

Competitive Analysis for DI Academy Site Revamp

	VEDC.ae	CHSSGULF.com	EUROMATECH.com	HAWARD.org	AUD.edu
Home Page					
Spotlight/Messaging Area	Ineffective use of this area. Random images are displayed without any meaning or impact.	Used as a welcome message. Good photo used, along with meaningful caption.	Used as a welcome message, and introduction. Not impactful visually, but strong textual matter present.	No visual spotlight/messaging area. Just a welcome and introduction block of text.	Good visuals with captions in this area, along with subtle animation that has good visual appeal.
Items on Home Page	Good number of items used, but disparately positioned, making it harder to scan the page quickly with comprehension.	Minimal items on home page, but impactful and informative. Position of elements make it easy to scan the page quickly.	Good design for quick scanning and overview. Upcoming Seminars column is a good content item.	Too many items, without contrast and proper visual clues make it difficult to scan the page.	Good number of items showcased, makes it very easy and helpful to scan the page.
Design					
Layout	3 column layout throughout the site. Branding area (header) occupies less height.	2 Column layout throughout the site. Branding area (header) occupies less height.	3 column home page and 2 column inner pages. Branding area (header) occupies less height.	2 column layout throughout the site. Branding area (header) occupies less height.	3 column home page, 2 column inner pages. Branding area (header) occupies less height.
Readability	Text is too cramped, and readability is affected extensively. All content pages have tight alignment making the site untidy.	Good use of screen fonts, and helpful visual clues and divisions make it very easy to read and is comfortable to the eyes. Content is very well structured, hence scanning pages becomes increasingly easy. Content is placed in narrow columns helping readability further. Page headings are not at all satisfactory.	Larger font sizes, with minimal text in wide content columns makes it easy to read. Content is not structured favourably, and page headings are too small in size to read easily.	Font sizes and type differs across many sections, making it difficult to hold on to the visual clues of text. Readability is generally good, but most pages have a lot of textual matter in wide columns, hence scanning with minimal reading is very difficult.	Content is well structured, and good page headings make it easy to locate chunks of textual matter. Although the line spacing is a bit tight, overall readability is quite good as content is placed in relatively narrower columns.
Division of Content Items	Less whitespace makes page scanning and comprehension difficult and strenuous.	Very good use of whitespace, content blocks are visually separated with colours throughout for easy scanning and good comprehension.	Despite minimal textual matter, content is hard to scan quickly.	Whitespace is not used to a good effect and a lot of textual matter makes it hard to find chunks/blocks of information quickly.	Good use of page headings and sub-headings makes it easy to locate content chunks quickly. Whitespace is used to a good effect, although some pages are inconsistent with formatting and structuring of text.
Colours/Branding	Blues and greys are used primarily, making the overall look dull and monotonous.	Harmless use of colours along with the primary red make the overall design good and well structured.	Browns are used primarily, making the home page welcoming but the overall design is dull and boring.	Blues and oranges are used primarily, despite red being part of the logo. Text is all black, so visual clues are missing.	Good use of blues and oranges makes the design easy on the eyes and readability is largely improved.
Use of Imagery/Animated Visuals	A lot of visuals are used throughout the site, but ineffectively. Content chunks and images seem to be disconnected. Home page uses transitional images in the spotlight and photo gallery links, but overall ineffective animation.	Less visuals are used throughout the site, and emphasis on coloured backgrounds and shapes makes the overall design pleasant. Animation on the logo area is present, but quite off-beat.	No major visuals and animation present.	Minimal use of images, but ineffective. No animation present apart from scrolling events list on home page.	Visuals are appealing, well connected with the context of pages and make the design favourable. Animation on home page spotlight is smooth, and easy on the eyes.
Navigation					
Global Navigation (main)	Top horizontal menu is not the global navigation of the site. A main menu list on the left column makes navigation confusing.	Top navigation is well spread out and easy to comprehend, enabling an overall view of the site without visiting all pages.	All main navigation is on the left, and inconsistent with the number of items contained in inner pages. Single level navigation is easy to use.	Less items on top main navigation make it easy to comprehend the depth and breadth of the site.	Main navigation on the home page is on the left (vertical), whilst on the inner pages it's on the top (horizontal). This inconsistency makes it difficult to adapt to the navigation style.
Local Navigation (sub)	No sub or local navigation present. All content pages are standalone and not sectioned.	Local navigation is present under each sub-section. Most sections also have sub-navigations within each. Content area is well used for such navigation, making it easy to use.	No local or sub navigation present.	All local navigation is contained in drop-down menus on main navigation items. Navigation is up to 3 levels deep but easy to use because of menus.	All local navigation is on the left column, and becomes confusing because on the home page the left column contains the main navigation. Difficult to revert to the constantly changing navigation style, because in some sections, local navigation is up to 3 levels deep.
Breadcrumbs (Home > Section > Page)	Available, but useless since there isn't any deep or extensive site navigation.	Breadcrumbs are available, but sit too close to the page headings, so can be missed easily.	Not available, because navigation level is one level only.	Not available, but should be because of deep navigation.	Available in course details sections.
Sitemap/Shortcut Links	Available.	Available, but looks very cluttered.	Not available.	Not available.	Quick links available. Sitemap is categorised intelligently for type of visitor (student, parents, alumni etc.)
Search (site-wide)	Available.	Available.	Not available.	Available for courses and site content exclusively.	Easy navigation structure does not warrant a site-wide search.
Course Listings/Details					
Categorisation	Curriculum is categorised	Curriculum is categorised	Curriculum is categorised	Curriculum is categorised	Curriculum is categorised
Ease of Use	Single page with categorisation is available and easy to comprehend the information being presented.	Very well structured and sub-categorised, extremely easy to use.	Well organised and easy to use.	All courses are presented (categorised) on one page, making it difficult to move between categories.	Good categorisation enables ease of use.
Course Details	No details available.	Comprehensive course details available.	Comprehensive course details available.	Comprehensive course details available.	Comprehensive course details available.
Search Filters	No search filters.	No search filters for courses.	Available. Filteration by category and venue.	Available. Filteration by category and month.	No search filters for courses.
Downloads	Prospectus available, but no singular course details.	No downloads available.	No downloads available.	No downloads available.	Catalogues for courses available.
Course Schedules	Not available.	Schedules available on a per course basis.	Available for year 2009.	Available for year 2009.	Standard university schedules by season available.
Other Site Content					
Testimonials	Showcased.	Showcased very effectively on landing and course details pages.	Not showcased.	Showcased.	Not showcased.
News & Events	Updates showcased on home page. Dedicated section available on site.	Updates showcased on home page. Dedicated section available on site.	Not available.	Only events showcased on home page.	Updates showcased on home page. Dedicated section available on site but not easily located (placed under About AUD)
Image Galleries	Available.	Not available.	Not available.	Available.	Available.
FAQ	Not available.	Not available.	Available.	Not available.	Not available.
Logos of Partners/Affiliates/Certifications	Showcased.	Showcased.	Showcased.	Showcased.	Not applicable.
Interactive Tools & Utilities					
Polls/Surveys	Available.	Not available.	Not available.	Not available.	Not available.
Newsletter/Updates Sign Up	Not available.	Not available.	Available.	Available as part of contact/enquiry form.	Not available.
Contact/Enquiry Forms	Not available.	Available.	Not available.	Available.	Available.
Online Course Bookings	Not available.	Available.	Available.	Available.	Not applicable.
Print This Page / Email This Page	Available but not easily noticeable.	Only print option available.	Only print option available.	Not available.	Not available.

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