

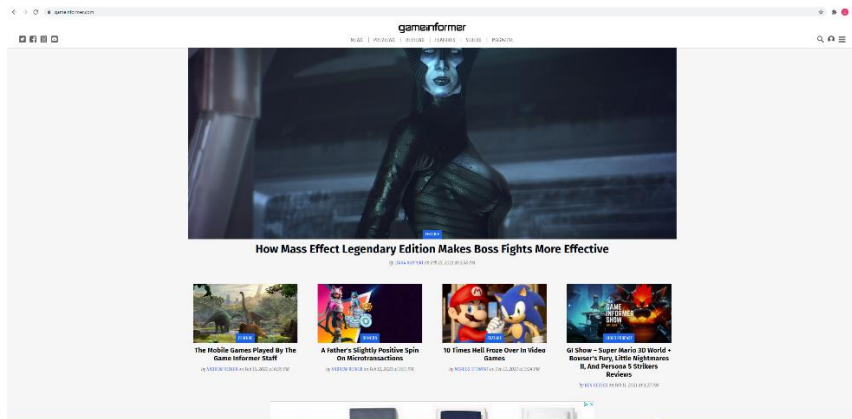
Joshua phillips

03/2/2021

Imm 200

Assignment 3

1.

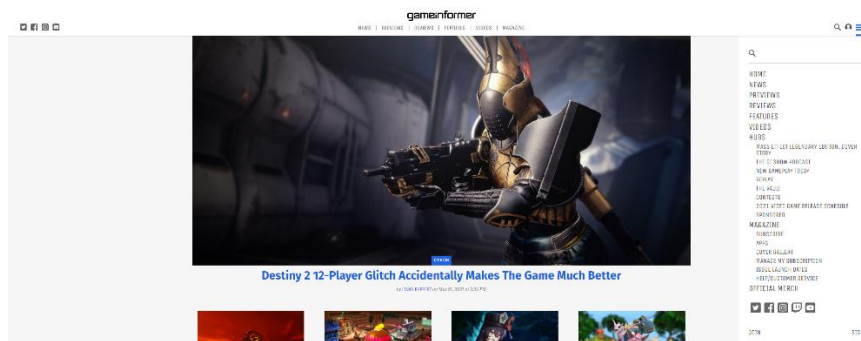


Game informer

<https://www.gameinformer.com/>

- If I'm not mistaken Gameinformer is the oldest out the three games website. Due to the fact there wasn't any competition for them when they first release. So I believe it's a indirect competitor to the other two sites.

2.



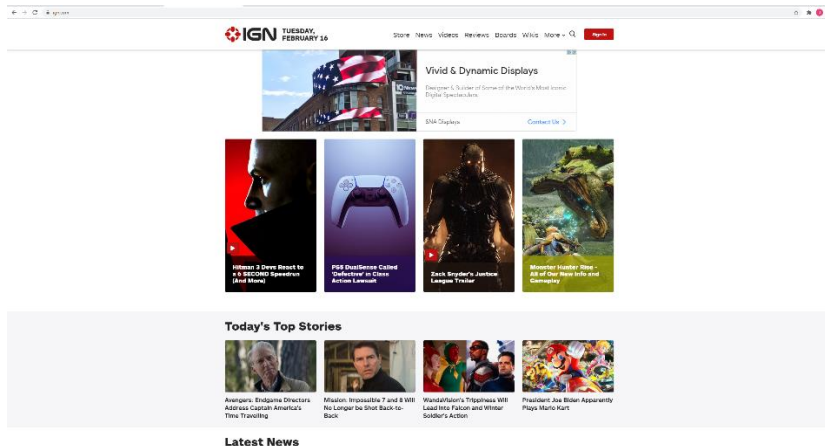
- So, Gameinformer has a sidebar menu that feature the traditional tabs. But they also have their own style what's includes hubs, hubs are their page showing all the newest games upcoming and details for them. And latest they have their products and social media connection to help provider mobile access.

3.

gameinformer

- Focusing on the logo's on each website the Colors of all of them are similar a simple black. Gameinformer really just sticked with the simple font change. Not sure was the Lower case "G" was truly intentional or not but they haven't change it since so maybe.

1.

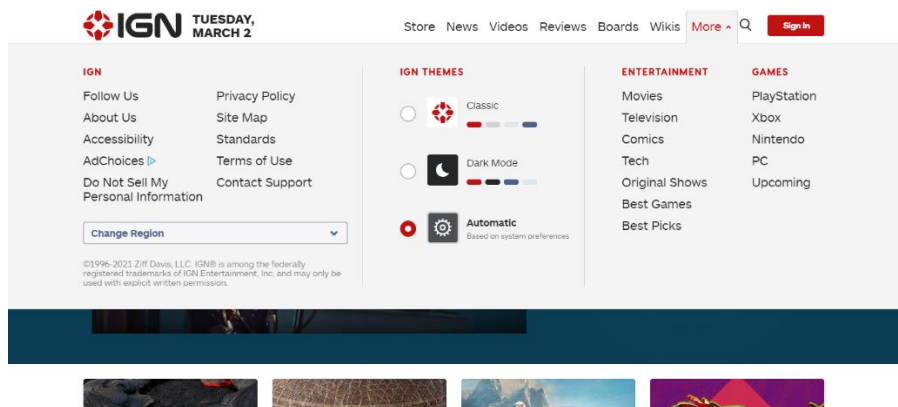


Ign

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

- Ign is the newest and hottest website out the three. Its bring in all the new games fast and with social media now days they bring in more views and traffic then the other two. So I believe they are a direct competitor.

2.



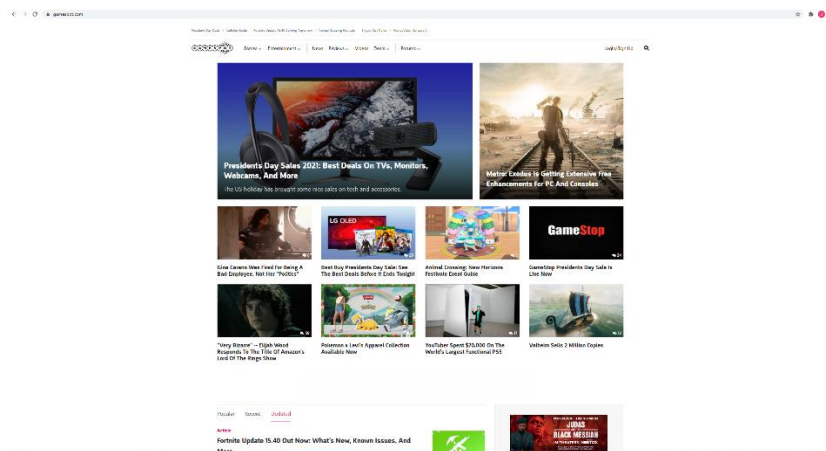
- Ign menu provides a traditional with just the more tab that opens to more options for you to choose from. The cool part Ign is that they give the visitor full control of the website where you can change the theme and the color of the website. They also organizer their websites but platforms instead of games.

3.



- Ign logo is more eye catching its different, it provides a gamer touch. If you noticed that the logo is an analog stick. They connect with their fans and visitors to give you a clear understanding of it's a gaming website. They also provided the date of the website to tell people that it's all current news.

1.

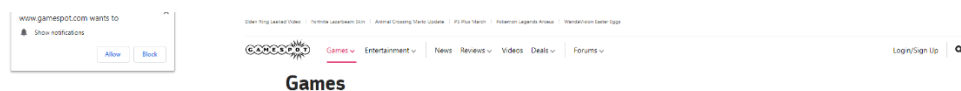


Gamespot

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

- Game spot is the least popular out the three its really don't provide the best information. Honestly, I believe they take their information from the other two to help provide them traffic. So, I believe they are a direct competitor to the others.

2.



- Gamespot approach their website differently they did a pull-down menu that when you press on the traditional tabs more information on those tabs appears. So, when you move your mouse to the tab it shows you sub links to the game's reviews and trailers of the games. They want to keep it a simple approach of the site.

3.



- GameSpot is logo is ok not really fancy, yes Gamerinformer was simple too I felt like they need to do more with it, the "O" in spot creates a little taste to it. But it is boring overall they need more to catch people or visitors' eyes. Cannot really hold them explains that they need to do a lot to compete with the other two big dogs of the websites.

4.

GameInformer- Gameinformer has visibility of systems they provide the viewers with information about games right away. They also have match between systems and real world because everything you can find on the website they have it on their magazines.

Ign- Ign brings the heat! they give viewers the visibility of systems giving the hottest news out, what ever they want is just a click away. They also have Consistency and standards they upload everyday about news on newest games, developers interviews and more. They also provide User control and freedom with their websites where users can change the theme and color on how they want the website to look for them.

GameSpot- provides has visibility of systems with information about games right away. They also have Aesthetic and minimalist design they sometimes have the simple information that was ok to have.

5. GameInformer- really don't have no ui animations they pretty basics websites. I feel like they should proble add one type of ui animation to the site.

Ign- Ign has more of keynotes tools that they use to add more of a presentation to games information. And they also have like motion UI to create more excitement to their site.

Gamespot- Gamespot really just have pop up ads or pop-up information on certain aeras of platformers you are looking for. They should add more UI tools because their website can be boring.

Content & Navigation

Gameinformer 8

IGN 10

Gamespot 6

Aesthetics & style

Gameinformer 6

IGN 9

Gamespot 7

Heuristic Analysis

Gameinformer 7

IGN 9

Gamespot 5

UI Animation

Gameinformer 1

IGN 6

Gamespot 3

Overall

Gameinformer - 5.5

IGN – 8.5

GameSpot – 5.2

