

Comparison and Contrast of Two Websites

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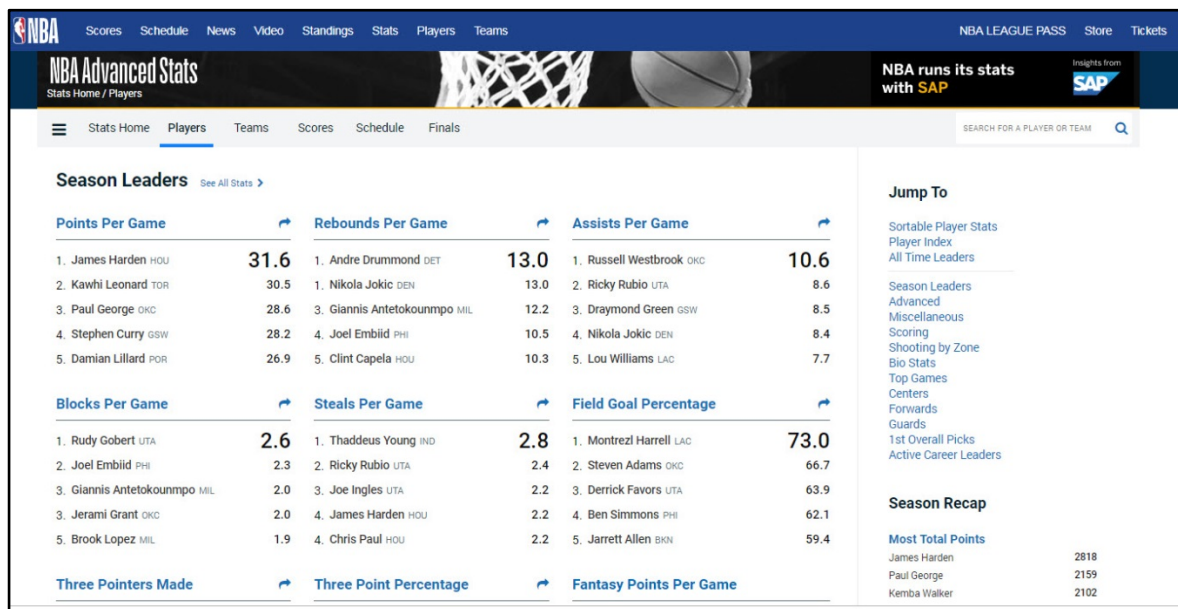
Comparison and Contrast of Two Websites

The National Basketball Association (NBA) and the National Hockey League (NHL) represent two major sports in the United States. A comparison of the two organizations' websites demonstrates fascinating perspectives on how each one applies the design concepts of *proximity*, *alignment*, *repetition*, and *contrast*. The website for the NHL uses proximity and alignment just a bit more effectively than that of the NBA, while the website for the NBA uses contrast much more effectively than that of the NHL. Both sites apply repetition effectively, with the NBA juxtaposing repetition with contrast to render its site more visually appealing. In fact, the concept of repetition is possibly over-applied on the NHL website.

Proximity

NBA

First, the NBA emphasizes proximity to a lesser degree than does the NHL. An example of this contrast is provided in both sites' pages noting players' statistics. The NBA demonstrates clear distinctions in the different areas of its website. However, as can be seen from Figure 1, the space between various sections is limited.



The screenshot shows the NBA Advanced Stats website. The header includes the NBA logo, navigation links (Scores, Schedule, News, Video, Standings, Stats, Players, Teams), and links for NBA League Pass, Store, and Tickets. The main content area is titled 'NBA Advanced Stats' and 'Stats Home / Players'. It features a search bar and a 'Jump To' sidebar with links like 'Sortable Player Stats', 'Player Index', 'All Time Leaders', 'Season Leaders', 'Advanced', 'Miscellaneous', 'Scoring', 'Shooting by Zone', 'Bio Stats', 'Top Games', 'Centers', 'Forwards', 'Guards', '1st Overall Picks', and 'Active Career Leaders'. The main content displays 'Season Leaders' for various statistics, including Points Per Game, Rebounds Per Game, Assists Per Game, Blocks Per Game, Steals Per Game, Field Goal Percentage, Three Pointers Made, Three Point Percentage, and Fantasy Points Per Game. Each category lists the top 5 players with their names, teams, and statistics.

Points Per Game	Rebounds Per Game	Assists Per Game
1. James Harden HOU 31.6	1. Andre Drummond DET 13.0	1. Russell Westbrook OKC 10.6
2. Kawhi Leonard TOR 30.5	1. Nikola Jokic DEN 13.0	2. Ricky Rubio UTA 8.6
3. Paul George OKC 28.6	3. Giannis Antetokounmpo MIL 12.2	3. Draymond Green GSW 8.5
4. Stephen Curry GSW 28.2	4. Joel Embiid PHI 10.5	4. Nikola Jokic DEN 8.4
5. Damian Lillard POR 26.9	5. Clint Capela HOU 10.3	5. Lou Williams LAC 7.7

Blocks Per Game	Steals Per Game	Field Goal Percentage
1. Rudy Gobert UTA 2.6	1. Thaddeus Young IND 2.8	1. Montrezl Harrell LAC 73.0
2. Joel Embiid PHI 2.3	2. Ricky Rubio UTA 2.4	2. Steven Adams OKC 66.7
3. Giannis Antetokounmpo MIL 2.0	3. Joe Ingles UTA 2.2	3. Derrick Favors UTA 63.9
3. Jerami Grant OKC 2.0	4. James Harden HOU 2.2	4. Ben Simmons PHI 62.1
5. Brook Lopez MIL 1.9	4. Chris Paul HOU 2.2	5. Jarrett Allen BKN 59.4

Three Pointers Made	Three Point Percentage	Fantasy Points Per Game
1. James Harden HOU 2818	1. James Harden HOU 2818	1. James Harden HOU 2818
2. Paul George OKC 2159	2. Paul George OKC 2159	2. Paul George OKC 2159
3. Kemba Walker BKN 2102	3. Kemba Walker BKN 2102	3. Kemba Walker BKN 2102

Figure 1. NBA Advanced Stats. This figure shows various advanced statistics for players in the NBA. Reprinted from <https://stats.nba.com/players/>

NHL

This can be contrasted to the NHL, which applies a larger amount of space between sections. As is shown in figure 2, different sections in the website are farther apart on the NHL's website than they are on the NBA's website. Moreover, a light gray bar distinguishes the sections even more cleanly for the user.

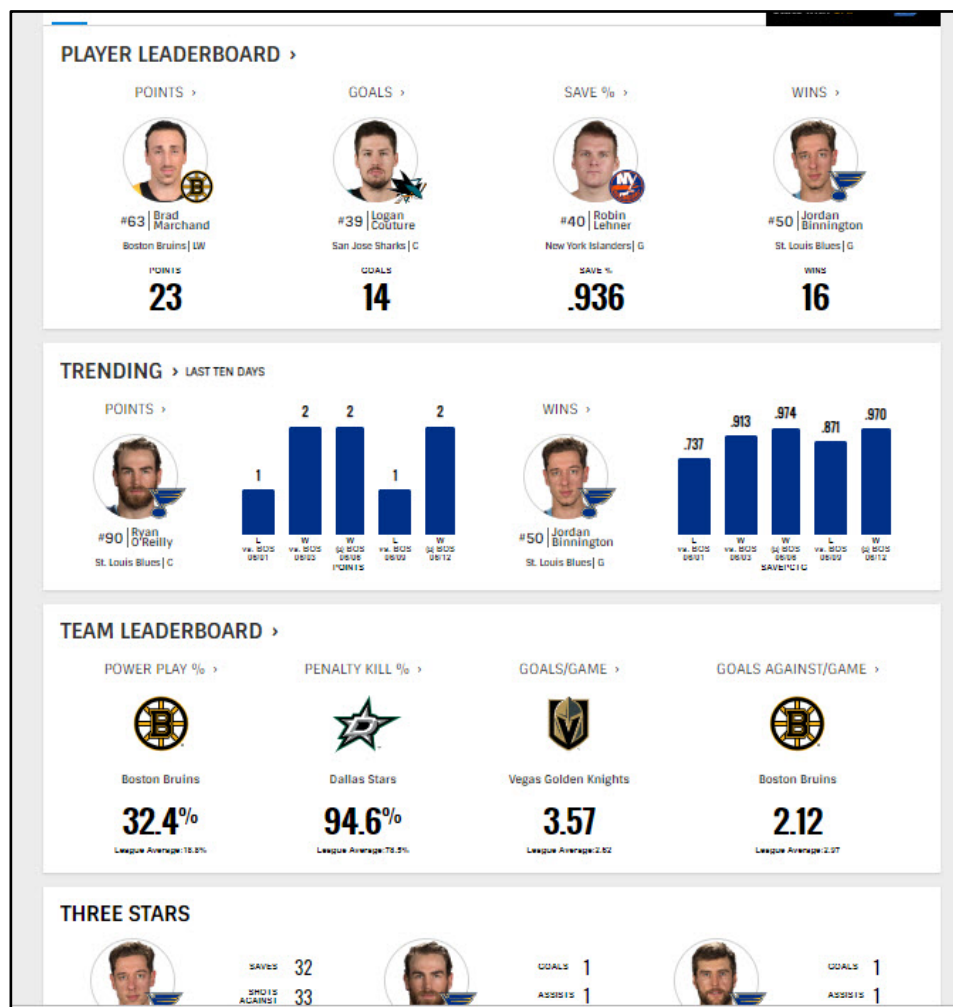


Figure 2. NHL Stats. This figure shows various statistics for players in the NHL. Retrieved from <http://www.nhl.com/stats/>

Alignment

Although both websites apply alignment effectively, the NHL is more consistent with its use of alignment than the NBA is.

NBA

In Figure 3 below, which features the NBA home page, red lines have been inserted into the website. Note how they are not consistent with each other. The red lines do not run straight down the page. Therefore, the user does not see an invisible line when navigating the page.

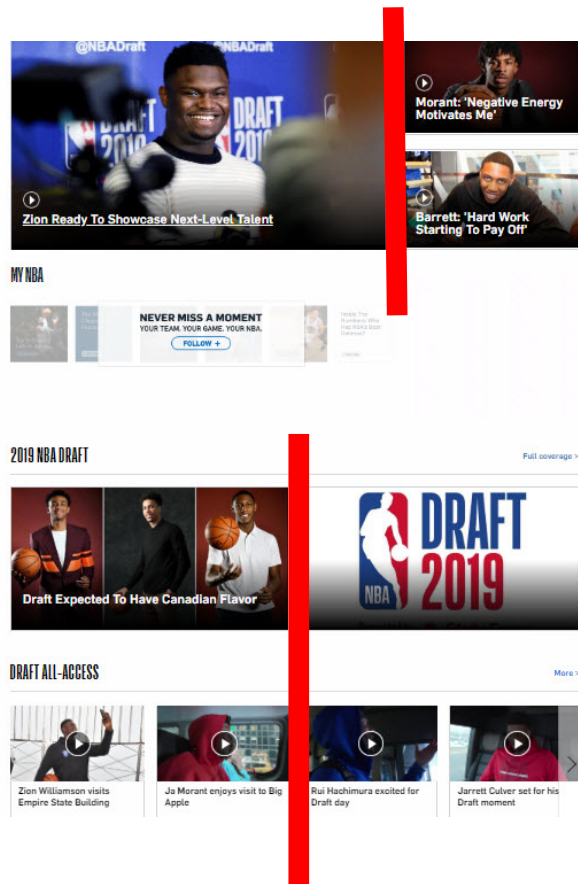


Figure 3: NBA Home Page. This figure shows the home page for the NBA. Reprinted from www.nba.com

NHL

The NHL, however, features consistent alignment on its site, as can be seen on its home page in Figure 4.

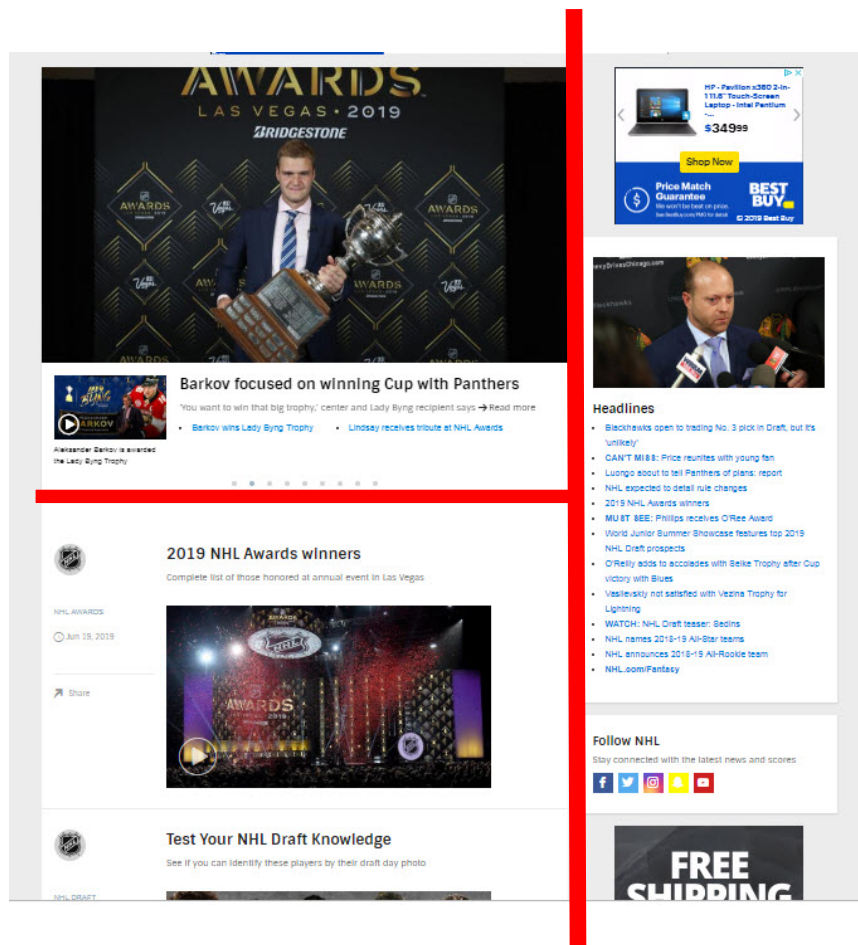


Figure 4: NHL Home Page. This figure shows the NHL home page. Reprinted from www.nhl.com

This consistency in alignment tends to afford a “cleaner” look to the NHL’s website. The concept of alignment is applied more thoroughly on the NHL website than it is on the NBA website.

Repetition

The NHL uses repetition more extensively on its website than the NBA does. However, this use of repetition does not necessarily enhance the NHL's website. Its use of repetition for size enhances the site, while its use of repetition in color detracts from the appeal of the site.

NHL

For example, Figure 5 shows the list of teams in the NHL. The color gray is used throughout the site. The gray boxes are consistent in size, which adds a visual appeal to the site.

In addition, each team listed on the left-hand side of the page features the various team logos all in matching sizes. The consistency in the sizes of the logos adds to an appeal of repetition. Overall, size is repeated throughout the site, and this feature helps the reader navigate the site.

However, the color gray is repeated as well, and this feature reduces the navigability of the website. The user has to read the text in each box to see what the box represents. The repetition of size renders the site effective, while the repetition of color renders the site less appealing.

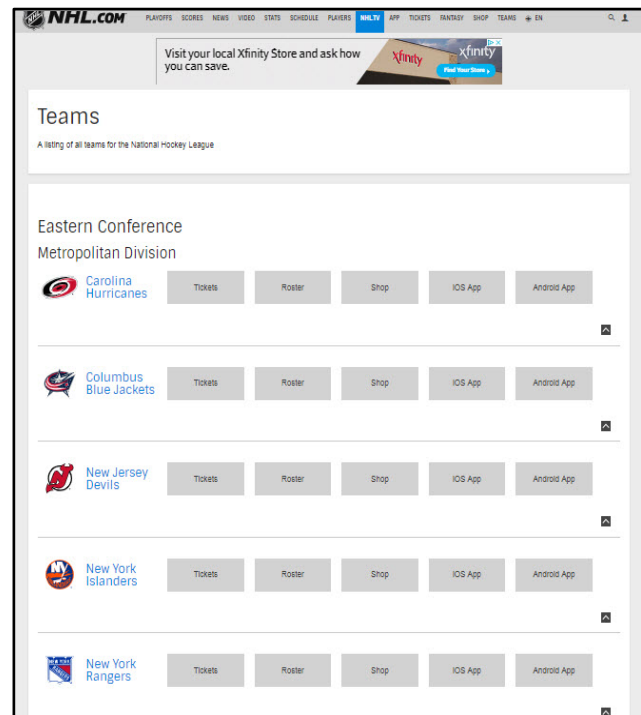


Figure 5: NHL Teams. This figure lists the NHL teams and relevant links for each team. Reprinted from <https://www.nhl.com/info/teams>

Another example is given in the NHL shop site (figure 6). The color gray is used repeatedly, with slight shades of gray marking different sections of the site.

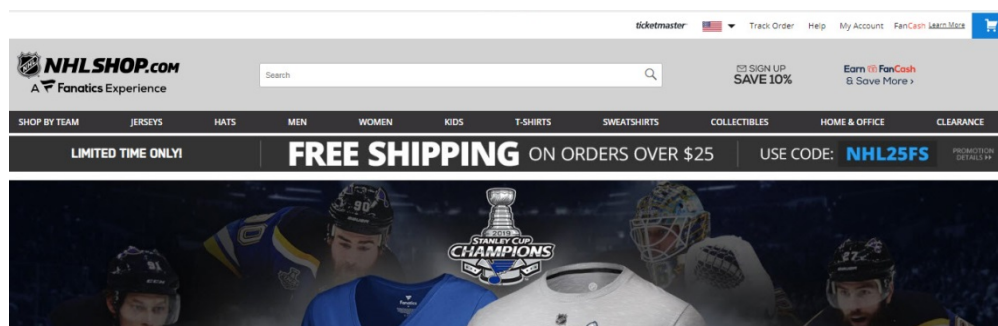


Figure 6: NHL Shop. This figure shows the website for purchasing NHL gear. Reprinted from <https://shop.nhl.com/>

NBA

However, the NBA uses repetition in font and size, but it uses repetition of color selectively. This use of repetition is more effective than that of the NHL. The difference in use of repetition is apparent in Figure 7, which shows the list of teams in the NBA. The user can note how the different teams are listed on the left-hand side of the page in consistent size font and consistent the size of the logos.

In addition, the team that is selected by the user is highlighted in the main part of the page with colors that represent the team. In Figure 7, the Atlanta Hawks are selected, and the team colors of red are punctuated throughout the top of the page. If the user were to select a different team, that team's colors would be prominent on the main part of the page, while the font style and size would be consistent for each team. Repetition is used effectively throughout the NBA's site in this way.

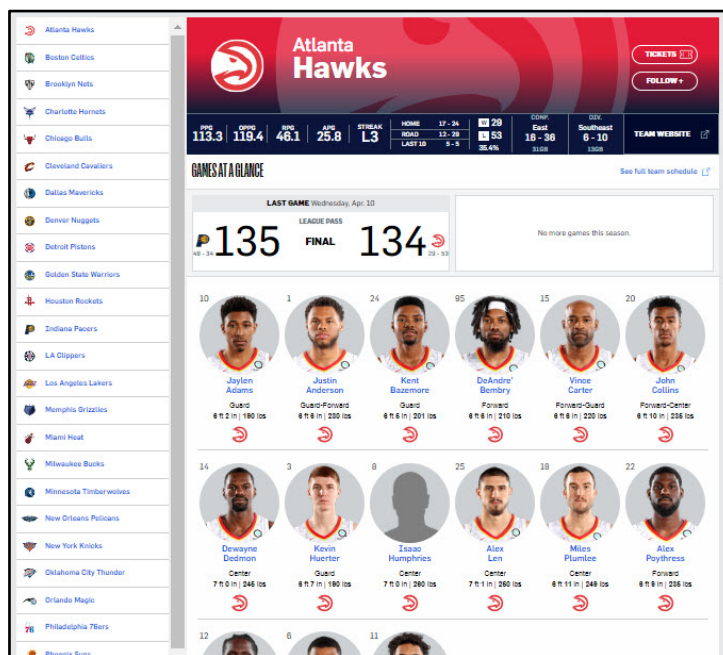


Figure 7: NBA Teams. This figure lists the individual NBA teams and the relevant links for each one. Reprinted from <https://www.nba.com/teams>

Contrast

This leads to the final component: contrast. The NHL uses contrast less effectively than the NBA does. Examples of this enhanced use of contrast were provided above with regard to the lack of contrast in the use of colors on the website that lists the NHL teams and on the website that features the NHL shop.

NHL

Another example is provided in the NHL news site, featured below in figure 8. Again, one can note the use of gray throughout the NHL's interface. The use of contrast is not effective on this site. The only effective color displayed on the NHL website is represented in the advertisements that pop up, not the actual content of the website.

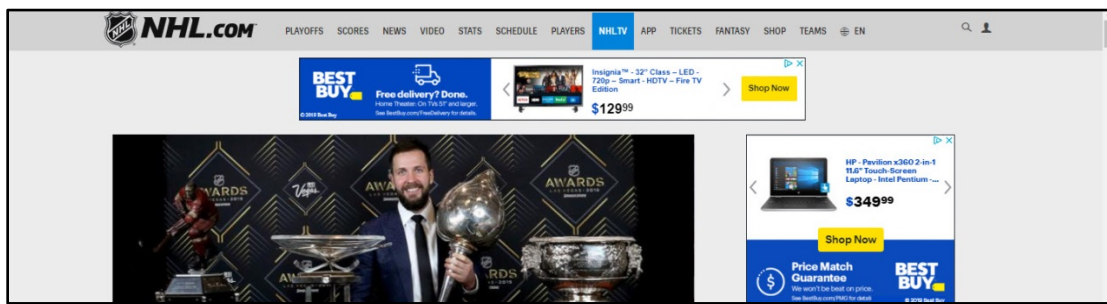


Figure 8: NHL News. This figure shows the website for the latest NHL news.
Reprinted from <https://www.nhl.com/news>

NBA

However, the use of contrast is very effective on the NBA's website. The news site for the NBA, seen in Figure 9, features a menu in blue at the top with the different selections in the menu in white text. This is followed by the different teams outlined in a white background with the team's colors contrasting with that white background.

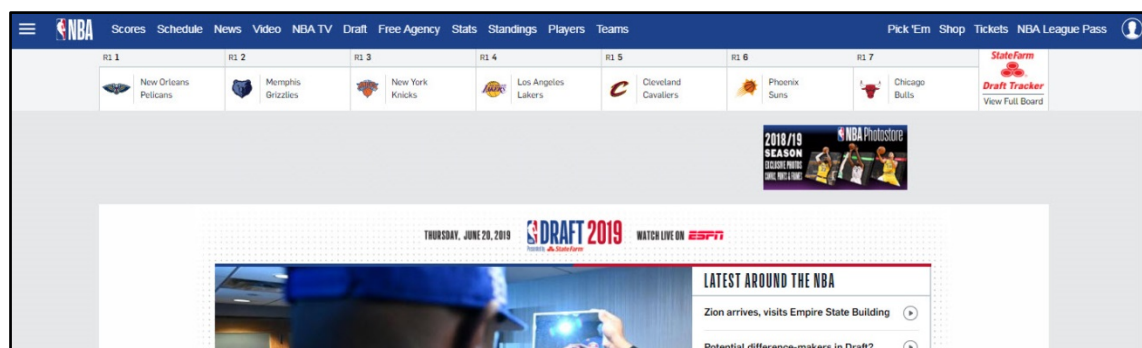


Figure 9: NBA News. This figure shows the website for the latest NBA news.
Reprinted from <https://www.nba.com/news>

An additional example is given in the NBA's shop site (see figure 10). Excellent use of contrast is evident in the dark blue section at the top, the light blue menu bar below it, the gray promotion bar below it, and the vibrant colors in the graphics on the main part of the page. The white text contrasts nicely with the blue menu bar and the gray promotion bar.

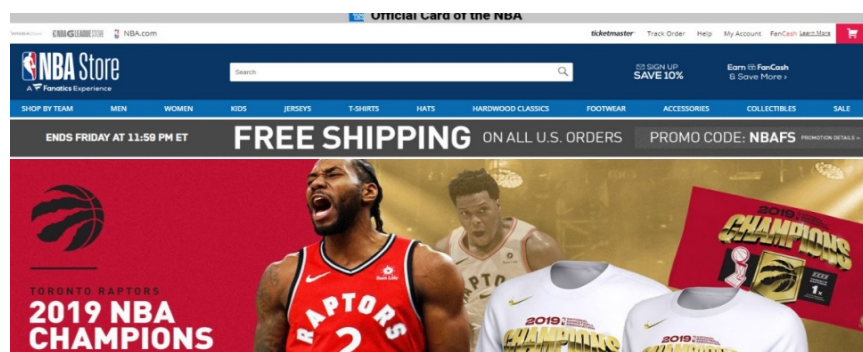


Figure 10: NBA Shop. This figure shows the website for purchasing NBA gear
Reprinted from <https://store.nba.com/>

Conclusion

Overall, the NHL features a cleaner look in its use of alignment and a slightly more profound application of proximity to distinguish one section from another on its website. However, the NBA demonstrates contrast in much more effective ways.

Both sites are characterized by appropriate use of repetition, although the NHL's use of repetition can actually cause the site to become less appealing because the site tends to repeat the color gray, resulting in reduced navigability and a less appealing interface.

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NOTE: These sources have multiple web pages by the same author in the same publication year. To differentiate between the sources, you have to add the letters a, b, c to the publication years (n.d.-a) (n.d.-b), etc.