**Research into Web Design Needs**

**Source 1**: <http://www.museumtourguides.com/home/product/british-museum-app-guide/>

**Notes**

This webpage itself is a part of a website promoting a lot of different apps, this is best as a guideline for the front page of our app.

**Pros**

* Links to the app store for iOS/Amazon and Google Play are right at the top, immediately visible. Eye catching and easy to remember where they are
* There are images of the app in use on various screens, and an image gallery you can scroll through to show features.
* Blurb of the app and more detailed information detailed below.

**Cons**

* It lists ‘Top 20’ and ‘Top 125’ with no indication of what these mean, meant to be eye catching?
* No example of features like colour-blind options, audio guides, etc. Website is not very detailed but to be expected as its part of a bigger whole.

**Source 2:** <https://www.louvre.fr/en/louvre-app>

**Notes**

This webpage is more detailed than the first one, although it’s French it has an English translation and includes more info than the first, and is better organised. Some of the website isn’t relevant to us (like the learning about art tab) but a lot of it is, stuff like detailing exhibitions/events happening in the USB could be a good thing to add (this is also a general Louvre site but I think the events thing could be relevant to us, we can add a general section about the USB).

**Pros**

* Important information is immediately visible, things like the cost of the app/in-app purchases and file size are on the right, and important info about the features of the app are bullet pointed on the left.
* Multiple sections detailing different events/exhibitions happening at the Louvre, tours, etc.
* Short and to the point, you don’t have to scroll to see all the important information about the app.

**Cons**

* Not as eye catching as the other website, no images of the app in use and the text is small and out of the way.
* Large gap at the top of the screen which is empty, we could add images there if we used a similar design but nothing is done with it here, breaks up the page unnecessarily.
* The only part of the page that grabs your attention is the technical information of the app such as size/cost, the actual features of the app should grab your attention more.

**Source 3:** <https://www.youvisit.com/university-campus-tour>

**Notes**

Very detailed front page with a lot of text, this is more of a web app but the design of the webpage when you click ‘Take a look inside’ is really good, and worth analysing.

**Pros**

* Very detailed main page with an eye catching link to an inner, more functional webpage that’s brief and to the point.
* Inner webpage is formatted very nicely as you scroll down, shows how the app can attract more students to a given university than they would attract otherwise
* Design is excellent, it is formatted very well overall and is pleasing to look at.

**Cons**

* The main page could be a bit too detailed, with nothing to really space out the text. Could be made briefer
* This source doesn’t directly relate to mobile apps, but it shows elements of good website design for marketing/promotion.