

Competitive Analysis Template

Use this template as a guide, but feel free to add your own content or formatting.

Team Name: Team One

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Date 3\7\17

Summary

Upon surveying the selection of competitor that was provided by the client, I was able to determine that the competitors were mainly dated to different degrees. There is the exception of kindercare.com, which seems to be responsive and when sized to smaller sizes, stays in order.

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. <http://www.brighthorizons.com/>
 2. <http://www.youngexplorersmontessori.com/home>
 3. <http://www.smallstepsbigstrides.com/>
 4. <http://www.kindercare.com/>
 5. <http://www.kent.edu/ehhs/centers/cdc>
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Navigation and Labeling

They often use the terms, programs, curriculum, and centers.

Most of them are in a horizontal line that turns into a hamburger when the screen drops to around the size of a tablet.

Content and Features

They offer the ability to find a location via address, sign a child up, pay bills, view social media, and subscribe to their newsletters.

They contain schedules, curriculum, locations, articles, images, social media.

One site has it, but the ability to sign up online is nice. I think it would be good to schedule to tour a facility without any pressure to sign up.

Voice and Tone

The voice of the competitors is friendly, but also academic in nature, There are visual elements to reinforce this theme.

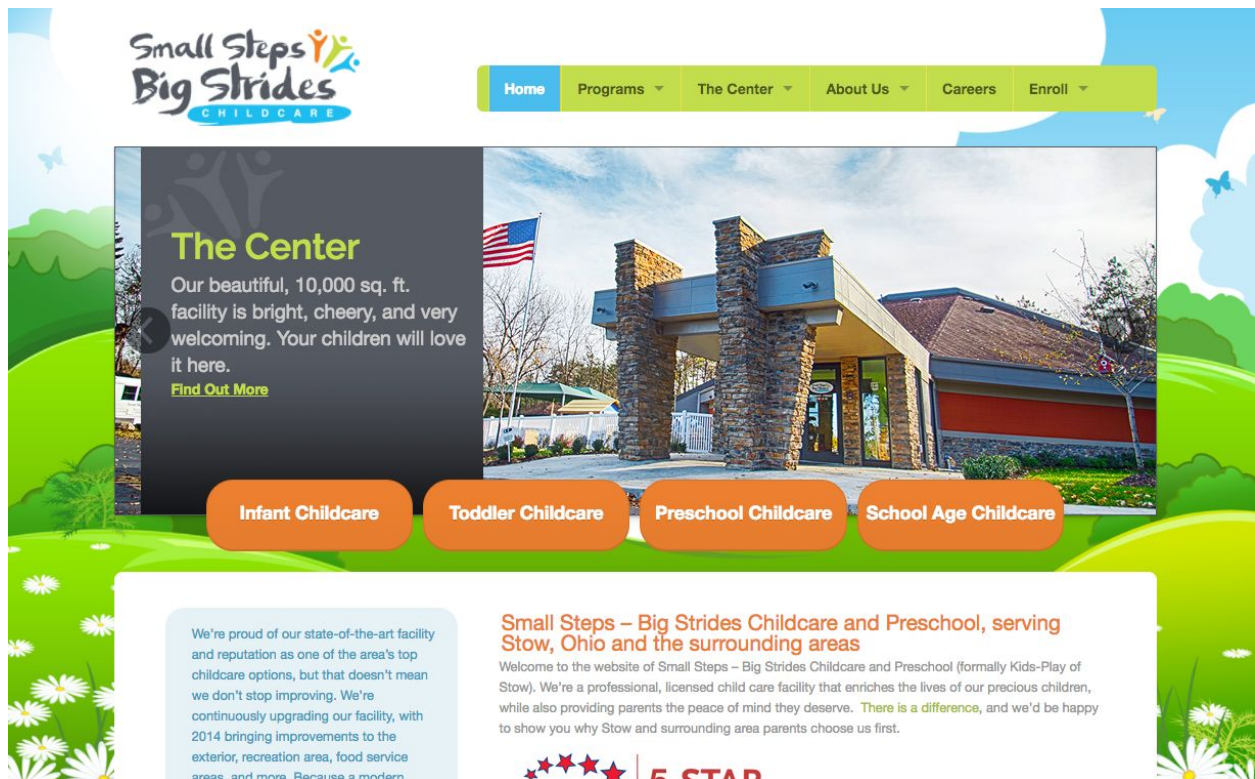
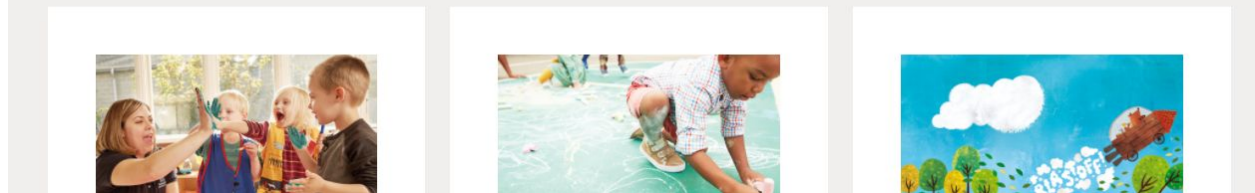
There is consistency across the sites. They have some type of rudimentary- child-like drawings.

Design Aesthetics and Layout


Most of these site are very cluttered with a variety of colors that don't really please the eye.

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

The rough child-like imagery could be utilized along with a school theme.



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7-10 p.m.
Child Development Center
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Recommendations and Strategy

Base on the client's needs and the analysis of the competitors, the new site should contain a section for prospective employees to apply, a newsletter sign-up, info on the curriculum, be clean and easy to navigate, feature friendly photos that highlight the environment of the centers, have staff bios, have a blog section, and have a way for people to sign up for a tour.

I would recommend including:

- *Job application form*
- *Newsletter sign-up*
- *Curriculum info*
- *Clean and friendly mood*
- *Photos of the center in action*
- *Images of staff and bios*
- *Blog*
- *Tour sign-up*

