

Rationale: The motivation behind the homepage revamp for BING (<https://www.bing.com/>) was to enhance user-friendliness and streamline the website's navigation. Given that the homepage primarily serves as a gateway to the website's content, it needed a minimalistic approach. To obtain this, I decided to simplify the overall design, emphasizing a unifying color scheme by incorporating the color blue for the header, aligning it with the brand's logo to maintain visual consistency. This strategic choice aimed to provide a cohesive and visually appealing user experience. I also integrated the brand's name into the website, ensuring clarity for users regarding the site they are visiting and fostering a stronger association between the brand and its logo. In the previous design, the background frequently underwent changes, causing clashes with the site's overall aesthetic. For that reason, the redesign incorporates a simple, consistent background to enhance visual coherence and create a more pleasing user experience.

Item #1

Description: Header

Font: Arial 80px

Color: Blue

Alignment: Center

Media: Company Logo & Name

Interactivity: N/A

Item #2

Description: Search bar

Font: Arial 15px

Color: grey

Alignment: Center

Media: Text input

Interactivity: N/A