

COMPETITORS	NAVIGATION	ASSET CATEGORIES	FILTERING	LANDING PAGE
Western Pennsylvania Regional Data Center	About/About Us section and contact section included in navbar	Little categorization. Focus on differentiating between data experience levels	Filtering tool that allows users to filter by organization, groups, tags, formats, licenses (no drop down menus)	Call-to-action button for "Browse the Data." Pages for "Data Beginners," "Data Wizards," and "Publishers"
Shift Research Lab	Four simple tabs (About Us, What We Do, Projects, Contact)	Categorization based on "project type" but no further categorization	Only includes distinction between project-type categories. No in-depth filtering	Fairly long, scrollable landing page focused on educating users about the organization
Netflix	Navigation focused on finding user specific information	Categorization focused on common film and television genres or differentiation	Ability to view information by category, search, and personal recommendation	Most relevant information and resources can be accessed on the home page (categories of content, recently watched content, etc.)
Kaggle	Simple navigation leading to the main functions of the site, search bar included.	Data categorized primarily by popularity or relevance	Numerous filtering options located above list of available resources.	Video explanation of the site, call-to-actions buttons leading to the sites three main functions

WEBSITE

HEURISTIC ANALYSIS NOTES

D3 Public Site

- 4 issues regarding *help and documentation* with a severity level of 3 or higher on a scale of 1 - 5 (1 being not severe, 5 being extremely severe)
- 3 issues regarding *flexibility and efficiency of use* with a severity level of 2 or higher

D3 Open Data Portal Site

- 4 issues regard in *aesthetic and minimalist design* with a severity of 3 or higher (four of which have a severity of 4)
- 2 issues regarding *match between system and the real world* with a severity of 4
- 2 issues regarding *recognition rather than recall*, one with a severity of 3 and one with a severity of 5

D3 Prototype Site

- 3 issues regarding *consistency and standards* with a severity rating of 3 or higher
- 4 issues regarding *aesthetic and minimalist design* with a severity rating of 3 or higher