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| **Example #** | **The Sites Purpose** | **Navigation** | **Similarity Grouping** | **Symmetry** | **Regularity/ Alignment** | **Economy of Styles** | **Proportion** |
| AFL Website  <https://www.afl.com.au/> | To bring together all AFL news, Stats, Team Information, Fixtures, past games information and league ladder. | * The links within the NAV bar are internal links apart from “tipping” and “shop” which re direct you to a subsidiary site * The navigation is clean and simplistic which each navbar option providing a drop down function * The top of the page contains another interactable nav bar which allows the user to click on their team and be taken to the teams’ website | * “Latest Videos”, “editors picks” and “more news” etc are grouped together on the home page to allow the user to see groupings of what they may want to see the most | The website is symmetrical, all rows are laid out evenly and allow for easy identification of media | The webpage is aligned evenly and is regular | * Styling is minimalistic and clear, all aspects of the page are clear to read and can be clearly identified by the ready * The colours being used are the primary colours of the organisation’s logo and different use of colours and fonts allow for easy identification * In the AFL Ladder the page includes a “cut off” line to clearly show which teams are going through to finals and those below the bar are not | * The page is proportionate, Titles are bold, and subtitles are just larger than the regular text that you can tell them apart. * The bigger and more recent news take up a greater proportion of the page allowing readers to see what is important and current |
| Fox Sports  <https://www.foxsports.com.au/afl> | This sites purpose is to allow users to find all information about the current AFL season, including news, tipping, live scores, team info, ladder, fixtures and results as well as video clips and podcasts | * The navigation along the top of the page allows users to navigate the website through internal links * The navigation is clear and responsive, providing a hover response on the link | * The website shows you the most recent stories first then groups stories by sport and “you might also like” with an added section for most recent videos * Side bar with list of podcasts | The website is fairly symmetrical except for the homepage which includes a side bar that lists all podcasts, this could be better positioned as it currently eats up space from the news. | The webpage is aligned evenly and is regular as all contents on the page follows the same margins across all pages | * Styling is minimalistic and clear, although there is a lot of white (blank) space which could be better utilised * The colours being used are the primary colours of the organisation’s logo and different use of colours and fonts allow for easy identification | * The page is proportionate, Titles are bold, and subtitles are just larger than the regular text that you can tell them apart. * The bigger and more recent news take up a greater proportion of the page allowing readers to see what is important and current * Instead of increasing margins to keep all styling across all pages the same this website incorporates a horizontal scroll bar |
| Footywire  <https://www.footywire.com/afl/footy/ft_team_rankings> | * The sites provide users with all information on AFL clubs, players and games however unlike the others does not include sporting news. * It includes a list of past players as well as important information on current players such as “injury list” and other subjective info such as “rising stars” and “draft” information. * This website provides more in depth information on players than the others. | * The site provides a left sidebar navigation which takes you internally throughout the site * The navigation is clearly laid out vertically also providing hover over effects, so the user knows what link they’re about to click on | * Each statistic is grouped categorically and kept individual from other information, the use of space means they can highlight important information on the side of the main article, for instance the Ladder. * Data which is similar are grouped by textboxes/tables | * Each page on the website is symmetrical and shares mostly even space * Each page follows the same margin restrictions * The website is symmetrical, all rows are laid out evenly and allow for easy identification of data | The webpage is aligned evenly and is regular as all contents on the page follows the same margins across all pages | * The page is a bit bland and fairly basic in appearance, however it uses space well and follows the same colour scheme and font sizes through the entire site allowing for a clear experience | * By following the strict margins, the page stays proportionate and therefore is clean an easy to navigate through * On the home page the statistics which are perhaps most important are displayed first and take up more space than other information that may be more subjective or less prioritised by the user |
| AFL Tables  <https://afltables.com/afl/afl_index.html> | The purpose of this site is to take the information of latest games and display them in a succinct table | * Navigation isn’t the best, every option on the home screen is a hyperlink taking you to an internal page. * Navigation is confusing and not very clear, not only positioning but also word choice | * Each set of data on the page is under a subheading which links to the content in that category * Once clicked on content is grouped by team and similar data is grouped together | * Data is symmetrical however is fairly messy and not clear | * Regularity and alignment is not very familiar to what a user would be expecting to see. * Eg. Search bar is located at the bottom of the page | * The home page is fairly empty then quickly gets messy once any navigation options are clicked * The background image of the site is fairly hard on the eye making it look basic and unappealing | * The site doesn’t seem to be very proportionate and doesn’t have strict margins * Fills the screen with text and doesn’t carry an order of hierarchy. |

By conducting research on other competitor sites it gives us insight into what works and what doesn’t, what we should incorporate and what we should avoid or do better.

Within our site we should make good use or margins and make sure that all info is within the screen across all devices, as seen by websites such as “AFL” and “fox footy” which incorporate horizontal scroll bars if content exceeds screen width. Unlike “AFL Tables” which spreads information from end to end without any border/padding. Navigation throughout our page should consist of a nav bar similar to that of the “AFL” website as it allows you to move throughout the page by. Using internal links, each nav bar option having a drop down views of links and their destination.

Similarity grouping should be used throughout our site in order to keep ease of use within our page high and therefore allow the user to find what they want where they want and everything that may be similar. The page should be symmetrical and concise in order to allow for readability and a clear view of all data presented to the user. Styling should be strategically used and not overdone yet enough for it to be meaningful within the site e.g. colour scheme and use of font. Proportioning should prioritise information which is important to the user, in the order it is displayed, but should be fairly even. Use of whitespace should be considered in order not to make the site bland or lack usefulness/practicality.

Positives:

* Clear Nav Bar with most important pages linked internally
* Provide Margins and follow them across all pages
* Use fairly even proportioning for all sections
* Don’t clutter the webpage but don’t leave too much whitespace
* Make sure the page is symmetrical

Negatives:

* No use of Nav bar
* Margins differ between each page
* Different sections take up uneven proportions and make the site look cluttered
* Lack of white space
* Too much white space making the page look scarce and bland
* Information taking up the whole page (end to end) with no border/margin