



NEWS APP

Overview

A singular destination for Roche and Genentech employees to catch up on articles and leadership announcements from across the network.

- The Team** The core project team consisted of a Producer, an Associate Design Director, a Visual Designer, and two Interaction Designers (myself included).
- My Role** The other Interaction Designer and I worked collaboratively to build the app from the ground up. We introduced the ADD to our process because it was his first time overseeing UX work.
- Deliverables** UX Strategy, High Level IA, Wireframes, Annotations, Designs, Prototype
- Timeframe** November 2016 – January 2017



The Problem

How can we create a central news destination for Roche employees that will fit into their current lifestyle?

CONSIDERATIONS

Prioritized & Personalized

The app should highlight critical communications for everyone as well as provide easy access to the content that's most important to the user.

Encourage Participation

Roche's supportive culture offered a rare opportunity for educated discourse, so it was imperative that we facilitate these interactions within the app.

Flexibility at the Core

Although our initial design revolved around a single department, we had to ensure that our decisions could scale to account for the entire organization.

Our Process

Our Plan

Because we had the opportunity to design a full app from the ground-up, we dedicated as much time as we could to initial research and concepting before moving into the executional phases of the project.

**Initial Audits &
Content Strategy**



**High Level
Concepts**



**Wireframes
& Flows**

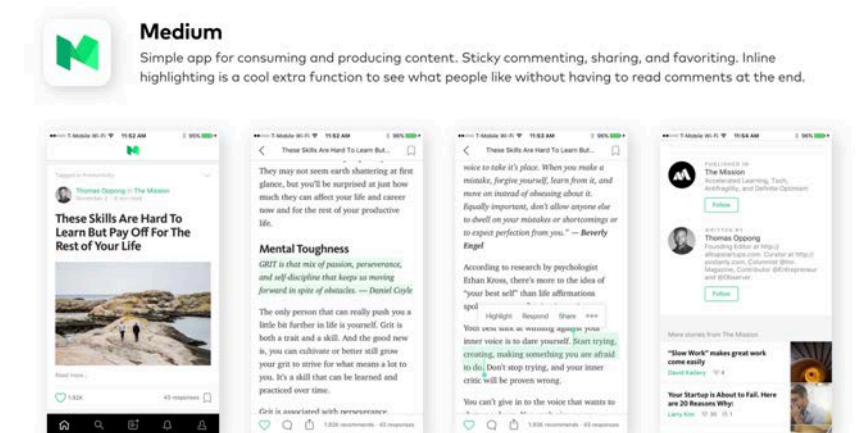
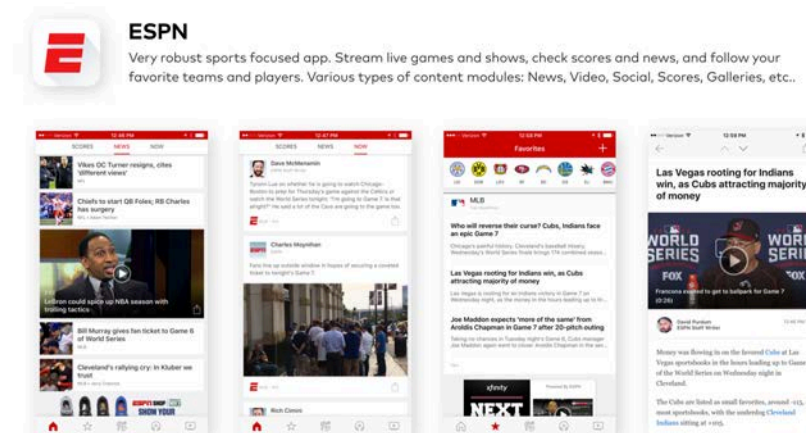
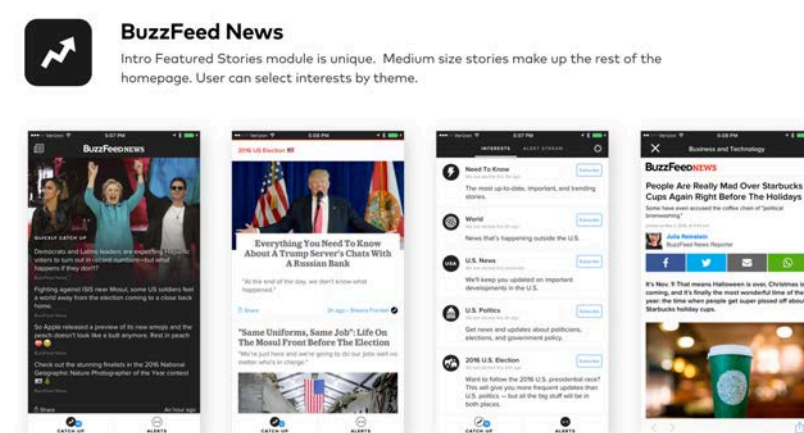
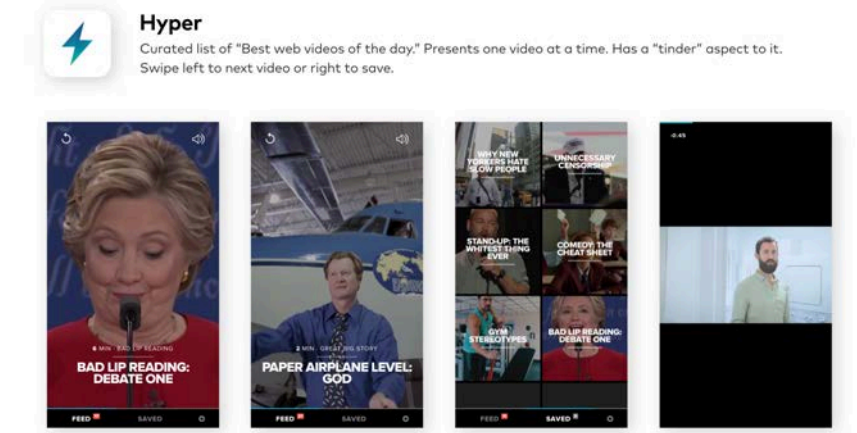
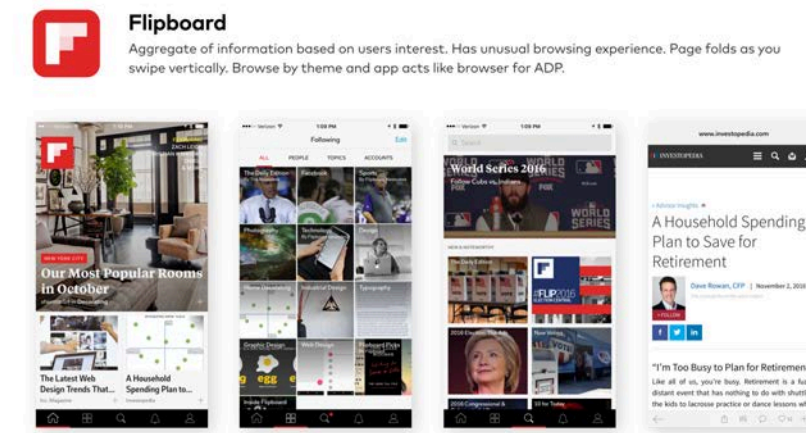
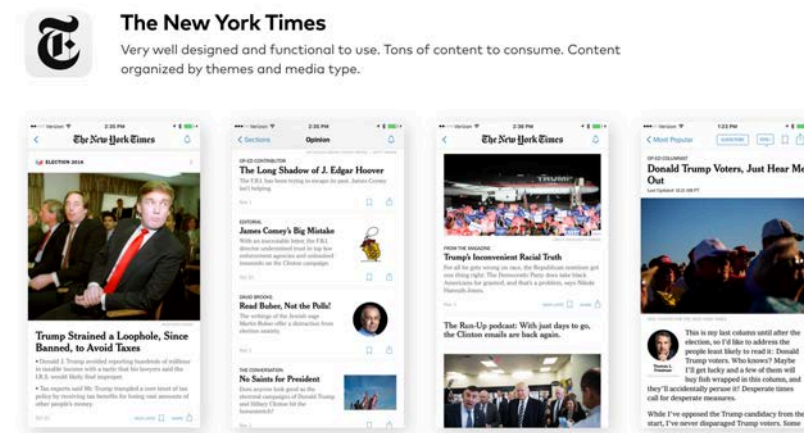
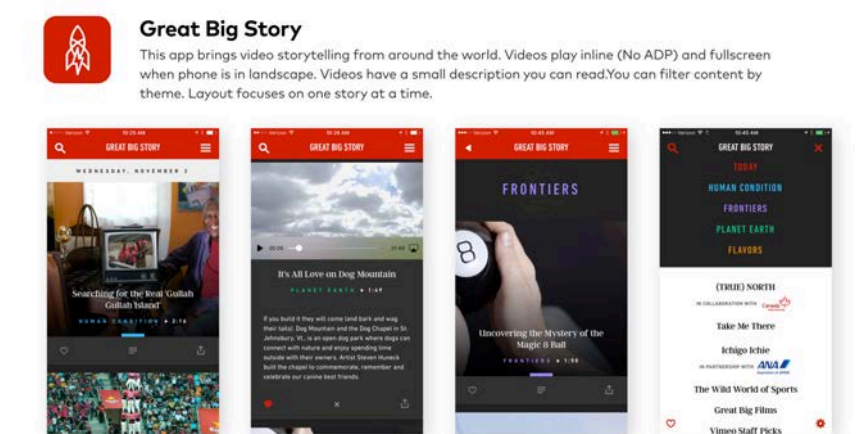
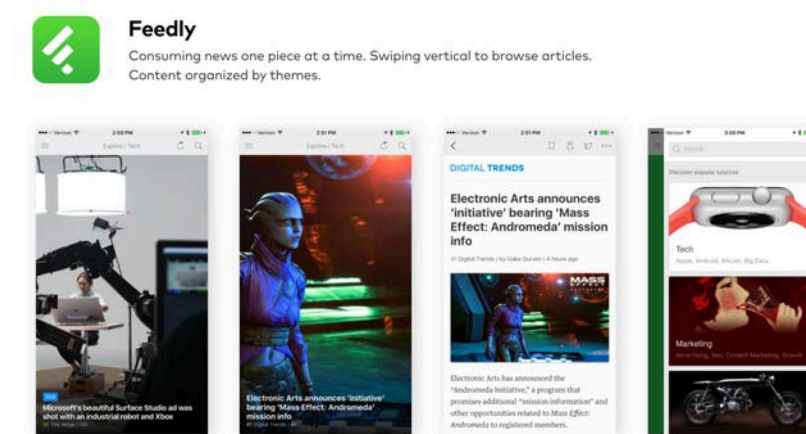
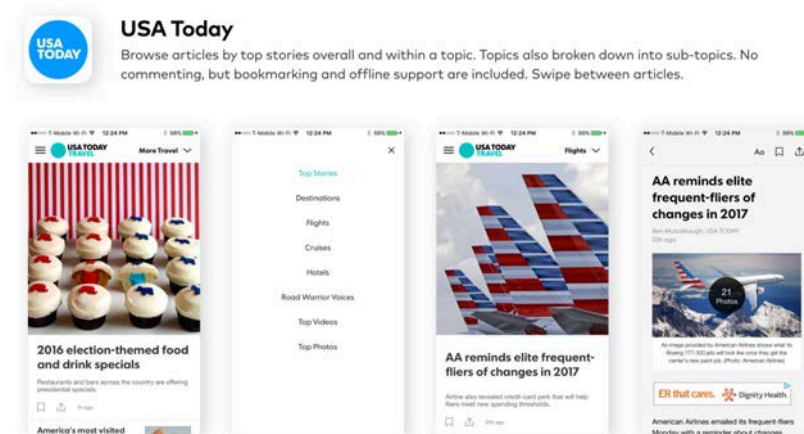
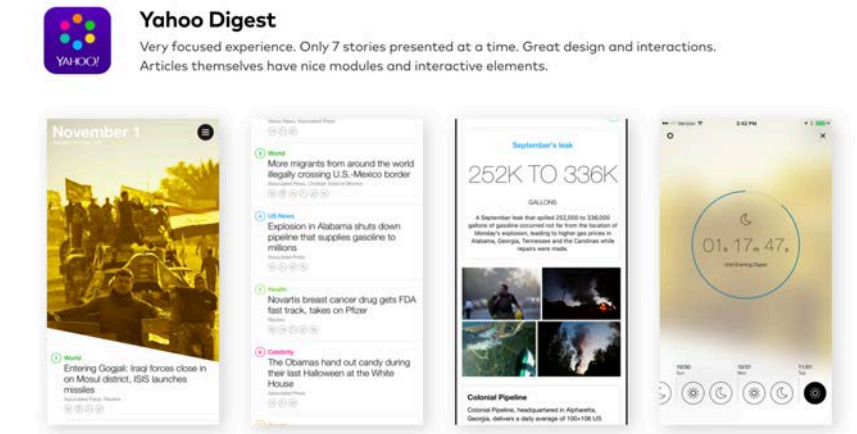
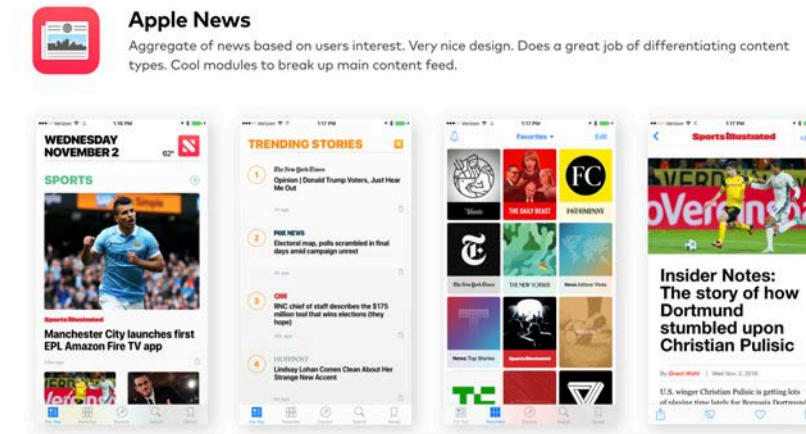
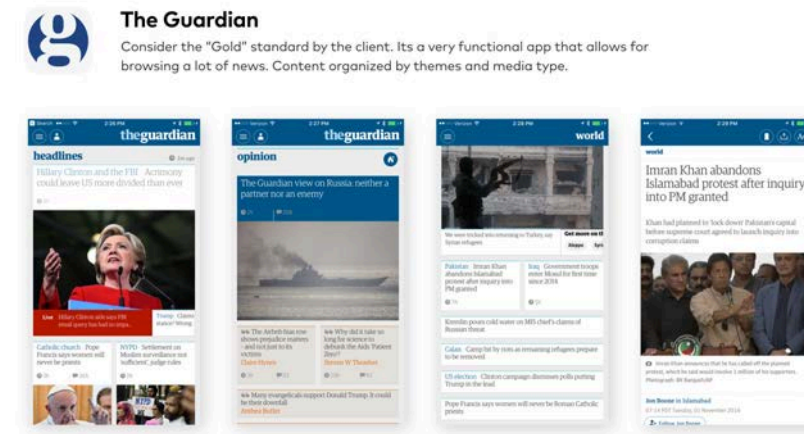


**Visual Design
& Prototype**

Landscape Audit

Our team started by researching dozens of news apps and sites to identify trends in how the apps were structured.

We also took note of commenting and sharing mechanisms, standard and unique features, and scalability to help us in the next phases of the project.



Content Organization

When working through the landscape audit, it was apparent that users could very easily get lost if there wasn't a logical way to organize the articles.

We based the app around three primary content buckets: tags, topics, and functions.

Tags

Numerous, specific labels, such as subjects, locations, functions, and departments (in the future) to help categorize content and drive the related article recommendations.

Generated by the source material or created in the app.

Topics

A handful of broad themes that can accommodate any article in the app.

Curated by Roche.

Functions

Groups within each department at Roche.

The Product Development department has fifteen functions, but we've considered how to expand the app to work with more departments and their functions.

Explore



Trending Tags

Breast Cancer

New Product Launch

Goat

Fire Drills

South San Francisco

Science

CEO

Breakthrough

Topics

Leadership



People Spotlights



Product Updates



Research Milestones



Compliance



Opinion



Social Responsibility



Diversity and Inclusion



Functions

Biometrics



Clinical Science



Initial Directions

We formed three distinct models for how we could structure the app based on trends we had seen in our research.

Roche liked Browse by Topic because it gave structure to the app and could promote discovery if handled correctly.

The client also wanted some elements of light personalization but was hesitant to create an entire app that relied heavily upon AI-driven development.

Daily Summary

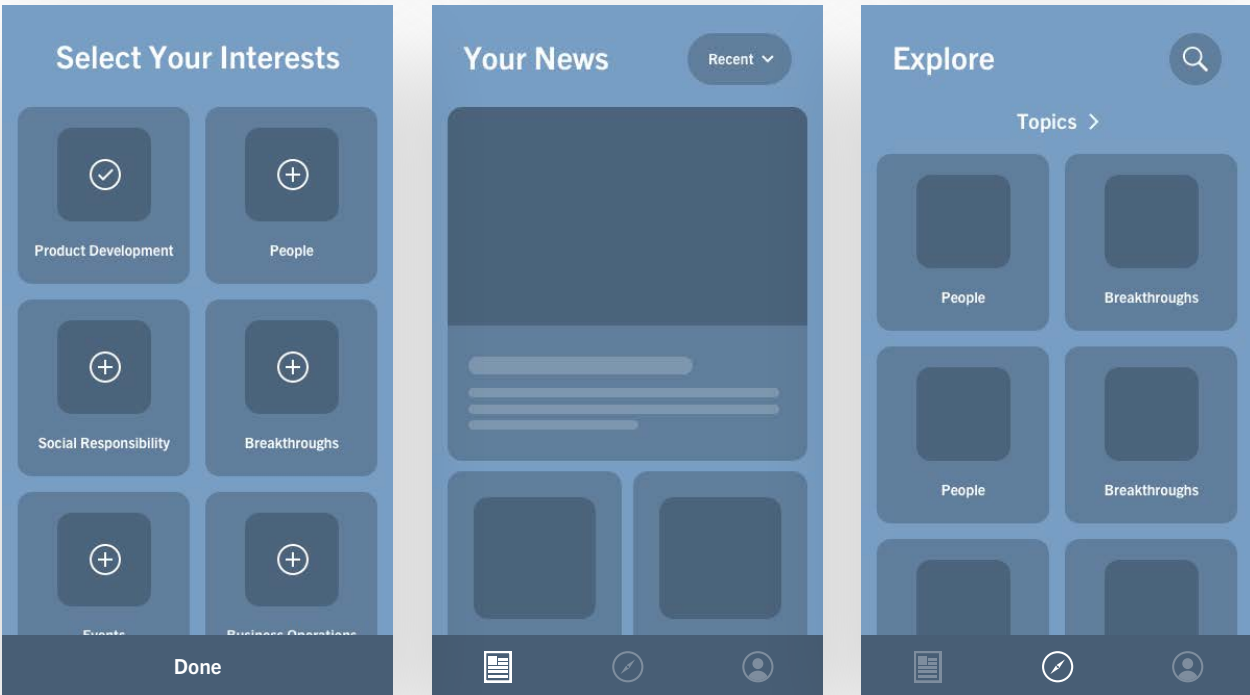
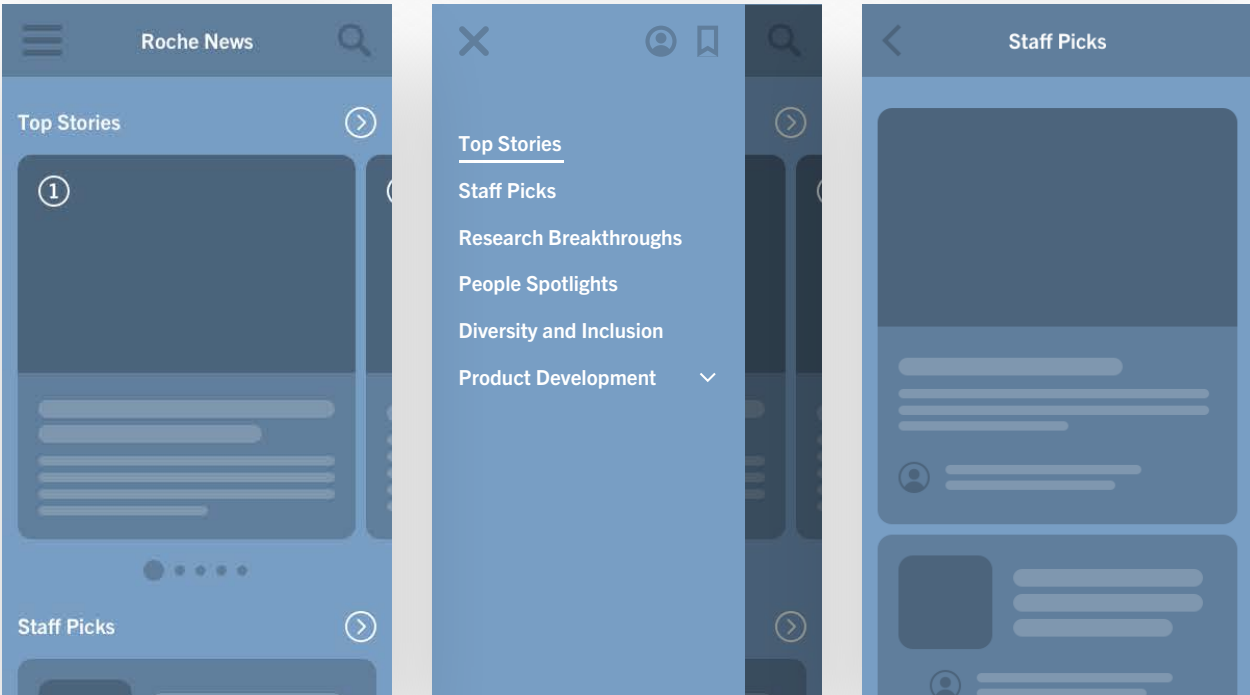
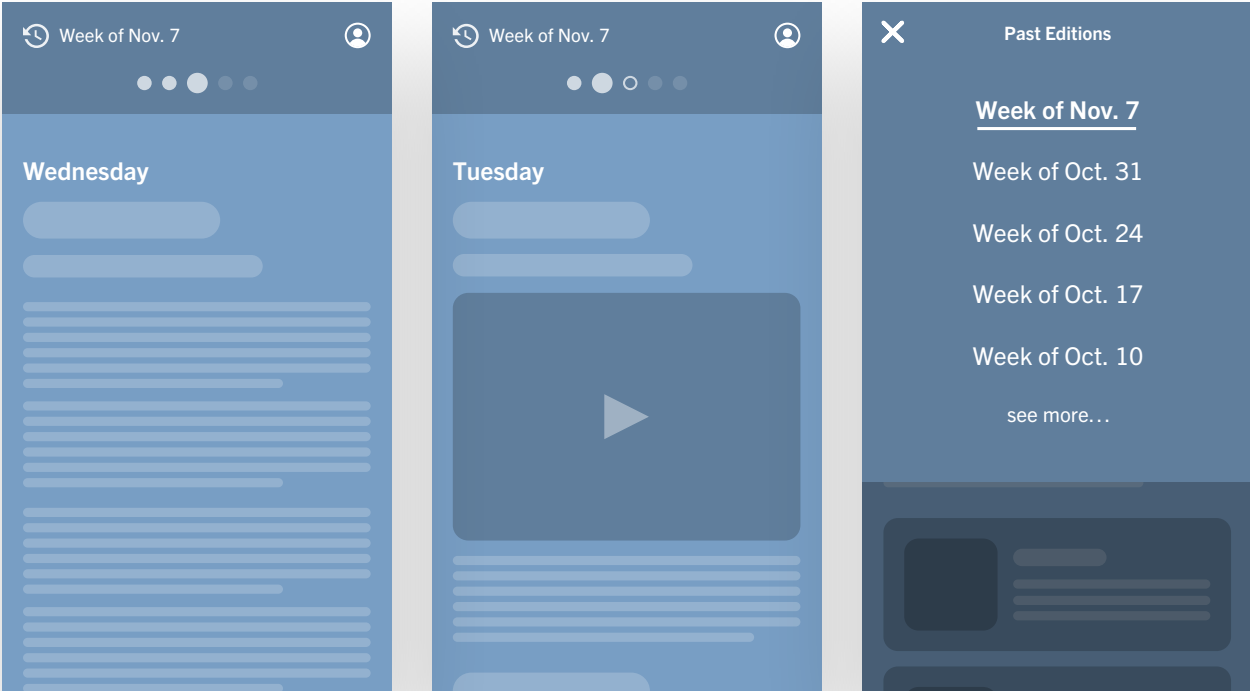
Quick and easy to stay informed. Roche publishes curated need-to-know news on a daily basis.

Browse by Topic

The reader gets to browse all news to find what interests them. They can also browse by specific topics.

Personalized

The reader influences what news shows up in their feed. They can also explore all news and follow new topics.



App Architecture

Combining parts of the two models liked by the client, we started to form a high level app architecture.

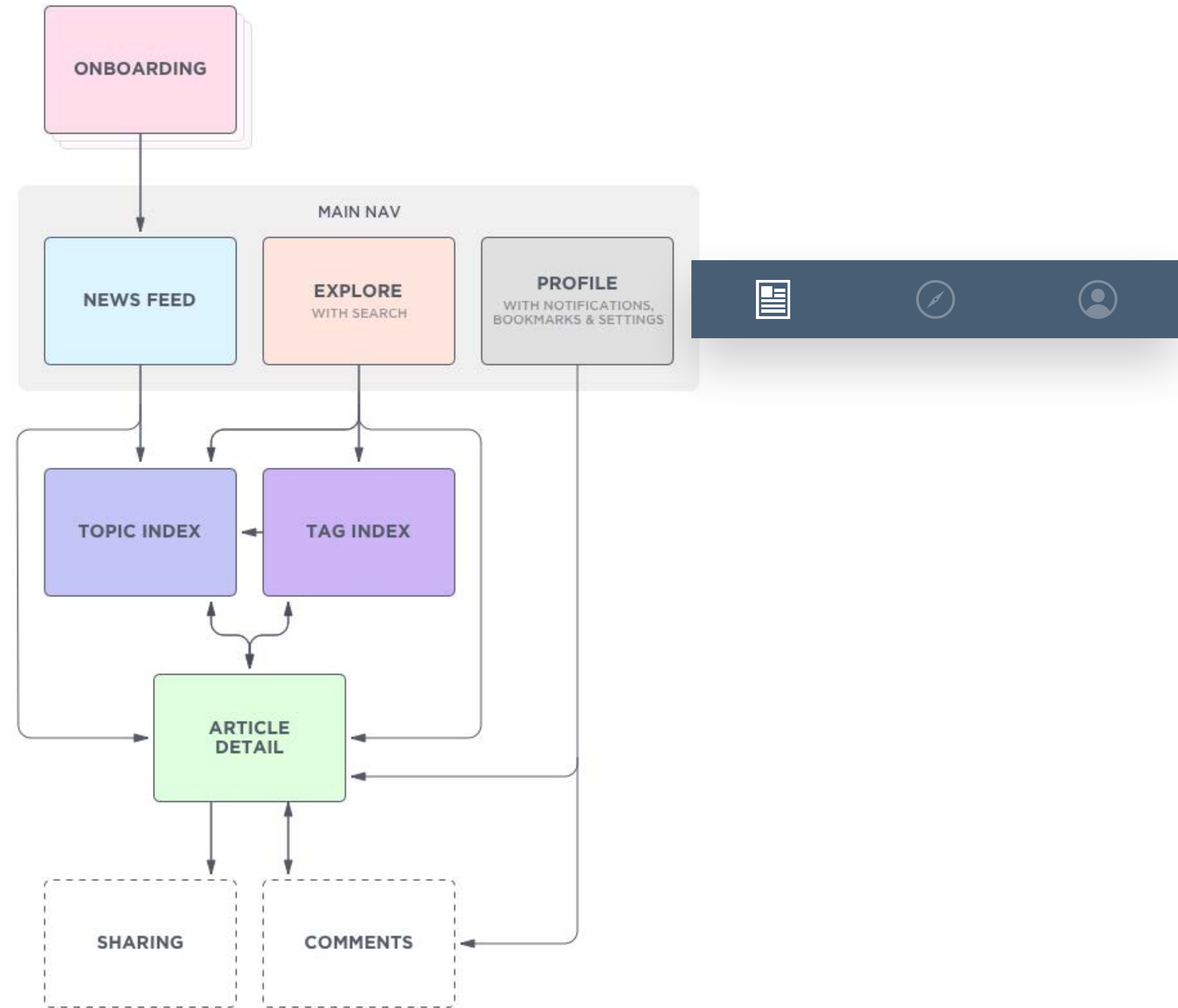
The app only had three primary sections to reduce complexity and keep the focus on the news itself.

News Feed was a mix of new, popular, and personalized content.

Explore let the user browse all content by category or search for something specific.

Profile housed the user's content (notifications, bookmarks, and settings).

All paths led to the app's primary content (the Article Detail).



High Level Wireframes

We fleshed out the architecture of the app alongside high level wireframes to make sure the content and features of the app were accounted for and that the pages would work together as expected.

By working at this low level of fidelity, we were able to quickly make changes across the system before adding detail.



Social Interaction Exploration

Because one of the project goals was to encourage meaningful discussion between coworkers, we quickly explored how social interactions might manifest within different parts of the interface to gauge client interest and development feasibility.

The Article Detail Page and News Feed were the most fruitful places where we could entice the user to engage with discussion questions and surfaced comments, but the client ultimately preferred a simple approach.

Promote Engagement

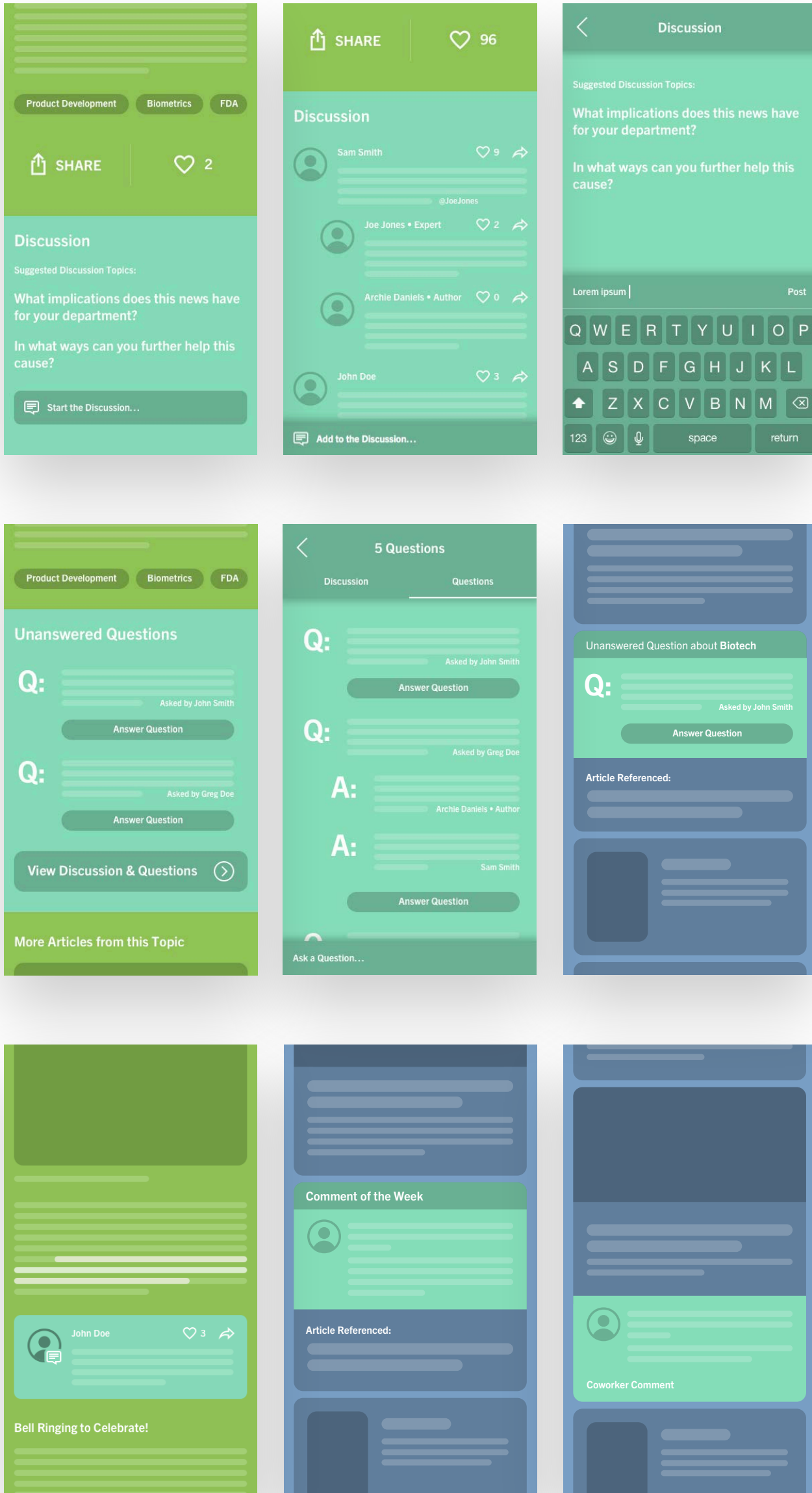
Spark thoughtful discussion by presenting topics or questions written specifically for each article.

Questions

Engage readers by allowing them to ask and answer questions. Experts on a topic could be pinged to answer questions within their Feed.

Pull Comments Forward

Show highly relevant comments on the Feed and within the Article Detail Page when they make sense.



Feature Prioritization

During our audit of current news apps, we gathered a list of common features, which helped us when it was time to prioritize the list of features requested by Roche.

Saving for offline (and caching the top articles) was added to the MVP release because users have to be connected to Roche's intranet to access articles initially.

Sharing to Roche employees was also included because it helps to promote the app and entices the user to re-engage.

Priority 1

- News app must be accessible to all Roche employees
- App must be able to work on Android and iOS
- Accessible on both Roche/non-Roche issued devices
- Extensible publishing capability for all employees
- Only users deemed content managers can publish
- All users must be able to post comments
- Ability to sort stories by function/site
- Dateline showing when story was last updated/edited
- Flexible information hierarchy allowing users to see priority of content through placement, size and images
- Show total number of comments/replies
- Enable video, images, animated gifs
- Intuitive content workflow (in app universe)
- Push notifications
- Robust usage metrics

Priority 2

- Compile feed of most highly viewed, read, or emailed
- Ability to send feed of most highly viewed, read or emailed stories to colleagues
- Enable ability to read stories offline
- Share Sheet
 - Download options (pdf?)
 - Ability to send stories in download options

Priority 3

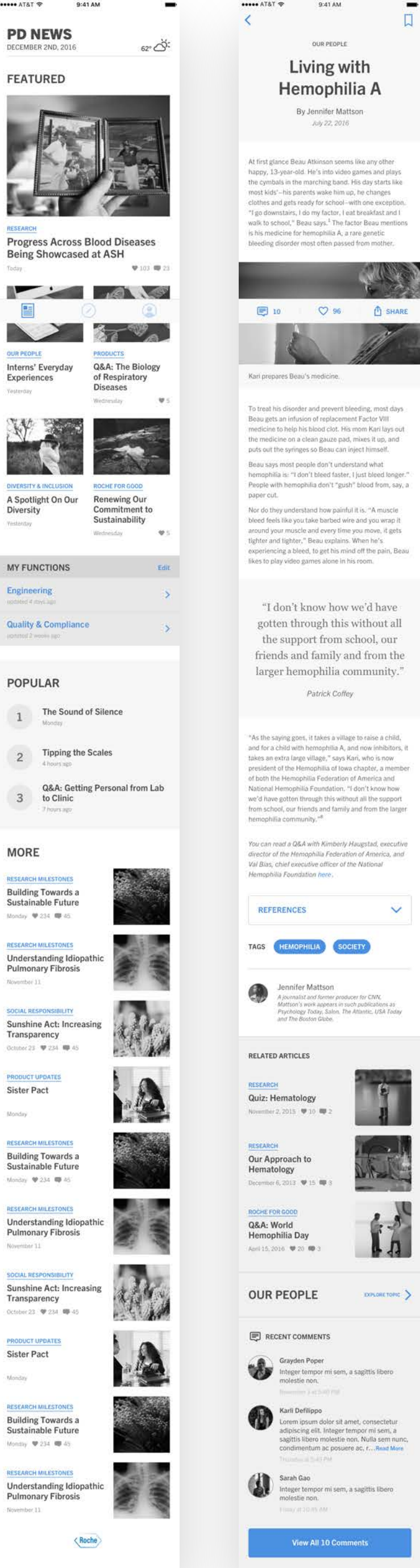
- Integrate and cross-publish from RocheNet
- Ability to integrate with CHRIS for employee anniversaries
- Ability to integrate with employee moves, transfers, promotions
- Organizations outside of PD can publish

What We Delivered

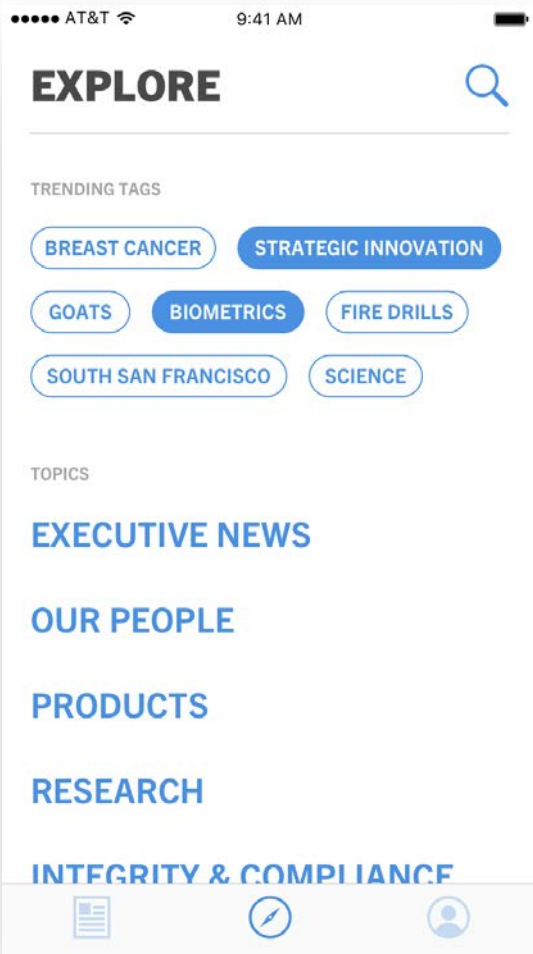
Wireframes

After getting alignment on the app's direction using high level wireframes, we dove into the details of the app.

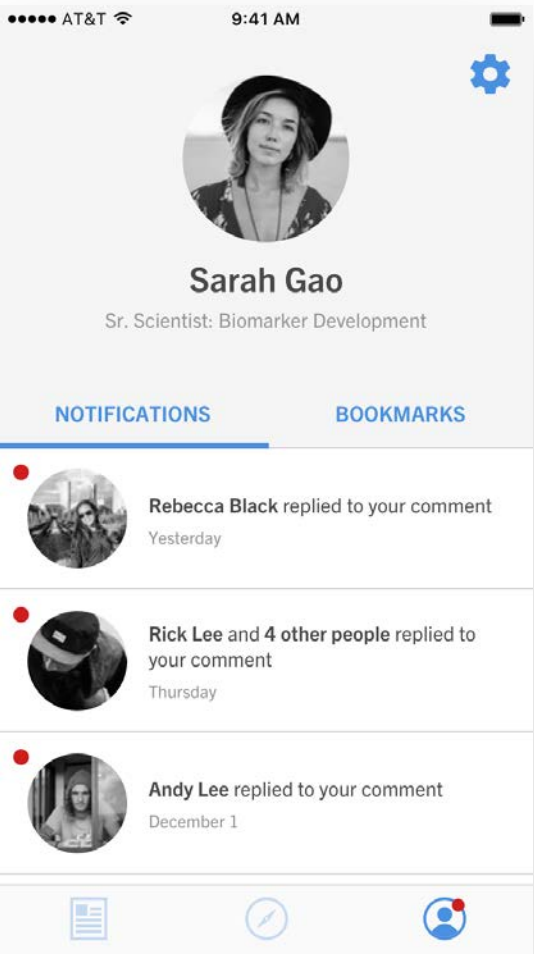
The other interaction designer and I worked collaboratively to cover all of the sections and bounce ideas off each other on a daily basis.



Shown at Left: News Feed & Article Detail Page



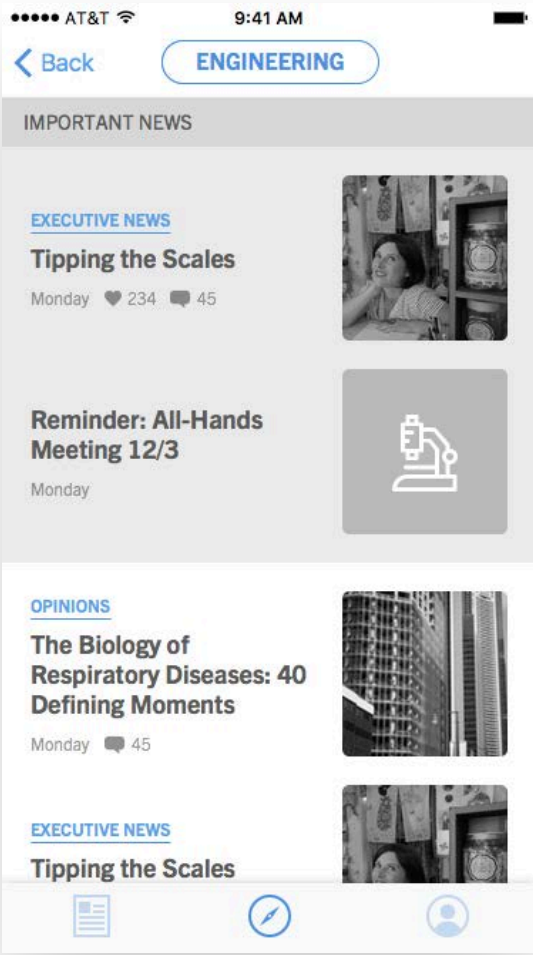
Explore



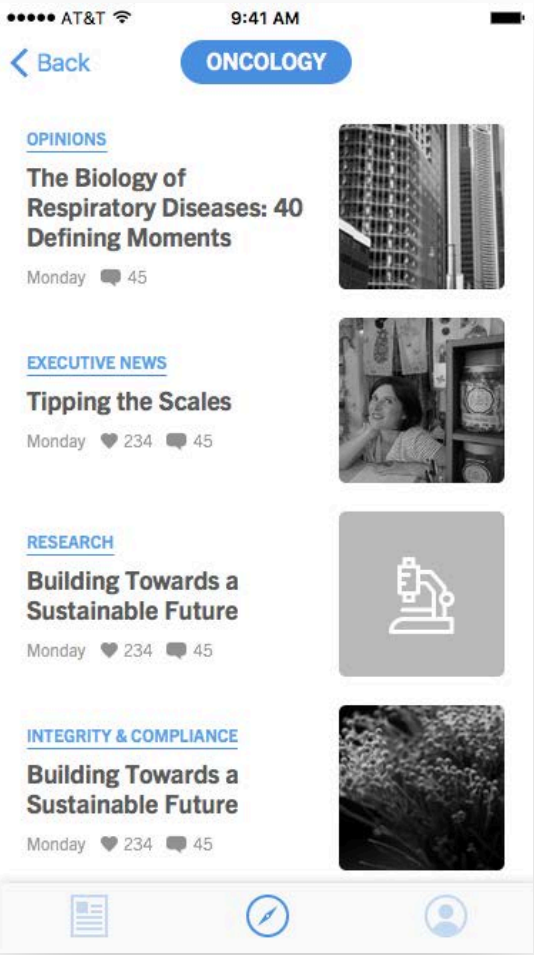
Profile



Topic Landing



Function Landing

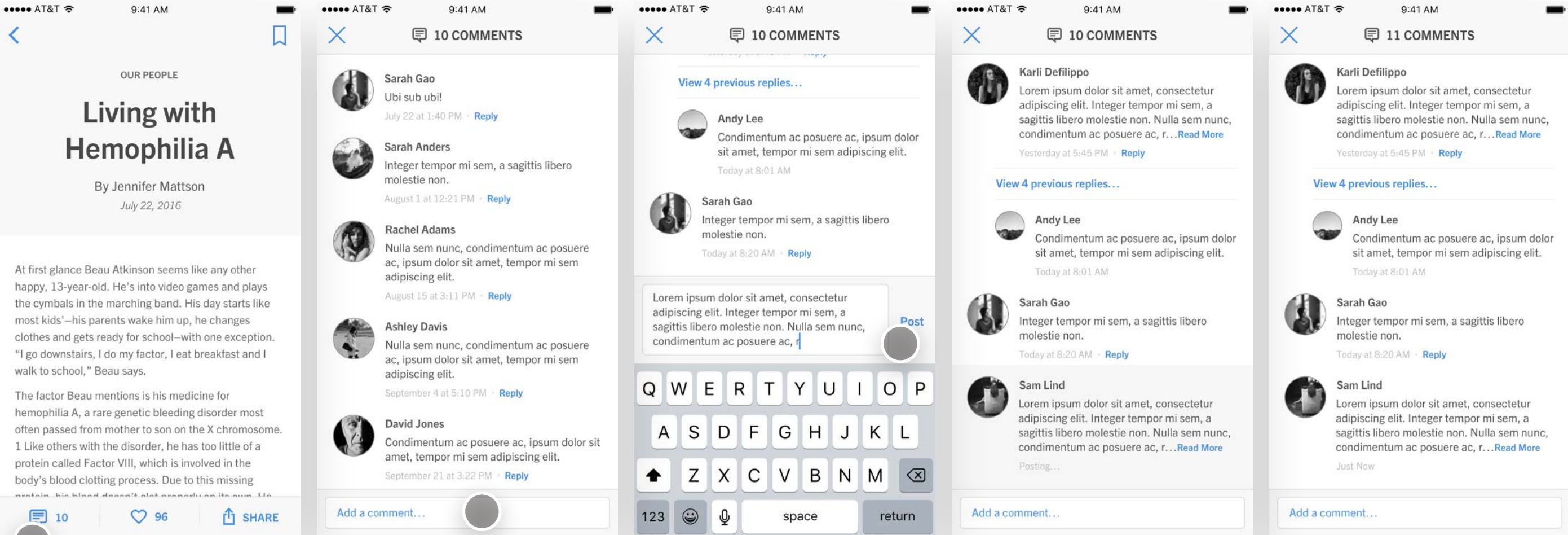


Tag Landing

Commenting & Sharing

On the Article Detail Page, users can engage with the in-page navigation to complete key actions, such as commenting and sharing.

Because one of the primary considerations with this project was encouraging participation, we made sure the interaction patterns were both simple and familiar based on users' experiences with other apps, such as Facebook and Instagram.



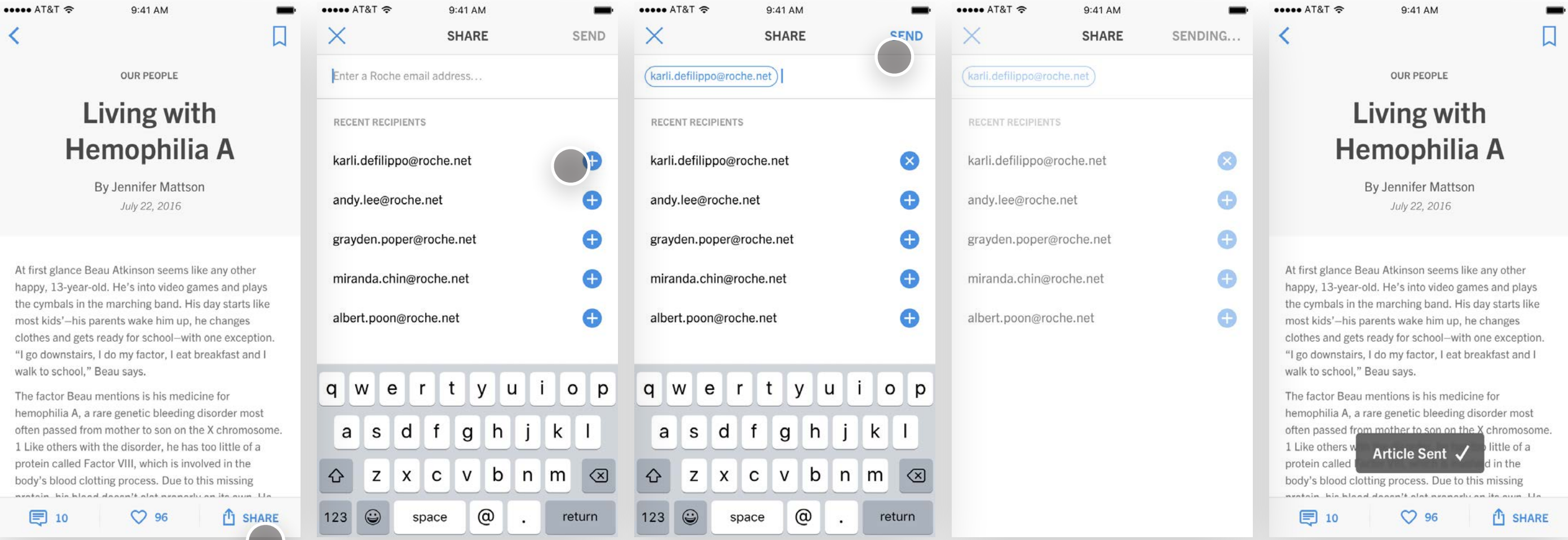
Article Detail

Comments Overlay

Writing a Comment

Posting State

Posted



Article Detail

Sharing Overlay

Recipient Selected

Sharing

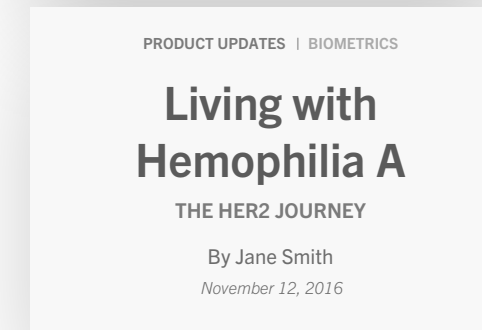
Confirmation

Article Detail Modules

When working through the Article Detail Page, we created a set of modules that would accommodate what we had seen in our audit of features, metadata, and content types currently supported by each new source that would be aggregated into the app.

When the original source had highly interactive content, we could not port it to our app and had to link to the source.

Headers



Body Copy

Large body copy useful for the beginning of an article's first paragraph, sentence, or an abstract.

Section Header

Chapter 1
Chapter Title Multiple Lines if Necessary

If your goal is to pair this type of world-class science with real human impact, there is no better place in the world to be than Genentech.

Every day, our teams work to solve some of the hardest biomedical problems in the history of mankind, always with the goal of putting patients first. To do this, we become more than just scientists. We become explorers. We become pioneering drug discoverers.

- We regularly assess our distribution networks to ensure each of our medicines is distributed through the most appropriate channel
- We work closely with suppliers and customers to secure our distribution channels
- We have built systems that allow us to imprint a unique serial number on every unit of medicine sold in the United States
- We use special packaging and printing techniques so illegitimate medicines are harder to make and easier to detect

Quotes

He considered his situation and told himself, 'Nothing has changed. Same me, same world, I just have new information.'



"He considered his situation and told himself, 'Nothing has changed. Same me, same world, I just have new information.'"

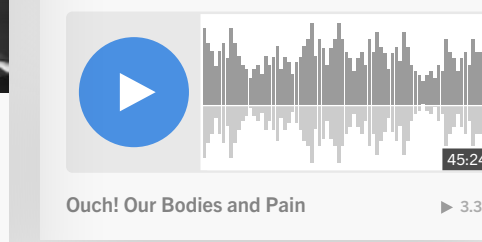
Patrick Coffey
Visiting Scholar at UC Berkeley

Media



Confronting Multiple Sclerosis
The MS community faces many challenges. Physicians play a large role in trying to help people with MS navigate the unknown.

Living 10 Years In the Future
Being a scientist at Roche means being a drug discoverer. Mike Varney, head of Roche Research and Early Development, explains this culture.

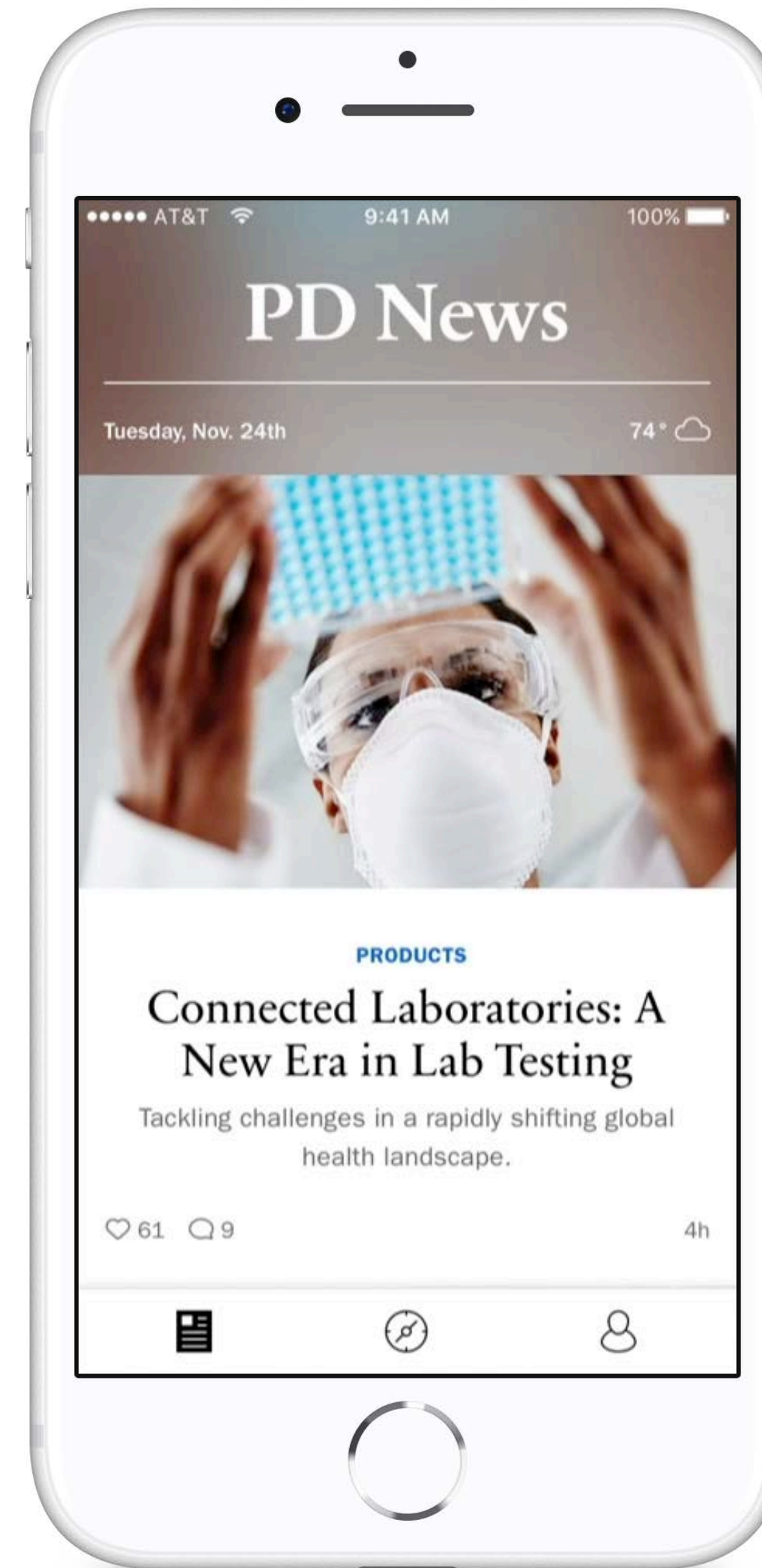


Living 10 Years In the Future
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Organization of News	Home Page: All, Stories, Culture, Updates	Home Page Sections: News, Highlights (can be sourced externally), Featured Articles (myRoche only?), Around Me News Sections: Most Read, Top Rated, Most Recently Discussed, Most Discussed	Recent First Other Ways to View: Recent Comments, Featured Articles, Top Rated (Broken)	Custom order of recent / promoted			All of gRED: Featured News Section of gRED: Recent News		Categories: A Day in the Life, Cancer Breakthrough, Giving, My Halloween Costume, Our Genentech Kids, Speaking Up		
Filtering / Sorting	Most Recent / Popular with Category Tag Filters	Articles from select (favorite) organizations, locations, or regions Articles related to: Organization Unit, Product, Event, Project, Service RSS Feeds are filtered source views of the News page				Keyword search	Month-based Dropdown				
Archive	✓	✓				✓	✓ to Jan 2016				
Article Metadata and Content											
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Tags	Categories: Business,	Single tag at top of	Global: Dialogue,	Includes Topics and		Includes Topics and	Sections of gRED:				

Visual Designs & Prototype

After we wrapped our wireframes and annotations, the visual design team built out all of the screens and states, adding them to an interactive Flinto prototype for handoff to the development team.



View video of Keynote prototype [here](#)

Reflection

What Worked Well

Working at Low Fidelity

Because we spent a lot of time in low fidelity concepts, we were able to iterate quickly and get sign-off on ideas without spending too much time on specific details that might have distracted the client from the decisions at hand.

Stakeholder Insights

Our regular client wasn't able to check-in with the stakeholders often, so we were able to get their thoughts as part of interviews conducted by our strategist before the project fully kicked off.

Challenges We Overcame

Working in Tandem

Because another interaction designer and I were working together, we divvied up our tasks and aligned regularly to make sure our work was in sync.

Offline States

This was my first time working on edge cases for an entire app, so I performed a specific audit on offline functionality to simplify and systematize our approach.

Multiple Input Sources

We determined what content and functionality would be supported by the app through our news source audit.

What I Would Change

Social Interaction Concepts

We landed on a rather straightforward approach to commenting, so I think we should have pushed for some of our initial concepts, which might have done a better job of encouraging interaction.

Prototyping

Because we waited until visual design to prototype, we might have missed the opportunity to expose problems or explore new solutions, such as some of our social interaction concepts.

What I Learned

Insight from Visual Design

Because the project was being led by a visual designer on a day-to-day basis, I learned a bit about how he thought through the UX problems and gained early glimpses into what aspects would be explored further in visual design.

MVP Feature Prioritization

This was one of the first projects where I helped with rigorous prioritization of features to determine which would be included in the MVP release, and this knowledge has come in handy on more recent projects.



Thank you!