

Yahoo

A Mobile Redesign

Noah Carniglia (A13783210),
Hao Yang He (A13701683),
Miguel Morales (A13778928),
Alex Tov (A12719878)

UC San Diego

yahoo!

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INTRODUCTION

MOTIVATION

A decade ago, it seemed as though the two most popular search browsers were Yahoo and Google, but eventually Google came out on top¹. It is clear to see why this happened, if one were to look at Yahoo's site (for our analysis of their site and issues we noticed, see our [analysis](#)). From our first hand experience, we consider Yahoo's mobile site even worse than the desktop site, particularly because of poor navigation. For reasons that will be discussed in detail later on, we have decided to redesign Yahoo.com for mobile.

USERS

User 1: The user is a high school student that often needs to research topics online for his assignments and research projects. When I asked if the user has used Yahoo, they stated that they used it a lot in the past but eventually switched over to Google because he found it a lot more efficient and better. By better, he meant that he could do more with it; he had his email and his drive all there, and his most frequented sites were remembered by Google. There is a possibility that he was talking about Chrome as a whole, rather than just the Google search engine. He was willing to participate in this testing because he wanted to give the site another chance.

User 2: The user is a current college undergraduate at UCSD. Surprisingly, he has used Yahoo a fair amount even in the present day to read their variety of tabloid-style news articles they feature. The user states that he has used Yahoo Mail before in the past but has long switched over to using Gmail. Aside from browsing news, the user does not use Yahoo for any other purposes. He also has never used the mobile version of Yahoo. For these reasons, this user is appropriate to use for user testing due to his occasional usage of Yahoo but also his inexperience with the mobile site.

User 3: The user is also a current college undergraduate. She uses the internet daily, mostly on a smartphone, so there is experience with websites and their mobile versions. This user also has used the site before but stated that they also use other sites similar to it.

¹ Aron, M. (2016, May 22nd). Why Google beat Yahoo in the war for the Internet. Retrieved from <https://techcrunch.com/2016/05/22/why-google-beat-yahoo-in-the-war-for-the-internet/>.

User 4: The user is a recent college graduate that has grown up using the internet for activities, academics and to kill some time. When they were growing up, their entire family had Yahoo email accounts and was also the homepage for their family computer. When they transitioned to college, they switched over from Yahoo to Google because the school provided an account and felt it was easier to use, and had more integrations with other websites, such as YouTube and school. This user occasionally checks his old Yahoo email account, but is mainly used as a spam email.

POSSIBLE LIMITATIONS

Because these users were all students, we were confined to an age group. Thus our findings are not representative of the whole population that uses Yahoo. Because of this, we are heavily biased towards how other students think, so the changes we may want to implement may not be the changes another user, say someone in their 60s, would want.

INTERVIEW PLAN

Before we have the users perform usability tasks, it is good to know some personal information about them so we can create possible personas of typical users. When formulating these questions as a group, first we wanted to get to know the user on a personal level, such as their occupation and their general use of the internet, and secondly wanted to be aware if the user had any bias towards certain websites. When asking the user these questions, we also encouraged them to give us as much information as possible so we could develop a more accurate persona.

For each of the users we had, we interviewed them in pairs of two. We had one person ask the questions and communicate with the user, while we had the other person write down notes and observations. We sat the questioner next to the user and had the note-taker sit behind the user to see how they interacted with the site. The questioner had the questions available from his phone so he did not need to rely on the note taker for the questions. This streamlined the interview and testing process.

Interview Questions:

1. What is your occupation?
2. How heavily do you rely on the internet for your job?
3. When you are not working, how often do you use the internet?
4. Would you consider the internet as something that is integrated into your life?
5. What do you use the internet for?
6. What are your most visited websites?

7. Do you have any gripes or praise for certain internet companies or websites?
8. If you could describe your internet activities in 1 word, what would it be?

USER TESTING ROUND 1

PROCEDURE:

- We each came up with 1 well thought out task that would emphasize features of the site that clearly hindered usability.
 - For each task we also drafted a series of questions that we would ask the user during the test so they would “think aloud” and allow us to get a better perspective into their thought process.
- After drafting the user testing guidelines, we split into pairs and each tested 2 users.
 - The questioner led the user testing session and conversed with the user.
 - The note-taker observed the entire process and took notes on key steps the user took as well as errors.
 - Notes were taken on a [spreadsheet](#) to keep track of all results.

TASKS:

1. Check the local weather in San Diego.

QUESTIONS:

- Do you often check the weather before going outside or starting your day?
- How do you usually check the weather? Do you have an app or do you search for it online?
- Let's use Yahoo weather to check the weather today, have the user navigate to the weather section.
- Have the user search for weather in another city, such as Seattle.
- Was it hard finding the weather page on the site?

2. Access the finance section of Yahoo and check the AAPL stock

QUESTIONS:

- How is your knowledge of the stock market?
- Have you ever used Yahoo Finance?
- Navigate to the finance section of Yahoo.
- What are your first impressions of the site?
- Have them search up AAPL in the search bar. Is the information given about the stock sufficient? (if the user does not have much knowledge of stocks, ask them about the amount of information given about the stock).

- Was finding the finance tab intuitive or did it require some thinking? Was where it was located confusing in any way?
 - Would you continue to use Yahoo Finance for stocks?
3. Find an NBA game to watch on December 15th.
- QUESTIONS:
- Do you follow or watch the NBA?
 - Are you aware of the different conferences within the NBA?
 - Is there anything within your immediate reach that could get you to the sports section?
 - After navigating and ending up on something like “NBA schedule”, ask them, how much of the presented information is relevant to the task at hand?
 - Do the current methods of navigation seem robust when searching for schedules of games for tomorrow AND the next month?
 - After this experience, would you sue Yahoo for future tasks similar to this? How about the site in general?
 - Ask for honest opinions about the site’s usability when searching for something as specific as NBA games on 15th of December.
4. Find the latest article about the Hong Kong demonstrations and protests.

- QUESTIONS:
- How frequently do you read or search for news online?
 - Have you used Yahoo news before?
 - What news topic are you most interested in?
 - How do you usually find articles in these topics?
 - What are your initial impressions of the main “news” page?
 - Assuming that there are no Hong Kong stories on the front page, how would you search or filter for one?
 - After navigating to a Hong Kong news article, ask them, was it easy to find an article? Were there any unexpected obstacles?
 - After this experience would you use Yahoo News in the future?
 - Is there anything that Yahoo News does better or worse than other news websites?

ANALYSIS 1

After conducting our user tests, we decided to identify the top three usability issues that our users encountered while performing the tasks.

TOP THREE USABILITY ISSUES

User 1:

1. Because of the lack of a menu icon and the prominence of the search bar, the user's first response to a task would be to search it up.
2. The search engine however searches the web rather than yahoo first. For instance, if they wanted to check on a sports team score box on yahoo (task 3), they needed to browse through the list of results and look for 'yahoo', or they needed to add 'yahoo' before their search items.
3. On the home page, the headers that organized the articles were not prominent enough and easily skipped.

User 2:

1. The user initially had a difficult time finding menu options on the homepage. This is probably because the menu icon is a profile icon instead of something like a traditional hamburger menu icon. Therefore, the user was confused and scrolled through the page to find 'weather' before trying tapping on the profile icon.
2. It is difficult to find specific NBA games on a certain date in the future. Searching for it won't produce any relevant results. And it takes way too long to scroll through the games list because it is only one column.
3. In the weather section, the user had difficulties finding where to find the weather for a specific city. Instead, the user had to resort to using the search bar and typing 'weather in seattle'. In general, the site relies a lot on the search bar for more specific functions.

User 3:

1. After using the site for a little while and scrolling to try to find information, the user eventually thought that searching was the best option.
2. The sports section did not provide an intuitive way of searching the NBA schedule weeks in advance.
3. The user had trouble understanding what exactly the format of the homepage was based on. Besides the location of the search bar, they felt that most of the information was not organized well.

User 4:

1. When the user was prompted with a task, his first instinct was to scroll down the homepage to see if there was any information that could help him with his task, but every he only saw news articles and was forced to search instead of being provided a navigation system of the website.
2. The user was confused when clicking on the person icon in the upper right hand corner the first time, they were expecting a menu related to account information but instead gave them sections of the sites to travel too. User was confused that navigation would be in the same menu as account management.
3. When searching for NBA games in a month, the user had to manually go through each day until he reached his desired day, which resulted in him clicking the "next" button 30 times.

After analysis of all the user's top usability errors, we came to the conclusion that **Yahoo's navigation schema and organization of information were in need of a redesign** that allowed the user to more easily navigate the site in a way that is familiar and expected. Yahoo's lack of standard menu navigation stunted the user as because it was something they were expecting. Even though the user eventually found where this menu was located, **the icon was not intuitive to the user**. Yahoo uses the account icon to represent both account management as well as subsections (news, politics, sports, etc) of the site. **To make matters worse, this failed navigation menu did not remain consistent throughout the site**, failing to provide the user with a type of navigation anchor. Knowing the downfalls of the current state of Yahoo, along with the forthcoming competitive analysis, our redesign focused on providing the user with an easy to use and intuitive navigation menu that unites the entire domain of Yahoo.

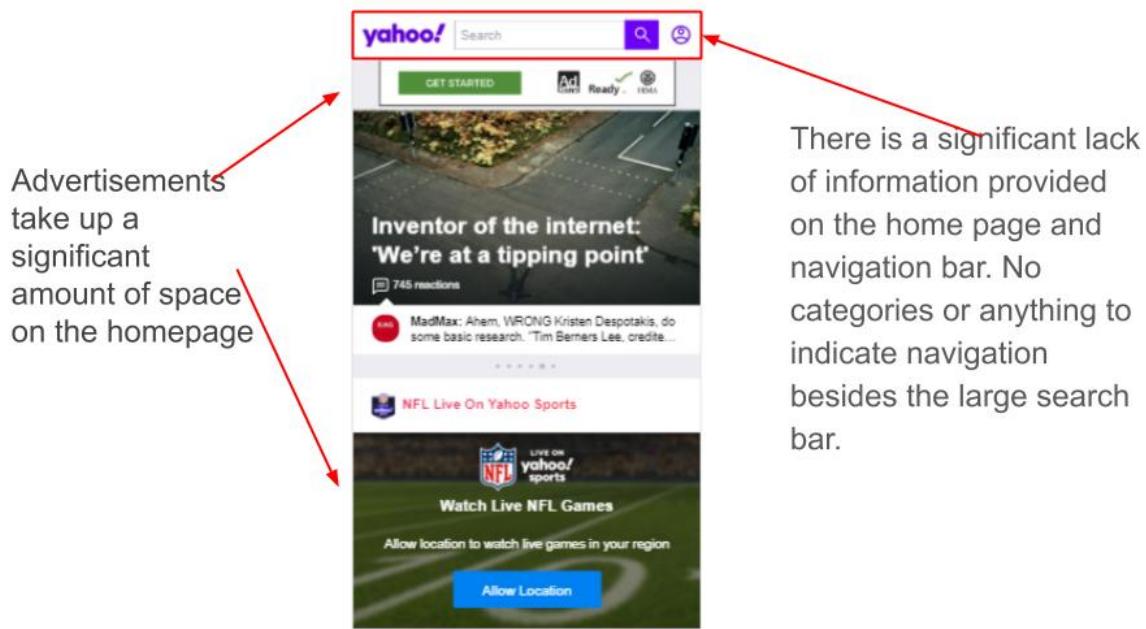
In numbered points, the issues we noticed were:

1. The site lacked a standard menu navigation that was clear and intuitive to process
2. Had inconsistent headers that varied through different pages of the site

ANALYSIS OF SITE ISSUES

(pg. 1 of 3)

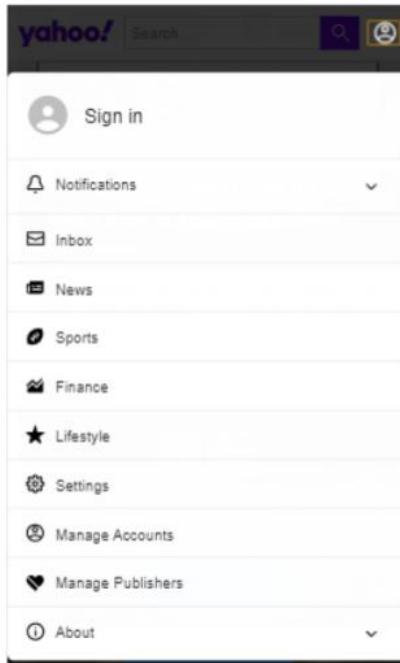
The biggest issue with this website was the usability of navigation and layout in which the most important information was presented. With its current design, it is unclear how to navigate through pages without using the search bar. Sections like sports, Weather, and Finance are hidden initially and are placed in a location in which is unexpected. Additionally, navigation and layout when selecting one of those sections is completely different which only leads to more navigation issues.



ANALYSIS OF SITE ISSUES

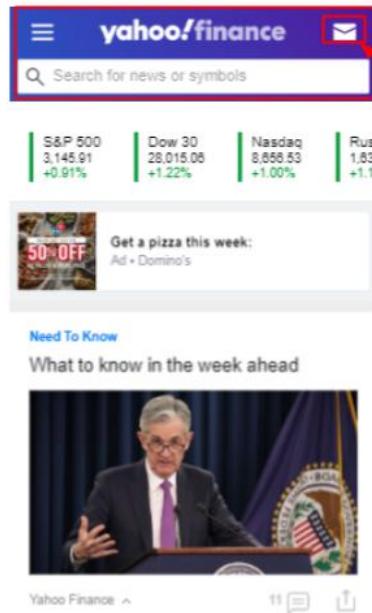
(pg. 2 of 3)

The categories in the drop down are mostly unrelated to a user's profile or personal preferences as would be expected under the icon being used



It is not made clear that this is a drop down menu that leads to the major categories of the website because it is just an icon of a person.

Layout and formatting of header changes completely when selecting a section



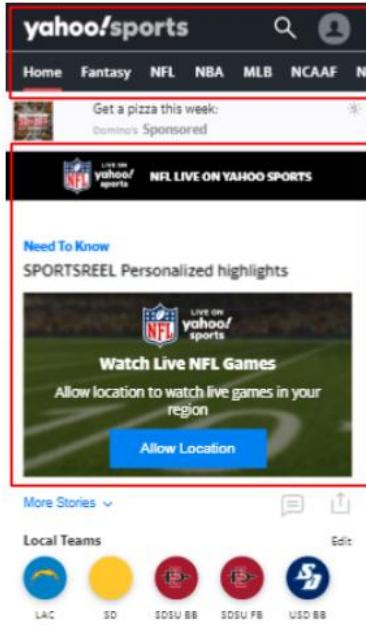
Mail icon present on the Finance page but not on the Yahoo homepage itself

No hierarchical structure for news; just one story present when you open the page

ANALYSIS OF SITE ISSUES

(pg. 3 of 3)

Again, with a different section selected, the layout and formatting of header changes. There is no consistency across the sections.



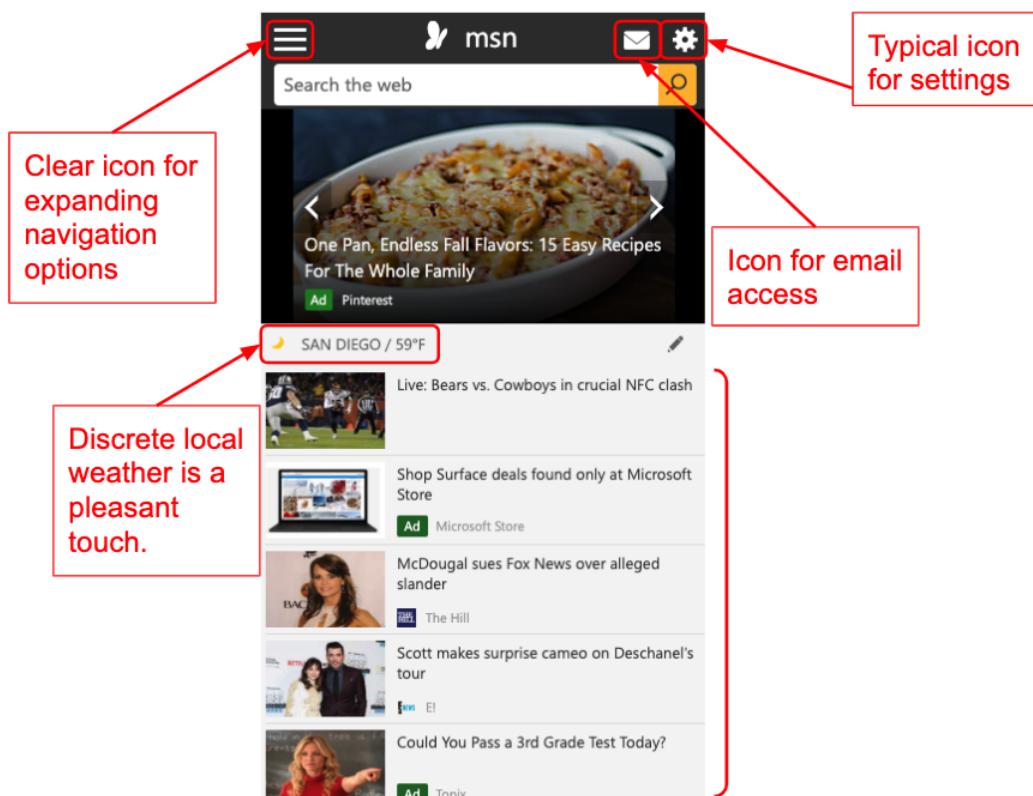
No news or headlines on initial load-up of the page. Page made up mostly of advertisements, mostly for yahoo services

COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS #1: [MSN](#)

(pg. 1 of 3)

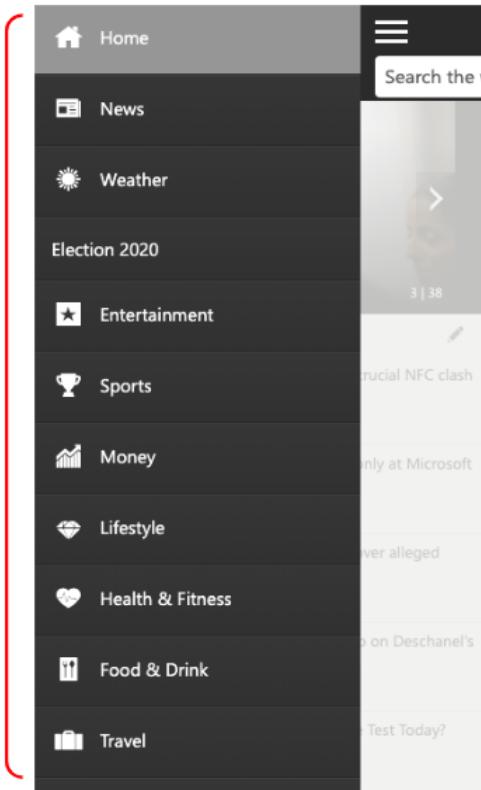
MSN is a similar site to Yahoo in terms of services and content they provide. Both websites have email capabilities, search engines, and news sites. MSN has better usability than Yahoo because it provides all the relevant information while also providing icons that assist the user.



MSN provides multiple menus and makes clear distinctions in the navigation bar that makes it obvious to the user where to access everything. In comparison, Yahoo's home page has all of these menus combined into 1 menu represented by an account icon, which is counter intuitive. Yahoo can learn a lot from MSN by expanding these icons and menus into several different ones, so the user is presented with options in ways that are familiar to them, such as the gear representing settings.

COMPETITIVE ANALYSIS #1: MSN

(pg. 2 of 3)

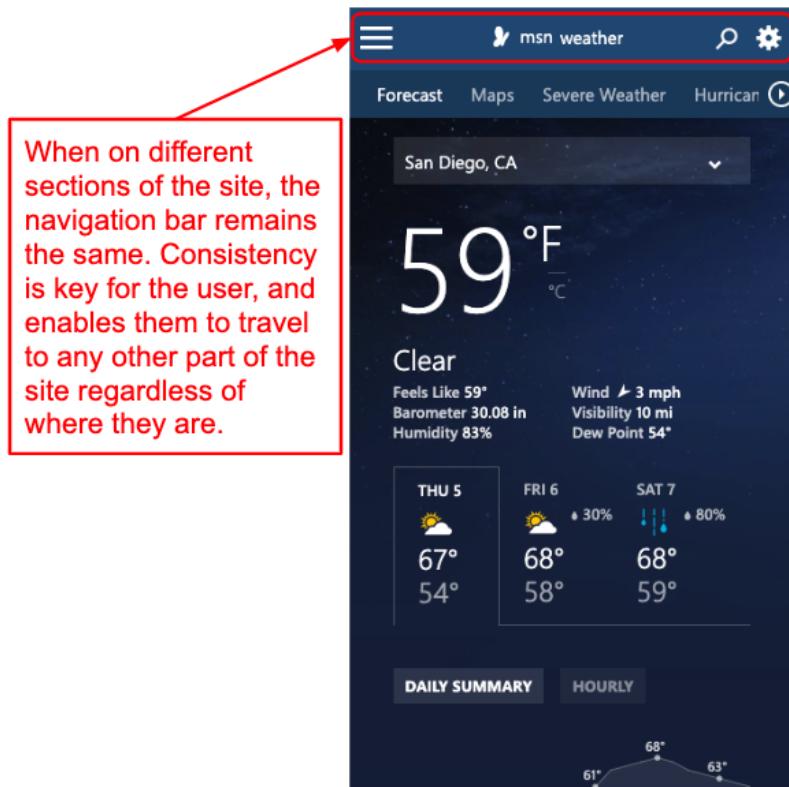


Example of expanded navigation menu that is interactive, simple and to the point.

The expanded menu in the top left corner icon provides the user the ability to go to different parts of the sites based on content, not making them search for different parts as Yahoo does. This significantly reduces the amount of cognitive workload on the user.

COMPETITIVE ANALYSIS #1: MSN

(pg. 3 of 3)



MSN has a consistent navigation bar as the header for each subsite. This allows the user to easily traverse different parts of the site without any difficulty. Yahoo does have a consistent navigation bar at the top, but lacks menus and options that make it difficult for the user to access different parts of Yahoo. Yahoo feels more like a compilation of different websites rather than a holistic one such as MSN.

COMPETITIVE ANALYSIS #2: New York Times

(pg. 1 of 3)

The New York Times Newspaper website is comparable to that of Yahoo since both cover a wide range of news topics and have their own account management systems. While NYT is not a search engine, it still has capabilities to search its own website for news articles and such. As a major information outlet, the usability and information architecture of NYT needs to provide the user with desired news articles quickly and effectively.

The screenshot shows the top navigation bar of the New York Times website. On the left is a yellow square icon with three horizontal lines. To its right is the text "The New York Times" and the date "Thursday, December 5, 2019". Further right are two buttons: "SUBSCRIBE NOW" and "LOG IN", with the latter accompanied by a person icon. A red box highlights the person icon, and a red arrow points from a text box below it to the icon. Another red box highlights the "LOG IN" button, and a red arrow points from another text box to it. Below the navigation bar is a photograph of a woman speaking at a podium in a hallway. The caption "Erin Schaff/The New York Times" is visible at the bottom of the photo. Below the photo is a headline: "House Could Hold Trump Impeachment Vote by Christmas".

Highlighted icon to expand navigation encourages users to explore different types of news.

Icon to access account settings.

House Could Hold Trump
Impeachment Vote by
Christmas

NYT's homepage has 2 separate menus, one for expanding content and another for account management both represented by their familiar respective icons, 3 horizontal lines for the hamburger menu and a person icon for account management.

COMPETITIVE ANALYSIS #2: New York Times

(pg. 2 of 3)

The screenshot shows the top navigation area of the New York Times website. At the top left is the "The New York Times" logo. To its right is a search bar with a red border and a "GO" button. Below the search bar is a red-bordered box containing the word "News". A red arrow points from this "News" box to a larger red box on the left that contains the text: "Search bar that enables users to look for something specific within the site." To the right of the "News" box is a grid of links. The first column includes "Home Page", "World", "U.S.", "Politics", "Election 2020", "New York", "Business", "Tech", and "Science". The second column includes "Climate", "Sports", "Obituaries", "The Upshot", "Español", "中文网", "Today's Paper", "Corrections", and "Letters". Below this grid is another red-bordered box containing the word "Opinion". A red arrow points from this "Opinion" box to a larger red box on the right that contains the text: "Headers for different subsections. Users can scroll for different subsections. Organization of topics is clean and concise." At the bottom of the grid, there are two more rows of links: "Today's Opinion" and "Op-Ed" in the first column, and "Op-Ed" and "Contributors" in the second column.

Home Page	Climate
World	Sports
U.S.	Obituaries
Politics	The Upshot
Election 2020	Español
New York	中文网
Business	Today's Paper
Tech	Corrections
Science	
Today's Opinion	Op-Ed
Op-Ed	Contributors
Columnists	Letters

When clicking on the content menu in the top left, this pops up. A menu like this presents the user with 2 options, look for something predefined in one of the subsections or look for something more specific by using the search bar. The organization of each header with multiple subsections allows the user to easily view multiple types of content by scrolling.

COMPETITIVE ANALYSIS #2: New York Times

(pg. 3 of 3)

The screenshot shows the top navigation bar of The New York Times website. It features the "The New York Times" logo, a menu icon, a user icon, and links for "SUBSCRIBE NOW" and "LOG IN". Below this, the "World News" section is highlighted with a red box. It includes a secondary navigation bar with links for "AFRICA", "AMERICAS", "ASIA", "AUSTRALIA", and "MORE". A large image of a protest scene in France is displayed, with the caption "KIRAN RIDLEY/GETTY IMAGES". The main headline reads "General Strike in France Challenges Macron's Latest Ambition for Change". Below the headline is a summary: "The president wants to combine a complex of 42 different generous pension schemes into one state system. It scares fellow citizens. And his personal style grates on many." and the timestamp "6h ago".

Consistent navigation header that serves as an navigation anchor for user.

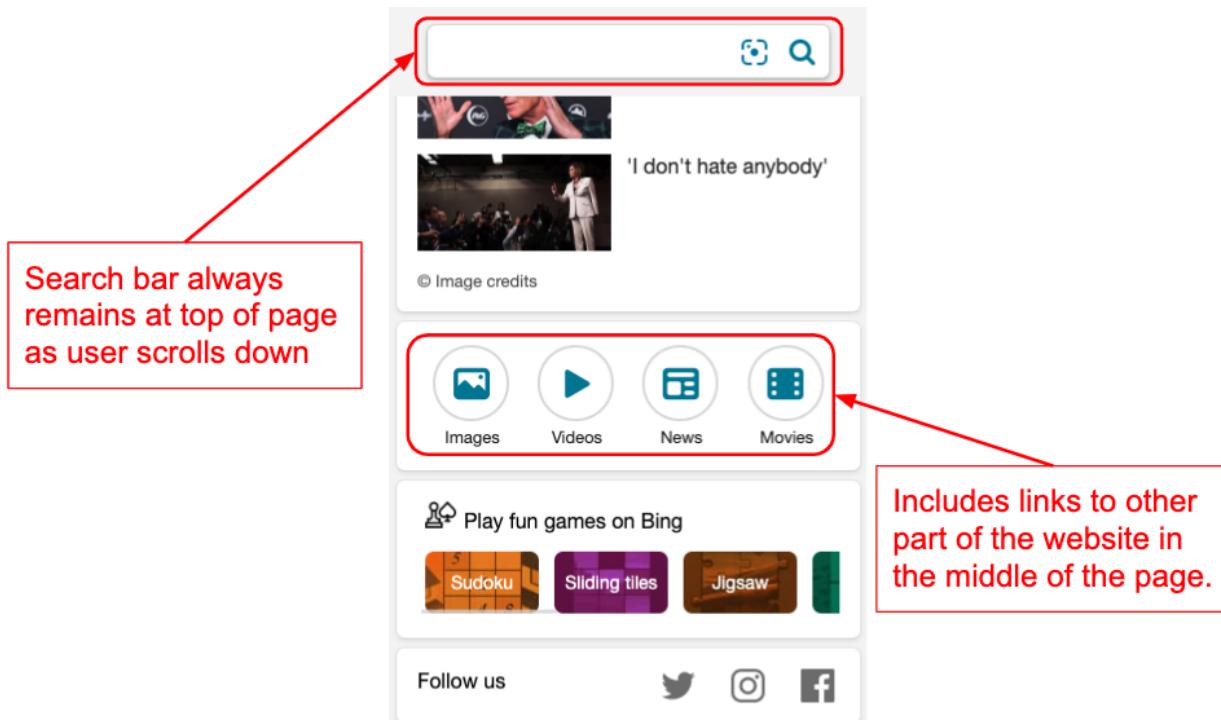
Each subsection of website has secondary navigation bar for more in depth information.

When entering a subsection of the website, the navigation bar on top is consistent and serves as a navigation anchor for the user, something that can be relied upon for traversing the site. NYT also provides a secondary navigation bar that is relative to the subsection. In this example, different countries are offered as navigation options since the subsection is "World News".

COMPETITIVE ANALYSIS #3: BING

(pg. 1 of 2)

Bing is a major search engine and seeing as Yahoo can also be used as a search engine, it is necessary to compare that aspect of Yahoo to a competitor. Since Bing does not act as a primary news outlet, most of its functions focus on search engine user experience and can possibly be transferred over to Yahoo's functionality.



After scrolling down on Bing's homepage, two things are noticeable. First is that the search bar always remains at the top of the page. This makes sense since Bing's primary use is a search engine, always providing it to the user regardless of where the user is. The second is that after the presented news articles, Bing includes links to other parts of the website.

COMPETITIVE ANALYSIS #3: BING

(pg. 2 of 2)

A screenshot of the Bing search interface. At the top, there is a search bar containing the text "top stories". Below the search bar is a navigation menu with tabs: ALL, IMAGES, VIDEOS, NEWS (which is underlined in blue), and SHOPPING. A red box highlights the NEWS tab. Below the menu, there are more filter options: FOR YOU, TOP STORIES (which is highlighted in blue), SPORTS, and U.S. A red arrow points from a text box on the left to the TOP STORIES tab. The main content area displays two news articles in cards. The first article is titled "GOP senator, at White House's request, blocks ..." and includes a thumbnail of a man speaking, a source link ("NBC News on ..."), and a timestamp ("4h"). It also has a bullet point: "• GOP senator blocks Armenian genocide resolution". The second article is titled "Hijacked UPS truck leads Florida police on massive ..." and includes a thumbnail of a highway scene, a source link ("CNN"), and a timestamp ("4h"). It also has a bullet point: "• Florida high-speed chase of hijacked UPS truck ends in gunfire, multiple deaths". Both articles have a "Show more similar articles" link at the bottom.

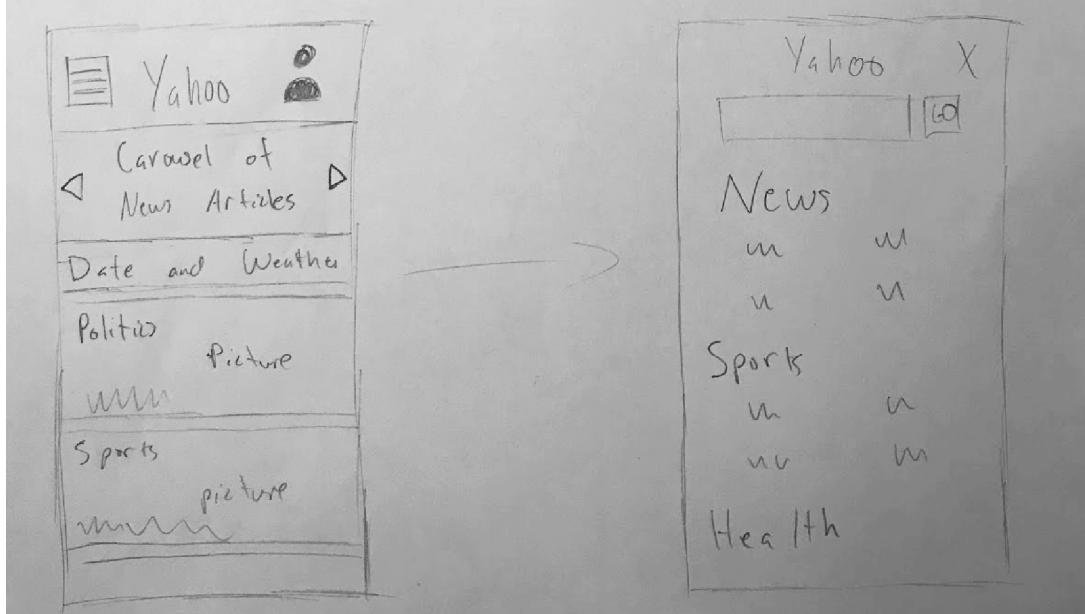
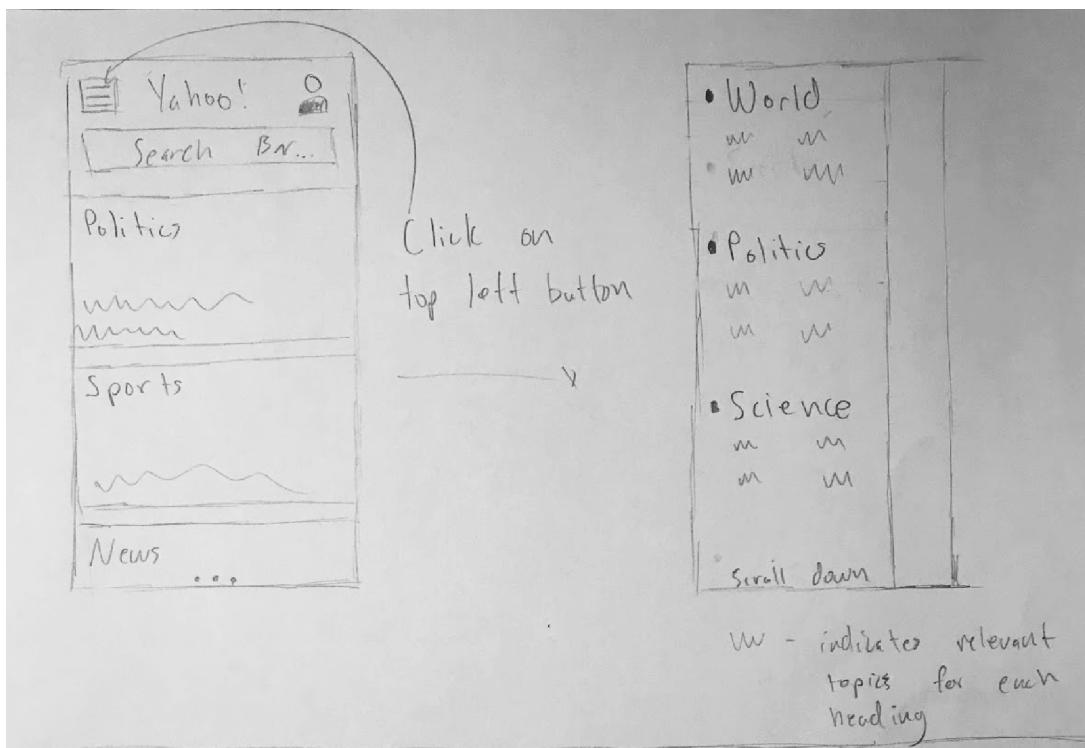
Search results have different filters for user's task at hand.

After clicking on the link for news, it redirects you to this search with "top stories". This reinforces the users idea that Bing is primarily a search engine, as it does not have its own hosted news subsection.

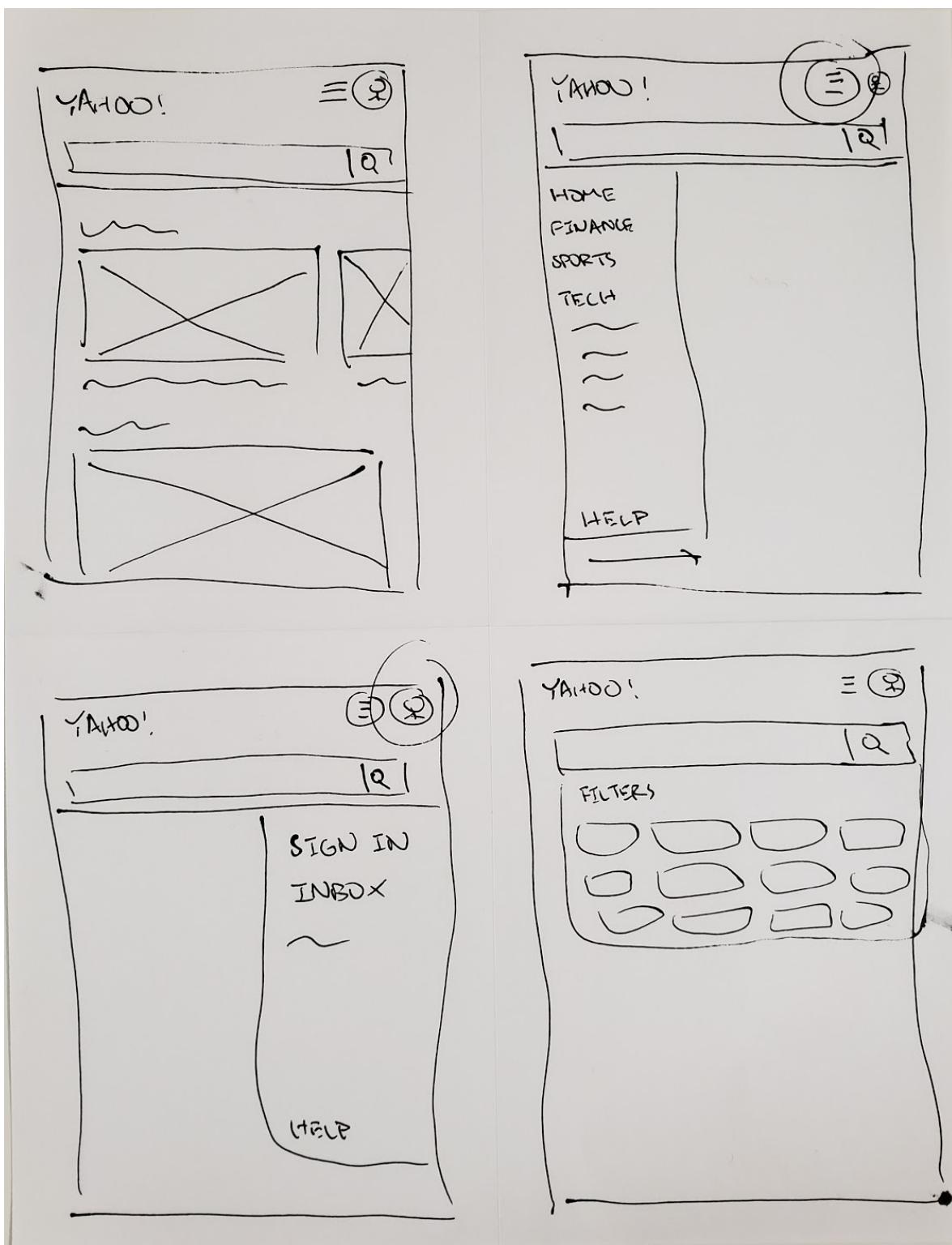
WIREFRAME SKETCHES

With the top usability errors chosen out, we each decided to sketch our own redesign for Yahoo to generate as many possible ideas as we could.

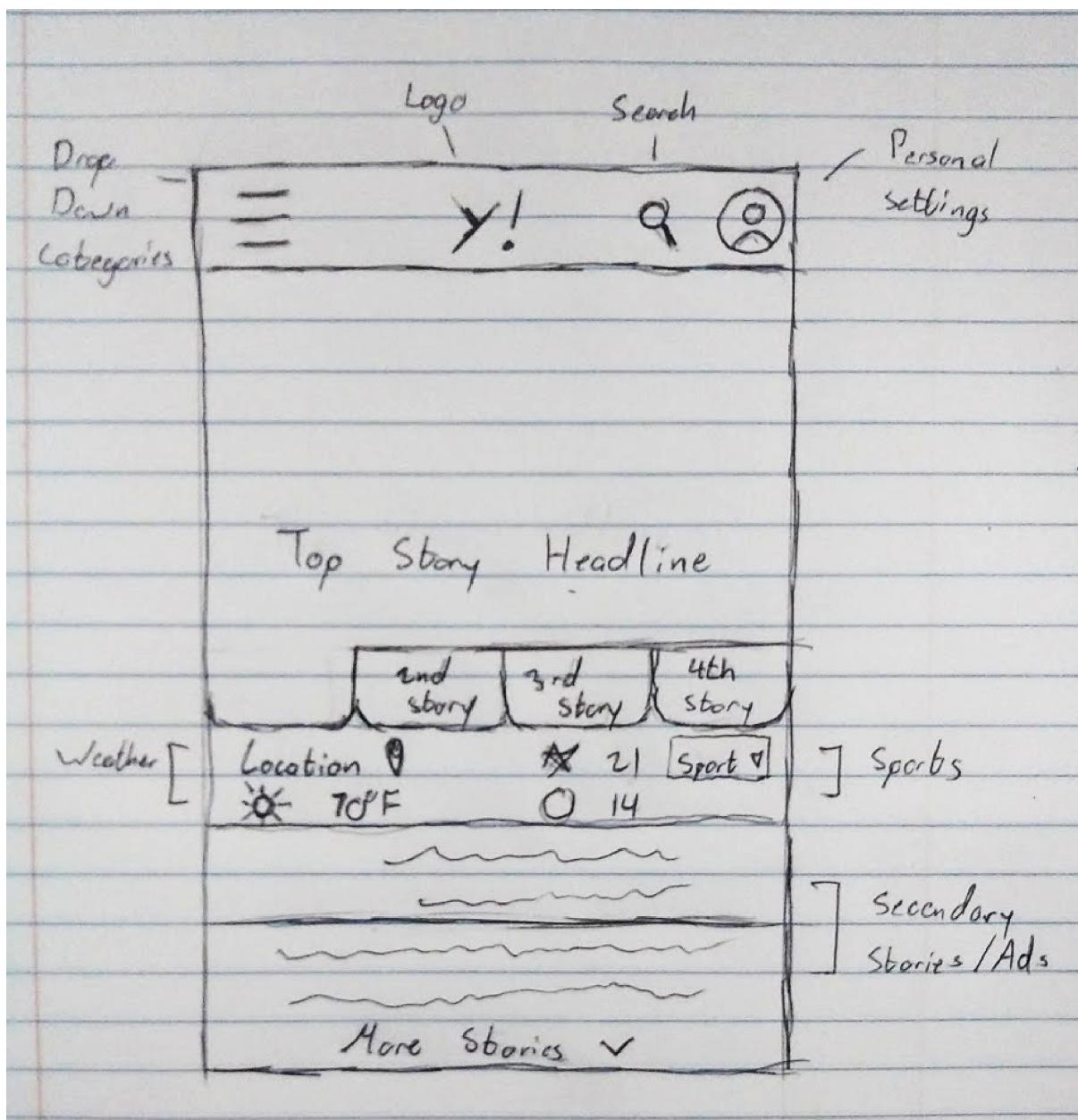
SKETCH 1



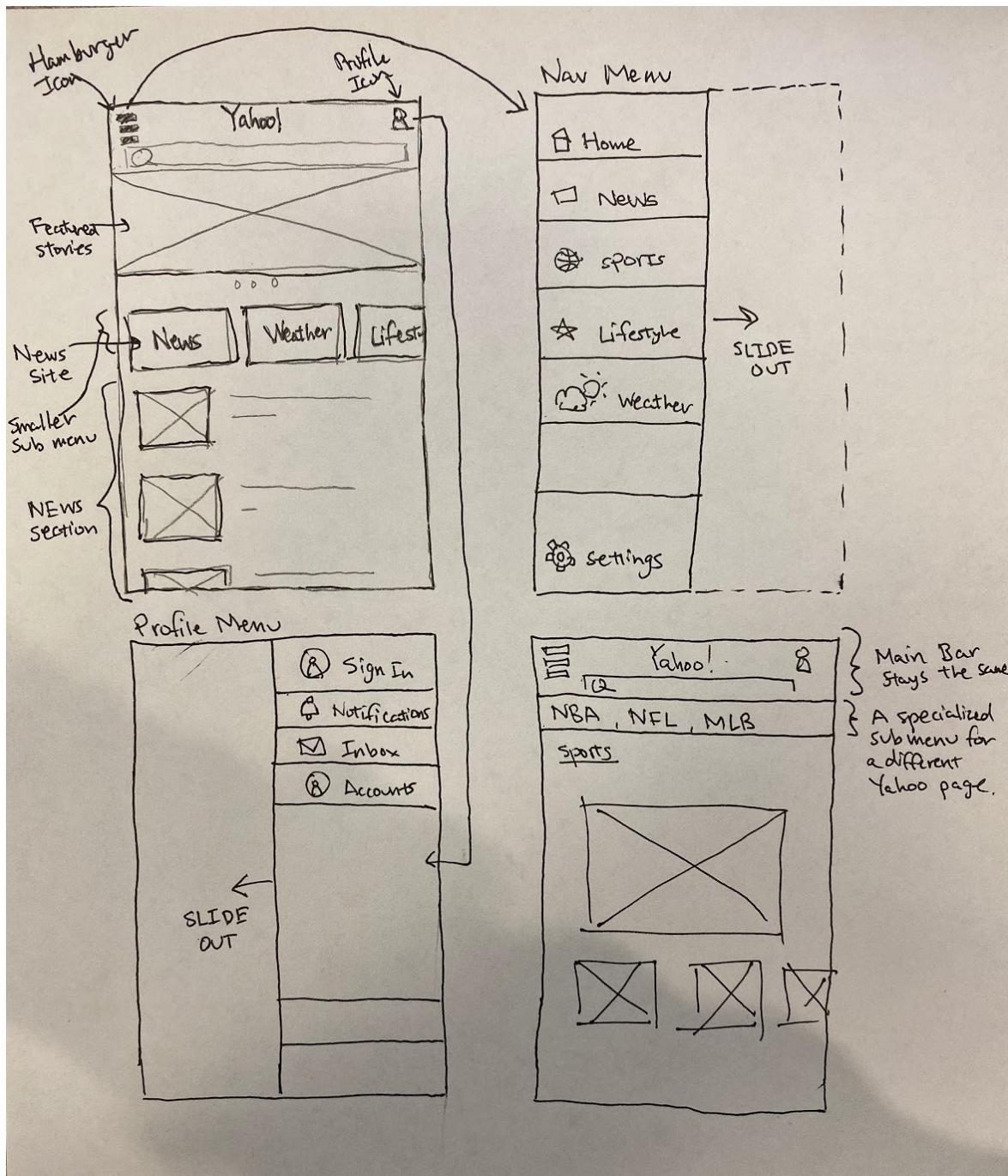
SKETCH 2



SKETCH 3



SKETCH 4



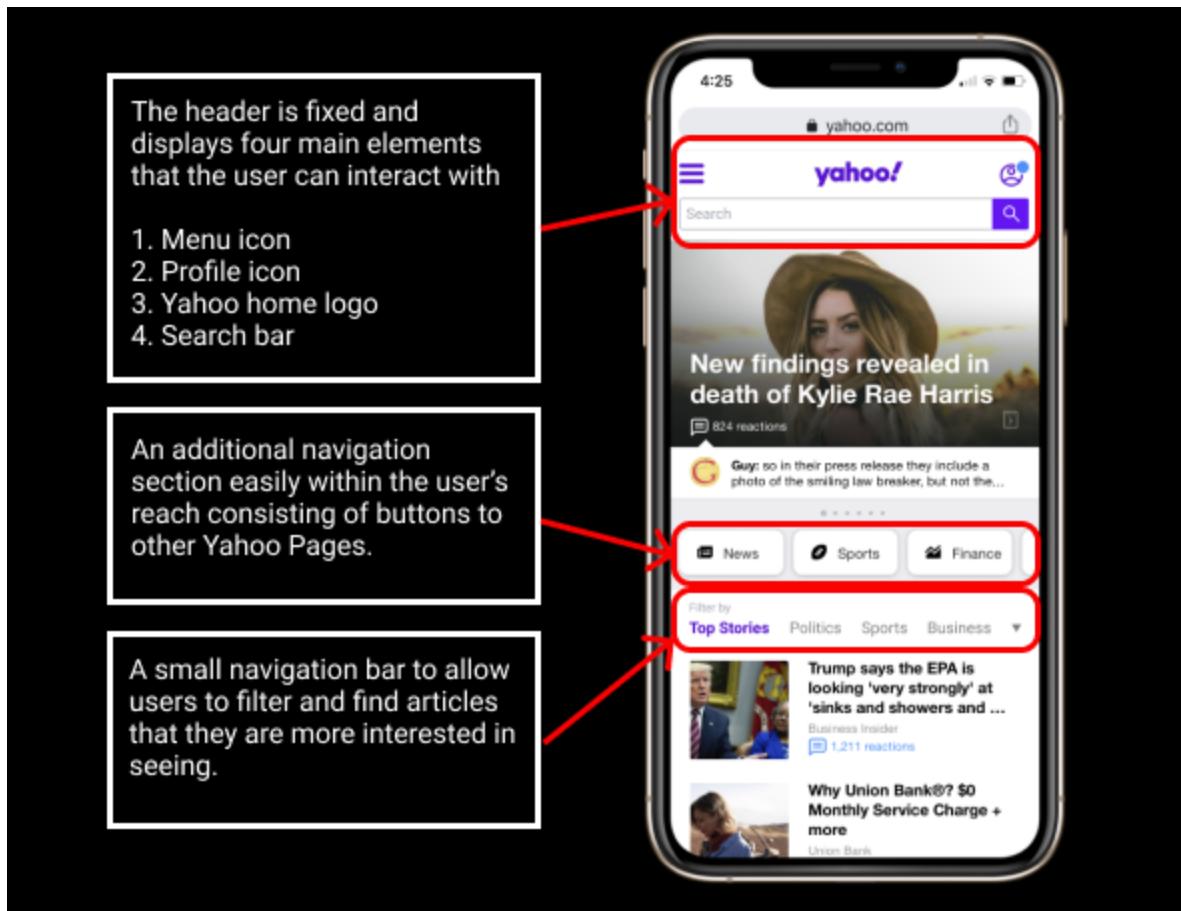
PROTOTYPES

After sketching, we narrowed down sketches 2 and 4 were the most feasible and decided to proceed to create high-fidelity prototypes of them.

REDESIGN 1

(pg 1 of 3)

Redesign 1's Figma can be found [HERE](#). Redesign 1 focused on the ease of accessibility straight from the landing page of the website.

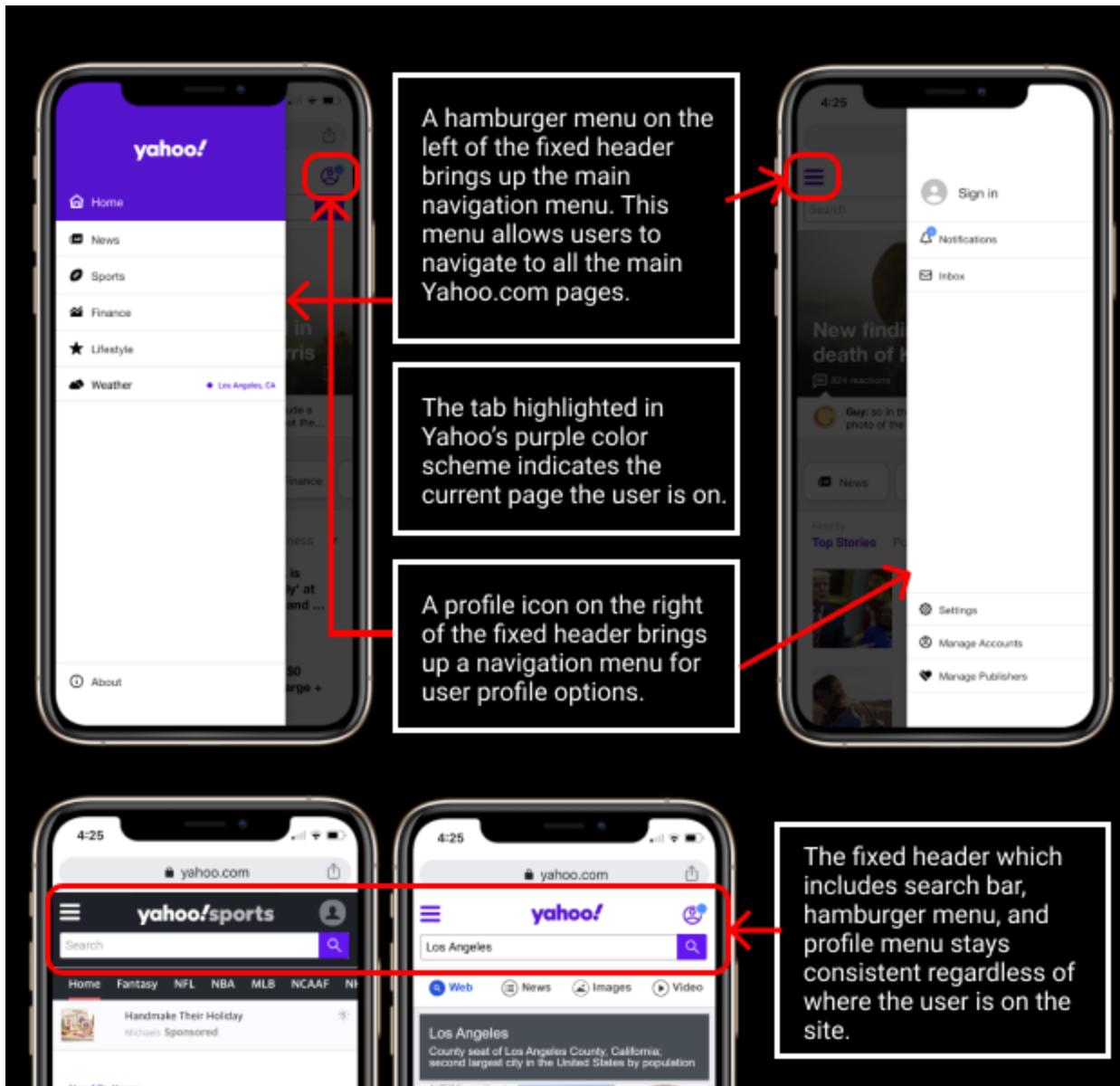


In the original mobile website, users had a lot of trouble finding and accessing additional Yahoo.com pages and features. In redesign 1, users are immediately greeted with a new fixed header bar that now makes it obvious which icon is used for site navigation and user profile. From just scrolling down, users can easily locate a button menu that allows them to reach other Yahoo.com pages which effectively solves the problem of being unable to locate the primary navigation. Since the home page is traditionally used for news, a small navigation bar was implemented to help users effectively organize and sort out articles of interest.

REDESIGN 1

(pg 2 of 3)

Side menus for primary site navigation and for user profile features can be accessed consistently throughout the site.

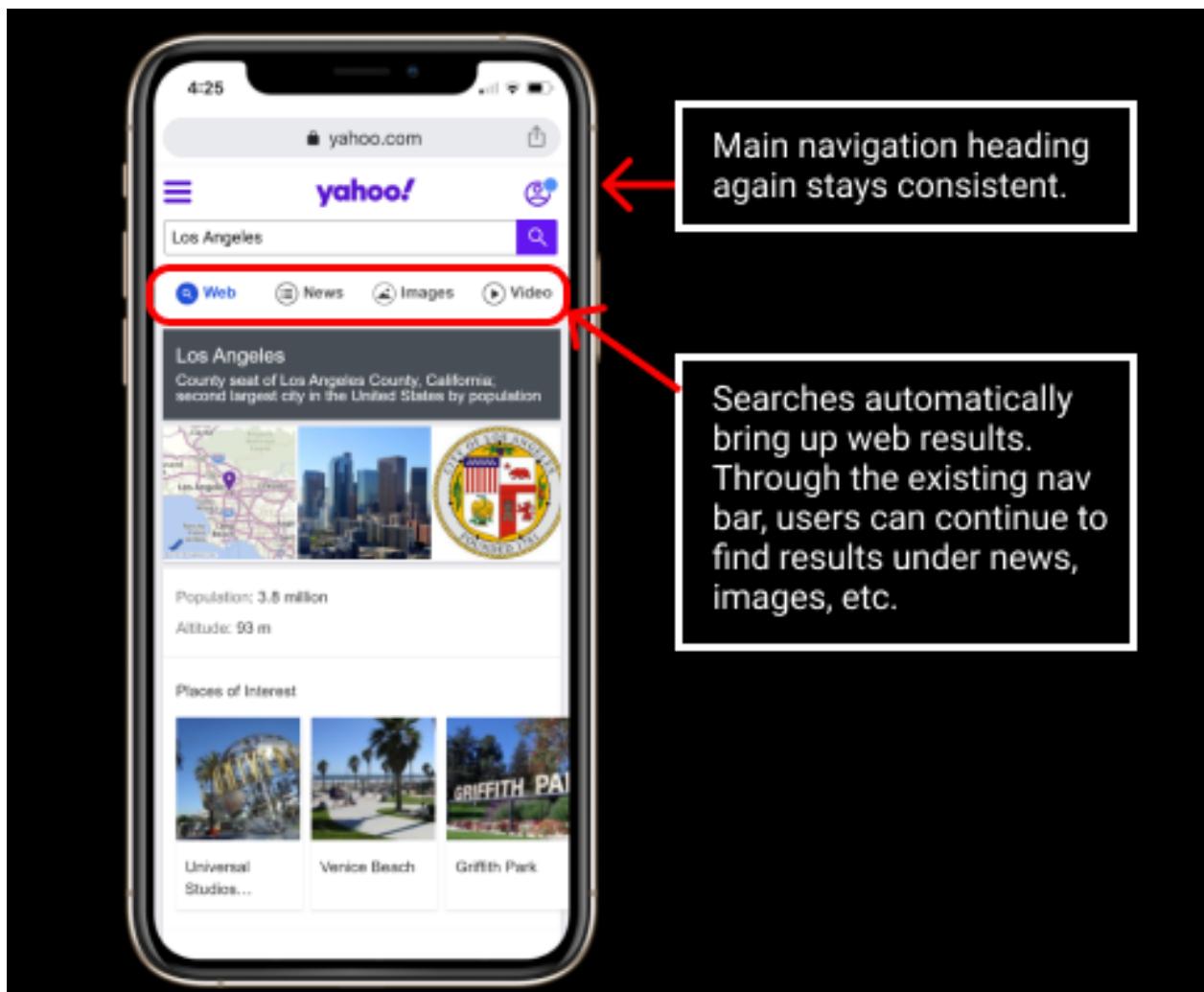


Another frequent issue from the original navigation was that it was very inconsistent between Yahoo.com pages. For instance, Yahoo Sports features an entirely different navigation from the home page. In redesign 1, users can find and access the same navigation consistently across all pages from the hamburger icon on the fixed header. Similarly, users can access user profile settings from the same header via the profile icon. This profile icon was previously used on the original site to access home page navigation.

REDESIGN 1

(pg 3 of 3)

The search function is streamlined and stays true to the original site.



The search bar is much more accessible and can be found in the fixed header on all parts of the site instead of just the home page. Redesign 1 sticks with Yahoo's current 'search' user flow which brings up web results first and then allows users to add additional filters to search results via a navigation bar.

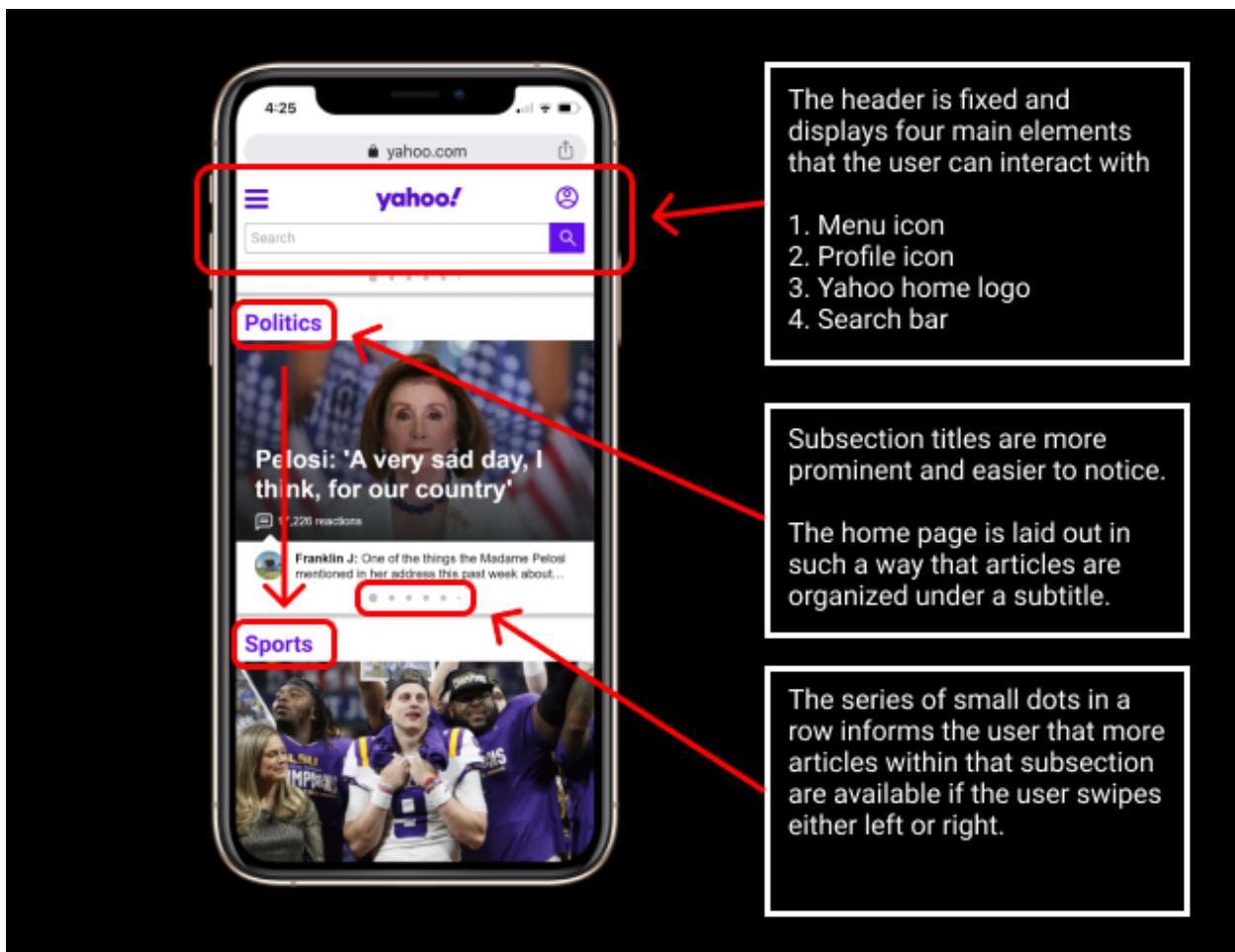
REDESIGN 2

(pg 1 of 5)

Redesign 2's Figma can be found [HERE](#).

This redesign primarily focused on better navigation transparency and improving the search bar.

Like redesign 1, the home page has the same fixed header. The articles on the landing page are presented in a more organized way.



This fixes the unintuitive profile + menu icon that the site has currently. The separation of the two icons now makes it more obvious to the user.

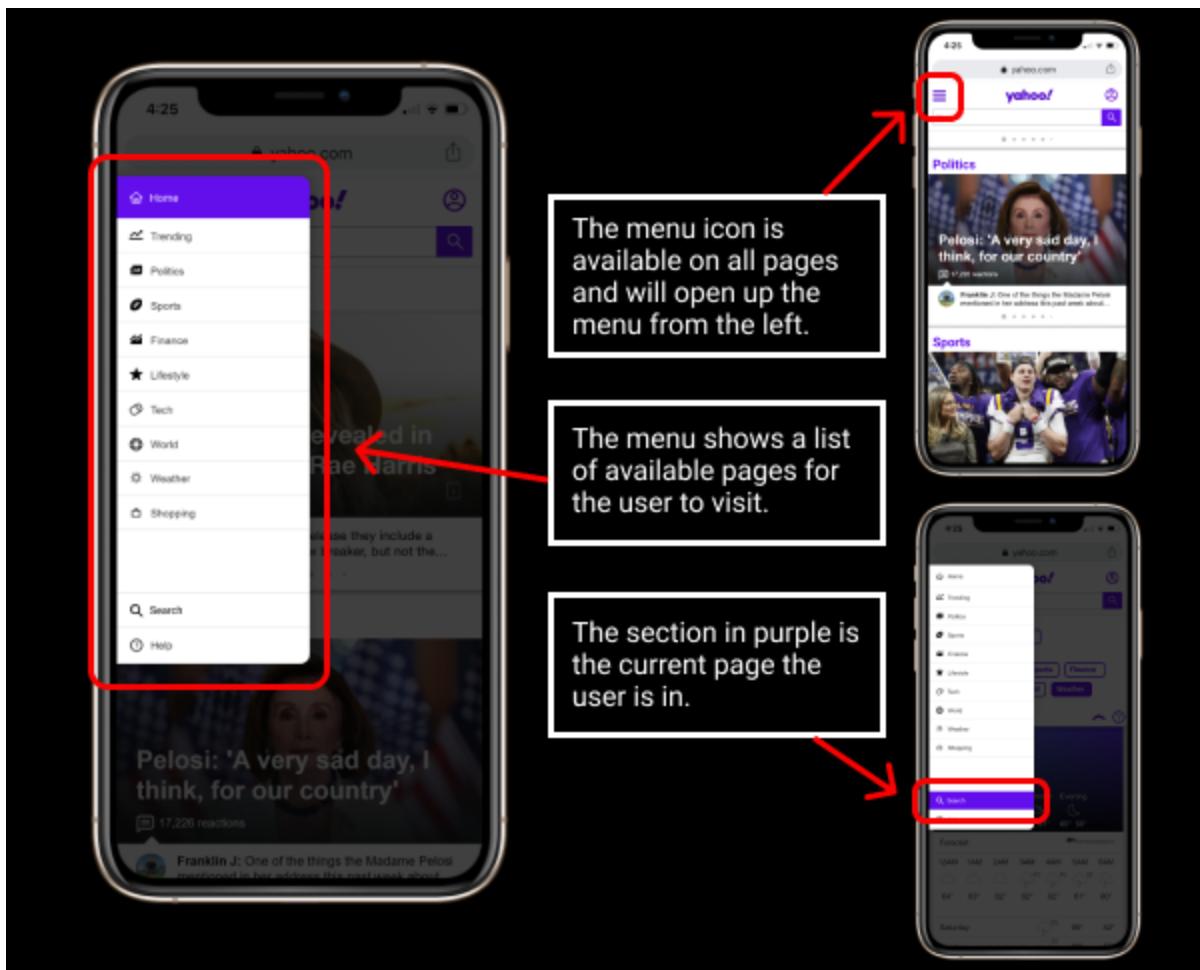
This header will be present on all pages (with some exception to the login page) for consistency, which the current site does not have. The Yahoo logo also presents a route for users to go back home if they wish.

Hopefully the user will be able to navigate the site with more ease with this addition.

REDESIGN 2

(pg 2 of 5)

A fixed menu icon on all pages allows the user to easily navigate throughout the site



The menu icon is now separate from the profile icon and opens up from the left side of the screen, in sync with the position of the menu icon.

The user can quickly see a list of the other pages within Yahoo's domain and efficiently navigate there.

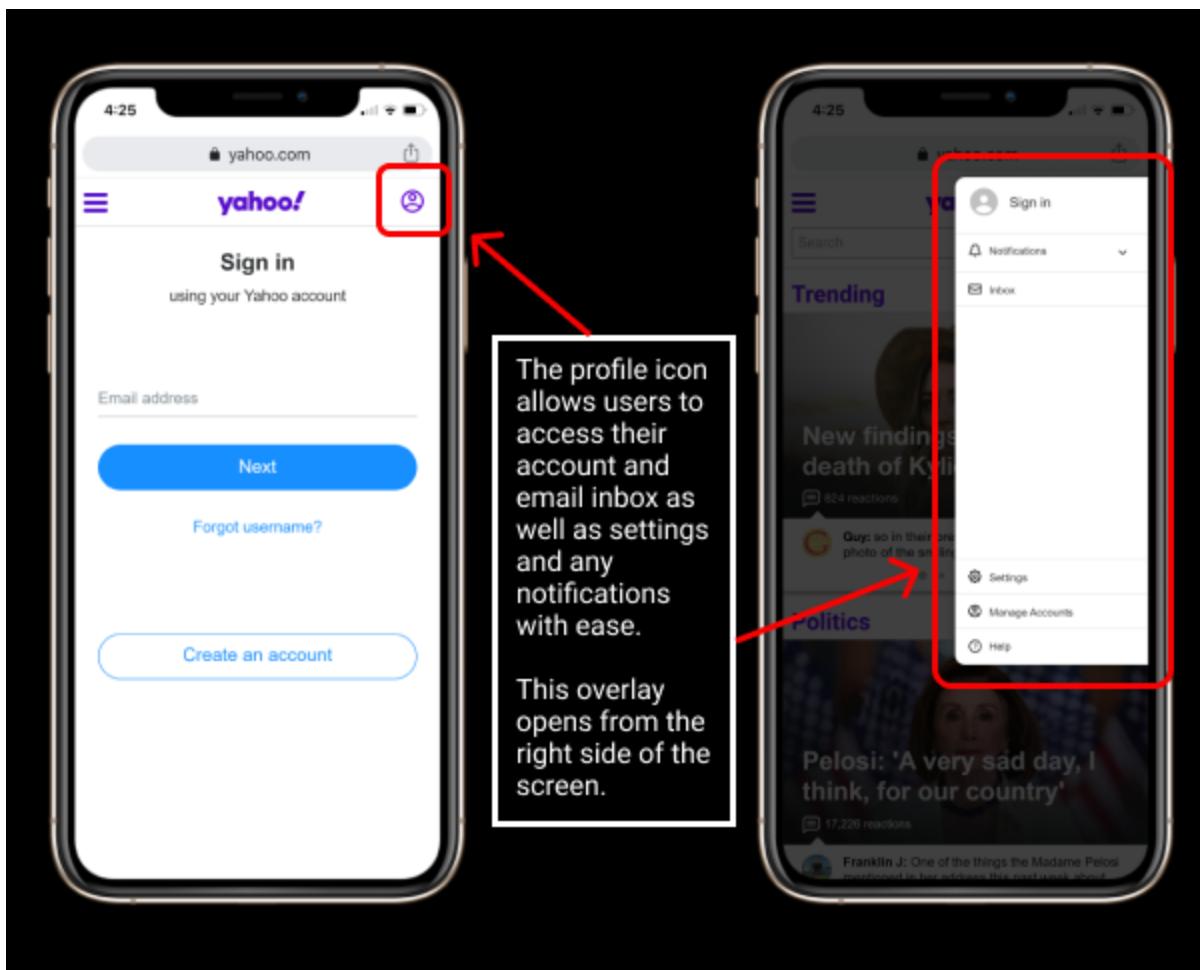
'Help' is added just in case the user needs any form of assistance.

'Search' is another alternative for the user to quickly get to the search page in case they do not want to use the search bar.

REDESIGN 2

(pg 3 of 5)

A fixed profile icon allows easy access to email and notifications.



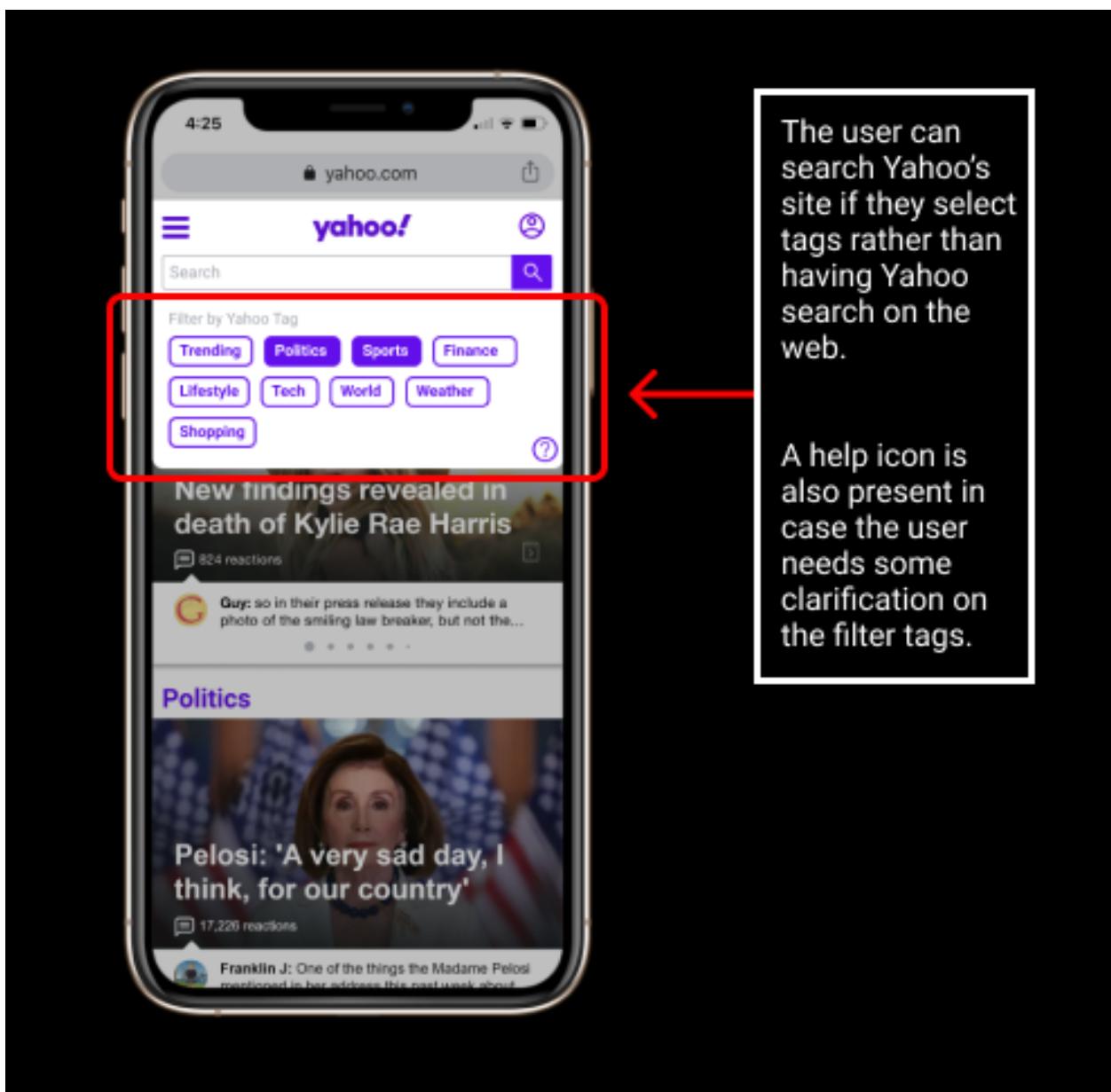
Similar to the menu icon, the profile icon will allow the user to access their email account, account settings, and notifications.

Currently on the actual site, the login page does not have a header or an escape back to home, so the fixed header solves this issue and allows the user to easily navigate out of this page if they want to.

REDESIGN 2

(pg 4 of 5)

Users can easily search through Yahoo's site by selecting from a list of tags.



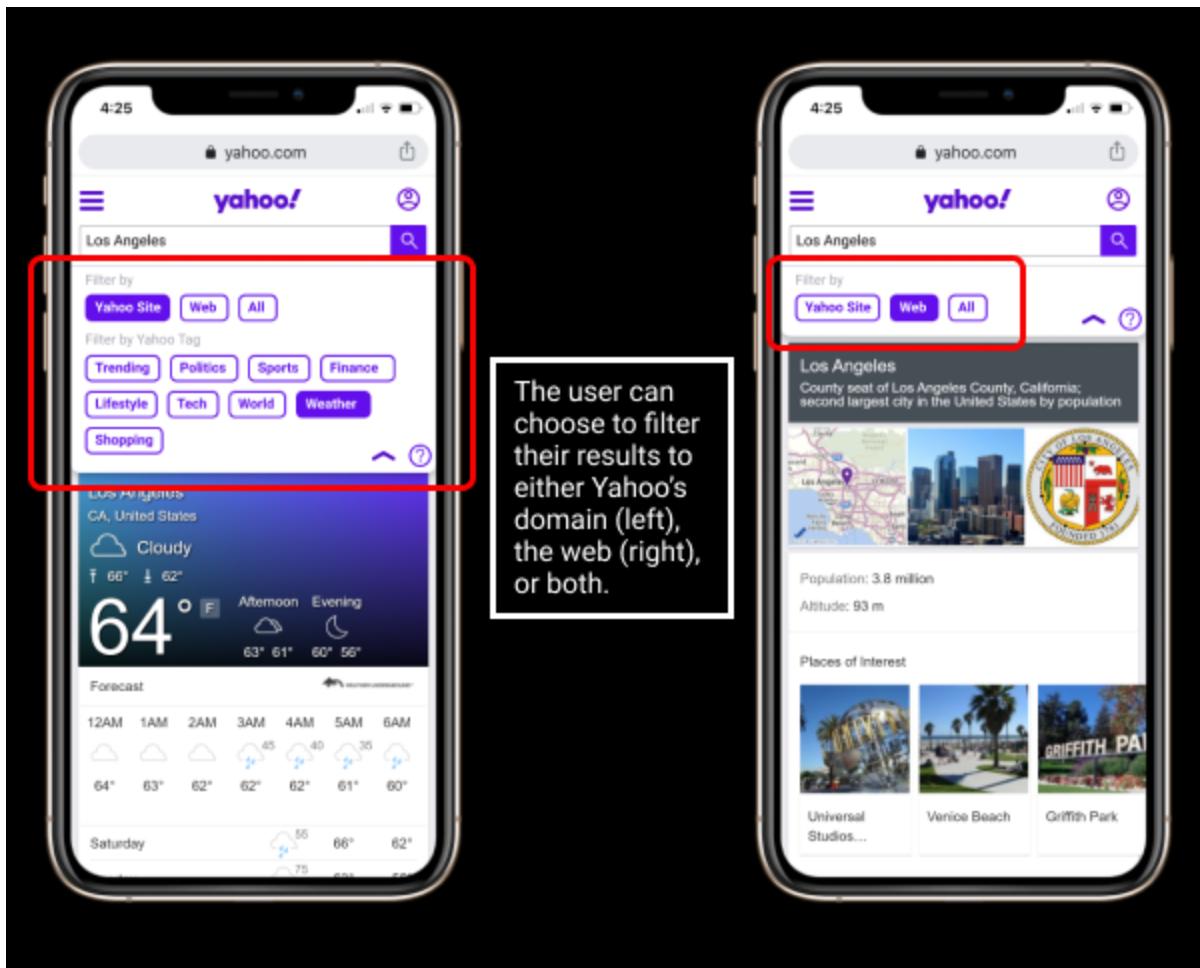
This addition gives the user a better search experience on the site.

Users can choose to filter their searches to certain tag(s) from which will show them results from the other pages of the site. It gives the user the choice to browse within the site.

REDESIGN 2

(pg 5 of 5)

The user can choose to filter their search results.



On the actual search page, the user can either filter their results to Yahoo's domain or browse the web. They can also collapse the filter section.

USER TESTING ROUND 2 PLAN

PROCEDURE

For our second round of user testing, we decided to directly compare our two prototypes and have each of the users not only interact with both of them, but also vote on the preferred one. They however, will not be simply choosing one over the other; **we created a list of five questions that directly compared features of both, and had each user vote on a prototype per question.** After testing all users, we totalled up the votes for each prototype and the one with the most votes was the redesign we decided to go with.

We conducted this round of user testing similarly to how we conducted the first round, which can be viewed [above](#). For each user, we randomized the order in which we presented the prototypes to minimize biases that could result.

After the testing, we showed them the original site and asked for their honest opinion on which they liked better, the redesigns or the original.

These were the primary questions that we had when comparing the redesigns:

1. From the home page, which redesign presents more information and navigation options?
2. From the home page, which redesign looks easier to navigate?
3. When using the search bar to search for something, which redesign would give more relevant results?
4. Which redesign gives you the most freedom such as being able to access a part of the site in as few moves as possible?
5. Which redesign is better?

POSSIBLE TRADE OFFS

As with every redesign, there are always trade offs with the old design. For instance, avid users of the old site with a mental map of where everything on the site is, might question the lay out of the redesigns since it is not like the older design. For the most part, we tried to keep everything pretty similar to how the old site was like. Our redesigns were fashioned in their styling and fonts, and we added more features than we removed. The biggest differences that our redesigns have with the old design are the separation of the profile and menu icons, and fixing the same navigation menu to every page; these are the only differences we expect to cause some disturbances to older, avid users of the site.

ANALYSIS 2 & CONCLUSION

PREFERRED REDESIGN

Tallying up the points from the five questions for all four users, both designs actually had the same amount of points. We decided to not proceed with a tiebreaker and focused on the bigger point. All users said that they much preferred the redesigns over the original site.

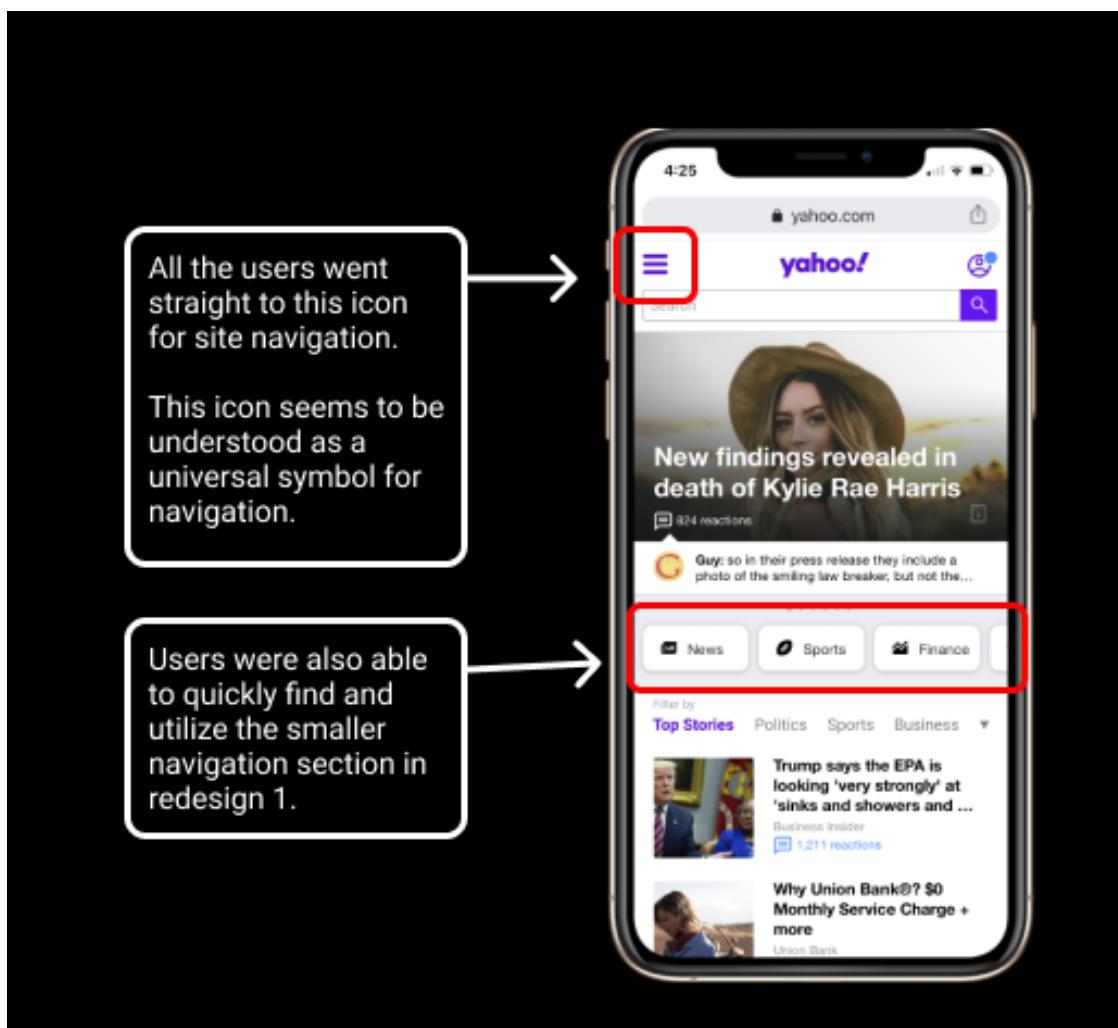
STRENGTHS AND WEAKNESSES

Below we discuss some of the strengths and weaknesses of the designs that we came across from our second round of user testing. Partaking in this allowed us to see a better picture of how our redesigns held up against what the users wanted. Our initial user testing gave us an idea of what the users struggled with. We then designed things in hopes that our new designs would fix those issues, however we did not know *if they actually did* until we tested users again with the redesign. As stated earlier, there are always trade offs and by discussing them here, we can have a greater sense of direction in which we should take our redesigns.

A STRENGTH OF BOTH DESIGNS

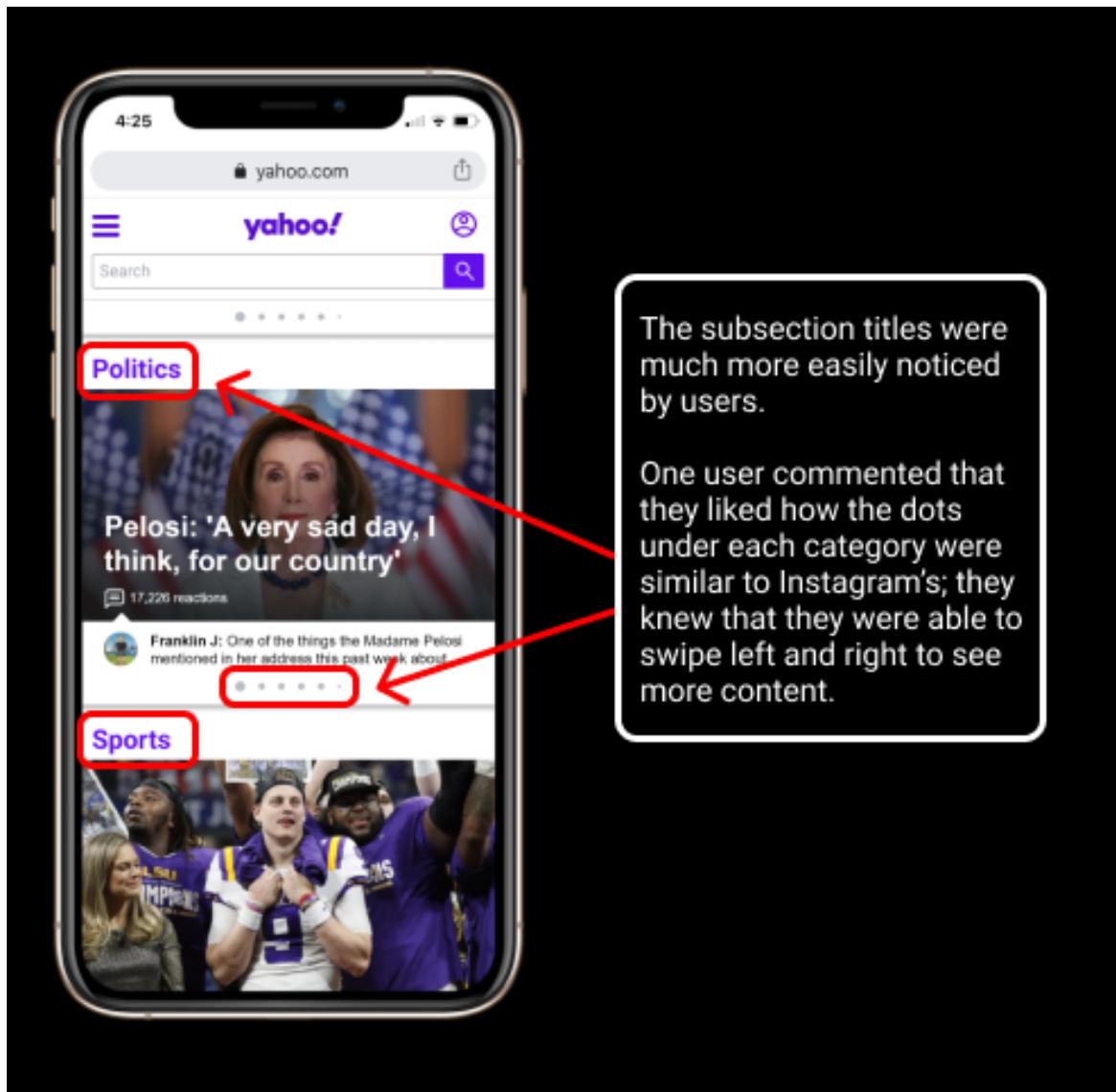
Both redesigns have a fixed header and separated profile and menu icons. When users were given the task to navigate to a specific section, like Sports, they were quickly able to identify where to click to get there. They all went for the menu icon first. This is a sharp contrast from the original site in which users first tried to scroll through the home page or simply search it up. They did not try to check the profile button that had Sports as one of its options. In addition, users were also able to locate other Yahoo pages on redesign 1 through the small navigation menu located on the home page.

This depicts the un-intuitiveness of the older icon that merged both the profile and the menu navigation and shows how the newer design allowed for less confusion and easier navigation. This was what we predicted would happen.



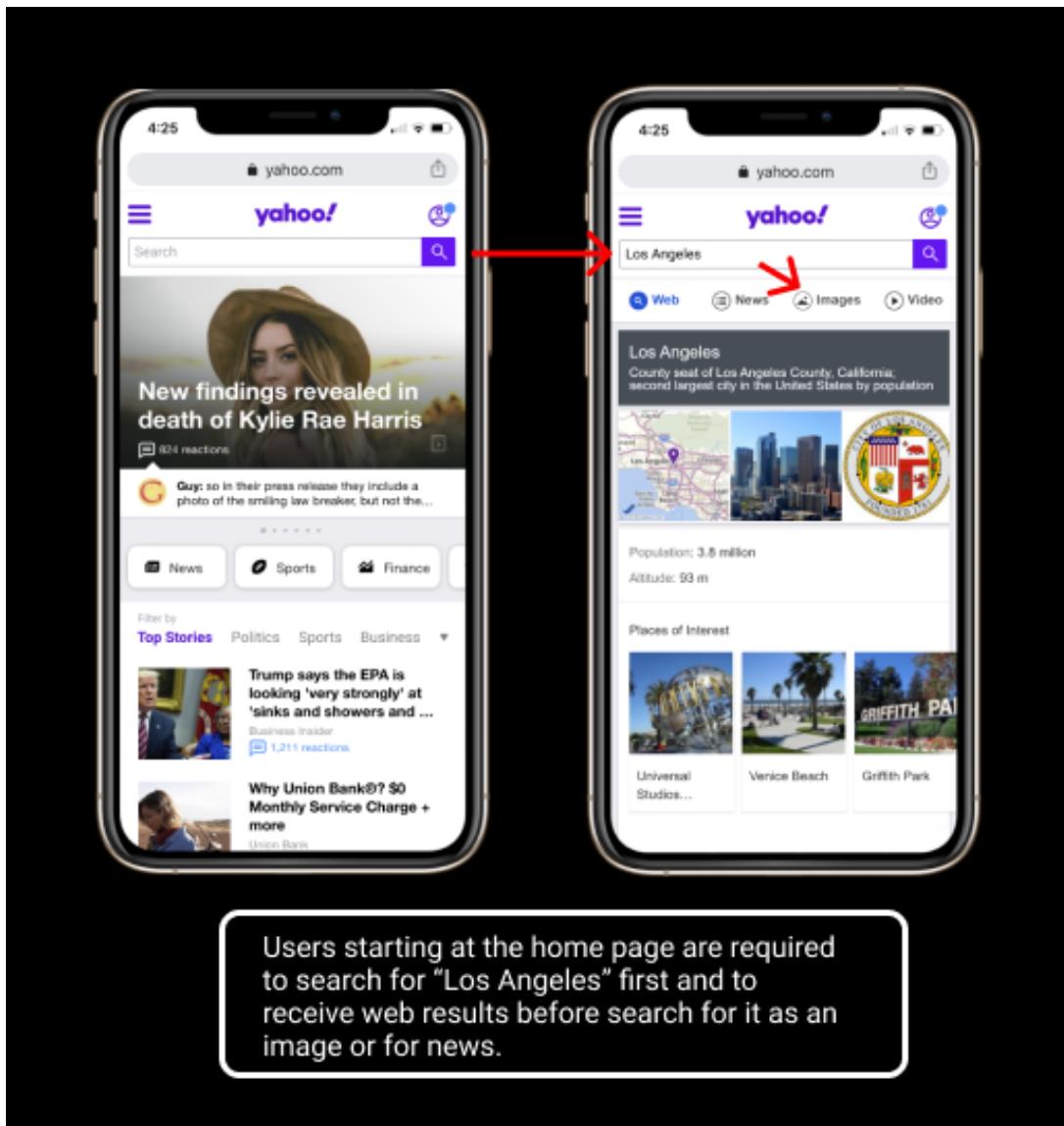
A STRENGTH OF REDESIGN 2

Another strength of the redesign was found in redesign 2. Users liked that the Yahoo home feed was more organized and that they were actually able to notice the subsections. We added this into redesign 2 because we realized that users were not able to easily distinguish the subsection titles on the home page feed because they were the same font size as other article titles.



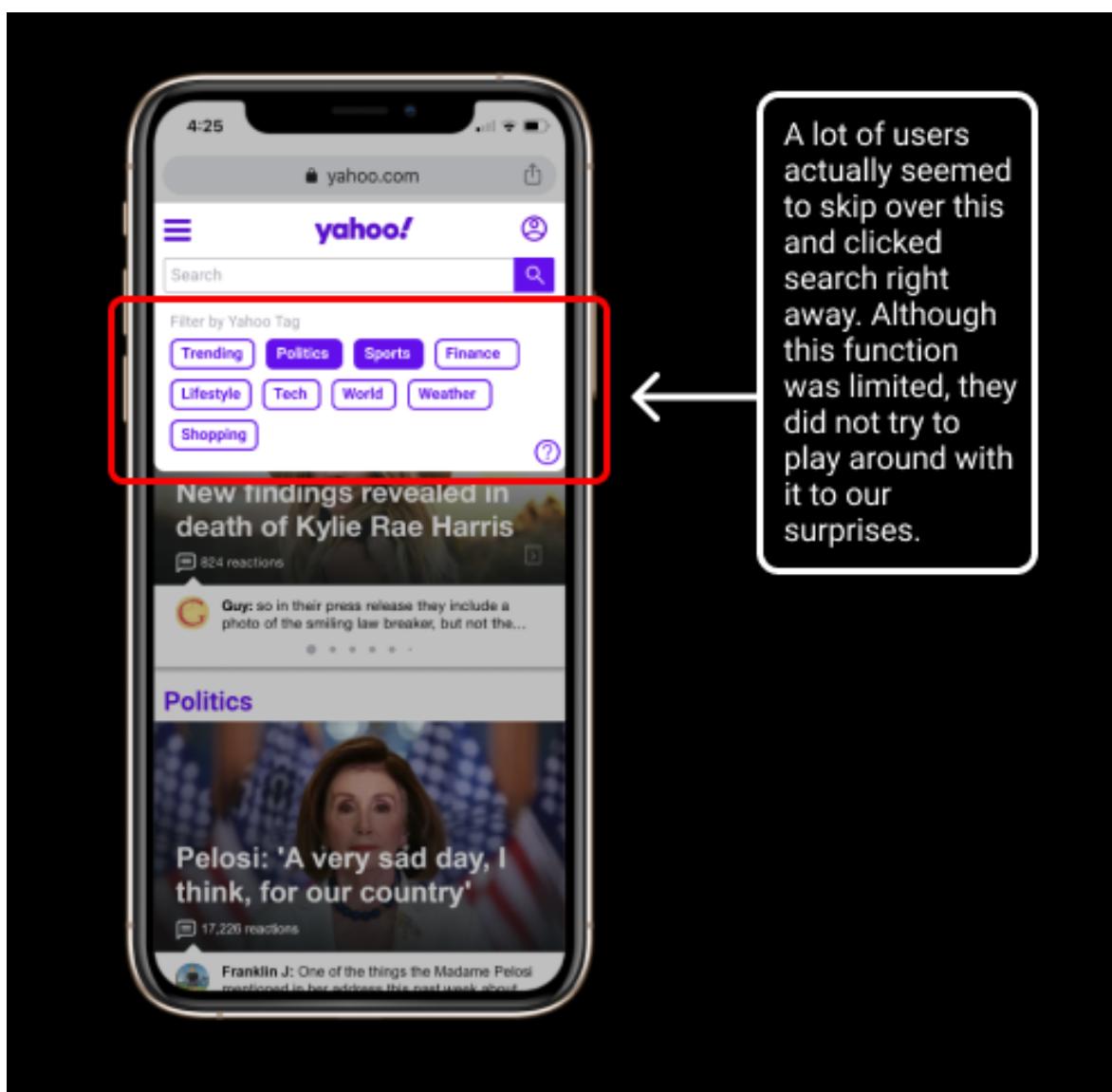
A WEAKNESS OF REDESIGN 1

An obvious weakness of redesign 1 is the lack of a more efficient search function. As mentioned before, redesign 1 stays true to the current Yahoo search flow. However, the current search flow is far from perfect. Users were displeased at the fact that when starting at home page to search, they are required to search for web results before filtering for images, news, maps, etc. Unlike other sites like Google, users cannot directly search for images which makes the process a bit more inconvenient and unsatisfactory.



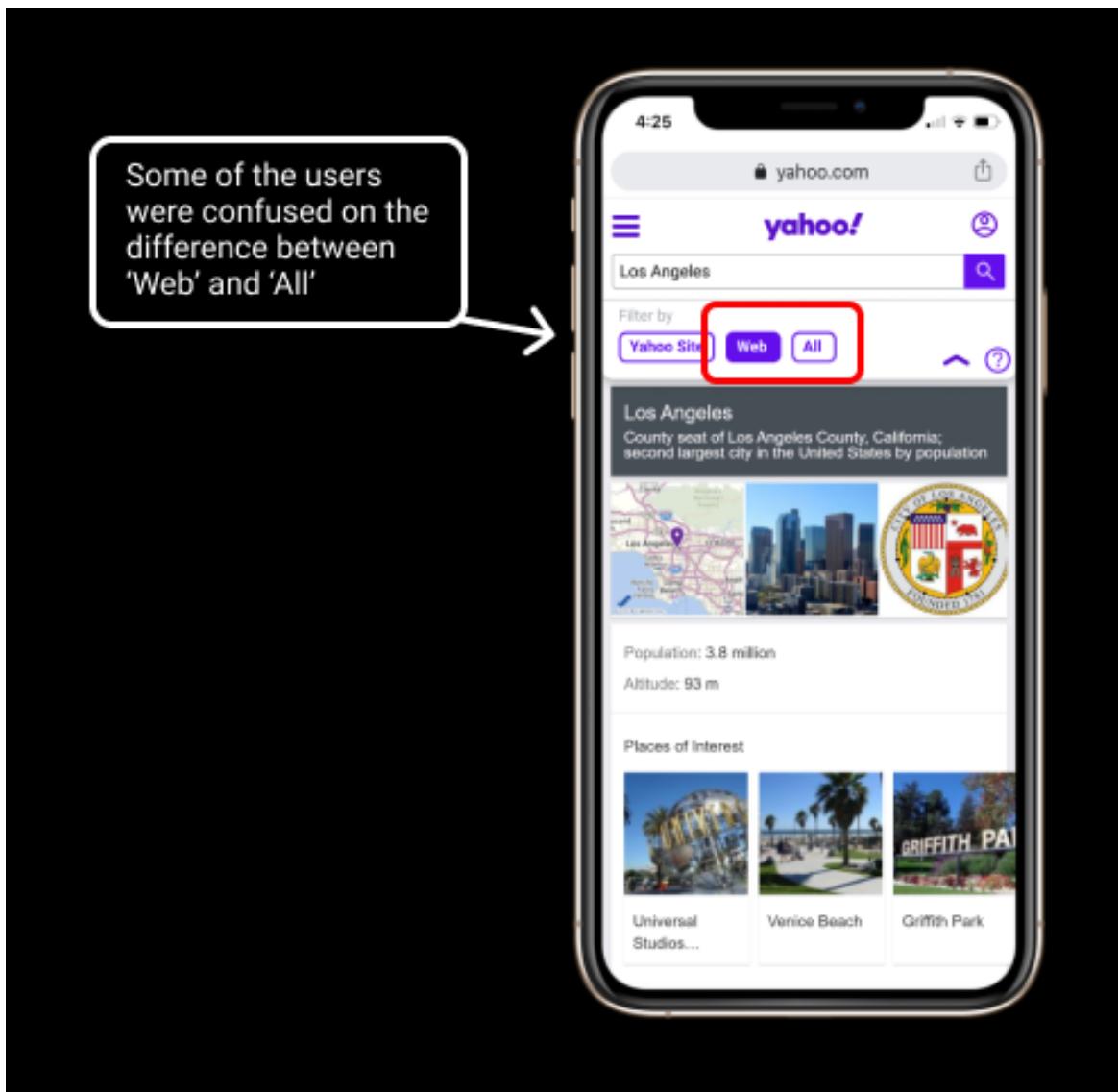
A WEAKNESS OF REDESIGN 2

What occurred differently from our predictions were how seldom the search filters were used. We tried to cater to the users who prioritized the search bar by adding tags that allowed them to browse elements or articles under different pages of the site, like Finance or Technology, but it seemed as if it was ignored. When asked about why he did not attempt to add in filters to his search, one user responded that it looked like a lot so he avoided it. Perhaps the design of the filter tags were cluttered to the point that it deterred users away from it. Our rationale for this feature was to make it so that the user can quickly search through pages of Yahoo's site without having to search for something and then scrolling through the list of results for the keyword 'Yahoo'.



ANOTHER WEAKNESS OF REDESIGN 2

A lot of users seemed confused on the difference between the 'Web' filter and the 'All' filter, and only understood it after we told them the difference. Of course, the yet-to-be-implemented state of the help icon did not help the situation either. This was also not predicted. Web was supposed to show only results outside of Yahoo; in other words, exclude it. All was supposed to combine the results and act as how Yahoo searches act at the moment. This was effectively not communicated well enough to the user from the design and will need to be modified.



LESSONS LEARNED

Despite some unpredicted weaknesses that we encountered, we think that the overall benefits from our redesigns outweigh the weaknesses we had and still would want to push forward our redesigns. We believe our rationales for the redesign still hold, especially with the features that the users enjoyed. For features that had some issues such as Redesign 2's filter system, we believe that through iteration, those can be improved to meet the functioning standards that we initially wanted.

From this project, we learned that user testing and feedback is crucial for any redesign, and that we should always focus on what the user wants, not what *we think* the user wants. We also learned that coming up with a redesign is a doable task, but coming up with *multiple* redesigns is a bit harder. It was also helpful and educational to critique, compare, and contrast our chosen website with the site of competitors to see how each worked (or did not work) for its own design space and intended audiences.

RECOMMENDATIONS

Based on our analyses, here are our recommendations in order of importance:

1. The menu options should be separate from the profile icon, because the current design that integrates both under one icon is not intuitive enough to the average user, as per our first user testing demonstrated. **Having two icons that allow for both separately would be highly recommended.**
2. Yahoo.com is currently more of a collection of websites rather than a connected site. Evidence for this is from the different headers for different pages such as Yahoo Finance and Yahoo Sports. Their home page is not the Yahoo home page but rather their respective home pages. **We recommend having a fixed header that is uniform across all pages but introducing breadcrumbs at the top** so that the user can still return to Finance home or Sports home if they wish. If done correctly the user should be able to easily navigate the site and even access parts of the site that are less popular.

APPENDIX

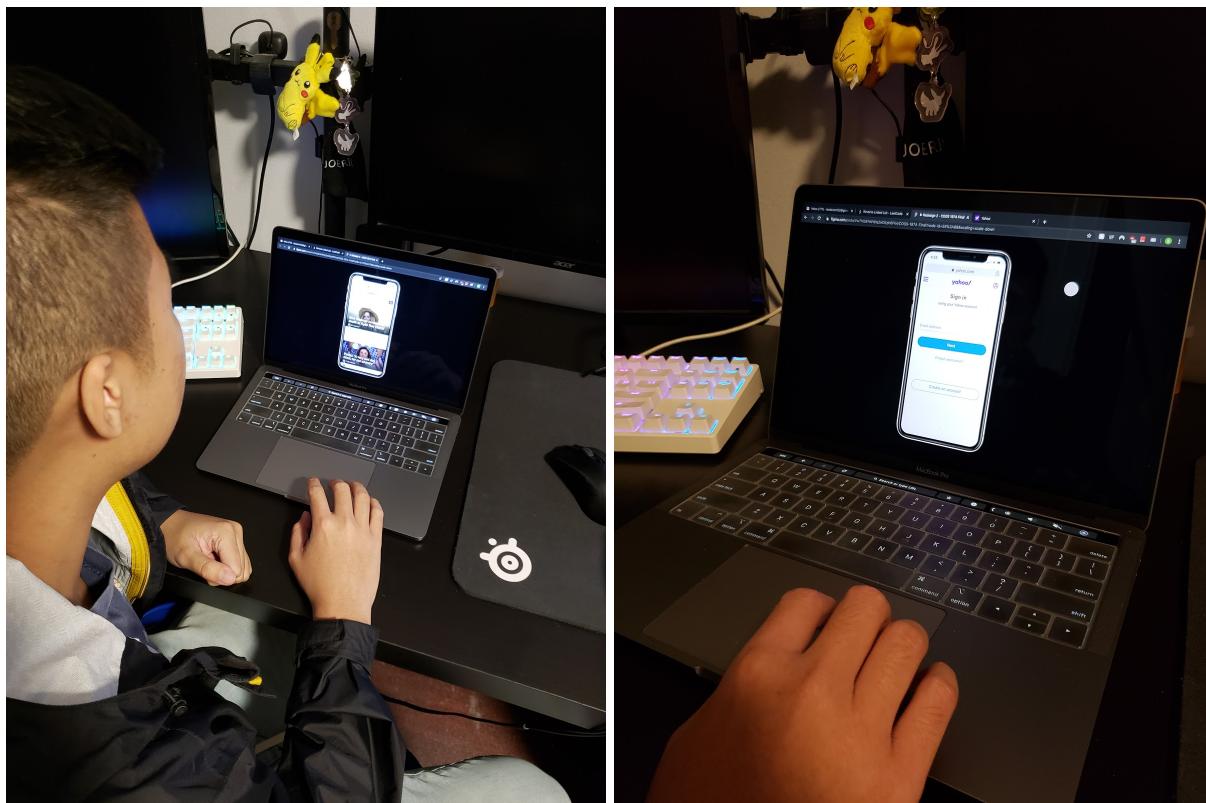
USER TESTING ROUND 1 DATA

We used a spreadsheet to capture our data, it can be found [HERE](#).

USER TESTING ROUND 2 DATA

Similarly, we used a spreadsheet to capture our data, it can be found [HERE](#).

Here are some pictures that we were able to take as well:



User completing tasks on redesign #2.