

# Competitive Analysis: Creative Kidz Kinder Care

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## Summary

I believe overall color is important when trying to create a childcare program site. This is because color usage throughout gives the impression of children. Also, I believe pictures and videos are important to bring in an audience. Parents like to know what their children are up to and seeing a lot of videos and photos to showcase the program will help. Also, an emphasis on cost, locations, and types of programs offered seem to be the three main ideas to clearly show on the web page. Some things to avoid are non-responsive websites, because parents may be viewing this from a phone or tablet. Also, lack of design seems to be a downfall.

## Competitors Evaluated

### 1. Young Explorers Montessori

<http://www.youngexplorersmontessori.com/home>

Description:

- Use of broad range of colors such as; purple, bluish, yellow, salmon
- 3 videos on front page to click on and watch
- Side bar to the right of the page with blue and green background colors of text
- Logo on front page in upper left corner (Fitt's Law)
- Use of columns throughout page
- Responsive (good)

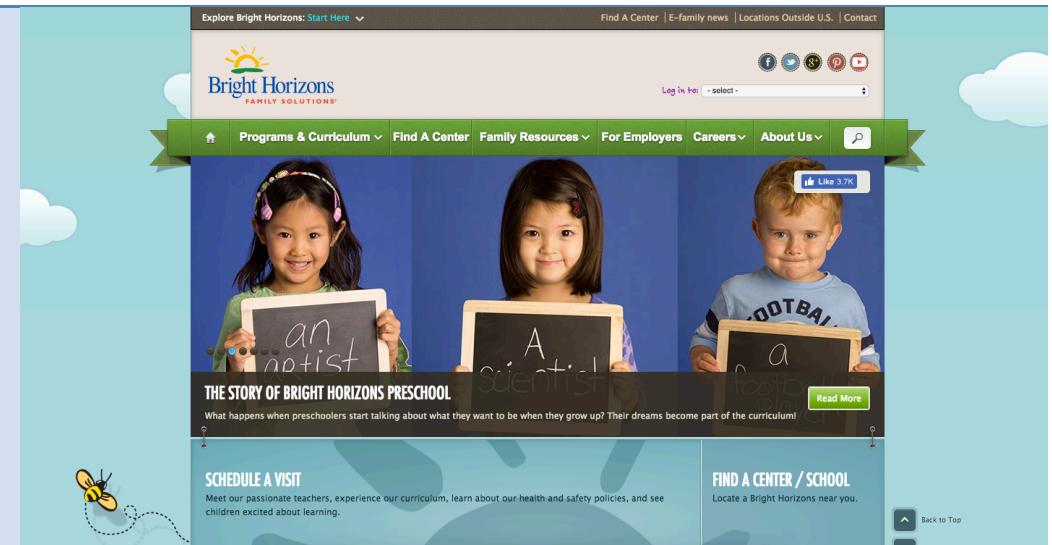


## 2. Bright Horizons

<http://www.brighthorizons.com>

Description:

- Photo slideshow is a main part of the page
- Upper left is logo (similar to above)
- Colors included are; greens, blues, yellows, white, red
- Bottom is similar to grass growing and page itself is “sky”
- Bumble bees in background at full size with lawn to show a outside approach
- Upper right is social media content
- Emphasis on safety in their site
- Features Curriculum on front page, this could be useful
- Is a longer website than the other competitors



## 3. Small Steps, Big Strides

<http://www.smallstepsbigstrides.com>

Description:

- Responsive Web Site (could use some fixes though)
- Uses colors: orange, green, pinks, etc.
- At full size background is also a yard kind of pattern with butterflies
- Slideshow with pictures available also
- Upper left corner is their logo included
- Very child-like features
- Usage of text and photos throughout page
- Usage of more rounded edges



#### 4. Kent State Child Development Center

<https://www.kent.edu/ehhs/centers/cdc>

Description:

- Picture is the main emphasis of page
- Really simple and kind of boring to look at
- Very to the point and usage of Kent State's colors; blue, gold, white
- Implements of child photos and cartoons
- Oversized video displayed on page, not responsive
- The text is responsive
- Emphasis on the top photo with all the content
- Not much textual information throughout the page

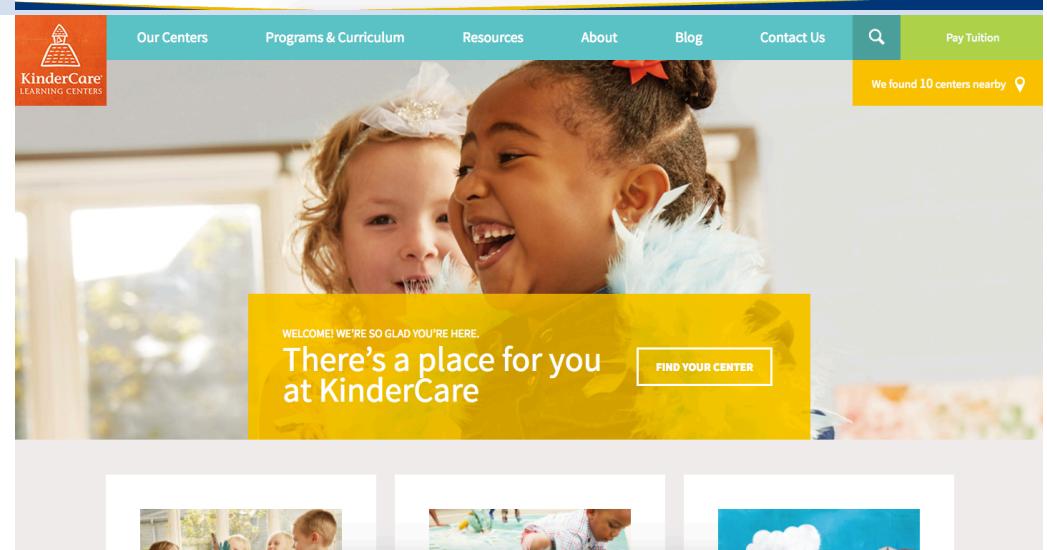


#### 5. KinderCare

<http://www.kindercare.com/>

Description:

- Responsive, good
- Uses of images as main objective of page
- Logo implementation in upper left corner
- Images take up most of page
- Use of color throughout the web page: yellow, blues, white, red
- Very bright and inviting looking
- Usage of boxes and columns throughout

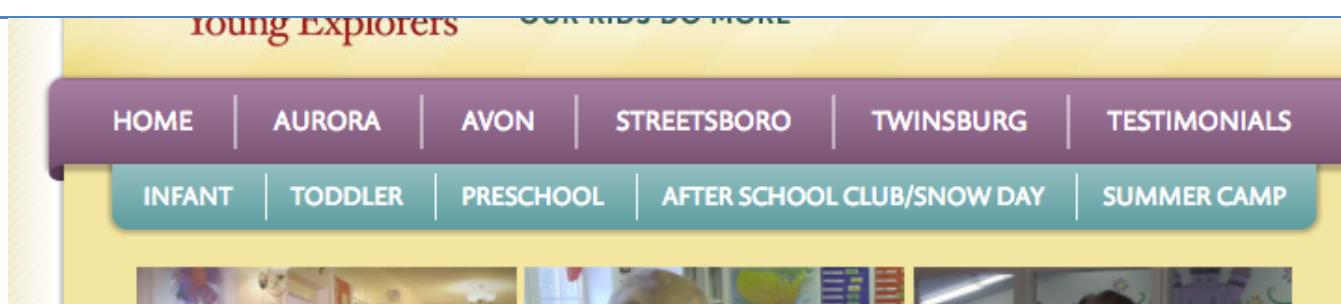


# Navigation & Labeling

Common Labels throughout the sites:

- Drop down menus in 4/5 websites for navigation bars
- Programs & Curriculum Tab Evident throughout many of the sites
- About Us bar is important with contact information
- Ages are specified for different childcare programs
- Locations of the child care is important
- Most navigation bars located at the very top of the page
- Color is implemented in the navigation bars for ease of use
- Some navigations are longer, at around 8 tabs, while others are shorter at around 4 tabs
- Horizontal Navigation throughout
- Home is the furthest left navigation on most horizontal bars in web pages

Screenshots and Analysis of Individual Sites Navigation:



## 1. Young Explorers Navigation Analysis:

- No drop down menu utilized
- Home - most left bar
- Used 2 rows of navigation bars, with the top being home and locations of program
- Broke it down differently than other competitors because of use of 2 rows and no drop down menu
- Used 2 different colors in navigation bar
- Horizontal Navigation, very common throughout
- All caps text used for names on navigation
- Hover feature darkens the color in between the white |



## 2. Bright Horizons Navigation Analysis:

- Green and white colors
- On top of page
- Horizontal Style navigation
- Usage of drop down menu – drop down is more like a notebook or hanging board style instead of standard
- Home button furthest on left
- Usually ranking of most important to least important on navigation bar
- Longer navigation than others we viewed

A screenshot of the Bright Horizons website. The top navigation bar includes links for Home, Programs (which is currently selected and highlighted in blue), The Center, About Us, Careers, and Enroll. Below the navigation bar, there is a large image of a smiling child. To the left of the image, a vertical dropdown menu is open under the "Programs" link, listing: Infant Childcare, Toddler Childcare, Preschool Childcare, School Age Childcare, Summer Camp, and Childcare Curriculum. At the bottom of the page, there is a footer navigation bar with four orange buttons: Infant Childcare, Toddler Childcare, Preschool Childcare, and School Age Childcare.

### 3. Small Steps, Big Strides Navigation Analysis:

- Used 2 different lines of navigation, one on top of page and one in middle of page
- Top bar has drop down menu
- Middle of page is just a quicker link option of drop down menu for programs
- Maybe most used link if implemented in more than one place
- Use of color in the navigation bars
- Hover link color also implemented

About Us   Programs & Tuition   Family Connection   Giving to the CDC   Visiting the CDC   Research & Special Projects   Employment Opportunities

### 4. Kent State Child Development Center Navigation Analysis:

- Very boring and small text in the nav bar, does not stand out as others do
- Use of drop down menu but less colors and plainer text
- About us seems to be most important and goes left
- Boring overall and not much attraction to navigation bar



The KinderCare website features a horizontal navigation bar at the top. On the far left is the KinderCare Learning Centers logo, which includes a stylized building icon and the text "KinderCare LEARNING CENTERS". To the right of the logo are seven navigation links: "Our Centers", "Programs & Curriculum", "Resources", "About", "Blog", "Contact Us", and "Pay Tuition". A magnifying glass icon is positioned next to the "Search" link. Below the main navigation, there are two columns of links. The left column includes "How to Choose a Center", "Selecting the Right Center", "Testimonials", "Parent & Teacher Testimonials", and "Share Your KinderCare® Story". The right column includes "Inside KinderCare Centers", "Take a Virtual Tour", "Food and Nutrition", and "Child Care Safety, Health, and Security". At the bottom center of the navigation area is a button labeled "FIND A CENTER". The background of the navigation bar is teal, while the "Pay Tuition" link is highlighted in green. A yellow banner across the right side of the bar displays the text "We found 10 centers nearby" with a location pin icon.

### 5. KinderCare Navigation Analysis:

- Drop down menu is used but instead takes up more of page with different text information
- They emphasize on cleaner structure
- Definitely a lot more colors and tables used in this structure
- Easily glides through nav bar
- This design is definitely the most sleek and clean, because of the style of the nav bar and page
- Usage of white text on darker teal color
- Hoverlink color is slightly darker

# Content & Features

- Usage of interactive links/graphics
- Search bar tools
- Responsiveness in websites
- Log In
- Search criteria
- Social Media Links
- Schedule visits/pay online
- Scroll down features
- Can connect with them through social media
- Virtual Tours
- Contact Information
- Testimonials
- Hours not displayed on all websites clearly
- Mission & Vision of Child Care Center
- Interactive Kindergarten
- Photo Gallery
- About Us Tab could be important so parent gets to know institution

Some Examples;



HERE ARE A FEW COMMENTS FROM OUR FAMILIES

SORT BY: Infant | Toddler | Preschool | Aurora | Streetsboro | Twinsburg



Aurora  
Streetsboro  
Avon  
Twinsburg

VIRTUAL TOUR

## How to Pay Tuition

**Step 1: Register**

The KinderCare Family Connection system provides an easy way to pay your tuition online. Start by registering. Here's how:

- Talk to your Center Director to receive your invitation key (email address required).
- Log into your e-mail to get your personalized invitation.
- To begin your one-time activation, follow the hyperlink in your invitation e-mail.

**Step 2: Log in to Family Connection**

Once you have a username and password, head over to Family Connection to log in.

[LOG IN](#)

[Update your child care enrollment forms](#)

[Update your child care tax credit information](#)

**Chat with us**

1-877-986-7187

We are available to answer your questions.

[START CHAT](#)

## CONTACT INFORMATION

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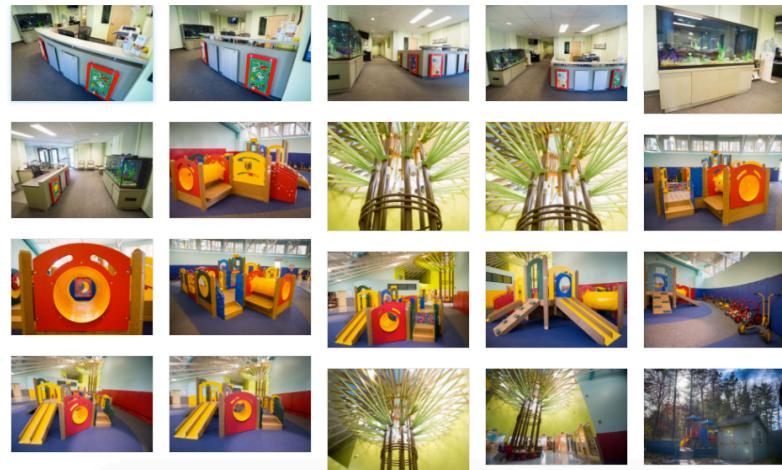
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HOME / THE CENTER / PHOTO GALLERY

## Photo Gallery

All Akron Zoo Field Trip Field Trips and Visitors Gym Infants July 4th Cookout Jungle Bob Visits Lobby Outside Grounds Preschoolers School-Age The Center Toddlers



## Mission and Vision

### Mission Statement

The mission of Small Steps – Big Strides is to provide a safe, stimulating, and caring environment for children ages six weeks to 11 years. Our focus is to provide an encouraging educational experience, promoting social, emotional, physical, and cognitive development. Committed to the families we serve, we strive to give parents complete peace of mind, while being seen as a shining example of what a quality childcare center should be.

### Vision Statement

The ultimate vision we have for our facility is twofold, and rooted in both the present and the future.

For the present, our goal is for parents to feel good about their childcare choice, and that the children are safe, engaged, educated, and smiling. And for the future, we want these children to warmly look back at their experience with us, and see it as a cherished part of their childhood.

### Our Commitment to You

Our philosophy is simple. Small Steps – Big Strides is here to offer your children the care, comfort, fun and safety they deserve. And for you, the peace of mind that comes from knowing your child is in the best of hands. Each day promises an exciting new adventure, and we make sure each child experiences the joys of a truly caring environment.

We also strive to be your partner. We are completely transparent in our programs

### Quick Links

- Why Choose Us?
- Infant Childcare
- Toddler Childcare
- Preschool Childcare
- School Age Childcare
- Summer Camp

### Contact Us

To inquire about rates, enrollment, other questions, or to schedule a visit, simply call us at 330-678-5554 or fill out the below form:

Name \*

Phone \*

Email \*

Home // Curriculum

Like 3.7K



**BRIGHT HORIZONS' CHILD CARE & PRESCHOOL CURRICULUM**

The World at Their Fingertips® creates developmentally appropriate learning opportunities that empower children to be confident, successful, lifelong learners.

At Bright Horizons®, we understand how important the early years are to both you and your child. This is a time of remarkable growth, when children are experiencing rapid development, learning new skills, and progressing steadily towards physical, intellectual, and social-emotional milestones.

With that in mind, our curriculum, *The World at Their Fingertips*, provides intentional guidance and rich experiences that build upon individual strengths and talents. With our child development professionals at their sides, children at Bright Horizons are assured of getting the care that they need, the creative learning experiences they enjoy, and the intellectually challenging opportunities they deserve.

Share:

[Facebook](#) [Twitter](#) [Google+](#) [Email](#)

## Voice & Tone

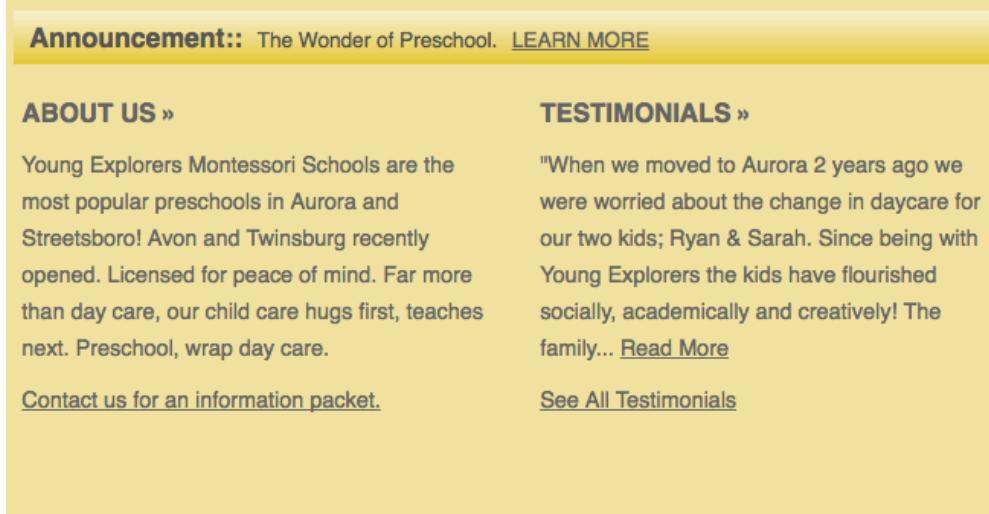
- The voice seems overall to be more friendly and helpful throughout the competitors webpages
- Also very educated sounding and easy to comprehend
- Most of the sites seem to want to make it as simple and easy to understand
- Kent: Kind of more boring sounding and less information
- Self promoting themselves throughout
- Use bigger fonts and break it down in a simpler manner for front page content
- Usage of images are also very evident throughout
- KinderCare: Makes you feel very welcomed

Some examples of text used in these webpages:



The banner features a yellow background with a floral pattern. At the top left, the text "WELCOME! WE'RE SO GLAD YOU'RE HERE." is written in white. In the center, there is a large, bold, white text that reads "There's a place for you at KinderCare". To the right of this text is a white rectangular button with the words "FIND YOUR CENTER" in blue. In the bottom right corner of the banner, there is a small vertical bar with the KinderCare logo.

| KinderCare |



The page has a yellow header bar. On the left side of the bar, there is an "Announcement:" section with the text "The Wonder of Preschool." and a "LEARN MORE" link. Below the header, there are two columns of text. The left column is titled "ABOUT US »" and contains a paragraph about Young Explorers Montessori Schools. The right column is titled "TESTIMONIALS »" and contains a testimonial from a family. At the bottom of the page, there is a "Contact us for an information packet." link and a "See All Testimonials" link. In the bottom right corner, there is a vertical bar with the "Young Explorers" logo.

Announcement:: The Wonder of Preschool. [LEARN MORE](#)

**ABOUT US »**

Young Explorers Montessori Schools are the most popular preschools in Aurora and Streetsboro! Avon and Twinsburg recently opened. Licensed for peace of mind. Far more than day care, our child care hugs first, teaches next. Preschool, wrap day care.

Contact us for an information packet.

**TESTIMONIALS »**

"When we moved to Aurora 2 years ago we were worried about the change in daycare for our two kids; Ryan & Sarah. Since being with Young Explorers the kids have flourished socially, academically and creatively! The family... [Read More](#)

[See All Testimonials](#)

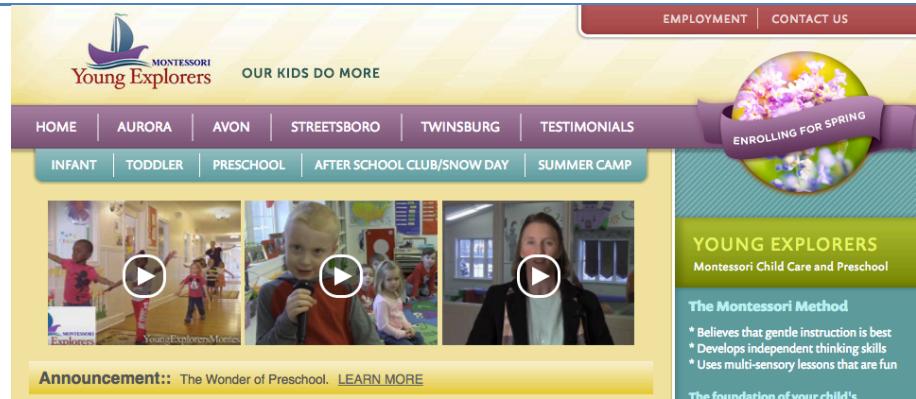
| Young Explorers |

# Design Aesthetics & Layout

- All of them include lots of brighter and diverse color palettes
- Text are more rounded and bubbly feeling in some competitors
- The layout uses columns and boxes in some and photos/videos are huge on every sight
- All put logo in upper left corner, Fitt's Law
- Overall for usability 4/5 are responsive and 4/5 also have a drop down menu feature

## 1. Young Explorers

- Colors Used: Yellow, green, salmon, teal, white, etc.
- Uses more child friendly color range
- Uses of more columns and boxes throughout the page
- Using colors from logo on most pages
- More boxy-feel and kind of boring overall
- Feels more old fashioned styled
- Some rounded edges in navigation bars and side bars
- The text pages are black and white with sans-serif text



## 2. Bright Horizons

- Usage of colors; green, white, yellow
- Background image of light blue clouded skies with butterflies
- Images have this hanging picture effect added to the
- Text is sans-serif and have capital titles in pages
- Use of tan background on written text page
- Using colors in the logo
- Some titles have a bright sky blue text and others have green text
- Design overall is clean and playful
- Gives a more subtle vibe of a clean design but not too clean so it still seems playful
- Rounded corners on search box and social media icons

reinforces concepts of math, science, language, social awareness, environment, art, and health. We look forward to sharing this experience with your family and partnering with you on your child's educational journey.

**Infant Care**  
An exceptional place for your baby to thrive and grow.

**Toddler Care and Education**  
An engaging world where toddlers learn and explore.

**Preschool Curriculum**  
Where curious children become inspired students.

**Pre-Kindergarten**  
Preparing children for success in kindergarten and beyond.

**Bright Horizons**  
FAMILY SOLUTIONS

Log in to: - select -

### TODDLER CARE

Learn how toddler care can help early childhood development.

Our *Growing World of Toddlers* program uses hands-on exploration and social interaction in safe, learn about his or her expanding world. Through the guidance of our early childhood development promote their blossoming independence and social skills, and foster self-confidence.

Beyond day care, our *World at Their Fingertips*® curriculum for toddlers is designed to adapt to each child's unique needs and interests. Our curriculum promotes emotional, physical, social, and intellectual development in a fun, engaging environment.

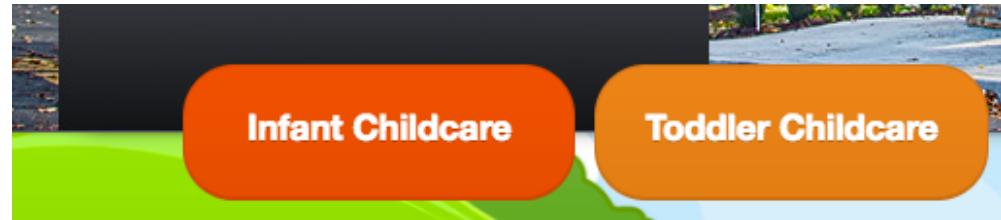


### 3. Small Steps, Big Strides

- Colors Used; green, blues, oranges, reds, etc.
- Used colors of logo
- A lot of photos used in their design
- Also has the background has a sky with clouds and butterflies
- Used slide show tools for photos that automatically rolls through
- Sans-serif text
- More rounded overall; text, navigation keys. etc.
- Titles are usually orange/white
- Black and white text on pages
- Uppercase/lowercase combo of texts
- A lot more playful and rounded



Home Programs The Center About Us Careers Enroll



#### Toddler Childcare



#### Toddlers 18 months to 3 years old

Our toddler program is designed to be a safe, nurturing experience for your little one(s), and also extremely convenient and reassuring to parents. We mix care with fun, and also give your child the specific attention he or she needs. We're open from 6:30am until 6:30pm, and provide two meals and a snack, making us convenient for every situation.

#### 4. Kent State Child Development Center

- Colors Used; blue, white, gold, yellow, black, etc.
- Less colorful than others
- More straight forward with less images
- Very monotone
- Links are in blue color
- Titles are in all caps with bullet points used
- Less images than most
- Main page is very oversized with a single image
- Kent State logo in upper right hand corner
- Goes off main Kent States page style, not very playful
- Contact information box is very empty with image in background with opacity features



**Child Development Center**

About Us   Programs & Tuition   Family Connection   Giving to the CDC   Visiting the CDC

## ENROLLMENT

HOME / PROGRAMS & TUITION / ENROLLMENT

For more information regarding programs and enrollment, please contact Pam Hutchins at 330-672-2559 or [phutchin@kent.edu](mailto:phutchin@kent.edu).

**WE ARE NOW ACCEPTING APPLICATIONS FOR THE CURRENT SCHOOL YEAR AND 2016/17.**

- [Toddler program application](#)
- [Preschool program application](#)
- [Kindergarten program application](#)

## ENROLLMENT CRITERIA

■ Age criteria:

- Toddler program- 18 months by August 31 of the academic year
- Preschool program- at least 3 years old by September 30 of the academic year
- Kindergarten program- 5 years old by September 30 of the academic year
- Enrollment for all programs is blind. Applications receive a number for reference purposes.
- Priority is given to families of KSU students, staff, and faculty.
- Criteria for admission are designed to ensure a diverse group of children.
- Children *must be toilet trained prior to admission* to all programs *except* the toddler class.

## CHILD DEVELOPMENT CENTER

[Centers »](#)

**CONTACT US**

[phutchin@kent.edu](mailto:phutchin@kent.edu)

KENT STATE

## 5. KinderCare

- Color Usage: Red, Light Blue, Teal, Yellow, Green, and more throughout the site
- Also uses a lot of images and text throughout the site
- The text is lighter and white with some of the text in boxes being more bold and bright
- Usage of a lot of squares/boxes in the site
- Text box image links as you scroll down the page
- Overall very clean and crisp lines throughout the web page
- At bottom, social media box with square icons
- This goes with the boxy feel of the page and very squared off images
- Sans-serif font choice



Our Centers      Programs & Curriculum      Resources      About      Blog      Contact Us      🔍      Pay Tuition

We found 10 centers near [redacted]

### Connect with KinderCare





AMERICA'S MOST ACCREDITED  
**We're so proud!**

Nationally only 10% of daycares are accredited—nearly 100% of our learning centers are. That's a big difference, and that means KinderCare kids are getting the very best. Here's why.

Browse programs by age ▼



21ST CENTURY LEARNING  
**Our whole-child approach really works.**



SCHOOL-READY  
**Our kids are taking off!**

By kindergarten, our kids are testing ahead of their peers. Read all about it.







## **Recommendations & Strategy**

Some recommendations I would have when creating this website is:

- Placement of logo in upper left corner of web page
- Using a sans-serif font
- I think rounded edges seems more playful and implementing boxes or columns is a good idea
- Also, having the text itself be interactive, short, sweet, and to the point
- Some focus areas being: Curriculum, Locations, About, and Tuition Information
- Images and Videos should be used A LOT throughout this page
- Using more playful colors with a lot of use of logo colors
- Horizontal navigation bar with the drop menu option so that there is not more than one information bar
- Quick links should be used (can be done in image or in text)
- Making sure contact information is evident and the locations