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Marketing Website Comparisons

1. Facebook
   1. The area of primary focus is the only part that moves after scrolling down for a while.
   2. The UI is super cluttered initially.
   3. I as the user do not know what many of the buttons and features do.
   4. Some useful elements might be the organization of columns.
   5. The sort of language being used is all socially oriented.
      1. Each word prompts users to interact with one another.
      2. The ability to react to other people is also prevalent.
   6. This site is set up almost like a news sight but the news consists of the happenings of both friends and products of interest.
2. Twitter
   1. Information of likeness are confined to their own box and separated from other information by a bit of white space. This helps the page feel less cluttered despite the amount of info.
   2. After scrolling down the user is left solely with the information they are interested in.
   3. Everything is simple and to the point.
   4. Even though I do not use twitter I know how everything works.
   5. Clicking on their logo does not do anything.
   6. Some useful elements might be the organization and clarity of the design.
   7. The language being used is very direct.
   8. Most of the communication of theme comes from icons.
   9. Similar to Facebook this site works as a news site for friends and products of interest however the updates are far smaller.
3. Google +
   1. This site makes good use of white space to keep the view from looking cluttered.
   2. Most icons are accompanied by descriptive text to communicate function.
   3. This site is very strait forward; it does not push and particular themes.
   4. I have no idea what the icons attached to posts do.
   5. Some useful elements might be use of white space.
   6. The language is as strait forward as the design.
   7. Profiles seem to consist of only the user’s content. Thus the site is more like a blog where one can look at someone’s profile to see what that person is up to.
4. Ancestry
   1. This site has a rather clear and easy to navigate system for exploring a tree of information.
   2. This ease of navigation comes at the cost of accessible information. However, if the cells along the tree are expandable then this format may be of some use.
   3. Now that my mind is open to consideration, the means of exploring a tree may be valuable to me.
   4. The language being used is supportive of the theme of a tree, life, legacy and history.
   5. The story being told is that of one’s family history.
5. Yik Yak
   1. It is interesting how the map is just kind of there as a nice space filler while the interesting stuff if snuggled up to the far right.
   2. Despite the “void” space the site feels simple, straight forward and easy.
   3. I don’t want any more information than they provided.
   4. Since all that is present is all that is needed I do not feel the site is at all lacking.
   5. The language communicates exploration.
   6. The story is of what is happening here and now.
6. Slack
   1. This application is very strait forward with only the necessities.
   2. The language and look communicate collaboration and interaction within a group.
   3. This app’s features could be useful for the group edition of my app.
   4. The story being told is that of collaboration and progress.
7. Bademeisterei
   1. I am mostly here to look at the menu layouts.
   2. Apparently when I hit a nav option it takes me to a new tab.
   3. It is a relatively basic site that advertises its products.
   4. The imagery and language all communicate marketing to women and try to appeal to a woman’s aspirations.
8. Dotsnbits
   1. This sites blog is very simple and to the point.
   2. The sections dividing the blog posts are designed with good visual hierarchy and are brief.
   3. This part of the site is almost too bland.
   4. The background of the page and the backgrounds of the post cells are too similar in value.
   5. The layout of this site may be useful.
   6. The story communicated is a simple blog.
9. Dribble
   1. Dribble makes good use of white space and division of information.
   2. The site is very clear and strait forward.
   3. The function of everything is clearly communicated.
   4. The language communicated team effort of the likes of a basketball team.
10. Medium
    1. The use of white space on this site is pretty good.
    2. The information does not look cluttered of confusing.
    3. The site does lack some visual interest.
    4. The site serves a similar purpose to that of Google +. However, while Google + content is more based upon the user’s interaction with google products Medium’s content is more directly created by the user.
    5. The site’s language is also similar to Google plus.
    6. The story being told is all about what the user wants to say.