Authoreo.
Marketplace for authors and brands

Authoreo 2019/2020

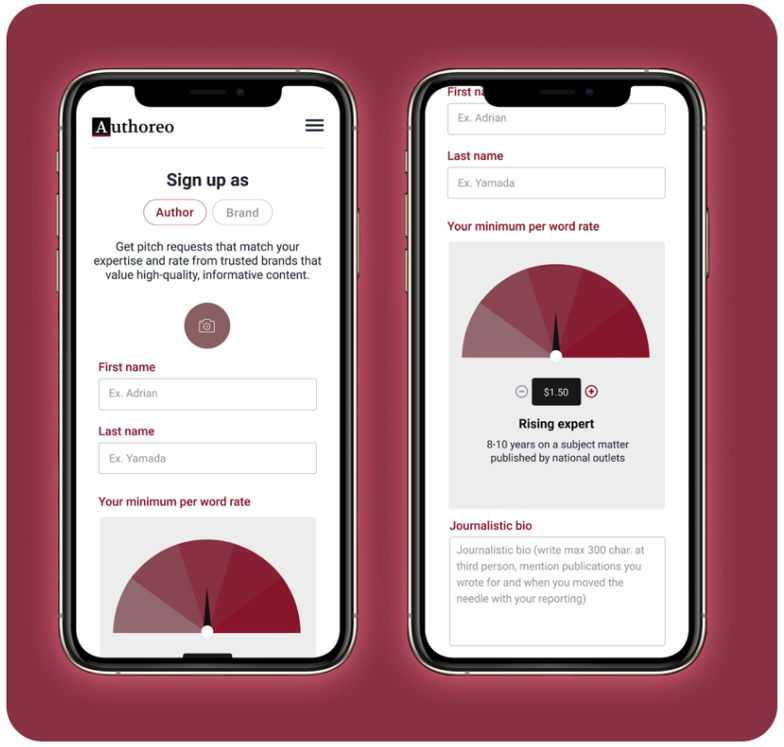
Progressive Web App

Authoreo is a **content creation platform** that delivers informative, audience-centric content to organizations who are looking for effective ways to educate their customers.

Authoreo was an internal project in Stanford University as part of the new initiatives proposed by Adriano Farano, a Silicon Valley serial entrepreneur and journalism fellow at Stanford University.

I had the opportunity to work end to end as the lead product designer end-to-end.

Stakeholders include: Brands, Businesses, Journalists, Local publications, VP of Product, CEO



Team:

Emma Penrod
Role: Editor
Renowned Utah Journalist

Adriano Farano
Role: VP of Product
Founded and sold Watchup

Derick David
Role: Founding Product Designer, UI/UX Designer at Stanford startup

My responsibilities

1. Convert user insights and research findings into design experiences
2. Conduct usability testing and user interviews
3. Create design system by starting with a styleguide and branding
4. Design wireframes, mockups, and prototypes
5. Iterate fast on feedbacks that make sense
6. Update UI through front-end development
7. Ensure product features meet business requirements

Overview

Problem

1. According to the **Edelman Trust Barometer**, trust in news media went from a high of **57 percent to 43 percent** in 5 years.
2. In truth, trust in all organizations is in free fall. **Oxford University** researcher Rachel Botsman explains that in the digital world it's much easier to trust fellow humans than organizations.
3. What if we had a way to directly connect with and financially support the actual people who report the news, also known as journalists with brands?

Goal

Create a **modernized marketplace** between brands and journalists that aims to:

1. Minimize friction to finding a journalist
2. Increase speed of request of articles
3. Enhance quality of service
4. Rebuild trust in journalism by building a brand on topics like sustainability, climate change, and/or local businesses

Our Proposal

A marketplace for authors and brands where brands hire experienced authors and journalists to craft exclusive newsletters, articles, and white papers their customers will actually want to read.

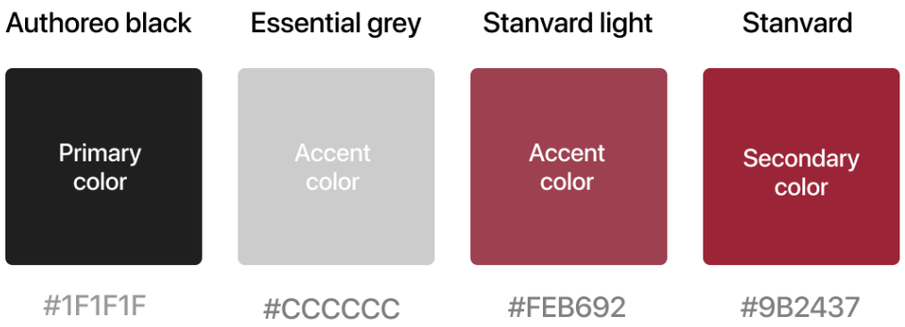
Icons & Logos

Part of my role as a founding designer, I had to wear many hats. One of these is as a graphic and logo designer.

Before we got into product design for the platform itself, we first spent the first couple of weeks on defining the right brand identity that best represents Authoreo's mission, values, and brand.

We decided to for an empashized **"A"** in the logo to represent authority.

Color palette

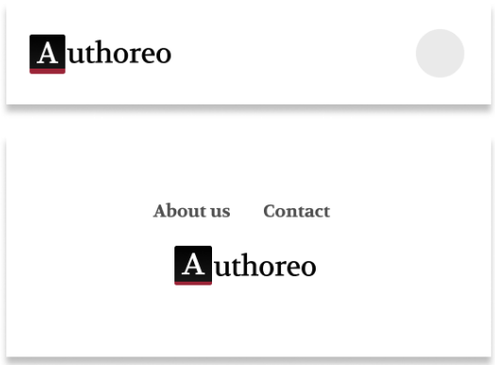


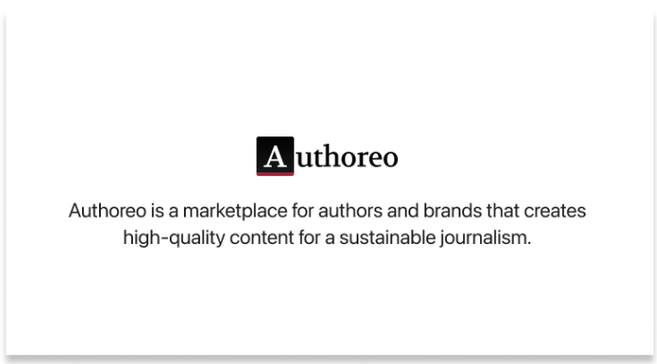
Stanvard red and authority black as for our primary colors to symbolize class, elegance, and boldness.

Typefaces

Serif

Volkhov **Volkhov** *Volkhov* ***Volkhov***





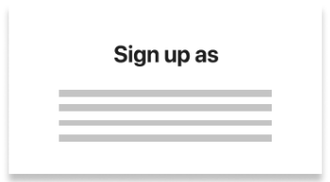
Components

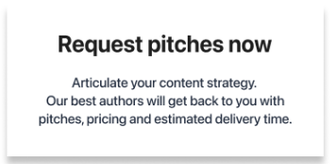
Build authority for your bramd

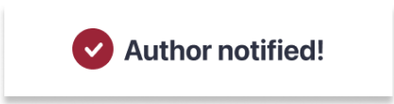
Don’t settle. Become an industry leader.

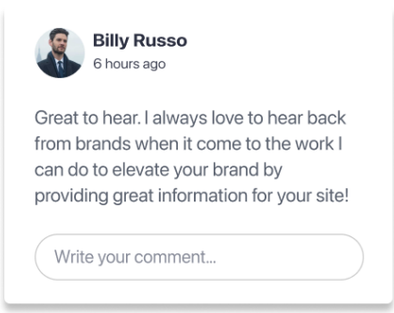
Sans-serif

SF Pro Display **SF Pro Display** **SF Pro Display** **SF Pro Display**









Components

The first marketplace for authors

User: People aging 20–40 years old are tech savvy, small business owners, and socialites on Twitter
Market: Young population in Silicon Valley (San Jose to San Francisco)

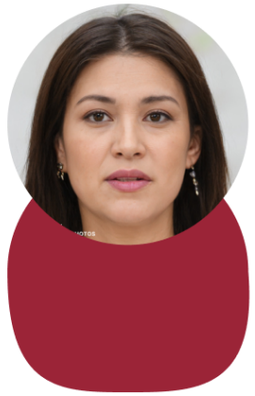
Brands asks

Journalist deliver

Johnny Kun

- **Johnny** uses his bike to commute in SF and owns a sustainability brand
- **He requests a story** on Authoreo by creating a profile as a brand
- **He sees one story** usually costs $400 so he shares this on social media and texts his best cyclist friends with a link to his story idea
- **Once a journalist accept**s he gets an manual email with profile and expected delivery
- **He's excited** to see the story which is private to him and after which it becomes public and it shows the released story about his sustainability brand

- **Holly** is a journalist who wants to do a story on sustainability brands in SF she feels can deliver on
- **She creates a profile** as a journalist, accepts the story and starts working on it
- **Authoreo helps edit the story**: if good she earns her verification sign, if bad, Authoreo finds someone else and Holly is removed as a journalist
- Once she gets the verified sign, **she can propose** her own story ideas. The more she writes quality content, the higher her rate is.
- **Holly approves** the final revision of Johnny's story about his brand and shares it to the world

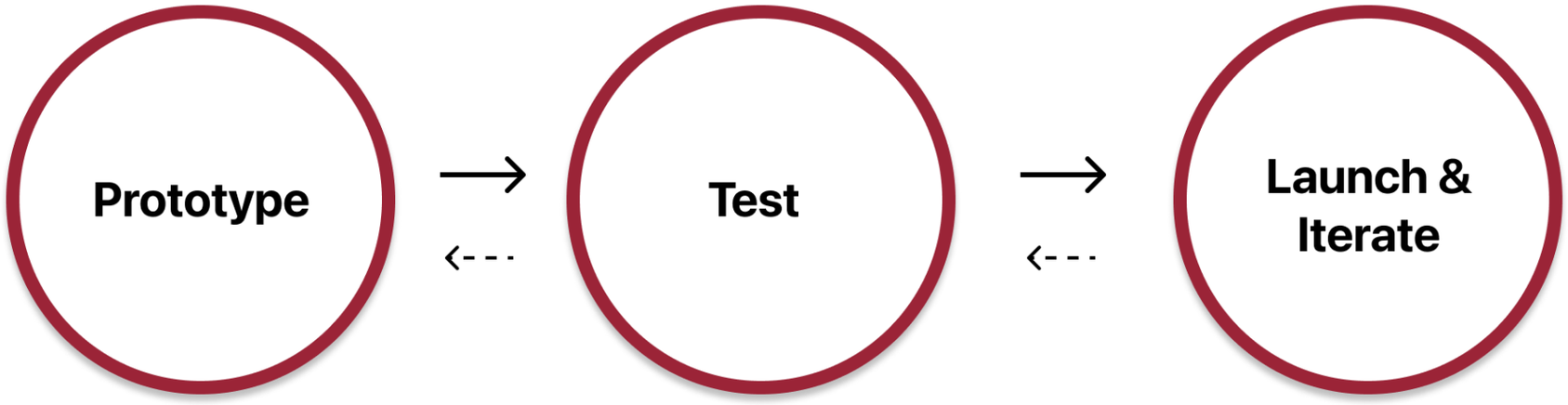


Holly Monte

Process

We use a design process very common among people at Apple, Airbnb, and Uber.

The process starts by asking a lot of essential questions around the big idea, the problem, and the concept, before going straight to prototyping.



Learning experience: In this approach, I learned the importance of starting fast and learning along the way. You have to build your way forward to learn and to eventually get it right. You have to sometimes forget the systematic approach to build something magical.

Design principles

After doing some research, information gathering, and user interviews, we have come up with a set of design principles to best represent our end user.

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1. Familiarity!

Each user has a unique schedule and habits. The experience has seamlessly integrated into their daily program without any complicated steps.

2. Simplicity in interaction!

The users need not learn a new pattern.

3. Every click should feel like a conversation!

Every step of the way should be like talking to an another person in other end of the line.

Johnny Kun
27 years old
Menlo Park, California
Business owner

Brand owner

Bikes a lot on the weekends, advocates sustrainability, and occassional blogger

Needs & goals

-Give visibility to sustainability brands and businesses that help the environment
-Connect to quality journalists with particular expertise
-Help journalists get paid through their work

Tech stack

Facebook, Twitter, Reddit, Pinterest, and LinkedIn

Holly Monte
36 years old
San Francisco, California
Ex-Washington Post

Journalist

Cares about local communities.
Buy local, write local is her motto.

Needs & goals

-Find a way to earn extra income as journalist and writer
-Connect with local brands and businesses
-Grow network and subject matter expertise

Tech stack

Twitter, Pinterest, and LinkedIn

Feature Requirements

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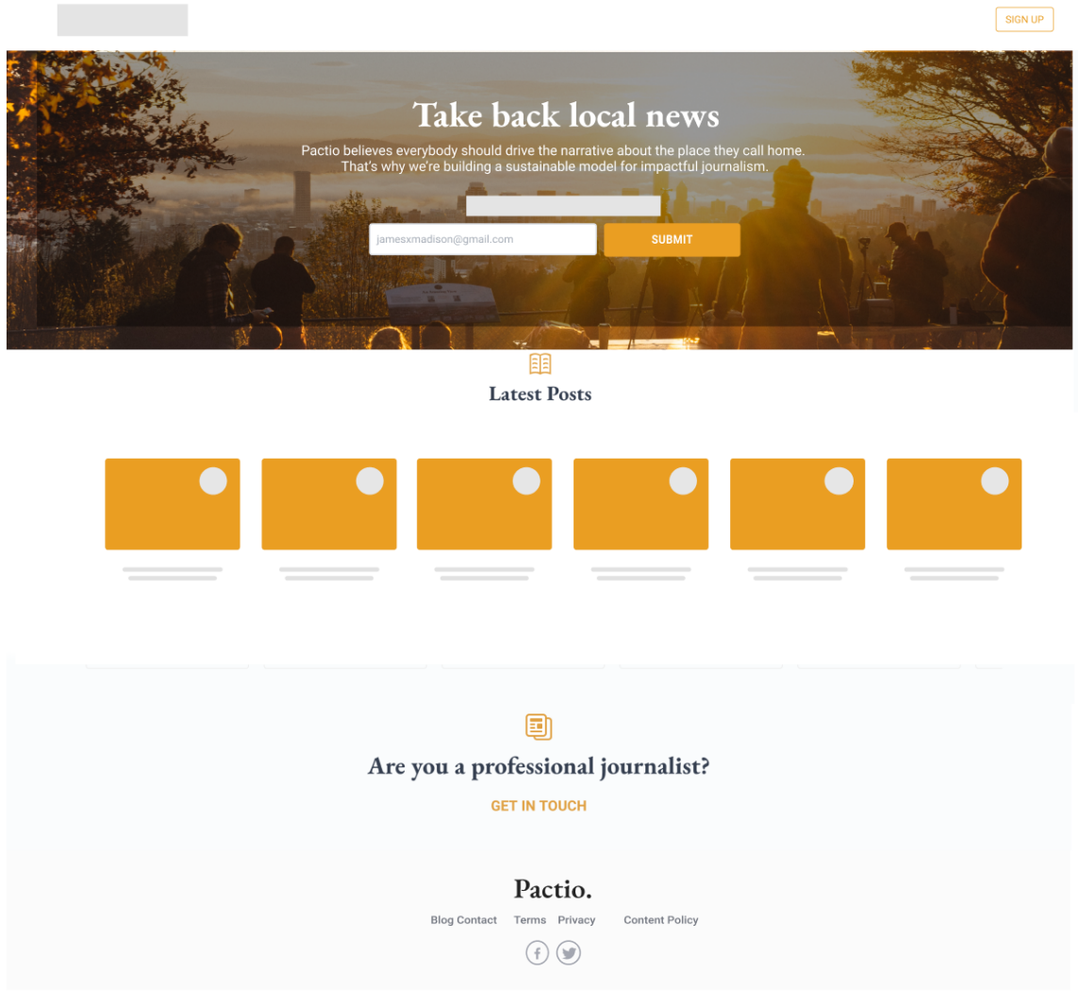
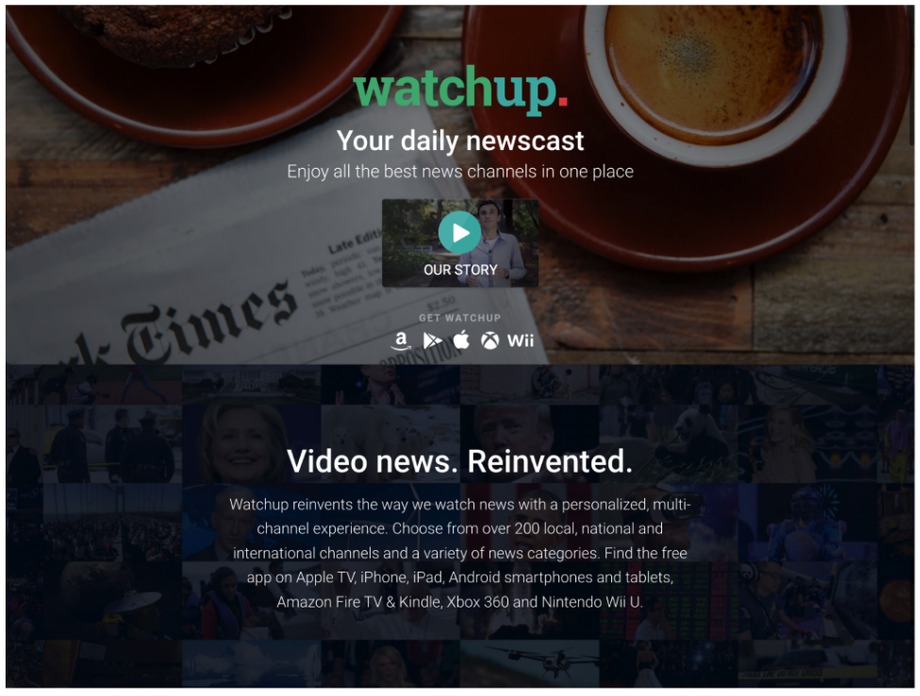
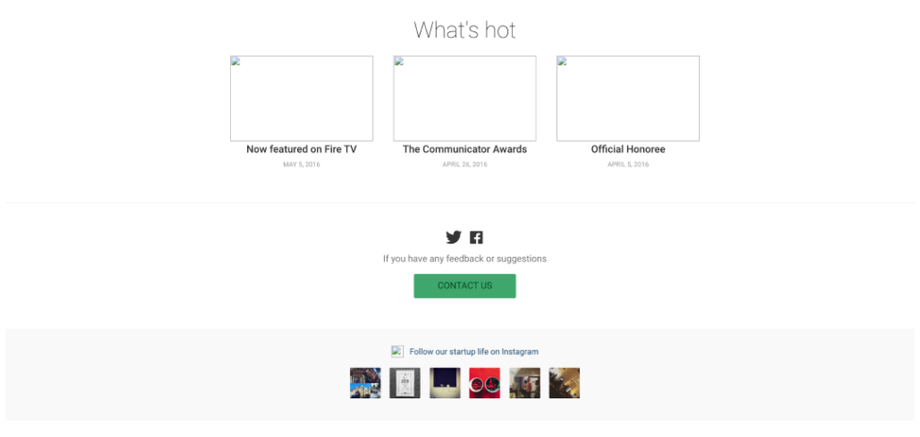
1. Onboarding that shows scale that helps determines the pricing of an article or content based on the journalists years of experience
2. Request pitch page—brands
3. Journalist pitch page—journalist
4. Payment page
5. Home page—showing content needs and pitches

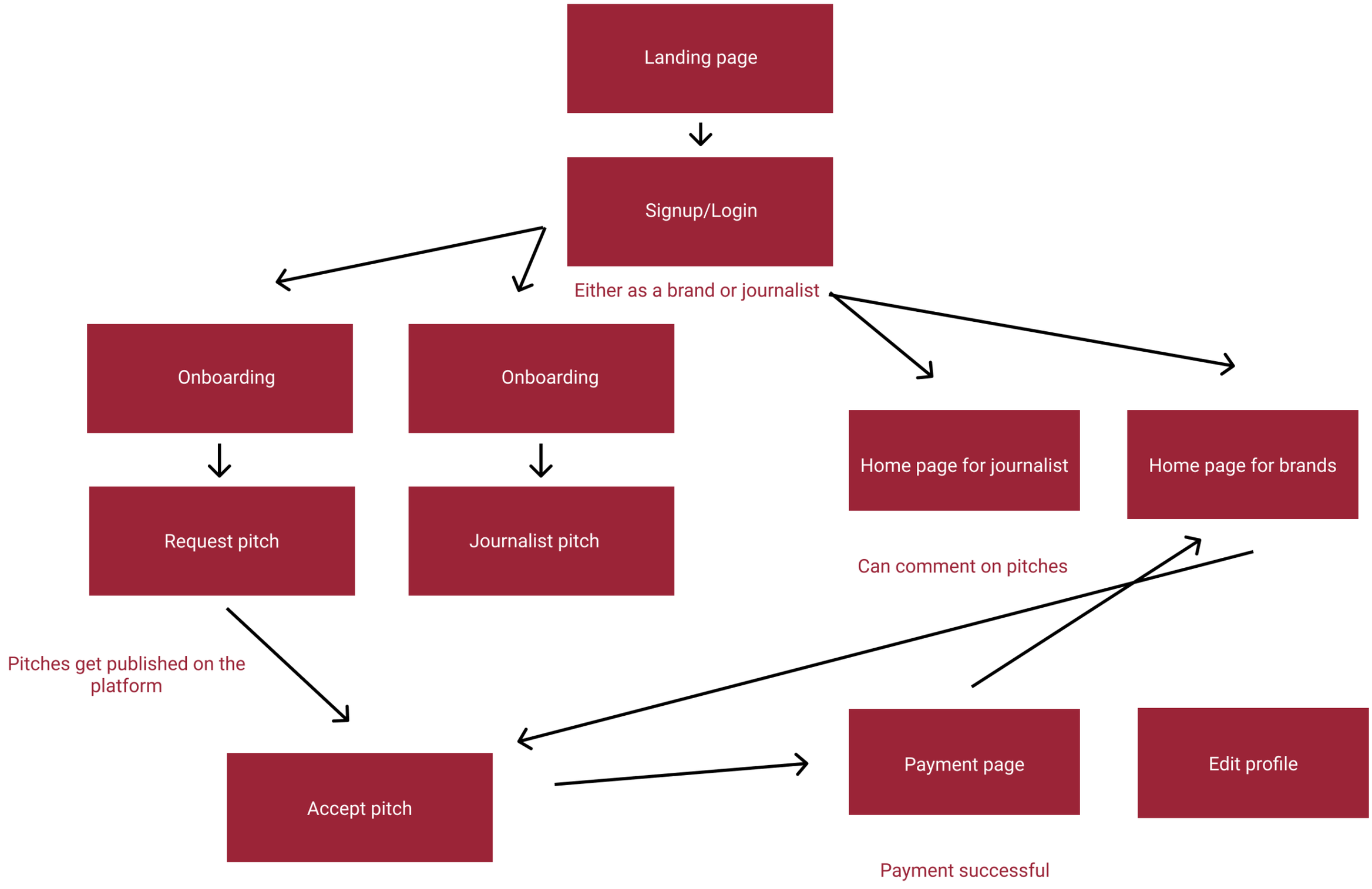
Pactio-Crowdfunding journalism



Watchup-Netflix of videojournalism

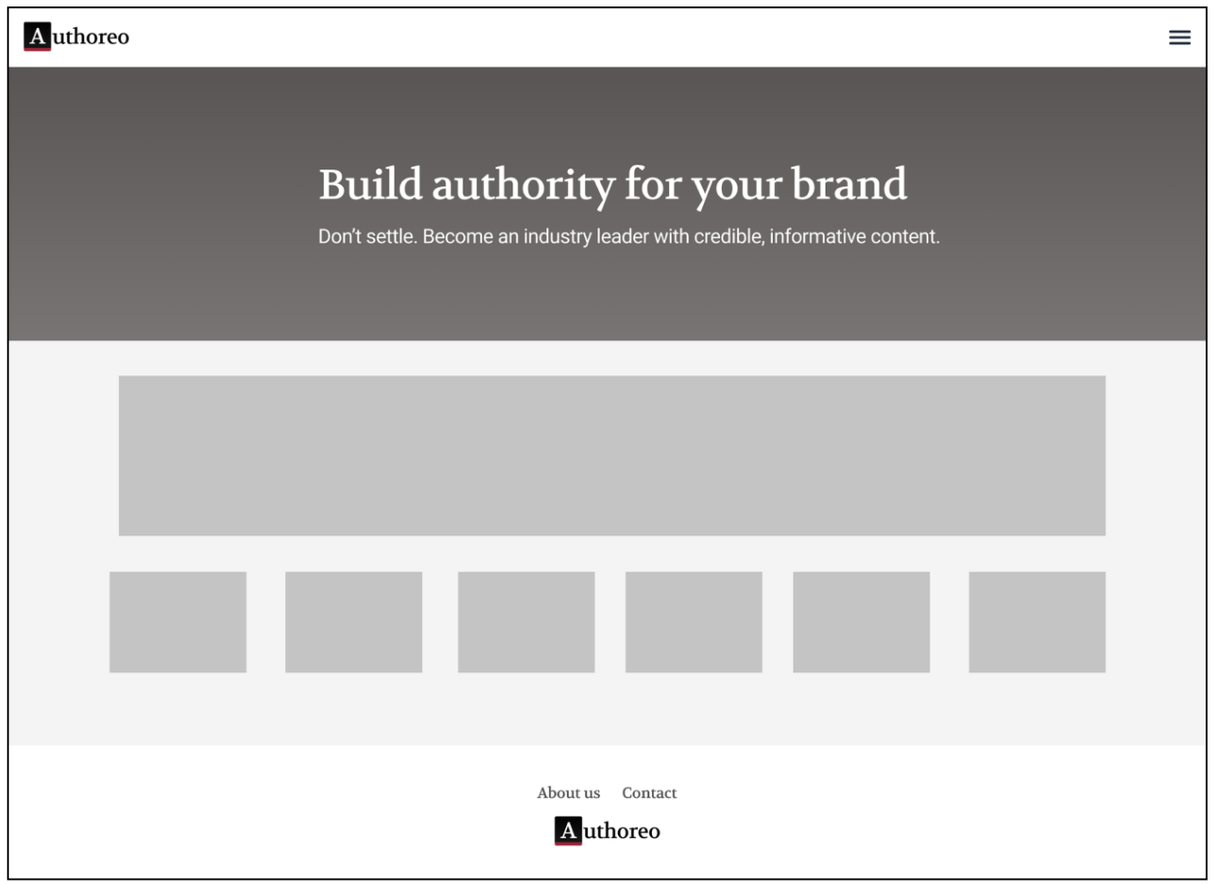




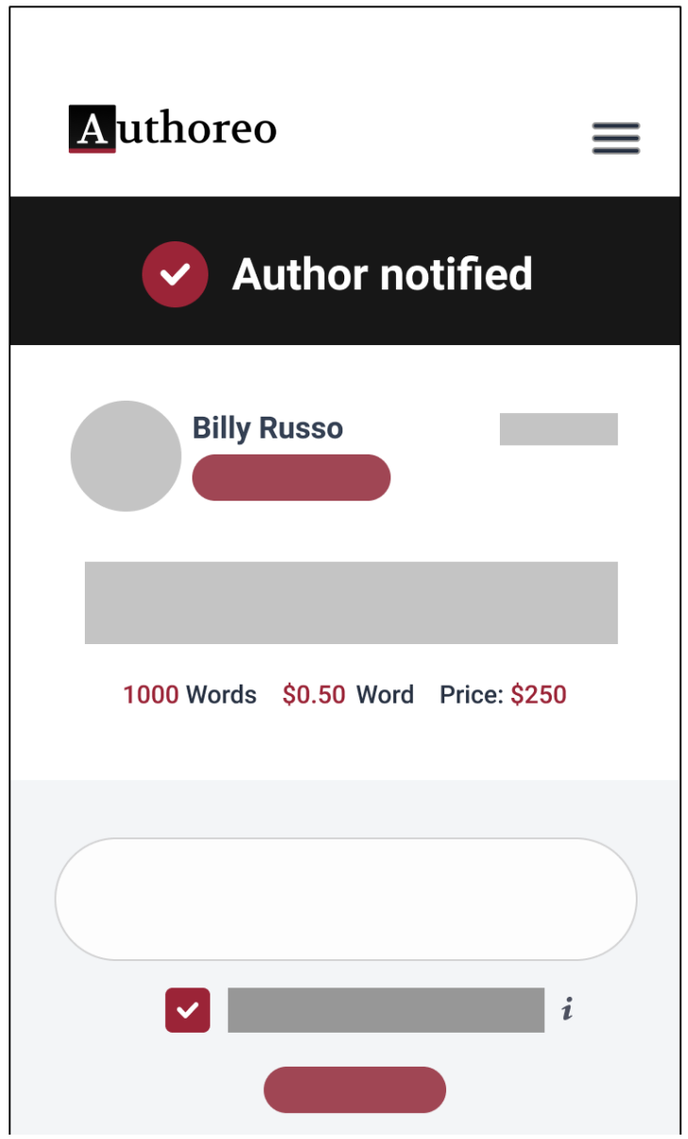

Landing page
Signup/Login
Either as a brand or journalist
Onboarding
Onboarding
Home page for journalist
Home page for brands
Request pitch
Journalist pitch
Can comment on pitches
Pitches get published on the platform
Accept pitch
Payment page
Edit profile
Payment successful

Wireframing

Landing page

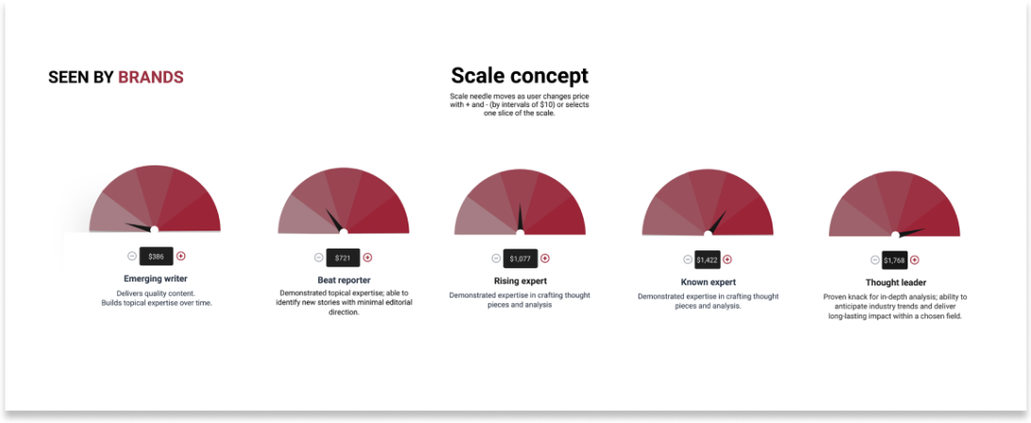


Mobile version

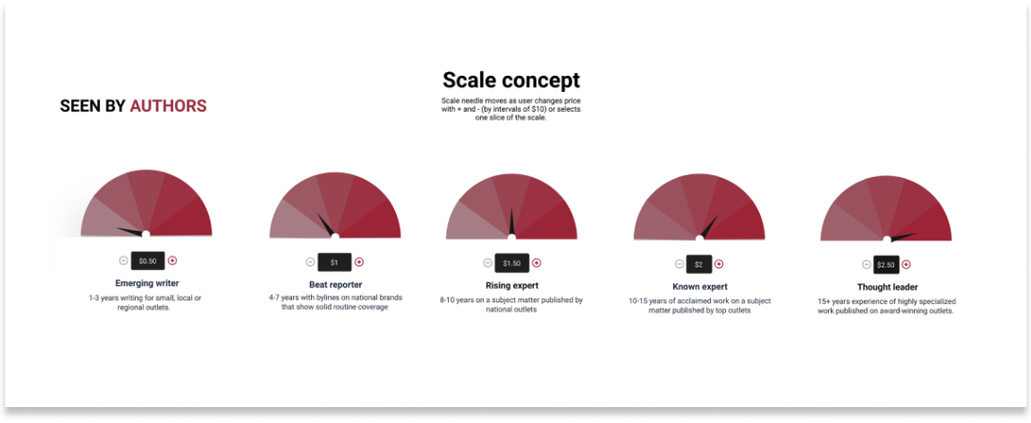


Authoreo **features a scale** where writers and journalists are rated and priced based on their professional experience.

Each category is represented by as follows:



- Brands see avg pricing for content based on level of expertise



- Authors see set ther pricing per word according to their level of expertise

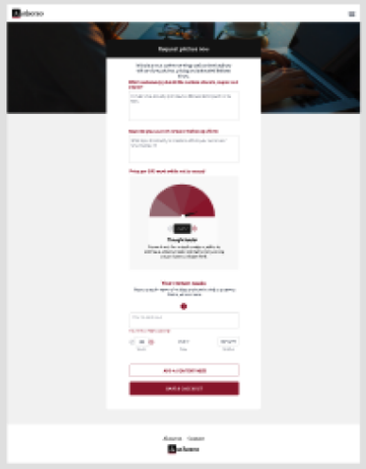
Prototyping—web

Background picture

1440 px

371 px

Reques pitches ...



Pitch screen for Journalists Desktop

Reques pitches ...

when user starts filling out the field and when a new pitch as added

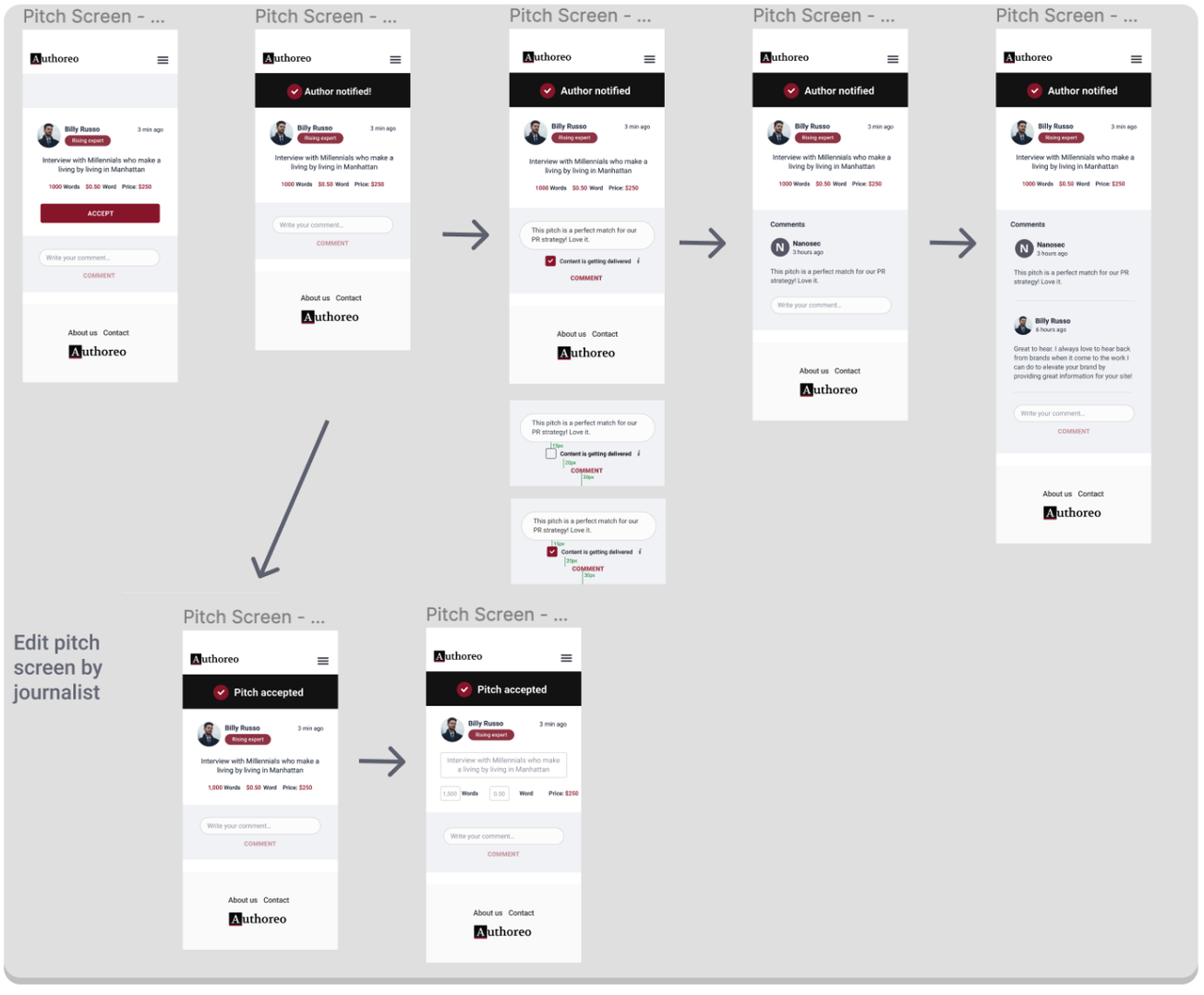
Reques pitches ...

Calendar in Desktop version

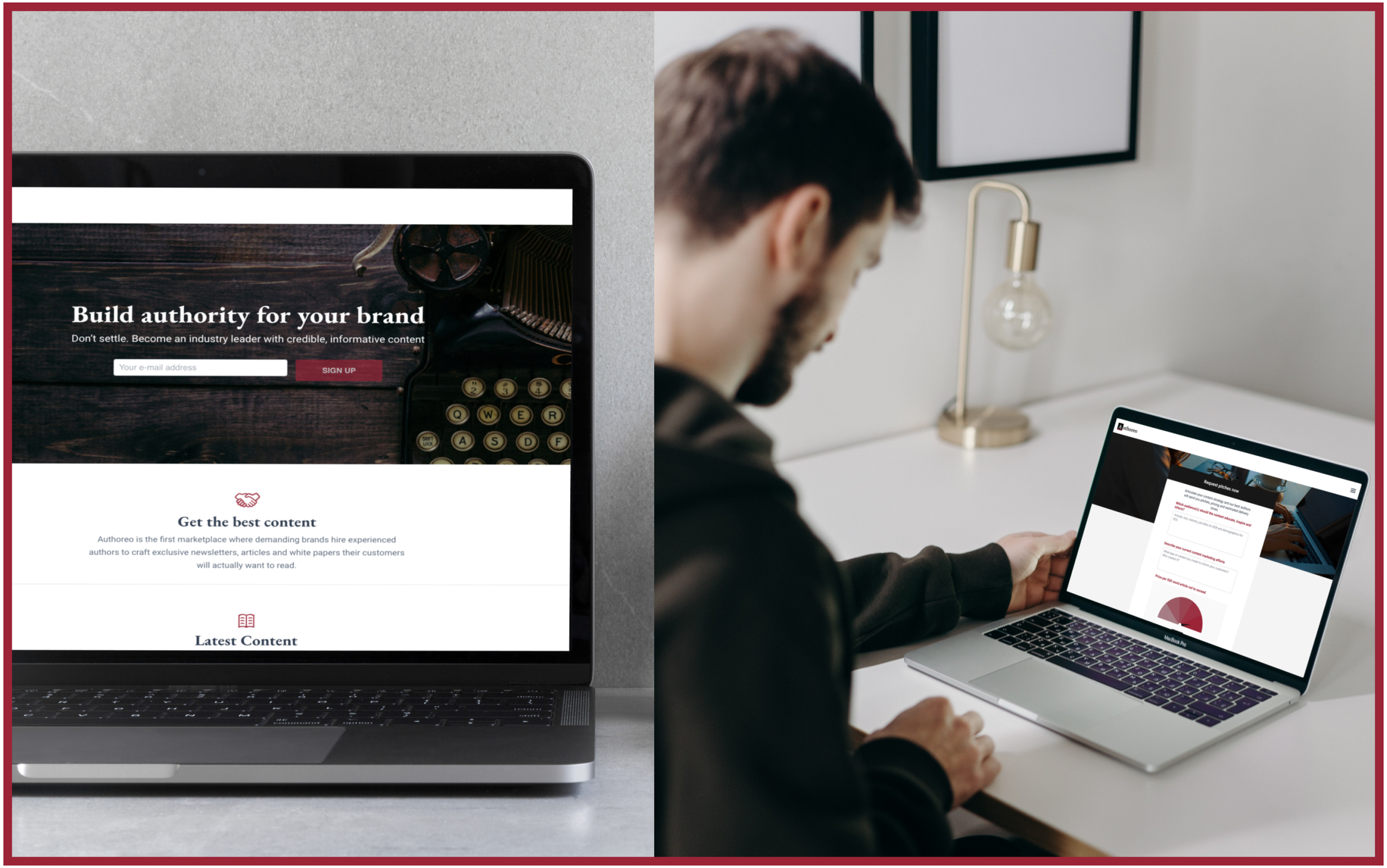
Reques pitches ...

Prototyping

Defining the user journey from the brand perspective

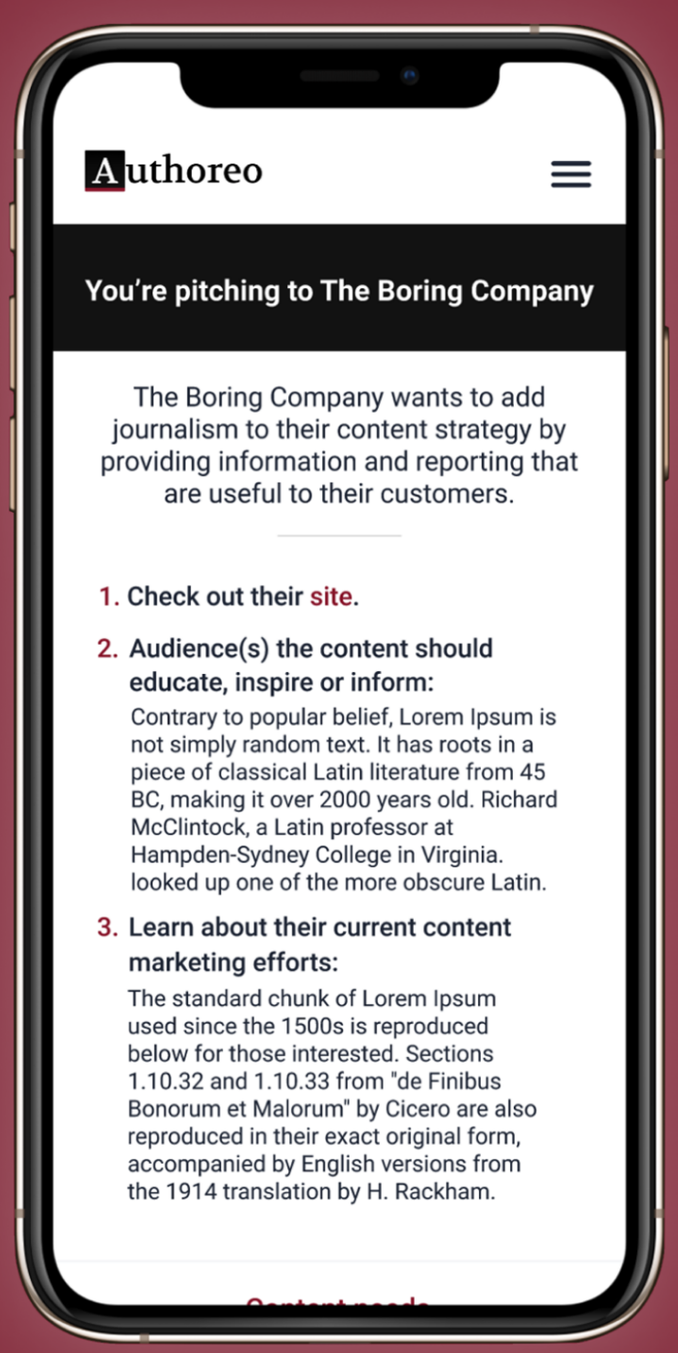


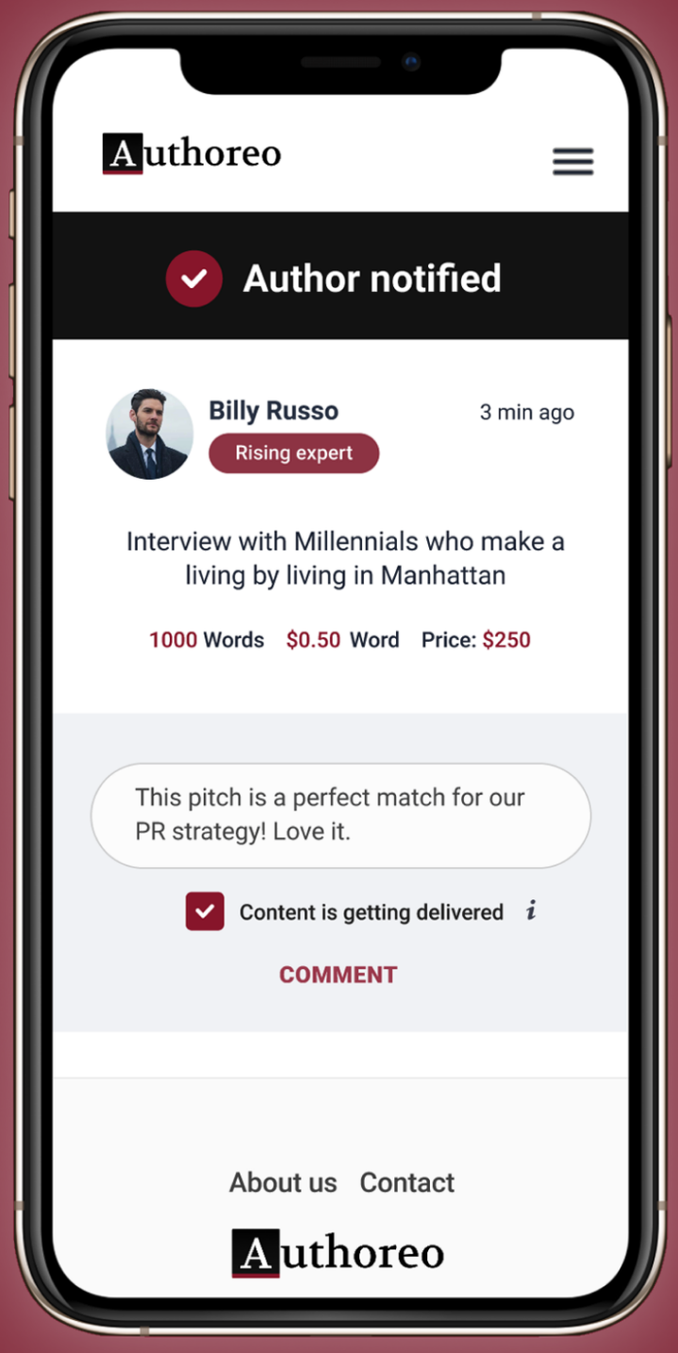
Deadline for the delivery of the article decided by the author


Build authority for your brand
Don't settle. Become an industry leader with credible, informative content
Your e-mail address
SIGN UP
Get the best content
Authoreo is the first marketplace where demanding brands hire experienced authors to craft exclusive newsletters, articles and white papers their customers will actually want to read.
Latest Content
Request pitches now
MacBook Pro

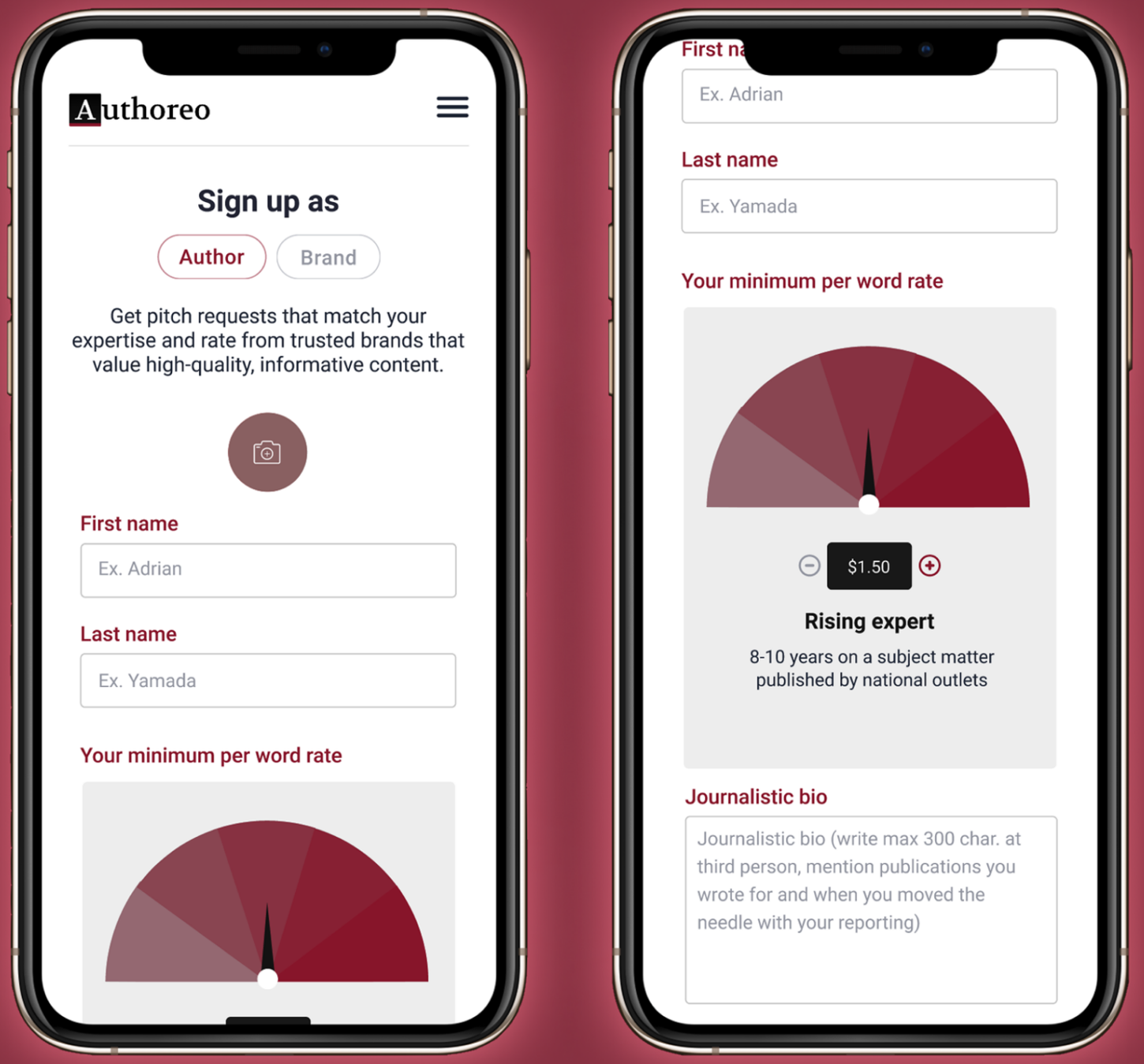
Final Mockups

Brands pitching Authors





Sign up as an Author



Outcomes

$25,000 revenue within the first 4 months of launch
50 brands & businesses registered and onboarded including:

IMPRIMED

spry

PRIORITY MATRIX

plume labs

Stanford University

This project challenged me in many ways that helped me become not only designer, but leader in the real world.

What I learned:

1. It’s never bad to overcommunicate between stakeholders
2. You have treat your work like a baby (from when it was born until it grows up)
3. You have make hard decisions to create better outcomes
4. You have to iterate fast to get your product right, but make sure you show your product to your users whenever the prototype is ready
5. Creativity has no limits, taking a walk with stakeholders help better understand problems and perspectives

Email me at **derick@hikre.com** if you want to discuss this project.