Assignment 3

First Prototype Re-design

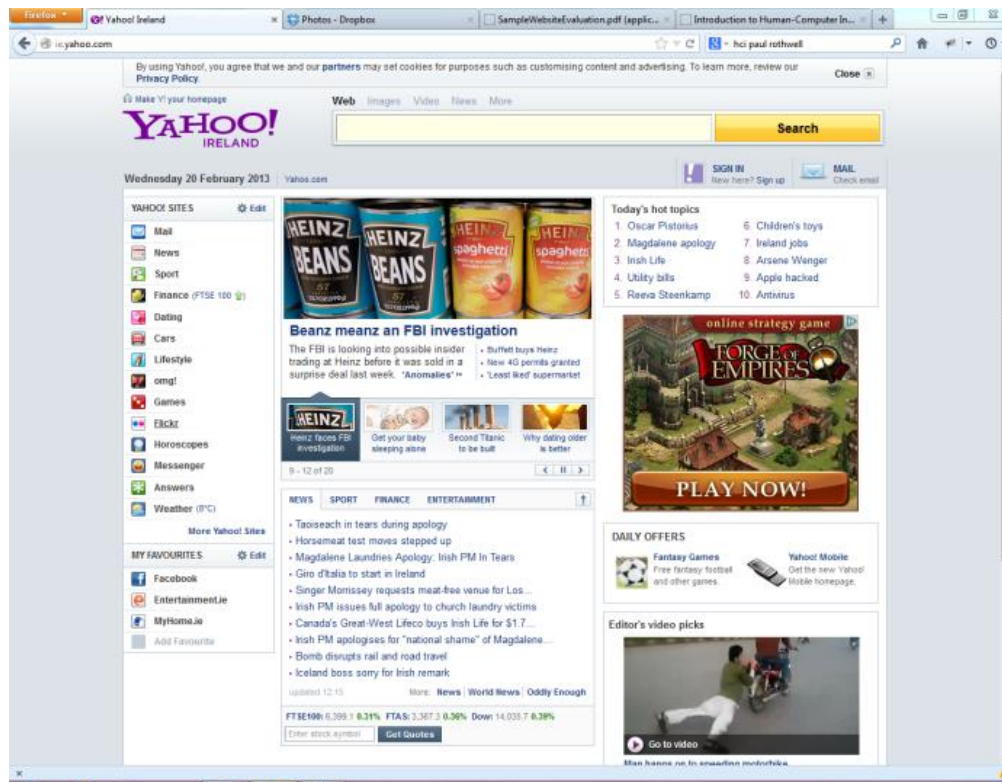The Re-design of Yahoo

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Prototype 1

Problems Addressed

1. Menu badly laid out
2. Too much shortcuts
3. Information clutter

Overview

I have completely redesigned the Yahoo homepage to a new modern look. I have kept the navigation bar on the left but shortened it down and made the text larger and I have included a drop down menu to feature the additional shortcuts. I have also drastically reduced the amount of information displayed on the homepage to a more user friendly set up. I think it now appears to be a lot more attractive and usable with the user able to navigate with ease.
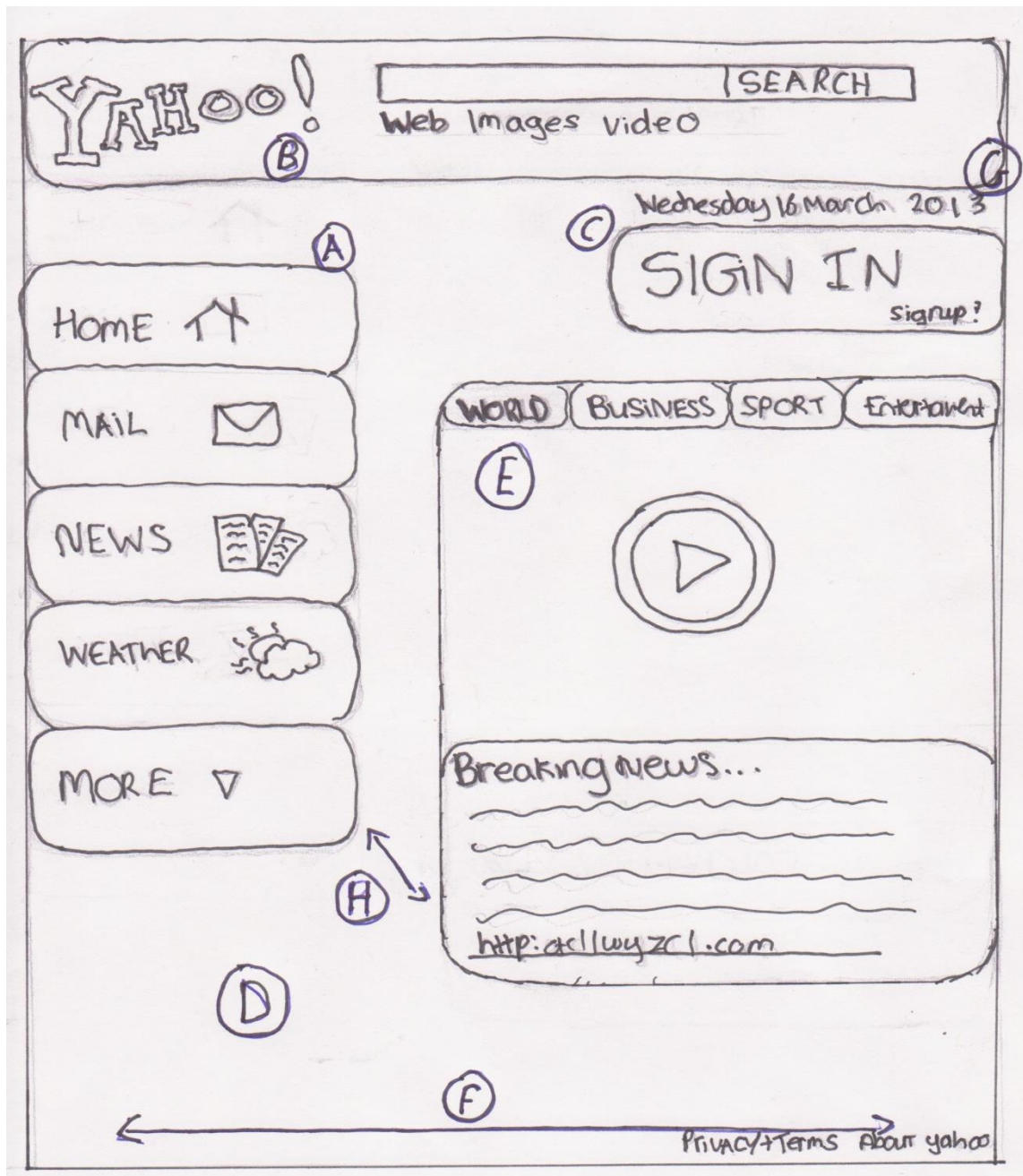
1. In the redesign of the navigation menu (A) I think it appears more desirable and attractive and after reducing the number of options I then included a drop down menu with a number of other options that are not used as frequent.

2. I have kept where the Yahoo search bar (B) is on the page just enlarged it to become more visible and for it to be the focus point on the page. I have also included the options for searching web, images and also video.

I removed the sign in and sign up option from the search bar as I thought it interfered with the appearance.

3. I also adjusted the Yahoo sign in and sign up (C) location to below the search bar on the right. I have given the user the option of signing in or signing up. The sign in option appears in a large icon to attract the attention of the user.

4. I have used a lot of negative spacing (D) in the homepage of Yahoo as I believe it to be key to a clearly navigational homepage. This technique is also used to great success by Google. It creates a spacious and clear homepage and also reduces the amount of information and preventing the problem of information clutter.

5. I included a quick news shortcut (E) in the right hand side of the home page which offers a tab selection of the category of news in which you are looking for, World, Business, Sport or Entertainment. It includes a video which would be linked form the source of the news and also 3 of the most recent news titles in that section. Users would be used to a news feed of this context.

6. In the previous version of Yahoo the foot of the page (F) offered a duplicate of the shortcuts available on the top left. I found this as a user to be a nuisance so I abandoned this and instead inserted a small selection option of 'Privacy & Terms' and also 'About Yahoo', once again sticking to the solution of less is best.

7. I have inserted the date (G) in the top right hand corner below the search bar as I believe this to be useful for users.

8. I have implemented a modern look (H) to the new Yahoo homepage with a sleek layout and also giving the navigation bars an appealing curvy look.

9. I also removed the advertisements as I believe it to be unnecessary on the homepage of a search engine.

Prototype 2

Problems Addressed
1. Sign in location
2. The permanent location of the sign in

Overview
In the previous Yahoo website the location of the sign in option was relocating frequently and was causing confusion amongst its users. The new location is more user friendly as it will be permanently visible. The sign in location takes up a vantage point on the homepage for ease of access and locating. Once the user enters any of the relating pages of Yahoo the sign in location will still be visible in the top right hand corner of the screen
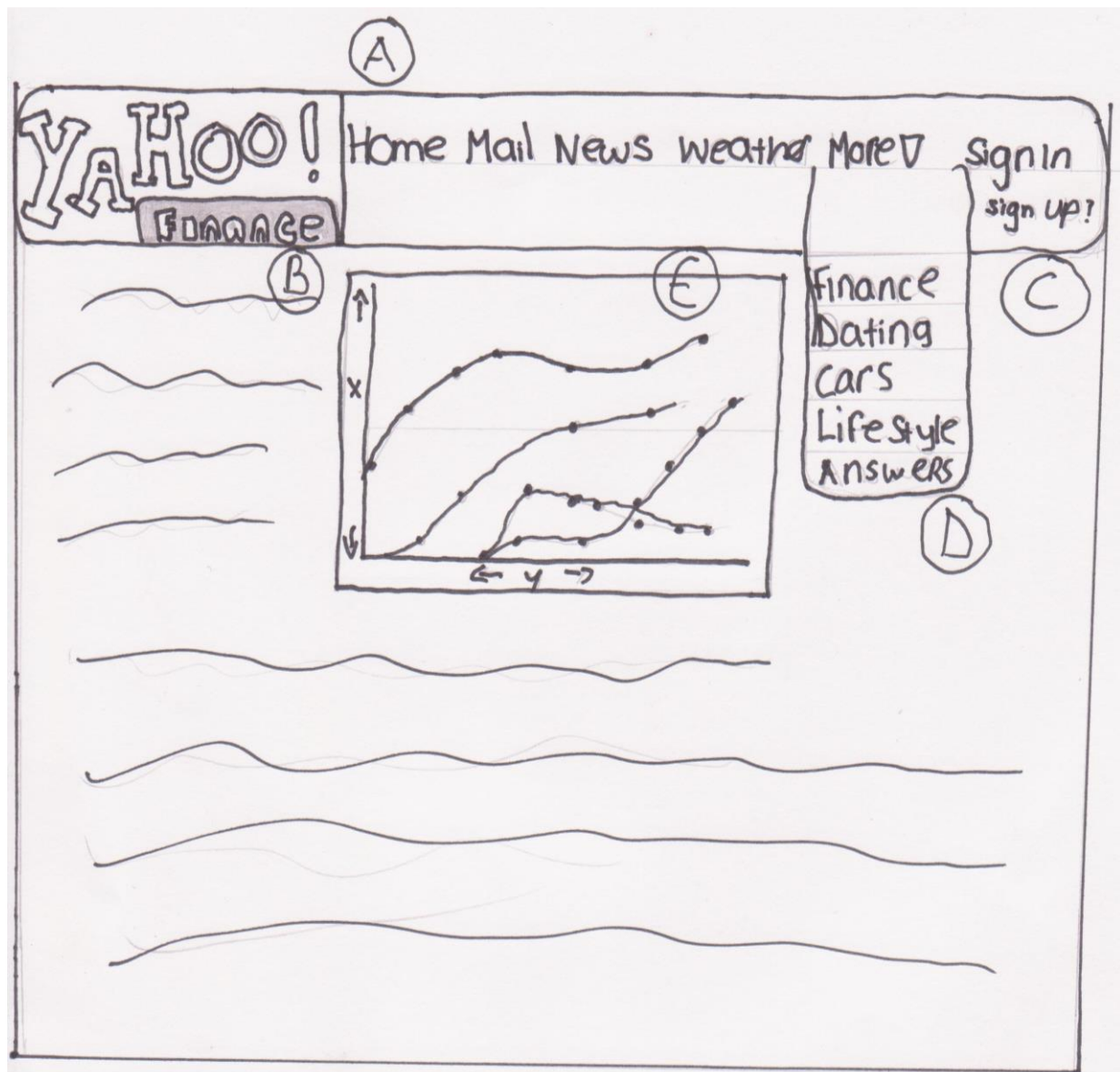
1. The Yahoo sign in (A) option is located in the right hand corner of the page below the search bar to attract the user also a sign up option is available if the user is not currently a Yahoo member.`
2. Once the user selects another page on Yahoo or receives his search results the Yahoo sign in location will take up its new position on the screen. This navigation bar (B) is much similar to the one on Google and it will feature on every Yahoo page for easy access and user friendly shortcuts. It will consist of the Yahoo logo and the shortcuts from the homepage (Home, Mail, News, Weather and a drop down more menu) and as mentioned the sign in option.
3. The navigation bar (C) offers a sleek new look to Yahoo in what it was lacking to compete with the major search engines such as Google and Bing. Each option will be incorporated into its own curvilinear template, giving Yahoo the look it requires.
4. This is a function frequent users of Yahoo would not be familiar with but it supports the user friendly principle.

Prototype 3

Problems Addressed
1. Yahoo multiple designs
2. Location of shortcuts
3. Unable to return to the homepage
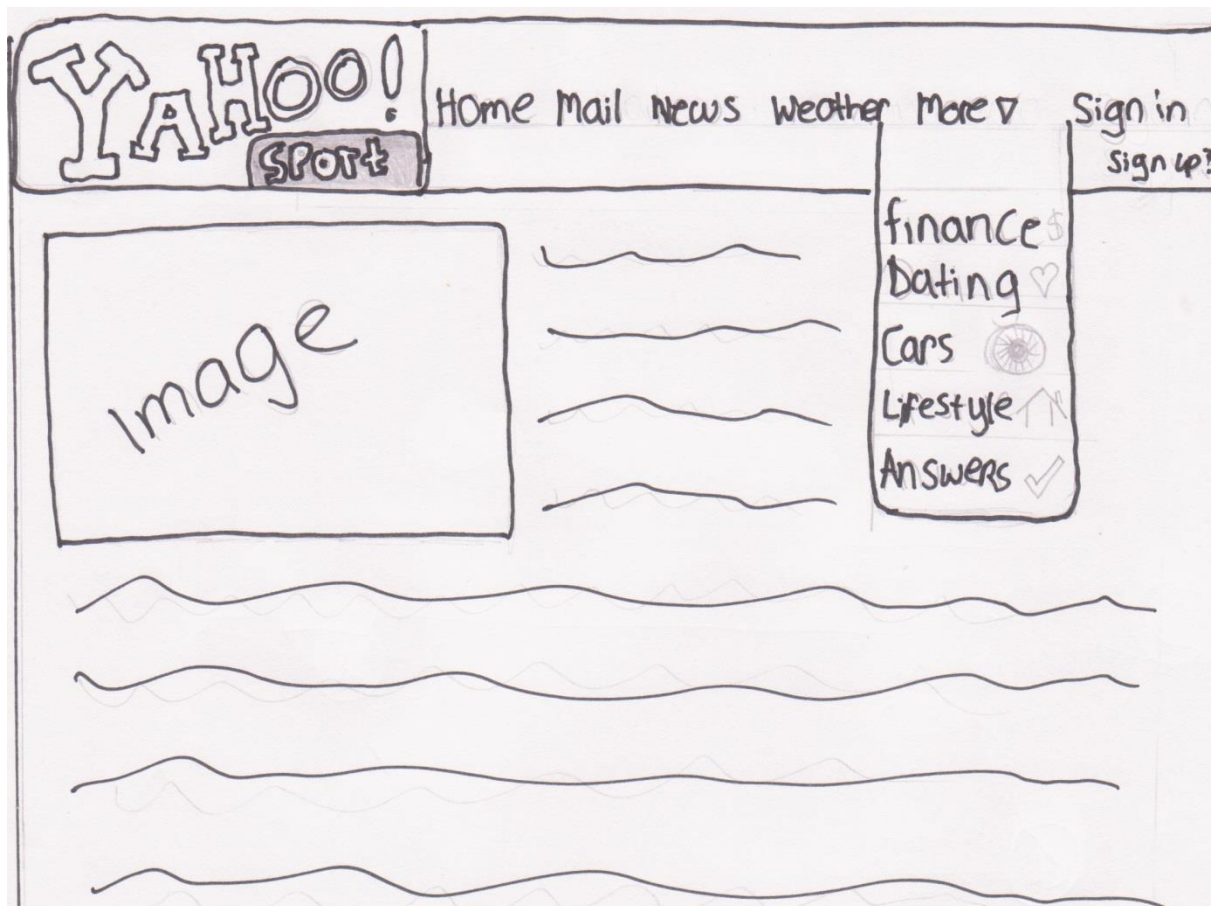
Overview

In the previous Yahoo design there was multiple designs for each section of Yahoo for example Sport, Finance, and mail. I have now redesigned the whole interface of Yahoo with a new design that will feature in each section of Yahoo and therefore create an easy accessible website for Yahoo users. It consists of a Navigation bar that will feature at the top of each page with key shortcuts and also the name of the section below the Yahoo logo. I think Yahoo will be very pleased with this part of the redesign as users will be able to use recognition rather than recall.
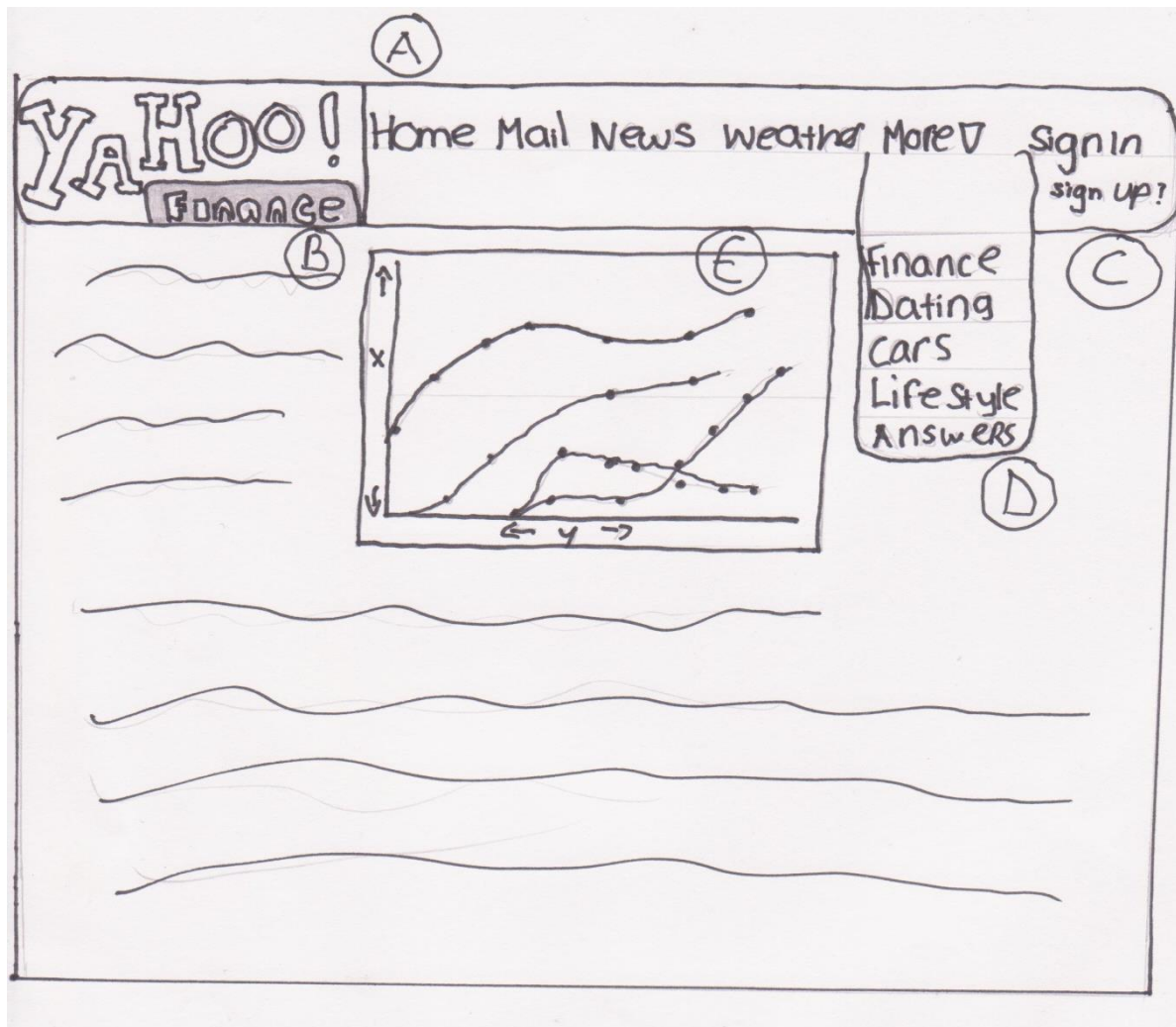
1. With the new design Yahoo are going to have a navigational bar (A) that will feature in the top of each page on Yahoo, with the quick options of Home, Mail, News, Weather and more available. This is highly effective as the user will be easily able to navigate through Yahoo.

2. In my designing of Yahoo (B) and trying to put stop to the multiple design there is one section that will change on the navigation bar and that is the subtitle below the Yahoo logo for example sport or Finance. The name of each section will then appear. This gives Yahoo a pleasant look in the design.

3. I have implemented a new sign in location (C) in the navigational bar that will permanently feature in the top right hand corner. This icon also gives the opportunity to sign up for new users. This icon is a function in which was lost in previous designs. Once the user signs in their name will then replace this sign in location clearly displaying that they are signed into the Yahoo system.

4. In the redesign of the Yahoo navigational bar (D) I had to reduce the number of actions to clearly display each function. I have now offered the option of more which is a drop down menu that will display the options that are not used as frequent as the others. Upon clicking more the drop down memory will display the list of other options. This gives the navigation bar the orderly uncluttered shape it needs.

5. The new design also cleans up the major flaw in the design of Yahoo with the incapability of returning to the homepage whenever the user wanted to. The first option in the navigation bar is the home button. I think Yahoo users will appreciate this function very much to create a user friendly page.

6. With the navigation bar on the top of the page (E) I think it does not interfere with the rest of the page and also offers options at any time and the user knows where they are easily located.

Prototype 4

Problems Addressed
1. Returning to the homepage
2. Locating the home icon

Overview
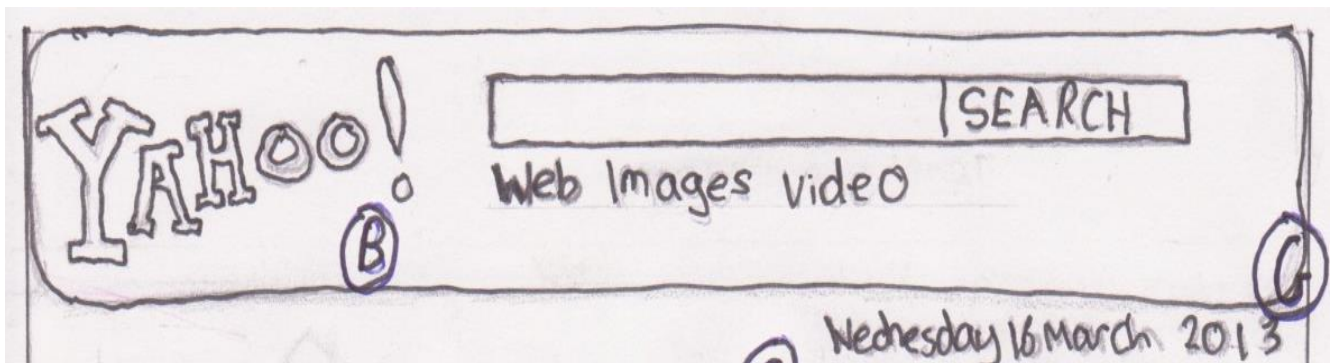
Previously on the Yahoo site it was extremely difficult to return to the original homepage. There was no icon that was permanently on the page to carry out this action. The user had to use recognition rather than recall. In the redesigning of this site I have implemented a home icon that will appear throughout the site in the navigation bar returning you to the homepage.

1. With the new design in place on the Yahoo website it would be a lot more user friendly and is not going to be as frustrating for a user to navigate back home.
2. The homepage icon will be continuously available to the user to offer the quick option of exiting to the homepage.