

La innovación en el diseño de experiencia de usuario (UX) en tiempos de cambio

ATDL

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Natalia Garrido

Natalia Garrido estudió Diseño Gráfico en la Universidad de Buenos Aires (UBA) y realizó su especialización de Diseño UX en New York University (NYU) y Nielsen, Norman Group (EEUU).

En 2004 fundó junto a Guido Culasso Moore **Iconosur.com**, una empresa de diseño y desarrollo de productos digitales con foco en medios de comunicación. Entre sus clientes se encuentran CNN, Red Debate, Turner, Grupo Clarín, Televisa y Claro.

Natalia formó parte del Laboratorio de Google News Initiative como miembro del proyecto de Contribuciones. Sus trabajos han recibido galardones de SND Awards, IMA y The Webby Awards.

Está casada, tiene dos hijos y vive en Pilar, Argentina.



ngarrido@iconosur.com



/nataliagarrido



/nagarrido

Evolución del diseño

2004

Diseño UI
(User Interface)

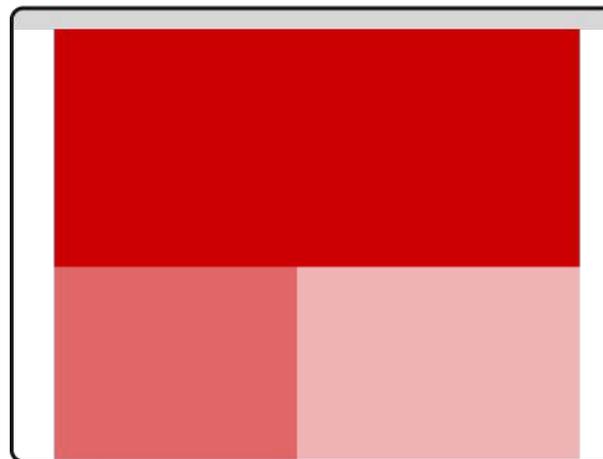


Apple Power Macintosh

Evolución del diseño

2004

Diseño UI (User Interface)



Grilla 1024x768px

Evolución del diseño

2004

Diseño UI
(User Interface)



Evolución del diseño

2004

2007

Diseño UI
(User Interface)



Diseño UX
(User Experience)



Evolución del diseño

2004

2007

Diseño UI
(User Interface)



Diseño UX
(User Experience)



Jonathan Ive
Diseñador iPhone

Estilo esqueuomórfico

Evolución del diseño

2004

2007

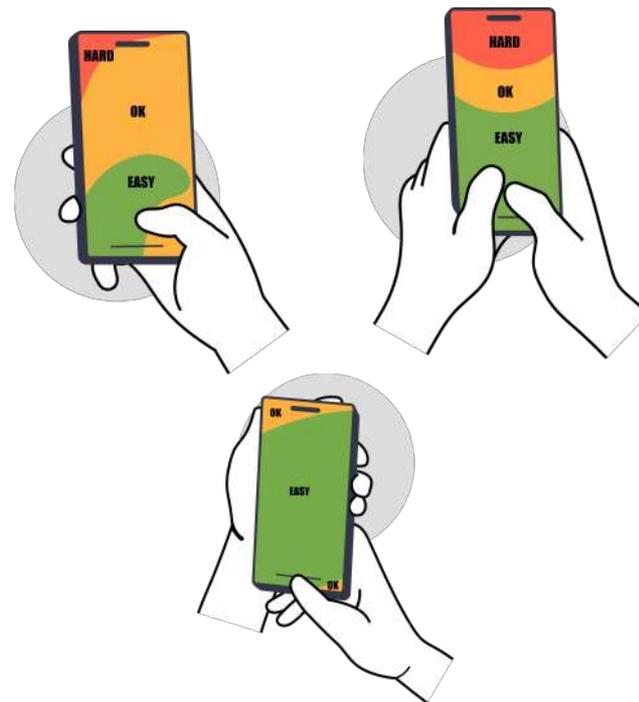
Diseño UI (User Interface)



Diseño UX (User Experience)



Áreas de contacto



Evolución del diseño

2004

2007

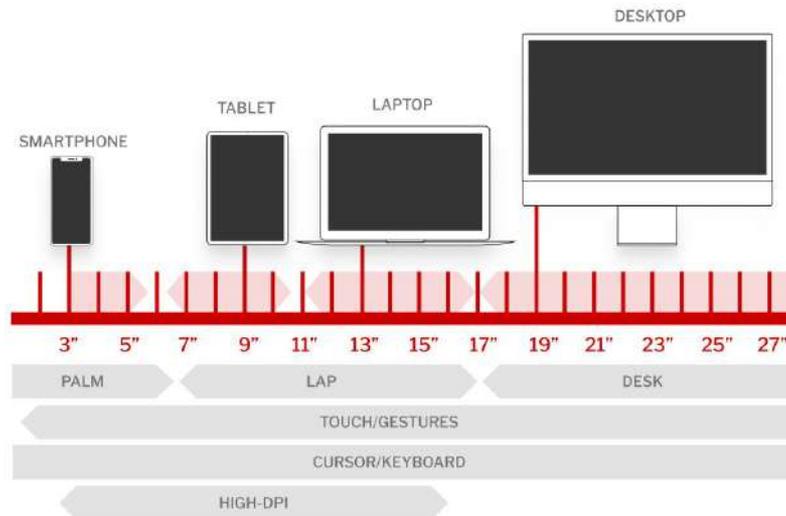
Diseño UI (User Interface)



Diseño UX (User Experience)



Multidispositivos



Evolución del diseño

2004

2007

Diseño UI
(User Interface)

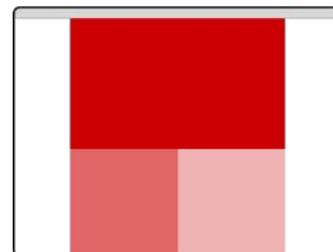


Diseño UX
(User Experience)

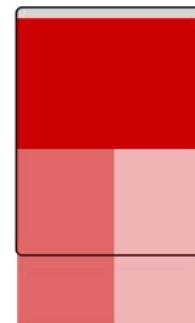


Grilla responsiva

DESKTOP



TABLET



MOBILE



Evolución del diseño

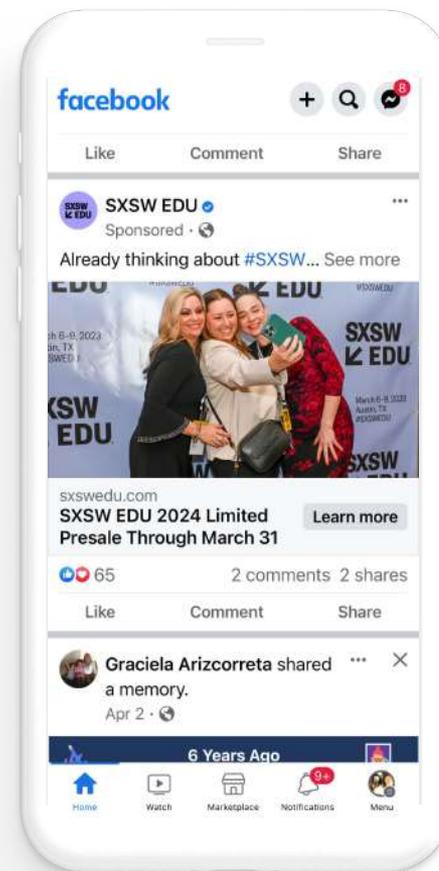
2004

2007

Diseño UI (User Interface)



Diseño UX (User Experience)



Facebook

Evolución del diseño

2004

2007

2023

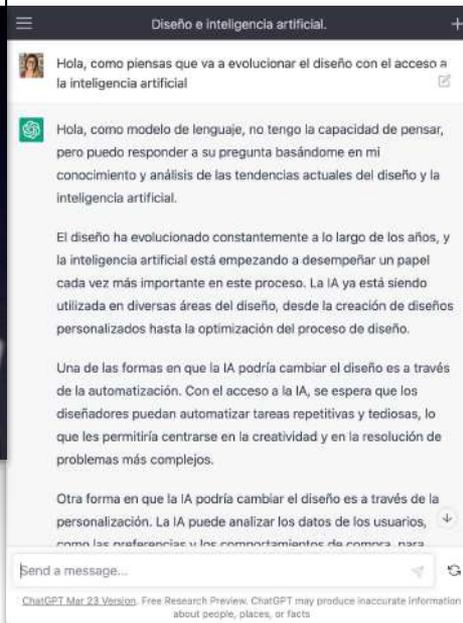
Diseño UI (User Interface)



Diseño UX (User Experience)



Diseño UX + AI (?)



Diseño

Centrado en las personas

→ Usuarios



01

¿Se puede diseñar una experiencia?

Check list

Experiencia positiva

- Rápido
- Simple
- Intuitivo
- Útil
- Atractivo
- Homogéneo
- Eficiente



- SEO Friendly
- Fácil de usar
- Valioso
- Deseable
- Personalizado
- Confiable
- Sin fricción

Experiencia sorprendente

- Emocionante
- Original
- Innovador
- Súper atractivo



Wow

¡Me encanta!

- Inesperado
- Extraordinario
- Hiper Personalizado
- Memorable



501

A

Bill

Experiencia negativa



02 El proceso de diseño de un medio digital

Trabajo en equipo

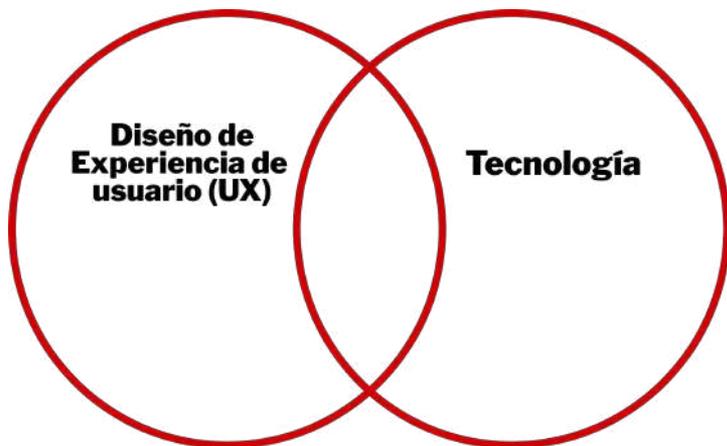


**Diseño de
Experiencia de
usuario (UX)**

EQUIPO DE DISEÑO

- Diseño UI/UX
- Tendencias de diseño
- Nuevas funcionalidades
- Investigación
- Análisis de datos
- Benchmarking
- Pruebas de usabilidad
- Control de calidad (QA)
- Monitoreo y seguimiento post-lanzamiento

Trabajo en equipo



EQUIPO DE DESARROLLO

- Desarrollo Front-End
- Integración con el CMS
- Configuraciones
- Nuevas tecnologías
- Contenido estructurado
- SEO
- Data analysis

Trabajo en equipo



Imagen

- Fotografías
- Ilustraciones
- Infografías
- Mapas
- Placas para redes
- Memes



Video

- Videos promocionales
- Videos educativos
- Videos testimoniales
- Eventos en vivo
- Cortos animados
- Videos tutoriales
- Cortos para redes

Billie Eilish emocionó a sus fans en su actuación en Lollapalooza 2023

La cantante se sorprendió por la gran respuesta del público argentino

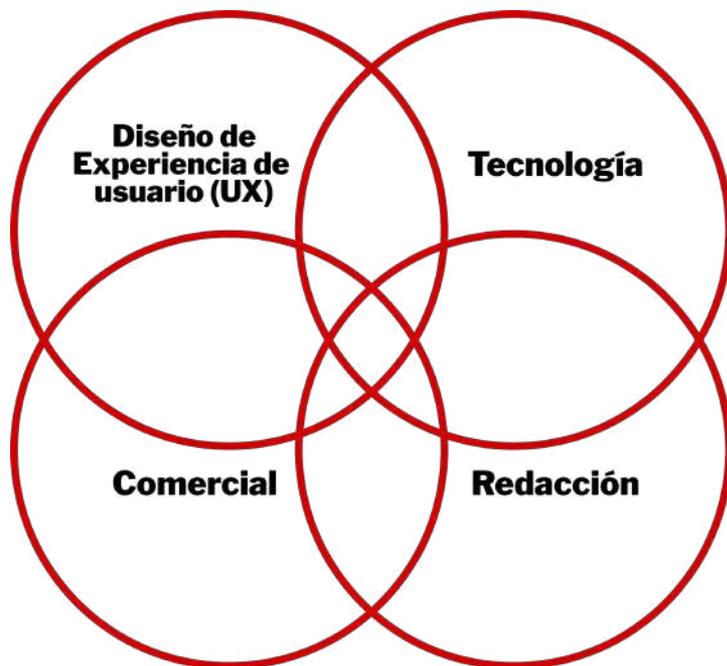
Textos



Audios

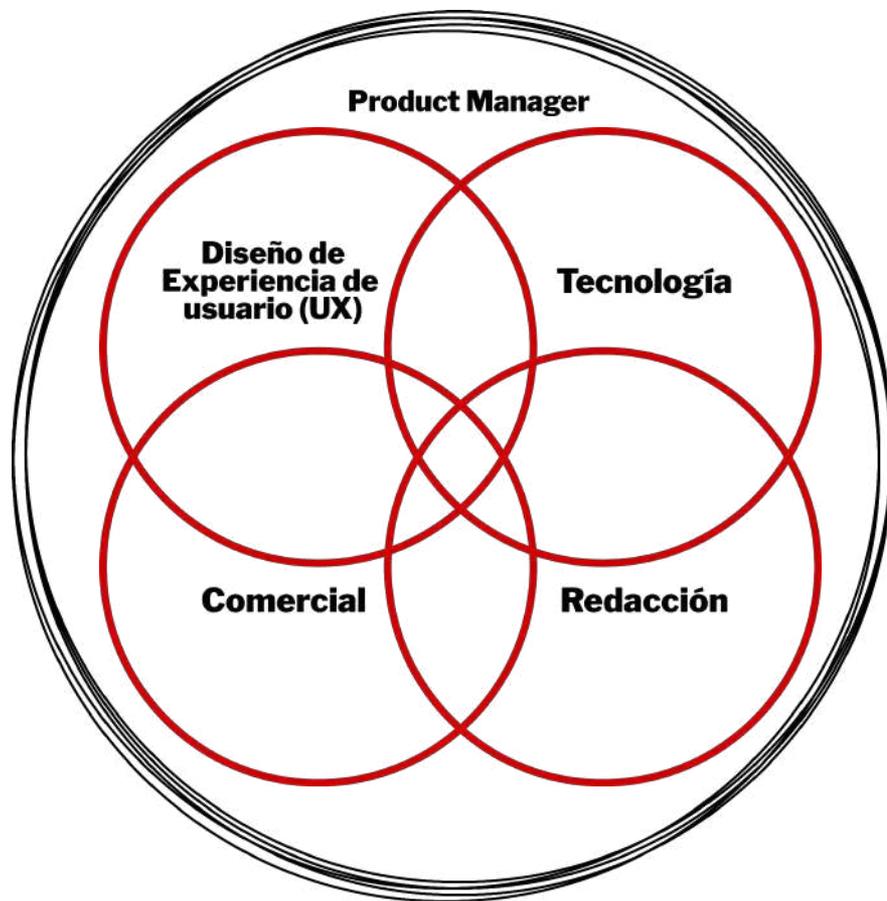
- Podcasts
- Entrevistas

Trabajo en equipo



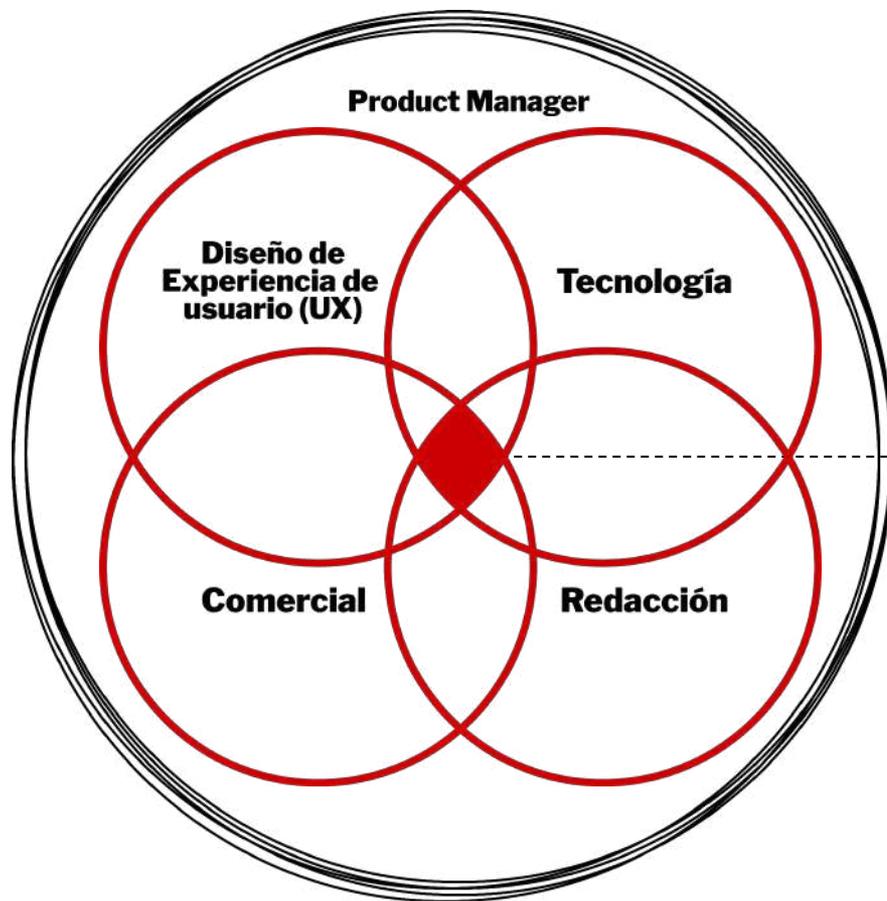
EQUIPO COMERCIAL

- Estrategias de comercialización
- Oportunidades de negocio
- Inventario de banners
- Presupuestos



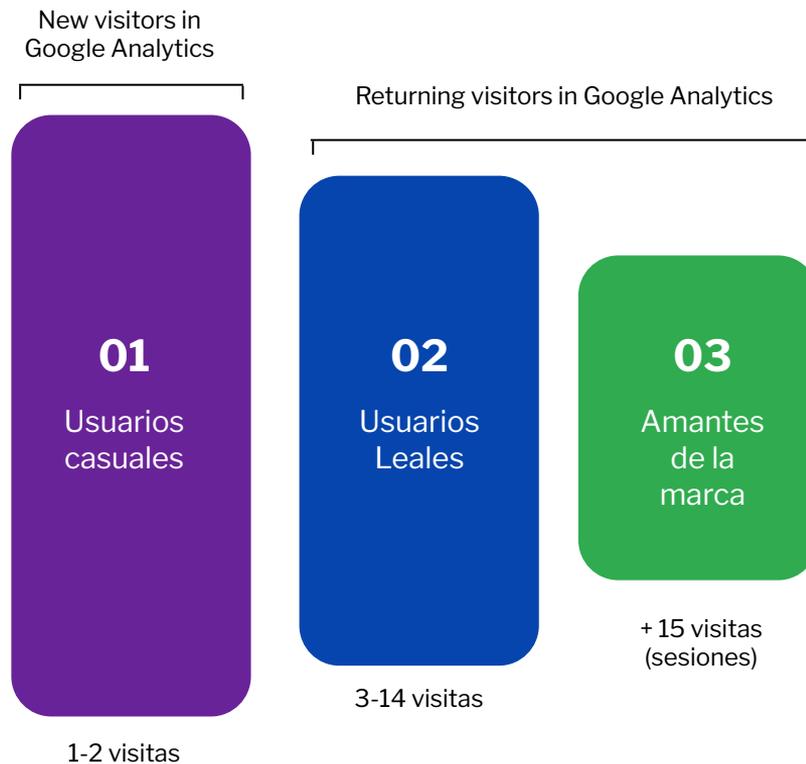
PRODUCT MANAGER

- Organización
- Comunicación entre las áreas
- Backlog de trabajo



Donde nos encontramos, se encuentra el producto.

Segmentación de la audiencia



User persona

Martina

- Vive en Miami
- Casada, 27 años
- Licenciada en marketing

Acerca de Martina:

- Trabaja en una startup en área de comunicación
- Nació en Ciudad de México
- Se mudó a Miami junto a sus padres cuando tenía 14 años

Relación con la tecnología:

- Utiliza su teléfono celular para hablar con amigos y familiares, navegar por las redes e informarse
- iPhone (iOS)
- Redes: Whatsapp, Tik Tok, Instagram, Pinterest

Motivación:

- Debido a su profesión, necesita estar conectada con la actualidad de su país



"Me gusta estar conectada con mis raíces sin perder de vista lo que pasa a mi alrededor"

Pruebas de usuarios



TEMAS DEL DÍA El día más peligroso del mundo

NOTICIAS DE EE.UU.

La prosperidad de los estadounidenses está en juego

El Congreso está elaborando una legislación que podría afectar a la industria de los videojuegos, un pilar de prosperidad y al sector de la salud. Todo al mismo tiempo. Y los debates están en juego.

- La industria del juego de entretenimiento ha estado resistiendo el golpe.
- La industria de los videojuegos es una de las más importantes de la economía estadounidense, vale la pena mencionarlo.
- México y EE.UU. son los mayores responsables de la crisis migratoria, pero no los países, según Salazar.

Jinca: Cambio la estrategia de búsqueda del promedio de Perito

Mobile first

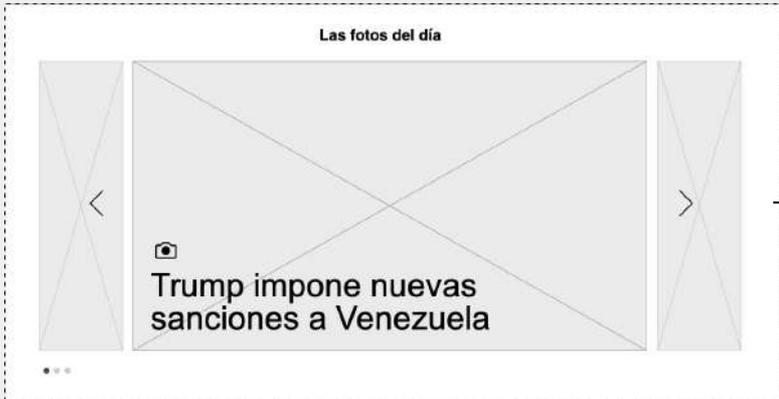
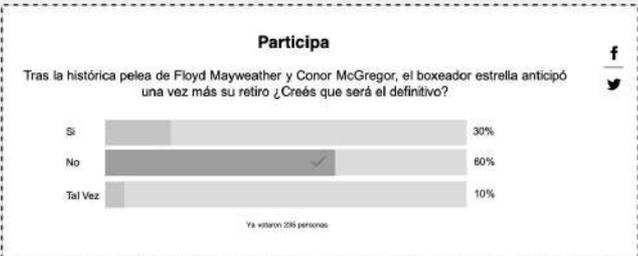


Participa

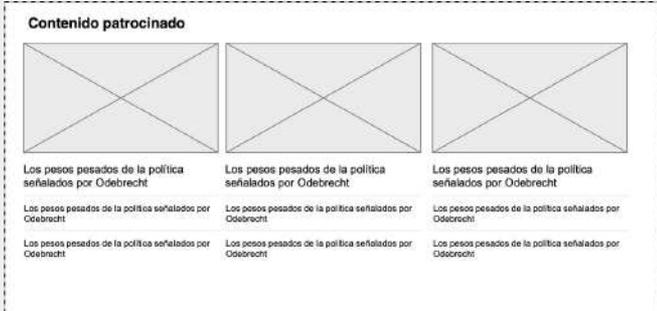
Tras la histórica pelea de Floyd Mayweather y Conor McGregor, el boxeador estrella anticipó una vez más su retiro ¿Crees que será el definitivo?



Ya votaron 235 personas



Las fotos del día



Diseño modular

3.

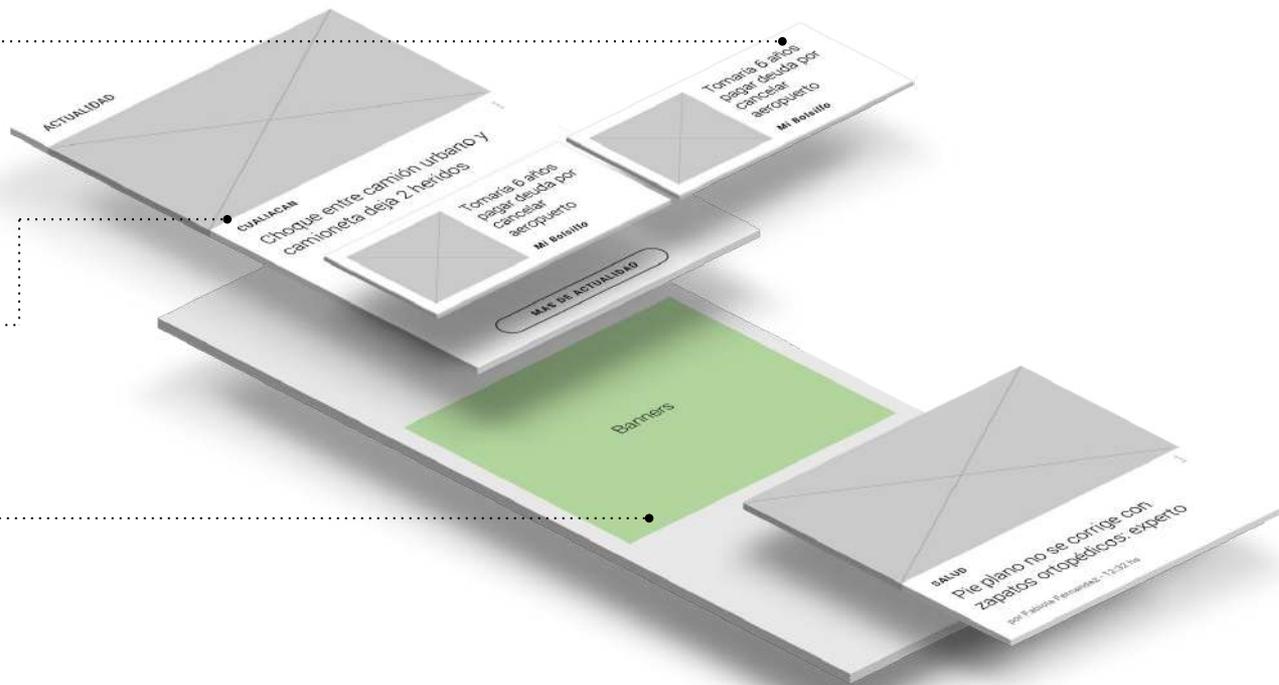
Sub cards

2.

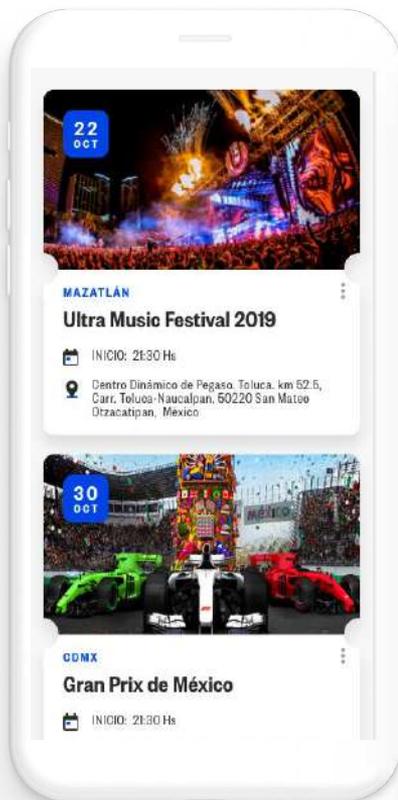
Cards

1.

Publicidad y branding



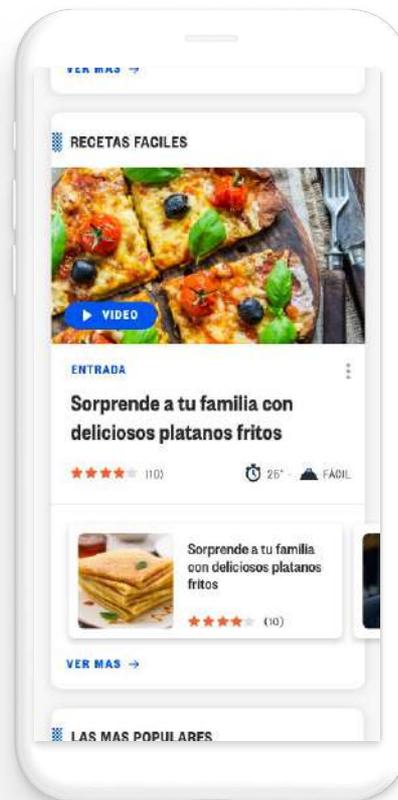
Cards



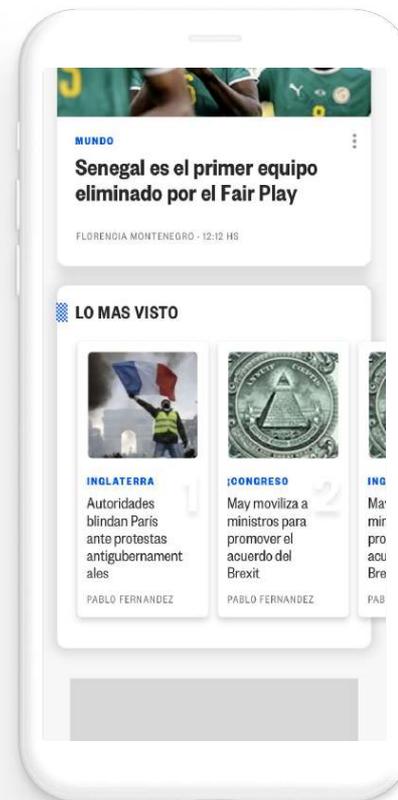
Módulo eventos



Módulo persona



Encuesta



Ranking

Detalles



Iconos



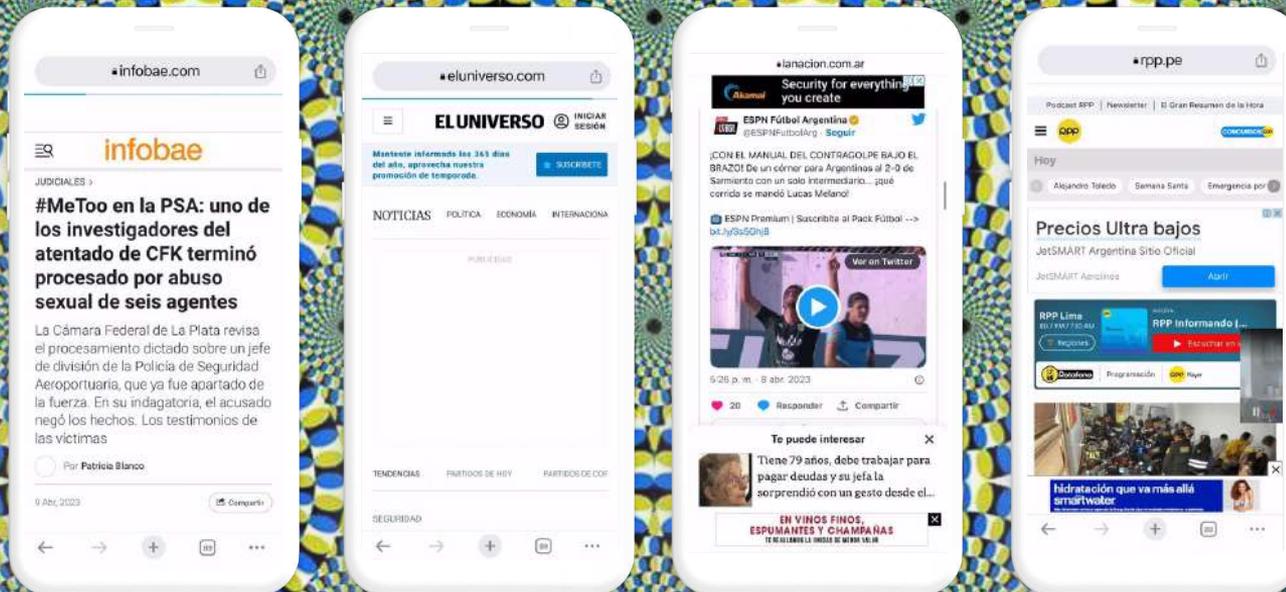
Logo animado



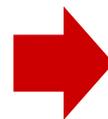
Alerta animada

Reality check

Lectura interrumpida



Contenido patrocinado

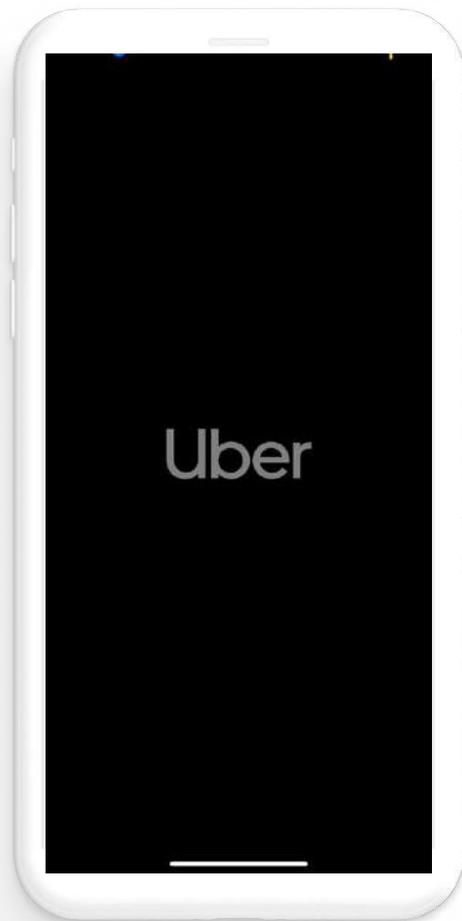


Paradoja del modelo

1 clic = \$

1 clic = 1 usuario que se va

App



Uber



03

Un diario se diseña todos los días

Breaking News



Centrado en las personas

→ Redacción

Home Diaria

Home Diaria

INICIO BREAKING NEWS

Alerta

Destacado

Vivo

Live blog

FIN BREAKING NEWS

Home Diaria


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TEMAS DEL DÍA | AMLO y Trump | Nevado del Ruiz | Ucrania | Ana Obregón | Modo avión | Rosalía y aguachile | Gol de Alisha Lehmann | Llamado a la Tierra



2 / 4

ANÁLISIS

Ucrania se prepara para contraatacar a Rusia: el tiempo será clave

Resiste la tormenta, agota al enemigo y luego contraataca. Ese ha sido el mantra de las Fuerzas Armadas de Ucrania durante meses, repetido por altos funcionarios de EE.UU. y la OTAN desde el invierno.

- La guerra de Rusia en Ucrania, minuto a minuto
- Quién es el bloquero ruso que murió en San Petersburgo
- La batalla de Ucrania por expulsar a las fuerzas rusas
- Los soldados digitales de Putin



COLOMBIA

Al menos 800 sismos este jueves cerca del volcán Nevado del Ruiz



MEDICINA

Ana Obregón desata el debate sobre la gestación subrogada



Ad:1

Celebridades Lo que muchos no saben: ¡Ben Affleck habla español!

CHILE

25 mins

Matan a un carabiniero durante un procedimiento policial en Santiago

POLÍTICA

58 mins

Stormy Daniels está dispuesta a testificar en el juicio contra Trump

RUSIA

1 hora

OPINIÓN | Un muy mal día para Putin



BONVIVIR

El mundo del vino en tus manos.

Alerta

Home Diaria

INICIO BREAKING NEWS

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Destacado

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ALERTA
El Huracán Harvey tocará tierra en el sur de Texas a las 4:05 ET

TEMAS DEL DÍA | [AMLO y Trump](#) | [Nevado del Ruiz](#) | [Ucrania](#) | [Ana Obregón](#) | [Modo avión](#) | [Rosalia y aguachile](#) | [Gol de Alisha Lehmann](#) | [Llamado a la Tierra](#)



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AVIACIÓN
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POLÍTICA 58 mins
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OPINIÓN | Un muy mal día para Putin



BONVIVIR

El mundo del vino

Destacado Último momento

● Home Diaria

INICIO BREAKING NEWS

● Alerta

● **Destacado**

● Vivo

● Live blog

FIN BREAKING NEWS

● Home Diaria



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TEMAS DEL DÍA AMLO y Trump | Nevado del Ruiz | Ucrania | Ana Obregón | Modo avión | Rosalía y aguachile | Gol de Alisha Lehmann | Llamado a la Tierra

ULTIMO MOMENTO

El poderoso huracán Harvey toca tierra en Texas

Los meteorólogos del Centro Nacional de Huracanes prevén inundaciones devastadoras.



● Home Diaria

INICIO BREAKING NEWS

● Alerta

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BRIAN EMFINGER/LSM

EN DESARROLLO

SIGUE LA COBERTURA | HURACÁN HARVEY

- Ahora**
Los rescatistas comenzaron el trabajo de revisión para buscar personas
- 1 m**
Pence ya está en Texas para ver la devastación dejada por Harvey
- 29 m**
Un hospital debe ser evacuado por las inundaciones
- 09:01 pm**
Aún hay 32,000 damnificados en los refugios
- 08:31 pm**
El gobernador declara el domingo como día de oración por Harvey

Sigue la cobertura

Más de 10 muertos y 23 heridos registrados

- **Minuto a minuto: Harvey deja devastación en Texas**
- **Trump quiere visitar Texas "en cuanto sea posible"**
- **La mayoría de las viviendas por donde pasó Harvey no tienen seguro contra inundaciones**
- ▣ **Fotogalería de eventos**

BONVIVIR
El mundo del vino en tus manos.

Home Diaria

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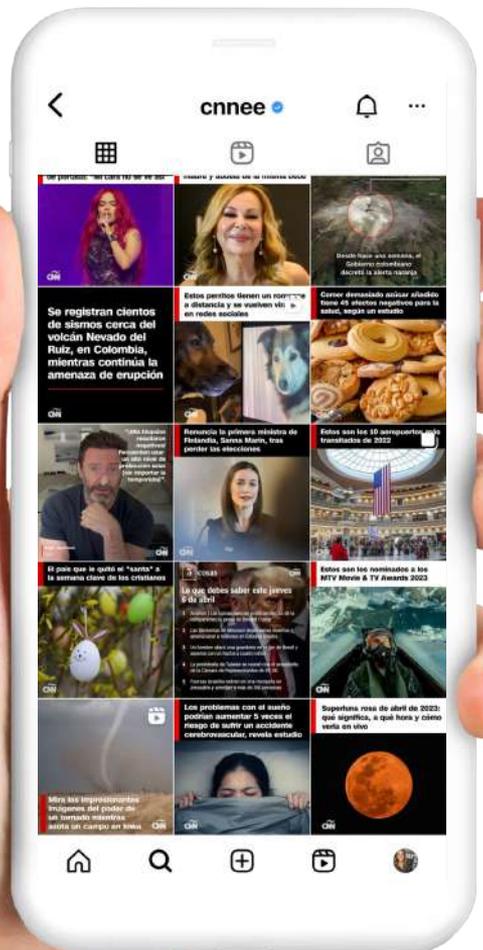
Si tienes 25.000 templates se te olvida que existen

Juan Muñoz
CNN en Español

El diseño es transparente



Amplificación social



Amplificación social

The image shows a user interface for creating a social media alert. On the left is a control panel with the following sections:

- Alerta**: A dropdown menu with a red arrow icon and the text "VOLVER".
- Fotografía**: A button labeled "HARVEY_2017-06-25_2231Z.PNG" and a note: "Recuerda subir una imagen que tenga un mínimo de 1080px de ancho".
- Cintillo**: A text input field containing "ULTIMO MOMENTO".
- Título**: A text input field containing "El Huracán Harvey toca tierra en Tex...".
- Bajada**: A text input field containing "Es considerado como el huracán más fuerte y con más daños materiales que ha tocado tierra en Texas."

The main area displays two preview cards side-by-side:

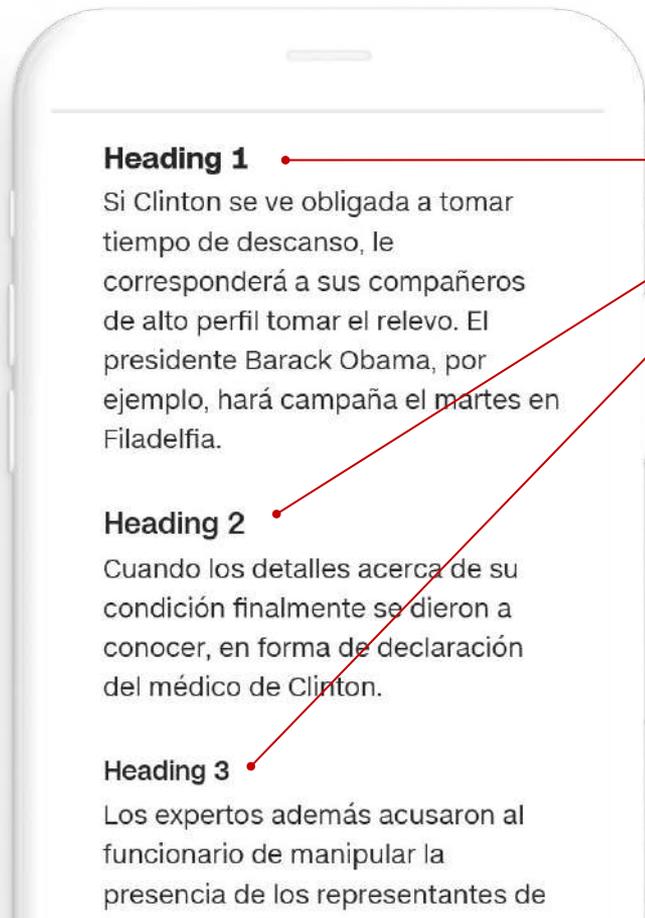
- Tamaño 1:1**: A square card with a red background. It features a "CAR" logo in the top left, a "ULTIMO MOMENTO" tag, the title "El Huracán Harvey toca tierra en Texas", and the subtitle "Es considerado como el huracán más fuerte y con más daños materiales que ha tocado tierra en Texas." A "Mover imagen" checkbox is visible above the card.
- Tamaño 4:5**: A vertical rectangular card with the same content as the 1:1 version. It includes a "DISCARGAR" button with a download icon at the bottom.

Capacitación

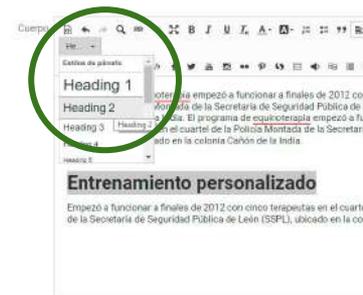


Uso incorrecto

Utilizar el estilo predeterminado



Titulares



Uso correcto

Utilizar el estilo predeterminado

Capacitación y documentación



04

Escenario de cambio

Evolución del Breaking News

Rediseños integrales



¿Cuales son los tiempos (reales) para el desarrollo de un nuevo producto?

Brief

0

1 año

2 años

Brief**Puesta en
producción****Madurez del
producto**

Formatos de contenido

¿Qué formatos de contenido van a crecer en los próximos 2 años?

- Textos
- Fotografías
- Videos
- Audios
- Infografías
- ...

¿Cuáles son las preguntas que solemos hacer?

Brief



Brief

Tecnología

¿Con qué funcionalidades podemos contar para el producto en 2 años?

- Login unificado (single sign-on)
- Integración con apis de terceros (dolar, clima, etc)
- Bloques de contenido específico
- Captura de datos Cookie-less (trivias, sorteos, etc)
- ...

¿Cuáles son las preguntas que solemos hacer?

Brief + AI

0

2 años

Brief

Tecnología + RRHH

¿Qué funcionalidades pueden estar disponibles para el producto en 2 años?

- Consultas en lenguaje natural
- Captura y homogeneización de datos externos
- Resúmenes automatizados
- Traducción contextualizada
- Detección de tono en el lenguaje
- Verificación y moderación automatizada

¿Vamos a seguir utilizando el paradigma del papel en la UX?



El paradigma del papel

→ ¿Podemos innovar la UX?

"All the News That's Fit to Print"

The New York Times.

LATE CITY EDITION

U. S. Weather Bureau Report (From St. Louis, Mo.): Cloudy and cool today and tonight. Mostly fair tomorrow. Temp. range: 65-75, Sunday: 62.4-69.2.

VOL. CVIII..No. 36,414.

© 1957, by The New York Times Company. Printed in New York City.

NEW YORK, SATURDAY, OCTOBER 5, 1957.

PH. BY AP/WIDE WORLD

FIVE CENTS

SOVIET FIRES EARTH SATELLITE INTO SPACE; IT IS CIRCLING THE GLOBE AT 18,000 M. P. H.; SPHERE TRACKED IN 4 CROSSINGS OVER U. S.

HOFFA IS ELECTED TEAMSTERS HEAD; WARNS OF BATTLE

Defeats Two Foes 3 to 1—Says Union Will Fight 'With Every Ounce'

Part of the Hoffa address is printed on Page 6.

By A. H. BARKIN
From the New York Times.
MIAMI BEACH, Oct. 4—The scandal-ridden International Brotherhood of Teamsters elected James R. Hoffa as its president today.
He won by a margin of nearly 3 to 1 over the combined vote of two rivals who campaigned on pledges to clean up the union's Meggert union.

Some racketeers investigators and Hoffa critics in the union rank-and-file immediately opened actions to strip the 47-year-old former warehouseman from Detroit of his election victory.

A jubilant Hoffa exhibited, however, greater concern over the possibility that his union might be ousted from the American Federation of Labor and Congress of Industrial Organizations. He appealed for time to prove that he could make the teamsters "a model of trade unionism."

The parent organization has ordered the 1,460,000-member Teamsters Union to get rid of corrupt leadership by Oct. 21 or face suspension. Hoffa said he felt action by the union at its meeting tomorrow was inevitable to satisfy the federation.



IN TOKEN OF VICTORY: Dave Beck, retiring head of the Teamsters Union, raises hand of James R. Hoffa upon his election as union's president. At right is Mrs. Hoffman.

FAUBUS COMPARES HIS STAND TO LEE'S

Says He Will Remain Loyal to People of Arkansas—All Is Quiet at School

By HOMER BISHART
Special to the New York Times.
LITTLE ROCK, Ark., Oct. 4—Gov. Orval H. Faubus said to-

Flu Widens in City; 10% Rate Predicted; 200,000 Pupils Out

By ROBERT ALDEN
Advises influenza continuing to spread through the city yesterday.

Commissioner of Hospitals Morris A. Jacobs reported that there were ten times more respiratory infections than during the comparable period a year ago.

ARGENTINA TAKES EMERGENCY STEPS

States of Siege Proclaimed in Buenos Aires Region—Arrests Reported

By ROBERT ALDEN
BUENOS AIRES, Oct. 4—A state of siege, suspending constitutional guarantees, was proclaimed here today.

COURSE RECORDED

Navv Picks Up Radio Signals—4 Report Sighting Device

By WALTER SULLIVAN
Special to the New York Times.
WASHINGTON, Saturday, Oct. 5—The Naval Research Laboratory announced early today that it had recorded four crossings of the Soviet earth satellite over the United States.
It said that one had passed near Washington. Two crossings were farther to the west. The location of the fourth was not made available immediately. It added that tracking would be continued in an attempt to pin down the orbit sufficiently to obtain scientific information of the type sought in the International Geophysical Year.

(Four visual sightings, one of which was in conjunction with a radio contact, were reported by early Saturday morning. Two sightings were made at Columbus, Ohio, and one each from Torre House, Ind., and Whittier, Calif.)

From Reports Noted
Soviet newspapers reported several weeks ago that the Soviet satellite would broadcast in frequencies in the neighborhood of twenty and forty megacycles. More exact frequencies were given by Soviet scientists at a conference on rockets and satellites that took place here last week.
Presumably the Naval Research Laboratory, which is responsible for the United States satellite program under the National Academy of Sciences, immediately set up receivers on these frequencies.



The New York Times
The approximate orbit of the Russian earth satellite is shown by black line. The rotation of the earth will bring the United States under the orbit of Soviet-made moon.

Device Is 8 Times Heavier Than One Planned by U.S.

Special to the New York Times.
WASHINGTON, Oct. 4—Leaders of the United States earth satellite program were astonished tonight to learn that the Soviet Union had launched a satellite eight times heavier than that contemplated by this country.
Dr. Joseph Kaplan, chairman of the International Geophysical Year, described the 186-pound weight as "astonishing."
The heaviest American satellite are in weight twenty-one and a half pounds.
The actual launching, nevertheless, did not take the American scientists by surprise. At the end of working sessions on

560 MILES HIGH

Visible With Simple Binoculars, Moscow Statement Says

Part of Team announcement appears on Page 3.

By WILLIAM J. MOHRN
Special to the New York Times.
MOSCOW, Saturday, Oct. 5—The Soviet Union announced this morning that it successfully launched a man-made earth satellite into space yesterday.

The Russians calculated the satellite's orbit at a maximum of 560 miles above the earth and its speed at 18,000 miles an hour.

The official Soviet news agency Tass said the artificial moon, with a diameter of twenty-two inches and a weight of 186 pounds, was circling the earth once every hour and thirty-five minutes. This means more than fifteen times a day.

Two radio transmitters, Tass said, are sending signals continuously on frequencies of 30,000 and 40,000 megacycles. These signals were said to be strong enough to be picked up by amateur radio operators. The trajectory of the satellite is being tracked by numerous scientific stations.

One Greg Moseley Today
Tass said the satellite was moving at an angle of 48 degrees to the equatorial plane and would pass over the Moscow area twice today.
"In flight," the announcement added, "will be observed in the rays of the rising and setting sun with the aid of the simplest optical instruments, such as telescopes and spy-

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60 CENTS

Welfare Law Weighs Heavy In Delta, Where Jobs Are Few

By JASON DEPARLE

GREENVILLE, Miss. — While President Clinton has fairly declared "the debate is over — we know now that welfare reform works," the hard-luck counties of the Mississippi Delta show the difficulties that can emerge when tough laws collide with a weak economy.

The welfare rolls have fallen sharply across this 200-mile stretch of cotton fields and cash crop farms, as they have in most of the country. But with unemployment rates hovering at 10 percent or more, many of those leaving the rolls are failing to find jobs. Indeed, during one recent period, the families dropped for violating the new work rules outnumbered those placed in jobs by a margin of nearly two to one.

And the penalties in Mississippi are the nation's toughest. Those who miss appointments or decline work assignments surrender not only their entire cash grant, but all their family's food stamps and the medical insurance of adults. Across the Delta, mothers dropped from the welfare rolls are now turning to relatives, boy-

WHAT ABOUT MISSISSIPPI Aspiral repair

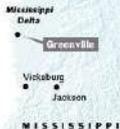
friends or other Federal programs — most notably disability payments — or traveling long distances in search of work.

Maggie Miller lost her benefits and moved in with her sister, raising the number of children in the two-bedroom lease to 13. Patricia Watson worked a day at a distant cutfish processing plant but quit after returning home to discover that her baby-sitter could not find her 6-year-old daughter.

Curley Barron threw up her hands and returned her niece and nephew to foster care. Busy caring for her ailing mother, she refused to join a work program and therefore lost the \$40 in cash and food stamps she was receiving for the children's monthly support.

It was scenarios like these in places like this that critics of last year's landmark law feared. The landmark measure ended a 61-year-old guarantee of Federal aid and transferred money and authority to the states. While some states might make good use of their autonomy, the critics said, said, others would prove unwilling or unable to construct safety nets of their own. Mindful of this state's many last-place rankings on socioeconomic scales, they summarized their fears with a frequent refrain: "What about Mississippi?"

The same could be asked of other states, particularly in the South, that combine high poverty rates with low spending. But the poverty here has historically run highest, and the spending levels lowest. Mississippi's Republican Governor, Kirk Fordice, is known for the reticence of his anti-government views. And with black families making up more than 80 percent of the cashless,



© Paul Sestini/The New York Times

11 Innings Later, Cleveland Wins Right to Face Florida in Series

Tony Fernandez's homer in the 11th inning yesterday gave Cleveland a 1-0 victory over the Baltimore Orioles, sending the Indians to the World Series against the Florida Marlins. Sports/Thursday, page C1.

Baseball's owners voted to move an unidentified team from the American League to the National. Page C1.

Airborne Dust In Radar Center Disrupts Travel

By MATTHEW L. WALD

Reno Confronts Republicans On Demands for Prosecutor

By DAVID JOHNSTON

WASHINGTON, Oct. 15 — Attorney General Janet Reno will send her about progress in the Justice Department investigation.

Late Edition

New York: Today, partly sunny, cool, high 62. Tonight, mainly clear, chilly. Low 50. Tomorrow, more sunshine than clouds, cool. High 59. Yesterday, high 64, low 52. Details, page B7.

GTE JOINS BIDDING FOR MCI, OFFERING \$28 BILLION IN CASH

RICHEST COMPANY BATTLE

Worldcom Deal for \$30 Billion
Is Still Highest, but That
Would Be All in Stock

By SEITH SCHIESEL

Adding yet another contestant to the richest corporate takeover battle in American history, the GTE Corporation, the nation's third-largest local telephone company, made an unsolicited offer yesterday to acquire the MCI Communications Corporation, the nation's No. 2 long-distance carrier, for \$28 billion.

GTE's all-cash bid came two weeks after Worldcom Inc., an upstart telecommunications provider, offered \$30 billion in stock for MCI. That proposal was also unsolicited, and like GTE's offer is meant to overturn a previous agreement by MCI to be acquired by British Telecommunications P.L.C. for about \$19 billion in cash and stock.

MCI did not comment, other than to say that its board, which was already studying the Worldcom offer, planned to meet again soon to weigh its options.

But no matter how MCI chooses to respond to these or any subsequent offers or counteroffers, the flock of suitors signifies the telecommunications industry's relentless imperative to consolidate. Deregulation, the upsurge in wireless communications and the Internet's soaring popularity are now compelling telecommunications companies of all sorts and sizes to reach out for partners that can help them offer every conceivable communications service under a single brand name.

"The key product strategy going forward for us is a bundled service —

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- Diversions ● Web Specials

NEWS BY CATEGORY

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TABLE OF CONTENTS



Norman Gives Clinton Some Tips

LATE NEWS UPDATE

700,000 Additional
Refugees Reported
Seen Inside Zaire

IN CYBERTIMES

Wired Truckers:
Big Rigs Roll
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Applicants Rush to Meet Deadline for Sept. 11 Fund

By DAVID W. CHEN

After a last-minute surge, 95 percent of eligible relatives of Sept. 11 victims had applied to join the fund.

Video: David W. Chen

[Suit Cites 9/11 Radio Failures](#)[Diplomat Defends Yemeni Cleric](#)**WHEN WORKERS DIE**

California Leads in Making Employer Pay for Job Deaths

By DAVID BARSTOW

California stands alone in its willingness to prosecute employers who kill or harm their workers by violating safety laws.

[Interactive Feature](#)

Powell Defends Diplomatic Role

By STEVEN R. WEISMAN

The secretary of state seems determined to counter the perception that diplomacy has been marginalized in an administration obsessed with war and terrorism.

Enlarge This Image



Tyler Hicks/The New York Times

Talk of Tikrit's Favorite Diner
Anybody wanting to know Tikrit, Iraq, can stop by a restaurant called Al Mudhaif and listen to the talk as waiters shuttle by with plates of bread and chicken. [Go to Article](#)

NATIONAL

A Federal Case for a Teenager: Family Sees Tie to Ex-President

NEW YORK REGION

For Mrs. Clinton, Listening Subsidies and Talk Is Louder

READERS' OPINIONS

Forum: Religion in America

Do you believe in an afterlife?

[Related Article](#)[Go to Readers' Opinions](#)**Discovery Times****Page One**

A three-minute video newscast from the Discovery Times Channel.

**IN SCIENCE TIMES**

A Border's Deep Roots

A region between Israel and Jordan is increasingly fascinating to border scholars.

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Drug Company Leaders Condemn Ruling Invalidating Abortion Pill Approval

More than 400 executives said that the decision ignored both scientific and legal precedent and, if it stands, would create uncertainty.

The Department of Justice, which is representing the F.D.A., filed a motion asking an appeals court to stay the ruling until its appeal can be heard.

3 MIN READ



Erin Schaff/The New York Times



Erin Schaff/The New York Times



BMW

Cool? Or Just Clunky? The Fight Over Dashboard Touch Screens.

As luxury cars become rolling supercomputers, designers are wondering how big is too big.

5 MIN READ

...es hostile to abortion ...e decision.

The ruling on mifepristone could spur other drug disputes, undermining the F.D.A.'s authority, experts said.

7 MIN READ



How one family used Facebook and Instagram to find the perfect apartment.

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Why do some people love this tiny doll from Japan?

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Is ... use ...ve Justin Jones was a swift rebuke to the Republican supermajority over its decision to expel him and another lawmaker.

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Opinion

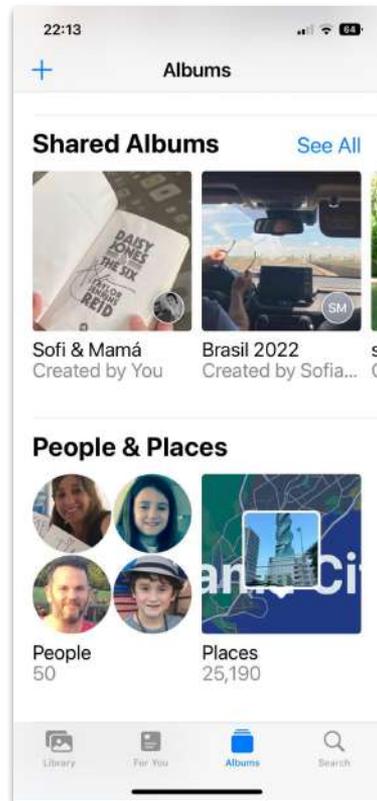
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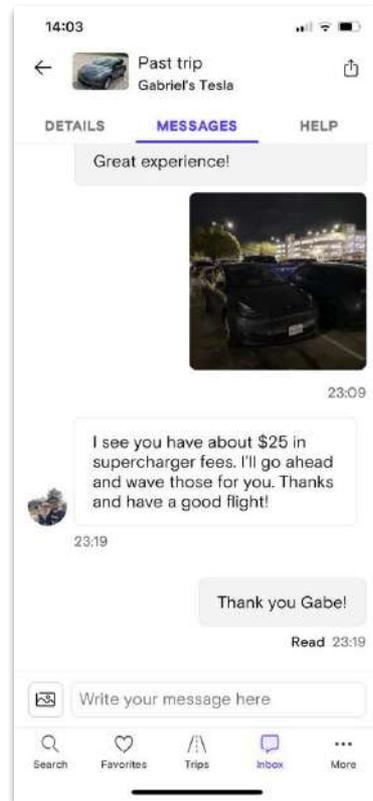
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Breaking news + AI

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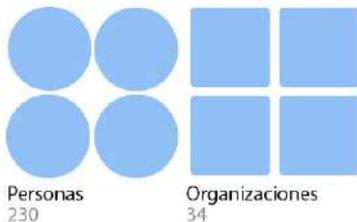
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Colapsó una tribuna del Maracanã

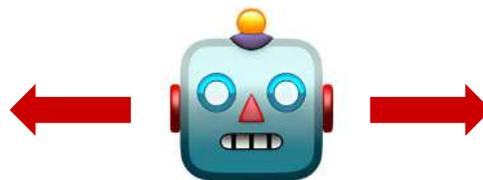
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Personas y Organizaciones



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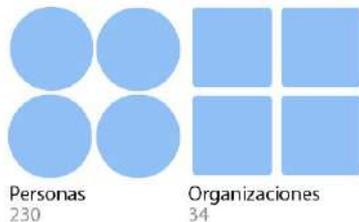
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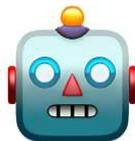


Personas y Organizaciones



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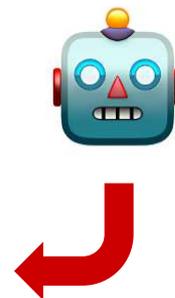
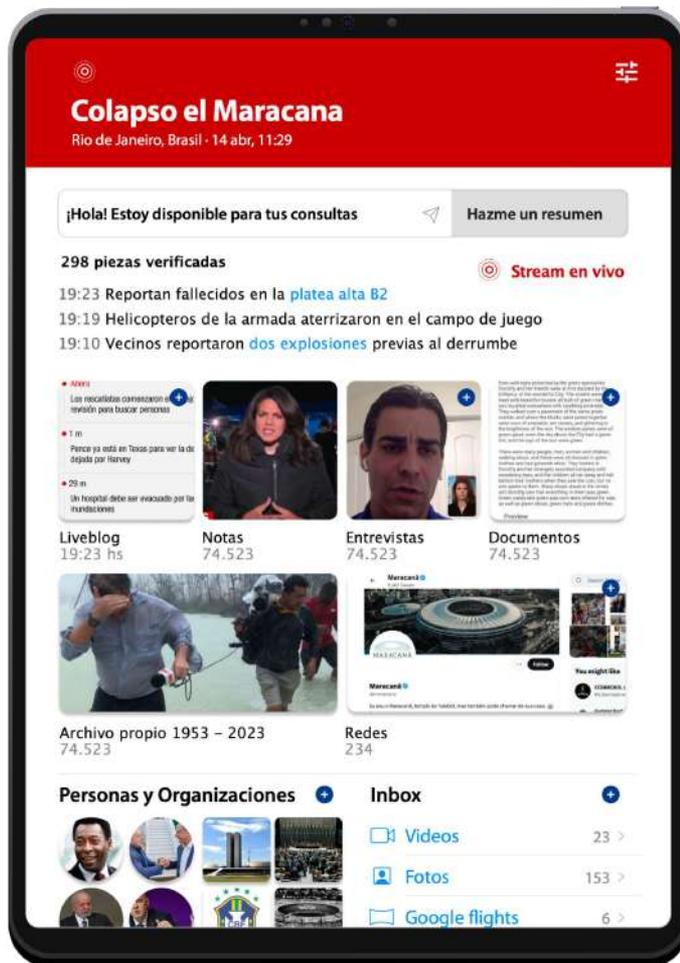
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Paúl Valéry

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