

Competitive Audit Report – Camelback Family Planning

Allison Winter

1. Competitive audit goal(s)

Compare the website experience between competitors - specifically looking at the user flows in finding contact information, fees, and appointment information.

2. Who are your key competitors? (Description)

Our key direct competitors are Family Planning Associates (FPA), Desert Star Family Planning (DSFP), and Planned Parenthood. All three offer abortion care and have locations in the Phoenix metro area. Some indirect competitors are Choices AZ, a non-profit, privately-funded community health center that offers pregnancy services but not abortions, and Northland Family Associates, an abortion clinic based in the Michigan metro area.

3. What are the type and quality of competitors' products? (Description)

Family Planning Associates has a well-designed website that has strong information architecture and branding through-out. The website offers users the ability to view patient forms, FAQs, Patient Testimonials, new articles, and submit data through a contact us form. The navigation is clear, intuitive, and provides a clear user flow. The branding is consistent, and the use of User Interface (UI) features helps to enhance the understanding of importance on each page.

Desert Star Family Planning Associates has a poorly designed website that offers a poor user experience. The website is overrun with information pertaining to the physician and lacks clear direction for any pertinent information. The general aesthetic is poor, and the color choices are distracting making the text difficult to read. The website does offer the ability to book appointments online, view patient forms, view information about financial aid programs, access the patient portal, and the ability to submit data through a contact form. However, these helpful features are unable to be located easily due to the lack of clear navigation which is a result of an overwhelming number of choices on the main navigation bar.

Planned parenthood has an aesthetically pleasing, modern website, however the magnitude of resources on their website makes finding medical information difficult to find. The website jumps from the Arizona home page to the main Planned Parenthood



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page which cause a tedious experience for users who must jump between tabs to find relevant information. Nevertheless, the website offers a unique and convenient feature that allows users to find a location and to schedule an appointment. Additionally, the tone and visuals of the website instill trust in the site and are well-designed.

Choices AZ has a well-designing website that is easy to use and navigate. The navigation system is superb and allows users the ability to find information quickly. Their home screen on mobile devices is short and to the point which allows users to focus on the navigation and minimize choices. The consistent UI and well-organized informational architecture make the choices AZ website a strong competitor that offers an easy and mindless experience.

Northland Family Planning has a website with many features and lots of information, however this causes an overwhelming user experience that is burdened with too many choices. The site would benefit immensely from white space and a reorganized navigational bar. Nevertheless, the site offers customers the abilities to view patient forms, information regarding financial assistance, request an appointment, and connect through social media.

4. How do competitors position themselves in the market? (Description)

FPA positions themselves in the market by stating that they offer a high-quality service, compassionate and experienced physicians, and a national reputation. They primarily offer abortion care services and go up to 24 weeks of gestation age.

Desert Star Family Planning markets their primary doctor, Deshaun Taylor, as their best asset. Dr. Taylor is advertised throughout the site, even in places where it is cumbersome for users. They market themselves as a capable, caring clinic in their mission statement. Additionally, they offer a variety of medical services, one of which is abortion care, where they offer services up to 24 weeks of gestation age.

Planned Parenthood is a national organization that largely relies on its well-known name as a marketing tool. They offer a variety of services but are well-known as a national abortion provider. They have a high-profile status and therefore are the face of abortion in America. Their high-profile status hinders them on their website because they must divide the space between educational resources, care, and volunteering opportunities.



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Choice AZ is a pregnancy center that does NOT offer abortion care. However, they market themselves as a clinic that offers free pregnancy services. Their website is inviting and clean, and therefore their marketing strategy is very convincing. Many patients confuse their services and end up there under the misconception that they in fact do offer abortion services. However, their main mission is to defer people from abortion care as they have a pro-life agenda.

Northland Family Planning positions themselves in the market as a safe and private abortion clinic that offers medically safe care. They offer a variety of abortion and contraceptive care.

5. How do competitors talk about themselves? (Description)

Mission Statements of competitors:

FPA:

We are a safe, nonjudgmental environment and treat our patients with kindness and respect. Learn more about our Abortion Services.

Desert Star:

The mission of Desert Star Family Planning is to promote the health and well-being of our patients and community by providing just, dignified, and exceptional care. We are your steadfast resource for comprehensive family planning and sexual health care.

Planned Parenthood:

We know your sexual and reproductive health care can't wait. We don't want you to worry about your birth control, learning your pregnancy options, or accessing STI tests or treatment. Our health centers are open and we're here to take care of you.

Choices AZ:

Choices is a non-profit, privately funded community health center in compliance with federal and state laws. We are staffed by client advocates and medical professionals who are here to listen and provide you with facts and information to help you make informed decisions about your body and future. All consultations are confidential, and the majority of our services are free or at a very low cost.

Northland Family Planning:

High Quality Service



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Northland Family Planning is a reproductive health clinic for those seeking compassionate, low-cost health care in a warm, clean and professional environment. With so many contraception options available, deciding what family planning method is best for you can be confusing. Please speak with one of our health care workers about your options and what may be best for you.

Exceptional Care

We ensure that our entire Northland team – our board-certified physicians, our specially-trained physicians, nurse practitioners and staff will take care of you with the respect and dignity you deserve. Your privacy, comfort and health are our main priorities, and we are here to assist in any of your reproductive health needs.

Nurturing Environment:

We know that the world is a far better place when people have the freedom to make their own decisions regarding their bodies, [pregnancy options](#) and sexuality. Maintaining those freedoms is our mission. You will love the Northland difference.

6. Competitors' strengths (List)

FPA's strengths include:

- Good User Interface (UI) in terms of color, size and weight, and images
- Includes features that allow user to view patient testimonials, FAQ, and submit data via a contact us form
- Strong navigational architecture and therefore intuitive user flows
- Displays descriptive but concise information

Desert Star's Strengths include:

- Website includes patient forms, book appointment feature, access to the patient portal, contact us forum, FA
- Consistent UI

Planned Parenthood's strengths include:

- Includes very helpful information in the forms of videos and text
- Strong branding and UI
- Includes social media links and find a location and book an appointment feature
- Easy to scan text/headers to find information



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Choice's strengths include:

- Excellent Navigation and information architecture and allows for an intuitive user flow
- Great UI and use of branding
- Very accessible site that offers a jump to main content button
- Includes helpful features such as contact us, make an appointment, donate, location finder, and contact information.
- Great tone – helpful, caring, and informational

Northland's strengths include:

- Features include patient forms, request an appointment, information pertaining to financial assistance, and social media links
- Consistent theme

7. Competitors' weaknesses (List)

FPA's weaknesses include:

- Cannot pay through their site
- Limited keyboard navigation
- Limited number of languages for website
- Cannot schedule via website

Desert Star's weaknesses include:

- Cannot pay through the site
- Fee information is difficult to find
- Difficult to read site text (size, weight and contrast is off)
- Hard to use user flow
- Too many nav bar items – no secondary navigation system
- Difficult to find patient portal
- Not visually appealing
- Unimportant information is prioritized and makes it difficult to find pertinent information
- No pregnancy gestational calculator

Planned Parenthood's weaknesses include:

- Cannot pay through the site



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- No patient portal access
- Fees are not listed
- No pregnancy gestational calculator
- Difficult to find information about abortion care
- Navigation bar has lots of elements that are separate from medical care and are distracting
- Switches sites and tabs for certain info

Choice's weaknesses include:

- Cannot pay through the site
- Deceptive marketing

Northland's weaknesses include:

- Cannot pay through the site
- No access to patient portal
- Fees are difficult to find
- Not enough whitespace, and therefore difficult to read
- Too many options on the navigation bar
- Unclear information hierarchy

8. Gaps (List)

Some gaps we identified include:

- None of the competitors, direct or indirect, offer the ability to pay online
- None of the websites offered a fully accessible experience
- Many of the sites have poor informational architecture that negatively affected the user flow and the ability to scan pages
- Few of the competitors made the fees easily accessible

9. Opportunities (List)



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Some opportunities we identified include:

- Continue to offer the ability to pay online but make it more obvious than the current site
- Create a website that is fully accessible to those with disabilities or speak different languages
 - This is very important for the cliental since we are dealing with. Our users are in a high stress situation who are upset, distracted, or disassociating and therefore situationally are disabled.
- Improve information architecture to aid in user flow
- Create content that maximizes scan-ability to allow for highest absorption rate
- Curate the tone of content to be informational but caring and at a 4th grade reading level
- Make the fees obvious and easily accessible
- Include patient forms on the site
- Include social media links
- Include an easily accessible FAQ
- Include Patient Testimonials
- Include a doctor's page that includes all the current doctors with photos and bios
- Rebrand CFP and include more consistent branding throughout the site using relevant images and integrate branding into the site

