Competitive Analysis

Ann Arbor Flowers

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Executive Summary

This competitive analysis was conducted as part of information gathering in preparation for a new website design for *Ann Arbor Flowers*. The goals of the analysis were to identify the content and functionality at competing websites both to inform the site design as well as better understand areas of competitive advantage.

The competitor websites examined were:
- *Lilly's Garden* from the Teleflora Network (local competitor)
- *Chelsea Flower Shop* from the Flower Shop Network (local competitor)
- *FTD* (national competitor)
- *Proflowers* (national competitor)

The analysis revealed a core set of content that was covered by all the websites, as well as unique content only available at a single competitor website. The Website Content section provides details concerning the information available at those competitor websites.

The Search Functionality section of the analysis revealed considerable search variation site to site, but did not differentiate substantially between local or national competitors. *FTD* a nationwide flower retailer had the greatest ability to search and sort the flower products. The second most comprehensive search functionality was found to be *Lily's Garden* of the Teleflora Network. *Proflowers* and *Chelsea Flower Shop* were limited to keyword or item number search.

The Shopping Cart section shows all competitors shared fairly broad agreement regarding shopping cart functionality. Each site attempts some sort of upgrade (i.e., up sell) during the checkout process. *Lily's Garden* had the most upgrade options. The national flower retailers had fewer upgrade options *than Lily's Garden*, and seemed to make an attempt to streamline the checkout process. A streamlined checkout process might reduce shopping cart abandonment.

The forms needed for creation of extranet accounts were consistent among the various sites. It is notable that *Proflowers* does not provide a method to create an account without completing the checkout process.   *Chelsea Flower Shop* does not have any extranet; therefore all orders are processed as guests.

Website Content

Content found at multiple competitor websites:

- Phone / Contact Us / Location / Email
- About Us / Hours
- Cart / View Cart
- Sign In / My Account
- Search / Keyword
- Quick View / Buy Now
- Best Sellers
- Flower Delivery
- Weekly Specials / Deals Under $35
- Occasions
- Valentine's Day Birthday / Sympathy / Get Well / Just Because / New Baby / Love and Romance / Congratulations / Anniversary / Thank You
- Brands
- Plants
- Premium / Luxury Collection
- Gifts / Gourmet Gifts / Gift Basket / Fruit
- For Him
- Facebook / Google+ / Twitter
- Customer Service
- Track Package
- Radio TV Get Started / Promotion
- Sign Up for Savings / Catalog
- Sweets / Chocolates
- Seasonal / Winter Collection
- Flowers
- Mixed Bouquets / Roses / Tulips / Lilies / Orchids / Daisies / Iris / All
- Price
- Flower Guide / Plant Guide / Flower Care
- Tropical / Exotic / Bonsai / Zen Collection
- Same Day
- Site Map
- Unique Arrangements / Custom Orders
- Española, François
- Site map
- Delivery Zip Codes / Areas Served
- Payment Options
- Become an Affiliate / Affiliate Program
- International Delivery
- Corporate Services / Business Giving / Business Gifting and Services
- Media / Recent Articles / Press Room
- Site Feedback / Forsee Survey

Content found at only one competitor website:

- Spa Gifts
- Awards
- FTD Exclusives
- Jewelry
- Wine and Champagne
- I'm Sorry
- Reminder Service
- Gift Cards
- BBB Rating
- Employee / Media Favorites
- New and Fresh
- Wreaths
- Pink Ribbon Collection
- Eco Friendly
- Business Giving
- Hospital / Funeral Delivery
- Rainbow Roses
- Silk Flowers
- Modern Cubes
- European Elegance
- Arthur the Dog
- Press Room
- Careers
- Multi-day Gifts
- Iris
- Flower of the Month Club
- Art of Fresh Flowers
- Community Resources
- Bookmark Site
- Useful Links
- Balloons
- Testimonials
- Back to School Flowers
- Prom Flowers

Policies, terms, and statements:

- Ethical Labor Standards
- Legal Disclaimer / Statements
- Privacy Policy
- Public Information Act
- Terms of Use

Types of navigational support provided:

- Horizontal navigation with drop down menus
- Vertical navigation with drop down menus
- Horizontal navigation
- Vertical navigation
- Site Index
- Site Map
- Breadcrumbs

Search Functionality

	Proflowers	FTD	Chelsea Flower Shop	Lilly's Garden
Keyword	Y	Y	Y	Y
Item Number	Y	Y		Y
Advanced		Y		Y
By Occasion		Y		Y
By Flower		Y		Y
By Color		Y		Y
By Category		Y		
By Price		Y		Y
By Delivery		Y		
By Brand		Y		

Y = Yes; the website contains that functionality

Shopping Cart

	Proflowers	FTD	Chelsea Flower Shop	Lilly's Garden
Guest Checkout	Y	Y	Y	Y
Delivery Date	Y	Y	Y	Y
Card Message	Y	Y	Y	Y
Up Sell:	Y	Y	Y	Y
Deluxe	Y	Y	Y[1]	Y
Premium	Y	Y	Y[1]	Y
Add Chocolate	Y		Y	Y
Add Balloon			Y	Y
Add Large Card				Y
Add Stuffed Animal			Y	Y
Add Vase	Y	Y		

Y = Yes; the website contains that functionality

[1] Not labeled as deluxe or premium, but has an option to pay more with no other explanation.

Sign Up Form

	Proflowers[1]	FTD	Chelsea Flower Shop[2]	Lilly's Garden
Email	R	R		R
Password	R	R		R
Billing Address	R	O	Y	
Day Phone	R	O	Y	
Evening Phone		O		
Mobile Phone				O
First Name	R	R		R
Last Name	R	R		O
Email Sign Up				O[2]
Rewards Sign Up				O[2]
Billing Info			Y	
Shipping Info			Y	

R = Required Field

O = Optional Field

[1] No option to create an account outside of the checkout process.

[2] Form needed to checkout as a guest.

[3] Default is to sign up.

Extranet

	Proflowers	FTD	Chelsea Flower Shop	Lilly's Garden
Extranet	Y	Y	N[1]	Y
Express Checkout	Y			Y
Email Promotions	Y	Y		Y
View Order History	Y	Y		Y
Track Orders	Y			
Modify Cancel Orders	Y			
Address Book	Y	Y		Y
Gift Card	Y			
Rewards / Points	Y			Y
Reminder Services	Y			Y
Promotion Opt-Out	Y			
Catalog Subscription	Y			
Profile Information	Y	Y		Y
Remember Me Option				Y

Y = Yes; the website contains that functionality

[1] No option to save account information. Checkout is performed as guest each time.