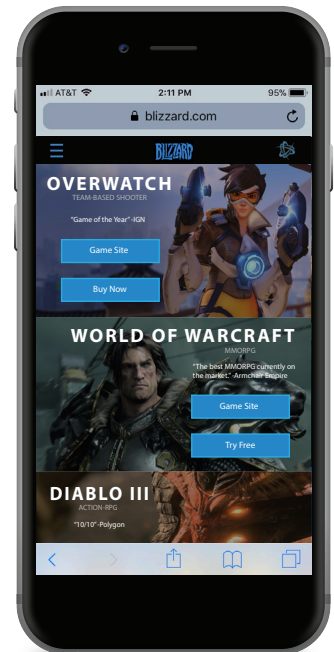
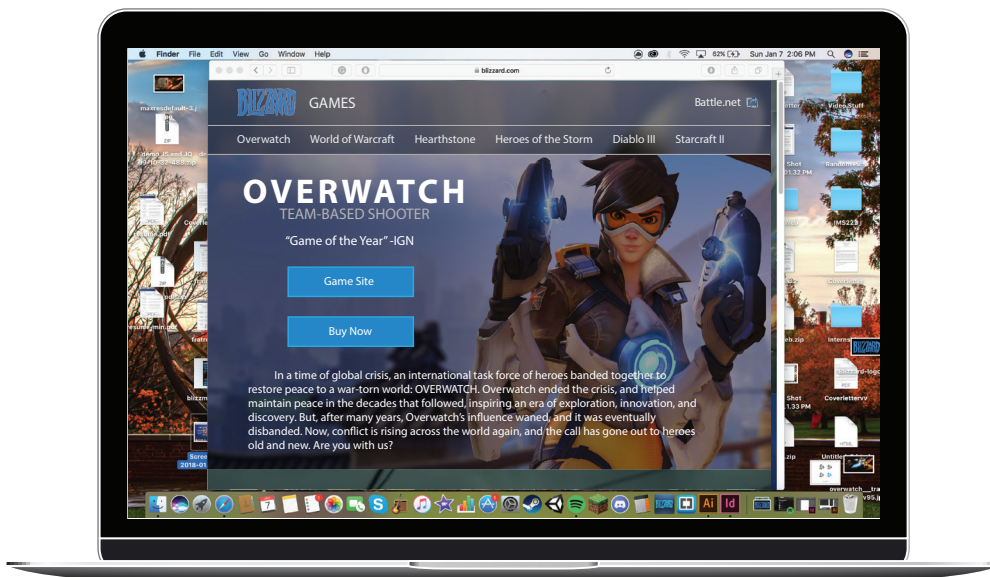


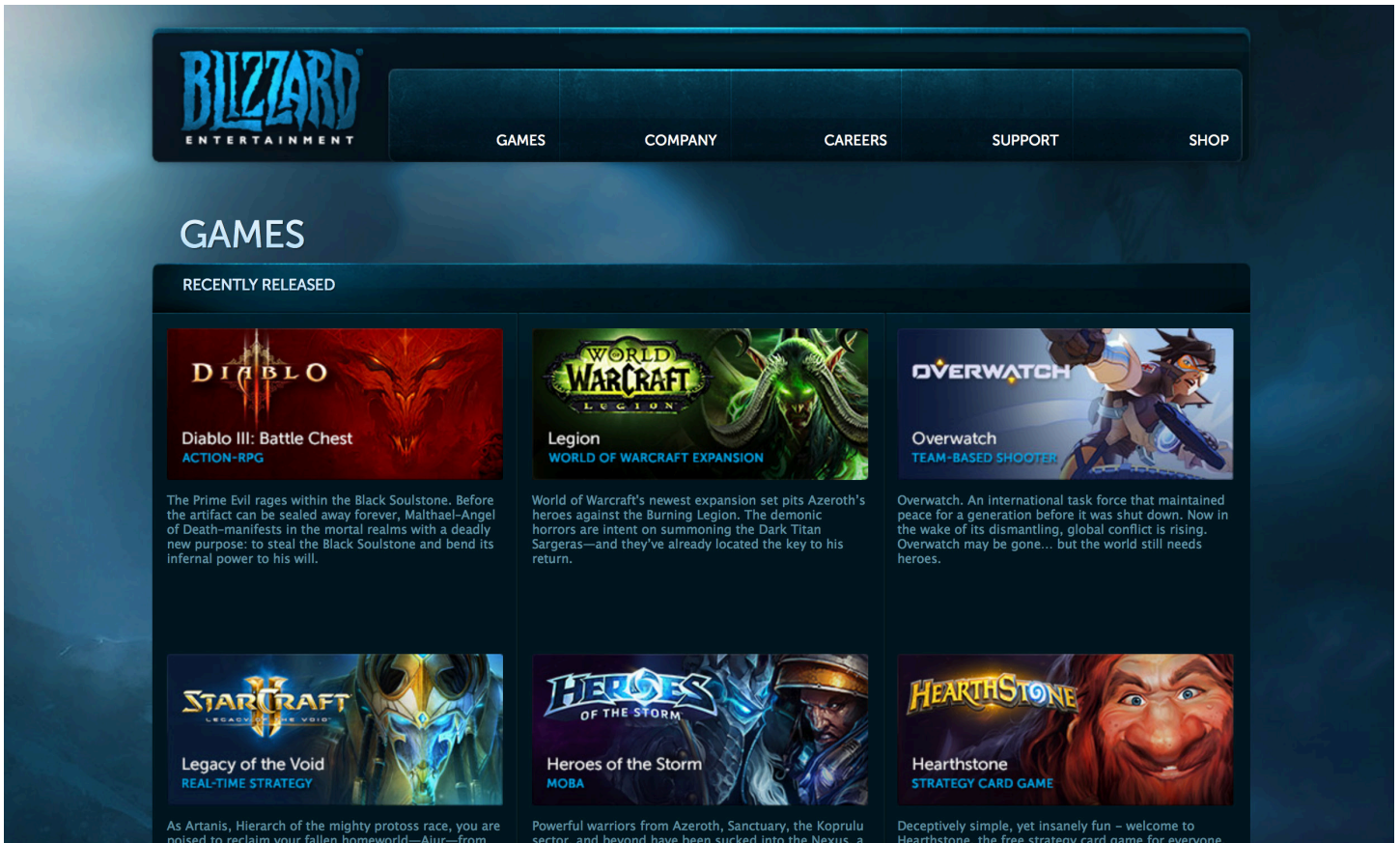
BLIZZARD GAMES WEBSITE RE-DESIGN

By: Michael Hussey



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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 It's pretty grungy and looks almost outdated.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

The screenshot shows the top navigation bar with the Blizzard logo, 'GAMES', and 'Battle.net'. Below it are links for 'Overwatch', 'World of Warcraft', 'Hearthstone', 'Heroes of the Storm', 'Diablo III', and 'Starcraft II'. The main content area features three game banners. The first banner is for 'OVERWATCH TEAM-BASED SHOOTER', featuring a character holding two pistols. The second banner is for 'WORLD OF WARCRAFT MMORPG', featuring a character in armor. The third banner is for 'DIABLO III ACTION-RPG', featuring a character in a dark, fiery environment. Each banner includes a quote, a game site link, and a 'Buy Now' or 'Play Free' button.

BLIZZARD GAMES Battle.net

Overwatch World of Warcraft Hearthstone Heroes of the Storm Diablo III Starcraft II

OVERWATCH

TEAM-BASED SHOOTER

"Game of the Year" -IGN

[Game Site](#)

[Buy Now](#)

In a time of global crisis, an international task force of heroes banded together to restore peace to a war-torn world: OVERWATCH. Overwatch ended the crisis, and helped maintain peace in the decades that followed, inspiring an era of exploration, innovation, and discovery. But, after many years, Overwatch's influence waned, and it was eventually disbanded. Now, conflict is rising across the world again, and the call has gone out to heroes—old and new. Are you with us?

WORLD OF WARCRAFT

MMORPG

"The best MMORPG currently on the market."
-Armchair Empire

[Game Site](#)

[Play Free](#)

The Tomb of Sargeras has been reopened, and the demons of the Burning Legion pour into our world. Their full, terrifying might is fixed on summoning the Dark Titan to Azeroth—and they've already located the key to his return. With the Alliance and Horde devastated, only you can take up Warcraft's most legendary artifacts, scour the ancient Broken Isles for relics of the Titans, and challenge the Legion before Azeroth's last hope dies. Steel yourself, champion. Extinction is imminent.

DIABLO III

ACTION-RPG

"10/10" -Polygon

[Game Site](#)

[Try Free](#)

No One Can Stop Death...The lords of hell rage within the Black Soulstone, their souls screaming for vengeance and release. Before the artifact can be sealed away forever, Malthael-Angel of Death manifests in the mortal realms with a deadly new purpose: to steal the Black Soulstone and bend its infernal power to his will. So begins the end of all things...

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.

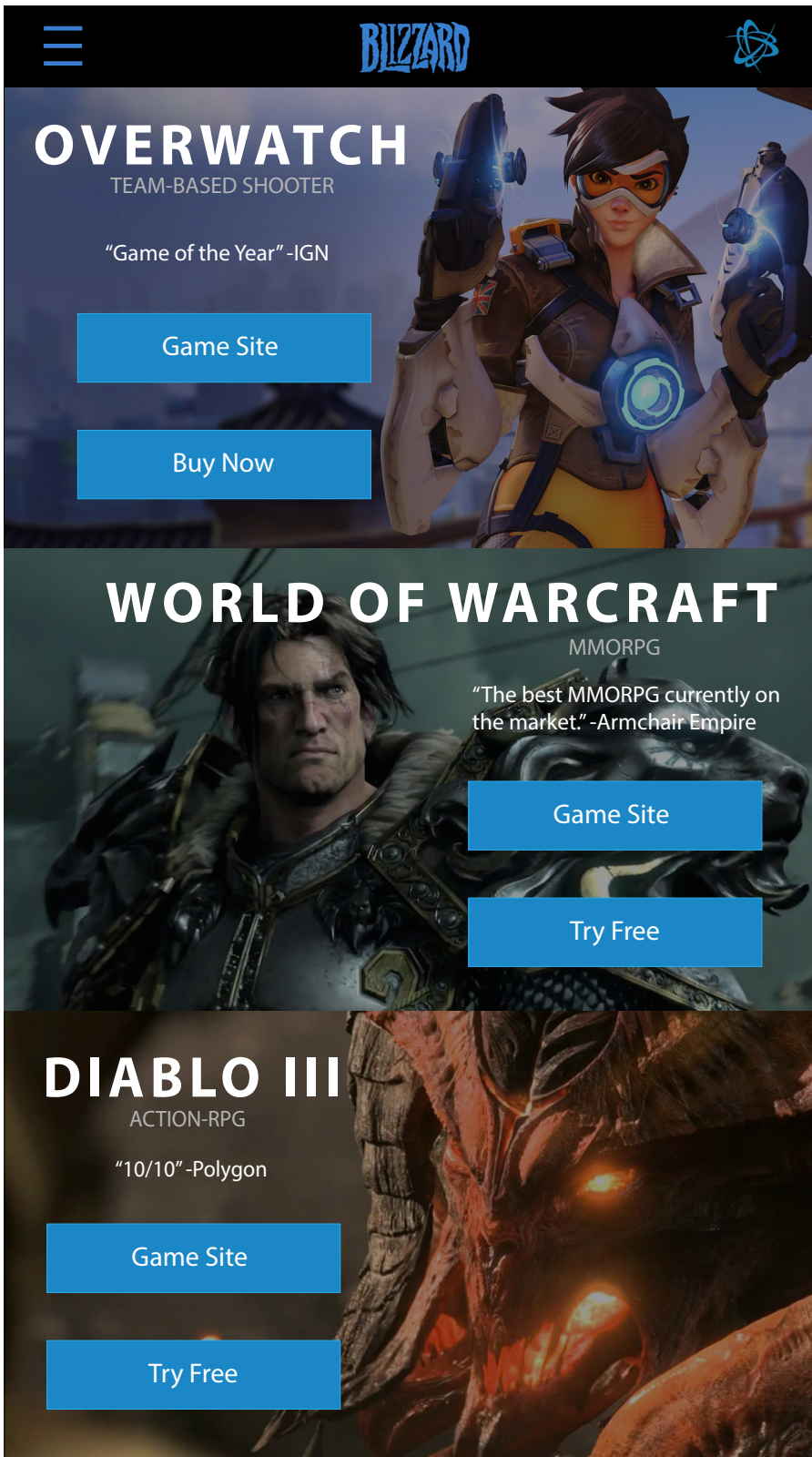
Every piece of art follows the Rule of Thirds and are all from high-quality 3D renderings.

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

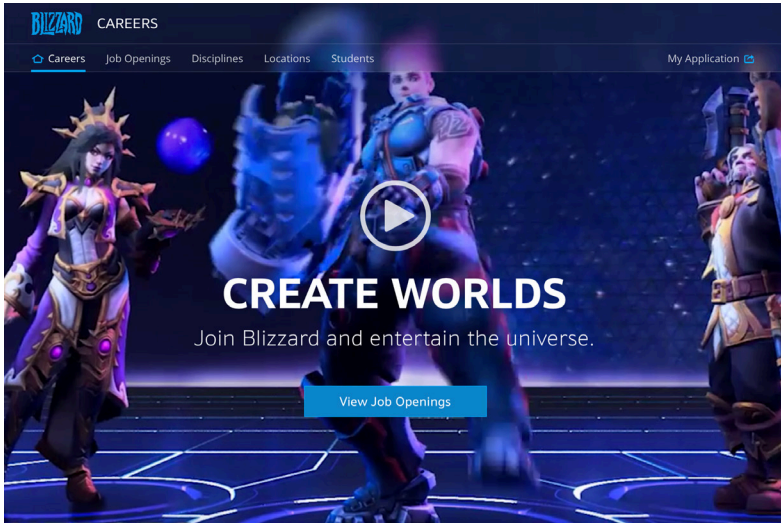


The mobile version of the site is similar to the desktop version so the user recognizes they're on the same site.

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.

