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Description

The Power of a User-Centered Approach

Avenue A | Razorfish was originally engaged by Sun Microsystems to redesign the Java.com download feature – a very small project centered largely around usability, and site redesign within the new brand. The chief goal was to make downloading Java as easy as it is to download Flash. The evaluation of the existing download and installation process quickly revealed that Java was a brand with multiple personalities. It was valuable to both developers and consumers, but those using the download feature were mostly consumers who were interested in Java for desktop and gaming applications. Applying a user-centric perspective to what was initially a fairly small redesign project gave rise to a radical shift in the overall brand strategy: Java began to morph to an entertainment portal showcasing applications using Java Technologies.



Essential Goals

The Leap From Developer to Consumer

Java.com is Sun's first big push into the entertainment portal market. This was a huge opportunity to do something really memorable, but it was also extremely challenging. The aim was to highlight Java's appeal to consumers without diluting the integrity that the Java brand already had with developers. The brand needed to be injected with a deeper and more identifiable personality that built on Java's current equity in the consumer space: desktop applications and games.

There really is no comparison story. Java is now highly differentiated in that it's the only brand in its category that communicates specifically with the consumer market. There has been a radical increase in

downloads and Sun's partnerships with companies such as Vodafone, Sprint, and Sony Pictures have been significantly strengthened.

Interactive Challenge

Appealing to Multiple Audiences

While the new site would have appeal for 18 to 35-year-olds, it also needed to accommodate an array of different user groups. For instance, less tech-savvy older users who might use Java for more functional tasks, such as financial applications. We found that the rich, primary color palette, and simple box-like navigation structure appealed to a broad range of users -- young and old, tech-savvy and novice.

The new design was received as playful, fresh and memorable. Over all, the simplified site structure allowed users who were previously unaware of Java, to make a connection between the technology and their lives before downloading the JRE to go and experience Java for themselves.

ROI Measurement

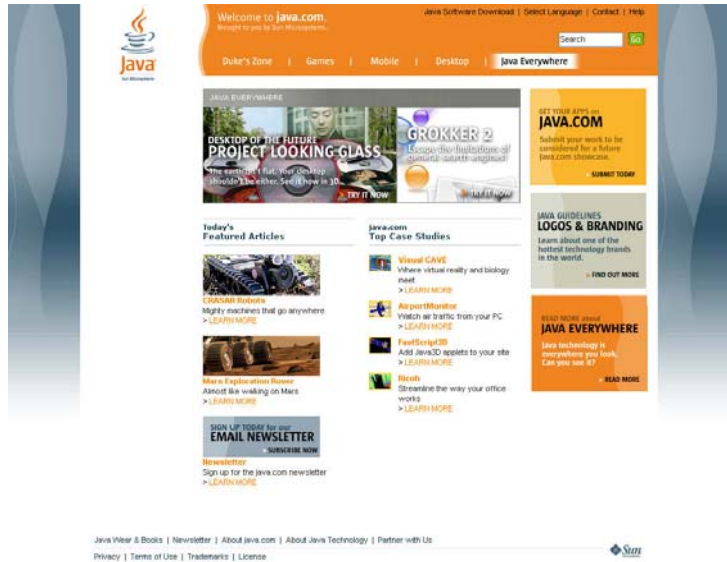
The results are amazing. Over the course of one month, unique site visitors jumped from 8 million to 10 million a month.

The new visual design is much more reflective of Java as a consumer brand in a way that consumers would use it, for example, for games. The design is rich, exciting, invigorating, and full of the unexpected. Again, like games. In addition the design reflects the Sun Microsystems over all brand; an important ingredient showing Java is part of the Sun Microsystems family.

Strategic Execution

In the end, the three most important aspects of the project were the brand, the brand, and the brand. We had to get consensus across both the technical and user experience teams around the brand vision, content and information templates, as well as site performance and scalability.

The Java.com site was built with Sun's own Java Enterprise System and Sun's highly customized content and template development system was used to handle language translation. We also enabled seamless



interactivity using Java applets and applet detection to show case the Java Run Time Environment as well give the user enhanced experience.

Our work on Java.com is an example of the dramatic evolution of a brand. Participating in the evolution of the Java moniker from a language and a specification to a platform that transcends desktop, mobile and enterprise systems was a rich experience for the entire Avenue A | Razorfish team.

About Avenue A | Razorfish

Avenue A | Razorfish (www.avenuea-razorfish.com) is the largest independent interactive agency and an operating unit of aQuantive, Inc. (NASDAQ: AQNT), a digital marketing services and technology company. Avenue A | Razorfish solutions are entrenched in deep technology, rigorous analytics and a rich understanding of customer needs, including award-winning media planning and buying, search engine marketing, customer targeting and profiling, world-class creative, design and implementation of web-based systems and integrated marketing programs. Avenue A | Razorfish has offices located in major U.S. markets, including New York, Chicago, San Francisco and Seattle. Clients include AstraZeneca, Best Buy, Kraft, Microsoft/MSN, WeightWatchers.com and Wells Fargo.

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