

## *2.2.7 Designing effective homepages*

# A bad example...



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- 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.

# Some recommendations for designing effective homepages:

- Show a clear **proposition message**: “What is this site for?”
- Show a clear **Unique Selling Point**: “What makes this site better than the alternatives?”
- **Call to action**: for priority tasks – make it clear what the user can do
- Create **clear entrypoints** into the site that consider different user needs (remember four modes of information seeking)
- **Actual content**: don’t provide abstract description of what the site will offer – provide excerpts of the actual content
- **Search box**: if you can provide a high-quality search do so: 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?



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Rebtel gives you international calls at local rates  
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United Kingdom ▼

+44

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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 other examples*

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