Team Name: Competitive Analysis

Team Members: Jessica Bobik
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Summary

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

Competitors Evaluated

- Rendezvous Hair Salon: http://www.rendezvoushair.com/
    - Wide array of skills among the stylists
    - Very up-to-date on latest trends and styles
    - Website is very interactive and updated
    - Very colorful and bright, eye grabbing
- Jekyll and Hyde Hair Salon: http://jekyllandhydesalon.com
    - Very urban
    - Focuses around a specific brand
    - Website switches between two different styles of webpage
    - Minimum interactive CSS and HTML used
    - Website is very simplistic in color and images (black & white backround & text)
- Blake Rose Salon + Spa: http://www.blakerosesalon.com
    - Constant color scheme (green, pink, & gray)
    - Scroll effect included in html (3 different images)
    - Very busy homepage, both in content and movement
    - Every page contains a scroll effect
- Canvas Salon & Skin Bar: http://www.thecanvassalon.com

    - Home page is littered with interactive ads
    - Includes very basic interactions, not intricate
    - Creates custom hair styles for those who aren't sure what they want
    - Earthy color scheme
    - Not very attractive site
- Paul Mitchell: https://www.paulmitchell.com
    - Extremely busy website
    - Image dominated
    - High end feel
    - Focuses on clean and safe environment, and no animal testing

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Navigation and Labeling

- Rendezvous Hair Salon Navigation
    - Min-width at 1200px
    - At max width (676px) **display: box;** is used
        - Top image in home menu gets cut off, does not change
    - Uses div class="containter" with class names, "div class="nav bar"
- Jekyll and Hyde Hair Salon Navigation
    - Drop down menu on left
    - Would not allow me to inspect home page
    - On services page(s) use of **ul li**
    - Able to book directly from that page
- Blake Rose Salon + Spa
    - Top of page contains a **nav bar** as a menu
    - 3 separate page max-widths
        - 100% of screen, 1199px, & 992px
    - 1199px
        - **Div class="container"** disappears
        - Top **navbar** expands
        - Content rearranges
    - 992px
        - Navigation menu turns into drop-down menu
        - Content rearrages and resizes to fit inside of page width down to 400px
- Canvas Salon & Skin Bar

    - Homepage contains fourteen columns of navigation and **ul** in navigation bar
    - **Display: block;** used
    - 2 page max-widths
        - 100% of screen & 959px
    - 959px
        - Width becomes 100%
        - Menu **float: left;**
        - Content rearranges as page minimizes
- Paul Mitchell
    - Homepage is extremely interactive
    - 3 page max-widths
        - 100% of screen, 800px, & 550px
    - 800px
        - **navUser-section brands** disappears from top of page
        - Header is **vertical-align: middle;**
    - 550px
        - Content becomes **display: inline-block;**, **vertical-align: baseline;** and **position: absolute;**
        - Header shortens and becomes acronym

You want to format the documentContent and Features

All competitors offer the interactive ability to book an appointment directly on their website as well as a look into what is offered at each location. They also offer direct links to “services”, “contact” and other pages from the straight from the homepage. All are easy to navigate.

Voice and Tone

Common voice of 4 out of 5 of the competitors would be sophisticated, skilled, and fashionable. The use of color and typography is up to date with what is considered trendy.

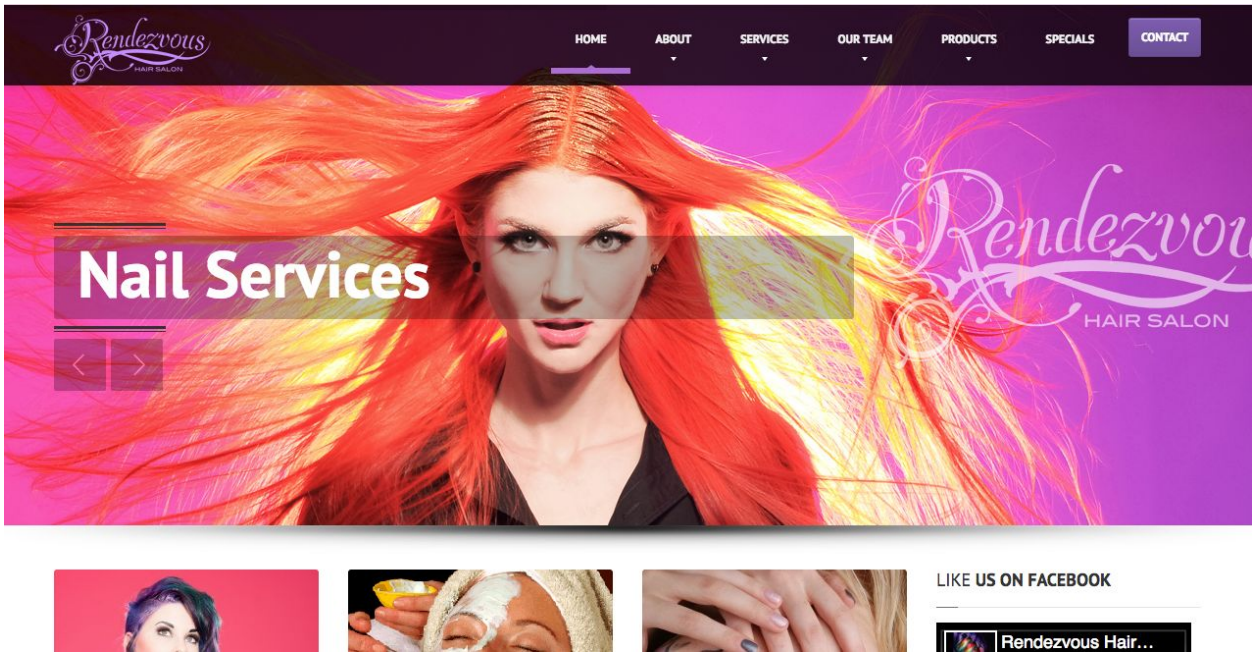
The only competitor that I would say is unsuccessful in this, would be Canvas Salon + Skin Bar. With the abundance of moving ads and the basic color scheme and use of type, I'd say this competitor website does not fit among the rest.

Design Aesthetics and Layout

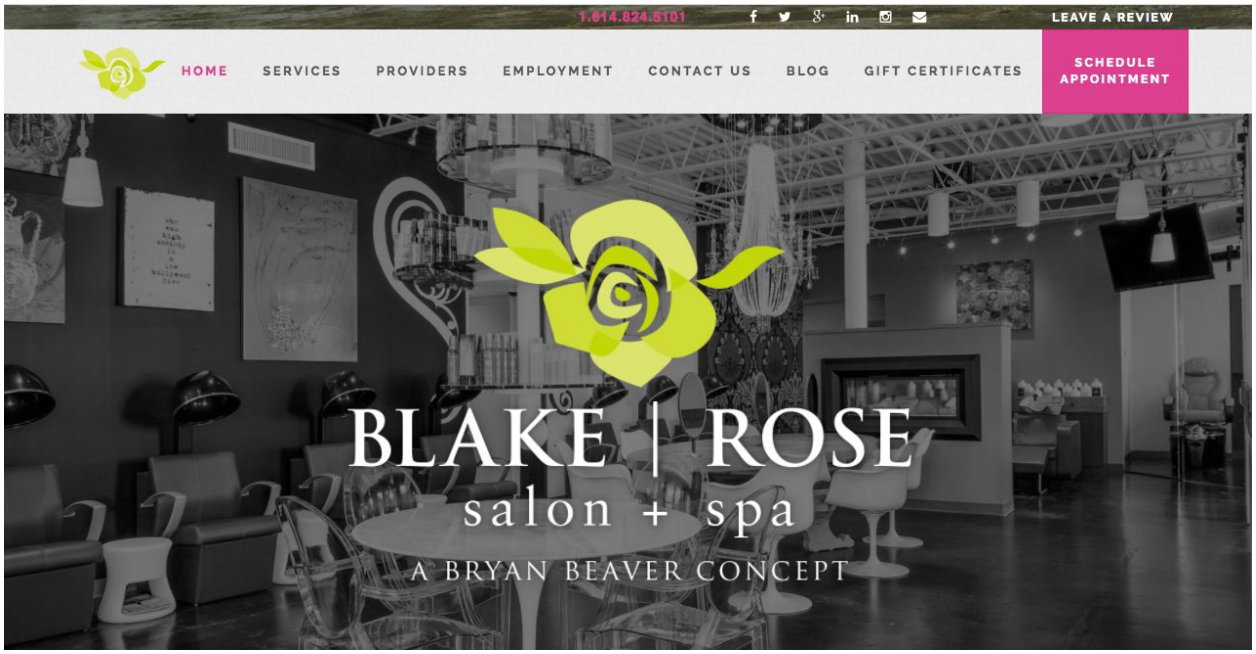
A large majority of the websites from the competitors use a san-serif font family with the menu bar located at the top, and the color scheme to be focused around more sophisticated and fashionable colors.

The design makes all of these sites easy to navigate and access.

The use of a drop-down menu should be used as the page size decreases, as well as the downsizing of logos and headers. All pages should mimic the design of the homepage.



JEKYLL & HYDE
Hair Salon
OUR MENU .
BOOK ONLINE
ABOUT US
DAILY SPECIALS
DISCOVER FLAMBOYAGE
BRANDS WE USE
FIND US
OUR POLICIES
BLEACHING POWDER FOR A NEW COLOUR
DR. JEKYLL AND MR. HYDE and OTHER STORIES
R. L. Stevenson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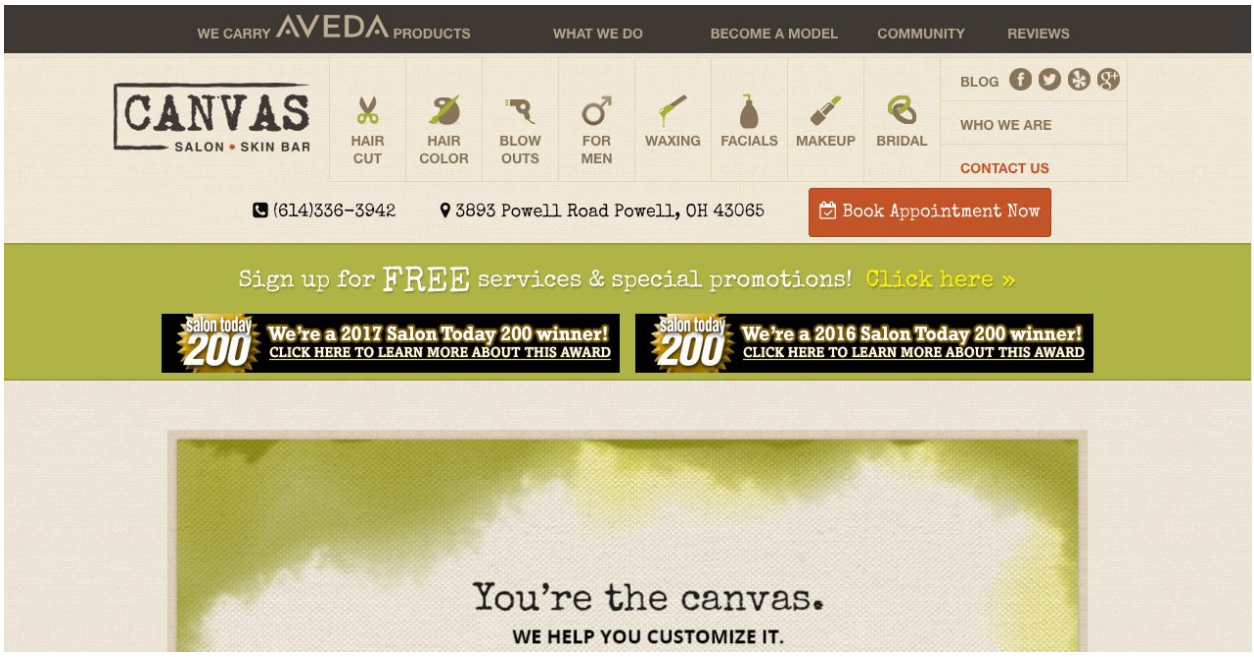
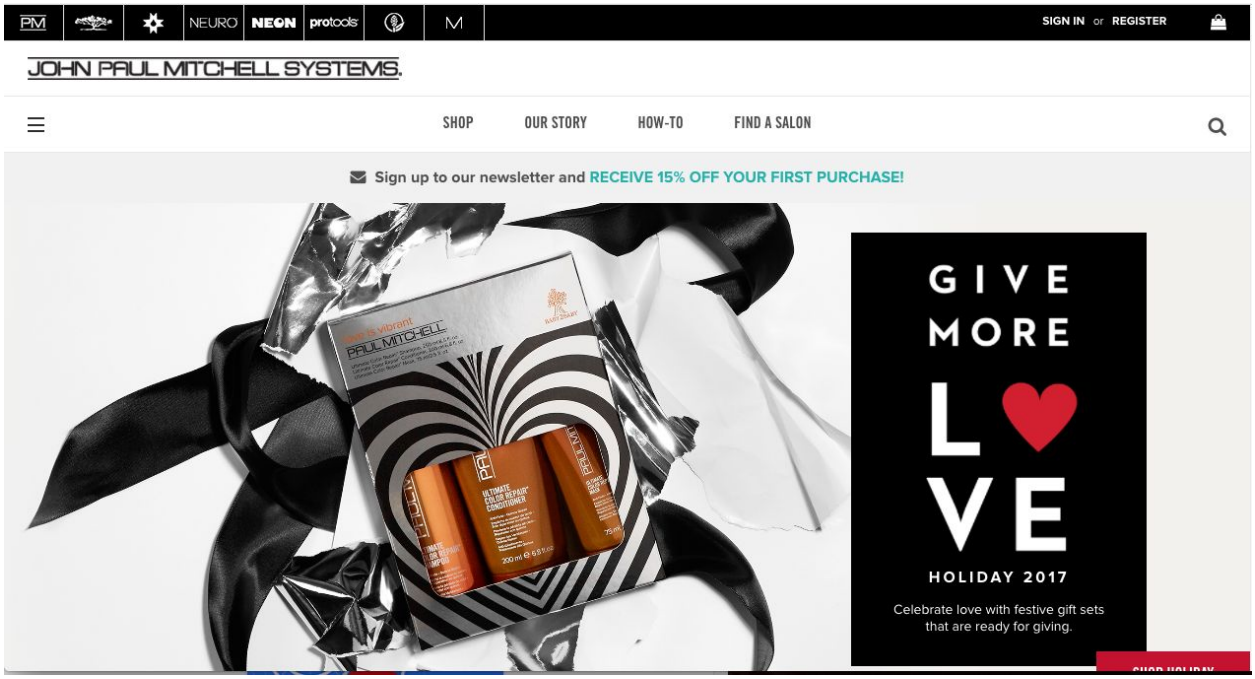
LEAVE A REVIEW
HOME
SERVICES
PROVIDERS
EMPLOYMENT
CONTACT US
BLOG
GIFT CERTIFICATES
SCHEDULE APPOINTMENT
BLAKE | ROSE
salon + spa
A BRYAN BEAVER CONCEPT





Recommendations and Strategy

I'd recommend using a flexible layout so images do not get cut off when used on a mobile device or minimized. Using a basic but complementary color palette, but try to stay away from a

completely earth-tone palette. A sans-serif type family may be the best choice for type, if serif type needs to be included make sure they are complimentary.