



# World News

World News is the application that provides in dept information of both the national and international places. It includes all categories and personalized features. This is like social platform where the user can post, make friends, watch live videos, listen audio, chat with other people and follow channels.



By Kush Bhatija

# Content

01

## Design Research

App Research and Competitive Analysis

02

## Creative Narration

Structure, Organization, Heirarchi, Content etc.

03

## Information Architecture

Personas, Empathy Map, User Journey

04

## Visual Interface Design

Layout, Typography, fonts, Color Scheme etc.

05

## UX & UI Design

User flow, wireframes, Mockups, prototype etc.

# 01

## Design Research Methodology



Research on the news app both National and International

## Apps related to News National & International



**dailyhunt**

200M+ Downloads



THE TIMES OF INDIA

10M+ Downloads



50M+ Downloads



**Flipboard**

500M+ Downloads



50M+ Downloads



1B Downloads



# TOI

## About

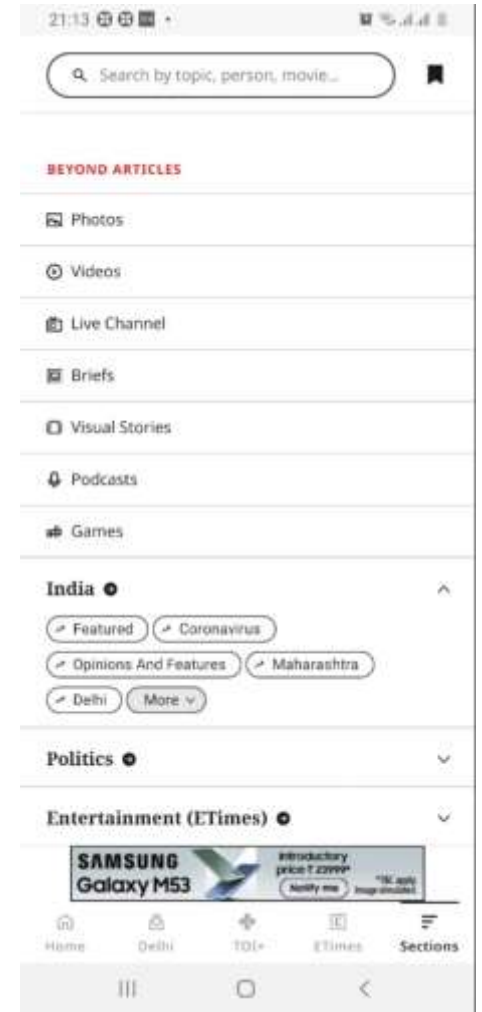
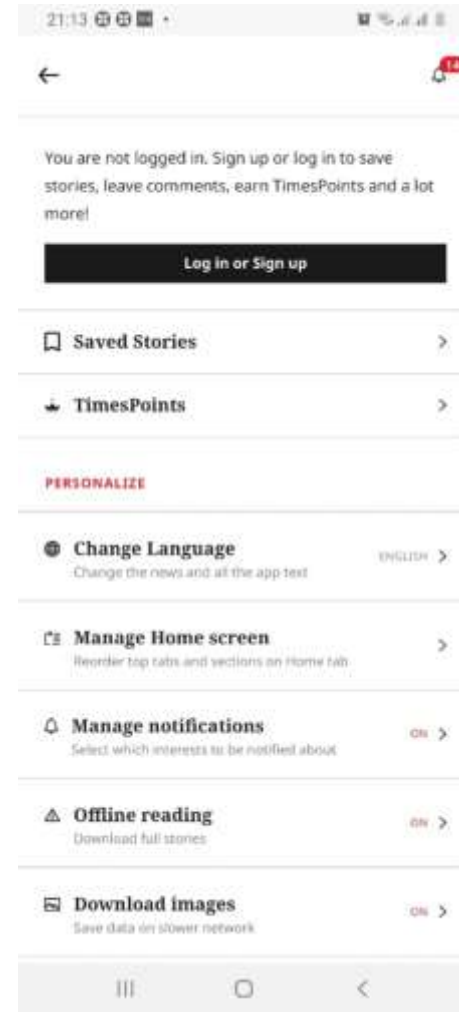
The App, brings the latest news of India and top news headlines from across the world. Read latest news, Central & State politics news headlines, news alerts, Bollywood news & celeb photos, crisp news, cricket updates, live news from Business, Travel, Gadgets, Education of India & around the World or watch live TV news channels, news in photos & videos anywhere, anytime. Download the TOI news app on your mobile to get news updates on the go

## Features

- **Language:** Now choose the language you prefer, read the news in the chosen language. TOI App offers news in 14 languages i.e. English, Telugu, Tamil, Malayalam, Hindi, Bengali, Gujarati, Kannada, Nepali, Urdu, Marathi, Assamese & Odia
- **Briefs:** Read articles in a crisp format & stay updated with the latest news on the go
- **My Feed:** Receive customized feeds as per language preference from The Times of India & other regional publishers
- **Live TV and Audio:** Watch as it happens! Catch the live coverage of all breaking news, business & Bollywood news on Times Now, ET Now & Zoom Live TV
- **Latest, Trending & Breaking News:** Get the latest & breaking news updates from India & around the world.
- **Morning & Evening Updates:** News updates every morning & evening, catch up the latest news & headlines of the day with smart updates feature
- **Offline Reading:** Read the latest news in offline mode without internet with TOI offline reading feature
- **Bookmark:** Now bookmark articles & news stories & read news anytime
- **Customize Notifications:** Control the time & frequency of your news update notifications & receive as per your interests
- **Night Mode Reading:** Use the Black & Sepia themes built in the app to have a pleasant reading experience even in poor lighting conditions
- **Swipe for Next:** Swipe left & right for a faster & seamless reading experience
- **Save Data:** Download images only when you want to, based on your preferred network settings (Wi-Fi, 2G, 3G, 4G)
- **Share:** Like a story? Share it with your friends & loved ones using Facebook, Twitter, Whatsapp, Email & more.

# TOI

## Screenshots of the App





## About

The CNN App combines intuitive navigation with an immersive news experience, giving users direct access to CNN's global resources – from live field reporting to user-generated content and a variety of enterprise interviews and podcasts.

## Features

The CNN App features push-notification breaking news alerts, and a widget that allows a user to view the latest headlines

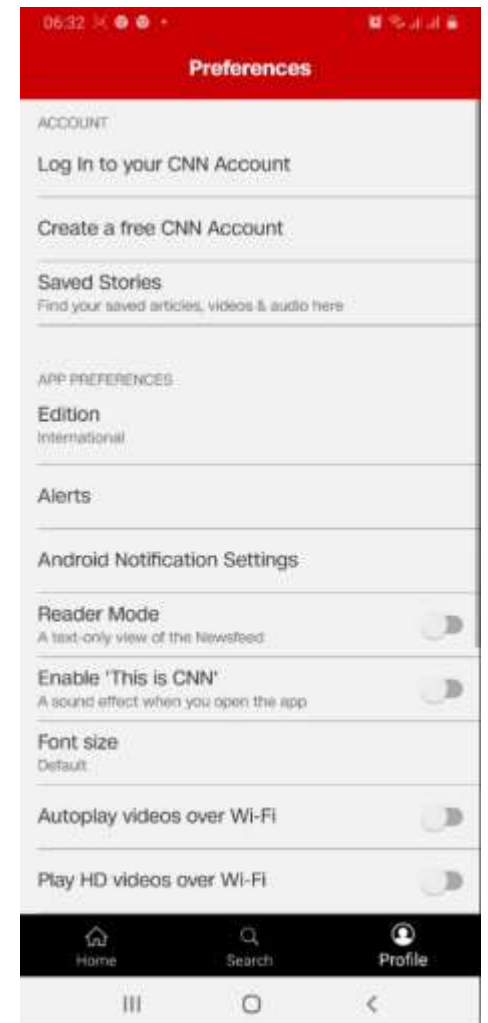
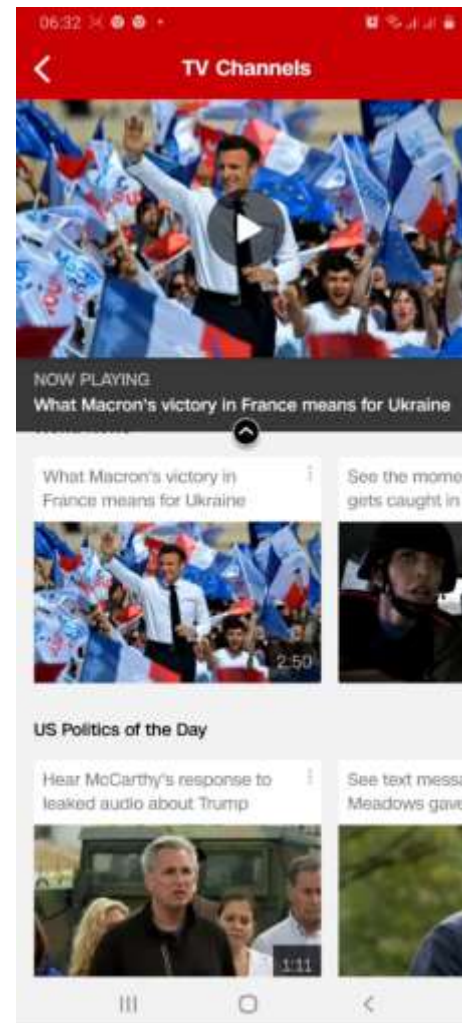
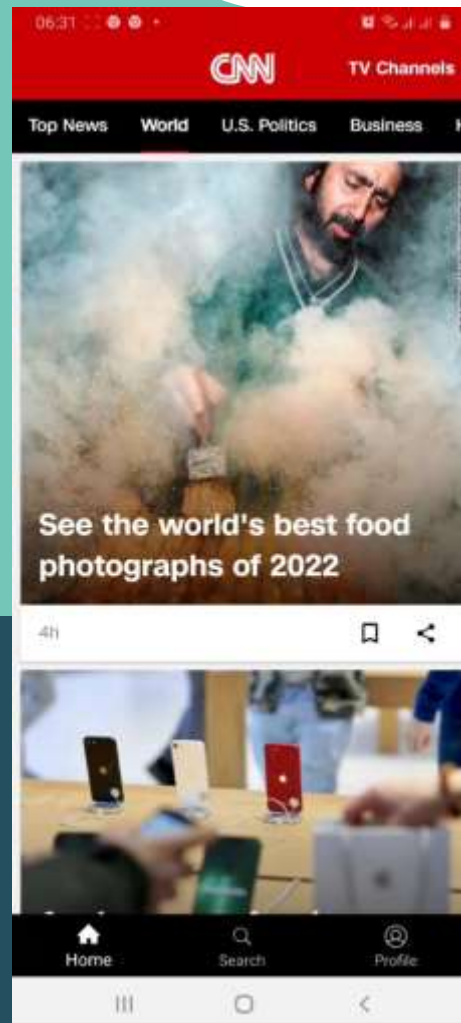
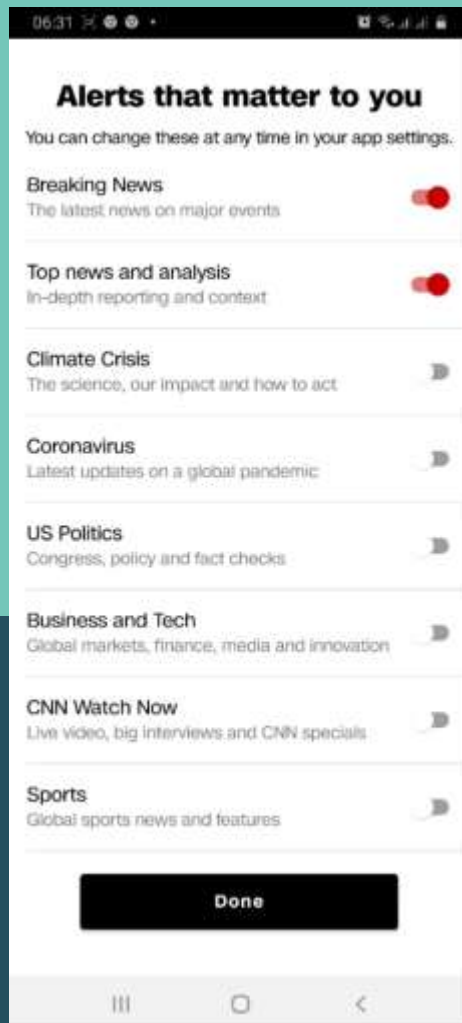
The CNN App also features a robust section devoted to audio content.

The Profile section of the app offers further personalization.

CNN App showcases news of the day through text, audio and photos, live and on-demand video,



# Screenshots of the App







**Google News**

## About

Google News is a personalized news aggregator that organizes and highlights what's happening in the world so that you can discover more about the stories that matter to you.

## Features

**Discover new sources and topics**

**Stay up to date on your interests**

**Access your favourite news and magazine subscriptions, together**

**One story. Numerous perspectives.**

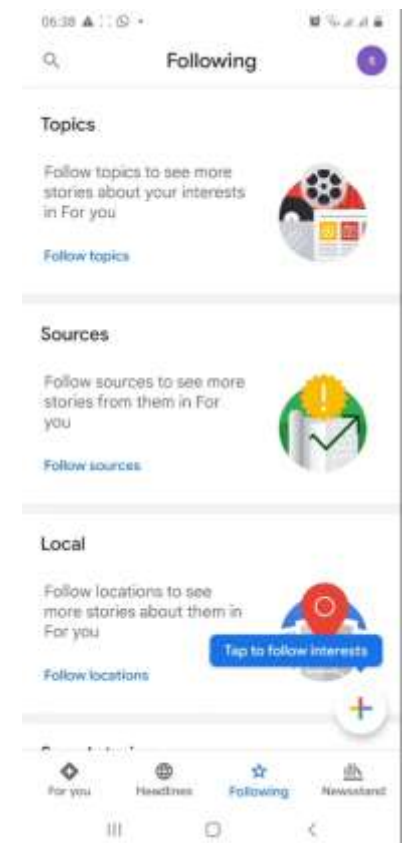
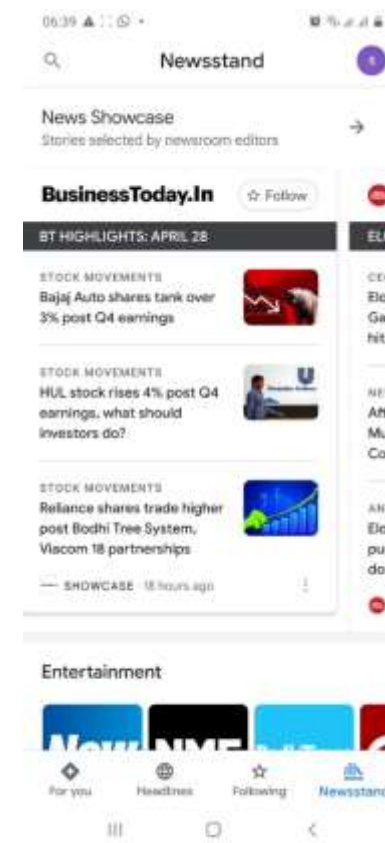
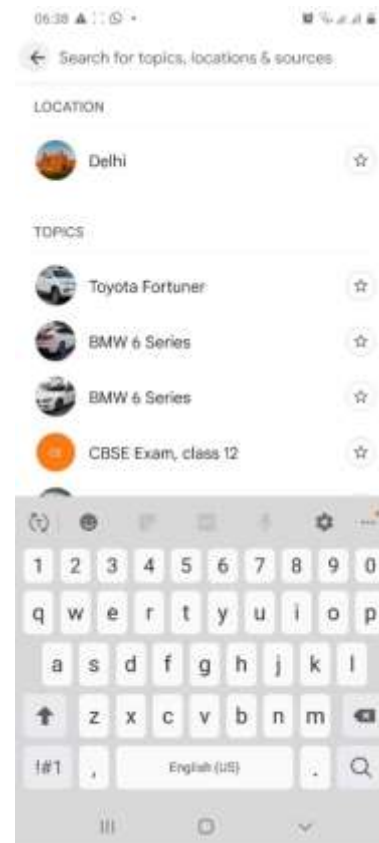
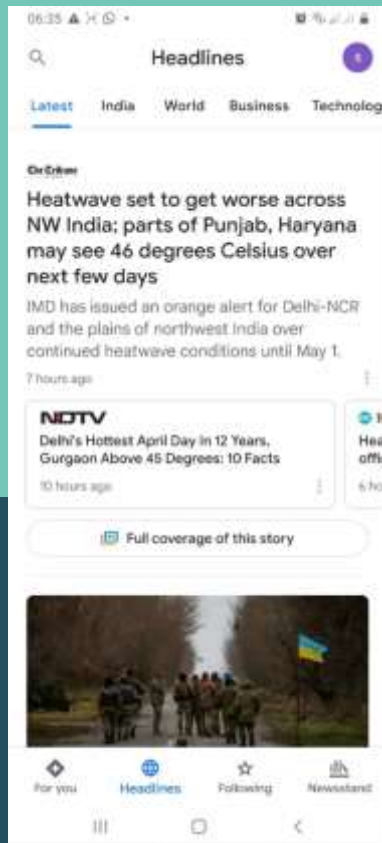
**Breaking news**

**A smart news app built for every phone, everywhere**



# Screenshots of the App

Google News





## About

- Dailyhunt covers news from diverse genres - Politics, Entertainment, Sports, Business, Weather, Astrology, Finance, Technology, Fashion, Beauty, Health & Fitness & more.

## Features

2022 Election LIVE Updates and In-Dept Coverage

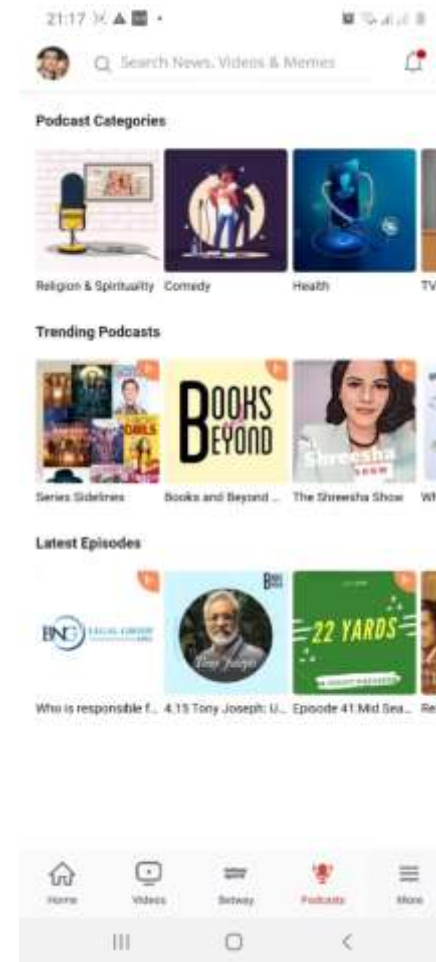
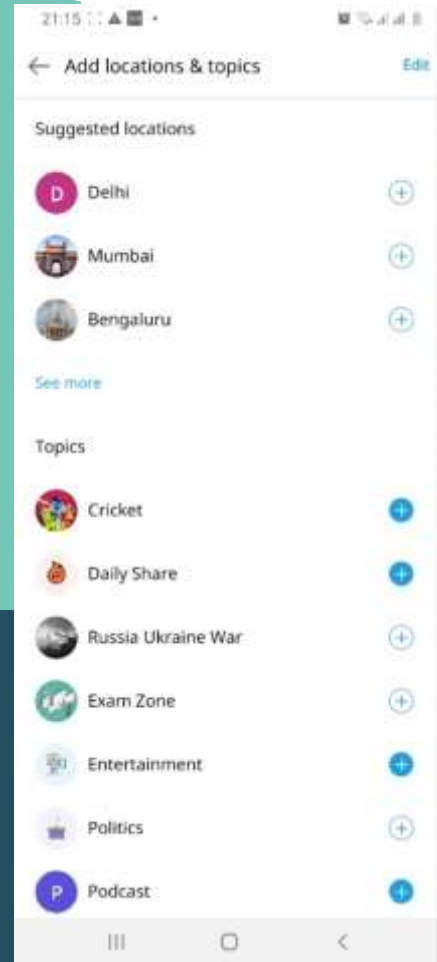
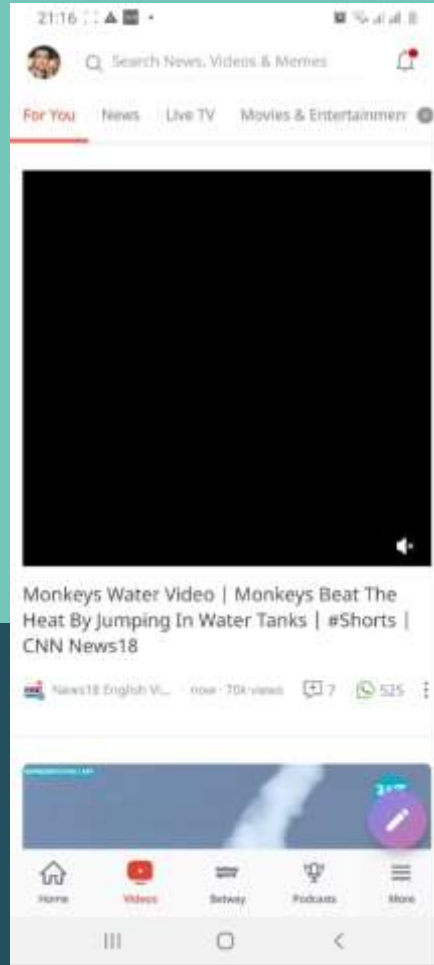
Catch the Cricket Fever on Dailyhunt Follow all Cricket News & Updates on Dailyhunt

- Get your favorite content in 14+ Indian language from 2600+ media partners
- Get customized content through a recommended stream of news, videos & photos
- Get world news, entertainment news, TV & cinema gossips, cricket updates, horoscope, weather, employment news, defense, stock updates & much more
- Follow your favorite newspapers, news channels & influencers & discover the latest updates, articles & videos
- Engage with the articles/ posts through Likes/Shares & Comments

Read News from your favorite local newspapers & watch Videos

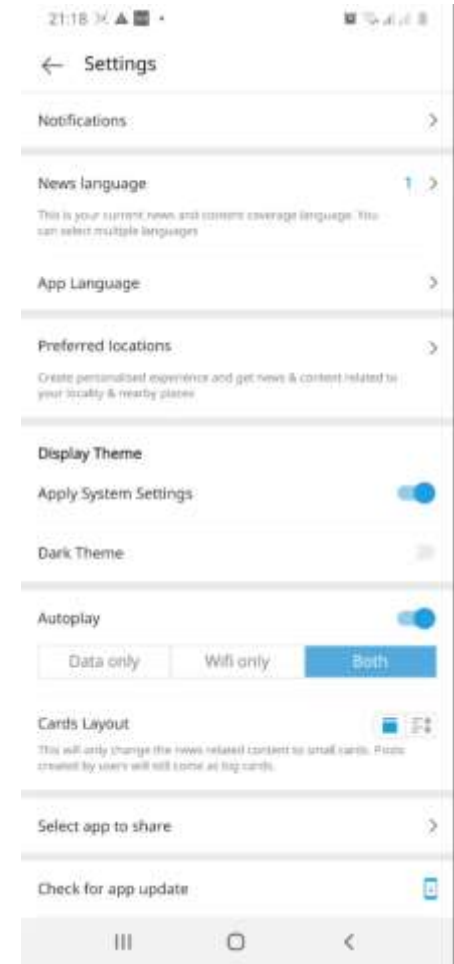
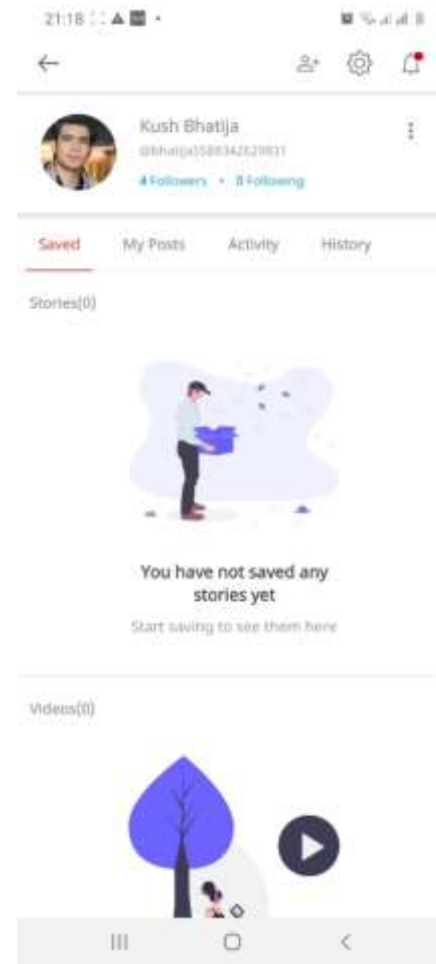
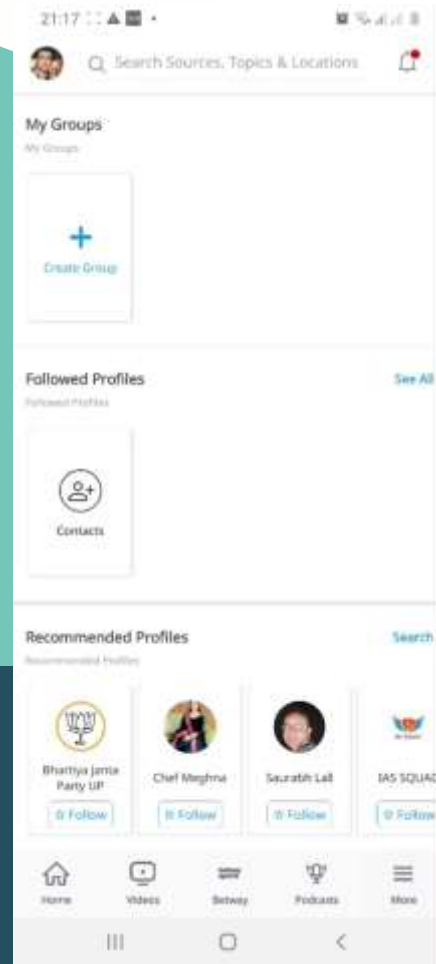
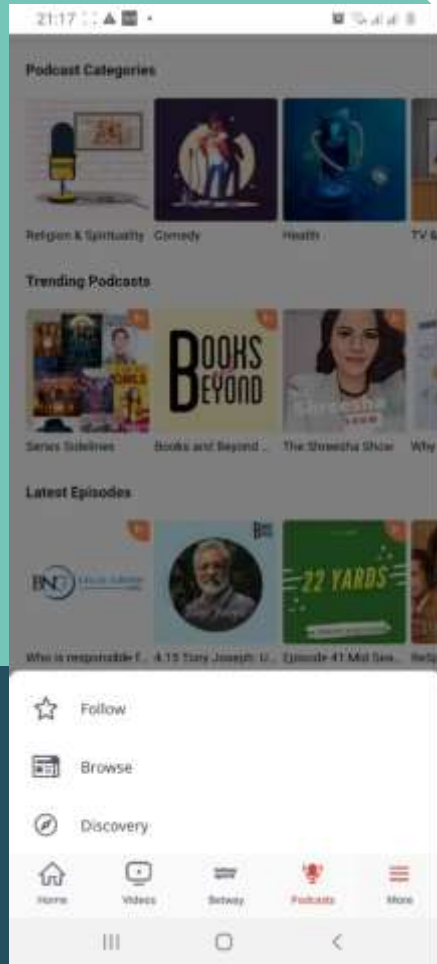


# Screenshots of the App





# Screenshots of the App





## About

NewsPoint is a news app that presents the latest news in crisp format from trusted national and international publishers. Read the latest India News, Breaking News from across the world, viral videos & more in English and Indic languages

## Features

Short & Crisp News ☆ Latest News ☆ Live TV ☆ Offline Reading ☆ Seamless Sharing ☆ Viral Videos

Read Local State & City News

Watch Live TV, Viral Videos & Photos

Top News

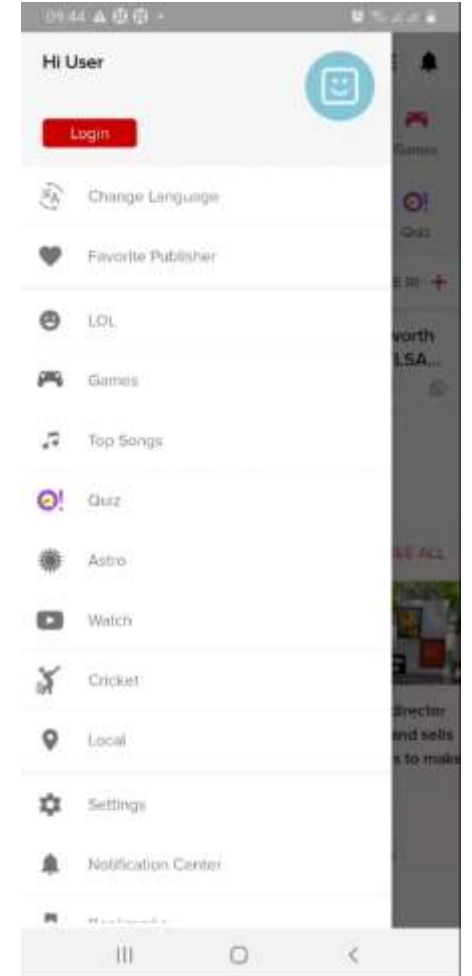
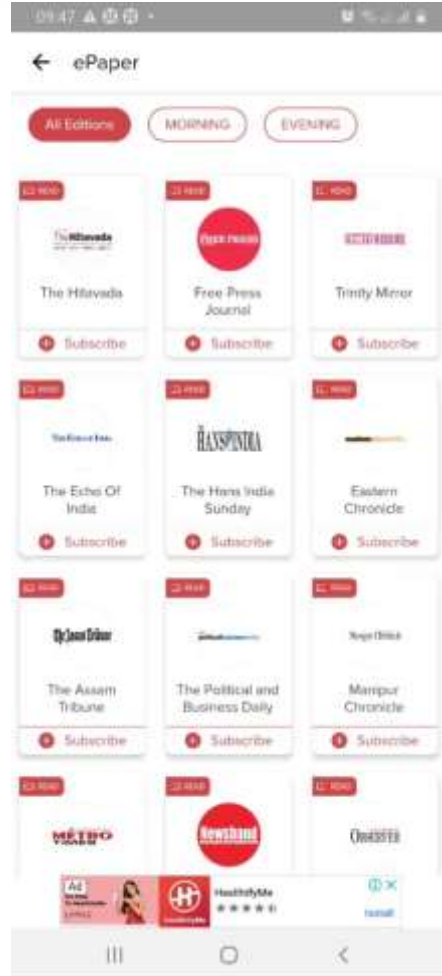
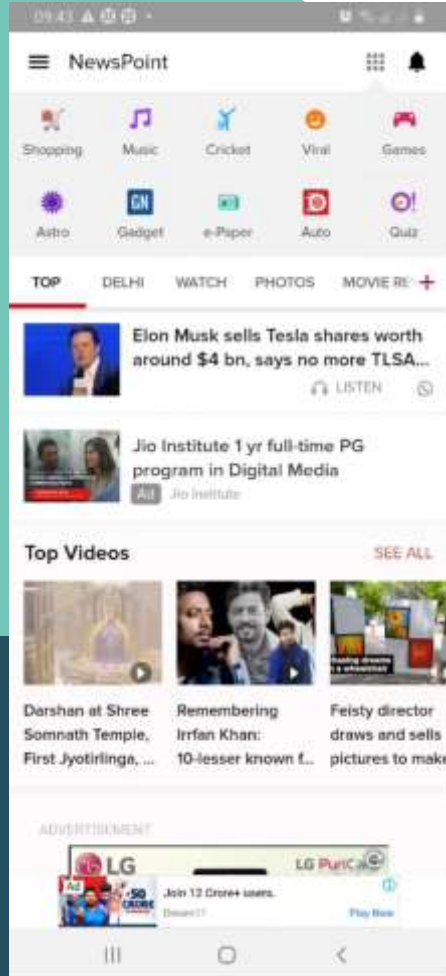
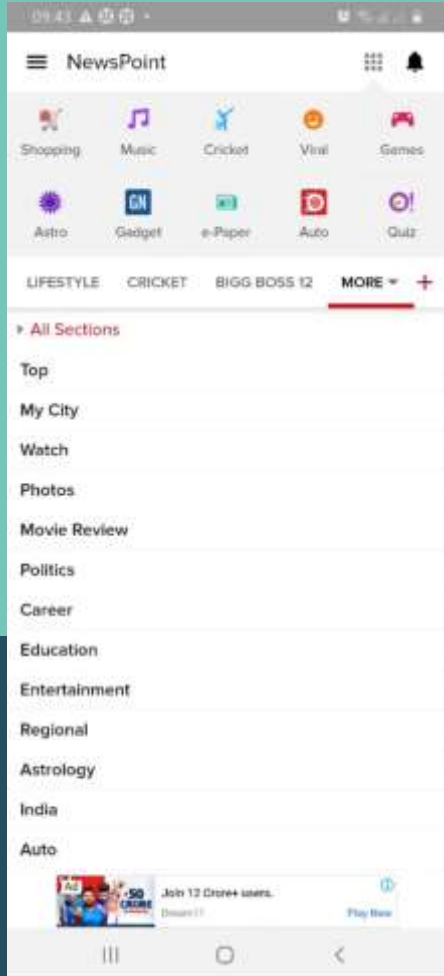
News in Languages

News Categories

POPULAR NEWSPAPERS ON NEWSPOINT



# Screenshots of the App





**Flipboard**

## About

Used by millions of people every day, Flipboard is the award-winning service that brings together news, popular stories and conversations around any interest or passion. With everything in one place, reading, collecting and sharing stories has never been easier. Or more beautiful.

## Features

It lets you enable alerts to keep up with breaking news and most-read stories across the web on over 30,000 topics.

Get notifications for news and social activity in Flipboard, including setting activity alerts for your friends, followers, and magazines.

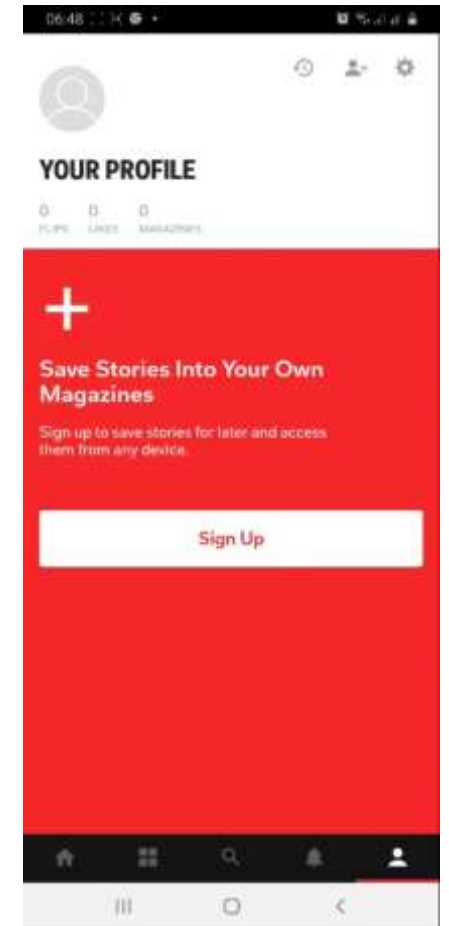
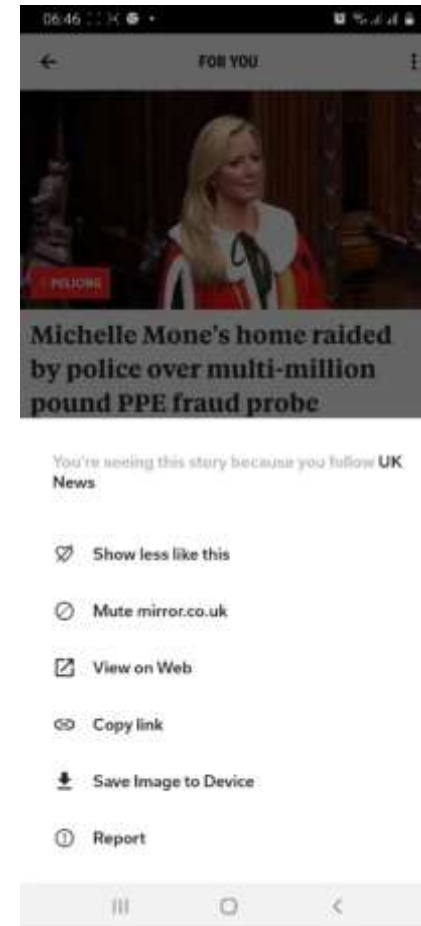
With a variety of interests to explore and people to follow, there's something for everyone – from photography to news, travel to technology, design to food





# Flipboard

## Screenshots of the App



# Competitive Analysis



# Competitive Analysis

## Applications



## Features

Change Language	✓	✓	✓	✓	✗	✓
Search Local and International news	✗	✗	✓	✓	✓	✓
Offline Mode	✓	✓	✓	✗	✗	✓
Personalization	✓	✓	✓	✓	✓	✓
Stories and Highlights	✗	✓	✗	✗	✗	✓
Information with Other sources	✓	✗	✗	✓	✗	✗
Live and Audio Streaming	✓	✓	✓	✗	✓	✗

## Applications



## Features

Repeated content  
across tabs



Minimalist UI



Follow pages



Games and  
Quizes



# User Segmentation

## Primary Users

Millennial gen x,y, and z



Youngsters  
16-23 years



Aged People  
65-85 years



Job/Businesspeople  
24-50 years



Teachers  
17-65 years

## Secondary Users



Doctors



Tourists



Foreigners



Counselor



Media

# 02

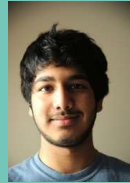
## Creative Narration



Personas, Empathy Map, and User Journey Map

# Personas (Ideal for using World News Application)

**Wants to be improve his general Knowledge.**



## Persona 1

Rohit (Student) Age:22

Rohit is a studying a program in which has a course of general knowledge, where he must participate and interact in the class. He doesn't have enough knowledge and gets people think that he is not aware in the class, and therefore feels insecure because of not knowing the things. He decides to download that app, which not only tells news but also gives the feature of podcast, games and quizzes.

### Goals

John wants to know the best news app, which has a lot of following and legit information.

**Looking for new interface of News application**



## Persona 2

Serena (Teacher) Age: 48

Serena is a teacher teaching social studies. She liked to read newspaper, but now her preference has been changed as she feels that it is quite boring and outdated. Moreover, she is so packed in her busy schedule that she doesn't gets time to read newspaper. She is looking for the app that gives the world and local news with interesting visual experience and more interacting, engaging app.

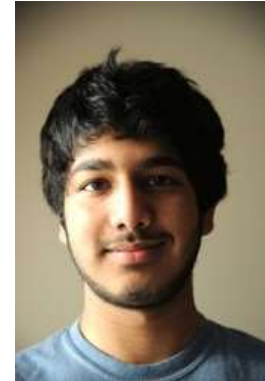
### Goals

Mike wants to control his temper and be calm with his friends. He wants an application that could guide him in doing meditation.

# Persona 1

## John (Job person) Age:25

Rohit is a studying a program in which has a course of general knowledge, where he must participate and interact in the class. He doesn't have enough knowledge and gets people think that he is not aware in the class, and therefore feels insecure because of not knowing the things. He decides to download that app, which not only tells news but also gives the feature of podcast, games and quizzes.



**Wants to be improve his general Knowledge.**

### Goals

John wants to know the best news app, which has a lot of following and legit information. It should give more content than news to make it engaging.

### Pain Points

Frustrated of getting insecure for not knowing answers in the class. Looking for an app with all features.





# Empathy Map of John

## What User Thinks

Looking for a medical app that heals body.  
Current apps are not good fit as there is limited content.

Trying to search the appropriate videos for healing.

- **What User Says**
- **Wants to get an app with all features and news regarding local and international news.**
- **Frustrated, Insecure and not able to involve in class participation.**

## What User feel

**Frustrated, Insecure and not able to involve in class participation.**

He is busy with finding a good legit app that provides all features.

## What User Does

Downloads different apps and search for YouTube videos.

# USER JOURNEY JOHN

Stages	Discovery	Evaluation	1st Interaction	Loyalty
User Journey	<ul style="list-style-type: none"> <li>Looking for a news app with a lot of content and minimal design.</li> <li>Doesn't find an app that he is looking for.</li> </ul>	<ul style="list-style-type: none"> <li>He looks for such application online.</li> <li>He finds a lot of options.</li> <li>He download the Healthify Me</li> </ul>	<ul style="list-style-type: none"> <li>His friend suggested to download Holistic Healing: Home Remedy.</li> <li>Unfortunately, after few days he had fever because of stress.</li> <li>He used Holistic Healing app to get help.</li> </ul>	<ul style="list-style-type: none"> <li>Suggested his friend about World News application.</li> <li>Saw varieties of features like stories, highlights and coverage</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>Tired of downloading and testing each app.</li> <li>Searching YouTube videos.</li> </ul>	<ul style="list-style-type: none"> <li>Downloaded to daily hunt but didn't like the interface.</li> </ul>	<ul style="list-style-type: none"> <li>Uses the app sees a lot of content.</li> <li>Feels much better while comparing it other apps.</li> </ul>	
Digital Touchpoints	<ul style="list-style-type: none"> <li>Tired of downloading and testing each app.</li> <li>Downloads the World News app.</li> </ul>	<ul style="list-style-type: none"> <li>Searches for related apps.</li> <li>Looks for high rated apps and download those. Search on Quora for Suggestion.</li> </ul>		<ul style="list-style-type: none"> <li>Send download link to his friend.</li> <li>Get important offers.</li> <li>Get notification regarding updates.</li> </ul>
Features	<ul style="list-style-type: none"> <li>Looking for feature that gives all news of other countries.</li> <li>Should also provide Search and explore page.</li> </ul>			
Emotional Journey	Stressed out	Optimistic	Happy & Relaxed	Satisfied

# Persona 2

Sophia (Student & Worker)  
Age 28

Serena is a teacher teaching social studies. She liked to read newspaper, but now her preference has been changed as she feels that it is quite boring and outdated. Moreover, she is so packed in her busy schedule that she doesn't get time to read newspaper. She is looking for the app that gives the world and local news with interesting visual experience and more interacting, engaging app.



**Looking for new interface of News application**

## Goals

Wants to have a good experience while reading news.  
Looks for visual Experience.

## Pain Points

Bored of reading news on newspaper.  
Feels outdated.  
Busy in her work.

# Empathy Map Sophia

## What User Thinks

User wants to look for new interface of news app.

Looking new features in the news app so that it should be interesting.

## What User Says

A lot of news apps are outdated in terms of layout.

Adds in the news app makes her experience frustrating.

## What User feel

Feels that the news app should contain all content including local and international news.

## What User Does

Searches the news on net.

Looks for recent updates

Looks for Stories and highlights

# USER JOURNEY SOPHIA

Stages	Discovery	Evaluation	1st Interaction	Loyalty
User Journey	<ul style="list-style-type: none"> <li>Looking for new interface of news app</li> <li>Wants to be kept updated with the news.</li> <li>Looks for stories and highlights.</li> </ul>	<ul style="list-style-type: none"> <li>She looks for such application online.</li> <li>She finds a lot of options.</li> <li>She download the Zee News, Aaj Tak app, Dailyhunt, Google NEWS</li> </ul>	<ul style="list-style-type: none"> <li>Her friend suggested to download Holistic Healing: Home Remedy app.</li> <li>Unfortunately, after few days she had stomachache because of junk food.</li> <li>She used Holistic Healing app to get help.</li> </ul>	<ul style="list-style-type: none"> <li>Suggested his friend about World News application.</li> <li>Saw varieties of features like stories, highlights and coverage</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>Tired of finding news app with all the features.</li> <li>Testing and taking reviews of all apps</li> </ul>	<ul style="list-style-type: none"> <li>The app has a lot of adds</li> <li>Feels that there should be more options.</li> </ul>	<ul style="list-style-type: none"> <li>The App has a lot functions with minimal design.</li> <li>Feel happy to use it.</li> </ul>	
Digital Touchpoints	<ul style="list-style-type: none"> <li>She looks out YouTube videos and gets updated.</li> <li>She also looks for other apps, evaluating all features.</li> </ul>	<ul style="list-style-type: none"> <li>Searches for related apps.</li> <li>Looks for high rated apps and download those. Search on Quora for Suggestion.</li> </ul>		<ul style="list-style-type: none"> <li>Send download link to her friend.</li> <li>Get important offers.</li> <li>Get notification regarding updates.</li> </ul>
Features	<ul style="list-style-type: none"> <li>Looks for feature that provides feeds, highlights and also gives full coverage.</li> </ul>			

Emotional Journey

Stressed out

Optimistic

Happy &  
Relaxed

Satisfied

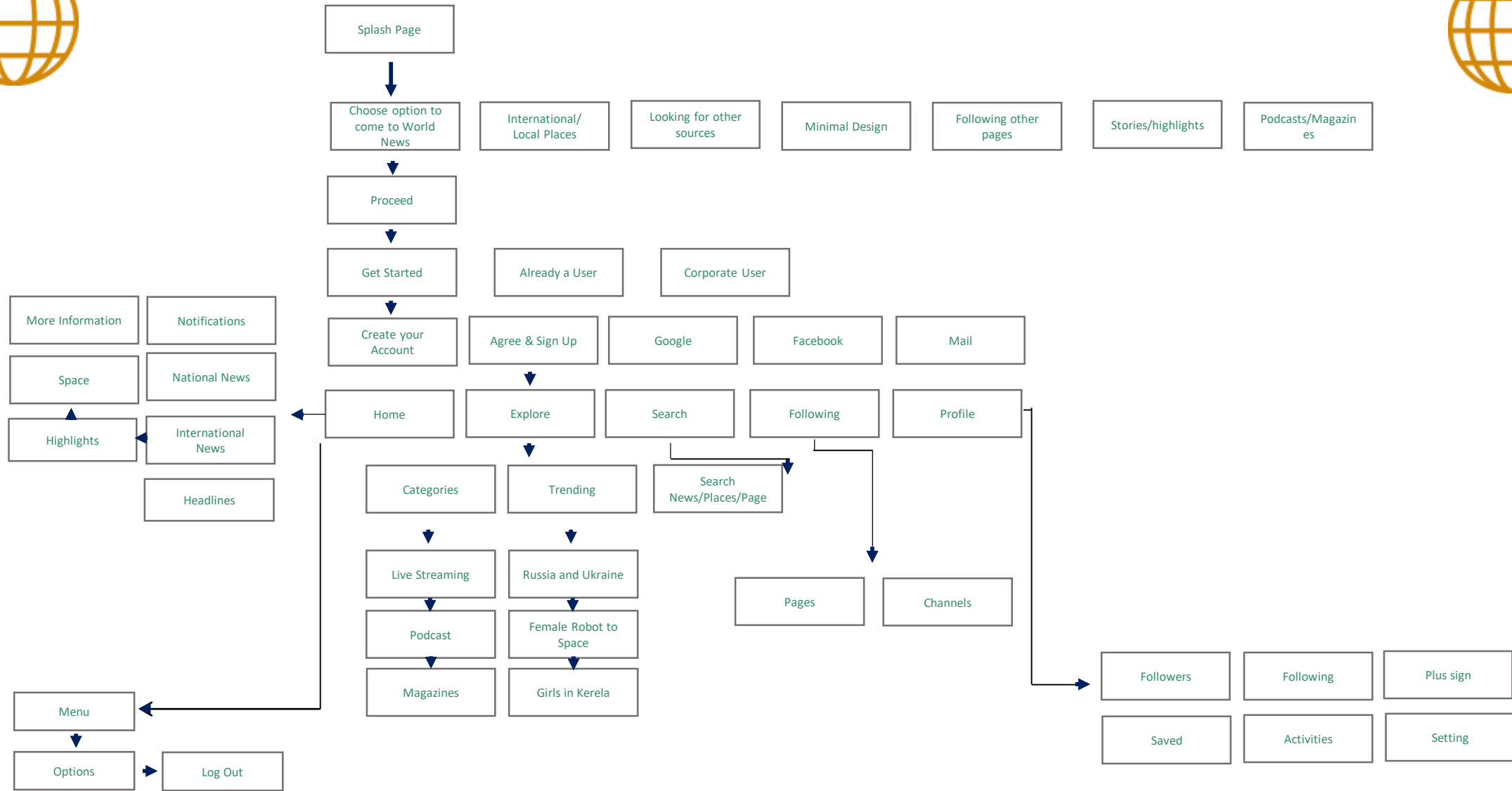
03

# Information Architecture

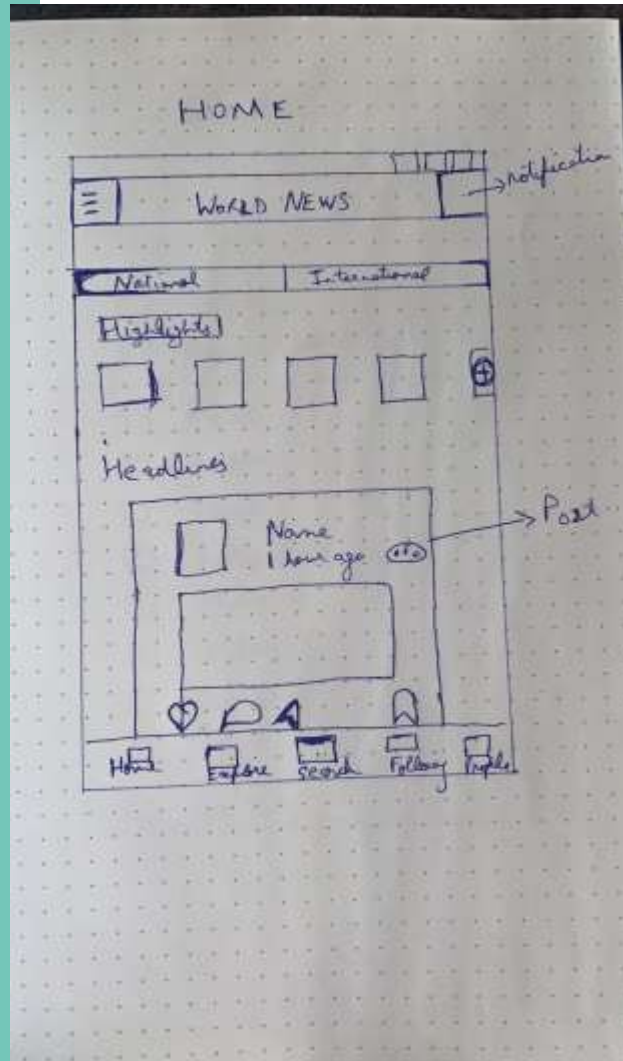


IA and Wireframes

# VERSION 1

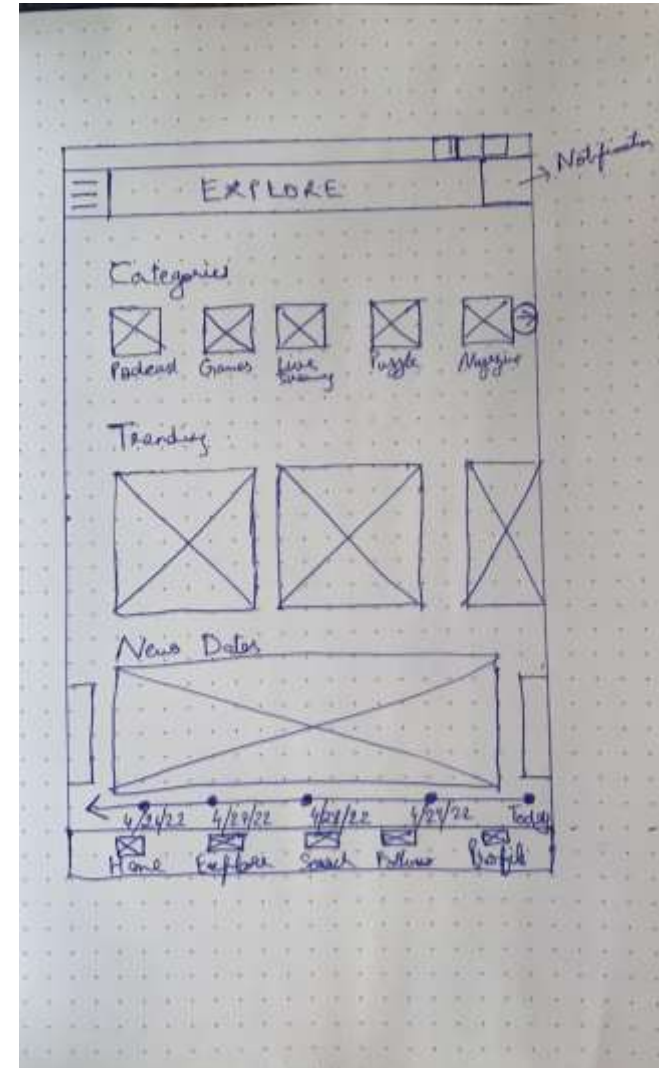
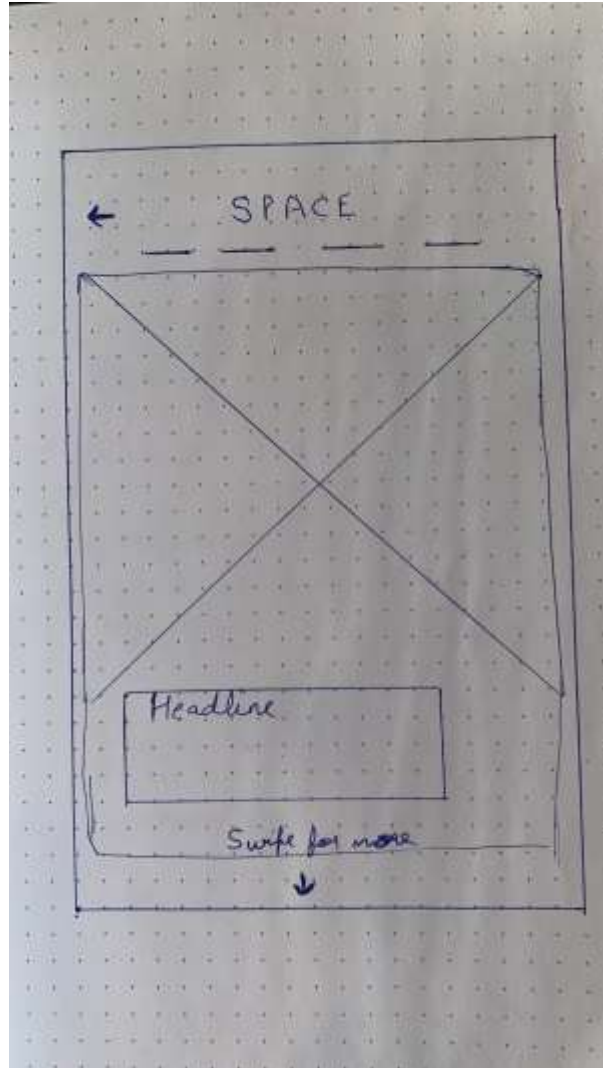


# Low Fidelity Wireframes





# Low Fidelity Wireframes



04

Visual Design



# Typography

## Fonts

Segoe UI Family

Bold

Semi-light

Light

## Colors



#676767



#CDCDCD



#FFFFFF



#5AB48A

# Mockups



Highlights



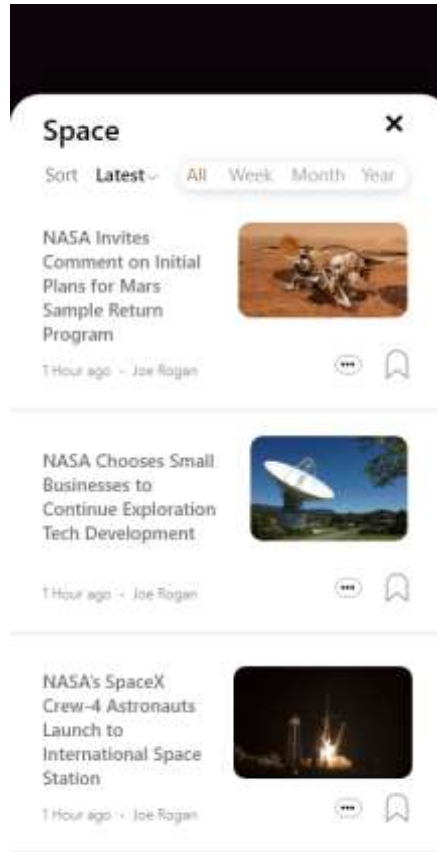
Highlights



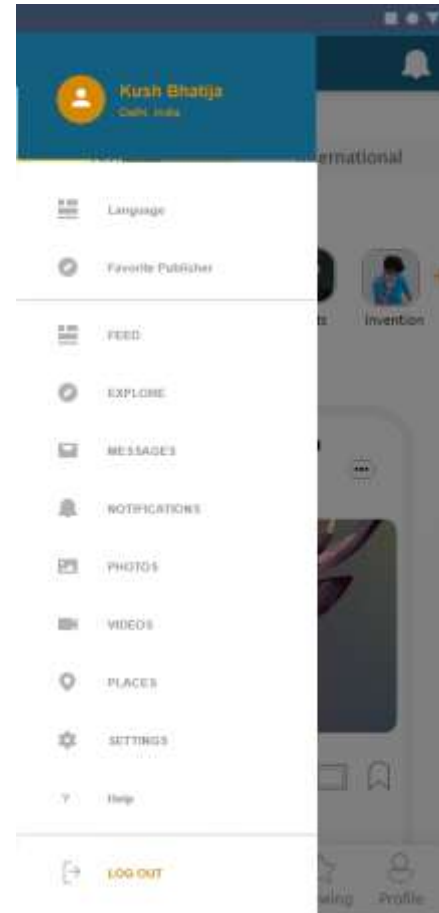
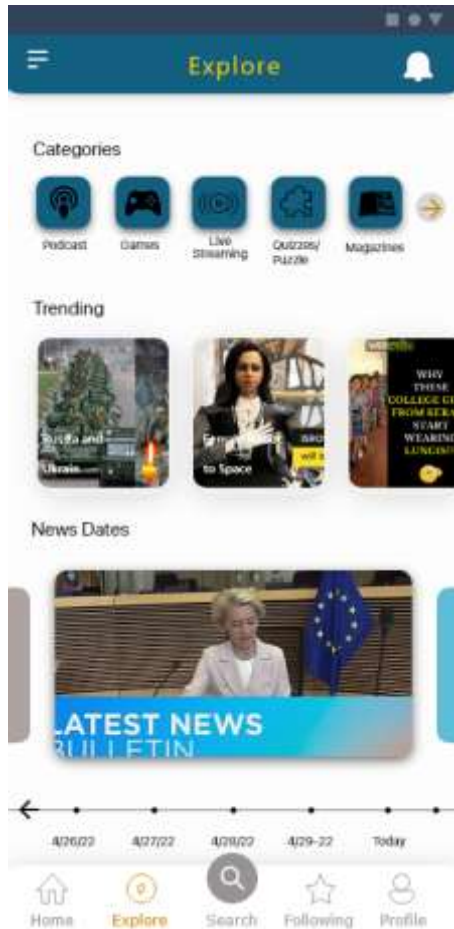
Headlines



Headlines



# Mockups



Link to the Prototype

<https://xd.adobe.com/view/95cc57b6-826f-4354-bed6-21d7a7966378-c09f/>

Thank You 😊