

Jenna's Goals

- Fight aging
- Learn about methods and products that will help her optimize her health
- Don't waste her time on things that don't work
- Connect with and learn from others who are also interested in health

Jenna's Goals organized by content

Fight aging

- Quiz on exercise habits
- Quiz on aging
- Video interview with a male senior citizen who just completed a marathon
- Video featuring a doctor discussing how to reduce inflammation
- Instructions on how to do a sequence of yoga poses
- Article on aging gracefully
- Article on skin care

Learn about methods and products that will help her optimize her health

- Quiz on exercise habits
- Quiz on aging
- Testimonial from a man whose energy has improved based on advice from Healthorama.com
- Testimonial from woman who started doing yoga after reading Healthorama.com
- Video featuring a doctor discussing how to reduce inflammation
- Instructions on how to do a sequence of yoga poses
- Recipe for a healthy summer salad
- Instructions for a fun, healthy game to play with kids
- Article on aging gracefully
- Article on skin care
- Article on the pros and cons of low-car diets

Don't waste her time on things that don't work

- Quiz on exercise habits
- Quiz on aging
- Testimonial from a man whose energy has improved based on advice from Healthorama.com
- Testimonial from woman who started doing yoga after reading Healthorama.com
- Article on aging gracefully
- Article on skin care
- Article on the pros and cons of low-car diets

Connect with and learn from others who are also interested in health

- Video interview with a male senior citizen who just completed a marathon
- Testimonial from a man whose energy has improved based on advice from Healthorama.com
- Testimonial from woman who started doing yoga after reading Healthorama.com
- Video featuring a doctor discussing how to reduce inflammation

Healthorama Homepage Annotations

Color

- Kept with Healthorama's style sheet by selecting orange #cc6600 (somewhere between calming and exciting)
- Monochromatic color scheme

Header

- Placed the company logo in the obvious and conventional space, upper left
- Left space for a banner ad to fund the site (currently Blue Cross Anthem)
- Only left enough space for one ad so Jenna doesn't feel inundated with "commercial" messages that might undermine the credibility of the site, i.e., **don't** want Jenna to ask, "is this a PR or pharmaceutical funded site?" or "should I trust this site?"
- Added tagline to help pass the "Trunk Test"
- Tagline uses the word "younger" instead of "healthier" to set this site apart from other health sites and to attract Jenna by appealing to her primary goal of looking younger/fighting aging
- Standard search box, I think this would be required for site with lots of content, such as articles on health and aging

Navigation

Worked through all the card sorts from the 9 participants (the 8 provided plus my own card sort) and came up with a list of 7 global links, arranged the links in order of Jenna's priority, moving left to right - Also, started with link names like, Health Articles, Health Tips but dropped the word health since I think it is superfluous in the context of a health website

- Home
- Articles
- Tips
- Testimonials
- Quizzes
- Wellness
- Contact

List of Contents

Home (made this link bright orange as a visual cue to better answer "where are we within healthorama.com," other global links would follow suit)

- Welcome blurb
- Teasers to current articles and videos
- Tip of the Day (tips focus on looking younger but never come right out and say it)

Articles

- Article on aging gracefully
- Article on skin care
- Article on the pros and cons of low-carb diets
- Article on the best vitamin supplements for men
- Article on important medical tests for women in their twenties

Tips

- Video featuring a doctor discussing how to reduce inflammation
- Instructions on how to do a sequence of yoga poses
- Recipe for a healthy summer salad

- Instructions for a fun, healthy game to play with kids

Testimonials

- Video interview with a male senior citizen who just completed a marathon
- Testimonial from a man whose energy has improved based on advice from Healthorama.com
- Testimonial from woman who started doing yoga after reading Healthorama.com

Quizzes

- Quiz on exercise habits
- Quiz on aging
- Poll on spirituality

Wellness (this caused the most delay since it is an important subject yet there was nothing there that would have any relevance to Jenna's group, assuming the content is fixed, I had to move it to the right of the nav bar)

- Wellness Guide for Teenagers
- Wellness Guide for New Moms
- Wellness Guide for Seniors

Contact

- Map to the healthorama.com offices
- Contact information for healthorama.com
- Investment information about healthorama.com

Content/Main Body

Primarily filled with teaser visuals which serve Jenna's main goals of fighting aging (Skin Care & Keep Those Pounds Off), methods and products (Cosmetics that Work), Don't waste her time (Top 10 Healthiest Foods), Learn from others (Senior Fitness)

Pictures also provide good visual cues, which also serve the "Trunk Test"

Footer

Understated, small print, such as copyright and medical disclaimers

search

home

articles

tips

testimonials

quizzes

wellness

contact

Keep those Pounds Off

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Top 10 Healthiest Foods

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Senior Fitness

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Cosmetics that Work

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Welcome

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Tip of the Day: *Skin Care*

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