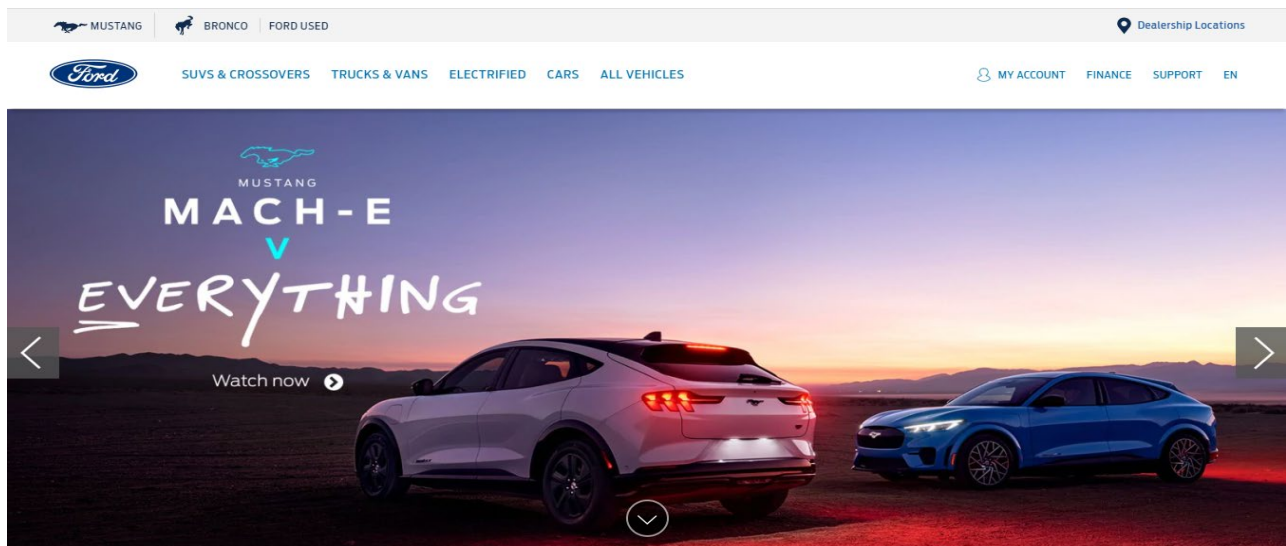


Competitor 1: Ford

Website URL: <https://www.ford.com/>

Direct or Indirect: This website is a direct competitor from Chevy and Dodge's because all three companies are American automotive companies. Each brand manufactures sedans, SUVs, and trucks.

Screenshot of home page:

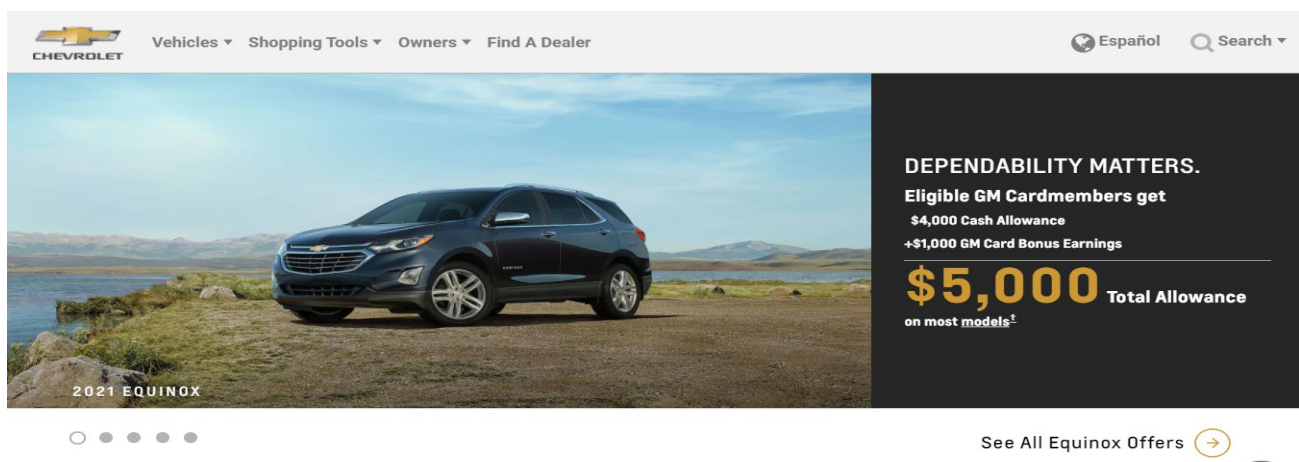


Competitor 2: Chevrolet

Website URL: <https://www.chevrolet.com/>

Direct or Indirect: This website is a direct competitor from Ford and Dodge's because all three companies are American automotive companies. Each brand manufactures sedans, SUVs, and trucks.

Screenshot of home page:

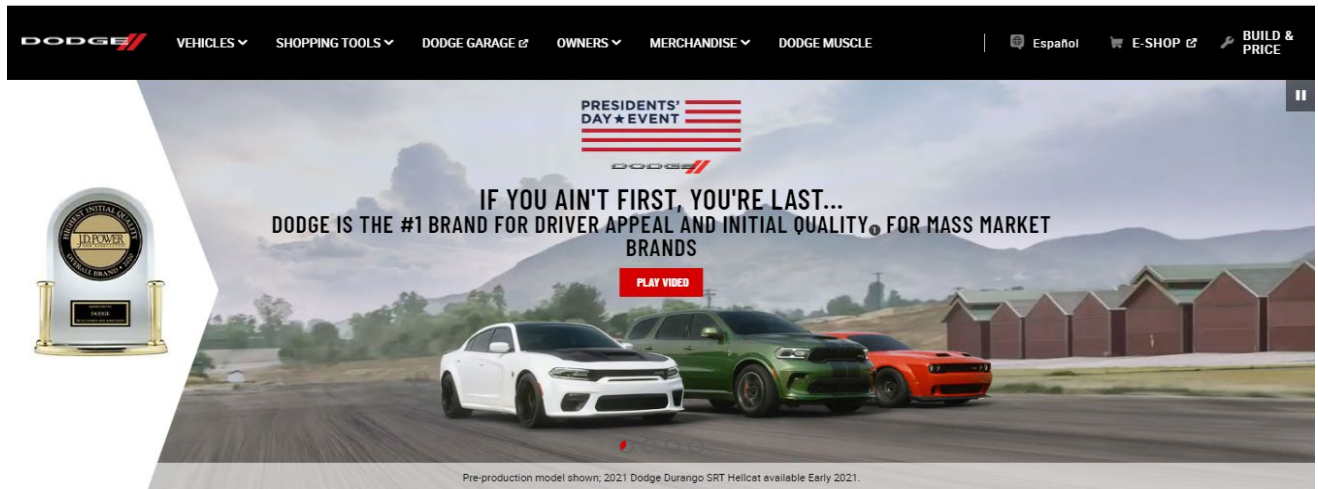


Competitor 3: Dodge

Website URL: <https://www.dodge.com/>

Direct or Indirect: This website is a direct competitor from Ford and Chevrolet's because all three companies are American automotive companies. Each brand manufactures sedans, SUVs, and trucks.

Screenshot of home page:

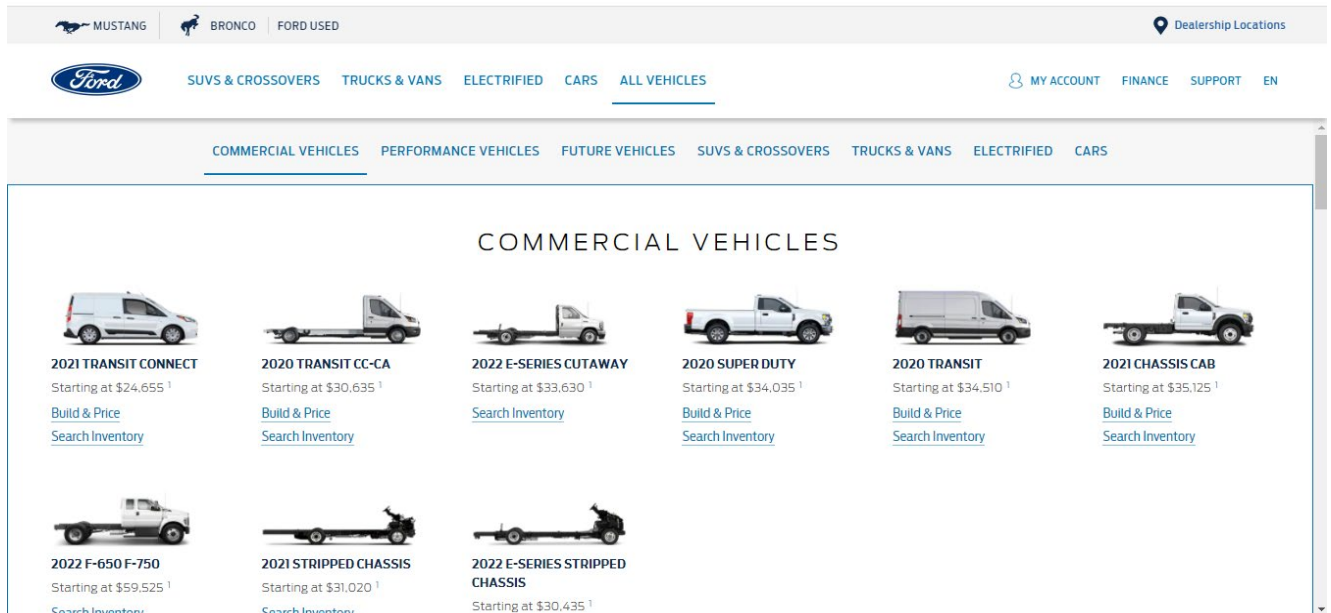


DODGE VEHICLES

Ford's Content/Navigation:

How the menu works: Next to the Ford emblem on the home page, there is five tabs: SUVs & CROSSOVERS, TRUCKS & VANS, ELECTRIFIED, CARS, AND ALL VEHICLES. When one is clicked, a selection of vehicles is displayed.

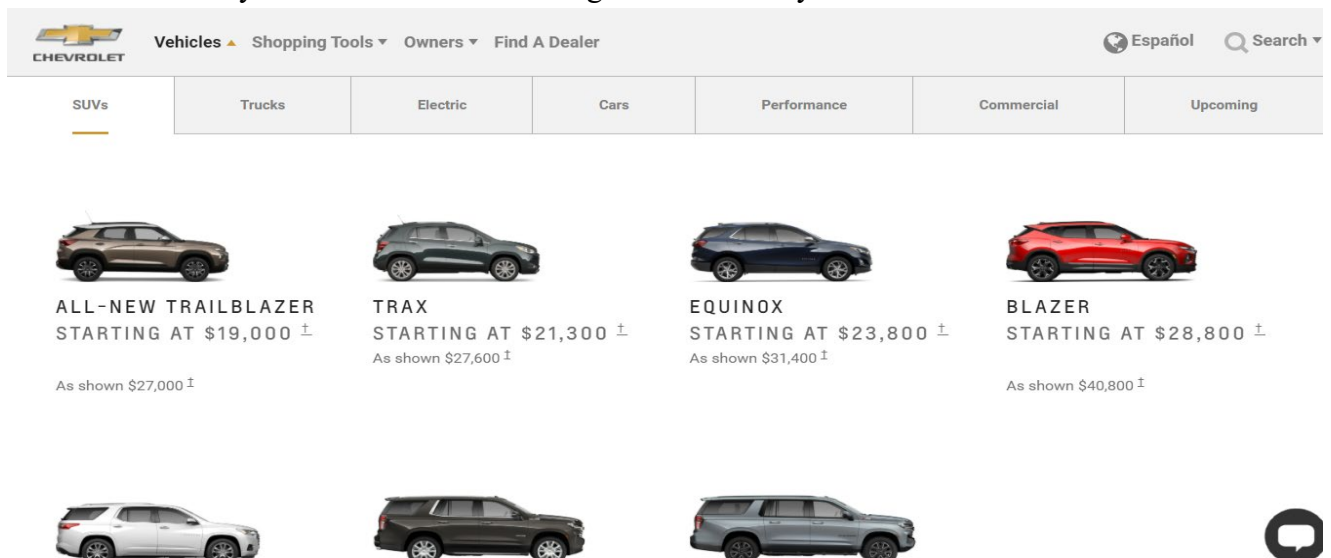
Rank: I would rank this one the lowest out of the three because personally, it was not that appealing to me.



Chevrolet's Content/Navigation

How the menu works: There is a "Vehicles" tab to the right of the Chevrolet emblem. When clicked on, cars of all styles are instantly displayed by style category, almost like Ford's. In my opinion, I preferred the layout of this website compared to the others due to its simple and clean layout.


Rank: This was by far the nicest and most organized menu layout out of the three.



Dodge's Content/Navigation


How the menu works: Like Ford and Chevrolet, Dodge's access to the "Vehicles" tab is located to the right of the Dodge emblem. When clicked, there are a total of six cars that are displayed as opposed to them being sectioned off by category. The way Dodge lists their vehicles makes it easier for the user to navigate, in my opinion.

Rank: Although I like the simplicity of it, it ranks second on this list. The variety of vehicles is minimum, which could turn off potential buyers, whereas Ford and Chevrolet have a variety of vehicles ranging from style.

 [VEHICLES](#) [SHOPPING TOOLS](#) [DODGE GARAGE](#) [OWNERS](#) [MERCHANDISE](#) [DODGE MUSCLE](#) [Español](#) [E-SHOP](#) [BUILD & PRICE](#)


ALL DODGE VEHICLES

CLOSE X




CHARGER
MSRP* STARTING AT
\$29,995

UP TO HWY MPG 30 UP TO HORSEPOWER 707 SEATING 5




CHALLENGER
MSRP* STARTING AT
\$28,095

0-60 MPH (SEC) 3.4 UP TO HORSEPOWER 797 TORQUE (LB-FT) 707






DURANGO
MSRP* STARTING AT
\$31,765

CARGO SPACE (CU FT) 85.1 MAX TOWING (LB) 8,700 SEATING UP TO 7

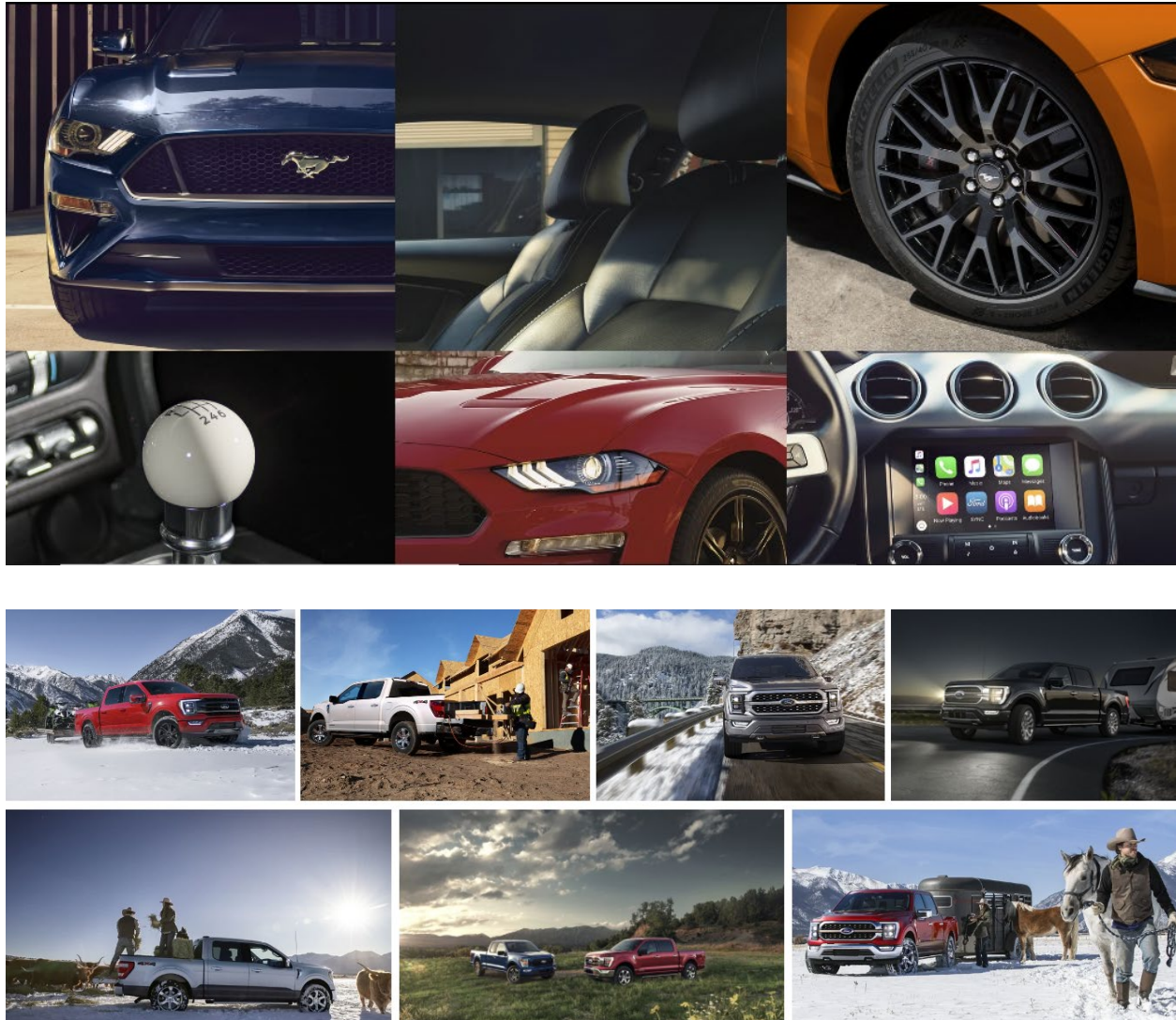


DODGE SRT



[BUILD & PRICE](#)

Ford's Aesthetics/Style



On Ford's website, the use of color and imagery is apparent and is used well. Nothing too simplistic, as color seems to be the main focus here. Many of these photographs are taken outdoors, which can appeal to outdoorsmen/outdoorswomen. Ford offers a variety of colors for their vehicles, which easily attracts buyers. They also provide galleries for their vehicles (interior and exterior,) so potential buyers can get a glimpse of what they are looking for.

Chevrolet's Aesthetics/Style



Available interior spectrum lighting with 24 different effects, including 8 "blended" effects.

Like Ford's website, Chevrolet provides a variety of images and color for their vehicles. Color and imagery are used very well here, which can easily attract potential buyers. With Chevrolet, there is more variety regarding vehicle styles, and there are also more exterior color options. Unlike Ford, Chevrolet has more sportier vehicle options, like Camaros and Corvettes for example. An extremely visually appealing to say the least.

Dodge's Aesthetics/Style



<https://www.dodge.com/journey/gallery.html#>

Nothing too special with Dodge's content, as it is similar to both Ford's and Chevrolet's. The use of color and imagery are apparent here, which is great to showcase for potential buyers. Nonetheless, it provides a gallery with any vehicle that is selected, showing the users the interior and exteriors. Like Ford's website, many photographs are taken outdoors—some on the beach, which is a new setting. The Caravan seems to be one of Dodge's most popular vehicles, let alone, the most popular van out of every other brand.

Heuristic Analysis

Ford: Flexibility and efficiency of use: Ford's website is extremely easy-to-use and navigate. Customers will come to this website with different levels of computer competency. It is important to cater to the user or potential car buyer and Ford does an excellent job making their website straightforward.

Chevrolet: Help and documentation: Adding a search box to your company's website is essential to the seamless navigation of repeat customers who are in search of specific information. Chevy also has a chat box, (unlike Ford and Chevy), which allows users to ask questions about car-related things.

Dodge: Aesthetic and minimalist design: Dodge does a great job of keeping their website simple and clean. It is not too overwhelming for the user, as everything they are looking for is right in front of their face.

UI Animations

Ford: There is not much UI animation on Ford's website, besides the fact that there is a photograph of a F-150 that expands on the home page. As I navigated through the website, it was mainly static, no animations whatsoever. Compared to Chevrolet and Dodge, Ford lacks the interactive multimedia aspects of a website. You could tell that incorporating animations on their website was the last thing on their mind. At the end of the day, all they want to do is showcase their cars, which I completely understand.

Chevrolet: I was very surprised by Chevrolet's website. It was very much interactive, as there were animations all throughout the website. On the home page, there is a slideshow that displays the newest cars and runs on a three second timer. As you scroll down the page, images begin to fade in and appear visible. Overall, it was just a very visually appealing website from start to finish.

Dodge: Like Ford's website, Dodge did not display much UI animations. Their main objective is to showcase their vehicles, not making their website interactive. Very static, no animations whatsoever. To me (and others), if I am browsing through a certain automotive website, I want to make sure that that website is visually appealing to me and incorporates plenty of animations. Not incorporating those things really take away from the potential buyers.

Table

	Ford	Chevrolet	Dodge
Content & Navigation	7	8	7
Aesthetics & Style	6	8	7
Heuristic Style	7	7	7
UI Animation	4	7	5
Score	6	7.5	6.5