

	Visual design	Content	
	Brand identity	Tone	Descriptiveness
IMDb	Needs work - Feels too busy - Brand does not feel well defined	Professional, bland	Outstanding + Very informative about all films + Consistent information about all films
Fandango	Okay + Clean, minimalist design - Too much white space - Not very trendy	Informative, friendly, unexciting	Good + Most important info is present - Not all films has same type of info
AMC Theatres	Good + Very strong brand identity - Not enough white space	Modern, sleek	Outstanding + Very informative about every film + Information about every film is placed where you don't have to see it if you don't want to + Concise information about the theaters