



WUAB
WUAB





Table of Contents

part1Current Site

part2Areas To Improve

part3ReDesign

Current Site

WUABChannel 43



pros

- Urban Styling
- User Interactivity
- Banner Weather Widget
- Users can upload music, pics, etc

Current Site

WUABChannel 43

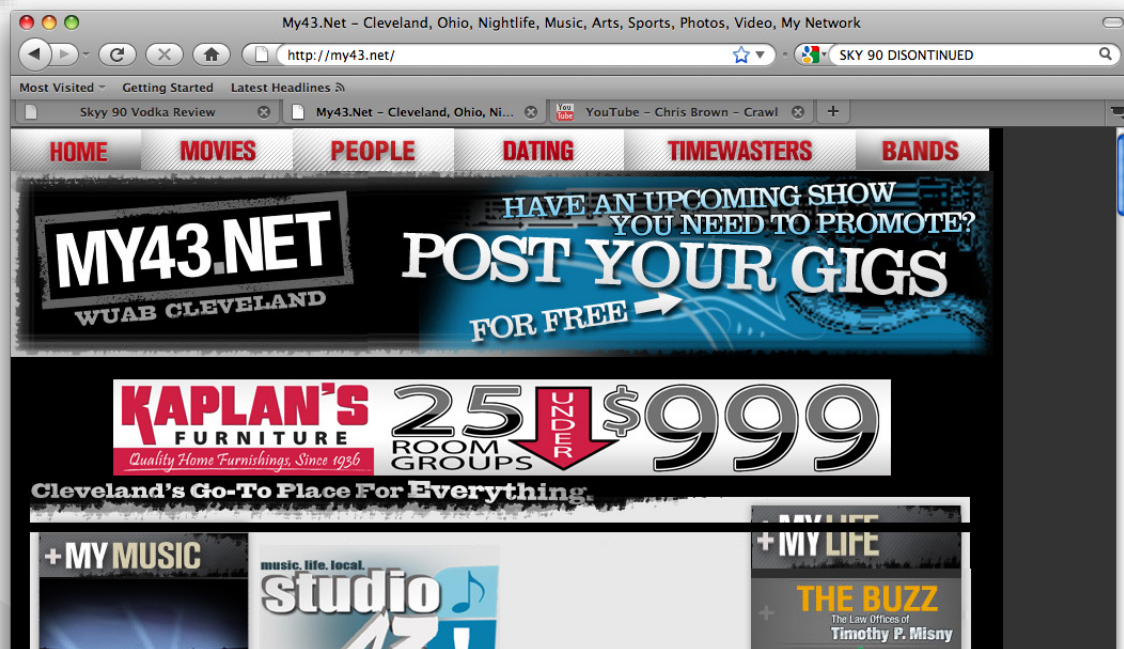


cons

- Page layout un-proportioned*
- Organization of Advertisements*
- Page size dimensions*
- Difficult to Navigate*
- Sponsors listed above Main Nav*
- Navigation incosistant*

Areas to Improve layout

WUABChannel 43



-Web page has “non-elastic setting” meaning that it’s not using half the space available in the web browser.

-The site needs to be redone in a wider size in order to use up more of the space that’s available.

-Ad right beneath logo banner does not fit length wise.

-No bottom scroll bar to center the page

Areas to Improve layout

WUABChannel 43



-Content is not displayed with priority of what info is most important.

-Navigation is at very top of page.

-Schedule is easy to miss with unnoticeable link.

-Insignificant content receives more attention than important content.

-Categories are “disjointed”.



Redesign

WUABChannel 43

Channel 43's site is more of a urban style site that is interesting and entertaining but the information is lost in the presentation.

The site would benefit greatly be being simplified and cutting out unnecessary content.

The Schedule is only available as a Power Point file but a PDF would be more compatible.

Users being allowed to upload pictures to their profiles is interesting but not important and the space it is located on the site shows it has significance over more important topics such as "What's on 43".



Redesign

WUABChannel 43

heuristics

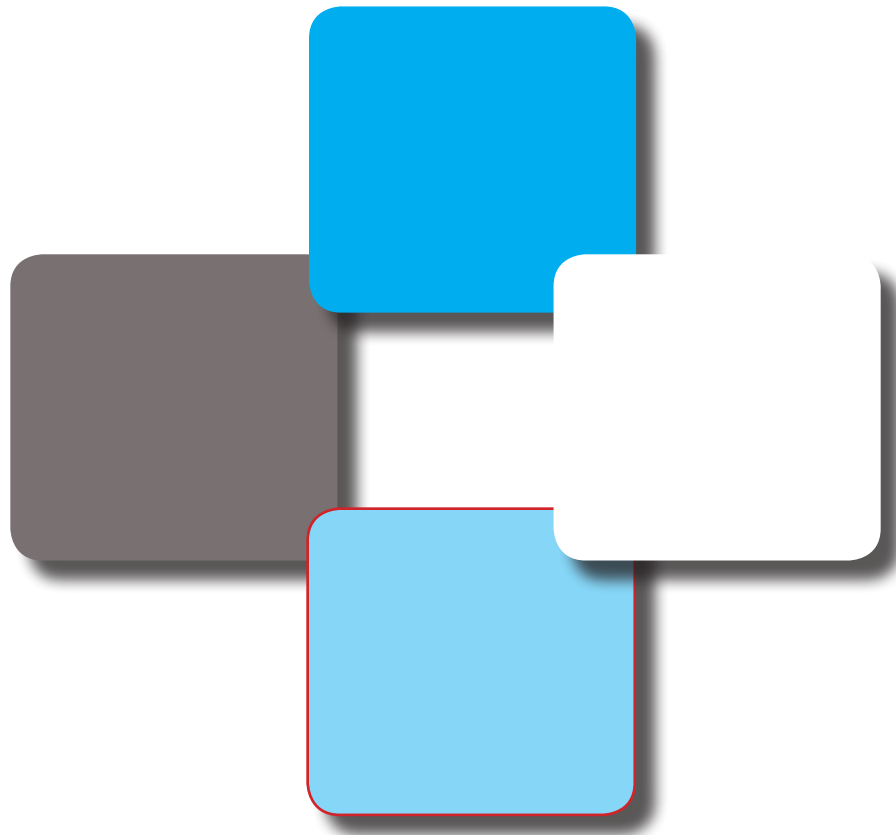
problem:	recommendation:	failed heuristic:	severity (1 low, 5 high)
Schedule only available in PPT format	create schedule in PDF (Reader being free)	8 aesthetic + minimalist design	4
Non-elastic Template that limits page space	redue web site template spacing	4 layout	2
Salience of "What is 43?" and "Whats on 43?"	create blocking around text	5 error prevention	3
inconsistent layout disorients the user	sustain similar layout thru out site	4 consistency	4
overwhelming amount of accelerators	simplify accelerators by limiting them	7 flexibility	3
unnecessary relisting of navigation	apply permanent drop down menu	7 flexibility	2



Redesign

WUABChannel 43

colors



fonts

MYRIAD PRO SEMIBOLD
myriad pro semibold

COURIER OBLIQUE
courier oblique

EUPHEMIA UCAS BOLD
euphemiaucas bold

Redesign

WUABChannel 43

imagery



The collage features several promotional banners and navigation elements:

- MY43.NET** banner with "WUAB CLEVELAND" below it.
- A banner for posting gigs: "HAVE AN UPCOMING SHOW YOU NEED TO PROMOTE? POST YOUR GIGS FREE" with an arrow pointing right.
- A banner for "+ MY MUSIC" featuring a concert scene with a crowd raising their hands.
- A banner for "+ MY LIFE" with "THE BUZZ" subtext: "The Law Offices of Timothy P. Misny" and the "vidVice" logo.
- A horizontal navigation bar with buttons: **HOME**, **MOVIES**, **PEOPLE**, **DATING**, **TIMEWASTERS**, and **BANDS**.
- A banner for "PEOPLE PHOTOS, VIDEOS BLOGS" and "LOCAL BANDS SIGN UP + GET NOTICED" with a silhouette of a person and a guitar.
- A banner for "COMPLETE CONCERT LISTINGS" with the "LIVE NATION" logo below it.

Redesign

WUABChannel 43

imagery

HOME

PROGRAMMING

MY LIFE

ENTERTAINMENT

CONTEST

WHAT'S ON WUAB



VIEW FULL SCHEDULE

RIGHT NOW
5:00 THE SIMPSONS

5:30 THE FAMILY GUY

6:00 THE FAMILY GUY

6:30 MY NAME IS EARL

7:00 TWO AND A HALFMEN

7:30 TWO AND A HALFMEN

my43



Redesign

WUABChannel 43

why adobe cs?



Adobe



WUAB



Redesign

WUABChannel 43

web 2.0 integration



Redesign

WUABChannel 43

web 2.0 integration

Web 2 Icons



 Fasticon.com

 Brothersoft

WUAB



Redesign

WUABChannel 43

current site vs. new site



WUAB



Redesign

WUABChannel 43
new site



RICHARD CORNACHIONE **WUAB** WEB SITE REBUILD