Team Name: Wrench Automotive

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Summary

We analyzed 5 of the different companies' sites and evaluated their similarities and differences. We gathered thoughts on what our responsive site would contain and the visual design possibilities.

Competitors were successful in coming across as professional, friendly and helpful. Most of the competitors have informative and thorough sites with clear call-to-action buttons.

However, some sites are fairly cluttered have readability issues. Some sites have poor image quality. The local business site is not responsive.

Competitors Evaluated

List 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.

1. https://www.vioc.com/
   a. Reason chosen: nearby location
   b. Site is used to find locations and define services.
   c. Responsive to different screen sizes.
   d. The menu bar stays at the top as user scrolls down, for easy access.
2. https://shop.advanceautoparts.com/
   a. Reason chosen: nearby location
   b. Site is very focused on selling products, allowing customers to create an account.
   c. The site uses location tracking to give customers the best custom service.

       d. The menu bar is a little glitchy due to "hover over" action in the SHOP ALL menu, causing the menu to randomly disappear.
-          i.   Some misleading nav items since not all have drop-down menus
       e. Visually, home page seems crowded and overflowing with information.
3. https://www.firestonecompleteautocare.com/
    a. Reason chosen: nearby location
    b. SIte is a balance between selling tires and scheduling appointments for services
    c. The site uses location tracking to give customers the best custom service.
    d. Visually, home page seems crowded and overflowing with information.
4. https://www.autozone.com/
    a. Reason chosen: nearby location
    b. Site is very focused on selling products, allowing customers to create an account.
    c. Homepage is heavily motivated by special deals and discounts
5. http://www.mainstreetautocenter.com/
    a. Reason chosen: local business/nearby location
    b. Very basic (and outdated) site design with visually prominent boxes

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Navigation and Labeling

Common labels (terms) used to navigate the sites
- Store finder/use my location
- Coupons/deals
- Tires, Auto parts
- About us
- Services

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)
- Drop-down menus
- Purchase and Add to cart
- Maps/location search
- Learn more buttons
- Desktop and mobile breakpoints/websites

Content and Features

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

- Personalized care for customers (location usage, car issues, car supplies/parts, etc)
- Catalog of products
- Description of services
- Available discounts
- Location finder

What types of content is available on the sites.
- Images of services and products
- Text descriptions of products and services
- Locations/map
- Contact information

What content is missing on the sites that would be helpful.
- Most of the sites are already very descriptive and helpful.
- The one local site (Main Street Auto Center) could feature more descriptions regarding their services and more relevant images to help visualize who they are and what they do.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)
- Professional and serious yet friendly, helpful

Is there consistency in voice and tone across the sites?
- There seems to be a consistency in the voice and tone within each site.

1. **VIOC**
   a. The voice is professional, friendly, and helpful. They seem informative, ready to help, customer focused (services that customers won't have to step out of the car for)
2. **Advance Auto Parts**
   a. Tone is very to the point, no emotion, showing discounts and products. Helpful, they give you time frame examples.
3. **Firestone**
   a. Friendly, Professional. They make triple-promise and guarantee their service will be good. They provide information for customers wanting to do more research.
4. **AutoZone**
   a. Helpful and Professional, make it seem easy to make a checkup appointment.
5. **Main Street Autocenter**
   a. Friendly, local, down-to-earth. Consistent in trying to sound local and friendly.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)
- Warm colors mainly, red-orange, gray and dark (Automotive Services)
- San serif type, often all-caps headers/subheads
- Condensed/bold type is common
- Normal to short x-heights
- Structured layouts, rigid and uniform grids
- Flush left, center flush

How does the design contribute to the usability of the site on various devices?
- From horizontal to vertical navigation menus. Adapt to screen size/type
- Certain information is condensed/omitted when the screen shrinks to decrease scrolling
- Type/imagery shrinks relative to screen size to take up less space

Which design pieces (patterns) could be utilized on our website?
- Hamburger menus/horizontal-to-vertical navigation
- Dropdown menus
- Responsive/flex grids
- Featured reviews/customer comments
- Location finder/interactive map

Show side-by-side screenshots of each website evaluated.
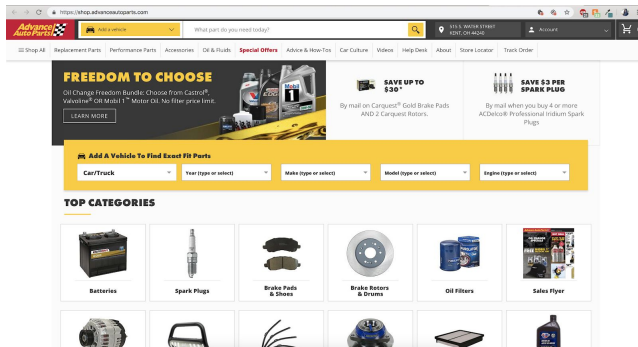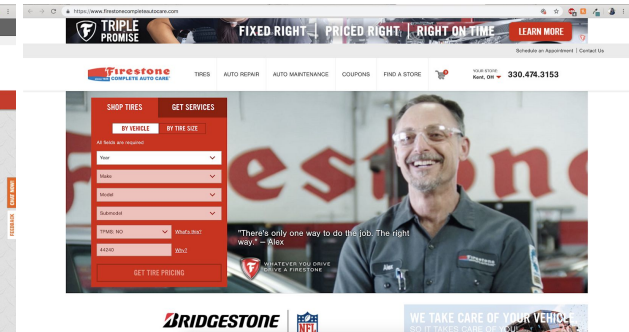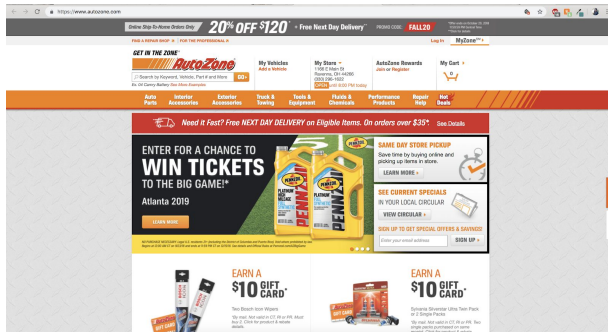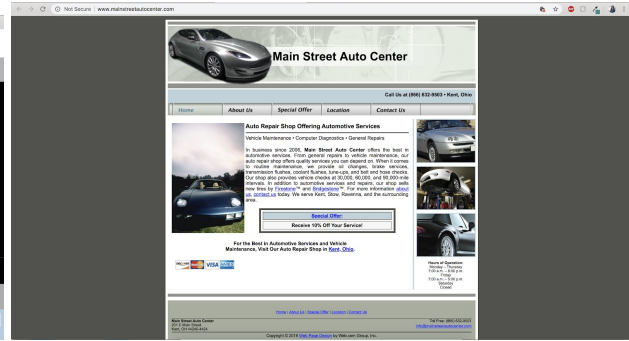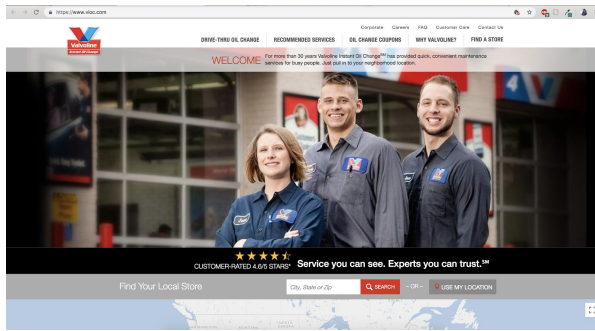
Recommendations and Strategy

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.

- Clear CTA buttons for making appointments and purchasing products
- Feature special deals/coupons
- Videos (more descriptive than just photos)
- Mailing list
- Create an account
- Social media sharing