

Identify three competitor/similar websites and complete the following work in a Microsoft Word or LibreOffice document.

Identify 3 competitors

What is the name of each competitor or their company/organization name?

1. Udacity
2. Sololearn
3. W3School

What is the URL to each competitor's website?

1. <https://www.udacity.com/>
2. <https://www.w3schools.com/>
3. <https://www.sololearn.com/home>

Explain whether each website is from a direct or indirect competitor? Write 2-4 sentences explaining your logic for each website (total of 6-12 sentences).

Udacity - indirect

Udacity is an indirect competitor because in their website users have many options to pick what they want to learn and not necessarily HTML or CSS. However, this website requires a payment in order to have access to their courses.

Sololearn - indirect

Sololearn is also an indirect competitor because they have a big catalog of courses where users can pick and their courses are free. The only requirement is a registration to start any course.

W3School - direct

W3School is a direct competitor because their main courses are HTML and CSS. Offering these courses for free, with a nice platform where users can practice what they are learning and they give the users the option to get a certificate if they pay for it.

Include a screenshot of each home page.

The latest digital skills, within reach.

Discover the fastest, most effective way to gain job-ready expertise for the careers of the future.

FOR INDIVIDUALS

Transform your career.

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Transform your workforce.



Explore our schools to find your perfect program.

UDACITY

HTML

The language for building web pages

Learn HTML

NEW

Video Tutorial

HTML Reference

HTML Example:

```
<!DOCTYPE html>
<html>
<title>HTML Tutorial</title>
<body>

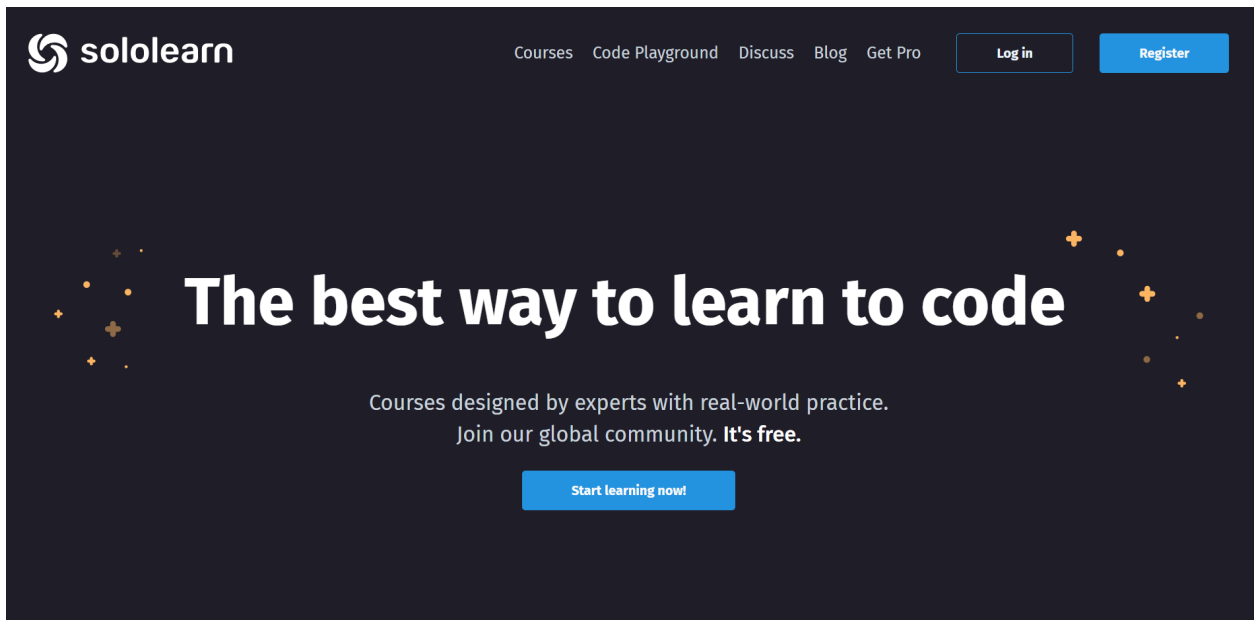
<h1>This is a heading</h1>
<p>This is a paragraph.</p>

</body>
</html>
```

Try it Yourself

CSS Example:

W3School

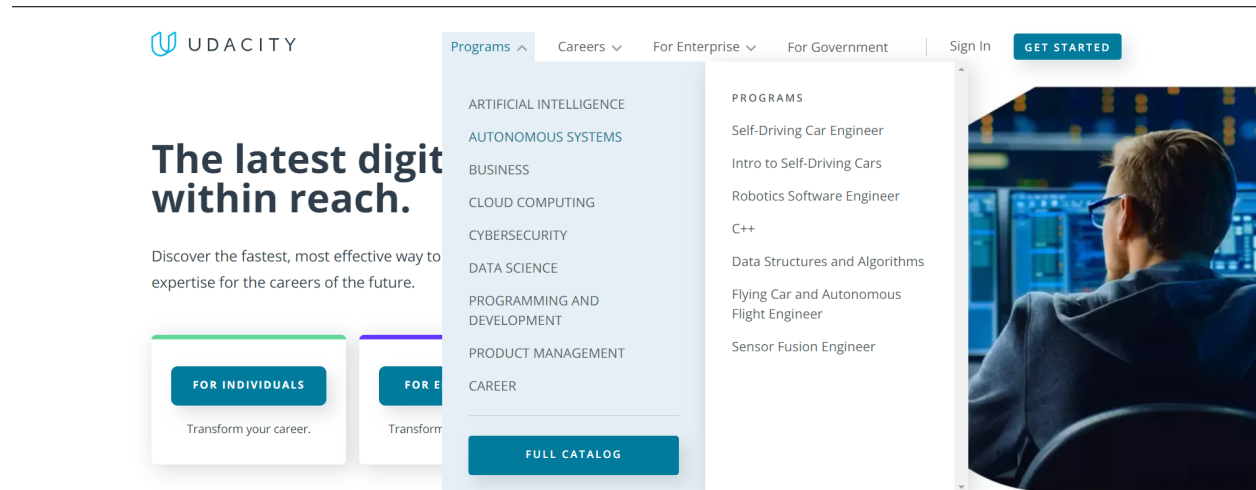


sololearn

Content and navigation

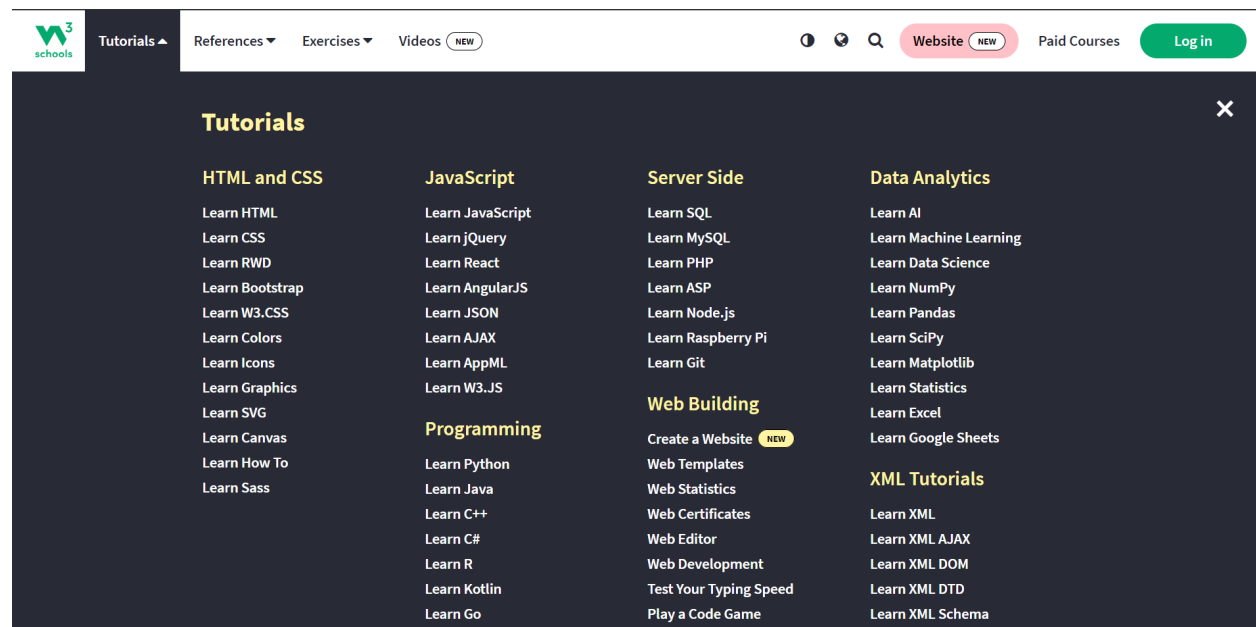
Include a screenshot of each website's menu and make sure to label each graphic with the name of the competitor (just the text of the name will do under the graphic).

Explain how each of the 3 menus work. Write 3-5 sentences each (total of 9-15 sentences).



UDACITY

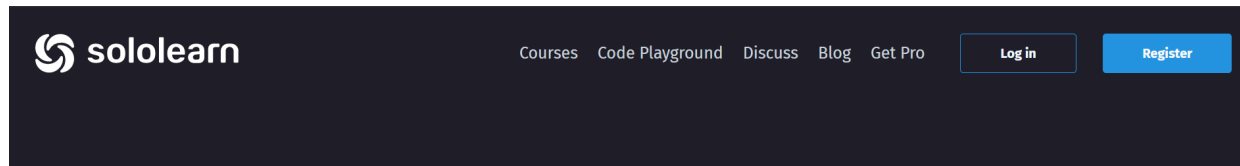
UDACITY has a drop down menu that changes the color to let the users know where they are. This menu displays another menu at the side giving more information about each program, letting the users to select right away what they want from that program or to select the program in general.



W3 School

W3 School has a dropdown menu showing all the information grouped together by courses. Once a user hovers over each of them the background changes color to identify which one the user is pointing to.

They use three different colors in the menu black for the background, yellow for the titles and white for the topics of each title.



Sololearn

Sololearn has a singular menu where nothing happens when the users hover over each of the options, to access the information of each of them the users have to click and then they will be redirected to that part of the menu. Once the users are on the options they pick the menu bar to change color to indicate where they are in the website.

Rank the best menu to worst and explain your logic.

1. Udacity

Udacity has the best menu from the three websites because when you click any option from the menu it dropdowns the options in a different color to identify where you are and if the option you are pointing to has more options they display in the side, in a way that the user can appreciate all the options they have and it gives the user the choice to go directly where they want or just click the main categories and see all the options in a new screen.

2. W3 School

W3 School has the second best menu because it give the users everything separate by categories like Udacity but the difference is that UDACITY first display the main categories and when you hover over you can see the subcategories but W3 school display the main category and the sub categories all at the same time occupying too many space in the screen making the users to go down if they want to see the rest of menu because everything does not fill in a screen, at least you have a big screen.

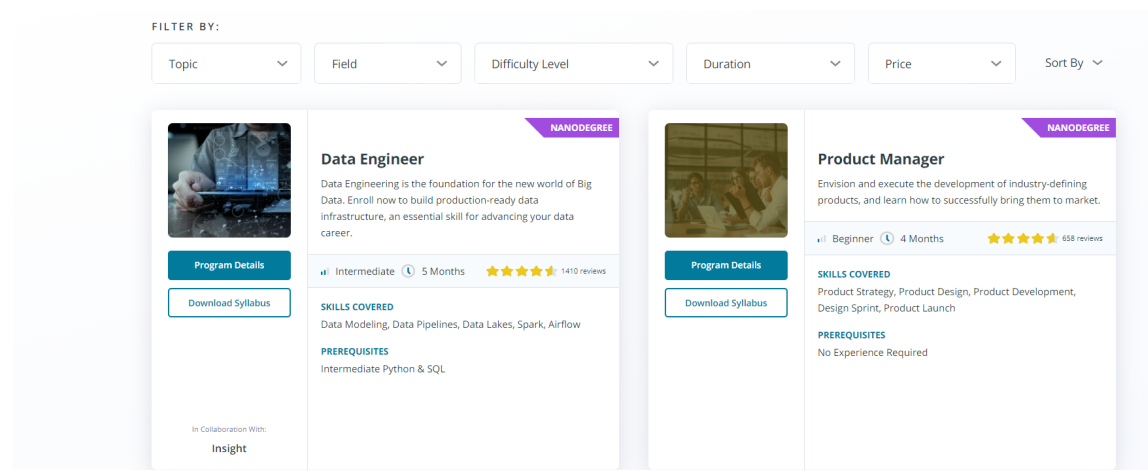
3. Sololearn

Sololearn has the worst menu, it does not give the user options, the users click the menu and instantly they go to that option.

Aesthetics and style

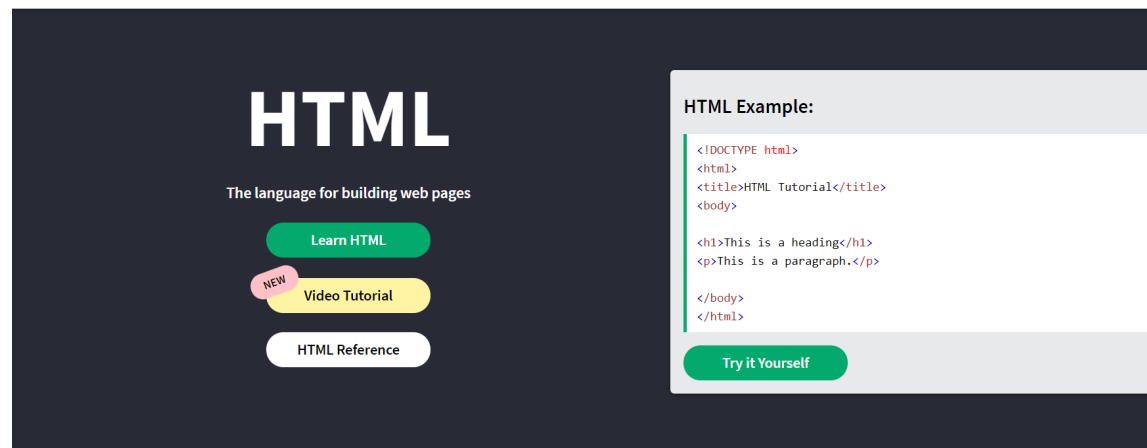
Take screenshots of examples of color and imagery from each website. Crop out the parts you are focused on. For example if a hot dog is your example, crop it out from the rest of the screenshot. Windows includes a tool called the Snipping Tool which lets you take a screenshot and select the part of your screen to select. Other operating systems should offer similar tools.

Discuss how color and imagery is used on each site. Write 2-3 sentences each (total of 6-9 sentences). Discuss if you think the color and imagery is used well, whether it reinforces their brand... etc.



UDACITY

UDACITY has a nice combination of colors reinforcing the ones used in their logo, making the site look clean and keeping consistency. The font sizes in the paragraph are a little small and it could be hard to write for some people but in general the made a good selection in color and images in their website.



W3 School

W3 School is a colorful website where they use a variety of colors, where they use each color to represent different options. It is cool how they include small windows with some code examples about HTML to help the users to have an idea about what HTML is.



Sololearn

Sololearn has a nice presentation using icons with their names as a catalog where they ask the user what they want to learn. The different colors of icons look great with a sololearn logo that has multiple colors, it looks like the logo is made by the combination of multiple courses.

Heuristic analysis

Review the “[10 Usability Heuristics for User Interface Design](#) ([Links to an external site.](#))”.

Select 3 of the heuristics from the above link (make sure to list the names). Compare and contrast your 3 competitors using those 3 heuristics. Write 2-4 sentences each (total of 8-12 sentences).

See the examples in “UX for the Web Chapter 2” to get some ideas.

Visibility of system status

UDACITY

UDACITY tells the users where they are all the time, sometimes they provide the names from where they are coming from, or in the title of the option they have selected.

W3 School

W3 School has the best visibility of the system status. Once the users decide where they want to go, at the top appear a menu bar with the option highlighted with a different colour from the rest and also another menu in the right side appears showing the user in what topic of the option they chose they currently are.

Sololearn

Sololearn has the second place because they tell the users where they are but the information provided does not have many details about it but the menu bar changes color and depending where the users are an option appears at the top asking the users if they want to go back where they were.

User control and freedom

UDACITY

UDACITY provides good messages to let the users know they made a mistake but they do not tell users where exactly it was. For instance if a user made a mistake login UDACITY would notify that something went wrong but it would not tell what it was if it was the user name or the password. However, they provide the users with the option to restore their password using their email address.

W3 School

W3 School lets the user try all the code they see on the website and they also give the users the option to modify it and see the result. However there are some notifications that the font size is too small for many users, the good thing is that they highlight where the mistake was made. For instance in the login screen.

Sololearn

Sololearn has the best notification about mistakes because it highlights and shows a text explaining what was the mistake and the font size is perfect for anyone to read it without any problem.

Consistency and standards

UDACITY

UDACITY is a good example of consistency because it does not matter in what part of the website you are, the design keeps the same. Same combination of colors, forms, font family, font size, everything remains the same.

W3 School

W3 School is also another good example of consistency. All the bottoms, titles, explanation, examples, literally everything remains the same without regarding the courses the users are. This is good because if the users know that a button is to try the code in one course, they can do the same with any other course.

Sololearn

Sololearn is a bit different from the other two websites. Sololearn changes colors and logos depending on where the users are. For instance in the discussion tap from their main menu when someone clicks there, the logo changes from having multiple colors to be white and the menu bar the background color turns to black. Also the menu highlights with green the option where the users are, something that does not happen when the users click on courses or blogs.

UI animations

Explain how each site uses UI animation. Write 2-3 sentences each (total of 6-9 sentences).

UDACITY

UDACITY only has animation on the main menu. When the users scroll down the main menu shows up and it sticks at the top.

Sololearn

Sololearn also has an animation on the main menu. At the top of the website it is dark and in the rest of the website is white and the main menu adjusts its color depending on the position.

W3 School

W3 School does not have any animation.

Are the UI animations for each site valuable, fluff (just for looks) or somewhere in the middle?

They are just for looks.

How do the competitors fare against each other with UI animation?

I consider that they do not care too much about UI animation on their website. They prefer to keep the design simple.

Score each website

Score each website for the 4 categories shown in the below table (UX for the Web page 48). Replace the example competitors and scores with your own. See UX for Web page 47 for how to come up with the scores. Total the categories to see how the competitors fare against each other overall. Feel free to copy and paste the below table into your document to make your life easier and replace the names and numbers.

	UDACITY	Sololearn	W3 School
Content & Navigation	9	8	10
Aesthetics & style	10	9	8
Heuristic Analysis	9	9	8
UI Animation	3	4	0
	7.7	7.5	6.5

