



IGN WEB PAGE REDESIGN

Nicole Lopez

PROBLEM STATEMENT

The IGN Wikis page feels cluttered with relatively little spacing between each element. In addition, the ads look too similar to the page's content resulting in confusion between what is actually important and what is not. Furthermore, the links don't look like they've been stylized at all, and I think that more can be done with them. Finally, the navigation menu and footer could use some beautification and cleaning up.

PROJECT GOALS

Redesign the IGN wikis page in a way that increases readability for viewers and further enhances the user experience.

USER RESEARCH

Good Experiences

- Content is grouped and displayed in an orderly fashion
- The main carousel is intuitive
- Ads look somewhat separate from the main content

Bad Experiences

- The style of the page is not consistent
- Barely any thought was put into laying out the footer
- The website is not responsive whatsoever

INTENDED FEATURES

- Modernizing the web page by utilizing whitespace
- Creating a more intuitive line of sight for viewers to follow down the page
- Adding more distinction between actual content vs. external ads
- Rearranging the footer content to add clarity

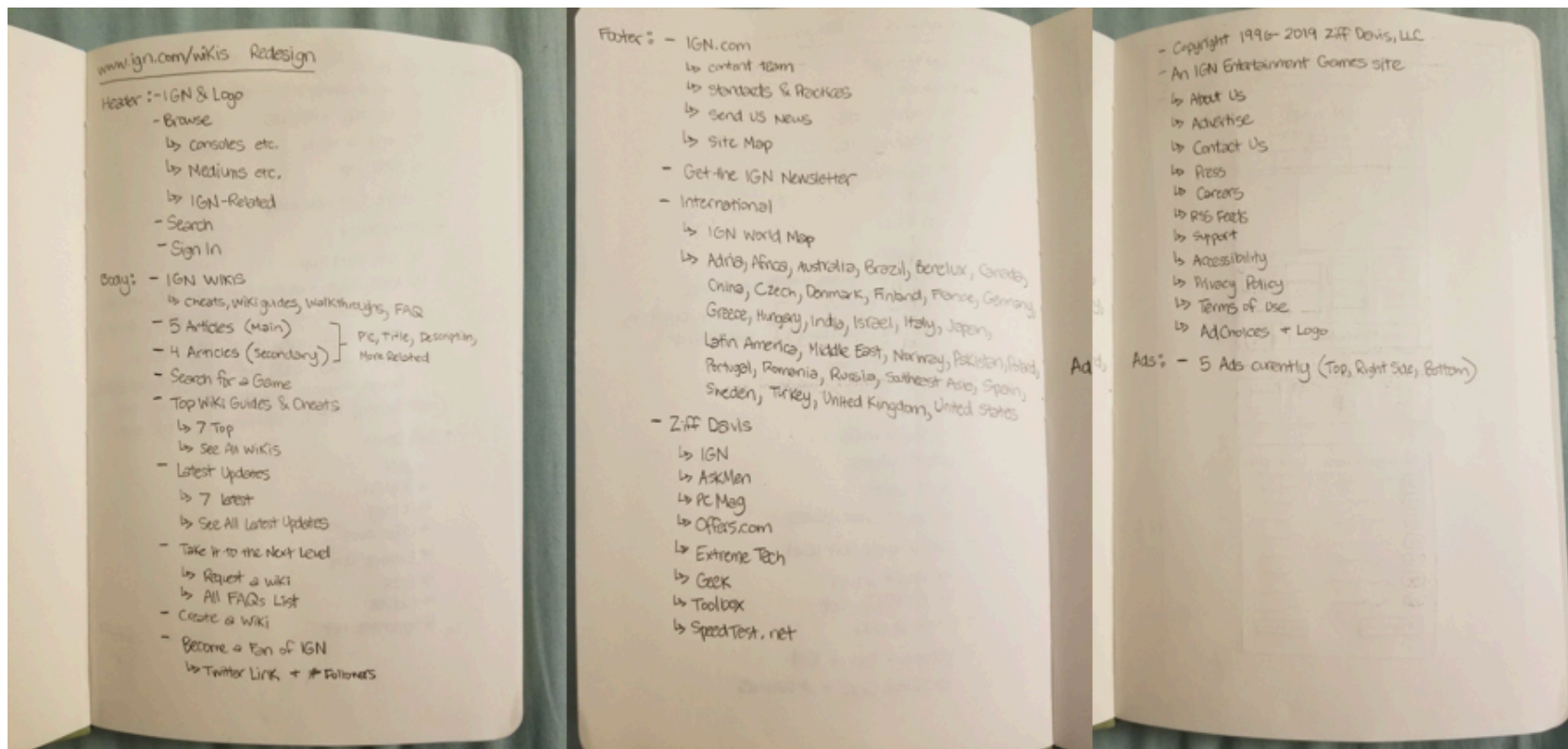
ORIGINAL WEB PAGE



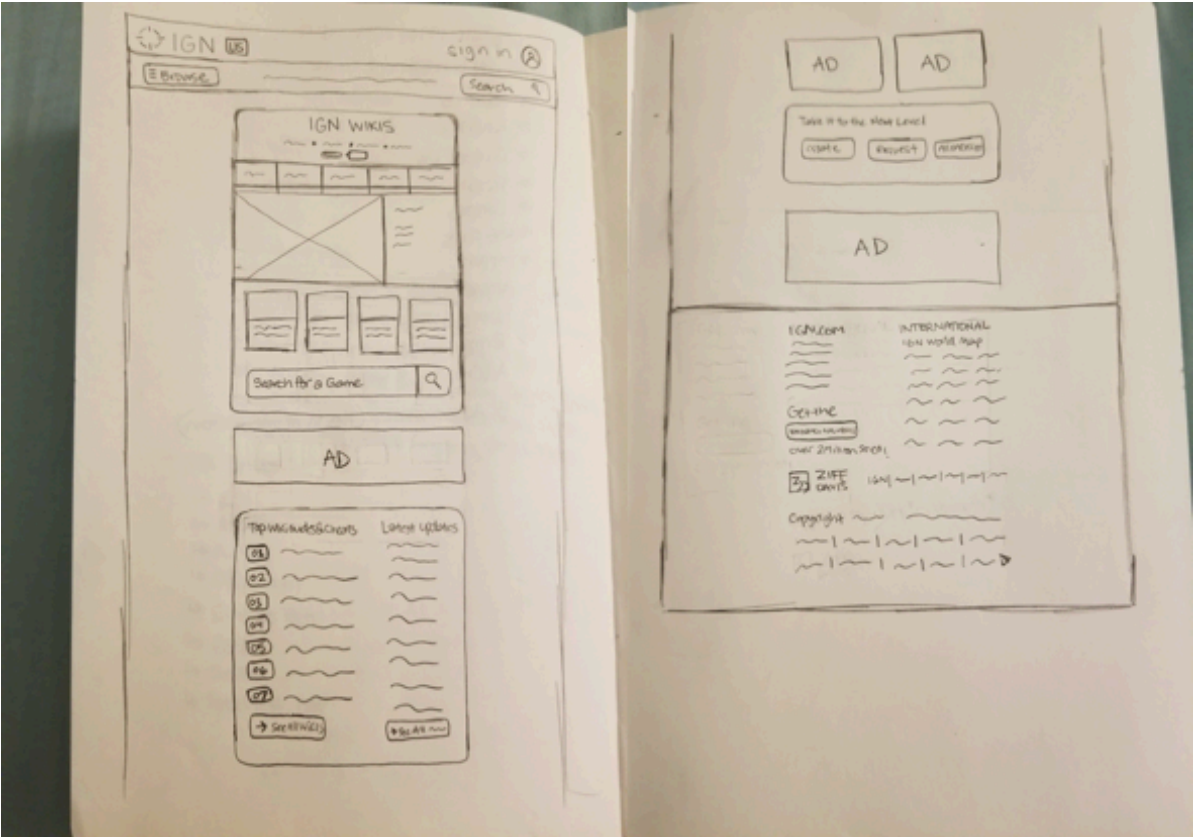
IGN WEB PAGE REDESIGN

Nicole Lopez

MAIN CONTENT LIST



SKETCHES



Nicole Lopez

Nicole Lopez

[Browse](#)

[Shows](#)
[Reviews](#)
[PS4](#)
[Xbox](#)
[PC](#)
[Nintendo](#)
[Movies](#)
[TV](#)
[Tech](#)
[Experts](#)

IGN WIKIS

CHEATS - WIKI GUIDES - WALKTHROUGHS - FAQ

[TOP WIKI GUIDES](#)
[WIKI GUIDES](#)
[WALKTHROUGHS](#)
[FAQ](#)
[REQUEST A WIKI](#)

Red Dead Redemption 3 Cheat Codes

View cheats

- Red Dead Redemption 3 Cheats
- Red Dead Redemption 3 Walkthrough
- Red Dead Redemption 3 FAQ
- Red Dead Redemption 3 Request

How to unlock Every Strong Ultimate Character

EFTS 3 Cheats

Little Alchemy 2 Cheats: All Combinations

Walkthrough: Mega Walkthrough

AD

TOP WIKI GUIDES AND CHEATS

01

[Wiki Guide 1](#)

02

[Wiki Guide 2](#)

03

[Wiki Guide 3](#)

04

[Wiki Guide 4](#)

05

[Wiki Guide 5](#)

[See All Wikis](#)

LATEST UPDATES

06/02/2021 just edited the "top name here" page on the "top page here"

06/02/2021 just edited the "top name here" page on the "top page here"

06/02/2021 just edited the "top name here" page on the "top page here"

06/02/2021 just edited the "top name here" page on the "top page here"

06/02/2021 just edited the "top name here" page on the "top page here"

06/02/2021 just edited the "top name here" page on the "top page here"

06/02/2021 just edited the "top name here" page on the "top page here"

06/02/2021 just edited the "top name here" page on the "top page here"

[See All Latest Updates](#)

AD

AD

TAKE IT TO THE NEXT LEVEL

[Create a Wiki](#)
[Request a Wiki](#)
[All FAQs List](#)

AD

IGN.com

Contact Team

Standards & Practices

Send us News

Site Map

Get the

[IGN Mobile App](#)

Over 2 Million Downloads

INTERNATIONAL

IGN World Map

[Africa](#)
[Australia](#)
[Brazil](#)
[Canada](#)
[China](#)
[Czech](#)
[Denmark](#)
[Finland](#)
[France](#)
[Germany](#)
[Greece](#)
[Hungary](#)
[India](#)
[Israel](#)
[Italy](#)
[Japan](#)
[Latin America](#)
[Middle East](#)
[Norway](#)
[Pakistan](#)
[Poland](#)
[Portugal](#)
[Romania](#)
[Russia](#)
[Southwest Asia](#)
[Spain](#)
[Sweden](#)
[Turkey](#)
[United Kingdom](#)
[United States](#)

IGN | Aviden | PC Mag | Office.com | ExtraMach | Games | ToolBox | SpeedTest.net

Copyright 1999-2019 Ziff Davis, LLC
An IGN Entertainment Games Site

[About Us](#)
[Advertise](#)
[Contact Us](#)
[Press](#)
[Careers](#)
[RSS Feeds](#)
[Support](#)
[Accessibility](#)
[Privacy Policy](#)
[Terms of Use](#)
[Ad Choices](#)

