

Competitive Analysis Template

Use this template as a guide, but feel free to add your own content or formatting.

Team Name: Competitive Analysis

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Summary

What you did

In general, what worked and what didn't (summary of findings below)

It was easy to come up with the information when evaluated the competitor's, but the main difficulty for me was when I was asked about the features of the website. I do not know the exact names of specific features and it then made it difficult for me to come up with new ideas for the Buckeye Bed and Breakfast's website. I also found it difficult to explain the navigation of some websites because I do not have a great understanding of the correct terms to use yet.

Competitors Evaluated

List 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.

Red Maple Inn - This bed and breakfast was chosen because of the website's overall design. The design appears to be from the early 2000s that has not been updated since. The content on the page is displayed in a well organized order, but the look and feel of the website is outdated. This website was not responsive.

<http://www.redmapleinn.com/>

The Mill House - Of the websites that I researched, this website had the strangest layout. There was a lot of information on each of the tabs, but it did not have a well-thought out design. It was somewhat responsive as well.

<http://themillhouse.com/>

Whispering Pines - This website was selected because it had the one of the most updated designs of the five I researched. The website had a nice layout that made the information easy to read. It was also a very responsive website.

<https://www.atwoodlake.com/>

Willow Brick Red - The website offers good information about the bed and breakfast, but it was also the most outdated of any of the websites I looked at. Instead of having a typical tab bar on the top of the page, they have a tab selector on the right hand side shaped like a map. The website is not responsive as well.

<http://www.willowbrooke.com/>

Clifford House - The Clifford House website had the best, most updated design by far. The website was beautiful with many animations throughout and a very nice navigation bar along the left hand side. The pictures were really about to show off the property since they took up most of the screen as well. One of the best parts of the website was how they were still able to provide a lot of information on the page with such large images. The website was also very responsive.

<http://www.cliffordhouse.com/>

Navigation and Labeling

Common labels (terms) used to navigate the sites

Home, Our Rooms, About Us, Contact, Blog, Reservations, Policies, Activities/ Attractions

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 menus, button to go to the top of the page, reservation button, contact button, image slideshows, view all rooms button, activities button

You want to format the documentContent and Features

What features and types of functionality do competitors offer their users.

The websites offer contact information, a one-click reservation button, an option to join the bed and breakfast's mailing list, images of the location, a map of the location, and reviews of their place.

What types of content is available on the sites.

The content that is available includes images, contact information, history of the location, activity options, and reviews.

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

add the logo

Some content missing includes smoother navigation, updated websites, responsiveness, and more information about specific rooms.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)

Each competitor's voice seems to be friendly, serious, and very businesslike. Some of the competitors, specifically the websites who are not recently updated, have a more bland and boring tone.

Is there consistency in voice and tone across the sites?

Yes, the websites do offer consistency across their websites when it comes to tone. The websites that appear to have been recently updated have a voice that changes from page to page depending on the page's content.

Ohio University

Common voice throughout the website is helpful, but boring. The homepage for Global Opportunities is more upbeat and inspiring (not consistent with the rest of the site).

Design Aesthetics and Layout

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

Typically, each website has a tab bar across the top that gives different options for pages to view. All of the websites have a color theme throughout that makes sense with their branding. It matches their logos and sets a tone for the rest of the site. Many of the websites share the option to scroll through images of their location. They each had general information on the homepage and offer more information through links of the page. Each site also has buttons throughout the content on the page to make a reservation for their bed and breakfast.

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

The newer websites do a pretty decent job of usability on other devices. Specifically, their websites will be easy to use on mobile devices since they are very responsive and do not have a fixed width and height on the page, like the older websites. The older sites do not do a good job at all at displaying information on other devices. They were meant for a computer screen and only a computer screen.

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

Our website could take many general ideas from the competitors. First, we could have our contact information at the top of the page like some of the others. This would offer the customers the ability to find a way to contact us without searching through the entire website. It may be a good idea for us to put our social media account links on the page as well. We could also use the typically way of displaying tabs along the top of the page, or create a more responsive version like the Clifford House website with the tabs being on the side once you click on a button. Lastly, it may be a good idea for us have an image slideshow on our webpage to present our customers with tremendous content up front. This may allow our customers to be further intrigued into our bed and Breakfast.

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

CLIFFORD HOUSE

CLIFFORD HOUSE

Private Home Bed & Breakfast

BOOK NOW 

OUR ROOMS

OUR HOME

REVIEWS

OUR POLICIES

CONTACT

BOOK NOW



Welcome to
Clifford House
Private Home Bed & Breakfast



Your home away from home
in
CLEVELAND, OH

Take A Scroll



GIFT CERTIFICATES

RESERVATIONS

CONTACT

888-OH-MAPLE

HOME

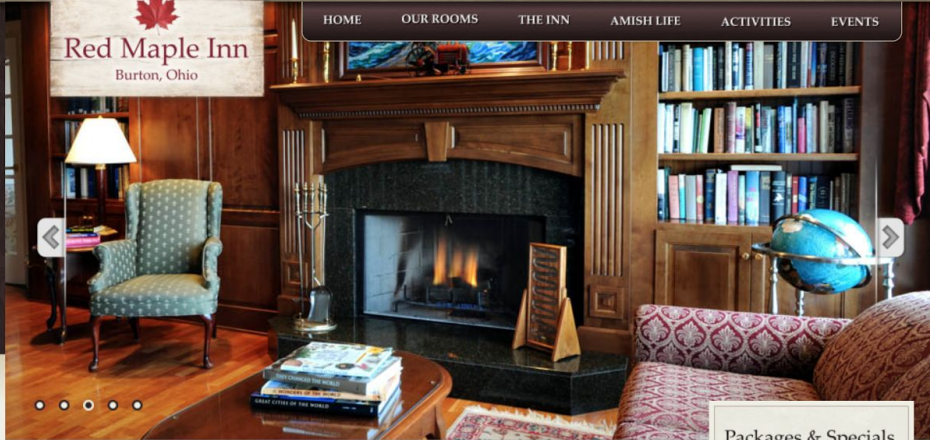
OUR ROOMS

THE INN

AMISH LIFE

ACTIVITIES

EVENTS



Welcome to the Red Maple Inn



Our unique [Amish Country](#) Ohio bed and breakfast is a peaceful destination for rest and relaxation that you will never forget. Overlooking the rolling farmlands and forests of Geauga County, you can enjoy a complimentary hearty Amish breakfast and visit a vast array of one of a kind shops and attractions. The Red Maple Inn is

Packages & Specials
[▶ click here](#)

Recent Blog Posts

▶ [- Red Maple Inn Amish Tours -](#)



Watch our Commercials

View the Rooms

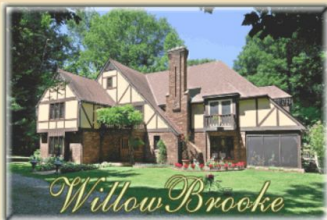
Make a Reservation



WillowBrooke Bed 'n Breakfast



English Tudor Manor House



Secluded Central Ohio Bed and Breakfast, an Elegant English Tudor Manor House down a tree lined lane ¼ mile into the woods shared with the deer, raccoon and our own free roaming peacocks. We are located far enough away from the hustle and bustle of the city to feel like you have traveled to a distant place yet are close to many points of interest or just escape for a retreat. And for the total recluse is our separate two bedroom Cottage In The Woods at WillowBrooke.



Check Availability
Make Reservation

WillowBrooke offers generous size rooms with queen size bedding and suites with king size bedding. Other amenities include featherbeds, Jacuzzi tubs (suites with two person Jacuzzi tubs), romantic candlelight, in room fireplaces, free in room Wi-Fi. A full breakfast is served. Enjoy the roofed five person outdoor Thermospa hot tub open year around. See room descriptions for complete details.



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.

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

I recommend that we create a website that has an updated look and feel, has large images throughout to catch the customer's eye, and has your social media links and contact information. It would be best for the website to have a flat design like most newly created websites nowadays. It should also include animations throughout that catch the eye of the customer. I also recommend that we make this website responsive. By doing so, customers on mobile websites can view the same information, but in a cleaner way.