

# Homepage Analysis

For my first project during my internship at Murata, I've been assigned the task of studying Murata's Visual Identity (VI) and evaluating the strengths and areas for improvement within the current design and functionality of the Murata homepage. This research aims to help me grasp and apply VI principles in future projects. The objective of this report is to offer actionable insights and recommendations to enhance the overall user experience and effectively support Murata's communication with clients.

This report will guide you through my redesign choices and present the findings of my analysis. Each area of improvement will be accompanied by examples, offering a fresh perspective on how the website could look. Additionally, I've created a screen recording showcasing a functional prototype featuring the proposed enhancements.

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# Areas of Improvement

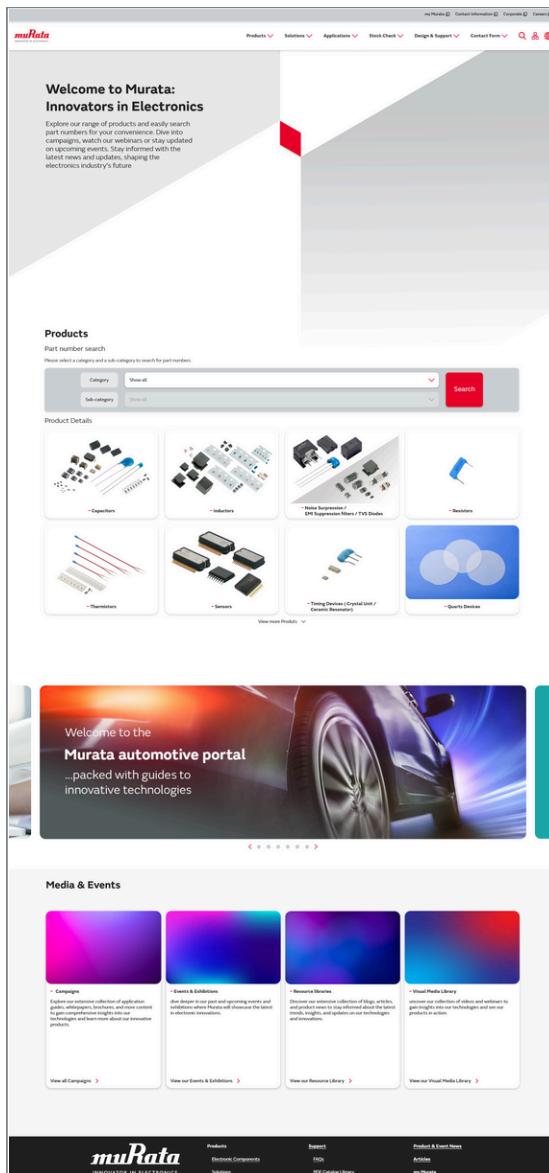
i researched the current Murata homepage and these are the points i want to improve and work on:

- **Confusing Navigation:** The navigation mix-ups corporate info with business content, leading to user confusion.
- **Lack of Guidance:** Users aren't given clear previews or cues about link destinations, causing frustration.
- **Irrelevant Links:** There are links that get little to no use, Wasting space which could be used for more useful links
- **Search Dependency:** Many visitors rely on the search box due to difficulty finding content through navigation.
- **Overlooked Product Section:** The product section and its search box are often missed and found only as a last resort.
- **Cluttered Viewport:** Banners clutter the landing view, confusing users about available content.
- **Redundant Cards:** Some cards are shown twice on the homepage, adding to the confusion.
- **Excessive White Space:** Too much white space on the homepage creates a visual imbalance and a sparse look.
- **Unfriendly Card Design:** The card design is not user-friendly and lacks context, making it hard to understand their relevance.
- **Repeated Information:** Multiple sections on the homepage display the same information, causing redundancy.
- **Unclear Headings:** Some sections lack clear headings, making navigation difficult.
- **Unused Sections:** Certain homepage sections get little to no traffic, indicating they might not be relevant to users.

# Sections and order

Here's what I found out: The homepage has **redundant sections** with the same information, unclear headings that complicate navigation, and sections that receive **little to no traffic**, indicating a lack of relevance or user interest.

I propose we rearrange the sections according to the most visited areas, prioritizing content that users engage with the most. We should **streamline** the homepage by **removing redundant or irrelevant sections** and **merging sections** that cover similar topics or content to improve organization.



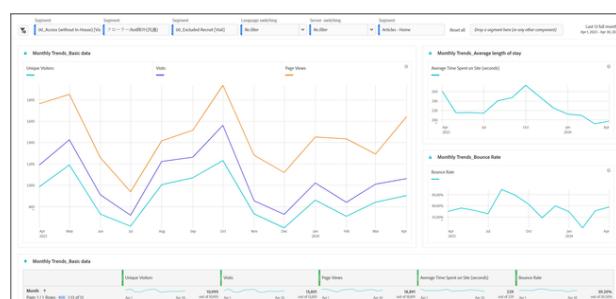
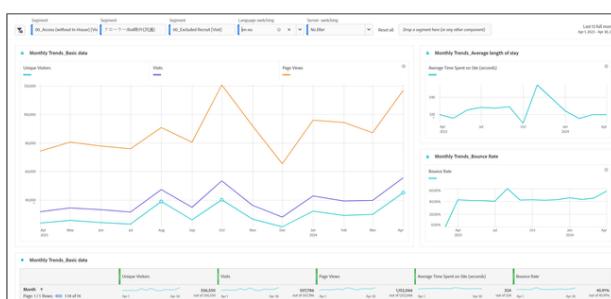
For example, I redesigned the landing viewport to include a small introduction to what the homepage offers, helping users understand what they can find on the website. Following this, the next section is **"Products,"** which is the most interacted with section on our website, so we can ensure that users are presented with the most relevant and engaging content upfront.

Under the products section, I placed the banners, using them as a break between sections and as advertising space.

Additionally, I combined redundant sections or those covering similar topics or content, creating the last section named **"Media & Events"**, creating a more cohesive and user-friendly browsing experience.

These recommendations are deduced from data analysis conducted using Adobe Analytics, which revealed which sections get the most traffic.

(Further details regarding the individual sections will be provided later.)



Here's what I found: The navigation **doesn't clearly separate corporate from business content**, causing confusion. Users lack **previews** for links, leading to frustration. Also, there are links to irrelevant pages, adding to user confusion.

I propose we have a clear **distinction between our corporate and business navigation**. We should also provide **feedforward** to users that previews the content users will find upon clicking.

The screenshot shows a top navigation bar with links: my Murata, Contact Information, Corporate, Careers, Products, Solutions, Applications (with a dropdown arrow), Stock Check, Design & Support, Contact Form, a search icon, and a globe icon. Below this is a sidebar menu with categories: Applications Top, Communications Equipment, Mobility, Enterprise System, Industrial, Healthcare & Medical, and Personal Electronics, each followed by a red right-pointing arrow.

This screenshot shows the same top navigation bar. The sidebar menu has been expanded. The 'Applications Top' item now has a dropdown menu containing 'Communications Equipment Top' (which also has a dropdown menu for 'Base Stations', 'CPE (FWA device)', and 'G-PON (Gigabit passive optical network)'), 'Industrial' (with 'Routers & Switch'), 'Healthcare & Medical', and 'Personal Electronics'. The other main categories in the sidebar remain the same.

This screenshot shows the final refined navigation structure. The top navigation bar remains the same. The sidebar menu has been simplified. The 'Applications Top' item now has a dropdown menu containing 'Communications Equipment Top' (with 'Base Stations', 'CPE (FWA device)', and 'G-PON (Gigabit passive optical network)'), 'Industrial' (with 'Routers & Switch'), 'Healthcare & Medical', and 'Personal Electronics'. The other main categories in the sidebar remain the same.

What I changed was the organization of the navigation, having the corporate navigation as a separate navigation at the top, **differentiating** the two navigations **by color**. I also moved the region selection to the business navigation because it changes what homepage you're on. **Separating** corporate and business navigation will **reduce confusion** and help users quickly find the information they are looking for.

Additionally, I wanted to have a way of seeing what you're clicking on, so on hover of the topics, another menu will pop out with what it contains, showing users what they're going to. Implementing **feedforward** mechanisms will **provide** users with **better guidance**, making navigation more **intuitive** and reducing frustration.

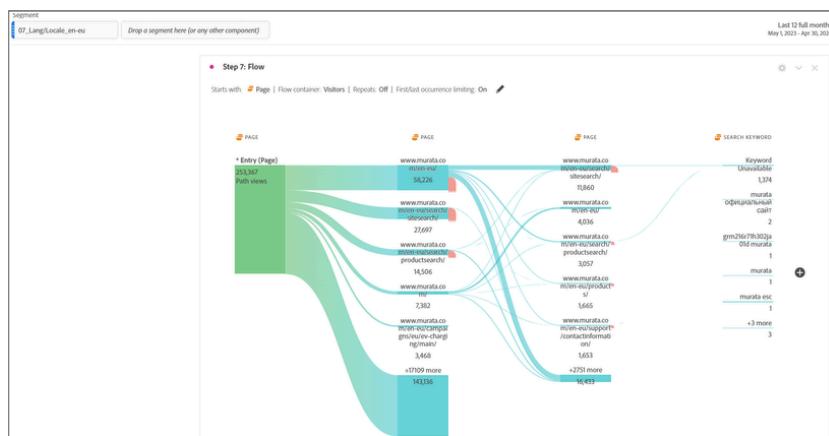
Here's what I found: Most visitors **struggle to locate desired content**, resorting to the search box to find part numbers, which causes many visitors to **overlook** or only find the product section and its search box as a **secondary option**.

I propose we remove the search box in the top/middle of the page and move the product search up to make it more **prominent** and **easier** for users to look up part numbers.

My changes include the relocate the Product Search box and product detail menu from the bottom to the top of the homepage to **enhance visibility** and **accessibility**.

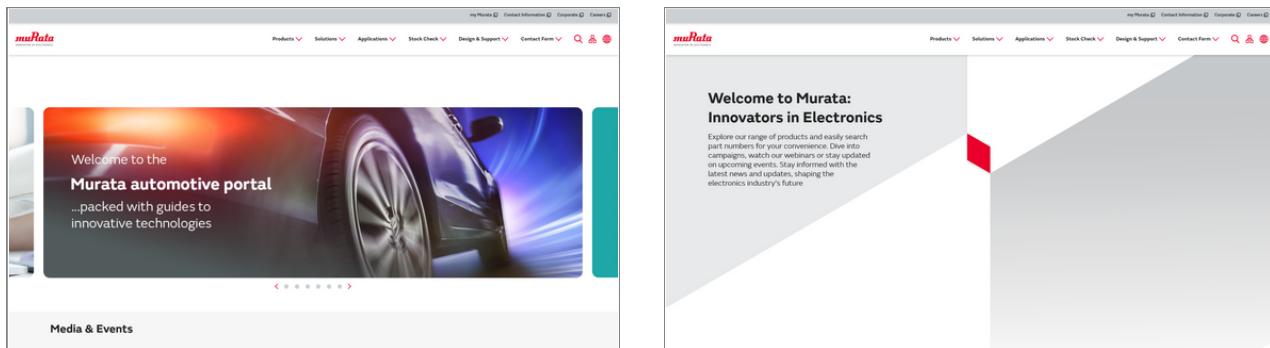
And to also eliminate the redundant Site Search box in the top/middle of the page, as it duplicates the standard Site Search window in the top/right corner. this would **Streamline the search process, reduce confusion, and improve user experience**.

These recommendations are deduced from data analysis conducted using Adobe Analytics, which revealed user behavior patterns and preferences.



Here's what I found: Our current Landing viewport is very **cluttered**, showing completely different topics and **lacking general information** about the service of the website itself, confusing users about the content available on the website.

I propose the following: Move banners down to serve as a break between other sections. Transform the landing viewport into a hero banner containing a small introduction to the website.

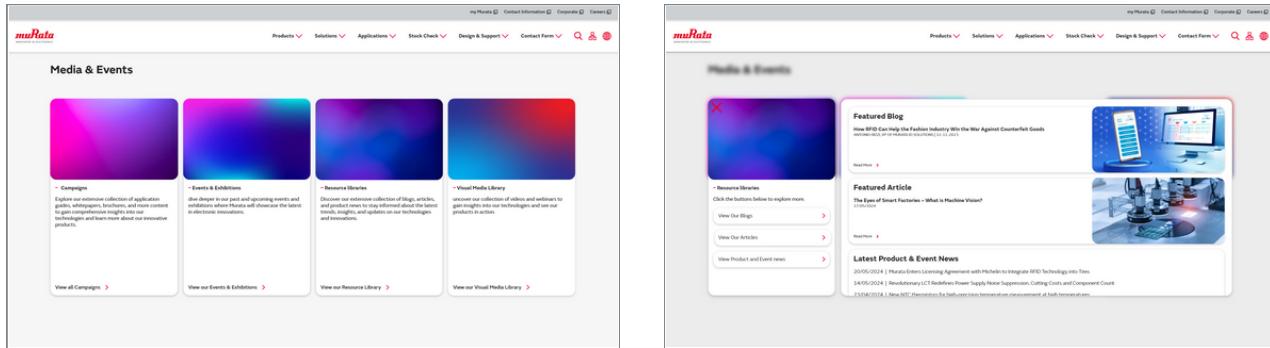


Taking this into account I relocated the banners from the landing viewport between the "Products" and "Media & Events". Repositioning banners will **declutter** the landing viewport, allowing users to **focus on essential content without distraction**.

And I transformed the landing viewport into a hero banner, providing users with **insights into the content** available on the website. A **clear overview** will **guide** users effectively through the website, **reducing frustration** and **increasing engagement**.

Here's what I found: Campaign cards are displayed twice on the homepage, causing **redundancy and confusion** among users. Additionally, there is a significant amount of **white space** in this section, leading to **a lack of content density and visual imbalance**. The current card design also **lacks context**, making it challenging for users to understand their purpose or relevance.

I think we should redesign the cards, **streamline** their design to make them more **visually appealing and user-friendly**. Additionally, grouping similar campaign cards together could help **reduce clutter and redundancy**.



Keeping this in mind, I **streamlined the design of campaign cards** to make them more visually appealing and user-friendly, ensuring clear communication of their purpose and relevance.

I also grouped similar campaign cards together into a general topic to create a more **organized and cohesive layout**, giving **insight** on the different cards. This, in turn, **reduces excessive white space** by having a layout that utilizes the viewport, **improving content density and visual balance, enhancing** the overall **aesthetics** of the homepage.

# Comparisons

To illustrate the improvements made, I will present side-by-side comparisons of the current and new Designs

## Old Landing Viewport

The landing page features a prominent banner for 'Hardware Pioneers MAX 24' with the date 28-29 May and booth C11. Below the banner is a 'BLOG CENTER' section with a large image of a circuit board and the text 'New space for the latest in: research, innovation & solutions'. A 'Product & Event News' section follows, displaying two news items from 29/05/2024.

## New Landing Viewport

The new landing page has a clean, modern design. It starts with a 'Welcome to Murata: Innovators in Electronics' message. A search bar is prominently placed at the top right. The rest of the page is mostly blank, suggesting a focus on mobile devices or a different navigation approach.

## Old Products section

This section is titled 'Product Information' and focuses on 'Electronic Components'. It includes a 'Part number search' interface and a 'Product Lineup' section featuring icons for Capacitors, Inductors, Noise Suppression Products / EMI Suppression Filters / TVS Diodes, Resistors, Sensors, and Cloud Computing.

## New Products section

The new products section is titled 'Products' and is much more minimalist. It includes a 'Part number search' bar and a 'Product Details' section with icons for Capacitors, Inductors, Noise Suppression Products / EMI Suppression Filters / TVS Diodes, and Resistors.

## Old Banner Lay-out

The banner layout is identical to the old landing page, featuring the 'Hardware Pioneers MAX 24' banner, 'BLOG CENTER', and 'Product & Event News' sections.

## New Banner Lay-out

The new banner layout features a large, dynamic background image of a car's front wheel in motion. Below the image is a 'Media & Events' section.

## Old Card Lay-out

This layout displays four cards: 'Campaigns' (with a VR headset icon), 'Video Library' (with a video screen icon), 'Webinars' (with a person typing on a keyboard icon), and 'Blog' (with a laptop icon).

## New Card Lay-out

The new card layout is more organized, featuring a 'Media & Events' section with four distinct cards: 'Campaigns', 'Events & Exhibitions', 'Resource Library', and 'Visual Media Library'.

In conclusion, I want to express my gratitude for considering my propositions to enhancing our website. Through thorough analysis and thoughtful recommendations, we've identified key areas for improvement and implemented changes aimed at enhancing user experience and overall functionality.

Our findings revealed several areas for enhancement, including streamlining navigation, decluttering the homepage, and improving the clarity and user-friendliness of various sections. By addressing these issues, we're able to create a more intuitive and visually appealing browsing experience for our users.

Moving forward, I'm confident that these improvements will not only improve user satisfaction but also positively impact our communication with other businesses.

Once again, Thank you for the opportunity to contribute to this project, and I look forward to continuing our efforts to elevate our online presence.