* More Criteria from wk 7 resources

<http://www.usabilitynet.org/tools/competitoranalysis.htm>

strengths and weakness

list of issues

what is a competitor

code fair

code masters

coding competition

university coding

frequent screenshots

reporting –

statement of conclusions

copy of presentations

<http://boxesandarrows.com/competitive-analysis-understanding-the-market-context/>

information inventory

functionality inventory

labeling and structure

visual style

strengths and areas for improvement

The heuristics that I typically use are:

• Efficient Navigation  
• Organizational Clarity  
• Clear Labeling  
• Consistent Design  
• Matching User Expectations  
• Effective Visual Design  
• Supporting Readability & Scannability  
• Facilitating User Tasks  
• Providing Help

Rankings and ratings

User performance

Search engine positioning

Reports contain

executive summary,

prioritized recommendations,

lists and charts of findings,

and appendices with raw data (e.g., if user testing occurred).