Competitive Analysis Template

Use this template as a guide, but feel free to add your own content or formatting.

Team Name: #6 The Fridge Competitive Analysis

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Date: 10/23/18

Summary

In our findings, there were a few things we thought worked and didn't such as cursive fonts im bright colors didn't work, whereas block fonts in readable colors were more pleasing to the eye. Something was worked was the transparent photo over and underlays that have content moved above them. These add a different but nice effect to the website.

Competitors Evaluated

https://www.library.kent.edu/ -uses small rentable spaces for students to use for free to study, and do group projects in
https://www.wework.com/ - rentable work space available in major metropolitan cities, spaces can hold groups of 10-1000
https://limelightwork.com - is a paid co-working space in Cleveland, where companies and startups can use spaces and use the benefits of this space such as food and other cost based amenities
http://www.officespacecoworking.com- rentable work space in Akron where companies can hold meetings and other events while in town
http://spacesandco.com -coworking rental space in Cleveland that companies can rent out for meetings and day to day business

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Navigation and Labeling

Locations-typically able to search by zip-code or city
Pricing- radio buttons and call to action buttons
Check Availability- drop down menus
Contact- vertical side navigation

Content and Features

Many of the websites offer a picture of a sample space in that specific location. They describe the work space and how many workers it can hold. They don't give specific locations until the location is actually booked. Knowing the specific location beforehand may be helpful, but it could also be a safety concern.

Voice and Tone

Generally, the voices of the competitors are helpful and friendly. All of the companies want you to rent from their company so it is essential to have an inviting website.

Design Aesthetics and Layout

For the most part, many of the websites main pages use a similar layouts where the main menu is on the top of the screen and has drop downs on each heading. The colors are pretty muted with the exception of LimeLight's website.

The design is muted, and not overwhelming to look at. The most visible parts are the menus, which make it easy to Navigate. Unlike menus with similar text color to background color or an odd font.

Design pieces that could be utilized could be the side bar layout, as well as the transparent photo overlays that most websites have begun using. We will use brighter colors though as our color scheme is a version of Kent States colors.

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Study Spaces: Home

Study spaces located within University Library.

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Study Areas in the University Library

The University Library offers multiple spaces for students to study. On the 1st floor, there are study rooms for small groups or an individual available on a first come, first served basis, a general study space next to the Murin Garden area, and other open study tables on the first floor.

There are four small group study rooms available on the 2nd floor that can be scheduled for up to two hours at a time along with the Presentation Practice Room that can be scheduled by anyone needing to hone their presentation skills.
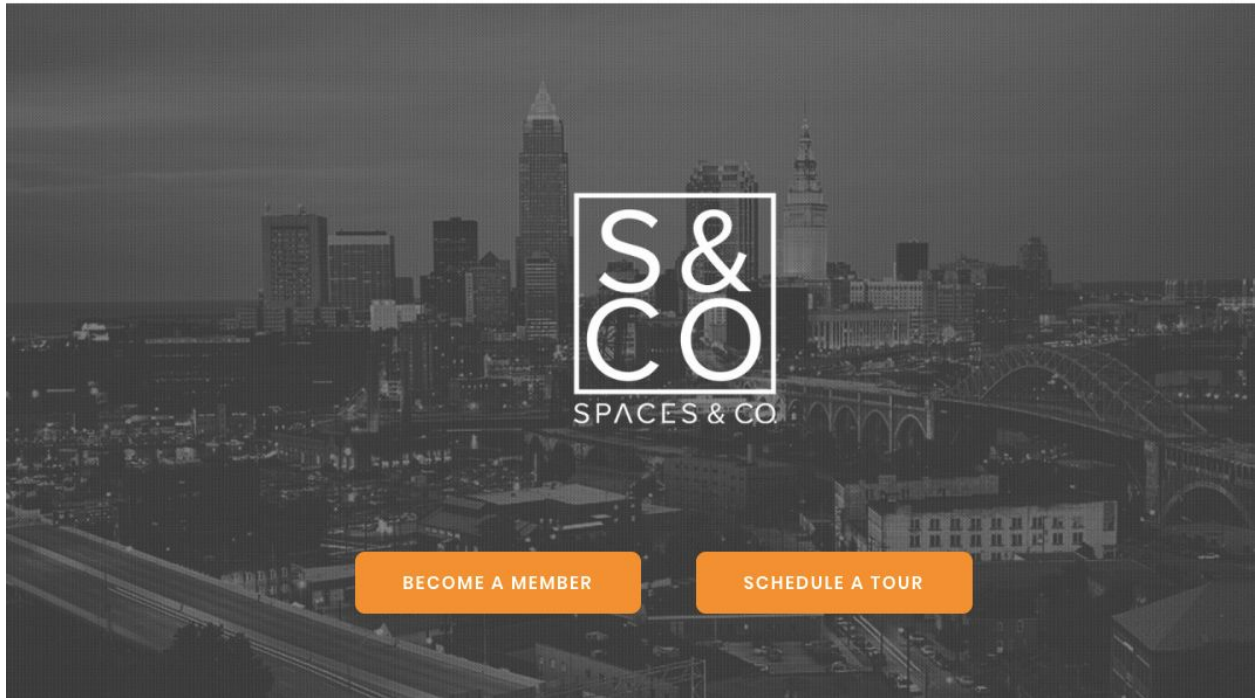
limelight
a place to work and create

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about

location

layout

levels

members

Recommendations and Strategy

Split 50/50 design for desktop
Keep the color scheme brighter
Transparent overlay photos
Drop down menus on the front page
Hamburger menu for mobile version of the website