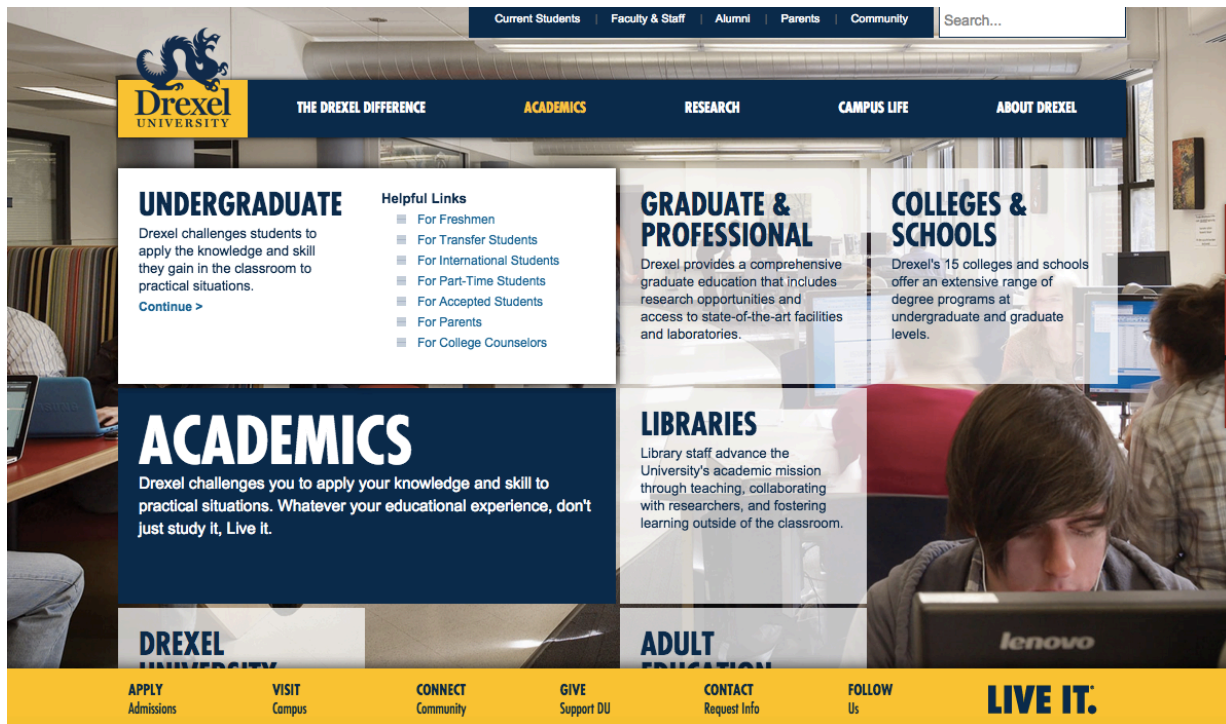
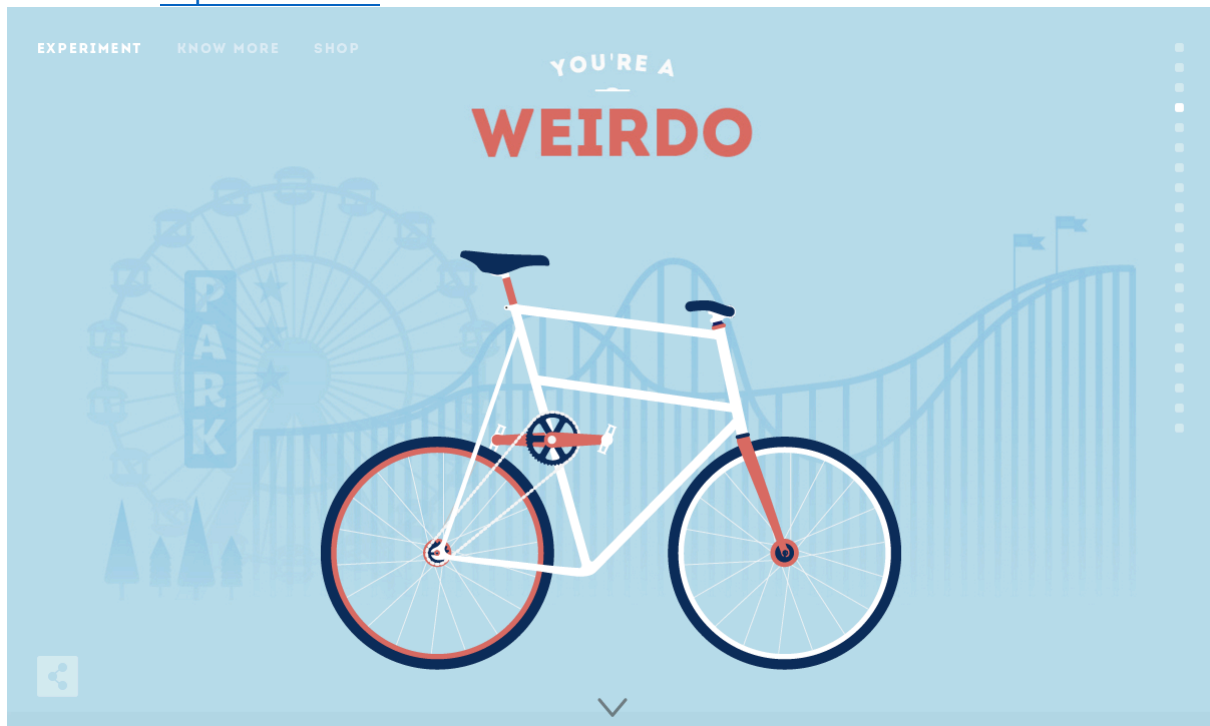


Project: Comparative Analysis



Website 1: <http://drexel.edu/>



Website 2: <http://cyclemon.com/>

For this analysis, I decided to look at the Drexel University and Cyclemon websites since they have similar goals in terms of design and content. After researching different types of university pages, I thought Drexel's was most similar to how I might approach my project. The website is very professional, yet it still has a modern/hip aesthetic to it. There is a lot of interactivity throughout the pages, which makes the pages more comfortable to use. In addition, the content in this website is very similar to what I will be having in mine. The interactive design in Cyclemon website makes it much more fun and engaging for the user. They have really great bicycle and background graphics that give the website such a unique style. Most of the interaction is left up to the user to figure out on their own and the design makes it easy for the user to navigate on how to. I think that including playful graphics and not too much content like this in my project will get students more engaged. Having the page covered with text might be too overwhelming for the user. Though the intent and content is different for both websites, they have similar approaches in how to engage their audiences. Both websites target young people, so it is understandable why they chose the certain colors, style, and typefaces for the pages. They use sans-serif fonts that gives it a modern and sophisticated look that is appealing to younger audiences.

Since simpler designs are much easier to use, I think Cyclemon is more effective as far as interface design. It contains so many unique components to it, such as its scrolling, that makes the user want to explore it even more. Drexel's website is still great though with its organized, grid-like structure. All the information that a student may need is accessible or easy to navigate to. I think by implementing characteristics from both designs, it will help make my undergraduate project more enjoyable and useful for students.