<u>Landing Page</u>
- Better use of space on the main page to reduce the amount of empty/white space
- Having each section separated by topic so it's easy to find the stories you're looking for...i.e. In a drop down menu for Arts there could be options looking for music, film/tv, etc. to help further the search.
- There could be an editor's note of the week, where top stories/multimedia are promoted in a specific part of the website by the EIC (or could rotate through MEs if that's easier).
- Better integration between the podcasts and their respective sections. For example, The Daily Weekly should be accessible under the NEWS tab, via a drop-down menu (same deal with arts, sports, MiC)!
- Organize the multimedia tab by section (again likely via a drop-down menu), in which podcast would have its own section (not just the little tab in the corner).
- Transcribe the podcasts or expand the articles so that podcasts are more visible on the website.
- Podcast/Audio Tab? Perhaps even something separate from Multimedia? To elevate audio as its own unique way of storytelling.
- Move news/sports/etc. section bars up
- Make masthead bigger than ad below it
  - 129 years of editorial freedom
- Content disappears after the front page (we should have multiple pages!!!)
- Have hyperlink to section with little boxes on the front page
- Dark mode for website maybe
- Structure the front page online like it's the print front page
- Have ads in a less prominent space on site
- Dropdown menu for news for different beats
- Move the subscribe and news tips to the top of the page
- Have pop-up for subscriptions for newsletter
- We need more ads or more content to fill the width of the webpage, not just have the content be weirdly only filling the middle half of the webpage.
- "The grey needs to go." Can we not be grey? We're not a grey section. Our highlight color in the toolbar shouldn't be grey when news and arts and all the other sections get actual colors. We don't like the grey background on the site either. We could really use the navy blue color to add some good visual differences.
- *Can we change the font?* Generally we like the font of the body of the columns but the headers and author's name fonts are "boring." We're a fan of serifs.
- Opinion columnists really like WSJ's set up for their Opinion section dropdown menu.

- - ■ Grid style columns of our columnist/cartoonists' names and not a sprawling alphabetical list might work better for us, though.
  - ○ Why is Opinion and some other sections previewed on the side? Is there a way we can change that?
  - ○ A way to link topics, maybe have a dropdown menu or article tags would be really nice for people to be able to see similar column topics.
  - ○ Drop down menu under sports
  - ○ Need a donate button to be more visible
  - ○ A drop-down menu under the "Arts" tab on the navigation bar / menu, featuring our different beats/kickers (Books, Community Culture, Film, TV, Music, Style, Digital Culture, B-Side, etc.)
    - ■ While we group columns into the "Style" kicker, a "Columns / Arts Column" kicker would probably make more sense
    - ■ *To help sift through "Arts" content broadly in a more organized way, & to be able to find reviews of major releases more easily*
  - ○ I like how we categorize by topic and section and obviously they should stay separated for clarity's sake. I like our story thumbnails with photo they look professional and clear, draws people in.
  - ○ The sections header stays on screen as you scroll. The "most read" sidebar on the home page.
  - ○ The headers make things very organized, as well as the most read box
  - ○ I appreciate the categories and the fairly minimalist design
  - ○ The logo at the top, the way the sections are laid out
  - ○ I like that it isn't a very busy page visually.
  - ○ I like how all the sections are tabs at the top of the page
  - ○ Maybe having a small subtitle or quote under headlines would make people more interested in articles (https://www.nytimes.com/ does this).
  - ○ Embed Twitter feed or FB on the website

Article

  - ○ Incorporating more multimedia into the articles on the website, like photos from an event that is being covered attached with the article, or even with video and podcast!
  - ○ A place for recommended articles based on what a user has searched (more easily achieved if each story is tagged not only as its section but by specific topic).
  - ○ Incorporate audio elements to stories! For example, have the reporter record themselves reading their story and include a link to the audio with the article on the TMD website (make the daily more accessible to everyone!).
  - ○ Transcribe the podcasts or expand the articles so that podcasts are more visible on the website.

- Distribute photos throughout an article rather than a gallery
- Add option for Youtube at top of the page
- Implement a "recommended" algorithm to show readers similar column
- The picture of one's face (headshot) is huge when it gets shared. Maybe a shift to the headshot inclusion as part of the article, not the visual quote card?
- For sports specifically, need kickers for all of them that are more easily accessible
- Put the date in the tile where the story is
- Title --> picture —> story setup is bland, not aesthetically pleasing. The Athletic has a good way of doing it. Shouldn't be just all the way straight down rectangular.
- Would be dope to have TMD logo for breaks (The Athletic does this as well)
- If possible, eradication of the "Buy this photo" auto-generated text beneath every graphic in an article
  - *While using licensed images & proper crediting should eliminate issues, this just sends a conflicting message about our non-commercial reuse of the actual photos themselves & was arguably the impetus for issues we have had with graphics.*
- There could be less empty space and articles/titles could fill the space better, there could be more color, there could be differentiation with the way the articles/sections are organized, there could be variations (even movements?) within the article graphics
- Change the font! Also, please get rid of the ugly gray and simplistic story template.
- Also, if some articles/sections have photos on a given page, all of them should have photos for the sake of consistency and so photo-less articles don't go ignored. For opinion, either replace quote-cards with a photo of the columnist's choice or at least make them all the same design!

Section Page

- Have a section for Pod
  - Make it organized!!
- Give us archive pages - No scrolling to the end of the Opinion page with no way to go back in time to older articles.
- No way to see story archives unless you're on workflow. Need a way to go back and see older stories or a "more content" button of some kind
- Related: date on stories should be when they're published, not when they're put on workflow
- Making older content more accessible on individual section pages
  - *Social media style scroll of info/articles that every page makes it hard for users to keep track of what articles they'd like to read;*

also very hard for users to see new articles for no more than ~ 5-8 hrs

- Implement continuous scrolling and/or "next page" function so users can actually have an uninterrupted stream of news/content
  - By making sure all articles are accessible and searchable (even older ones), it also could be helpful to have a feature at the bottom of the article that recommends other similar/related articles to read (most news websites have this such as the NYT)
  - The off-white background might look like newsprint paper, but on a computer screen it looks a little dated and dingy. Facebook is also the worst so I definitely dislike seeing that at the bottom of every article, particularly given there are rarely any comments to begin with, but that's just a personal thing, and not super related to the design of the website. Would love a native comments section, but I know those are tough to implement securely.

Search Function
- When I look up a person's full name, instead of the results looking for exact matches, they give me partial matches based on the person's first name
- The search feature is not optimal in that searches return things that do not seem to be actually relevant
- Improved search functions on the website
  - Currently, when searching for articles by a particular author, articles with that author's name in the body of the text are reported more than articles that feature that author in the byline
  - Make the search function less intrusive: the search function doesn't need to be its own separate type-in form where the rest of the site is dimmed down
  - Clean up the search results page — *it's hard to read the title vs. the author vs. the lead/byline*
- Mobile site has no search function, implementing one

Author Page
- A link leading to a page with all the artist's (and photographer's) work (like what writers have ex. https://www.michigandaily.com/author/maxmarco)
- Have author pages that show the author's full work
- It'd be nice to have a profile for each columnist, which is where the headshot should be, and a list of all of that columnist/cartoonist's content.
  - Headshot in the quote card potentially (not a popular option)? Headshot only as a profile pic (we like this option better)?
  - Should be easier to put things on your own author page, shouldn't have to click something in workflow
- A page with author bios

- - - *To take a cue from other professional news sites like The New York Times*

Other

- ○ Clear link to the https://issuu.com/michigandaily to see print issues
- ○ Have PDF option to share articles
- ○ Customized subscription option
- ○ Fix the merchandise tab
- ○ We've had reports of people/family/friends having trouble commenting. Can we fix or make a way to comment that isn't through Facebook?
- ○ Staying logged in on multiple devices
- ○ Speed up how long it takes for stories to show up on the nodequeue
- ○ Get rid of "weird square quote things" (the messed up apostrophes and quote marks in workflow)
- ○ Make the most read function show different stories, we're fed up with "to the white men"
- ○ One nodequeue — having left and right is annoying and dumb
- ○ Need a way to input video that's not through Twitter
- ○ Annoying that analytics report doesn't have all sports on it
  - ■ Need more analytics reports generally
  - ■ Also, people actively don't believe them — clearly off-base at times
- ○ Google survey thing is annoying af. Some people don't read stories writers send them cause of that
- ○ Add a calendar feature.
  - ■ *Being able to scroll through a calendar and clicking on a date to show said date's articles would make for an easily accessible digital archive.*

Are there any news publication websites that you find accessible and easy to navigate? If so, what are the websites and what would you like to see TMD implement from these other websites?

- ● CNN breaks down their news into a few more categories like U.S. and World, maybe we could make a section solely about UM news.
- ● https://www.thecrimson.com/ replaces blocked ads with an image asking readers to disable ad block; I think this would be good to preserve formatting on ad-blocked pages, and it isn't dismissable like a pop-up is (plus there are pop-up blocking extensions out there as well, so people might not even see them). https://thedailytexan.com/ has their tweets and podcast embedded in a side column; this would be great to add under the "most read" section of the homepage. The author name under headlines also links to that person's page, and the publication date is shown beneath, which is cool. (Side note, the comments feature of the Daily only seems to work a fraction of the time.)

- NYT has a main headlining story which I prefer to our website— on ours its unclear which is our main story of the day
- I'm not sure if there's any particular website that I love
- http://manrepeller.com has good graphics for articles

From how long ago would you like to see articles published on the website? (ex. Two months ago, only the articles in the past week)
- Maybe just past week and then an archive
- One or two weeks, but there needs to be a "show more" or "next page" feature at the bottom of pages to navigate further back in time. A "sort by" menu or some sort of tagging feature to navigate subtopics within a section might also be helpful.
- From the start of the daily
- I'd like to see the past week of articles on display but still have older articles in an archive accessible by a search function of some sort
- past 5 years
- Past week
- I think the popularity of the article should be taken into account when determining how long it should stay up on the website. For example, an article that was posted a couple weeks ago may still be gaining in popularity and thus shouldn't be taken down, even if it's already a few weeks old. Whereas, for an article that was posted a couple weeks ago but has stagnant views, it isn't really necessary to keep it up if it's taking space where newer articles can be posted.
- Two months ago

Web Team Suggestions
- Expand API to both mobile app and website
- tweak how we want website to generate content in future
- whitespace on sides of articles/website
- sorting articles, filtering by author
- favorites button for articles
- don't like the colors when you hover over menu bar (should be the same color)
  - Make it more color blind friendly
- landing page -- articles look really packed together
- filtering per sport
- don't like the subscribe page
- search page is barebones
- format makes articles really long (super thin)
- social media should be more present, not just on the top
- previews of articles (maybe when you hover over an article)
- Landing page -- each article shows what section it is from

- search bar -- want autocomplete
- different forms of articles
- emphasize the subscribe/donate buttons (sidenote there are 3 places to subscribe/donate)
- each section should have description pages to know what each section is