Assignment 3 Competitor Analysis IMM 200 Due February 20, 2022

1st Website
coder coder!
"Learn web development as an absolute beginner (2021)"
https://coder-coder.com/learn-web-development/

Direct or indirect competitor? If this first website is used as the standard against the others, then I guess it doesn't count as a direct or indirect competitor. If it is a website against which I would compare my own website that I envision creating, it would be considered a direct competitor. The reason for this is that the whole website focuses on learning web development specifically, rather than a wide range of coding.
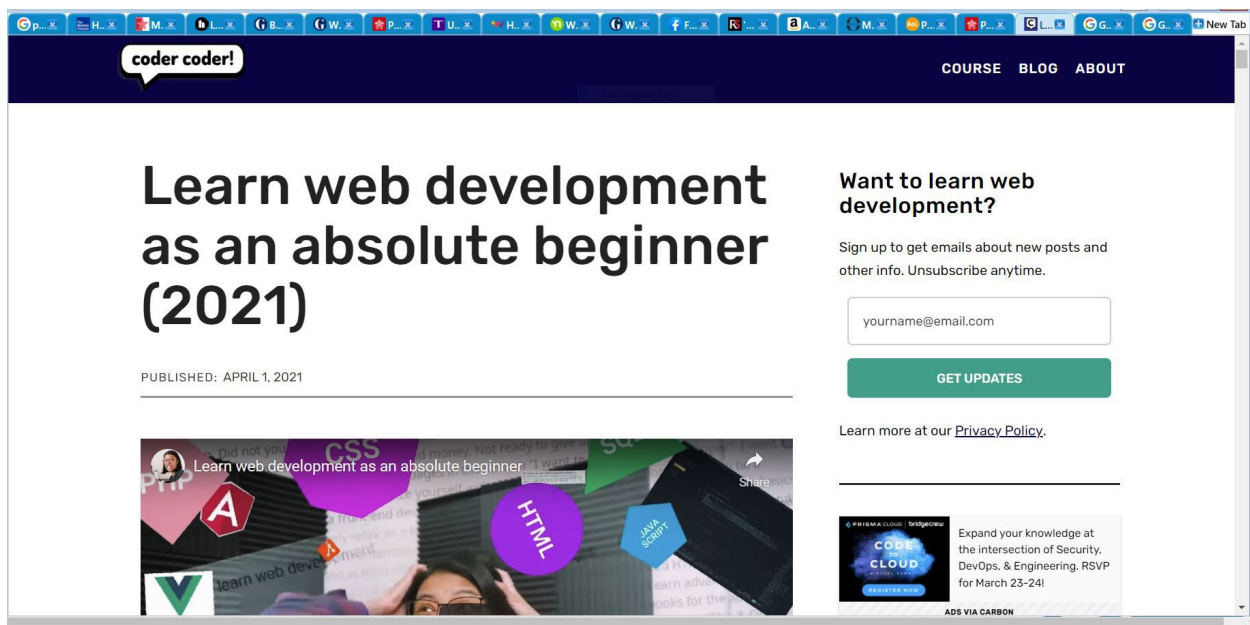
2nd Website
GeeksforGeeks "Web Development"
https://www.geeksforgeeks.org/web-development/?ref=shm

Direct or indirect competitor? This website, whether compared to the first one, or my own envisioned website would be an indirect competitor. Although it offers information about the basics of web development, that is one of but many kinds of technical skills that it offers to educate people about.

3rd Website
W3schools "Web Development Roadmaps"
https://www.w3schools.com/whatis/

Direct or indirect competitor? Like the second website, I would call this one an indirect competitor as well. It does offer basic information about what is needed to become a web developer, but also includes many other computer programming languages in its offerings.
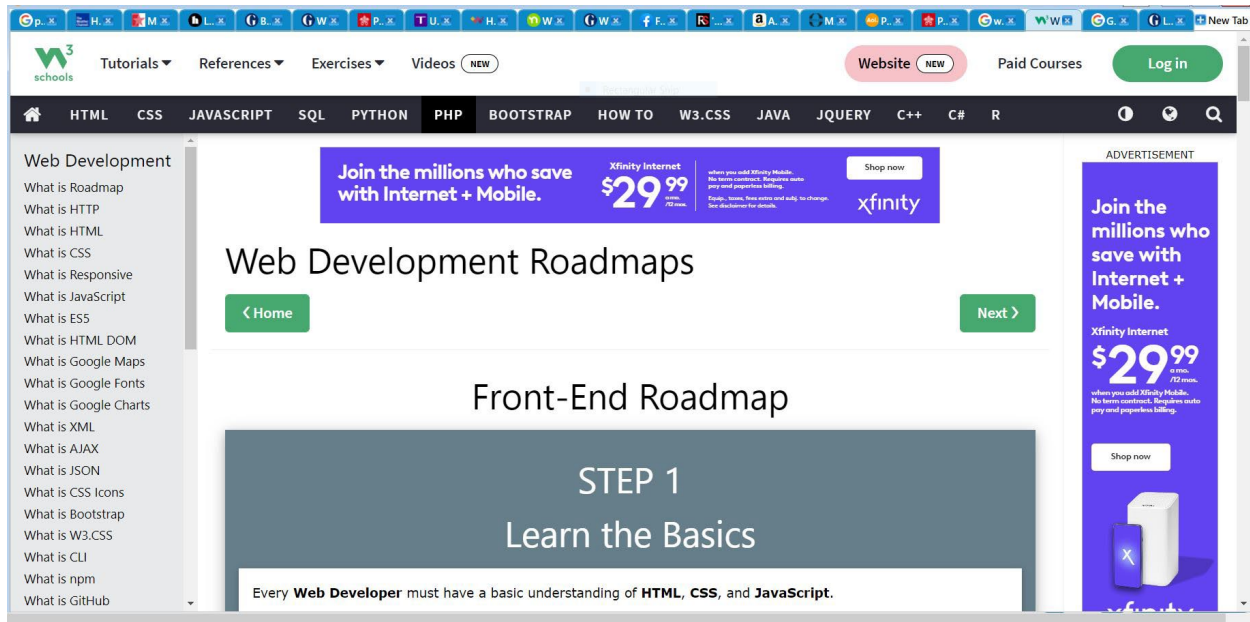
Coder coder! Learn web development as an absolute beginner (2021) menu

The menu only has four links, and there is no search bar. The "coder coder!" home page offers some links to resources, but no clear path as to how to learn the basics of web development. The "Course" is not officially offered yet, but the web developer expects to offer it in the spring. The "Blog" may offer some useful articles, but you would have to recognize by the title whether or not it was relevant to your needs. It is hard to navigate to find basic web development education.

GeeksforGeeks "Web Development" main menu

The main menu doesn't offer options for the different types of web learning, but many types of technical education. The specifically web-based languages are offered on the side bar. The "Tutorials," "Student," and "Jobs" buttons are dropdowns that offer many options. It's a good way to offer multiple options without clutter. The Search function is good, but that it doesn't say "Search" either to the side of the text box, or as a placeholder.
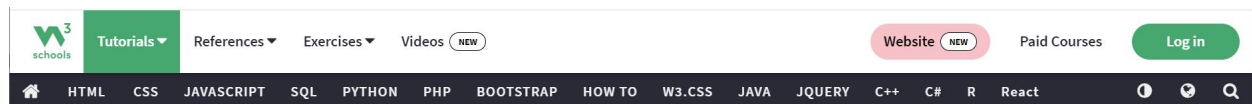
W3schools Web Development Roadmaps main menu

The "Tutorials," "Reference," and "Exercises" links are dropdowns, offering many more options than you would want to squeeze into the whole main menu. The three essential web languages, HTML, CSS, and JavaScript, are placed obviously, near the upper-left corner. The link for Paid Courses is obvious, and leads to their offerings and what they cost. Some of their courses include Bootstrap 3 and 4, but not Bootstrap 5, so it makes me question how up-to-date the website is.
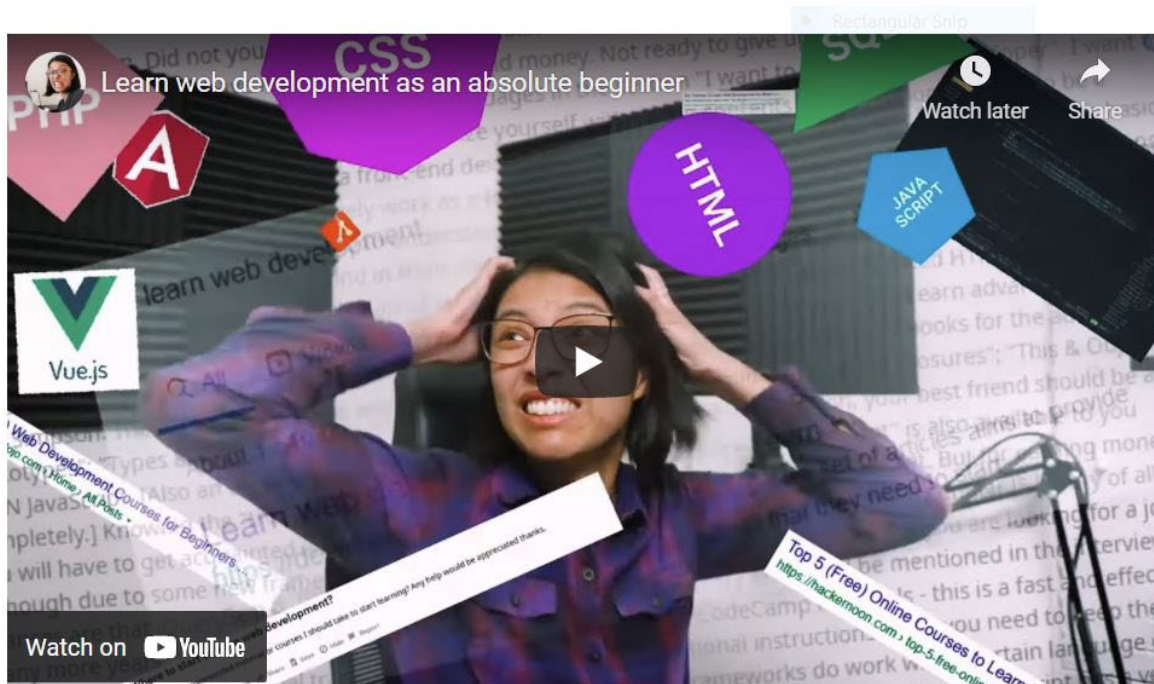
coder coder! Learn web development as an absolute beginner (2021)

coder coder! Learn web development as an absolute beginner (2021)

There are few images on this website as a whole, against a white background with mostly black text, which can make it boring. The above images do a lot to add visual interest in terms of color and computer-generated images. With her website, both the basics about web development, as well as her personal teaching style could be said to be the brand, and the images above well-represent that brand.

- **Frontend Roadmap:**
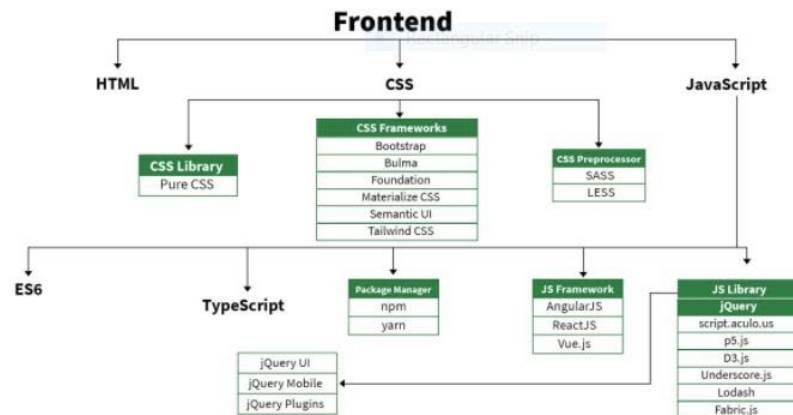
Frontend

- **HTML**: HTML stands for HyperText Markup Language. It is used to design the front end portion of web pages using markup language. It acts as a skeleton for a website since it is used to make the structure of a website.
- **CSS**: Cascading Style Sheets fondly referred to as CSS is a simply designed language intended to simplify the process of making web pages presentable. It is used to style our website.
- **JavaScript**: JavaScript is a scripting language used to provide a dynamic behavior to our website.
- **Bootstrap:** Bootstrap is a free and open-source tool collection for creating responsive websites and web applications. It is the most popular CSS framework for developing responsive, mobile-first websites. Nowadays, the websites are perfect for all the browsers (IE, Firefox, and Chrome) and for all sizes of screens (Desktop, Tablets, Phablets, and Phones).
  - Bootstrap 4

GeeksforGeeks "Web Development"

Basic Format: It is the basic format of create a simple web page.

```html
HTML

<!DOCTYPE html>
<html>

<head>
    <!-- Head section of website-->
    <title></title>
</head>

<body>
    <!-- Body section of website -->
</body>

</html>
```

Example: Let's see a small example of simple web page that display the heading and paragraph content.

```html
HTML

<!DOCTYPE html>
<html>
```

GeeksforGeeks "Web Development"

This image of a flowchart with accompanying text for essential and more advanced programming languages needed for front-end web development is clean and pretty easy to understand. The HTML basic coding example gives some of the actual code, along with what some of the code actual means/does. The images support the brand in being all about coding and understanding the logic behind it.
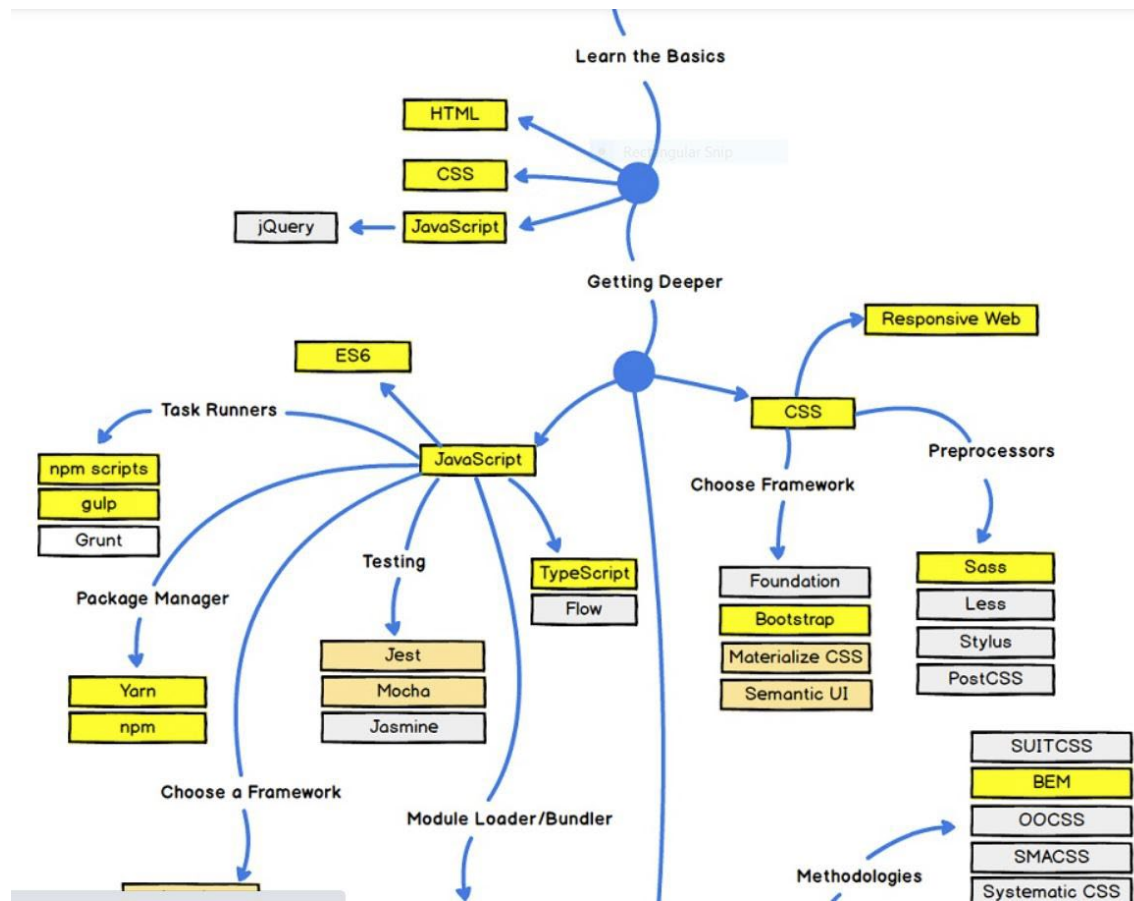
W3schools Web Development Roadmaps

Easy Learning with HTML "Try it Yourself"

With our "Try it Yourself" editor, you can edit the HTML code and view the result:

Example

```
<!DOCTYPE html>
<html>
<head>
<title>Page Title</title>
</head>
<body>

<h1>This is a Heading</h1>
<p>This is a paragraph.</p>

</body>
</html>
```

Try it Yourself »

Click on the "Try it Yourself" button to see how it works.

W3schools Web Development Roadmaps

The flowchart image, while it may be visually interesting, is impossible to understand, unless you already are an expert. The HTML code example image, although it doesn't offer an explanation as to what the code means, with the imperative "Try it Yourself encourages users to do just that. The colors and simple shapes (other than the flowchart) support the brand of the kind of complex simplicity that web developers can create with their own code one day.

Heuristics

2. Match between system and the real world:

GeeksforGeeks used clear real world analogies in describing the basics of web development—building, creating, and maintaining, like you would a real world structure such as a house. W3schools uses the images of a computer as the client, a cloud as the internet, and some other structure as the server with double headed arrows between them, which can give a beginner of how the data gets transferred throughout the internet. coder coder! offers the example of restaurant workers in the back and the front to illustrate the different parts that backend and frontend developers serve, and how they work together.

8. Aesthetic and minimalistic design

Both GeeksforGeeks and W3schools hit the marks on this one. The designs are simple, and yet offer a lot of information, which can be found through expanded dropdown lists, and sidebar menus that appear to the left of whatever the main document is. You could say that coder coder! is minimalistic, as it is mostly black text on a white background, but relevant information is hard to find. An HTML tutorial, as an example, is embedded as a link somewhere in the middle of the main web development page.

10. Help and Documentation

Both GeeksforGeeks and W3schools are basically self-explanatory and don't need much documentation. The Search functions in both might be improved by adding the text Search as a placeholder in the Search box. The coder coder! website does not have a Search function. It wouldn't matter so much, but that it is hard to find relevant information, other than potential leads on resources where you might find relevant information.

UI animations

W3schools has the best UI animations, or this might include interactivity. In addition to the dropdown lists, you can practice coding interactively through the website itself. The login on W3schools simply takes you to a new page where you can login or sign up. The GeeksforGeeks site has a sign in pop-up where you can sign in or register for an account with them, or sign in with another method, like Facebook. This may be a nice option for those who feel comfortable using another account. It certainly would be a lot faster. The coder coder! website uses the hover functionality to underline links on the menu that you are hovering over. Other than that, coder coder! has videos.

Example of how to score websites

	coder coder!	GeeksforGeeks	W3schools
Content & Navigation	4	9	9
Aesthetics & style	4	9	9
Heuristic Analysis	3	9	9
UI Animation	2	8	10

| **Overall** | 3.25 | 8.75 | 9.25 |