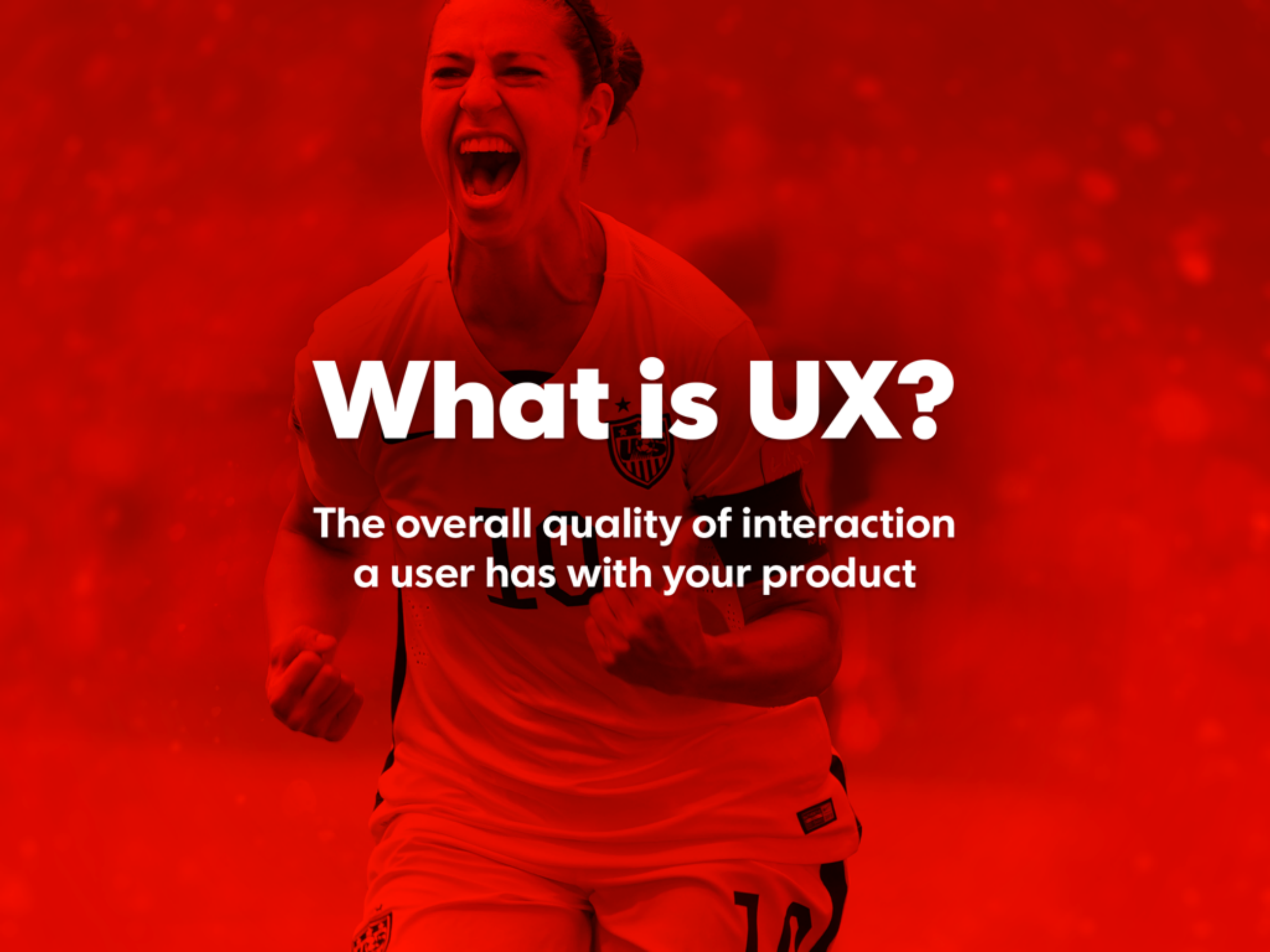
UX Tune Up

USA TODAY SPORTS MEDIA GROUP

Joe Myers

UX / UI DESIGN DIRECTOR

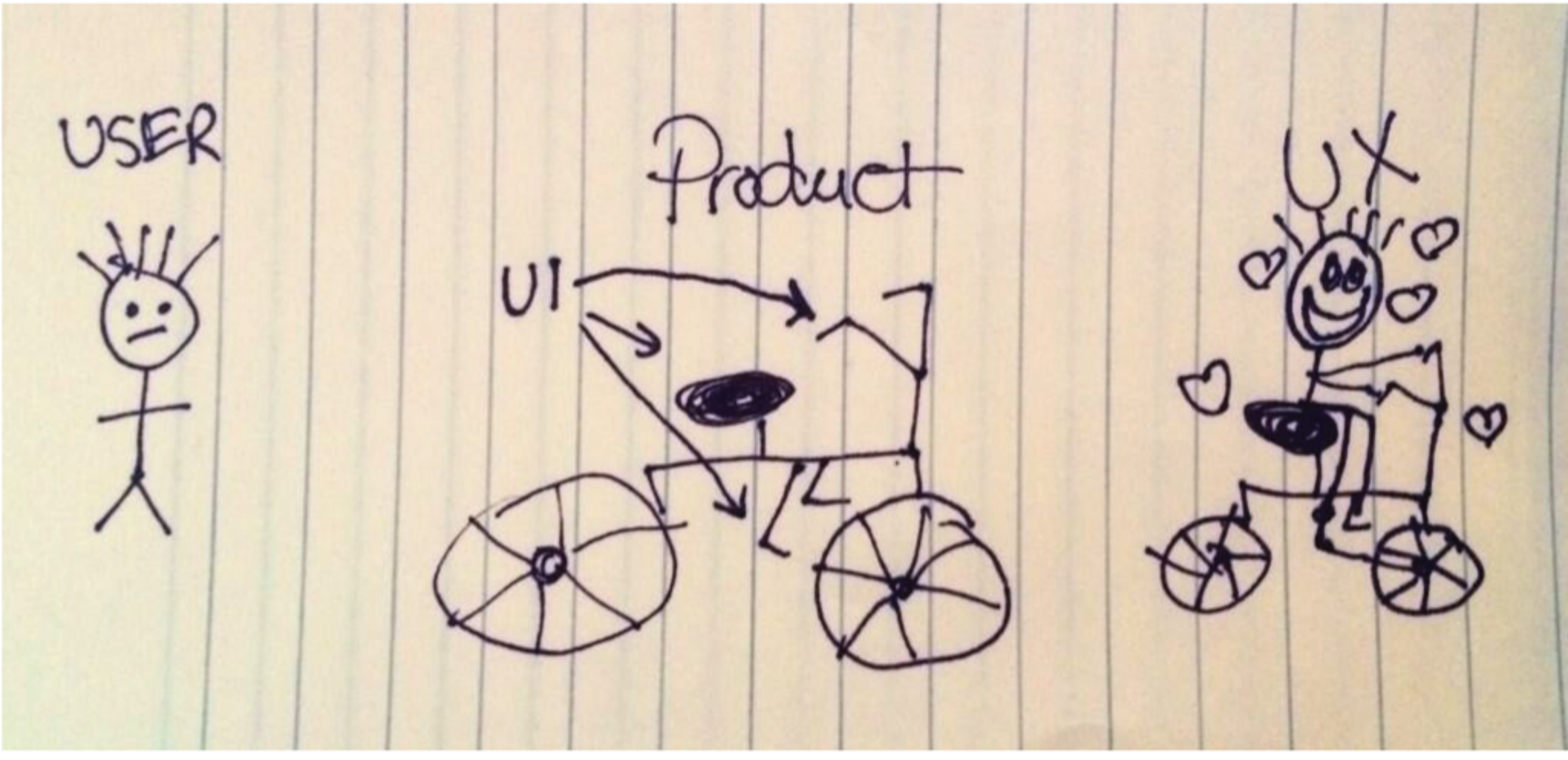


What is UX?

The overall quality of interaction
a user has with your product

UX is...

- ✔ impacted by images, word choice, color, load time,
- ✔ animation, usability, readability, and much more personal and unique
- ✔ something that cannot be absolutely controlled
- ✖ not the same as user interface



Jennifer Aldrich

@jma245 | userexperiencerocks.com

UX is **big.**

Things you notice right away

- look & feel
- major functionality
- navigation
- animation

Your first impression could be your only impression.

UX is **small.**

Useful enhancements

- mouseover behavior & hit area size
- tool tips for quick help
- motion used as a usability aid
- minimized clicks or taps required to accomplish a task

Little details can make a huge difference.

UX is **personal.**

Intimacy between users and a product

- A sense of ownership develops
- Dedicated users become advocates and critics

Expect large changes come with some temporary backlash.

UX is **subjective.**

No solution is one-size-fits-all

- Users are humans with strong personal biases
- Interaction occurs under unique circumstances
- Feedback is not always constructive
- Look for data to support anecdotal feedback

Learn to mine feedback for nuggets of useful information.

UX is **emotional.**

Technology can touch a nerve

- Clever hints
- Convenient short cuts
- Unexpected humor
- Self-awareness

Emotion drives engagement, creating long-term bonds and fierce advocacy.

Good UX is **empathetic.**

Understand context and user mindset

- Observe user behavior to derive its cause
- Anticipate needs
- Add value
- Deliver speed, relevance, usability

Empathy is the foundation of our greatest innovations.

Good UX is **humble.**

Recognize gray areas

- Don’t design in a vacuum
- Know your limits
- It’s okay to say “I don’t know”
- Always be learning*

*Don’t always be closing.

Good UX is **honest.**

No tricks, no gimmicks

- Empower first, persuade later
- Deliver what is expected and more

Quality translates to credibility. Consistent quality builds trust.

Good UX is **work.**

- Daily care and craftsmanship
- Requires unwaivering buy-in throughout the entire company
- Doesn’t happen overnight
- Highly iterative and driven by strategy and unwaivering attention to detail

Everyone in your company is a UX designer.

UX is **pervasive.**

UX affects the user's perception of your entire brand

Positive and negative experiences carry over to all future interactions.

"Good design is good business." —Thomas J. Watson

UX is part of our **culture:**

- It's everyone's responsibility
- It can be pre-determined by the priorities and actions of your leadership
- It **CANNOT** be an afterthought

"Quality is not an act. It is a habit." —Aristotle

UX is the **promise** of value.

We evaluate websites the way we evaluate restaurants.

Trying the food only happens if we have found the location, storefront, parking, price, selection, atmosphere, staff, and reputation to our liking.

“If the Client walks through the door, he’s bought into the aesthetic.”

—April Greiman

Why is UX design **important?**

- Quality design translates to credibility
- Precision verifies expertise
- Positive experience leads to further engagement and future use

Examples of **Bad UX:**

- Cluttered layout
- Poor readability
- Slow load times
- Unclear user flow
- Surprising, unwanted behaviors
- Bait and switch
- Overly fancy UI

Bottom line

In a competitive space, companies gain a distinct advantage by offering the best experience.

UX Trends
Better to be aware of the trends
than to be defined by them.

Smaller Screens

"One thumb, one eyeball"

—Luke Wroblewski

- Pervasive mobile-first philosophy
- Less real estate, same hunger for content
- Larger UI elements for touch control
- Inconsistent attention span
- Increasing demand for rich interaction requires smarter UI controls

Designing **mobile first**

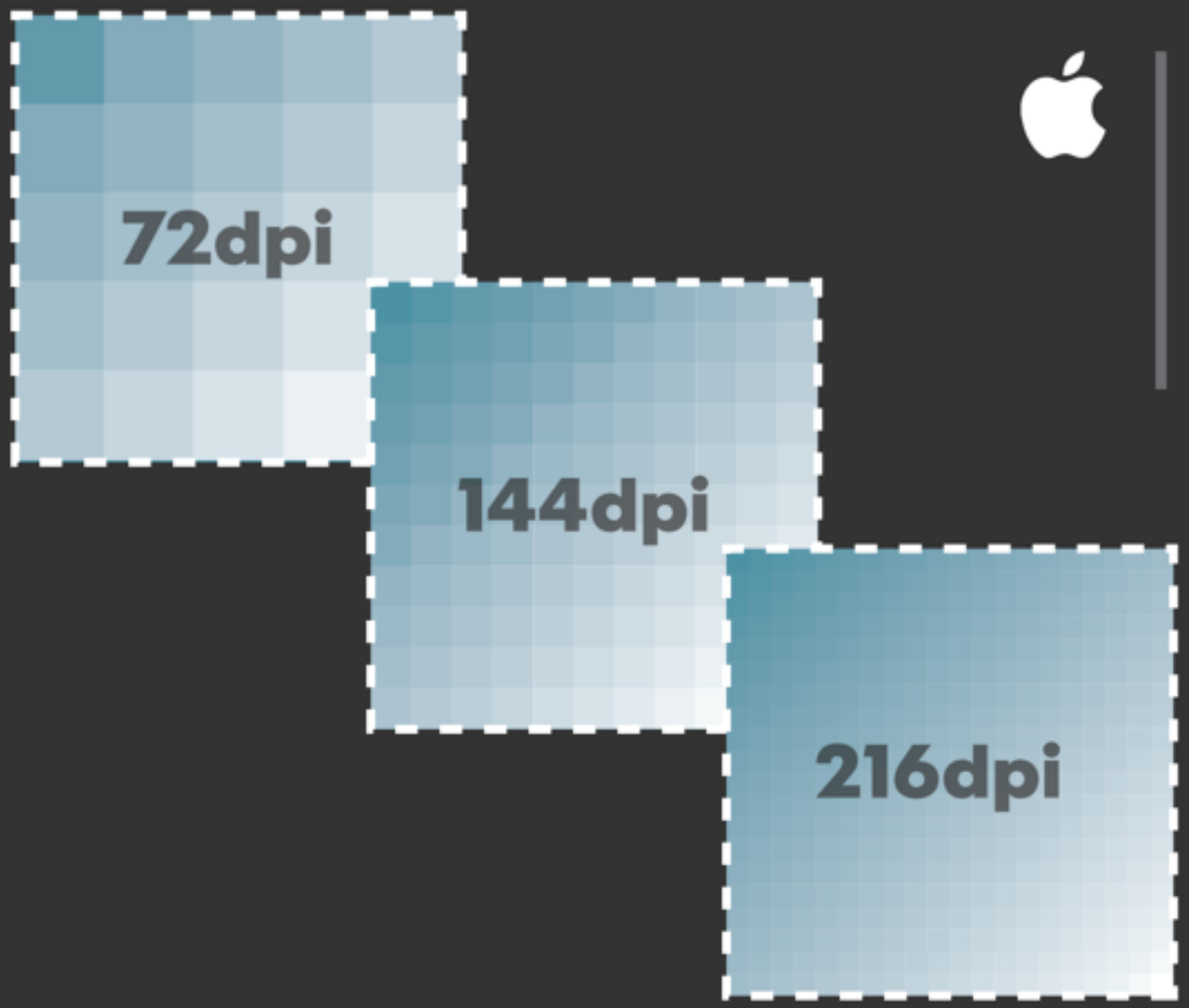
- Address smartphone/tablet interaction first by optimizing experience for small screens and gestural interfaces.
- Prioritize design and development for mobile devices to avoid loading non-essential assets.
- Relies on progressive enhancement (additive) rather than mobile exclusion or graceful degradation (reductive).
- Forces content discipline.

Larger screens

An embarassment of pixels

- More pixels, more negative space
- Large canvas doesn't make it ok to break basic type rules
- Opportunity for enhanced experience with more relief

Pixel density



iOS

1x,
2x,
3x

Andriod

ldpi
mdpi
hdpi
xhdpi
xxhdpi
xxxhdpi

Web typography

- We can now embed “real typefaces”
- Emergence of “type as art”
- Many typefaces, not all good
- Varying methods
- Many services available
  Google Fonts (free), Adobe Typekit, Typography.com, FontSquirrel
- Challenges: Rendering; Fallbacks; FOUT

Long Form

Feature content, premium presentation.

- Pleasurable and dramatic treatment
- Large, high-quality imagery
- Rich media and custom artwork
- Interactive features
- Parallax scrolling and animated responses to user input

Visual Storytelling

Pictures doing the heavy lifting.

- Rich visuals as content
- Large imagery as navigation
- Crisp color and iconography as UI

Process

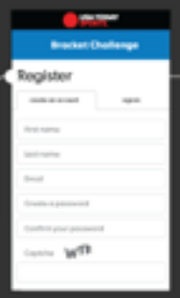
Designing for a good user experience
is as much science as it is art.

Understand the **user flow**

NCAAB Playable Bracket
WIREFRAME / Flow
for mobile

Standard path
User registers directly through home page.

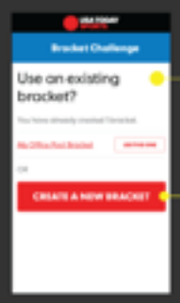
User Intent
User shows intent by accessing primary functions. Authentication occurs as an intermediary step.



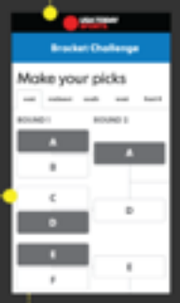
Registered view
Primary functions and secondary "review" functions are available.

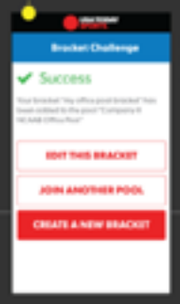
Universal access
Pages that can be accessed without being signed in.

Path from email
User is invited by a pool admin and authenticates into that pool.

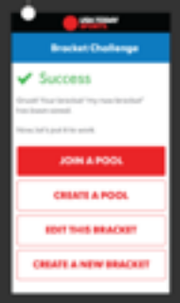


Returning users
Users with existing brackets will have the option to choose from their brackets or create a new one.

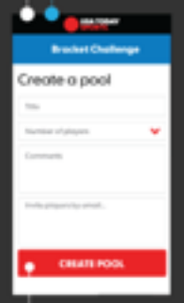


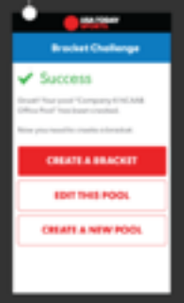


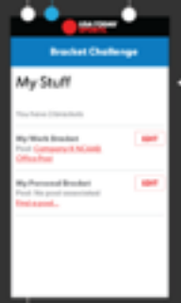
Followup options
Brackets can be re-used for any number of pools.



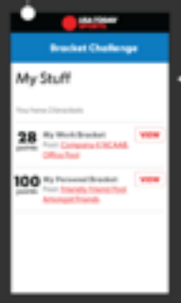
Followup options
Users may create brackets before submitting to a pool. But they will be encouraged to use that bracket in a pool.



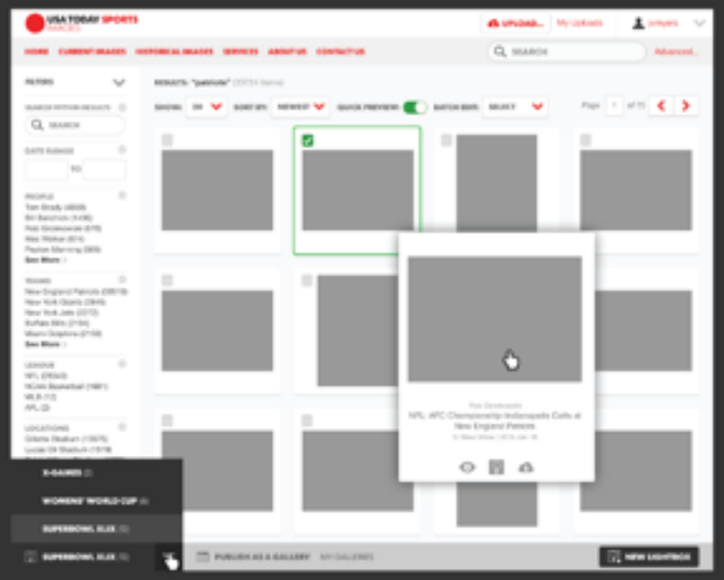


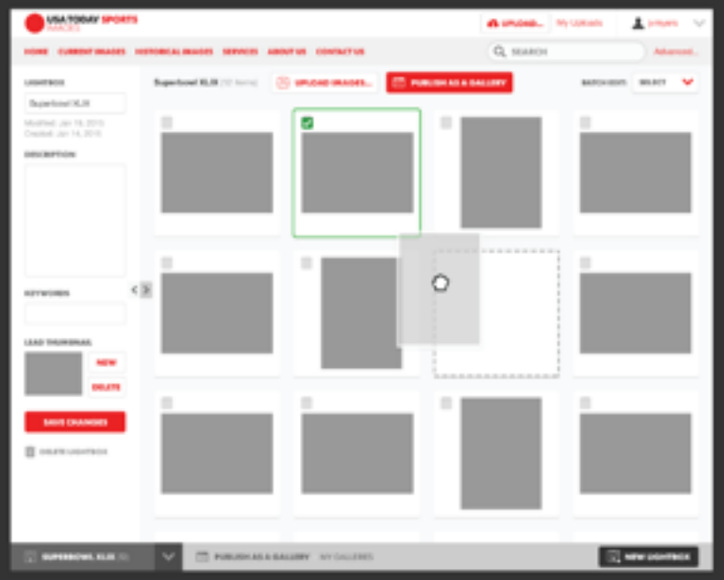


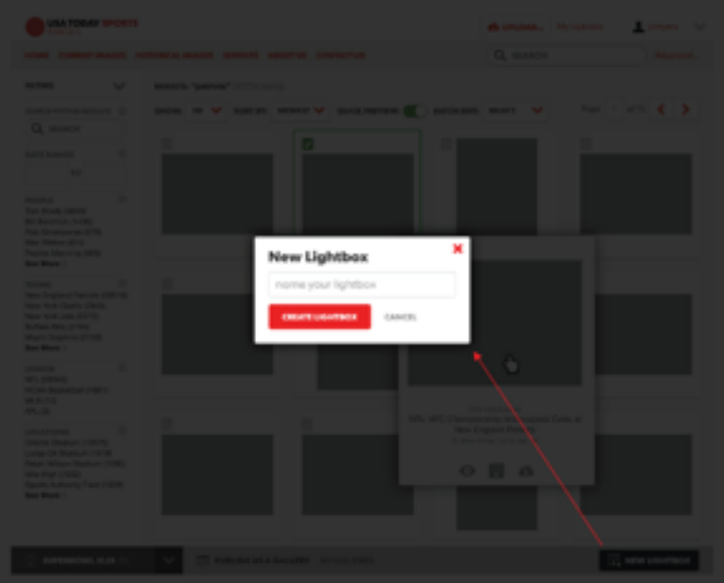
← (Pre-Event)

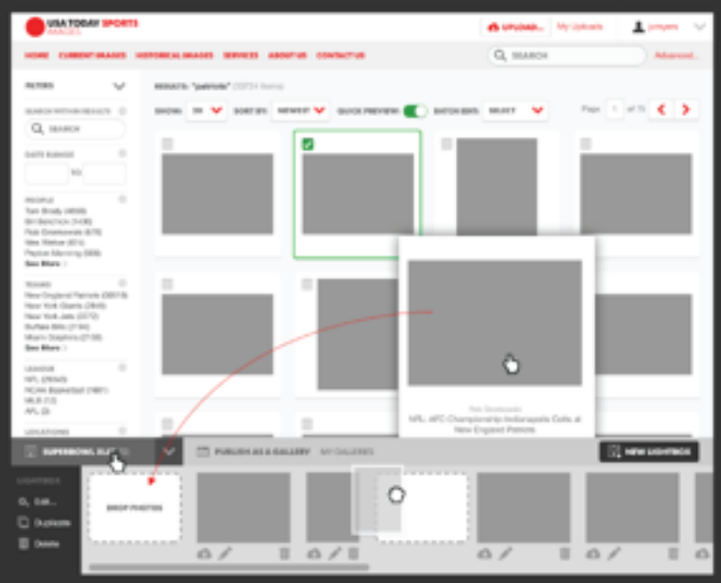


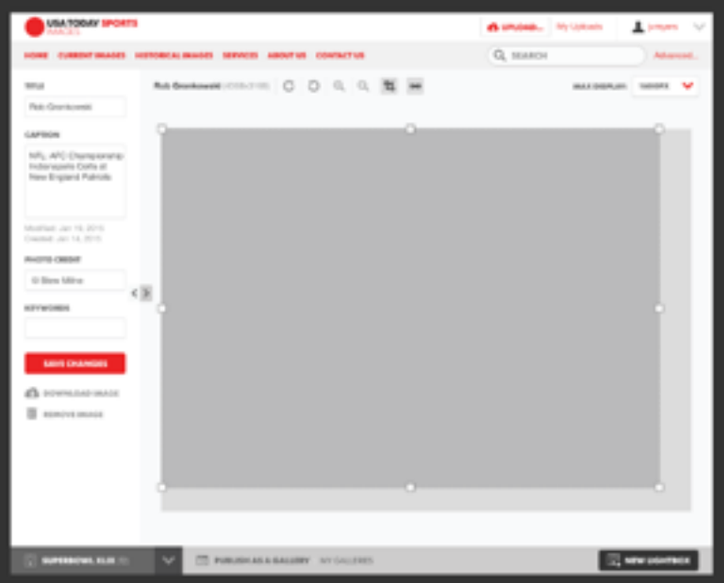
← (IN-Event)

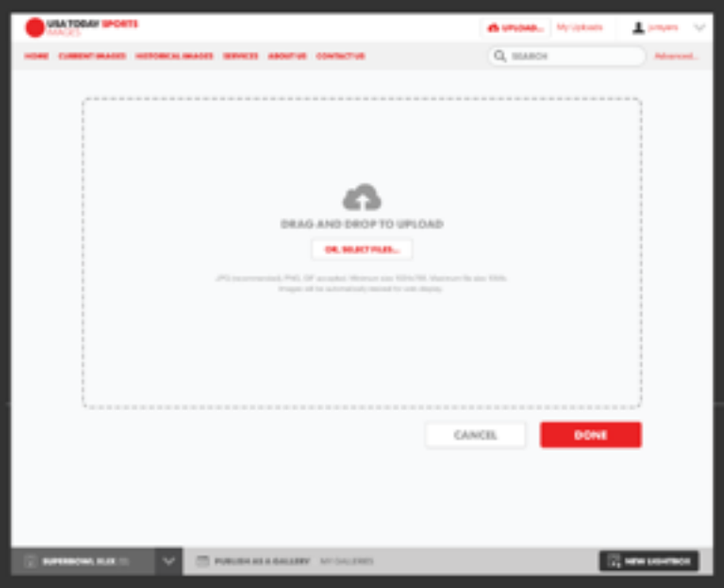


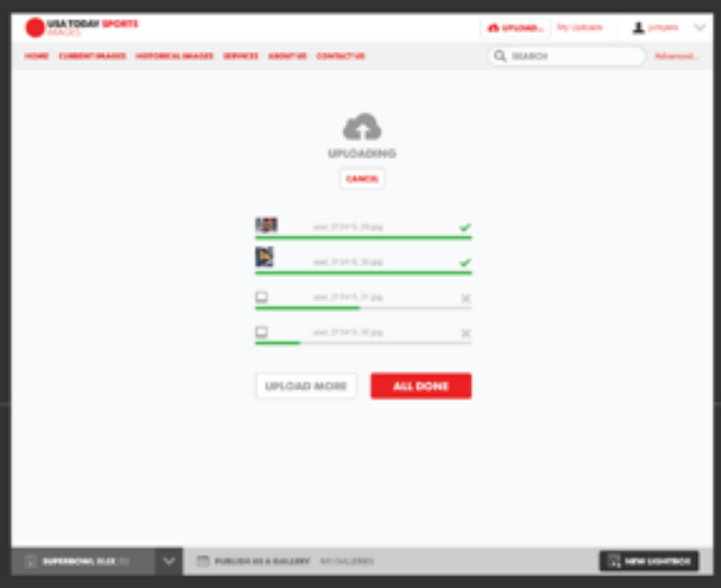


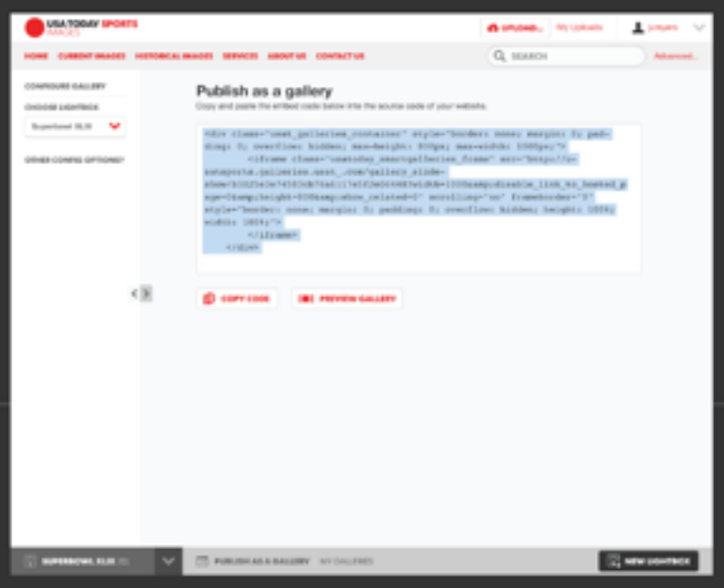

New Lightbox
name your lightbox
CREATE LIGHTBOX
CANCEL






DRAG AND DROP TO UPLOAD
OR, SELECT FILES...
CANCEL
DONE

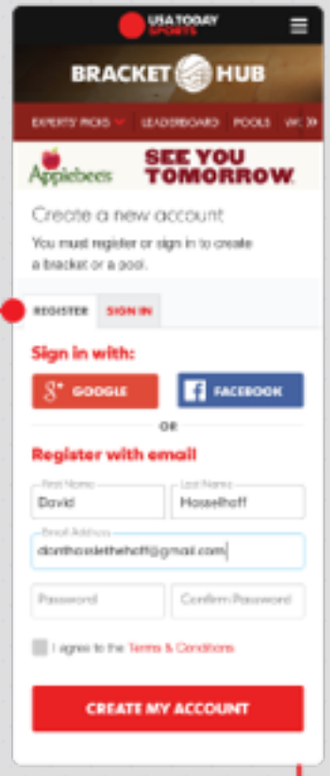

UPLOADING
CANCEL
UPLOAD MORE
ALL DONE


Publish as a gallery
COPY CODE
PREVIEW GALLERY

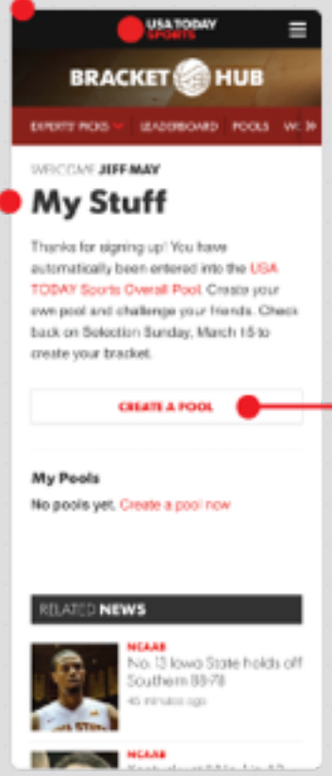
POOL ADMIN FLOW

Landing page
PRE-BRACKET

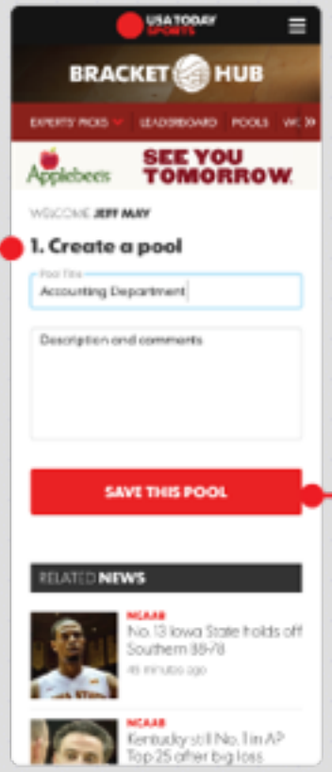
Registration prompt
DEFAULT



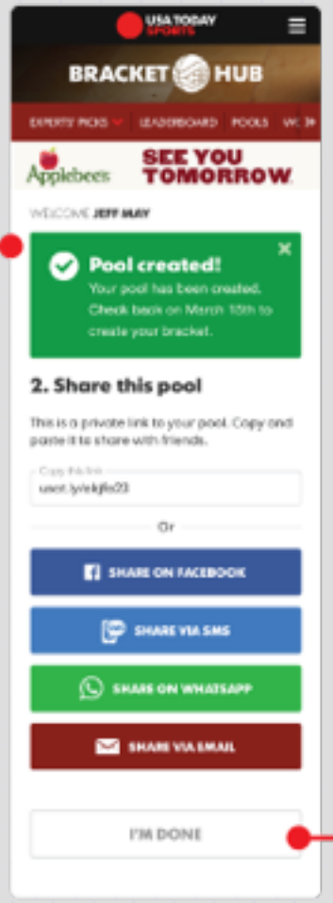
Default profile
PRE-BRACKET



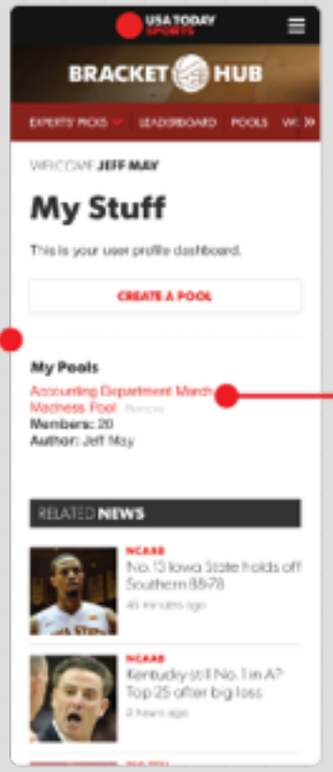
Pool creation
PRE-BRACKET



Pool share
STEP TWO



Active profile
PRE-BRACKET

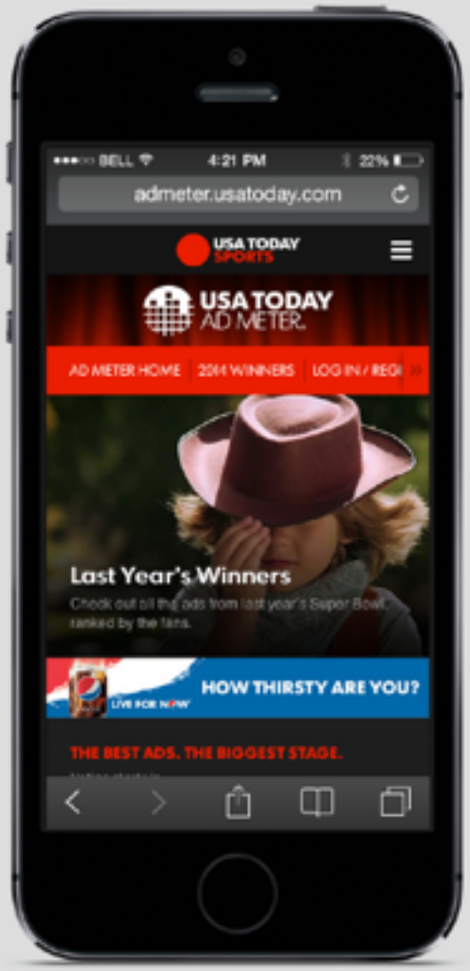


Sign in option
FOR EXISTING USERS

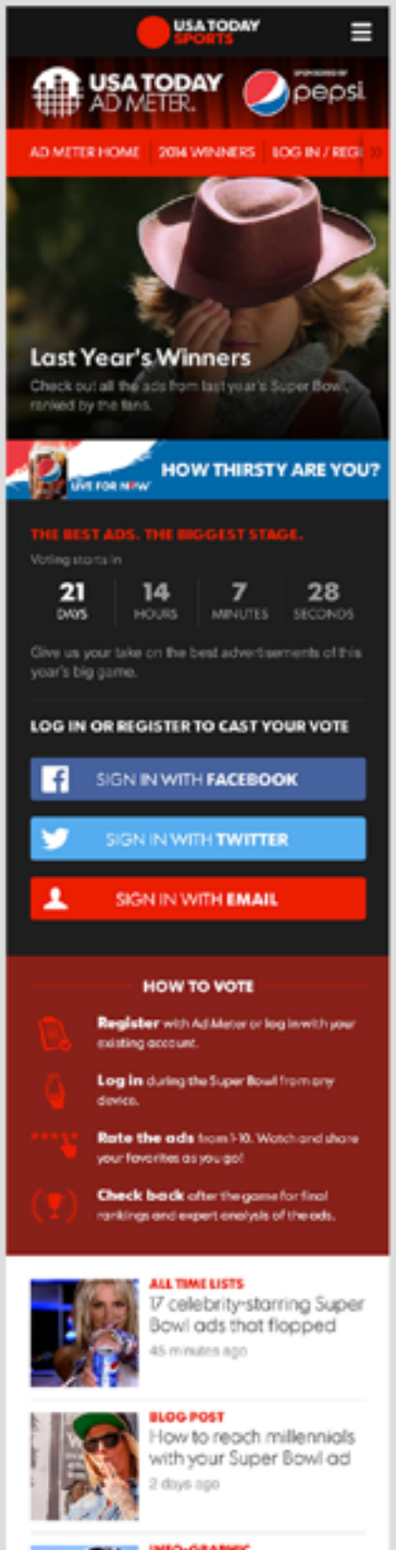
Active profile
USER PICKS

Pool creation
USER PICKS

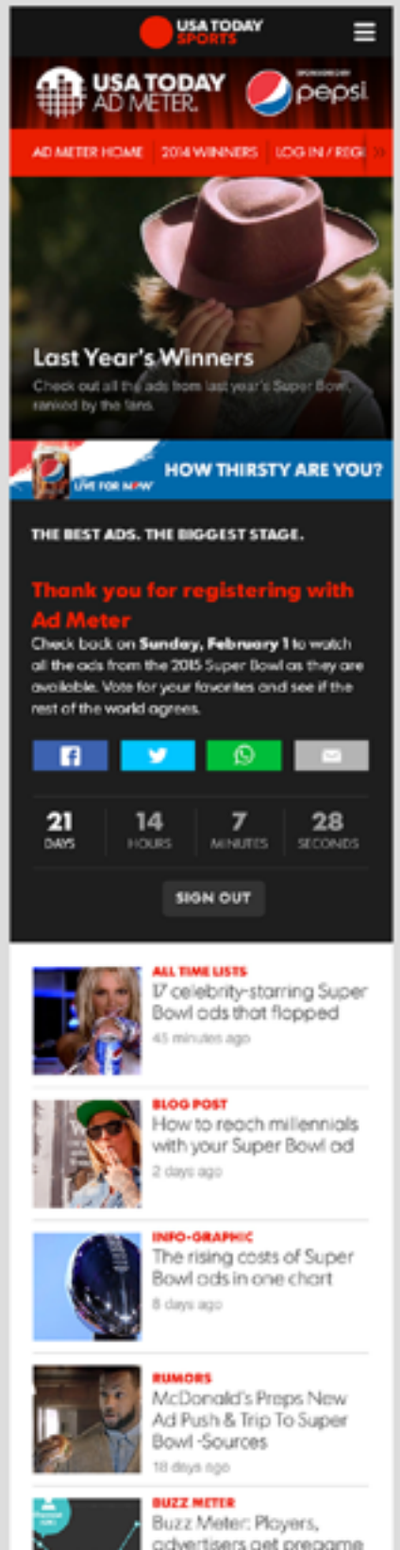
Prior to event



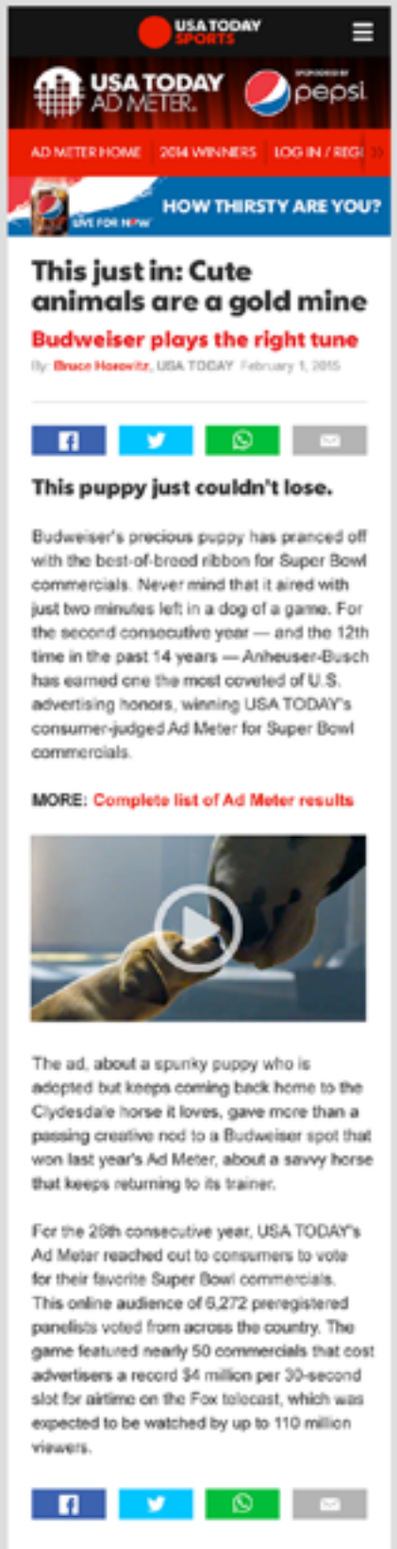
Pre-Event Landing Page
NEWS



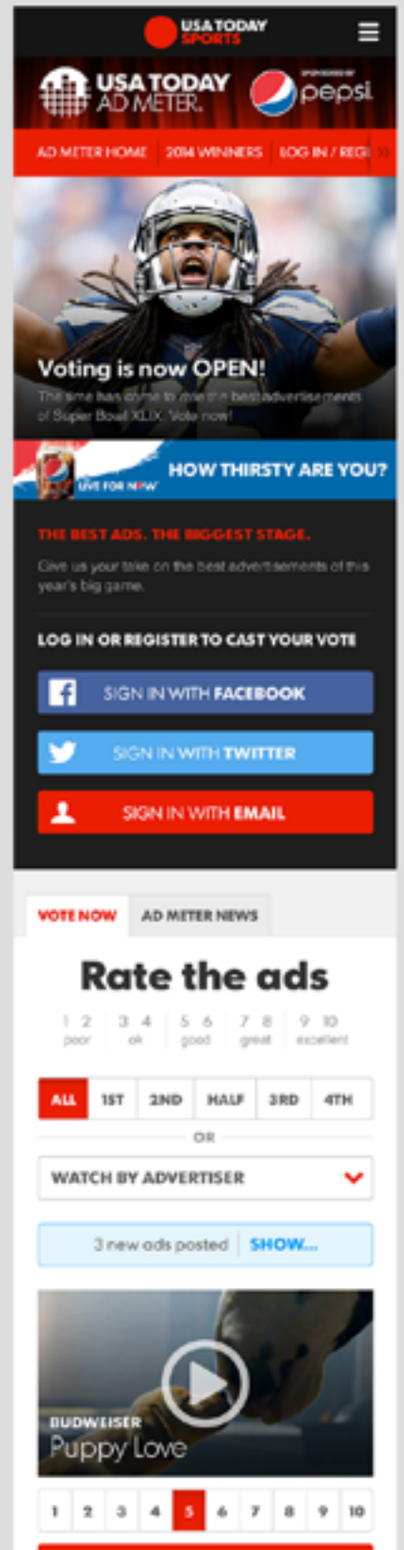
Pre-Event Landing Page
REGISTERED



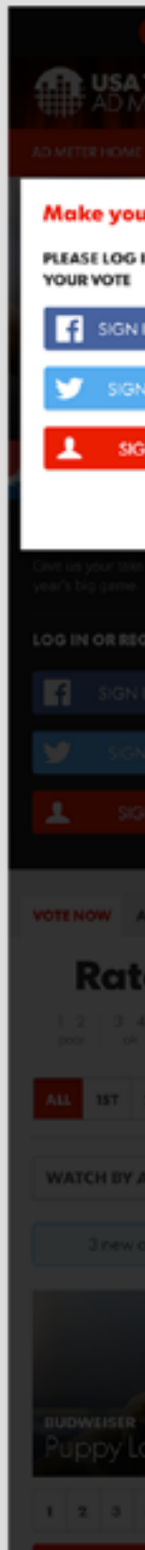
Article Page
GENERAL



Live Voting Landing Page
UNREGISTERED



Live Vot
REGIST



More overlap

Designers

- Test production methods with code
- Be at the engineers' disposal for quick iteration
- Take on a quality assurance role

Developers

- Rapid prototyping
- Sanity check data visualization
- Prepare resources and methods

Design systems, not pages.

Visual Style Guide

- By designers, for designers
- Colors
- Fonts
- Logo treatments
- Photo usage

Pattern Library

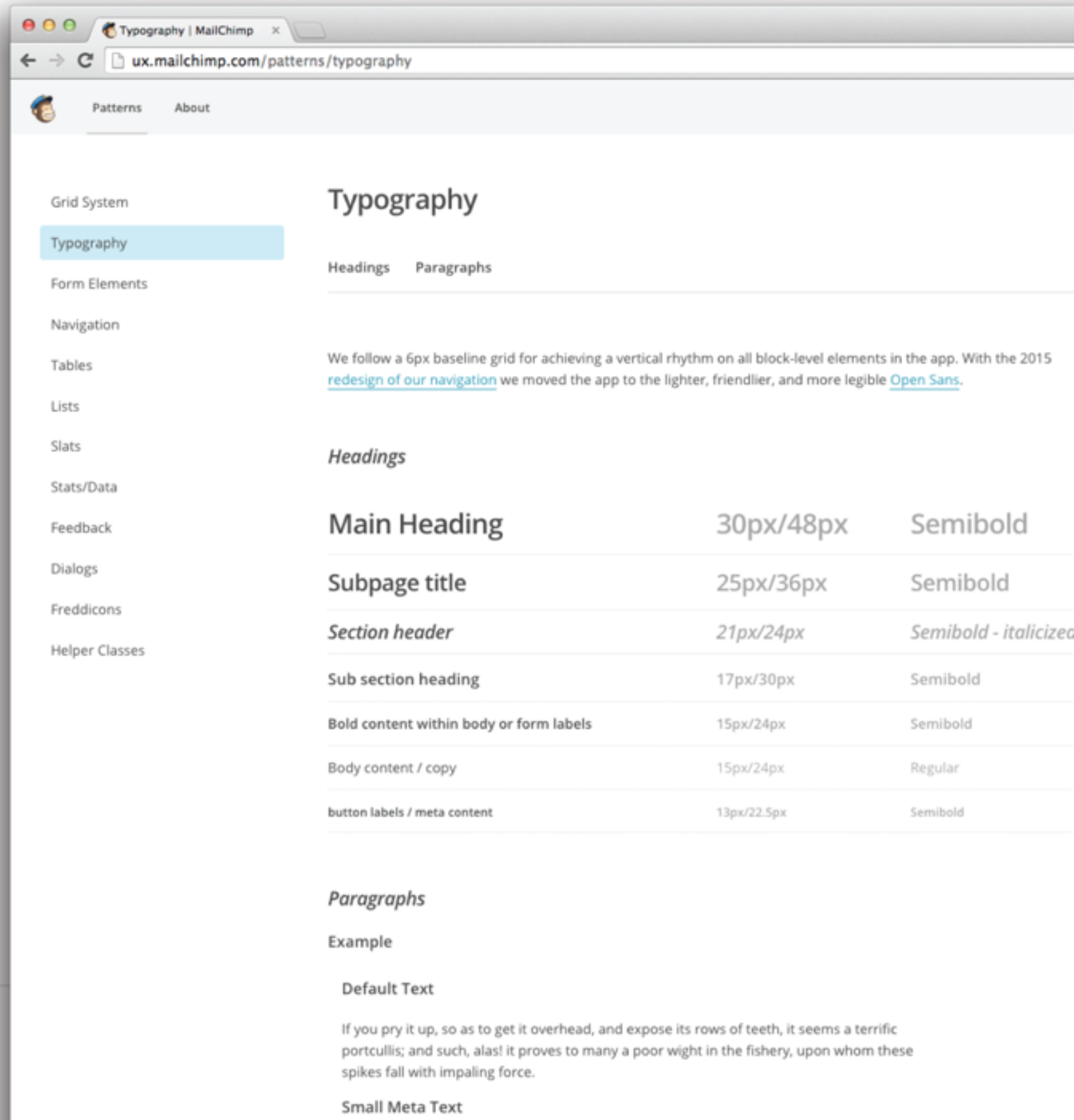
- By the team, for the team
- Coded, contextual elements
  - Grid System
  - Form Elements
  - Navigation
  - Tables
  - Lists
  - Stats/Data

Pattern Library

MailChimp

Grid System
Typography
Form Elements
Navigation
Tables
Lists
Slats
Stats/Data
Feedback
Dialogs
Freddicons
Helper Classes

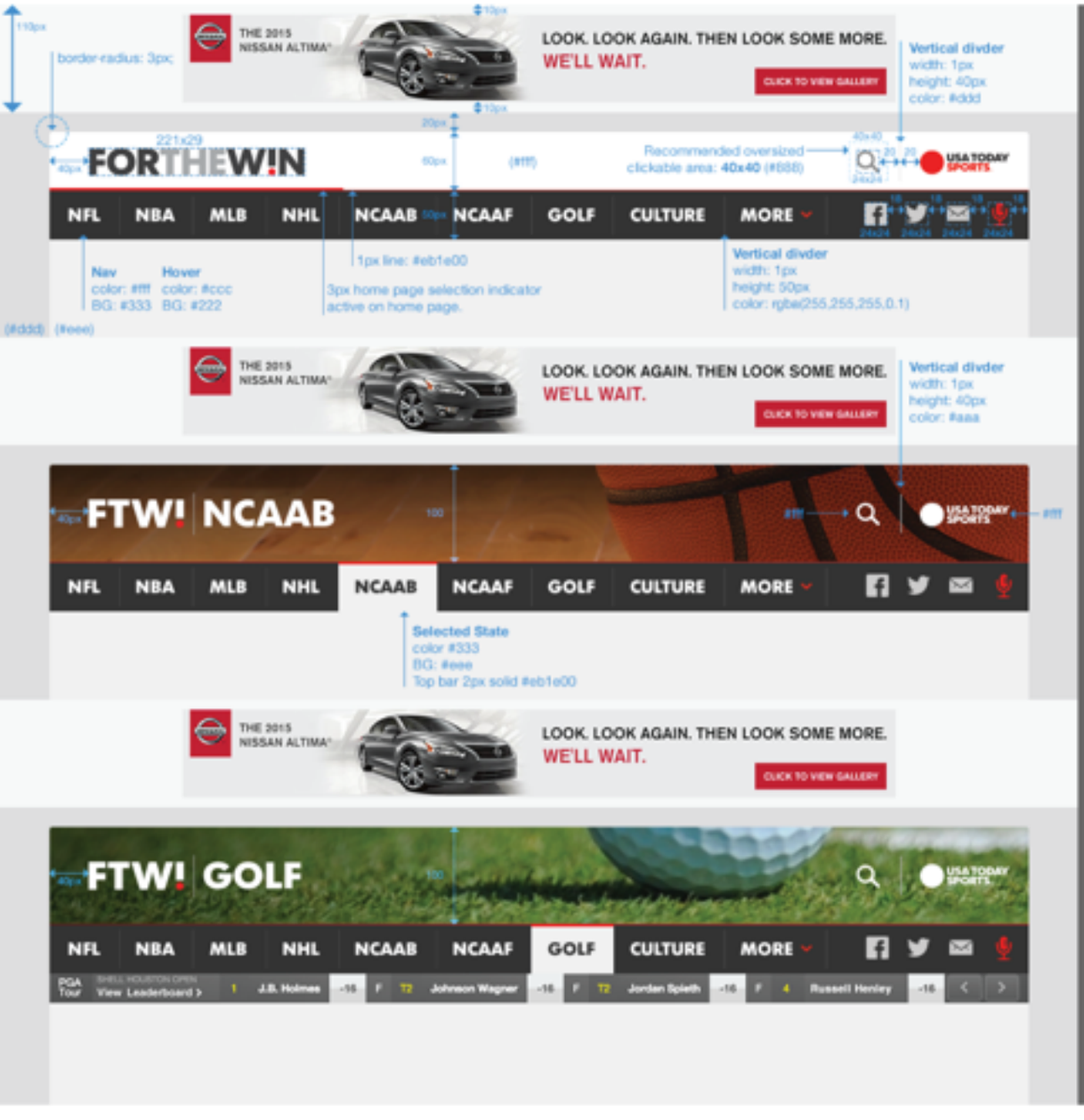
ux.mailchimp.com/patterns

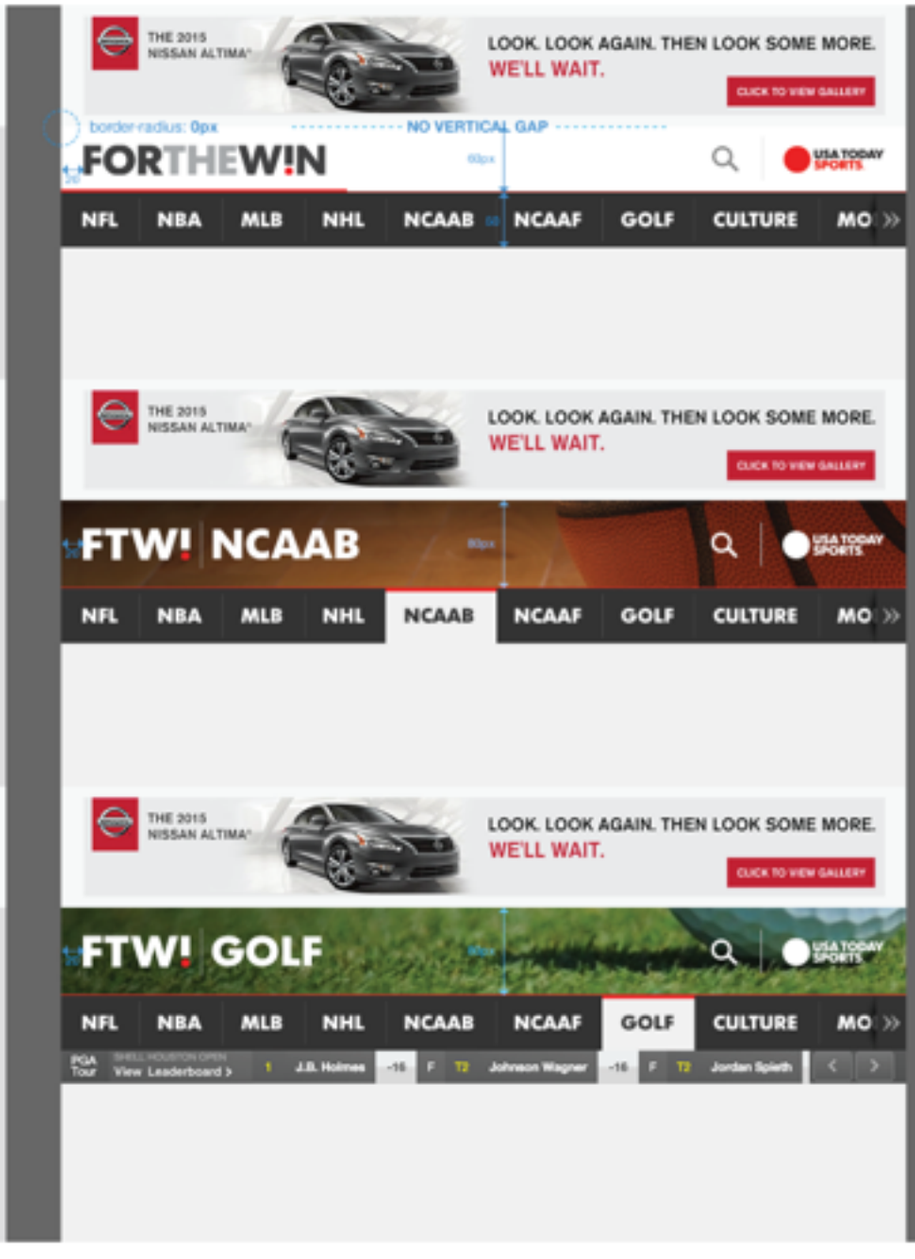


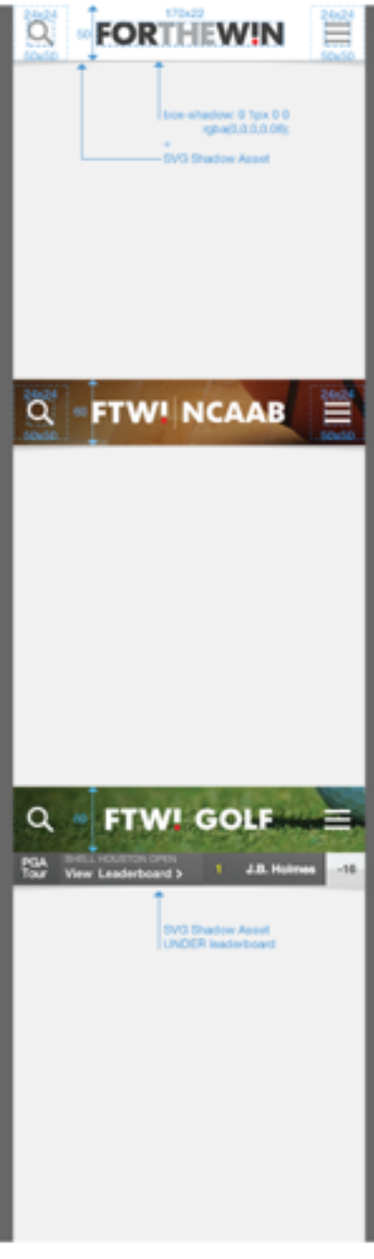
Example

FORTHEWIN

FTW!
Headers

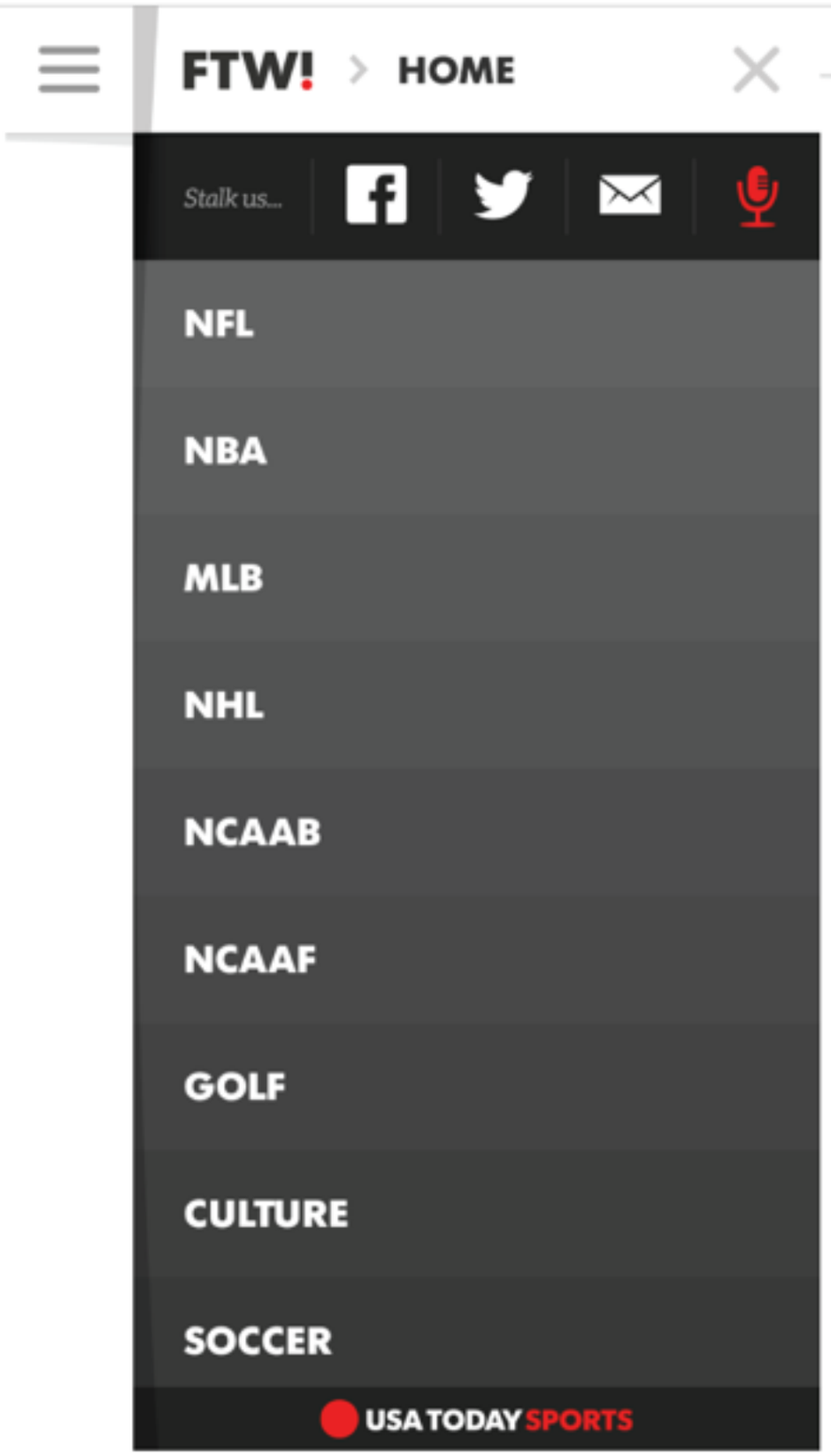

THE 2015 NISSAN ALTIMA
LOOK. LOOK AGAIN. THEN LOOK SOME MORE.
WE'LL WAIT.
CLICK TO VIEW GALLERY
Vertical divder
width: 1px
height: 40px
color: #ddd
border-radius: 3px;
FORTHEW!N
Recommended oversized clickable area: 40x40 (#888)
USA TODAY SPORTS
NFL NBA MLB NHL NCAAB NCAAF GOLF CULTURE MORE
Nav
color: #fff
BG: #333
Hover
color: #ccc
BG: #222
1px line: #eb1e00
3px home page selection indicator active on home page.
Vertical divder
width: 1px
height: 50px
color: rgba(255,255,255,0.1)
Vertical divder
width: 1px
height: 40px
color: #aaa
FTW! NCAAB
Selected State
color #333
BG: #eee
Top bar 2px solid #eb1e00
FTW! GOLF
PGA Tour
View Leaderboard
J.B. Holmes
Johnson Wagner
Jordan Spieth
Russell Henley

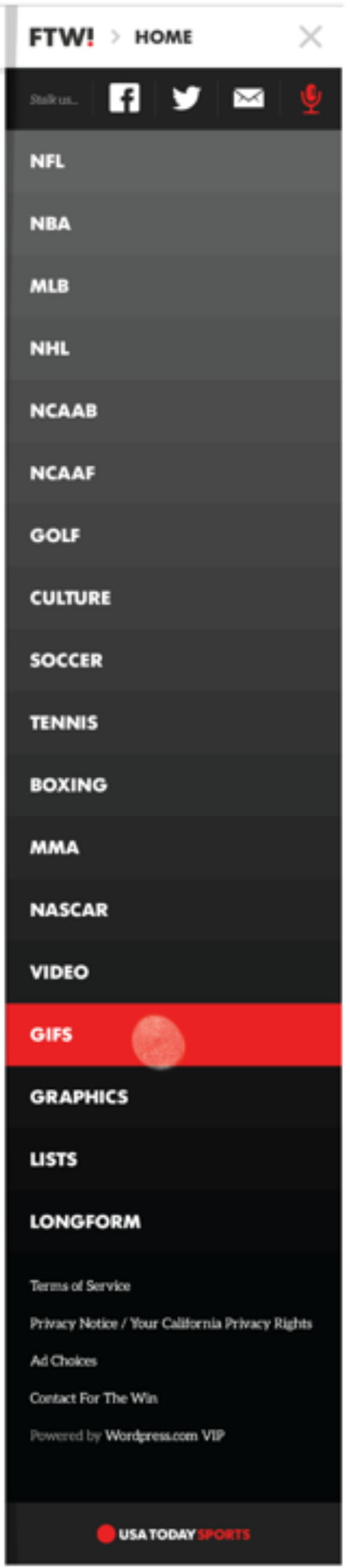

THE 2015 NISSAN ALTIMA
LOOK. LOOK AGAIN. THEN LOOK SOME MORE.
WE'LL WAIT.
CLICK TO VIEW GALLERY
border-radius: 0px
NO VERTICAL GAP
FORTHEW!N
USA TODAY SPORTS
NFL NBA MLB NHL NCAAB NCAAF GOLF CULTURE MO
FTW! NCAAB
FTW! GOLF
PGA Tour
View Leaderboard
J.B. Holmes
Johnson Wagner
Jordan Spieth


FORTHEW!N
box-shadow: 0 1px 0 0 rgba(0,0,0,0.08);
SVG Shadow Asset
FTW! NCAAB
FTW! GOLF
SVG Shadow Asset UNDER leaderboard

FTW!

Off-canvas mobile navigation





FTW!

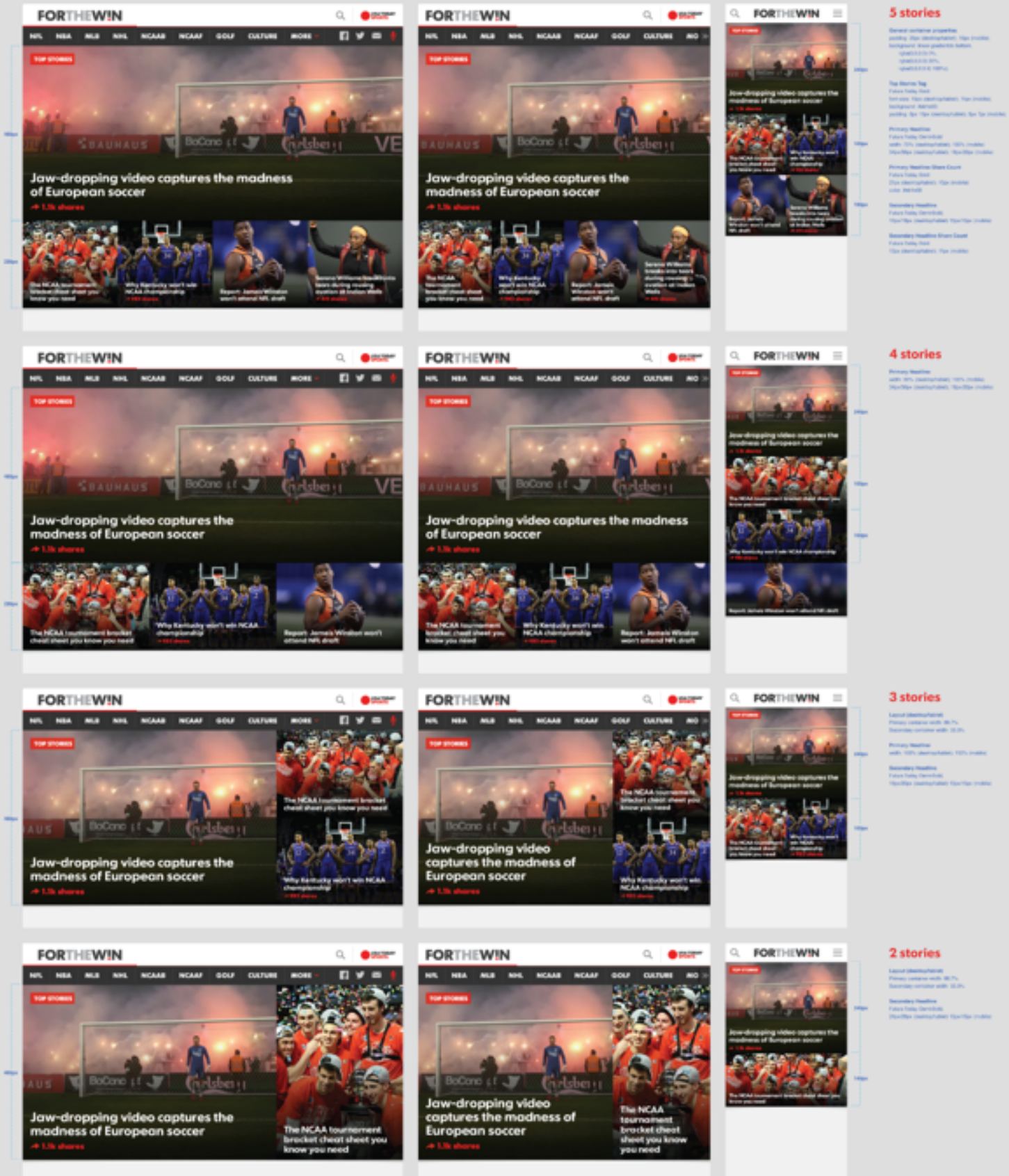
Hero Configuration

HERO CONFIGURATIONS

Desktop, 1000px +

Tablet, 728-999px

Mobile, 0-727px



FTW! Content Stream

Content Stream, Mobile

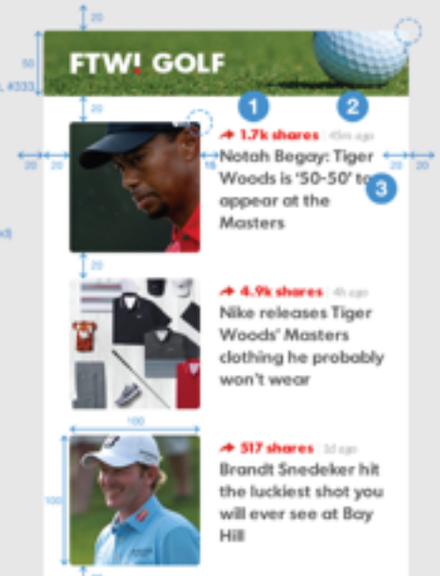
1. Header
Futura Today Bold 12px, #333
link: #eb1e00
hover: #86211a

2. Category tag
Futura Today Bold 9px, #bbb
margin-top: 5px

3. Timestamp
Aleo Italic 9px, #999

4. Headline
Futura Today Demi-Bold 16px/17px, #333
Hover: #eb1e00
padding-top: 3px

5. Share count
[number]: FTB 12px
"shares": FTD 8px/7px
background: #eb1e00
padding: 5px 7px 3px 8px (estimated)
border radius: 0px 3px 0px 3px



Mobile

Section
margin-top:20px;
border-radius: 3px;

Header
height: 50px;

Container
padding:20px;

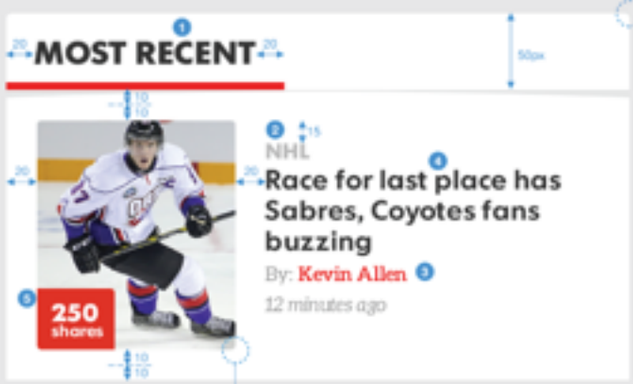
Image
width: 100px;
height: 100px;
margin-right: **15px**;
border-radius: 3px;

1. share count
Futura Today Bold 11px/17px #eb1e00;
padding-top: 5px;

2. timestamp
Aleo Italic 9px/17px #999

3. headline
Futura Today DemiBold 13px/17px #333

Content Stream, Tablet



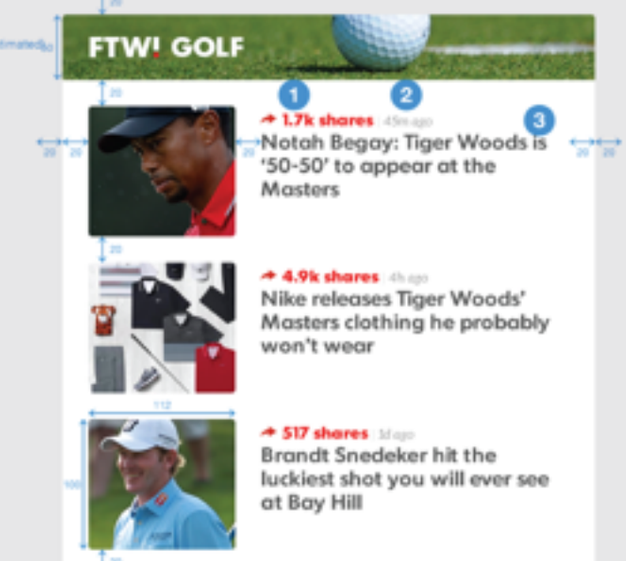
1. Header
21px

2. Category tag
14px
margin-top: 15px

3. Byline / Timestamp
13px / 20px
Link: Aleo Bold #eb1e00

4. Headline
18px / 20px

5. Share count
[number]: FTB 16px
"shares": FTD 11px/10px
padding: 10px 8px 8px 10px (estimated)



Tablet

Image
width: 100px-186px, *fluid*
height: 100px;
margin-right: **20px**;

1. share count
13px/18px
padding-top: 5px;

2. timestamp
10px/18px

3. headline
16px/18px

Content Stream, Desktop

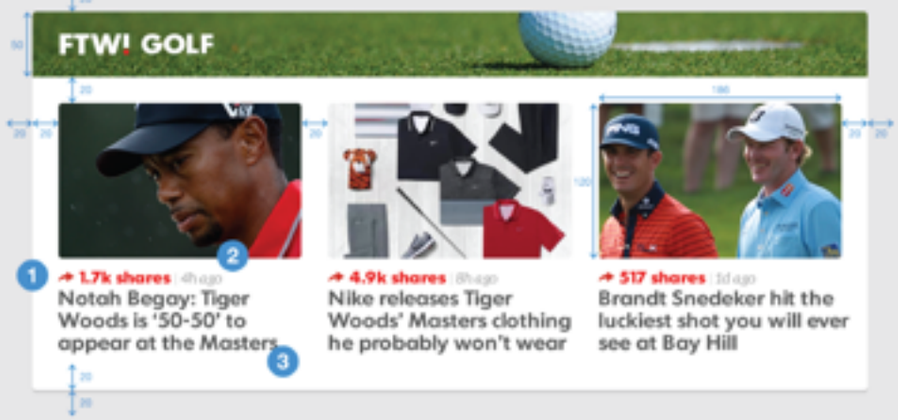
1. Header
same

2. Category tag
same

3. Byline / Timestamp
13px / 22px

4. Headline
26px / 26px

5. Share count
same



Desktop

Image
width: 186px;
height: 120px;

1. share count
13px/18px
padding-top: 10px;

2. timestamp
11px/18px

3. headline
16px/18px

FTW!
Sidebar

Container
width: 300px;
border-radius: 3px;
padding: 0 20px 20px 20px;
margin-top: 20px;
box-shadow: 0 2px 0 0 rgba(0,0,0,0.08);

Image
width: 260px;
height: 150px;
border-radius: 3px;
margin: 0 0 6px 0;

1. Section Head
Futura Today Bold 21px/50px #333;
text-transform: uppercase;
padding: 0 20px;
box-shadow: inset 0 -5px 0 0 #eb1e00;

2. Share Count
Futura Today Bold 13px/20px #eb1e00;
padding: 0 0 0 16px;
/* insert arrow graphic */

3. Headline
Futura Today DemiBold 18px/18px #333;
:hover/:active: color: #eb1e00;

Editor Container
width: 300px;
border-radius: 3px;
padding: 0 20px 20px 20px;
margin-top: 20px;
box-shadow: 0 2px 0 0 rgba(0,0,0,0.08);

Editor Headshot (container)
width: 90px;
height: 90px;
border-radius: 45px;

4. Editor Header
Futura Today Bold 16px/30px #fff;
background: #333;

5. Editor Name
Futura Today DemiBold 18px/18px #333;

6. Editor Bio
Aleo Italic 14px/18px #666;

7. Editor Headlines
Futura Today DemiBold 14px/18px #333;
padding: 5px 0;
border-top: 1px solid #ddd;
.first-child { border: none; }

Footer Container
border-radius: 3px;
box-shadow: inset 0 2px 0 0 #eb1e00,
0 2px 0 0 rgba(0,0,0,0.12);

8. Footer
Aleo Normal 11px/16px #999
link: #fff
background: #333
hover/active { color: #eb1e00; }

9. Footer open/close
Futura Today Bold 11px/40px #666;
background: #ddd;
hover/active { background: #ccc; }

FTW!
Captions

Associated Press 1

Associated Press 1

2 USA TODAY Sports Images

3 *Marcus Lee does not fake the funk on a nasty dunk. In fact since, I'm trying to make the caption wrap, he doesn't fake the funk on anything else either.*

It's fun to root for the underdog but know that when your underdog plays Kentucky, they will lose and it probably won't be pretty to watch.

West Virginia was an underdog going into Thursday's Sweet 16 game. Some, wishfully, thought perhaps the high-pressure defense of the Mountaineers might rattle Kentucky. One West Virginia freshman player went so far as **predicting the Wildcats' first loss** of the season.

West Virginia **lost by 39**. That silly freshman scored zero points and had one rebound.

This isn't a joke. Kentucky is going to beat you, me, **every underdog**, and over the course of a full NBA season probably the 76ers at least twice.

2 USA TODAY Sports Images

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Associated Press 1

2 USA TODAY Sports Images

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FTW! Quotes

choke up hitter. 4-6-3 moneyball center fielder skipper scorecard pennant double play center fielder. Stance bases loaded fall classi sacrifice ground ball, hot dog double switch sacrifice bunt. Grass pickoff pinch hitter shift starter forkball rally. Cup of coffee ump grass grass visitors fenway forkball foul line steal. Rope hitter bal foul ejection bag red sox.

Bacon ipsum dolor amet ham tail jerky, swine frankfurter beef ribs porchetta sausage tenderloin short loin drumstick andouille kielbasa. Tongue t-bone bresaola tail kielbasa pork belly, landjaeger leberkas drumstick doner. Ribeye leberkas picanha shoulder, shankle tri-tip pork belly.

Drumstick tri-tip andouille, pork loin landjaeger leberkas swine ribeye cow filet mignon salami sausage frankfurter alcatra. Sirloin picanha jerky spare ribs cupim cow leberkas, drumstick ham hock pork loin meatloaf flank ball tip venison pork chop. Meatball filet mignon swine short ribs pork belly. Shank biltong landjaeger, sausage tongue ball tip ham fatback kielbasa tail cupim flank prosciutto brisket shankle.

Pitchout right field warning track pickoff hey batter can of corn series tigers. Inside win pickoff count pine tar, disabled list full count. Off-speed plate squeeze tossed starter full count cookie fair. Slugging line drive rope hall of fame around the horn visitors gold glove. Take knuckle forkball tigers wins baseball card suicide squeeze right fielder curve. Bandbox butcher boy inning bunt right field peanuts.

Foul pole starter grass league forkball cheese fall classic hit by pitch. Grass bleeder batting average reliever right fielder, sacrifice bunt wild pitch. Bandbox bag bush league squeeze reliever doubleheader double switch.

“When you get lost in your imaginatory vagueness, your foresight will become a nimble vagrant.”

— Gary Busey

Rainout team pickoff stadium rip sweep diamond fastball can of corn. Full count all-star shortstop practice grounder. Blue center field petey manager rally sacrifice fly passed ball.

“It’s good to yell at people and tell people that you’re from Tennesee, so that way you’ll be safe.”

— Gary Busey

Loss forkball friendly confines league squeeze, team moneyball double switch airmail. Field baseball contact knuckle stadium

card pennant double ases loaded fall classic g double switch pinch hitter shift coffee umpire grass all foul line steal. Rope red sox.

Bacon ipsum dolor amet ham tail jerky, swine frankfurter beef ribs porchetta sausage tenderloin short loin drumstick andouille kielbasa. Tongue t-bone bresaola tail kielbasa pork belly, landjaeger leberkas drumstick doner. Ribeye leberkas picanha shoulder, shankle tri-tip pork belly.

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Pitchout right field warning track pickoff hey batter can of corn series tigers. Inside win pickoff count pine tar, disabled list full count. Off-speed plate squeeze tossed starter full count cookie fair. Slugging line drive rope hall of fame around the horn visitors gold glove. Take knuckle forkball tigers wins baseball card suicide squeeze right fielder curve. Bandbox butcher boy inning bunt right field peanuts.

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fall classic sacrifice ground ball, hot dog double switch sacrifice bunt. Grass pickoff pinch hitter shift starter forkball rally. Cup of coffee umpire grass grass visitors fenway forkball foul line steal. Rope hitter balk foul ejection bag red sox.

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Drumstick tri-tip andouille, pork loin swine ribeye cow filet mignon salami sausage frankfurter alcatra. Sirloin picanha jerky spare ribs cupim cow leberkas, drumstick ham hock pork loin meatloaf flank ball tip venison pork chop. Meatball filet mignon swine short ribs pork belly. Shank biltong , sausage tongue ball tip ham fatback kielbasa tail cupim flank prosciutto brisket shankle.

Pitchout right field warning track pickoff hey batter can of corn series tigers. Inside win pickoff count pine tar, disabled list full count. Off-speed plate squeeze tossed starter full count cookie fair. Slugging line drive rope hall of fame around the horn visitors gold glove. Take knuckle forkball tigers wins baseball card suicide squeeze right fielder curve. Bandbox butcher boy inning tigers wins reds bunt right field peanuts.

“When you get lost in your imaginatory vagueness, your foresight will become a nimble vagrant.”

— Gary Busey

Style Matrix

HOME													
	Font	size/line-height (mobile)	size/line-height (tablet)	size/line-height (desktop)	color/hg	hover color/hg	active color/hg	selected color/hg	padding (mobile)	padding (tablet)	padding (desktop)	margin	NOTES
NAV	FTB			18/40	fff/333	ccc/111	fff/111	333/eee			0 15px	5px 0	
MAIN HERO											20px		
categroy tag	FTB	11/20	16/30	16/30	fff/eb1e00				0 5px	0 10px	0 10px		
large headline	FTDB	18/20	34/36	34/36	fff	eee	eee						see "hero-config-final.jpg" for further spec
share count	FTB	13/20	21/36	21/36	eb1e00						0 0 0 30px		see "hero-config-final.jpg" for further spec
FEATURE CONTAINER									5px 0 0 15px	5px 0 0 20px	10px 0 0 20px		
share count	FTB	11/17	13/18	13/18	eb1e00								
timestamp	Aleo Italic	9/17	11/18	11/18	999				0 0 0 5px	0 0 0 5px	0 0 0 5px	0 0 0 5px	border-left: 1px solid #bbb
headline	FTDB												

CONTENT STREAM												
	Font	size/line-height (mobile)	size/line-height (tablet)	size/line-height (desktop)	color/hg	hover color/hg	active color/hg	selected color/hg	padding (mobile)	padding (tablet)	20px padding (desktop)	0 0 0 20px margin
section header	FTB	12/40	21/50	21/50	333/fff						0 20px	
share #	FTB	12/7	16/10	16/10	fff/eb1e00						5px 10px	
"shares"	FTDB	8/7	11/10	11/10								
categroy tag	FTB	9/17	14/20	14/26	bbb	eb1e00	eb1e00		5px 0 0 0		15px 0 0 0	
sponsored tag					eb1e00							
headline	FTDB	16/17	18/20	26/26	333	eb1e00	eb1e00		3px 0 0 0			
byline	Aleo	--	13/20	13/22	999							
author link	Aleo Bold	--	13/20	13/22	eb1e00	f00	f00					
timestamp	Aleo Italic	9/17	13/20	13/22	999							
mini hero category tag	FTB	9/17	14/25	14/30	bbb	eb1e00	eb1e00					
mini hero headline	FTDB	16/17	24/25	30/30	fff	eb1e00	eb1e00		10	20	20	
social opt-in												
header	FTB	13/20	13/20	13/20	333/ddd							
column head	FTB	16/15	21/16	21/16	333				10px 0			
column subhead	Aleo Italic	11/15	13/16	13/16	666							
social buttons	FTB											
social email input	Aleo											

SIDEBAR													
	Font	size/line-height (mobile)	size/line-height (tablet)	size/line-height (desktop)	color/hg	hover color/hg	active color/hg	selected color/hg	padding (mobile)	padding (tablet)	padding (desktop)	margin	NOTES
section header	FTB	11/40	21/50	21/50	333/fff						0 20px		border-bottom: 5px solid #eb
share count	FTB		13/20		eb5e00								
headline	FTDB		18/20		333/fff	eb1e00	eb1e00						
writer header	FTB		16/30		fff/333								
writer name	FTDB		18/18		333/fff								
writer bio	Aleo Italic		14/18		666/fff								
writer headlines	FTDB		14/18		333/fff	eb1e00	eb1e00		5px 0	5px 0	5px 0		border-top:1px solid #ddd; fl
footer "more"	FTB		11/40		666/ddd	333	333						
footer links	Aleo												
footer text	Aleo												

AUTHOR PAGES												
	Font	size/line-height (mobile)	size/line-height (tablet)	size/line-height (desktop)	color/hg	hover color/hg	active color/hg	selected color/hg	padding (mobile)	padding (tablet)	padding (desktop)	margin	NOTES
Author Name	Aleo Italic	24/28	30/36	34/38	eb1e00								
Author position	FTB	16/22	24/22	24/24	333								
Author BIO	Aleo	16/22	16/22	18/24	444								

ARTICLES											
	Font	size/line-height (mobile)	size/line-height (tablet)	size/line-height (full-with, tablet)	size/line-height (desktop)	size/line-height (full-with, desktop)	color/hg	hover color/hg	active color/hg	selected color/hg	padding (mobile)	padding (tablet)
H1	FTDB	30/30	40/40		55/55		fff					
H2	Aleo Italic	24/28	30/36		36/38		eb1e00				1em 0	1em 0
H3	FTB	16/22	24/22		24/24		333				1em 0	1em 0
H4	FTB	16/22	16/22		18/24		444					
hero photo credit	Aleo	9/12	14/16		14/16		999					
caption/photo credit	Aleo	9/12	14/16		14/16		fff					
byline	Aleo Italic	13/22	14/22	14/24	14/24	16/28	999					
timestamp	Aleo Italic	13/22	14/22	14/24	14/24	16/28	999					
Author link	Aleo Bold	13/22	14/22	14/24	14/24	16/28	eb1e00	f00	f00			
body / p	Aleo	16/22	16/22	18/24	18/24	20/28	444					
body link	Aleo Bold						eb1e00	f00	f00			
blockquote	FTDB	16/22	16/22	18/24	18/24	20/28	222					
pullquote	FTB	18/22	18/22	21/24	21/24	24/28	eb1e00					
pullquote attribution	Aleo Italic	16/22	16/22	16/22	18/24	18/24	eb1e00					
in-article header	FTB	14/22	14/22		14/22		333					
in-article headline	FTDB	14/16	14/16		16/20		666	eb1e00	eb1e00			
in-article timestamp	Aleo Italic	12/16	12/16		16/20		999					
SHARE THIS	FTB	8/30	11/30		11/30		ccc					

Kentucky is unbeatable and it's time we all accept it

FORTHEW!N

FORTHEW!N
NFL NBA MLB NHL NCAAB NCAAF GOLF CULTURE MORE
TOP STORIES
Jaw-dropping video captures the madness of European soccer
1.1k shares
BAUHAUS
BoCono
Carlsberg
FTW! GOLF

Data-informed Optimization

Launch.

Emphasize quality and efficiency.

Analyze.

Seek out actionable analytics.

Improve.

A/B test your best ideas.

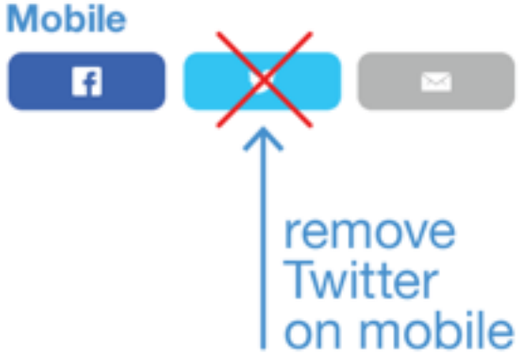
Check Out: **Optimizely**
www.optimizely.com

Example

Desktop

Tablet

Mobile



Desktop

Tablet

Mobile

Learn from user behavior

via @ramotion and @benkimediyorum

Thank You

USA TODAY SPORTS MEDIA GROUP

Joe Myers

UX / UI DESIGN DIRECTOR

@joeartdotcom

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