PURPOSE

We are a locally owned comic book, board game, and toy shop, proudly embracing our inner nerd!
Our website keeps users up to date with the latest news, new releases, events, and subscription info.
We host weekly tournaments and game nights, creating a fun and friendly space for people to come together.

Figure 1 | Photo by Lisa Campbell Walls

AUDIENCE

Our customers are proud geeks and nerds. Men, women, and children of all ages from Huntsville and the surrounding areas come to us to shop for collectibles, play games, and just have a great time.

Our audience consists of:

• all ages in-store
• website is for teens, young adults & adults
• male and female
• elementary education and up
• low to high class socio-economic status
• some knowledge of comics, games, and toys
• positive attitude towards others
• enjoy comics, games, and/or collectibles

WRITING QUALITY

On our DeeP Comics website, we use a fun and friendly voice that can get a little quirky. We have brief, descriptive, and informative content in our online shops to facilitate accessibility for our users and avoid language that could be easily identified as advertising, something that Carroll in *Writing & Editing for Digital Media* refers to as "marketing-ese" (2023, p.117).
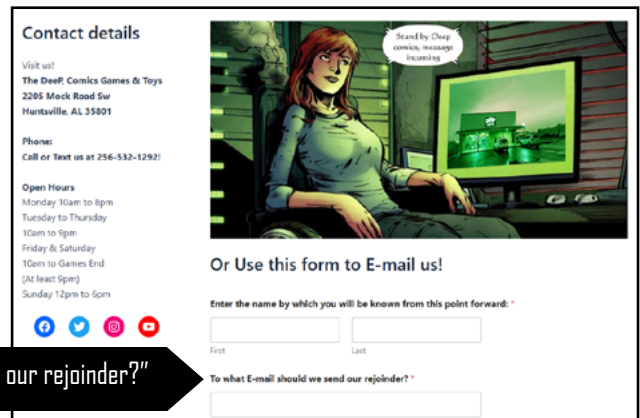
> The DeeP Collectibles, Founded in 13,991,126 BC (Earth Standard Time) in the City of Plezzbifrumus (Pronounced 'Please buy from us') on the planet Mars.

This tone carries familiarity that our audience can relate to. The information on the site is delivered in an informal way with a twist that the audience can understand, such as this text located on the Find Us! page:

"From space You should direct your ship Towards North Alabama in the South Eastern North America!"

The tone and voice we use on our Contact Us page is supported by similar text as well as a comic book style graphic.

"To what E-mail should we send our rejoinder?"

FIGURE 2: Screenshot of Contact Us page

LINKS & BUTTONS

Our site contains links and buttons that offer some usability, however, there is no consistency in how these elements look.

Implementing uniform button and link styles enhances the user experience by:

• creating consistency
• making navigation easier
• reinforcing brand identity
• enhancing usability
• providing clear visual cues

By establishing a uniform design for these elements, we can significantly improve usability and create a more cohesive experience across the site.

Publishers | Product Types | Release Dates | Last Call (FOC)

Please sign in to Manage Subscriptions

FIGURE 3: Screenshot of links and button on Subscriptions page

COLLECTIONS: NOW AND NEW FUNKO ✕   ADD TO CART

FIGURE 4: Screenshot of buttons on Funko Collections page of 2nd & Charles website

THE LOGO

Logo use across the platforms is inconsistent, showing different logos for each account. Consistency enhances brand recognition and user trust.

FIGURE 5: Image of logos used across platforms
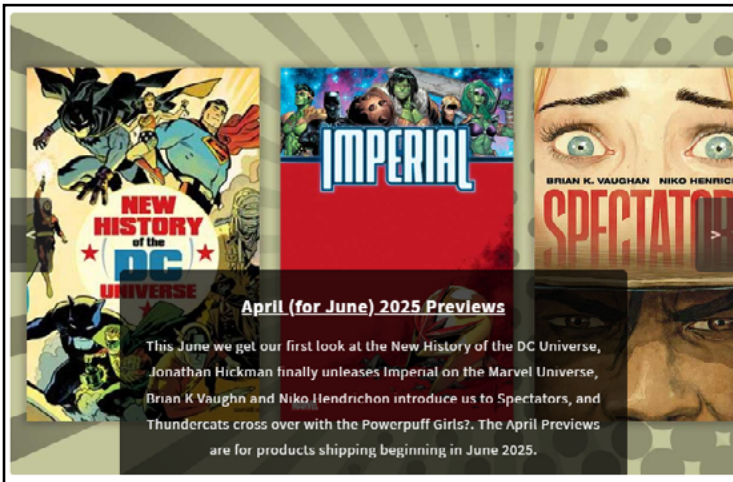
VISUALS & MULTIMEDIA

FIGURE 6: Screenshot of Subscriptions page graphic demonstrating an updated look

We use a range of graphics to help visitors easily explore our products, upcoming events, and social connection opportunities. Interactive features, such as clickable images and menus, encourage user engagement. Additionally, our events page includes links that provide instructions on how to play the games featured in the weekly schedule.

However, the graphics across the site lack consistency and could benefit from improvement. Some appear outdated, resembling those from early computer programs, while others have a more modern design.

Inconsistent imagery causes a stutter in the visual user experience, described by Carrol in *Writing and Editing for Digital Media* (2023, pp. 37).

FIGURE 7: Screenshot of tournament banner to demonstrate outdated graphics

LAYOUT & NAVIGATION

The layout of our website is inconsistent, partly due to linking to external shops and pages across different platforms. While these links take users where they need to go, they create a jarring experience for the user. There is also an excess of exclamation points and a lack of interactive links within the content of each page.
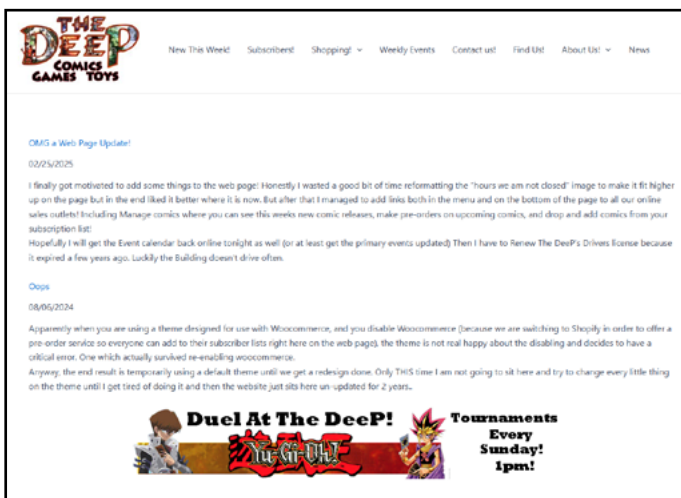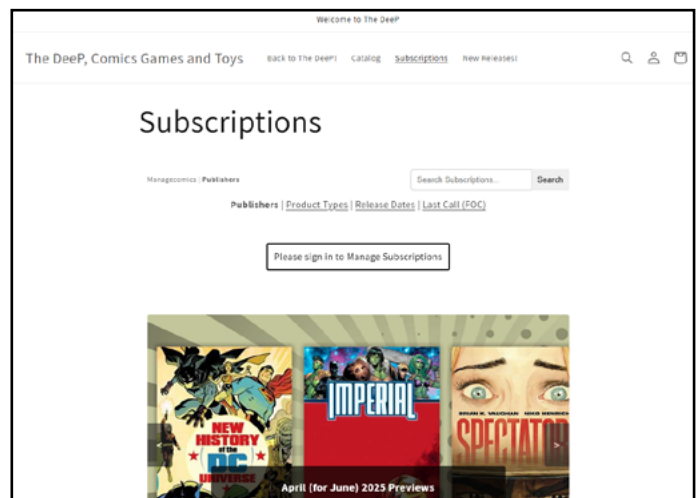

FIGURE 8: Screenshot of home page

FIGURE 9: Screenshot of Subscriptions page

A simple and clear site design is needed to enhance the user experience (Krug, 2019). Since our site caters to shoppers, collectors, and users seeking the next game, the navigation should be streamlined and optimized to improve user engagement.

By incorporating highlighted elements in the navigation, users will have clear indicators of what they are selecting and where they are within the webiste. Using colored links within the page content can further capture attention.

While the site meets the needs of our audience, the user experience is interrupted by distractions on each page. The overall user experience can be improved by:

• a consistent layout
• uniform typography and color usage
• streamlined/optimized navigation
• highlighted elements

SOCIAL MEDIA PRESENCE

We actively use Facebook and Instagram, but our X (Twitter) and YouTube accounts have remained inactive for over a year.

We create original content for comics, cards, and promotional ads for card and board games on Facebook and Instagram. It's evident that original posts receive more engagement than ads. To boost interaction and interest, we should incorporate call-to-actions in these posts. Additionally, video content on YouTube showcasing new releases and sale items would be a valuable addition.
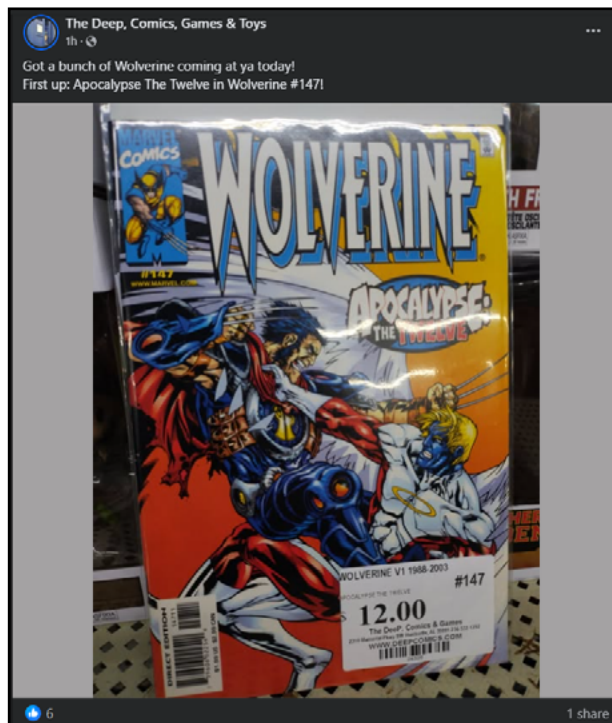

FIGURE 10: Screenshot of a post on Facebook

FIGURE 11: Screenshot of a post on Instagram

COMPETITORS

Our two closest competitors in Huntsville include Raging Gazebo Comics & Games and 2nd & Charles.

Element or Characteristic	THE DEEP Comics Games Toys		Raging Gazebo Comics & Games		2ND & CHARLES	
Audience	gamers, collectors of all ages	=	readers, gamers and collectors of all ages	=	readers, gamers, and collectors of all ages	=
Voice & Tone	casual, friendly, quirky	=	casual, friendly	=	formal, friendly	=
Layout Consistency	no	✗	yes	✓	yes	✓
Navigation Consistency	no	✗	yes	✓	yes	✓
Visual Consistency	no	✗	yes	✓	yes	✓
Logo	inconsistent	✗	consistent	✓	consistent	✓
Game Room	yes	✓	yes	✓	no	✗
Social Media Presence	ⓕ ⓘ ▶ ✕	✗	ⓕ ⓘ ▶ ⑂	✓	ⓕ ✕ ⓘ	✓

KEY: worse ✗   similar =   better ✓

Considering characteristics of some of our closest competitors, we are lacking in several areas and need to improve these areas to keep our audience. Layout, navigation, and visual consistency need improvement. Our social media presence is lacking, and adding a discord channel may improve engagement. Using one logo across the site and social media platforms helps with consistency, recognition, and trust with our audience.

CONCLUSION

Our website has a foundation that we can build and improve upon to create a more user-friendly and engaging site for viewers.

Audience usability, accessibility, and scan-ability can be improved by:

• creating a consistent layout across the site
• designing uniform buttons and links
• updating graphics and images
• using consistent typography and color
• simplifying navigation

Engagement can be enhanced with:

• improving interactive elements
• optimizing social media platforms

REFERENCES

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Figure 10. Yurko, J. (2025, April 3). *Facebook page*. [Image screen capture].
    Retrieved from https://www.facebook.com/deepcomics

Figure 11. Yurko, J. (2025, April 3). *Instagram page*. [Image screen capture].
    Retrieved from https://www.instagram.com/thedeepcomics

ADDENDUM

PURPOSE

Deep Comics is a shop in Huntsville dedicated to bringing collectible comic books, games, and toy items to the city.

INTERACTOR ANALYSIS

Age: The intended interactors are all ages, but mostly 16 and up

Gender: The target audience is men and women

Education: The target audience has at least some elementary education

Context: The target audience is from Huntsville, AL and surrounding areas

Cultural Perspective: The intended interactors are from Huntsville and their culture and heritage aligns with the geek culture and collector enthusiasts

Socio-Economic: The intended interactors are low to high class status

Expertise: The target audience knows at least a little bit about comic books, games, and/or collectible toys

Attitudes: The target audience already has the attitude of being interested in collectible items and may refer to themselves as "geeks" or "nerds".

TRUSTED WRITER REVIEW

REVIEWER INFORMATION

Nicholas Yurko
April 6, 2025 @ 10am CST
nicholasyurko@gmail.com

QUESTIONS FOR THE REVIEWER

Do the explanations make sense?
Are there any run-on sentences that need to be rewritten?
Are there too many images?
Is it hard to read with the images placed where they are?

Nick objectively reviewed my second draft, highlighting areas for improvement. He provided several suggestions for sentence structure and word choice. He also critically reviewed the number of images provided in my analysis and had thoughts for improved scan-ability. Overall, I believe my analysis has a better structure with greater scan-ability after editing and removing some of the images that i included in my second draft.

Conducting an analysis is always a daunting process for me. I have no issues with making hands-on changes and improvements to a piece of digital work, but explaining why these changes need to be made and how they improve the site is not my cup of tea. I suppose that is why I am in this class, right?