

Homepage Enhancement Competitive Analysis

v1.0

Client	Rodale
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Feedback Due	

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Layout

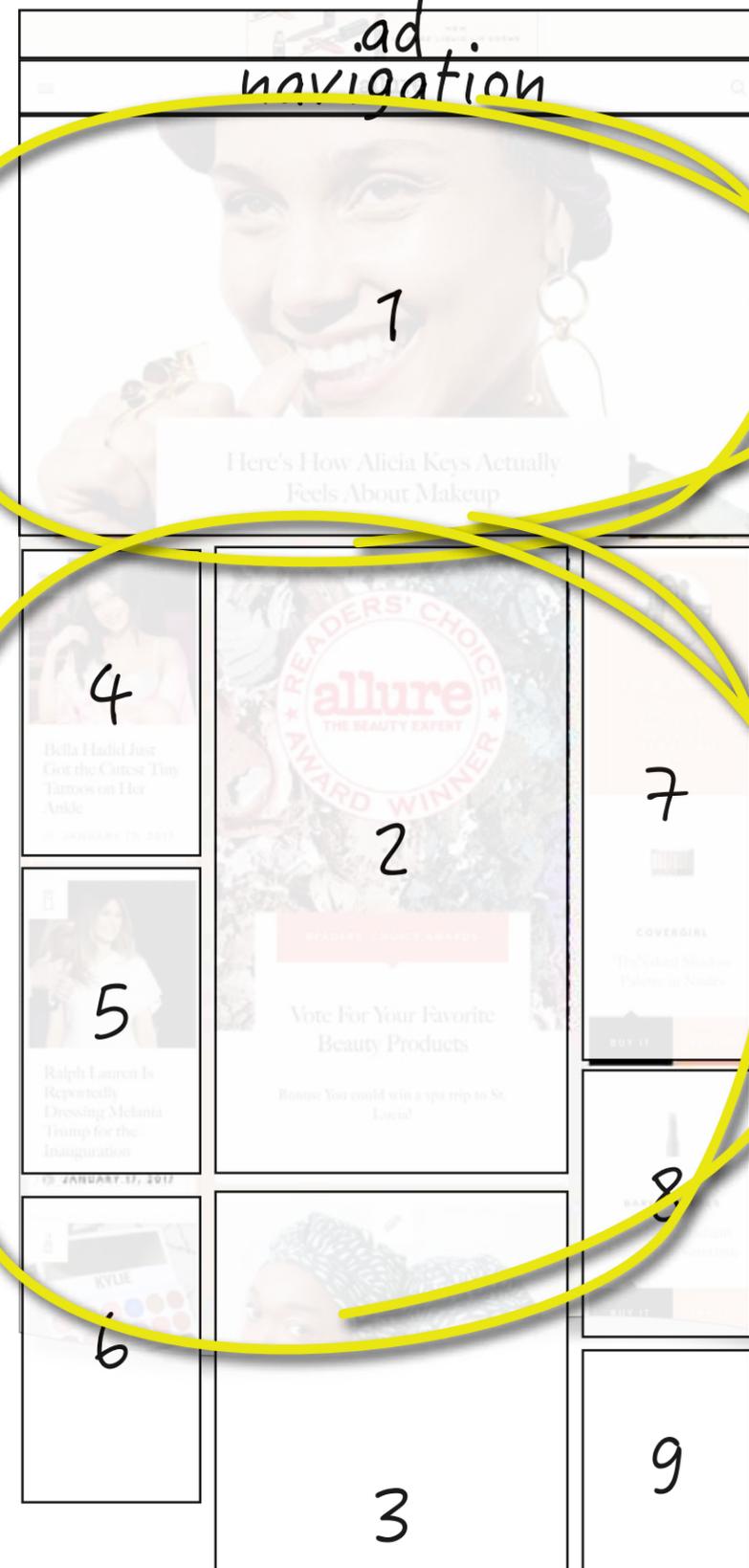
Allure // layout

fullwidth blocks (fullwidth can be centered or left-aligned 2/3 or video). stacks/masonry.

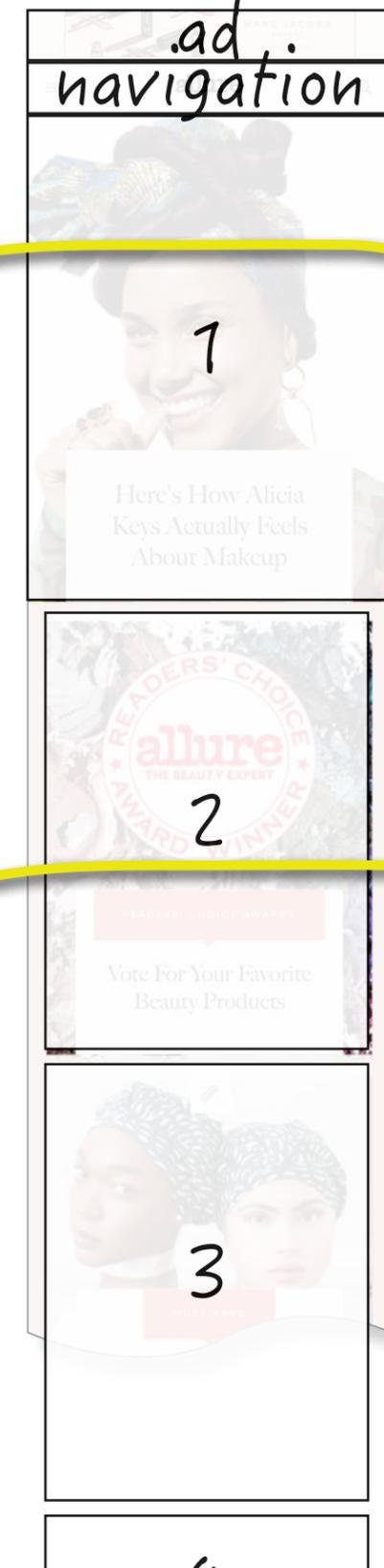
desktop



tablet



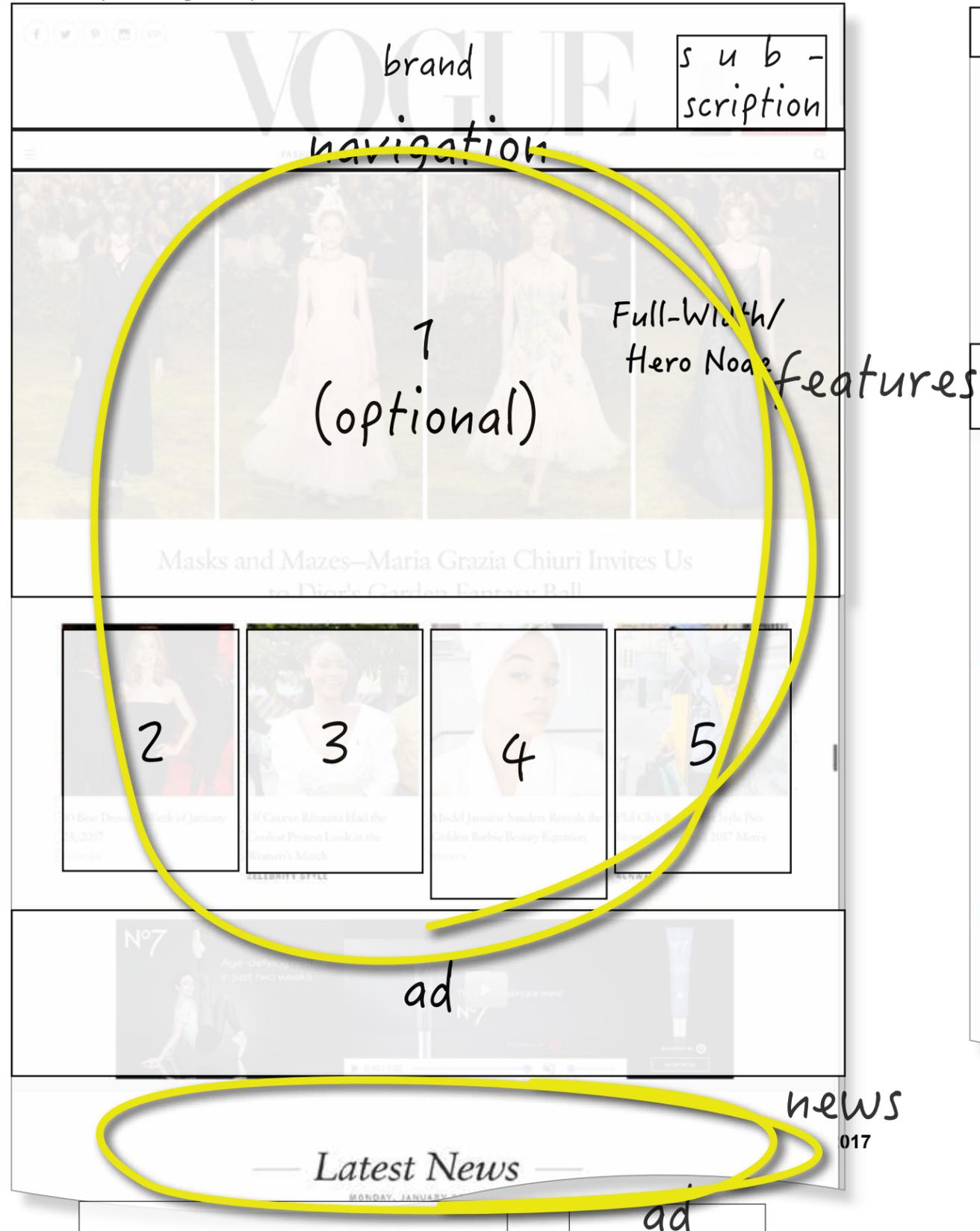
mobile



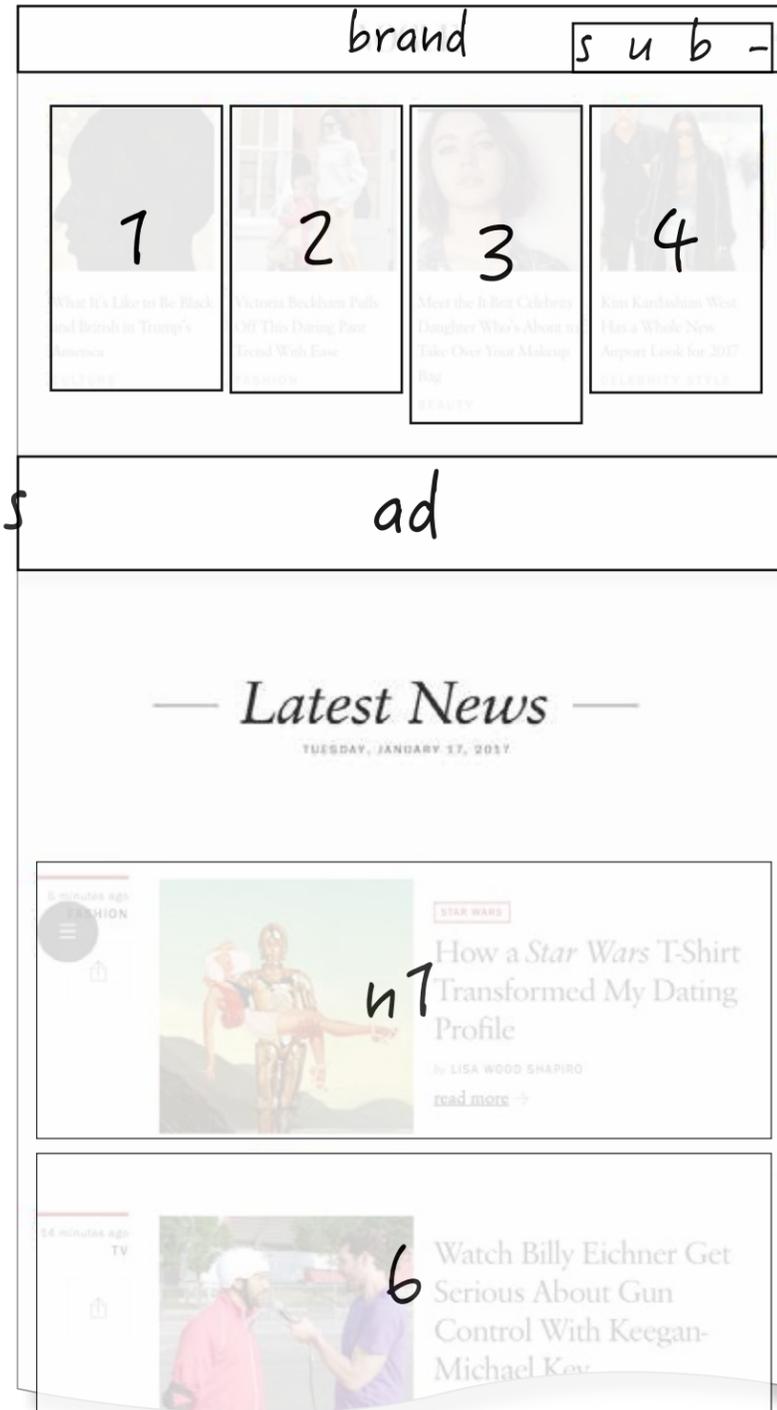
Full-Width/
Hero Node

Node Queue
Stacked
Columns

desktop - day w fullwidth block



tablet - day without fullwidth block



mobile - day without fullwidth block



Cosmopolitan // layout

sponsored masthead. multiple node queues. full-width node.

desktop

brand

navigation sub-

1 2 3 4 5

1 READ PRESIDENT OBAMA'S FINAL LETTER TO AMERICA

2 BELLA AND THE WEEKEND'S DATING TIMELINE

3 GIRL SCOUTS WILL PARTICIPATE AT INAUGURATION

4 COOKIE DOUGH STUFFED KIT KATS EXIST

5 THIS NEW LIP LINE IS EVERY BEAUTY ADDICT'S DREAM

SEPHORA

READY, SET, PRIME.

ad

SHOP MOISTURIZERS

I TOOK A GOAT YOGA CLASS AND IT WAS HILARIOUS

6

7 New Foods You Should Never Eat While You're Pregnant

7

SEPHORA

ad

READY,

tablet

brand

navigation

1 2 3

1 READ PRESIDENT OBAMA'S FINAL LETTER TO AMERICA

2 BELLA AND THE WEEKEND'S DATING TIMELINE

3 GIRL SCOUTS WILL PARTICIPATE AT INAUGURATION

I TOOK A GOAT YOGA CLASS AND IT WAS HILARIOUS

6

7 New Foods You Should Never Eat While You're Pregnant

7

SEPHORA

ad

READY,

mobile

brand

navigation

1 2

1 READ PRESIDENT OBAMA'S FINAL LETTER TO AMERICA

2 BELLA AND THE WEEKEND'S DATING TIMELINE

I TOOK A GOAT YOGA CLASS AND IT WAS HILARIOUS

6

???

(7 is below ad)

7 New Foods You Should Never Eat While You're Pregnant

7

SEPHORA

ad

READY,

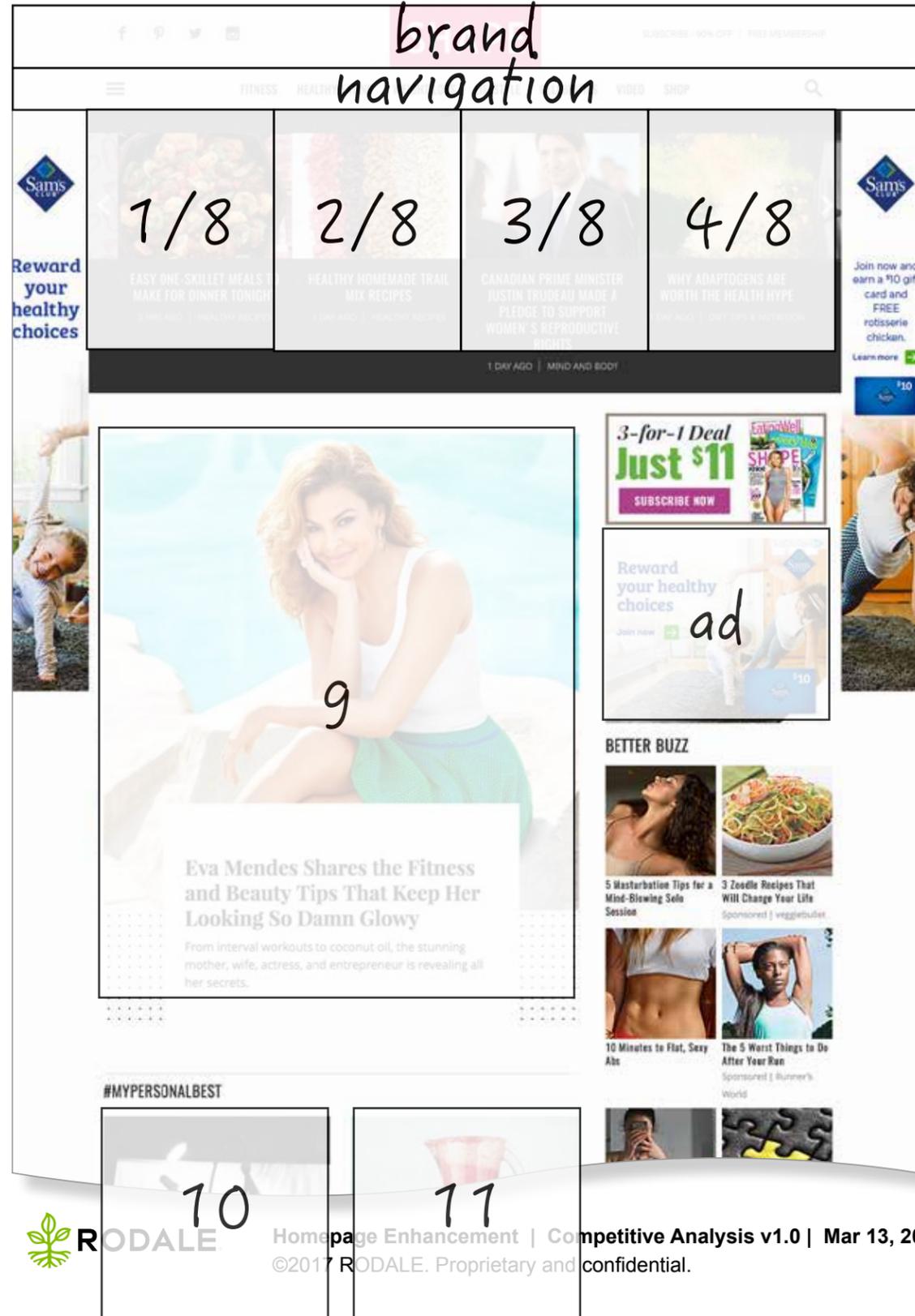
HYDRATE.

Shape

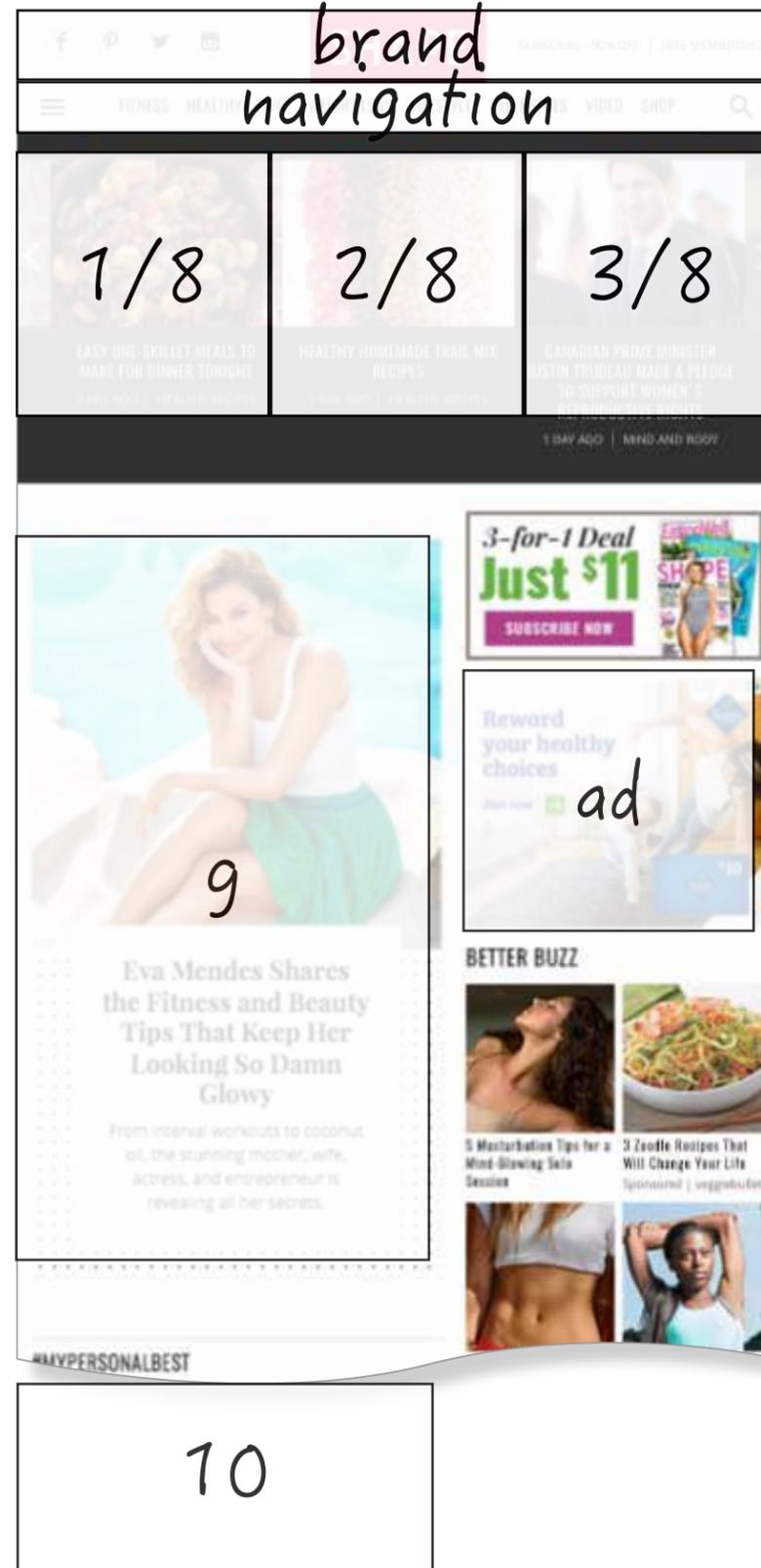
multiple node queues (carousel, feature, #lists, tag lists).

carousel. grid. fullwidth block (carousel only).

desktop



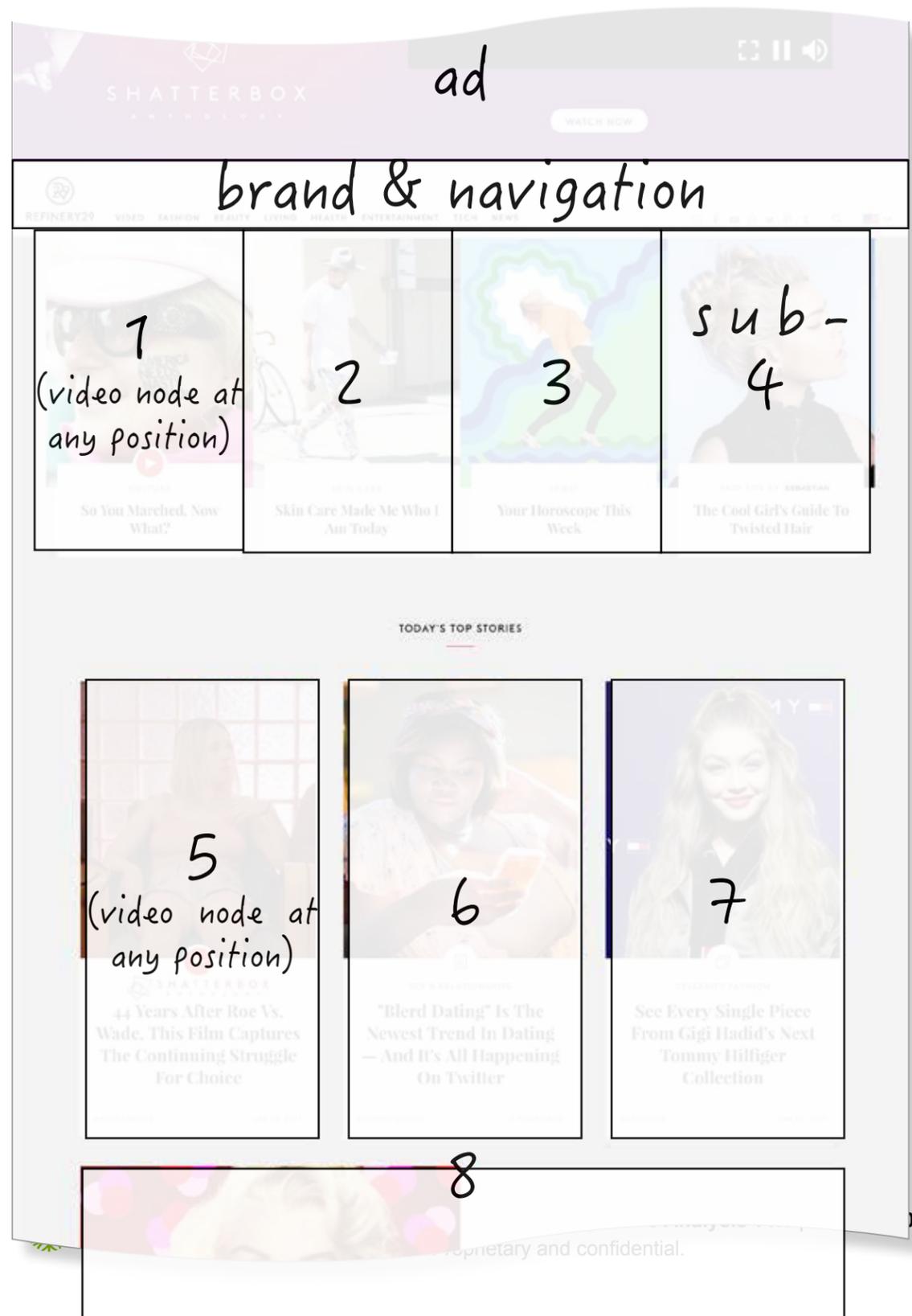
tablet



mobile



desktop



tablet



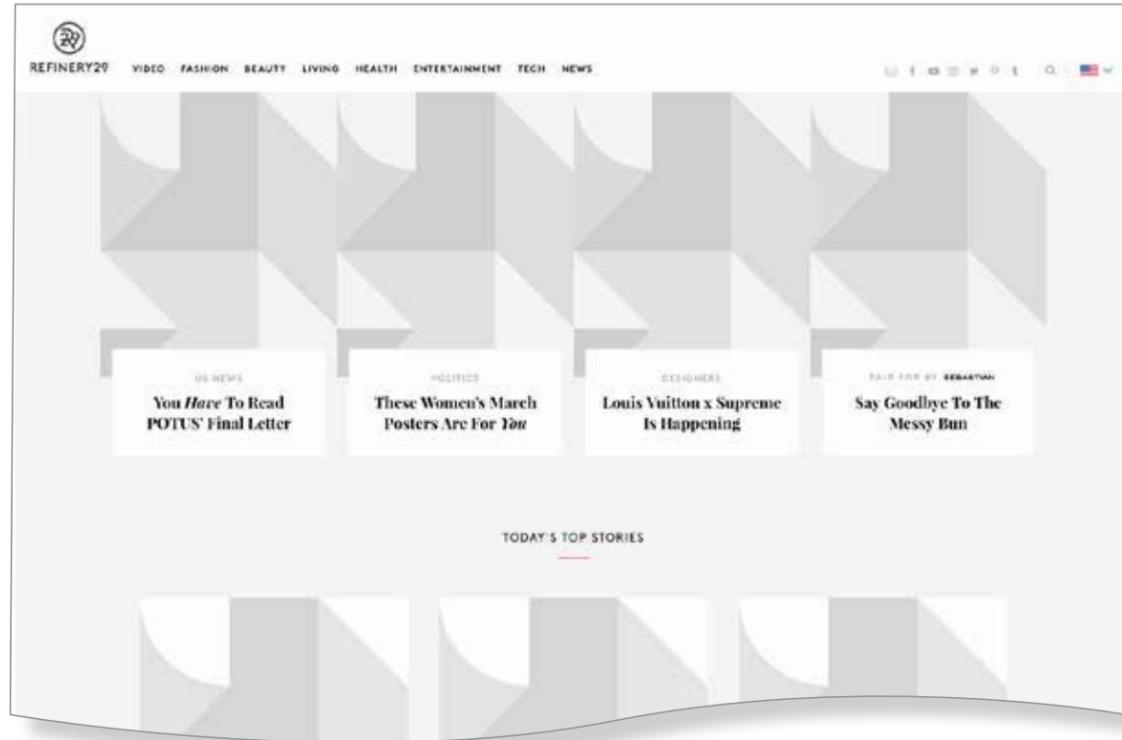
mobile



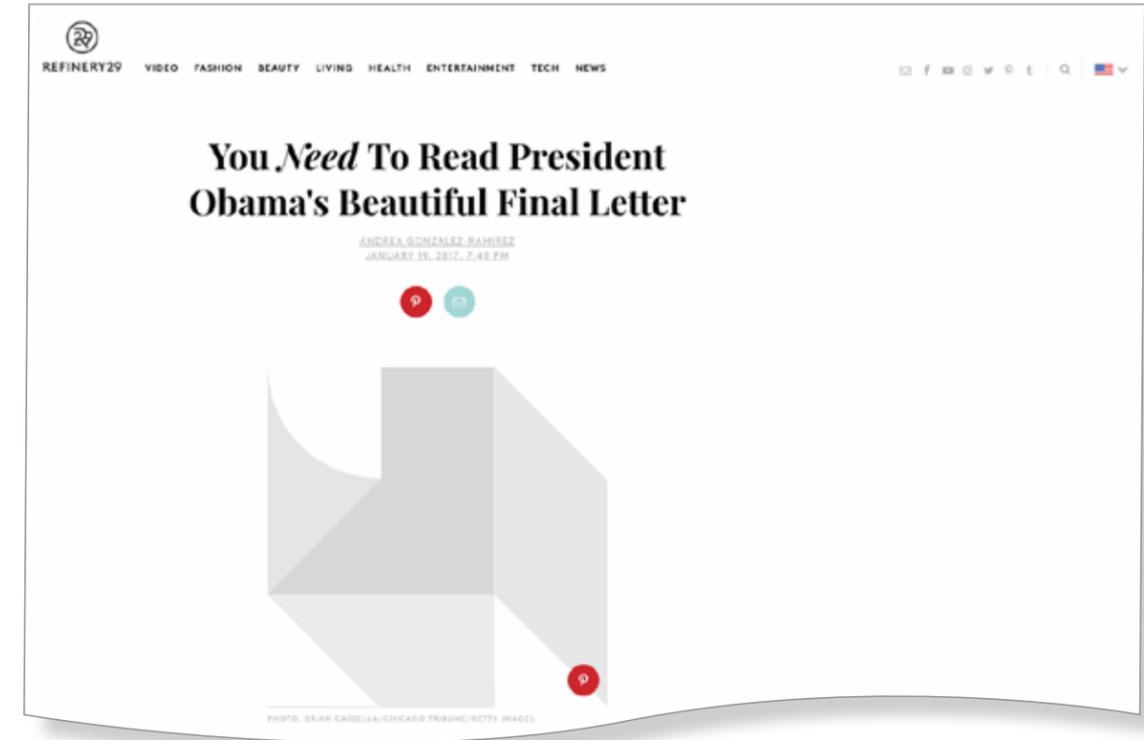
Refinery29 // placeholder (loading) designs

cells/divs have background patterns prior to images/content loading...

desktop



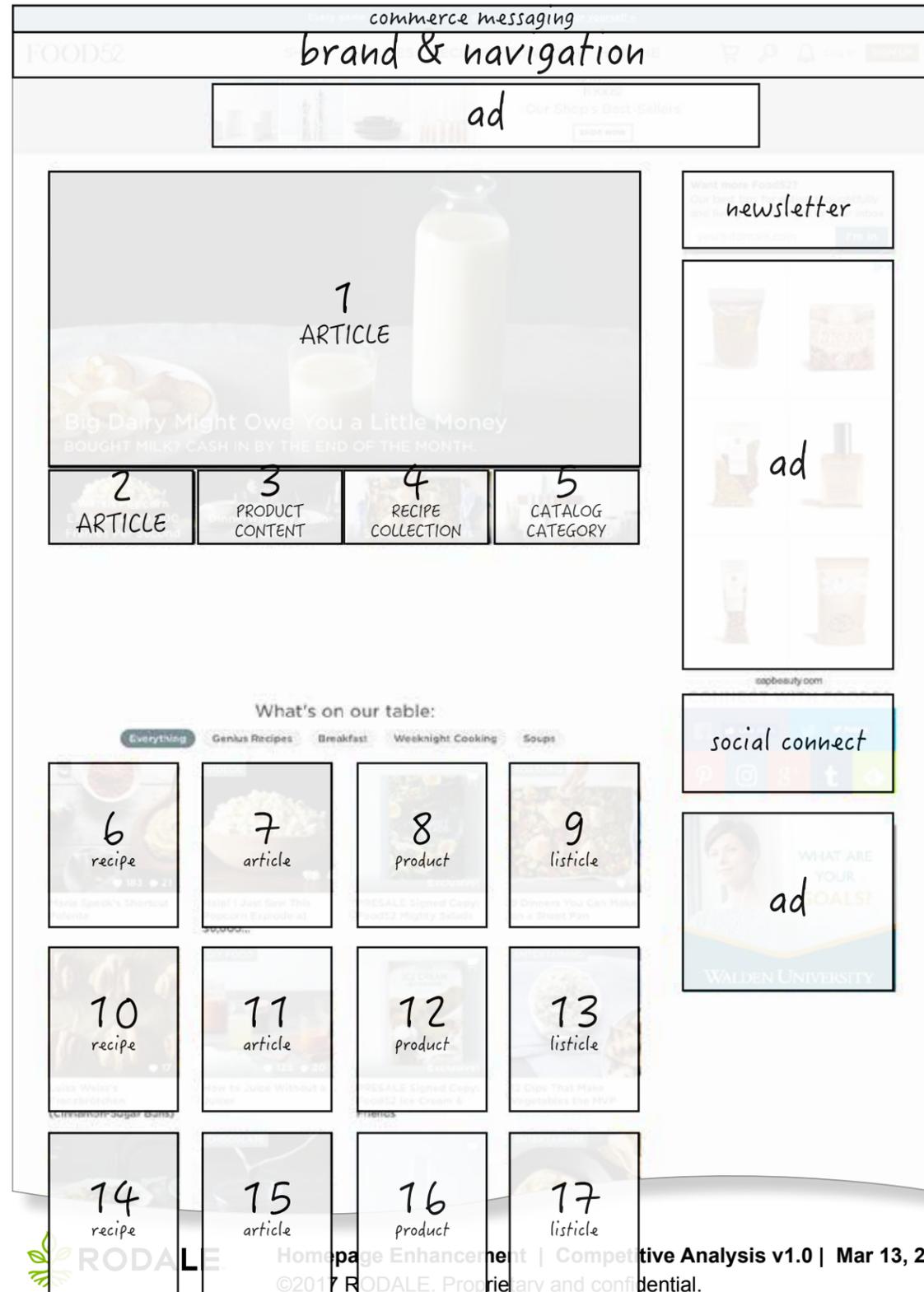
articles



Food52 // layout

multiple types of content : product, recipe, catalog category.

desktop



tablet

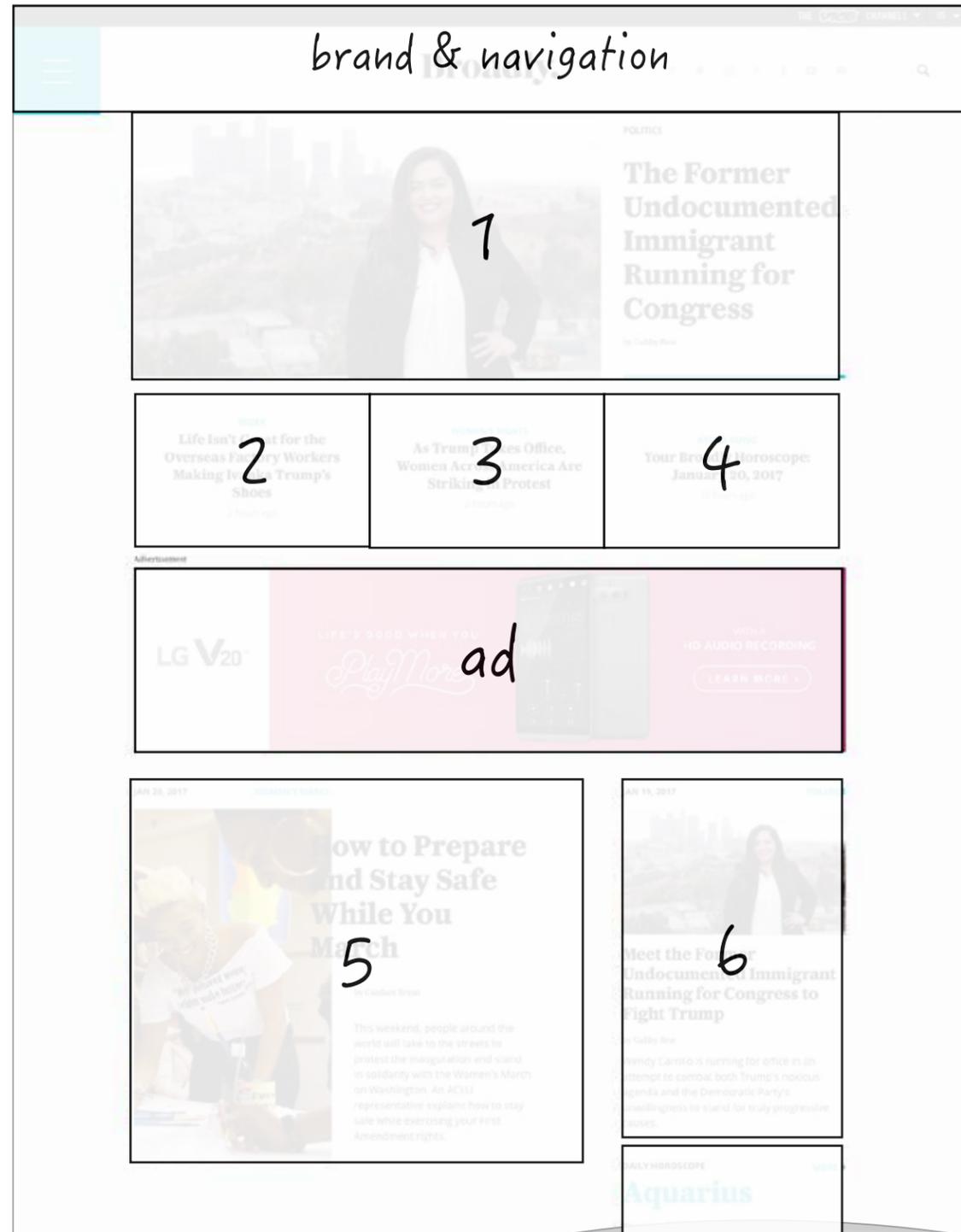


mobile

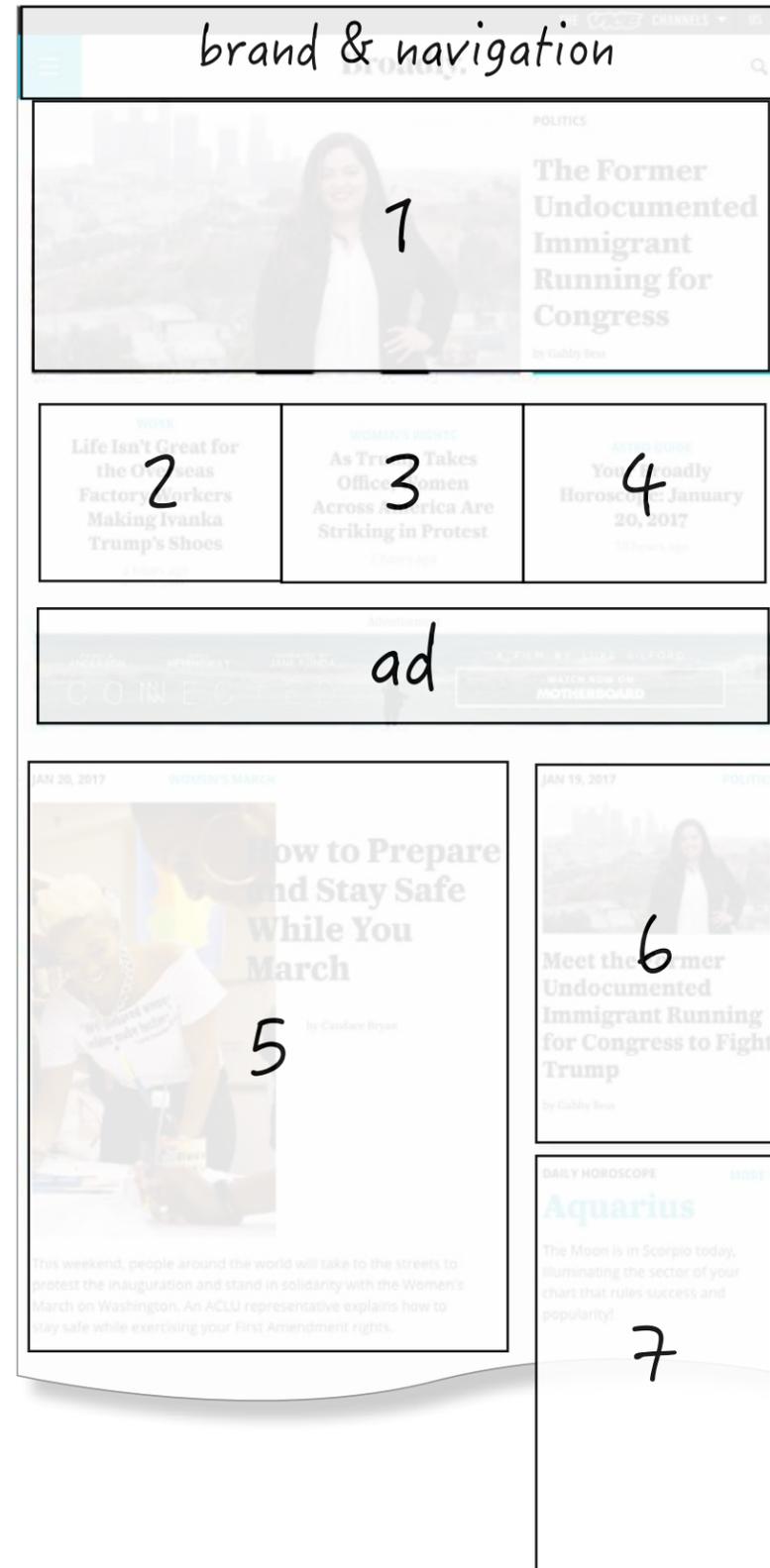


Broadly // layout

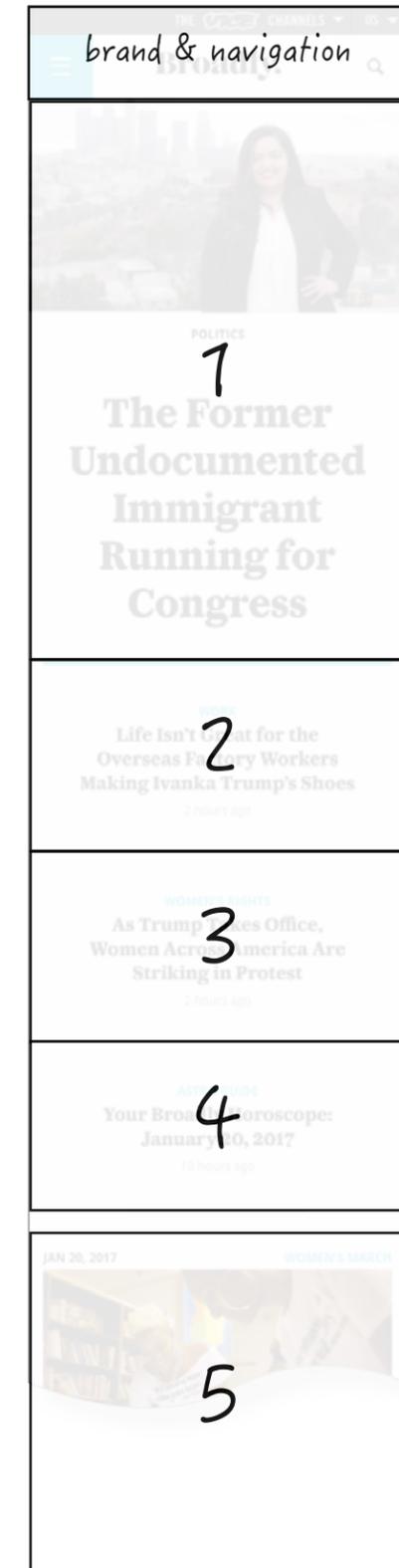
desktop



tablet



mobile



The Verge // layout

desktop



tablet



mobile



desktop

The desktop layout shows a grid of content blocks. Handwritten labels are as follows:

- NEW CARS**: a1 (main article), a2, a3, a4 (side articles)
- TECH**: b1 (main article), b2, b3, b4 (side articles)
- NEWS**: c1, c2, c3, c4, c5 (vertical column)
- OPINION**: d1, d2, d3, d4, d5 (vertical column)
- VIDEO**: e1, e2, e3, e4, e5 (vertical column)
- ACCELERATOR**: f1, f2, f3, f4, f5 (vertical column)

At the bottom, there are two boxes:

- All pub Queue**: A box containing a thumbnail of a car.
- Feature Queue**: A box containing a featured article titled "The Way We Talk About Autonomy Is a Lie, and That's Dangerous" by Jonathan Ramsey.

tablet

The tablet layout shows a vertical stack of content blocks. Handwritten labels are as follows:

- NEW CARS**: a1 (main article), a2, a3, a4 (side articles)
- TECH**: b1 (main article), b2, b3, b4 (side articles)
- NEWS**: c1, c2 (vertical column)
- OPINION**: d1, d2 (vertical column)

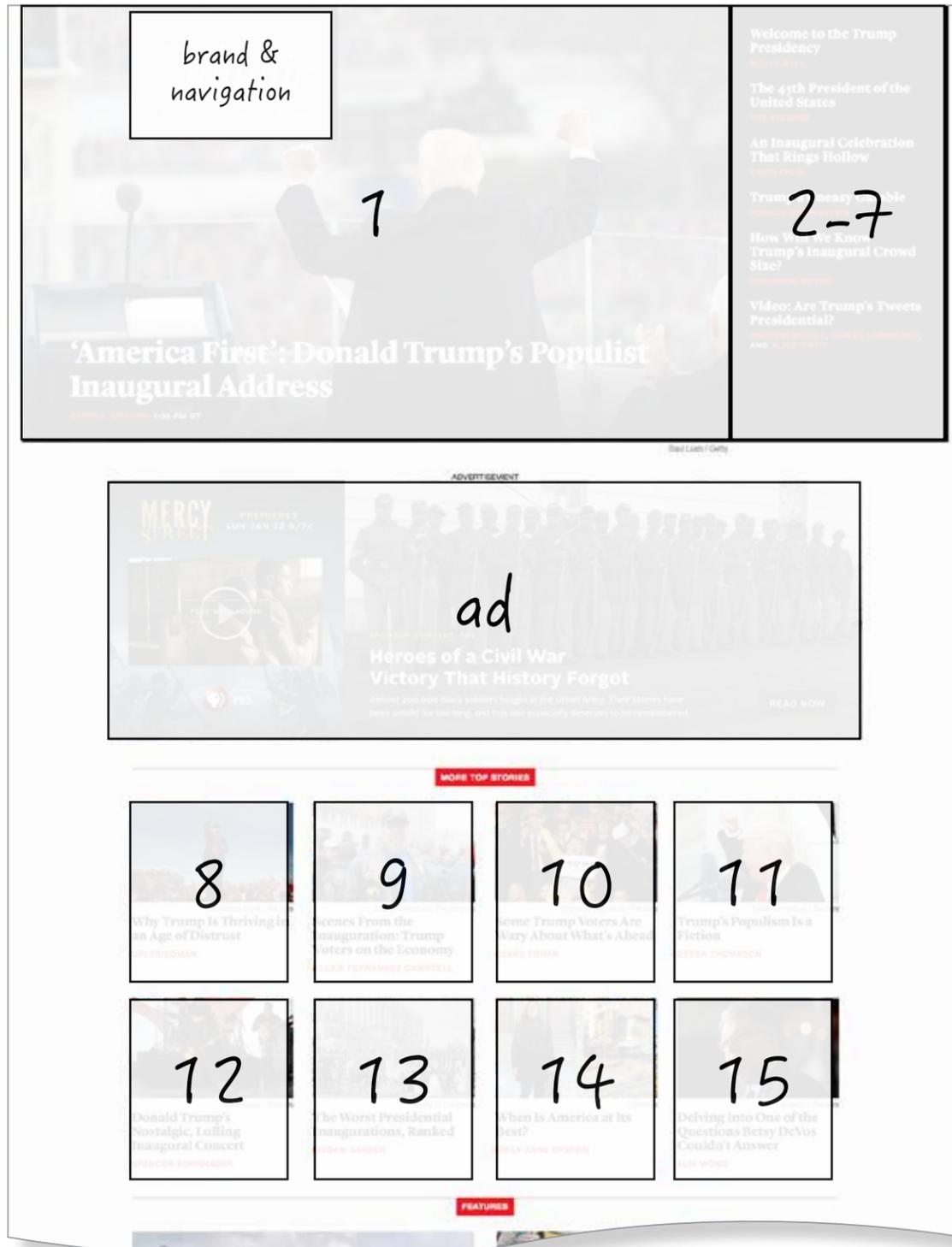
mobile

The mobile layout shows a vertical stack of content blocks. Handwritten labels are as follows:

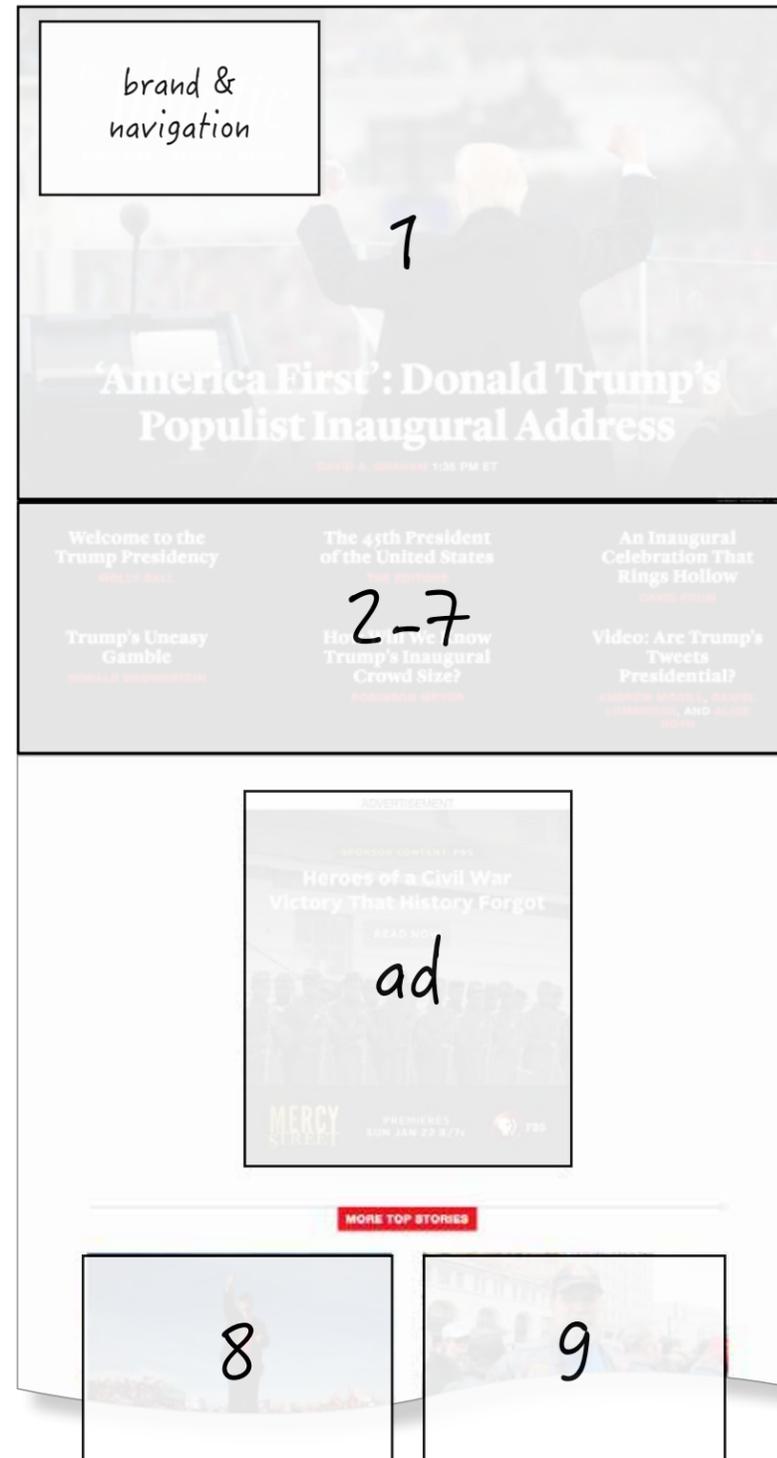
- NEW CARS**: a1 (main article), a2, a3 (side articles)
- TECH**: b1 (main article), b2, b3 (side articles)
- NEWS**: c1, c2 (vertical column)

The Atlantic // layout

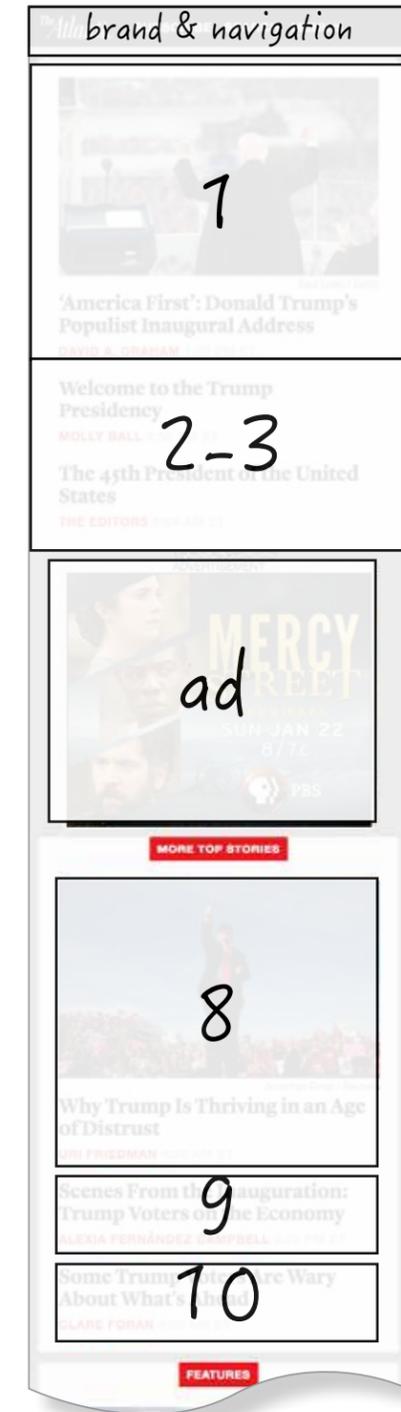
desktop



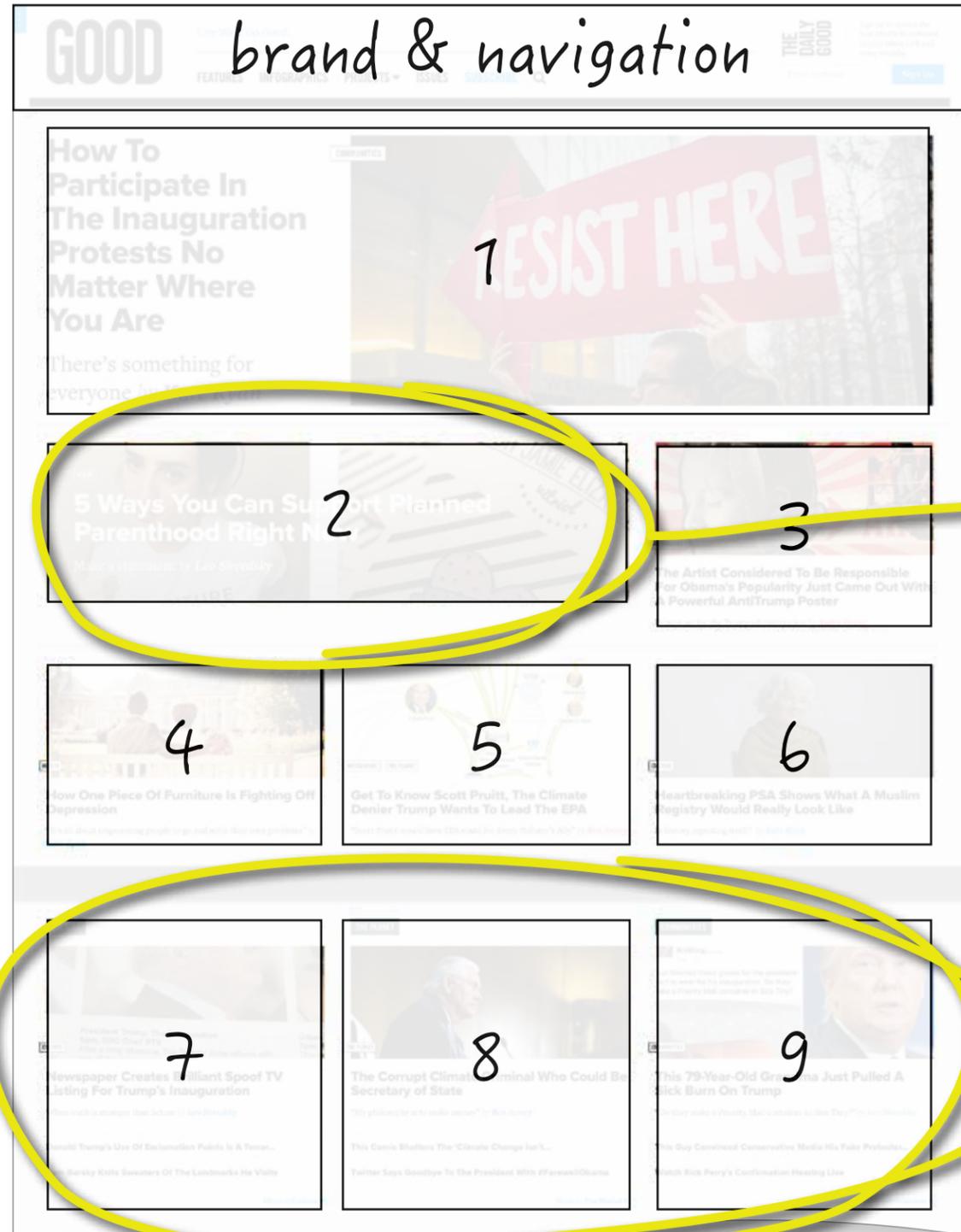
tablet



mobile



desktop



tablet



mobile



2 column node in an otherwise same sized queue

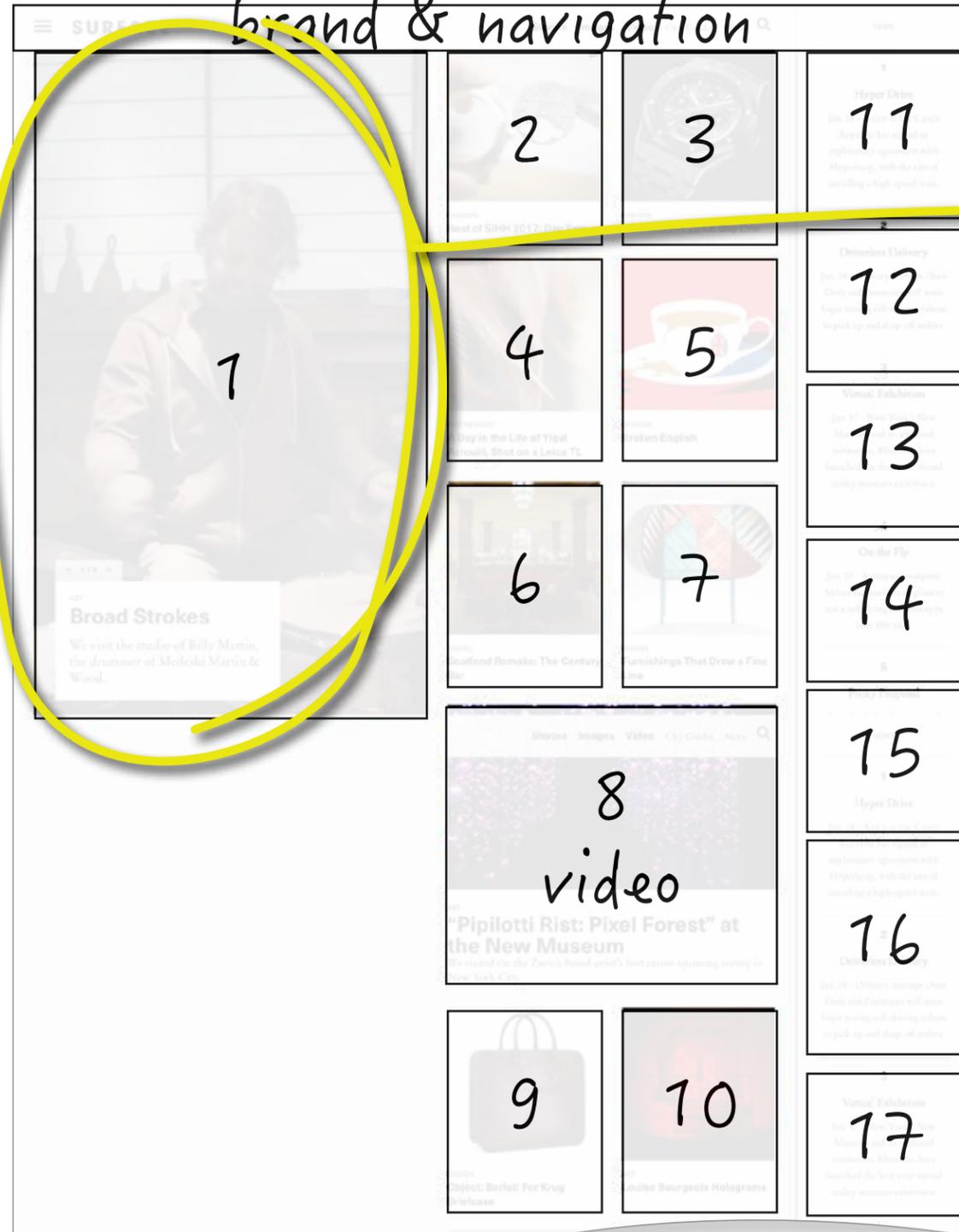
nodes lead with one primary image followed by text only links

Surface // layout

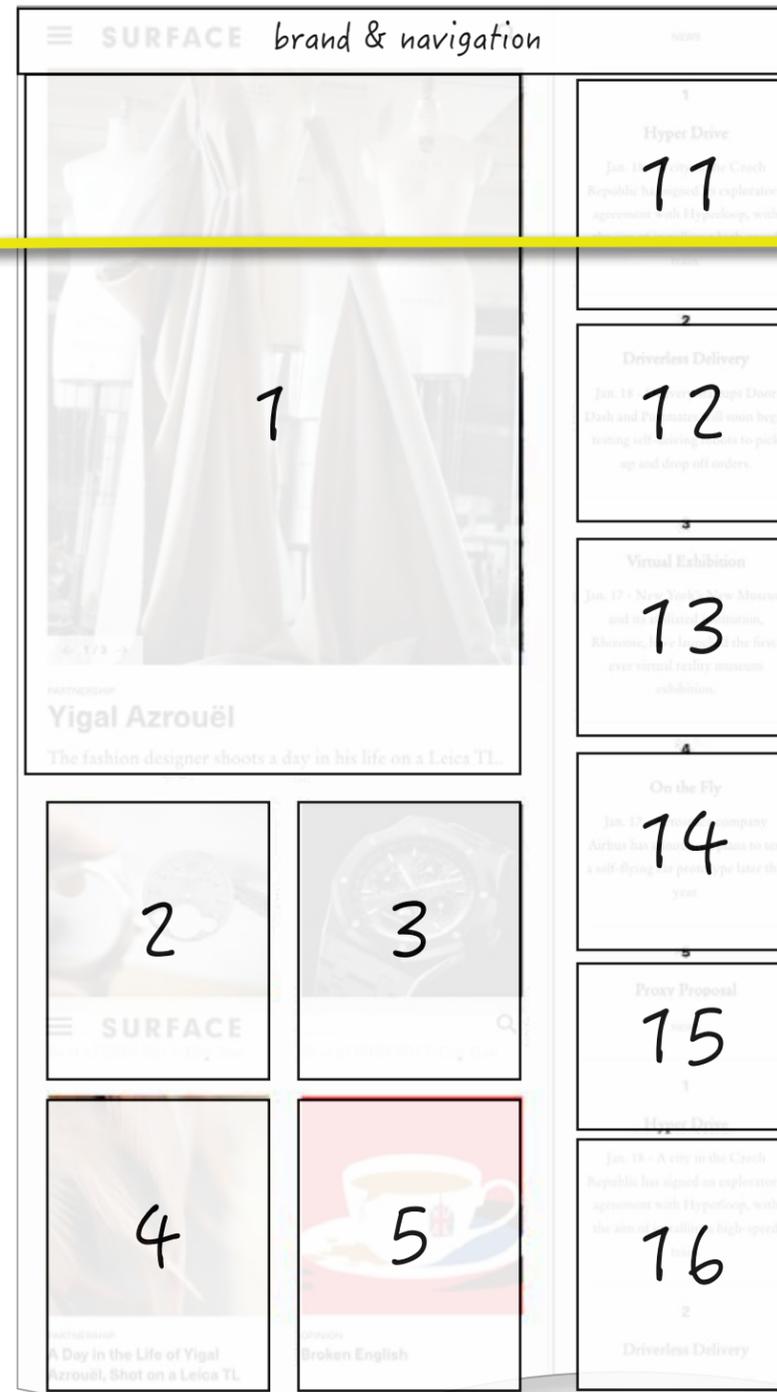
unique responsive column flow. treatment of text-only blocks.

desktop

brand & navigation



tablet

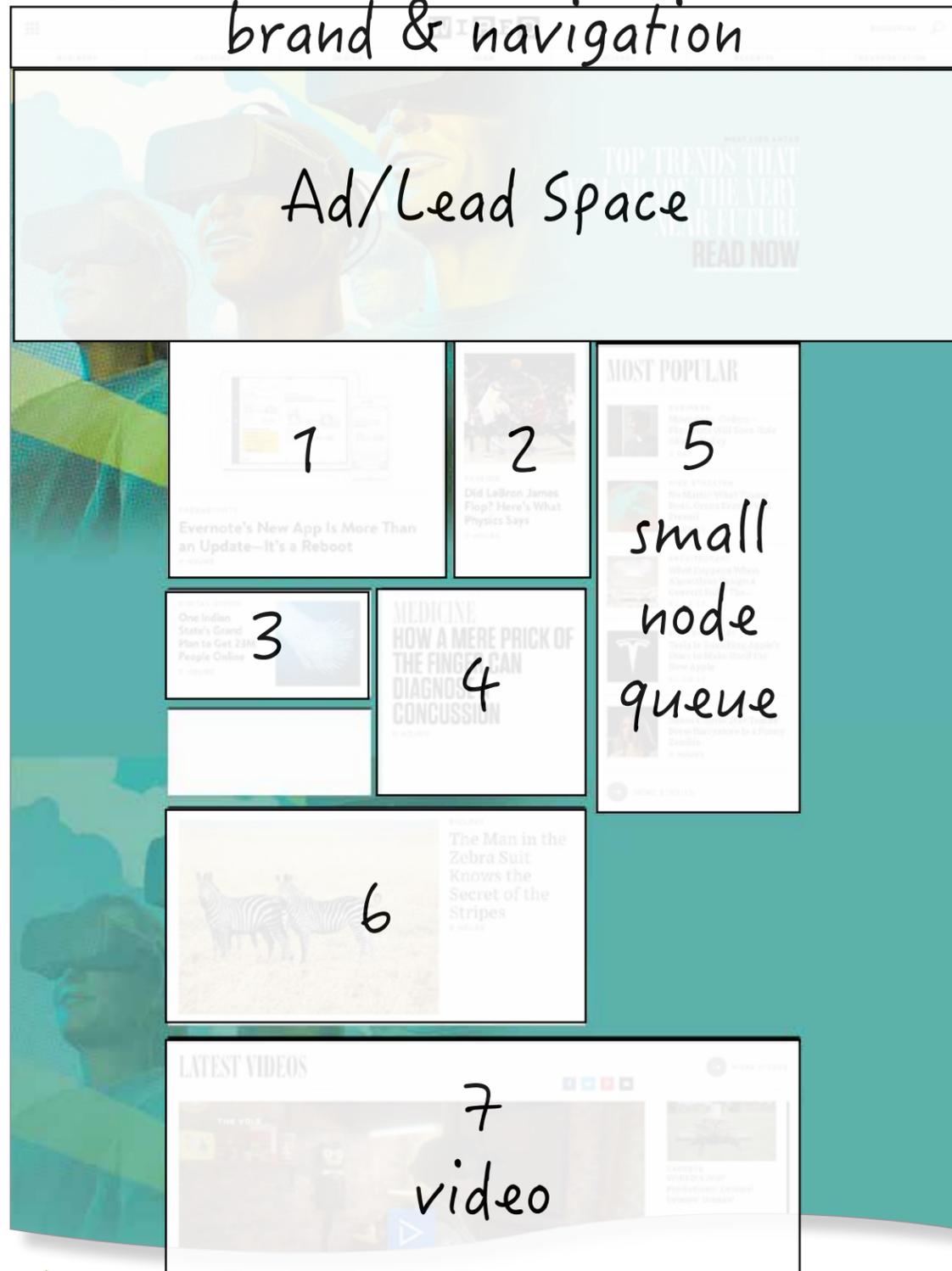


mobile

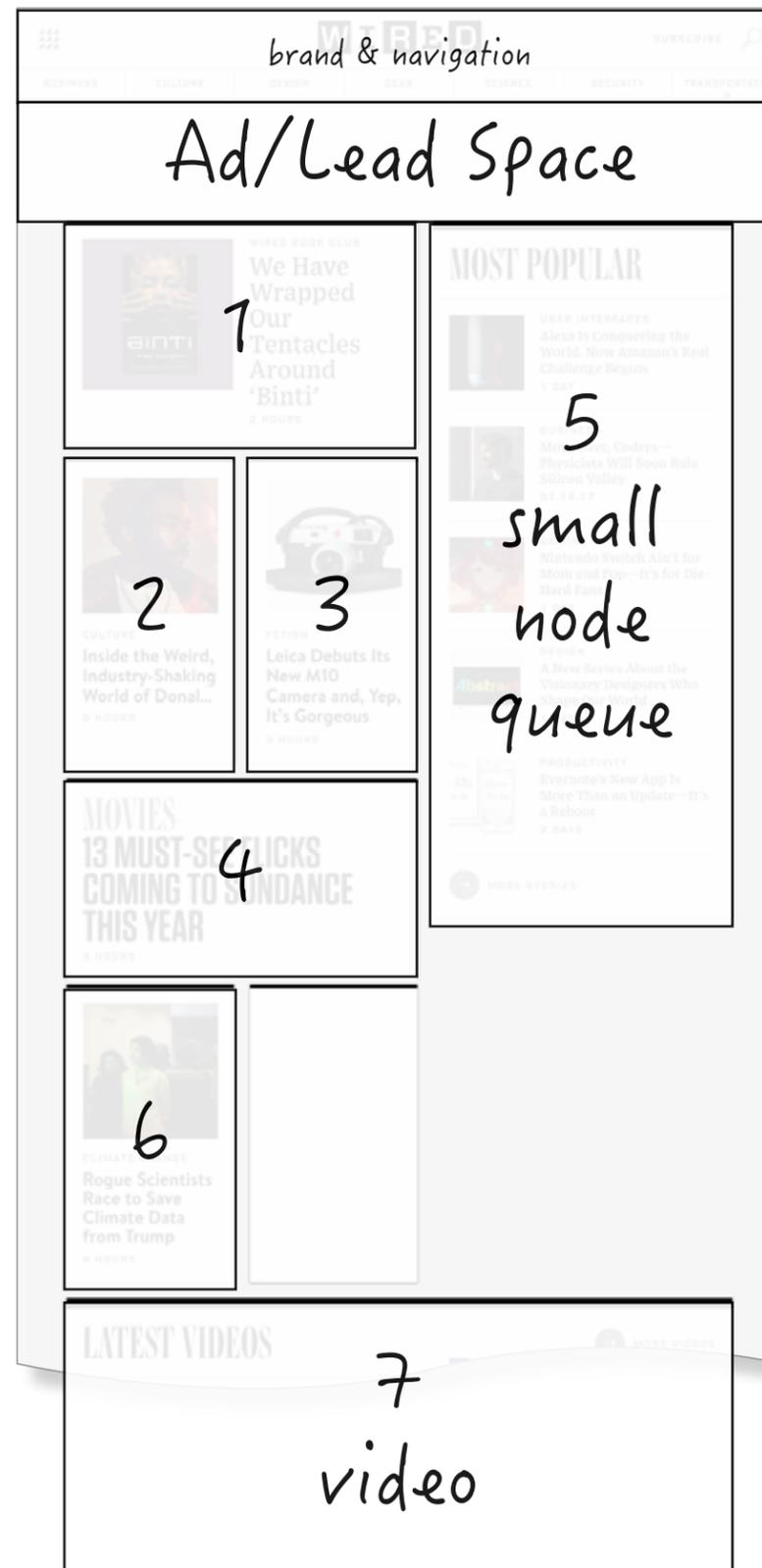


remains in a fixed position while the 2 others columns scroll

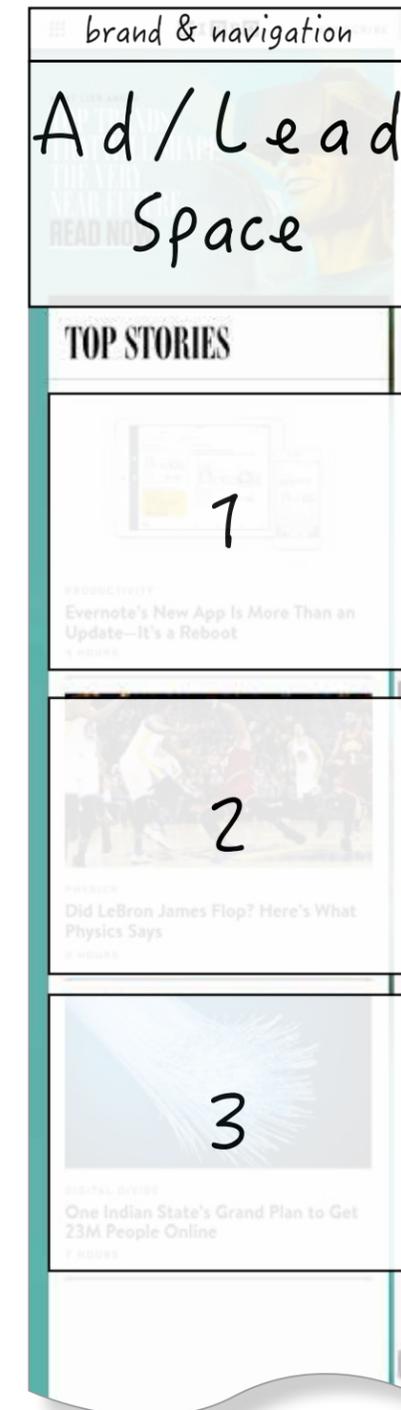
desktop



tablet



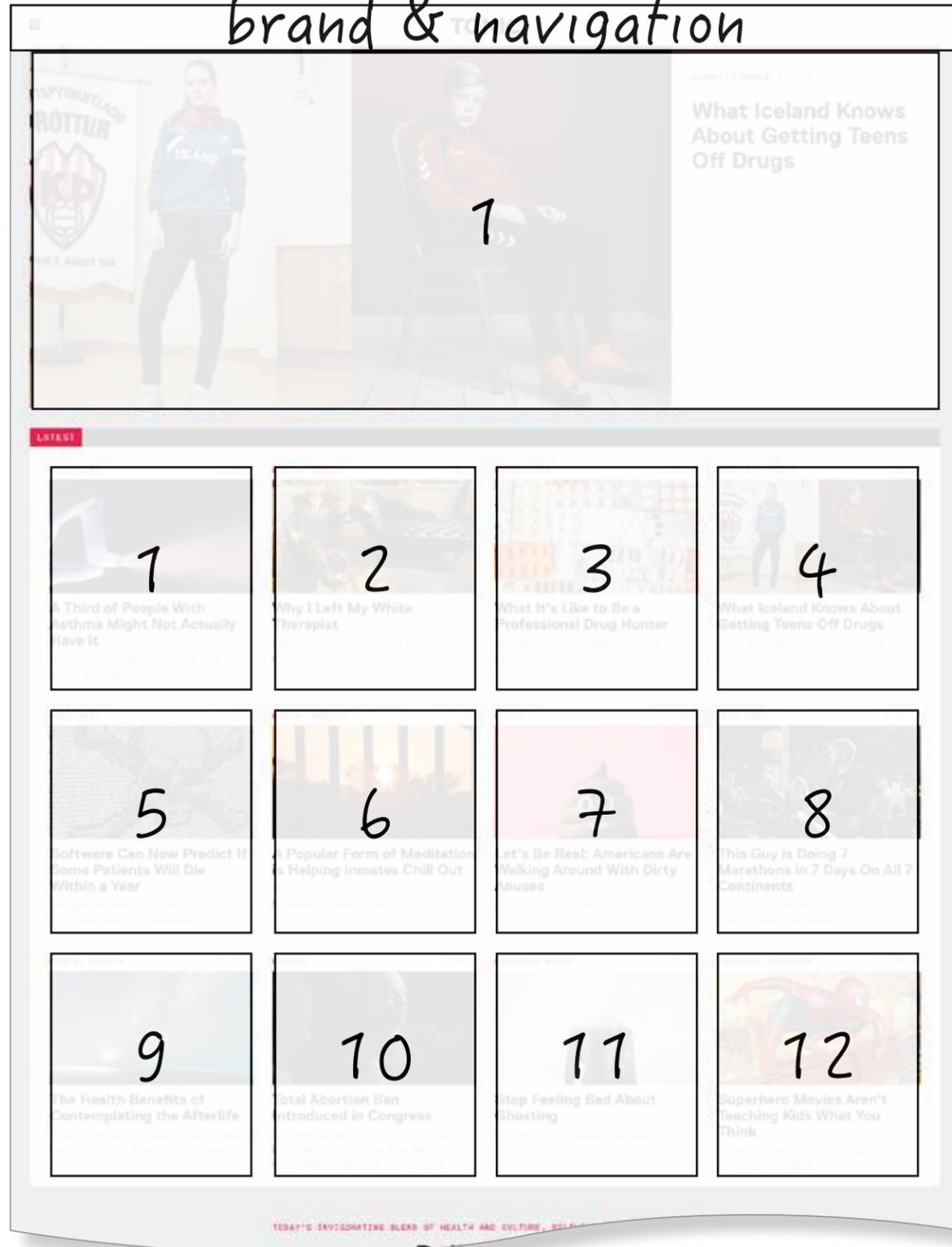
mobile



Tonic // layout

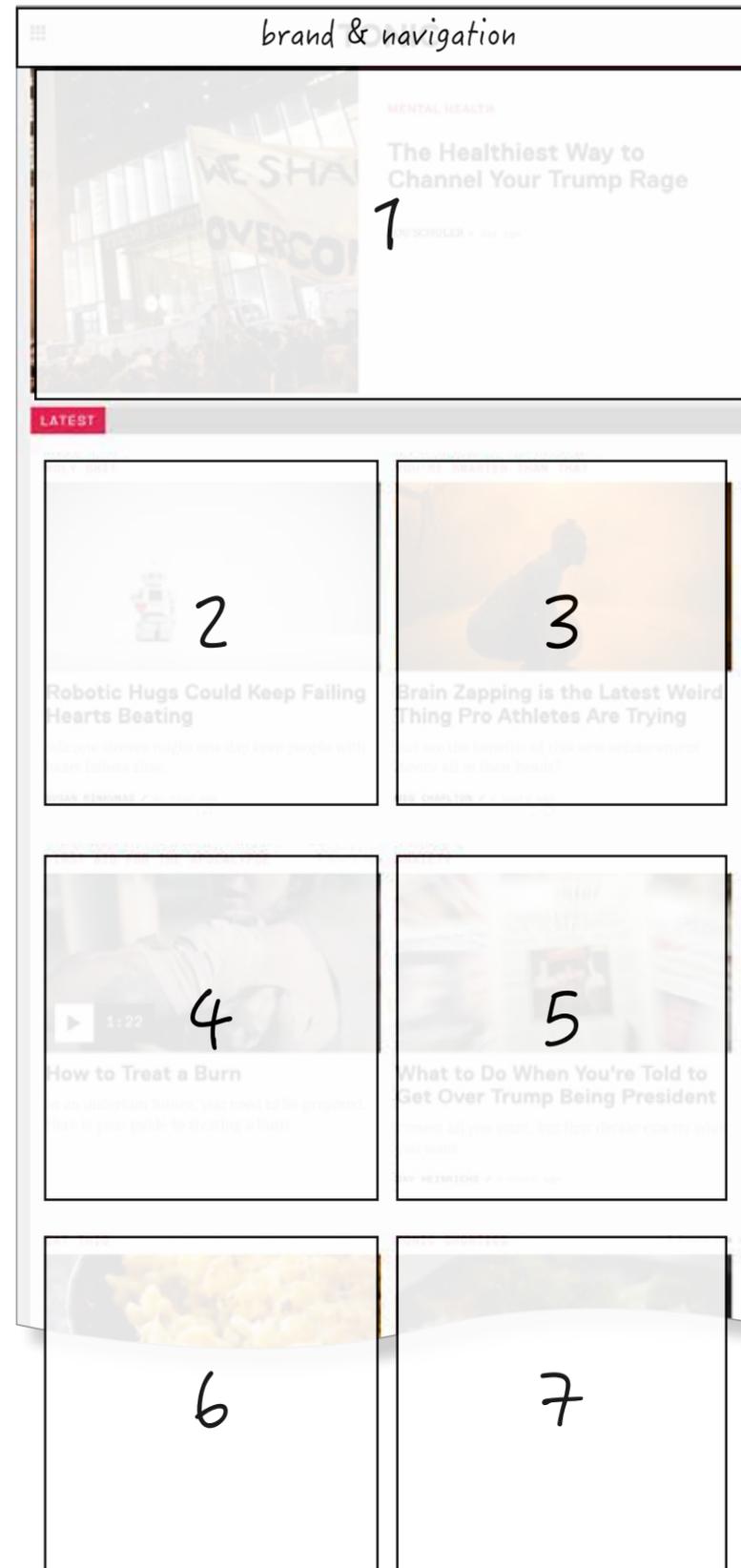
desktop

brand & navigation



tablet

brand & navigation



mobile

brand & navigation



Take Aways

NODE QUEUES AND FEATURE BLOCKS

- single queue, multiple queues and pegged/pinned content.
- patterns: lists vs grids vs masonry, single, double, triple, quad

ADS

- banner ad placement: above or below brand & navi, or in-page near/below fold

NOTE: LEADERBOARD DROPPING TOWARDS FOLD

NOTE: VERY FEW SHOW LEADERBOARD & BOX ABOVE FOLD

NODE DESIGN

- Full-width block is standard - *full width of layout OR full width of window”
 - full width images require different views per breakpoint. SEE: Allure, Vogue,
 - partial width images (2/3) SEE Broadly, Cosmopolitan, Atlantic, GOOD, Tonic.
- Headline:Image Placement (Infront of, adjacent-left, adjacent-right).
- Responsive image-text pivot - whereas text is next to image on desktop, on tablet/mobile text pivots below image.
- Differentiation between
 - FEATURE BLOCKS (no margins on mobile, title and image, sometimes tag or type)
 - NODE QUEUE (margins on mobile, additional meta data)

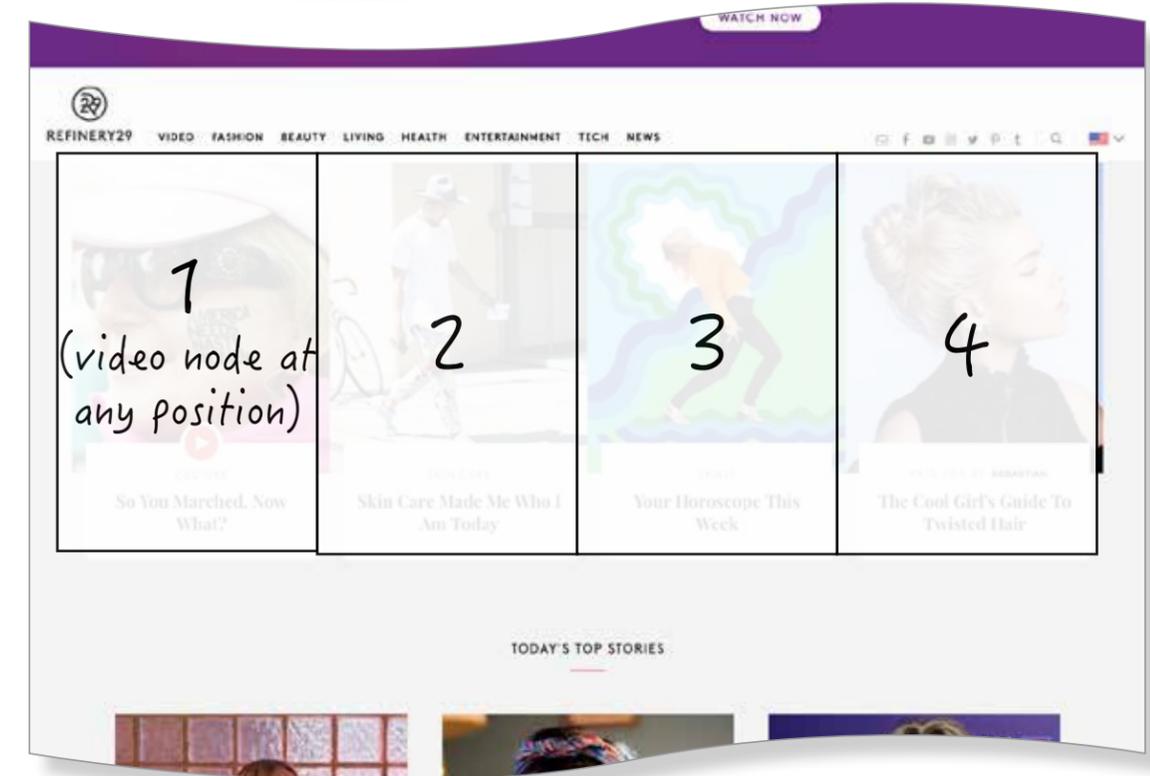
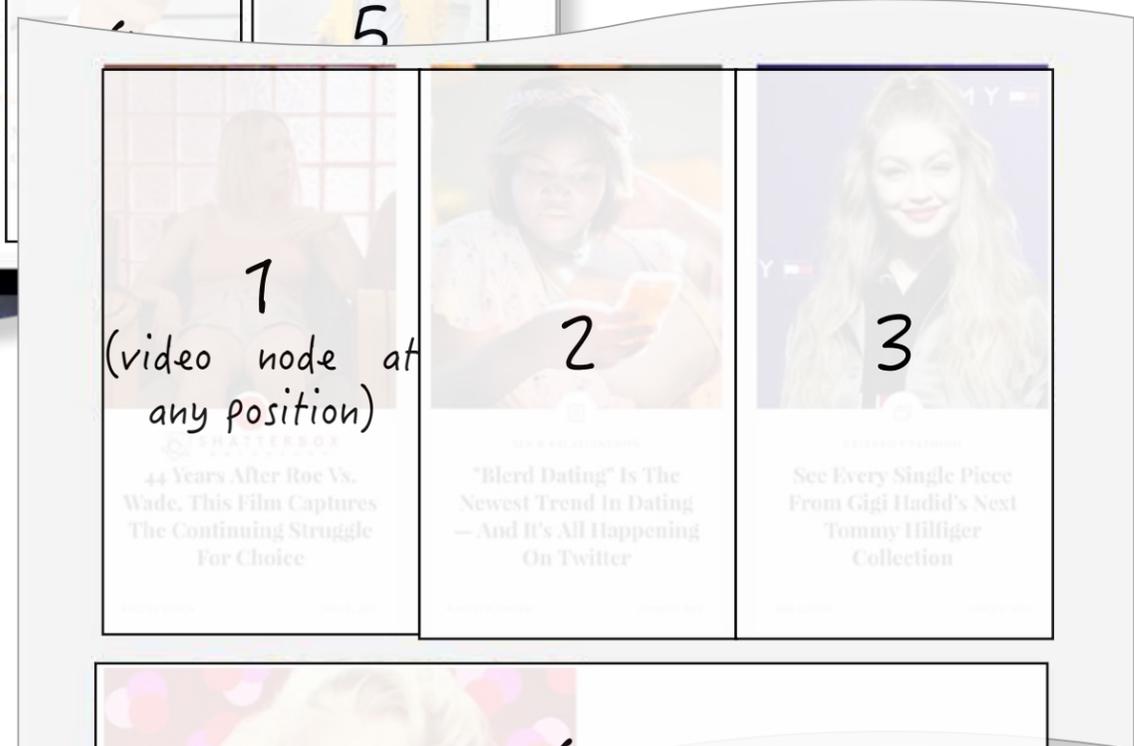
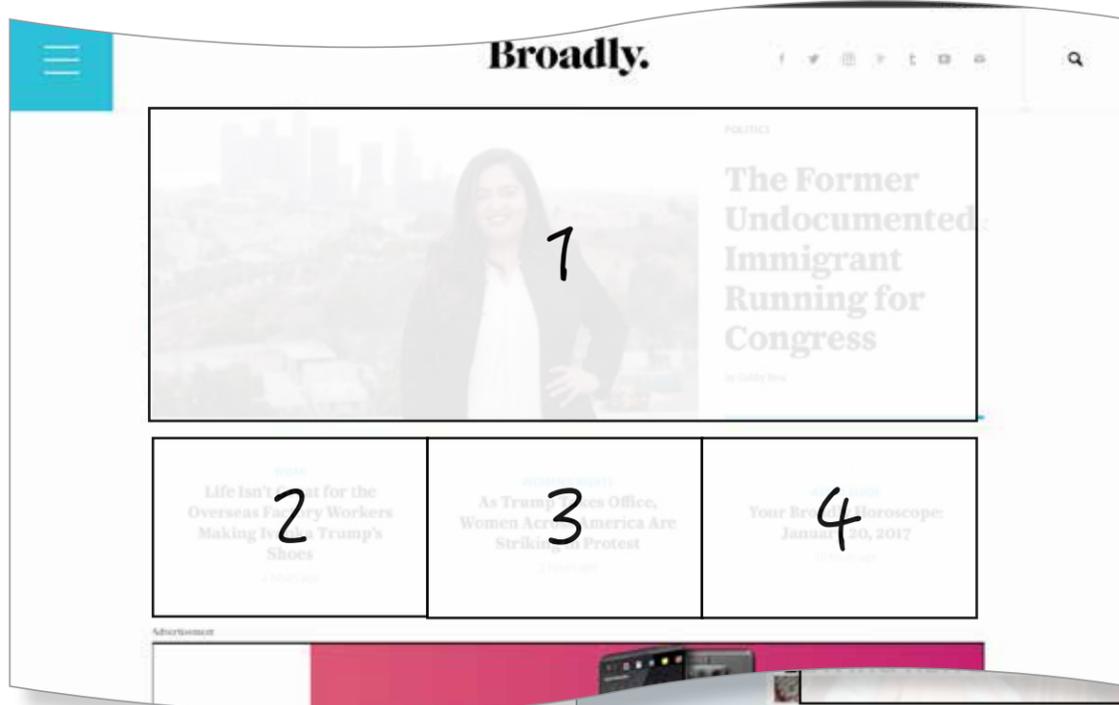
CONTENT

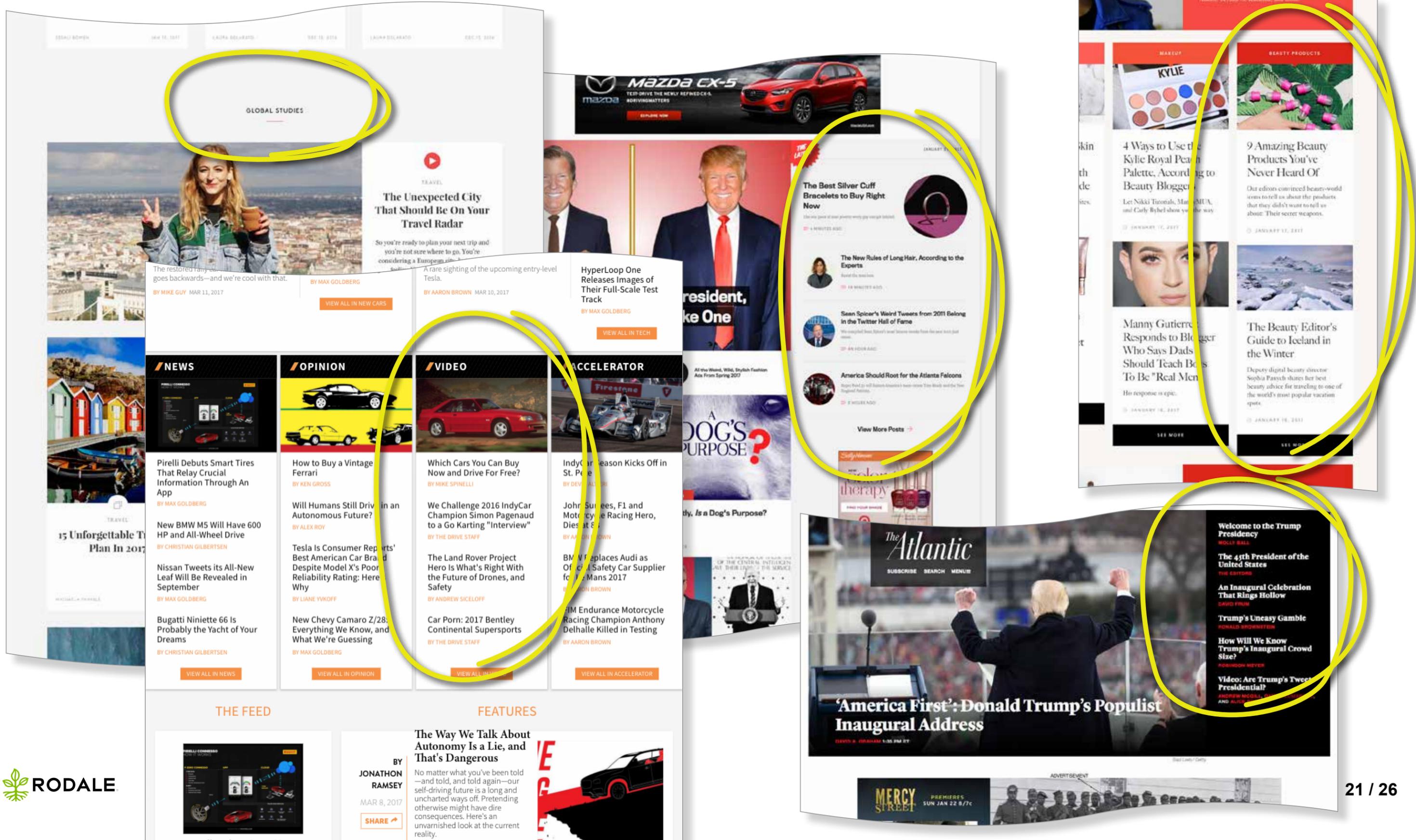
- Any content type at any position.

CURRENT RODALE BRANDS:

- static appearance
- headline over text is outdated on all breakpoints
- feature blocks are very unappealing/condensed, esp on mobile.
- feature blocks WH rely on slider that pushes everything below fold.

Variable # Blocks per row / Variable # rows

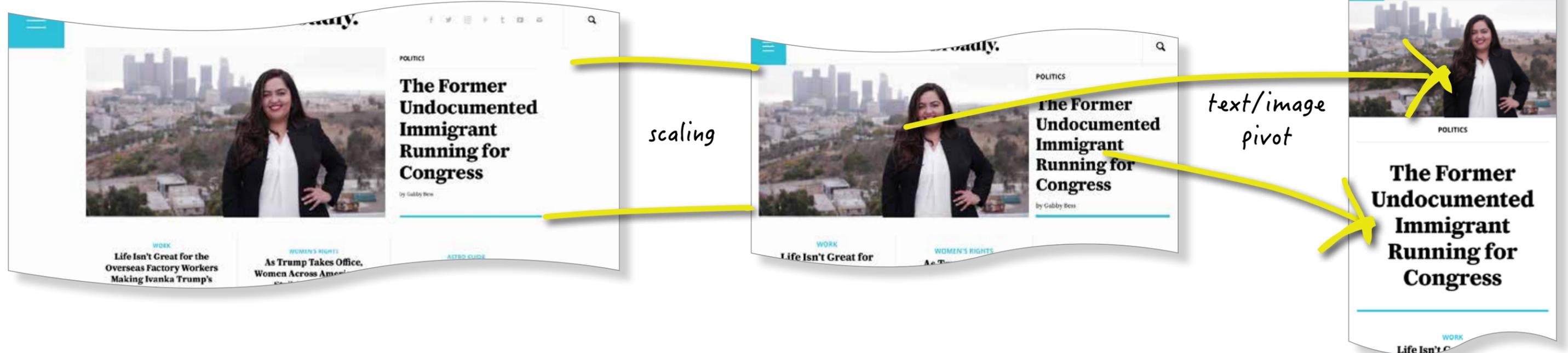




Cosmopolitan (hearst)



Broadly (vice)



Responsive Feature Module Design

scaling/re-cut or replacing images, shifting text:img.

Vogue (hearst)



scaling &
re-cut/diff
image



scaling &
text shifted/
overlaid



Responsive Feature Module Design

scaling/re-cut images, showing/hiding dek.

Allure (herst)



Differentiated Treatment of Featured vs Queue Items

FEATURE ITEMS:

- img, headline, tag



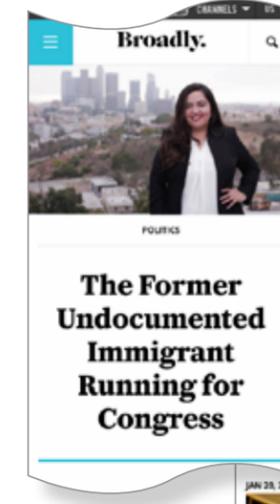
QUEUE ITEMS

- also have author and dek



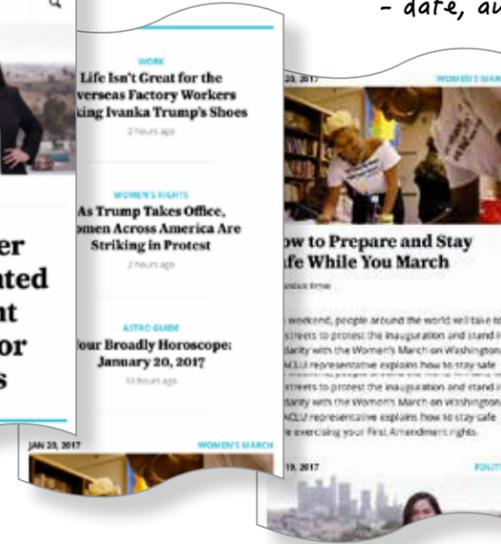
FEATURE ITEMS

- img, headline, rubric



QUEUE ITEMS

- have margins
- also show:
 - date, author, rubric, dek.

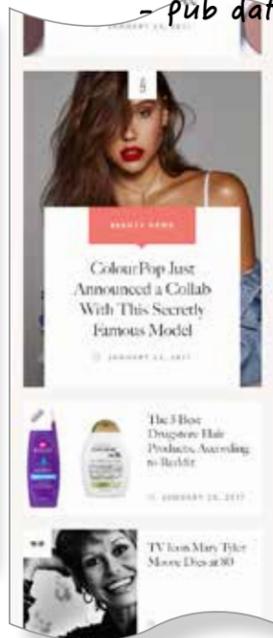


FEATURE ITEMS:

- img
- headline

NEWS ITEMS:

- have margins,
- additional meta
 - channel (1st item only)
 - rubric (1st item only)
 - img (1st item = portrait, vs all else=square)
 - headline
 - pub date



FEATURE ITEMS

- img
- headline
- IF not hero, include channel



QUEUE ITEMS

- also show:
 - have date, share, rubric



FEATURE

- img
- headline
- type
- rubric



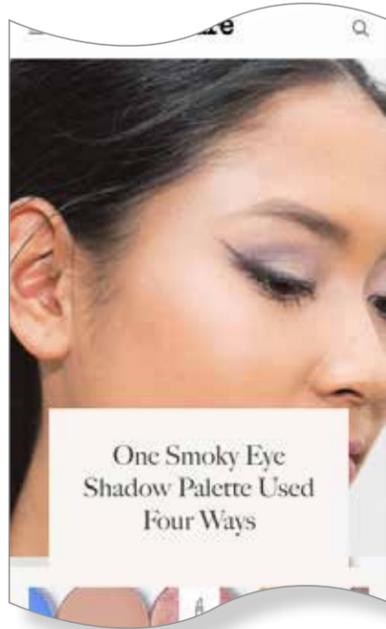
QUEUE ITEMS

- have margins
- also show:
 - date
 - author

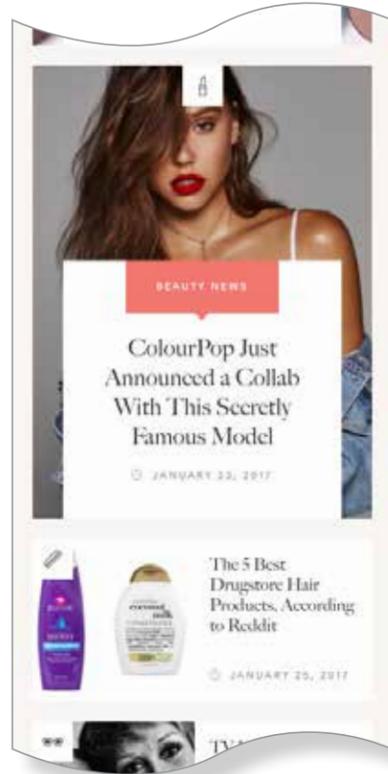


Different Types of Content/Node Use

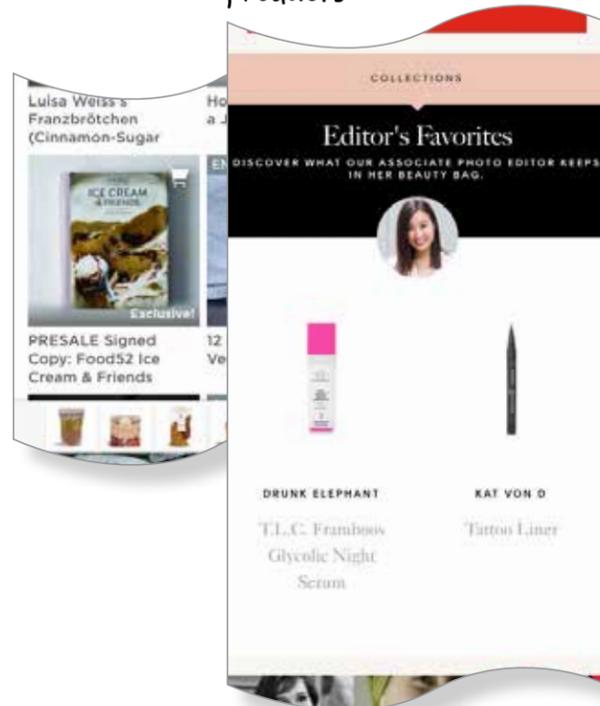
features



news



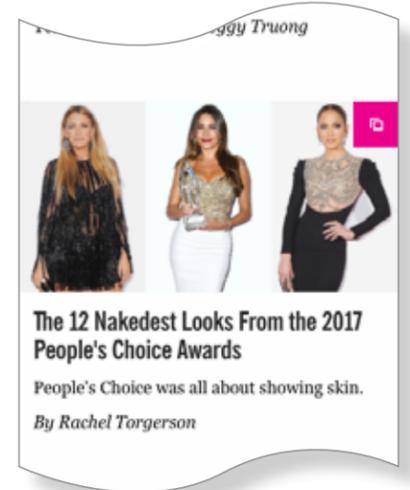
products



catalog categories



slideshows



recipes



finders



inline videos

