

moz://a

Global Nav + Homepage

Research

February 2

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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](#)

1

A prominent navigation provides a focus and clear way finding through the site

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

2

Hover on primary nav reveals drawer with secondary items



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.

“
Amnesty International
BETTER TO LIGHT A

3

Clear bucketing helps user understand key topics and sections of the website



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.

“
Amnesty International
BETTER TO LIGHT A

- 4 Drop down, sub navigation lays out a clear narrative that is easy to follow – also serves as breadcrumb through site
- 5 “Donate Now” lightly featured and easy to find

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

6

RESOURCES

GET INVOLVED

LATEST

WORK WITH US

Contact Us

How We're Run

Media Centre

Wire Magazine

Annual Report 2015/2016

Human Rights Education

Human Rights Courses

Join

Take Action

Volunteer

News

Campaigns

Research

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

JOBS & INTERNSHIPS

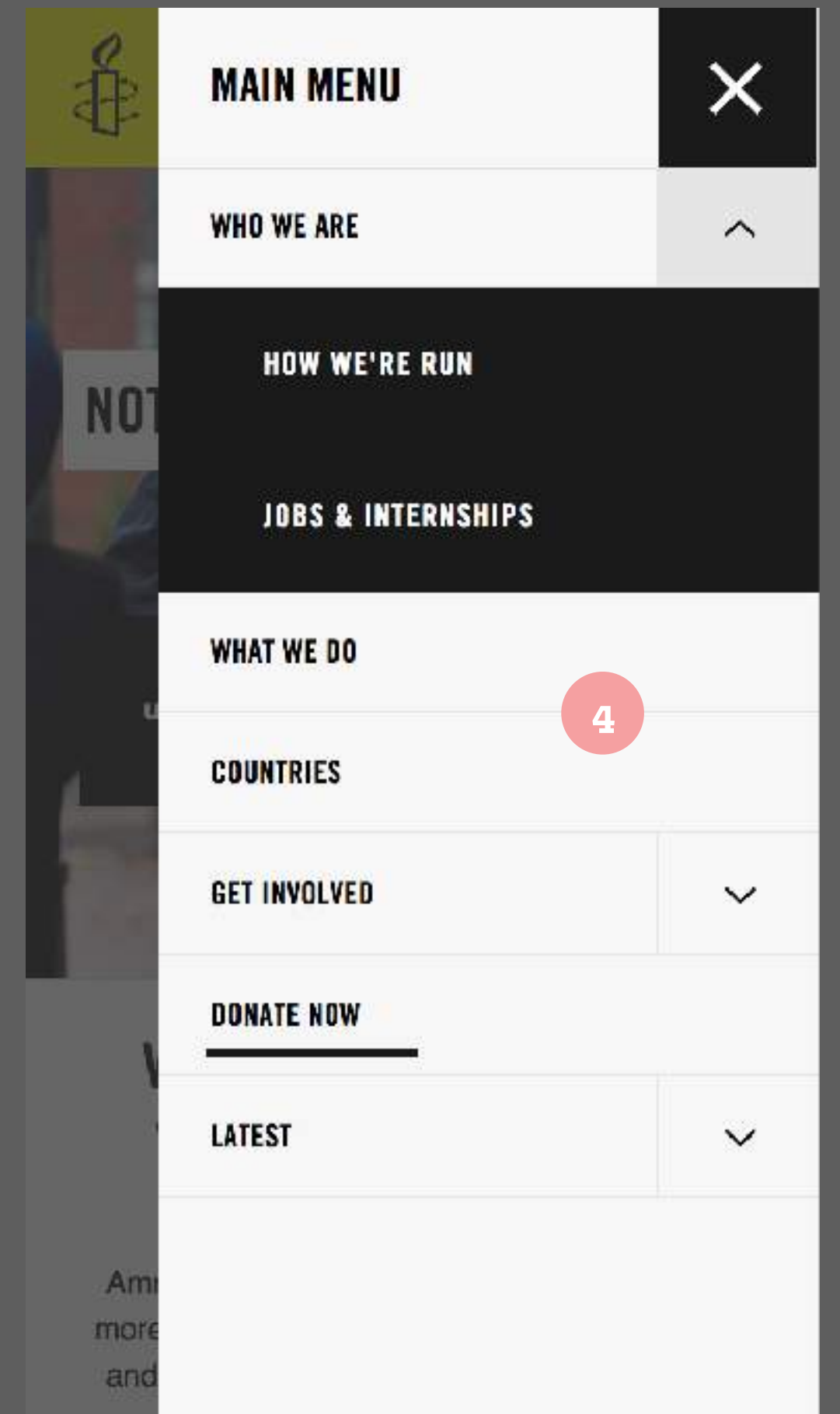
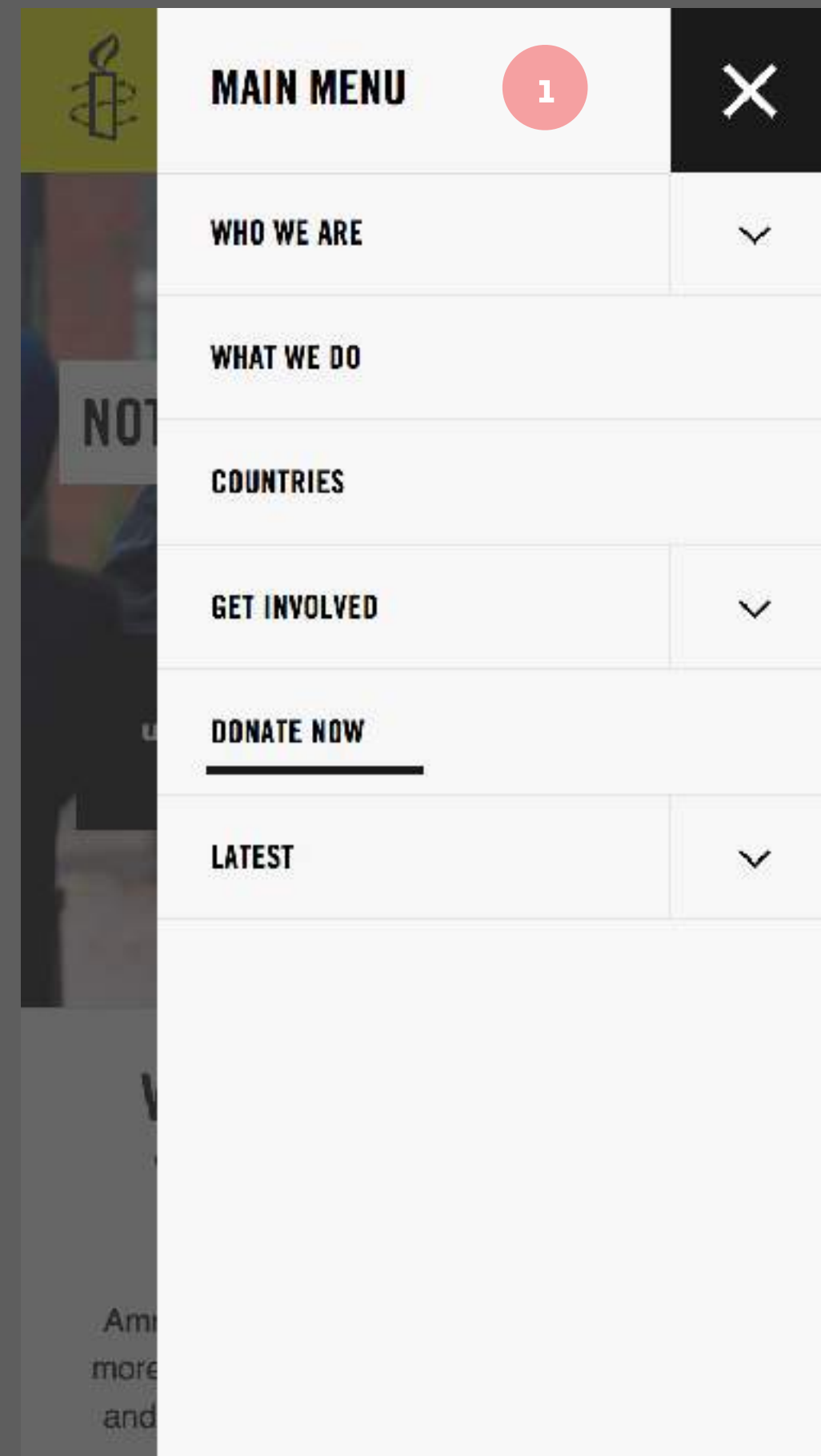
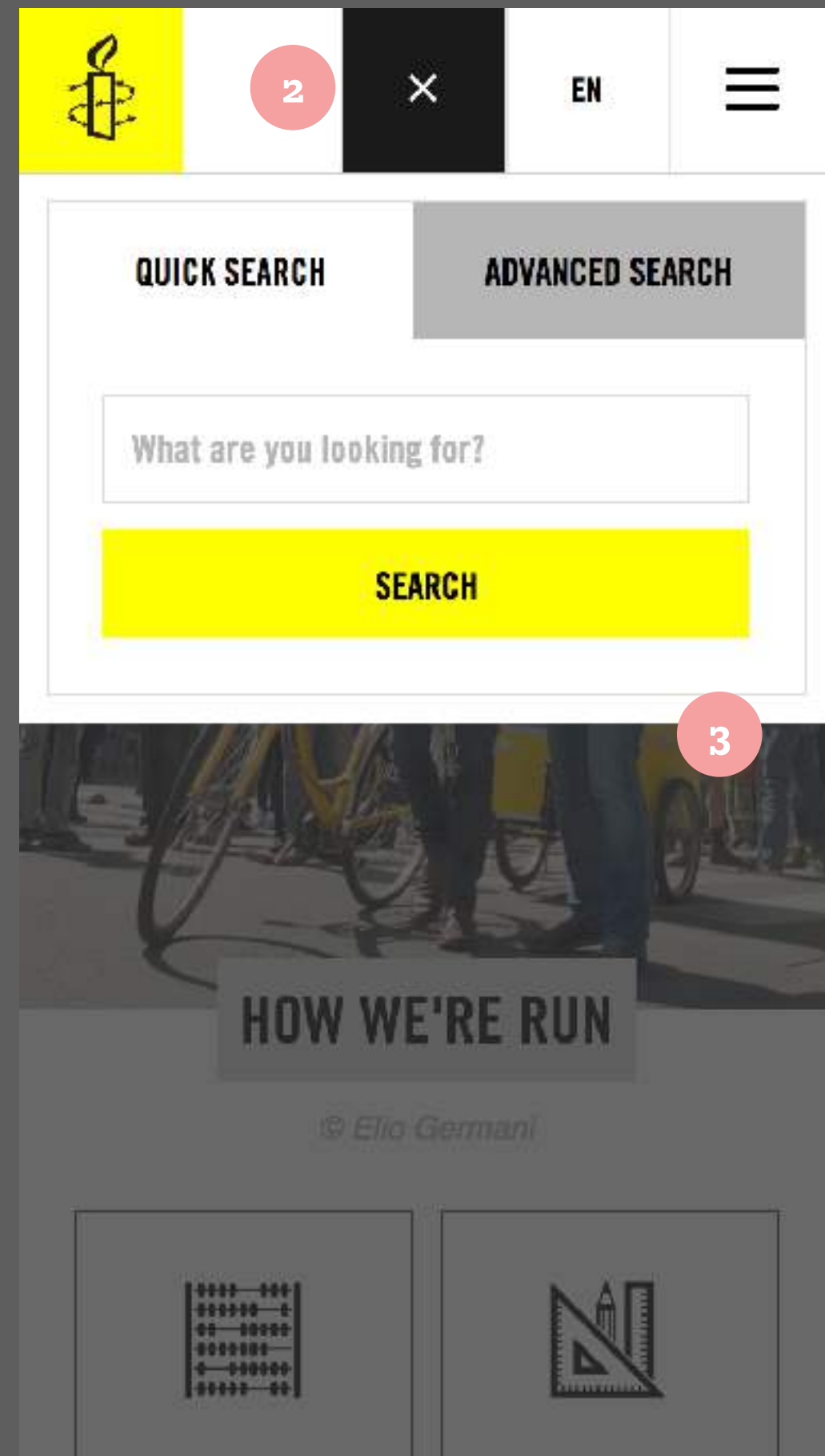
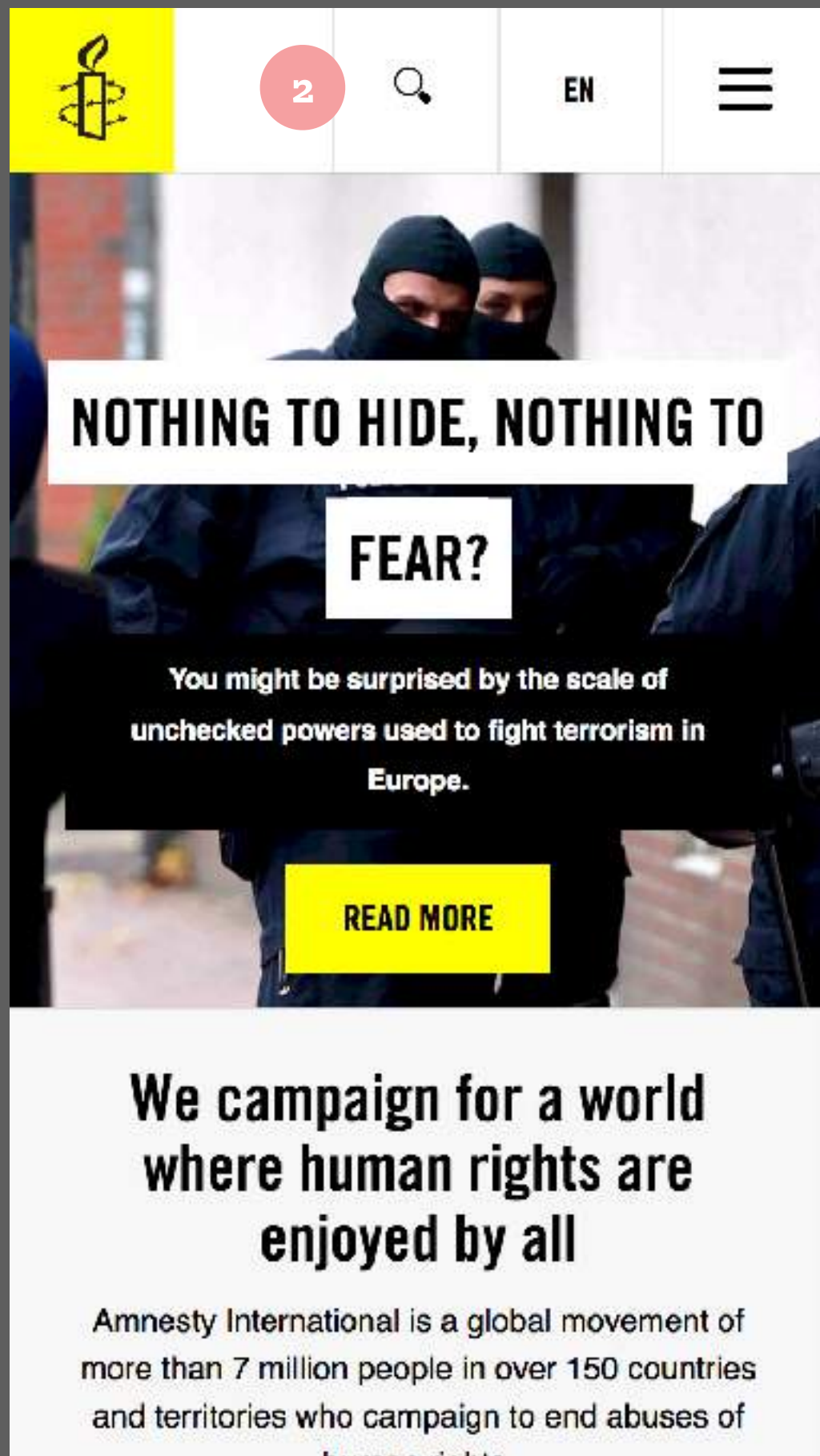
Privacy Policy | Cookie Statement | Permissions | Refunds of donations

© 2017 AMNESTY INTERNATIONAL



6

Footer mirrors tasks available in main nav and adds quick access to deeper links within the site



1 Robust implementation that provides an immersive experience

2 Clear path to search

3 Quick, decisive animation

4 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,



 NEWS

AMERICAS REFUGEES

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

25 January 2017, 13:18 UTC

4

RECENTLY ADDED

 NEWS

Slovenia: Amendments to Aliens Act denies ...

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.

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



1

Top tier navigation provides clear organization to the content

The perfect match.
Accessories made by Apple.

iPad Pro
Super. Computer.

AirPods
Watch the film.

Apple tv
The new TV app. One place for



2

Search apple.com



Quick Links

Find a Store

Accessories

iPod

iOS

Gift Cards

2

Easy access to global search

New features for an even better
Apple TV experience.

Up Next



3

- Apple Watch Series 2
- Apple Watch Nike+
- Apple Watch Hermès
- Apple Watch Edition
- Apple Watch Series 1
- watchOS
- Bands
- Accessories
- Compare

Apple WATCH SERIES 2

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



3

Secondary nav visually tailored to page content



Mac

iPad

iPhone

Watch

TV

Music

Support



Accessories

Browse all ↕

Shop by Product

4

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

4

Hover reveals draw that indicated deeper taxonomy

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

5

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

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

5

Lightweight navigation design, provides enough hierarchy without distracting from the content on the page

Education

Apple and Education

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

6

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



6

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

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

7

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](#)

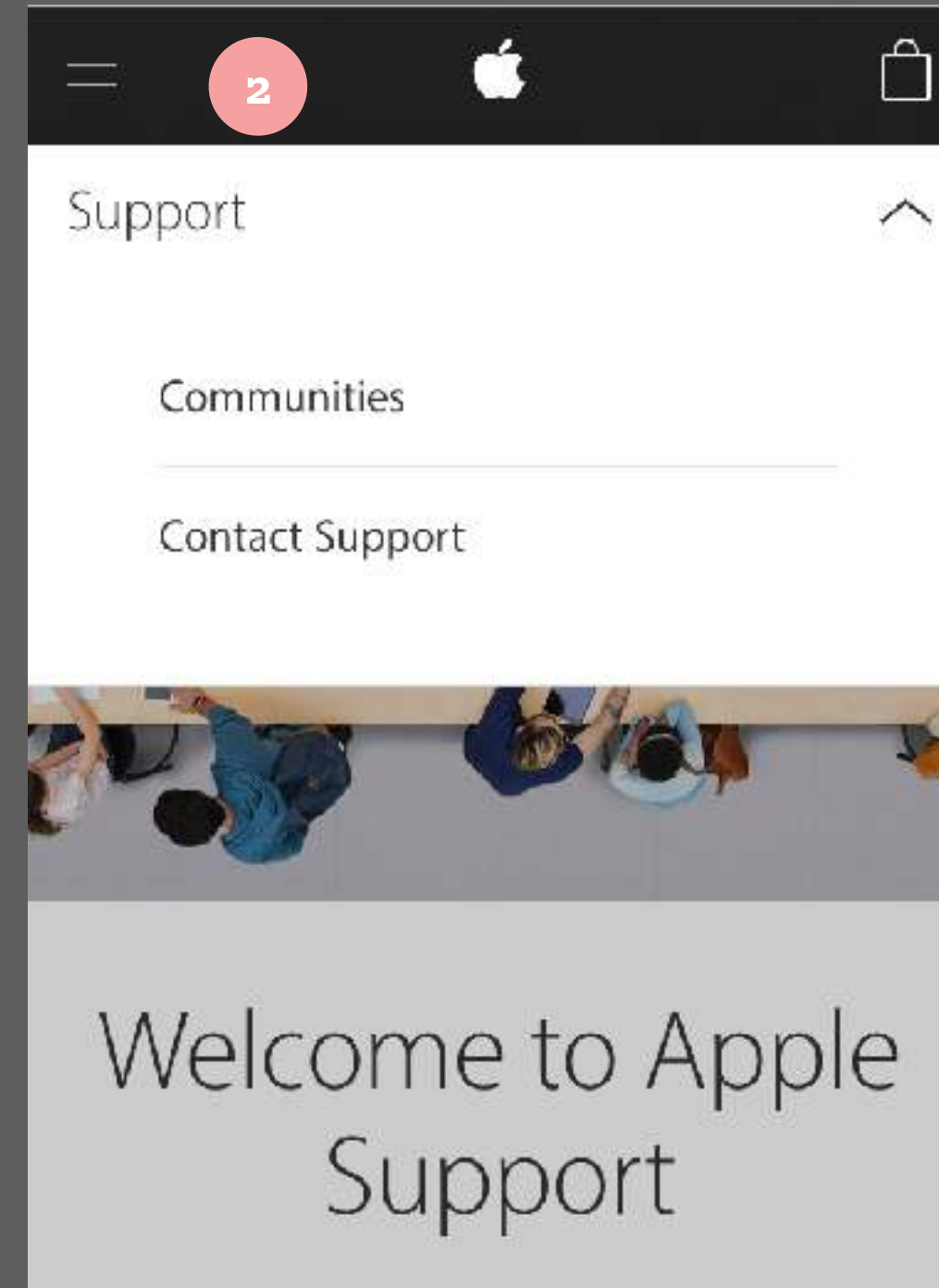
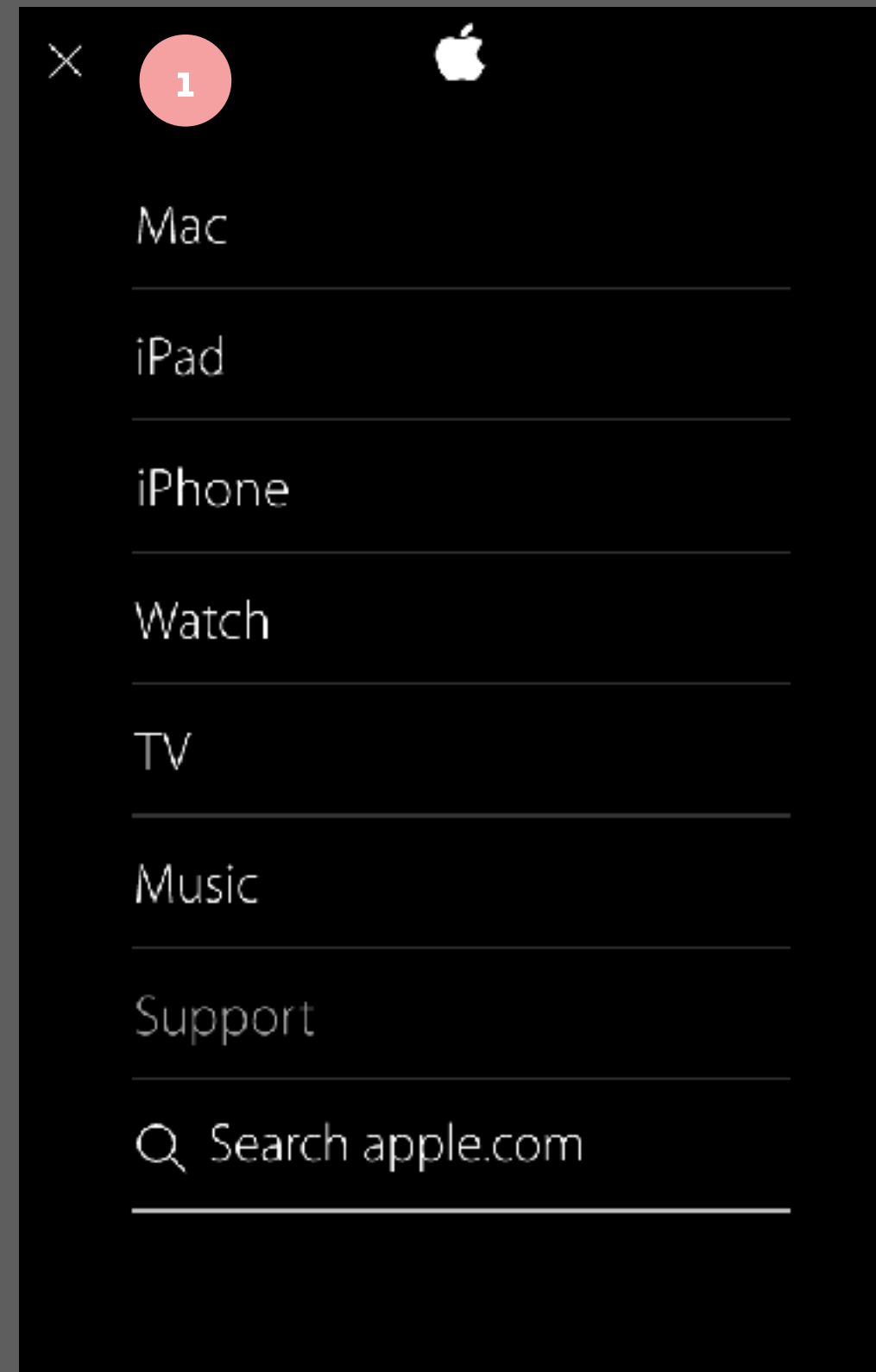
More ways to shop: Visit an [Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).

Copyright © 2017 Apple Inc. All rights reserved. [Privacy Policy](#) | [Terms of Use](#) | [Sales and Refunds](#) | [Legal](#) | [Site Map](#)

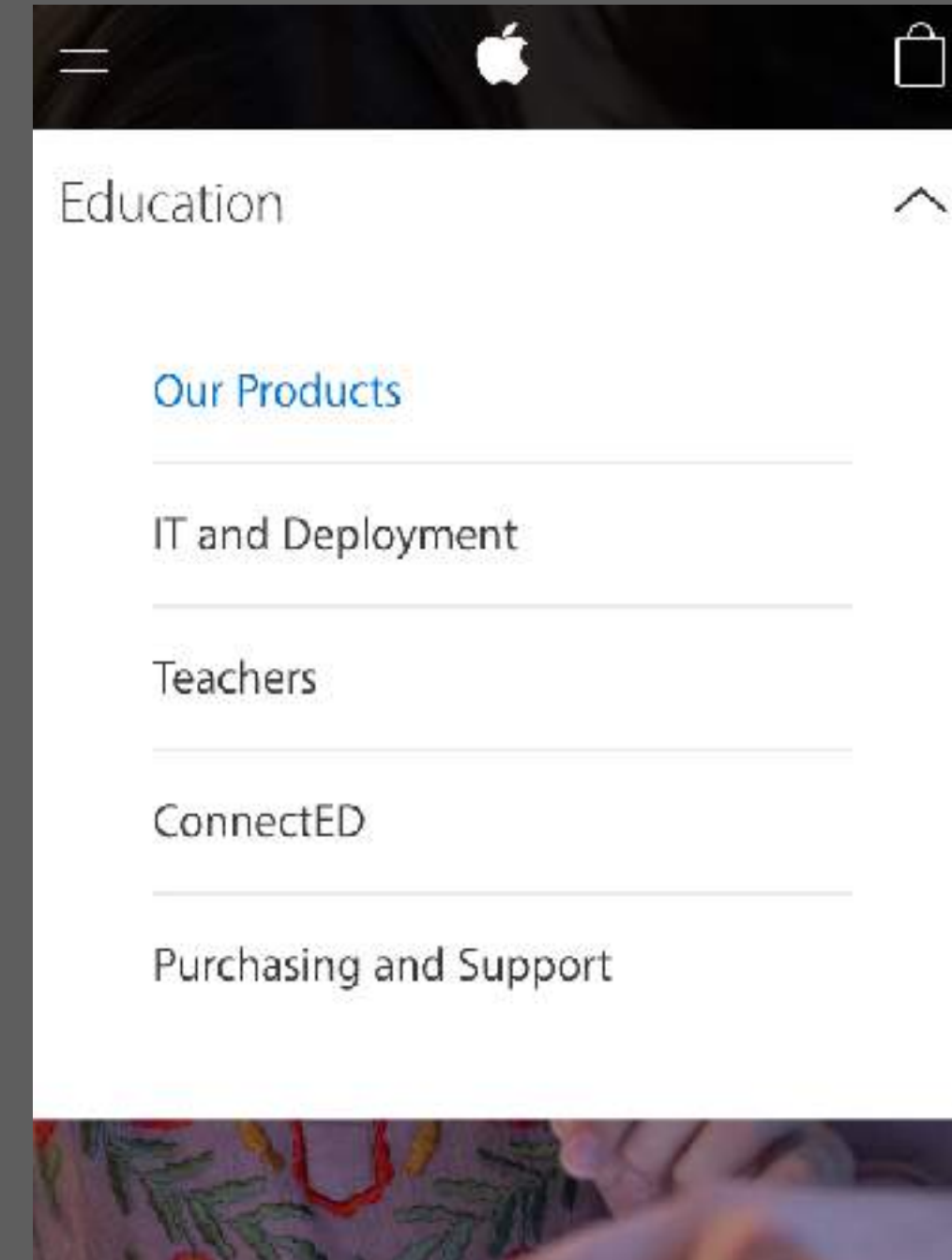
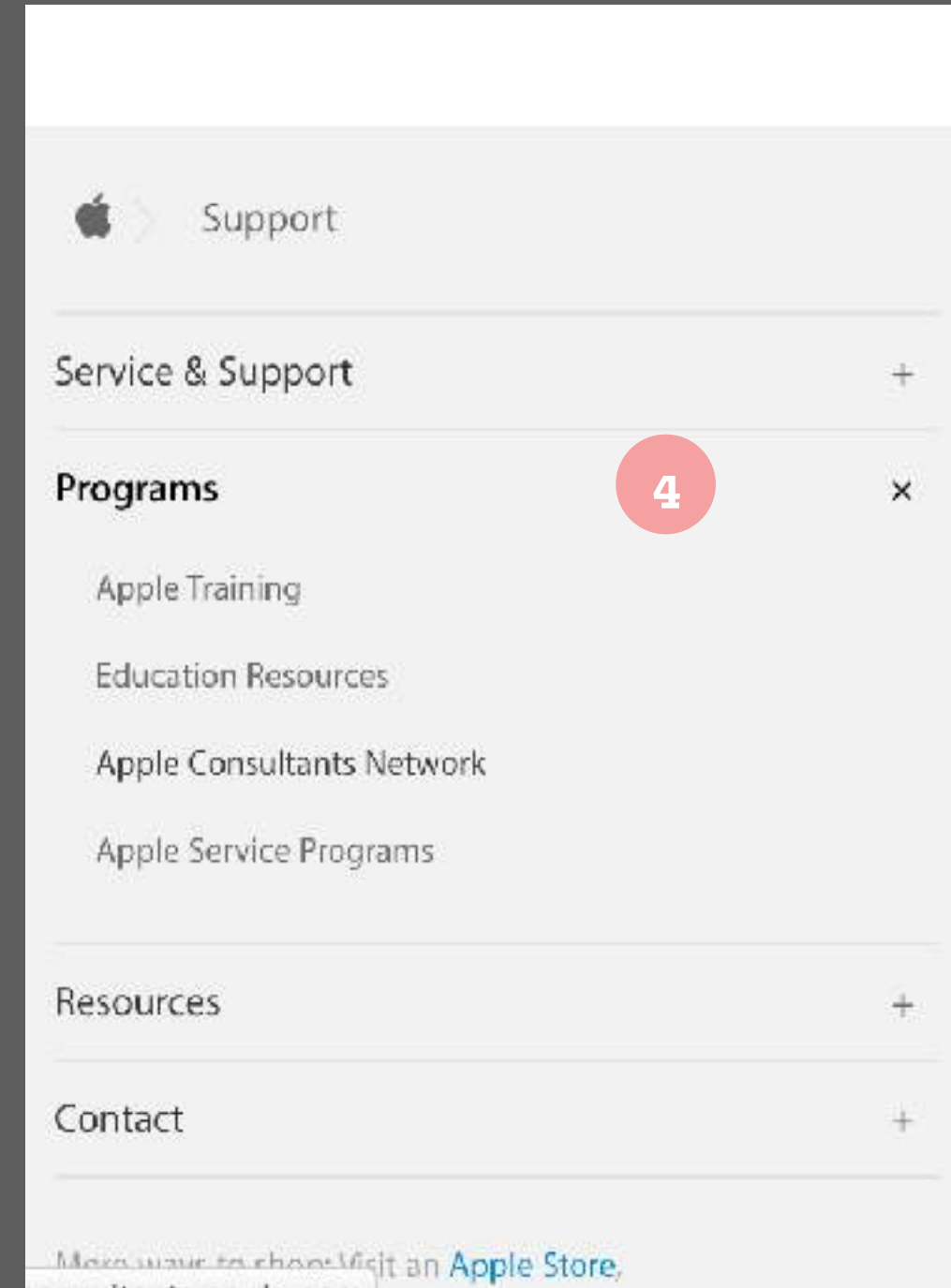
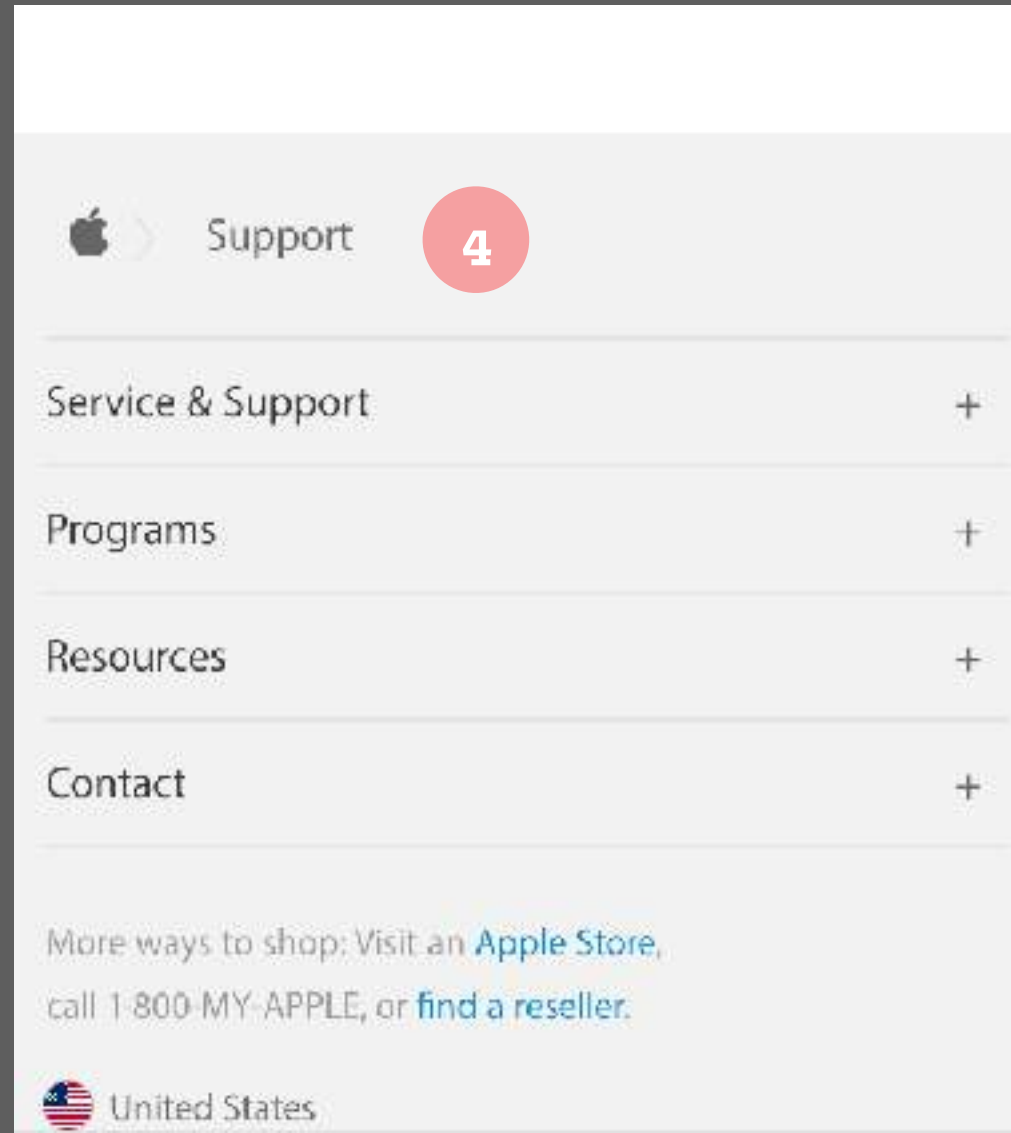
 [United States](#)

7

Footer acts as a sitemap



- 1 Very clean navigation styling throughout, variance in color block and transparency
- 2 Primary navigation collapses and secondary appears on click



4 Accordion functionality for footer plus breadcrumbs

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

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- Manage Your Apple ID
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Apple Values

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

About Apple

- Apple Info
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- 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](#).

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[Legal](#)

[Site Map](#)

United States

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



Products ▾

Services ▾

Industries

Developers ▾

Support

Careers

1

Marketplace

Search



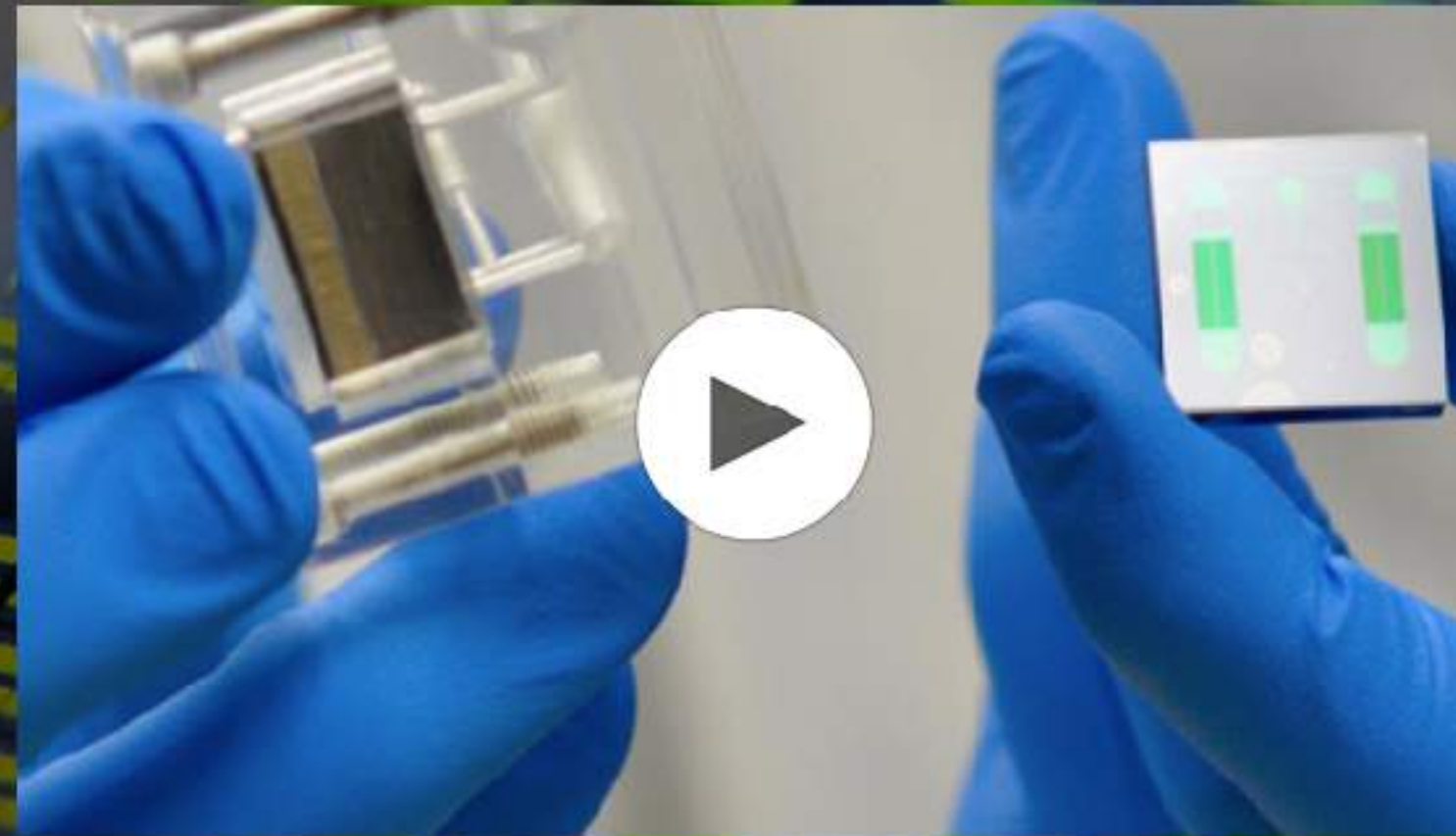
1



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



1

Good use of consistent primary navigation and support from complex side-bar navigation

The screenshot shows the IBM website with a navigation menu on the right side. The menu is open, displaying a list of categories. The 'Products' category is highlighted in blue. Below it, a list of product categories is shown, including 'All products', 'Analytics', 'Cloud', 'Cognitive', 'Commerce', 'Internet of Things', 'Industry solutions', 'IT infrastructure', 'Mobile', 'Security', 'Social', 'Watson', and 'Watson Health'. The 'Services' category is also visible at the bottom of the menu, marked with a plus sign. The main content area features a video player with a play button and a title: 'The 'detective' that could reveal your future'. Below the title, there is a subtitle: 'Lab-on-a-chip technology aims to find cancer, viruses and more — before symptoms appear'. A link with a right-pointing arrow says 'Read the 5 in 5 story about advancing preventive healthcare through nanotech'. The top navigation bar includes links for 'Products', 'Services', 'Industries', 'Developers', 'Support', and 'Careers'. The IBM logo is in the top left corner. A red circle with the number '2' is overlaid on the navigation menu.

IBM Products Services Industries Developers Support Careers Marketplace

Marketplace

Products

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

Services

Industries

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

This week at IBM

Investing

2 Complex side-bar navigation



Products ▾

Services ▾

Industries

Developers ▾

Support

Careers

Marketplace

Search



3

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.

3

Hover state reveals secondary nav drawer and previews page content

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



4

Robust footer navigation provides sitemap

5

Back to top Arrow appears upon scrolling through 75% of the page



Marketplace

Search



Watson Internet of Things

6

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

6

As you scroll, the primary navigation collapses and the secondary sticks to the top of the page providing a fluid navigation experience



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)

7

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.

7

Within secondary nav drop-down appears to show sub-content within section

IBM Design

Studios Work Practices Careers Blog



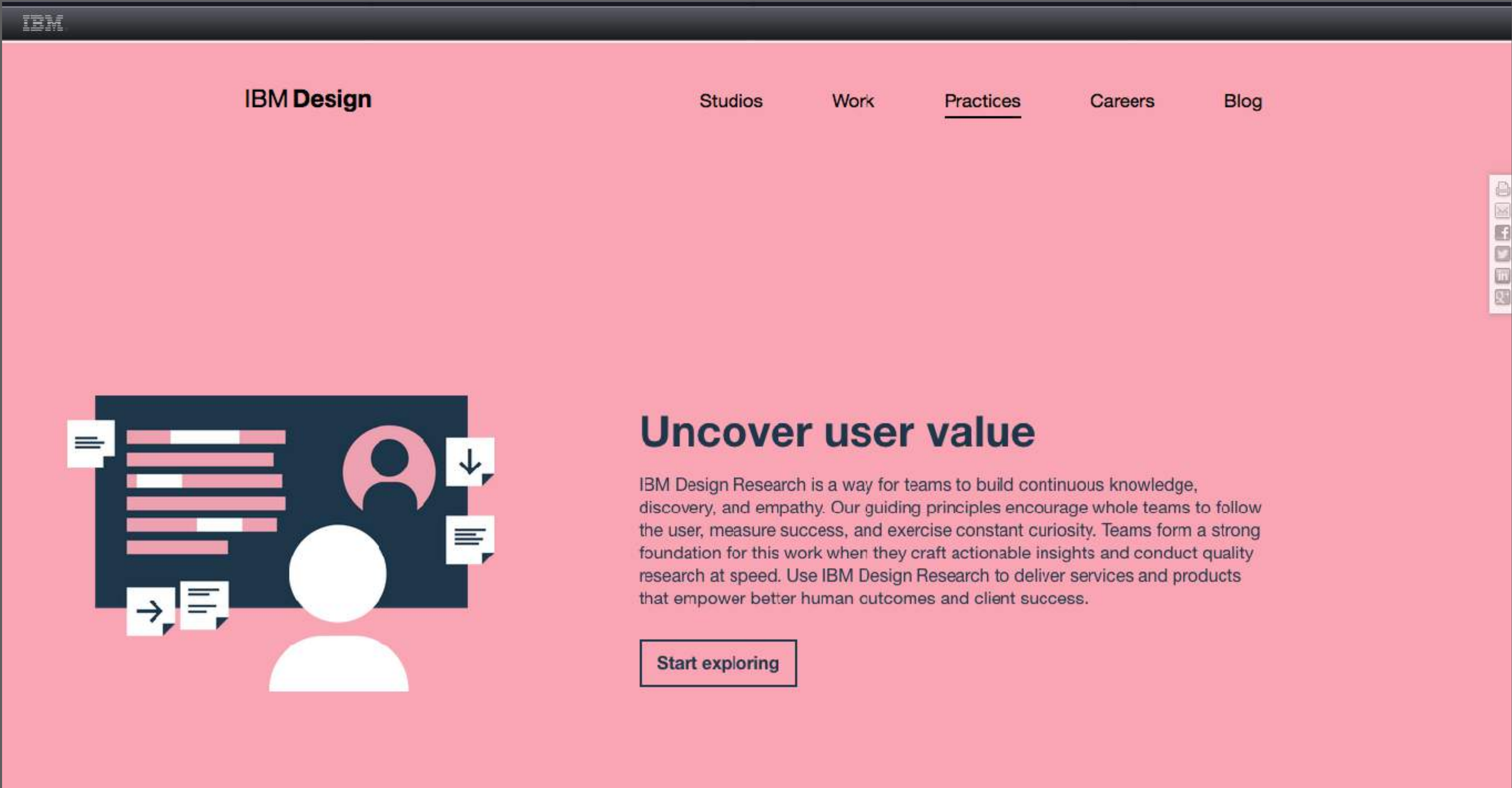
Uncover user value

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](#)

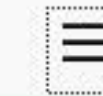


8 IBM navigation bar is at top of all landing pages and remains clickable to return to home site



Collapses to just a logo as you scroll

9



We're not our users.

An authentic focus on people begins with this simple acknowledgment.



9

Navigation style across sub-site returns to the main style/structure established on IBM.com



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 >

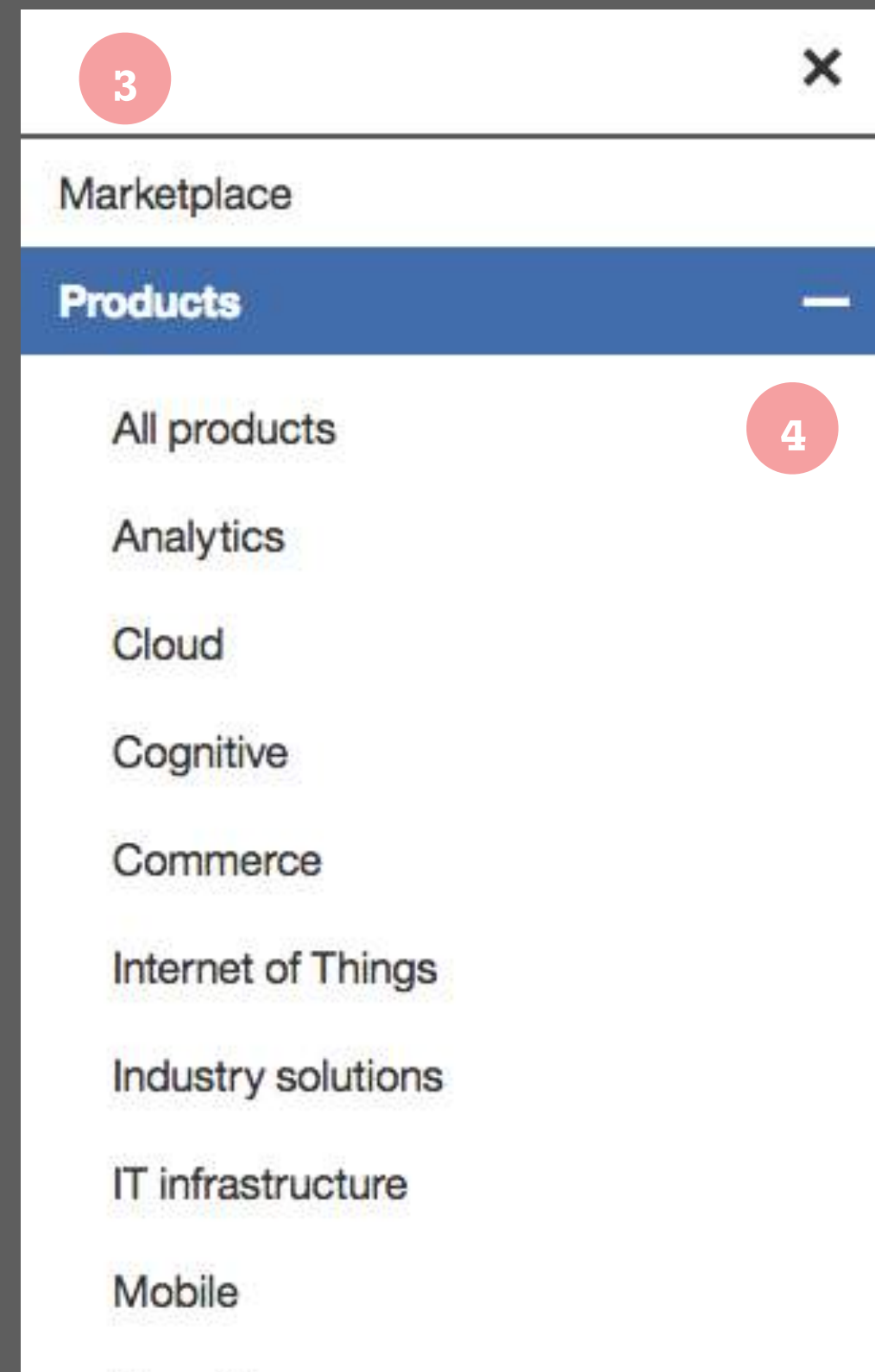


Navigation style across sub-site returns to the main style/structure established on IBM.com



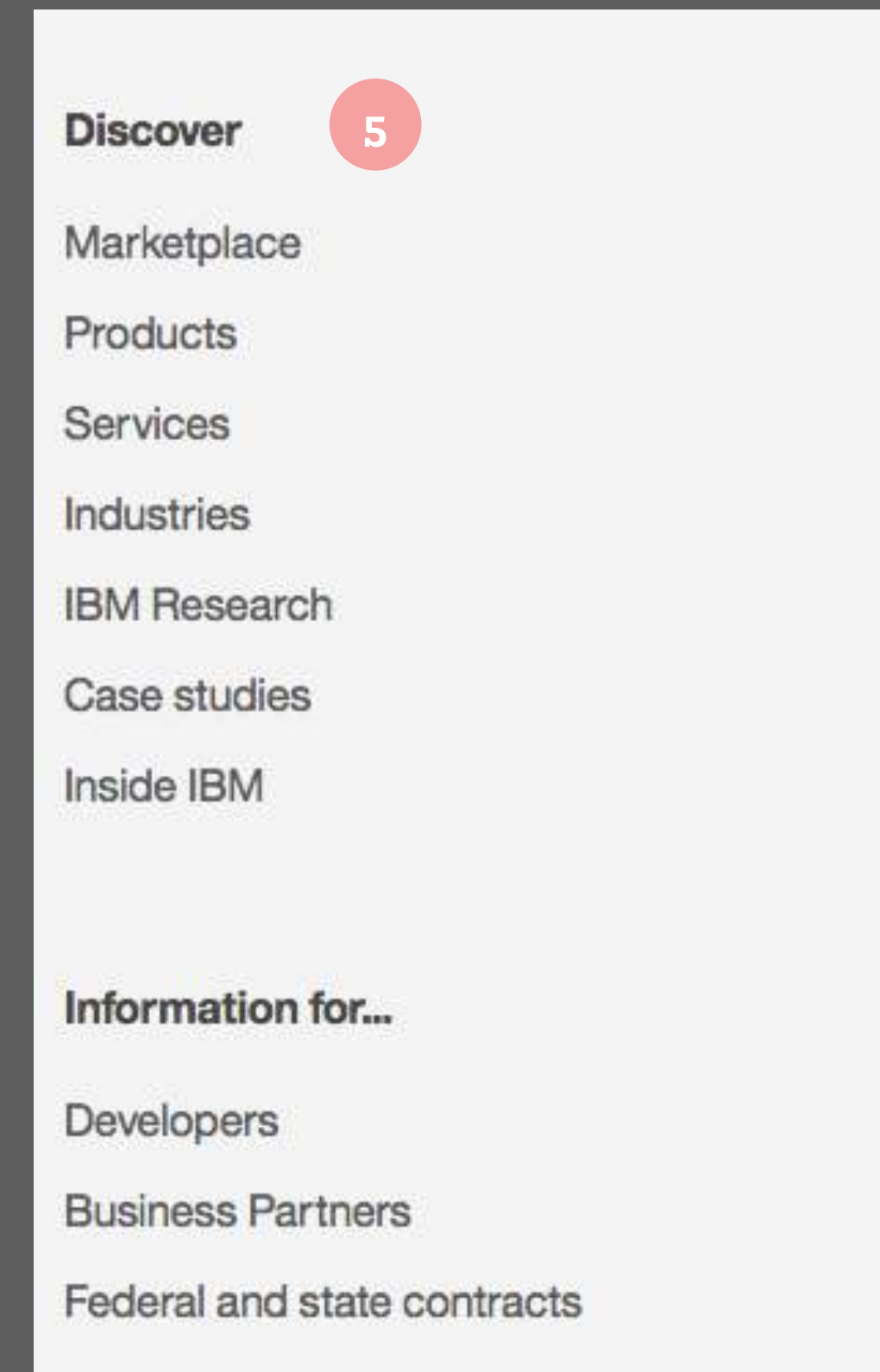
1 Very clean navigation with simplified top bar

2 Easy access to search



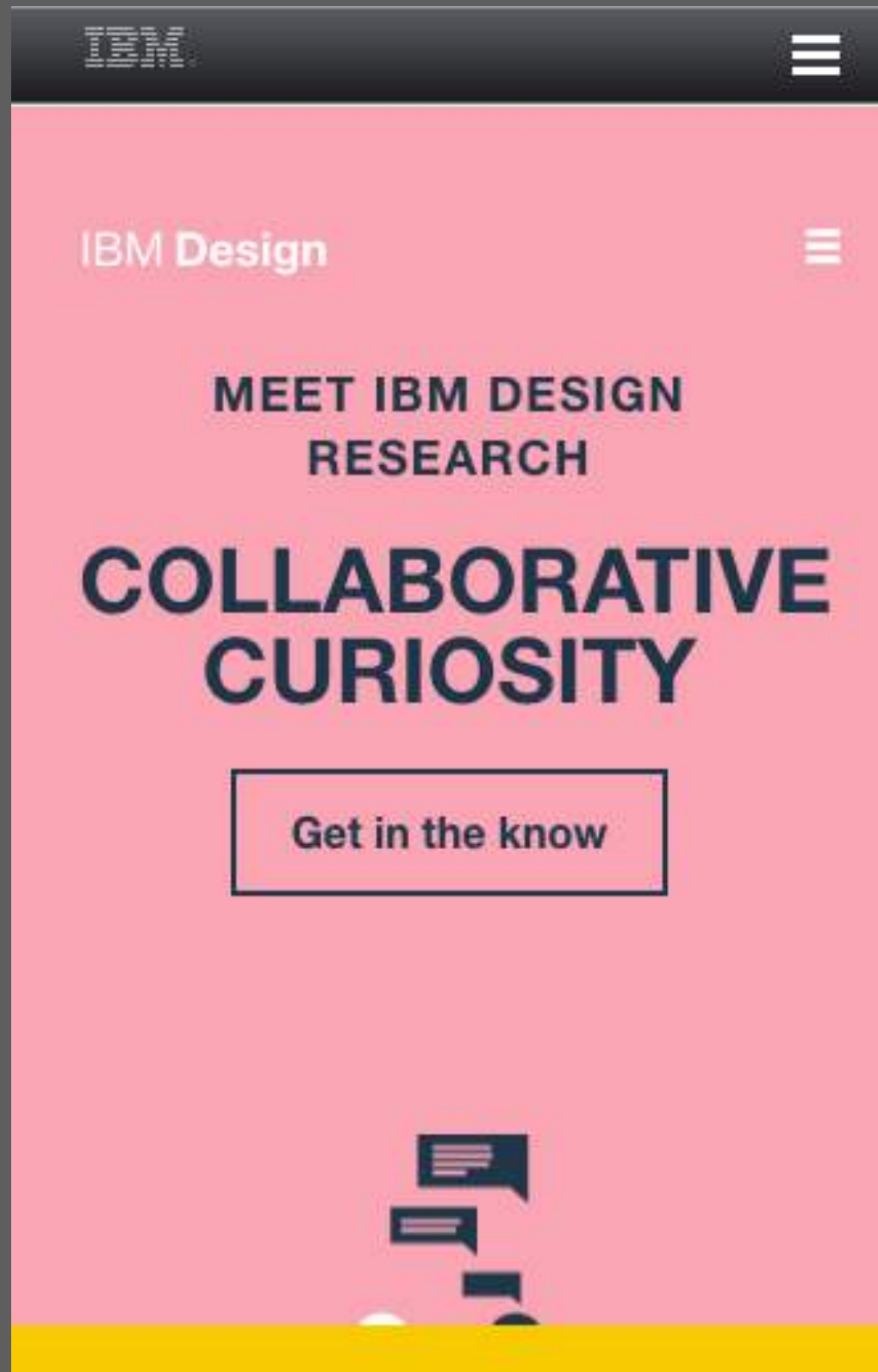
3 Full-screen navigation creates an in-app experience

4 Intuitive use of hamburger menu (combination of accordion, indent, and color blocks)

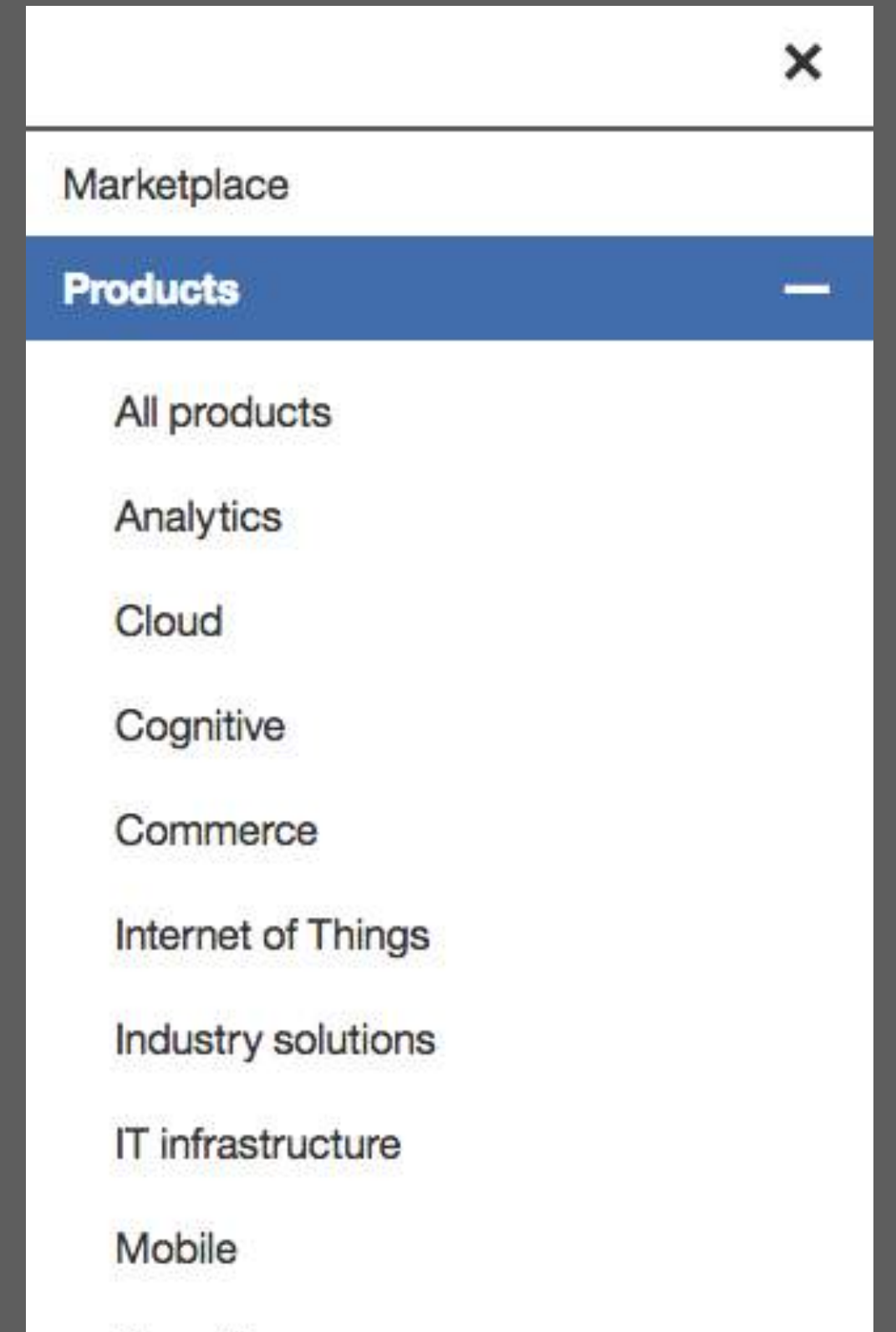
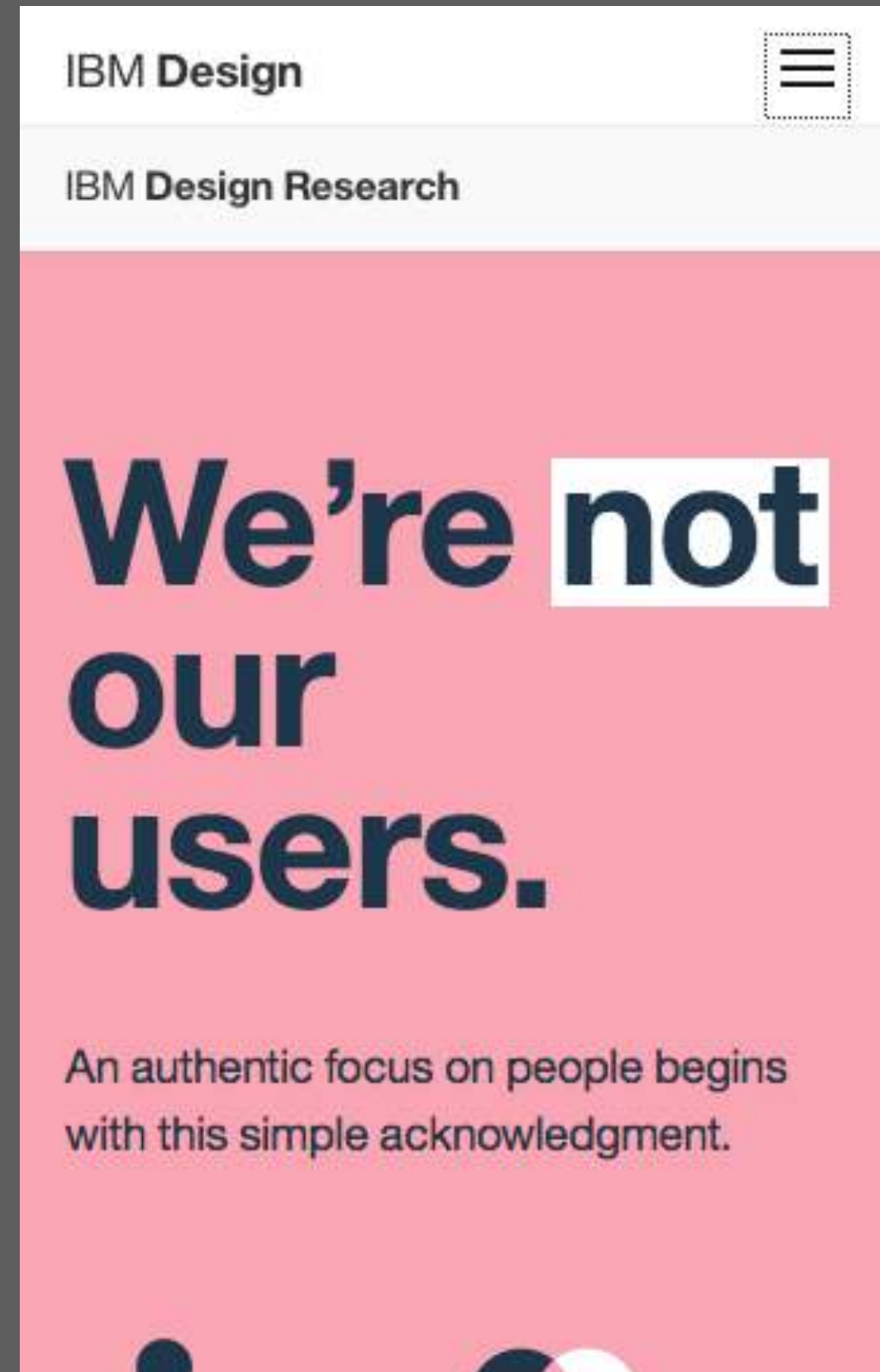
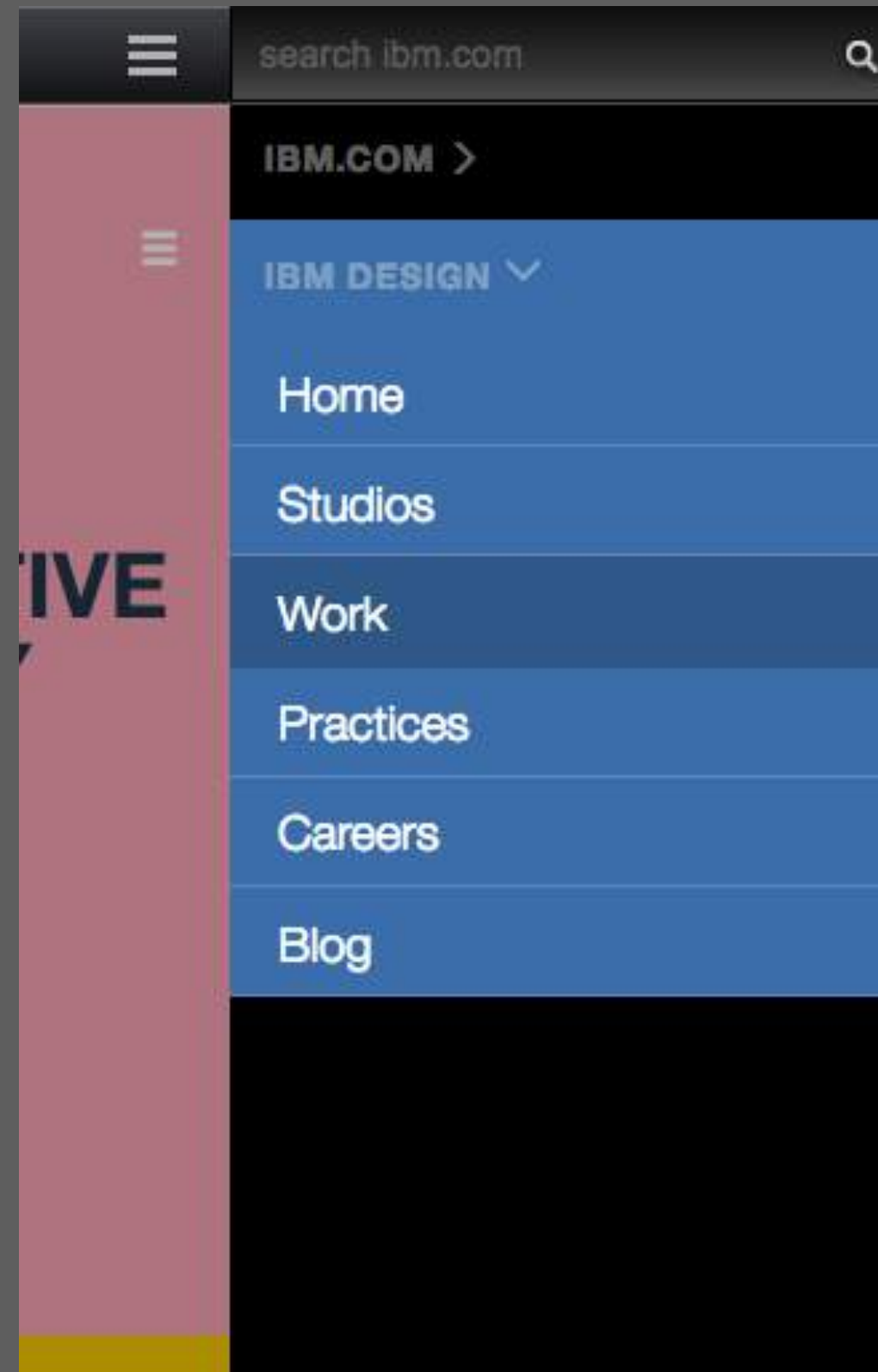


5 Mobile-friendly footer

6



6



6

Inconsistent global nav on sub site

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.



Enter the cognitive era

3

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

- IBM Cognitive
- The cognitive advantage report +
- Decoding cognitive business +
- 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](https://www.internet.org)

Connecting the world

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

1

Takes inventing new ways of doing things
OUR APPROACH →

Is already making a difference
OUR IMPACT →



1

Navigation bucketing clearly reinforces the mission on the homepage

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



1 **Our Mission**

Our Approach

Our Impact

2

PRESS

PLATFORM

OPERATORS

FACEBOOK PAGE

CAREERS

CONTACT

ENGLISH ▾

1

Navigation bucketing clearly reinforces the mission on the homepage

2

The site forgoes a true footer experience by providing second level navigation within the main menu drawer and provides relevant links throughout

Our Mission

3

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.

3

Limited content areas provide clarity and strong purpose

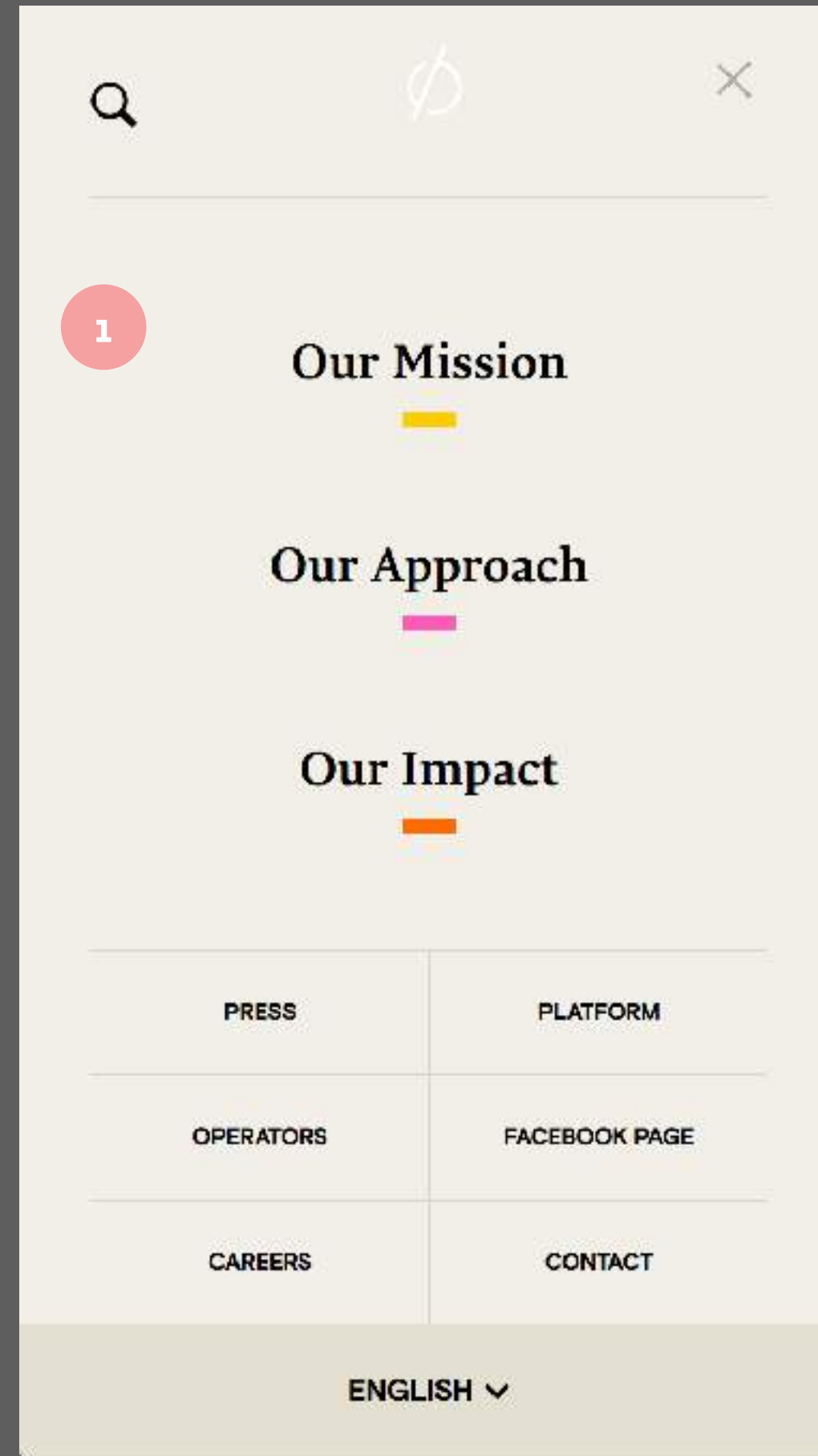
4

The menu is easily accessible and provides an immersive experience which scales well to the mobile experience



1

Mobile nav provides a full experience that is supportive and immersive



2

The experiences and behaviors don't change from mobile to desktop supporting a consistent experience for the user



3

The lightweight interactions hold up in the mobile environment

Home Page Research

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

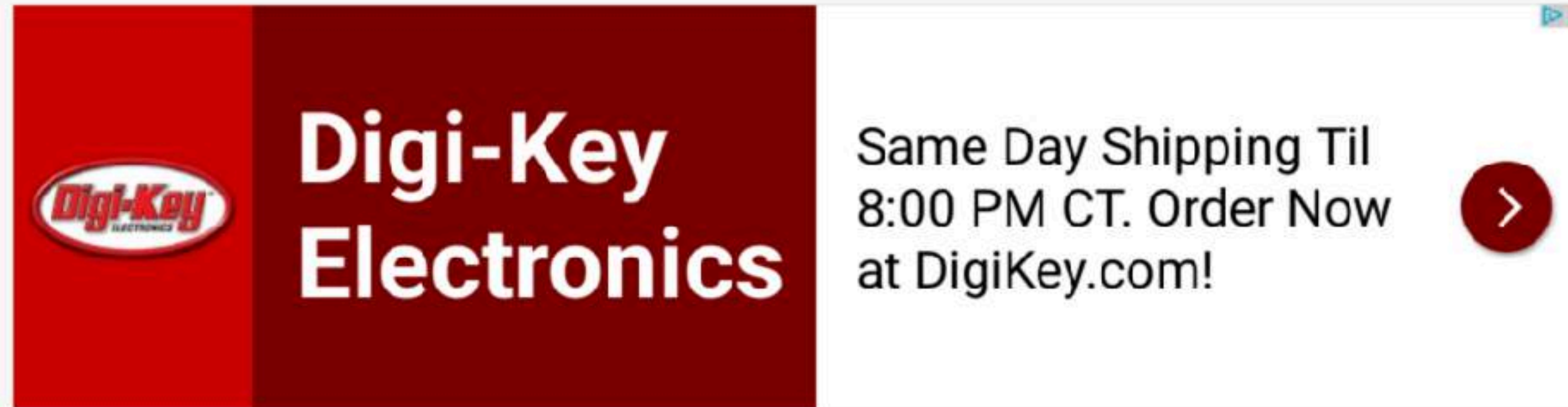
Inside pages switch from content to the right and images to left. Subtly implying engagement with a different kind of content again emulating an e-book experience

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

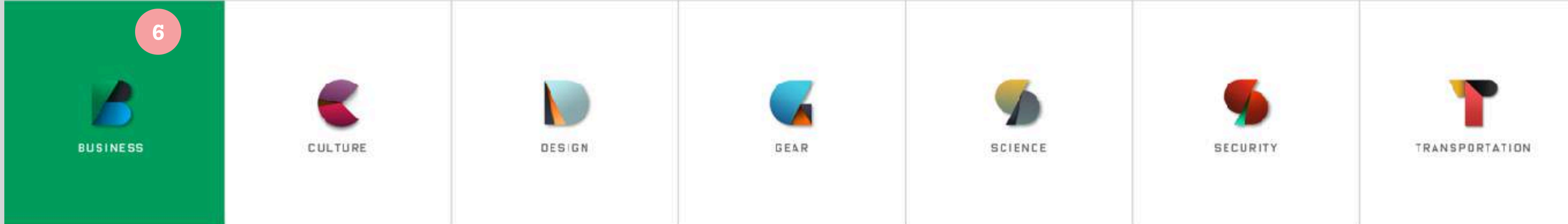


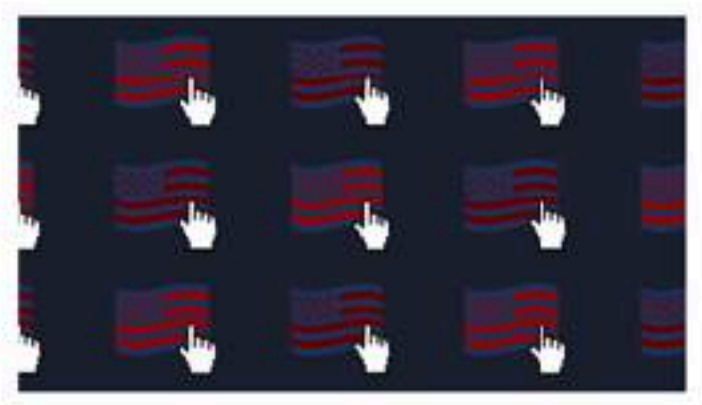
PHOTO VIDEO MAGAZINE WIRED INSIDER ROADMAP TO 2020



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



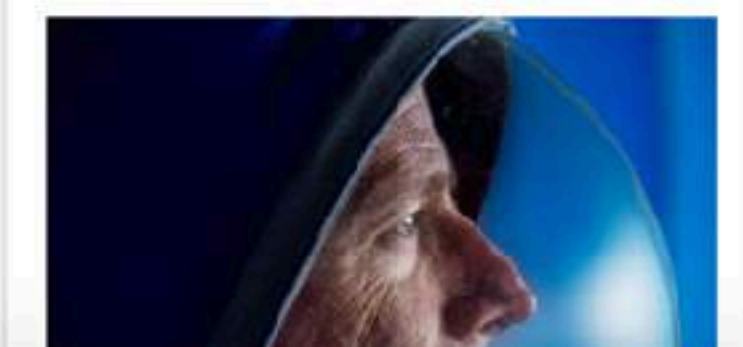
5 Albums You Need to Play Right Now, From The xx to Ty Segall
BY WIRED STAFF

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

The Magicians Has Somehow Become One of

paracable
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

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→ 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

→ 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 .