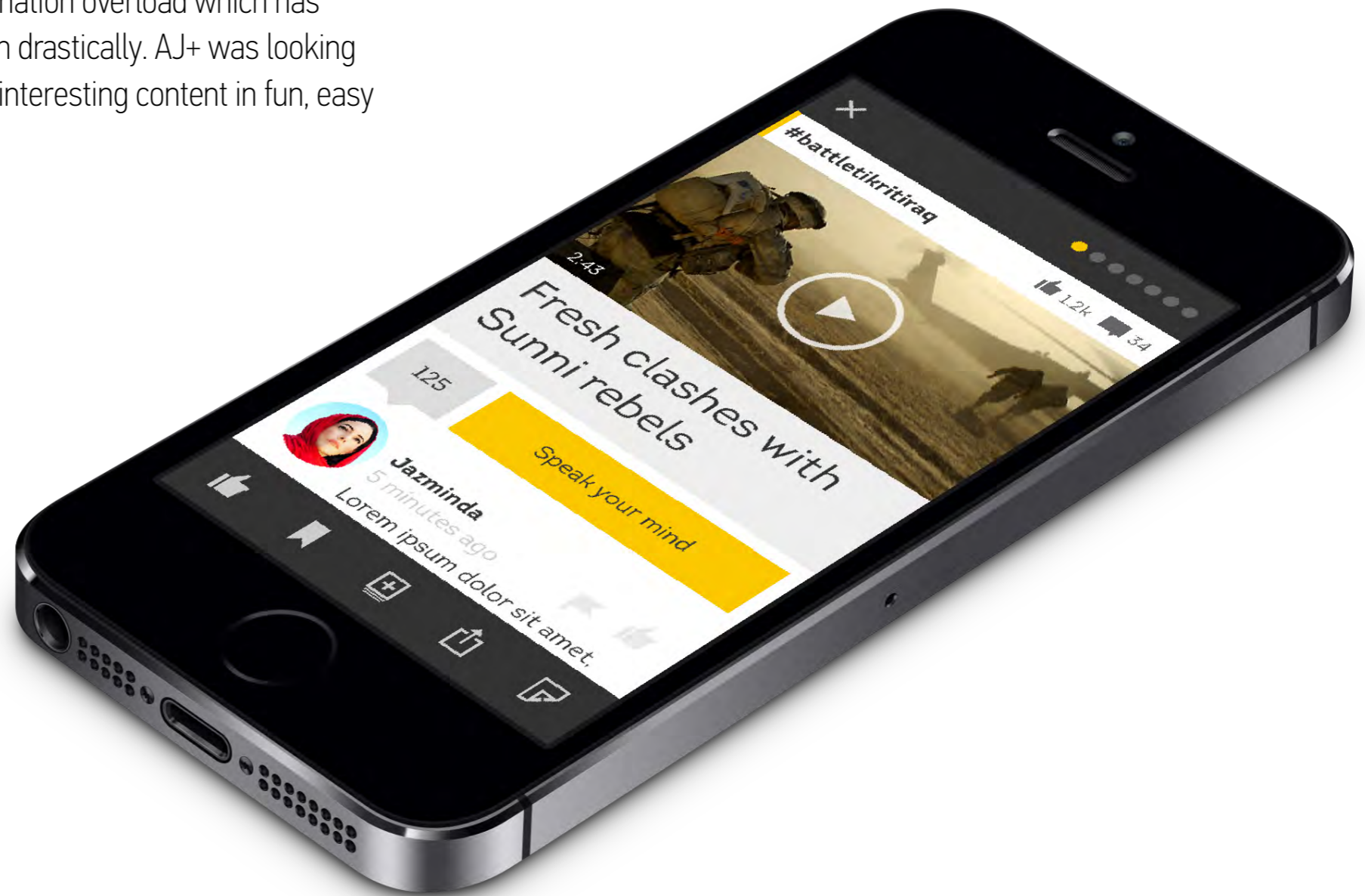


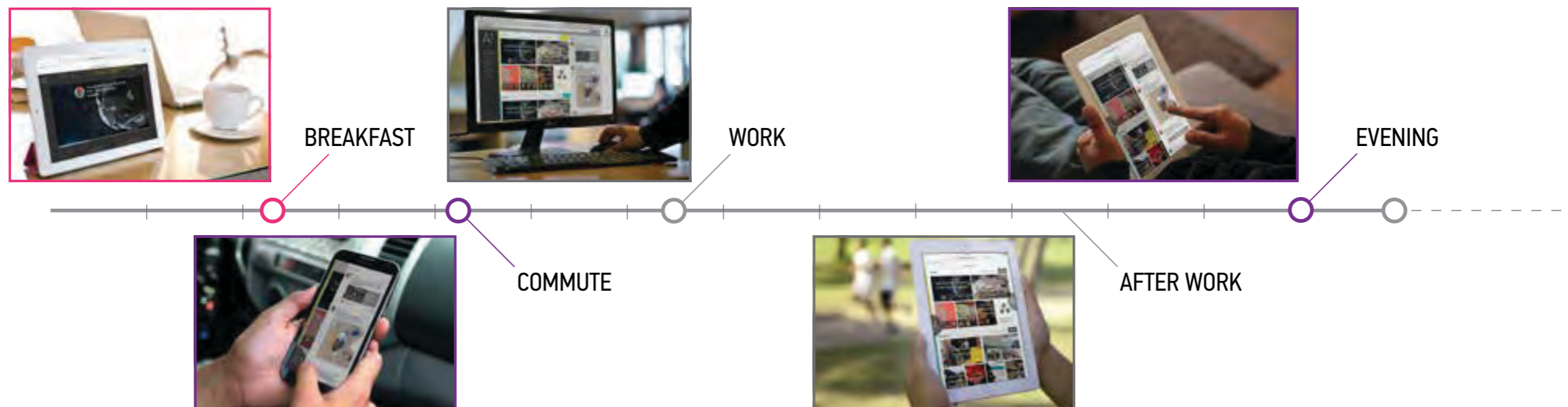
Ixonos partnered with Al Jazeera to help them develop an application for Generation C (Connected Generation). News consumption has changed a lot within the last decade. There is information overload which has caused people's attention spans to shorten drastically. AJ+ was looking for a new approach to engage users with interesting content in fun, easy and social ways.



## CASE STUDY - AL JAZEERA: AJ+

# DESIGN RESEARCH - A DAY WITH AL JAZEERA

At the start of the engagement, we conducted primary and secondary research and learned how individuals consume news at different points throughout their day.



## BREAKFAST

Hands-free interaction with the device, Al Jazeera + almost work as a radio/tv, streaming continuous content to the user. Tablets are typical morning and evening devices.

## COMMUTE

Content adapts to the context, allowing the user to quickly get an overview of the daily content. Audio only mode allows the user to use Al Jazeera + while commuting. Smartphone UI is optimized for direct access to content while on the go.

## WORK

AJ+ website, in conjunction with push notification on the mobile, allows the user to follow updates and discussions from his desk.

## AFTER WORK

AJ+ social media integration provides user with extra info and content about the topic her friends have been discussing during the day. AJ+ provides more content and opinion to discuss while sipping a glass of wine after work.

## EVENING

Watch Later and connectivity to Apple TV and Chromecast allow users to watch the full length content they discovered during the day and through. Tablets are the ideal device for the evening, allowing in the future the user to have extra second screen functionality.

# UNDERSTANDING THE USER

GENERATION C VALUES RELEVANCE AND ORIGINALITY  
AND ARE MOTIVATED BY HONESTY AND INTEGRITY

*We have a dynamic aspect of choice. My generation values relevance and originality!  
We like fashion, food, modern design, online shopping, travel!*

- Great conversations are aligned with its own interests
- Empowered by tech, living in the moment
- Gen C give back more content when engaged
- Strives for expression
- Fueling culture with photos, videos, memes, mash-ups
- Generation C focuses on anything with creativity and forms trend
- Technology that's always on (social networks, devices, games)
- Fashion (culture, shops, make-up, personal image, including healthy living)
- Food (the need to find something different, international, and fusion food)

67%

UPLOAD THEIR  
OWN PHOTOS TO  
SOCIAL NETWORKS



# INSIGHTS - DESIGN PRINCIPLES

Following the research phase we analyzed the insights and synthesized them into design principles. The final UX document informed the design and technical phases of the AJ+ application.



## CONTENT *first*

UI should be functional, intuitive and as invisible as possible. Never gets in the way of the content.

## CONTEXT *smart*

The design should be able to adapt content, UI and features to the context of use. This means several things, from responsive layout to responsive content to different use cases for each category of devices.

## CONNECTED, *always!*

Connectedness has several meanings. We need to design considering the habits of users who are always connected, often through different devices during the same day. We also need to be sure that the content is alive, always connected, always evolving as the user consumes it.

## CURATED *social media*

Social media is more than the number of likes and shares. We need to provide tools to both producers and users to leverage their existing social media presence into Al Jazeera +.

# TECHNOLOGY STUDY

We conducted a technical study to better understand feasibility, appropriate technologies, extensibility, and device targets.

*I am constantly with my phone.*

*I take advantage of its features.*

*I have multiple electronic devices.*

*I am demanding.*

## MOBILE FIRST & DEVICE AGNOSTIC

to seamlessly migrate across devices.  
I am always connected. I expect content and features.

## DISRUPTOR OF TECHNOLOGY

I adopt and understand new technologies immediately.

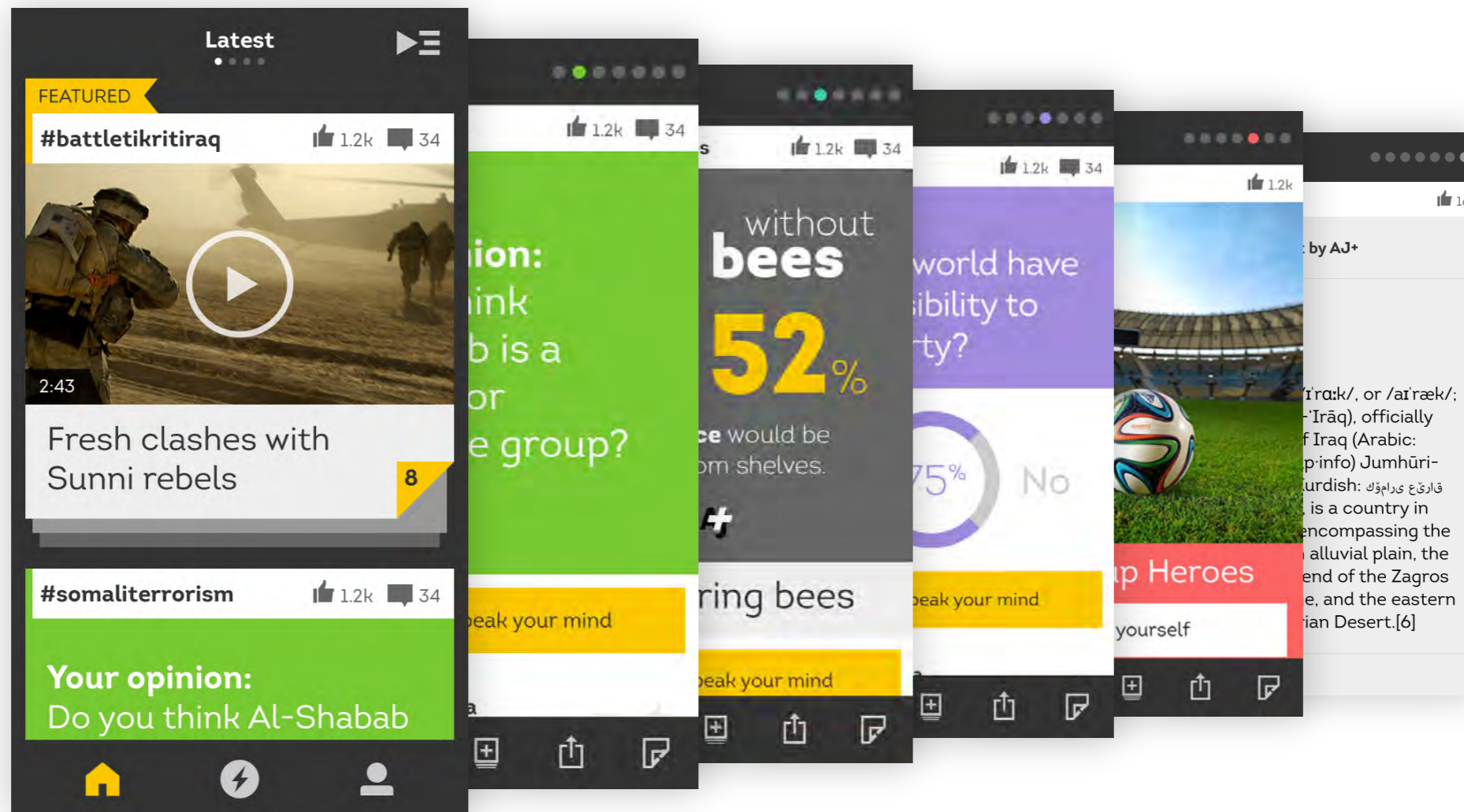


# THE SOLUTION

The AJ+ application was released on August 2014. Ixonos led the research, design and technology phases throughout the project. These elements were integrated seamlessly into mobile experiences for iOS and Android.

## HOW IT WORKS:

A video card displays video, and an art card contains stylized info-graphics. Debate and conversation cards allow users to vote on subjects and trigger debates about the topics, and Quiz cards test knowledge. Together, these cards form the AJ+ stories and offer real engagement value.





Thank You.

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