

Expo Competitors Benchmark

In this part of the competitors benchmark we are taking a look at homepages of websites that are focussing on creating, uploading and sharing particular content pieces. In addition, content browsing is an important part of these websites.

| | Youtube | Flickr | Pinterest | Tripadvisor | Food.com | Last.fm | |
|------------------------|---------|--------|-----------|-------------|----------|---------|--|
| Not logged in | | | | | | | |
| Choose language | ● | ● | ● | ● | ● | ● | |
| Full page introduction | ● | ● | ● | ● | ● | ● | Flickr and Pinterest are showing a full page introduction to show what the website is about |
| Introduction tile | ● | ● | ● | ● | ● | ● | Last.fm is showing a big window to explain the benefits of using the website |
| Header | | | | | | | |
| | | | | | | | Top part of the website |
| Upload button | ● | ● | ● | ● | * | ● | Always shown in upper right corner. * Behind pulldown menu |
| Search bar | ● | ● | ● | ● | * | ● | * Food.com gives users a hint in the search box „search 500,000 recipes“ |
| Full navigation menu | ● | ● | ● | ● | ● | ● | All menu's contain a pulldown function |
| Hamburger menu | ● | ● | ● | ● | ● | ● | Youtube and Pinterest are showing a small hamburger menu which can be unfolded |
| „My“ menu | ● | ● | ● | ● | ● | ● | All websites are showing a „my <name website> menu“ with thumbnail in the upper right corner |
| Settings | ● | ● | ● | ● | ● | ● | |
| Social share icons | ● | ● | ● | ● | ● | ● | Icons to allow the user to share the website to Facebook, Twitter etc. |
| Sticky menu | ● | ● | ● | ● | ● | ● | Menu which are always staying on top, also after scrolling |
| Content | | | | | | | |
| Suggested content | ● | ● | ● | ● | ● | ● | Content based on user behaviour or picked by an editor |
| Popular content | ● | ● | ● | ● | ● | ● | Content with most views, votes etc. |
| Subscription content | ● | ● | ● | ● | ● | ● | Content uploaded and shared by the users connections |
| Aside column | ● | ● | ● | ● | ● | ● | Column with various windows with different types of content |
| Invite friends | ● | ● | ● | ● | ● | ● | Invite friends to join the website via email or Facebook |
| Advanced search | ● | ● | ● | ● | ● | ● | Tripadvisor shows a big advanced search box to encourage users to use the search function |
| Recently viewed | ● | ● | ● | ● | ● | ● | |
| Editorial content | ● | ● | ● | ● | ● | ● | |
| Footer | | | | | | | |
| Navigation & copyright | ● | ● | ● | ● | ● | ● | Basic footer with navigational parts and copyright information |
| No footer | ● | ● | ● | ● | ● | ● | Flickr and Pinterest are using „infinite scrolling“, thus no footer is shown |