

On my first view of the CNN site, I was struck by the extraordinary level of informational noise. There is so much information of so many different kinds that a user may become overwhelmed. Therefore, my first choice for the home page is to limit what appears. When the page loads, users see a video box for the biggest story of the moment. They may choose to see a panel of four different stories, or to see links to text stories. To the right of the video box, there is a column for ad material. In the header on the index page, there is a menu for users to choose more in-depth news coverage. Below the main site content, there is a breaking news bar, as it appears on the current page. Smaller video links and headline links appear below this main section of the page, but they are much reduced in number.

Usability is increased by this new design because studies show that most visitors to the site are looking for a few stories – for the breaking news. This simpler design will give users a more concentrated view of the news, and thus give them more chance of exposure to the ad content. In addition, increased clicks to sub-pages will enable different ad content, thus increasing revenue.