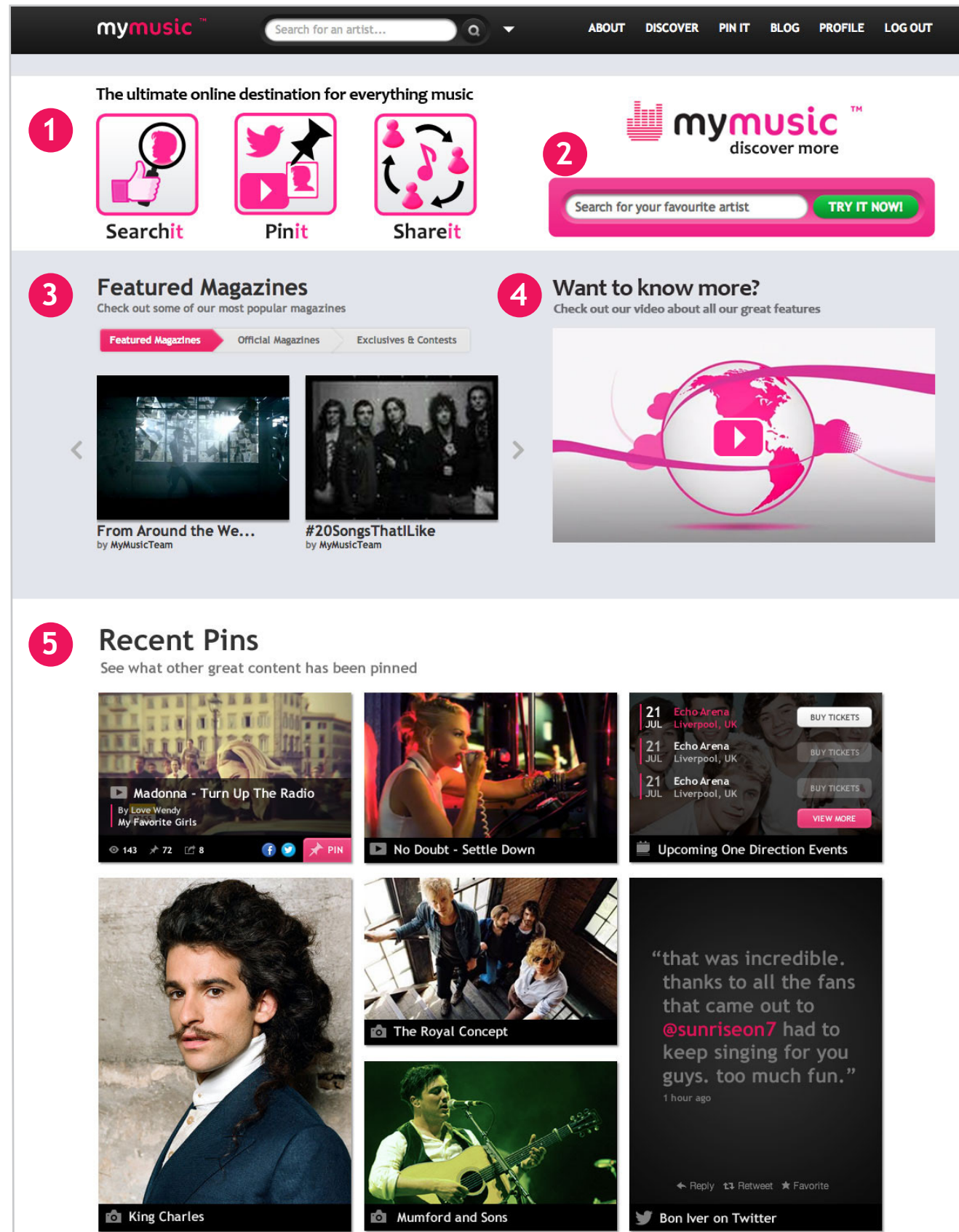


## UI homepage overview

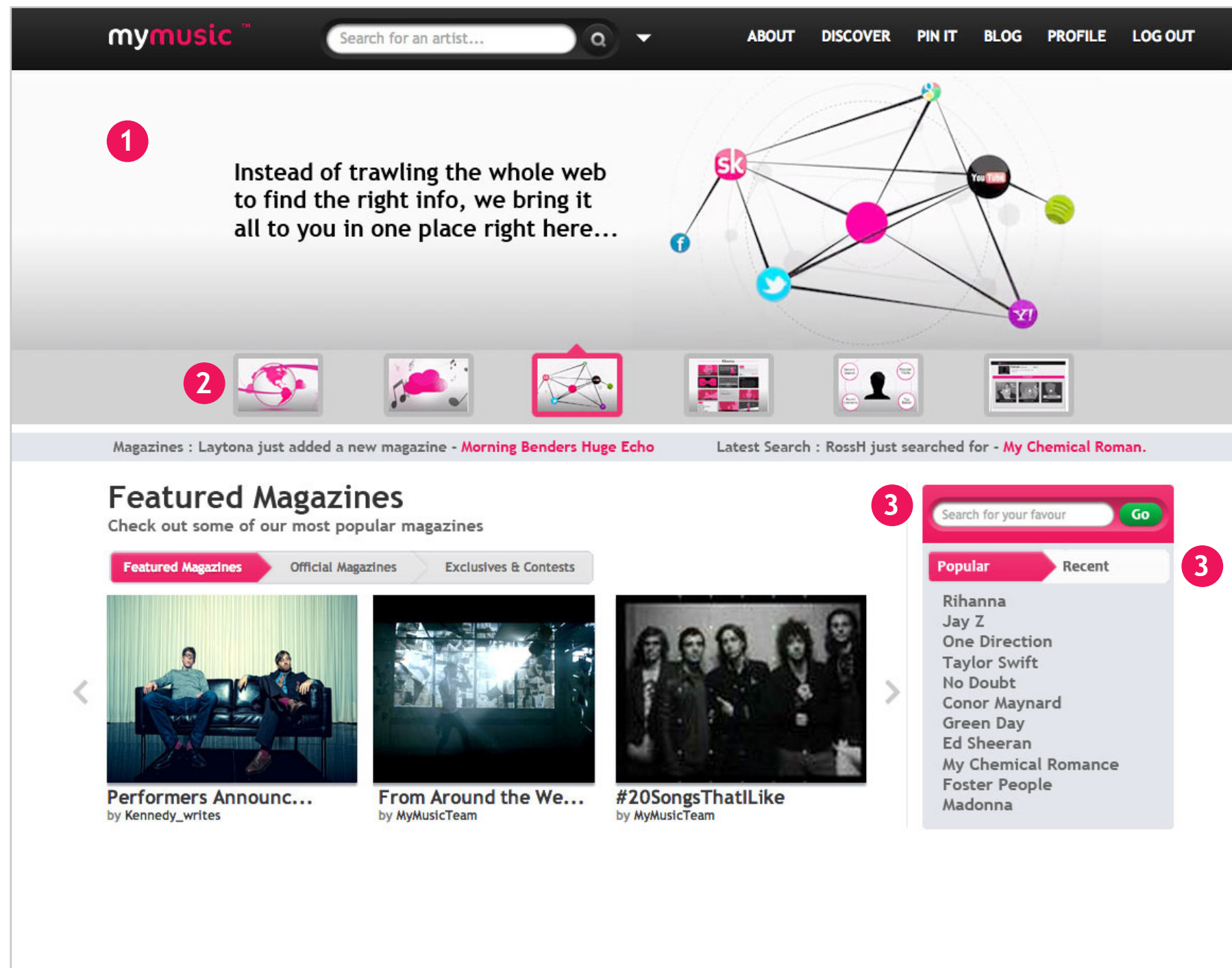
- 1 There is a lot of intro text next to a video which describes the same thing. Are both needed?
- 2 The tutorial video doesn't play automatically. This is fine but the current graphic that sits underneath the play button actually distorts it slightly. A different graphic could make this important call to action clearer.
- 3 The search bar is the most important functionality of the site. Although it stands out because of the pink does all the text above detract from it?
- 4 The pin it functionality is important for users but I think maybe on the homepage it is one level too high. Let a user learn a bit more via the search first and the content within the mymusic site.
- 5 Featured Magazines can be navigated through the three different tabs on display.



## UI suggestions

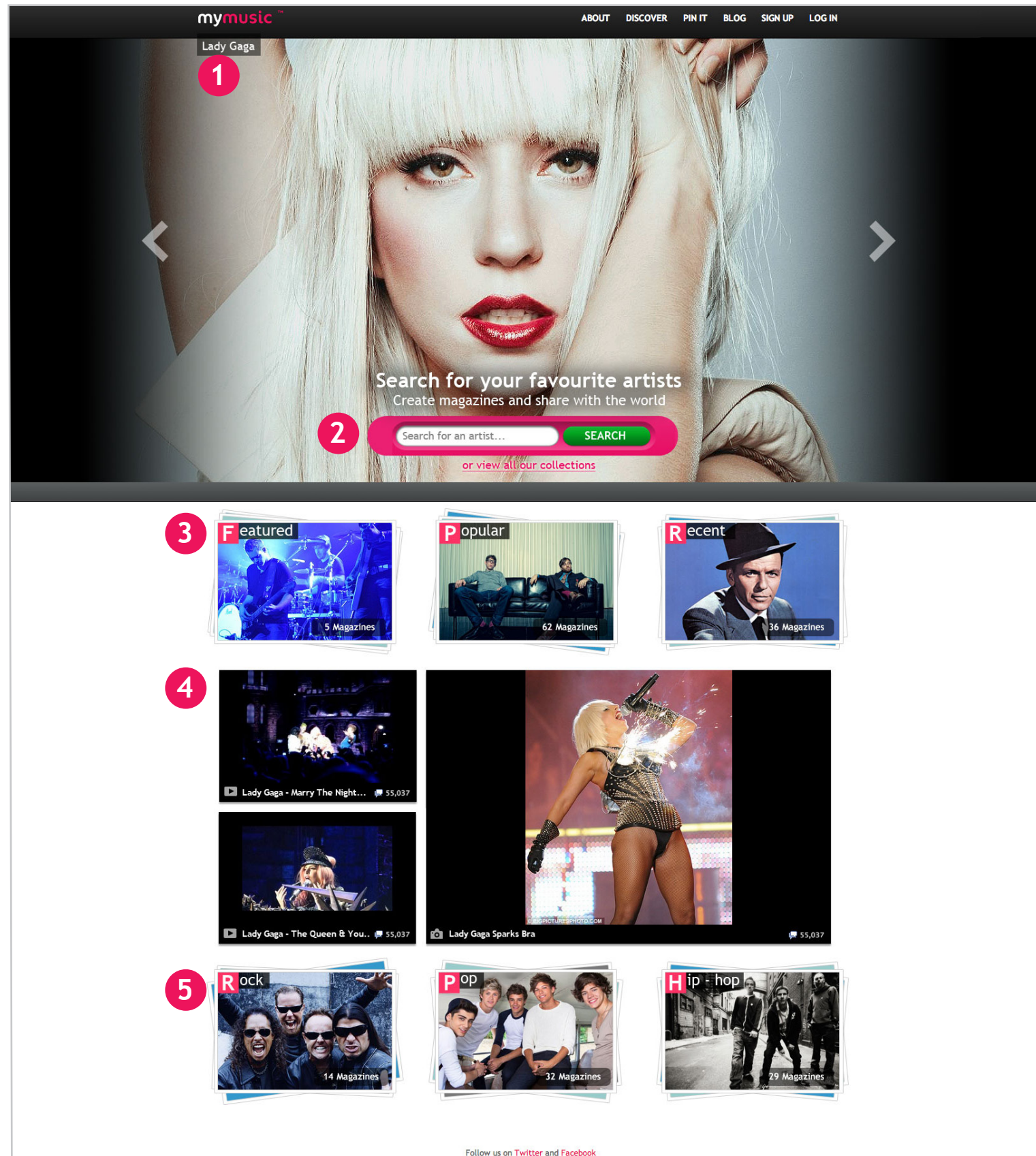
1. A possible three stage simple explanation with icons to help a user understand the essence of how the site works.
2. The search box moves up and sits underneath a logo with a strapline - discover more. The search box also sits inline with the new three icons as an obvious next stage
3. Featured magazines now move up the page and can sit along side the demo video instead of the large text description.
4. The video shows the first frame of the video and the play button isn't as big but the image is a bit more engaging and the title describes what the video is going to show you - more about the website.
5. The Recent Pins section shows a user the type of content available to create the online magazines and keeps the page fresh as more appears.





## UI suggestions

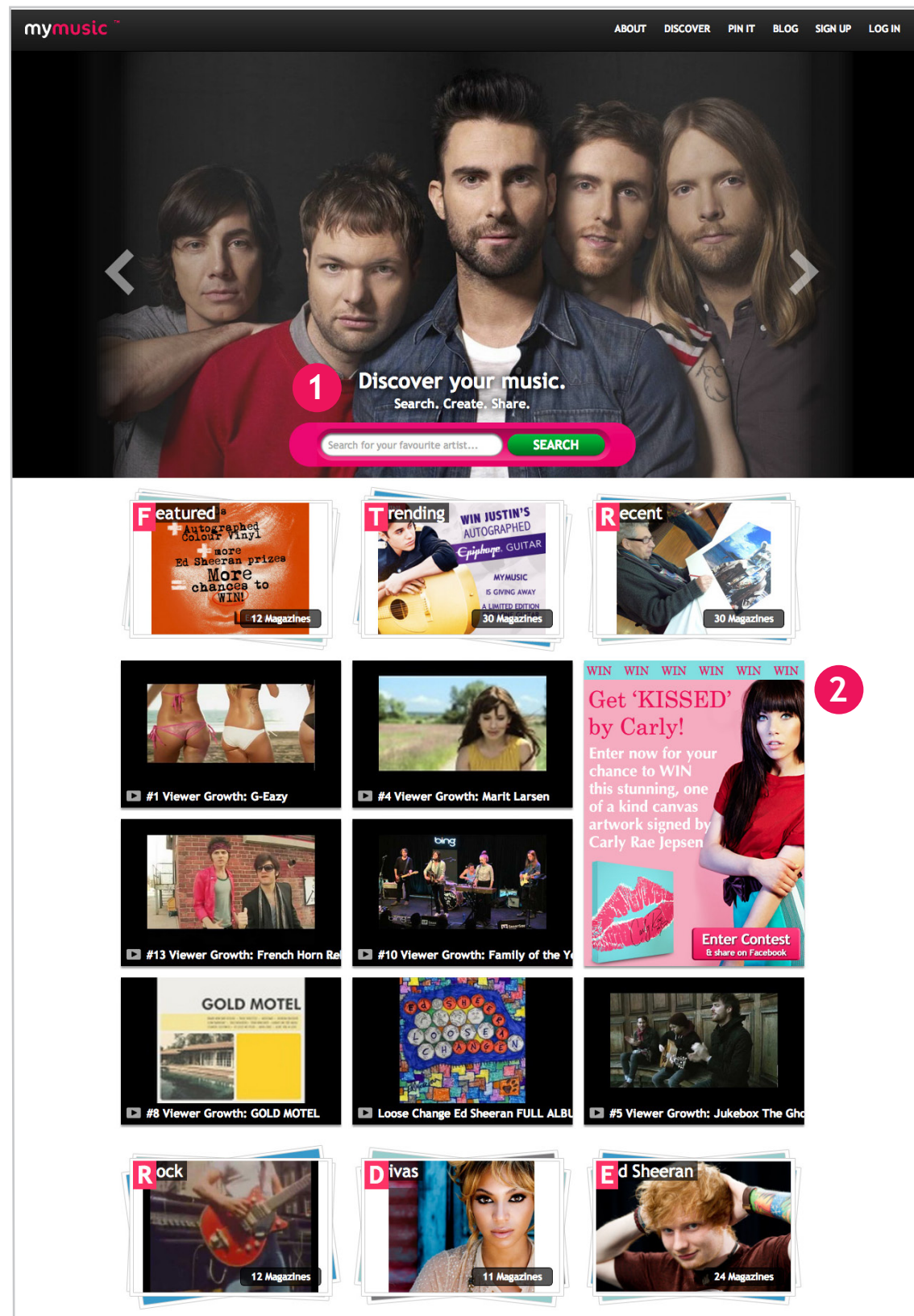
- 1 Instead of a video that needs a user to click to play it a carousel of descriptive frames could be used to help a user understand what the site does
- 2 The carousel frames are shown so if a user wants to go back or skip a frame they can just click on the frame they want.
- 3 The Search bar is a bit smaller but sits above a list of Popular or more Recent searched for artists
- 4 A user can switch between Popular searched for artists or Recent searched for artists.



## UI suggestions

- 1 A new more striking design centred around the musical artists gives the site a higher visual impact. This main image should rotate to show a large variety of artists to appeal to more users.
- 2 The search box sits in the middle of the main image as the main call to action on the page. The descriptive text above just underlines again why the search box is there.
- 3 A graphical representation of a magazine is used instead of the title Featured Magazine with a image to make it more engaging.
- 4 Recent Pins still works the same but the title has been removed to allow a cleaner grid system to stand out.
- 5 Three more types of magazines genres follow to show the depth of the site.





## UI suggestions

- 1 A shorter, sharper strapline that is still descriptive can work just as well and doesn't take up as much space on the image.
- 2 A larger Recent Pinned section allows space for internal advertisements to help a user be aware of competitions or special offers etc.