*Then why did you use quotes from it to argue your point*

[**http://www.4forums.com/political/abortion-debates/12293-abortion-new-way-control-2.html**](http://www.4forums.com/political/abortion-debates/12293-abortion-new-way-control-2.html)

[**http://www.4forums.com/political/gay-rights-debates/17119-obama-supports-gay-marriage.html**](http://www.4forums.com/political/gay-rights-debates/17119-obama-supports-gay-marriage.html)

Competitive Analysis was performed in different stages.

**The first stage**

We posted a set of Questions to our Personas to evaluate the existing website, politicos.org.br on a mobile device. All the Questions asked them to rate their response as a Yes or No.

For a No response we requested them to leave a comment.

A sample of the questions posted and  response from one of the users is listed below.

**Question**: Is the Site Load-time Reasonable?

**Response**: Yes

**Question:** Is Font Size/Spacing easily readable?

**Response**: No

There is too much information for a small sized screen, which makes the user interface look overloaded, and the data is hard to read because of the small font size.

**Question**: Does the site have adequate Text-to-Background Contrast?

**Response**: No

Navigation Links on  the homepage have White text on Gray Background .This  does not give  sufficient contrast between background and foreground and hence  the text was not easily readable.

**Question:**Is the Homepage easily Digestible?

**Response**: No

There is a lot of information on the Homepage for a mobile screen display, much of screen display is taken up by a welcome message at the top “Bem vindo ao Ranking”, which is almost irrelevant as I know what the site is about.

I would rather prefer having an “About us” Link containing all the information rather than display information on the Home Page.

**Question**: Is the link to Contact Information  visible.

**Response**: Yes

**Question**:Is the Site Search easy to perform?

Response:No

When clicking the textbox, the virtual keyboard appeared at the bottom of the screen, but the textbox was suddenly not in focus anymore.  Instead, a random part of the webpage was displayed; and I could not see what I was  typing.

**Question**:Are the Hyperlinks  easy to work with?

**Response**:No

I had to click twice at some places.

**Question**:Could you find all the information you were looking for?

**Response**:No

I was looking for some graphical  displays such as graphs about the scores of a politician or a party over time.