

# France 24 SIP Design Brief

3.14.2010

Intro

SIP Type:

Universal: Not planned at this time

Advanced: Printing of news summaries from RSS feed

Country/Language: Pan-EMEA / French and English (only)

## Opportunity space

- Provides quick printed summary of top stories

## Data Gathering

What does the RSS feed look like? Need to include here.

## Key use cases

UI

- Get Informed of the top stories at a glance and get a quick print of those stories (news ticker and quick print)
- Customize your news print by category of content (a.l.a. USAT)
- Customize your news print by topics (topics are defined by most popular tags from website)

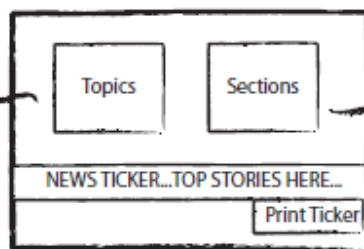
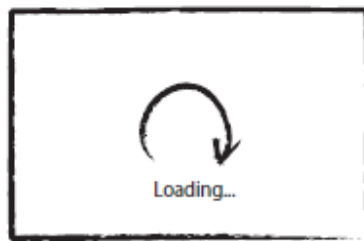
Output

- Can read on my commute
- The value of the content relative to the number pages printed is high

# Conceptual Direction (Low fidelity flow)

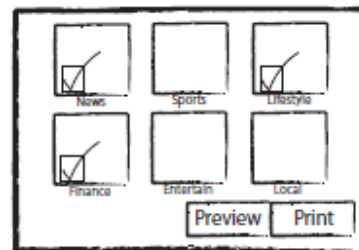
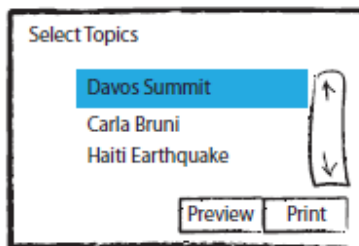


SIP Concept v. 0.3



Clicking the news ticker will take the user directly to the preview screen. The content will be selected from the current headlines.

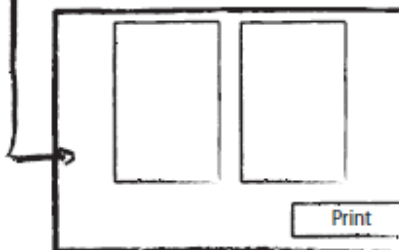
Topic selection gives the user a means to create a print based on aggregating several different stories related to the same topic. Based on top tags from website.



Sections takes the user to the section selection page where they may select one or news areas. Articles are chosen from those sections and printed.

QUESTION: Can category language and output language be different than SIP UI language?

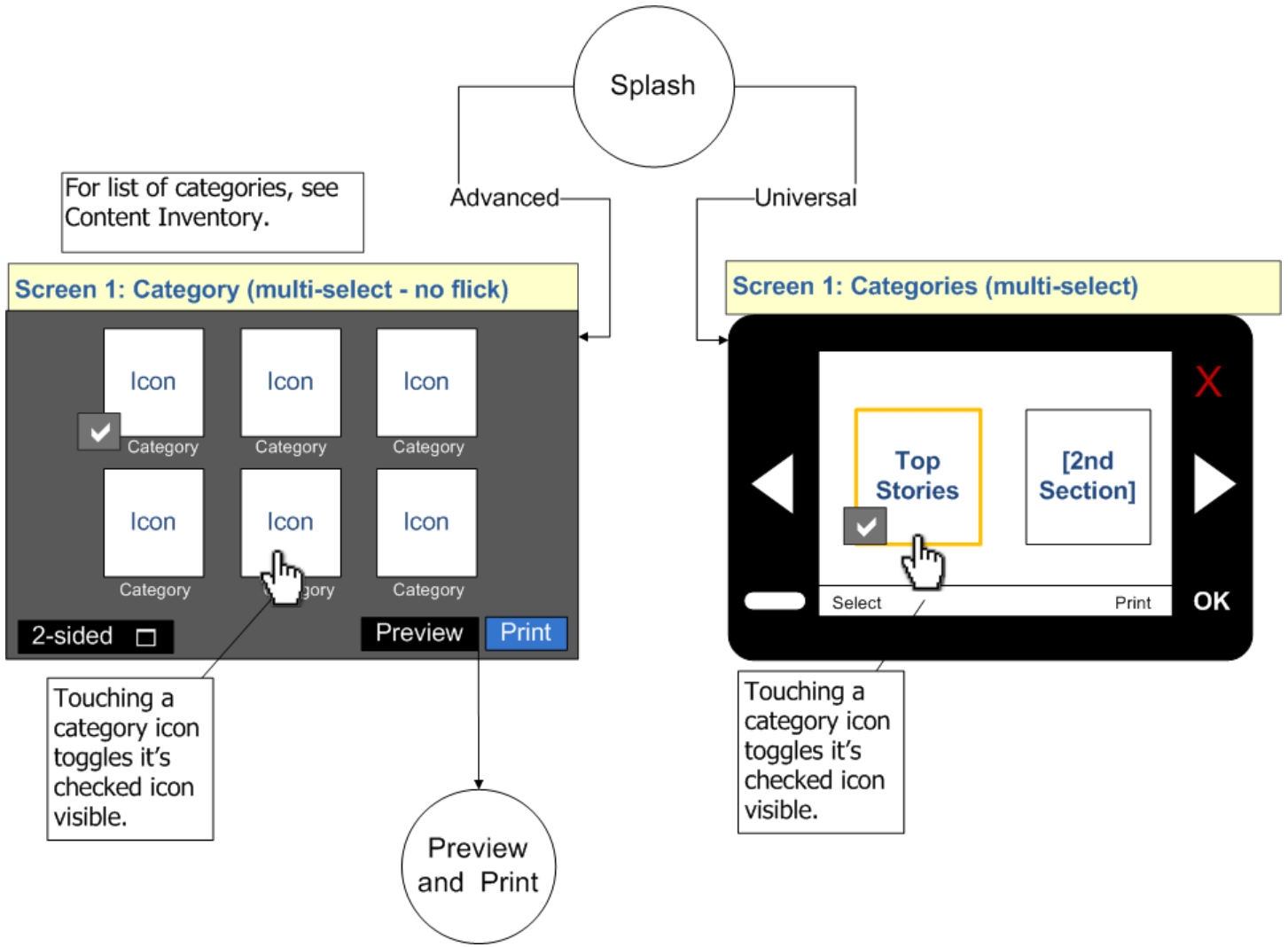
NOTE: Language selection for both output and SIP UI language are made at the time of adding the SIP in the SIPs shopper. Initially support English and French.



IPG Consumer Design

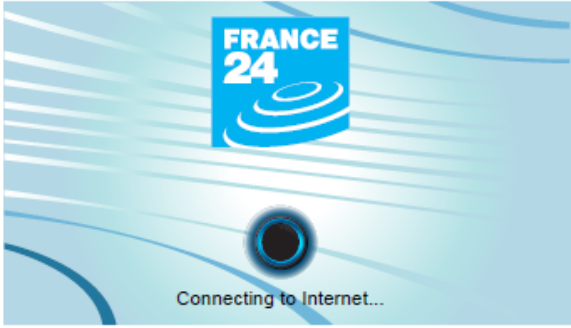
# Interaction Design (final wireframes)

## A. Main flow





Visual Design (final comps)



Splash Screen



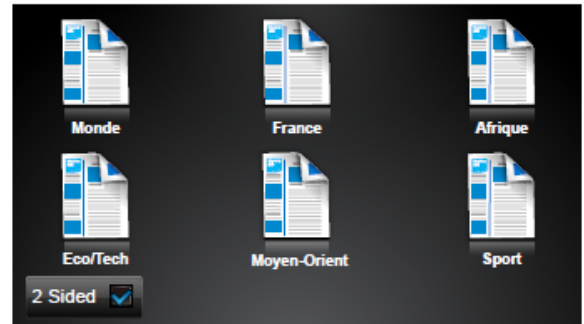
Top Stories



Icon



Landing Page



News Selection

## Conceptual Output

- The goal is to leverage one of the output archetypes that already exist (USAT, NU.NL) or the newly proposed 3 column layout. The final decision will be made once we analyze the content of the RSS feed and determine the most suitable style.

**BBC NEWS**

Monday, March 8, 2010

**NEWS BRIEFS**

**Former science ministers make joint investment call**  
By Jonathan Lewis  
Science correspondent, BBC News



Small image caption: Small image caption in the UK air safety conference

**House prices: Rises may start to slow, surveys say**



Small image caption: There are more properties coming up for sale, surveys say

Further rises in house prices may be held back by more properties coming onto the market, surveys say.

Go to [www.bbc.com/news](http://www.bbc.com/news) for the full article

## All dogs to be insured in proposals on dangerous breeds



Dogs are using dangerous dogs as status symbols and even weapons.

Every dog owner in the UK would have to take out insurance against their pet attacking someone under government proposals to tackle dangerous breeds.

Police and local councils could also get new powers to force the owners of dangerous dogs to muzzle them or even get them neutered.

Ministers say they are responding to public concern about vicious dogs being used to intimidate or threaten people.

Each week, more than 100 people are admitted to hospital after dog attacks.

There has also been a reported rise in levels of dog fighting and illegal ownership, particularly by gangs who are using dangerous dogs as status symbols.

The government wants to amend the 1991 Dangerous Dogs Act, under which four types of dogs - the pit bull terrier, the Japanese tosa, the dogo Argentino and the fila brasileiro - are banned.

It wants to tweak the law so that the breeds are banned from people's homes - rather than simply from public property, as is currently the case.

**'Fundamental right'**  
It is argued that this will also protect postal workers, telecoms engineers and other people whose work often takes them onto private land.

Another proposal is to introduce compulsory third-party insurance for dog owners to ensure victims of attacks are compensated.

Home Secretary Alan Johnson said: "It is a nation of animal lovers, but people have a fundamental right to feel safe on the streets and in their homes.

"The vast majority of dog owners are responsible, but there is no doubt that some people breed and keep dogs for the sole purpose of intimidating others, in a sense using dogs as weapons.

"It is this sort of behaviour that we will not tolerate, it is this sort of behaviour that we are determined to stop."

Environment Secretary Hilary Benn said: "There is a lot of public concern about dog attacks, including the recent tragic deaths of young children, and about the rise in the number of so-called 'status dogs' used to intimidate or threaten people.

"This is a serious issue of public safety. The government wants to hear what people think about the law as it stands and what more we might do to protect people from dangerous dogs."

Postal unions welcomed the move as "long overdue".  
"Thousands of our members are attacked at work every year," said Billy Hayes, general secretary of the CWU.

"This reform cannot come soon enough."  
The RSPCA said a need consultation on the issue was needed, concentrating on curbing irresponsible pet ownership.

"There is a real need for updated legislation that enables enforcers to tackle the problem effectively and prevent serious incidents from occurring rather than waiting till after a tragedy or penalising certain dogs just because of their breed or type," Claire Robinson, the charity's government relations manager said.

The Dangerous Dogs Act, passed by Parliament in 1991 after a spate of attacks,

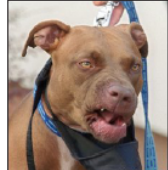
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GRETTINOS, GLEN

**BBC NEWS**

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The Dangerous Dogs Act, passed by Parliament in 1991 after a spate of

attacks, brought in destruction orders for banned dogs.

In 1997, another parliamentary act amended the law, removing the compulsory destruction orders and giving courts discretion over this and over sentencing of owners.

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