UI Team 01

A Typed Comparative Analysis Summary (from the teams’ three best comparable site heuristic analysis)

The three sites that were chosen to be the best for the client, Orion Jerwa, are LinkedIn, Voice and Fiverr. Each one allows the user to network and sell their voice acting skills which the client is seeking. The client stated that they are also seeking to have demo reels and have the site have a pseudo-resume, which all the site do.

On the visual side each site has its problems and benefits. With LinkedIn they uses a white background with black text in a list formation which is hard on the users eye however it gives off the perception of professionalism. While voice uses a white background with the same format however uses a soft tone of colors to make it easier on the eyes. Fiverr uses a white background with

Each site uses the drop down navigation in one form or another. A search bar is located at the top of each page for easy access along with

On Purpose

Each of the site worked and functioned as they were expected to, providing the user the information that they were seeking.

Linkedin – networking , jobs,

<https://www.linkedin.com/search/results/PEOPLE/?keywords=voice%20actors&origin=SWITCH_SEARCH_VERTICAL&sid=(mc>

* elements to avoid
  + visual
    - Bland and hurts the eyes of the user if the screen has white space that is just white with black font.
    - Does not establish a mood or feeling
    - The site does not use the white space effectively and has just lists which users can find hard to use.
  + Purposeful keywords and headers
    - Difficult to understand due to keywords and design of list however with a few clicked throughout the site purpose can be seen
    - The site is not up to date per each entry due to users not updating their own information.
* Elements to add
  + Visual
    - Text size is a reasonable size and font color. Black with font size around 12px.
    - Hierarchical system that has items grouped together that match
  + Navigation
    - Navigation is easy to find and is on each page in the same location.

Voice – jobs,

<https://www.voices.com/>

* elements to avoid
  + Navigation
    - The navigation moves around making it harder for the user to locate each time.
    - Navigation labels are not familiar to all user,
* Elements to add
  + Navigation bar
    - Collapsing side panel and search bar navigation is useful to use as it allows a user to navigate the site easily.
    - This site also uses drop down menus with hover over highlighting which make it easy to see what your mouse in on.
  + Visual
    - Visual that that will distract for the sites purpose, such as a few images and images relating to the voice actor themselves. An example is if one voiced a character in a recognizable game or commercial, to have an image of the character they voiced.

Fiverr – jobs,

<https://www.fiverr.com>

* elements to avoid
  + visual
    - Depending on the design that the user’s choose the mood and tone can be bland and without purpose.
    - The site does not have a clean and constant
    - The uses too much visuals on the main page which can be over whelming for new users.
* Elements to add
  + Visual
    - The site has navigation in each page that is easily found at the top of the pages.
    - Search bar and drop down menus on the main page allow the users to navigate the page easily.