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| --- | --- |
| **Site 1 – URL** | http:// |
| Why did you choose this site? |  |
| **Site 2 – URL** | http:// |
| Why did you choose this site? |  |
| **Site 2 – URL** | http:// |
| Why did you choose this site? |  |

You should assess the conformance of each site to each criterion and indicate your judgement using a rating of 1 - 5 where 1 = low conformance and 5 = high conformance. Additional comments are require to illustrate and explain your scoring.

**Reminder:** You are assessing competitor sites to look for both good and bad practices, innovations, industry practices and/or standards. Things you might want to replicate; things you might want to avoid. It will also give you an insight into the client’s industry, and potential ideas of the type of target audience.

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|  |  | **Site1** | **Site2** | **Site3** | **Refer to site1, 2 or 3 in your comments.** |
|  | **Consistency** |  |  |  | **Comments** |
|  | Overall visual identity is consistent throughout the site, e.g. colour, fonts etc. |  |  |  |  |
|  | Design and navigation elements are consistent across pages, e.g. menu in same place, page titles etc. |  |  |  |
|  | Search is in prominent and consistent location (n/a if no search) |  |  |  |

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|  | Efficiency |  |  |  | **Comments** |
|  | Essential information is located at the top of the page and scrolling is not required to access primary navigation. |  |  |  |  |
|  | Mouse clicks for identified information retrieval tasks are recorded within acceptable range, e.g. not unnecessarily clicking and clicking to reach content. |  |  |  |
|  | Images and non-informational graphics don’t compromise download speed, e.g. pages slow to download. |  |  |  |
|  | Architecture |  |  |  | **Comments** |
|  | Depth vs breadth of information structure is appropriate to the content and functionality within the site, e.g. not too many sub-sections. |  |  |  |  |
|  | Information categories are user-centric, not organisation-centric, e.g. do the menu labels, headings, sub-headings make sense? |  |  |  |
|  | **Reassurance** |  |  |  | **Comments** |
|  | Navigation is usable and consistent. It supports user orientation within the site. |  |  |  |  |
|  | Each page has a link to the home page, or the same navigation scheme that is on other pages. |  |  |  |
|  | Links that have been visited are differentiated from those that haven’t been visited, e.g. if the link colours are non-standard are they still consistent? |  |  |  |
|  | Links to internal pages are differentiated from links to external sites. |  |  |  |
|  | If a user wishes to contact the organisation directly, are contact details easily available? |  |  |  |
|  | **Clarity** |  |  |  | **Comments** |
|  | Information headings and links are labelled descriptively to clearly communicate their destinations, e.g. do links lead to where you would expect? |  |  |  |  |
|  | Information is divided into logical units, e.g. does the division by sub-pages make sense? |  |  |  |
|  | A hierarchy of importance is established, e.g. is important information featured prominently? |  |  |  |
|  | Authority |  |  |  | **Comments** |
|  | The person or organisation responsible for the information on a site is clearly indicated on all pages of the site, e.g. can you identify the author/owner of the information? |  |  |  |  |
|  | Currency |  |  |  | **Comments** |
|  | Content is up-to-date and current. |  |  |  |  |
|  | The currency of the information is clearly marked through a publication and/or expiry date. |  |  |  |
|  | Recent or popular content is prominent, e.g. news or other highlighted section. |  |  |  |
|  | Readability |  |  |  | **Comments** |
|  | Font size is readable with standard browser settings. |  |  |  |  |
|  | Scanning is supported through the information structure, e.g. can you skim read the page and pick out key elements? |  |  |  |
|  | Screen density is balanced with ‘white’ space, e.g. appropriate balance between text, images and blank space on each page. |  |  |  |
|  | Page width and line (text) lengths are comfortable to read. |  |  |  |
|  | Corporate Identity |  |  |  | **Comments** |
|  | Visual identity is consistent across all pages, e.g. use of colour, logo etc. |  |  |  |  |
|  | Visual identity is appropriate for the majority of the audience. |  |  |  |
|  | **Relevance** |  |  |  | **Comments** |
|  | Content type and tone is relevant to the audience. |  |  |  |  |
|  | If icons are used, do they communicate clearly in place of a text link or as a support for a link? |  |  |  |

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|  | Animations or scrolling text (if used) add to the information content or context of the site, e.g. do they help or hinder? |  |  |  |  |
|  | Non-textual content, e.g. graphics, conveys meaning and is relevant to the user. |  |  |  |
|  | **Accessibility** |  |  |  | **Comments** |
|  | Is there any indication that the site complies Web Accessibility guidelines (WCAG2)? |  |  |  |  |
|  | Does the site conform to best practices such as alt text, good colour contrast etc? |  |  |  |
|  | Does the site have any accessibility features such as skip links? |  |  |  |
|  | **Browsers** |  |  |  | **Comments** |
|  | Does the site display correctly in the Internet Explorer, Mozilla Firefox, Safari and Opera browsers (all available in the MRL)? |  |  |  |  |
|  | **Mobile** |  |  |  | **Comments** |
|  | Is the site mobile friendly? |  |  |  |  |
|  | Is the site responsive to different screen sizes and screen orientation? |  |  |  |
|  | Does the site maintain its usability on mobile devices? |  |  |  |

**Comparative analysis**

Summarise your findings by identifying 5 key points. These may be *'good'* points, elements on the competitor sites that you want to include in your own site design and build. Alternatively, they may also be *'bad'* points, element that you will want to ensure you avoid.

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| **Key Points** | **Description** |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **5** |  |