

SMC Site Redesign

Competitive Analysis

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Overall Goals and Objectives

The purpose of this competitive analysis is to gain a greater understanding and insight into a range of websites for junior colleges that are comparable to SMC. We analyzed site features, services offered, functionality, look & feel, and overall effectiveness. The sites we chose range from direct competition like other junior colleges that are in state, to out-of-state junior colleges to online junior colleges. The complete list of features can be found in the Features Grid listed below. A more thorough breakdown of each site is also included along with screen shots and individual analyses regarding each site's effectiveness.

Methodology

This analysis was performed by Chris Manning, Richard Erdursun, and Alexander Ramos. Each member approached each website from a perspective of potential site visitors. Site visitors fall under the categories of current students, prospective students, faculty, and alumni.

The analysis was conducted in two phases:

1. Individual Analysis
2. Features comparison