

**moz://a**

**Global Nav + Homepage**

**Research**

February 1

# Table of contents

1. Amnesty

2. Apple

3. IBM

4. internet.org

5. Wired

6. Global Nav Key Takeaways

7. Home Page Takeaways

Global Nav Research

Amnesty



# NOTHING TO HIDE, NOTHING TO FEAR?

You might be surprised by the scale of unchecked powers used to fight terrorism in Europe.

[READ MORE](#)

## 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.

[Who We Are](#)

[What We Do](#)

[Get Involved](#)



**NOTHING TO HIDE, NOTHING TO**

**FEAR?**

You might be surprised by the scale of unchecked powers used to fight terrorism in Europe.

[READ MORE](#)

**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.

[Who We Are](#)

[What We Do](#)

[Get Involved](#)



## WHO WE ARE

 WATCH VIDEO

© Chip Somodevilla/Getty Images

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

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

campaigning for a world where

“

Amnesty International

**BETTER TO LIGHT A**



## WHO WE ARE

 WATCH VIDEO

© Chip Somodevilla/Getty Images

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

<https://www.amnesty.org/en/get-involved/>

campaigning for a world where

“

Amnesty International

BETTER TO LIGHT A



**NEWS**

**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**

**ABOUT US**

Contact Us  
How We're Run

**RESOURCES**

Media Centre  
Wire Magazine  
Annual Report 2015/2016  
Human Rights Education  
Human Rights Courses

**GET INVOLVED**

Join  
Take Action  
Volunteer

**LATEST**


News  
Campaigns  
Research

**WORK WITH US**


If you are talented and passionate about human rights then Amnesty International wants to hear from you.

**JOBS & INTERNSHIPS**





EN




**NOTHING TO HIDE, NOTHING TO FEAR?**

You might be surprised by the scale of unchecked powers used to fight terrorism in Europe.

[READ MORE](#)

**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.




EN

QUICK SEARCH    **ADVANCED SEARCH**

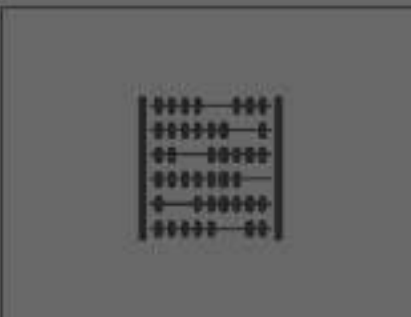


What are you looking for?

[SEARCH](#)




**HOW WE'RE RUN**

© Elio Germani

**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
- COUNTRIES
- GET INVOLVED
- 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

# WE WILL FIGHT

Today President Donald Trump issued several executive orders related to immigration, including constructing a wall on the border with Mexico, building more detention centers, and stripping sanctuary cities of federal funding.

READ MORE

## 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.

2

Who We Are

What We Do

Get Involved

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

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

 NEWS

AMERICAS REFUGEES

# USA: We Will Fight Trump's Effort to Close U.S. Borders

4

25 January 2017, 13:18 UTC

## RECENTLY ADDED

 NEWS

Slovenia: Amendments to Aliens Act denies ...

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.

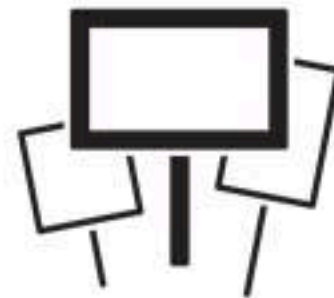
## Who We Are



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](#)

6



NEWS

UK: Shell ruling gives green light for corporations to profit from



NEWS

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

ABOUT US

Contact Us  
How We're Run

RESOURCES

Media Centre  
Wire Magazine  
Annual Report 2015/2016  
Human Rights Education  
Human Rights Courses

GET INVOLVED

Join  
Take Action  
Volunteer

LATEST

News  
Campaigns  
Research

WORK WITH US

If you are talented and passionate about human rights then Amnesty International wants to hear from you.

JOBS & INTERNSHIPS

Global Nav Research

Apple





Mac

iPad

iPhone

Watch

TV

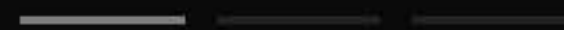
Music

Support



# iPhone

## This is 7.



**The perfect match.**  
Accessories made by Apple.

**iPad Pro**  
Super. Computer.

**AirPods**  
Watch the film.

**Apple TV**  
The new TV app. One place for



Search apple.com



Quick Links

[Find a Store](#)

[Accessories](#)

[iPod](#)

[iOS](#)

[Gift Cards](#)

New features for an even better  
Apple TV experience.

Up Next





Mac

iPad

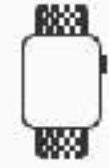
iPhone

Watch

TV

Music

Support



Apple Watch  
Series 2



Apple Watch  
Nike+



Apple Watch  
Hermès



Apple Watch  
Edition



Apple Watch  
Series 1



watchOS



Bands



Accessories



Compare

# WATCH

## SERIES 2

[Learn more >](#) [Buy >](#)



[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

## Accessories

[Browse all](#)

### Shop by Product

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[Apple TV](#)[All products](#)

### Shop by Category

[Accessibility](#)[Apple Watch Bands](#)[Business](#)[Cases & Protection](#)[Creativity](#)[Displays & Mounts](#)[Gaming & Toys](#)[Headphones & Speakers](#)[Health & Fitness](#)[HomeKit](#)[Made by Apple](#)[Mice & Keyboards](#)[Networking](#)[Photography](#)[Power & Cables](#)[Printers & Scanners](#)[Software](#)[Storage](#)[What's New](#)

Find the accessories you're looking for.



Mac

iPad

iPhone

Watch

TV

Music

Support



Education

Our Products

IT and Deployment

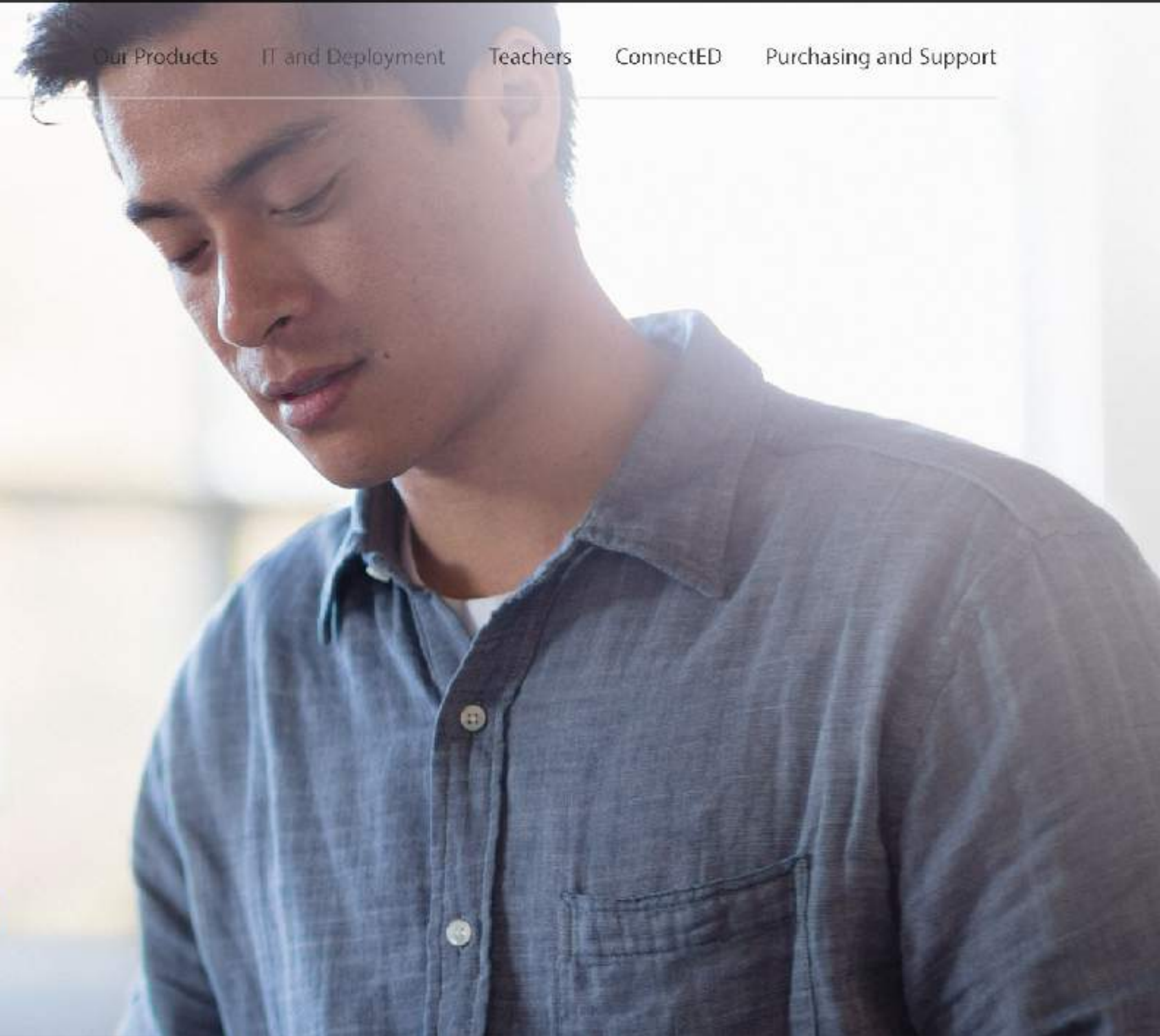
Teachers

ConnectED

Purchasing and Support

We're making  
Apple devices as  
easy to deploy as  
they are to use.

[Download \*The Education Deployment Guide\* from iBooks](#) 



# Education Apple and Education

[Learn more about Apple and Education >](#)

[Our Products](#) [IT and Deployment](#) [Teachers](#) [ConnectED](#) [Purchasing and Support](#)



 > [Education](#) > [ConnectED](#)

## Shop and Learn

[Mac](#)  
[iPad](#)  
[iPhone](#)  
[Watch](#)  
[TV](#)  
[Music](#)  
[iTunes](#)  
[iPod](#)  
[Accessories](#)  
[Gift Cards](#)

## Apple Store

[Find a Store](#)  
[Genius Bar](#)  
[Workshops and Learning](#)  
[Youth Programs](#)  
[Apple Store App](#)  
[Refurbished and Clearance](#)  
[Financing](#)  
[Reuse and Recycling](#)  
[Order Status](#)  
[Shopping Help](#)

## For Education

[Apple and Education](#)  
[Shop for College](#)

## For Business

[Apple and Business](#)  
[Shop for Business](#)

## Account

[Manage Your Apple ID](#)  
[Apple Store Account](#)  
[iCloud.com](#)

## Apple Values

[Accessibility](#)  
[Education](#)  
[Environment](#)  
[Inclusion and Diversity](#)  
[Privacy](#)  
[Supplier Responsibility](#)

## About Apple

[Apple Info](#)  
[Newsroom](#)  
[Job Opportunities](#)  
[Press Info](#)  
[Investors](#)  
[Events](#)  
[Contact Apple](#)

More ways to shop: Visit an [Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).

Copyright © 2017 Apple Inc. All rights reserved.

[Privacy Policy](#)

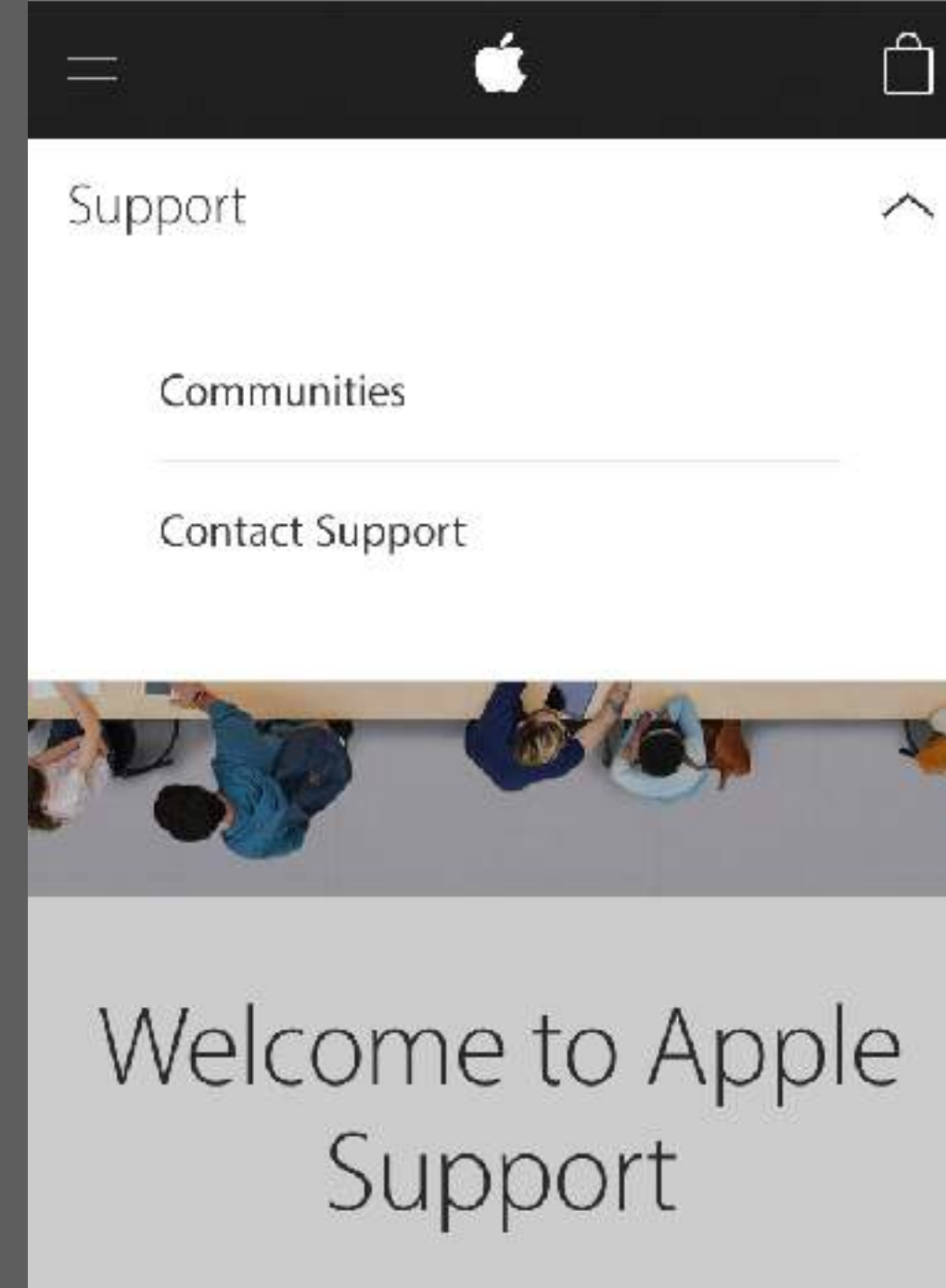
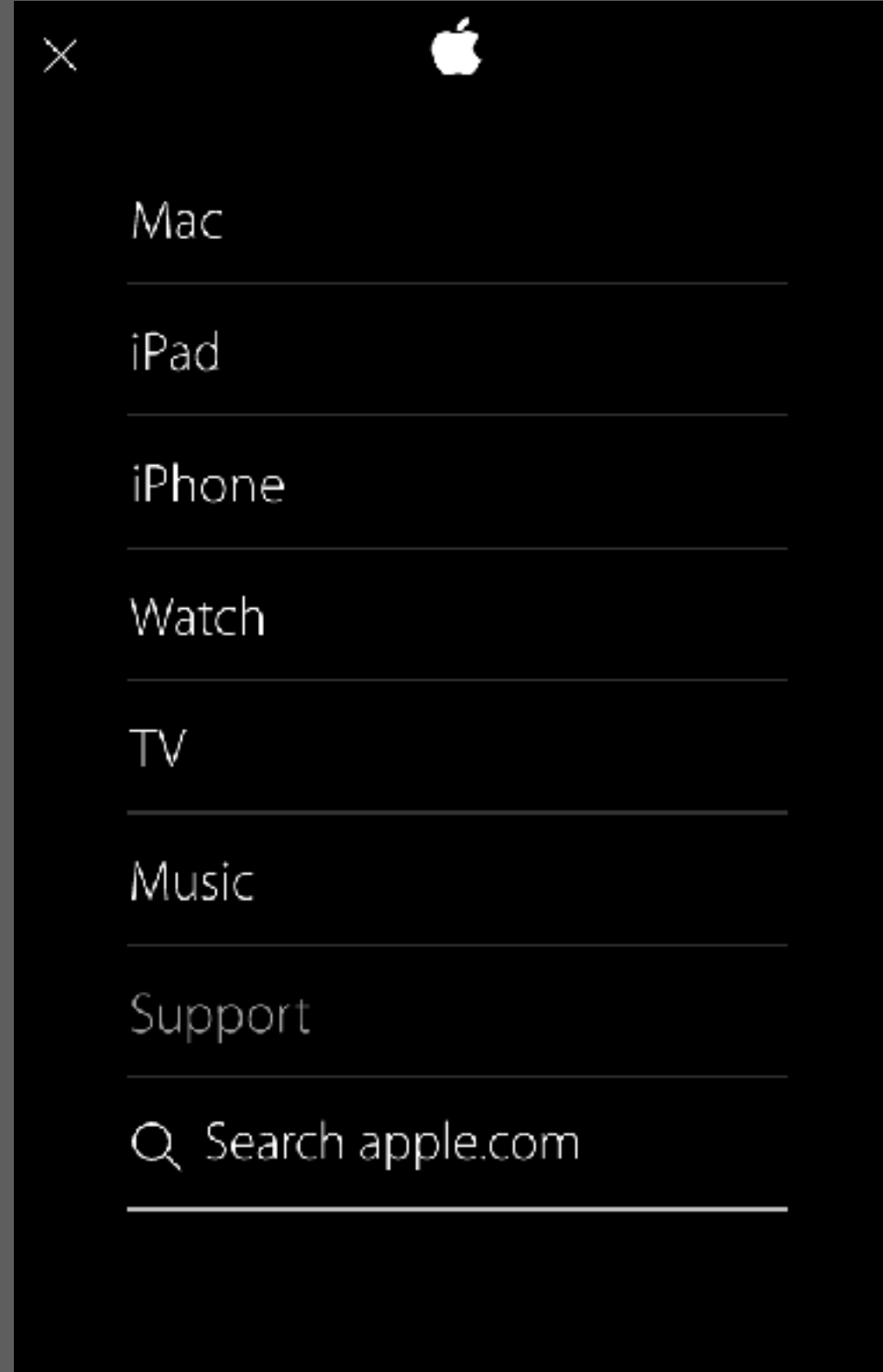
[Terms of Use](#)

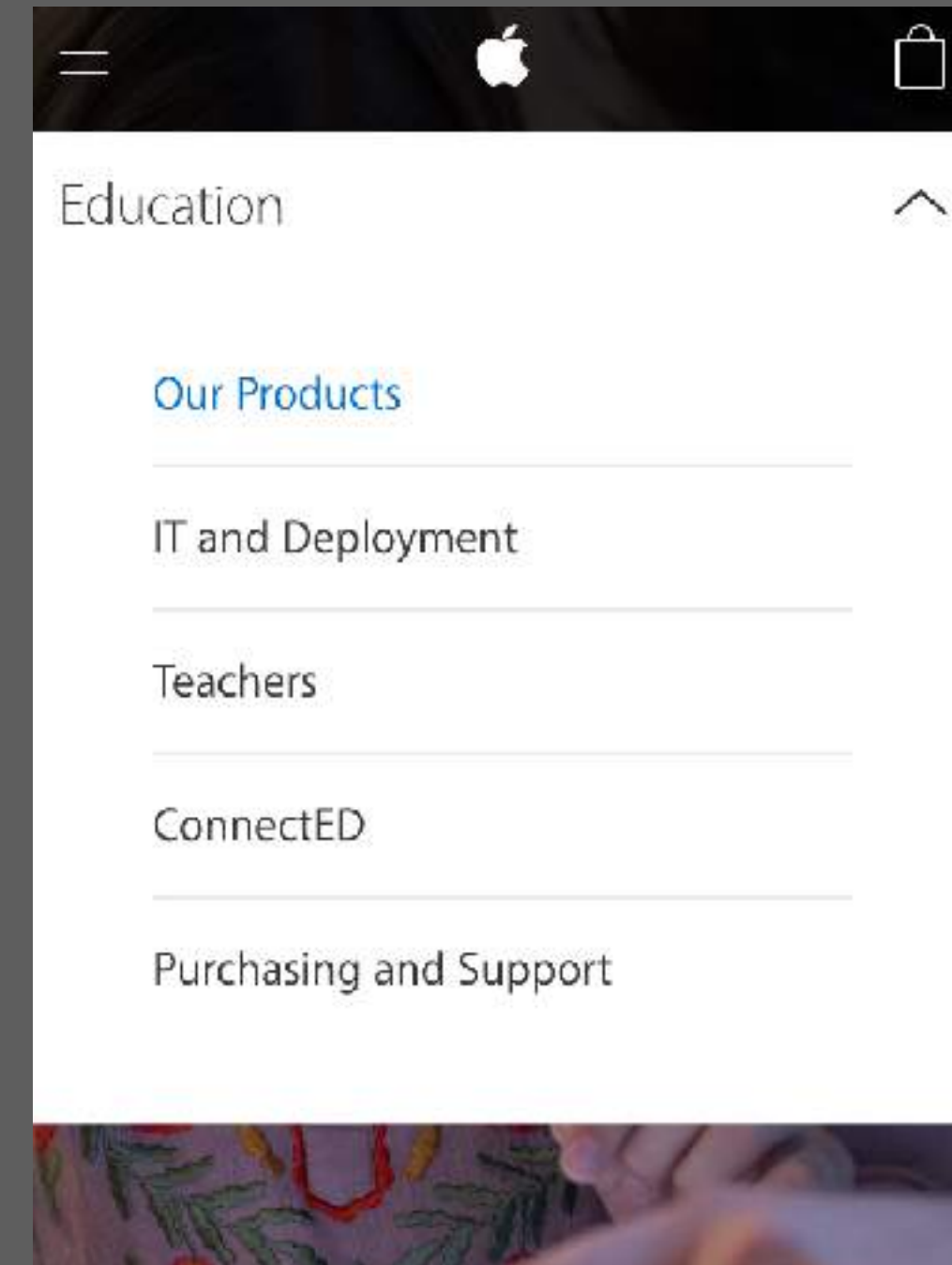
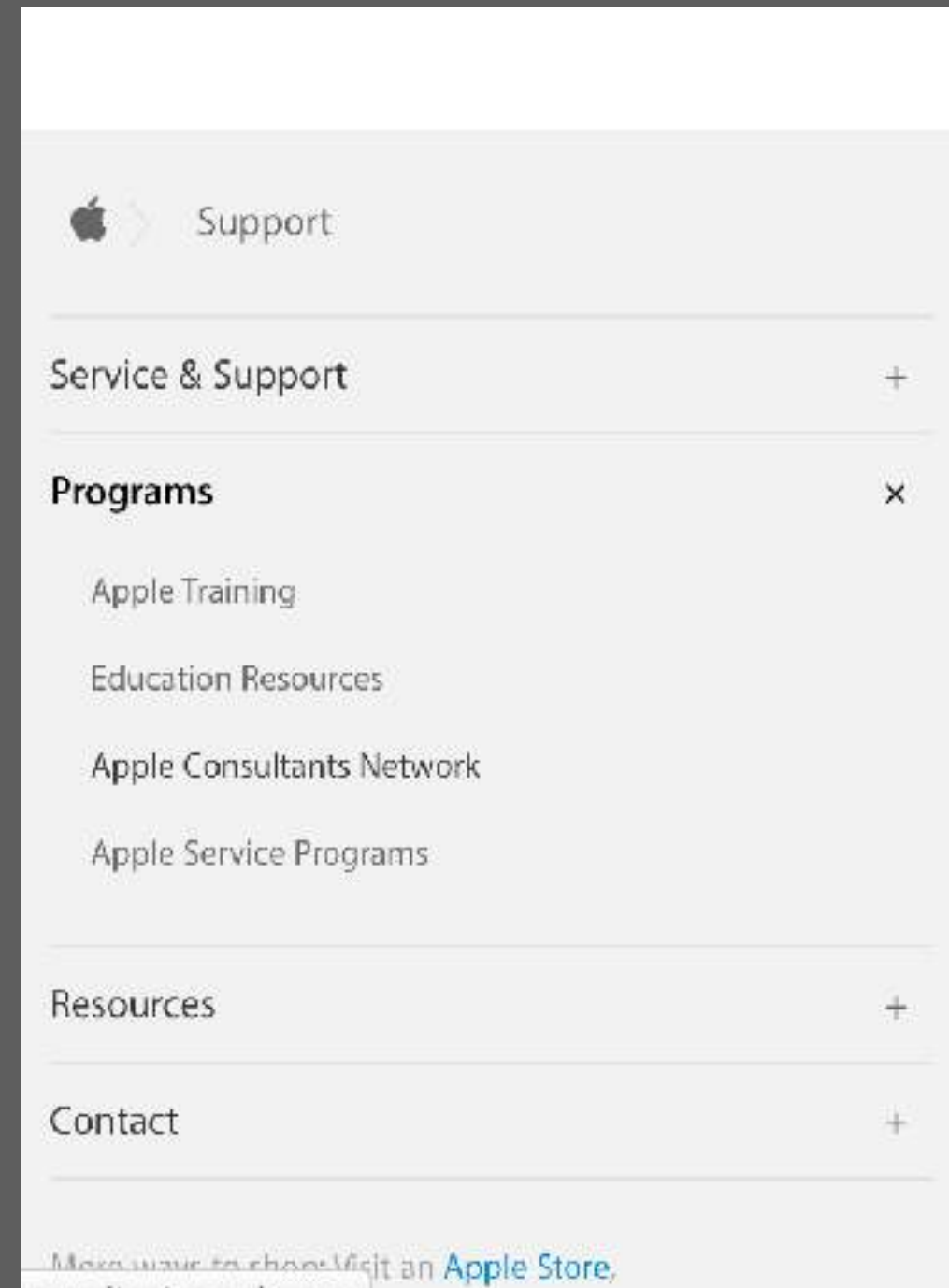
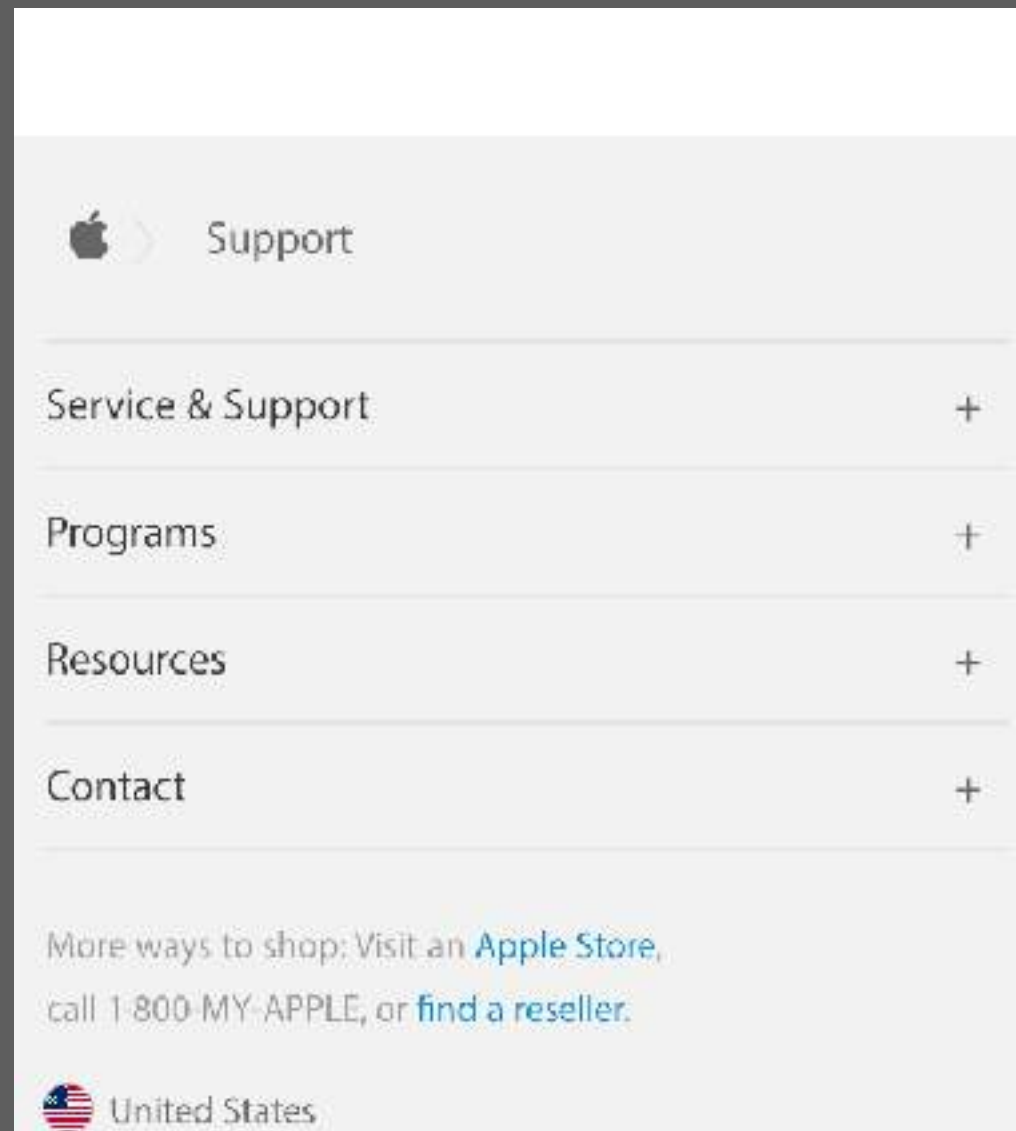
[Sales and Refunds](#)

[Legal](#)

[Site Map](#)

 [United States](#)







# 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



**The perfect match.**  
Accessories made by Apple.

**iPad Pro**  
Super. Computer.

**AirPods**  
Watch the film.

**Apple tv**  
The new TV app. One place for everything you want to watch.

1

**Shop and Learn**

- Mac
- iPad
- iPhone
- Watch
- TV
- Music
- iTunes
- iPod
- Accessories
- Gift Cards

**Apple Store**

- Find a Store
- Genius Bar
- Workshops and Learning
- Youth Programs
- Apple Store App
- Refurbished and Clearance
- Financing
- Reuse and Recycling
- Order Status
- Shopping Help

**For Education**

- Apple and Education
- Shop for College

**For Business**

- Apple and Business
- Shop for Business

**Account**

- Manage Your Apple ID
- Apple Store Account
- iCloud.com

**Apple Values**

- Accessibility
- Education
- Environment
- Inclusion and Diversity
- Privacy
- Supplier Responsibility

**About Apple**

- Apple Info
- Newsroom
- Job Opportunities
- Press Info
- Investors
- Events
- Contact Apple

More ways to shop: Visit an [Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).

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

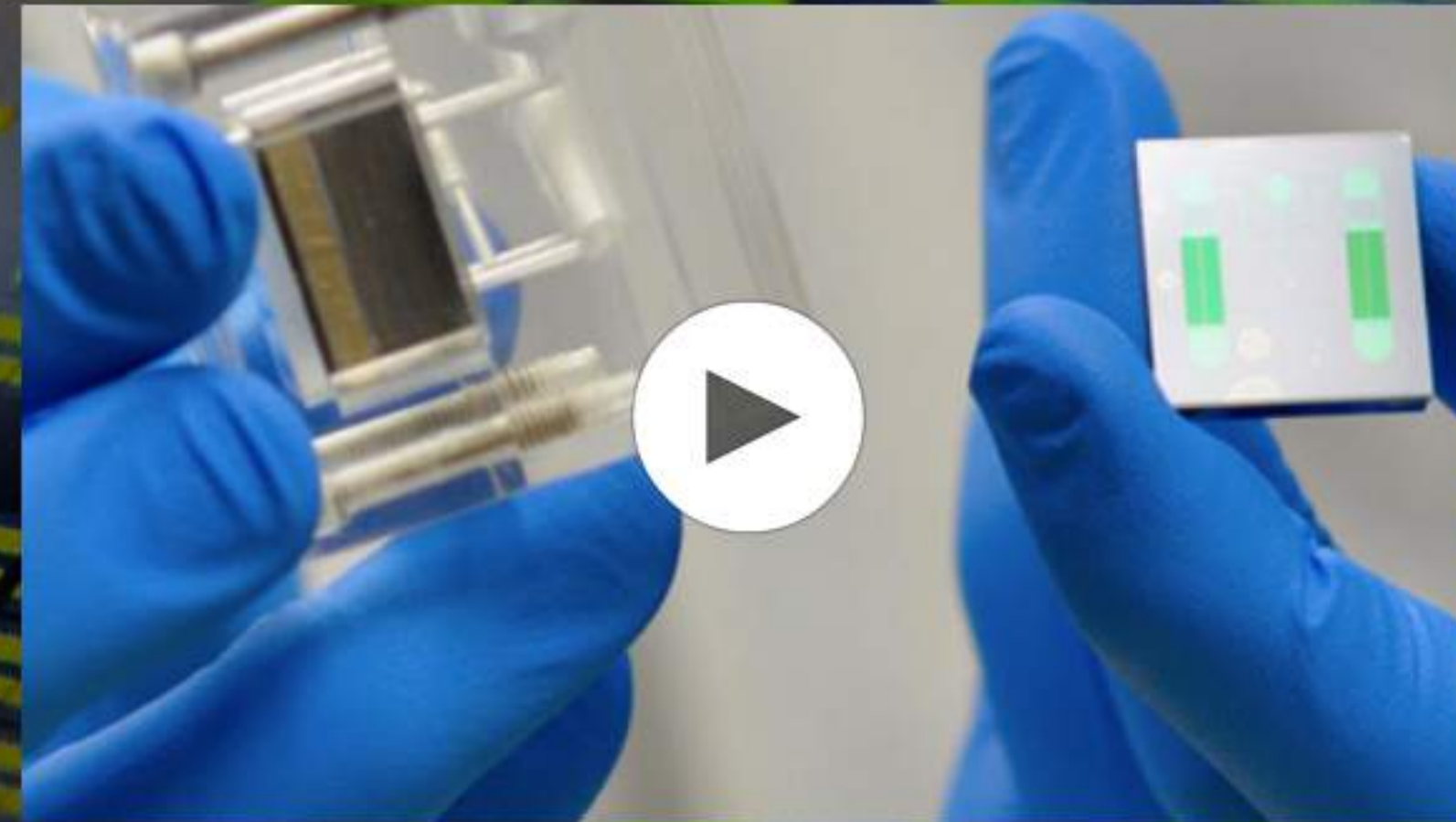
Global Nav Research

IBM

# The 'detective' that could reveal your future

Lab-on-a-chip technology aims to find cancer, viruses and more — before symptoms appear

[Read the 5 in 5 story about advancing preventive healthcare through nanotech](#)



Follow IBM



## This week at IBM

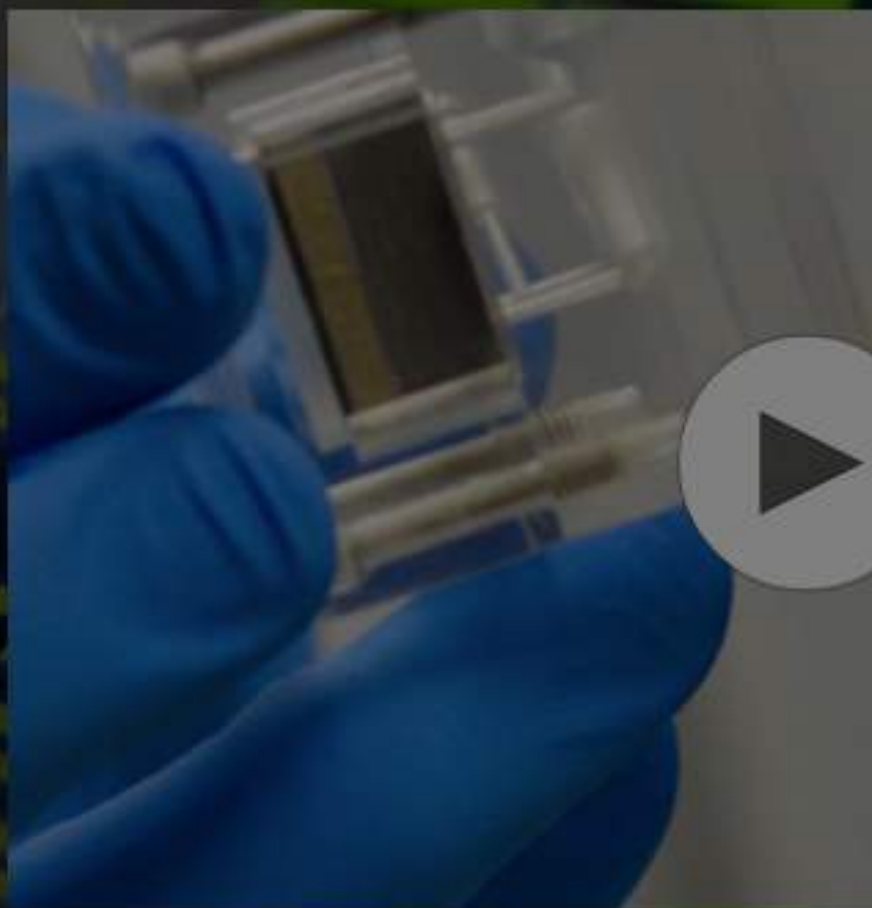




# The 'detective' that could reveal your future

Lab-on-a-chip technology aims to find cancer, viruses and more — before symptoms appear

➔ Read the 5 in 5 story about advancing preventive healthcare through nanotech



Follow

## This week at IBM



Marketplace

**Products**

- All products
- Analytics
- Cloud
- Cognitive
- Commerce
- Internet of Things
- Industry solutions
- IT infrastructure
- Mobile
- Security
- Social
- Watson
- Watson Health

Services

Industries





Products ▾

Services ▾

Industries

Developers ▾

Support

Careers

Marketplace

Search



Business consulting →

Technology services

Financing

Industry expertise

Training and skills

# Business consulting

Quicklinks

[Experience design](#)

Cognitive

Application innovation

Digital operations

All business consulting

## Industry Insiders Roundtable



Five IBM experts and Business Insider CEO Henry Blodget discuss the forces transforming every industry. Even yours.





## How can we help?



### Support portal

Get help today for the IBM services and software you own



### IBM Knowledge Center

Find answers quickly in official IBM product documentation



### Redbooks

Complimentary, step-by-step guides for download and mobile



### developerWorks

Explore technical topics, find trial software and join the community



### Learning Lab

Grow skills with curated online courses and cognitive apps



### IBM Training and Skills

Start your learning journey, build expertise and get recognized

#### Discover

[Marketplace](#)

[Products](#)

[Services](#)

[Industries](#)

[IBM Research](#)

[Case studies](#)

[Inside IBM](#)

#### Information for...

[Developers](#)

[Business Partners](#)

[Federal and state contracts](#)

#### Connect with us

[Support](#)

[Find a sales rep](#)

[Find a Business Partner](#)

#### About IBM

[Careers](#)

[Events](#)

[Latest news](#)

[Investor relations](#)

[Corporate responsibility](#)

[About IBM](#)

#### Select a country/region

[United States - English](#)



Marketplace

Search



Watson Internet of Things

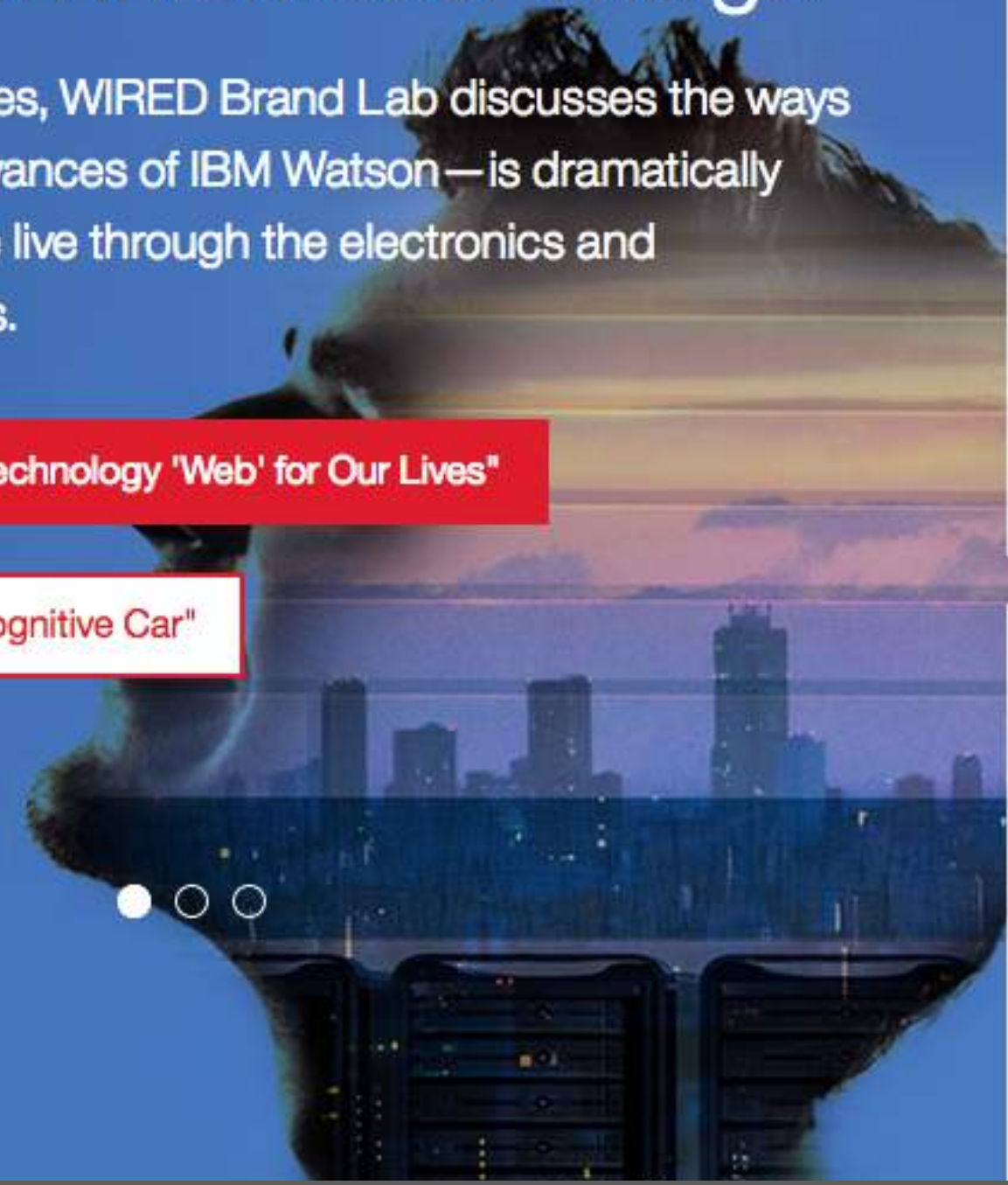
- Learn
- Solutions
- Industry
- Roles
- Partners
- News
- Get started

# 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"](#)



### Build secure, scalable IoT apps and services

Get the tools you need with Watson IoT Platform.

[Learn more](#)

### Monitor the health of your assets

Get your machines to tell you when they need maintenance.

[Learn more](#)

### Manage your facilities more effectively

Pursue a range of real estate strategies to match your facilities portfolio.

[Learn more](#)

### Transform product development

Streamline the creation of reliable, smart, connected products and systems.

[Learn more](#)

Contact IBM



Marketplace

Search



Watson Internet of Things

Learn

Solutions

Industry

Roles

Partners

News

Get started

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)

Watson IoT Platform

Asset management

Connected manufacturing

Facilities management

IoT for Automotive

IoT for Electronics

IoT for Insurance

Product development for IoT



Contact IBM



Stay up-to-date on the latest tools and techniques for IoT product development.



Bridge the gaps between customers, requirements and deliverables.

[Industries & solutions](#)[Services](#)[Products](#)[Support & downloads](#)[My IBM](#)[United States](#)[Welcome | IBM Sign in / Register |](#)

## IBM Design

[Studios](#)[Work](#)[Practices](#)[Careers](#)[Blog](#)

## Uncover user value

IBM Design Research is a way for teams to build continuous knowledge, discovery, and empathy. Our guiding principles encourage whole teams to follow the user, measure success, and exercise constant curiosity. Teams form a strong foundation for this work when they craft actionable insights and conduct quality research at speed. Use IBM Design Research to deliver services and products that empower better human outcomes and client success.

[Start exploring](#)



## Uncover user value

IBM Design Research is a way for teams to build continuous knowledge, discovery, and empathy. Our guiding principles encourage whole teams to follow the user, measure success, and exercise constant curiosity. Teams form a strong foundation for this work when they craft actionable insights and conduct quality research at speed. Use IBM Design Research to deliver services and products that empower better human outcomes and client success.

[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 >**

**IBM** 🔍 👤 ☰

# The 'detective' that could reveal your future

Lab-on-a-chip technology aims to find cancer, viruses and more — before symptoms appear

➔ Read the 5 in 5 story about advancing preventive healthcare through nanotech



✕

Marketplace

**Products** —

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

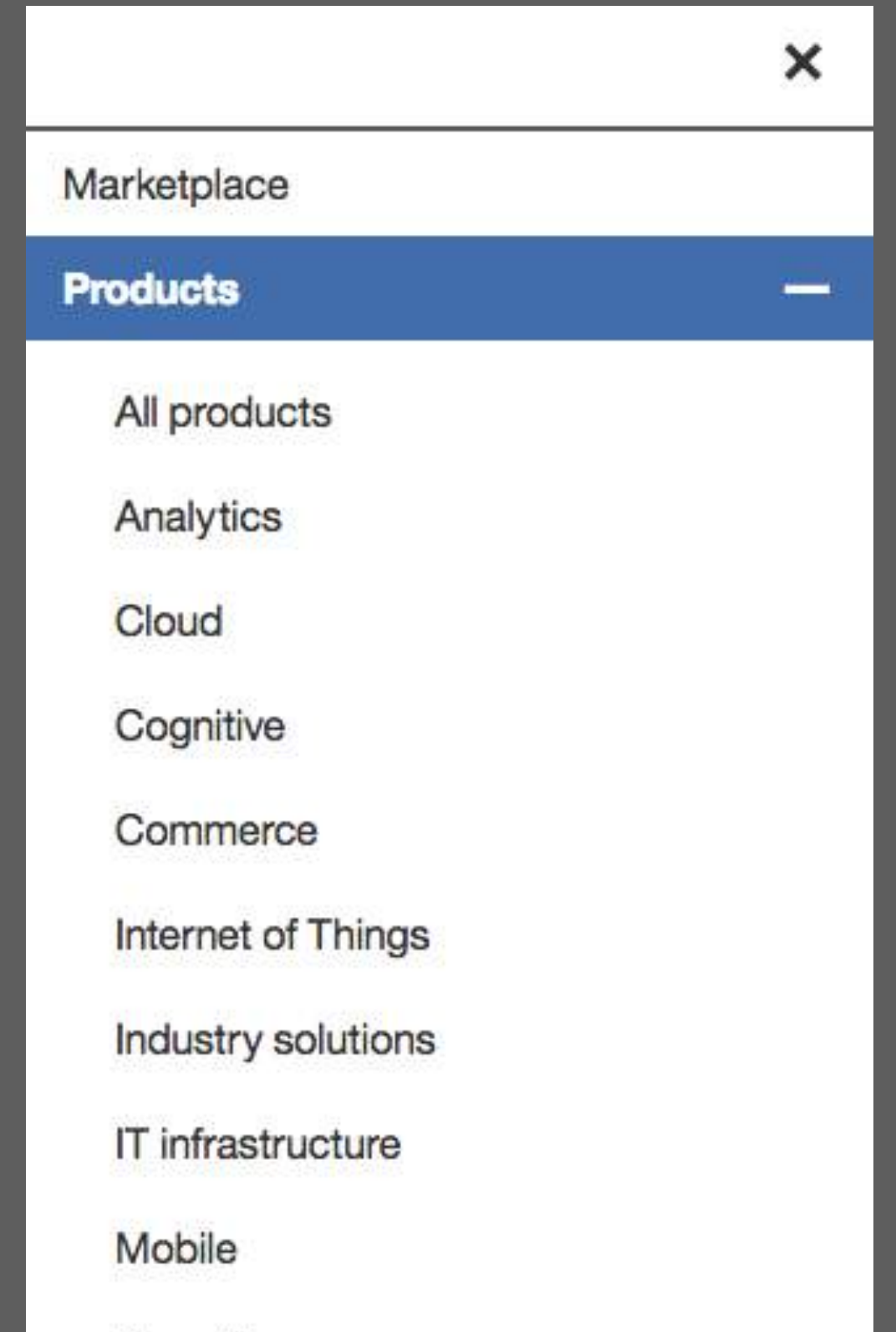
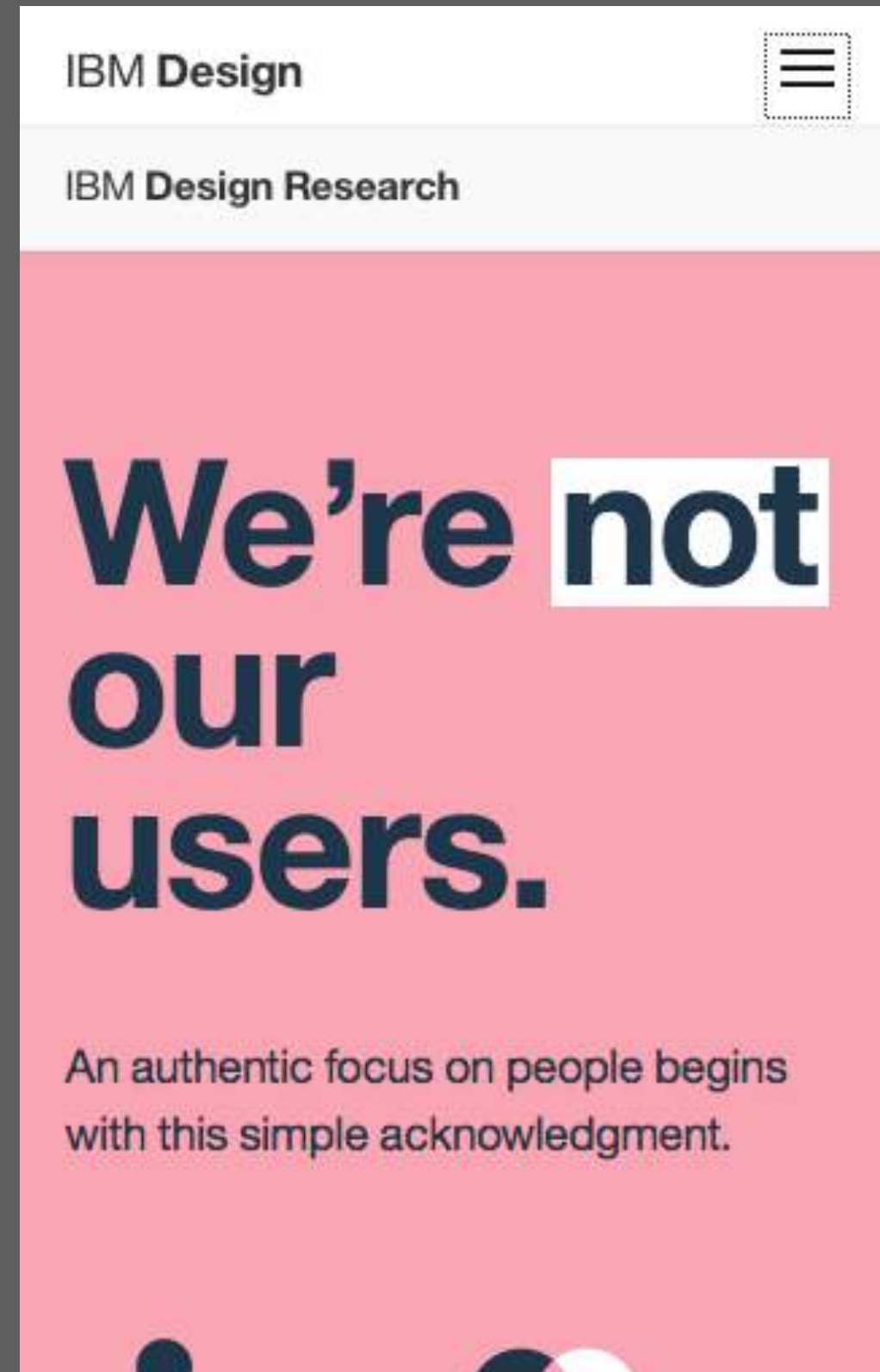
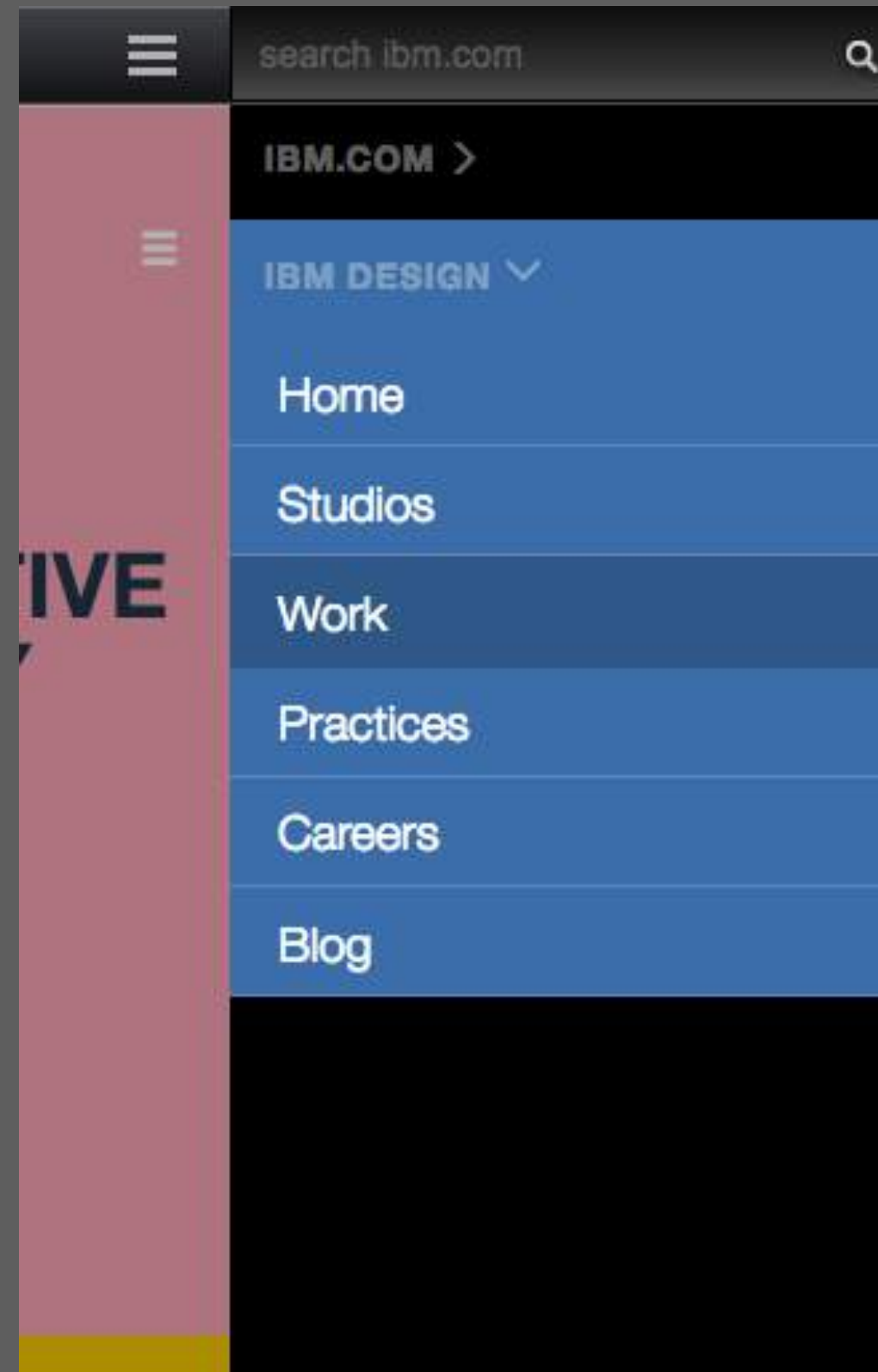
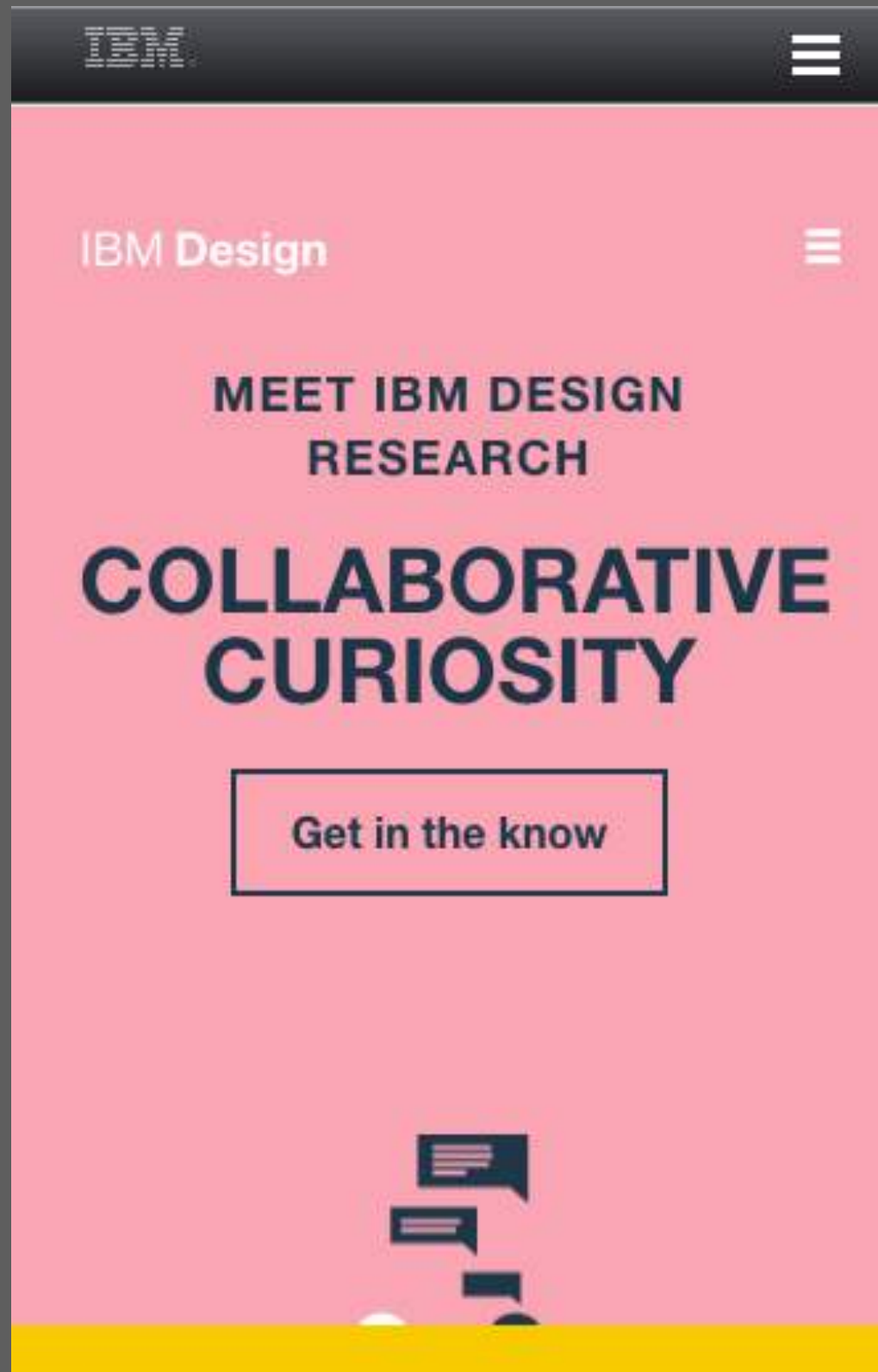
**Discover**

- Marketplace
- Products
- Services
- Industries
- IBM Research
- Case studies
- Inside IBM

**Information for...**

- Developers
- Business Partners
- Federal and state contracts





## 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



# Demanding workloads, meet your new data systems

Essential all-flash mainframe storage for performance and reliability

Learn about the new DS8880F family and register for the IBM Storage webinar

Follow 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.

2

## This week at IBM



### Modernize your applications for the API economy

Automated code analysis helps optimize development and delivery for digital and hybrid

See how you can cut development and maintenance costs by more than 50%



### A consultancy for fearless leaders

With the jStart emerging technologies team, you get measurable results and no hidden agendas

See how quickly you can solve big problems



### InterConnect 2017. Dedicated to cloud — and you.

Advance your career, help your business, change your industry. March 19-23.

Explore the cognitive world of IoT, security and more. Register now.



3

## Enter the cognitive era

Find out what happens when digital intelligence meets digital business



### A wealth of data creates rich opportunity for bankers

Move beyond digital to make better decisions and draw customers closer

[→ See cognitive business at work in banking](#)



### Cognitive technology is the future of business

Take a deep-dive look at how IBM Watson early adopters are seizing the market advantage

[→ Read the report](#)



### Watson augments our intelligence, so we can do more

A world with Watson is healthier, more productive and more secure

[→ See what a world with Watson looks like](#)

[See more cognitive content](#)

Explore online product trials



3

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

IBM

Marketplace

IBM Cognitive

The cognitive advantage

# Decoding cognitive business:

Lessons from IBM Watson clients

Marketplace

- Products
- Services
- Industries
- Developers
- Support
- Careers

Regardless of industry, the companies that win in the digital era are those that take the shortest paths to the best results. That means getting the right information in the right hands at the right time. These realities are why more organizations are turning to cognitive solutions.

Our market report, "The cognitive advantage: Insights from early adopters on driving business value" reveals that early adopters employ cognitive computing for competitive differentiation. In fact, 65 percent say that cognitive adoption is very important to their strategy and success, and more than half regard cognitive computing as a must-have to remain competitive.

Cognitive adoption varies from bold, enterprise-wide implementations to more gradual deployment. Some organizations create custom platforms, while others use composable APIs. Early adopters leverage a range of capabilities from machine learning to natural language processing to unlock value.

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](#)

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



## How can we help?

6



### Support portal

Get help today for the IBM services and software you own



### IBM Knowledge Center

Find answers quickly in official IBM product documentation



### Redbooks

Complimentary, step-by-step guides for download and mobile



### developerWorks

Explore technical topics, find trial software and join the community



### Learning Lab

Grow skills with curated online courses and cognitive apps



### IBM Training and Skills

Start your learning journey, build expertise and get recognized

7

### Discover

Marketplace

Products

Services

Industries

IBM Research

Case studies

Inside IBM

### Information for...

Developers

Business Partners

Federal and state contracts

### Connect with us

Support

Find a sales rep

Find a Business Partner

### About IBM

Careers

Events

Latest news

Investor relations

Corporate responsibility

About IBM

### Select a country/region

United States - English



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](http://internet.org)

---

# 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** →



# 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** →



**Our Mission**

**Our Approach**

**Our Impact**

PRESS

PLATFORM

OPERATORS

FACEBOOK PAGE

CAREERS

CONTACT

# 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.

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** →

Facebook © 2017 Powered by WordPress.com VIP



internet.org

Internet.org is  
**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

Our Mission

Our Approach

Our Impact

PRESS	PLATFORM
OPERATORS	FACEBOOK PAGE
CAREERS	CONTACT

ENGLISH ▾

internet.org

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** →

Facebook © 2017 Powered by WordPress.com VIP

# internet.org

## Pros - Desktop

- Navigation bucketing clearly reinforces the mission on the homepage
- Limited content areas provide clarity and strong purpose
- The menu is easily accessible and provides an 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](http://internet.org)



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

# 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** →



SEARCH



3

**Our Mission**

**Our Approach**

**Our Impact**

PRESS

PLATFORM

OPERATORS

FACEBOOK PAGE

CAREERS

CONTACT

ENGLISH

3

Navigation mirrors the key areas of importance on the main page

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



# Our Mission

5

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.

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



2

**Digi-Key Electronics**

Same Day Shipping Til 8:00 PM CT. Order Now at DigiKey.com!

NATIONAL AFFAIRS

**The Race to Pass Obama's Last Law and Save Tech in DC**

9 HOURS

ERUPTIONS

**Etna Volcano Awakens with New Explosions in the New Year**

2 HOURS

**MOST POPULAR**

NATIONAL AFFAIRS  
Author of Trump's Favorite Voter Fraud Study Says Everyone's...  
2 DAYS

LONGREAD  
John Arnold Made a Fortune at Enron. Now He's Declared War on Ba...  
01.22.17

KLINT FINLEY  
An App That Makes It Easy to Pester Your Congress Member  
US. 14. 14

MORE STORIES

FOOD SCIENCE

**A Coffee Renaissance Is Brewing, and It's Thanks to Genetics**

3 HOURS

**CYBERSECURITY**

**QUANTUM COMPUTERS VERSUS HACKERS, ROUND ONE. FIGHT!**

paracable

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



4

SHARE

f SHARE 7132

🐦 TWEET

📌 PIN 13

💬 COMMENT 141

✉ EMAIL

ISSIE LAPOWSKY BUSINESS 01.25.17 6:35 PM

# AUTHOR OF TRUMP'S FAVORITE VOTER FRAUD STUDY SAYS EVERYONE'S WRONG



4

## MOST POPULAR

**MOVIES**  
The 10 Can't-Miss Movies Leaving Netflix Next Month  
5 HOURS

**CYBERSECURITY**  
Quantum Computers Versus Hackers, Round One. Fight!  
8 HOURS

**BRAND LAB DEALS**  
The Best 4K TV Deals in Time for the Big Game  
WIRED BRAND LAB

PRODUCT REVIEW

3

Color block affect highlights content area of site

4

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



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

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

### 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



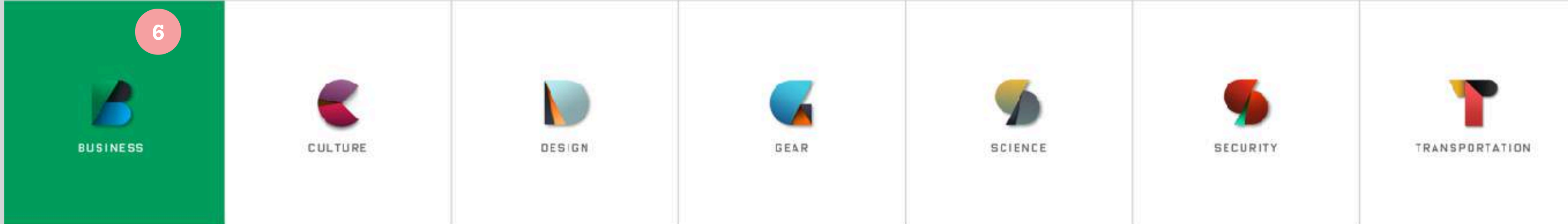


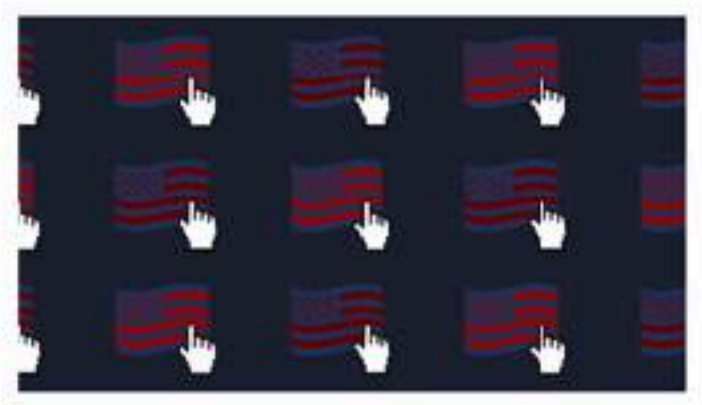
PHOTO VIDEO MAGAZINE WIRED INSIDER ROADMAP TO 2020



It took five tons of explosives to take down a residential block in Wuhan.

6

### BUSINESS



Online Petitions Won't Tame Trump—But They'll Make Him Listen  
BY EMMA GREY ELLIS

Author of Trump's Favorite Voter Fraud Study: Everyone's Wrong  
BY ISSIE LAPCWSKY

Facebook Reboots

### CULTURE



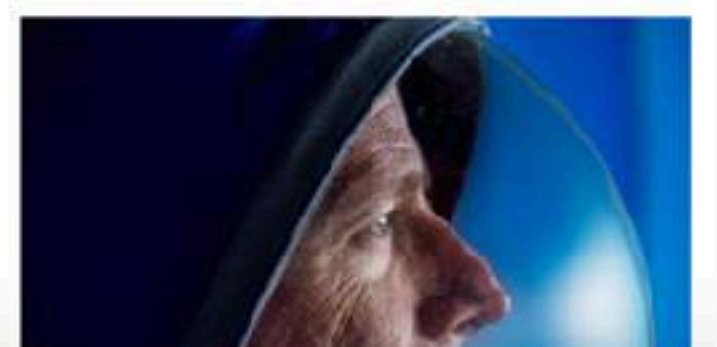
5 Albums You Need to Play Right Now, From The xx to Ty Segall  
BY WIRED STAFF

Online Petitions Won't Tame Trump—But They'll Make Him Listen  
BY EMMA GREY ELLIS

The Magicians Has Somehow Become One of

Advertisement for paracable Ultra Durable Apple Certified Lightning Cables. Image shows a blue braided cable connected to an iPhone. Text: "Tired of iPhone cables that break? We are too! Ultra Durable Apple Certified Lightning Cables"

### DESIGN

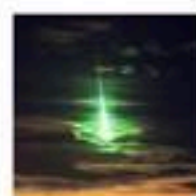


6

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.



Caught in a Berlin Sewage Plant  
BY CHARLEY LOCKE



A Brilliant Green Meteor Lights Up India's 'Sky Islands'  
BY LAURA MALLONEE

→ MORE PHOTO

## GET THE MAGAZINE

WIRED Wish List Sweepstakes - Subscribe & Enter



→ SUBSCRIBE

## GET OUR NEWSLETTER

WIRED's biggest stories, delivered to your inbox.

Enter your email

→ SUBMIT

## FOLLOW US ON TWITTER



10 HOURS

Tesla's latest over-the-air software update brings them one step closer to their vision of fu... [bit.ly/2jvbxrn](http://bit.ly/2jvbxrn)

→ FOLLOW

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.



8

# 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 engagement** 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 .