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Gaming Site Comparison

**PlayStation**

The layout of Sony’s page allows for a clear sense of hierarchy and navigation is simple. Subsections in the navigation allow for quick access between price ranges, genres, and types of media. Which in turn allows for users to efficiently find what they are looking for.

Imagery is important because it captures the audience’s attention and gives them a snapshot of what the game may look like. After viewing the PlayStation Store, the website is very much geared towards their audience. This is gamers of course, and the thumbnails for most if not all the games are game art. In choosing to utilize game art to show viewers what the product is, it gives users a sense of empowerment in not only navigating the site but also finding a good deal on a game.

By keeping the typography very legible and simplistic this website allows users to scan game titles and prices of games with ease. One issue that may arise is the harshness of the white text over a dark background. But it also ensures that the font contrasts, allowing it to standout more. By implementing a more subtle but still contrasting color the font could still be legible without being harsh on the eyes for a prolonged period.

**Xbox**

Like Sony is a few ways, Microsoft also features subsections for easier navigation. However, the webpage is designed to encompass all their products, and as such the experience is less straightforward with various irrelevant pages bombarding the user. To simplify this, they could redesign the site to take users into a subsection such as Xbox games without linking to various Microsoft products that are only relevant to a PC user.

Imagery is clearly valued on Microsoft’s site, as each game also has a thumbnail image that clearly conveys what the game is. This style seems to be efficient, and most game sites use it. However, there are some stretched image logos for Xbox that could be resized to be more aesthetically pleasing.

In terms of typography, Microsoft makes good use of the contrast of black font on white space. Unfortunately, their green and silver logo do not allow for a more stylized approach. As such their current choice represents the brand well but could be refined by using a darker background and a lighter text to limit the eyesore of whitespace that is present.

Works Cited

“Games.” Shop Xbox Game Deals & Video Games, Microsoft, [www.microsoft.com/en-us/store/b/xboxgames?icid=CNavGamesXboxGames](http://www.microsoft.com/en-us/store/b/xboxgames?icid=CNavGamesXboxGames).

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