

Assignment 3 – Competitor Analysis

IDENTIFY 3 COMPETITORS

VITAL TOUCH WELLNESS

Vital Touch Wellness is a direct competitor of Optimal Massage and Healing Hands Massage. The price points are all within range of one another. All 3 studios are in neighboring towns. Their goal is to offer various stress relieving massage techniques to help to release tension and pain.



OPTIMAL MASSAGE & MOVEMENT

Optimal Massage & Movement is a direct competitor of Vital Touch Wellness and Healing Hands Massage. The price points are within range of one another. All 3 studios are in neighboring towns. The difference between this massage studio compared to the other 2 competitors is that here they offer sinus massage, oncology, and geriatric specialties. Their aim is to be a part of your health and wellness by providing therapeutic massage as a healing tool.

To Schedule an Appointment Please Call: 610-696-6880 or Click Here to Schedule Online 24/7



OPTIMAL MASSAGE & MOVEMENT

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Please call 610-696-6880 to Schedule if You Have a Gift Card

SELF CARE IS HEALTHCARE

FALL 2018

We've moved! Our new address is 780 Miles Road, West Chester, PA

HEALING HANDS MASSAGE

Healing Hands Massage is a direct competitor of Vital Touch Wellness and Optimal Massage. The price points are all within range of one another. All 3 studios are in neighboring towns. Healing Hands believes the body heals from within along with the power of touch, mindfulness, and connection.

CALL: 610-647-7551 [CLICK HERE TO SCHEDULE](#) TEXT: 484-758-0076



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Our Focus
IS YOUR HEALTH & WELL-BEING



The Best Quality

2. CONTENT AND NAVIGATION

Vital Touch Wellness's navigation menu has seven medium gray links found at the top and center of the home page. They are displayed on a white background and slowly transition to orange as you hover over them. The links stay orange to show the current page you are on. The chosen font, colors, and background are easy on the eyes. The pages transition nicely from one page to the next. The navigation menu is visible and available to you, even when scrolling to the bottom of the page.



Optimal Massage & Movement's navigation menu displays nine white links on a black background that transitions to orange as you hover over them. The menu is centered at the top of the page. When hovering the transition from one color to another is too quick, causing the links to jump a bit. Two of the links display animated drop-down menus. The navigation menu is visible and available to you, even when scrolling to the bottom of the page.



Healing Hands Massage's navigation menu has nine dark blue links displayed on a white background, that transition to a fade as you hover over them. The menu is aligned off to the right of center at the top of the page. When you are on a specific page such as the home page, the "home" link turns red and stays that way until you move to another page. Two of the links display animated drop-down menus. The navigation menu is visible and available to you, even when scrolling to the bottom of the page. The pages jump when moving from one page to another.

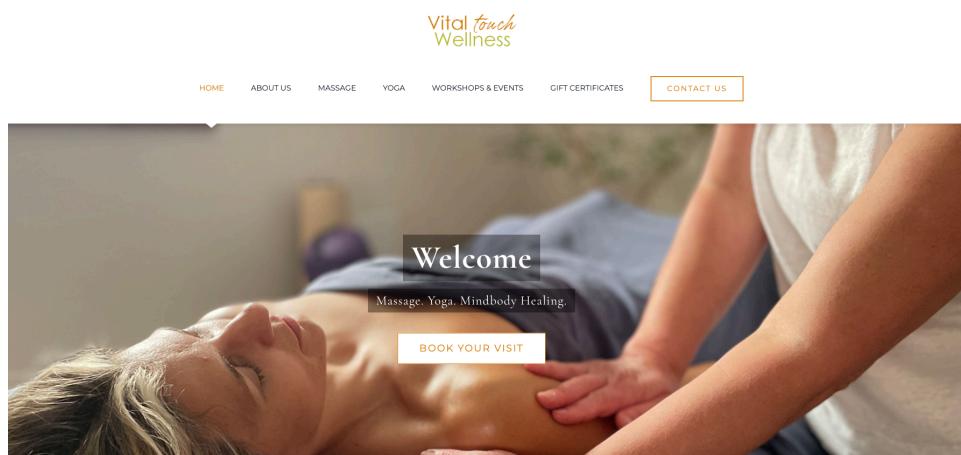


Ranking best to worst:

1. **Vital Touch Wellness:** The colors and font chosen in the navigation menu are easy on the eyes. Transitions from one page to another are smooth. Seven links are better than nine. Too many links make the website more complex.
2. **Optimal Massage & Movement:** The quick color transitions when hovering over the links were a distraction.
3. **Healing Hands Massage:** The color fades when hovering over each link makes it a little difficult to see. The pages jump when moving from one page to another.

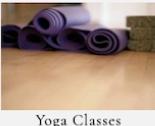
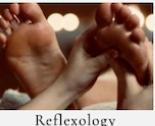
3. AESTHETICS AND STYLE

VITAL TOUCH WELLNESS



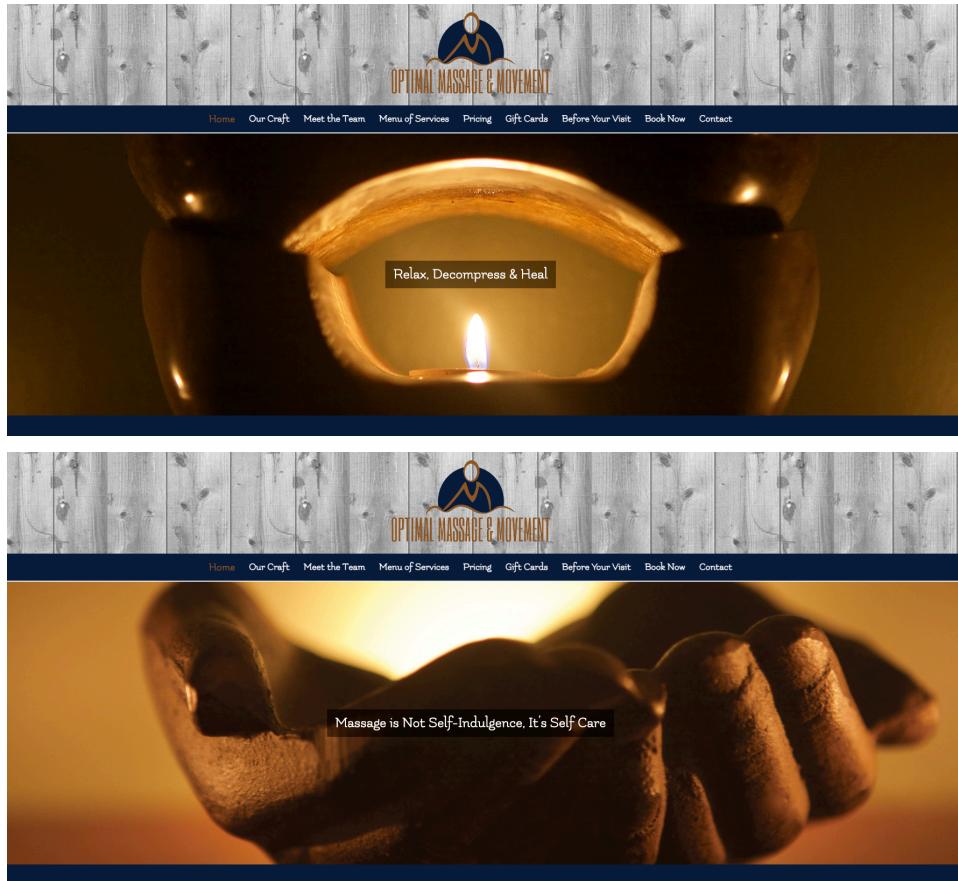
I like the use of orange in the links as it ties in with the company logo. The photo gives off a very relaxed and stress-free vibe which is exactly what you want the user to feel.

Our Core Services

| | | | | |
|--|---|---|--|--|
|  Tailored Massage Our signature service is tailored to your particular needs. LEARN MORE |  Yoga Classes Classes for all levels help you release stress and build strength. LEARN MORE |  Reflexology Reflexology improves mood, reduces stress, and benefits overall well-being. LEARN MORE |  Prenatal Massage Enhances mom's comfort and improves pregnancy outcome. LEARN MORE |  Cupping Cupping therapy is a gentle and effective treatment for pain and injury. LEARN MORE |
|--|---|---|--|--|

The services are laid out in a noticeably clear and straight forward manner with labels and images to support each offering.

OPTIMAL MASSAGE & MOVEMENT

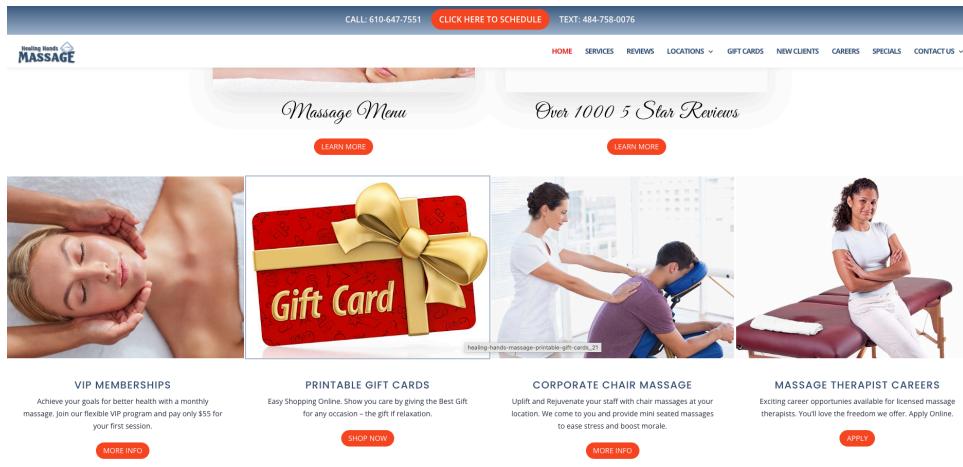


Optimal Massage incorporates the burnt orange color from its logo into the navigation links and 2 of the 3 rotating graphics found on the home page. The content they added to graphics gives you a sense of calmness and encourages you to give yourself permission to take care of yourself.

HEALING HANDS MASSAGE



Healing Hands uses the blue water in the graphic on the homepage to tie it into their logo as well as give the page a sense of tranquility. Their choice of red in the navigation links, however, does not make sense.



The bursts of red in the “learn more” buttons draw the users’ eye to that product or service as a call to action to provide them with more information.

4. HEURISTIC ANALYSIS

The 3 heuristics I chose to compare and contrast between my 3 competitors are recognition rather than recall, match between system and the real world, and aesthetic and minimalist design.

Vital Touch Wellnesses' navigational links are found at the top of each page in the same location making it easy to find what they are looking for. They give clear and understandable definitions of the types of therapies they offer. They took it one step further and provided a link directly below the definition for even further explanation of each therapy. The content and visual design is directly related to massage therapy. It is quite simple and direct.

Optimal Massage & Movements' navigational links are found at the top of each page in the same location making it easy to find what they are looking for. When speaking about their craft, they give clear and understandable definitions of the types of therapies they offer. The website provides nine different pages, and it seems like their content is all over the place in some instances. For example, the home page offers users the option to book an appointment online and purchase gift certificates/cards. But, since they provide those options in the navigational menu, I think they should put those offers on their designated pages.

Healing Hands' navigational links are found at the top of each page in the same location making it easy to find what they are looking for. They give clear and understandable definitions of the types of therapies they offer. The visual design on this site seems a bit overwhelming. The graphics look crowded, distracting, and sporadic with no clear organization.

5. UI Animations

Vital Touch Wellness has UI animations in the navigational links and drop-down menus which is helpful for pointing out which link the user is about to choose. When hovering over any one of the pictures in the “Meet the team” section, it provides the name and link to schedule an appointment with the therapist. That is valuable to the user. I also like the color transitions when scrolling over the different types of massage techniques on the massage page. **Optimal Massage & Movement** also has UI animations in the navigational links, but the words shift and transition too fast which is a distraction. The bottom of the homepage has reviews from past clients which is helpful, but the UI animation cycles through them too quickly, not giving the user enough time to read them. There is a little too much movement in the content on the pages. It seems a bit unnecessary to me. **Healing Hands Massage** has a slow fade color change from dark

to light when hovering over its navigation menu. I think it should be the other way around, light to bold when hovering. The site also has a fade in UI animation where when you click on each menu item to move to another page, the name fades in at the top of each page with a white box around it. I am not a fan of the way it looks aesthetically.

| | Vital Touch Wellness | Optimal Massage | Healing Hands |
|----------------------|----------------------|-----------------|---------------|
| Content & Navigation | 9 | 6 | 5 |
| Aesthetics & style | 9 | 9 | 3 |
| Heuristic Analysis | 8 | 5 | 3 |
| UI Animation | 7 | 4 | 3 |
| | 8.25 | 6.25 | 3.5 |