

Prime V Booth: Competitor Analysis

Direct Competitors



Company:
FLUX Photobooth

URL:
<https://www.fluxphotoboothcompany.com>

Short Description:
NYC photo booth rental company

Strengths:

- Imagery that demonstrates the quality of their photobooth and paints a vivid picture of the fun experience people have with the photobooth
- Categorize information and packages based on client needs: Ex: "Weddings & Parties", "Corporate & Brands"
- Transparent 3-tier pricing that lists all details and included features for each package

Weaknesses:

- The link to the FAQ section is hidden in the footer section of each page - which may cause users to leave the site with their questions unanswered
- The "Testimonials" CTA takes users away from the site and redirects to a google search of "Flux Photobooth Google Review". Seems confusing



Company:
Mashbooths

URL:
<https://www.mashbooths.com/>

Short Description:
Photo booth rental company

Strengths:

- Imagery does a great job of selling users on the final product (the fun, engaging experience their guests will have with the photo booth rental)
- They offer different types of photo booths - giving users the option to select the type that best meets their budget, event type, and venue space
- Strong testimonials on the homepage that add to the social proof and trust factor

Weaknesses:

- No FAQ section or area that addresses the questions users may have about the photobooth experience
- Lacks imagery of the actual photo booths at events, making it unclear which photo booth is best based on venue size



Company:
ShowcaseMe360

URL:
<https://showcaseme360.com/>

Short Description:
360 photo & video booth rental company

Strengths:

- The website displays a step by step breakdown of how the photo booth experience works - increasing users confidence about adding it to their event
- Interactive photo/motion gallery with examples from a variety of event types
- Experience working with well-known brands such as Adidas, Facebook, and JetBlue

Weaknesses:

- While offering a variety of photo booth services, the website doesn't speak to any specific audience or event type (such as weddings)
- No packages/pricing options displayed on the website

Summary of Findings

By doing this competitor analysis of both direct and indirect competitors, it is clear that a service such as the 360 Photo Booth is best sold through compelling visuals that demonstrates the product in action and sells the experience.

Because this is a fairly new service, it's important to have a dedicated section that addresses the most pressing questions users will have about the photo booth, how it works, setup requirements, and the overall experience guests will have using it.

Some sites offered transparent pricing and packaging options, while others directed users to a contact/inquiry form to get a custom quote. Because of the nature of this service and the setup requirements, no website that I researched allowed users to pay and checkout directly on the website.

Indirect Competitors



Company:
Chancey Charm Weddings

URL:
<https://chanceycharmweddings.com/>

Short Description:
Wedding Planning & Design Company

Strengths:

- Compelling messaging that speaks directly to couples and brides looking for a wedding planner
- Offers wedding planning services across the U.S. with a separate landing page for each location
- Has a team of planners and designers to guide couples through every step of their wedding planning process

Weaknesses:

- Not enough visuals of brides and bridal parties on their wedding day



Company:
Keshalambert Photography

URL:
<https://www.keshalambert.com/>

Short Description:
Wedding Photographer

Strengths:

- Great storytelling through imagery and supported copy to help place you directly at the moment the picture was taken
- Has recommended vendors, venues, and locations to aide clients in their wedding planning process
- Supports and believes in inclusion by offering LGBTQ and multi-cultural wedding categories

Weaknesses:

- The display of information in the categories (Locations, Venues, Vendors, etc) can get overwhelming - making it easy to skip over