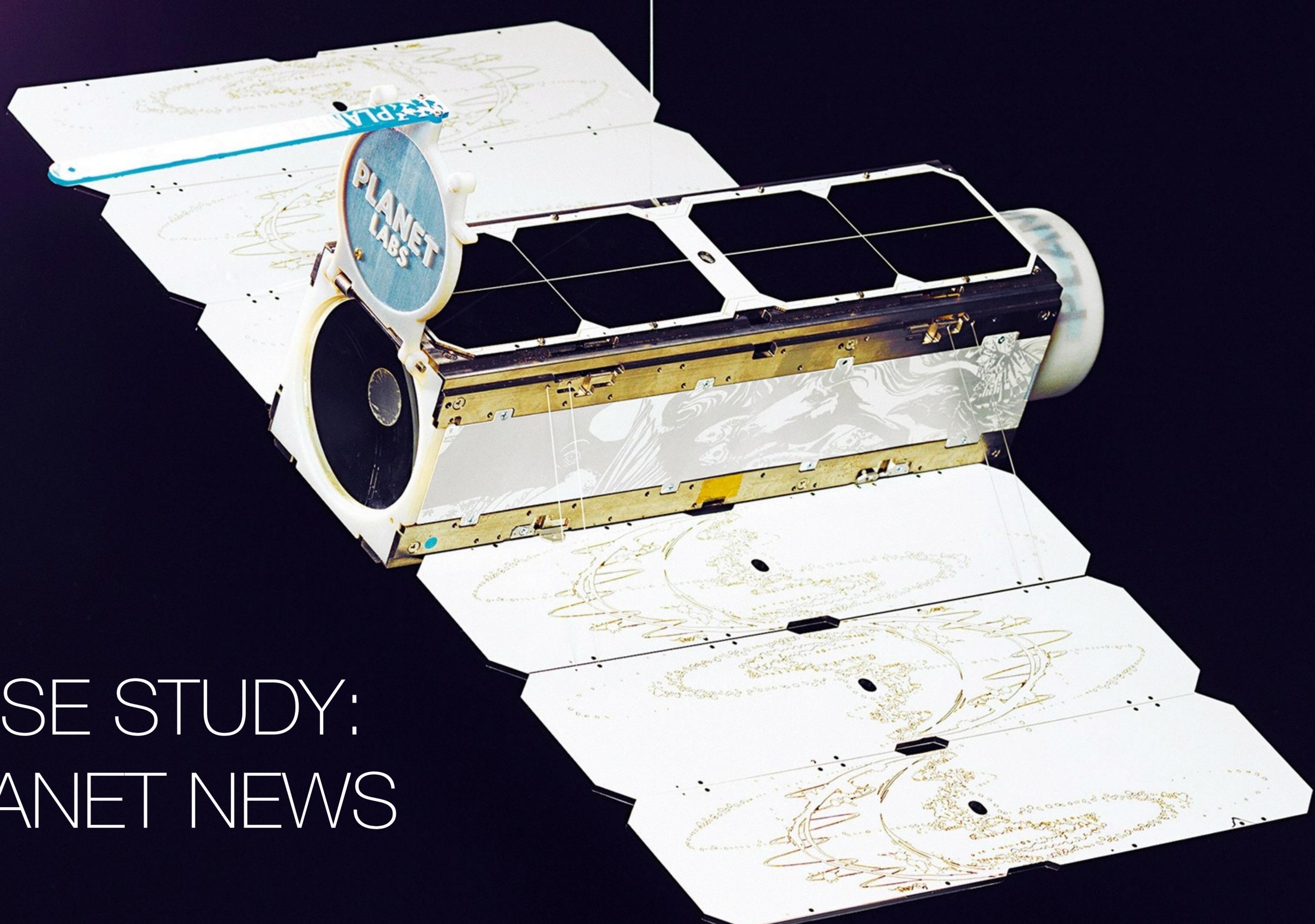


# CASE STUDY: PLANET NEWS



## Background:

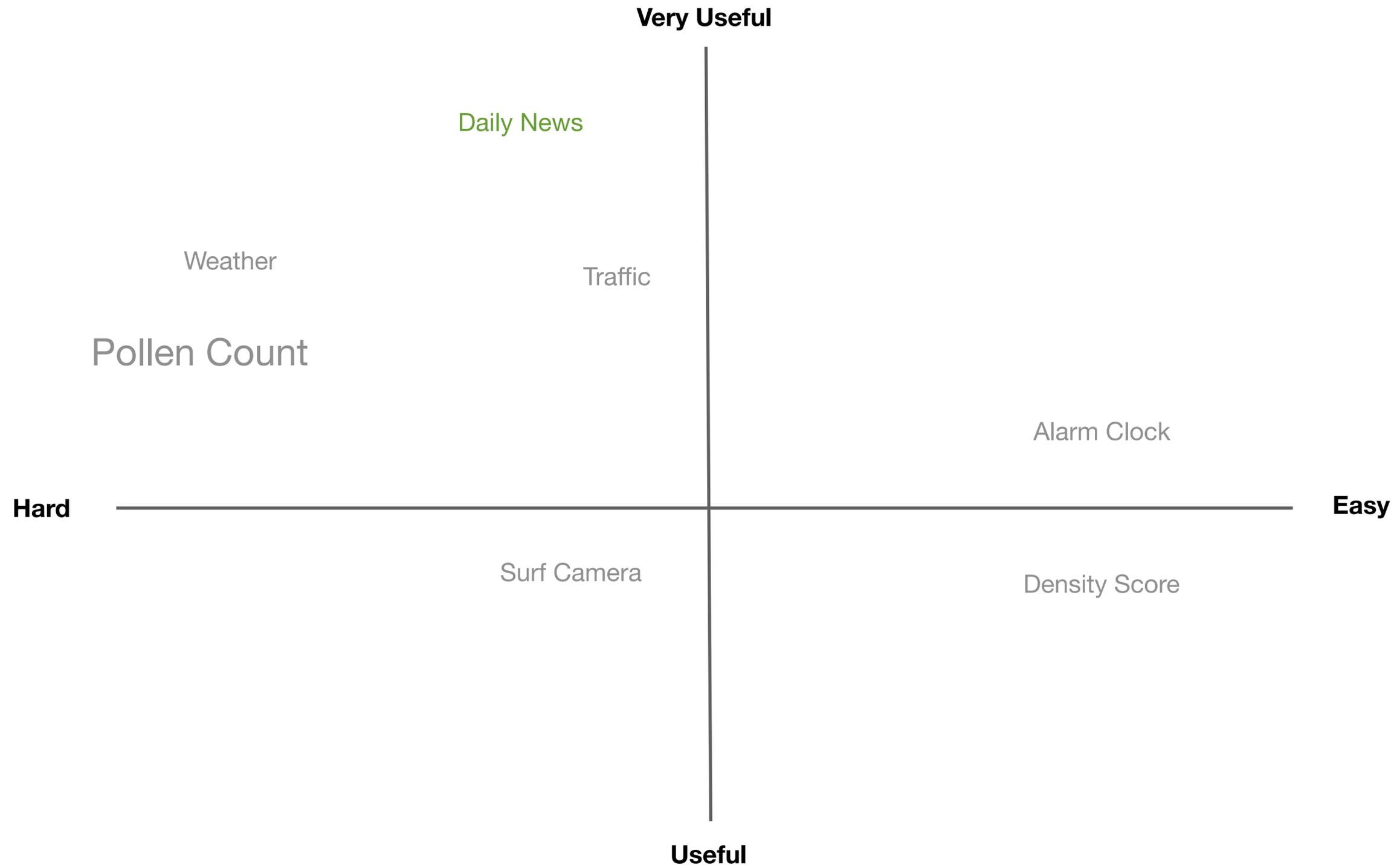
Planet Labs provides universal access to information about the changing planet. The company operates the world's largest fleet of Earth imaging satellites to frequently image the entire planet and provide open access to that information.

## The Brief:

Planet Labs engaged us to develop an iPhone app that demonstrates the unique capabilities of the Planet Labs API to developers. The goal was to create an app that consumers would use on a daily basis.

CASE STUDY: PLANET NEWS





CASE STUDY: PLANET NEWS : DESIGN RESEARCH

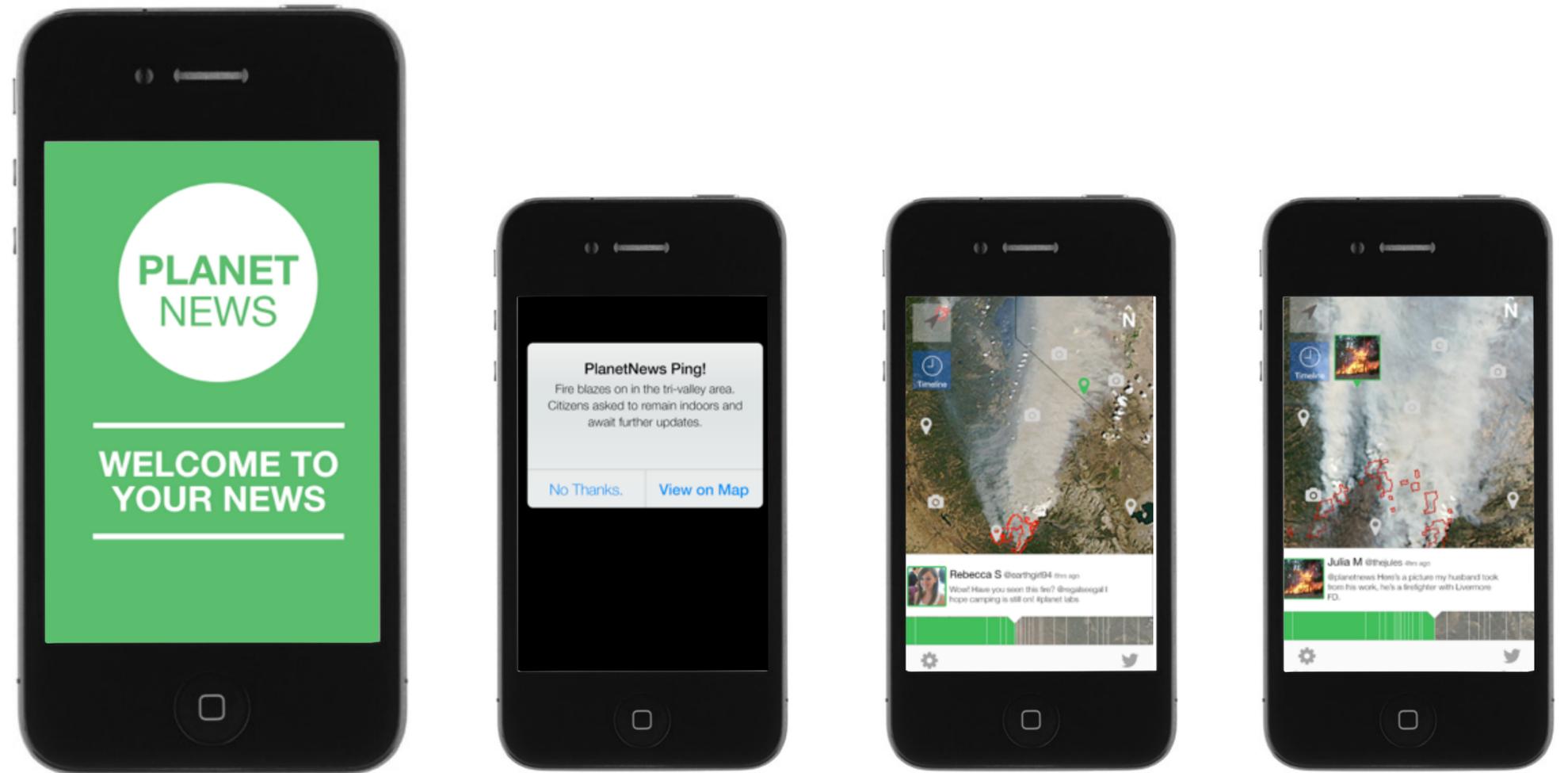
# PLANET NEWS

## The Solution:

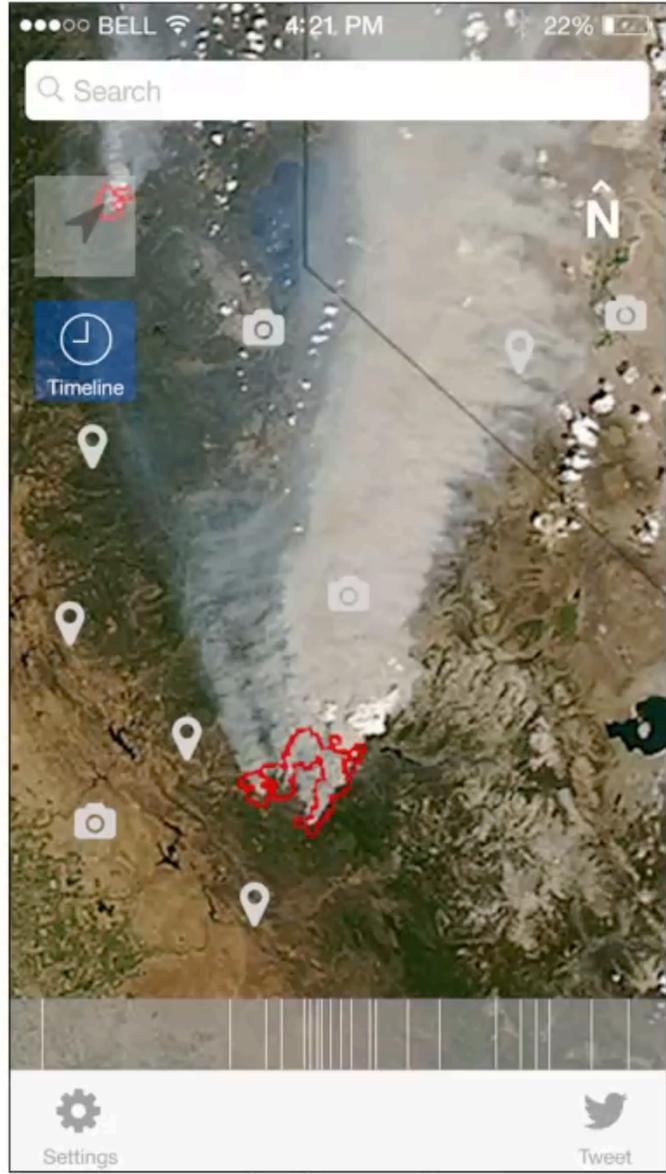
Planet News is a native iPhone app that aggregates satellite imagery and crowd sources news from social media to surface news from anywhere on the globe. Planet News showcases what's possible with frequent, high-resolution, satellite imagery of the entire planet. Furthermore, this app creates brand awareness through its generative content platform.

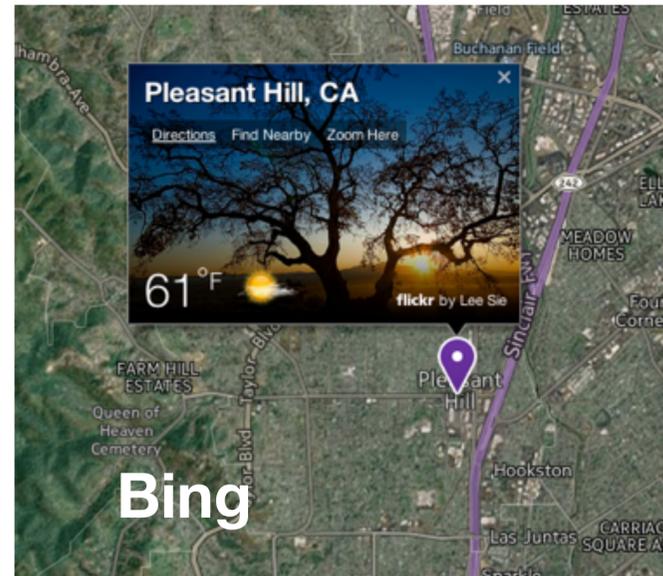
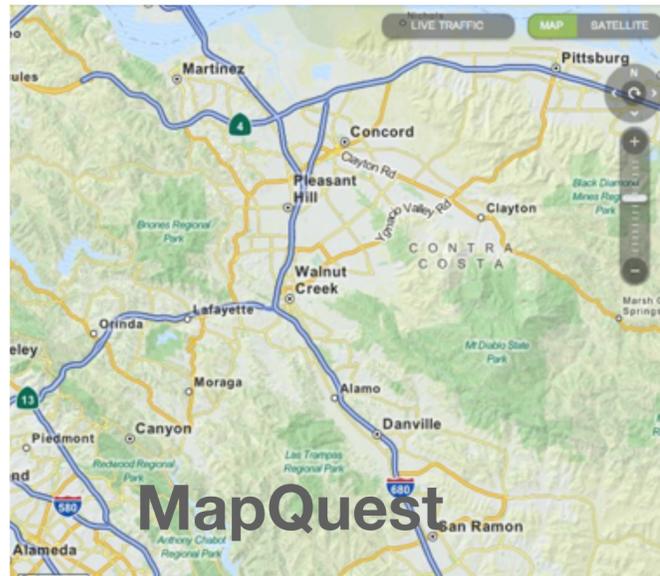
Link to prototype:

<https://www.flinto.com/p/424f0469>



## CASE STUDY: PLANET NEWS





# COMPETITIVE ANALYSIS

Method:

We explored competitors products to understand how to position our product in the marketplace, while capitalizing on our unique data.

We also explored standards for UI and how people were used to interacting with maps on devices.

Findings:

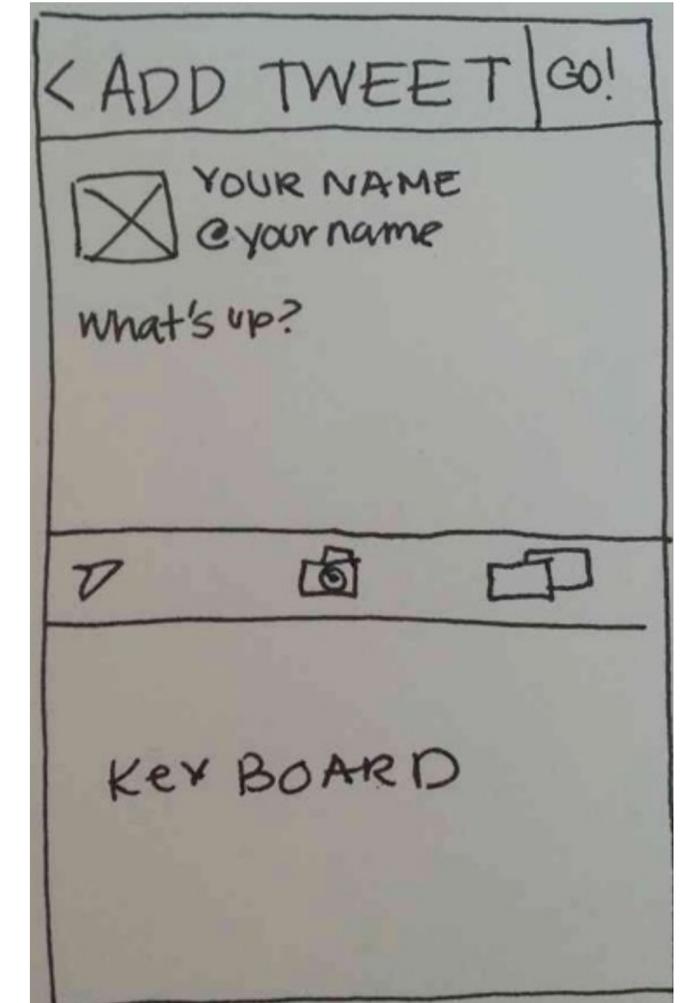
Frequent, high-resolution, satellite imagery of the entire planet, with a regular cadence, enables a new generation of commercial and humanitarian applications.

# PROTOTYPE 1

This early prototype was created to test the Planet News concept with our client. In its first iteration, the paper prototype shows the basic functionality of the app.

From here we concluded that this was indeed a valid idea and moved forward with design/design research and worked to figure out features and the UI of the application.

The next step is to create a more in depth mock up app and figure out the entire system.

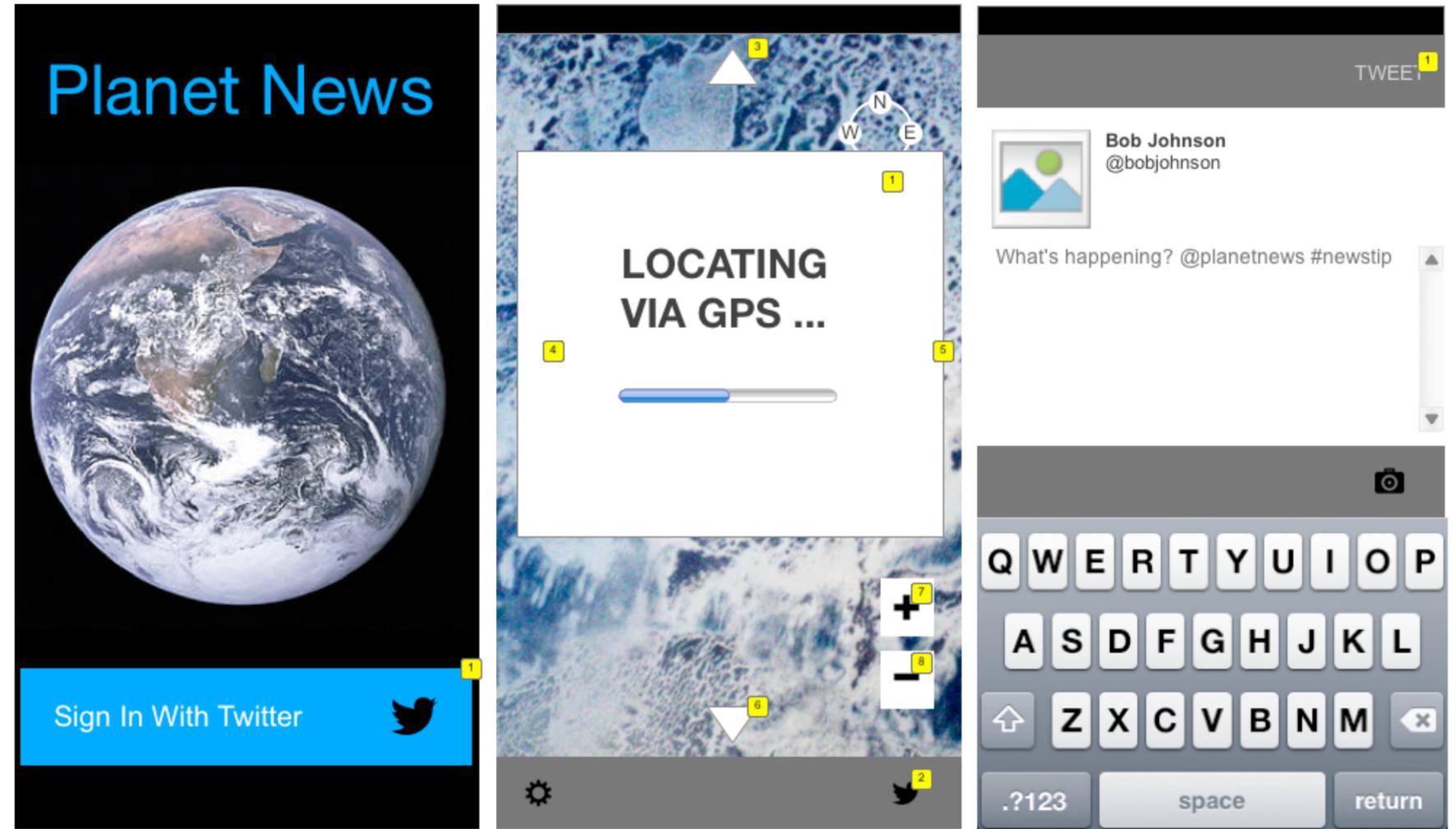


# PROTOTYPE 2

The second prototype, developed in Axure, showcases the basic system and functionalities of Planet News.

Through a quick sketch through exercise with the client we created a “Timeline” option, that allowed users to visualize the change in the data over time utilizing the type of data planet labs possessed effectively.

Next step is to create a more in depth mock up app and figure out the entire system.

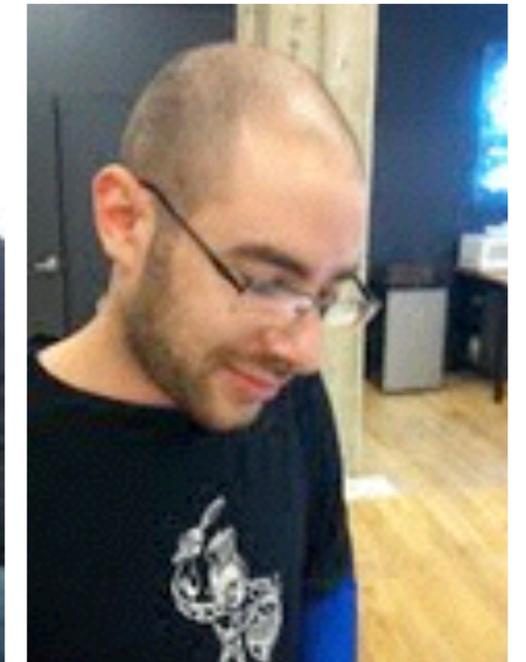
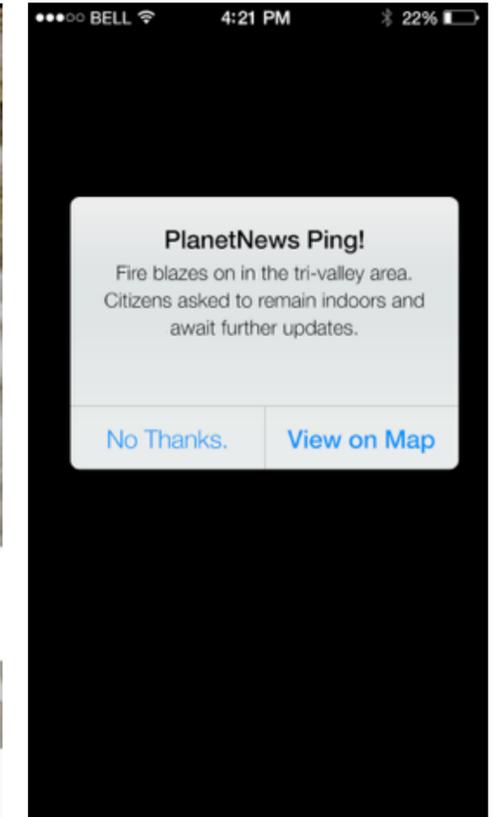
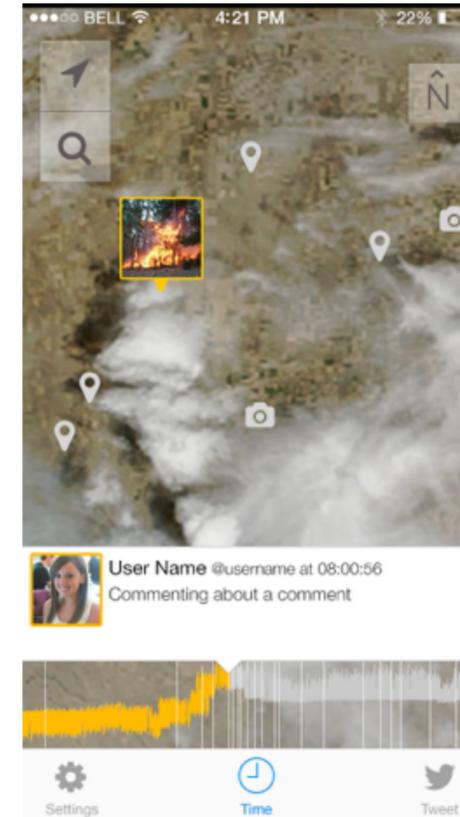
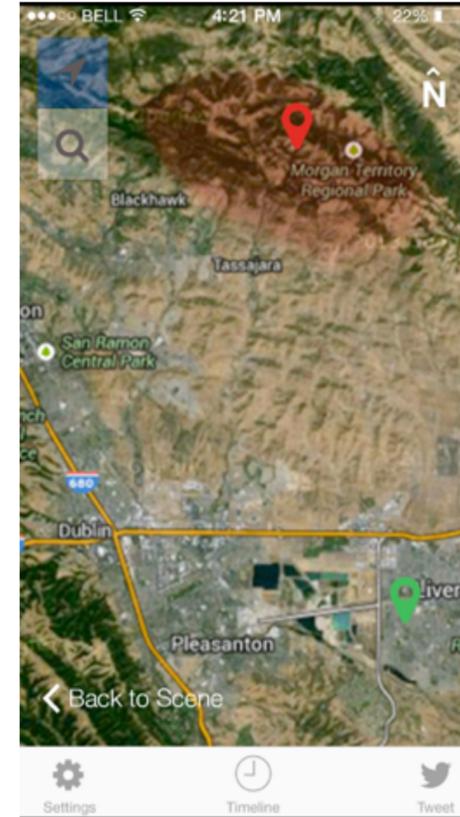


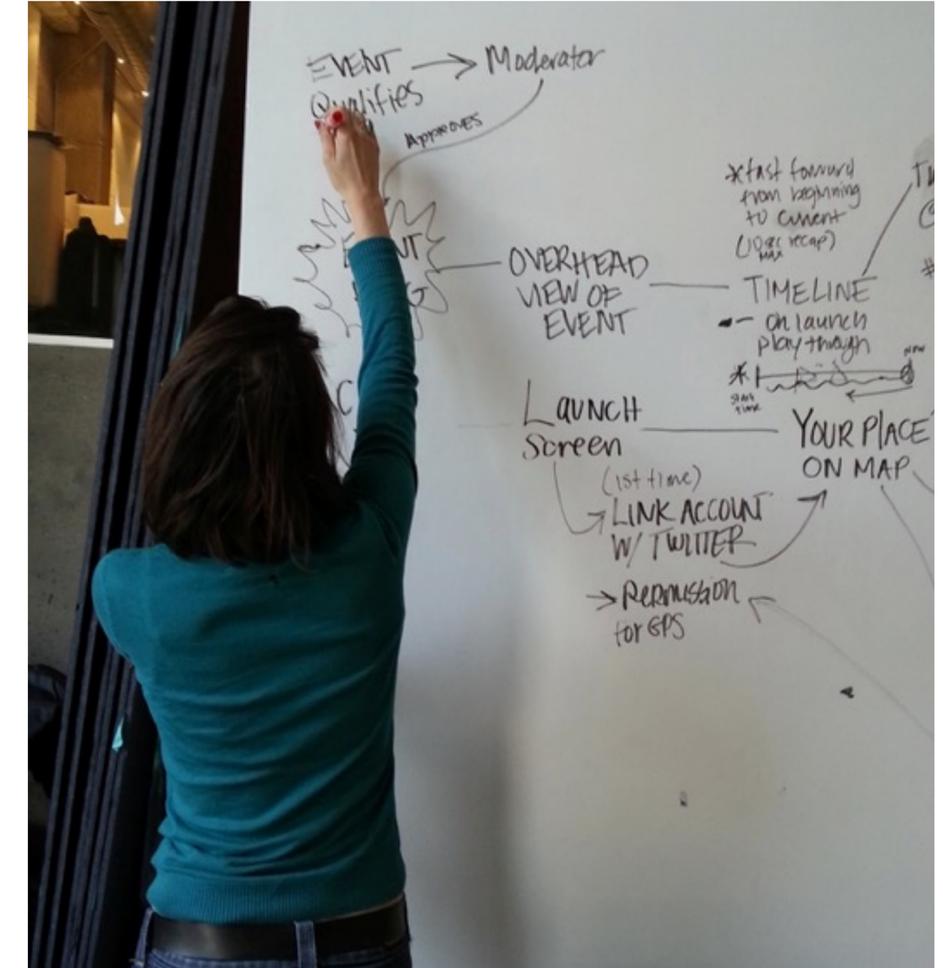
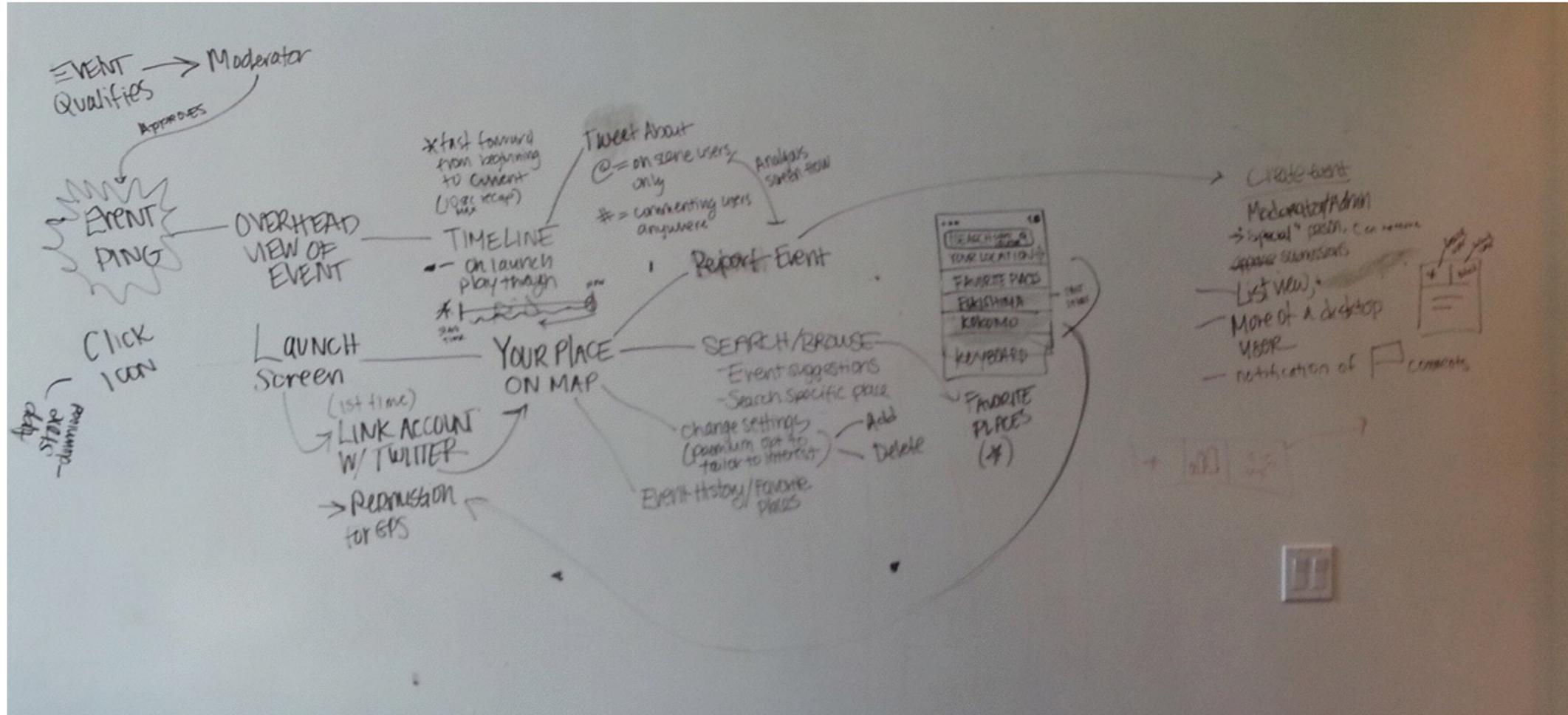
# PROTOTYPE 3

Since the client was incredibly interested in the visual aspect of the project we created high resolution screens to test the general flow and UI of the application. From there we printed off the screens and walked through the application with numerous users.

Problems we identified included: labeling of features, the visual representation of the timeline, and defining what is/isn't clickable. The timeline itself presented some confusion since the visual form didn't fit the mental model of most of our users.

With these findings it was time to run a couple additional tests and make refinements to the visual design.





Realizing the entire flow of the application needed to be revisited and that we needed to figure out where everything fit into the system, we hit the white board and started to sketch out the flows. Drawing the relationships between the screens allowed us to identify touch points and screens that needed to be designed.

From here we decided to do some further user research to discover patterns and actions that users found easy to figure out, which of course meant more prototypes.

## CASE STUDY : PLANET NEWS : MINDMAP

# UI PROTOTYPES

In order to move through to the next iteration we decided to move forward and quickly create hand-sketched prototypes from user feedback of both the search/browse function of the application.

After incorporating the user feedback, we worked on creating that flow in the click through mock up.

