

Project 3 Documentation

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About the project

For this, we were tasked to redesign a website that we believed was in need. As a team, we instantly thought of Yahoo.com. This search engine is notoriously known to be super busy, and almost “spam” looking. The design of this user interface is a hindrance upon users attempting to utilize this platform—which is a huge problem from a business perspective. Our goal was to create an innovative redesign that appealed to today's user. We attempted a sleek, modern approach. We researched other competitors to create a nexus of the best features to display news effectively, while still emphasizing the search engine abilities.

Design work

For our redesigning, we found it to be important to get input from different demographics. We used the following methods to base our designs: Survey, User Interviews, System usability scale, and Observational study.

Interface in detail:

In order to create a more youthful, modern User Interface we utilized our research. Based on our survey, user interviews and feedback, and personal research of other popular news sites, we were able to create a well-thought-out, innovative approach to presenting news for Yahoo, while also keeping the original feel of the website. We kept the large banner to highlight the main top stories, similar to the original design. However, we opted for a more sleek feel.

Features and controls

Our redesign project focused on enhancing how articles and content are presented on Yahoo. A significant change was introducing a collage-style layout for article display, inspired by platforms like Pinterest and Instagram, to make the feed more engaging and user-friendly. The current Yahoo layout often feels cluttered, with too many articles competing for attention, but our approach ensures a visually appealing experience while improving content organization.

We also revamped the Stories for You feature, which was previously lost in the chaos of the page. We gave it its own dedicated section with a carousel design, strategically placed at the bottom center of the page to ensure it stands out.

For the top center of the page, we replaced the large ad banner with a scrollable header and added a right sidebar. The sidebar allows users to customize their experience by selecting up to two features from horoscope, weather, and trending now.

Additionally, we increased the size of the search bar for better visibility and usability. To declutter the navigation bar, we moved the categories to a left-side sidebar, enabling a cleaner design that emphasizes the search bar and sidebar elements separately.

Screenshots:

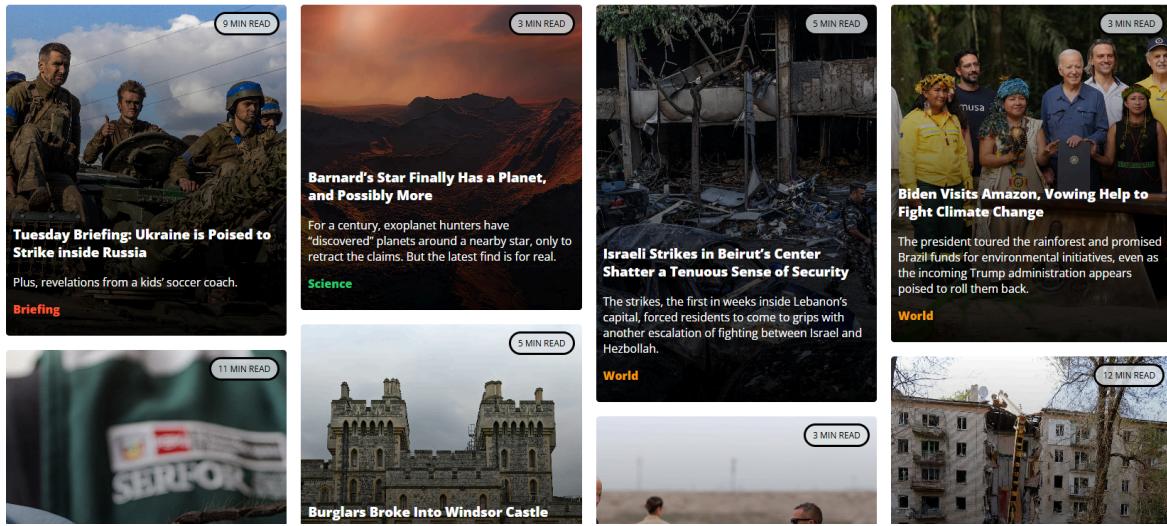
The screenshot shows the Yahoo homepage. On the left is a sidebar with categories: Mail, For You, Finance, Games, Sports, and Entertainment. The main content area features a large news card for a "Fire Weather Watch and Wind Advisory issued for Hawaii". Below it is a satellite image of the Hawaiian Islands. To the right is a weather forecast for Louisville with icons for rain, sun, and clouds, and temperatures for Today (59° 50°), Friday (58° 46°), Saturday (59° 44°), and Sunday (65° 51°). At the bottom is a "Trending Now" section with ten items, each with a small thumbnail and a title.

Stories For You:

The screenshot shows a "Stories For You" section with a horizontal scrollable grid of six news cards. From left to right: 1. A yellow and blue airplane with the text "Spirit Airlines Files for Bankruptcy; Lost \$2.2 Billion in 5 Years". 2. A pregnant woman in a bikini with the text "Millennial Pregnancy Gets Its Demi Moore Moment". 3. Two men talking with the text "Is This the End of the White Working-Class Democrat?". 4. A graphic for "LIVE Presidential Election Results" showing Kamala Harris (Democrat) and Donald J. Trump (Republican). 5. A dark image of Donald Trump speaking at a podium with the text "No, Trump Cannot Run for Re-election Again in 2028". 6. A protest scene with the text "Shouting Racial Slurs, Neo-Nazi Marchers Shock Ohio's Capital".

Trending Now:

Trending Today



Libraries & code structure

When implementing the code for our web application we split the work into different sections from our Figma and each made our own component so it would be easier to glue them all together when merging to the main. We imported two libraries, one was Siema and the other was Svelte-carousel, both were used for implementing different carousels in our website.

Use of AI

We used ChatGPT to debug our code. One example of how I used it was when I was having issues implementing the library svelte-carousel I was able to paste some of the GitHub documentation description into the prompt and then asked what is wrong with this small code block based on the provided documentation.

Future work

If we had more time there are many features that we would love to work on. Right now, our website isn't responsive when we scale down the window. This is because not everyone took that into consideration when building our components and caused issues when merging them together—it caused our whole webpage to look off when the display screen changes. One other feature that would add more functionality is getting the side bar icons to filter the articles.

Demo

<https://photos.app.goo.gl/SbXuCZ91edf8RWca8>

Website

GitHub repository link: https://github.com/nehaAnnareddy/project3_ui

Publicly hosted web application: <https://better-yahoo.netlify.app/>

Figma

Initial design

The initial design of the Yahoo homepage is a wireframe representation. It features a vertical sidebar on the left with icons for Mail, For You, Finance, Games, Sports, and Entertainment. The main content area has a header with the Yahoo logo and a search bar. A large article card on the left discusses Washington's reaction to Trump's Cabinet picks, with a photo of a man in a suit and glasses speaking at a podium. To the right of this is a weather forecast for Louisville. Below these are three more article cards under the heading "Trending Today". The first card is about the Back Street Boys. The second card, which is an advertisement, features a man and a woman smiling and is titled "This wonder fruit is adding years to people's lives.". The third card is about Chief Keef's style. At the bottom is a navigation bar with various icons.

Initial design

Search the web

How Washington is reacting to Trump's latest controversial Cabinet picks

I can't take it anymore says the CEO, as his stocks stumble further down.

4 MIN READ

Weather

Today 59° 50° Sat 58° 46° Sun 59° 44° 65° 51°

See more

Louisville

Trending Today

8 MIN READ

Back Street Boys drop another chart topping hit.

A new rave anthem has dropped, one that impresses young and old alike.

Entertainment

8 MIN READ

This wonder fruit is adding years to people's lives.

Looks like you might live a little longer! Click here to see what this mystery fruit is!

Advertisement

9 MIN READ

Chief Keef's style hits the suburbs.

Who would have thought? Chicago rap takes of suburbs of Ohio.

Entertainment

10 MIN READ

8 MIN READ

Final design after getting user feedback

Final design after getting user feedback

The screenshot shows the final design of the Yahoo homepage after incorporating user feedback. The layout includes a vertical sidebar on the left with icons for Mail, For You, Finance, Games, Sports, and Entertainment. The main header features the "yahoo!" logo, a search bar, and a user profile icon. The top section displays a large image of two men speaking at a podium with an American flag in the background. Below this is a "Background" section with a headline about Trump's cabinet picks, followed by a weather forecast for Louisville and a "Trending Now" list. The middle section features a "Stories For You" grid with six cards. The bottom section shows a "Trending Today" grid with four cards. A navigation bar at the bottom includes icons for back, forward, search, and other functions. The footer contains the text "The Green Takeover:".

Background

How Washington is reacting to Trump's latest controversial Cabinet picks

I can't take it anymore says the CEO, as his stocks stumble further down.

Weather

Today Fri Sat Sun

59° 50° 58° 46° 59° 44° 65° 51°

See more

Trending Now

1. Matt Gaetz
2. Hurricane Sara
3. Detroit Lions
4. The Golden B.
5. Russia-Ukraine
6. Alex Jones
7. Craig Melvin
8. Tyson vs. Pau
9. Caitlin Clark
10. Dave Coulier

Stories For You

KOTY2024

Heman Bekele 2024 Kid of the Year

Jeffrey Kluger

Sabrina Carpenter Put In the Work

Lucy Feldman

Why Aisha Nyandoro Gives Mothers Cash

Bellinda Luscombe

PODCASTS

Mei Robbins Will Make You Do It

Bellinda Luscombe / Boston

Nicola Coughlan Bet on Herself—And Won

Olivia-Anne Cleary

PODCASTS

Mei Robbins Will Make You Do It

Bellinda Luscombe / Boston

Trending Today

8 MIN READ

Back Street Boys drop another chart topping hit.

A new rave anthem has dropped, one that impresses young and old alike.

Entertainment

10 MIN READ

This wonder fruit is adding years to people's lives.

Looks like you might live a little longer! Click here to see what this mystery fruit is!

Advertisement

8 MIN READ

Chief Keef's style hits the suburbs.

Who would have thought? Chicago rap takes of suburbs of Ohio.

Entertainment

5 MIN READ

The Devastating True Story Behind FX's Say Nothing

Who would have thought? Chicago rap takes of suburbs of Ohio.

Entertainment

3 MIN READ

The Green Takeover:

Redesigning Pre-Design Process

Why redesign this website? The current UI is usable, but it has a design goal that has a few core flaws.

User interviews

User 1: a	User 2: b	User 3: c
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About the user's choice of search engine:

- 1) How often do you use Yahoo, if you don't which ones do you use most frequently as your search engine?
 - a) Google, Yahoo for finance for stock
 - b) I use Firefox but google mainly in that
 - c) I might use yahoo once a year so I can check someone else's mail, but I use google
- 2) What is the main reason you use your goto search engine? (e.g., quick answers, research, news, shopping)
 - a) Search random things primarily, mainly to study
 - b) I like Google's UI, it's less overwhelming and I use it to search up random questions, shopping
 - c) It's kind of ingrained in most services now, it's a monopoly so might as well use it
- 3) What do you like most about your current search engine's landing page?
 - a) Simplicity, it's key
 - b) The simplicity and the fact that you can customize how it looks and have different themes. It's so cutesy when customizing.
 - c)
- 4) Are there any features or aspects of the landing page that you find unnecessary or distracting?
 - a) Nope
 - b) I don't think so

If the user uses Yahoo:

- 1) Do you feel like yahoo is easy to use?
 - a) Yes, ig but middle range %
 - b) Yes, i dont think its difficult but its just hard to use when its so distracting
- 2) What were your eyes drawn to when you first used yahoo?
 - a) Business and usually the ads that constantly chnage
 - b) The color palette, and the light mode is too bright and since there was a lot ads it was too much info being thrown.
- 3) If you could make one thing the main focus of the website?
 - a) The search bar to make it as noticibale as possible, helps old people
 - b) A search bar, even though it has a good set of articles, people wont be able access it
- 4) What do you feel like is the goal of using this website?
 - a) For me personally is to gain information on finances specifically that other websitedont have
 - b) I think people mainly use it to find news articles, or topics finder?
- 5) What is the most frustrating aspect of using the current Yahoo website?
 - a) Busyiness
 - b) So busy, too much stuff going on there and news articles are so random, they are not categoORIZED, some have politics and right next to it, it has a new article about chin hair.
 - c) It looks very cluttered and there is a lot of information displayed that I don't care about.
- 6) Which features would you like to see improved or added on the Yahoo homepage?
 - a) Honestly have the ability to remove certain features, theres some overwhelming amount of info that we dont need to see
 - b) I think the articles should have sub categories, organized by popularity of juts topics in general
 - c) The ability to add and remove certain features to the page.
- 7) What type of content do you primarily use Yahoo for?
 - a) Finance

- b) I dont use it
 - c) Searching and email
- 8) What visual changes would improve your experience on Yahoo?
- a) Simplify it and dumb it down and ease the color scheme, to mnay shades
 - b) I would take away the busyness and not add anything new
 - c) Toggle AI search, Neutral news articles, Todo list

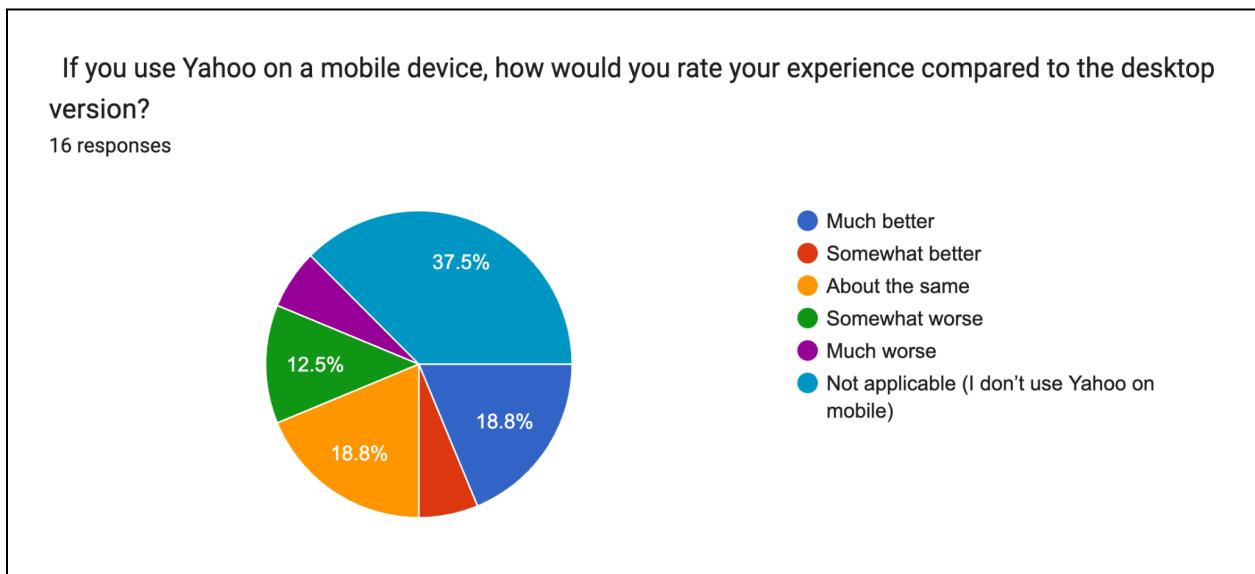
Survey

If the User uses Yahoo, We ask them to take this additional survey:

<https://docs.google.com/forms/d/1zH40OrPOUwXnp45yXja7EdrjVtVJsGO4zZQ6PewzvLQ/edit>

Survey Results

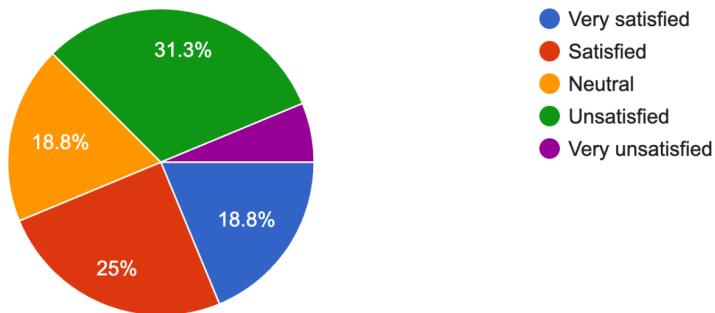
Question 1:



Question 2:

How do you feel about the layout of the Yahoo homepage? (E.g., placement of news stories, trending topics, weather, etc.)

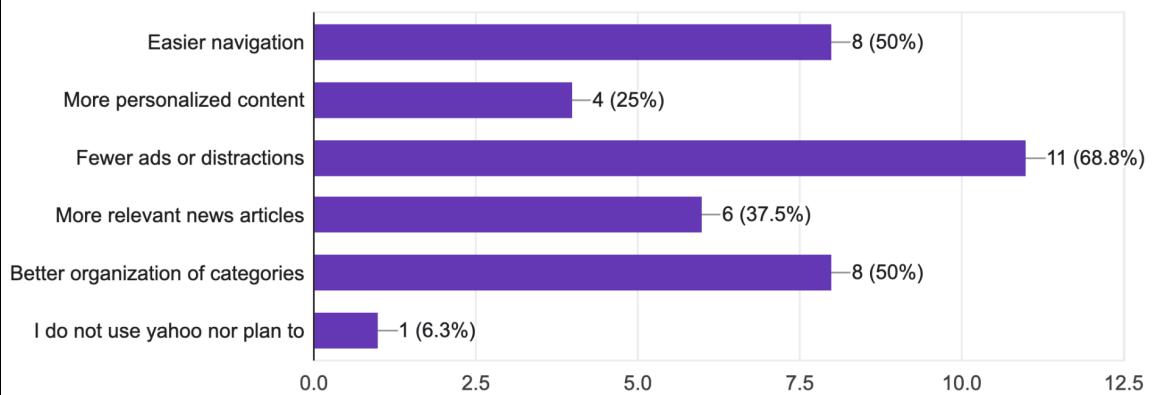
16 responses



Question 3:

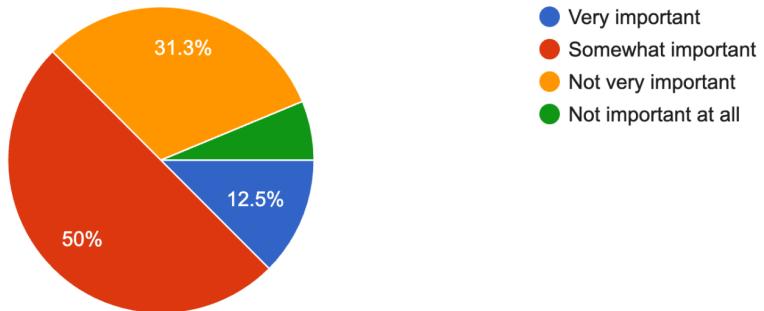
What features would you like to see added or improved on the Yahoo homepage? (Select all that apply)

16 responses



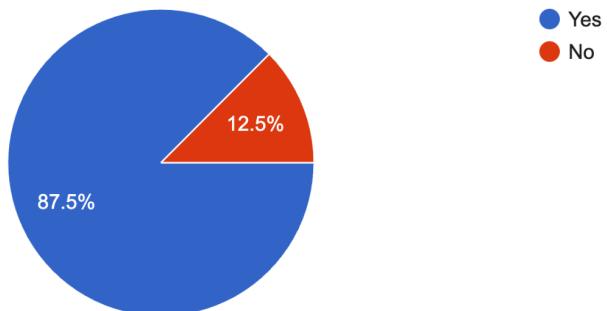
Question 4:

How important is content personalization (like "Stories for you") to you on a homepage like Yahoo's?
16 responses



Question 5:

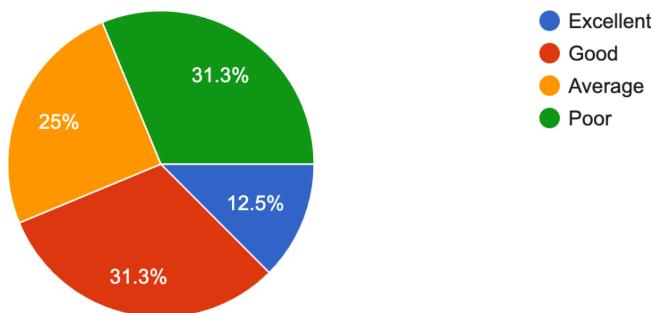
Would you like more control over the types of content shown on the homepage?
16 responses



Question 6:

How would you rate your overall experience with the Yahoo homepage?

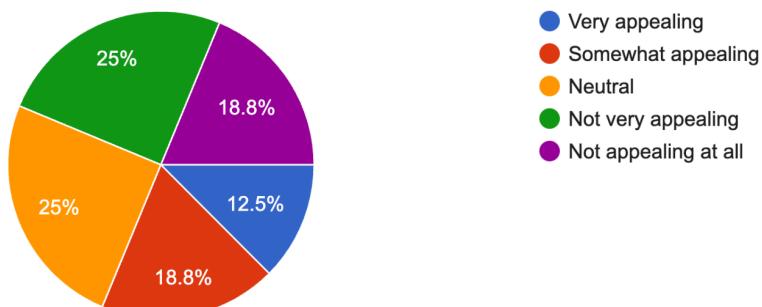
16 responses



Question 7:

How visually appealing do you find the layout and design of the Yahoo homepage?

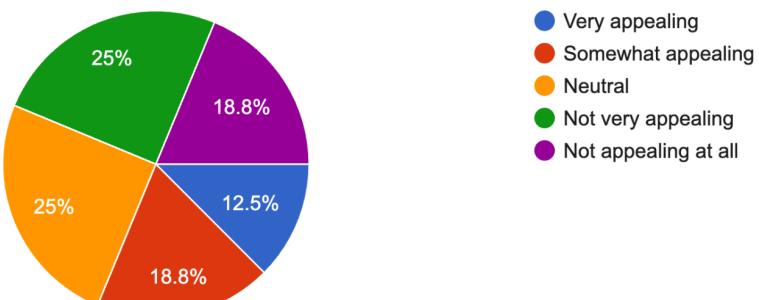
16 responses



Question 8:

How visually appealing do you find the layout and design of the Yahoo homepage?

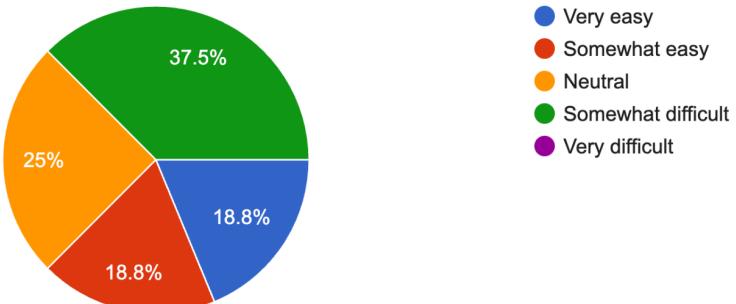
16 responses



Question 9:

How easy is it to find the information you're looking for on the Yahoo homepage?

16 responses



Question 10:

Are there any sections that you find confusing or difficult to navigate? If so, please specify.

8 responses

The ads make it cluttered and sometimes it's hard to find stuff.

The homepage. It's really messy

It is great

None

There's too much going on in news

No

It is very cluttered.

Nil

Question 11:

Do you have any other suggestions or comments about the Yahoo homepage interface?

10 responses

I want a todo bar, and a way to toggle visible options.

I don't like that some of the ads look like they are news pieces

None

None

I think its very cluttered

make the news types sections more clear

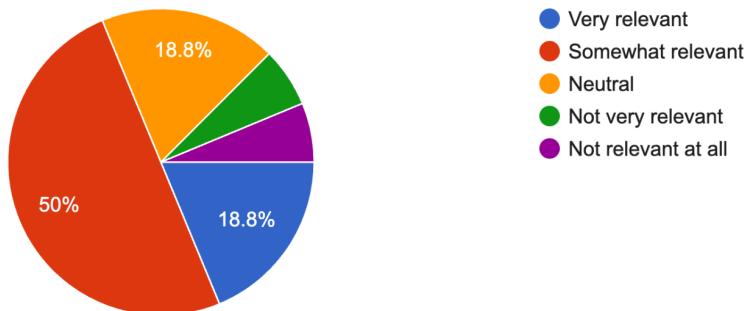
I think the "more" feature on the home screen is very nice since it shows a lot more categories for you to choose from that are more specific such as "Autos" or "Crypto" as opposed to just general categories like "news" or "finance."

Make it more organized and easier to read.

Question 12:

How relevant do you find the news and content displayed on the Yahoo homepage?

16 responses



Question 13:

Do you feel the "Stories for you" section reflects your interests well?

10 responses

Yes

No

No they never reflect my interests well

Pretty well

Some yes and some no

System Usability Scale (We interviewed a handful of people in person and then we also sent a Google form to others)

System Usability Scale - In Person Interviews

- 1) I think that I would like to use this system frequently.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 2) I found the system unnecessarily complex.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 3) I thought the system was easy to use.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 4) I think that I would need the support of a technical person to be able to use this system.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 5) I found the various functions in this system were well integrated.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 6) I thought there was too much inconsistency in this system.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 7) I would imagine that most people would learn to use this system very quickly.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 8) I found the system very cumbersome to use.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

- 9) I felt very confident using the system.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

10) I needed to learn a lot of things before I could get going with this system.

User #1

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #2

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

User #3

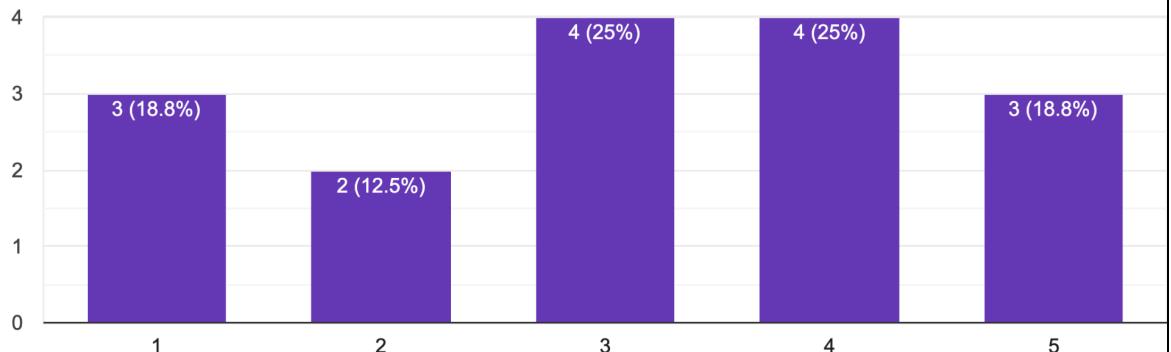
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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System Usability Scale - Google form results

Question 1:

I think that I would like to use this system frequently.

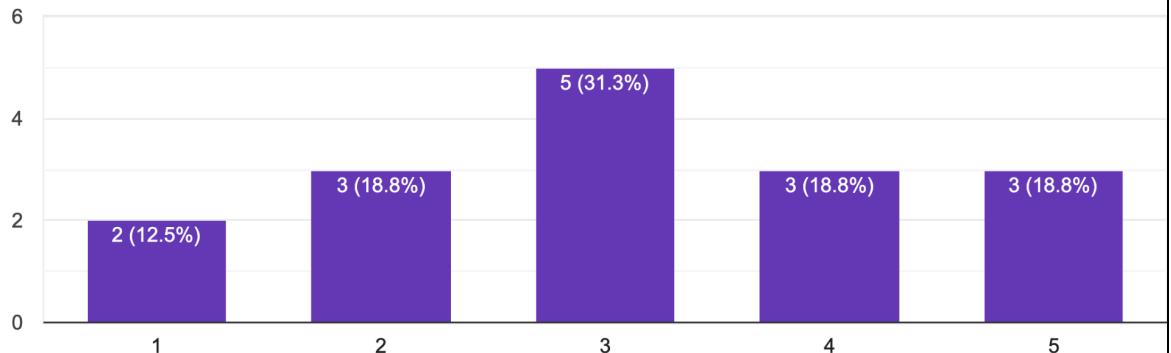
16 responses



Question 2:

I found the system unnecessarily complex.

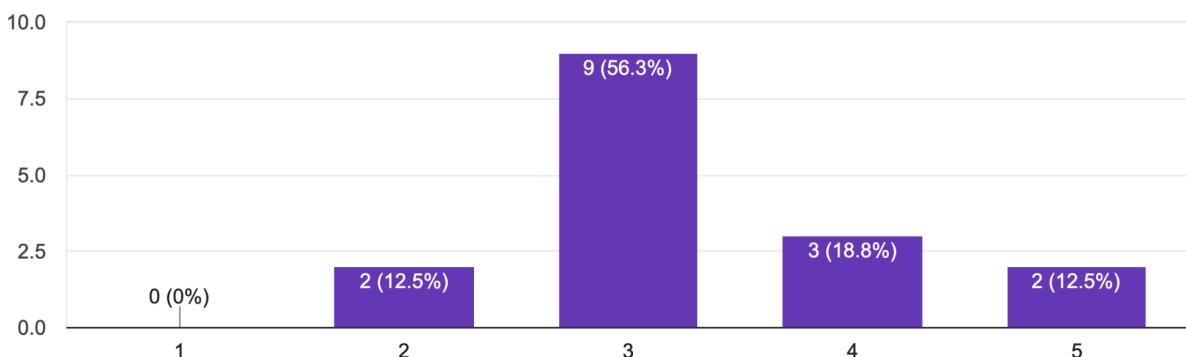
16 responses



Question 3:

I thought the system was easy to use.

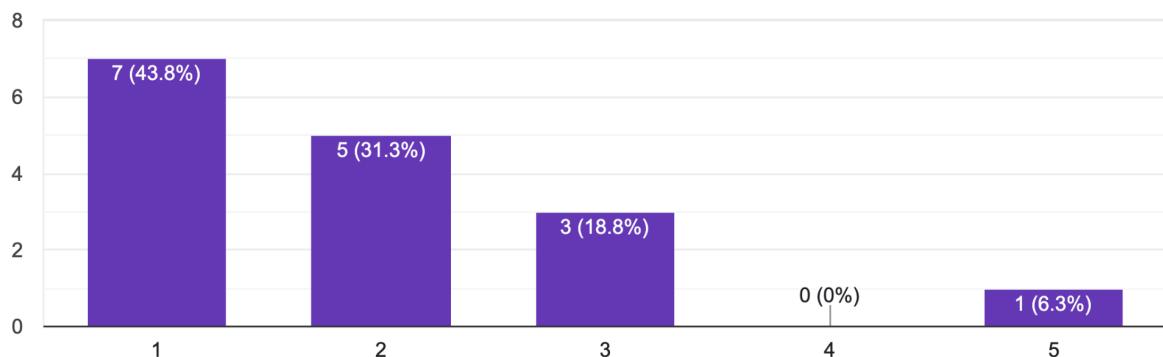
16 responses



Question 4:

I think that I would need the support of a technical person to be able to use this system.

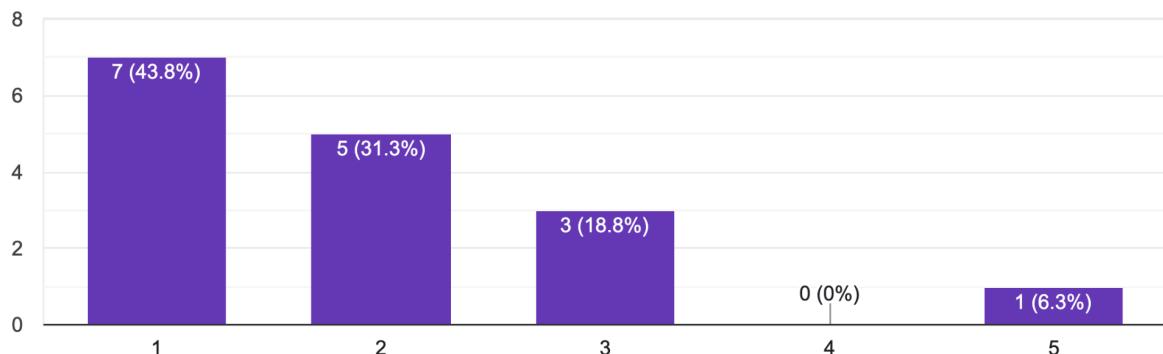
16 responses



Question 5:

I found the various functions in this system were well integrated.

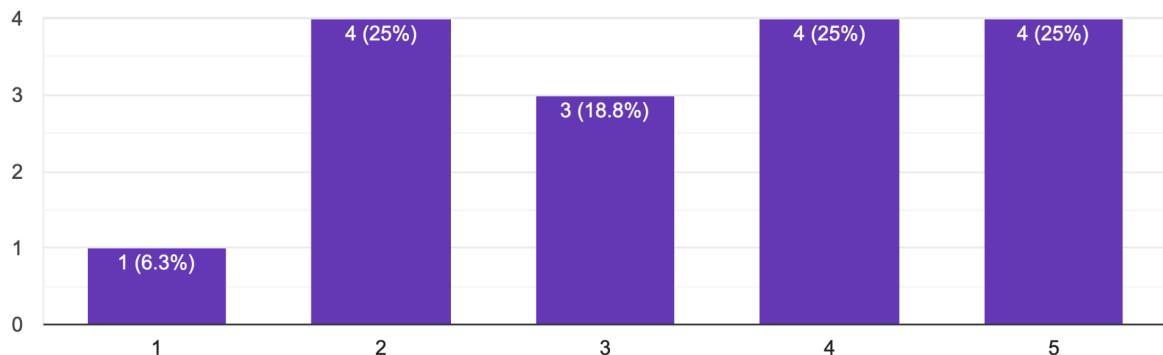
16 responses



Question 6:

I thought there was too much inconsistency in this system.

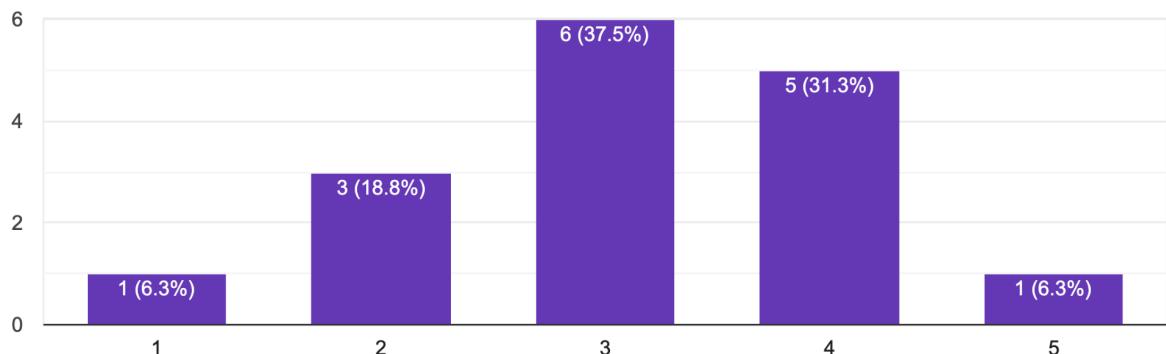
16 responses



Question 7:

I would imagine that most people would learn to use this system very quickly.

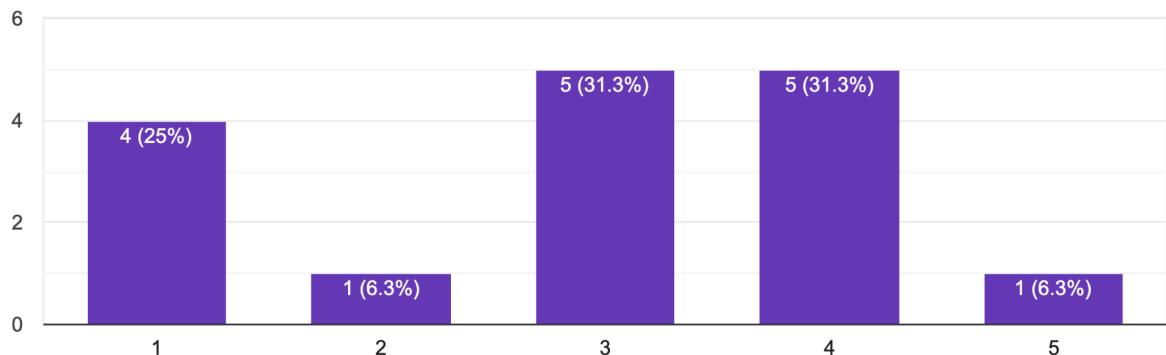
16 responses



Question 8:

I found the system very cumbersome to use.

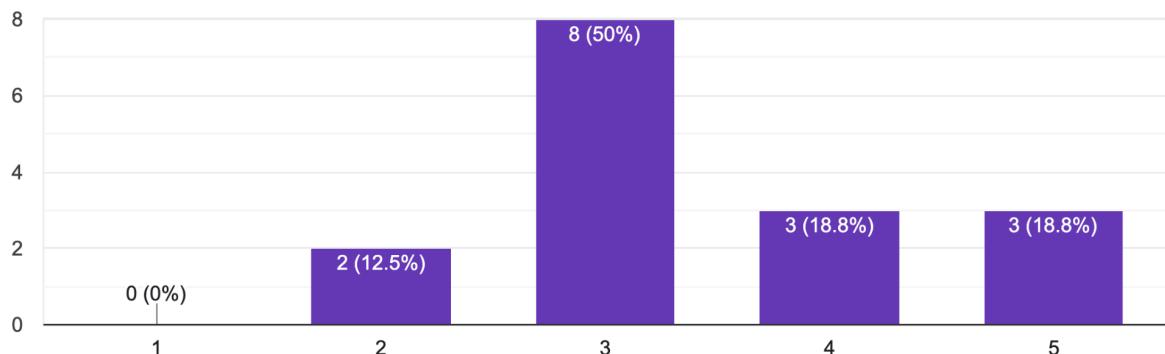
16 responses



Question 9:

I felt very confident using the system.

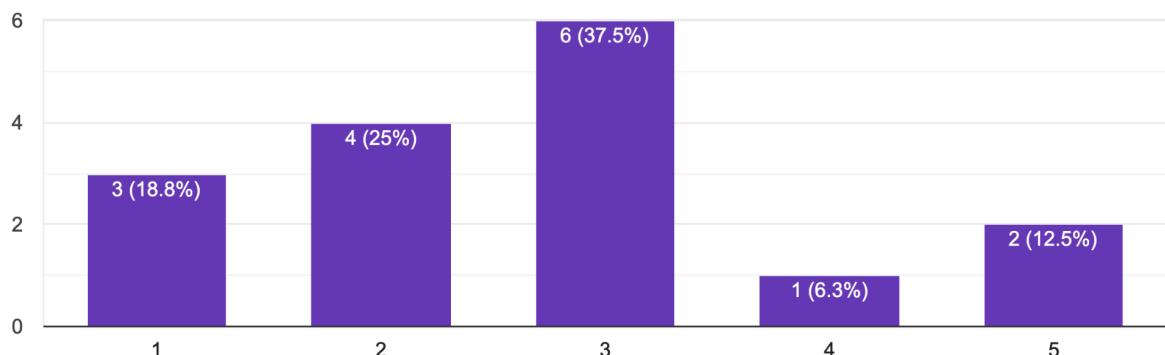
16 responses



Question 10:

I needed to learn a lot of things before I could get going with this system.

16 responses



UI Sketch Drawings:

main - landing page

yahoo Search News m m m o o

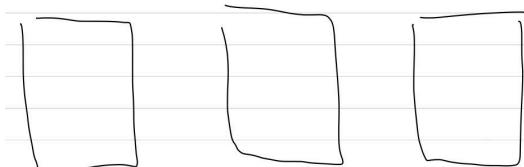
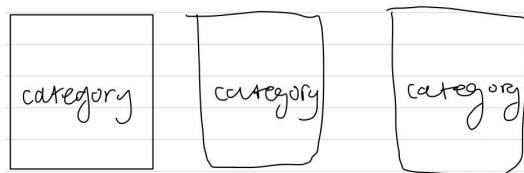


Fig1: Sketch1

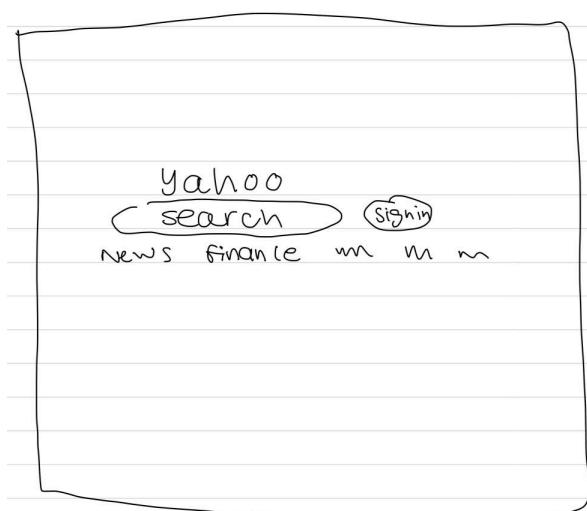


Fig 2: Sketch 2



Fig 3: Sketch 3

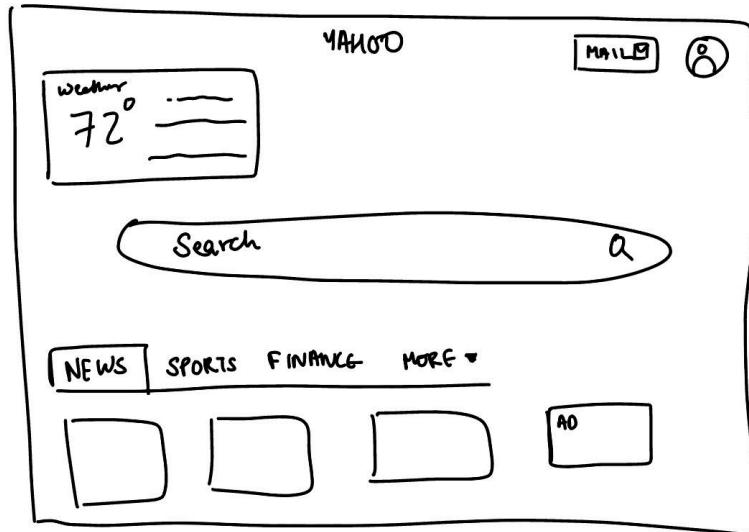


Fig 4: Sketch 4

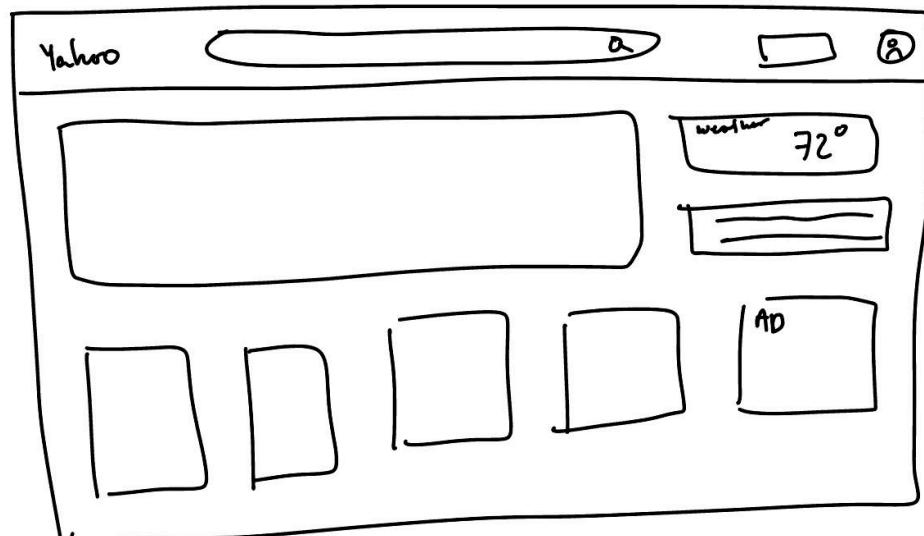


Fig 5: Sketch 5

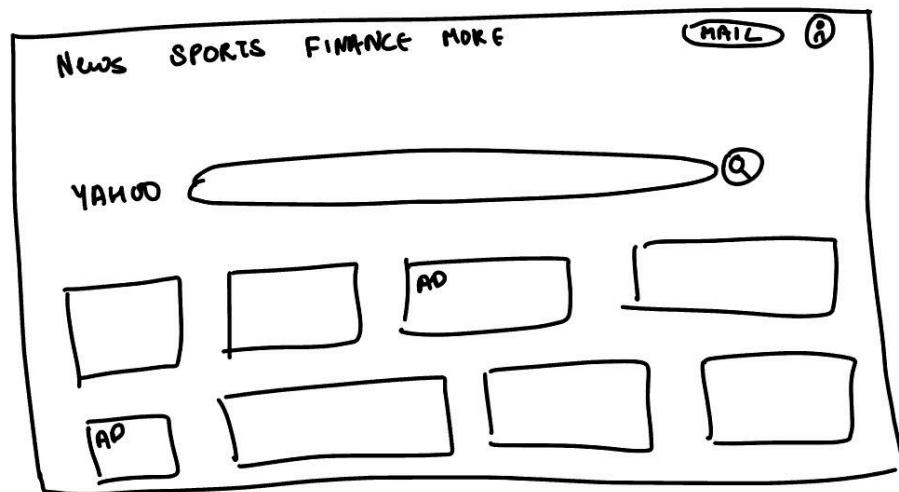
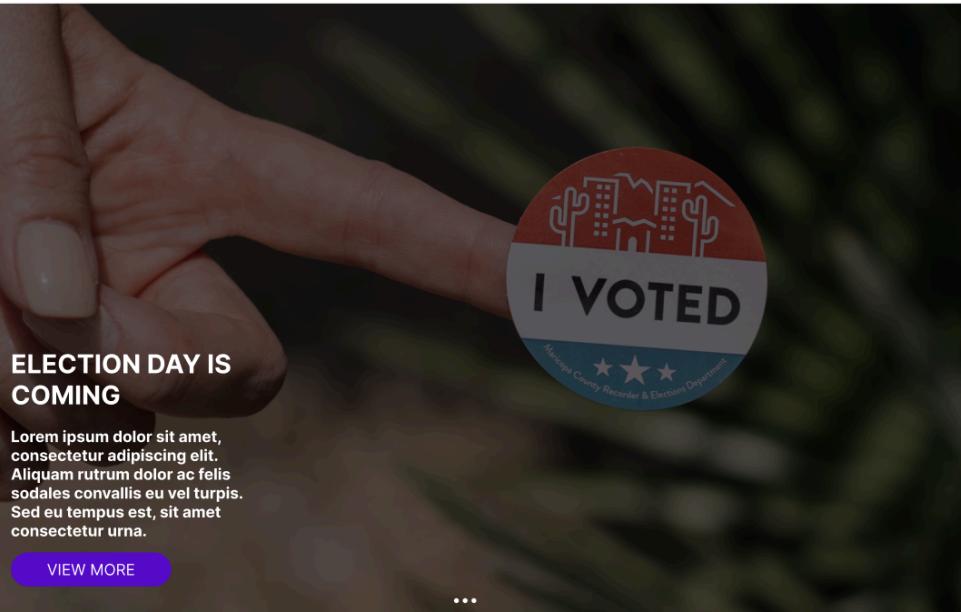


Fig 6: Sketch 6



Search the web



ELECTION DAY IS COMING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam rutrum dolor ac felis sodales convallis eu vel turpis. Sed eu tempus est, sit amet consectetur urna.

[VIEW MORE](#)

...

Weather

Fairfield

Today

80°

64°

Thu

76°

43°

Fri

60°

36°

Sat

67°

41°

[See more](#)

Trending Now

1. Mookie Betts Fan ...
2. Dallas Cowboys
3. Valencia Flooding
4. US Supreme Court
5. Andrea Mitchell
6. Kelly Ripa
7. Tony Hinchcliffe
8. Gisele Pregnant
9. Teri Garr
10. Delphi Murders ...

Daily Horoscope

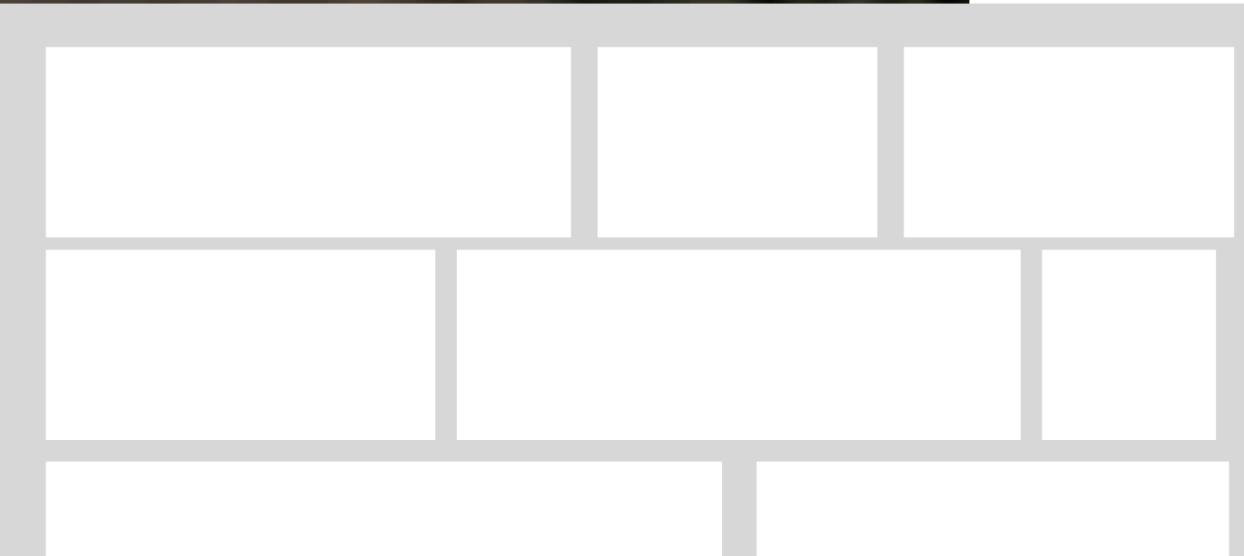
Scorpio



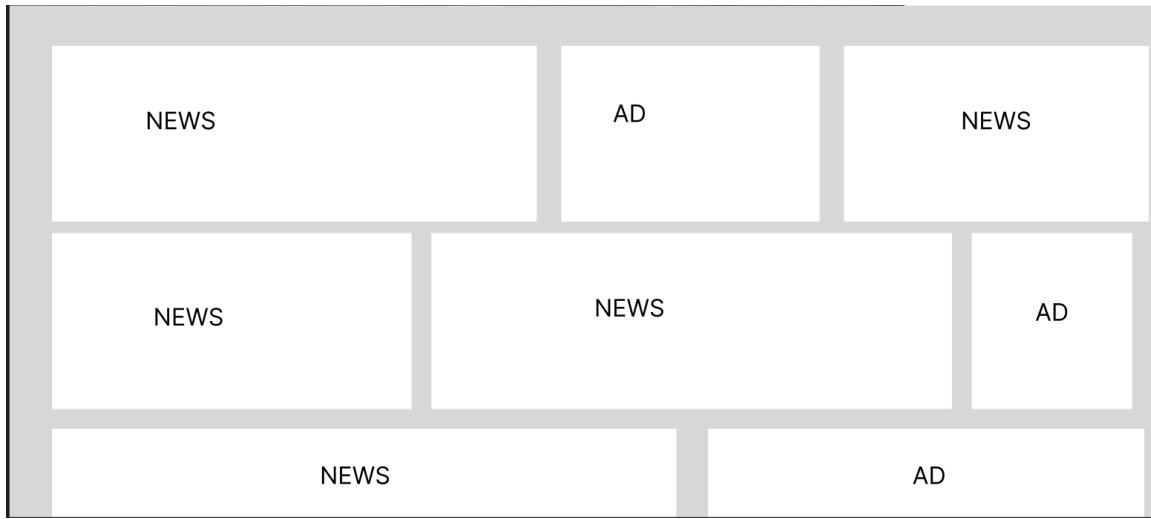
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Since Yahoo relies on ads, we still need them. However, rather than having big banners we plan to integrate them inside the news feed.

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