

Aroma: Competitive Analysis

Betsy Garwood + Jordan Stewart

Date: 22 October 2017

Summary

We looked at five area coffee shops that are potential competitors for Aroma Coffee + Tea. We determined what strategies are being used successfully by the competition and will help determine what is necessary for Aroma's success.

Competitors Evaluated

1. Drink | Coffee + Tea
<https://drnkcoffee.com/>
 2. Intelligentsia Coffeebar
<https://www.intelligentsiacoffee.com/silver-lake-coffeebar>
 3. Alfred Coffee + Kitchen
<https://alfredcoffee.com/>
 4. Holy Grounds Coffee & Tea
<http://www.holygroundscoffeeandtea.com/>
 5. The Coffee Bean & Tea Leaf
<https://www.coffeebean.com/store/usa/los-angeles/hillhurst-los-feliz-los-angeles>
-

Navigation and Labeling

Common navigational tags:

About Us, Menu, Coffee, Tea, Location

Common navigational design:

Large screen: options at the top

Small screen: drop-down/"hamburger" menu on top right or left

Content and Features

Features and functionality:

Look at food and drink menu, purchase coffee grounds/merch, featured events

Common types of content:

Menu, shop, hours, location (map), events

Content that could be helpful:

Ingredients/nutrition facts

Voice and Tone

Common voice:

Laid back, relaxed, organic

DRNK

DRNK is personable, different and organic. This carries throughout each page.

Intelligentsia Coffeebar

Common voice carried throughout the website is sophisticated optimistic.

Alfred Coffee + Kitchen

Alfred is personable, helpful and witty. This theme carries throughout website and even to the merchandise.

Holy Grounds Coffee & Tea

Holy grounds is sophisticated, but a little more serious. Each page focuses on the story of themselves and their products.

The Coffee Bean & Tea Leaf

The Coffee Bean & Tea Leaf are informative and have a sense of urgen. Their common voice is overall helpful and attentive.

Design Aesthetics and Layout

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

Common design elements:

- modern sans serif, serif, and hand made fonts
- Organic and muted colors
- High quality photography
- Homepage often features different sections (landing, about, location, etc.)
- Typography and graphic elements often overlaid on photos

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

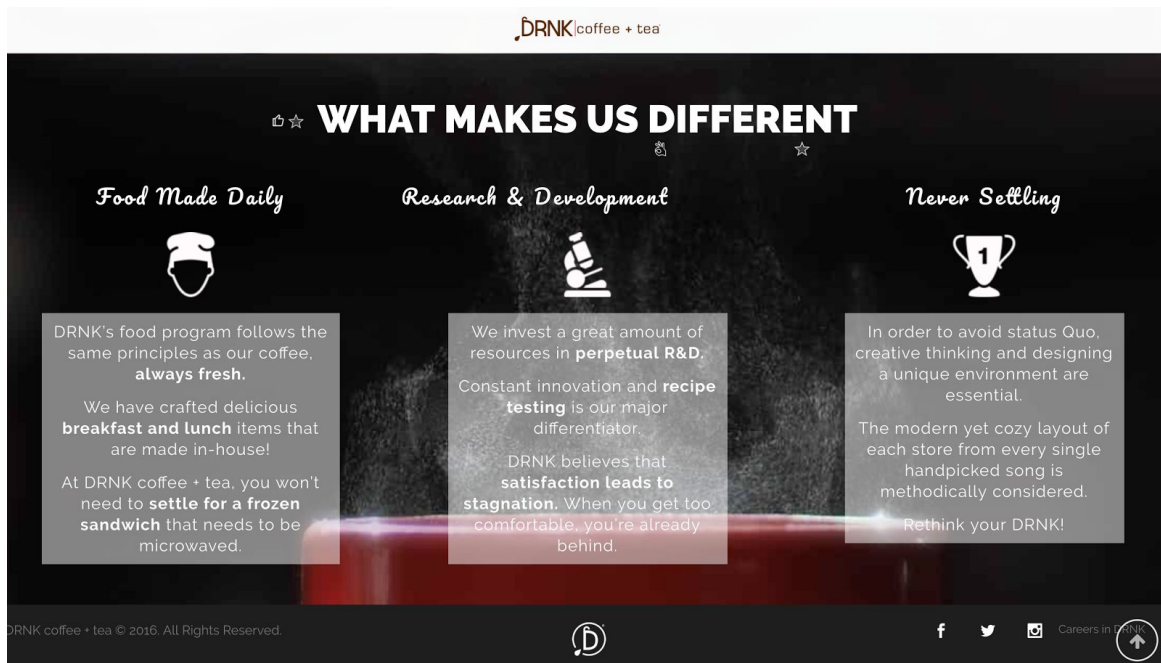
- Each site is responsive and able to be formatted for different screen sizes easily. Many sites are fairly symmetrical.

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

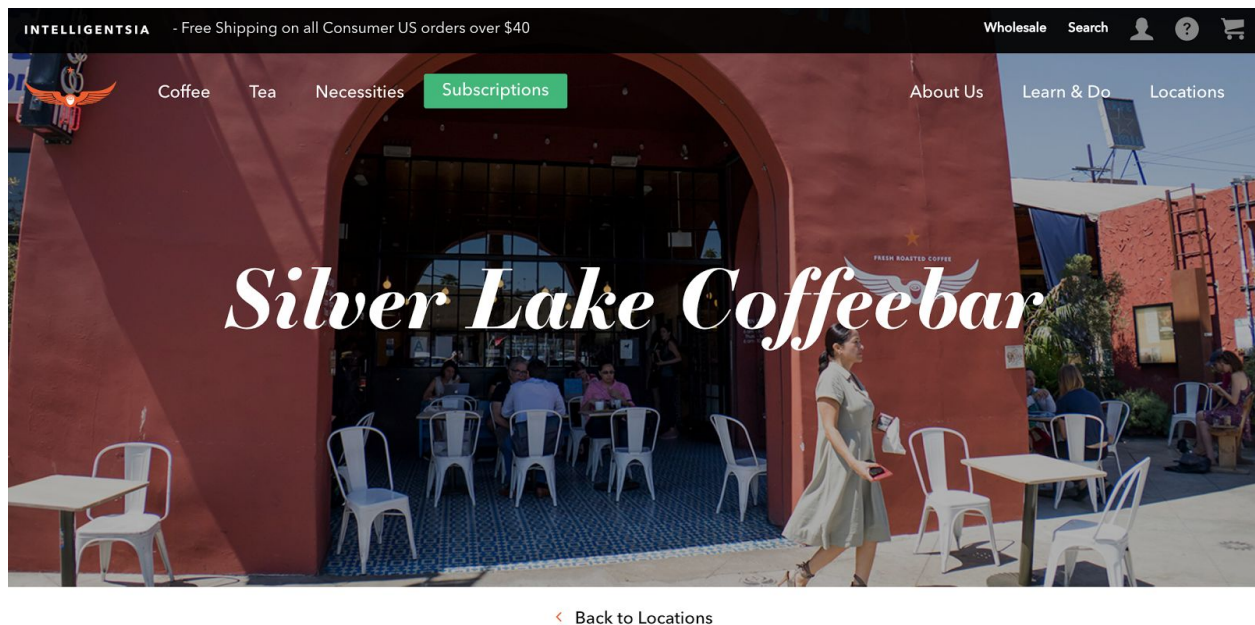
- Modern/elegant typefaces, high quality photography, muted/ organic color palette

Screenshots

DRNK

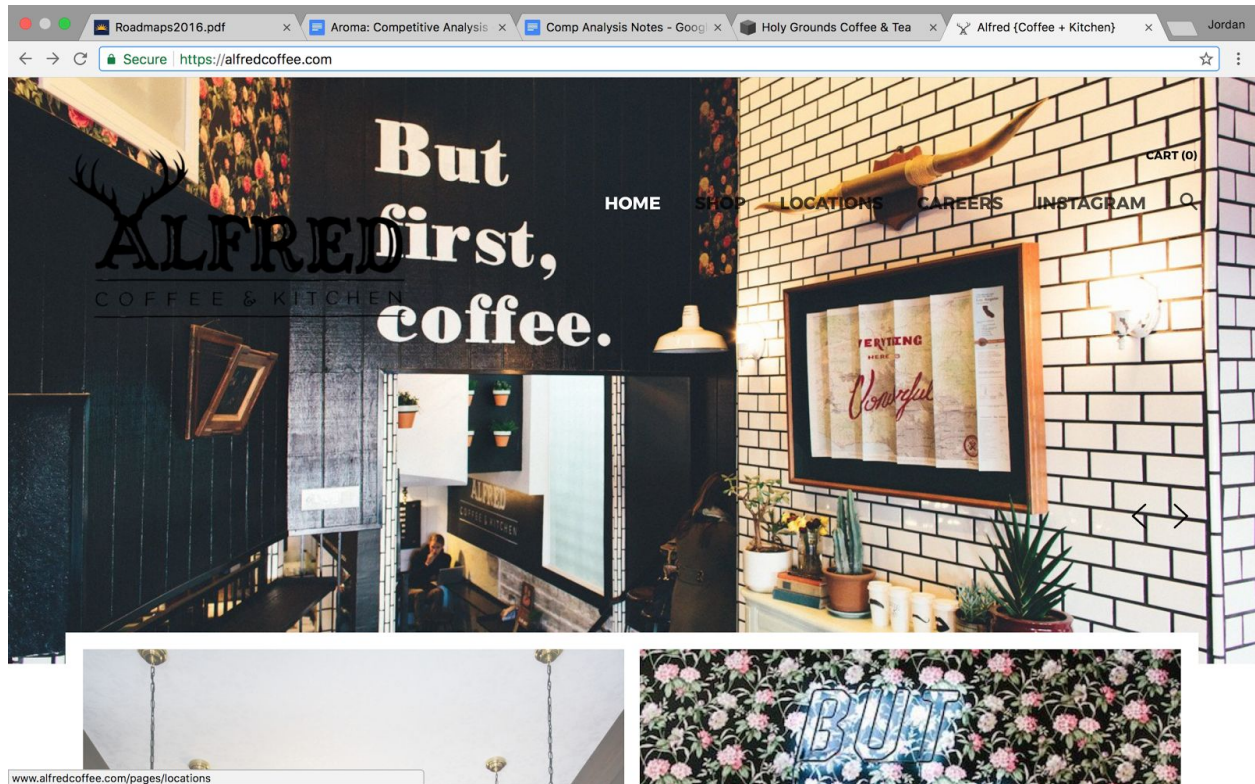


Intelligentsia Coffeebar

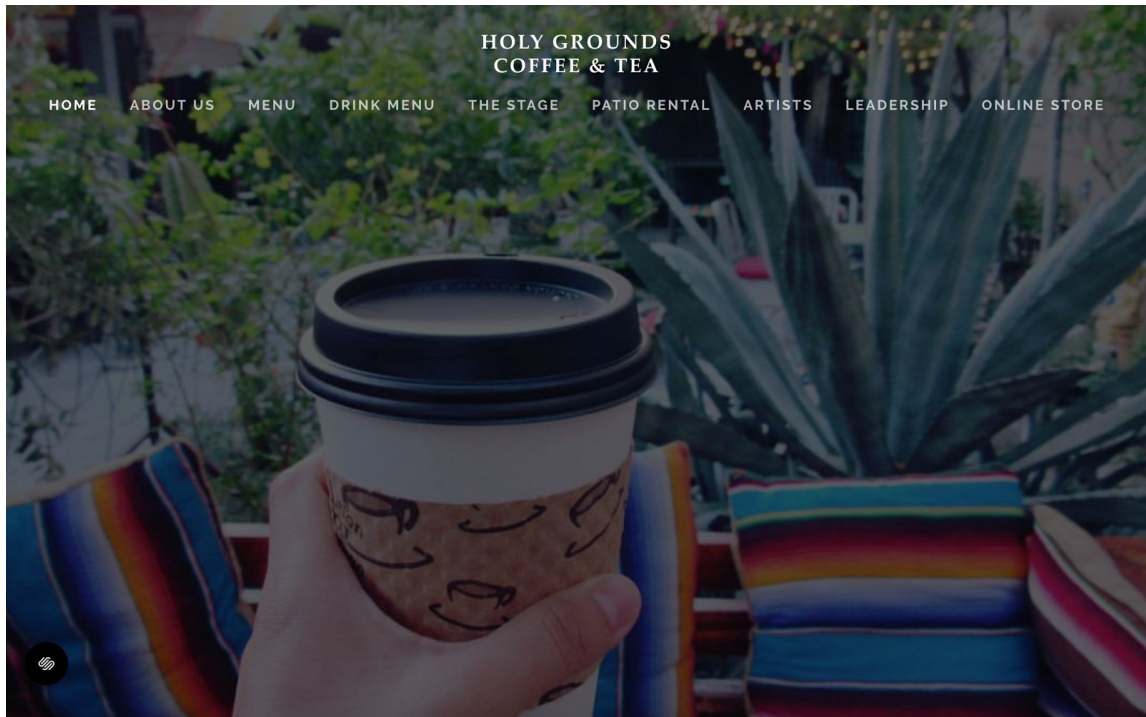


While Los Angeles is today known for offering exceptional artisanal coffee, it was not always this way. Towing the line with our pioneered spirit and uncompromising standards, Intelligentsia has

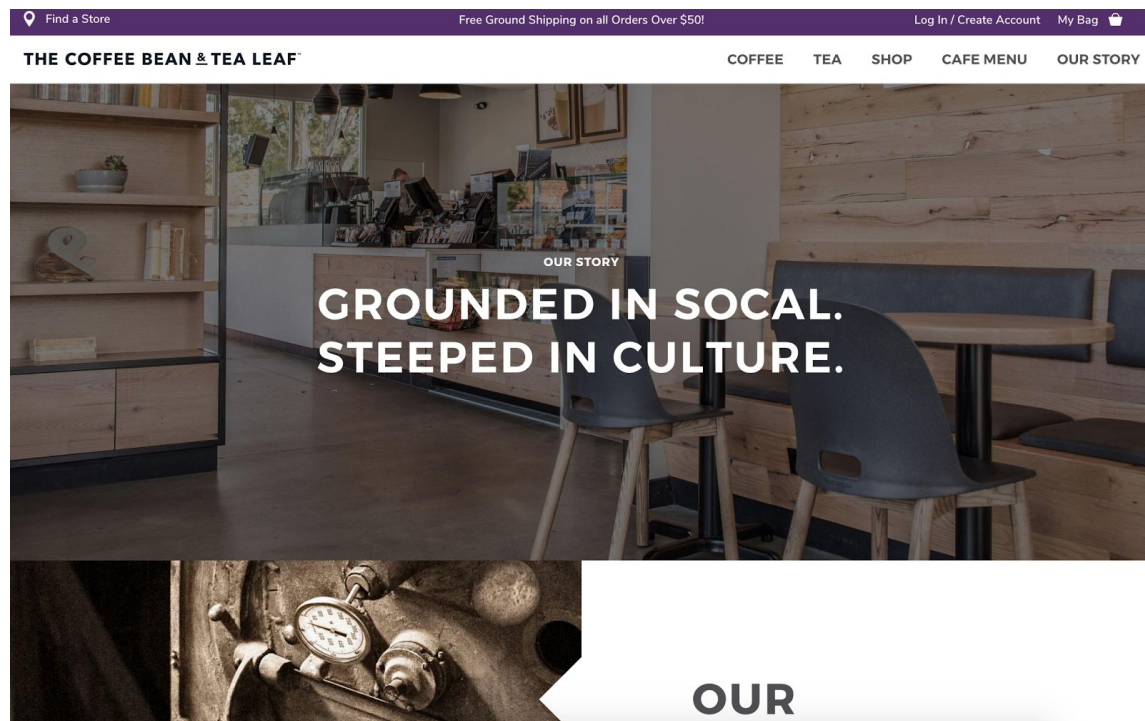
Alfred Coffee + Kitchen



Holy Grounds



The Coffee Bean & Tea Leaf



Recommendations and Strategy

Recommendations for success:

Our top suggestions would be to make it simple, user-friendly, informative, elegant and organic