



Movie Site Comparison

Home Page Inventory

David Batten, Sr. UX Architect

Mission Impossible (landing page)



- 1 Preorder DVD (5 words) 1 Link
- 2 Marketing (10 words)
- 3 3 Navigation options (3 links, 3 words)
- 4 7 Navigation items (7 links)
- 5 Title (6 words)
- 6 Link to Trailer (2 words)
- 7 Link to Ticket site (2 words)
- 8 Link to Interactive (7 words)
- 9 Marketing Reviews (5-12 words)
- 10 Legal (14 words)
- 11 Legal (7 links, 14 words)
- 12 Navigation (2 words)

Word Count: 77 words
 Clickable areas: 22



The Dark Knight Rises (landing page)

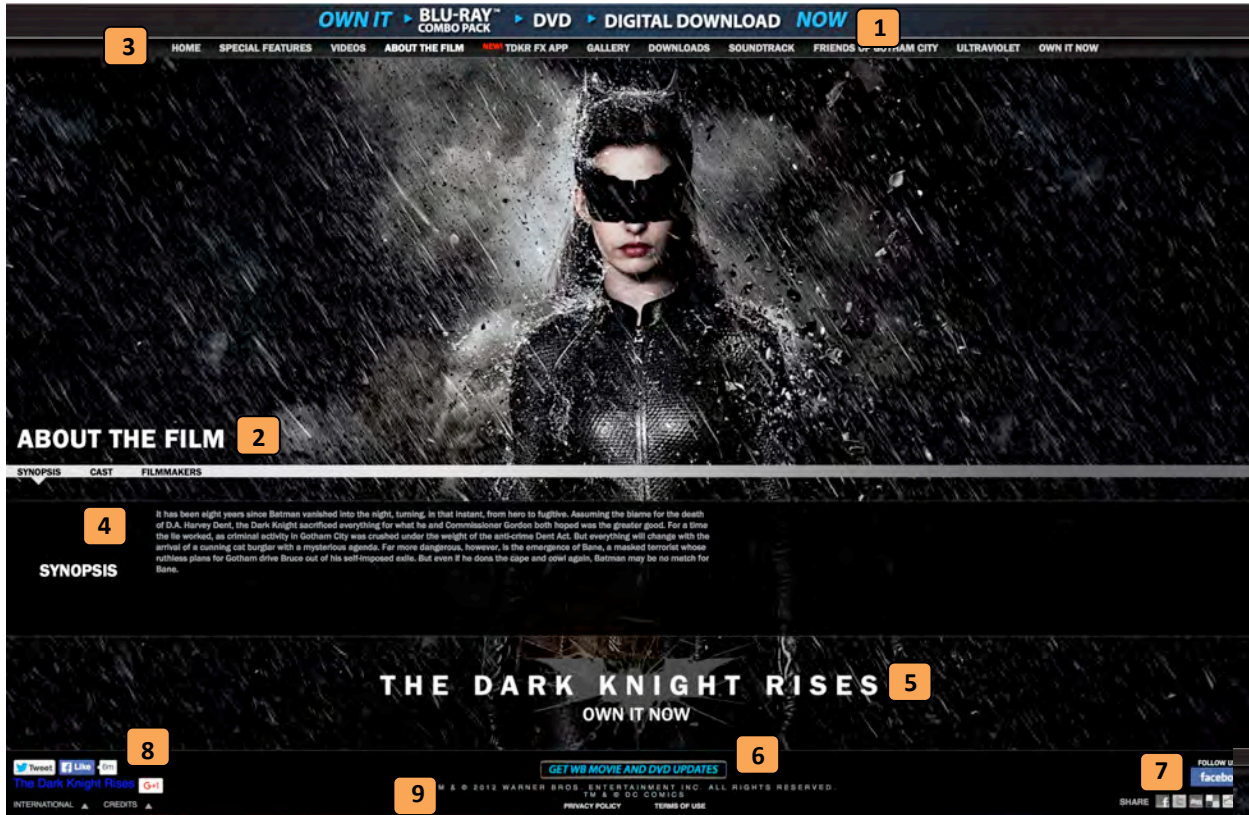


- 1 Order DVD/Download (5 words) 3 Links
- 2 Marketing (VIDEO – 0 words)
- 3 11 Navigation options (11 links, 20 words))
- 4 Buy DVD (6 links, 3 words)
- 5 Title (4 words)
- 6 WB Co. updates (6 words, 1 link)
- 7 Social 4 words, 7 links
- 8 Social 4 words, 4 links
- 9 Navigation (2 words, 2 links)
- 10 Legal (17 words, 2 links)

Word Count: 63 words
 Clickable areas: 36

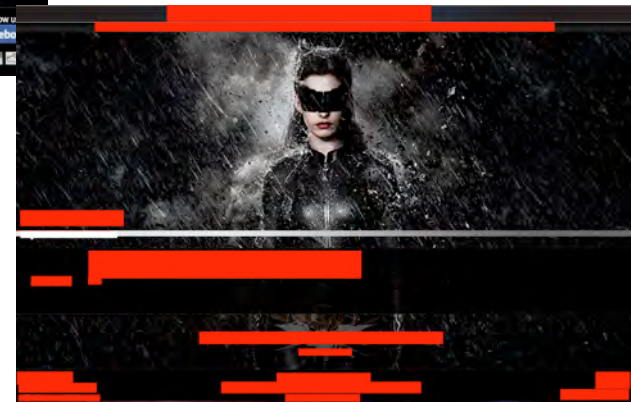


The Dark Knight Rises (about the film page)

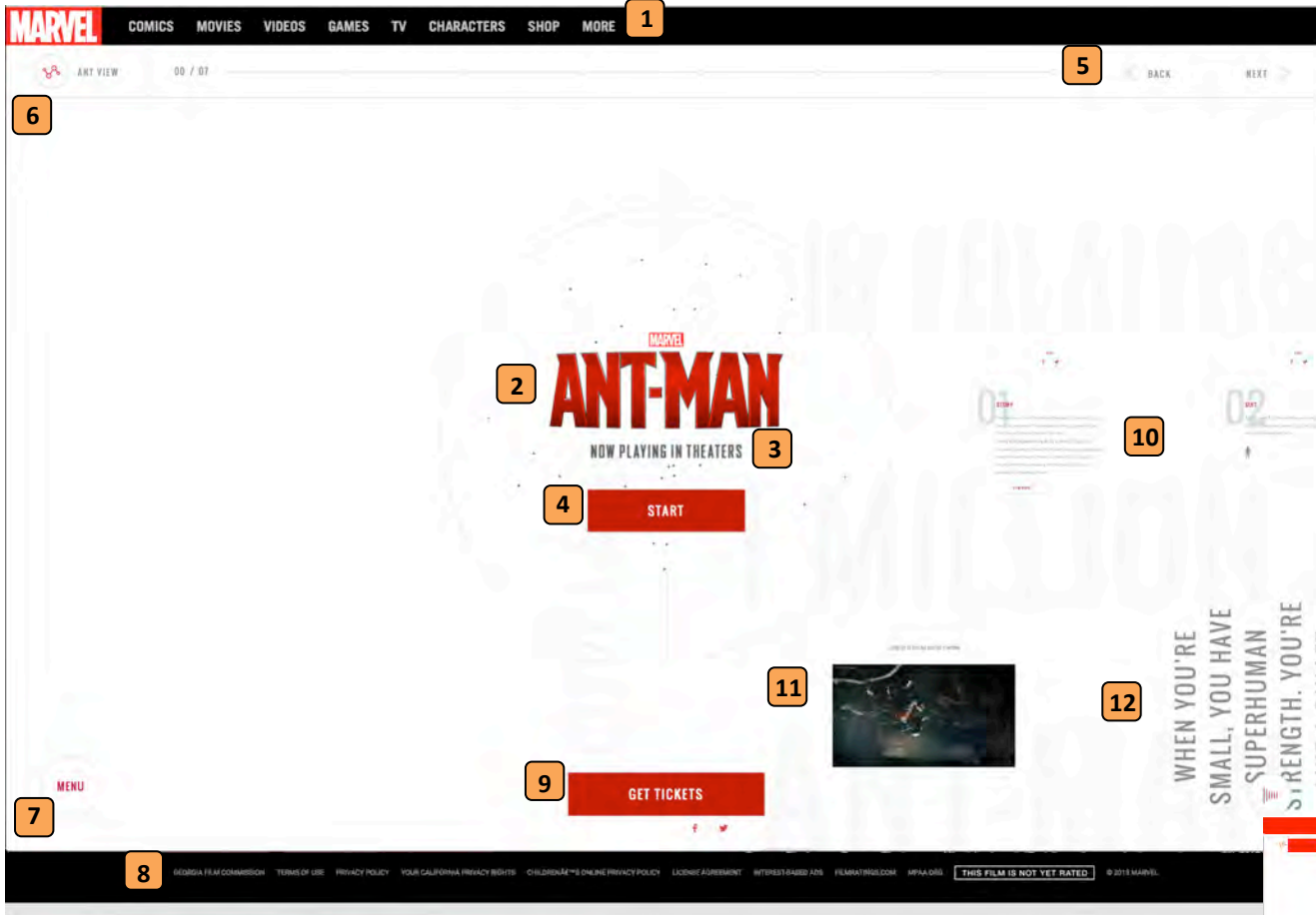


- 1 Order DVD/Download (5 words) 3 Links
- 2 Section title (3 words)
- 3 11 Navigation options (11 links, 20 words)
- 4 Section Text (126 words)
- 5 Title (4 words)
- 6 WB Co. updates (6 words, 1 link)
- 7 Social 4 words, 7 links
- 8 Social 4 words, 4 links
- 9 Legal (17 words, 2 links)

Word Count: 189 words
 Clickable areas: 28



Ant Man (landing page)

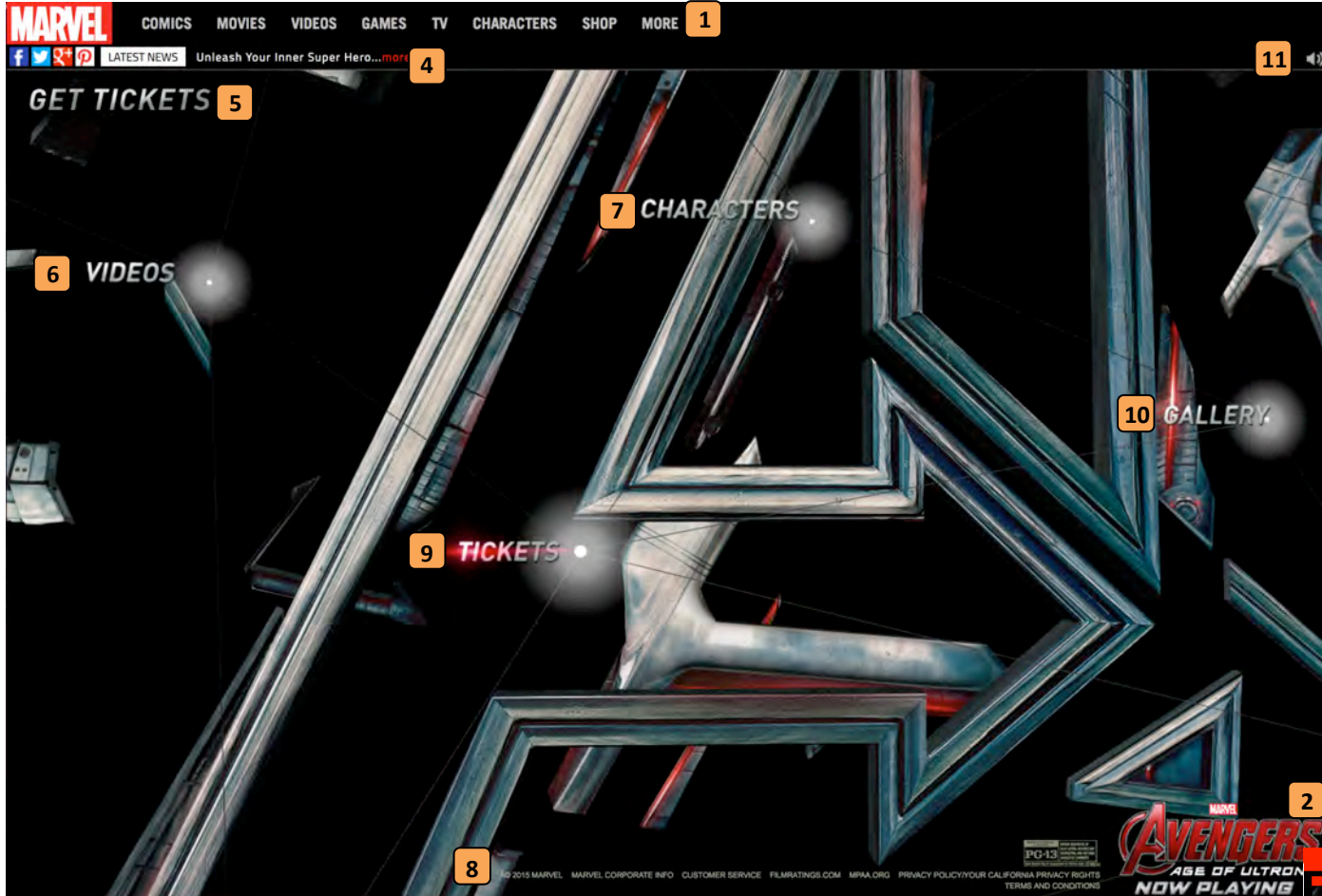


- 1 Company Nav (8 links, 9 words)
- 2 Title (2 words)
- 3 Marketing (4 words)
- 4 Navigation (1 word, 1 link)
- 5 Navigation (2 words, 2 links)
- 6 Navigation (2 words, 1 link)
- 7 Navigation (1 word, 1 link)
- 8 Marketing/legal (25 words, 9 links)
- 9 Marketing (2 words, 1 link)
- 10 Marketing (70 words, 1 link)
- 11 Marketing (0 words, 1 link)
- 12 Marketing (10 words, 1 link)

Word Count: 128 words
 Clickable areas: 26

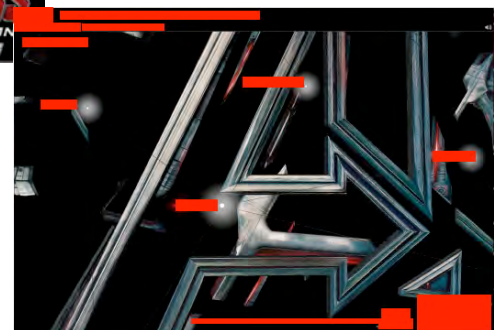


Avengers (landing page)

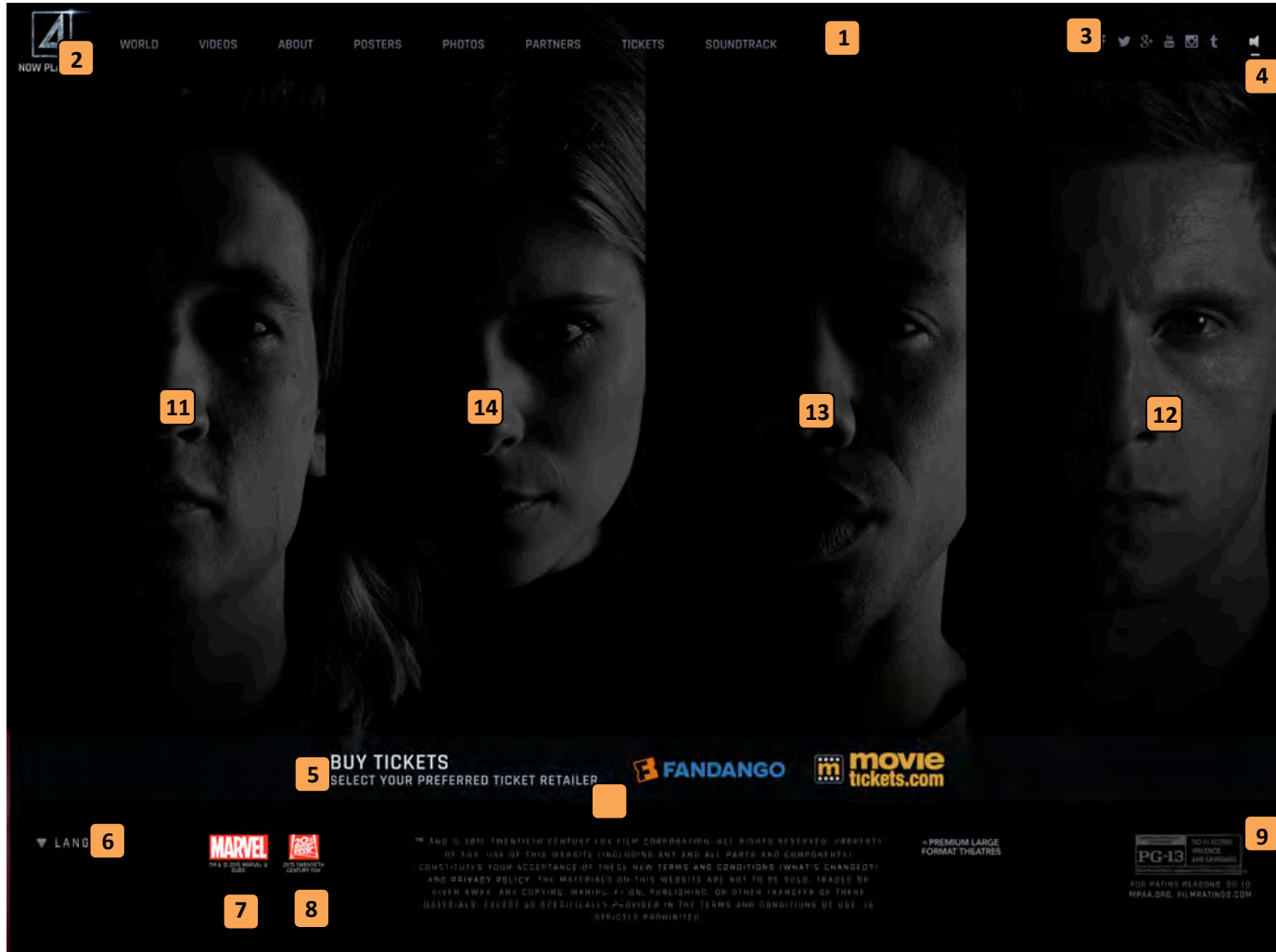


- 1 Company Nav (8 links, 9 words)
- 2 Title (4 words)
- 3 Social (5 links)
- 4 Marketing(5 words, 1 link)
- 5 Buy Tickets (2 words, 1 link)
- 6 Navigation (1 word, 1 link)
- 7 Navigation (1 word, 1 link)
- 8 Marketing/legal (17words, 6 links)
- 9 Navigation (1 word, 1 link)
- 10 Navigation (1 word, 1 link)
- 11 Volume Button

Word Count: 41 words
Clickable areas: 26

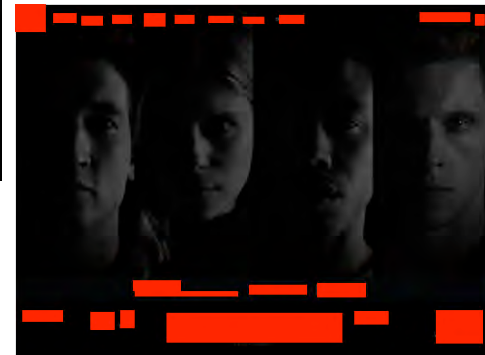


Fantastic Four (landing page)



- 1 Main Nav (8 words, 8 links)
- 2 Title (1 word)
- 3 Social (6 links)
- 4 Volume Button
- 5 Buy Tickets (9 words, 2 links)
- 6 Language selector (1 word, 1 link)
- 7 Brand Logo (1 word)
- 8 Company Logo (1 word)
- 9 Ratings Graphic (6 words,)
- 10 Legal (77 words)
- 11 Clickable Area
- 12 Clickable Area
- 13 Clickable Area
- 14 Clickable Area

Word Count: 105 words
 Clickable areas: 21



Terminator Genisys (landing page)

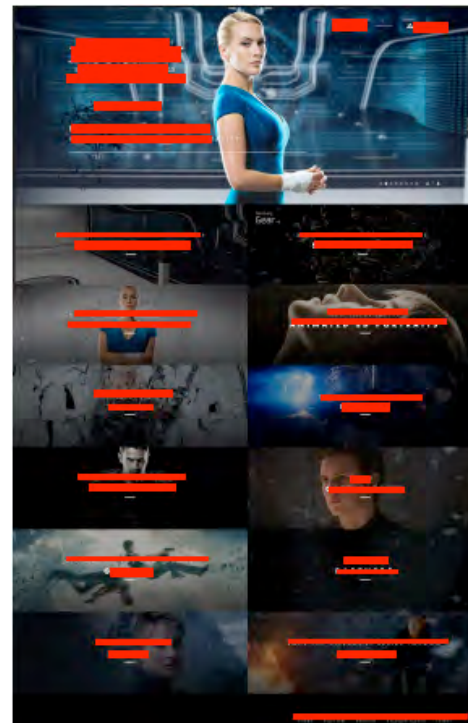
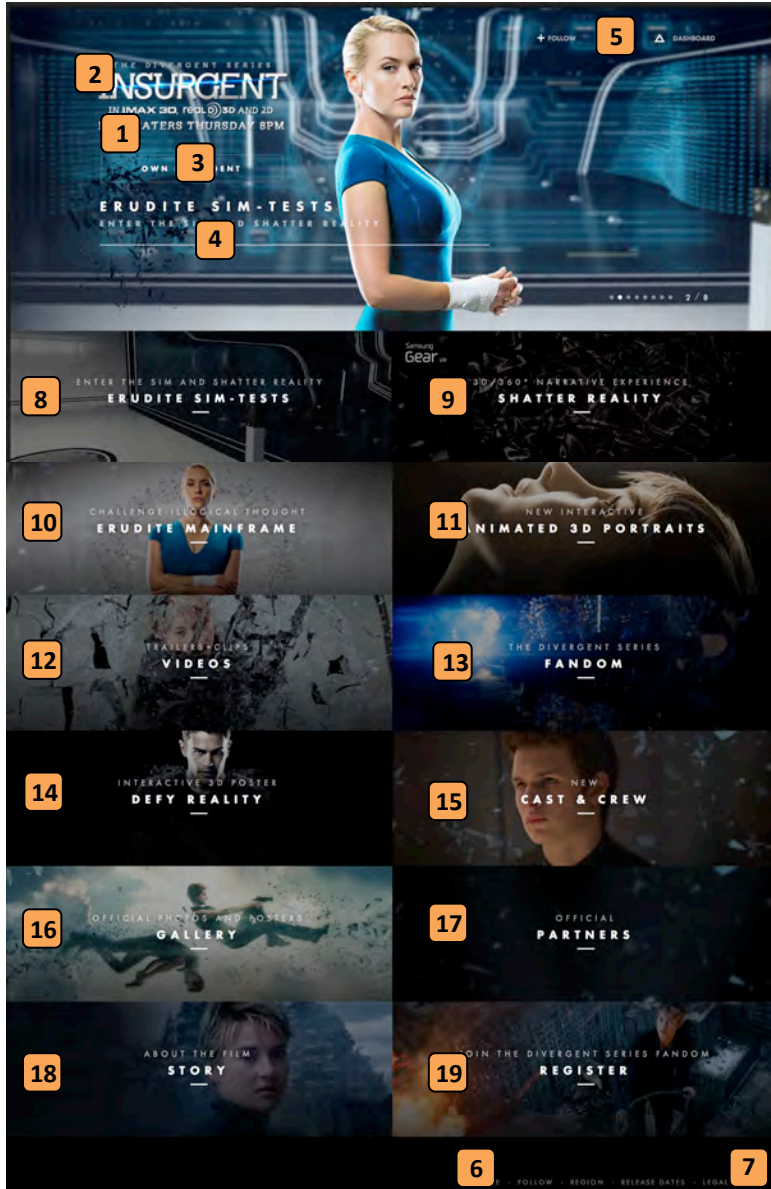


- 1 Studio Name (2 words)
- 2 Title (2words)
- 3 Social (5 links)
- 4 Marketing(7words)
- 5 Buy Tickets (3words, 2 links)
- 6 Navigation (1 link)
- 7 Navigation (1 word, 1 link)
- 8 Ratings Logo
- 9 International release dates (3 words 1 link)
- 10 Legal Jargon (13 words)
- 11 Volume Button
- 12 Get Tickets (18 words, 1 link)
- 13 Interactive link (8 words, 1 link)
- 14 Interactive link (7 words, 1 link)
- 15 Interactive link (7 words, 1 link)
- 16 Interactive link (6 words, 1 link)
- 17 Interactive link (9 words, 1 link)

Word Count: 87 words
 Clickable areas: 15



Insurgent (landing page)



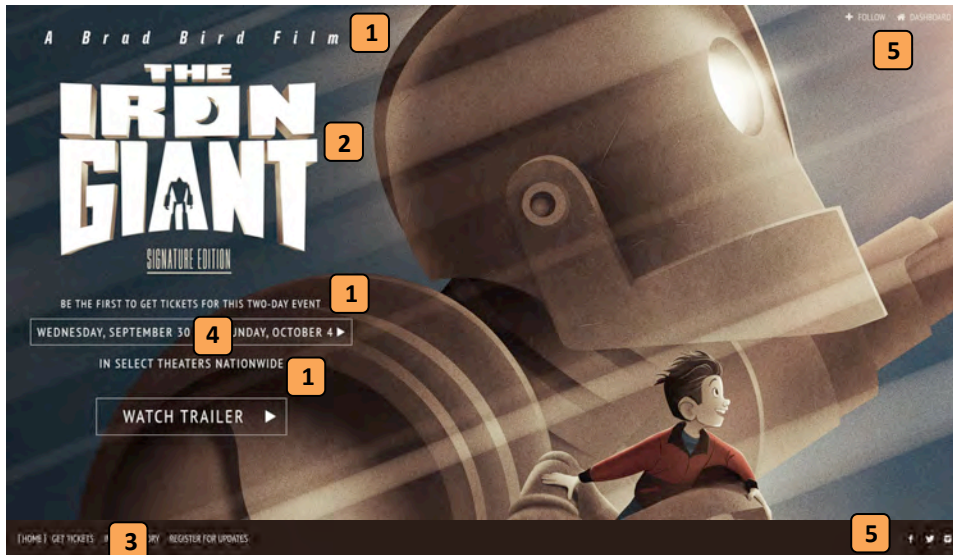
- 1 Movie Marketing (13 words)
- 2 Title (1 word)
- 3 Buy DVD (2 words, 1 link)
- 4 Interactive (8 words, 1 link)
- 5 Social (2 words, 2 links)
- 6 Navigation (4 words, 4 links)
- 7 Legal (1 word, 1 link)
- 8 Interactive (9 words, 1 link)
- 9 Interactive (6 words, 1 link)
- 10 Interactive (6 words, 1 link)
- 11 Interactive (5 words, 1 link)
- 12 Interactive (2 words, 1 link)
- 13 Interactive (4 words, 1 link)
- 14 Interactive (5 words, 1 link)
- 15 Marketing (3 words, 1 link)
- 16 Interactive (5 words, 1 link)
- 17 Interactive (2 words, 1 link)
- 18 Interactive (4 words, 1 link)
- 19 Social (6 words, 1 link)

Word Count: 87 words
 Clickable areas: 15

The Iron Giant (landing page)

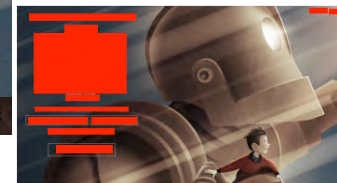


- 1 Movie Marketing
- 2 Title (5 words)



- 1 Movie Marketing (19 words)
- 2 Title (5 words)
- 3 Navigation (8 words, 5 links)
- 4 Buy Tickets (6 words, 2 links)
- 5 Social (2 words, 5 links)
- 6 Trailer Link (2 words, 1 link)

Word Count: 42 words
Clickable areas: 13



HP7 Part II (landing page)



- 1 Movie Marketing (31 words)
- 2 Title (3 words)
- 3 Buy DVD (8 words, 3 links)
- 4 DVD Marketing (9 words)
- 5 Social (4 words, 3 links)
- 6 Navigation (1 word, 1 link)
- 7 Studio Logo (5 words)
- 8 Movie Logo (6 words)
- 9 Volume Control (1 link)
- 10 Credits (1 word, 1 link)
- 11 Legal (13 words, 3 links)

Word Count: 81 words
Clickable areas: 12



The Man From U.N.C.L.E. (landing page)



The screenshot shows the landing page for the movie 'The Man From U.N.C.L.E.'. At the top, there is a navigation bar with 13 items: HOME, GET TICKETS, THE TRAILERS, THE FILM, THE GALLERY, THE BLOG, MEET THE CHARACTERS, THE DOWNLOADS, BEHIND THE SCENES, THE GAME, THE PARTNERS, THE SOUNDTRACK, and WORLDWIDE RELEASE DATES. A social media bar with icons for Facebook, Twitter, Instagram, YouTube, and Pinterest is on the right. The main banner features a large eye graphic on the left, the movie title 'THE MAN FROM U.N.C.L.E.' in large yellow letters, and the text 'NOW PLAYING'. A quote from Phil Pirrello of MovieFone.com is displayed: 'ACTION PACKED' -PHIL PIRRELLO MOVIEFONE.COM. Below the quote is a 'GET TICKETS' button. At the bottom, there is a footer with 'LEGAL', 'NAVIGATION', 'PRIVACY POLICY', 'TERMS OF USE', and 'AD CHOICES'. The text 'IN THEATRES NOW' is on the left, and a 'PC' logo is on the right. A hashtag '#ManFromUncle' is also present.

1

2

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- 1 Movie Marketing (29 words)
- 2 Title (4 words)
- 3 Navigation (27 words, 13 links)
- 4 Buy Tickets (2 words, 1 links)
- 5 Social (1 word, 5 links)
- 6 Legal (9 words, 5 links)
- 7 Ratings Graphic

Word Count: 72 words
Clickable areas: 24

