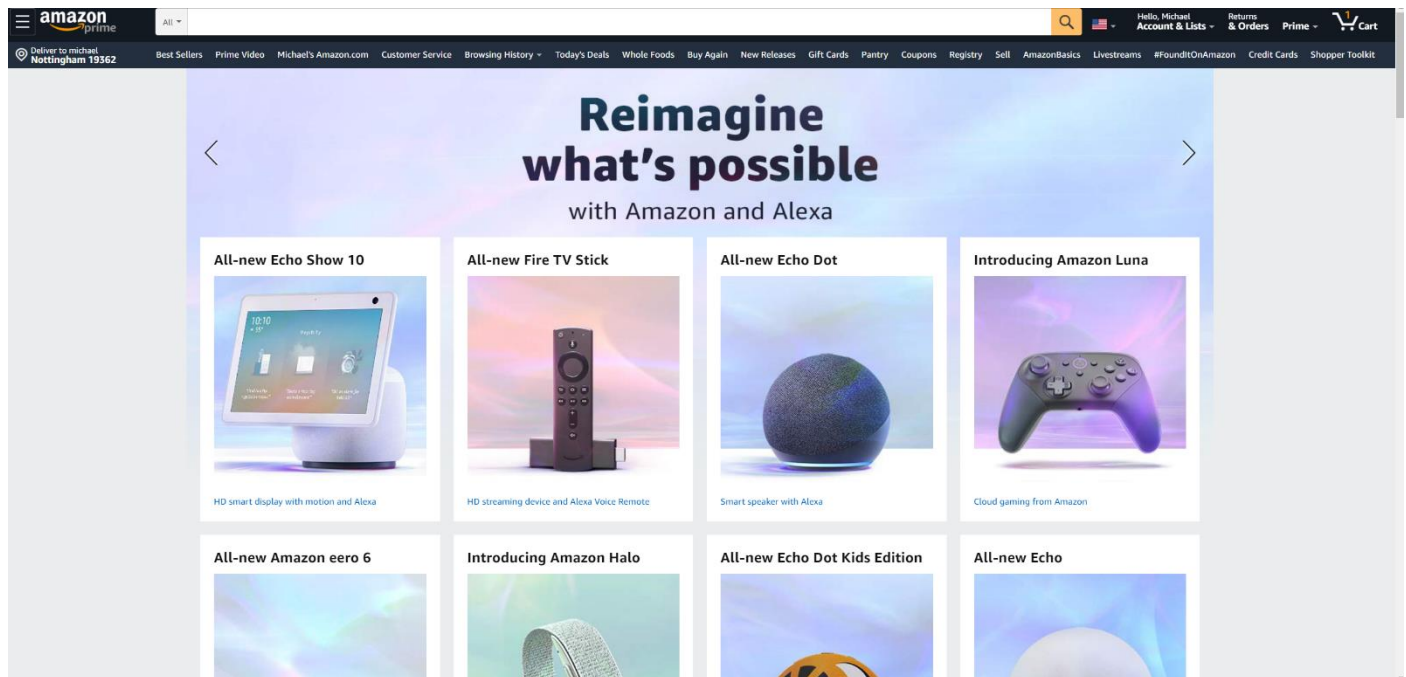


Competitor Identity

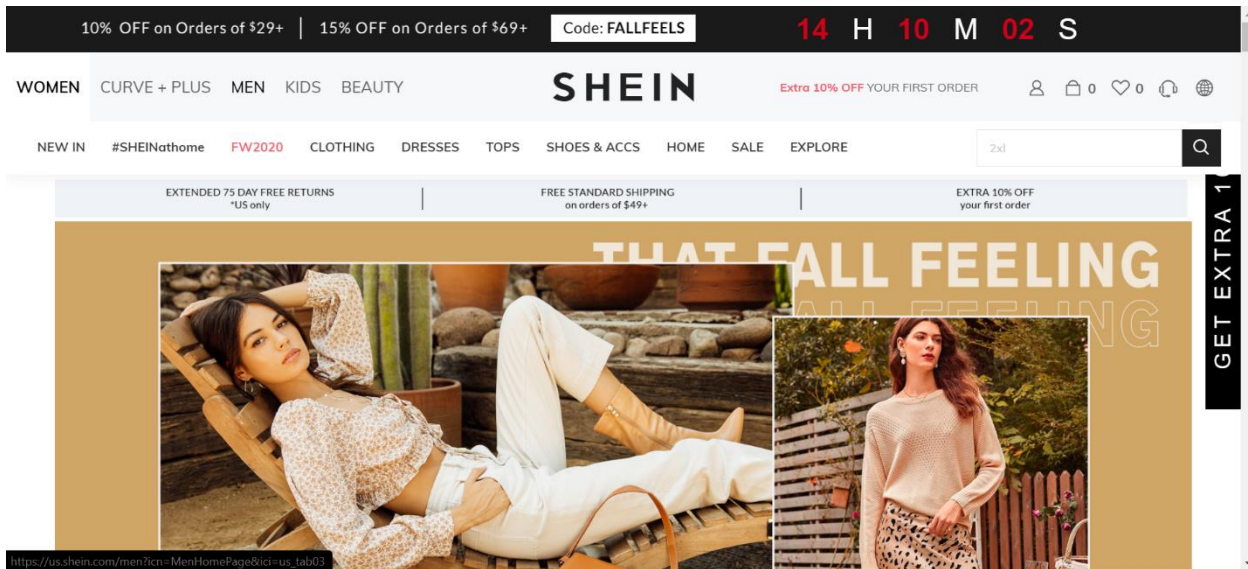
1. Amazon

- Link- <https://www.amazon.com/>
- Amazon is a direct competitor to the type of website and app I would be making. They sell almost everything I would sell in my store. Amazon is a haven for all kinds of technology related products especially. The same kind of users shopping on Amazon would be shopping on my website as well



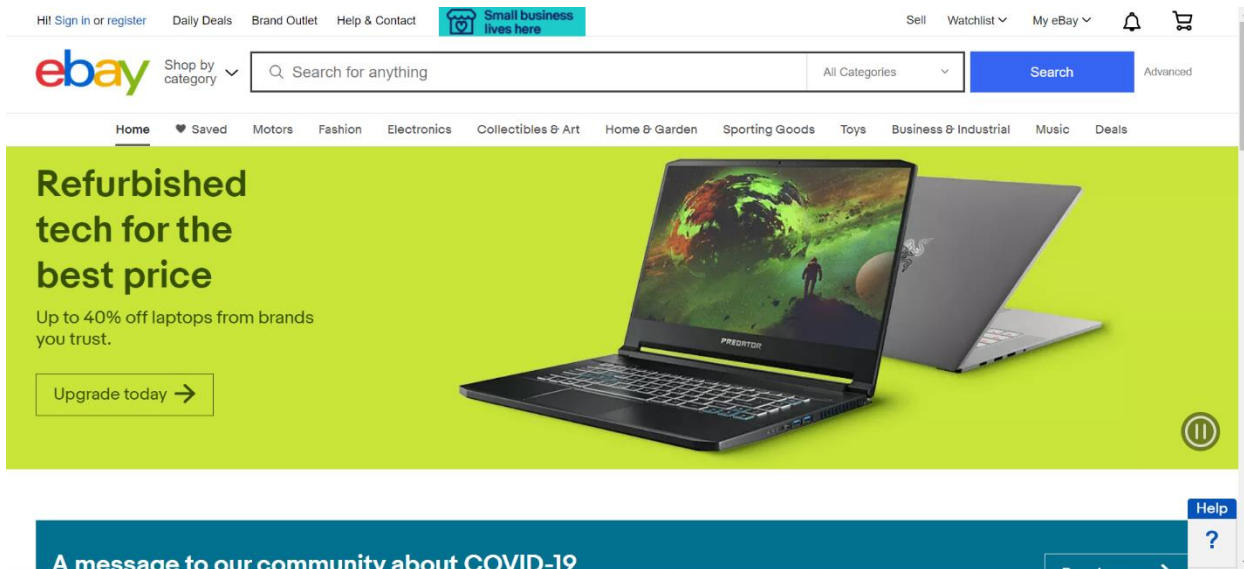
2. Shein

- Link- <https://us.shein.com/>
- Shein is an indirect competitor to my website and app. Although we may share some of the same users. Shein is an online store that focuses mostly on cheap clothing and small accessories. They don't really specialize in anything that my store will.

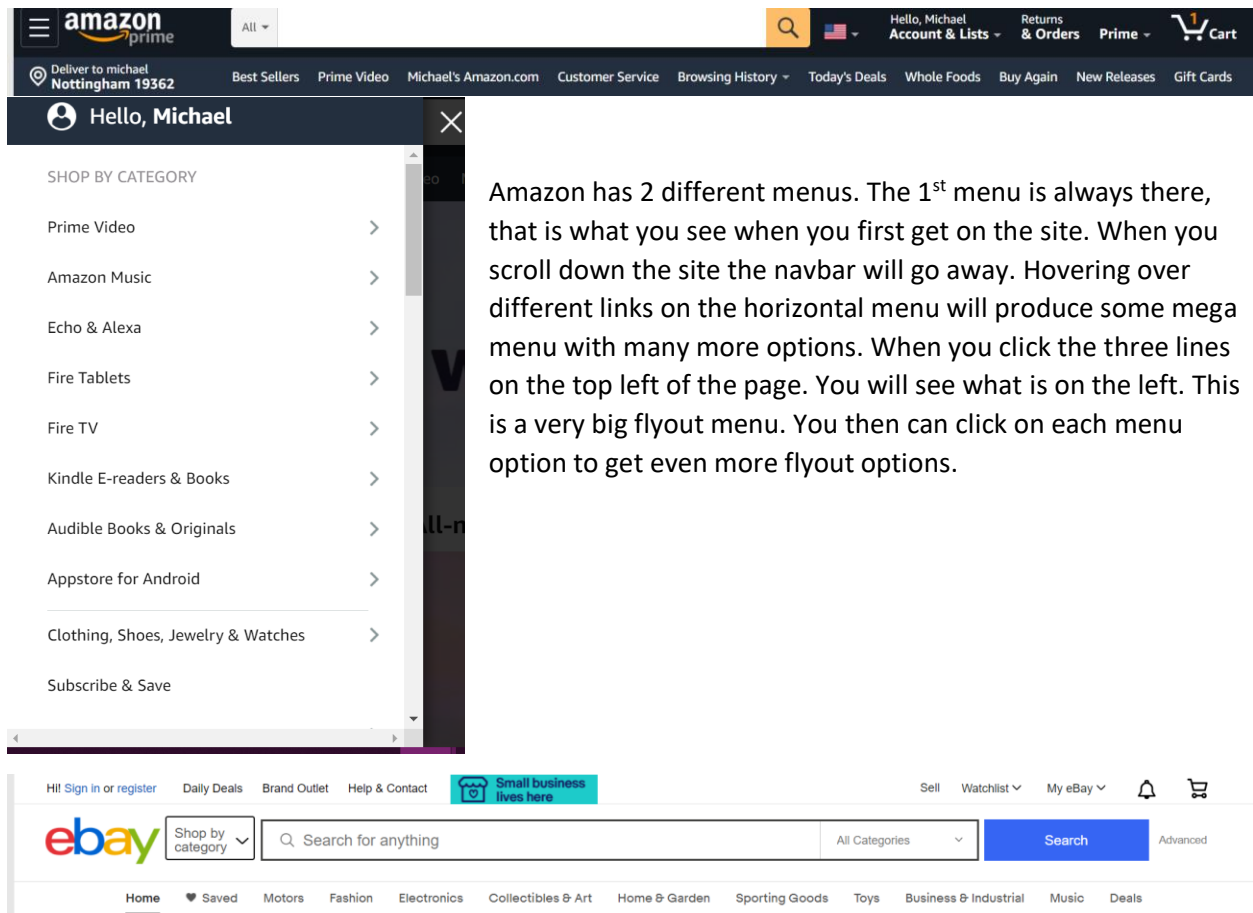


3. Ebay

- Link <https://www.ebay.com/>
- Ebay is a direct competitor to my website and app because it sells all kinds of technology and electronics. Anyone can sell things on ebay which makes it even more of a competitor to my website. That means people would probably search ebay to buy something before buying from my website to find a lower price.

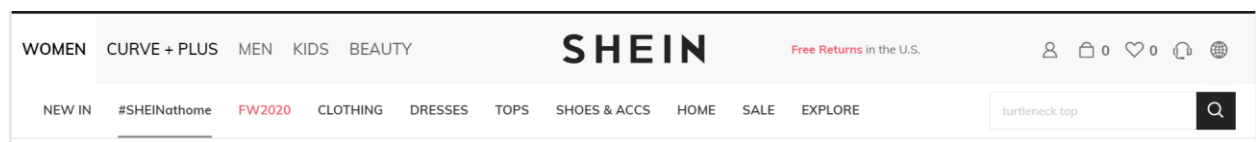


Content and Navigation



Amazon has 2 different menus. The 1st menu is always there, that is what you see when you first get on the site. When you scroll down the site the navbar will go away. Hovering over different links on the horizontal menu will produce some mega menu with many more options. When you click the three lines on the top left of the page. You will see what is on the left. This is a very big flyout menu. You then can click on each menu option to get even more flyout options.

When first getting on to ebay, you will be greeted with a standard horizontal menu. Ebay is pretty like amazon in that they make use of the mega menus within their horizontal menu bar. Hovering over any of the categories will produce more specific categories, but that is as far as it goes, unlike amazon who goes one step further.

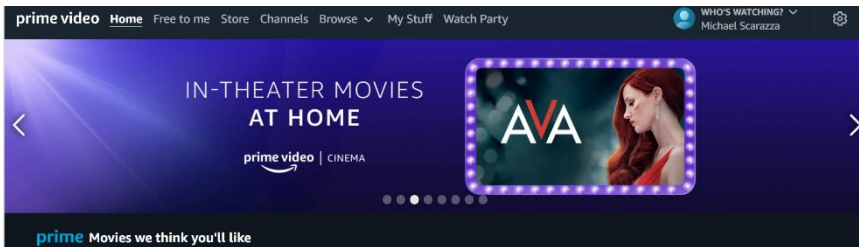


Shein uses two different horizontal menu bars to make it easier to find what you are looking for faster. The first menu on the top is more broad, this makes it easy to go where you want to, to at least get in the right section of the website. The 2nd horizontal menu is filled with huge flyout menus that have VERY many options. It makes it easy to find almost every single category you could be looking for.

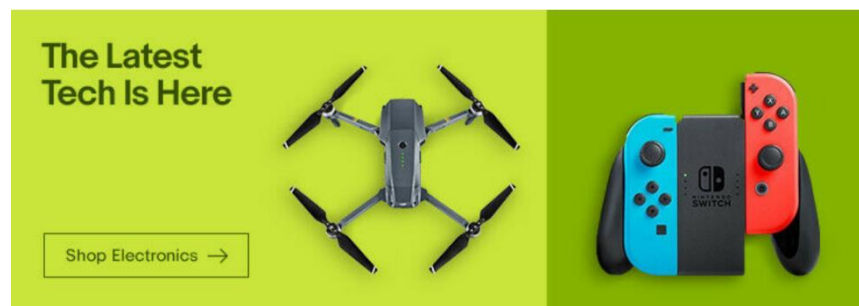
Rating on best menu

I think Ebay has the best menu because of its simplicity and easiness to find what you are looking for. I only think Amazon is behind Ebay because I think finding the flyout menu on the top left may be a little hard for some people to see, you must click it. Shein, in my opinion is the worst because there is too much going on. While it makes it easier for the user to shop once you get to where you need to be, it is harder to find exactly what you are looking for at first.

Aesthetics and Style



Something that I never noticed within Amazon is how the background color and style changes when you click on different categories. In this example, I am in the prime video section of their website. I think the black background goes with the video brand.



This screenshot is from Ebay's flyout menu after you hover over a main category. They use the same two background colors and replace them with the respective category items. This example is in electronics. I think this is good for the eye because it reinforces ebay brand and logo. They use bright and light colors almost everywhere on their site.



This image is from Shein's Sale tab on the 2nd horizontal navigation menu. It is a gif that keeps flashing "Flash Sale". This sort of image reinforces their brand in several ways. It uses the same font as their website name on the main page. All over their main page Shein is advertising sales, discounts, free shipping and various other marketing techniques. Shein is known for their cheap prices and good deals. This flash sale gif reinforces that they have many deals and discounts.

Heuristic Analysis

Error Prevention: On all three sites I tested the input error prevention.

New To SHEIN

Email Address:

thatguy999@gmail.com

The email you entered is invalid. Please check your email and try again.

Password:

.....

- 8 characters minimum
- At least one letter
- At least one number

Amazon

Add a new address



Review your address

We couldn't verify your address. Please make sure it's correct before you save it.

Country/Region

United States

Full name

Michael Scarazza

Address line 1

877 park road

Please verify your street address is correct before saving.

Address line 2

Apartment, suite, unit, building, floor, etc.

City

tasfasd



We noticed a problem. Please review:

- Enter your street address
- Mobile number

Where should we deliver your order?

United States

433

Please enter a valid address.



+1

Mobile number

Please enter a valid phone number.

I only have a landline

Go to checkout

As expected for three really big

companies, all of them had functioning error prevention precautions. All three of these sites provide you with everything you need to know to fix what you did wrong. I personally like when websites do it like how Shein does it. It tells you what you did wrong, but also what you did right. Amazon is probably the worst because it doesn't use enough color to help guide the user.

Visibility of System Status:

Shein is great at this heuristic principle. It has appropriate feedback when first signing up for the website. It has the user select what they will mainly be shopping for. When clicked on different categories, the boxes become checked. Shein also does a great job giving the user reason to act. On their main page there is a timer for their discounts.

Amazon is also great at this principle, when a user is on a product page and they select their shoe size for example. The website will respond with what options are currently available for the selected size. They also compel users to action by showing how long the user has until for a guaranteed delivery date.

Ebay does a pretty good job with this as well. They allow the user to see how many of the product are available.

Help and Documentation:

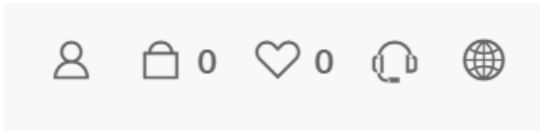
Amazon: I know that Amazon is a huge company and they have a lot to put on their website, especially their main page. But I think finding the help tab is a little too difficult considering how many people of all kinds of backgrounds use their site. You have to scroll to the bottom to find "Help". Once you do find it though, it is organized well, although if you want to actually speak to someone, you will once again have to search a little harder.



Ebay always has a help div stickied to their website, but the textbox to the left is what appears, that is the actual size of it. It almost unfunctional. Luckily, like amazon there is a help tab in the footer of the

main page.

Shein probably has the best help and documentation out of these three sites, and it happens to be the simplest. To talk to customer service all you have to do is click that headset at the top of the page. It could be a little hard to find, but at least a flyout menu is created when you hover over it.



UI Animations

Amazon does not really utilize UI animation anywhere that I could find other than on the main page. They use an automated slideshow to advertise different things and news with the Amazon brand. It is sort of useful, but the slideshow moves too slow, and most users do not stay on the home page for very long, so I am not sure how many people are seeing it.

There does not appear to be any UI animation on eBay's website that I could find. The only animation is from hovering over different words on the menus.

Shein uses a lot of UI animation all over their site. On the main page for example, they have a timer for when their sale ends in real time. They also have many little graphics that the user can click that produce flyout menus, graphics, and animations. Every category has automatic slideshows of products being emphasized. This is the best site in terms of UI animation

SCORE

	Amazon	eBay	Shein
Content & Navigation	6	7	5
Aesthetics & style	4	7	5
Heuristic Analysis	5	4	8
UI Animation	3	1	8
	4.5	4.75	6.5