

## 1. Identify 3 competitors

The three websites that I have chosen are IGN, Gamespot, and Metacritic.

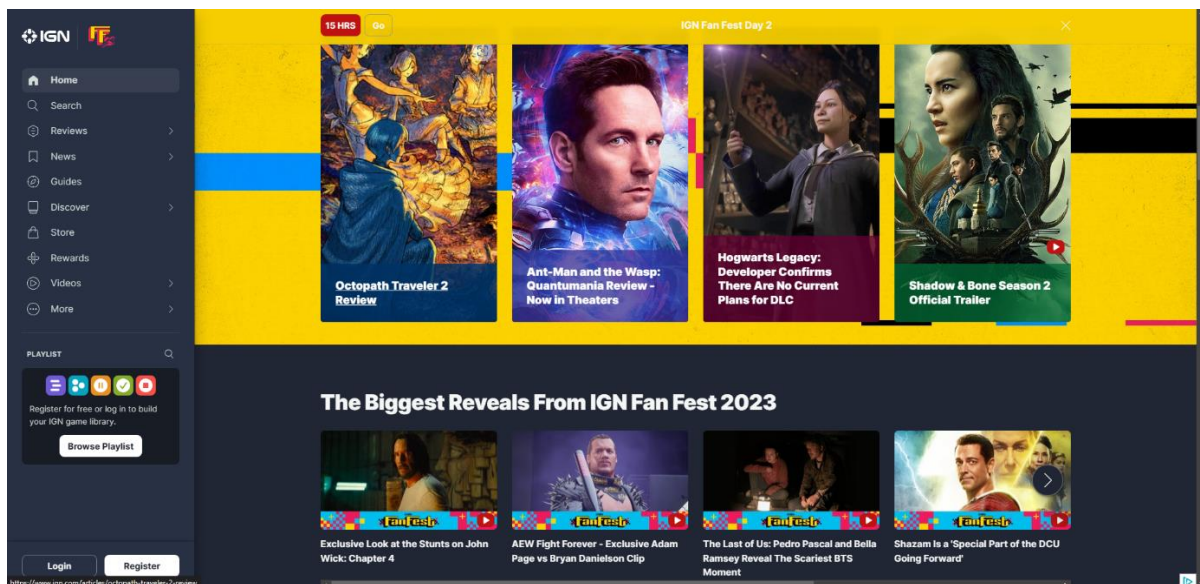
IGN: <https://www.ign.com/>

Gamespot: <https://www.gamespot.com/>

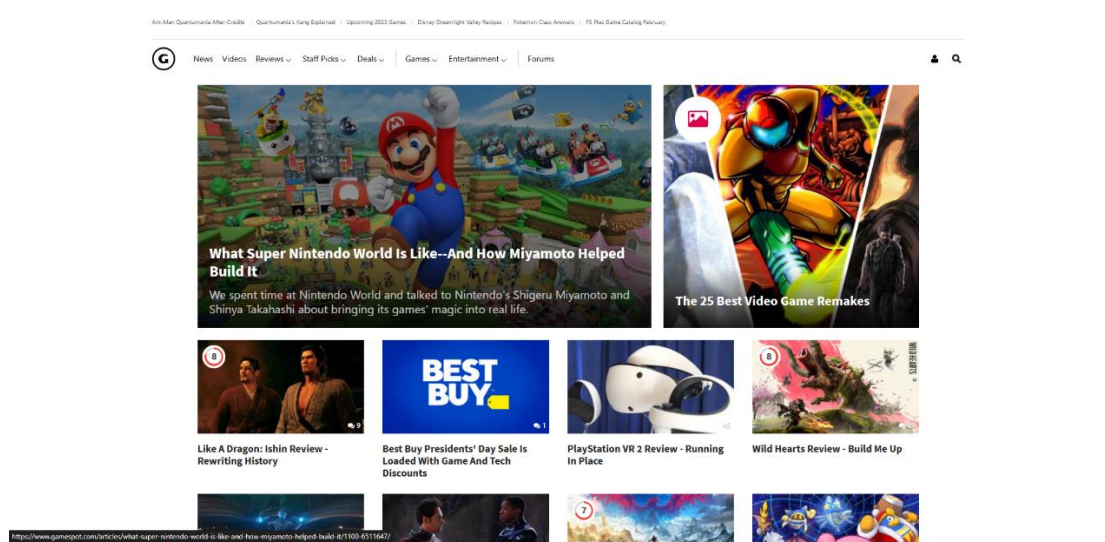
Metacritic: <https://www.metacritic.com/>

IGN is a direct competitor to Gamespot since they both do the same thing. IGN is also an indirect competitor to Metacritic since their reviews also go on their site. Gamespot is a direct competitor to IGN because they both review the same pieces of media. They are also an indirect competitor to Metacritic since their reviews get summarized there as well. Metacritic is an indirect competitor to both sites. Metacritic has the most reviews of stuff from many different sites but the people from IGN and Gamespot use it to write short reviews.

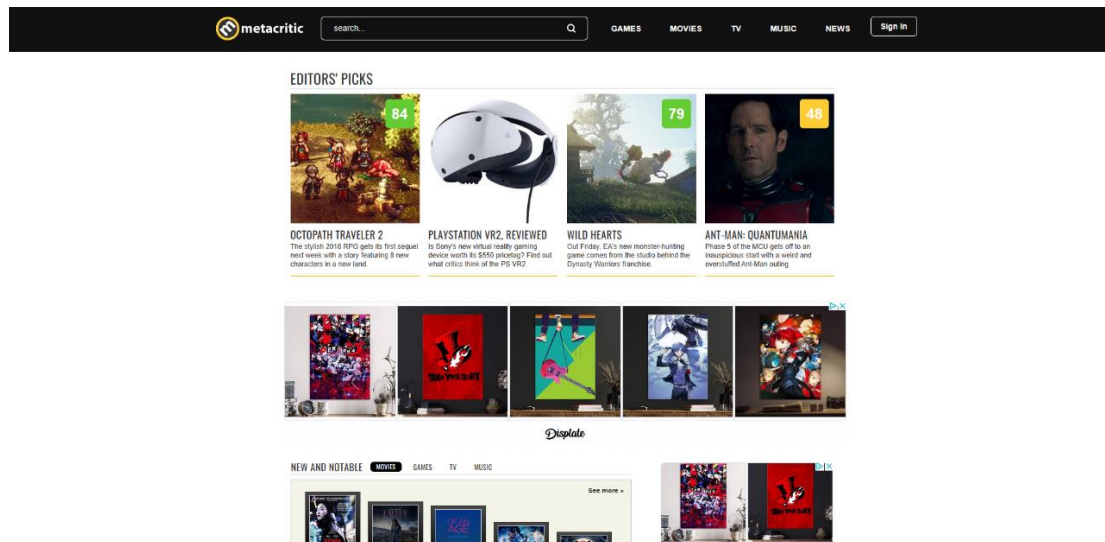
IGN Home:



## Gamespot Home:



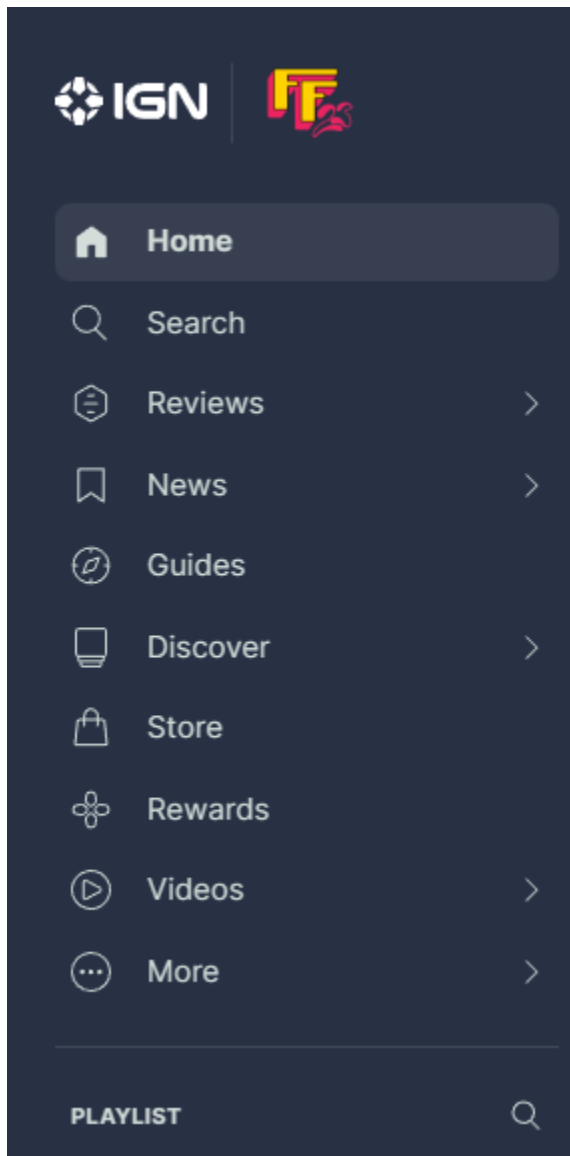
## Metacritic Home:



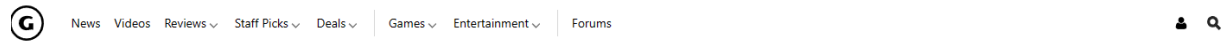
## 2. Content and navigation

The IGN website has all its navigation on the left side of the screen. There are many different sections that lead to subsections. For example, when you click on the reviews section it brings you to the many different types of reviews like game reviews or movie reviews. Gamespot has tabs at the top to be able to navigate where you want to go to. This makes it easy to find what you are looking for. Metacritic has a search bar up top with tabs to the left to find the reviews that you want. They also have a section for the newest reviews that came out. I think the best menu is the IGN menu since it is easy to navigate. The second best one is the Metacritic menu since it makes it easy to see the search bar and all of the options of where you can go on the website right next to it. I think the worst one is the Gamespot menu because it is much too small and should take up more space. When I first went on the website, I could not find it.

IGN Navigation:



## Gamespot Navigation:



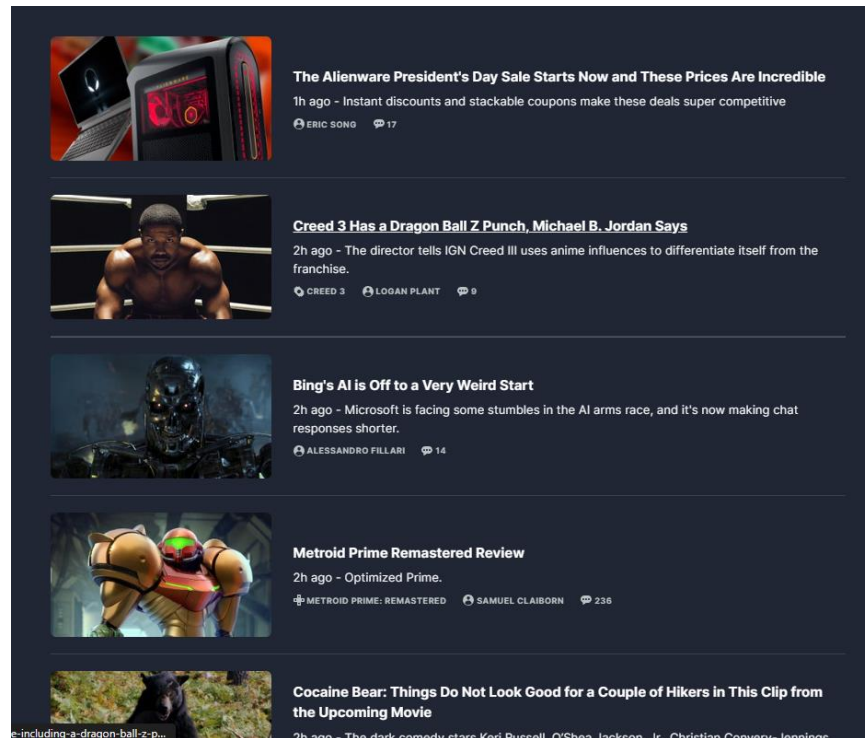
## Metacritic Navigation:









## 3. Aesthetics and style

On the IGN site, they use grey as the background and some red for their logo. they also have pictures of the more recent reviews that they posted. The colors that they use make the website look clean. Gamespot uses white for its background and black for most of the text. I think that some of the text is too small and should be a little bigger and some pictures are too big. Metacritic also has a white background with a little yellow in the logo. I think that all of the images and text are a perfect size, so the user does not get a sensory overload.





## IGN Style:



## Gamespot Style:

Popular	Recent	Updated
<b>Article</b>		
<b>Destiny 2 Is Evolving Once More With Lightfall   Iron Banter</b>		
🕒 1 hr ago 🗨️ 0 👍 0		
<b>Article</b>		
<b>Disney Dreamlight Valley Companions List</b>		
🕒 1 hr ago 🗨️ 0 👍 1		
<b>Article</b>		
<b>Blizzard Company-Wide Meeting Reportedly Made Employees Feel "Extremely Unimportant And Unsupported"</b>		
🕒 3 hrs ago 🗨️ 9 👍 3		
<b>Article</b>		
<b>Returnal's First PC Patch Is Out</b>		
🕒 4 hrs ago 🗨️ 0 👍 0		
<b>Video</b>		
<b>Pokémon Scarlet &amp; Violet Free Update Details Revealed   GameSpot News</b>		
🕒 4 hrs ago 🗨️ 0 👍 0		
<b>Article</b>		
<b>What Ant-Man &amp; The Wasp: Quantumania Tells Us About Loki Season 2</b>		
🕒 4 hrs ago 🗨️ 0 👍 0		

## Metacritic Style:

NEW MOVIES IN THEATERS	NEW GAMES
 <b>Magic Mike's Last Dance</b> R Metascore based on 52 Critics	 <b>Wild Hearts</b> PC Metascore based on 23 Critics
54 <b>BO for Brady</b> PG-13	87 <b>Theatrhythm Final Bar Line</b> Switch
53 <b>The Amazing Maurice</b> PG	87 <b>Returnal</b> PC
63 <b>Knock at the Cabin</b> R	83 <b>Phreoh: A New Era</b> PC
41 <b>House Party</b> R	68 <b>Blanc</b> Switch
62 <b>Plane</b> R	60 <b>Wanted: Dead</b> PS5
51 <b>A Man Called Otto</b> PG-13	95 <b>Metroid Prime Remastered</b> Switch
81 <b>Whitney Houston: I Wanna Dance With...</b>	90 <b>Hogwarts Legacy</b> XBOX
74 <b>Puss in Boots: The Last Wish</b> PG	77 <b>SpellForce: Conquest of Eo</b> PC
67 <b>Avatar: The Way of Water</b> PG-13	68 <b>Deliver Us Mars</b> PS5
More Movies In Theaters »	More New Games »
NEW TV SHOWS & SEASONS	NEW MUSIC
 <b>Animal Control: Season 1</b> FOX Metascore based on 8 Critics	 <b>Optical Delusion</b> Orbital Metascore based on 8 Critics
75 <b>Red Rose: Season 1</b> Netflix	77 <b>All Fiction</b> Pile
69 <b>African Queens: Njinga: Season 1</b> Netflix	77 <b>Land of Sleeper</b> Pigs Pigs Pigs Pigs Pigs Pigs Pigs

#### 4. Heuristic analysis

The three heuristics that I have chosen are consistency and standards, Flexibility and efficiency of use, and Aesthetic and minimalist design. IGN is a flexible website that makes it faster to get where you need to go. They have shortcuts to the most recent reviews and other things. Gamespot has consistency and standards that they have to set. For example when a user goes to a walkthrough on their website and it is well written then there is a standard set for other walkthroughs on their website. Metacritic has a minimalist design that does not have needless information. it's easy to find everything and you never get lost on the website.

#### 5. UI animations

IGN does not use many animations on its website. It only has a slight zoom-in on the new things at the top of the screen. Gamespot has even less animation in its UI. They only animate some text that appears on the top two photos. Metacritic only animates between all the new different types of media. They cycle through movies all the way to music. They pop up one after another. They are all used just for looks. all these websites have very few animations.

#### 6. Score each website

	IGN	Gamespot	Metacritic
Content & Navigation	9	6	8
Aesthetics & style	9	5	8
Heuristic Analysis	8	7	9
UI Animation	2	1	4
	7	4.7	7.2