Dictionary.com redesign

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1. Project Introduction

This was a solo project done over a week. It started with a vision of how Dictionary.com could potentially enhance its brand image with a redesign.

1.1 The Original

1.2 The Redesign

2. Quantitative and Qualitative data – Introduction

A straightforward quantitative and qualitative survey can determine if the redesign is viable. Does this redesign need further refining before committing to it?

- What target group, or more specifically? What's the largest age group that uses Dictionary.com?

- The <u>Quantitative</u> survey will ask the participants to rank the redesign and original on a 1-10 scale. (12 males/12 females)

- The <u>Qualitative</u> survey will ask the participants to describe the redesign and original with 3 words. Then ask if each of the 3 words were either positive or negative. Then specifically why they used those words. (3 males/3 females)

2.1 Quantitative and Qualitative data – Target audience

What audience must we perform surveys on?

If we analyze data from Similarweb.com, we can see that the largest age groups utilizing Dictionary.com are 18-24 and 25-34.

We can make a basic assumption that most of the target audience is enrolling at a University. I'll therefore conduct the survey where I work. At the Oslo Metropolitan University

Age Distribution ⓘ

26.07%

23.15%

18 – 24   25 – 34

2.2 Quantitative and Qualitative data – The Original

Quantitative

The average score of 5.88 for a total of 24 participants.

Qualitative

The most common words that were used to describe it:

Modern, professional, and dull.

2.3 Quantitative and Qualitative data – The redesign

Quantitative

The average score of 6.54 for a total of 24 participants.

Qualitative

The most common words that were used to describe it:

Playful, colorful, and childlike.

3 Conclusion

The redesign got a marginally better score than the original layout. Exactly 50% of the participants ranked the redesign higher. 20% ranked both layouts equally. 30% ranked the original higher.

The conclusion is that there must be a middle ground between the original and redesigned layout. That can be described as Modern, colorful, and professional (not dull and childlike). Especially when the majority of the users of Dictionary.com are professionals and students. We make this assumption since the majority of users are between 18-34.