

MSN is a web portal and related collection of Internet services

⁰² Discover

and apps for Windows and mobile devices, provided by Microsoft and launched on August 24, 1995, and has been considered among the top 10 most widely read portal in India. It strives to keep itself abreast with the technology keeping users and quality at the center and be a synonymous beacon to India's tech aspirations. **Define**

There were multiple focus areas with a singular objective of increased readership and user engagement. We spent close to two months discovering the markets, industry trends, competitors and studying user behavior & preferences. The research provided us with enough insights to craft top 5 personas that would dominate the user ratio on MSN platform and we began with in-dept research of their behaviors

SPORTS

SCIENCE & TECH

BUSINESS

Pakistan seeks \$70m from India for unplayed cricket series

SCIENCE SNIPPETS

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2

towards online news portal. With the help of the research insights and the information provided by MSN, we were able to come up with the clusters of news and its classifications. We used the card sorting technique to come up with various navigation options. Each option was then tested on users to observe if they could find the information they were looking for in fraction of seconds. However, design began with the mobile first approach and considered

responsive website and later extended it to the desktop version. Being a news website, we wanted the user attention to be completely focused on the content and hence we decided against the use of micro-interactions. However, this stage brought in the essential element of Unified UI Design concept out in the open for MSN. Since, we wanted to build a scalable design and ensure that the look and feel of

the elements and tasks that user would likely perform when using the

the platform always stayed fresh without posing a challenge to the company, we froze upon bringing in the unified design in play. WIREFRAMES

UPDATES

1995, Tearn but had says Marijan

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JOURNALIST FEATURE

Your logo

TOP STORIES OF THE DAY

Ockhi cyclone: Depression intensifies, heavy rain lashes TN, Kerala

POLITICS

State politics

· Local politics

REAL ESTATE

Property prices

· Neighbourhood

Office spaces

ENTERTAINMENT

Movies

* Art

Dance

+ Theatre

* Housing

· Rentals

* Bye laws

politics

National politics

Caste & Development

TRENDING STORIES

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EVENTS

SPORTS

Cricket

Hockey

Football

· Tennis

· Others

VIDEOS

* Bangalore • IPL 2017

• Elections 17

· GST

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National

LIFESTYLE

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Opening teather designer than to discuss manipule such in \$20 days.

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NEWS

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IA & NAVIGATION

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* Edits

Main articles

· Perspective

· Column

Analysis

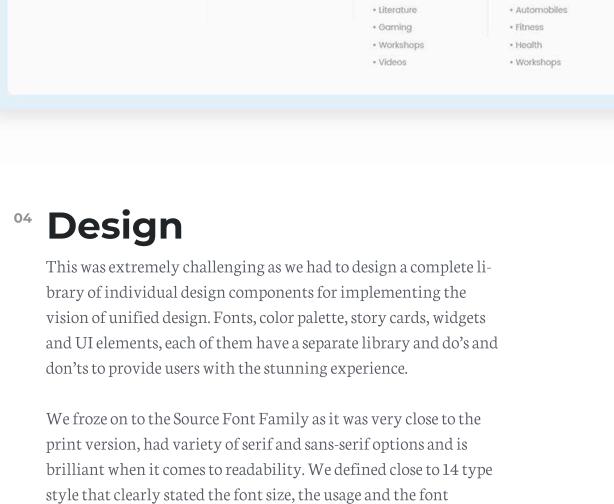
KARNATAKA

• Rural affairs

• History & Heritage

• Environment & Wildlife

· RITM



module has 3 set of colours, viz., primary, secondary, and back-

PAGE

weight.

ground colour. Background colour helps in creating separate identity of the section, primary color is used to highlight the news under that section and secondary colour provides the contrast to balance the experience. Close to 21 colour sets were defined based on the data classification.

Complete usability testing was done at every stage. We employed

focus groups technique and user observation at each stage.

We have worked to provide separate colours for each module and elements. This has been done with the view that in future when

MSN feels the need to expand and have multiple microsite. Every

HOME

LIFE IS FOUND IN GIVING.

India a leading global power, says new US security

Bengaluru among 11 cities chosen to promote electric vehicles

UPDATES

SPEAK OUT

A

CRICKET | BADMINTON | FOOTBALL | TENNIS | ALL

fitness: Saina

Ramkumar marches into second

I need more time to get to full

Smash Masters too good for

TYPOGRAPHY

FIND A DONATION STATION

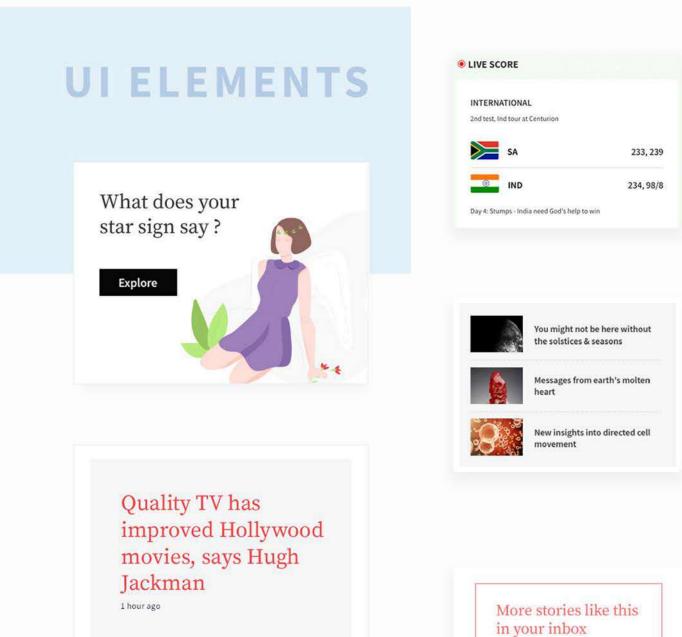
TRENDING STORIES



How one cell

SPORTS

UNIFIED UI



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You might not be here without

Klavan spurs

Palace end City

winning run

Liverpool

Source Sans Pro The Storytellers of Karnataka Source Serif Pro The Storytellers of Karnataka COLORS

CITY

OPINION

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TOP STORIES OF THE DAY

US security policy

Kamal Haasan to enter

IN YOUR CITY

Tamilnadu politics this year

PRIMARY FONT

TOP STORIES

SHE

MOBILE

FIRST

msn

India a leading global power, says new

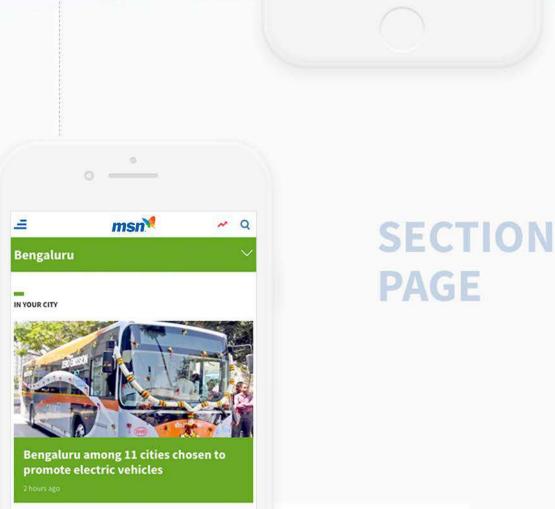
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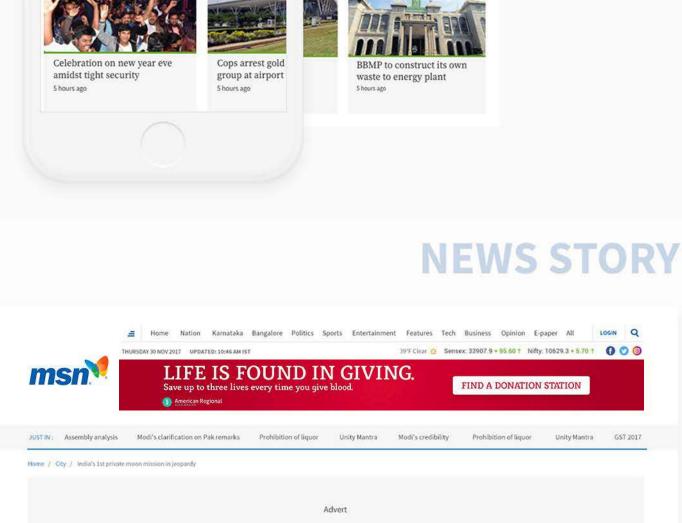
Ivanka thanks KC

hospitality during

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Vidarbha on the verge of making their first ever Ranji Trophy final, Karnataka reeling at 104/7 on the fourth day of the semifinal chasing 198

India's first private commercial moon mission, I TeamIndus moon mission called off scheduled for launch by a Bengaluru-based space due to a paucity of funds. tech startup, TeamIndus, has reportedly run into I They were one of the five finalists of rough weather. The mission itself is now said to the Google Lunar Xprize competition have been called off due to a paucity of funds. SOCIAL FEED In pursuit of the \$30 million Google Lunar XPRIZE (GLXP), TeamIndus had signed a contract with Antrix Corporation, the commercial arm of the Indian Space Research Organisation (ISRO), in msn MSN India @@msnindia December 2016. Reports indicate this contract has been cancelled, although there is no official #Justin: Delhi court awards life term to former television serial producer #Suhaibilyasi for

Of the five finalists in the competition for the prize, TeamIndus was the only Indian team. The

deadline to complete the lunar mission was fixed on March 31, 2018. Business website the-ken.com reported that the contract was for a chartered launch on ISRO's rocket, Polar

The portal's report also stated that it would be virtually impossible for TeamIndus to secure another contract on any other rocket to complete the launch process before the scheduled

Advert

The total budget of the moon mission is said to be about Rs 450 crore. However, only about Rs 225 crore was raised. Efforts were on to raise the remaining amount through sponsors. Hardware

India's 1st private moon mission in jeopardy

Rasheed Kappan, DH News service, Dec 23 2017, 23:42 IST

HIGHLIGHTS

Satellite Launch Vehicle (PSLV).

procurement was another issue.

enthusiasts, were also in the race.

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deadlines.

As part of the GLXP challenge, a rover had to be put on the moon surface before travelling 500 metres to beam back high definition video footages to earth. ISRO sources indicated that the space organisation was ready to provide the rocket. But problems arose due to issues with contractual requirements and timely instalment payments. Initially, 33 teams had entered the GLXP contest before the number was filtered to five including TeamIndus. Last year, this team had won the \$1 million Milestone prize for landing technology.

Besides TeamIndus, Israeli non-profit firm SpaceIL, Japanese space robotics expert Hakuto, American firm Moon Express and Synergy Moon, an international collaboration of space

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Now, BBMP wants to Celebration fizzles out Gold smugglers at start its own waste-to amid tight surveillance airport defy stereotypes, flummox customs energy plant

RESPONSIVE **DESIGN**

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