What is The *Echo*?

- The Evening Echo was first published in 1969

- The newspaper is generally referred to as 'The Echo'

- It is a local newspaper, covering the South Essex area

- According to who.is, the domain 'echo-news.co.uk' was first registered in 2006

- There is a suggestion that The Echo did have a website prior 2006, however I've not been able to find evidence

Why Redesign?

- The website isn't responsive

- The website isn't optimised for high resolution display

- There is a mobile version of the website

- Content appears quite cluttered

- Uninspiring, common design - the layout is a template used on other websites
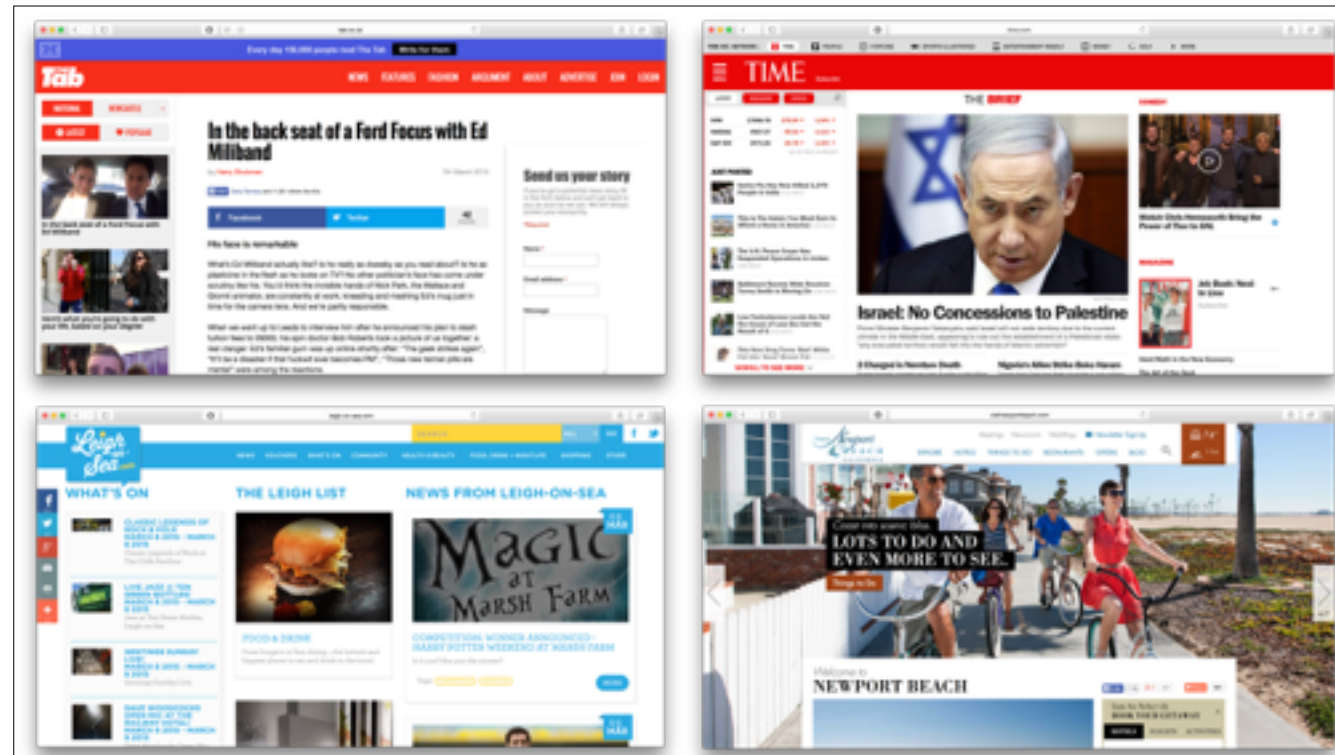
- There is very little ability for user interaction

http://www.southendstandard.co.uk
http://www.theargus.co.uk
http://www.bournemouthecho.co.uk
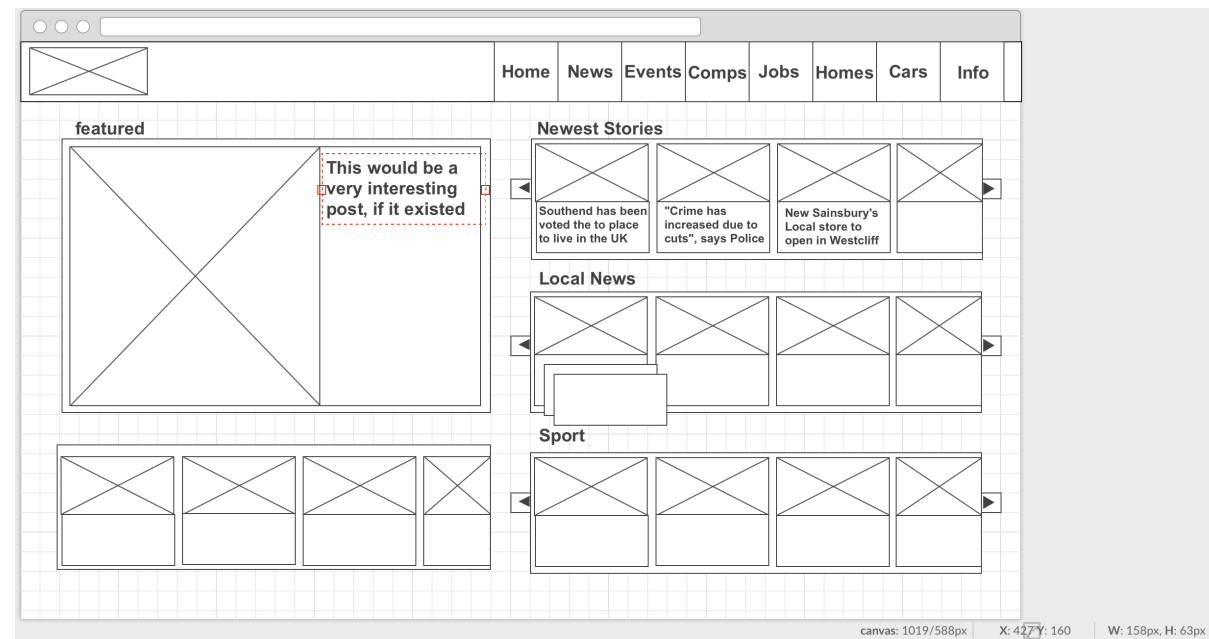*http://www.oxfordmail.co.uk*
http://www.banburycake.co.uk

- Typography is often overlooked on websites, despite making up the majority of content
- A big focus will be on the typography on the website, including how it is displayed and presented to the reader
- Colours will be neutral, possibly pastel-like in colour, though this is common on news websites
- The possibility of using 'visual' grids to display content will be used, common (in Windows 8)

Wireframes

Home | News | Events | Comps | Jobs | Homes | Cars | Info

featured

This would be a
very interesting
post, if it existed

Newest Stories

Southend has been voted the to place to live in the UK

"Crime has increased due to cuts", says Police

New Sainsbury's Local store to open in Westcliff

Local News

Sport

canvas: 1019/588px   X: 427 Y: 160   W: 158px, H: 63px

Wireframes

- Create a static (no wordpress) website as an outline

- Add 'real' stories to the site

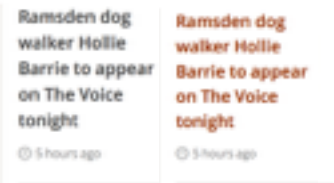- Look in to including weather and traffic information from an API

How do these principles apply to the ***Evening Echo*** website?

• *Visibility of System Status*

"The system should always keep users informed about what is going on, through appropriate feedback within reasonable time."

- *The current website works well at keeping the user informed, however there are improvements that could be made*
- *Improving links to news stories could be improved*
- *Those who have visual impairments may face issues*

Ramsden dog walker Hollie Barrie to appear on The Voice tonight	Ramsden dog walker Hollie Barrie to appear on The Voice tonight	**When the user hovers over the link, the only change is the colour of the text**
⏱ 5 hours ago	⏱ 5 hours ago	

• *Match between system and the real world*

"The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order."

- *If you take a look at the image on the right, it is a screen shot showing the "Most Popular Stories" on the website*
- *I don't think this is very clear, it could be styled differently e.g. to the other links on the home page*
- *A user may assume it is a numbered list that isn't clickable (the colours used could suggest it is plain text)*

MOST POPULAR STORIES

1. Crash blocks ma of Southend
2. Police investigat car chase from S Basildon
3. Man goes missin
4. Dog dies after it Leigh park
5. Southend's SX S cancelled at the
6. Mangetout re-op Churchill's site i
7. Woman attacked her own home... labour
8. Airshow cannot Southend: Orga