

As per previous recommendations, the header area presents an opportunity to better communicate the brand promise and provide more comprehensive navigation. **Recommend implementation of improved header as per prior recommendation.**

Main message is strong, but could be improved through use of corresponding visuals. Additionally, the curation story needs to be told here. **Consider adding open-source iconography or time/money tickers, and improve messaging around curation and expert review as to why BinPress components can be trusted.**

Current rotator is problematic for SEO & usability. Additionally, imagery is not compelling. **Consider recontextualizing as a static element or user-driven interactive element, and utilizing featured imagery from product page.**

Collectively, these links are the most-clicked elements on the page. However, they currently appear to be filtering elements whereas clicking them takes the user to a new page—a potentially jarring experience. **Consider redesigning to add iconography, add number of components per language, and ensure element doesn't "read" as a filter. Additionally, ensure that click through experience is properly titled.**

Each section could benefit from stronger imagery. **Consider moving towards increased use of imagery per-section.**

'Project proposals' is not a descriptive enough label to stand alone. **Consider adding additional description/marketing text.**

Tiles are not compelling in current format, and some click throughs are to inactive projects. **Consider reformatting listed proposals to eliminate unnecessary blank icons and choosing proposals with the most recent activity to ensure a quality click-through experience.**

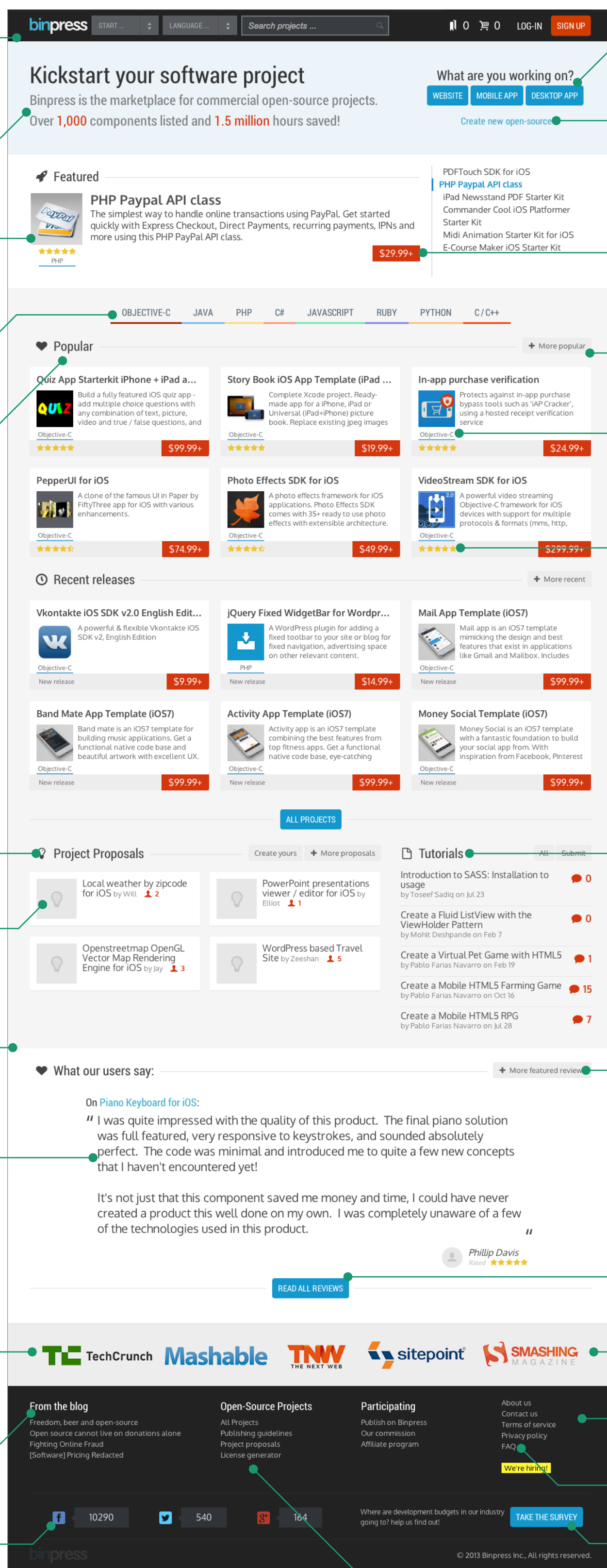
Potential 'false bottom' to the page. **Consider eliminating full-width section dividers.**

This quote is good, but some are overly-specific to the product, or too brief (e.g. "Very good."). **Consider re-curating content to ensure these reviews don't only reflect positively on the product, but on BinPress as a whole.**

Press logos may be confusing without a click-through action, and press coverage is relatively old. **Consider shrinking prominence of press logos, and linking them to a new subsection of the About page highlighting past press mentions.**

Blog content is of high quality, and is underplayed in the footer. Additionally, this is not a feed, but rather a hand-curated list of posts. **Consider making this more prominent, and auto-populating from live feed.**

Numbers on social widgets are of likes/follows on BinPress's respective pages/profiles but clicking on any of the three opens the platform's sharer, instead of the expected behavior of opening BinPress's page/profile. **Consider changing click actions to visit the BinPress pages/profiles.**



These buttons attract high quality traffic, but the experience after click through is less-than-ideal. **Ensure click-through pages are appropriately titled to match buttons from front page; consider giving these buttons more prominence.**

This link is a low-clicked element; terminology likely is unclear to new visitors. **Consider renaming or removal.**

Though pricing bubbles immediately communicate "marketplace"/"store", they may also scare away users who hadn't considered paying money for a component—even if they were ultimately persuadable via the product pages. Pricing is most useful in list views, where comparison is important. **Consider A/B testing removal of pricing elements from homepage. Alternatively, consider decreasing prominence.**

Users who are engaged in content may not expect to find 'more' buttons in the upper-right corner of the various sections. **Consider moving 'more' buttons to a more prominent location.**

At a glance, it may be difficult to determine which components are for which languages. **Consider increasing prominence of language or adding iconography.**

Comments and reviews are the only indication that the site is 'alive' at present, and they are barely visible on the homepage. **Consider enhancing social proof by including more user data and/or real time data (e.g. 'recently updated', 'being viewed now', etc.)**

Tutorials section is not presently active, and the concept of what a tutorial is not fully communicated in this context. **Consider removing section from homepage temporarily. Alternatively, decrease prominence of older content, and add introductory microcopy about what tutorials are.**

'Featured reviews' page is not well-trafficked, and doesn't seem useful in helping users find a specific product. **Consider removing action entirely.**

'Read all reviews' links to the page of reviews that the current fettered review is from, which seems like the wrong action for such a prominent button. **Consider changing primary action to instead be browsing projects by best reviewed first.**

Customer logos may be more impactful than press logos. **Consider adding customer logos, possibly higher on the page.**

With the changes to the site header, the footer navigation can be simplified and reorganized. **Consider restricting site-wide footer to better reflect primary site sections.**

FAQ is low-trafficked, and seems redundant to other 'About' content. **Consider removal.**

Has the survey been successful as a lead-gen or news creation tool? **What is its future?**

Full listing of all new components is accessible via RSS, but not presently via email. **Consider adding an email sign-up functionality for subscribers to receive updates on new components, blog posts, and proposals.**

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Sorting by popularity and release date make sense, but additional sort orders might assist customers discover relevant projects. Consider adding sorting by average review, update date, and price.

'New release' is a good substitute for reviews, but could be even more motivating. Consider adding date of release.

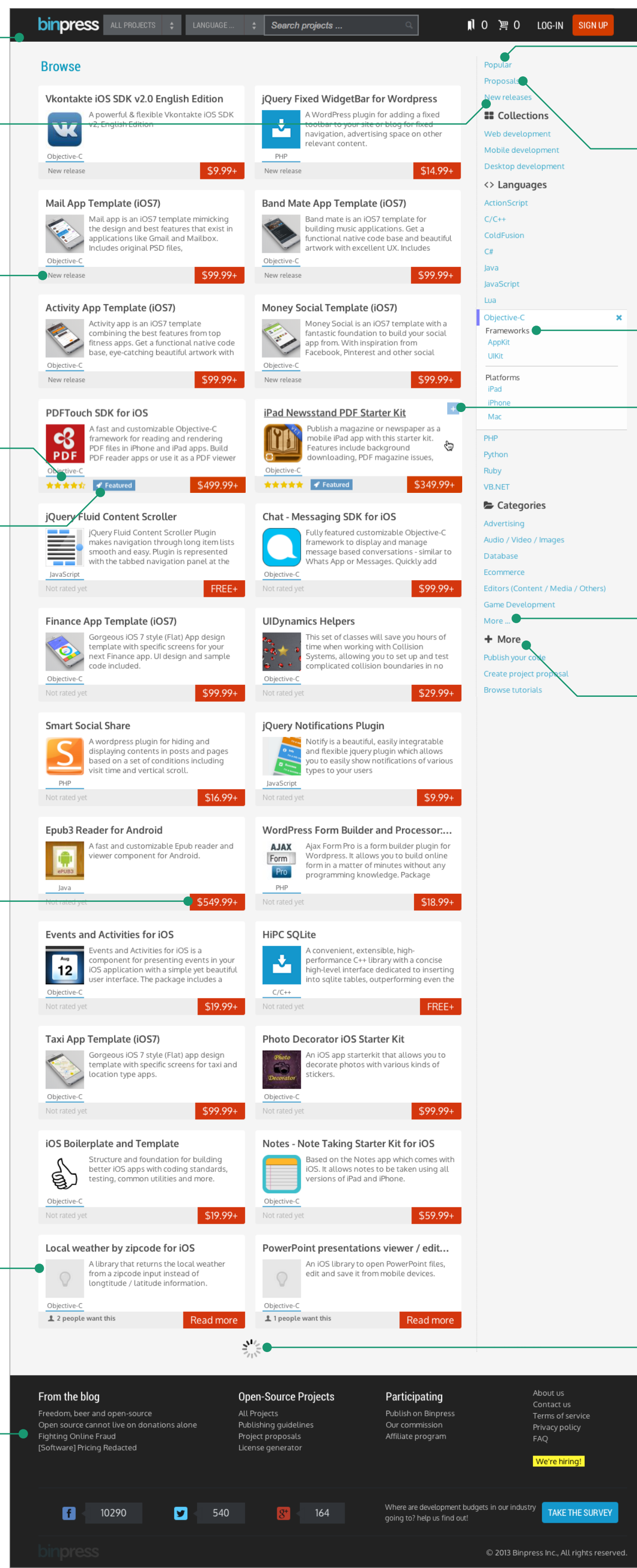
'Social proof' is another trust signal. Consider adding number of reviewers alongside the star icons, and add another measure of popularity (e.g. 'number of views', 'number of downloads', etc.)

If organic measures of popularity are properly displayed, this badge may no longer be necessary. Consider removing 'featured' badge in favor of other measures of popularity.

The '+' at the end of most prices may scare away users who are on the lookout for hidden costs. Since the lowest price is always a valid price (there are just additional options available), consider A/B testing the removal of the plus sign from all list views.

Proposals are not visually distinguished from projects. Recommend greater visual separation between projects and proposals, and adding 'Related Proposals' header prior to proposals.

As per recommendations on previous page, the footer can be improved to support core navigation paths through site. Recommend implementation of improved footer as per recommendations on prior page.



Current filter list is a mix of 'object types' (proposals vs. components), sort orders (popularity, release date), and real filters (collections, languages, categories). Consider completely overhauling presentation of options for browsing components to completely disambiguate between the various options.

Proposals seem out of place when presented intermingled with products. Consider a completely separate page for browsing proposals, only presenting proposals on the 'browse' page after all products for a given set of filters.

Nesting platforms/frameworks/devices under their respective languages is somewhat confusing at present. Consider reworking appearance of Frameworks/Platforms to increase clarity of relationship.

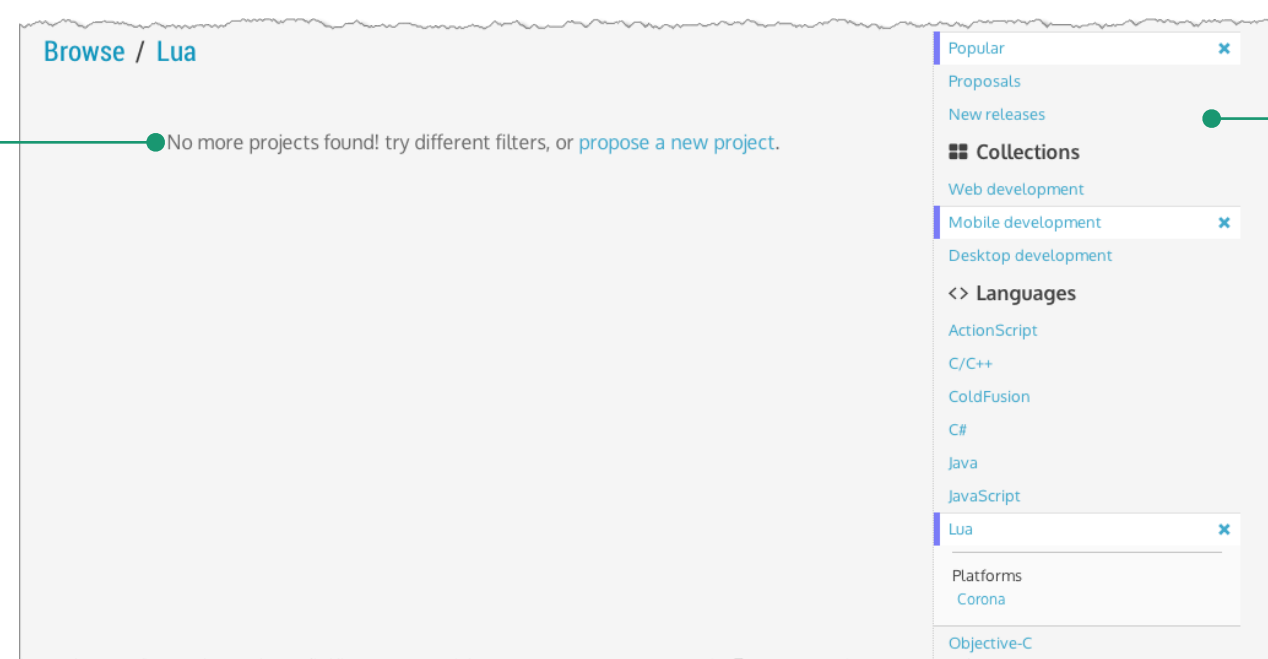
If 'Save for Later' iconography is changed (as per my previous recommendations, change this icon as well).

Even without clicking 'More', the fixed sidebar element is overly tall at many resolutions. Clicking more makes it behave oddly on almost all devices. Consider changing away from a fixed -position, strict list view.

These items are very dissimilar from the remainder of the navigation options in the sidebar. Consider presenting separately (possibly at the end of all results?) or relying on site-level navigation to access these.

Infinite pagination is good for engagement, but the current 'automatic add more' interaction makes it such that the footer cannot be reached. Consider changing to infinite pagination on-click.

'Zero Results' Configuration



This text could be improved for users whose searches return no results. Consider changing the message to "Sorry, we couldn't find any projects for the keywords 'Lorem Ipsum'. You can <try browsing all projects> or <submit your idea to the community>."

When a user is browsing using our filters (as opposed to searching) it should be possible to avoid them ever seeing a 'No projects found' screen. Consider changing filters such that only filters that won't result in a zero-results case are displayed (e.g. selecting "Mobile Development" should hide "Lua" as an option).