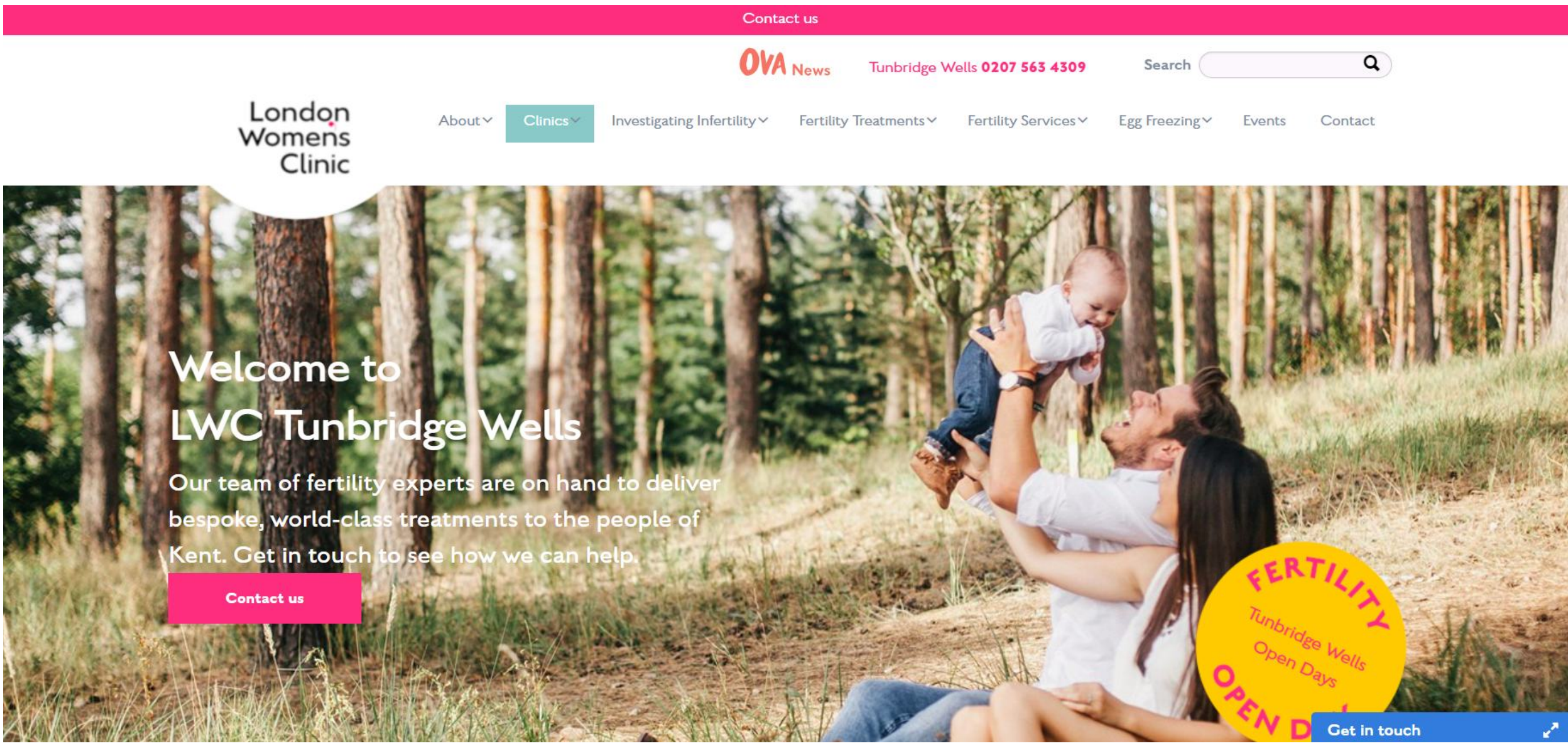


COMPETITOR ANALYSIS

For the competitor analysis, I reviewed London Women’s Clinic and Kinderwunsch websites. This helped identify gaps in navigation, service clarity, and accessibility, which informed improvements to the Ovom Care site

WEBSITE 1:

LONDON WOMEN'S CLINIC



WEBSITE 2:

KINDERWUNSCH



LONDON WOMEN'S CLINIC

Strengths:

- The website provides detailed information on fertility services, details about treatments and procedures.
- The design conveys trust and professionalism through its clean layout, calming color palette, and organized structure.
- Prominent and well-placed CTAs, such as booking appointments or consultations, guide users through the conversion funnel seamlessly.

Weaknesses:

- Navigation menu is dense with information, challenging to find specific services quickly.
- The site could benefit from interactive tools like cost calculators or virtual consultations to enhance user engagement.

Opportunities:

- Adding more patient testimonials and success stories can strengthen credibility and increase reliability.
- Organizing labels in the navigation menu can create more space and increase readability.

Threats:

- The fertility services market is highly competitive, with other clinics offering similar services and potentially more advanced web features or better pricing options.
- The fact that each clinics has its own screen and contact information may cause confusion.

KINDERWUNSCH

Strengths:

- The website is well-organized, with clear sections for different services and specific treatments.
- Team of experienced doctors, including their qualifications and achievements are well-depicted in the website which builds trust with potential patients.
- Detailed descriptions of the various fertility treatments and diagnostic procedures are provided to enhance users understanding.

Weaknesses:

- While functional, the website's design lacks a modern, visually engaging style, which could be more appealing and reassuring for users during a sensitive decision-making process.
- The CTA buttons are all designed identically leading to potential confusion and making it difficult for users to distinguish their purpose or prioritize actions effectively.

Opportunities:

- Optimizing the mobile version of the site could cater to users who prefer accessing health services on smartphones.
- Integrating live chat or virtual consultations would provide users with real-time support, making the site more interactive and patient-focused.

Threats:

- While the website offers both English and Dutch versions, all events are listed only in German. This could potentially deter expat customers living in Germany who may find the language barrier challenging.
- Too many medical terminology along with excessive use of colors may overwhelm the users.