

## **Competitive Analysis Aroma**

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### **Summary**

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

One of the sites was nice but there were still improvements that could be made. The other two had major design and organization issues. The site that was clear and attractive and easy to navigate made me want to visit the actual location. The other two were stressful to look at and confusing which made me think this would relate to my experience if I visited either location.

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### **Competitors Evaluated**

*List 3-5 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.*

<http://www.imperocoffee.com>

This website is rough, there are many problems. The main background is an image of coffee beans and the main color is green. There are many pages and the navigation is on the left side. The main landing page is very busy and features coffee you can buy on the site. They are similar because they also focus on the subject of from farm to cup and they also have events at their locations to boost traffic.

<http://missioncoffeeco.com>

This website is much better than the first one. The main page does a good job of showing the social media of the business. Some of their pages seem to have a dead end but they are full of beautiful colors and images.

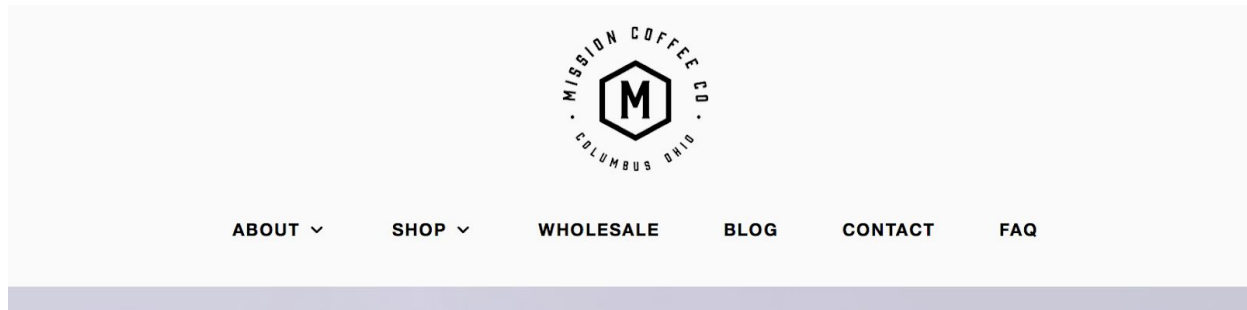
<http://shortnorthcoffee.com>

This website is also a mess. The colors are all over the place and the photography is not attractive. I can't even figure out their hours because on one page it says they are open 24/7 but another page says open 8-midnight. I don't know if they have social media and its hard to find contact info like a phone number.

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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.)*



This navigation is clean and clear. The order makes sense and all of the information is all easy to find.



This navigation goes in two directions which is confusing and hard to find things. The organization is not clear and the colors do not make sense.



This navigation is easy to work though but is not attractive at all. I also don't know if all of the tabs are necessary some of them could be nested and we need a contact or about us page.

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## 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.*

**Mission coffee:** This site shows wholesale products, contact info, a blog, and about pages. There is lots of images of products but not many of the inside of the shop.

**Impero:** Here there is a large focus on product sales online, but there is lack of information on actual store. There is no social media info, and images are grainy and non professional.

**Short North:** This website shows a lot more product images but they are very small and not great quality. It lacks attention grabbing social media info but it does give the handel. The content on this site is good but because of the poor organization it is hard to find what I want.

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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?*

**Mission coffee:** The tone here is pretty professional, clean, and serious throughout the site. The about page does a good job of explaining their values.

**Impero:** The tone here is pretty boring, it doesn't make me want to look around and there is nothing exciting. The most interesting parts are where it shows the farm photography.

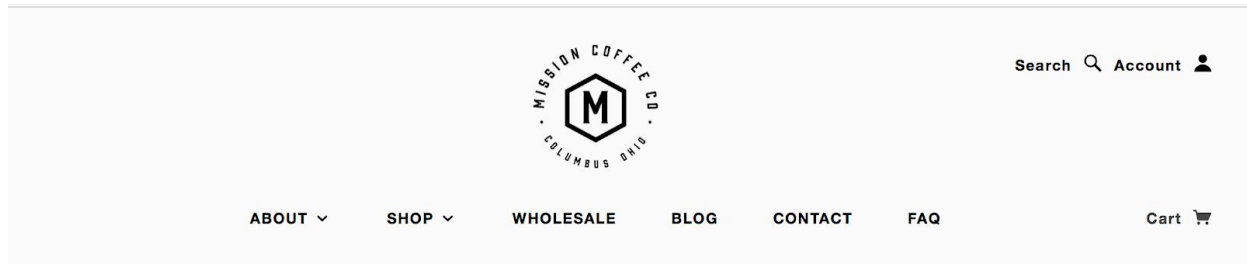
**Short North:** The tone here is a little childish and unprofessional. The way the pictures were used they look like they came from someone's iphone and the colors remind me of a circus.

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## **Design Aesthetics and Layout**

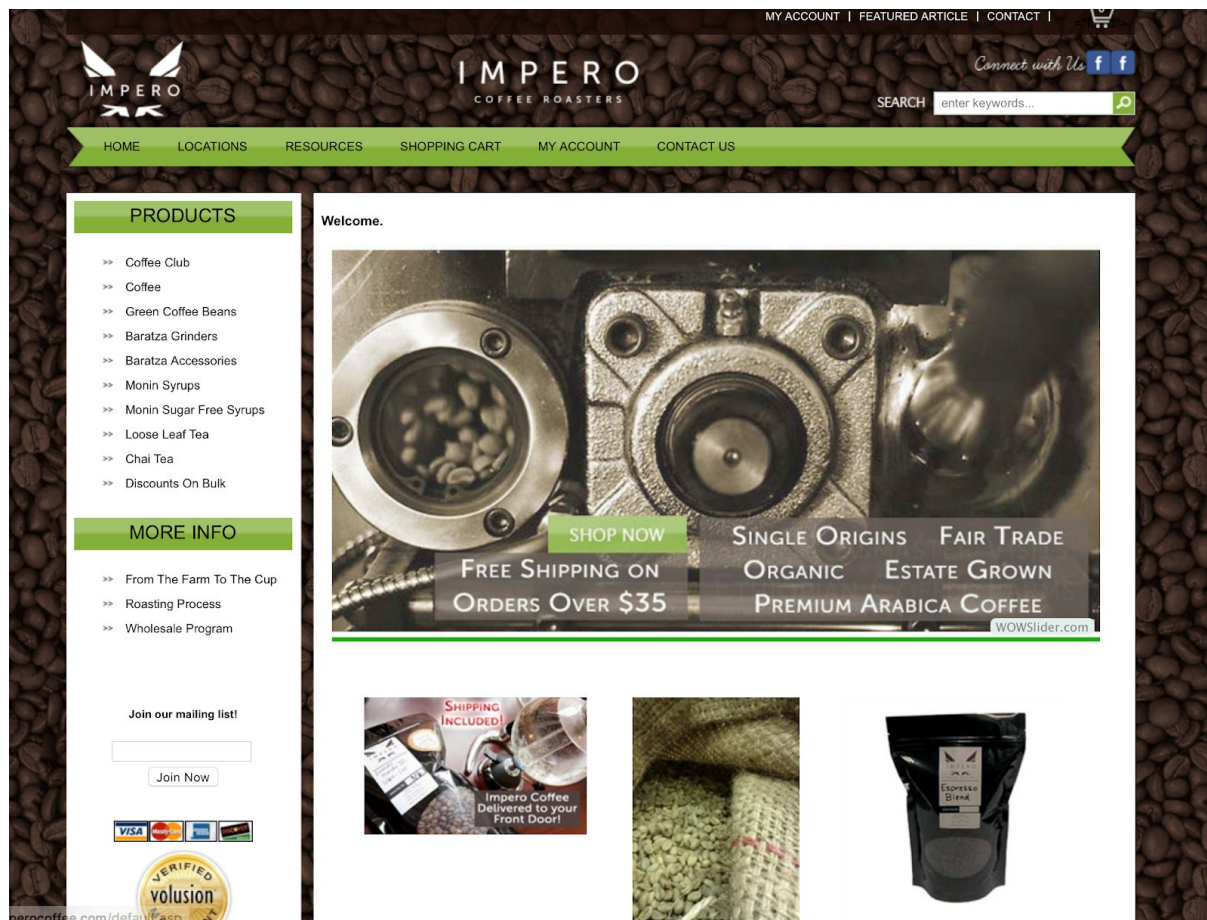
*What are common design choices across the sites (colors, typography, layout) How does the design contribute to the usability of the site on various devices? Which design pieces (patterns) could be utilized on our website? Show side-by-side screenshots of each website evaluated.*

**Mission coffee:** The design here is very attractive, it could be slightly more exciting with maybe a pop of color but I like the overall look. The typography used on the about us page is not seen anywhere else and that could be a nice addition to the home screen. The design makes the site easy to use and navigate.



**Impero:** The design here is a major issue in navigating the site, by having two menus it is very hard to find what I am looking for. The background is very dark with the beans image but the rest of the site is mostly black and white with no interesting type. I really don't mind the logo but it is small and hard to see on top of the background image. It also seems like they have two logos, one is just type and the other has an illustration.





**Short North:** The design here is very distracting. The colors make the type hard to read, there is no visual hierarchy, and the images are grainy and dark. The rule lines do not do well to organize the information and it doesn't look like a website it looks like it could be a printed flyer almost. The layout is only one column and the line length is very long.



## 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.*

My main recommendation is for a clean design with lots of large bright photos to break up the text. The social media and contact info should be easy to find and a preview of the actual social sites could be useful if they are active on them. The color pallet needs to be simple and limited with a mix of high contrast colors. Bold headlines and type is needed to grab people's attention. One column could work on the main page as long as it is clearly broken into sections as you move down the page. The navigation works best across the top in clear sections that are limited and can have nested hierarchy. The tone should be bright, professional, and authentic.





