

Home Page Layout

Previous

The previous layout features a top navigation bar with the Dell logo, language/currency settings, and a search bar. Below this is a secondary navigation bar with categories like Shop, Support, and Community. The main content area is titled "Shop for Home and Home Office" and includes a "trade in" promotion. A large featured section highlights the XPS 14z laptop with a "Helps me share my favourite films" headline. Below this are sections for "Laptops, desktops and much more!", "Printers", and "Mobile Devices". A "Need Help Shopping?" section offers chat, E-value code search, and Dell chat. The "Top Sellers" section displays a grid of product cards for XPS 15, XPS E306, Inspiron 15, and Inspiron 620. "Customer Spotlights" features reviews for the Inspiron R Desktop and Inspiron 570. The footer includes a "250 FREE Business Cards" promotion and a "Roxio Creator 2011" advertisement.

New

The new layout has a cleaner, more modern design. The top navigation bar is simplified, and the secondary navigation bar is more prominent. The main heading is "Shop for Home and Home Office". A large featured section for the XPS 14z laptop is the central focus, with a "New XPS 14z Amazingly thin. Incredibly powerful." headline and a large image of the laptop. Below this are smaller product highlights for the XPS 14z, Inspiron 15R, and Inspiron 14z. A "Shop for Dell products" section provides a grid of category links for Laptops, Desktops & All-in-Ones, Electronics & Accessories, and Phones & Tablets. The bottom section includes promotional banners for "Celebrate the season", "Best financing of the year", and "Dell's Holiday gift to you", along with a "McAfee SecurityCenter" advertisement and a "Smart performance has evolved" banner.



Product Page Layout

Previous

The previous product page layout for the Dell XPS 15 laptop features a clean, structured design. At the top, there's a navigation bar with the Dell logo and links for Shop, Support, and Community. Below this is a breadcrumb trail: Home and More Office > Laptops and Notebooks > 2 Series > Thin & Powerful. The main heading is "XPS 15 Laptop with 2nd Gen Intel Core i7". A prominent "Easter Weekend Sale" banner indicates a 10% discount on selected configurations. The page is divided into several columns. The left column highlights "High-Octane Entertainment" with a price of \$799 and features like "Powerful graphics", "2nd generation Intel Core Processor", "Razor-sharp Graphics", and "Mind-Blowing Audio". The middle column shows a "Great financing deal" starting at \$699. The right column includes a "Chat live with a Dell product expert" button, a "McAfee Security" badge, and a "Celebrate Earth Day" promotion. The bottom section is titled "Your Life in 3D" and "3D at Home on the Big Screen", showcasing the laptop's 3D capabilities. The footer contains a "Commitment to Quality" statement and a small image of the laptop.

New

The new product page layout for the Dell XPS 14z laptop is more dynamic and visually rich. It features a large hero image of the laptop at the top right. The main heading is "XPS 14z Thin and Powerful Laptop". A "Best financing of the year on XPS PCs starting at \$499*" banner is prominently displayed. The page is organized into several sections. The left column lists "New XPS 14z" configurations with prices like \$1099 and \$1599. The middle column features a "Best financing of the year" section with a "Design" tab. The right column includes a "Chat with a Dell product expert" button, a "LAPOR" badge, and a "Computer Shopper Editor's Choice" badge. The bottom section is titled "Complete your XPS 14z experience" and includes sub-sections for "Software", "Services", and "Accessories". The overall design uses a mix of bold typography, vibrant colors, and high-quality images to create an engaging user experience.

