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| **Site 1 – URL** | http:// https://www.verywellfit.com/ |
| Why did you choose this site? | Very Well Fit was one of the first websites that popped up after searching ‘health and fitness’ in the search engine, the site covers both health and fitness. The website has a similar look and feel to websites that people may access every day, the feeling of familiarity, but not the same, following a similar structure to news sites, but instead of reporting news the aim of the website is to provide informative articles about fitness and health. The webpage follows modern day trends, some of these include a ‘trending’ column and a simplistic yet effective use of graphics and illustrations with simple colours. Very Well Fit creates a friendly atmosphere, the colours used on their website have a pastel tone, making the page and information presented to the reader appear calm and inviting, rather than the use of bright colours which can connotate to being very ‘in-your-face’. The website also features ‘Meet the team/Review board’ sections, showing the user the people behind the website, appearing friendly and with good intentions, as the topic of health and fitness for those of a novice can be daunting to research and discover the facts. |
| **Site 2 – URL** | http:// https://www.nih.gov/health-information |
| Why did you choose this site? | This site is visually very different from the previous, the site mainly focuses on information about personal health. Although the website appears to be American, the majority of the information is still valid for a UK audience. At a first glance, the design of the site does not look overly modern, differently from the first site looked at. The website gives a clear message that, although the slightly duller appearance, the information provided, and content is rich, factual and highly valuable. There is no ‘sugar-coating’ with the information presented to the user is straightforward and exactly to the point. The website looks to give a more formal approach to information sharing – including a ‘News’ section with a graphic of newspapers, followed by findings of latest health research. This website could be an ideal read for someone who is already very established with their knowledge of health and is looking to dive deeper into topics they already know or want to investigate more serious and detailed findings about personal health. |
| **Site 3 – URL** | http:// https://www.puregym.com/ |
| Why did you choose this site? | PureGym’s website is very engaging. The imagery, brand and graphics used gives the site a very modern feel, the colours are bright, but they are complimentary. Coincidentally, similar colours have been used for the verywellfit website, and this one. The website is split into clear sections, this is indicated my coloured boxes, images and text headers located in the centre of the page. Although the landing page for the PureGym website is highly focused on promotion and advertisement to get readers to join the gym, the sub-pages, located through the menu on the left-hand side – includes free workout videos and exercise guides, which are ideal for people who may be joining the gym, or working out themselves, maybe at home, for the first time. Each area of the site is complimented with an image, or multiple images of people having fun/smiling while at the gym, encouraging readers that fitness is a good thing! PureGym’s website is great at getting straight to the point, whether its sharing a workout or promoting their gyms, information is presented in a friendly, almost energetic way – again, the use of bright yellow, bright turquoise colours. Navigation isn’t obvious however, accessed through a side menu. |

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. | 5 | 3 | 5 | Site 1 has my favourite visual identity. Colour is consistent and fits within their brand, the consistent use of colour is also consistent with graphics an icon used. Font is the same throughout for both external and internal links. Navigation can be found at the top of the page, in the centre. Large titles and smaller titles/subtitles of articles are highlighted yellow, clearly establishing them different from the rest of the text on the page. There is one search field across the website, it is located in the same place with no issue as to what page the user is accessing. |
|  | Design and navigation elements are consistent across pages, e.g. menu in same place, page titles etc. | 5 | 4 | 5 |
|  | Search is in prominent and consistent location (n/a if no search) | 5 | 3 | N/A ‘Search’ – ‘Menu’ button instead |

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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 | 4 | 2 | In the second website the most important information is provided at the top of the page. There is a banner across the top of the page for COVID-19 information – which is important news worldwide, the user does not need to click through the navigation to reach the content, this content is still relevant in the present day. The navigation panel is found above this, being consistent with basic website structure. When accessing the page on mobile, the links which clicked through to documents/external pages took longer to load than those which did not. Even if the document is owned by the business running website the files caused the pages to take longer to load. |
|  | Mouse clicks for identified information retrieval tasks are recorded within acceptable range, e.g. not unnecessarily clicking and clicking to reach content. | 4 | 5 | 3/4 |
|  | Images and non-informational graphics don’t compromise download speed, e.g. pages slow to download. | 5 | 3 | 5 |
|  | 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. | 4 | 5 | 4 | Site 3’s website is split into sub-sections; however this has been done in the most efficient way out of all three websites, having each sub section span the width of the page, utilising different background colours and colours of titles. Titles are also located in the middle of each sub-section, to clearly communicate that this is a sub section to the reader, in a visually slick, simple and modern way. |
|  | Information categories are user-centric, not organisation-centric, e.g. do the menu labels, headings, sub-headings make sense? | 5 | 3 | 5 |
|  | **Reassurance** |  |  |  | **Comments** |
|  | Navigation is usable and consistent. It supports user orientation within the site. | 5 | 4 | 3 | Navigation is in a consistent space of the websites and does not change location. Site 1 and 2 have the same styles of navigation (top and centre), however site 3’s navigation panel is located at the top left. Often, the link to the homepage is embedded within where the logo/company name is located on the website. By clicking on the logo, it should take you to the homepage, this is the case for all three websites. |
|  | 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? | 2 | 3 | 2 |
|  | Links to internal pages are differentiated from links to external sites. | 2 | 2 | 3 |
|  | If a user wishes to contact the organisation directly, are contact details easily available? | 4 | 4 | 4 |
|  | **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 | 2 | 5 | All websites do this well. A hierarchy of information is not hugely necessary for this type of how-to-guide/website. Only if the website includes a ‘news’ section, (which sites 1 and 2 do so) this is found at the top of the page, often top right – establishing its importance. Our website will likely not have one of these, as it isn’t necessary for the content in our guide. |
|  | Information is divided into logical units, e.g. does the division by sub-pages make sense? | 4 | 3 | 5 |
|  | A hierarchy of importance is established, e.g. is important information featured prominently? | 2 | 4 | 3 |
|  | 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? | 4 | 5 | 3 | The company/organisation that created each of these sites is labelled specifically, owners and authors however are not as necessary to be noted down as the content is owned by the company for sites one and three. As site two includes research into health from external resources, it is more relevant to be included there. |
|  | Currency |  |  |  | **Comments** |
|  | Content is up-to-date and current. | 4 | 5 | 5 | All content is up to date and relevant for the present day and future. The type of information looked at here does not regularly go out of date. |
|  | The currency of the information is clearly marked through a publication and/or expiry date. | 3 | 4 | 2 |
|  | Recent or popular content is prominent, e.g. news or other highlighted section. | 5 | 5 | 3 |
|  | Readability |  |  |  | **Comments** |
|  | Font size is readable with standard browser settings. | 5 | 3 | 5 | Font size is readable on all websites, site one and three were the most accessible for font sizing, site two uses the smallest font size, and often blends in with the background grey colour used here. Scanning is trickiest on the third website, due to the page being split into horizontal sections, requiring the user to potentially do a lot of scrolling before they get to the information they need. |
|  | Scanning is supported through the information structure, e.g. can you skim read the page and pick out key elements? | 4 | 2 | 3 |
|  | Screen density is balanced with ‘white’ space, e.g. appropriate balance between text, images and blank space on each page. | 4 | 3 | 4 |
|  | Page width and line (text) lengths are comfortable to read. | 4 | 3 | 4 |
|  | Corporate Identity |  |  |  | **Comments** |
|  | Visual identity is consistent across all pages, e.g. use of colour, logo etc. | 5 | 3 | 5 | Site 3’s corporate identity is very strong. They are already a well-established company and have many physical locations across the UK to support their website and its validity. People will trust the information they see due to their background knowledge. Their visual identity uses simple designs and primary and secondary colours, easily accessible and memorable. Their logo fits in with the name of this brand. |
|  | Visual identity is appropriate for the majority of the audience. | 5 | 3 | 5 |
|  | **Relevance** |  |  |  | **Comments** |
|  | Content type and tone is relevant to the audience. | 5 | 4 | 5 | Site 1 is clearly aimed at a very wide audience. The site contains both beginner and experienced levels of information for the users. The site isn’t overly complex at first glance, and easily communicates through the use of icons to support the articles. The icons are simple outlines of an object that summarises what the relevant article is about – a trainer or shoe icon/graphic has been used to indicate running or walking. |
|  | If icons are used, do they communicate clearly in place of a text link or as a support for a link? | 5 | 2 | 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 | N/A | 3 |  |
|  | Non-textual content, e.g. graphics, conveys meaning and is relevant to the user. | 4 | 3 | 4 |
|  | **Accessibility** |  |  |  | **Comments** |
|  | Is there any indication that the site complies Web Accessibility guidelines (WCAG2)? | N/A | N/A | 2 | This is likely the weakest scores across all three websites. |
|  | Does the site conform to best practices such as alt text, good colour contrast etc? | 3 | 2 | 3 |
|  | Does the site have any accessibility features such as skip links? | N/A | N/A | N/A |
|  | **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 | All sites comply with this very well. |
|  | **Mobile** |  |  |  | **Comments** |
|  | Is the site mobile friendly? | 5 | 5 | 5 | All sites comply with this very well. |
|  | Is the site responsive to different screen sizes and screen orientation? | 5 | 5 | 5 |
|  | Does the site maintain its usability on mobile devices? | 5 | 4 | 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** | Consistency:   * Branding, fonts, colours and icons are all consistent across the three websites. * Each website has a main colour (the brand colour) and complimentary extras in their palettes to support the websites design. * All websites have some form of navigation at the top of their landing page, this is expected now of every website, no matter what the content is. * The descriptive level of information/content should be consistent. (Beginner level). |
| **2** | Information:   * Our website will be tailored to a beginner-level audience, site one and site three analysed do this very well and we will take inspiration from this. * The inclusion of visual elements to support content will be essential if we have the capability to include this. * How-to-guides, like instructions, often use bullet points, paragraphing, short sentences that are straight to the point, and often use a second-person tone of language. * Important to not have too much information on landing page/top half of website. |
| **3** | Design:   * The same font to be used throughout. * The same graphic/icon style to be used throughout. * Images that have similar themes/backgrounds. * A logo which reiterates the brand and the message we are trying to convey, modern day logos are simple yet effective, a complex logo could deter readers. Simple is easy to remember. |
| **4** | Relevance:   * There is often new research and findings in relation to health and fitness, however, basic knowledge and beginner understanding is rarely changing, therefore our content and website should not become ‘outdated’ in the future. * If linking through to external sources, it is good to distinguish this from original content, and check that the external links are not outdated/broken. |
| **5** | Audience:   * As we will be aiming towards a beginner level audience, the tone and language must suit a wide range of ages and demographics. * Although we are UK-based, users from across the globe may be able to access our website and its information, if a part of the content is UK specific, we must openly state this for the user’s information. * The language used on our website will be instructional, however with an informal, relaxed tone. |

**Conclusion and Summary**

Key Ideas from competitors we will include:

* Include demographics.
* State any UK specific content.
* Use site 1 and 3 to ensure our site is clear for beginners.
* The less complex the easier it us for the user to digest.
* Ensure branding and colour schemes remain consistent, this will ensure the site looks professional.
* Include a form of navigation at the top of the landing page, this is expected now of every website, no matter what the content is.
* Users are more likely to rust the site if the background knowledge is considerate.