



# Black World



Competitive UX Analysis

# Introduction

This competitive analysis will identify and evaluate the key usability strengths and weaknesses of BlackWorld competitors. The analysis will examine key user experience components by citing instances of best and worst practices from the competitors' websites and will include screenshots as examples. Our exploration of what competitors do well and what can be improved will provide important learnings that can be applied to BlackWorld Web Redesign

The competitors that will be covered are

<https://events.nyu.edu/>

<https://www.liberty.edu/campusrec/student-activities/blog/>

# Liberty Student Activities Blog

# NYU Events


liberty.edu/campusrec/student-activities/blog/

Home / Blog

## BLOG

### What we're listening to: May 2022

May 19, 2022



This month's playlist is brought to you by two of our Event Supervisors, Justin Gible and Walker Sandler. The weather is getting warmer, so here is a playlist to kickstart those summer vibes. Throw this on when you're driving windows down, sitting in the park, or spending time with your friends.

**What we're listening to: May 2022**  
libertysa

- 6 Wildflowers  
Mikele Buck Band 3:43
- 7 Teach Me to Dance (Acoustic Version)  
Jervis Campbell, Chris Renzema 3:38

### Recent Posts

- What we're listening to: May 2022
- Spring 2022 Semester Recap
- Artist Expo: Gable Price and Friends
- After Party: Serve Lynchburg
- After Party

### Categories

- SA Concerts (61)
- SA Engages (271)
- SA Events (123)
- SA Playlists (26)
- SA Podcast (20)
- Uncategorized (47)

NYU Calendar

events.nyu.edu

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**NYU** [About NYU](#) [Admissions](#) [Academics](#) [University Life](#) [Research](#)

### Search Events

Keyword

Event Type


Location

Calendar

Tag

Date Range  
  
mm/dd/yyyy  
  
mm/dd/yyyy

### Today's events



#### By the Numbers: The Geography of New Housing

Monday, June 6, 2022 · 4:00pm - 5:30pm EDT (1:00pm - 2:30pm PDT)  
Online

The NYU Furman Center is pleased to invite you to *By the...*

Monday, June 6, 2022 · All Day

#### 44th Annual NYU International Hospitality Industry Investment Conference

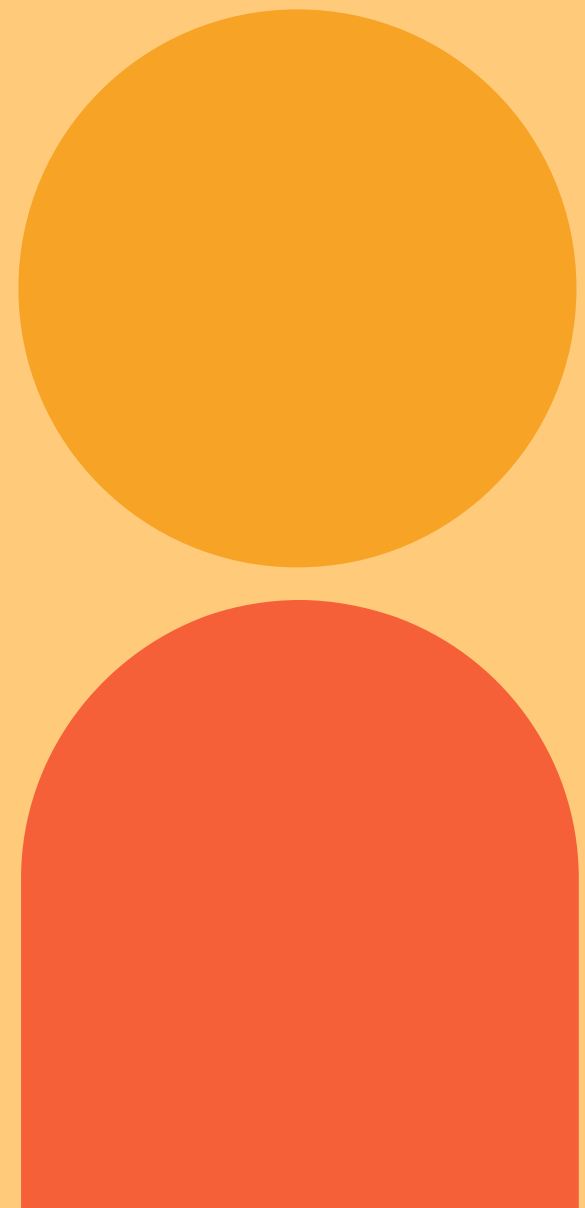
New York Marriott Marquis  
Hosted by the Jonathan M. Tisch Center of Hospitality, the Conference features general sessions, and networking events that provide data, analysis,

# Analysis Objectives

In the following, we will review the features and functionality we observed throughout the various competitors' websites and then provide several recommendations that we can apply BlackWorld Web redesign

The things we want to learn from this review are:

- Usability
- Layout
- Navigation Structure
- Compatibility
- UX Design



# NYU Events

## Overview

The University Events Calendar serves as NYU's central source for event information. Schools, departments, centers, and programs contribute to the offering of events available around campus.

## Usability

The website is very content full, informational, and has various filter and search functionalities which comes in handy with so much content.

## Layout

The events landing page has an event calendar highlighting the current day and the content of events switches as users click through the calendar. It has a Search events sections with multiple categories to filter



## **Navigation Structure**

The header sticks at the top as the user scrolls down and gives the user access to links in the header to switch pages. Inline search bar is incorporated within the header . Overall navigating through out the website is easy and user will find links to go back to top and switch pages

## **Compatibility**

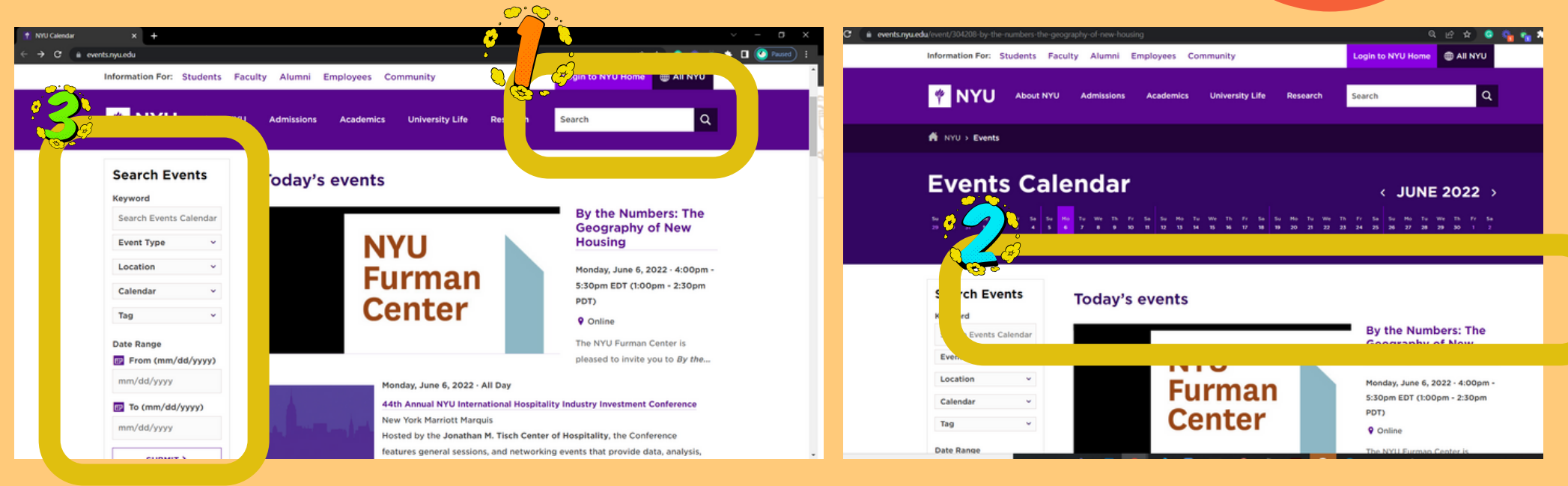
The website is responsive to all three breakpoints

## **Design**

Overall the design, experience and usability through out the website is informative, functional and easy

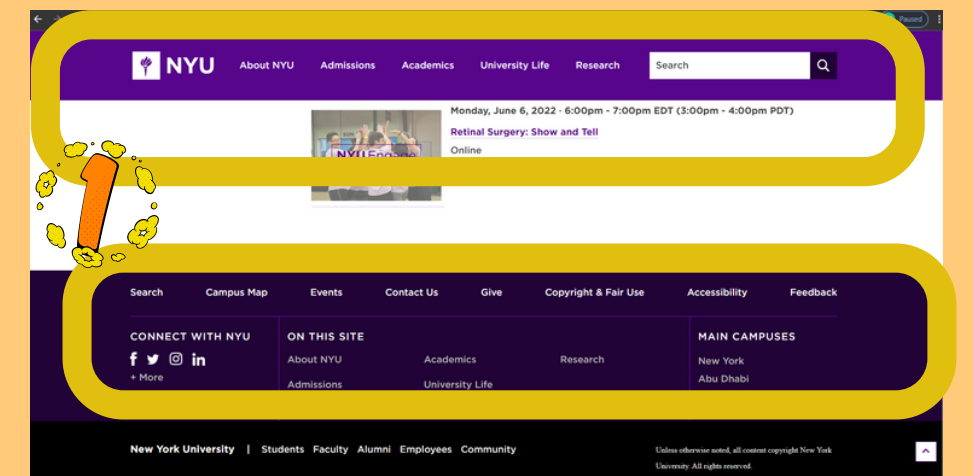
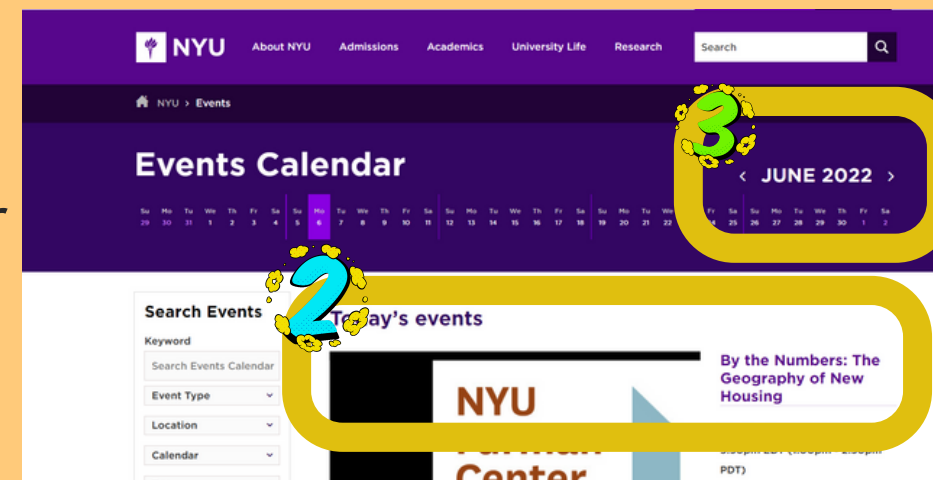
# Strengths

1. Page Search on the navigation
2. Event Calendar section visible as page loads
3. Search Events section to search by multiple event types, and categories



# Weaknesses

1. Repetitive content in the Header and footer
2. Events are not categorized other than today's event
3. The events calendar has no easy way to go back to multiple months other than clicking on the back and next arrows



# Liberty Blog

## Overview

Student Activities Blog offers more than 80 events each school year, including concerts, movies, open mic nights, and campus favorites such as Coffeehouse and Block Party connecting you to your friends, your campus, and your culture

## Usability

The app is simple and easy to use even for non-tech savvy users. With minimal features and fun illustrations the usage of the website is fun and informational

## Layout

The student activities page has a carousel with student activities, Artist's requests, events, and a brief of the finished semester. Upcoming events section below the carousel with links to respective events and contact information on right





## **Navigation Structure**

The header has the information and link to all the pages on the website and transforms into a hamburger menu on smaller devices. The header does not stick to the top which can be draw back as the footer does not have all the links to pages within in the website

## **Compatibility**

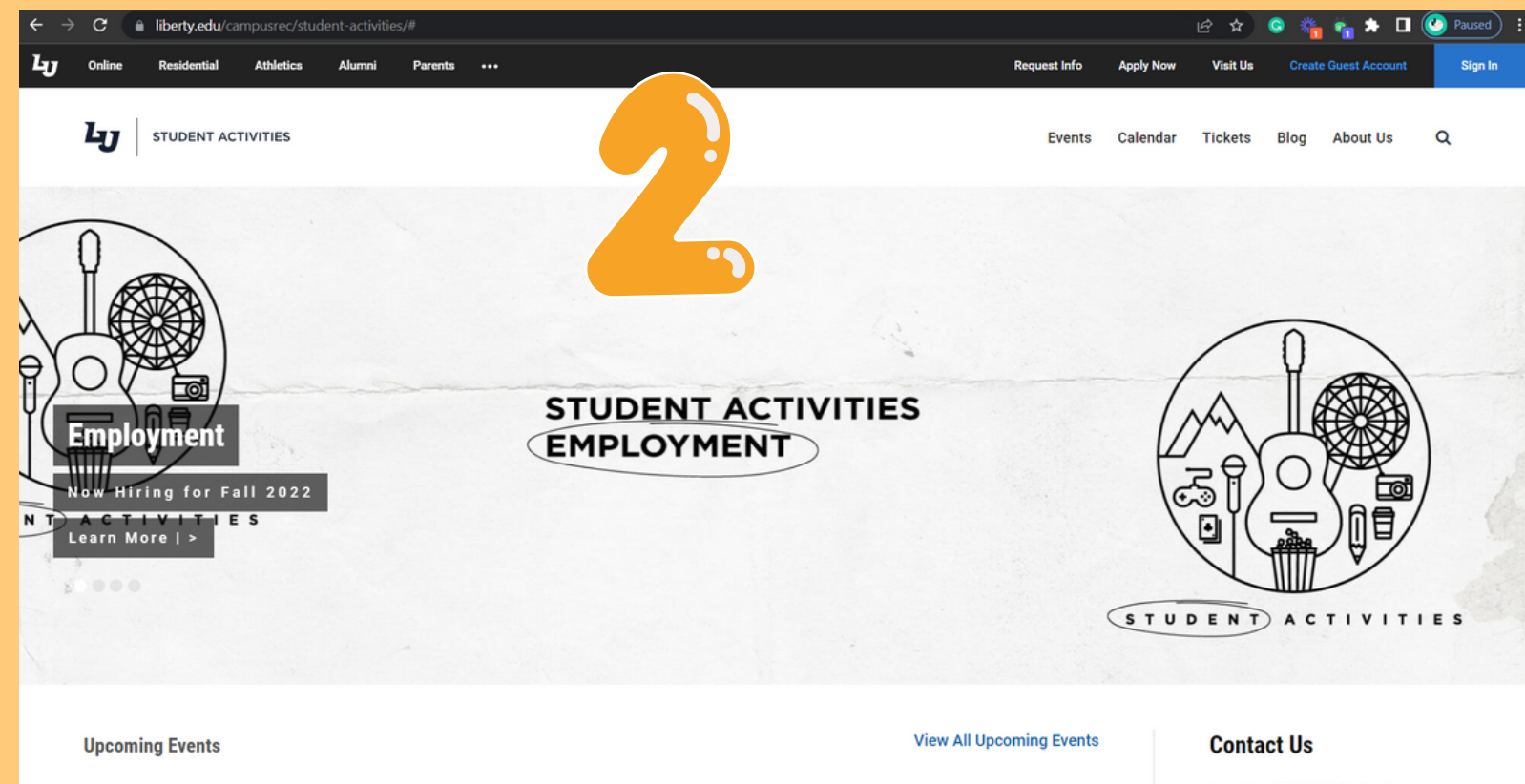
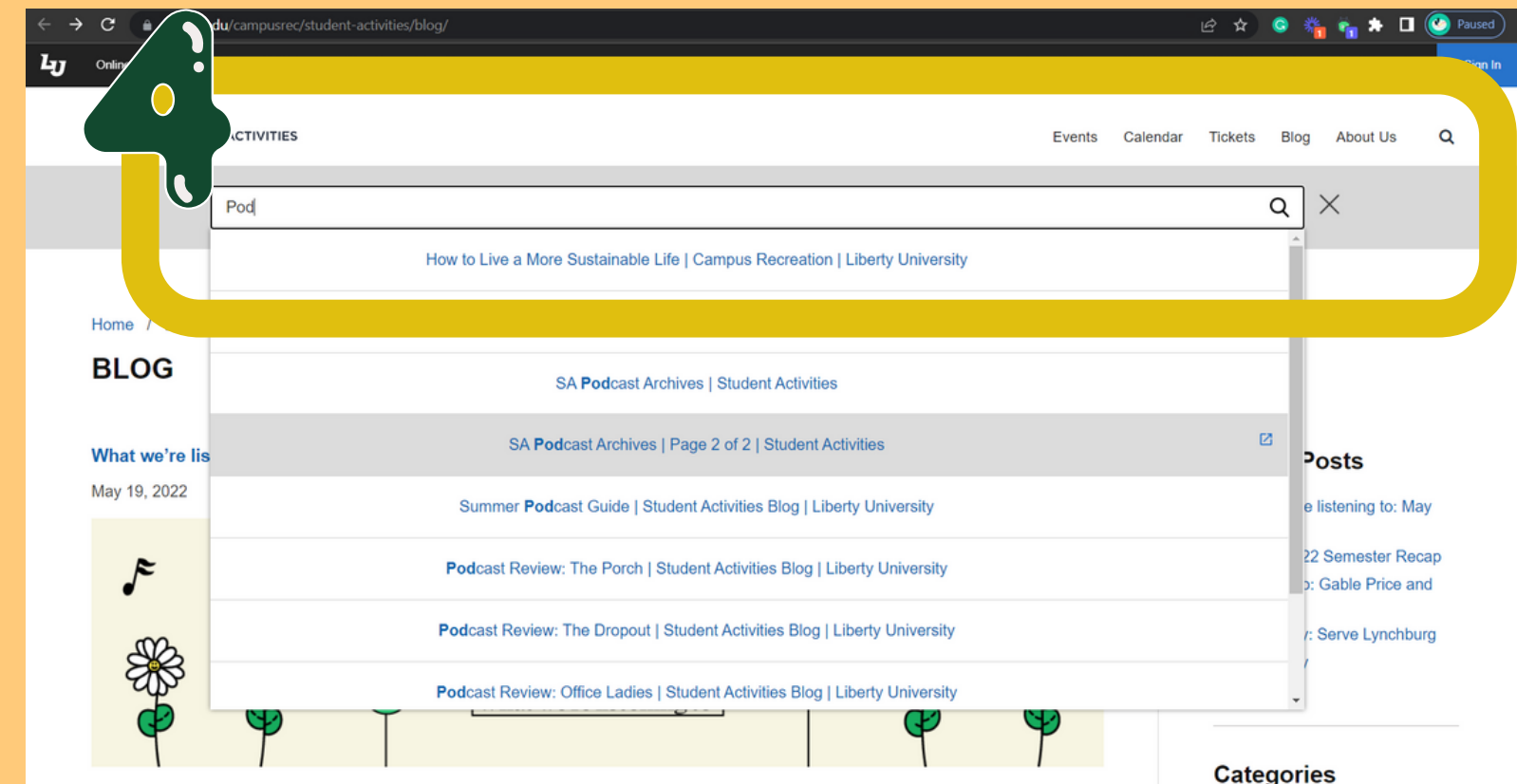
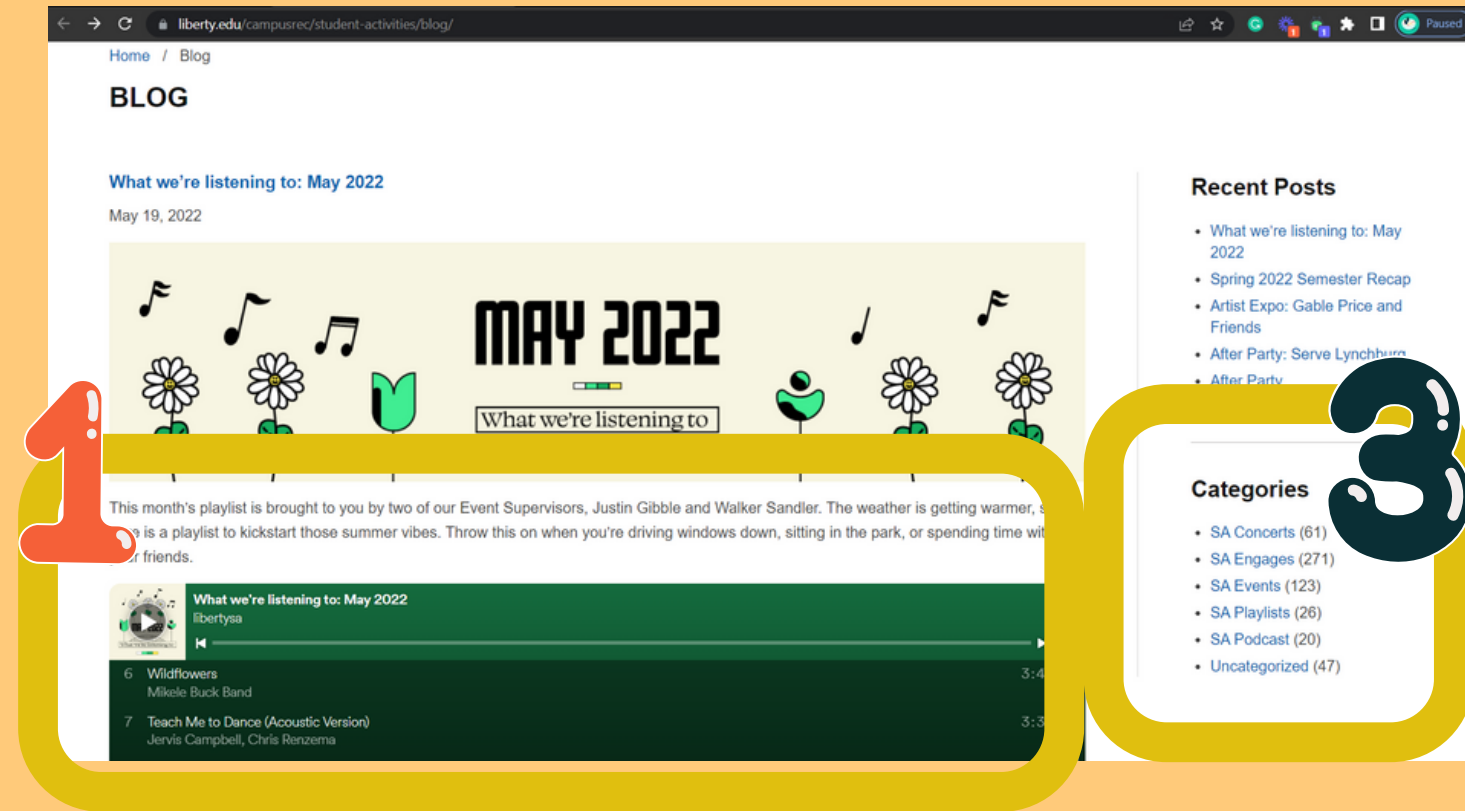
The website is responsive on small, medium and large breakpoints

## **Design**

Overall the design and user experience through out the website is easy, visually very minimal and clean

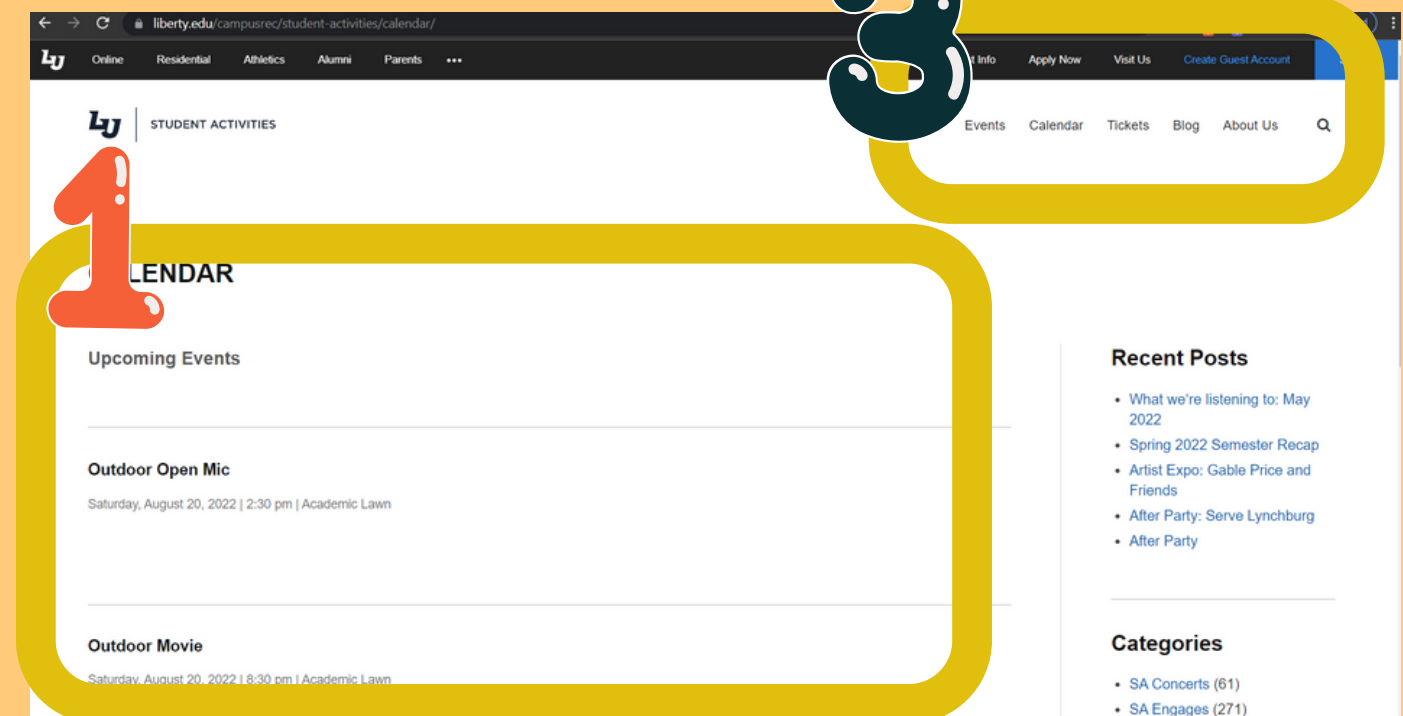
# Strengths

1. Monthly playlist section with quick and play and fun illustration
2. Easy, simple layout with minimal features like about us page
3. Easy access to Categorized events
4. Inline search opens to search bar and search recommendations



# Weaknesses

1. Calendar in navigation takes the user to a page that has upcoming events but not a calendar which can be confusing
2. The previews articles on the landing page have long content which can be minimized to avoid long scroll
3. Navigation does not indicate on which page user is on



# Recommendations

Based on our competitive analysis, we can recommend applying the following observations to the BlackWorld Web redesign

- To avoid repetitive content
- Interactive event calendar
- Categorized and sectioned events and activities
- Inline search with recommendations and suggestions as per user input
- Minimize the content to avoid a long scroll
- Quick view of ongoing playlist or podcast