

Group 4: Competitive Analysis

Drew Jackson and Maxwell Newberry

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Summary

One of the competitors, Stow Kent Animal Hospital, we reviewed their website and what worked was their responsive menu. It went to collapsed view at exactly 911 pixels wide. We believe this collapsed view is an interesting idea to simplify the use of space in the browser. We do not want to collapse the menu quite so soon however. In contrast, Memorial Animal Hospital's menu bar just disappears completely when collapsed. At exactly 980 pixels wide, the menu is taken away from the screen and the website does not have a solution to put the menu anywhere else. Even on mobile, the menu is not present.

The overall design of Memorial Animal Hospital is not well thought out. It includes a menu but also has additional navigation buttons lower in the page which stack when the browser viewport is squeezed. Our final competitor that we evaluated was Buckeye Veterinary Clinic. Like Stow Kent, their menu is collapsed into one button that activates when the viewport is shortened (730 pixels exactly).

Each of these websites do not include a lot information on the main page aside from addresses and phone numbers, you are asked to navigate throughout the website to find more useful information.

Competitors Evaluated

1. Stow-Kent Animal Hospital: <http://www.wetreatpets.com>
 2. Memorial Animal Hospital: <http://www.memorialanimalhospital.com>
 3. Buckeye Veterinary Clinic: <http://buckeyevetclinic.com>
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Navigation and Labeling

All three websites have contact pages, services, and a blog or source for news and updates about the service center. The services tab all have drop down menus that go into detail about the various services that the center provides. All three include a link to show their team or staff, while both Buckeye Vet Clinic and Memorial Animal Hospital have their own shops selling pet items.

The design all are all horizontal menus to the right of the company logo. Two of the menus collapse into a single drop down menu that is expandable (Buckeye and Stow-Kent) while Memorial Animal Hospital's menu just flat out disappears.

Content and Features

What features and types of functionality do competitors offer their users.

Some of the competitors offer a search function which would be great for searching keywords without having to navigate the entire site.

What types of content is available on the sites.

All of the competitors websites offer a view of the types of services they offer as well as a way to contact that specific business. They all also offer their social media links on their homepage, however Stow Kent Animal Hospital is the one that stands out the most. They have their links at the top of the page and easy to see, however, the other 2 have essentially hidden their social media links, with Memorial Animal Hospital being the worst. They placed their social media links at the bottom of the page in a color that does not stand out at all with the color of the page. Stow Kent Animal Hospital and Memorial Animal Hospital both offer links to view their staff but Buckeye Vet Clinic does not offer that. They also both offer a search bar so users can search their website for a keyword, Buckeye does not offer that either. All of them also offer a "blog" section where they post their updates

What content is missing on the sites that would be helpful.

Buckeye Vet Clinic is missing a plethora of valuable information that would be nice to know. However, Stow Kent Animal Hospital has a great and informational website. Some useful information for this one would be to include the projected pricing under the services offered.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)
Friendly. Each competitor wants a potential client to look at their website and feel like their pet will be in great hands and be properly cared for.

Is there consistency in voice and tone across the sites?

Stow Kent Animal Hospital and Memorial Animal Hospital both try to create a nice and inviting environment and solidify this by including a motto that is stating that they care about your pet as

much as you do. Buckeye Vet Clinic is much less inviting and feel more like a business than a place that would actually care about the wellbeing of a pet.

Buckeye Veterinary Clinic

Common voice throughout the website is helpful, the overall tone of the information and descriptions about the clinic is very professional.

Memorial Animal Hospital

Memorial Animal Hospital's slogan is very telling of their overall tone: "Where your family is a part of ours." Their voice or tone is friendly and welcoming. They convey a sense of "when you're here, you're home" type.

Stow Kent Animal Hospital

Following along with Memorial Animal Hospital, Stow Kent Animal Hospital has their motto right on their homepage in order to make it seem more friendly and welcoming. Their motto is "Quality care in a farm Friendly atmosphere."

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)

The most common color used across these websites is blue. Both Stow Kent Animal Hospital and Memorial Animal Hospital used a blue (and purple for Memorial Animal Hospital) theme to express a calming and more inviting feeling, whereas Buckeye Veterinary Clinic uses a red theme, probably to portray a more professional and rigid feeling.

How does the design contribute to the usability of the site on various devices?

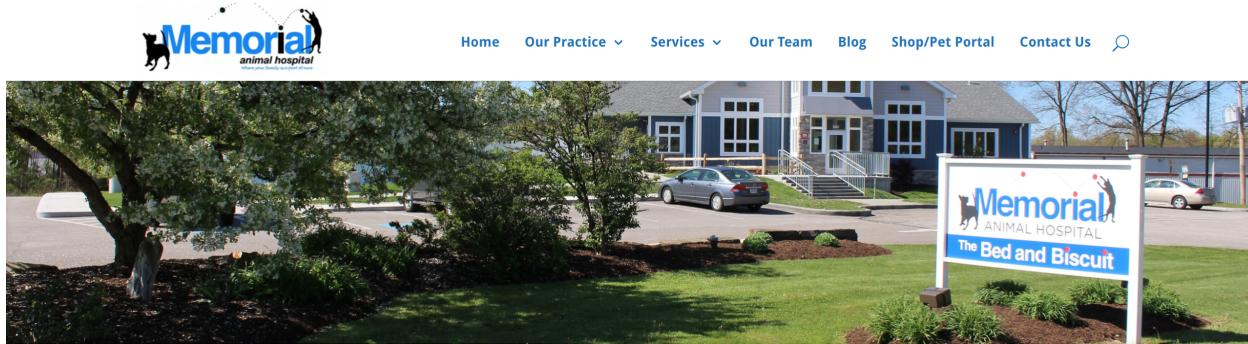
The design and colorchoice of the websites can provide a different experience. Mentioned above was the social media links and I will reference them again. The Memorial Animal Hospital uses a purple and grey color scheme at the bottom of the website where the social media links are. To me, it is very unappealing to the website and makes it look like it was not designed properly and would make me (as a client) question in my pet would be in good hands at a place like this because the website makes me uncomfortable. The Stow Kent Animal Hospital has an amazing look and setup and if I had to choose between the three, it would absolutely be my first choice.

All three websites have the most important information at the top of the main page, naturally. The pet portal or new patient portal can easily be found in a button or large lettering so that any new patients who come through will be able to get the new patient process started easily.

Stow-Kent Animal Hospital

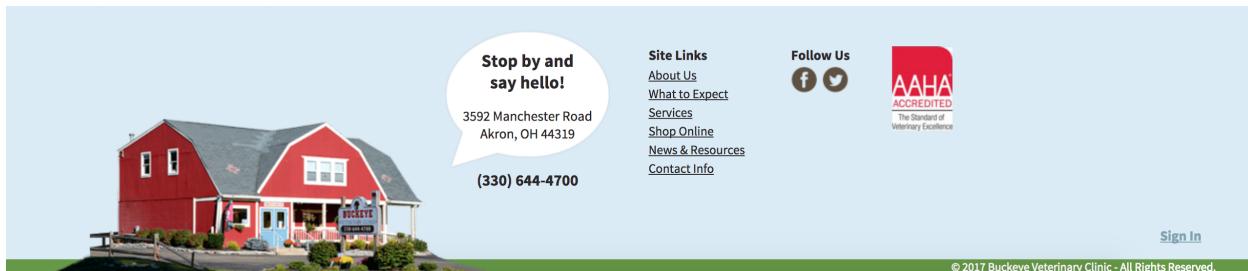


Memorial Animal Hospital

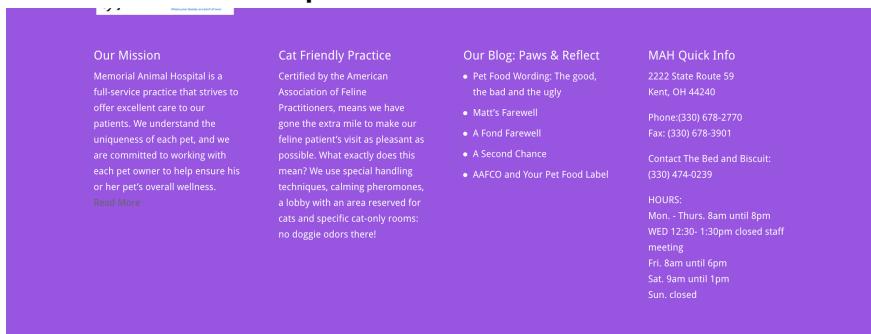


The **header** is similar between the two above websites by the menu, which is horizontal, and then followed by a banner.

Buckeye Veterinary Clinic



Memorial Animal Hospital



The **footer** for both the Memorial Animal Hospital and Buckeye Veterinary Clinic had a lot of additional links and information that someone would look to find at the bottom. Information such as phone number, address, and social media links. This is common because a lot of websites

do similar things so the consumer or someone looking for information would likely look to the footer initially once loading the webpage because of the commonality among all websites online.

Recommendations and Strategy

Based on the findings above, what top recommendations do you have for your client's website, based on the top goals that they've shared already.

Do not include design solutions at this point, just recommendations.

We recommend for our client to create a website that feels very welcoming and has a great and intuitive layout. We recommend a menu that is collapsible so it responds to different sizes of devices. We recommend to choose a color theme that pops but that also creates a feeling of welcoming.