WeChat Subscription Account | Reading Experience - Redesign

Rita Lei - Mar 15, 2019

Introduction

What is WeChat subscription account?

WeChat is the largest social network on the mainland, It has a product called WeChat Subscription account, which allows account managers to push frequent content to the followers. Account managers can broadcast one message per day. The account followers will see the update information in the subscription area.

Change

This change of the display of the subscription account messages transforms what used to be a list of accounts into a more "Facebook-style" newsfeed.

BEFORE
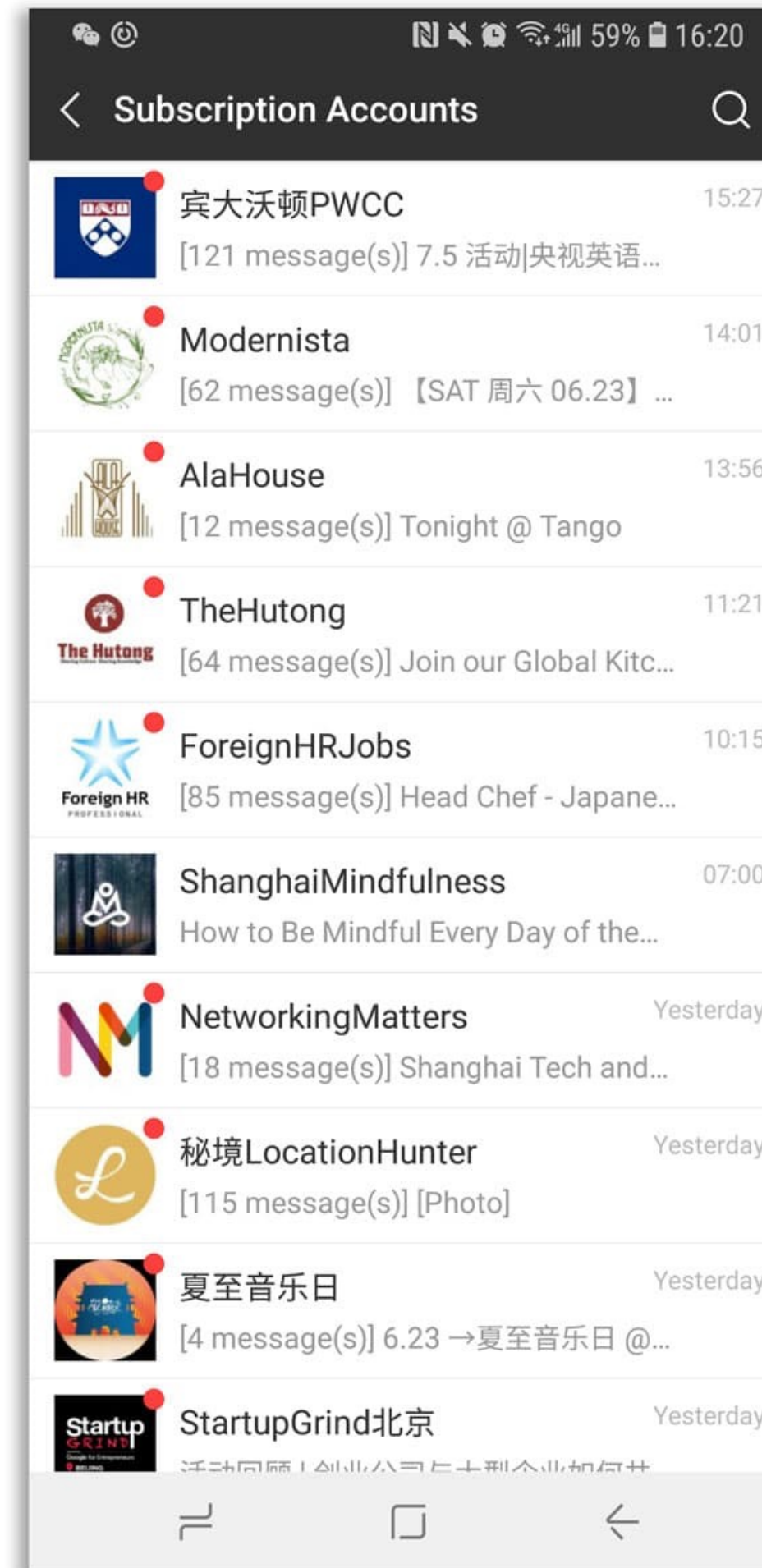
Subscription folder used to require users to open each account to see its content

NOW

Content from all accounts is now displayed in a more intuitive content feed

Overall Process

1. **Stakeholder Map**

2. **Quantitative Research - Questionnaire**

3. **Qualitative Research - Interviews**

4. **User Journey Map**

5. **Persona**

6. **Storyboard**

7. **Solution**

8. **Tangible User Testing**

1.1.1 Secondary Research - Brand Values

For customers:

• Less is more. **Simplicity leads to beauty.**

• A good product manifests **"achieve what you need and be on your way"** (用完即走).

  It means that users shouldn't spend too much attention and energy on screen. And they should move on to other important things in their lives, like spending time with family and other productive tasks.

• "If your product is good enough, users will come back on their own — you don't need to pull them back."— Allen.
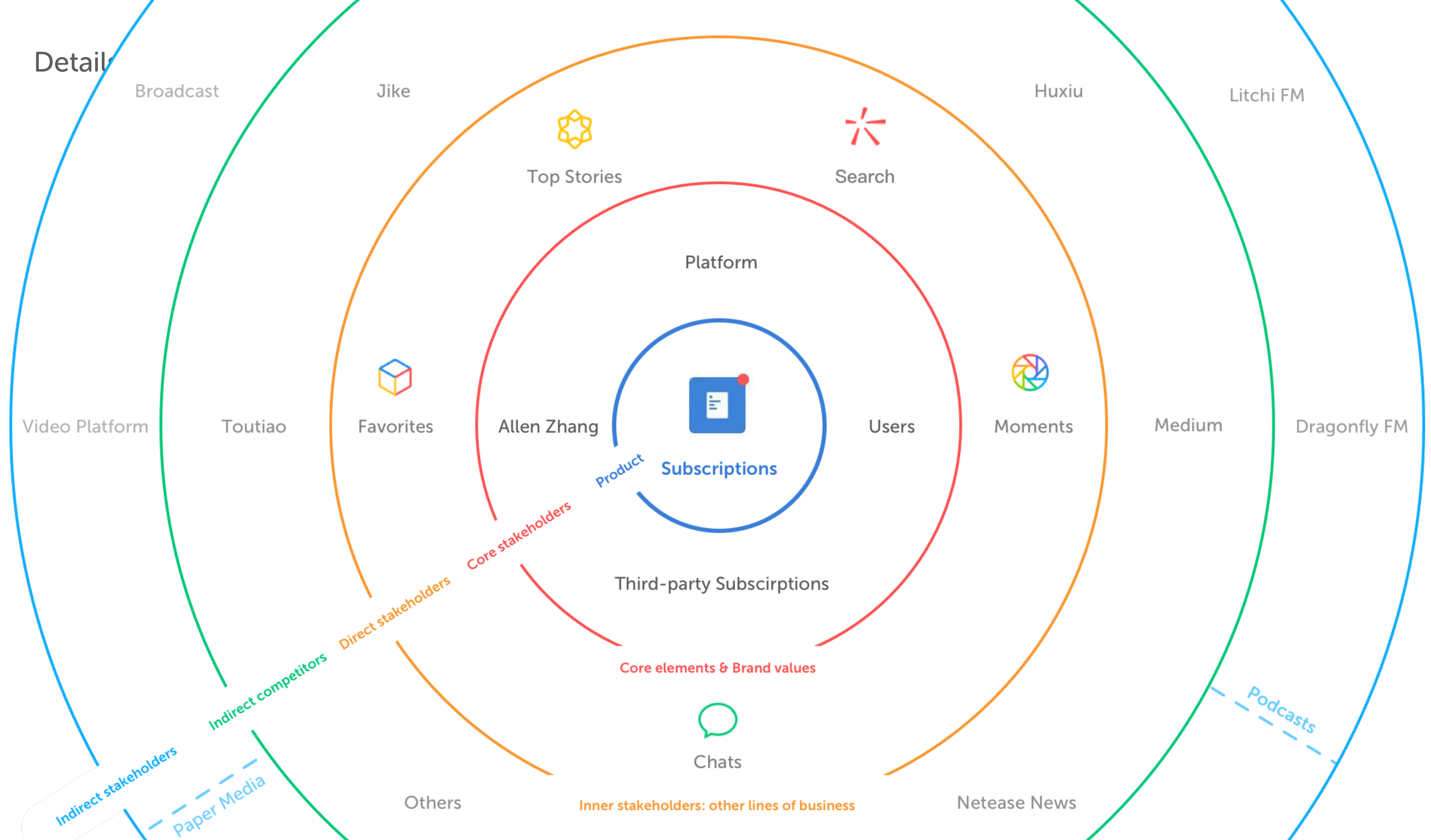
For subscription accounts:

• Bridge the gap **between good articles with target readers** directly.

• Slogan—— **Everyone owns equal opportunity to stand out.**

Stakeholder Map

Based on resources I gathered online,

In order to get an overall understanding

of the eco-system of Subscriptions

Account, I framed out the stakeholder

Map, which uses radiation to

demonstrate the level of influence:

- Core stakeholders
- Direct stakeholders
- Indirect stakeholders

Detail

Broadcast   Jike   Huxiu   Litchi FM

Top Stories   Search

Platform

Subscriptions

Video Platform   Toutiao   Favorites   Allen Zhang   Users   Moments   Medium   Dragonfly FM

Product

Third-party Subscirptions

Core stakeholders

Direct stakeholders

Indirect competitors

Indirect stakeholders

Core elements & Brand values

Paper Media

Podcasts

Chats

Others   Inner stakeholders: other lines of business   Netease News

Quantitative Research - Age Range

选项 ⇕	小计⇕	比例	
26-35	71		50%
18-25	52		36.62%
36-45	14		9.86%
45-55	4		2.82%
12-17	1		0.7%
55-60	0		0%
61+	0		0%
本题有效填写人次	142		

55-60: 0%
61+: 0%
12-17: 0.7%
45-55: 2.82%
36-45: 9.86%
18-25: 36.62%
26-35: 50%
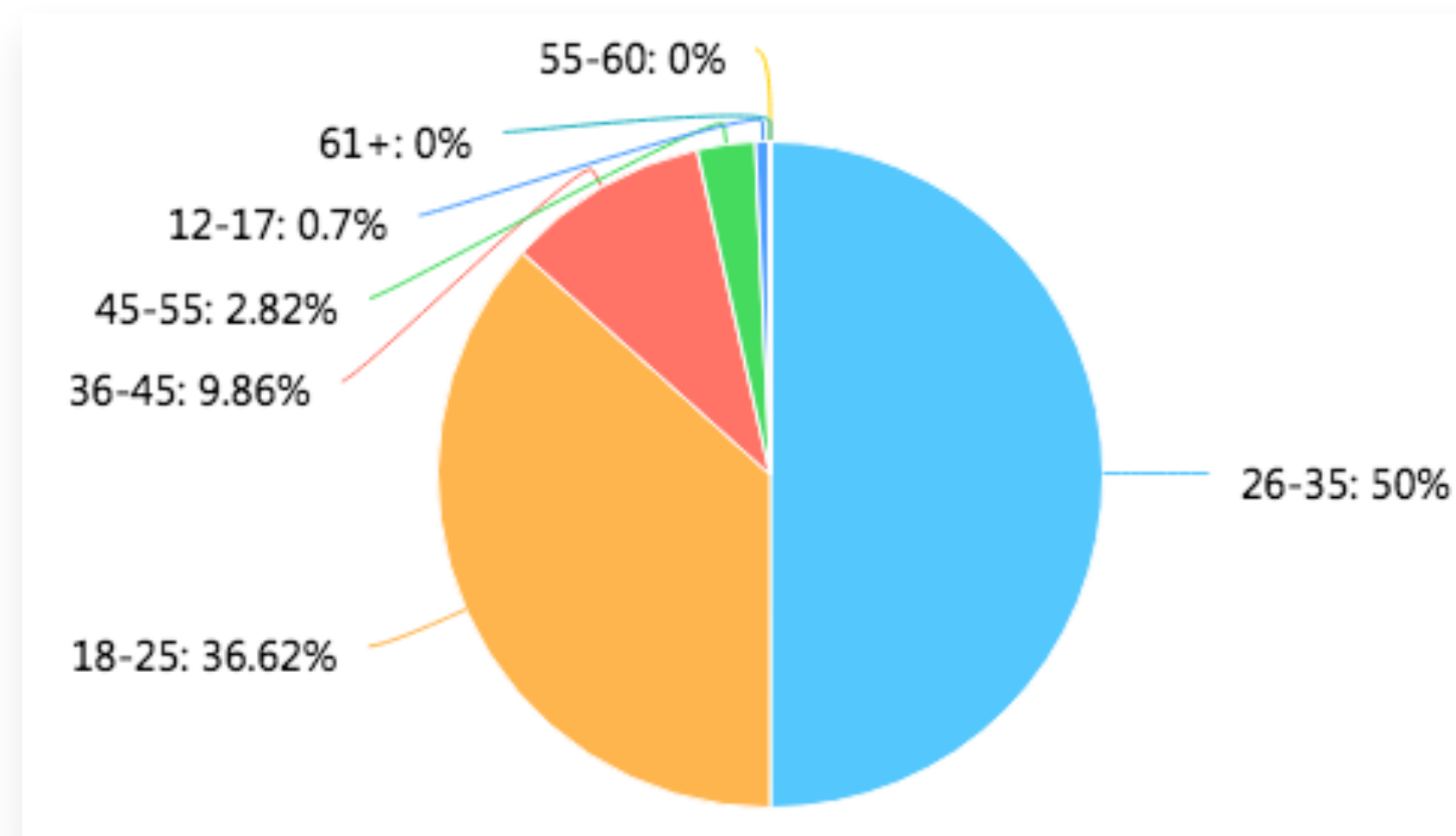
In total, I got feedbacks from **142** Users,

From which，most users (50%) are from 26-35 age range
Users from 18-25 age range come next (more than 30%)
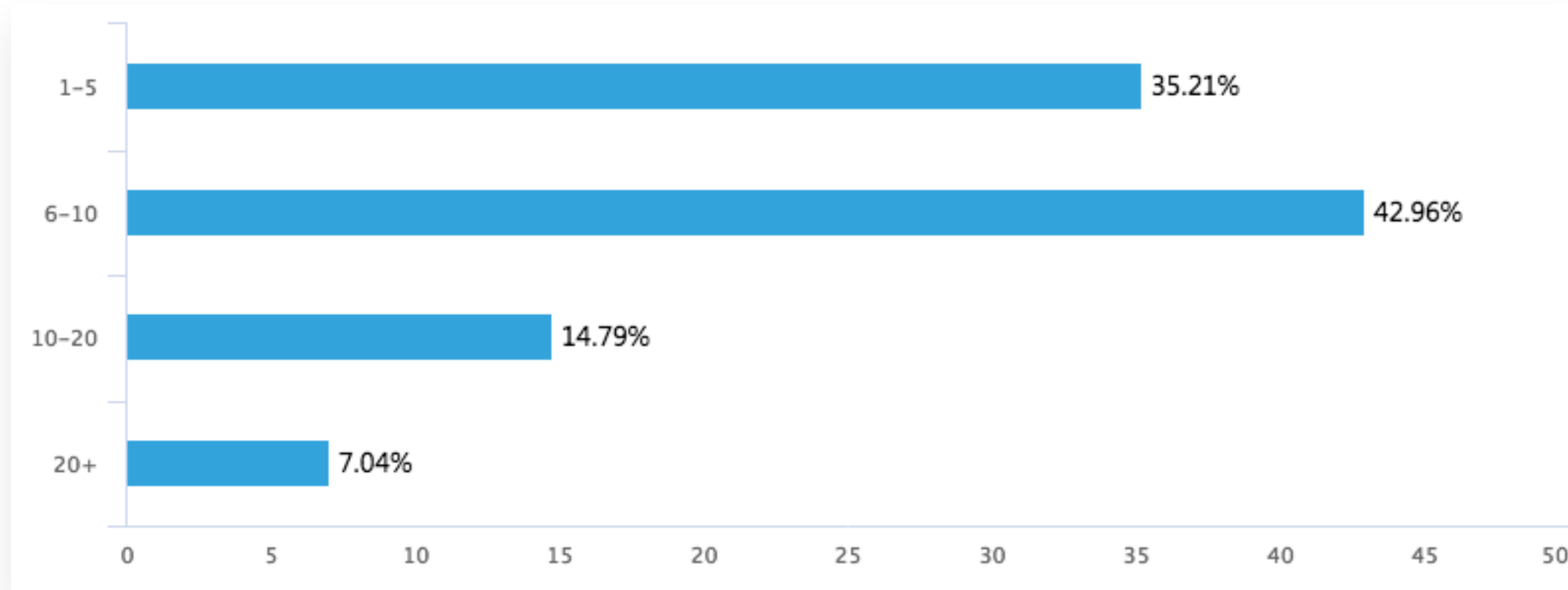Those from 36-55 in total is less than 15%
The sample does not include teenagers and elder people (55+)

Therefore, the target users for this re-designed experience are:
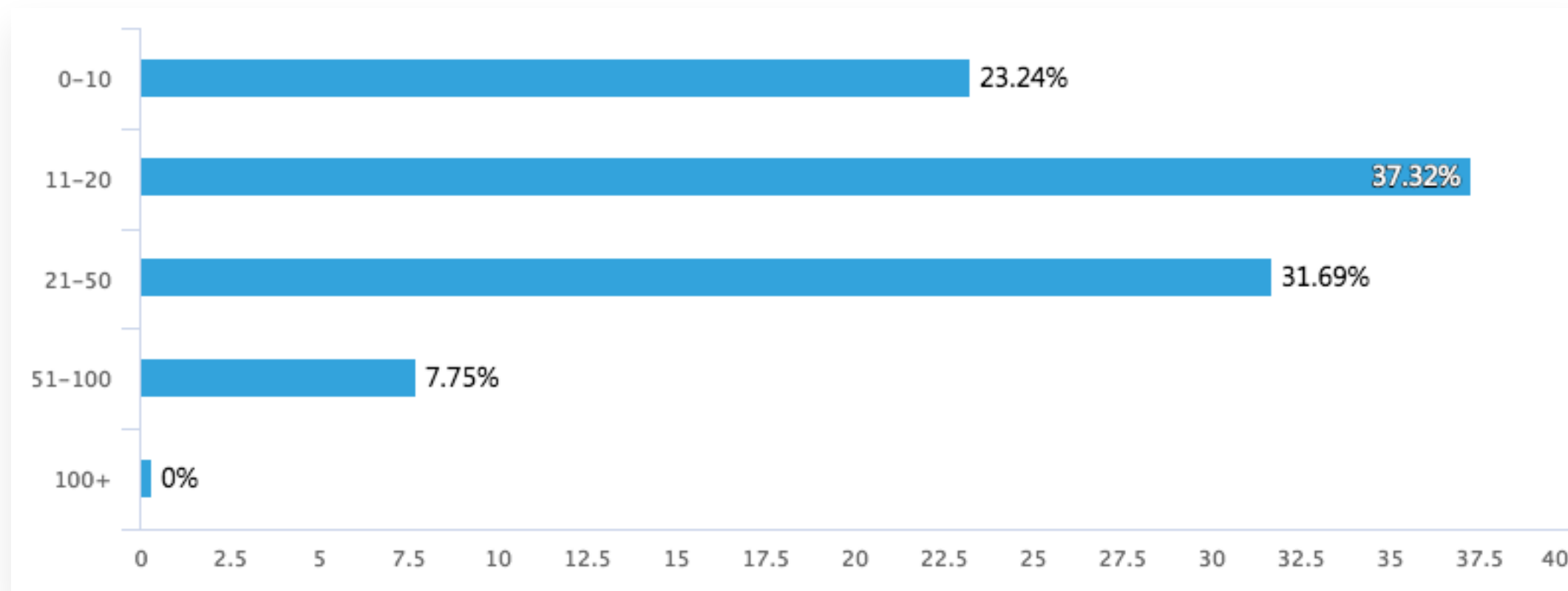
18 - 35 age range

2.2 Quantitative Research - Just read small part of the subscriptions, while the total is a mess

How many subscription accounts do you usually read? [Single Choice]

As we can see, most users read **1-10** subscriptions,

However, they own **11-30** subscriptions in total。

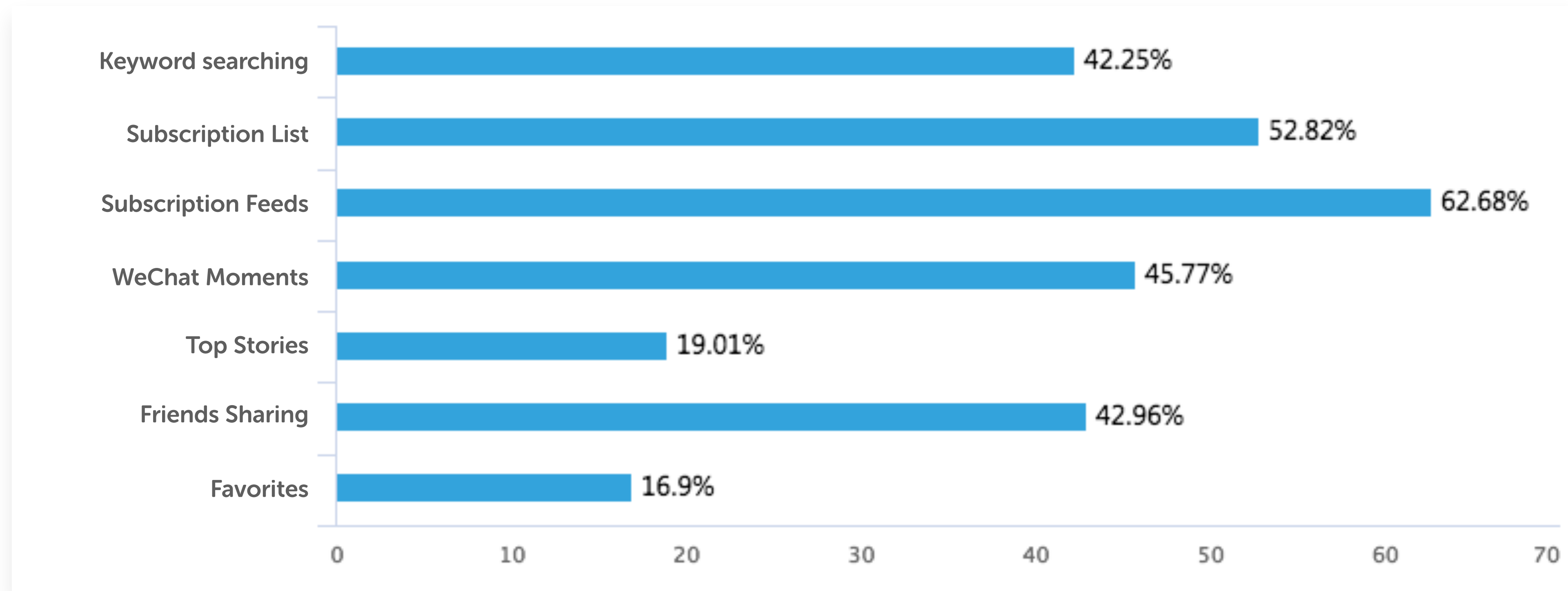Please estimate roughly about how many accounts have you subscripted? [Singe Choice]

Which means,

the left **1/3 - 1/2** of the total, are rarely read

2.3 Quantitative Research - Touchpoints & Channels

By what types of approaches, do you usually read subscriptions? [multiple choice]

Most users read subscriptions through **Feeds (**62.68%), which follows by the list of subscriptions (more than a half); Some users read subscriptions from **friends' sharing and WeChat Moments or search articles by using keywords. "Top Stories"** and **"Favorites"** are the least popular channels for reading.

2.4 Quantitative Research - Touchpoints & Channels

To summarize,

- Traditional channels are still most popular：

- Friends' recommendation and keywords searching

- Indirect channels：

1. Feeds：the attraction of **titles**
2. The list of subscriptions: the attraction of accounts themselves

3. WeChat Moments: Based on friends' word of mouth, the quality of the articles could be guaranteed.
4. Keywords searching: users' goal is clear and direct
5. Friends' sharing: word of mouth, high-quality, social interaction

6. "Top Stories": The touchpoint is not on the same page, the channel is indirect
7. "Favorites":The touchpoint is not on the same page, the channel is indirect

Quantitative Research - Sort & Rank

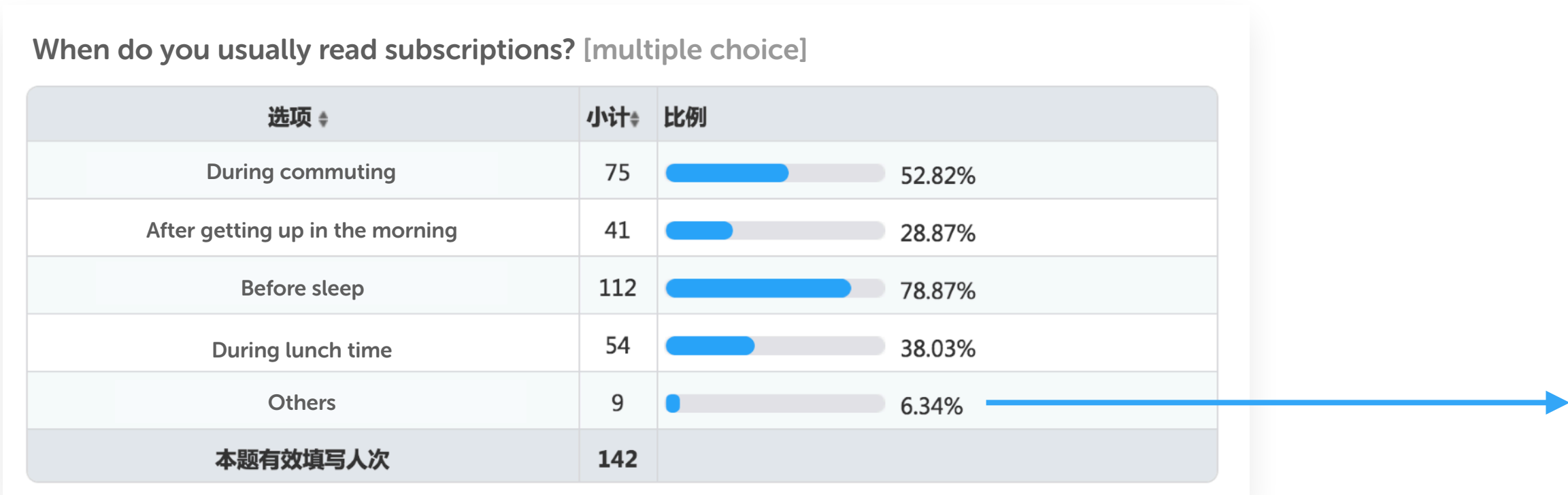How do you usually manage your subscriptions?   [single choice]
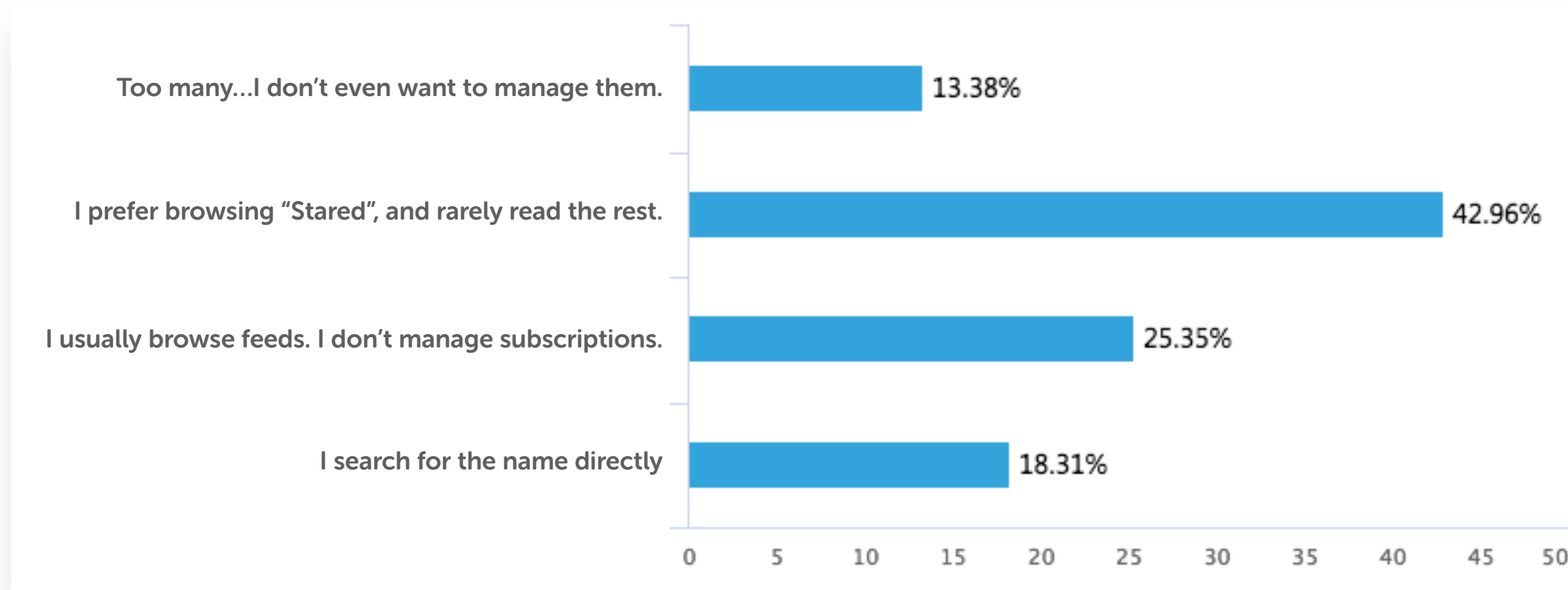
- Most users only read "Star" subscriptions and ignore the rest;
- Browsing Feeds is the second popular way for reading;
- More than 18% users search the name of subscriptions directly;
- No less than 15% users do not have the habit of managing their subscriptions.

If you have too many subscriptions, how do you would like to manage them?   [single choice]
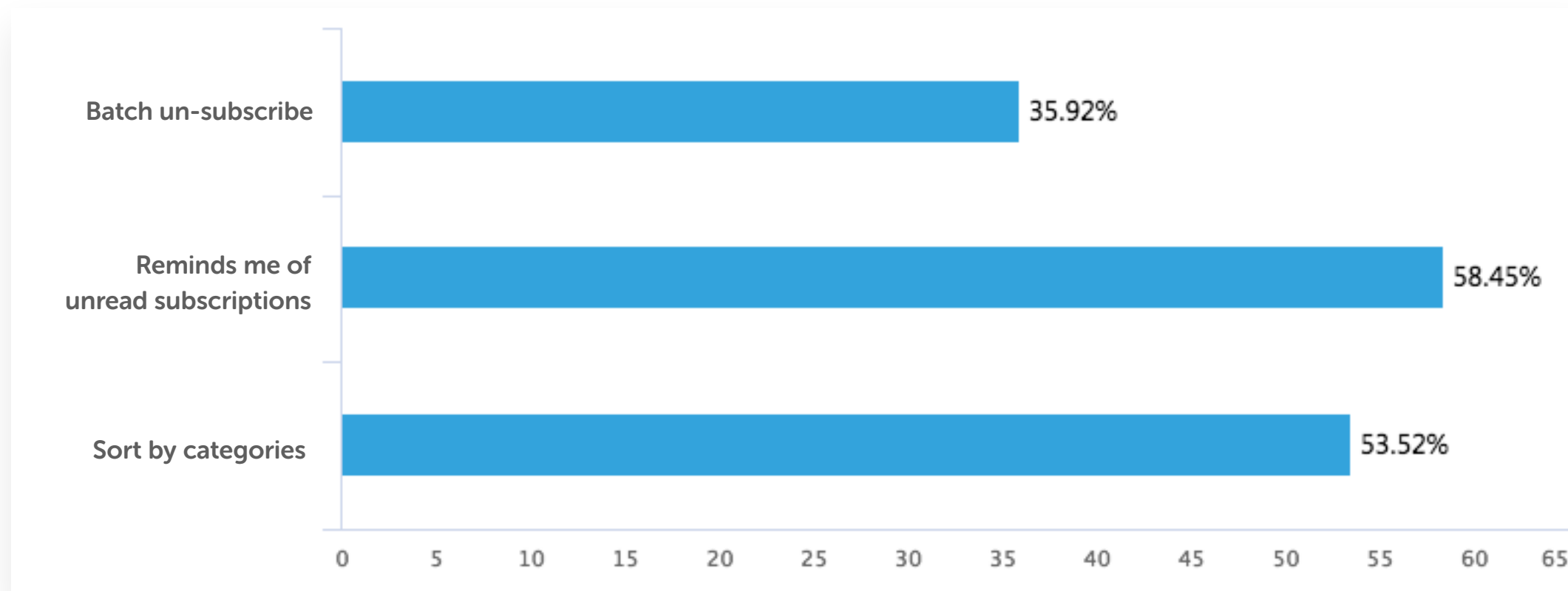

- More than half of the users expect to get **a reminder of their unread subscriptions**;
- The majority prefer **sorting subscriptions by categories**;
- No less than 35% users want to "**batch un-subscribe/ un-follow" the unread.**

When do you usually read subscriptions? [multiple choice]

选项 ⇕	小计 ⇕	比例
During commuting	75	52.82%
After getting up in the morning	41	28.87%
Before sleep	112	78.87%
During lunch time	54	38.03%
Others	9	6.34%
本题有效填写人次	142	

How long do you usually spend in reading subscriptions? [single choice]

选项 ⇕	小计 ⇕	比例
Within 1 hour	86	60.56%
2-3 hours a day	42	29.58%
More than 3 hours a day	7	4.93%
1-2 hours a day	7	4.93%
本题有效填写人次	142	

What's your typical preference/habits of reading an article of subscriptions? [single choice]

选项 ⇕	小计 ⇕	比例
Read on sequence	67	47.18%
Browse the keywords	74	52.11%
Go directly to the bottom for other information	1	0.7%
本题有效填写人次	142	

Details

Not fixed, during leisure time

During leisure time

When I am free

When I want to take a break
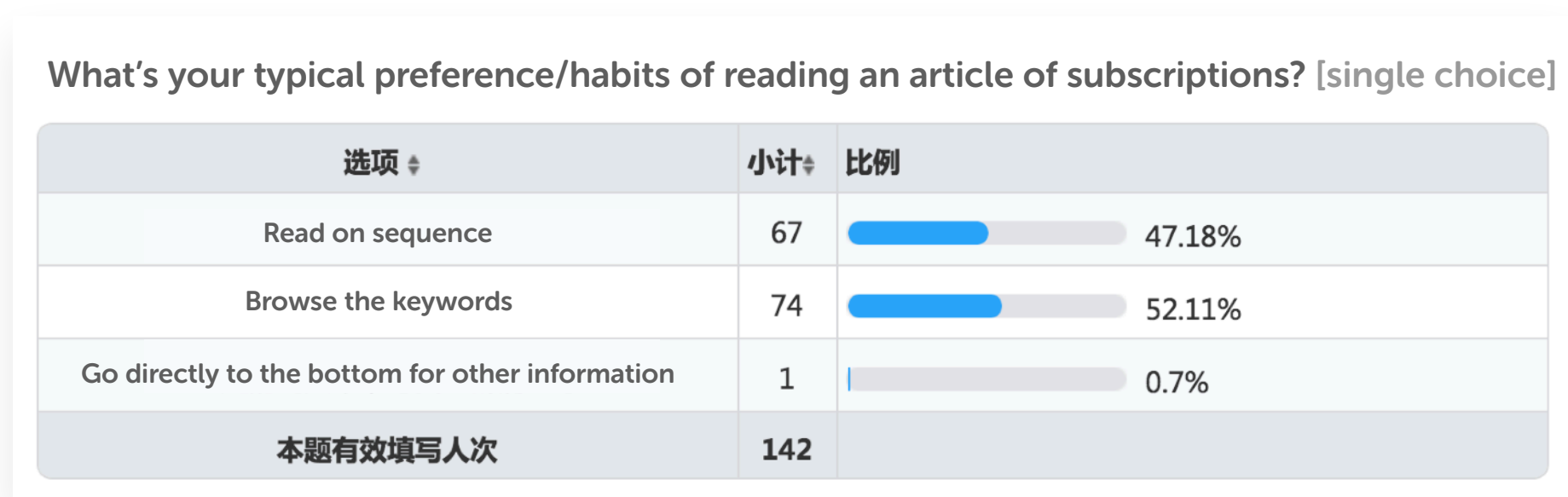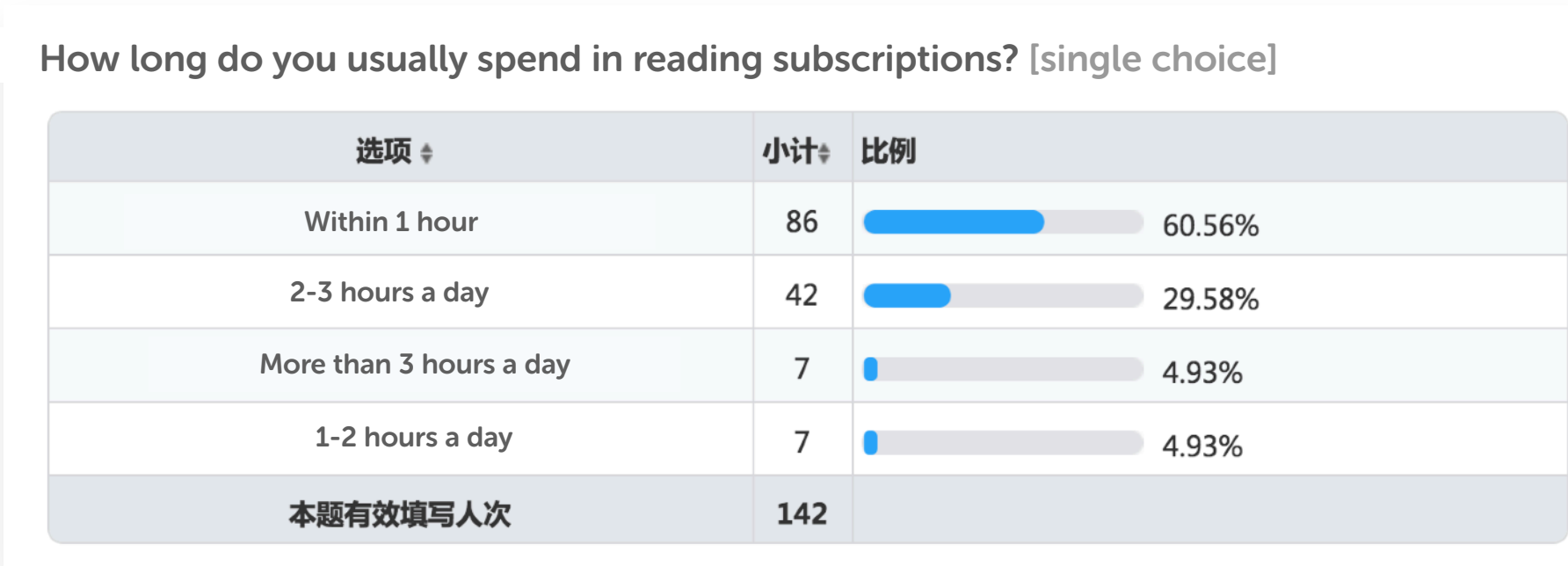
As we can see from the chart,

- Most users read subscriptions **before sleep**
- The time spend on reading is within **1 hour**
- Reading preference: **browsing keywords**

2.6 How Might We?

Scenario:

After a busy day of work/study,

users want to find interesting content from **tons of feeds** under a **time constrain**.

HMW:

How might we help users to **sort and find content** which **fit their tastes**
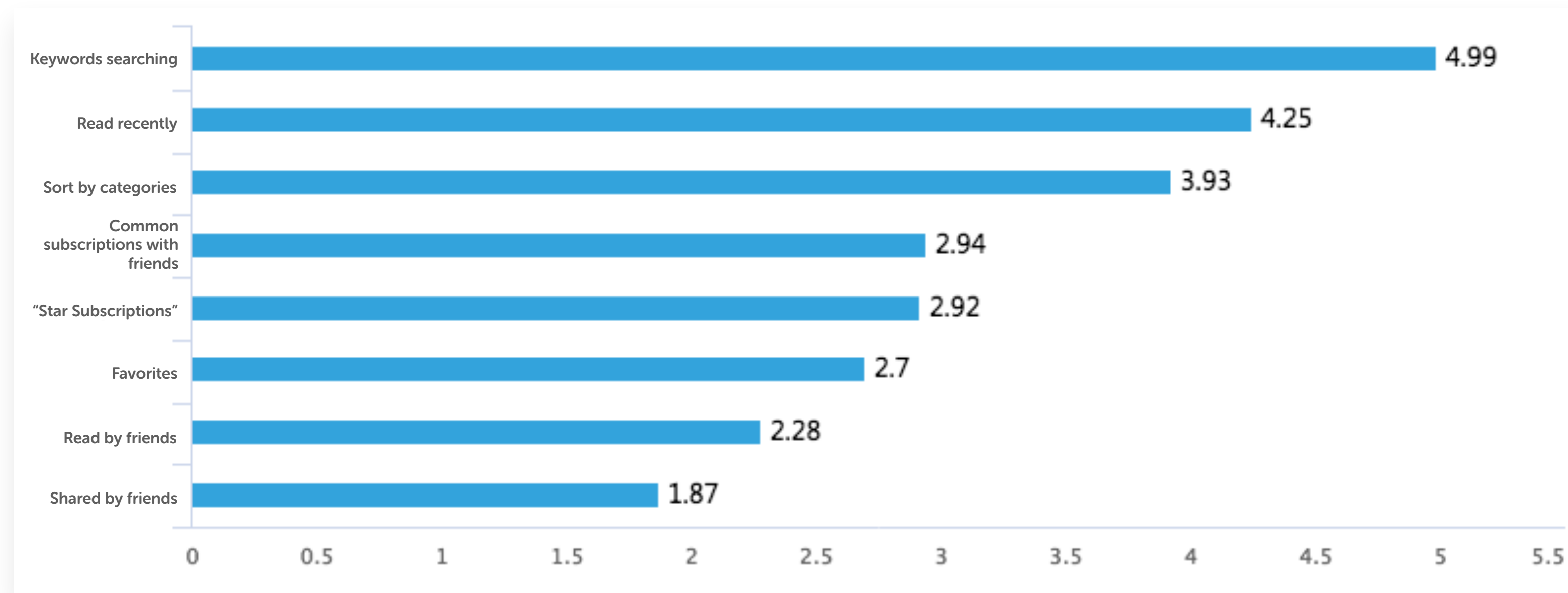
in a more **efficient** way with more **precise** content?

2.7 Hypothesis

Those elements could be potential design opportunities to **improve reading efficiency**.

- **Sort by categories**
- **Relative recommendation**
- **Search by keywords**
- **Precise searching**

2.8 Validation

How could you find content more precisely and efficiently?   [Ranking]

In order to understand users' mental model, how important those elements means to them, in the following questionnaire, users need to **rank those elements based on the level of importance**. Except for those elements, an open-ended question in the end is used for **additional elements** which users would like to contain.

Priority & Additional Elements

What other suggestions do you have to improve the reading experience of subscriptions? [Filling]

4 pages of answers

Word Cloud

Priority:

- Bitach un-subscribe
- Sort by categories, precision of keywords searching, ranking, relative recommendation (based on reading history, keywords)
- Special reminder for the update of "star" subscriptions

In terms of the quality of articles:

- Ads free, fewer fake headlines, juicy content (useful, meaningful, interesting, filter for video, keyword highlight, audit of the fake content)

Other elements:

- Estimated reading time, the total words of the article, a countdown for reading
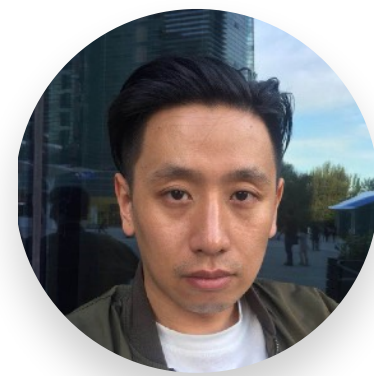- Night Mode to protect eyes

3.1 **Qualitative Interviews -** To get a closer and deeper understanding of target users' needs

Jingchi Duan	Zhen Pei	Tim Chu	Siqi Duan	Jie Ding	Kaiyan Zhao	Saber Zhang	Yingzhou Chen
UI designer	3D motion designer	Front-end developer	Architect	Accountant	IxD student	IxD student	Accountant
22	33	25	25	29	23	22	24

- In order to fit the age range of the questionnaire, the interviewees are chosen from **18-35 year old users**。 In total, I conducted **8** users from **diverse backgrounds**.

- The interviews are around **the number of subscriptions, the typical reading process, the overall reading experience, reading preferences, suggestions for improvement**

3.2 Interviews

- "Relative Top Stories" "Compounded Floatings" "Batch un-subscribe "are in dispute,
- "Visual highlight for subscriptions on the 'Chats' page" is important.

Jingchi Duan
UI designer
22

"Too many action buttons interrupt the overall reading experience. Once you add more buttons, it may cost more time to explore new functions, which eventually results in low efficiency of reading.

"Since I can customize the modules of 'Top Stories' and 'Search': I can choose whether to display them or not in "settings", which means, those two functions are still under experiment in WeChat. So I think it is better to avoid involving "experimental functions here".

It is weird when I browse others' "likes" in "Top Stories" section, since it feels like I am voyeur exploring others' privacy. By the way, the majority of the content is not interesting to me at all.

Saber Zhang
IxD student
22

"'Batch un-subscribe' is risky. Even if I do not read some subscriptions for a while, but it does not means that I won't read them in the future. For example, I subscribe some accounts about housing for future use."

"'Floating' is in dispute already, let alone 'compounded floatings' 。"

"There is no visual distinctions between "Subscriptions Feeds" and other chats. I agree there could be more highlight to navigate me to the subscription feeds, but on the other hand, the highlight of subscription could weaken "Chats", since chatting is the core feature of WeChat.

3.3 Interviews

- They like the idea of "Relative Top Stories" and "Compounded Floating".
- They also want to visually highlight the subscription. Relative articles encourage social interaction.

Tim Chu
Front-end developer
25

"I like the idea of 'Compounded Floatings'. I'm thinking how to make it this morning."

"'Subscriptions' and 'Top Stories' should be separate, I think. But combining their common area a little bit is also good. Just do not mix them all together. I personally read more 'Top Stories' than 'Subscription Accounts'.

"It is hard to find subscription among tons of chats… They look same…"

Zhen Pei
3D motion designer
33

"(In the subscription feeds) There are tons of information I'm not interested in. For example, I usually read 'Today's Business', so I prefer searching the names directly than browsing feeds."

"If the content could be ranking by 'friends recommendations', it would be great. It creates more common topics for me to communicate with my friends, if we read the same articles."

"'Top Stories' offer us opportunities to know more about our friends' interests, based on their favorite articles. I think it helpful to show more articles my friends like in subscription feeds.

3.4 Interviews

- "Reading history", "sort by categories" or "customize tags" are helpful for way-finding system.
- The feature of "Go directly to the bottom of the article" is in dispute.

Siqi Duan
Architect
25

"Every time when I would like to stick a subscription to the top, I have to go to the subscription page. It's inconvenient and indirect. "

"Unless you search a specific topic directly, you may easily get lost among the tons of feeds or subscriptions. Very horrible. And it is hard to find my previous reading if I forget to store it."

"There could be 'estimated time of reading ' or 'the amount of the words'. Small design can make a big difference."
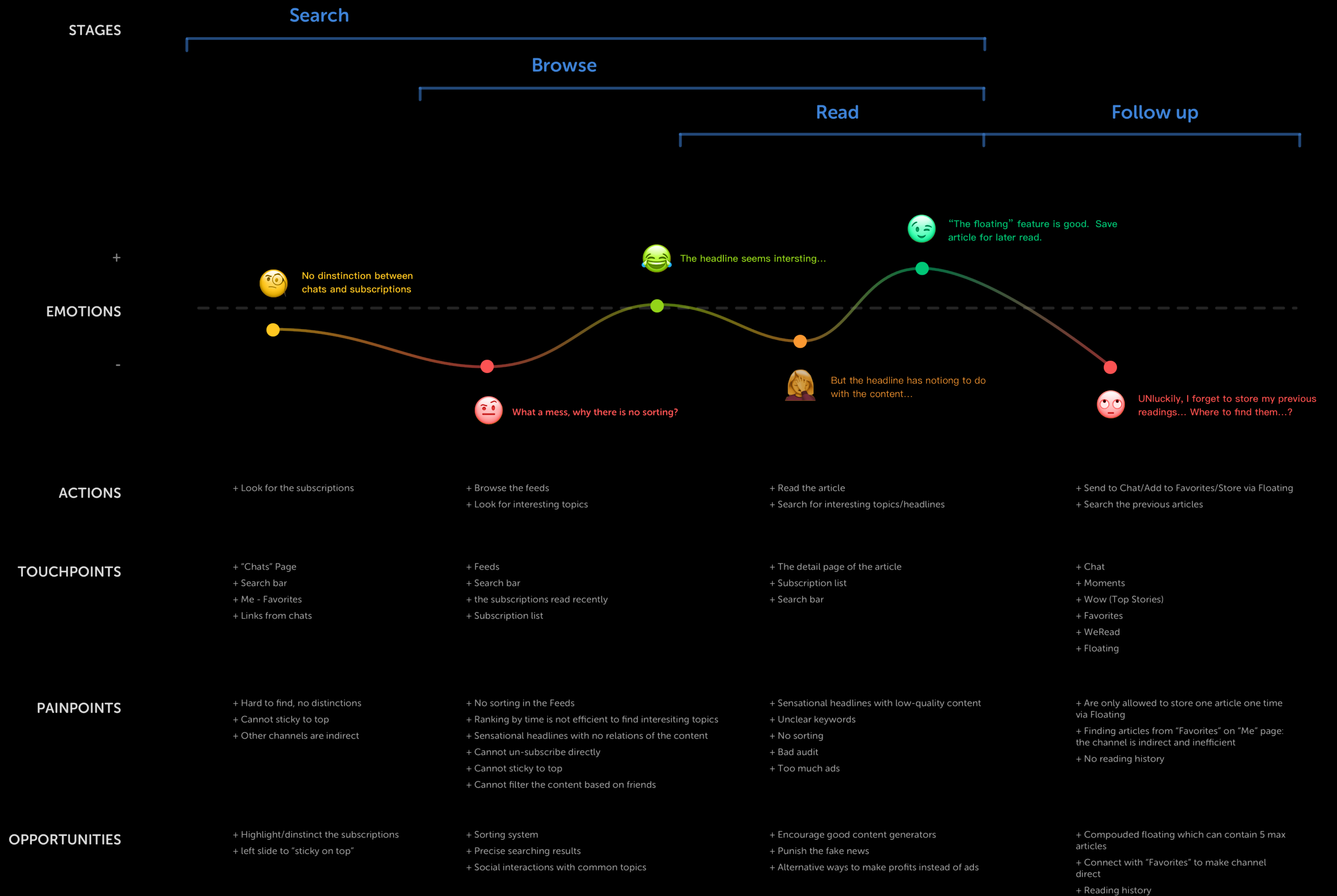
Kaiyan Zhao
IxD student
23

"I don't want the feature of "Go directly to the bottom of the article", because it is harmful for immersive reading experience. I don't want to just go to the bottom without really digesting the content.

"I rarely use 'Floating', I don't even know about the feature. But I like it since you mentions it to me. I'll use it in the future. It stores my article for later read."

"Sorting is really important. I like customizing tags. Like what we group our WeChat friends. There are already components in WeChat, you can use them as references. "

4.0

User Journey Map

Search

Browse

Read

Follow up

EMOTIONS

+

-

🧐 No dinstinction between chats and subscriptions

😆 The headline seems intersting…

😌 "The floating" feature is good. Save article for later read.

😠 What a mess, why there is no sorting?

🤦 But the headline has notiong to do with the content…

🙄 UNluckily, I forget to store my previous readings… Where to find them…?

ACTIONS

+ Look for the subscriptions + Look for interesting topics	+ Browse the feeds	+ Read the article + Search for interesting topics/headlines	+ Send to Chat/Add to Favorites/Store via Floating + Search the previous articles

TOUCHPOINTS

+ "Chats" Page + Search bar + Me - Favorites + Links from chats	+ Feeds + Search bar + the subscriptions read recently + Subscription list	+ The detail page of the article + Subscription list + Search bar	+ Chat + Moments + Wow (Top Stories) + Favorites + WeRead + Floating

PAINPOINTS

+ Hard to find, no distinctions + Cannot sticky to top + Other channels are indirect	+ No sorting in the Feeds + Ranking by time is not efficient to find interesiting topics + Sensational headlines with no relations of the content + Cannot un-subscribe directly + Cannot sticky to top + Cannot filter the content based on friends	+ Sensational headlines with low-quality content + Unclear keywords + No sorting + Bad audit + Too much ads	+ Are only allowed to store one article one time via Floating + Finding articles from "Favorites" on "Me" page: the channel is indirect and inefficient + No reading history

OPPORTUNITIES

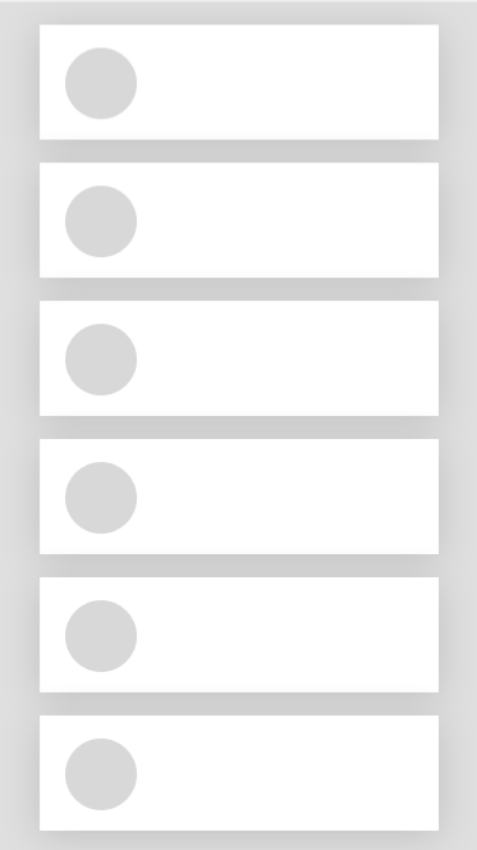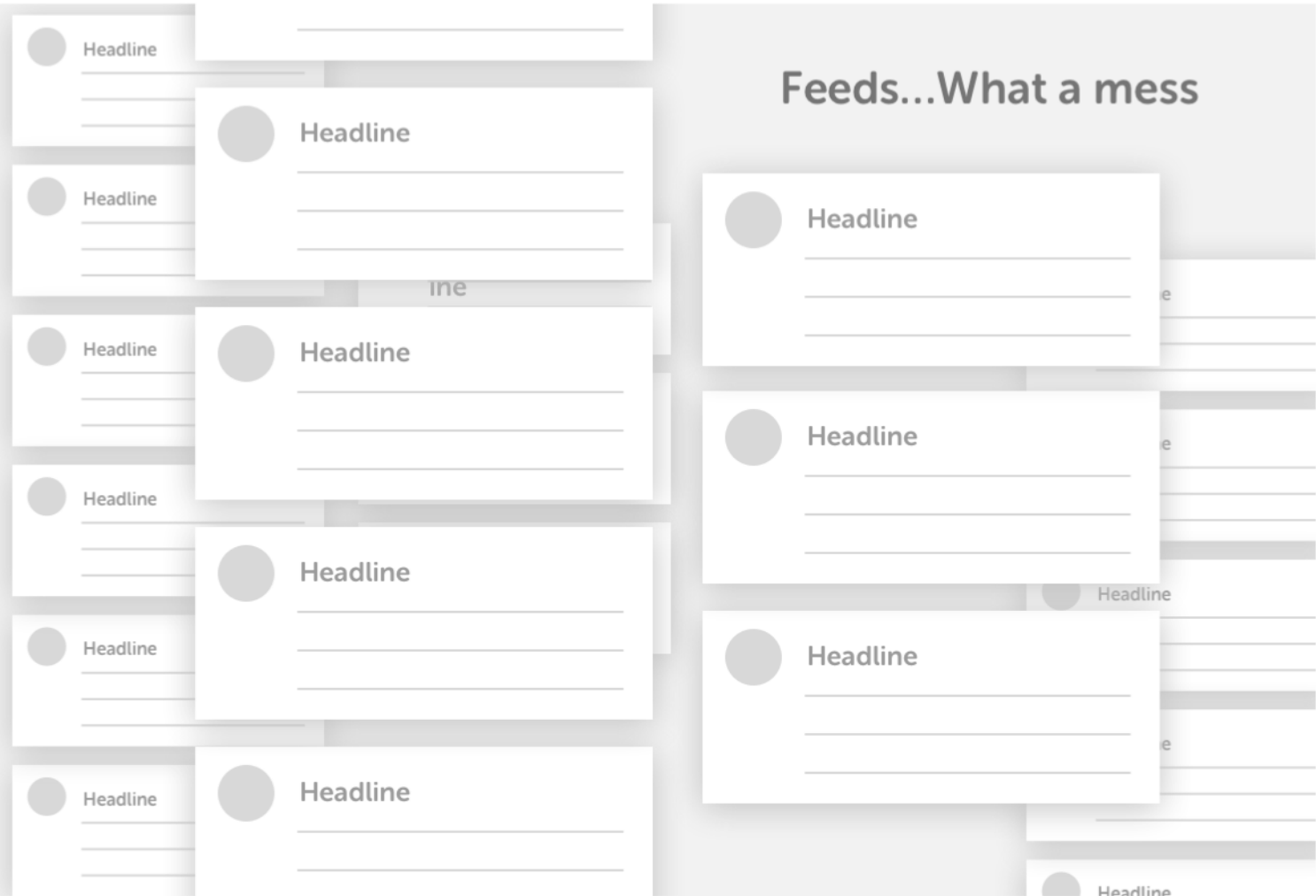|			
+ Highlight/dinstinct the subscriptions + left slide to "sticky on top"	+ Sorting system + Precise searching results + Social interactions with common topics	+ Encourage good content generators + Punish the fake news + Alternative ways to make profits instead of ads	+ Compouded floating which can contain 5 max articles + Connect with "Favorites" to make channel direct + Reading history

5.0 Persona

Jing Yu

Graphic Designer

28   Beijing

- **Frequency**: Middle. Usually read subscriptions 1 hour before sleep.
- The total amount of subscriptions**: 50 +**
- Reading Experience**:** the overall experience is a little bit inefficient.
- Reading habit/preferences**:** Un-subscribe low-quality accounts, prefers searching for keywords, likes to see more articles based on friends recommendations and preferences, likes to browse keywords while reading, needs a way to store previous articles.
- Other habits**:** Also reads "Top Stories" a lot. Is willing to share thoughts with friends towards articles they read together.
- Pain-points**:** Hopes to sort subscriptions and articles by categories; wants to check reading history of previous articles; hopes to see more articles based on friends' recommendations and preferences.

6.0 **Storyboard**

No
Distinctions
At all

Feeds...What a mess

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline
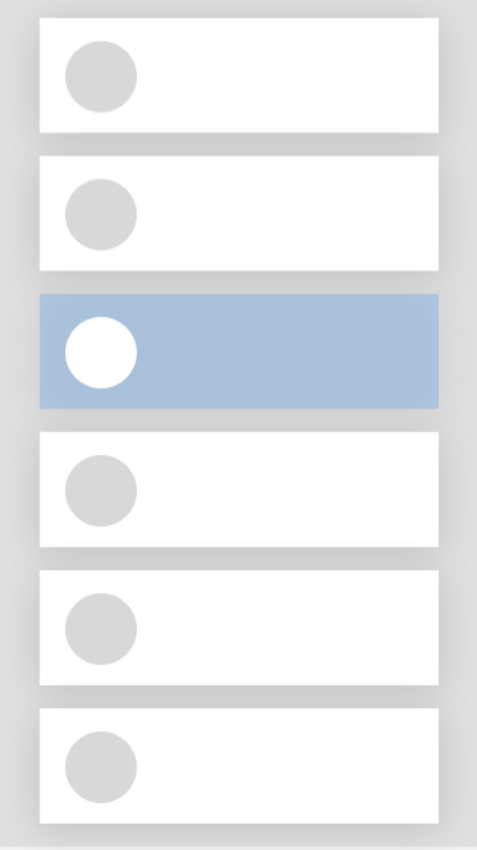
Waste time
Browsing
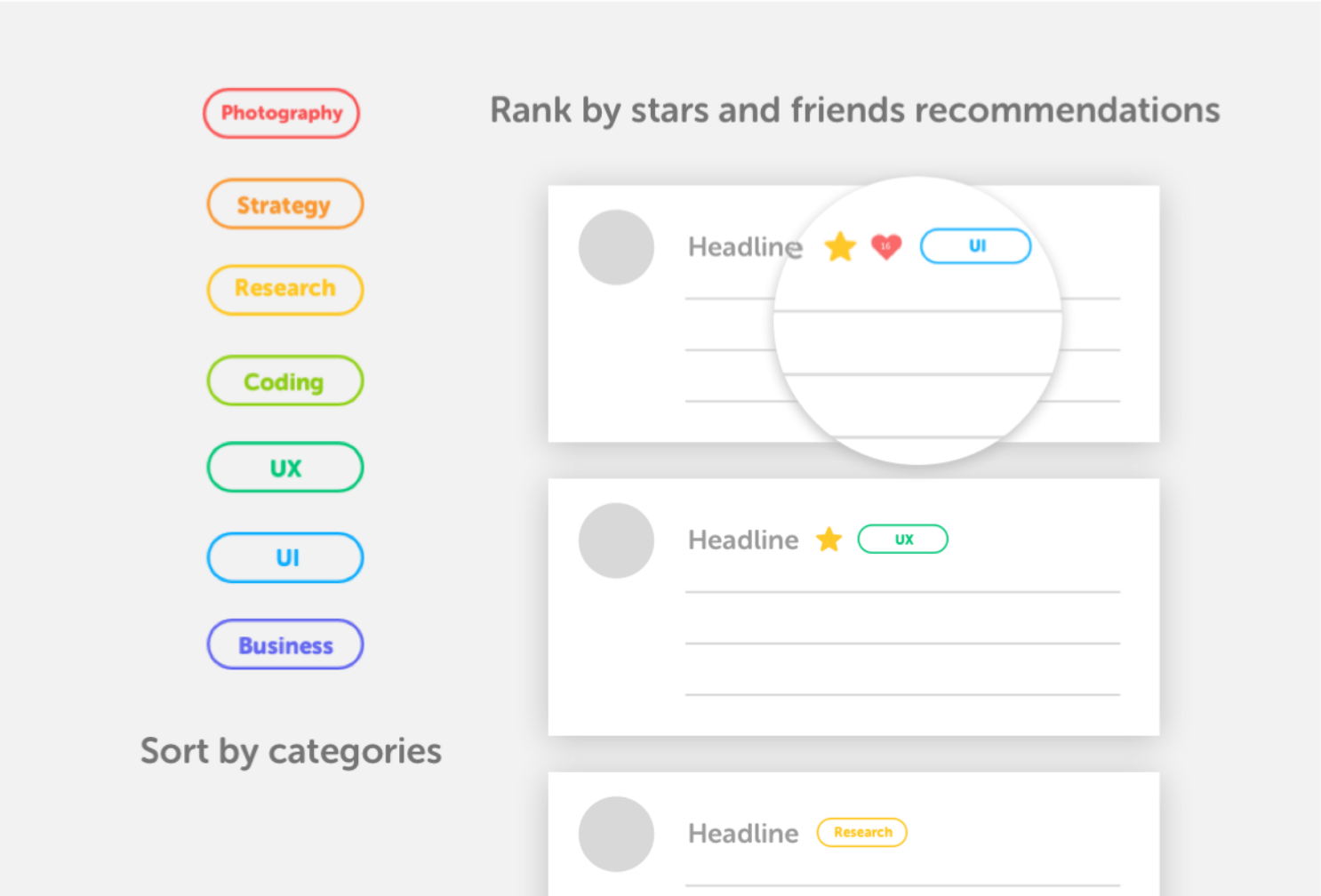
Hightlight
to navigate
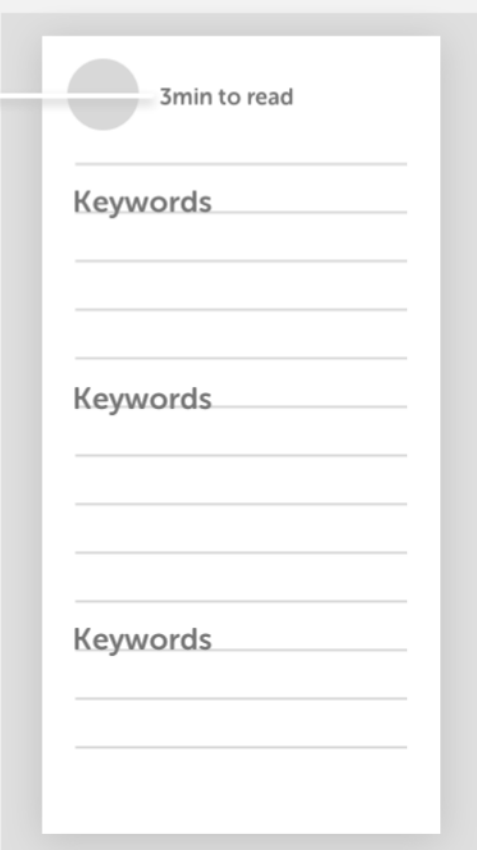
Rank by stars and friends recommendations

Photography

Strategy

Research

Coding

UX

UI

Business

Headline ★ ♥ UI

Headline ★ UX

Headline Research

Sort by categories

3min to read
560 words

3min to read

Keywords

Keywords

Keywords

Hight keywords
Estimated time

Before　　**After**

痛点

不仅无法在当页进行置顶：
且，无法在"订阅号消息"页置顶

具体使用场景：
当用户置顶的"聊天消息"或"服务号"过多时，

由于"订阅号消息"无法置顶（当页、详细页都无法置顶）
上滑接近2.1屏，
才最终滑到"订阅号消息"入口

并且，视觉方面，

"订阅号消息"入口不明显：

该入口和"聊天消息"以及"服务号"，
没有视觉方面的区别或强调，
导致上滑寻找订阅号时，
费时费力

* 极端使用场景的考虑：
小明同学的多位微信好友，在愚人节希望恶搞小明，
于是纷纷将头像和名字换得跟"订阅号消息"一模一样，

小明怎么看？
😂😂😂。。。

1屏

2屏
2.1屏

"终于翻到你，还好我没放弃🙄"

方案1 – 左滑，置顶
（但若要优化该手势，
需和聊天"消息"的手势，一并修改，
以确保交互组件的使用及操作体验的一致性）

具体的使用场景下，左滑组件的区别：

1. 对于"未读"的消息：左滑可"标记已读"，
用户无需进入聊天窗口，便可减少红点显示的视觉干扰，
减少操作路径，降低操作时长，实现"用完即走"，
契合张小龙对于微信价值观的产品理念和情怀

2. 对于"已读"的 消息：左滑可"标记未读"，
用户忙于其他事物，希望稍后回复该消息，
但有"忘记回复"的隐忧，故提供红点提示的视觉强调

3. 对于"订阅号消息"：属于消息流的集合，故不提供"标记已读"

4. 对于"服务号"：左滑可"不再关注"，
在原设计中，"服务号"和"聊天"的信息优先级一样，
若用户不经意的关注了不感兴趣的服务号，定期收到服务号推送，
然而却无法在当页取关，需要进入公众号页才能取关，操作路径过长，
故提供"不再关注"，便于当页直接取关，减少无用信息的干扰

视觉强调 –"订阅号消息"单独视觉强调

\+ 优：
便于找寻"订阅号消息"的入口

– 劣：
对查找聊天窗口的查找，会有一定的视觉打扰

是否选择视觉强调？考虑因素：
1. "订阅号消息"的优先级，是否强于聊天？
2. 在已提供"置顶"的功能的基础之上，是否还有必要进行视觉强调？
3. 用户反馈如何？
4. 用户测试，订阅号PV是否提升？

方案 2 –
"公众号消息入口"强调

将"公众号"
（订阅号及服务号）
整合到左上角，
以区别于"聊天"。

\+ 优：
查找聊天一目了然，
为公众号提供单独入口，
分类逻辑更清晰。

– 劣：
"公众号"入口埋深，
订阅号PV可能随之降低。

Icon的示意能力稍低。

视觉强调 –"订阅号消息"单独视觉强调

\+ 优：
便于找寻"订阅号消息"的入口

– 劣：
对查找聊天窗口的查找，会有一定的视觉打扰

是否选择视觉强调？考虑因素：
1. "订阅号消息"的优先级，是否强于聊天？
2. 在已提供"置顶"的功能的基础之上，是否还有必要进行视觉强调？
3. 用户反馈如何？
4. 用户测试，订阅号PV是否提升？

7.0 Solutions

订阅号消息、订阅号
1. 缺少分类、导航
2. 缺少关注、星标快捷操作

订阅号消息 – 方案 1

重点模块展示：
1. 根据"订阅号"进行分类：星标、常读

1.1 订阅号消息 – 重点版块展示（线状Icon）　　1.1 订阅号消息 – 重点版块展示（填色Icon）　　2.1 星标订阅号　　2.2 星标订阅号 – 底部列表　　2.3 星标订阅号　　2.4 批量管理

两种分类方式：
1. 根据"订阅号"进行分类：星标、常读
2. 根据"文章"进行分类：文章收藏、历史阅读

文章收藏：
提供快捷入口，用户无需通过"我"－收藏－链接 的原始路径，
便可直接在"订阅号消息"页中，查看文章收藏。

历史阅读：
使用场景：方便用户查看历史阅读记录，
改变之前的阅读体验：用户待阅读，但未收藏，并且忘记位置的
文章，无从寻找，不了了之。

提供"批量管理"入口：
1. "批量添加星标/取消星标"
2. "批量推荐给朋友"

* 但不提供批量"取消关注"，
原因：虽然影响用户使用体验，加深其"取
关"路径，
但考虑"订阅号运营者"利益，若用户取关
路径过于直接，会导致订阅号流量骤降
因此，折中选择，本页再不提供"批量取
关"入口。

* 但可允许用户对于"三个月未阅读的订阅
号"，进行批量取关

方案 1："批量管理"作为底部操作列表中
的其中一个选项

方案 2："批量管理"直接替换之前
的"···"入口，出现在右上角

原因：
"通知列表"（这里的"通知列表"，筛选范
围是：星标订阅号的"通知列表"，而非全
部订阅号的"通知列表"）在"星标订阅
号"的场景下，使用频率低，故考虑不再提
供单独入口。

用户若想查看"通知列表"（全部订阅号
的"通知列表"），返回到"订阅号消息"，
点击右上角"···"，进行统一查看。

操作：
1. 取消星标
2. 推荐给朋友

使用场景：
考虑到用户希望推荐优质订阅号给朋友，
故提供"推荐给朋友"的操作。

订阅号消息 – 方案 2

1. 自定义设置：展示/不展示模块
2. "订阅号"入口优化
3. 置顶操作组件

1.1.1 订阅号消息 – 显示星标订阅　　1.1.2 消息设置 – 显示星标订阅　　1.1.3 消息设置 – 不显示星标订阅　　1.1.4 订阅号消息 – 不显示星标订阅　　1.3.1 批量添加星标　　1.2.1 订阅号
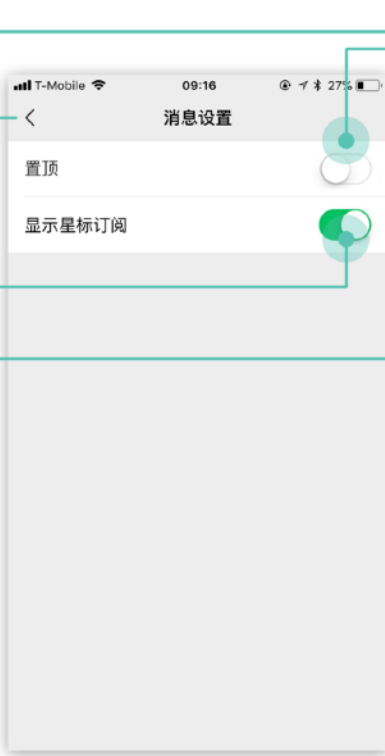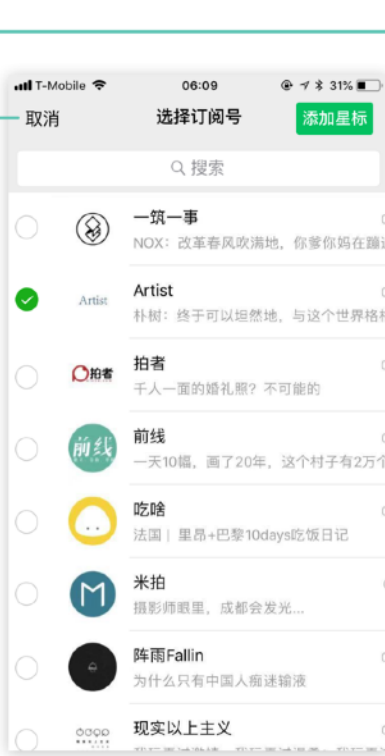
订阅号消息 – 方案 3

若"订阅号消息"左滑置顶的功能，暂时无法实现，这里提供另一种备选置顶方案：
即：在"订阅号消息"页，以"置顶"开关的方式，进行置顶。

1. "置顶"的入口调整（消息设置）：
位于右上角，替换原来的"订阅号"入口

2. "订阅号"的入口调整：
位于"最近常读"模块，以第一个"全部···"Button，进入订阅号页

+ 优：
之所以将"全部···"Button放在第一个，
是因为，若将"全部"的入口，放置在最末端，当"最近常读"的订阅号数量 >5时，
用户需左右滑动进行交互，至少滑动1屏，才能看见该入口。不利于用户的寻找。

– 劣：
分类逻辑有歧义："全部订阅号"，包含"最近常读"。却以"最近常读"的其中一个子集，
放置在"最近常读"模块中。
用户在操作时，可能会误以为：这里的"全部"，指代的是"全部常读的订阅号"，而非"全部订阅号"。

自定义模块：用户可自行选择，是否显示"星标订阅"模块

提升用户自主性，自行选择希望呈现的内容，关闭不重要的内容。

显示后：方便定向找寻，有针对性的看所需要的内容。
关闭后：节省版面，侧重信息流的展示。

添加星标订阅：在"星标订阅"模块内，可快捷添加星标订阅号

+ 优：
便于用户快捷星标（置顶）重要的订阅号

– 劣：
多增加一个Button，意味着对用户行为的引导。
而"订阅号消息"页中，侧重"浏览"、"阅读"，而非其他相关著的"操作"，
这样的Button，一定程度上，会打断用户对于内容的浏览和阅读专注度。

订阅号消息
*** 长按 ***
转发 / 收藏

订阅号 – 方案 1

"筛选"下来菜单:
1. 最近常读：侧重用户的阅读习惯
2. 朋友关注：侧重朋友圈生态

2.1 订阅号   2.2 订阅号 – 筛选下拉菜单   2.3 订阅号 – 全部   2.4 订阅号 – 全部下拉菜单   2.5 订阅号 – 朋友关注

订阅号 – 方案 2

筛选导航:

1. 最近常读：侧重用户阅读习惯
2. 朋友关注：侧重朋友圈生态
3. 分类：适用于订阅号数量较多的场景，
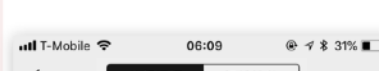便于以"类别"的方式，进行导航寻找。

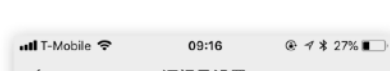（版式及组件参考：微信游戏）

2.1 订阅号 – 分类   2.2 订阅号分类
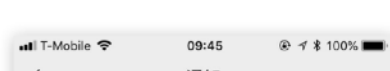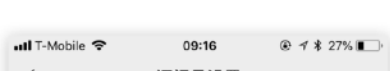
订阅号 – 方案 3

2.1 订阅号 – 全部订阅   2.2 订阅号设置 – 不显示标签筛选   2.3 通知列表   2.4 订阅号设置 – 显示标签筛选   2.5 全部订阅 – 暂未添加标签   2.6 订阅号 – 全部订阅 – 已添加标签   2.7 订阅号 – 筛选组件展示
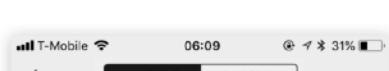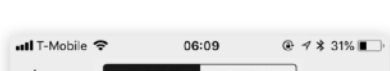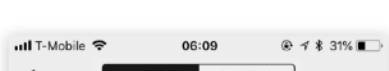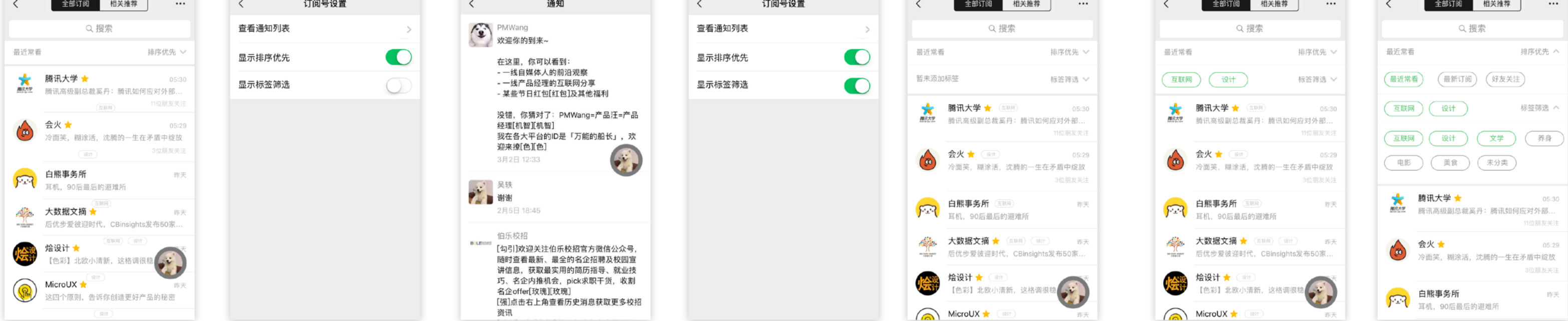
·排序组件的应用：

1. 最近常看（读）：侧重用户阅读习惯
2. 好（朋）友关注：侧重朋友圈生态
3. 最新订阅：侧重用户阅读习惯

·用户自定义标签：

提升用户提供自主性，让用户自主分类，
而不是平台提供分类导航

·组件参考：微信添加标签页

查看公众号

1."添加星标"：减少路径，优化入口
2. 自定义标签入口：方便用户自主分类
3."消息"："全部消息"入口优化，不再放在底部

"添加星标"路径不直接

3.1 查看公众号 – 未添加星标
3.2 查看公众号 – 已添加星标
3.3 查看公众号 – 添加标签
3.4 编辑标签 – 未添加标签
3.5 编辑标签 – 已添加标签

订阅号 – 其他方案

各有侧重，考虑不同的分类方式
在微信现有的组件库内，
保持整体设计风格的一致性

组件参考：
微信表情页
微信标签添加页
"好看"

* 思考：
可考虑和"好看"打通，
促进朋友圈生态

方案 4
2.1 订阅号 – 全部订阅

方案 5
2.1 订阅号 – 全部订阅

方案 6
2.1 订阅号 – 全部

方案 7
2.1 订阅号 – 我的订阅

方案 8
2.1 订阅号 – 全部订阅

筛选方式：内容门类

"相关推荐"：
智能算法，根据用户历史观看，
推荐其感兴趣的订阅号

"朋友关注"：强调朋友圈生态
* 此筛选组件待考虑，微信暂无该组件

"朋友关注"：强调朋友圈生态
版式参考："好看"

"相关推荐"：智能推荐，推荐用户感兴趣的内容
版式参考："好看"

三个月未看："批量取关"

组件参考：微信多选页面，底部操作栏

* 思考：
"批量取关"，谨慎使用。
易损害公众号运营方的流量

故而，该功能仅针对：
"三个月内未看的订阅号"

参考：张小龙在演讲及微信公开课中谈及，
可考虑"三个月未看订阅号"的"一键取关"，
只呈现用户需要的内容，而非强硬的流量变现

2.1 订阅号

2.2 订阅号 – "···" – 底部操作列表

2.3 三个月未读

2.4 三个月未读 – 设置 – 已星标

2.5 三个月未读 – 设置 – 选中

2.6 底部操作列表 – 不再关注

2.7 三个月未读

复合浮窗

1. 一次最多可保存5篇文章
   （考虑竖屏尺寸限制以及用户阅读效率）

2. 浮窗数量以"数字"的形式显示

3. 拖动取消浮窗：
   可"单个取消"或"复合取消"（整体取消）

0.1 复合浮窗

0.2 复合浮窗 – 打开

0.3 复合浮层 – 拖动 – 取消浮窗

0.4 单个浮窗
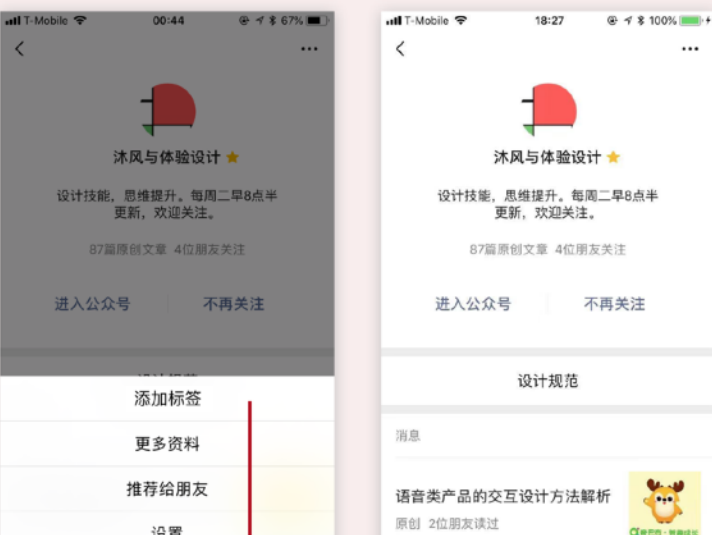
长文章，滑动时间长：

"添加星标"：路径优化
"全部消息"：入口优化

2.1 订阅号 – 全部订阅

3.1 订阅号对话框
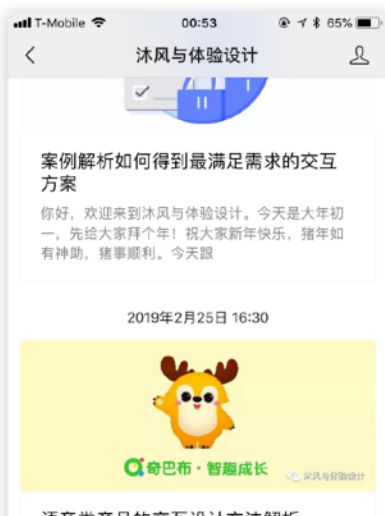
3.2 查看订阅号

3.3 查看订阅号 – 已添加星标

3.5 全部消息

3.6 历史消息筛选 – 底部操作列表

"添加星标"路径不直接

全部消息

入口不直接，位置滞后
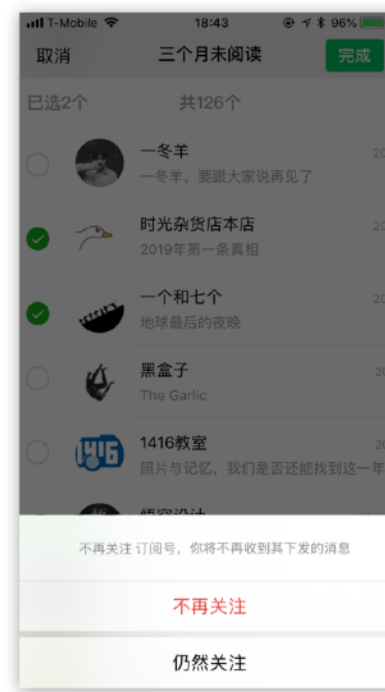
文章详情页：
"阅读滑块"或"一键到底"

* 需谨慎考虑

长文章，滑动时间长：

该文章屏幕长度：

375	10858
Width	Height

10858 ÷ 667 =16.2788（屏）

"阅读滑块"
作者的"微信群信息"，一般会放在文章最末。
当文章篇幅 >= 10屏时，用户上滑到手酸，
操作费时费力，才能最终滑到底部。
若想直接查看文末"加群二维码"，
以及其他联系方式，无快捷操作，非常低效。

故而考虑：能否快速滑到文末？
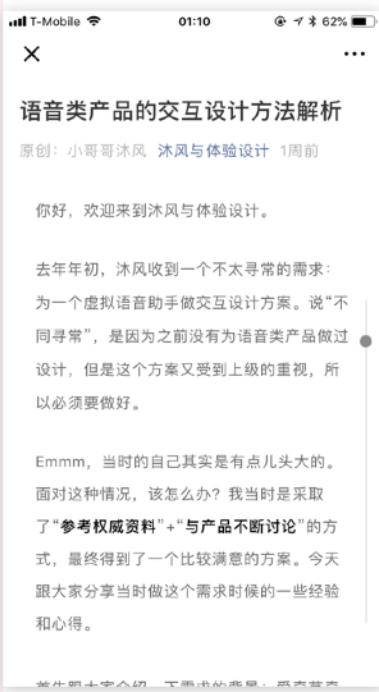
+ 优：
便于直接查找加群方式以及其他文末重要信息

– 劣：
1. 使用"滑块组件"时，
文字内容会因为滑动速度过快，看不清楚
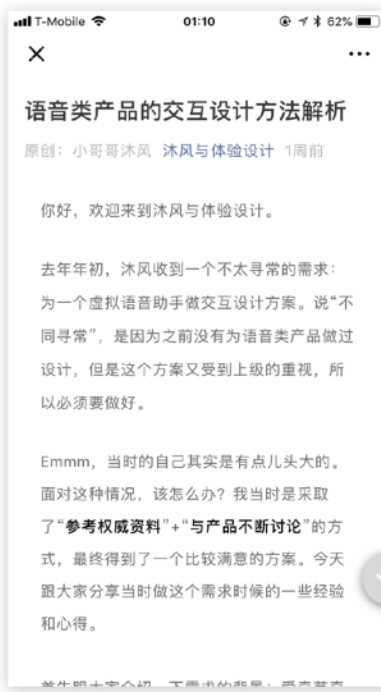2. 不利于用户对文章内容的沉浸式阅读，
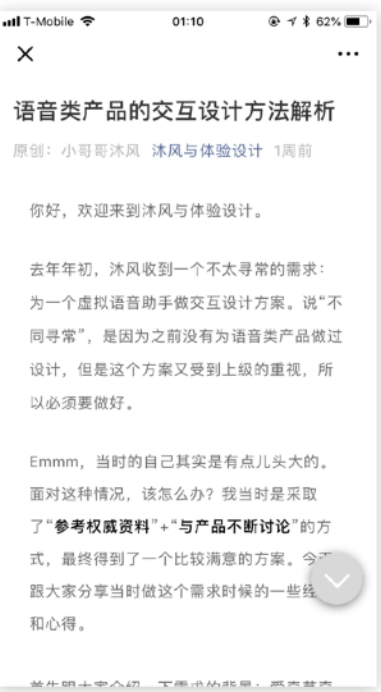快速的操作，降低了对内容的重视，而重点关
注在"浏览速度"

组件参考：微信自定义表情页：滑块组件

滑到文末，才能看到重点信息：
添加交互设计微信交流群 😓

原创
视频

6.1 文章详细页 – 滑块

语音类产品的交互设计方法解析

6.2 文章详细页 – 一键到底
（下滑1-5屏时，半隐藏）

语音类产品的交互设计方法解析

6.3 文章详细页 – 一键到底
（下滑 6+ 屏时，可显示，但容易造成视觉干扰）

语音类产品的交互设计方法解析

Tangible User Testing

Photography
6 friends follows

Rally

Business
7 friends follows

Canopy

UI
5 friends follows

UI8

UX
6 friends follows

Hyper Lab

Coding
2 friends follows

YoCo

Research
8 friends follows

Focus Lab

Strategy
3 friends follows

Reinvently

Photography
10 friends follows

Ramon

Business
16 friends follows

Tino

UI
8 friends follows

tubik

UX
6 friends follows

Craftwork

Coding
10 friends follows

BeeTech

Research
12 friends follows

Awmsd

Strategy
10 friends follows

Unfold

8.2 Tangible User Testing

Thanks for watching (๑•̀ㅂ•́)و✧ | Reading Experience - Redesign

Rita Lei - Mar 15, 2019