



# Task 1.8: Competitive Analysis

Tony Bullard



Fine  
Woodworking

# Fine Woodworking Overview

## Key Objectives

With 45 years of history, Fine Woodworking positions itself as a wealth of knowledge and experience in its archive. Branching out from a magazine into an online library of plans, articles, and videos, they present themselves as *the* source for high-end, high-precision, *fine* woodworking learning and resources.

## Overall Strategy

With their magazine as the lead, they draw in subscribers to their library of plans and videos. They set themselves apart with their long history, and pedigree of authors and woodworking experts. They lean on tradition and legacy to create an air of authority and wisdom.

## Market Advantage

Fine Woodworking has name recognition along with experience to present themselves with the utmost professionalism. Fantastic photography to show off not just beautiful projects, but with the sense of style that further creates an air of sophistication, artistry, and confidence.



# Fine Woodworking

## Marketing Profile

Mainly advertise through magazine network and in-store. Uses Instagram best showing off beautiful projects, and does “account takeovers” with woodworkers, while Twitter and Facebook are just links to articles with little engagement.

## SWOT Profile

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• 45 years of experience and industry relationships.</li><li>• Name Recognition and vast library of plans and articles.</li></ul>	<ul style="list-style-type: none"><li>• Not beginner friendly</li><li>• Doesn't appeal to younger audience</li><li>• Not very social media savvy</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• We could provide more community and personalization/connection</li></ul>	<ul style="list-style-type: none"><li>• Magazine Subscriptions falling</li></ul>





# The Makers Mob Overview

## Key Objectives

Create a subscription based community of hobbyist woodworkers around a select group of popular YouTube makers.

## Overall Strategy

By leveraging the popularity of several YouTube makers, Makers Mob has created a community of hobbyist woodworkers that pay for exclusive video content and woodworking plans. They advertise mostly through the YouTube videos of the select Makers.

## Market Advantage

By using the clout and audience of pre-existing Makers' brands, Makers Mob has attracted many younger woodworkers that are looking for social connection and community through their hobby. These brands represent some of the most respected of the "new blood" of craftsmen.



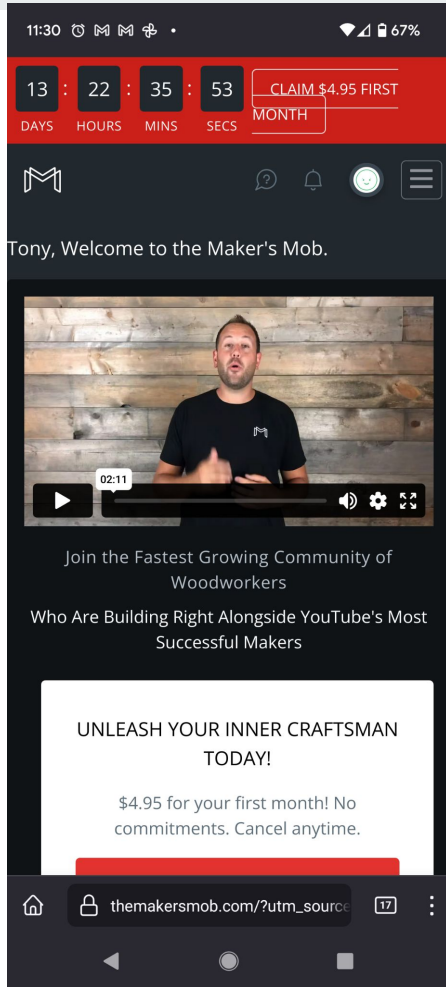
# The Makers Mob

## Marketing Profile

Uses YouTube sponsorships as their main thrust. Have strong social media presence which they use to show off user submissions, reinforcing their “community” goal. Subscribers get inspired and feel acknowledged, which creates pride in the brand.

## SWOT Profile

Strengths	Weaknesses
<ul style="list-style-type: none"><li>● Savvy creators that have their own built in audience</li><li>● Experience with social media and modern marketing</li><li>● Community build-along series</li></ul>	<ul style="list-style-type: none"><li>● Most content is video based, limiting usability</li><li>● Plans tend to be less detailed</li><li>● Smaller library of Projects/Plans</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>● We could provide one-on-one <u>connection with experts and audience.</u></li></ul>	<ul style="list-style-type: none"><li>● Limited number of experts could mean instability if they were to <u>leave platform.</u></li></ul>



# UX Analysis

## Usability

Responsive web design makes experience functional across both mobile and desktop browsers. No evidence of broken buttons or interface problems except for one issue with a button being broken up across two lines when shrunk.

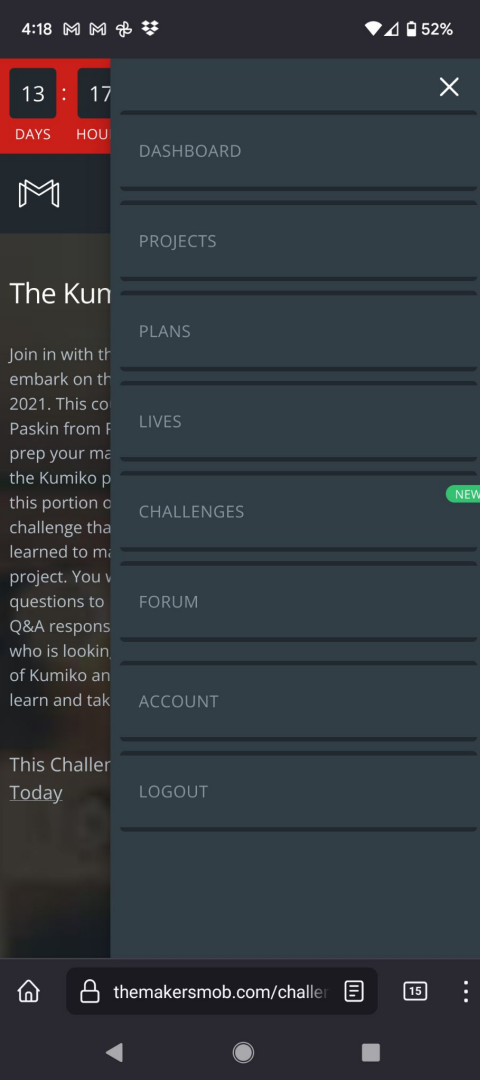
Presentation of PDF Plans is lacking, just naming the files, the maker, and a download button.

Users can sort Project Library by the teacher's name and by oldest or newest, making finding Projects easier.

"Lives" archive is ambiguous about what they are, and have little detail past their title. Could use descriptions for each to help user know what they are clicking on. These videos have no way to comment, missing out on a community aspect many users are used to.

## Layout

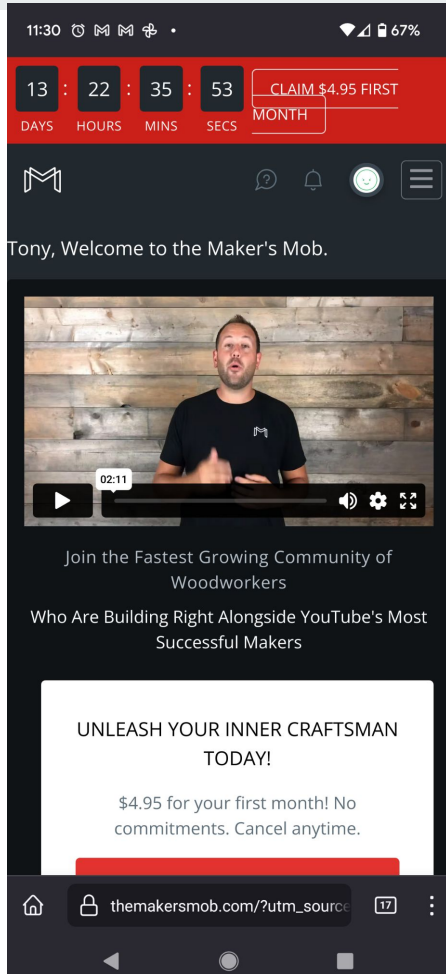
Layout is very linear, with content taking up the full width of the screen. Menu button at top, alongside account, notifications, and support icons requiring two handed navigation on mobile. With content being primarily video and text, this layout works well, but doesn't stand out among other sites.



# UX Analysis

## Navigation Structure

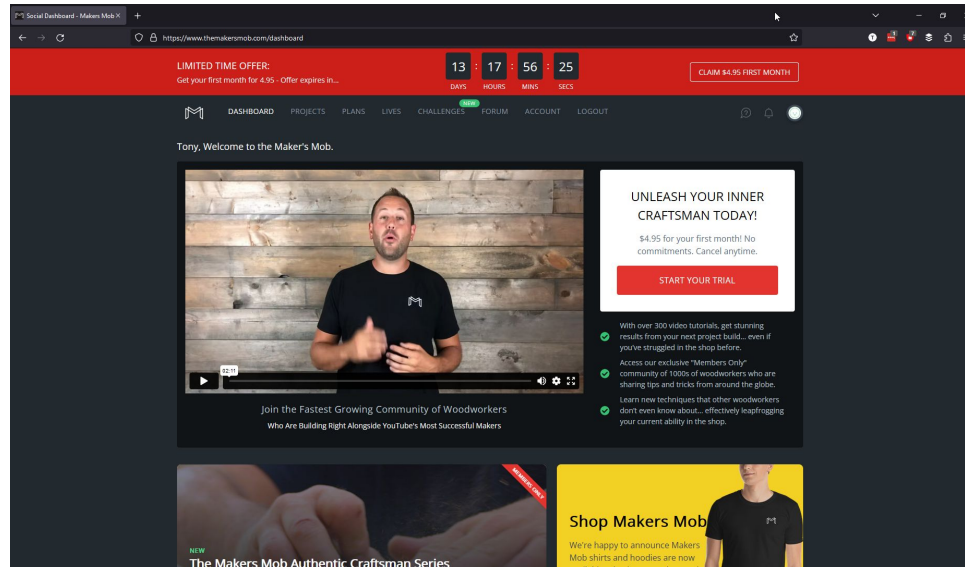
Structure is very simple, with each option directing to a single page. Low contrast may be difficult to read for some. Again, straightforward and easy to use, but design is uninspiring. All site content is easy to find.



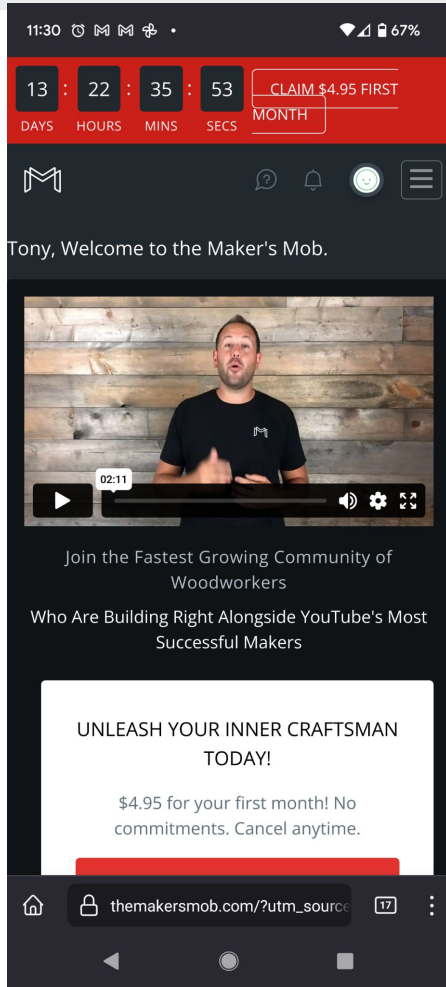
# UX Analysis

## Compatibility

Site worked as expected across Android Mobile, Firefox, Google Chrome, and Edge. Only issue found was a line break in the CTA button pictured on the left causing a graphical error.





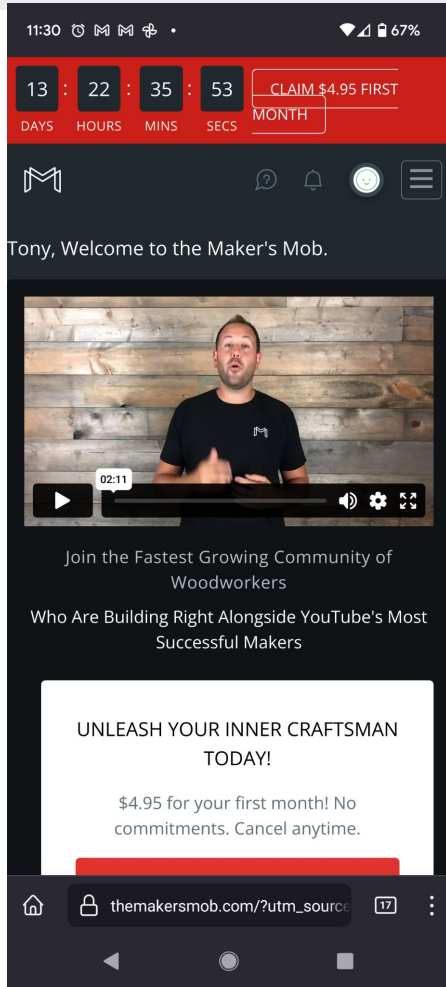


# UX Analysis

## Differentiation

The service itself is nothing groundbreaking. It's media content behind a paywall. Their main differentiation is the talent that have in their experts. They feature some of the most popular makers on social media, and have them create custom content exclusive to members of The Makers Mob. Along with this exclusive media, they create "Challenges" that encourage users to work alongside an expert (and each other) to create a project over a series of weeks. This does a lot to build a sense of community, and encourage people to learn from each other.

Our Expert app will differentiate itself by giving direct, one-on-one access to experts, answering specific questions and offering detailed advice.



# UX Analysis

## Calls To Action

New account creators are allowed to browse the Live Archives, and see what projects, challenges, and plans are available. Along the top of the site is a bright red banner offering new users 14 days to take advantage of a discounted first month.

This offer is repeated just below the welcome video, which also promotes the offer.