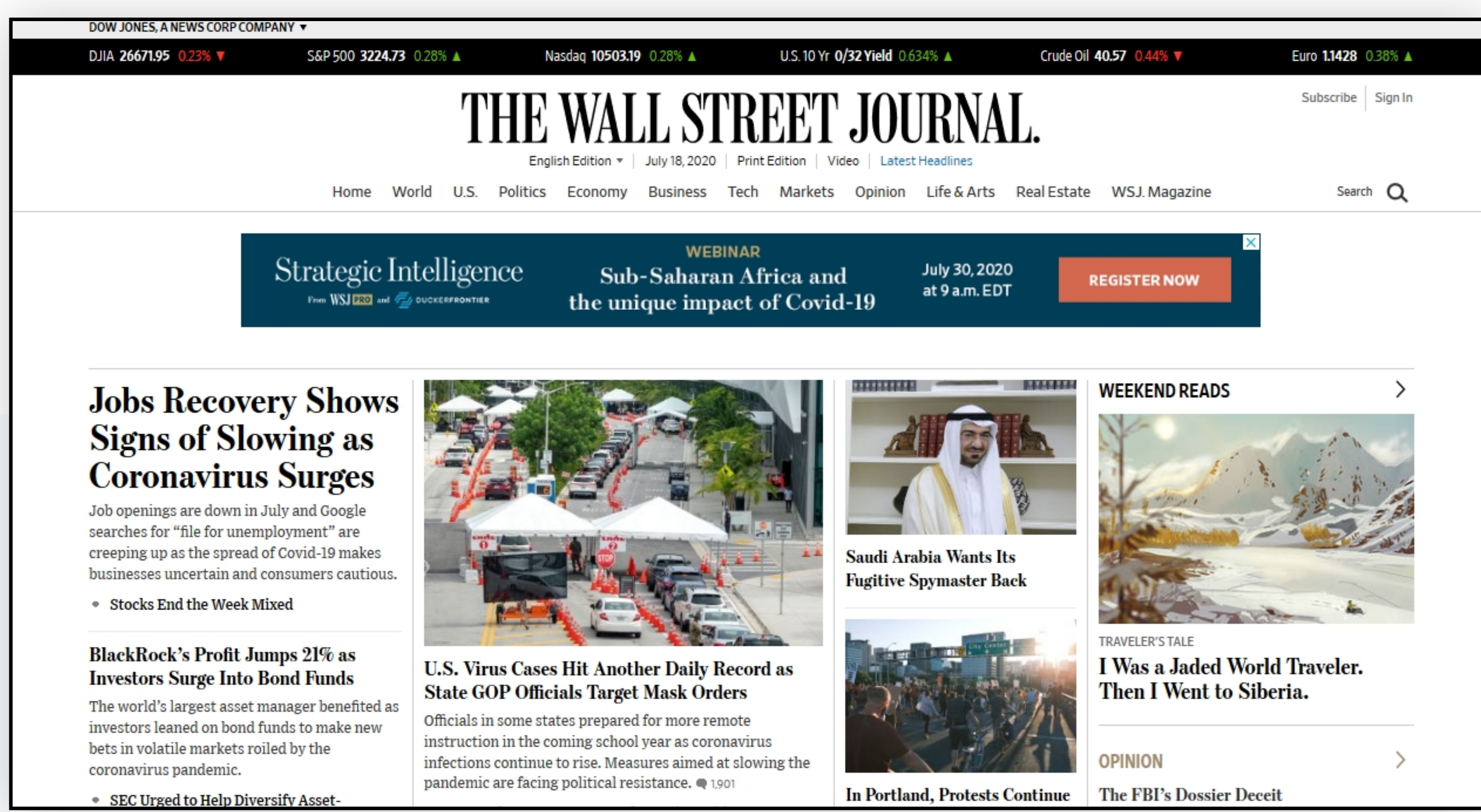


A Case Study on WSJ Website

~ By Aniruddha Pandey

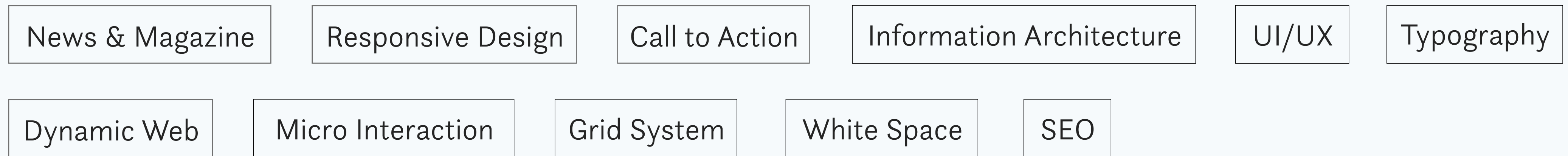


<https://wsj.com/>

The Wall Street Journal is a USA based News and Magazine publishing company from parent company Dow Jones. Their UI looks consistent in every page and represent their brand image quite well.

Keywords

The website incorporates all good practices that are specified using these keywords.



Colors

The color palette of WSJ totally justifies their newspaper background.



Features

Technical features that leverage the website experience.

- ✓ Use compression (gzip)
- ✓ Use CDN for all static assets
- ✓ Minify CSS and JS
- ✓ PWA best practices
- ✓ Lazy loading

Usability

A good UX gives a furnished look to the website along with a custom theme.

- ✓ Pay as you go and subscribe plan. Don't make things complicated
- ✓ Prioritize visible content
- ✓ Avoids landing page redirects
- ✓ Listing/distributive pages are not the only way to browse through all the articles
- ✓ Prevent layout shiftings when loading media
- ✓ Color contrast is satisfactory
- ✓ Use legible fonts

Mobile friendliness

The website is adequately responsive and optimized for mobile devices.

- ✓ Configures the viewport properly
- ✓ Content is sized correctly to the viewport
- ✓ Size tap target appropriately

Performance

The website startups quickly, assuring good feedback from user.