Site 1 – URL	http://helen-huang.com/
Why did you choose this site?	This competitor represents many of the other competitors as many of them are in this similar design and colour scheme. This was chosen because it has all the key design requirements there however it is not very effective at making the user want to click further into the site.
Site 2 – URL	https://shyamagolden.com/
Why did you choose this site?	This competitor is used in a few designs when looking for competitors and helps show off the creator's artwork as well as showing some personality in the design, using a personal colour to represent them. This was chosen because it has a good design however it could be further improved by creating a better responsive design.
Site 3 – URL	http://ndesign-studio.com/portfolio
Why did you choose this site?	This competitor was very unique, using both a unique background that is texturised and users can immediately understand the style of artwork this creator creates. This was chosen because while it is the most unique of the 3 sites chosen it is very poorly designed, with no responsiveness.

You should assess the conformance of each site to each criterion and indicate your judgement using a rating of 1 - 5 where 1 = low conformance and 5 = high conformance. Additional comments are required to illustrate and explain your scoring.

Reminder: You are assessing competitor sites to look for both good and bad practices, innovations, industry practices and/or standards. Things you might want to replicate; things you might want to avoid. It will also give you an insight into the client's industry, and potential ideas of the type of target audience.

		Site1	Site2	Site3	Refer to site 1, 2 or 3 in your comments.
	Consistency				**Comments**
1.	Overall visual identity is consistent throughout the site, e.g. colour, fonts etc.	2	4	3	Site 1 uses quite generic colours, mainly consisting of white with little to no text. While the navigation is consistent, it is very simple having a logo on the left with navigation to the right.
2.	Design and navigation elements are consistent across pages, e.g. menu in the same place, page titles etc.	5	4	2	Site 2 uses mainly purple as the main colours and the artwork taking up most of the room. Navigation is kept to the left however it is not fixed so when scrolling the user is required to scroll back to the top to navigate as there is no footer navigation. When on mobile navigation is in a hamburger icon.
3.	Search is in a prominent and consistent location (n/a if no search)	n/a	n/a	n/a	Site 3 uses a background representing the texture and colour of ancient parchment paper which does not follow well with some of their artwork. The navigation is unusable on mobile and smaller screens as it is not responsive

					Comments
					and gets cut off. However, it is consistent throughout the pages.
					Site 1 has everything a website needs to the bare minimum when compared with site 2 and 3 however lacks the personal feel of both the other sites.

	Efficiency				**Comments**
4.	Essential information is located at the top of the page and scrolling is not required to access primary navigation.	4	3	3	Site 1 is easy to navigate, everything easily accessible and scrolling is limited to and not too long for users as every page is categorised. Has good download speeds, only a few images take a second to load when entering the page.
5.	Mouse clicks for identified information retrieval tasks are recorded within an acceptable range, e.g. not unnecessarily clicking and clicking to reach content.	5	4	5	Site 2 can be navigated however uses a hamburger icon which hides the page titles. The scrolling can be very long with no 'back to top' button. Everything is within a single click. Images are also animated which make the load speed of the page load slower and when entering a purple page flashes before anything loads.
6.	Images and non-informational graphics don't compromise download speed, e.g. pages slow to download.	3	3	4	Site 3 has poor navigation that is not responsive however has a footer which contains a 'back to top' button. Everything is

					within a single click away and most images do not compromise page load speeds. Site 1 has overall great efficiency, everything being accessible unlike site 2 which has problems with the navigation and load speeds. Site 3 like Site 1 has good efficiency regarding the range between pages and the load speeds however the navigation is poorly designed and not user friendly.
	Architecture				**Comments**
7.	Depth vs breadth of information structure is appropriate to the content and functionality within the site, e.g. not too many sub-sections.	4	4	4	Site 1 is functional regarding the information. Index page having some of their work as well as boxes with their information in. However, pages might need a title for users.
8.	Information categories are user-centric, not organisation-centric, e.g. do the menu labels, headings, sub-headings make sense?	5	4	3	Site 2 has appropriate content on each page, each being categorised with headings and subheadings. However, not every page has a page top heading, making it confusing for users to understand the current page they are on. Site 3 is organised within each page with a top heading however the navigation itself has subheadings which are directly under the main navigation. The index page can be a little confusing when first landing on the page as the main body has blog titles which. Site 1 was functional being very simple with a good balance of depth and breadth of structure. Every page is organised, not cluttered with

					information. This is unlike site 3 and 2 which lacked some organisation for user understanding.
	Reassurance				**Comments**
9.	Navigation is usable and consistent. It supports user orientation within the site.	4	3	3	Site 1 has consistent navigation that is clear and defined for what each page will contain. There is no use of external links aside from the social media icons which they have used images. Currently visiting pages on the navigation bar are in a different colour. There is no contact page within this website however it does contain social media links in the footer.
10.	Each page has a link to the home page or the same navigation scheme that is on other pages.	5	4	5	
11.	Links that have been visited are differentiated from those that haven't been visited, e.g. if the link colours are non-standard are they still consistent?	3	3	2	Site 2 has consistent navigation and uses a hamburger icon when in mobile navigation. The page currently active is in a different colour. It does not have any external links aside from contact social media within the navigation. The site does not contain a contact page however it does have social media links.
12.	Links to internal pages are differentiated from links to external sites.	1	1	1	Site 3 has consistent navigation and is usable on desktop however it is not usable when on mobile. There is no differentiation for the user to users they have visited. There are external links used in the blogs and have been underlined however there is no discernible difference between external and internal links. There is a contact page which contains a contact page allowing the user to directly contact the client.
13.	If a user wishes to contact the organisation directly, are contact details easily available?	1	1	3	

	Clarity				**Comments**
14.	Information headings and links are labelled descriptively to clearly communicate their destinations, e.g. do links lead to where you would expect?	4	3	4	Site 1 has clearly defined headings however they are at the bottom of each page. Links in the navigation bar are clear and short. The information is logically divided into the categories of work. Information that is most important being at the top however the heading should ideally be at the top to clearly define the current page.
15.	Information is divided into logical units, e.g. does the division by sub-pages make sense?	5	5	4	Site 2 has no headings on any of the pages except the about page and each navigation link is clearly defined and goes where expected of it. Information is divided clearly into categories of art. On most pages, the art is always at the top and take all the room of the page without a heading.
16.	A hierarchy of importance is established, e.g. is important information featured prominently?	3	2	4	Site 3 has headings on each page clearly defining what each page contains which follows the navigation links. Each navigation link is clear and short, going where it is expected to go. Pages have been divided in a way that makes sense however could be improved by organising them into a way that is less confusing when first arriving. It is clearly showing the more important information at the top of the main body.
					Both site 1 and site 3 has a clear structure and with a clear but concise title for each page unlike site 2 which has no heading. Every page is clearly divided into sections and site 1 and 2

					does this well however site 3 has poor organisation of these subpages within navigation. SIte 3 does show the importance of information clearly, having a title on each page however both site 1 and 2, on most pages, show images with no other information.
	Authority				**Comments**
17.	The person or organisation responsible for the information on a site is clearly indicated on all pages of the site, e.g. can you identify the author/owner of the information?	5	4	5	Site 1 shows the owner of the website via the logo as they have used their name as their logo. Site 2 uses its logo which incorporates their name. Site 3 has a logo which as the organisation name on and they have also written this in the footer as well as the tool used to create it. All 3 sites make sure that the owner is known on every single page.
	Currency				**Comments**
18.	Content is up-to-date and current.	3	2	1	Site 1 seems like it is kept up to date occasionally. With no information about the publication. The content is sorted by recently created however it is not implicitly showing this.
19.	The currency of the information is clearly marked through a publication and/or expiry date.	1	1	5	

20.	Recent or popular content is prominent, e.g. news or other highlighted section.	3	1	5	Site 2 does not seem like it is being updated with no publication dates nor an order for the content.
					Site 3 can be seen that it has not been updated since 2015, 4 years ago. However the information is clearly marked by publication and also ordered by most recently created.
					Sites 1 and 2 does not seem to be updated frequently and does not show any information to show otherwise. Whereas site 3 clearly shows when the dates of publication for content were however it has not been updated for a long time.
	Readability				**Comments**
21.	Font size is readable with standard browser settings.	4	4	4	Site 1 has readable text however the contrast could be better and a slightly larger font with a bolder font-weight. Can be difficult to scan with page width and line length. There seems like there could be more white space between some content elements.
22.	Scanning is supported through the information structure, e.g. can you skim-read the page and pick out key elements?	3	3	4	Site 2 has readable text with much bolder text however a better contrast text font colour would be more preferable. The line length is far too long and makes it hard to read or scan as the user could easily get lost.
23.	Screen density is balanced with 'white' space, e.g. appropriate balance between text, images and blank space on each page.	3	2	4	Site 3 has a large font with a readable amount of line length allowing the users to scan and

24.	Page width and line (text) lengths are comfortable to read.	3	2	4	read easily. There is a good amount of white space between content, creating seperations but also groups. Overall site 3 has good readability on their site with good use of white space and line length. Whereas site 1 and 2 have good fonts but poorly used text colour choices as well as line lengths and white spacing.
	Corporate Identity				**Comments**
25.	Visual identity is consistent across all pages, e.g. use of colour, logo etc.	5	5	5	Sites 1, 2 and 3 use consistency in their organisational identity to help the audience identify them. The logo is on every page, with a consistent colour scheme and is appropriate for the majority of all audiences.
26.	Visual identity is appropriate for the majority of the audience.	5	5	5	
	Relevance				**Comments**
27.	Content-type and tone are relevant to the audience.	4	5	5	Site 1 uses relevant content for the audience and the icons are clear as they use logos for social media links. However, I believe this could be further improved by giving these the 'title' tag. There are no animations or scrolling text used within this site. Graphics deliver the message to the audience clearly. Site 2 uses relevant content and uses icons for social media links however could be improved
28.	If icons are used, do they communicate clearly in a place of a text link or as a support for a link?	4	4	4	

					by using the 'title' tag. There are animations used as content on this site which can be very distracting for the user.

29.	Animations or scrolling text (if used) add to the information content or context of the site, e.g. do they help or hinder?	5	3	5	Site 3 uses relevant content and icons to represent social media links however could be further improved by using 'title' tag. There are a couple of graphics that felt unnecessary to the context of the site and might distract the user from the information.
30.	Non-textual content, e.g. graphics, conveys meaning and is relevant to the user.	5	4	4	Overall the sites all had great use of icons however could have been improved by using the 'title' tag for users that did not know the logo, they could have hovered to show the media platform. Animations should be subtle if used unlike site 2 and graphics should not take away the attention of the user but add to the overall experience.
	Accessibility				**Comments**
31.	Is there any indication that the site complies Web Accessibility guidelines (WCAG2)?	1	1	1	Site 1 has no indication of whether it complies with WCAG2 and does not have any alt texts on images. The colour contrast between text and background colour passes and grades at AAA. The site also contains a fixed 'back to top' button only visible when scrolled down.

32.	Does the site conform to best practices such as alt text, good colour contrast etc?	4	3	4	Site 2 has no indication of whether it complies with WCAG2 and does not have any alt texts on images. The colour contrast does not pass the AAA at all fonts however does pass it on 18pt and larger. The site also does not contain any accessibility features.
33.	Does the site have any accessibility features such as skip links?	3	1	3	
					Site 3 has no indication of whether it complies with WCAG2 and does not have any alt texts on images. The colour contrast does not pass the AAA at all fonts however does pass it on 18pt and larger. The site contains a search bar in the footer of the site.
					Both sites 2 and 3 do not pass the AAA WCAG contrast checker for the texts, however site 3 uses lightly larger font size. All three sites do not have any indication as to whether it complies with the WCAG2 guidelines. Sites have small accessibility features.
	Browsers				**Comments**
34.	Does the site display correctly in the Internet Explorer, Mozilla Firefox, Safari and Opera browsers (all available in the MRL)?	5	5	5	I have tested all the sites (1, 2 and 3) on Chrome, Mozilla Firefox, Internet Explorer and Safari which all seem to be working as they should.
	Mobile				**Comments**
1.	Is the site mobile friendly?	5	5	1	Site 1 and 2 both are usable and compatible with mobile devices on both orientations. It is

2.	Is the site responsive to different screen sizes and screen orientation?	4	5	1	also compatible on all screen widths on my current device. However site 3 is not responsive at all. It is not usable as the navigation bar does not resize and goes off of the user's screen. The content itself also does not resize to fit the screen. Site 1 when on a smaller screen size, the hamburger icon is rather small making it hard to press for some and also, being on the left, harder to reach.
3.	Does the site maintain its usability on mobile devices?	5	5	1	

Comparative analysis

Summarise your findings by identifying 5 key points. These may be *'good'* points, elements on the competitor sites that you want to include in your own site design and build. Alternatively, they may also be *'bad'* points, an element that you will want to ensure you avoid.

Key Points	Description

1	A key point I want to include in the site design and build is the responsiveness and making sure it is cross-browser compatible. This is something that site 3 has done poorly and both site 1 and 2 have done however could be improved. The site design needs to be compatible with mobile and tablet as well as desktop, however, I do not want to use the hamburger icon. The site's compatibility with other browsers needs to be functioning amongst the most used browsers including Chrome and Firefox.
2	Another key point that I want to be in the site design and build is the download and load speed of the site. Whilst using many of the competitor's websites I have realised that many of them have slow load speeds which can cause problems for users. A key point is to make sure that the load speed is quick whilst not compromising any of the client's quality of work.
3	Another key point that I want to include the site design and build is the accessibility of the site. While doing this analysis, it has been pointed out to me that using alt tags can be very important for users with disabilities. I am also hoping to implement something that allows for better navigation as most competitor sites had poor scrolling page navigation with either a lot of scrolling and no 'back to top' button or no button to organise the content.

4	A key point to think about including into the site design and build is corporate identity. For my client it is important for users to know who the content belongs to and how to contact them. Making sure that the colours, font and logo all fit the client's identity is very important.
5	A final key point to include into the site design and build is information oragnisation. While using these sites I have realised that the content was disorderly with no published dates and no titles for the images. These are all subtle pieces of information for each image that adds interest for the user. It also allows user's to find and locate things.