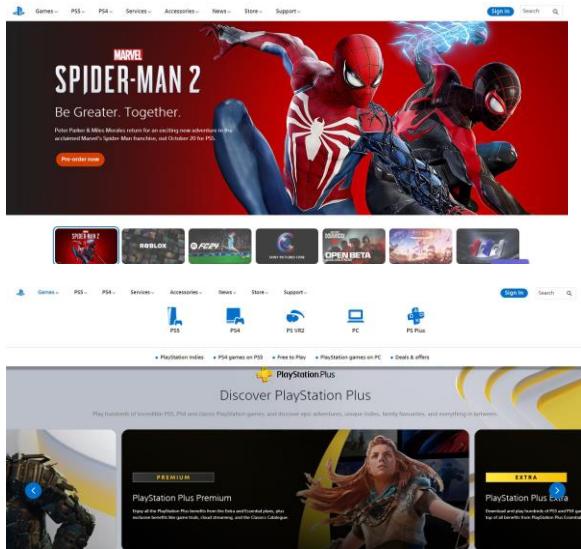
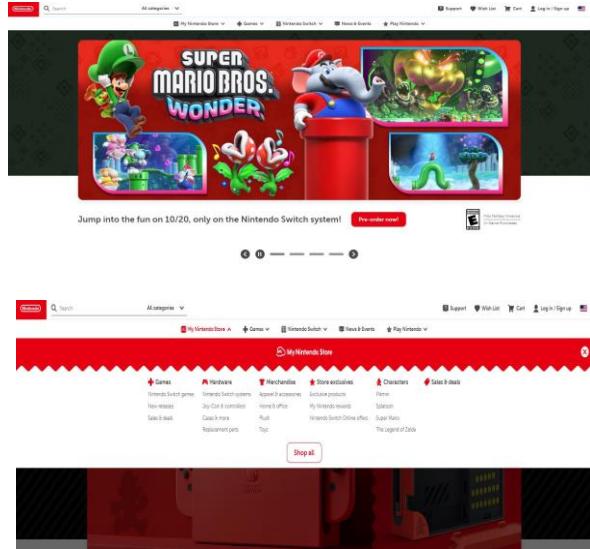


Focus on Web Design

Playstation

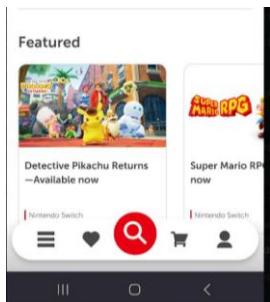


Nintendo



Playstation and Nintendo have websites that are decently easy to navigate. They each have menus that break sections down into smaller sections so you can find what you are looking for with ease. Both Playstation and Nintendo have incorporated pictures and icons that double as links to find out more information. Most of the navigation can be found at the top of the page on both sites, along with a search bar. Below this you can scroll to find the newest games and hardware. The bottom of each page features another navigation menu for careers, support and contact info for the company.

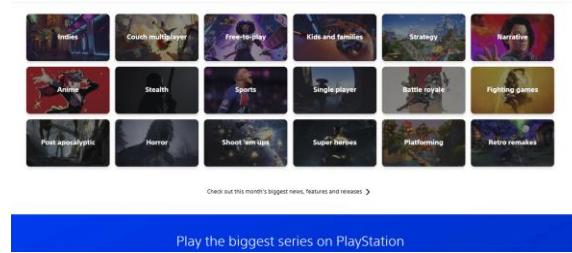
The websites are easy on the eyes. They both went with a clean and simple white background, which makes everything pop. Neither are too busy, but they look good. Both sites have incorporated their color schemes which are easily identified by gamers as part of their company brand, and they both feature a similar organized layout. Both sites have plenty of call to action with buy now buttons and a sign-up option available on every page.



The mobile version of Nintendo could use some user-friendly improvements. The Pages feel cramped, because they have so much you need to scroll through to find what you are looking for. There is a search/navigation bar that pops up and stays put on the Nintendo mobile site, and with this I would give users the option to collapse it to provide more viewing space. I would also try to simplify the phone's navigation by reducing the number of items you need to scroll through to find what you need.

Neither Playstation nor Nintendo features a suggestions and feedback page which I believe any good company should implement. Listening to your audience's feedback helps the company improve its site, and future products. A lot of companies rely on social media for this influence when having it there on your personal site seems to be the better option. This makes users feel like their voices matter and they are being heard by their favorite companies. Therefore, I would implement a page just for this purpose on both sites.

Playstation is more focused on their hardware rather than their games. Hardware is a big piece of their company; however, I would want to improve the focus on gaming information, and I would make games a larger focus on the homepage. Nintendo does a wonderful job highlighting any sales they have right up front, and Playstation could benefit from this.



PlayStations site could also benefit from improving the game/hardware sales pages. They are all long and complicated with a lot of single things to scroll through, but they take up a lot of space with hardly any info. I would suggest they improve this by simplifying these pages. Maybe put sales items first, then put in a popular list, then perhaps an a-z search

list to simplify from there. I do like that they have a Category section, but this should be up higher on the page rather than 2/3 of the way down. Creating an easier navigation system would allow users to find what they need a lot quicker.

MY WIREFRAME

