



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.

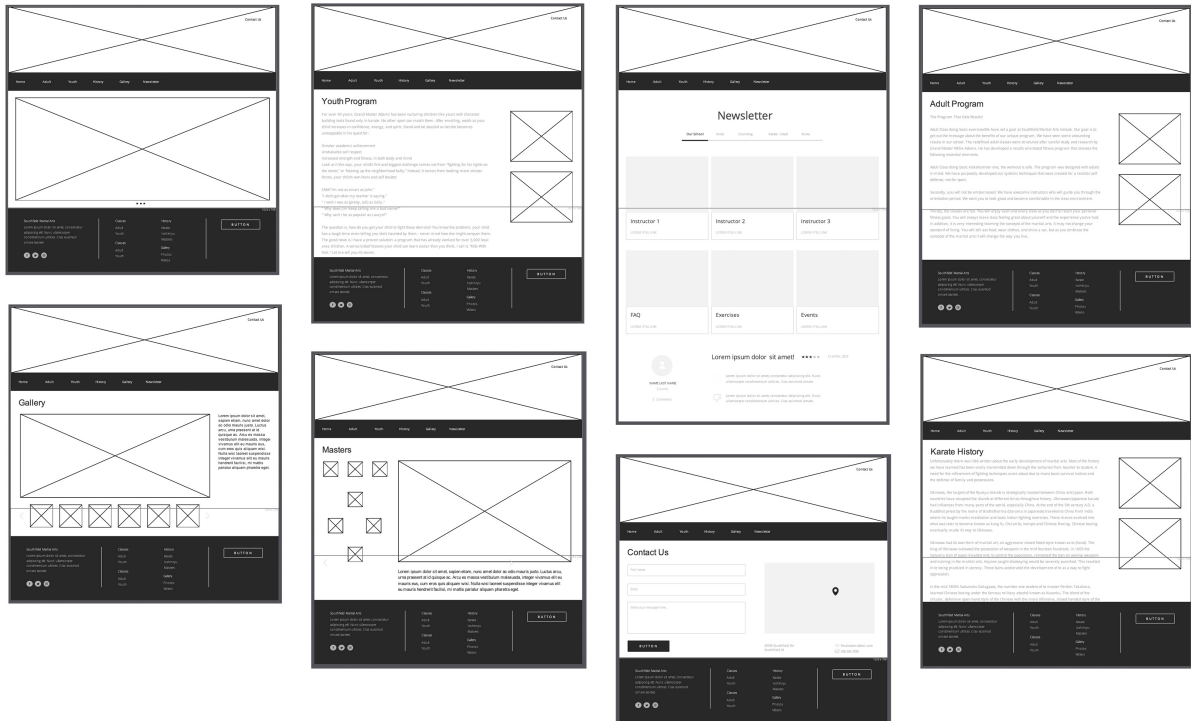
Competitive audit										Goal: Compare the user experience of each competitor's website									
General information										UX (rated: needs work, okay, good, or outstanding)									
Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	First impressions		Website Interaction		User flow		Navigation		Brand identity			
								Desktop website experience	Mobile website experience	Features	Accessibility								
Southfield Martial Arts (our company)	Southfield, MI	Classes in Isshinyu	\$\$	www.southfieldmartialarts.com	Medium	Families, Professionals	Main Instructor - highest ranking Isshinyu master in USA	Good + Easily responsive + Fees dense and overwhelming in places	Good + Full responsive + Interaction was not as smooth on mobile	Good + Online ordering feature + "Create account" feature	Good + Website available in two languages + Images of menu items are clear and legible + Menu not compatible with screen reader	Good + Easy to find key info (items, location, hours) + No clear hierarchy, difficult to scan quickly	Good + Easy to navigate + Clear indication of clickable elements	Good + Clear color and + Inconsistent use	No brand identity				
Detroit Kung Fu Academy of So	Southfield, MI	Kungfu Class in Southfield	\$\$\$	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.	Okay + Mobile not available in desktop	Good + Full responsive	Okay + "Create account" feature	Needs work + Website not available in desktop	Okay + Easy to find key info	Okay + Clear hierarchy	Needs work + Inconsistent use	No brand identity				
World Class Institute of Martial	Madison Heights, MI	Tang Soo Do classes	\$\$\$	https://www.worldclassesinstituteofmartialarts.com/	Medium	Local millennials	We teach full-time and operate the most premiere schools in the state.	Okay	Good	Needs work	Needs work	Okay	Needs work	Needs work	No brand identity				
School of Martial Arts	Berkley, MI	Kungfu Class in Berke	\$\$\$	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.	Okay	Good	Needs work	Needs work	Okay	Needs work	Needs work	No brand identity				

Brainstorming

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

Kimberly Swanson



"Looking for a convenient and safe place for my child."

Age: 38
Work: District Manager
Family: Single, kids, dog
Location: Birmingham, MI
Character: Single Mom

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Looking for a martial arts school for child
- Help with child's bad behavior
- Help child with better self-esteem.
- Help child protect herself against bullies at school

Frustrations

- Last school closed
- Instructor not very knowledgeable
- Price is too high, would like a tiered pricing structure.

Bio

Kimberly is a 38 year old single mom who works as a district manager at a large financial company. She tries not to bring work home, but occasionally she has to. On those nights it's hard for her get to the work until she cooks dinner and helps with her kid's homework.




Kimberly has two kids: one nine year old girl and a six year old boy. She spends a lot of time driving them around town for their different school events.

Kimberly has sent her kids to a couple different martial arts schools and is looking for one that is able to stay open and has a flexible schedule to meet her needs.

Motivation

Incentive	[Progress Bar]
Fear	[Progress Bar]
Growth	[Progress Bar]
Power	[Progress Bar]
Social	[Progress Bar]

Brands & Influencers

Preferred Channels

Traditional Ads	[Progress Bar]
Online & Social Media	[Progress Bar]
Referral	[Progress Bar]
Mobile	[Progress Bar]

Goal Statement

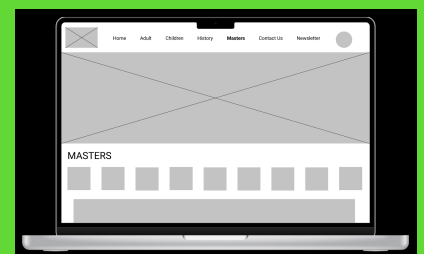
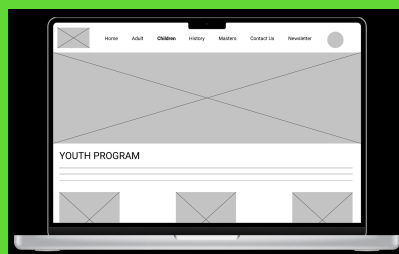
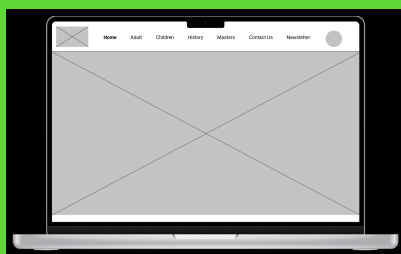
Our website will let users learn about karate lessons, history, terminology, class schedule, and class rules. This will help parents and students in the learning process. Which will in turn create a positive and effective learning environment.

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 started 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.

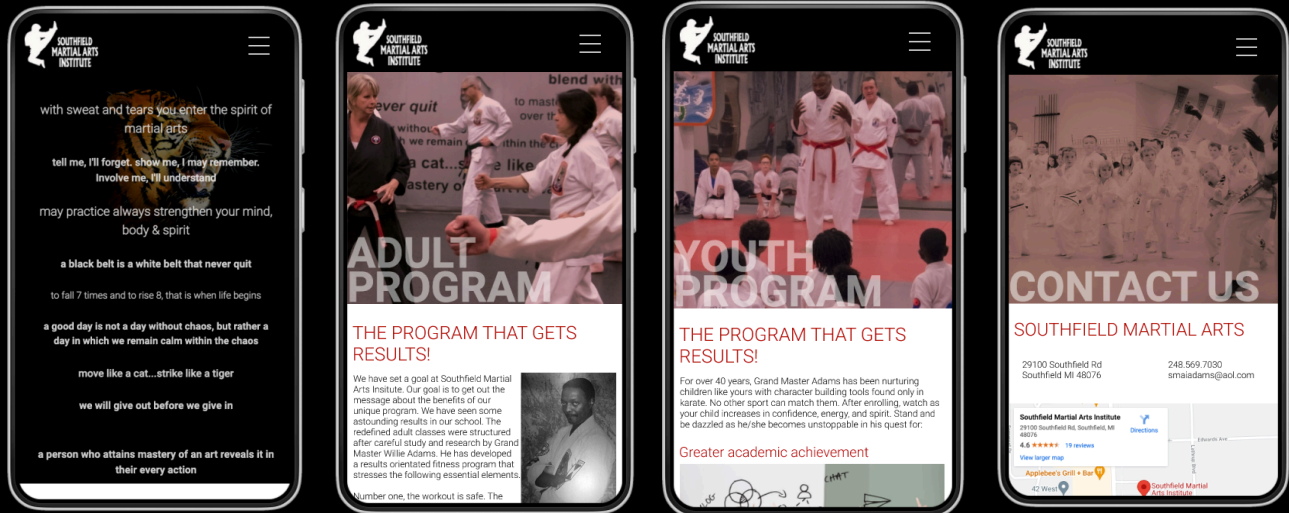


High Fidelity Prototype

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.



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.

