

The Ohio Chop Shop Hair Salon: Competitive Analysis

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Summary

What you did

In general, what worked and what didn't (summary of findings below)

Competitors Evaluated

The 5 competitors listed below were chosen by the client:

1. Rendezvous Hair Salon: <http://www.rendezvoushair.com/>
2. Jekyll and Hyde Hair Salon: <http://jekyllandhydesalon.com>
3. Blake Rose Salon + Spa: <http://www.blakerosesalon.com>
4. Canvas Salon & Skin Bar: <http://www.thecanvassalon.com>
5. Paul Mitchell: <https://www.paulmitchell.com>

Navigation and Labeling

Rendezvous Hair Salon

- Top navigation with drop down menus (desktop).
 - Drop down menus are established with a downward arrow

- Labeling: About, Services, Our Team, Products, Specials
- Sidebar with 'hamburger' icon (mobile)
 - Items are broken up into categories and listed in the slide bar menu
 - Categories same as labeling from Desktop view
- Contact button present on both desktop/mobile view as a purple button
 - shows separation from navigation design

Jekyll and Hyde Hair Salon

- Left side navigation with no drop downs
 - Labeling: Our Menu, Book Online, About Us, Daily Specials, Discover Flamboyage, Brands We Use, Find Us, Our Policies
- Mobile view is the same style as desktop - there are no design changes
- Some pages do not have a clear navigation to reach the rest of the website and/or homepage

Blake Rose Salon + Spa

- Top navigation with no drop down menus (Desktop)
- Slide bar menu activated with 'hamburger icon' (Mobile)
 - Slides in from the left
 - Stacked list
- Labeling same across desktop and mobile
 - Home, Services, Providers, Employment, Contact Us, Blog, Gift Certificates
- Schedule Appointment button placed with navigation
 - Styled as a button to stand out

Canvas Salon & Skin Bar

- 3 top navigations stacked on top of one another
 - First Navigation: What We Do, Become a Model, Community, Reviews
 - Second Navigation: Hair Cut, Hair Color, Blow Outs, For Men, Waxing, Facials, Makeup, Bridal
 - Third Navigation: Blog, Who We Are, Contact Us

Paul Mitchell

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)

Content and Features

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

What types of content is available on the sites.

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

Voice and Tone

What is the common “voice” of the competitors (friendly, serious, helpful, excited, boring)

Is there consistency in voice and tone across the sites?

Ohio University

Common voice throughout the website is helpful, but boring. The homepage for Global Opportunities is more upbeat and inspiring (not consistent with the rest of the site).

Design Aesthetics and Layout

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

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

Which design pieces (patterns) could be utilized on our website?

Show side-by-side screenshots of each website evaluated.

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.