Redesign
Rotten Tomatoes

Introduction

Rotten Tomatoes is a review aggregation website for movies and TV shows that attracts 26 M global visitors per month. It provides reviews from both the critics and the audience. Its current website tend to distract users by showing too much information with a complicated layout. By redesigning its home page and movie page, I aim to create a more natural flow of information and make the website easier to use for all the cinephiles.

User Research

| *What is the purpose of your visit to Rotten Tomatoes?*

From the surveys and online research, the results showed that most visitors are looking for reviews and rating when they visit Rotten Tomatoes. However, the overloaded information and unbalanced layout of the current website make it difficult to navigate.

| *First-time users' journey*

First impression/ Intuition → Information → Navigation → Videos/ Reviews

| *Regular users' journey*

Start Searching (skip all other information on the website) → Videos/ Reviews

Goals

1. Reduce the amount of information on the home page by creating a simple and intuitive navigation structure. By doing so, the users are encouraged to explore more content other than reviews.
2. Create comprehensible information and natural layout on the movie page that allows users to navigate and read a variety of review snippets with ease.

Design Elements

Colors

I keep yellow as the main color while adding dark blue and different shades of grey to create a more modern look.

Typeface

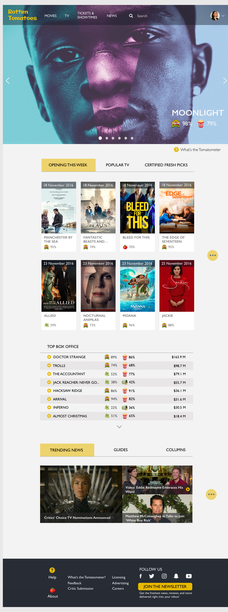
Rotten Tomatoes gives the users a feeling of young and fun. Thus, I chose Gill Sans that looks round and energetic, but still maintains a humanist feel.

Gill Sans Light

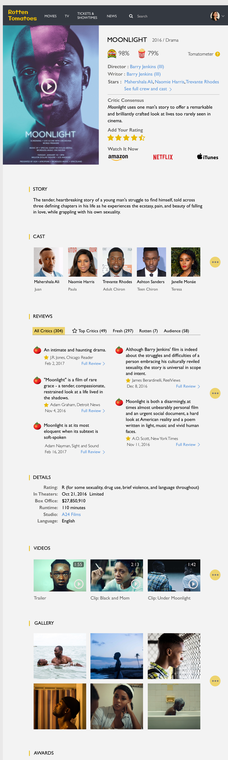
Gill Sans Regular

Result

Home Page



Movie Page



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