

# **ANALYSIS OF OLD WEB PAGES**

## ***1. ALTAVISTA (Netscape)***

Main problems:

- Too much text and links → The page has too many sections with too many links, making it difficult to find what is important.
- Lack of visual hierarchy → No clear focus, everything competes for the user's view.
- Unnecessary loads → Many secondary options (such as 'People Finder' or 'Usenet') distract from the main purpose: searching.

How to improve it:

- Leave the search engine as the most prominent element.
- Use fewer colours and fonts to make it easier to read.
- Reduce visible options to avoid distractions.

## ***2. TERRA***

Main problems:

- Too much information together → There are too many sections with small text and difficult to scan quickly.
- Lack of visual hierarchy → No one element stands out clearly, everything competes for attention.
- High cognitive load → Many options such as 'Chats', 'Forums', 'Mailing lists', etc., can overwhelm the user.

How to improve it:

- Make the search engine the main and most visible element.
- Use fewer colours and more legible fonts.
- Group sections better and eliminate secondary options to reduce distractions.

### 3. ICQ

Main problems:

- Too much information → There is too much text and links, making it difficult to read quickly.
- Lack of hierarchy → No clear order of importance of elements.
- Use of too many colours and sections → The colour palette and the number of areas make the page look chaotic.

How to improve it:

- Simplify the structure and highlight only essential elements.
- Improve the visual organisation with more white space.
- Remove unnecessary links and improve overall readability.

CONCLUSIONS:

These pages follow a very overloaded design typical of the 1990s and early 2000s. To improve usability, reduce the amount of information visible at once, improve the visual hierarchy and prioritise simplicity in design.