Digital Storm SWOT Analysis

Strength

- Responsive Web Design Layout optimized for mobile
- Large Hero image with call to action button
- Easy to navigate through the website
- Strong contrast in color of the banner
- Easy to get to product information
- Main page has clear value and mission message
- Navigation is well organized, but not distracting.
- Bullet points with short messages helps to convey message quickly
- Rich contents on the front page, including reviews and related articles which helps to boost the SEO.
- Forum and community encourage user to visit site frequently
- Use of Testimonials and review on main page
- Took advantage of the trust indicators such as Norton Shopping Guarantee to build consumer confidence.
- Good use of accent color on CTA button to differentiate from the rest
- Simple and minimalistic design on product page.
- Use of video on product page
- Good loading speed on contents

Opportunity

- New ideas to improve repeat visits
- More fluid process in cumbersome process in customization
- Making financing option more visible
- Make creditable sources more visible
- Make customization more visible
- Competitor's Similar color scheme makes it hard to distinguish one brand from another.

Weakness

- Menu on mobile is outdated
- Need to Boost the effectiveness of hero image space by adding more compelling headlines.
- Too much text on landing page.
- Need more interactivity to make the page come alive! Or seem more up to date. (similar to carousal image on Maingear or Origin landing page)
- Awards and recognition for credibility on mainpage
- A more visible Customize button (Origin)
- Lengthy customization process
- Financing Options not clearly visible, calculate of monthly payment would help with conversion rate
- Improve product page by making customize options more visible (color, mention of powerful processor, after purchase services, warranty, etc to encourage user to click on customize)
- Better transition on product page from spec to video
- missing back to top button for product page

Threat

- Competitor's focus on maintaining an fresh main page (by adding carousal or other interations Ex. MainGear)
- Competitor's clearly labled steps in customizing a product
- Competitor's visible financing program

Digital Storm Competitors

Falcon

Pro
•Swipe Navigation on mobile version
•Interactive Buttons with Interactive Outlines
•Svg graphics makes the site come alive
•Rich in svg Graphics
•Large images

Con
•Placed more focus on boosting interactivity on web version, caused mobile version to fall short on providing customer information to make sound decision about the product.
•Mobile version lacks details on product information
•Due to svg integration on web version, mobile version lacks
•Long loading time
•Hard to navigate
•Bad for SEO, no site map

Overview
Falcon: has rich interactivity and graphics and presents the product like a museum experience. interactivity makes it visually appealing, but fail to fulfill the most basic objective of the site, which is to encourage customer to customize and make a purchase. Call to action button is unclear.

Main Gear

Pro
•Carousal scroll on landing page provides interactivity
•Mini animation upon loading into product page
•Mini animation for product descriptions
•Large images
•Customization section looks outdated, decrease consumer confidence when the interface is disorganized and lacks hierchy.

Con
•Two nav bar is confusing
•Once user scrolls down to look at the information, it's hard for them to browse other products.
•No back to top button.

Overview
Overall Maingear has all the essentials. It has double navigation. The navigation is a little confusing, but takes sometime to figure out. it can benefit greatly from better UX design that helps the ease the product browsing process. Customization section can use some improvement to display pictures of parts customers can customize.

Origin

Pro:
•Organized drop down navigation
•Bar, show icons of product when user selects the category
•Super long scroll with parallax
•Has back to top button.
•Due to color hierchy, makes it easier to distinguish primary and secondary navigations.
•Call to action buttons are clear and positioned strategically.
•Clear step 1, 2, 3 4 in customization

Con
•Limited Color Scheme

Overview
Origin's Navigation is organized, site layout adapts the latest long scrolling format, integrated with mini animations and videos to make the site seem rich.

Most importantly, it has a clear call to action "customize" button labled in red and positioned on the top right secondary nav bar to encourage buyer to go straight to customize section.

User can return to the top by clicking back to the top.

In customization section, customization steps are clearly labeled, with progress bar on the top showing progress.