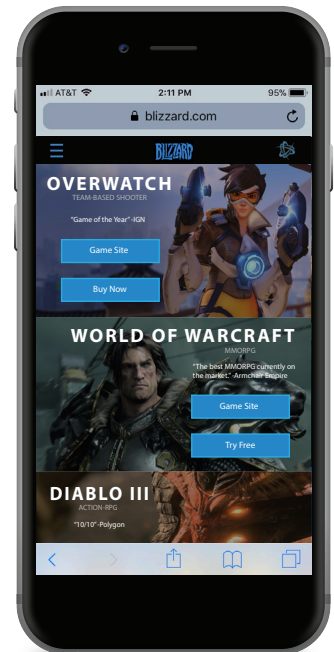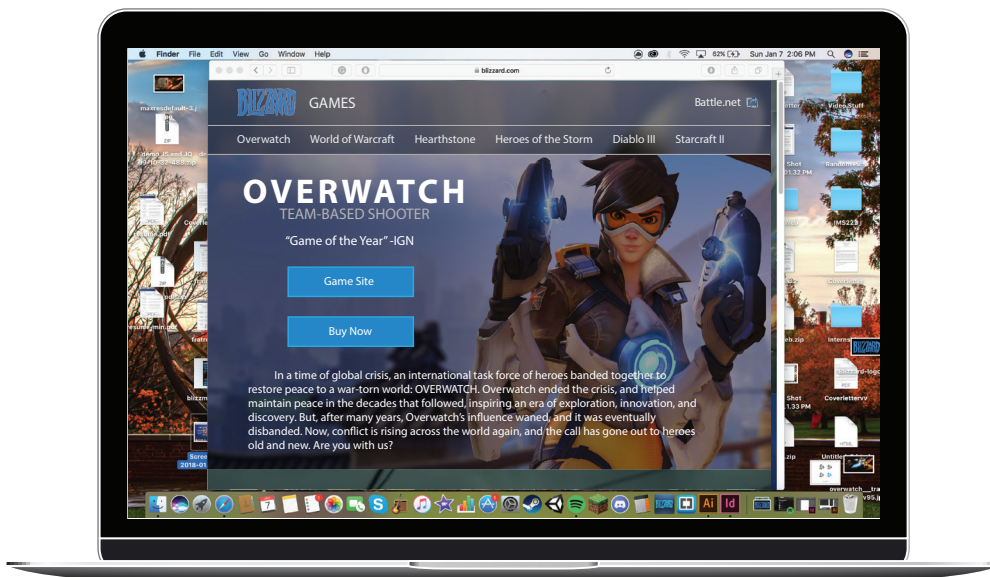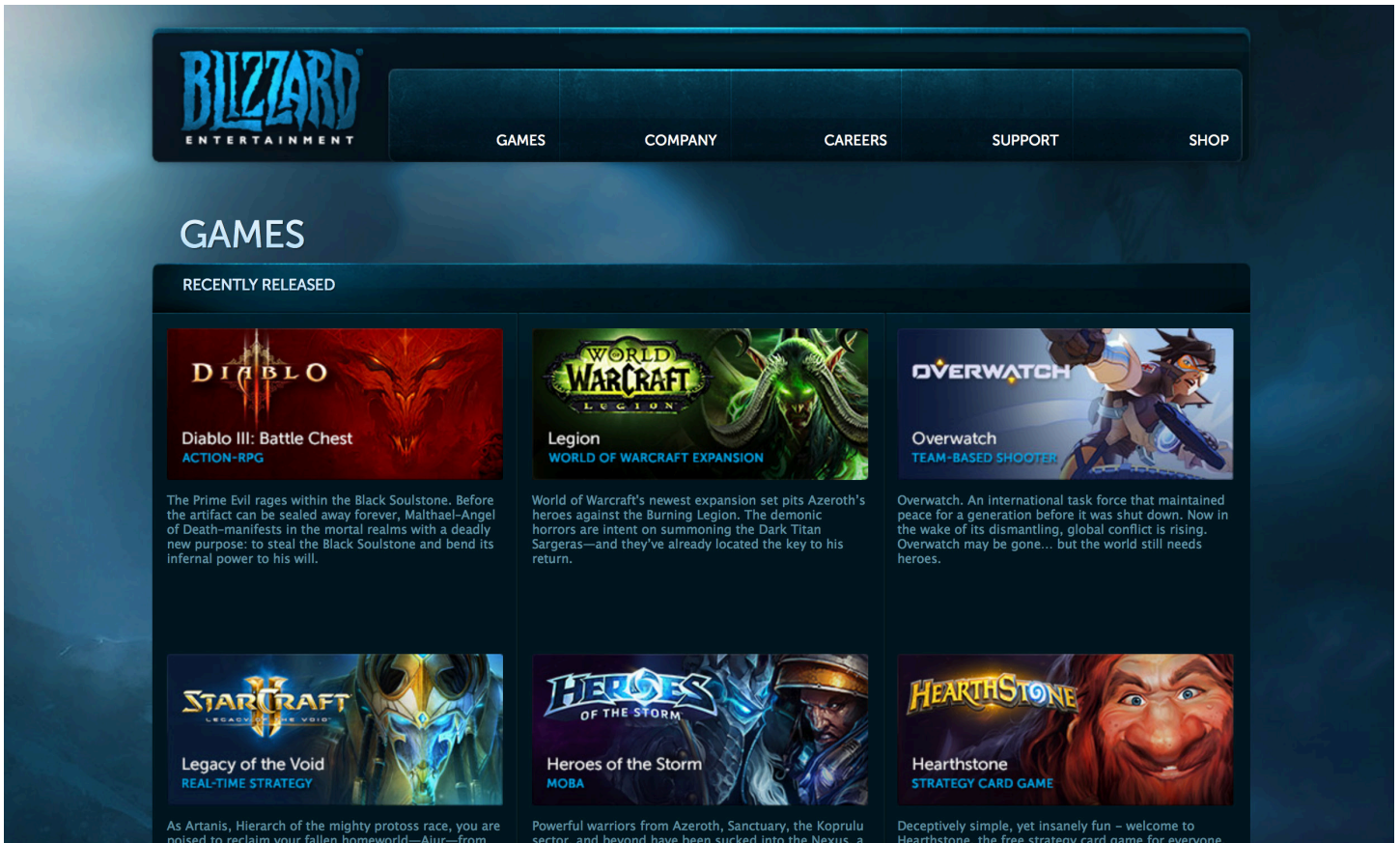# BLIZZARD GAMES WEBSITE RE-DESIGN

By: Michael Hussey

husseymc@miamioh.edu

THE PROBLEMS

1. The aesthetic of this page is not consistent with the rest of the Blizzard webpages. It's pretty grungy and looks almost outdated.

2. There is NO mobile site.

3. This is THE Blizzard games site. This is where your games should be celebrated, even bragged about. The small cards all aligned in rows communicates to the user that Blizzard games are insignificant and ordinary, which obviously they aren't.

THE SOLUTIONS
Desktop

Navigation bar is consistent with other Blizzard sites. This prevents the user from becoming disoriented while using the site.

The big, bold sans-serif titles communicate that Blizzard games are important. This idea is emphasized by the critic quotes.

The big blue buttons both are consistent with the other Blizzard sites and encourage the user to press them and learn more or buy the game.

Every piece of art follows the Rule of Thirds and are all from high-quality 3D renderings.

Each segment showcases a unique character, layout, and genre to emphasize that Blizzard games are creative and unique.

Overall, this layout more efficiently showcases and celebrates Blizzard games. Anyone who sees this site can immediately know the quality of Blizzard games.
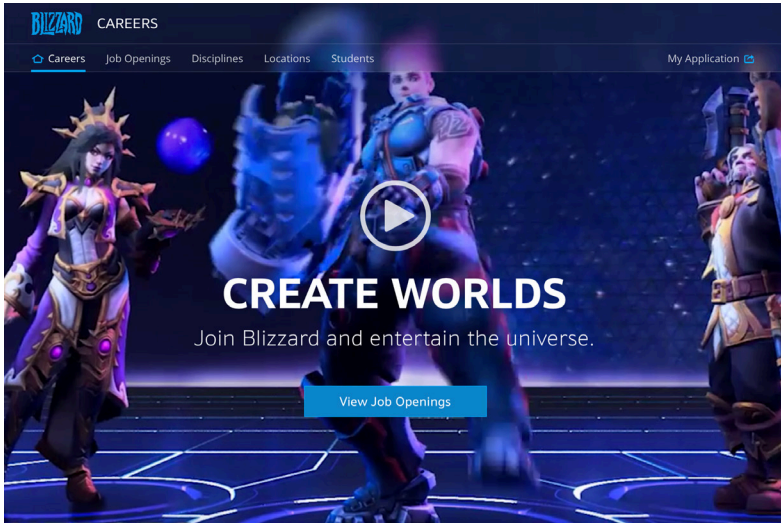
THE SOLUTIONS
Mobile
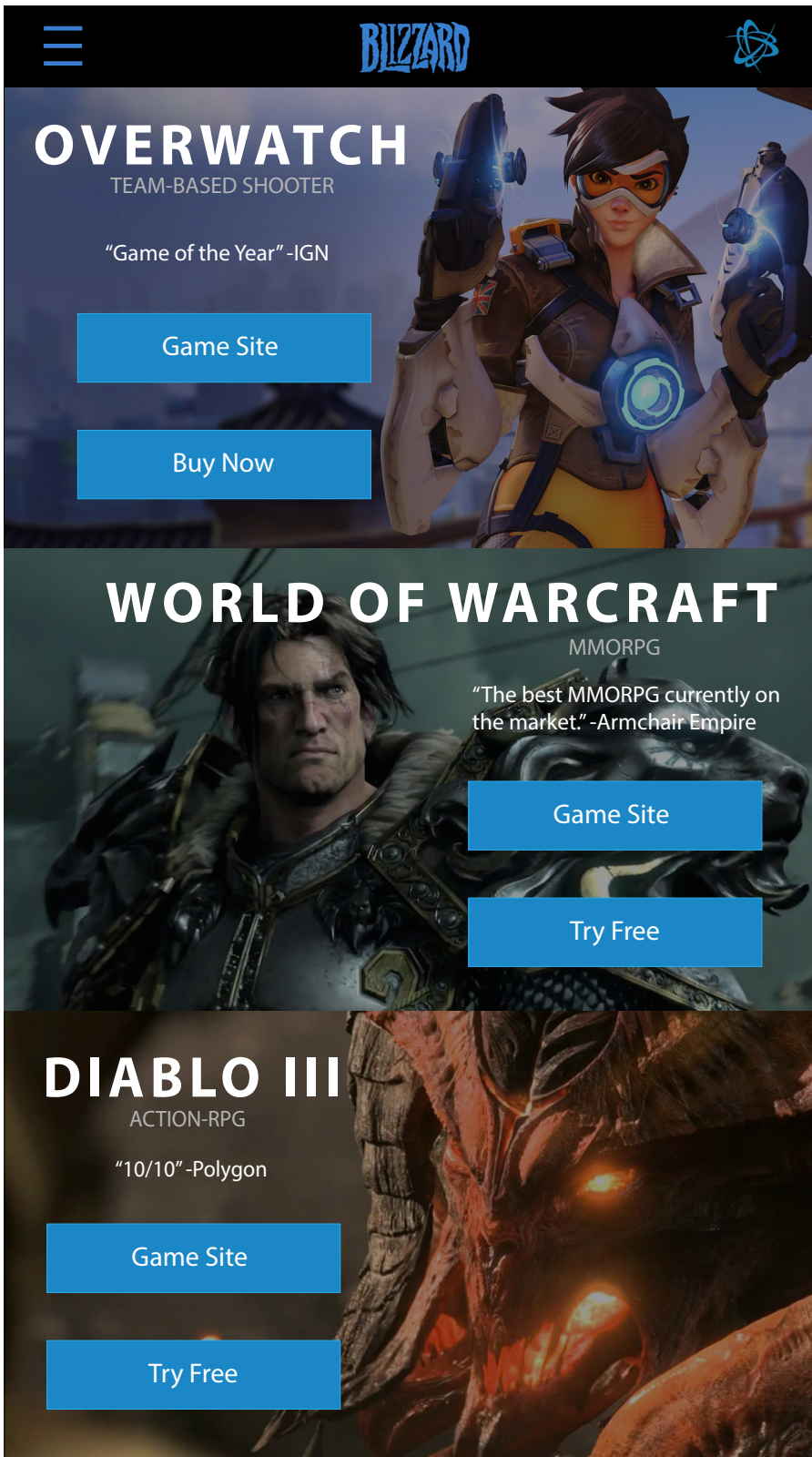
The mobile version of the site is similar to the desktop version so the user recognizes they're on the same site.

The "Hamburger Menu" and the Battle.net logo condenses the navigation bar without a loss in functionality.

The text and buttons are enlarged so they can be better used on a smaller screen.

REFERENCES

Blizzard Careers website, I used this as a reference to make the desktop navigation bar, as well as the large text and blue button.

Blizzard mobile homepage, I used this as a reference to make the mobile navigation bar. I also used this to make sure that the large text and buttons translate well on a small screen.