



Here's a little design story...

Hey Brother!

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18:09 IDF opens fire on two boats seen approaching Gaza coast; boats flee area (Israel Radio) All

Today Online
Editorial: Lift the siege on Gaza
Responses: 87
PA blames Israel for security breakdown
Responses: 36
Time for Israel to act
Responses: 22

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In Focus
'Sela helped us get over the trauma'
Go Underground
Underlines:

At least five killed in Hadera suicide bombing
Islamic Jihad says attack revenge for leader's death
Dozens of others hurt, five of them seriously; number of stalls demolished; roads out of city closed. **18:09**
Israel: PA failure to crack down on militants allowed bombing
PMO: Remarks made by Iranian president, Hamas enabled attack; Abbas condemns bombing. **18:07**
Israel accepts Egyptian proposal to reopen Rafah terminal
Mofaz meets Mubarak in Cairo, agrees to allow Rafah to be operated under PA-Egyptian joint control.

Two policemen surveying the scene of a suicide bombing on Wednesday afternoon in Hadera in which at least five people were killed. (Reuters)

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Last summer I was in Israel looking for work and decided to apply to Haaretz.com, the website of the largest newspaper in Israel...

I cold e-mailed the editor stating:

- 1) How I can benefit Haaretz.com
- 2) Who I am and my background
- 3) What my overall career interests are

...I included in the e-mail the following images and critique of Haaretz.com:



A) The title “HAARETZ.com” should stand out more- it looks confined or buried in the blue rectangle. One possibility would be to change it to blue text on white background.



B) The ads to the right of the title dominate the design. If these ads could be moved 180 pixels down the page past the leading story's image- that would open up the composition.



C) The title and body text of the top 7 or 8 stories are dense and straining to read. The top 2-3 stories could be presented more strongly and each be augmented with an image.



D) The links here are also hard to read for several reasons. First, there are distracting lines between the links. These are trying to associate a framework, but it doesn't work because of the different lengths of the links. This makes the negative spacing irregular.



D) If they each were unified, in simple blue buttons with white font, for example that would facilitate faster scanning. Also, they are randomly stacked, making them cluttered to glance through, possibly a slanted stack or, menu column would work better for so many links.



E) This “ticker tape” is an interesting idea. I would recommend pushing it further. For starters the moving text could be expanded to use an entire paragraph box that would switch the story inside as well as an image of the story every 5 seconds or so.



E) This would be cool and I've never seen it before except as a special effect in the Movie "Minority Report."



E) (If you saw the movie it's the part when the police identify Tom Cruise as the killer. A train passenger's newspaper automatically updates with the new headline of Tom's wanted photo/video and accompanying article.)



E) If this is to intensive of a change at least speeding up the ticker tape would enhance the feeling of reading “up to the minute news”. I’d take a look at Fox News or CNN and actually time how fast the ticker tape is moving.



F) There are several places on the front page where stories are repeated. These could be somehow consolidated. If there is a discussion board about one of the articles, the link should be right below the article.



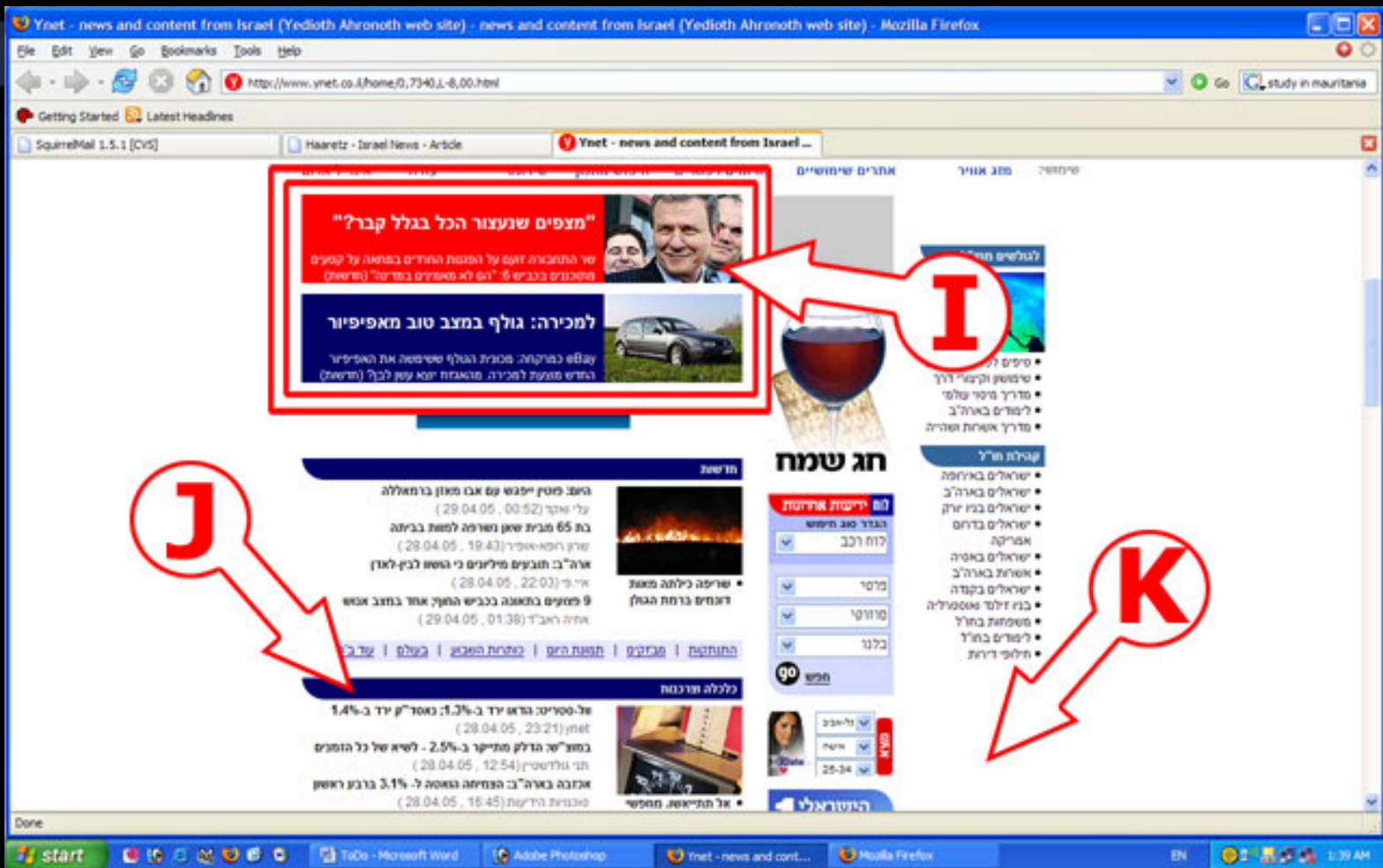
G) Looking at Ynet.co.il as an example, they have more space in the top most section of their paper –this makes it feel “more expensive” because space is a luxury. Also, a single strong image (about a news story) dominates the top, not the top ad banner.



H) More white space is being used at Ynet. They push the different areas apart making them easier to scan and locate stories of interest.



I) Ynet chooses to pick 2 top stories to concentrate on and really shows them off near the top of their page.



J) The way they chose to break up their space is with dark blue category bars. There are many ways we could break up the front page of Haaretz, this is only one way.



K) A mistake they make is near the top of their front page they have a column of text that ends after several inches (they've slightly improved this in the last several weeks).



K) The rest of the page feels lop-sided to the left with a thin column of text and images on the right. They could double the width of the column on the right and deliver more information to the reader more quickly.



K) If Haaretz did something like this, and some of the other changes listed above, I think we'd have a stronger website with much faster scan times to locate stories (and ads) of interest.

The editor returned my e-mail and we set up
a meeting...

The editor returned my e-mail and we set up
a meeting...

...We meet for an hour and a half
brainstorming on the website...

The editor returned my e-mail and we set up a meeting...

...We meet for an hour and a half brainstorming on the website...

...then he told me his budget was basically his and his assistant's salaries...

The editor returned my e-mail and we set up a meeting...

...We meet for an hour and a half brainstorming on the website...

...then he told me his budget was basically his and his assistant's salaries...
...and I didn't get the job.

The editor returned my e-mail and we set up a meeting...

...We meet for an hour and a half brainstorming on the website...

...then he told me his budget was basically his and his assistant's salaries...
...and I didn't get the job... But...