

The redesign of Channel 4 News .com





# UX myths

- **UX is not a commodity**
- **UX is not a step in your process**
- **UX is not expensive**
- **UX is not one person's job**
- **Usable is not good enough**

**“User experience design isn’t a checkbox. You don’t do it and then move on. It needs to be integrated into everything you do.”**

Liz Danzico, Chairperson MFA in Interaction Design at the School of Visual Arts, New York



# Contemporary UX

- **Facilitate, not dictate**
- **Strategic, not tactical**
- **Soft skills**
- **Infuse the project with UX**

# More...

- **Reduce the headwind**
- **Maintain momentum**
- **Empower colleagues**
- **Privilege lightweight, iterative techniques**
- **Context over dogma**



**“The formative stages of your process will dictate the tone of your entire project.”**



# Conceptual design



# Collaborative design



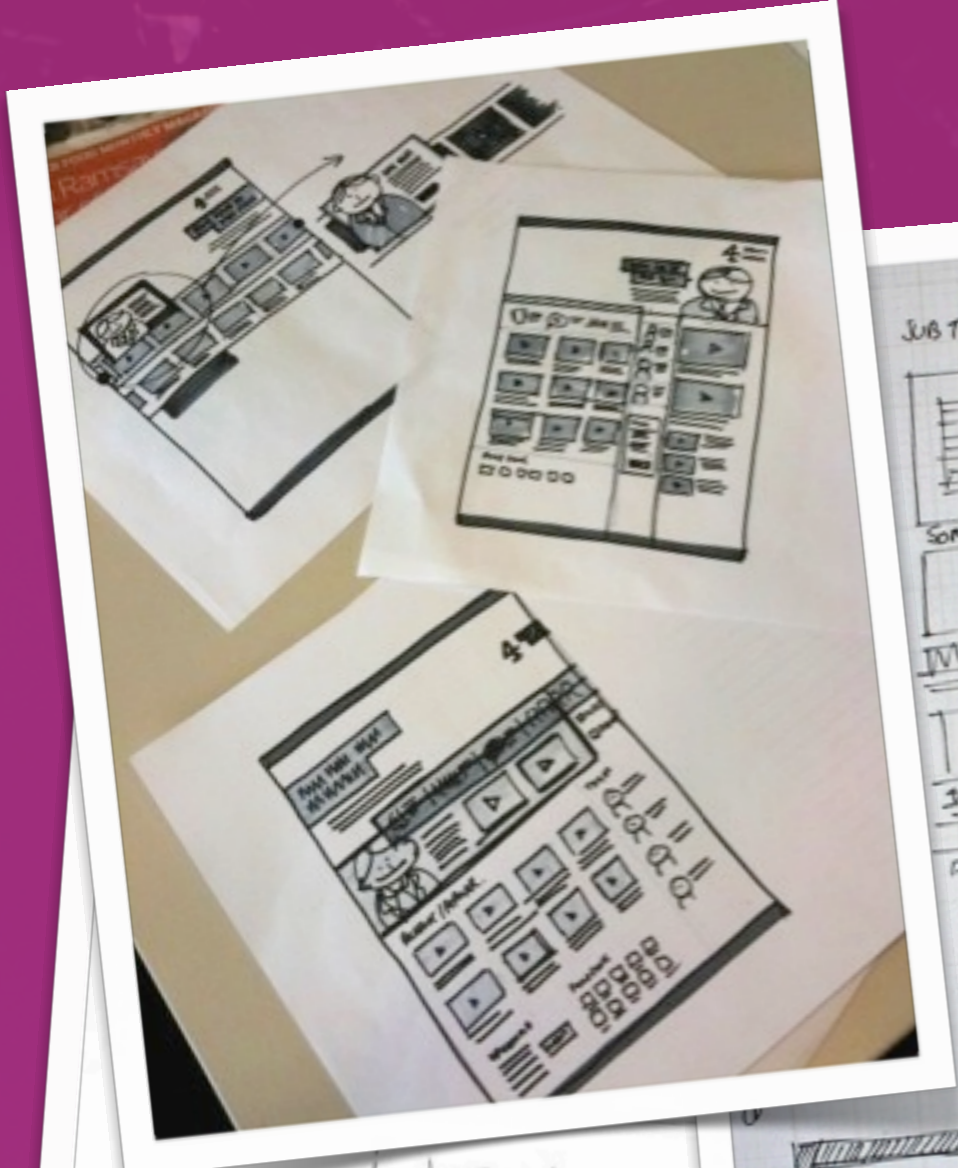
# Design workshops

# Successful co-design workshops

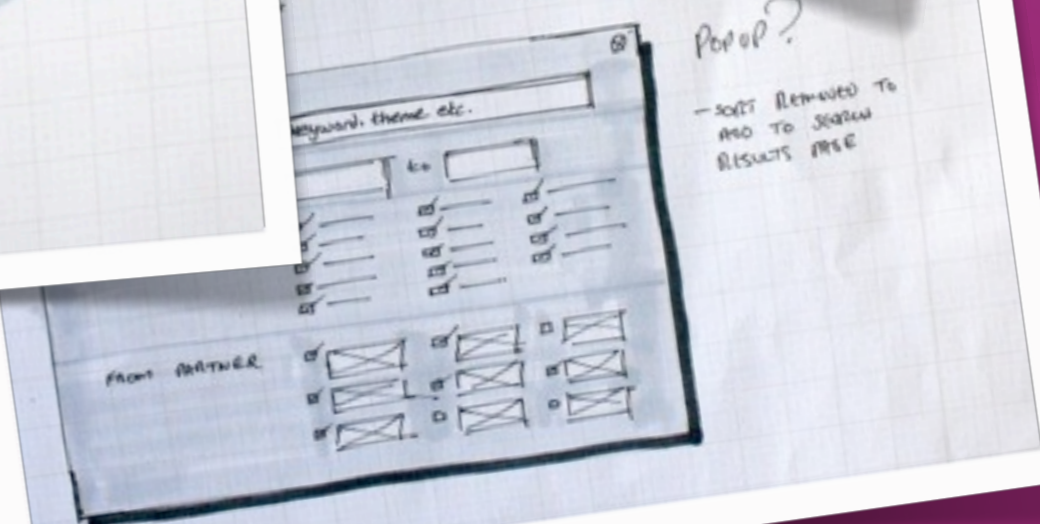
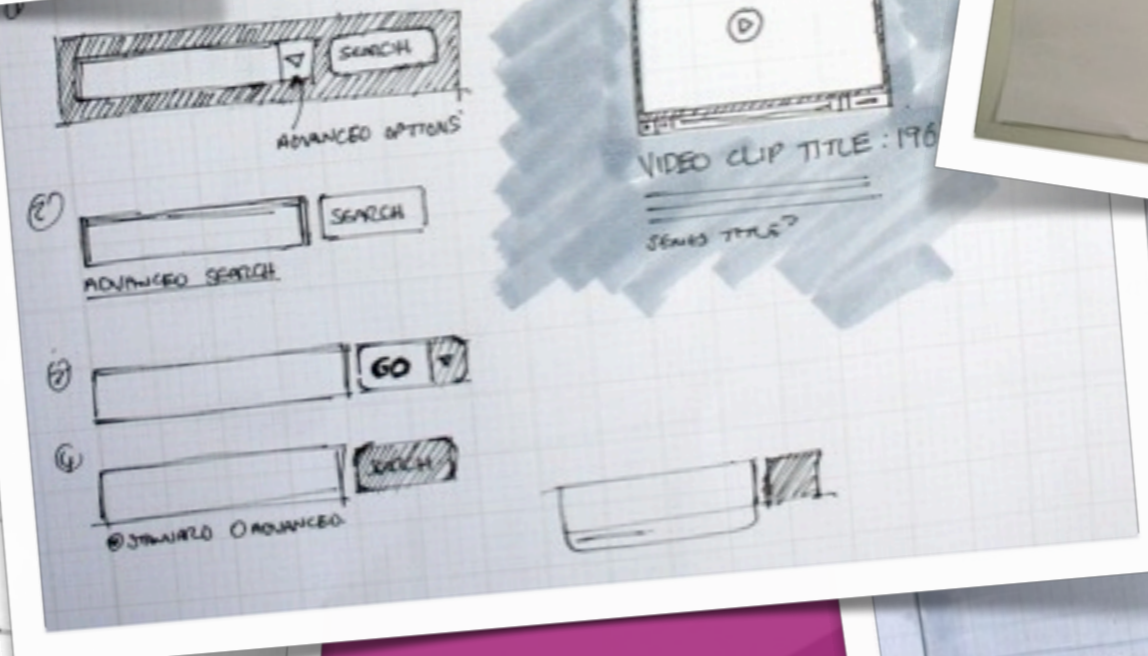
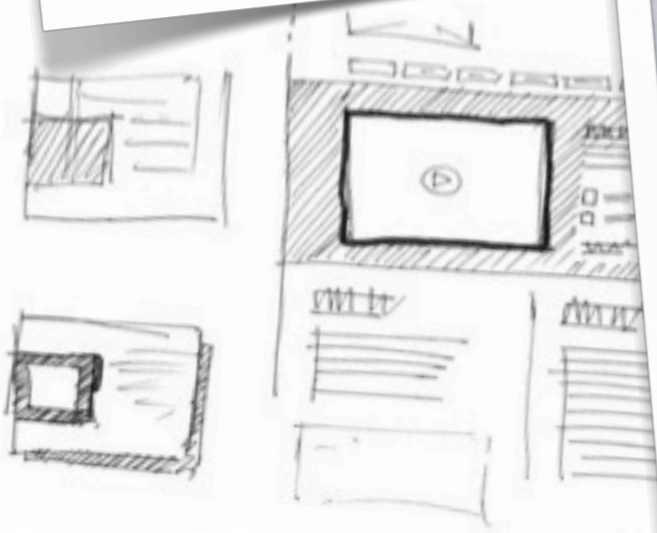
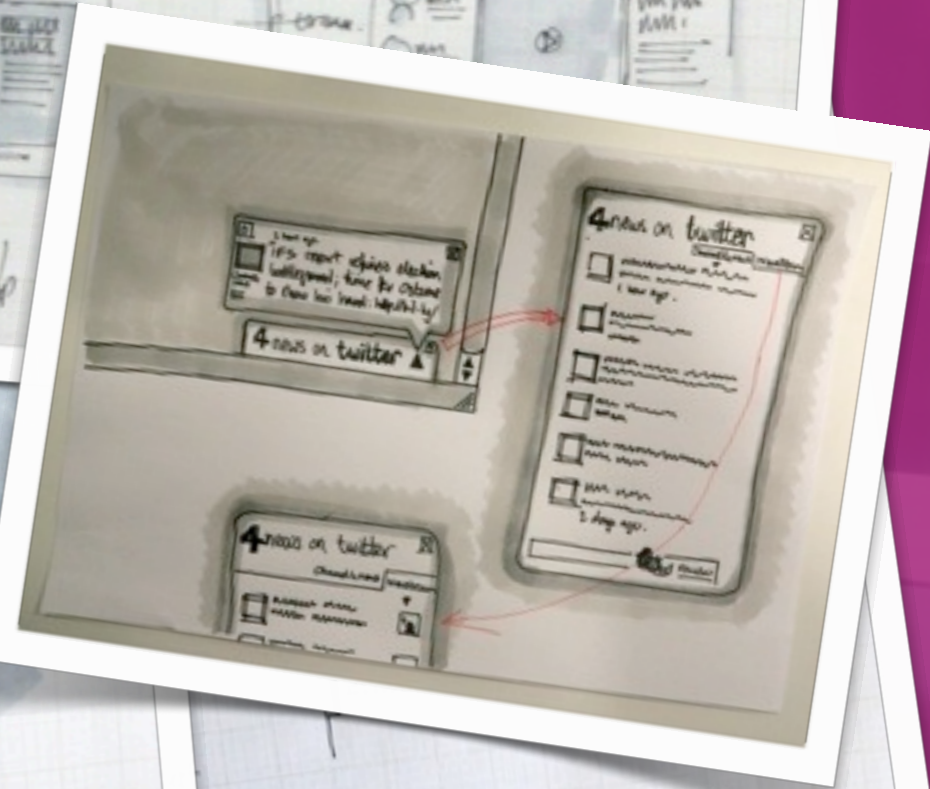
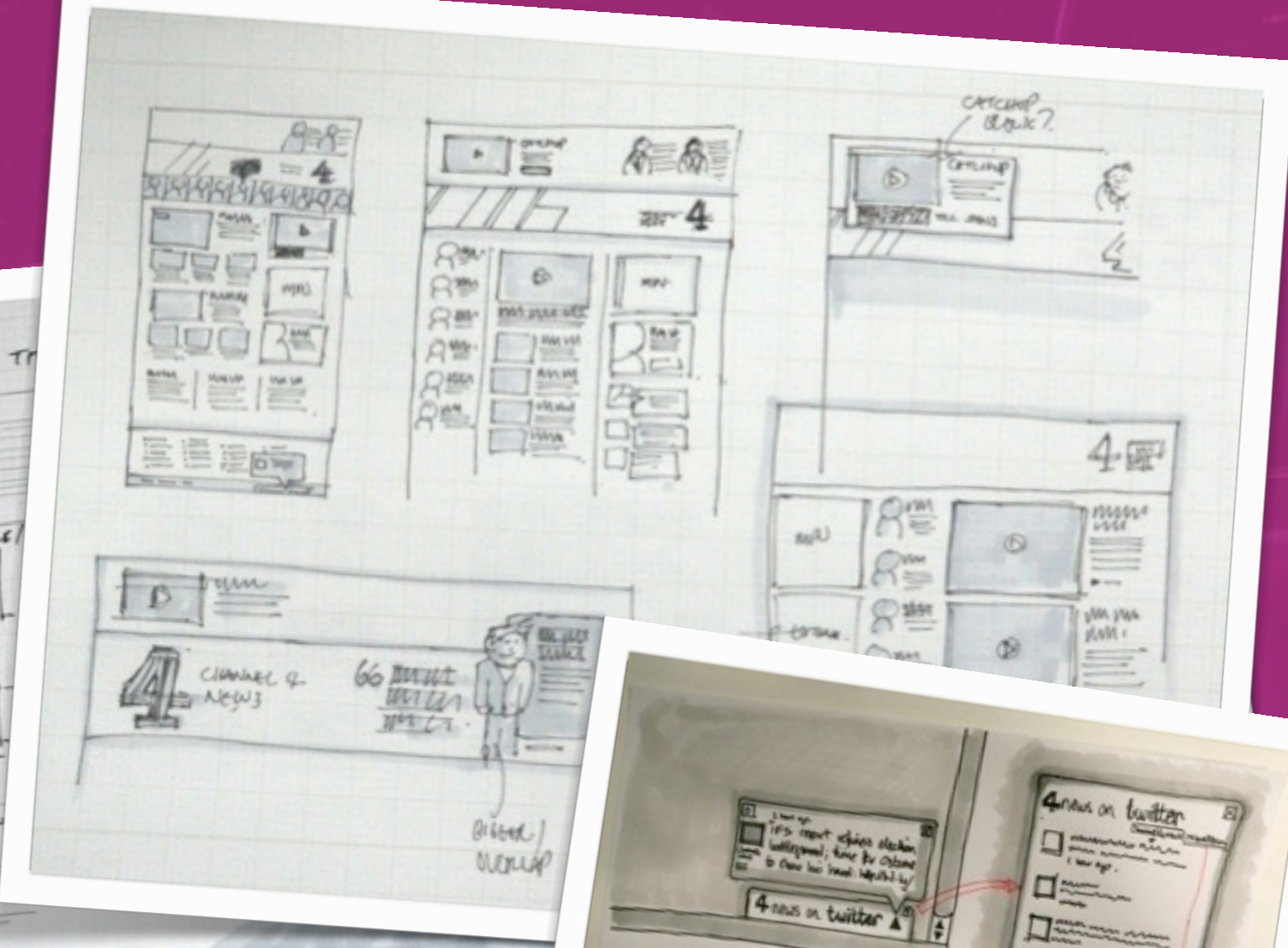
- **Cross-disciplinary**
- **Practice**
- **Prepare**
- **Structure**
- **Clear objectives**
- **Be a good host**
- **Make it fun & memorable**



# Sketching



SUB THEME TR  
SORT BY TITLE  
DOCUMENT



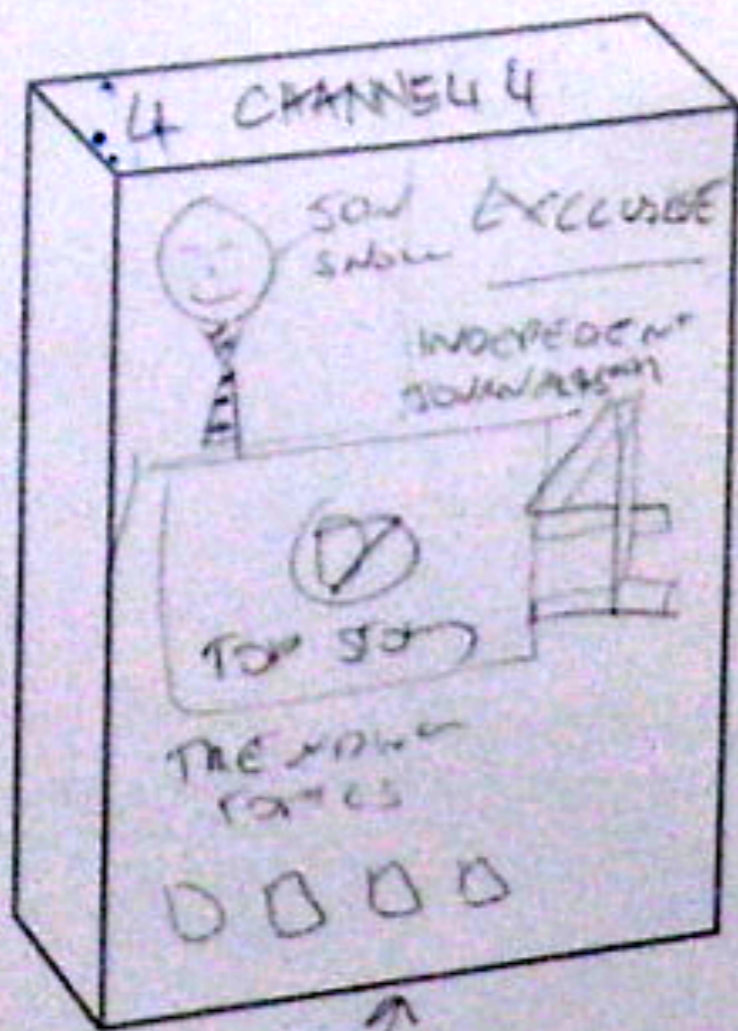
© 2014

PopUp?  
-soft removed to  
add to search  
RESULTS PAGE



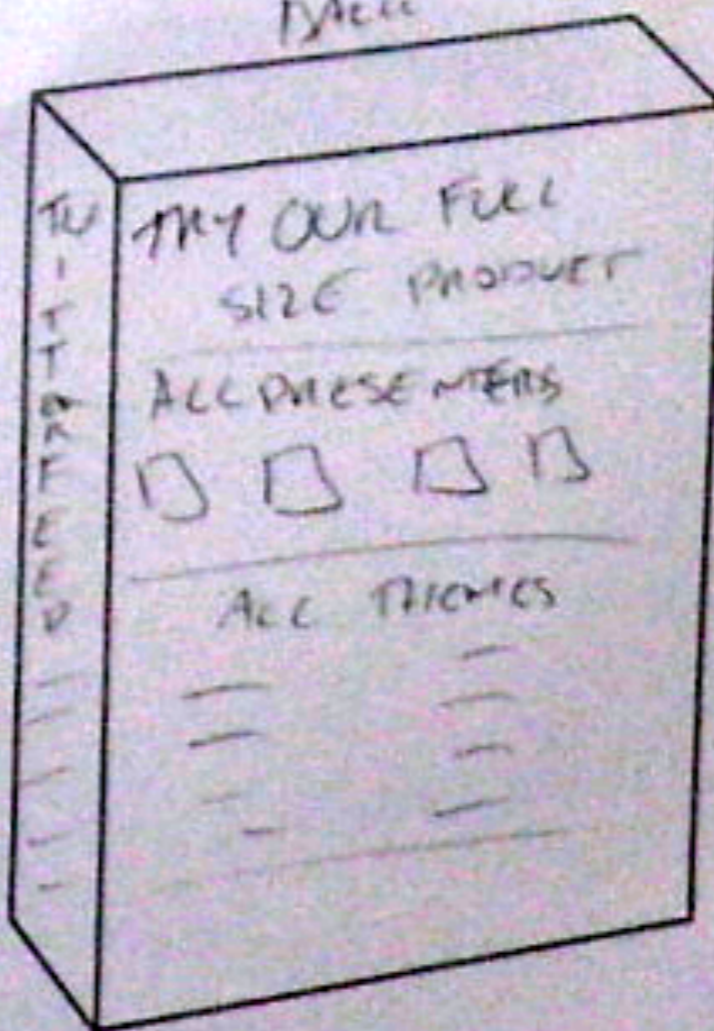
# Workshop outputs

# SNACK SIZE



CONTACT  
US

Full



**Things to consider**

1. What is the core value proposition?
2. How does this box differentiate itself from others on the shelf?
3. How do the key messages on the front contrast with the recurring details on the back?

WHO ARE

- Aged 2
- News is drives

How?

- Multiple

AM - Morning

NOON - Check

PM(1) -> Get

PM(2) -> Last

GOALS -

~~MASSER~~ →

UK

READS -

WORK -

ONLINE -

TV -

GOALS. TH

- ① SPECIFIC
- ② TO BE WITH P
- ③ READING
- ④ WATCH
- ⑤ FEEL LIK
- ⑥ INFO: S
- ⑦ CREDIBL

NOT LO

This per

engage

relate

BREAKS

WILL

NICHE 'N DEEP

UNIVERSITY

ADDS VALUE TO B BAND

PARADISE

FANBOY

AGE -

ALSO LIKE...

DISPATCHES

MALE & DOCUMENTARY

NOT EQ

FILM &

SHAMELESS.

DOCUMENTARY

WHEN -

HOW -

GOALS -

CURRENT AFFAIRS

DOCUMENTARY FAN

WHO: MALE

MID 40S

PROFESSIONAL

EDUCATED

~~TECH SAFFLY~~ / BLACKBERRY <sup>OFFICE</sup>

BROADSHEET GUARDIAN NYT.

SHOP & BANK ONLINE.

ONLINE NEWS USERS.

BBC SITE.

GUARDIAN.

NYT.

WHEN: RESEARCH FOLLOW UP ON DOCC OR STORY THAT INTEREST.

HORIZON ON CLIMATE CHANG

STIMULATES INTEREST.

EVENING TIME

GOOGLING AROUND NICHE AREAS.

NOT CA REGULARS BUT READER

CA.

Could be encouraged to sign to stories

GOALS: FIND SUBJECT.

EXPAND KNOWLEDGE.

DIFFERENT ANGLE. - DEPTH

NEWS THEY CAN USE

WHO KNOWS WHO.

TALK / GO OUT.

~~MASSER~~ →

UK

READS

WORK

ONLINE

TV

GOALS

- ① SPE
- ②
- ③ TO
- ④ RE
- ⑤ FE
- ⑥ IN
- ⑦ CR

NOT

# 4 NEWS CURATED



## CURATED BLOG

- \* Ref: Hsnicethat.com
- \* Curated content. Aggregating and external resources / links to current themes / stories
- \* flowing river of content (any time)
- \* New articles <sup>alerts</sup> can be posted
- \* Journalists, learn add new (links, images) etc...
- \* CREATED - should be new
- \* GUEST EDITORS - regular
- \* Tag content
- \* Balances editorial output / counter arguments / stories
- \* KEEP IT SIMPLE



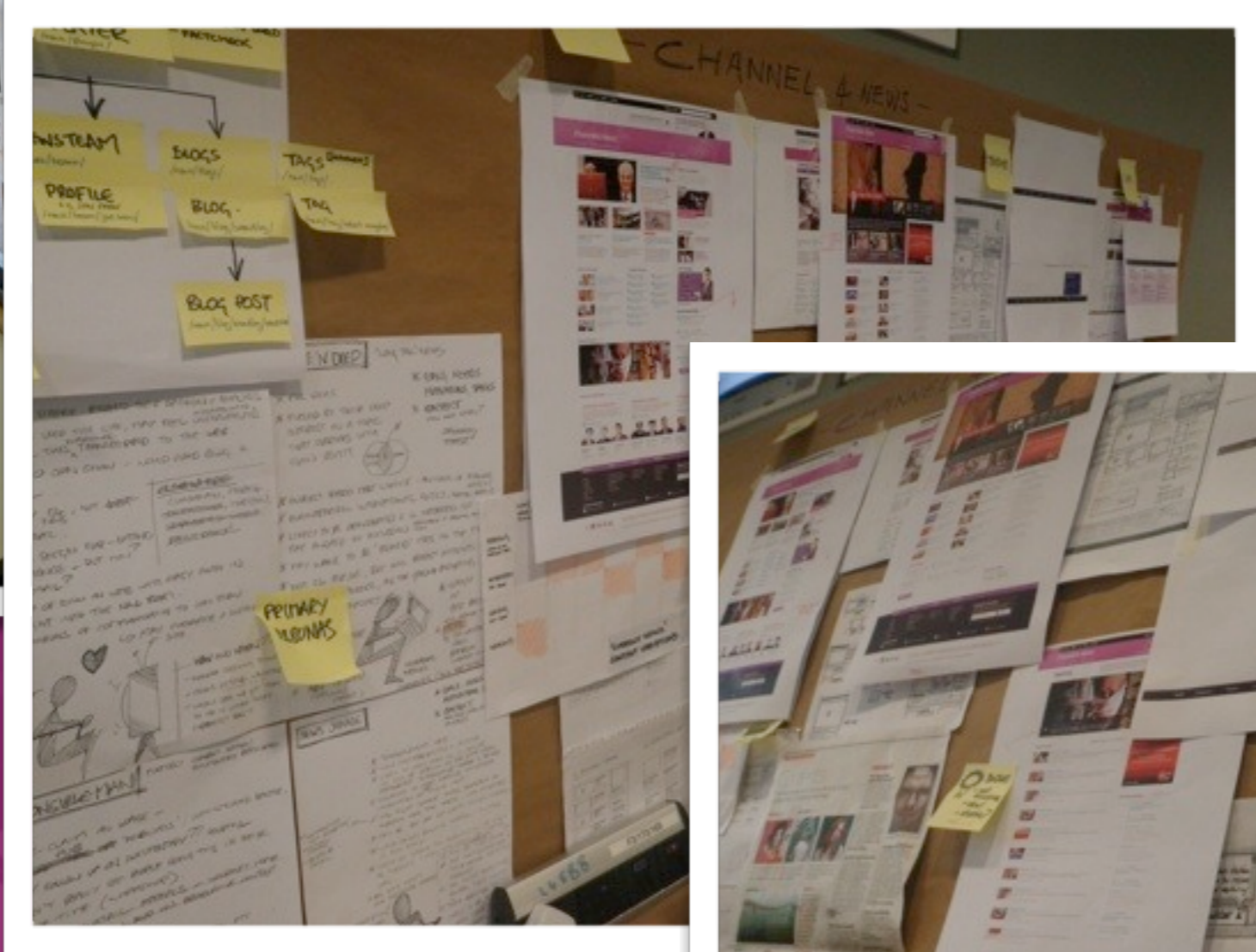
# Design principles

## **Focus on unique, original Channel 4 content**

Don't waste time trying to compete with obvious contenders (news coverage has in many ways become homogenised both online and TV). Instead, create remarkable, distinctive, exclusive stories such as the Peter Moore interview, which can only exist and thrive on C4 News.



# Sketchboard



**“The new site has given the whole newsroom at ITN a real lift and helped make the integration into a totally multi-media outlet work so much better.”**

Vicky Taylor, Commissioning Editor, Channel 4, News and Current Affairs



# Channel 4 News

**CATCH UP** Watch bulletins from the last 3 days

**NEXT BULLETIN:** Today at 7pm on Channel 4

Search Channel 4 News

## News Team

Introducing the Channel 4 News presenters, correspondents and reporters.



**Jon Snow**  
Main Presenter

> [Inside the forbidden garden](#)  
28 April 2010



**Krishnan Guru Murthy**  
Main Presenter

> [Snowmail: steward bankers](#)  
28 April 2010



**Alex Thompson**  
Chief Correspondent

> [No-one knows when Louisiana slick will hit land](#)  
28 April 2010



**Gary Gibbon**  
Political Editor

> [Curious casting: how accurate are polls?](#)  
28 April 2010



**Faisal Islam**  
Economics Editor

> [UK goes big on going bust](#)  
28 April 2010



**Cathy Newman**  
Political Correspondent

> [Drink culture blamed for ex-MP death](#)  
28 April 2010



**Jonathan Miller**  
Foreign Affairs Correspondent

> [Jonathan Miller in Gaza](#)  
28 April 2010



**Lindsey Hilsum**  
International Correspondent

> [Who's that at the door?](#)  
28 April 2010



**Jonathan Rugman**  
Foreign Affairs Correspondent



**Sarah Smith**  
Washington Correspondent



**Nick Paton Walsh**  
Asia Correspondent



**Benjamin Lee**  
Technology Correspondent

# Thanks

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