

Team Name: Competitive Analysis

Team Members: Carmen Dotterer, Arisara Suwanchanchai

Date: October 23

Summary

What you did

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

We researched other bubble tea websites, looking at layout and form, and responsive elements. For Ming's Bubble tea, we want to redo the website to make it more user friendly and easy to use. We found that using responsive elements in the navigation is helpful, as well as drop down menus and call outs, and pictures allow for users to see the product and want to buy their tea. The general layout should be simple but have a solid aesthetic that reflects the brand of Ming's, as well as be responsive in the way the page is displayed. We want to make the pick-up ordering option more obvious and easy to use, as well as making the menu more descriptive.

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.

Kung Fu Tea - Local, Kent

<https://www.kungfutea.com/pick-a-drink/>

Cartoonish feeling website, with an asian aesthetic. Uses dropdown menus and responsive words/buttons using hover and bounce after clicked. Page is responsive when sized down and the organization changes with flex to a vertical layout.

Woop Bubble Tea - Cleveland

<http://www.woopbubbletea.com/>

Fairly simple page, takes a lot of scrolling to see content, but page is responsive when sized down, and turns vertical. Buttons and letters are responsive when hovered over, but there isn't much to distinguish regular words from clickable ones.

Share Tea - Various locations

<http://www.1992sharetea.com/index.php>

Floating navigation bar set to the top of the page. Page is responsive and the blocks flex and line up vertically when sized down. A lot of images used, and a lot of colors. Pictures respond when hovered over, but can't click them; can click the button on top of that image, which doesn't

respond itself. Display pictures linked to menu tab. Tabs are responsive with color when hovered over.

Bubbles - Various locations

<https://www.bubblesteacompany.com/>

Category names aren't responsive, only one has a drop down menu. Not very responsive when sized down, info has set max and minimum width, lose info when sizing down. Buttons not responsive other than the mouse changing, and drop down not responsive when hovering. No options to click on for more info on the bubble tea page.

Gong Cha - Various locations

<http://www.gongchausa.com/bubble-tea/>

A bit stark, but simple page. Page is fairly responsive when sizing down, flexes and changes to a vertical layout and shrinks images a bit. Tabs and buttons respond to hover with color change, but subcategories don't respond this way. When looking at a specific drink, the name of the drink pops up on a background when hovered over, even though the name is below the pic of the drink itself; can't click on this even though it seems like it should be linked to another page.

Navigation and Labeling

Common labels (terms) used to navigate the sites

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

Kung Fu Tea:

- Drop downs
- Hover - color response and bounce
- Images that flip
- Mobile app link
- Flexible layout for screen sizes
- Set background image
- Hamburger dropdown and vertical side menu at small sizes
- Contact info and social in footer
- Flex response to small page size

Woop Bubble Tea:

- Menu items respond to hover
- Call to action button for ordering online
- Hours, social and contact in footer
- Responsive button about toppings
- Hamburger dropdown at small sizes
- Flex response to small page size
- Drop down for contact tab

Share Tea:

- Responsive category tabs
- Floating primary nav
- Picture carousel with links
- Language and social in footer
- Drop down for menu tab - automatic
- Hamburger dropdown at small sizes - automatically opens drop down for menu tab
- Flex response to small page size
- Call to action - see more button

Bubbles:

- Call to action - find location, learn more
- Floating primary nav
- Automatic drop downs
- Responsive picture - reveal more info
- Social and other information arranged at bottom of page

Gong Cha:

- Contact and social at top of page
- Quicklinks and social at bottom of page
- Responsive primary nav - hover, color
- Drop down for franchise category
- Call to action - download menu
- Secondary menu links

Content and Features

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

What types of content is available on the sites.

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

Kung Fu Tea:

- Phone app
- Social media
- Fun call-outs - 'Kung Fu Up'
- Newsletter option
- Home button - gets in the way of the screen
- Item of the month
- Menu items - doesn't provide any details of each item/category
- Option to pick a drink - doesn't lead to ordering, just to look at
- How to order - video, too long and distracting elements in background - not for ordering online, misleading

Woop Bubble Tea:

- Order online button - not responsive
- Check out menu like on chopping sites - opens separate tab, no way to go back without clicking out
- Call outs for information about what bubble tea is, health benefits and what boba is - needs better organization
- Order online - not super noticeable in primary nav - opens new tab, not easy to click back to main pages

Share Tea:

- Tab for bubble tea news worldwide - not extremely relevant
- New arrivals, coming soon and top 10 drinks under menu - no plain menu to look at or consult
- Call out buttons - see more - either responds with single pop up image of info, or links to new page entirely - not consistent treatment
- Could use more information on what bubble tea is and how it's drank
- Needs proper footer

Bubbles:

- Bubble tea specific option under menu
- Dropdown menus
- Separate page for bubble tea - no more info, needs more specification
- Footer should be separate from page
- Newsletter option

Gong Cha:

- Download menu option
- Mixes other products under bubble tea category - needs to be separate
- Can click on product categories - lead to subcategories - looks responsive but only shows name of product - redundant and not needed
- Messy footer, needs cleaned up and organized
- Option to check gift card balance - nowhere to buy gift cards

Voice and Tone

*What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)
Is there consistency in voice and tone across the sites?*

The common voice of the competitors is warm, welcoming, easy to understand, and straightforward. They make the websites a friendly place by talking to the user like the "you" as your subject. The tone on their websites are supportive as casual language filled with personality and enthusiasm, but professional. Use "we" and "us". The consistency in voice and

tone across the sites is they try write as they speak the same way they speak to their friends to keep things clear and simple and people have always seemed to like that. Also, when it comes to call-to-action, competitions use action-oriented language begin with a verb like “order”.

Design Aesthetics and Layout

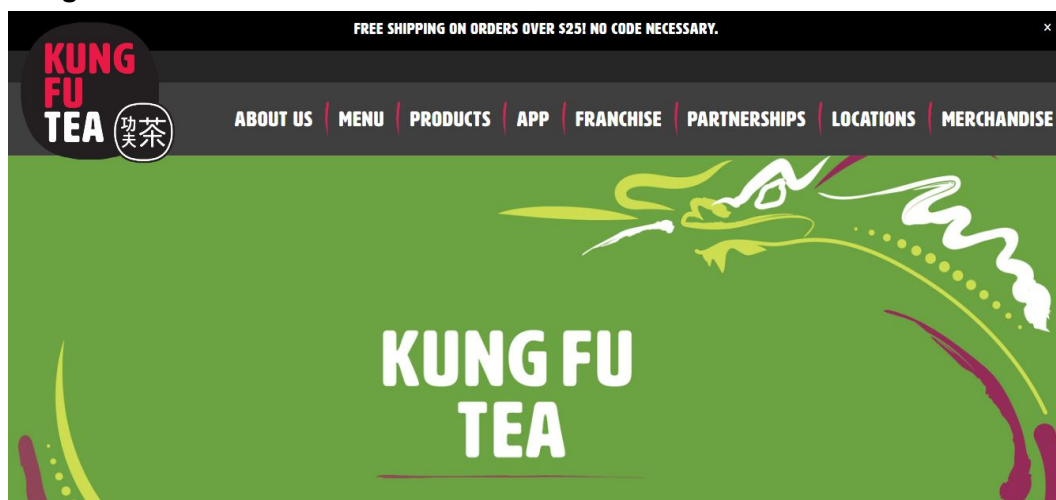
What are common design choices across the sites (colors, typography, layout)

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

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

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

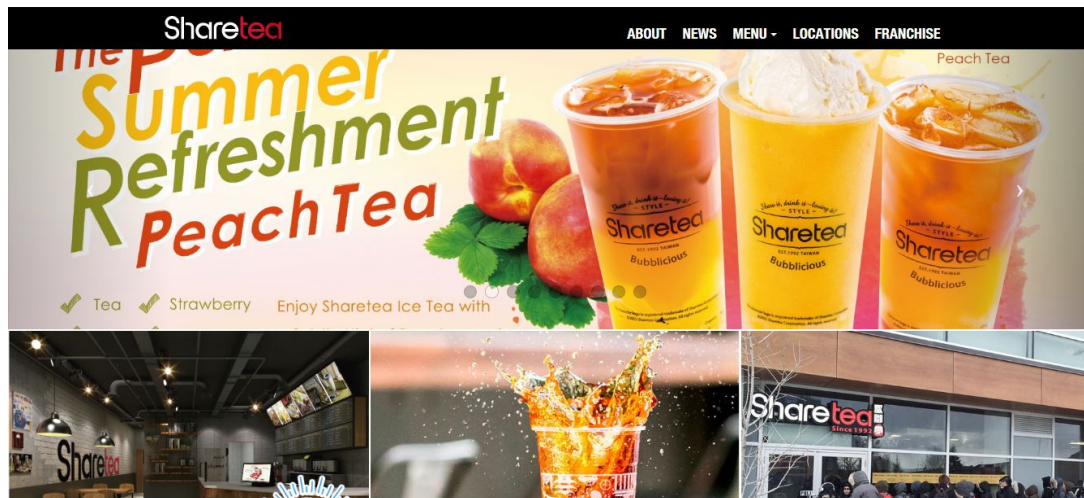
Kung Fu Tea



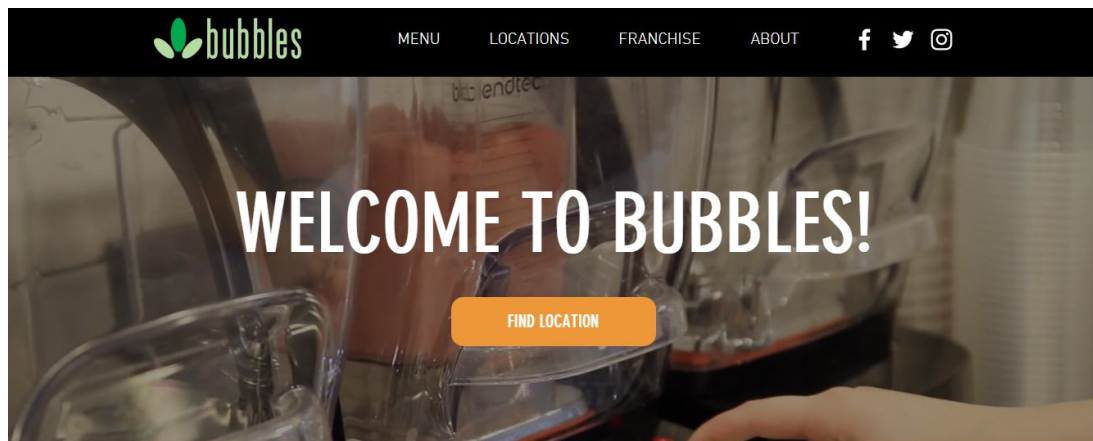
Woop Bubble Tea



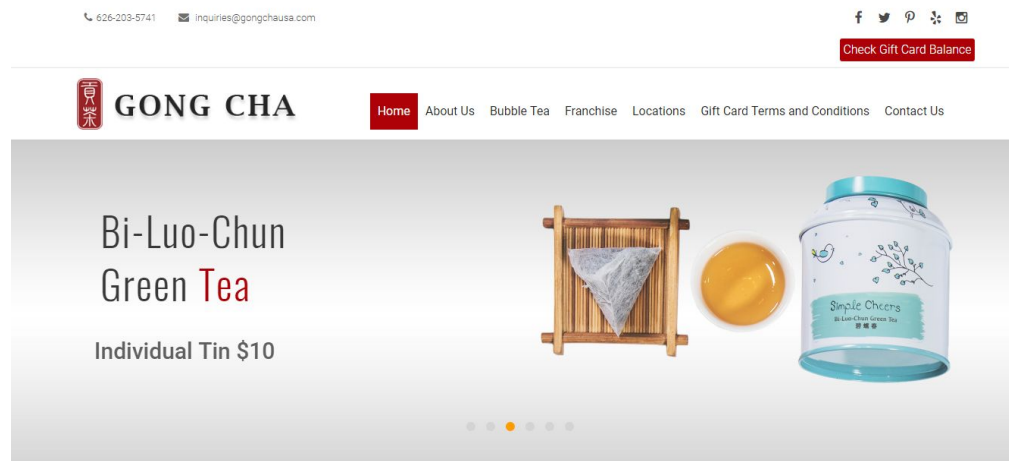
Share Tea



Bubbles



Gong Cha



The common design layout across the sites is drop down menu and using multi-column grid to create a complex hierarchy and integrates text and illustrations, making it easier for visitors to scan, read, and understand a page quickly. There is a visual rhythm to allow the eye to travel naturally from one block to another. Share Tea used big photo for the page to introduce visitors to the site content. This create a strong first impression and encourages user interaction. Bubbles use videos instead of images to engage visitors. Kung Fu Tea use a big, bold illustration of an object makes a strong statement and creates a stunning first impression. The common design colors is use a clean color scheme to avoid a messy design. Gong Cha and Woop Bubble Tea used neutrals such as white for background often give a positive feeling of openness but could also feel bland and dull. Share tea used warmer colors (yellows, oranges, reds) are soothing, warm, and give a sense of creativity. As for typography. san-serif font has been used throughout the sites to convey a feeling of modern, clean, sophistication and more informal. We use san-serif fonts much more than serif fonts because we want visitors to feel like they are up-to-date and futuristic.

A good design website is simplicity and focus on what's important. It doesn't distract visitors and directing the user's attention entirely toward the product as quickly and easily as possible. Also, create a consistent experience across the entire website. Competitors use branding, in particular the company logo, help users know where they are online. Base on the eye movement patterns, the ideal place for the logo is usually the top-left corner of the screen.

We can make a use of grids and columns to improve readability, making a page's content easier to absorb. By using grids to inform the position of different elements on a page and provide a sense of order to the layout. Our website can use a big picture or video to grab visitor's attention and create a strong impression. Also, we should pick two or three base colors at most for our websites and then use tints and shades of these base colors to expand the palette. We want our

website to have that cozy and friendly vibe so we might go for the earthy tones or warmer colors. In addition, contrast color might be a good idea to convey the hierarchy of information.

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.

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

We would recommend our client to put out up to date contact and social media information. The blog that is up on the website is not updated and there are no social media contact information which they do have facebook page and instagram. Also, adding more pictures and description for the menu.