Competitive Analysis Template

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

Team Name: Chop Shop

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Summary

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

Worked:

1. Contained a strong concept;
2. Good color system;
3. Has a strong point what can target a group customers.

Didn't work:
1. The imagery or layout is unattractive;
2. Images won't load;
3. Hue is not uniform;

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.

1. Gentlemen-barberclubs: http://gentlemen-barberclubs.de/
   ● This website contained a strong concept.
   ● Focus on man's haircut

- Interesting background image that divided each section

2.Paul Mitchell: https://www.paulmitchell.com/
  - Very attract home page

3.Etch Salon: http://etchsalon.com/
  - The home page has video as background

4. Lavish Salon: http://lavishsalon.ca/
  - Hover mouse on the photos could change them from black white into color

5. Y-chrome: http://y-chromebarbering.com/
  - Simple layout;
  - Simple Logo;
  - Target male customers directly.

Navigation and Labeling

Common labels (terms) used to navigate the sites
  - About us
  - Our service
  - Our stylist
  - Contact

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

Content and Features

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

What types of content is available on the sites.

- View stylist
- Own story
- Contact information
- Link to social media
- Price list
- Product

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

- Adverts and littering pages with promotional messages
- A jumble of fonts, messages and colors

Voice and Tone

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

Is there consistency in voice and tone across the sites?
- Serious
- Heavy color

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)
- Most use black and white as primary color
- Use one or two color to highlight some area
- Huge image

How does the design contribute to the usability of the site on various devices?
- Each section is clear in various devices
- Nav become burger icon when get into small device

Which design pieces (patterns) could be utilized on our website?
- Navigation
- Video in the home page

Show side-by-side screenshots of each website evaluated.
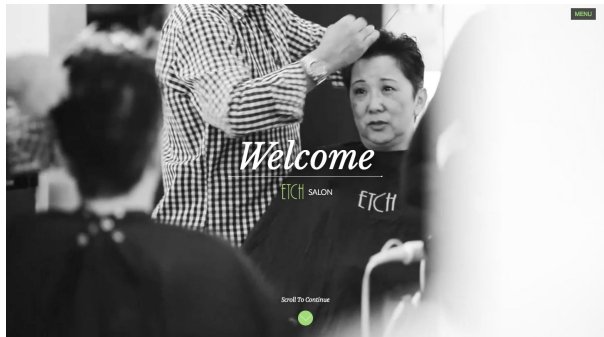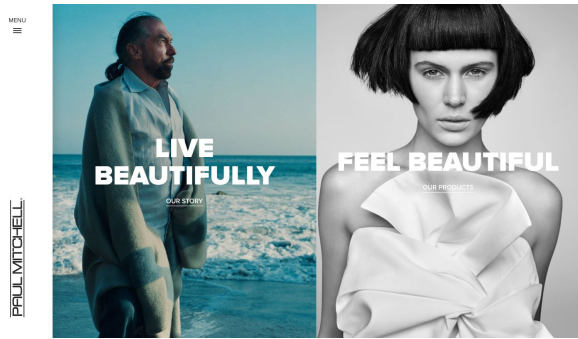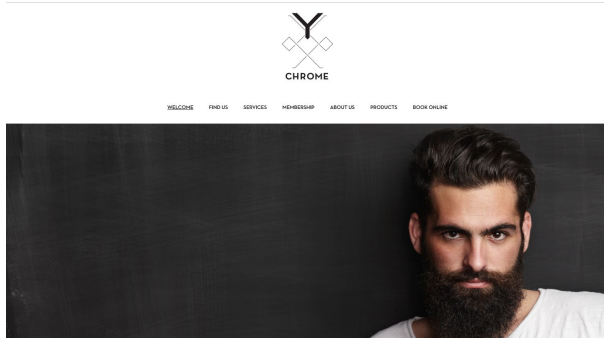
Recommendations and Strategy

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.

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

- Don't be stale and downright dull.
- Use headings to highlight important topics.
- Numbering and bullet points break up blocks of heavy text and make it easier to scan.
- Keep it airy with plenty of white space and easy on the eye.
- Use striking imagery to grab attention. Videos too if you have them.
- Make it simple for visitors to navigate around. Tempt and tease them to explore your website to discover what your salon has to offer with cross navigation and links.