

Features Competitive Analysis

Website	Positive	Negative
www.newlab.com	<ul style="list-style-type: none"> • Discipline icons in the navigation and each individual project 	<ul style="list-style-type: none"> • Hamburger navigation to see all navigation items
www.andreabrugi.com	<ul style="list-style-type: none"> • Animation of navigation titles are fade-ins • Underline of navigation item as you hover over it • Product scrolling for one item rather than seeing all items at once 	<ul style="list-style-type: none"> • Navigation items overlap some clickable items • Menu is on all four corners, but is not clickable at the ends (Fitts Law)
www.studiolimb.com	<ul style="list-style-type: none"> • Tree branches theme is consistent even with loading bar and navigation arrows • Slides to next page rather than default load • In works section, all works are in grayscale until you hover over • Clicking on individual works makes the page slide downwards to see project details 	<ul style="list-style-type: none"> • No overall navigation bar, so it requires more steps to click to a page that is not right next to the page you are on • You have to click on the “X” to close project details and to select another project to see a different project’s details

Portfolio Competitive Analysis

Website	Analysis
http://yaakovl.com/	<ul style="list-style-type: none"> • Documentation of design process • Clear purpose to pursuing design
http://www.hyunsoopark.com/	<ul style="list-style-type: none"> • Specifies client, duration of project, and role • Follows a case study structure that follows each project’s design process before showing the final design; shows problem solving and storytelling abilities • Aesthetically appealing and consistent • Creates strong personal brand

<http://www.leungportfolio.com/>

- One strong example of each of the specific paths: User Experience Design and Front-End Development
- Includes technology stack