

Competitive Analysis of Festival Websites

Heuristic Evaluation - source: IBM, with additions from reputable sources

Website Name:	Bristol Harbour Festival		London Design Festival		Vancouver Folk Music		Max Poss
	Score	Comment	Score	Comment	Score	Comment	Score:
Homepage							
How informative is the home page?	4		4		5		5
Does it set the proper context for visitors?	5		4		4		5
Is it just an annoying splash page with multimedia?	4		5		3		
How fast does it load?	4		5		2		5
Navigation							
Is the global navigation consistent from page to page?	5	But currently there are a row	5		5		5
Do major sections have local navigation? Is it consistent?	4	of sub nav links that do not link to anything	4		5	Sub nav below the fold	5
Site organization							
Is the site organization intuitive and easy to understand?	5		5		5		5
Links and labels							
Are labels on section headers and content groupings easy to understand?	5		5		5		5
Are links easy to distinguish from each other?	3	As above, expected links	5		3		5
Or are they ambiguous and uninformative ("click here" or "white paper")?	3	are not links	5				5
Are links spread out in documents, or gathered conveniently in sidebars or other groupings?	5		5				5
Search and search results							
Is the search engine easy to use?	n/a		5	The search only links	5		5
Are there basic and advanced search functions?	n/a		2	to a database of designers	2		5
What about search results?	n/a		2	It does not say that is all	4		5
Are they organized and easy to understand?	n/a		1	it does	5		5
Do they give relevance weightings or provide context?	n/a		0	Cant search for help, or			5
Do the search results remind you what you searched for?	n/a		0	parking, or travel info.			5
Readability							
Is the font easy to read?	5		3		4	Site is cluttered	5
Are line lengths acceptable?	5		4		4		5
Is the site easy to scan, with chunked information, or is it just solid blocks of text?	5		5		3	the side nav bar is too low down	5
Performance							
Overall, do pages load slowly or quickly?	5		5		3		5
Are graphics and applications like search and multimedia presentations optimized for easy Web viewing?	5		5				5
Content							
Is their sufficient depth and breadth of content offerings?	3	Currently lacking	4		5	Nearer the time of the festival	5
Does the content seem to match the mission of the organization and the needs of the audience?	3	no travel information, parking	3	Appears to be advertising	5	I would trust the organisers	5
Is the site developing its own content or syndicating other sources?	3	buses etc.	4	design agencies	5	to have a full list of performers	5
Is there a good mix of in-depth material (detailed case studies, articles, and white papers) versus superficial content ?	2	no in depth info on exhibitors	4		5		5
Feedback							
Do the active parts (rollovers - navigation, search) provide sufficient feedback (Nielsen, Stocks)?	3		3	not on embedded links	5		
Authority							
Have credibility indicators been used effectively? (Alt)	3	Bristol City Council and NHS are good but banner ads not so	3	industry related only	0		5
Look and feel							
Does the site have an Effective Visual Design? (Withrow)	4		4		3		5
Does it reflect the Personality of the owners?	3	Fairly standard even templated design	5		3		5
Help and documentation							
Does the site provide sufficient Help? (Nielsen, Withrow)	0		0		0		5
Social Media Content							
Does the site provide the 5 things necessary to make it a community? (Malone)							
A reason to be there	3	Currently very generalised	4		3		5
Online Identity	0	content with no	4	My festival feature	0		5
Something to do	1	special	4		3		5
Real life connection	1		4		3		5
Moderation and member moderation	0		0		0		5
Quick links to Bookmarking?	2		2		4		5
Quick links to join, twitter or newsletter	5		5		5		5
108			137		116	0	
	Bristol Harbour Festival		London Design Festival		Vancouver Folk Music		180