Competitive Analysis Template

Team Name: Competitive Analysis

Team Members: Sydni Hertel
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Summary

A Summary of what I found is that most salons have a facebook page if they do their appointments individually. People who have more than one location seem to have an actual website. Something that I found was most of these places are local people that run the locations and like a family run business. I think that by looking at all of these websites and Facebook pages it gives me a little idea of what I have to work with and the competition of these salons. I think that by giving the website a simple layout the compliments the logo colors with all of the information that is missing from the other sites it would be a pretty well designed site. Most other actual sites are responsive so that is also something that I will need to look into and see the different when making the website for Teazers Hair Studio.

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.

https://www.nevaehsalonspa.com/ - This website seems to have a home page because the salon has different locations to choose from when you are to schedule your appointment. The website overall is very simple.

https://www.greatclips.com/salons/8855 - This website seems to be like a big company also, but has sub locations that you can choose from. It automatically used my location from my computer and my browser to determine where I was and what location was closest to me. I chose the one closest to my hometown though, and where my mothers Salon was.

All of these salons were chosen because they also do not have websites - which Teazers Hair Studio also does not have a website and I think that they would be a good to compare them to each other because Teazers Hair Studio also has a Facebook Page instead of a website.

https://www.facebook.com/StudioCSalon12/

https://www.facebook.com/marketstsalon/

https://www.facebook.com/salon.revive.minerva.ohio/

Navigation and Labeling

Common labels (terms) used to navigate the sites - side bar menus and "buttons" that bring you to different pages.

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)

Content and Features

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

Most of the competitors are very similar. They all are very simple websites or use facebook pages. The Facebook pages obviously only have the features and types of functionality that is offered through the Facebook page.

Nevaeh Salon and Spa and Great Clips of Minerva have their own websites. What I like for the Great Clips is that if you have been a customer before you can sign in and make appointments and keep track of who you have went to to get your haircut or other services before. The same

goes with Nevaeh Salon and Spa, you have the option to be a guest user or log into an existing account.

What types of content is available on the sites. - All of these sites give you the store hours, and lets you make appointments, look at the people that work there and also the prices. Some of the sites though make you

What content is missing on the sites that would be helpful. - some of the content on the sites that is missing is the people that work there and possibly some of the hair styles that each person has done so people can see their work.

Voice and Tone

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

The common voice of the competitors is friendly, and that they want to help their existing clients and get new clients also.

Is there consistency in voice and tone across the sites? Most of the sites seemed to be upbeat - especially the facebook pages have more pictures and have a little more information - except a little less professional.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)

Facebook sites all have the blue and white, the Great clips site is very clean cut and mostly all white with a couple of accent colors to give it a little pop.
The Nevaeh Salon and Spa site colors it uses the most are green and blue. Their art colors for their logo is a light blue and white.

How does the design contribute to the usability of the site on various devices?

Facebook has the responsive part done for you and is makes it easier for the set up of their page. you really do not have any customizable options for the facebook page other then the cover pictures.

Great Clips is also responsive - it has a different drop down menu then the online site. Same with the Nevaeh is also responsive with a simplified version of the other website that is on a browser.

Which design pieces (patterns) could be utilized on our website?

I am really a fan of the drop down menu and also a fan of the different bars that bring you to a different page. Also the side bar menu's.

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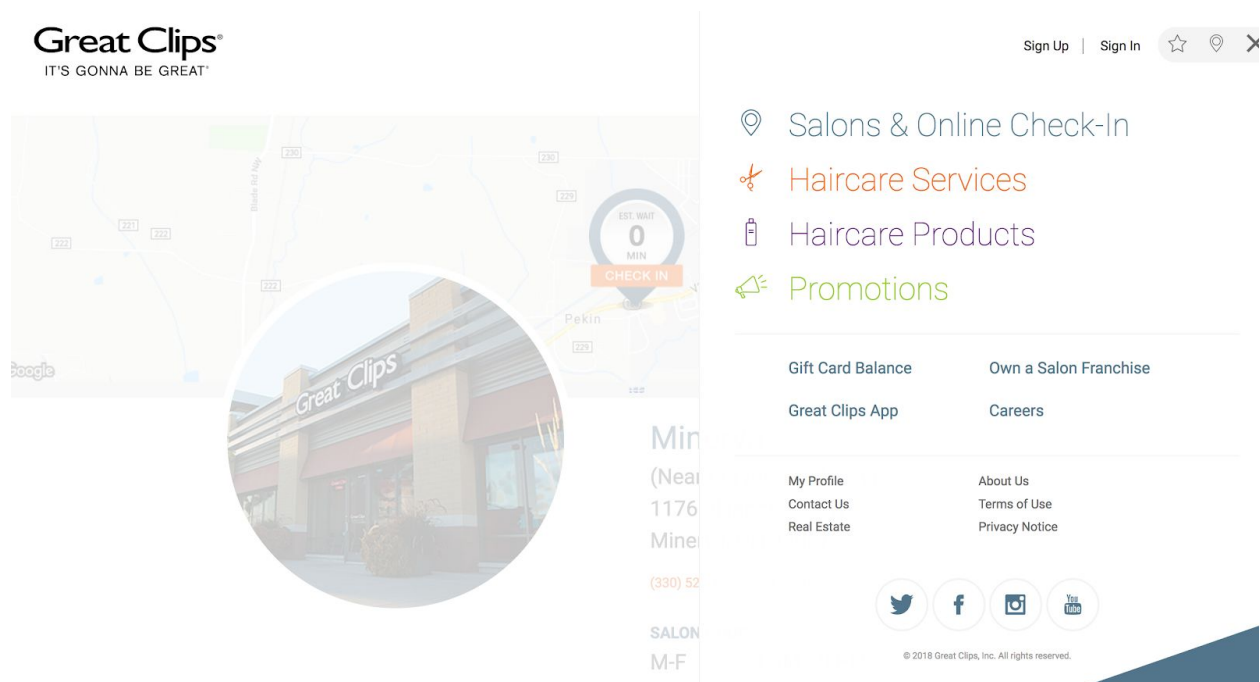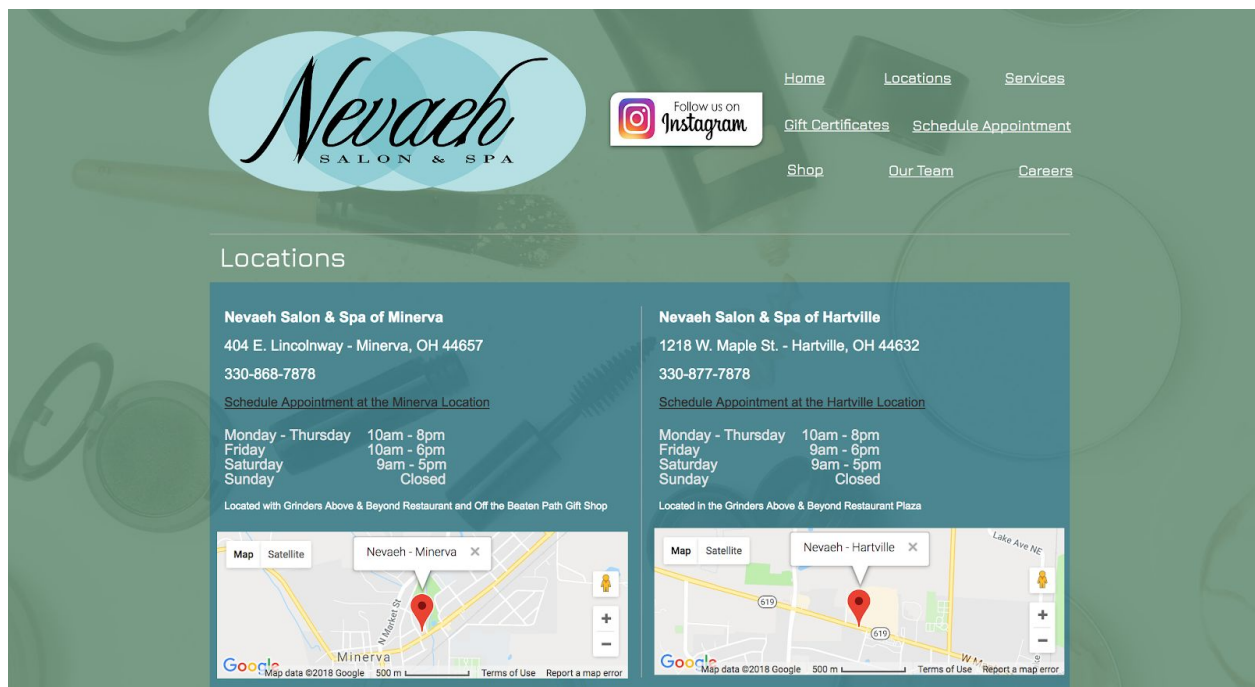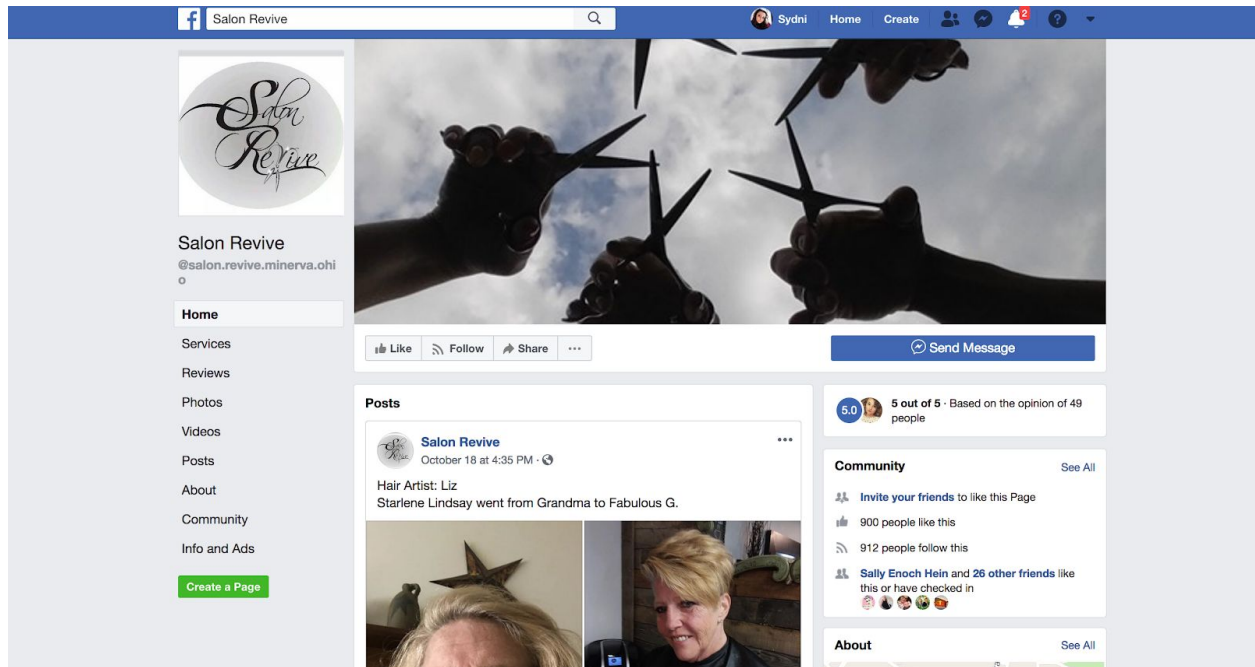
Recommendations and Strategy

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.

Since my client does not have a website to begin with, I think that they should start with a home page and then have different tabs, with all of the different information from the website. I think that they should also have somewhere for people to upload their pictures of hair, nails ect. I think that since Teazers Hair Studio all has different people who set their their appointments , so they could all maybe has a seperate page for each person, and then a page for prices and ect.

Make the page as clean as possible and use the page to compliment the logo colors.

Do not include design solutions at this point, just recommendations.