

# Competitive Analysis

## Global Competitors

# Overview

## Goals for this Analysis

Review a blend of indirect and best-in-class competitors to get a sense of:

- Overall look & feel
- Tone and brand voice
- Visual qualities and content structure
- Any identifiable touch-points
- Stand-out features
- Similarities and commonalities among various profile types and presentations
- Themes or patterns that emerge

Broader Goals we wish to help inform our design approach:

- Determine what information clients appear to be most interested in providing to potential candidates.
- Identify what “star” features exist (to determine how they align with our own assumptions and any opportunities therein)
- Learn what ways we can further improve connections between candidates and companies (via messaging, job applies, or other engagement)
- Determine how a company creates their profile and how we engage with them to do so.
- What is the visual structure and hierarchy of the page? (Goal is to learn about the visual appeal and interaction aspects)

# Global Indirect & Best-in-class Competitors



Redfin is a leader in home buying and selling. Redfin Agents are a huge driving factor in the way in which they engage with users, putting them at the forefront of every deal with a high level of transparency.



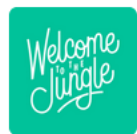
Similar to Redfin, Zillow features home selling and buying, but with a broader range of options for users. Although some are Zillow agents, many more appear to be agencies contracted with Zillow.

**Thumbtack**

A connection platform for Gig-style businesses and contractors, Thumbtack allows you to search for everything from a home contractor to a wedding DJ, with profiles that reflect accolades, reviews, and services.



Rover connects pet owners with dog sitters and dog walkers. Their clean interface and ease of use allow you to quickly and easily search for a person you can trust based on your own personal needs and criteria.



Welcome to the  
Jungle

WTTJ is a job site where company profiles are first. A unique approach to the experience relies heavily on images and video and a Pinterest-style grid layout, with content about the company and other related resources.



Nobody is a stranger to the Adidas brand, but they emphasize a culture of inclusiveness and environmental awareness, and appealing to more than simply sports figures but also entertainers and fashion.



Puma prides itself with a sense of experimental innovation, focusing on the power of the human body, wellbeing, and craftsmanship. They champion a diverse culture and a passion for greatness in their industry.



# Global Indirect & Best-in-class Competitors

## Banking and Financial Institutions

The logo for State Street, featuring the words "STATE STREET" in white, uppercase letters on a dark blue rectangular background.

STATE STREET

The logo for BlackRock, featuring the words "BlackRock" in a bold, black, sans-serif font.

BlackRock

The logo for J.P. Morgan, featuring the words "J.P. Morgan" in a brown, serif font.

J.P. Morgan

The logo for BNY Mellon, featuring a stylized yellow and grey arrowhead symbol followed by the words "BNY MELLON" in a grey, sans-serif font.

BNY MELLON

# Redfin

Well structured and clean, Redfin's landing page excels at informing the user through 3 key points:

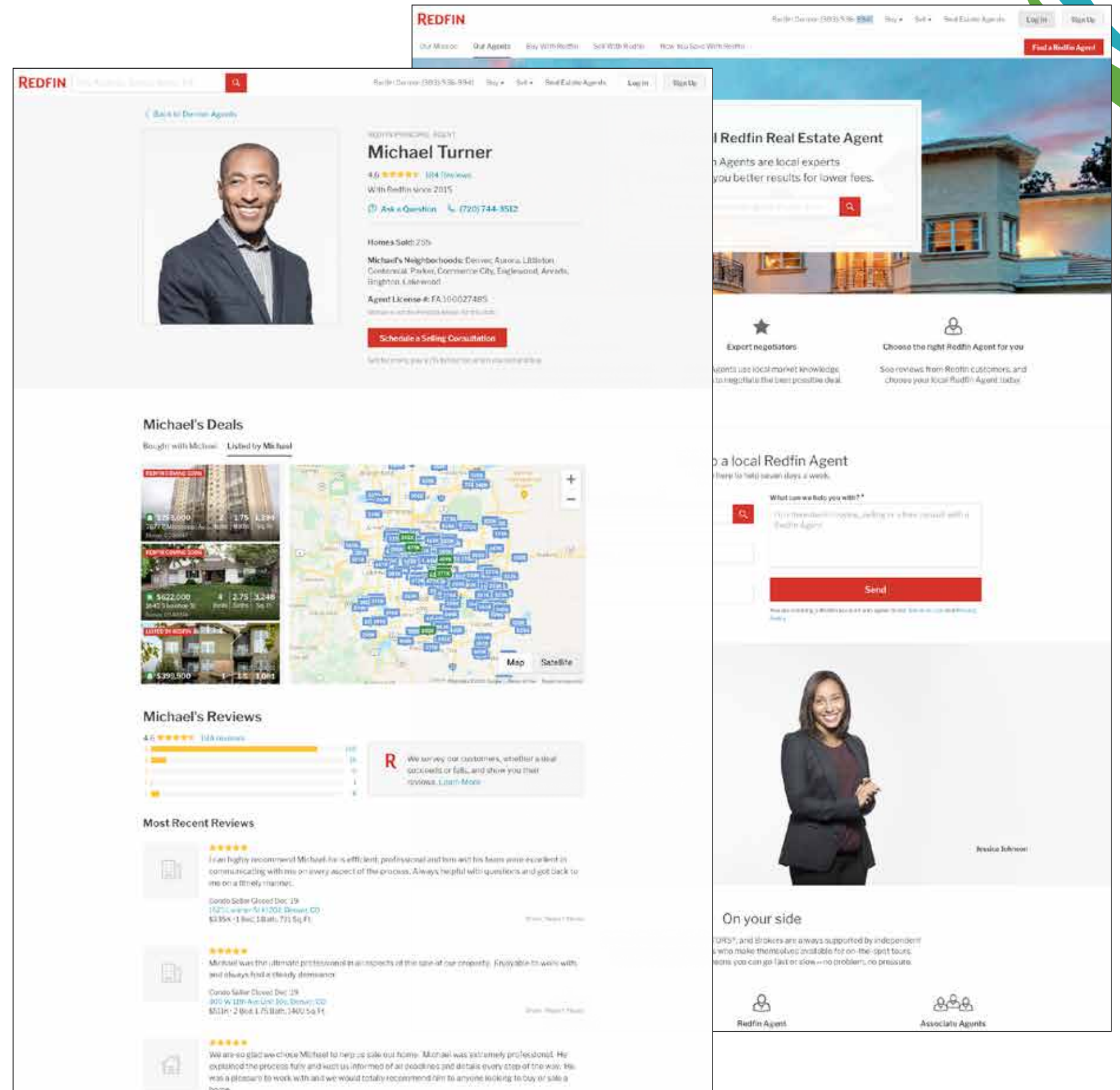
1. Service from start to finish (with you all the way to establish trust).
2. Expert negotiators (so you know you're working with an experienced professional).
3. Choose the right Redfin Agent (so you know your experience is personalized).

## Strengths

- Reinforcing trust through empathy and transparency via 3 brief key points. Agents will be your advocate.
- Choose the agent that fits your own personal needs.
- Profile page retains information from search list, helping to maintain context.
- Recent reviews expose user's comments and ratings which further emphasizes trust through transparency.
- Ability to reach out with a general question with only a few simple fields.

## Weaknesses

- Some information is a little unclear, for example the number of deals vs homes closed.
- Large number of agents - seems difficult to make a choice.



# Zillow

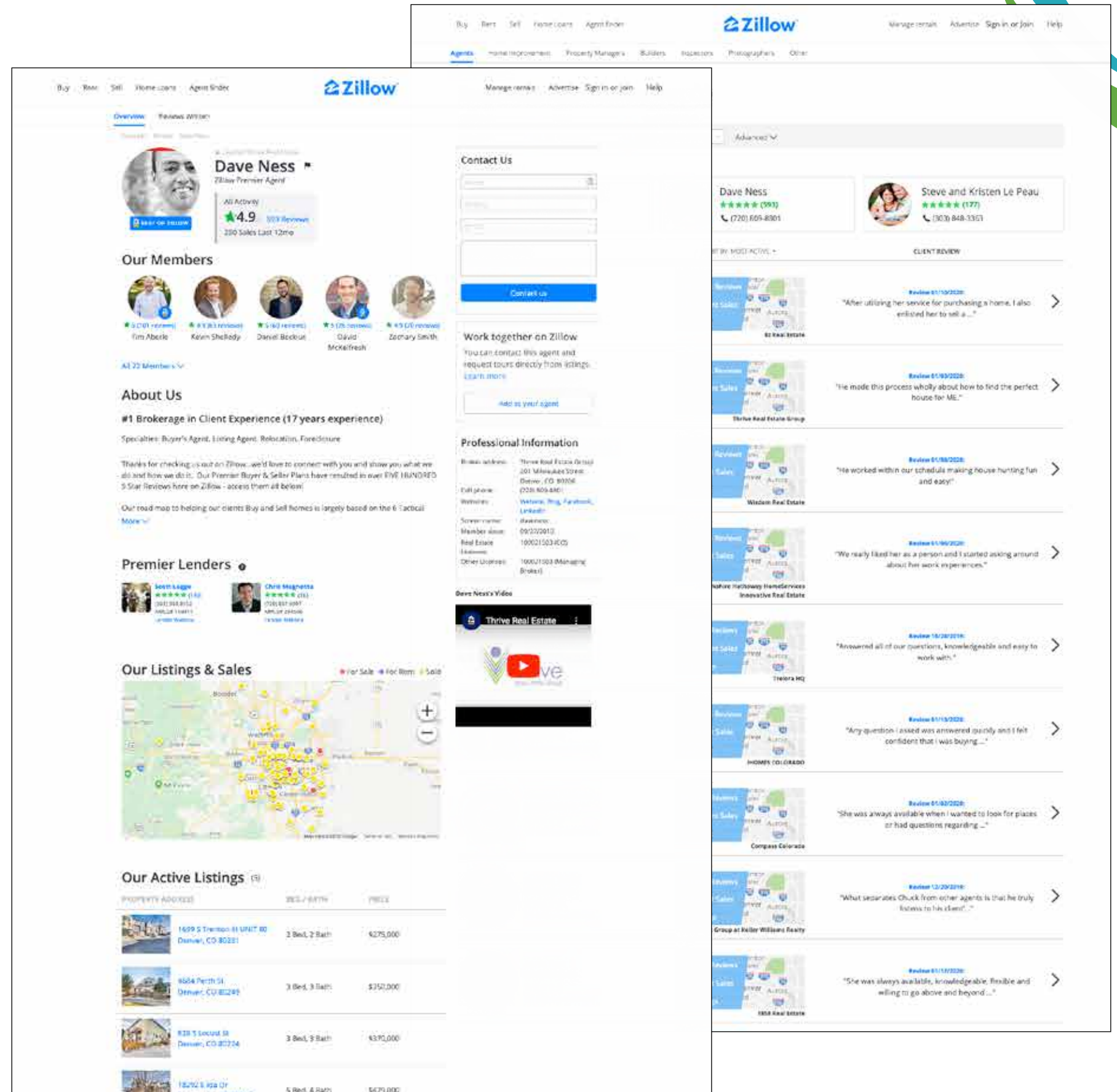
Zillow's overall aesthetic feels a little rigid and perhaps a bit dated; not nearly as streamlined as Redfin. Much more compact list page with featured agents at the top, followed by a broader list of mixed profiles. Profile is brief, with more room dedicated to active listenings and information about the real estate agency itself.

## Strengths

- Contact form is right at the top.
- Lists specialties which helps to discern what that agent might excel at.
- Video that showcases the agency in some way.
- Past listenings to give you a sense of trust through achievement and previous successes.

## Weaknesses

- Large number of agents - seems difficult to make a choice.
- Some of the CTAs are a little confusing. I can contact the Agency and also add them as my agent?
- Map view isn't quite as clean as Redfin; you need to click around in order to see details.
- Hard to tell if I'm hiring the agent themselves or hiring someone from within their agency?



# Thumbtack

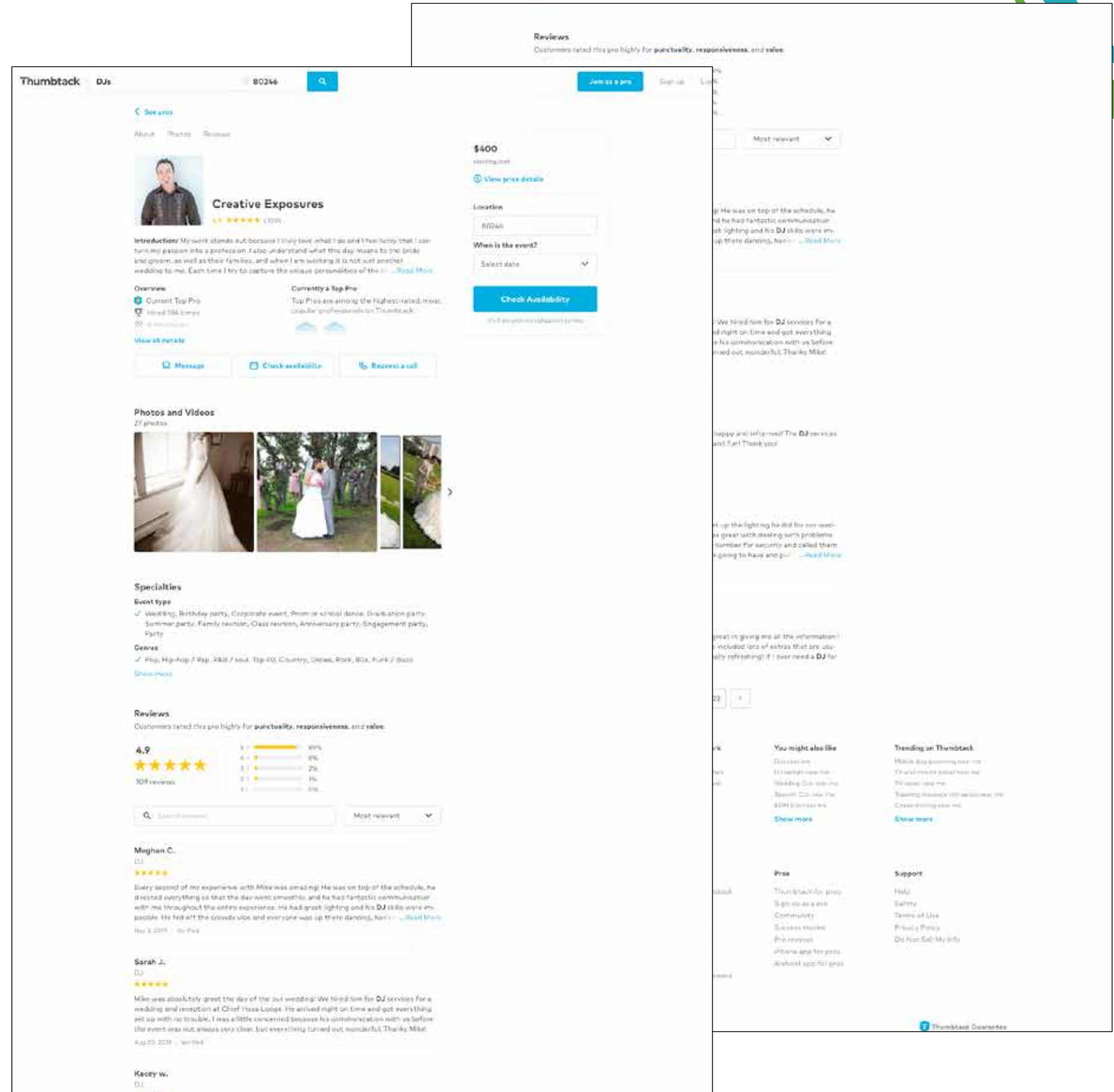
Thumbtack has an overall clean approach to their profile page. It shows the most important information above the fold, including accolades, base cost, and ability to message, schedule a phone call, or find availability. Reviews and information about the pro's specialties helps enhance their profile by providing transparency and specific details that are easy to understand at a glance.

## Strengths

- Primary CTAs are all very clear and above the fold.
- Very easy to inquire about availability, reach out to chat, or request a phone call.
- Overview of information is very clear and shows details to help reinforce their success through history of work and time in business.
- Specialties and reviews are specific in the type of work and what makes them highly rated.
- Top Pro status shows accolades.
- Reviews specify top 3 things the pro was highly rated for.

## Weaknesses

- Important content is broken up by imagery which impacts the flow of information and scanability. It would seem better to put this below.



# Rover

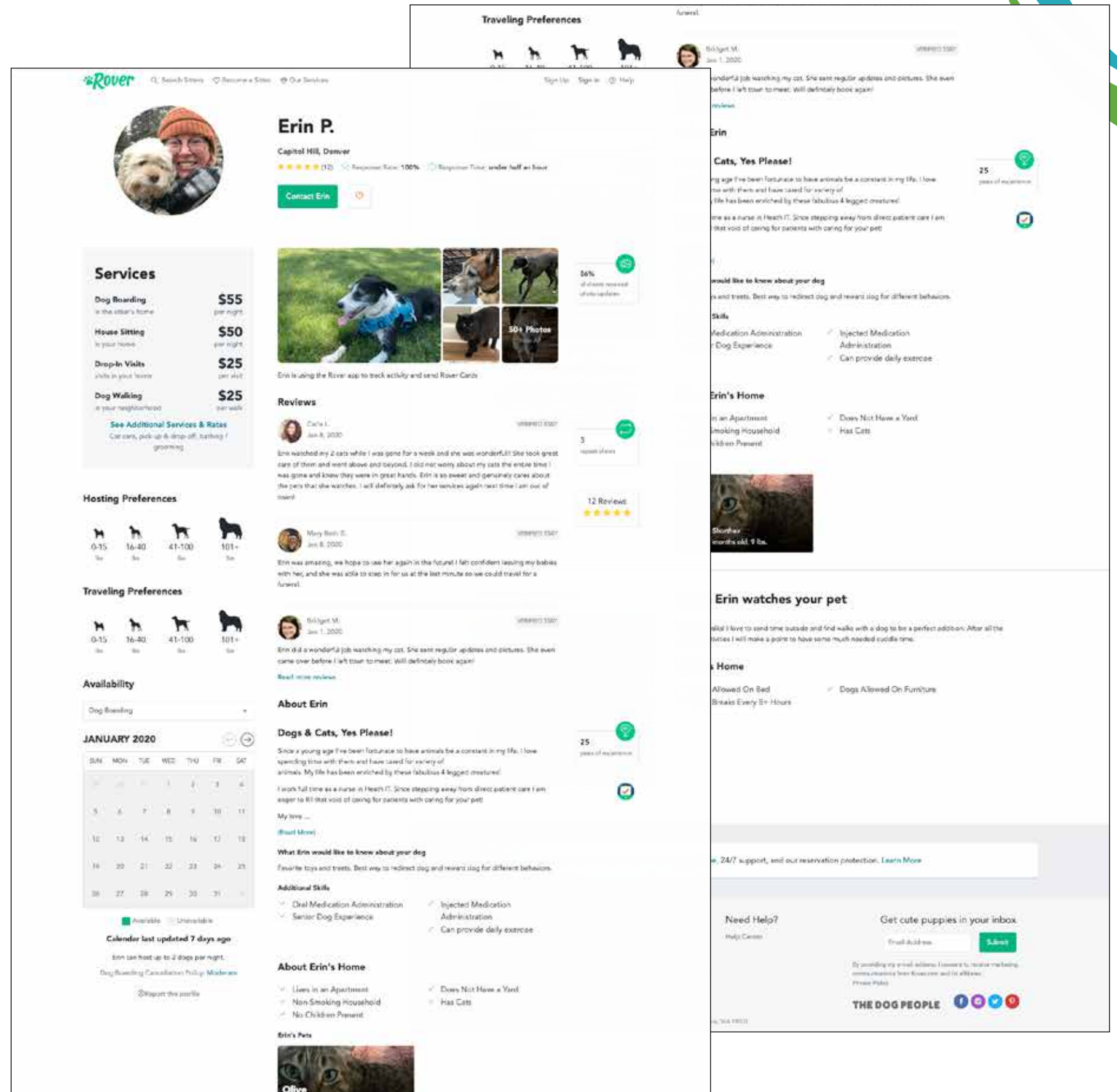
Pet sitter profiles on Rover are very clean and decently organized. Some challenges exist with a lack of separation in terms of weight of headings which leads to some initial confusion on what sections relate to each other.

## Strengths

- Single prominent CTA to contact the dog walker.
- Ability to save (or favorite) the profile.
- Use of iconography is functional and illustrates preferences clearly.
- Shows a percentage of people who have received updates, along with a photo gallery so people know how they're pets are doing while they are away.
- Services are bold eye-catching; simple to quickly scan.

## Weaknesses

- Font weights between headings and sections is a little too indiscernible which causes content to blend together a bit.
- slight disconnection with floating boxes that show a highlight or overall stat for each section (photos, reviews, experience).





# Welcome to the Jungle

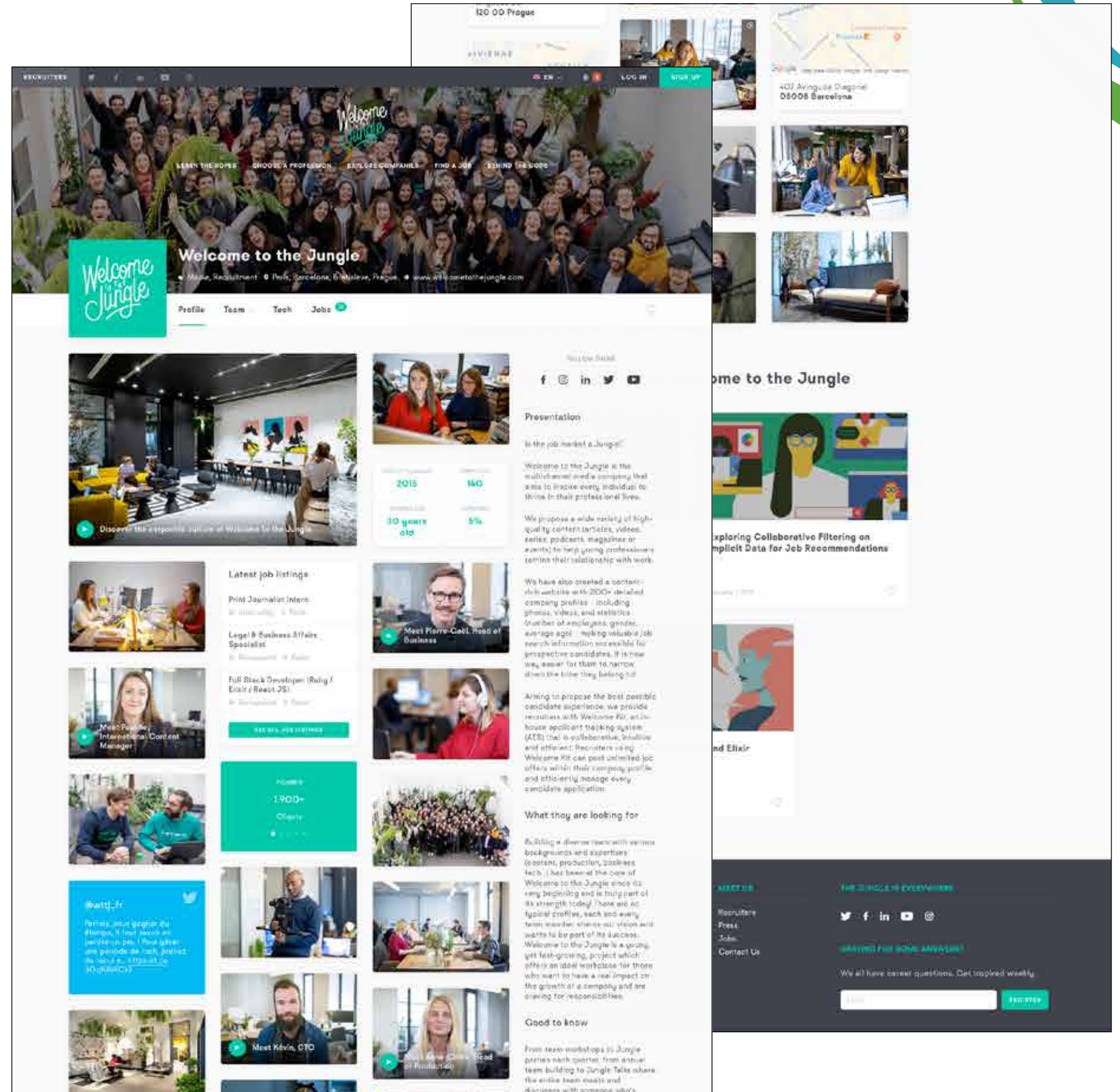
This site appears to be a job seeking platform with a focus on company profiles first. While you can search for jobs, learn about different types of jobs, and read articles & advice, company profiles take a unique spin on layout using a pinterest-style grid layout that shows images and videos, with company info sprinkled in. There is a column describing the company, but the focus is very much on imagery and video.

## Strengths

- Compelling visual presentation.
- Media in the form of imagery and video are a primary focus over content.
- Unique data points: years of founding, employees, average age, turnover, gender breakdown
- Technology displayed in pannable/scrollable carousel with bars indicating how invested in each tech they are (presumably).
- Social media links directly at the top

## Weaknesses

- Content is not particularly scannable due to the random placement of content on the page.
- A bit image heavy - I think we get the point.
- No way to contact or message the company about jobs or with questions.



# Adidas

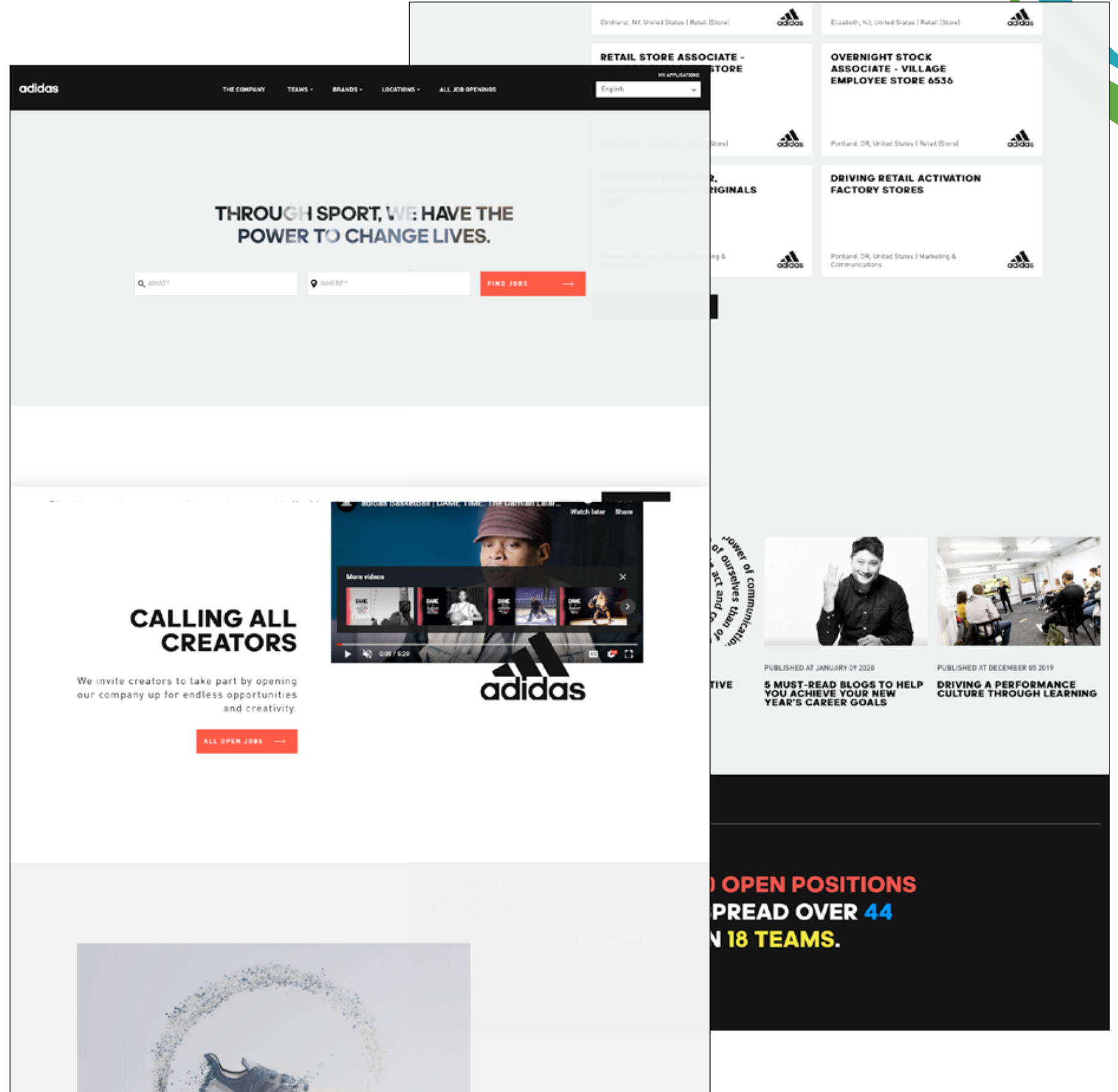
Adidas does really well at putting interesting topics first for would-be employees. Appealing to creative talent, being environmentally conscious, and exposing their culture to provide a sense of openness.

## Strengths

- Compelling messaging: “Calling all Creators”.
- Appealing to job seekers through video that shows not only sports figures but entertainment/performing artists - illustrating a desire for fashion as much as performance.
- Calling out their commitment to environmental conservency, showing their empathy for environmental impact.
- Career-talk blogposts showcase the corporate culture and how they’ve tried to change their approach.
- Intern to Employee provides a level of confidence for students and graduates.

## Weaknesses

- Generous use of white space is good but there’s potential for them to have fewer pages to click through to and instead provide a more thorough single-page experience.



# Puma

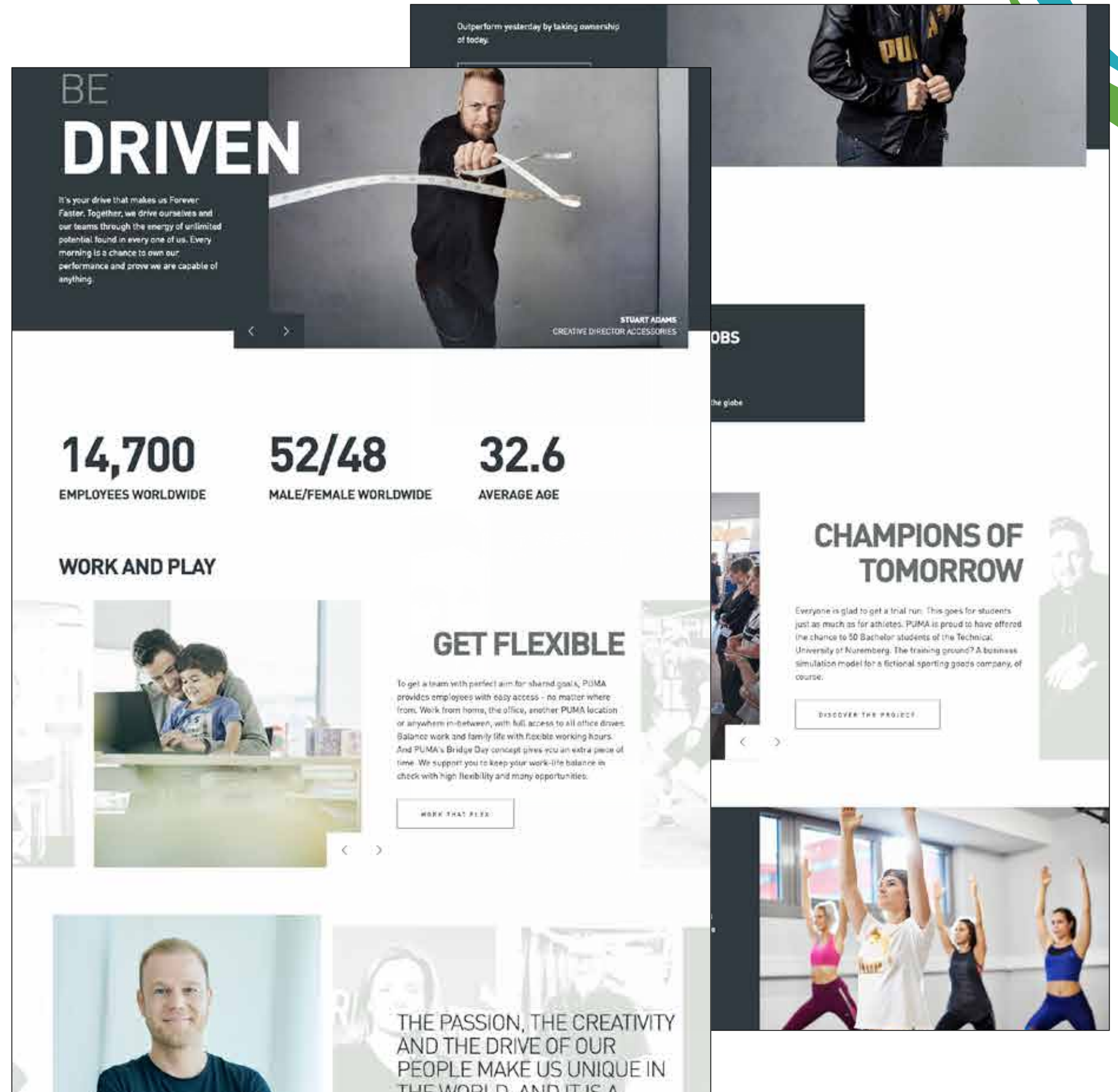
Puma's message is a little different than that of Adidas, but still attempts to sell their brand as top-class, having a diverse culture with an emphasis on health and well-being. Hottest jobs section at the top has potential, but it only shows one actual job. Working at Puma is an experience that they champion will help you grow, become more involved in your community, environmentally, and be able to work towards your goals with the help of various programs. Flexible schedules and data points that show transparency provide a level of empathy and purpose.

## Strengths

- Strong use of quality imagery with overlapping text
- Hottest jobs are near the top of the page (though it only shows one job)
- Excellent use of typography and animation
- Highlights diversity as a corporate value
- Data points on diversity, gender breakdown, and average age.
- Shows accolades, a commitment to being environmentally conscious.

## Weaknesses

- A lot of "sameness" when compared to Adidas and other corporate sites.



# State Street

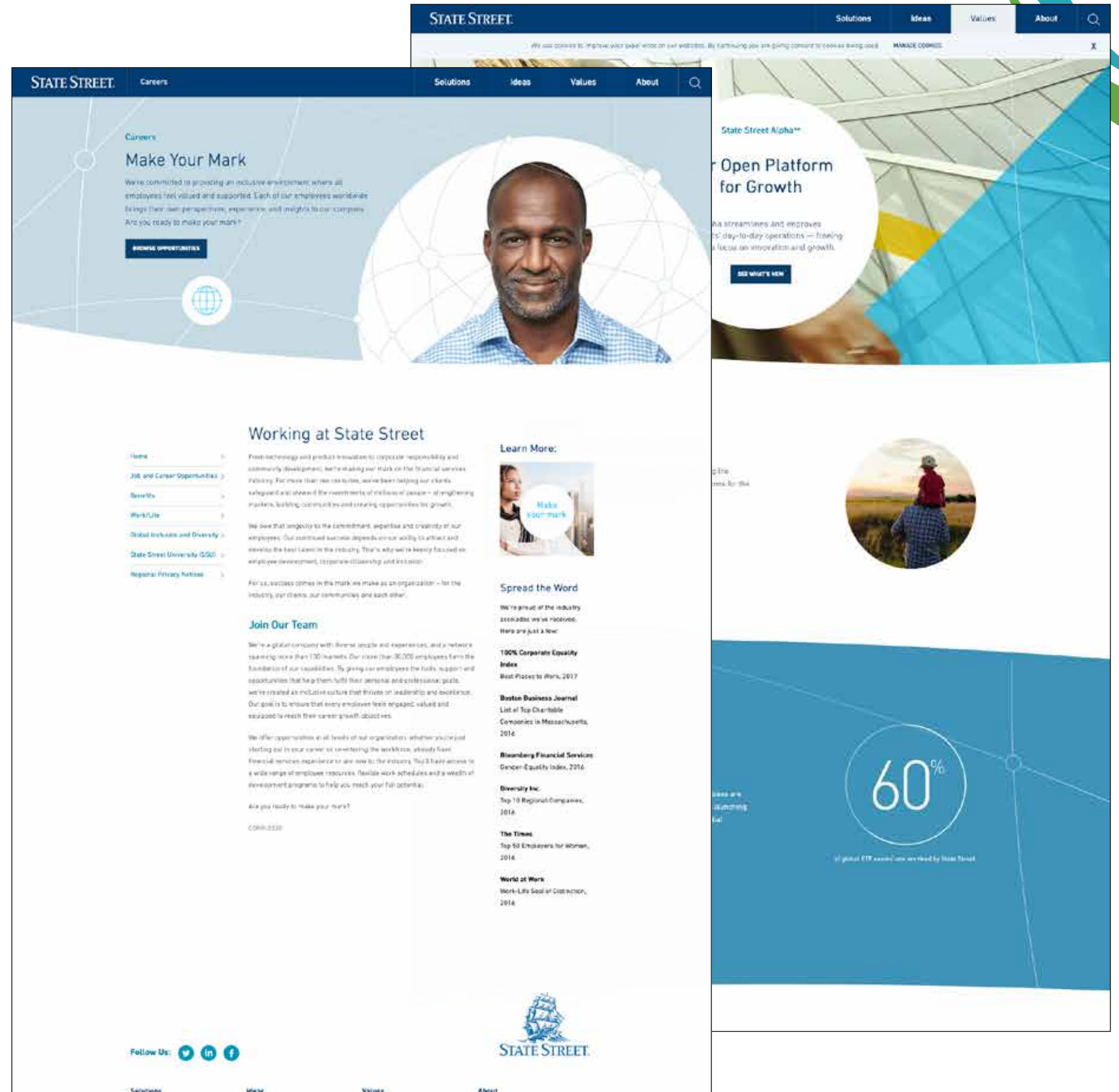
State Street main page is very clean. Highlights important aspects of company values through diversity, women leaders, and leadership. Each section has a CTA specific to that topic. The careers page is fairly bland and template-like. A couple of brief sections give you an overview of their values and what working there entails but it's cut and dry.

## Strengths

- CTA to browse positions right at the top.
- right-rail lists accolades and positive-leaning articles on State Street related to growth, diversity, equality.

## Weaknesses

- Articles on the side promoting the company are outdated.
- Page is divided up into a number of other pages - this entire experience could be more like their home page.
- No job listings on the page itself.
- No information readily apparent regarding advancement opportunities (it's burried in some of their other sub-pages)
- Feels very corporate



# UBS

The Our Firm page takes you in many different directions (not surprisingly), but there are some interesting pieces of info of value to a candidate: What we Do, Our Employees, Culture and History. The actual careers page is very lackluster. Large portions of blank space where content should be under “Meet us”, and no copy at all on the entire page. UBS portal on employees has a lot of information around the corporate culture, diversity, and other interesting facts. Information regarding their success, what makes them stand out. Far more informational than their standard Careers page.

## Strengths

- Employees page has some interesting stats around employment in the different geographical areas.
- Links to learn about their workforce, learning and development, as well as what it’s like to work at UBS.
- video
- social links

## Weaknesses

- Careers page and Employees pages could be merged.
- Actual employees page tells me very little, is missing content.

**Super teams**  
Made from superb individuals

**Our employees**

We've got a lot going for us. We're a truly global firm with a collaborative culture and highly skilled employees who put clients first. What's our recipe for success? We're continuously working to embed our core values into everything we do.

We're committed to hiring diverse, talented people, helping them grow, and empowering them to use their skills to build our businesses. And, our employees know they can build fulfilling careers here, thanks to our unique culture, global reach and a host of opportunities.

We employ more than **68,000** people across **50** countries

Region	Percentage	Women	Men
Switzerland	32%	7,954	13,728
Americas	31%	8,221	13,342
EMEA	19%	5,124	7,836
Asia Pacific	18%	5,266	6,867

**Our workforce**  
Global. Diverse. Inclusive. Our workforce in a nutshell, but don't take our word for it.  
[Find out more](#)

**Learning and development**  
Whether you want to build skills to change roles or to stay relevant, we can help you grow.  
[Find out more](#)

**Working at UBS**  
This is a great place to work, and to build a career.  
[Find out more](#)

**Follow us**

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- Twitter
- YouTube
- LinkedIn
- Instagram
- WeChat

**vault**  
**TOP RANKED**  
**2019**

**All over the world.**  
[And right here](#)

**Different viewpoints.**  
[Make us succeed](#)

**Our firm**  
What we do  
Our employees  
Our culture  
Corporate governance  
Our history

**Media**  
Media Global  
Contact  
Social media  
Podcasts  
Press  
Subscription

**Investor Relations**  
Press releases  
Financial information  
Complementary financial information  
Investors  
Events & presentations  
Contacts & services

**Careers**  
Search jobs  
Why UBS?  
Meet us  
Students  
School leavers

# BlackRock

Nothing here on this page is worth digging deep. Mostly focused on the financial solutions that they employ, and the more corporate side of company operations.

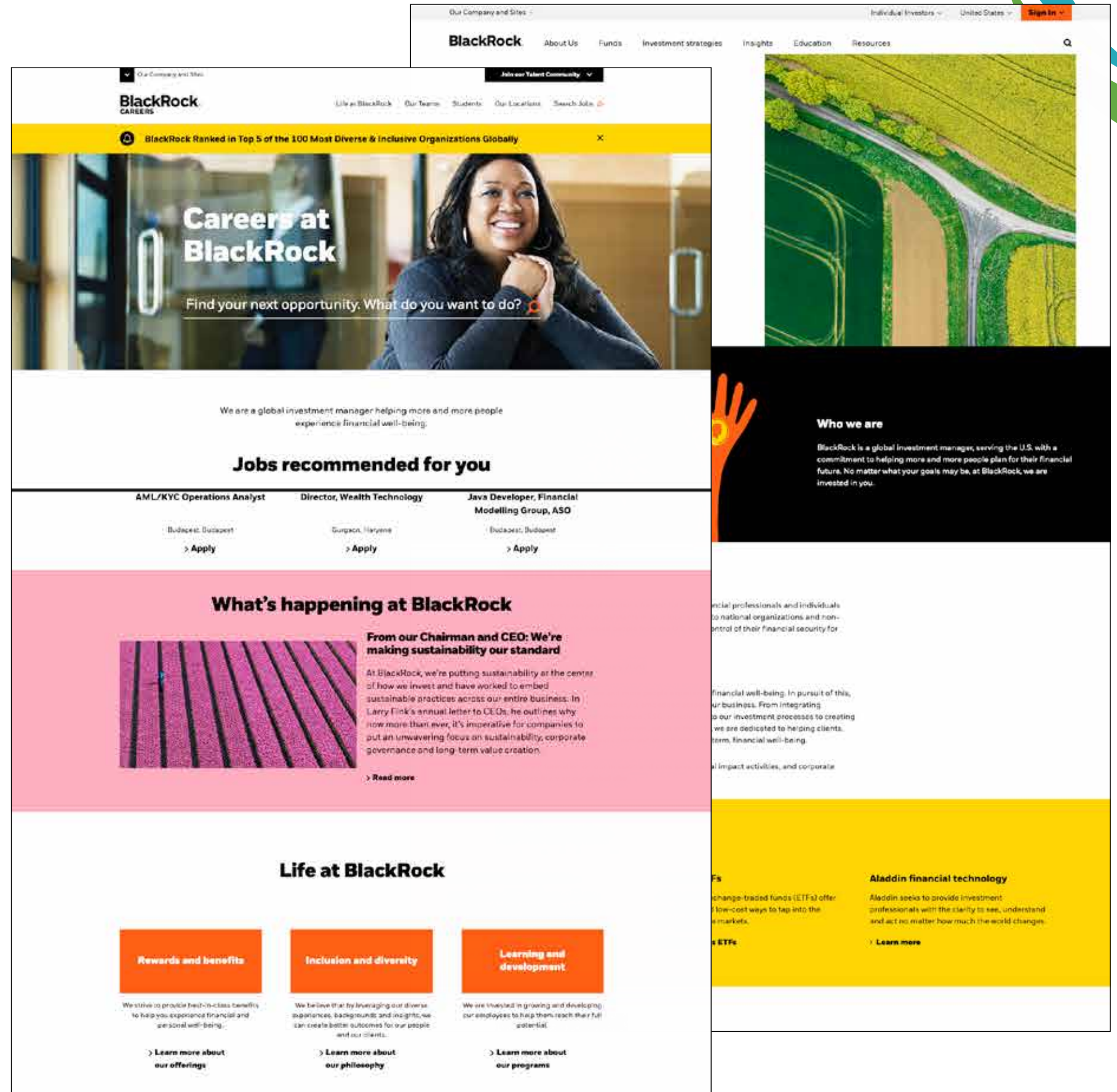
The BlackRock careers page is a clean example of telling a story. They start by showing some potential jobs that you can apply directly too, followed by more information about the company, it's impact on lives and the futures of would-be employees. It's clean and presentable, with sections that lead to additional information that might be of interest to users.

## Strengths

- Notes at the top that they're top 5 in the 100 most diverse and inclusive organizations globally.
- Recommended jobs are right at the top.
- Really pushes what life is like at BlackRock
- Pushes their technology-driven path.
- Work/life, culture and history
- Philanthropic goals, video

## Weaknesses

- Not a lot of consistency in layout - every section feels like it was designed by a different person.



# JP Morgan

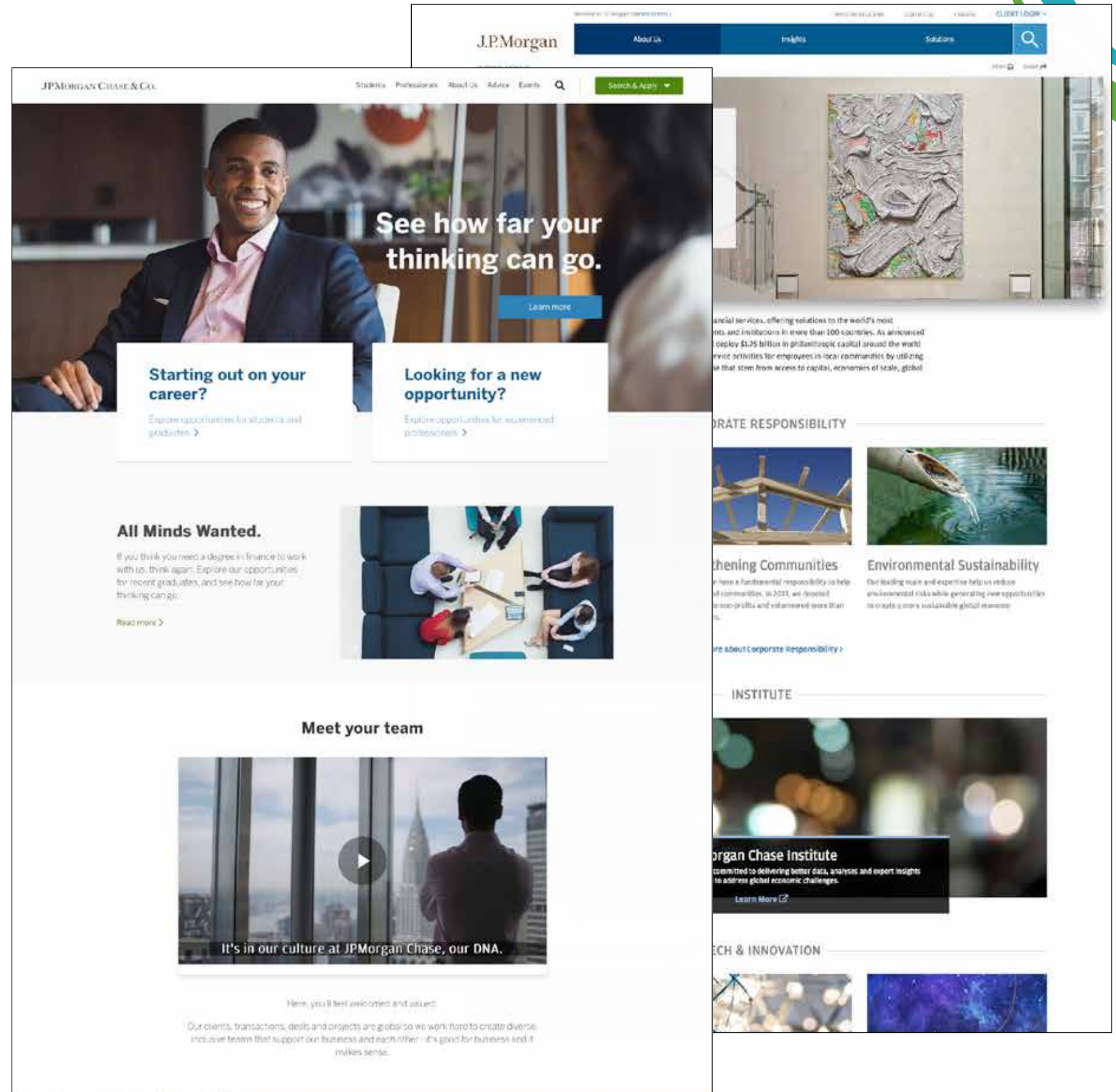
A relatively standard corporate about us page - but the interesting part is the tech & innovation piece. Is there a way Financial companies could also push their core objectives - i.e. technology and innovation? JP Morgan does well in providing multiple funnels for different candidates types (professional and student/graduate). There's a personal touch in how they present a video about the company and the teams, and the ability to join a network that you can then engage with further.

## Strengths

- Clear path for those starting out their careers or looking for a new opportunity.
- A level of personal outreach to provide some insight into the company culture and the people.
- CTA to “keep in touch” for students and professionals to join their talent network.
- Show what subsidiaries you can work for (banks under JP Morgan umbrella).

## Weaknesses

- Some information on the about page could be of value on careers page, such as their tech & innovation strategy, information about corporate responsibility.



# BNY Mellon

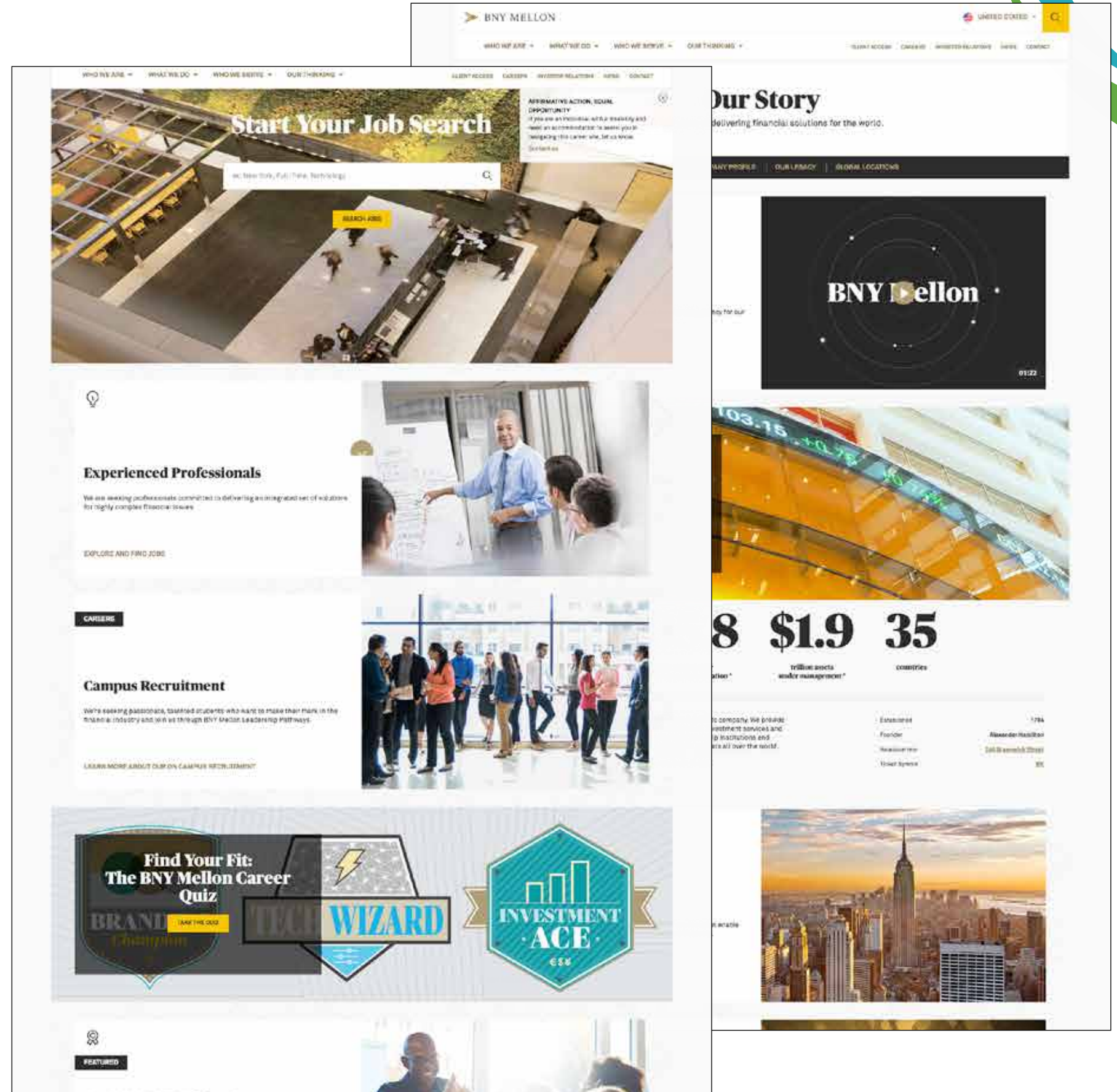
The BNY Mellon about page leans largely on imagery and branding. There is a large amount of information typical of a corporate about page, but they do have a unique location feature that shows where all of their major locations are globally, as well as ample information about the company's history, values, and corporate strategy. The BNY Mellon careers page highlights a job search capability for those who might want to immediately jump into search for a job. They have sections about experienced professionals as well as student recruitment opportunities, A cool Career Quiz that helps you align with a career type, as well as information on the life and culture.

## Strengths

- Interesting interactive map of different locations
- Career quiz that helps you determine roughly what path you should be on.
- Entire section on interviewing with BNY Mellon
- Information for both professionals and student recruitment
- Featured employees

## Weaknesses

- No real statistics around company diversity, age, or employment.





# SUMMARY OF OPPORTUNITIES

## Building trust through transparency

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- Stats on Diversity and Demographics
- Engaging women in the workforce
- Average age
- Number of employees (m/f)
- Ratings and reviews
- Accolades

## Enriched Engagement

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- Choosing paths (student/professional)
- Tips on interviewing
- Quiz to determine best path
- High quality videos & imagery
- Networks to help upcoming professionals

## Company Values & Mission

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- Culture
- Workplace
- Benefits
- Environmental sustainability & community involvement