

Website comparison paper



**ASSIGN
BUSTER**

Running Head: Compare and Contrast of two Websites Compare and Contrast of two Websites: A Critique Paper goes here Professional Specialization

Name of your professor

Date

Deutsche & New Millennium Bank Websites Comparison

Our world is rapidly becoming web enabled and a strong web presence has become an ultimate challenge for every serious business. A pleasant user experience is vitally important in building a potent and technology enabled image for the businesses incurring high costs to get the job done in terms of usability and effectiveness of web sites. However, it takes a lot of skill, aesthetic sense and careful evaluation before a business owns a website that may worth its cost. This short critique will compare and contrast the usability and usefulness of Deutsche and New Millennium Bank web sites. Although, both websites are purely professional and belongs to an equally serious business domain, even a neive user can mark several differences in the design, readability, legibility and searchability of the two websites. Before getting into heuristic evaluation, lets take a brief look at the home pages of both the websites.

https://www.db.com/index_e.htm

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

Both websites are designed to capture visitors' attention through bold images on the latest offerings. Miximum elements are kept unfolded unless a user specifically point or click them. The home page is used to get the maximum attention without getting into details of the business.

The readability of the Deutsche Bank website is relatively better in terms of

<https://assignbuster.com/website-comparison-paper/>

menus and other content arrangement on the home page. The readability is better because various tags and controls go hand in hand with the flow of information and none of the control hurt the view of other contents at the page. The controls are arranged in a natural sequence and user feels more comfortable with the text controls used on the website. The readability of the New Millennium Bank website is average. Although, controls and tags used on the website do not block the view of each other but they offer less integrity with images and color scheme. Fleischner (2011) observes, “Placing tags that make your text appear unnatural will only hurt your website readability and click-through rate.”

Legibility, means distinction that makes perception easy. The Deutsche Bank website is marginally better than the New Millennium Bank website in this regard. Both websites have used big images to catch user attention. The images are relevant and leaves a powerful impact over user perception. A user can associate website image with these images easily which increases the legibility of a website. However, the legibility factor is closely related to age group and various age groups may assess the the legibility differently as Fukuda & Heiner (2011) observers, “With regard to the comparison between the two age groups, the evaluation of legibility by elderly people could be worse than the evaluation by younger people because elderly people required longer fixation and more eye movements to find the target navigational button.”

Scannability or searchability offers better means to search a required item on the website. The Deutsche Bank website overrun the New Millennium Bank website in this regard by providing a sophisticated internal search facility to its user. There is no website search facility on the New Millennium

Bank website which renders the website less flexible and makes the navigational scheme more complex.

The New Millennium Bank website needs to improve in following three areas;

Website Search Facility

Content Management

Navigational Scheme

References

Fleischner, H. M. (2011). Strategies for Dominating the Worlds Largest Search Engine (2nd ed.). USA: SEO Made Simple Publishers.

Fukuda, R & Heiner, B. (2003). Eye tracking study on Web-use: Comparison between younger and elderly users in case of search task with electronic timetable service. Retrieved from [http://207.210.83.](http://207.210.83.249/psychnology/File/PSYCHNOLOGY_JOURNAL_1_3_FUKUDA.pdf)

[249/psychnology/File/PSYCHNOLOGY_JOURNAL_1_3_FUKUDA.pdf](http://207.210.83.249/psychnology/File/PSYCHNOLOGY_JOURNAL_1_3_FUKUDA.pdf)