

## 1. Identify Your Competitors

The names of 3 of my competitors are Facebook, Twitter, and Instagram.

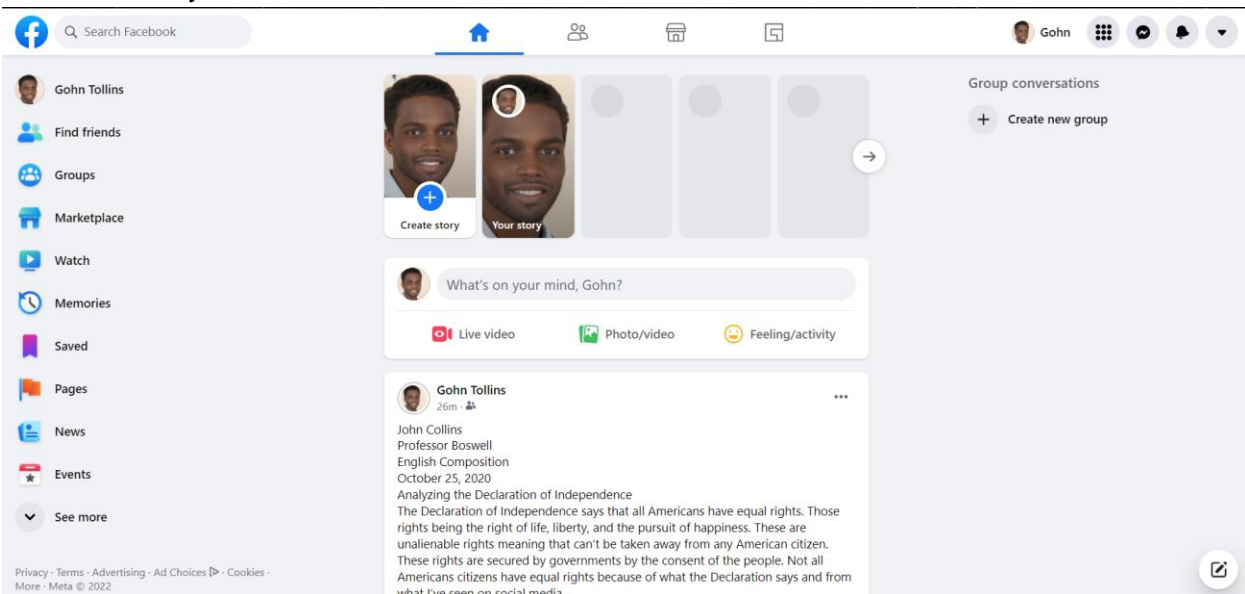
URLs for my competitors:

Facebook - <https://www.facebook.com/>

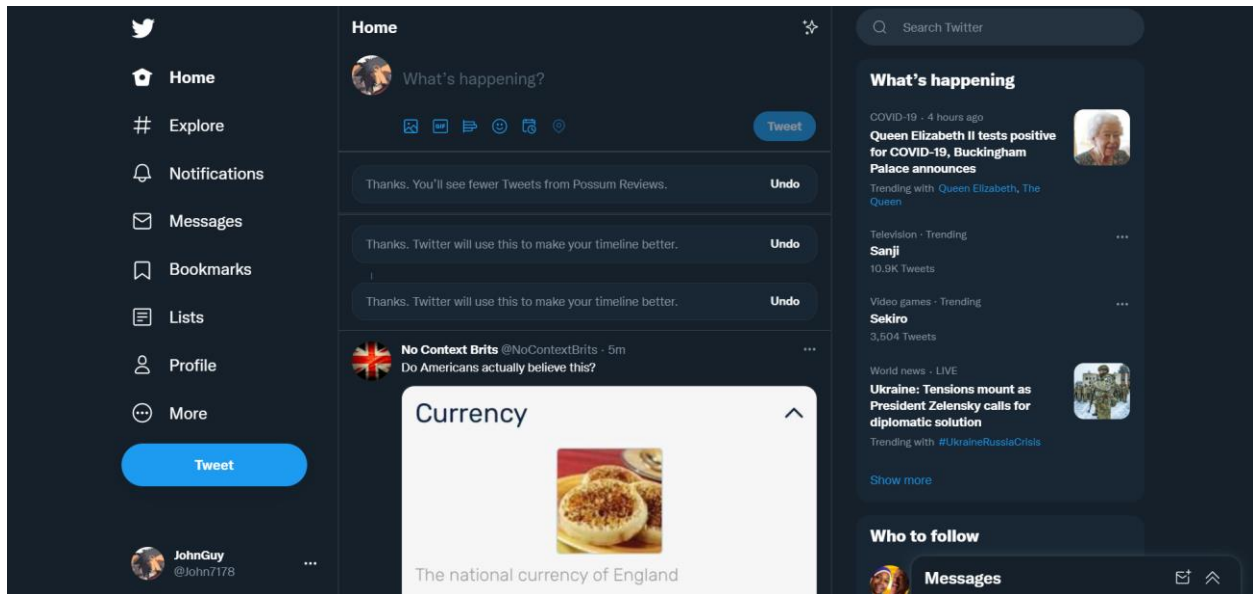
Twitter - <https://twitter.com>

Instagram - <https://www.instagram.com/>

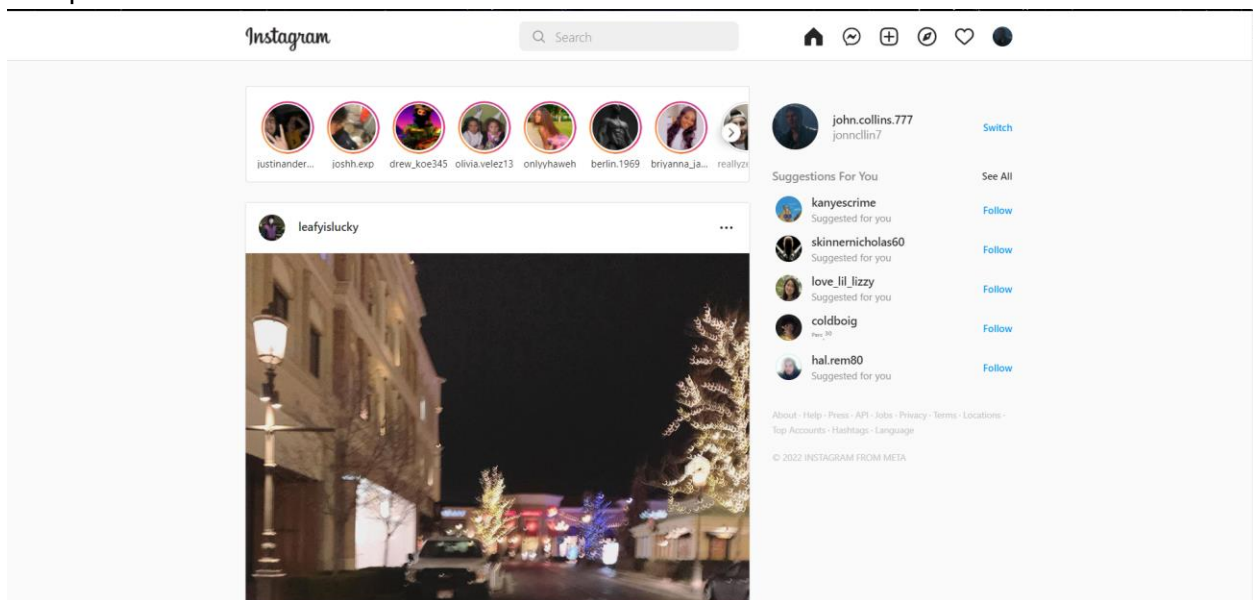
Facebook is a direct competitor. It offers the same type of content that my website would have, which is being able to post and write whatever you want with no character restrictions and the ability to comment on other people's posts. Facebook seems to also have a lot of other features that I didn't think about like creating groups, adding friends, and other such options that I'll consider for my own site.



Twitter is also a direct competitor and has a lot of similarities to Facebook. It offers similar content that my project is giving, but there's a limit to the amount of characters a post can have and seems to be more focused on posting images. You can't add friends on Twitter, instead you have to follow people and other people can follow you.

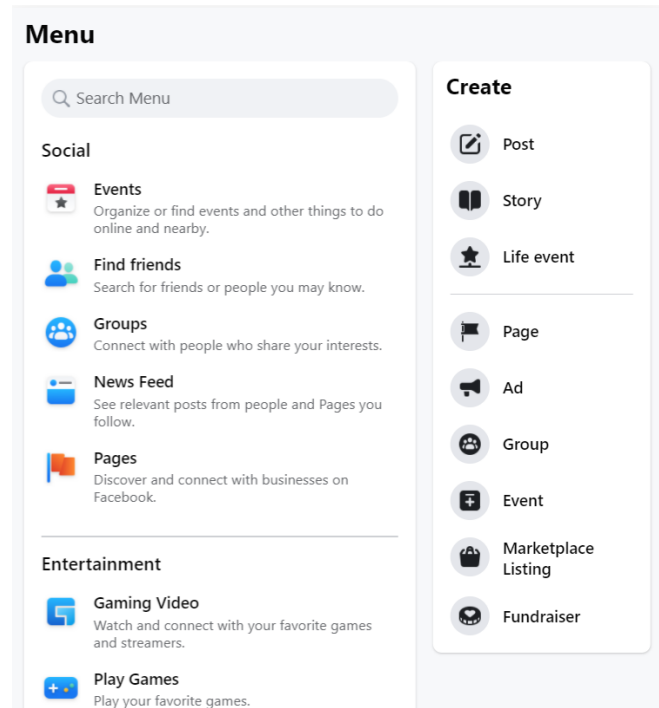


Instagram is an indirect competitor because it is more focused on posting pictures than writing. You can also comment on people's posts, but commenting is not promoted as much as the other two sites. It also combines friend systems from Facebook and Instagram. If your account is public you can simply follow someone and they can follow you back, but if there account is private then you have to send them a friend request and the other person can either deny or accept it.



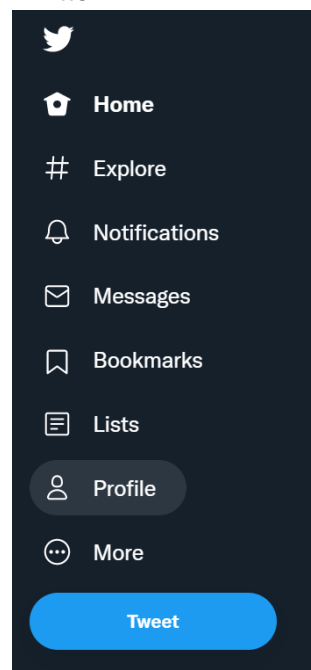
## 2. Content and navigation

Facebook:



Facebook uses a search bar for people to look up their menu options easier. If you scroll down more, the menu shows a list of options that you can look at. There is also a side menu that shows all the options for posting.

Twitter:



Twitter's menu is simpler than Facebook's menu, but I feel that its simplicity has an advantage over Facebook. The main reason is that Facebook shows you way too many options and doesn't section them off properly, while Twitter does. The more tab also helps because if they're looking for something that isn't already listed then they will probably find it in the more tab.

Instagram:

Instagram

Search

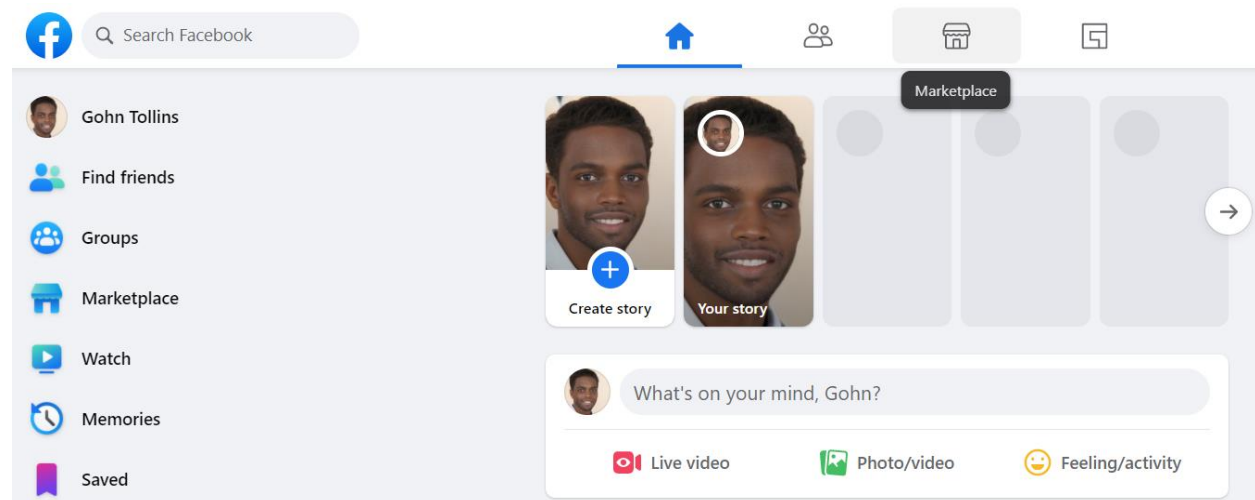


Instagram's menu is too simple, the icons don't tell you enough about what you're clicking on. You also don't know whether the icon is going to transfer you to a different page or show you an alert event. On a positive note, the search bar is nice to have and it still isn't as much information as Facebook's menu.

Rankings:

1. Twitter
2. Facebook
3. Instagram

### 3. Aesthetics and style

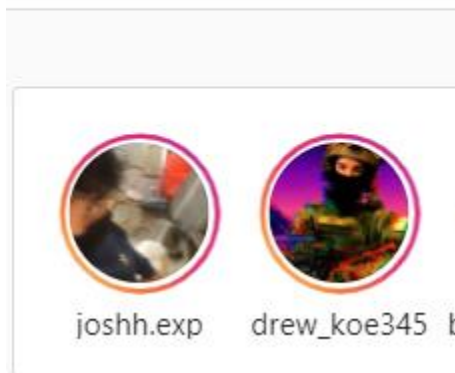


The Facebook colors are white, light blue, and gray with a mix of other colors that are used to represent other icons. I like the more detailed icons because so many websites have simplistic and basic icons for their sites and Facebook stands out for that. I don't think the different colors for icons fit with the aesthetic and should have a more consistent color palette throughout.



Twitter's color palette is blue, white and dark blue. Sometimes, when you hover over a button it shows a different color like when you click or hover over the heart button it turns red.

## Instagram



Instagram's color palette is black, white and a mixture of orange and pink. It has a more distinct color palette than the other two because the orange and pink give the site a more unique look.

## 4. Heuristic Analysis

1. User control and freedom: The 3 sites I have been talking about all have a get-out-of-jail-free card by using the home button. Facebook and Instagram have their menus at the top of the page, while Twitter has it on the left side. The menus all have a home button that the user can go back to.
2. Aesthetic and minimalist design: Twitter and Instagram both keep the content of their sites to a minimum by giving the main content at the front page and leaving the rest of it to different pages. Facebook gives the user too much irrelevant information with the left side menu having a lot of stuff the user really doesn't care about.

3. Consistency and standards: The sites that I have chosen all have similar elements to them help them feel consistent with one another. Each one has a home button and a search button at either the top or the side of the page. The main content is pictures and written posts and the user sees these posts by scrolling down the page, each site functions this way.

## 5. UI Animations

Facebook: Facebook's page is very static with very little UI animations. The only one I could find was when the user likes a post. The UI animation is mostly just fluff and doesn't really add anything

Twitter: Twitter has more animations than Facebook and they are higher quality. When the user likes or retweets a post, an animation plays. When something is loading, a little circle shows up in the area that is loading. The UI animation is mostly just fluff and doesn't really add anything

Instagram: I wasn't able to find a lot of UI animations on Instagram's website. One that I did find was when you pause a video, the play icon fades in and when you click it, it fades out. Instagram's one animation has more purpose though than the other sites.

## 6. Score each website

	Facebook	Twitter	Instagram
Content & Navigation	6	8	4
Aesthetics & style	8	9	9
Heuristic Analysis	5	7	7
UI Animation	4	7	3
	5.8	7.8	5.8