

Competitive Analysis

Industry: Companies that offer class-based services

Major Findings:

- The environment of each space sets the tone of the business.
- New consumers pay attention to the business environment.
- At the core of these companies education and learning are at the forefront.
- Beginners mindset. When opportunities are advertised to all levels you can attract more people.
- Learning a new skill or hobby requires a level of commitment, therefore these companies offer consumers the chance to buy month-long packages and so forth.
- Consumers will pick a business they align closely with.
- People will pick a business that will help them achieve their specific goals.
- business values = consumer trust.

Opportunities for Growth:

- Future merchandising
 - Increase revenue
 - Passive marketing
- Setting the business apart from similar ones by stressing the core values and representing it through the digital landscape.
- Building consumer trust by establishing a healthy understanding of services, culture, and values.
- Make the unique things about the business more visible

Company	Overview	Advantages	Disadvantages
Driftwood Ceramics	Driftwood is a community-based studio based on active memberships and daily classes ranging from month-long classes to Pots and Pints nights. The studio offers members 24/7 access, a variety of in-house glazes, and firing	24/7 access for studio members. Intimate studio environment. Offers private events and	A small studio space, there is a lack of space for new members as there is an active waitlist, which is a good and bad thing. A very niche environment only

	<p>services. This studio provides a personable and welcoming environment for all individuals.</p>	<p>classes for special occasions.</p>	<p>offering classes directly related to wheel throwing and hand building</p> <p>A limited selection of tools and services. For example, there are only 2 kilns running the whole process, which in turn can cause long wait times for finished pieces.</p>
<p>Belger Crane Yard</p>	<p>Belger Arts offers a large variety of classes from ceramics to glass blowing. A large space housing an art gallery, ceramic supply store, and a vast selection of tools and plenty of space for creators. In addition, the studio offers a large variety of firing options such as kiln rental, different firing methods, and even raw materials to make your own glazes.</p>	<p>A large variety of services and tools such as multiple kilns and sizes, spray booths, and even a vast selection of education.</p> <p>A collective art gallery featuring local, national, and international artists to inspire the community.</p> <p>A large studio space for artists to rent or members to have room to work.</p>	<p>A daunting space for new artists as this space is run by the local art institute and due to the size of the space creates a cold environment for newcomers.</p> <p>The prices of classes compared to Driftwood are a lot higher which in turn can cause people to look for more affordable courses somewhere else.</p> <p>The studio is not open 24/7 for members.</p>
<p>Empire Dance Company</p>	<p>Empire is Kansas City's offers top mentorship/training programs and drop-in classes in hip hop, contemporary, jazz, jazz funk, musical theatre, ballet, heels, and more. In addition to offering weekly dance classes and hosting workshops with guest artists from LA, NY, and around</p>	<p>Classes being taught by renowned instructors.</p> <p>Offers a variety of different classes with great deals on class packages.</p> <p>Selling company merchandise</p>	<p>Newcomers might feel out of place with the high-level chirographers and might feel intimated which in turn users might seek out more beginner-looking companies.</p> <p>The website proposes that</p>

	<p>the world.</p>	<p>not only increases revenue but also provides a way to market the business through consumer support.</p>	<p>classes are open to all levels, however upon looking at the class list there was only one class that explicitly stated is for beginners.</p> <p>People who want to book a class must create an account with a third-party service called MindBody. This extra flow could create confusion or a lack of checkout commitment.</p>
<p>Centered Clay Collective</p>	<p>Centered Clay Collective is a ceramic studio based in Illinois offering a variety of studio services. In addition, the studio also focuses on mental health by encouraging individuals to sign up for classes including meditation after a ceramic smashing event, wheel courses, hand building, and more.</p>	<p>Offers open studio drop-in for ceramic artists who are familiar with the craft to come and try out the space.</p> <p>The owner of the studio has a Psychology background and, therefore offers services for Private Art Therapy</p> <p>With mindfulness at the forefront, the studio offers a unique class called “Get the Rage Out” where people come and smash their frustrations.</p>	<p>There is no indication that this studio offers memberships for those interested in creating work in this space.</p> <p>In terms of UX for the site, the contrast between the font, background, and CTA are barely passing with a ratio of 3.06:1</p> <p>In terms of pricing and services, the prices are a bit high for the allocated service. For example, \$30.00 for 2 hours of studio time when someone is working on a project isn’t necessarily enough time and if a person needs to come back they would have to buy another 2 hours of studio time which could add up.</p>