

Demo: A Design Teardown

A brief walkthrough of the design elements of
dn.se

DN.se

Our Goals

1. Demonstrate an approach for critiquing the design of a website and the vocabulary to do so.
2. Help you think more critically about the sites you visit.
3. Illustrate some best practices that aren't done correctly on the DN sight. You aren't expected to just know these things.

Why dn.se?

1. It's in Swedish! You won't be distracted by the content.
2. It's a content-based site so you're expected to consume content and spend lots of time on it... they'd better have a good design.
3. It's a case study in bad UX and design...

Questions

1. Who is the user?
2. What is the user's critical goal?
3. Sketch the approximate visual hierarchy of a key page.
4. Does the visual hierarchy lead to that goal?
5. What font families are most prominent on the site?
6. How do these font families contribute to or take away from the site's flow?
7. How do the line spacings, sizes, colors and weights contribute to or take away from the site's flow?
8. What would you improve to achieve a better hierarchy or flow?

Let's Dive In....



1-2: Users and Goals

1. Who is the key user?
 1. A Swedish visitor curious about the news.
2. What is that user's number one critical goal when using the site?
 1. Read the top news
 2. Secondary — explore for other interesting news

3: Visual Hierarchy



4: Visual Hierarchy -> Goal?



5-6: Font Families

Headlines:

PublicoHeadline
WebBlack,
Georgia, sans-
serif

Body:

Arial, Helvetica,
sans-serif

Ads:

PublicoRoman,
Georgia, sans-
serif



<https://commercialtype.com/typefaces/publico/headline>

publicoheadlineweb-black.woff	GET	200 OK	application/octet-stream	www.dn.se/:847 Parser	28.9 KB	60 ms
/fonts					28.5 KB	37 ms

7: Typography

Size + Weight:

Good to bold the subheading, but the quote should have a different size and/or weight.

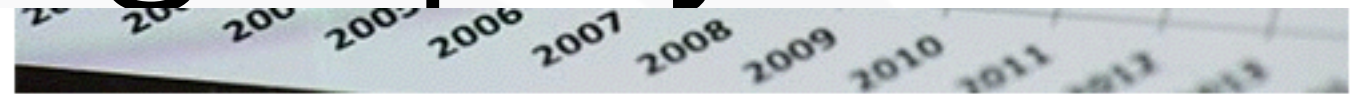
Body size is too small by default — the web needs bigger fonts.

Spacing:

Letters feel a bit cramped and lines feel a bit tight.

Color:

Black on white is bad for readability. Tone down the color to provide better separation, hierarchy, and readability. Note: Don't go too far or older readers won't be able to read it.



Den sänkta reporäntan kan påverka bankernas boräntor.

Foto: TT

Samtliga fyra storbanker sänkte sina boräntor efter räntebeskedet. Mest sänkte Swedbank och SEB.

– Vi utesluter inte fler sänkningar, säger Mikael Skytt, bolånechef på Nordea.

På torsdagen beslutade riksbanken att sänka reporäntan från 0,75 procent till 0,25 procent. Sänkningen var oväntat stor och hos Swedbank och Handelsbanken påverkade det genast boräntorna.

– Vi sänker våra boräntor som har tre månaders bindningstid med tio räntepunkter från 2,69 procent till 2,59 procent. Vi ser att marknadsräntorna rör sig åt det hållet och kommer att följa utvecklingen under dagen för att se om det blir aktuellt att sänka ytterligare, säger Anna Sundblad, presschef på Swedbank.

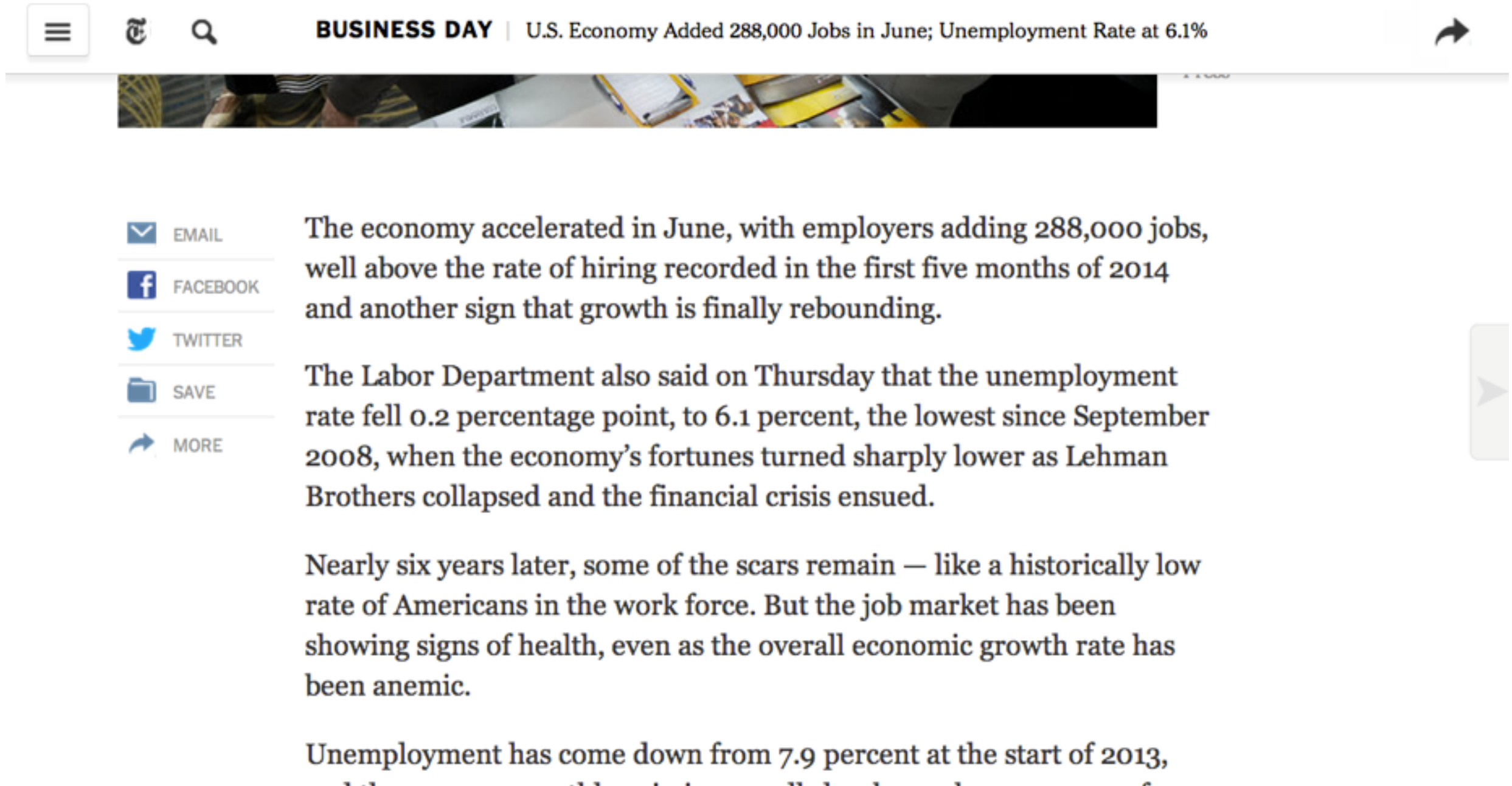
Handelsbanken sänkte sin boränta med tre månaders bindningstid med fem räntepunkter från 2,66 till 2,61 procent. Den nya räntan gäller från och med i morgon.

– Vi sänker eftersom vi ser att det finns utrymme för det. Men jag vill understryka att det inte är Riksbankens reporänta som styr våra boräntor, det är marknadsräntorna, men en förändring av reporäntan är en signal som kan påverka marknadsräntorna, säger Johan Wallqvist, på Handelsbankens informationsavdelning.

8: Suggestions

- Homepage is an absolute mess. The ad graphics lead to a completely confused hierarchy. De-emphasize ads. Make the headline image for the headline story!
- Navigation elements, ad elements, and headlines are all on the same hierarchical level... use color and spacing to fade out the non-essential things and pop the headlines.
- The 3-column grid is awkward to say the least. Stick with a 2-column or center the text.
- Tweak the typography and spacing to breathe more and improve readability. Consider using a different body font in a dark gray with a larger size.

A Good Example: The New York Times



The screenshot shows the top of a New York Times article page. At the top, there's a navigation bar with a menu icon, a search icon, the text "BUSINESS DAY | U.S. Economy Added 288,000 Jobs in June; Unemployment Rate at 6.1%", and a share icon. Below this is a large image showing a person's hands working on a computer keyboard. On the left side, there's a vertical sidebar with social media sharing options: EMAIL, FACEBOOK, TWITTER, SAVE, and MORE. The main content area on the right contains the article text.

BUSINESS DAY | U.S. Economy Added 288,000 Jobs in June; Unemployment Rate at 6.1%

EMAIL
FACEBOOK
TWITTER
SAVE
MORE

The economy accelerated in June, with employers adding 288,000 jobs, well above the rate of hiring recorded in the first five months of 2014 and another sign that growth is finally rebounding.

The Labor Department also said on Thursday that the unemployment rate fell 0.2 percentage point, to 6.1 percent, the lowest since September 2008, when the economy's fortunes turned sharply lower as Lehman Brothers collapsed and the financial crisis ensued.

Nearly six years later, some of the scars remain — like a historically low rate of Americans in the work force. But the job market has been showing signs of health, even as the overall economic growth rate has been anemic.

Unemployment has come down from 7.9 percent at the start of 2013,

Your Turn

Go explore the web!