Current StyleCAD website : www.stylecad.com
- a general purpose website for StyleCAD
- Goal: target local customers (almost every distributor has their own website for the clients too.)

StyleCAD Korea : http://www.stylecad.or.kr/index.html

3D company in Korea : http://www.clo.co.kr/
- This one is 3D company in Korea and we are working with them to incorporate their 3D with StyleCAD. You will love to check it out.(It is awesome.)

COMPETITORS

1. Gerber : #1 in the world but very old fashioned. It is like an IBM before(big and rigid and no hope) http://www.gerbertechnology.com/

2. Lectra : #2 and from France. Same as Gerber and their software is very difficult to use. They are very fashion oriented company so their website might look better. http://www.lectra.com/en/index.html

3. Optitex : Our real competition from Israel. They have 3D too. http://www.optitex.com/

4. PAD : kind of same as Optitex. A HongKong based company and was borne in Canada. http://www.padsystem.com/

5. TUKA : http://tukatech.com/

6. Autodesk : Would be good to include for design purposes? http://usa.autodesk.com/

One slide for team name, client name, intro stuff
One slide for client needs
One slide for user needs
3 slides for sites used in comp anal (2 for ea. slide)
18 slides for analyze topics (3 for ea. topic)
  -1 for like
  -1 for dislike
  -1 for what we're take away from it / incorporate into our site
(Feel free to not follow this guide- like for nav, maybe a nav comparison of the sites would be good idea.)
Also get screen grabs and make annotations. :]

Brand Projection:

Like:

Gerber Tech- The blue color scheme of Gerber Technology's homepage, along with the sharp lines, simple deliver the connotation that they are a professional corporation that is expected to be a global player in the CAD Systems market. There are no "tricks up their sleeve," as what you see is what you get. (brand1.png)

autodesk- The appeal of Autodesk is to come off as sleek, informative yet clean. Autodesk excels in doing this by providing an edgy brand that is everything a serious corporate website should aspire to look like. (brand2.png)

Dislike:

lectra- Lectra attempts to be edgy, but unlike Autodesk- their appearances are more childish in nature, almost like a cartoon for a young audience.

opitex- Opitex's website shows little effort to convey a brand. Their designs are out of date and unattractive.

PADsystems- PAD Systems has a lack of branding. Their site looks like a spam site- one you want to leave quickly out of fear of getting a virus. Material is vaguely styled. Pictures are not thematic in any way. (brand3.png)

See why our technology is considered a "must have" by fashion designers ranging from perennial heavy hitters like Hugo Boss and Tommy Hilfiger to leading up and comers like Zorana Kozomara.

Sportswear   Menswear   Kidswear

Underwear   Womenswear   Workwear
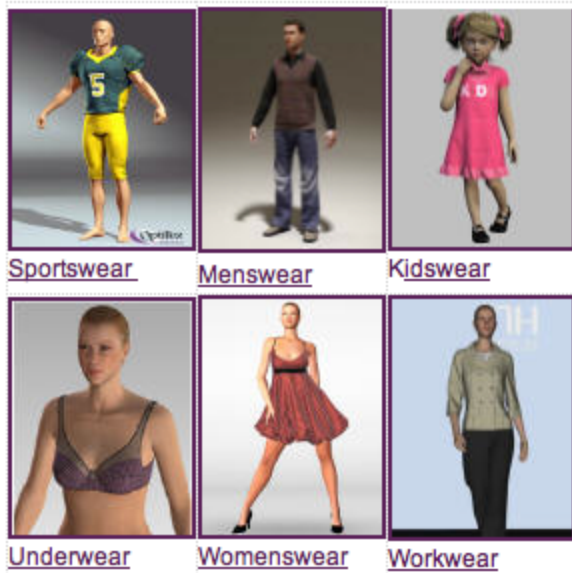
Follow the link for a partial list of customers in the Fashion and Apparel Industry

OptiTex 3D Visualization

tukatech- TUKAtech attempts to employ a clean and simplistic brand but it fails to come across as attractive as the content is messy and the styling is too flat. (brand4.png)

pad SYSTEM™ A genuine multiplatform pattern & marker making software for apparel industry

English

Home   Products   Support   Global Network   Partners   News   About Us   Contact us

Download Trial Version

Plug-in

PAD's open architecture supports any plug-in to further enhance the functionality.

Input Utility

Products

▶ PAD Pattern Design
▶ PAD Marker Design
▶ Plug-in

PAD Digitizer Manager

An input utility to digitize pattern pieces, tightly integrates with PAD Pattern Design for further pattern

What to take away: We should aim to make StyleCAD sleek and condensed in appearance while remaining professional with corporate and global attitude. Drawing inspiration from both Gerber Tech and Autodesk (brand5.png

GERBER TECHNOLOGY

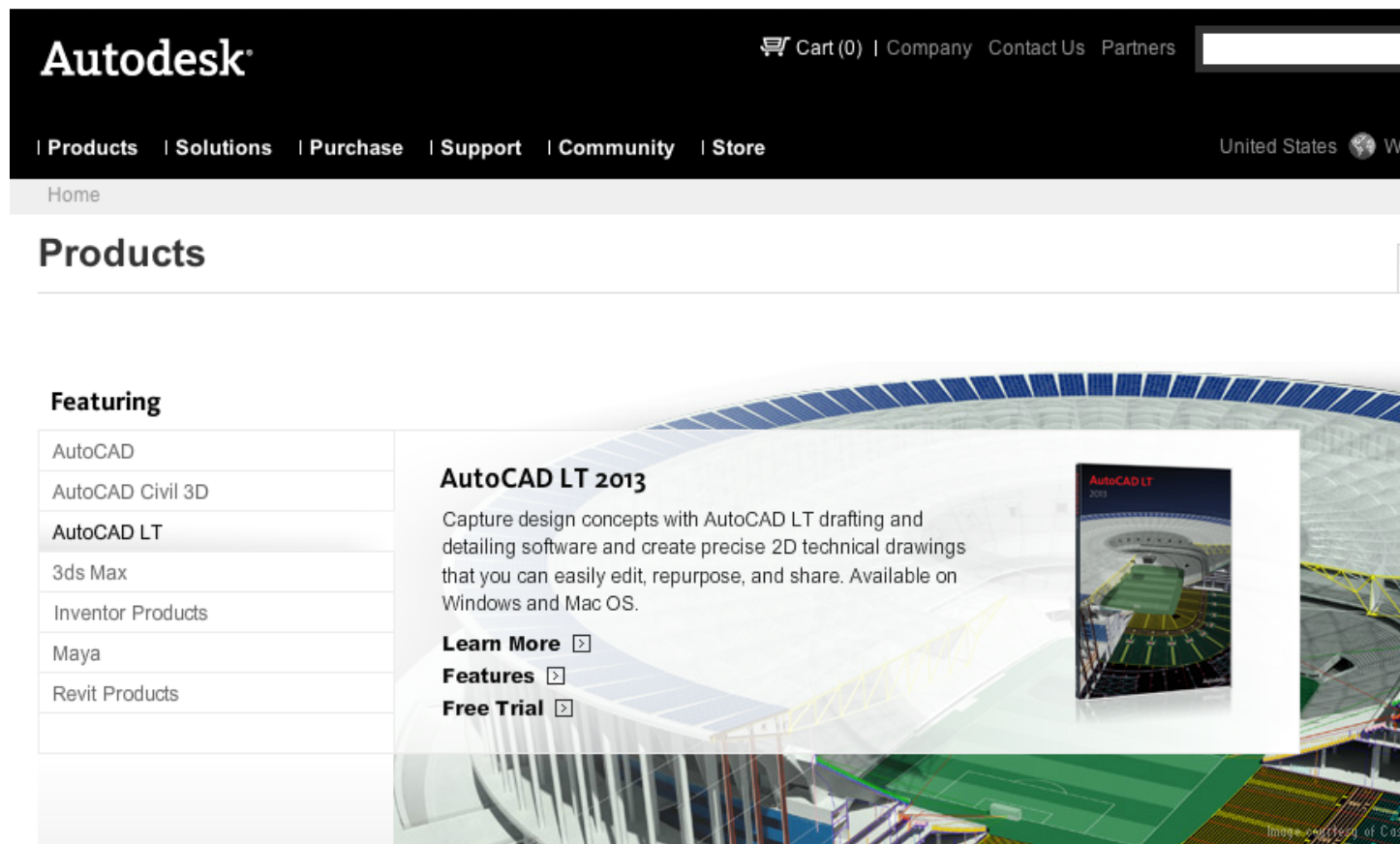Home   Solutions   About Us   News   Customer Support   Careers   Contact Us

brand6.png

Site architecute:

Like:

Lectra- Lectra has a relatively simple navigation setup where information is organized by topic. What is appreciated is the left sidebar nav on sub pages with extra buffer info on right. Helps deliver added information about the company and their goals. (sitearch1.png)

Autodesk- Site architecture is well manufactured, information is sorted well, and further sorted into sub-categories that are distinguishable. The architecture of the content is not overwhelming with. (sitearch2.png)

Dislike:

Gerber tech- Information architecture for gerber Technology is very restricted. This gives the impression that there is little information available. But after spending time exploring the site, one learns there is a large amount of content to browse. Info needs to be spread out and organized in a more friendly way. (sitearch3.png)

Opitex- Opitex has a poor architecture of content, very disorganized. Similar navigation elements contain different sub categories, impairs recognition and recall.   (sitearch4.png)

What to take away: Content for StyleCAD needs to be condensed to show fewer words and well organized. As of now, StyleCAD fails to do this, which makes their site look unattractive and out of date. This is drawing inspiration from Autodesk and Lectra's sites.(sitearch5.png)