

HOW WE BUILT IT

Making the weekly digest worth opening

Mon 28

Tue 29

Wed 30

Thu 1

Fri 2

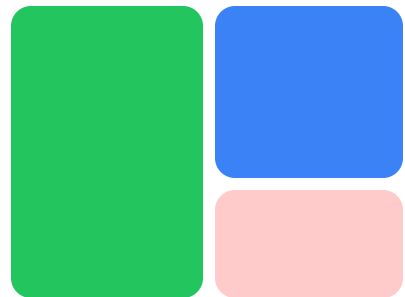
Sat 3

Sun 4

The digest was our
most readable page.

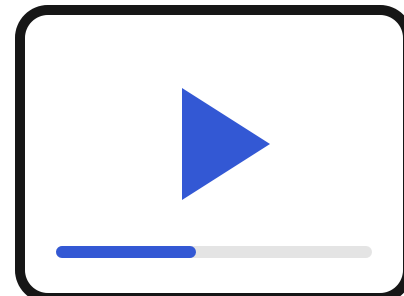
But you only saw it
if you went looking.

So we added three things.



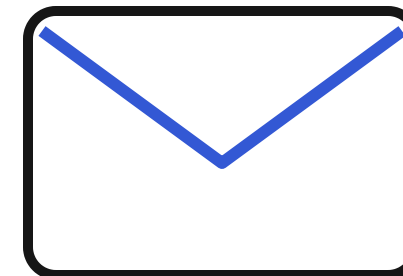
A card

that sums up the week



A replay

that plays the week back, day by day



An email

on Monday, for people who
subscribe

THE CARD

Who shipped the most?
What should I read first?

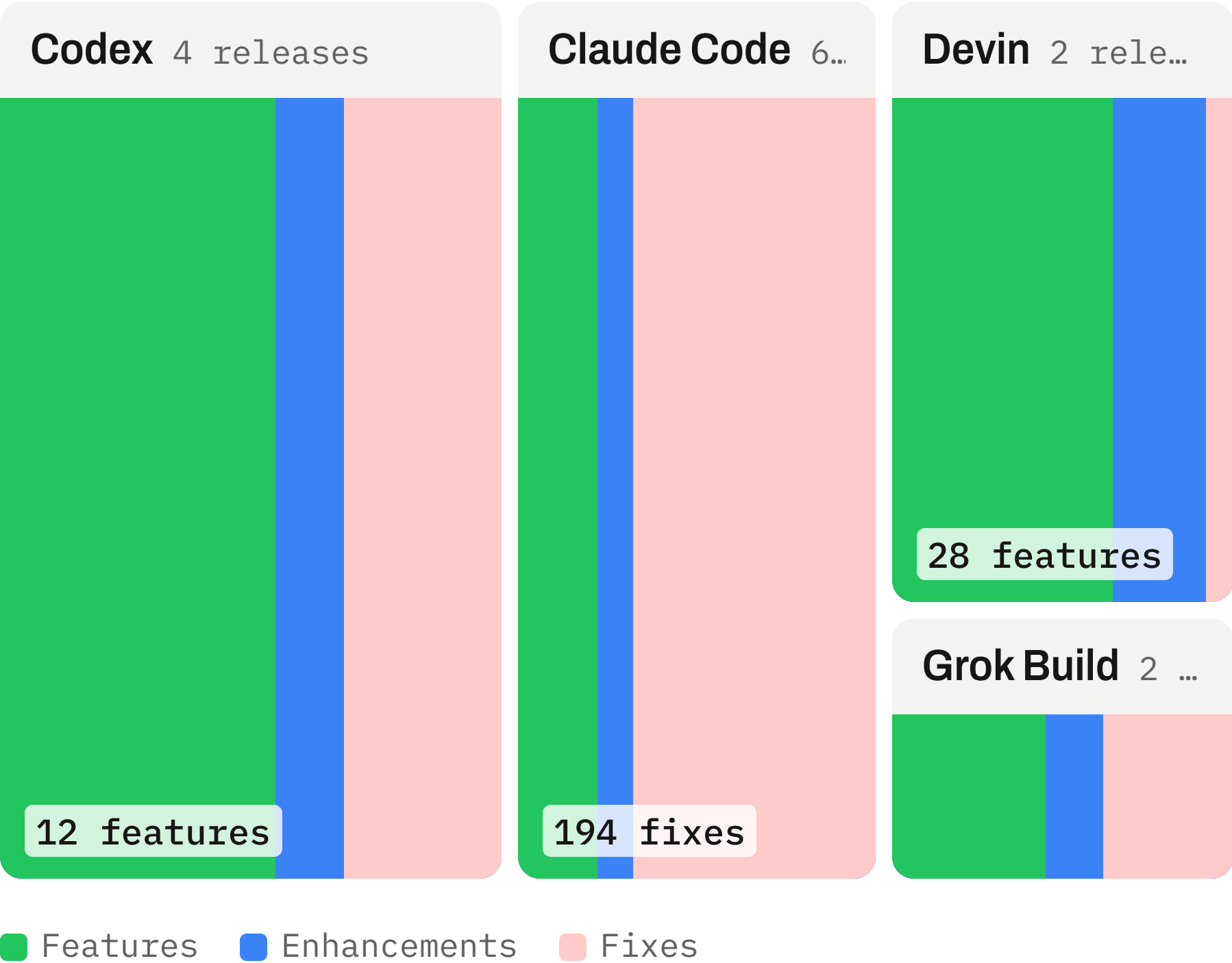
The card answers both before the first paragraph.



TILE SIZE

Counting
impact
rewards
big ones.

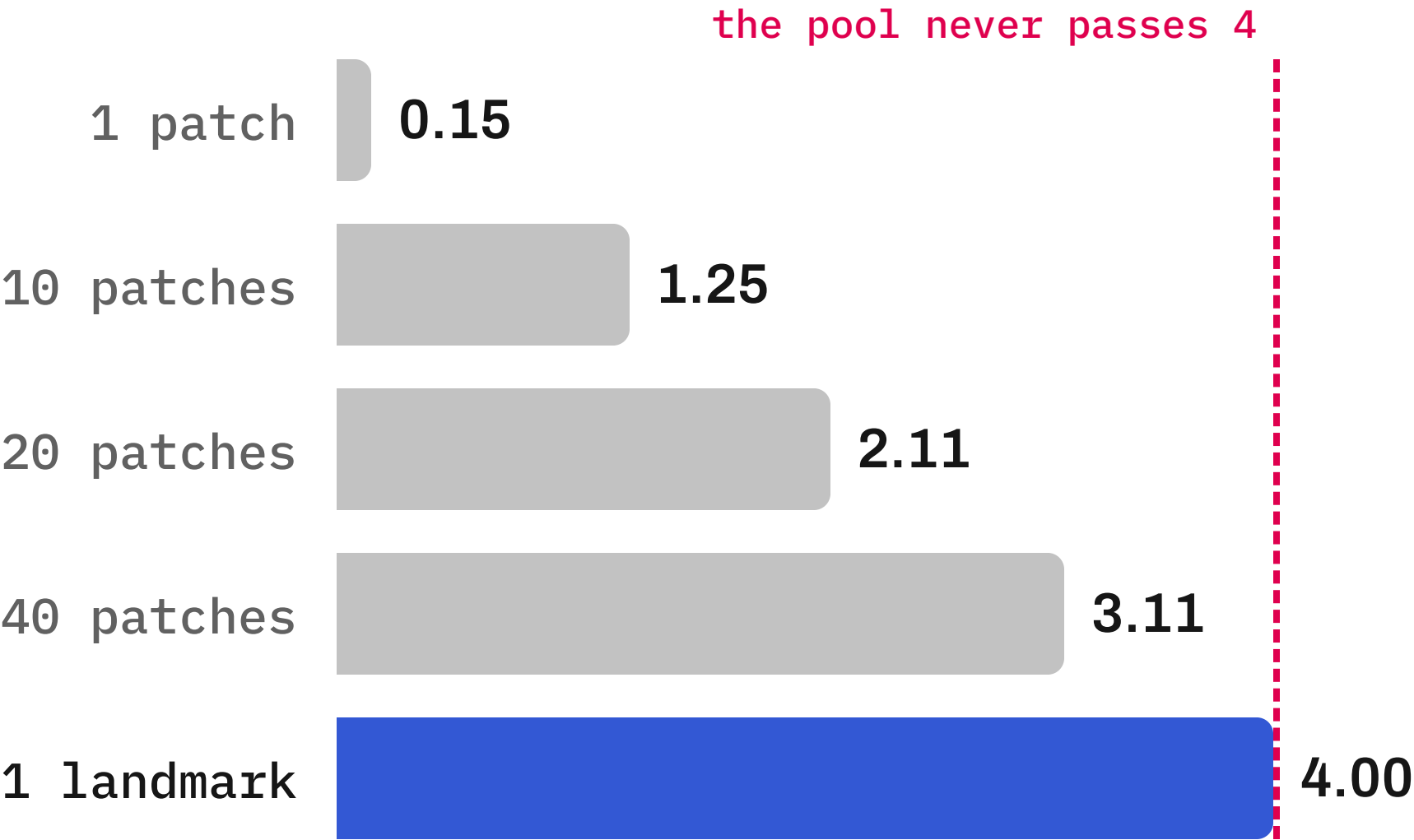
SIZED BY IMPACT



SMALL RELEASES

Forty patches still weigh less than one landmark.

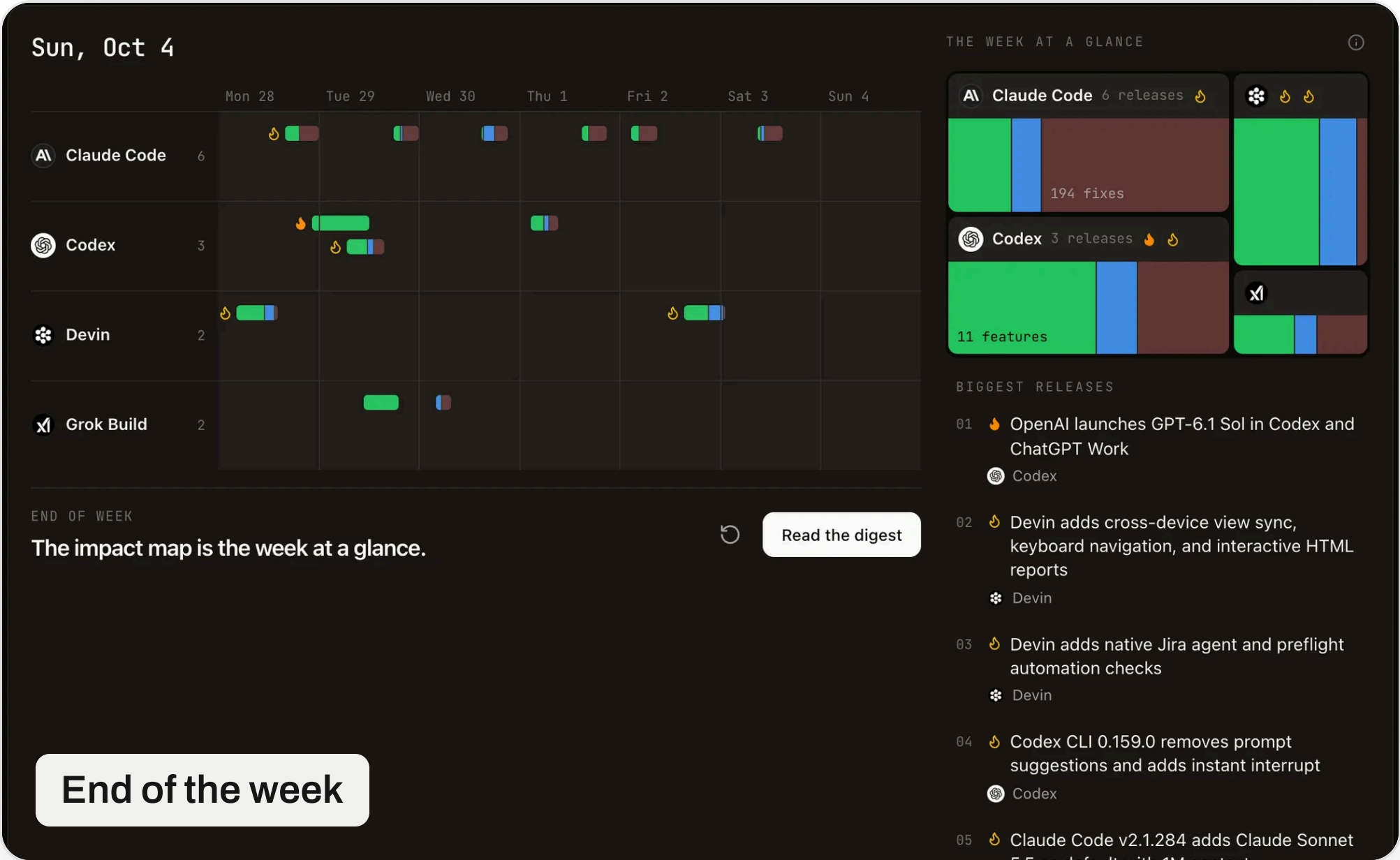
A product's minor releases share one pool that levels off before 4 points.



THE REPLAY

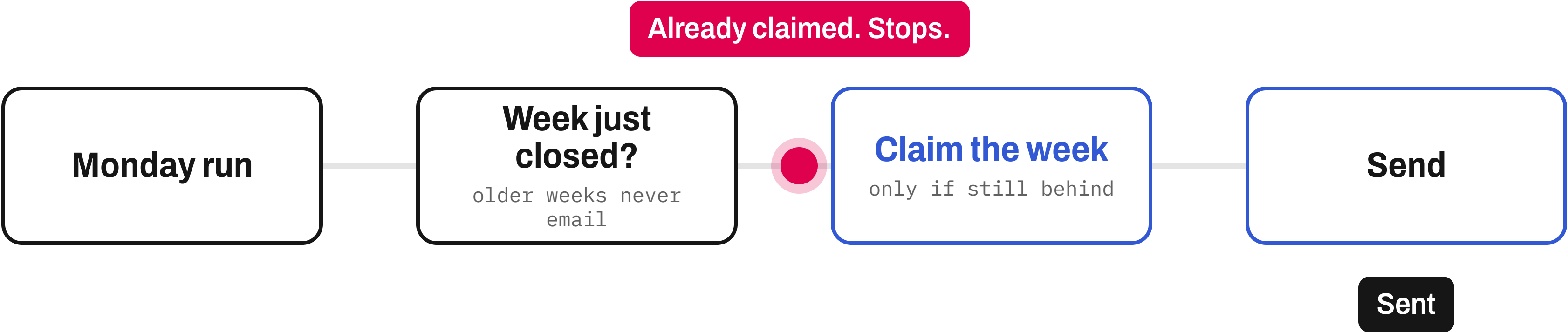
Play the week back, day by day.

Five seconds a day, 35 seconds a week. The last frame is the card.



THE EMAIL

One email per reader, per week.



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Full build notes: Making the weekly digest worth opening.