

## Competitive Analysis

The Competitive Analysis is limited to Anatomy and Physiology resources that exhibit eLearning. A Heuristic Evaluation (See Heuristic Evaluation document) will be performed on the twelve websites chosen by this Competitive Analysis. Candidate resources will also be evaluated for features and ideas I would like to incorporate into the design of my project.

To select candidate websites for the Competitive Analysis, I first visited all the sites I could find (using Google, Bing, and links in relevant websites) that had to do with Anatomy and Physiology. They are listed in the first matrix, All Resources Considered. At this time, I classified each website by type and determined whether it should be considered for further analysis based upon my preliminary definition of an eLearning resource – a resource whose primary purpose is instruction in anatomy and physiology, either human or animal. The site must include explanatory text; it may include any other type of visual aid such as diagrams, animations, and videos.

From this first cut, twenty two websites were identified as possible candidates. Since I wanted to do the Heuristic Evaluation on twelve websites, I performed a second round in the same way as the first round but with a more restricted definition of eLearning. The more restricted definition for eLearning is a resource whose primary instructional purpose is principles of anatomy and physiology of the organ systems. This definition excludes instruction sites solely related to health; for example, diseases or conditions. The second matrix, Resources Chosen, lists all twenty two websites and indicates the twelve which were chosen for the Heuristic Evaluation (Include? column is set to 'Yes').

The last matrix, Other Resources, lists other resources such as books and DVDs that were also considered.

## All Resources Considered

This matrix represents all of the resources that were considered. An initial determination was made as to whether the resource fit the broad definition of eLearning.

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://wps.prenhall.com/wps/media/access/Pearson_Default/8659/8867531/login.html">http://wps.prenhall.com/wps/media/access/Pearson_Default/8659/8867531/login.html</a>	Anatomy & Physiology for Health Professionals: An Interactive Journey by Bruce J. Colbert, Jeff Ankney, Karen T. Lee	Companion to DVD and Text	eLearning	Yes
<a href="http://wps.aw.com/bc_moyes_animalphys_1/">http://wps.aw.com/bc_moyes_animalphys_1/</a>	Principles of Animal Physiology First Edition by Christopher D. Moyes and Patricia M. Schulte	Companion to DVD and Text	eLearning	Yes
<a href="http://wps.aw.com/bc_moyes_animalphys_2/">http://wps.aw.com/bc_moyes_animalphys_2/</a>	Principles of Animal Physiology Second Edition by Christopher D. Moyes and Patricia M. Schulte	Companion to DVD and Text	eLearning	Yes
<a href="http://www.getbodysmart.com">www.getbodysmart.com</a>	Get Body Smart	Anatomy and Physiology learning site	eLearning	Yes
<a href="http://www.pennmedicine.org/health_info/animationplayer">http://www.pennmedicine.org/health_info/animationplayer</a>	Penn Medicine Medical Animation Library A.D.A.M.	Animations of Physiology and disease conditions	eLearning	Yes
<a href="http://catalog.nucleusinc.com/nucleusindex.php?">http://catalog.nucleusinc.com/nucleusindex.php?</a>	Nucleus Medical Media	Author, publisher and licensor of medical animations and medical illustrations on the Internet	Not eLearning – Catalog of medical Illustrations and animations	No
<a href="http://www.visiblebody.com/">http://www.visiblebody.com/</a>	Visible Body	3D model of human body	Not eLearning – Model only; no explanatory text	No

## All Resources Considered, continued

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://www.wesnorman.com/">http://www.wesnorman.com/</a>	The Anatomy Lesson	Physiology learning site by a former Georgetown University professor	eLearning	Yes
<a href="http://www.innerbody.com/">http://www.innerbody.com/</a>	Inner Body	Reference site of medical descriptions and anatomical terms	eLearning	Yes
<a href="http://ect.downstate.edu/courseware/haonline/index.htm">http://ect.downstate.edu/courseware/haonline/index.htm</a>	Human Anatomy Online	Dissection of the human body	Not eLearning – Concentrates on dissection	No
<a href="http://nhscience.lonestar.edu/biol/ap1int.htm">http://nhscience.lonestar.edu/biol/ap1int.htm</a>	Lone Star College	List of links to Anatomy & Physiology I Animations, Movies, and Interactive Tutorial Links	Not eLearning – List of links	No
<a href="http://www.mhhe.com/biosci/esp/2002_general/Esp/default.htm">http://www.mhhe.com/biosci/esp/2002_general/Esp/default.htm</a>	McGraw-Hill Essential Study Partner Anatomy & Physiology	Anatomy and Physiology learning site	eLearning	Yes
<a href="http://media.pearsoncmg.com/bc/bc_marieb_ehap_8/activities/index.html">http://media.pearsoncmg.com/bc/bc_marieb_ehap_8/activities/index.html</a>	Activities	Quizzes	Not eLearning – quizzes	No
<a href="http://www.bbc.co.uk/science/humanbody/">http://www.bbc.co.uk/science/humanbody/</a>	BBC Science & Nature	Anatomy & Physiology instruction and diagrams	eLearning	Yes
<a href="http://www.medindia.net/animation/an-active-heart.asp">http://www.medindia.net/animation/an-active-heart.asp</a>	MedIndia	Animations and text on organs and conditions	eLearning	Yes

## All Resources Considered, continued

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://bcs.whfreeman.com/thelifewire/content/chp00/00020.html">http://bcs.whfreeman.com/thelifewire/content/chp00/00020.html</a>	W.H. Freeman Life the Science of Biology	Tutorials to accompany a text book	eLearning	Yes
<a href="http://www.nlm.nih.gov/medlineplus/tutorials.html">http://www.nlm.nih.gov/medlineplus/tutorials.html</a>	MedLine Plus	Tutorials on disease and conditions symptoms, diagnosis and treatment; surgeries; prevention; and wellness	Not eLearning – tutorials not on general anatomy and physiology	No
<a href="http://www.hhmi.org/biointeractive/">http://www.hhmi.org/biointeractive/</a>	Howard Hughes Medical Institute BioInteractive	Video lectures	eLearning	Yes
<a href="http://www.wiley.com/college/apcentral/anatomydrill/">http://www.wiley.com/college/apcentral/anatomydrill/</a>	Wiley Anatomy Drill and Practice	Exercises to label parts of systems	Not eLearning – quizzes	No
<a href="http://www.virtualmedicalcentre.com/?centre=med">http://www.virtualmedicalcentre.com/?centre=med</a>	Virtualmedicalcentre.com	Videos and animations on diseases and conditions	Not eLearning – videos and animations not on general anatomy and physiology	No
<a href="http://www.sumanasinc.com/index.html">http://www.sumanasinc.com/index.html</a>	Sumanas, Inc.	Multimedia development service	Not eLearning – Service provider	No
<a href="http://www.conncoll.edu/academics/departments/biology/humanphysanims/index.html">http://www.conncoll.edu/academics/departments/biology/humanphysanims/index.html</a>	Connecticut College Human Anatomy and Physiology Animations	Animated diagrams	eLearning – animated diagrams plus text	Yes
<a href="https://www.winkingskull.com/default.aspx">https://www.winkingskull.com/default.aspx</a>	The Winking Skull	Diagrams Must register to access	Not eLearning – text not associated with diagrams	No
<a href="http://cvphysiology.com/index.html">http://cvphysiology.com/index.html</a>	Cardiology Physiology Concepts	Cardiology diseases and conditions	eLearning limited to cardiology	No

## All Resources Considered, continued

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://www.bartleby.com/107/">http://www.bartleby.com/107/</a>	Bartleby Books – Books on line	Anatomy of the Human Body by Henry Gray	eLearning	Yes
<a href="http://www.humananatomyphysiology.org/">http://www.humananatomyphysiology.org/</a>	Human Anatomy and Physiology Home Study Course	Online course need to pay for	Not accessible – must pay for	No
<a href="http://intelicus.com/the-online-virtual-human-body/">http://intelicus.com/the-online-virtual-human-body/</a>	Intelicus	Diagrams with text	eLearning	Yes
<a href="http://thinkanatomy.com/">http://thinkanatomy.com/</a>	Think Anatomy	Links to anatomy resources on the internet	Not eLearning – catalog of resources	No
<a href="http://www.walgreens.com/marketing/library/animation/default.jsp">http://www.walgreens.com/marketing/library/animation/default.jsp</a>	Walgreens	A.D.A.M. animations on body functions and diseases	eLearning	Yes
<a href="http://www.primalpictures.com/">http://www.primalpictures.com/</a>	Primal Pictures	Online course must pay for, but has a demo video	eLearning	Yes
<a href="http://www.fi.edu/learn/learners.php">http://www.fi.edu/learn/learners.php</a>	The Franklin Institute Resources for Science Learning	The heart and the brain	eLearning limited to heart and brain	No
<a href="http://www.teachnet.ie/farmnet/Animal_physiology.htm">http://www.teachnet.ie/farmnet/Animal_physiology.htm</a>	Farmnet Animal Physiology	Text and multimedia	eLearning	Yes
<a href="http://www.uta.edu/biology/bernard/classnotes/3442/07%20Animal%20Physiology%20-%20Endocrine%20System.pdf">http://www.uta.edu/biology/bernard/classnotes/3442/07%20Animal%20Physiology%20-%20Endocrine%20System.pdf</a>	Principles of Animal Physiology	PDF class notes	eLearning limited to Endocrine System	No
<a href="http://www.iworx.com/content/?id=11">http://www.iworx.com/content/?id=11</a>	iWorx	Experiments and Exercises	Not eLearning – catalog	No
<a href="http://physiwiki.wetpaint.com">http://physiwiki.wetpaint.com</a>	Physiwiki	Text and quizzes	eLearning	Yes

## All Resources Considered, continued

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://www.bio.davidson.edu/people/midorcas/animalphysiology/animalphyshome.htm">http://www.bio.davidson.edu/people/midorcas/animalphysiology/animalphyshome.htm</a>	Animal Physiology by Michael Dorcus	Biology Class Related	Not eLearning – class materials	No
<a href="http://www.cartage.org.lb/en/themes/sciences/zoology/animalphysiology/mainpage.htm">http://www.cartage.org.lb/en/themes/sciences/zoology/animalphysiology/mainpage.htm</a>	Sponsor not indicated	Lecture notes	Not eLearning	No
<a href="http://www.whfreeman.com/animalphys5/">http://www.whfreeman.com/animalphys5/</a>	Randal/ Eckert Animal Physiology	Accompany book	Not eLearning – links to websites	No
<a href="http://academics.smcvt.edu/dfacey/animalphysiology/Communication/AnPhystemplate.htm">http://academics.smcvt.edu/dfacey/animalphysiology/Communication/AnPhystemplate.htm</a>	The Animal Physiology Study Guide	Questions and answers	eLearning	Yes
<a href="http://msjensen.cehd.umn.edu/webanatomy/default.asp">http://msjensen.cehd.umn.edu/webanatomy/default.asp</a>	University of Minnesota Web Anatomy	Games and quizzes	Not eLearning – quizzes	No
<a href="http://www.wisc-online.com/Default.aspx">http://www.wisc-online.com/Default.aspx</a>	Wisc-Online Learning Objects	Animated diagrams with text	eLearning	Yes
<a href="http://www.anatomyarcade.com/">http://www.anatomyarcade.com/</a>	Anatomy Arcade	Games	Not eLearning – games	No
<a href="http://www.directanatomy.com/index.html">http://www.directanatomy.com/index.html</a>	Direct Anatomy	Diagrams with text; can draw and color	eLearning	Yes

## Resources Chosen

This matrix represents all of the resources that made the first cut. Websites that were selected, based upon a more restricted definition of eLearning, to undergo the Heuristic Evaluation are indicated in blue and marked 'Yes' in the **Include?** column.

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://wps.prenhall.com/wps/media/access/Pearson_Default/8659/8867531/login.html">http://wps.prenhall.com/wps/media/access/Pearson_Default/8659/8867531/login.html</a>	Anatomy & Physiology for Health Professionals: An Interactive Journey by Bruce J. Colbert, Jeff Ankney, Karen T. Lee	Companion to DVD and Text	Review activities, games. But has an audio glossary	No
<a href="http://wps.aw.com/bc_moyes_animalphys_1/">http://wps.aw.com/bc_moyes_animalphys_1/</a>	Principles of Animal Physiology First Edition by Christopher D. Moyes and Patricia M. Schulte	Companion to DVD and Text	Quizzes, Review questions, links	No
<a href="http://wps.aw.com/bc_moyes_animalphys_2/">http://wps.aw.com/bc_moyes_animalphys_2/</a>	Principles of Animal Physiology Second Edition by Christopher D. Moyes and Patricia M. Schulte	Companion to DVD and Text	Quizzes, Review questions, links	No
<a href="http://www.getbodysmart.com">www.getbodysmart.com</a>	Get Body Smart	Anatomy and Physiology learning site	Tutorials on body systems	Yes
<a href="http://www.pennmedicine.org/health_info/animationplayer">http://www.pennmedicine.org/health_info/animationplayer</a>	Penn Medicine Medical Animation Library A.D.A.M.	Animations of Physiology and disease conditions	Animations on disease conditions mainly	Yes
<a href="http://www.innerbody.com/">http://www.innerbody.com/</a>	Inner Body	Reference site of medical descriptions and anatomical terms	Anatomy based Zoom capability	Yes
<a href="http://www.wesnorman.com/">http://www.wesnorman.com/</a>	The Anatomy Lesson	Physiology learning site by a former Georgetown University professor	Tutorials on body systems	Yes
<a href="http://www.mhhe.com/biosci/esp/2002_general/Esp/default.htm">http://www.mhhe.com/biosci/esp/2002_general/Esp/default.htm</a>	McGraw-Hill Essential Study Partner Anatomy & Physiology	Anatomy and Physiology learning site	Tutorials on body systems	Yes

## Resources Chosen, continued

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://bcs.whfreeman.com/thelifewire/content/chp00/00020.html">http://bcs.whfreeman.com/thelifewire/content/chp00/00020.html</a>	W.H. Freeman Life the Science of Biology	Tutorials to accompany a text book	To be used in conjunction with a textbook which is not referenced	No
<a href="http://www.medindia.net/animation/an-active-heart.asp">http://www.medindia.net/animation/an-active-heart.asp</a>	MedIndia	Animations and text on organs and conditions	Separate animations on physiology as well as conditions	No
<a href="http://www.hhmi.org/biointeractive/">http://www.hhmi.org/biointeractive/</a>	Howard Hughes Medical Institute BioInteractive	Video lectures	Concerned more with disease	No
<a href="http://www.conncoll.edu/academics/departments/biology/humanphysanims/index.html">http://www.conncoll.edu/academics/departments/biology/humanphysanims/index.html</a>	Connecticut College Human Anatomy and Physiology Animations	Animated diagrams	Animated diagrams on body systems	Yes
<a href="http://www.wisc-online.com/Default.aspx">http://www.wisc-online.com/Default.aspx</a>	Wisc-Online Learning Objects	Animated diagrams with text	Individual “objects” for learning physiological functions	Yes
<a href="http://www.directanatomy.com/index.html">http://www.directanatomy.com/index.html</a>	Direct Anatomy	Diagrams with text; can draw and color	Ability to draw and zoom	Yes
<a href="http://www.bartleby.com/107/">http://www.bartleby.com/107/</a>	Bartleby Books – Books on line	Anatomy of the Human Body by Henry Gray	Reproduction of the book	No
<a href="http://intelicus.com/the-online-virtual-human-body/">http://intelicus.com/the-online-virtual-human-body/</a>	Intelicus	Diagrams with text	Links to various sites	No
<a href="http://www.walgreens.com/market ing/library/animation/default.jsp">http://www.walgreens.com/market ing/library/animation/default.jsp</a>	Walgreens	A.D.A.M. animations on body functions and diseases	A.D.A.M. animations on body systems	Yes
<a href="http://www.teachnet.ie/farmnet/Animal_physiology.htm">http://www.teachnet.ie/farmnet/Animal_physiology.htm</a>	Farmnet Animal Physiology	Text and multimedia	eLearning	Yes
<a href="http://physiowiki.wetpaint.com">http://physiowiki.wetpaint.com</a>	Physiowiki	Text and quizzes	wiki	No



## Resources Chosen, continued

URL	Name	Type of Website or Media	Reason to Include / Exclude	Include?
<a href="http://academics.smcvt.edu/dfacey/animalphysiology/Communication/AnPhystemplate.htm">http://academics.smcvt.edu/dfacey/animalphysiology/Communication/AnPhystemplate.htm</a>	The Animal Physiology Study Guide	Questions and answers	eLearning	Yes
<a href="http://www.bbc.co.uk/science/humanbody/">http://www.bbc.co.uk/science/humanbody/</a>	BBC Science & Nature	Anatomy & Physiology instruction and diagrams	Games	No

## Other Resources

Human Body by Steve Parker	Book	General book on body systems	Yes
Human Body by John Fardon	Book	General book on body systems	Yes
Anatomy & Physiology Coloring Workbook	Book	Coloring book of body structures	Yes
IP Interactive Physiology 10-System Suite by Elaine N. Marieb, Katja Hoehn	DVD and Text	eLearning	Yes