

# Competitive Analysis

What was shown on the Main Navigation Bar:

John Hopkins University	Duke University	Boston University	University of Arizona	Stanford
About	Admissions	Admissions	Future Students	About Stanford
Admissions	Academics	Academics	Students	Admission
Schools & Academics	Arts	Research	Faculty & Staff	Academics
Research	Global	Global	Alumni & Donors	Research
Campus Life	Research	Campus Life	Parents & Visitors	Campus Life
Athletics	Schools & Institutes	About	Corporations & Businesses	Students
Giving			Topics	Faculty/Staff
Alumni				Parents
				Alumni

Element:	Count:
About	2
Admissions	4
Academics	3
Research	4
Campus Life	3
Global	2

<b>Giving</b>	<b>1</b>
<b>Alumni</b>	<b>3</b>
<b>Arts</b>	<b>1</b>
<b>Athletics</b>	<b>1</b>
<b>Schools</b>	<b>2</b>
<b>Students</b>	<b>2</b>
<b>Faculty &amp; Staff</b>	<b>2</b>
<b>Future Students</b>	<b>1</b>

While doing research, we noticed that most universities have two navigation elements: one for user pathway navigation and one for the main navigation. We also found that most research universities have a general tab for research on their main navigation bar. This was helpful during our decision process, because Georgia State University is also a research university. This is why we decided to keep “research” as a main tab on our navigation bar.

We also found that the top navigation bar included general elements, such as “Admissions” and “About”. These elements are useful for a wide range of users, current students, non-students, parents etc. For specific users, such as faculty, they can automatically click on the user pathway navigation bar on the top—this is much more time efficient and straightforward.