

Competitive Analysis Template

Franklin County Family & Community Services: Competitive Analysis

Jenna Payne
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Summary

What you did. In general, what worked and what didn't (summary of findings below)

I compared each site by looking for similarities and patterns. I found that all the websites had similar voice and tone in their messaging, but delivered that messaging in a variety of ways. Some were content heavy, while others relied more on visuals and graphics. All of them urged the viewer to take some sort of action or learn more about the organization's story. The responsiveness played a factor in the success of the website.

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. United Way (<http://www.unitedway.org/>) - United Way "focuses on creating community-based and community-led solutions that strengthen the cornerstones for a good quality of life: education, financial stability and health." This competitor was determined by the client.
2. Community Support Services Akron (<http://www.cssbh.org/>) - CCS "strives to offer innovative, life-changing treatments including case management, supported employment, supported housing, assertive community treatment, integrated physical and behavioral care, counseling and other wellness promoting services. This competitor was one I found."
3. Greenleaf Family Center (<http://greenleafctr.org/>) - Greenleaf "strengthens families in our community through counseling, education and support." Their core values include: family, respect, integrity, interdependency and excellence. This competitor was determined by the client.
4. Community of Hope (<https://www.communityofhopedc.org/>) - Community of Hope wants to "create opportunities for low-income families in Washington, DC, including those experiencing homelessness, to achieve good health, a stable home, family-sustaining income, and hope." This competitor was one I found.

5. North County Community Services (<http://www.sdnccs.org/about>) - NCCS is “passionately committed to improving our neighbors’ health and well-being by providing programs that educate young children, support working families, and ultimately create opportunities to improve the quality of life for residents of North County. This competitor was determined by the client.

Navigation and Labeling

Common labels (terms) used to navigate the sites

About, Donate, Get Involved/Volunteer, Contact, Programs Offered, News/Events—were the most common labels.

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

All have a simple navigation bar at the top of the page. Unfortunately, one of the websites is not responsive. On the responsive sites, the navigation bar shrinks down to a hamburger drop down menu option. Only two of the five websites provided a search function in their navigation. All but one of the sites used a “Donate” call to action button.

Content and Features

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

Three of the five sites include social media icons that you can click on to connect with them outside of the website. All but one site displays additional page options when you hover on a homepage label. Two of the websites use infographics to convey their organizational impact.

What types of content is available on the sites.

In general, these organization websites share their stories, news and impact. They want to convey the importance of the work they are doing and get the buy-in from the user. Whether they are soliciting donations or encouraging volunteers, the content is geared toward some sort of action.

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

Only one of the websites featured the organization’s employees. I think this would be a helpful feature to include. The viewers could benefit from seeing and learning about the people who make the organization run. It makes them even more relatable and real, driving home messaging.

Voice and Tone

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

In general, the tones are personable and relatable. These organizations find a perfect balance between friendly and serious. They share images of the smiling faces of the people they impact, while remaining urgent and serious in their messaging. Some of the content can be repetitive and drawn out. I think that some websites have too much information and can be overwhelming to the reader. This information overload muddles the true mission and goals of the organization. It is almost as if they are trying to do too much at one time.

Is there consistency in voice and tone across the sites?

There is consistency in tone and voice across the sites. I think that non-profit work tends to have its own voice regardless of organization. I think that this industry leaves little room for uniqueness. The websites I have examined show that there is little deviation from the typical non-profit voice.

Design Aesthetics and Layout

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

All use a few different branded colors that tend to be brighter and inviting. The typography is clean for the most part among sites. There is little consistency among layouts. The navigation bars are all a little different as well as how images and text are used. Imagery seems to play an important role in the design and layout.

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

All the responsive sites include a layout with features that stack nicely when using devices with smaller screens. However, most of the websites are content heavy on the homepage, which increases the amount of scrolling needed on the smaller screens.

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

The most effective design pieces and patterns seem to be image and graphic focused teasers. The teasers aren't content heavy, which decreases the amount of scrolling. The teasers are also effective because if it is a topic of interest, the user can click on it and be directed toward a page with more relevant information on the topic.

Show side-by-side screenshots of each website evaluated.



TRANSLATE ▾ VOLUNTEER GET UPDATES ▾ CAREERS 2-1-1 FIND YOUR UNITED WAY DONATE

Our Impact Our Partners Get Involved The Latest



- ▶ OUR IMPACT
- ▶ OUR MISSION
- ▶ OUR FOCUS +
- ▶ OUR WORK +
- ▶ STORIES
- ▶ FEATURED PROGRAMS +
- ▶ FOR NONPROFITS +

Our Impact

United Way goes beyond temporary fixes to create lasting change in communities around the world. By bringing people and organizations together around innovative solutions, we impact millions of lives every year.



community
SUPPORT
services

OUR PROCESS NEWS & RESOURCES ABOUT SEARCH CONTACT

Case Management Clinical Housing Employment Medical

Leading Your Journey to Mental Health.

[Get Help Now](#) [Online Screening](#)

Don't wait to get the help you need. Take the first steps on your journey to mental health by filling out this short inquiry form.

[GET STARTED](#)

Community-Based Services
We'll Come to You

Intake Process
A Few Simple Steps



ABOUT | HEALTHCARE | HOUSING | NEWS & EVENTS | VOLUNTEER | DONATE

Help us provide hope for
underserved families in DC



DONATE



FIND HEALTHCARE



END HOMELESSNESS



APPLY FOR A JOB

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DONATE



Home Programs & Services Get Involved News & Events About FAQs Contact

About



Greenleaf Family Center strengthens families in our community through counseling, education, and support.

Categories

- > Annual Reports (1)
- > Children & Teens (1)
- > Deaf Event News (2)
- > General Announcements (1)
- > Grants & Donations (1)
- > Program Spotlight (1)
- > Uncategorized (3)

Popular

We Did It!
March 2nd, 2017

2015 Annual Report
February 3rd, 2017

In 1912, our founders Harvey Firestone, F.A. Seiberling, and other community leaders set out to meet the needs of families in our community by providing them with basic necessities including coal, groceries, clothing, and transportation. With those important steps, the Charity Organization Society of Akron was formed. In 1926 our



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.

I recommend using a voice that follows the typical non-profit voice, but with a twist to give FCFCS its own personality. I recommend including navigation that encourages audience participation whether it is through donations or volunteering. The labels used by the other organizations should serve as a guide and benchmark for our call to action. I also suggest incorporating a news ticker or feed, including social media icons, for the audience to be up-to-date on the latest FCFCS news and events. The website must be engaging and inviting and might be accomplished by including interesting graphics, teasers, or images.