

Mobile Site Comparison – Sierra Laney

Site: Horoscope.com

URL:

<http://www.horoscope.com/us/horoscopes/general/horoscope-general-daily-today.aspx>

Finding content

The content is very easy to find, but it can still be confusing.

Clarity of text, images, and media

The media files are mostly clear, but almost overwhelming.

Adds may also interfere with the user experience, because there are so many and they are obnoxious.

Navigation

Navigation is mostly good on phones. It's easy to find things.

Colors and Layout

The site is very colorful and bright. There are many interactive elements involved, the site seems “alive”.

Likes and Dislikes

I like the colors and overall style/or tone of the webpage. It gives off a really cute, and girlish oriented vibe, which is probably what drew me in. I don't like the adds, especially on the mobile site because they are in the way of activities that I want to do. The adds flash and are also confusing. I also don't like the organization of the site, because there are many topics in elements that just look pushed together, especially at the bottom of the page. Overall this site has so many gadgets and stuff that it can be overwhelming when visiting for the first time.



Site: CafeAstrology

URL: <https://cafeastrology.com/>

Finding content

It's easy to find content, but there are a few elements that feel superfluous. For instance, there are two search bars.

Clarity of text, images, and media

Media on this site is very clear, unlike Horoscope.com.

Navigation

It's can be tricky to find things. Navigation also requires constant thumbing down, which can be annoying, especially if you are gen Z. It also might be a little confusing to someone visiting for the first time because of the index column, and the at the very bottom of the page there is another index just like on horoscope.com.

Colors and Layout

The layout is nice, and the design is simple, maybe minimalistic. You can see the site trying to become modernized, with the two elements (I don't know what they are called) at the top. I also

noticed social media buttons, which I don't remember being there last time I visited.

Likes and Dislikes

I like the simple design of the site. I don't like the extra index at the bottom and the constant thumbing down to view things. The layout is not very mobile friendly. I like this site better than horoscope.com because of the simplicity, but I also like horoscope.com because it feels more interactive. This site does not bombard the user with lots of adds and obnoxious colors.

