

WRENCH AUTOMOTIVE: Competitive Analysis

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SUMMARY

After evaluating the sites below I have found that most competitor websites are responsive and offering online scheduling for appointments. All the competitors offer list of their services, but how the competitors displayed the information either helped user experience or it didn't.

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.

Murphy's Autocare & Tire: <http://www.murphysautocare.com>

This website uses the one page website concept for the home page. When scrolling down there are a couple banner pictures with color overlays with text. Also when scrolling down the search/link bar floats down with the page. The website is also responsive. Additional pages offer back history of the company, list of services, a blog and contact information. On the contact page there is an area where you can submit your questions and requests. There is also a button to create a service appointment and to directly call them. On the services page again the one page website concept is used with large banner images with color overlays and full list of services listed below. Murphy's Autocare was chosen by the client as the one they like best.

Willoughby Hills Auto Repair: <http://whautorepair.com>

Willoughby Hills website is not responsive. On the homepage there is no hierarchy in the structure and type of the page. The home page does offer a link to request an appointment. Some of the tabs to other pages have drop down menus whereas the rest do not. Examples of tabs offered on the website are: customer reviews, auto repair services, contact us, promotions and specials. Contact page just has contact info and not an area to submit an email directly from the website like, Murphy's Auto Care. Customer testimonials page has simplistic well organized comments with star ratings on the left, but on the right is testimonials that have poor line height and does not match the comments to the left. Again this was chosen based on the fact the company is Wrench's competition and formatting for their website they would like to stay away from.

Rick's #1 Auto: <http://www.ricks1auto.com>

This website is responsive and makes great use of white space. The home page is not picture heavy with banners. The banner on the page rotates through a series of banners. The top search bar does not float down when scrolling through the page. Tabs at the top of the page are: contact, hours, about us, shuttle service, home and our services. The background of the website is a diamond texture. Our service page offers a simplistic looking list of their services. The contact page offers an area to directly contact them. On the same page there is a link offering directions on how to get there. There is no where on the site to book an appointment online. They also offer articles about auto repair. This company was chosen because it is also the client's competition.

Firestone Complete Auto Care: <http://www.firestonecompleteautocare.com>

Firestone's website is responsive and after the page loads a popup shows up asking for feedback. Right on the home page it offers an interactive guide for getting a quote on tires, oil changes, batteries and so on. The top bar does not float down as you scroll through the pages. The home page also has banners with text overlays. The home page also has a section for special offers and about us. A couple of the tabs have drop down menus that are very graphic oriented. The tabs the web page consist of is tires, auto repair, auto maintenance, coupons and find a store. The auto maintenance tab has a button that you can schedule an appointment online. This website serves as the website for all Firestone locations. This website was chosen because the customer liked the level of interaction the website provides.

AAMCO Transmissions & Total Car Care: <http://www.aamconeo.com/locations/>

The website for this company is simple and responsive. The home page has more text than pictures. It has an area that you can use to locate a AAMCO near you and it also offers online scheduling of appointments. Contact information is located at the bottom of the home page for the different locations. The navigation tabs include: transmission, home, total car care (drop down menu of services), financing, and locations (drop down menu of the different locations). On the financing tab it explains financing options if you cannot pay for major repairs upfront. There is not just one single services page it is broken into different pages for the type of repair. On each page it explains what the company does with each inspection. This website was chosen because it is one of client's local competitors and basically scoping out how the competition has their site set up.

NAVIGATION AND LABELING

Common labels (terms) used to navigate the sites

Common labels used in the navigation in home, services or auto repair, contact us or contact, about 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.)

Common navigation designs is tabs at the top of the screen. Most of the websites had drop down menus with the more detailed tabs like services. A couple of the sites navigation condense into the hamburger icon and remain towards the upper right hand corner of the screen. Another website condenses it's navigation into something similar to the hamburger, but instead of a icon it says "categories navigation menu."

CONTENT AND FEATURES

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

There are three main types of functionality offered by the competitors. The ability to schedule appointments online. Second, is the ability to contact the company through the website. Finally, the last common functionality is the ability to use a map to locate a store near you .

What types of content is available on the sites.

There are several different types of content listed on the site.

Type of content:

- Services offered
 - Details explained of the different services
- Contact information
- Location information
- About us history
- Articles about car maintenance
- Customer testimonials

What content is missing on the sites that would be helpful.

Only one website offered it but it would be helpful if they all had an area to generate a quote.

Voice and Tone

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

The common "voice" of the competitors is friendly, helpful and resourceful.

Is there consistency in voice and tone across the sites?

There is not a consistency in voice and tone across the sites. A couple of the sites exemplify friendly, helpful and resourceful but are also excited. Where as a couple of the others are boring and impersonal because the lack a personal level of interaction a consumer may be looking for.

DESIGN AESTHETICS AND LAYOUT

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

Common design choices are white backgrounds, sans serif typeface for body content and many of the services are in a listed format. Also many of the pictures of type overlays are in a banner format. There are also interactive areas for the customer to input their contact information a message for the company to respond to. On all of the websites the main navigation is found at the top of the page, but on some of them navigation is at the bottom of the page in a more simpler format.

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

The design for most of sites allows for easy readability with the white background and sans serif typeface. Three out of the five websites analyzed usability work well on a devices such as a smartphone, because the navigation condenses and the pictures utilize max-width to keep everything cleaned aligned. On websites that have special offerings it condenses the items into a rotation screen.

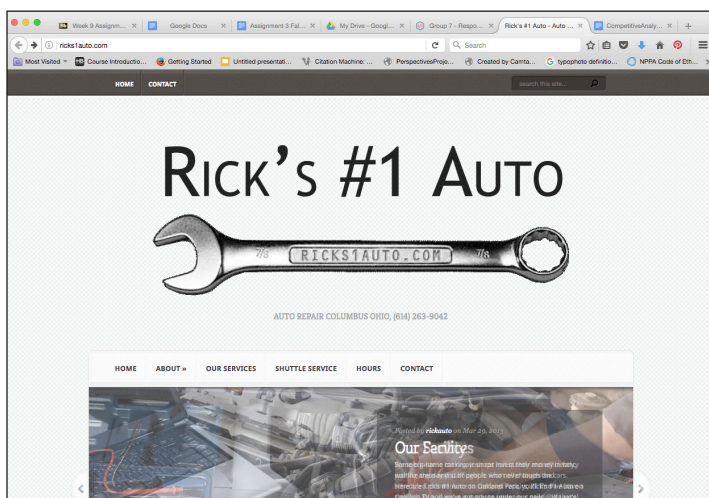
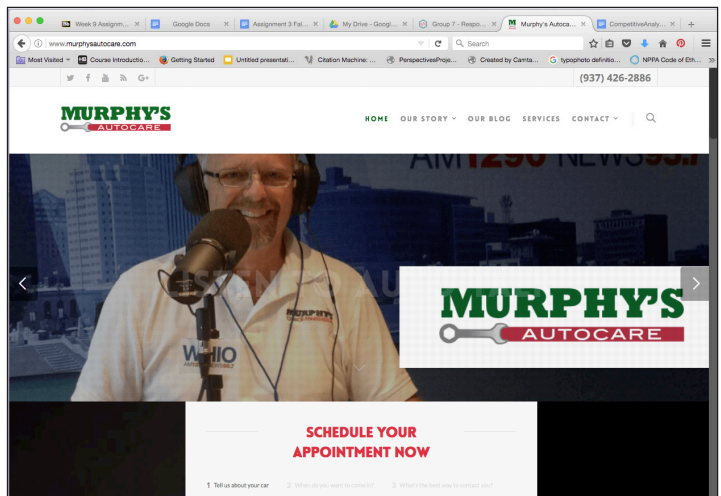
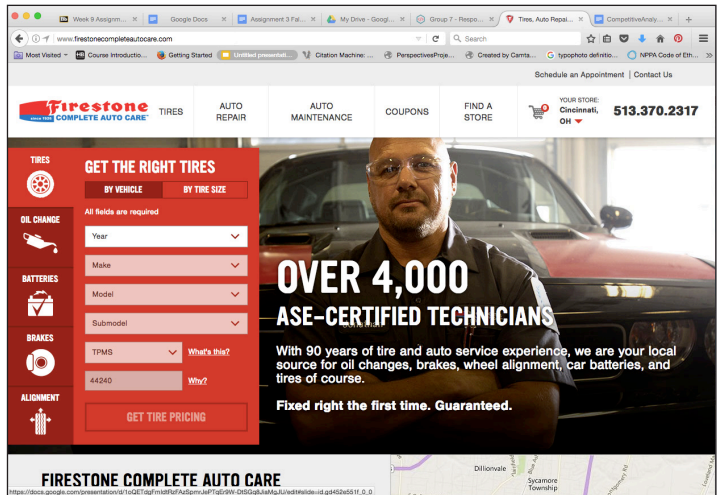
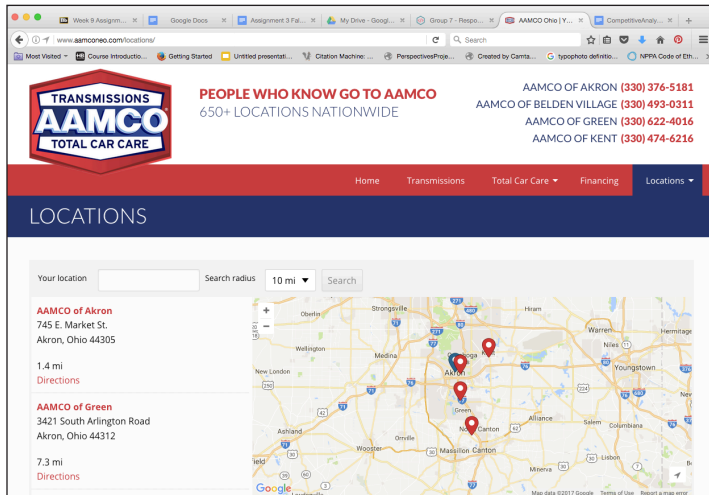
Which design pieces (patterns) could be utilized on our website?

Design patterns that could be utilized on your website is the following:

- Floating navigation bar
- Navigation bar condenses when at smaller screen sizes
- Icon oriented drop down menus in the navigation such as services offered
- Interactive areas to contact the company through the website and scheduling appointments online
- Pictures with text overlays of customer testimonials or special offerings.

Rest of section continued on next page...

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.

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

My top recommendations to the client is having an area where customers can schedule appointments online, an area where they can contact you through the website, an easy accessible list of your services and customer testimonials.