



Competitive Analysis

Company	Northwest Film Forum vs. SIFF vs. Central Cinema
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URL	http://www.nwfilmforum.org/
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Competitive Analysis is a method of assessing the relative strengths and weaknesses of competitors. A Competitive Analysis is essentially a marketing strategy, and is beneficial to the process of defining and achieving a business's goals. For the purposes of this study our team will be conducting a competitive analysis comparing The Northwest Film Forum website to the websites of two local competitor businesses, the Seattle International Film Festival (SIFF) and Central Cinema.

Our objectives for completing a competitive analysis of the three websites are to:

1. Gather data to inform our redesign decisions
2. Identify frustrations users might face
3. Identify common elements to adopt or discard

We assessed the website using the following four criteria:

1. Information Architecture: Site structure
2. Usability: Ease of use
3. Tasks & Interactions: Steps taken by users to achieve an end goal
4. Visual Design: Aesthetics and layout

Scale of usability:

- 1 = Difficult
- 2 = Somewhat difficult
- 3 = Somewhat easy
- 4 = Easy

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ABOUT NWFF

Northwest Film Forum is Seattle's premiere film arts organization, screening over 200 independently made and classic films annually, offering a year-round schedule of filmmaking classes, and supporting filmmakers at all stages of their careers.

NEWS

Your favorite Film Forum memories: we want to hear them! Fill out our 20th anniversary community survey [here >](#)

HOT SPICE NWFF'S BLOG

Local Filmmakers Making History
Cine Independiente: Discovery in Context
A new cinema: Decolonizing film language in the L.A. Rebellion
Keeping things real at the True/False Film Festival

1YCF

LOCAL SIGHTINGS 2016

1-YEAR COMPREHENSIVE
Explore your creative voice by learning the art & practice of filmmaking.

APPLY BY JUN. 13TH

CALL FOR FILMS
Submit your work to our annual festival showcasing the region's filmmakers.

SUBMIT BY JUN. 13TH

NOW SHOWING

April Open House: 1-Year Comprehensive Filmmaking Program

We invite you to learn more about our 1-Year Comprehensive program before submitting your application for our Fall 2016 cohort. Hear from current students about their experience and learn details about our curriculum, opportunities beyond the classroom, payment plans and more.

RSVP on
Facebook: <https://www.facebook.com/events/518953141640692/>

Also playing this week >

SHOWTIMES

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Apr 26
[Read More >](#)
- Elephant**
Apr 26
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- My Golden Days**
Apr 22 - May 05
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Apr 27
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- Visiting Artists David Domingo: A Super 8 Odyssey**
Apr 28
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- Visiting Artists Gueros**
Apr 29
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- Our Last Tango**
Apr 29 - May 02
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- Taking Time: A Tribute to Chantal Akerman**
Chantal Akerman, From Here
Apr 30
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WORKSHOPS

Media Management for Premiere Pro CC

May 12th (Thursday) 6:30pm - 9:30pm

Instructor: Bernard Mann

Tuition: \$65 (\$60 for Film Forum members)

Limited to 6 students

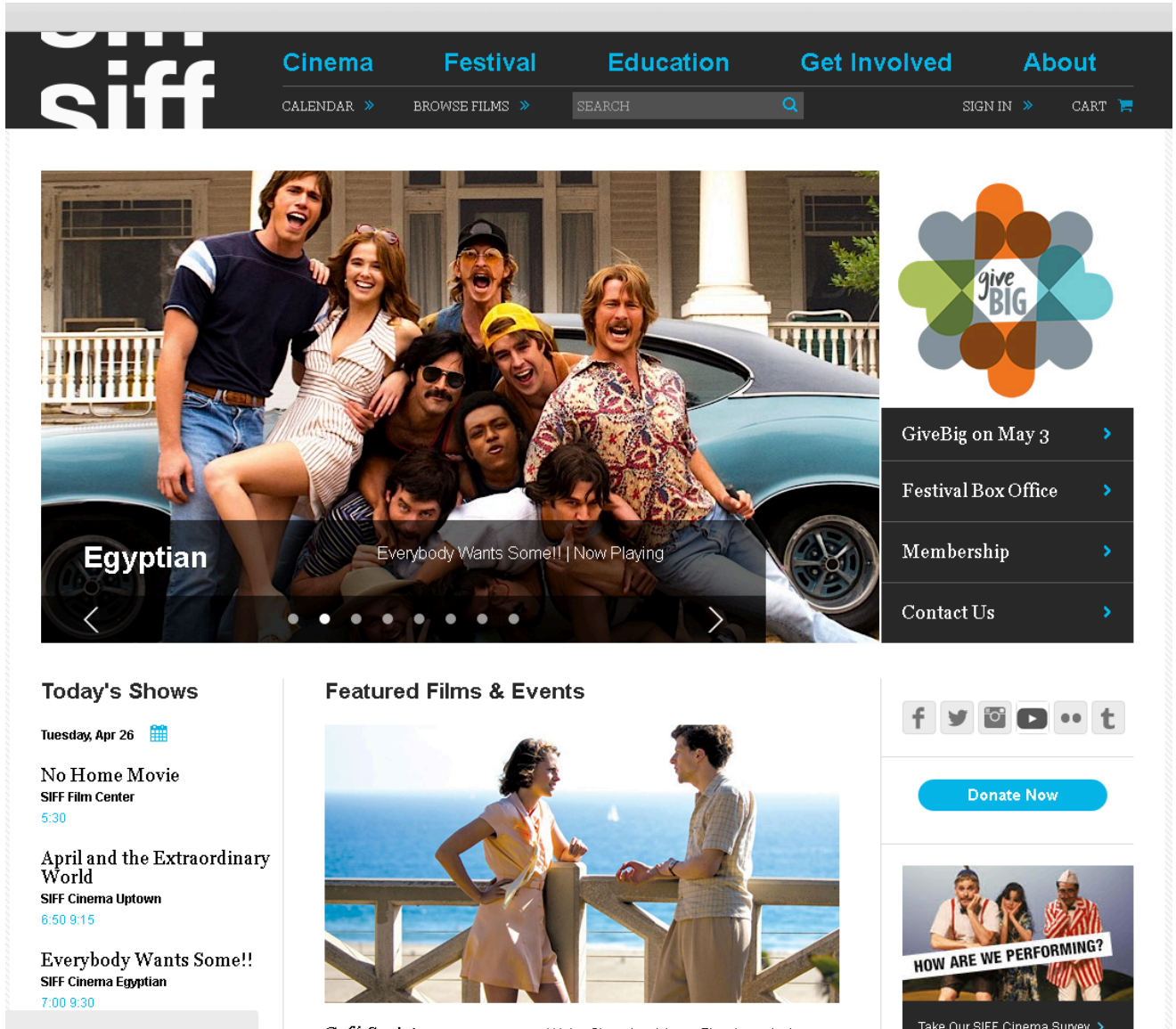
Digital editing has another side to it besides learning the software and theory: it's also managing gigabytes of data and hundreds of files to make a project into a finished story. From this evening workshop, take

Company	Northwest Film Forum
URL	http://www.nwfilmforum.org/

<p>What is the overall feel of the site? Scale = 2</p>	<p>Visual Design: The design of the NWFF site is visually overwhelming, contains too much content that lacks a clear or consistent structure. The color scheme is dark and serious.</p>
<p>Is the site visually appealing? Scale = 2</p>	<p>Usability: The visual layout of the site feels cluttered. "Now Playing" and "Showtimes" are the most standout features, but finding other information does not appear as straightforward.</p>

	<p>Visual Design: The site is not visually appealing because the organization of content appears disjointed. There are too many elements on each page and the design of the elements within each page is inconsistent.</p>
<p>How is the site organized? Scale = 1</p>	<p>Information Architecture: The website has a main navigation menu but no submenus. There are also site navigations which do not relate with the main navigation. The sitemap at the bottom of the page does not match with the main navigation at all.</p> <p>Usability: The organization of the site is not very easy to parse out from a user standpoint. The homepage has too much information available that is competing for attention.</p>
<p>Is the navigation intuitive? Scale = 3</p>	<p>Information Architecture: The structure of the site architecture makes sense from a top-down perspective, however the content within the structure does not follow the user's expectations.</p> <p>Usability: The navigation makes some information easy to find, but some information is buried in the sitemap at the bottom of the page.</p> <p>Tasks & Interactions: From a task-oriented perspective the navigation is not totally intuitive because there are no "Tickets" or "Showtimes" or "Calendar" nodes in the main navigation. You can purchase tickets for upcoming shows in the sidebar or on the final landing page for each film.</p> <p>Visual Design: The navigation size is small and doesn't stand out on the page.</p>
<p>How easy is to see and interpret the movie schedule? Scale = 2</p>	<p>Usability: The "Now Showing" section of the homepage is prominently featured, and "Showtimes" on the right sidebar list upcoming films. There is also a calendar on the left side of the page, but that feels confusing when combined with the "Now Showing" and "Showtimes" sections.</p> <p>Tasks & Interactions: There is no distinct calendar page, just the calendar in the sidebar, which shows the events below the calendar (still in the sidebar). When you click on a date the information appears below the calendar in the sidebar, rather than on a new page.</p> <p>Visual Design: The design of the schedule on the homepage is completely different from the design of all other pages and sections of the website. It is hard to read and the color choice is inconsistent with the rest of the website.</p>
<p>How do you buy tickets? Scale = 2</p>	<p>Tasks & Interactions: It took a while to find the "buy tickets" link (it's a fairly unstyled link, not a button). The link takes you to a brownpapertickets.com page that is styled like the NWFF website so it isn't clear that you have entered a new website.</p>
<p>How easy is it to buy tickets? Scale = 2-3</p>	<p>Information Architecture: There is no single clear pathway to buy tickets.</p> <p>Usability: Fairly easy to purchase tickets, despite there being no straightforward path.</p>

	<p>Tasks & Interactions: Once you find the link for the tickets you want to buy the actual purchasing process through brownpapertickets.com is easy, however the overall process of finding the tickets you want to buy is not straightforward.</p>
<p>Is the site responsive?</p>	<p>This website is non-responsive.</p>
<p>Is design consistent throughout the site? Scale = 3</p>	<p>Usability: It is mostly consistent throughout the site. Visual Design: The visual design is relatively consistent throughout the site. There are some mild issues with the grid pattern, there are also some issues with using the same font color throughout for links and non-linked headers.</p>

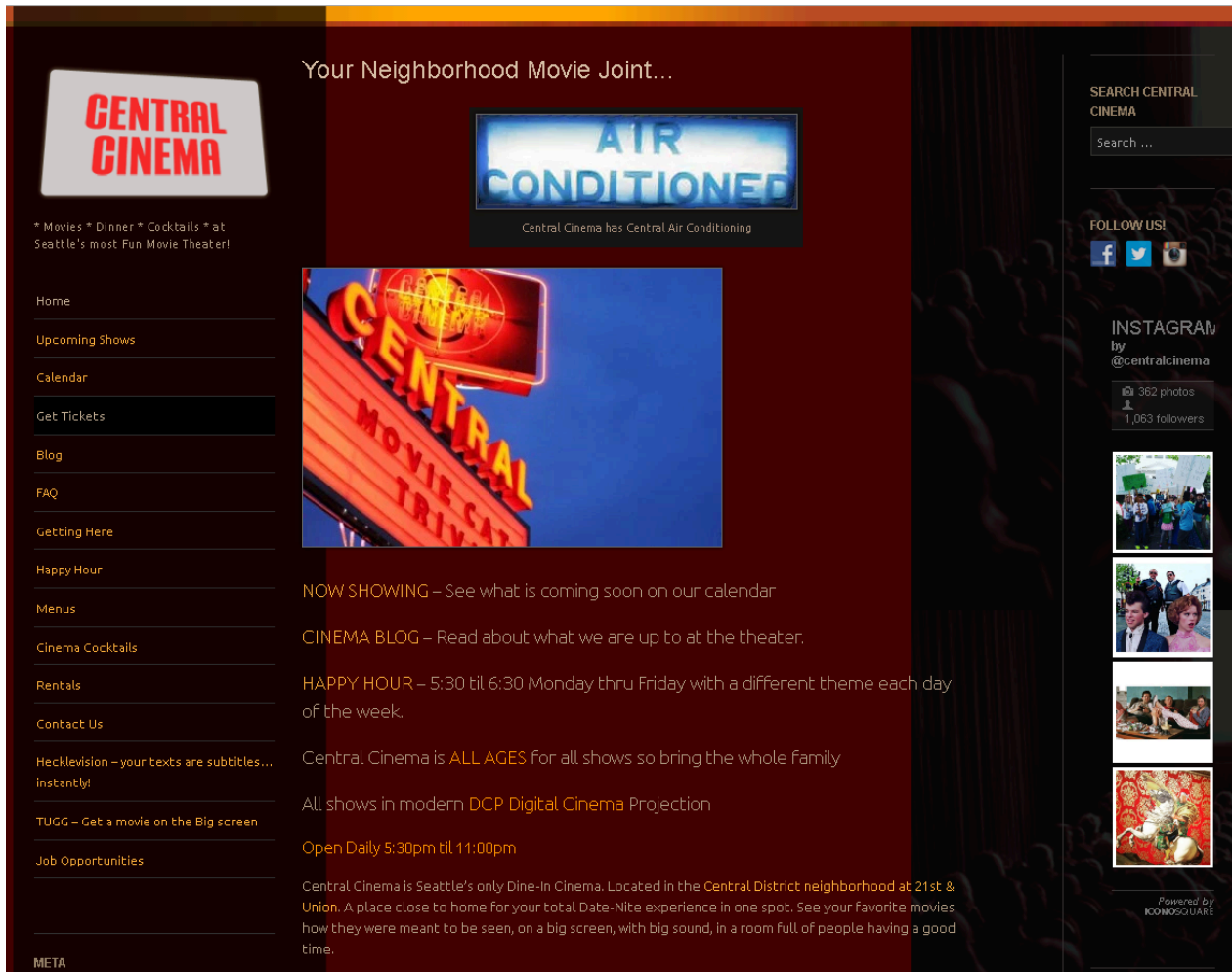


Company	SIFF – Seattle International Film Festival
URL	http://www.siff.net/

<p>What is the overall feel of the site? Scale = 4</p>	<p>Visual Design: SIFF’s site from a design perspective is very clean and appears to be easy to navigate. The brightness of the site makes it feel simple and modern.</p>
<p>Is the site visually appealing? Scale = 4</p>	<p>Usability: The homepage is simple yet informative. Feels easy to use, and the design is clean. Visual Design: The navigation and sub-navigation help maintain clarity. The consistent grid throughout, along with consistent font styles and</p>

	colors, creates a pleasing design aesthetic.
How is the site organized? Scale = 4	Information Architecture: The site has a clearly structured information architecture between its main navigation and sub navigation menus. Usability: Overall, the site is well-organized.
Is the navigation intuitive? Scale = 3	Information Architecture: The navigation is organized into intuitive categories, with sub navigation topics that fit well with each category. Usability: The navigation is moderately intuitive. It is simple and categorized in a way that mostly makes sense from a user perspective. Most navigation items match up with the content that it links to, although there are some sections that are confusing (“Cinema Box Office,” for example). Tasks & Interactions: From a task-oriented perspective the navigation is mostly intuitive, however ticket sale links are provided only on the specific film or event page, not through the Cinema Box Office > Tickets gateway. Visual Design: The navigation stands out by using a consistent color scheme and large clean font styles. This helps make navigating the site more intuitive.
How easy is to see and interpret the movie schedule? Scale = 2	Usability: The hero slider shows upcoming events, and there is a left sidebar showing the films playing on the current date, plus a list of what is now playing in the center body of the page. While it is laid out in a simple and straightforward way, there is also a lot of information competing for attention. The calendar is also somewhat confusing to interpret because of lack of information. Tasks & Interactions: The schedule is presented in calendar form under “Cinema Calendar” under “Cinema” in the main nav. Below the main nav there is also a secondary nav with a “Calendar” node. This gateway first pops up with a calendar with no information and the user has to figure out with no direction that they have to click the day they would like to view the schedule for. Once you are on the calendar/schedule you can only view one day at a time. The schedule is easy to interpret, but the movie titles overlap if the times are close together. Visual Design: The now playing section is clear clean design. The multiple calendars on the site are not easy to understand, and the design isn’t as clean and organized as other elements of the website.
How do you buy tickets? Scale = 2	Tasks & Interactions: Cinema > Now Playing > (film) > Buy > Add to Cart > Checkout or Continue Shopping.
How easy is it to buy tickets? Scale = 1	Information Architecture: There is no direct pathway present to buy tickets in the main navigation. Usability: Somewhat difficult - ticket links only appear once you click on a film title to see the detail page. There is no direct or clear path to buy

	<p>tickets from the homepage, which is confusing from a user standpoint. Ticket link is very clearly featured on the detail page for the film, but homepage does not feature an easy-to-find ticket portal.</p> <p>Tasks & Interactions: Once on the correct path to buy tickets, purchasing tickets is easy.</p>
<p>Is the site responsive?</p>	<p>This website is non-responsive.</p>
<p>Is design consistent throughout the site? Scale = 4</p>	<p>Visual Design: The design is consistent throughout the site, except for the calendar previously mentioned above. There are obvious brand guidelines followed in regards to font treatment, colors, and layout.</p>



Company	Central Cinema
URL	http://central-cinema.com/

What is the overall feel of the site?	Visual Design: Feels low budget, disorganized, and dark.
Is the site visually appealing?	Usability: The homepage layout is confusing and repetitive. Information is not easily available from a visual standpoint. Visual Design: The design looks unprofessional and is very similar to the NWFF, but with a left navigation.
How is the site organized?	Information Architecture: This site is not well organized in terms of information architecture. Sub navigations are not present. Usability: The site is very simply organized but repetitive.

<p>Is the navigation intuitive?</p>	<p>Information Architecture: There are many navigation menus, which is easy for the users. However, they have to be arranged in sub navigations.</p> <p>Usability: Somewhat easy - the left sidebar navigation and the links in the body of the homepage could be streamlined to avoid repetition, but it is fairly straightforward for the user to find information.</p> <p>Tasks & Interactions: Navigation pathways are clear for all tasks.</p> <p>Visual Design: Visually unappealing but surprisingly easy to navigate.</p>
<p>How easy is to see and interpret the movie schedule?</p> <p>“Upcoming Shows” Scale = 4</p> <p>“Calendar” Scale = 2</p>	<p>Usability: Somewhat easy - from the homepage, you can click on the “Upcoming Shows” or “Calendar” link in order to see the movie schedule.</p> <p>Tasks & Interactions: Similar to SIFF, Central Cinema’s schedule is in the form of a calendar, however Central Cinema’s calendar shows a monthly view as opposed to SIFF’s daily view. The schedule is somewhat easy to interpret. The vertically stretched layout is a little clunky but you get used to it after looking at it for a moment.</p> <p>Visual Design: There are two main ways to review the movie schedule. “Upcoming Shows” and “Calendar”. The “Upcoming Shows” page has a consistent layout that is very easy to use and from a design standpoint works. It is organized, but the aesthetic similar to the rest of the site, it still very dark. But the layout is clean and easy to understand. The calendar design is not as good. There is no hierarchy with font treatments, the line heights make it almost unreadable and there is a disconnect with the content for each film and date.</p>
<p>How do you buy tickets?</p> <p>Scale = 4</p>	<p>Tasks & Interactions: Ticket sales are hosted by Ticket Biscuit. From the main nav you select Get Tickets which takes you to a list of upcoming films with the option to select “Buy Tickets” or “Sold Out.” Once you find the movie you want to purchase tickets for you click “Buy Tickets” > Find Tickets > Checkout or Continue Shopping. Very straightforward. The phrasing “Find Tickets” is perhaps a little confusing. Visually the color of the shopping cart and time limit are a little hard to see but that’s really the only downfall.</p>
<p>How easy is it to buy tickets?</p> <p>Scale = 4</p>	<p>Information Architecture: It is pretty convenient to buy tickets as “Get Tickets” is present.</p> <p>Usability: Very easy</p> <p>Tasks & Interactions: Very easy.</p> <p>Visual Design: From a visual standpoint, it could look better, but it is functional design and easy to purchase.</p>
<p>Is the site responsive?</p>	<p>This website is responsive.</p>
<p>Is design consistent throughout the</p>	<p>Usability: Yes, it is very consistent.</p> <p>Visual Design: The design is consistent throughout the site. It might not be the most visually stunning site, but it works and it is responsive. It is</p>

site? Scale = 4	easy to navigate.
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Findings & Results: Recommendations of features to adopt and/ or avoid when redesigning the NWFF website:

Information Architecture (IA)

1. The IA of northwest forum is overall good however the main navigation needs sub-navigation items. Side navigation present on left side of the website can be arranged to the main navigation to improve usability.



2. Sitemap present in the website can also be used while redesigning both navigation and sub-navigation.

EXPLORE NWFF

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Now Showing
Special Events
Programs
Series

Calendars

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Print in PDF format
Pick up a Calendar

Filmmaking

Productions
Start-to-Finish
Signature Shorts
Grants & Access
Call for Entries
Callboard
Equipment & Facility
Rentals
Resources

Workshops

Workshops
Required Viewing (Film
Appredation)
Equipment Certifications
One-Year Film
Comprehensive
Free Classes and Events
Youth Summer Camps
Youth Classes
Info About Classes

Get Involved

Membership
Donate
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Jobs
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History
Directions
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News
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3. Our recommendation is to redesign the Information Architecture to create organizational and navigational schemes allowing users to use the website easily.

Usability

1. Decrease the clutter of information on the homepage by adding sub-navigation to the main navigation. This would require taking content from the left sidebar and the sitemap, and then incorporating all of it into an intuitive sub-navigation.
2. Create a clear pathway for customers to purchase tickets.
3. Present the movie schedule in a more easily digestible format (should include the movie title, date, and showtime in).
4. Make the site responsive so that users can conveniently view it on mobile devices.

Tasks & Interactions

Adopt:

1. Create a calendar page with an easy to view movie schedule.
2. Create a “buy tickets” node in the main navigation.
3. Utilize buttons for important actions, such as “buy tickets”

Avoid:

1. Calendar formats that stretch awkwardly.
2. Minimally-styled links.

Visual Design Recommendations:

1. The current font size of main nav is too small, and takes away from the importance of this function. Recommend increasing the font-size and visibility of the navigation.
2. Clean up the grid, and reduce the amount of content. Less is more.
3. Visually design the site so that Showtimes and how tickets are purchased stand out more.
4. Use design to lighten the mood of the site.

Conclusion:

What our team learned through this exercise is that looks can be deceiving. Visual design is very important to creating a branded image, but as seen with SIFFs website, even the best

branded and graphically-aesthetic site can be hard to use if the information architecture isn't thought out in advance. The information architecture needs to be user-friendly and easy to navigate. Then the design needs to be well implemented. Central Cinema's website is a good example of a highly usable information architecture. Even though visually it wasn't a team favorite, it was still clear that navigation and ease of use of the site were still better than the NWFF or SIFF's pages.