

Competitive Analysis Template

Team Name: Competitive Analysis

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Summary

What you did

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

Colors did not work. Excessive white space, menu was not easy to navigate through. Very poorly responsive. Not enough links, defeats our mental model.

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. Taco Bell: <https://www.tacobell.com>
 - a. Cohesive with branding
 - b. Not responsive
 - c. Easy to navigate
 - d. Nice links
 - e. Fun animations
2. Chipotle: <https://www.chipotle.com>
 - a. Bright colors
 - b. Good easy layouts
 - c. Clean pictures
3. Fresco Mexican Grill & Salsa Bar: <http://www.getfresco.com>
 - a. Responsive web page
 - b. Does not have a clean layout
 - c. Easy to navigate tabs
4. Moe's Mexican Restaurant: <https://www.moes.com>
 - a. Clear organization
 - b. Easy to navigate links
 - c. Responsive website

- d. Interactive images
 - 5. Qdoba:
 - a. <https://www.qdoba.com>
 - b. Bright colors.
 - c. interactive and responsive
 - d. flexible navigation bars
 - e. Has an app along with the website
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Navigation and Labeling

Common labels (terms) used to navigate the sites

Few drop down menus that scroll all through the page. Specific options for checking menus out, animated logos.

You want to format the document Content and Features

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

Features include coupons, good images, bright colors, good placement of animation, bold type system along with a responsive design that enables its viewers to navigate properly.

What types of content is available on the sites.

- Menu
- Perks- coupons, discounts, points
- About the restaurant
- Locations

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

- Interactive logo
- Pictures/Picture animation

- Phone app option
 - Menu organization
 - Better organization of information over all
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Voice and Tone

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

Friendly, interested, attention seeking, excited about their food

Is there consistency in voice and tone across the sites?

Yes there is. Almost all use picture animation or large photos of their food to entice the customer. Also, the use bright colors are also representative of mexican food (red, yellow, green). Competitors sites also make the menu the most easy to find and easy to navigate feature of their websites.

Ohio University

Common voice throughout the website is helpful, but boring. The homepage for Global Opportunities is more upbeat and inspiring (not consistent with the rest of the site).

Design Aesthetics and Layout

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

Very bright (red, yellow, green) and bold (thick chunky text). Innovative but nothing extraordinary. Just extremely inviting.

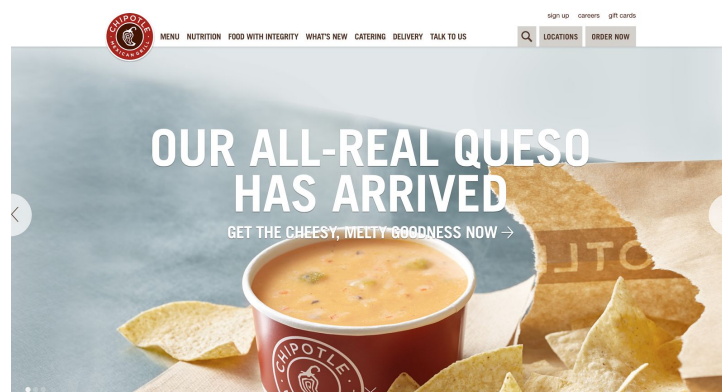
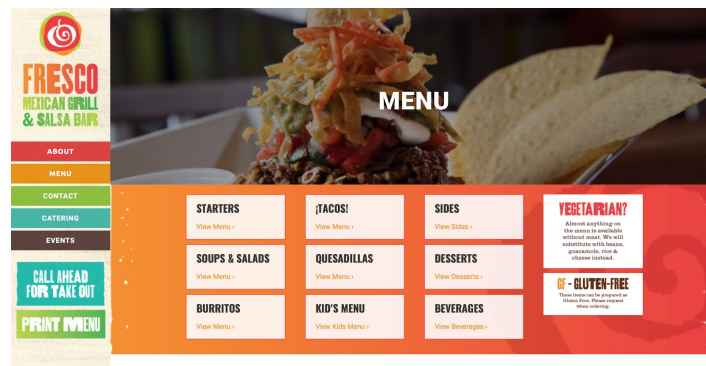
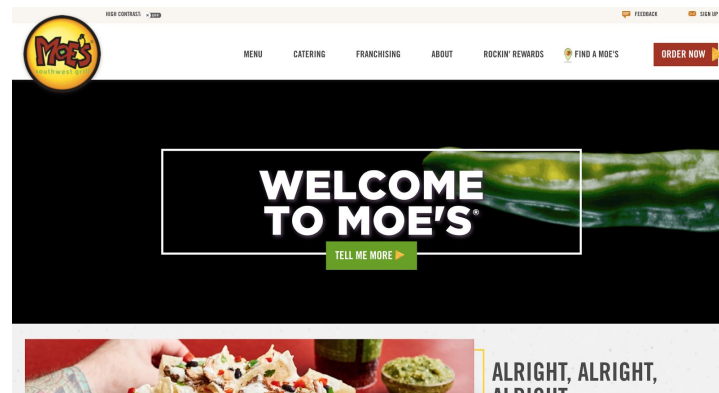
How does the design contribute to the usability of the site on various devices?

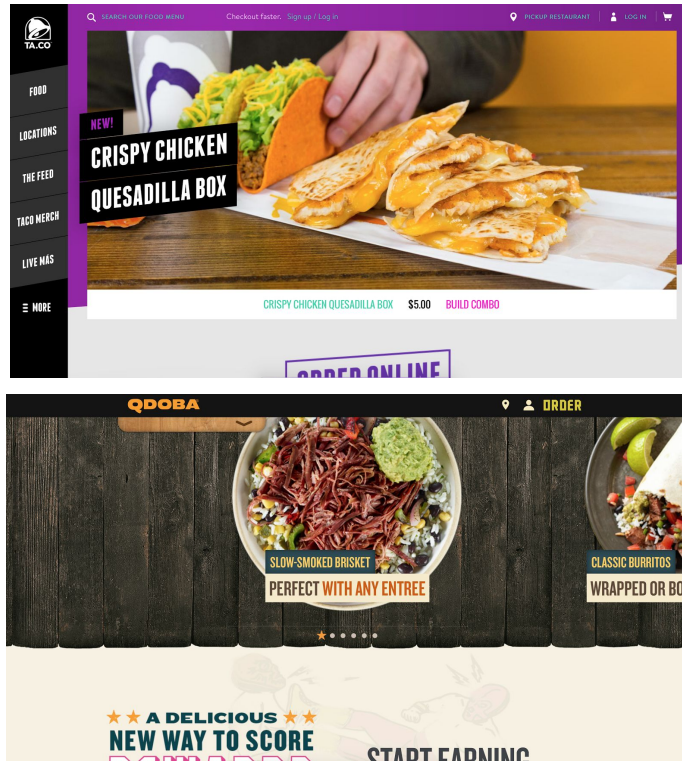
Yes, mostly all of them have responsive sites along with mobile application. This makes it convenient for the customer to look up what they want before entering the store or seeing if the restaurant has what they are looking for.

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

Organization of menu, readability, fun inviting mood set through type treatment and color choices. Organization of the entire site so that it is user friendly.

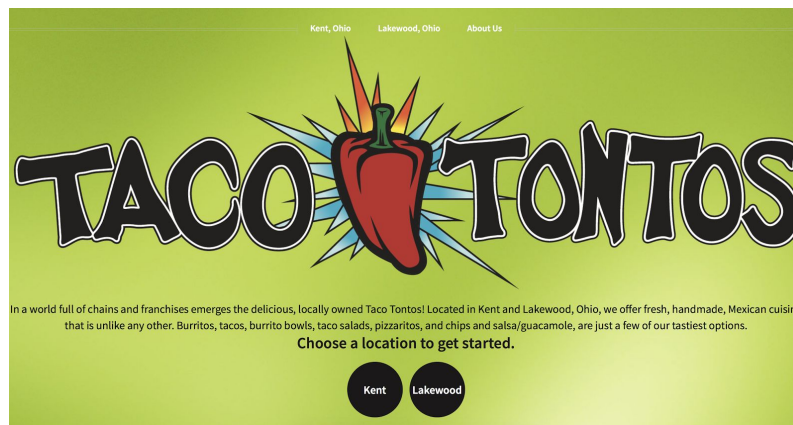
Show side-by-side screenshots of each website evaluated.





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.



We recommend that Taco Tontos, like other Mexican restaurants, focuses on images as their main source to draw the consumer into their restaurant. We also recommend that instead of having a boring landing page where it just give you the 2 locations of Taco Tontos with addresses, they instead choose to fill that space with photos of their dishes that will link to the menu. For example, if there was photo of a burrito, a taco, and salsa, each image would then

link to that part of the menu. That way the customer is able to easily navigate the website and find exactly what they are looking for.

We also recommend that Taco Tontos chooses to update their logo, whether this is achieved by simply animating the logo or making type changes/color changes. We appreciate the a use of texture on the competitors webpages, and think this could be successful on Taco Tontos website as well.

Overall, we want to make the website more user friendly through organization and color.