

Competitive Analysis

5 Similar Sites

1. <https://jamyland.org>
2. <http://www.gscm.org/>
3. <http://www.wintergrowthinc.org/>
4. <http://www.ellicottcitysc.org/>
5. <http://asyleewomen.org/>

How they are similar?

Each of the site (organization) is either committed to develop and empower women or young-ones via encouraging physical activities, tuitions, trainings and various programs. They survive on donation and are mostly lead by ladies.

One aspirational Site.

<http://www.gscm.org/> Girl Scouts of Central Maryland is an aspirational site and the best out of 5 listed above. It has the best usability, visibility – all reachable options are visible upfront, best affordance – clickable and non-clickable items can be clearly distinguished, better information organization, better grid for information, faster access.

Optimum colors and color scheme good for girls. Site puts across the information properly. Navigation across the site looks well designed.

For each site

Explain similarities and dissimilarities

Following are the similarities and dissimilarities amongst site observed:

Comparison of similar websites					
	Junior Achievement of central maryland	Girl Scouts of Central Maryland	Winter Growth Inc.	Ellicot City Soccer Club	Asylee Women
	jamyland.org	gscm.org/	wintergrowthinc.org/	ellicottcitysc.org/	asyleewomen.org
Information Organization	N	N	N	N	N
Scrolling	Y	N	Y	N	N
Grid	N	N	N	N	N
Color Scheme	N	Y	N	N	N
Navigation	Y	Y	Y	Y	N
Buttons	N	Y	N	N	N
Navigation Bar	N	Y	N	N	N
Donation Page	N	Y	N	N	N
Shopping Page	Y	N	N	N	N
Contact Page	N	N	N	Y	N
Speed	N	N	Y	Y	N
Layout	N	N	N	N	N
Footer	Y	N	Y	N	N

Is this an aspirational site for client?

Yes, <http://www.gscm.org/> could be aspirational site for my clients. As my client mentioned their

- Site already looks pretty but might need work on usability front.
- Site doesn't respond well on various devices.
- Too much scrolling required
- Visuals are too large which overshadows important content

Above mentioned all concerns are taken care by the aspiration site.