



# **ARMY NEWS & INFORMATION APP**



# **SURVEYS & INTERVIEWS**

# USER RESEARCH

I first collected and reviewed feedback surveys submitted by current users of our existing app to identify the common pain points and areas of frustrations in the user experience. This helped me understand what areas needed improvement.

## PROBLEMS:

The existing version of the app was outdated and had severe usability and functionality issues.

- The image galleries were broken and didn't display captions or allow users to view more than one photo.
- There was an abundance of duplicate stories and content in the news feed.
- The text was too small which resulted in complaints of readability issues.
- The navigation was very disorienting and users were getting lost within the experience, forcing them to quit all together.

How is the video quality?	Is the content useful?	Which section could use more work?	Which section is the most useful?	Positive Feedback	Negative Feedback
4	2	Game	News		Where's the matching game?
5	5	Videos	News		
4	2	Join	Reference	I like the look and the layout	Put the join, ranks and uniform option back that's the main reason I got the app
4	1	Most of the old content just disappeared.		Can't think of any. It's big?	Try again. Almost no info, just pretty pictures.
3	3	Game	Featured News	Next time improve the app incrementally, so we don't have to relearn a "new" app. Thx.	Where do I find the game?
5	5	Favorites	Videos		
			Ako	Would like to be able to go to my AKO account.	
2	1	What game?	Pictures		It looks like the developers implemented a new design, but couldn't replicate many of the features that made this a great app.
2	4	Videos	News		
4	2	Reference, join & game are nonexistent. Are you even looking at what you are polling?	News	The main features finally work, which they did not before the upgrade. However, and this is positive, I am going to uninstall the app. I can get this information on my pc.	Sections I actually used are not available any more. I don't want to read peppy feel good news, I have the Army Times for that. I want a quick resource app, not a pep rally app. I have waited to see if the usefull section will return. It doesn't appear to be going to, so I will delete this app. What a waste of resources!
4	3	Videos	News		
4	3	Bring back the game	Social		Please bring back the game.
4	5	Bring the game back	Bring the game back	great graphics	BRING THE GAME BACK. PLEASE
2	1	Bring back the history and rank sections			
4	5	Featured News	Featured News		where is game? i want it back.
3	3	General information on the army	Videos	Good UX	Bring back the tile strategy game! You took away all the cool stuff! Where is the matching game and military ranks and other interesting stuff?
3	1	Bring back the old app!			
4	3	News	News		
5	5	Featured News	Featured News	Glad You changed the format. Thank You	
5	3	Needs the game back	Needs to identify vehicles, weapons like it used to	Looks nice, but the old app was GREAT. I'll just delete this one	The old app was great, why change it?
4	3	Favorites	Featured News		
5	2	The game is missing, fact files, and ranks are missing. Boo. Please return those aspects to the app soon	News		the army as well. Young soldiers could use all those, sans the game. I just like the game
1	1	Featured News	Game		
4	3	ranks and fact files. And game	Ranks and fact files		Bring back ranks and fact files and game
4	5	Agent orange in korea	Featured News		
					Return the information about ranks, vehicles, etc Please return the game. Those were the only things I used and they're gone b
					The game was removed. It was a great way to pass the time and enjoyable! Brinq it back!
4	4			Better orgnized.	



# **USER PERSONAS**



# DAVID WILLIAMS

Age: 51

Occupation: G3 Lieutenant General

Titles/Roles: Father & Husband

Status: Married

Location: Arlington, VA

Gender: Male

## BACKGROUND

Lieutenant General David Williams works at the Pentagon as a G3 and has served in the Army for over 30 years. He is responsible for all communication issues involving the United States Army. He spends most of his workday leading the formulation of communication and public affairs strategies, plans and policies, and serves as the senior advisor to senior Department of Defense leaders on communication matters relating to the Army.

**“I just want to stay caught up with everything that is happening”**

## FRUSTRATIONS

- Taking too much time to find the information he is looking for
- Duplicate stories/content on news feed
- When text is too small to read on screens

## KEY GOALS

- Checking the media front pages every morning
- Be aware of breaking news
- Have all the information background necessary to do my job

## DEVICE USE

Mobile: **10%**



Desktop: **90%**





## RYAN JOHNSON

Age: 24

Occupation: Active-Duty Soldier

Titles: Combat Engineer (12B)

Status: Single

Location: Culloden, WV

Gender: Male

### BACKGROUND

Sergeant Ryan Johnson works as a cargo checker and forklift operator in the Central Receiving and Shipping Point out of the Victory Base Complex. He has very hectic days working in the field and is responsible for inspecting and verifying all cargo documentation coming in and going out of the yard to ensure expedient processing to customers all over Iraq.

**“I’m not sitting at a desk all day, so I get all my news from my phone”**

### KEY GOALS

- Read all the daily top news stories
- To be up to speed with the latest news, events and issues concerning the army.

### FRUSTRATIONS

- Can’t view image captions
- When technology crashes and doesn’t work well
- Processes that are excessively complicated
- Get lost in interface and can’t find section of news he wants to read

### DEVICE USE

Mobile: **80%**



Desktop: **20%**





# **COMPETITIVE ANALYSIS**

# THE OFFICIAL U.S. NAVY APP

## Pros/Strengths

- ♦ Love the quick, easy tutorial upon first use.
- ♦ Cohesive color scheme

## Cons/Weaknesses

- ♦ Very clunky UI, although simple
- ♦ Some screens are a bit busy
- ♦ Compatible only up to iOS 7.0

## Unique Features

- ♦ Save news articles, images and videos to your own locker to view later
- ♦ Hamburger navigation includes an interactive map of key Navy installations and museums, the Navy Plan of the Day, sailing directions guide, events calendar, and access to all social media site.

# MARINESMOBILE®

## Pros/Strengths

- ♦ Good IA - the content is divided into clear, distinct sections

## Cons/Weaknesses

- ♦ Harsh gradients and unappealing rounded corners on UI elements.
- ♦ Little contrast between text and background color strains the reader's eyes.
- ♦ Some screens are busy and the lack of white space visually clumps content together and makes it hard to distinguish changes in sections.
- ♦ Poor interface but it does what it's been designed for

## Unique Features

- ♦ Aggregated social media feed from all supported platforms

# CNN

## Pros/Strengths

- ♦ Includes image slideshows with captions. Tap to appear/disappear caption. Swipe left or right to see next image

## Cons/Weaknesses

- ♦ Video ads are annoying and forced upon users while reading content

## Unique Features

- ♦ Share stories to your social networks, or email/SMS to a friend
- ♦ Swipe left or right to navigate between content in full-screen view
- ♦ Get breaking news push notifications for trending stories so you're always in the loop.

# MSN

## Pros/Strengths

- ♦ The font size can be adjusted in order for user to have optimal viewing experience.
- ♦ The UI is clean and simple.
- ♦ The icons are all similarly styled and easily recognisable

## Cons/Weaknesses

- ♦ The functionality of the news section slider menu is unpredictable and wonky. Sometimes the selected news section is animated to align left and in some cases the section text is just highlighted white.

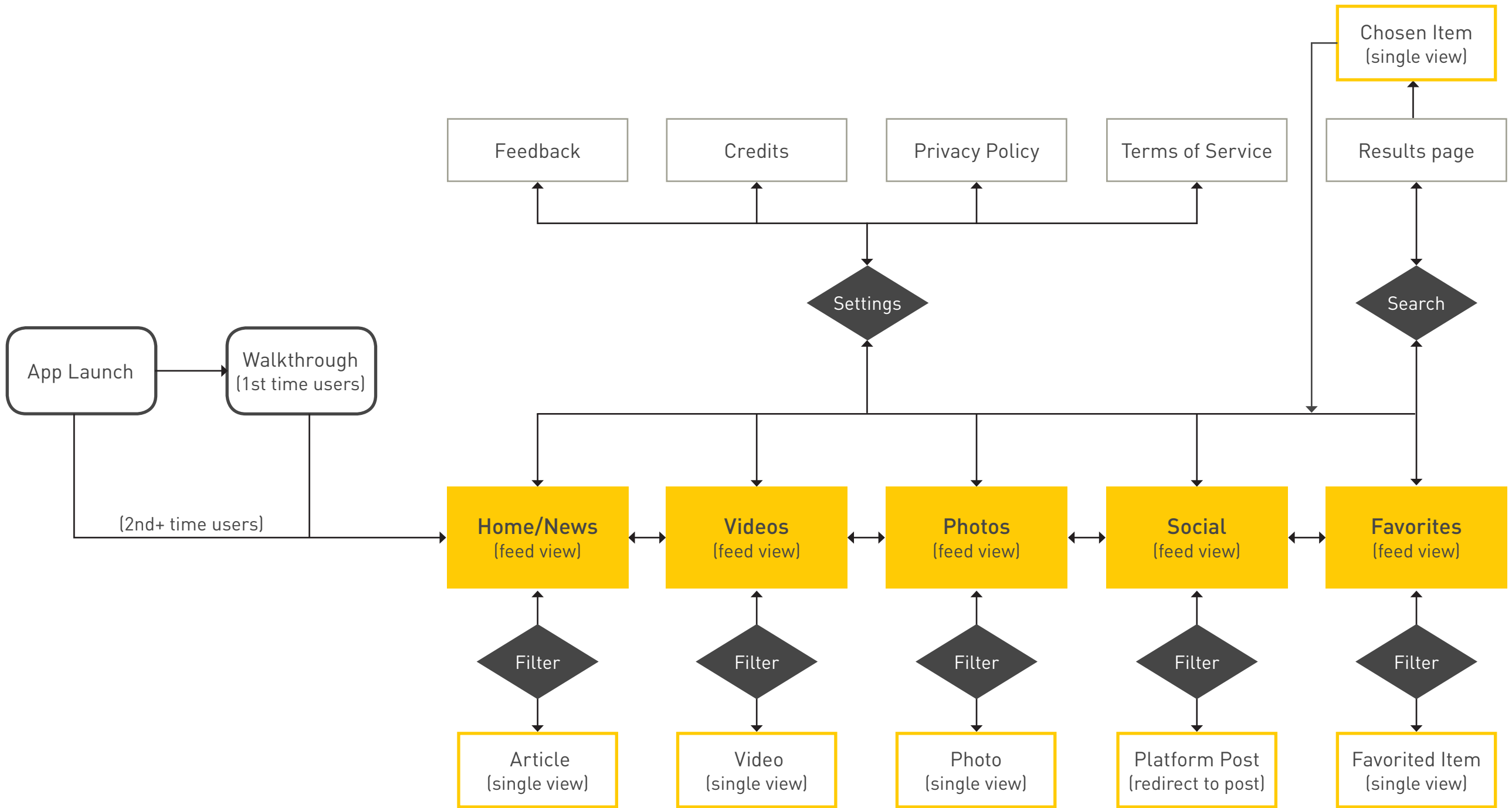
## Unique Features

- ♦ Personalize your feed with ease to get all the news and stories you want



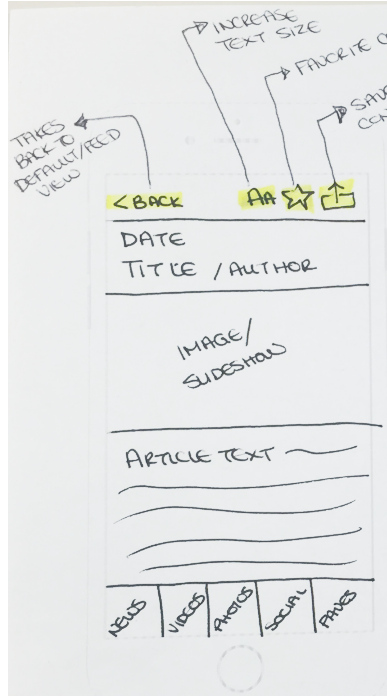


# **USER FLOW**

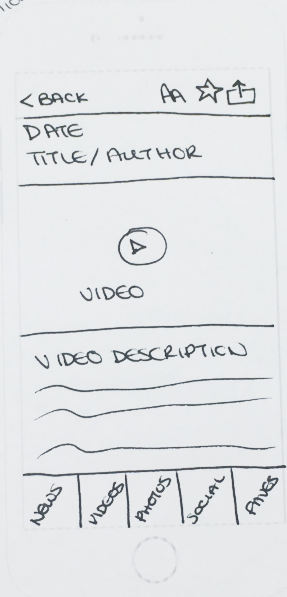




# **INITIAL SKETCHES**



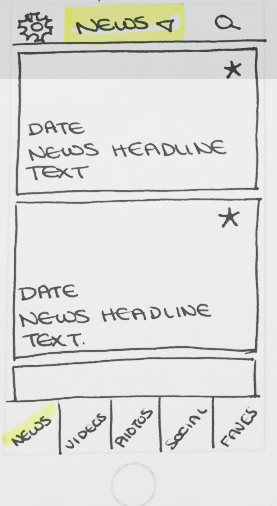
DETAILED ARTICLE VIEW  
- FUNCTIONALITY OF IMAGE SLIDESHOW?



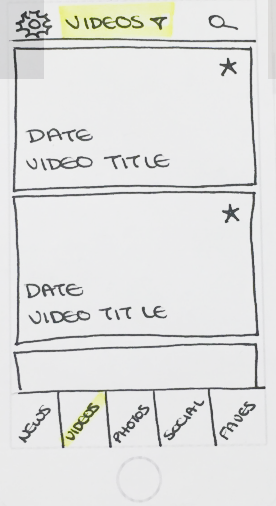
DETAILED VIDEO VIEW  
- FUNCTIONALITY OF VIDEO.



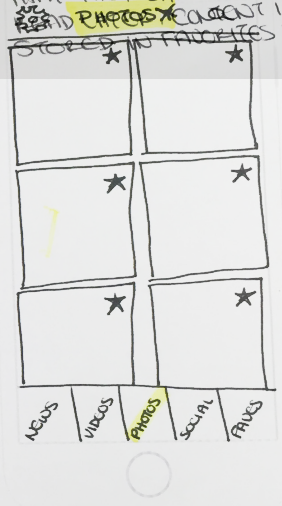
DETAILED PHOTO VIEW.  
- FILTER BY NEWS OR PHOTO CAPTION?



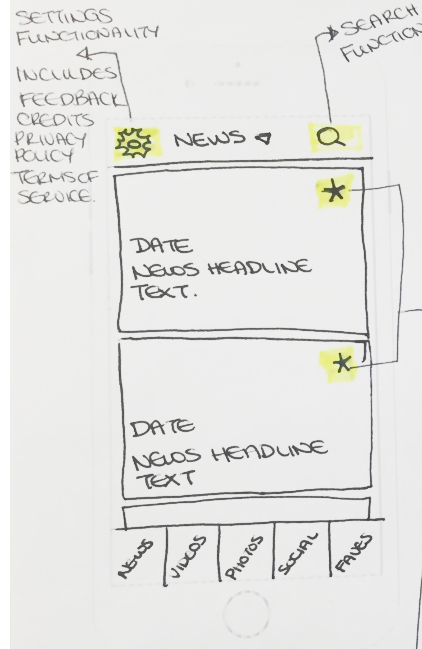
NEWS DEFAULT VIEWS SHOWS TOP 6 ARTICLES AND LOADS MORE STORIES ON SCROLLS.



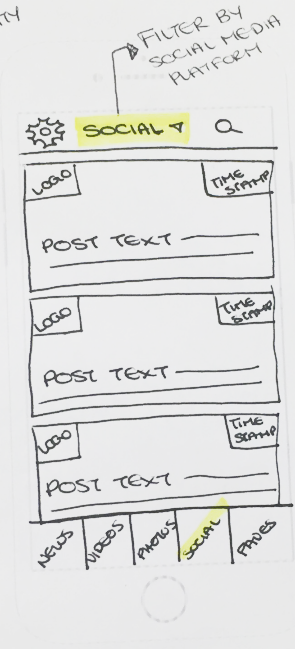
VIDEO DEFAULT VIEW SHOWS VIDEOS IN HOMEPAGE FEATURED PLAYLIST. (FEEDS IN FROM) YOUTUBE



PHOTOS DEFAULT VIEW SHOWS PHOTOS IN HOMEPAGE FEATURED PHOTOS WIDGETS



USERS ARE ABLE TO FILTER BOOKMARK / FAVORITE CONTENT THAT THEY CAN REVIEW OR PHOTOS AND PHOTOS CONTENT IS STORED IN FAVORITES TAB



SOCIAL DEFAULT VIEW DISPLAYS AGGREGATED SOCIAL MEDIA CHANNELS POSTINGS BASED ON NEWEST POSTS



FAVORITES DEFAULT VIEW DISPLAYS CONTENT THE USER HAS FAVORITED. (BY PRESSING STAR ON EITHER) DEFAULT OF DETAILED VIEW.



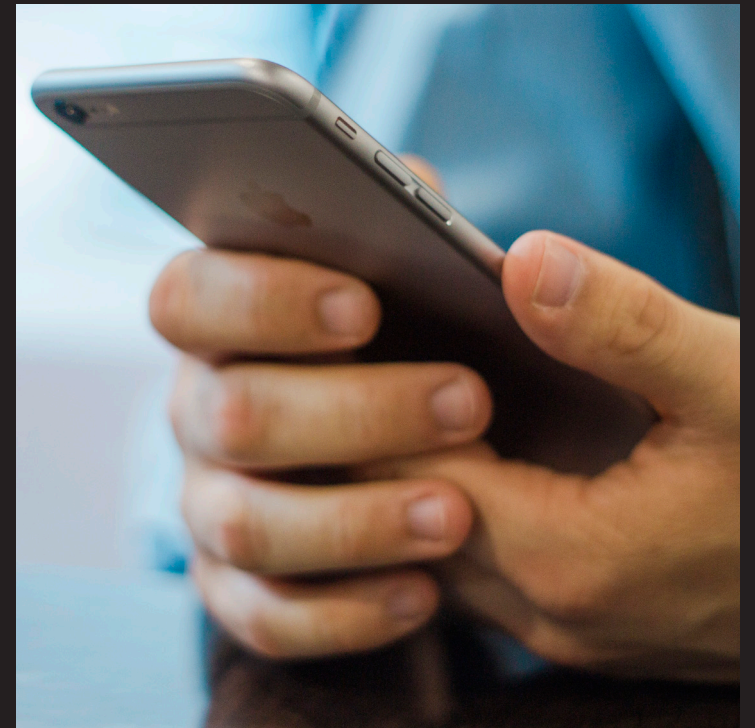
**USER TESTING**

## METHOD

During lunch hours, I walked around the Pentagon courtyard and asked strangers if they were interested in testing out a cache beta version of the app. For each one-on-one interview, I asked the user to complete a series of tasks while observing their interaction and watching how they would go about advancing to the next step. Overall, I administered a series of 13 usability tests with a diverse set of participants.

## RESULT

After the initial first round of testing, all 13 participants successfully completed each task. While there weren't any major usability/interface issues identified, it became apparent that the younger users (35 yrs. & younger) were more digitally literate. This was evident in their ability to complete a given task in a quicker response time. Moreover, there was a noticeable 3-5 second lag/contemplation period in users older than 45 years of age due to them not being as well versed in digital interaction patterns and cues. However, after further inquisition I learned that they were able to discover the functionality due to the interface being easily learnable. Despite a user not being as familiarized/technologically savvy, they still ended up being successful due to "stumbling upon" the correct action which in turn allowed them to form a lasting behavioral association. To aid in the discoverability & learnability of the product, I created an short intro/walkthrough to help familiarize technologically inexperienced users with the interface.



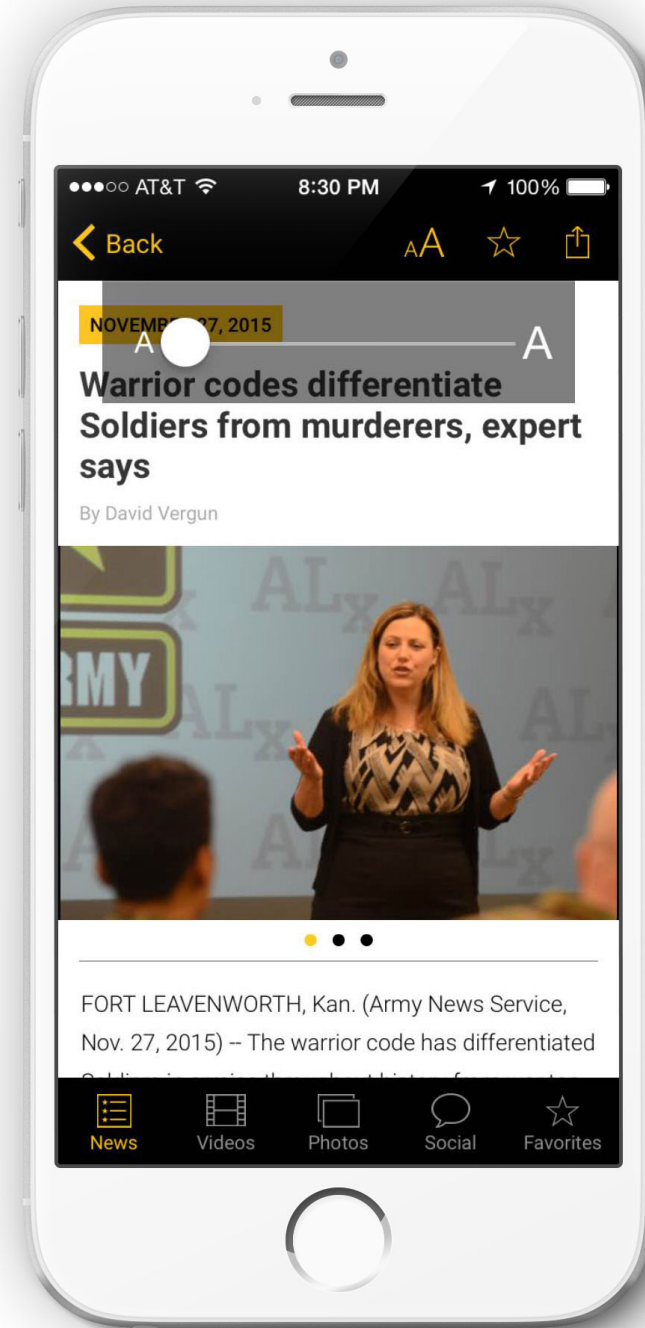
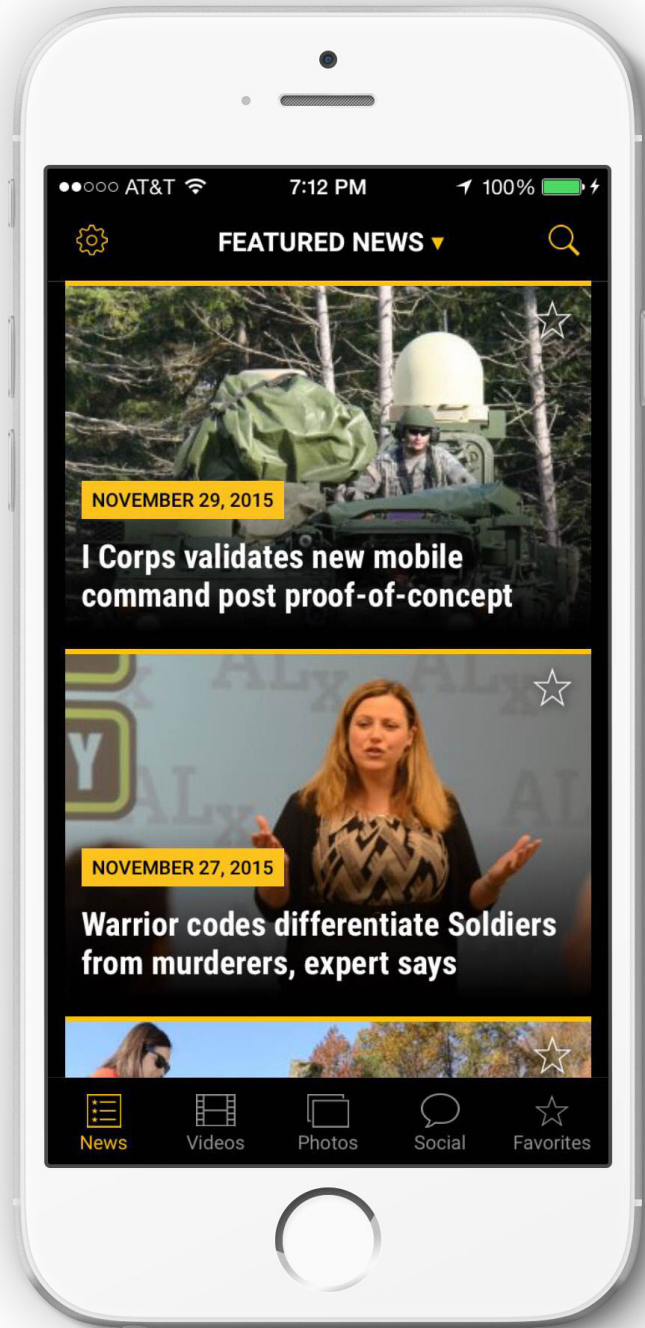
## REVISIONS

I decided to create a short educational walkthrough that introduced key user interface patterns and identify specific functionality to users amongst there first launch of the app.

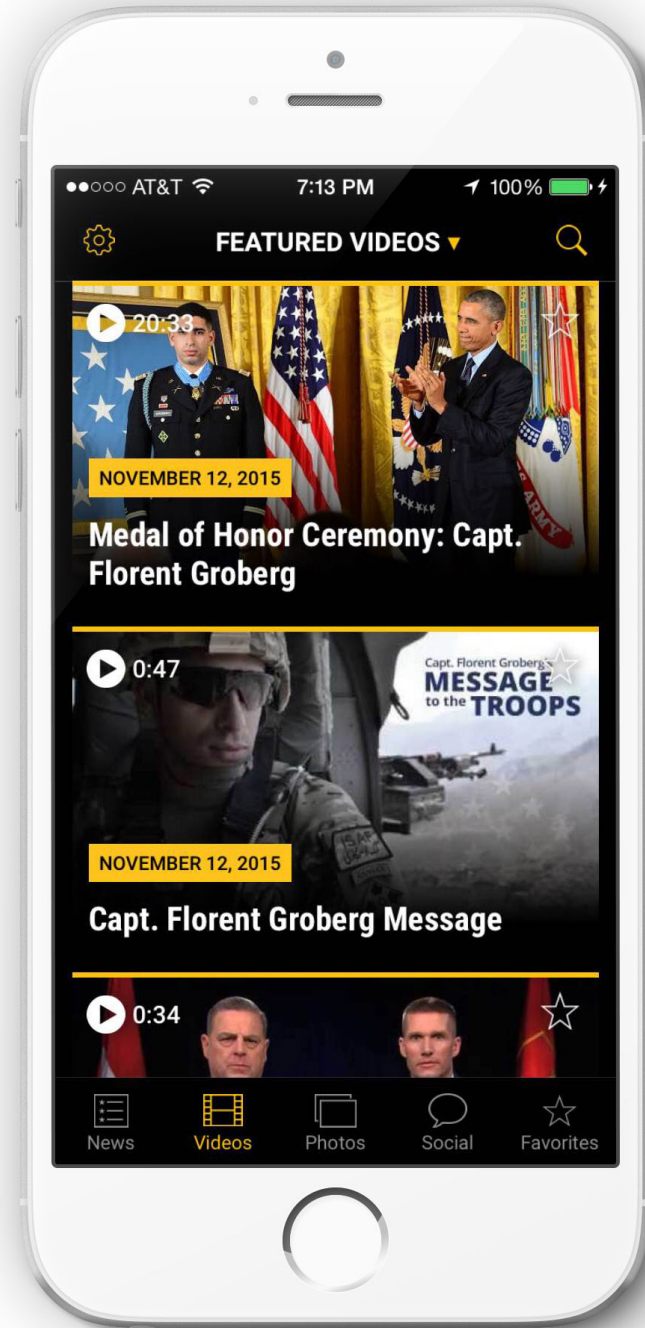


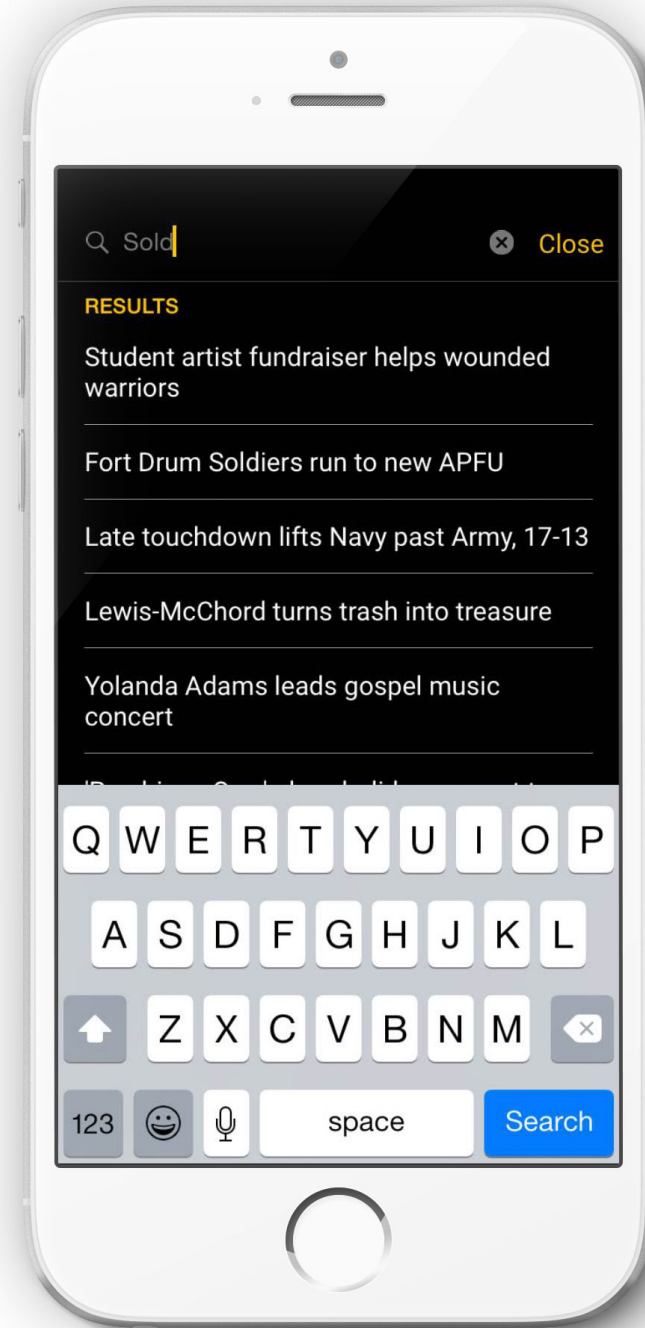
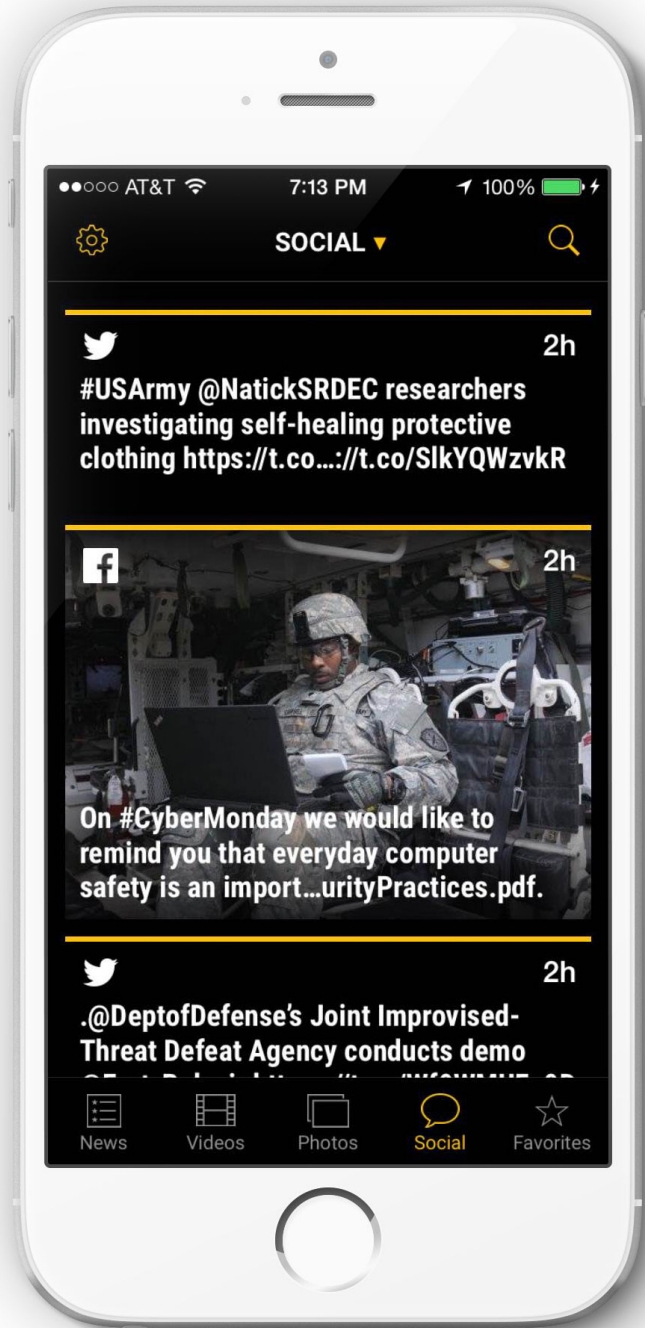
**PROTOTYPE**











**VIEW IN THE APP STORE** 