

Competitive Analysis

Ann Arbor eFlorist

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Table of Contents

Executive Summary	3
Website Content.....	4
Search Functionality.....	8
Ordering Flowers.....	9
Additional Products Offered When Ordering.....	10
Greeting Card And Message.....	10
Checkout	11
Additional Functionality	11

Executive Summary

This competitive analysis was done as part of the design for the new website, Ann Arbor eFlorist.com. This analysis had the goal of deciding what content and functionality to use on the new website and to find out what the competitors were doing in order to better position Ann Arbor eFlorist.com competitively.

The four competitors that were analyzed are:

Competitor 1 - order-flowers-delivery.com (Order Flowers Delivery)

Competitor 2 - lilysgarden.com (Lily's Garden)

Competitor 3 - nortonsflowers.com (Norton's Flowers & Gifts)

Competitor 4 - proflowers.com (ProFlowers)

Analyzing the content found that all four websites had content that was the same, most of which was about selling flowers, customer contact or information needed to buy flowers and other gifts. All four websites categorized the content in different ways. The rest of the content was on three websites, two of the websites (not all content was found on the same two or three websites), or one website. The details are in the Website Content section of this analysis.

The analysis found several functions that would be useful on a new site:

- An advanced search form that is accessible globally.
- Breadcrumbs and numbered page navigation with view all at both the top and bottom of each web page.
- A shopping cart that can be viewed from global navigation and that can be easily edited.
- An ordering process that includes upgraded flower selections, additional products that are commonly ordered with flowers, several choices of vases, zip code lookup, a calendar date selector, an easy greeting card and message interface, and easy navigation to the checkout process.
- A View Cart button.
- Customer account features for easy new account setup and account editing, sign-in, order tracking, and a reminder service. The sign-in form is to be in the global navigation area.
- Flower guides and flower care information, either on the website or links to other websites with the information.

This analysis includes other functionality that is detailed below.

Website Content

Content found at all four competitor websites:

Balloons and Other Gifts
 Best Sellers
 Contact Information including toll free phone numbers
 Credit Card List
 Customer Service
 FAQ
 Flowers
 Flower Arrangements
 Flower Information
 Flowers for Special Occasions
 Gift and Flower Baskets
 Gift Message Card
 My Account
 Personalized Messages
 Plants
 Types of Flowers
 Vases

Content found at three competitor websites

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
About Us		Y	Y	Y
Flower Care	Y	Y		Y
Flowers by Price Ranges	Y		Y	Y

Y = Yes, the website has that content.

Content found at two competitor websites

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Affiliate Program	Y			Y
Bonsai	Y			Y
Corporate Gifts			Y	Y
Gift Cards			Y	Y
Information Popups		Y	Y	
International Flower Delivery	Y		Y	
List of Facilities They Delivery to		Y	Y	
Local Address		Y	Y	
Local Areas Served		Y	Y	
Local Phone Number		Y	Y	
Similar Interfaces with Differences in Content		Y	Y	
Store Hours		Y	Y	

Y = Yes, the website has that content.

Content found at one competitor website:

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Careers				Y
Catalog Subscription				Y
Customer Testimonials	Y			
Flower of the Month Club				Y
Gift Certificates			Y	
Gourmet Gifts				Y
Greenhouse Tour	Y			
Press Room				Y
Sunday Delivery			Y	
Take a Tour	Y			
Video	Y			
Wedding Planning			Y	
Win Roses	Y			
Your Order History				Y

Y = Yes, the website has that content.

Categories (websites were organized by flower type, special occasion, recipient, flower name, color or other):

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
BY HOLIDAY				
Christmas flowers	Y		Y	
Easter flowers	Y		Y	
Father's Day			Y	
Halloween			Y	
Hannukkah			Y	
Mother's Day flowers	Y		Y	
Secretaries Week			Y	
St. Patrick's day			Y	
Sweetest Day			Y	
Thanksgiving flowers	Y		Y	
Valentine's Day flowers	Y	Y	Y	Y
BY OCCASION				
Anniversary Flowers	Y	Y	Y	Y
Birthday Flowers	Y	Y	Y	Y
Boss's Day			Y	
Business/Corporate Gifts	Y			Y
Congratulations Flowers			Y	

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Funeral Flowers	Y			Y
Get Well Flowers	Y	Y	Y	Y
Graduation Flowers	Y		Y	
Grandparents Day			Y	
Housewarming Gifts	Y			
Just Because		Y	Y	Y
Love and Romance		Y	Y	
New Baby Flowers	Y	Y	Y	
Prom/Homecoming			Y	
Sympathy Flowers	Y	Y	Y	Y
Thank You Flowers	Y	Y	Y	Y
Thinking of You	Y			
Wedding Flowers		Y	Y	Y
FLOWERS/PLANTS				
Bonsai	Y			
Carnations				Y
Daisies				Y
Iris				Y
Lillies	Y			Y
Orchids				Y
Plants		Y	Y	Y
Roses	Y	Y	Y	Y
Sunflowers				Y
Tulips				Y
Wreaths				Y
BY RECIPIENT				
For Friend				Y
For Him	Y	Y	Y	Y
For Mom				Y
For Wife				Y
BY COLOR				
Blue				Y
Orange				Y
Pink				Y
Purple				Y
Red				Y
White				Y

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Yellow				Y
OTHER				
Balloons and Other Gifts	Y	Y	Y	Y
Best Sellers	Y	Y	Y	Y
Bouquets	Y			
Colleges			Y	
Fruit and Gourmet			Y	
Modern			Y	
Patriotic			Y	
Ready to Grow	Y			
Seasonal Favorite				Y
Specialty Gifts	Y			
Spring Bouquets			Y	
Sunday Delivery Bouquets				Y
Winter Flowers		Y	Y	

Y = Yes, the website has that content.

Policies, terms and statements:

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Delivery Policy	Y	Y	Y	Y
Disclaimer				Y
iSafeSite Certified	Y			
Mcafee Secure		Y	Y	
Privacy Policy	Y	Y	Y	Y
Safe Shopping Policy		Y	Y	
Security Policy	Y	Y	Y	Y
Substitution Policy		Y	Y	
Terms of Use	Y	Y	Y	Y
Terms of Use Agreement for Uploading Photo	Y			

Y = Yes, the website has that content.

Types of navigation support provided:

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Back to shopping cart			Y	
Breadcrumbs		Y	Y	
Buy now button ²				Y

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Checkout button		Y	Y	
Click here button		Y		Y
Continue button ¹		Y	Y	
Continue Shopping		Y	Y	
Continue to Billing		Y	Y	
Details button ²	Y			
Info button ²		Y	Y	
More Selection	Y			
More Testimonials	Y			
Next				Y
Order button ²	Y			
Proceed				Y
Proceed as Guest				Y
Proceed to Secure Order Form	Y			
Site Map	Y	Y	Y	Y
Submit button			Y	
View all and numbered page navigation at top and bottom		Y	Y	

Y = Yes, the website has that content.

1 – Continue button is used to add flowers to cart

2 – These buttons all go to pages with details about the flowers where you can order them

Search Functionality

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Search (by keyword)	Y	Y	Y	Y
Search (form)		Y	Y	
Occasion		Y	Y	
Price range		Y	Y	
Color		Y	Y	
Flower		Y	Y	
Keywords		Y	Y	
Item Number		Y	Y	

Y = Yes, the website has that functionality.

Ordering Flowers

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Calendar date selector				Y
Checkout		Y	Y	
Click Here (on all pages)		Y		
Click here to use your account		Y	Y	
Continue Shopping		Y	Y	
Continue to Billing		Y	Y	
Coupon ³	Y			
Details ¹		Y	Y	
Edit ¹		Y	Y	
Email changed since last order				Y
Forgot password ³				Y
Have it delivered/ pick up in store dropdown			Y	
Info		Y		
Link for shopping tips	Y			
Location type drop down ³	Y			
Order button Buy Now button Continue button	Y	Y	Y	Y
Pickup in store			Y	
Proceed (on all pages)	Y			
Proceed as Guest				Y
Proceed to Secure Order Form Continue	Y		Y	
Recipient's Zip Code	Y	Y	Y	Y
Remove ¹		Y	Y	
Select Arrival Date ³	Y			
Send to same recipient as first item		Y		
Sign in to Account ³				Y
Special Instructions		Y	Y	
Substitution checkbox		Y	Y	
Upgrade Flower Selections	Y	Y	Y	Y
Vase Selections	Y	Y	Y	Y
View Cart ²		Y	Y	
Zip code lookup		Y		Y

Y = Yes, the website has that functionality.

1 – Part of the shopping cart

2 – Part of global navigation

3 – This was offered on the checkout website for the other sites

Additional Products Offered when Ordering

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Addons (additional products)	Y		Y	Y
Balloons			Y	
Chocolates	Y	Y	Y	
Chocolate Fudge			Y	
Robert Gray CD	Y			
Soft and Cuddly Plush			Y	
Stuffed animal		Y		
Teddy Bear	Y			

Y = Yes, the website has that functionality.

Greeting Card and Message

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Add a personalized message/Your gift card message	Y	Y	Y	Y
Change greeting card type	Y			
Greeting Card	Y			Y
Greeting Card Type	Y		Y	
I prefer to send this gift anonymously		Y		Y
No photo needed button	Y			
Popup for help with message content	Y	Y	Y	Y
Preview card and message	Y	Y		Y
Select a Category	Y			
Select a Greeting Card	Y			Y
Skip photo button	Y			
Upload a photo	Y			

Y = Yes, the website has that functionality.

Checkout

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Goes to another site for checkout	Y	Y	Y	Y

Y = Yes, the website has that functionality.

Additional Functionality

	Order Flowers Delivery	Lily's Garden	Nortons Flowers & Gifts	ProFlowers
Account link for New and Returning Customers	Y	Y		Y
Add to favorites		Y	Y	
Professional Affiliations and Recommended Partners			Y	
Deliver/Pickup dropdown			Y	
Dictionary of Flowers link		Y	Y	
Email Specials		Y		
Flower Guides	Y			Y
Link to bridesign.com				Y
Links to other sites				Y
New Account Setup		Y	Y	Y
Opt Out of Email Savings				Y
Order Tracking				Y
Recently Viewed		Y	Y	
Reminder Service	Y	Y	Y	Y
Request a Consultation			Y	
Send us Feedback				Y
Shop our Family of Brands				Y
Sort by drop down		Y		
State Flowers	Y			Y
Tell a Friend		Y	Y	
View Larger		Y	Y	

Y = Yes, the website has that functionality.