

# User Interface Design Presentation

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# Introduction



# Welcome

to the definitive record of the English language.

Quick search:

Find word in dictionary

GO

Lost for Words? | Advanced search | Help

Choose **Search** or **Browse** to explore the dictionary

Browse Dictionary

- **Dictionary**

Browse the whole dictionary from A to Z.
- **Categories**

Browse words by subject, usage, region, or origin.
- **Timelines**

Discover when words entered the English language.
- **Sources**

Explore the top 1,000 authors and works quoted in the OED.

- **Historical Thesaurus**

A taxonomic organization of all the contents of the OED.

More about the OED »  
Print edition »

My entries (0)

My searches (0)

OED Appeals

OED |  appeals


Help record the history of our language

Word of the day

**abnegate, v.**

1543

trans. To deny oneself (something valuable, cherished, or desired);...

 Sign up for word of the day »

Recently published

**Belgic**, *adj. and n.*

**grande dame**, *n. and adj.*

**ctrlless**, *adj.*

December 2015 update

What's new: More than 500 new words, phrases, and senses have entered the OED.

Helpful resources

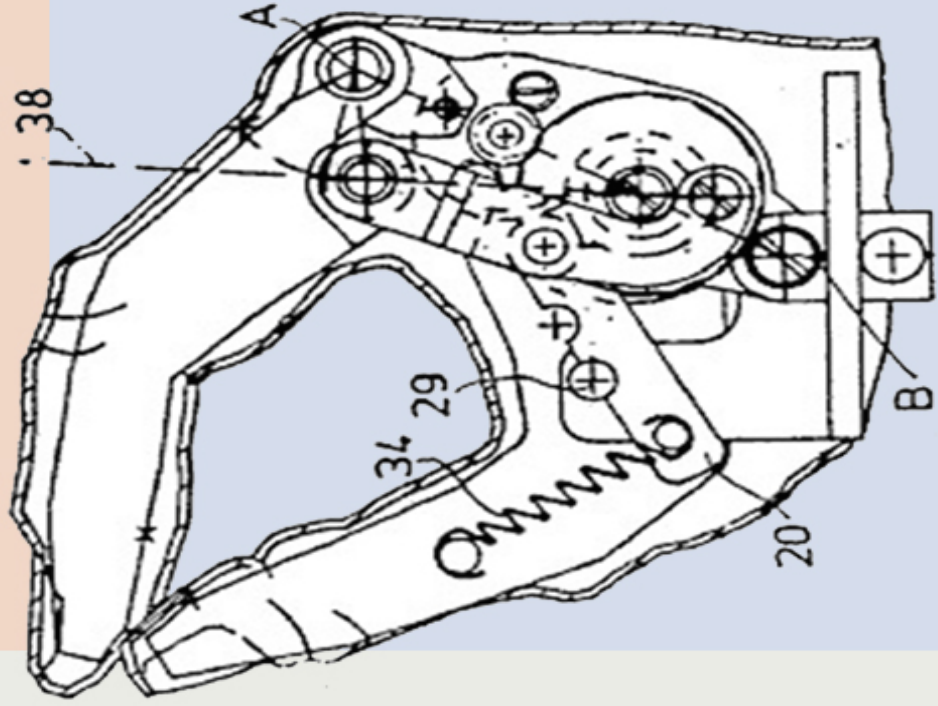
Search the OED's information pages

More from Oxford





**Objective: To make the site more readable, logically organized, easy to use, and visually delightful**



### **What are you trying to achieve?**

- Update overall aesthetic in favour of a modern, sleek approach
- Reorganize information to better prioritize key user tasks
- Improve readability of definition pages
- Visually prioritize subscriptions as a key business goal

### **Must-haves:**

- Improved information hierarchy in universal navigation bar
- Revitalized visual identity
- Clearer, more prominent options for navigating long definitions
- Clearer calls-to-action and information for prospective subscribers

### **What problems are you solving?**

- Visual aesthetic is dated and boring
- Information on the home page is not presented effectively/clearly
- Definition pages are difficult to navigate due to lengthy walls of text and multiple conflicting navigation bars
- Subscription options are not displayed prominently



# Competitive Analysis



## Strengths

### ***Dictionary.com***

- Original content & articles allow for frequent front-page updates
- Extra features such as games, quizzes

### ***Cambridge Dictionary***

- Blog featuring updated content for the front page

### ***Merriam-Webster***

- High-quality original content and video
- Modern design and dynamic home page

## Weaknesses

- Cluttered aesthetic
- Lack of easy navigation for long definition pages
- Inconsistencies

- Dated aesthetic
- Difficult to distinguish clickable objects
- Lack of easy navigation for long definition pages

- Clunky banner resizing when the user scrolls down
- Somewhat busy definition pages

## Opportunities

- Use of maps to identify historical word use
- Contemporary examples comb prominent sites

- Use of word cloud tool for discovering related terms

- Trending words and explanations
- Definition pages are more readable with use of in-text nav bars





# Part 1: Creative Exploration



Creative Exploration

Moodboard





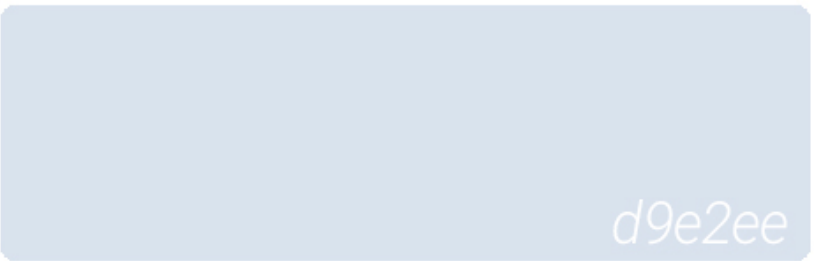
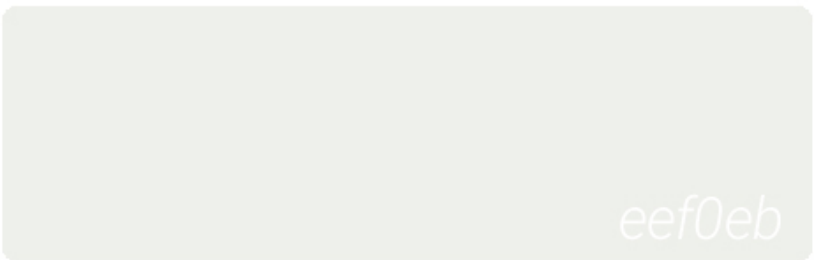
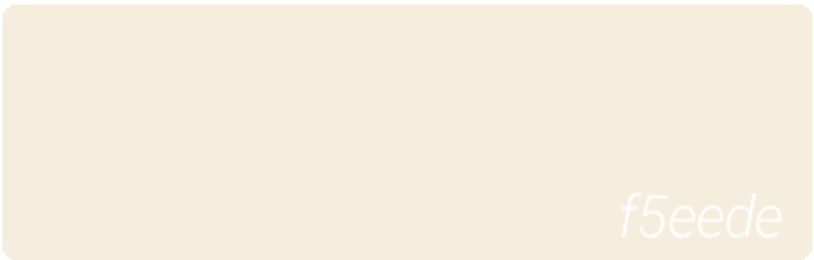
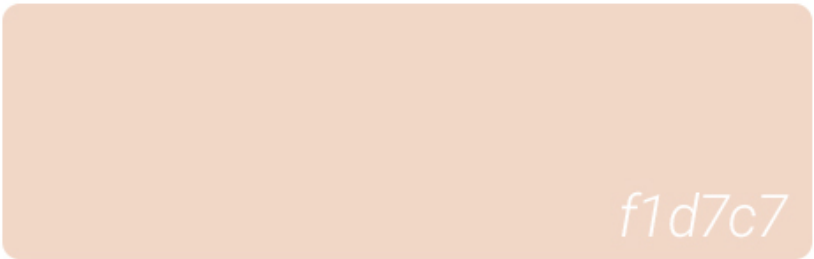
Logo, typography, and colour palette exploration



**Header 1**  
Header 2

Copy text (definitions)  
**Emphasis**  
*Link*  
*Footer/small text*

Copy text (rest of site)  
**Emphasis**  
*Link*  
*Footer/small text*







## Part 2: Style Guide



Logo, typography, and colour palette



**Header 1**  
**(definitions)**

Copy text (definitions)  
**Emphasis**  
*Link*  
Footer/small text

**Header 1**  
Header 2

Copy text (rest of site)  
**Emphasis**  
*Link*  
Footer/small text





# INPUTS

Blank input

---

Focused input  
**Lorem Ips|**

---


Entered input  
Lorem Ipsum

---

# CHECKBOXES

- ☐ Unchecked item
- ☐ Item on hover
- ☒ Checked item
- ☐ Disabled item

# DROP-DOWN

Menu 

Item

Item

Item

Item

# BUTTONS

Primary buttonPrimary hover

Secondary buttonSecondary hover





## Part 3: Website Designs



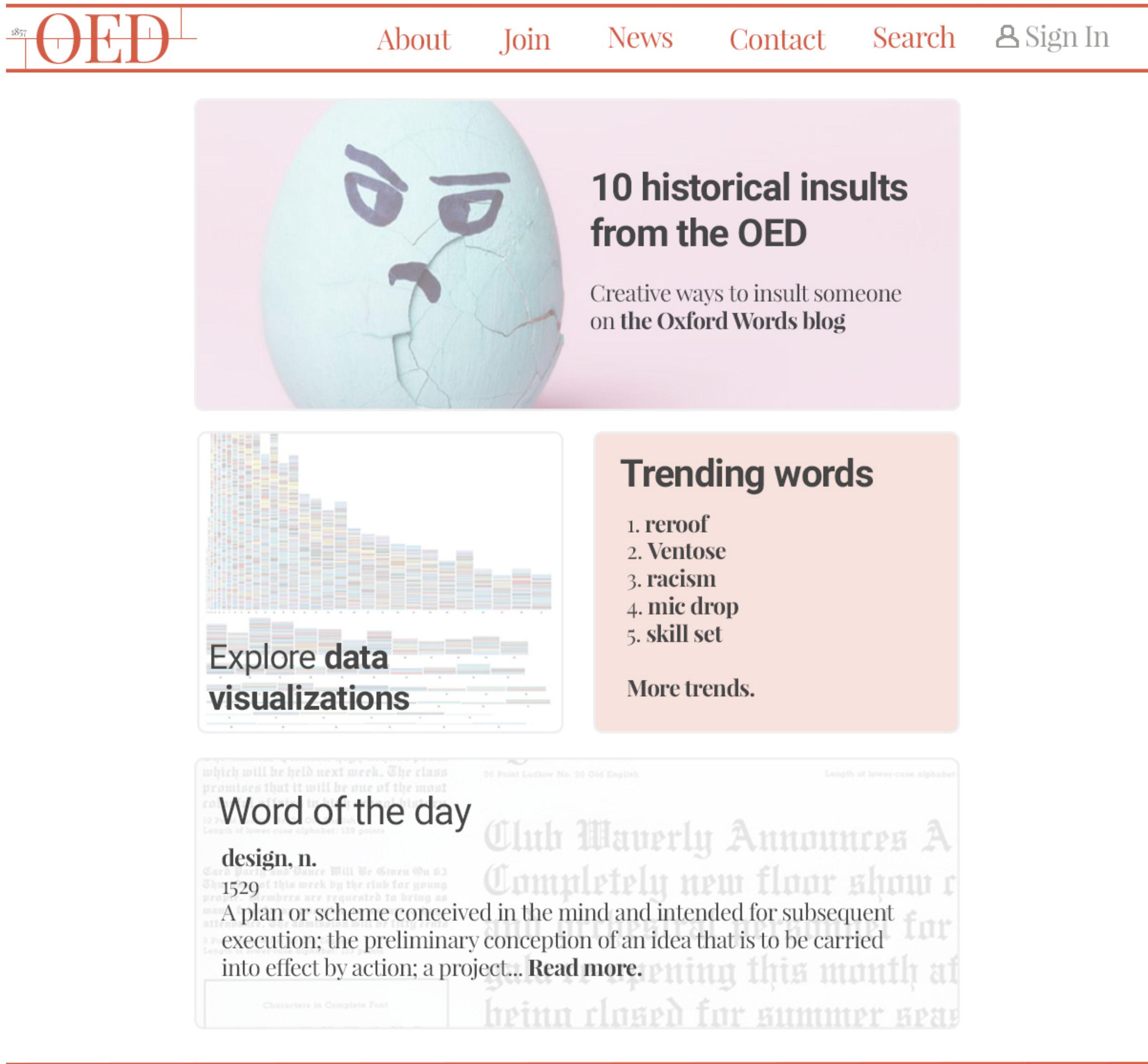
Desktop:

Home screen





Desktop: Home  
screen (below  
the fold)





Desktop:  
Definition  
screen





In this entry ▼

Show more definitions

Jump to:

⬆

desidious, adj. a1540

desidiousness, n. a1540

desight, n. 1828

desightment, n. 1828

*design, n.* 1565

design, v. a1398

designable, adj. 1 1629

designable, adj. 2 1879

designate, adj. 1475

designate, v. 1596

⬇

*This entry has been updated (OED Third Edition, March 2012).*

Publication history

Entry profile

Previous version

My searches

brain, n.

station, n.

visual, n.

design, n.

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1857

OED

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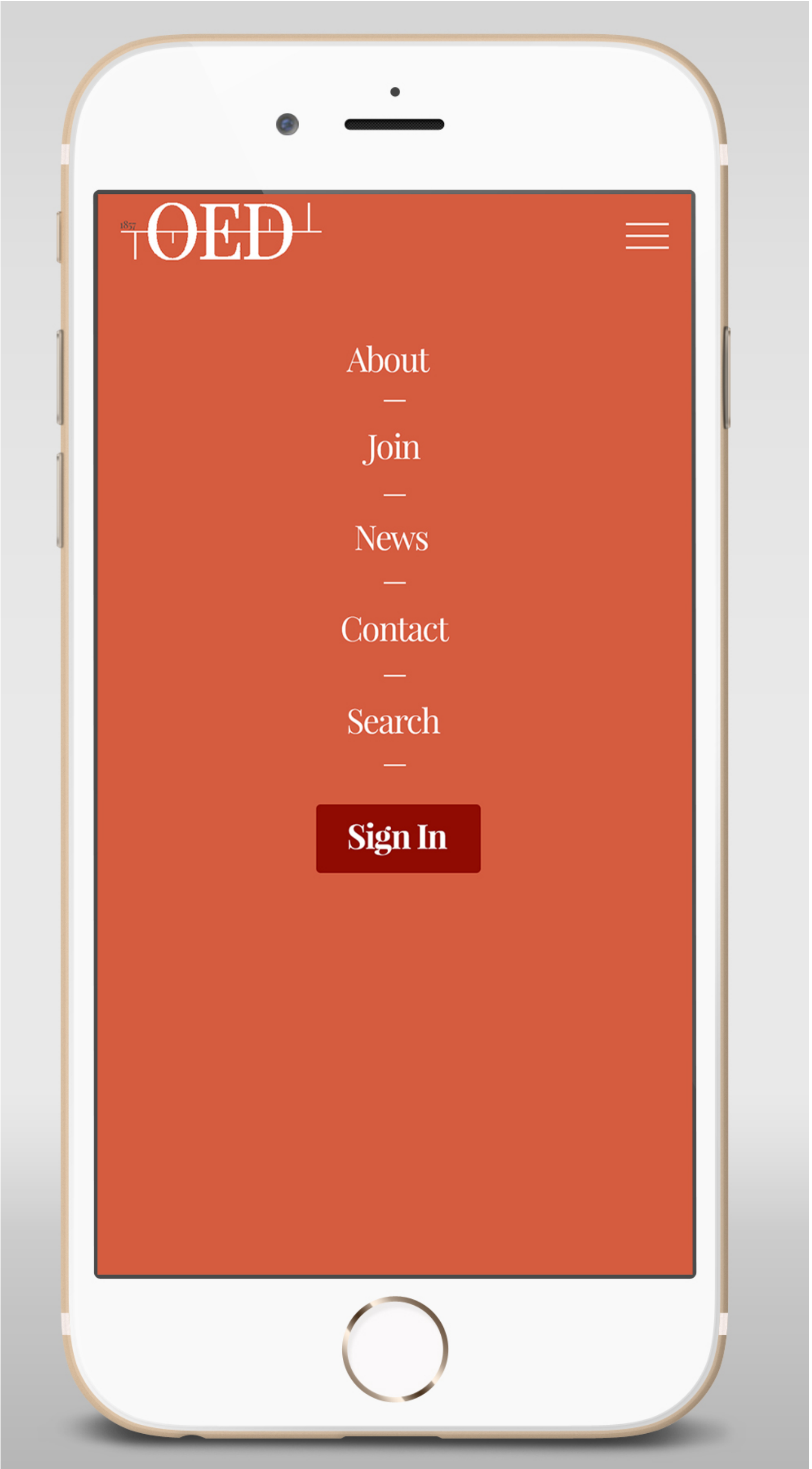
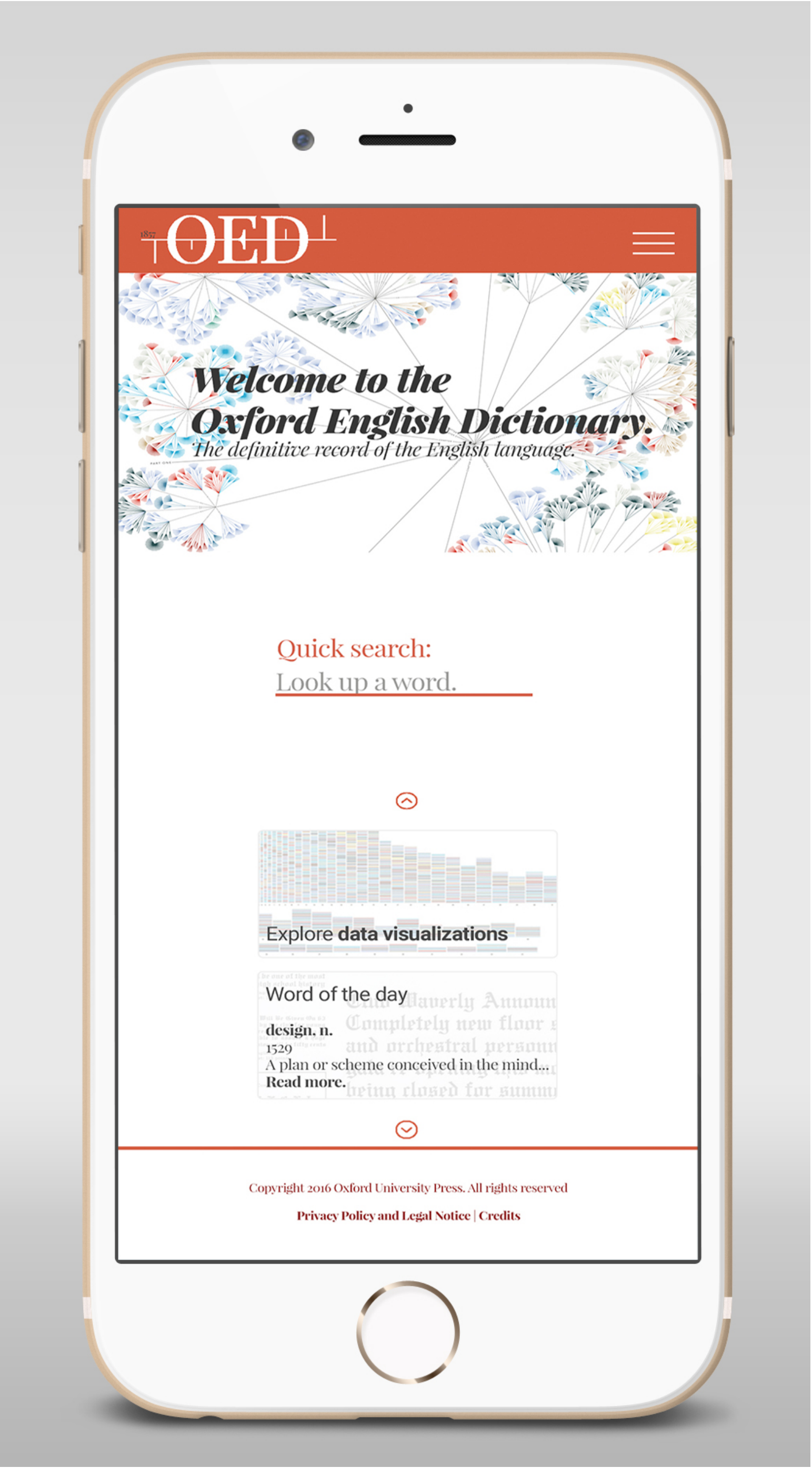
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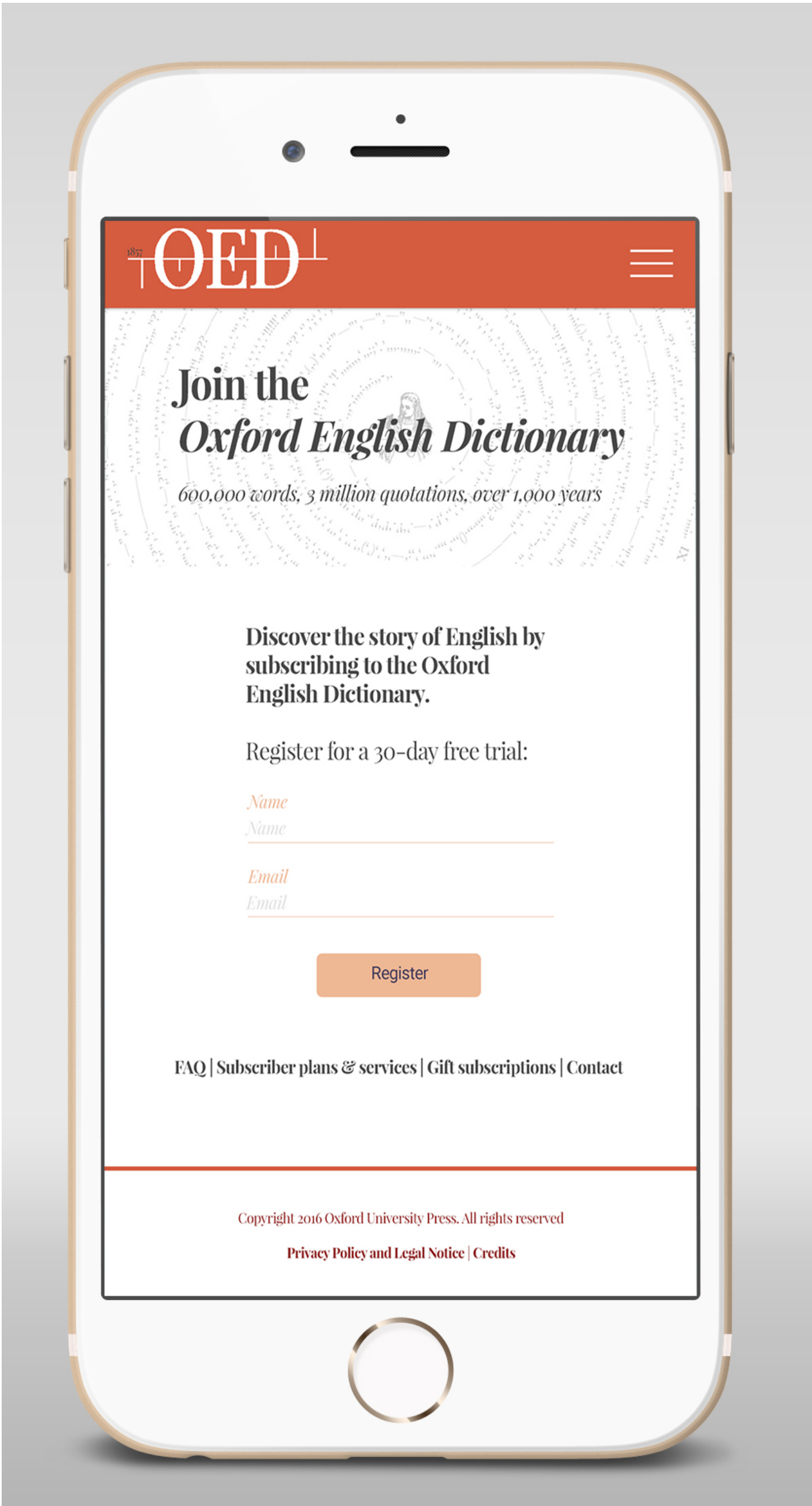
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Mobile











**Thank You!**