





Comparative Analysis

Based on the two deliverables, volunteer actor database and online application submission form I researched: Task Rabbit, Kickstarter, LinkedIn Learning (formerly Lynda.com), Airbnb and Google Contacts to see how they prioritized user’s personal details.

| | <div> Task Rabbit - Profile search database</div> | <div> Kickstarter - Explore project database</div> | <div> LinkedIn learning online instructor application</div> | <div> Airbnb - Host an experience application</div> | <div> Google contacts</div> |
|-----------------|--|---|--|---|--|
| Strengths | <div><div>+ Profile card quick-view highlights priority details as bullet points for easy readability and when click “view profile” a pop-up window appears with longer descriptive content.</div><div>+ Profile photo is seen first and name is to the right.</div><div>+ Testimonials are included on profile quick-view, establishes trust-worthiness</div></div> | <div><div>+ Below top nav, prominent search tab dropdown organized as a sentence. “More filters” button underneath.</div><div>+ When more filters is expanded, there are additional search field options</div><div>+ 3 project cards feature main bullet points with large image. Shows 12 cards before “load more” button.</div></div> | <div><div>+ 1-3 par brief program description, what characteristics LinkedIn is looking for, application instructions</div><div>+ Input fields are a combination of typed, multiple choice, and additional notes. Total of 9 questions to answer.</div><div>+ Also includes an instructor testimonial.</div><div>+ Minimal 2 color design, 1 page layout</div></div> | <div><div>+ Each Q&A is broken into steps with next and back buttons</div><div>+ Left pane task menu. Offers navigation ability.</div><div>+ Clean, minimal design layout. Dark grey/black text only</div><div>+Save and exit option</div><div>- Limited use of icons</div></div> | <div><div>+ Photo/camera icon to upload profile photo</div><div>+ Ability to enter optional additional information by clicking on button, which expands to reveal field entries</div><div>+ Profile photo/name are primary, contact details are secondary</div></div> |
| Weaknesses | <div><div>- Profile cards could be made smaller so there’s less scrolling. Ideally, would be able to see multiple (around 3) profiles at one time</div><div>- The search criteria of selecting date/time takes precedence over selecting profile, this should be placed at top</div></div> | <div><div>- The search dropdown buttons are useful, but are not easily read because of the button/shadow dimensional effect. Ideally, all the text is created to be read on same layer without shadow.</div></div> | <div><div>- Header background and application color could match</div><div>- The typed entry fields could be made larger, easier to review for user</div></div> | <div><div>- Difficult to find any points in navigation/layout for improvement.</div><div>- Airbnb could improve the percentage rate that are deducted from these “experience” hosts. They should receive more of their earnings</div></div> | <div><div>- Google likes their icons. May be personal preference, but my time visually interpreting the icon is slower then reading</div><div>- It takes dedicated time to go through icon dropdown to discover functionality. Would prefer this to be a word, not an icon</div></div> |
| My observations | <div><div><div>• While Kickstarter is a database geared towards projects, the way the content is organized is very clean, enjoyable to browse through. Also like how they prioritize “search” this should be the predominant tool seen as the results from searching are secondary.</div><div>• The key difference between LinkedIn Learning and Airbnb Experience Host applications was the length of entry fields to complete. The first being a 1-page questionnaire to complete and the 2nd is multiple screens.</div><div>• In repetitive forms that require users to enter various fields, use limited amount of icons. For faster interpretation.</div></div></div> | | | | |