

Competitive Analysis:

RBC

CIBC

TD

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Analysis

CIBC's website was the overall winner of the competitive analysis against its competitors TD and RBC. CIBC received a perfect score of 40 for the branding section. They have a great logo design, in a good position, they use company colours effectively throughout the site, and their brand is consistent throughout the site. Design was their second best section; I was impressed when I first saw the site. It uses colours and images well, it's simple and balanced, and overall it's a good design layout. Some other areas where I thought the site did a great doing was keeping the main content above the fold, links and button are clear they are links and buttons, their headers are clear, visible, and have a visual hierarchy, they have effective calls to actions, and navigating the site as well as completing tasks are easy to do and easy to find what I'm looking for.

The local secondary navigation is definitely a feature I want to try on some of my future work. I haven't used local secondary navigation much in any of my work and it would be interesting to incorporate and design. I also liked the organization/layout of the site and it gave me of what I could do to organize/layout websites in my future work