

## Competitive Analysis

# Creative Kidz

**Team Members:** Hanna Hartford, Nick Labate

**Date:** October 24, 2018

## Summary

*In general, what worked and what didn't*

- Offering enough information without being overwhelming. Keep site clean and organized by tabs and drop down menu. Don't add too many features on a single page, but also don't have only text that looks boring. Balance of images and information. Have clear contact information.
- 

## Competitors Evaluated

*List 3-5 competitors, their URLs. descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.*

1. *Small Steps, Big Strides:* <http://www.smallstepsbigstrides.com>
  - a. Provided a lot of information organized by multiple age groups, facility information with pictures, and links to forms to request more. Easy to navigate with tabs at top that remained on screen with every new page. Quick links tabs also remained on every page, i thought this was repetitive because all the links could be found on nav bar, but could be useful. Colorful images, theme matches the organization- child care.
2. *Tots Landing:* <http://www.totslandingdaycare.com>
  - a. Boring and bare looking. Simple short text, not very much info at all. Few sentences on each page. One image on whole website. Looks very generic and not welcoming.
3. *Bright Horizons:* <https://www.brighthorizons.com/>
  - a. Bright and colorful site. Has many images depicting children in their care. Navigation at top, has search bar. Has forms for email to get contact information. Has links for family tips, health, parenting articles,



education advice, etc. Very informative and offers many resources. Connects to facebook and other social media.

---

## Navigation and Labeling

*Common labels (terms) used to navigate the sites*

- Programs/Curriculum, Locations, Resources, Employment/ Careers, Staff/Teachers, About us, Home, For Parents, Facility/Center, Enroll,

*Common navigation designs used to navigate and different screen sizes ( drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)*

- Drop down from top nav bar was used for most sites. Worked well compared to sites that only had static tabs, lack of information.
- 

## Content and Features

*What features and types of functionality do competitors offer their users?*

- Nav bar that remained on watch page seemed to work on some websites, offers movement and easily can find more info without changing pages or returning to home page multiple times while browsing. Links to social. Contact at bottom of site. Forms to enter email to get additional info or enrollment info.

*What types of content is available on the sites?*

- Child care curriculum, different programs offered, food options, age ranges/differences in care, background on staff, mission/ vision of child care, Enrollment and cost, why choose this child care.

*What content is missing on the sites that would be helpful.*

- Reviews would be helpful to potential parents.
  - Current parent testimonials and feedback could offer potential clients more insight into the child care
- 

## Voice and Tone

*What is the common “voice” of the competitors (friendly, serious, helpful, excited, boring)*



- We chose a small daycare (Tots Landing), a medium-sized daycare (Small Steps, Big Strides), and a large daycare with international locations (Bright Horizons). The voice of each daycare has some connection to how large each daycare is.
- The common voice of all childcare services was helpful, caring, and guiding.
  - The daycare voice was targeted towards parents
- The Tots Landing's voice and tone seemed the most unrefined. They were lacking information, and in that, also lacking a clear voice. The website is sprinkled with words such as "loves" and "cares" to demonstrate a warm, welcoming tone. Unfortunately, there is no supporting information to any of their claims, and because of that there is minimal voice and tone.
- Small Steps, Big Strides perhaps has the most refined and clear voice and tone of the three competitors. They make use of contractions, and explain their curriculum in an easy to read manner. They use words such as "passionate," "excellence," and "caring" to demonstrate their passion and effort towards childcare. The tone came off as friendly, helpful, engaging, sincere.
- Bright Horizons has a more professional and serious tone, although their voice is still helpful. Despite Bright Horizons being the largest childcare service of the three, they seemed to have a similar amount (if not less) content than Small Steps, Big Strides.

*Is there consistency in voice and tone across the sites?*

- 

---

## Design Aesthetics and Layout

*What are common design choices across the sites (colors, typography, layout)*

- The most common color used among the three websites is a cheerful, more brightly-lit blue (and green, used for both Small Steps, Big Strides and Bright Horizons). Each website uses this color as a main background color.
- All websites manipulated sans-serif only fonts
- Each website featured a splash image/logo on the homepage (Tots Landing—main image is logo?)
- Navigation bars are centered on the page, and at the top of each page
- There is clear hierarchy between h1, h2, and body copy
- Each website makes use of the drop down menu
- Each website manipulates primaries in some way (use of the color blue most common) and through a combination of color, sans-serif fonts, and images aims for a more friendly and welcoming aesthetic

*How does the design contribute to the usability of the site on various devices?*

- Each website is made responsive for desktop/mobile device/tablet (making an assumption on tablet—only had desktop and mobile device)

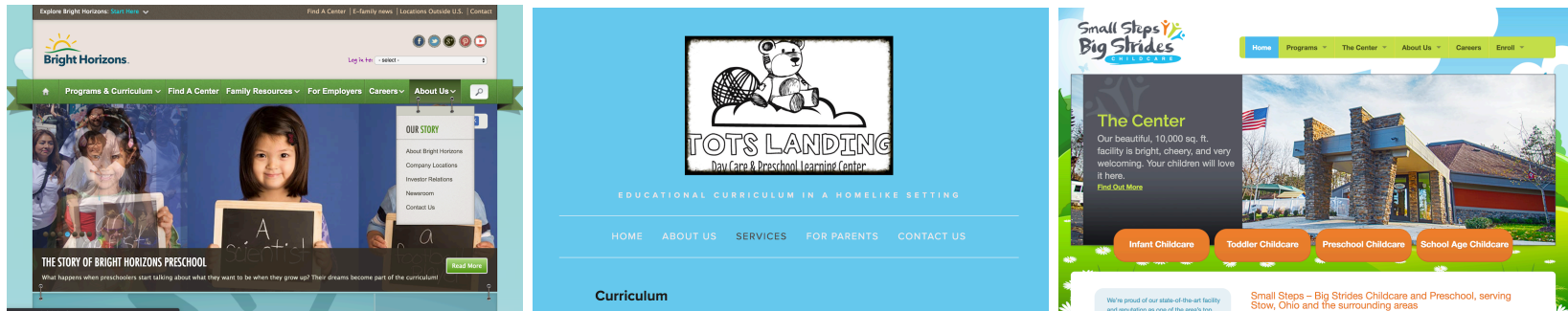


- Small Steps, Big Strides and Bright Horizons seem to have designs that are optimized and carefully evaluated for all devices, while Tots Landing is a template that adjusts

*Which design pieces (patterns) could be utilized on our website?*

- Color use—bright, primary colors
- Use of a large, splash image to immediately draw attention to the mission/feel of the childcare
- Top navigation bar, for ease of use
- Perhaps use of a pattern/texture/illustrative element as a theme across the website

*Show side-by-side screenshots of each website evaluated.*



## Recommendations and Strategy

*Based on the findings above, what top recommendations do you have for your client's website, based on the top goals that they've shared already.*

- Keep features such as static nav bar and email forms.
  - A sticky navigation bar may be helpful as a resource for parents who are exploring the site
- Use bright, sophisticated colors include images from the specific location (not stock photos or clipart), and keep a friendly, welcoming theme while not being too childish
  - The client here is the parent, not the child
- Perhaps make use of serif fonts as well as unserifed fonts for a more friendly and professional look
- Organization—it seems like each website has so much information
  - Although for the most part the information is organized, it looks overwhelming

*Do not include design solutions at this point, just recommendations.*















