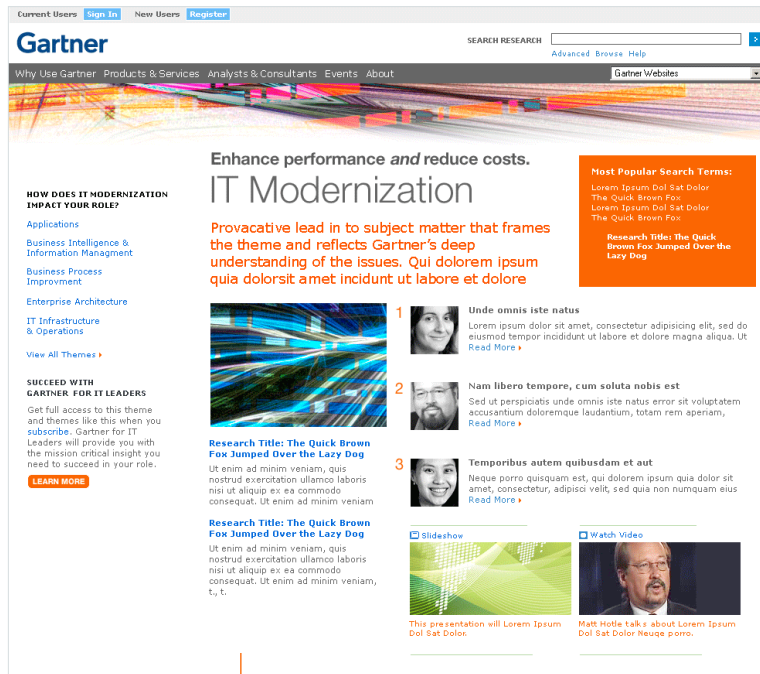# Classic gartner.com

20 March 2008

Visual System for 1024 x 760 Pixel Display
Design Exploratory
Looking toward a new gartner.com

This sketch shows how a flexible four column structure can create a playful interface that not only adds visual interest but also highlights content in a compelling way.

As opportunities arise in 2008 and beyond we will move toward presenting "Classic gartner.com" in a higher resolution. Most gartner.com pages on the public-facing site currently employs a 766 pixel width optimized for a 800 x 600 pixel monitors. This was the standard a several years ago when the infrastructure of most of these pages was laid in place.

New pages on gartner.com will migrate toward the 990 pixel wide pages which are already employed across all Gartner product sites (Gartner for IT Leaders, Gartner for Business Leaders, Gartner for IT Executives, etc.)

Moving toward this new screen resolution opens up the opportunity to rethink the interface to make numerous improvements. Some of these have been explored during the recent design exploratory for the launch of the IT Budget Optimization Theme in March of 2008.

Overriding principals in looking at a new design:

Inspire, not just inform

See less, absorb more

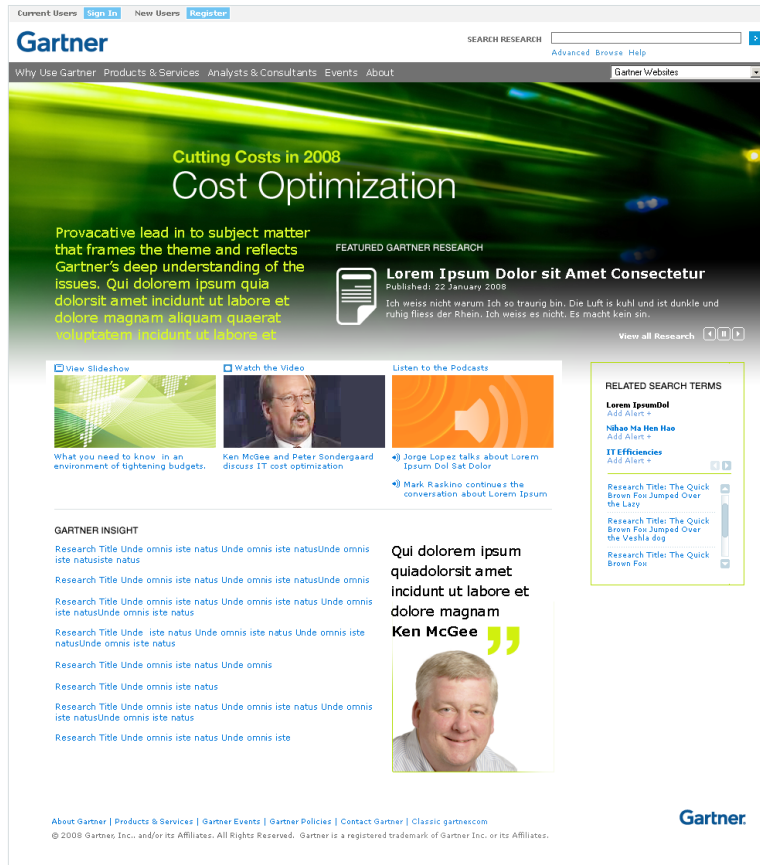Excite, entice, create a richer sensory experience

Positive, negative space balance

Openness

Flexible grid system

This is just the beginning. Please stay tuned for quarterly updates to this spec for the latest developments.

Classic gartner.com

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Waking-Up Content

These examples explore a new three to four column format to creates an eclectic play of shapes and content types. Boldly treated headlines and a bounty of imagery help bring Gartner insight alive.

Classic gartner.com

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Visual System for 1024 x 760 displays
Gartner Research Theme

Bold use of imagery and type brings you into subject matter in a more dramatic way.

Page header breaks out of rectangular format of previous classic look

Introduction frames the theme. Set in oversized type to draw you into the subject matter.

Main research document highlighted for extra emphasis

Condensed treatment of titles allows for a substantial amount of content without overwhelming the interface with a long list of documents.

Mix of video and audio interviews bring content alive

Analyst quotes lend a more personal approach, revealing the people behind the insight.

Enhancing stickiness through promoting related alerts

Proposed theme layout in 990 pixels maximizes today's higher-res screens.