# UX Trends in Publishing
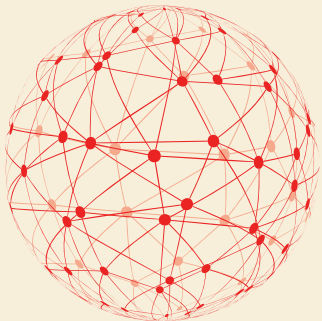
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# UX: A growing discipline

- Broader definition

- More crossover

- New tools and processes
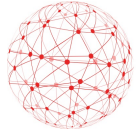
- Emerging micro-disciplines

# 10 Trends

## affecting user experience

# Clean design: The struggle is real.

- Less noise

- Reduce choice paralysis

- Focused, relevant recirculation

- Higher premium on ads

# Content bundling

- Grouping of related articles

- Turns a story into a storyline

- Shows depth and breadth of a story

# Persistent (sticky) video

- Video drives engagement

- Offers alternate revenue sources

- Comes with caveats around UX

# Rich opt-ins

- Subscription

- Email list

- Podcast

- App download

- Social media

- Push alerts

# Scrolling as navigation

- Landing pages with categorized tiers

- Articles load fresh content below

- intelligent infinite scroll

# New points of entry

- Google AMP

- Facebook Instant Articles

- Apple News

- Social Media

# New input formats, new contexts

- **Voice**: Amazon Alexa, Google Home, Siri

- **Entertainment**: Xumo/Smart TV, Firestick, Roku, Apple TV

- **Non-verbal**: Gestural, eye-tracking, motion-control

- **Passive**: Location/proximity/speed, time of day, mood, third-party data collection

# Emerging tech

- VR/360

- AI

- Bots

# Social-first content

- Content created specifically for social media channels

  - Snapchat

  - Instagram stories

  - FB Live

- Has to be tailored for the medium

# Pushed news

- Chrome notifications

- Custom email curation based on personalization

- Schedule exclusive live updates on-site via social channels

# Thank you.

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