

Name of the Tool

Aol.

Home Page

The screenshot shows the AOL homepage interface. On the left is a vertical navigation menu with icons and text for: MAIL, SEARCH, SIGN IN / JOIN, NEWS, ENTERTAINMENT, FINANCE, LIFESTYLE, GAMES, VIDEO, and SHOP. Below these is a blue button that says '+ MAKE AOL MY HOMEPAGE'. At the top right, there is a search bar with a pink 'SEARCH' button and social media icons for Facebook, Twitter, and Email. The main content area features a large article with a photo of Donald Trump and the headline 'Trump wants to cut major dept. budget by 50 percent'. Below the headline is a short summary and a link to the full article. To the right of the article is a vertical image of palm trees at sunset. At the bottom of the main content area, there is a video player with the title 'Why sitting too much at work could kill you' and a 'WATCH NOW' button.

Logo



URL

<https://www.aol.com/>

Subject

Business – Directories
Commerce - Directories

Accessibility

Free

Language

English

Publisher

Aol.

Brief History

AOL was founded by Bill von Meister in 1983 as a short-lived venture called Control Video Corporation (CVC) and from 2009 it was renamed as AOL Inc. It was eventually spun off from Time Warner in 2009, with Tim Armstrong appointed the new CEO. In February 1991, AOL for DOS was launched using a GeoWorks interface followed a year later by AOL for Windows.

Scope and Coverage

AOL has a global portfolio of media brands and advertising solutions across mobile, desktop, and TV. AOL's content contributors consist of over 20,000 bloggers, including politicians, celebrities, academics and policy experts, who contribute on a wide range of topics making news. The group's video is collected on its AOL On site, which offers channels in news, entertainment, style, tech, business, food, home, travel, health, autos, parenting, relationships, video games and pets.

Kind of Information

Top stories are given in Aol. Including detailed description, photographs and sometimes videos also. Trending topics are given with photos, description and link. Other related links are given simultaneously. Such as:



There is a virtual shop where different categories of products are displayed with required information. Each product is displayed with photo, a brief description, price and how to purchase. An example is shown below:



In the entertainment column, news are given with photos and videos including date and name of the author. It gives information on finance collective which is considered as a group of trusted voices covering personal finance, careers, small business, industry trends, and real estate. Each of the group established an idea on particular topic including the required link.

Portfolios, quotes and properties are kept under the heading named resources. In case of properties, information on real estate are described including the newest, cheapest categories with price, photos and locations.

Information on personal, auto and mortgage loans are provided in tabular format as shown below:

MORTGAGE LOANS	PERSONAL LOANS	AUTO LOANS
Today's Mortgage Rates		
Loan Type	Rate	APR
30-yr fixed	3.88%	3.92%
15-yr fixed	3.13%	3.20%
5/1 ARM	2.75%	3.74%
Loan Purpose	Amount	Payment
Refinance 5/1 ARM	\$225,000	\$919/mo
Purchase 5/1 ARM	\$350,000	\$1,453/mo
CALCULATE PAYMENT		

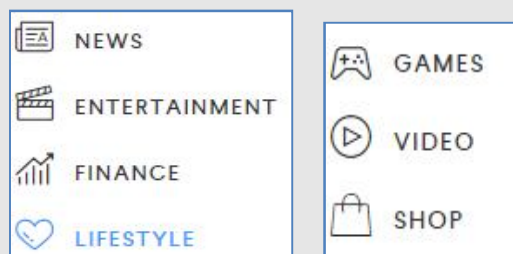
Different categories of games are displayed here and the instructions are also given how to play. It also provides information on health guards. Articles are given with the name of author, photographs and videos.

Special Features

- Visitors can search the website.
- Free e-mail services are provided to the visitors.
- You tube videos are attached here.
- In case of weather reports, maps can be seen.
- Hyperlinks of some websites are attached also. Some of those are save70, Next Advisor etc.
- Newsletters are sent to subscribed users.

Arrangement Pattern

Categorical arrangement can be seen including icons as shown below:



Remarks

AOL Inc. (simply known as AOL, originally known as America Online) is an American multinational mass media corporation based in New York, a subsidiary of Verizon Communications. The company generally owns and operates websites. AOL.com offers the latest in news, entertainment, finance, lifestyle and weather, as well as trending videos and search.

Comparable Tools**Date of Access**

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