Exercise 2

• Pick two websites that compete in roughly the same area. Compare and contrast them

**California Department of Motor Vehicles (DMV) - http://dmv.ca.gov/portal/home/dmv.htm?lang=en**

**Indiana BMV-** [**http://www.in.gov/bmv/**](http://www.in.gov/bmv/)

The homepage of Indiana BMV is not organized into categories as such but we find all the information on the homepage itself. Whereas California DMV is organized into labels on top of the page. Though California DMV has labels, they are difficult to navigate as we don’t find things easily on the homepage. There are so many write ups in the homepage on CA DMV. The search bar at the bottom of the page for CA, which is not a good thing. As a user I don’t want to scroll all the way down to find the search bar. IN BMV has search bar on top of the page and quite big and clear which is good. Action wise, where users are given clear idea of what they can do, I like IN website. I don’t have to navigate too far. One more thing I noticed is CA website has a tab named DRIVER LICENSE. Say suppose I want to renew my driver license online, I found the renewal under ONLINE SERVCES. That’s confusing. There are too many contents on CA website as opposed to IN website. CA web content is not really grouped well. To figure out what I want to do, I will have to go through all the write-ups. The ads on CA website is not based on general population. Like for example, on the CA homepage, I get ads about survey and senior citizen benefits. There is no age group or confined group of targeted population based ads. On the hands, IN website don’t have any ads at al. It is difficult to know the current updates on IN BMV.