COMP 126

Final Project Checkpoint 1 - Project Definition Brief

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<https://www.verizonwireless.com/> - Website to be Upgraded

**Project Summary -**

We want to redesign Verizon Wireless’ home website to better improve its design, flow, and readability. The current website is not a terrible design by any means, but could definitely use some updating and renovation. Verizon Wireless is a huge telecommunications company that offers services and produces for customers across the nation; it is imperative that its website should match the company’s prominent influence in that industry. The website should be able to both clearly lead current customers to resources where they can continue to purchase new products or request help, and immediately entice new potential customers with a modern website design that speaks more for the company than the current one while offering a summary of everything Verizon does at a glance. We plan on redesigning two web pages on Verizon’s main domain, specifically the home page and the “plans” page, which we feel share common design problems and frustrations. With a new and updated design, we hope to attract more customers and retain old ones with a fresh makeover of the company’s face.

**Project Goals -**

1. **Improve readability and flow of the website -** the current homepage of Verizon’s website is dominated by a huge image/video section that wastes a lot of space; there are bars that serve little purpose other than to advertise shipping deals, and highlighted offers are full of text and overwhelming. We will make better use of the space available by simplifying certain aspects, reducing the size of some elements, and following a more natural reading flow.
2. **Incorporate a better color scheme -** Verizon’s current website only makes use of two colors: white and black. While these two colors are good contrasts, it becomes bland extremely quickly. Luckily, Verizon also has red in its logo. With another color added to the overall color scheme, the website can be diversified with more color while taking advantage of one of the Verizon logo’s most noticeable features (the red check). As a result, not only will the website be black and white, but it will have elements of red to mix things up as well, constantly reminding customers which brand and which website they are visiting.
3. **Improve navigation -** the current navigation bar is oddly bunched up to the right side of the website when there is plenty of space near the middle of the website. Instead, it is stacked in a two row layout that busies the upper-right hand side of the page. Hovering over each link in that bar reveals a horribly huge dropdown menu that stacks links instead of utilizing horizontal space. The huge vertical dropdown list takes up a significant amount of space and interrupts the website background, ruining the website’s flow. Improving the navigation bar by actually using space, and perhaps shifting it to a vertical navigation bar to instill creative sensation, would greatly improve the website.
4. **Keep it simple** **-** the main idea that we want to keep consistent throughout the website is keeping everything simple and clear. We want to eliminate blocks of text that, while very descriptive, are busy and crowd the website. We want to retain a good sense of modern design by making use of images, but not to the point where it is the only thing on the screen. We want to place website elements where they should naturally be and will be easy to find.

**Target Audience Profile -**

Verizon is a very well-known company that has a brand value of 94.6 billion US dollars. It is crucial for their main website to be easily accessible, easy to use, easy on the eye, and overall a smooth experience for visitors. The age of which people get phones with Verizon is getting younger, but the target audience for the website is primarily adults, however the website will definitely be attracting young people as well. We estimate the age range of most frequent visitors of the website to be 18+.

Having an organized layout and a website that is easy to navigate is crucial for audiences that are 18+, as visitors who use Verizon will want to have the simplest way to learn more about the company/their policies, browse phone plan options, and browse products that they offer. As Verizon is used by a great number of people, it is important that we create a web design that will keep customers returning, providing growth opportunities for the company.

It is also likely that the target audience will be visiting the website from mobile devices, so it is equally important that the mobile page is responsive, has a good looking color scheme, and can be maneuvered around with simplicity. With an audience of 18+, we feel as though it is most important to make the website easy to navigate and easy to read, as older people, especially when shopping for phones and phone plans, want the process to be effortless without headache.

**Messages to Convey -**

When accessing the current website for Verizon, you can see several large images with text that is off center and rather jumbled. Our goal in fixing this website is to convey the message that Verizon is the best place to buy a phone/phone plan, and it is also the place to do so with no hassle, and no difficulty finding the purchase that is right for the customer. As websites are so heavily used, we want this website to tell the story of an improved interface that values intuition, directness, and clarity to make the visitor’s experience direct and to the point. Rather than trying to pin Verizon on a higher pedigree than its competitors, we want to convey the products that Verizon has to offer in a way that keeps customers returning and draws customers away from competitive websites that are not as well designed.

**Competition and Comparables -**

Obviously, as Verizon is the massive company that it is, there are several other wireless communication competitors that have very well designed websites. AT&T, a competitor in the same telecommunications industry, has a website that achieves most of the goals we want to achieve with Verizon’s (<https://www.att.com/>). Their website makes better use of a varied color scheme by incorporating black, white, and blue throughout their design. The elements in their navigation bar is centered and not bunched up, and there are no immediate large blocks of text that puzzle the viewer and draw attention away either. Any bars that are present highlight important deals and are in clear view, instead of an obscurely placed bar that highlights shipping deals. However, there are some aspects that our design will incorporate better; AT&T’s website still has a large image that dominates the screen, which is something we want to avoid. We would prefer to incorporate useful navigational elements or quick links alongside an impactful image to better use the space offered. Their navigation bar also has no dropdown lists, which, while unobstructive, can lead viewers to be confused as to where their specific needs are located; we want to eliminate any risk of that with a unique navigation system.

Sprint is another competitor that has an exemplary website. Their website, like AT&T, makes good use of their color scheme to make the page more attractive. They also have all of their components spaced out evenly, with enough white space to draw the attention of the visitor to their different products and plans. The products and plans on the Sprint website are also laid out in a way that makes it easy for a visitor on the site to pick what they want, and continue on from there with the click of a button. In addition, Sprint has their navbars centered properly, which catches the eye of the user and, again, makes their selection process easier. Lastly, the different sections on the Sprint website are organized in rows horizontally, and are placed one on top of the other, which is the exact design/structural scheme that we hope to implement into Verizon’s website. Sprint’s website: <https://www.sprint.com/>