

# UX Competitive Evaluation

for [www.abrothers.com](http://www.abrothers.com)

## UX Competitive Analysis

It's a standard business term to describe identifying and evaluating your competition in the marketplace. In the case of UXD, a competitive analysis is used to evaluate how a given product's competition stacks up against usability standards and overall user experience.

### Evaluated Competitors:

- www.pointconcepts.com
- www.designdimension.com
- www.zigzibit.com
- www.neuconcepts.net

### Assessment Criteria:

- 1. Responsiveness** - Are web pages render well on a variety of devices and window or screen sizes.
- 2. Template / Layouts** - How clear and consistent the overall layout is and how well the layout elements translate to different areas of the site.
- 3. Browsing & Navigation** - Relative clarity and consistency of the information architecture and overall ease of browsing. Is the website communicate well what are company services?
- 4. Terminology & Labeling** - Relative clarity and consistency of the language use and element naming.

### Criteria & Rating Sytem:

	1. POOR	2. AVERAGE	1. EXCELLENT
<b>1. Responsiveness</b>	The site doesn't work on mobile devices or isn't scalable. User has to enlarge screen to be able to see the content and complete the task.	The site works on mobile devices but there may be multiple problems connected with user interface and experience. Page elements may reshuffle troubledly as the viewport grows or shrinks	The site works perfectly on mobile devices. Page elements reshuffle smoothly as the viewport grows or shrinks.
<b>2. Template / Layouts</b>	The basic layout is not consistent from page to page and/or the activity areas within the layout are not clearly grouped by type of user task.	The layout is mostly consistent from page to page and major activity areas are grouped by task type. Some areas with information heavy content or more complex user tasks deviate from the established layout paradigms.	The site shows a high level of continuity both in page to page transitions and task-type groupings. Information heavy content and complex user tasks are well thought out and intuitive relative to the site's established layout paradigms.
<b>3. Browsing &amp; Navigation</b>	The site lacks a cohesive Information Architecture. Information is not in a clear top-down hierarchy. There are numerous "orphan" or pop-up pages that do not fit within the site structure. Similar content is duplicated in multiple areas or is presented in multiple navigational contexts.	The site has a structured Information Architecture. Secondary and Tertiary navigation items are related to parent elements, but there may be multiple menus unrelated to the broader structure. There may be orphan pages of detail or less relevant information.	The Information Architecture is highly cohesive. Information is structured with a clear understanding of user goals. Everything has a logical place within the architecture; secondary menus are incorporated into the site structure or clearly transitioned.
<b>4. Terminology &amp; Labeling</b>	Terminology and labeling is inconsistent, confusing, or inaccurate. Different terms are used to represent the same concept. Some terms may not adhere to a common understanding of their meanings.	Terminology and labeling is consistent but could be more intuitive. Some unnecessary industry specific terminology or uncommon terms are used.	Terminology and naming is both intuitive and consistent. Only necessary industry specific terminology is used, in context, with help references.

## POINT CONCEPTS

www.pointconcepts.com

25 years on the market

“Everything we do is 100% BRANDCRAFTED”

Point is a design and fabrication company based out of Raleigh, NC.

### Company statement:

“ We concept. We design. We build. We solve. We concept with you from the very beginning with your brand in mind. We fabricate with purpose and intent. We solve all day, every day. We are experts when it comes to custom displays, dimensional signage, corporate exhibits, environmental graphics and museum displays”

### Services offered:

- Art Direction
- Brand Development
- Concepting
- Creative Direction
- Custom
- Exhibit Design
- Fabrication
- Graphic Design
- Interactive
- Logistics
- Shipping Coordination
- Trade Show Exhibit
- Logo Design



### Strengths:

- Responsive web design.
- Clean and consistent website layout.
- Terminology and labeling are consistent.
- Creative, interesting website design.

### Weaknesses:

- Information architecture is confusing.
- There are multiple menus unrelated to the broader structure.
- Labeling could be more intuitive.
- Lack of direct communicates about services.
- Lack of direct contact section.
- Long Texts on the website.

### Key brand differentiators:

- Graphic / Branding Design

## DESIGN DIMENSION INC.

www.designdimension.com

50 years on the market

“Design Dimension Inc. is your resource for creative design solutions.”

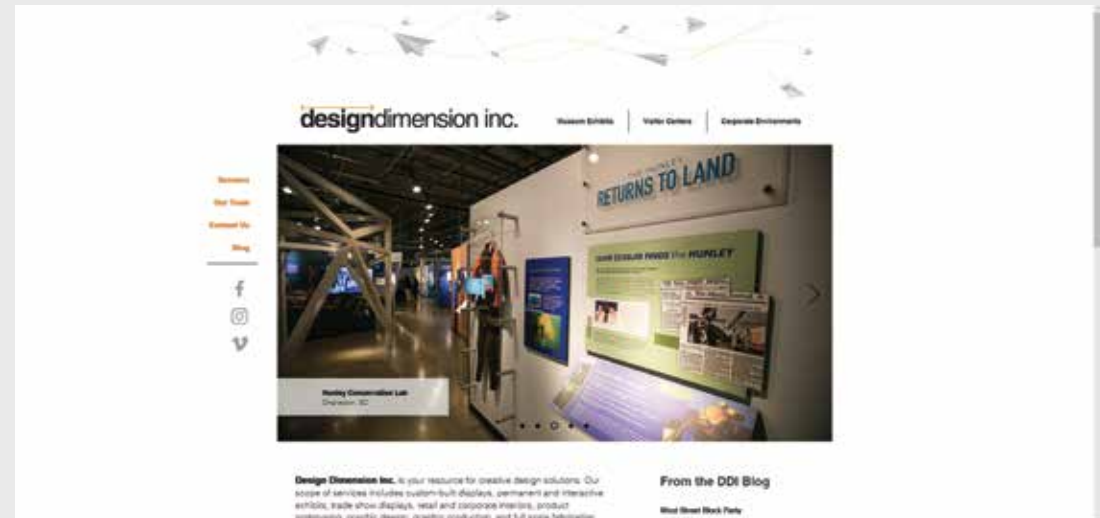
Design Dimension Inc is a design, fabrication, and graphics production company based in Raleigh, NC.

### Company statement:

“Our team of personnel and fabrication facilities enables us to take a project from conception to finished product. We analyze our client’s problems and ideas to pinpoint their needs through discussion, presentation rendering, modeling, and mechanical drawing.”

### Services offered:

- Custom-built displays
- Permanent and interactive exhibits
- Trade Show Exhibits
- Retail and corporate interiors
- Product prototyping
- Industrial design
- Fabrication
- Graphic Design and Production
- Interactive exhibit elements



### Strengths:

- The website has a mobile version.
- Clean and consistent website layout.
- Terminology and labeling are consistent.
- Straightforward information about services.

### Weaknesses:

- There may be multiple menus unrelated to the broader structure.
- Labeling could be more intuitive.

### Key brand differentiators:

- Product Prototyping

## ZIG ZIBIT

www.zigzibit.com

15 years on the market

"Creating exhibit envy"

A full-service exhibit design, fabrication, and show production company located in Raleigh / Durham, NC.

### Company statement:

"We design, build and rent custom trade show exhibits that attract."

### Services offered:

- Custom Exhibits
- Rental Exhibits
- Modular Exhibits
- Portable Exhibits
- Retail Displays
- Create Booths
- Corporate Interior
- Warehousing
- Account Management



### Strengths:

- Responsive web design.
- The website has a structured Information Architecture.
- Clean and consistent website layout.
- Terminology and labeling are consistent and intuitive.
- Clear and direct information about services.

### Weaknesses:

- Logo doesn't link to any website.
- Some design minor solutions.

### Key brand differentiators:

- Warehousing
- Account Management

## NEU CONCEPTS

www.neuconcepts.net

15 years on the market

“A fresh approach to trade show exhibits & web design”

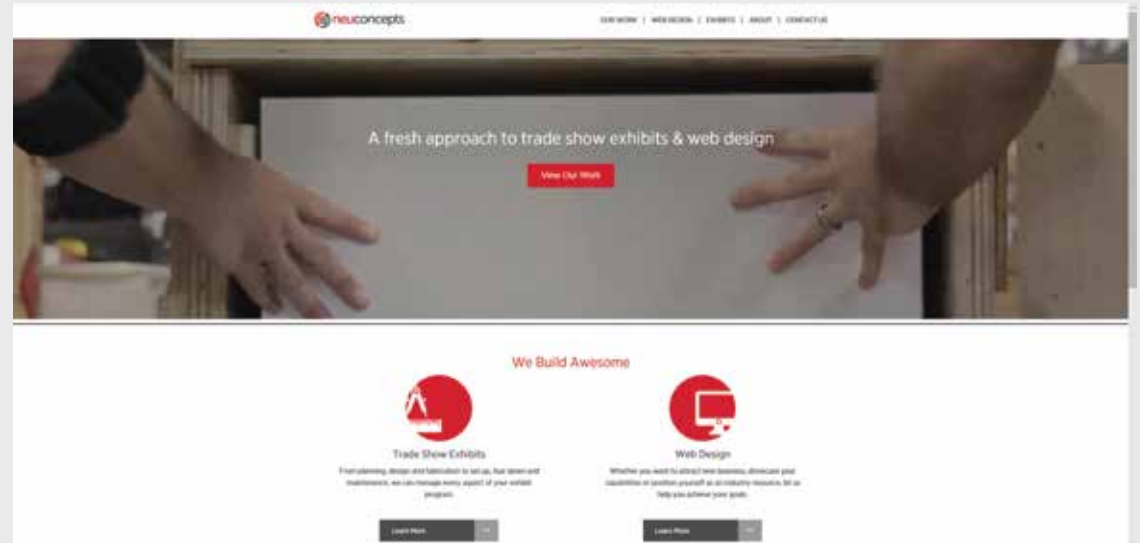
Neu Concepts is web design and exhibit design company based in Durham, NC.

### Company statement:

“ At Neu Concepts, our top priority is to deliver websites, exhibit experiences and marketing programs that consistently meet and exceed your expectations. We understand that it’s not about simply creating a beautiful design. It’s about delivering solutions that will help you grow your business.”

### Services offered:

- Web Design ( Strategy, Design, Development, Branding )
- Tradeshows ( Custom, Rentals, Portable )
- Tradeshow Services:
  - Service Orders,
  - AV Equipment,
  - Instalattion and Dismantle,
  - Logistics,
  - Storage and Maintanience



### Strengths:

- Responsive web design.
- The website has a structured Information Architecture.
- Crear and direct information about services.
- Terminology and labeling are mostly consistent and intuitive.

### Weaknesses:

- The layout isn't always consistent from page to page.
- Labeling isn't always consistent.

### Key brand differentiators:

- Web Design

	1. Responsiveness	2. Template / Layouts	3. Browsing & Navigation	4. Terminology & Labeling	Total
www.abrothers.com	1	2	1	2	6
www.pointconcepts.com	3	2	1	2	8
www.designdimension.com	2	3	2	2	9
www.zigzibit.com	3	3	3	3	12
www.neuconcepts.net	3	2	3	2	10