The Ohio Chop Shop Hair Salon: Competitive Analysis

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Summary

In this report you will see my findings on 5 salons and spas based on their navigation and labeling, voice and tone and design aesthetics and layout.

In my findings, I found that most of the competitors used multiple navigational structures that varied based on screen width. The competitors focused on a grid layout to create a simple transition from mobile, tablet and desktop views. All 5 salons and spas focused on using simple colors with pops of colors throughout. Typography was common amongst all brands, creating a pattern.

Based on these findings and the business goals, I created recommendations and strategies for The Ohio Chop Shop Hair Salon.

Competitors Evaluated

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
- Slidebar 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 (Desktop)
    - 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
- Menu breaks into 2 navigations split 50/50
    - First navigation mentioned above is combined with third navigation on the right-hand side

Paul Mitchell

- 3 top navigational structures for desktop
  - First Navigation: Brands they sell (logo only)
  - Second Navigation: slide bar with 'hamburger' icon on the left-hand side
    - Shop
    - Our Story
    - How-to
    - Find a Salon
    - Gift Certificates
    - Sign in
    - Register
  - Third Navigation: placed beside second navigation and centered (25/75 split)
    - Shop
    - Our Story
    - How-to
    - Find a Salon
  - Second and Third navigation bars repeat the same content
- 1 navigational structure for mobile
  - Slide bar with 'hamburger' icon on the left-hand side
    - Shop
    - Our Story
    - How-to
    - Find a Salon
    - Gift Certificates
    - Sign In
    - Register

Content and Features

Rendezvous Hair Salon

Functionalities

- Slideshow (header image)

- Facebook feed

- Calendar feature (on every page)

Content

- About Us section

- Hours of operation

- "What Makes Us Different"

- Services offered with client photos

- Our team section with profiles

- Products page with photos and descriptions for each

- Specials page

- Homepage features top 3 services offered

Jekyll and Hyde Hair Salon

Functionalities

- Hide and show navigation feature

- Homepage is just a slideshow of images

- Menu is a separate applications page that showcases products/services, prices, and booking options

- Book online feature

- Videos

Content

- About Us page
    - Who we are
    - Meet our staff (with photos and descriptions)
    - Contact Info
    - Google Map
- List of specials

- Section describing their unique service: Flamboyage

- List of brands they use in the salon

- Policies section

Blake Rose Salon + Spa

Functionalities

- Book appointment online

- Transitions and scrolling effects on homepage

- Slideshow (stylist section)

- Application form

- Unique interactive map

- Purchase gift certificates online (ecommerce)

Content

- Leave a review (yelp redirect)

- Services listed on homepage (icons)

- Photos of salon as background images (homepage)

- "Our Latest Work" (link to Instagram)

- Stylist section on homepage

    - Job Title

    - Photo

    - Description

    - Learn More of Book Appointment buttons

- News & Promotions on homepage

- Employment section on homepage

- Contact us and location

- Gift certificates

Canvas Salon & Skin Bar

Functionalities

- Book appointment online

- Videos

- Slideshow

- Interactive calendar

- Newsletter form

Content

- News section

- Services section (navigation and homepage)

- Reviews

- Events happening in the community

- FAQs page

- Become a model for the salon

- Videos

- Salon locator by address, state, zip

Paul Mitchell

Functionalities

- Slideshow

- Video as background

- Form (sign-up for newsletter)

- Pop-up ads

Content

- Featured products section on homepage

- Contest event on homepage (trip to London)

- Recent blogs featured on homepage

- Most popular products section on hompage

    - Image

    - Title

    - Price

- Stay in the loop with sign-up section (on every page at the bottom)

- Header images on every page

- All products feature a photo

- Team section

    - Photo

    - Name

    - Title

    - Instagram handle

- Charities they participate in

- How-to videos and articles

Voice and Tone

<u>Rendezvous Hair Salon</u>

The voice and tone is consistent throughout the website. The overall voice and tone is informational and professional. They add "we" when talking about the company, which tries to promote a friendly tone. When talking about team members, it seems professional and not personal.

<u>Jekyll and Hyde Hair Salon</u>

The voice and tone is consistent throughout the website. It seems professional and on the verge of boring. When talking about the company, they address it as "the salon." They're missing key words and phrases to make their content personal and friendly.

<u>Blake Rose Salon + Spa</u>

The voice and tone is consistent throughout the website. The voice and tone is friendly and encouraging. They include phrases such as, "We look forward to having you as our guest!"

<u>Canvas Salon & Skin Bar</u>

The voice and tone is consistent throughout the website. The voice and tone is informative and somewhat friendly. When talking about the company, they address it as "At Canvas Salon & Skin Bar."

<u>Paul Mitchell</u>

The voice and tone is consistent throughout the website. The voice and tone is informative and inspiring. They content is treated as dialogue - as if they were speaking to you in person.

Design Aesthetics and Layout

<u>Rendezvous Hair Salon</u>

Design Choices

- Color: Black, white, and purple with pops of pink

- Layout: Structured with a grid-like layout

- Typography: Sans-serif with difference in weight and size between headers and body

  text

Responsive Design

- Mobile: everything is structured with a 100% width

- Tablet: same layout as desktop view but with mobile navigation

Design Pieces for Our Site

- Use mobile navigation for tablet view

Mobile View
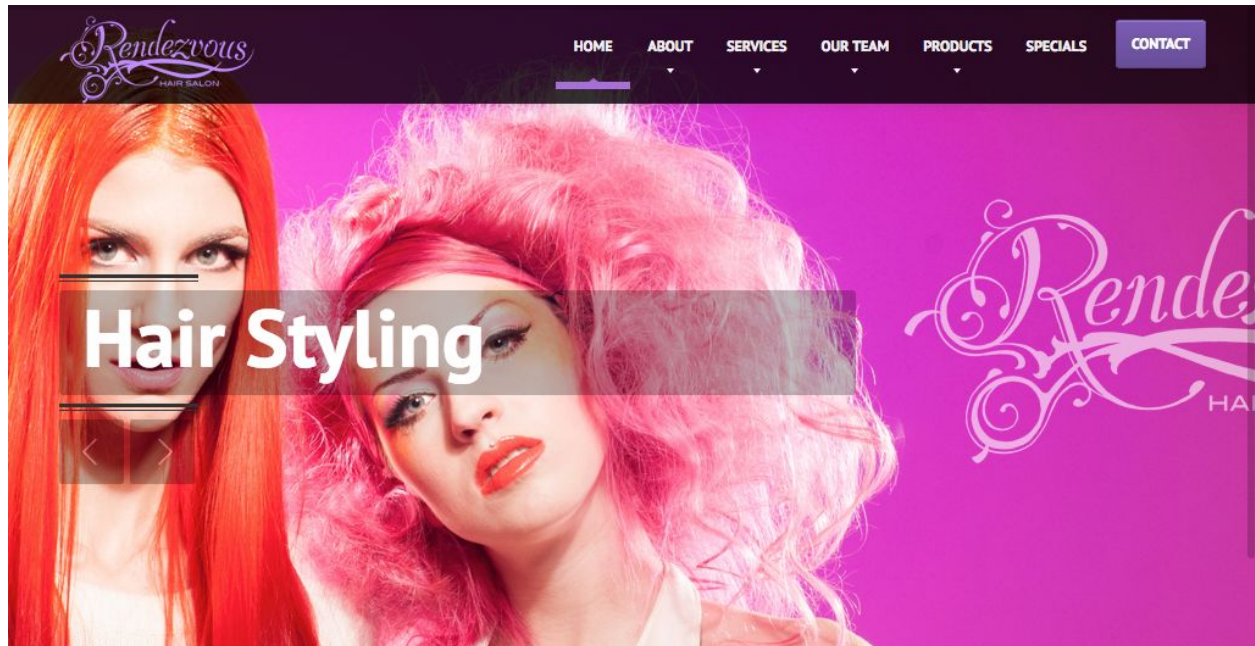
Tablet & Desktop View (minus tablet navigation)

<u>Jekyll and Hyde Hair Salon</u>

Design Choices

- Color: Black and white with colors coming from the photos

- Layout: 25/75 grid

  - Text and photos are placed in a 100% structure within the 75% width.

- Typography: Sans-serif with difference in weight and size between headers and body

  text

Responsive Design

- Not responsive
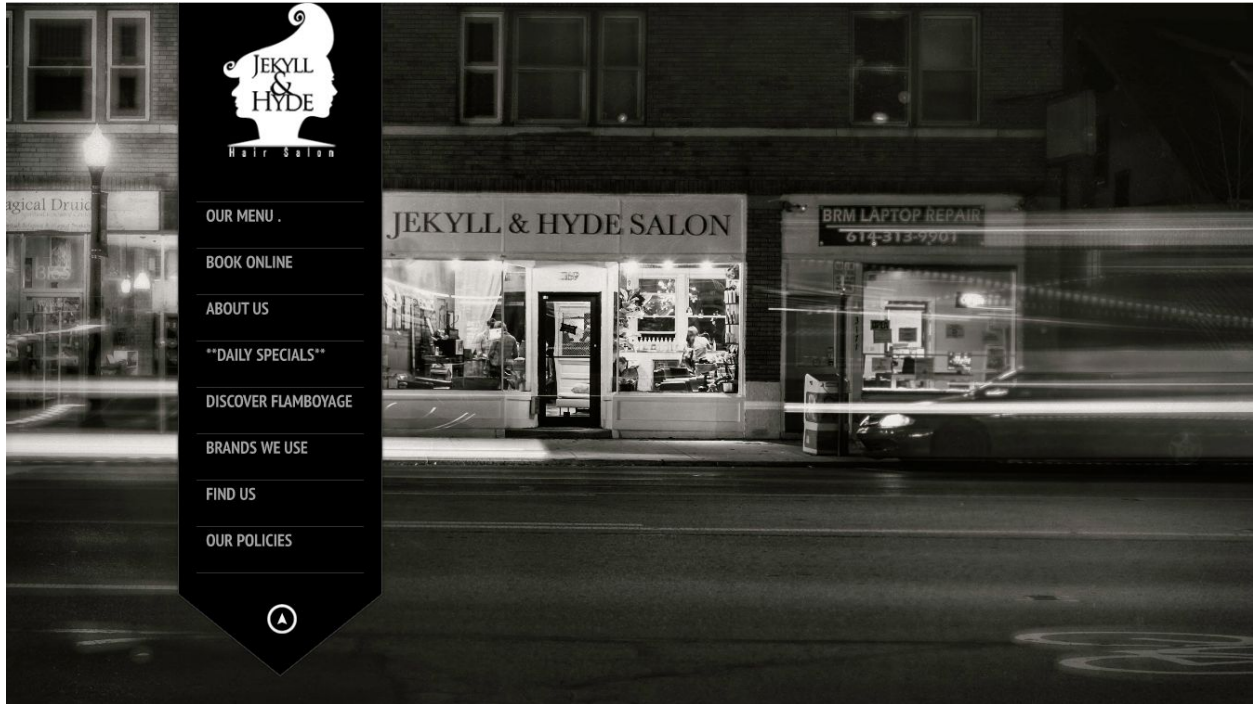
Desktop View

Blake Rose Salon + Spa

Design Choices

- Color: White, gray, pink, and lime green

- Layout: Structured with a grid-like layout with 100% width breaks

- Typography: Sans-serif with difference in weight and size between headers and body text. Serif font used for small details (i.e. a team members job title)
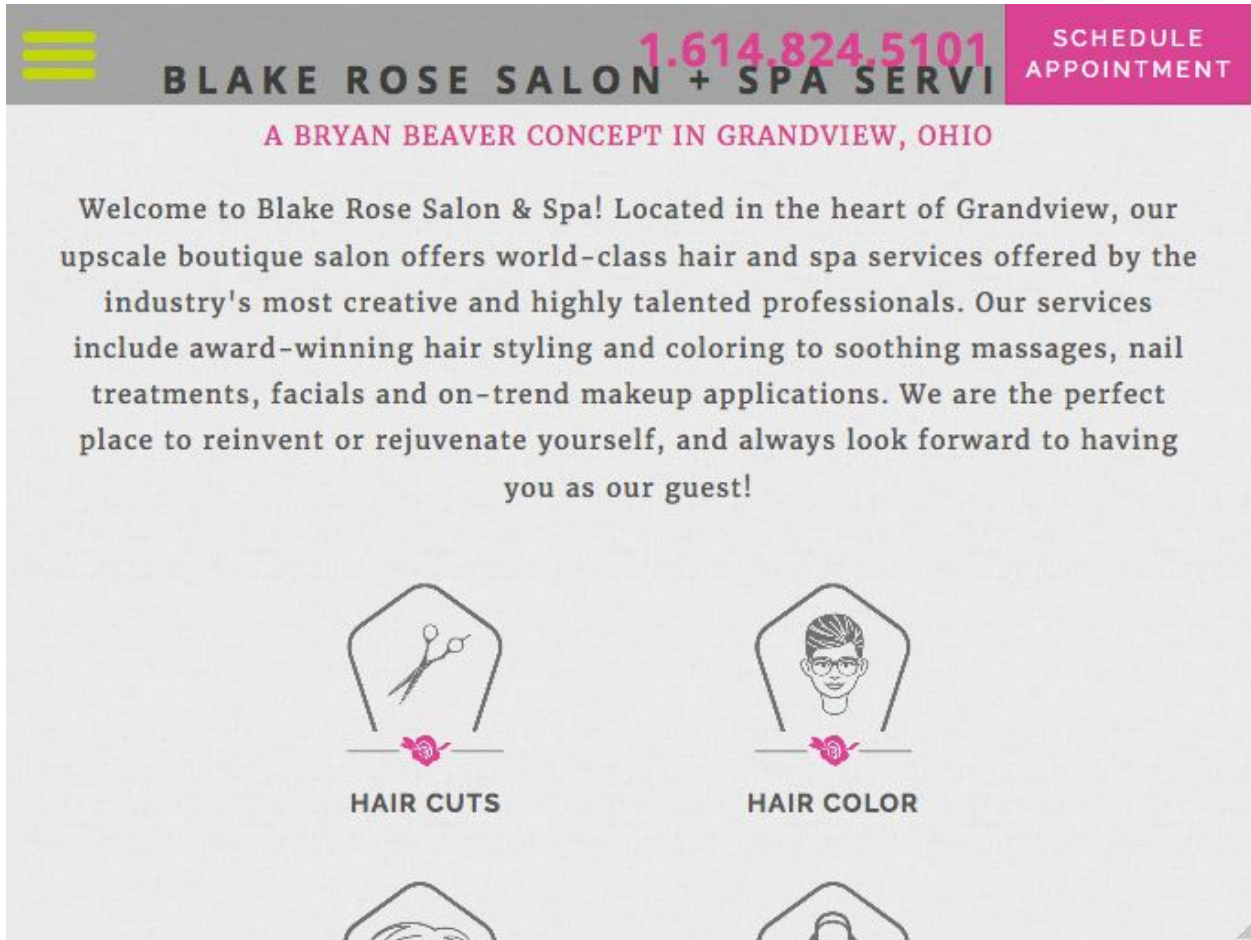
Responsive Design

- Mobile: 100% width with exceptions to the services section with the icons being split 50/50

- Tablet: 100% width with some exceptions to the sections being 50/50
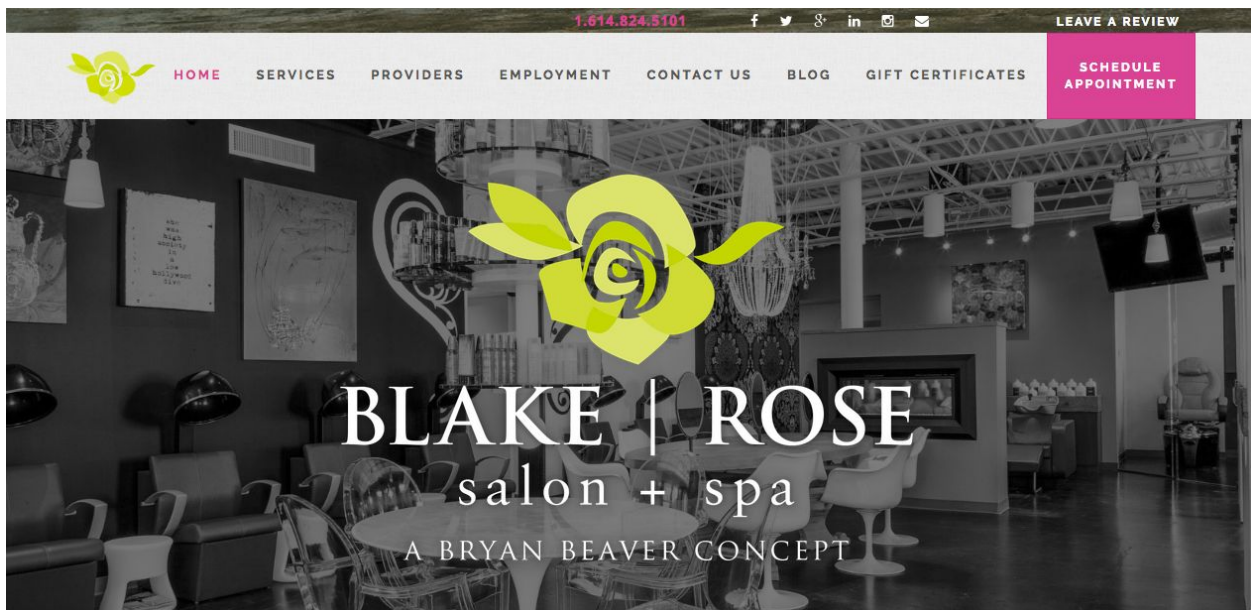
Design Pieces for Our Site

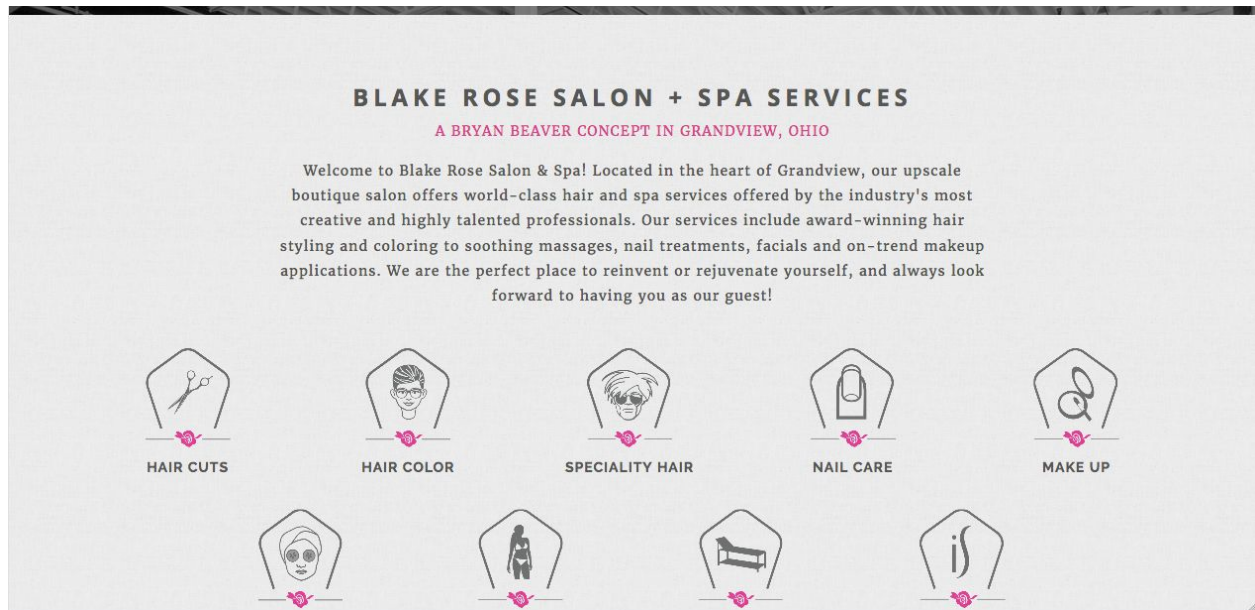- Tablet view layout different from desktop view

- Icons
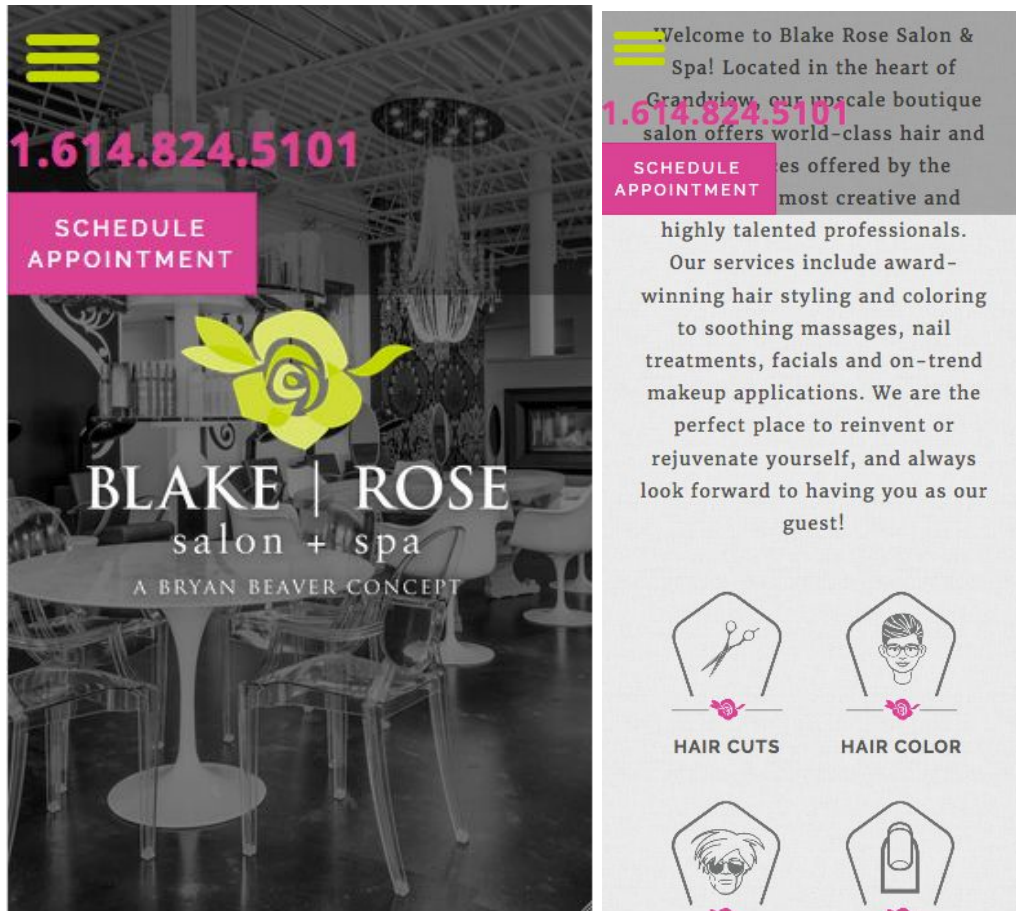
Mobile View

Tablet View

Desktop View

<u>Canvas Salon & Skin Bar</u>
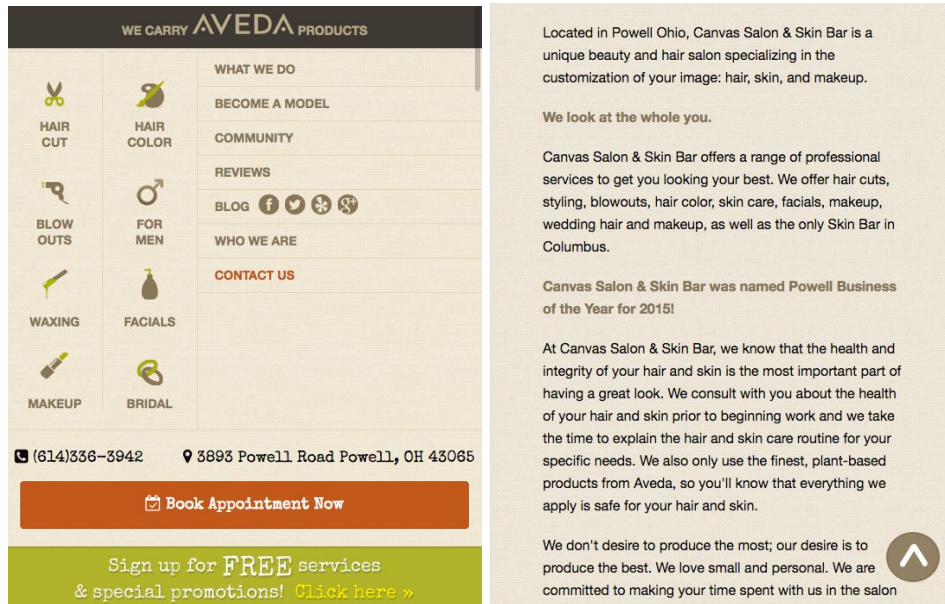
Design Choices

- Color: Browns and green (earthy)

- Layout: 50/50 grid with one 100% layout at the bottom of most pages

- Typography: Sans-serif with difference in weight and size between headers and body

   text. Serif font used for small details (i.e. quote)

Responsive Design

- Ads are not responsive

- Mobile: 100% layout

- Tablet: same layout as desktop view

Design Pieces for Our Site

- Contrast of typography for quotes

Mobile View

Tablet & Desktop View
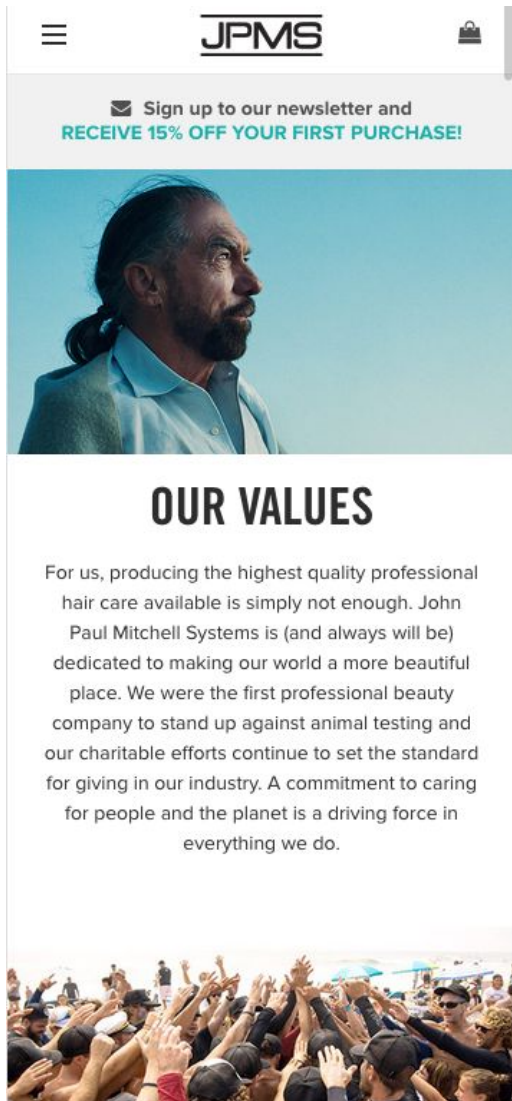
Paul Mitchell

Design Choices

- Main colors: white, black, and gray

    - Pops of color of images and buttons: yellow, blue, red (all vibrant)

- Layout: structured in grid-like system with 100% width breaks

- Typography: Sans-serif with difference in weight and size between headers and body

    text

Responsive Design

- Mobile: everything is structured with a 100% width

- Tablet: same layout as desktop view

Design Pieces for Our Site

- Same type of structure

    - I.e. 25/75 view, 50/50 view, 100% view, 25/35/40

- Color scheme

- Videos as background

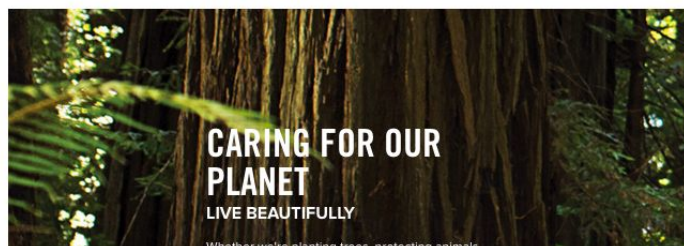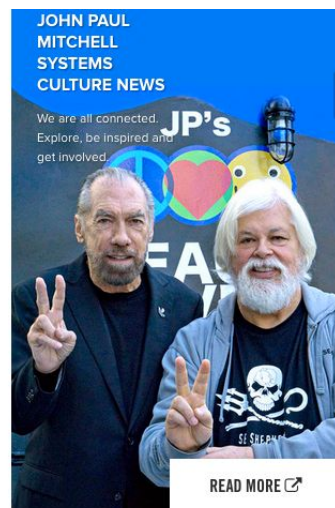- Photos used throughout entire site

Mobile View

Tablet/Desktop View

Recommendations and Strategy

Content

About Us
- Keep voice and tone friendly and inspiring - showcase your personality
- Provide photos and videos of your salon to showcase your space to clients
- Keep content to a minimum to avoid scrolling
    - Break up the content to avoid users overlooking details

Services
- Provide photos and detailed descriptions
    - What products you use, the process, time it takes, etc.

The Team
- Highlight the team throughout the website
    - Photos
    - Descriptions of who they are as a stylist and person

Products
- Highlight the products in a fun and refreshing way
    - Photos
    - Descriptions
    - How-to videos or articles for at home care etc.
    - Prices

Build a Relationship
- Show client photos
- Before and after photos
- Testimonials
- Quotes important to your business and who you are

Brand Specifications

Color
- Focus on sophisticated colors
- Use pop of colors to highlight specific things

Typography
- Use sans-serif font and different weights to create hierarchy and visually appealing pieces

Website Layout
- Create different layouts for mobile, tablet, and desktop view
- Consider using mobile navigation for tablet view as well
- Create a "Kitchen Sink" layout grid that focuses on 100% breaks within the layout