moz://a

Global Nav + Homepage Research

February 1

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Global Nav Research

Amnesty

amnesty.org

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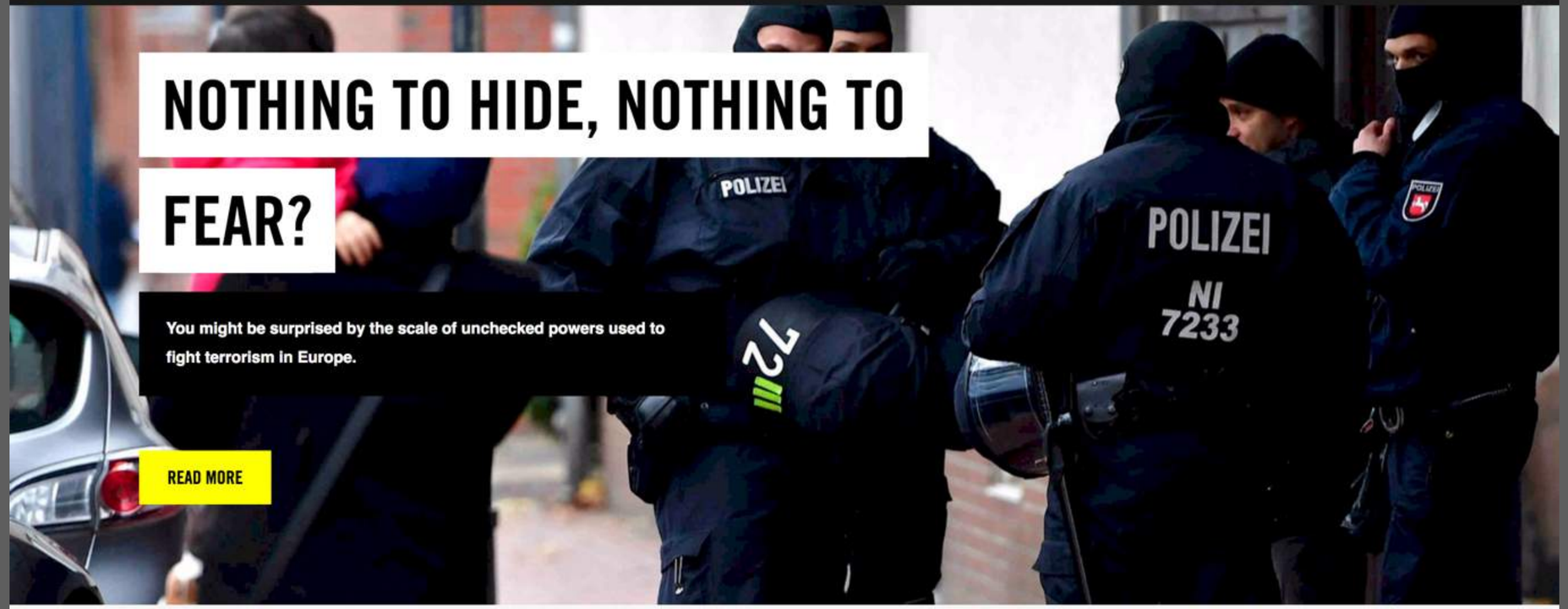

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https://www.amnesty.org/en/who-we-are/

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WHO WE ARE

WATCH VIDEO

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Amnesty International is a global movement of more than 7 million people who take injustice personally.

https://www.amnesty.org/en/who-we-are/

“

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TAKE ACTION | JOIN | VOLUNTEER

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USA: Commutation for Chelsea Manning, long overdue positive step for human rights

NEWS

EU: Orwellian counter-terrorism laws stripping rights under guise of defending them

CAMPAIGNS

Chelsea Manning: 'Why speaking out is worth the risk'

! CAMPAIGNS

Left out in the cold: refugees brave winter on the Greek islands

NEWS

As world prepares for Trump, leaders at Davos must reject politics of fear and division

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- Contact Us
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- Take Action
- Volunteer

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- Campaigns
- Research

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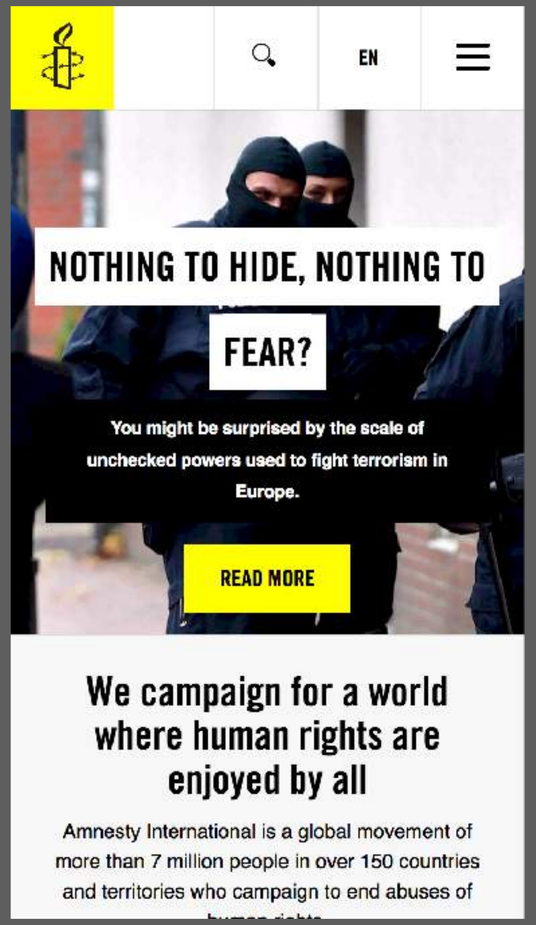
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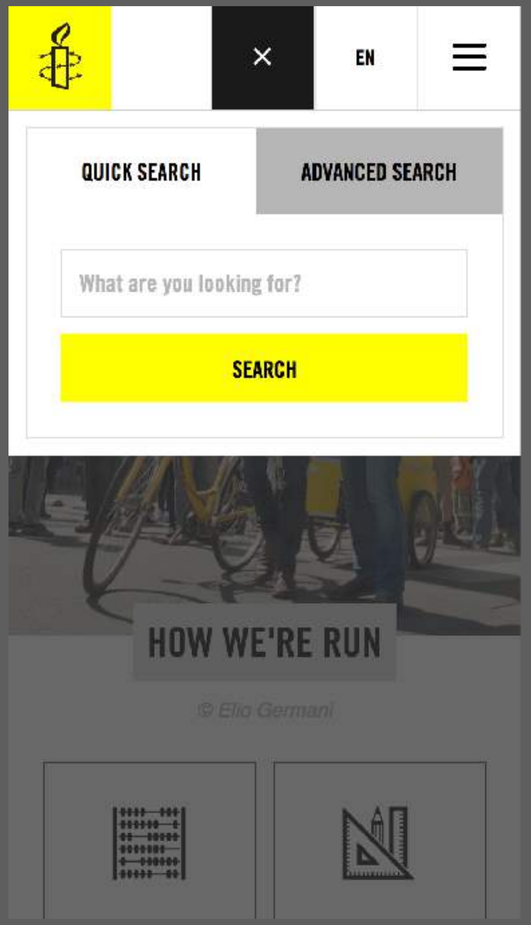
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QUICK SEARCH
ADVANCED SEARCH
What are you looking for?
SEARCH
HOW WE'RE RUN
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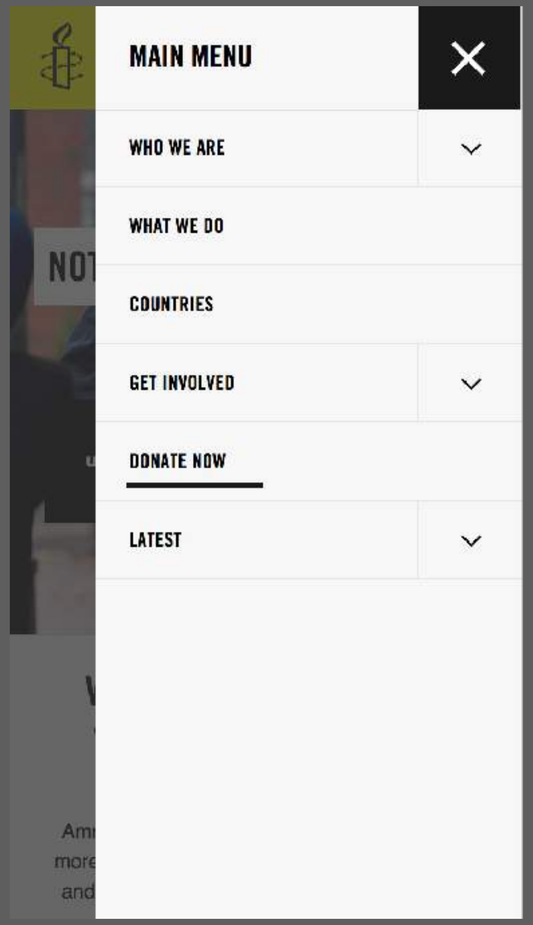
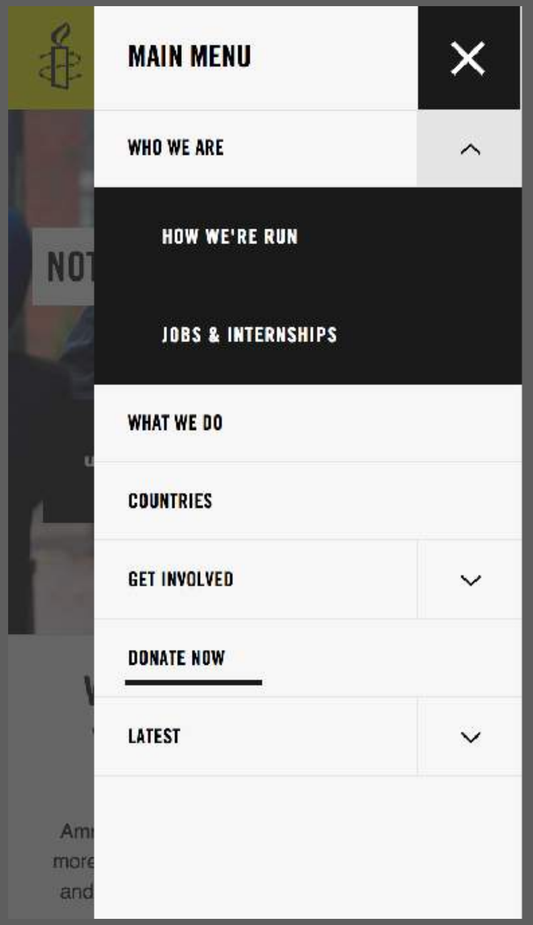

MAIN MENU
WHO WE ARE
WHAT WE DO
COUNTRIES
GET INVOLVED
DONATE NOW
LATEST


MAIN MENU
WHO WE ARE
HOW WE'RE RUN
JOBS & INTERNSHIPS
WHAT WE DO
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DONATE NOW
LATEST

amnesty.org

Pros - Desktop

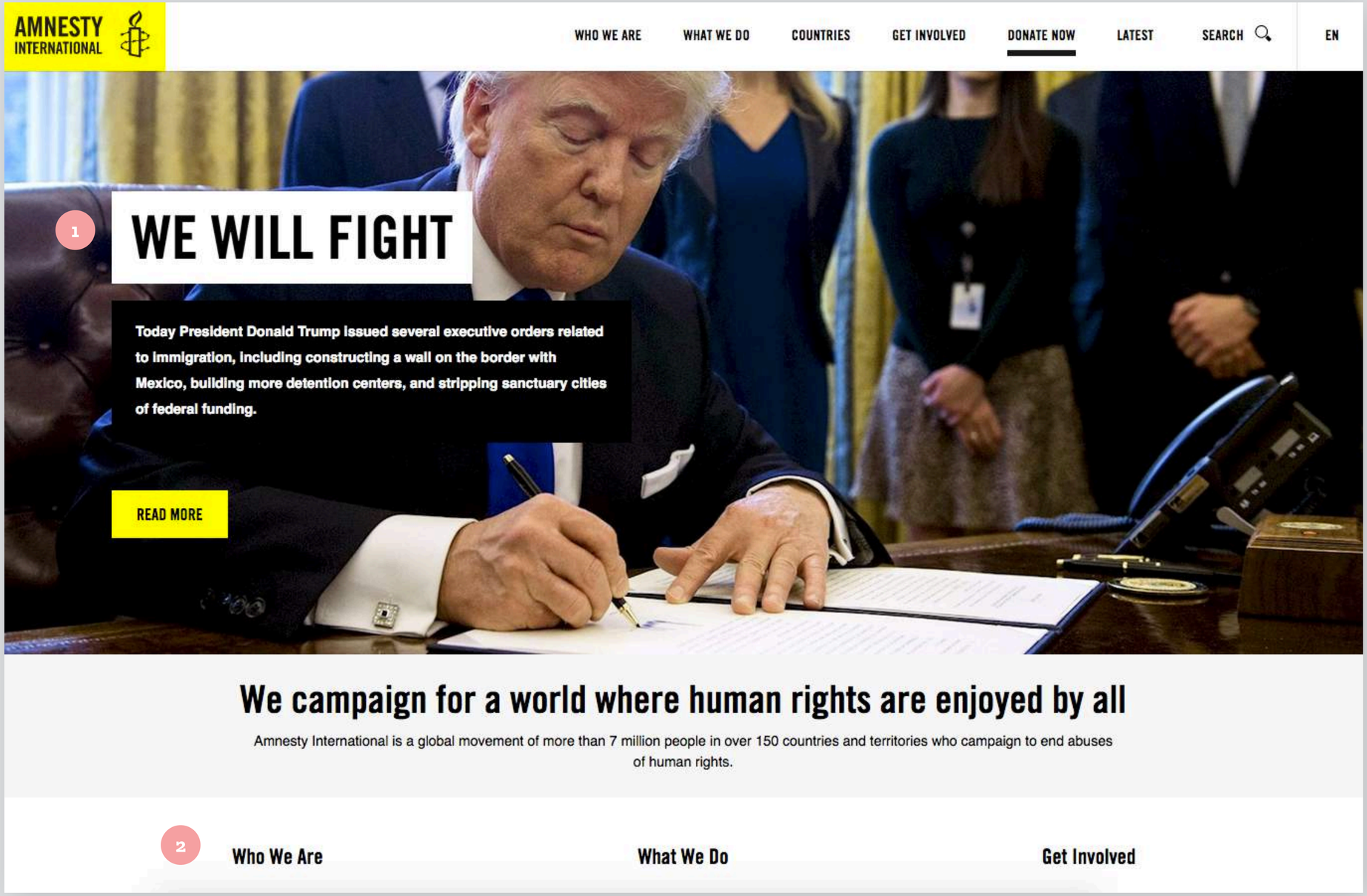
- A prominent navigation provides a focus and clear way finding through the site
- Clear bucketing helps user understand key topics and sections of the website
- Drop down, sub navigation lays out a clear narrative that is easy to follow – also serves as breadcrumb through site
- Footer mirrors tasks available in main nav and adds quick access to deeper links within the site
- "Donate Now" lightly featured and easy to find

Pros - Mobile

- Robust implementation that provides an immersive experience
- Clear path to search
- Quick, decisive animation
- Easy to understand taxonomy

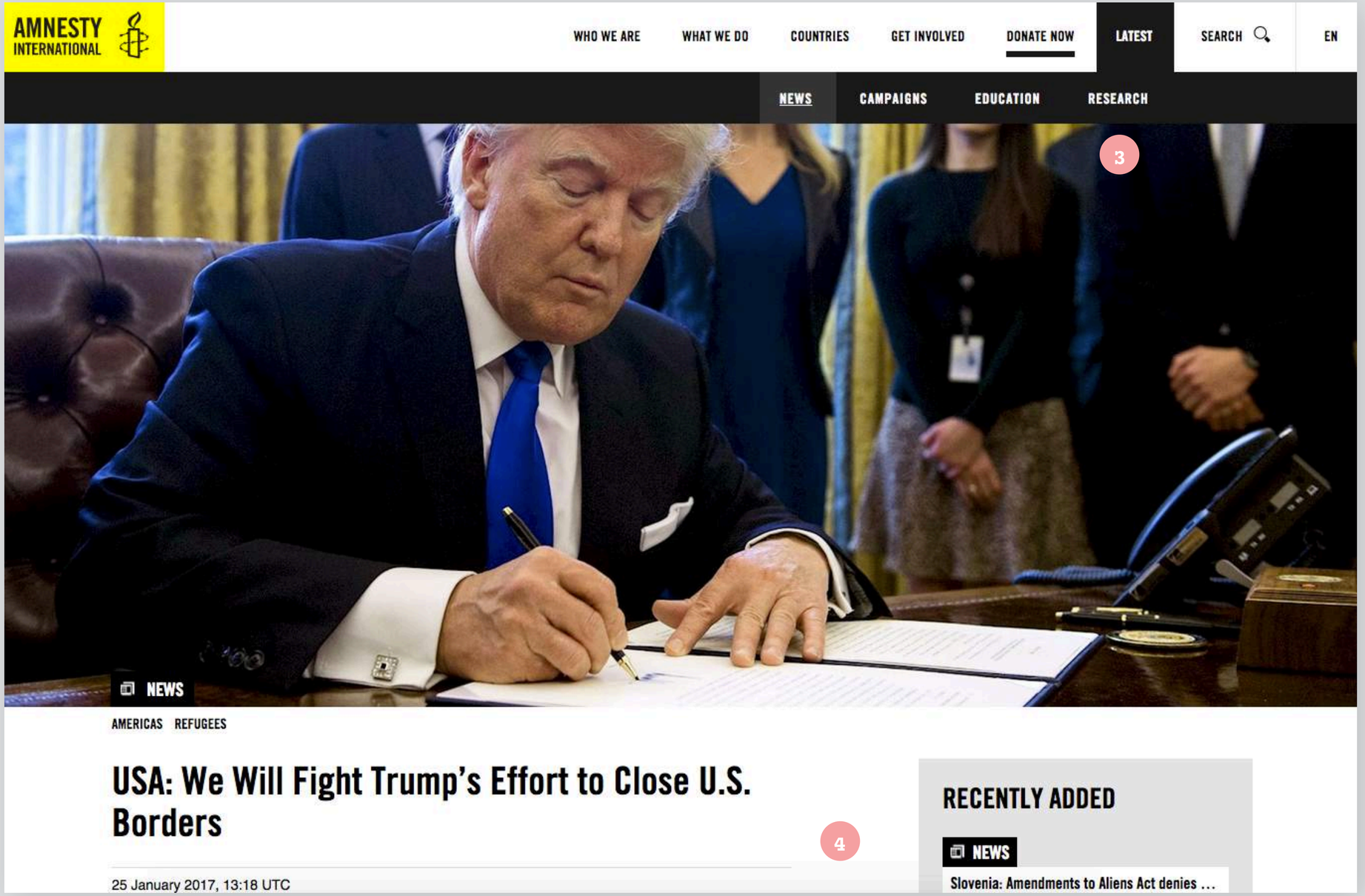
Home Page Research

Amnesty



1. Very even + consistent tone. Setting stage for issues important to the org.

2. 3 content areas reinforced above the page fold + prioritizes core areas of navigation,



3 Upon click, drawer reveals secondary content breakdown

4 Underneath the news story there is opportunity for site-generated content to surface based on category

5

We campaign for a world where human rights are enjoyed by all

Amnesty International is a global movement of more than 7 million people in over 150 countries and territories who campaign to end abuses of human rights.

6

Who We Are

Since 1961, we've been helping people claim their rights across the world.

READ OUR STORY

What We Do

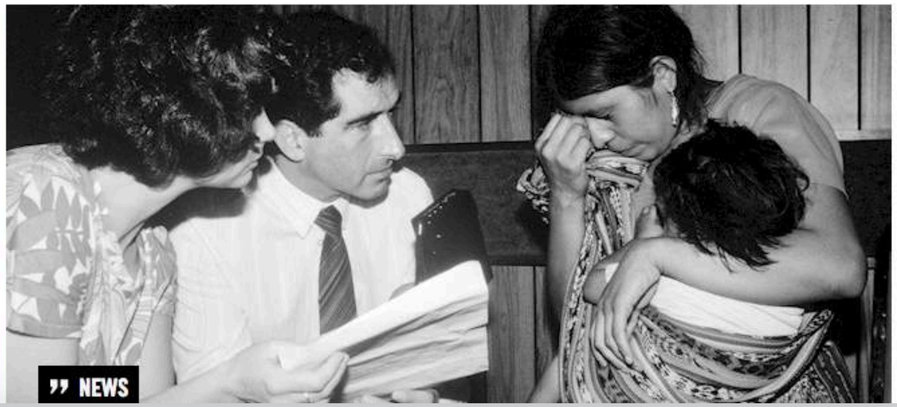
From the death penalty to free speech, we protect people's human rights.

BROWSE THE ISSUES

Get Involved

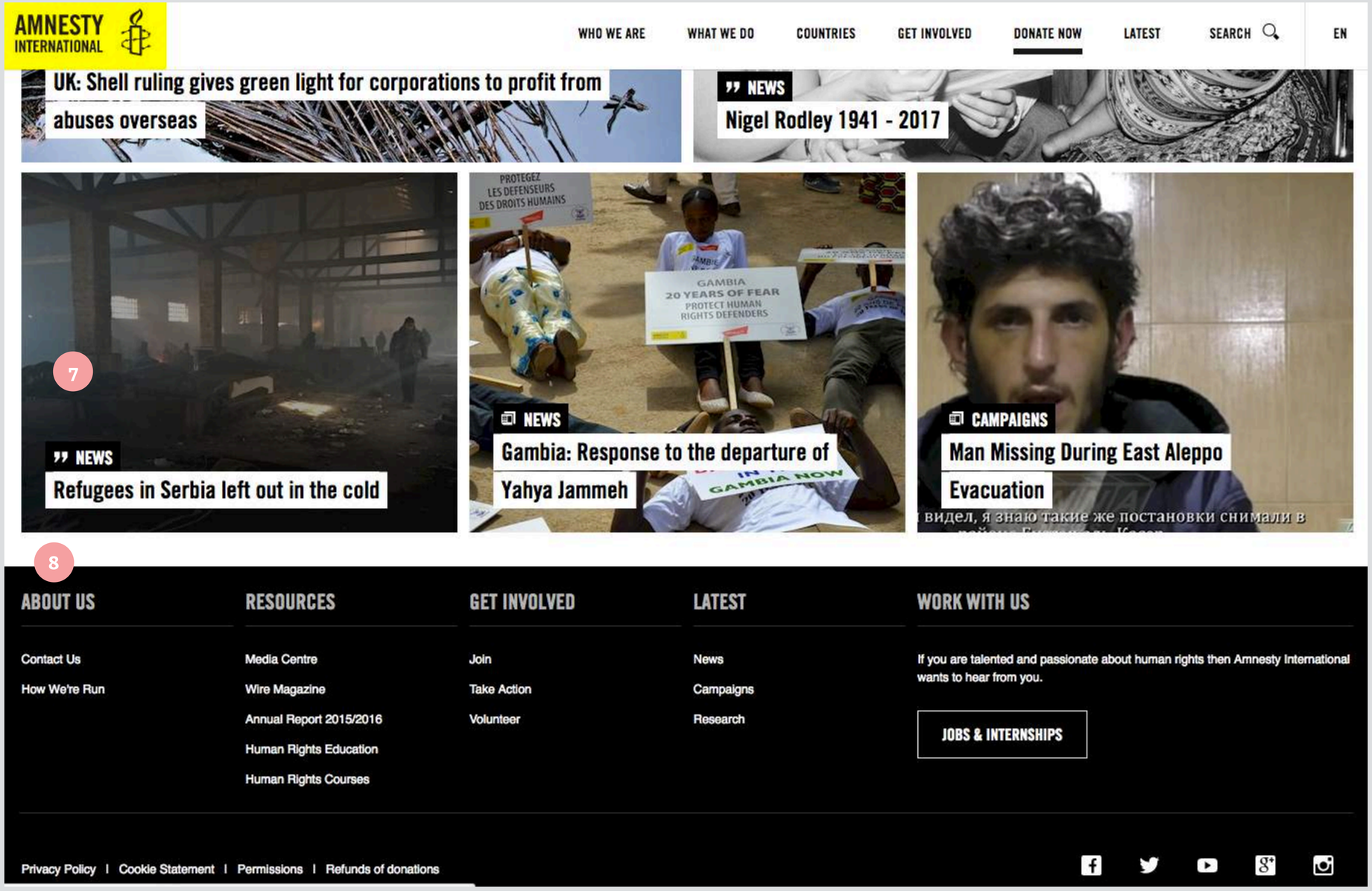
Write a letter, volunteer, donate… and speak out against injustice worldwide.

TAKE ACTION



5 Brings mission to the forefront. As a user, the better I understand you as an org the better I will understand the content you promote.

6 Top three columns provide specificity to content and intrigue user to engage deeper. Surfacing content in paragraph draws user in



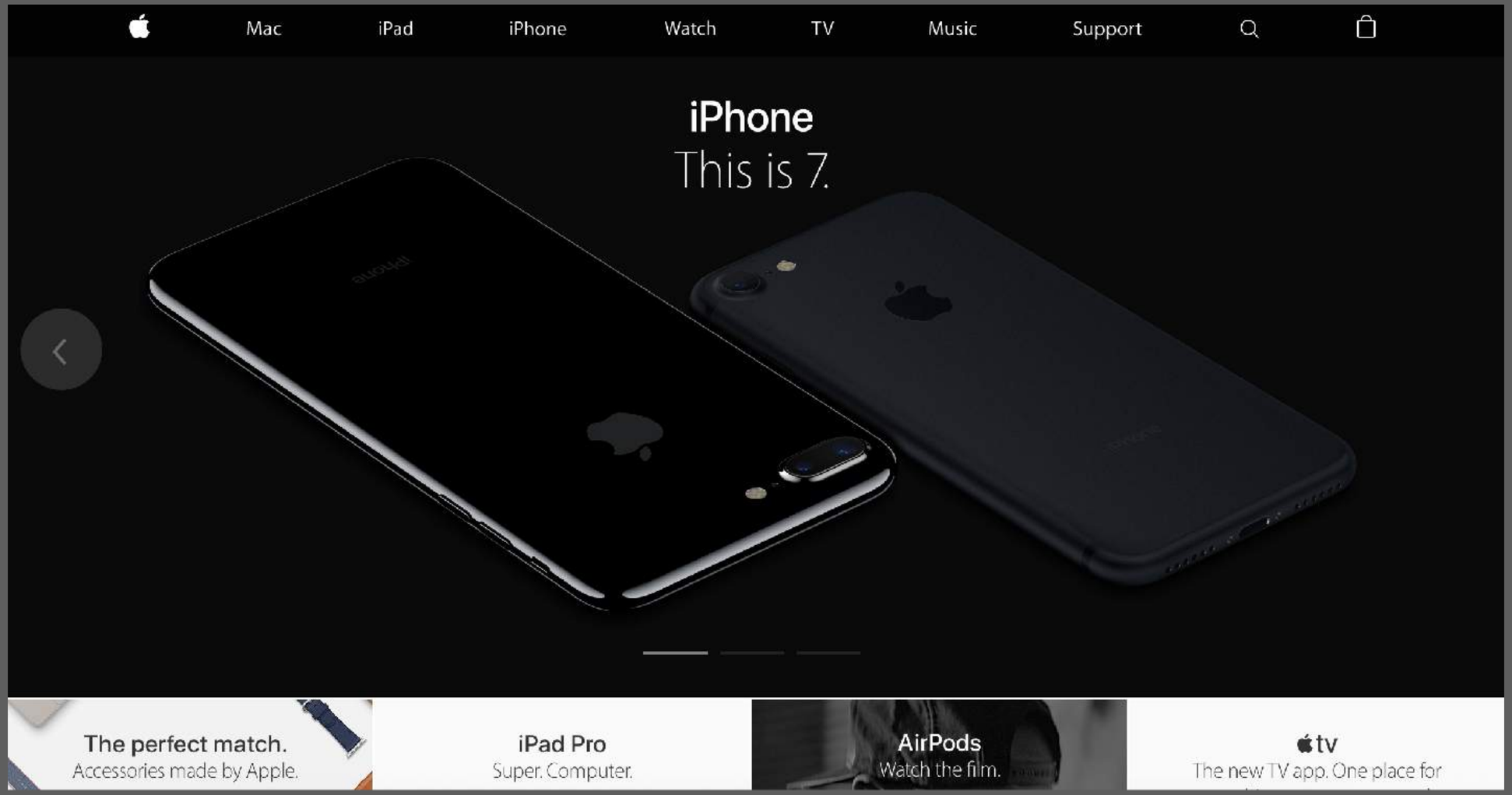
7 News section allows for an intersection between audience types. There is a content blend that is intuitive to the users and grouped by article tags. Opportunity to show full scope of what the org does

8 Complex footer ties together journey established primary navigation

Global Nav Research

Apple

apple.com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The perfect match.
Accessories made by Apple.
iPad Pro
Super. Computer.
AirPods
Watch the film.
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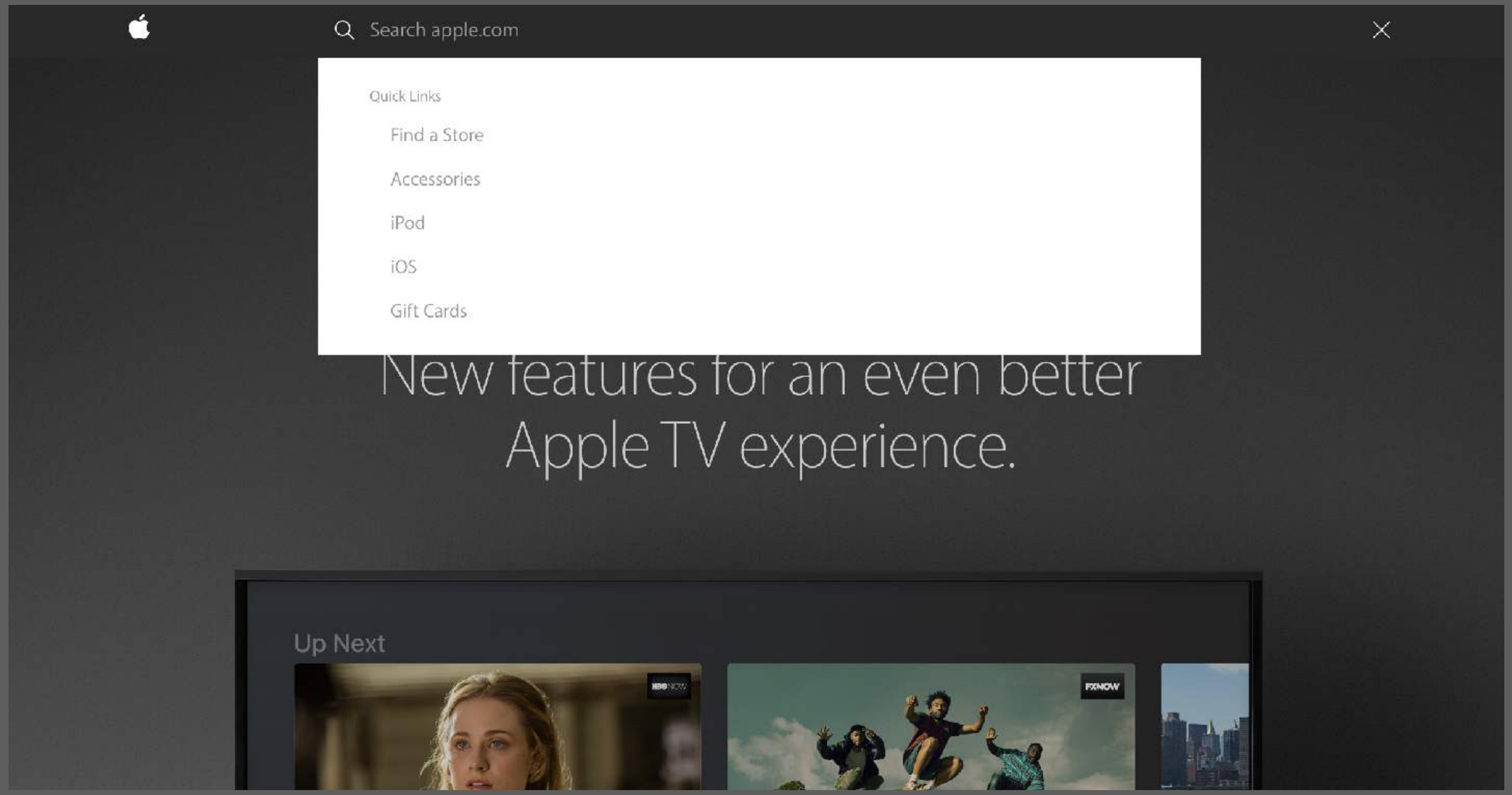
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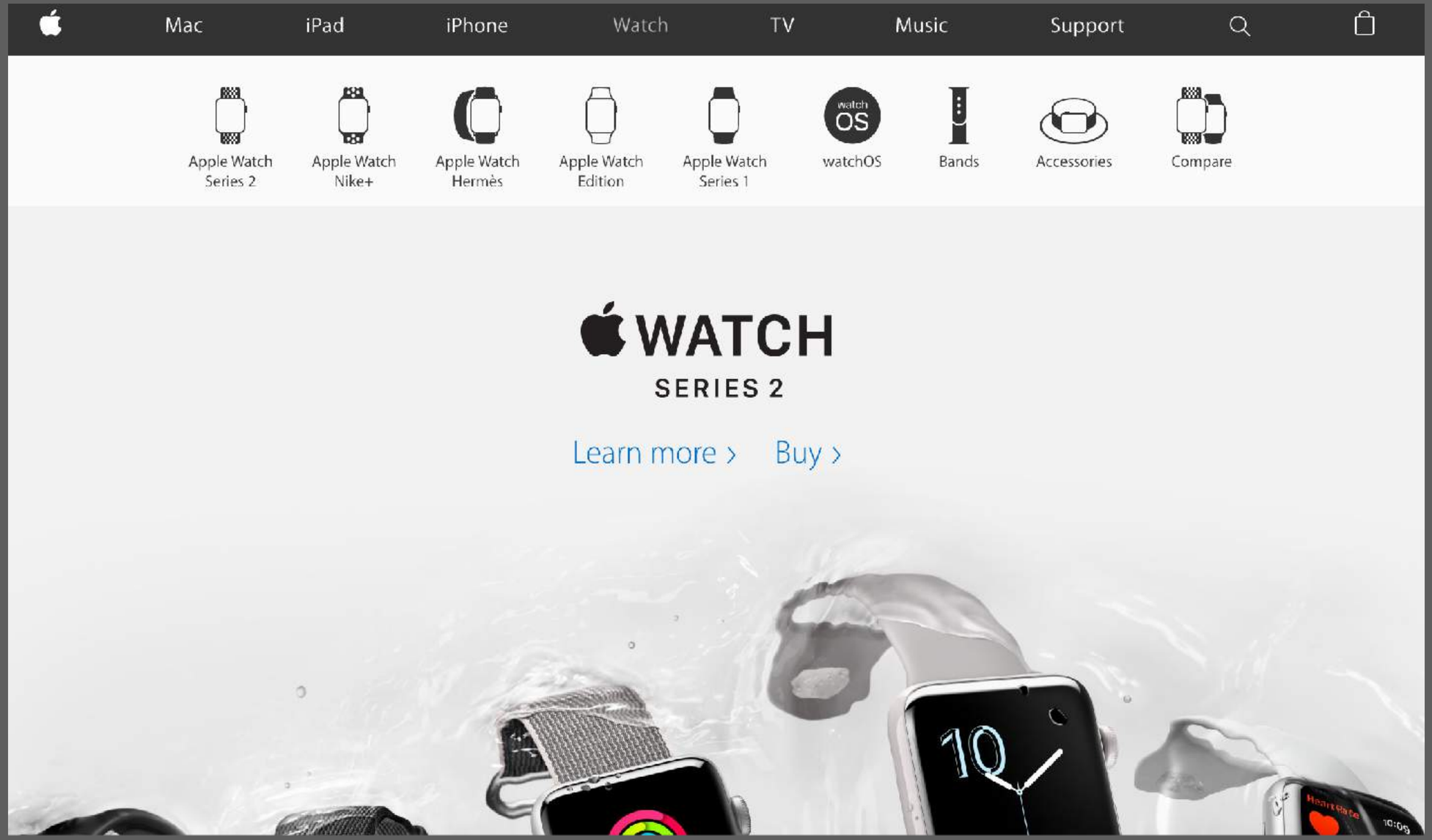
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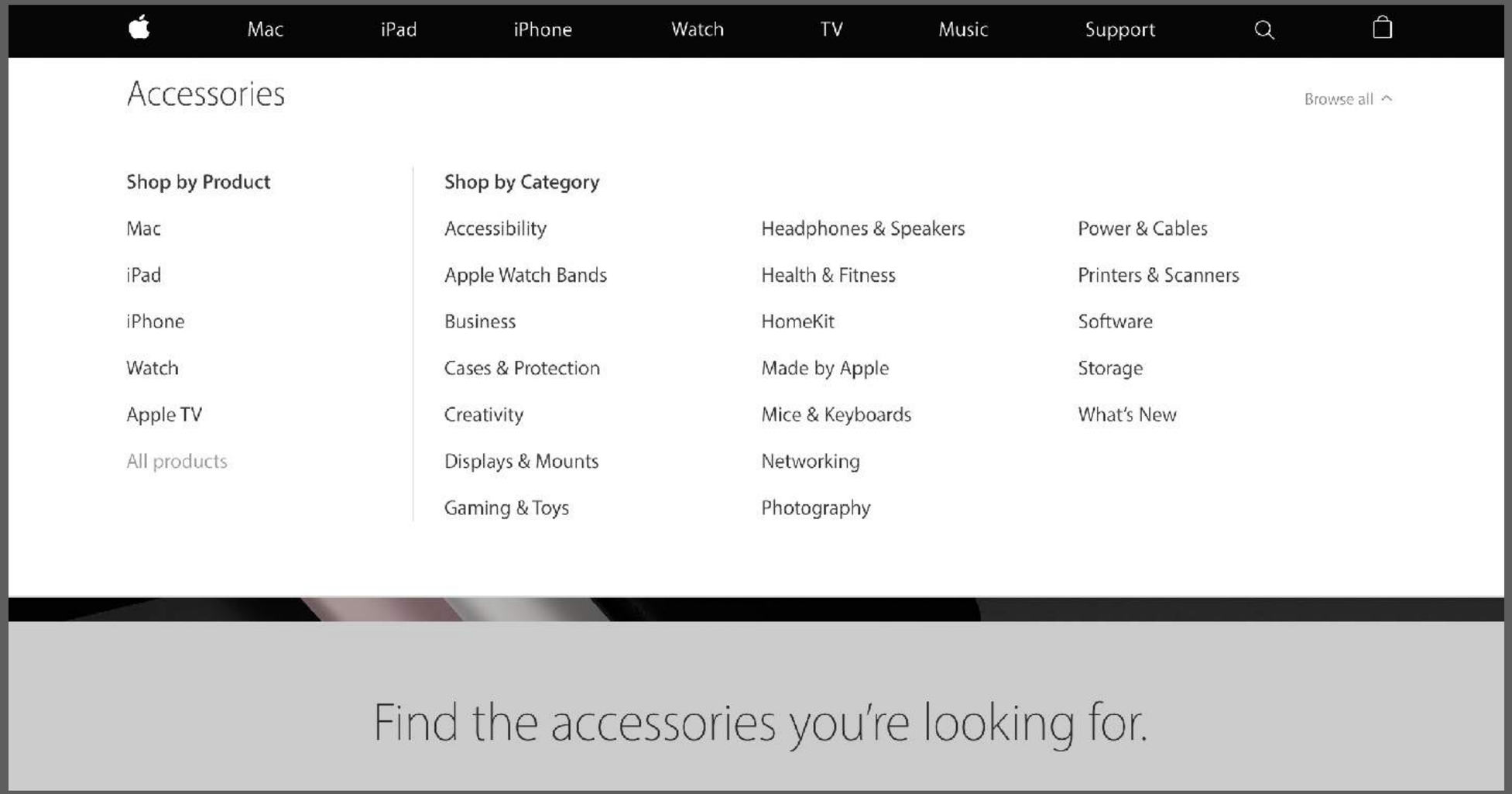
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Support
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Accessibility
Apple Watch Bands
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Headphones & Speakers
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Mice & Keyboards
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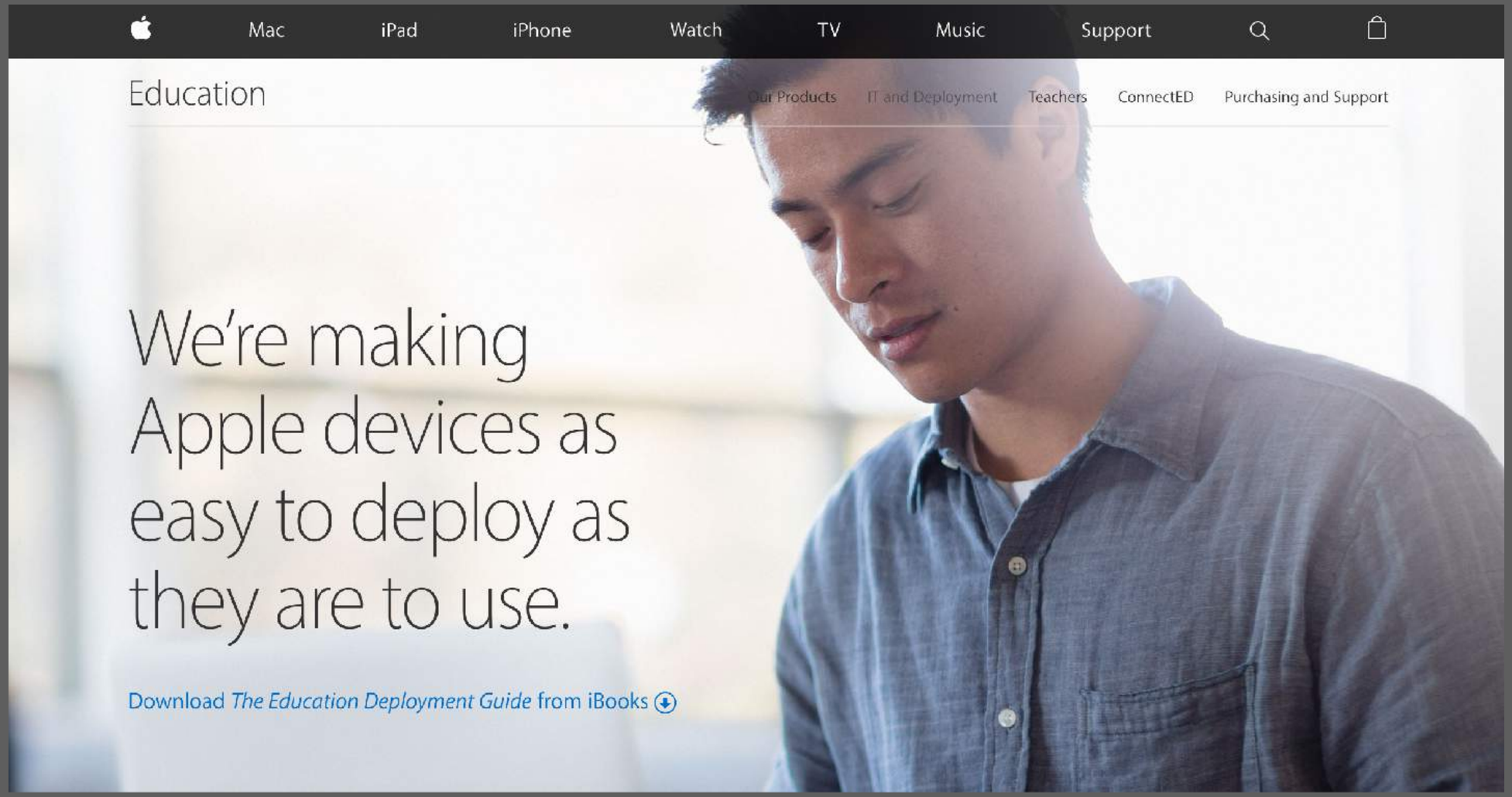
Power & Cables
Printers & Scanners
Software
Storage
What's New
Find the accessories you're looking for.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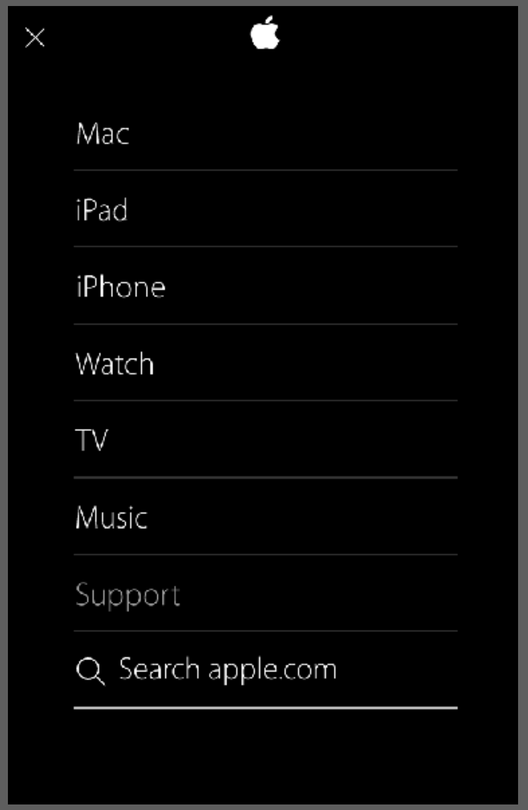
iPhone
This is 7.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Support
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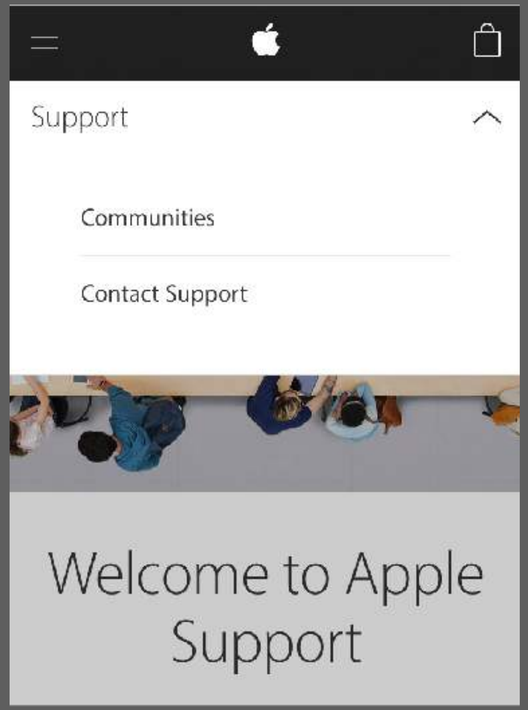
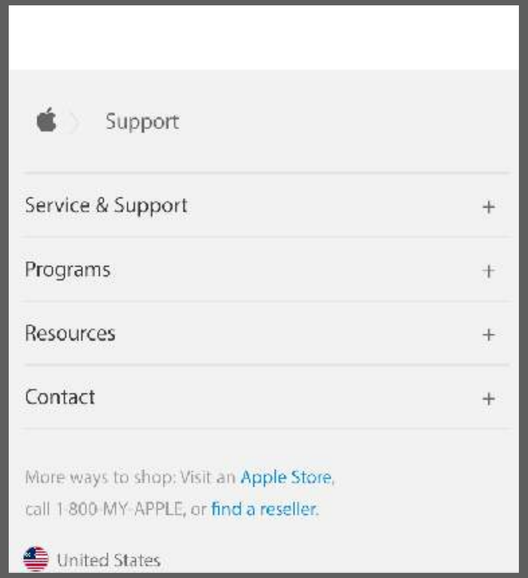
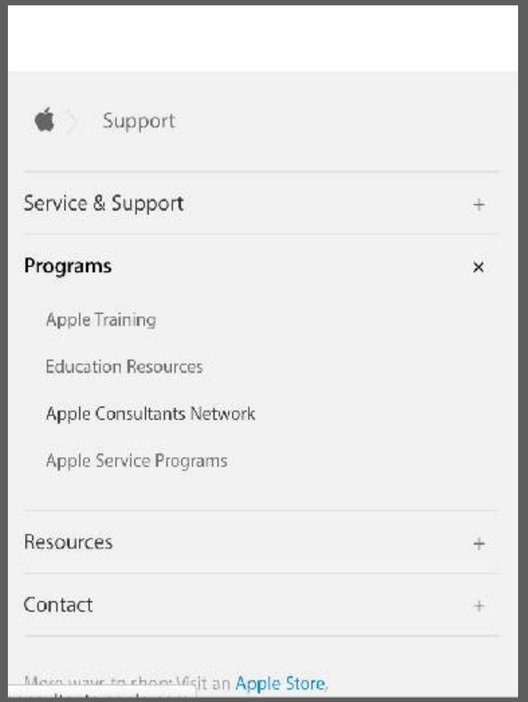

Support
Communities
Contact Support
Welcome to Apple Support


Support
Service & Support
Programs
Resources
Contact
More ways to shop: Visit an Apple Store,
call 1-800-MY-APPLE, or find a reseller.
United States


Support
Service & Support
Programs
Apple Training
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Apple Consultants Network
Apple Service Programs
Resources
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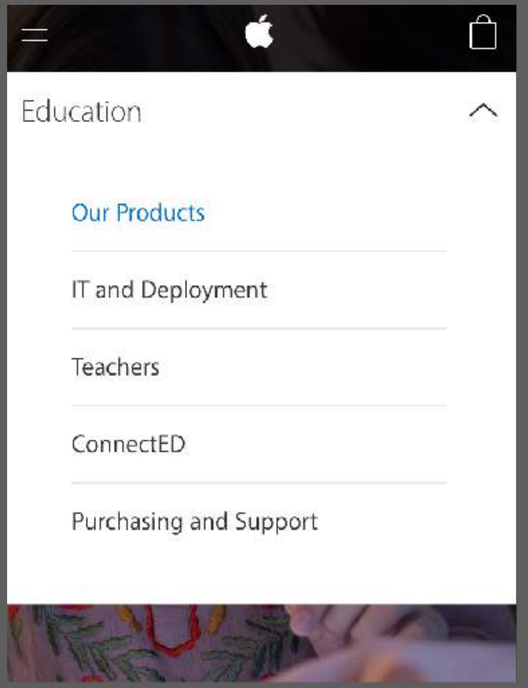
Apple Store.


Education
Our Products
IT and Deployment
Teachers
ConnectED
Purchasing and Support

apple.com

Pros - Desktop

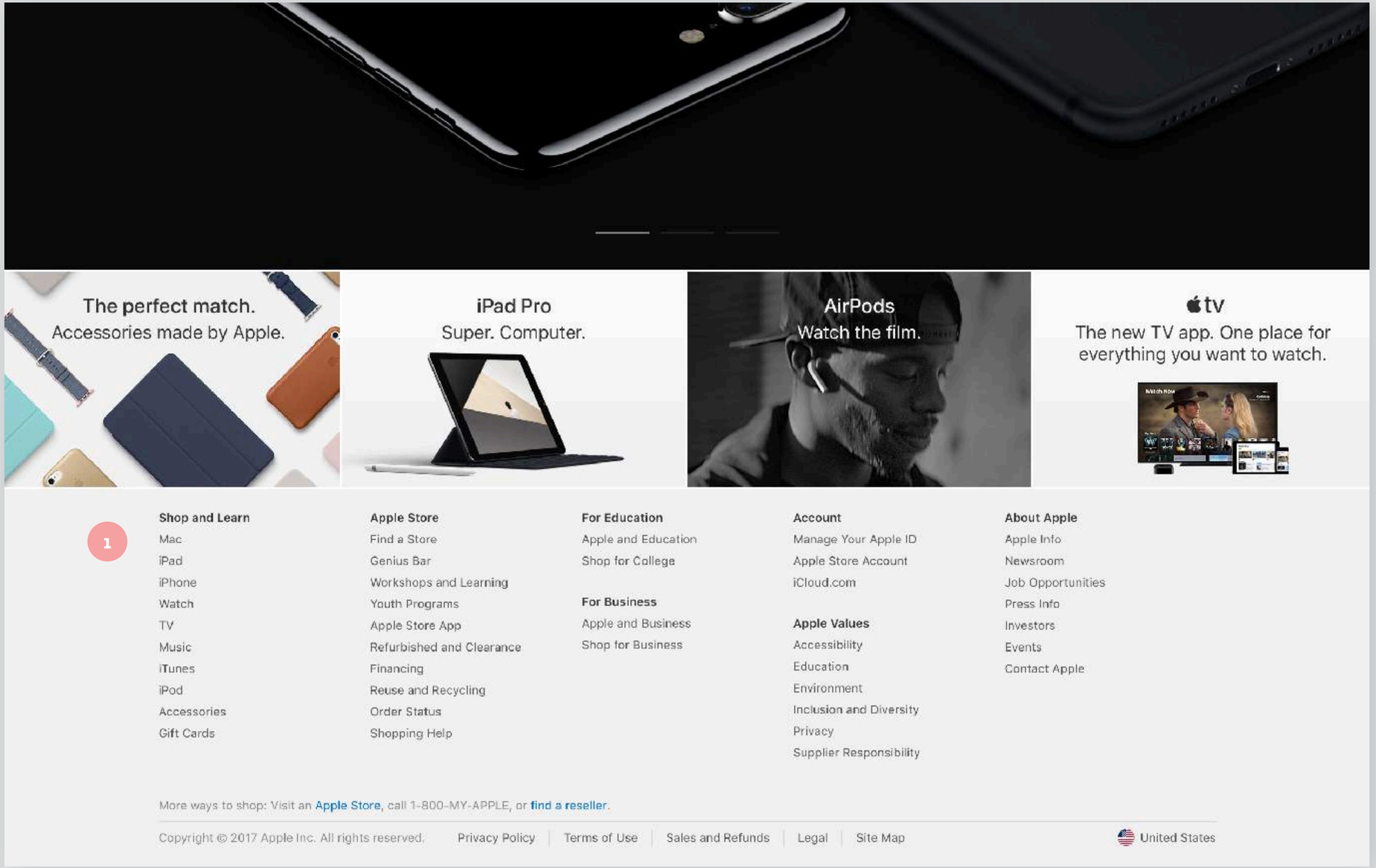
- Top tier navigation provides clear organization to the content
- Once a category is selected, top tier navigation scrolls away as 2nd tier navigation remains sticky though the experience allow for easy access within the vertical
- Lightweight navigation design, provides enough hierarchy without distracting from the content on the page
- Easy access to global search
- Footer acts as a sitemap

Pros - Mobile

- As you scroll the menu automatically collapses navigation accordion and navigation bar
- Accordion functionality for footer plus breadcrumbs
- Very clean navigation styling throughout, variance in color block and transparency
- Primary navigation collapses and secondary appears on click

Home Page Research

Apple



1 Footer is used here to support the content of the site

A very simple paired down approach that drives navigation through a robust navigation.

2

Content contained to area established by hero slider drives users to specific content

Area to engage with users on a highly visual level

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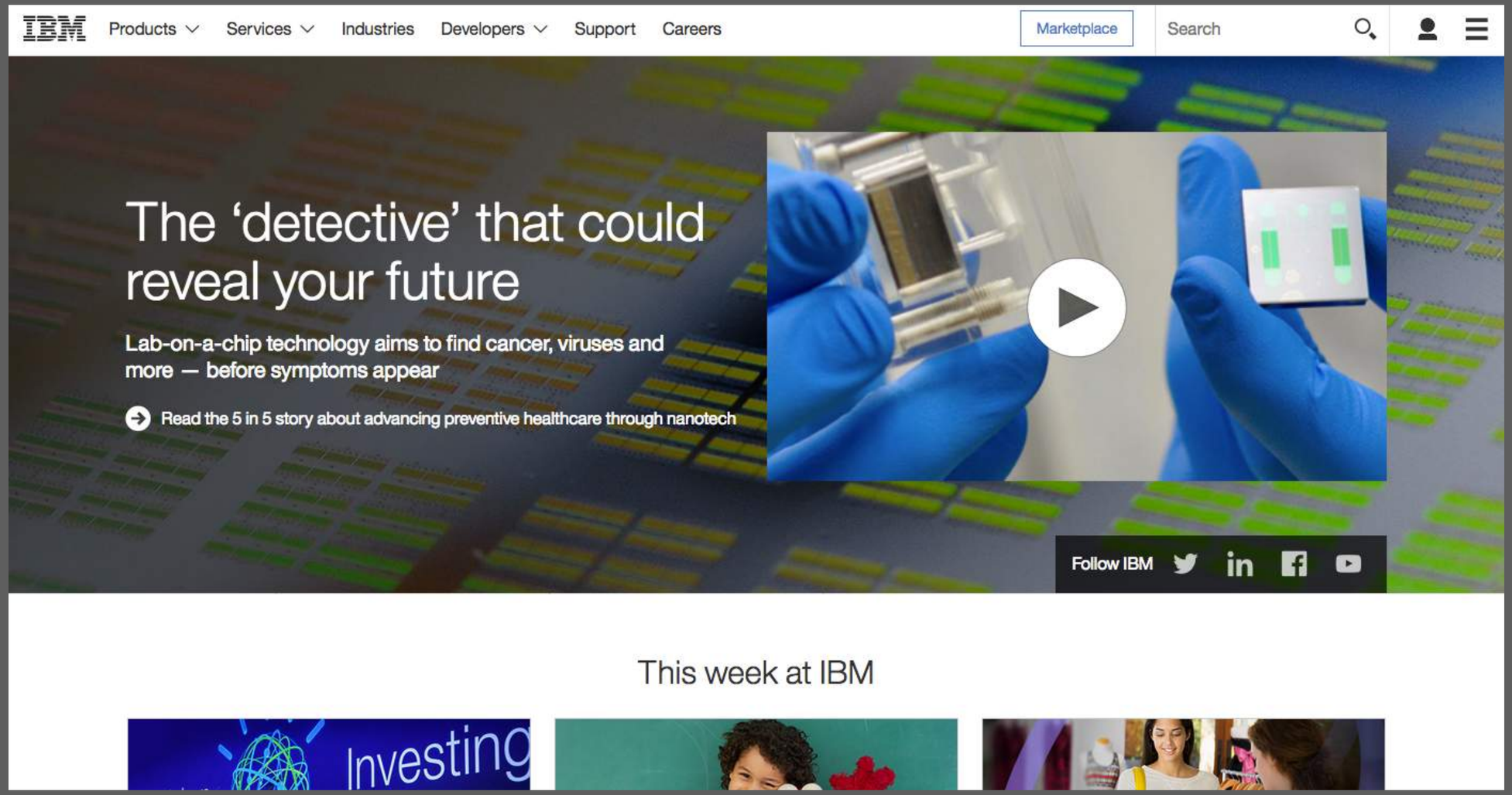
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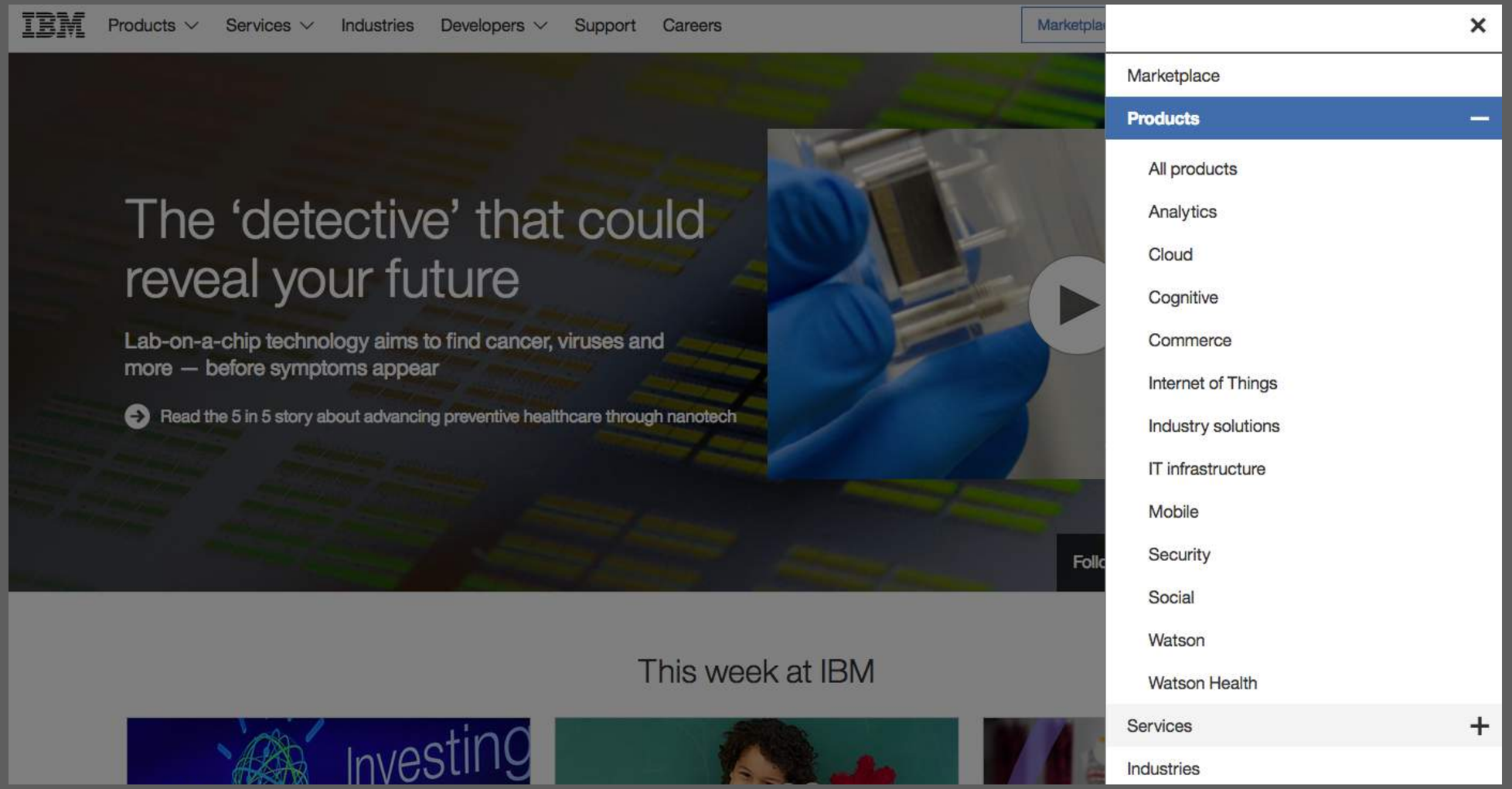
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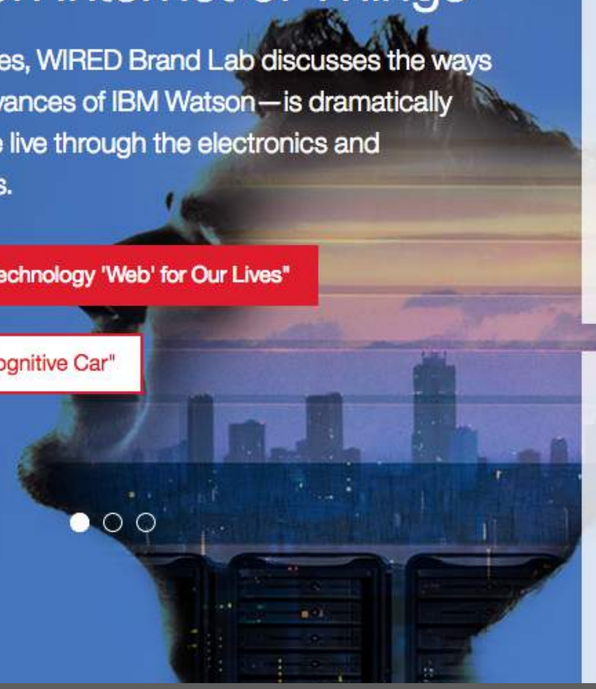
IBM Watson Internet of Things

In two exclusive stories, WIRED Brand Lab discusses the ways IoT—through the advances of IBM Watson—is dramatically changing the way we live through the electronics and automotive industries.

Read "The Emerging Technology 'Web' for Our Lives"

Read "Imagining the Cognitive Car"



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- Asset management
- Connected manufacturing
- Facilities management
- IoT for Automotive
- IoT for Electronics
- IoT for Insurance
- Product development for IoT

IBM Watson IoT >

Product development for the Internet of Things

In the fast-changing world of product development for the IoT, it's vital that your engineering tools and processes don't hold you back.

Watch the video (01:34)

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Bridge the gaps between customers, requirements and deliverables.

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Start exploring

We're not our users.

An authentic focus on people begins with this simple acknowledgment.

Team ›
- Explorer
- Guide

Principles ›
- Follow your users
- Measure success
- Stay curious

Foundation ›
- Craft insights
- Define your users
- Build to learn
- Find the story
- Critique to grow

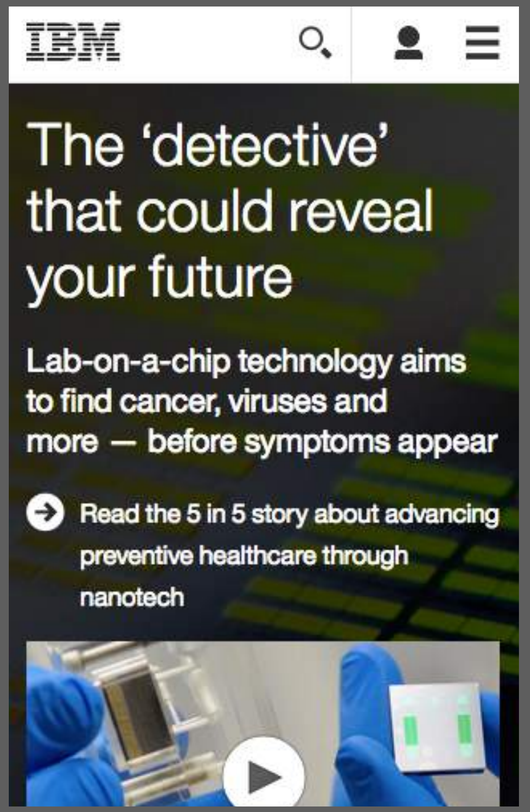
Stories ›
- Research-driven mindsets
- Use IBM Design Thinking
- New user models
- Continual research cycles
- Making to learn

Resources ›
- Ethics
- Toolkit

our users.

An authentic focus on people begins with this simple acknowledgment.

Team › **Principles** › **Foundation** › **Stories** › **Resources** ›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Lab-on-a-chip technology aims to find cancer, viruses and more — before symptoms appear
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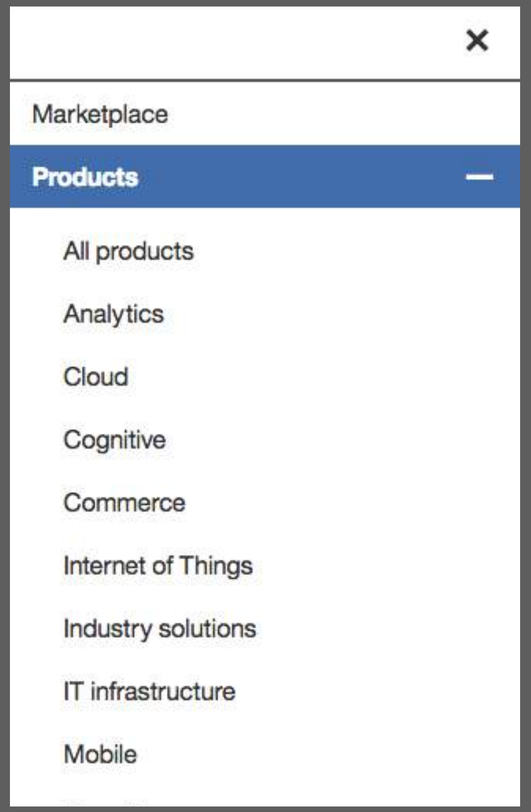
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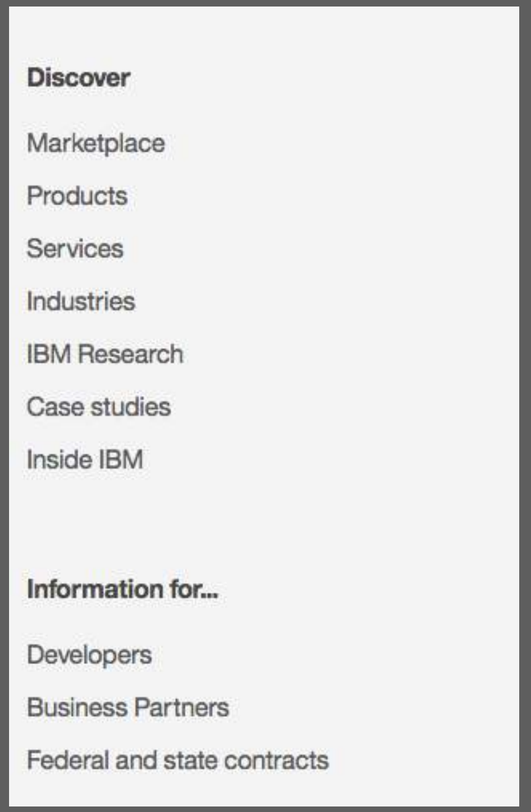
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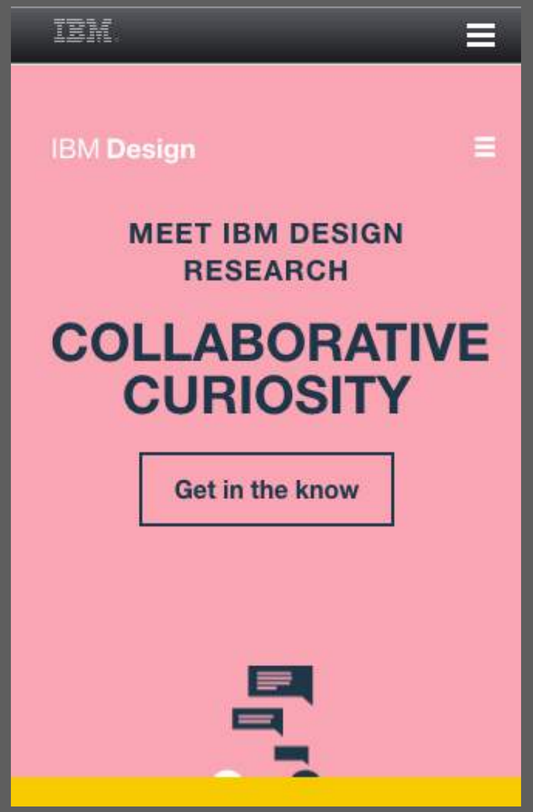
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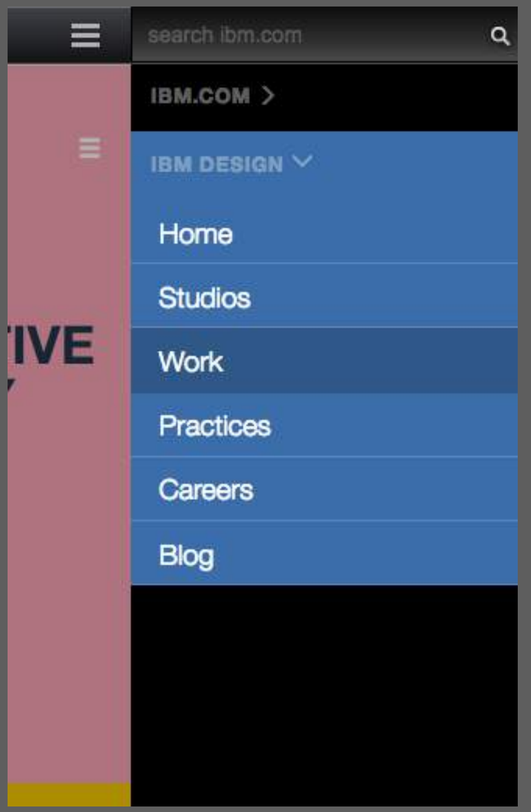
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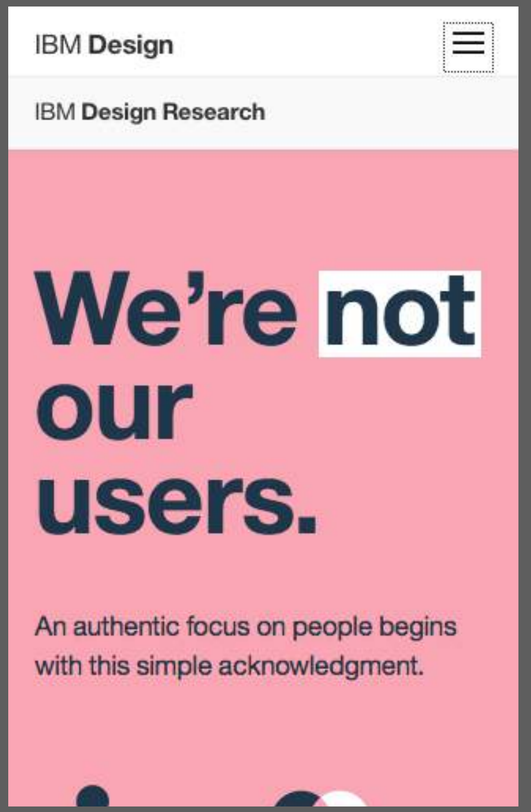
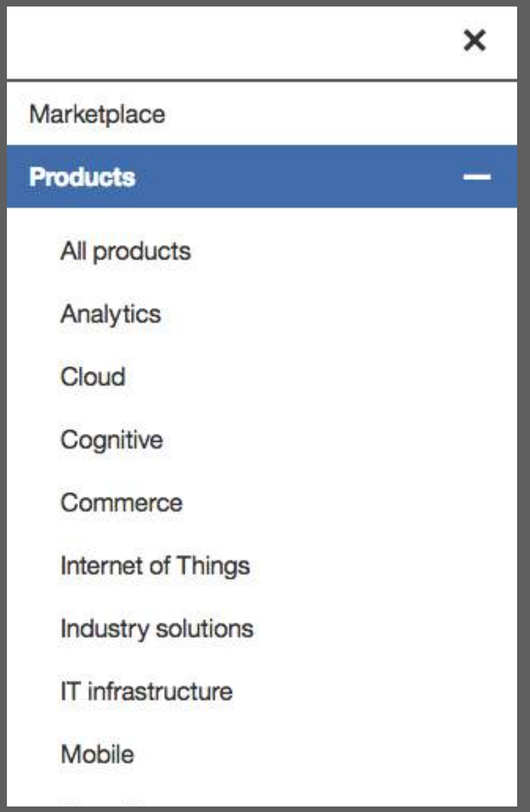

IBM Design
IBM Design Research
We're not our users.
An authentic focus on people begins with this simple acknowledgment.


Marketplace
Products
All products
Analytics
Cloud
Cognitive
Commerce
Internet of Things
Industry solutions
IT infrastructure
Mobile

ibm.com

Pros - Desktop

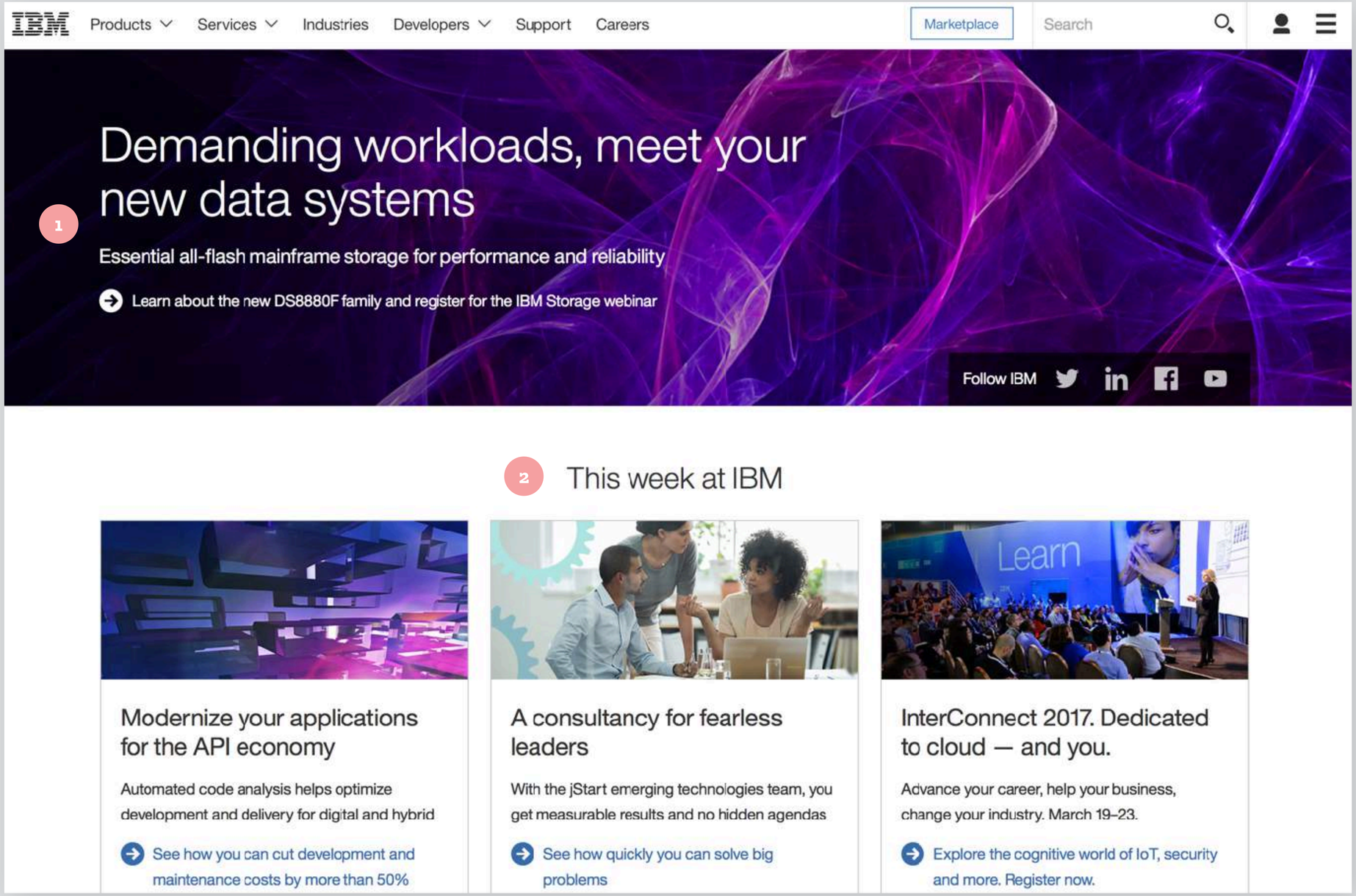
- Good use of consistent primary navigation and support from complex side-bar navigation
- As you scroll, the primary navigation collapses and the secondary sticks to the top of the page providing a fluid navigation experience
- Back to top Arrow appears upon scrolling through 75% of the page
- IBM navigation bar is at top of all landing pages and remains clickable to return to home site
- Secondary navigation drawer adjusts to the content within each subsection

Pros - Mobile

- Very clean navigation with simplified top bar
- Easy access to search
- Full-screen navigation creates an in-app experience
- Intuitive use of hamburger menu (combination of accordion, indent, and color blocks)

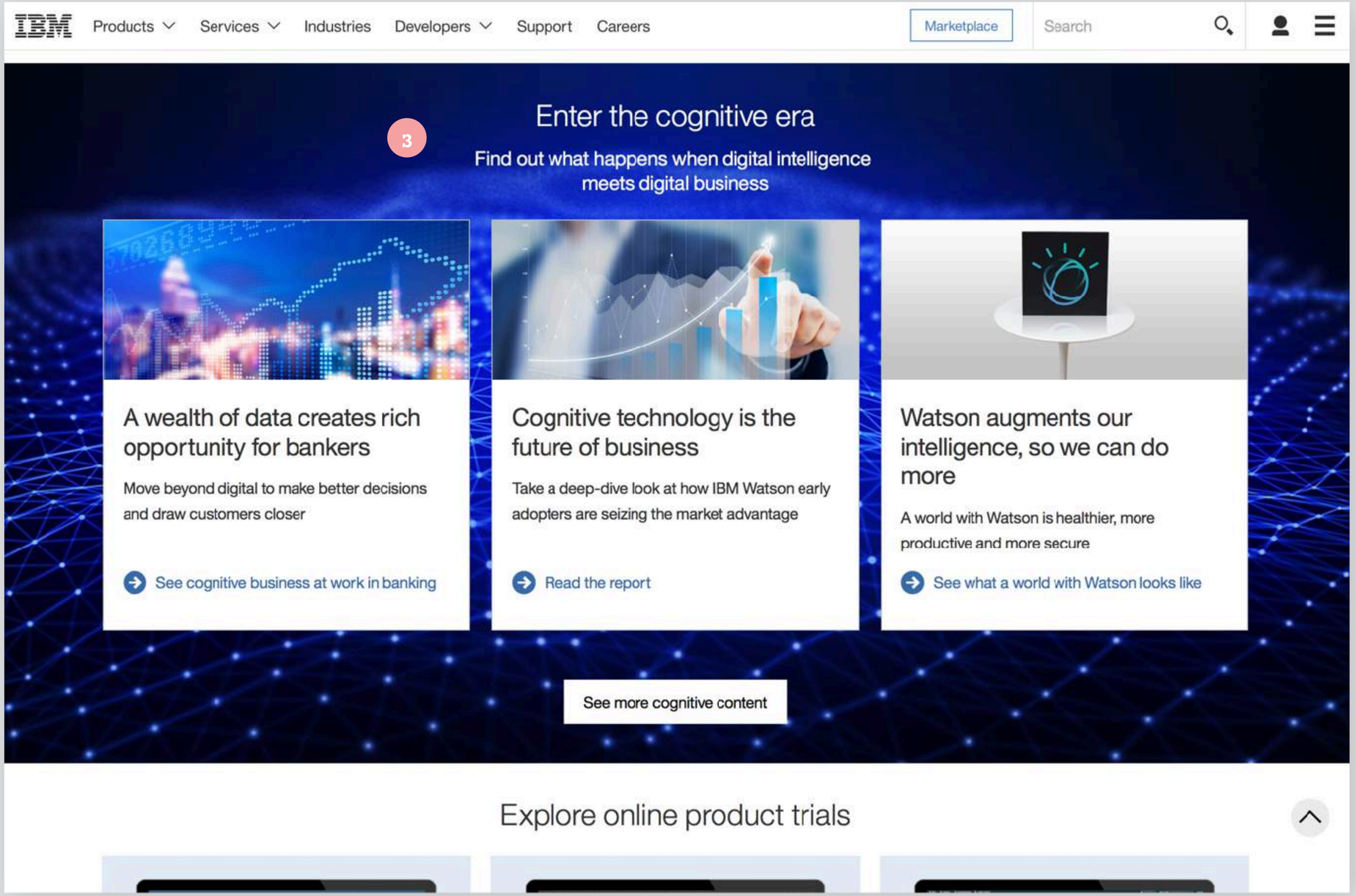
Home Page Research

IBM

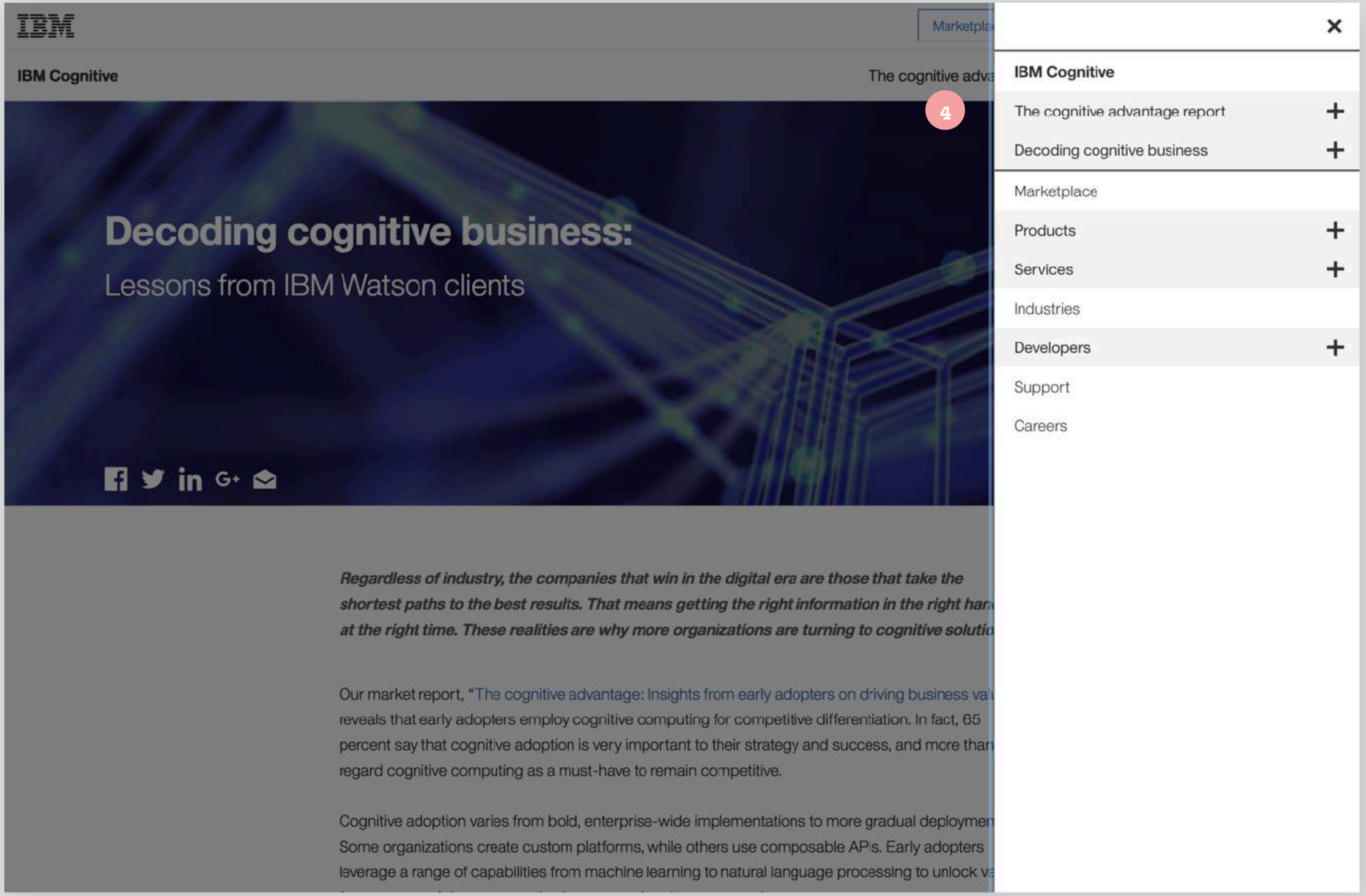


1 Size of header/hero space is shorter in height and allows for dual information above the page fold. There is an even approach to content on the page.

2 Ties to timely and relevant content. Implies to user that the information is updated frequently.

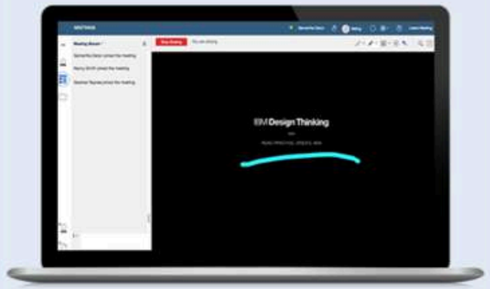


3 Content contained within the row is all related to a specific area of technology (cognitive).



4 Upon clicking on cognitive content, navigation is tailored to user journey. Secondary navigation appears above primary to strategically link your journey through your entry point into the site

5 Explore online product trials



IBM Connections Meetings Cloud

Run your own web meetings virtually any time, anywhere

Host meetings for up to 200 attendees with a 60-day free trial

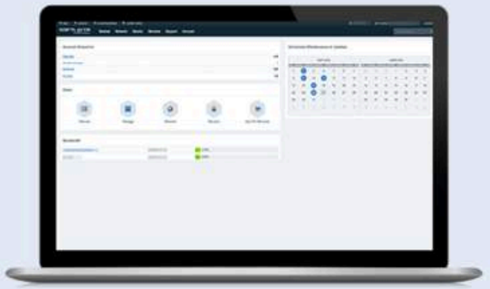
Start your free trial now

IBM Cognos Analytics on Cloud

Deliver personalized data insights to users throughout your organization

Create your own dashboards and reports for free, without involving IT

Start your free trial now



IBM Bluemix Virtual Servers

Build your cloud infrastructure with high-performance servers

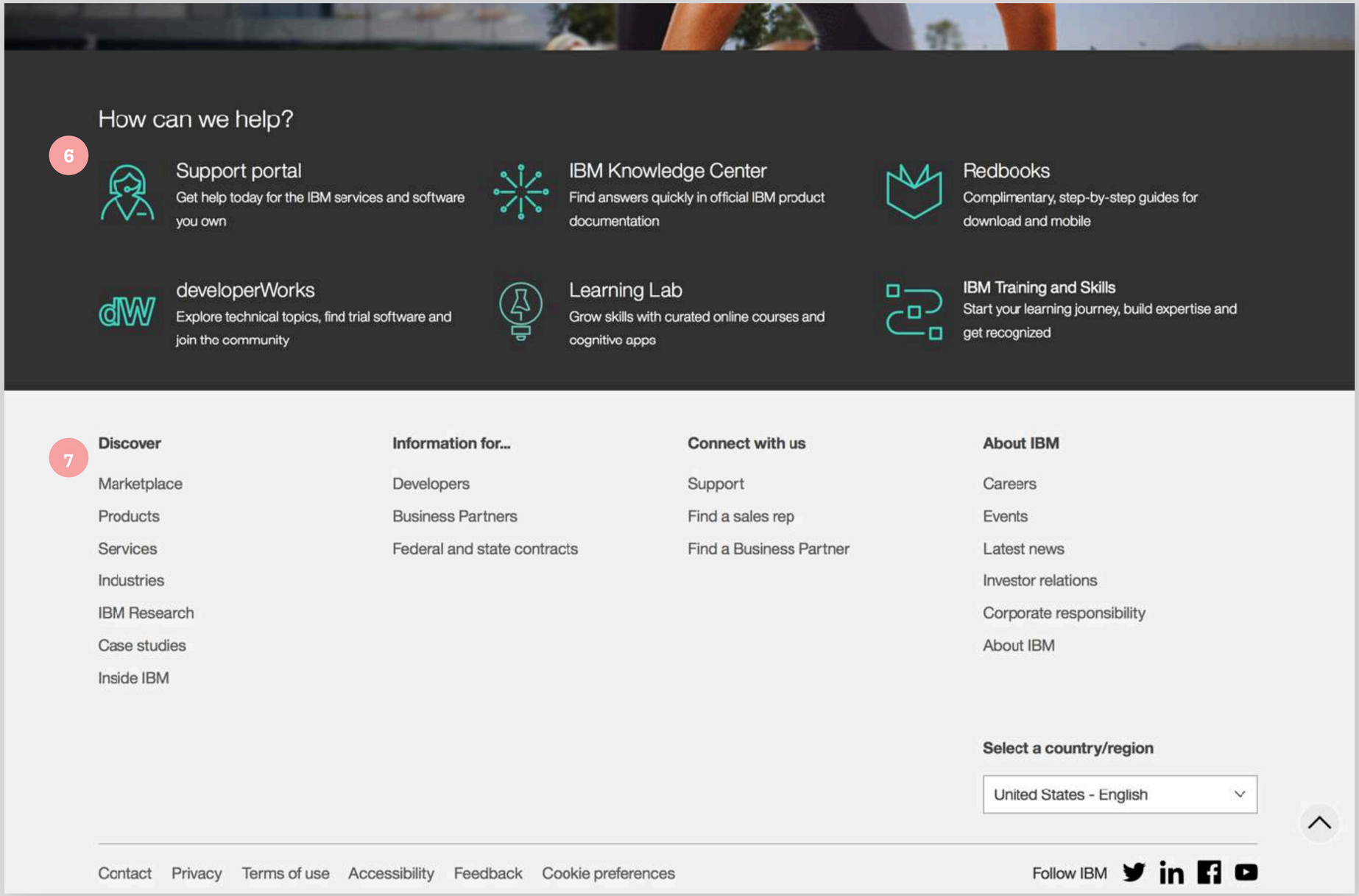
Get started with a free virtual server for one month

Start your free trial now

See more products

How your business can get smarter

5 Area to highlight and tease product/software. Card layout draws users in to read more about the product and vertical approach leads users to "Start your free trial now" button



6 Upon reaching the bottom of the page IBM offers a selection of ways for users to engage with the org. Icon imagery ties in engagement type.

7 Robust footer navigation reinforces navigation hierarchy and links to deeper sites

Global Nav Research

internet.org

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MENU

Connecting the world

Means the whole world, not just some of us
OUR MISSION →

Takes inventing new ways of doing things
OUR APPROACH →

Is already making a difference
OUR IMPACT →

internet.org by facebook

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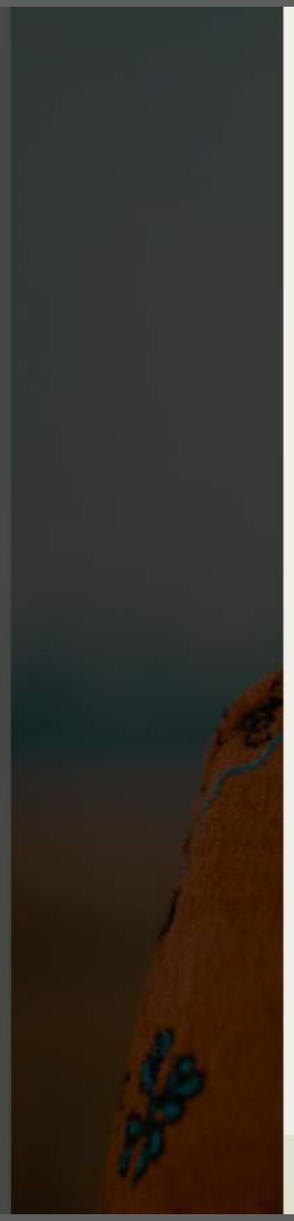


SEARCH

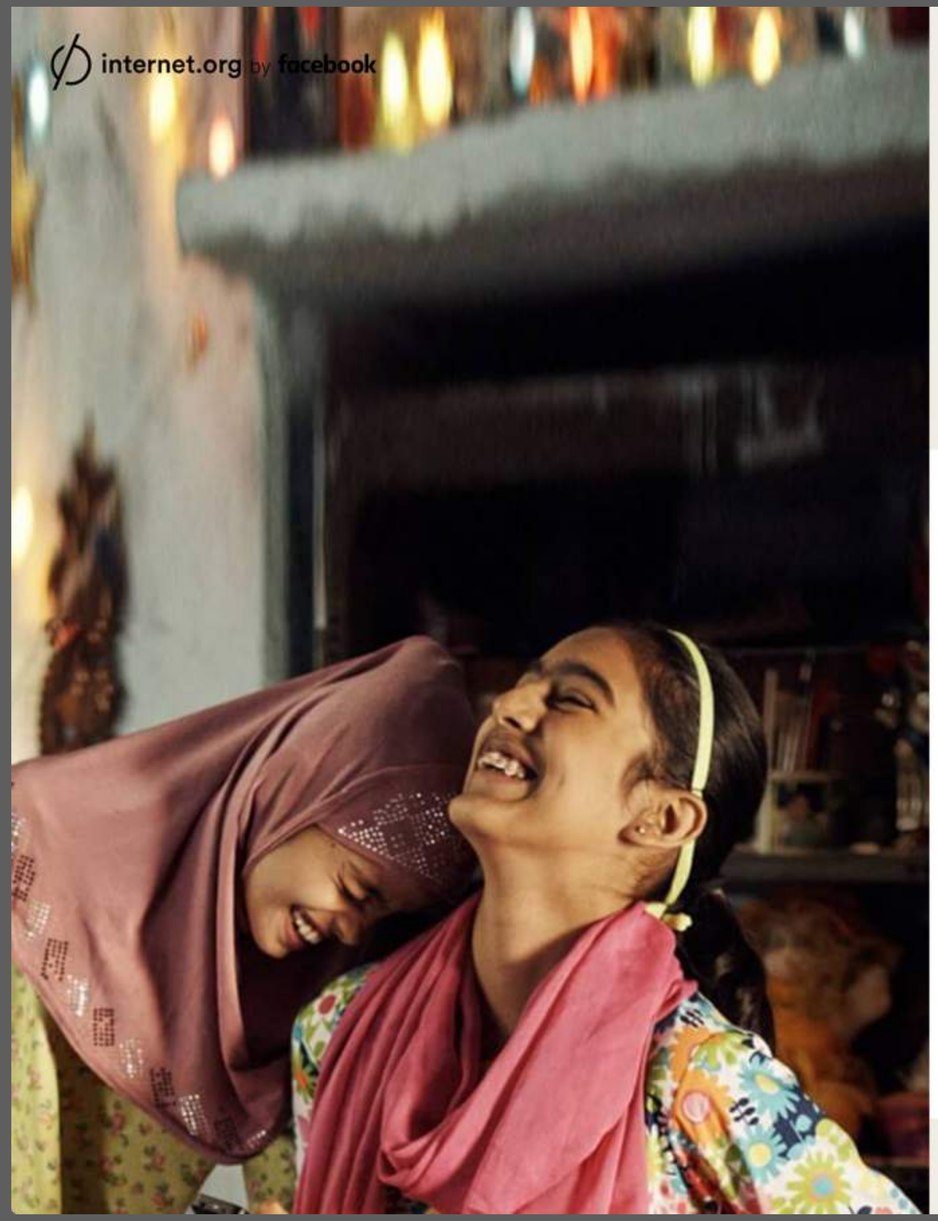
Our Mission

Our Approach

Our Impact

PRESS	PLATFORM
OPERATORS	FACEBOOK PAGE
CAREERS	CONTACT

ENGLISH



MENU

Our Mission

The internet is essential to growing the knowledge we have and sharing it with each other. And for many of us, it's a huge part of our everyday lives. But most of the world does not have access to the internet. Internet.org is a Facebook-led initiative with the goal of bringing internet access and the benefits of connectivity to the portion of the world that doesn't have them.

Imagine the difference an accurate weather report could make for a farmer planting crops, or the power of an encyclopedia for a child without textbooks. Now, imagine what they could contribute when the world can hear their voices. The more we connect, the better it gets.

internet.org by facebook

MENU

Join us in

Connecting the world

Get involved

ADD YOUR WEBSITE TO FREE BASICS →

SEE OUR CAREERS →

Get the latest

PRESS →

FOLLOW US ON FACEBOOK →

Get in touch

CONTACT THE INTERNET.ORG TEAM →

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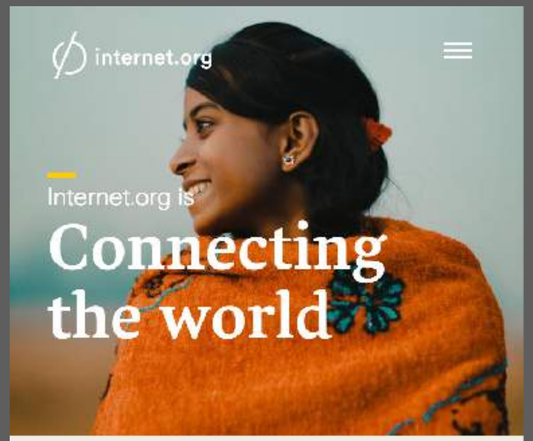

Means the whole world, not just some of us
OUR MISSION →

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Our Mission

Our Approach

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CONTACT THE INTERNET.ORG TEAM →

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internet.org

Pros - Desktop

- Navigation bucketing clearly reinforces the mission on the homepage
- Limited content ares provide clarity and strong purpose
- The menu is easily accessible and provides and immersive experience which scales well to the mobile experience
- The site forgoes a true footer experience by providing second level navigation within the main menu drawer and provides relevant links throughout

Pros - Mobile

- Mobile nav provides a full experience that is supportive and immersive
- The experiences and behaviors don't change from mobile to desktop supporting a consistent experience for the user
- The lightweight interactions hold up in the mobile environment

Home Page Research

internet.org

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1

Connecting the world

Means the whole world, not just some of us
OUR MISSION →

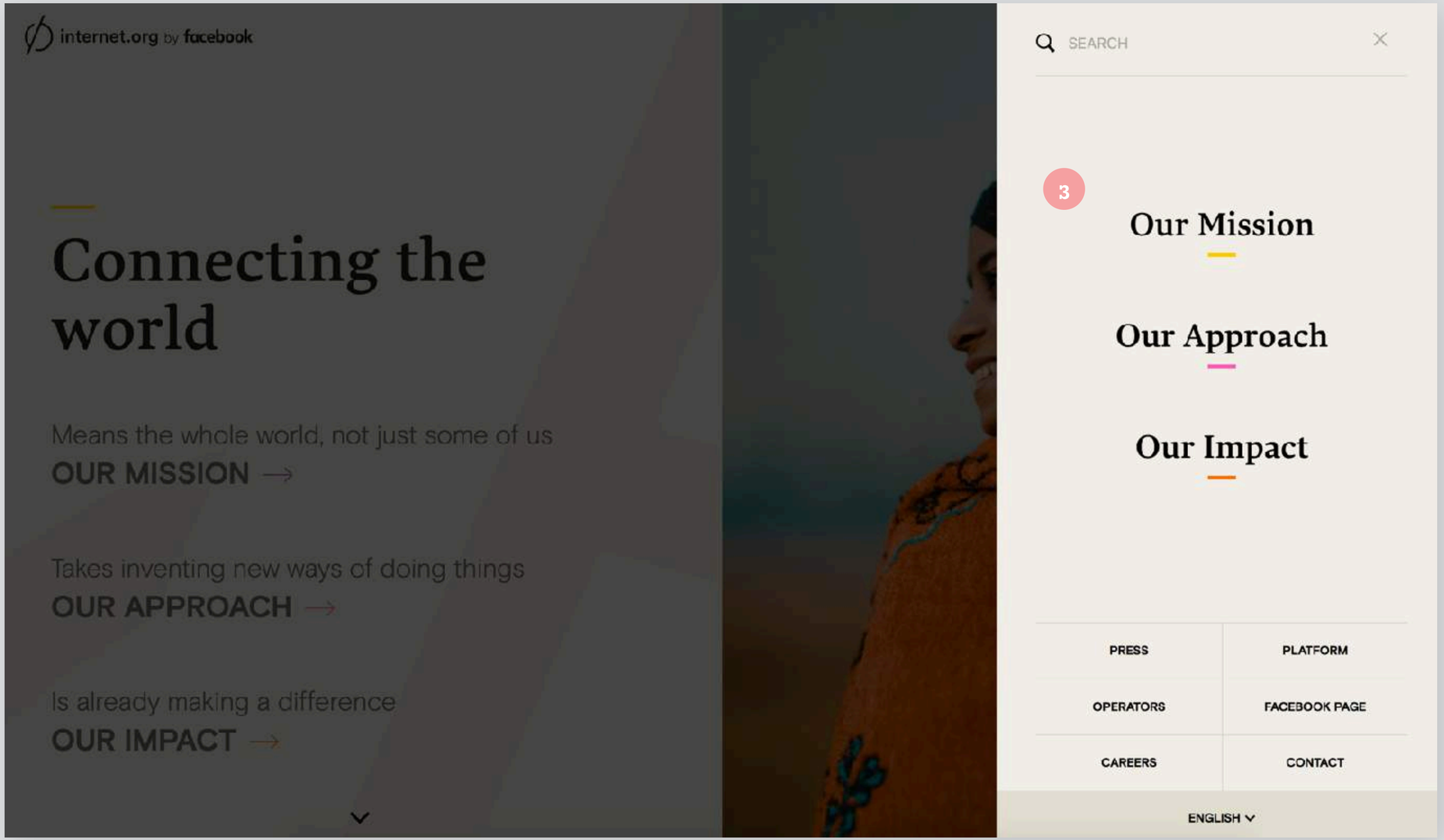
Takes inventing new ways of doing things
OUR APPROACH →

Is already making a difference
OUR IMPACT →

2

1 Layout provides a contained narrative similar to an e-book experience

2 Animated navigation alerts user of further content below the page fold



3 Navigation mirrors the key areas of importance on the main page

internet.org by facebook

Join us in 4

Connecting the world

Get involved

ADD YOUR WEBSITE TO FREE BASICS →

SEE OUR CAREERS →

Get the latest

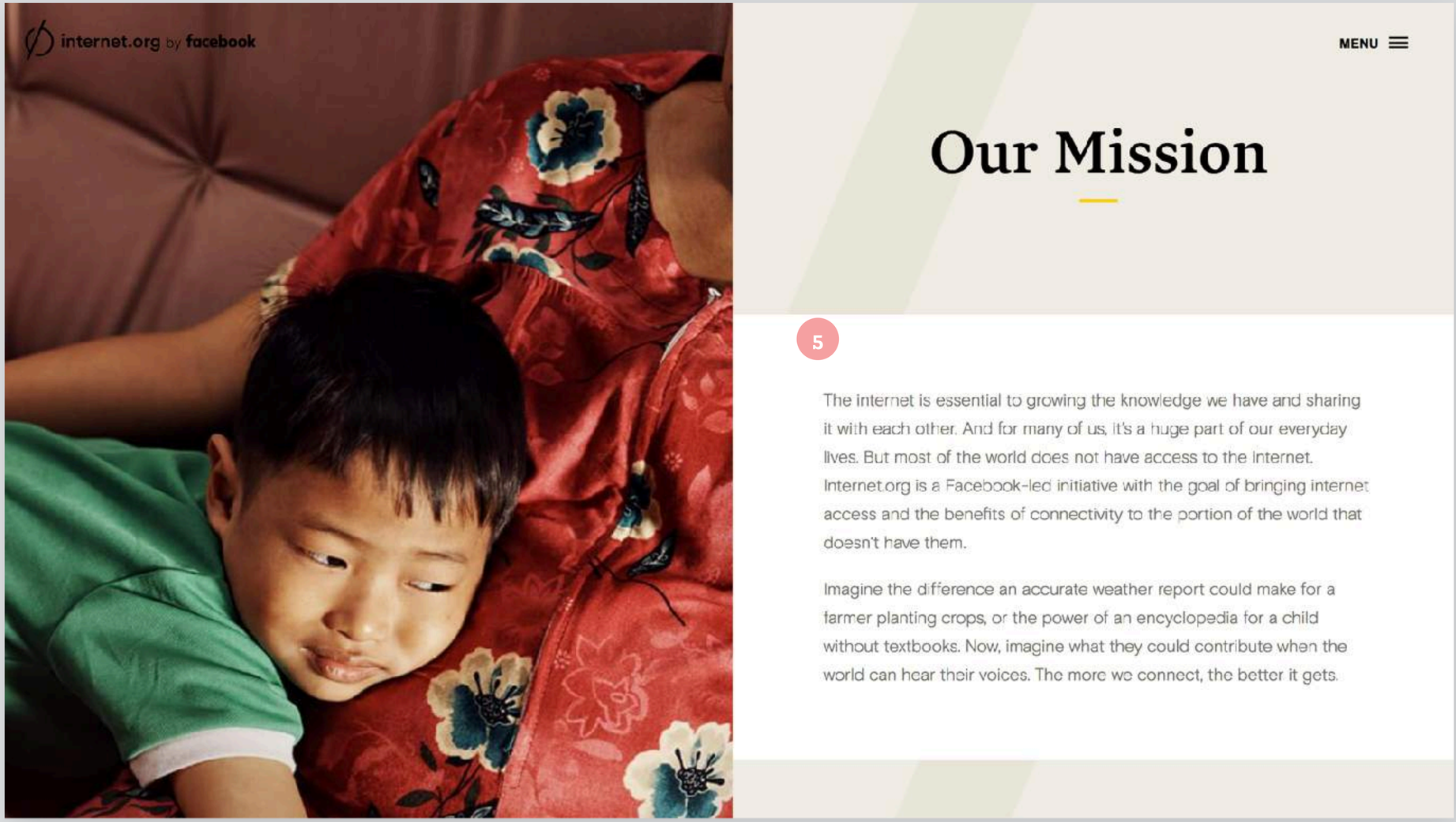
PRESS →

FOLLOW US ON FACEBOOK →

Get in touch

CONTACT THE INTERNET.ORG TEAM →

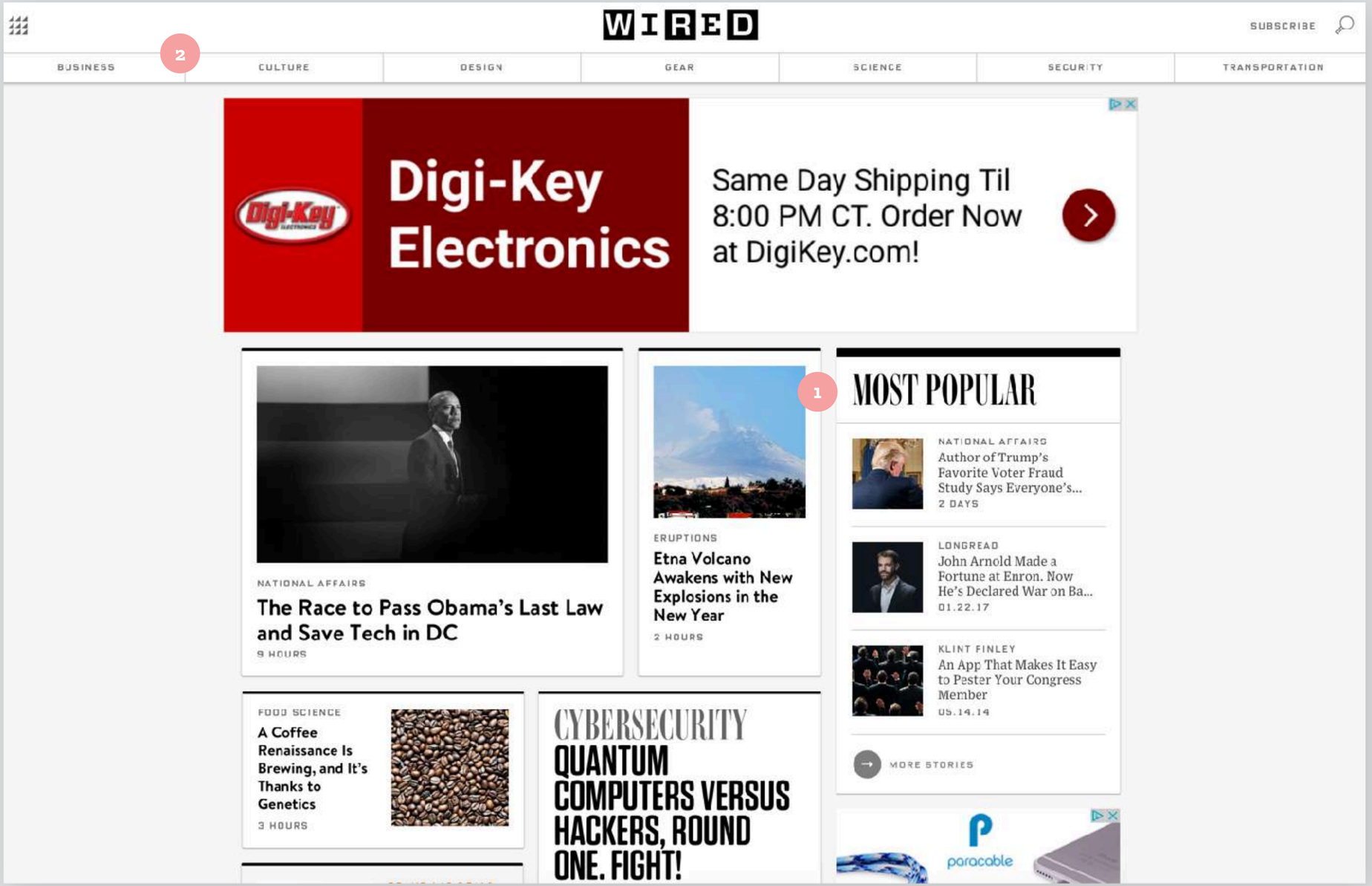
4 Bottom section of the homepage encourages engagement with users through community



5 Insides pages switch from content to the right and images to left. Subtly implying engagement with a different kind of content again emulating an e-book experience

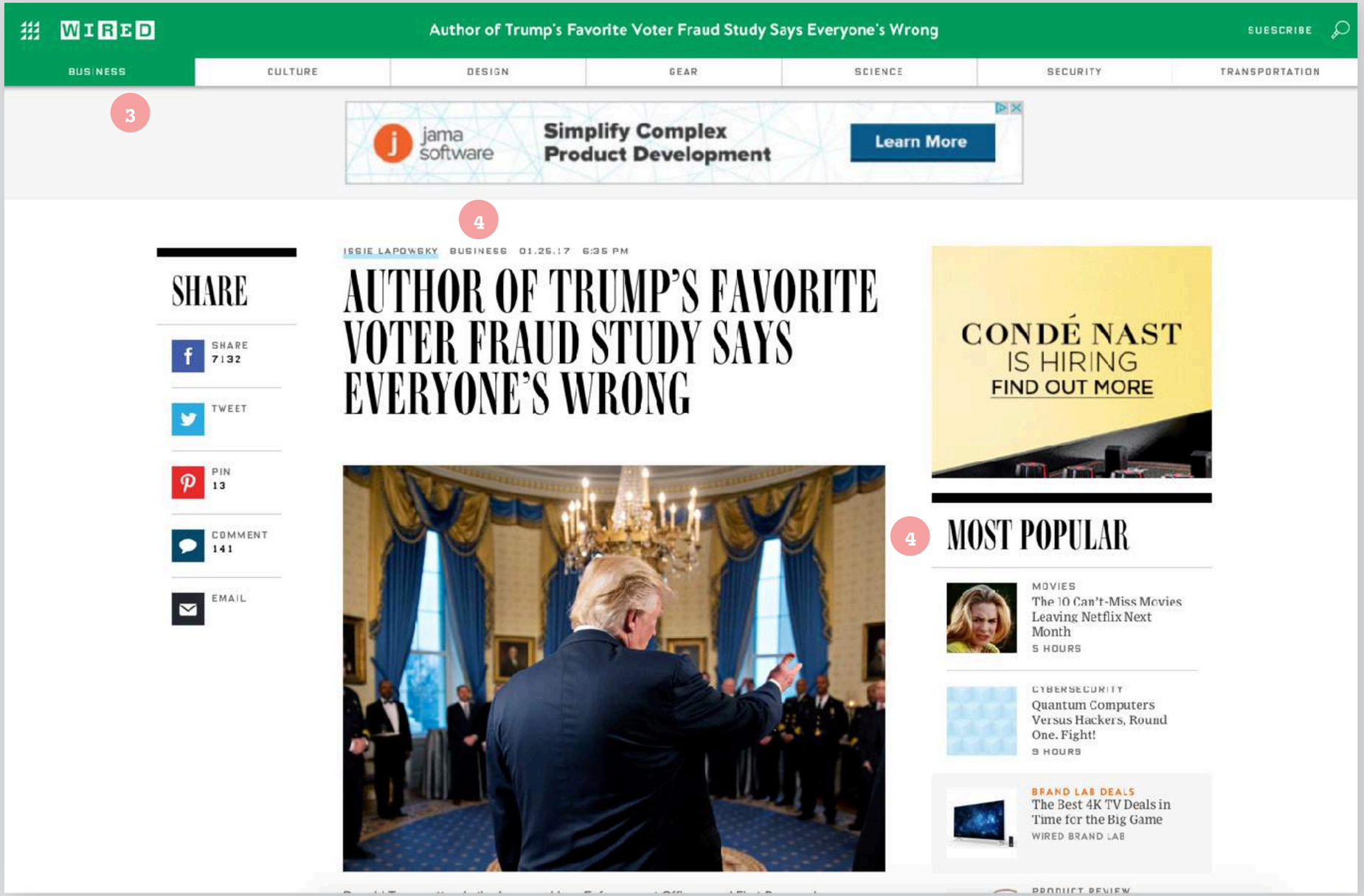
Home Page Research

Wired



1. Through card size, placement, and headline treatment user is able to engage with specific content and creates a sense of prioritization for the user

2. Topical navigation outlined in header allowing a way to view similar content + then surfacing content that user wants to see



3 Color block affect highlights content area of site

4 Content populates based on engagement level (Most Popular) as well as category

WIRED

SUBSCRIBE

5

LATEST VIDEOS

MORE VIDEOS

SCIENCE

Get Ready for a Coffee Renaissance. Thanks, Genetics!

Scientists have sequenced the genome of the coffee plant and made the data public. That means we're about to see a coffee renaissance.

DESIGN

Boeing Blue is the Latest in a Long Line of Space Suits

SCIENCE

Ever Trip Too Long on Acid? Here's What Happened in Your Brain

AUTO

This Company Is Turning Barn Finds Into Modern

LATEST NEWS

AUTO

Audi's Ferocious New R8 Spyder Puts Your Ears Closer to Heaven

2 DAYS

STAR WARS

The Full *Star Wars: Episode VIII* Title Has Finally Been Revealed

01.23.17

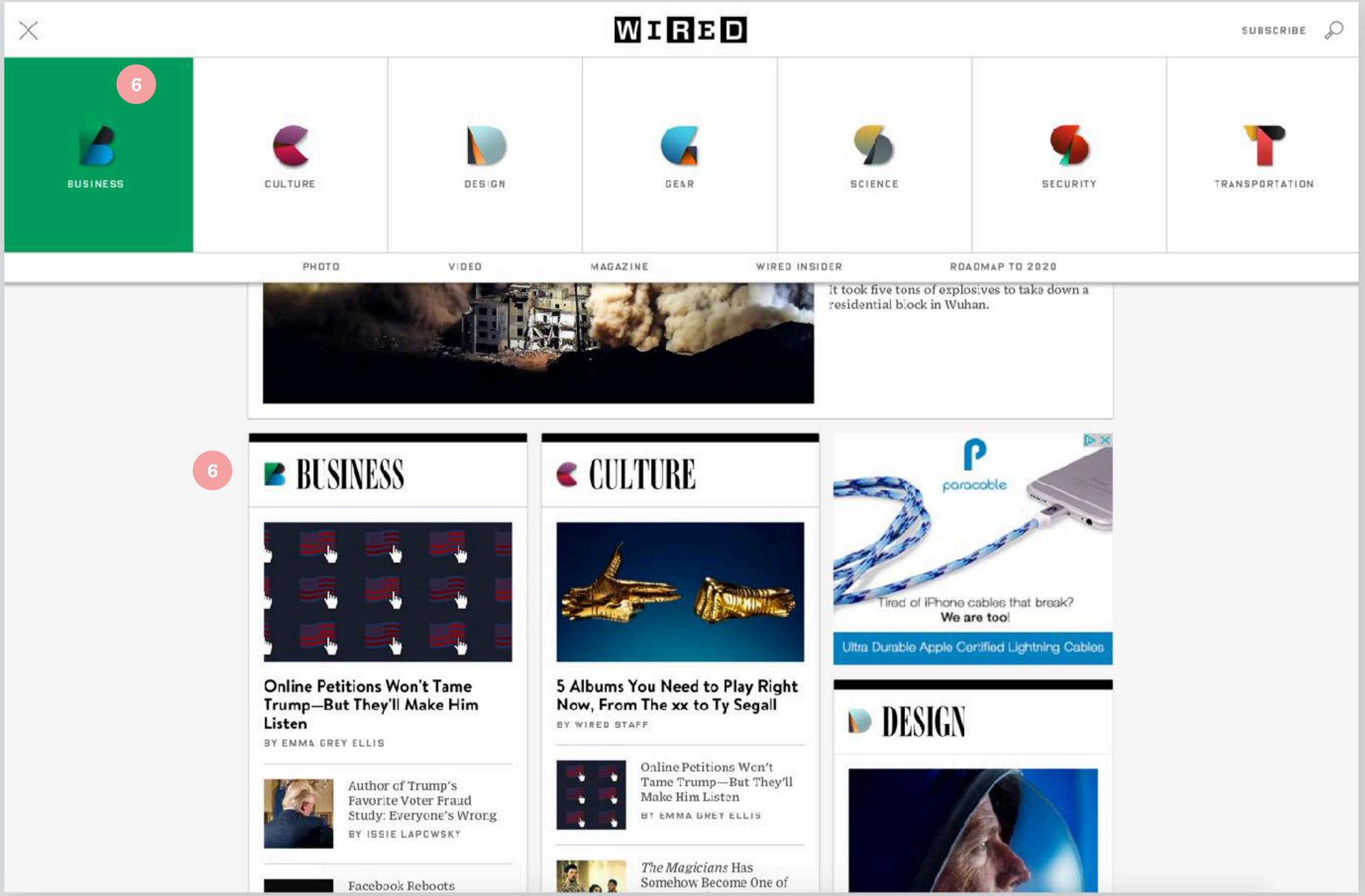
SAM LUBELL

Amazing Things Architects Make When They Aren't Architecting

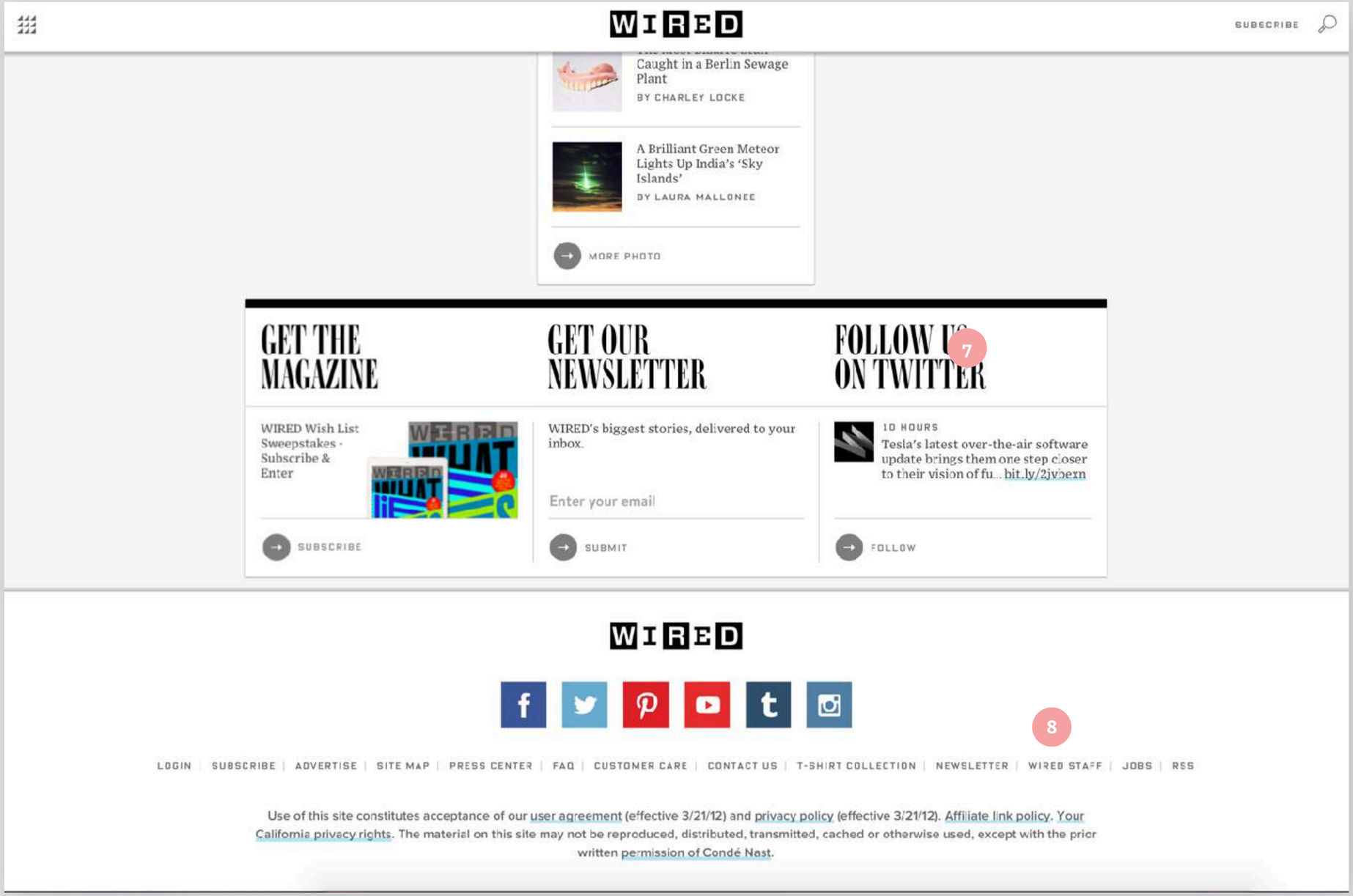
AUTO

Mercedes Now Makes an Insane

5 Video module provides more information to user in an intuitive experience. As users engage more with content similar tags is provided. Encourages users to consume more content



6 Content boxes in navigation link to content cards on page. Grouped by icon type and color. Users are able to navigate on topics vertically within category.



7 Clearly identified CTAs at the bottom of the page. Twitter is highlighting among their linked social media as a platform to engage

8 Link to t-shirt collection offer a way to make brand unique. Subtly calling out playfulness.

Global Navigation Research

Key Takeaways

- Hidden **left-hand/right-hand navigation provide** easy to find support in complex navigation systems
- Use of a sitemap and breadcrumb navigation in the **footer surfaces the structure if the site** to the user
- **Back to top** arrow help users return to top of the page on content-heavy pages
- Providing **localization options in main navigation space help users feel included** and showcases our global reach
- **Consistent** navigation across a site provides a consistent user experience
- Strong ui components and motion in navigation can enforce hierarchy and taxonomy, and keep users moving forward
- Bucketing content to a few core areas provides focus to the site and highlights our brand priorities

Homepage Research

Key Takeaways

- As users **understand us more through a curated page narrative,** they will be more likely to understand the issues and products we promote.
- Content **populated by engagemen**t allows for more meaningful impressions.
- **Reinforcing key navigation** items within the page indicates importance.
- News + events section allows us to **content blend** and **engage multiple audiences** in the same space.
- **Complex footer** ties together elements within navigation + main page.
- **Animated** page elements guide users to content areas .