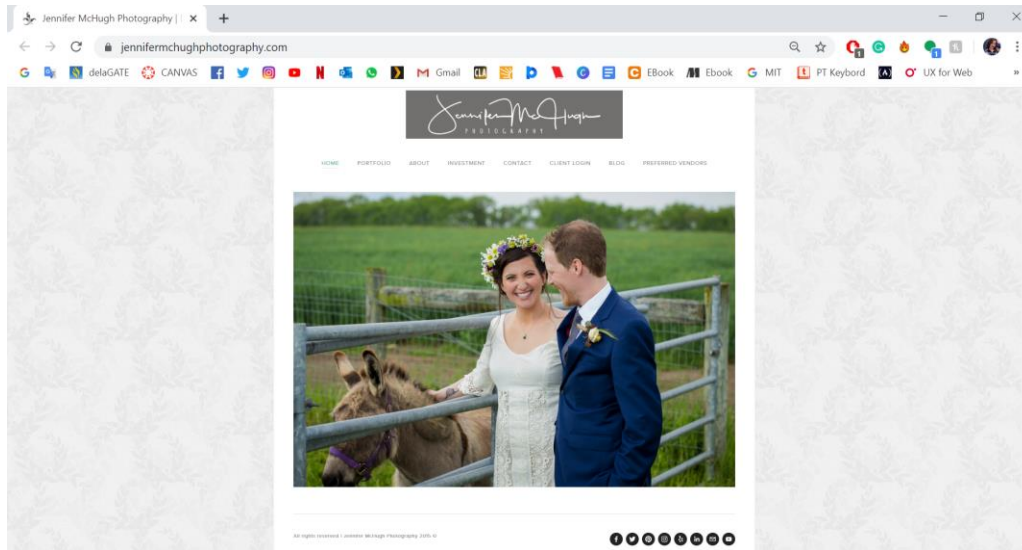


## Assignment 3 - Competitor Analysis

**Identify 3 competitors / Content and navigation**

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

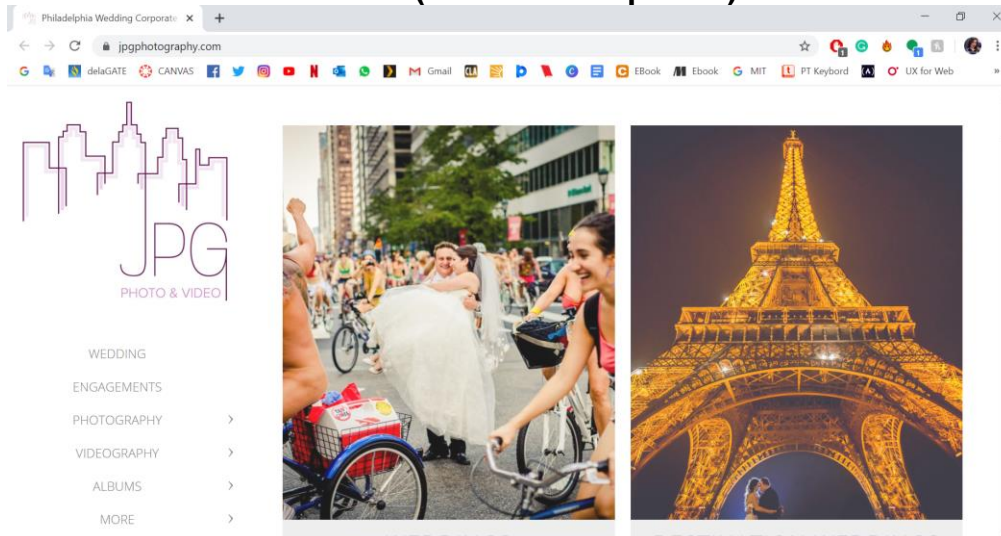
**Name: Jennifer McHugh Photography (Website Competitor)**



This website is a direct competitor. The photographer offers a variety of photo services, which will be available on the website that I'm working on as well.

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

**Name: JPG Photo & Video (Website Competitor)**

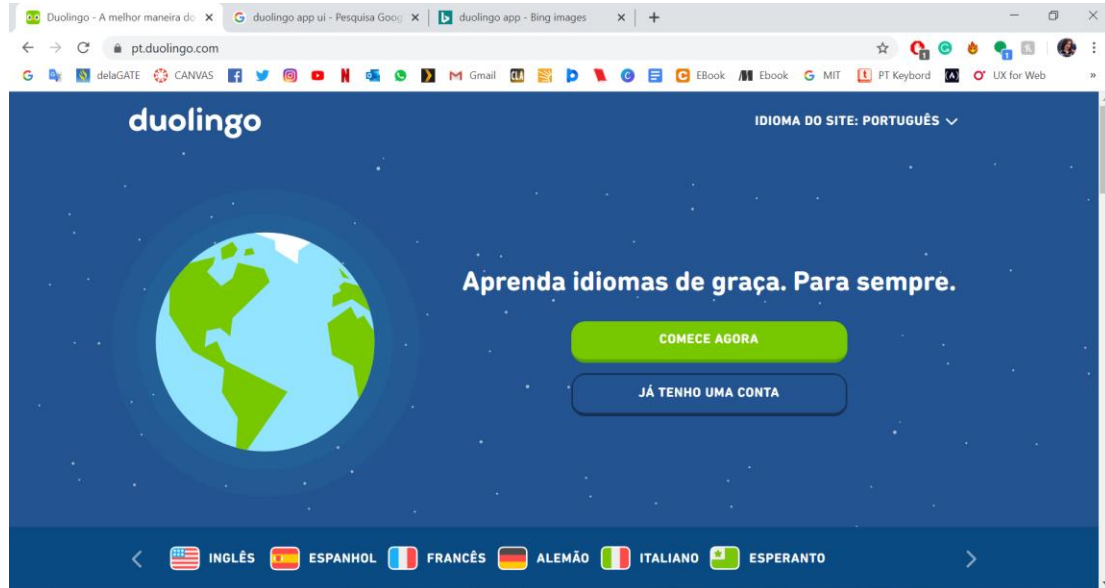


This website is direct competitor. This is a company with a team of professionals that offers photography and videography services. My website will offer photography and videography as well, except that I am the only professional in it.

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<https://pt.duolingo.com/>

## Name: Duolingo (App Competitor)



This website/App is an indirect Competitor. Duolingo works with a variety of languages, teaching the users how to speak these idioms practicing through speaking/ writing and listening. The App I'm working on is exclusively for Brazilian Portuguese language and does not offer all of the same features.

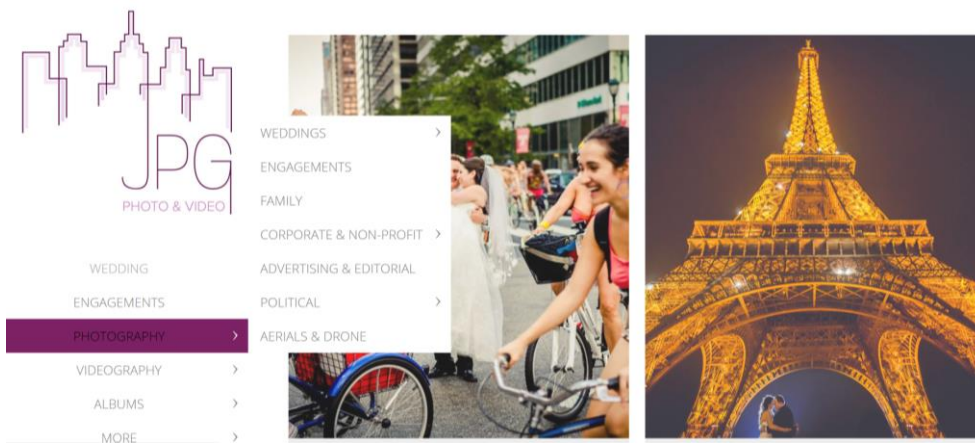
---

## Content and navigation



### Jennifer McHugh Photography

This website offers a simple and objective main navigation. The matching colors of white (background) and grey (text); gives a delicate aspect and is easy to read. It would be ideal if there wasn't a separate link under the line of links (preferred vendors). Otherwise it is a good and easy main navigation. This is my favorite so far, because the navigation is simple, and it looks nice.



### JPG Photo & Video

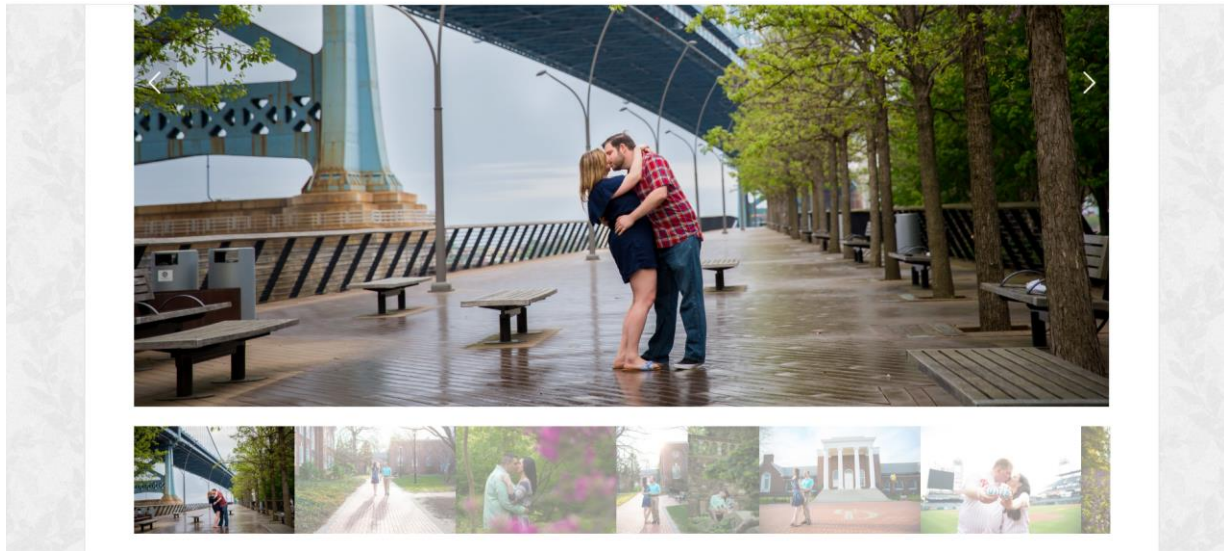
This website utilizes a vertical main navigation on the left (and under the logo). The background is white, and the text is grey and capitalized, which makes it easy to read. Considering that the main navigation is right under a flashy logo, and next to nice pictures, my eyes are focused on the content. The links lose their focus and make the users confused with other items to pay attention to. This is my second favorite navigation design, but it confuses me among the content mixed with it.



## Duolingo

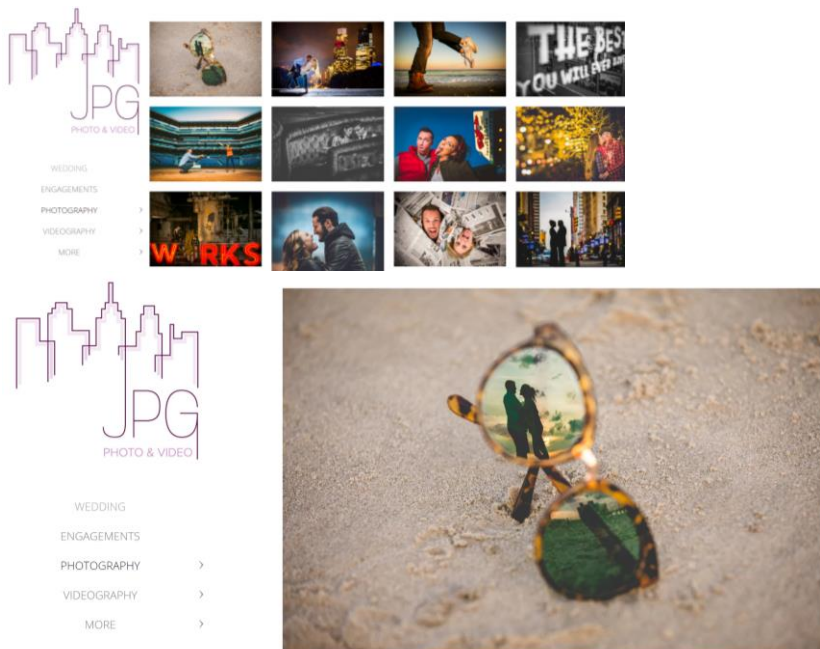
The navigation links on this website is at the end of the page on the bottom. As you can see, they have many links which might confuse the users to navigate. The fact that the links are found at the end of the page might not be as attractive as it would be if it were visible when you open the page. This is my last favorite for the reasons I just mentioned above.

## Aesthetics and style



### Jennifer McHugh Photography

The user of color on this webpage seems to be appropriate to its goal. The photo gallery background is white and the borders on the right side and left are light grey with branches to give it a charming look. The white background helps to the users focus on the gallery, which is simple and standard for the users to navigate.



### JPG Photo & Video


The background for the photo galleries on this webpage is white as well, which is ideal for the users to focus on the pictures. The navigation link and the logo are always visible on the left, which might confuse the users when they are interested to focus on the gallery. The only color besides white on this page is




purple, used on the logo and when you pass the mouse on the links. It is visually nice, but the other pages are always with a white background and that's the only colors you will see on this page besides the colors on the pictures and videos.

×


Qual destas imagens é "Brasil"?



man1



Brazil2



woman3

🔊

I am not Maria.

Eu

não

sou

Maria

+

good

+

bad

+

good

+

bad

✔

Outra resposta correta:

Eu não sou a Maria.

CONTINUAR

REPORTAR

COMENTAR (122)

🔊

Are you from Brazil?

entendi

entendi

liendi

é

não

entendi

good

shame

CONTINUAR

Solução correta:

Eu sou do Brasil.

REPORTAR

COMENTAR (120)

Duolingo

This website/ App has a blue/white standard colors. While you are practicing it, it will give you green colors and red for right/wrong results. The green/red colors are very helpful and it makes clear when the users make mistakes or not. Duolingo delivers its message and make the users interested on learning with appropriate use of colors. Besides, it uses colorful and interactive images which gives a fun experience and is helpful to learn.

## Heuristic analysis

*Consistency and standards*> **Jennifer McHugh Photography** has a good consistent and standard website. As a photographer, the main goal is to deliver the portfolio, so the users can have an idea about the photographer's style and if that matches with their need. Her webpage is easy to navigate, and her photo gallery is easy and standard with a good use of colors and appropriate information. **JPG Photo & Video** has a regular consistent and standard website. Like *Jennifer McHugh Photography's website*, they offer a photo gallery plus a list of professionals to choose from. Although they don't seem to make a good use of colors and be a little confusing to navigate, they deliver their message and work with a standard photography and videography website. **Duolingo** is very consistent. Their interactive way of teaching many idioms for free makes this App very successful. As an educator App, it utilizes simple and fun features that makes easy for kids and adults to use. It is a perfect standard educational and cultural App.

*User control and freedom*> **Jennifer McHugh Photography** has an appropriate use of control and freedom on her website. As a point of escape, the navigation link is always available on the top of the page, and the users can always click on them to exit any pages. On the bottom, all her social media are listed and if they click on it, it can be easily closed, and you will get back to her webpage. **JPG Photo & Video** allows the users to exit any pages anytime as well. The navigation link is always available on the left of the page. And the users can always click on the "Click to go back" bottom and they will be directed to the page they were before. **Duolingo** works in different ways since you can practice idioms on your phone or computer. On both website and page, you can leave a lesson, and they will give you an alert to inform you that you will have to start over when you come back to the site/App. This application is meant to motivate the users to practice idioms, so they need to complete the levels to keep moving to the following one. On the webpage you can always close it on the "exit" bottom without any alerts.

*Error prevention*> **Jennifer McHugh Photography** error preventions are listed on the form pages. I has clear notification messages to tell what's wrong, so you can try it again. It's usually on red, which it makes easier to see that there is something wrong. **JPG Photo & Video** error preventions are very similar to the first website, except that they show a big red background square with the specifications of what you need to do. It is easy to understand. **Duolingo** works with notifications and I could not find any errors preventions or messages besides the ones you get on the lessons.

## UI animations

**Jennifer McHugh Photography** seems to have no UI animations, except for the slider on the pages. It would be valuable a UI animation on her home page, like interactive slides of photos to call attention of the users. Since there is no UI animation, this website loses for any other website that includes UI animation.

**JPG Photo & Video** seems to have no UI animations as well, except for the slider on the pages. It would be valuable a UI animation on her home page, like interactive slides of photos to call attention of the users. Since there is no UI animation, this website loses for any other website that includes UI animation.

**Duolingo** works UI animation. Every lesson has its own animation and if you pass the mouse on it is going to move accordingly. It always changes the color when you go through the links as well. In this case, it is valuable for them because it makes it attractive and easy for the users to use new words and visualize each object or image to learn. If other competitors would have the same purpose as Duolingo and do not use UI animation, it will be not as good and interesting as Duolingo.



**Score each website**

	Jennifer McHugh Photography	JPG Photo & Video	Duolingo
Content and Navigation	9	7	9
Aesthetics & Style	9	6	10
Heuristic Analysis	10	10	10
UI Animation	3	3	9
	7.8	6.5	9.5