

Website Overview and Competitive Analysis For Royal Canin Canada Website

Submitted by Leslie Hetherington, for IMMT 714

Theme: *Using innovative research to put your dog or cat's health and wellness first.*

The overall theme of Royal Canin Canada's business is to use innovative research to put its customers', breeders' and shelters' dogs and cats' health and wellness first.

Website Redesign Objectives:

- To make site more customer-centric and tailored to give pet owners practical content to help them maximize their pets' health and wellbeing.
- To optimize focus on Royal Canin's theme and more effectively support its value proposition to meet the specific needs of pets' different breeds, life-stages and health conditions.
- To streamline the website to reduce repetition, increase usability and eliminate content that's not relevant to audience.
- To engage current and prospective customers for longer periods of time on site and encourage them to return.

Competitive Analysis of Websites:

Criteria	Royal Canin http://www.royalcanin.ca/	Hill's (Science Diet) http://www.hillspet.ca/	Purina Pet Foods & Products http://www.purina.ca
<i>Theme</i>	Using innovative research to put your dog or cat's health and wellness first.	Enriching and lengthening the special relationship people have with their pets.	Creating richer lives for pets and the people who love them.
<i>Value Proposition</i>	Committed to producing innovative dog and cat food that meets the nutritional needs of their specific breed, life-stage or condition.	Produces pet food with balanced nutrition to give pets and their owners happy, healthy lives together.	Leading the way when it comes to advancing the science of nutrition, health and food products for pets.

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<i>Value Proposition Support</i>	<ul style="list-style-type: none"> • Veterinary products' presence and vet-like advice on key pet health issues (i.e. urinary challenges, allergies and weight management). • 'Nutrition Corner' featuring pet nutrition tip articles • Glossary and nutrient summary pages provide overview of nutrient, its sources, role in the pet's body and some feeding advice • Summary of nutritional needs for each key dog & cat breed. 	<ul style="list-style-type: none"> • Link to Vet's site, vet products. • Downloadable 'Health Conditions' PDFs with questions about key health conditions (weight management, bladder, mobility, thyroid, oral care, stomach sensitivity, preventative, skin & coat) for customers to ask vet • Food products are aligned to specific health conditions/needs (e.g. mobility) 	<ul style="list-style-type: none"> • History of Pet Expertise section cites company's historical milestones • Quality and Food Safety section and Nutritional Philosophy sections of site. These sections quantify Purina's number of scientists, nutritionists and other specialists and summarize its Q&A standards and pet food milestones at a very high level. • Video on Purina's innovation and history with interview clips from its researchers and other internal experts. • These items are primarily high-level and don't cite specific research achievements or provide much value-laden content to support its value proposition.
<i>Help for Customers (with items common to Royal Canin and competitors listed first)</i>	<ul style="list-style-type: none"> • Breed Encyclopaedia with key dog & cat breed summary, with key facts about their disposition, size, grooming, head, body, coat, ears, tail and hair. • Nutrition, exercise, vet care and more tips for cat & dog well-being at all life stages • How-to locate/select breeder • Online pet store locator. • Access to breeders' sales reps 	<ul style="list-style-type: none"> • Nutrition, exercise, vet care and more tips for cat & dog well-being at all life stages • Online store locator (dedicated menu) • Online vet locator 	<ul style="list-style-type: none"> • Breed selection tool • Many 'how-to' articles on pet care – from getting a dog/cat and caring for a puppy/kitten to feeding, managing behaviour and overall health • Breeder referral program • PetCare Club sign-up for info, free products and offers • Coupons page (with no current coupons)

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<i>Site Organization</i>	<ul style="list-style-type: none"> • By pet type (dog or cat) • By product brand lines (separate menus for - pet store, vet sales and breeders & shelters) • Separate sections for: Testimonials, News, Corporate (Contact, Careers, Privacy/legal) 	<ul style="list-style-type: none"> • By pet type (dog or cat) with care and product highlights integrated in sections, and by product brand lines (separate menus for - Science Diet, Ideal Balance Prescription Diet, Healthy Advantage) • Separate sections for: Health Conditions (vet Qs sheets), Store locator (including vet locator), Announcements & News, Shelter/adoption initiatives, Vet Site Link, Corporate (Contact, Jobs, Privacy/legal). 	<ul style="list-style-type: none"> • By pet type (dog or cat) and by products (one menu) • Separate Corporate section (Meet Purina) • Can We Help section – which links to its loyalty program that provides free food and offers to an opted-in mailing list.
<i>Navigation Aids</i>	<ul style="list-style-type: none"> • No hover feature to reveal menu item details • No listing of line items at bottom (like Purina) • No site map 	<ul style="list-style-type: none"> • Hovering over menus reveals line items within menu, except on Where to Buy and Health Conditions • Site map 	<ul style="list-style-type: none"> • Hovering over menus reveals line items within menu • Line items for each menu are listed as links at the bottom of each page to support navigation. • Site map
<i>Site Topics</i>	<ul style="list-style-type: none"> • Your Dog, Your Cat • Product overviews • Pet Nutrition • General product/corporate news • Corporate sections • Testimonials • FAQs 	<ul style="list-style-type: none"> • Dog Care, Cat Care • Products overviews • Health Conditions pets face • Shelter programs • Corporate news • Corporate sections • Link to separate site for Veterinary Professionals 	<ul style="list-style-type: none"> • Dog Care, Cat Care • Products (one menu) • Nutrition • Pets in the workplace & how-to create pet-friendly work sites • Social responsibility initiatives to improve pet welfare • Pet Show Awards • Real pet hero stories
<i>Content Formats</i>	<ul style="list-style-type: none"> • Primarily text and graphics • Some online & locator tools • One video 	<ul style="list-style-type: none"> • Primarily text, photos and graphics • Some online interactive and locator tools 	<ul style="list-style-type: none"> • Highly visual with text, graphics and lots of photos • Several videos

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<i>Conveying Brand</i>	Features brand red throughout site and logo remains constant in top left corner about main navigation menu.	Features brand colours, corporate and product logos throughout site. Feature pages on key products automatically rotate through home page.	Uses branded colours and Purina logo throughout site. References and reinforces Purina's core values (nutrition, QA, pet welfare,
<i>Messaging Voice</i>	Currently impersonal, in third-person and either like a corporate manual or textbook. Will be revised to be helpful and informative but not academic, as well as conversational but not folksy.	In first-person, friendly, smart but not over-bearing.	Helpful and friendly but with authority. Primarily in third-person but not aloof.
<i>Content Communication Effectiveness</i>	<ul style="list-style-type: none"> Extensive practical information for pet owners but it may be difficult to find as some is not intuitively organized, much is repeated and some is buried in irrelevant content. Much of site is written in third-person, organization-focused and doesn't speak to pet owners and their needs. 	<ul style="list-style-type: none"> Provides a range of practical, value-laden articles and other content throughout site. Some of this content is less effective because it is too text heavy. Customer-centric copy addresses pet owners in first person and speaks to their concerns about pet care. 	<ul style="list-style-type: none"> Effectively communicates a range of pet care tips and advice to its audience in plain, clear language within short, highly shareable, articles, with compelling visual support. Site is primarily customer-centric but most of its copy is written in third person and not as clearly targeted to pet owners as it could be.
<i>Visual Communication Effectiveness</i>	<ul style="list-style-type: none"> Approximately 85% of pages within site include photos/graphics, which effectively add interest and break up text. Photo diagrams of breeds and their body attributes/challenges are particularly effective. Layout is cluttered and confusing on some pages 	<ul style="list-style-type: none"> Layout is more minimalist than Royal Canin but still packed with visuals. It includes many colourful photos of pets throughout site, set off on corporate blue and red backgrounds. 	<ul style="list-style-type: none"> Layout is very clean, with lots of white/negative space, which enhances readability Site is organized with icon graphics that are attractive, contemporary and unified

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<i>Social Engagement</i>	<ul style="list-style-type: none"> Limited opportunities - with social buttons for sharing varied pages throughout site and only one subtle text link to company's Facebook page. No apparent links on site to company's other current social platforms (Twitter, Pinterest). 	<ul style="list-style-type: none"> No social sharing buttons Link to company's Facebook at bottom of page throughout site. No links or apparent Canadian presence on other social media platforms. 	<ul style="list-style-type: none"> Social sharing buttons within how-to articles on pet care, pets at work and other small articles throughout site. Facebook 'Like' button at bottom of all pages Links to 7 company social media platforms at bottom of all pages (Facebook, Twitter, YouTube, Instagram, Tumblr, Vine, Google+) Links to 'PawsWay' Purina's separate loyalty site, which promotes events and provides up-to-date news for pet owners.
<i>User Engagement</i>	<ul style="list-style-type: none"> Site contains a few online apps, search tools and other features to engage users but could be increased. Copy could be more effectively targeted to speak to users and their needs. Online app for rating cat's indoor environment Personalized, interactive app for managing key dog breed's nutrition, skin & coat, social wellbeing, fitness and unique breed needs. eNewsletter sign-up 	<ul style="list-style-type: none"> Online store locator, vet locator and international store locator Downloadable vet questions sheets Interactive tool for food selection based on age Brand comparison tool for 3 product lines eNewsletter sign-up 	<ul style="list-style-type: none"> Interactive loyalty program that customizes information for owner's pets. Interactive breed selection tool Opt-in loyalty program provides extensive information, similar to a newsletter.