okcupid

Navigation & Template Redesign

Me

(Andrew Fiorillo)

My Role in the Project

- Project Management
- Strategy
- UX Design
- UI Design

Project Goals

- Improve navigation organization
- Reconsider ad placement on the site
- Pave the way for future redesigns of core site features
- Update style and decrease visual noise

State of OkCupid Early 2015

Nationwide Insurance
IN THE NATION, SAFE DRIVING IS REWARDED.
Experience the member difference.
Get a free online auto insurance quote.
GO

okcupid

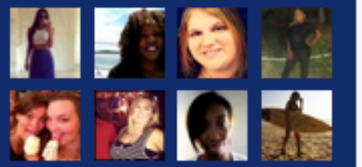
Matches 3
Messages
Visitors 9
Quickmatch 9
Events

Complete your profile
Answer 50 Match Questions

You might like
Answer questions to unlock

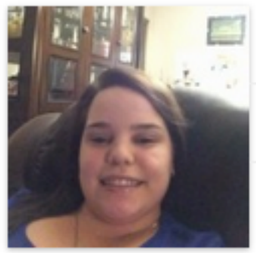
Answer 50 Answer 75

You recently visited



Welcome!

Matches & Activity



47% Match
24% Friend
57% Enemy

ClaudiaA92
21 · Hialeah, FL

46% Match
18% Friend
55% Enemy

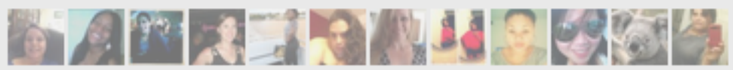
Ejay1015
24 · Miami, FL

51% Match
30% Friend
60% Enemy

chrank
30 · Miami, FL

meg8924
24 · Hollywood, FL

Improve matches



See more matches

Recent Activity

Tatterdemali0n explained her answer publicly

Could you live a life full of traveling?

A: Yes

"Dream life. I never want to be home."

im0kaytrustme edited her profile

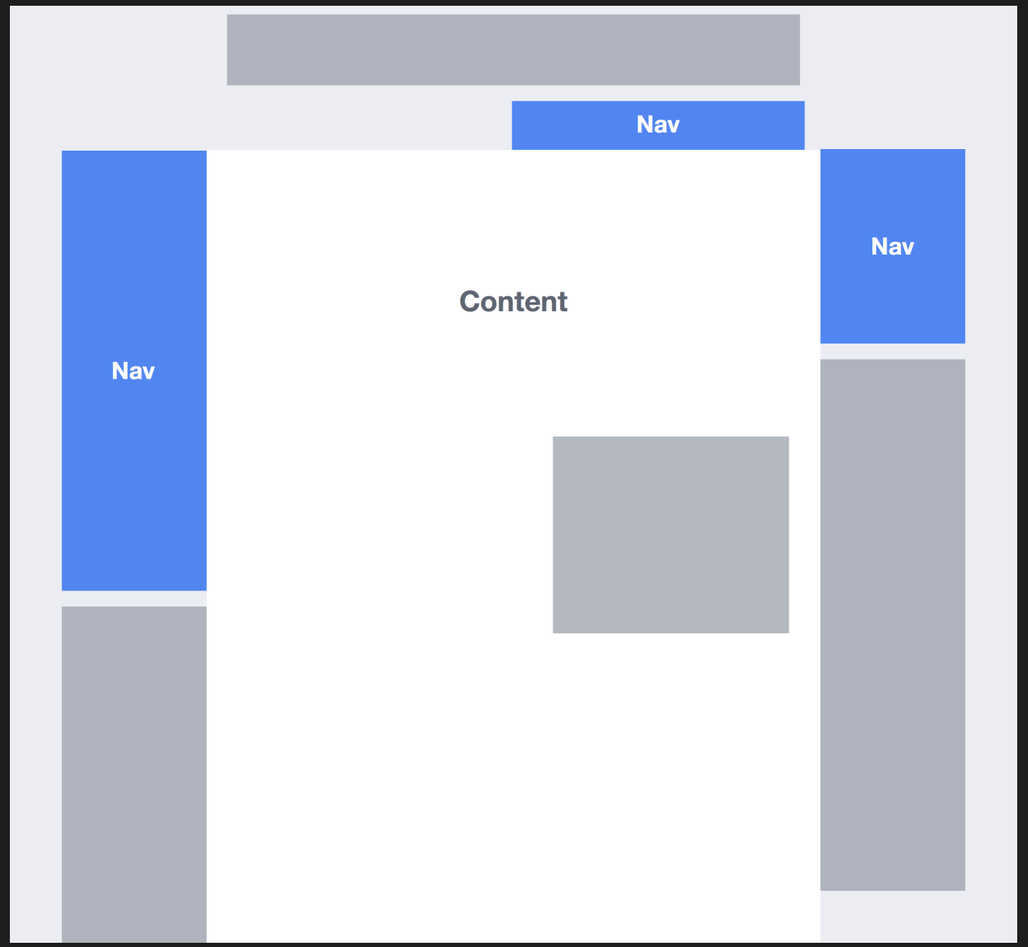
To
paying bills
with your smartphone
serve

Increase your visibility

Promote me

Add photos

FACILITY SAFETY
Get help keeping your facility safe and in compliance.



Layout

Primary site links and features were split up into 3 areas of the page, surrounding the main content. This limitation made larger changes to individual pages more difficult.

Visual Complexity

The site was crowded with many competing elements. This made the site harder to navigate, and harder to focus a user's attention on important actions.

Disorganized Navigation Structure

Left

Browse Matches	Messages	Quickmatch	Visitors	Events	Profile Progress	Recently Visted	You Might Like
Search	Received	Quickmatch	Visited You	Events List		3 Users	8 Users
Bookmarks	Sent	Likes You	You Visited	My Events			
	Drafts	You LIke					

Top

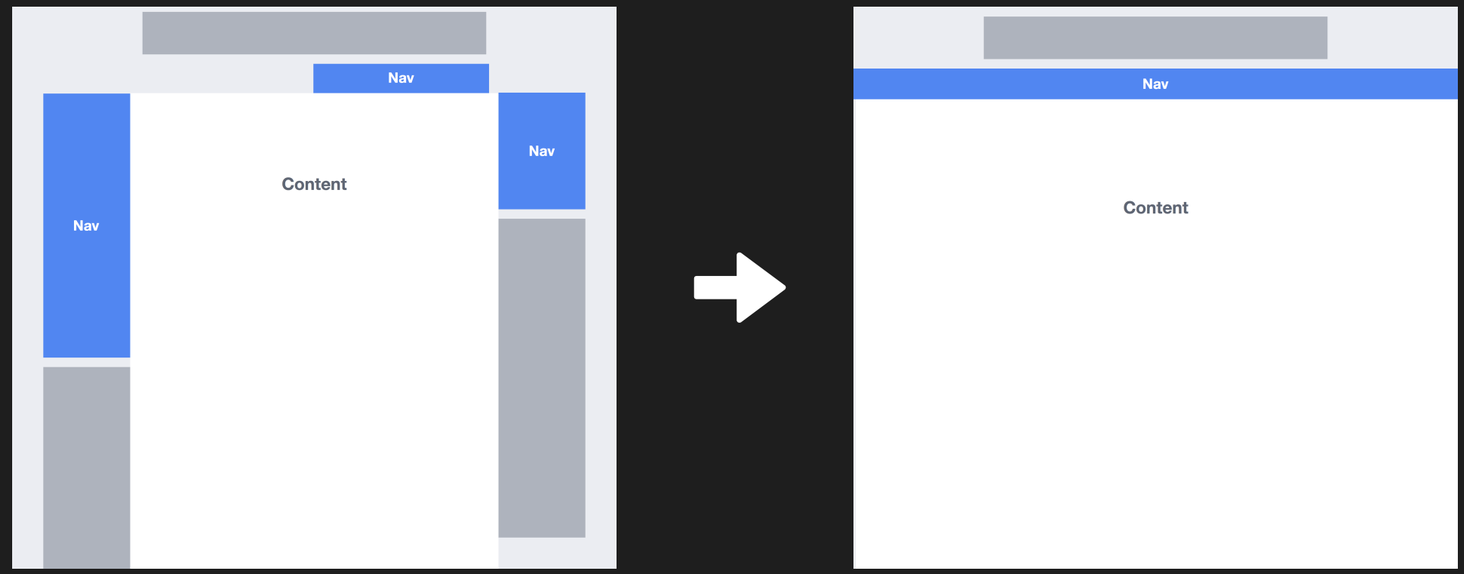
User Search	Profile	Settings	Sign Out	Join A-List

Right

Profile Avatar	Boost	Photo Upload

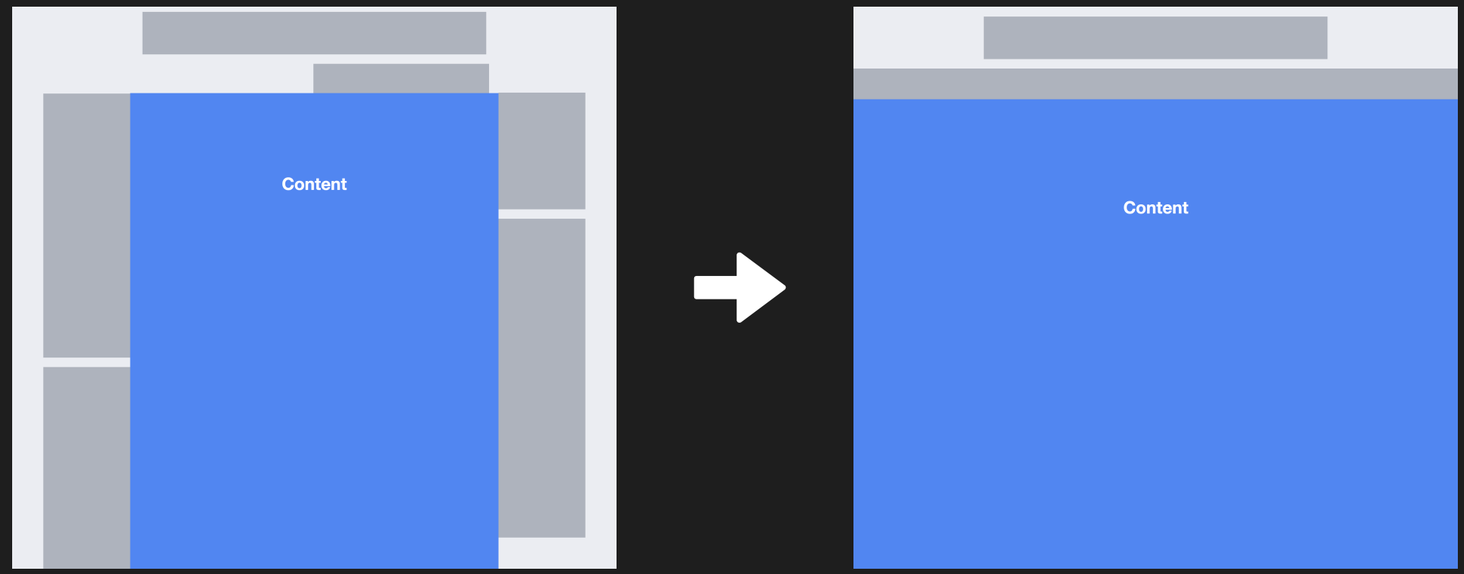
What did we do?

One Area for Navigation



We decided a single top navigation would unify the disconnected layout. It also freed up a lot of real estate below, to be used as we continued to redesign various core pages of the site.

Scaling Up



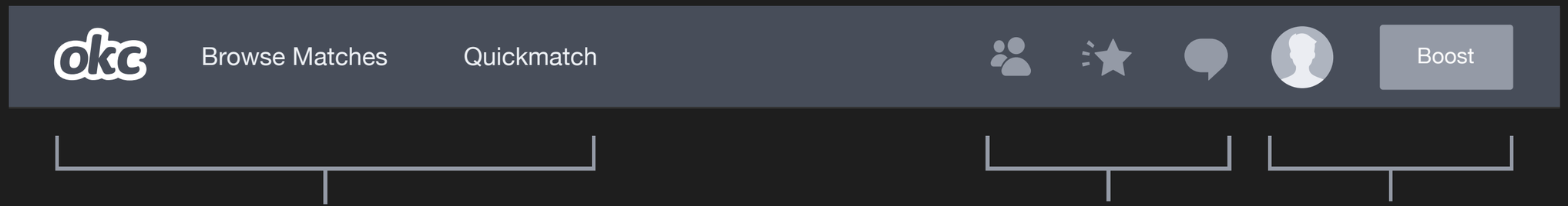
With the clutter out of the way, the extra space gave us a chance to rethink the design of each page. We've subsequently shipped a variety projects that benefitted from the new format.

Reorganized Navigation Structure

Matches	Quickmatch	Visitors	Likes	Messages	Profile Menu	Boost
		Visited You	Likes You	Received	Profile	
		You Visited	Mutual Likes	Sent	Bookmarks	
			You Liked	Drafts	Settings	
					Sign Out	
					A-List	

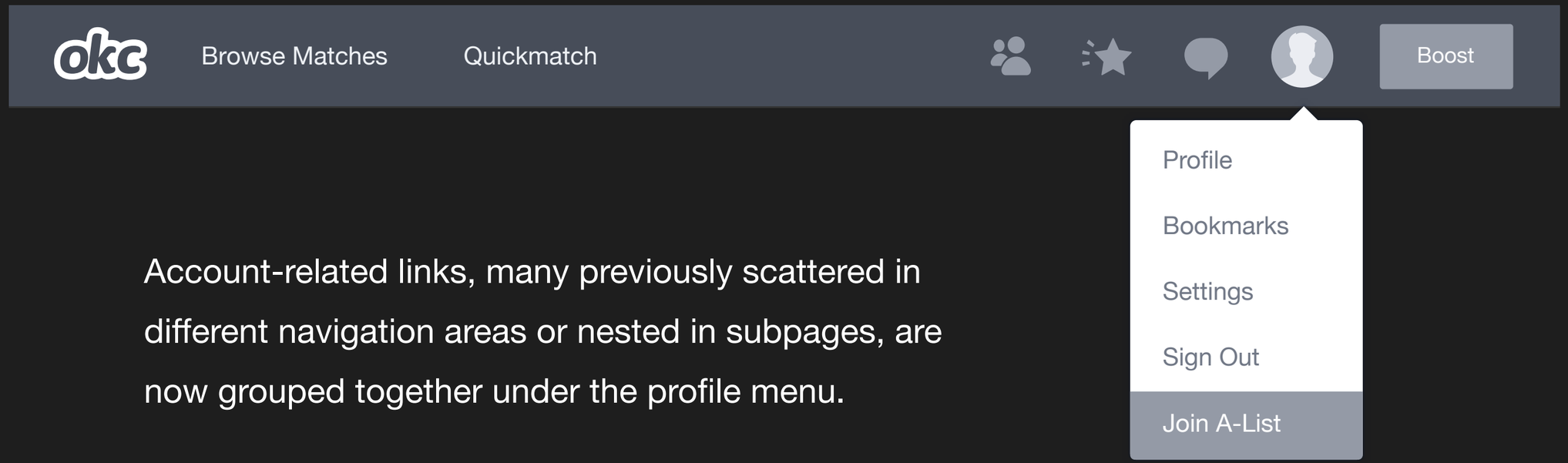
Reconsidering the navigation structure allowed us to prune unnecessary links and features. It also opened the door for new opportunities. We promoted “Likes” to the top level, and under it introduced a “Mutual Likes” page, something we’d been wanting to add for a long time.

Navigation Grouping



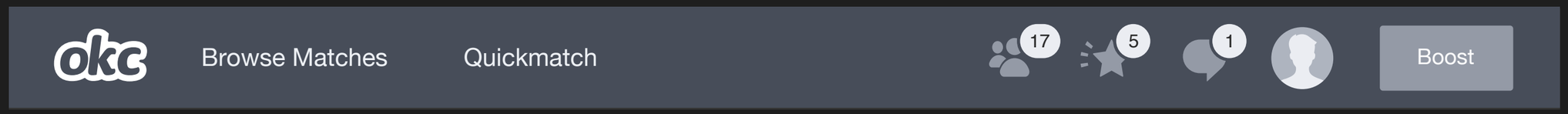
The different navigation elements were organized by function. Discovery pages, where people can find and interact with each other, were grouped on the left. All incoming interactions (Visitors, Likes, and Messages) were grouped on the right. And on the far right we placed all things related to your own profile or account.

Profile Menu

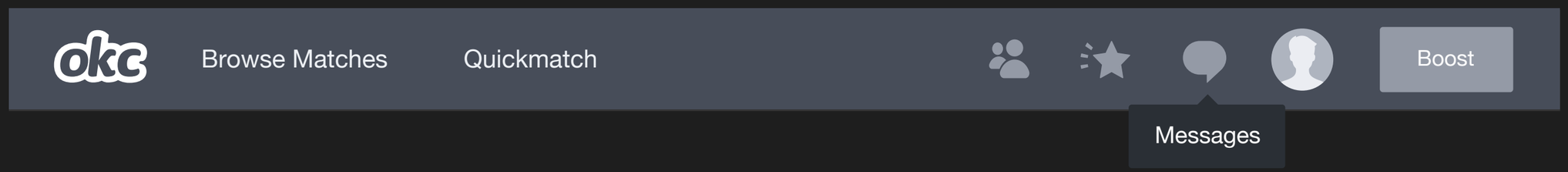


Account-related links, many previously scattered in different navigation areas or nested in subpages, are now grouped together under the profile menu.

Notifications



Tooltips



Visual Design Explorations

okc Browse Matches Quickmatch Join A-List 1 4 6 Boost

okc Browse Matches Quickmatch Boost

okcupid Browse Matches Quickmatch Boost

okcupid Browse Matches Quickmatch Boost

1 1 6 1 1 6 1 1 6 1 4 6

okcupid Browse Matches Quickmatch Boost

huntingjackalope
23 • Brooklyn, NY
91% Match | 3% Enemy

huntingjackalope
23 • Brooklyn, NY
91% Match | 3% Enemy

huntingjackalope
23 • Brooklyn, NY
91% Match | 3% Enemy

huntingjackalope
23 • Brooklyn, NY
91% Match | 3% Enemy

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91% Match | 3% Enemy

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91% Match | 3% Enemy

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23 • Brooklyn, NY
91% Match | 3% Enemy

huntingjackalope
23 • Brooklyn, NY
91% Match | 3% Enemy

okcupid Browse Matches Quickmatch Boost

Browse Matches

huntingjackalope
23 • Brooklyn, NY
89% Match | 7% Enemy

bassplayaplaya
32 • Brooklyn, NY
91% Match | 3% Enemy

dogparkchillin
27 • Astoria, NY
96% Match | 1% Enemy

cerberus
29 • Brooklyn, NY
80% Match | 8% Enemy

okc Browse Matches Quickmatch 10 Boost

RowdyCrown
31 • Brooklyn, NY
92% Match | 4% Enemy

bassplayaplaya
31 • Brooklyn, NY
89% Match | 8% Enemy

cerberus
31 • Brooklyn, NY
92% Match | 4% Enemy

dogparkchillin
31 • Brooklyn, NY
92% Match | 4% Enemy

okc Browse Matches Quickmatch Boost

huntingjackalope
23 • Brooklyn, NY
89% Match | 7% Enemy

bassplayaplaya
32 • Brooklyn, NY
91% Match | 3% Enemy

dogparkchillin
27 • Astoria, NY
96% Match | 1% Enemy

cerberus
29 • Brooklyn, NY
80% Match | 8% Enemy

Final Design

okc Browse Matches Quickmatch Boost

okc Browse Matches Quickmatch 17 5 1

okc Browse Matches Quickmatch

okc Browse Matches Quickmatch 17 5 1

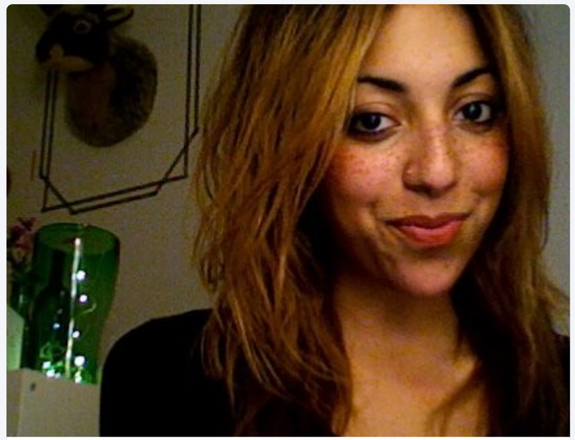
Profile

Settings

Sign Out

Join A-List

Women who are interested in men ages 24-35 located within 25 miles of New York, NY online within the last week



Kate_eats_fries

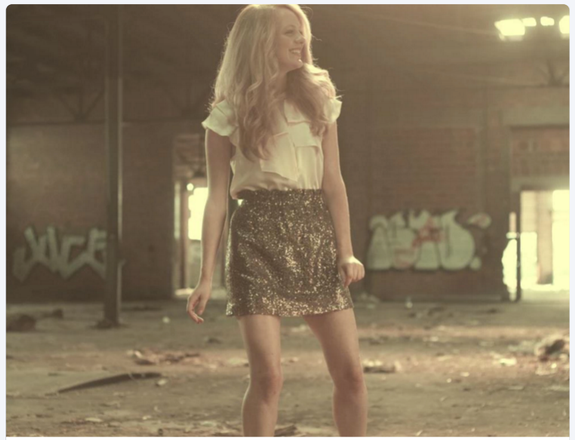
25 • New York, NY

87% Match | 3% Enemy

LilyJnes

25 • New York, NY

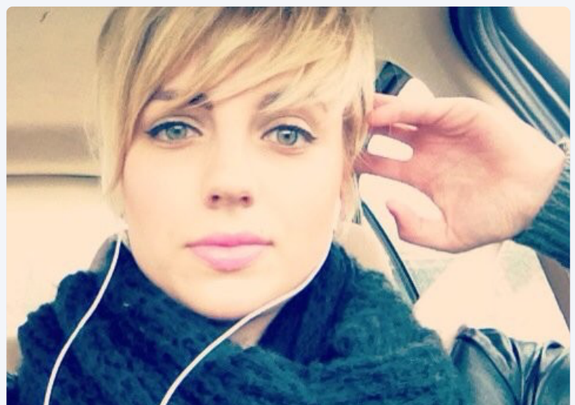
98% Match | 0% Enemy



dcs522

25 • Flushing, NY

76% Match | 4% Enemy



82% Match | 9% Enemy

Send a Message

Like

verbYourNouns

24 • New York, NY (5 miles) • Woman

My self-summary

A little while ago, I quit a career in finance to go to cooking school in China...so I'm probably at least a little crazy. Currently, I'm maintaining a veneer of legitimacy in the business world while exploring my real interests... so I still know how to hedge ;-)

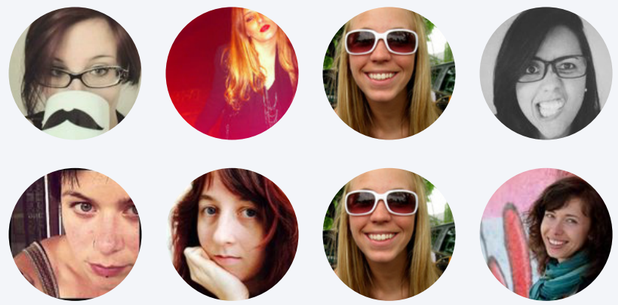
What I'm doing with my life

Figuring out what truly makes me happy and going for it. Life's way too short not to pursue what puts a smile on my face -

I'm really good at

Dancing, cooking, traveling + exploring, having a good time, and listening (I love talking to people and learning their stories)

Similar users



I'm looking for

- Men
- Ages 28–42
- Near me
- Who are single

83% Match

10% Enemy

blb_86

28 • New York, NY

80% Match

56% Enemy

amusedmusic

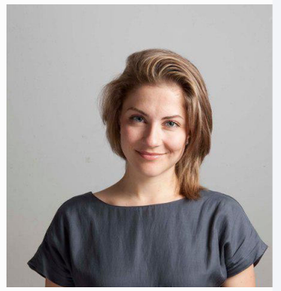
25 • New York, NY

91% Match

0% Enemy

megggan D

31 • Brooklyn, NY



lilwebz

24 • Brooklyn, NY

Recent Activity

mnlf89 edited their profile

What I'm doing with my life

How do people fill this section out without ... friends do, so no complaints there. I love traveling, eating pretty much anything but specifically pie, my family and hanging out with my friends.Occasionally I pretend I'm athletic and run half marathons.

Improve your matches

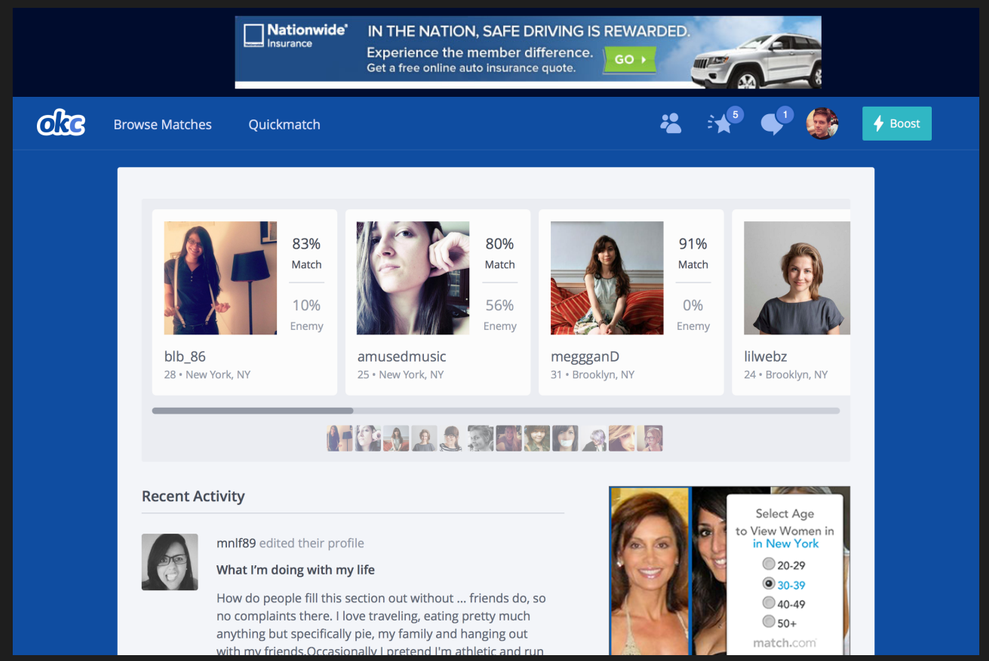
Match Question #609

A company should be free to hire any worker it chooses

Answer it Skip

You recently visited

Before & After



Thanks!