

GLOBOESPORTE.com

The new menu model to the GloboEsporte.com website

GOAL

Identify a new menu model, with 3 levels of depth, which provides the best navigation to the GloboEsporte.com website.

METHODOLOGY

An usability test was conducted with 4 menu models.

SAMPLE

15 people. 10 men, 5 women. Everybody navigates in the 4 menu models.

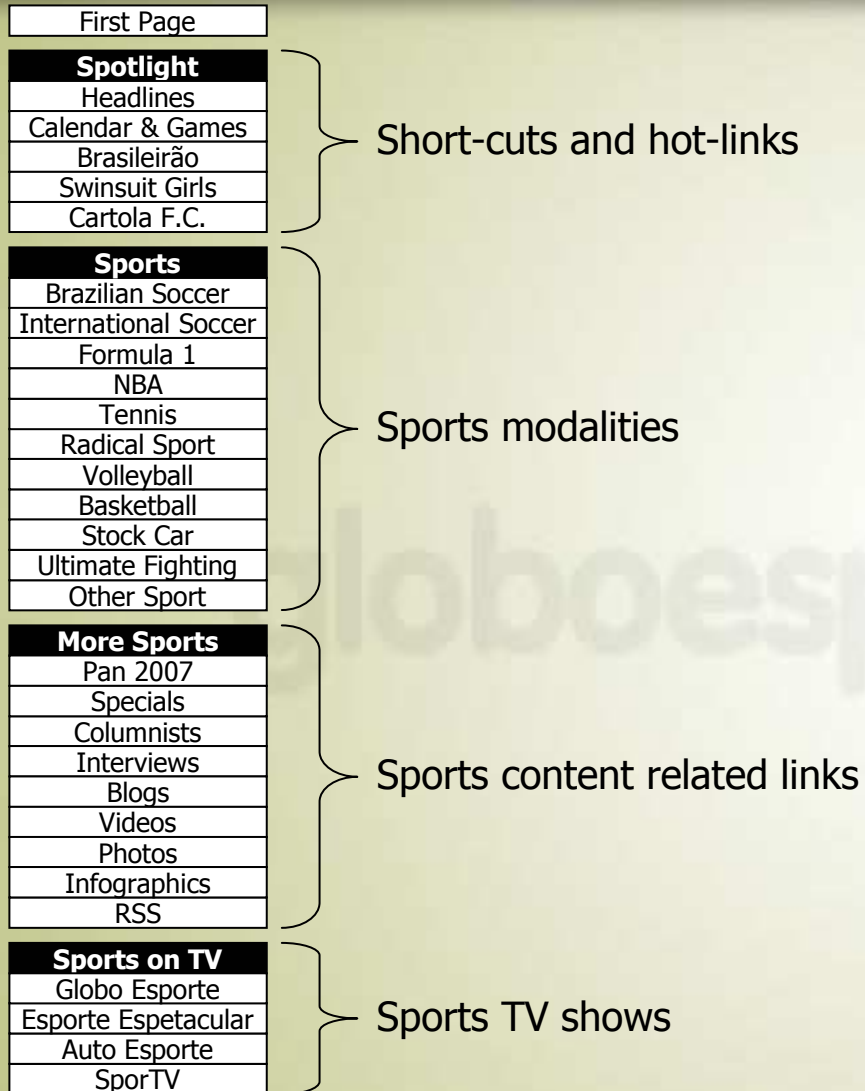
First Page	
Spotlight	Short-cuts and hot-links
Brasileirão	
Cartola F.C.	
Formula 1	
NBA	
Pan 2007	
Sports	Sports modalities
Basketball	
Motor Sport	
Radical Sport	
Soccer	
Ultimate Fighting	
Tennis	
Volleyball	
More Sports	Sports content related links
Blogs	
Calendar & Games	
Columnists	
Interviews	
Headlines	
Specials	
Multimedia	Multimedia area
Infographics	
Photos	
RSS	
Videos	
Sports on TV	Sports TV shows
Auto Esporte	
Esporte Espetacular	
Globo Esporte	
SporTV	

Before the usability test, some proposal to the menu organization was made.

In the first proposal, the links had been placed in an alphabetical sequence.

Menu main areas:

- Spotlight
- Sports
- More Sports
- Multimedia
- Sports on TV



In the second proposal, the sub-levels had been reduced and the links had been placed by the itens which has more access.

Menu main areas:

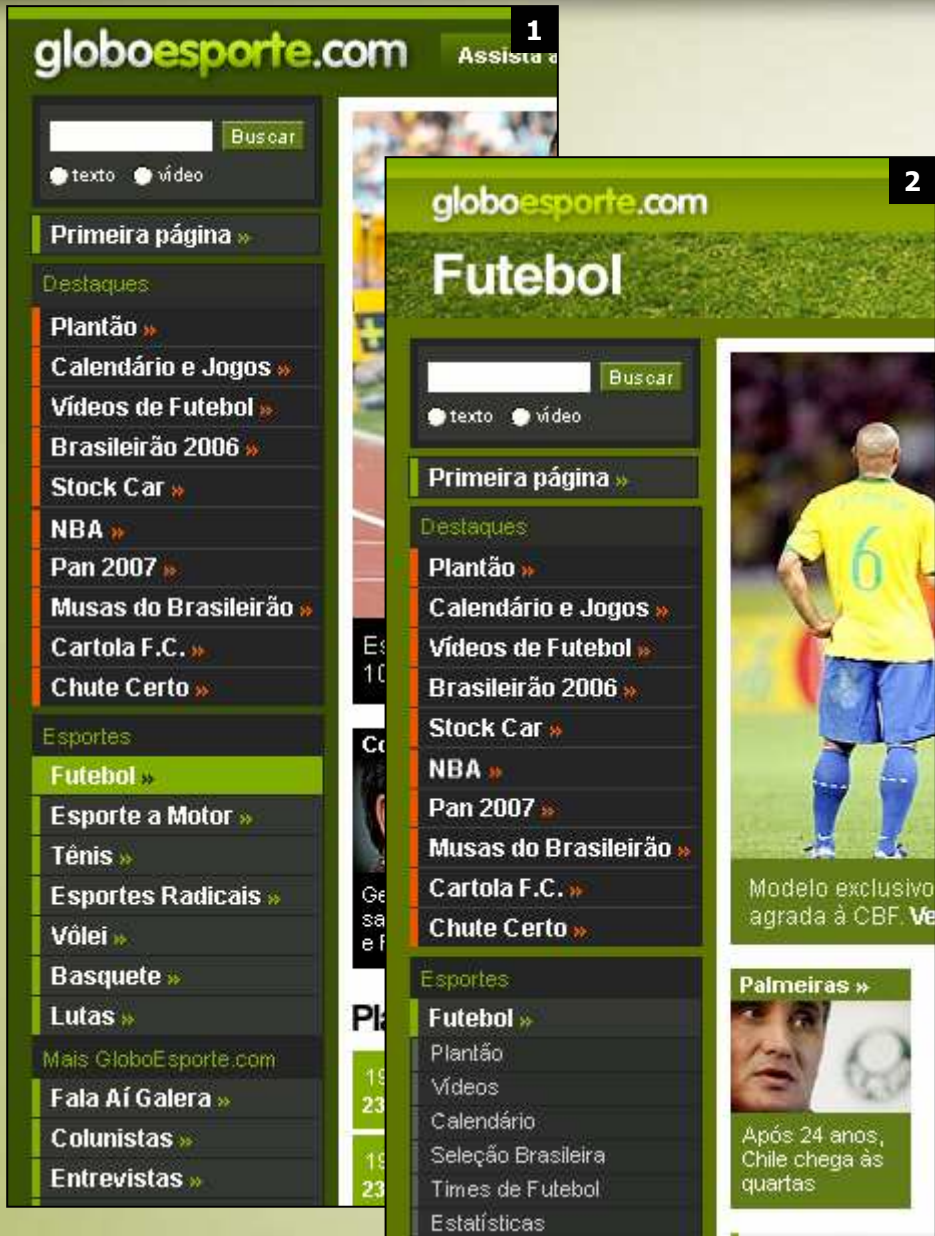
- Spotlight
- Sports
- More Sports
- Sports on TV

First Page	
Spotlight	Short-cuts and hot-links
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In the third proposal, the links had been placed by the itens which has more access.

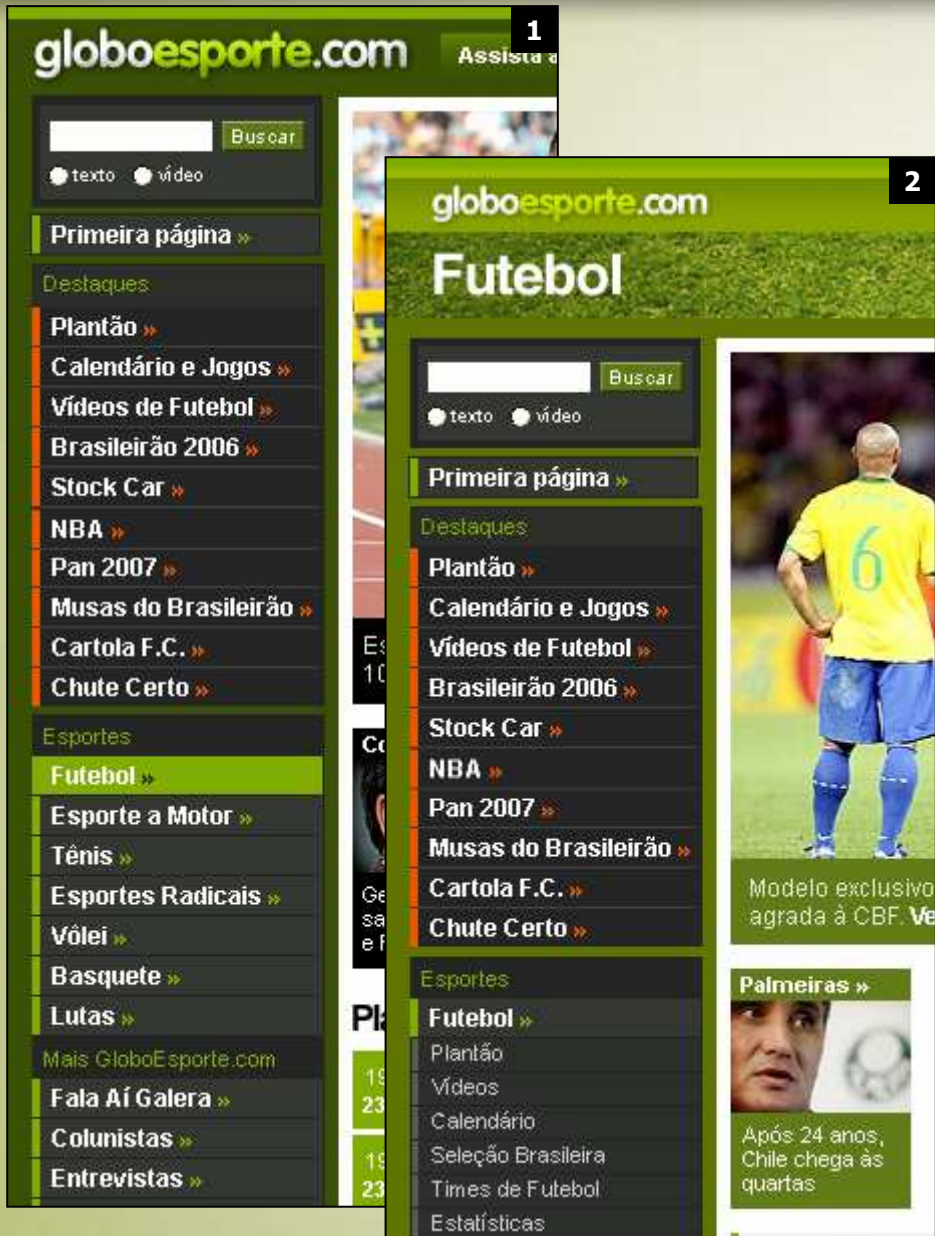
Menu main areas:

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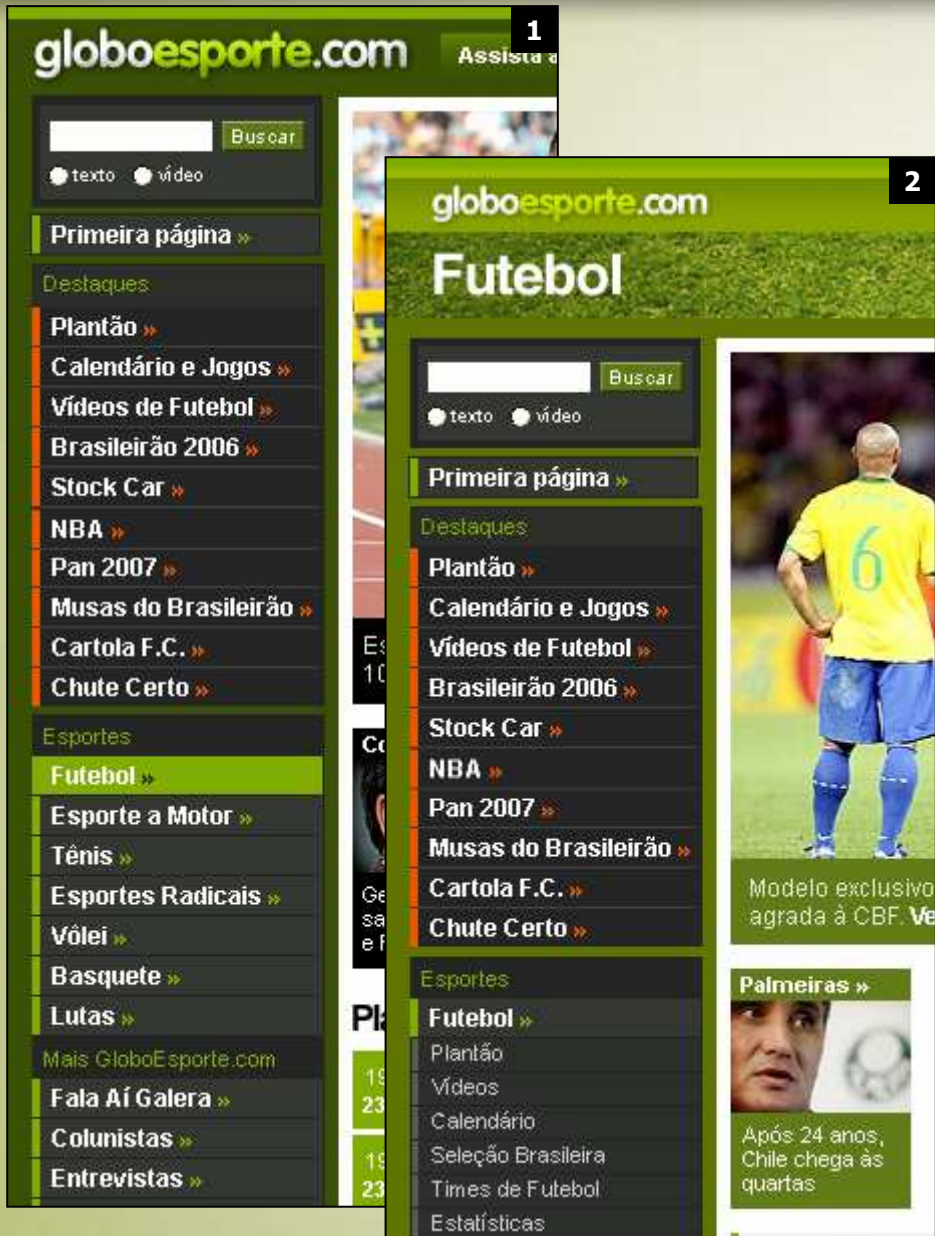
CURRENT MENU MODEL

- A single click on the item loads a new page and also displays the menu sub-items.
- The menu is understandable on the first level.
- The menu doesn't benefit navigation between other levels (second and third level).



CURRENT MENU MODEL

- The new page loading when clicking on the first level item turns the user's attention away from the menu towards the page.
- When the user's intention is to find a second level page, the new page loading confuses the user.



CURRENT MENU MODEL

- Many users doesn't find the second level items in the menu and affirm that they should be in the menu.



CASCADE MODEL

- No clicks are necessary to view the sub-items.
- The navigation between levels is favored through this menu.
- This model offers some difficulties to handle - not every user has total control over the menu and it takes a couple of tries to click on the desired item.



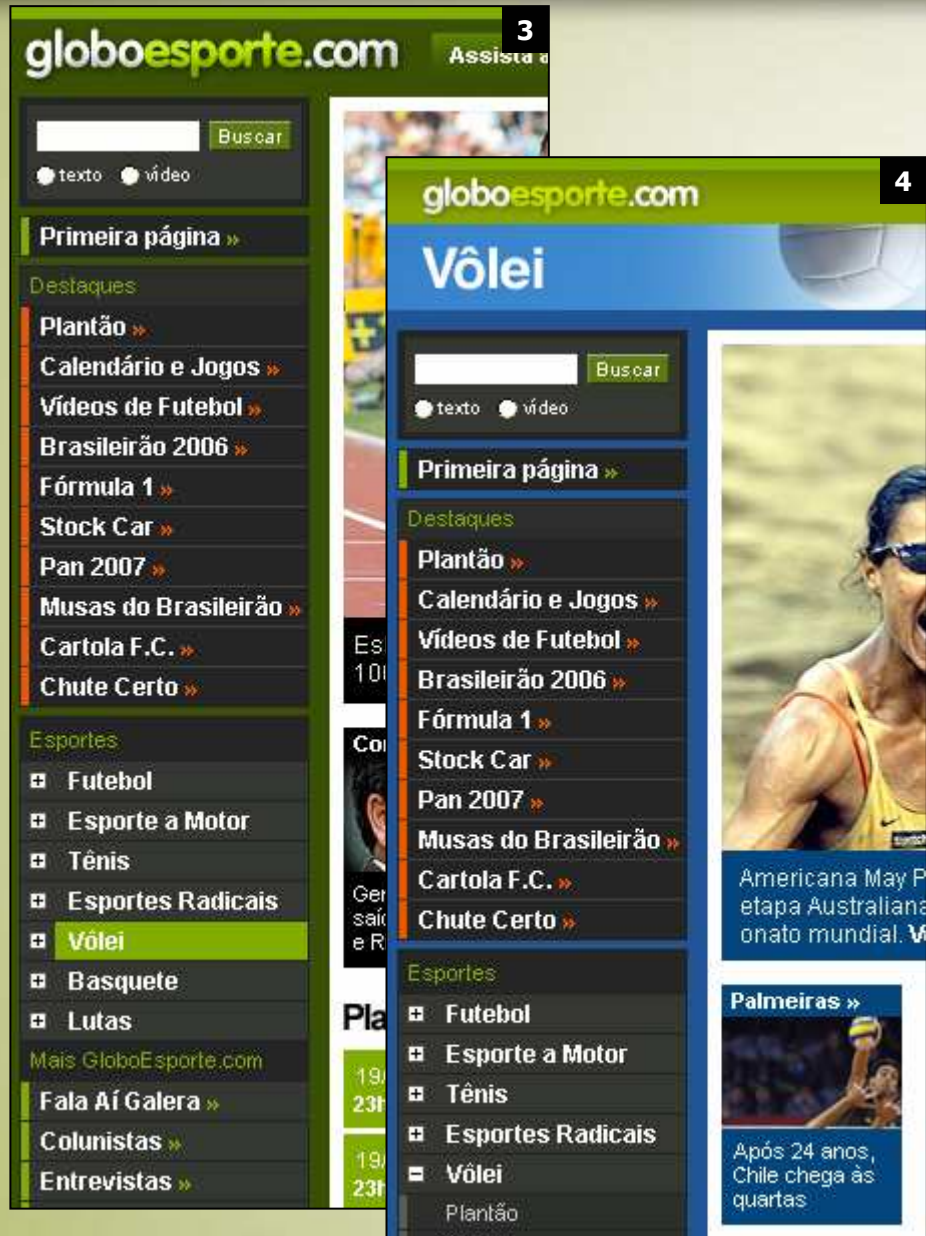
CASCADE MODEL

- This model offers some difficulties to realize that the item that opens sub-items doesn't have a link. To open the item's home, the user must click on the sub-item called "Initial Page".



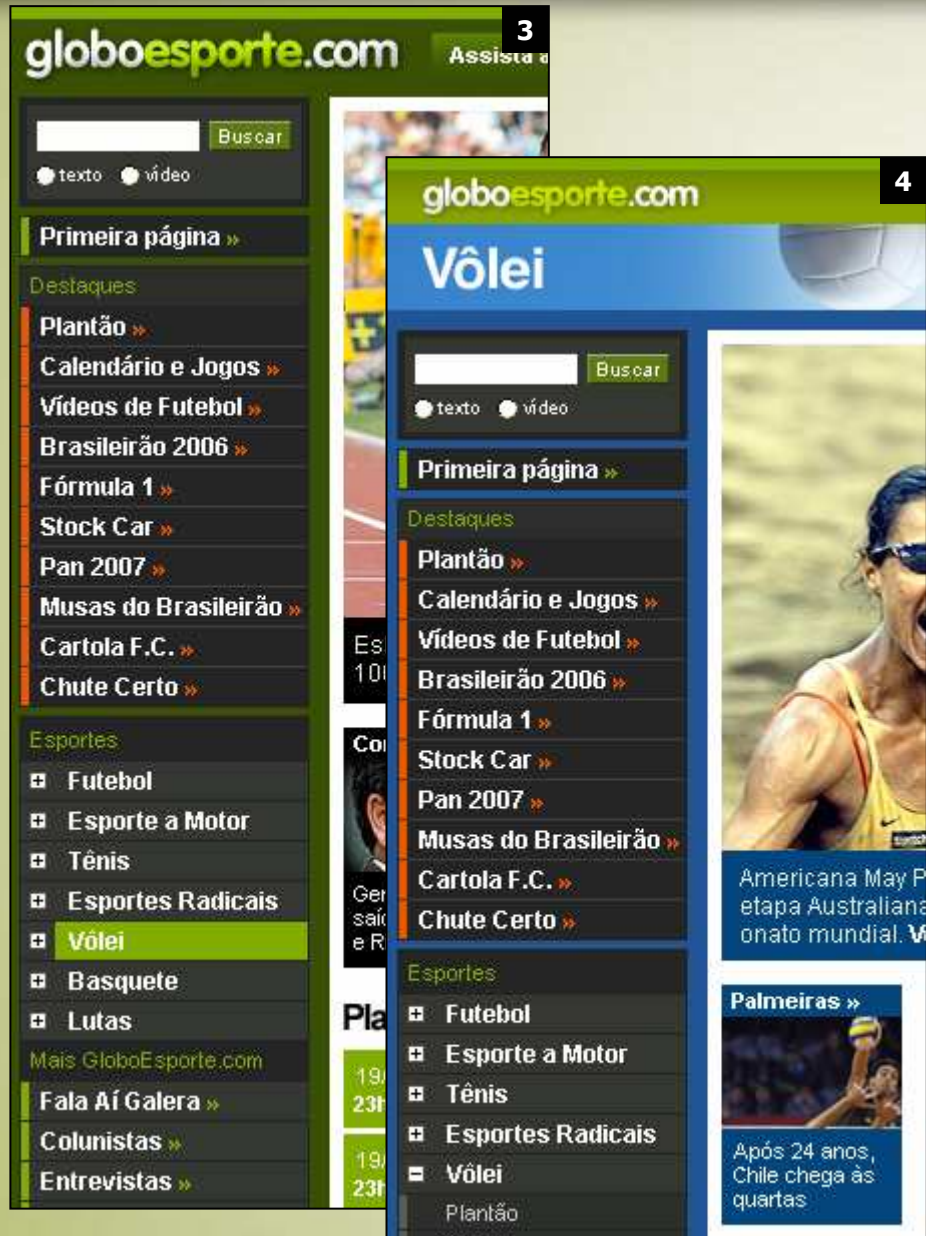
TREE VIEW MODEL

- The click over the "+" shows the menu sub-items.
- The click over the word loads a new page and also shows the menu sub-items.
- The menu is understandable on the first level.
- A few people realize that the click over the "+" is different from the click over the word



TREE VIEW MODEL

- Most people only click over the word.
- This menu model doesn't favor the navigation between levels (through the menu).
- The new page loading (click over the word - first level item) doesn't favor the navigation between other level itens (the user turns his attention to the page).



TREE VIEW MODEL

- Many users don't find the second level items in the menu and affirm that they should be in the menu.



“GOOGLE ANALYTICS” MODEL

- The click over the itens shows the second level sub-items and doesn't load the correspondent page.
- The click over the item shows the third level sub-items and does not load the correspondent page.



“GOOGLE ANALYTICS” MODEL

- This is the menu model that presented the best user performance (the user’s attention does not turn from the menu to the page).
- This model favors the navigation and perception of navigation between other levels (second and third level).



“GOOGLE ANALYTICS” MODEL

- Everyone used this model with easiness.
- Everyone navigated in the second and third levels through this menu.
- The users attention is not turned to the page favoring the navegation through this menu.

The image shows a screenshot of the globoesporte.com website. On the left, there is a vertical navigation menu with the following items: Esportes, Futebol (with a sub-menu), Fut. Internacional 2006, Estaduais 2006, Copas 2006, Musas do Brasileirão, Cartola F.C., Promoção Chute Certo, Vai e Vem do Mercado, Fala aí Galera, Esporte a Motor, Tênis, Esportes Radicais, Vôlei, Basquete, Lutas, Mais GloboEsporte.com, Fala Aí Galera, Colunistas, Entrevistas, Matérias Especiais, and Promoções. The main content area features a news article titled "Corinthians" with a sub-header "Geninho admite saídas de Nery e Ricardinho". Below the article title, there is a "Plantão" section listing various sports events with dates and times, such as "Internacio 19/06 23h58" and "Libertador 19/06 23h58".

“GOOGLE ANALYTICS” MODEL

- To open the item’s home, the user must click on the sub-item called “Initial Page”.

GENERAL CONSIDERATIONS

- **Spotlight area:** efficient. Many users search for the wanted items in this part of the menu.
- **Multimedia area:** efficient. Most users located the videos homepage using this part of the menu.

NEXT STEPS

The GloboEsporte.com website team is now working to develop and implement the "Google Analytics" menu model, based on the usability test users, one of the four tested alternatives.

Thank you! :-)

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