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| **Site 1 – URL** | http:// https://www.vogue.co.uk/ |
| Why did you choose this site? | This is a mainstream fashion website that features number one on google when searching fashion also it has magazine publication and is now worldwide. Many people when they are looking for fashion ideas would go to here to keep up with the latest trends furthermore, the site also has sections on where to shop, beauty and features mainstream stars. |
| **Site 2 – URL** | http://hercampus.com/school/manchester/ |
| Why did you choose this site? | This blog features regular fashion updates of general Manchester and student fashion furthermore it does feature past articles of Fallowfield fashion and could be a direct competitor to our website however this is down on google featuring seventh on google results. |
| **Site 3 – URL** | http:// https://www.pinterest.com/fashion/ |
| Why did you choose this site? | From our user survey we performed when asked what website they would look for outfit ideas from many suggested Pinterest. |

You should assess the conformance of each site to each criterion and indicate your judgement using a rating of 1 - 5 where 1 = low conformance and 5 = high conformance. Additional comments are require to illustrate and explain your scoring.

**Reminder:** You are assessing competitor sites to look for both good and bad practices, innovations, industry practices and/or standards. Things you might want to replicate; things you might want to avoid. It will also give you an insight into the client’s industry, and potential ideas of the type of target audience.

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|  |  | **Site1**  **Sam** | **Site2 - Leon** | **Site3** | **Refer to site1, 2 or 3 in your comments.** |
|  | **Consistency** |  |  |  | **Comments** |
|  | Overall visual identity is consistent throughout the site, e.g. colour, fonts etc. | 4 | 3 | 4 | Pinterest site uses a uniform approach to the UI using a white background, menu across the top in a back font with the logo on the top left. The pictures that are tagged with what you have searched and have links embedded in the photo to where the item is being sold.  Search, log in and sign up is prominent across the top of the page and is very easy to locate and following the design principles such as colouration of the logo.  Her Manchester site is inconsistent with using block capitals and lowercase throughout the site’s headings and subheadings. This affects the visual heirarchy of the site, the user may be drawn to less important areas depending on the site’s aims. When you navigate the site, you are taken out of the Manchester specific area with no visible way to get back to Manchester’s specific site contents.  Vogue uses a consistent approach to the overall UI of the website. The background is displayed in white accompanied with black font throughout the site. The Navigation bar features a smaller size font; however, the overall visual identity maintains its consistency. |
|  | Design and navigation elements are consistent across pages, e.g. menu in same place, page titles etc. | 3 | 3 | 5 |
|  | Search is in prominent and consistent location (n/a if no search) | 5 | 5 | 5 |

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|  | Efficiency |  |  |  | **Comments** |
|  | Essential information is located at the top of the page and scrolling is not required to access primary navigation. | 5 | 5 | 5 | Pinterest –  Easy to locate at the top of page with clear colour contrast against the background.  Once you search your item such as fashion it will retrieve a variety of options but all relevant to the topic at hand within one click you are at the page, there is a very quick response from click to what you need to find with each menu option easy to find.  Due to nature of website being image and link heavy a blog of sorts it has a huge number of images, but response and load times are still impressively quick loading almost instantaneously.  Her Manchester – No visible menu item to instantly navigate to the Manchester section of the site.  Vogue has a highly accessible navigation bar that allows the user to reach the essential parts of the site with very few clicks. The only problem is the search bar does not retrieve a variety of options when prompted, instead it produces a random list of blogs relating to the topic, which appears exhaustive. |
|  | Mouse clicks for identified information retrieval tasks are recorded within acceptable range, e.g. not unnecessarily clicking and clicking to reach content. | 3 | 4 | 5 |
|  | Images and non-informational graphics don’t compromise download speed, e.g. pages slow to download. | 4 | 4 | 4 |
|  | Architecture |  |  |  | **Comments** |
|  | Depth vs breadth of information structure is appropriate to the content and functionality within the site, e.g. not too many sub-sections. | 3 | 2 | 5 | Pinterest - Has few subsections such as todays takes, sign up, search bar and then images for you with embedded links it hits the key functionalities of a blog space.  The information is user centric on what the user wants to see mostly as they feature what you have searched such as fashion however there are some sections like watch which are organisation centric as they feature random videos to keep you on website.  Her Manchester – Lots of site sections, difficult to navigate to specific sections, a lack of context of what information is where within the site.  Vogue has tailored the website so that the main topics are featured at the top. Very easy to navigate to the relevant sections. However, once you click on a main feature it brings up a lot of sub sections that can be difficult to navigate. |
|  | Information categories are user-centric, not organisation-centric, e.g. do the menu labels, headings, sub-headings make sense? | 4 | 4 | 4 |
|  | **Reassurance** |  |  |  | **Comments** |
|  | Navigation is usable and consistent. It supports user orientation within the site. | 5 | 5 | 5 | Pinterest - The navigation for each sub blog page is the same whichever blog or space you click on, the UI doesn’t change even when you click on subcategories, the sign up is a pop up menu on the page without deviating from the page your on.  Embedded links carry the uniform colouration of the site which is white which is easily contrastable with most images.  Links to internal pages are in black on the large menu at the top of the page and easily identifiable however contact information is extremely hard to find unless googled separately away from the search on the site.  Her Manchester site does not change link colour if it has been previously clicked. No visible external links.  Contact details found in footer of site on every page.  Vogue – Regardless of the section you click on there is a consistent approach to the User interface with black and white colours being the main feature throughout to reflect Vogue’s branding. |
|  | Each page has a link to the home page, or the same navigation scheme that is on other pages. | 5 | 5 | 5 |
|  | Links that have been visited are differentiated from those that haven’t been visited, e.g. if the link colours are non-standard are they still consistent? | 5 | 3 | 5 |
|  | Links to internal pages are differentiated from links to external sites. | 5 | 5 | 5 |
|  | If a user wishes to contact the organisation directly, are contact details easily available? | 4 | 5 | 2 |
|  | **Clarity** |  |  |  | **Comments** |
|  | Information headings and links are labelled descriptively to clearly communicate their destinations, e.g. do links lead to where you would expect? | 5 | 2 | 3 | Pinterest - The information is clearly labelled and divided into easy subunits that are of importance like the logo being home, sign up, today for top hits all being at the top of the page however, some of the menu options can be difficult to deduct such as watch leads you to deduct you are going to watch something but is this related to your topic or general videos of which it was general videos.  Her Manchester links are unclear as to the link destination. Clicking a link often takes you outside of the Manchester section of the page.  Vogue – Headings and links are clearly labelled and divided so that the main parts of the website that you would expect a user to click on is reflected in their location on the site. For example, the top hit popular blogs are located on the home page. |
|  | Information is divided into logical units, e.g. does the division by sub-pages make sense? | 4 | 3 | 4 |
|  | A hierarchy of importance is established, e.g. is important information featured prominently? | 5 | 3 | 4 |
|  | Authority |  |  |  | **Comments** |
|  | The person or organisation responsible for the information on a site is clearly indicated on all pages of the site, e.g. can you identify the author/owner of the information? | 2 | 5 | 5 | Pinterest - This is a blog type page hosted on Pinterest so you can easily see who is hosting the site furthermore, due to it being a blog you can see who is hosting this image or blog space with a user photo and name on the top of each post.  Her Manchester has author names prominently on each page.  Vogue clearly labels the author for each and every blog that is featured on the site. |
|  | Currency |  |  |  | **Comments** |
|  | Content is up-to-date and current. | 5 | 3 | 5 | Pinterest – Content is showcasing all the posts from the user however, there is no expiry date or date the picture was posted it just shows the last time the user posted. Furthermore, there is no popularity or search refine terms on the blog pages or search.  Her Manchester appears to have last been updated in 2019.  Vogue showcases very recent posts and the website is clearly updated very regularly. Blogs and articles are date stamped. |
|  | The currency of the information is clearly marked through a publication and/or expiry date. | 4 | 3 | 4 |
|  | Recent or popular content is prominent, e.g. news or other highlighted section. | 5 | 3 | 3 |
|  | Readability |  |  |  | **Comments** |
|  | Font size is readable with standard browser settings. | 5 | 4 | 5 | Pinterest - The design on both computer and mobile is adjustable to size of screen used you can quickly search terms with the easy UI. The site features mainly on images but doesn’t stretch to the edge of the screen and has adequate borders around each page. Each picture showcasing a blog space is well defined with adequate white space between each photo.  Page widths do change between the homepage and the blog however there is good spacing around the site for example on the blog its atleast 1px between pictures and the main page being 71x26 spacing.  The font is Latin and weight semi-bold with 1 px space between which is universal throughout the site.  Her Manchester uses block capitals which is less suitable for scan reading according to UX best practices.  Vogue also uses block capitals which can appear difficult to read on first glance. There is sufficient spacing between all navigation items, and are comfortable to read and identify. |
|  | Scanning is supported through the information structure, e.g. can you skim read the page and pick out key elements? | 5 | 4 | 5 |
|  | Screen density is balanced with ‘white’ space, e.g. appropriate balance between text, images and blank space on each page. | 5 | 4 | 5 |
|  | Page width and line (text) lengths are comfortable to read. | 5 | 4 | 5 |
|  | Corporate Identity |  |  |  | **Comments** |
|  | Visual identity is consistent across all pages, e.g. use of colour, logo etc. | 5 | 3 | 5 | Pinterest - The colours and font used match the Pinterest logo and is easily identifiable without even seeing the logo which webpage you are on.  Menu and logo colour is #e60023.  Background is #ffffff  Her Manchester has inconsistent use of red, blue, orange and black text and imagery. There is a bright purple link in the navigation that is jarring.  Vogue – Very consistent use of black and white fonts. However, the imagery colouring is inconsistent, but this is to be expected of a fashion blog displaying different items. |
|  | Visual identity is appropriate for the majority of the audience. | 5 | 4 | 5 |
|  | **Relevance** |  |  |  | **Comments** |
|  | Content type and tone is relevant to the audience. | 5 | 5 | 3 | Her Manchester’s content seems relevant to the user group. Icons are not used frequently. |
|  | If icons are used, do they communicate clearly in place of a text link or as a support for a link? | 5 | 5 | 5 |

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|  | Animations or scrolling text (if used) add to the information content or context of the site, e.g. do they help or hinder? | 4 | 5 | 5 |  |
|  | Non-textual content, e.g. graphics, conveys meaning and is relevant to the user. | 5 | 5 | 5 |
|  | **Accessibility** |  |  |  | **Comments** |
|  | Is there any indication that the site complies Web Accessibility guidelines (WCAG2)? | 4 | 3 | 4 | Pinterest - Site conforms for web accessibility with the only issues being low contrast between test and background on the sign-up pop up and incorrect form label so text readers may miss this.  Contrast ratio between background, images and text is **4.23:1.**  Does not have skip links but does have numerous ARIA features such as describe role etc to benefit accessibility.  Her Manchester has 541 contrast errors. It has no accessibility statement to be found and many links and images do not conform to WCAG 2.1.  Vogue conforms to web accessibility, the contrast throughout the site is also fairly satisfactory. |
|  | Does the site conform to best practices such as alt text, good colour contrast etc? | 3 | 2 | 4 |
|  | Does the site have any accessibility features such as skip links? | 3 | 2 | 4 |
|  | **Browsers** |  |  |  | **Comments** |
|  | Does the site display correctly in the Internet Explorer, Mozilla Firefox, Safari and Opera browsers (all available in the MRL)? | 5 | 5 | 5 | Pinterest Site displays perfectly on IE, Mozilla and Chrome.  Vogue runs well on all available browsers. |
|  | **Mobile** |  |  |  | **Comments** |
|  | Is the site mobile friendly? | 5 | 4 | 4 | Pinterest - The website works on mobile however, there are a few issues such as document object model is too large at 800 instead of recommended 700.  Due to the frameset being included it can affect the way the website loads across devices.  Minimal caching on devices which can affect load time.  Vogue is very user friendly on all available devices. However, the scrolling capability is less effective on mobile. |
|  | Is the site responsive to different screen sizes and screen orientation? | 5 | 5 | 4 |
|  | Does the site maintain its usability on mobile devices? | 5 | 5 | 4 |

**Comparative analysis**

Summarise your findings by identifying 5 key points. These may be *'good'* points, elements on the competitor sites that you want to include in your own site design and build. Alternatively, they may also be *'bad'* points, element that you will want to ensure you avoid.

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| **Key Points** | **Description** |
| **1** | Mobile friendly design and development – the sites reviewed all were presented well on a mobile display. The aspects that were not translated well onto a mobile display gave a bad impression. Also it is likely that our site will be viewed mainly on mobile devices so it is important that the mobile display works well. |
| **2** | Accessibility – our site should conform to good web accessibility standards so that it can be accessed by anyone. Her Manchester had lots of contrast errors which resulted in a harsher perception of the site throughout the rest of the review. The most well known sites all have strong accessibility, so to be perceived in a similar way to a popular site, we should do the same. |
| **3** | Visual identity – It is important that the identity of our site is consistent across pages and sections. In different areas of the Her Manchester site, there is a different visual tone which is off-putting and could distract a user from their flow. |
| **4** | Navigation – All sites do well with navigation, as this is how the user will use the site. We need to ensure that a user is able to find and go to any location in the site that they want to visit without being obstructed. This will engage the user and let them spend longer on the site. |
| **5** | Visual heirarchy – We want to make the correct things more distinct to draw attention from the user. Pinterest does this well so it is a good site to take ideas from. |