

	Visual Audit	Copy	Architecture & Navigation	Value Proposition	Usability Rating
<b>Tut Systems</b>	<ul style="list-style-type: none"> <li>• Attractive, clean and professional presentation.</li> <li>• Graphic imagery supports communication and speed.</li> <li>• Large blocks of color and use image collage effective.</li> <li>• Primary colors: dark blue, green, and gold support the logo.</li> </ul>	<ul style="list-style-type: none"> <li>• Overall, succinct and targeted web writing.</li> <li>• Effective value proposition supported by flash. Clearly states market niche, audience, and services.</li> <li>• Home page copy is choppy and inconsistent.</li> <li>• Hyperlinked sentences difficult to read.</li> <li>• Product and customer content nicely cross referenced and populated for comprehensive context.</li> <li>• Good investor page with financial information.</li> </ul>	<ul style="list-style-type: none"> <li>• Solutions organized by audience - good user-centric design.</li> <li>• Little yellow triangles next to many links are confusing and not always functionally consistent.</li> <li>• Global links change color state to identify where the user is in the site.</li> <li>• Pull-down menu for Support &amp; Product sections - good access to lots of information with minimal clicks.</li> </ul>	<ul style="list-style-type: none"> <li>• The technology and the use of it is very clearly stated on the home page in two different ways: by the mini-Flash movie top left, and through the value proposition top right.</li> <li>• Clarification of main navigation elements is on the home page, illustrating the core competencies by examples.</li> </ul>	<p>Very Good. This site is the best of the competitors reviewed. Consistent design and layout breeds trust. Good cross referencing of other related and support information when appropriate.</p> <p>This company's value proposition identifies presence in Wailan's immediate market.</p>
<b>Interspeed</b>	<ul style="list-style-type: none"> <li>• Clean, professional and well branded.</li> <li>• Tab navigation is consistently used and works well.</li> <li>• Links are green which support the color of the logo.</li> <li>• Copper bars hint to copper wires and market segment.</li> <li>• Quick loading.</li> </ul>	<ul style="list-style-type: none"> <li>• No mention of MDUs or MTUs in tag line or subsequent copy.</li> <li>• Good grouping of partners by technology focus.</li> <li>• The technology library is a disappointment. Visitors must register for white papers without any topic reference, and the industry links link is broken.</li> <li>• Good FAQ information, but page poorly designed due to hard to read font color and hyperlink lines.</li> </ul>	<ul style="list-style-type: none"> <li>• Quick access to a site map.</li> <li>• Bottom page navigation not organized like the links above - opposite, with the highest level at the bottom.</li> <li>• Global navigation is very succinct, intuitive and concise.</li> <li>• Graphical treatments with tabs and spheres provide identity of location in the larger information hierarchy.</li> </ul>	<ul style="list-style-type: none"> <li>• Core competency stated on home page and in company overview. Clear inclusion of MTU/MDU services.</li> <li>• The company's mission is clear from home page and through out the site.</li> <li>• Differentiation is stated clearly on products landing page.</li> <li>• Tech Library implies expertise, competency and credibility.</li> </ul>	<p>Good. Site conveys competencies well and sound navigation structure supports information retrieval and overall way finding. Poor tech library challenges the image of expertise</p>
<b>Accesslan</b>	<ul style="list-style-type: none"> <li>• Purple and black are the primary colors throughout the site.</li> <li>• Interesting curved navigation structure gives the site a unique look.</li> <li>• Design highlights new products and news well.</li> <li>• Animated gif used near the logo effective for added yet subtle visual impact.</li> </ul>	<ul style="list-style-type: none"> <li>• No tag line or value proposition on home page.</li> <li>• "Just released" news links lack context on home page.</li> <li>• Copy on Solutions page more of a marketing piece.</li> <li>• Excessive product copy should be truncated significantly converting existing copy to a data sheet or product overview.</li> </ul>	<ul style="list-style-type: none"> <li>• Very hard to understand their hierarchy of information due to confusing design -competitive top and side navigation resources.</li> <li>• Support section has many of the important contextual links below the fold.</li> <li>• Access to specific product support information requires at least three clicks below the home page.</li> <li>• Some graphical treatment to links and buttons to convey location and system status.</li> </ul>	<ul style="list-style-type: none"> <li>• The home page presents many links with no clear paths to basic information about the company, its products &amp; services.</li> <li>• Language does not lend itself to easy understanding of company's strengths in marketplace or differentiation. Assumes primary audience is tech-savvy.</li> <li>• MDU/MTU services buried in site.</li> </ul>	<p>Average. Excessive and unfocused copy, unclear competencies and value proposition, and inefficient navigation make this site difficult to use.</p>
<b>Cisco Systems</b>	<ul style="list-style-type: none"> <li>• Cluttered home page- too content heavy.</li> <li>• Quick loading site.</li> <li>• Once you leave the home page the site has an open feel with simple clean illustrations.</li> <li>• Flash is simple and non-looping.</li> </ul>	<ul style="list-style-type: none"> <li>• Copy is somewhat inconsistent – mostly text, some pages only provide links</li> <li>• Over reliance on embedded links weakens formal navigation structure.</li> <li>• Unnecessary and distracting mouse over descriptive text defining link names.</li> <li>• Drop down menus contain too many options (product &amp; service).</li> </ul>	<ul style="list-style-type: none"> <li>• Cisco places too many links into a small grouping (home page) creating cognitive friction/information overload.</li> <li>• Consistent use of global navigation resource.</li> <li>• Text heavy content and internal ad banners distract from primary messages and navigational resources - too many unique information modules on a page.</li> </ul>	<ul style="list-style-type: none"> <li>• No statement of core competency, or the extent of service offerings on the home page.</li> <li>• Assumes an existing knowledge of what service or product customer's might want.</li> <li>• Necessary to drill rather deep to get clear idea of how Cisco competes in Wailan's MDU/MTU market.</li> </ul>	<p>Average. Lack of clear user pathways, excessive links, and drop down menus mask immediate user affiliation with core competencies. Must drill down quite a bit for targeted information.</p>
<b>3com</b>	<ul style="list-style-type: none"> <li>• Clean, professional, maximizes white space - B2B look and feel.</li> <li>• Graphic imagery utilizes circular images supporting logo.</li> <li>• Consistent treatment of product shots and images of people.</li> <li>• Bright orange is used to call attention to headlines.</li> <li>• Home page is unique from content pages.</li> <li>• Text heavy pages dilute design effectiveness.</li> </ul>	<ul style="list-style-type: none"> <li>• Overall, copy succinct and well written for web.</li> <li>• Home page copy different color and size (image text) than html text on lower-level pages.</li> <li>• Scrolling hyperlinks difficult to read and disappear quickly.</li> <li>• Site map copy hidden behind drop down menus. No at-a-glance function.</li> </ul>	<ul style="list-style-type: none"> <li>• Weight of pull-down menus on home page built around main navigation links distracts users from primary content sections.</li> <li>• Home page difficult to use - everything is of the same weight without differentiation.</li> <li>• Subsections are inconsistent with home page design/layout.</li> <li>• No location or system status references.</li> </ul>	<ul style="list-style-type: none"> <li>• Assumes knowledge of technology and 3com's service offerings. Drop down menus veil breadth of competencies.</li> <li>• No emphasis on differentiation.</li> <li>• Wide range of services not immediately apparent until deeper exploration.</li> </ul>	<p>Average. Poor transition from home page - two distinctly different design and layout presentations. Breadth of products and services and specific competencies not immediately presented. Assumes user knowledge about company and its services.</p>
<b>Arescom</b>	<ul style="list-style-type: none"> <li>• Rainbow graphic reduces the level of professionalism.</li> <li>• Strong use of white space.</li> <li>• Primary colors are blue purple and tan.</li> <li>• Grey background text distracts from the copy and is difficult to make out.</li> </ul>	<ul style="list-style-type: none"> <li>• Copy is relatively succinct and web-centric. Good use of bullet points to convey information on some product pages.</li> <li>• No tag line, value proposition or introductory copy on the home page.</li> <li>• Datasheet download avoids excessive copy on product pages.</li> <li>• Copy more difficult to read due to background images.</li> </ul>	<ul style="list-style-type: none"> <li>• Inconsistent use of left-hand group of links - sometimes it's contextual, other times just a grouping of site-wide links.</li> <li>• Inconsistent treatment of navigation resources on home page.</li> <li>• Inconsistent design and navigation treatments on some pages.</li> <li>• Location is provided via page title - no consistent location reference or navigation treatment to show location.</li> </ul>	<ul style="list-style-type: none"> <li>• Who they are and what they do not apparent from home page.</li> <li>• Company profile offers clear information about MTU/MDU focus, but presented below the home page.</li> <li>• Good information on each landing page, shows differentiation and competencies.</li> </ul>	<p>Average. No tag line or value prop leaves visitor guessing about breadth of product and service offerings until lower-level pages. Good web-centric copy writing on many product pages.</p>