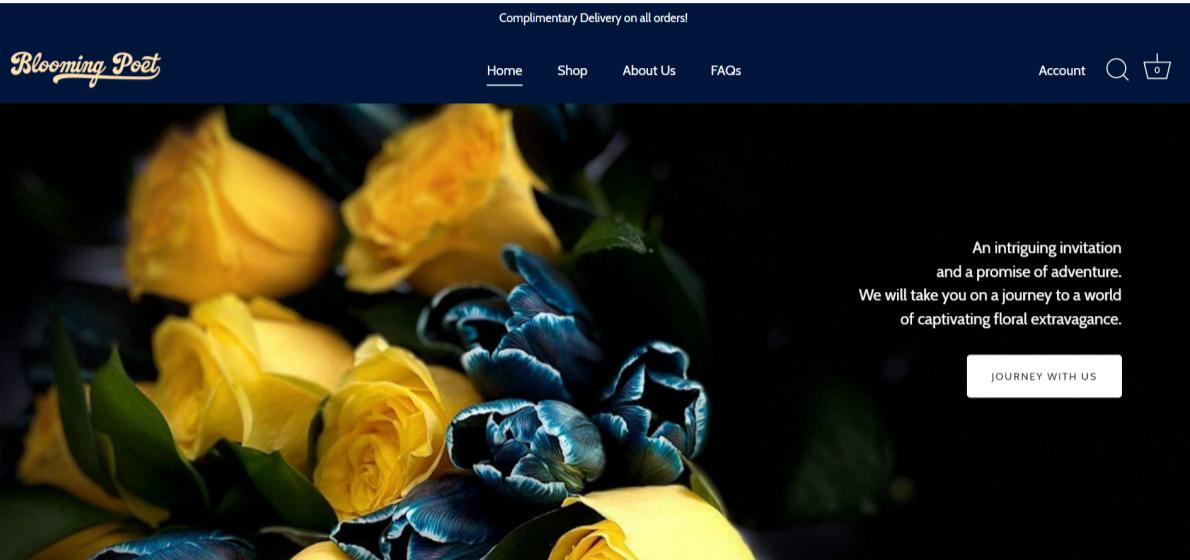
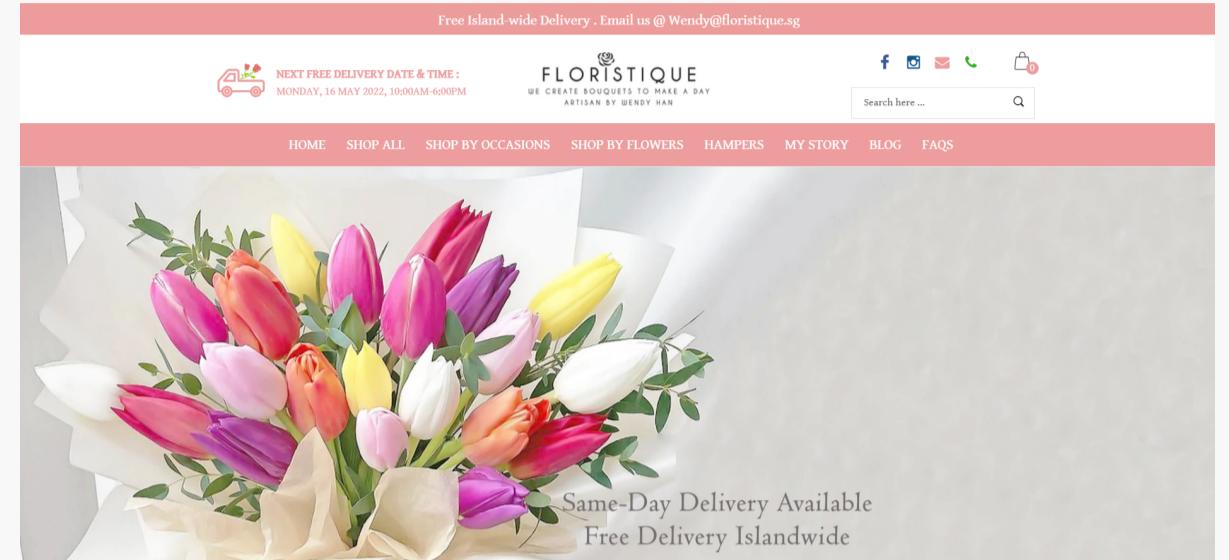


# Competitors Analysis PAGE 1 of 2 PAGES

Website Address:	<p><a href="https://www.bloomingpoet.sg/">https://www.bloomingpoet.sg/</a></p> 	<p><a href="https://www.floristique.sg/">https://www.floristique.sg/</a></p> 
Level of Visual Distinction	<p>Huge focus on the bouquet of yellow and blue flowers which seems to be an association to the brand's colours. Words at the right side will be the second element noticed by the viewers of the website. These sentences communicates high regards of the customer experience through inclusion of the words "adventure" and "journey". As such, this florist seeks to provide not only flowers but also create a wonderful time with them.</p>	<p>Large focus on the brightly coloured bouquet. Website focuses on selling its products to the viewers of the website.</p>
Product Catalogue	<p>Homepage of the website does not show the various products provided, instead category of the different product is seen. Clicking into the different categories shows all of the product in a grid style. Product details such as availability, image of the product, name and price can be seen clearly at a glance.</p>	<p>Various products from different categories can be seen on the homepage of the website. Products from different category is presented in a carousel style.</p>
Navigation	<p>Navigation on the website is straightforward with 4 tabs which brings users to the homepage, shop, about us and FAQ.</p>	<p>Straightforward navigation on the website with 8 tabs which brings users to homepage, shop all, shop by occasion, shop by flowers, hampers, my story, blogs and FAQs</p>
Noncommercial content (content that is not for commercial use, i.e. community good, professional standing, etc.)	<p>Contains few noncommercial contents such as elaboration of their company's philosophy, information on eco-friendly informations and customer reviews</p>	<p>Noncommercial content can be seen within the website such as being features on various popular news outlets and general information about flowers.</p>
How accessible is the site -- <a href="https://achecks.ca/achecker">https://achecks.ca/achecker</a>	<p>Contains little known problems within the website whereby it might cause accessibility issue to some of the users such as having a simpler layout for users to navigate and search for information easily and providing alt text for images.</p>	<p>Contains a large known problems within the website such as missing alternative text, headings and empty links and buttons.</p>

## Competitors Analysis PAGE 2 of 2 PAGES

<p>Browser support -tested on Chrome, Safari, Firefox, a phone browser, Opera and Edge--https://www.lambdatest.com/</p>	<p>The website works well on Chrome, Safari, Firefox, Samsung Internet, Opera and Edge</p>	<p>The website works well on Chrome, Safari, Firefox, Samsung Internet, Opera and Edge</p>
<p>Performance Report- use the Chrome Lighthouse Inspector</p>	<p>The site performs above average which could be better with some improvement regarding accessibility and SEO strategies.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <span>63</span> <span>97</span> <span>100</span> <span>96</span> </div> <p>Performance Accessibility Best Practices SEO</p>	<p>The site performs poorly and improvements should be made on accessibility, best practices and SEO strategies</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <span>12</span> <span>73</span> <span>83</span> <span>85</span> </div> <p>Performance Accessibility Best Practices SEO</p>
<p>Where are their calls to action</p>	<p>The call for action button, "Shop", can be seen on the top middle within the navigation bar.</p>	<p>The call for action button, "Shop All", "Shop by Occasion", "Shop by Flowers" "can be seen on the top middle within the navigation bar. Having the direct link to the webpage for the different categories allow for easier access for the customers.</p>
<p>Are they trying to build an email list with a newsletter sign-up section? Where are their social media icons positioned in the page?</p>	<p>The company will be able to build a email list for newsletter subscription when the user sign up for an account. There is also a newsletter sign-up on the bottom of the website. Social media icons are positioned at the end of the website.</p>	<p>The company does not have an email list for their newsletter. Social media icons are positioned at the top right-hand side of the website and the bottom of the website.</p>
<p>What makes their product or service unique (according to them)?</p>	<p>Luxurious floral design for same day delivery</p>	<p>Cheap and custom exotic floral bouquets along with additional gifts for same day delivery and free island-wide delivery</p>
<p>Amount of social media followers, and if they are actively engaged ? Which social media channels do they use the most? How often do they interact with their following?</p>	<p>Instagram: 1,490 followers, 294 post (2-3 posts/week) Few likes and comments from their followers. However, if there is a comment from their followers, the company will often reply them.  Facebook: 194 followers, 187 likes, 1-2 post/week Few likes and rarely any comment from their followers.</p>	<p>Instagram: 11.8k followers, 595 post (3-4 posts/week) Averaging 100 likes per post and less than 15 comments per post.  Facebook: 10,431 followers, 10.150 likes. 3-4 post/week Less than 20 likes and rarely any comment on each post</p>
<p>Conclusion</p>	<p>The current website is straightforward in allowing its viewers to navigate from one webpage to another to meet their needs. One of the few important improvement the company should change would be putting their email newsletter subscription and social media channels on the top of their website. As such increasing the visibility of their other marketing channels. Overall, I find this website more visually appealing and appropriate to its branding.</p>	<p>The current website is slightly cluttered with various similar webpages for their different categories of product. Such categories can be further simplified through having a filter button for the customers to look at the items which they are interested with. Other than that, the website seems to be easily navigable with their various social media channels, email and phone number immediately visible to the viewers.</p>