



# Mike's Car Clinic

Competitive Analysis & Mood Board

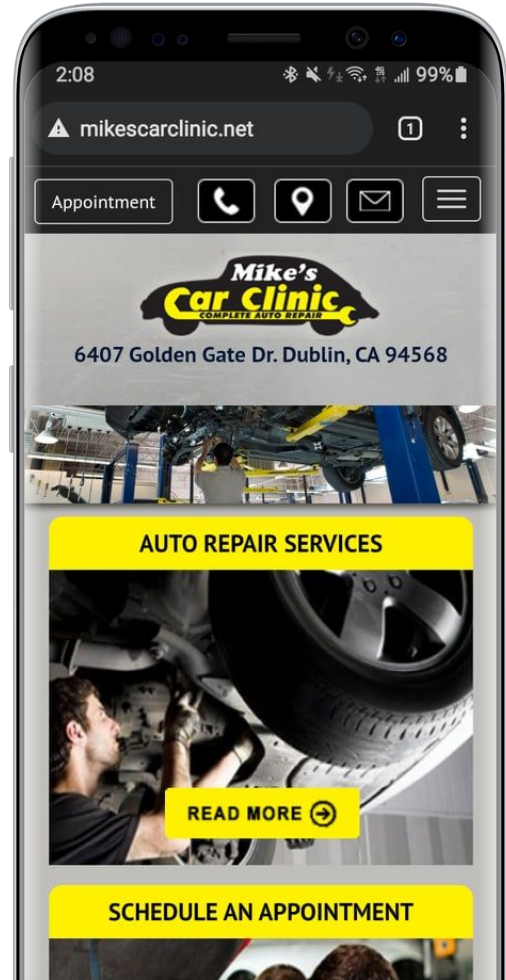
Stanley Ho  
Issac In  
Jonathan King  
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# Introduction

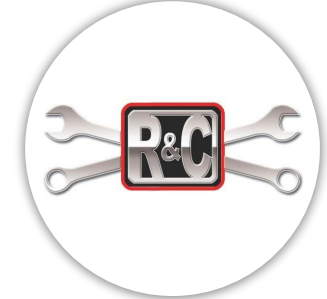
Mike's Car Clinic is a complete auto repair shop on all foreign and domestic vehicles and dedicated to keeping you safe on the road.

Located in Dublin, right by the West Dublin/Pleasanton BART station, Mike's Car Clinic uses the latest automotive diagnostic technology to provide customers with high quality service, quick turnaround, and a nation-wide warranty coverage.

For client feedback, please [click here](#).



# Competitors

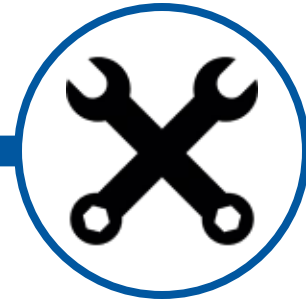


We chose these businesses for our competitive analysis because all of them are auto repair shops that are pretty local to Dublin, CA. Our client also specified that Tri-Valley automotive and Performance Autowerk to be his direct competitors.

We also looked at these sites for functionalities and/or features: Appointment scheduler, promotion/deal offers, and services that these shops provided.

# Branding

How do the competitors  
display themselves?



# Tri-Valley Automotive



Tri-Valley Automotive promotes their business by showcasing a **fun** cartoon of a happy guy helping a sick car. They also display a **bright** mood too them which can be seen in the **vivid** colors of their website.

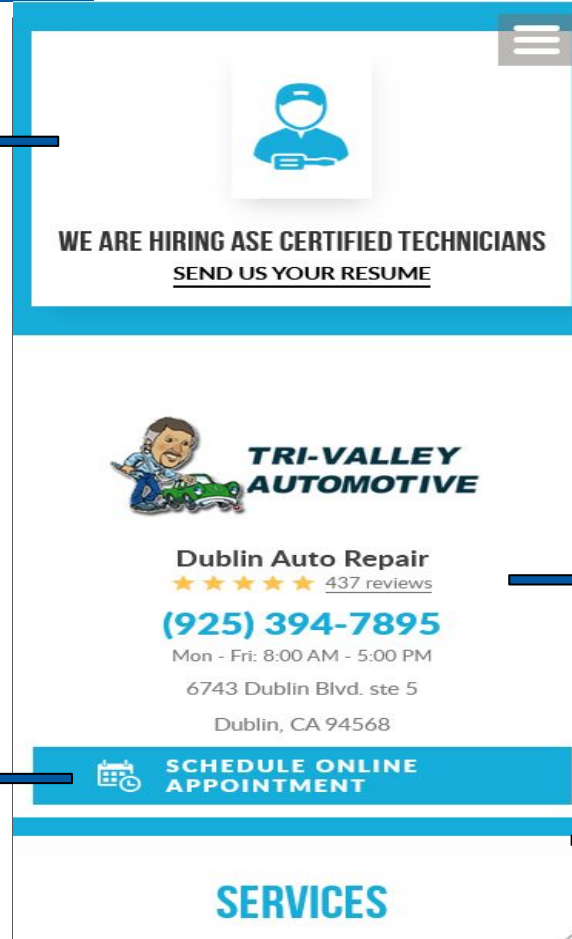
**LOGO:** Emphasis on the brand name and auto work aspect of their brand. The happy man fixing a sick car brings a sense of **security** and **trust** in the business as users see that they can bring their damaged cars to Tri-valley automotive.

**COLOR SCHEME:** Logo gives off a **cool** vibe with colors such as blue, white, and green. However, the green in the logo seems to be **mismatched** with the rest of the website as there is only an emphasis on the light blue and white colors.

# Tri-Valley Automotive

The business seems to be in need of help. And makes sure to prioritize this by using **hierarchy** to place this on top. The business also shows users whether they are applying or not that they value **skill** in the work they do.

Emphasis on being able to **contact** the business and set up a time to come in.



The mobile website ensures that users don't have to spend time looking around. Most questions from the user will be answered through the front page of the website. The business is **confident** in their ability which can be displayed through the many **good** reviews and what they **require** in their workers. And if the user still isn't sure, the business offers a **variety** of resources for the user to become more sure of their choice of Tri-Valley Automotive.

Emphasis on displaying important **information** and **reviews**.

The next important feature to the business is allowing users to **learn** of the type of work they do.

# Schuck's Transmissions



Schuck's Transmission and Auto Repair exudes **boldness** and **confidence** in their brand. The race car in the middle displays **skill** in the work they do which makes a user believe that they can handle any car.

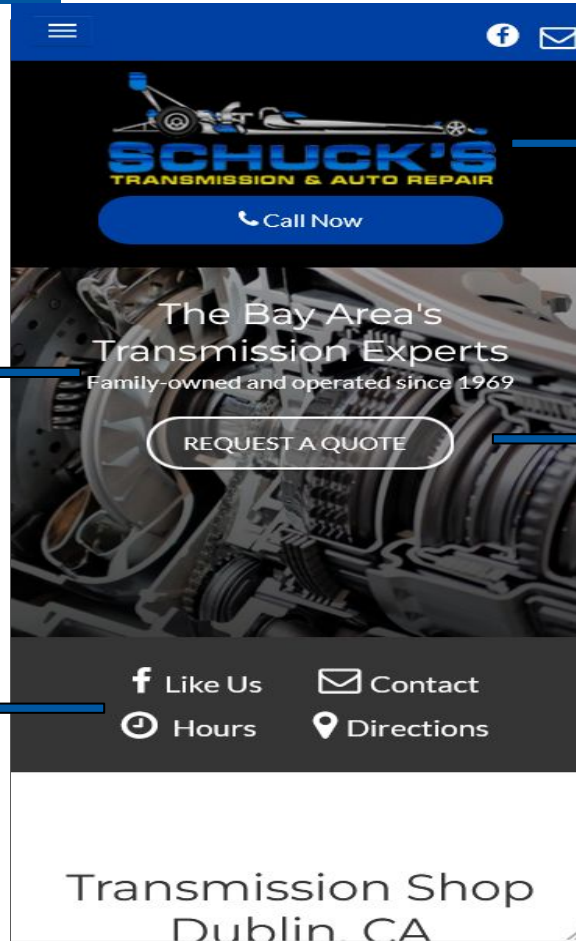
**LOGO:** Logo is very **bold** and is has a **deep contrast** between the background and forefront. The race car and the race car colors communicate to the user that the business may be able to work with **strong** muscle cars.

**COLOR SCHEME:** The deep colors of the logo are relatively **consistent** with the rest of the website. The website is actually more **bright** and stays true to the **contrast** by putting the lighter colors on a darker background.

# Schuck's Transmissions

The business wants to communicate **expertise** with the image of a complex car part along with a long line of **history** in this business.

Display of important information and contact info as well. Site is straight to the point.



Exuberates **boldness** in the work they do with their **deep tones** of color.

Emphasis on **flexibility** with the customer in negotiating pricing for the services they do



The business wants to exude a sense of **professionalism** in the work they do. They show through their branding that they are a business that is very **skilled** in their line of work. The website tells the user that this is a no nonsense business and fix your car.



# Caspian Auto Repair

A large black circle with the text "CASPIAN AUTO CARE" in white, bold, sans-serif capital letters centered inside.

**CASPIAN AUTO CARE**



Caspian Auto Repair puts their brand in the middle along with **people** being the focus of their site. They express **friendliness** through their visuals which helps add **trust** to their brand as users view their brand.

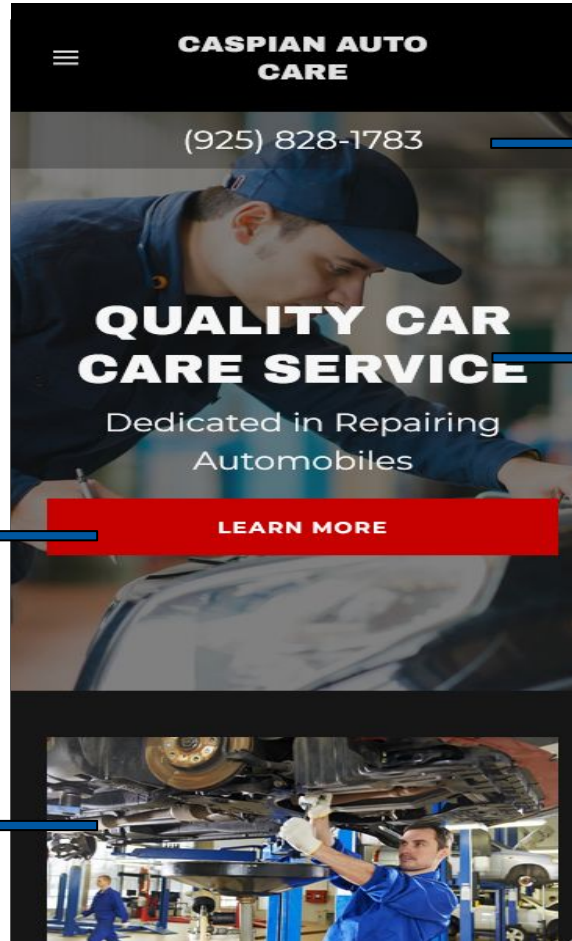
**LOGO:** Very **minimal** with no visuals. Just black and white contrast with the brand name of the business. Very **plain**.

**COLOR SCHEME:** The colors are very **consistent** with the website. The black and white makes other colors **pop out** which communicates a sense of **appeal** in wanting the user to click or look over those areas.

# Caspian Auto Repair

Vibrant red color to emphasize appeal to user to click on “Learn More”. They want users to know what this business is about.

Photos with people portray a sense of friendliness and expertise as they are seen working on cars.



Hierarchy with their phone number which means they put an emphasis on phone calls.

Very big and bolded words to communicate their service in 4 words, “Quality Car Care Service”.



It is clear that the business values friendliness as seen in the visuals they display. The minimal color scheme allows the user to focus on these visuals and bolded words that seem to pop out. They are also straight to the point in what they do as seen in the middle of the page.

# Performance Autowerk



Performance Autowerk establishes a **fresh**, but **clean** look through the use of their colors and many images of cars and people.

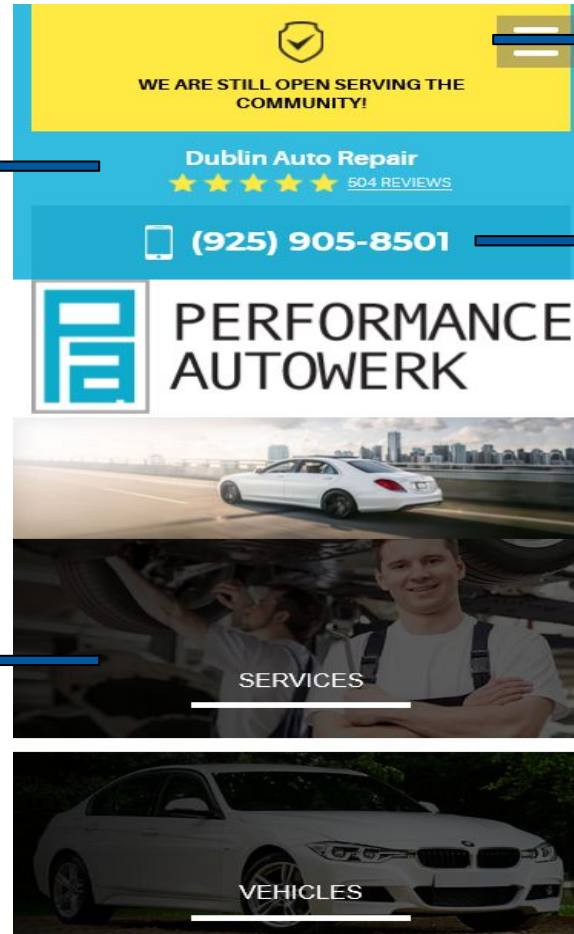
**LOGO:** **Minimal** and more of a **modern** look with sharp edges. The blue also exuberates a **fresh** and **vibrant** feeling.

**COLOR SCHEME:** The colors portray a **refreshing** feeling as you view the webpage. It's as if the business is telling their users that their cars will be refreshed if they come to them.

# Performance Autowerk

Business displays the reviews show **high customer satisfaction** with this business.

Web page is big on **visuals** especially in showing people and cars in good condition. Places value in people and cars being **made new**.



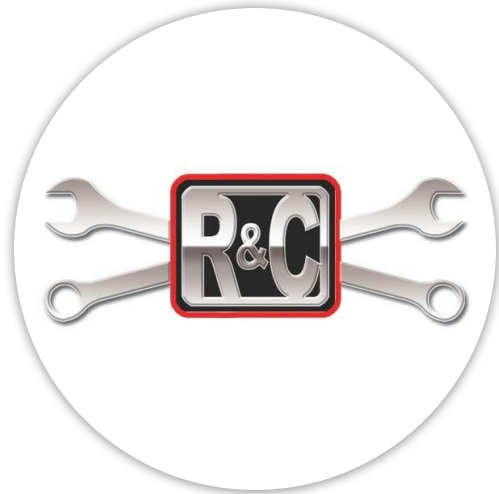
Big emphasize on this section through **color** and **hierarchy**. Makes sure to tell users that they are available in the midst of COVID.

**Big font** size for phone number which means they place importance on **connecting** to users through call.



Colors are **vibrant** and **inviting**. They are also used to exude **emphasis** on different parts of the website such as the phone number or top yellow part of the page. Use of **contrast** and **font sizes** help with navigating through the website.

# R & C Auto



R&C Auto promotes their brand through the use of visuals. The wrenches give insight into what they do as a business. This exudes a sense of professionalism with their legit looking logo.

**LOGO:** Emphasis on visual communication through the wrenches to show that they are skilled in mechanical work.

**COLOR SCHEME:** Heavy reliance on red to highlight different parts of their website just as they do in the logo. Creates an intense atmosphere which is indicative of the work they do on the cars.

# R & C Auto

Huge picture that portrays fast motion of cars. Most likely to express that their work is **fast** and **reliable**.

The business places importance in displaying their **values** to their customers. Wants to show that they are **trustworthy**.



Doesn't display much information like other auto shops. However, business solves this by having the user **search** for the information.

With their **big** and **bold** words, the business places heavy emphasis on their **history** of experience.



Places a lot of trust in their own history. Doesn't show much from an initial look at the page. Hopes to excite trust through their values and years of experience. Other than that, there are just red highlights everywhere else.

# Branding

## Takeaways

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- Similar to Tri-Valley Automotive and Performance Autowerk, we should use colors that are more vivid and inviting in order to create some appeal to the website. The color scheme on Mike's feels dated and could use a color refresh.
  - We should make sure that the colors are consistent throughout the website. Some colors in the current website stand out, but in a bad way.
  - The colors used in Tri-Valley Automotive's logo does not really match with the rest of the website.
- As we have seen in Caspian Auto Repair and Performance Autowerk, we should incorporate pictures of people happily working on car in order to create a more welcoming experience.
- Similar to R&C Auto, Schuck's Transmissions, and Caspian Auto Repair, we should work on the typography of our website in order to display information in a more aesthetically pleasing way. The text in Mike's Car Clinic is plain and simple and isn't displayed in different styles as seen in R&C auto, Schuck's Transmissions, and Caspian Auto Repair.
- Although it isn't displayed in the mobile site, Tri-Valley Automotive and Performance Autowerk put great emphasis in displaying promotions and deals on the desktop. Our client expressed how he also wanted to display promotions like that in order to mainly let returning customers and new customers feel welcome to his shop. We will try to incorporate this into the homepage while we work around the typography of his webpage

# Functionality

What makes the  
competitors' websites work?





# Key Functionalities

## Desktop

- Find location and business hours  
*(offered by all competitors)*
- Schedule an appointment  
*(offered by a few competitors)*
- Types of services offered  
*(offered by most competitors)*
- Specials offers and coupons  
*(offered by most competitors)*
- View image galleries of services/locations  
*(offered by a few competitors)*
- Business reviews  
*(offered by most competitors)*

## Mobile

- Easy navigation through the web pages  
*(offered by all competitors)*
- Mobile-friendly appointment scheduler  
*(offered by a few competitors)*
- One-click calling through mobile  
*(offered by all competitors)*
- One-click for location directions  
*(offered by most competitors)*

# Functionality Table: Desktop

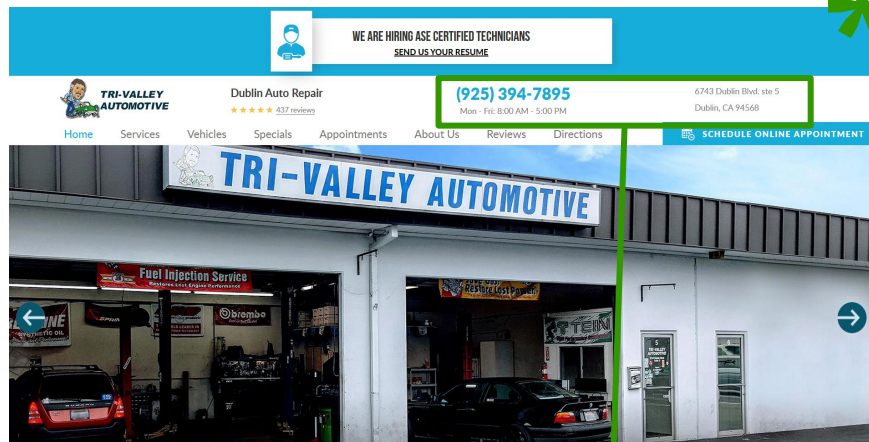
Key Functionalities	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto	The Cat Cafe	The Cat Cafe	Aero Auto Repair
Find location and business hours	X	X	X	X	X	X	X	X
Schedule an appointment	X		X			X	X	X
Types of services offered	X	X	X		X	X	X	X
Specials offers and coupons	X		X		X			X
View images galleries of service/locations					X	X		
Business reviews	X		X		X			X

# Functionality Table: Mobile

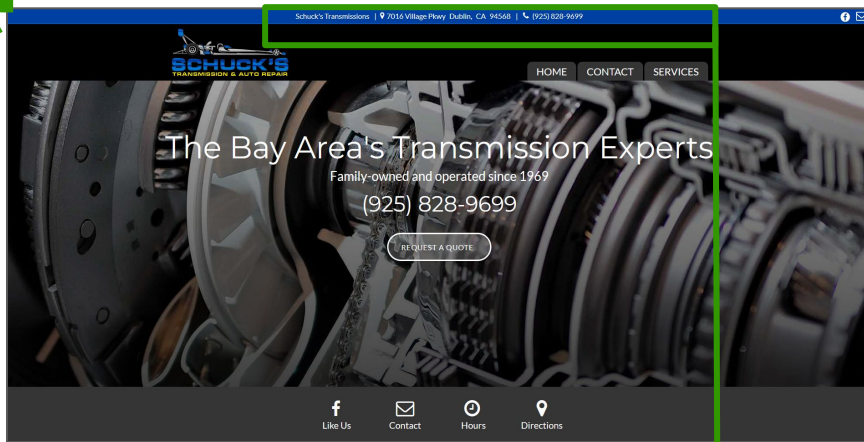
Key Functionalities	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto	The Cat Cafe	The Cat Cafe	Aero Auto Repair
Easy navigation through the web pages	X	X	X	X	X	X		
Mobile-friendly appointment scheduler	X		X			X		
One-click calling through mobile	X	X	X	X	X			
One-click for location directions	X	X	X	X				

# Find Location and Business Hours

Users should be able to find the shop location and their business hours on the website if needed

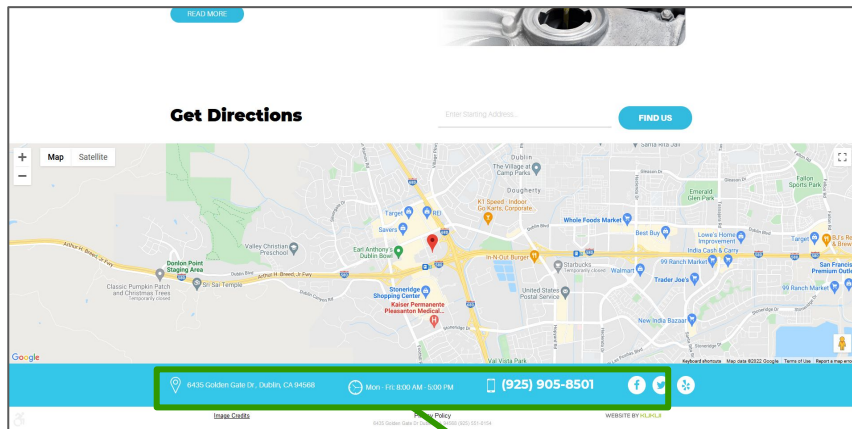


Tri-valley displays their locations, hours, and phone number on the homepage.

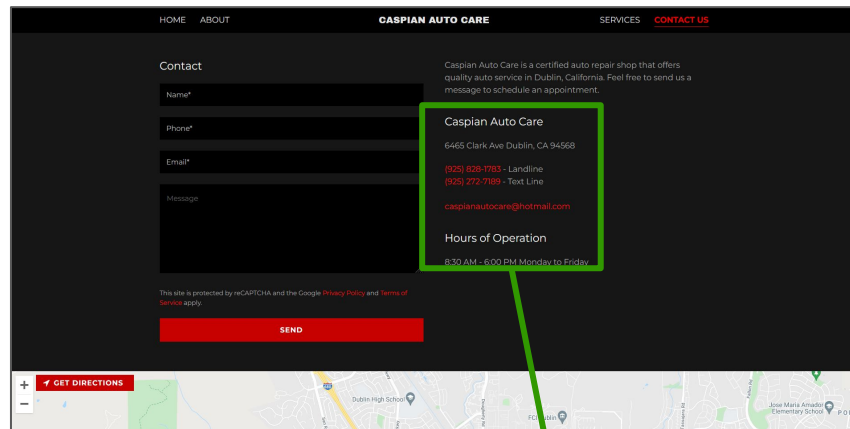


Schuck's displays their locations and phone number on the homepage. The hours are displayed at the bottom of the page

## Find Location and Business Hours (2)



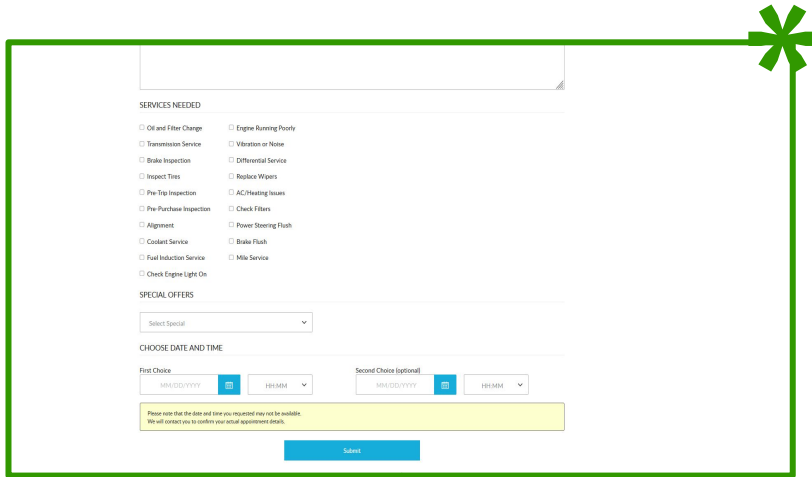
Autowerk displays their **locations, hours, and phone number** at bottom of the homepage. Users can **input address** for directions to Autowerk's stop.



R & C Auto displays their **locations, hours, and phone number** on their contact us page.

# Schedule an Appointment (1)

Users should be able to schedule an appointment online without a need to call or walk in to the shop



A screenshot of a web form for scheduling an appointment at Tri-valley. The form is titled "SERVICES NEEDED" and contains two columns of checkboxes for various services. Below this is a "SPECIAL OFFERS" section with a dropdown menu. The "CHOOSE DATE AND TIME" section includes two date and time pickers, one for the "First Choice" and one for the "Second Choice (optional)". A yellow warning box is present below the date and time pickers. A green asterisk is placed to the right of the form, and a green arrow points from the text below to the "Submit" button.

**SERVICES NEEDED**

<input type="checkbox"/> Oil and Filter Change	<input type="checkbox"/> Engine Running Hourly
<input type="checkbox"/> Transmission Service	<input type="checkbox"/> Vibration or Noise
<input type="checkbox"/> Brake Inspection	<input type="checkbox"/> Differential Service
<input type="checkbox"/> Inspect Tires	<input type="checkbox"/> Replace Wipers
<input type="checkbox"/> Pre-Trip Inspection	<input type="checkbox"/> AC/Heating Issues
<input type="checkbox"/> Pre-Purchase Inspection	<input type="checkbox"/> Check Filters
<input type="checkbox"/> Alignment	<input type="checkbox"/> Power Steering Flush
<input type="checkbox"/> Coolant Service	<input type="checkbox"/> Brake Flush
<input type="checkbox"/> Fuel Injection Service	<input type="checkbox"/> Mile Service
<input type="checkbox"/> Check Engine Light On	

**SPECIAL OFFERS**

Select Special:

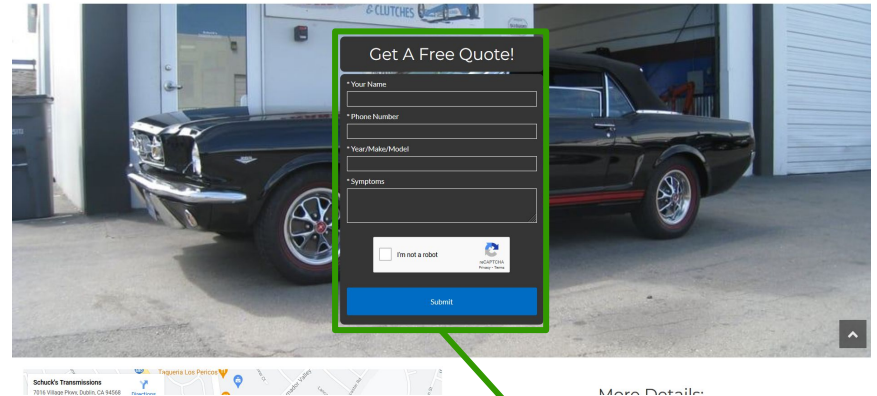
**CHOOSE DATE AND TIME**

First Choice:

Second Choice (optional):

Please note that the date and time you requested may not be available. We will contact you to modify your appointment details.

Tri-valley allow users to schedule appointments, select specific services, add special offers, and select date and time for convenience and flexibility.



A screenshot of the Schuck's Transmissions website. The background image shows a black classic car in a garage. Overlaid on the image is a "Get A Free Quote!" form. The form has fields for "Your Name", "Phone Number", "Year/Make/Model", and "Symptoms". Below these fields is a checkbox for "I'm not a robot" and a "Submit" button. A green arrow points from the text below to the "Submit" button.

**Get A Free Quote!**

\* Your Name:

\* Phone Number:

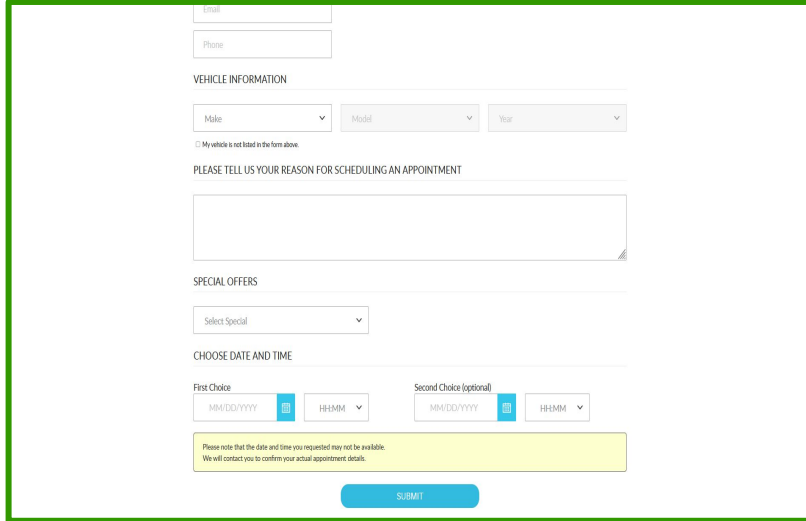
\* Year/Make/Model:

\* Symptoms:

☐ I'm not a robot

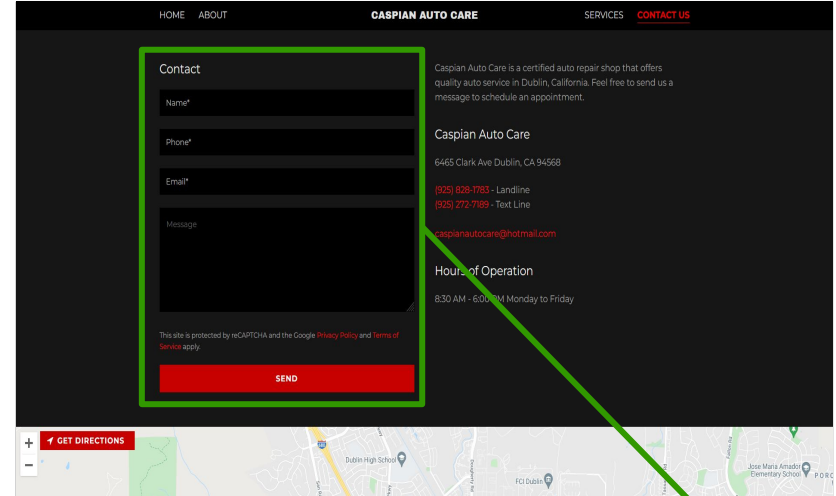
Schuck's allow users to request a quote, instead of scheduling an appointment.

## Schedule an Appointment (2)



A screenshot of a web form for scheduling an appointment. The form is titled "Schedule an Appointment (2)". It includes fields for "Email" and "Phone". Below these is a section for "VEHICLE INFORMATION" with dropdown menus for "Make", "Model", and "Year". A checkbox indicates "My vehicle is not listed in the form above". The next section is "PLEASE TELL US YOUR REASON FOR SCHEDULING AN APPOINTMENT" with a large text area. Below that is "SPECIAL OFFERS" with a "Select Special" dropdown. The "CHOOSE DATE AND TIME" section has two rows for "First Choice" and "Second Choice (optional)", each with a date picker (MM/DD/YYYY) and a time picker (HH:MM). A yellow note at the bottom states: "Please note that the date and time you requested may not be available. We will contact you to confirm your actual appointment details." A blue "SUBMIT" button is at the bottom right.

Autowerk allow users to schedule appointments, add special offers, and select date and time for convenience and flexibility.

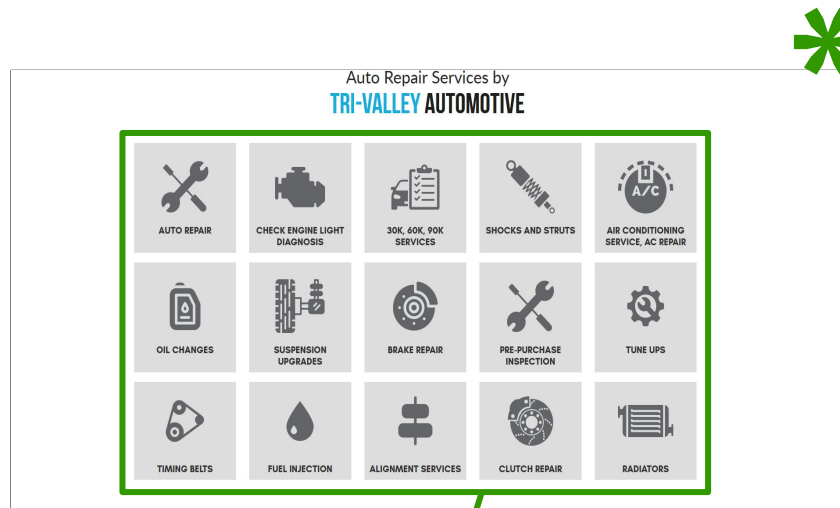


A screenshot of the "CONTACT US" page for "CASPIAN AUTO CARE". The page has a dark background. A green box highlights the "Contact" form, which includes fields for "Name\*", "Phone\*", "Email\*", and "Message". Below the form is a red "SEND" button. To the right of the form, the text reads: "Caspian Auto Care is a certified auto repair shop that offers quality auto service in Dublin, California. Feel free to send us a message to schedule an appointment." Below this is the company name "Caspian Auto Care", address "6465 Clark Ave Dublin, CA 94568", phone numbers "(925) 828-7883 - Landline" and "(925) 272-7889 - Text Line", email "caspianautocare@hotmail.com", and "Hour of Operation" "8:30 AM - 6:00 PM Monday to Friday". At the bottom, there is a "GET DIRECTIONS" button and a map showing the location.

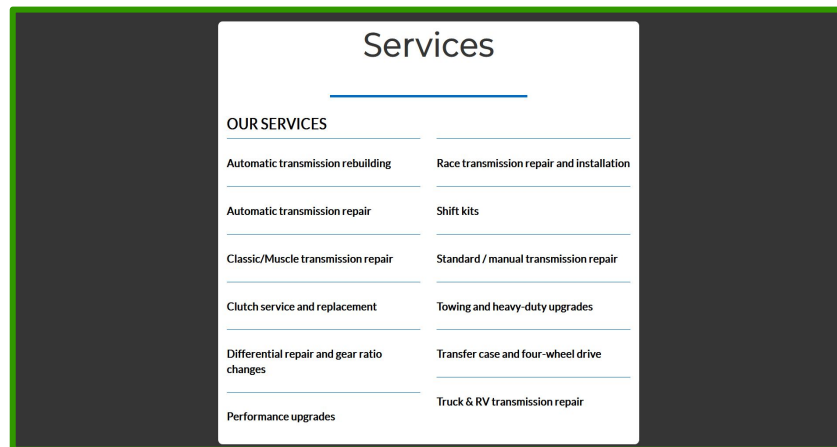
R & C Auto provides users with a contact form on their contact us page.

# Types of Services Offered (1)

Users should be able to find a list of services that the shop offers



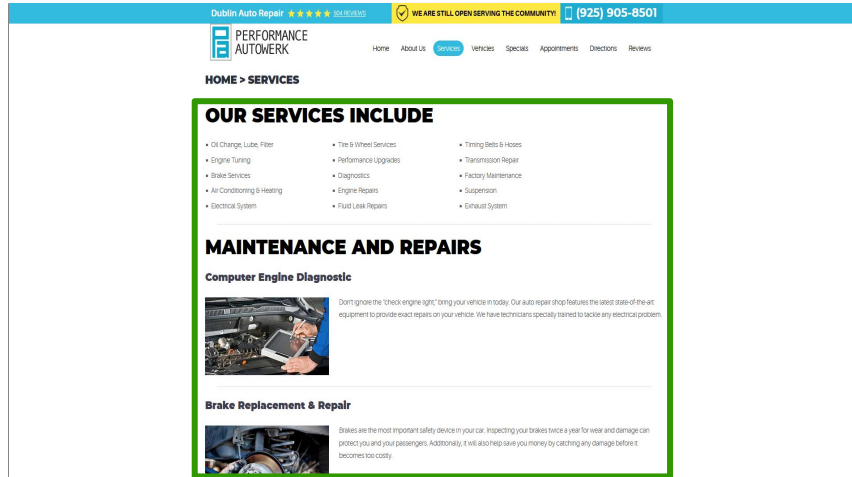
Tri-valley offers **selections of services**, where users can read through them to see if their problems match.



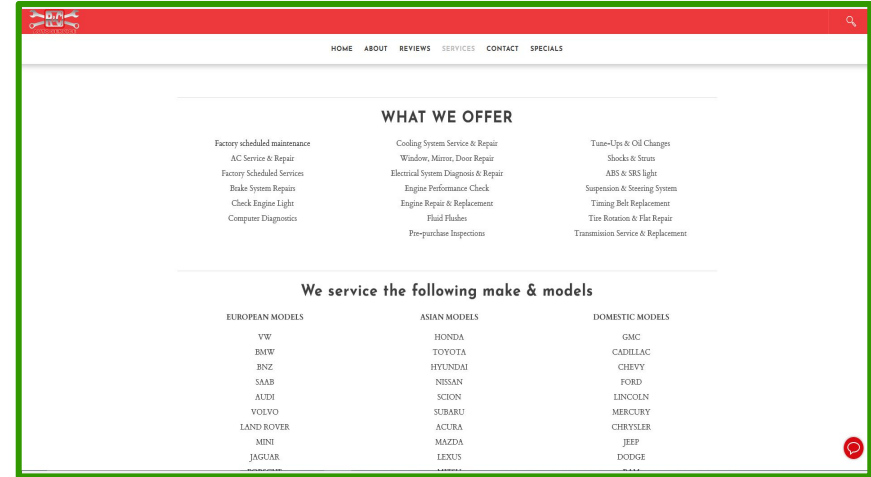
Schuck's offers a **list of services** that user can look through.



# Types of Services Offered (2)



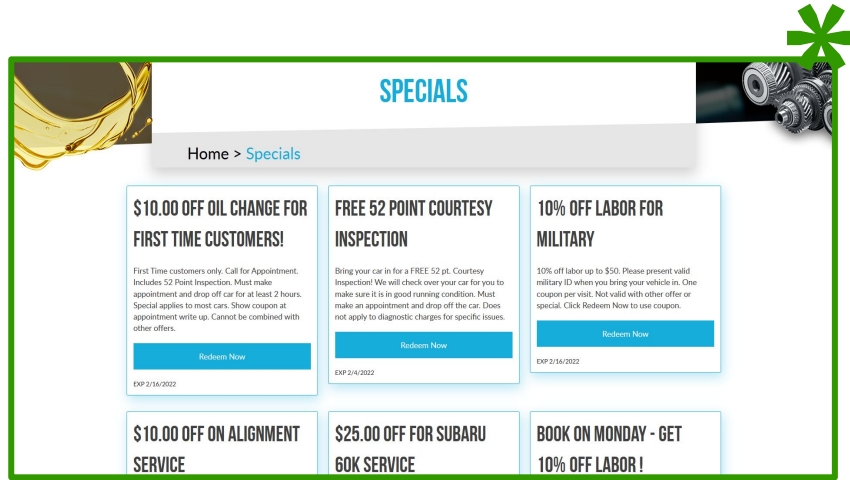
Autowerk offers a **list of services** accompanied by pictures and descriptions



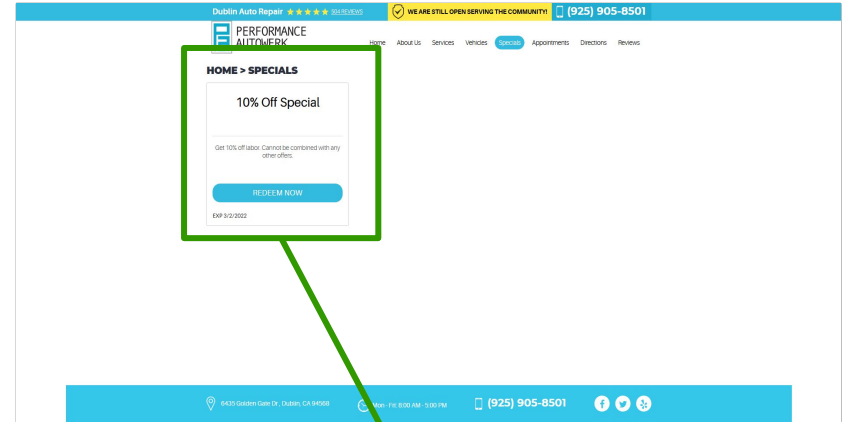
R & C Auto offers a **list of services** done in a very clean way.

# Special Offers and Coupons (1)

Users should be able to view/find special offers and/or coupons to take advantage of

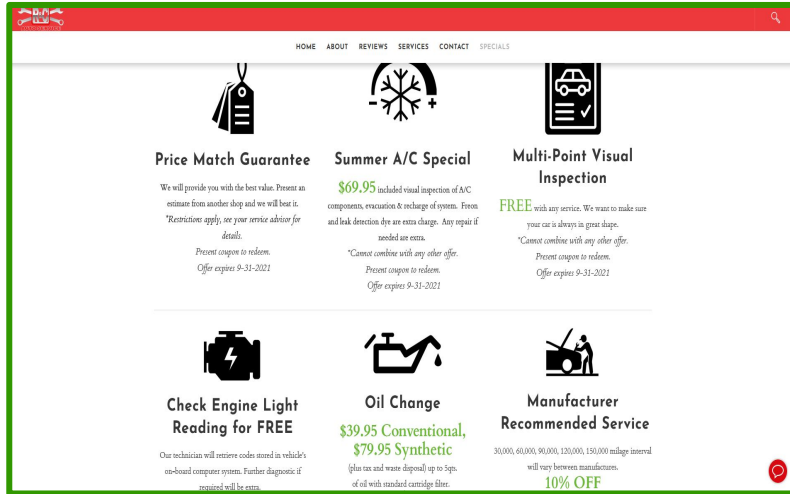


Tri-valley offers **multiple selections** of special offers and coupons that can be redeemed.

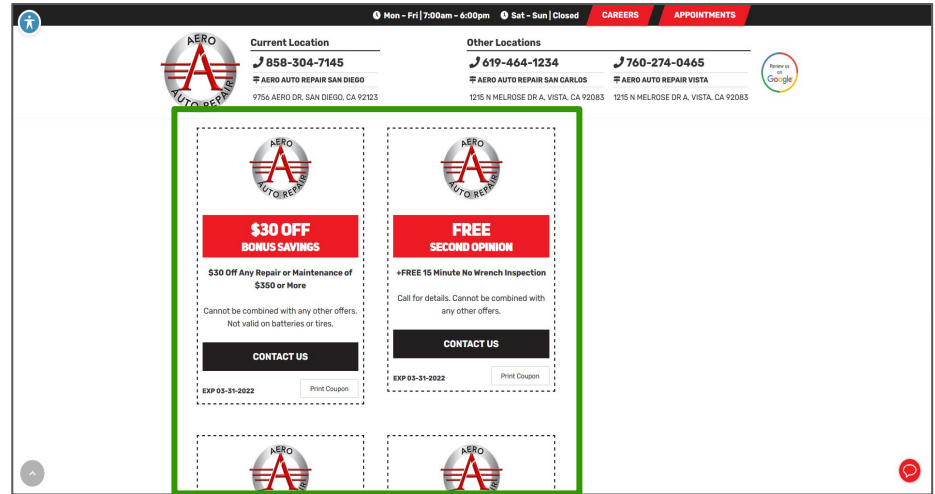


Autowerk offers **special offers** for holidays.

# Special Offers and Coupons (2)



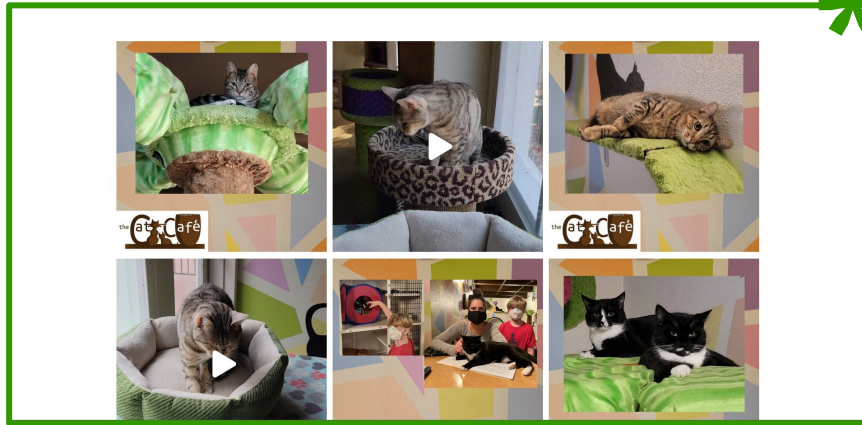
R & C Auto offers a wide selection of special offers for customers to present to be redeemed.



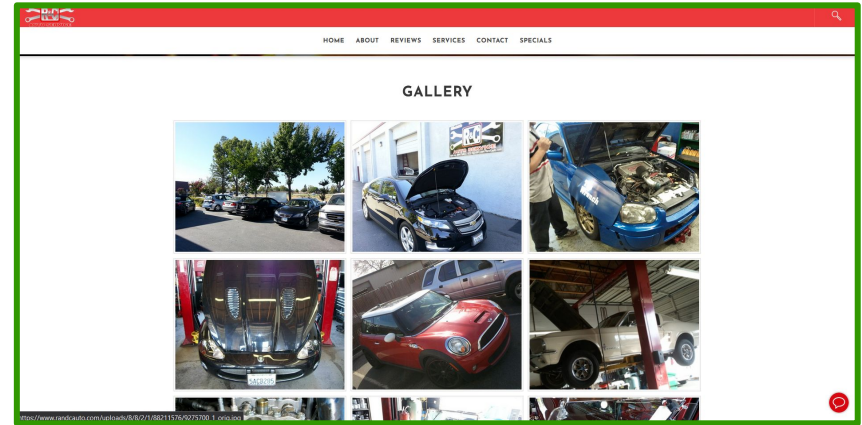
Aero Auto Repair offers a wide selection of special offers that can be printed out to be used in store.

# View Image Galleries of Services/Locations (1)

Users should be able to view visuals of the location and features of their services



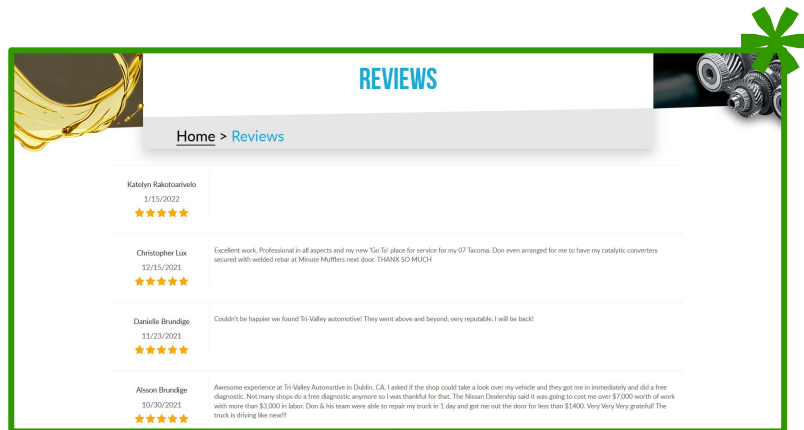
Cat Cafe offers a **image gallery along with videos** that showcases the location and the product of the business.



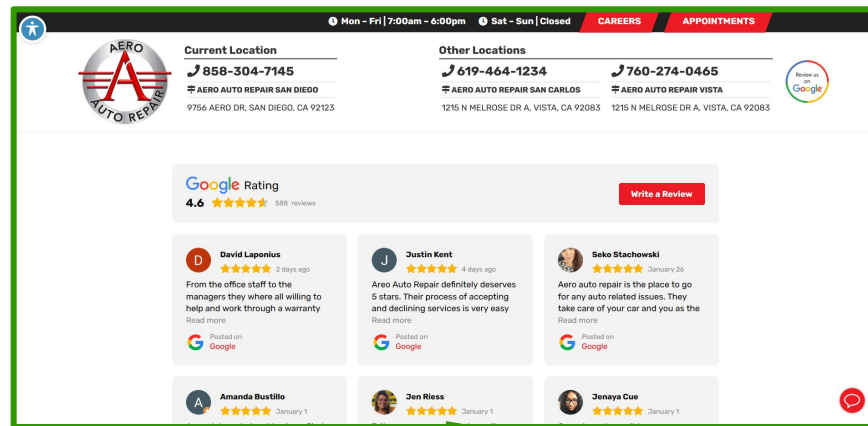
R & C Auto offers a **image gallery** of variety of pictures of the shop, it's services and the location.

# Business Reviews (1)

Users should be able to find a list of services that the shop offers

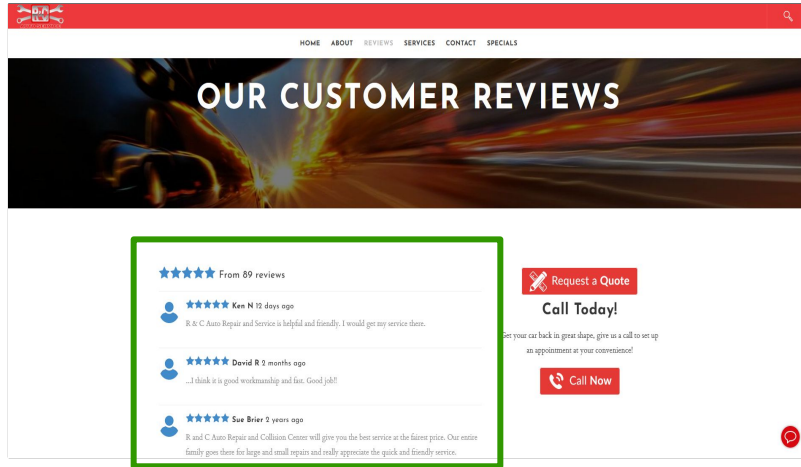


Tri-valley offers 44 pages of **starred reviews** with comments from previous customers.



Aero Auto Repairs offers list of **Google reviews** that allows customers can reference to and also allows them to submit one themselves.

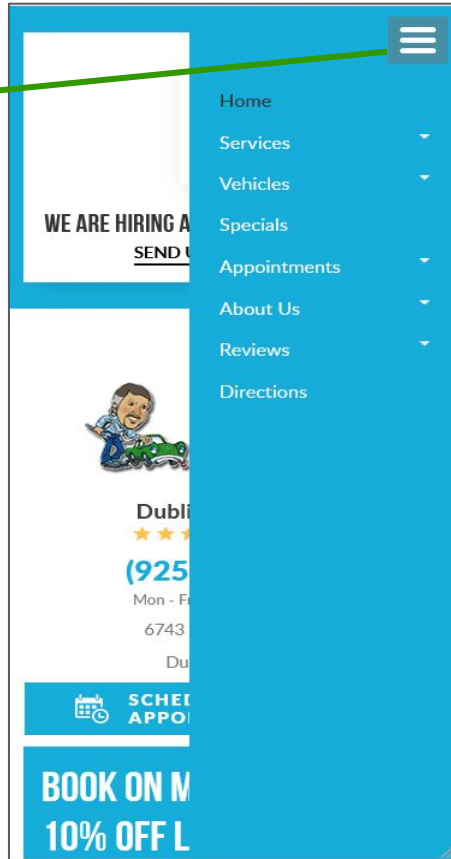
## Business Reviews (2)



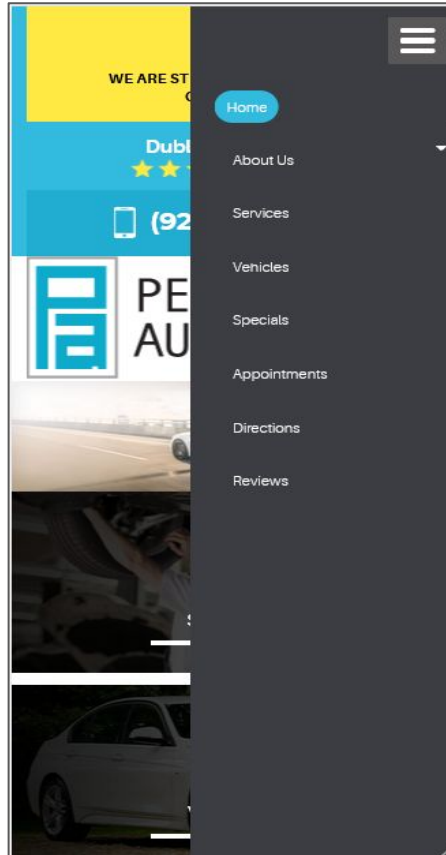
R & C Auto has a selection of reviews where the users can go off site to look at the rest of the reviews.

## Easy navigation through the web pages (1)

Tri-Valley Automotive uses a **list-styled menu** on the side of the screen. This allows the user to still be able to see a part of the current page that they're on. However, they have a lot of options which could be a little overwhelming. They also use the same color as the rest of the website which makes the menu selection feel plain and boring.

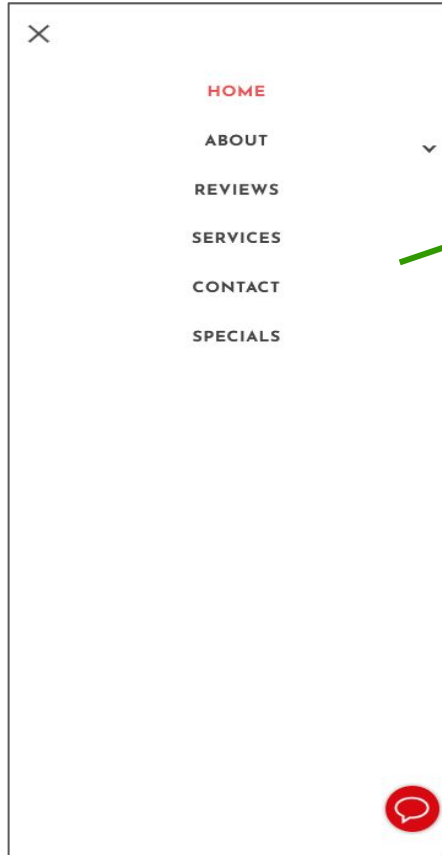
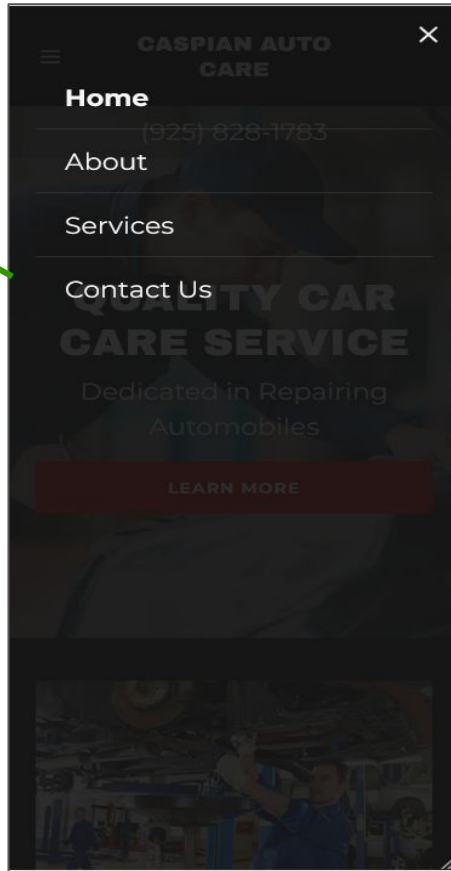


Performance Autowerk uses a **list-styled menu** on the side of the screen as well. However, they use a different background color for the menu selection which helps give emphasis to the selection. The list of selection is quite a lot, however, both sites give meaningful labels to the selections that are helpful to the user.



## Easy navigation through the web pages (2)

Caspian Auto Care uses a **list-styled menu** that is clearly separated by dividers. Although the menu covers the whole screen, the background is a little transparent which allows the user to view where they're currently on. Menu selection is also very straight-forward.



R&C Auto has a **hamburger menu** with a variety of options. The red highlights the current webpage you're on and the menu covers the whole screen. There is also a **drop-down** on one of the options.



# Mobile-friendly appointment scheduler (1)

Tri-Valley Automotive has a straightforward **appointment scheduler** that displays special offers and services. The user is able to easily fill out their information and submit an appointment due to the organization of the webpage. However, they aren't able to see whether the date they choose is available or not.

The screenshot shows a mobile app interface for Tri-Valley Automotive. At the top, there's a 'SPECIAL OFFERS' section with a dropdown menu labeled 'Select Special'. Below this is a 'CHOOSE DATE AND TIME' section. It includes two rows for date and time selection. Each row has a text input field for 'MM/DD/YYYY' with a calendar icon on the right, and a dropdown menu for 'HH:MM'. The second row is labeled 'Second Choice (optional)'. At the bottom of the form, there's a yellow warning box that says: 'Please note that the date and time you requested may not be available. We will contact you to confirm your actual appointment details.' Below the warning box is a large blue 'SUBMIT' button.

The screenshot shows a mobile app interface for The Cat Cafe. At the top, there's a status bar with 'Secured' and 'Health & Safety' icons. Below this is a 'Reserved Admission' section. It includes the cafe's name, location, and details: '\$15 • MUST BE 6 TO ENTER CAT ROOM • 1 Hour • Complimentary Food or Drink Item'. There's a 'Book online' section with 'Real-time availability' and 'Instant confirmation' icons. Below this is a calendar for February 2022. The calendar shows dates from 30 to 5. The dates 4, 5, 11, 12, 18, 19, 25, and 26 are highlighted in green. At the bottom of the calendar, there's a link 'Click a date to browse availability'. Below the calendar, there's a TripAdvisor rating section showing 88 reviews and a link to '#324 of 5,220 Places to Eat in San Diego'.

The Cat Cafe uses a **calendar as an appointment scheduler** which helps the user plan better. The appointment page also provides system status by telling the user that it will show **real-time availability** and instantly confirm appointments for you. This allows the user to easily figure out what days and times will work best for them.

# One-click calling through mobile (1)

Tri-Valley Automotive places huge importance on being able to contact them. The topography puts **emphasis on the phone number** by placing making the number big and bold which helps with seeing this clearly. As a result, the user is able to easily find this information and click on it.



**Dublin Auto Repair**  
 ★ ★ ★ ★ ★ 437 reviews  
**(925) 394-7895**  
 Mon - Fri: 8:00 AM - 5:00 PM  
 6743 Dublin Blvd. ste 5  
 Dublin, CA 94568

 **SCHEDULE ONLINE APPOINTMENT**

**BOOK ON MONDAY - GET 10% OFF LABOR !**



**Gallery**



Check out our [gallery](#) - we service all makes -  
 Toyota, Honda, GM, Ford, BMW, Mercedes, and  
 more!

 **Call Now**

 **Request a Quote**

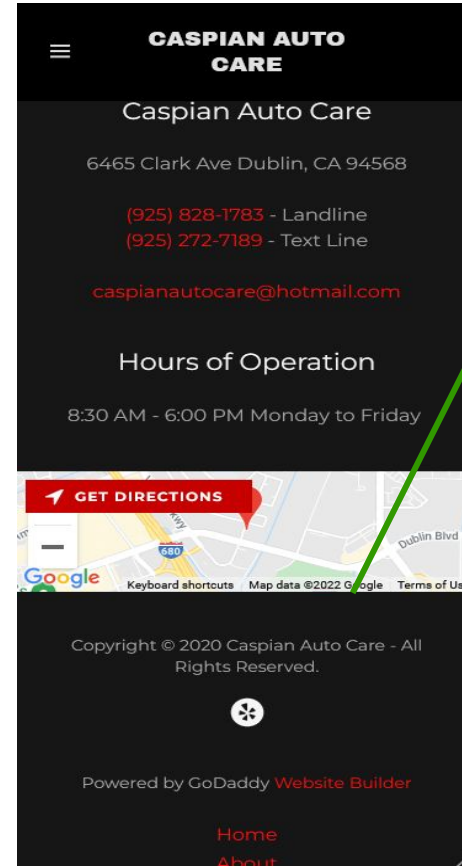
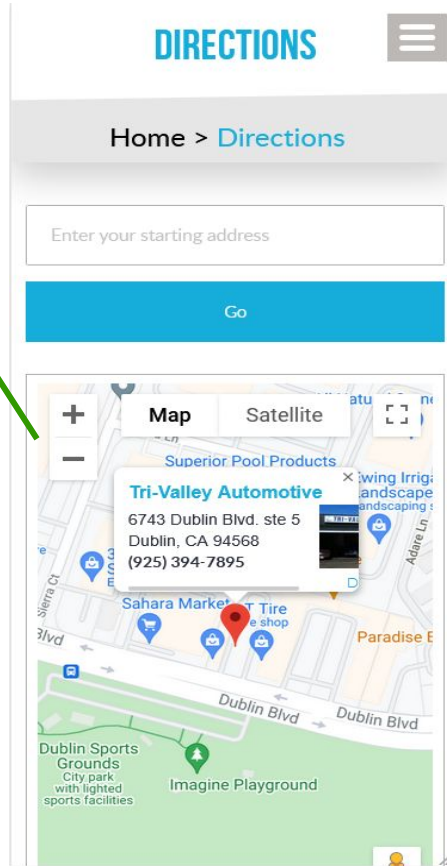
Picture



R&C auto doesn't place as much importance in being able to contact them since the user would have to scroll almost all the way down the homepage to reach it. However, they highlight being able to call them by using a **red button and a call symbol**. It creates an inviting button when it says to "Call Now" or "Request a Quote" which can be done with a click of a button

# One-click for location directions(1)

Tri-Valley Automotive provides easy navigation to **get to directions** which is clearly labeled as can be seen in the image. After getting to the page we see here, you are able to **view directions from wherever you're at to the business within the website**. Rather than popping you to another tab, the website provides convenience in finding directions.



Caspian Auto Care **directions can be found at the bottom of the Contact Us page**. This means it isn't very clear to the user where to find directions, they are forced to assume based on the current knowledge they have of the website. Then when the user clicks on the map, **it takes the user to google maps** which can be annoying.

# Functionality Takeaways

---

- The website should have the needed functionality without having to sacrifice navigation, from the competitor's website that includes plenty of functionality and pages, it starts to feel cluttered and finding specific content becomes more difficult.
  - Even more important on mobile due to the lack of screen estate, careful placement of content and functionalities is needed.
- From talking to our client, the main functionality that they wanted is a appointment scheduler and observing the competitor's websites, a combination of a Cat Cafe's calendar with an availability system along with the users being able to input and select informations like Tri-valley's system would be the direction to take.
- The locations and hours should be placed at the top of the website as a immediate information that would be important to the users, like how Tri-valley and Autowerk placed there's.
- Special offers feature should be similar to Aero Auto Repair's allowing for users to use the coupons online or print it out to bring in store to allow for flexibility.
- A gallery should be added as many users noted the lack of photos of their services and of the location, gallery similar to R & C Auto or the Cat Cafe could be implemented.

# Site Architecture

How are the businesses  
organized?



# Navigation - Primary Labels

Primary Labels	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
Home	X		X	X	X
Services	X	X	X	X	X
Vehicles	X		X		
Specials	X		X		X
Appointments	X		X		
About Us	X		X	X	X
Reviews	X	X	X		X

# Navigation - Primary Labels (Continued)

Primary Labels	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
Directions	X		X		
Schedule Online Appointment	X				
contact		X			X

# Navigation - Secondary Labels

Primary Labels	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
Home					
Services	Auto repair, Brake repair, Oil changes, Timing belts, Check engine Light, diagnosis, 30K, 60k, 90k services, Air Conditioning Service , AC repair, Alignment Services, Shocks and Struts, Suspension upgrades, Pre-purchase inspection, Tune ups, Fuel injection service, Clutch repair, radiators		Meet the owner, Contact Us		
Vehicles	Honda Service and Repair, Acura Service and Repair, Toyota Service and Repair, Lexus Service and Repair, Subaru Service and Repair, Mazda Service and Repair, Nissan Service and Repair, Infiniti Service and Repair, Hyundai Service and Repair, BMW Service and Repair , Volkswagen Service and Repair (S&R), Kia S&R				
Specials					



# Navigation - Secondary Labels (Continued)

Primary Labels	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
Directions					
Schedule Online Appointment					
contact					
Appointments	Drop box form				
About Us	Blog, Careers				gallery
Reviews	Survey, referral				

# Tri-Valley Automotive

There is heavier weight on displaying general information of the business since it's at the top of the navigation bar. It's also interesting to see that the navigation bar isn't separate color from the rest of the header which tells the user that this may not be as important as it seems even though it's at the top of the page

As can be seen here, the website intentionally places their own coupon/ad that invites the user to redeem a promotion. Since it's just placed in the middle, the business tries to place weight on this feature by making it known to the user by placing it in our face.



Scheduling an online appointment seems to be emphasized greatly in the header as it has its own separate category and button. Another thing is that appointments is shown twice in the header along with reviews which tells the user that the business values these two aspects.



There isn't any variation in font styles. The only different is the sizing of the text and whether it's bolded or not to create emphasis on different parts of the website. Another thing is that hierarchy is created in the top to showcase important information that the user won't miss. They also make different aspects of the website pop out such as the coupon to give attention to what the business is able to provide.

# Tri-Valley Automotive

When the book on monday button is clicked on the previous page this appears. Clean appointment form that makes it easy for users to schedule appointments

## APPOINTMENTS

Home > Appointments

PERSONAL INFORMATION

First Name  Last Name

Email

Phone

VEHICLE INFORMATION

Make  Model  Year

If your vehicle is not listed in the form above,

PLEASE TELL US YOUR REASON FOR SCHEDULING AN APPOINTMENT

SERVICES NEEDED

<input type="checkbox"/> Oil and Filter Change	<input type="checkbox"/> Engine Running Poorly
<input type="checkbox"/> Transmission Service	<input type="checkbox"/> Vibration or Noise
<input type="checkbox"/> Brake Inspection	<input type="checkbox"/> Differential Service
<input type="checkbox"/> Inspect Tires	<input type="checkbox"/> Replace Wipers
<input type="checkbox"/> Pre-Trip Inspection	<input type="checkbox"/> AC/Heating Issues
<input type="checkbox"/> Pre-Purchase Inspection	<input type="checkbox"/> Check Filters
<input type="checkbox"/> Alignment	<input type="checkbox"/> Power Steering Flush
<input type="checkbox"/> Coolant Service	<input type="checkbox"/> Brake Flush
<input type="checkbox"/> Fuel Induction Service	<input type="checkbox"/> Mile Service
<input type="checkbox"/> Check Engine Light On	

SPECIAL OFFERS

Book on Monday - Get 10% Off Labor!

**BOOK ON MONDAY - GET 10% OFF LABOR !**

Make your appointment for all Monday and get 10% off labor up to \$100.00. Cannot be combined with other coupons.

[PRINT COUPON](#)

CHOOSE DATE AND TIME

First Choice

MM/DD/YYYY  HH:MM

Second Choice (optional)

MM/DD/YYYY  HH:MM

Please note that the date and time you requested may not be available.  
We will contact you to confirm your actual appointment details.

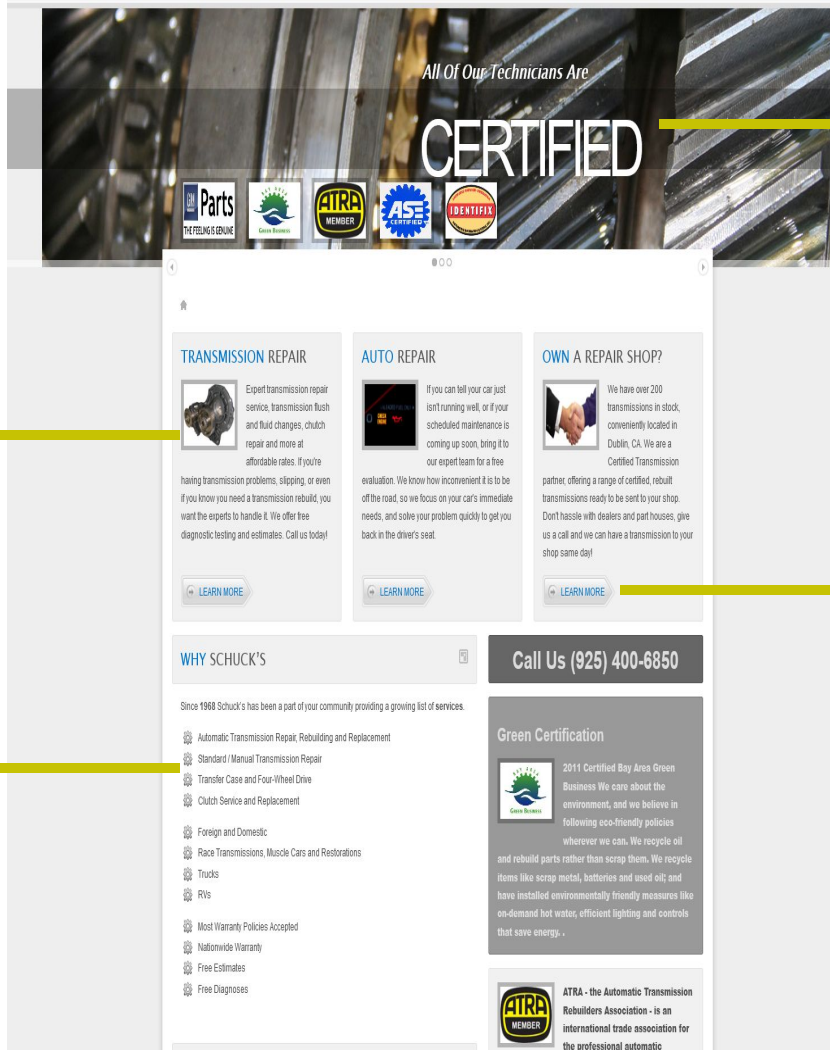
[Submit](#)

Appointment page makes it clear that the offer you clicked on is right here under a special section called "Special Offers". It communicates status to the user.

# Schucks Transmission

A lot of text on the site, but not much functionality. Similar colors create a plain looking webpage.

Not really providing a clear mission statement. Not distinguishing themselves from other car repair shops. Mainly listing off services they provide.



Not a very distinguished design scheme. Seems to be mainly different shades of gray

Links are all blue and doesn't match with their brand color scheme

# Performance Autowerk

Pictures are organized well and encourages users to click the navigation links through the pictures

Good job emphasizing their specials.

Dublin Auto Repair ★★★★★ 50+ REVIEWS WE ARE STILL OPEN SERVING THE COMMUNITY! (925) 905-8501



PERFORMANCE  
AUTOWERK

Home

About Us

Services

Vehicles

Specials

Appointments

Directions

Reviews



SERVICES

VEHICLES

REVIEWS

APPOINTMENTS

10% Off Special

Get 10% off labor. Cannot be combined with any other offers.

REDEEM NOW

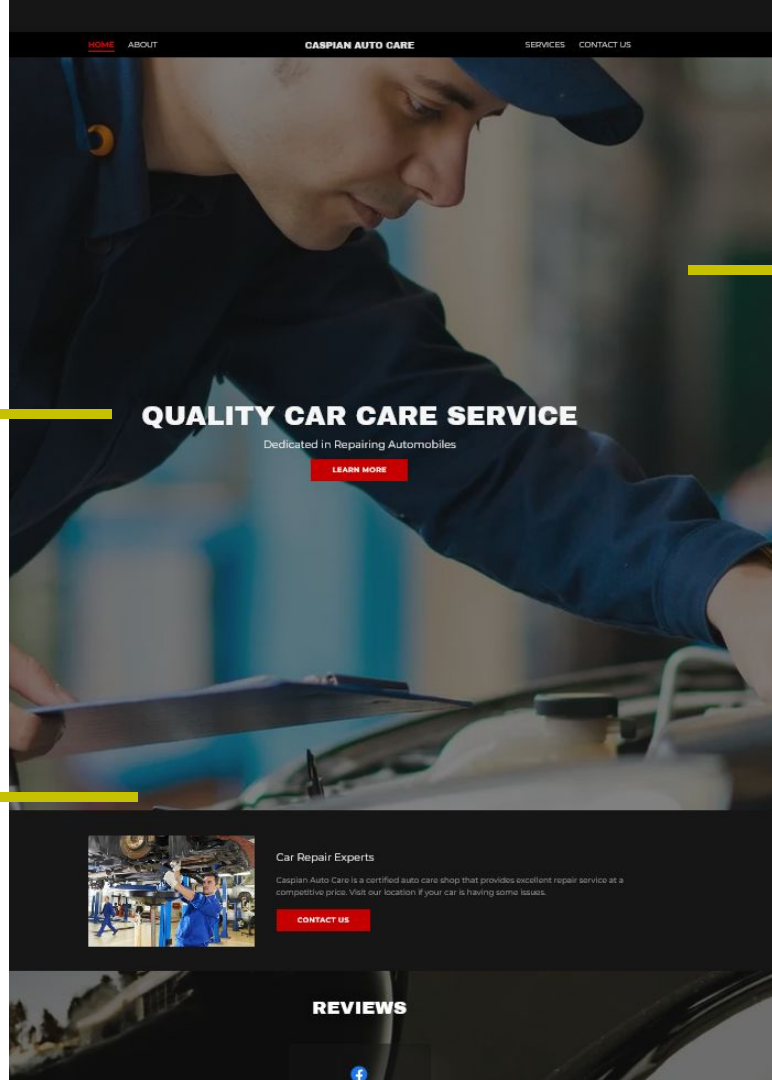


Consistent blue and white color scheme that aligns with the brand logo.

# Caspian Autocare

Not much functionality in the site. Doesn't give much information about what the shop offers. Highlights links with red buttons and creates emphasis with big and bolded white words.

Main functionality is for users to contact them to schedule appointment



Site is structured in a way that is based off of visual communication. Minimal information with pictures that try to express who they are.



# R & C Auto

## OVER 20 YEARS OF AUTOMOTIVE SERVICE EXPERIENCE

R&C Auto Service is dedicated to excellence in automotive maintenance and repair and provides superb customer satisfaction in Pleasanton, Dublin, Livermore Tri Valley area.



Welcome to R & C Auto!

where we believe in  
Affordable, Fast, & Dependable Auto Repair



R&C Auto Service is proud to be a  
certified partner of CarMax and  
RepairPal.

As a certified facility, we are able to service  
and repair CarMax customer vehicles, please  
call or email us for an appointment.

MAKE AN APPOINTMENT TODAY!

LEARN MORE ABOUT CARMAX, REPAIRPAL

### About



With over 20 years of experience, our  
auto technicians have the knowledge  
and expertise to do the job right the first  
time!

### Services



Tune-Ups & Oil Changes  
Shocks & Struts  
Flat Repairs & Rotations  
Transmission Service & more!

### Reviews



Read what our valued customers are  
saying about our auto repair services.

### Gallery



Check out our gallery - we service all  
makes - Toyota, Honda, GM, Ford,  
BMW, Mercedes, and more!

Call Now

Request a Quote

Picture



Clear mission statement.  
Makes it clear to the users.

Topography of the website is all over the place. Information is clustered which makes it overwhelming to the user. They tried to fit everything close together which makes the site unappealing despite the bright colors.

Lots of different font styles going on which creates a lack of consistency. This does not validate the site professionalism.

# Site Architecture Takeaways

---

- Potential Directions we could take:
  - Making sure design is consistent for professionalism. Sticking to the same fonts and color schemes and styles of photos.
  - Using photos to make users click on navigation links, encouraging them to explore the site more.
    - Images will create a welcoming and friendly atmosphere on the webpage
  - Making it clear in the homepage of the deals we have and on clicking deals button goes straight to a schedule a appointment form which is something we discussed with our client Mike.
- Make sure our homepage has a clear mission statement and that it does not seem cluttered. Avoid simply having a wall of text with minimal functionality to the site.
  - This would lead to overwhelming the user. Instead, we want to make it as straightforward as possible for the user.
- Making sure there is order to the design of the site and not information randomly thrown onto the page. As well as consistency of site design when clicking on different sections in the navigation bar.



# Navigation

How are the businesses  
navigated?



# Tri-Valley Automotive

Tri-valley's navigation bar is pretty standard with all the labels being straightforward and not confusing to users. The navigation bar does include many primary labels and a indication that there are drop down menus from the primary labels would be helpful for the users. There seems to be a duplicate of the appointment label and should be reduced to just one.



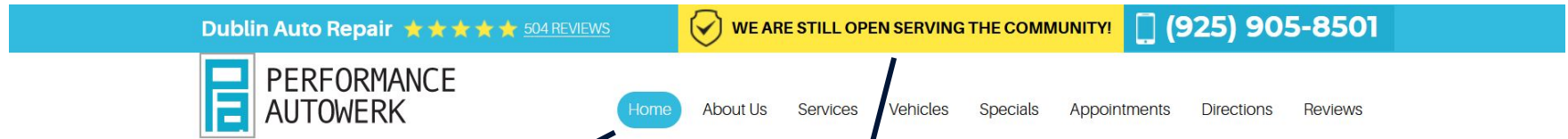
The label is highlighted in a different color from the rest of the labels to indicate which page they are currently on

Along with the labels on the navigation bar, Tri-valley also includes important information like their phone number, hours, and address for user's convenience.

Highlighted and in a different font with a logo shows to the user that this an important label and should be focused on

# Performance Autowerk

Similar to Tri-valley's navigation bar, Autowerk also presents standard labeling of their pages with straightforward language but with the labels being in a different order. Autowerk seems to prioritize their users learning about their business through About Me page then leading into their product.



The label is highlighted with a rounded colored container to indicate which page they are currently on

Autowerk also includes an indicator that their business is still open, and a phone number to pair for user to call

# R & C Auto Service

R&C Auto Service has a very straightforward navigation bar that have meaningful labels. These labels show that they put an emphasis on who they are, what services they provide, and how the user can contact them. However, the navigation bar is pretty plain and is not consistent with the styling of the overall website where it would highlight important aspects of the website in red.



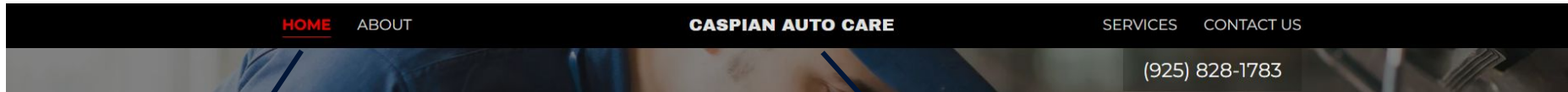
The navigation bar is just plastered on top of an image, acting like an overlay.

Home is more transparent which is an indicator that tells the user that they are currently on the homepage

If the user did not want to use the navigation bar, the website also provides them with a way to search for things the user may want which could make it easier for them.

# Caspian Auto Care

Caspian Auto Care's navigation bar is the more simpler one with much less label than other competitors, because of the lack of certain labels users do have to go clicking around to check if certain functionality is available to them. The navigation bar does not have any secondary pages so users would not need to click or hover each label to find different pages.

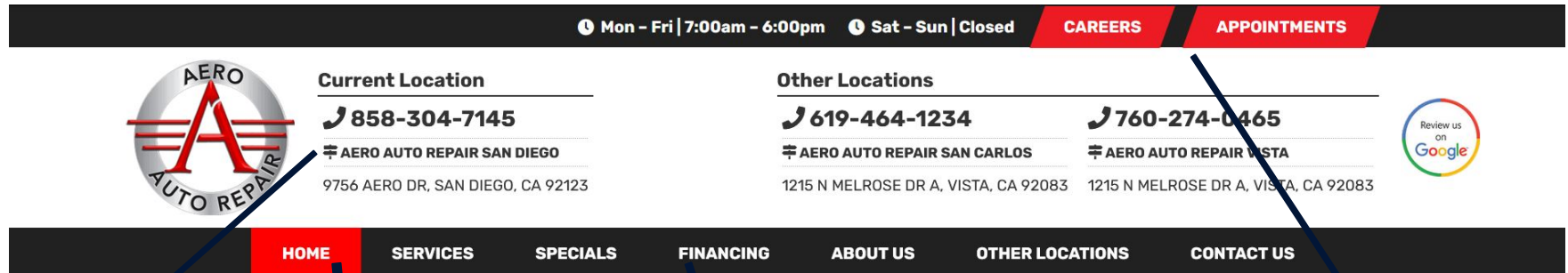


The label is highlighted in a different color from the rest of the labels and underlined to indicate which page they are currently on

The labels being split in the middle by the website name makes reading all the labels quickly at a glance more difficult.

# Aero Auto Repair

Aero Auto Repair's navigation bar is very clean and aesthetically pleasing. The navigation bar is consistent with the color scheme of the brand and provides a good amount of options for the user to choose from. It has meaningful labels that tells the user that they value their customers.



Displays general information such as location and phone number relative to their location

Red indicates that the user is currently on the homepage

A label that hasn't been seen in the other websites. This lets users know that they care about the customer's income and that they want to help them out

Hierarchy of information displayed and intentional highlights of their buttons which show their prioritization in Careers and Appointments

# Navigation

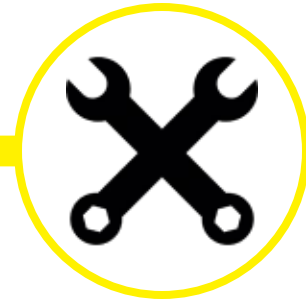
## Takeaways

---

- Prioritize consistency of color schemes and font styles between the navigation bar and brand.
- Have meaningful labels that allow easy navigation for the user.
  - Labels should be relevant to who they are, what services they provide, and how users can contact them.
- Display important general information in an aesthetically pleasing way which can be seen by Aero Auto Repair.
  - Location, phone number, hours of operation, etc.
- Our client expressed importance in showing promotions/deals to his customers which could be something that we try to display near the navigation bar to bring attention to the users by using hierarchy.
- Our client also expressed that he wants to focus more on his returning customers rather than new customers which means we should create a navigation system that is straight to the point.
  - Basically allowing the users to be able to immediately contact and make appointments with our client.
  - Doesn't mean to completely disregard any new customers.

# Content

What do other businesses do well?





# Content Table (1 of 3)

Content	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
Appointment Scheduler	X		X		
About Us	X	X	X	X	X
Contact Form		X		X	X
Pricing					
Hours	X	X	X	X	X
Locations	X	X	X	X	X
Contact Info	X	X	X	X	X

## Content Table (2 of 3)

Content	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
Reviews/Testimonials	X		X		X
Special Offers	X		X		X
Services	X	X	X		X
Specializations	X		X		
Images of Service			X		X
Images of Customers					
Careers	X				

# Content Table (3 of 3)

Content	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
Social Media	X	X	X		X
Policies					
Directions	X	X	X	X	X
Blog	X				

# Tri-Valley Automotive

Tri-Valley Automotive features uses meaningful symbols to express their different types of services. The shades of grey, however, are plain and not consistent with their vivid blue colors

Auto Repair Services by

**TRI-VALLEY  
AUTOMOTIVE**



**AUTO REPAIR**



**CHECK ENGINE LIGHT DIAGNOSIS**



Home > [Specials](#)



## **\$10.00 OFF OIL CHANGE FOR FIRST TIME CUSTOMERS!**

First Time customers only. Call for Appointment. Includes 52 Point Inspection. Must make appointment and drop off car for at least 2 hours. Special applies to most cars. Show coupon at appointment write up. Cannot be combined with other offers.

[Redeem Now](#)

EXP 2/17/2022

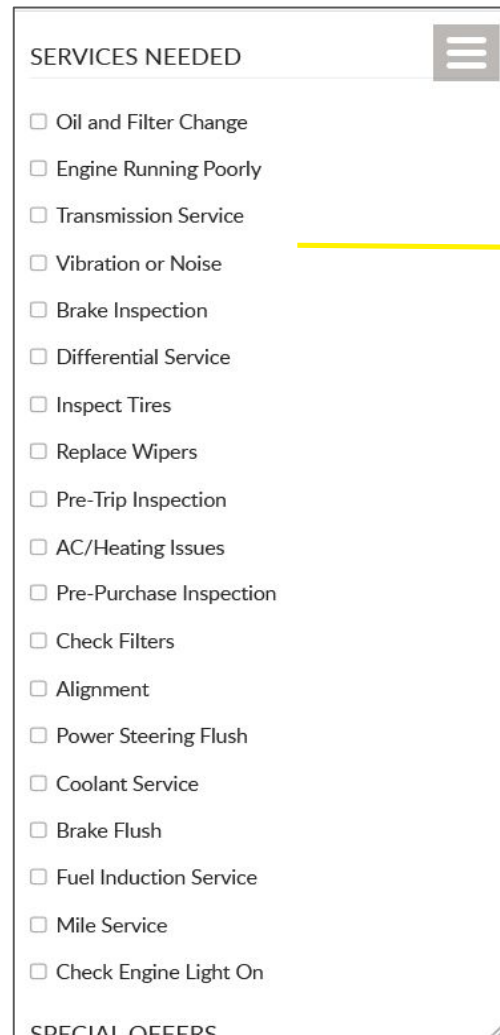
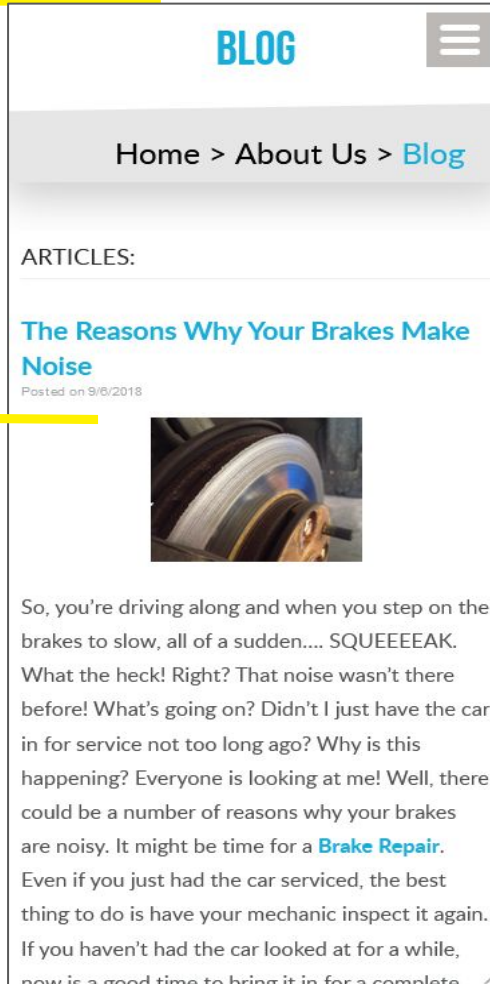
## **FREE 52 POINT COURTESY INSPECTION**

Bring your car in for a FREE 52 pt. Courtesy Inspection! We will check over your car for you to make sure it is in good running condition. Must make an appointment and drop off the car. Does not apply to diagnostic charges for specific issues.

Their specials are in the form of a coupon which is very intuitive conserving that this is the “Specials” page. They express the important information such as FREE or \$10.00 OFF and give a very bright “Redeem Now” button. They also show the expiration date of the coupon which incentivises the user to act now!

# Tri-Valley Automotive

Tri-Valley Automotive provides an interesting feature to their About Us page by providing blogs of different issues on cars. They language in the blog is very casual and friendly while also providing meaningful links bolded in blue



The Appointment page provides a services needed section which is a nice way for mechanics to get a general idea of what to expect in fixing different cars. It also allows for easier communication between the customer and the business.

# Schuck's Transmissions

Under the More Details section of Schuck's Transmissions, they provide payment methods which allow the user to get an idea if they are able to pay for their services before actually going there and finding out they can't. The only thing, however, is that all the information here are in neutral color tones which makes the text here very boring.

This screenshot shows the 'More Details' section of a mobile app. It features a blue header with a hamburger menu, Facebook icon, and email icon. Below the header is a Google search bar. The main content area has a 'More Details:' heading, followed by a link to the website: 'Come visit us online @ http://www.schuckstransmission.com/'. Below this is a section titled 'Accepted Payment Methods:' which includes icons for Discover, Debit Card, Visa, American Express, and Mastercard. Further down is a 'Business Hours:' section with a list of days and times: Monday 7:30 AM - 5:00 PM, Tuesday 7:30 AM - 5:00 PM, Wednesday 7:30 AM - 5:00 PM, Thursday 7:30 AM - 5:00 PM, and Friday 7:00 AM - 4:00 PM. At the bottom, there is a Facebook logo and contact information: 'Schuck's Transmissions, 7016 Village Pkwy, Dublin, CA 94568, (925) 828-9699'. A yellow line points from the text on the left to the 'Accepted Payment Methods:' section.

More Details:

Come visit us online @  
<http://www.schuckstransmission.com/>

**Accepted Payment Methods:**

Discover Debit Card Visa American Express Mastercard

**Business Hours:**

Monday 7:30 AM - 5:00 PM  
Tuesday 7:30 AM - 5:00 PM  
Wednesday 7:30 AM - 5:00 PM  
Thursday 7:30 AM - 5:00 PM  
Friday 7:00 AM - 4:00 PM

Schuck's Transmissions  
7016 Village Pkwy  
Dublin, CA 94568  
(925) 828-9699

This screenshot shows the 'Contact Us' section of a mobile app. It features a blue header with a hamburger menu and Facebook icon. The main content area has a 'Contact Us' heading. Below this is a dark gray box titled 'Get A Free Quote!' which contains four input fields: '\* Your Name', '\* Phone Number', '\* Year/Make/Model', and '\* Symptoms'. Below these fields is a reCAPTCHA section with a checkbox labeled 'I'm not a robot' and a reCAPTCHA logo. At the bottom of the dark gray box is a blue 'Submit' button. Below the dark gray box is a section titled 'Address'.

Contact Us

**Get A Free Quote!**

\* Your Name

\* Phone Number

\* Year/Make/Model

\* Symptoms

☐ I'm not a robot

reCAPTCHA  
Privacy - Terms

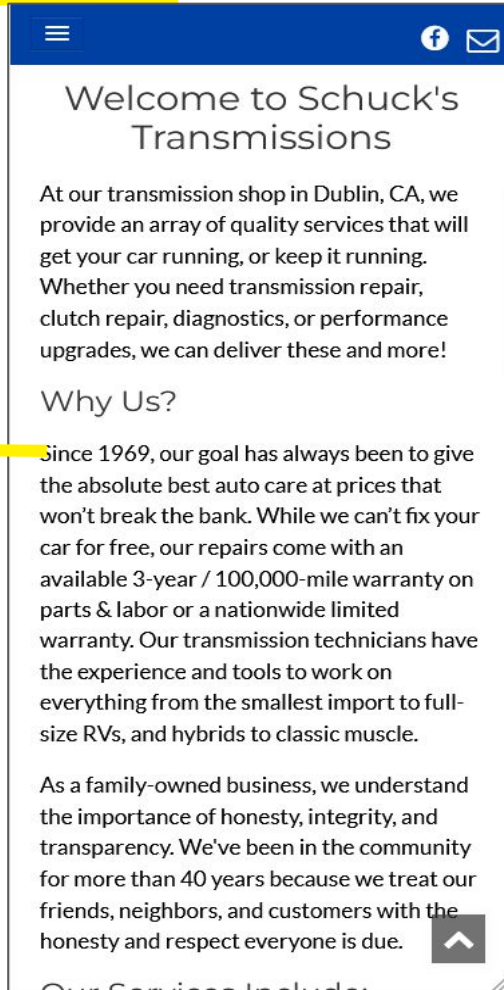
Submit

Address

Their Contact Us section allows the user to get a free quote. This communicates to the user that the business is dedicated to their customers and are willing to negotiate services and pricing that would be satisfactory for both the business and the customer

# Schuck's Transmissions

The About Us on their website is so plain and simple. Although the goal of this feature is to inform, the amount of text here is just overwhelming. However, they do label their information with meaningful questions like "Why Us?" which allows the user to get an idea of what to expect in their reading.



The screenshot shows the homepage of Schuck's Transmissions. It has a blue header with a hamburger menu, Facebook icon, and email icon. The main content area is white with a large heading 'Welcome to Schuck's Transmissions'. Below this is a paragraph about their services in Dublin, CA, followed by a 'Why Us?' section. The 'Why Us?' section highlights their 1969 founding, commitment to quality, and a 3-year/100,000-mile warranty. At the bottom, it mentions they are a family-owned business with 40 years of experience. A yellow highlight is placed under the 'Why Us?' heading.

## Welcome to Schuck's Transmissions

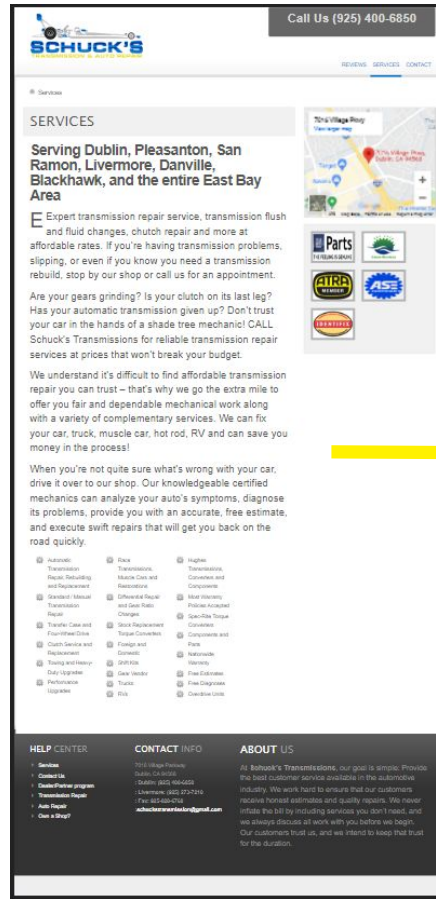
At our transmission shop in Dublin, CA, we provide an array of quality services that will get your car running, or keep it running. Whether you need transmission repair, clutch repair, diagnostics, or performance upgrades, we can deliver these and more!

### Why Us?

Since 1969, our goal has always been to give the absolute best auto care at prices that won't break the bank. While we can't fix your car for free, our repairs come with an available 3-year / 100,000-mile warranty on parts & labor or a nationwide limited warranty. Our transmission technicians have the experience and tools to work on everything from the smallest import to full-size RVs, and hybrids to classic muscle.

As a family-owned business, we understand the importance of honesty, integrity, and transparency. We've been in the community for more than 40 years because we treat our friends, neighbors, and customers with the honesty and respect everyone is due.

Our Services Include:



The screenshot shows the 'SERVICES' page of Schuck's Transmissions. It features a header with the company logo and phone number (925) 400-6850. The main content area is white with a heading 'SERVICES'. Below this is a paragraph about their transmission repair services, followed by a 'Why Us?' section. The 'Why Us?' section highlights their 1969 founding, commitment to quality, and a 3-year/100,000-mile warranty. At the bottom, it mentions they are a family-owned business with 40 years of experience. A yellow highlight is placed under the 'Why Us?' heading.

## SERVICES

Serving Dublin, Pleasanton, San Ramon, Livermore, Danville, Blackhawk, and the entire East Bay Area

Expert transmission repair service, transmission flush and fluid changes, clutch repair and more at affordable rates. If you're having transmission problems, slipping, or even if you know you need a transmission rebuild, stop by our shop or call us for an appointment.

Are your gears grinding? Is your clutch on its last leg? Has your automatic transmission given up? Don't trust your car in the hands of a shade tree mechanic! CALL Schuck's Transmissions for reliable transmission repair services at prices that won't break your budget.

We understand it's difficult to find affordable transmission repair you can trust – that's why we go the extra mile to offer you fair and dependable mechanical work along with a variety of complementary services. We can fix your car, truck, muscle car, hot rod, RV and can save you money in the process!

When you're not quite sure what's wrong with your car, drive it over to our shop. Our knowledgeable certified mechanics can analyze your auto's symptoms, diagnose its problems, provide you with an accurate, free estimate, and execute swift repairs that will get you back on the road quickly.

Automatic Transmission Repair/Rebuild	Clutch Repair and Replacement	Diagnostic Services	Fluid Changes
Manual Transmission Repair/Rebuild	Clutch and Slave Cylinder Repairs	Driveline Services	Shock Repairs
Power Steering and Suspension	Brake Services and Repairs	Engine Services	Exhaust Services
General Vehicle Maintenance	Oil Changes	Timing and Belts	Car Washes
Transmission Flush	Fluid Changes	Brake Services	Exhaust Services
Clutch and Slave Cylinder Repairs	Brake Services	Exhaust Services	Exhaust Services
Clutch and Slave Cylinder Repairs	Brake Services	Exhaust Services	Exhaust Services

### HELP CENTER

Get answers to common questions about our services and products.

### CONTACT INFO

10100 Highway 77, Suite 100, Dublin, CA 94568  
Phone: (925) 400-6850  
Fax: (925) 400-6850  
info@schucks-transmissions.com

### ABOUT US

At Schuck's Transmissions, our goal is simple: Provide the best customer service available in the automotive industry. We work hard to ensure that our customers receive honest estimates and quality repairs. We never inflate the bill by installing services you don't need, and we always discuss all work with you before we begin. Our customers trust us, and we intend to keep that trust for the duration.

We certainly do not want to copy this sort of design - even though it is important to be specific about the types of services exactly offered by a mechanic to invoke a sense of competency, the lack of a mobile first design element makes this content unreadable. That said, the actual content itself has a nice call to action, as well as a solid list of services mentioned as well.

# Performance Autowerk

The About Us page is inconsistent to the color of their branding. Their website is very bright and vivid, but the content here is just black and grey and not representative of their fun color scheme. The body of texts, however, do have meaningful labels which express their core values.

## HOME > ABOUT US

### WHY CHOOSE PERFORMANCE AUTOWERK?

#### Honesty

Everybody has heard Auto Repair Shop horror stories. Many even have stories to tell. Usually they start with "I brought my car to the shop for an oil change and they told me that I needed ...." At Performance Autowerk we vow to provide quality service at reasonable rates. We will perform only the work that we are contracted to perform. There will be no surprises when you arrive to pick up your car. We also believe that it is our duty to make a vehicle's owner aware of current or future issues that the vehicle may have. We will take the time to explain those issues and allow you to make a fact based decision regarding repairs. It is our intent that you leave the shop content with the repairs performed and with an understanding of any additional recommended services.

#### Expertise

Performance and luxury vehicles are becoming ever more complicated. Efficient diagnostic and repair requires an intimate knowledge of your vehicle. Our ASE certified Master Technicians regularly attend seminars and training courses to ensure that they are up to date on the latest tooling, technical data and procedures. At Performance Autowerk we take pride specializing in European Auto Repair. We are properly equipped with specialty and diagnostic tools specific to Mercedes, Audi, Volkswagen, BMW, Porsche, and Land Rover vehicles. Our suppliers provide us with OEM parts for maintenance and repairs ensuring that the work is performed correctly the first time.

#### Integrity

Performance Autowerk is intent on having our work represent our

## WE SPECIALIZE IN

### Audi

Click to see more about repair and service

### BMW

Click to see more about repair and service

### Mercedes-Benz

Click to see more about repair and service

### Land Rover

Click to see more about repair and service

### Volkswagen

Click to see more about repair and service

The specialization page is organized in a vibrant way. Colorful blue buttons for each of their specializations which create appeal in wanting to find out more content on their specializations.



# Performance Autowerk

## MEET THE OWNER

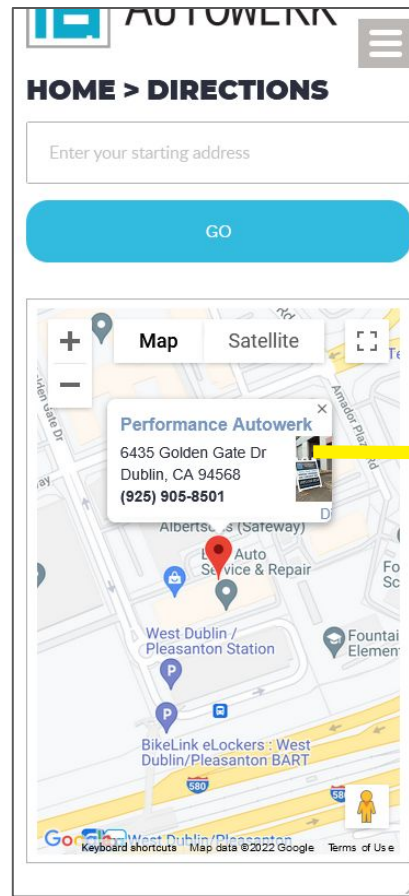


Richard Lee, the proprietor of Performance Autowerk was born in to a family with a passion for European vehicles. His Father bought a brand new 1985 Mercedes-Benz 500SE directly from Germany. That car sparked his love of European vehicles at the age of 7. From then his love of European vehicles only grew.

His first car was a 1985 BMW E30 325i which was in no other terms, a jalopy. He spent his free time and weekends working on his pride and joy. Since that first BMW he has owned dozens of European vehicles.

He attended the University of California at Santa Barbara where


The meet the owner section is a nice touch to create trust with the user. I like the idea of providing a picture of the owner along with his backstory. Would be helpful for users who are trying to develop trust with the site.



When finding an auto shop one of the most stressful parts is finding out the location of the establishment. The site helps save the user some extra work by pulling up their location on google maps on the site. Shows the site is thinking about the users needs.

# R&C Auto


R & C Auto does a good job at listing out their specials so that users can know what is available. Although they are not updating their coupons so that creates a lack of trust since they are not keeping their site up to date.



### Summer A/C Special


**\$69.95** included visual inspection of A/C components, evacuation & recharge of system. Freon and leak detection dye are extra charge. Any repair if needed are extra.


*\*Cannot combine with any other offer.  
Present coupon to redeem.  
Offer expires 9-31-2021*



### Multi-Point Visual Inspection


**FREE** with any service. We want to






## OUR CUSTOMER REVIEWS


★★★★★ From 89 reviews




★★★★★ Ken N 13 days ago  
R & C Auto Repair and Service is helpful and friendly. I would get my service there.




★★★★★ David R 2 months ago  
...I think it is a good workmanship and fast. Good job!




★★★★★ Sue Brier 2 years ago  
R and C Auto Repair and Collision Center will give you the best service at the lowest price. Our entire family goes there for large and small repairs and really appreciate the quick and friendly service.




★★★★★ Shrish S 4 years ago  
Is really good and genuine.. I loved R&C servicing




★★★★★ Steve G 5 years ago  
Very polite and knowledgeable staff. I have taken all 4 of my vehicles to R&C Auto for years and have never had a problem with honesty nor their work. Prices are also very reasonable. I would recommend them to anyone who owns a vehicle!




★★★★☆ Debra B 5 years ago  
I was very happy with quick service.




★★★★★ Debbie P 5 years ago  
Nice service, I like it.




★★★★★ Karen L 5 years ago  
R&C is the greatest, you can trust their recommendations and know you are getting a fair price.



★★★★★ Mike M 5 years ago  
Very honest & reliable and easy to work with.



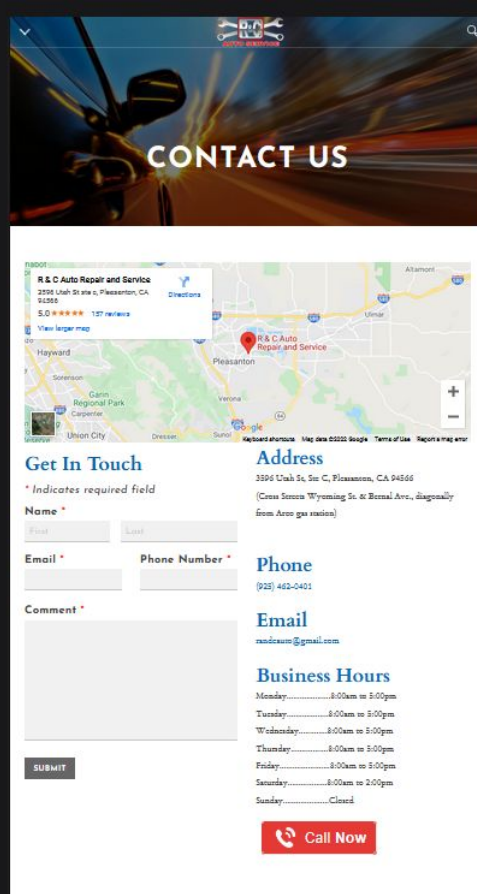
**Call Today!**  
Get your car back in great shape, give us a call to set up an appointment at your convenience!



Putting their customer reviews creates trust with the user because it shows they are willing to be transparent about how other people view their establishment. Instead of praising themselves they let the customer reviews speak highly of the establishment. This shows confidence in their work.

# R&C Auto

R & C auto does a good job putting together a bunch of important information all in one section. Putting the contact form with the address, phone, email, and business hours. This can be pushed even further by showing the next available time for meetup to the customer.



**CONTACT US**

**R & C Auto Repair and Service**  
2598 Utah St Ste C, Pleasanton, CA 94566  
5.0 ★★★★★ 127 reviews  
[View larger map](#)

**Get In Touch**  
\* Indicates required field

**Name \***

**Email \***  **Phone Number \***

**Comment \***

**Address**  
3996 Utah St, Ste C, Pleasanton, CA 94566  
(Cross Serrano Wyoming St. At Bernal Ave., diagonally from Arco gas station)

**Phone**  
(925) 462-0401

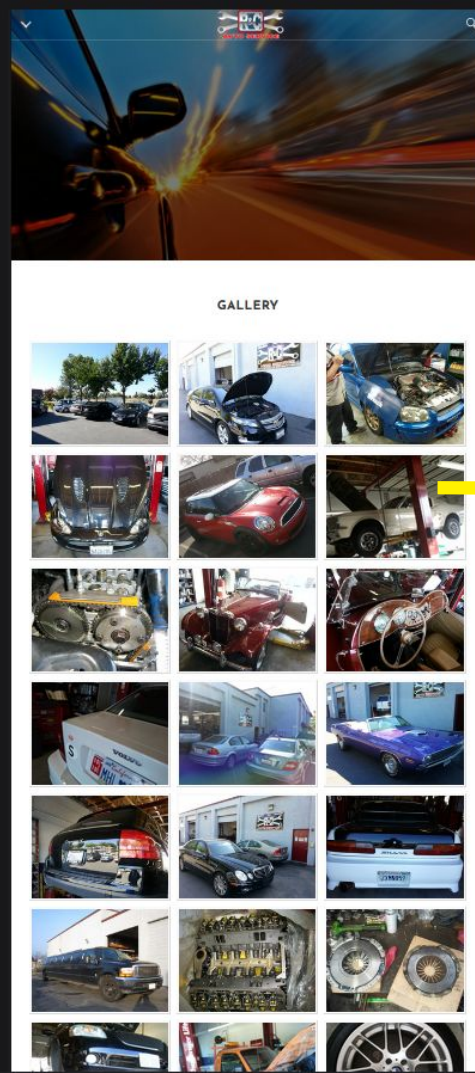
**Email**  
[randeauto@gmail.com](mailto:randeauto@gmail.com)

**Business Hours**  
Monday.....8:00am to 5:00pm  
Tuesday.....8:00am to 5:00pm  
Wednesday.....8:00am to 5:00pm  
Thursday.....8:00am to 5:00pm  
Friday.....8:00am to 5:00pm  
Saturday.....8:00am to 2:00pm  
Sunday.....Closed

**Call Now**

**Proudly Serving**  
*Pleasanton California and Surrounding Areas*

Quick Links	Business Hours	Location
<a href="#">About</a>	Monday.....8:00am to 5:00pm	R & C Auto Repair and
<a href="#">Pricing</a>	Tuesday.....8:00am to 5:00pm	



The gallery shows what the site is like to give the user a more comfortable feeling of what the experience of the shop will be like. If the sites gallery looks nice and clean it creates more of a trusting relationship with the user.

# Caspian Auto Care

The contact form is very clean and goes well with the design of the website as a whole. Make sure to to make the contact site follow the design of the website brand and theme colors.

CASPIAN AUTO CARE

Contact

Name\*

Phone\*

Email\*

Message

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

SEND

Caspian Auto Care

6465 Clark Ave Dublin, CA 94568

(925) 828-1783 - Landline  
(925) 272-7189 - Text Line


[caspianautocare@hotmail.com](mailto:caspianautocare@hotmail.com)

Hours of Operation

8:30 AM - 6:00 PM Monday to Friday

GET DIRECTIONS

CASPIAN AUTO CARE



About Us

Our founder in Caspian Auto Care has worked in a used car business before, where he repaired the cars. Because of the experience he gained, he decided to put his own business.

CONTACT US

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Powered by GoDaddy [Website Builder](#)

[Home](#)  
[About](#)  
[Services](#)  
[Contact Us](#)

This about again does a good job at providing a picture of the owner of the shop as well as mentioning his background to increase trust with the user.

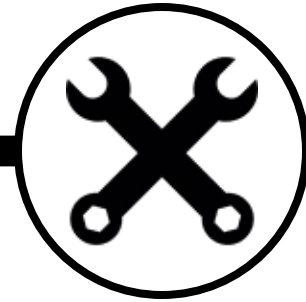
# Content Takeaways

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- It is important for mechanics websites to convey a highly detailed level of information in order to invoke a sense of trust and a demonstration of knowing what exactly they can do for a customer - but it's also important to consider the UX of the mobile designs to make such content actually READABLE
- Listing specials and deals visibly for users to take advantage of is a great way to invoke the sense of being good on the customer's wallet, with their best financial interests at heart
- It's important to have an "About Us" or a "Meet the Owner" section so that customers have the opportunity to see the face of the owner itself
- Establishing embedded map location is a great way to let users quickly identify where a mechanic is located in their area

# Good Ideas

Highlights of our competitive analysis





# Tri-Valley Automotive

The services needed is a good idea for providing a list of services that the shop provides. Although they could have designed this better by organizing it by category or alphabetical order to make it clearer to use and less overwhelming for the user to operate with.

## SERVICES NEEDED

- ☐ Oil and Filter Change
- ☐ Engine Running Poorly
- ☐ Transmission Service
- ☐ Vibration or Noise
- ☐ Brake Inspection
- ☐ Differential Service
- ☐ Inspect Tires
- ☐ Replace Wipers
- ☐ Pre-Trip Inspection
- ☐ AC/Heating Issues
- ☐ Pre-Purchase Inspection
- ☐ Check Filters
- ☐ Alignment
- ☐ Power Steering Flush
- ☐ Coolant Service
- ☐ Brake Flush
- ☐ Fuel Induction Service

Select Special

## CHOOSE DATE AND TIME

First Choice

MM/DD/YYYY



HH:MM



Second Choice (optional)

MM/DD/YYYY



HH:MM



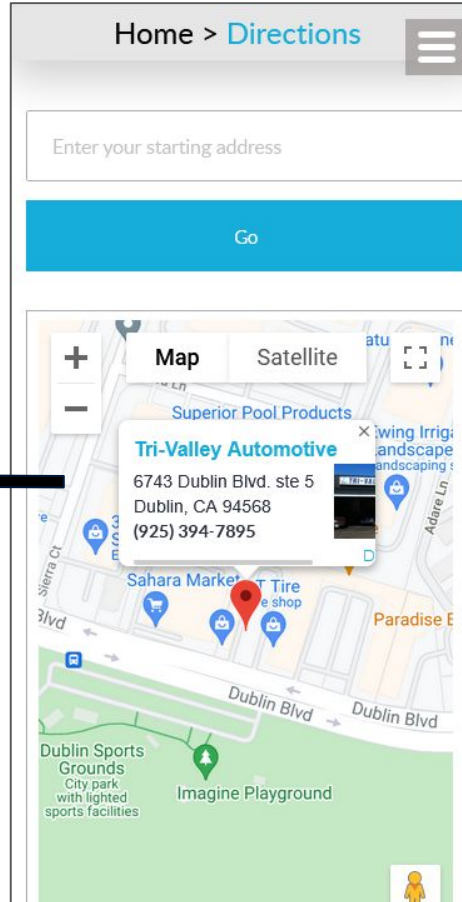
Please note that the date and time you requested may not be available.  
We will contact you to confirm your actual appointment details.

Submit

Good idea of providing a back up when creating an appointment. Things come up suddenly and then appointments need to be updated this accounts for that situation. Good to have back up plans for a likely scenario that may happen. User will appreciate that they site was forward thinking to help solve that problem.

# Tri-Valley Automotive

Nice feature to add your address to the google maps that can then search for the nearest shop at your current location. Again shows thoughtfulness and eases the cognitive load of the user having to solve where is the closest location on their own.





# Schuck's Transmission

We think it's a good idea to implement a section for dedicated business hours, along with accepted payment methods, along with a consistent footer containing critical information such as address and phone number, solid functionality.

This screenshot shows the 'More Details' page of a mobile application. At the top, there is a blue header with a hamburger menu icon, a Facebook icon, and an email icon. Below the header is a Google search bar with the text 'Keyboard shortcuts Map data ©2022 Terms of Use'. The main content area has a white background and features the following sections:

- More Details:** A section with the text 'Come visit us online @' followed by the URL <http://www.schuckstransmission.com/>.
- Accepted Payment Methods:** A section displaying logos for American Express, Debit Card, VISA, MasterCard, and Discover.
- Business Hours:** A section listing the business hours for each day of the week:

Day	Hours
Monday	7:30 AM - 5:00 PM
Tuesday	7:30 AM - 5:00 PM
Wednesday	7:30 AM - 5:00 PM
Thursday	7:30 AM - 5:00 PM
Friday	7:00 AM - 4:00 PM

The bottom of the page features a dark blue footer with a Facebook icon and the following contact information:

Schuck's Transmissions  
7016 Village Pkwy  
Dublin, CA 94568  
(925) 828-9699

This screenshot shows the 'Contact Us' page of a mobile application. At the top, there is a blue header with a hamburger menu icon and a Facebook icon. Below the header is a white section with the title 'Contact Us'. The main content area has a dark gray background and features the following sections:

- Get A Free Quote!** A section with four input fields for user information:
  - \* Your Name
  - \* Phone Number
  - \* Year/Make/Model
  - \* Symptoms
- reCAPTCHA:** A section with a checkbox labeled 'I'm not a robot' and a reCAPTCHA logo with the text 'reCAPTCHA Privacy - Terms'.
- Submit:** A large blue button labeled 'Submit'.

The bottom of the page features a white footer with the title 'Address'.

The critical information that Schuck's transmission decided to organize from their phone is very nice - it's name, phone number, year/make/model, and symptoms. Core functionalities reflect the information users will understand they need to give out, and it's a really nice functional feature.

# Performance Autowerk

While we do admire and appreciate flat design and simple design aesthetics, we realized it was a good idea to not do this sort of design because it just looks very cookie cutter. Furthermore, this is a good color combo to not mimic because it does not meet accessibility standards for contrast either, where the blue against the white is only a 2.63:1 contrast ratio, whereas the standard is 4.5:1

## WE SPECIALIZE IN

### Audi

Click to see more about repair and service

### BMW

Click to see more about repair and service

### Mercedes-Benz

Click to see more about repair and service

### Land Rover

Click to see more about repair and service



PERFORMANCE  
AUTOWERK

HOME > SERVICES

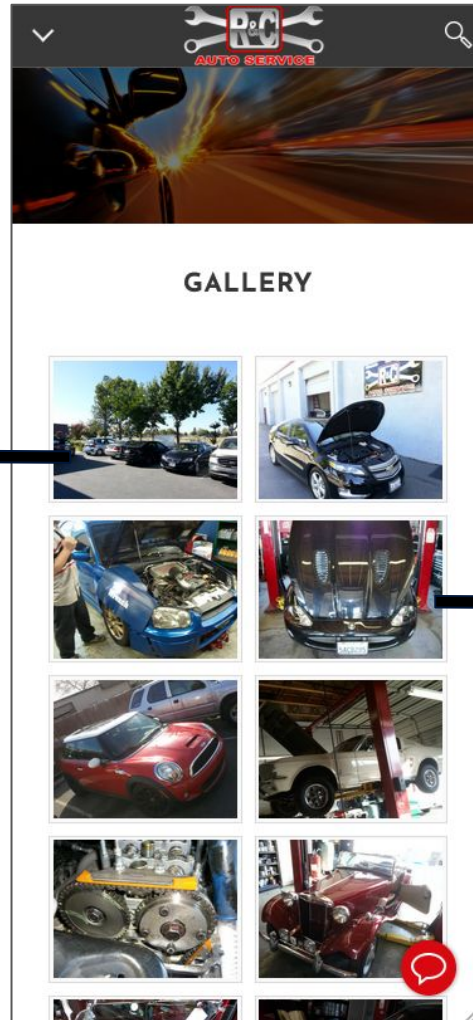
## OUR SERVICES INCLUDE

- Oil Change, Lube, Filter
- Engine Tuning
- Brake Services
- Air Conditioning & Heating
- Electrical System
- Tire & Wheel Services
- Performance Upgrades
- Diagnostics
- Engine Repairs
- Fluid Leak Repairs
- Timing Belts & Hoses
- Transmission Repair

We like the idea of putting up the key-terms of services that a customer will be looking for in a mechanic / auto repair shop to provide, and the later half of the page also describes all of these services in detail. We like the typography emphasizing the “OUR SERVICES INCLUDE” not blending in with the content text.

# R & C Auto



Out of most of the auto repair shops we have seen very few have shown a gallery of their shop. This is a good idea because it builds trust to the user by being able to see what it will look like if they go to the shop ahead of time.



A worry users may have is the shop looking good online but being run down in person this calms down that fear by showing what inside the shop looks like.

# Aero Auto Repair

Adding the schedule appointment next to a coupon is good at catching the users service while you have their attention with the coupon. Not that they see a good coupon you then encourage them to schedule an appointment. This button is striking the pan while it is hot to bring in more service to the store.



**AERO'S BASIC OIL CHANGE SERVICE**

**\$29.95**  
**SYNTHETIC BLEND OIL CHANGE**


**Includes: FREE Digital Vehicle Inspection**

Up to 5 quarts, standard oil filter. Cannot be combined with any other offers. Coupon is required.


**SCHEDULE SERVICE**

Print Coupon






Mon - Fri | 7:00am - 6:00pm



**APPOINTMENTS** **CAREERS**


**REVIEWS**  
Home > Reviews

**Google Rating**  
**4.6** ★★★★★ 588 reviews  
**Write a Review**

**David Laponius**  
★★★★★ 3 days ago

From the office staff to the managers they where all willing to help and work through a warranty issue. They where

Read more

 Posted on Google

The site is able to show its confidence in its service by showing their google rating and their customer reviews. This bring a lot of validity to their store in that they are willing to let customer reviews speak for itself on its good service. Shows that the site sees it as important that their customers receive good service.

# Cat Cafe

The cat cafe does a good job at availability for the site by providing a calendar and when click on a day display the availability. This shows that the site cares about its users time and makes the user confident that the appointment they set they won't have to wait for a long time and will receive immediate service. This is good for users that value their time a lot and don't like waiting.

Secured ▾

Health & Safety ▾

✕

🏠 →

Reserved Admission

## Reserved Admission

The Cat Cafe, San Diego, CA

\$15 • MUST BE 6 TO ENTER CAT ROOM • 1 Hour • Complimentary Food or Drink Item

Book online

🕒 Real-time availability

⚡ Instant confirmation

February ▾ 2022 ▾

➤

Su	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

Click a date to browse availability

The mention of “real time availability” increases the confidence to the user that the availability is up to date and not inconsistent data.

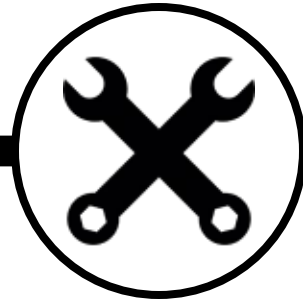
# Summary of Good Ideas

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- Make sure that all content is usable, readable, and accessible for mobile layouts
- Provide users with a detailed, not yet non-overwhelming list of services offered by the mechanics
- Showcase different cases of services and cars worked on with a gallery - pictures tell a thousand words
- Either give users to select a backup date for appointments or showcase current availabilities in the appointment slots - give them the freedom to make an educated appointment time w/o assistance
- Reduce cognitive load on users by taking advantage of excellent typography and proper contrasting

# Bottom Line

As we see it now...



# Final Competitive Analysis

	Tri-valley Automotive	Schuck's Transmissions	Performance Autowerk	Caspian Auto Care	R & C Auto
<b>Branding</b>	A fun cartoon, brings a sense of security and trust as users see that they can bring their damaged cars to Tri-valley automotive. Logo gives off a cool vibe with colors such as blue, white, and green.	Bold and confident, with deep contrast between background and foreground. Uses blue, gold, black, grey, and white as color palette.	Fresh, clean, minimal, modern - the color provides a fresh and vibrant accent.	minimalist, to the point of just being plain. Has good contrast ratios though.	Used rugged visuals to evoke a sense of professionalism in being a mechanic, promoting brand through visuals.
<b>Features &amp; Functionality</b>	Hiring ASE Certified Technicians is top priority, following brand, reviews, phone number, available hours, and address. Offers scheduling online appointment and a "Book on Monday" labor coupon as well, makes it nice to view more.	Primary focus is on the call now button and services provided.	Primary focus is showcasing its review rating, phone number, and brand.	There is minimal functionality on this site.. The two main features that they have is that they provide a contact us form throughout the page and also have a brief about us page about the owner	Provide a good amount of features that show they care about users by actively aiming to solve the problems users may face . Providing a gallery, embedded google maps, mentioning of services, shows reviews
<b>Content</b>	Services are scattered across many subpages, and the list of options to view what type of service is many via the hamburger menu, there's a lack of a second level content navigation for services,	Service content is extremely sparse, it's not clear what type of vehicles they fix aside from "everything from the smallest import to full-size RVs", have to scroll down the homepage to find location	Services are bulleted at the top then details about each service offered is mentioned after the bullet list, the content is long, and there's no back to top button either.	Not a lot of promotions and encouragements to engage with the brand. Not much content about what the auto repair shop offers.	There is lots of content on this site although the content isn't delivered in an organized matter so it may confuse the user and overwhelm them.
<b>Site Architecture</b>	Navigation is decent organized, not a one page layout - hamburger menu is organized with some logical sense.	Very simplistic site architecture - hamburger menu only contains home, contact, and services, but the homepage is the primary on with content	Navigation is fairly straightforward, the home-page contains key information a casual user would most care about and the ordering of the menu is logically based on what users would most care about - that is, the users that decide to use the hamburger menu	Navigation is straightforward. Most of the navigation leads to the contact us form.	The site architecture is well done for the navigation bar and clean although it gets confusing with the site with all the buttons
<b>Navigation</b>	Has a hamburger menu to hold Services, Vehicles, Specials,	Navigation is straightforward, it's technically not a single page app	Has a hamburger menu to hold About Us (containing Meet the	Navigation is straightforward.	The navigation bar is done well and is consistent throughout the page. It gets