



AZredbook.com
Usability Evaluation

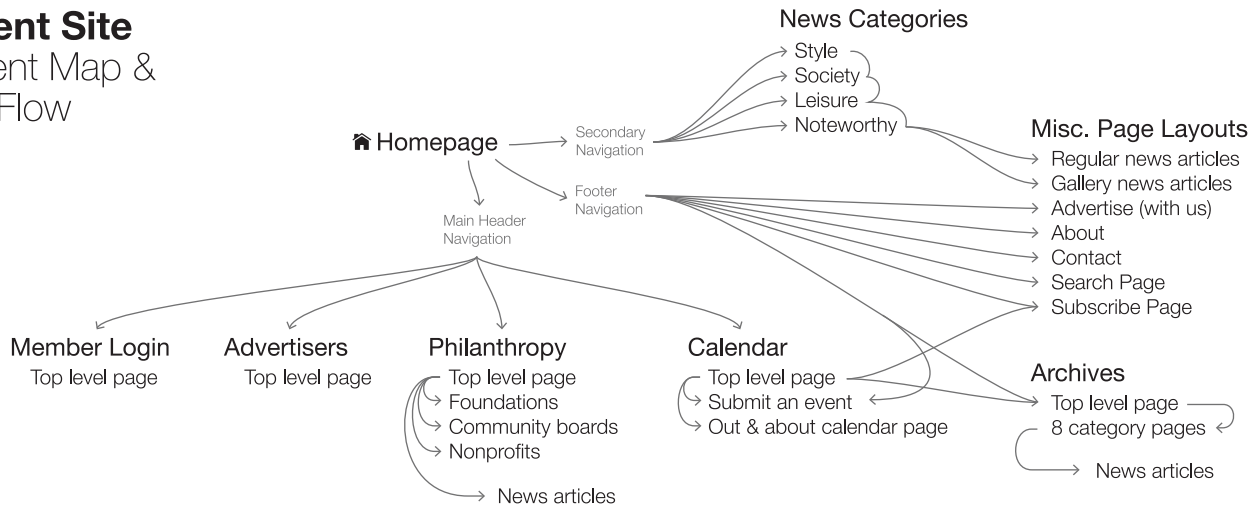
AZredbook.com

Usability Evaluation

07-01-2015 | Evaluation by BIG YAM | Version 1.1

Current Site

Content Map & User Flow



Our Top Recommendations

To Improve Navigation & Usability

1 Make the Main Navigation in the header more comprehensive with categories

Traditionally this looked like a “drop down” menu. Today, I would recommend using a more modern design that takes over the entire page with an overlay and lists categories with their respective pages making it possible to access all of the main pages from one place. This creates a clear page hierarchy, allowing for a much simpler navigation experience. It would also help visitors see how much interesting content there is.

Recommended categories might include:

- Events
- News
- Philanthropy
- Advertisers
- AZ Redbook
- Archives

2 Move significant items out of the footer

Because people rarely read the items in a footer, it is a good idea to only use the footer navigation for quick access to emphasize a page that is already in the main navigation or for items that are obscure and rarely necessary. Privacy policies, site maps, etc. are common in footers. Currently, there are a handful of major categories that are only accessible through the footer, including “About Us”, “Contact” and “Subscribe”.

3 Strategic navigation placement relative to banner ads.

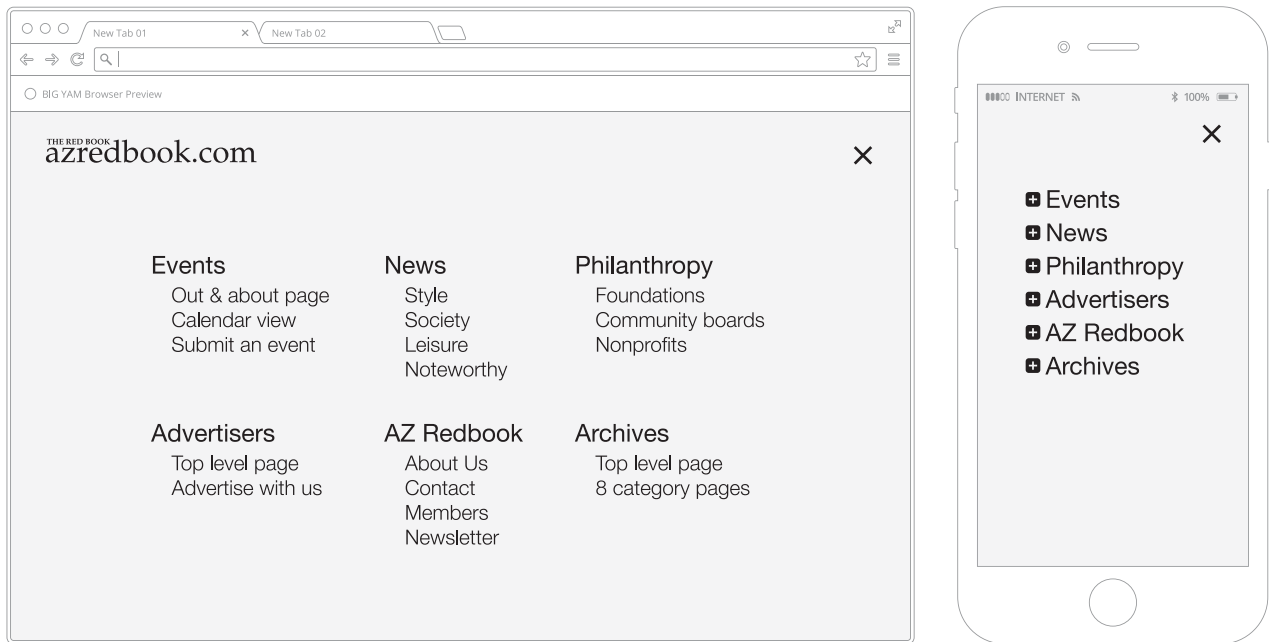
Websites that offer content that users are interested in will often supplement or support their business with advertising banners, which are interruptive by nature. However, I would recommend moving all primary and secondary navigation above any major advertising sections. Currently, the rotating hero-size ad banner appears across most of the site appears before any secondary or tertiary navigation, becoming a barrier to using the site. Perhaps this would be a good opportunity to consider “native” or “in-content” advertising as a new approach to grow revenue and reduce inconvenience.

4 On each top-level page, place any secondary navigation elements in a consistent place.

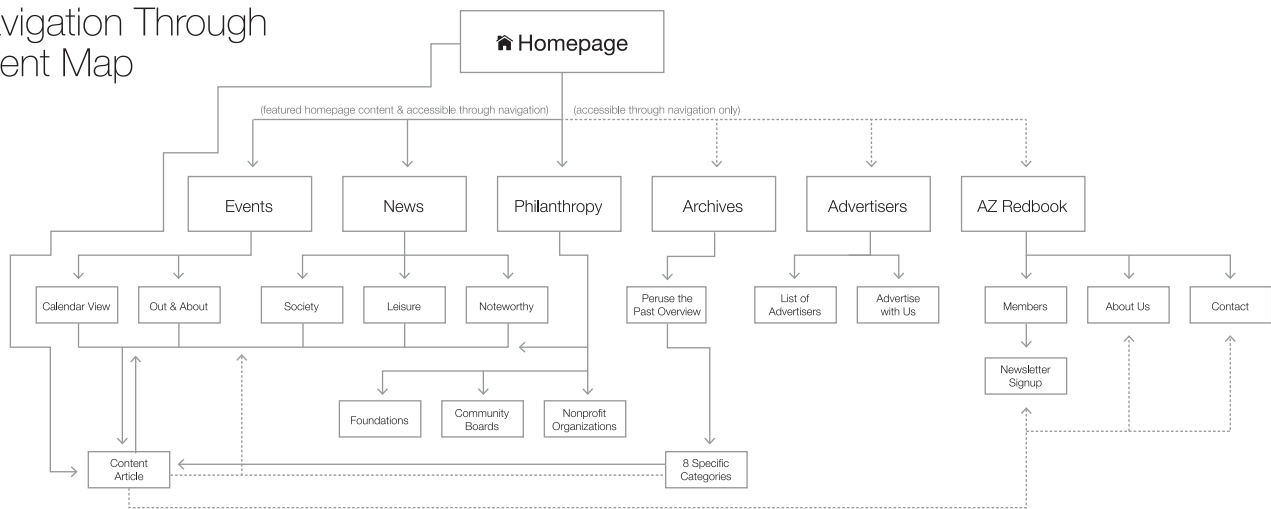
Whether it appears under the main navigation or in a left or right hand column, it’s a good idea to make sure that secondary navigation elements are in the same location and consistent appearance. For example: it took me quite a while to discover the “Out & About Calendar Page” because the main link leading to it has an appearance and placement that is identical to banner advertisements on the right hand column throughout the rest of the site. I think this page is actually pretty important.

Proposed Layout For Main Navigation Overlay

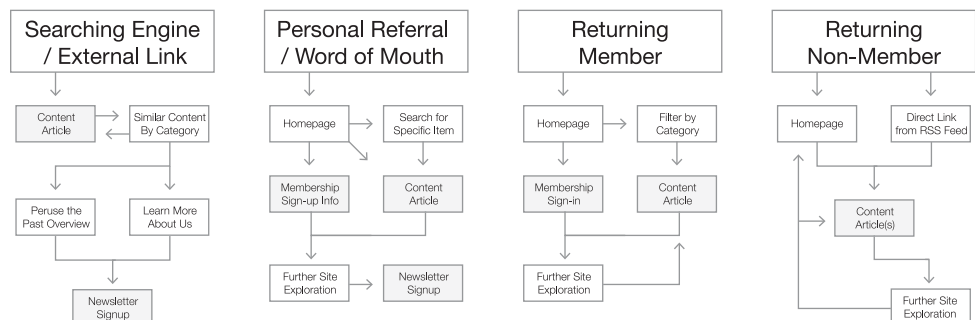
desktop | mobile



Proposed Userflow & Navigation Through Content Map



Proposed User Journey Map To Achieve Their Expected Purpose & Further Direct Them To An End Goal



Content Map

For The Existing Site

Header

- Logo
- Main navigation
 - Home
 - Calendar
 - Philanthropy
 - Advertisers
 - Member login
- Hero image rotator with banner ads
(100% width / boxed at 1100x350)
- Sub navigation:
 - Society
 - Style
 - Leisure
 - Noteworthy
 - Social media & site search

Footer

- Currents (4 news items) / all pages except homepage
- Tertiary navigation:
 - About us
 - Contact us
 - Subscribe to our newsletter
 - Advertise
 - Archives
 - Search
 - Submit an event
- Social media / return to top arrow (fixed)
- Copyright info

Top level page:

- Society (2 items in 1 row)
- Style (3 items in 1 row)
- Leisure (4 items in 1 row)
- Noteworthy (4 items in 1 row)
- 3 leaderboard banner ads
- 1 horizontal advertising section with various ad sizes
(300x250, 425x200, 350x180)

Society page:

- Featured Item / Hero
- Parties (6 items in 2 rows) / tertiary navigation
(+ more x2) -> (view archives)
- Weddings (3 items in 1 row) / tertiary navigation:
(+ more x2) -> (view archives)
- Currents (4 items in 1 row)
- 1 leaderboard banner ad

Style page:

- Mixed content / interior design, jewelry, fashion etc. (9 items in 3 rows)
- Currents (4 items in 1 row)
- 2 horizontal advertising sections each containing two 350x180 ads

Leisure page:

- Mixed content / calendar events, performances, musicals, festivals etc.
(9 items in 3 rows)
 - Currents (4 items in 1 row)
 - Some Items lead to specific "news articles"
 - Some Items lead to the "out & about calendar" with data query
- 2 horizontal advertising sections each containing two 350x180 ads

Noteworthy page:

- Mixed content / news, local business, more events (?), charity, etc.
(9 items in 3 rows)
- Currents (4 items in 1 row)
- 2 horizontal advertising sections each containing two 350x180 ads

Top level page:

- Tertiary navigation:
 - Foundations
 - Community boards
 - Nonprofit organizations
- Body copy
- News (4 items 1 row)
- 1 Banner ad & 1 horizontal advertising section

Foundations page:

- Single column list

Community boards page:

- A-Z sorting links
- Single column list

Nonprofits content page:

- A-Z sorting links
- Single column list

Top level page / 2 column layout:

- Left column / grid layout tertiary navigation:
 - Parties
 - Weddings
 - Events
 - Philanthropy
 - Style
 - Leisure
 - Noteworthy
 - AZ Society
- Right column – 2 skyscraper ads

Specific archive pages (8 of them):

- A-Z sorting links
- Single column list

Top level page / 3 column layout:

- Left column
 - Select month and day
(traditional calendar view / select month or day)
 - Filter by category multi-select
- Center column
- List all items in month
(list items on specific day if selected)
- Right column
 - 150 x 280 internal ad -> out & about calendar page
 - Tertiary navigation:
- Submit an event
- View archives
- Subscribe
 - Featured events
(this appears to be non-functional)

Submit an event page:

- Body copy
- Submission form
- Invitation upload
- Captcha / submit CTA

Out & about calendar page / 2 column:

- Left column
 - Things to do this weekend (8 items)
 - Not to miss exhibitions (5 items)
- Right column 2 skyscraper ads

PHILANTHROPY SECTION

ARCHIVES SECTION

CALENDAR SECTION

GLOBAL PAGE ELEMENTS

HOMEPAGE

Advertisers page:

- Single column list of all advertisers

Advertise page:

- Advertising information and contact info

Member login page:

- Email / password submission form

About us page:

- Full width typical copy / image formatting supported by Wordpress
- 1 leaderboard advertising banner

Contact us page:

- Full width list / images & contact info for top 5 staffers
- 1 leaderboard advertising banner

Gallery news article pages:

- Gallery / photo grid (6 photos per row)
- Body copy / typical copy / image formatting supported by Wordpress
- Social Media sharing & return CTA
- 1 leaderboard advertising banner

Generic news article pages / 2 columns:

- left column typical copy / image formatting supported by Wordpress
 - Social Media sharing & return CTA
 - 1 leaderboard advertising banner
- right column 2 skyscraper ads

Subscribe page:

- Submission form (newsletter signup)

Search & results page:

- Search submission
- Returned results

Examples: integrated blogs, e-commerce options, forums, professional services, news / PR / media announcements, white papers, case studies, resource pages, case studies, intractive storytelling, etc.

Minimum Page Layouts

for Template Mapping

1: Homepage

2: Calendar Page

3: Out & About Page

4: List Pages

- Foundations page
- Community boards
- Nonprofits page
- Specific archive (8 pages 8)
- Advertisers page
- Additional members access only lists

5: Generic Content Pages

- Weddings & Parties page
- Style page
- Leisure page
- Noteworthy page

6. Standard Article Template

Content articles: both 1 & 2 column + gallery layouts
formattable with standard Wordpress functionality

- All articles in the site
- About us page
- Archives overview page
- Search & results pages
- Newsletter subscription page
- Advertise with us page
- Member login page
- Contact us page

Style Guide with Direction for Specific Elements:

- Colors, HR lines etc.
- Typography: Headings, fonts, weights, blockquotes, text links, lists
- Basic paragraph styles for hierarchy, leading, breaks
- Buttons w/ hover states (multiple sizes)
- Basic input forms, search boxes, drop downs
- Pagination elements

Client Notes, Observations, Questions & Comments

New **Proposed Functionality**

(A Collaborative Process With The Client)

SOCIAL / MEDIA INTEGRATION

ex: pulling information from and directing people to facebook, twitter, youtube, linkedin, pinterest, tumblr, instagram, email, etc.

MULTIMEDIA INTEGRATION

ex: photo albumn integration through flickr, video blogging, podcasting, content articles, publication channels etc.

MOBILE APP / WEB APP DEVELOPMENT / INTEGRATION

Using mobile-first design to create a "web app" experience that allows a user or member to use it as if it was an application, for example: online address books, photo galleries, maps and location based services, notification updates, navigating through heavy content includings news stories, pricing etc.

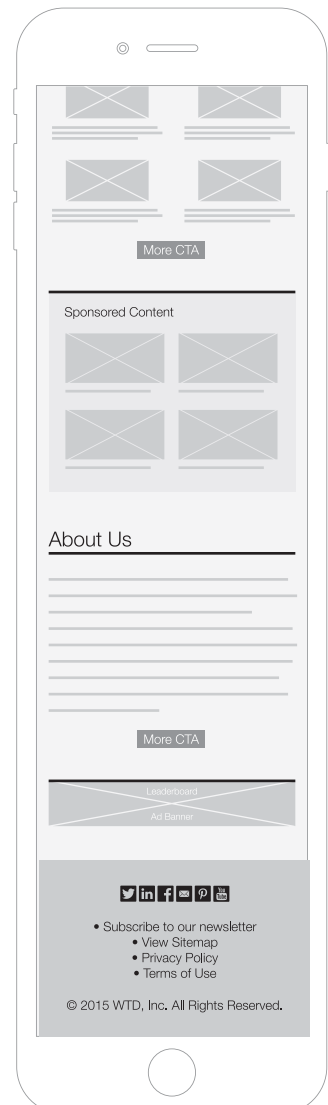
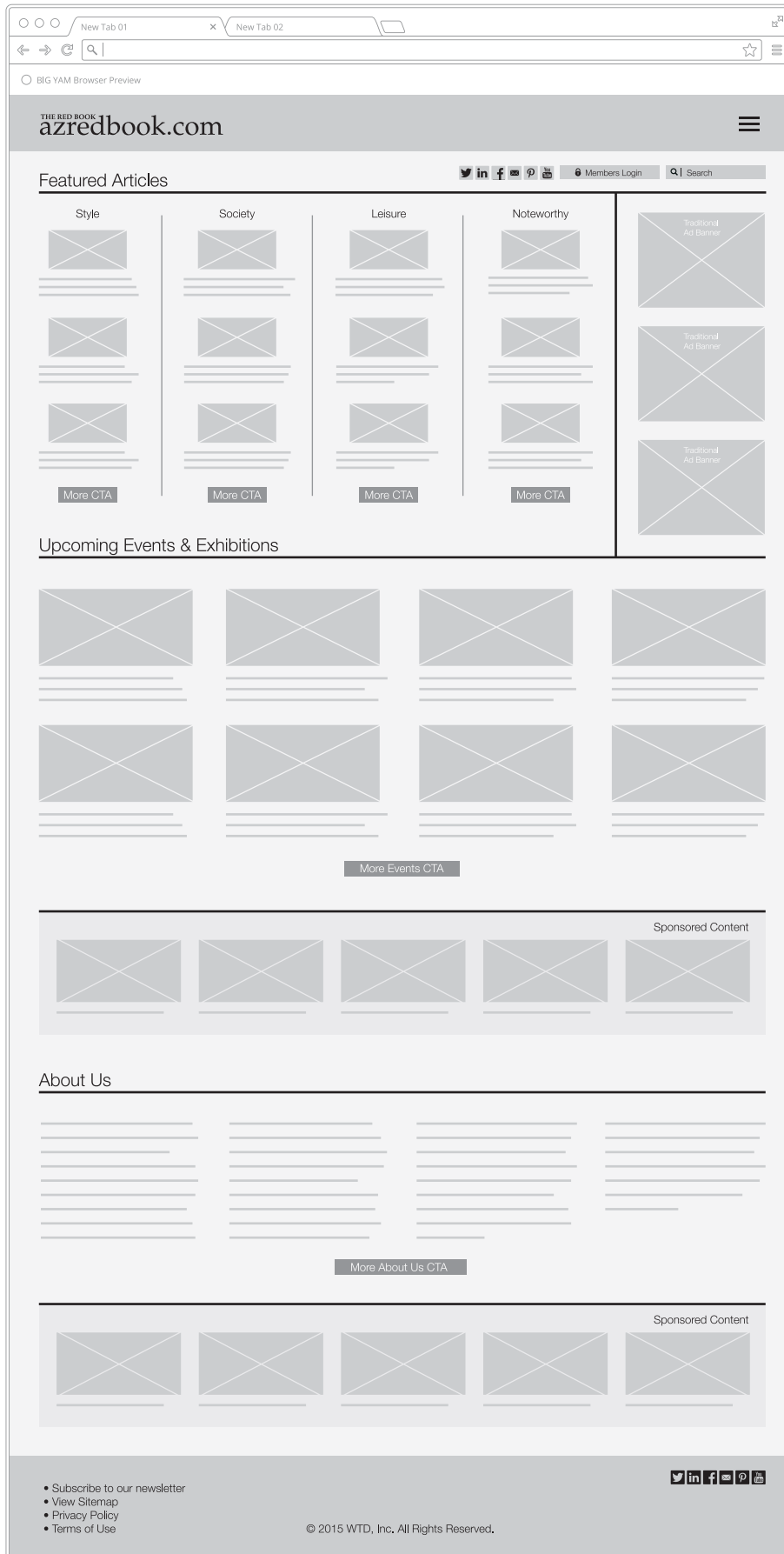
MOVING THROUGH AND CHANGING OUT CONTENT

ex: sliders & carousels, rollovers, tabbed navigation, modal windows, accordians, progressive pages, endless pages, expanding grids, drop-down menus, mega-menus, overlays, etc.

INTERACTIVE ELEMENTS AND STRATEGY

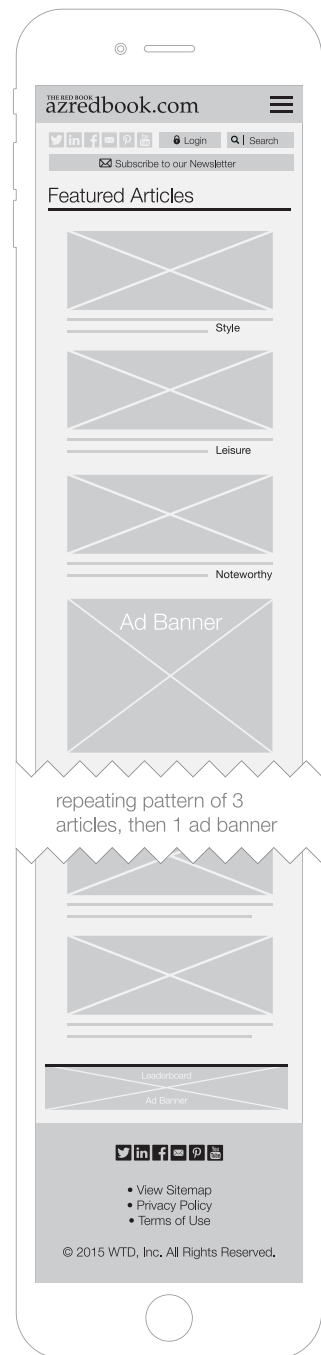
ex: regular hover & active states, gamification & reward, subtle movements, transitions as elements enter and exit the screen, color change, expanding elements, 3d animations, virtual tours, mimicking real objects and using skeumorphic emulation that might look like a page turn, an opening window, etc.

Proposed Wireframe For The Homepage Based On Current Functionality

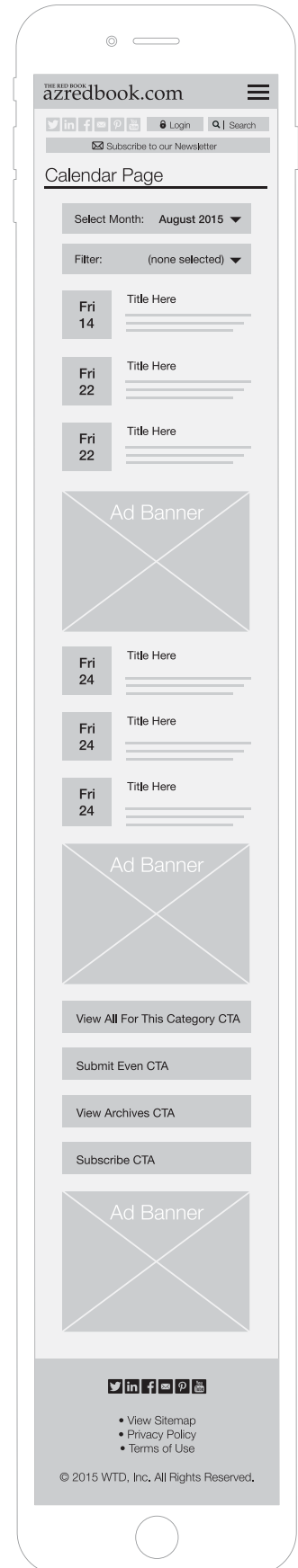
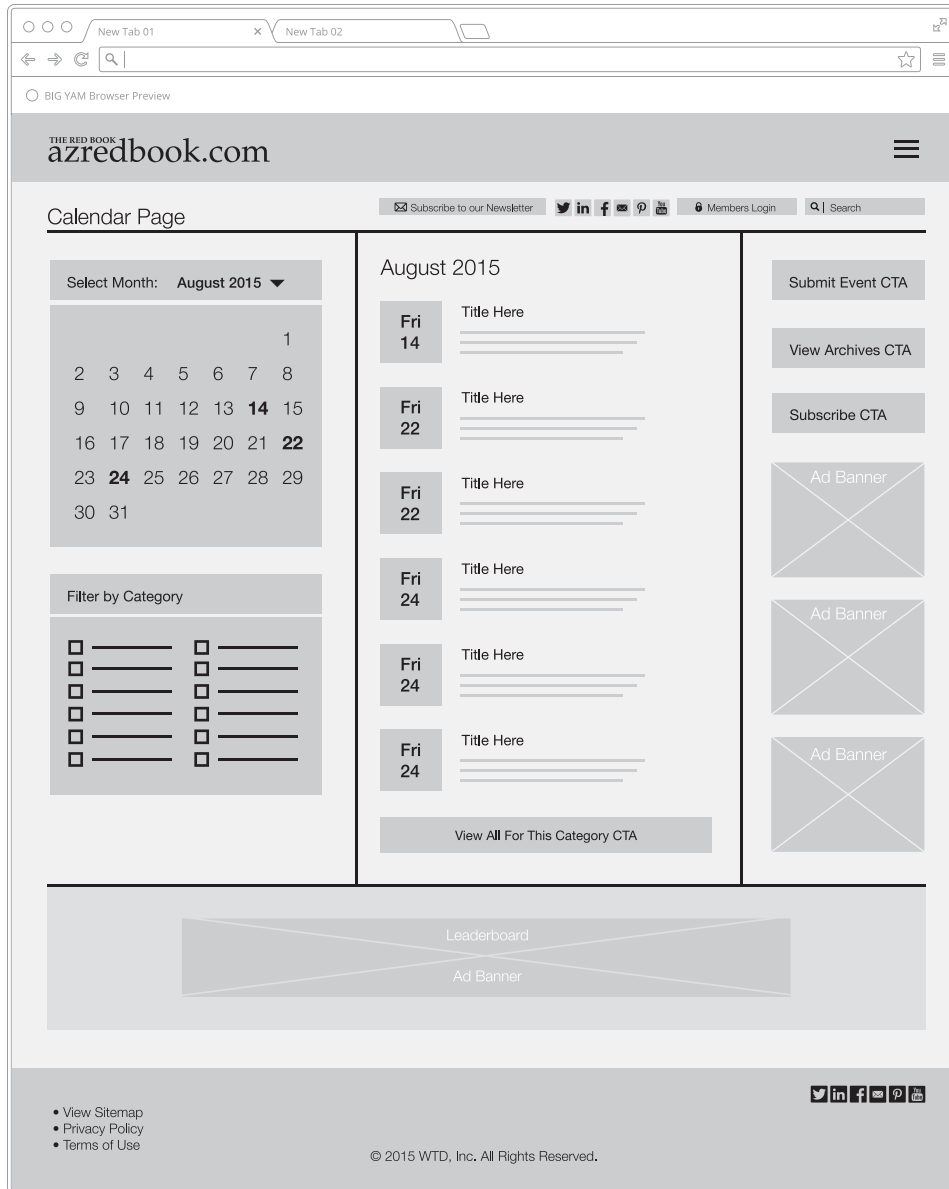


Proposed Wireframe For Homepage

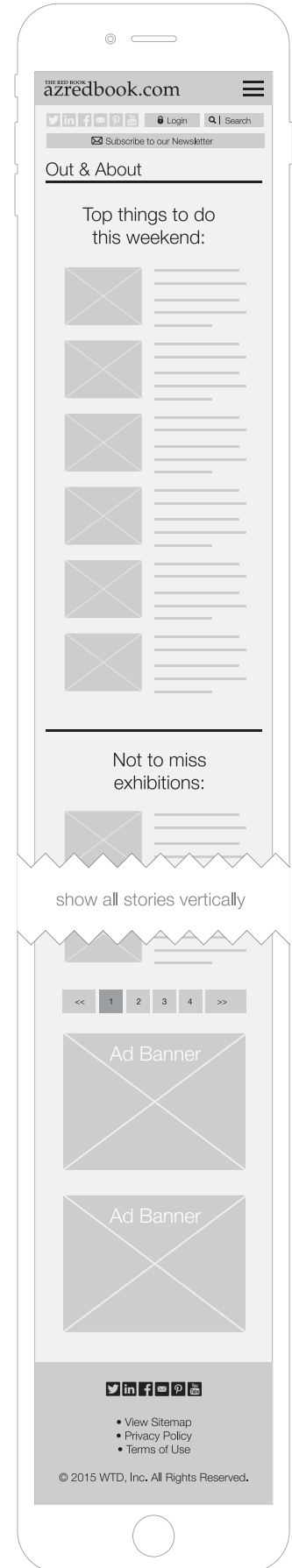
Revision 1: Alternate Design That Is More Editorial, Based On Client Feedback



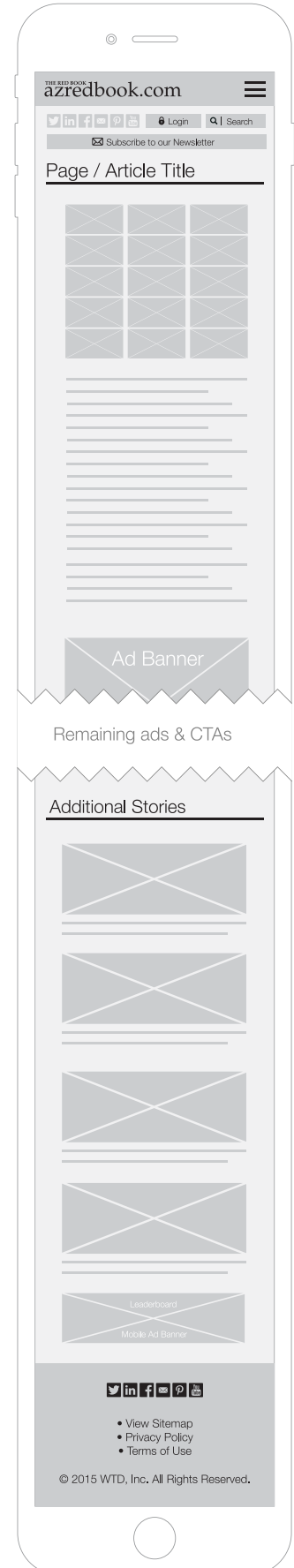
Proposed Wireframe For The Calendar Page



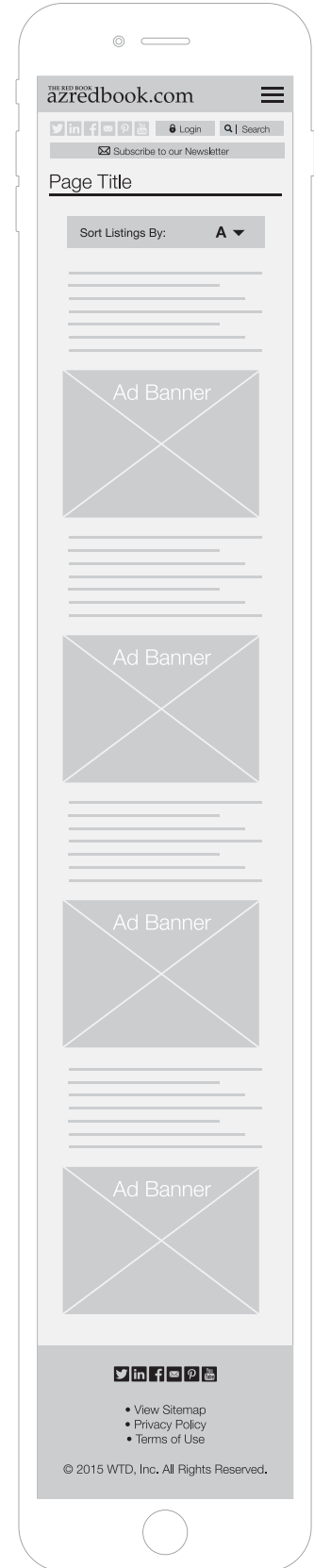
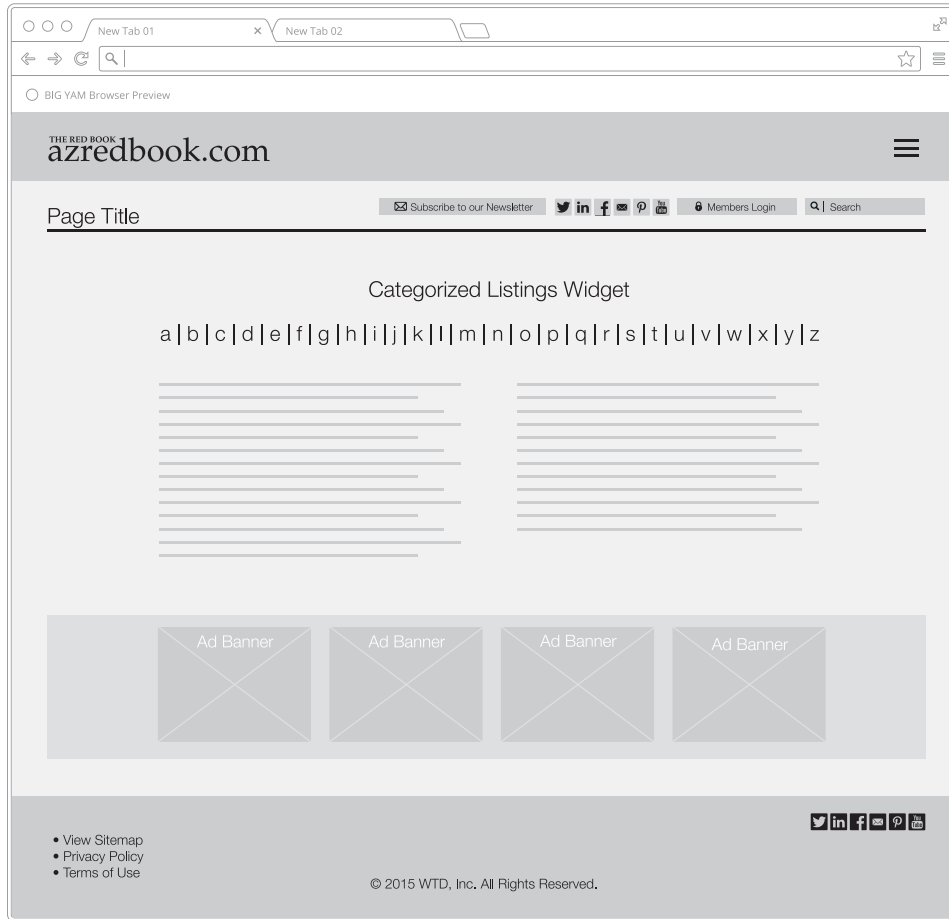
Proposed Wireframe For The Out & About Page



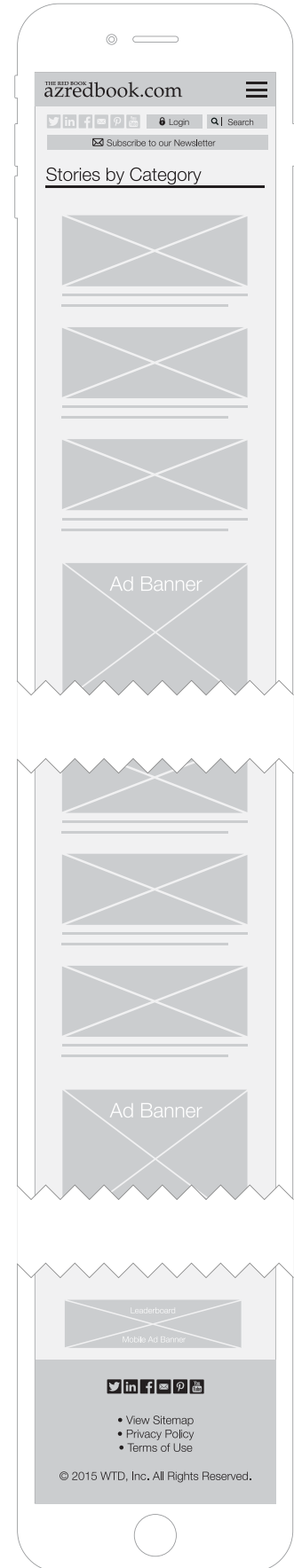
Proposed Wireframe For The "Standard Article" Template



Proposed Wireframe For The "List Pages" Template



Proposed Wireframe For The "Generic Content Pages" Template





BRAND FEARLESSLY