

Competitive Analysis

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1. Colorado State University Recreation Center

<http://campusrec.colostate.edu/>

- Bold, sharp text against solid background in the navigation bar and drop-down menus on hover
- Large square icons as secondary navigation
- Hours of facilities always listed as a part of the side navigation

2. Ohio State University Recreational Sports

<http://www.recsports.osu.edu/>

- Facility hours, schedule, news, and events displayed on landing page
- “Rec reminders” section for upcoming events to sign up for
- Top navigation that returns user to regular university site, OSU.edu

3. Clif Bar Adventure

<http://www.clifbar.com/adventure>

- Rollover background image texture on the side navigation
- Side navigation menu emerges on rollover
- Use of solid background color with lowered opacity in side nav menu
- “Tips” for the activities they promote
- Secondary pages are consistent with the landing page with the large images

4. University of Texas at Austin Division of Recreational Sports

<http://www.utrecsports.org/>

- The lowered opacity on hover of image links
- Today's hours of all their facilities listed on the home page
- “Register, rent, reserve” on the carousel
- Top navigation banner that says this is the recsports division

5. University of Pennsylvania Recreation

<http://www.upenn.edu/recreation/>

- Today's classes and times under the facility hours on home page

6. University of North Dakota Wellness Center

<http://und.edu/health-wellness/wellness/>

- Top nav looks good and simpler to do than the Clif bar website

7. University of Missouri Recreation

<http://www.mizzourec.com/>

- Sign up for email updates besides search bar at top
- Top navigation slide down is smooth
- Carousel links to move around is text instead of the usual dot
- Footer holds many links that the user may be looking for but doesn't click through the top nav
- All news is responsive when you click the different sections blog, aquatics, etc.

8. University of Arizona Campus Recreation

<http://rec.arizona.edu/>

- Image link hover effect
- Full screen background image on homepage is different from most sites (annoying on secondary pages)

9. University of South Florida Campus Recreation Department

<http://usfweb2.usf.edu/CampusRec/>

- All the links on the home page displayed next to their sub links and an image

10. Groupon

<http://www.groupon.com/>

- Arrangement of their offered “topics” by category and number of available prospects

11. Massdrop

<https://www.massdrop.com/>

- Font and offerings on front page.