

# Wrench Automotive: Competitive Analysis

Emily Thomas

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## Summary

Wrench Automotive is looking for a new web design which better represents their history, personality, and services. They are looking to increase service appointments by 25%, increase word-of-mouth referrals by existing customers, increase sales of product and maintenance services, such as tires and oil changes, offer coupons to encourage oil changes, as well as increase new customers, especially those who find Wrench Automotive via search engines. Five competitor's websites (Firestone Complete Auto Care, Willoughby Hill's Auto Repair, Rick's #1 Auto, Murphy's Auto Care, and NAPA Auto Care) have been evaluated; these will serve as references for the redesign of Wrench Automotive's site. This investigative research has established trends in design, including: the use of a flexible, modular grid, sans-serif typography, and a geometric "masculine" aesthetic with minimal color. Trends in navigation include: services, company history, locations, contact, schedule an appointment, and specials. Content and functionality trends include: FAQs, testimonials from past clients, responsive design, and the ability to schedule appointments online. Based on research, website designs seem most successful when there is a clear hierarchy to the content and information is prioritized; websites should avoid filling the space fully; whitespace and clear communication are beneficial to the success of the site. Across all researched sites, most competitors utilized a professional, approachable, and direct tone in communicating with users.

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## Competitors Evaluated

1. <http://www.firestonecompleteautocare.com/>

Firestone Complete AutoCare is a competitor, as determined by the client. Their business provides similar services to Wrench automotive, while maintaining a national franchised presence. While Firestone does not boast the same family-owned and operated status as Wrench, Firestone's website communicates Firestone's knowledge, professionalism, and attention to detail. It's user experience is organized, direct, and considered; the user can easily navigate the site, understand the scope of services, and schedule an appointment. The website is responsive.

2. <http://whautorepair.com/>

Willoughby Hills auto repair is a competitor, as determined by the client. This website is the client's favorite, out of their selected competitors. Willoughby Hills' business has an established history (since 1995) of providing attentive care at an affordable price. The website features a wide variety of information for the user, including: services, history, contact information, deals,

online appointment scheduling, location, reviews, warranty information, as well as customer service (FAQ and car care tips). This website covers both breadth and depth in terms of information. This website is not responsive.

3. <http://ricks1auto.com/>

Rick's #1 Auto is a competitor, as determined by the client. Their business is family-owned and staffed by a small team, similar to Wrench Automotive. Their website's user experience is not as savvy as the other competitor's sites, but Rick's site captures the personality and down-to-earth mentality of their auto repair company. The website offers a list of services, links to Rick's Better Business Bureau recognition and Angie's List ratings, as well as provides blog-like posts regarding the tone, mission, and business-approach of Rick's #1 Auto. This website is not responsive.

4. <http://www.murphysautocare.com/>

Murphy's Autocare is a competitor, as determined by the client. Their business is also family-owned and operated, like Wrench Automotive. Their website presence balances professionalism with friendly-approachability. A user on their website can gauge Murphy's personality/tone and breadth of knowledge. The user experience feels personal and engaged, with a human (rather than corporate or franchised) presence. The website also covers the range of services Murphy's has to offer. The website is responsive.

5. <http://www.napaautocare.com/>

NAPA auto care is believed to be an competitor, as it has similar services, locations, and mission as the four primary competitors to Wrench Automotive. NAPA is a national auto care company, with locations throughout the United States. Their website organizes and prioritizes customer information, which can aid the user to navigating the site, finding locations near by, and gaining information on servicing their vehicle. This website is responsive, with modifications at the mobile size for improved accessibility and functionality. Their website does not go into depth on the company's history, but it does provide the user with ample resources on services, specials, maintenance, and warranties regarding their autocare.

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## Navigation and Labeling

Common labels (terms) used to navigate the sites:

- Company / History
- Services
- Locations / Find a Store
- Contact
- Schedule an Appointment
- Specials

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

- Call to Action: Schedule / Make an Appointment
- Navigation: consistently at top; icons at smaller sizes
- Drop down menus to select make/model of car
- Audience-based navigation at mobile size

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## Content and Features

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

- Schedule appointments online
- At mobile size, clicking on phone number activates phone call
- Closest location to user's geographic coordinates is listed at the top of the web page
- Responsive design (customizes content based on need at various sizes; ie. the mobile version emphasizes closest location vs. find your location; would need to be evaluated on a research basis to determine user needs)

What types of content is available on the sites?

- Testimonials from past clients
- Services list
- Online service evaluation (prior to meeting)
- How to find out what tires you need
- FAQ

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

- Information on the history of the business (photos or timeline)
- Accreditations/Certifications that make this business better than others
- Prices/ability to receive estimates of service costs online
- Trouble-shooting or mechanic recommendations for everyday car troubles

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## Voice and Tone

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

- Professional
- Straight-forward
- Direct / streamline / concise

Is there consistency in voice and tone across the sites?

- Family-owned ones emphasize history more
- Corporate ones / franchised ones emphasize breadth of services more
- Overall, the tone eliminates unnecessary or flourisby information or story-telling

## Design Aesthetics and Layout

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

- Masculine aesthetic
- Sans-serif, clean typography
- Rigid layout / geometric / hard edges / modular
- Red / black

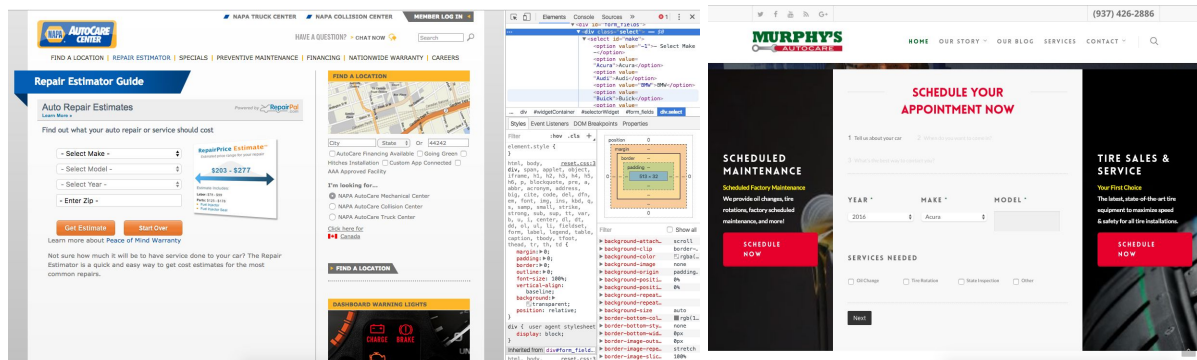
How does the design contribute to the usability of the site on various devices?

- Modularity allows for more flexible layouts as viewport contracts or expands
- Sans-serif typography with open counters and high x-height is legible, even at small device sizes
- Geometric / hard edges render well on screen

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

- Drop-down option menu to create a repair cost estimator
- Check-box selector to choose desired services
- Table design to create a calendar that is clickable for scheduling appointments online
- Lists to explain scope of services
- Slideshow picture display with text overlayed

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



Schedule an Appointment | Contact Us

COMPLETE AUTO CARE

TIRES

AUTO REPAIR

AUTO MAINTENANCE

COUPONS

FIND A STORE

YOUR STORE:

Kent, OH

330.474.3153

TIRES

GET THE RIGHT TIRES

BY VEHICLE

BY TIRE SIZE

All fields are required

Year

Make

Model

Submodel

TPMS

44240

What's this?

Why?

GET TIRE PRICING

OVER 4,000 ASE-CERTIFIED TECHNICIANS

Jonathan

With 90 years of tire and auto service experience, we are your local source for oil changes, brakes, wheel alignment, car batteries, and tires of course.

Fixed right the first time. Guaranteed.

Home of the Free Lanes

Willoughby Hills AUTO REPAIR

Willoughby Hills Auto Repair

Complete Auto Repair

Tires

Servicing Willoughby Ohio Area

Brakes

Family Car Service

Two ways to schedule a service appointment

Schedule an Appointment

Call 440-373-1438 to Schedule an Appointment

First Name

Last Name

Phone

Address 1

City

State

Zip

Click Here to View Location Map

Willoughby Hills Auto Repair

14801 Chardon Road

Willoughby Hills, Ohio 44094

Ph. 440-373-1438

email: info@willoughbyhills.com

"East of 221 at the Corner of Rt-91 and Chardon Rd"

Rick's #1 AUTO

RICKS1AUTO.COM

HOME

ABOUT

OUR SERVICES

SCHEDULE SERVICE

HOURS

CONTACT

Our Services

From oil changes and scheduled maintenance to complete repairs, Rick's #1 Auto on Oakland Park Avenue is ready to serve your needs.

## Recommendations and Strategy

In order to achieve their established goals, I recommend Wrench Automotive moves forward with a website redesign. The redesign should emphasize clear communication by organizing and prioritizing information. The redesign model is recommended to be responsive, in order to improve accessibility across all devices. A modular layout style is recommended to allow for fluid content shifting on various devices. A geometric, masculine, straight-forward aesthetic is recommended to maintain consistent with established industry trends. In order to improve website visits via search engines, it is recommended the development of the site is search engine optimized. I recommend the primary navigation includes a "specials" tab, in order to

store discounts for referrals, as well as coupons, per the client's goals. I recommend the ability to make appointments online, as well as prioritizing contact information on the site. I recommend a "services" tab to list the variety of services the business offers. I also recommend an "about" page to share the Wrench Automotive personality and history. I believe these recommendations will achieve the Wrench Automotive website redesign goals.