

Home Page Analysis

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Full Sail

Digital Design and Usability - Online

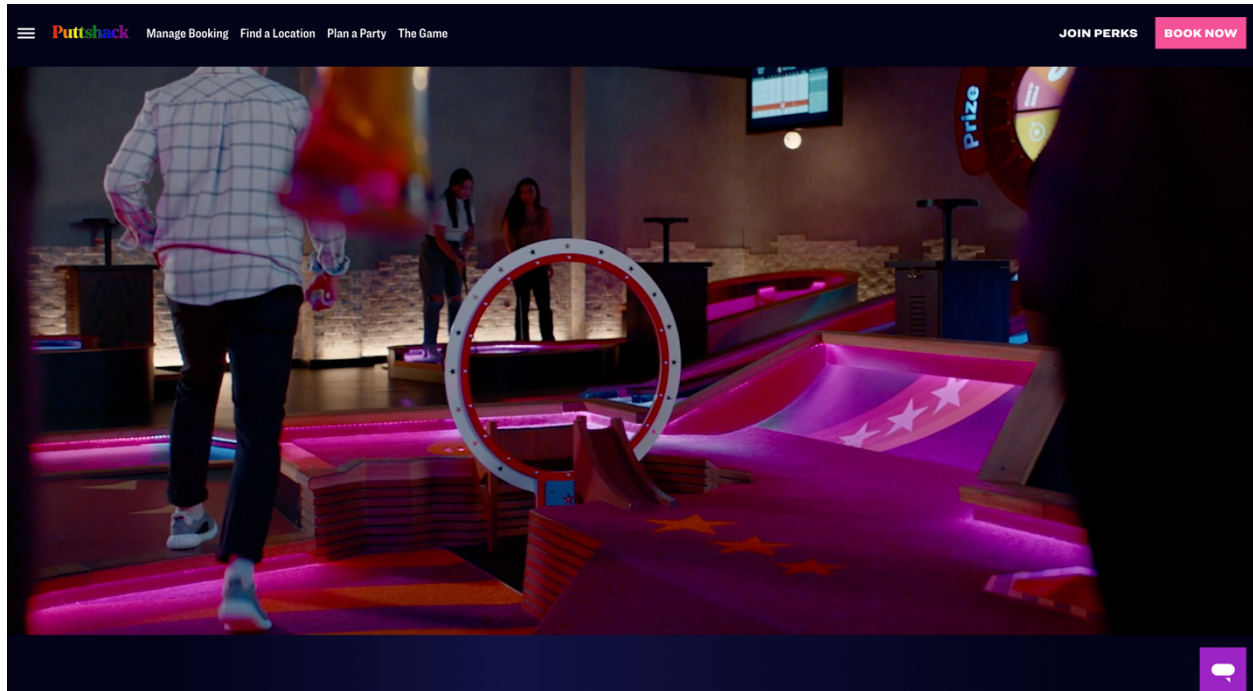
Abstract

This paper compares the web pages of Puttshack, Popstroke, and Swingers Crazy Golf Club, focusing on design, usability, and user experience. Puttshack features a clean, high-quality video and effective branding, whereas Popstroke's large headline obstructs its video. Swingers' cluttered landing page contradicts usability principles. Navigation is clear on all sites, with Puttshack and Popstroke favoring minimalism, while Swingers offers more options. Puttshack's and Popstroke's imagery is appealing, though Popstroke's is less effective due to headline placement; Swingers' imagery lacks essential information. Load times and mobile functionality are decent but share similar flaws across the sites.

Below the fold, Puttshack excels with modern design, engaging content, and user testimonials. Popstroke has a modern look but is hindered by headline issues. Swingers' site is dated, text-heavy, and intimidating. The analysis underscores the importance of user-friendly design and effective use of imagery and text to enhance user experience and engagement.

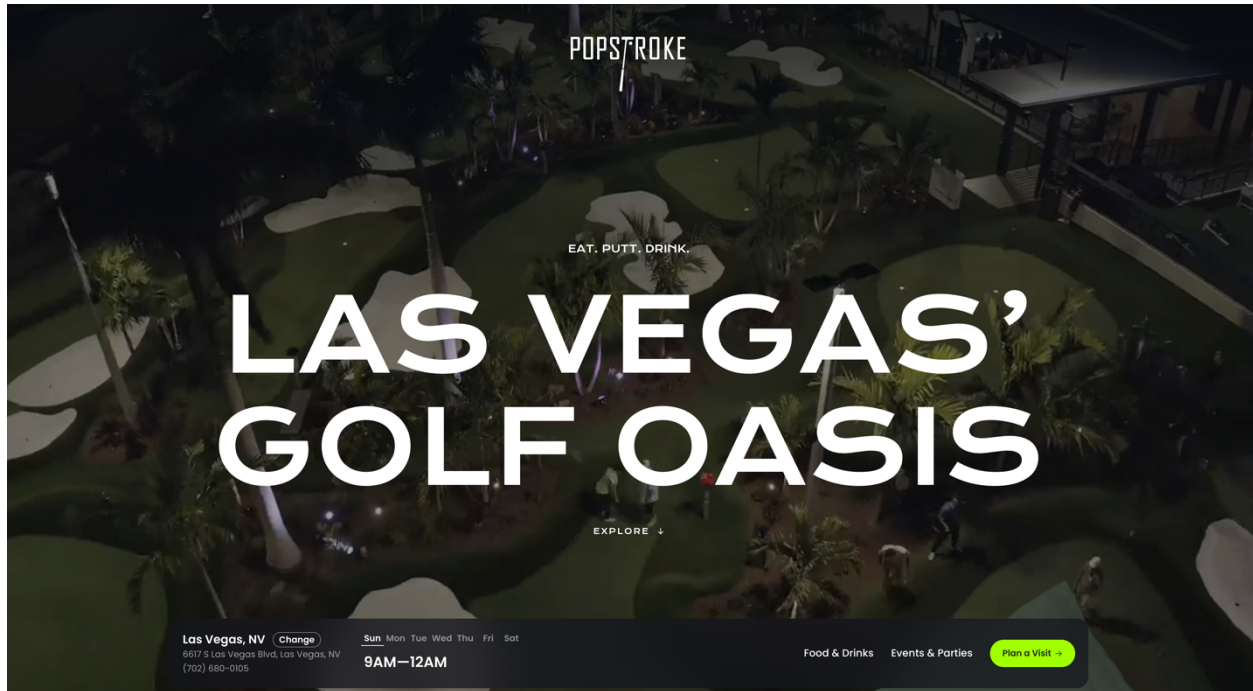
Introduction

Puttshack ([Puttshack | Upscale, Tech-Infused Mini Golf Experience](#))



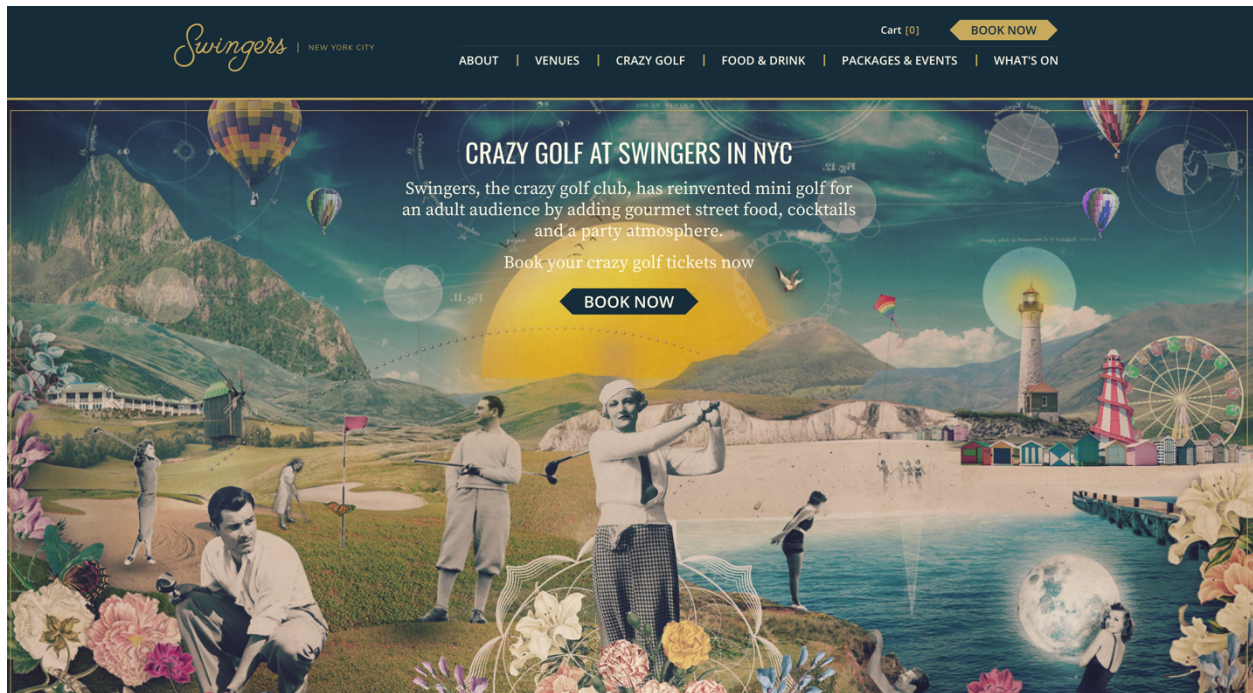
Puttshack is a leader in the social entertainment space, redefining mini-golf by integrating advanced technology with a modern, upscale atmosphere. Its innovative Trackaball™ technology offers a unique, interactive experience that automatically scores games, enhancing convenience and enjoyment. Catering to a diverse audience, Puttshack combines a lively social environment with high-quality food and drink options, making it a popular choice for both casual outings and corporate events.

Popstroke ([PopStroke Las Vegas](#) | [Eat. Putt. Drink.](#))



Popstroke, a collaboration with golf legend Tiger Woods, provides a family-friendly mini-golf experience that blends traditional play with a contemporary twist. Known for its beautifully designed courses and integrated dining facilities, Popstroke aims to create a fun and inclusive environment for all ages. The emphasis on quality, accessibility, and enjoyment makes Popstroke a favored destination for families and golf enthusiasts alike.

Swingers Crazy Golf Club ([Indoor Mini Golf in NYC | Swingers Crazy Golf](#))



Swingers Crazy Golf Club offers a sophisticated, adult-oriented twist on the mini-golf experience. Originating in the UK, Swingers is known for its intricate course designs, high-end cocktail bars, and gourmet street food. Targeting an adult audience, Swingers combines the thrill of mini-golf with the ambiance of a luxurious nightclub, creating a unique and memorable social outing that appeals to urban professionals and event planners.

HOME PAGE ANALYSIS

Things I appreciate about the landing page, starting with elements above the fold, include the absence of an initial headline. Instead, there is a high-quality video that effectively displays key brand messages without any distracting clutter. The navigation is clean and consistent, featuring a few horizontal navigation links, two buttons, and a hamburger menu off to the side to minimize clutter. The imagery is well-thought-out, opting for a single all-encompassing video rather than multiple text and image elements. As the saying goes, if a picture is worth a thousand

words, a video is priceless. Remarkably, the page load time is extremely fast, despite the inclusion of a high-definition video as the main feature. It loads immediately and directly. Additionally, the mobile site is as fast and responsive as the desktop version, which is crucial since the target demographic predominantly browses on mobile devices.

Below the fold, the content is engaging, informative, easy to read, and divided into digestible sections. Social proof is provided through direct posts from the Instagram page, allowing users to click once to access Instagram and view interactions from other followers. However, I would prefer the inclusion of actual testimonials or reviews directly on the page, though the current setup is still effective. Contact information could be more prominently displayed. While there are social media buttons and a link to join the rewards/membership program, there is no prominently displayed, direct contact information. The navigation links are concise, featuring short action-based phrases like "plan a party" or "manage a booking." The footer is well-executed, containing appropriate links to important pages, contact information, and social media icons.

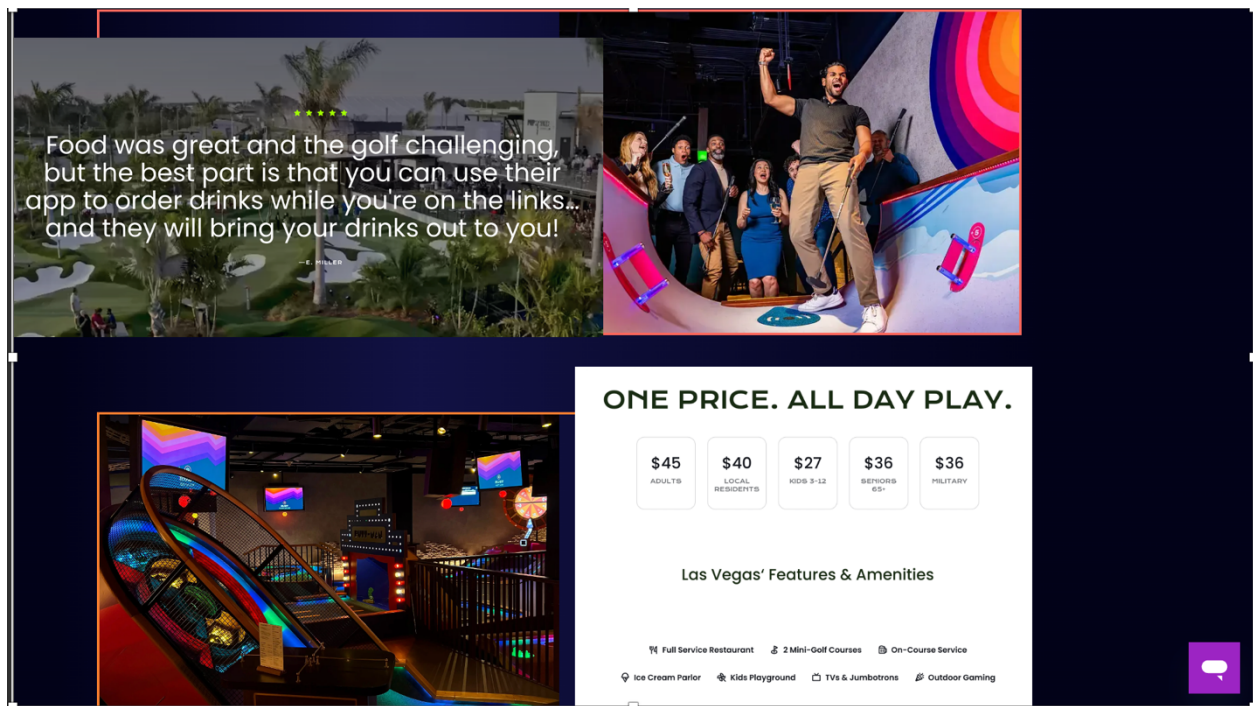
COMPETITIVE ANALYSIS

For research for my competitive analysis, I examined the web pages for Tiger Woods' Popstroke and Swingers Crazy Golf Club. Popstroke features a great logo, but its headline is massive and obstructs the video playing in the background, which is very distracting. Swingers has a nice logo that implies sophistication, but it gets lost on a busy landing page filled with text. Swingers contradicts Krug's (2000) suggestion by making users think too hard upon arrival. The navigation on both sites is clear; Popstroke adopts a minimalist approach with a few links, while Swingers offers many options for users to choose from. Popstroke's imagery includes a video

that is unfortunately obscured by headline text. Swingers' imagery conveys a feeling but does not provide the information users seek. The load times for both pages are decent, and the mobile sites function well but retain the same design and usability issues.

Below the fold, the content remains engaging. Popstroke's site boasts a modern, minimalist design with bold, clean text. It includes social proof through user testimonials, breaking up information into digestible chunks, and features a well-designed footer. In contrast, Swingers' site has an older appearance, being more text- and link-based rather than image- and video-based like a contemporary site. The page feels static, lacking any motion. While the color palette appears fancy, it also looks very classic and dated, with colors blending in an unappealing style. Overall, the site does too much to make users think immediately upon landing and can be very intimidating.

Suggestions and New Layout



Overall, I believe Puttshack has a more modern and better-designed page than its competitors. The page effectively uses colors that evoke a nightclub experience, reinforced by the video showing friends enjoying a night out without children present. While there is little need for improvement, every page can be better optimized. Above the fold, no changes are necessary as they have perfectly executed this part of the website on both desktop and mobile. Below the fold, I recommend adding testimonials to complement the Instagram link, as some users may prefer not to navigate to other sites. Additionally, they could take inspiration from Popstroke and include pricing information directly on the main page. With the inclusion of a chatbot, they are already ahead in their AI marketing efforts.

References

Krug, S. (2009). *Don't make me think: A Common Sense Approach to Web Usability*. Pearson Education.

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