

| Pre | | | Device | | | | | | | | | | | | | | | | Browser | | | | | | | | | | | | | | | | | |
|-----|------------------------|-----------|---------|---|-----------|---|---------|---|------------|---|-------------|---|--------------|---|-------------------|---|----------|---|---------|---|----------|---|--------|---|---------|---|--------|---|------|---|--------|---|---------|---|-------|---|
| | | | Moto G4 | | Galaxy S5 | | Pixel 2 | | Pixel 2 XL | | iPhone 5/SE | | iPhone 6/7/8 | | iPhone 6/7/8 Plus | | iPhone X | | iPad | | iPad Pro | | Laptop | | Desktop | | Safari | | Edge | | Chrome | | Firefox | | Opera | |
| | | | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L | P | L |
| 1 | Navigation Bar | Operation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| 2 | 'Burger' Menu | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | ✓ | ✓ | | | | | | | | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | ✓ | ✓ | | | | | | | | | |
| 3 | 'Brand Image' | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| 4 | Menu | Operation | | | | | | | | | | | | | | | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | | | ✓ | | ✓ | | ✓ | | ✓ | | |
| | | Visuals | | | | | | | | | | | | | | | | ✗ | ✗ | ✗ | | ✗ | | ✗ | | | ✗ | | ✗ | | ✗ | | ✗ | | ✗ | |
| 5 | Background Image | Operation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Visuals | ✗ | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✗ | | ✓ | | ✓ | | ✓ | |
| 6 | Mission Statement | Operation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| 7 | Supporting Text | Operation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| 8 | Infographics | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✗ | | ✓ | ✓ | ✓ | | ✗ | | ✗ | | ✗ | |
| 9 | Photolinks | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| 10 | Footer | Operation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| 11 | Banners | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | |
| 12 | 'Accordion' | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | ✓ | ✓ | | | | | | | | | | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | ✓ | ✓ | | | | | | | | | |
| 13 | 'Carousel' | Operation | | | | | | | | | | | | | | | | | | | ✓ | | ✓ | | ✓ | | | | ✓ | | ✓ | | ✓ | | ✓ | |
| | | Visuals | | | | | | | | | | | | | | | | | | | | ✓ | | ✓ | | ✓ | | | | ✓ | | ✓ | | ✓ | | |
| 14 | Case Studies | Operation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Visuals | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | | ✓ | | ✓ | | ✗ | ✗ | | ✓ | | ✓ | | ✓ | |
| 15 | Company Director Image | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | ✓ | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | |
| 16 | Contact Form | Operation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | ✓ | |
| | | Visuals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | ✓ | | ✓ | | |

Key:

| | |
|---|-----------------------|
| ✓ | Meets all criteria |
| ✗ | Some criteria not met |
| P | Portrait view |
| L | Landscape view |