

# Competitive Analysis Report

## Treasure Island Toys website Redesign






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## SUMMARY

The competitor analysis for Treasure Island Toys redesign project includes ToysRus, Mastermind toys and Amazon toys and games. By the quantitative and qualitative analysis, we have insights as follow:

- **Amazon** (toys and games): Amazon, one of the biggest e-commerce website, aims to large-scale market and global online shopping experience, the usability of the overall website is advanced. But the "toys and games" department is not its main department( books, electronic), so the layout and contents are not impressive and doesn't match the child-like theme.
- **ToysRus** provides high-quality toys for middle-class income customers and cares about brand building. It has good performance on task orientation and information architecture. However, its web layout and accessibility are weak, making it difficult to attract new customers.
- **Mastermind Toys** is a Canadian brand which is trusted and loved by local customers. The web design and products follow new trends and differentiate from others. However, its weaknesses are operable functions and task orientation.
- **Challenges and opportunities:** According to the strengths and weakness of its competitors, the Treasure Island Toys redesign project faces challenges of brand building, broadening the scope of website presence, and creating an all-round user experience. On the other hand, we can see opportunities: combining widespread-retail fun facts with digital experience, creating beautiful and call-to-action layout would be helpful to attract more young parents and teen users who have increasing demand of high-quality toys and interesting user experience.

Overview	Toys R us	Mastersmind Toys	Amazon (Toys&Games)
			
URL	<a href="http://www.toysrus.ca/">http://www.toysrus.ca/</a>	<a href="https://www.mastermindtoys.com/">https://www.mastermindtoys.com/</a>	<a href="https://www.amazon.ca/">https://www.amazon.ca/</a>
Competitor category	Primary competitor	Primary competitor	Secondary competitor
Company introduction	American retailer founded in 1948 and came to Canada in 1984, has over 80 stores in Canada.	Canadian local company which was founded in 1984, has over 60 retail stores located across different areas in Canada.	American e-commerce company founded in 1994, One of the biggest online shopping website in global
Product offering	High quality children products from trustworthy brands, has its own brand product.	Good quality toys, books and new trending products	A wide range of toys and games products fit for different ages

Overview		Toys R us	Matersmind Toys	Amazon (Toys&Games)
Target audience		Middle class to high income customers who want to buy branded, high quality children products, retail store customers	Canadian customers who trust their local brand and like the toys retail store experience and service. Customer who want to buy fancy, newest and safe toys of good brands.	General public who are interested in online shopping and seeking cost-effective products, Amazon Prime members
Website traffic and audience data (from SimilarWeb.com )		Toys R us	Matersmind Toys	Amazon (Toys&Games)
Total visits (in last 3 months)		13.55M	1.004M	442.7M
Country Rank		#443	#8,126	#5
Category rank (shopping/children)		#19	-	-
Multiple Device Traffic (Desktop/Mobile/tablet/App)		Has applications for mobile. Desktop vs mobile: 31.37%/68.63%	No application for mobile. Desktop vs mobile: 34.56%/65.44%	Has applications for mobile. Desktop vs mobile:46.84%/53.16%
Social Networks Visit		120,000 Social media network traffic mainly from Facebook and youtube	7,000 Social media network traffic are mainly from Facebook and youtube	8,250,000 Social network traffic is far more than other two websites and from wider source
Branded Traffic		79.48%	88.24%	66.70%
Audience interest related		Related website topics: Online shopping, Kids, games	Related website topics: Toys, Games, shopping, children	Canada, shopping, video games
Catergory	Criteria			
Task orientation, functionality	The crucial functionalities are visible and obvious(e.g. purchase, checkout, navigation, contact, etc)	(4/5) Search bar is not placed on obvious location	(3/5) Global navigation invisible	(5/5) Crucial functionalities are placed on appropriate area

<b>Task orientation, functionality</b>	The critical path is clear, with no distractions on route	(5/5) Overall path is clear and no distraction	(3/5) User need to entry repeating information and processing path is not clear	(4/5) Some promotion info or credit card ad would distract process
	The number of screens/ steps required per task has been minimized	(5/5)	(2/5) Lots of redundancy and unnecessary steps	(5/5)
	The status is visible for task(i.e. It is predictable for the next step and aware recognition for what have done)	(4/5) Checkout process status is indicated by progress bar, login/ logout status is difficult to find	(3/5) User gets confusion about the checkout status and next steps	(4/5) Section page hierarchy is not visible enough to indicate users where they are
	User don't need to repeat task ( e.g. cart items saver)	(4/5) Has cart saver and reminder. Some tasks need repeating data entry.	(3/5) Decrease efficiency because of unnecessary repeating steps	(5/5) User has account record, no need to repeat task
	User has flexible options to launch the task(e.g. login/signup/ guest)	(4/5) Most of functions are flexible	(2/5) Not enough flexible to control	(3/5) In checkout process, user couldn't back to previous by progress bar or return to home page
<b>Navigation and Information architecture</b>	Clear hierarchy (e.g. home page, section, subpage)	(3/5) Some navigation of BabiesRus(different website) makes hierarchy unclear.	(2/5) It doesn't have section page and goes to category instead.	(3/5) Some categories are overlap with other departments
	Section navigation side bar and Filter narrowing	(5/5)	(4/5) Sidebar is misplaced	(5/5)
	Bread crumbs navigation	(5/5)	(5/5)	(5/5) Local navigation and global navigation, breadcrumbs

<b>Forms and data entry</b>	Clear description between required info and optional	(5/5)	(4/5)	(5/5)
	User can save information for default info	(5/5)	(4/5)	(5/5)
	Indication for final confirmation	(4/5)	(4/5)	(4/5)
<b>Quality of writing and content</b>	The site has compelling and unique content.	(3/5) Contents are not compelling and unique enough.	(4/5) Feature area and body contents are compelling, but there are some blank content pages	(3/5) Product page contains too many contents of other product
	High quality imagery and concise introduction	(2/5) Image of body content is too small, user needs to open another window to zoom in larger	(5/5) High quality and adaptable size pictures, and easy to view more by arrows	(3/5) user needs to open another window to zoom in larger and view more
	Information is organized hierarchically and logically	(3/5) Some information is not displayed hierarchically and important info isn't highlight.	(4/5) Information is displayed hierarchically	(4/5) Most of contents follow hierarchy and logic
<b>Search</b>	Easy to find ( locate where the user expect to find)	(3/5) Search bar is not located in obvious place	(5/5) Search bar is highlight by colour and easy to find	(5/5) Search bar is located on the top and obvious
	Easy to use	(5/5) User can select search category to narrow results	(4/5) No selective category option	(5/5) User can select search category to narrow results
	Searches cover the entire website	(3/5) No search function in HELP section	(3/5) No search function in HELP section	(5/5)
	Accurate results	(5/5)	(5/5)	(5/5)

	Auto-suggest	(5/5) Suggest products with name, image and price	(4/5) Suggest with brands and products	(3/5) Provide auto-suggestion in a wide range, not specific for current department/ section
	Customized 0 result page and give other recommendation	(3/5) Customized page, but doesn't show related results or options	(5/5) Shows suggestion for next step and provides related products or correct-word results	(5/5) Shows suggestion for next step and provides related products or correct-word results
<b>Help, feedback Error tolerance</b>	Help section is easy to use and interact	(3/5) Help section has clear navigation, but have no search function	(2/5) No search bar for help section, and live chat is unavailable.	(5/5) With user-friendly help section
	Customized 404 page, which includes tips how toggled back or return to HOME	(4/5) 404 page is not customized with different situations	(4/5) 404 page is not customized with different situations	(4/5) 404 page is not customized with different situations
	Give solution options to correct error( I.e. forget password, cancel order)	(4/5) Not enough description and info to prevent user from errors or recover from errors	(4/5) Not enough description and info to prevent user from errors or recover from errors	(5/5) Helpful customer service and interface solutions which help user to solve problems
	Easy to "undo" and "redo" action	(5/5)	(5/5)	(5/5)
	Error message cotains clear instructions on what to do next	(4/5) Error message is highlight but not contains enough instructions	(4/5) Error message is highlight but not contains enough instructions	(4/5) Error message is highlight but not contains enough instructions
	Provide immediate feedback on user input and action	(4/5) Some input with no immediate feedback(e.g. invalid email address)	(4/5) Some input with no immediate feedback	(4/5) Some input with no immediate feedback

<b>Trust and credibility</b>	Up-to-date company information and contact info (Retail store locations and contact info)	(4/5) Website presents company info and latest news, but the store locator without GPS auto locator info	(5/5) Website clearly presents company info and retail store info, and users can easily find a store near them	(4/5) Amazon provides reliable customer service, but it is difficult to find "about us" which is the company introduction in the website
	Avoid other irrelevant advertisement	(3/5) Some other advertisements	(5/5) No other advertisers	(5/5) Related products promotions
	Delivery costs are highlighted at the beginning of checkout	(5/5) Clear shipping fee info	(4/5) Website shows shipping fee but without enough details	(4/5) Shipping fee is indicated but in the final checkout page, the default option is standard which needs extra fee instead of free shipping, user needs to change manually
	Payment process is secure and avoid repeating payment.	(5/5)	(5/5)	(5/5) Secure and credit card will be charged when the package delivers
	Visual consistency (e.g. within same website, across the industry, brand)	(4/5) With good visual consistency	(4/5) With good visual consistency by using primary colour and vivi elements	(4/5) With good visual consistency across the whole website and e-commerce industry
	Visual hierarchy	(3/5) Visual hierarchy of product page is confused	(5/5) Website presents clear hierarchy, place important elements on the right place	(4/5) "toys and games" home page doesn't shows obvious visual hierarchy
	Call-to-action layout	(3/5) Not too much call-to-action design	(4/5) Some call-to-action design(e.g.promotion with "shop now"button on feature area, "heart"icon to add to wish list)	(4/5) Some call-to-action design(e.g.promotion with "shop now"button on feature area)

<b>Page layout , Visual design</b>	Grid system layout (e.g. 12column,16column)	(3/5) Grid system is not clear	(5/5) 12 column grid	(5/5) 12 column grid
	Typography(i.e readability, identity)	(2/5) Some fonts, icons and images are not clear to read, some fonts are too small to read	(4/5) Contents are readable, but the product information are not sufficient	(4/5) Typography is good and easy to find key points, but recommendation info are too much
	Impressive and emotional colour combination	(4/5) Colour theme develops the brand identity, spilt complementary colour combination makes it lively	(4/5) Triad colour/ primary colour combination makes the website simple and impressive	(4/5) Extract colours from brand logo, which keeps consistent and maybe keeps not delightful for teen customers
	User-friendly UI elements ( e.g. clickable buttons, familiar icons)	(3/5) Some images/icons which should be clickable, but actually not any interaction design	(2/5) Navigation sections( toys, books, More) are not clickble, force user to click on one category instead of viewing all	(5/5) Familiar icons and rich interaction (e.g. mouse hover, link, colour, border)
<b>Accessibilit y and technical design</b>	Perceivable information and user interface ( e.g. text alternatives for non-text content)	(2/5) Without text alternative for image and multimedia, essential information format is not clear	(4/5) With text alternative and good contrast ratio	(5/5) Amazon has accessible version website, which has less clutter than and make it easier to use
	Operable UI and navigation (e.g. functionality is available from keyboard)	(2/5) some functionality are not available from keyboard, only way is to use mouse	(3/5) Can use keyboard to control, but not visible enough	(5/5) User-friendly accessibility and easy to be operated by different users
<b>RESULTS</b>		<b>Toys R us</b>	<b>Matersmind Toys</b>	<b>Amazon (Toys&amp;Games)</b>
<b>Task</b>		26/30 = <b>86.67%</b>	16/30=53.33%	26/30= <b>86.67%</b>
<b>Navigation</b>		13/15= <b>86.67%</b>	11/15=73.33%	13/15= <b>86.67%</b>
<b>Data entry</b>		14/15= <b>93.33%</b>	12/15=80%	14/15= <b>93.33%</b>
<b>Content</b>		8/15=53.33%	13/15= <b>86.67%</b>	10/15=66.67%
<b>Search</b>		24/30=80%	26/30=86.67%	28/30= <b>93.33%</b>



<b>Help</b>		24/30=80%	26/30=76.67%	28/30= <b>90%</b>
<b>Trust</b>		17/20=85%	19/20= <b>95%</b>	19/20= <b>95%</b>
<b>Visual</b>		22/35=62.85%	28/35=80%	30/35= <b>85.71%</b>
<b>Accessibility</b>		4/10=40%	7/10=70%	10/10= <b>100%</b>
<b>TOTAL</b>		152/200=76%	155/200=77.5%	176/200= <b>88%</b>