## Hello.

This content strategy report aims to identify elements of the Hugeinc.com that fall below the brand standard held by the entirety of the company's website and brand. Huge is a full-service digital agency with worldwide offices that focuses its work on users and their experiences with their client's products and brands. Huge has a headquarters located in Brooklyn, New York, there are 12 total locations spanning across four different continents.

This report will contain an analysis of the main navigation pages of https://www.hugeinc.com/. These navigation pages consist of Hello (home), Work, About, Careers, Contact, and Magenta. This report will contain information about each analyzed page such as descriptions, links to and from the page, an analysis of how the user interacts with the page the tone and professionalism of the content and written language.

## Content.

*Content Inventory:*

https://docs.google.com/spreadsheets/d/1lLA_NzZW1ufDbQIgQApuh_htrsUYmUjVLiznPmN9VQU/edit?usp=sharing

The user begins their journey through the website by being greeted with a simple bold statement "Hello", or "hi" in mobile. This is the first thing a user see's and right away the user can understand that this brand has confidence, it is bold and to the point, it is Huge. There is a statement "Today at Huge." with a line leading to the bottom of the page that is an indication to the user that they should scroll down to find more content. On page load a pink and white "H"

enclosed in a box animates at the top the page, this is fast and depending on the situation a user may or may not see this happen. Without the animation the "H" at the top of the page would still invite the user to investigate it.  There are very few elements on the page and assuming the user has come in contact with other websites the designers can take the risk to deviate from a typical navigation system and try something new. Once the user investigates the element, they are given a response, the logo changes color and the background shifts. This positive reaction indicates to the user that they can click on the element to receive another response, once they do this they will have discovered the main nav.
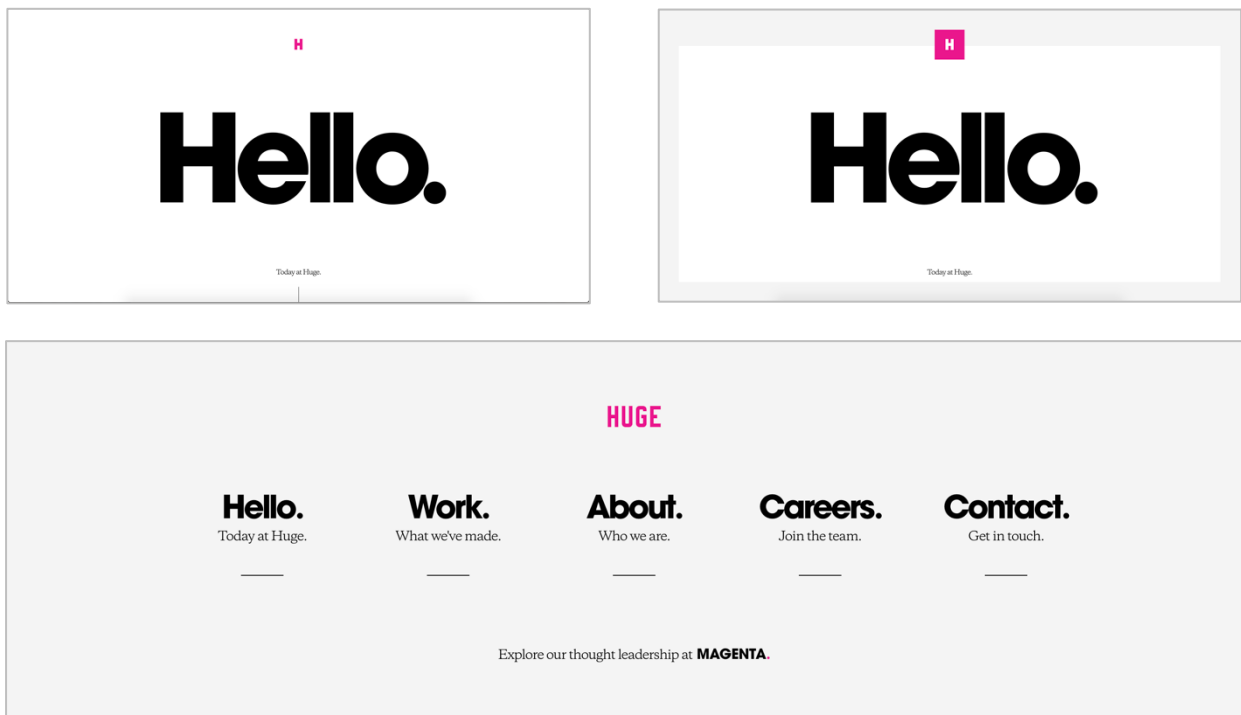




The navigation has more information than a typical navigation, huge provides a few words that indicates what each is about, this isn't necessary but helpful and to the point. If the user moves down the home page, they will be greeted with more 100% viewport imagery each containing information about a new section linking to other articles and information about the company.

Moving onto the "Work" page, immediately a video real of some of their best work starts to play. This video is full of energy moving from one project to the next and back again. The video sits above the fold on the page with no opportunity to pause what is playing. Moving down the page there is a grid of different projects laid out. As the user hovers over each element they are given a response indicating to them that this element is clickable and will take them somewhere. This page also highlights some of their select clients as well as a highlighted article located on the Magenta sight.
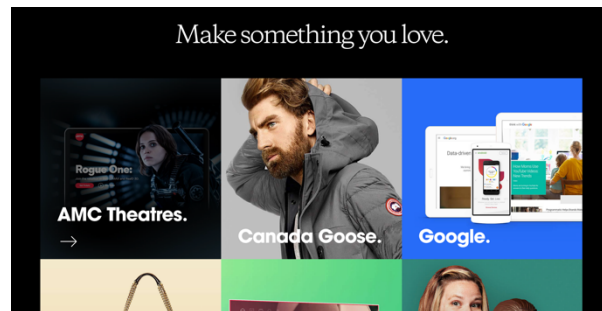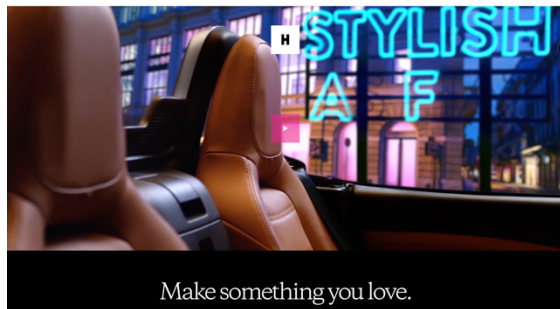


The "About" page is really a standard layout for the brand. There is a cover photo of Brooklyn New York and a statement "Born in Brooklyn." Moving down the page it is rather un interesting and filled with blocks of text and information. It is broken up by a graph here and there as well as an image. The content is easy to skim through, the headings are clear and to the point and the user is able to grab all the necessary information even if they don't have time to read all of the content.
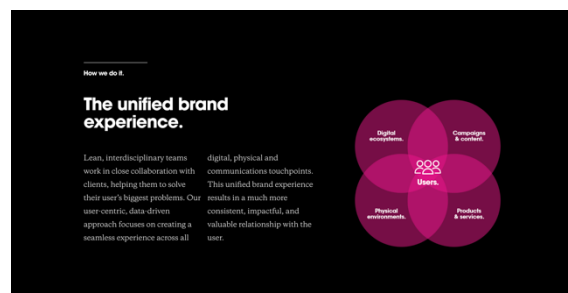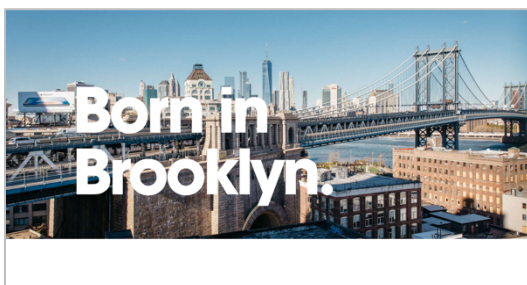
The next link in the main navigation is to the "Careers" page, upon opening there is a still video with a play button in the center. This video does not play automatically like the "Work" page so unless the user wants to interact with it acts as a still image. This page gives a little more insight about the company and who they work with. The tone of content is more casual while still staying professional, they are trying to recruit a certain type of person to the company and list 5 ways you can be a good fit, such as "Give a shit" this happens to be my favorite way. The page is not full of unnecessary information, but the user does have to scroll almost to the bottom before finding a button that links to open positions.
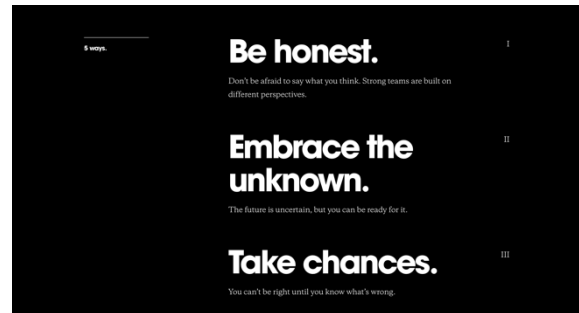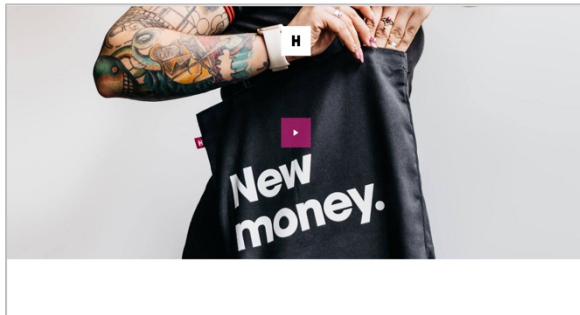


The last page on the main navigation menu is the "Contact" page. Similar to the "About" page there is a cover photo. The main heading on this page actually changes every few seconds to a different language, giving the user a sneak preview of what is to come. They list their various generic contact info for media, clients, careers, and general inquiries but as the phone numbers have New York area codes it is safe to assume that these will go to the headquarters. Scrolling down the page the different locations around the world are listed with the locations phone and email address. When the user hovers over each element it darkens indicating that it is clickable. Each location is unique and begins to bring a little more personality to it by stating different ways to say hello, even in the different locations across in English speaking locations all have different versions of hello specific to the local culture.
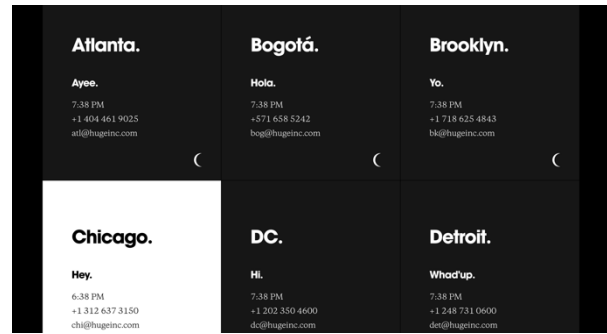
The final page included in the navigation section goes to "Magenta" which is a website itself that needs it's own content analysis. I would be lying to say I fully understand what this sight is for the lack of information given on the "About" page. Based on the home page of this site it is a form of news or blog site that posts about topics in and around the world of design from mental health as a designer to new technology to leadership profiles of people at Magenta and in the field. The home page of this site has a grid layout with certain featured articles and articles dating back to May 2018. These articles range in topic as well as tone, some are opinion based, some are meant to be funny, others are more professional.
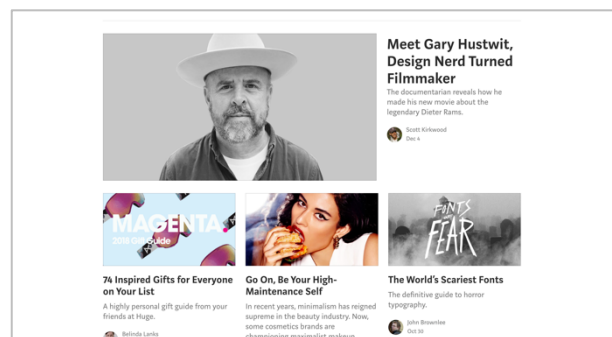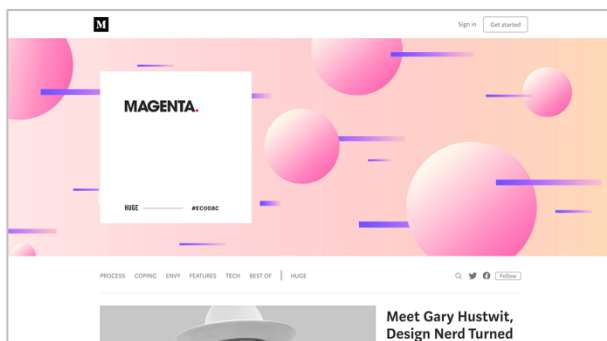




## Weaknesses.

Huge Inc. is a branding and design company, so their website has been vetted by several levels of designers and project managers, because of this they have worked out as many of the weaknesses as they can. Some of the weaknesses I have noticed while analyzing this sight have made me consider the designers position and why they chose to make some of their design decisions. One weakness is located on the "Home" page, each section going down the page has a link to more information about each topic. These links are only indicated by the mouse changing over to the pointer finger rather than the arrow. This can be considered a weakness as simply an oversight of the designers or a specific design choice. There is an opportunity for them to implement an interaction between the clickable elements that provides further indication to the user that this element is meant to be looked at. As a user myself I did not realize that you could click on title or the text and it would lead you to an article until after I had looked at everything and wanted to try and find more because the content is brief and to the point. If this was a deliberate design choice, it was because they didn't want to distract the user from the content. There is an opportunity and challenge available to find a proper balance between not distracting the user but also creating a more inviting experience for the user.



There were several links across various pages that held little user interaction that such as on the AMC Theater's project page under related content as well as most other places that would link to

external articles or Magenta content. Some other weaknesses I noticed while analyzing the content was through their social media platforms. Huge has a handful of different social media platforms that post most of the same content across all of them. After analyzing the Facebook page I found myself on the about section in the Facebook account and noticed there are "Milestones" that still have links to pages that no longer exist.

## Strengths.

This sight has a lot of very well thought out and branded design. Overall the brand is cohesive, the tone of the content keeps a consistent bold and confident feel, but it also varies in its level of professionalism based on who the target audience is. I think one of the most interesting experiences within the main navigation pages is found on the contact page. On the grid of contact cards each one darkens when the user hovers over each tile, each card also changes to light or dark based on the current time in the location. This small design choice is so simple, yet it makes the user's experience that much more meaningful because if a user wants to contact a location on the other side of the world it is one less step for them to have to do in that whole process. I also think the use of different languages and cultural greetings is a simple and powerful addition to the brand.
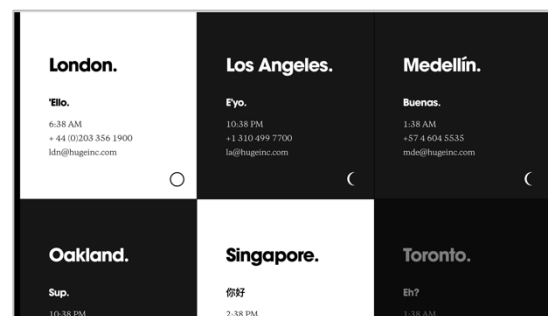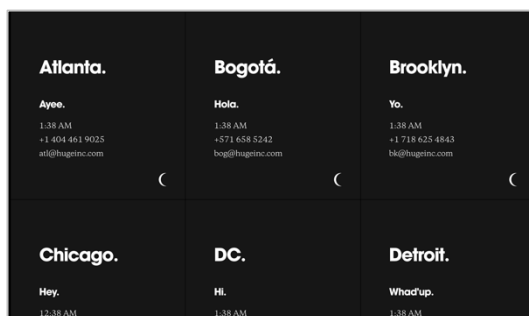


## Conclusion.

Overall Huge Inc has a very solid brand, design, and user experience. I think as with every brand there is always room for change and improvement and user-based feedback. This company focuses its whole identity around the idea that a company should always put its users' needs first. With the users' needs at the core of their identity it just goes to show that there is always a way to continue improving and evolving based on a different user's viewpoint. Some improvements I could see are to continue vetting the content, and the users experience of their site by gaining more feedback from users. Since the company is not active daily or even weekly at times, on their social media I think there could also be more improvements in maintaining the quality of their brand held on all other avenues.

Bibliography

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