

Introduction

As we begin to redesign rudgwicksteamshow.co.uk, the Pulsatio team finds it important to examine existing websites that promoting similar country shows in the U.K. The strengths and weaknesses shown in your competitors' sites will help us create an effective design. On the following pages, we analyze these sites:

<https://www.livingheritagecountrysows.com/sandringham-game-country/>

<https://kentshowground.co.uk>

<https://outdoorshows.co.uk>

rudgwicksteamshow.co.uk - Competitive Analysis



No link to go back homepage



Home 2020 Show Dates Catering Enquiry Form Traders Section



Covid 19 - Event Cancellations

Now 20



Living Heritage Events

<https://www.livingheritagecountryshows.com/sandringham-game-country/>

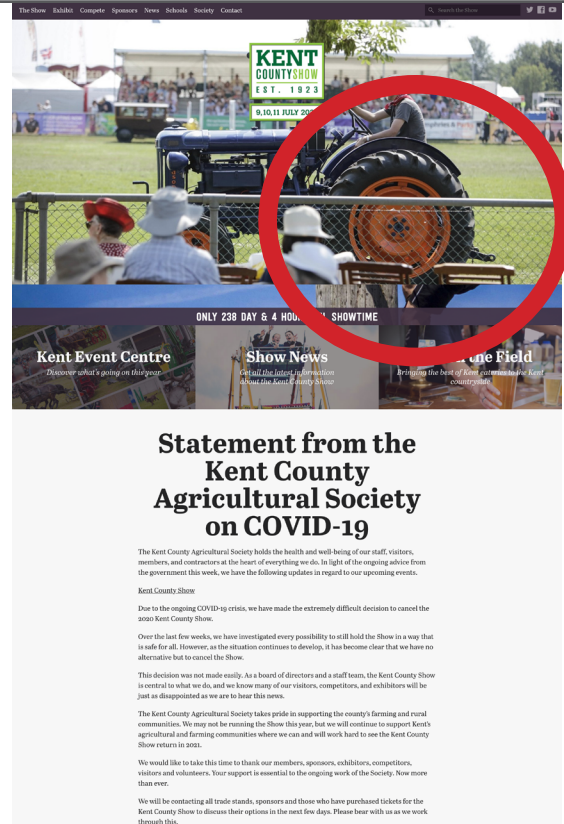
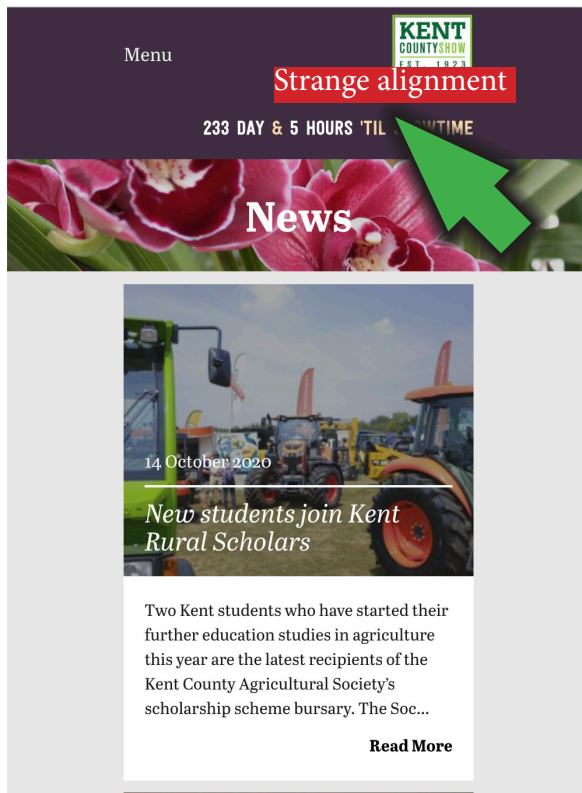
Strengths

- A distinct theme of the Country Fair- Game;
- Nice color theme fit for the season and the summer mood;
- The menu bar is very organized for people to find information--upcoming event, graft show, food festival, exhibition info, and contact information;
- The home page with the big picture that presents necessary information with date;
- The home page picture implies that everybody can find fun there.

Weaknesses

- No address mentioned below the date;
- The homepage picture does not show one of the important factor-craft trade element;
- There is no link back to the homepage once going to the "Trader" site--<https://www.livingheritagetraders.co.uk/>--navigation is confusing;
- There are six events under the menu "country show." Their layouts (with color) are almost identical, and difficult to differentiate them.

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Kents County Show

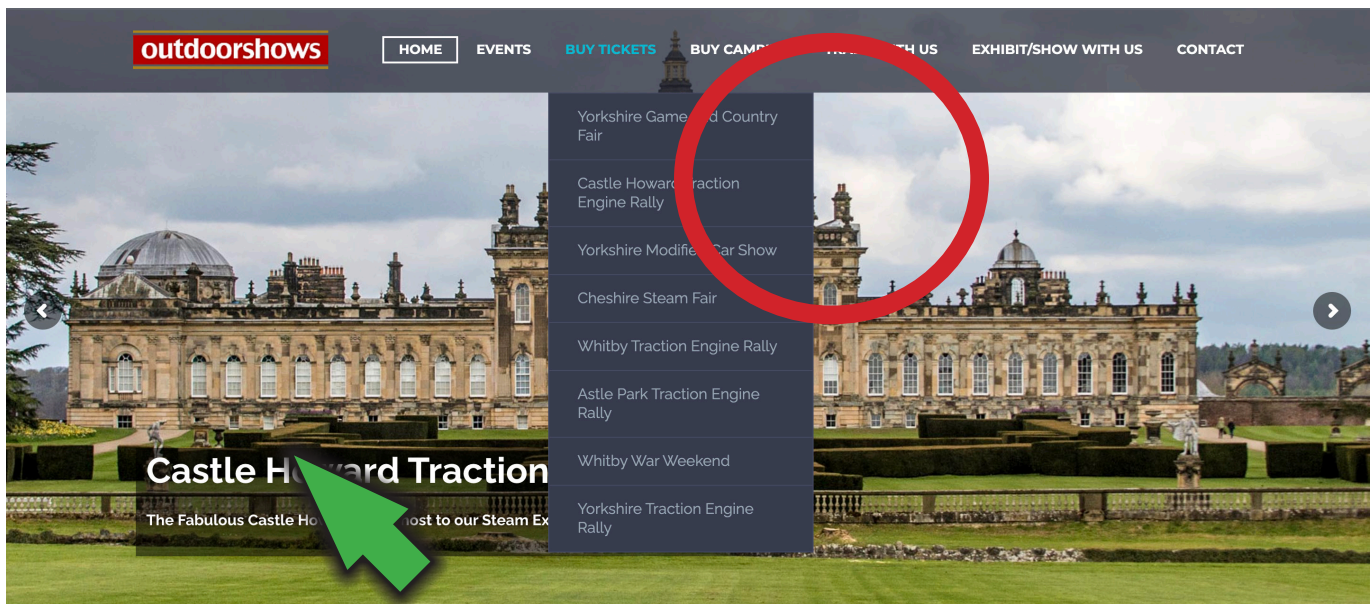
Strengths

- Different languages available;
- With search next to the navigation bar, provide extra help for users;
- The logo is distinct with history since 1923, impressive event;
- With Gallery in the homepage to show the past events;
- An unique approach with an whole screen photo on the homepage;
- Clean and easy to navigate;
- Provide participants with additional information about “where to stay,” and “how to get there.”

Weaknesses

- The menu bar is not good in mobile and narrow screen compare to desktop size, lack of ailgment;
- The homepage picture does not have enough information about the focus of the show;
- The information of the show can only be found in the menu “explore the show”. It should have a link under the big picture besides the link to food,etc.

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Outdoors Show

<https://outdoorshows.co.uk/>

Strengths

- The most updated navigation style;
- The homepages use slide pictures to demonstrate the event's context;
- The gallery on the homepage provides details about all the events;
- The main menu is very comprehensive and easy to navigate for both traders and visitors;

Weaknesses

- The texts on the homepage photos are not clickable;
- The color theme of the logo is red and yellow, but these two elements should be employed more in the pages. For instance, the link hover color can be yellow or red;
- The information about the show can only be found in the menu "explore the show". It should have a link under the big picture besides the link to food, etc.

Conclusion

Based on this analysis, to improve the website, when we redesigning the Rudgwick Country Show website, we should keep in mind to put the necessary information in the front for farmers and visitors; restructure the menu to organize the information of the site. Compare with these three sites, the “Outdoors Show” is the most user-friendly website; the “Living Heritage Show” has the best color theme; the “Kents Show” has a different design style. We should avoid showing similar activities with other Country Show. The old steam show should be put in the front because it is unique in the U.K. Country Show. As it is commonly accepted that big pictures on the homepages, we may consider putting different pictures and menu with a link to guide users to find the information they want.

Reference:

<https://www.livingheritagecountryshows.com/sandringham-game-country/>

<https://outdoorshows.co.uk>

<https://kentshowground.co.uk>

https://www.farminguk.com/country-shows-and-events/rudgwick-steam-country-show_1433.html

Green arrow is the weakness; red circle is the strength