

# *Designing effective homepages*

# A bad example...

The screenshot shows the Johnson & Johnson corporate website from October 2005. The design is cluttered and lacks a clear user-centered focus. Key elements include:

- Header:** Navigation links for Home, Privacy Policy, Contact Us/Questions, Site Map, and Text Only. A search bar with the placeholder text "enter keywords" and a "FIND" button is present, along with a link to "Advanced Search".
- Main Navigation:** A horizontal menu with links for PRODUCTS, OUR COMPANY, INVESTOR RELATIONS, INNOVATIONS, NEWS, SOCIAL RESPONSIBILITY, and CAREERS.
- Left Column:**
  - STOCK PRICE:** Displays stock symbol JNJ, current price 64.14, and a change of +2.34. It includes a timestamp and a link to "Go to Investor Relations".
  - DR. NANCY SNYDERMAN REPORTS:** Features a photo of Dr. Nancy Snyderman and a link to "Heart of the Matter".
  - RESOURCES:** Lists links for "For Employees", "For Investors", "For Patients", "For Students", and "For Suppliers". It also includes links for a "Text-Only Version of Our Site" and "Site Accessibility for Individuals with Disabilities".
  - DISCOVER NURSING:** Includes a link to "Discover Nursing Web Site".
  - FOR HEALTH CARE PROFESSIONALS:** Includes a link to "JOHNSON & JOHNSON GATEWAY®".
- Center Column:**
  - TODAY'S FEATURES:** Features a large image of a baby's face and a link to "Baby Care". Below it are links for "Products" and "Webcast".
  - FOR INNOVATION PARTNERS:** Includes links for "Pharmaceutical Alliance" and "Corporate Office of Science & Technology".
- Right Column:**
  - OUR CREDO:** States the company's commitment to customers, employees, communities, and shareowners, with a link to "View Our Credo".
  - OUR VIDEOS:** Includes a video icon and a link to "View Our Videos".
  - NEWS FROM JOHNSON & JOHNSON:** Lists recent news items, including "Results (October 17, 2005)", "Johnson & Johnson Disaster Relief Efforts - Central America and Pakistan (October 10, 2005)", "New SPLENDA® (Sucralose) Brown Sugar Blend Now Available Nationwide (October 6, 2005)", and "REMICADE® (infliximab) Receives Approval in European Union For Treatment Of Moderate To Severe". A disclaimer at the bottom states: "The above links may take you to a Web site to which our Privacy Policy does not apply. You are solely responsible for your interactions with that Web site."

# A bad example...



- Overwhelming number of links
- No clear path for eye to follow
- Every department has their share of space so they are politically "satisfied"
- No clear sense of proposition, brand or any clear calls to action.

*“The opportunity lost by increasing the amount of blank space is gained back with enhanced attention on what remains.”*

*Prof. John Maeda MIT*

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Look here.

# Jakob's top 5 recommendations for designing effective homepages:

1. **Proposition message:** “What is this site for?”
2. **Unique Selling Point:** “What makes this site better than the alternatives?”
3. **Call to action:** for priority tasks – make it clear what the user can do
4. **Actual content:** don't provide abstract description of what the site will offer – provide excerpts of the actual content
5. **Search box:** because some users just want to search



## ***Discuss: Review this homepage***

### **Have a look at the next page**

- What does this company offer?
- What questions do you have?



### We love your operator

Because they give you inclusive minutes with your contract  
[Free your minutes!](#)

### Cheap international mobile calls



Rebtel gives you international calls at local rates  
[Rebtel Countries](#)

# WE LOVE YOUR OPERATOR

**BETA**[Join Rebtel](#)[Learn more](#)

Have a 10 minute call, on us. Give it a try! It's simple and fun.

Your mobile

Name

Your friend's mobile

Name

**GO**

[I can't find my country](#) | [We promise not to sell your info to anyone](#) | [Calling destinations](#)

What they're saying about Rebtel





## *Discuss: Some better examples*

- [twitter.com](https://twitter.com)
- [blogger.com](https://blogger.com)

## ***Task: Sketch a wireframe***

- Think of the *Deliverease* homepage
  - How will you explain the **proposition** of the site?
  - What could the **structure** of the page look like?
  - How can users **navigate** the site?
- 
- **Sketch a wireframe** of the page
  - **Annotate** with your comments
  - Start simple, then progressively layer on more detail



**15 min. Tea Break**