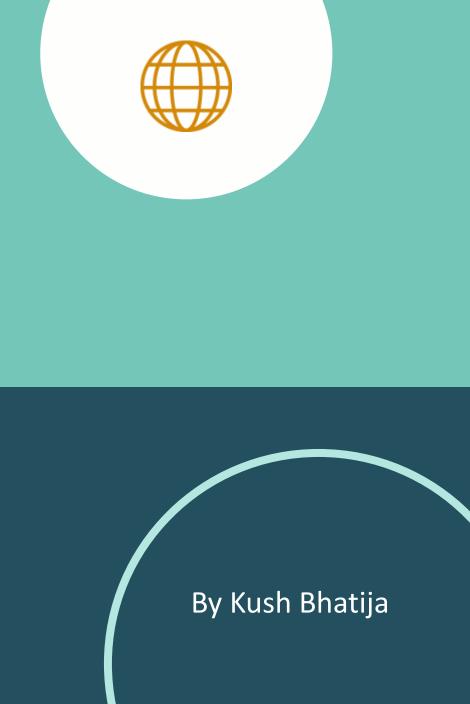


World News is the application that provides in dept information of both the national and international places. It includes all categories and personalized features. This is like social platform where the user can post, make friends, watch live videos, listen audio, chat with other people and follow channels.



Content



Design Research

App Research and Competitive Analysis



Visual Interface Design

Layout, Typography, fonts, Color Scheme etc.



Creative Narration

Structure, Organization, Heirarchi, Content etc.



UX & UI Design

User flow, wireframes, Mockups, prototype etc.



Information Architecture

Personas, Empathy Map, User Journey

X

01 Design Research Mythodology



Research on the news app both National and International

Apps related to News National & International





THE TIMES OF INDIA

10M+ Downloads



50M+ Downloads





50M+ Downloads



1B Downloads

0

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 ge

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

21	11 2 2	8.4		3	1 S.	61.1
Тор	Latest	TPL COM	Briefs	Photos	Trer	iding
En	itertain	ment (ET	ïmes)		Ĩ	^
NE	ws					
		Alia : I				L

prouder groom, a happier bride?



E stowers

BROWSE MORE



21:10 . . . N SALE THE TIMES OF INDIA * SURSCRIBE TO TOI+ FOR A PREMIUM EXPERIENCE Latest IPL TO Briefs Photos Trending Тор Save any story to read it later from Saved Stories in the Sections tab 2 months of Ukraine war: Germany biggest buyer of Russian energy, India at number 20 THE TIMES OF INDIA | B WINS AGO AD | Nutraslim Drink 1 cup before bed, watch your body fat melt like crazy. KNOW MORE A ē. ÷ Deihi Etimes. Sections Hame III. 0

21:13 @ @ . H Salah II. -You are not logged in. Sign up or log in to save stories, leave comments, earn TimesPoints and a lot more Log in or Sign up □ Saved Stories TimesPoints 5 PERSONALIZE Change Language wany > Change the news and all the app text C ■ Manage Home screen 5 Reorder top tabs and sections on Home tab. A Manage notifications 011 3 Select which interests to be notified about ▲ Offline reading on > Downland full stories E Download images 016 3 Save data on slower network III: 0

BEYON	ARTICLES			
Pho:	105			
O Vide	os			
向 Live	Channel			
🖾 Brie	fs			
O Visu	al Stories			
Pod	casts			
# Garr	ves			
India	•			~
- Feat	ured) (* Cor	onavirus		
(= Opin	ions And Feat,	res) (> M	aharashtra)
(Delh)		
Politic	s o			v
Entert	ainment (E	Times) C		Ų
1.000	MSUNG Ilaxy M53		Brackactory Kan T. 201997 Natify mail (Inc	
(ii) Hame	(A) Delbi		ITimes	

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

Alerts that matter to	you
fou can change these at any time in your ap	p settings.
Breaking News The latest news on major events	
Top news and analysis n-depth reporting and context	
Climate Crisis The science, our impact and how to act	
Coronavirus atest updates on a global pandemic	ъ
JS Politics Congress, policy and fact checks	
Business and Tech Blabal markets, finance, media and innovati	an D
CNN Watch Now Ive video, big interviews and CNN specials	
Sports Biobai sports news and features	
Done	

06:31 11 🖨 🖨 🔸		🖬 🖘 माम	÷.
	CINN	TV Channe	ais
Top News Worl	d U.S. Politics	Business	н
15	1	00	
		37	
1	100		
	COR.		
	Carter	16	
a mark the	S.C.		
	A.C.		
and the	Elso.	(and	
	orld's bes		-
	orld's bes ohs of 2023		100
			-
photograp		2	1
photograp		2	
photograp	ohs of 202	2	
photograp		2	



06:32 14 • •		a shine
	Preferences	
ACCOUNT		
Log In to your CN	N Account	
Create a free CN	N Account	
Saved Stories Find your saved article	s, videos & audio he	ris :
APP PREFERENCES		
Edition International		
Alerts		
Android Notificati	ion Settings	
Reader Mode A text-only view of the	Newsfeed	۲
Enable 'This is CM A sound effect when y		
Font size Default		
Autoplay videos o	over Wi-Fi	
Play HD videos ov	ver Wi-Fi	
Ga Home	Q, Search	Profile
Ш	0	<



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

0

0

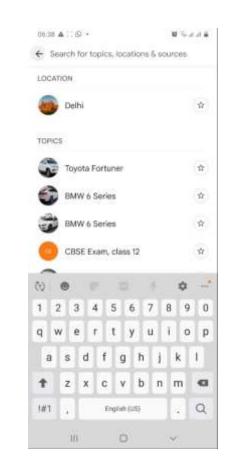




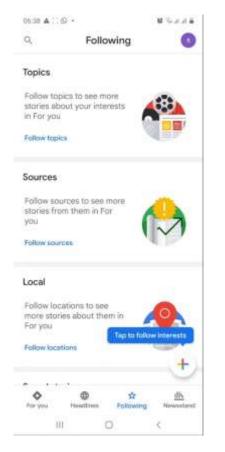
0

ഒ

Newsstand



9,	Newsst	and	9
News Sh	owcase		4
Stories seld	octed by newsroom	editors	7
Busine	ssToday.In	\$ Follow	(
BT HIGHLIC	SHTS: APRIL 28		E
STOCK NOV		-	10
Bajaj Auto : 3% post Q4	shares tank over Learnings	~~	E
so part a	Concerner .	_	h
ETODR MOV	EMENTII lises 4% post Q4	. U	
earnings, w		12-	i i
investors d			
			0
STOCK NOV Reliance sh	ares trade higher		1
	Tree System,	Antill,	E
Viscom 18	partnerships		p
- SHOWC	ASE Milliours ago	1	0
Entertair	nment		
Mos		1000	
	din .	*	-



dailyhunt

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

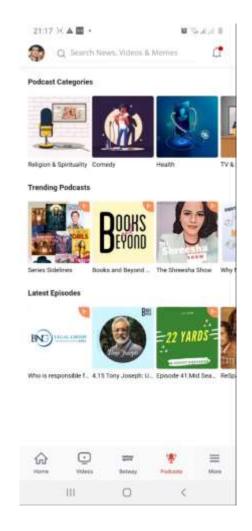
Read News from your favorite local newspapers & watch Videos

Screenshots of the App

21:16	11 A 🖬 🔸		1	a at all 10
1	Q, Search N	wa. Videos I	6 Memes	C.
For You	News U	ve TV Mo	vies & Enterta	inmen o
_				
			4.0.02.00	
Heat B	y Jumping I		nkeys Beat lanks #Sh	
CNN N				
and him	t18 English V∟	nour 70k-vie	nai (17 (9535 1
_				
				-
			1	
ŵ	CO Notes	terrete	₩. Pockans	III North
	111	0	(
		0		

lyhunt

21:15 : : 🔺 🕅 🔸	$0,h_{1}h_{2}\in \mathbf{H}$
← Add locations & topics	Edie
Suggested locations	
Delhi	(e)
Humbai	\oplus
🚇 Bengaluru	\oplus
See more	
Topics	
Cricket	0
ally Share	0
Russia Ukraine War	\oplus
🐼 Exam Zone	\oplus
n Entertainment	0
Politics	
Podcast	0
III 0	<





Screenshots of the App

21:17 1 🗚 🖬 🔸		10 T	at at 10
Podcast Categories			
Reference Supersonality	<u>()</u>	Teatt	- I
Trending Podicasta			
Serves Education	BOOKS BEYOND	The Storester 1	CARGE STREET
Latest Episodes			
Mon in responsible f	At 15 Tary Joseph 12		
☆ Follow			
Browse			
Ø Discovery			
Store voles	terwey.	W. Painada	atore
0.00	0	<	

dailyhunt

21:17 🔺 🖬	8 ·	1	ALC: N
🧔 q te	inth Sources, To	pics & Locations	C.
My Groups My Groups			
+ Create Group			
Fallowed Profile	5		Site All
O+ Contacts			
Recommended			Search
Y	-	0	1
Bhartiya jamla Party UP	Chef Meghne	Secretify Leb	IAS SQUAD
	i) iii iii iii iii iii iii iii iii iii	₩ Podum	
111	0	<	

21:18 []	21:18 : : 🔺 📰 🔸			the local of		
\leftarrow			å	<u>وَ</u>	13	
Q		atija anakaranon • 8 Follow			I	
Saved	My Posts	Activity	H	istory		
Stories(0)						
			1			
	1	-				
	- 6	-	*			
		e not save tories yet	d any			
	Start savin	ig to see the	in ban	¢		
Videos(0)						
	1	Ν,				
			Ŀ)		
		20		/		
	111	0		N		

21:18 34 🖉 🔸		M 15 ALC 8		
$\leftarrow ~~ \text{Settings}$				
Notifications		>		
News language		1.2		
This is your surrent rewer can select multiple longu		ingooge Tito		
App Language		3		
Preferred locations		3		
Orante personalisant experi- year locality & rearby plo		our franksleri franksleri		
Display Theme				
Apply System Settin	gs			
Dark Theme				
Autoplay				
Data only	Willionly	Both		
Cards Layout		■ 51		
This will only charge the created by corre-will will		unal cards. Pices		
Select app to share		>		
Check for app upda	ter	۰		
	0	<		



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 \Rightarrow Latest News \Rightarrow Live TV \Rightarrow Offline Reading \Rightarrow Seamless Sharing \Rightarrow Viral Videos

Read Local State & City News

Watch Live TV, Viral Videos & Photos

Top News

News in Languages

News Categories

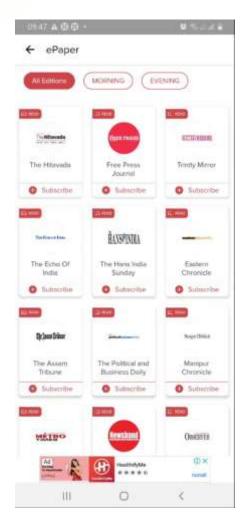
POPULAR NEWSPAPERS ON NEWSPOINT



Screenshots of the App

0143 A @ @ •		U Tran B
NewsPoint		III 🌲
	Ket Vin	
	nper Aut	
LIFESTYLE CRICKET E	1166 BO55 12	MORE - +
All Sections		
Тор		
My City		
Watch		
Photos		
Movie Review		
Politics		
Career		
Education		
Entertainment		
Regional		
Astrology		
India		
Auto		
Advertised John 12 Date	re+ uners.	(D) Play Here
	D.	<

109.43.4	00·			1	175
≡ Ne	ewsPoint	t .			₩.
	л	X		0	
Shopping	Matric	Cricke	a	Vinai	Gam
۲	GN			D	0
Astro	Gedget	e-Pip	e)	Auto	Qui
TOP	DELHI	WATCH	PHOTO	is 🔅	ACIVIE RE
1	aroi	1 Musk se and \$4 br	i, says r	no mo	re TLSA
	arol		yr full-t	ine P	re TLSA
Top Vie	aros Jie I prog	and \$4 br Institute 1 gram in D	yr full-t	ine P	re TLSA
Top Vie	aros Jie I prog	and \$4 br Institute 1 gram in D	yr full-t	ine P	re TLSA STEN
Top Vie Dershan Somnath	arol Jio I proj deos	and \$4 br Institute 1 gram in D	yr full-t igital M	ime P edia	re TLSA STEN



	44 A @ @ •			10
÷	Edit Cate	gories		
1	Cricket			-
~	Bigg Boss 12			
	Career			1
	Education			-
	Regional			
	Astrology			-
	World			
	Crime			-
	Events			
	City			
	Food			
	Science			
	Travel			
	jokes			-
		0	<	

1.09.4	4400 ·		U Socialiti
HIL	lser		@ •
	login		Contraction of the second
(ji)	Change Lengue	gè	0!
Ψ	Favorite Publish	er	G41
ø	LOL		worth
pro-	Games		1.5A
5	Top Songs		
0!	Quiz		
-	Astro		10.002
8	Watch		H
X	Cricket		director.
9	Local		and selfs
¢	Settings		
	Notification Cer	dayr	-
	H		
	111	0	<

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



Screenshots of the App

M. S. J. J. B.





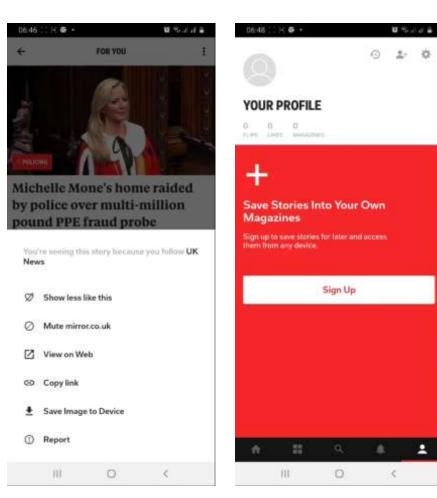


Ukraine na Russian so	ames 10 aldiers in all	Two 'powerful blasts' ro Russian city near Ukrai		
+ The Gua	rdian - 6h	ŧ	Yahoo News - 6h	Ŧ
n		1	a 🔺	*
10		1	o (



10:40 H H 🖝 •	H 2010 18 H
WHAT'S YOUR PASSION?	a
BREXIT	
RECIPES	
SCIENCE	
DESIGN	
ENGLISH FOOTBALL	
WEATHER (UK)	
PHOTOGRAPHY	
COMPUTER SCIENCE	
TRAVEL (UK)	
HEALTHY EATING	
FASHION (UK)	
BEAUTY	
MINDFULNESS	
▲ = 9 /	1 I
	<

06:46 14 14 6 +



Competitive Analysis

Competitive Analysis

Applications	dailyhunt	TOI THE TIMES OF INDIA	NEWSPOINT	GE Google News	CNN	Flipboard
Features						
Change Language	\checkmark	\checkmark	\checkmark	\checkmark	×	\checkmark
Search Local and International news	\times	\times	\checkmark	\checkmark	\checkmark	\checkmark
Offline Mode	\checkmark	\checkmark	\checkmark	X	X	\checkmark
Personalization	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Stories and Highlights	×	\checkmark	×	×	×	\checkmark
Information with Other sources	\checkmark	×	\times	\checkmark	×	×
Live and Audio Streaming	\checkmark	\checkmark	\checkmark	×	\checkmark	×

Applications	dailyhunt	TOI THE TIMES OF INDIA	NEWSPOINT	GE Google News	CNN	Flipboard
Features						
Repeated content across tabs	\checkmark	\checkmark	X	×	\checkmark	X
Minimalist UI	\times	×	×	×	\checkmark	×
Follow pages	\checkmark	×	\checkmark	\checkmark	×	\checkmark
Games and Quizes	×	×	\checkmark	×	×	×

User Segmentation

Primary Users

Millennial gen x,y, and z



Youngsters 16-23 years



Job/Businesspeople 24-50 years



Aged People 65-85 years



Teachers 17-65 years

Secondary Users





Foreigners





Counselor



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.

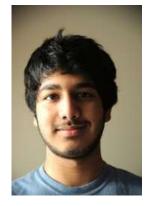
Goals

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.



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	 Looking for a news app with a lot of content and minimal design. Doesn't find an app that he is looking for. 	 He looks for such application online. He finds a lot of options. He download the Healthify Me 	 His friend suggested to download Holistic Healing: Home Remedy. Unfortunately, after few days he had fever because of stress. He used Holistic Healing app to get help. 	 Suggested his friend about World News application. Saw varieties of features like stories, highlights and coverage
Pain Points	Tired of downloading and testing each app. Searching YouTube videos.	Downloaded to daily hunt but didn't like the interface.	Uses the app sees a lot of content. Feels much better while comparing it other apps.	
Digital Touchpoints	 Tired of downloading and testing each app. Downloads the World News app. 	 Searches for related apps. Looks for high rated apps and download those. Search on Quora for Suggestion. 		 Send download link to his friend. Get important offers. Get notification regarding updates.
Features	 Looking for feature that gives all news of other countries. Should also provide Search and explore page. 			
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 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.



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	 Looking for new interface of news app 	 She looks for such application online. 	 Her friend suggested to download Holistic Healing: Home Remedy app. 	 Suggested his friend about World News application.
Journey	 Wants to be kept updated with the news. 	 She finds a lot of options. 	 Unfortunately, after few days she had stomachache because of junk food. 	 Saw varieties of features like stories, highlights and coverage
	 Looks for stories and highlights. 	 She download the Zee News, Aaj Tak app, Dailyhunt, Google NEWS 		
Pain	Tired of finding news app with all the features.	The app has a lot of adds	The App has a lot functions with minima design.	
Points	Testing and taking reviews of all apps	Feels that there should be more options.	Feel happy to use it.	
Digital	 She looks out YouTube videos and gets updated. 	Searches for related apps.		 Send download link to her friend.
Touchpoints	 She also looks for other apps, evaluating all features. 	 Looks for high rated apps and downloa Search on Quora for Suggestion. 	d those.	Get important offers.Get notification regarding updates.
Features	 Looks for feature that provides feeds, highlight and also gives full coverage. 	S		
Emotional	Stressed out	Optimistic	Нарру &	Satisfied
Journey			Relaxed	

03

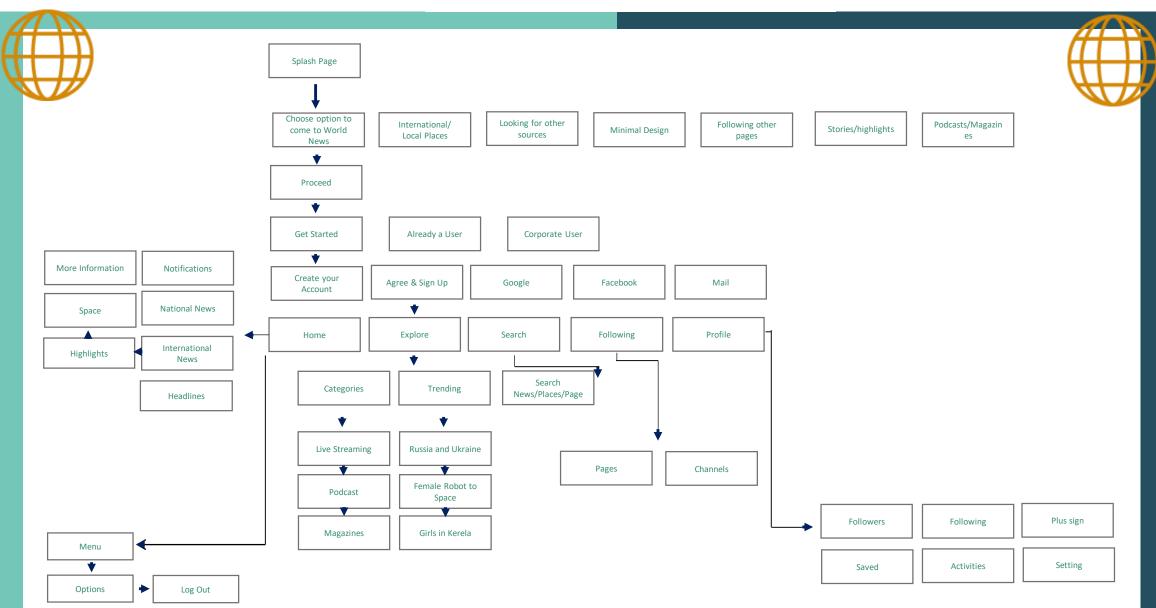
Information Architecture



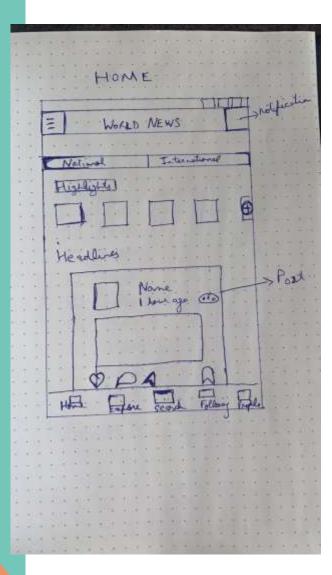
IA and Wireframes



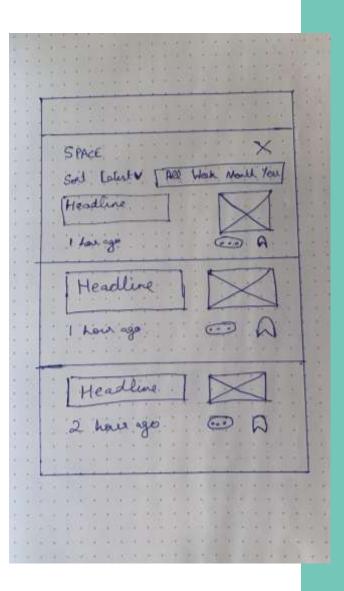
VERSION 1



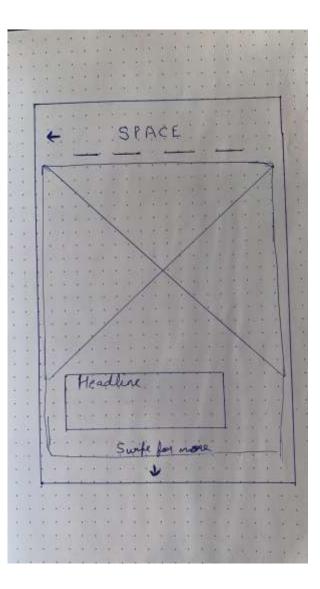
Low Fidelity Wireframes

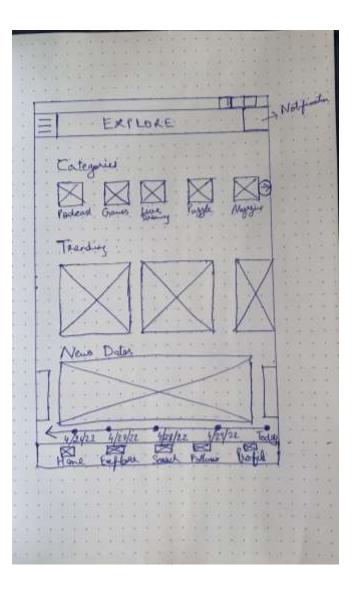






Low Fidelity Wireframes





04

Visual Design

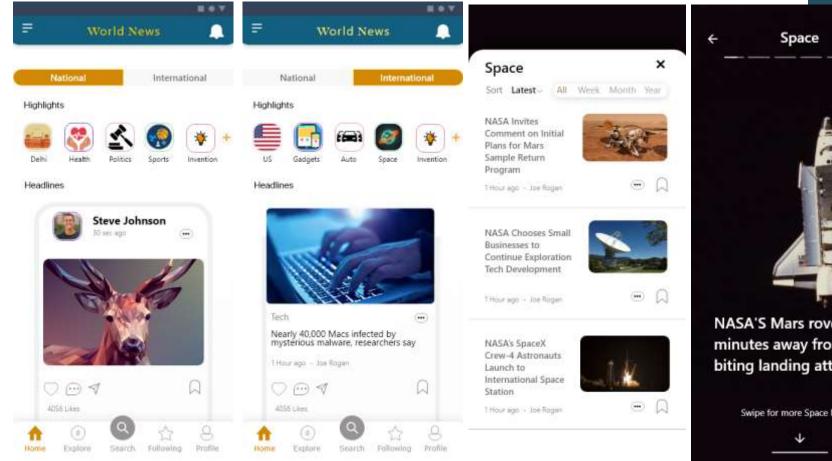




Typography Fonts

Segoe UI Family Bold Semi-light Light Colors #676767 #CDCDCD #FFFFFF #5AB48A

Mockups

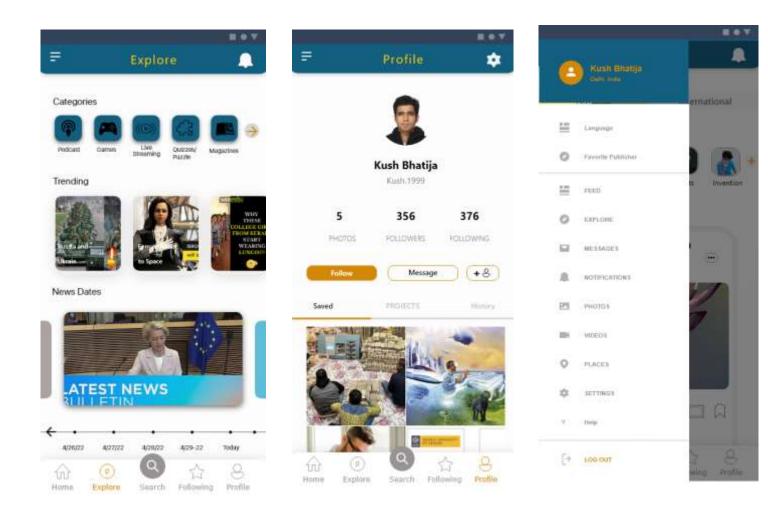




NASA'S Mars rover is minutes away from nail biting landing attempt

Swipe for more Space News

Mockups



Link to the Prototype

https://xd.adobe.com/view/9 5cc57b6-826f-4354-bed6-21d7a7966378-c09f/

Thank You 🙂