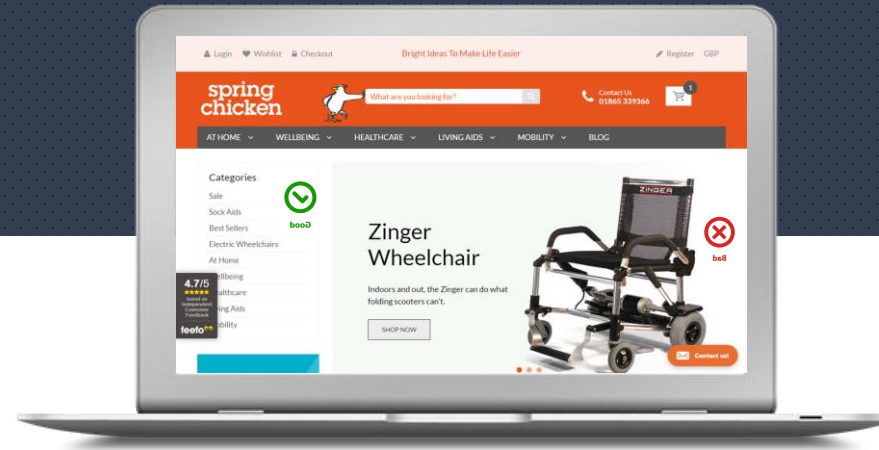


# Spring Chicken Competitive Analysis



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

## HOME PAGE



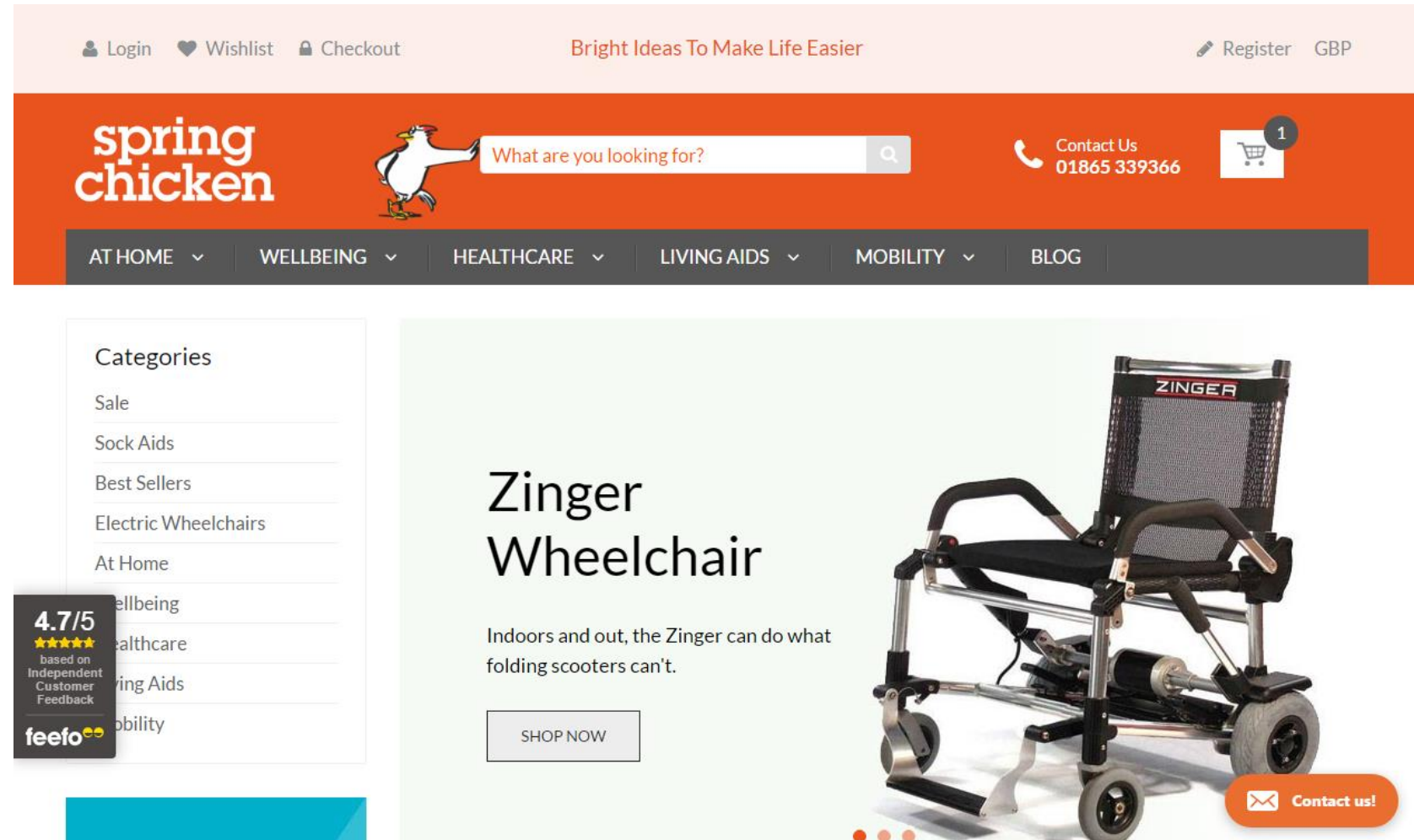
Good

- 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



## MENU



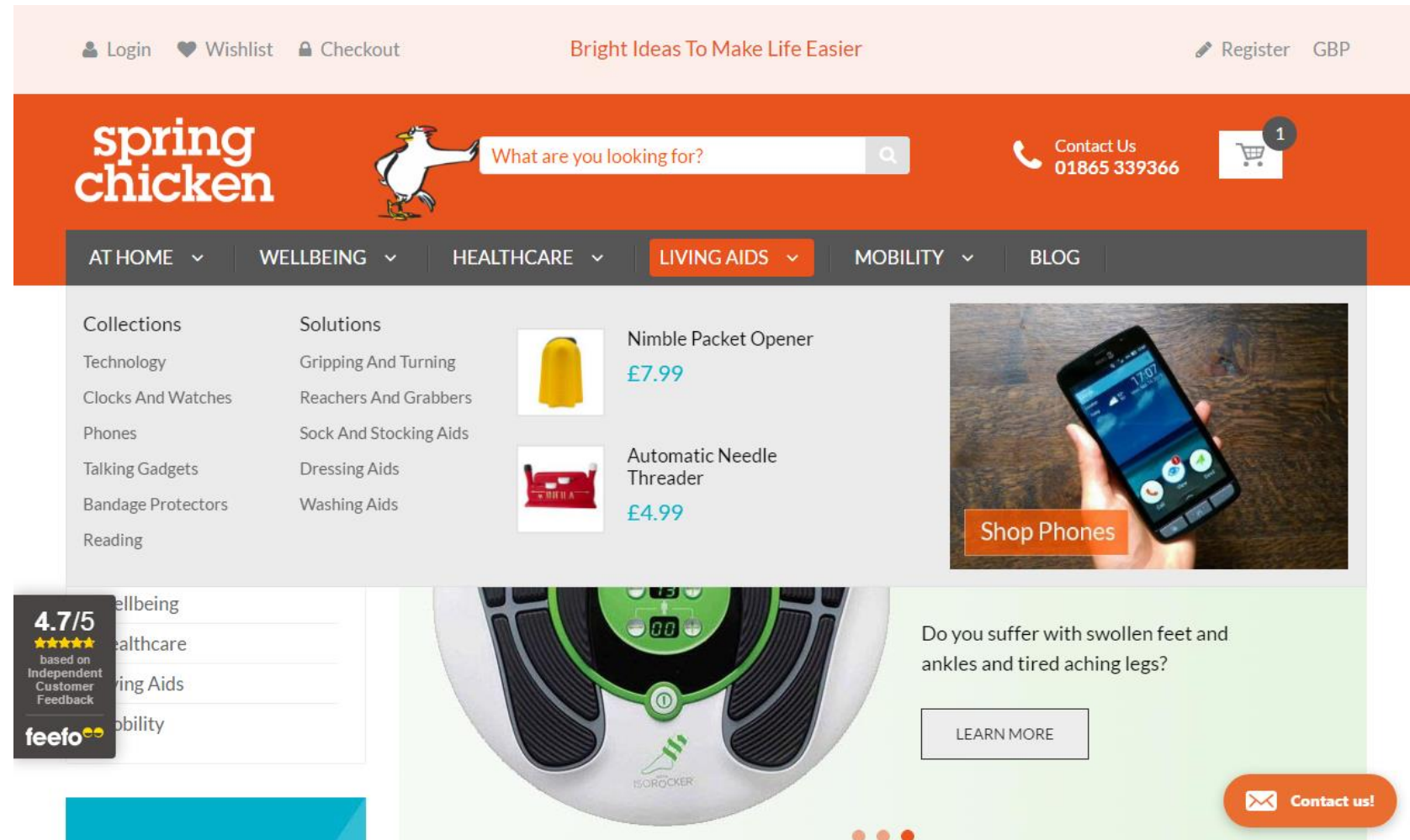
Good

- Active & inactive states
- Dynamic category view



Bad

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



## 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 with a search bar containing the text 'Key'. A dropdown menu displays six suggested products with their thumbnails and prices:

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

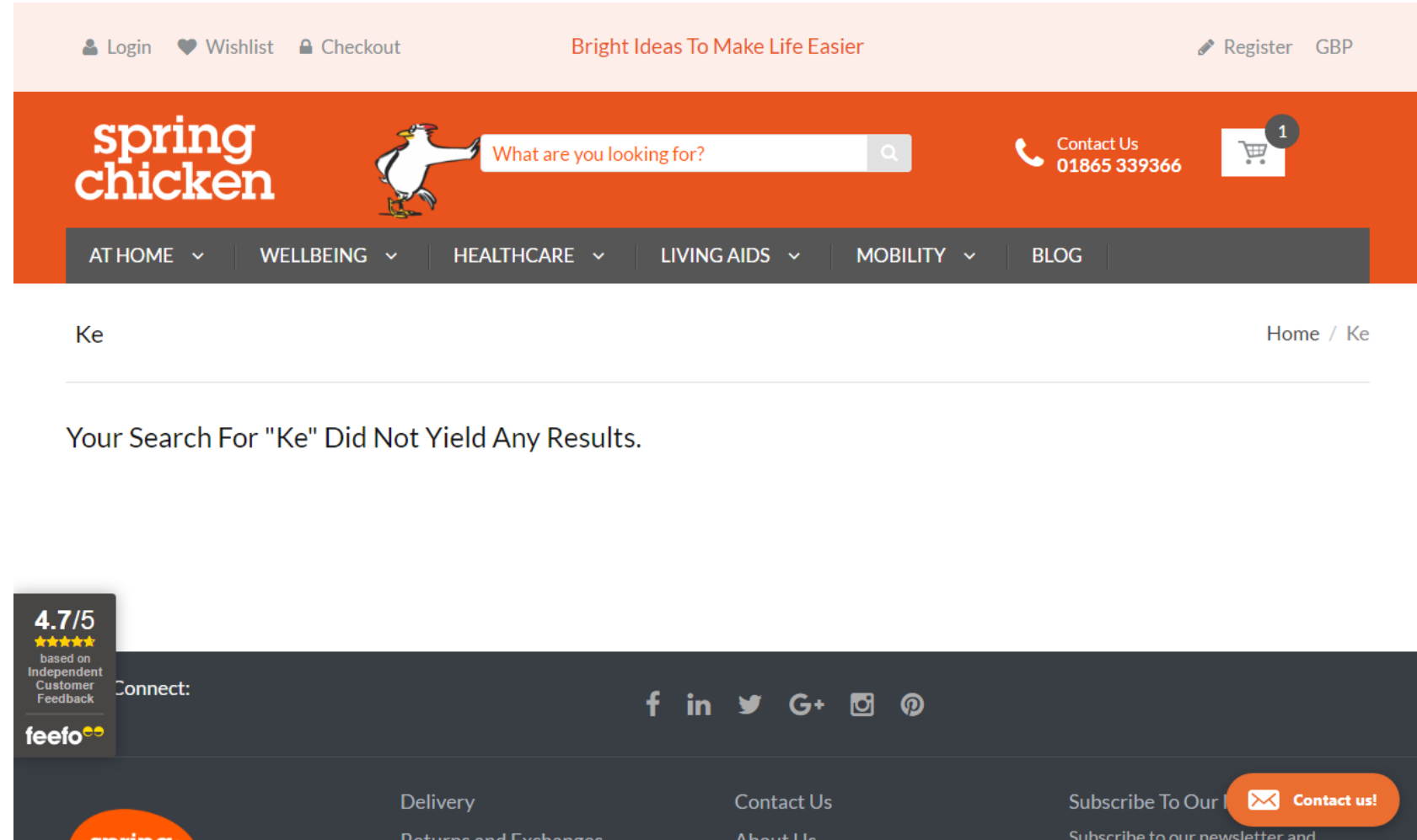
The website header includes navigation links (Login, Wishlist, Checkout), a slogan ('Bright Ideas To Make Life Easier'), and a Register button. The footer features a Feefo rating (4.7/5), delivery information, and a newsletter subscription form.

## SEARCH – NO RESULTS



Bad

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



## 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

Header: Login Wishlist Checkout Bright Ideas To Make Life Easier Register GBP

spring chicken What are you looking for? Contact Us 01865 339366 1

AT HOME WELLBEING HEALTHCARE LIVING AIDS MOBILITY BLOG

Keys Home / keys

Search Result

4.7/5 based on Independent Customer Feedback feefo

MyBunjee Key Pouch With Safety Clip

C500 Police Approved Keysafe

Doro MemoryPlus 319i Ph

+60dB Extra Loud Doro 4000

Contact us!



## 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 Spring Chicken website's product detail page for the C500 Police Approved Keysafe. The header features the Spring Chicken logo, a navigation menu with categories like AT HOME, WELLBEING, HEALTHCARE, LIVING AIDS, MOBILITY, and BLOG, and a search bar. The product title 'C500 Police Approved Keysafe' is prominently displayed with a price of £84.99. A description states it is the only police approved key safe, having undergone rigorous testing. A 'read more' link is provided. Below the description is an 'ADD TO WISHLIST' link and a quantity stepper set to 1, with an 'Add to cart' button. A 'Secure Payments' section shows logos for American Express, MasterCard, PayPal, and Visa. A 'Recently Viewed Products' section displays the same product. A 'You May Also Like' section features a 'Floor Lift Cushion' for £1,440.00. A 'Contact us!' button is visible in the bottom right corner. The page also includes a breadcrumb trail: Home / Around the home / C500 Police Approved Keysafe.

## MINI CART



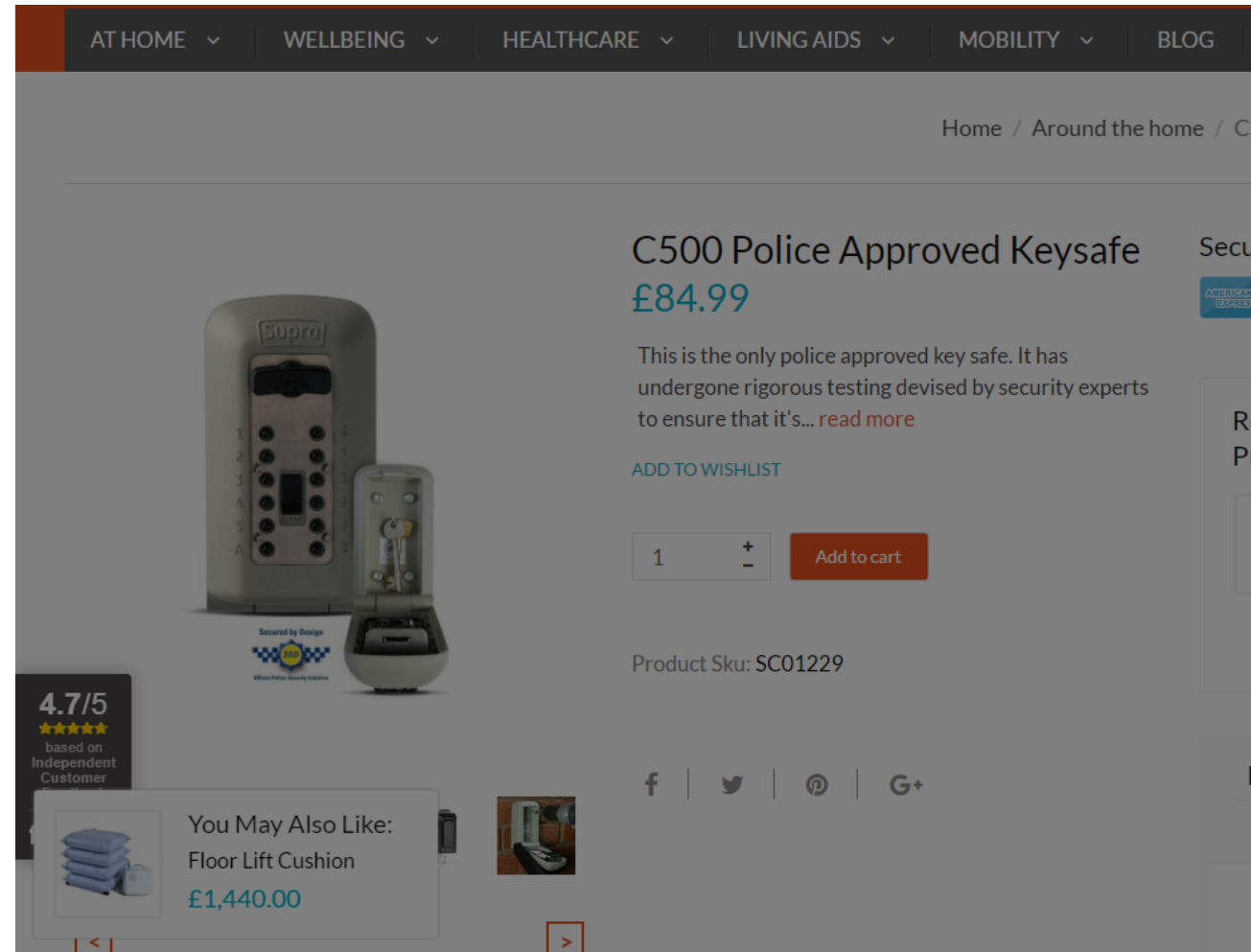
Good

- 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



Do you suffer from a disability or long term condition?

Have you registered for VAT relief



|   |  |   |
|---|--|---|
|  | C500 Police Approved Keysafe<br>1 x £84.99 | ✗ |
|  | Nimble Packet Opener<br>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




   [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 | <input type="text" value="1"/> <a href="#">+</a> <a href="#">-</a> | £84.99 |  |
|  Nimble Packet Opener        | £7.99  | <input type="text" value="1"/> <a href="#">+</a> <a href="#">-</a> | £7.99  | <a href="#">Contact us!</a>   |

# 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



OR

Customer information

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

☒ Subscribe to our newsletter

Shipping address



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








☐ **PayPal**



Billing address

☒ Same as shipping address


☐ Use a different billing address



1

C500 Police Approved Keysafe

£84.99



1

Nimble Packet Opener

£7.99

Apply

Subtotal

£92.98

Shipping

£4.95

Total

Including £16.32 in taxes

GBP **£97.93**