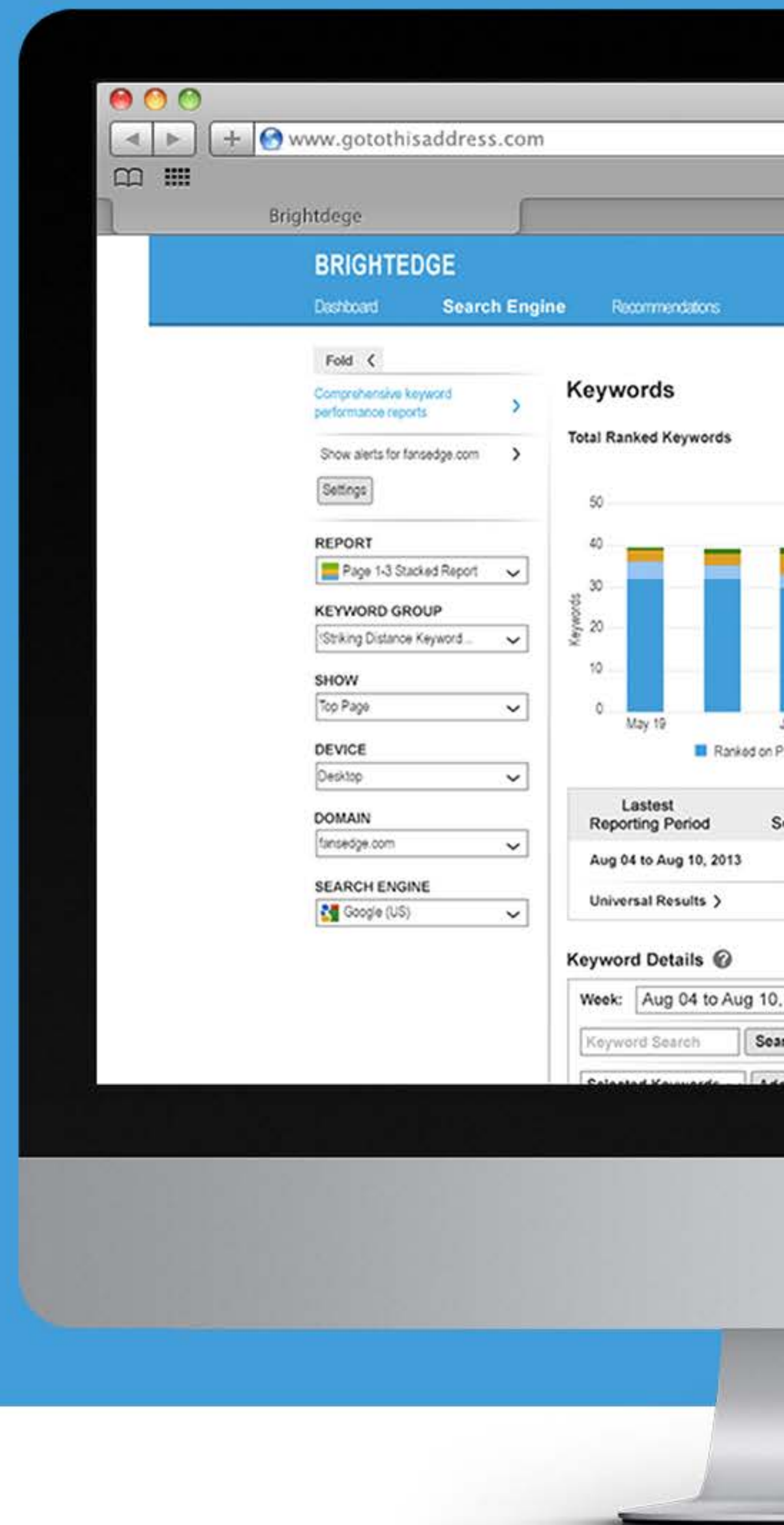


BRIGHTEDGE Platform Theme REDESIGN

by Junjie Piao





Content

1.Fixed Width vs. Responsive Design

2.Design Strategy

- Understanding the Brightedge Platform
- User Scenarios and Work Flow
- Mobile/Content First

3.Wireframe

4.Visual Design

- Mobile Device
- Tablet
- Desktop

Fixed Width

Pros:

- Appear the same design across all devices.
- Easier to give people instructions about how to use your site since everyone will see the same content in the same places.

Con:

It may be hard to read and navigate on a small device, which will require a lot of pan and zoom.

Responsive Design

Pros:

- Automatically adjust and size images for the device being used to view the website. Even resizing a browser window will result in an immediate and smooth adjustment of the site.

Con:

- Site graphics and layout may change or be removed once the site shrinks for a smaller view. While full-size websites are easily customizable, usually the smaller responsive versions don't have as many features.

Conclusion:

Since people nowadays use different devices with varied screen sizes to surf the internet.

According to a recent survey, 1/3 of site visits are made from mobile phones. And this number is still growing.

So it's important to provide a great user experience no matter what device a user is working with.

Thus, **Responsive Design** would be the best solution!

- ## Methods:

- Digging into Brightedge.com to have a better understanding of the company
- Requiring information regarding the given page with Mr. Acevedo
- Studying the page myself



User Scenarios and Work Flow

- What would a user want to know from the page?
- How does a user navigate through these data?
- What problems may a user encounter?
- What can be changed to improve user experience?

Methods:

- Create user scenario and work flow
- Identify problems and potential improvements

Work flow of current website

1. Check Total Ranked Keywords

↓ -scroll down

2. Check Latest Report

↓ -type the word into "Keyword Search"
-hit Enter or G

3. Find a specific Keyword

↓ -scroll up to top
-click on Account to choose

4. Change to another account

↓ -scroll down
-type the word into "Keyword Search"
-hit Enter or Go

5. Find another keyword

↓ -scroll up to top
-go to Comprehensive...
-change

6. Change Search Engine and Device

Thoughts:

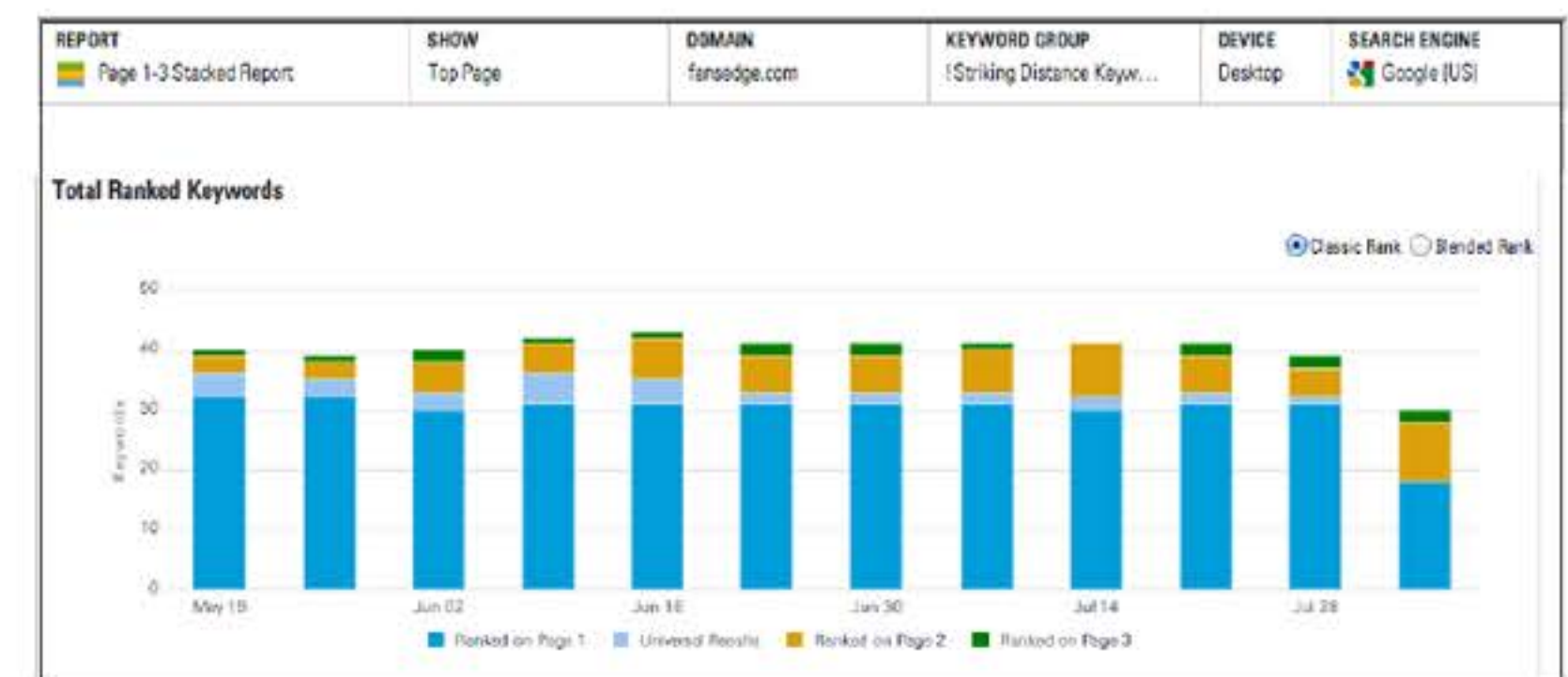
Extra steps (in red) can be saved by providing a floating head bar and a side bar containing all parameters

Mobile / Content First

- It's always easier to start simple and gradually add more functions than decrease elements from an already complicated structure
- It helps to define what is the most important part out of all functions

Methods:

- In this case, since I need to redesign an existing platform, I started by defining the most essential elements
- Adapting functions from desktop to small mobile screen that is also touch-friendly



Mostly Viewed info

Current Web Page:

BRIGHTEDGE

Accounts: fansedge.com

Groups: Big Retailers

LOG OUT

DashboardSearch EngineRecommendationsTasksAnalysisSite AuditHelpSetup

Keywords

Comprehensive keyword performance reports ▶ Show Me

REPORT

Page 1-3 Stacked Report

SHOW

Top Page

DOMAIN

fansedge.com

KEYWORD GROUP

! Striking Distance Keyv...

DEVICE

Desktop

SEARCH ENGINE

Google (US)

Show alerts for fansedge.com

Settings

Total Ranked Keywords

Classic Rank

Blended Rank

Date	Ranked on Page 1	Universal Results	Ranked on Page 2	Ranked on Page 3
May 19	32	2	3	1
Jun 02	30	2	3	1
Jun 16	32	2	3	1
Jun 30	31	2	3	1
Jul 14	30	2	3	1
Jul 26	28	2	4	1

Latest Reporting Period	Total Search Volume	Avg. Rank	Ranked on Page 1	Ranked on Page 2	Ranked on Page 3	Ranked on Page 1-10
Aug 04, 2013 to Aug 10, 2013	25,760	25.41	18 -13	10 -2	2 +1	34 -5

▶ Universal Results

KEYWORD DETAILS

Week: Aug 04, 2013 to Aug 10, 2013

Go

Compare Two Weeks

Show: All Keywords

Keyword Search

Search

Filters

Columns

Export to CSV

Selected Keywords

+ Add Keywords

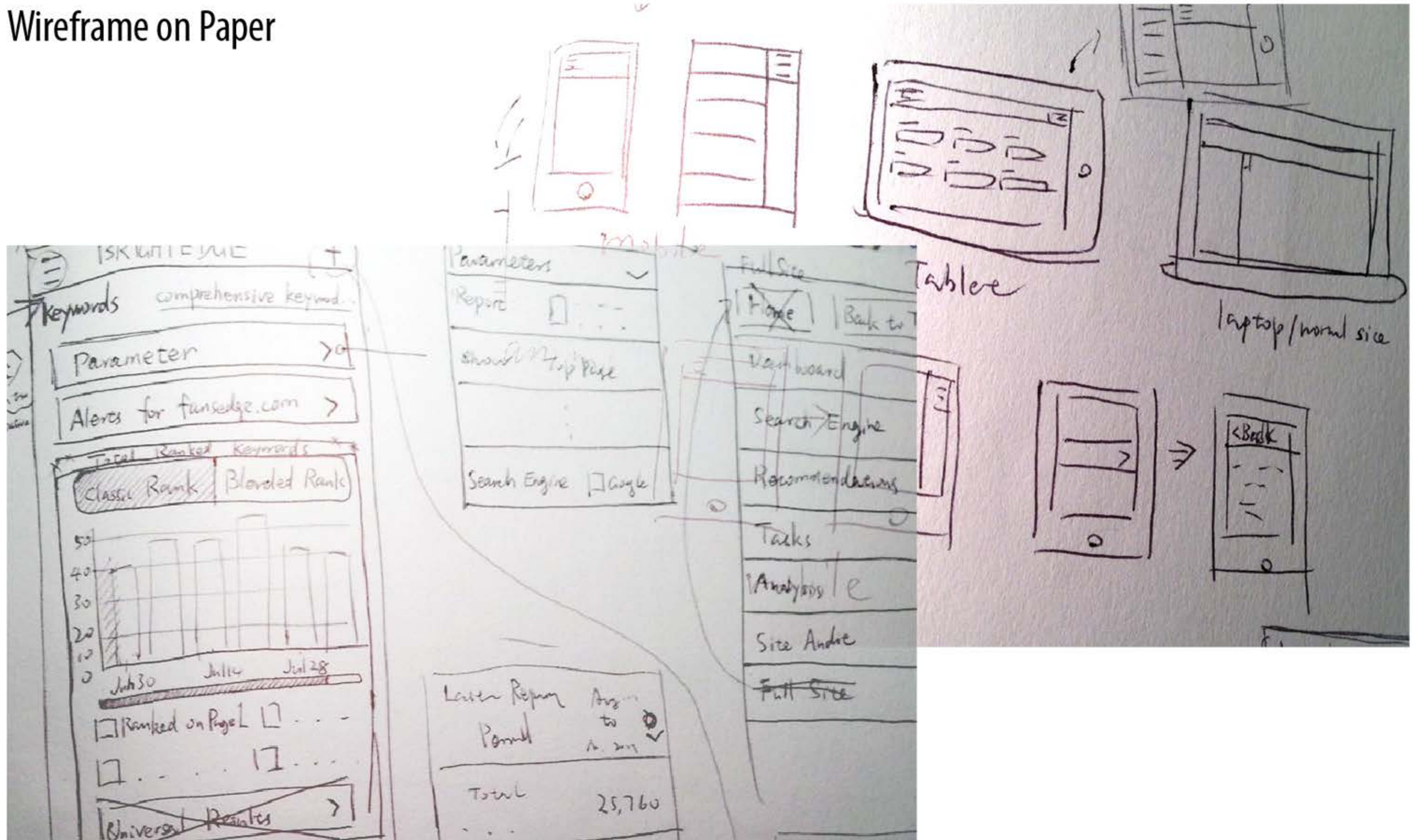
	On-Page Recos.	Off-Page Recos.	Keyword	Rank	Rank Change		Top Ranked Page	Search Volume
☐	✓	✓	hartford whalers	61	55 ▼ III		www.fansedge.com/Hartford-W... f www.fansedge.com/Hartford-Wt	5,400
☐	✓	✓	nascar store	2	3 ▲		www.fansedge.com/NASCAR_	2,900
☐	✓	✓	college t shirts	5	1 ▼		www.fansedge.com/COLLEGE... f www.fansedge.com/College_T-S	1,900
☐	✓	✓	big and tall t shirts	49	31 ▼ III		www.fansedge.com/MLB_Big_... f www.fansedge.com/big-and-tall	1,600
☐	✓	✓	los angeles raiders	Not Ranked	75 ▼		not ranked in top 100 positions f www.fansedge.com/Los-Angeles	1,600
☐	✓	✓	nba apparel	3	1 ▼		www.fansedge.com/NBA... f www.fansedge.com/NBA-Wome	1,000
☐	✓	✓	college hats	3	1 ▲		www.fansedge.com/COLLEGE... f www.fansedge.com/NCAA-Snap	880
☐	✓	✓	jordan apparel	19	40 ▲ III		www.fansedge.com/Michael-Jr... f www.fansedge.com/Chicago-Bu	880
☐	✓	✓	tim duncan jersey	4	1 ▼		www.fansedge.com/Tim_Dunc... f www.fansedge.com/San-Antonio	720
☐	✓	✓	barry bonds jersey	7	3 ▼		www.fansedge.com/Barry-Bon... f www.fansedge.com/San-Francie	480

Show 10 entries

Showing 1 to 10 of 39 entries

FirstPrevious1234NextLast

Wireframe on Paper



Wireframe of Extra Small Devices (phones, less than 768 px)

Quite a few features and datas shown in desktop version are hide by default, which will allow faster webpage loading speed

Whole page from top to bottom



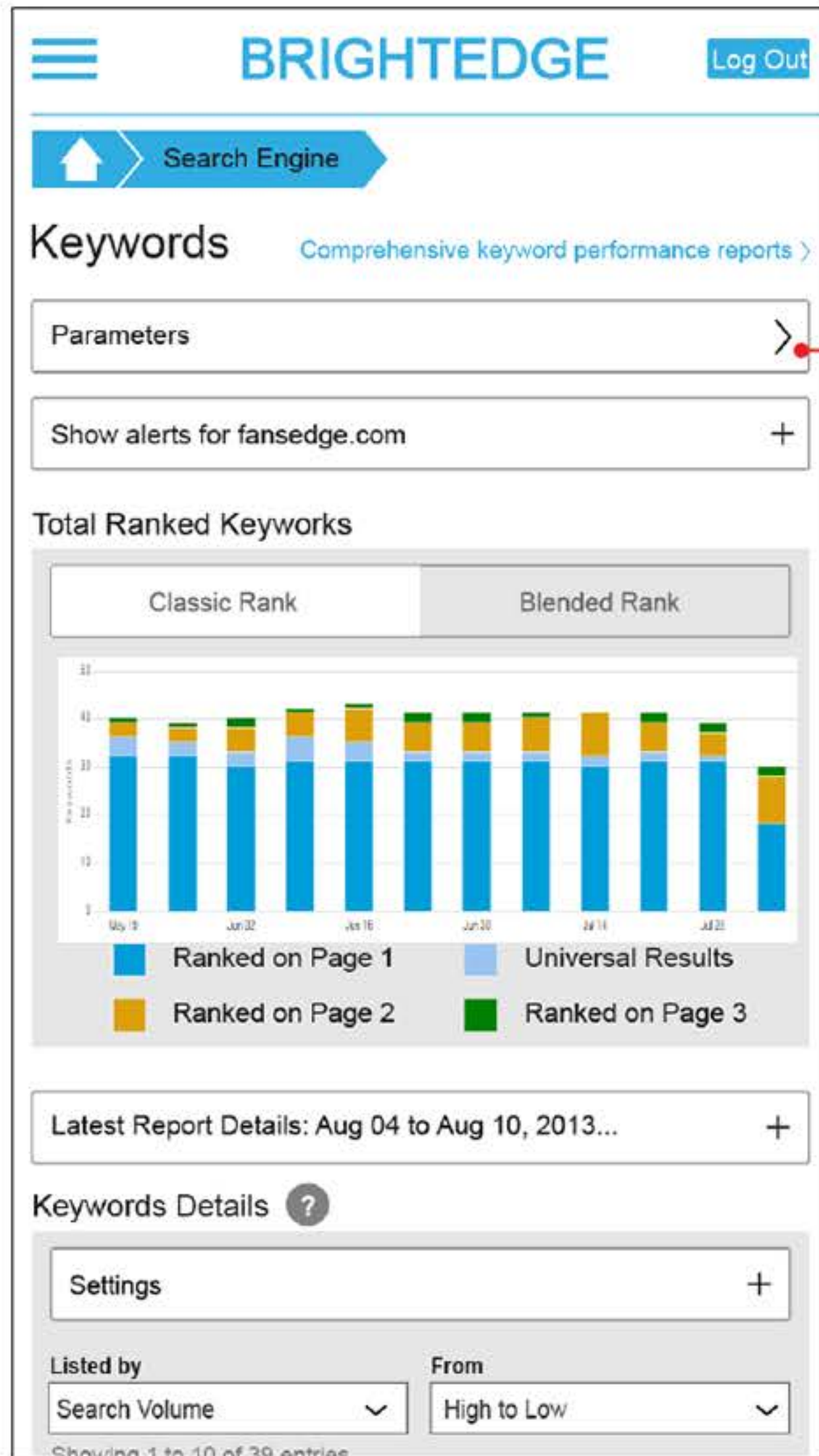
Head bar always float on top for faster access to menu

Parameters are hide inside because frequent users can understand what's going on and don't need to check it until they need to change/check data under different parameters. On the other hand, first time users do will receive a brief guidance going through this part.

Big, more touch friendly buttons replacing original ones shown on desktop version

Change into two rows from one row format on desktop version. This allows showing bigger fonts for a better reading experience.

Wireframe of Extra Small Devices (phones, less than 768 px)



The whole page slide to left, revealing a new page containing all parameters

< Back

REPORT Page 1 - 3 Stacked Report v

SHOW Top Page v

DOMAIN fansedge.com v

KEYWORD GROUP !Striking Distance Keyword... v

DEVICE Desktop v

SEARCH ENGINE Google (US) v

< Back

REPORT Page 1 - 3 Stacked Report v

SHOW Top Page v

DOMAIN fansedge.com v

KEYWORD GROUP !Striking Distance Keyword... v

DEVICE Desktop ^

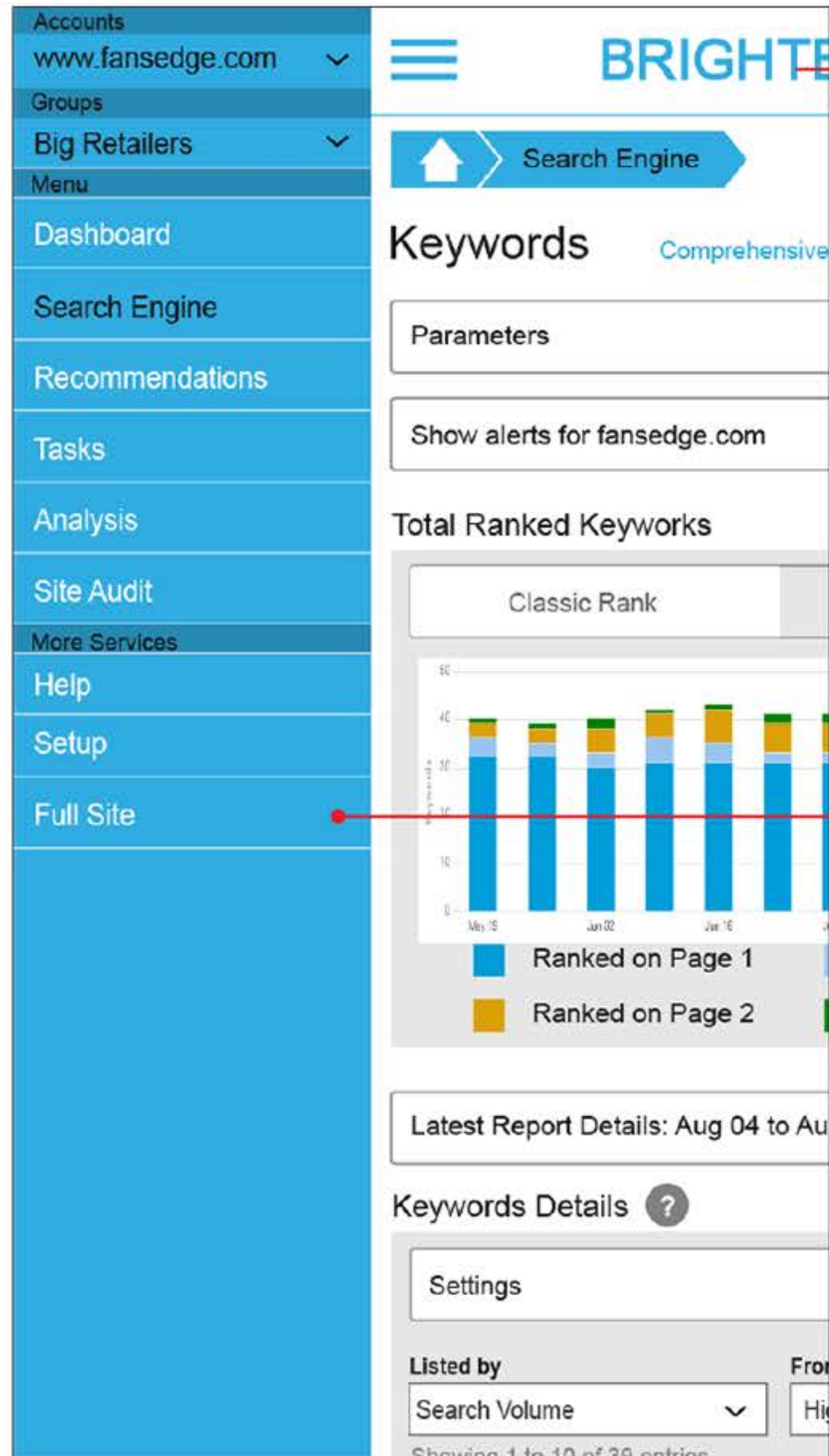
Desktop

Tablet

Mobile

SEARCH ENGINE Google (US) v

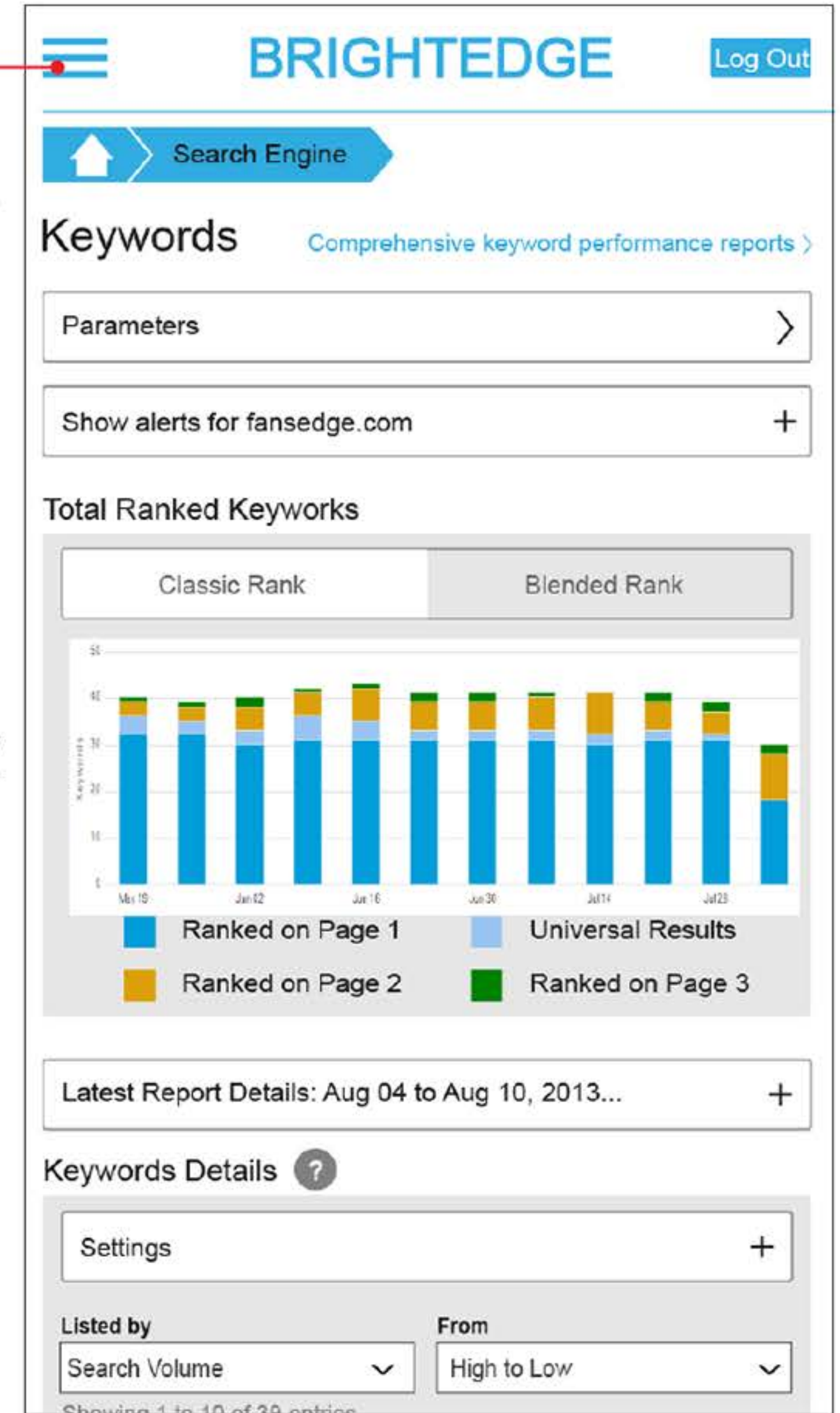
Wireframe of Extra Small Devices (phones, less than 768 px)



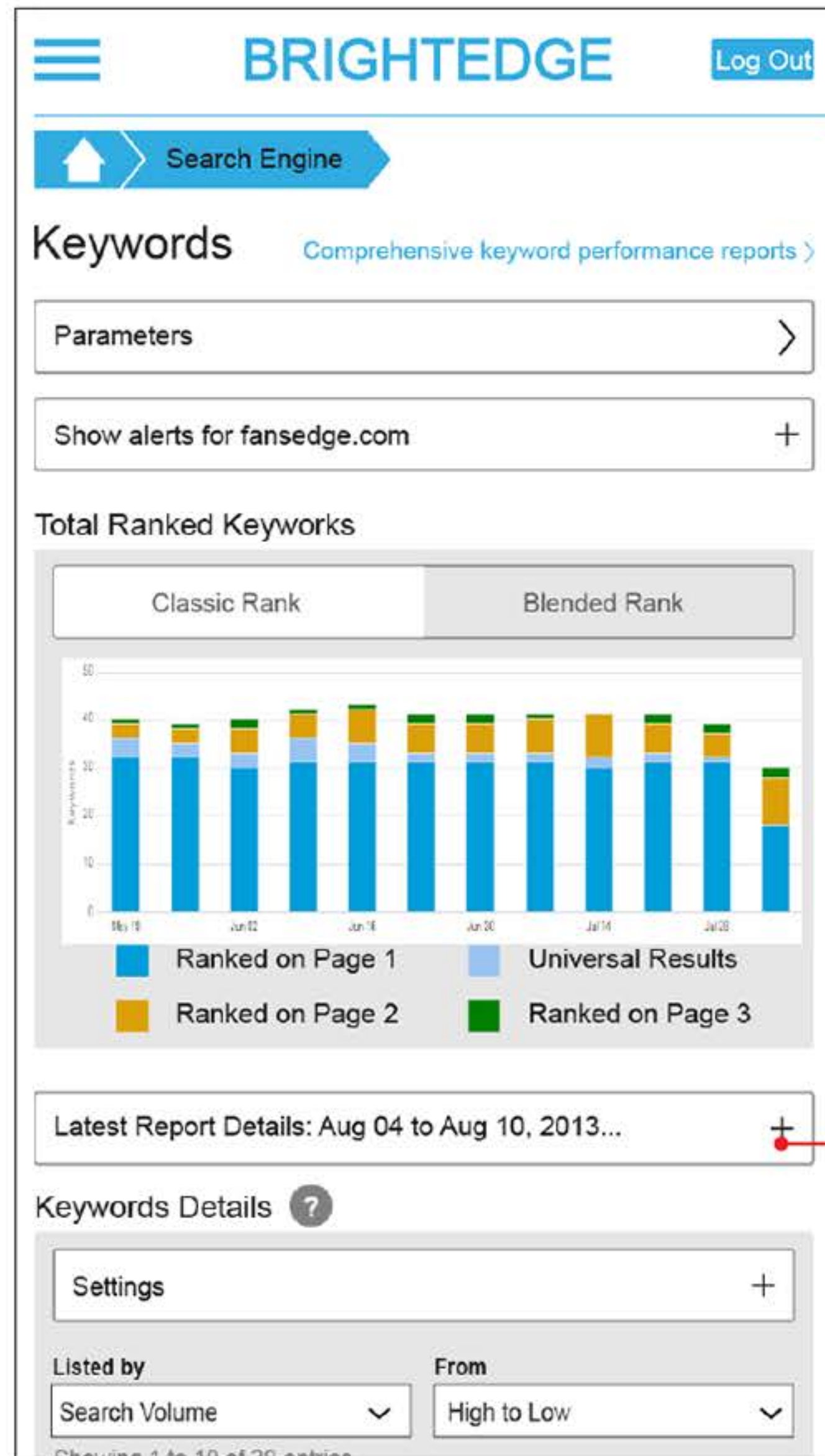
This is currently a popular way of showing menu and other information. Since Facebook, Youtube and other websites use this method, people will adapt to it very fast if users have already had the experience of using services mentioned above.

This gives users a convenient approach if they want to visit full site on their mobile device or in a shrunk size of browser window.

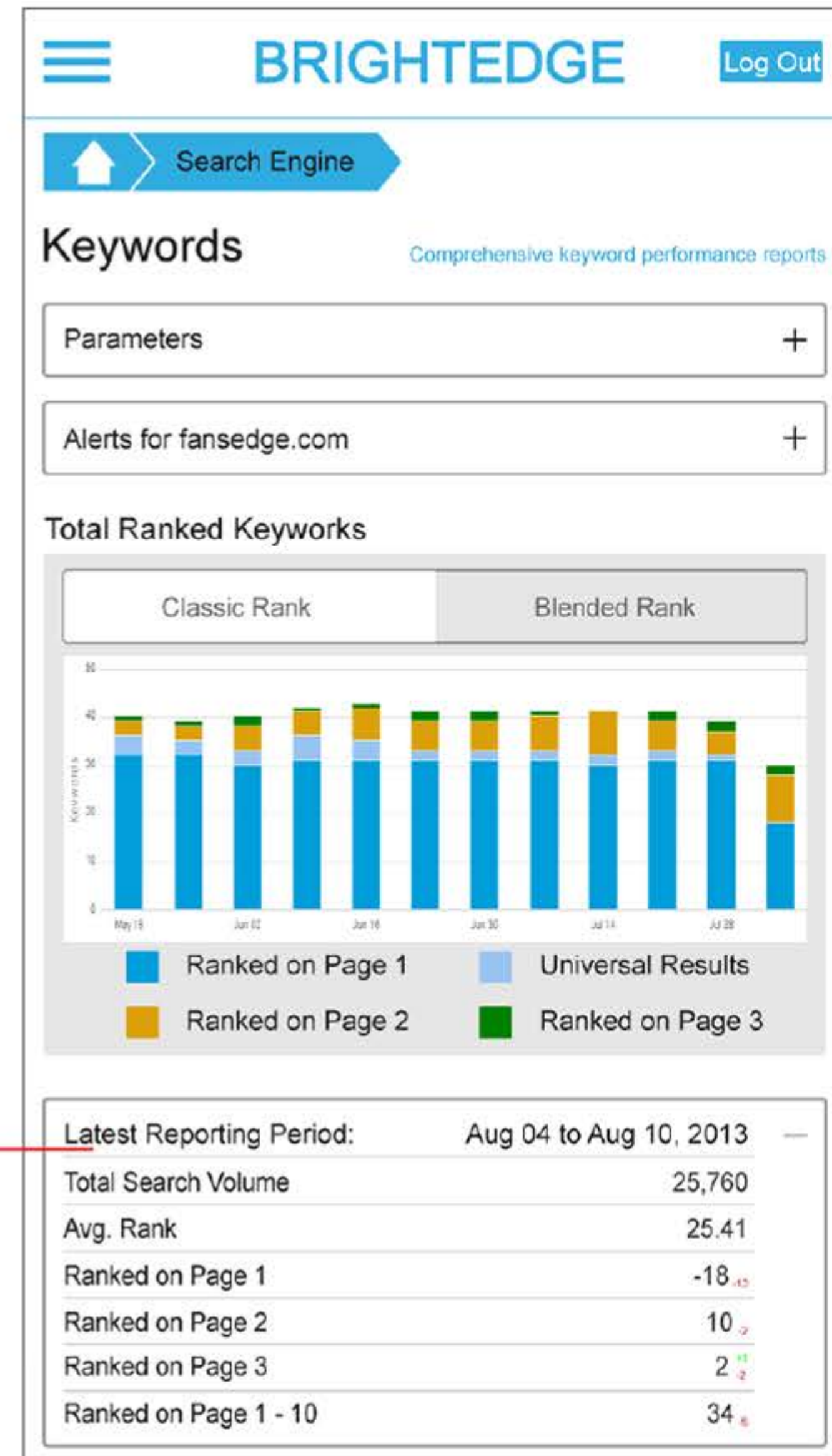
There should also be an option to come back to mobile version once



Wireframe of Extra Small Devices (phones, less than 768 px)



Once clicked, it expands to show all information inside, pushing everything beneath down



Wireframe of Extra Small Devices (phones, less than 768 px)

These two drop down window define how keywords are listed below

Settings +

Listed by Search Volume From High to Low

Showing 1 to 10 of 39 entries

☐ Select All
 ☐ Unfold All

☐	Keyword: hartford whalers	+
☐	Top Ranked Page: www.fansedge.com/Ha...	
☐	Keyword: nascar store	+
☐	Top Ranked Page: www.fansedge.com/Na...	
☐	Keyword: college t shirt	+
☐	Top Ranked Page: www.fansedge.com/Co...	
☐	Keyword: big and tall t shirt	+
☐	Top Ranked Page: www.fansedge.com/M...	
☐	Keyword: los angeles raiders	+
☐	not ranked in top 100 positions	
☐	Keyword: nba apparel	+
☐	Top Ranked Page: www.fansedge.com/N...	
☐	Keyword: college hats	+
☐	Top Ranked Page: www.fansedge.com/Co...	
☐	Keyword: jordan apparel	+
☐	Top Ranked Page: www.fansedge.com/Mi...	
☐	Keyword: tim duncan jersey	+
☐	Top Ranked Page: www.fansedge.com/Ti...	
☐	Keyword: barry bonds jersey	+
☐	Top Ranked Page: www.fansedge.com/Ba...	

⏪
⏩
1
⏪
⏩

Export to CSV

Fold/Unfold all windows below with one touch

unfold and show all details on this keyword

Keywords Details ?

Settings +

Listed by Search Volume From High to Low

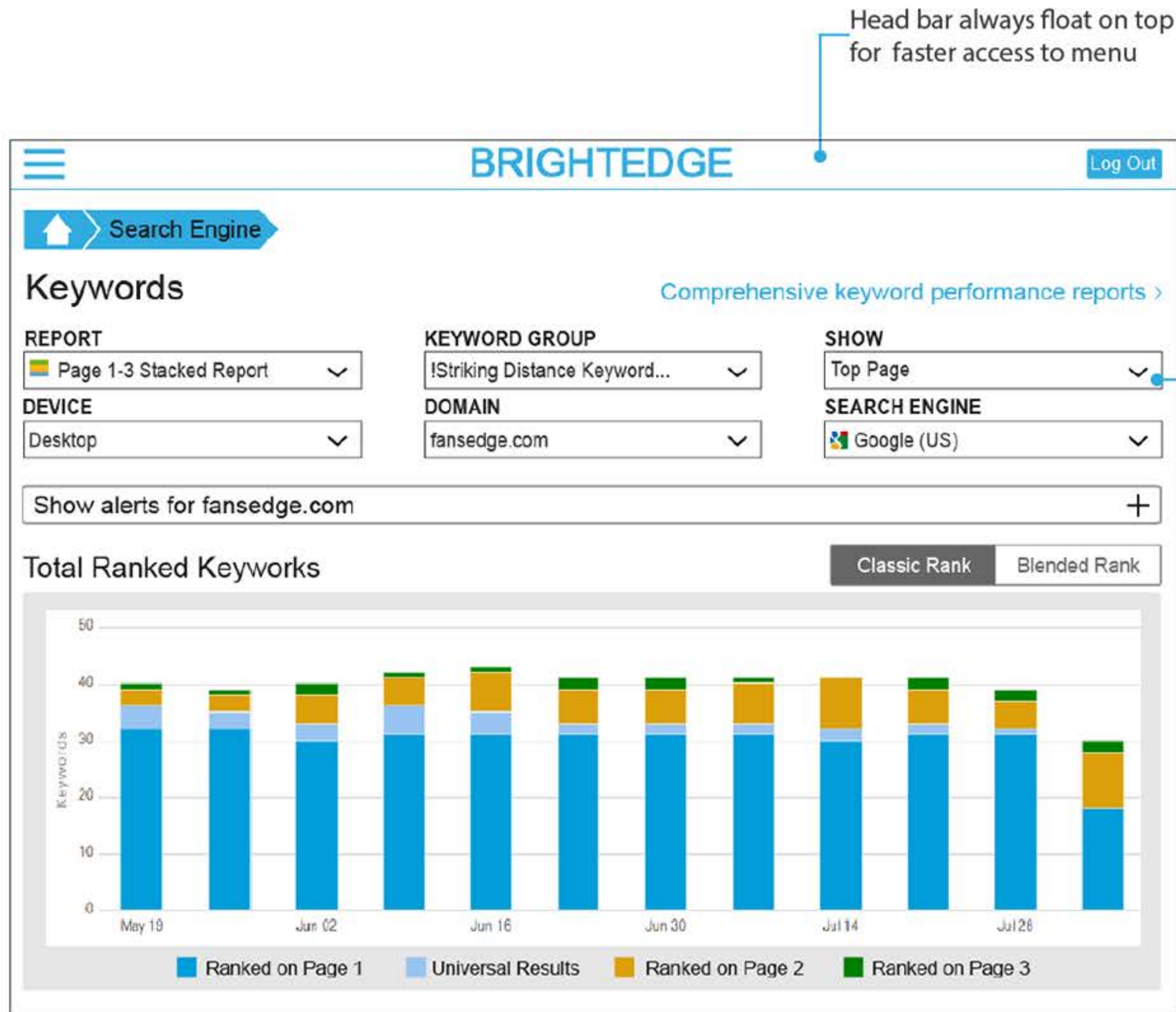
Showing 1 to 10 of 39 entries

☐ Select All
 ☐ Unfold All

☐	Keyword: hartford whalers	-
☐	Top Ranked Page: www.fansedge.com/Ha...	
	Rank 61	
	Rank Change 55 ▼!!!	
	Search Volume 5,400	
	P	
	On-Page Recos. ✓	
	Off-Page Recos. ✓	
☐	Keyword: nascar store	+
☐	Top Ranked Page: www.fansedge.com/Na...	
☐	Keyword: college t shirt	+
☐	Top Ranked Page: www.fansedge.com/Co...	
☐	Keyword: big and tall t shirt	+
☐	Top Ranked Page: www.fansedge.com/M...	
☐	Keyword: los angeles raiders	+
☐	not ranked in top 100 positions	
☐	Keyword: nba apparel	+
☐	Top Ranked Page: www.fansedge.com/N...	
☐	Keyword: college hats	+
☐	Top Ranked Page: www.fansedge.com/Co...	
☐	Keyword: jordan apparel	+
☐	Top Ranked Page: www.fansedge.com/Mi...	
☐	Keyword: tim duncan jersey	+



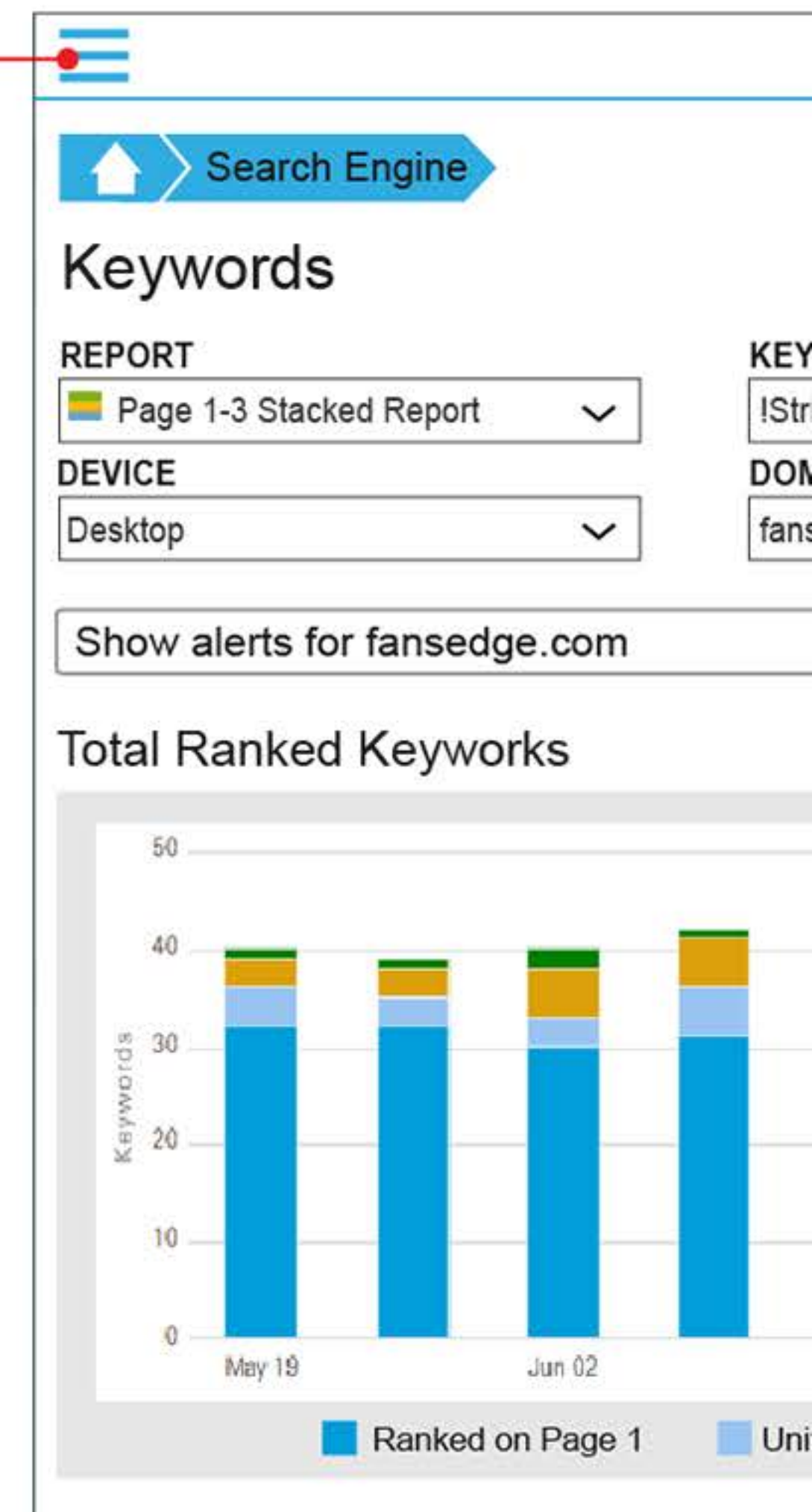
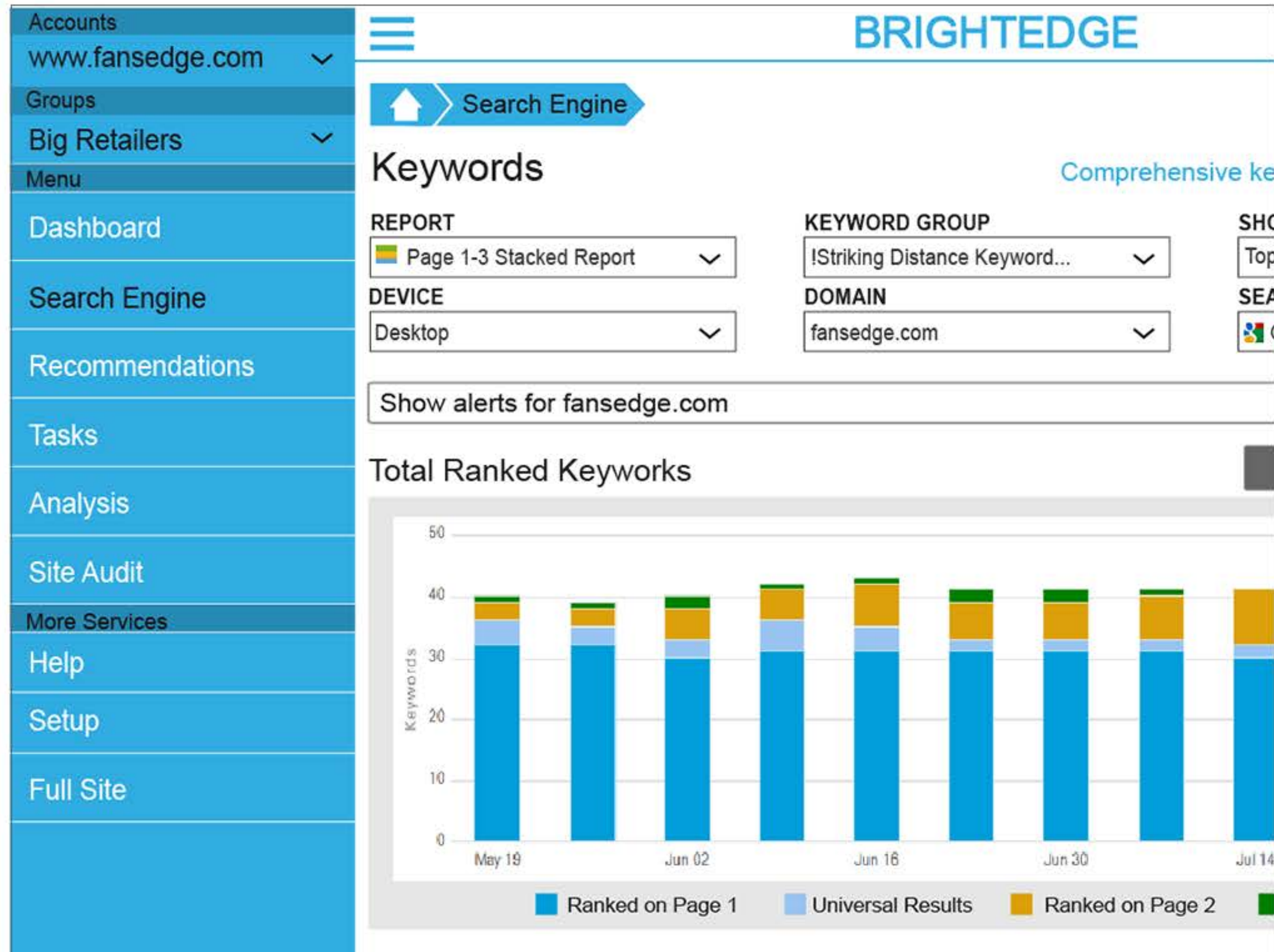
Wireframe of Small devices (tablets, horizontal, 768px and up)



Whole page from top to bottom



Wireframe of Small devices (tablets, horizontal, 768px and up)



Wireframe of Small devices (tablets, Portrait, 768px and up)

Accounts
www.fansedge.com
Groups
Big Retailers
Menu
Dashboard
Search Engine
Recommendations
Tasks
Analysis
Site Audit
More Services
Help
Setup
Full Site

BRIGHTEDGE

Search Engine

Keywords

Comprehensive

REPORT
Page 1-3 Stacked Report
KEYWORD GROUP
IStriking Distance Keyword...
DEVICE
Desktop
DOMAIN
fansedge.com

Show alerts for fansedge.com

Total Ranked Keywords

Ranked on Page 1 Universal Results Ranked on Page 2 Ranked on Page 3

Latest Reporting Period	Total Search Volume	Avg. Rank	Ranked on Page 1	Ranked on Page 2	Ranked on Page 3	Ranked on Page 1-10
Aug 04, 2013 to Aug 10, 2013	25,760	25.41	18 -13	10 -2	2 +1	34 -5

Universal Results

Keywords Details

Week: Aug 04 to Aug 10, 2013 GO Compare Two Weeks
Keyword Search Search
Filters Columns Selected

BRIGHTEDGE

Log Out

Search Engine

Keywords

Comprehensive keyword performance reports

REPORT
Page 1-3 Stacked Report
KEYWORD GROUP
IStriking Distance Keyword...
DEVICE
Desktop
DOMAIN
fansedge.com
SHOW
Top Page
SEARCH ENGINE
Google (US)

Show alerts for fansedge.com

Total Ranked Keywords

Classic Rank Blended Rank

Ranked on Page 1 Universal Results Ranked on Page 2 Ranked on Page 3

Latest Reporting Period	Total Search Volume	Avg. Rank	Ranked on Page 1	Ranked on Page 2	Ranked on Page 3	Ranked on Page 1-10
Aug 04, 2013 to Aug 10, 2013	25,760	25.41	18 -13	10 -2	2 +1	34 -5

Universal Results

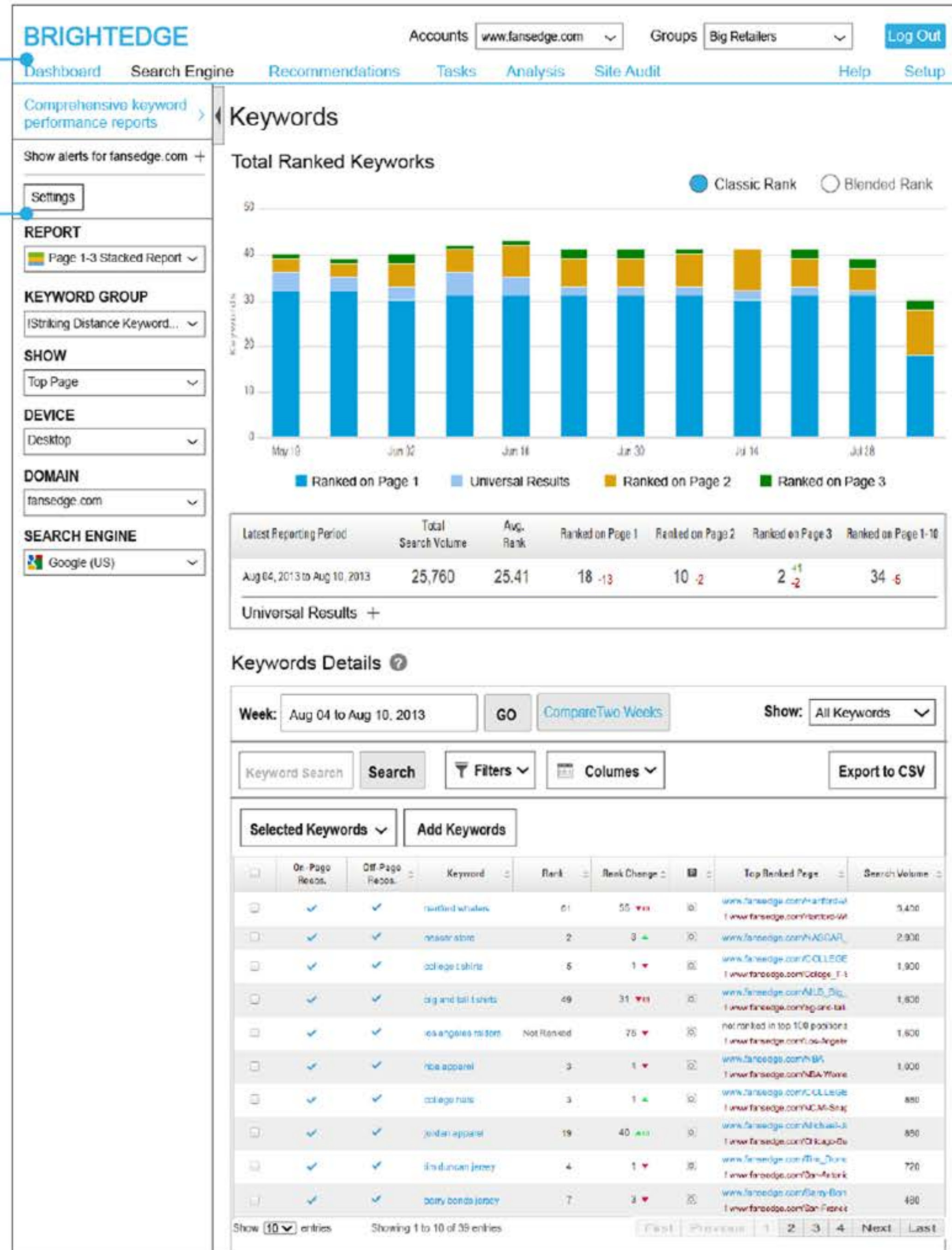
Keywords Details

Week: Aug 04 to Aug 10, 2013 GO Compare Two Weeks
Keyword Search Search
Filters Columns Selected Keywords Add Keywords

Rearranged buttons to adapt to tablet screen size

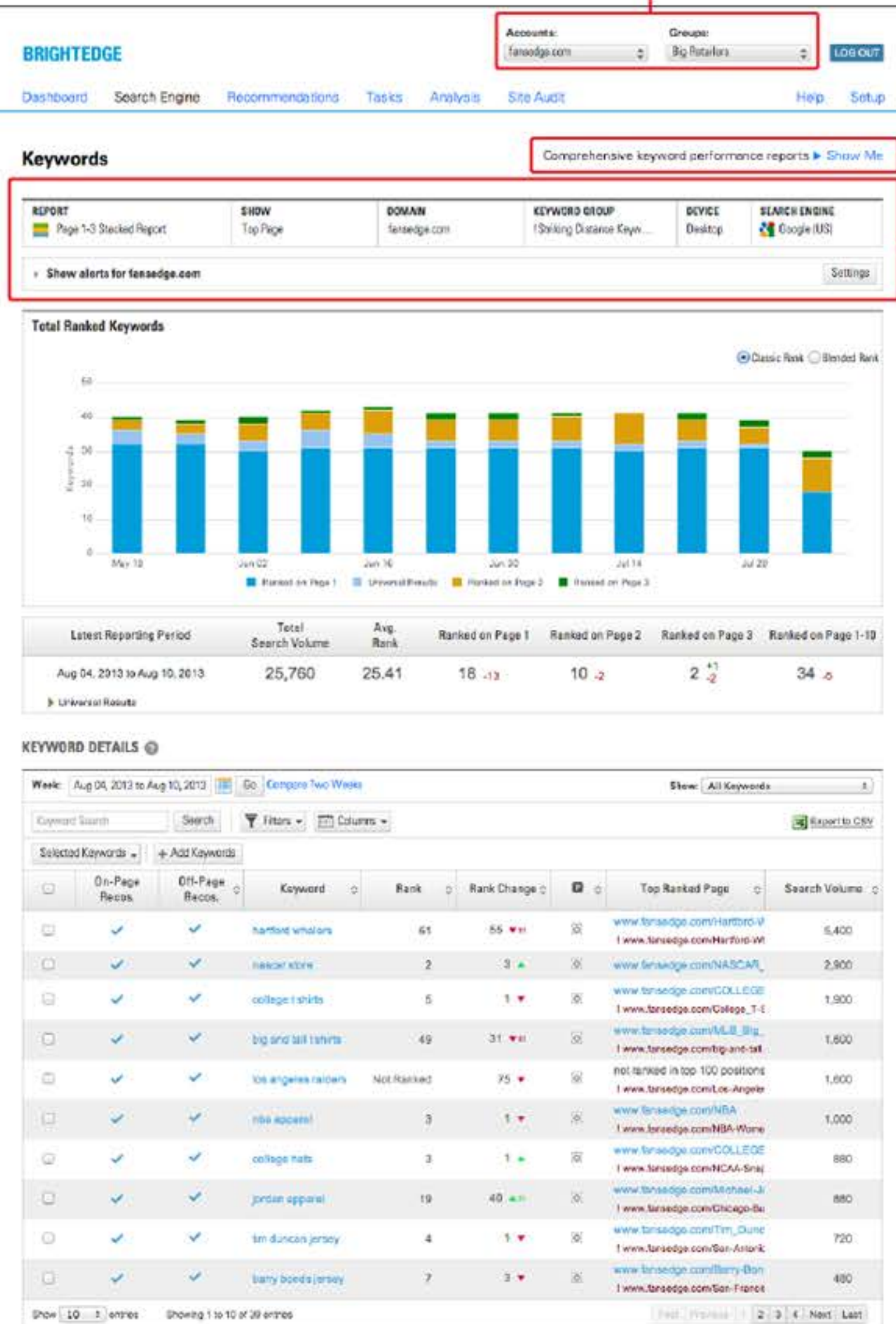
Wireframe of Desktop (992px and up)

Header and side bar always float at current position for efficient navigation



Wireframe of Desktop (992px and up)

Current website

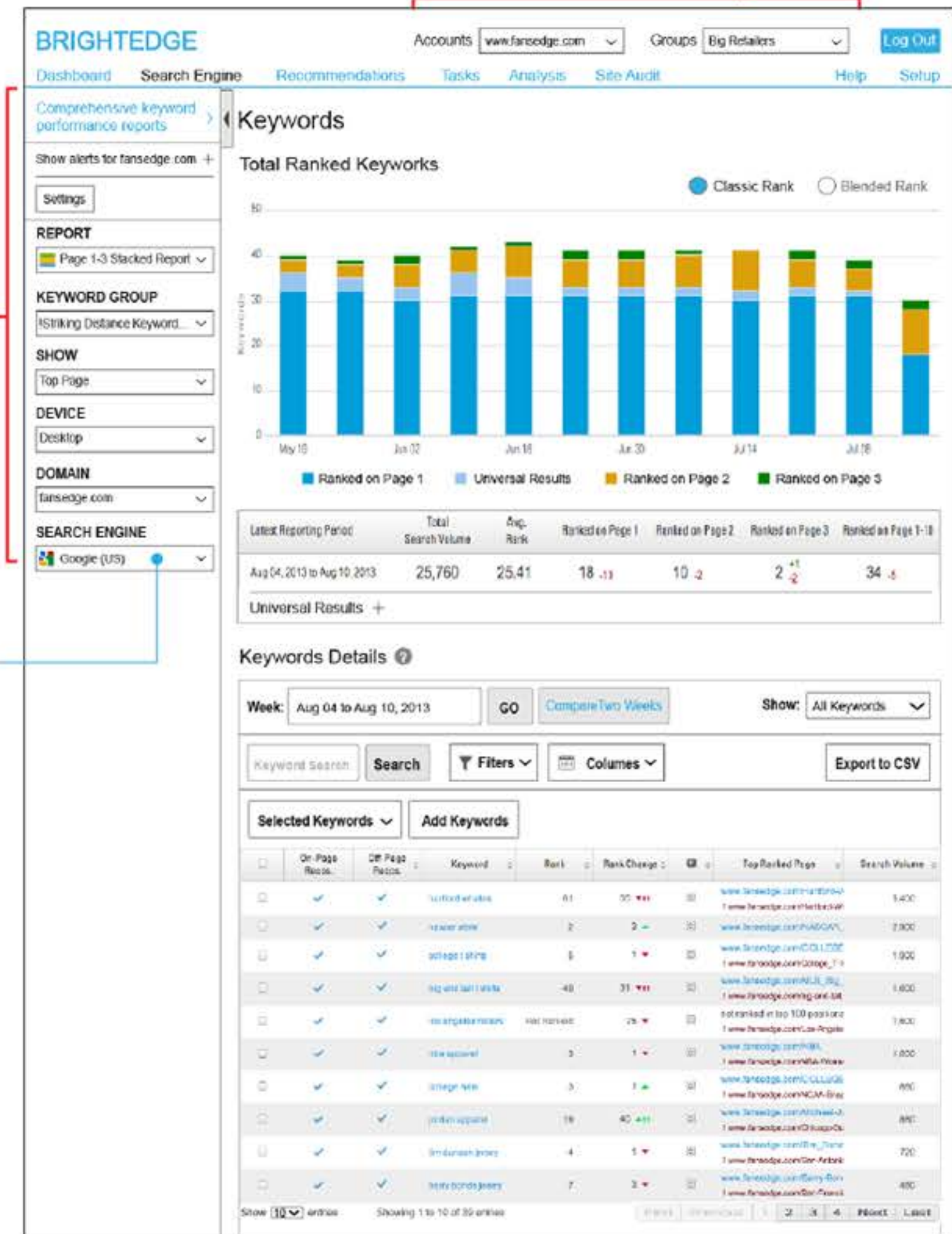


Rearranged layout takes less space

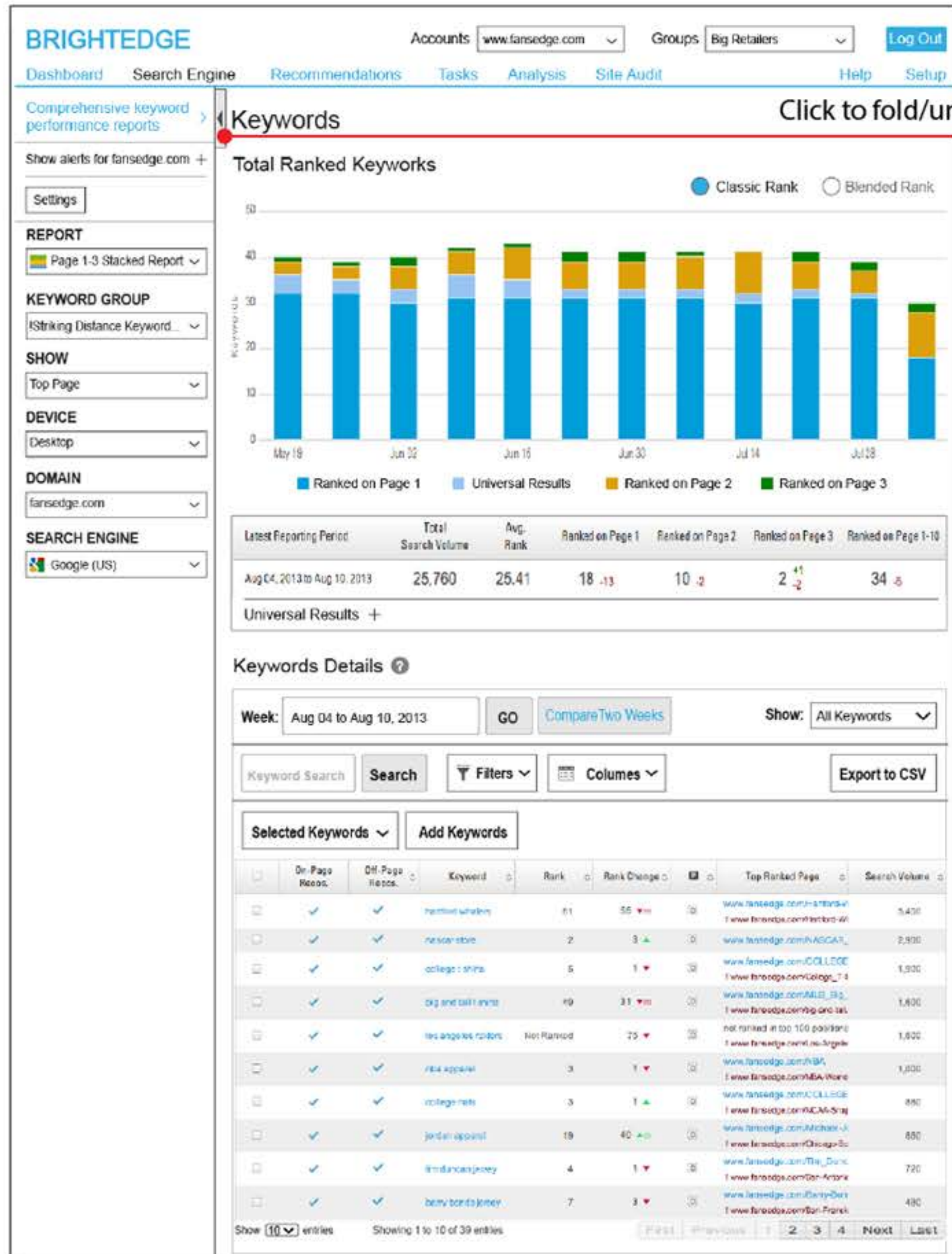
Listing these elements in a side bar allows faster access when a user have scrolled down to Keywords Details sections

Every single element can be accessed right away

New Version



Wireframe of Desktop (992px and up)



iphone 5/5s Version

Design Style: Flat Design

- Current Trends
- Simple and Elegant
- Less code
- Loads faster
- High Compatability

Colors:

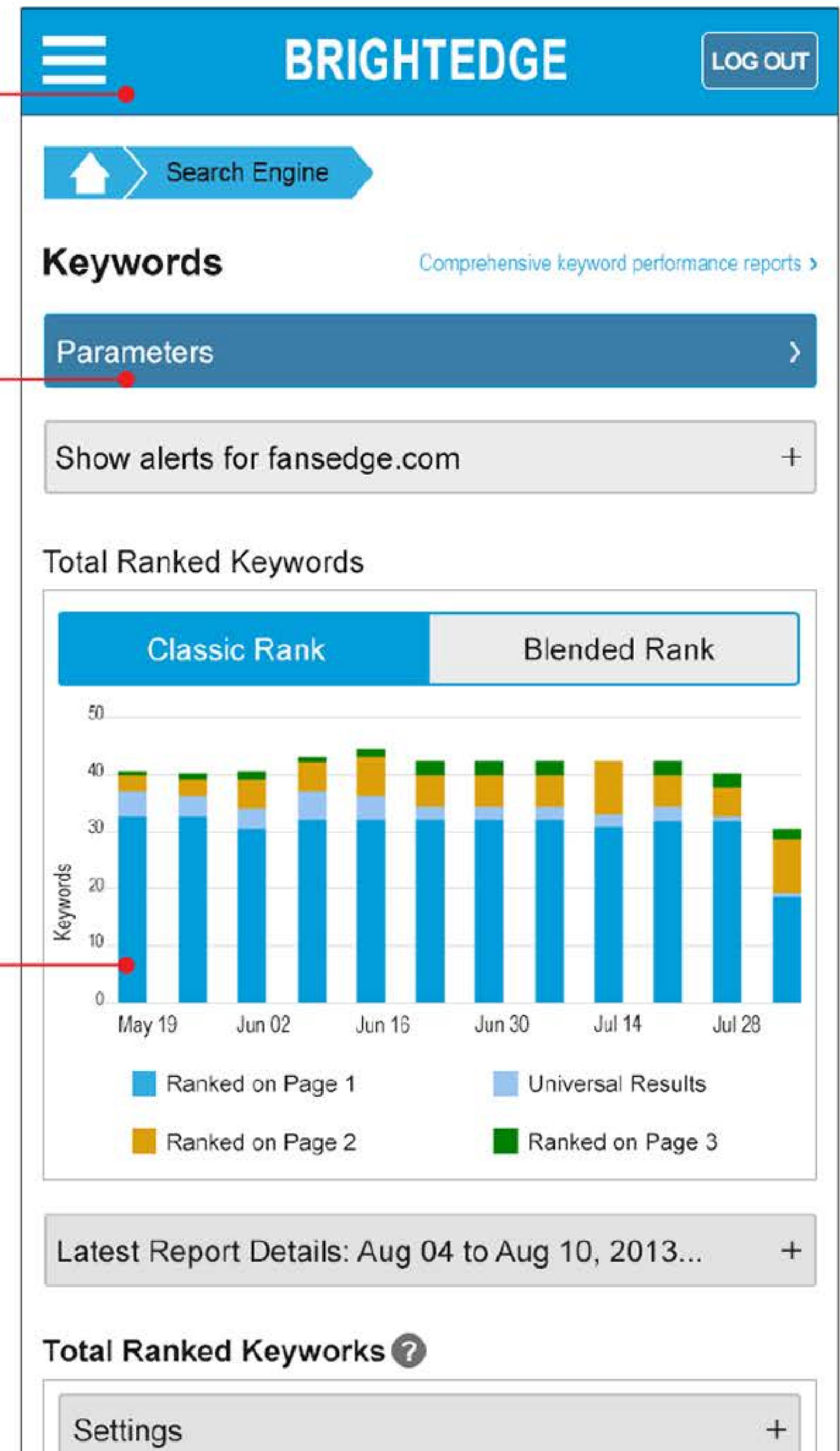


All colors come from Brightedge.com in order to create a similar feeling, allowing users quickly to adapt to changes

Compared to current white nav-bar, blue color make it visually more easier to differentiate it from content below

Dark blue represents its importance, which is parameters affecting the all information shown on page

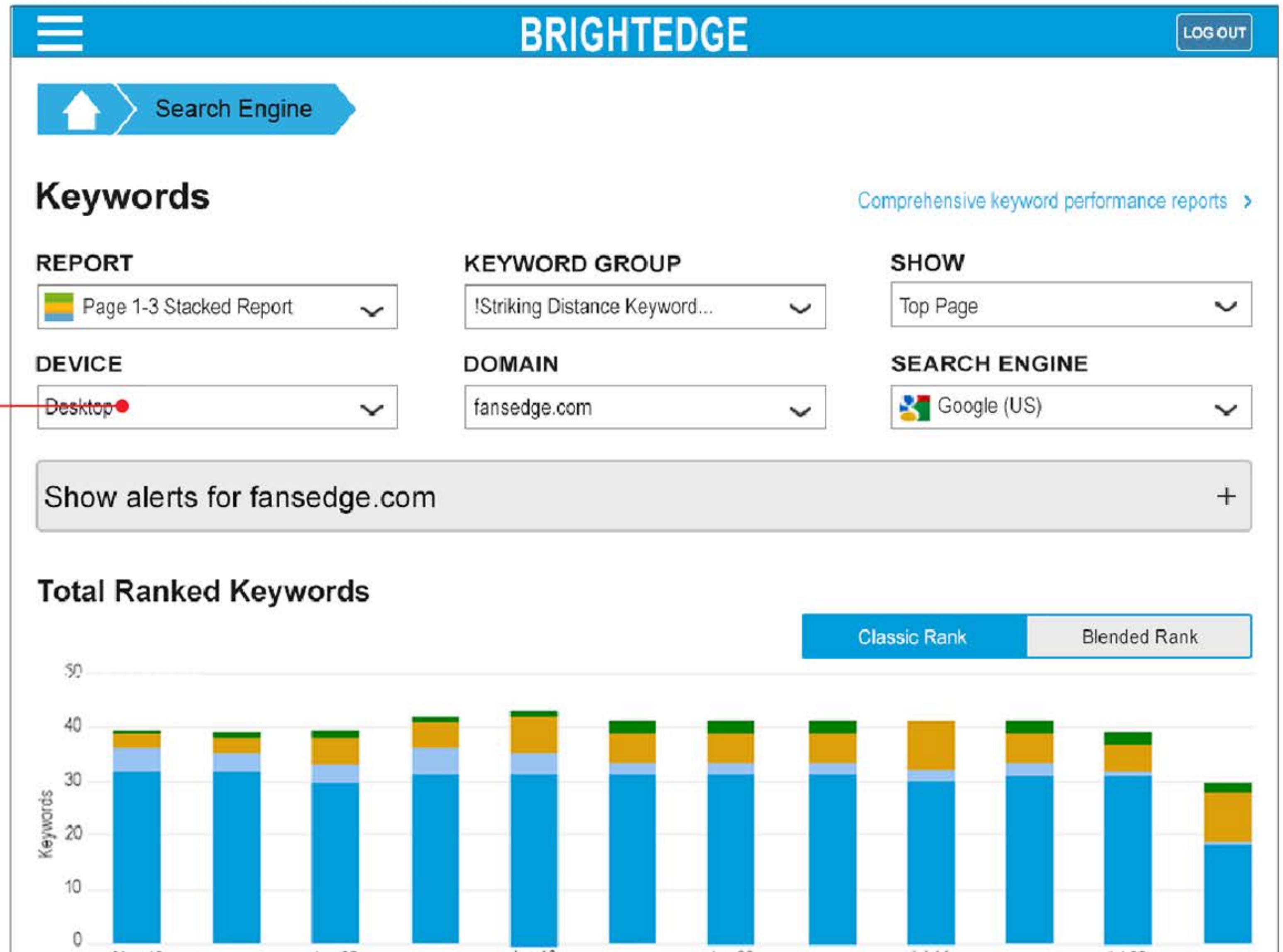
Taller but thinner ratio of bars make it more easier to see the fluctuation of data on small screens



ipad Version

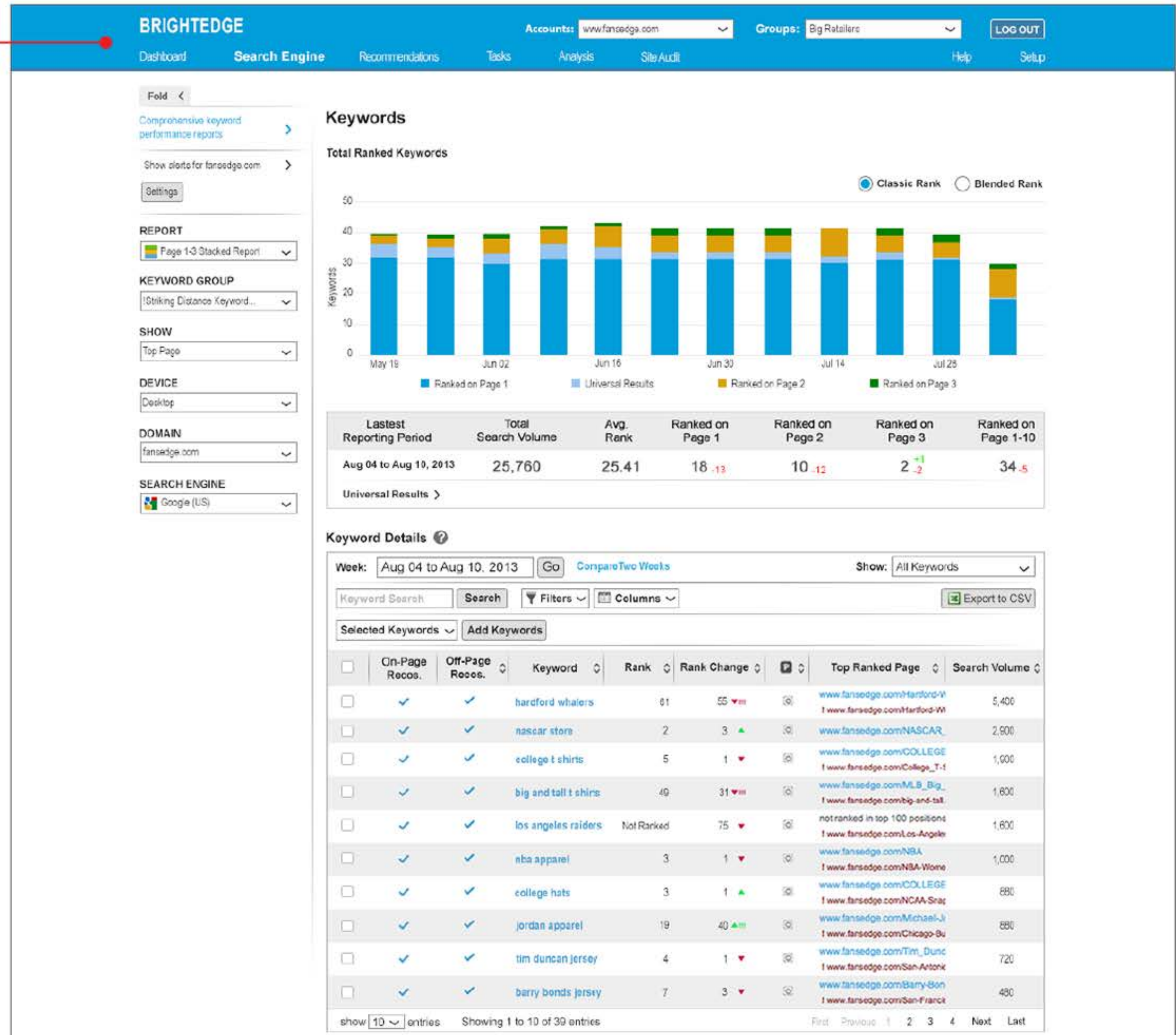
Width of drop down window changes according to width of screen

Format will also change to two columns when screen get smaller

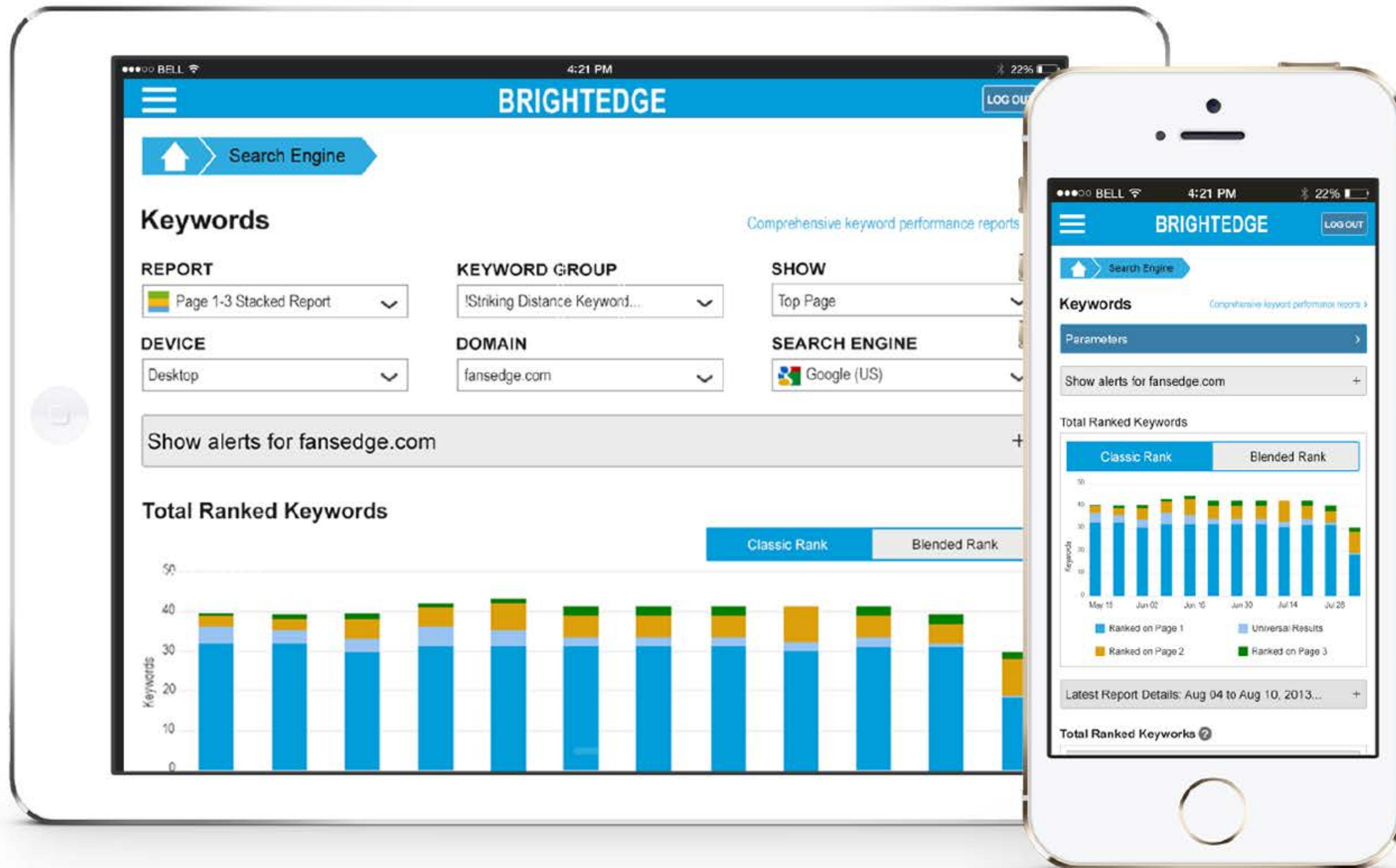


Desktop Version

Blue header will always have the width of 100%, while size of main content area varies according to screen size



ipad and iphone



Macbook Pro and iMac



Thank you!

