

Websites of different companies

In this presentation I aim to present two competing companies' websites for the client. The client's company is Lightning games, and the two competing sites will also be gaming sites. The client will be Lightning Games, a game company seeking to sell games online. The two websites I will be looking at are CEX games and the company "Game".

GAME Search...
Help
Store finder
Sign In | Register
Earn Reward Points Today!
My basket

Browse PS4 XBOX ONE PS3 XBOX 360 Wii U 3DS PS VITA PC

Deals GAME Marketplace Gift Cards Only At GAME Coming Soon Preowned Trade-In GAME Junior Free2Play

Out Now! ►

Deal of the Day Battlefield Hardline Zombie Army Trilogy Accessories The Order 1886 GAME Gives You More

THE ORDER 1886

Includes Replica Knight's Vial Pendant, The Knight's Arsenal DLC, plus more!

BLACKWATER EDITION

Free UK Delivery You won't pay a penny for deliveries fulfilled by GAME

Worldwide Delivery GAME deliver all over the world from as little as £2.95

Uses:

Ecommerce – the purchase of games and consoles.

Features:

Buttons, banners, hyperlinks, animations, pictures.

Uses:

Ecommerce – same as the website mentioned previously.

Features:

Pictures, links, banners (essentially the same features as the previous site).

Features: CEX

Buttons on the top of the site
– links to additional pages.

Row of additional buttons for additional parts of the website. This is because of the fact that the site sells more than just games.

Search bar allows for greater refinement in the user's searches.

Links for more specific browsing of products for a more refined browsing experience.

Images of games/ products for sale – main part of the page where the products are displayed.

Information relating to the items you wish to sell and a “wishlist” utility.

Banner containing information about different parts of the company, such as recycling.



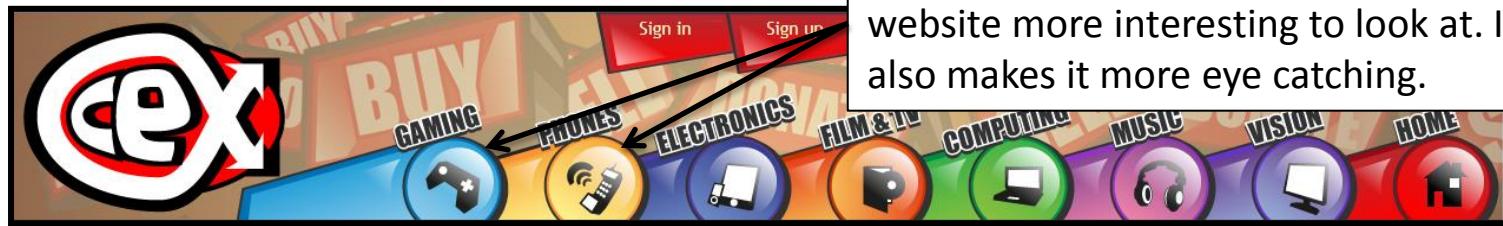
Links to blogs relating to the company – social links and additional information.

Uses: CEX

The use of the CEX website would be to buy games and hardware. The website sells not only games. It also sells films, phones and computers. The gaming side of the website would be used to buy consoles and games, and would also be for users wishing to browse through a collection of games on different platforms to find out what they want. The site also offers a wishlist utility, allowing the user to bookmark and product they wish. This kind of website would be classed as commerce, as the website facilitates commercial transactions. On top of allowing the user to purchase products, this site also contains information about the website and the company of CEX, and contains blog information and links to relevant social media platforms.

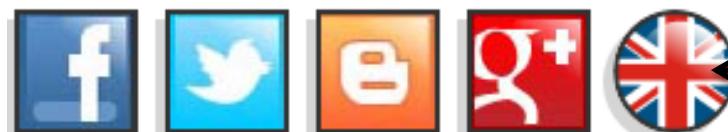
How features improve the site: CEX

The use of vibrant colours and lots of buttons could be seen as making the page look cluttered, but I think that it makes parts like the top of the page seem more interactive and filled with helpful information. This helps the usability.



As you can also see from above, another feature that improves the site is the use of colourful graphics, with interestingly shaped buttons. For example, the “sign in”, “gaming” and “phones” buttons all represent a rather angular and geometric design of button which I think is effective on this page.

Another feature which improves usability is a set of buttons that link to other media platform upon which you can contact the company. This allows users to communicate and keep up to date with CEX regardless of the website they’re using.



Again, inkeeping with the buttons' graphical style

How features improve the site: CeX

(Slide 2)

The CeX homepage features a prominent red 'ceX' logo in the top left. The top navigation bar includes links for 'Sign in', 'Sign up', 'About CeX', 'Careers', 'Stores', 'Franchising', and 'Support'. Below the navigation is a horizontal menu with categories: GAMING, PHONES, ELECTRONICS, FILM & TV, COMPUTING, MUSIC, VISION, and HOME. The main content area displays a grid of product categories with small tiles for each item. The first row includes 'Gaming / Xbox 360 Games', 'DVD / DVD TV & Documentary', 'Phones / Phones Android', and a sidebar section. The second row includes 'Electronics / Cameras - Compact System', 'Computing / Apple Laptops', and 'Vision / TV Media Players'. Each category tile shows a small image of the product, the item name, and 'WeSell for' and 'WeBuy for' options with their respective prices. The sidebar on the right contains sections for selling and buying items, a 'CeX Blog Latest' feed with links to news articles, and a 'Top Sellers' section.

The feature outlined in red is the use of the main space of the screen to present small “tiles” of information regarding the product, and a picture of the product itself. This presents the products clearly to the customer, and immediately allows them to view games and stock for purchase. It improves usability and presentation, as this way of presenting something is very neat and laid out, and it is very easy to use.

Strengths and Weaknesses: CEX

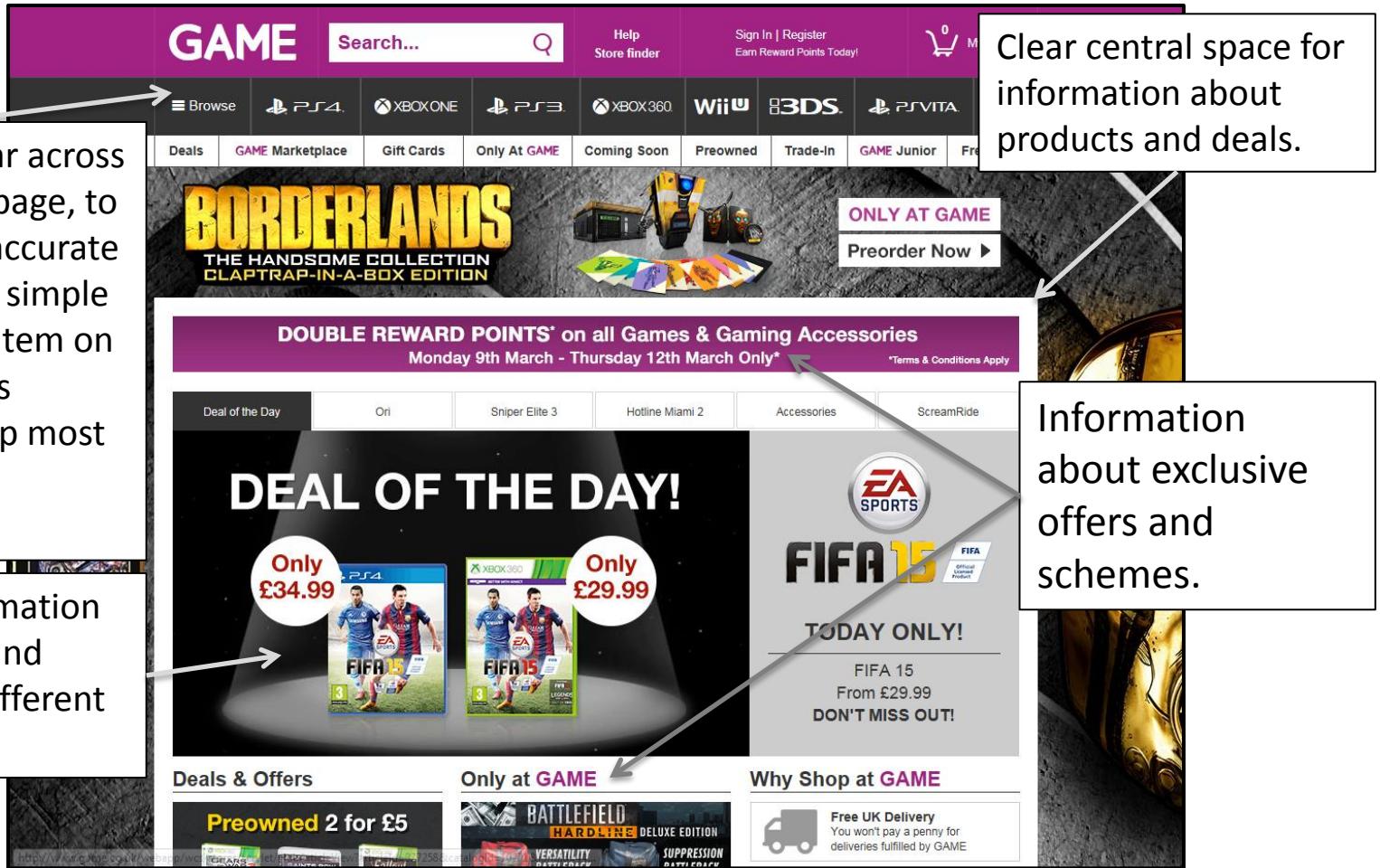
Strengths:

The website's design is colourful and interesting to look at: it catches the eye well. It also provides lots of links and information about how to contact the company on other platforms and contains information about the company's blog. On top of that, the products themselves are presented in a neat way which not only catches the eye, but makes good use of the main page itself. The "tiles" upon which the games are presented show only the information you need to know: pricings, category information and also information about how to sell the product.

Weaknesses:

The website comes across as too busy. There're far too many buttons and colours and graphics the process when you first open the page. I believe a website should adhere to a very simple, even minimalist, layout, as to avoid irritating the customer. Within the first few seconds of viewing, a user should have a rough idea on where important features are on a website. With this website, it comes across as being far more complex. This flaw in the layout of the design is disadvantageous to CEX, as it could turn away business. For example, if I was a customer looking to buy a game online and I went to CEX's website, I'd most likely look for a different website to buy the game, as the layout would be too ineffective at making a lasting impression. I understand that a graphical and stylised approach is a very good idea, but it has to be formatted as such that it doesn't impact potential business in a negative way.

Features: Game



Simple main bar across the top of the page, to provide more accurate browsing. Very simple and dominant item on the screen. This feature takes up most of the page's functionality.

A lot of information about deals and offers with different products.

Clear central space for information about products and deals.

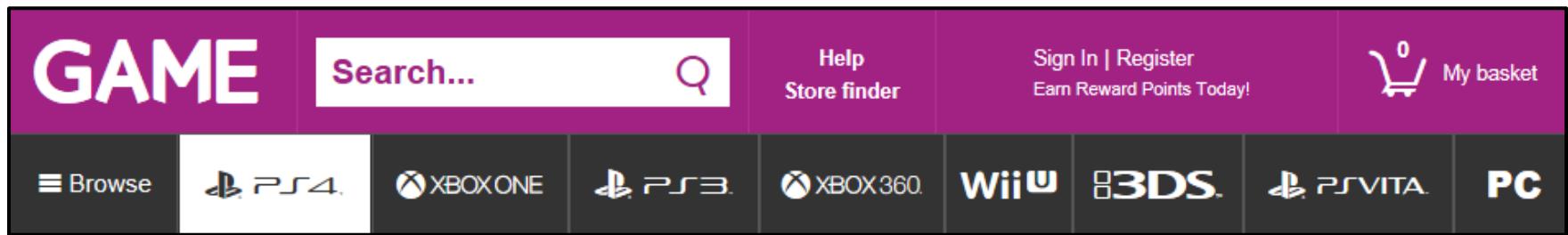
Information about exclusive offers and schemes.

Uses: Game

The Game website will be primarily to allow customers to buy games and products online, as opposed to in store. The website also offers a delivery service, where people can buy items online and have them delivered. This website would be useful for the company, as it would allow customers to remotely look at and purchase items.

How features improve the site: Game

The simple layout of the page greatly increases usability, as it allows customers to easily and effectively navigate the page. Compared to CEX's site, this site's simplicity makes Game's website much more user friendly than CEX. This bar is simple in its design, and allows users to search through items on the website with great accuracy. The rest of the page is relatively simple, allowing for the top bar to remain the most important and dominant part of the site.



The image shows the top navigation bar of the Game website. The bar is divided into several sections: a purple header with the 'GAME' logo, a search bar with a magnifying glass icon, links for 'Help' and 'Store finder', and buttons for 'Sign In | Register' and 'My basket' with a shopping cart icon showing '0' items. Below this is a dark grey footer bar featuring links for 'Browse', various gaming consoles (PS4, Xbox One, PS3, Xbox 360, Wii U, 3DS, PS Vita, PC), and a 'PC' link.

How features improve the site: Game

(Slide 2)

The main space of the page is for deals and special items on offer. This is different from CEX, as CEX's site has individual items on offer. I think that the focus on showing deals more than individual items is more effective than CEX's approach, as Game's approach makes users more aware of items that have a price reduction.

Strengths and Weaknesses: Game

Strengths:

The strength of the website is in its simplicity. I think that its plain design allows for users to easily identify what it is they need from Game's site, and I think that its effective in retaining customers. If the website was complicated and busy, it wouldn't be as effective as retaining business, and the users wouldn't be able to discern what buttons they need to click to navigate the page. On Game's site, every search button, bar and filter is present, allowing the user to accurately browse desired items. The emphasis on presenting offers, special deals and exclusive items is also an effective move, as it immediately presents the user with special products they might want to buy while the deal is on. The use of a background which advertises a special item on sale is another effective move, and the inclusion of adverts, reviews and "items on offer" sections on the main page makes the website feel more interesting than simply a website where users go to buy games and hardware.

Weaknesses:

There aren't many criticisms, however, a lack of linking to external websites and social media is a disadvantage. Its not obvious where the links are to social media, if a customer wishes to contact the company through different means. The use of a lot of graphics on display on the main page may be a problem for users with poor internet connectivity, as the page would load very slowly for them. This problem would obviously cause a problem with usability and accessibility. This, however, is not an inherent problem with the site – merely a problem that could arise from poor connection.