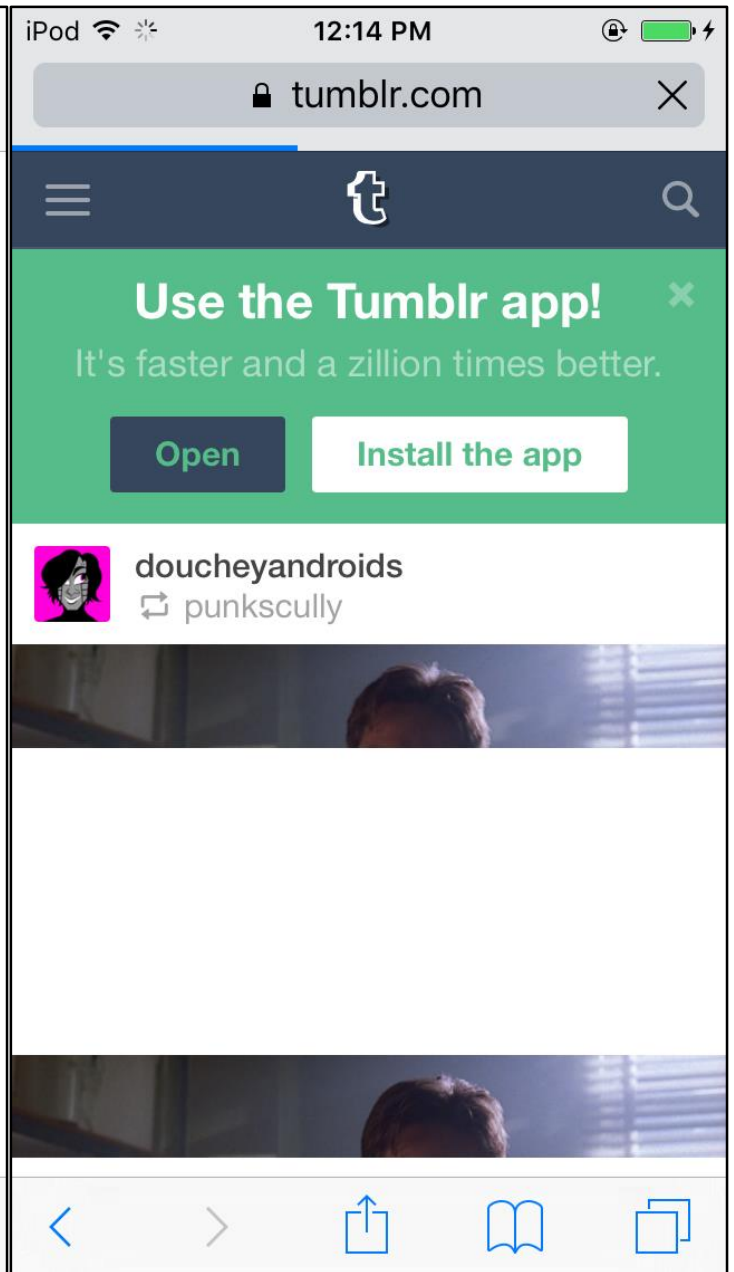
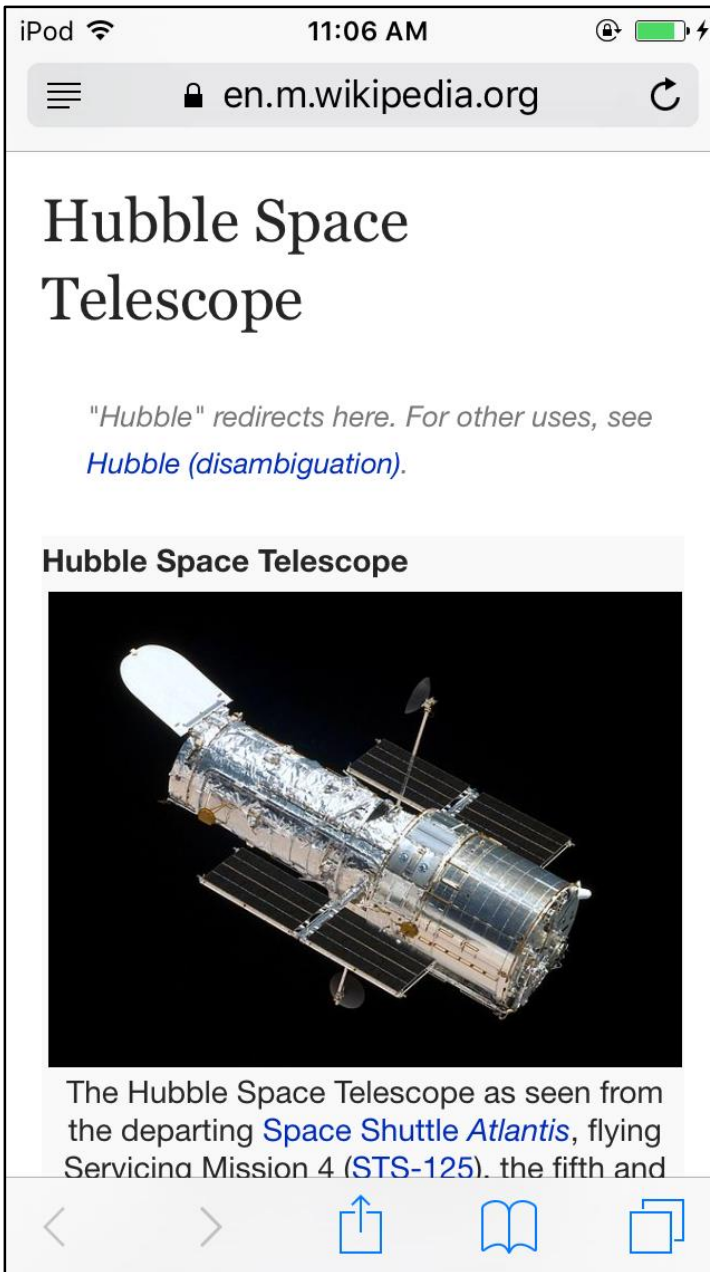


Compare and Contrast: Visitor Experience	
Good Visitor Experience: Wikipedia	Poor Visitor Experience: Tumblr
<a href="https://en.m.wikipedia.org">https://en.m.wikipedia.org</a>	
1. Wikipedia allowed me to find the page for the Hubble Space Telescope quickly and aptly.	1. The login page was slow and the links did not work well at all. The page was covered in advertisements for the Tumblr app, and it's clear that they focus their energy on the app rather than their mobile site.
2. The text was readable, loaded quickly, and the images and media also loaded quickly. The images were displayed well and fit within the webpage.	2. The images and GIFs were absurdly slow to load, and even text would not load quickly. The text glitched out on occasion, and viewing separate blogs was a pain.
3. The search navigation at the top is a great search tool. I'm a fan of Wikipedia's navigation on the actual website, and they use the same model effectively for their mobile site.	3. The navigation is fine, but the search engine is confusing and requires manipulation of the default settings to even find something relevant.
4. The layout is simple and clean. It is meant to display readable text, and it does a fabulous job at that. It enhanced my reading by providing a simple and non-distracting environment.	4. The colors and layout are fine. They are the same as the actual website, although condensed. The side menu was helpful and well-designed, but it didn't make up for the general slowness and obnoxious advertising.
5. Wikipedia is one of my favorite websites for finding information quickly. The navigation is excellent, the results are usually accurate, and the detail in the mobile website is just as good as the actual website.	5. I love Tumblr for the purpose it was designed for, which is to repost content quickly. Unfortunately, Tumblr likes to remove their most helpful features and add new and irrelevant ones on a regular basis. The focus on using the app was insufferable, especially since I already have the app. When the content won't load after five minutes and the page freezes constantly, I don't consider it to be effective or useful.



The Wikipedia page loaded within a few seconds. After five minutes, the Tumblr page appeared like this.