

ChronoZoom[®]

Home Page Redesign

Fall 2012 - Berkeley Innovation

Beckie Neumann, Meena Vempaty, and Lauren Zakskorn

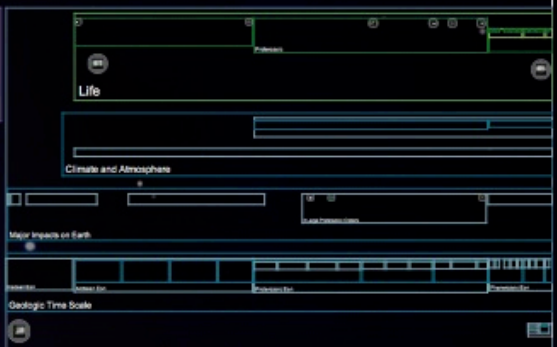
With support from Roland Saekow and Chris Engberg



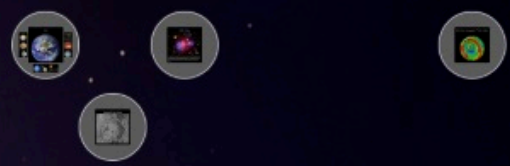
Cosmos



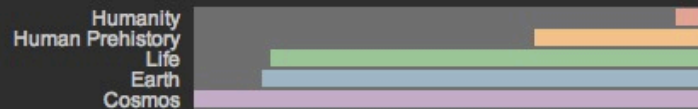
Stelliferous (Starry) Epoch



Earth & Solar System



Cosmos



Cosmos

Billions of Years Ago



Welcome to ChronoZoom beta!



ChronoZoom is an interactive timeline for all of history.

Explore all of the past - from the Big Bang, to the dinosaurs, to ancient and modern history.

Click or scroll to navigate through events and timelines. Watch our introduction video for a quick overview of this project.

Start Exploring!

Don't Show Again

Become a Time Traveler with ChronoZoom

Share ▼ More info

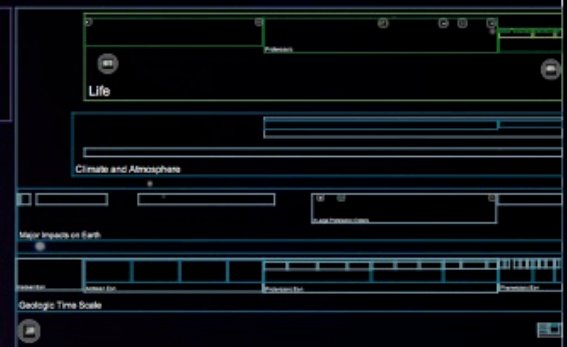




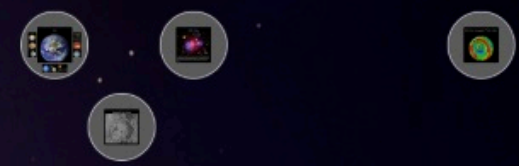
Cosmos



Stelliferous (Starry) Epoch



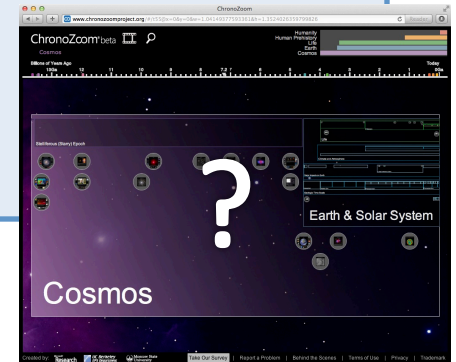
Earth & Solar System



Cosmos

Problem

Visitors don't have a starting point.
It's hard to find relevant content.



Problem

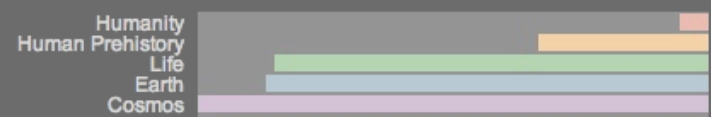
Visitors don't have a starting point.
It's hard to find relevant content.



Goal

Engage visitors with a launching pad.
Direct them to new and relevant content.





Reimagine the home screen

Stelliferous (Starry) Epoch

A vertical column of six circular icons. From top to bottom: a spiral galaxy, a red star, a blue planet, a yellow planet, a red planet, and a brown planet.

& Solar System

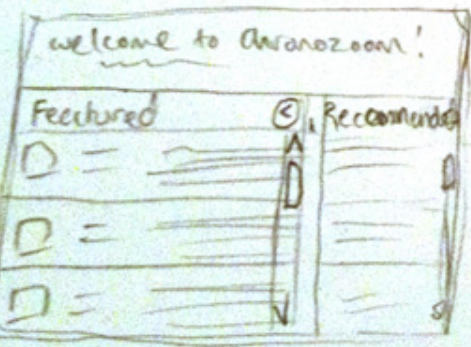
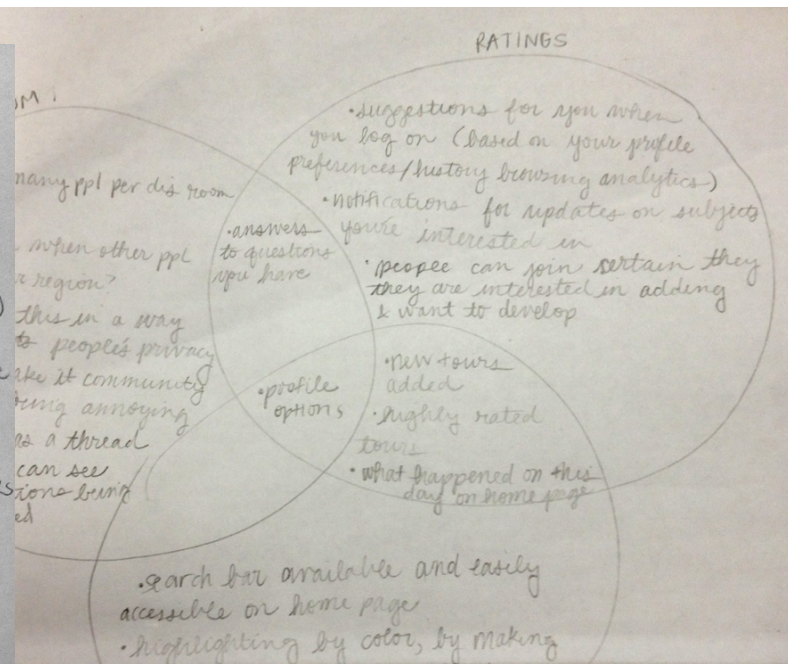
Cosmos

Brainstorming

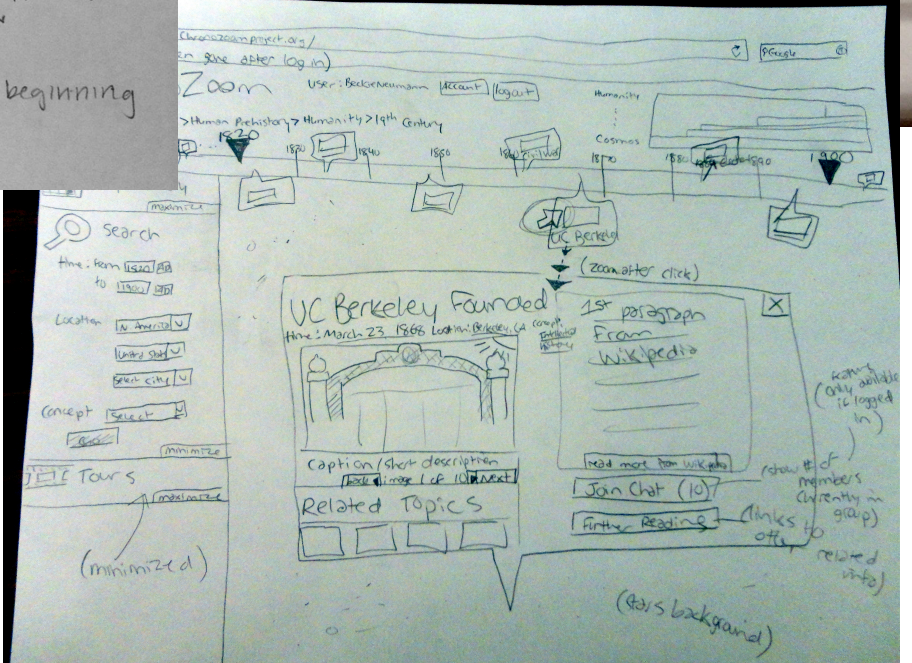
CHRONOZOOM HOMEPAGE MOCK-UP

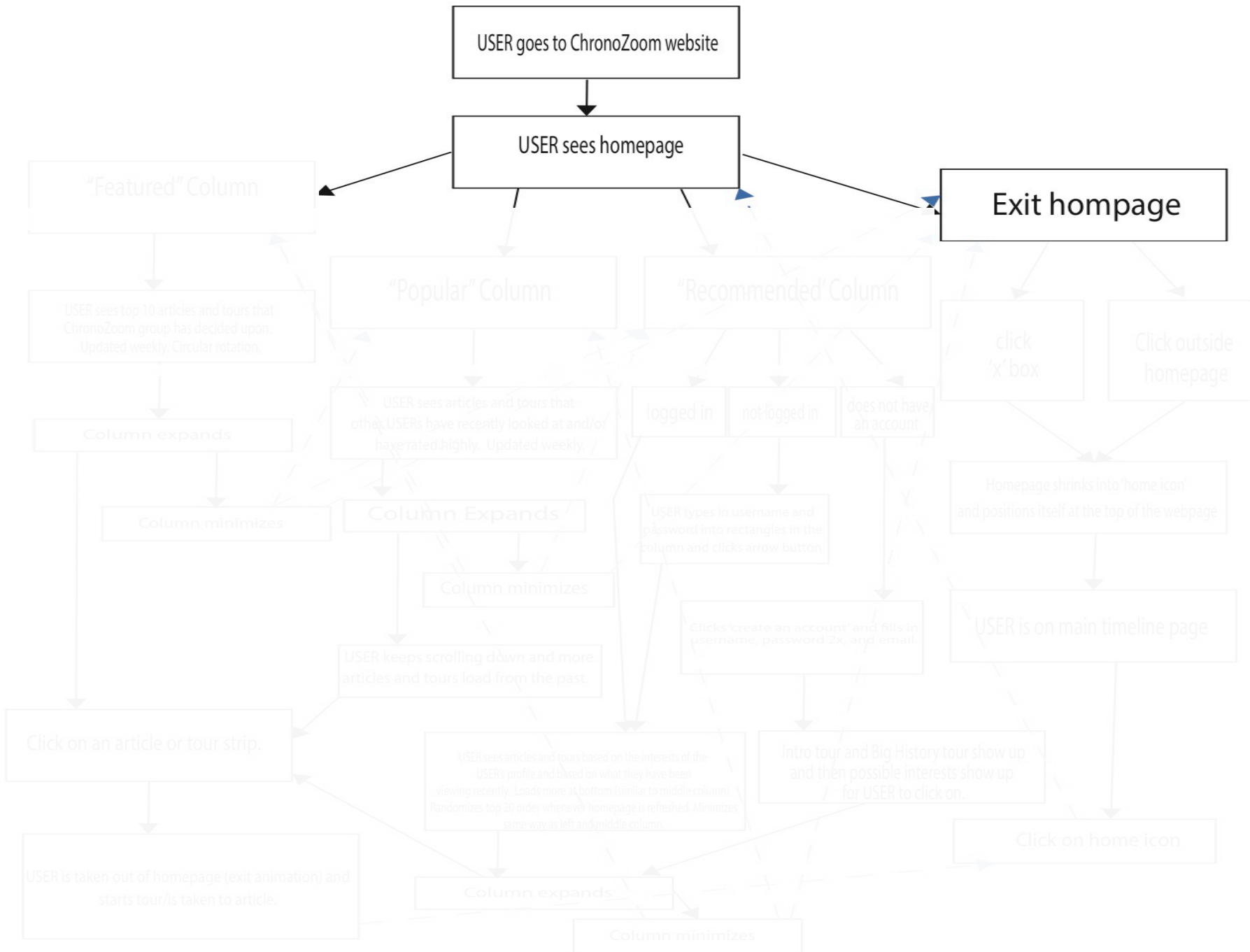
USER goes to ChronoZoom website
 ↳ sees a smaller window centered over the main timeline *
 ↳ the window is slightly hazy gradient
 ↳ at the top 1/3 the USER sees "featured tours" which have been made and approved by the board
 ↳ these are box icons that are one row, if one wants to see more, they just need to go to the edges of the row to ("x" 1") start the row to scroll toward that side
 ↳ in the middle 1/3 the USER sees "new, popular tours" which have been created by other users and rated highly by other users
 ↳ same effects apply to these icons
 ↳ lowest 1/3 is "suggested tours" that are dependent on the USER's picked interests
 ↳ if they are not signed in then it will say "log in for more options"
 ↳ same effects apply
 ↳ if USER wants to exit, they can either click on the upper right corner "x" or anywhere else outside of the window
 ↳ takes USER to main timeline to start exploring
 ↳ if USER clicks on a tour, they will be taken to the beginning of that time

- should
 - daily
 - option to view everything sorted by popu
- * Title: Welcome to ChronoZoom!

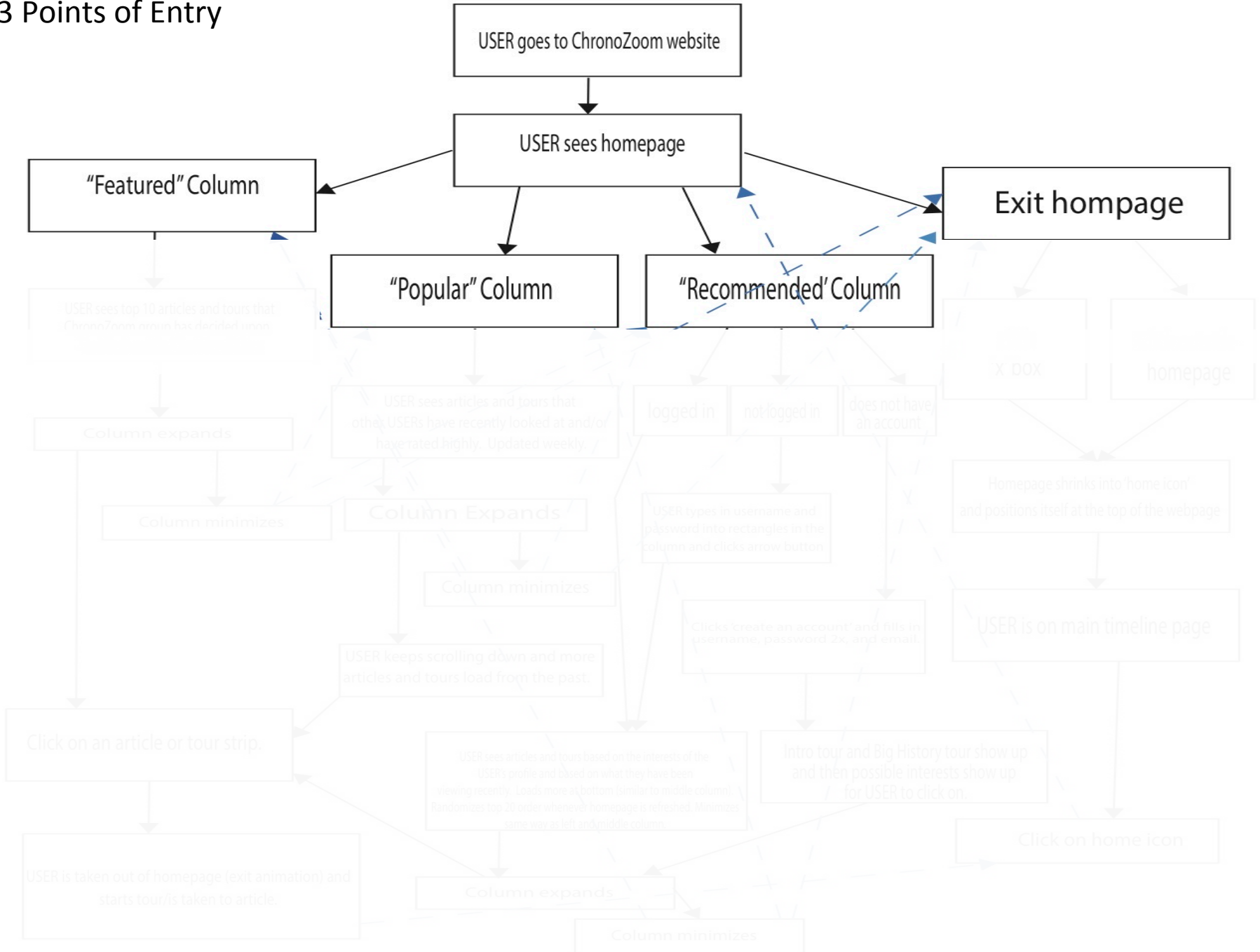


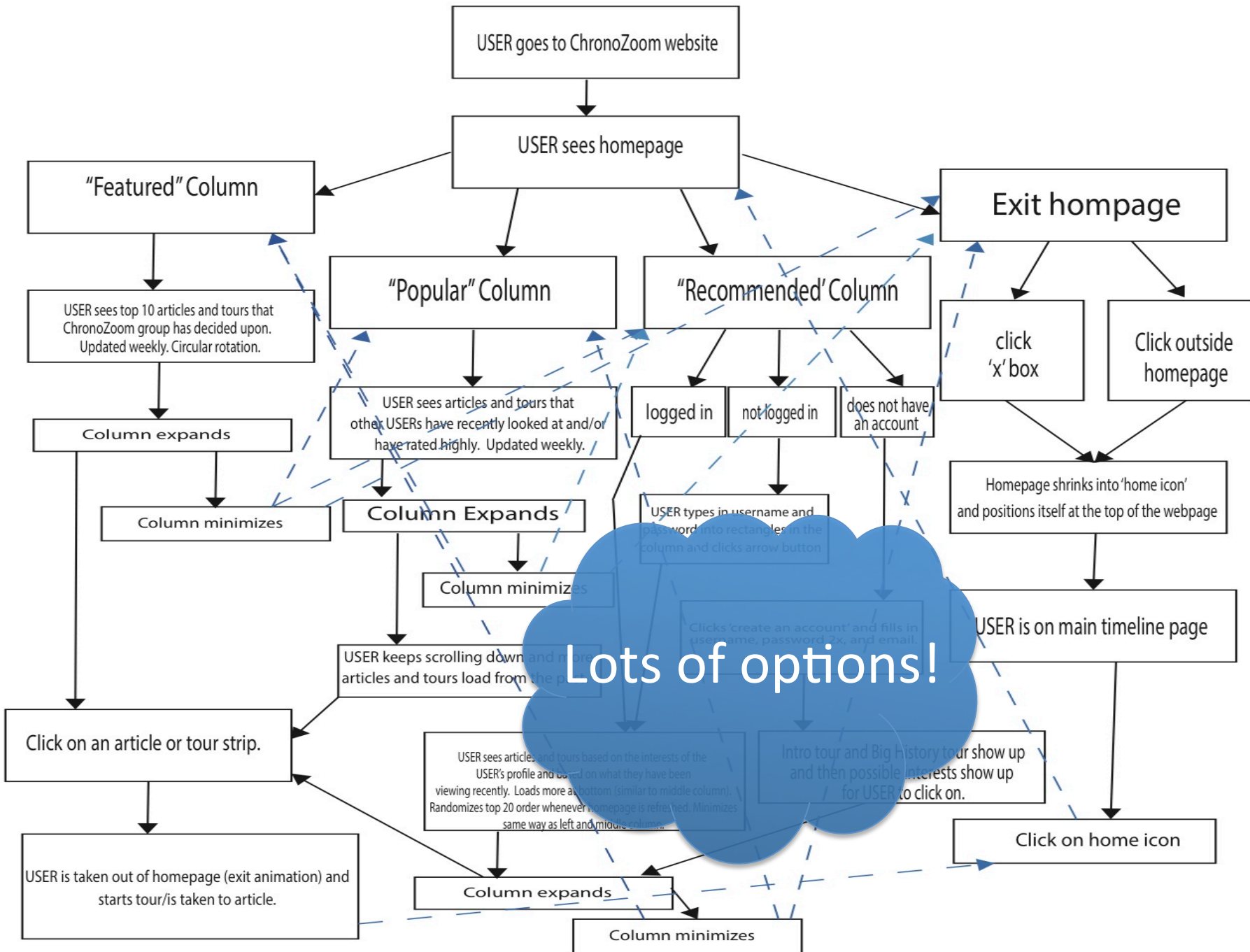
→ pops out more information



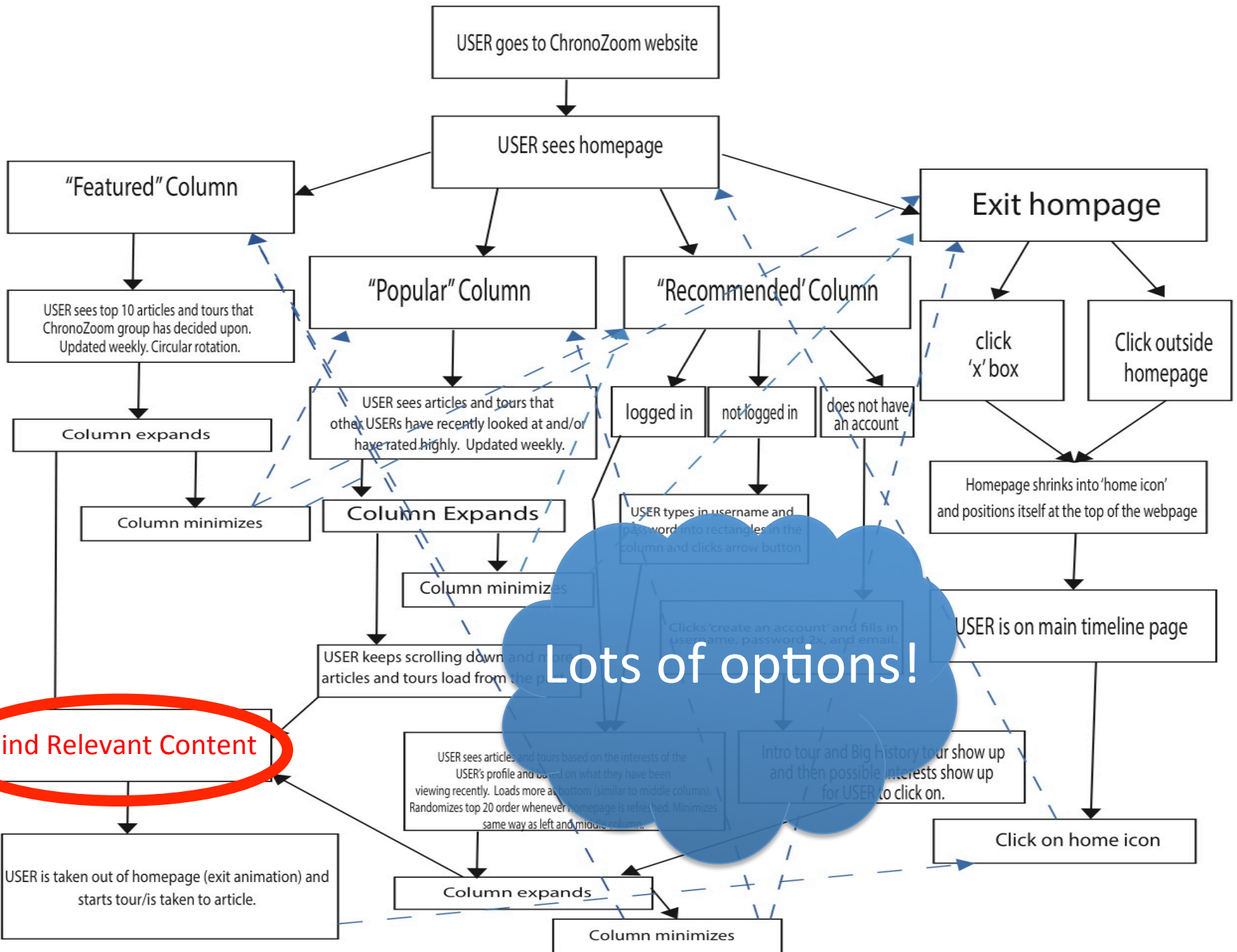


3 Points of Entry





Lots of options!



Lots of options!

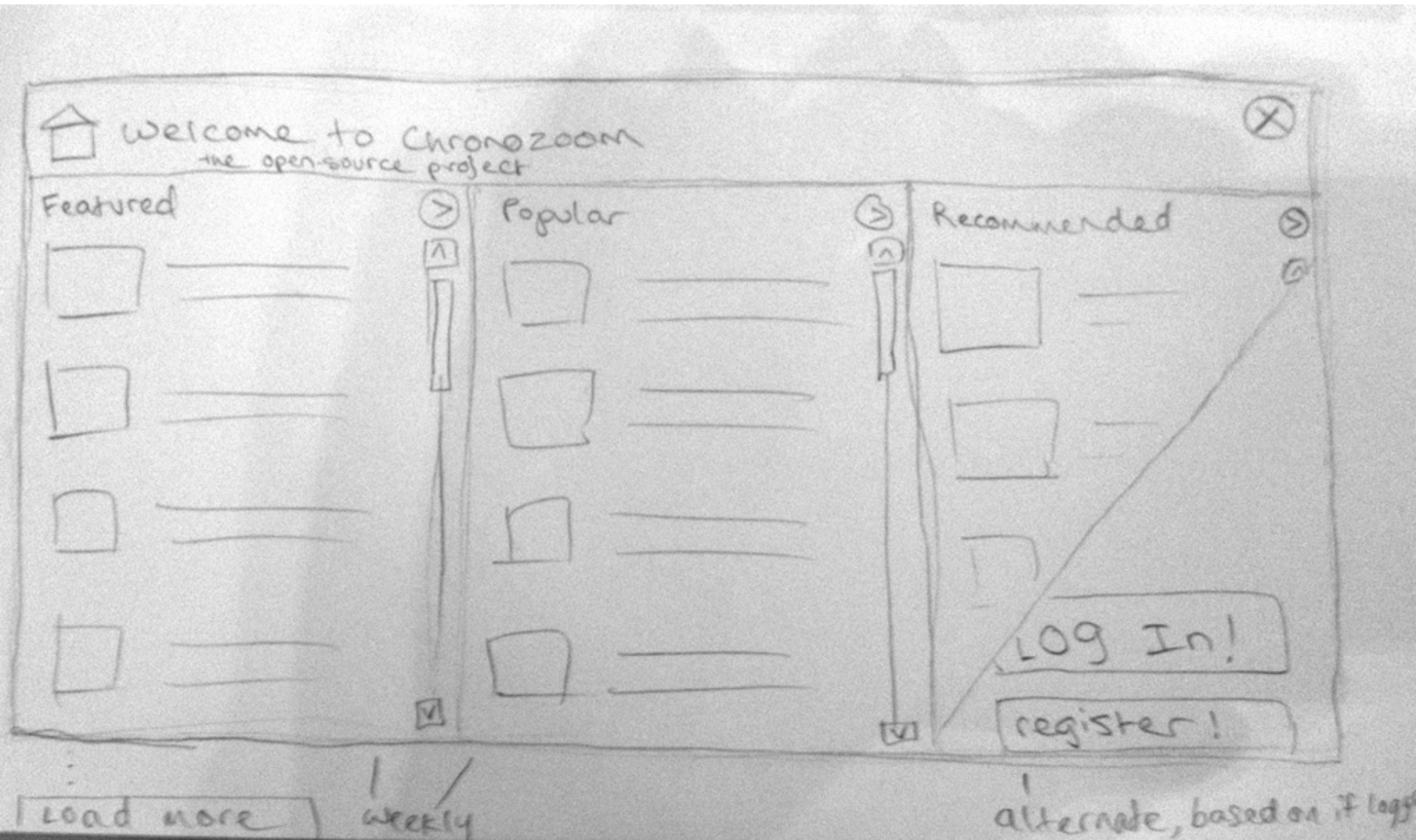
Find Relevant Content

Three points of entry

1. Featured

2. Trending

3. Suggested





Featured

Trending

Suggested



Featured



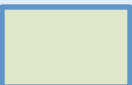
Horizontal lines representing text for the featured item.



Horizontal lines representing text for the featured item.



Horizontal lines representing text for the featured item.




Horizontal lines representing text for the featured item.

Trending

Suggested

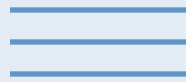


Featured	Trending	Suggested
		





Featured



Trending

Today ▾



Suggested



Featured



Horizontal lines representing text for a featured item.



Horizontal lines representing text for a featured item.




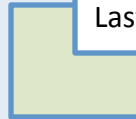
Horizontal lines representing text for a featured item.



Horizontal lines representing text for a featured item.

Trending

Today 
Yesterday
Last week
Last month



Horizontal lines representing text for a trending item.



Horizontal lines representing text for a trending item.

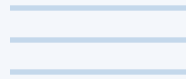
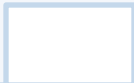
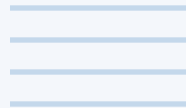
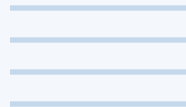
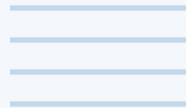


Horizontal lines representing text for a trending item.

Suggested

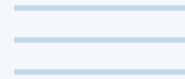
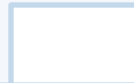
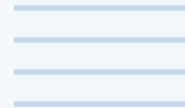
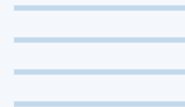


Featured



Trending

Today 



Suggested

Tell us what you like!

Music

Europe

Cosmos

Art

Dinos

Religion

Egypt

Rome

Life

Greece

China

Earth



Featured



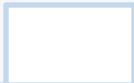
Placeholder text for featured content



Placeholder text for featured content



Placeholder text for featured content



Placeholder text for featured content

Trending

Today



Placeholder text for trending content



Placeholder text for trending content

Suggested

Tell us what you like!

Music

Europe

Cosmos

Art

✓
Cosmos

Religion

Life

Rome

Life

Greece

China

Earth



Dinosaurs













Featured













Trending

Content related to Dinosaurs

	=====		=====
	=====		=====
	=====		=====
	=====		=====

Suggested

Tell us what you like!



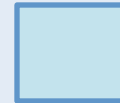
Featured

Trending



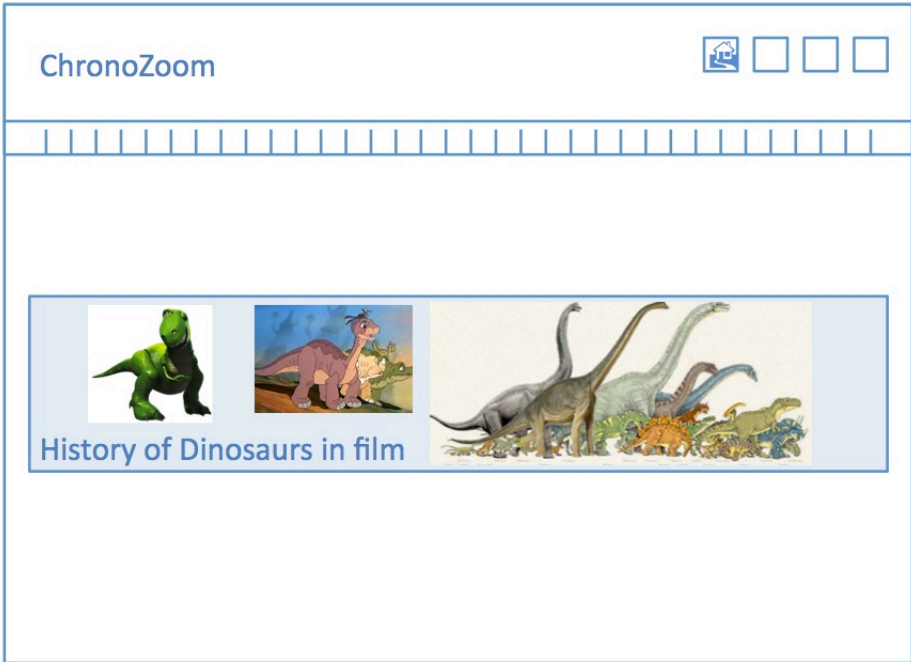
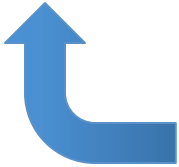
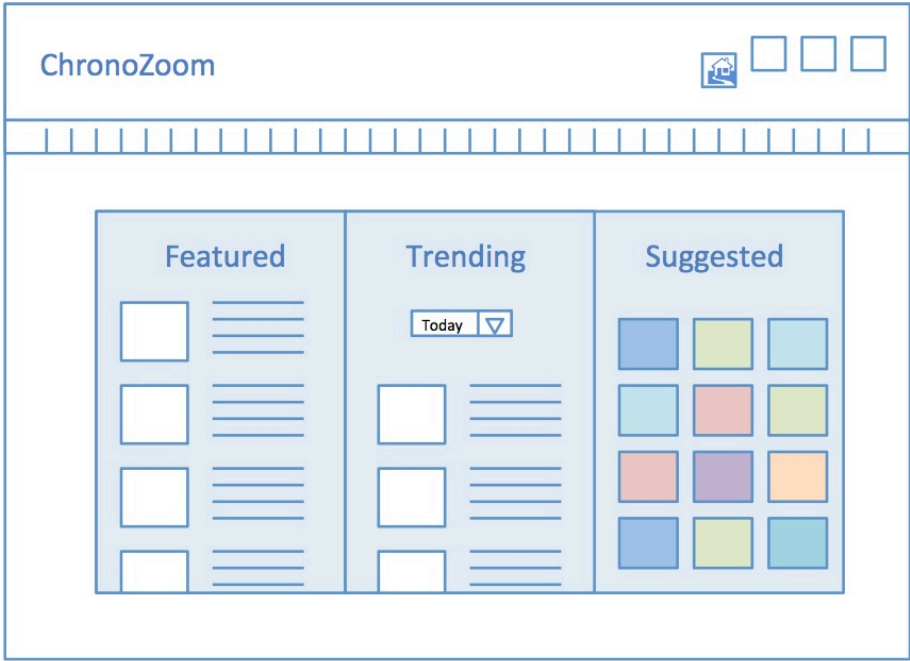
Suggested

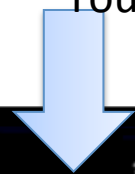
Tell us what you like!





History of Dinosaurs in film





ChronoZoom® Now Showing: 2008CE to 2012CE

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Home Tours Add Event Account

Logout

2008CE 2009 2010 2011 2012CE 2012

« ns » Humanity » United States » Microsoft Corporation » Microsoft Research

ChronoZoom Project



ChronoZoom®

Now Showing: 2008CE to 2012CE

Home Filmstrip + User Logout

Search

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2008CE 2009 2010 2011 2012CE 2012

ChronoZoom Project




Search

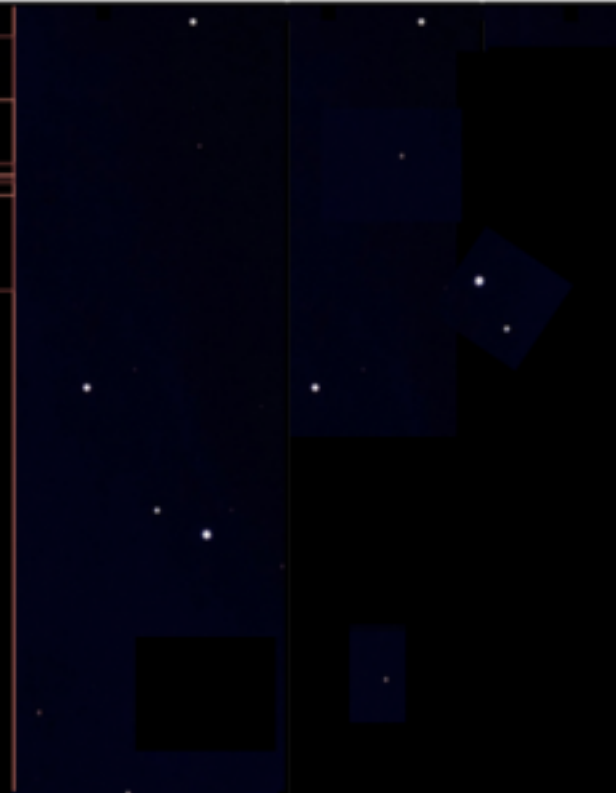
« ns » Humanity » United States » Microsoft Corporation » Microsoft Research



ChronoZoom Project



Two circular icons are positioned horizontally. The left icon contains a blue flag with a white cross. The right icon contains a globe with a red location pin.



Q Microsoft Cor...

« ns » Humanity » United States » Microsoft Corporation » Microsoft Research

Search by Date:

Year [CE] v

+ Add Month

+ Add Day

Search by Location:

Select Region v

+ Add Country

+ Add City

Search by Concept

Select Concept v

Are You Looking For...?

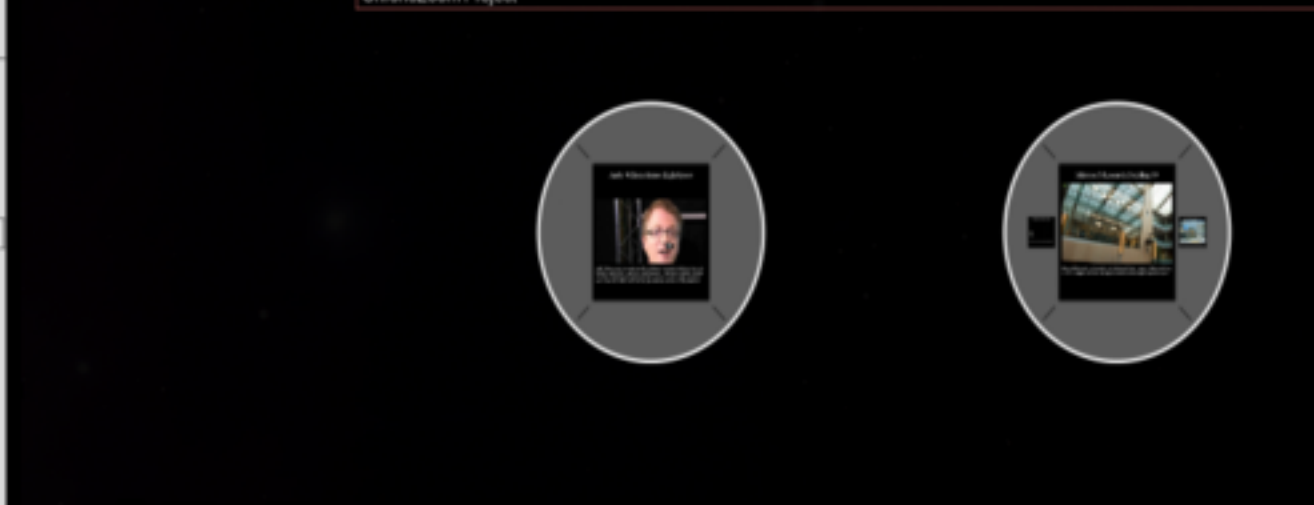
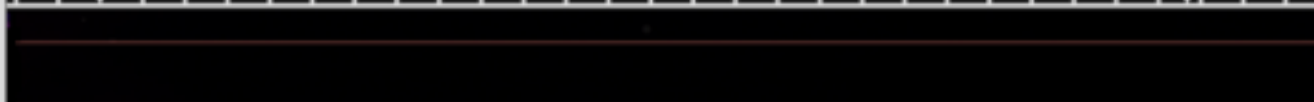
Microsoft Corporation

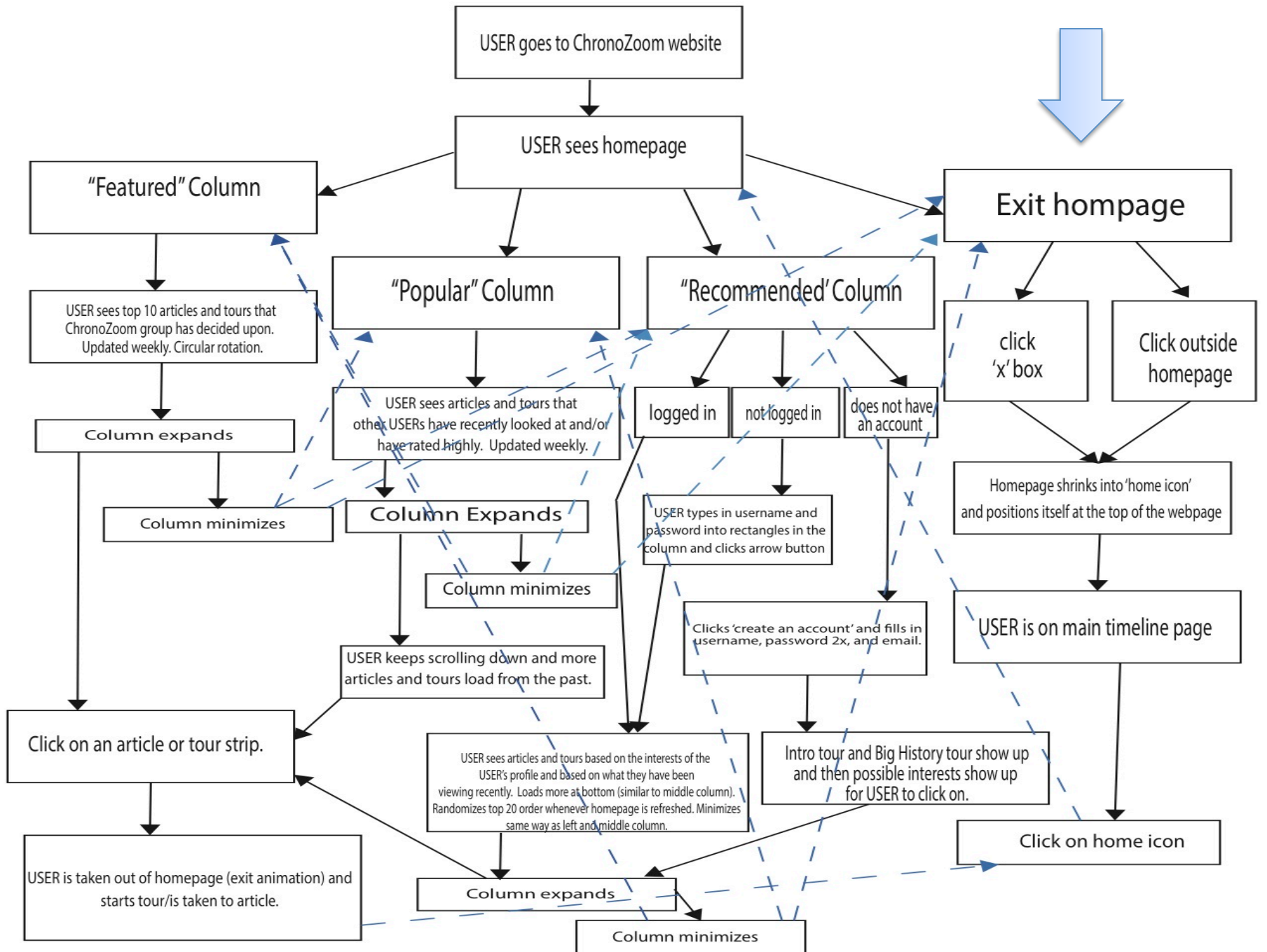
Microsoft Research - Micro...

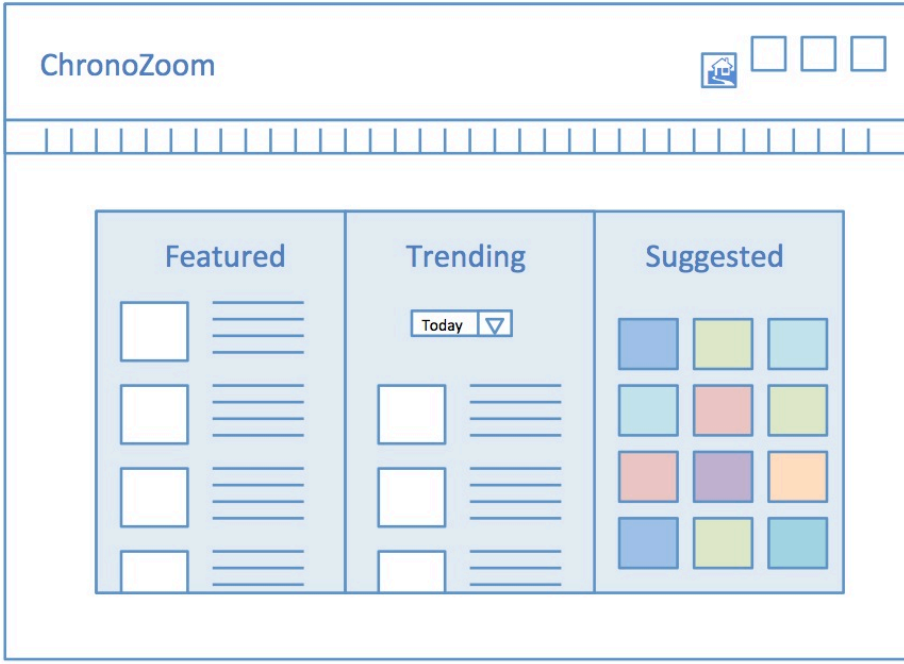
Major Releases of Microsof...

ChronoZoom Project - Mic...

Light Space Project - Micro...







Launching Pad

