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Research

<https://www.zeromotorcycles.com>

Zero Motorcycles is an electric motorcycle company that focuses on combining traditional motorcycles with today’s most advanced technology for clean and efficient, high-performance riding.

This is a good marketing website for the company. They display different types of bikes that highlights between each choice selection. The design is creative yet not too overwhelming of information.

Upon entering the website, there is an immediate notice to the moving graphics that captures the viewer’s attention. On the top right is the navigation menu, with multi-language support that can be toggled based on location. Scrolling down you can notice a carousel of their prominent bike models, highlighted features of their motorcycles, and lastly a clean footer. The navigation menu and the chat support have a position of sticky that allows for quick access.

One change that could improve the site is the content of the navbar itself. Customers who are new to the motorcycle industry, especially the age of electricity may seek additional info. Instead, the current menu only showcases the models. The only way to acquire more information is only in the footer. Alternatively, I would create a list with that information and have a submenu/drop down menu from an ‘Inventory’ section in the new nav list.

They utilize a modern Hamburger Navigation Menu and Footer Navigation Menu.

<https://www.trekbikes.com>

Trek Bikes is a road bicycle company that manufactures and distributes all kinds of bicycles to target a demographic of the entire world, regardless of age, sport/adventure, and technology. They have it all.

This is a good website visually, but bad in terms of content. There is so much information and the important ones are difficult to distinguish or find.

To start off, there are a few repeated links. The navbar itself contains the different types of bikes and since it follows the scrollbar, there is no need for that same information to be inside the footer. Trying to find the About Us could only be found in Shops/Store-Finder link. There was a small section of “Who we are” and “Why choose Trek”. Ideally that should be in its own page along with the mission statement.

Here are some changes I would implement. First, is to rewrite the navigation bar. Similar to the company above, the various types of bikes (Mountain, Road, City…) can be placed under one category that drops down to links and instead of overfilling content, each subcategory possess its own page. Then the rest of the navbar can hold an About Us with a subcategory for the “Inside Trek”, Stores/Map, and a Contact Us.

They utilize a Horizontal Dropdown Navigation Menu and Footer Navigation Menu. For mobile view, there is a Hamburger Menu.

<https://www.giant-bicycles.com/us>

Giant Bicycles is the world's largest bicycle manufacturer and designer company from Taiwan with a complete ecosystem of bikes, gear and cycling services, always accessible and connected.

This good website has all the right features and content. The primary colors of white and blue compliment one another, the information is well structured and easy to navigate, and the visuals are also complimentary.

As mentioned above, the website nails the navigation bar by breaking it down into subcategories to alleviate some space. Each tab has a clear purpose, with the stores providing locations of their facilities on a map, support providing information about the company and ways of contact, and the bikes/gear containing a view all link that will lead the user to a separate page. The footer is nice and simple, the only repeated links are the ones that matter.

There isn’t anything I would change; I am satisfied with the anatomy of the website is well put together.

They utilize a Horizontal Dropdown Navigation Menu and Footer Navigation Menu. For mobile view, there is a Hamburger Menu.