

## **Competitive Analysis Template**

*Use this template as a guide, but feel free to add your own content or formatting.*

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# **Team Name: Competitive Analysis**

Team Members: Brendan Gilbert

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## **Summary**

What you did

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

For this assignment I looked through the websites of various family owned restaurants in the area and reviewed them by usability and aesthetics. I was very surprised to see how many businesses today still operate with outdated websites or lack one all together. I was able to find a few sites that were very well made and usable. These sites usually had easy access to their menus, location specific information, online ordering, and photo galleries. I also found much of the homepages to have common "about us" sections and display daily specials and offers. Another key feature I found in the better sites was easy access to various social media tools that can help spread word about their business.

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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. Rockne's - <http://www.rocknes.com/>

Rockne's, a local chain, had a pretty good site and was very usable. One annoying feature is a pop-up window on the homepage for hiring. Despite that, they have the menu, daily specials, location information, and a way to purchase gift cards.

2. Mike's Place - <https://www.mikesplacorestaurant.com/>

Mike's place is a local restaurant with a very usable site. It uses very efficient page layout and responsive design. It also has social media features and online ordering.

3. Pacific East Kent - <http://www.pacificeastkent.com/>

Pacific East Kent is another local restaurant with a very well designed site. The homepage has all the information a customer would need and also features amazing food pictures. They also have an extensive gallery section that would convince many customers to come in.

4. Erie Street Kitchen - <http://www.eriestreetkitchen.com/>

Erie Street Kitchen is another local restaurant website that I chose for their unique homepage. It presents their menu right away, which I think is a good way of helping customers find the information that most of them will be seeking.

5. Black Iron Grille - <http://blackirongrille.com/>

Black Iron Grille is another local restaurant with a good website. They have social media links and great photos on their homepage. I also like that they have a separate page for all their daily specials along with their menus.

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## 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.)*

The most common navigation terms used throughout the websites I found were “Home”, “Menu”, “Gallery”, “Location”, and “Contacts.” All of the sites used navigation bars at the top of the screens with drop down menus used only when displaying various menu types. Call to action buttons are really only used to initiate online ordering. I didn’t see many vertical sidebars on these sites. The “hamburger” icon was used for the menu in sites that were in mobile view.

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## Content and Features

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

These sites commonly offered social media features and online ordering for their users.

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

Many of these sites featured photo galleries of food and locations, menu information, contacts, and social media links.

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

There wasn’t much missing from these sites and were all very usable. The only thing I could think of is some of them didn’t provide their drink lists.

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## 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 these sites is a friendly offering of food and business through descriptive language about the restaurant and photo galleries of food and atmosphere.

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## Design Aesthetics and Layout

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

Many of the sites featured bright colors, easy to read typography, and well-designed layout. They all featured good use of white space and margins to make the sites easy to navigate.

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

All of these sites were designed to be responsive across various devices. As the screen size decreases the layout shifts to become more readable in a scrolling fashion. The menu also shifts to the “hamburger” icon to save space.

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

Many of these design choices surrounding layout and color can be utilized in our website to give it a similar voice and feel. There will be a focus on responsive design to maximize usability across platforms.

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

HOME MENU GIFT CERTIFICATES LOCATIONS

**ROCKNE'S® PUB Fresh Fun Food!**

*Our Famous*  
**Grilled Reuben**

Made with **savory**  
**hot corned beef**  
& **grilled just right!**



Crunch Shrimp & Grits  
Grilled Reuben  
Chicken Salad Croissant  
Great Combos!

Locations

Kids' Club!

Start a Career

Find a convenient Rockne's location

Have a CBCC kids' birthday meal at Rockne's

Join the fun and excitement and start

1700 S. Water St. Kent, OH 44240 | (330) 673-6501

[Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#)

**MIKE'S place**

CATERING MENU GALLERY ABOUT US! AMERICAN STEAL BAND ORDER ONLINE



ABOUT US! SIGN UP FOR THE LATEST UPDATES



[Home](#) [Menu](#) [Gallery](#) [Contact Us](#)



#### AMAZING DELICIOUS

[Home](#)  
[Menu](#)  
[Lunch Menu](#)  
[Appetizer & Soup & Salad](#)  
[Rice and Noodle](#)  
[Sushi & Sashimi](#)  
[Roll & Hand Roll & Special Roll](#)  
[Catering Menu](#)  
[Dinner Entree](#)  
[Dessert](#)  
[Drinks](#)  
[Gallery](#)

(330) 552-3126



### Black Iron Grille

Premium Steakhouse in Kent, Ohio

[HOME](#) [DINNER MENU](#) [LUNCH MENU](#) [DAILY SPECIALS](#)



A premium steakhouse serving dishes at a standard price point.

Our mission is to serve prime steakhouse dishes at a price and setting everyone can enjoy.



## ERIE STREET KITCHEN

LOCAL FRESH FOOD; CHICKEN, SHAREABLES & SEAFOOD IN THE VENICE CAFE.

163 Erie Street at the Venice Cafe  
Kent, OH 44240  
330-593-5928

[HOME/MENU](#)   [ABOUT](#)   [CONTACT](#)



## 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.*

I would recommend to include all menus on the website with pricing information. I would also recommend including an online ordering feature to maximize business. Another recommendation would be to include social media functionality for customers to spread your business to others.