SOUTHFIELD
MARTIAL ARTS
INSTITUTE

Competitor Audit

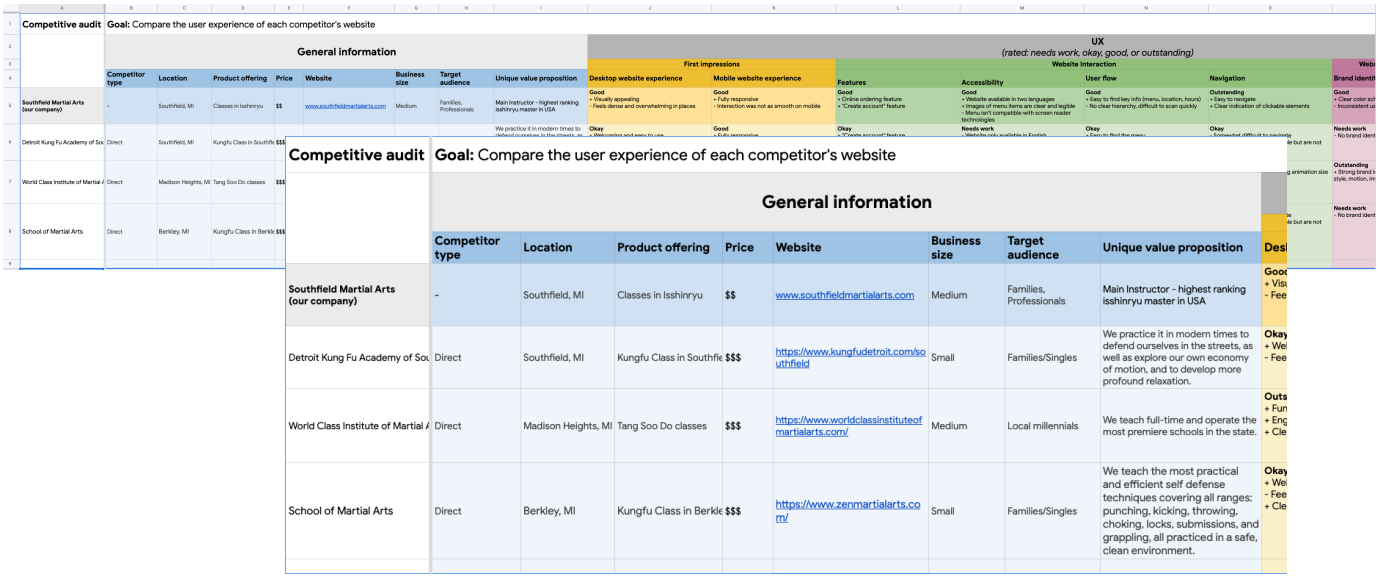
Conducted a competitor analysis to get a gauge on client's local competition. Compared three martial arts schools websites and analyze their offerings.

I stepped through competitor websites and documented whether they were direct or indirect competitors. I also ranked the competitors based on the following categories: First Impressions, Interactions, Visual Design and Content.

I then analyzed their audience to compare their website and overall user experience to ensure we're getting a good sense of the entire market. I also documented my first impression with desktop and mobile website experiences.

Next, I focused on the users ability to find what they're looking for on the website. Then I analyzed the visual design of the competitors. A website with clear and consistent visual design is a great way to draw users into a product and company.

Finally, I took a look at the content on the different competitor websites. The tone of the content is another way to communicate a company's brand and engage users.



Competitive audit **Goal:** Compare the user experience of each competitor's website

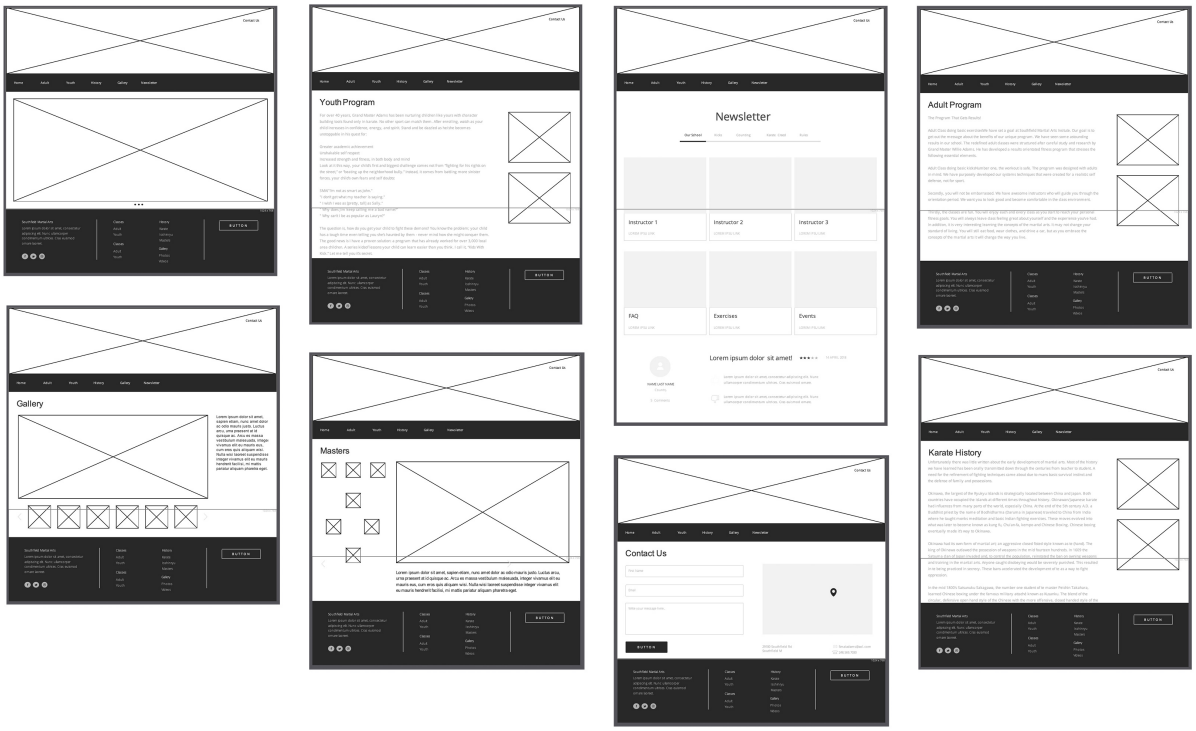
	General information							
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition
Southfield Martial Arts (our company)	-	Southfield, MI	Classes in Isshinryu	$$	www.southfieldmartialarts.com	Medium	Families, Professionals	Main Instructor - highest ranking isshinryu master in USA
Detroit Kung Fu Academy of Sou	Direct	Southfield, MI	Kungfu Class in Southfie	$$$	https://www.kungfudetroit.com/southfield	Small	Families/Singles	We practice it in modern times to defend ourselves in the streets, as well as explore our own economy of motion, and to develop more profound relaxation.
World Class Institute of Martial A	Direct	Madison Heights, MI	Tang Soo Do classes	$$$	https://www.worldclassinstituteofmartialarts.com/	Medium	Local millennials	We teach full-time and operate the most premiere schools in the state.
School of Martial Arts	Direct	Berkley, MI	Kungfu Class in Berkle	$$$	https://www.zenmartialarts.com/	Small	Families/Singles	We teach the most practical and efficient self defense techniques covering all ranges: punching, kicking, throwing, choking, locks, submissions, and grappling, all practiced in a safe, clean environment.

Brainstorming

After the initial couple meetings and competitor analysis. I brainstormed several ideals by putting my thoughts down on paper, I quickly iterated though different paper wireframes.

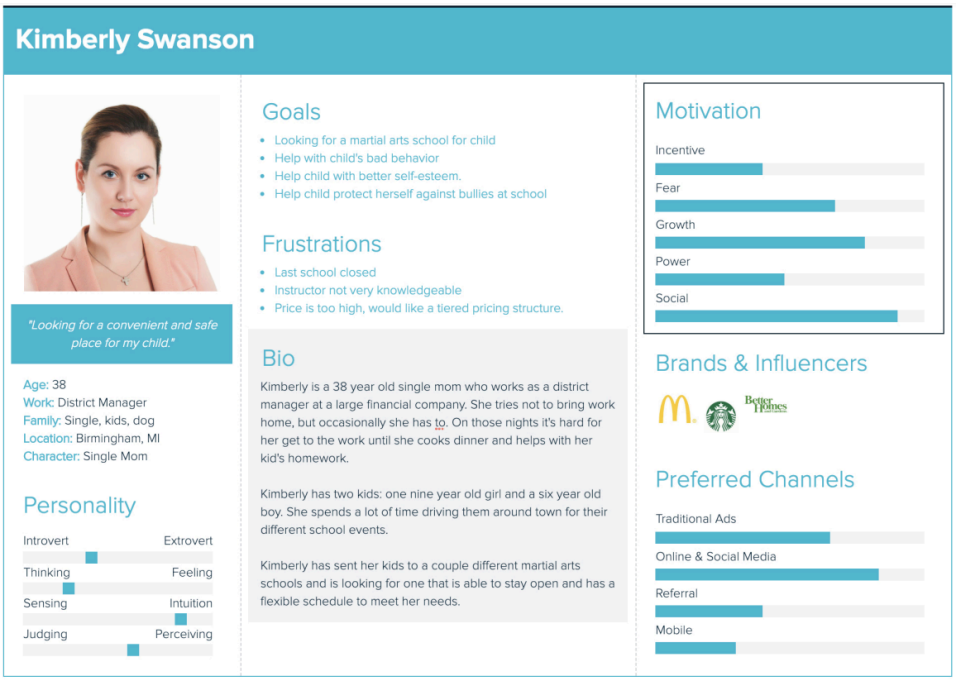
Wireframe

I created a wireframe for the client to look at. After client approval I proceeded with next steps in the process.



Persona

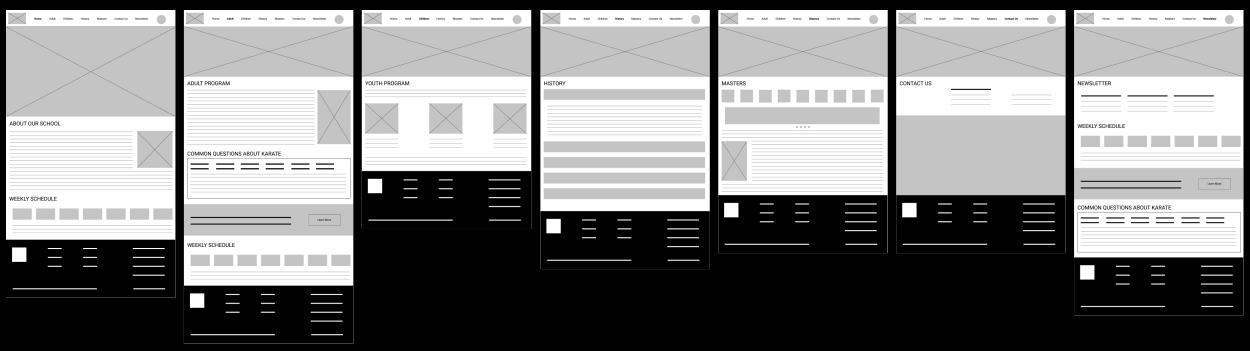
I worked with client in creating a couple personas to help with the design process.



Goal Statement

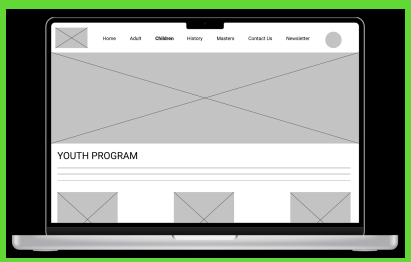
Our website will let users learn about karate lessons, history, terminology, class schedule, and class rules. This will help parents and students in the learning process. Which will in turn create a positive and effective learning environment.

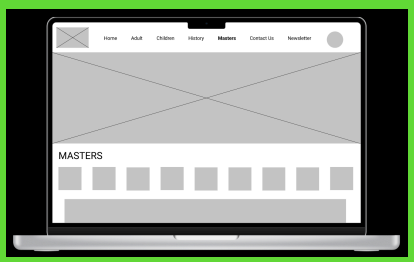
We will measure effectiveness by returning visitors and positive feedback from users.



Low Fidelity Prototype

I created a low fidelity prototype to help with the design process. I first stated with a quick paper prototype and once I was happy with the results, I quickly put what I had drawn into a digital format using Figma. Creating a low fidelity gives the client a quick and reliable way of seeing how their users will interact with the site. After user testing and approval from client I proceeded to create a high-fidelity prototype, so the client and test users could view and interact with the design in a more realistic manner.





High Fidelity Prototype

Next step in the process was to create a high fidelity prototype to help with the design process…. The High Fidelity Prototype was built using a mobile device template. I conducted some more user testing. The client and test users were very pleased with the look and feel of the site.

Once the site design was approved, I built the site using HTML, CSS and React. I then added Google Analytic tags and launched the site.

The next step was to test the site in production and analyze the traffic using Google Analytics.

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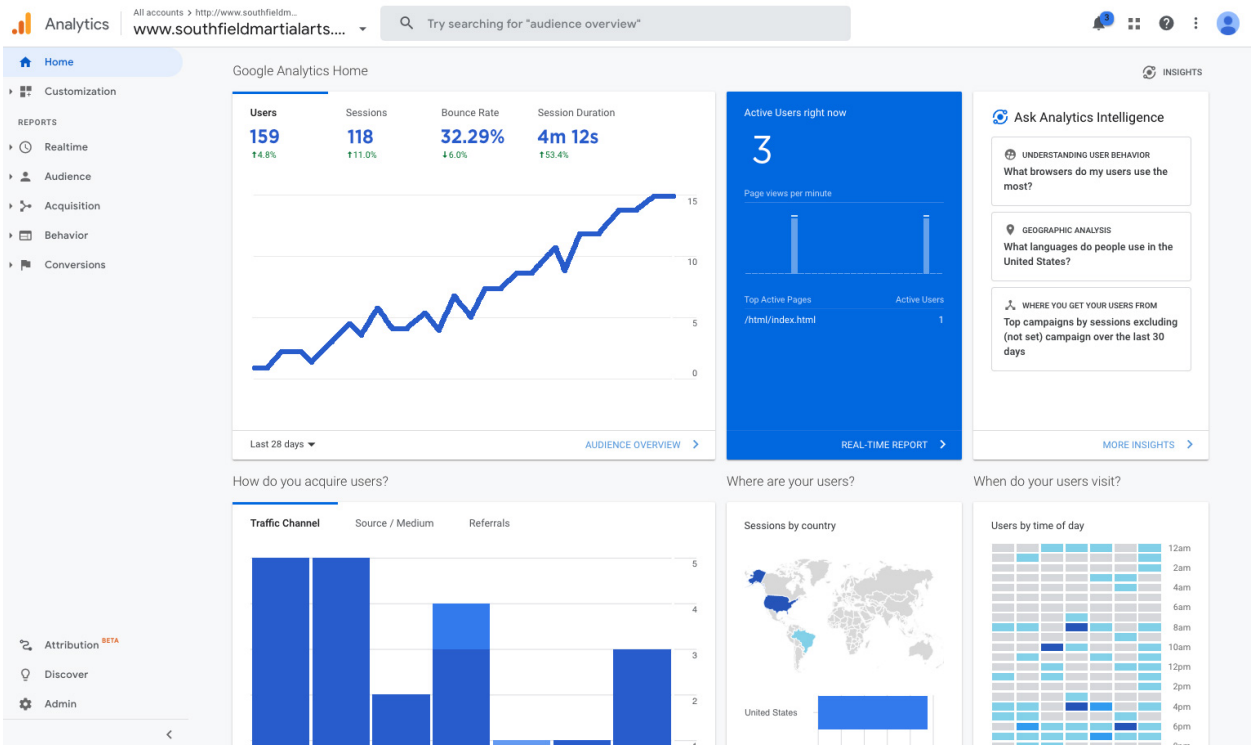
The Southfield Martial Arts Institute is the ultimate contemporary training complex.

Google Analytics

I was able to identify users, monitor, and analyze the traffic using the Google tags that was added during production. I was able to create reports for the owner.