



## rudgwicksteamshow.co.uk - Competitive Analysis

### Introduction

As we begin to redesign rudgwicksteamshow.co.uk, the Pulsatio team finds it important to examine existing websites that promotes similar country shows in the U.K. The strengths and weaknesses shown in your competitors' sites will help us create an effective design. On the following pages, we analyze these sites:

<https://www.livingheritagecountryshows.com/sandringham-game-country/>

<https://kentshowground.co.uk>

<https://outdoorshows.co.uk>

(Note: red arrow is the weakness; green circle is the strength)



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The screenshot shows two websites side-by-side. On the left is the Rudgwick Steam & Country Show website, which has a large banner at the top with a photo of people and a red arrow pointing to it from below. Below the banner is a section titled "Covid 19 - Event Cancellations". On the right is the Sandringham Game & Country Fair website, which also features a large banner with a photo of people. A green circle highlights this banner area. Below the banners are sections for "Now 2020" and "Upcoming Events", each containing several smaller photos of people at events.

### Living Heritage Events

<https://www.livingheritagecountryshows.com/sandringham-game-country/>

#### Strengths

- A distinct theme of the Country Fair;
- Nice color theme fit for the season and the summer mood;
- The menu bar is very organized for people to find information--upcoming event, craft show, food festival, exhibition info, and contact information;
- The home page has an attractive big picture that presents necessary information with date;
- The home page picture implies that everybody can find fun there.

#### Weaknesses

- No address mentioned below the date;
- The homepage picture does not show one of the important factors--the craft trade element;
- There is no link back to the homepage once going to the "Trader" site--<https://www.livingheritagetraders.co.uk/>--navigation is confusing;
- There are six events under the menu "country show." Their layouts (with color) are almost identical, make it difficult to distinguish them.



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The screenshot shows the homepage of rudgwicksteamshow.co.uk. At the top, there's a banner with a red button labeled "Strange alignment" and a green button labeled "KENT COUNTY SHOW 1923-1928". Below this, a large image of pink flowers serves as a header. To the right of the flowers, a red arrow points towards a green circle that highlights a tractor in the background of the image. The main content area features a news article about new students joining Kent Rural Scholars, followed by a statement from the Kent County Agricultural Society on COVID-19.

### Kent County Show

#### Strengths

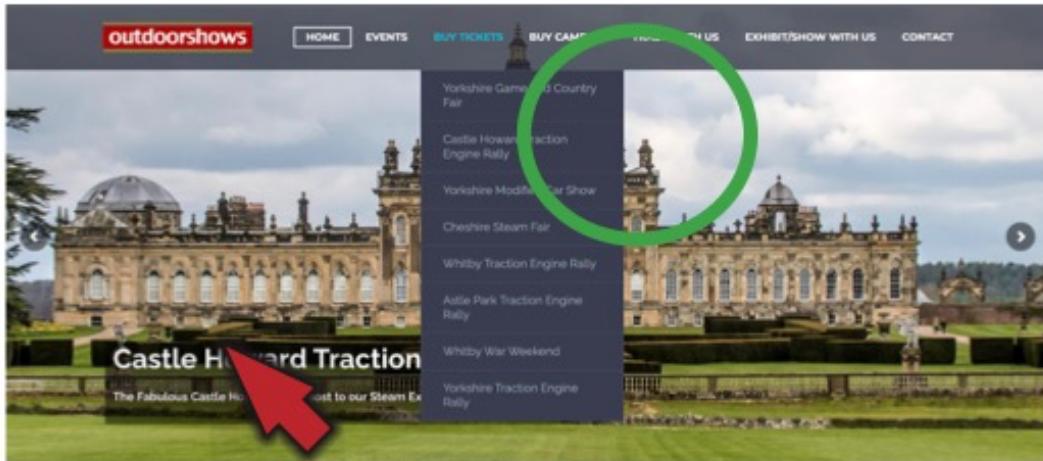
- Different languages available;
- The search feature next to the navigation bar provides extra help for users;
- The logo is distinct with history since 1923, impressive event;
- There's a Gallery in the homepage to show the past events;
- An unique approach with a full screen photo on the homepage;
- Clean and easy to navigate;
- Provide participants with additional information about “where to stay,” and “how to get there.”

#### Weaknesses

- The menu bar is not good in mobile and narrow screens compared to desktop size. There is a lack of alignment
- The homepage picture does not have enough information about the focus of the show;
- The information of the show can only be found in the menu “explore the show”. It should have a link under the big picture besides the link to food,etc.



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### Outdoor Shows

<https://outdoorshows.co.uk/>

#### Strengths

- The most updated navigation style;
- The homepages use slide pictures to demonstrate the event's context;
- The gallery on the homepage provides details about all the events;
- The main menu is very comprehensive and easy to navigate for both traders and visitors;

#### Weaknesses

- The text elements on the homepage photos are not clickable;
- The color theme of the logo is red and yellow, but these two elements should be employed more in the pages. For instance, the link hover color can be yellow or red.



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## Conclusion

Based on this analysis, when redesigning the Rudgwick Country Show website, and we should keep in mind to put the necessary information in the front for farmers and visitors, and we should restructure the menu to organize the information of the site. Comparing these three sites, the “Outdoors Show” is the most user-friendly website; the “Living Heritage Show” has the best color theme; the “Kents Show” has a different design style. To avoid seeming too similar to these sites, we might have big photos focusing on activities unique to the Rudgwick show, such as the old steam show. The new Home page should also have clear menus and links to guide users to find the information they want.

### Reference:

- <https://www.livingheritagecountryshows.com/sandringham-game-country/>
- <https://outdoorshows.co.uk>
- <https://kentshowground.co.uk>
- [https://www.farminguk.com/country-shows-and-events/rudgwick-steam-country-show\\_1433.html](https://www.farminguk.com/country-shows-and-events/rudgwick-steam-country-show_1433.html)