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# Team Name: Competitive Analysis

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## Summary

I looked at 5 different Veterinarian websites within the Northeast Ohio area and compared them to find a successful way to treat our website. After reviewing these competitors websites I found it is helpful for the user to have a simplistic design to navigate the content easier. Including fun and interesting imagery is a good way to keep the user engaged and give a friendly tone. Organizing the information into a strong hierarchy really helps guide the user through the site and makes it easier to read the content in a more visually appealing way.

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## Competitors Evaluated

### Stow Kent Animal Hospital / Portage Animal Clinic
http://www.wetreatpets.com/
This site is a stark website with very little hierarchy in the type. The logo they display is a little pixelated. They are poorly incorporated colors into the design to guide the viewer. The navigation bar has a lot of options within each tab which is a little overwhelming to a user. This was given from the client.

### Memorial Animal Hospital
https://www.memorialanimalhospital.com/
This site is very simple with a soft color palette except it is not very inviting. However, the information is easy to navigate through and there is not a lot of information to distract me. This was given from the client.

### Buckeye Veterinary Clinic
https://buckeyevetclinic.com/
This site works really nicely as it is very inviting and is sectioned off with colors and blocks so I can quickly look through the page to see what I need. There is a lot of imagery being used to

make it feel more friendly as well. The navigation is nice and simple for the user to find exactly what they need and it has great movement with it. This was given from the client.

### Twin Lakes Vet Hospital
https://www.twinlakesvethospital.com/
This site is pretty plain but uses really great imagery as a hero slideshow. The nav bar is nicely handled and it is easy for me to find what I am looking for. This site is a lot like the Buckeye one but not as clean. This was given from the client.

### Brunswick Animal Hospital
*https://ohiopetvet.com/locations/brunswick-animal-hospital/*
This is my pets animal hospital in Brunswick, OH. This site is filled with information and difficult to navigate through. The name of the veterinarian is not in the nav so I wasn't sure if I was on the right website till I really had to look for the name within the body. Few of the nav links work and when you are on a different page than the home the name of the place is completely missing. They start using block shapes to section things on the homepage but don't continue that anywhere else.

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# Navigation and Labeling

*Common labels (terms) used to navigate the sites*
- Services
- About us
  - Location
  - Our Staff
- New Clients
  - Request appointment
  - Take a tour
  - What to expect
- Pet health
  - News
  - Pet health library
  - Pet health checker
  - How to videos
- Shop online
- Contact
- Home
- Payment options

Simple navigations were used in all of the websites most including secondary tabs within the nav. This helps the views fine tune exactly what they need. Some of them were animated when hovering. All the navs sat along the top of the page and moved with the scroll.

## Content and Features

*What features and types of functionality do competitors offer their users.*
The competitors offer making appointments online. Lists of their services with in-depth details. Information about location and who they are as a company including staff. How to videos which could be very helpful tips for pet owners.

*What types of content is available on the sites.*
A pet health library and checker is available which lets you filter the content to exactly what kind of pet you have this lets you know the state of your pet to get immediate feedback.

*What content is missing on the sites that would be helpful.*
Need to find hours of operation easier. Organization of pages past the home page—many have fine home pages but once in the nav tabs it is just text formatted and it makes it difficult to find what you're looking for.

## Voice and Tone

*What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)*
Most of the competitors voice seems very serious and unfriendly. The pages are plain and not very inviting and I don't want to read what it says because of it.

*Is there consistency in voice and tone across the sites?*
All the sites seem to a voice of seriousness but trying to be happy and helpful.

## Design Aesthetics and Layout

*What are common design choices across the sites (colors, typography, layout)*
Light blues and reds are common colors used however, I don't think these are good choices. Something brighter and vibrant would work to show excitement in the company. The more

successful sites are using sans serif fonts. Lastly, most of them have a nav along the top and the contant falls evenly centered beneath it.

*How does the design contribute to the usability of the site on various devices?*
Not all the sites are responsive but the ones that are turn the nav into a 3 bar toggle and the content shrinks and scales inward.

*Which design pieces (patterns) could be utilized on our website?*
I like the set up of the Buckeye site and I think organizing it into sections and separating it with images and color works well. Having strong photos makes the site much more friendly.

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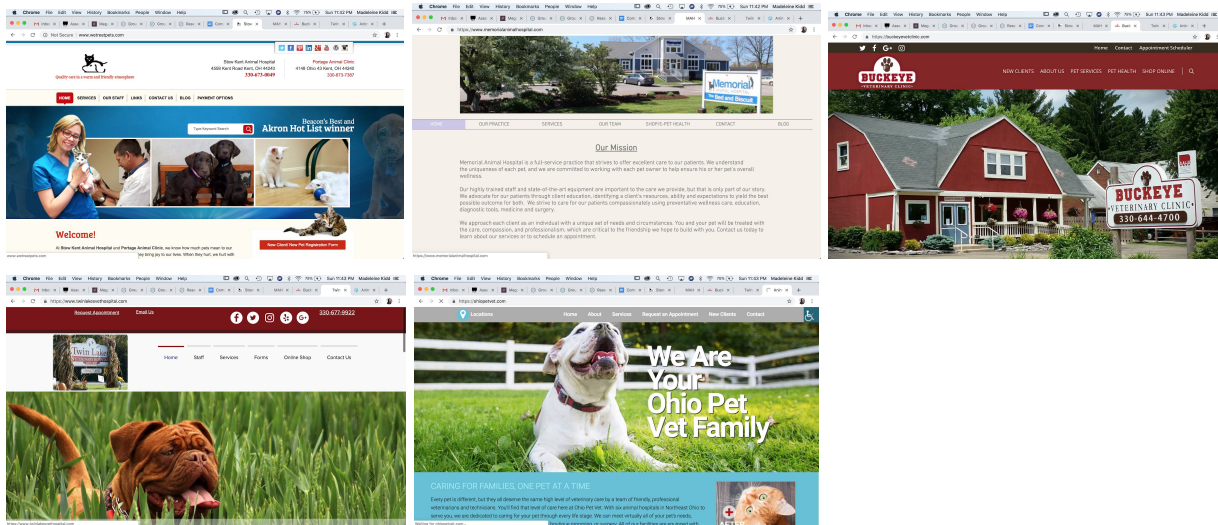


# Recommendations and Strategy

*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.*
I think incorporating bright colors and using blocks to separate the content will work nicely for the website. Having a simple navigation bar will help the viewer find exactly what they are looking for without being overwhelmed.

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