



Expresso - O Popular

INMA Awards 2015

The O Popular

Comprised of 24 communication vehicles, with offices in the State of Goiás and Tocantins, as well as in the Brazilian Federal District, the Group Jaime Câmara has one of the largest cross media platforms in Brazil. It is an independent news provider strivings to offer credible and relevant information, cultural and leisure opportunities.

The GJC is the leader in printed media in Goiás and Tocantins with their newspapers O Popular, Jornal do Tocantins and Daqui. The O Popular is the biggest newspaper of Goiás, on Brazilian midwest. Founded in 1938, nowadays, the newspaper has 30k copies daily in the average circulation*, around 253k readers per week** and 550k website visits per month***.

The O Popular was the first Brazilian newspaper to adopt a paywall model in their digital platforms. The chosen model was the metered/porous paywall, in which part of the content is opened to non subscribers. Besides the content from the printed edition, the subscribers have full access to the website, flip (digital edition), iPhone app and web app for iPad.



*Source: IVC 2014.

**Source Ipsos: Estudos Marplan/EGM - out/13 a set/14 - Grande Goiânia. Base: ambos os sexos, 10 e + anos. (1.813.000 pessoas).

***Source: Google Analytics, janeiro de 2015.

The problem

In the beginning of 2014's second quarter we noticed that the mobile visits were increasing substantially. This was a surprise because the website is not mobile-friendly.

At that point it became clear the need to offer a more adapted online reading experience. However, the budget and the available time for this project was too short.

In addition, it was necessary that the new digital product was compatible with most mobile devices, including Android tablets and smartphones which did not have a suitable platform to access O Popular until then.



The solution

The Product Group and IT departments from Jaime Câmara Group led the project.

Instead of developing an app for each operational system, we opted to create a mobile website with liquid design. That strategy decreased drastically the time-to-market and the project cost.

Another benefit of building a mobile website is having full access to readers' analytics data. When an app is distributed through the Apple Store or Google Play, for example, most access to readers' data is restricted by those companies. By creating a mobile website we became owners of this data again.

Moreover, the mobile website is a subdomain of the O Popular, so its ratings impact directly the newspaper's ratings. If it was an app, this would be the case.



The solution

Although it's not an app, the developing team wanted a website with the same performance found in native apps.

Because of this, the mobile website was designed with a visual language similar to apps and used SVG tech (scalable vectors graphics) to reduce the number of requests to the servers and make the navigation fast and fluid. These features give the readers a feeling that they are using a native app.

The website development lasted 14 weeks:

- 2 weeks to research reader's behavior;
- 4 weeks to design, test and document;
- 8 weeks for coding and quality assurance.



The Espresso

On October 3rd 2014, we launched Espresso: the first mobile-only news platform with free content by O Popular.

With a liquid design, the Espresso is compatible with any kind of tablet or smartphone, no matter which operational system.

The Espresso has a simple and linear navigation. The mobile site's home page is a newsfeed with news cards in chronological order, such that with a few flicks of the thumb the reader stays in touch with the latest news from Goiás and the world.

<http://expresso.opopular.com.br>





The first article on the home page of Expresso is always a featured article, chosen by our editors. The rest of the newsfeed appears automatically in chronological order.

<http://expresso.opopular.com.br>

On the side menu the reader can quickly access the categories of his preference.



<http://expresso.opopular.com.br>



The search tool is always one click away. It also brings a ranking of the 8 most popular topics.

<http://expresso.opopular.com.br>



Each teaser brings a group of tags so the users can go deeper in that subject.

<http://expresso.opopular.com.br>

Expresso's navigation was built based on search lists provided by the tagged content. Therefore, the site always automatically reveals the most relevant articles for the reader.



<http://expresso.opopular.com.br>

The served counter shows how many pageviews each article has and it is also an indicator of readers' interest.



<http://expresso.opopular.com.br>



The sharing buttons on the teasers allow readers to easily share the news in social media.

<http://expresso.opopular.com.br>

Expresso was one of the first mobile sites to have the Whatsapp sharing button. This social media has more than 45mi users in Brazil.



<http://expresso.opopular.com.br>



expresso
O Popular

Notícia rápida, gratuita e onde você estiver

A nova plataforma exclusiva para smartphones e tablets
com conteúdo de O Popular servido quente o dia todo.
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oferecido por **O Popular**

Print Ad



Brand



TV Ad

<http://youtu.be/RNXq94EOBWA>



The results

Espresso was responsible for the biggest evolution in the newsroom digital culture over the last 6 years.

The servings counter shows, in a fun and intuitive way, how the published content is performing. The cup's icon evolves as the content goes viral allowing journalists to celebrate every time a cup reaches the coveted chantilly status.

The cups in Espresso stimulate a healthy competition between the journalists to get more pageviews. This promotes the monitoring of performance in a gamefied way, even among chief editors.



The results

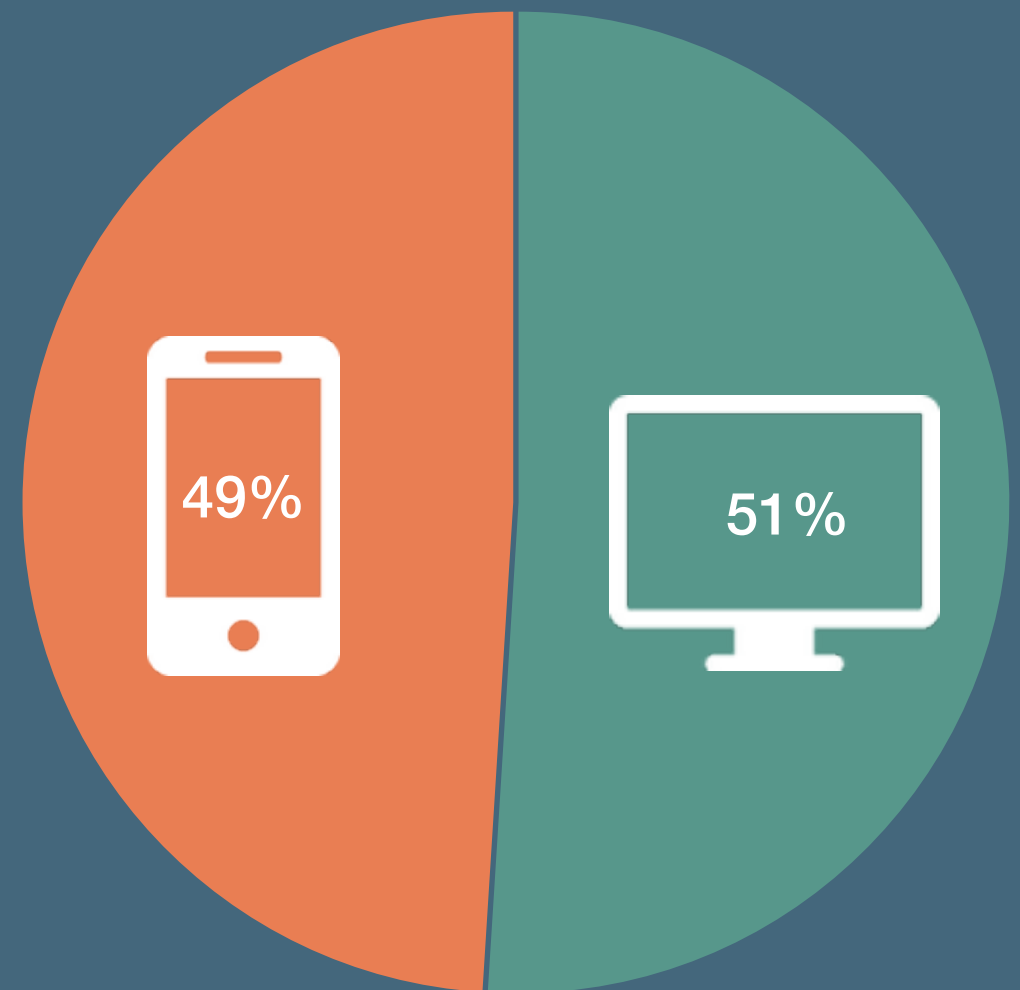
The competition brought on by Espresso awakened the newsroom to other important aspects of digital media production:

	Pre Espresso	After Espresso
Original online content production	✓	✓
Video production	✓	✓
Posts on social media	✓	✓
Publishing articles with pictures	✓	✓
High-frequency posting		✓
Links to internal and external sources		✓
Tagging		✓
Enhanced SEO		✓
Podcast production		✓
Content repurposing		✓

The results

On December 2014, 3 months after Expresso was released, O Popular's website ratings reached a new landmark, with 51% of desktop visits and 49% mobile visits.

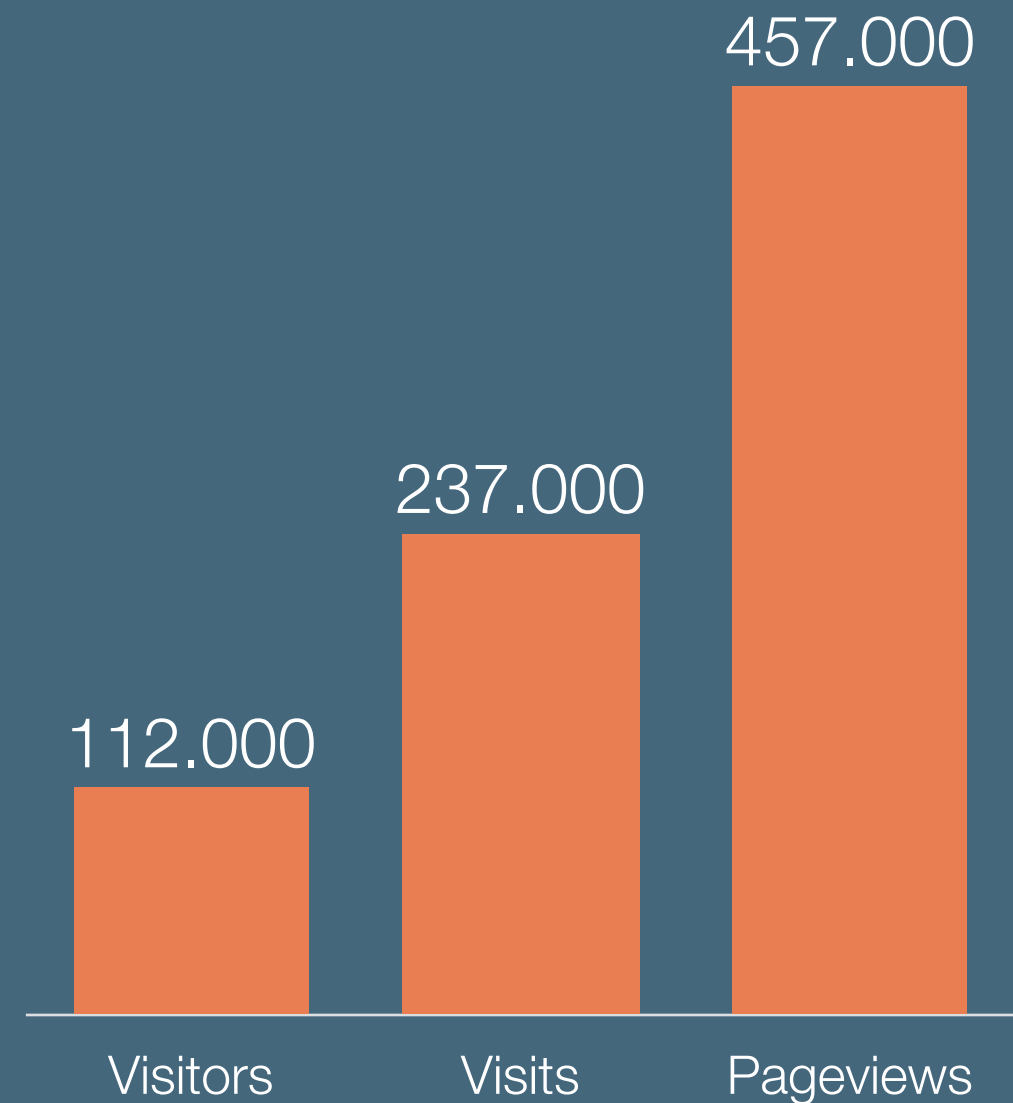
In the same period of the preceding year the proportion was 79% of desktop visits and 21% of mobile visits.



The results

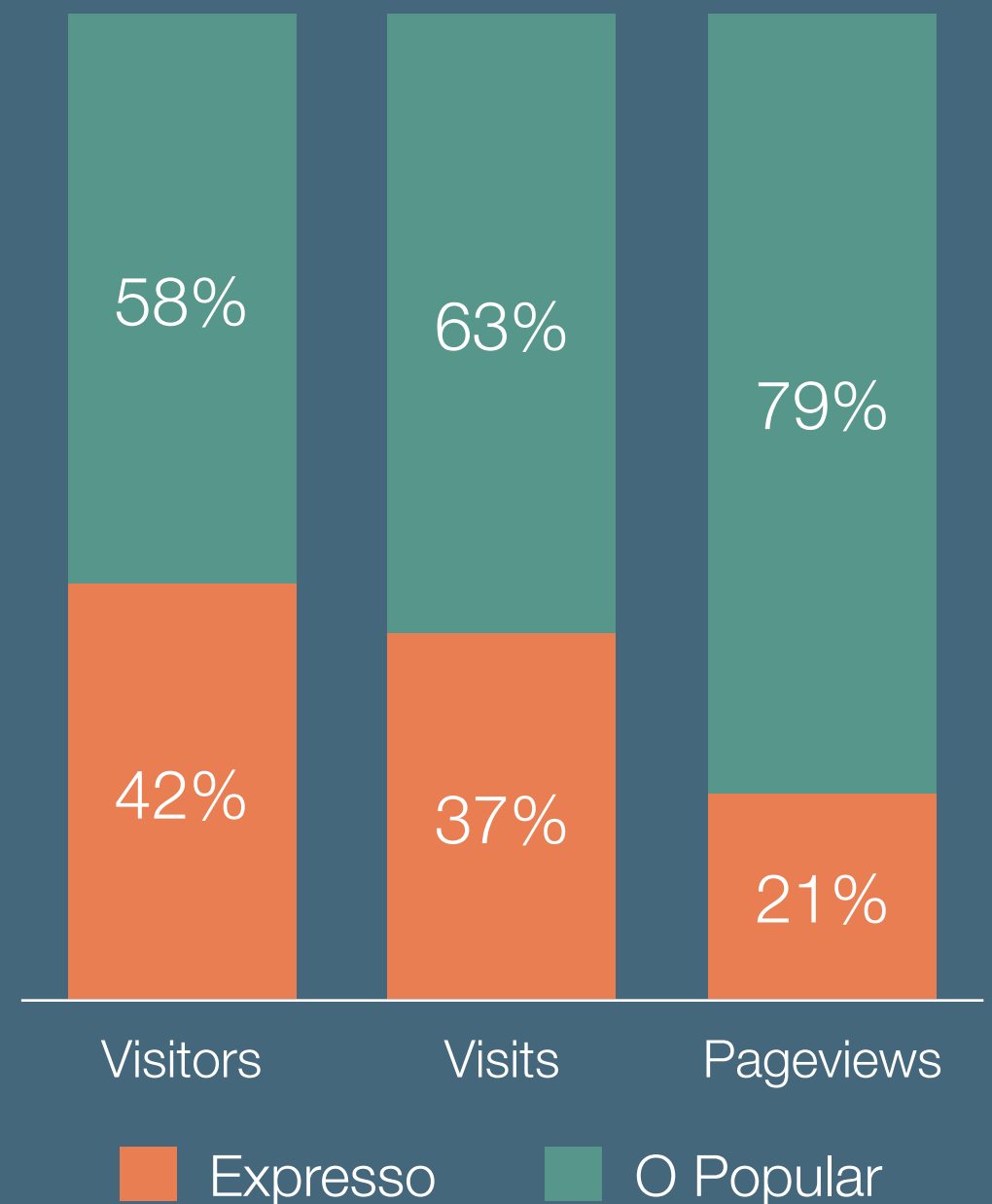
On December 2014, Espresso registered 112k visitors, 237k visits and 457k pageviews.

Comparing to October, the month of its release, Espresso had 17% of visitors growth. It also grew by 21% of visits and 25% of pageviews.



The results

Espresso ratings now represent 42% of O Popular's visitors, 37% of its visits and 21% of its pageviews.



The results

On December 2014, O Popular's visits by Android devices increased 240% compared to December 2013.

+240%



iOS visits grew by 181% in the same period.

+181%



Windows Phone mobile devices increased 404%.

+404%



The results

Espresso is a product that represents, in a transparent way, the social media impact in a news website: 47% of the traffic is driven by social media.

Facebook, for example, was solely responsible for 43% of all website visits on December 2014.



The results

Expresso became essential to make regional content go viral.

74% of the pageviews for article "Women complain about the high competition in Goiânia's dating scene" came from Expresso.

In the article "Fright at the Santa Genoveva Airport", 79% of all pageviews came from Expresso.



The results



99/100

User experience test



Google
Developers

Reader behavior studies and usability research on mobile devices paid off: Espresso received a score of 99 out of 100 in User Experience by Google PageSpeed Insights



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