

## Exercise Three: Website Comparison

Start by clicking each link to load up the sites in new windows or tabs, but try to avoid looking at the pages right away.

[Sample Page #1](#)

[Sample Page #2](#)

For each one:

1. Set a timer for 10 seconds
2. View the page
3. Hide the page from view and write down everything you remember about what was on it

Page 1	Page 2

Takeaways/answers on next page.

## Exercise Three Takeaways

Consider the following questions:

- What did you notice first?
- What stood out on the page?
- What was the content about?
- What additional information do you think you'd find if you spent more time on the site?
- What is the target audience?

These sites take quite a different approach. Think about the pros and cons of each.

What if it were urgent or important?

Now consider how the design considerations of these sites might change if they were about **Automated External Defibrillators** (AEDs) instead of made up objects.

Search for a couple of sites that explain how to use an AED and think about which one you would want to refer to in an emergency situation.