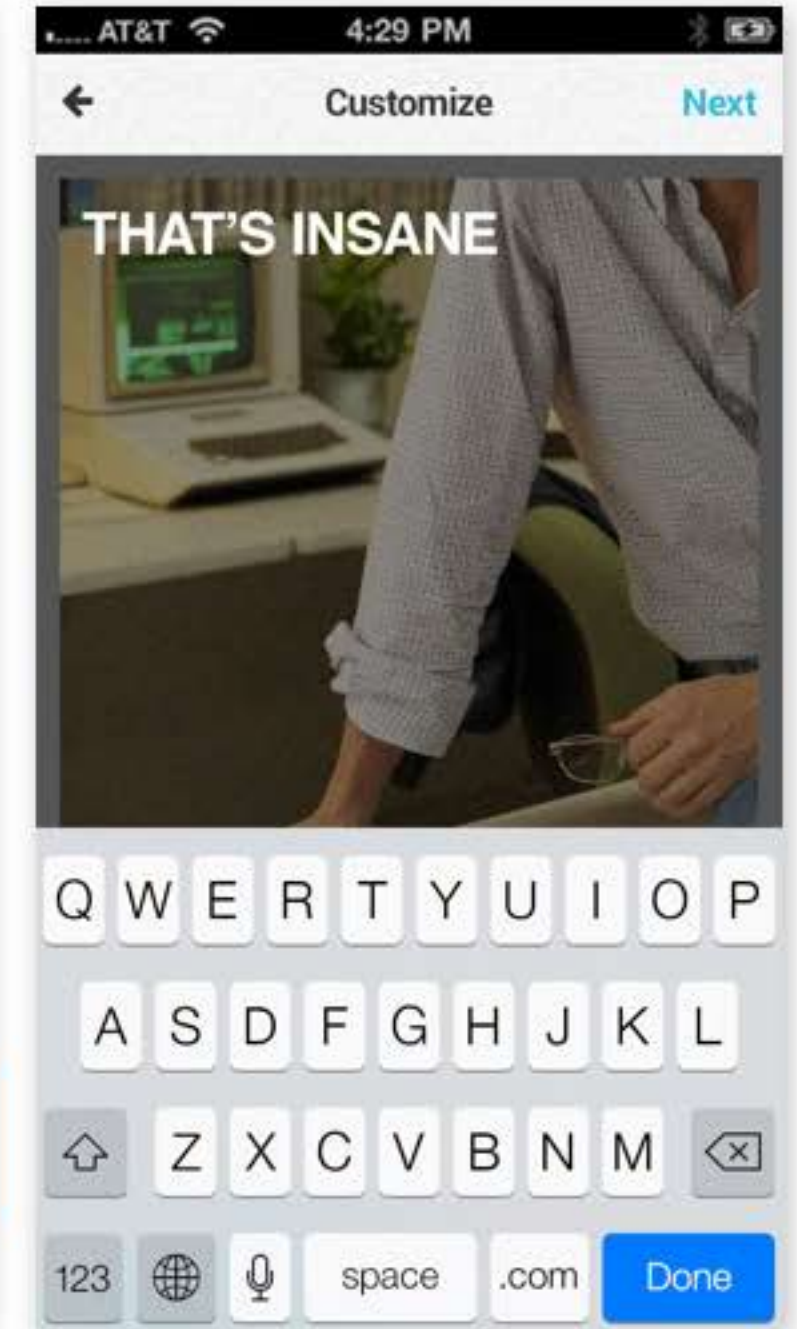
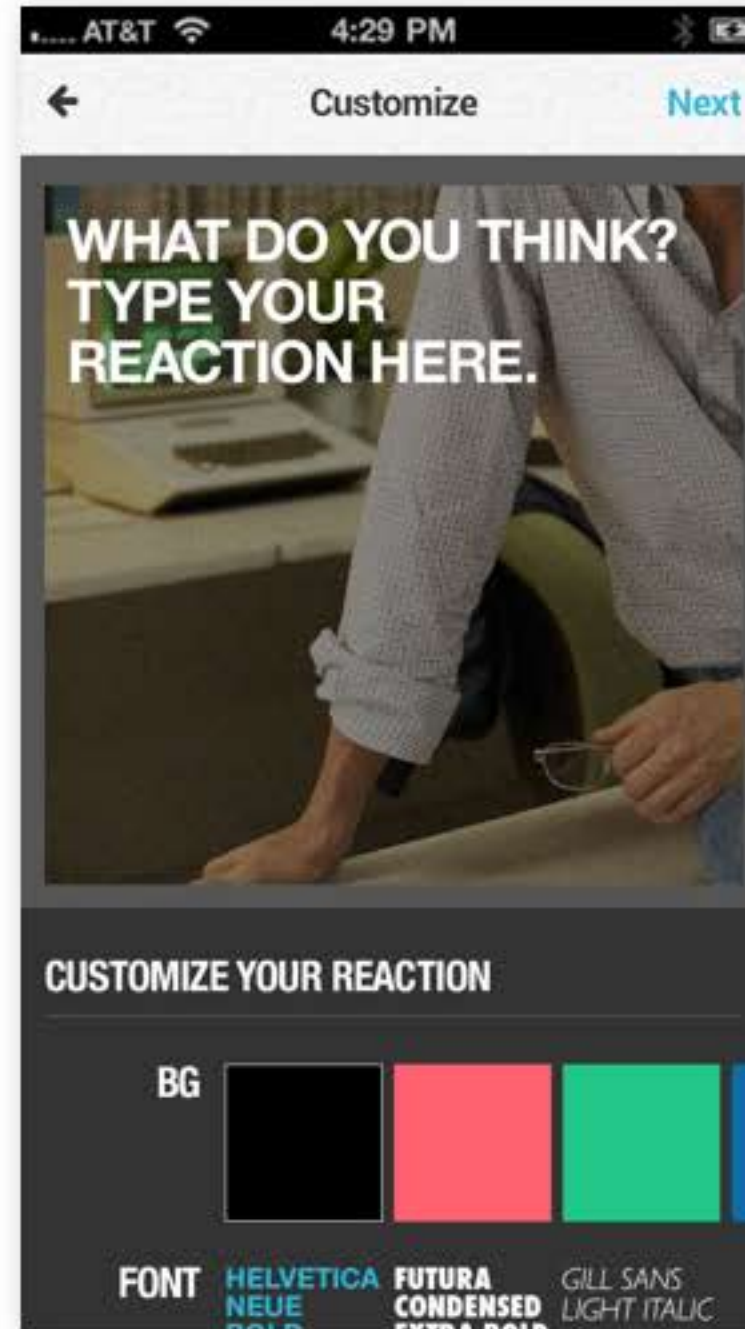
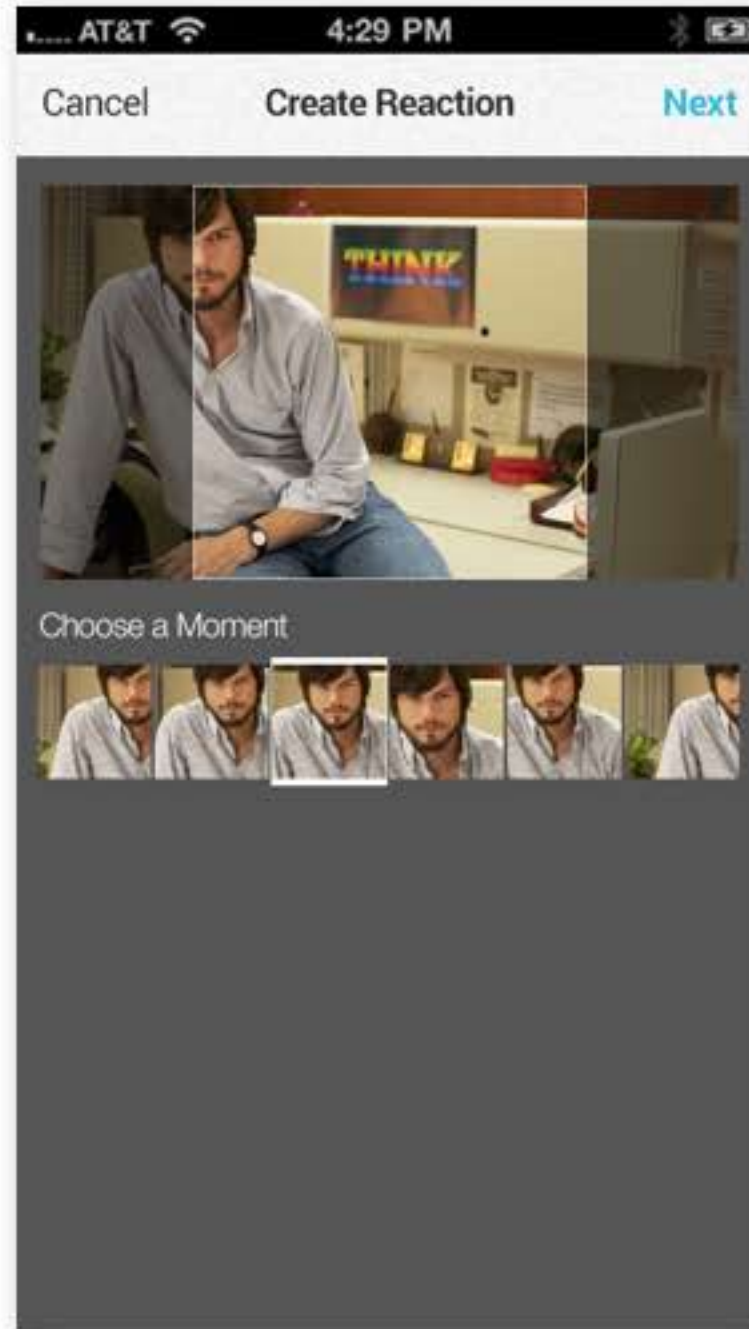
We knew memes and reactions to be a popular form of communication among our target audience.

Therefore we wanted to provide a way for users to respond to videos with a customized reaction, composed of a **typed message over a video still**.



## Add a Reaction

Example of a user selecting a frame and typing a personal opinion.



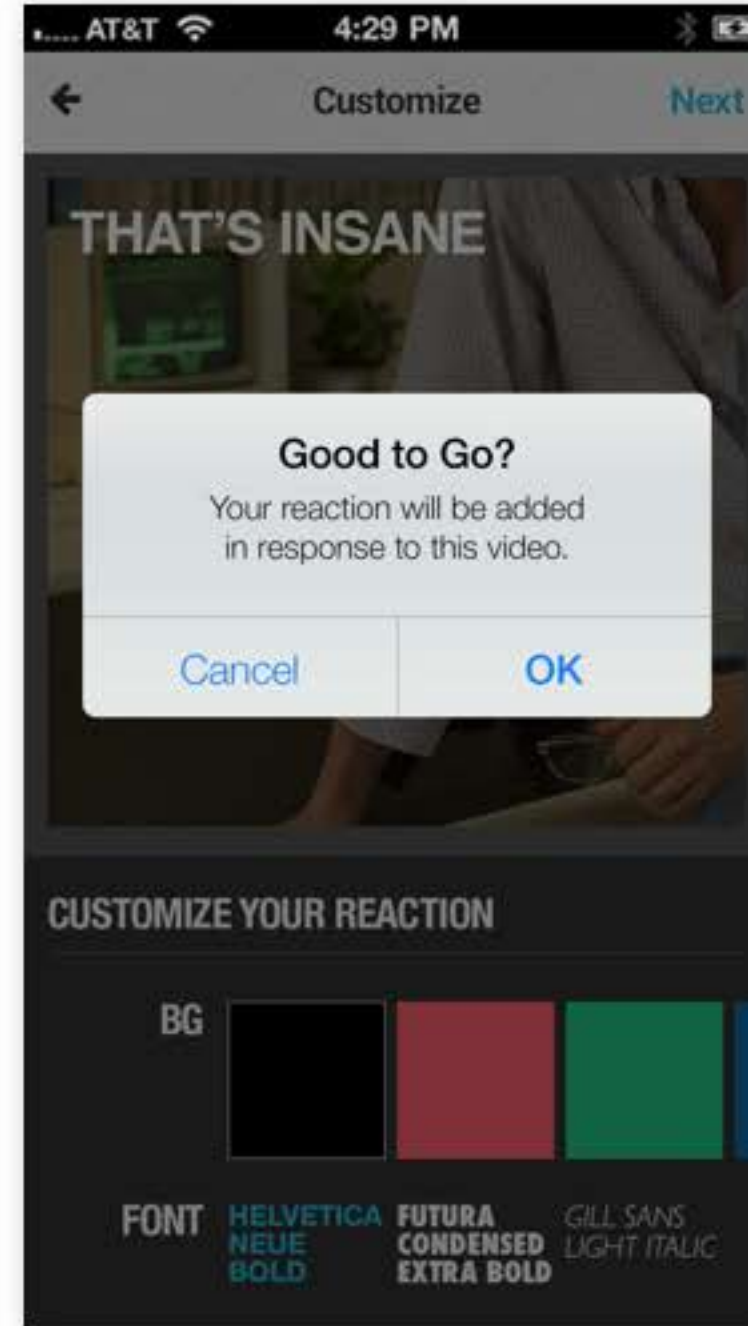
### Continuation of Customized Reaction



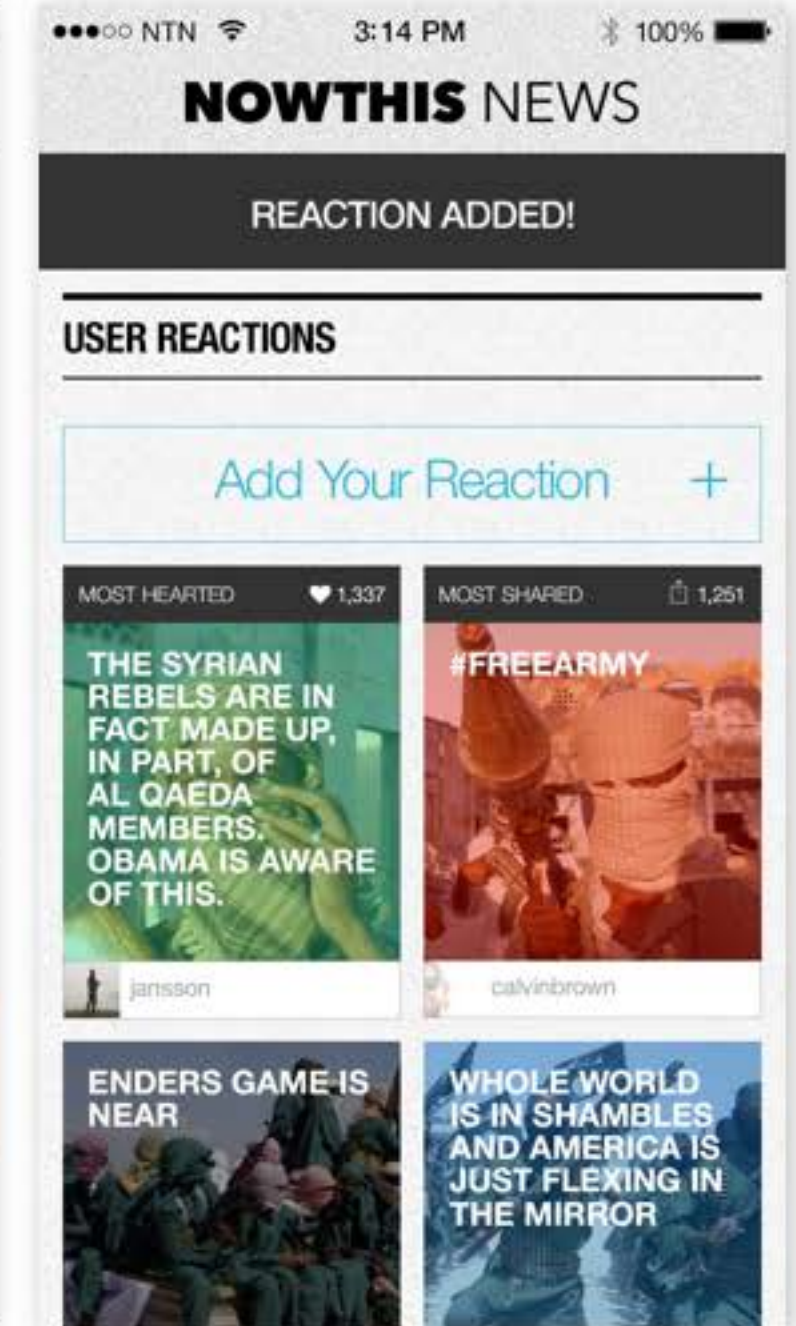
Options for color, font, and text-alignment



Example of a user selecting a color option



Dialogue prompt

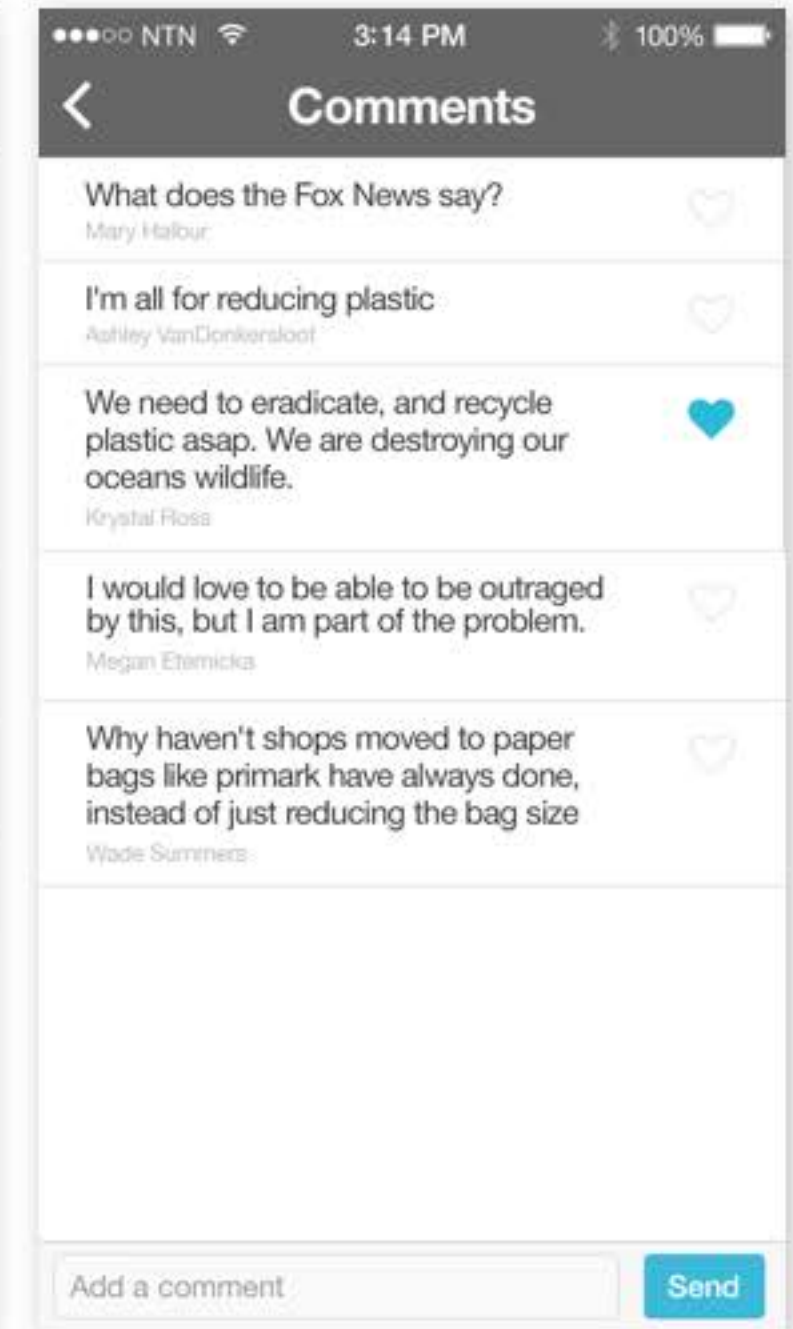
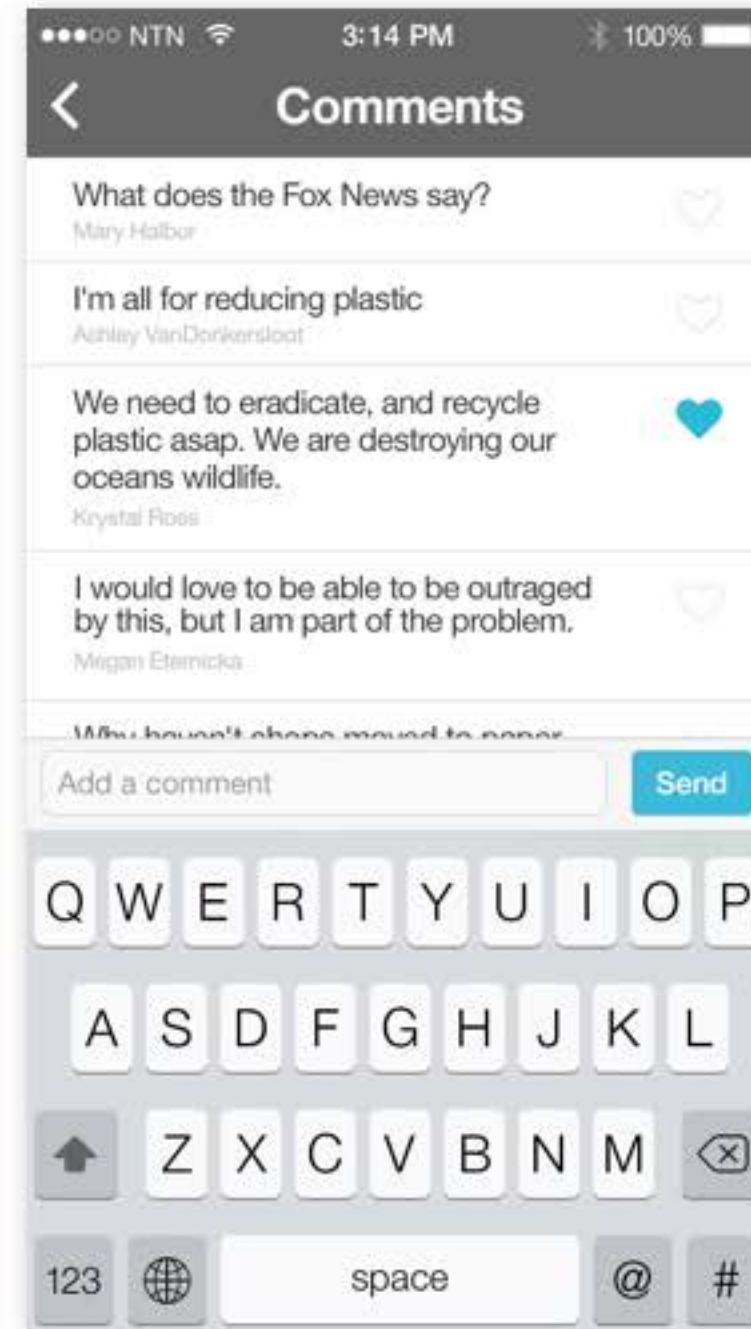
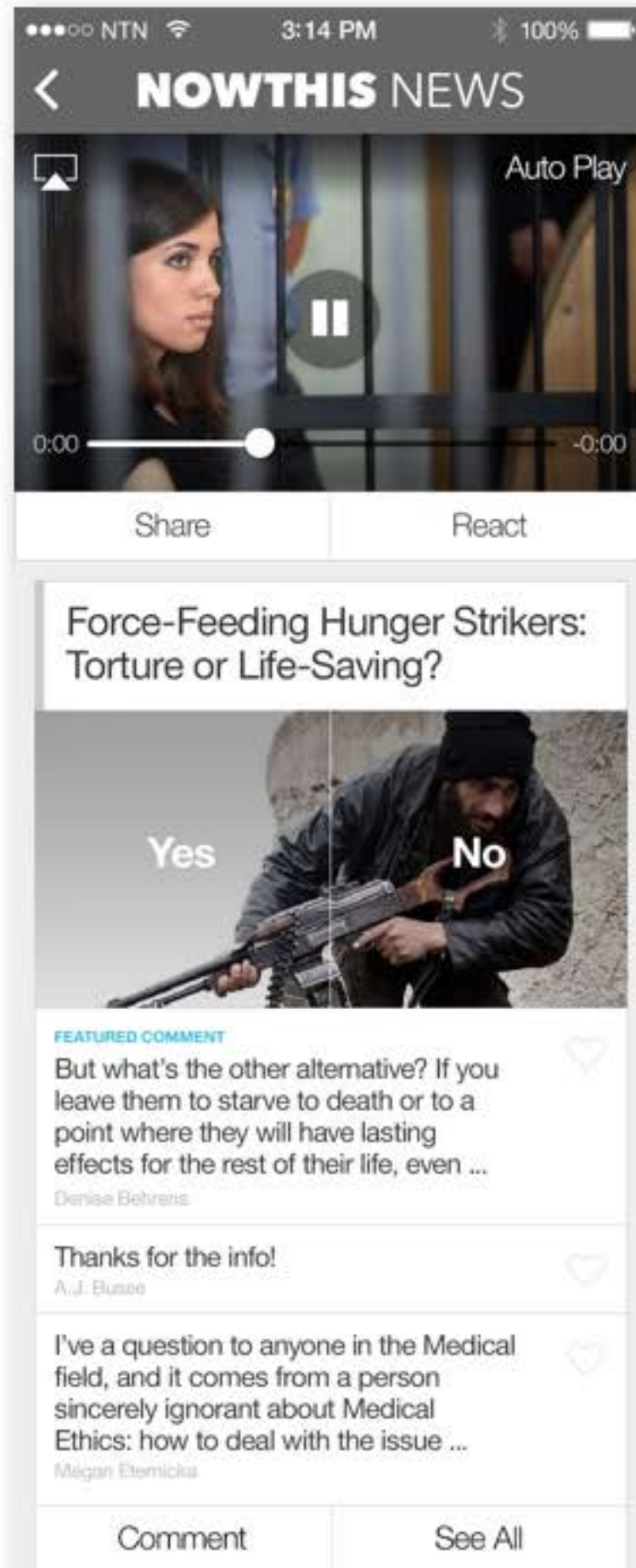


Confirmation message

### User Comments

We wanted to give another reason to stay engaged beyond passively watching our video content.

One way would be to allow viewers to engage with others and participate in a global discussion by replying and liking other people's comments.



### Will U.S. Strike Syria?