

Part 2 - Competitive Audit Report

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1. Competitive audit goal(s)

Compare the user experience of competitors' websites and mobile apps.

2. Who are your key competitors? (Description)

Our direct competitors are (removed salon name 1) Salon and Day Spa, a full-service salon in the (removed town), IL area, and (removed salon name 2) salon and Spa, a full-service salon in the (removed town), IL area. Our indirect competitors are (removed company name 1), an online warehouse of skincare products including (removed skincare line) products, and (removed company name 2) a online and in-store retail department that sells skincare including (removed skincare line).

3. What are the type and quality of competitors' products? (Description)

(Removed salon name 1) and Day Spa offers high-end quality services. Their website had a quick load time and was interactive, fun, and aesthetically pleasing. However, they were lacking vital information such as technician bios, pricing, and online scheduling. Their footer was also difficult to read due to the color and font choice.

(Removed salon name 2) Salon and Day Spa offers high-end quality services. Their website had very detailed information and included everything a customer would want to know. However, the amount of information was overwhelming and impacted their load time.

(Removed company name 1) is an online warehouse that carries multiple skincare lines including (removed skincare line). Most items are reasonably priced and sold through the distributor's store at retail value. (Removed company name 1) has an outstanding website and mobile app.

(Removed company name 2) is an online and in-person store with multiple locations globally. They offer various skincare lines including (removed skincare line). It is unclear if (removed skincare line) retails to (removed company name 2) or if (removed company name 2) should not be carrying this line. (removed company name 2) has similar properties to (removed company name 1) that make it an effective website but the images are not always clear and readable.

4. How do competitors position themselves in the market? (Description)



(Removed salon name 1) positions themselves as the difference between ordinary and extraordinary. They focus on high-quality services in a fun, professional, but family-like environment.

(Removed salon name 2) Salon and Spa positions themselves as a small vintage walk-up studio that grew into a large multi location business. They pride themselves on employees who are humble, kind, and driven to creating excellence. They are a high-end full service salon.

(Removed company name 1) prides themselves on the passion for innovation, commitment to operational excellence, and long-term thinking. (Removed company name 1) dominates the market in various areas and offers all different types of brands and products.

(Removed company name 2) prides themselves on culture and delivering superior customer service while allowing people to save money. (Removed company name 2) offers a diverse line of products and brands.

5. How do competitors talk about themselves? (Description)

(Removed spa name 1) believes they are the difference between ordinary and extraordinary. Their vision is to create a better experience through strong guest relationships, great leadership, and education. Their core values include education, love guests, consistently exceeding expectations, fun, clean, professional & fashionable environment, direct & honest communication, achievement & financial success.

(Removed salon name 2) Salon and Day Spa's mission is to strive to obtain a culture that elevates everyone who enters their space. They believe in a team that is professional, creative, and passionate about their industry. Kindness is at their core and they take responsibility for the world that they live in and the people they touch.

(Removed company name 1) vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online. Their core values include customer obsession, ownership, invent and simplify, learn and be curious, hire the best, the highest standards, think big, bias for action, earn trust, deliver results.

(Removed company name 2) believes culture is the foundation of everything that they do. They define culture as values in action and how they deliver superior customer service, create a great front-line work environment, and improve performance in order to achieve the



common purpose of saving people money so they can live better. (Removed company name 2) believes in service to the customer, respect for the individual, striving for excellence, and acting with integrity.

6. Competitors' strengths (List)

(Removed salon name 1) strengths include:

- Creating a well-branded online presence with an equal balance of fun and professional
- Offering quick load time to their website and app
- Providing easy to find tabs and information

(Removed salon name 2) strengths include:

- Details
- Aesthetically captivating
- Easy to click tabs
- Easy to schedule an appointment online

(Removed company name 1) Strengths include:

- Clear and easy to find information
- Offers multiple languages and audio options
- Offers different and easy purchasing options

(Removed company name 2) strengths include:

- Information is easy to navigate
- Pricing easy to see
- Loading time is fast

7. Competitors' weaknesses (List)

(Removed salon name 1) weaknesses include:

- Only having one language option and no audio options
- Lacking online scheduling
- Lacking technician bios



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- Lacking prices
- Lacking readability at times

(Removed salon name 2) weaknesses include:

- Slow loading time
- Too many details
- At times difficult to read because of font/color
- Only offers one language and no audio options

(Removed company name 1) weaknesses include:

- Some products do not have reviews yet

(Removed company name 2) weaknesses include:

- Some pictures were blurry and (Removed product line) descriptions on the images were only in French

8. Gaps (List)

- Both (removed salon name 1) and (removed salon name 2) had difficult to read websites that didn't account for accessibility options
- (Removed salon name 1) didn't offer scheduling
- (Removed company name 1) and (removed company name 2) descriptions didn't include the same in depth benefits from a professional technician's perspective

9. Opportunities (List)

- Creating a detailed website but organized better that (remove salon name 2) so that is not overwhelming and optimizing webpage loading times
- Offering an online scheduling service
- Offering accessibility options
- Listing professional product descriptions by an esthetician

