**Design Question:**
How can we build a reading experience for supplementary content that makes itself available when the reader wishes, but allows the reader to focus on the primary content at all other times?

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**5 things we found while running usability tests on our prototypes**

1. Revealing secondary content must be easy.
2. There needs to be a clear connection between the annotation and article text.
3. The content should neither be too long, nor too short.
4. The annotations need to ‘pop’ more to mitigate ad-blindness.
5. Multimedia content in animations was favored more by the participants.

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**Design decisions for the final prototype**

1. The annotations needed to coexist with other Vox elements like Card Stacks.
2. The arrow in the ingress distinguishes itself from the Card Stack ingress.
3. Bright colors distinguish the annotations from the other content in the right column.
4. The dotted line connects the annotation within the paragraph.
5. Exposing the annotation hides the right column content.

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**Our Process**

1. **Research**
   We researched and documented how annotations were being used and shown by other websites. The designs that we found were then classified into archetypes based on how and when users were encouraged to interact with them.

2. **Design**
   To test how each archetype would perform on a Vox article, we created one prototype per archetype. Each prototype was similar in all other aspects to reduce the chances of confounding.

3. **Evaluate**
   We conducted guerrilla testing of our designs at Cafés in Seattle and Portland where we recruited 19 participants to help us with our study. Based on participant inputs we created an affinity diagram which informed us of the pros and cons of each prototype.

4. **Iterate**
   Based on our findings, we further iterated on our designs to come up with two new prototypes. Using the RITE method for testing and iteration we arrived at our final design.