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| **Site 1 – URL** | <https://www.myunidays.com/GB/en-GB/list/all/AtoZ> |
| Why did you choose this site? | We chose this site as it is a discount site aimed especially at students. Using cookies, it is able to identify specific deals for students, and using this idea we hope to manipulate our site to help pick out specific fashion items for students. |
| **Site 2 – URL** | http:// [Visit Manchester | Holidays in Manchester UK | Official Tourist Board](https://www.visitmanchester.com/) |
| Why did you choose this site? | We chose this site because it is a good reflection of what we would want our final website to look like. Using vivid coloured images, it is able to quickly grab the user’s attention. This is a feature we would like to incorporate into our website as we aim for it to be more visually focused. |
| **Site 3 – URL** | <https://www.asos.com/> |
| Why did you choose this site? | We chose this site as it is a popular online clothing site aimed at a younger target audience. It clearly defines different types of clothing into sections making it quick to find specific items and make use of a search bar to find specific brands and items. It also displayed deals such as ‘students get 10% off’ on the front page which helps user to delve deeper into the site as they know they will get a good deal. |

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** | **Site2** | **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 | 4 | 4 | **Unidays**: This site is very visually dynamic, with offers moving across the screen helping to catch a student's eye. It makes use of bright colours to help attract students to specific adverts and offers a search bar in case a student who wants to look for a specific deal.  **Visit Manchester**: There is a good level of consistency in this website, ranging from the type of images used, the fonts, colour scheme and navigation. The consistency provides an intuitive user experience for all users. The search bar is quite visible however could easily be lost in the list of social media links/logos.  **Asos**: The visual identity of this site is good overall as the colours are consistent across the whole site. Navigation elements vary across the site as the menu page only has two subheadings of ‘male’ or ‘female’ which is not very inclusive. However, when clicking on one of these headings, specific subheadings of different items are then displayed. The search bar is prominent on all pages. |
|  | Design and navigation elements are consistent across pages, e.g. menu in same place, page titles etc. | 4 | 5 | 3 |
|  | Search is in prominent and consistent location (n/a if no search) | 4 | 3 | 4 |

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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. | 4 | 3 | 3 | **Unidays**: headings are displayed at the top of the page to offer shortcuts to specific areas such as ‘food’, or ‘wellbeing’. This helps to reduce the number of mouse clocks. The site in general is fast loading.  **Visit Manchester:** This is an efficiently built website, which loads up quickly, displaying all images in high quality, with clicks that instantly take the user to various links. This website could benefit from including their essential information at the top as the user would have to scroll for bit longer than intended to find this.  **Asos**: Information on the home page is not clear, and several clicks are required if you want to find specific items. Although images are clear, the speeds of movement to each page are clearly slower than other sites such as unidays. |
|  | Mouse clicks for identified information retrieval tasks are recorded within acceptable range, e.g. not unnecessarily clicking and clicking to reach content. | 3 | 5 | 3 |
|  | Images and non-informational graphics don’t compromise download speed, e.g. pages slow to download. | 4 | 5 | 3 |
|  | 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 | 4 | 4 | **Unidays**: there are many different subsections to this site. It starts with various offers for students, and then displays extra information such as careers and press- this information could be deemed irrelevant for the purpose of this site. These headings are also organisation- centric as they are quite broad, and a student may not initially understand what the main point of that sub- heading is.  **Visit Manchester:** The amount of information present on the website is sufficient for the user which includes the number of subpages/ sections. The navigable and a lot of effort has been made to ensure the website is user centric. This has been achieved with the use of highlighted and bold labels, headings and subheading which are quite intuitive.  **Asos**: information used is appropriate to the site as it lists different types of clothing items within each subheading. This makes it easy for users to find specific items. |
|  | Information categories are user-centric, not organisation-centric, e.g. do the menu labels, headings, sub-headings make sense? | 3 | 5 | 4 |
|  | **Reassurance** |  |  |  | **Comments** |
|  | Navigation is usable and consistent. It supports user orientation within the site. | 4 | 4 | 4 | **Unidays**: navigation is generally easy throughout the site as it has a search bar and a navigation tool at the top of the page which means one click goes straight back to the home button. Links that have been previously visited are not obvious as they remain the same colour, however links to external sites are in the form of hyperlinks so are easy to notice. The contact button is at the bottom of the page so could potentially take some searching around to find- it is not easily accessible.  **Visit Manchester:** navigation here is quite intuitive and makes heavy use of images and text, which stays consistent throughout the website. Each page has a link to the homepage, which is the logo. It is not obvious to the user what the difference between internal links and external links and points of contact are limited, which only allows the user to contact the organisation via its social platforms.  **Asos**: navigation is usable as specific clothing items are subheadings, however once on specific items there is no link to take you back to the home page, and previously visited links are not in a different colour. There are no links to external sites. In order to contact the organisation, you must scroll to the bottom of the page and search for that specifically. This is not very user friendly. |
|  | Each page has a link to the home page, or the same navigation scheme that is on other pages. | 5 | 5 | 2 |
|  | 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? | 1 | 4 | 1 |
|  | Links to internal pages are differentiated from links to external sites. | 3 | 2 | 1 |
|  | If a user wishes to contact the organisation directly, are contact details easily available? | 3 | 2 | 3 |
|  | **Clarity** |  |  |  | **Comments** |
|  | Information headings and links are labelled descriptively to clearly communicate their destinations, e.g. do links lead to where you would expect? | 4 | 5 | 3 | **Unidays**: information headings are split into topics such as ‘wellbeing’ to help guide students to areas of interest. The latest deals are displayed on the home page; however, this could be argued to be less important for students not interested in those offers.  **Site 2/ Visit Manchester:** Headings and links are clear and descriptive and are used here as to divide the page into different sections in which the headings serve as links as well. The website is well structured in terms of importance as prioritises what users are most likely to search for first.  **Asos**: headings and labels are clear, however the headings on the home page are only ‘male’ or ‘female’ which is not very good- people may want to buy for children etc. However, once in these topics, subheadings are listed clearly for different clothing items. No information on the site appears to be any more important than any other information- no hierarchy! |
|  | Information is divided into logical units, e.g. does the division by sub-pages make sense? | 4 | 4 | 5 |
|  | A hierarchy of importance is established, e.g. is important information featured prominently? | 2 | 5 | 2 |
|  | 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? | 5 | 3 | 5 | **Unidays**: every offer has the name of the business clearly displayed at the top  **Site 2/ Visit Manchester:** The website only uses an ‘M’ to depict the organisation which is not necessarily intuitive to a first-time user.  **Asos**: every page has the organisations name at the top |
|  | Currency |  |  |  | **Comments** |
|  | Content is up-to-date and current. | 5 | 5 | 4 | **Unidays**: content is dated and obvious when the offers expire, however popular content is not displayed in a highlighted area, only using subheadings of interest.  **Visit Manchester:** the content here is up to date and reflects what is currently going on in Manchester. Each webpage is dated to reflect currency, but it is only reflected by the year and not the exact date. It is also not clear which content is current.  **Asos**: there is no expiry date on items, so it is unclear how long you will be able to purchase them. |
|  | The currency of the information is clearly marked through a publication and/or expiry date. | 5 | 3 | 3 |
|  | Recent or popular content is prominent, e.g. news or other highlighted section. | 2 | 1 | 1 |
|  | Readability |  |  |  | **Comments** |
|  | Font size is readable with standard browser settings. | 5 | 5 | 4 | **Unidays**: font size is clear, with bold fonts being used for companies' names and offers making it easy to scan read. There is also a large amount of white space making the display seem minimalistic and effective.  **Visit Manchester:** the font size is readable with a zoom option to enlarge the text. The headings make use of large fonts and bold text to grab user attention which allows them to easily skim through the webpages. The pages can be a bit lengthy however, this is well balanced with the white spacing.  **Asos-** generally the font size is readable, with good balance of white space and line lengths. However, terms and conditions text is presented much smaller and difficult to read. |
|  | Scanning is supported through the information structure, e.g. can you skim read the page and pick out key elements? | 5 | 4 | 4 |
|  | Screen density is balanced with ‘white’ space, e.g. appropriate balance between text, images and blank space on each page. | 5 | 5 | 4 |
|  | Page width and line (text) lengths are comfortable to read. | 5 | 3 | 4 |
|  | Corporate Identity |  |  |  | **Comments** |
|  | Visual identity is consistent across all pages, e.g. use of colour, logo etc. | 5 | 4 | 4 | **Unidays**: bold colours are seen throughout the site, and is appropriate for the target audience of a student.  **Visit Manchester:** the visual identity is consistent throughout, with the same logos, fonts and image styles used through the website.  **Asos-** visual identity is consistent across the site, however the colour black which is used could be argued to not be the most appropriate colour to use as it carried negative connotations. |
|  | Visual identity is appropriate for the majority of the audience. | 5 | 5 | 4 |
|  | **Relevance** |  |  |  | **Comments** |
|  | Content type and tone is relevant to the audience. | 4 | 5 | 3 | **Unidays**: content type and tone is relevant, with popular brands such as adidas and ASOS visible as soon as you enter the site. Icons and scrolling text are limited. The offer is clear but with very little description- this is good for the target audience. Graphics help to make the offer clearer by having company logos.  **Visit Manchester:** The content is relevant to the user and is well labelled to indicate this. Icons used, especially those for social media work as expected as they track the users directly to the specific application.  **Asos**: content type and tone is relevant to anyone who is looking for clothing online, however there are no icons used. Text is to describe the clothing and images of the clothes are displayed. However, the wording and presentation of the pages are very generalised and so it is unclear who the target audience is. |
|  | If icons are used, do they communicate clearly in place of a text link or as a support for a link? | 3 | 5 | 1 |

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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? | 3 | 4 | 3 |  |
|  | Non-textual content, e.g. graphics, conveys meaning and is relevant to the user. | 4 | 4 | 3 |
|  | **Accessibility** |  |  |  | **Comments** |
|  | Is there any indication that the site complies Web Accessibility guidelines (WCAG2)? | 1 | 5 | 1 | **Unidays**: there is no mentions of WCAG2, however the site does have bold colours and clear images. The site offers specfic topics under subheadings such as clothing, eye care and gym under the overall heading of ‘Health’. This helps a student to refine their search.  **Visit Manchester:** the site has an accessibility icon, which gives users an option to switch to an easier browsing option for them. There is the use of a high contrast colour scheme with the text and images as well as the background, but isn’t clear which accessibility options there are.  **Asos:** It is unclear if this site conforms to WCAG2 and there is very little colour contrast as the majority of the pages follow the black colour which reflects the company logo. |
|  | Does the site conform to best practices such as alt text, good colour contrast etc? | 4 | 5 | 3 |
|  | Does the site have any accessibility features such as skip links? | 2 | 3 | 2 |
|  | **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 | **Unidays**: the site is displayed perfectly in all browsers so has clearly been well user tested.  **Visit Manchester:** the site is displayed perfectly in all browsers so has clearly been well user tested.  **Asos:** the site is displayed perfectly in all browsers so has clearly been well user tested |
|  | **Mobile** |  |  |  | **Comments** |
|  | Is the site mobile friendly? | 5 | 5 | 5 | **Unidays**: the site is displayed perfectly on all devices and has clearly been well user tested.  **Visit Manchester:** the site is displayed perfectly on all devices and has clearly been well user tested.  **Asos**: the site is displayed perfectly on all devices and has clearly been well user tested. |
|  | Is the site responsive to different screen sizes and screen orientation? | 5 | 5 | 5 |
|  | Does the site maintain its usability on mobile devices? | 5 | 5 | 5 |

**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** | The use of a headings, subheadings and a quick home link offer an easy and appealing site to be used by students. This reflects the target audience, as they may want quick and easy deals to access, without the needs to scroll through loads of different offers. |
| **2** | The bold colours and clear fonts display the offers more clearly, making it easier to notice offers and could have the added benefit of more users making use of the site because of the ease of use and accessibility. This is something we could make used of in our fashion guide for students as it can help enhance offers etc. |
| **3** | The use of dates for offers to be used by help to develop a sense of urgency and may encourage used to buy products as they may not get that deal next time, they visit the site. This also helps to shows an ever-changing site, which may encourage repeat visitors and new content is always displayed. |
| **4** | User testing will be essential for our site as students often access web pages on their mobile phones so it is imperative that the web page is easy to interact with on a mobile so it is accessible easily for our target audience. |
| **5** | The use of vibrant images are instantly able to grab users’ attention and with this being consistent throughout the website, this retains user attention which is something which would likely be incorporated into our website. |