

COMPETITORS	PURPOSE OF SITE	SUMMARY OF CONTENT	NOTABLE FEATURES	VISUAL STYLING STRENGTHS	OVERALL WEAKNESSES	ANALYSIS
Vogue Salon http://www.voguesalon.com	To provide information for users about the salon, such as services, photos, and contact information.	<ul style="list-style-type: none"> About Gallery Services Contact <p>Links to social media located in a persistent semi-clear "footer"</p>	<ul style="list-style-type: none"> Their "inspiration" board contains photos and a link to their pinterest Online booking (no longer available) Lots of animations and visual effects Appealing graphics Customer reviews located on Contact page; lists when review was written and how long customer has been with Vogue; unclear where these reviews come from 	<ul style="list-style-type: none"> The designers used an appealing color palate, and lots of quality photos. Also the layering of windows adds a nice feeling of depth. An attempt at appealing interactive animation, but somewhat unsuccessful since it's more distracting and confusing than anything 	<ul style="list-style-type: none"> Confusing navigation: some pages don't tell you where you are, some links lead to obscure places on the website with no way to go back, etc. Also, the fact that I can scroll through the about page to the gallery page, but not to any other page, adds to the confusion. Some of the graphics are badly implemented. For example, on the Services page, if you click to see inspiration, the menu is written over top of the inspiration window. Also, the background extends far beyond the bottom of the about/gallery page. The badly implemented site navigation causes redundancy. For example, there is contact information on both the services and contact page, but no link between the two. Some graphics were implemented without functionality in mind. For example, the VS logo in the upper right hand corner looks like it should be a link (association with nearby links) but actually does nothing. Site is not responsive The home page does not seem to serve much purpose. If it was meant as a landing page, it does that badly, because you cannot get back to it, and it does not help the user orient themselves since the navigation bar is not available. 	<p>What stands out most about Vogue Salon's website is the confusing and distracting animations. The user spends more time trying to figure out where they are and how to get to where they want to go than she does actually processing the content.</p> <p>However, it is easy to see where the designer wanted to go, and, overlooking the bad animations, the site looks nice and has useful features.</p>
International Hair Salon http://www.internationalhair.com	To provide information for users about the salon, which offers hair, nail, and body care	<ul style="list-style-type: none"> Home Hair Salon Care Nails & Massage <p>Persistent side "footer" with social media and other sharing options</p>	<ul style="list-style-type: none"> An up-arrow button at the bottom of each page allows users to quickly return to top of page 	<ul style="list-style-type: none"> Simple 3-page site with vertical scrolling Not a lot of flashy graphics 	<ul style="list-style-type: none"> The choice of body font on the home page makes the copy almost illegible The background extends beyond the content for a while, making me think there might be pictures that were supposed to go in that blank area? The choice of words in the navigation is not helpful - what does "hair salon care" mean? Spelling errors?!" "sustainable" on Hair Salon Care page No information about the stylists Contact information is located on body Home and Nails & Massage pages No photos of salon or of work No explanation of who Noreen Goodman is 	<p>While it is nice that the site is simple, it does not do a good job of providing the user with important information, like photos or contact information. Also, the site feels confusing because navigation labels don't make a lot of sense, and don't inform the user which page they are currently viewing. In general, the site feels outdated or haphazard.</p>
Studio Taka http://www.studiotaka.com	To provide information for users about their salon, which specialized in blond coloring	<ul style="list-style-type: none"> Home Hair blond Aveda Studio News <ul style="list-style-type: none"> About is listed in footer Link to Yelp on Studio Page Contact info is listed on Studio page and in footer 	<ul style="list-style-type: none"> Double navigation (one on top, one in footer) Online booking Blog (hasn't been updated since 2014, and is titled Blog: Blog Subtitle) Case study in gallery Parking information and direction with and without GPS 	<ul style="list-style-type: none"> Simple layout makes site easy to navigate and process Animations and transitions are subtle and improve user experience Color palate works nicely and is calming 	<ul style="list-style-type: none"> "Follow us on Twitter!" on News page is not a link Nav tab is labeled News, but page is labeled blog News page has an interactive calendar, but it doesn't do anything. And it jumps you back to February 2014 if you click on anything Studio Gallery (has only 4 pictures of studio, and 4 pictures of blond women) Bios for their 3 stylists Contact form on Studio page has 404 not found Aveda tab on nav bar takes you to outside link, which is disorienting Menu of services is listed on nav tab that's labeled "Hair" On the homepage, there is a blurb about a skin care service, and if you click on it, it brings you to some unlabeled form field on a page titled "Blog" 	<p>Studio Taka's site feels unfinished or maybe neglected. The visuals are not great, the navigation is somewhat confusing (mislabeled), and nothing has been updated in a while. It makes me wonder if this salon is still in business.</p>
Serandi Salon https://www.serandisalon.com	To provide information for users about the salon, such as services, photos, and contact information.	<ul style="list-style-type: none"> Home Our staff About Contact Services <p>Footer and header have contact information and social media links</p>	<ul style="list-style-type: none"> creds from news give claims legitimacy, but would be more honest with dates Our Staff page has lots of useful info about stylists Services page lists prices as "From \$80" etc. Good way to not explicitly list prices Phone number and email are clearly listed in top right hand corner of every page, even as you scroll online booking available through go.booker.com 	<ul style="list-style-type: none"> Landing page has a very captivating animated image that is not too distracting (that's an impressive accomplishment) Visuals seem more "put together" relative to the other sites A good attempt at animations and transitions that improve user experience and delight users (not all are implemented perfectly, but errors and bugs aren't too jarring) Background of close-up of hair works pretty well on Our Staff page; good concept 	<ul style="list-style-type: none"> Half-opaque header makes it hard to read anything on top of page while scrolling flashing videos cause a feeling of overwhelming their message and their visuals are at odds - message = calm and clean, visuals = dark and sexy (this is confusing and distracting from main purpose) gallery of stylists opens into details about individual stylists, but individual pages don't offer easy way to return to gallery nav bar doesn't tell you which page you're on Our Staff page has bug with links Contact page doesn't have map or directions or parking info (there is a link to google maps in list of social media links, but it's just an icon without a label) A lot of links are broken(?) or maybe take too long to load The services page has a gallery of models next to each service, but it is hard to discover this feature because there are no clues that it exists Also the gallery images are labeled "hair model" or "blond hair model" etc. Not very useful, better to just skip label at that point Online booking is available, but the feature is only available at the bottom of the home page, so it is hard to find 	<p>For the most part, Sarandi Salon's website does its job well. It presents the users with information they care about in a usable and attractive way. The site does have a collection of small bugs and its message/theme doesn't feel thoroughly thought out. But, overall, it's a strong site.</p>