honeymoon: competitive analysis

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summary

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

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competitors evaluated

Code Orange http://codeorangetoth.com/
A dark site with a single gif on loop. Holds all social media in one place. Very standard and simple. Chosen for it's cool looks and simplicity.

Nine Inch Nails nin.com
A white site that is simple as well. Opening page is a news page. Favorite thing about this site is it's use of text instead of icons. Chosen for it's simplicity and ease of use.

The Ohio Weather Band https://ohioweatherband.com/
An underdeveloped site. Everything is there but it's redundant and clunky. Chosen because the band is up and coming and considered competition.

The Neighborhood http://thenbhd.com/
Opening page is a translation of their instagram page. Otherwise clunky for such a "hip" and new band. Chosen for it's ways of updating itself.

Each + Every Design
http://eachevery.com/#ee-fullscreen-cover-slider/traveling-stanzas-fullscreen-cover-slider
Not a band page, but desirable for it's layout. Use of columns for information is great and really nicely tackled web-responsibility.

navigation and labeling

Common labels (terms) used to navigate the sites
Tour Merch Music Video Social About Contact

Common navigation designs
Most have a nav bar at the top. Nin has one on the left side which feels more effective. Code Orange has links in each corner (not within immediate view).

content and features

All deliver: tour dates, merch store, social media links, music links, about and contact forms.

The Ohio Weather Band offers a press package which is a nice detail to have. It has just a logo pdf and png. We'd like to offer more.

voice and tone

All sites deliver content in a direct and steril voice. No frills. No extra. Seems to be a good treatment for such serious bands. No distraction from the artistry. If anything they have an official tone that's commanding and superior.

design aesthetics and layout

All sites stick to a black and white palette. Only color comes from images. Code Orange is black with red type, the only anomaly. Each and Every accents with yellow.

The design of the successful sites is contributed to well divided columns. Each and Every uses them best, especially on all devices. The content seamlessly shifts.

Columns and steril layouts will look the most professional and serious. They'll also provide ease for the user when on mobile.
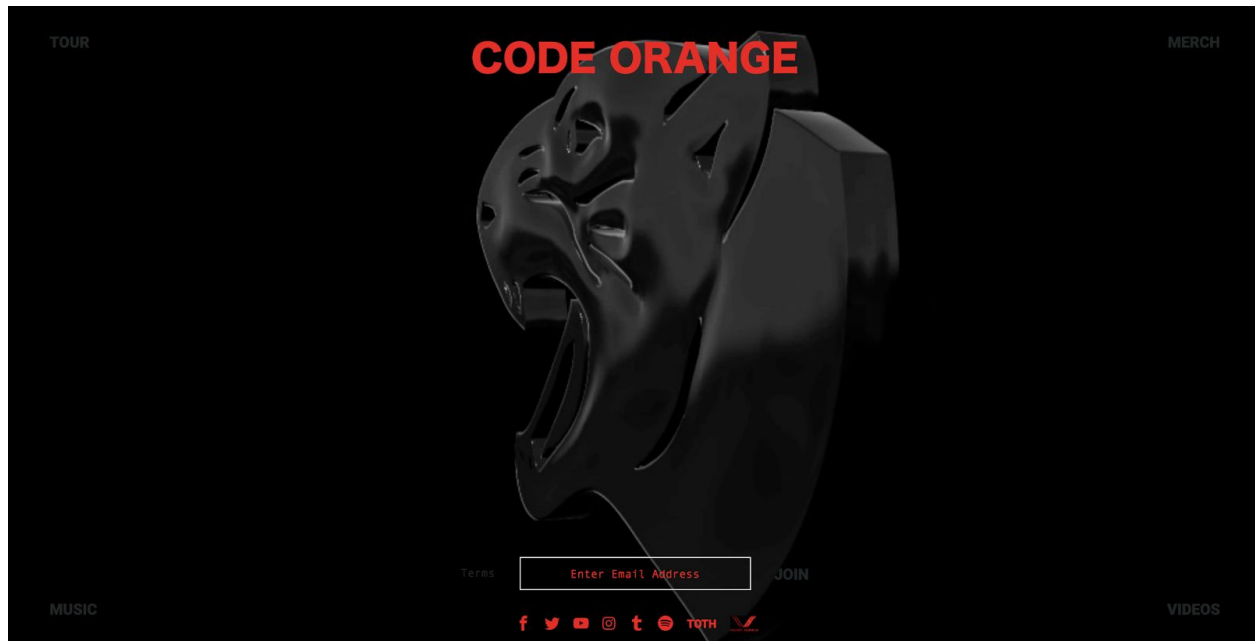
THE OHIO
WEATHER BAND
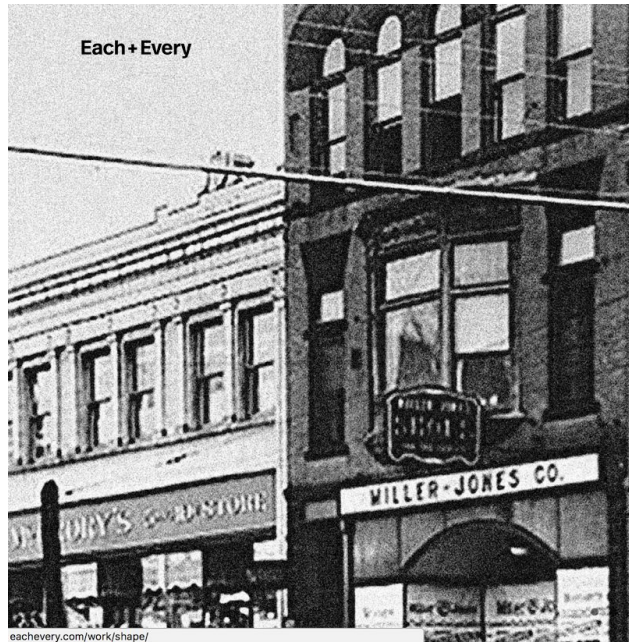
CROOKED LIGHT

CROOKED LIGHT
AVAILABLE NOW

The Ohio Weather Band is a rock & roll outfit consisting of three members born and raised in Northeast Ohio. The band members include: Corey King, Derek Strata and Ray Lumpp.

Follow ...

HARD

The Neighbourhood

ENTER STORE

VIDEO   MUSIC   SIGN UP   TOUR   #THENEUETIMES

Each+Every

Creating a visual language to tell the story of a foundation's namesake and benefactor.

The Woodward Foundation

eachevery.com/work/shape/

recommendations and strategy

Include the following navigation: home (logo), music, shows, social, store, about, contact (music and video to be added)

Work with columns.

Keep it as standard as possible to be able to change as the visuals of the band grow and develop per age.