



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)

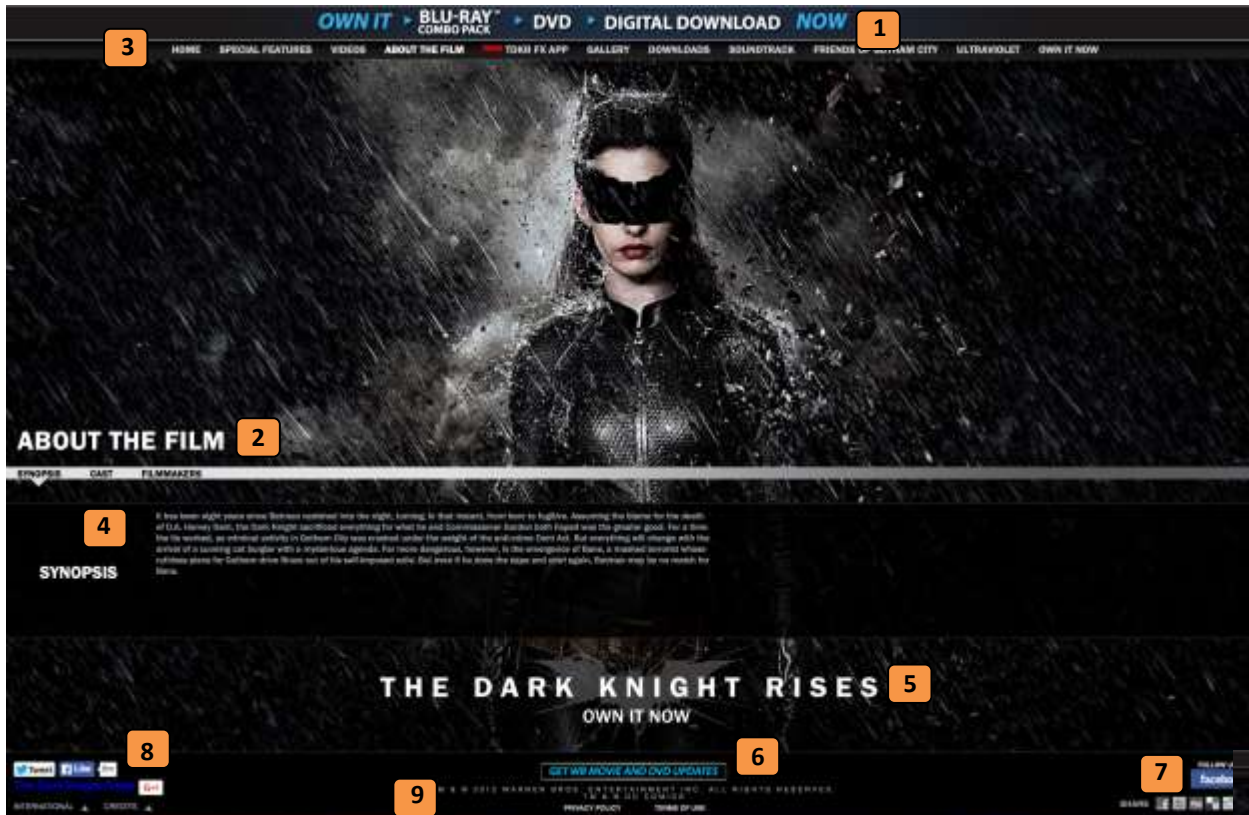


- 1 Order DVD/Download (5 words) 3 Links
- 2 Marketing (VIDEO—0 words)
- 3 11 Navigation options (11 links, 20 words)
- 4 Buy DVD (6 links, 3 words)
- 5 Title (4 words)
- 6 WB Co. updates (6 words, 1 link)
- 7 Social 4 words, 7 links
- 8 Social 4 words, 4 links
- 9 Navigation (2 words, 2 links)
- 10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

Word Count: 63 words
 Clickable areas: 36



The Dark Knight Rises (about the film page)

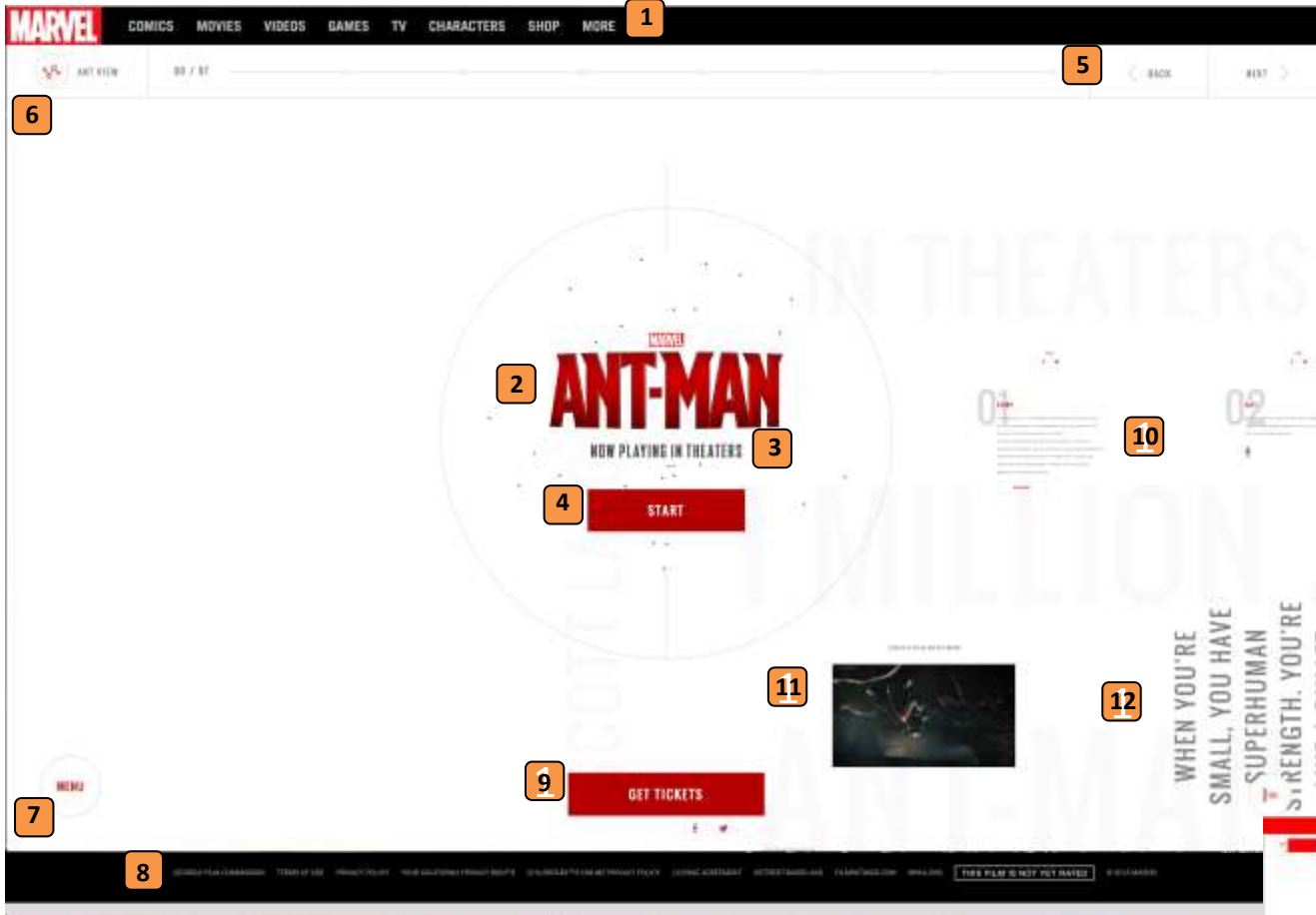


- 1 Order DVD/Download (5 words) 3 Links
- 2 Section title (3 words)
- 3 11 Navigation options (11 links, 20 words)
- 4 Section Text (126 words)
- 5 Title (4 words)
- 6 WB Co. updates (6 words, 1 link)
- 7 Social 4 words, 7 links
- 8 Social 4 words, 4 links
- 9 Legal (17 words, 2 links)

Word Count: 189 words
 Clickable areas: 28

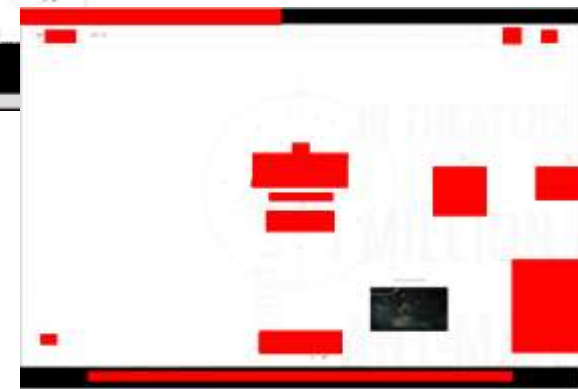


Ant Man (landing page)



- 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)

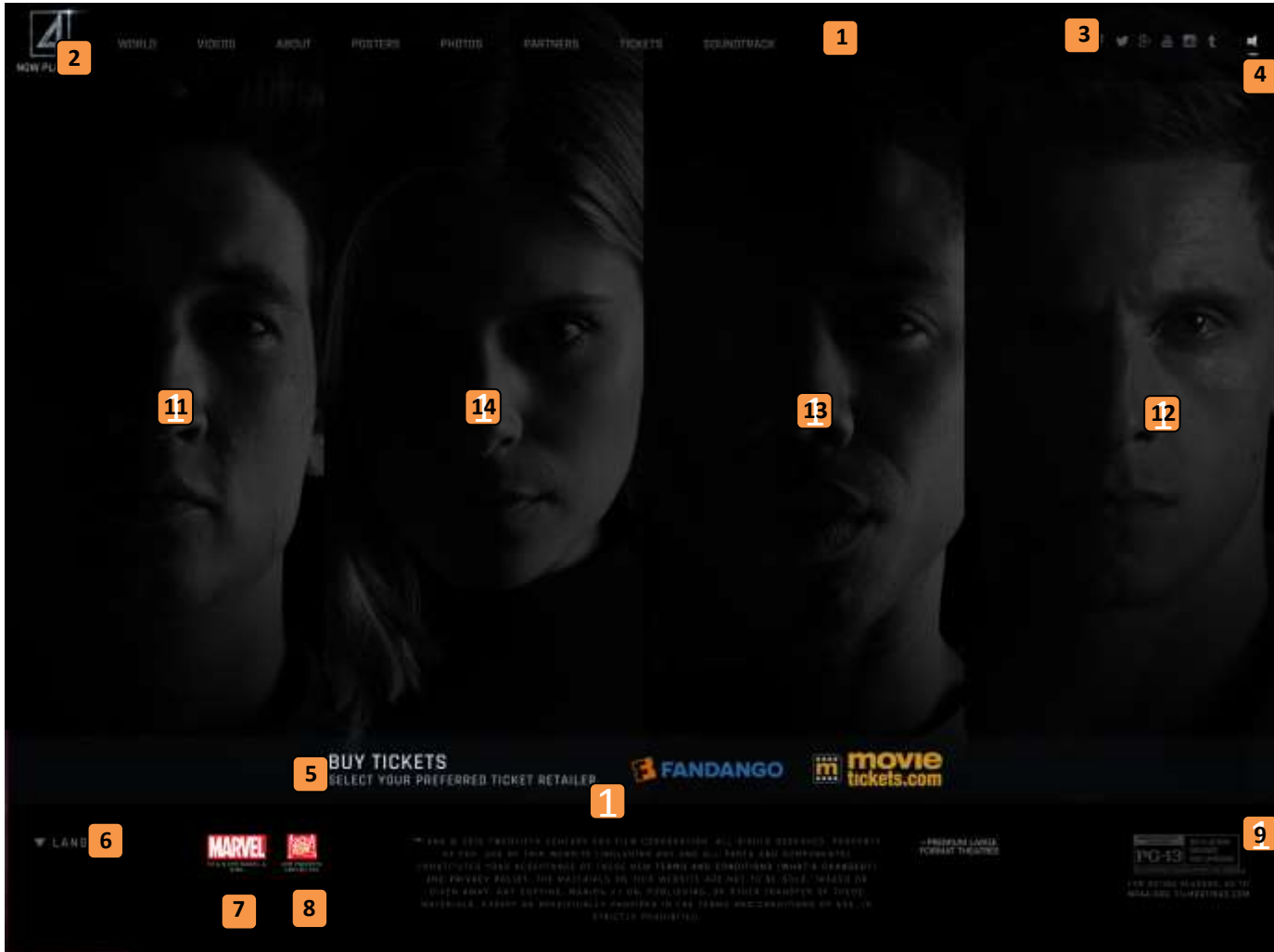


- 1 Company Nav (8 links, 9 words)
- 2 Title (4 words)
- 3 Social (5 links)
- 4 Marketing(5 words, 1 link)
- 5 Buy Tickets (2 words, 1 link)
- 6 Navigation (1 word, 1 link)
- 7 Navigation (1 word, 1 link)
- 8 Marketing/legal (17words, 6 links)
- 9 Navigation (1 word, 1 link)
- 10 Navigation (1 word,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

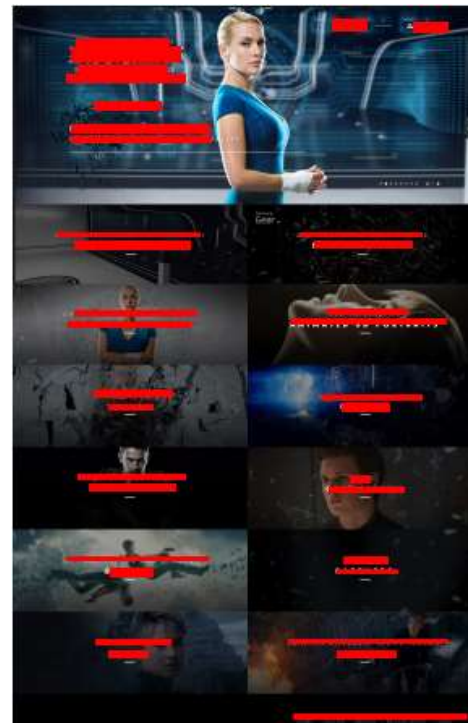
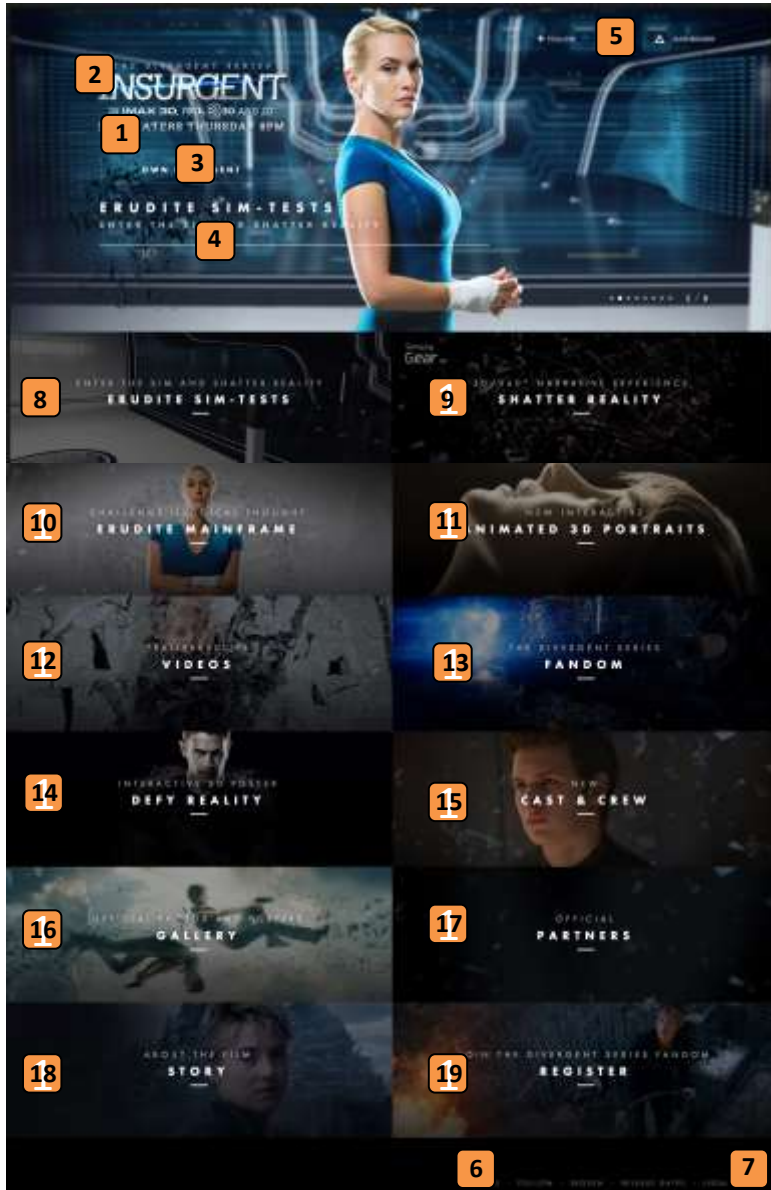


- 1 Studio Name (2 words)
- 2 Title (2words)
- 3 Social (5 links)
- 4 Marketing(7words)
- 5 Buy Tickets (3words, 2 links)
- 6 Navigation (1 link)
- 7 Navigation (1 word, 1 link)
- 8 Ratings Logo
- 9 International release dates (3 words 1 link)
- 10 Legal Jargon (13 words)
- 11 Volume Button
- 12 Get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



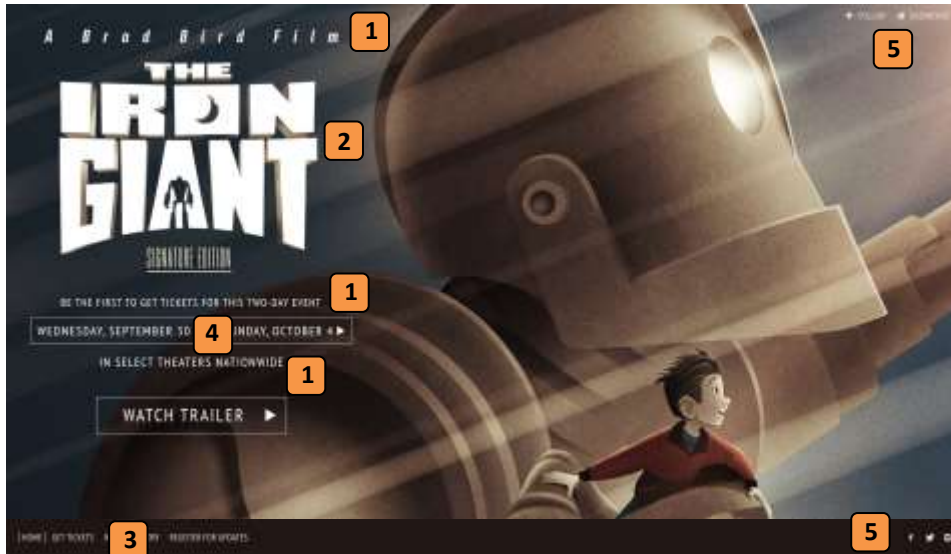
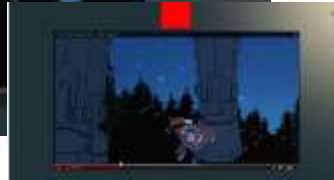
- 1** Movie Marketing (13 words)
- 2** Title (1 word)
- 3** Buy DVD (2 words, 1 link)
- 4** Interactive (8 words, 1 link)
- 5** Social (2 words, 2 links)
- 6** Navigation (4 words, 4 links)
- 7** Legal (1 word, 1 link)
- 8** Interactive (9 words, 1 link)
- 9** Interactive (6 words, 1 link)
- 10** Interactive (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)

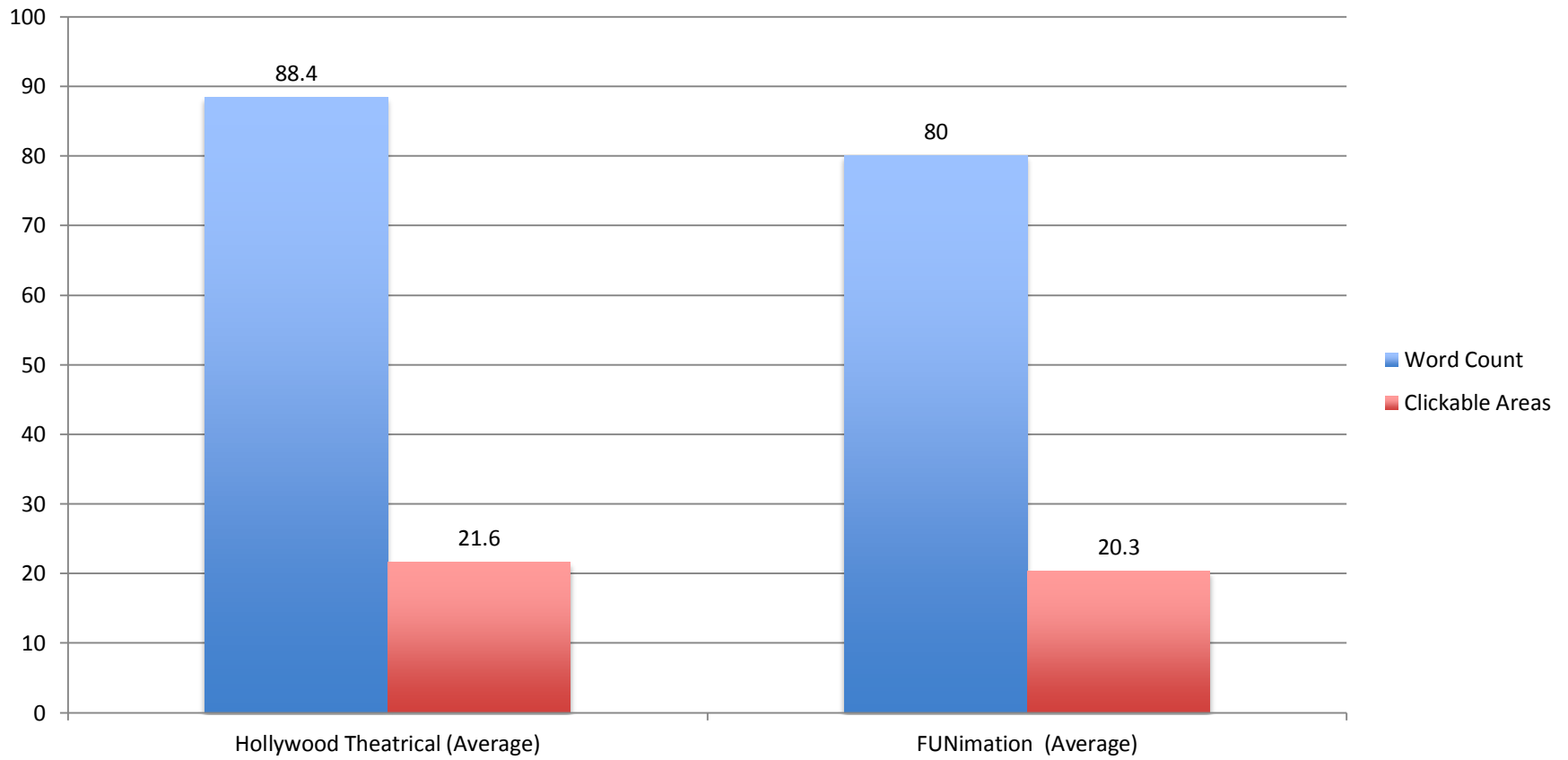


- 1 Movie Marketing (29 words)
- 2 Title (4 words)
- 3 Navigation (27 words, 13 links)
- 4 Buy Tickets (2 words, 1 links)
- 5 Social (1 word, 5 links)
- 6 Legal (9 words, 5 links)
- 7 Ratings Graphic

Word Count: 72 words
Clickable areas: 24



Hollywood vs FUNimation



DragonBallZ (landing page)



Attack on Titan (landing page)

