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Site inspection



My Life In The Bush Of Ghosts

bush-of-ghosts.com

Owner: EMI Music UK

Agency: FDT Design (album site), Mook (remix site)

CONTENT	23/25
USABILITY	15/25
BRANDING	20/25
MONETISATION	20/25
TOTAL	78/100

In 1981 lead Talking Head David Byrne and legendary pop boffin Brian Eno recorded an album called *My Life In The Bush Of Ghosts*, driven by their new-found enthusiasm for African music, and pioneering techniques such as sampling. This site supports the album's reissue on CD and it's an excellent example of the form. You can listen to track snippets, read articles, book excerpts and new essays about the record, including one by Byrne, even watch a video for one track. Design is sympathetic, navigation is elegant and informative. The twist is that there's a sister site where the master tapes of two tracks are available to download, remix and upload. Visitors can then listen to the remixes and rate them. The look and feel of this site is totally different to the album site, but again navigation is elegant. Sometimes 1981 doesn't seem that long ago. **Michael Nutley**

OTHER SITES IN THIS SECTOR

petshopboys.co.uk
zero7.co.uk



AuctionYourProperty .com

auctionyourproperty.com

Owner: Andrew Binstock

Agency: Claude Schneider

CONTENT	12/25
USABILITY	20/25
BRANDING	21/25
MONETISATION	23/25
TOTAL	76/100

The Web has proven ideal for selling low-ticket items like books and CDs, but big-ticket purchases like a car have required people to become comfortable with spending that much money online. Perhaps a factor in this has been Ebay, where bargains sit side by side with rarities commanding high bids. So for the ultimate big-ticket item – a house – an auction site could be the ideal way to put people at ease. AuctionYourProperty .com aims to be just that. It's design is a bit 'my first Web site', but it clearly runs through the auction process for buyers and sellers (which works the same as Ebay, with buyers placing their maximum bid but only paying just above the next lowest bid if they win). As yet there are fewer than 60 properties listed, so you're perhaps unlikely to find your dream home, but no doubt Ebay was a bit sparse when it launched. **Paul Smith**

OTHER SITES IN THIS SECTOR

auctionpropertyforsale.co.uk
propertyauctions.com



Diesel

diesel.co.uk

Owner: Diesel

Agency: Hi-Res!

CONTENT	22/25
USABILITY	14/25
BRANDING	24/25
MONETISATION	12/25
TOTAL	72/100

This is more of an alternative lifestyle experience than a fashion site. It's the ultimate in cool youthfulness, with dark brooding backdrops and rose petals floating across the home page set to soothing, if a bit monotonous, music. The imagery is stunning and there's enough content to hold your attention, like the international music competition, film festival, fashion and jewellery collections, kids' stuff, history and lifestyle advice. The site serves as a platform for showcasing latest collections rather than making actual sales. Instead viewers are directed to stores around the world. On the downside, the site is slow and difficult to manoeuvre, making it more of a frustrating encounter than a dreamy browse at times. A few more interactive elements would make it a lot more fun and engaging, but it's difficult to be disappointed with such stylish eye candy. **Jessica Phillips**

OTHER SITES IN THIS SECTOR

fullcircleuk.com
reiss.co.uk



ocado.com

Founded 2002

Selection

Hundreds of seasonally updated food items from Waitrose, along with home, pet and toiletry goods.

Technical problems

None

Navigation

Items are sorted into related sections, such as fresh lamb next to gravy granules and roasting tins, with add-on items often suggested. Each category is broken down several times, so if you have a preference for Fairtrade, organic or even South African cuisine you can find it with ease. Full ingredients, nutritional information and storage instructions are also available.

Returns policy

Phone number and email given in the event that any items can't be delivered or arrive broken.

Customer service

The uniformed deliveryman, introduced as Frank, was friendly and helpful. Knowing I was a first-time shopper, he explained the system of red bags for fridge items, green for freezer and blue for cupboard. The items were well packed and a free Waitrose magazine was included.

Email confirmation

Immediate.

Promised delivery

Ocado promises to deliver within a chosen one-hour time slot (between 6am and 11pm). If it fails to do this even by one second, it will give the customer £5 off their next shop. Delivery is charged at £5 for bills under £75, or free if over.

Delivered

Within the first five minutes of the time slot Frank called to say he was close by and to double-check where he was allowed to park. He then brought the shopping to the door.

Bottom line

A brilliant selection of products delivered with a surprisingly personal service. **Luan Goldie**

Rating ★★★★★

If you have a new site that you'd like reviewed in Site Inspection, send details to nma.site@centaur.co.uk

