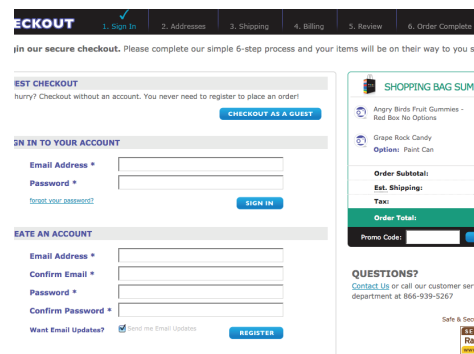
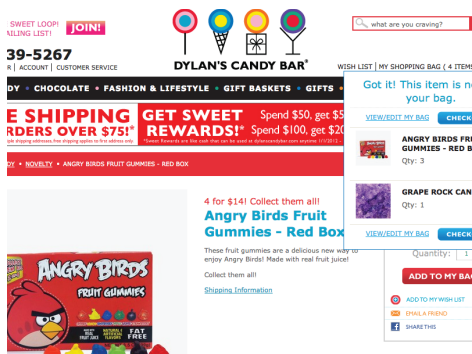
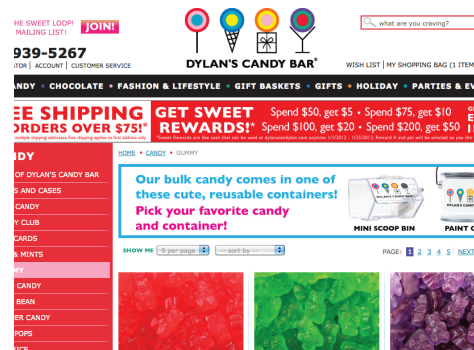
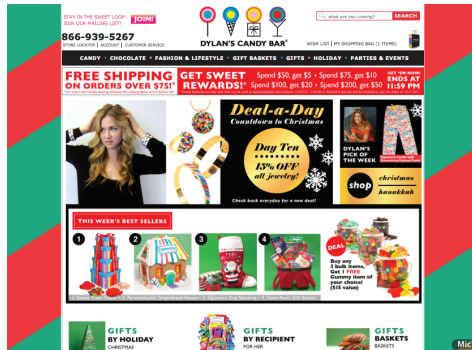


Project 2 | Competitive Analysis



Although TemptationCandy.com is an e-candy store, my primary approach of this project was to think of improving the e-commerce side of the user process. So although I have selected two other e-candy stores, DylansCandyBar.com and ACandyStore.com, in this competitive analysis, I also selected Zappos.com for comparison. Although Zappos does not sell candy, it utilizes the same user processes that would be needed by the new TemptationCandy.com.

Competitive Analysis | Dylan's Candy Bar

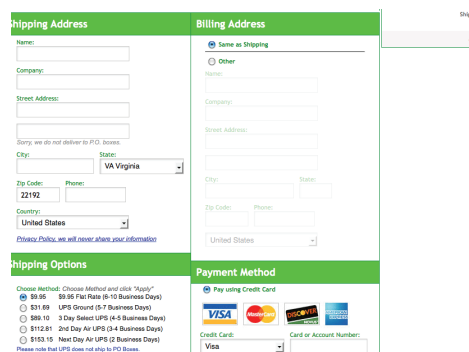


Although Temptation Candy does not consider Dylan's Candy Bar a direct competitor due to the fact they have physical locations in addition to their e-store, they share many of the same business aspects. They both target adult candy-lovers and strive to attract a more sophisticated clientele. Judging by the original design, it appears that some of the aspects of Temptation Candy's website were inspired by Dylan's Candy Bar. They are both overwhelmingly colorful! The current search functions are similar as well. They both require a lot of clicking to navigate to a general area where you can sort or browse. Unlike Temptation, Dylan's utilizes ratings for their candy products. However, the majority of their products have no rating and those that do only have one or two reviews. Although the product detail pages are similar, Dylan's has a next and previous option to display the product details of the next item in the category.

When an item is added to the shopping bag, a pop-up appears with a confirmation of the addition and a running total of the shopping bag. Dylan's also gives you the option to choose your container; either a mini-bin with a scoop, or a mini-paint can. During check out, you can check out as a guest, sign in, or create a new account all in the same view. This is a bit overwhelming, but a horizontal process bar helps to reorient the user. As you proceed through checkout, an order summary stays present on the left or right at each step. However, the switching of sides as you complete each step is a bit annoying. Over all the graphics and colors are a bit overwhelming and make me as an end user want to quickly do what I need to do and get off the site.

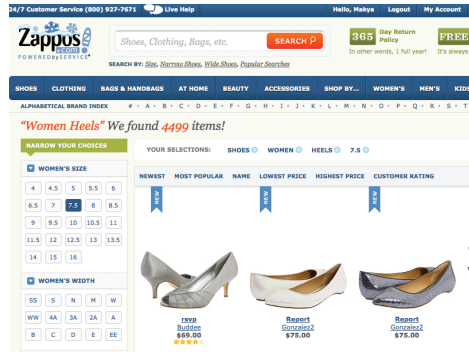
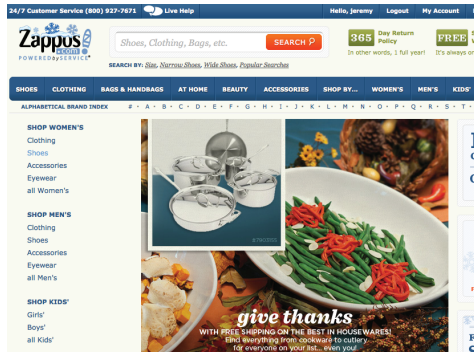
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Competitive Analysis | A Candy Store

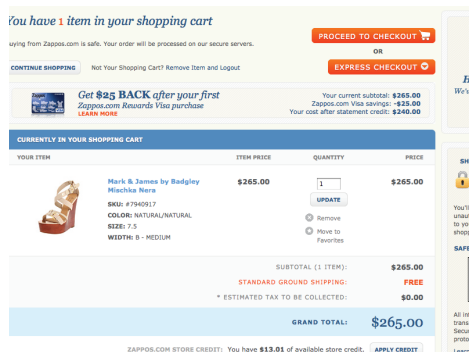
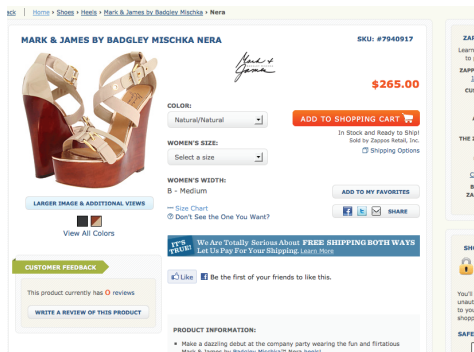


Out of all the e-candy store site designs, I feel (with the exception of their logo and the kiddie header graphic) the cleanness is most appropriate for Temptation Candy's target audience. It allows you to relax and take your time browsing all they have to offer. I do, however, feel there are some unnecessary elements on the site, such as the Video Testimonials at the top of the home page and the Top Candy Cities listed in the footer. Although I like their use of java script to fade/change the main graphic on the home page, I'm not a big fan of the pop-up style "Start Shopping" button covering the images. It gives off the feeling of spam and could make users question the validity of the site. It also does not make it clear that it will only take you to the sub-page only containing candy in the category of the image that was behind the pop-up at the time of selection. Although the layout is appealing, the sub-pages contain too much text in the left column. They filled these areas with unnecessary sales-pitchy text. The search pages have a good balance of text and imagery, but without any filtering functions, you have to browse through several pages to find what you're looking for. The shopping cart displays a total summary as you add items. The number of items and the purchase total appear in the upper-right corner as you shop, which could cause users to limit their items as they see their totals increase. The check out process is a bit convoluted. Instead of breaking up the steps, they put everything together on one page in a grid format which could cause the user to miss a step as they try to figure out which steps apply to them. In summary, with the exception of the check out pages, the layout of this site is very strong and effective. The content of those areas however, isn't the most effective use of the space.

Competitive Analysis | Zappos

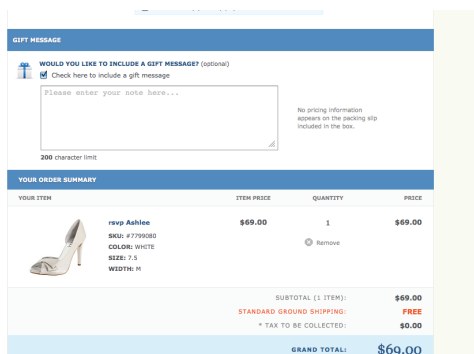


Not only do I love buying shoes from Zappos, I love the shopping experience their site offers as well. The numerous filtering options and methods of searching make this site extremely flexible and fun to even window shop. Their main navigation consists of their main shopping categories, and their secondary navigation addresses their primary audiences in order of popularity. They allow for brand searches as well which allows users to drill down based on what is most important to them and now what Zappos thinks should be most important; in essence allowing the user to do the driving and do it quickly.



Their shopping cart is well organized and color buttons are used to establish a hierarchy of what users would want to do next. Similar to ACandyStore.com, their checkout process appears on one page. However Zappos organizes theirs in a linear arrangement, which walks the user step-by-step through the check out process.

Similar to TemptationCandy.com, Zappos also does an excellent job of using humor and statements to express their brand so that the user feels as though they are interacting with people and not just a website. I LOVE IT!!!



makyarenée

Competitive Analysis | Conclusion



In conclusion, I feel that the websites I chose to analyze do a good job of showing where TemptationCandy.com is currently (DylansCandyBar.com), what it should strive to look like (ACandyStore.com), and an out-of-the-box view of what it could feel like (Zappos.com). I will, therefore, use ACandyStore.com and Zappos.com for design and function inspiration for the new TemptationCandy.com.