

Competitive audit																	
Competitive audit goal: see what other dental offices offer for their IHMP, how to book an appointment, and what their website looks like in general																	
General Information										UX (rated: needs work, okay, good, or outstanding)							
Competitor type (direct or indirect)	Location(s)	Product offering	Membership plan Website (S- \$\$\$\$)	Business size (Small = 1 dentist Med = 2-6 dentist Large = 6 or more)	Target audience	Unique value proposition	First Impressions		Interaction			Visual design		Content			
							Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness		
Soul Dental	Indirect	Three locations in New York	General dentistry, Perio, Ortho, Cosmetic, Oral surgery, Root Canals, Pediatric	Silver \$485, Gold \$625, Platinum \$799	Large	All ages of dental patients	Woman owned, Multi-specialty practice with 3 locations. Low turn over of employees, stylish office	OUTSTANDING <ul style="list-style-type: none"> + Modern & Minimalistic + Great photography + Catching hero images + Call to action clear on landing page + Personable & Reliable + Innovative movement on website + "Book Now" same place on every page + Pediatric dentistry has its own page + Prominate Accessibility button - Reviews a little hard to find - When scrolling on the landing page, it looks like you have reached the end when you get their locations. But there is more! - Click on "visit" and it takes you to Google. Should open a new window for directions 	OUTSTANDING <ul style="list-style-type: none"> + On par with website on all points 	OUTSTANDING <ul style="list-style-type: none"> + Chat box + Book now button on all pages + Fun button animation throughout + Videos of each location along with all relevant information + Social media plugins - No before and after photos of their work 	GOOD <ul style="list-style-type: none"> + Accessibility button visible on all pages + Large legible font - Some color combinations for buttons fail the contrast checker for accessibility. - Hamburger menu not clear on all photos 	OUTSTANDING <ul style="list-style-type: none"> + Navigating the site is fun and entertaining + Back to top button is very close to logos and therefore could easily be missed 	GOOD <ul style="list-style-type: none"> + Clear menu opens when you click on the hamburger menu. Great way to see an overview of the whole website. - When clicking on the address it opens Google and closes the website. Same when clicking on the Pediatric website. - Hard to find reviews - Scrolling down on homepage can look like you have reached the end of the page once you see their locations, but it's more if you keep scrolling 	OUTSTANDING <ul style="list-style-type: none"> + Very unique + Modern and minimalist + Pediatric stands out as its own yet feels very much related + Brand identity is kept throughout website 	Patient - Centered and personable. Modern professionalism. Confident and empowering for both patients and employees	GOOD <ul style="list-style-type: none"> + Patient focused language like "gentle" and "anxiety free environment" + Benefits of visiting the dentist highlighted + Great first impression with digital images and videos - Could be more descriptive about technology used for procedures - Limited information about staff. New patients want to see the doctor "in real life" - Testimonials and reviews not highlighted enough 	
Swish Dental	Indirect	15 locations in Austin and 1 location in Houston Texas	General dentistry, Cosmetic, Oral Surgery, TMI, Sleep apnea, Sedation	\$279, add a member for \$249	Large	Patients over 18	Wants to change the way people feel about dentistry and empower women in dentistry. They are on the forefront of general and cosmetic dentistry, utilizing the highest level of technology	OUTSTANDING <ul style="list-style-type: none"> + Chic & Fun + Video showcased in a fun and innovative way + Call to action clear on landing page + Large and legible fonts + Catching hero images + FAQ section + Recommended products section and online ordering + After care instructions - Reviews a little hard to find 	OUTSTANDING <ul style="list-style-type: none"> + On par with website on all points 	OUTSTANDING <ul style="list-style-type: none"> + Book now button on all pages + Videos of each location along with all relevant information + Blog posts + Instagram plugin + FAQ section + Recommended products with shopping links - No before and after photos of their work 	OUTSTANDING <ul style="list-style-type: none"> + Colors are accessible + Clear legible font - Clear focus indicators - Some contrast errors in a couple of places 	GOOD <ul style="list-style-type: none"> + Book an appointment flow fun and clear - When clicking on Membership it opens a new tap, however I did not notice this. It looks so much like the rest of the page that I got confused when I couldn't find the menu again. - Scrolling the landing page is long and seems endless. Makes you feel lost once you've scrolled for a while. 	GOOD <ul style="list-style-type: none"> + The footer shows clearly what is on the whole website. - Have to scroll all the way down to the bottom of the homepage to see the full site map. - Dropdown menu is busy and hard to read 	OUTSTANDING <ul style="list-style-type: none"> + Fun use of unique colors for a dental office + Personable and welcoming + Relaxing environment + Positive overall feel 	Tone of website brings a sense of calm and health	GOOD <ul style="list-style-type: none"> + Easy to understand text and language + Patient focused + Great "Meet the Team" section - Limited details on services rendered - Not many photos to describe treatment or Before and after photos 	
DNTL Bar	Indirect	1 location in New York	General dentistry, Cosmetic	No information about Membership plans - although there is mention of it on the "About us" page	Don't know since the "about us" pages is not very personal. No information about staff or the dentist	Patients over 18	Convenient, transparent services. We are the peoples dentist and designed the dental experience around you (the patient). Night and weekend appointments	OKAY <ul style="list-style-type: none"> + Video that creates movement on landing page + Large legible text + Large hero photos + Modern + Simple color scheme - Reviews are hidden and don't give much credibility since it just text. Anyone could have written them - Not very scalable. Menus and text are awkward when window is made smaller - Some texts and buttons seem off centered. Periods where none are needed - Some buttons dont have any text and don't do anything when pressed on - No margins on some pages makes it hard to read 	NEEDS WORK <ul style="list-style-type: none"> - Navigation becomes a little confusing. Example: Two buttons on navigation bar. One called "Book Now" and the other called "Get an Appointment" Both buttons take you to the same place. Also the third "Book Now" button is on the top of the landing page. Showing a total of 3 buttons all in a row that take you to the same place. - Annoying pop up notification on all pages about location changes 	NEEDS WORK <ul style="list-style-type: none"> + DNTL Bar in the Press feature + FAQ section - No before and after photos - Not much detail on services and tech used - Blog posts seem dated and one post does not have an images causing the page to look off - Too many "book now" buttons everywhere. - "Connect With Us" is all one and the same action of booking an appointment. That's six different names for the same thing and is very confusing to the user 	OKAY <ul style="list-style-type: none"> + Great choice of typeface - Good keyboard navigation - Color contrast for white and cream fails the contrast checker - Over 20 errors on page. Such as contrast, empty links, and multiple form labels. - Over 100 alerts that have to do with scalability, alternative text, and non scripted elements - No margins on some pages makes it hard to read 	OKAY <ul style="list-style-type: none"> + Pretty straight forward directions and flow of website - Book an appointment flow takes you off the website and to Aditi's plugin. Really brakes the feel of the flow. - Inpersonable and unwelcoming booking flow 	NEEDS WORK <ul style="list-style-type: none"> - Navigating back and forth is fine until you click the "book now" button and it takes you away from the website with no way to turn back - Some texts are buttons but not noticeable other than they are in a different color - Both a navigation bar and hamburger bar with some of the same page options and also different options. Quite confusing. - Too many buttons and menus 	GOOD <ul style="list-style-type: none"> + Modern and sleek look through out + A dental website that stands out from others as being in their office - Off centered items or centering too many items to the middle. Makes the website seem busy and hard to find what to focus on. - Website looks off when window is resized 	Revolutionary and patient focused	OKAY <ul style="list-style-type: none"> + Clearly states they are the peoples dentist + Highlights the benefits of coming to their office - Lack of story telling with visuals such as before and after photos and better showcasing the facility - Blog seems out dated - I dont know who the doctor is. NO staff description or "Meet the Team" 	
Palisades Dental	Direct	1 location in American Fork Utah	General dentistry, Cosmetic, Pediatric	1 person \$266 2 person \$497 3-4 person \$570 5-6 person \$760 Additional \$140	Medium, 2 dentist	Family dentistry	Making dentistry as comfortable as possible.	NEEDS WORK <ul style="list-style-type: none"> + New patients can find what they are looking for when researching a dentist + Membership program is clear and informative - Grainy photos and lack of visual story telling - Video seems awkward of a family smiling at the camera. Doesn't tell me much - Not every feature is nested in the menu, therefore hard to find (such as the "Our Practice" "Our Team" section) - Address is not found in header, therefore hard to find if you are not on the homepage - Logo and tagline font is hard to read of an already hard name - The "Our Practice" and "Meet the Team" pages don't have matching staff. Which is the true one? - Odd separation line on the header 	NEEDS WORK <ul style="list-style-type: none"> - On par with website 	NEEDS WORK <ul style="list-style-type: none"> + Scrolling "Connect With Us" button + Social media plug-ins + Google review plug-in - Video with smiling family is awkward - Black framed box beneath the opening video that does nothing - "Watch Video From Beginning" button does nothing - "Connect With Us" button is actually a "Book Now" and takes you to a new tab - "Reach Out For More Info" is also a "Book Now" button and takes you to a new tab - The team pictures on the homepage do not match the people in the "Our Practice" page 	NEEDS WORK <ul style="list-style-type: none"> - Whole website is inaccessible with text alerts, missing information and no accessibility features 	OKAY <ul style="list-style-type: none"> + User flow is direct and as expected - Call to action is clear - Book An Appointment - Buttons and menu items called "Get In Touch" "Get Appointment" "Contact Us" "Request Appointment" "Reach Out For More Info" and "Connect With Us" are all one and the same action of booking an appointment. That's six different names for the same thing and is very confusing to the user 	OKAY <ul style="list-style-type: none"> + User can easily navigate the site and know their position - Misleading button names 	OKAY <ul style="list-style-type: none"> + Overall color scheme is in correlation with a standard dental office website. - Lack of good images to tell users the feel and story of the dental office - Lacking attention to details and professionalism - Bad use of space on website with video on landing page 	Website gives a sense of "Do it yourself" or "Family Owned Business" missing the opportunity to connect on a personal level with patients and stand out with its own identity.	GOOD <ul style="list-style-type: none"> + Patient friendly language - Membership information is clear and descriptive - Lack of visual story telling - Absence of educational content - Lack of personality of the dental office - Could use more information about technology and services 	
***Elite Dental	Direct	1 location in American Fork Utah	Comprehensive Dental Care, Implants, Endodontist, Pediatric, Periodontist	Offered but no price on website	Elite Dental - American Fork	Medium, 2 dentist	General dentistry, family dentistry and Cosmetic	Offering high-quality comprehensive dental care at affordable prices. Spanish and English	GOOD - OUTSTANDING <ul style="list-style-type: none"> + Eye-catching movement on landing page with video and scroll animation + Tour of office feature + Kids corner in their office is luring + Easily find needed information as a new patient or an established patient looking for more information + Google reviews on homepage + Great movement and variety of images on homepage + Affiliations of dentists with ADA and UDA posted - Too much reading everywhere with no visual brakes - Video on homepage seems to take up all the valuable space and users are not coming to look at videos, they need basic information quick 	OKAY <ul style="list-style-type: none"> + For the most part the website is responsive to mobile - Hamburger menu changes from three lines to a box making it unclear of what action it is leading to - Buttons and images are off so user can not read what that image will take them to - Header is not big enough for all the buttons so they overlap 	GOOD <ul style="list-style-type: none"> + High quality video on landing page that catches attention + Google review plug-in + Tour of office feature + FAQ section + Social media plug-ins + Request an appointment same place on every page + Two before and after pictures - Only two before and after pictures on a page called "Gallery" - Reviews tab are just static text that anyone could have written and no way to know how old they are. Google plug-in for reviews on front page. Why not use it in both places? - Membership program on just about every page. Seems redundant and pushy - Affiliations posted too many times - Very outdated and boring blog section. No visuals - Video on landing page takes up a lot of valuable space - Same video on all pages, taking up valuable space 	NEEDS WORK <ul style="list-style-type: none"> - Missing alternative text - Missing labels - Empty links 	GOOD <ul style="list-style-type: none"> + Overall website is pretty straight forward - Google maps for location - "Watch our Video" button broken - "Meet Our Team" text and photos do not align up for easy reading and pairing of person to name. - Clicking on the map icon in header opens page in Google, causing user to have to use the browser back button - Membership program on each page is redundant and pushy - No price information on Membership program or a call to action on that page. Making it hard to get needed information 	GOOD <ul style="list-style-type: none"> + Header has all the needed information and pages - "Treatments" and "What We Do" tab seem pretty similar - Practice name is Elite Dental however the url is called American Fork Dentistry 	GOOD <ul style="list-style-type: none"> + Upbeat use of colors + Personable video on landing page + Professionalism - Use of wooden and brick like background is distracting and does not fit the feel of the overall website - Constant use of the Membership banner and Affiliations are overwhelming 	Personable and family friendly	GOOD <ul style="list-style-type: none"> + Great focus on reviews on landing page - Personable yet professional - Too much reading on the whole website. Sections like "What We Do" and treatments offered have a lot of reading and no visuals to brake it up
***Monarch Dental & Orthodontics	Direct	8 locations in Utah, More in Texas and Arkansas	General dentistry, Orthodontics, Endodontics, Oral surgery, Periodontics, Pediatric and Cosmetic	One person \$79 Two person \$99 Family \$199	Large	General dentistry, family dentistry and Cosmetic	To deliver unparalleled dental care that is affordable and accessible	OUTSTANDING <ul style="list-style-type: none"> + Clear portraits + Blog is updated and catchy + Catching illustrations throughout website + Fun play with splatters, colors, and shapes - Too much text throughout website with out visuals to brake up text. 	OUTSTANDING <ul style="list-style-type: none"> + On par with website + Responsive 	OUTSTANDING <ul style="list-style-type: none"> + FAQ section is thorough + Google reviews + Google maps for an office near you + Recently updated Blog posts + Catching "coupons" and offers - "Book Now" call to action clear and accessible throughout + Easy online sign up for Membership program + Comprehensive list of dental services in alphabetical order - No photos, videos or other ways to see their facilities - No other info on doctors than name, favorite quotes, and education 	GOOD <ul style="list-style-type: none"> + Overall great accessibility on website + Missing alternative text - Accessibility button on landing page - Some missing form labels - Some missing alternative text - Many contrast issues 	OUTSTANDING <ul style="list-style-type: none"> + Super easy "Book Now" flow + Call to action clear on each page + Google maps opens in new tab - Very subtle hover action on buttons 	OUTSTANDING <ul style="list-style-type: none"> + Clear call to action and navigating is easy - press Read more or Read less instead of pressing the illustration 	OUTSTANDING <ul style="list-style-type: none"> + Fun and upbeat colors throughout give a sense of comfort and professionalism + Playful font cues user that dental visits can be fun too - Logo and website have a different feel each. The logo feels more serious and mature and the website more fun and youthful 	More affordable dentistry (not on the forefront in tech and innovation)	GOOD <ul style="list-style-type: none"> + Good focus on services offered - Users get a lot of information pre appointment and for recovery - More detail could be given on tech used 	
Stonehaven Dental	Direct	10 locations in Utah	General dentistry, Cosmetic, Endodontics, Oral surgery, Sedation	One person \$299 Two person \$499 Additional child \$199	Large	General dentistry, family dentistry and Cosmetic	In a comfortable environment, we focus on treating dental needs as well as educating patients on the importance of maintaining oral health habits	GOOD <ul style="list-style-type: none"> + Landing page gives users an upfront overview of the information they would be looking for as a new patient. + Images are clear and informative. + Eventhough website is used for a chain of office it looks welcoming and personable - Top banner looks like an add leading the eye to drift down skipping the call to action - "Search for a location near you" follows user on each page instead of a clearer call to action like "book now" - Top of "Payment options" also feels like a banner add 	GOOD <ul style="list-style-type: none"> + Responsive - Pop up window for dentist bio is too large for mobile screen causing confusion since the user will have to scroll back up to close the window - Slow responsive scroll causing the messenger to open 	OUTSTANDING <ul style="list-style-type: none"> + Super easy sign up for membership online + Website also comes in Spanish + "Smile Portal" a patient portal opens in new tab - pay bill, manage appointments, profile, and timeline of care + Before showing the user available appointments and proceeding to booking, the website shows you what dentists are available with a picture and short bio. Creating a sense of comfort and familiarity for users + ADA and UDA affiliations in footer + Just the right amount of text and visuals to educate patients + Updated and interesting blog page - Could not find reviews or testimonials. Only a 4.5 star rating by Google but that is not clickable 	OKAY <ul style="list-style-type: none"> + passes accessibility evaluation - One error on very low contrast - Some link alerts 	GOOD <ul style="list-style-type: none"> + Simple yet rich website with information patients would need. - "Book appointment" closes website with no way to return - In the "Meet our Dentists" there is no way to book from the dentists profile - Pop up window before booking an appointment that has too much reading 	OUTSTANDING <ul style="list-style-type: none"> + Headers and footers are not utilized to there fullest - Services offered in footer instead of part of the header - Very large footer that is busy and unorganized. Hard to read and confusing - Once user has landed on a service or treatment there are two "make an appointment" buttons very close together due to a banner at the bottom of every page 	GOOD <ul style="list-style-type: none"> + Brand identity is kept throughout website. - If I user can't see the logo, its almost impossible to identify what dental office it is - Could be more personable and less commercial 	Tone feels like it's about quantity not quality	OUTSTANDING <ul style="list-style-type: none"> + Services and procedures are clear without any jargon - More personable and welcoming content would benefit the user, such as a look at the offices, more information about the dentists, what to expect during your visit 	
Skyridge Valley Dental Care	Direct - New office in 2024	1 location	General dentistry, Cosmetic, Endodontics, Oral Surgery	None	Skyridge Valley Dental Care	Small	General dentistry and Cosmetic	Oral health directly affects your overall health and we are equipped with state-of-the-art equipment for your dental care.	NEEDS WORK <ul style="list-style-type: none"> + Call to action clear on landing page - Landing page is a boring scroll of text and lists. No visuals other than one picture - Once user scrolls down on landing page there is no clear direction or call to action - Header should include services offered instead of having to scroll down on landing page - Services is just a boring list of procedures. - Once clicked on offers minimal information, no visuals 	OKAY <ul style="list-style-type: none"> - Responsive, however due to the website having a lot of text the mobile version is an endless scroll of text before the user can even find the opening hours 	OKAY <ul style="list-style-type: none"> + Facebook plug-in + Easy online appointment booking that stays on website and does not use a plug-in + Personable "About your dentist" page - Instagram plug-in that leads to an account that has no posts - User has to manually add address to a map since website does not offer a clickable address or Google map plug-in 	GOOD <ul style="list-style-type: none"> + passes accessibility evaluation - One error on very low contrast - Some link alerts 	RATING <ul style="list-style-type: none"> + Booking an appointment is an easy and clear flow. The best part of the website - Website does not offer much so the only flow is to book an appointment. - When booking an appointment user might not see that there are more appointment options if the user scrolls. The "Next step" button floats so its easy to miss the scroll option 	NEEDS WORK <ul style="list-style-type: none"> - Headers and footers are not utilized to there fullest - Services offered in footer instead of part of the header - Very large footer that is busy and unorganized. Hard to read and confusing - Once user has landed on a service or treatment there are two "make an appointment" buttons very close together due to a banner at the bottom of every page 	NEEDS WORK <ul style="list-style-type: none"> - Logo, About your Dentist and the photo of the facility is the only brand identity 	Tone is superficial and cliché. Lack of personality and substance	OKAY <ul style="list-style-type: none"> + Services are descriptive and informative + Footer specifically mentions those with disabilities are welcome and to mention any accommodation services needed. - New patient section is very informative with all the paperwork required - Could benefit from more personable and inviting content.