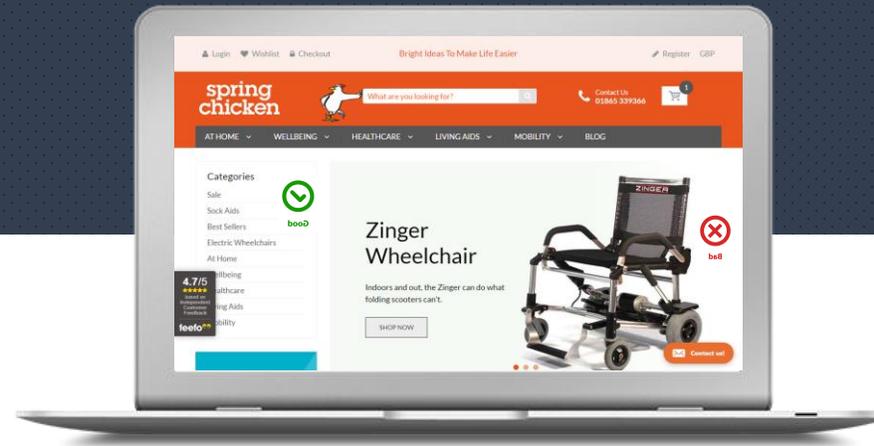


Spring Chicken Competitive Analysis



Home, Navigation, Search, Product Detail Page, Cart, & Checkout

HOME PAGE



Good

- Use of whitespace
- Multiple avenues of product navigation
- Pairing of icons & text
- Use of color
- Help offerings



Bad

- Company focus
- Overlays obscure content
- Split action bar
- Confusing home link
- Unclear product navigation
- Poor search call to action
- Amount of vertical space used in header

Spring Chicken website header and navigation elements:

- Navigation: Login, Wishlist, Checkout, Register, GBP
- Tagline: Bright Ideas To Make Life Easier
- Search: What are you looking for?
- Contact: Contact Us 01865 339366
- Menu: AT HOME, WELLBEING, HEALTHCARE, LIVING AIDS, MOBILITY, BLOG
- Categories: Sale, Sock Aids, Best Sellers, Electric Wheelchairs, At Home, Wellbeing, Healthcare, Living Aids, Mobility
- Feefo Review: 4.7/5 based on Independent Customer Feedback
- Product Focus: Zinger Wheelchair
- Product Description: Indoors and out, the Zinger can do what folding scooters can't.
- Call to Action: SHOP NOW, Contact us!

MENU



Good

- Active & inactive states
- Dynamic category view



Bad

- Unclear information architecture
- Poor text contrast for both active & inactive states

The screenshot displays the Spring Chicken website interface. At the top, there is a navigation bar with links for Login, Wishlist, and Checkout, along with the slogan "Bright Ideas To Make Life Easier" and a Register button. The main header features the Spring Chicken logo, a search bar with the placeholder text "What are you looking for?", and contact information including a phone number and a shopping cart icon with a "1" notification. Below the header is a navigation menu with categories: AT HOME, WELLBEING, HEALTHCARE, LIVING AIDS (highlighted in orange), MOBILITY, and BLOG. A dropdown menu is open under "LIVING AIDS", listing various product categories such as Collections, Technology, Clocks And Watches, Phones, Talking Gadgets, Bandage Protectors, Reading, Solutions, Gripping And Turning, Reachers And Grabbers, Sock And Stocking Aids, Dressing Aids, and Washing Aids. Two product listings are visible: "Nimble Packet Opener" for £7.99 and "Automatic Needle Threader" for £4.99. To the right, there is a promotional banner for "Shop Phones" featuring an image of a hand holding a smartphone. At the bottom, there is a section for a foot massager with the text "Do you suffer with swollen feet and ankles and tired aching legs?" and a "LEARN MORE" button. A "Contact us!" button is also present in the bottom right corner. A Feefo review badge is visible on the left side of the page, showing a 4.7/5 rating based on independent customer feedback.

SEARCHING



Good

- Autosuggest
- Product thumbnails displayed
- Product price provided



Bad

- Slow performance
- Spinner is constant
- Call to action appears disabled
- Limited number of autosuggested items due to thumbnails

The screenshot shows the Spring Chicken website's search interface. At the top, there are navigation links for Login, Wishlist, and Checkout, along with the slogan "Bright Ideas To Make Life Easier" and a Register button for GBP. The Spring Chicken logo and a chicken mascot are on the left. A search bar contains the text "Key" and has a magnifying glass icon. A dropdown menu displays six product suggestions, each with a thumbnail, product name, and price:

- C500 Police Approved **Keysafe** £84.99
- RADAR Disabled Toilet **Key** £5.99
- Spill Proof Large Letter **Keyboard** £22.99
- Talking **Keychain** Pocket Clock £9.99
- myBunjee **Key** Pouch with Safety Clip £7.95
- Doro MemoryPlus 319i ph £49.99

Below the search bar, the text "Ke" is visible, followed by "Your Search For 'Ke' Did Not Yield". The website footer includes a Feefo 4.7/5 rating, a "Connect:" link, and a "Subscribe To Our" button with a "Contact us!" link.

SEARCH – NO RESULTS



Bad

- No direction to user
- No “Did you mean...” function
- Unnecessary copy

The screenshot shows the top navigation bar of the Spring Chicken website. It includes links for Login, Wishlist, and Checkout on the left, the slogan "Bright Ideas To Make Life Easier" in the center, and Register and GBP on the right. Below this is a dark orange header with the Spring Chicken logo, a search bar containing "What are you looking for?", a contact number "01865 339366", and a shopping cart icon with a "1" notification. A dark grey navigation menu contains links for AT HOME, WELLBEING, HEALTHCARE, LIVING AIDS, MOBILITY, and BLOG. The main content area shows a search for "Ke" with the message "Your Search For 'Ke' Did Not Yield Any Results." and a breadcrumb "Home / Ke". The footer features a Feefo 4.7/5 rating badge, social media icons for Facebook, LinkedIn, Twitter, Google+, Instagram, and Pinterest, and a navigation menu with links for Delivery, Returns and Exchanges, Contact Us, and About Us. A "Contact us!" button is also present in the footer.

SEARCH - RESULTS



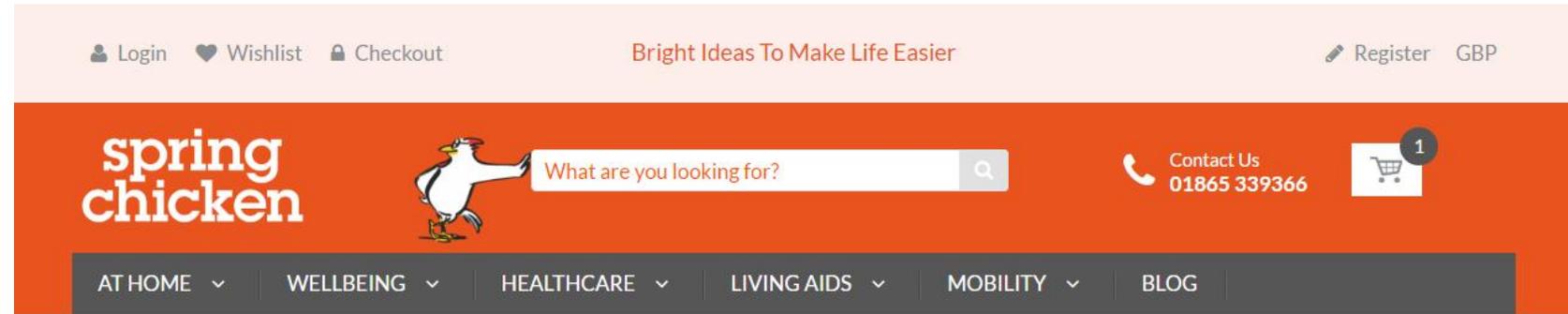
Good

- Image provided
- Additional functions provided (onhover)
- Ability to favorite products



Bad

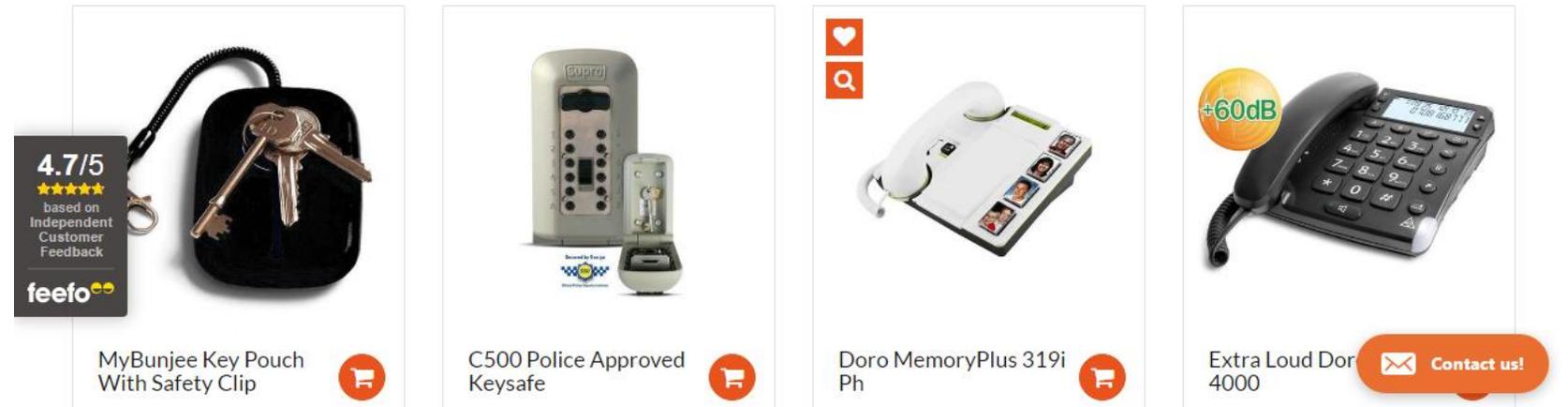
- Not a clear indication of search term entered
- Non optimal breadcrumb location / usefulness
- Poor use of vertical space
- Unclear icon functionality
- Content covered by ancillary functions



Keys

Home / keys

Search Result



PRODUCT DETAIL PAGE



Good

- Prominent product title & cost labeling
- Add to wishlist function
- Simple quantity stepper
- Good add to cart call to action



Bad

- Overlays obscure content
- No option to remove, hide, or stop overlays
- Colors used for different patterns (i.e., links & labels)
- Secure payments module presence
- Excessive visual noise (e.g., rotating banners, popups, animations)

The screenshot shows the top navigation bar with links for Login, Wishlist, and Checkout, and the slogan "Bright Ideas To Make Life Easier". The Spring Chicken logo and a search bar are prominent. A navigation menu includes categories like AT HOME, WELLBEING, HEALTHCARE, LIVING AIDS, MOBILITY, and BLOG. The breadcrumb trail reads "Home / Around the home / C500 Police Approved Keysafe". The product title "C500 Police Approved Keysafe" is displayed in large text with a price of £84.99. A "Secure Payments" section lists American Express, MasterCard, PayPal, and VISA. A "Recently Viewed Products" section shows the same keysafe. A "You May Also Like" section features a "Floor Lift Cushion" for £1,440.00. A "4.7/5" customer rating is visible. A "Contact us!" button is located at the bottom right.

MINI CART



Good

- Displays automatically on add to cart
- Cart summary provided
- Checkout function offered



Bad

- No module label
- Significant amount of marketing/help copy
- Poor visual hierarchy
- Inconsistent link styles & patterns
- Unclear cart button function
- Insufficient checkout button call to action & placement

AT HOME ▾ WELLBEING ▾ HEALTHCARE ▾ LIVING AIDS ▾ MOBILITY ▾ BLOG

Home / Around the home / C500 Police Approved Keysafe

C500 Police Approved Keysafe

£84.99

This is the only police approved key safe. It has undergone rigorous testing devised by security experts to ensure that it's... [read more](#)

[ADD TO WISHLIST](#)

1 [+](#) [-](#) [Add to cart](#)

Product Sku: SC01229

4.7/5 based on independent Customer

You May Also Like:
Floor Lift Cushion
£1,440.00

Do you suffer from a disability or long term condition?

Have you registered for VAT relief



	C500 Police Approved Keysafe 1 x £84.99	✗
	Nimble Packet Opener 1 x £7.99	✗

Total £92.98

[Cart](#)

[Checkout](#)



[Contact us!](#)

CART



Good

- Cart details provided (e.g., Product, Price, Qty, etc.)
- Quantity function provided
- Product thumbnail provided



Bad

- Poor use of vertical space
- Non optimal font treatment of messaging
- Checkout button below fold
- Non optimal order summary location
- Unclear indication of what are links
- Inconsistent link styles & patterns
- Content covered by ancillary functions
- No estimate shipping cost module offered
- No “save for later” function (e.g., product or entire cart) offered

Login Wishlist Checkout Bright Ideas To Make Life Easier Register GBP

spring chicken What are you looking for? Contact Us 01865 339366 2

AT HOME WELLBEING HEALTHCARE LIVING AIDS MOBILITY BLOG

Your Shopping Cart Home / Your Shopping Cart

**Do You Suffer From A Disability Or Long Term Condition?
Have You Registered For VAT Relief**

Product	Price	Qty	Total	Remove
 C500 Police Approved Keysafe	£84.99	1	£84.99	
 Nimble Packet Opener	£7.99	1	£7.99	

4.7/5 based on Independent Customer Feedback feefo

CHECKOUT – SHIPPING ADDRESS



Good

- Progress indicator provided
- Multiple avenues of checkout (i.e., PayPal, current member, guest checkout)
- Autofill enabled
- Form label interactions & error handling
- Order summary provided
- Clean & clear item quantity pattern



Bad

- Site information architecture & visual design markedly different
- Insufficient labeling of modules
- Newsletter auto selected
- Exposed promotion code module
- No edit cart function
- Incongruent progress indicator & page contents



[Cart](#) > [Customer information](#) > [Shipping method](#) > [Payment method](#)

PayPal

OR

Customer information

Already have an account? [Log in](#)

Email

Subscribe to our newsletter

Shipping address

First name

Last name

Company (optional)

Address

Apt, suite, etc. (optional)

City

	C500 Police Approved Keysafe	£84.99
	Nimble Packet Opener	£7.99

Enter promotional code here

Apply

Subtotal £92.98
Shipping —

Total Including £15.50 in taxes GBP **£92.98**

CHECKOUT – SHIPPING METHOD



Good

- Clear address details provided
- Address edit function offered
- Previous step link provided
- Excellent call to action
- Link to return policy provided



Bad

- Inconsistent labeling of modules (i.e., shipping address & shipping method)
- Non optimal information architecture of address
- Non optimal call to action & location of edit function
- Selected shipping address & selected shipping method user different patterns
- No local pickup option
- No express or expedited shipping options



[Cart](#) > [Customer information](#) > [Shipping method](#) > [Payment method](#)

Shipping address

[Edit](#)

John Smith
British Council
10 Spring Gardens
Manchester
SW1A 2BN
United Kingdom
55555555

Shipping method

Standard

£4.95

[Return to customer information](#)

[Continue to payment method](#)

[Refund policy](#) [Privacy policy](#) [Terms of service](#)

	C500 Police Approved Keysafe	£84.99
	Nimble Packet Opener	£7.99

Enter promotional code here

[Apply](#)

Subtotal	£92.98
Shipping	£4.95

Total
Including £16.32 in taxes GBP **£97.93**

CHECKOUT – PAYMENT METHOD



Good

- Clean visual design
- Copy & iconography used to elicit security
- Consistent selection interactions
- PayPal payment method offered



Bad

- No Apple or Android payment options offered
- No “save payment for future use” function provided
- No create an account function & related benefits messaging provided



[Cart](#) > [Customer information](#) > [Shipping method](#) > [Payment method](#)

Payment method

All transactions are secure and encrypted.

Credit card VISA  AMEX 

Card number 

Name on card MM / YY CVV 

PayPal VISA  AMEX   

Billing address

Same as shipping address

Use a different billing address

 1	C500 Police Approved Keysafe	£84.99
 1	Nimble Packet Opener	£7.99

Subtotal £92.98
Shipping £4.95

Total Including £16.32 in taxes **GBP £97.93**