Experience Goal

Comfortable

• Beautiful typography and layout
• Simple interactions. No extra learning needed
• Consistent experience across platforms

V1: Read now
  • Open and close a page in reader mode
  • Adjust brightness and text size

V2: Read later
  • Save to a reading list
  • Search from auto-complete screen
  • Offline mode
Open and close a page in reader mode

Reader Mode icon
Visible only when web content is available for reader format
Open and close a page in reader mode

Transition for loading reader mode page:
1. Reader mode page comes in from the bottom of the page and covers the current site
2. On-screen overlay buttons fade away. This is for reducing distractions
3. Navigation bar dismisses automatically once the user clicks the icon.

Loading reader mode page on top of current site

Reader icon turns on once the user clicks to launch reader mode

The icons of “Size” and “Close” should add in at the end of the page loading process. This is to attract the user’s attention and recognize available actions.

Once the user starts scrolling down, the icons fade away. The users can tap on the white space to bring the icons back.

Edge swipe should still bring in tab strip, navigation bar, and 0

Panel to adjust typography and layout [pg.4]
Exit reader mode

Humans live in a storm of stories. We live in stories all day long, and dream in stories all night long. We communicate through stories and learn from them. We collapse gratefully into stories after a long day at work. Without personal life stories to organize our experience, our own lives would lack coherence and meaning. Homo sapiens (wise man) is.

When it comes to marketing, a company like Coca-Cola gets this. They know that, deep down, they are much more a story factory than a beverage factory. No matter what they’d like us to believe, Coke’s success isn’t due to some magic in their fizzy syrup water (at least not since they took the actual cocaine out). Coke excels because they’ve been clobbering the opposition in the story wars for more than a century. People want to see themselves in the stories Coke tells. Coke
Humans live in a storm of stories. We live in stories all day long, and dream in stories all night long. We communicate through stories and learn from them. We collapse gratefully into stories after a long day at work. Without personal life stories to organize our experience, our own lives would lack coherence and meaning. Homo sapiens (wise man) is a pretty good definition for our species. But Homo fictus (fiction man) would be about as accurate. Man is the storytelling animal.

When it comes to marketing, a company like Coca-Cola gets this. They know that, deep down, they are much more a story factory than a beverage factory. No matter what they’d like us to believe, Coke’s success isn’t due to some magic in their fizzy syrup water (at least not since they took the actual cocaine out). Coke excels because they’ve been clobbering the opposition in the story wars for more than a