

KATHLEEN MORRIS: COMPETITIVE ANALYSIS

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SUMMARY

I researched five competitors sites that were comparable to Off the Vine to determine where the market stood when it comes to wine sellers; how they present their product and draw in customers through a web-based medium.

Similar labels were used throughout the sites to help the consumer easily navigate their way to different sections. This includes labels in menus, footers, hamburger condensing, and call to action buttons.

I also discovered what the most common content areas were and how these sites used visuals to demonstrate a type of voice through the use of type, color, and imagery.

Below are the findings of my research and a conclusion with recommendations of where Off the Vine can take this redesign.

COMPETITORS EVALUATED

Debonne Vineyards

<https://debonne.com/>

The largest estate winery in Ohio. They offer many different types of wines and also have a gift shop and grille for food services. You can order wine online with personalized labels and also can schedule events at the winery, like a party. Their websites main pages are Winery, Events, and Our Wines. Debonne's website reflects a comfortable location, and a wide selection of quality, local wines.

Harpersfield Vineyards

<https://harpersfield.com/>

Harpersfield Vineyards boasts that they are a destination, as well as a place to purchase wine. They have a smaller selection of wine that is based on traditional tastes, rather than trendy. There is a strong emphasis on quality through the use of language throughout the site. Their menu consists of one drop down menu, keeping it simple and easy to navigate.

Hundley Cellars

www.hundleycellars.com

Hundley's website shows off a rustic approach to their business through the use of texture and color.

They've used an elegant, thin sans serif font for their content and a bold serif for their logo. The navigation bar is split into sections; Home, Our Story, Wines, Snacks, Events, and Contact. The home page uses hours and location to direct the consumer right to their business. Simplistic and sleek, this website boasts quality through their visuals, not through their words.

COMMON NAVIGATION AND LABELING

LABELS

Winery
Events
History
Menus
Our Wines
Hours
Location
Contact Us

NAVIGATION DESIGN

Drop-down Menus
Taglines
“Visit Us” buttons
Sticky Navigation Bar
Links to Social Media in Footer
Search
Newsletter
Image Carousel
Logo

CONTENT AND FEATURES

FEATURES OF SITES

Logo as Home Button
Three column grid
Background or Story of winery
Selection of Wines
Viewing of Events or Schedule
Wine Label Personalization
Ordering Wine Online

THINGS THAT COULD BE ADDED

Views inside the winery
Reviews of the winery
Images of the labels on wine
Images of the vines
Process of Winemaking
Wine Tasting “call to action”

VOICE AND TONE

Voices are calm and straight-forward. They are comforting and inviting through the use of words like, rustic, snuggling up to, unwind, and intimate.

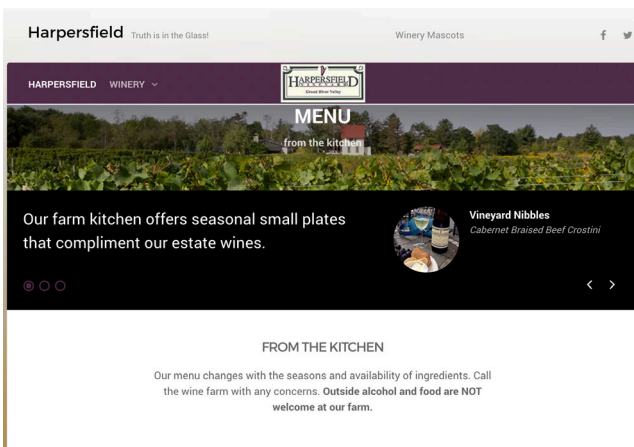
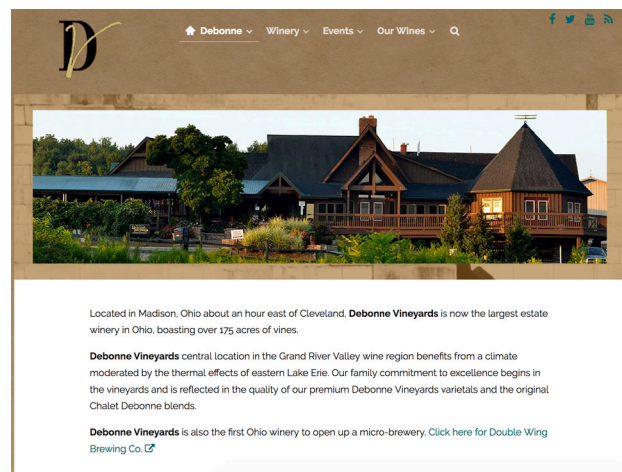
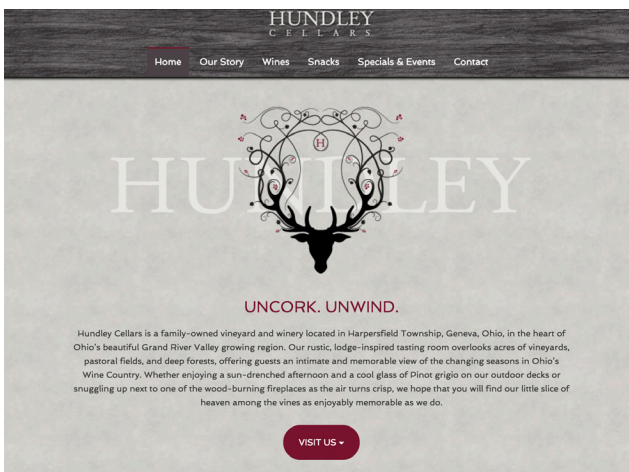
The tone also suggests richness and quality by using many descriptive words like, magnificent, best-known for and award-winning.

DESIGN AESTHETICS AND LAYOUT

All sites display a warmer, neutral color palette. This includes browns, purple-reds, and ochres. Besides a serif logo, most type choices are rounded sans serifs that are inviting and clean. They exude a simplistic modernity that lends to the idea of a sleek and refined product.

The layouts are in a simple one or three columned grid. Usually the home page starts with an image of the winery and a little information about the winery.

I think the idea of a carousel displaying images of the winery is a good way to show off the location and the product right away to the consumer.



RECOMMENDATIONS

Comfortable
Quality
Premium Offerings
Inviting Atmosphere
Relaxing
Diverse Selection

To encourage visitors to come to your location, I would use imagery of your winery, as well as a prompt to schedule a wine-tasting event. On the home page, I think including hours and location information would be very useful as well, so they don't have to search for any of that information.

Having a direct link to the wines and ordering online.

A page about the process of wine-making and reviews of past wine-tastings to affirm the idea of a good-time. Possibly a survey to fill out if you had a good experience at the winery.