

Identify 3 competitors

- What is the name of each competitor or their company/organization name?
 - CVS
 - Rite Aid
 - Walgreens
- What is the URL to each competitor's website?
 - <https://www.cvs.com/>
 - <https://www.riteaid.com/>
 - <https://www.walgreens.com/>
- Explain whether each website is from a direct or indirect competitor? Write a 2-4 sentences explaining your logic for each website (total of 6-12 sentences).
 - These three companies are direct competitors due to its services and supplies. They are all pharmacies with the same or similar products. The only differences between all three companies are the tobacco sales. CVS wanted to focus on health so they stopped the sale of tobacco. Rite Aid and Walgreens still have tobacco but they are also following CVS with the tobacco sale halt. The difference between CVS and Walgreens are the the prices. I am aware it might vary by location but, in Fork township PA. For example the 30mg Zinc 100 Tablets made by Nature Made are different. In Walgreens one tablet cost about \$0.07 but from CVS they are about \$0.042 each.
- Include a screenshot of each home page.
 - https://docs.google.com/document/d/1WGNDp2hjiIcyzVF74pxXC_itxzhXQjzYpaumEft eFVc/edit?usp=sharing

2. Content and navigation

- Include a screenshot of each website's menu and make sure to label each graphic with the name of the competitor (just the text of the name will do under the graphic).
 - <https://docs.google.com/document/d/1OPsbHsbgjimery9AvvO-ZcOq8h9pkbmTM0kTPEfosX0/edit?usp=sharing>
- Explain how each of the 3 menus work. Write 3-5 sentences each (total of 9-15 sentences).

- Rite Aid navigation by having search bar the scrolls down with the user. It makes everything easier to find whatever the user is requiring. CVS have a navigation where the user can click on the pictures of the categories they want to shop at. The navigation is in middle of the page. The navigation have pictures which makes it easier to select the categories. Walgreens have a horizontal scroll type for the navigation. Which does not show everything at once. Which is also located in middle of the page. This makes navigating the just the home page not very convenient.
- Rank best menu to worst and explain your logic.
 - The best would be the Rite Aide navigation. Since the search bar follows the user which makes looking up items a lot more convenient. Next would be CVS, the navigation is in the middle of the page but it have pictures of products which makes it easier to select a category. The worst would be Walgreens because the navigation is in the middle of the pages and then the user would have to click and scroll to the right category.

3. **Aesthetics and style**

- Take screenshots of examples of color and imagery from each website. Crop out the parts you are focused on. For example if a hot dog is your example, crop it out from the rest of the screenshot. Windows includes a tool called the Snipping Tool which lets you take a screenshot and select the part of your screen to select. Other operating systems should offer similar tools.
- Aesthetically Rite Aid site have the best looking one for the three choices. It is simple looking site and easy to navigate. Also it is not flooded with promos.
- Discuss how color and imagery is used on each site. Write 2-3 sentences each (total of 6-9 sentences). Discuss if you think the color and imagery is used well, whether it reinforces their brand... etc.
 - The color and imagery for CVS is the classic red. Already that color and with the words "pharmacy" it definitely resembles CVS. Rite Aid recently had a logo and supply re-haul since Walgreens bought them out. Their site slightly changed due to the re-haul. Which I think it turned out for the better. It is more user friendly. Walgreens site looks well made and evenly spaced out. All the websites are made well.

4. **Heuristic analysis**

Usability Heuristics for User Interface Design".

- Review the "[10](#)

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- Select 3 of the heuristics from the above link (make sure to list the names). Compare and contrast your 3 competitors using those 3 heuristics. Write 2-4 sentences each (total of 8-12 sentences).

- All three websites have the Aesthetic and minimalist design as a heuristic user design. They all have a lot of space in between the sections of the website. It helps the user focus better on the content because of the spacing. Both CVS and Walgreens have consistency and standards because they have product reviews. Which helps the users decide if they want the products. All three websites have the user control and freedom on the website. The users can navigate anywhere on the website with ease, none of which an account was needed unless the user themselves want to buy items. Even then the websites allow the user to choose for a pickup, delivery, or checkout as a guest.

5. **UI animations**

- Explain how each site uses UI animation. Write 2-3 sentences each (total of 6-9 sentences).

Walgreens menu animation is a drop down menu. Select a category it fades into the category with items to select. Rite Aid animation is non-existent. Every click made for a selection it would have the menu snap out. CVS animations are also non-existent since most of it is hyperlinks to a different page. But when the user selects shop online that page has a drop-down menu with rotating arrows.

- Are the UI animations for each site valuable, fluff (just for looks) or somewhere in the middle?
 - From what it seems like all these animations are for fluff. It doesn't serve a purpose for the users.
- How do the competitors fare against each other with UI animation?
 - Animation wise Walgreens have the best one. In the end the companies are trying to get the users to spend especially with the picture categories. For example Walgreens, had a picture of a ink for printer as for an electronic category but when selected it shows office supplies and batteries.

6. Score each website

- Score each website for the 4 categories shown in the below table (UX for the Web page 48). Replace the example competitors and scores with your own. See UX for Web page 47 for how to come up with the scores. Total the categories to see how the competitors fare against each other overall. Feel free to copy and paste the below table into your document to make your life easier and replace the names and numbers.

Company	CVS	Rite Aid	Walgreens
Content & Navigation	9	9	5
Aesthetics & Style	7	7	5
Heuristic Analysis	5	5	5
UI Animation	3	5	8
Rating	6	6.5	5.75