

## How do we market our services?

IdeaBase	
Overview	Short descriptions of the services provided by IdeaBase are listed on the main home page. The home page also features recent completed work, showcasing how these services can be provided for different clients.
Content Strategy	<ul style="list-style-type: none"> <li>Services are broken out into the following categories: <ul style="list-style-type: none"> <li>Web &amp; Interaction Design</li> <li>Visual Design &amp; Brand Identity</li> <li>User Experience Design &amp; Research</li> </ul> </li> <li>Services are presented at a high level/only provide an overview of the specific services offered in each category</li> <li>Content switches between first person and third person and does not offer a unified voice</li> <li>Content currently does not engage the audience and is purely information</li> <li>Content is not solution-focused</li> </ul>
Keywords	Web & Interaction Design, Visual Design & Brand Identity, User Experience Design & Research, Mobile-First, Responsive, Content Strategy, Content Management, Visual Communication Design, Brand Identities, Usability Testing, Wireframing, Prototyping, Analysis, Eye Tracking
Labeling	High-level service category labels are clear and intuitive; however, main labels are not currently actionable, and do not allow users to access additional detail pertaining to each category. Specific subcategories for these groups are currently undefined.
Layout	Content is laid out in a grid format. Graphic icons accompany each service category heading.

## How are our competitors marketing their services?

### Overview

Rosetta	Blink	Cooper Design	Adaptive Path	Smart Design	Frog Design
<p>Rosetta presents their services by:</p> <ol style="list-style-type: none"> <li>1. Giving a high-level overview of their Intelligence-Technology-Experience approach, and;</li> <li>2. Providing case studies that document their success in implementing that approach.</li> </ol>	<p>Blink presents their services by:</p> <ol style="list-style-type: none"> <li>1. Defining clear categories (User research, design services, usability testing) and subcategories;</li> <li>2. Giving a high-level overview of their Research-Envision-Prototype-Evaluate-Implement approach;</li> <li>3. Providing case studies that document their</li> </ol>	<p>Cooper Design presents their services by:</p> <ol style="list-style-type: none"> <li>1. Defining clear categories (Research &amp; strategy, design exploration, product vision, visual design &amp; branding, prototyping &amp; development, training &amp; mentoring);</li> <li>2. Giving a high-level overview of their approach: "Bringing</li> </ol>	<p>Adaptive Path presents their services by:</p> <ol style="list-style-type: none"> <li>1. Defining overarching service categories (Experience strategy, service design, digital product design, training &amp; education);</li> <li>2. Showcasing services as applicable via the website's blog.</li> </ol>	<p>Smart Design presents their services by:</p> <ol style="list-style-type: none"> <li>1. Defining overarching service categories (Insight, Strategy, Design, Realization) and subcategories;</li> <li>2. Showcasing previous work organized by client;</li> <li>3. Giving a high-level overview of their Why-What-How approach</li> </ol>	<p>Frog Design presents their services by:</p> <ol style="list-style-type: none"> <li>1. Defining overarching service categories (Growth Strategy, Experience Strategy, Product and Service Design, Product Realization) and subcategories;</li> <li>2. Giving an overview of the tools used to execute</li> </ol>



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**Content  
Strategy**

Rosetta	Blink	Cooper Design	Adaptive Path	Smart Design	Frog Design
	success in implementing that approach.	clarity to complex situations.” 3. Providing case studies that document their success in implementing that approach.		4. Introducing users to service offering with strategic messaging (“Product and services that matter”) and video content.	their services; 3. Giving an overview of the various disciplines addressed by Frog Design; 4. Showcasing previous work organized by client.
<b>Qualify, quantify</b> Intelligence-Technology-Experience approach quantified and qualified by supporting content. Case studies are used to future quantify	<b>Qualify, quantify</b> Each subcategory (i.e., card sorting, contextual interviews, etc.) within each overarching category (i.e., User Research) contains its own page. Each	<b>Qualify, quantify</b> Solutions delivered to various clients are showcased in a vertical display of graphics, which include a quick blurb and any newsworthy	<b>Call to action</b> Content calls the user to take action regarding their UX strategy: “Map the experience,” “make smarter decisions,” “bring teams together.”	<b>Qualify, quantify</b> Each category (i.e., Insight, Strategy, Design, Realization) contains its own page. Each service-specific page qualifies that service with written content	<b>Qualify, quantify</b> Each category (i.e., Growth Strategy, Experience Strategy, Product and Service Design, Product Realization) contains its own



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<p>and qualify services.</p> <p><b>Solution-focused</b> Solution-focused case study headers, i.e., “Shifting communication strategies to engagement strategies,” or “Driving next-generation physician engagement.”</p> <p><b>Storytelling</b> Content is focused on telling a story instead of selling a service.</p> <p>Quotes are employed throughout the</p>	<p>service-specific page qualifies that service, and also links out to relevant blog posts where that service is quantified.</p> <p><b>Solution-focused, emotional framing</b> Content is framed in a way that makes it resonate with users, i.e., “Giving back to a loyal fan base,” “Helping Brazilians find the perfect home,” or “Helping people give up tobacco for good.”</p>	<p>information about the project. The graphic itself links to a full case study.</p> <p><b>Showcasing success</b> Case study teasers summarize product success, engaging and compelling users to click on large graphical buttons. Icons also incorporated and used to symbolize awards received, or other forms of recognition/succ</p>	<p><b>Client-focused</b> Services are positioned in a way that puts the client’s needs first: “We help you map and make meaningful connections with your customers,” “When you work with Adaptive Path, you become part of the community.”</p> <p><b>Storytelling</b> Adaptive Path tells a story of how its UX services began and transformed into what it is today: “The very qualities that</p>	<p>and video content.</p> <p><b>Smart messaging</b> While this site lacks the client-focused, engaging content employed by other competitor sites, Smart Design does make good use of strategic messaging. For example, on the area of the site where previous work is being showcased, the header reads “Big ideas brought to life.” Another example of this is the bolded header</p>	<p>page. Each page contains specific services offered under the umbrella of that overarching service category. Specific service pages include content that qualifies the overarching service category, as well as the individual services represented within each category. For example, within the Experience Strategy service page, subcategories including</p>



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<p>site to support Rosetta's mission.</p> <p><b>Client-focused</b> Services are positioned in a way that puts the client's needs first: "Discover why <i>you</i> need to reprioritize <i>your</i> customers," "Learn how we can unlock <i>your</i> competitive advantage," "Connect with experts who can help <i>your</i> brand lead with engagement."</p>	<p><b>Client-focused</b> Services are positioned in a way that puts the client's needs first: "How Can We Help <i>You</i>?"</p> <p><b>More is more</b> Unlike the other sites, which employ a "less is more" approach when presenting services, Blink provides extensive information on the services they offer, designating a specific page to each service.</p>	<p>ess, e.g., "Chefs Feed: Offering expert food advice from the best chefs in town," "2012 App Store 'Best Of' List," "2012 Webby Ratings, Guides, &amp; Reviews."</p> <p><b>Collaborative</b> Language suggests that the relationship between Cooper Design and the client will be a partnership. Instead of saying "We will help you," Cooper Design says: "Work with us."</p>	<p>made us first in our field keep us ahead of it today. The beliefs that define us, guide us." That story is then connected back to the client: "You choose the journey. Our team guides you to success." The theme of the client's "journey" to a better UX is included throughout.</p>	<p>introducing Smart Design's approach: "We always consider why, before deciding what to do and how to do it."</p>	<p>Experience Assessment, Experience Planning, Experience Envisioning, Experience Management, all include specific content that qualifies that specific service. Main service landing pages also include links to related case studies, where services are quantified.</p> <p><b>Reinforcing Brand</b> Content overtly reinforces company brand</p>



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						by reimagining strategic approaches to design problems, and by branding those approaches, such as “frogMob,” a type of design research where people around the world submit pictures from moments in everyday life.
Keywords	Intelligence, Technology, Experience, Consumer Products and Retail, Technology and	User Research (card sorting, contextual interviews, diary studies, field research, surveys, task analysis),	Research & strategy, design exploration, product vision, visual design & branding, prototyping &	Experience strategy (envisioning the future experience), service design (creating the	Insight (cultural insight, femme den, experience insight, system insight), Strategy (business design, experience	Growth strategy, experience strategy, product and service design, product realization, tools, disciplines,



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Rosetta	Blink	Cooper Design	Adaptive Path	Smart Design	Frog Design
Telecommunications, Healthcare, Financial Services	Design Services (content strategy, information architecture, interaction design, product ideation/strategy, prototyping, visual design), Usability Testing (Baseline experience testing, eye tracking, out-of-box testing, prototype usability testing, remote usability testing, RITE testing, UX reviews, usability labs).	development, training & mentoring	customer journey), digital product design (planning and designing digital experiences), training & education (equipping organizations to transform).	strategy, capabilities development), Design (product experience design, service experience design, disciplines: Interaction design, industrial design, innovation engineering, communication design, design prototyping, design research), Realization (product development, digital realization, business realization)	Frogthink, Frogfocus, futurecating, Frogmob, Frogimmersive, Frogfilm, interaction design, visual design, industrial design, design research, design technology, copywriting and technical writing, mechanical engineering, film and motion, software engineering, functional assurance, quality assurance, solutions architecture, strategy, program



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## Labeling

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					management
Labeling is clear and engaging: “Why Engagement,” “How We Get it Right,” “Who We Do it For.”	Labeling is clear, engaging and actionable: “See How We Do It,” “See Our Work,” “Read Our Blog.”  Certain client-focused labels are employed throughout the site, including “How Can We Help You” button, which is present on each individual service page.	Labeling is clear, engaging and actionable: “Work with us,” “Our Approach” header used to introduce approach and lead into services.	Clear, direct labels, such as “Experience Strategy” and “Service Design,” are used to introduce services. Users can hover over these labels to reveal an additional line of content that offers a more creative overtone to the literal service label.	A “New Business Inquiries” button is present on each of the main services landing pages.  Labeling is straight-forward and further qualified by supporting content. For example: “Strategy” and the content that follows: “Creating the path to future success.”	Labeling is straight-forward and further qualified by supporting content. For example: “Tools” and the content that follows: “How We Get Things Done.”





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## Layout

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Content, including written content, pictures, quotes, etc., is arranged vertically. As users move through page content, they are guided through Rosetta's story of success. Case studies are presented in a grid format.	Services are presented in a list format beneath main service categories. Within the "Expertise" area of the site, a local navigation including all services allows users to easily move through all service pages. Individual service pages contain an image, an overview of that service, links to blog posts related to that service, and a button directing users to a contact form.	Services are presented in a grid format with graphics. Case studies are presented vertically with a large graphic representing each story. Graphics contain an overview of the case study, compelling information pertaining to the case study, and a link to the full case study.	Content, including written content and pictures, arranged vertically. This layout invites users to explore different areas of the site as they scroll through content. Content specific to services is presented in a grid format with graphic icons.	Overview of service offering, services approach content, and showcased clients are all laid out in a grid format.  Specific service pages include written content, video, and pictures, as well as a button, which directs users to contact Smart Design.	Main services page is arranged vertically, allowing users to scroll through an overview of the overarching service categories, tools and disciplines employed by Frog Think. Large, engaging pictures and short blurbs of text are used to give users a snapshot of the content contained within specific service pages. Individual service pages are laid out in a grid format.

## UX Storytelling

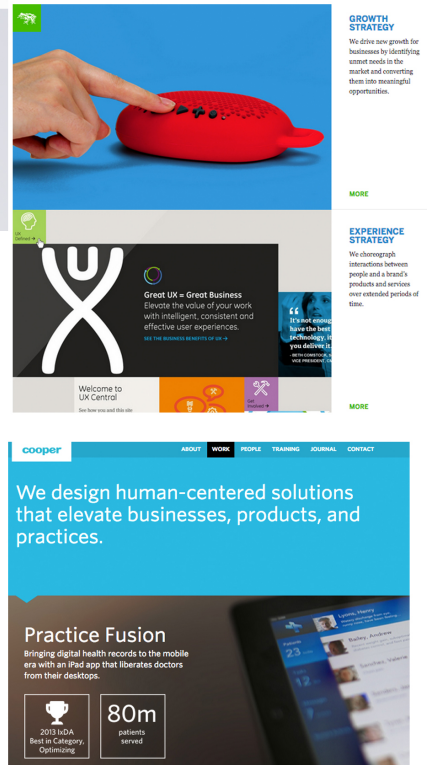
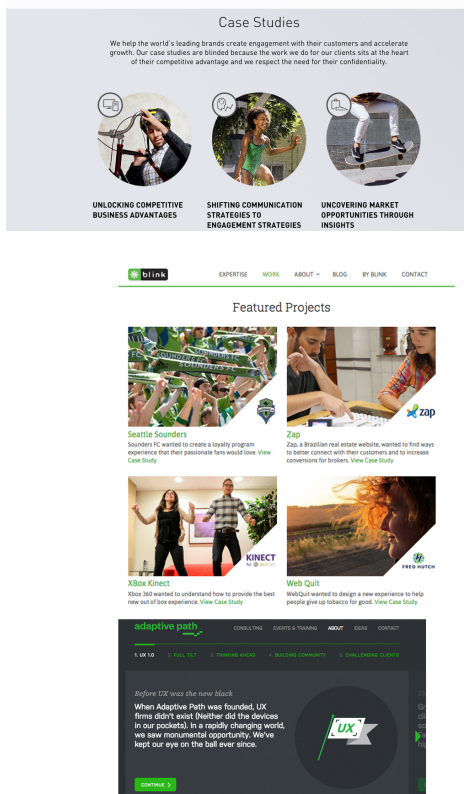
Competitors are telling a story with their UX services. When it comes to marketing a specific service, they do not focus directly on the service, but instead speak to the peripheral.

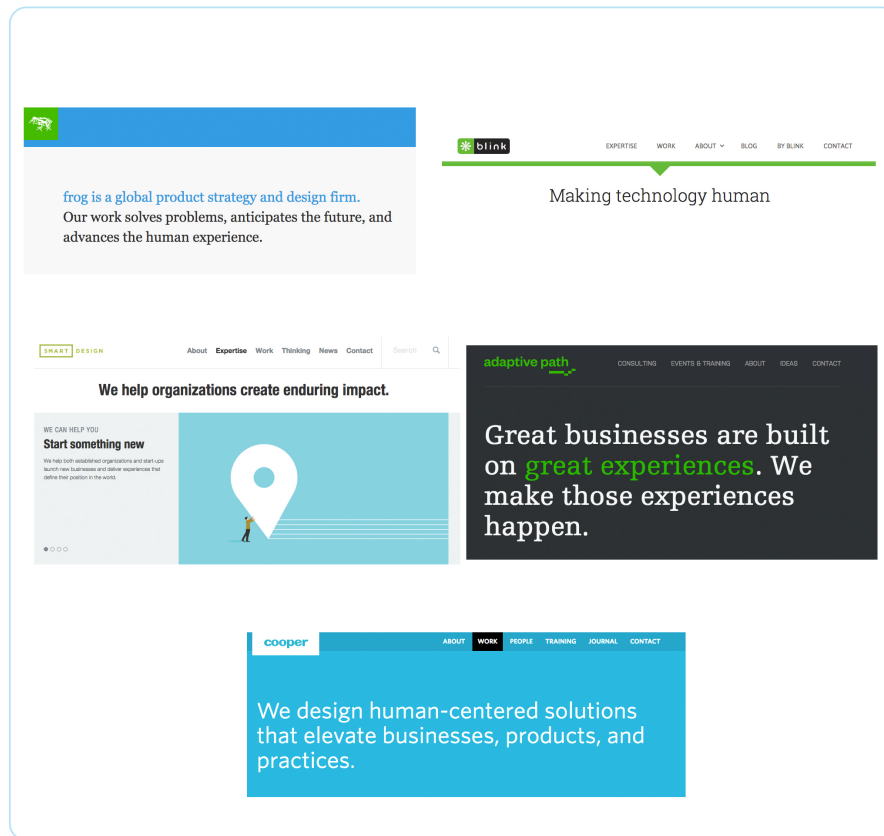
When marketing your services, ask yourself:

1. How does this service help clients?
2. What are some success stories that we can highlight when talking about our services?
3. Are there any powerful images or quotes that we can incorporate into our presentation?

Competitors are promoting a culture of exploration on their sites with long, scrolling content that guides users through their service offering in a compelling, creative way.

### ROSETTA





## Short, impactful language, solution-focused, client-focused

Competitors are using short, impactful language across their sites to communicate a solution-focused, client-focused agenda. This content strategy is critical as it imparts on users the importance of their business and defines end goals to be achieved by the design company. Many competitors also emotionally frame their content to give it more punch. Examples of these different content strategies are included below:

### Solution-focused content:

“Great businesses are built on *great experiences*. We make those experiences happen.” – Adaptive Path

### Emotional framing:

On the Adaptive Path website, directly beneath the solution-focused content referenced above, is a picture of a mother and her young daughter using an obscured interface. This image communicates the social and emotional implications of a good experience with a product.

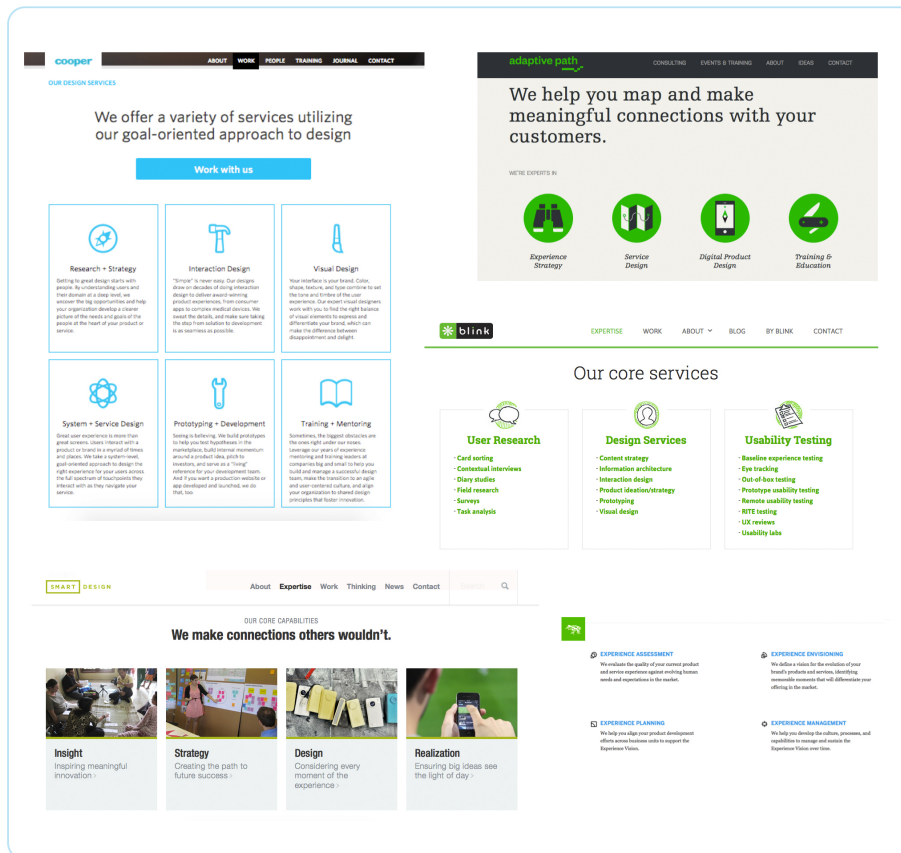
### Client-focused content:

“Discover why *you* need to reprioritize *your* customers.” - Rosetta

## Short and sweet labels (with artsy qualifiers), and grids galore!

The majority of competitors are describing their service offering in terms of overarching service categories. Category names are typically composed of one to two simple words describing a general aspect of the product development process, such as “Experience Strategy” or “Service Design.” These broad categories are then qualified with additional content, including short, playful language that summarizes category content, i.e., “Orchestrating and enabling a successful customer journey” (Service Design).

Services are typically presented in a grid format, and are frequently presented with icon or graphic images to support the user’s understanding of that particular service category.



## Going forward

Based on the findings of this competitive analysis, IdeaBase should consider grouping services as follows:

Discover	Design	Refine
Let's get to know your customers to find out what makes them tick!	Together, we can create a design that anticipates your customers' needs.	Let's take a closer look at your existing design to make it even better.
Competitive Analysis	Content Strategy	On-Site Usability Testing (Incl. Eyetracking)
Surveys	Information Architecture	Remote Usability Testing
Interviews	Interaction Design	Device and Performance Testing
Personas	Visual Design	
	Prototyping	
	Product Development	