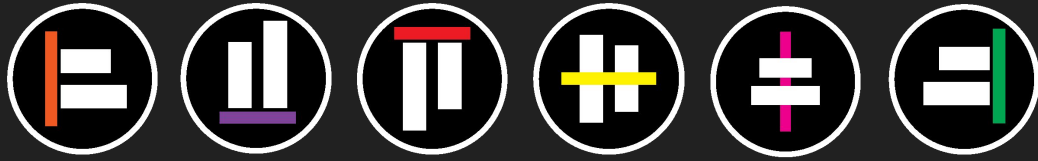# What Product and News Designers Can Learn From Each Other

#ONA17

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align
design

meet hazel

- Product designer
- **Projects include:**
  Story page modules/templates, information architecture for niche entertainment website, "big news" displays at enterprise level

meet hazel

FOCUS

User experience

Analytics + research

Consistency

COLLABORATION

All parts of the business: editorial, video, revenue, audience

FRUSTRATIONS

Competing strategies

Work is often dismantled at individual story level

meet diane

- News designer
- **Projects include:**
  Upcoming special project for end of the year, series for large sponsor, twitter cards for first anniversary of museum opening

meet diane

FOCUS

Time spent on story

Art direction

A cohesive reading
experience

COLLABORATION

Graphics and photo teams

Section editors

Reporters

FRUSTRATIONS

Competing story missions

CMS/templates are
constraining and limiting
the experience

"...there are too many one-offs..."

"...they don't understand deadlines and NEWS..."

"...do they even know how people use the product?"

"...do they even have a style?"

"...can they not follow style?"

learn from each other

Product design needs ...

a journalism check

Editorial design needs...

a reality check

learn from each other

Product design needs ...

workflow guidance

Editorial design needs...

enterprise guidance

learn from each other

Product design needs ...

creative thinking

Editorial design needs...

holistic understanding

it's all design.

So let's align it from the start.

same team.

Step one: Find the common ground.

semantics

Users ↔ Readers

Roadmap ↔ Budget

Look & feel ↔ Art direction

Affordances ↔ Interactivity

User flow ↔ Wayfinding

MVP ↔ First draft

Deliverables ↔ Final design

Styleguide ↔ Styleguide

weekly show+tells

- Design critiques
- Ask questions
- Give kudos
- Build a relationship

shared spaces

- Slack channels
- Shared Pinterest board
- Find a wall + hang stuff

same team.

Step two: Get in the conversation.

amplify each other

Project X: came through product development pipeline, adds ___ to story pages and will drive ___ amount of money for Q4.

In the kick-off meeting, Hazel says she is going to reach out to Diane to understand recent storytelling needs and how this will affect it.

amplify each other

Project Y: the launch of an ongoing high-profile investigative series is on the budget for next month

Diane tells editorial leadership that she is going to run the wayfinding of the series by Hazel to make sure the experience is optimal across readership trends

same team.

Step three: Drive the conversation.

how? educate yourself.

If you only have a news designer:

- Read about product design + UX
- Make alliances with developers + product managers

If you only have product design:

- Plan weekly 15-minute standups or syncs
- Get to know editors + reporters + producers

same team.

Step four: Own the conversation.

~~a service department~~

Don't do "designs" or "layouts"

By aligning, you can start to change this perception by others

get ahead on strategy

Knowledge of projects

Conversations can build in extra time for thinking strategically about design decisions

make a friend (not at your company)

Meet weekly or bi-weekly for coffee.

Share experiences, discuss pain points, celebrate successes

recap:

You are all designers.
You can speak the same language.
You can drive product/content decisions.
You can learn from each other.
You can be friends.

Now, go out and evangelize.

questions?

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