

# Aroma Coffee: Competitive Analysis

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## Summary

We started the process of evaluating our market by first investigating the strengths and weaknesses of other local competitors. We examined audience, tone, voice, product, strategy and visual language. By doing this examination, we were able to better understand the brand we were working with and expectations audience members may have had.

To better understand our context as web designers, we compiled a list of the UX elements we found such as navigation, content and features. By investigating these elements, we could judge their usability against one another and make a better informed decision for our own web experience.

Finally, we investigated brand tone and voice. We looked at how the brand talked to its users and communicated information. By investigating this component of the web experiences, we were able to understand how consumers felt while engaging with the various brands and began to see areas of opportunities where our brand could take advantage of a certain tone while speaking to consumers.

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## 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. Backroom Coffee Roasters
2. Starbucks

3. Mission Coffee Co.

4. Fox In the Snow Cafe

5. One Line Coffee - Short North

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## Navigation and Labeling

***Common labels (terms) used to navigate the sites***

- Contact
- Our Story/About
- Our Menu
- Shop
- Wholesale
- Events
- Locations

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

- Hamburger - Drop down
  - Hamburger- Shadow box
  - Vertical side nav
  - Vertical column - Slide over
  - Horizontal top bar
  - Words to icons
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## Content and Features

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

All of the sites have their story, menu, and basic contact information. Many of the competitors sell products online and in their coffee shops. They offer the users information about their products and a place to buy them and checkout. A couple also give the users a chance to buy wholesale. Several of the competitors also rent out their shops and host events. One competitor even offers classes for users to learn more about coffee and the roasting process. You can sign up on their website. Lastly, a couple of the competitors are dedicated to giving back and allow the users to take part in that through different events and organizations.

*What types of content is available on the sites.*

Photos of products and the coffee shops, video demos, videos of the coffee shop, menus, shopping/checkout, event sign up, rewards clubs, faq's, their mission, quotes from customers, blogs, ordering online to-go

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

A couple sites did not have the hours of operation in plain sight or at all. Some of the organization is all over the place. A couple sites that mentioned they had store locations did not have the menu available. Customer service and support was missing for a few of the competitors - something that would be especially helpful for those places that sold products online.

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## Voice and Tone

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

The common voice is serious across these sites. They focus on sustainability and quality of their products. They are very willing to tell their story and the story of the different coffee they offer. They are proud of their products.

***Is there consistency in voice and tone across the sites?***

I think the tone is pretty consistent. A couple of the competitors focus more on where the coffee came from and the story of its home.

The others focus more on their own coffee shop, it's comfort and aesthetic.

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## Design Aesthetics and Layout

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

Many of the other brands use browns, greens and the earth tone palette to communicate a natural and organic tone. Typography feels contemporary, clean and considered. While both serif and san-serif fonts are used by various companies, they are used to achieve a feeling of comfort and relatability. Layouts are simple, clean and straightforward. Several of the sites use a scrolling gallery which allows products to be featured.

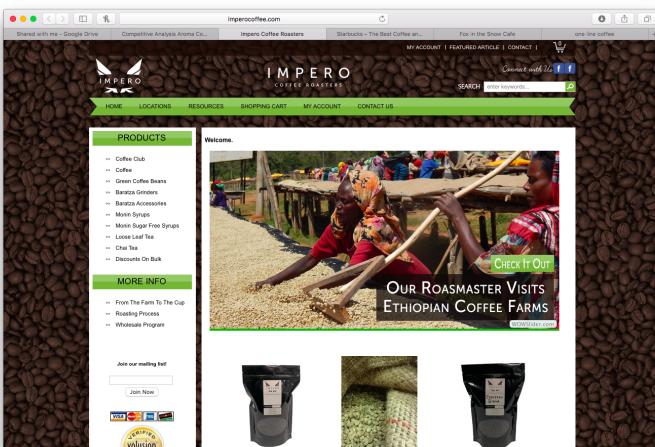
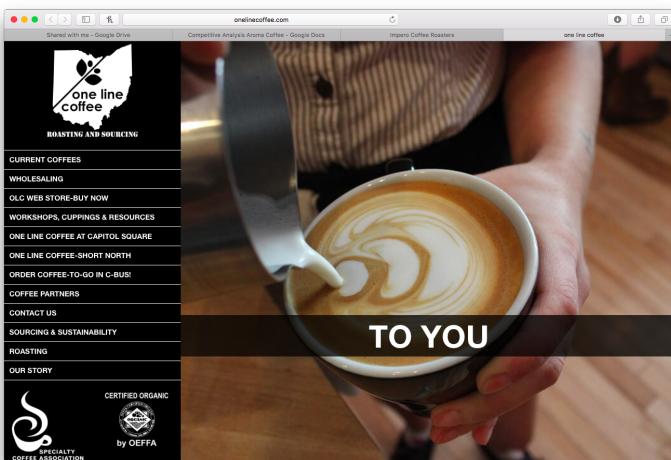
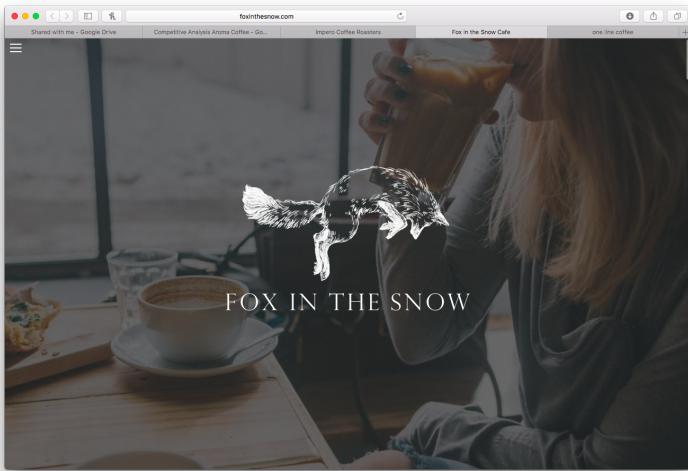
**How does the design contribute to the usability of the site on various devices?**

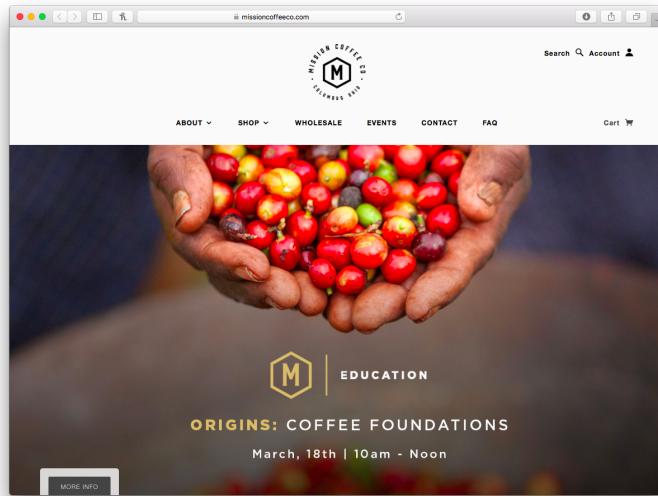
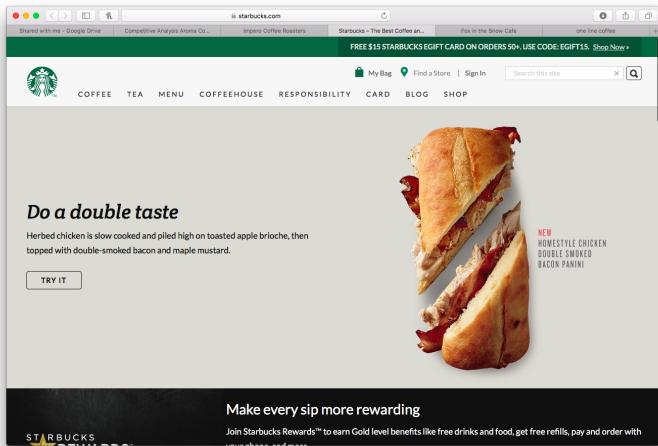
Features like the full-width gallery work well across multiple devices -- allowing the user to click through the pictures on a desktop computer while swiping on a mobile device. Menus appearing as horizontal lists shrink into the "hamburger" style icon on a mobile device. Overall, while the attention to being responsive is appreciated, a certain lack of character and strength is lost on the full size/desktop versions.

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

Full-width color blocks to separate information translate successfully both to and from desktop to mobile. Carefully considered negative space, rigid type hierarchy and large photography are elements that we could borrow for our own experience.

Show side-by-side screenshots of each website evaluated.





## Recommendations and Strategy

*Based on the findings above, what top recommendations do you have for your client's website, based on the top goals that they've shared already.*

Top Recommendations:

1. Use a clean layout with a lot of negative space
2. Focus on big, bold typographic moments
3. Let beautiful, full-width photography and colored backgrounds dictate the narrative

4. Focus on authenticity and story: it feels relatable and friendly
5. Consider your audience: younger? Older? What could work for everyone using your brand?

*Do not include design solutions at this point, just recommendations*