Vocación360
Benchmarking

Evaluated Competitors

mifuturo 🌐
eligecarrera 🤝
carrerasuniversitarias 🎓
beneficiosestudiantiles 📗

Legend or Symbols

🔴 Most relevant

↑ Increase

➕ Include

✖ Remove

↓ Reduce

Navigation bar 🟩

Section of Useful Links with the name of each website 🎓

FAQ section 🎓

Personalized filters based on user profile 🌐

Scholarship and student aid search tool 🟩 🔴

Interest, skills, and undergraduate program type tests all in one section 🤝

Information regarding important dates

Option to download test results locally

Interest, strengths, and skills tests with personalized results 🔴

Undergraduate program recommendations with alternatives based on vocational guidance tests 🔴

Comparative tables of degree programs based on salary, employability, and university accreditation 🔴

➕

✖

↑

↓

Variety of colors in the login options 🟪

Buttons on the main page 🌐

Information on the main page 🌐

Courtesy information such as contact details, address, and social media links 🎓

Loading time when selecting undergraduate program options 🎓

Redirection to external website links 🟩

Introductory video explaining how to use the application, overlaying the home screen 🤝

Excessive information on the sides that competes for the user's attention 🎓

Buttons that do not redirect anywhere 🎓
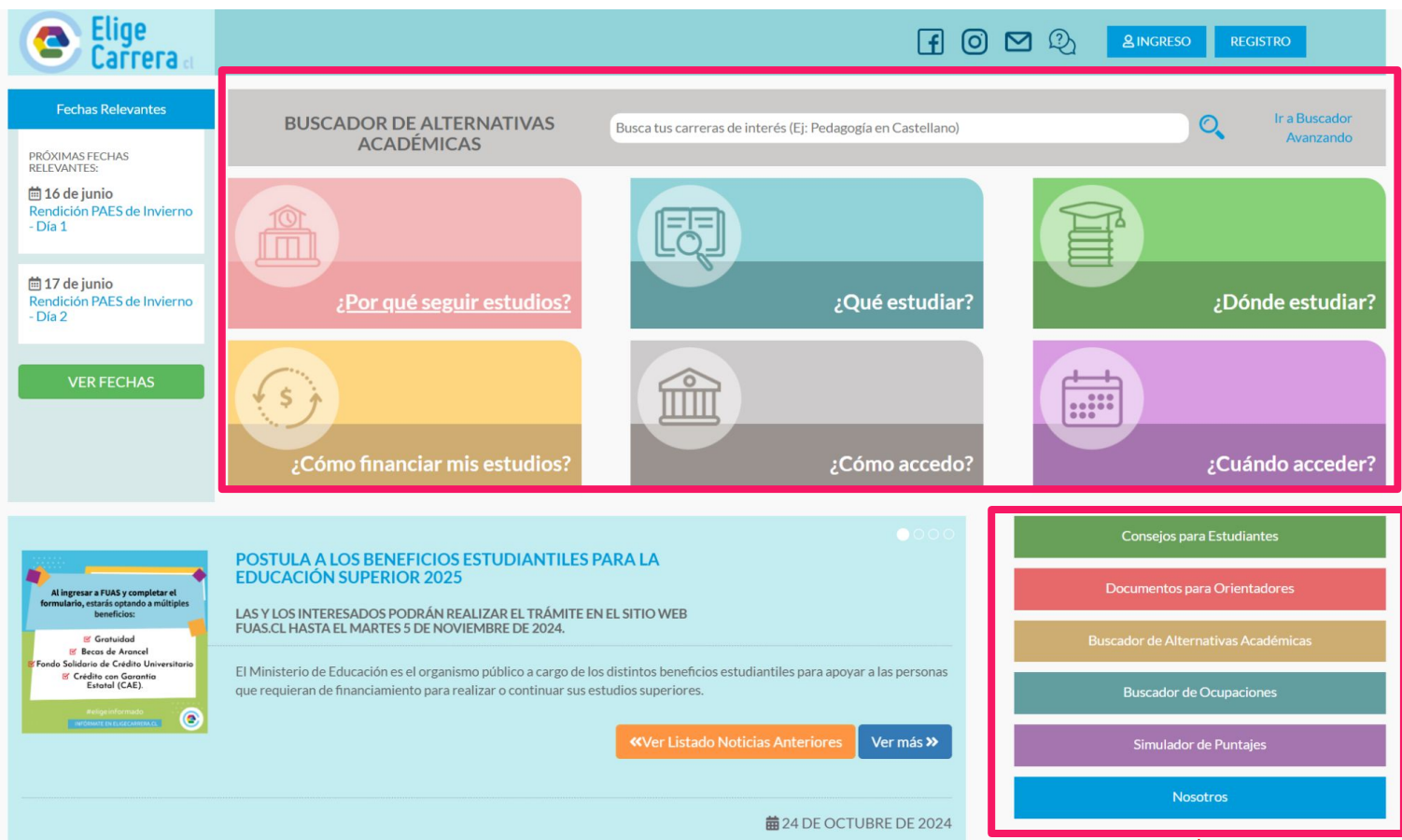
Requiring newsletter subscription to access basic information 🎓

No clear results are provided upon completing a test 🤝

Images and comments about mifuturo.cl

Uninteractive search bar

Several information sections with striking colors competing for the user's attention

Softer and more balanced color palette

Upon entering the homepage, there is a noticeable overload of information competing for the user's attention, with dominant colors such as red, light blue, and gray. Nevertheless, some sections manage to maintain a more harmonious visual balance. The search bar could be more interactive and take up less space within the navigation bar when not in use. There is a small issue with the navigation dropdown menus: when trying to access the lower options, the menu disappears, which can be frustrating for the user.

In general, the site offers valuable information, but its presentation could be better structured to facilitate navigation and understanding.

Images and comments about eligecarrera.cl

Excess of categories

Visual overload due to the color palette

Most relevant section of the result report

There is an unnecessary variety of colors on the homepage, which creates visual overload for the user. This could be addressed by standardizing a color palette.

The results of the interest and skills tests offered by the site are unclear and contain an excess of categories and text. A possible solution would be to condense these results into a bar chart that centralizes the percentages in one place. Additionally, the most important section of the report, 'Your result'—which is supposed to summarize the most relevant information for the user—is presented in a way that lacks visual appeal and style.

Images and comments about carrerasuniversitarias.cl

Visual overload

Section of sites of interest
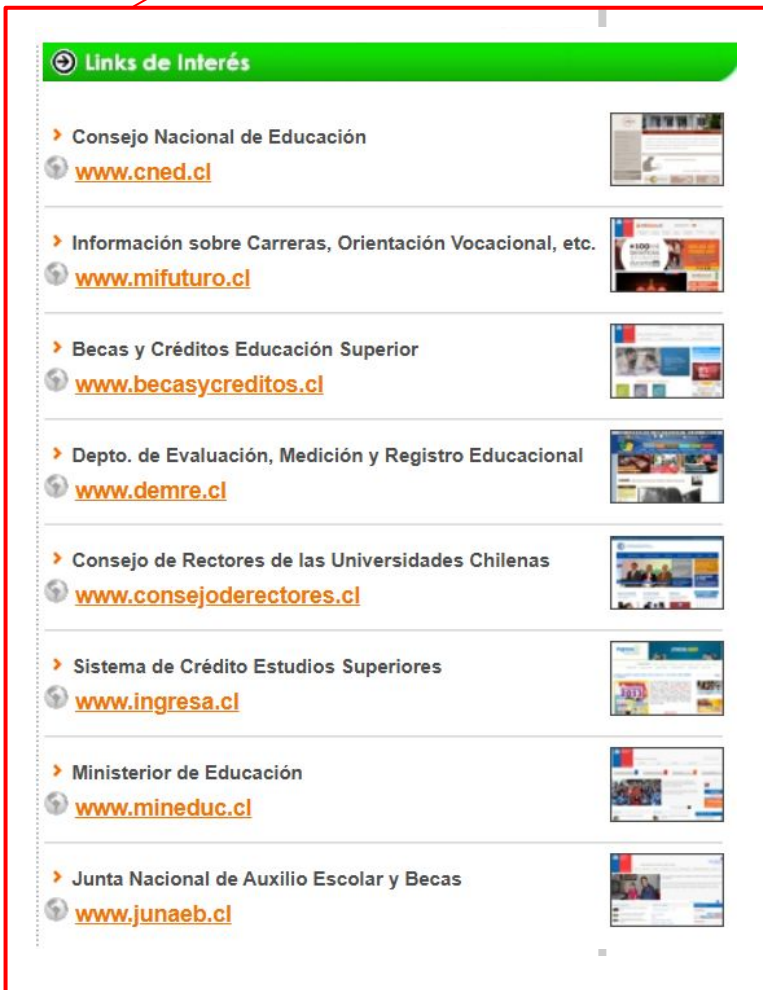
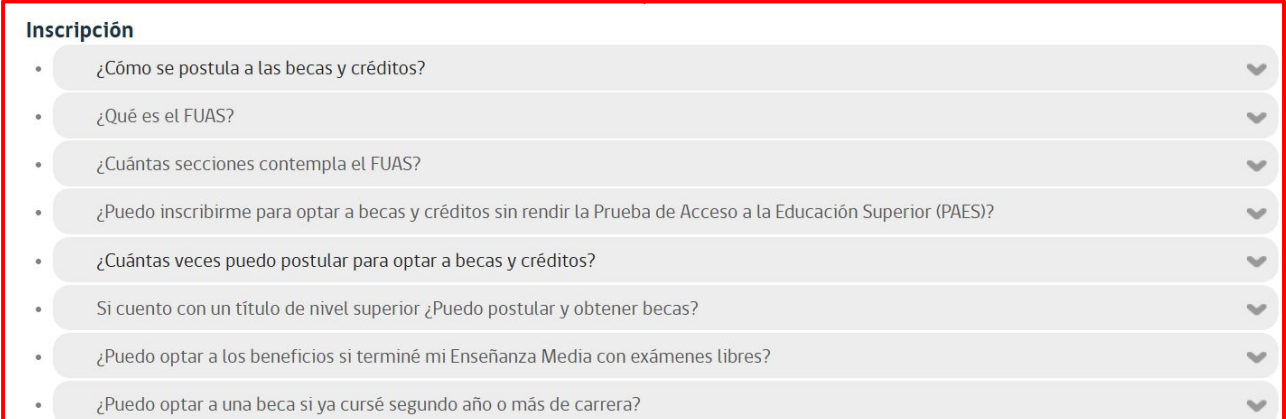Compact and summarized information about degree programs

The website's information is not up to date and lacks a responsive design. Depending on the device used to access it, images may appear distorted or blurry. Additionally, the layout presents an overload of information on the sides and an unnecessarily varied color palette.

However, the way the information is organized and presented is interesting. Elements such as the links of interest can be especially useful for students, and the almost exclusive focus on degree programs allows quick access to key data such as enrollment numbers, tuition fees, and cutoff scores.

Images and comments about beneficiosestudiantiles.cl
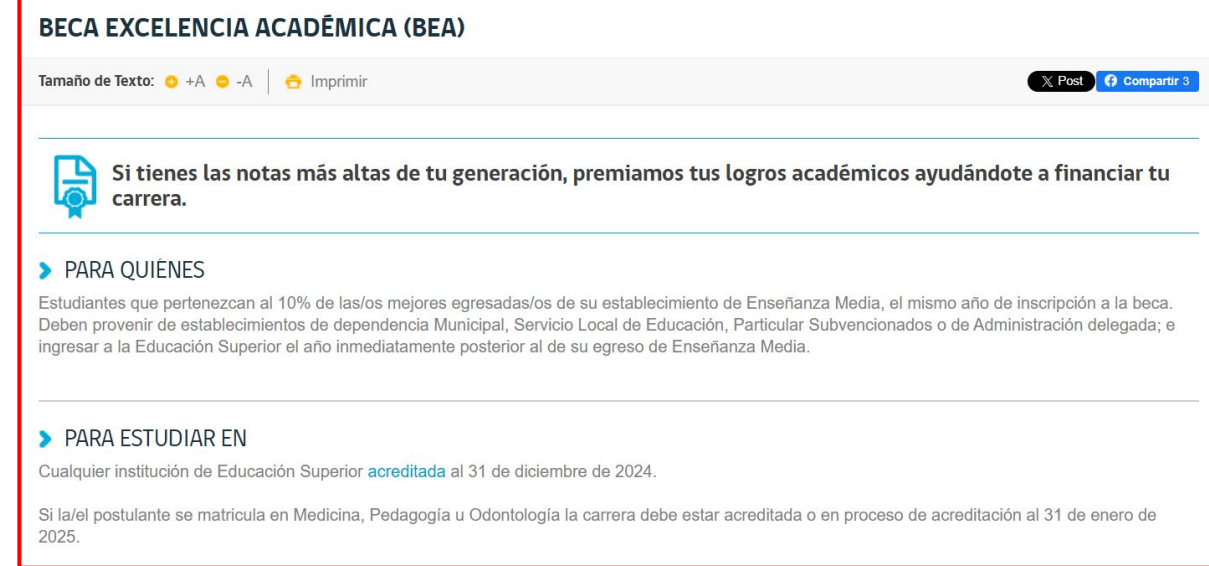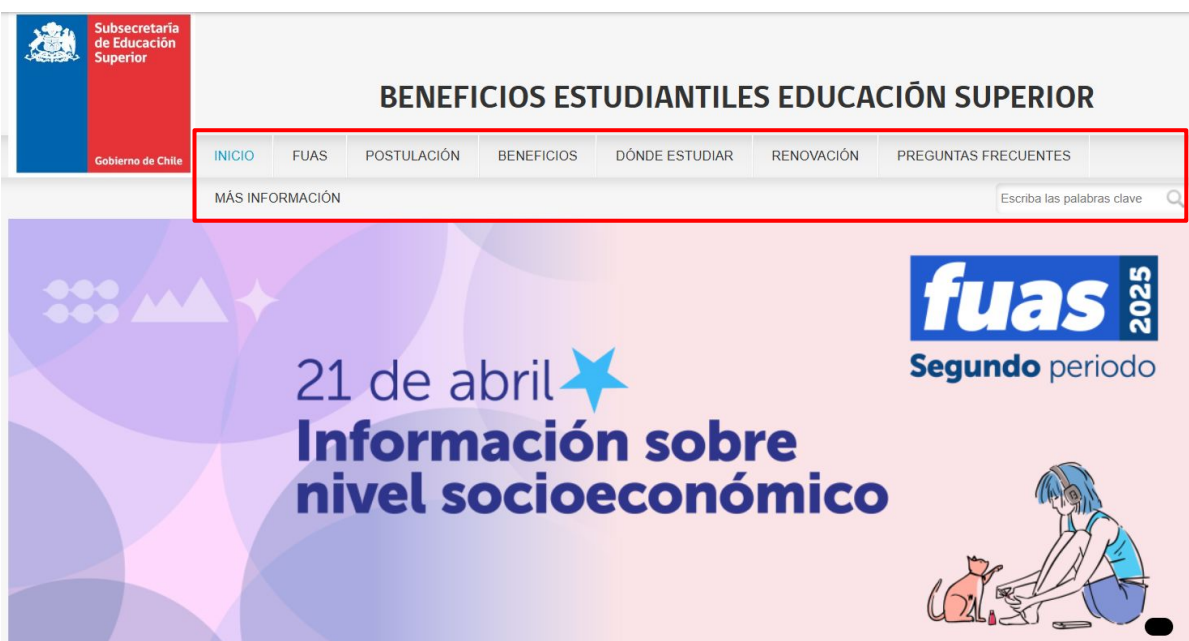
Student benefits information

Frequently Asked Questions section

The website offers a very positive user experience. It features a defined and soft color palette and presents information in a clear and organized manner. For example, it uses reddish and pink tones to highlight elements that require attention, and green tones to indicate dates related to benefits, applying a visual convention that facilitates navigation.

It includes interesting interactive elements, such as a functional navigation bar and a frequently asked questions section. While it does not provide detailed information about degree programs, it does offer relevant data on scholarships and benefits, making it a valuable resource both for its visual design and its content focused on student support.