



HAMODIA.COM HOMEPAGE:
UX RECOMMENDATIONS
USABILITY RESEARCH
COMPETITIVE ANALYSIS

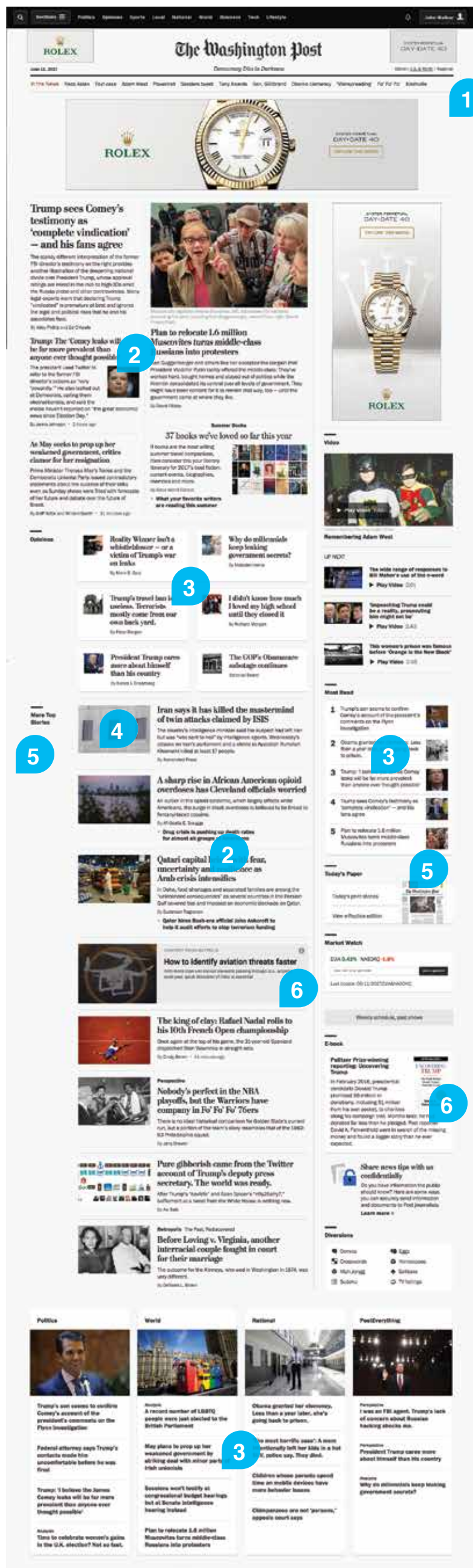
Analysis structure

Recommendations

- 1 Homepage overall recommendations

Research

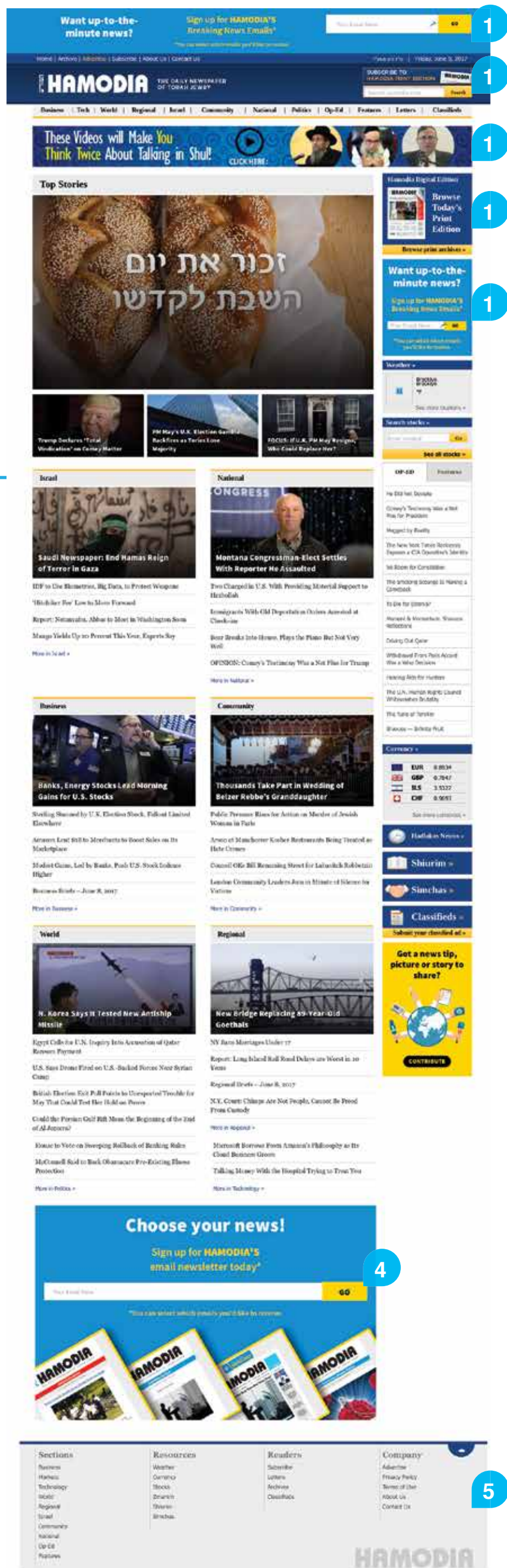
- 2 Homepage evaluations
- 3 Usability test results
- 4 Top new sites
- 5 Site comparisons with annotations



Home Page Overall Recommendations

- 1** Ads/promos
 - The WP manages to get a lot of ad/promo space and still show 6 stories (with heads and text) on the top 30% of the screen
 - Though the news impact of the site would increase if we change the right hand ad placement, say put it beneath your OpEd/Features box
 - Note how the ad design blends with the content design
- 2** Group the day's most important content together as a unit
 - Note the use of the subhead "Summer Books" to create another level of content hierarchy
- 3** Use the visual card metaphor to create individual content units and create more page visual hierarchy
 - Easier for readers to identify sections of content to scan or skip
 - Visually the page has about 10 sections
 - If everything was white, it would be one giant section that's more difficult to scan and parse for relevant content
- 4** Image ratio
 - By reducing the image/text ratio, you can add text underneath the headlines, making the screen more information-rich and relevant to the reader
 - Readers aren't here to see visual news, the photos should be visual information markers within in the content hierarchy
- 5** White space
 - This layout is still pretty packed, but note greater spacing between units and indents help lighten things
 - Note background color is very light
- 6** Note how their promo design matches the content design
 - People are taught to ignore anything that looks like an ad—they are more likely to read something that looks like content

2



Home Page Evaluation (w Contextual Recommendations)

1 Too many ads/promos taking up too much space at the top of the screen

- Makes the site look less authoritative and trustworthy
- Diverts readers' attention from their task, which is to read the news
- Lessens the impact of the ads/promos themselves

What is the most important business impact here? To initiate print subscriptions or to add more addresses to email list?

- Either show one promo on the homepage, and the other on individual story pages, or
- Create an A/B split so half of readers get one and the other half gets the other

2 Top 30% of the homepage (roughly what's "above the fold" on a laptop screen)

- Show around 7 stories so it's clear to the reader that this is a comprehensive news site
- But don't worry too much about "the fold." With today's fast internet connections, readers don't mind scrolling. What's more important is:

- Most important content is surfaced first and not lost in ads/promos
- Obvious hierarchies defined by design (size of pictures, type etc)
- Generous use of white space to give the eye a visual break and make individual stories easier to scan through

3 Right sidebar units

- How many clicks do the weather and stock search boxes get? They seem too prominent
- The OpEd/Features box is more news-oriented and relevant to readers
- But look at page views to ensure that OpEd and Features are the most important categories to show in the box

4 Final promo

- Fine to have a large promo down here—but again, what is the most important business impact this space could have?

5 Footer

- Well done, great to have the arrow to return to the top quickly

6 Page length overall

- After surveying the competition, I think this is just right

Usability Test

I tested the home page landing view with 25 random users

- I replaced yesterday's main story since it had Hebrew text and would throw off results
- I purposefully chose a fairly neutral image and story. A photo of say Trump may have thrown off the results since it's such hot news

It was a 5-second test where users look at the screen for 5 seconds and then answer questions:

⌚

You're about to do a Five Second Test
...but first some basic information

- Look at the interface for 5 seconds and remember as much as you can
- Answer the questions that appear when the time is up

Continue

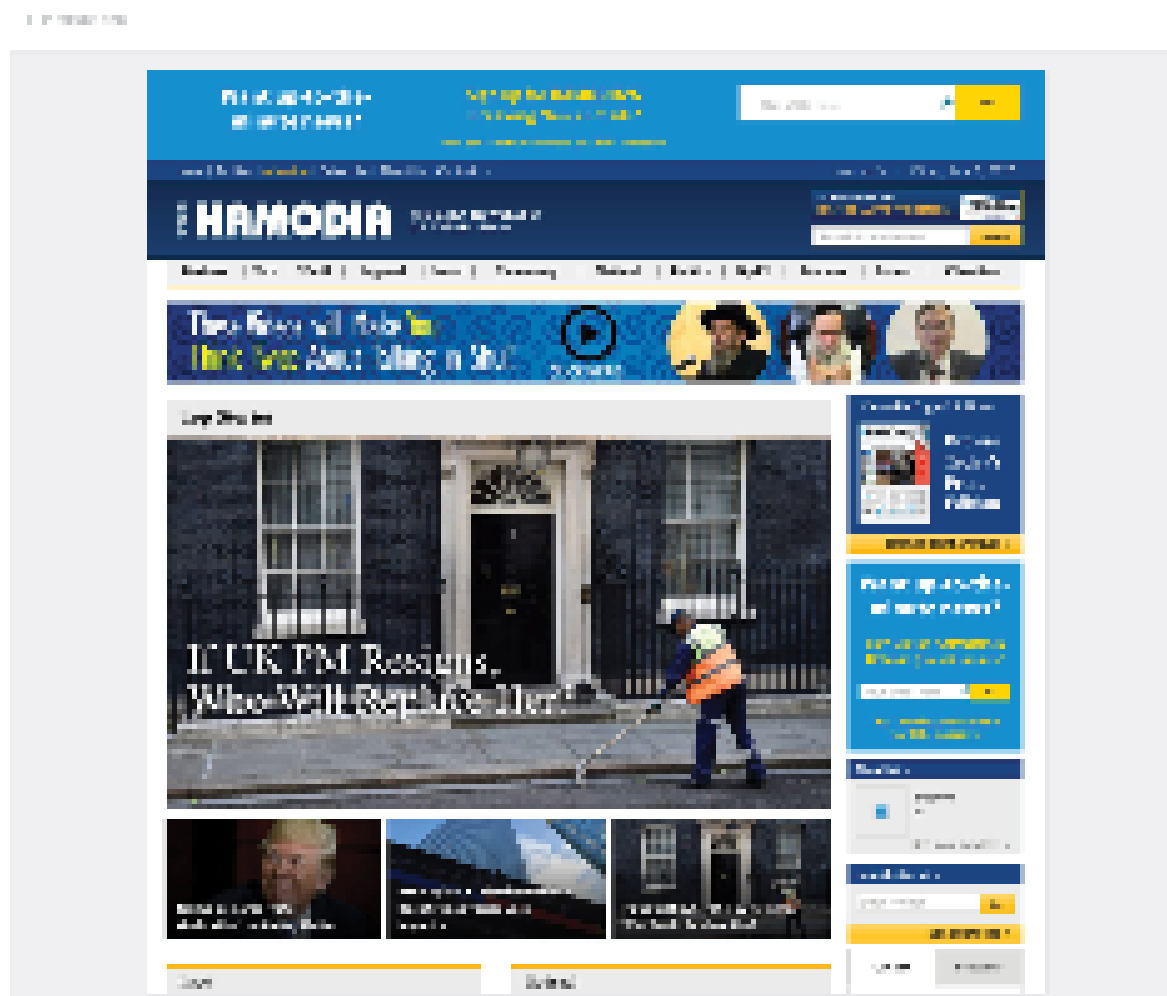
⌚

Please read these instructions.

You want to catch up on the latest news.

I have read the above instructions.

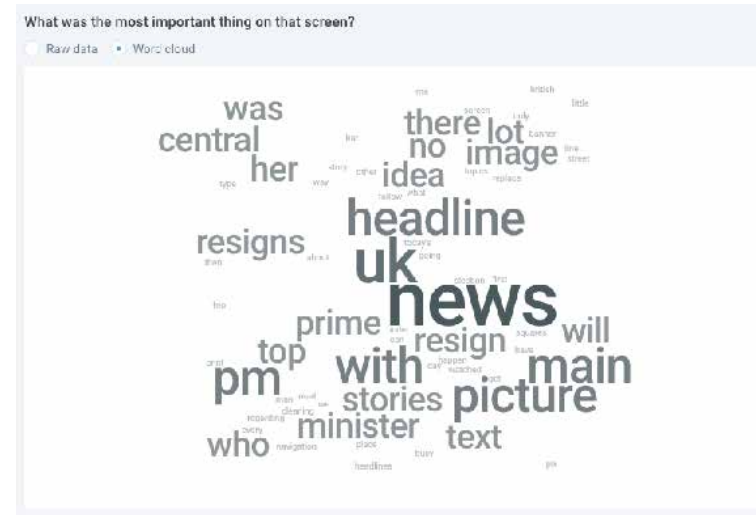
Start the test



Usability Test Results

When asked what the most important thing on the screen was, people:

- Answered “news” most frequently
- “UK,” the first story shown, was a close second
- Other top answers were related to the UK story
- A few answers noted they were confused/distracted by the design
- But in the end, the main goal of people perceiving this as a news site was accomplished



What was the most important thing on that screen?	
Rank	Response
1	The main story - if news about the US election
2	The central place of news and how the little square under it
3	The headline regarding the British PM resignation
4	NEWS
5	NEWS
6	every type of news was important
7	picture and headline
8	The top stories
9	The image
10	I was confused about what was a bit going on there
11	the picture with a man's face on the screen
12	read today's paper? My only concern is why too many
13	the picture
14	The text
15	headline "if pm resigns who will replace her"
16	I watched only the headline
17	uk pm resign
18	if uk pm resigns who will replace her?
19	the choice of color and position of the text, the line
20	The central place with the main news of the day
21	the main news
22	what happened if uk or the minister resign
23	a lot of pic
24	The banner
25	headline

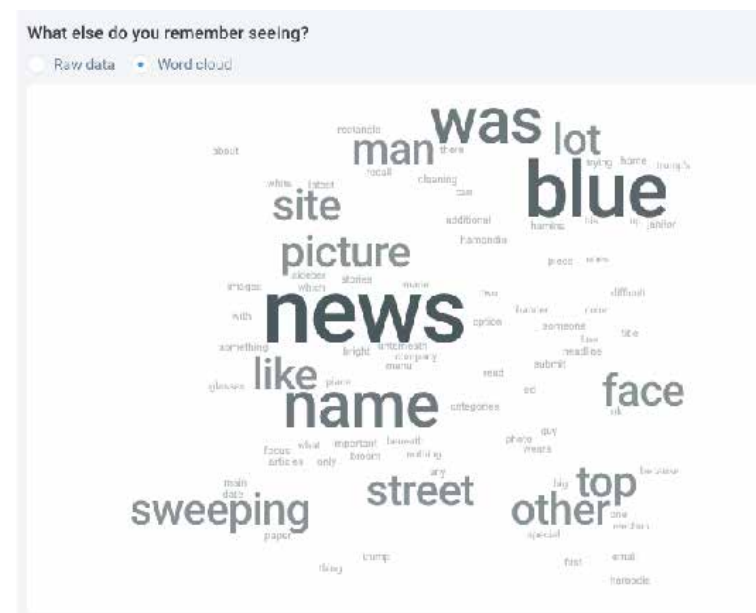
When asked what else they also remembered, people again responded “news” most frequently

- But a close second was “blue,” indicating the color is drawing too much attention to itself

Only 1 person noted the topic of any of the stories, through some did note the photo details

- This suggests the imagery is too prevalent and the content too secondary in hierarchy

Only 1 person noted the ad, showing how users are trained to absolutely ignore anything that looks like an ad



What else do you remember seeing?	
Rank	Response
1	The color of the news banner and the square under it
2	The color of the news banner and the square under it. I can only read things like because its face like special
3	What was the main news of the website
4	News was blurry
5	there was a sort of blue blue that made it difficult to focus on anything
6	something like the blue of news
7	a lot of pic
8	what's happening on the news
9	News was blurry
10	news banner and the banner
11	the name of the news banner containing the title
12	spotted and a news banner was in the background
13	other website elements that I didn't notice
14	image a place to submit email for up to date news
15	picture of Trump in the banner on top
16	read the news and read it
17	there was the ad about the election
18	nothing
19	nothing
20	A top banner and a story
21	banner ads
22	the picture of the news
23	Someone sweeping the street
24	the news

Top 10 US news sites, May 2017



1 | Yahoo! News

30 - eBizMBA Rank | 175,000,000 - Estimated Unique Monthly Visitors | *29* - Compete Rank | *30* - Quantcast Rank | N/A - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



2 | Google News

35 - eBizMBA Rank | 150,000,000 - Estimated Unique Monthly Visitors | *45* - Compete Rank | *25* - Quantcast Rank | N/A - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



3 | HuffingtonPost

38 - eBizMBA Rank | 110,000,000 - Estimated Unique Monthly Visitors | 21 - Compete Rank | *14* - Quantcast Rank | 78 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



4 | CNN

63 - eBizMBA Rank | 95,000,000 - Estimated Unique Monthly Visitors | 41 - Compete Rank | 90 - Quantcast Rank | 57 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



5 | New York Times

88 - eBizMBA Rank | 70,000,000 - Estimated Unique Monthly Visitors | 85 - Compete Rank | 54 - Quantcast Rank | 125 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



6 | Fox News

93 - eBizMBA Rank | 65,000,000 - Estimated Unique Monthly Visitors | 70 - Compete Rank | 46 - Quantcast Rank | 162 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



7 | NBC News

125 - eBizMBA Rank | 63,000,000 - Estimated Unique Monthly Visitors | 45 - Compete Rank | 23 - Quantcast Rank | 307 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



8 | Mail Online

144 - eBizMBA Rank | 53,000,000 - Estimated Unique Monthly Visitors | 117 - Compete Rank | 219 - Quantcast Rank | 97 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



9 | Washington Post

181 - eBizMBA Rank | 47,000,000 - Estimated Unique Monthly Visitors | 164 - Compete Rank | *75* - Quantcast Rank | 305 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA



10 | The Guardian

193 - eBizMBA Rank | 42,000,000 - Estimated Unique Monthly Visitors | 327 - Compete Rank | 103 - Quantcast Rank | 148 - Alexa Rank | Last Updated: May 1, 2017.
The Most Popular News Websites | eBizMBA

Home Pages Overview 1b

Traditional

nytimes.com, washingtonpost.com, theguardian.com/us

1 Navigation structure & strategy

- All use a single line of exposed navigation links

2 Ad/promotion treatments

- Hamodia has 5 units; NYT-3; WP-1; G-2

3 Grid/column structures

- All have grids that change as readers scroll

- Usually 3-5 text columns

4 Information density by screen

- H has 4 stories; NYT-20; WP-7; G-7

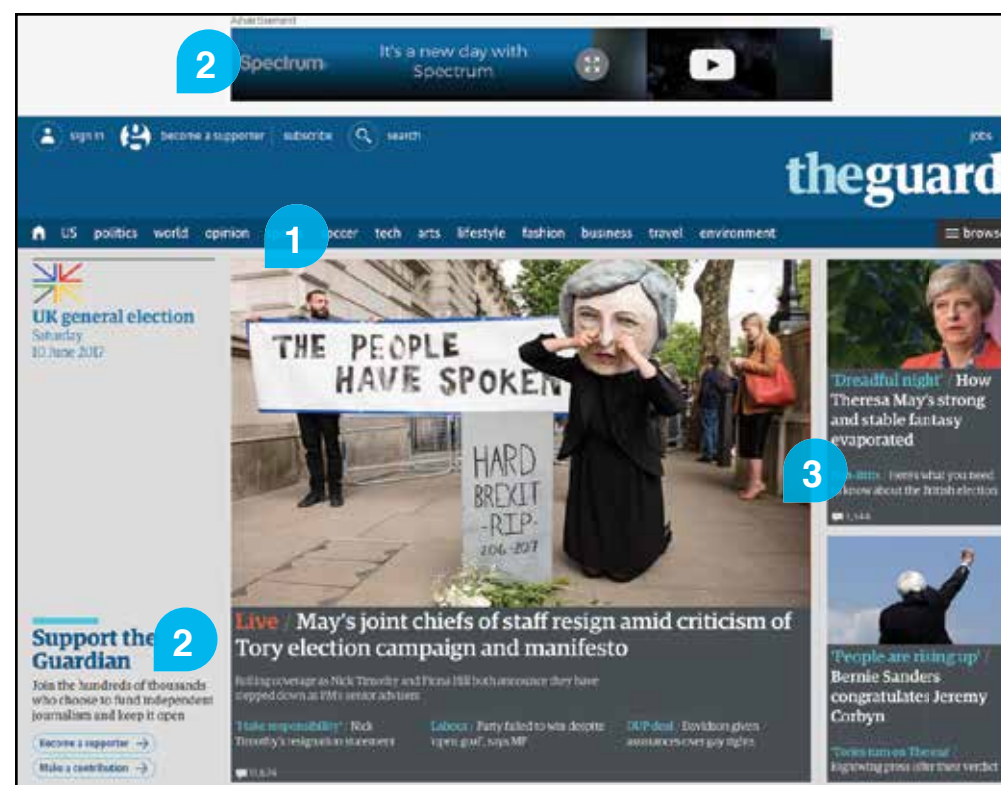
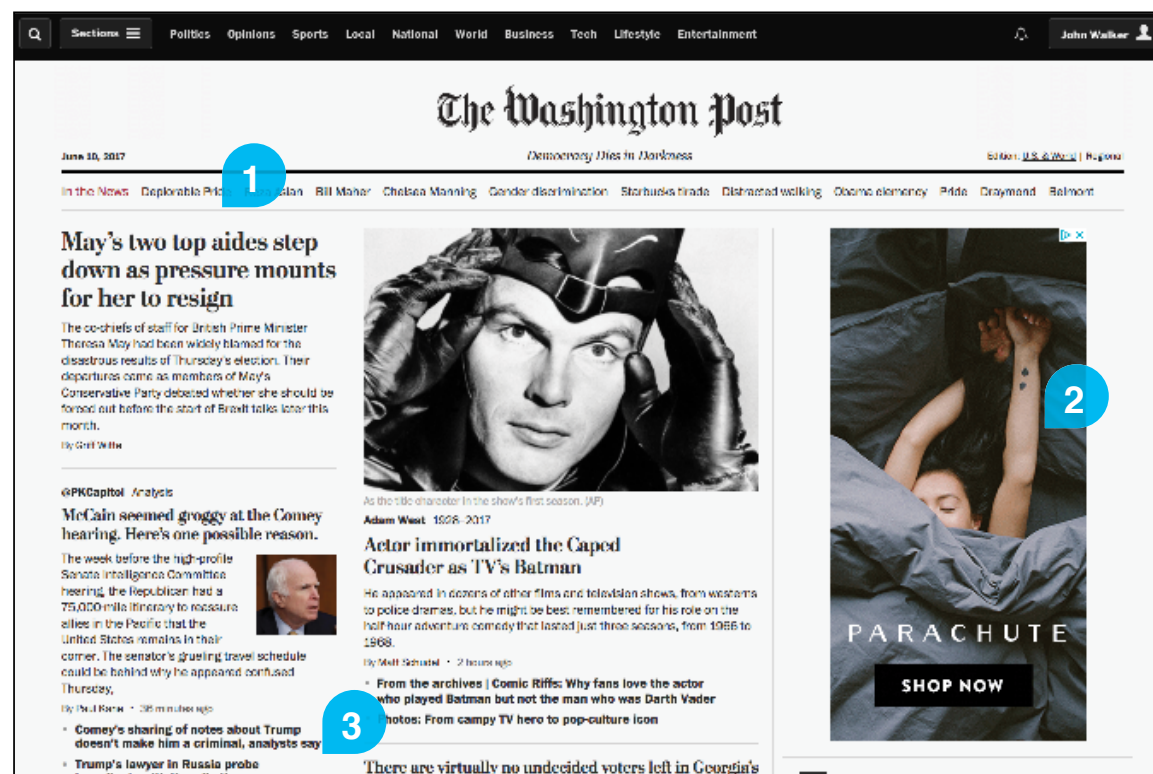
5 Information density by story

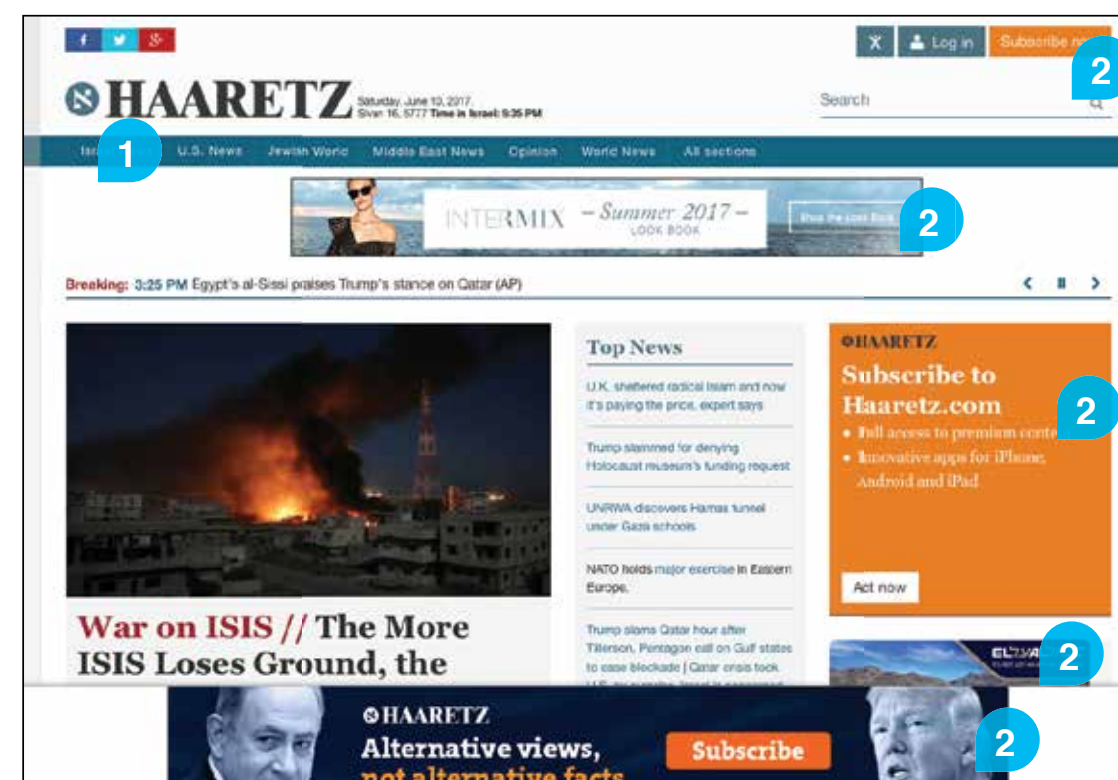
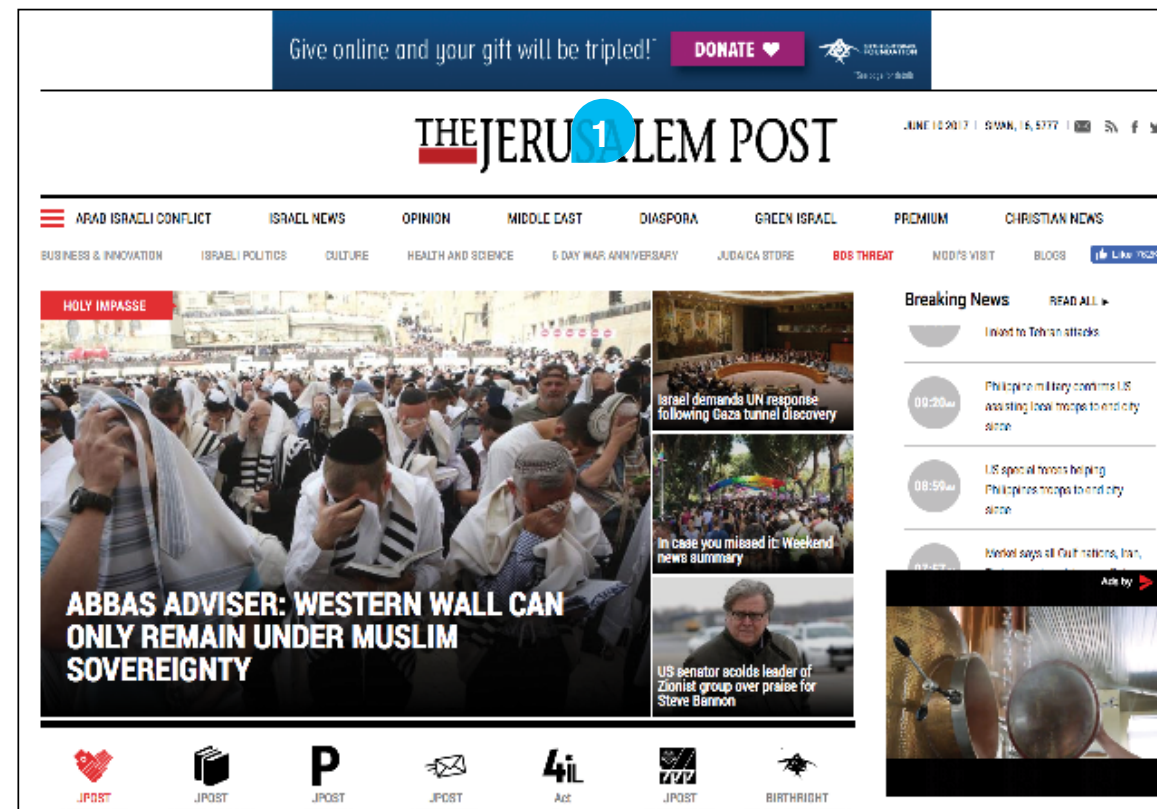
- H has 7-10 word headlines; NYT-head+text for 4 stories & heads for rest; WP-head+long text for 3; G-head+text for 1

6 Use of white space

- No one has much

- NYT and WP don't use background colors, hence making them seem to have more white space





Home Pages Overview 2b

Traditional

jpost.com, timesofisrael.com, haaretz.com

1 Navigation structure & strategy

- All use a single line of exposed navigation links
- JP includes a secondary line of links

2 Ad/promotion treatments

- Hamodia has 5 units; JP-1 (w/ a very wide browser, they may add ads on either side); TOI-3; H-4.3

3 Grid/column structures

- All have grids that change as readers scroll, though less radically than sites on 2b

- Usually 3-5 text columns

4 Information density by screen

- H has 4 stories; JP-7; TOI-12; H-7

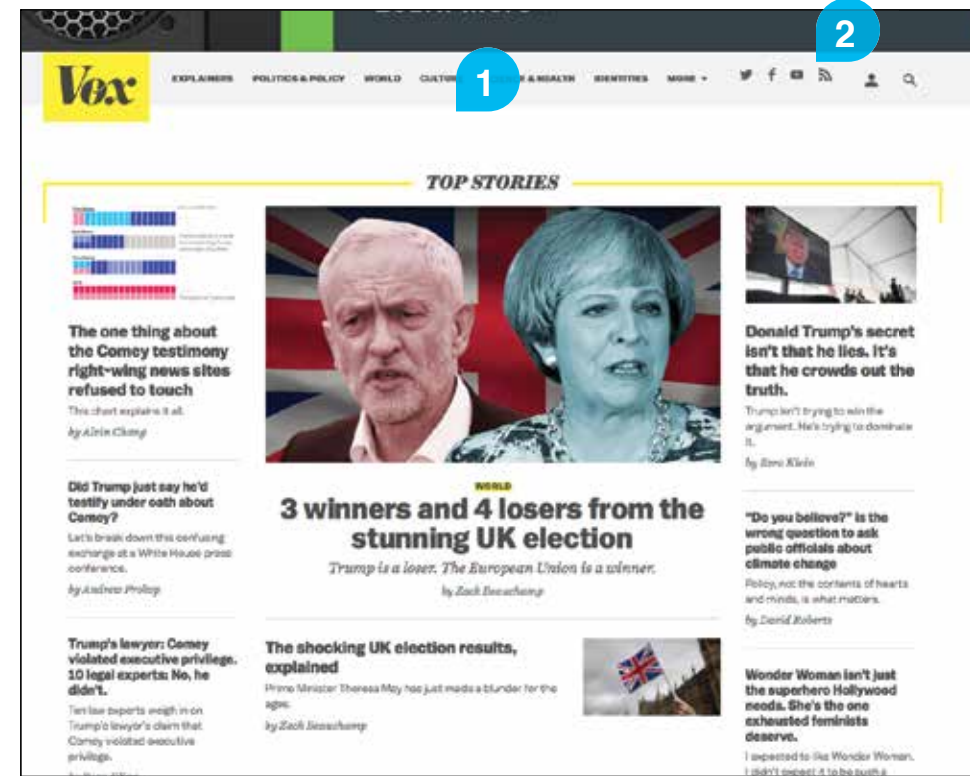
5 Information density by story

- H has 7-10 word headlines; JP-7-10 word heads; TOI-head+text for 1; H-head+text for 1

6 Use of white space

- No one has much

- TOI & H use very light background colors, hence making them seem to have more white space; JP's very heavy images cancel out its lack of color



Home Pages Overview 3b

Native web

vox.com, huffingtonpost.com, theintercept.com

1 Navigation structure & strategy

- Vox uses a single line of exposed navigation links
- HP and TI rely on hamburger icons to reveal navigation

2 Ad/promotion treatments

- Hamodia has 5 units; V-1 (mostly cropped out here); HP-2; TI-1

3 Grid/column structures

- V & HP have 3-5 text columns that vary while scrolling
- TI has a 2 column grid

4 Information density by screen

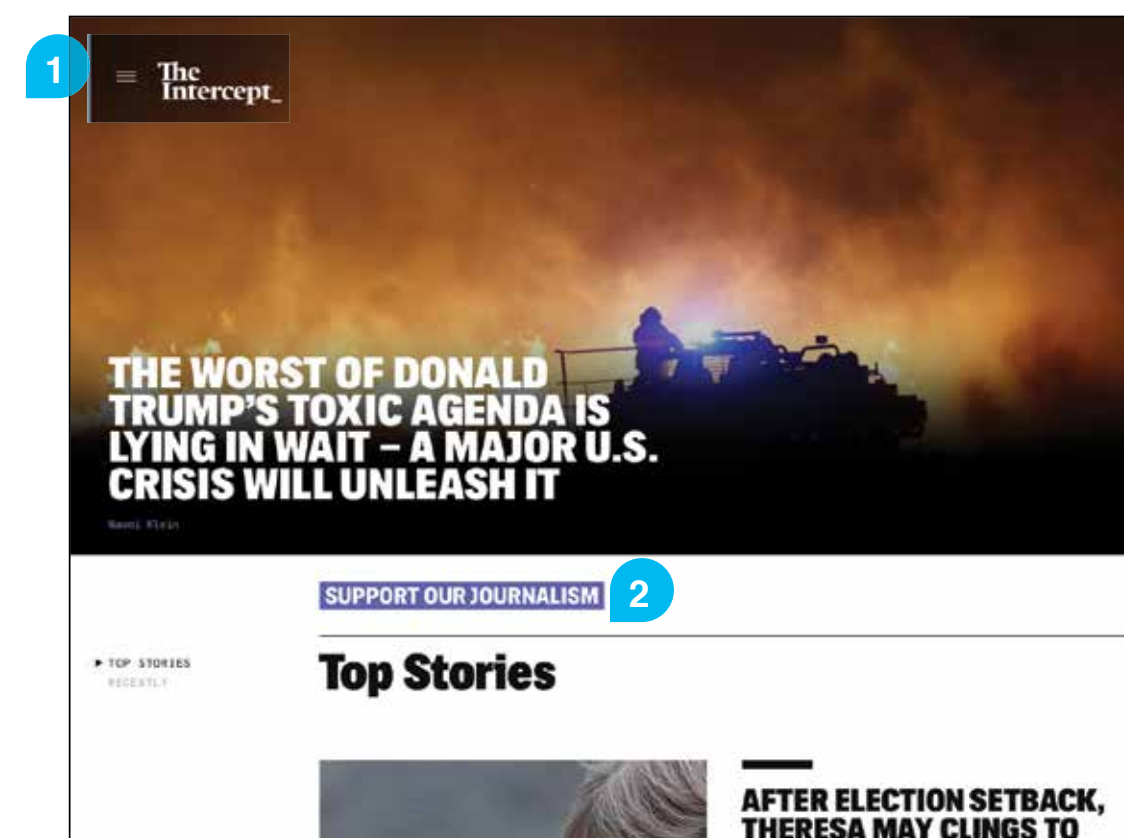
- H has 4 stories; V-8; HP-3; TI-2

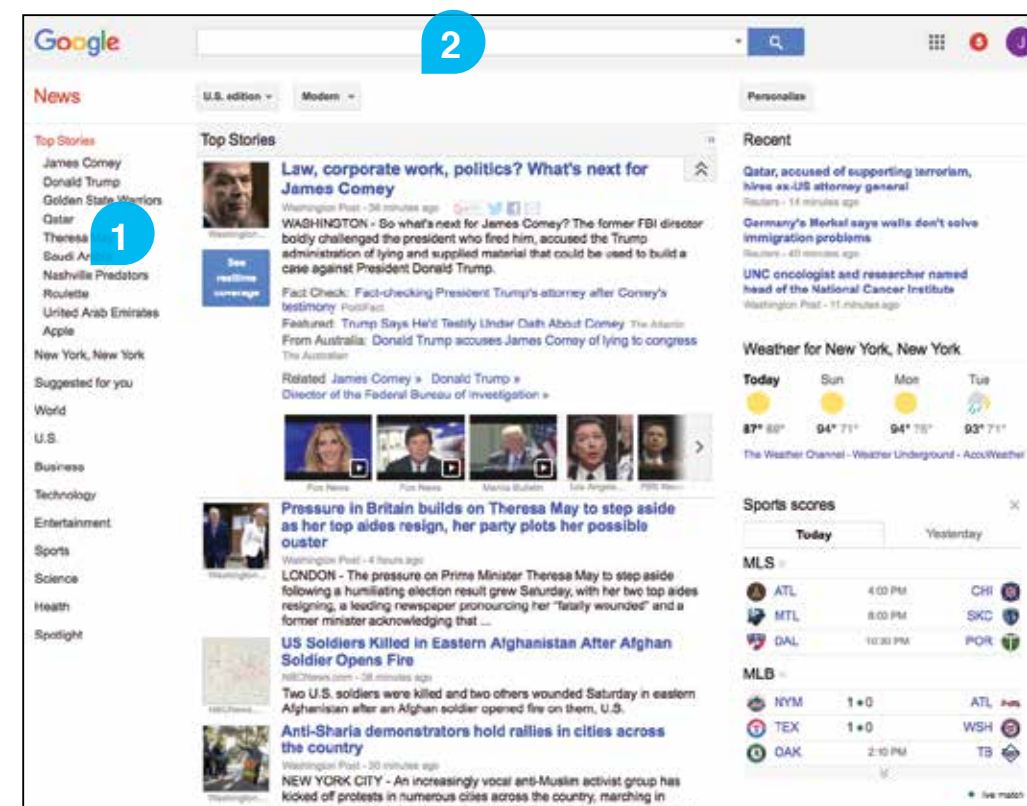
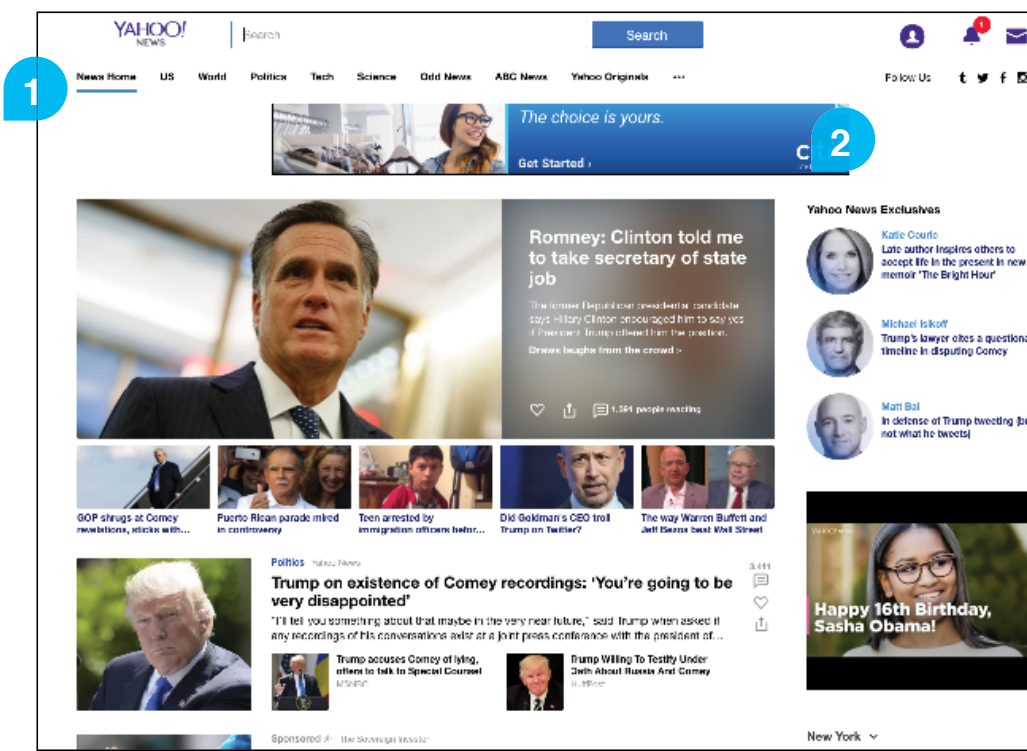
5 Information density by story

- H has 7-10 word headlines; V-heads+text; HP-heads only; TI-heads only

6 Use of white space

- V has very little; HP's 3rd column is sometimes empty; TI has a channel of white space on the left and leaves substantial white space between story units





Home Pages Overview 4b

Top sites

yahoo.com/news, news.google.com, foxnews.com

1 Navigation structure & strategy

- YN & FN use single line of exposed navigation links
- GN uses left hand column with navigation links

2 Ad/promotion treatments

- Hamodia has 5 units; YN-1; GN-1ish; FN-2

3 Grid/column structures

- FN has a grid that change as readers scroll, though less radically than sites on 2b
- YN, GN have one unchanging grid

4 Information density by screen

- H has 4 stories; YN-12; GN-12+; FN-11

5 Information density by story

- H has 7-10 word headlines; YN-2 head+text, rest heads; GN-4 head+text, rest heads; FN-generalized head with related story links for all

6 Use of white space

- No one has much—GN is a special offender here with small text and items packed together
- All avoid background colors to seem to have more whitespace