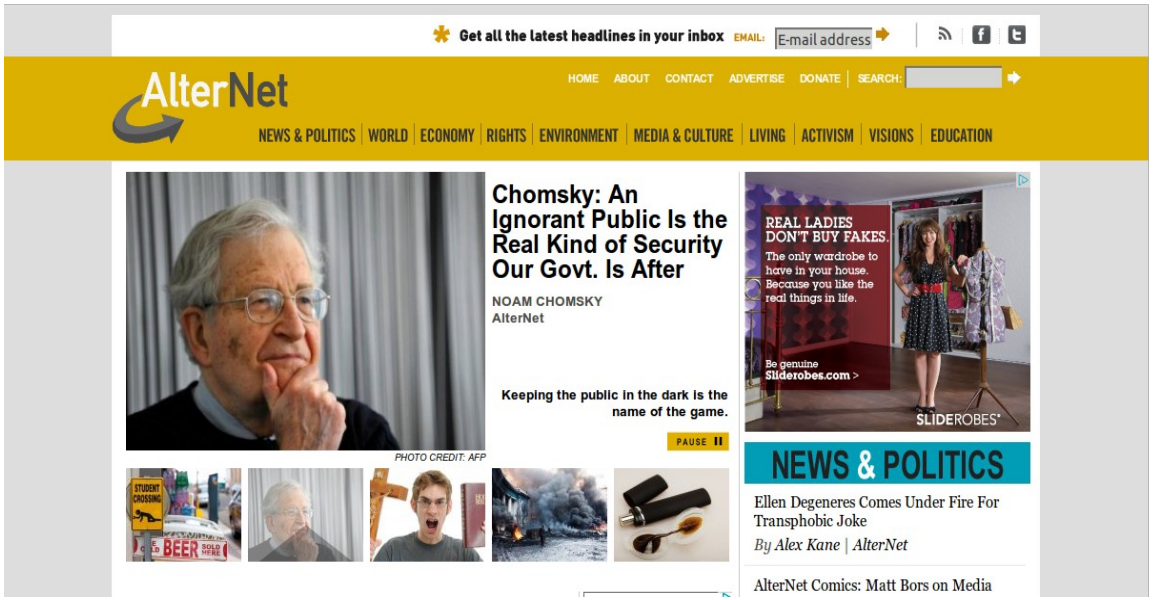
Summary (main points): Review of websites for Ideas as to presenting the Bristol Wireless Services In a Box and the Website Navigation

From research involving talking with current customers as well as Bristol Wireless team members, the concept of services in a box was popular, the box metaphor for wi-fi, routers (box-shaped).

http://www.alternet.org/

On a positive note, the top tab menu attracts using colour, a different colour for each menu tab/group. When you hover overeach of the menu tab topics e.g. News & Politics, a further drop-down menu is displayed all continuing in that particular colour. The website pages however are cluttered divided up into three columns making the pages more difficult to read. Two columns would have visually appeared uncluttered.



http://www.lovefoodfestival.com/

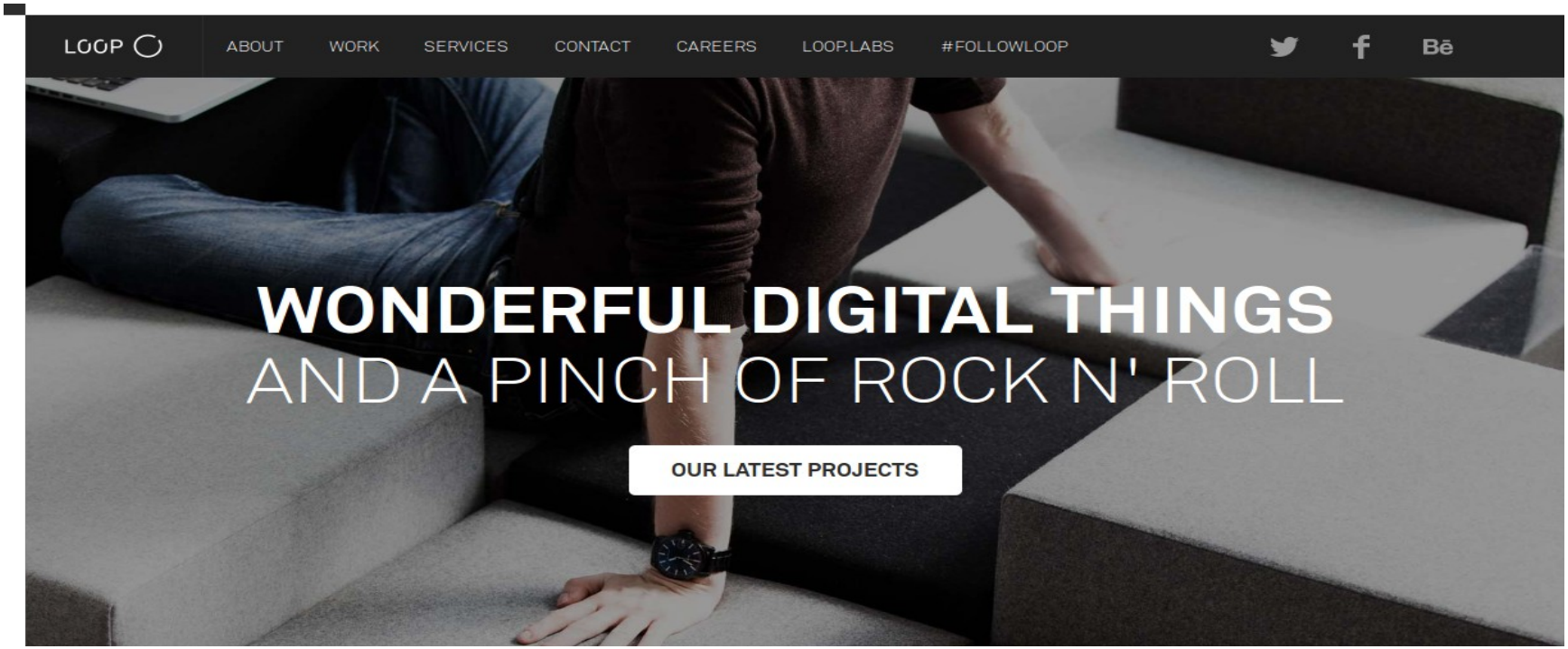
An attractive colourful eye-catching website. When you hover over the menu tabs, the tabs appear indented giving the user an indication that they are hovering over/have clicked onto these (gives user feedback). The menu buttons are displayed in differing colours. This site has a brown textured overlay background that is 'cut-away' making it distinct from the white background. All looks good. The menu tab labels are brief, to the point and understandable which is good. Distinct navigation. There is no menu to the left or right hand side of the screen pages with a top menu navigation providing sufficient navigation.

Work At Play

Boxes that contrast and so appear noticeable but with a background image instead of a blank surrounding page.

http://www.agentur-loop.com/

The front main page photo shows blocks of differing heights with a person pressing down onto these blocks. From this I considered the idea of having a website design of a 3D image of blocks/boxes rather than 2D squares/boxes. Underneath this main page is a page entitled 'Latest Projects' showing three 2D boxes/squares each containing a photograph. When the user hovers over each, a sliding screen appears over the box/square giving user feedback.

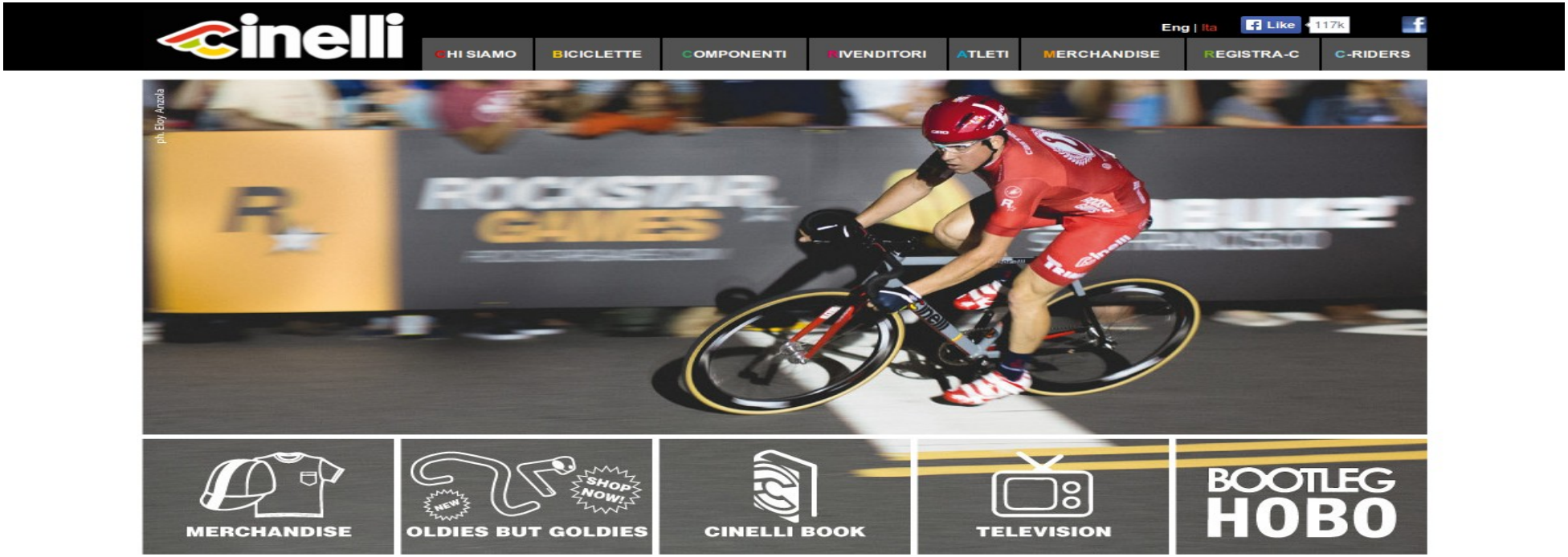


http://www.cappen.com/index_eng.php

The main page of this website consists of two large 'cloudy' looking boxes forming a carousel layout. The boxes appear highlighted and 'uncloudy' with a smaller box appearing when the user hovers over each so the user can see their current location (user feedback).

http://www.cinelli.it/site/index.php/home?parent=34

Top navigation menu bar has a colour coding where the first letter of each tab is a different colour – effective as the menu clearly stands out.

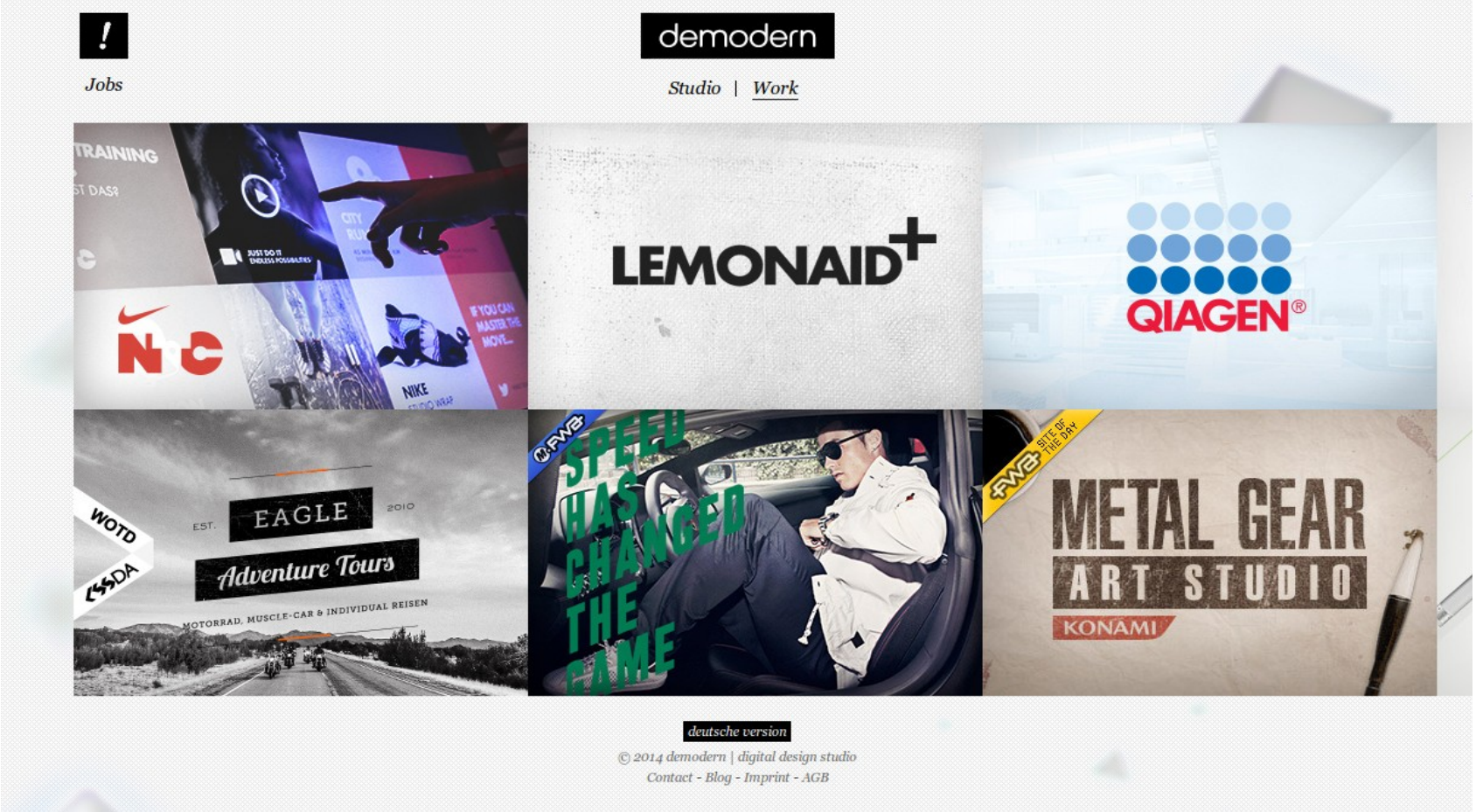


http://co3.lemouv.fr/#/salon/

An octagonal shape divided into triangles that acts as the menu navigation revealing a page underneath when the user hovers over each triangle within the octagon. Gives good user feedback when the user hovers/clicks onto each triangle element.

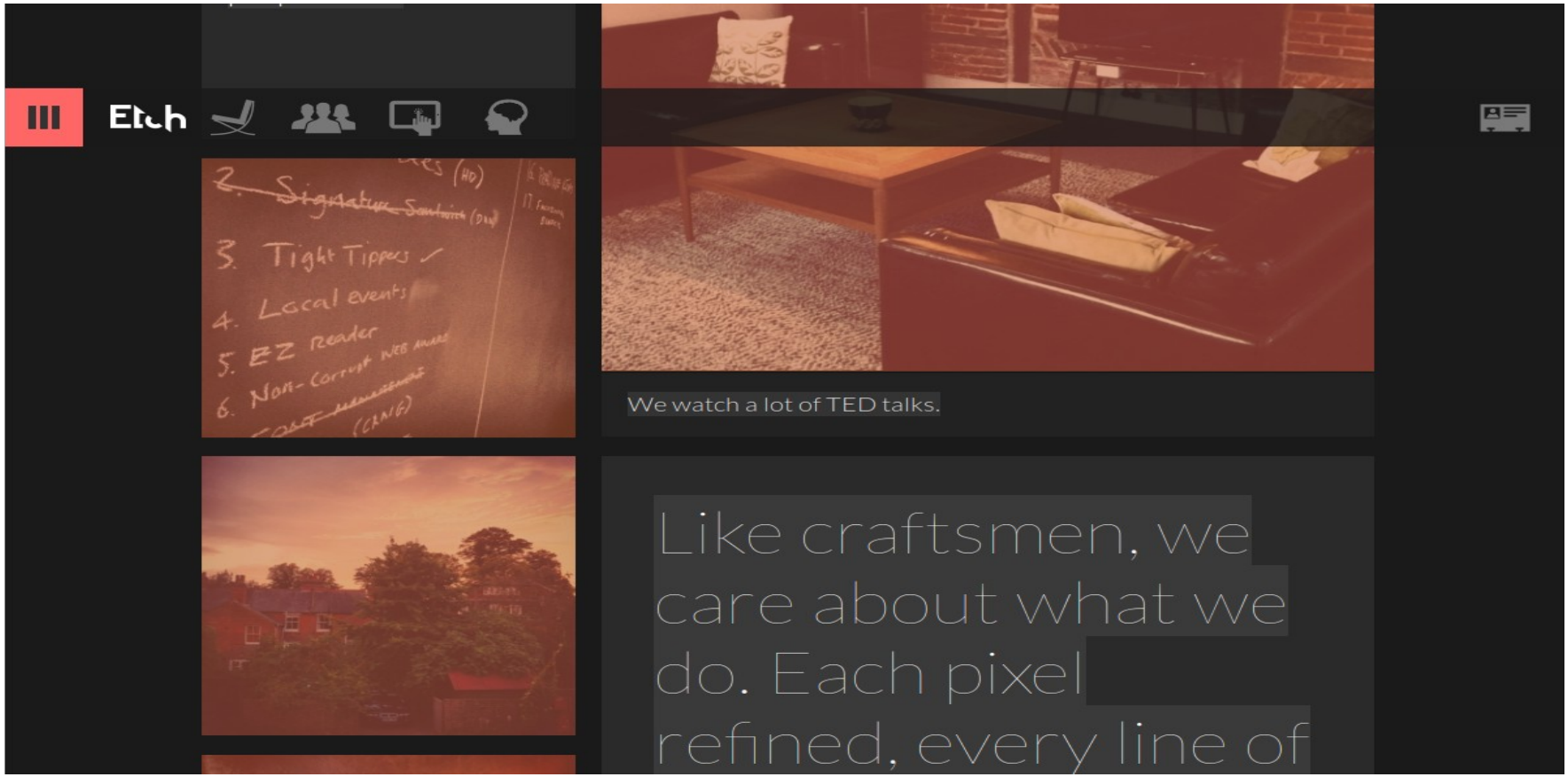
http://www.demodern.de/

On this website, one can hardly tell where your current location. No hover giving information, no invitation over the page of uniform boxes. When you click onto a box there is very quick carousel movement which is confusing, very irritating.

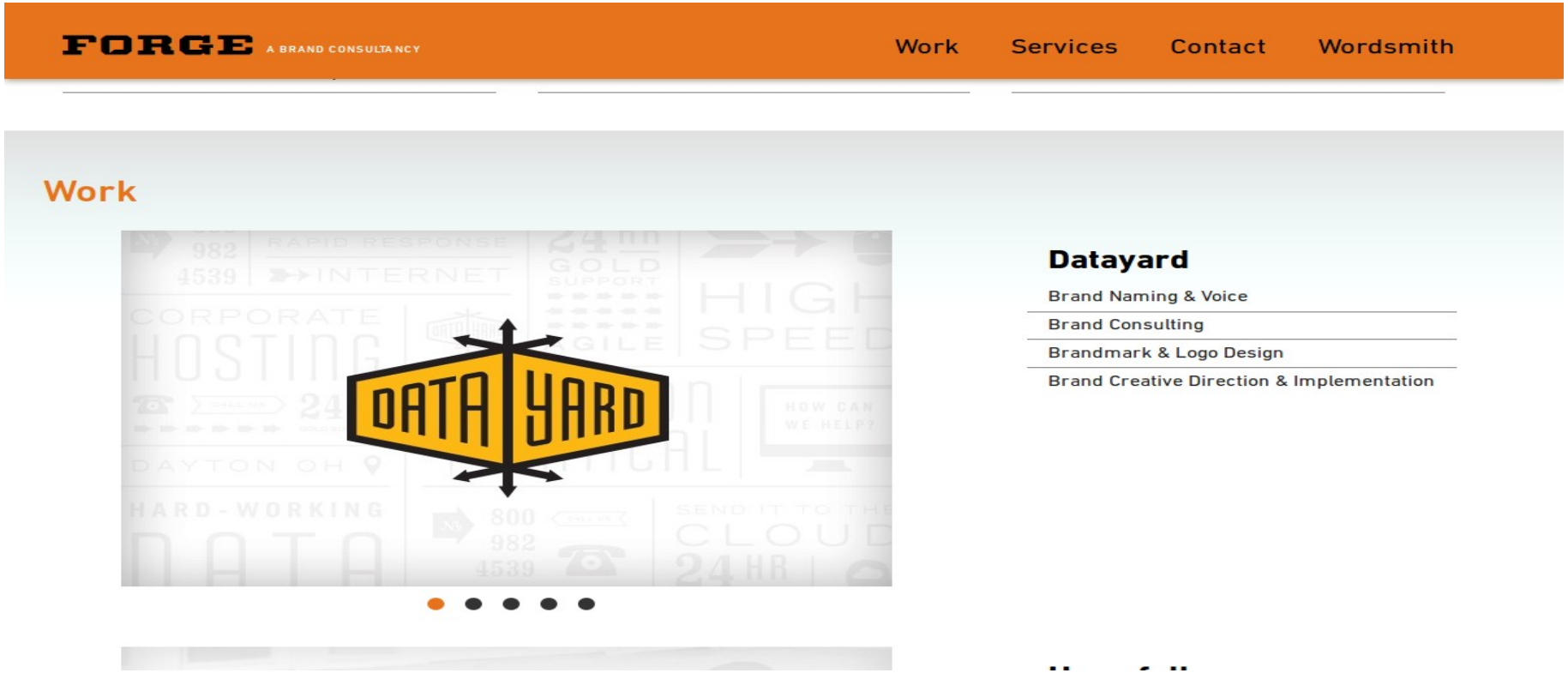


http://etchapps.com/

Hardly any change to the menu boxes is noticeable when the user hovers over them which is not good as the user has no user feedback.



http://forgeideas.com/ This website has a carousel movement for the boxes displayed on the main page. Each carousel does not have a forward or rewind email which would have made the carousel movement visible. Instead, there are small circles underneath each box onto which the user is expected to click. The circles change colour from black to orange when you click onto them. These circles are good for indicating the total number of pages and the page on which the user is located.

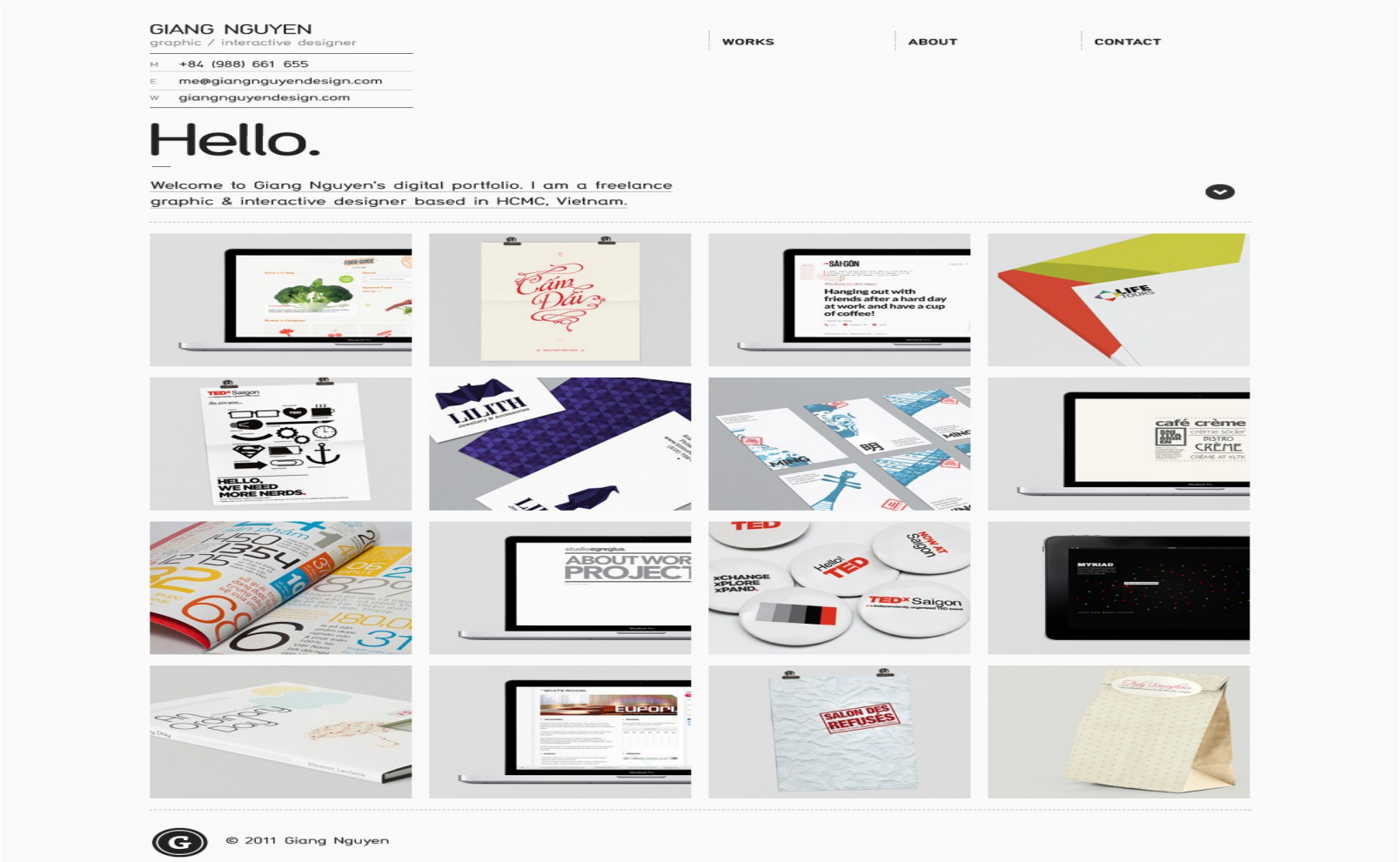


http://www.francescobertelli.com/

There is no main menu. The website page is made up of uniform boxes with no borders. Minimum use of words. Uses a hover – when you hover over a box it is highlighted which attracts/invites the user to click onto it. When one clicks on a box, the user is led to further information. An example of a Rich web application – you are not led to a page that has to load You can tell something is loading when you click on the box as you see a circle rotating on the box you have clicked onto, indicating loading so the user knows something is happening and they are to wait for this to complete. On the bottom of each page there is a 'Prev' and a 'Next' label for users to use to navigate back and forth to the main page.

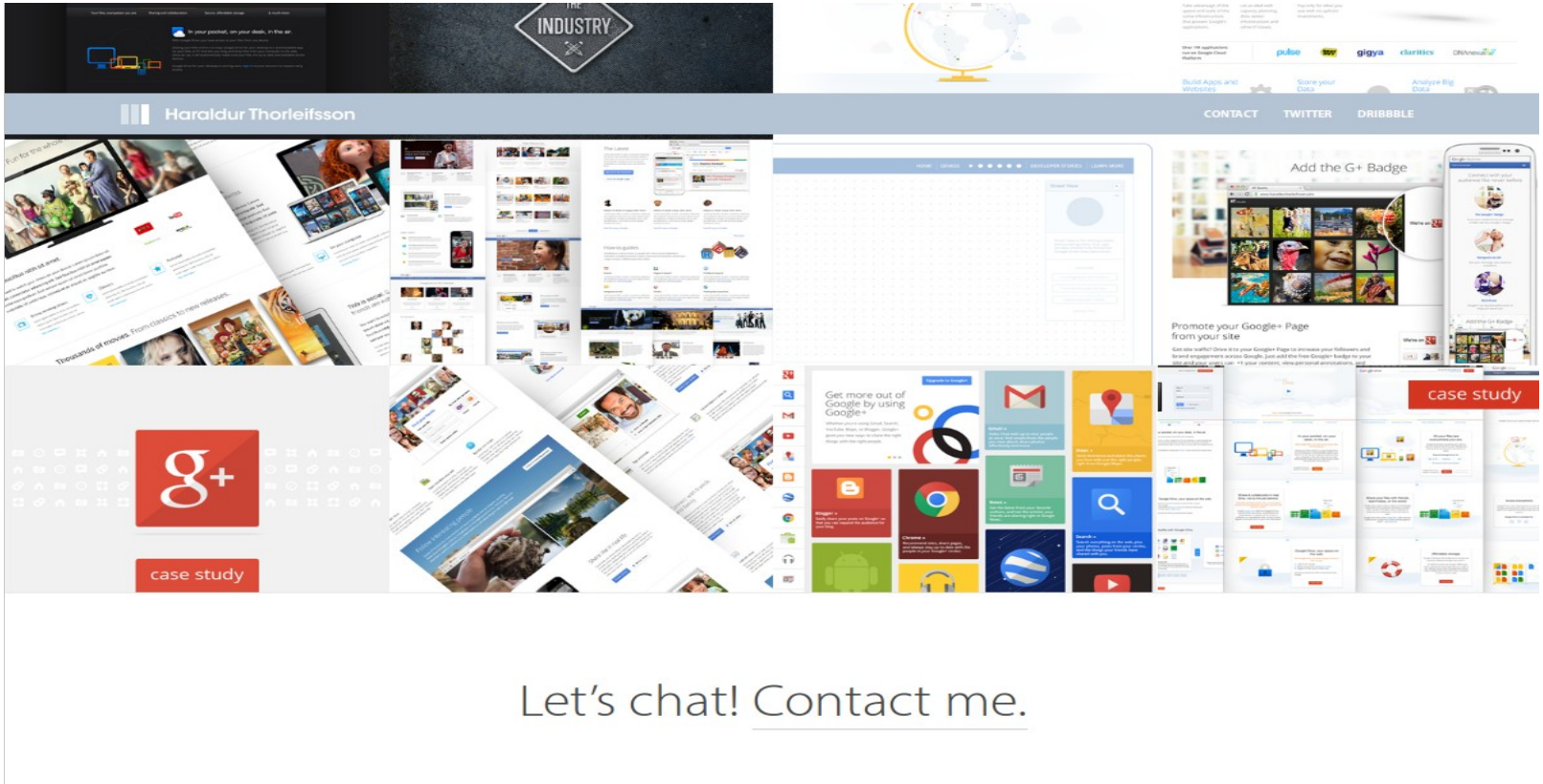
http://giangnguyendesign.com/

2D boxes of a uniform layout. When the user hovers over a square, the square turns black with wording over the squares shown in white, stands out.



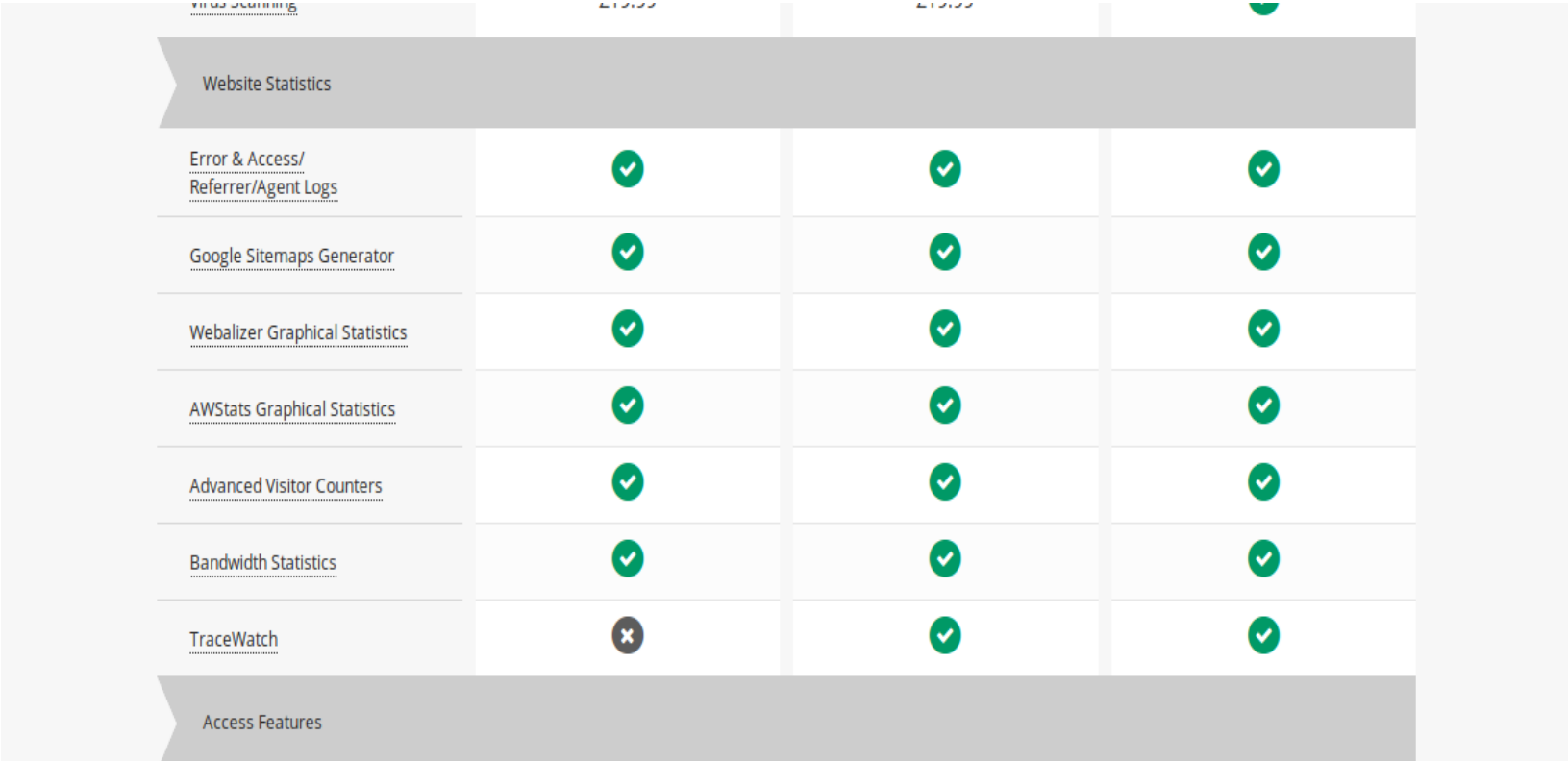
http://haraldurthorleifsson.com/

An even layout of boxes on this website. When the user hovers over a square containing a photograph/illustration, the square has a blue sliding layer appear showing the number of Likes on Dribble.



http://www.heartinternet.co.uk/web-hosting/

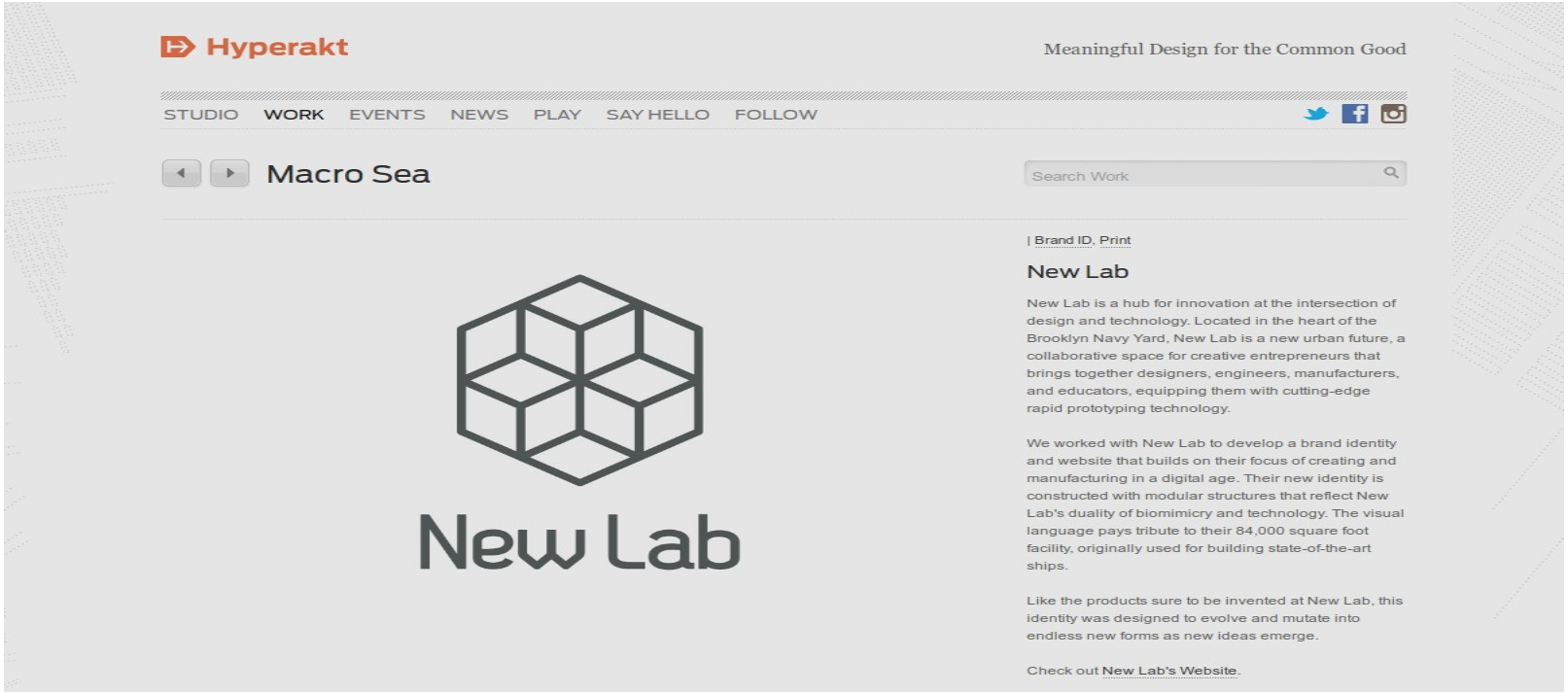
Good idea – use of tables to show technical information.



Website Statistics			
Error & Access/ Referrer/Agent Logs	✓	✓	✓
Google Sitemaps Generator	✓	✓	✓
Webalizer Graphical Statistics	✓	✓	✓
AWStats Graphical Statistics	✓	✓	✓
Advanced Visitor Counters	✓	✓	✓
Bandwidth Statistics	✓	✓	✓
TraceWatch	✗	✓	✓
Access Features			

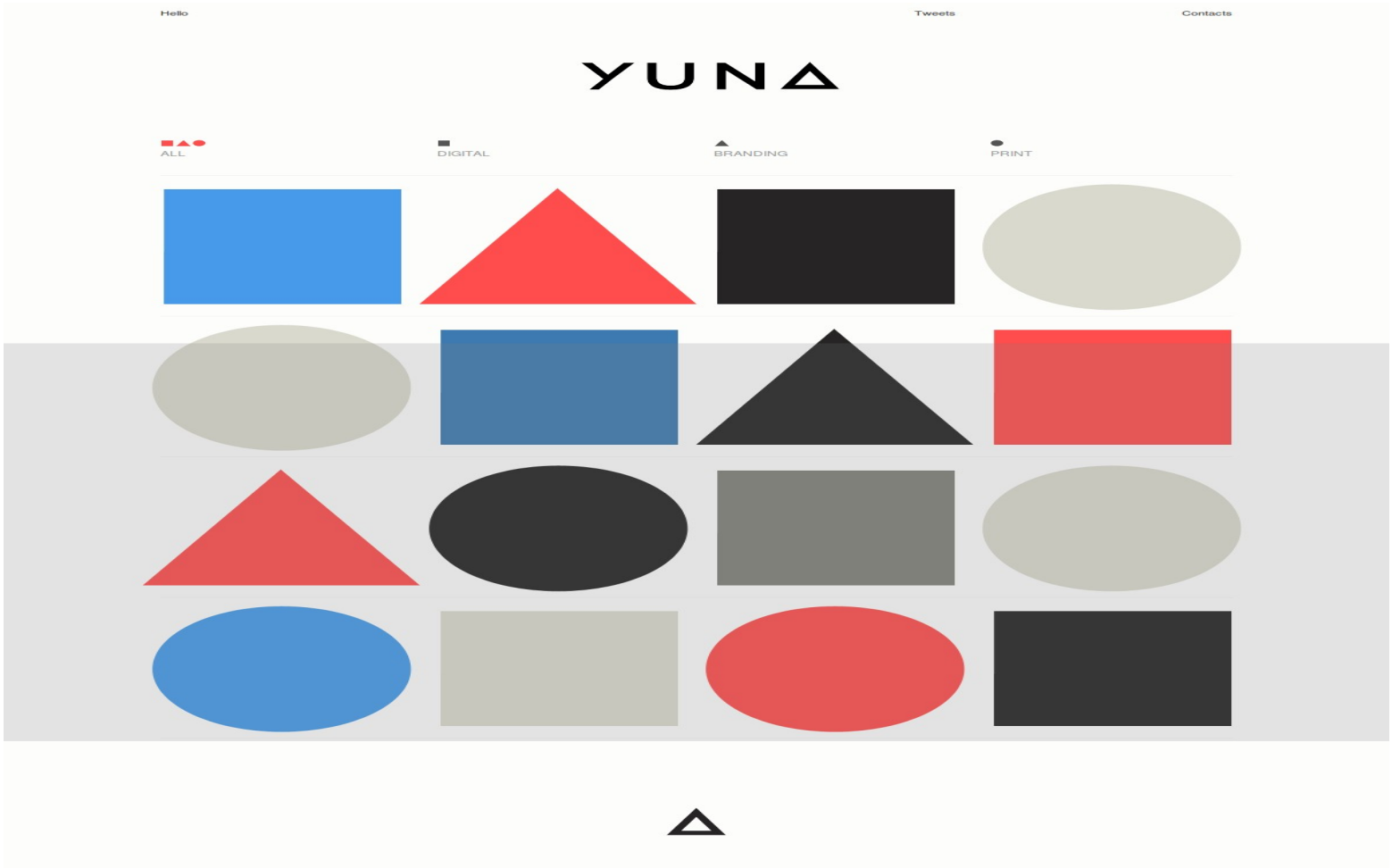
http://hyperakt.com/work-detail/344

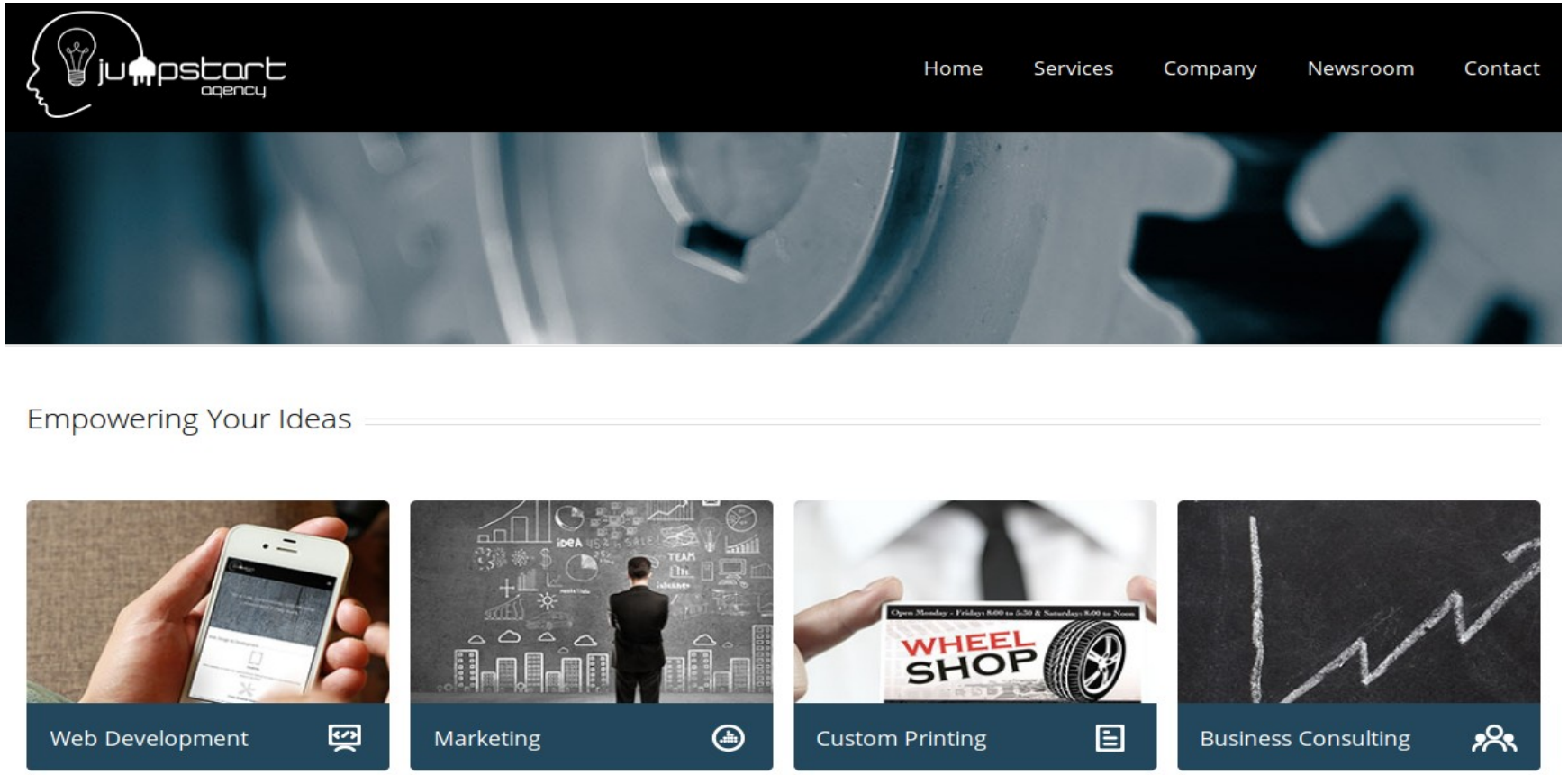
A logo formed of 3D blocks built on top of one another.



http://www.iamyuna.com/

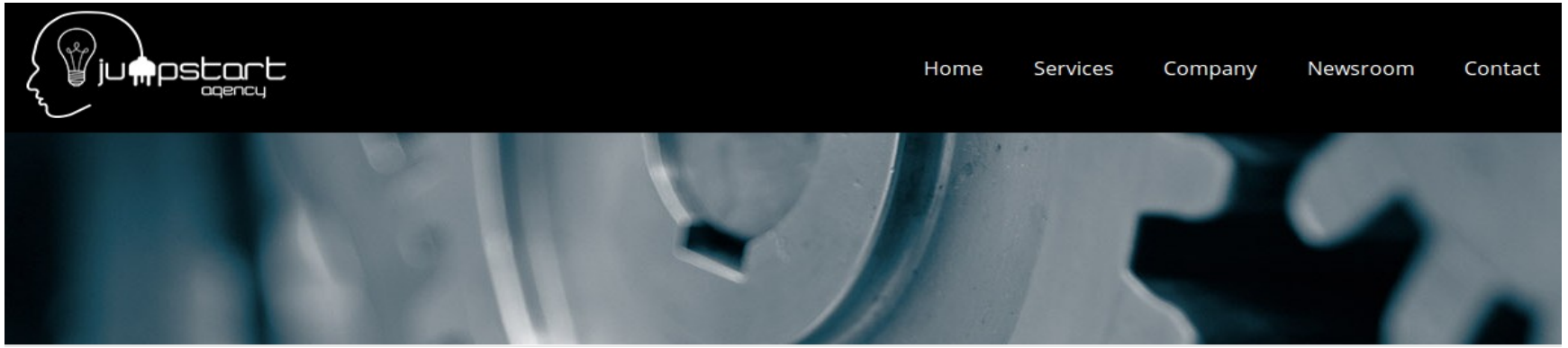
Shapes displayed with no writing. Hover over the shape to display some detail e.g. wording, photograph, illustration. This website has a good use of drop-downs at the top of the screen as the whole set of options are shown listed for each work area the company does.



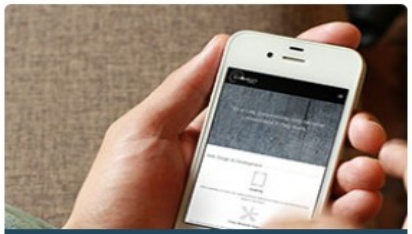


http://jsanow.com/

Boxes where as you hover over them a screen with wording/information slides over the 2D box. Sliding screen over a box is also used on this website. We liked the sliding screen over boxes, however this website was found to not be responsive on mobile devices with this sliding screen. Information (wording) shown sliding over the photographs.



Empowering Your Ideas


Web Development

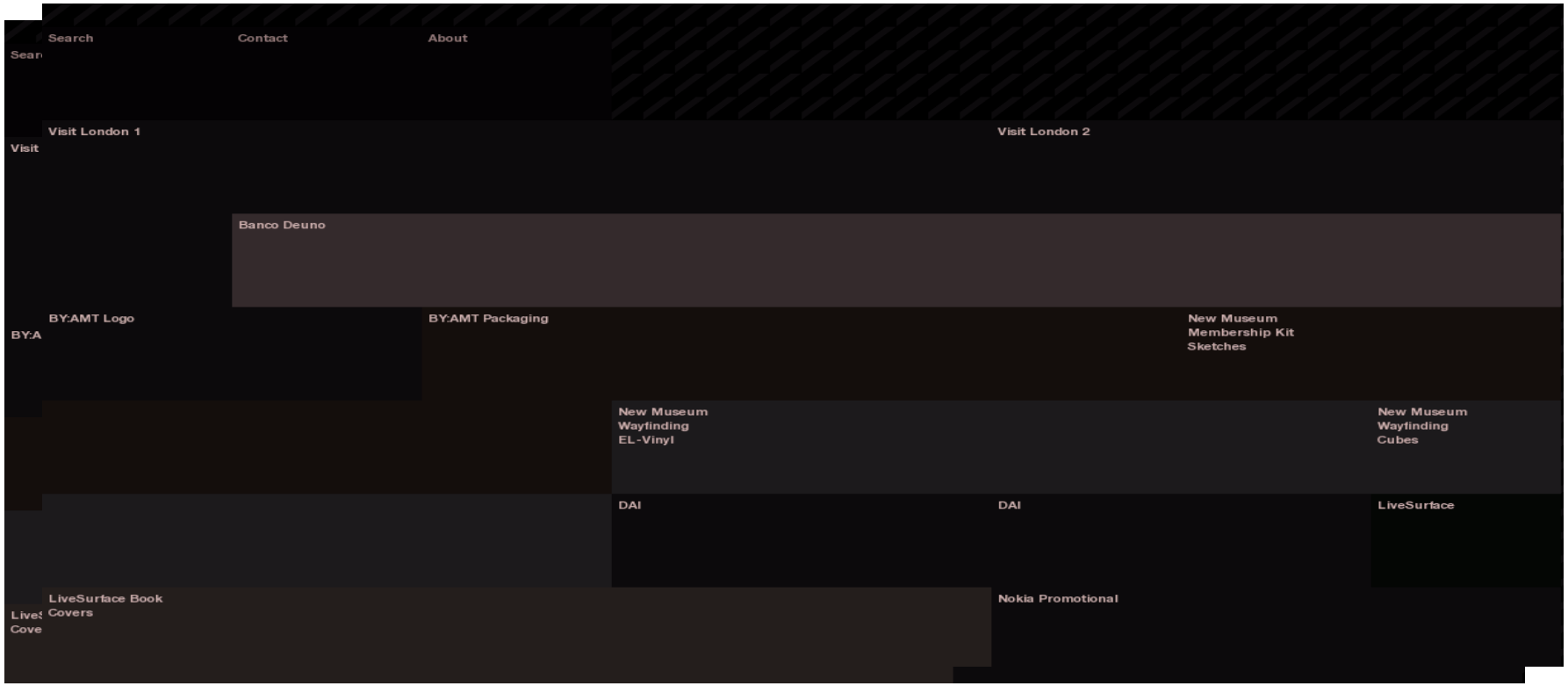
Marketing

Custom Printing

Business Consulting

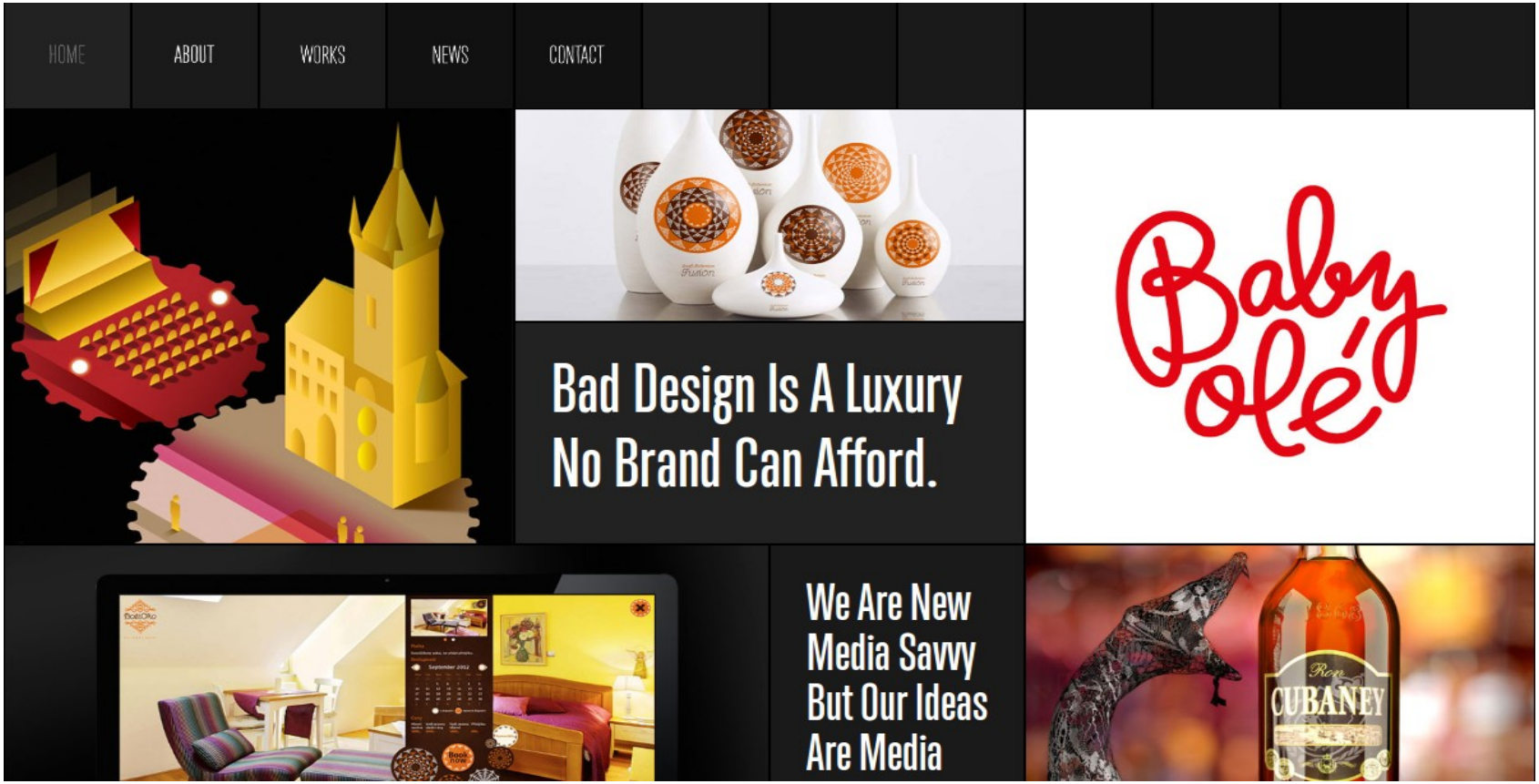
http://www.joshuadistler.com/

Images appear on dark boxes when the user hovers over them. The user knows where to hover as there's a denoted word/number on various dark boxes.



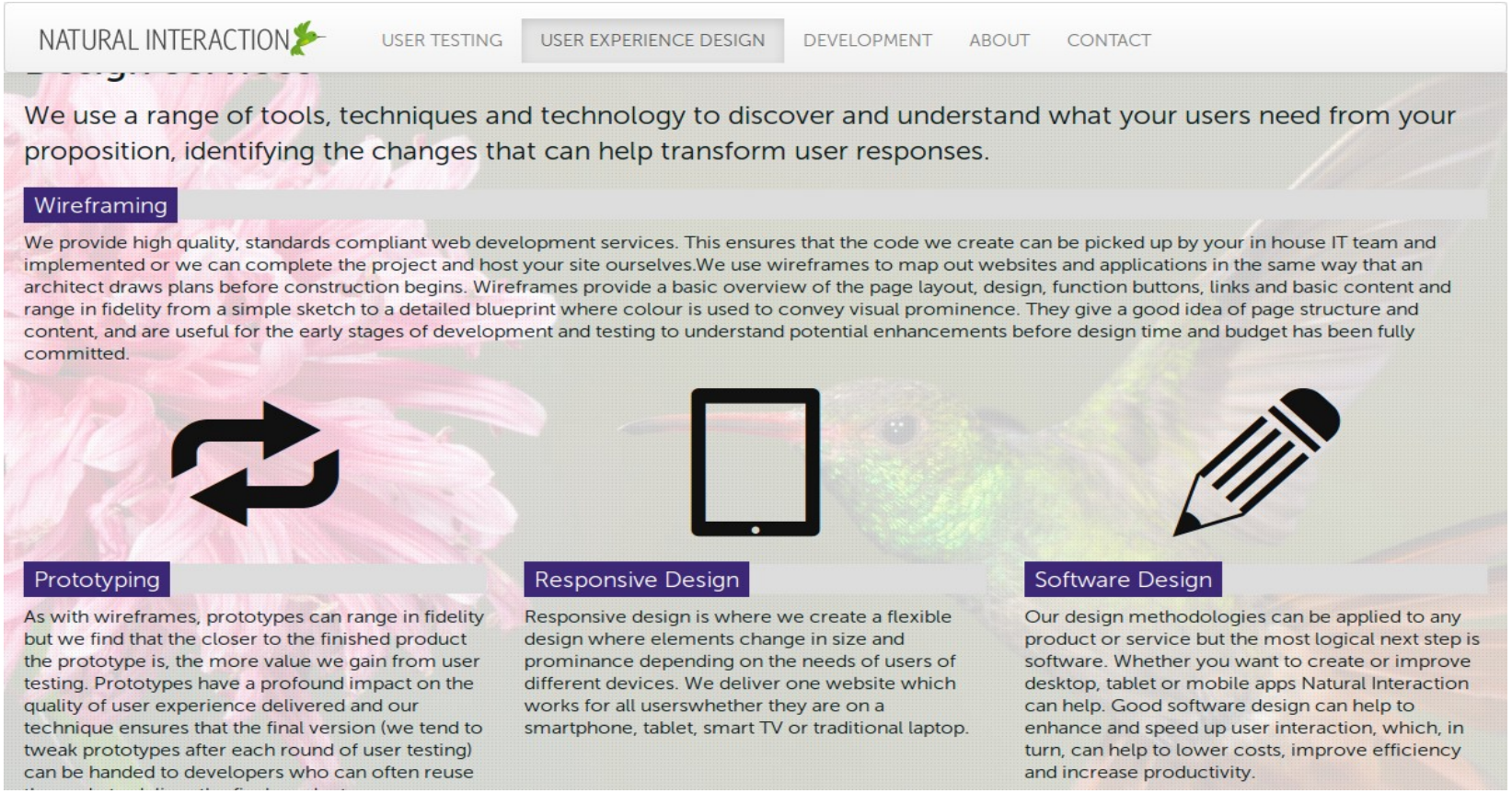
http://www.kitchenprague.com/en

Non-uniform sized boxes. Sliding layers over the boxes.

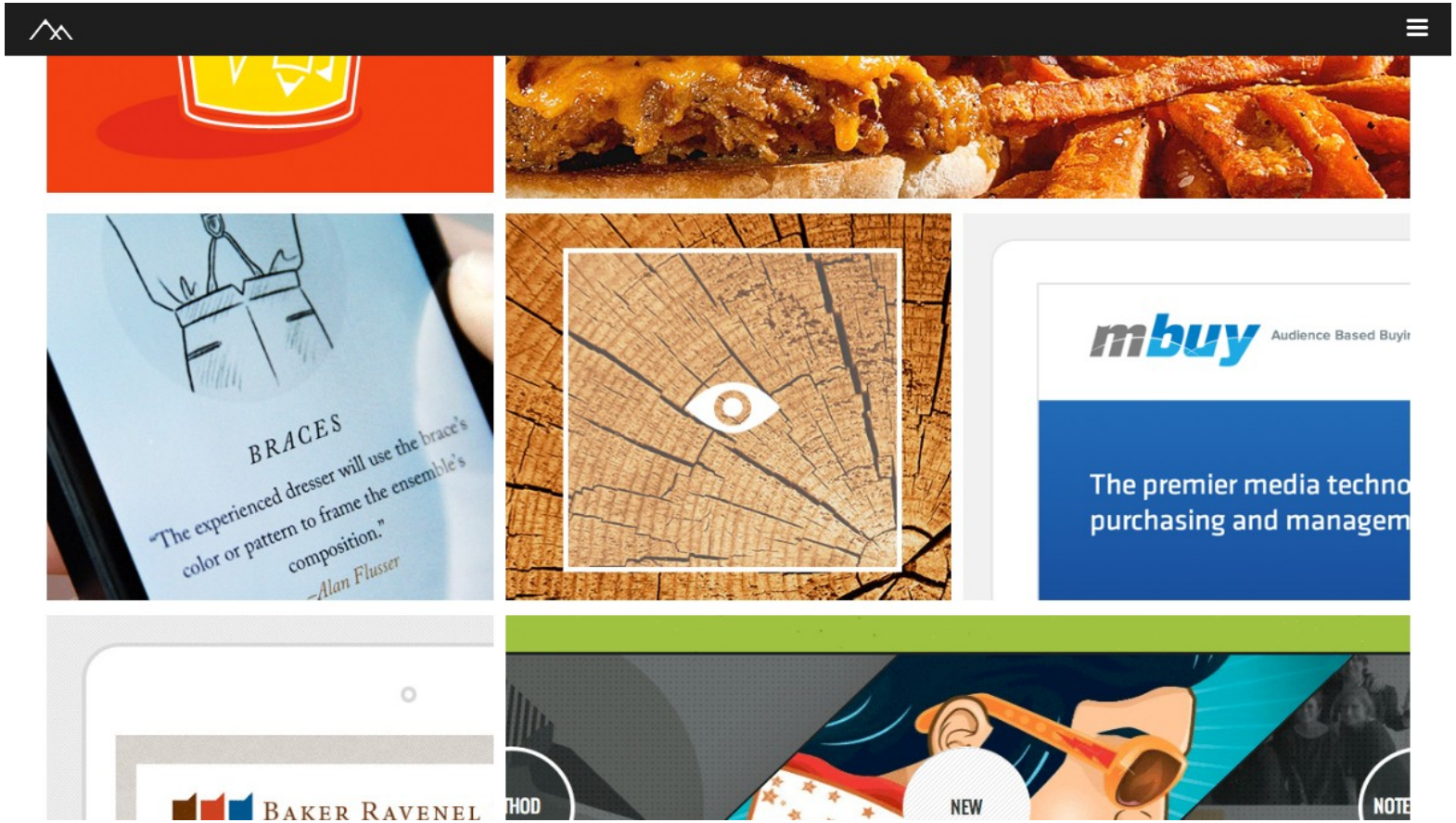


http://www.naturalinteraction.co.uk/

Use of large icons.

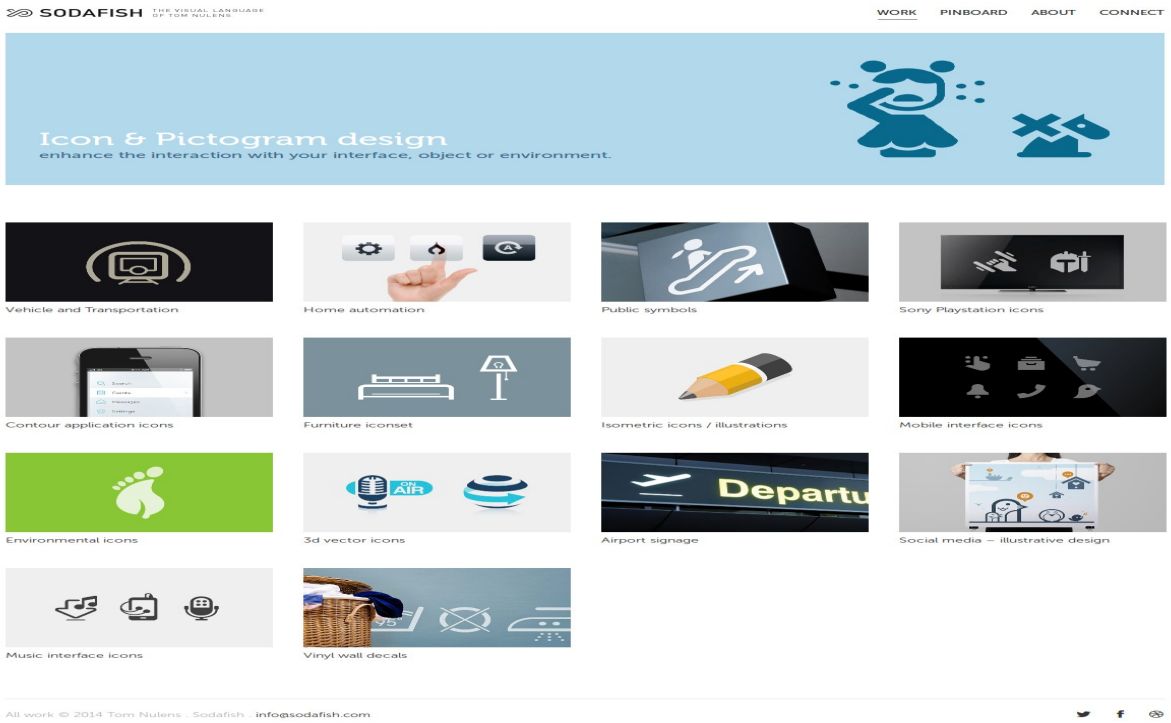


http://orangesprocket.com/ (half-way down the page, e.gs of their work). Too much changes on the page. Have no idea how to get back to the original screen. Very confusing. Relatively large boxes of an irregular shape with a white border. Some very colourful boxes. When you hover over these they change from an illustration/photograph to an orange coloured box with some wording describing the product.



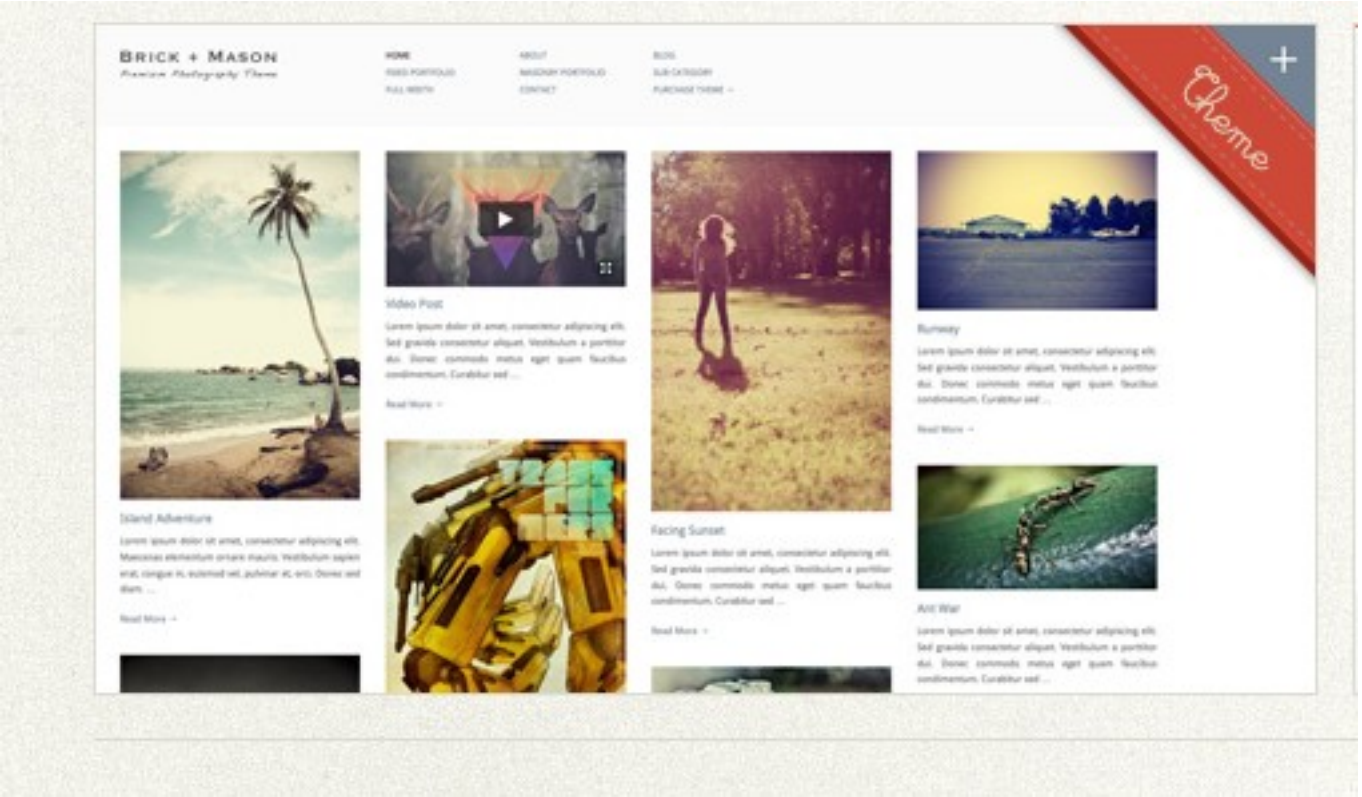
http://sodafish.com/

Neatly laid-out boxes on a white background that contain an icon, photograph or illustration. Has wording below each box acting as a label describing what page the website user will be led to from clicking onto that box. The website menu is consistently located at the top right hand corner as the following: 'WORK', 'INFO + CONTACT', 'TWITTER'. When the website user clicks onto a menu item e.g. 'WORK', this appears with a line crossed through the word showing the user they are on that particular page. Relatively easy to navigate around this website, although there's no back arrow located on the website pages so it's easier for the user to use the back and forward arrows in their web browser. The font used on this website is relatively small which is not particularly good.



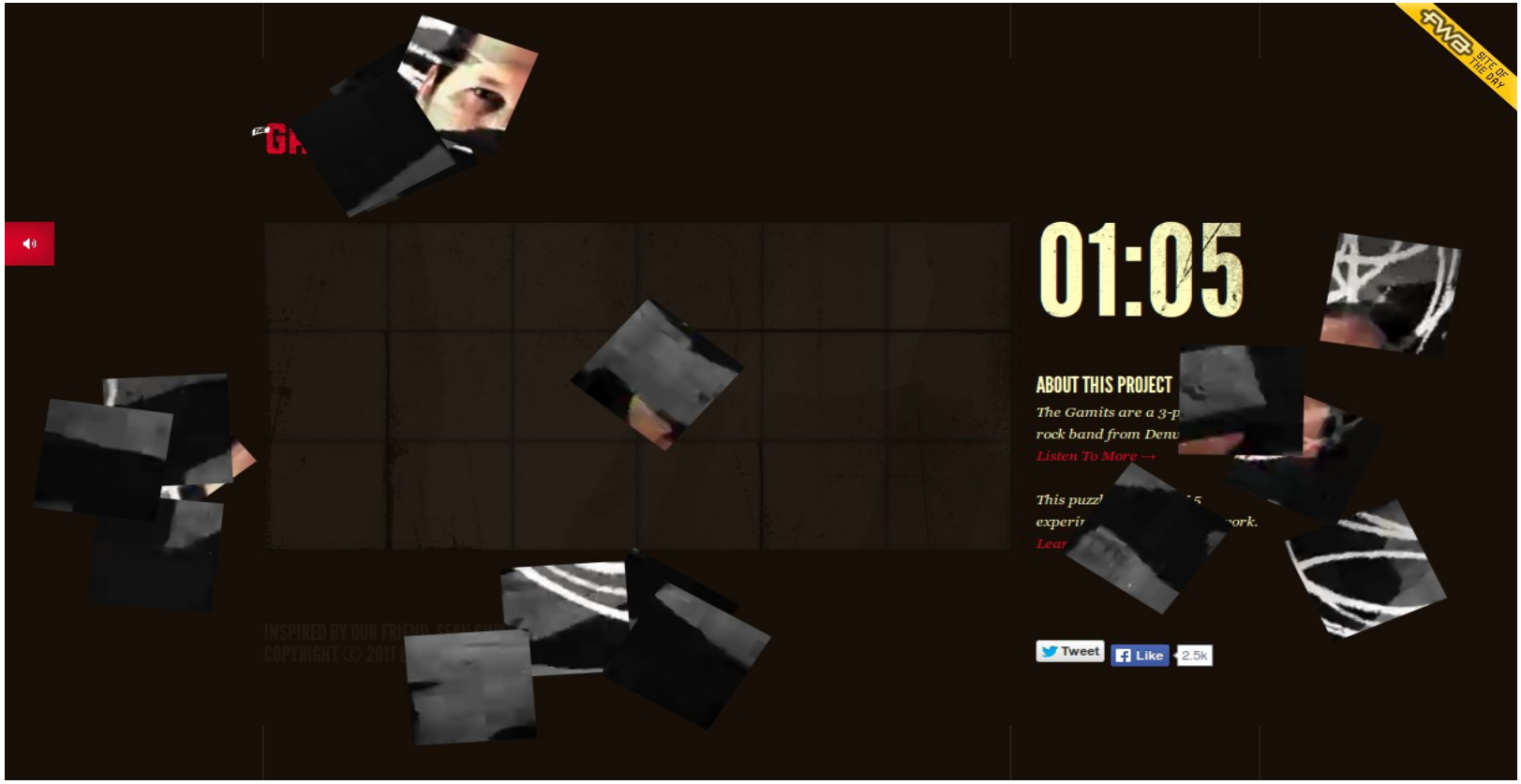
Brick and Mason

Photographs of non-uniform size as rectangles, squares with wording underneath.



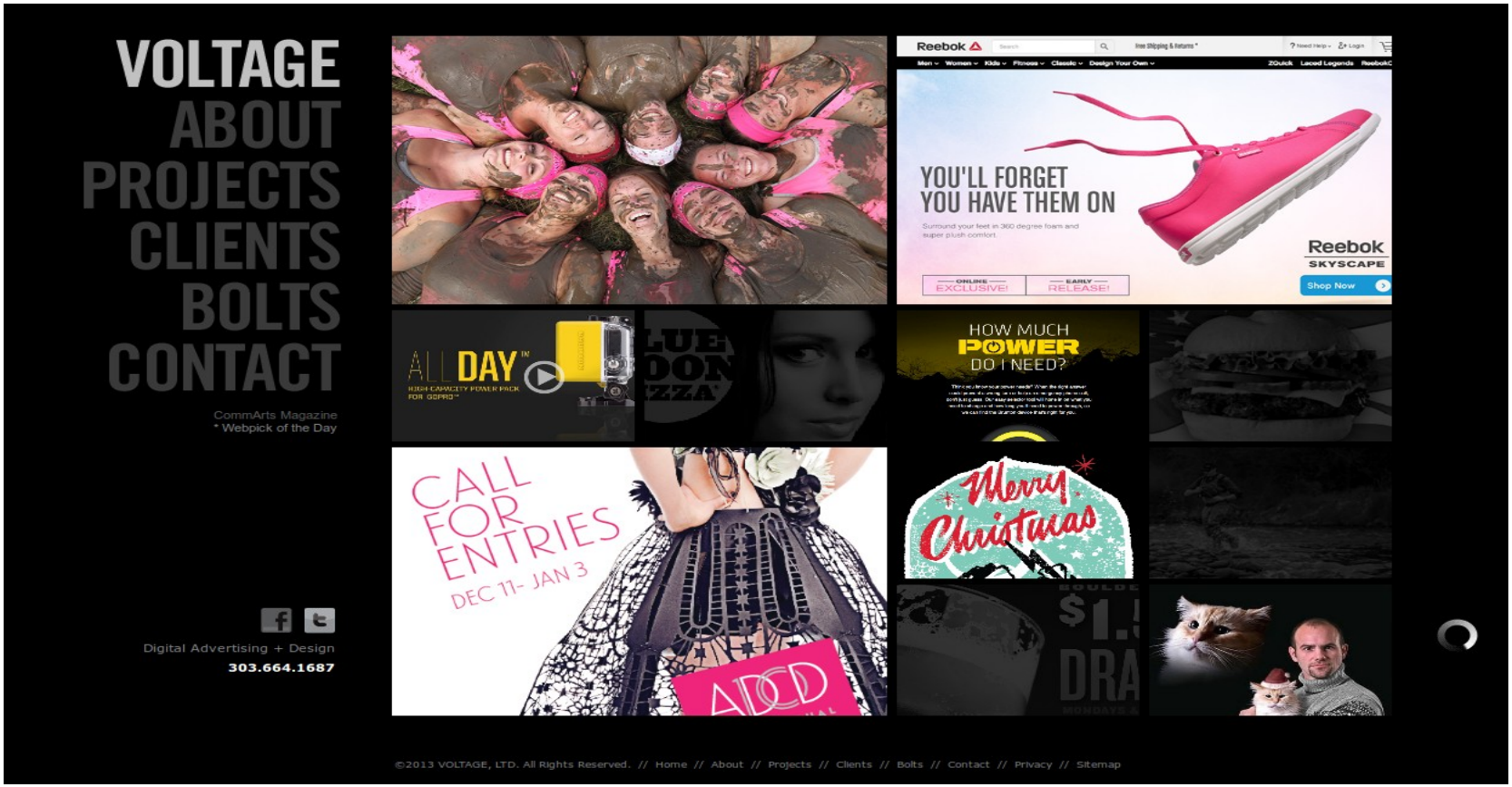
http://www.thisshell.com/

A game involving squares set at a diagonal angle.



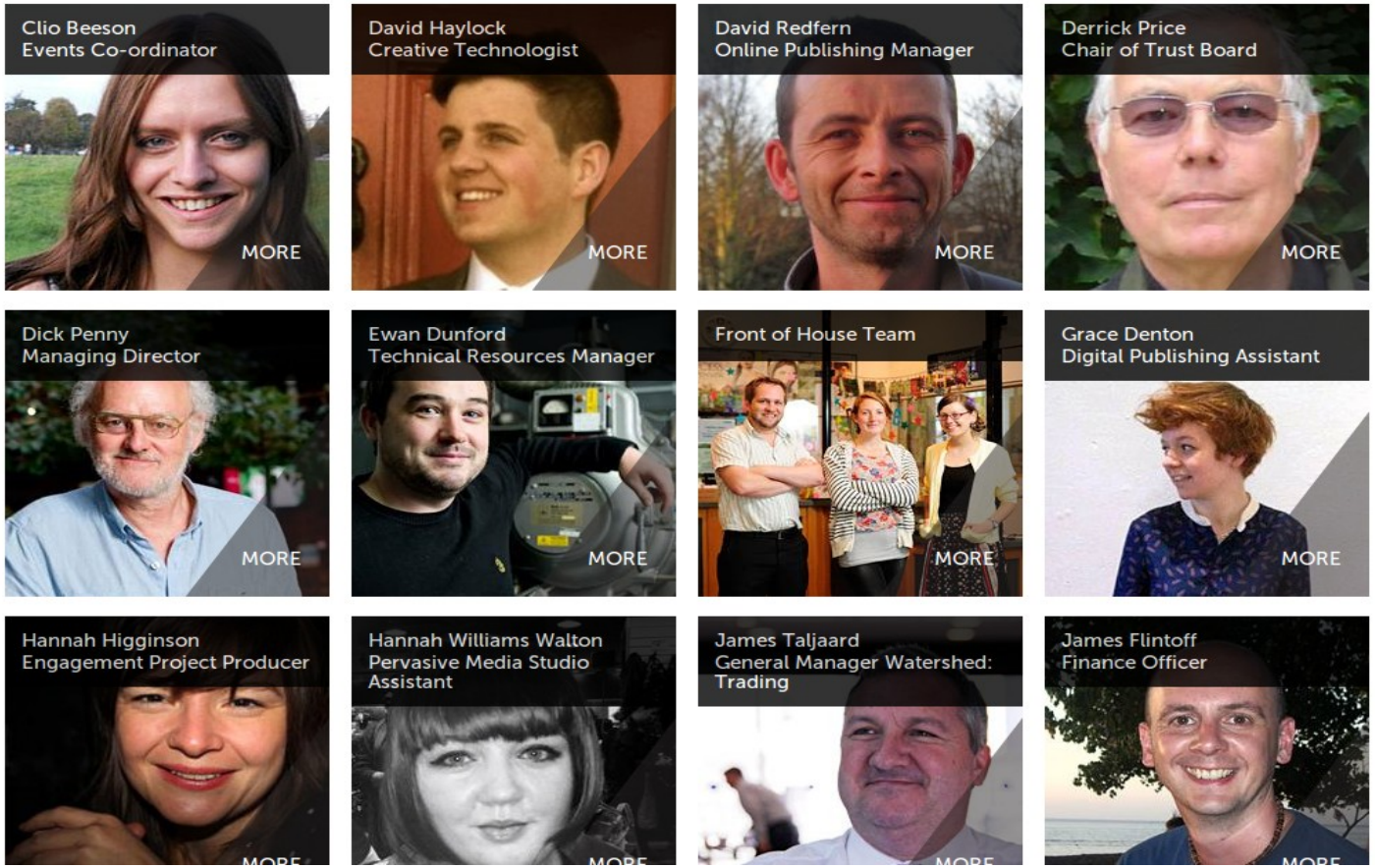
http://voltagead.com/

Uses uneven boxes also but with a black border and a black background to stand out etc. No writing is displayed on the page. Photographs are displayed.

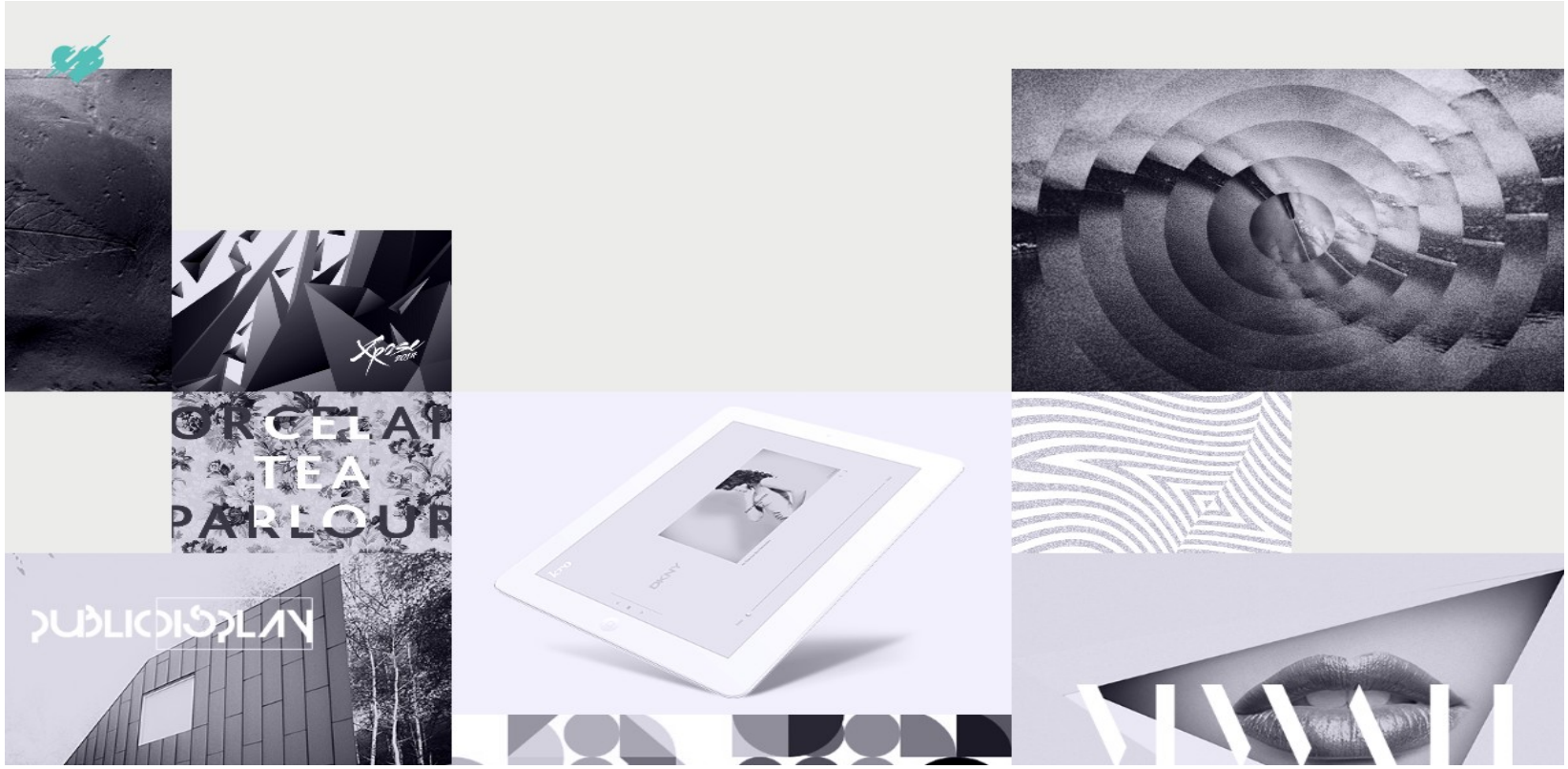


http://www.watershed.co.uk/about/who-we-are/

The staff are shown half-way down the page each in a box – stands out. When you hover over each box some wording is shown.



http://www.welovenoise.com/



Can see the border of images so know where the boundary for the user is to click onto. The whole page moves about. When the user hovers over an image, that image enlarges slightly and appears unclouded/darker. Squares that slightly enlarge when the user hovers over them. Box panels with the edges acting as a boundary for the page. Non uniform boxes. The whole page moves about. Can see the border of images so know where the boundary for the user is to click onto. The whole page moves about. When the user hovers over an image that image enlarges slightly and appears unclouded/darker. Squares that slightly

enlarge when the user hovers over them.

http://www.johnlewis.com/

Items are grouped listed horizontally in the top menu navigation bar. When the user hovers over this menu, a panel of a relatively large surface area is displayed underneath giving a detailed list of items. This large surface area makes clicking onto the product items listed easier.

http://www.bbc.co.uk/

http://www.channel4.com/programmes/4od

Use of a horizontal carousel as well as a vertical carousel on each page - difficult for the user to see that there is information further down the screen and that to see this information that they are to use the vertical carousel. The pages are cluttered/too busy and there is confusion from the combined use of the carousel as well as additional moving page elements.

http://cookieshq.co.uk/

A website with a clean look with a white background. Use of icons that highlight, change colour from black to orange when you

hover over them. Includes a blog with 'recent blog' posts shown on the main home page. Use of icons that highlight, change colour from black to orange when you hover over them. Not all the menu topics are obvious represented by the icons.

http://mailchimp.com/pricing/

Technical information is shown well using tables – technical information will need to be included on the Bristol website regarding the products available. A shopping area on the Bristol Wireless website has been put on hold until work can be done to solve the problem that their services are bespoke and there is no fixed set of services applicable to all customers.

http://www.sony.co.uk/

When the user hovers over the top menu navigation bar, a panel below appears listing groups of products. Easily distinguishable coloured icons appear alongside which makes the menu clear and it stands out well.

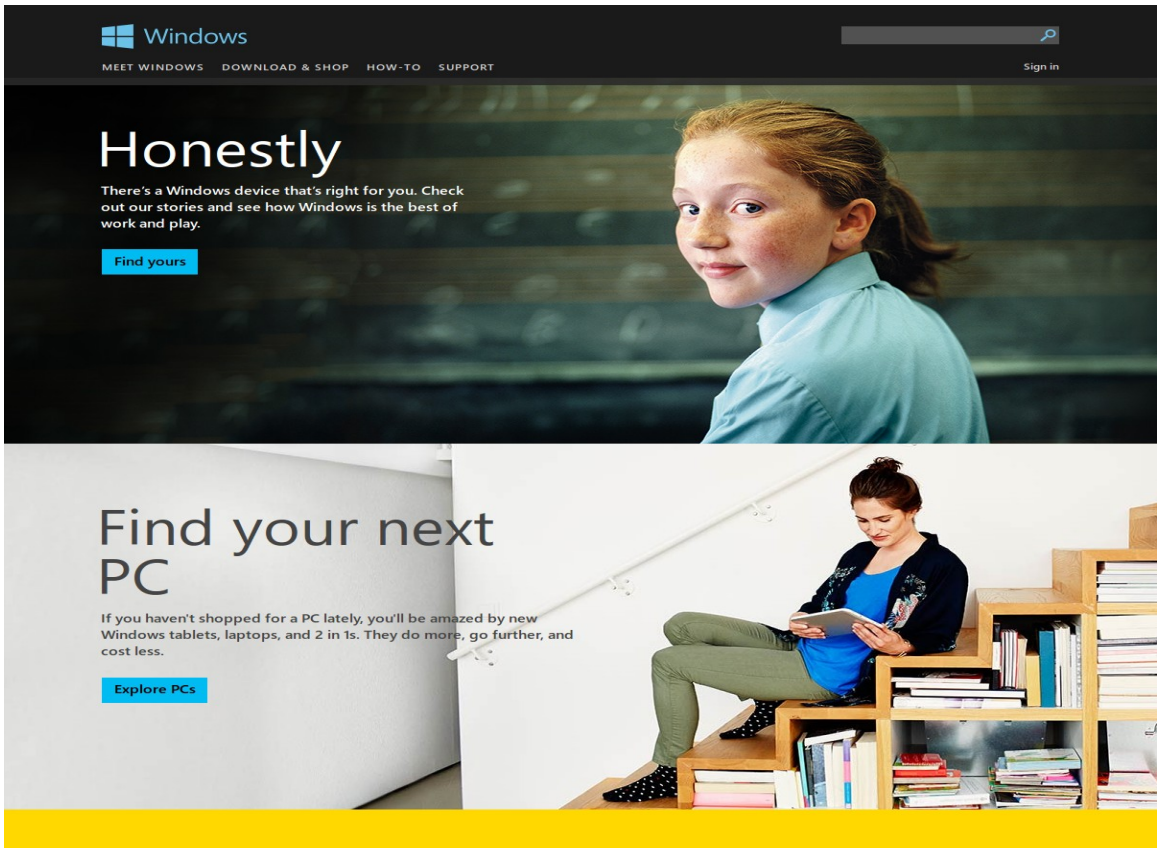
Summary (main points): Review of competitor websites for Ideas

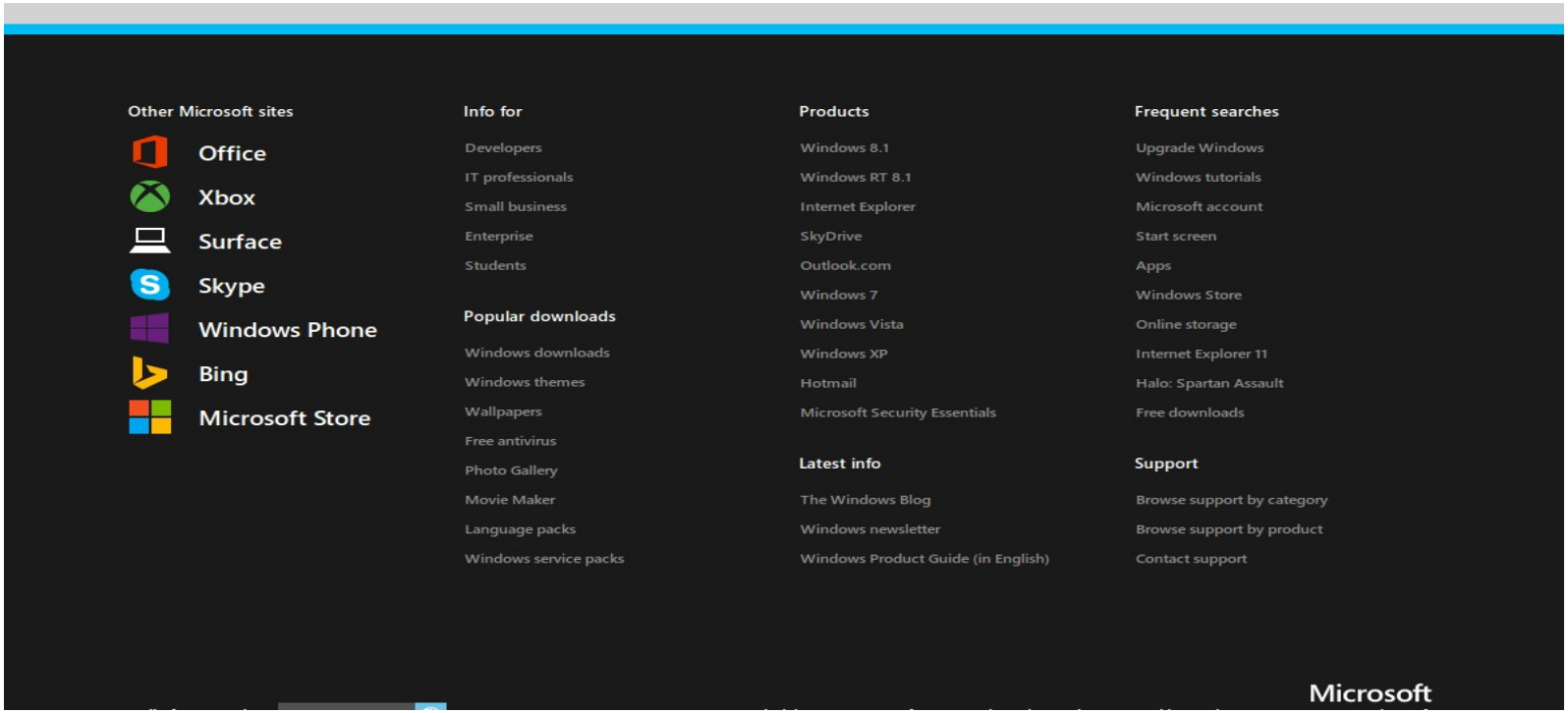
Looked at a competitor's website, Microsoft as well as websites where the company promote/sell Linux Server Terminals such as the company Canonical who sell Linux Ubuntu as well as Redhat for inspiration.

Following this, I incorporated a lifestyle banner photograph on each page of the new website design.

http://windows.microsoft.com/en-gb/windows/home

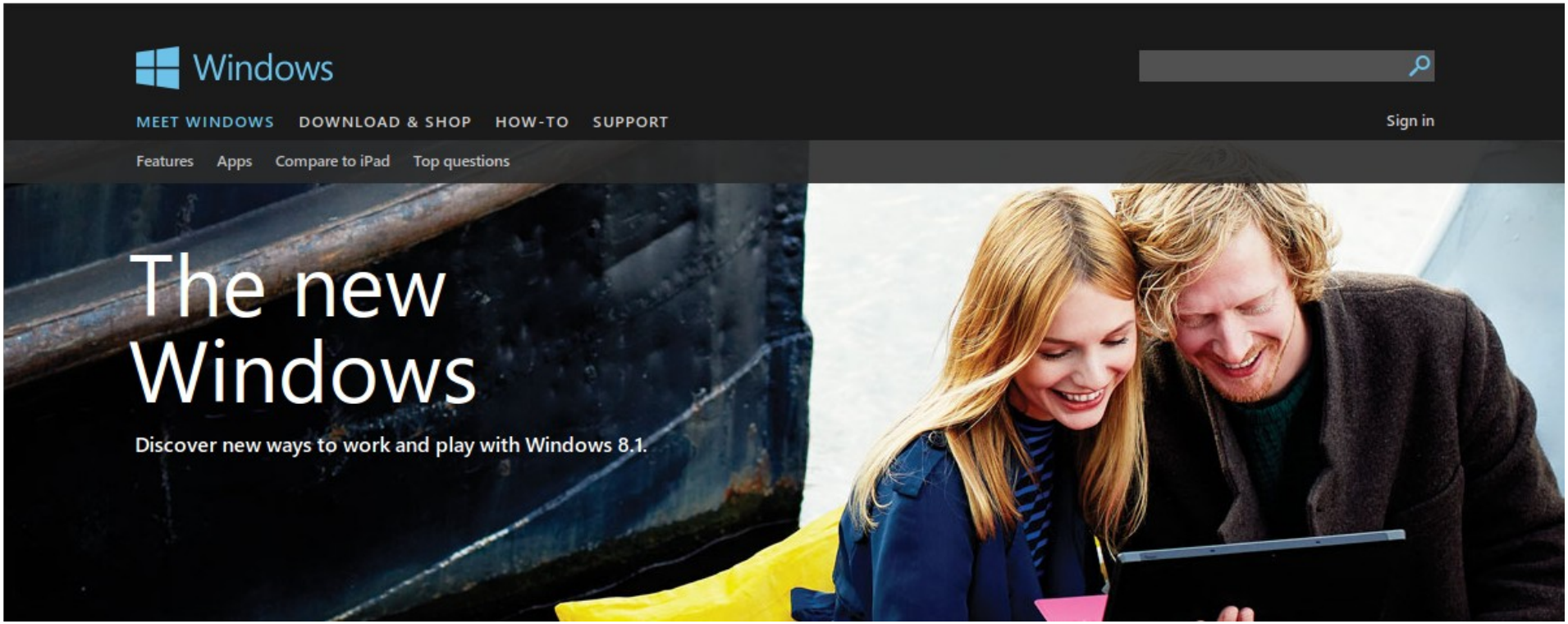
Microsoft use 'lifestyle' photographs showing examples of their product being used in everyday life by people.





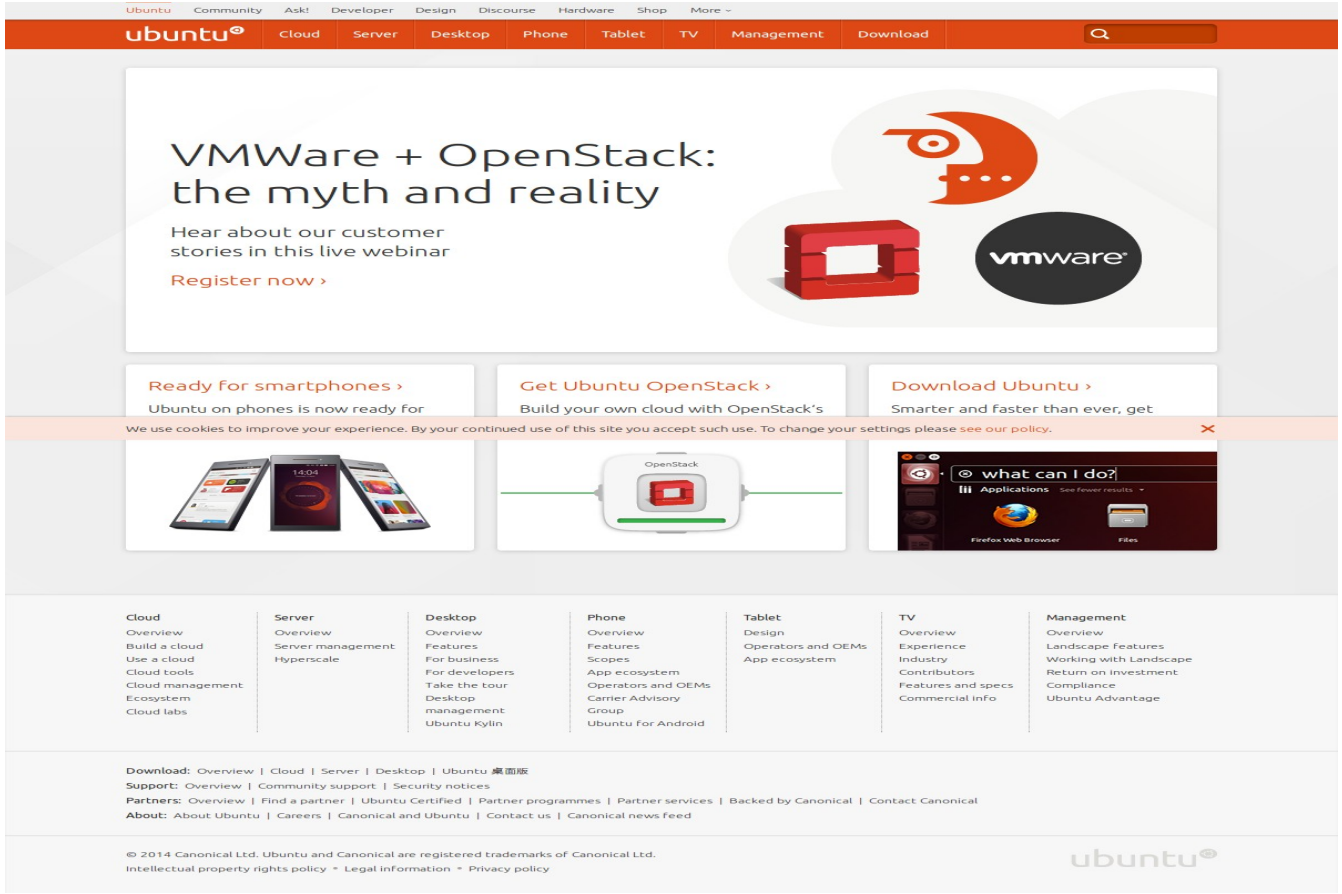
The bottom banner giving a breakdown of their website making it easier for the user to find items: 'Info for', 'Products', 'Frequent searches', 'Popular downloads, 'Latest info', 'Support'. I opted for not including a bottom banner giving an overview listing for the website as well as a sitemap since the Information Architecture (IA) is fairly concise and can be easily comprehensively shown in full on the top navigation menu.

http://windows.microsoft.com/en-gb/windows-8/meet



Microsoft use 'lifestyle' photographs showing examples of their product being used in everyday life by people.

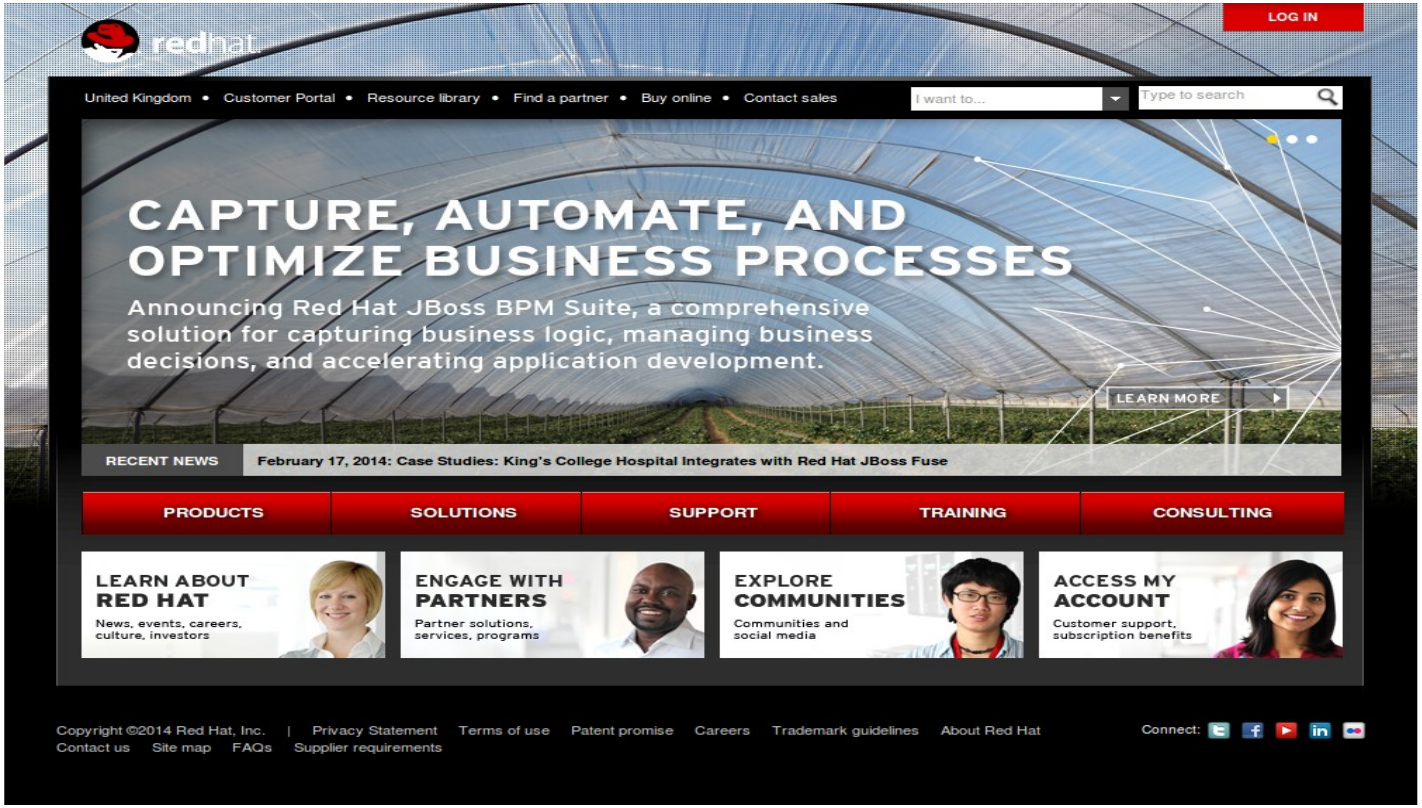
http://www.ubuntu.com/



Bottom banner giving a breakdown of their website making it easier for the user to find items: 'Cloud', 'Server', 'Desktop',

'Phone', 'Tablet', 'TV', 'Management'. I opted for not including a bottom banner giving an overview listing for the website as well as a sitemap since the Information Architecture (IA) is fairly concise and can be easily comprehensively shown in full on the top navigation menu.

http://gb.redhat.com/



This website uses an automated carousel. As background info, a couple of pieces on the use/drawbacks of carousels and how to minimise usability problems when including their use. From this, opted for a design that does not use a carousel but that instead used a fixed photograph at the top banner area of each page.

http://www.nngroup.com/articles/designing-effective-carousels/
http://visualwebsiteoptimizer.com/split-testing-blog/image-slider-alternative
http://www.creativebloq.com/accessibility-expert-warns-stop-using-carousels-7133778