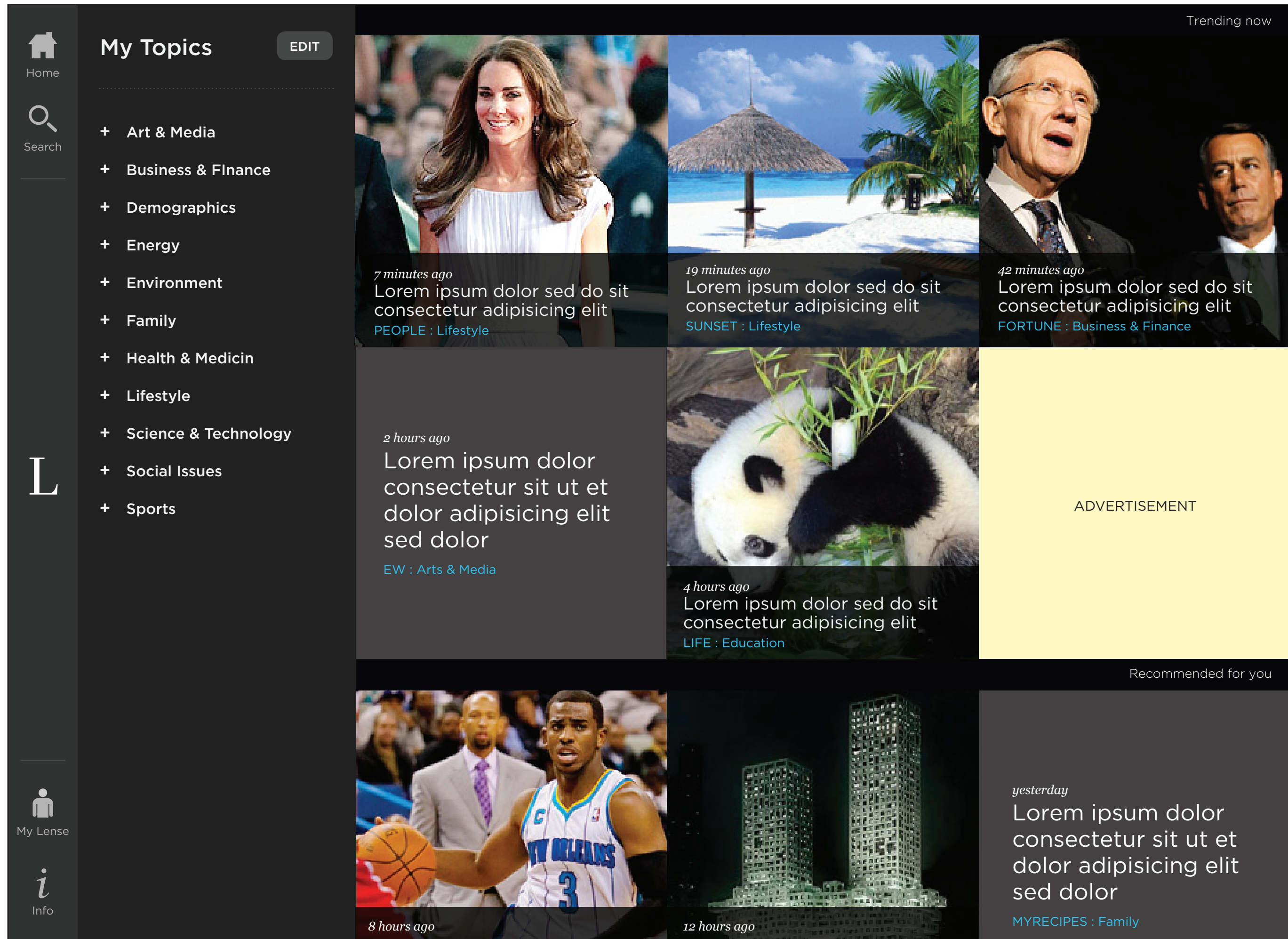


# LENS



## NOTES

- There are 8 Trending Now. When users swipe upwards, they will get more Recommended For You.

### Navigation

- LIST and GRID button alternates depending on which view users are on.

- MY LENSE is where users can customize the app. They can add/subtract TOPICS, set up profile, syncing option, and other preferences

- INFO is about the app. Users can provide feedback about the app via email.

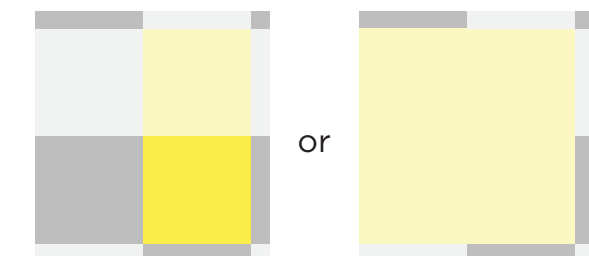
### Content

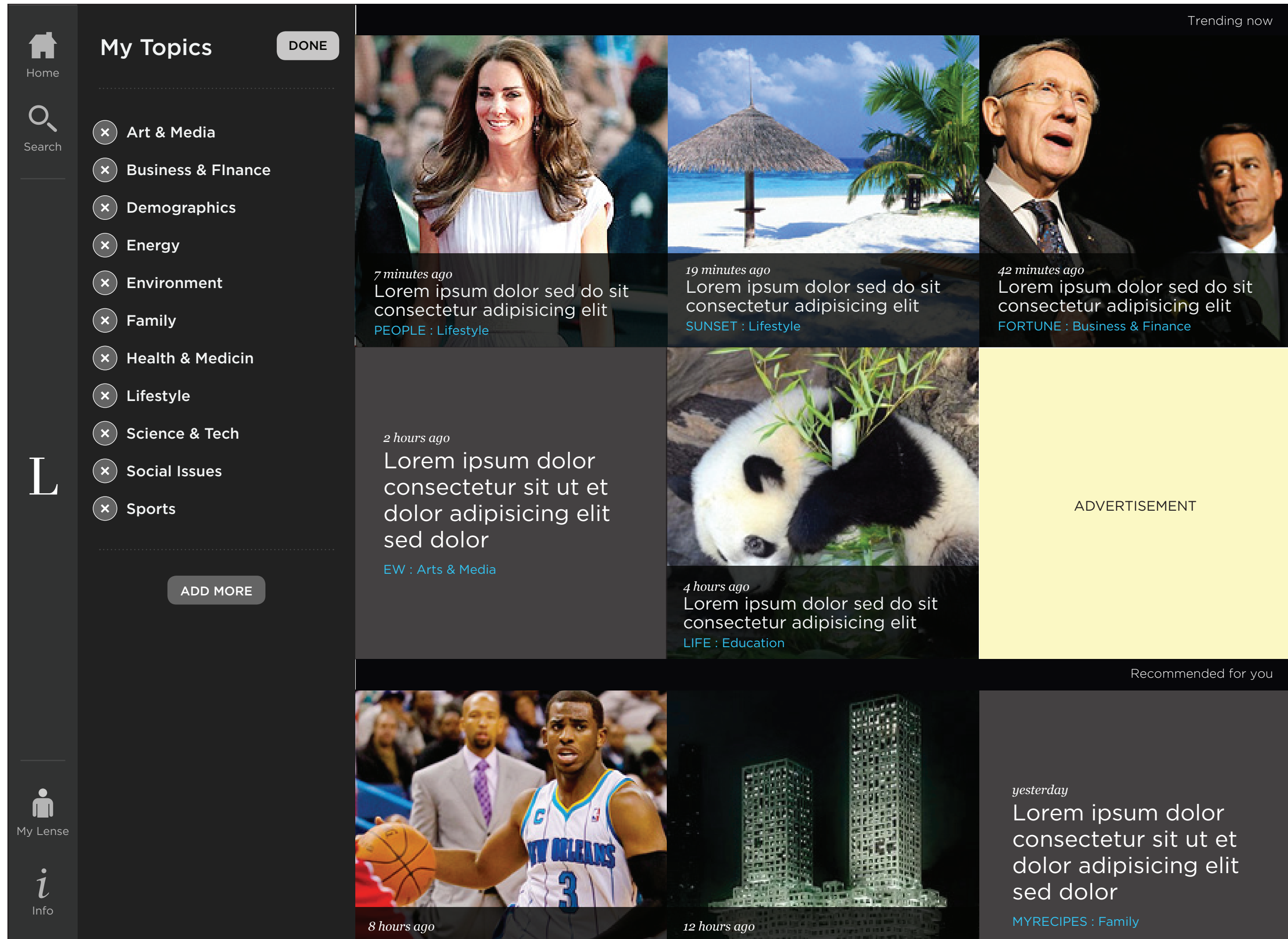
- Images are at 1:1 ratio

### Advertisement

- When users tap on an advertisement box, adjacent box(s) can be taken over with advertisement for more real estate.

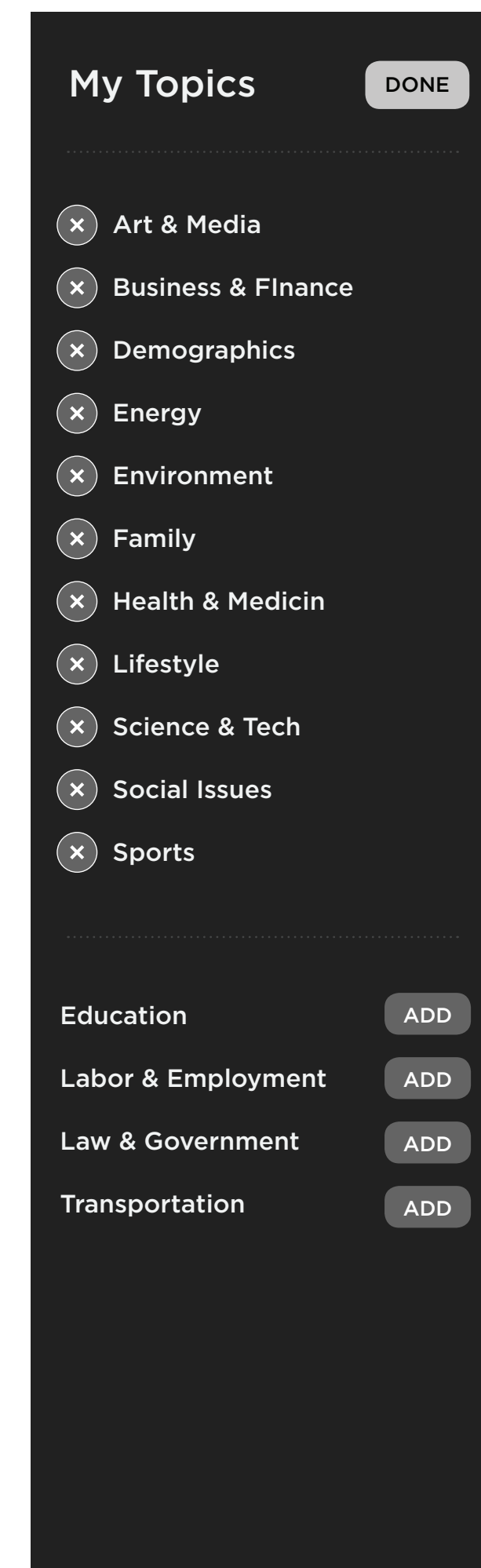
eg : videos or interactive ads can be played within this expanded state of ad





## NOTES

- below is when users tap on "add more" button



## NOTES

### Advertisement

- Topics can be targeted and sponsored by advertisers. Article level pages would run this advertiser's ads only.

Home

Search

MORE TOPICS >

# Sports

SPONSORED BY LEXUS

*just now*  
Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor  
GOLF MAGAZINE

*2 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
SI

*5 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
TIME

*3 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
FORTUNE

*7 hours ago*  
Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor  
FORTUNE

*9 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
SI

*12 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
TIME

### lorem ipsum recommended for you

|   |  |  |  |
|---|--|--|--|
| <p><i>yesterday</i><br/>Lorem ipsum dolor consectetur sit ut et dolor elit ut adipiscing set sed dolor lorem sip sut<br/>SI</p>             | <p><i>Jan 19, 2011</i><br/>Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor<br/>GOLF MAGAZINE</p> | <p><i>Jan 17, 2011</i><br/>Lorem ipsum dolor consectetur sit ut et dolor elit ut adipiscing elit sed dolor lorem.<br/>SI</p> | <p><i>Jan 23, 2011</i><br/>Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor<br/>TIME</p>  |
| <p><i>Jan 17, 2011</i><br/>Lorem ipsum do sectueter or consectetur sit ut et dolor elit sicing elit sed dolor adipiscing elit sed dolor</p> | <p><i>Jan 21, 2011</i><br/>Lorem ipsum door consectetur sit ut et dolor elit consectetur</p>                             |  | <p><i>Jan 15, 2011</i><br/>Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor sed dolor</p> |

My Lense

Info

## NOTES

### Advertisement

- Topics can be targeted and sponsored by advertisers. Article level pages would run this advertiser's ads only.

Home

Search


# My Topics

EDIT


< HIDE TOPICS

## Sports

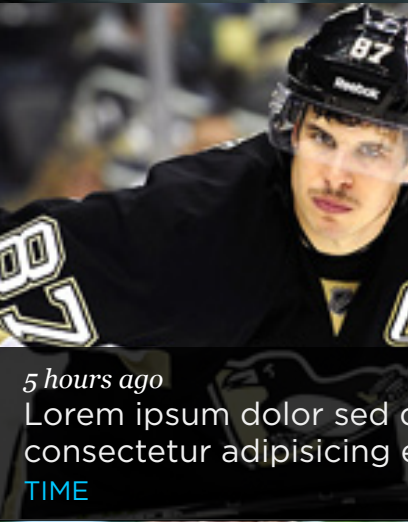
- + Art & Media
- + Business & Finance
- + Demographics
- + Energy
- + Environment
- + Family
- + Health & Medicine
- + Lifestyle
- + Science & Technology
- + Social Issues
- + Sports
  - Aeronautical sports
  - Archery
  - Athletes
  - Baseball
  - Basketball
  - Bodybuilding
  - Bowling
  - Boxing
  - Cheerleading
  - Coaches
  - College sports



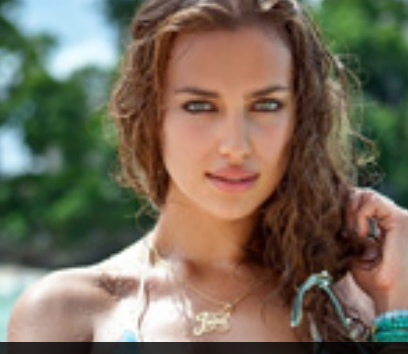
*just now*  
Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor  
GOLF MAGAZINE



*2 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
SI





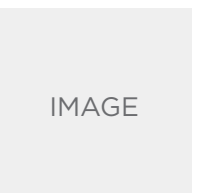
*5 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
TIME

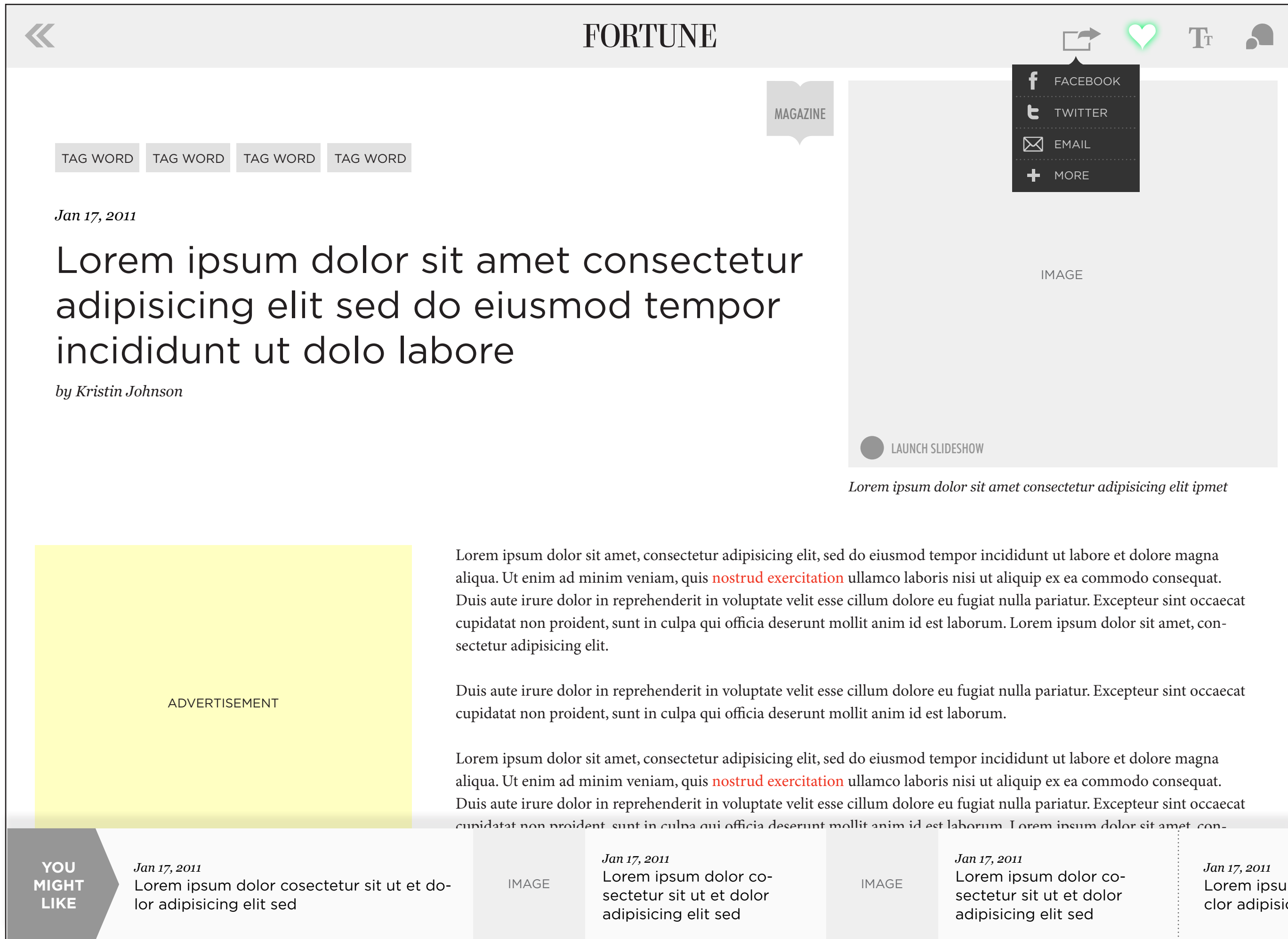


*9 hours ago*  
Lorem ipsum dolor sed do consectetur adipiscing elit  
SI

*7 hours ago*  
Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor  
FORTUNE

### lorem ipsum recommended for you

|   |  |  |
|---|--|--|
|  <p><i>yesterday</i><br/>Lorem ipsum dolor consectetur sit ut et dolor elit ut adipiscing set<br/>sed dolor lorem sip sut<br/>SI</p> | <p><i>Jan 19, 2011</i><br/>Lorem ipsum dolor consectetur sit ut et dolor adipiscing elit sed dolor<br/>GOLF MAGAZINE</p>   |  <p><i>Jan 17, 2011</i><br/>Lorem ipsum dolor consectetur sit ut et dolor elit ut adipiscing elit<br/>sed dolor lorem.<br/>SI</p> |
| <p><i>Jan 17, 2011</i><br/>Lorem ipsum do sectueter or consectetur sit ut et dolor elit sicing elit sed dolor adipiscing elit sed dolor</p>   |  <p><i>Jan 21, 2011</i><br/>Lorem ipsum door consectetur sit ut et dolor elit consectetur</p> |  |



## NOTES

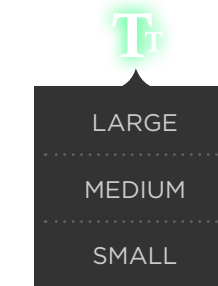
### Navigation

- Upper left arrow takes you back to a page a user was on (see how CNN app works in article level)

- Top header with brand logo, Share, Like, Text Size, and Comment buttons are does not move when page is swiped.

- LIKE is highlighted (see left) when you tap on the icon. This would be recorded and used to factor into recommendations that appeared on the home screen.

- TEXT SIZE tapover



- Images are at 1:1 ratio. Images can also be expanded to a full screen as a slideshow

- Videos (16:9) can also be played in image area

### Share

- A standard API over screen



### You Might Like

- This module is present when a user arrives on article page as shown on left. Once a user starts swiping top/bottom, the module disappears. It also disappears on a tap.

- It reappears automatically when article is swiped all the way to the end of article.

- A tap on screen makes the module appear/disappear

### Advertisement

- Ads can expand downwards for more real estate.

- Full screen ads are between articles when swiped from left to right

eg : videos or interactive ads can be played within this expanded state of ad



MAGAZINE

TAG WORD TAG WORD TAG WORD TAG WORD

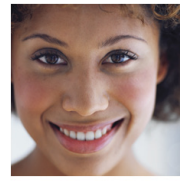
YOUR COMMENT

Name :  Email :  (will not be displayed)

Your Comment :

POST COMMENT

VIEW COMMENTS



**Betsy Dennis**

Consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Adipiscing elit sed do eiusmod elit 2 hours ago



**April07**

Consectetur adipiscing elit sed do eiusmod tempor incididunt ut 3 hours ago



**AaronG**

Consectetur adipiscing elit sed do eiusmod tempor incididunt ut

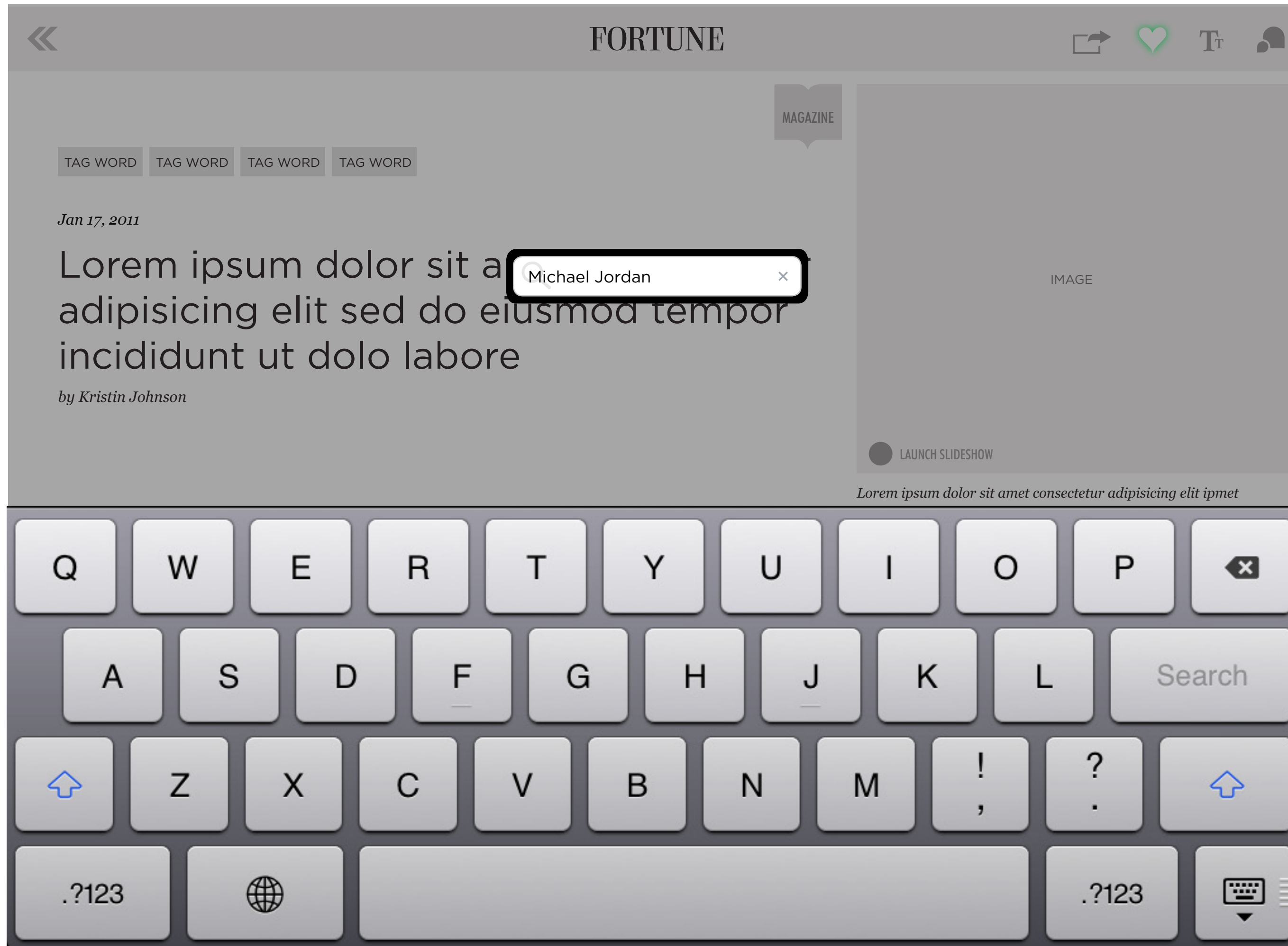


Search



## NOTES

- Search is activated by swiping bottom center upwards. A user types in the search word(s) and tap on "Search" on keyboard to begin.



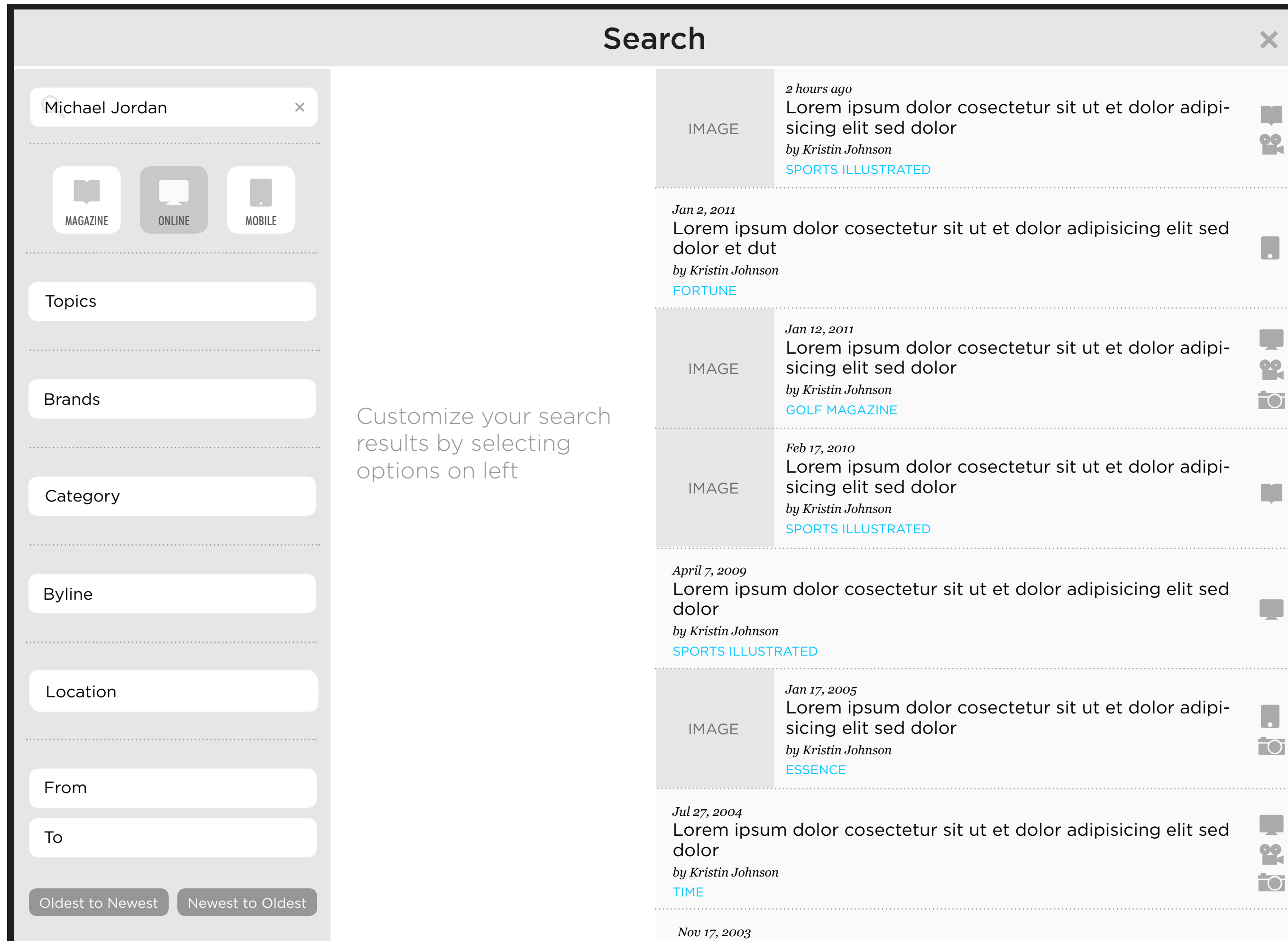
## NOTES

- After a user taps on "Search", Results page expands from search box to search screen on left.

- Each search filter should have a loading graphic in center of screen to let users know that results are being filtered

- More than 1 content type button can be selected

- Icons on very right indicates content (magazine, online, and mobile) and media type (photo, video)



## NOTES

- As a user go through each search filter, results on right column should reload

### Search

- MAGAZINE
- ONLINE
- MOBILE

Topics

Brands

Category

Byline

Location

From

To

Oldest to Newest | Newest to Oldest

|                      |    |       |   |  |
|----------------------|----|-------|---|--|
| + Art & Media        | 6  | IMAGE | <i>2 hours ago</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br><i>by Kristin Johnson</i><br>SPORTS ILLUSTRATED     |  |
| + Business & Finance | 7  |       |   |  |
| + Demographics       | 5  |       |   |  |
| + Education          | 19 | IMAGE | <i>Dec 21, 2011</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br><i>by Kristin Johnson</i><br>GOLF MAGAZINE         |  |
| + Energy             | 5  |       |   |  |
| + Environment        | 5  |       |   |  |
| + Family             | 9  |       | <i>Jan 17, 2009</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed<br>dolor<br><i>by Kristin Johnson</i><br>FORTUNE            |  |
| + Health & Medicin   | 8  |       |   |  |
| + Labor & Employment | 4  |       |   |  |
| + Law & Government   | 2  |       | <i>Jan 17, 2009</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br><i>by Kristin Johnson</i><br>SPORTS ILLUSTRATED    |  |
| + Lifestyle          | 24 | IMAGE |   |  |
| + Science & Tech     | 5  |       |   |  |
| + Social Issues      | 7  |       | <i>Jan 17, 2008</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed<br>dolor<br><i>by Kristin Johnson</i><br>SPORTS ILLUSTRATED |  |
| - Sports             | 45 |       |   |  |
| Aeronautical sports  |    |       |   |  |
| Archery              |    |       |   |  |
| Athletes             |    |       | <i>Jan 17, 2006</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed<br>dolor<br><i>by Kristin Johnson</i><br>SPORTS ILLUSTRATED |  |
| Baseball             |    |       |   |  |
| Basketball           |    |       |   |  |
| Bodybuilding         |    |       | <i>Jan 17, 2005</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed<br>dolor<br><i>by Kristin Johnson</i><br>TIME               |  |
| Bowling              |    |       |   |  |
| Boxing               |    |       |   |  |
| Cheerleading         |    |       | <i>Jan 17, 2001</i>   |  |

## NOTES

- As a user go through each search filter, results on right column should reload

### Search

MAGAZINE ONLINE MOBILE

Topics

Brands

Category

Byline














Location

From

To

Oldest to Newest Newest to Oldest

- All You
- Business 2.0
- Coastal Living
- Cooking Light
- Entertainment Weekly
- Essense
- Fortune Small Business
- Fortune
- Fortune Asia
- Fortune Europe
- Golf Magazine
- Health
- Life
- Money
- On
- People
- People StyleWatch
- People en Español
- Real Simple
- Southern Living
- Sports Illustrated
- Sports Illustrated Kids
- Sports Illustrated Presents

|       |  |   |
|-------|--|---|
| IMAGE | 10 hours ago<br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br>by Kristin Johnson<br>SPORTS ILLUSTRATED | <br>  |
|       | Jan 17, 2011<br>Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed<br>dolor<br>by Kristin Johnson<br>FORTUNE              |    |
| IMAGE | Sep 17, 2008<br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br>by Kristin Johnson<br>GOLF MAGAZINE      | <br><br>      |
| IMAGE | Jan 17, 2008<br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br>by Kristin Johnson<br>SPORTS ILLUSTRATED |    |
|       | Dec 17, 2007<br>Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed<br>dolor<br>by Kristin Johnson<br>SPORTS ILLUSTRATED   |    |
| IMAGE | Jun 17, 2005<br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br>by Kristin Johnson<br>ESSENCE            | <br>  |
|       | Jan 17, 2004<br>Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed<br>dolor<br>by Kristin Johnson<br>TIME                 | <br><br> |
|       | Jan 17, 2001   |   |

## NOTES

- As a user go through each search filter, results on right column reloads

### Search

MAGAZINE ONLINE MOBILE

Topics

Brands

Category

Byline















Location

From

To

Oldest to Newest Newest to Oldest

- Adaptation
- Analysis
- Chronology
- Column
- Cover Story
- Excerpt
- Index
- Inside Cover
- Interview
- Letter
- Masthead
- Obituary
- Photo Essay
- Profile
- Quotation
- Ranking
- Recipe
- Reprint
- Review
- Section Table of Contents
- Table of Content
- Cover

|       |  |   |
|-------|--|---|
| IMAGE | <i>3 hours ago</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br><i>by Kristin Johnson</i><br>SPORTS ILLUSTRATED  |     |
| IMAGE | <i>Jan 17, 2011</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br><i>by Kristin Johnson</i><br>GOLF MAGAZINE      |          |
|       | <i>Nov 17, 2010</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed<br>dolor<br><i>by Kristin Johnson</i><br>FORTUNE              |    |
| IMAGE | <i>Jan 17, 2009</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br><i>by Kristin Johnson</i><br>SPORTS ILLUSTRATED |    |
|       | <i>Jan 17, 2006</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed<br>dolor<br><i>by Kristin Johnson</i><br>SPORTS ILLUSTRATED   |    |
|       | <i>Mar 17, 2005</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed<br>dolor<br><i>by Kristin Johnson</i><br>PEOPLE               |     |
| IMAGE | <i>Jan 17, 2004</i><br>Lorem ipsum dolor cosectetur sit ut et dolor adipi-<br>sicing elit sed dolor<br><i>by Kristin Johnson</i><br>TIME               |    |
|       | <i>Aug 17, 2002</i>  |   |

## NOTES

- As a user go through each search filter, results on right column should reload

### Search

|                  |   |   |  |
|------------------|---|---|--|
| Joel, Dennis     | A | <i>1 hour ago</i>   |  |
| Joey, April      | B | Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed dolor |  |
| Joh, Cara        | C | <i>by Kristin Johnson</i>   |  |
| Johann, Katy     | D | <a href="#">SPORTS ILLUSTRATED</a>                                      |  |
| Johannes, Evan   | E | <i>Jan 17, 2011</i>   |  |
| John, Angela     | F | Image placeholder   |  |
| Johnny, Naomi    | G | <i>by Kristin Johnson</i>   |  |
| Johnson, Bill    | H | <a href="#">GOLF MAGAZINE</a>   |  |
| Johnson, Amy     | I | <i>Nov 17, 2008</i>   |  |
| Johnson, Aaron   | J | Image placeholder   |  |
| Jonah, Kim       | K | <i>by Kristin Johnson</i>   |  |
| Jonathan, Warren | L | <a href="#">FORTUNE</a>   |  |
| Jonny, Chad      | M | <i>Dec 17, 2008</i>   |  |
| Joo, Richard     | O | Image placeholder   |  |
| Joost, Lauren    | P | <i>by Kristin Johnson</i>   |  |
| Joram, Dwayne    | R | <a href="#">SPORTS ILLUSTRATED</a>                                      |  |
| Jordan, Michelle | S | <i>Jan 17, 2007</i>   |  |
| Jorge, George    | T | Image placeholder   |  |
| Jorgen, Nina     | U | <i>by Kristin Johnson</i>   |  |
| Jorma, Juliette  | V | <a href="#">SPORTS ILLUSTRATED</a>                                      |  |
| Jory, Tricia     | W | <i>Jan 17, 2006</i>   |  |
| Jose, Karen      | X | Image placeholder   |  |
| Josef, Karim     | Y | <i>by Kristin Johnson</i>   |  |
| Joseph, Donald   | Z | <a href="#">TIME</a>  |  |
|                  |   | <i>Feb 17, 2005</i>   |  |

## NOTES

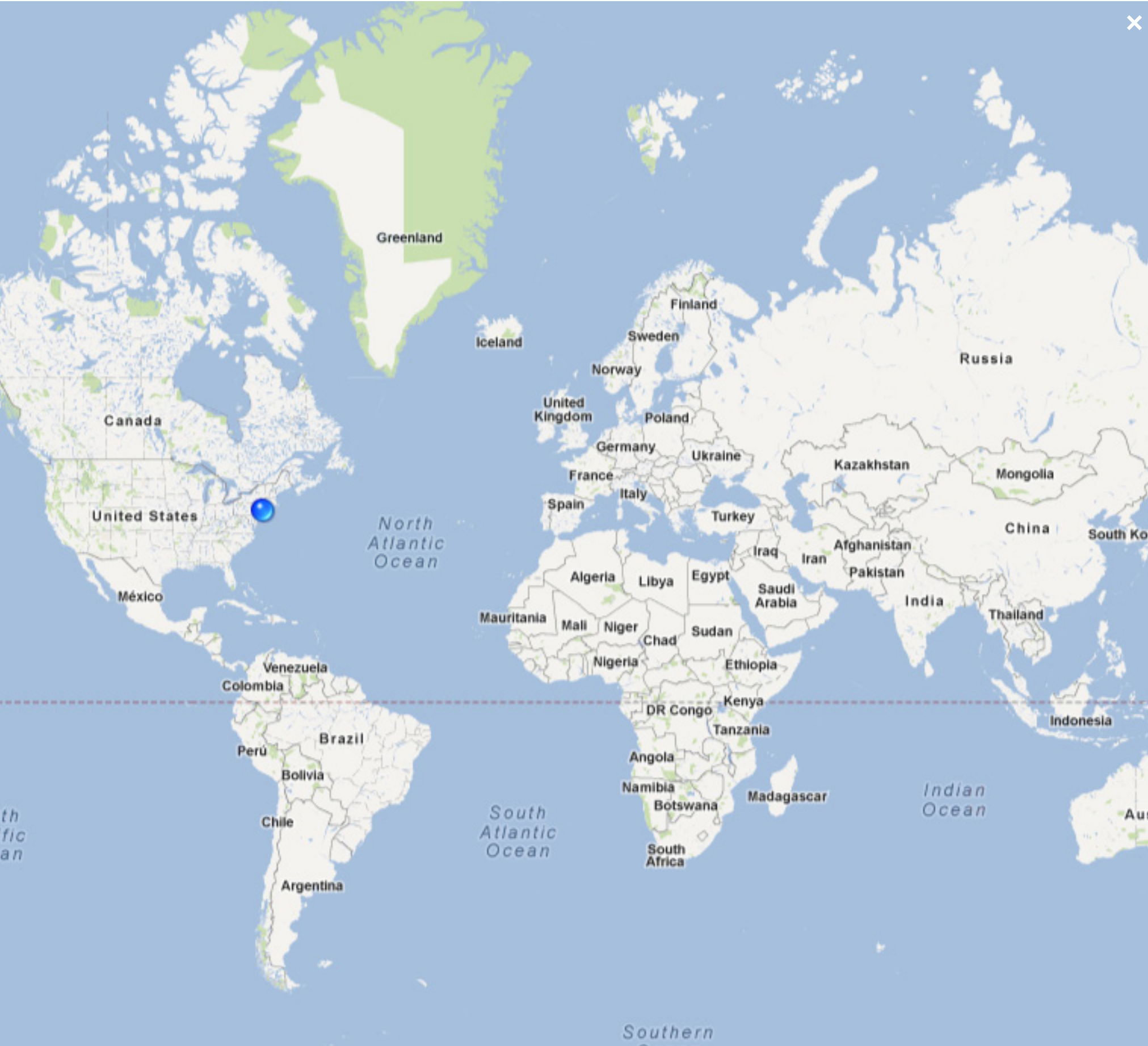
- As a user go through each search filter, results on right column reloads

### Search

MAGAZINE ONLINE MOBILE

  
  
  
  
  
  
  
  
  
  
  
  
  
  
Oldest to Newest Newest to Oldest



## NOTES

- As a user go through each search filter, results on right column should reload

### Search

Year

Month

|     |     |     |     |
|-----|-----|-----|-----|
| Jan | Feb | Mar | Apr |
| May | Jun | Jul | Aug |
| Sep | Oct | Nov | Dec |

MAGAZINE ONLINE MOBILE

Topics

Brands

Category

Byline

Location

From

To

Oldest to Newest Newest to Oldest

*Jan 17, 2011*  
Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed dolor  
*by Kristin Johnson*  
[SPORTS ILLUSTRATED](#)

IMAGE *Apr 17, 2010*  
Lorem ipsum dolor cosectetur sit ut et dolor adipi-  
sicing elit sed dolor  
*by Kristin Johnson*  
[GOLF MAGAZINE](#)

*May 17, 2009*  
Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed dolor  
*by Kristin Johnson*  
[FORTUNE](#)

IMAGE *Jan 17, 2009*  
Lorem ipsum dolor cosectetur sit ut et dolor adipi-  
sicing elit sed dolor  
*by Kristin Johnson*  
[SPORTS ILLUSTRATED](#)

*Sep 17, 2008*  
Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed dolor  
*by Kristin Johnson*  
[SPORTS ILLUSTRATED](#)

*Jan 17, 2006*  
Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed dolor  
*by Kristin Johnson*  
[SPORTS ILLUSTRATED](#)

*Jul 17, 1997*  
Lorem ipsum dolor cosectetur sit ut et dolor adipisicing elit sed dolor  
*by Kristin Johnson*  
[TIME](#)

*Jan 17, 2003*



