CampingBox | Competitive Analysis

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Project Brief Outline

Camping Box a VW Camper van hire for holidays, in the
UK based in the New forest, Hampshire.

Goals
- Increase new customers and retain old via customer experience.

- Engage with past customers and increase returning customers

- Build relationships via their memories

- Increase specialty package sales, such as our "honeymoon package"

- Provide better experiences for our customers through partnerships with sur-
  rounding area attractions

What would you like the website to be able to do for your users?
- The website should show the variety of VW camper Vans that we have
  available to choose from, along with their rates and amenities for each

- Allow customers to schedule and check reservations online

- List attractions from the surrounding area that customers may be interested
  in seeing, such as shopping, restaurants, and wineries

- Encourage customers to view and purchase a special occasion package,
  especially newly weds and couples celebrating an anniversary

- Open up a dialogue between us and our customers through blogging
  and comments

- Display testimonials from past customers

- Allow customers to easily find our location on a map

Summary of Competitive Analysis

- Researched five competitors, within the New forest area and outside.
  One competitor using modern Vans with a different tone of voice. A
  strong springboard to move CampingBox forward

CampingBox | Competitive Analysis

Competitors Evaluated

- **https://www.newforestsafari.comWhispering Pines Bed & Breakfast**

This company is an "Award Winning New Forest Safari Camper". They rent out large VW Camper vans to customers to take them out on "mini-adventures" instead of renting the stereotypical RV or Motor-home. This company been around since 2012. Loyal customers that have used them for years could be our biggest issue. This company was researched due to be a close competitor in the area.

- **https://www.vwcamperhire.com/vw/new-forest-vw-campervan-hire.php**

This is CampingBoxes, biggest competitor, they have a large fleet of Camper Vans and a strong reputation. They believe, they are not just providing a vehicle hire - its more than that - its a unique and special experience that we really want you to enjoy! Our goal is to go beyond this and find out what other hidden experiences or products we can offer.

- **https://www.kamperhire.co.uk**

The competitor is different from CampingBox, they hire out modern Camper Vans, so the new VW T5 Camper Vans could be hired for European camper holidays, and for extended periods too. Kamper Hire was fuelled by Mark's (owner) passion for the great outdoors and all things adventurous - Hiring out this modern Camper Van attracted new kinds of customers to Kamper Hire. This is a great site looking at the business from a different perspective.

- **https://oconnorscampers.co.uk/how-it-works**

This company also has a VW Camper van for hire that is "Award Winning". They were established in 2002 to they also have been around for a while. They probably have loyal customers and plenty of experience to keep their business afloat. The competitor is outside of CampingBox location, looking at different experiences.

- **http://www.camperbug.co.uk/**

"Camperbug is the biggest and best camper van hire website" This company would probably be our biggest competition because they are the prime location (their company expands to many locations) for finding a VW camper. This is a company for CampingBox to aspire and generate some ideas for ways forward.

New Forest Safari Campers

Pros

• Navigation responsive

• Website responsive

• Design well done except for a few specific areas

• Text is fun and playful

The footer navigation is used well and is organized nicely for the viewer if they would need to use these items. All navigation systems use a hover for click able information.

Cons

• First picture gallery is off set. Could be an issue in the coding

• Page text boxes are way too long. They should have set it at a wider text box to avoid having the viewer scroll so much.

• Hierarchy between navigation systems is kind of confusing due to them being around the same size and directly next to each other.

• Screen display eliminates showing the information when collapsing it to a smaller screen. This could be from it just being considered a desktop though.

The about page is too long.

O'Connors Campers

Pros

• Live chat for you to communicate with their company

• Design is more photography based and simple concept which I find to be more interesting.

• Many click able objects for easy access.

• Discuss a lot of valuable information and definitely show their experience with this type of work environment/experience.

• Navigation and website is very responsive to their design

Their navigation bar is a drop-down menu so that they could use the first screen to show their photography and click able elements. It is also broken down into two sections; you could use the drop-down menu for certain information and then click/scroll through the first pages and click on those elements as well. The footer information is more of the policy type of information and all navigation systems use a nice hover element when clicking.

O'Connors Campers

Cons

• Information in their drop-down menu is very minimalistic and was confusing to me at first. Meaning they had a basic title of what a click able item could be, but then it took you to a menu with 5+ options to look at, which I didn't understand through the title of the navigation item.

• All of their information is on one single page, that the viewer would have to scroll through if they didn't click on the navigation. It isn't individual pages for each element.

• About page is also very long. I couldn't find much information on the company itself because it was mainly focused on the staff.

• Screen display eliminates showing the information when collapsing it to a smaller screen.

Camperbug Cool Camper van Hire

Pros

• They have many van options to choose from

• Navigation and website is responsive.

• They have a moving gallery with their pictures that I enjoy.

• Navigation is very simplistic and not overly descriptive. Many of their resources can be found within the first page but the navigation system in the header is not very helpful. The navigation in the footer has more of the descriptive little detail information (is generally found at the bottom anyways) Their navigations use hover elements for click able information.

• Main idea is giving the break down on information within each specific van option on the screen instead of it being an all-around brief explanation of how the company works. Each van option gives a description of their specific information/pricing/what is included/ dates available.

Cons

• Website is very basic and not overly design oriented probably due to a wide audience and a large company atmosphere.

• Readability with typeface choices is iffy

• All information is found on one page, whereas I feel it could be broken down more into sections.

• The screen display eliminates showing the information when collapsing it to a smaller screen.

CampingBox | Competitors Overall General Analysis - Summery

Navigation and Labelling - general theme

- Mainly Top navigation
- Labelling clear and generic - about us, contact, home, booking availability, tours
- Call to actions
- Call to action buttons
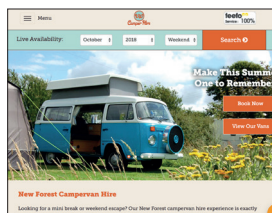
Content and Features - general theme

- Responsive design
- Fast loading
- Logical Roadmap
- Fun and visual imagery - capturing the experience and the Vans
- Informative copy
- Contact information

Voice and Tone

- Friendly
- Caring
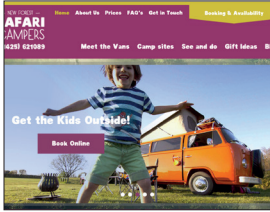- Fun
- Memorable
- Back in time/modern
- Retro

Design Aesthetics and Layout

- Responsive
- Earthy tones of colour, feel of summer and sky
- Below homepage of competitors; large imagery, bold text and a feeling of 'getaway'

CampingBox | Competitors Overall General Analysis - Summery

Recommendations and Strategy

- Responsive design
- Fast loading
- Logical Roadmap
- Fun and visual imagery - capturing the experience and the Vans
- Informative and friendly copy
- Video
- Community feel/social media platform
- Bookings and availability
- Details of Vans and History
- Shared memory page