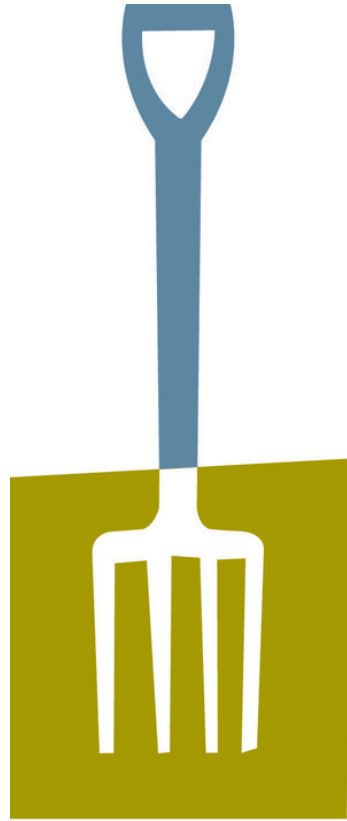


# Seattle Tilth Competitive Analysis Report

by Cameron Kunz,  
Jeff Reynolds  
and Michelle Szwedo



LEARN. GROW. EAT.  
**seattle**  
tilth

# Competitors

Rather than a strictly market context, we chose sites in a more functional context, choosing sites with different approaches to the tasks we would analyze.



## Oregon Tilth - <http://tilth.org/>

A national leader in organic certification and education, this non-profit membership organization is dedicated to promoting organic food production.



## Center For Wooden Boats - <http://cwb.org/>

The Center for Wooden Boats is a maritime museum that preserves and celebrates the Northwest's maritime heritage through a variety of hands-on activities and classes.



## Hugo House - <http://hugohouse.org/>

Hugo House, located in Seattle, is an innovative portal offering resources and events connecting writers to their readers and audiences.

# Goals for Competitive Analysis

**Assess how well the Seattle  
Tilth web site performs  
certain tasks that are  
essential to the  
organization and its public  
outreach mission**

- Create a more efficient navigation system
- Identify features and design ideas from related websites to create a better user experience
- Obtain design recommendations
- Optimization of certain site areas (classes and events)
- Make visual experience better compliment organization's goals

# Tasks to Analyze

**The three tasks were essential to most non-profit public activity oriented organizations, we determined that these would be the most valuable to test.**

- Find information about classes, events, and programs and register
- Sign up for an event and add the event to user's calendar
- Make a donation

# Evaluation Criteria

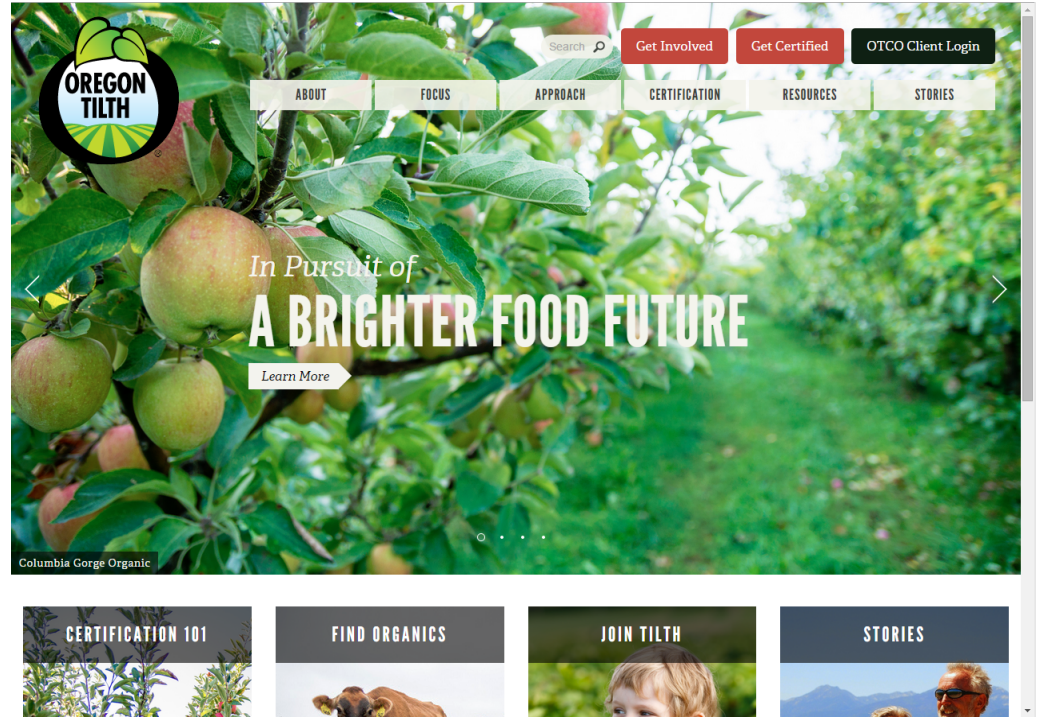
We established five criteria to use to evaluate each site.

We chose these five because they seemed particularly relevant to the **Seattle Tilth** site.

- 1 Navigation and architecture
- 2 Visual audit
- 3 Site Features
- 4 Usability and Accessibility (Responsive)
- 5 Location awareness

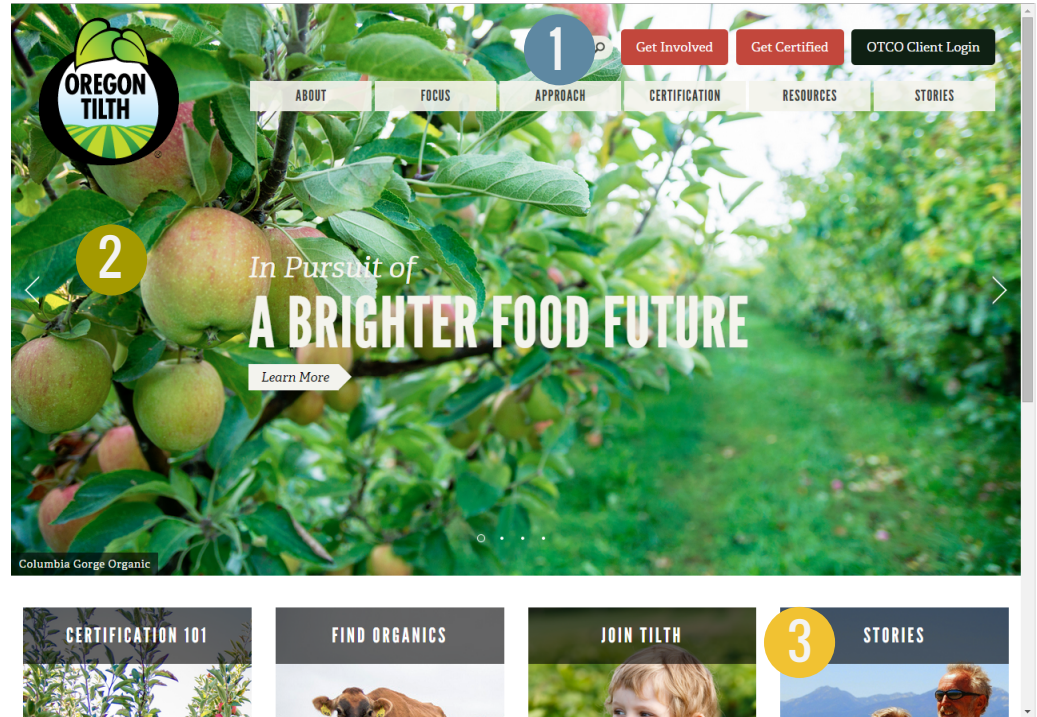
# Oregon Tilth

We have chosen to analyse Oregon Tilth in our competitive analysis because they occupy the same market and offer similar services as Seattle Tilth



# Evaluation

- 1 Navigation & Architecture**  
Unclear and wasteful navigation.
- 2 Visual Audit**  
Nice page layout.  
Wonderful bright inviting pictures, that showcase what the site is about.
- 3 Site Features**  
Redundant navigation, confusing categories.
- 4 Usability and Accessibility (Responsive)**  
Good responsive design that retains the most important elements of full screen view.



# Evaluation - registering for webinar

## 3 Site Features

Archived webinars, clear labeling and dating for webinar series.

## 4 Usability and Accessibility

Lack of clickable calendar.  
No coordination with social media.

## 5 Location Awareness

Inconsistent location indicators in sidebar.

5

## 2015 OREGON TILTH WEBINAR SERIES

Understanding everything you need to know about organic is no easy task. Oregon Tilth and the Natural Resources Conservation Service (NRCS) are here to help with our 2015 Webinar Series. Together, we will explore in depth topics like organic labeling, pollinator plantings in pasture, decoding livestock feed requirements and more. Join us on the first Tuesday of every month for our one hour webinar sessions so you can gain a better understanding on the rapidly changing industry. Check out the schedule below to sign up for the free webinars.

Missed a webinar? You can always view archived videos in our Resource Library.

3

### RELATED RESOURCES

#### Insights from an Organic Certifier

This webinar discusses the process of organic certification including the on-farm inspection...

View

#### Organic Labeling 101

This webinar covers labeling requirements of the standards to which we certify. We explain...

View

## FIRST TUESDAY OF EVERY MONTH

12:00pm PT / 3:00pm ET



### The First Tuesday of Every Month

<b>MAR. 3</b> Understanding Multiple Ingredients Product Formulation	<b>APR. 7</b> Reduced Tillage in Organic Specialty Crop Systems*	<b>MAY 5</b> Decoding Organic Feed & Supplement Requirements for Livestock
<b>JUN. 2</b> Mitigating Soil Disturbance in Organic Systems*	<b>JUL. 7</b> Understanding Organic Labeling Requirements and Label Claims	<b>AUG. 4</b> Opportunities for Conservation in Organic Livestock Systems*
<b>SEPT. 2</b> Pollinator Plantings in Organic Pastures	<b>OCT. 6</b> Climate Change and Organic Agriculture*	<b>NOV. 3</b> Analysis of the Organic Market in Oregon
<b>DEC. 1</b> Natural Resource and Biodiversity Conservation in Organic Production*	<b>REGISTER TODAY</b> <a href="http://WWW.TILTH.ORG">WWW.TILTH.ORG</a>	

4



# Evaluation - making a donation

## 3 Site Features

Useless Update Cart button.  
Inability to change donation amount.

## 4 Usability and Accessibility

Unnecessary pages and steps.

## 5 Location Awareness

Excellent location cues.

**5** GET INVOLVED  
MEMBERSHIP  
ADVOCACY  
DONATE

### Add a donation

Giving to Oregon Tilth is a great way to support sustainable agriculture.

Oregon Tilth is a member-based 501(c)(3) nonprofit organization. We work with farmers, businesses, and government agencies to grow the field for organic farming. Your contribution helps make our education, research, and advocacy possible.

**Donate today to:**

- Help more farmers succeed in organic farming.
- Build healthy soil and conserve biodiversity.
- Improve organic standards and ensure the integrity of organic products.
- Drive public investment in sustainable agriculture, and
- Increase access to healthy food for all people.

Your donation is tax-deductible to the extent of:

\$  **Add Donation** **4**

#### EVENTS

Incredible Edibles Plant Sale  
MAY 2, 2015 | 10:00 AM

Decoding Organic Feed and Supplement Requirements for Livestock  
MAY 5, 2015 | 12:00 PM | ONLINE

Roots of Resilience: Rejuvenating Grasslands through Grazing Management  
MAY 6, 2015 | 8:00 AM | ANTELOPE, OR.

Environmental Benefits of Organic Agriculture: Energy and Climate Change  
MAY 21, 2015 | 10:00 AM

[More Events](#)


---

NEWSLETTER SIGN-UP      QUICK CONTACT      LATEST NEWS

First Name  Oregon Tilth Main Office      Apr 23:      New Tools for Transitioning [Read More](#)

Last Name

GET INVOLVED  
MEMBERSHIP  
ADVOCACY  
DONATE

Product	Price
 Donations	\$1.00

**3** **Update Cart** **Proceed to Checkout** **4** **3**

#### EVENTS

Incredible Edibles Plant Sale  
MAY 2, 2015 | 10:00 AM

Decoding Organic Feed and Supplement Requirements for Livestock  
MAY 5, 2015 | 12:00 PM | ONLINE

Roots of Resilience: Rejuvenating Grasslands through Grazing Management  
MAY 6, 2015 | 8:00 AM | ANTELOPE, OR.

Environmental Benefits of Organic Agriculture: Energy and Climate Change  
MAY 21, 2015 | 10:00 AM

[More Events](#)

# Evaluation - making a donation

## 3 Site Features

Simple and clean form design.

## 4 Usability and Accessibility

Link for returning donors.  
Too many pages to complete donation.

## 5 Location Awareness

Clear information to where the donation is going and being used for.

The screenshot shows a donation form with several sections and annotations:

- Annotation 5:** A vertical sidebar on the left contains the text: GET INVOLVED, MEMBERSHIP, ADVOCACY, and DONATE.
- Annotation 4:** A link at the top of the form reads: "Returning customer? Click here to login".
- Billing Details:** A form section with fields for Country (United States (US)), First Name, Last Name, Company Name, Address (Street address, Apartment, suite, unit etc. (optional), Town / City, State (Select an option...), and Zip (Postcode / Zip).
- Additional Information:** A section with a checkbox for "Create an account?" and a text area for "Order Notes" (Special notes you would like us to be aware of).
- Your order:** A table showing the order summary:

Product	Total
Donations x 1	\$1.00
<b>Cart Subtotal</b>	<b>\$1.00</b>
<b>Order Total</b>	<b>\$1.00</b>
- Payment Options:** Radio buttons for "Cheque Payment", "PayPal" (with logos for Visa, Mastercard, American Express, and Discover), and "Credit card" (with logos for Visa, Mastercard, American Express, and Discover). A note below says "Pay securely using your credit card."
- Place order:** A black button at the bottom right.
- EVENTS:** A sidebar on the right lists events:
  - Membership Advisory Committee Meeting: Open Discussion for Processors & Traders (APR 28, 2015 | 6:00 PM | ONLINE)
  - Webinar: Organic Working Group (APR 28, 2015 | 10:00 AM)
  - Incredible Edibles Plant Sale (MAY 2, 2015 | 10:00 AM)
  - Decoding Organic Feed and Supplement Requirements for Livestock (MAY 5, 2015 | 12:00 PM | ONLINE)A "More Events" button is located below the list.

# Evaluation - event signup

**1** Navigation and Architecture  
Quick navigation through events.

**3** Site Features  
Information at a glance.  
Clear, concise event description  
Registration easy to find for  
event selected.

**4** Usability and Accessibility  
Lack of clickable calendar.

## UPCOMING EVENTS

**3** MEMBERSHIP ADVISORY COMMITTEE MEETING: OPEN DISCUSSION FOR PROCESSORS & TRADERS  
April 28 @ 6:00 pm - 7:00 pm  
Organized by: Oregon Tilth MAC  
Location: Online  
[Read More](#)

WEBINAR: ORGANIC WORKING GROUP  
April 29 @ 10:00 am - 11:00 am  
[Read More](#)

INCREDIBLE EDIBLES PLANT SALE  
May 2 @ 10:00 am - 4:00 pm  
Organized by: Multnomah County Master Gardeners  
[Read More](#)

**4** DEODING ORGANIC FEED AND SUPPLEMENT REQUIREMENTS FOR LIVESTOCK  
May 5 @ 12:00 pm - 1:00 pm  
Organized by: Oregon Tilth  
Location: Online  
[Read More](#)

ROOTS OF RESILIENCE: REJUVENATING GRASSLANDS THROUGH GRAZING MANAGEMENT  
May 6 @ 8:00 am - May 7 @ 5:00 pm  
Organized by: WFR, CNB and the PNCHM  
Location: Washington Family Ranch  
[Read More](#)

ENVIRONMENTAL BENEFITS OF ORGANIC AGRICULTURE: ENERGY AND CLIMATE CHANGE  
May 21 @ 10:00 am - 11:00 am  
Organized by: USDA NRCS Science and Technology  
[Read More](#)

**GET INVOLVED AND TAKE ACTION**

**DONATE TO TILTH**  
EVERY BIT HELPS  
[Start Here](#)

**BECOME A MEMBER**  
JOIN THE TILTH FAMILY  
[Join Now](#)

MEMBERSHIP ADVISORY COMMITTEE MEETING: OPEN DISCUSSION FOR DAIRY LIVESTOCK PRODUCTION  
May 26 @ 6:00 pm - 7:00 pm  
Organized by: Oregon Tilth MAC  
Location: Online  
[Read More](#)

This webinar will help participants understand the livestock feed requirements of the National Organic Standards in more detail. Join us for a breakdown of the livestock feed standards and how they apply to specific systems, an overview of feed supplements, including how they are classified and regulators for use, and guidelines for ensuring that your animals' nutritional needs are being met while remaining compliant with the standards.

Speaker: Jackie Sleeper, Oregon Tilth Farm Technical Specialist, Jeff Mattocks, Livestock and Poultry Nutrition Advisor, Fertrell

Join us for this webinar on **3** at 12:00 PM PST / 3PM EST.

[Register Today](#)

[+ Google Calendar](#) [+ iCal Export](#)

### Details

**Date:**  
May 5  
**Time:**  
12:00 pm - 1:00 pm  
**Cost:**  
Free  
**Event Category:**  
Webinar

**Event Tags:**  
certification, Oregon Tilth  
Webinar Series, webinar

**Website:**  
<https://attendee.gotowebinar.com/register/6076032461728734978>

### Venue

Online

### Organizer

Oregon Tilth

## EVENTS

Membership Advisory Committee Meeting: Open Discussion for Processors & Traders

APR 28, 2015 | 6:00 PM | ONLINE

Webinar: Organic Working Group

APR 29, 2015 | 10:00 AM

Incredible Edibles Plant Sale

MAY 2, 2015 | 10:00 AM

Decoding Organic Feed and Supplement Requirements for Livestock

MAY 5, 2015 | 12:00 PM | ONLINE

[More Events](#)

# Findings for Oregon Tilth

- Responsive design.
- Entire site is filled with images that showcase what Oregon Tilth is about, and is the highlight of the website.
- Navigation is difficult, and unclear.
- Making a donation is a challenge, potential loss of revenue for Oregon Tilth.
- Buttons that don't do anything, might be for something in the future, but as of now useless and should be taken out.
- Clear information throughout most of the site, if you can find what you are looking for.

# Center for Wooden Boats

We have chosen to analyse the Center for Wooden Boats in our competitive analysis because they are based in Seattle and have similar features and offer similar services as Seattle Tilth

The screenshot shows the website for The Center for Wooden Boats. The header features the organization's logo and the tagline "HANDS-ON HISTORY" on a dark orange background. To the right is a large image of several sailboats on a body of water. A search bar is located in the top right corner. Below the header is a navigation menu with links: VISIT, RENT A BOAT, LESSONS & CLASSES, EXHIBITS, EVENTS, JOIN & SUPPORT, ABOUT US, and CWB BLOG. The main content area is divided into three sections: 1) A large image of sailboats with text for "SPRING SESSION YOUTH BEGINNING SAILING" (youth ages 8 to 14, Saturday classes start May 9). 2) A dark grey box with text for "MEMBER DAY MAY 2ND", "SPRING YOUTH SAILING | MAY 9", and "MOTHER'S DAY SAIL | MAY 9". 3) A bottom row with three promotional boxes: "CAPITAL CAMPAIGN" (Support the Wagner Education Center), a "give BIG" logo for "May 5, 2015", and "SUPPORT CWB ON MAY 5" (with the Seattle Foundation's help).

# Evaluation

## 1 Navigation & Architecture

Clean navigation with logical labeling.

## 2 Visual Audit

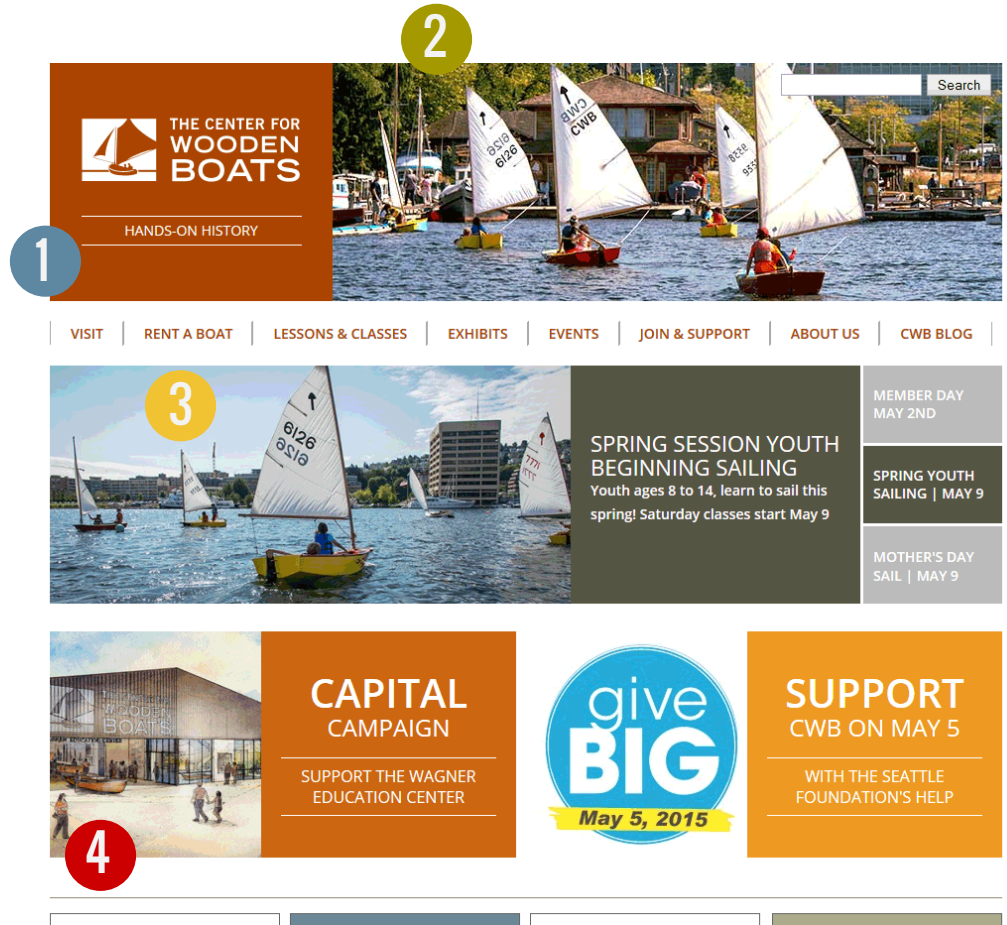
Bright, airy design conveys the essence of the sailing experience.

## 3 Site Features

Slider featuring events up front.

## 4 Usability and Accessibility (Responsive)

Site is not responsive even though design would make it simple to implement.



# Evaluation - registering for class

## 1 Navigation & Architecture

Menu dropdown has somewhat inconsistent labeling.  
Clear distinction between adult and youth classes.

## 3 Site Features

Listing of classes with convenient venue indication.

## 5 Location Awareness

Excellent location indicators in both main navigation and sidebar.

The screenshot displays the website for The Center for Wooden Boats. At the top left, the logo and name are visible, along with the tagline "HANDS-ON HISTORY". A search bar is located in the top right corner. The main navigation menu includes "VISIT", "RENT A BOAT", "LESSONS & CLASSES", "EXHIBITS", "EVENTS", "JOIN & SUPPORT", "ABOUT US", and "CWB BLOG". A dropdown menu for "LESSONS & CLASSES" is open, showing options for "ADULT SAILING", "ADULT WORKSHOPS", "YOUTH SAILING", "YOUTH BOATBUILDING", "SUMMER CAMPS", "FIELD TRIPS", "SCHOLARSHIPS", and "CASEWORKER GUIDE". A featured event banner for "MOTHER'S DAY SAIL" is displayed, offering free boat rides and crafts. Below the banner, a sidebar lists "ADULTS", "FAMILIES", "YOUTH", and "PROGRAM CATALOGUE". The main content area features a "MARITIME SKILLS" section with a filter by location (ALL, CAMA BEACH, SOUTH LAKE UNION). The skills listed include Lofting, Varnishing, Kayak Building, Captain's Class USCG Licensing, and Women's Woodworking, each with location and instructor information.

1

2

3

4

5

# Evaluation - registering for class

## 2 Visual Audit

Excellent imagery displaying essence of class.

Design format degrades in subsequent pages.

## 4 Usability and accessibility

Clear pathway with large Register button.

Customer reviews.

Very detailed information on secondary class page.

## 5 Location Awareness

No location indicators after user commits to class.

← MORE ADULTS  
← MORE MARITIME SKILLS

AGES: **Adult**  
DATE: March and November  
TIME: 9am - 5pm  
CLASS SIZE: 10

GENERAL PRICE: \$300 / \$360

INSTRUCTOR: James McMullen  
LOCATION: Cama Beach

REGISTER



## BRONZE CASTING

Learn how to use all the tools necessary to cast hot metal using sand-casting technology.

James McMullen will cover the basics of pattern-making, sand molding, and bronze casting during this engaging hands-on course. Students will make patterns of their designs to cast tools, boat hardware, and other objects in bronze. Boatbuilders in particular often need special bronze fittings that are not available but can be cast without great expense. Anyone who has ever lost an oarlock will appreciate learning how to make copies of original hardware. Students also will

### Registration Policies

Courses are filled on a first-come, first-served basis so we recommend early registration. For the latest listings and additional course information, please check our website at [www.cwvb.org](http://www.cwvb.org).

The Center for Wooden Boats keeps the size small to promote quality instruction and experience. If a full, you can put your wait list. We will contact you when space opens up.

### What You Can - Financial Assistance for Youth

We list suggested prices for our youth programs and simply ask that you pay what you can. The cost of each class is reflected in its suggested price; however, financial assistance is available. Please complete the online form at <http://www.cwvb.org/pwyc> to request a discounted price.

For questions, please contact [pwyc@cwvb.org](mailto:pwyc@cwvb.org). If you are in a position to pay more than the suggested price, any additional funds will contribute directly to making youth programs more widely accessible.

### Cancellation Policy

Cancellations received 30 or more days before course start will receive a full refund minus the \$15 administration fee. Cancellations received less than 30 days before course start will not receive a refund, but your tuition can be credited toward other courses later in the same year. In case of emergency or insufficient number of registrants, CWVB reserves the right to cancel a course and refund the participants in full. Because of this policy, we strongly urge you to buy refundable airline tickets or flight insurance. CWVB will not be responsible for any loss on non-refundable airline tickets.

### Bronze Casting: November 7 & 8, 2015

Saturday November 07 10:00 AM - 5:00 PM

#### BRONZE CASTING

November 7 & 8, 2015

Saturday & Sunday, 9am - 5pm

Instructor: JAMES MCMULLEN

Location: Cama Beach State Park on Camano Island

Boat builders in particular often need special bronze fittings which are not available but can be cast without great expense. Even if you don't want to do your own casting, there will be enough discussion of casting design and pattern making so you can minimize the cost of having a commercial foundry make your castings. Objectives: you will gain hands-on experience and knowledge of this age-old craft. To show you how you can make your own furnace and special castings in a home workshop.

#### Day 1:

- Casting processes and metals
- Specific steps in making a sand casting; associated tools
- Gating and risering
- Casting design and pattern making
- Lab: Make simple molds and pour basic castings.

#### Day 2:

- Mold materials: sands and binders
- Furnace design and building (small size)
- Core-making: design and materials



# Evaluation - making a donation

## 4 Usability and accessibility

Clear donation pathway with large Donation button. Direct path to donation and payment pages.

## 5 Location Awareness

Excellent location indicators in both main navigation and sidebar.

No location indicators after user commits to donation.

The screenshot shows the website's navigation and donation flow. The main navigation bar includes links for VISIT, RENT A BOAT, LESSONS & CLASSES, EXHIBITS, JOIN & SUPPORT (highlighted), ABOUT US, and CWB BLOG. A sidebar on the left lists categories: JOIN & SUPPORT, MEMBERSHIP, MAKE A DONATION (highlighted), BLANCHARD RESTORATION, PUBLIC SAIL DAY SPONSORSHIP, BECOME A SPONSOR, CAPITAL CAMPAIGN, VOLUNTEER, GIFTS & MEMORIALS, BUY OR DONATE A BOAT, and WISH LIST. The main content area features a 'DONATE NOW' button (highlighted) and sections for 'DONATE STOCK' (with a link to 'HOW TO MAKE A GIFT OF STOCK'), 'DONATE AUTOMOBILE' (with a link to 'WWW.DONATINGISEASY.ORG'), and 'DONATE TO CWBI'. Below this is a 'DONATE TO CWBI' form with a 'Thank you for your support! Please enter the amount you would like to donate.' prompt, an 'Amount' input field set to '\$ 100.00', and a 'Comments' field with the placeholder text 'I loves me some boats!'. A 'Continue' button is located at the bottom right of the form. A sidebar on the right contains 'Registration Policies' and 'Pay What You Can - Financial Assistance for Youth' information.

5

4

5

4

# Evaluation - event signup

**1** Navigation & Architecture  
Navigation direct to calendar.

**3** Site Features  
Listing of significant events.

**4** Usability and Accessibility  
Event sorting by venue at top.  
Coordination with iCal and RSS feed  
and other calendar apps.  
Easy to connect to social media.

The screenshot shows the website for The Center for Wooden Boats. At the top left is the logo with a sailboat icon and the text "THE CENTER FOR WOODEN BOATS". To the right is a search bar. Below the header is a navigation menu with links: VISIT, RENT A BOAT, LESSONS & CLASSES, **1** EVENTS (highlighted), JOIN & SUPPORT, ABOUT US, and CWB BLOG. A large blue circle with the number "1" is placed over the "EVENTS" link.

Below the navigation is a list of events under the heading "EVENTS":  
**3** BREAKFAST FOR BOATS  
LAKE UNION WOODEN BOAT FESTIVAL  
AUCTION  
MARINE SURPLUS SALE  
MEMBER DAY  
MOTHER'S DAY SATURDAY SAIL  
SPAGHETTI SOCIAL

A large red circle with the number "3" is placed over the event list.

To the right of the event list is a calendar for April 2015. The calendar shows dates from 29 to 2. A large blue circle with the number "1" is placed over the calendar area.

Below the calendar is a "Select a Site" dropdown menu with two options:  
 The Center for Wooden Boats - South Lake Union  
 The Center for Wooden Boats - Cama Beach

A large red circle with the number "4" is placed over the "Select a Site" menu.

Below the dropdown is a navigation bar with "Prev" and "Next" buttons, and social media icons for PRINT, SUBSCRIBE, iCal, and RSS.

The main content area shows event details for "Saturday, May 2, 2015 | 10am - 8pm" at "1010 VALLEY ST. SEATTLE, WA". The event is titled "Member Day". A large red circle with the number "4" is placed over the event title.

The event description reads: "Free rides, free boat rentals, lots of fun! Our thanks to you for being a CWB Member. Coinciding with the official Opening Day of Boating Season, there will be ample chance to get out on the water. In addition to dockside activities for the whole family, such as Toy Boat Building, Attend our Annual Meeting presentation to..."

Below the description are links for "ADD TO CALENDAR" and "FORWARD TO FRIENDS".

The next event is "Sunday, May 3, 2015 | 10am - 4pm" at "THE CENTER FOR WOODEN BOATS, 1010 VALLEY ST. SEATTLE, WA". The event is titled "Cast Off! - Free Public Sail". A large red circle with the number "4" is placed over the event title.

The event description reads: "Our Cast Off program allows visitors the chance to sail in classic boats. The boats we use include: Admirable, a Bristol Bay Gilnetter, Amie, a Friendship sloop, Colleen Wagner, an Egret Sharpie, our long-boat Discovery, our New Haven Sharpie Betsy D, or a visiting classic. Before and after your sail take a walk on the docks and discover the boats. Watch the volunteer crews rigging the boats. They'll be happy to answer any question you might have, and you may even have a chance to help with the rigging! Rides start throughout the day and last about 45 minutes. Sign-ups begin in person at 10am, space is limited and rides fill quickly. Arrive early to ensure your first choice, especially on sunny days and holidays. One person may sign up five other people who are not present, but no phone reservations are accepted. All ages are welcome and we have life jackets for everyone. We sail rain or shine, but wind conditions may keep us at the dock."

# Findings for Center for Wooden Boats

- Layout is very clean with bright, airy design, with excellent use of color and negative space.
- Effective use of imagery to convey activities.
- Site is not responsive even though architecture suggests it is at first glance.
- Design degrades after user commitment stage making for jarring experience.
- Main navigation is excellent with only slight variations in terminology.
- Was able to view events easily. Also easily able to add events to Google or iCal and to share on social media.

# Hugo House

We have chosen to analyse Hugo House in our competitive analysis because they are based in Seattle and have similar features and offer similar services as Seattle Tilth

The screenshot shows the Hugo House website homepage. At the top, there is a navigation bar with the Hugo House logo (a stylized 'H' in a square) and the text 'HugoHouse a place for writers'. To the right of the logo are links for 'SHOPPING CART', 'LOG OUT', and 'ACCOUNT INFO'. Below the navigation bar is a dark grey header with a search bar and a 'DONATE' button. The main content area features a large image of a person writing at a desk. Overlaid on this image is a green box with the text 'Become a member' and a 'JOIN OR RENEW NOW >' button. To the right of the image is a section titled 'Hugo House is for writers' with a 'LEARN MORE >' link. Below the main image are three columns of content: 'Register Now For Classes' with a list of upcoming options, 'Upcoming Events' with a list of events and a 'VIEW ALL ...' button, and 'From the House Blog' with a list of recent blog posts. At the bottom right, there is a 'Latest Tweet' section showing a tweet from Hugo House.

**HugoHouse**  
a place for writers

SHOPPING CART | LOG OUT | ACCOUNT INFO

Let's Connect: [f](#) [t](#) [v](#) [e](#)

Classes | Events | Teen Program | Support | Get Involved | Blog | About | **DONATE** | search...

**Become a member**  
As a member, you receive great benefits while also supporting writers in our community. Memberships allow us to provide stimulating classes and events for writers and readers to connect to the craft of writing.  
[JOIN OR RENEW NOW >](#)

**Hugo House is for writers**  
A place to read words, hear words, and make your own words better. We provide classes, events, and fellowships for emerging and established writers.  
[LEARN MORE >](#)

**Register Now For Classes**  
A few upcoming options to improve your writing:  

- Feeling It: Creating Emotional Depth in Fiction, Alma Garcia:** Get a better handle on your character's emotional lives to create the most interesting characters.
- Holding Up a Mirror: Writing Contemporary Issues:** You can still register for remaining sessions on different aspects of writing thoughtfully about race, background, class, orientation and more.
- Doing Little Writing, Stephen Corey:** Learn how to edit your work from an experienced editor.

**Upcoming Events**  
**Daniel Wolff with Lucia Perillo >**  
May 1 at 7:00 pm - 9:00 pm  
**Works in Progress >**  
May 4 at 7:00 pm - 9:00 pm  
**Word Works: Dorianne Laux on Music >**  
May 8 at 7:00 pm - 9:00 pm  
**Wage Slaves: Tales from the Grind >**  
May 11 at 7:00 pm - 9:00 pm  
**UW Castalia >**  
May 13 at 8:00 pm - 9:45 pm  
[VIEW ALL ...](#)

**From the House Blog**  
**Dispatches No. 13: Joan Leegant on Reading for Writing >**  
Posted Thu, 4/30/2015  
by Kristen Steenbeeke  
Reading When You Write by Joan Leegant I was having dinner with a novelist friend when the talk got around to what we like to read when we're working on long projects. What fiction writers read—or don't read—while writing their...  
[READ MORE >](#)  
**Micro-Lesson | Narrative Time with Michael Shilling >**  
Posted Mon, 4/27/2015  
by Kristen Steenbeeke  
Narrative Time: Balancing Pace and Plot I. READING It was one of those midsummer Sundays when everyone sits around saying, "I drank too much last night." You might have heard it whispered by the parishioners leaving church. heard it from

**Latest Tweet**  
[@HugoHouse](#) 29 Apr  
Young writers interested in speculative writing (horror, sci-fi, fantastic, futurist) — apply for

**Stay Connected to Hugo House**  
Can't get enough Hugo? Get regular updates on classes, events, and jobs; participate in #FridayFiction; and become part of the Hugo social-community by following us on our social media outlets. For more detailed updates on the goings-on at Hugo House — along with special offers for eNews subscribers —

# Evaluation

## 1 Navigation & Architecture

Main and utility navigation are straight-forward, well organized and well placed

## 2 Visual Audit

Nice page layout. Great use of accent color to draw attention to features

## 3 Site Features

Slides showcase featured events. Accent colors draw attention to most important elements of page

The screenshot shows the Hugo House website homepage. At the top right, there are links for 'SHOPPING CART', 'LOG OUT', and 'ACCOUNT INFO'. Below these are social media icons for Facebook, Twitter, YouTube, and Email, with the text 'Let's Connect:'. The main navigation bar includes 'Classes', 'Events', 'Teen Program', 'Support', 'Get Involved', 'Blog', and 'About', along with a 'DONATE' button and a search bar. The main content area features a large hero section with a background image of a group of people. On the left of the hero section, there is an orange callout box for 'Apply: Scribes teen camp' with a '3' in a yellow circle. On the right, there is a text block for 'Hugo House is for writers' with a '3' in a yellow circle. Below the hero section, there are three columns: 'Register Now For Classes' with a red header and a '3' in a yellow circle, 'Upcoming Events' with an orange header and a '3' in a yellow circle, and 'From the House' with a white header and a '3' in a yellow circle. The 'From the House' section includes a blog post snippet for 'Dispatches No. 13: Joan Leegant on Reading for Writing'.

2 HugoHouse a place for writers

1 SHOPPING CART LOG OUT | ACCOUNT INFO

Let's Connect: f t y e

Classes | Events | Teen Program | Support | Get Involved | Blog | About DONATE search...

3 Apply: Scribes teen camp  
Are you or do you know a teen writer? Scribes, a two-week writing workshop and day camp, provides top-notch instruction and inspiring exercises to help teens grow in their writing.  
APPLY BY MAY 30 >

3 Hugo House is for writers  
A place to read words, hear words, and make your own words better. We provide classes, events, and fellowships for emerging and established writers.  
LEARN MORE >

3 Register Now For Classes  
A few upcoming options to improve your writing:  
Feeling It: Creating Emotional Depth in Fiction. Alma Garcia. Get a better handle on

3 Upcoming Events  
Daniel Wolff with Lucia Perillo >  
May 1 at 7:00 pm - 9:00 pm  
Works in Progress >  
May 4 at 7:00 pm - 9:00 pm  
Word Works: Dorianne Laux on Music >  
May 8 at 7:00 pm - 9:00 pm

3 From the House Hugo House Blog  
Dispatches No. 13: Joan Leegant on Reading for Writing >  
Posted Thu, 4/30/2015  
by Kristen Steenbeeke  
Reading When You Write by Joan Leegant I was having dinner with a novelist friend when the talk got around to what we like to read when we're working on long projects. What fiction writers read—or don't read—while writing their...  
READ MORE >

# Evaluation

## 4 Usability and Accessibility (Responsive)

Good responsive design that retains the most important elements of full screen view

## 5 Location Awareness

Good use of location indicators. Color and shape visual cues are used to show current location

The image displays two screenshots of the Hugo House website, illustrating responsive design. The top screenshot shows the desktop version with a navigation menu, a 'DONATE' button, and a banner for 'Apply: Scribes teen camp'. The bottom screenshot shows the mobile version with a hamburger menu, a search bar, and a 'Class Catalog' page with a sidebar and a 'Support Hugo House' call to action.

**4** Usability and Accessibility (Responsive)

Good responsive design that retains the most important elements of full screen view

**5** Location Awareness

Good use of location indicators. Color and shape visual cues are used to show current location

# Evaluation - registering for class

## 1 Navigation & Architecture

Classes are listed first in navigation. This indicates importance. The term “Class Catalog” is slightly confusing as catalog make me think of printed material

## 4 Usability and Accessibility

The filter feature is helpful and easy to use. Could be useful to filter youth and teen classes too.

## 5 Location Awareness

Excellent location indicators in both main navigation and sidebar.

The screenshot shows the Hugo House website's Class Catalog page. The Hugo House logo is at the top left, with the tagline "a place for writers". The main navigation bar includes links for Classes, Events, Teen Program, Support, Get Involved, Blog, and About. A sidebar on the left contains links for About Our Classes, Class Catalog (highlighted with a yellow bar), Meet Our Teachers, and Write-O-Rama. The main content area is titled "Class Catalog" and includes a "Filter Courses:" section with dropdown menus for Genre, Duration, and Term, and a "GO" button. Below the filters, there are three class listings, each with a title, description, course type, instructor, start date, and "VIEW DETAILS" and "REGISTER" buttons. The classes are: "Insights and Answers: the Publishing Process" by Alice Acheson, "Visual Poetry (and Prose)" by Nance Van Winckel, and "Game Theory and Literature".

1

Hugo House  
a place for writers

Classes | Events | Teen Program | Support | Get Involved | Blog | About

Home > Classes > Class Catalog Page 1 of 4 >

5

About Our Classes  
Class Catalog  
Meet Our Teachers  
Write-O-Rama

4

Class Catalog

Filter Courses:

Genre... Duration... Term... GO

**Insights and Answers: the Publishing Process**  
This class reveals the "mysteries" behind your book's publication. Understanding the publishing process - whether you take the traditional or self-publishing route - informs what you need to do before, during, and after publication.  
Course Type: 1 Day | Instructor: Alice Acheson  
Start Date: 5/2/2015 - 10:00 AM VIEW DETAILS REGISTER

**Visual Poetry (and Prose)**  
Language can live a very different sort of life when it exists with, or in, a visual-arts realm. A few examples from such leading practitioners as Tom Phillips, Bianca Stone, and John Ashbery will be presented to jump-start your imagination...  
Course Type: 1 Day | Instructor: Nance Van Winckel  
Start Date: 5/2/2015 - 1:00 PM VIEW DETAILS REGISTER

**Game Theory and Literature**  
Game theory - more precisely, the study of strategic decision-making - has found a permanent

# Evaluation - registering for class

## 2 Visual Audit

Button shape and colors help to indicate how to proceed to next step in registration.

## 5 Location Awareness

Labels indicate where user is in shopping cart process.

The screenshot shows a class registration interface with several annotated areas:

- 5 Class Catalog**: A purple circle highlights the top navigation area.
- 2**: A green circle highlights the 'GO' button in the 'Filter Courses' section.
- 5 Cart**: A purple circle highlights the 'Cart' header.
- 2**: A green circle highlights the 'VIEW DETAILS' and 'REGISTER' buttons in the course details section.
- 5**: A purple circle highlights the 'Your order' section.
- 2**: A green circle highlights the 'Proceed to Checkout' button.
- 2**: A green circle highlights the 'PLACE ORDER' button.

**Class Catalog**

Filter Courses: Genre... Duration... Term... GO

**Bite the Bullet: Writing Query Letters**

You understand the elements of the book proposal, but writing that query letter is still daunting. Where to begin? Reference books seem to have conflicting methods. Is there one way to do it? What details must be included? What to...

Course Type: 1 Day | Instructor: Alice Acheson

Start Date: 5/3/2015 - 10:00 AM

VIEW DETAILS REGISTER

Coupon code Apply Coupon Update Cart

**Cart**

Product	
✗ Pitching a Book: The Great	
✗ Insights and Answers: the P	
✗ Bite the Bullet: Writing Que	
✗ Cut to the Quick: Flash No	
✗ Taking a Turn: What Happens When a Poem Shifts? [Sierra Nelson] x 1	\$245.00
Cart Subtotal	\$715.00
Order Total	\$715.00

**Your order**

Product

Pitching a Book: The Great

Insights and Answers: the P

Bite the Bullet: Writing Que

Cut to the Quick: Flash No

Taking a Turn: What Happens When a Poem Shifts? [Sierra Nelson] x 1

Cart Subtotal

Order Total

Payment method: Credit card (VISA, MASTERCARD, AMERICAN EXPRESS)

Pay securely using your credit card.

Credit Card Number \* Expiration Date \* (Month | Year)

Card Security Code \*

Proceed to Checkout

PLACE ORDER

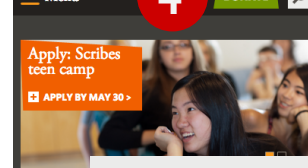


# Evaluation - making a donation

## 4 Usability and accessibility

Donate button is on every page and is also available in mobile view.

Donation is processed in shopping cart in the same way as other Hugo House purchases.



Product	Price	Quantity	Total
✗ Bite the Bullet: Writing Query Letters [Alice Acheson]	\$75.00	1	\$75.00
✗ Cut to the Quick: Flash Nonfiction [Erin Gilbert]	\$245.00	1	\$245.00
✗ Taking a Turn: What Happens When a Poem Shifts? [Sierra Nelson]	\$245.00	1	\$245.00
✗ <b>4</b> Donate	\$125.00	1	\$125.00

# Evaluation - event signup

## 3 Site Features

Detailed information about events is provided.

List of upcoming events in sidebar

## 4 Usability and Accessibility

Easy to add event to personal calendar or share with others on social media.

Let's Connect: [f](#) [t](#) [v](#) [e](#)

**DONATE** search...

**Support Hugo House**  
Invest in providing an inspiring and creative place where writers and readers of all levels share an appreciation for well-written words.  
[MAKE A DONATION TODAY >](#)

**Become a member**  
As a member, you receive great benefits while also supporting us. Memberships allow us to provide thought-provoking classes and events.  
[JOIN OR RENEW HERE >](#)

**Upcoming Events**

- Works in Progress >**  
May 4 at 7:00 pm - 9:00 pm
- Word Works: Dorianne Laux on Music >**  
May 8 at 7:00 pm - 9:00 pm
- Wage Slaves: Tales from the Grind >**  
May 11 at 7:00 pm - 9:00 pm
- UW Castalia >**  
May 13 at 8:00 pm - 9:45 pm
- Cheap Wine & Poetry: Ten-Year Anniversary >**  
May 14 at 7:00 pm - 9:30 pm

[VIEW ALL ...](#)

## Hugo Events

### Works in Progress

May 4 at 7:00 pm - 9:00 pm



Held on the first and third Monday of every month in the Hugo House Cabaret at 7:00 p.m., Works in Progress is an open mic for all comers. Read your work, meet other writers, and find out what's going on in the literary community. Poetry, fiction, essays, memoirs, plays, unclassified, and unclassifiable work are all welcome.

Applause for all. No judgment. Some content not suitable for children or small animals. Listeners welcome.

### How Works in Progress Works

Sign-ups begin at 6:30 p.m. Toss your name into one of our jars — the first flight is limited to 10 names with a guaranteed slot, the second flight draws until we run out of names or time. Show up early to get your name into the first half, meet other writers, found literary movements, or launch global conspiracies.

The first name is drawn at 7 p.m. and the reading begins; when the first jar is empty, a break gives time to hobnob and replenish beverages at the open bar. Then words flow again until 9 p.m.

Slots are limited to five minutes, so practice your piece in advance to make sure it doesn't go into overtime.

Admission is free and the bar is open to provide hydration and courage.

Questions? Email [welcome@hugohouse.org](mailto:welcome@hugohouse.org) or post a question on the Works in Progress: Hugo House Facebook group [here](#).

[Google Calendar](#) [+ iCal Export](#)

SHARE [f](#) [t](#) [v](#) [e](#)

# Findings for Hugo House

- Layout is clean and even though there is a lot of information on the main page it does not seem cluttered or confusing.
- Site is responsive and works well in mobile and tablet views.
- Filters for classes work well, but maybe a filter for teen and youth classes could improve user experience.
- Main navigation is clear, but Support and Get Involved seems like they can be combined.
- Accent colors draw attention to important site features.
- Was able to view events easily. Also easily able to add events to Google or iCal and to share on social media.

# Design Recommendations for Seattle Tilth

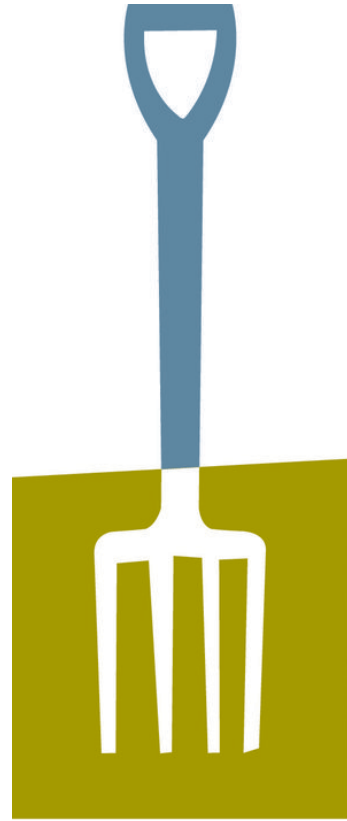
- Adopt a main navigation system that is similar to Hugo House allowing sub navigation to open on hover.
- Restructure navigation so that information is more thoughtfully categorized.
- Limit utility navigation to login, shopping cart, and/or settings.
- Use photography as hero image to better indicate what the organization is all about.
- Use accent colors to indicate important features such as Donate, Class Registration and Events.
- Site should be responsive, but still retain the same information as desktop view.
- Remove quicklinks list and organize this information within the main and sub navigation

# Seattle Tilth Competitive Analysis Group

Cameron Kunz

Jeff Reynolds

Michelle Szwedo



LEARN. GROW. EAT.  
**seattle**  
**tilth**