

COMPETITIVE ANALYSIS



STRENGTHS

- Buy online, pickup in-store option
- Lots of deals/ discounts
- Wide variety of clothing/age options

WEAKNESSES

- No hierarchy on home page
- Responsive site could be simplified for better experience



STRENGTHS

- Free shipping, free returns
- Simple navigation
- Product information is easy to find
- Responsive site functions well

WEAKNESSES

- No customer reviews
- Size availability
- No consistent brand - colors



STRENGTHS

- Modern branding and easy navigation
- Social sign-in
- Responsive site translates well

WEAKNESSES

- Lack of color
- No product reviews
- No search feature



STRENGTHS

- Very modern and clean design
- Brand recognition throughout
- Buy online, pickup in-store option
- Clear transitions of different sections when scrolling on home page
- Responsive site is well done

WEAKNESSES

- No quick view feature
- Product detail pages lack organization on page



STRENGTHS

- Free shipping for Prime members
- Quick checkout
- Clean design and layout

WEAKNESSES

- No quick view feature
- Can get overwhelming
- No physical locations for in-store pickup
- No way to get to general "Fashion" section of site on mobile without typing into search field