Title
A Life Fulfilled

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A Life Fulfilled by Charles Berkowitz and Erik Reyna

Abstract

A Life Fulfilled tells the story of Teddy Berger Greer and his battle with neuroblastoma, the issues surrounding the treatments and the personal story of the family.

As more and more long form news stories are adopted into the digital world, new forms of storytelling must be experimented with in order to foster user engagement. The aim is to generate social awareness of issues while monetizing time spent by the readership on the site. This is where interactive storytelling comes into play. By using the web browser as a storytelling tool, we are able to expand on what was never before possible with traditional print products.

Addressing this issue is very complex though as more and more users consume news through their mobile devices and successfully targeting a wide demographic can prove costly in terms of time spent in developing an interactive.

There are many approaches to solving this issue. The one chosen for this project was using Twitter Bootstrap, which is in its nature, a basis for responsive design, in order to address as many devices as possible. Javascript was employed to launch videos and load content gracefully without burdening the user with heavy load times.

The results have been for the most part, successful. The mobile web is still in its infancy much like the traditional web that we know, browser technologies are evolving constantly and it is foreseeable that in just a few years, the issues we encounter now will seem trivial.

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