

Barb's Bridal Boutique

Research and competitive analysis

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Competitive analysis:

1. The Dress

- a. Navigation set to home, about us, how to find the perfect dress, designers we love, events, and contact us
- b. The site has a classic theme of white and grey color themes. The pictures show classic and elegant photos from weddings and brides. Awards are noted as the viewer scrolls down. The main page also includes testimonials of past brides that used the company. The font is easy to read and matches the theme of the website. The site is simple, clean, and easy to navigate
- c. *Improvement*
 - i. They have a link that goes to the designer's pages and no section for the brides to scroll through the dresses.
- d. *To take note*
 - i. The event calendar is a smart idea, allowing visitors to see the big sales and events happening within the store.

2. B. Loved

- a. Navigation set to appointments, designers, blog, our story, location, and contact. The navigation bar also follows the visitor as they scroll down the page.
- b. The site has a classic theme of grey and white with a romantic, scroll-like font to match the theme of the website. An easy, interactive section for appointments allows visitors to make their appointments online. Dress designers are shown with pictures and description to be more appealing to the eyes.
- c. *Improvements*
 - i. Could be more personal with showing past customers or wedding pictures instead of the generic model photographs.
- d. *To take note*
 - i. The navigation bar that follows the viewer as they scroll as well as the interactive appointment fill out section.

3. Elyse's Boutique

- a. Navigation set to home, wedding gowns, special occasion, prom gowns, homecoming, and contact.
- b. The background pattern is overstimulating and takes away from the gowns. The formation and layout of pictures is unorganized and cheap looking. The font is

generic and poor with an un-matching color scheme. The information given at the bottom is unorganized and too much information. Clicking on different sections, the page colors change drastically and do not continue a constant theme.

c. Improvement

- i. The whole site. The site needs new organizing with pictures of past shoppers in their dresses or a better layout of the designer pictures. A more professional and appropriate theme with the font and color scheme are needed. An update navigation bar is necessary as it looks as if it came from a website in the early 2000s.

d. To take note

- i. Scrolling of the picture bar and a more diverse dress collection- including prom and special occasions.

Client's Website

1. Top Goals:

- a. Increase sales of designer dresses
- b. Increase in-person traffic to our stores through free-try-on appointments
- c. Increase engagement on our social media
- d. Keep a consistent theme through color and font
 - i. Giving viewers a romantic and classic theme
- e. Make the site more personal with testimonies and pictures of past weddings

2. Content Needed

- a. Testimonials of past customers
- b. Photos of past weddings
- c. Location/map and store hours
- d. Designers and their dresses
- e. Script about the company
- f. Organized list of upcoming events

3. Layout

- a. Navigation bar that follows
- b. Home page
- c. Appointment page
- d. Designer page
- e. Events page
- f. About Us page
- g. Contact Us page
- h. Photographs page

Short analysis:

Throughout the three websites, two of the three had the same theme of gray and white colors and a romantic font. This color scheme and font choice was consistent with the romantic theme of weddings. This also allows the visitors of the site to not be distracted when they are scrolling through the site. The third site, Elyse's, was very distracting and had a mix of different themes. The website looked as if it was not cared for. There were different colors and distracting patterns that overwhelmed the home page. The format of the pictures looked unorganized and messy. The font choice was cheap and generic. The two main sites to be looking at through the design process are The Dress and B. Loved. The two websites had professional, easy navigating with personal touches. The goal is to find what customers love about those two sites, use it to our advantage and make it better.