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Summary

What you did

In general, what worked and what didn't (summary of findings below)

Competitors Evaluated

List 5 competitors, their URLs. descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.

1. <https://www.cambriawines.com/>

Has a very organized and cohesive website. Consistent illustration and style, and it also contains not only the wines and tasting, but the history of the brand as a story.

2. <https://www.stollerfamilyestate.com/>

Clean and simple layout with updated events tasting schedule and rooms to stay.

3. <https://www.louismartini.com/>

Carries in the palette of the wine and has an old family style and vibe to the audience. heritage brand.

4. <https://domainedelacote.com/>

A good brand but the elements of the website do not match up to the aesthetic it is trying to convey.

5. <https://lightfootandwolfville.com/>

Very nicely laid out website with consistent updated data and helpful information that is easily accessible.

Navigation and Labeling

Common labels (terms) used to navigate the sites

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)

All sites consist of clicking links to go to different pages. No drop down menu, possibly mobile.

Content and Features

What features and types of functionality do competitors offer their users.

What types of content is available on the sites.

What content is missing on the sites that would be helpful.

These sites offer info about the land the wine is grown on, the coordinates to the vineyard, A gallery of the variety of wine, stories about the heritage, and clubs. It covers most ground for a winery website.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)

Is there consistency in voice and tone across the sites?

The voice and tone is more upscale and passive at the same time. Yes, there is consistency.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)

How does the design contribute to the usability of the site on various devices?

Which design pieces (patterns) could be utilized on our website?

Lots of greens and reds with purples and darker warmer colors to reflect the product.

For most of the websites, if they are designed properly they will keep a consistent feel across all platforms. Most have a casual drop down menu with nothing spectacular.

Just a casual linear process that you will find. Which is not a bad thing. Use of vines and colors can be used on our design. Possibly followign a more illustrated look? Or exploring a more vector and straight-to-the-point minimalism lay out.