

COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS

DIRECT

https://www.sfbg.org

https://www.urbansprouts.org

https://www.gardenconservancy.org/

INDIRECT

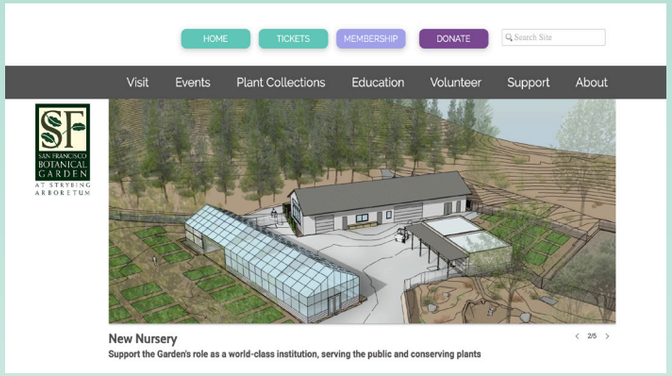
https://larkinstreetyouth.org/

https://www.bayareacs.org/

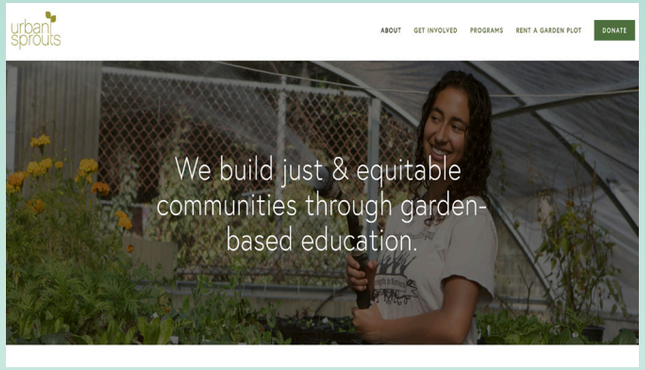
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Direct

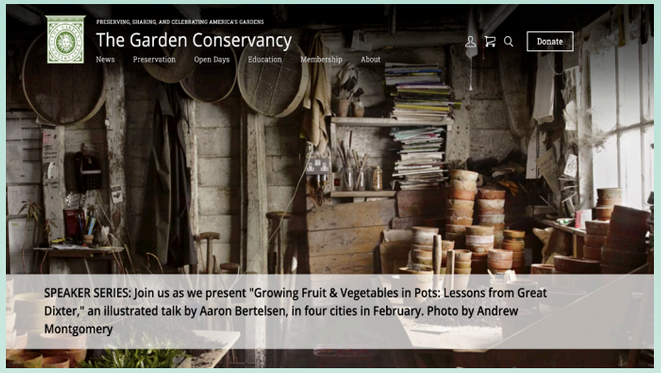
SF Botanical Garden



Urban Sprouts



The Garden Conservancy



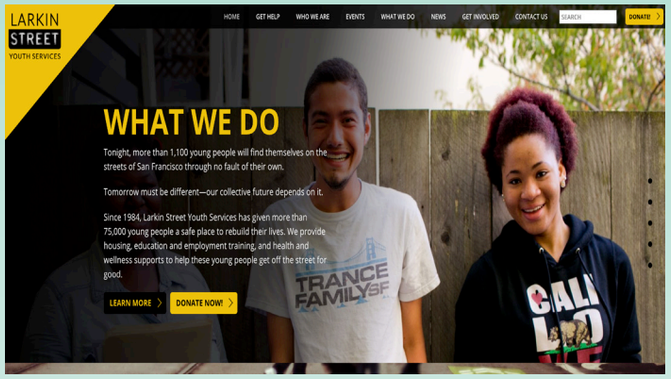
Product Features

General Log In	X	X	✓
Member Log In	X	X	X
Gallery	✓	✓	✓
Donations	✓	✓	✓
News Letters	✓	✓	✓
Events/Meetings	✓	✓	✓
Scholarship	X	X	X
Search Bar	✓	✓	✓
Easy to Navigate	✓	✓	✓
Responsive Design	✓	✓	✓

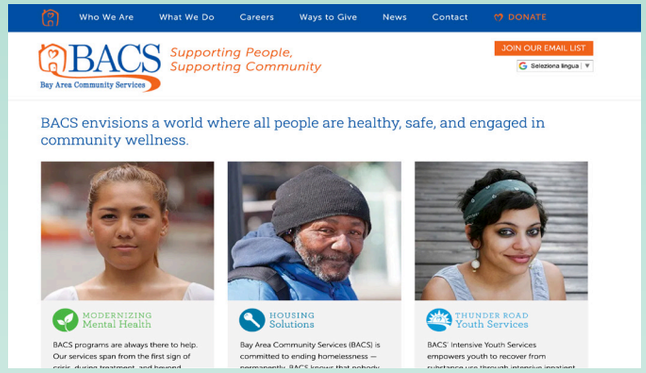
COMPETITIVE ANALYSIS

Indirect

Larkin Street Youth Services



Bay Area Communities Services



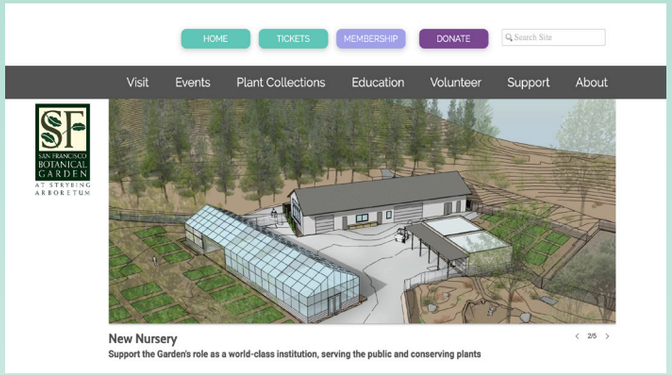
Product Features

General Log In	X	X
Member Log In	X	X
Gallery	✓	X
Donations	✓	✓
News Letters	✓	✓
Events/Meetings	✓	X
Scholarship	X	X
Search Bar	✓	✓
Easy to Navigate	✓	✓
Responsive Design	✓	✓

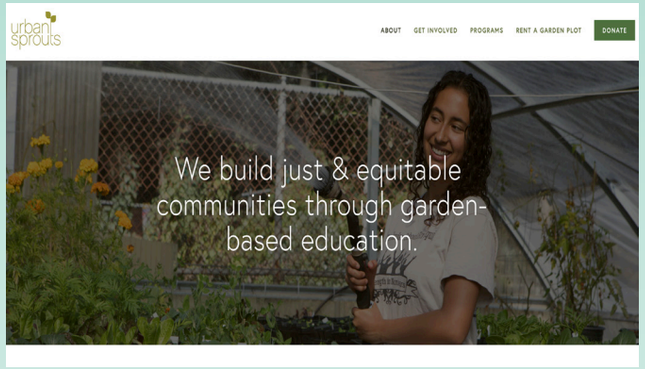
COMPETITIVE ANALYSIS

Direct

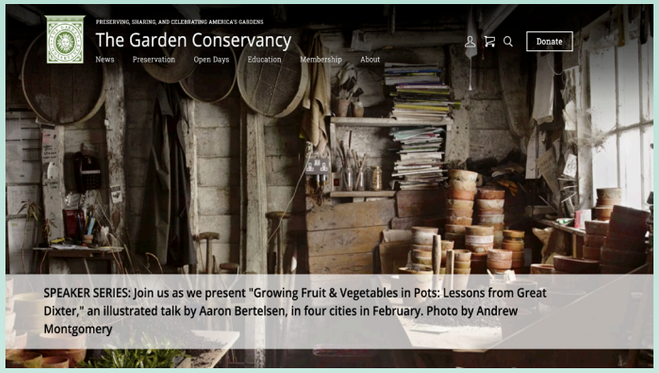
SF Botanical Garden



Urban Sprouts



The Garden Conservancy



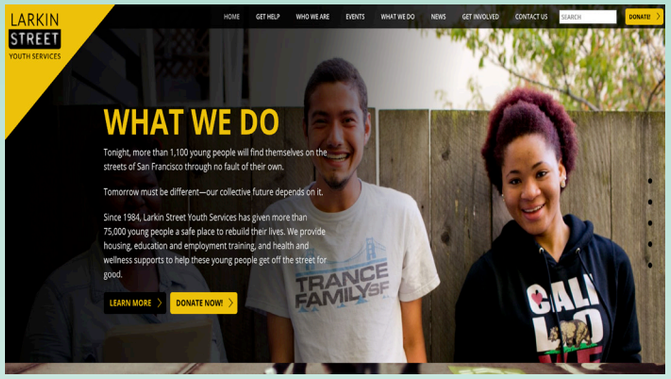
Product Features

Organization	Simple and organized	Minimalistic and clean but well organized	Too many images and moving banners make the website busy
Strengths	All the information are easy to reach especially the membership prices, locations and events	The website is easy to use, clean and well organized. The button for the donation is repeated in different part of the website.	There is a private area for the user where buy the membership and donate to the organization.
Weaknesses	In the website, there is no user reserved area where checking and manage the membership	The events sections are empty because there are no upcoming events. It is missed the past events area.	The layout and the number of images and videos make the website difficult to use with small devices.
Branding	Well-design	Professional and simple	Busy and hard to see
Social Media	Not Presented	Not Presented	Presented
Users Reviews	★★★	★★★	★★★
Price	$$$$	$$	$$$

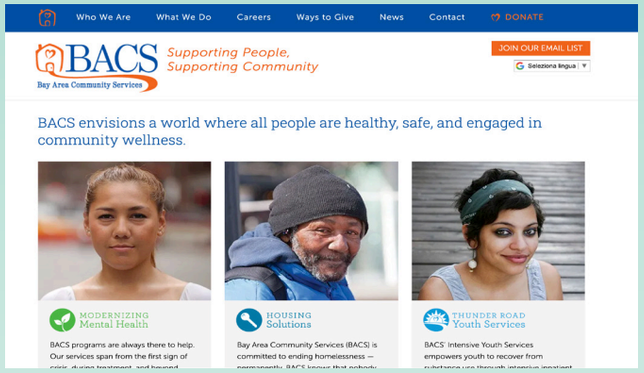
COMPETITIVE ANALYSIS

Indirect

Larkin Street Youth Services



Bay Area Communities Services

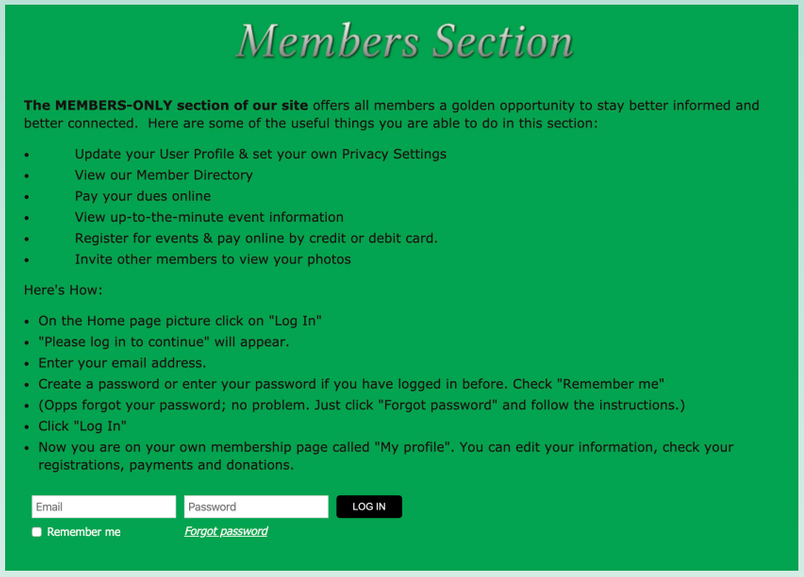


Product Features

Organization	Simple and organized	Well organized
Strengths	The donation page is well designed and with the right information for each amount, the user can select.	All the information is well organized and displayed simply and logically. The navigation is easy and smooth.
Weaknesses	Because of the numbers of images the website results busy and hard to navigate.	In the website is not presented specific sections with upcoming and past the events and meetings.
Branding	Simple and Impactful	Busy and hard to see
Social Media	Presented	Not Presented
Users Reviews	★ ★ ★	★ ★
Price	$$$	$$

San Francisco Garden Club





Navigation Bar

- Home
- About
- Beautification
- Charity
- Membership
- Calendar
- Contact

APPEARANCE

USABILITY

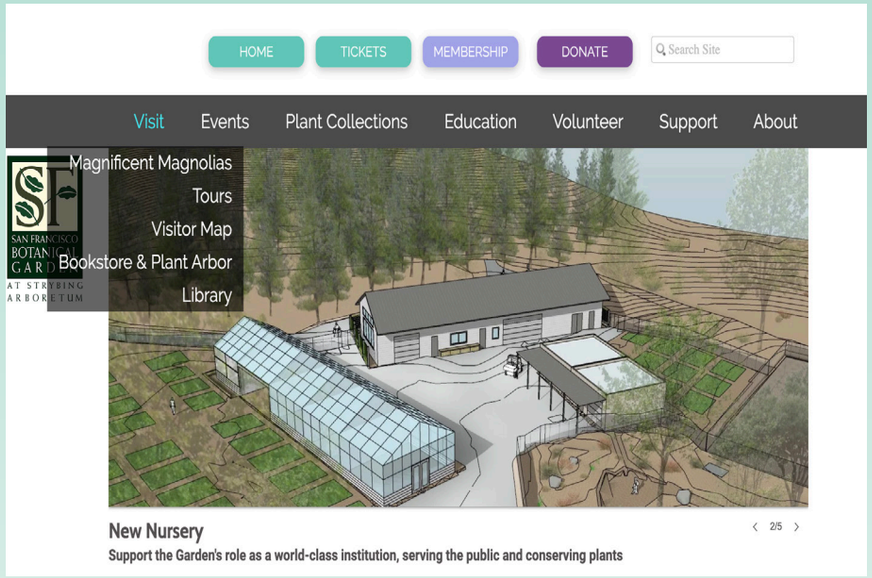
COLOR PALETTE

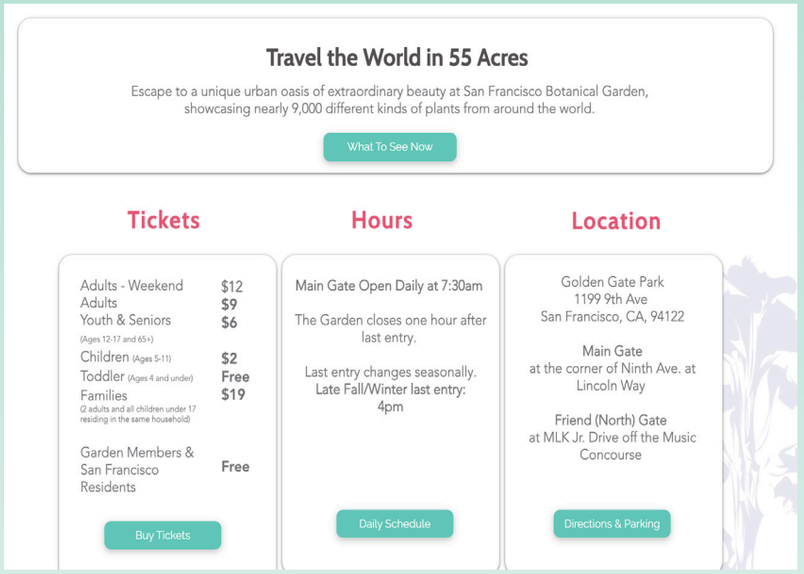
The San Francisco Garden Club, a non-profit organization, was founded in 1926, and it is composed of eleven members, including John McLaren, the “father of Golden Gate Park.” The club’s purpose is to maintain the beauty of the City of San Francisco, to preserve scenic and historical points of interest, and to aid and benefit horticultural activities.

The club has supported and donated nearly $500,000.00 toward the Conservatory of Flowers’ restoration and reconstruction. In 2005, the SF Garden Club contributed $10,000 to restore and plant the 220-foot Trough Planter at the Gardens of Alcatraz. On the website, the user can donate, check the upcoming events through the calendar and read historical and inspirational stories about the club.

Some of the main information and features are difficult to reach, and the color combination between the body text and the background makes the pages hard to read.

SF Botanical Garden





Navigation Bar

- Home
- Tickets
- Membership
- Donate
- Visits
- Events
- Plant Collections
- Educations
- Volunteer
- Support
- About

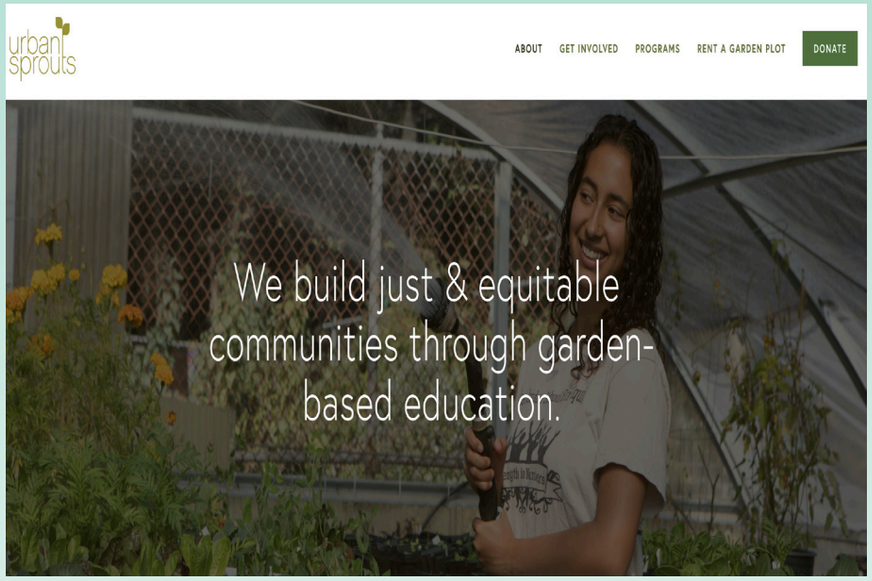
APPEARANCE

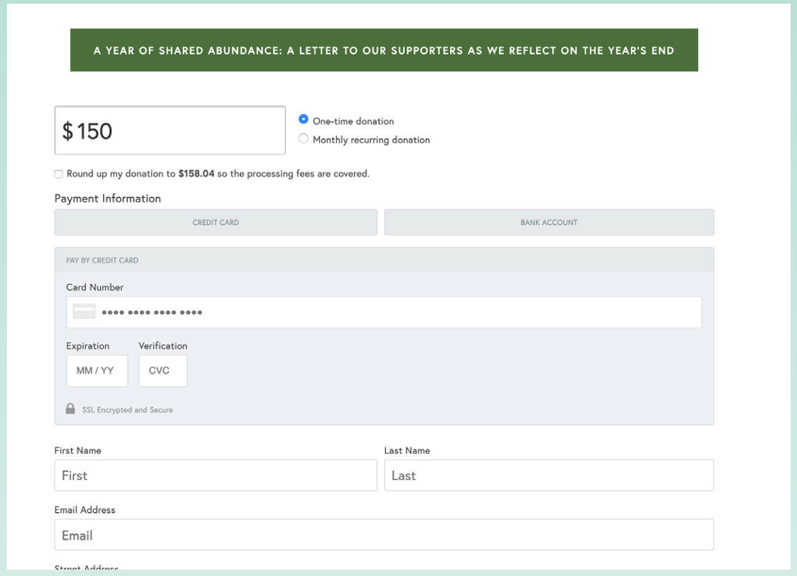
USABILITY

COLOR PALETTE

San Francisco Botanical Garden's mission is to create, sustain and interpret a collection of Mediterranean, mild temperature and tropical cloud forest plants displayed in designed gardens. Providing a natural sanctuary, San Francisco Botanical Garden Society builds communities of support for the Garden and expands people's understanding and appreciation of plants. It is a public/private partnership between a community-based nonprofit organization and the San Francisco Recreation & Parks Department, and a beloved San Francisco institution. The website is clean and easy to navigate. All the main information are displayed in two different menu bar on top of the home page. Colors help the user to find the right button and section easily.

Urban Sprouts





Navigation Bar

- About
- Get Involved
- Programs
- Rent a Garden Plot
- Donate

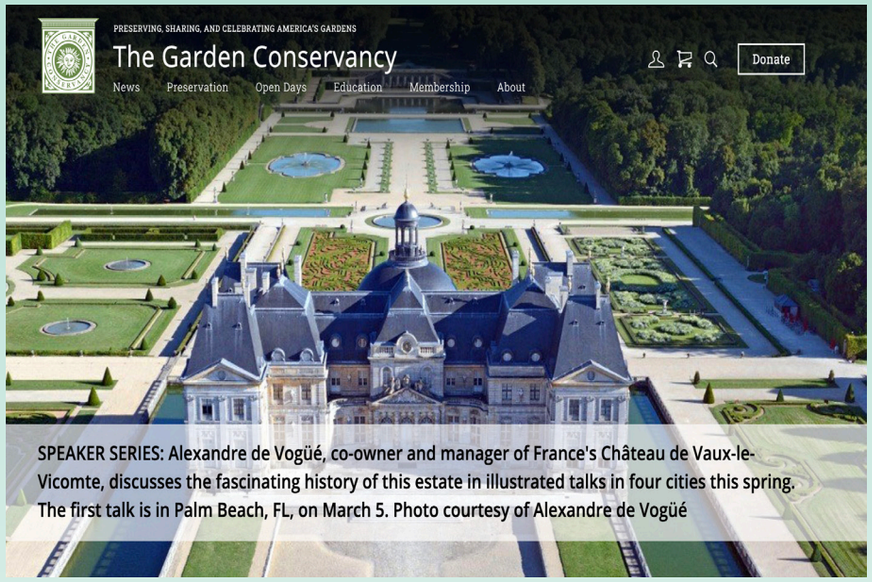
APPEARANCE

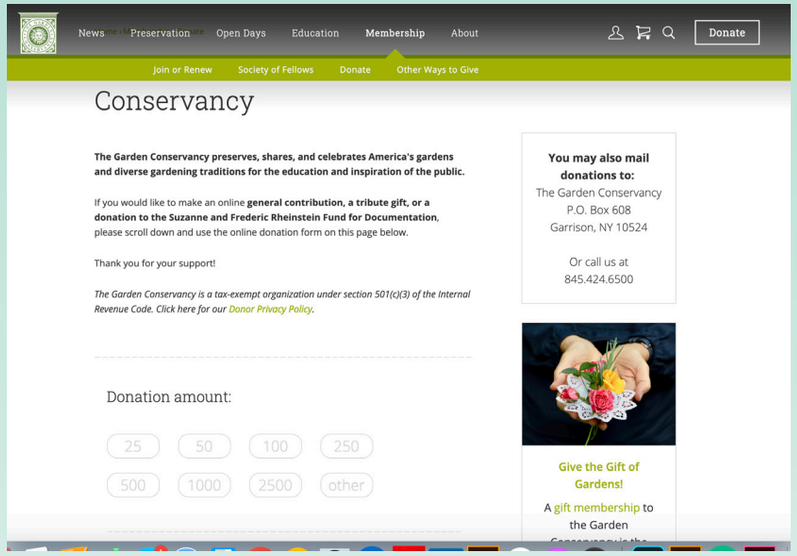
USABILITY

COLOR PALETTE

Urban Sprouts is a no-profit organization that grew out of a doctoral dissertation project carried out during the 2003-04 school year at Luther Burbank Middle School in San Francisco. This model combines the Social Cognitive Theory of behavior change, youth development theory, and eco-literacy models to determine the quantity and quality of garden-based experiences that enable young people to improve their health nutrition and environmental literacy. The website is well organized, easy to navigate and clean. The user can donate to the organization, join the event and become a volunteer. The membership includes the rent of a plot in San Francisco to help the city to keep having a green area.

The Garden Conservancy





Navigation Bar

- News
- Preservation
- Open Days
- Education
- Membership
- About
- Donate

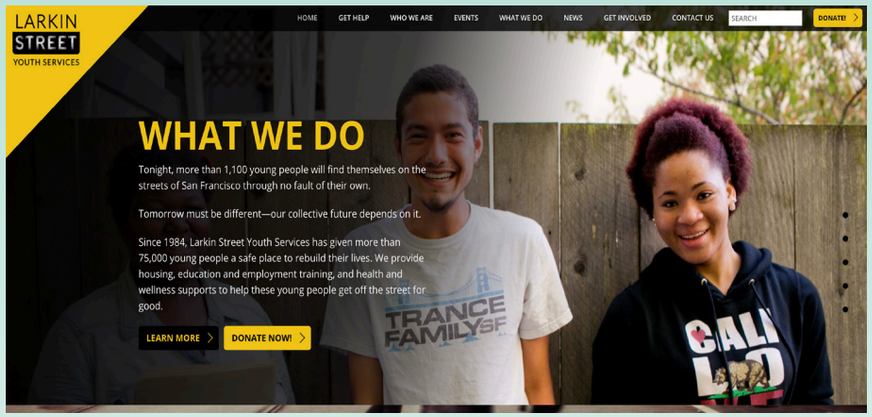
APPEARANCE

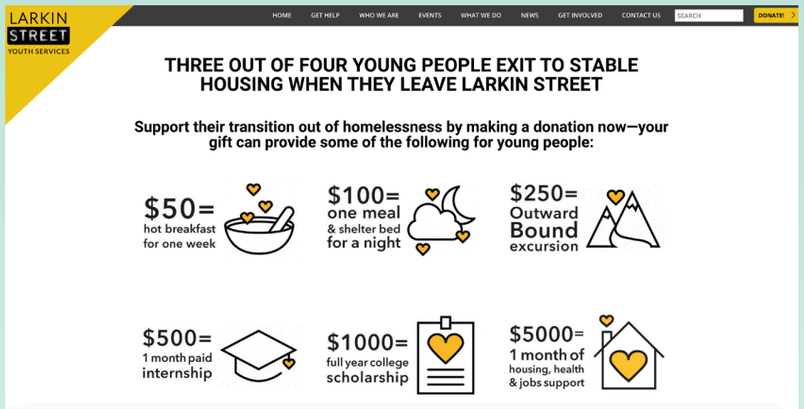
USABILITY

COLOR PALETTE

The Garden Conservancy is a nonprofit organization incorporated in New York State and was founded in 1989 by renowned plantsman Frank Cabot after a visiting Ruth Bancroft's dry garden in Walnut Creek, CA. Since 1989, the Garden Conservancy has helped more than 80 outstanding American gardens survive and prosper. Every year since 1995, our signature garden-visiting program, Open Days, has been opening the gates to hundreds of private gardens across the country, allowing thousands of visitors to explore beautiful spaces not normally open to the public. The mission of the Garden Conservancy is to preserve, share, and celebrate America's gardens and diverse gardening traditions for the education and inspiration of the public. The website results elegant and professional. The user is able to either join the club by being a member or donate a customizable amount.

Larkin Street Youth Services





Navigation Bar

- Home
- Get Help
- Who we are
- Events
- What we do
- News
- Get Involved
- Contact Us
- Donate

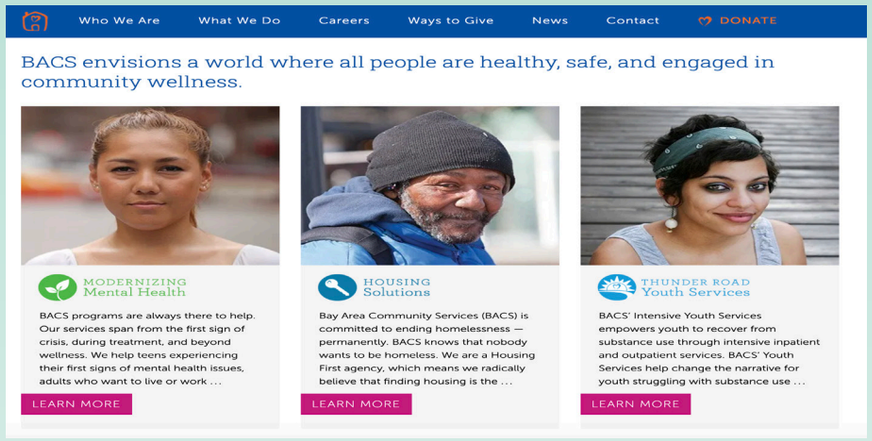
APPEARANCE

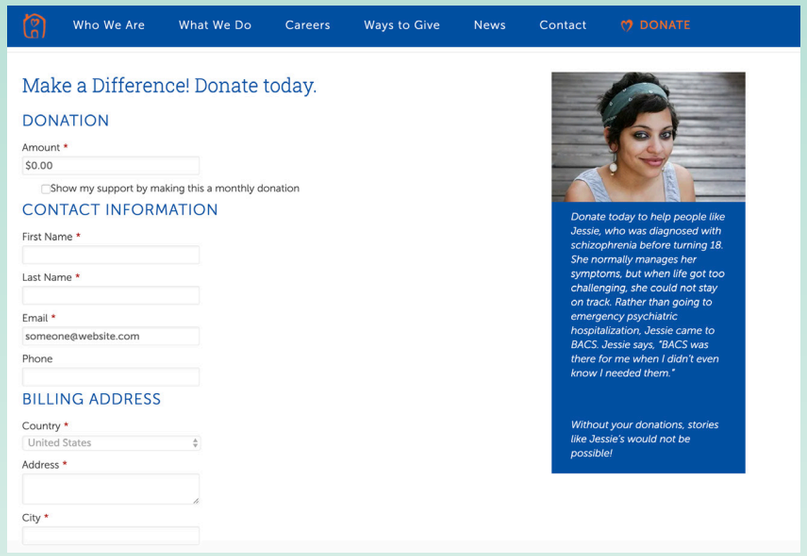
USABILITY

COLOR PALETTE

Larkin Street Youth Services is a nonprofit empowering young people to move beyond homelessness. Founded in 1984, we've helped over 75,000 young adults in San Francisco by providing a continuum of healthcare, housing, employment, and education services. It has supported by private donors, including foundations, corporations, and individuals, as well as government funding. We're also part of the movement to end youth homelessness on a national scale through policy partnerships with national organizations and fellow nonprofits. The website is easy to navigate, professional, and user-friendly. The user can get involved in different activities, including volunteers, and help the organization by donating a fixed amount he/she desires. The donation could be monthly, one time only, and customizable.

Bay Area Communities Services





Navigation Bar

- Who We Are
- What We Do
- Careers
- Ways to Give
- News
- Contact
- Donate

APPEARANCE

USABILITY

COLOR PALETTE

Bay Area Community Services helps individuals and their families learn about their mental health issues, creates and implements personal wellness plans, manages their symptoms, and maximize their quality of life. Every year, It provides compassionate and strengths-based behavioral health services to more than 2,000 people. They also help teens experiencing their first signs of mental health issues, adults who want to live or work independently, and need the tools to do so, and many others.

The website is well designed, clean and professional. The user is able to donate a customizable amount, be a volunteer, and start a full-time career within the organization**.**