

## Competitive Review - Site Architecture

Company	URL	Comments
Tut Systems	<a href="http://www.tutsys.com/">http://www.tutsys.com/</a>	<p>Provides a clear definition of what they do</p> <p>Solutions by definition of audience - good choice</p> <p>Little yellow triangles next to many links are confusing and do not always reflect expected functionality - sometimes they open up lower options, sometimes they link directly to a file or new page</p> <p>Great structure overall - good top level categories, second level options, as well as contextualized space in the green field (in Solutions); not as consistent as it could be though</p> <p>Pull-down menu for Support &amp; Product sections - good access to lots of information with minimal clicks</p> <p>Inconsistency in movement through site links: secondary link under Press Room/Awards takes user to Corporate/Corporate Info</p>
Cisco	<a href="http://www.cisco.com/">http://www.cisco.com/</a>	<p>Cisco packs a ton of links into a small grouping</p> <p>Due to heavy text, it is hard to assess consistency of links from home page to subsections - they are consistent though</p> <p>Online shopping available for their products</p>
3com	<a href="http://www.3com.com/">http://www.3com.com/</a>	<p>Quick search on some of WaiLAN's keywords (MTU, MDU) found no clear matches to site sections</p> <p>committed to specific niche</p> <p>Weight of pull-down menus on home page, built around main navigation links, is bad</p> <p>Very hard to use their home page - everything is of the same weight, so there is no differentiation</p> <p>Subsections of their site are inconsistent with home page -</p> <p>Online shopping available for their products</p>
Arescom	<a href="http://www.arescom.com/">http://www.arescom.com/</a>	<p>Inconsistent navigation on top and bottom - looks like different design implementations</p> <p>Navigational hierarchy is broken at times, from top nav to left-hand links</p> <p>Inconsistent use of left-hand group of links - sometimes it's contextual, other times just a grouping of site-wide links</p> <p>Online shopping available for their products</p>
AccessLAN	<a href="http://www.accesslan.com/homepage.html">http://www.accesslan.com/homepage.html</a>	<p>Product focus on home page</p> <p>Hard to tell what kind of company they are</p> <p>Solutions page is even product focused</p> <p>Very hard to understand their hierarchy of information, in such a confusing design</p>

Support section has many of the important contextual links below the fold - or at least the full names of links which are done, in all lower-case, at the top of the page

Unlike Tut's quick access to specific product support information, on this site the user must click at least three times, and read through superfluous text, to get specific information; content is also password protected.

**Interspeed**

<http://www.interspeed.com/>

Quick access to a site map

Quick, concise messaging on home page

Very clean and concise in all aspects

Has address and phone # on home page

Hierarchy representation - use of left-hand link when there isn't another higher level of information to be placed just below the top level sections

Interesting mirroring effect with the text links at the bottom of the page - they are not organized like the links above, but are opposite, highest level at the bottom