

Competitive Analysis

**See Adam for explanation of our assignment*
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1. Top Navigation Elements in Banner

University of Zimbabwe	National University of Science & Technology	Africa University	Women's University in Africa	Chinhoyi University of Technology
About	About	About	About	About
Academics	Administration	Admissions	Programmes	Schools
Library	Centers	Academics	Admissions	Research
Applying	Downloads	Campus Life	Fees & Finance	Library
Campus Life	Faculties	Research	Student Affairs	Directorates
IT Services	Library	Alumni	Research	Admissions
News and Events	Students	Donate	Library	
Research	Staff		Media	
	Research		Contact Us	

2. User Types found on Home Page

University of Zimbabwe	National University of Science & Technology	Africa University	Women's University in Africa	Chinhoyi University of Technology
Prospective Students	Undergrad Students	Students	Admin Staff/Boards	Grad Students
Current Students	Postgrad students	International Students	Faculty	Directorates (directors)
Staff	Faculty	Alumni	International	Admin

			Students	(chancellor, etc.)
Undergrad students	Admin	"Governance" (Admin Staff)	Alumni	Students
Faculty	Staff		Students	Staff
Returning students			Staff	Undergrad
New Staff				Postgrad
International Students				MPhil/DPhil students

3.1 Top Navigational Elements Tally

- to be edited after total concepts for each page identified

About	5
Research	5
Library	4
Admissions	4
Academics	2
Administration	2
Campus Life	2
Faculties/Staff	2
Programs	2
Student Affairs	2
Alumni	1
Contact Us	1
Donate	1
Downloads	1

Fees & Finance	1
IT Services	1
Media	1
News and Events	1

3.2 User Types Tally

User Type	Tally
Students (total)	16
Students (general)	3
Undergrad Students	3
International Students	3
Postgrad Students	2
Prospective Student	1
Current Student	1
Grad Students	1
MPhil/DPhil Students	1
Returning Students	1
Staff (total)	5
Staff (general)	4
New Staff	1
Admin	4
Faculty	3
Alumni	2
Directorates	1

4. Main non-banner labels (homepage)

University of Zimbabwe	National University of Science & Technology	Africa University	Women's University in Africa	Chinhoyi University of Technology
Campus News & Student News	Announcements	Latest Staff Appointment	UNICEF Partnership	Latest News
Feature of the Month	Calendar & Events	Calendar & Events	Contact Us	Events
Upcoming Events	Zimbabwe Journal of Science & Technology	News Update	Quick Downloads	Quick Links
	Follow Us	Online Resources	Search	Contact Detail
	Quick Links	Social Media	More Links	Banking Detail
	Contact Us	Quick Links	Award	
		Campus Tour		

5. Tally of Other Main Labels

Labels	Tally	Variations	Tally	Our Label
Campus News	1	Campus News & Student News, Announcements, News Update, Latest News	4	News
Calendar & Events	2	Upcoming events, Events,	2	Events
Contact Us	2	Follow Us, Contact detail,	2	Contact Us
Quick links	3	Quick downloads, more links	2	Quick links

6. Key Elements in the footer (homepage)

University of Zimbabwe	National University of Science & Technology	Africa University	Women's University in Africa	Chinhoyi University of Technology
UZ Alumni	Follow Us	Admission FAQs	No Footer	Eco Cash Instructions
UZ Diary	Students Webmail	Academic FAQs		Bank Details
Quality Assurance	Library	Academic Calendar		Contact Details
Fees	Research	Downloads		Fax
Elearning	Address	Library		
Survey	Tel	Contact Detail		
Student Email	Fax			
New Staff Email				