Competitive Analysis: Portfolios

Lara Cheng

COGS 187A, Assignment 1

January 19, 2012

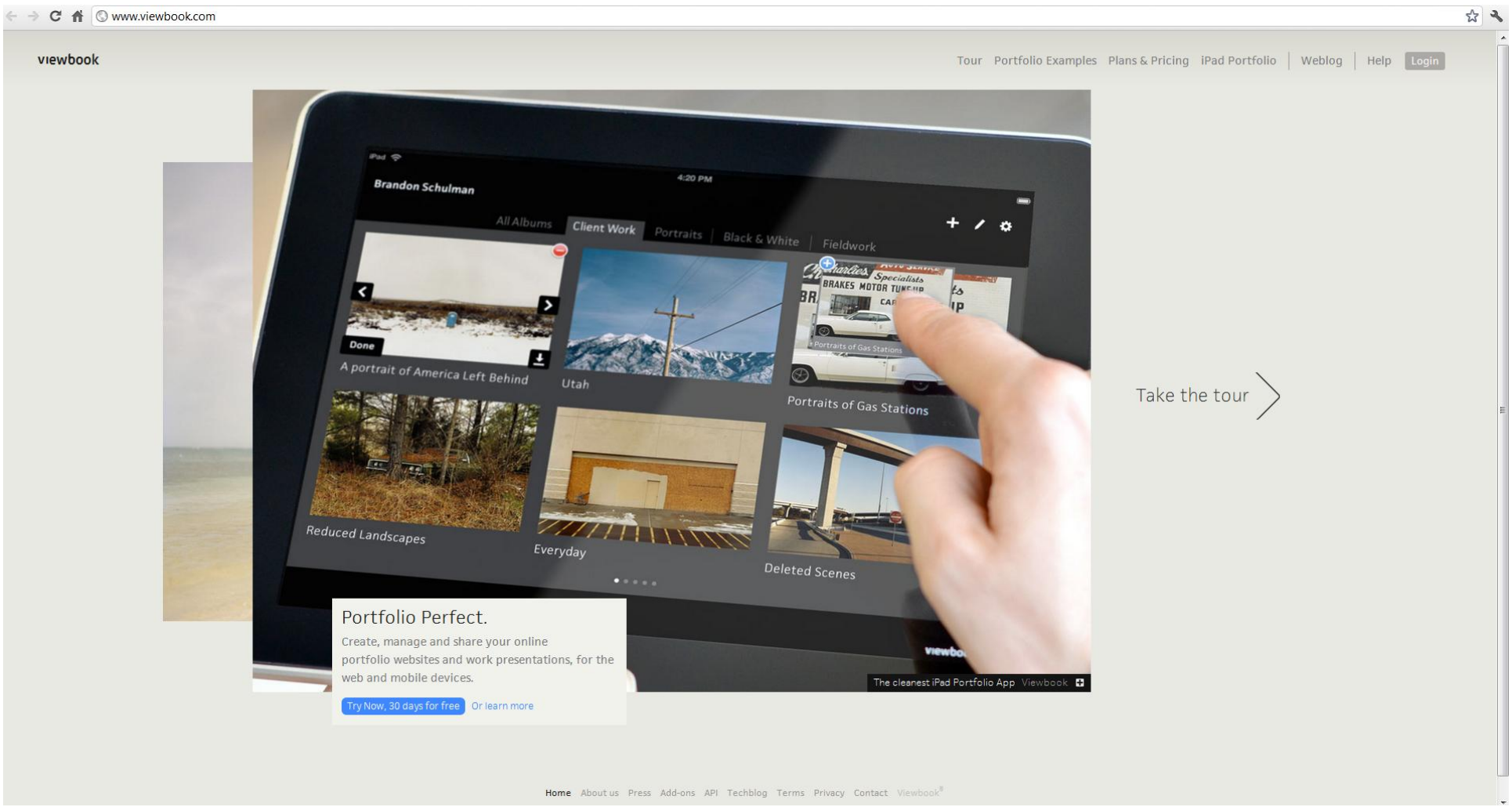
James Lai Creative

James Lai Creative

http://www.jameslaicreative.com/ , 01/13/2012

attribute	description
type	featured graphic click-through
brand	• professional: gives an image of an example of work, along with a brief introduction to himself • calm: the gradient blue background isn't too strong and appeals to user's emotions • simple: the layout is easy to understand and uncluttered
functionality	Lai allows the user to look through his previous work, but it may be hard to evaluate his work since he doesn't provide any links to see his work on a separate page (can only scroll through "feature graphics").
interactivity	There are left and right arrows that allow the user to scroll through Lai's previous work, as well as a button that leads to his blog. Other than that, there's not much the user can explore.
navigation	The user can only navigate between "Portfolio" (homepage), "Blog," and the handful of images that show his past work. For each of these, there are clear buttons.

viewbook


www.viewbook.com
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Tour
Portfolio Examples
Plans & Pricing
iPad Portfolio
Weblog
Help
Login
Brandon Schulman
4:20 PM
All Albums
Client Work
Portraits
Black & White
Fieldwork
Done
A portrait of America Left Behind
Utah
Portraits of Gas Stations
Reduced Landscapes
Everyday
Deleted Scenes
Portfolio Perfect.
Create, manage and share your online portfolio websites and work presentations, for the web and mobile devices.
Try Now, 30 days for free
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The cleanest iPad Portfolio App Viewbook
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API
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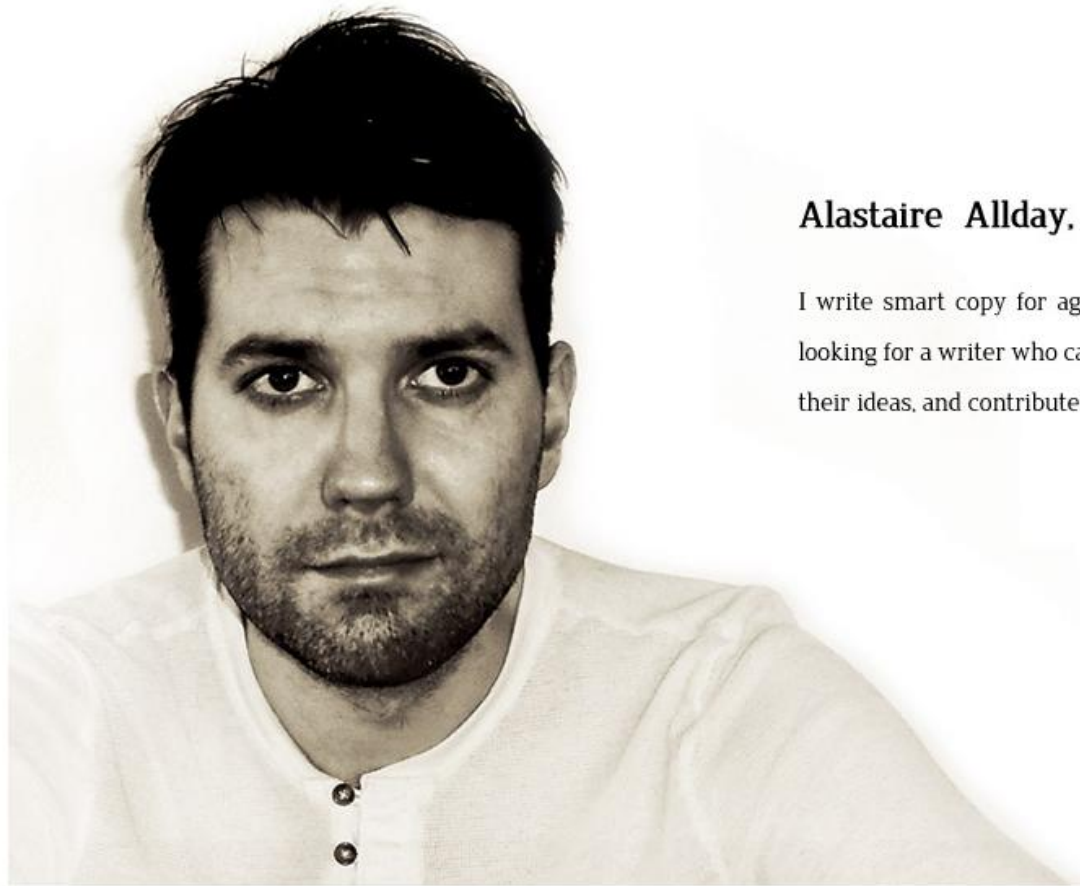
Viewbook

viewbook, http://www.viewbook.com/, 01/18/2012

attribute	description
type	3-D screenshot
brand	• clean: the page is uncluttered • simple: the colors are easy on the user's eyes, even somewhat calming • concise: with only 2 images that take up most of the page, the layout is clear and to-the-point
functionality	The details that people want are very easy to both see and find. There doesn't seem to be frivolous information.
interactivity	Again, since the site is uncluttered, the user sees few types of elements. However, the ability to expand elements and to hover over images to read descriptions is very helpful.
navigation	Navigation is very easy on this site--there is a very clear navigation bar with easy-to-understand terms. Each page is simple and uncluttered, just like the homepage, which also makes it easy to navigate the site.

Alistaire Allday



Alastaire Allday, Freelance Copywriter.

I write smart copy for agencies, companies, and individuals looking for a writer who can understand their needs, listen to their ideas, and contribute to the creative process.

read on »

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Web design Chichester by You Love Us

Alistaire Allday, http://allday.cc/, 01/13/2012

attribute	description
type	featured graphic
brand	• simple: a single image with a brief description • bold: even though it's simple, the homepage shows that Allday is confident • creative: the layout simply looks good even with very limited colors
functionality	Some available buttons allow the user to see what Allday has to offer, and the most prominent button that says, "read on" encourages the user to do so.
interactivity	The prominent button has an arrow pointing right that directs the user to the next page (simple pages that give brief descriptions of what Allday has to offer). Certain areas of the prominent button on each page cannot be clicked.
navigation	On each page there is only a right button, no left one. User has to either click the "back" button on browser to return to previous pages or click on the link to the homepage at the top of the page.

Accent Creative

accent
Art Direction & Design

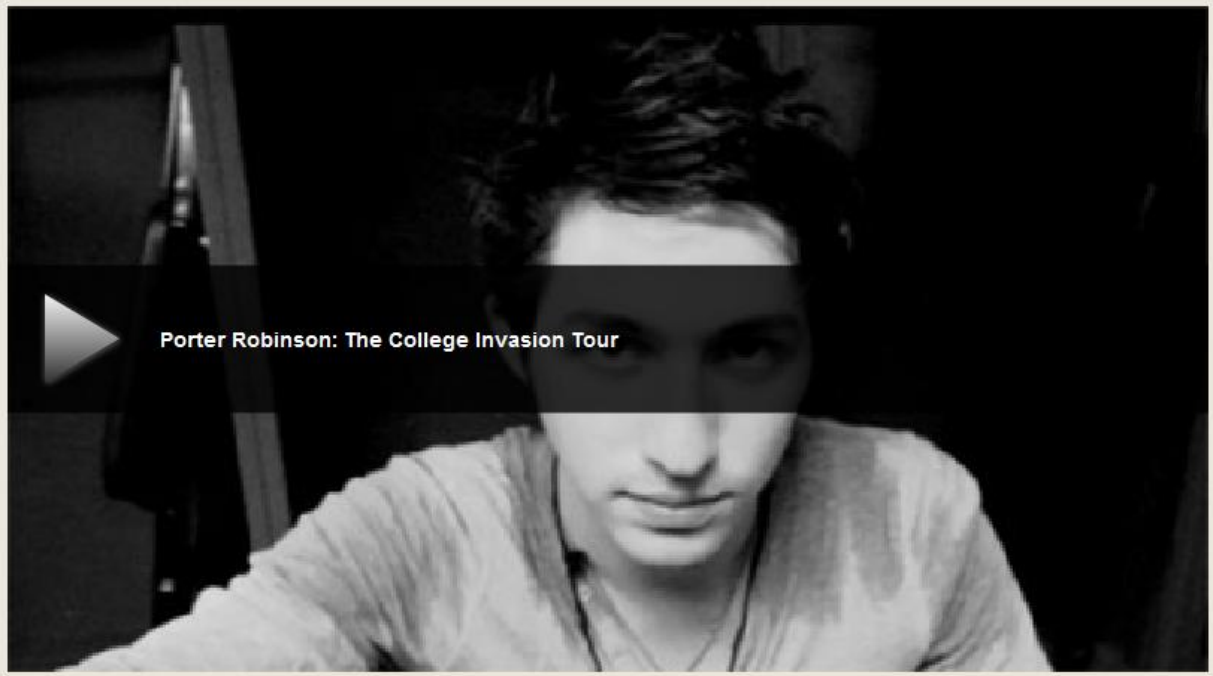
News
About + Contact
Press

New Year 2011 Postcard
MTV - Back to School
Big Up Magazine
Logofolio
Web Design
Live Visuals
Poster Folio
Razors | Purple
Rub A Dub | Tuesdays
AIGA | Y13 Conference
Brokenbeat | Shirts
Vans | Galinsky

News

Here are some of the latest projects I've been working on.

Sept 2011



Project: *Porter Robinson - College Invasion Tour* | **Commisioned By:** *Eyewax*

Accent Creative, http://www.accent.tv/, 01/15/2012

attribute	description
type	fixed sidebar
brand	• creative: a lot of projects are displayed for the user to explore past works. Even the way they are displayed is creative • appealing: the projects that are shown would be appealing to groups, companies, etc., looking for an eye-catching design • young: the site seems more geared towards younger people (maybe late teens to twenties)
functionality	The sidebar allows users to see the projects without having to look around too much
interactivity	The shortcuts are highlighted red-orange when the user hovers of them.
navigation	Navigation is easy because the layout features a fixed sidebar. There's no need for the user to search around for buttons, etc.

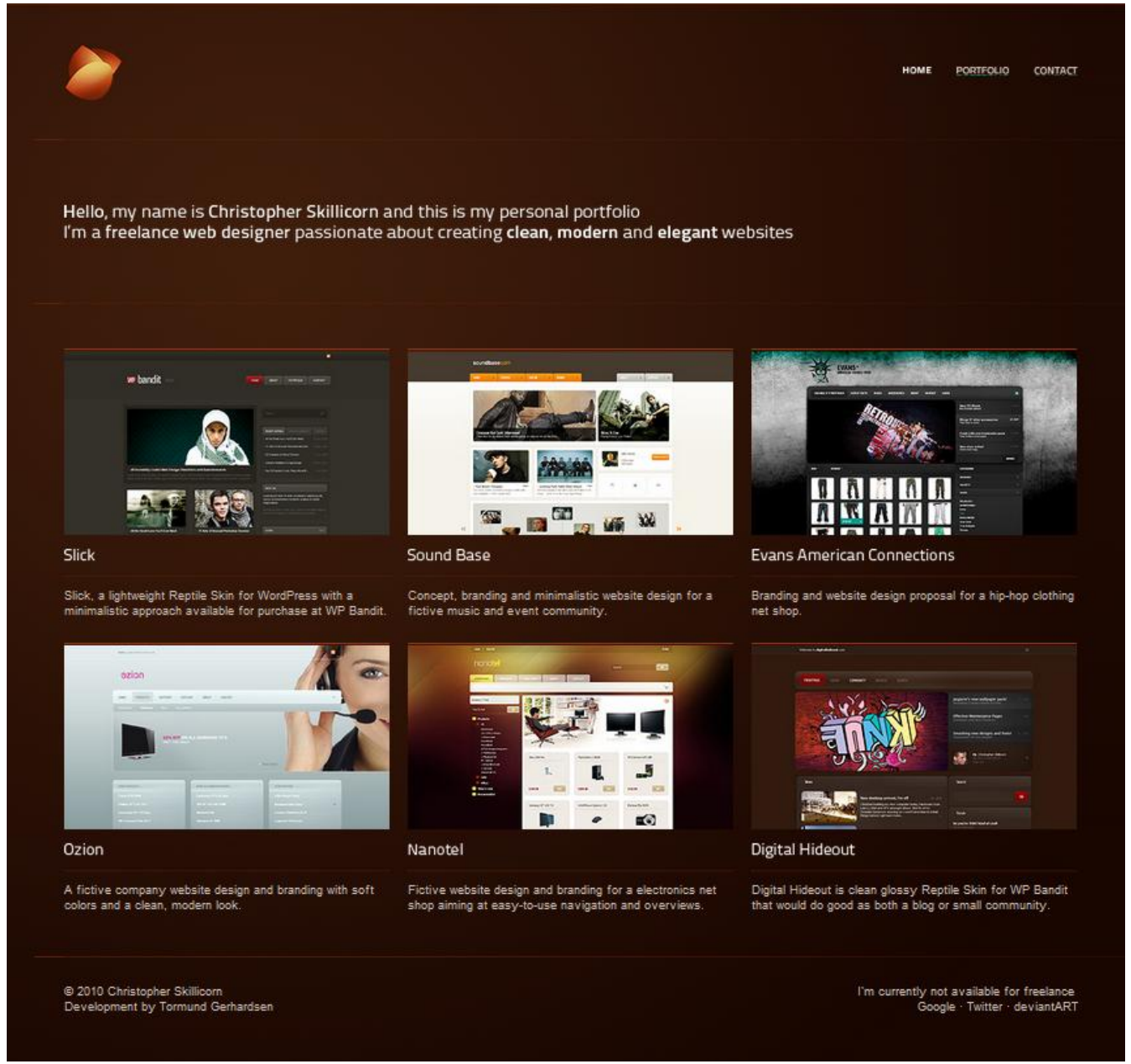
Serial Cut

SERIAL CUT™
IMAGEMAKERS SINCE '99
RECENTLY ADDED
Prius V - Versatility
Prius V - Efficiency
Prius V - Connectivity
Prius V - Making Of
Boost
Pop-Up Card
VIEW ALL
INFO & CONTACT
RSS
v is for versatile.
PRIUS V - VERSATILITY
TOYOTA USA
The biggest campaign ever done by Serial Cut™, commissioned by Saatchi & Saatchi L.A. for Toyota USA. 3 key visuals that indicate the features of the new Toyota Prius V: more versatility, efficiency and connectivity. Photographer: Paloma Rincón. Production: The Mushroom Company. Reps: Berstein&Andriulli NY.
CHECK OUT THE "MAKING OF" MICROSITE HERE

serial cut, http://www.serialcut.com/, 01/15/2012

attribute	description
type	full screen photo
brand	• fun: lots of colors and a full screen image that portrays many cheerful things • creative: making it look like objects are flying out of the car is a great idea and gets the idea of the ad across • colorful: eye-catching vibrant colors draw user's attention
functionality	The site does a good job of showing off the projects the company has done (ads, etc.)
interactivity	There's a fixed sidebar that is hard to see on certain pages (all pages have a full-screen photo, but some have dark backgrounds) because the shortcuts/links are dark. In the gallery with all projects, hovering over the image displays the name of the product in the ad, etc.
navigation	The fixed sidebar displays the latest projects, but to see past projects takes a few more clicks.

Christopher Skillicorn



Christopher Skillicorn, http://skillicorn.org/, 01/15/2012

attribute	description
type	headline & gallery
brand	• diverse: Skillicorn has displayed his projects in a gallery form, which shows that he's worked on projects in very different areas • simple: the site is easy to follow and understand (little or no guessing needed) • thorough: Skillicorn has very clear descriptions to accompany the work in his portfolio
functionality	The site does a good job of showing that Skillicorn pays close attention to detail, and allows for users and customers to understand his approach.
interactivity	Projects can be viewed either by clicking on their corresponding images on the homepage or by clicking on the gallery. Clicking on images displays images as enlarged. Text is very small throughout website (descriptions, shortcuts, etc.
Navigation	It's easy to open up a project page from the homepage, but users cannot browse through the projects (no arrow buttons, etc., and the "Browse" link doesn't work).

Emotions by Mike

Emotions by Mike, http://www.emotionslive.co.uk/index.html#, 01/13/2012

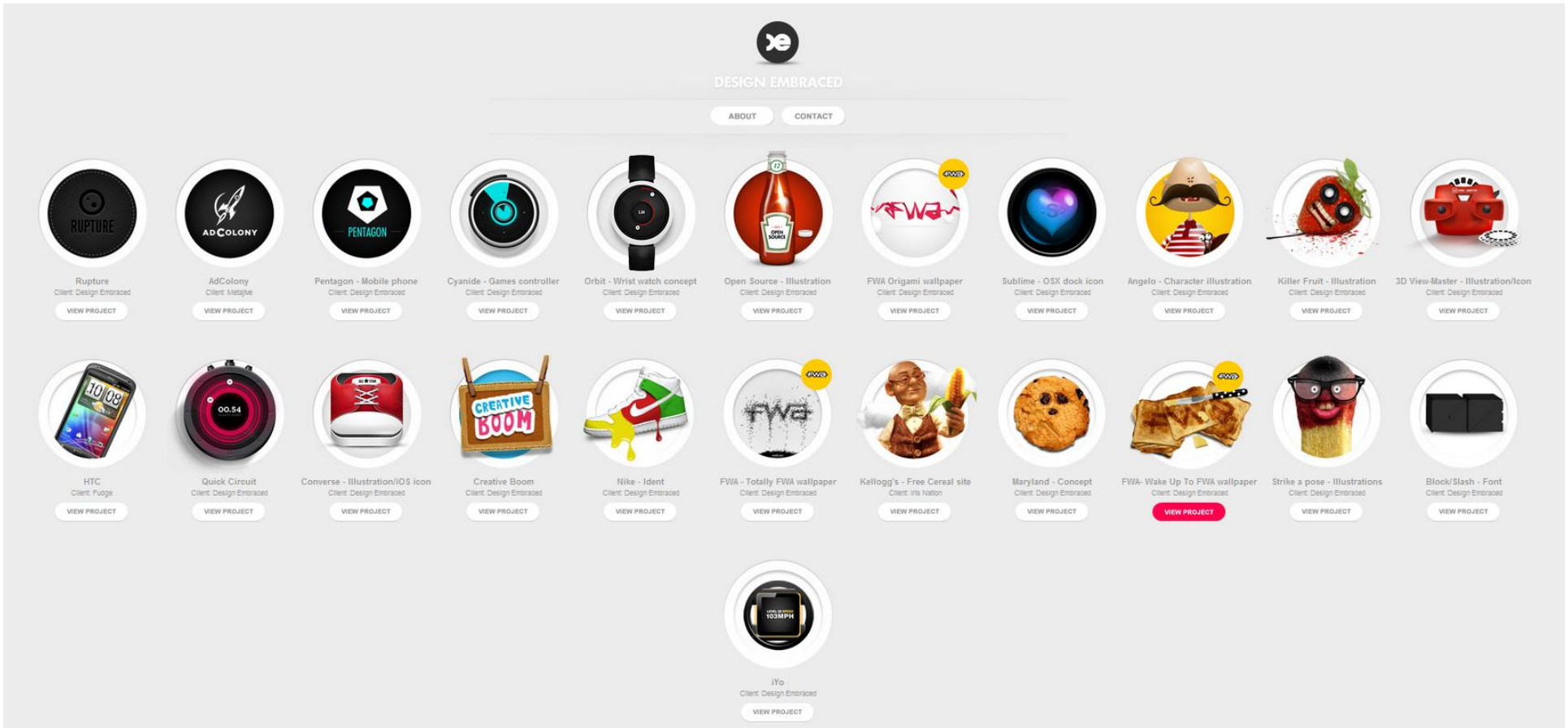
attribute	description
type	featured photo & gallery
brand	• fun: bright, eye-catching colors • quirky: comical aspects in past works • clear: it's obvious what everything on the site is for (good labels)
functionality	The site does a good job of displaying Mike's work--thumbnails labeled with the media type (web, logo, etc.)
interactivity	Clicking on a thumbnail displays enlarged image.
Navigation	Left and right arrows for scanning through the portfolio are a little small, but not too bad. Simple tabs on the top of the page make the site easy to navigate.

Couch Kumaras

Couch Kumaras, http://couchkumaras.com/, 01/15/2012

attribute	description
type	featured graphic
brand	• simple: there are only three buttons that the user will use to navigate between pages • plain: plain colors throughout, which gives the site character • friendly: no clutter whatsoever, and clear buttons
functionality	The portfolio simply displays past works, tells users a little about the company, and gives people a way to contact. All very concise.
Interactivity	The site only has three buttons to click, all of which are very big and clear. (No hovering, highlighting, etc., necessary.)
navigation	Again, with only three buttons, the site is very easy to navigate. Also, each of the three pages has the three buttons in the same spots. The only issue is that there's no "Home" button, but maybe that's because the only things on the homepage are the three buttons and the logo.

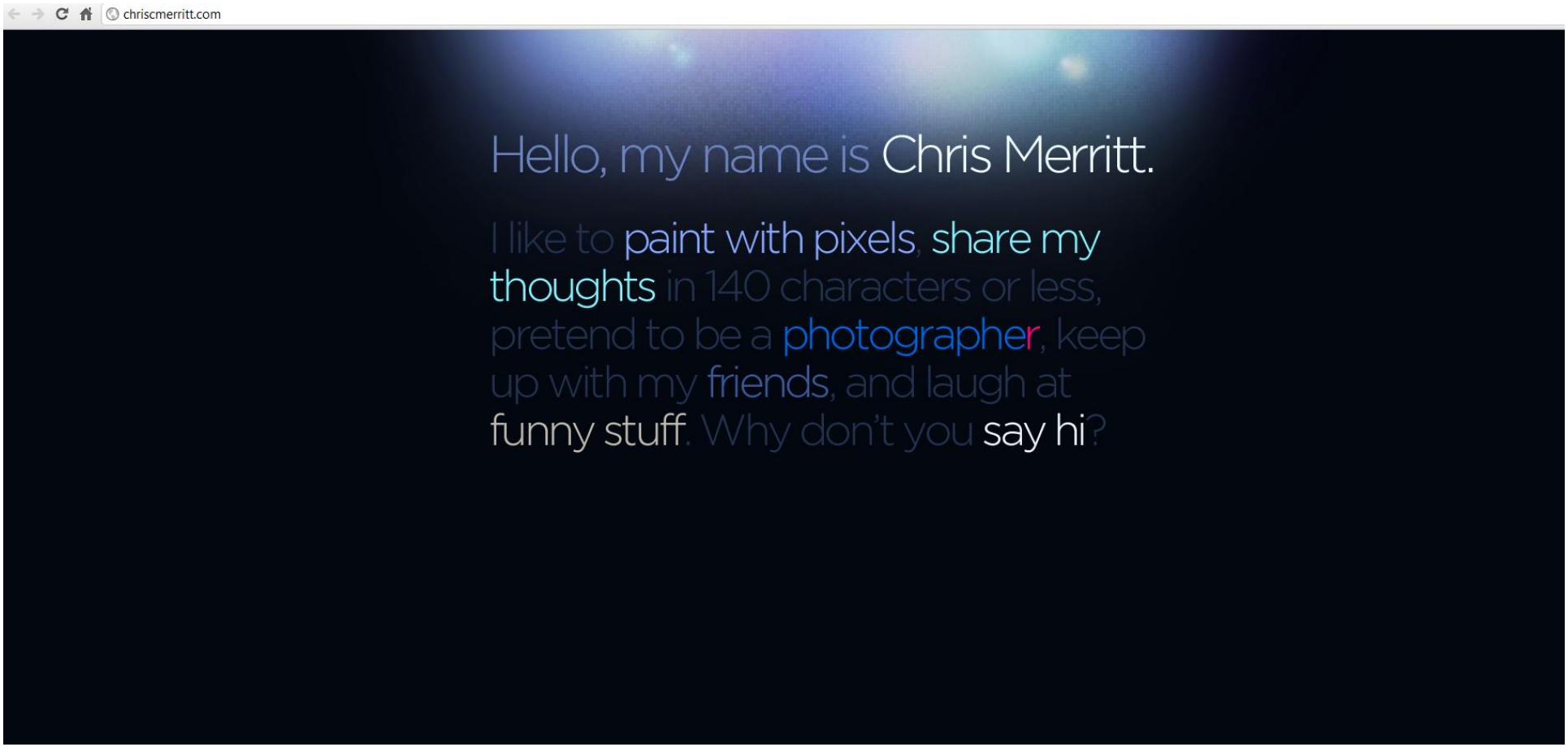
Design Embraced



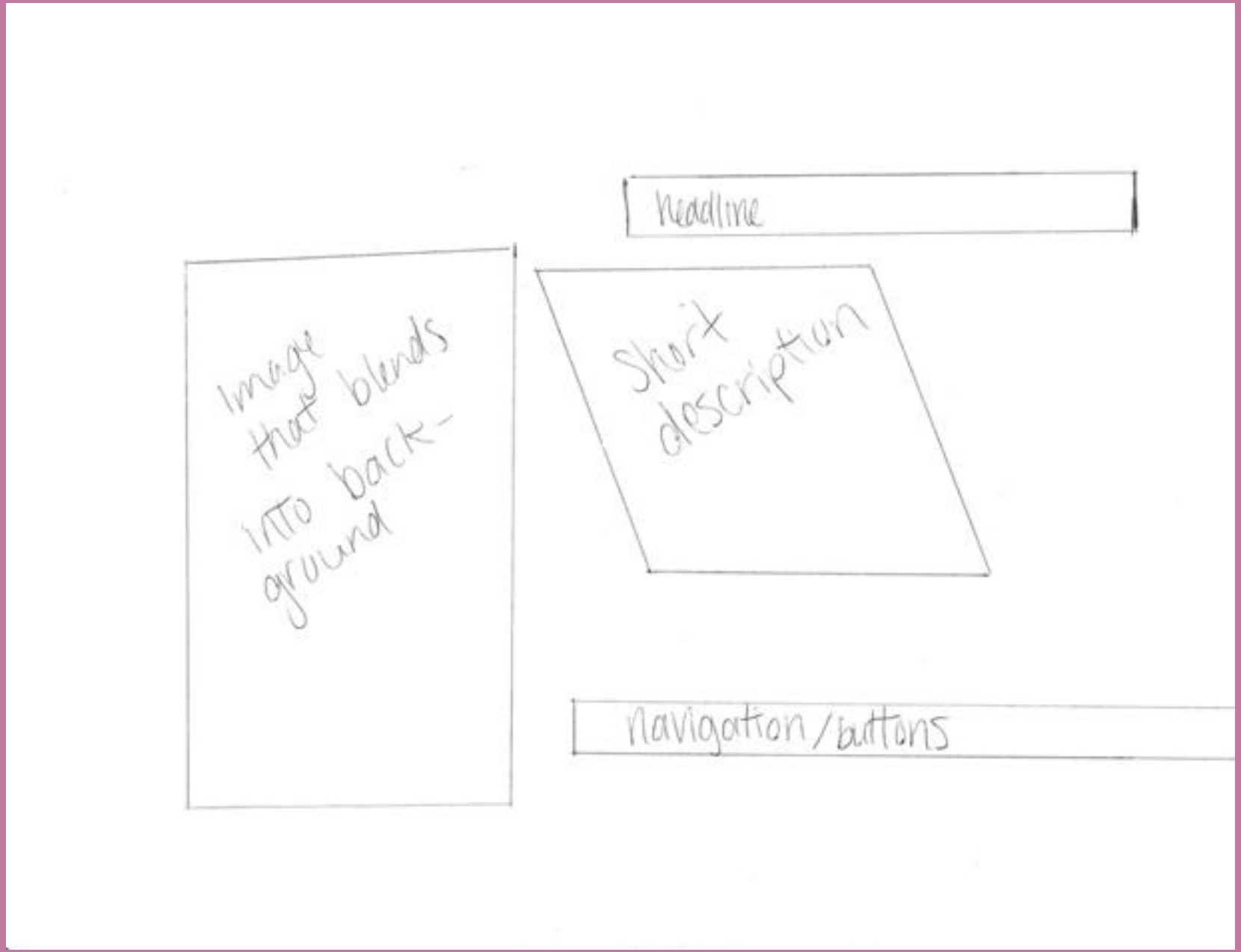
Design Embraced, http://www.designembraced.com/, 01/15/2012

attribute	description
type	logo & gallery
brand	• fun: simple background but nice, colorful display/layout • childish: the colors and a lot of the graphics would appeal to children • professional: even though this site has an accent of youth, the clarity shows a very professional side
functionality	The site is successful in displaying past projects, which show an extreme level of creativity.
interactivity	Hovering over any part of a product image, its surrounding border, or its button causes the "View Product" button to turn pink to indicate that clicking will expand that product's information/details.
navigation	The site never leaves the homepage, but rather opens up a new section above the gallery of products when a product is clicked on. This new section provides the user with product information/details, and can be close by clicking on a circle at the top of the section (that turns pink when hovered over).

I Am Chris Merrit, http://chriscmerritt.com/, 01/16/2012



I Am Chris Merritt

attribute	description
type	text only
brand	● dark: the dark background allows for the large text to really pop out ● witty: not having any images is almost like daring the user to click on the colored words ● direct: with no images, headline, etc., the user is forced to read the large text
functionality	The user may not be able to completely understand what the site has to offer based on only the homepage. However, once the user clicks on the hyperlinked text, it is very clear what the site aims to show.
Interactivity	There's a search bar on one of the pages, which might be helpful to the user if he or she is interested in that page ("funny stuff"). Other than that, there isn't much interactivity.
navigation	Navigation is easy on this site if the user is familiar with what pages the text on the homepage refer to. First-timers will probably click on the different text links to find out what Chris Merritt is referring to (his Facebook, Twitter, etc.)

My first sketch