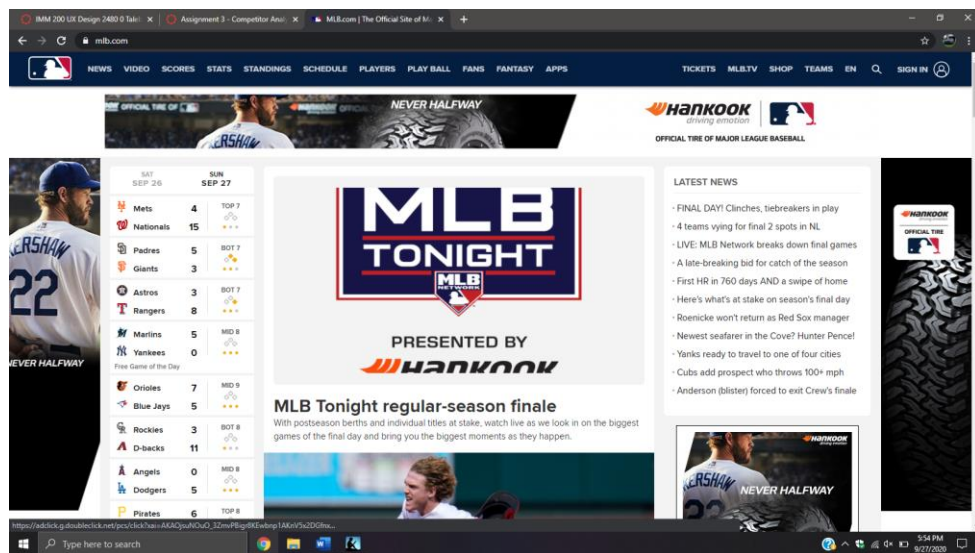


1. Identify three competitors

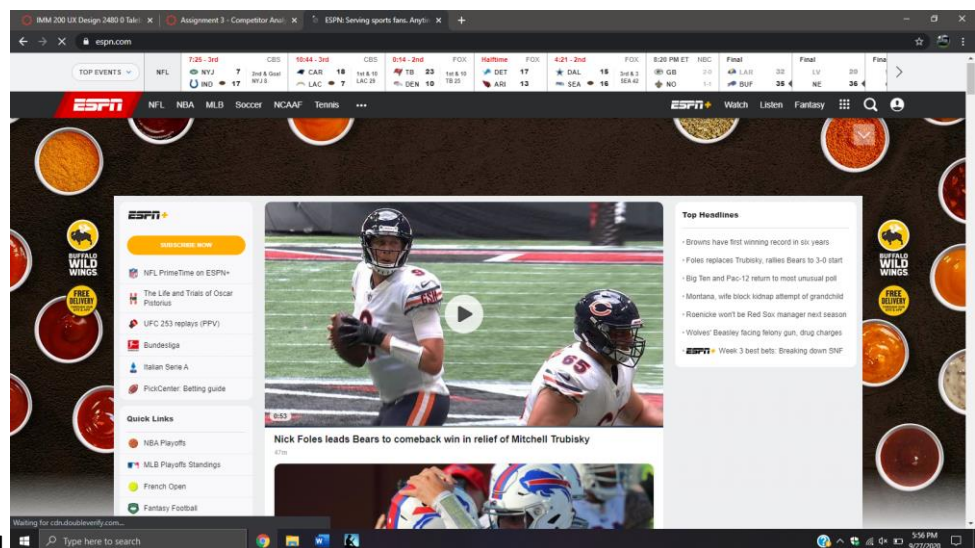
The three competitors that I am using are

- Major League Baseball <https://www.mlb.com/>
- ESPN <https://www.espn.com/>
- Baseball Almanac <https://www.baseball-almanac.com/>

Major League Baseball is a direct competitor of the website that I'm going to be making. It offers pretty much the same news that I will be putting up for show. I think ESPN is direct and indirect(if that's possible). While they do offer baseball news, they also offer a lot of other news for different sports. Baseball Almanac is indirect compared to what I'll be offering. It shows you baseball information but mostly just information on the history and hall of fame players, not so much players and teams that play now.

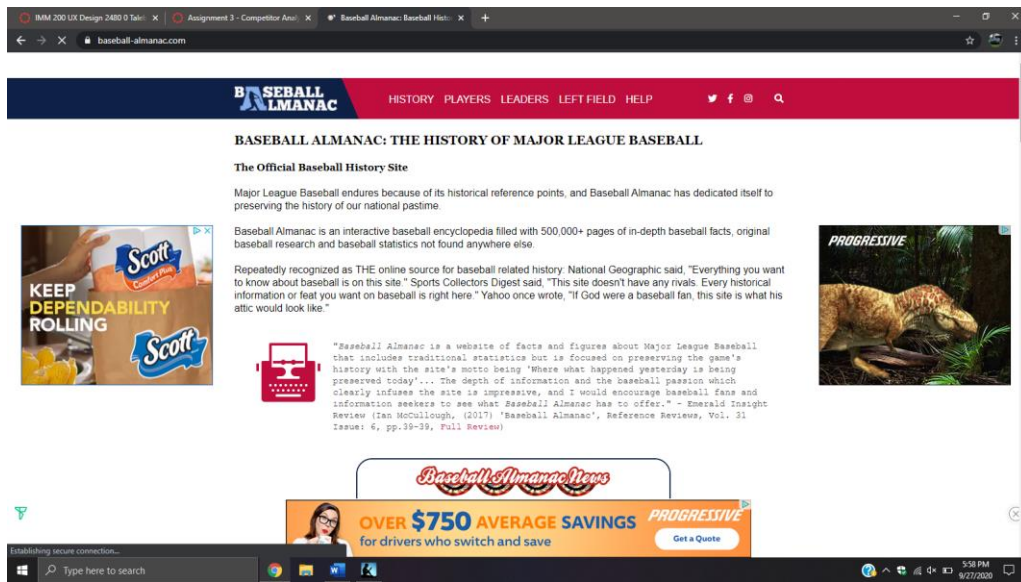


This is MLB



This is ESPN

This is Baseball Almanac



2. Content and Navigation



MLB



ESPN



BASEBALL ALMANAC

The MLB menu has a very simplistic feel, kind of like what I will be going for. There are multiple sections that bring you to different pages. Very well organized in my opinion, very easy to find information.

The ESPN menu is very similar to the MLB menu. It has multiple sections that will take you to different web pages. Again, this website is very well organized and very easy to find information.

The BASEBALL ALMANAC menu is similar like the other two that I put on here. This menu has multiple sections that will bring you to a different webpage. This menu is organized as well, making it easy to find any information.

I would rank the menus with MLB being first, ESPN being second, and BASEBALL ALMANAC being third. MLB has a menu style that I like and it has all the right information right there being super easy to find. The ESPN menu is similar but you have to click on MLB first to find out information.

3. Aesthetics and style

All three websites have very basic color and imagery as you can see below, I picked a similar spot/information from each website.

MLB has a basic look with two when it comes to the standings section with one major color. A lot of the space is taken up with white or a light gray background. Each teams logo is used for the standings.






ESPN has a similar look to MLB, but it has even less colors. There isn't a stand out color in the standings section on the ESPN page. Each teams logo is used just like the MLB page.

BASEBALL ALMANAC doesn't really have any colors at all in the website. It was hard to compare this website to the other two because most, if not all of the background was just white. I would definitely add some color to this website if I was in control, even just a few basic header colors would help the look.

Standings

Regular Season

◀ September 27 ▶ 2020

AL East		W	L	PCT
 Tampa Bay	z	40	20	.667
 NY Yankees	x	33	27	.550
 Toronto	w	32	28	.533
 Baltimore		25	35	.417
 Boston		23	36	.390
AL Central		W	L	PCT

MLB

MLB Standings 2020

Standings

Division

League

Overall

2020

American League

EAST	W	L	PCT
* --  Tampa Bay Rays	40	20	.667
z --  New York Yankees	33	27	.550
z --  Toronto Blue Jays	32	28	.533
 Baltimore Orioles	25	35	.417
 Boston Red Sox	23	36	.390

ESPN

LEAGUE CHAMPIONSHIP SERIES HISTORY

Every LCS in Major League Baseball History

The League Championships Series, love it or hate it, is here to stay. The leader of the American League faced off against the leader of the National League.

Since 1969, the League Championship Series has decided which two teams will represent the American League and National League in the World Series. Baseball Almanac is pleased to present the history of the American League Championship Series (ALCS) and National League Championship Series (NLCS).

NOTES: Team names in bold print won and moved on to the Fall Classic. * denotes wild-card teams.

BASEBALL ALMANAC

4. Heuristic analysis

Visibility of system status: All three websites do a good job of making you aware that your click on that specific section worked because it starts to load the next page immediately. The only page that was a little jumpy for me was BASEBALL ALMANAC, before you even click on anything it seems like the menu seems to be moving around quite a bit. All in all, I'd have to say that they all were constructed well enough to be a real world website.

Match between system and the real world: All three websites use the right lingo that you would normally see when reading about baseball so that's a plus. Most users should be able to read what is on the website without having to go and look up what a word means. When it comes to MLB and ESPN, it gets you straight to the point with no extra information that is not needed.

User Control & Freedom: All three websites have a clear "exit" if a user clicked something wrong. If you click on standings instead of stats or if you click on NFL instead of MLB you can easily click on the desired tab you meant to click on and go ahead to read the desired information.

5. UI Animations

I am not surprised but it seems like all three websites use similar animations. When I am on the MLB website and I hover over something that I want to click on, it shows a drop down menu of what's inside that tab. Making it easy to know what I'm going to be reading before I even take the time to click on it.

When I go on the ESPN website it gives me a similar feel to the MLB website. This website also had drop down menus when I hover over something that I am about to click on. If I hover over a live game, it will ask me if I want to see the stats without even clicking on it.

When I go on the BASEBALL ALMANAC page even though it is basic, it does have some animation when you hover over the menu. Just like the other two pages, it shows you what will be in that page before you even click on it.

I think each sites animations are valuable, they all show allow you to find information without even clicking on the page and that saves time! It almost seems like the same person created the navigations for each of the three websites as far as going against each other, they all do the same thing.

6. Score each website

	MLB	ESPN	ALMANAC
Content & Navigation	9	9	7
Aesthetics & style	8	8	4
Heuristic Analysis	9	9	9
UI Animation	8	8	8
	8.5	8.5	7