

POWERPLAY ALTERNATIVE HOMEPAGE

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Rethink the homepage for Powerplay while **maintaining current design styles.**

SEARCH

is core to the product, needs to be prominent, innovative, and useful.

PRESENT

new ways content can be displayed that would keep users engaged.

CHANGE

the way users discover new content and make it **habit-forming**

FLEXIBILITY

over different platforms would be needed as well as the ability to add new content down the road such as social media, DVR, Video on Demand, etc.

Current homepage has multiple strengths and weaknesses:

STRENGTHS

SEARCH

The search bar is prominent and readily accessible for users to use regardless their location on the page.

LAYOUT

Simple layout allows large images with minimal distractions.

NAVIGATION

The sub-navigation menu allows keeps the user informed on what content they are viewing.

WEAKNESSES

REAL ESTATE

The sub-navigation menu wastes lots of real estate on the left side of the page as well as the large search bar that takes up valuable space.

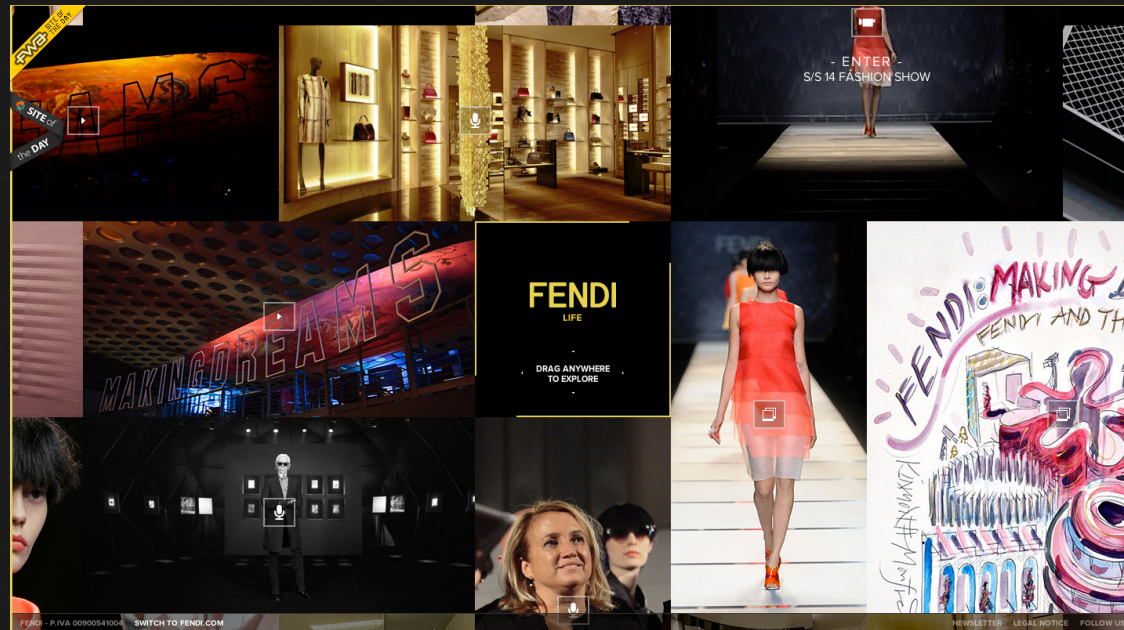
IMAGE SIZE

It would be difficult to find large hero images.

LIMITED CONTENT

The content is only limited to curated content, which limits discovery.

Inspiration concept: Use a grid that would be **responsive and flexible**.



FENDI

PROS

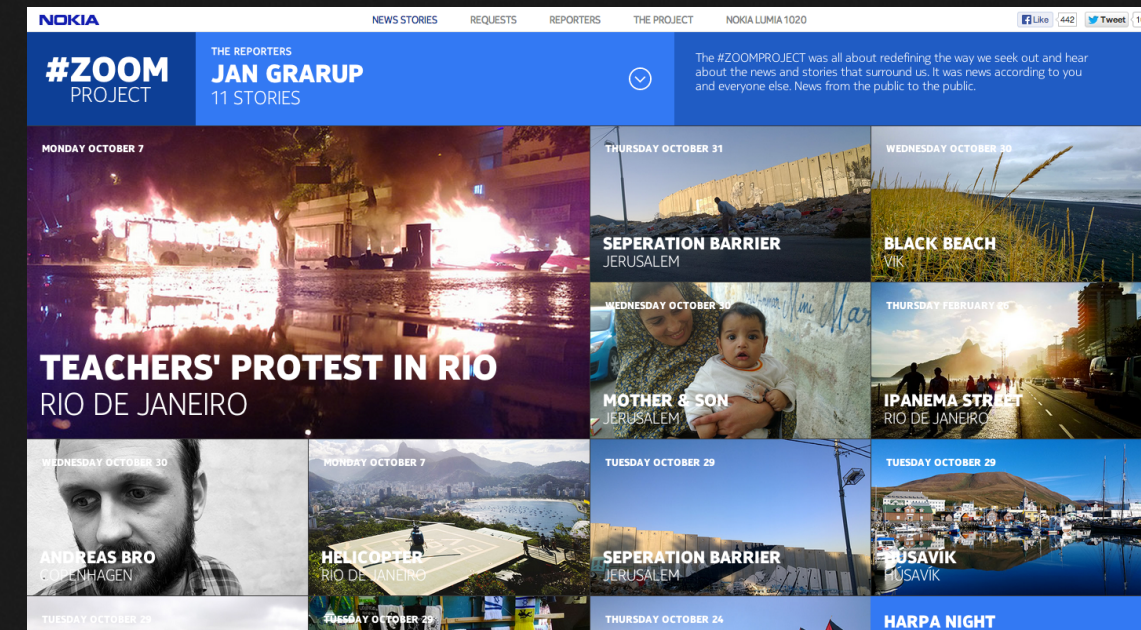
Tablet friendly

The multi-directional feature encourages users to discover more content on their own.

CONS

Not desktop friendly since desktop mainly scrolls vertically.

No curated content (categories).



NOKIA ZOOM

PROS

Tablet friendly, images/content boxes resize responsively.

Allows room for curated content.

CONS

Dependent on landscape photos.

Text can be difficult to read due to not enough contrast.

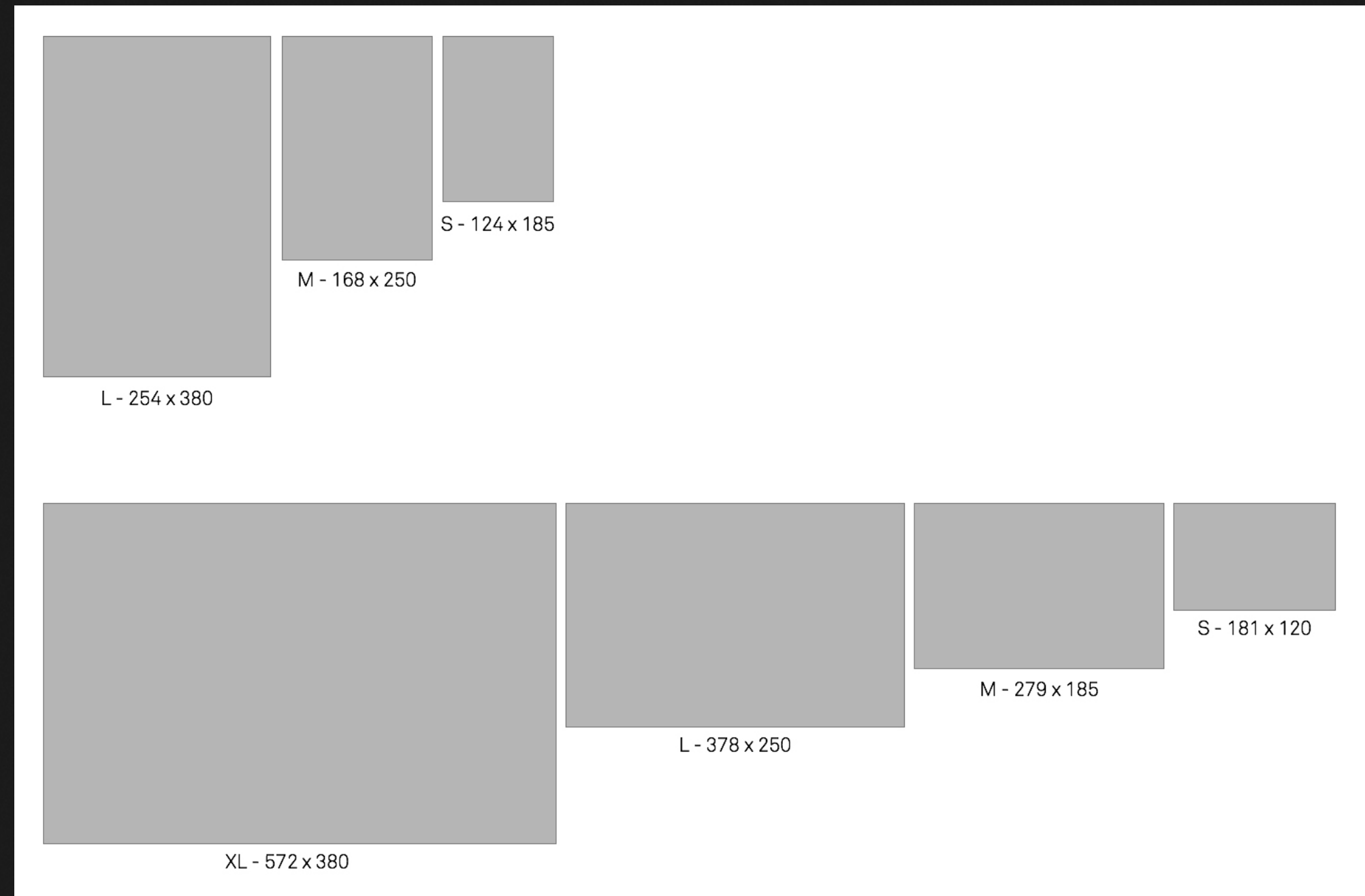
GRID

The grid is simply 120px horizontal rows with 10px gutters.



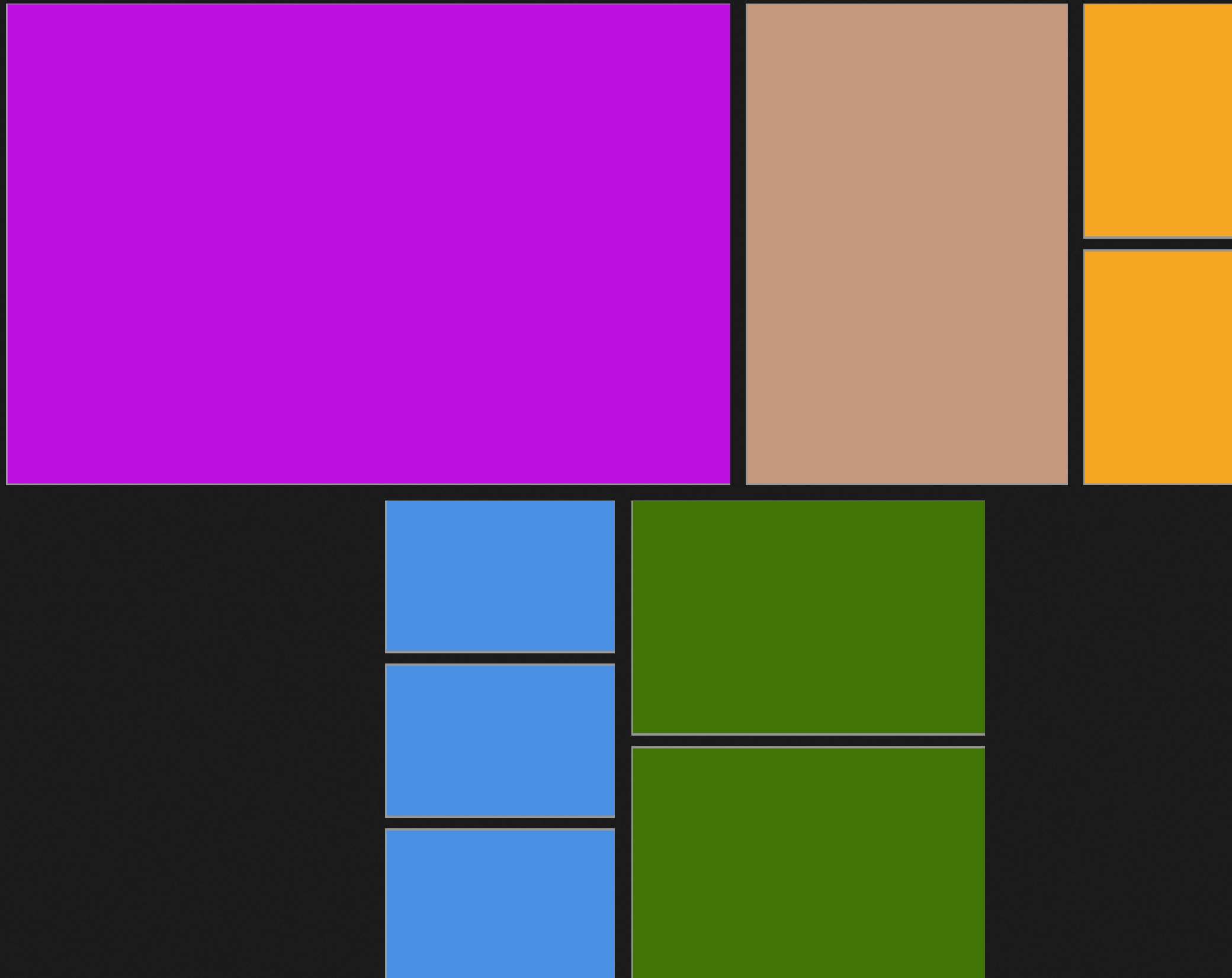
CONTENT BOXES

These boxes have the same aspect ratios, both horizontally and vertically.



CONTENT BOX SYSTEM

Each color represents one content box. Each content box can be one "item" and the grid would stay consistent since both left and right sides are properly aligned. They can be mixed and combined in a variety of ways.



Home

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Shows

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Live Now



The Bachelor

SN 2, EP 6 | 48 min | TV-MA



Jurassic Park III

2012 | 134 min | PG-13



Game of Thrones

SN 2, EP 6 | 48 min | TV-MA



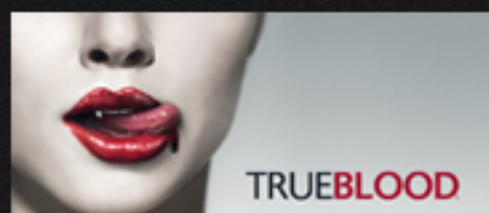
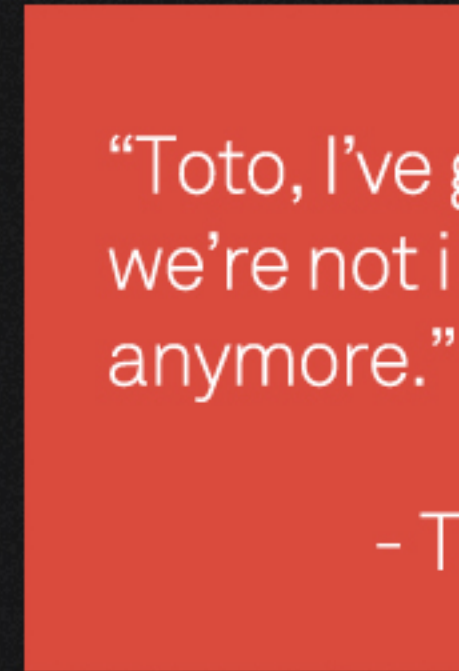
Homeland

SN 2, EP 6 | 48 min | TV-MA



Captain America: The First Avenger

2012 | 134 min | PG-13

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All

Popular

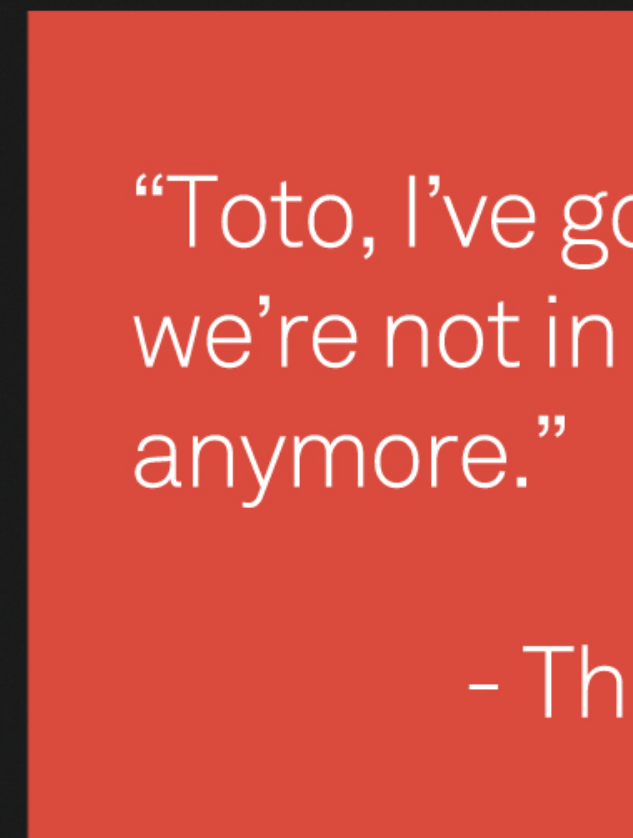
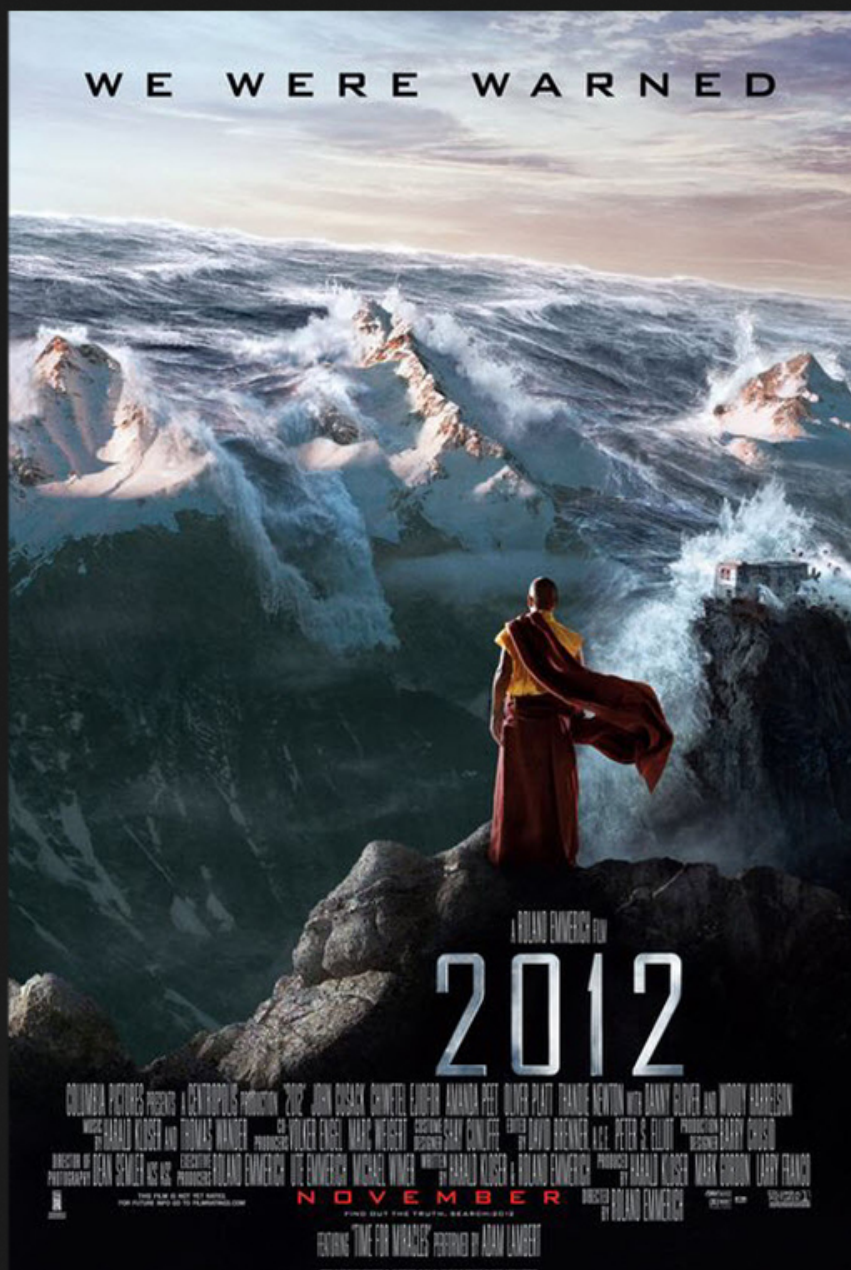
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"As far back as I can remember, I always wanted to be a gangster."

- Goodfellas



POSSIBLE TYPES OF CONTENT

This system allows for a flexible use of content boxes that would allow other types of content to be utilized if needed.



Popular Holiday Movies

The Nightmare Before Christmas

It's A Wonderful Life

A Christmas Story

Miracle on 34th Street

National Lampoon's Christmas Vacation

The Santa Clause

Elf

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"Today's Lesson: You don't mess with the tracksuit.
#glee"

[@GLEEonFOX](#)

Further iterations could include:

WATCHLIST

Explore different ways on how watchlists can be displayed with this design format.

EXPLORE ANIMATION

As modern design is becomes more and more simple, animation plays a larger role in the functional aspect of design.

DETAILS

Go into further detail and continue to add design styles such as “NEW RELEASE” banners and hover states. Icons could also be added for categories when applicable.

The main differences with this alternative homepage:

CUSTOMIZATION

With the introduction of categories, the homepage allows room for content to be customized the way users may want to see it. The option of having categories or even their own custom watchlists could be instrumental to this homepage.

RESPONSIVE DESIGN

The content box system is simple, flexible and follows basic rules. It allows different screen sizes to be accommodated without sacrificing quality and creates a cohesive user experience across multiple platforms.

DISCOVERY

While the search bar is still an instrumental part of the page, categories were added in the search queries to make it easier for the user to discover more content. Not only that, the browsing options for both desktop and tablet versions encourage users to browse for content infinitely.