



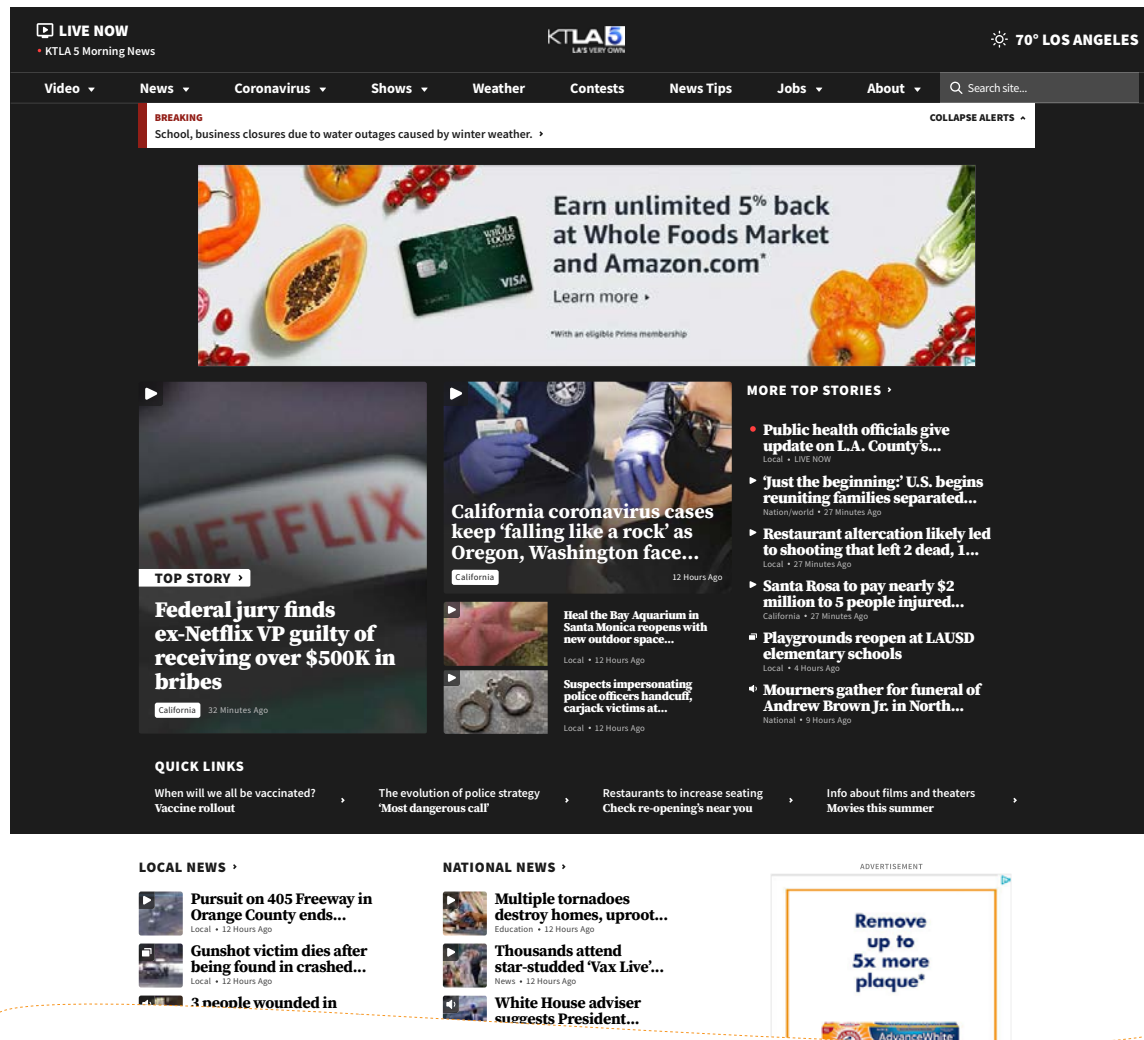
**DesignResearch**

Homepage Module Explorations / June 2021





## Homepage Desktop User Feedback



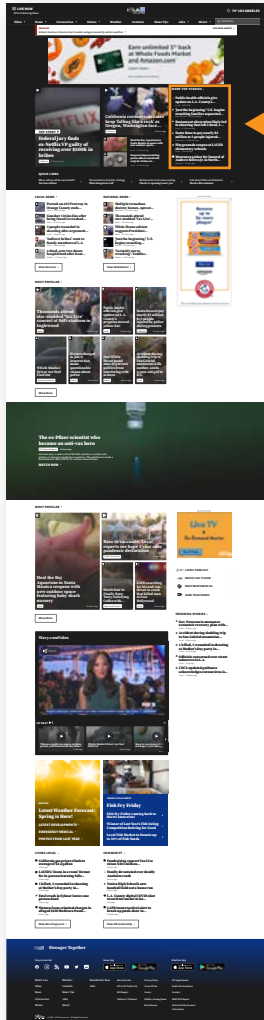
Words used to describe the experience on this page:

- Cluttered
- Busy
- Overcrowded

How can we address these comments?



## More Top Stories Module



existing

### MORE TOP STORIES ▸

- **Public health officials give update on L.A. County's...**  
Local • LIVE NOW
- **'Just the beginning:' U.S. begins reuniting families separated...**  
Nation/world • 27 Minutes Ago
- **Restaurant altercation likely led to shooting that left 2 dead, 1...**  
Local • 27 Minutes Ago
- **Santa Rosa to pay nearly \$2 million to 5 people injured...**  
California • 27 Minutes Ago
- **Playgrounds reopen at LAUSD elementary schools**  
Local • 4 Hours Ago
- **Mourners gather for funeral of Andrew Brown Jr. in North...**  
National • 9 Hours Ago

01

### MORE TOP STORIES ▸

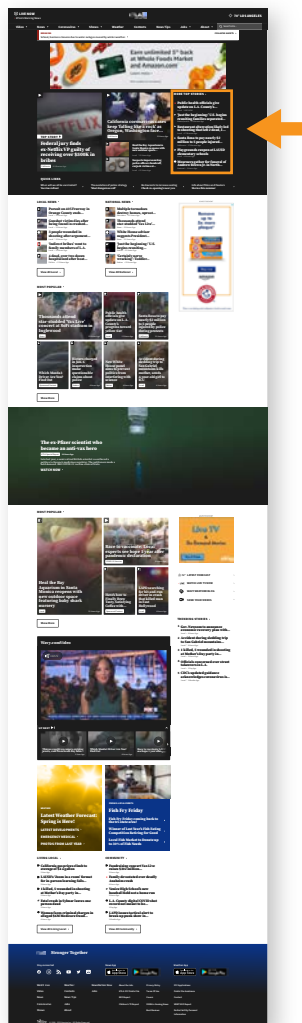
- **Public health officials give update on L.A. County's...**  
Local • **LIVE NOW**
- **'Just the beginning:' U.S. begins reuniting families separated...**  
Nation / World • 5 Minutes Ago
- **Restaurant altercation likely led to shooting that left 2 dead, 1...**  
Local • 7 Minutes Ago
- **Santa Rosa to pay nearly \$2 million to 5 people injured...**  
California • 19 Minutes Ago
- **Playgrounds reopen at LAUSD elementary schools**  
Local • 35 Minutes Ago
- **Mourners gather for funeral of Andrew Brown Jr. in North...**  
National • 1 Hour Ago

CATEGORY  
Consider a **color**  
(also helps time stamp awareness)

TITLE  
increased line-height  
increased letter-space

GAP  
increased space  
between elements

# More Top Stories Module



02

**MORE TOP STORIES**

- Public health officials give update on L.A. County's...  
Local • LIVE NOW
- 'Just the beginning:' U.S. begins reuniting families separated...  
Nation / World • 5 Minutes Ago
- Restaurant altercation likely led to shooting that left 2 dead, 1...  
Local • 7 Minutes Ago
- Santa Rosa to pay nearly \$2 million to 5 people injured...  
California • 19 Minutes Ago
- Playgrounds reopen at LAUSD elementary schools  
Local • 35 Minutes Ago
- Mourners gather for funeral of Andrew Brown Jr. in North...  
National • 1 Hour Ago

Show All

a simple dedicated page listing of all top stories

users are looking for list-type pages to quickly refresh to ensure they are being exposed to the most up-to-date stories

03

- Public health officials give update on L.A. County's...  
Local • LIVE NOW
- 'Just the beginning:' U.S. begins reuniting families separated...  
Nation / World • 5 Minutes Ago
- Restaurant altercation likely led to shooting that left 2 dead, 1...  
Local • 7 Minutes Ago
- Santa Rosa to pay nearly \$2 million to 5 people injured...  
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- Playgrounds reopen at LAUSD elementary schools  
Local • 35 Minutes Ago
- Mourners gather for funeral of Andrew Brown Jr. in North...  
National • 1 Hour Ago

More Top Stories

Alternative to the Module Title Applied within the button CTA

\*top level nav category as well

04

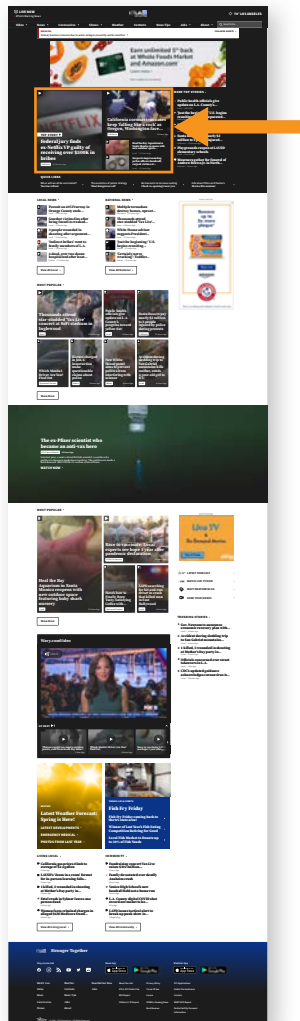
- Public health officials give update on L.A. County's...  
Local • LIVE NOW
- 'Just the beginning:' U.S. begins reuniting families separated...  
Nation / World • 5 Minutes Ago
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California • 19 Minutes Ago
- Playgrounds reopen at LAUSD elementary schools  
Local • 35 Minutes Ago
- Mourners gather for funeral of Andrew Brown Jr. in North...  
National • 1 Hour Ago

Refresh Follow

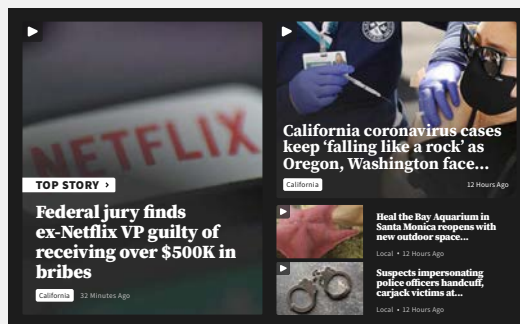
Email / Cell prompt

Extend this behavior to specific elements on the page, Ads included

# Top Hero Module



existing

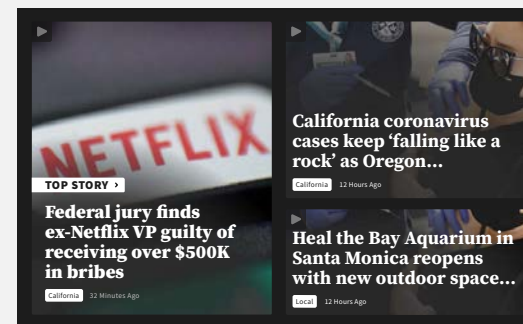


Multiple  
Category/Time patterns

Smaller stories  
Often overlooked

Various title sizes

01



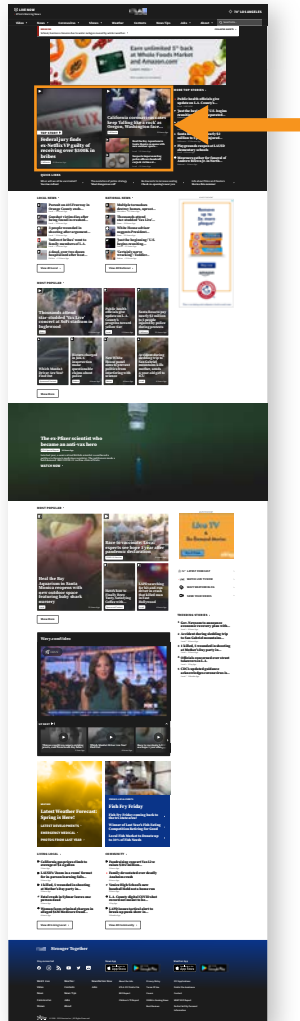
Gradient  
Adjusted spread  
Adjusted in/out points

Story Titles  
Matching font-size  
Increased line-height  
Increased letter-space

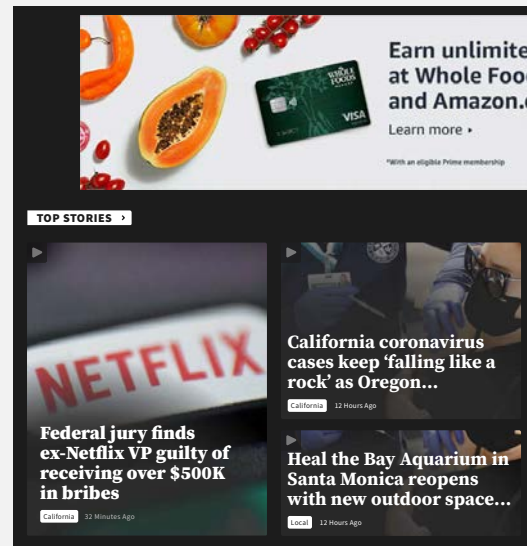
Corner Icon  
Added transparency



## Ad / Hero Relationship

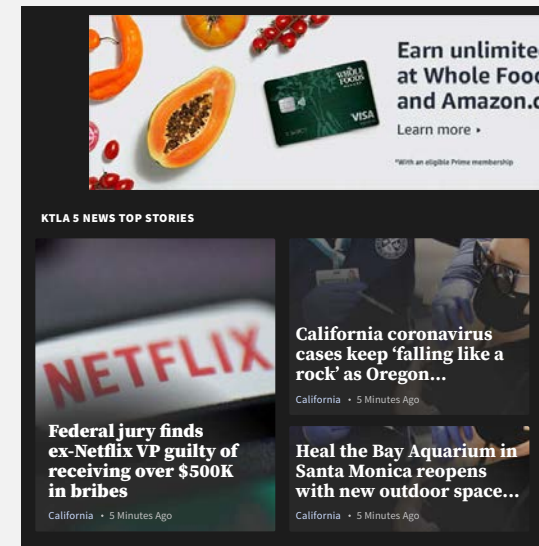


02



**Module Title**  
Positioned above the entire set of stories  
Increased visual break between ad & content

03



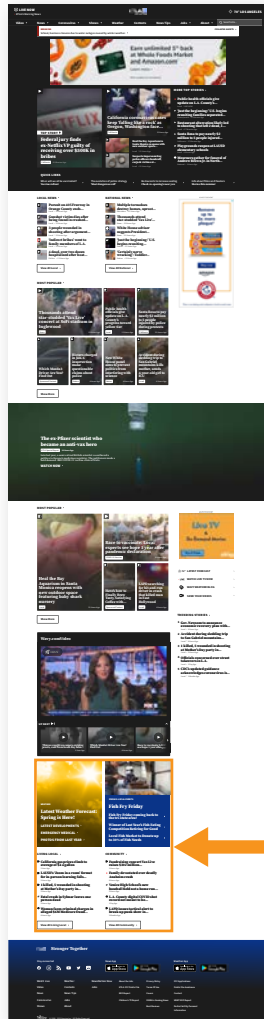
**Module Title**  
Simplified

**Category / Time**  
Matched with other instances

**Content Type Icon**  
Removed



## Weather & Local & Community Clustering



### existing module cluster

WEATHER

**Latest Weather Forecast: Spring is Here!**

LATEST DEVELOPMENTS ›

EMERGENCY MEDICAL ›

PHOTOS FROM LAST YEAR ›

PROMO: LOCAL EVENTS

**Fish Fry Friday**

Fish Fry Friday coming back to the tri-state area!

Winner of Last Year's Fish Eating Competition Retiring for Good

Local Fish Market to Donate up to 30% of Fish Needs

LIVING LOCAL ›

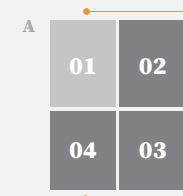
- California gas prices climb to average of \$4 a gallon  
1 Hour Ago
- LAUSD's 'Zoom in a room' format for in-person learning fails...  
2 Hours Ago
- 1 killed, 5 wounded in shooting at Mother's Day party in...  
2 Hours Ago
- Fatal crash in Sylmar leaves one person dead  
3 Hours Ago
- Woman faces criminal charges in alleged \$6M Medicare fraud...  
4 Hours Ago

View All Living Local ›

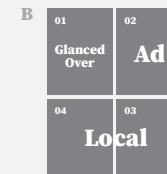
COMMUNITY ›

- Fundraising concert Vax Live raises \$302 million...  
2 Hours Ago
- Family devastated over deadly Anaheim crash  
8 Hours Ago
- Venice High School's new baseball field not a home run...  
9 Hours Ago
- L.A. County digital COVID shot record not meant to be...  
1 Day Ago
- LAPD issues tactical alert to break up punk show in...  
2 Months Ago

View All Community ›



Eye Tracking



Content Perception

### Proposed Clustering



#### Strengthen Content Awareness

WEATHER

- Local temperature / conditions at a glance
- Weather related content (Traffic)

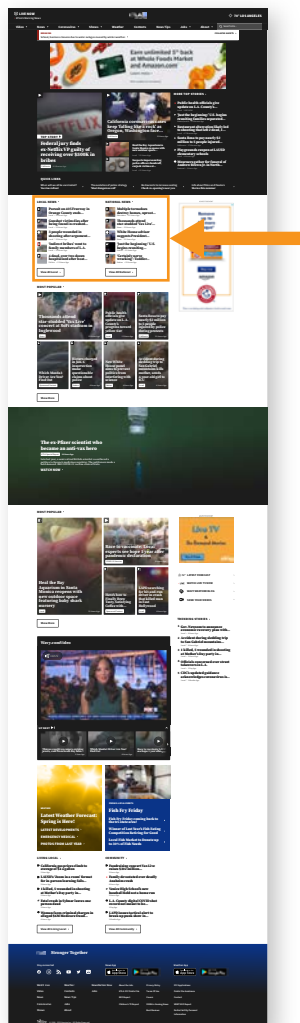
LOCAL OUTDOOR EVENTS

- Feel good content
- Unique and local to my area

LOCAL STORIES






- Respect frequency & density of 'negative' stories (Disaster stories, family loss, etc.)

# Library List Module








## existing

### LOCAL NEWS ›

-  **Pursuit on 405 Freeway in Orange County ends...**  
Local • 12 Hours Ago
-  **Gunshot victim dies after being found in crashed...**  
Local • 12 Hours Ago
-  **3 people wounded in shooting after argument...**  
Local • 12 Hours Ago
-  **'Indirect bribes' went to family members of L.A.**  
Local • 12 Hours Ago
-  **4 dead, over two dozen hospitalized after boat...**  
Politics • 12 Hours Ago

[View All Local ›](#)






### NATIONAL NEWS ›

-  **Multiple tornadoes destroy homes, uproot...**  
Education • 12 Hours Ago
-  **Thousands attend star-studded 'Vax Live'...**  
News • 12 Hours Ago
-  **White House adviser suggests President...**  
News • 12 Hours Ago
-  **'Just the beginning' U.S. begins reuniting...**  
Nation • 12 Hours Ago
-  **'Certainly nerve wracking': Toddler...**  
Nation • 12 Hours Ago

[View All National ›](#)






## opportunities

### LOCAL NEWS › FOLLOW

-  **Pursuit on 405 Freeway in Orange County ends...**  
Local • 2 Minutes Ago
-  **Gunshot victim dies after being found in...**  
Local • 5 Minutes Ago
-  **3 people wounded in shooting after argument**  
Local • 9 Minutes Ago
-  **'Indirect bribes' went to family members of L.A.**  
Local • 12 Minutes Ago
-  **4 dead, over two dozen hospitalized after boat...**  
Politics • 1 Hour Ago

[View All Local ›](#)

### NATIONAL NEWS › FOLLOW

-  **Multiple tornadoes destroy homes, uproot...**  
Education • 5 Minutes Ago
-  **Thousands attend star-studded 'Vax Live'...**  
News • 12 Minutes Ago
-  **White House adviser suggests President...**  
News • 25 Minutes Ago
-  **'Just the beginning' U.S. begins reuniting...**  
Nation • 32 Minutes Ago
-  **'Certainly nerve wracking': Toddler...**  
Nation • 2 Hours Ago

[View All National ›](#)