NEWS APP
WALKTHROUGHS & COACH MARKS

PROPOSALS

Overview

City Selection

Proposals included to improve the welcome screen experience to better guide users in choosing a city (current usability concern based on user tests). This step cannot be skipped as it is a business requirement.

Geolocation Off by Default

Proposals included with coach marks to hint users that they will see the weather on the header if they set their location in the settings menu.

TV Provider Authentication

Proposals included with coach marks and messages to educate users on what the 'key' means. Messaging updated to highlight the user benefit of accessing full episodes of their favorite shows. Proposed concepts for optimizing the authentication flow. Business challenge: user tests consistently show that our users are still not familiar with the TVE product.

Cross Promotion of Univision Apps

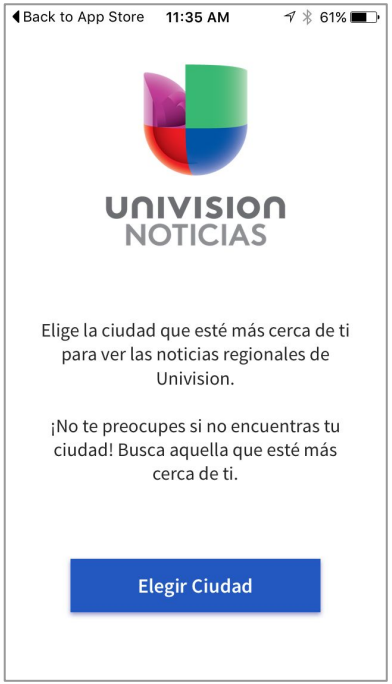
Proposals included for cross promoting other apps in relevant rivers and content level pages. Cohesive look and feel on every placement is key since item links out of app.

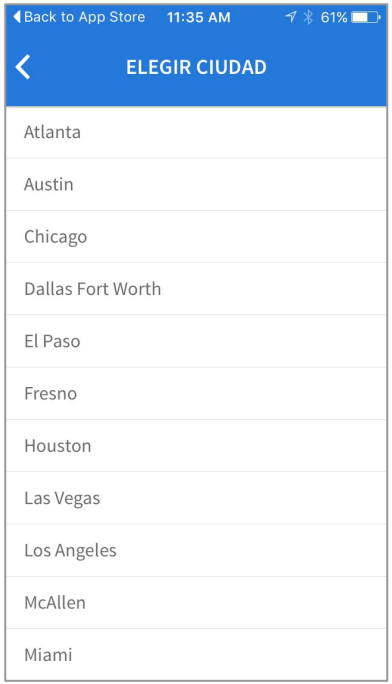
CITY SELECTION

univision

Welcome Screens - Current Concern Areas

- Current welcome text refers to the 'new' app: This should be omitted as the app is no longer new.
- Current text is repetitive and distracts from the main task of choosing a city.
- Too many screens before user can have access to choose a city.





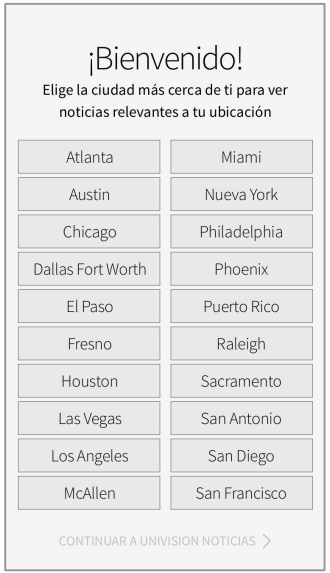
Welcome Screens - Proposal

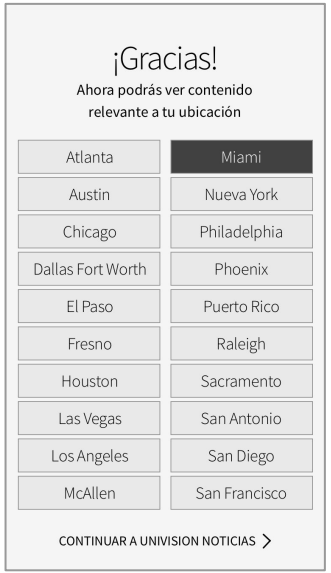
- Since the welcome screen cannot be 'skipped' due to our business requirement, focus on the ONE task of choosing a city. This will avoid user annoyance.
- Update text so it's straightforward and non-repetitive.
- Show all city choices at once, without having to scroll.
- If we must show text to highlight app features, we can experiment with including this on the loading screen.

On load of branded splash screen, we can experiment with a short text focused on main app features

OR

ONE SCREEN ONLY. Thank you screen fades away after 1-2 seconds.



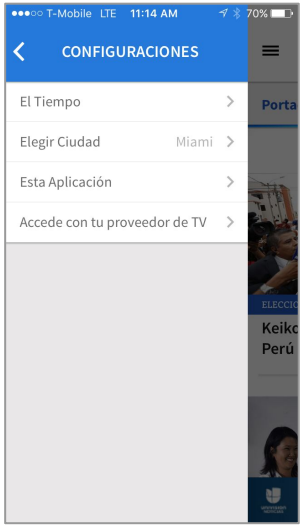


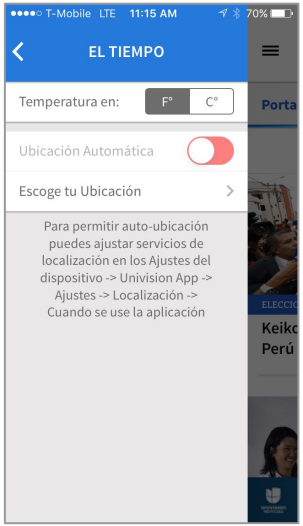
GEOLOCATION OFF

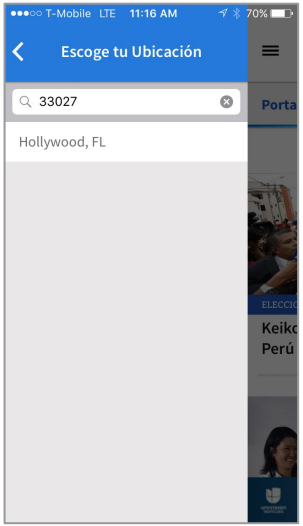
univision

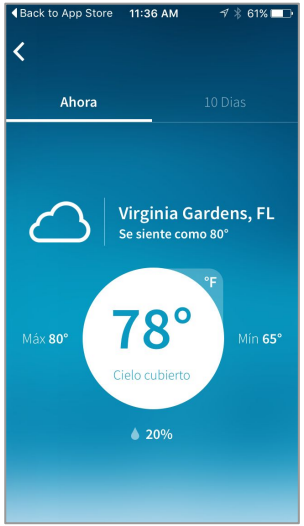
Geolocation Off - Current Concern Areas

- When user has turned off geolocation the weather does not render on the header. No hint is given to users that the weather can render there if they include their zip code in settings.
- On the open menu, no hint is given that a location can be set in settings to activate the weather.
- Too many screens before user can enter a location.
- Minor concern: Once user has a location set, there is no quick access from the weather screen to update the location if needed.



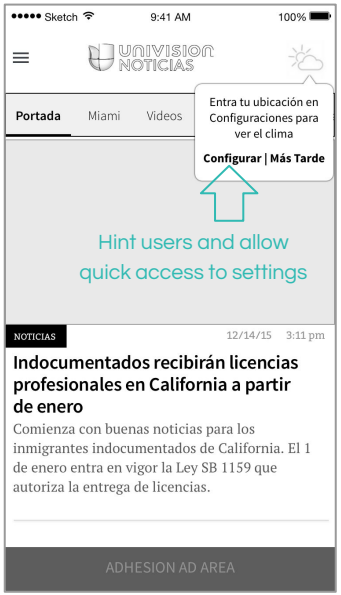


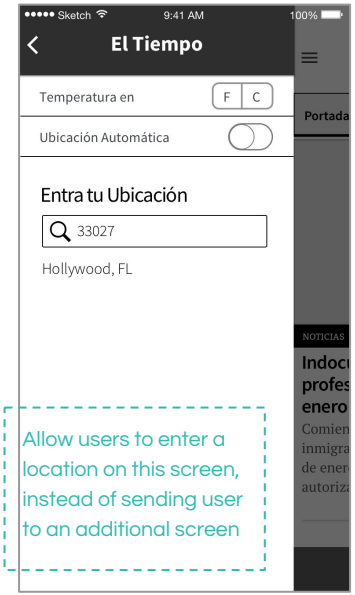


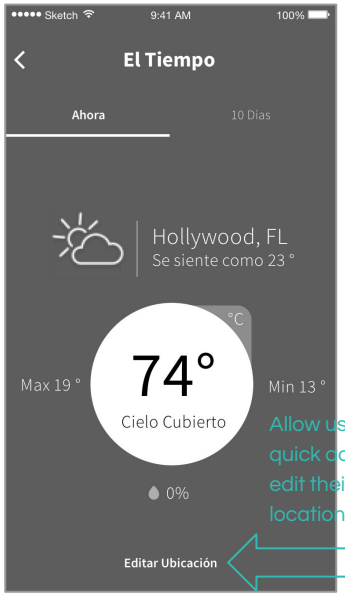


Geolocation Off - Proposal

- Coach mark overlay to show users that they can set a location to activate the weather on the header.
- On header, hint users of this feature and allow access settings from coachmark.
- On the open menu, guide users where to set a location to activate the weather.
- On El Tiempo setting, remove one screen so users can set a location in ONE step.
- On the weather screen, provide an 'edit location' link to access the 'el tiempo' settings.





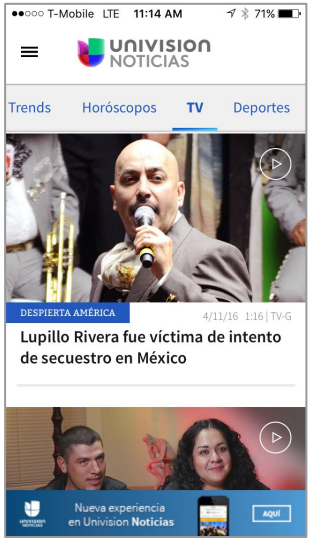


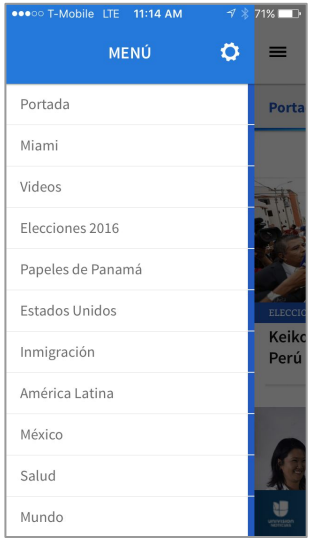
TV PROVIDER AUTHENTICATION

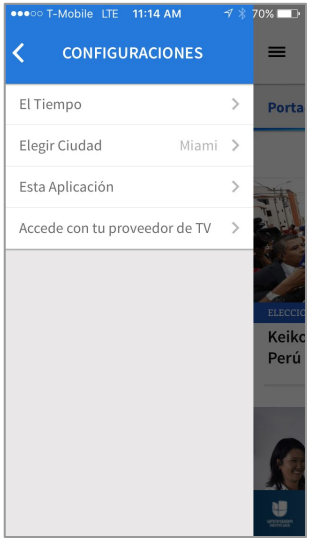
univision

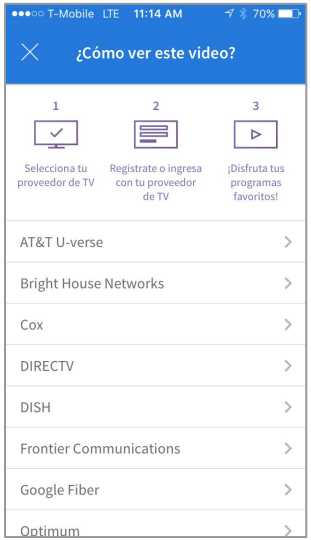
Authentication - Current Concern Areas

- User tests show that users are still not familiar with the TV authentication feature.
- On ‘locked’ videos, no hint is provided to let user know what the ‘key’ means.
- On ‘videos’ or relevant rivers, no hint is provided to let user know what the ‘key’ means.
- On the settings menu, no hint is provided to explain what the ‘Accede…’ setting item means.
- Screen to choose tv provider doesn’t show all tv providers at once. Steps take up space and don’t add much value. It may distract user instead of aiding user in this flow.





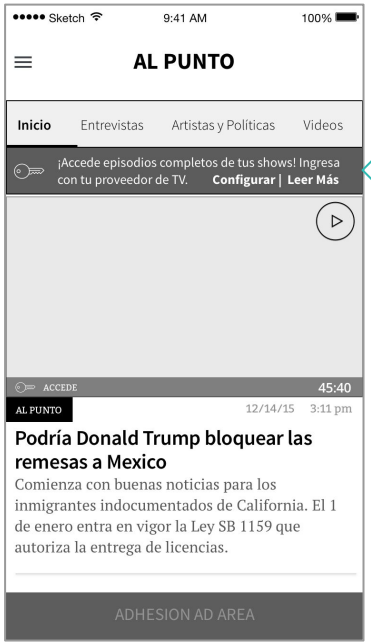




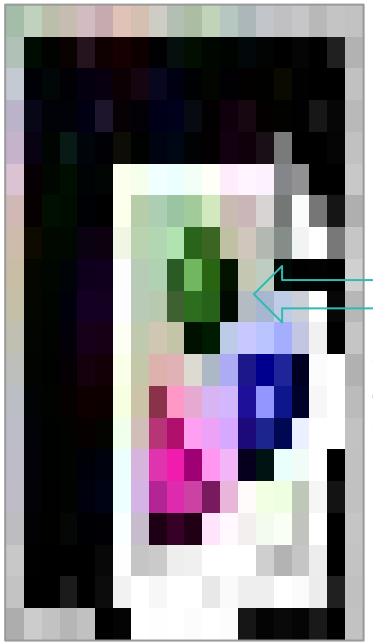
Authentication - Proposal (Hints)

- Provide hints on ‘locked’ videos to educate users on what the ‘key’ means.
- Provide a static area on relevant rivers or content to explain what the ‘key’ means.
- Allow access to authenticate from hint areas.
- Guide users on the settings menu to educate them on what ‘Accede…’ setting item means.

Hints on ‘locked’ videos with access to settings.



Static message area to educate users on what the ‘key’ means



Hint on settings ‘Accede..’ item to explain what it means.

Authentication - Proposal (Flow)

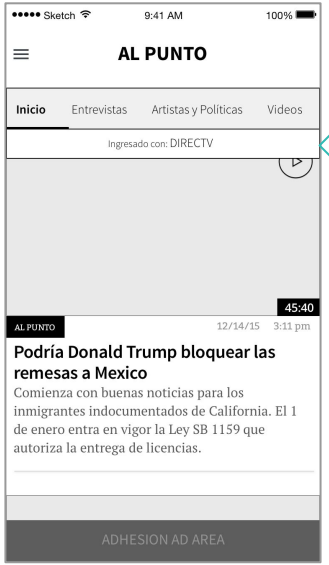
- Optimize authentication flow to avoid user confusion
- Update messaging to focus on the BENEFIT of accessing **Full Episodes** when user completes this ONE step of providing their TV provider credentials.
- Show all TV provider options at once, without having to scroll and offer an FAQ link.
- Confirm that user is set to view full episodes. This messages should fade away after 1-2 seconds.

Emphasize the user benefit of accessing 'Full Episodes'

Show ALL cable providers at once, without having to scroll

Offer an FAQ page

Confirmation screen should fade away in 1-2 seconds and take users back to app



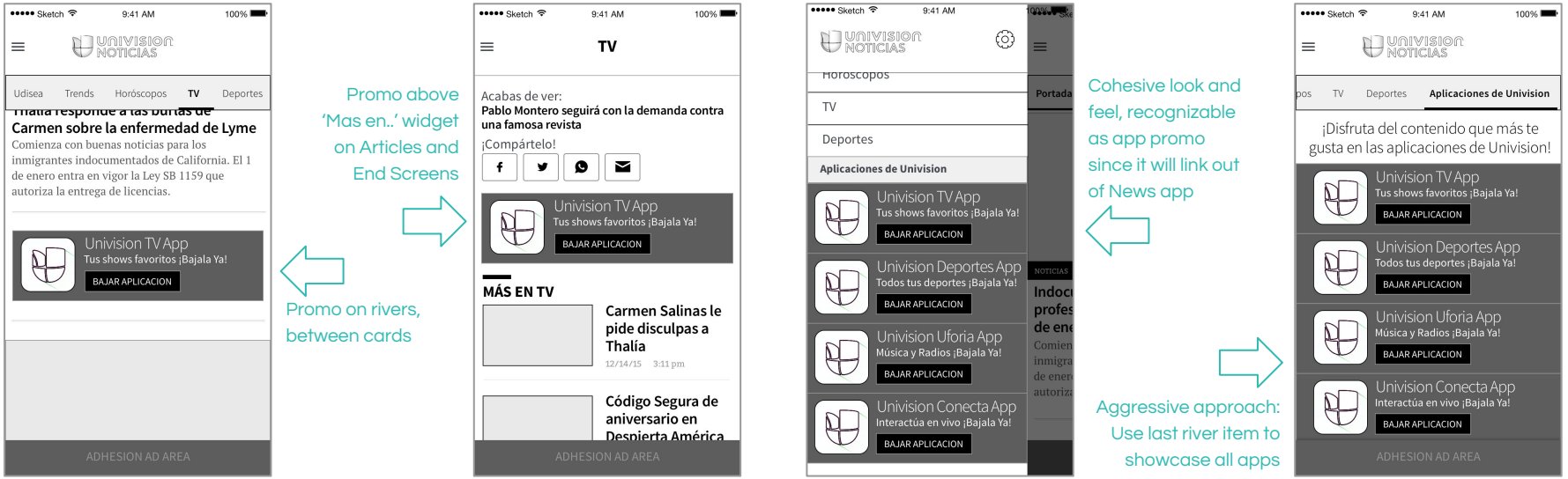
Showing user's TV provider logo serves as a confirmation that user can access full episodes.

CROSS PROMOTION OF APPS

univision

Cross Promotion of Apps - Proposal

- Inform users that Univision has more apps for specific content.
- This can be in the form of promos in relevant rivers and articles (currently done with Uforia only).
- For videos and slideshows, include the promo in the end screen.
- Promos need a cohesive look and feel so it is recognized as an app promo since it will link out of News app.
- Current plan is to include promos in the open menu. These also need a cohesive look and feel.
- A more aggressive approach would be to include a river for app promo purposes.



Thank You