Competitive Analysis

Client: Wrench Automotive

Team Members: Andrew Maykut
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Summary

What you did:
What I did was look at the sites provided by the client and thoroughly went through each website looking at the layout, overall design, ease of navigation, organization of content, use of color, fonts, and patterns as well as consistency across the site. I looked at each individual site and then looked at them collectively to see who had features that others didn't and who lacked certain features that could be useful.

In general, what worked and what didn't (summary of findings below):
What worked was having a clean well organized website that gave the information that was necessary, nothing extra or unnecessary text, images, or design. Including information such as products that are sold with simple info on them as well as prices for as much of the products or services offered; leaves the customer not having to wait to know what a price might be for an item or service. Having an easy form to fill out to schedule an appointment makes convenience better for a customer. A responsive website is also important because one doesn't want to turn a customer away because they get frustrated by the difficulty of navigating.

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Competitors Evaluated

List 3-5 competitors, their URLs. Descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.

Competitors were chosen by the client and even picked out one competitor they really like.

Murphy's Autocare & Tire: http://www.murphysautocare.com - we really like this one
  • family owned and operated
  • offering bumper-to-bumper services and a wide range of services listed on site
  • take pride in having great customer service, certified technicians
  • convenience for their customers and satisfaction of their service
  • paying it forward to the community
  • since 1994

Rick's #1 Auto: http://www.ricks1auto.com
  • local neighborhood s hot providing friendly and personal service

- offer a wide range of services for one's car listed on their site
- offer convenience (shuttle service)
- keep you on the road at a reasonable price
- since 1971

Willoughby Hills Auto Repair: http://whautorepair.com
- family owned auto repair and tire shop
- offer a wide range of services
- offer honest and professional repair and maintenance
- has community service for giving back to community
- since 1995

Firestone Complete Auto Care: http://www.firestonecompleteautocare.com
- has a wide range of services and products
- offer the best customer service, quality products, and right solutions for auto needs
- offer convenience for customers from check-in to check-out, get car ready quickly
- work with the community offering knowledge on basic vehicle maintenance
- since 1926

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Murphy's Autocare & Tire

Navigation and Labeling

Common labels (terms) used to navigate: About Us, Our Blog, Services, Contact Us, and Schedule Now/Appointment.

Common navigation designs used to navigate and different screen sizes *(drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)***:**
- <u>Large screen</u> - have a top menu bar with navigation tabs/labels with a couple drop down menu options for two label names.
- <u>Medium screen</u> - the navigation bar reduces to a hamburger button in the top right corner that drops down to show full list of their navigation labels along with a search bar. The site is responsive by the nav bar reducing down to a hamburger button as well as the content layout on the home page adapting to keep a good design as the screen reduces in size.
- <u>Small screen</u> - at this size some elements disappear, such as the comments section on the home page, and the extra schedule buttons for different services. There aren't a lot of nav buttons as to not have a customer or new customer navigate through the different pages to find info or see what is on the pages.

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Content and Features

What features and types of functionality do competitors offer their users?
Some features Murphy's offers is the ability to schedule appointments online quickly and easily. The Schedule Appointment form is easy to understand and fill in to get an appointment scheduled.

What types of content is available on the sites?
Some content available is an extensive About Us page giving information about the history on Murphy's, giving information about the owners, staff, and technicians as well as images for all employees. They have a Services page that is simple and lists all the services they offer. The site also has a Contact page where one can leave questions or comments, schedule an appointment, or look at the page about employment that has all the info you need to send a resume to them as well as fill out a complete form on the site to send to Murphy's.

What content is missing on the sites that would be helpful?
- Have a page for current deals or coupons offered.
- Have the ability to see what times for the day are available when making an appointment. Currently they just have the option for someone to pick the preferred time for an appointment.
- Prices for particular services or products.
- Ability to click/tap on a service to give more info about a particular service listed.

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Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)?
Murphy's website tone is one that is friendly and professional as well as one that feels family operated and not a vast company website feel.

Is there consistency in voice and tone across the site?
The voice and tone is consistent across entire website.

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Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)?
Typography for headers is consistent across all pages of site as well as the body font. Both are a sans serif fonts, except the word Murphy's in the logo, that being a block serif font. Colors are also consistent across the website with the site having colors catered to pink for October because of breast cancer awareness month. The layout is pretty consistent in that there are photos that span the entire page length with headers and a subcaption on top of them and them all other information shown below that and in a well

laid out manner.

How does the design contribute to the usability of the site on various devices?
The design across devices is simple and easy to use/navigate and no troubles navigating the website on a computer or mobile phone.

Which design pieces (patterns) could be utilized on our website?
One aspect that could be utilized is the consistency with the fonts across the website. Another would be the About Us page that gives in-depth information about the business, staff, and employees.
Show side-by-side screenshots of each website evaluated.

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Rick's #1 Auto

Navigation and Labeling

Common labels (terms) used to navigate: Home, About, Our Services, Shuttle Service, Hours, and Contact.

Common navigation designs used to navigate and different screen sizes *(drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)***:**
- <u>Large screen</u> - on a computer screen sized window the website has a main navigation bar at the top, but with only two tabs: Home and Contact. Then there is a categories nav bar at the top of the main content box with the list of the common labels.
- <u>Medium screen</u> - All the tabs on the page continue to be shown at medium size.
- <u>Small screen</u> - at the mobile size the tabs all reduce to a drop down menu that then lists the labels to choose. Besides the tab buttons there are no other action buttons on the website.

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Content and Features

What features and types of functionality do competitors offer their users?
There isn't much functionality besides clicking or tapping on the label buttons to navigate to a different page on the site. One feature that they do have as a label is their Shuttle Service.

What types of content is available on the sites?
Content that is available is information about Rick's Auto Repair, the services they offer, shuttle service for their customers, hours of operation and then contact info.

What content is missing on the sites that would be helpful?
- Place to be able to schedule an appointment online instead of having to call.
- More in-depth information about the business, a picture of the owner, employees etc.
- A page for deals or coupons.
- A page with extra basic info someone could possibly read instead of having to make an appointment for something they could fix at home.

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Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)?
Rick's website is one that gives very quick information, but is also pretty boring by not having enough information and lack of a better simplistic design.

Is there consistency in voice and tone across the site?
The voice and tone is consistent across entire website.

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Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)?
There really isn't much color at all throughout the website, but what colors they do use is consistent throughout the site. The typography is also consistent throughout the site pages and uses mostly san serif fonts with a serif font for headers. The layout is basically having a main navigation bar, then having a main content box in the middle of each page of the site and having the provided information all held within that content box.

How does the design contribute to the usability of the site on various devices?
Being that the site has minimal content and all in the same area pretty much on each page, it makes the website easy to navigate and use. The site is also responsive across all devices for how simple and minimal it is.

Which design pieces (patterns) could be utilized on our website?
One pattern would be when you hover over the About>> tab it shows directly below other sections that are nested below the About tab. The way it appears and the ease of the action is a nice quality.

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Willoughby Hills Auto Repair

Navigation and Labeling

Common labels (terms) used to navigate: Home, Schedule Appointment, Auto Repair Services, Promotions and Specials, Customer Reviews, Nationwide Warranty, Knowledge Center, Contact Us.

Common navigation designs used to navigate and different screen sizes *(drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)***:**
- Large screen - on a computer sized window there is a main navigation bar under the logo/name of the business with tabs almost going across the entire screen. Then there are small drop downs for some of the tabs depending which tab you hover over. Then there are a bunch of boxes containing information, some being coupons or other info, and are able to click on most of them, but no clear cues to know an object has a function. At the bottom there is a list of services or auto topics with some having a link to more information on that topic.
- Medium screen - the website is not responsive on a computer screen at all.
- Small screen - on a mobile device the website is somewhat responsive by having some body content adapting to the width of the screen, but other information not adapting or scaling. One example is the top nav bar; it doesn't reduce to a hamburger button or something similar. Basically the website looks like a desktop layout on a mobile device, depending what page a viewer is currently on.

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Content and Features

What features and types of functionality do competitors offer their users?
Willoughby's Auto website offers the typical tabs in the nav bar and drop down menus, but one thing that the site has is a Knowledge Center page that one can click on aspects of a car to see a detailed well animated video of that particular aspect while giving info about it. Or they can click on the typical video that is real life tips and help on that topic. There are also article to read under the Knowledge tab as well to info people.

What types of content is available on the sites?
There is a lot of content available to someone looking to learn more about a vehicle, repair, and maintenance. There is in-depth information about all the services they offer as well as on the Knowledge Center page. There is also a page for promos and specials, but the coupons are too crowded with a ton of text and decoration. One is able to see reviews about the business and is able to leave a review. There is also a schedule appointment page, but the nav tab opens that page up in a new tab to fill out the form. They also offer a warranty that they call Nationwide Warranty.

What content is missing on the sites that would be helpful?
- Some information that would be helpful is seeing a designated page that shows the employees and what they are certified in as well as a photo possibly.
- Better organization of information and navigation of entire site and on specific pages, like the home page.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)?
The voice of the website is one that is very helpful as well as having a friendly feel, and upbeat I'd say, but there is just too much going on that makes one overwhelmed at reading or looking at all the information available.

Is there consistency in voice and tone across the site?
The voice and tone is consistent across entire website.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)?
The main colors they use for their website are a gold and blue, similar to the NAPA colors. They are used consistently throughout the website in the nav bar, headers, highlights, and footer. The typography uses both serif and san serif fonts, but looking throughout the site and at pages there is no consistent use with fonts; some areas are consistent, but others aren't. The layout of the website is not one that focuses on it too much. It's a pretty basic layout and having all the info running down the middle of the page in a main content box while with the nav area and footer area spanning the full width of the computer screen.

How does the design contribute to the usability of the site on various devices?
The design of the site makes the site fairly easy to navigate, but the design also hinders the ease by having so much content on some pages that is makes things unclear as to what can be clicked or not. The content on pages throughout the site could also be in a better layout as to help ease the viewer. The nav bar helps with navigation to the topics, but then it can be difficult from there.

Which design pieces (patterns) could be utilized on our website?
One design aspect that could be use would be the transparent vehicle showing different aspects of the car and talking about those aspects. Another thing would be a nice animation explaining things fairly quickly to someone as on this site.

Firestone Complete Auto Care

Navigation and Labeling

Common labels (terms) used to navigate: Tires, Auto Repair, Auto Maintenance, Coupons, Find A Store.

Common navigation designs used to navigate and different screen sizes *(drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)***:**
- <u>Large screen</u> - have a top menu bar with navigation tabs, several having a drop down menu with options to choose from.
- <u>Medium screen</u> - the navigation bar reduces to a hamburger button in the top right corner that drops down to show full list of their navigation labels along with a search bar. The site is completely responsive so information adapts to the screen window size or device size.
- <u>Small screen</u> - They have an actual app one can download, but the mobile site is designed well for the content offered, but the hamburger button switches to the top left instead of being on the right side.

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Content and Features

What features and types of functionality do competitors offer their users?
Firestone offers drop down menus from some of their navigation tabs, but they are not just a single column list. The drop downs span entire length of screen to show the several columns of sub-content under a nav tab. They offer the ability to schedule an appointment right from the home screen as to not try and find the tab to click. They also offer the ability to select a date and then see what times are available for that date when scheduling (something not offered on other sites looked at). On each page for a particular services, they offer a "Learn More" section so people can learn more about that particular service. They offer an organized page for coupons and an easy format to print out or text coupon to your phone. Navigation throughout the site is pretty easy, but might have issues finding some content, like the About/History, because the site is pretty extensive.

What types of content is available on the sites?
There is content for tires, repair, maintenance, coupons, locating a store as well as helpful information or knowledge on the services and tires they offer. They also offer information about the company and how they got started, values they have and uphold each day, as well as community work.

What content is missing on the sites that would be helpful?
- After selecting a particular store, they should have a list of employees with their certifications and photos.

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Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)?
The voice of the website is one that is friendly, helpful, knowledgeable, and professional.

Is there consistency in voice and tone across the site?
The voice and tone is consistent across entire website.

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Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)?
They use the same color palette throughout the entire site, blue, red, grey, white. They typography is all san serif fonts as to make it easy to read and use weights for headers or different colors for highlighted words. The layout is based off a grid structure and is well organized.

How does the design contribute to the usability of the site on various devices?
The design across devices is simple and easy to use/navigate and no troubles navigating the website on a computer or mobile phone.

Which design pieces (patterns) could be utilized on our website?
One aspect that is very helpful is when scheduling, they have the ability to select the date for the appointment and then it shows available time slots.

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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.
Based on the findings here are my recommendations:
- a schedule appointment form on the home landing page
- well organized information on every page
  1. clean look
  2. easy to navigate
- not overwhelming the viewer with tons of content
- provide enough info for certain services, if not all
- provide a list of products and prices so customers can see what is sold
- provide coupons and specials section
- offer referrals reward program
- include address on home page for people to locate business quickly
- provide info about each employee, certifications, name, photo, years working in auto business, etc.

- Include BBB accreditation as well as other reputable stamps in footer and on "about" page as well as reviews page to see latest reviews
- if customer is there have them go with technician to look and see issue with vehicle as well as send photos to customer about what was the issue if applicable