

# Team Name: Competitive Analysis

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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.*

After doing online research, five competitors of AROMA Coffee & Tea were identified: Mission Coffee Company, Short North Coffee, Impero Coffee Roasters, Bottoms Up Coffee, and One-Line Coffee. They were chosen because they all are located in Columbus, Ohio (like AROMA Coffee & Tea) and are fighting for space in the same category of hip, indie coffee shops.

### **Mission Coffee Company**

[www.missioncoffeeco.com](http://www.missioncoffeeco.com)

This website, flaunting oversized photographs of coffee, utilizes a clean design and simplistic color palate. However, amidst the pseudo-simplicity, the navigation is so difficult that the actual address of the shop is buried on the FAQ page. Therefore, the usability is somewhat low. Beyond this, the site is based around a navigation menu in the header that overflows into a footer, search bar, and shopping cart for online purchases. The pages include "About," "Shop," "Wholesale," "Blog," "Contact," and "FAQ."

### **Short North Coffee**

[www.shorthnorthcoffee.com](http://www.shorthnorthcoffee.com)

The Short North Coffee is comparatively less aesthetically pleasing than these other competitors, but its strong suit comes from its straightforward approach, delivering the important information to the user effortlessly. For example, the address is very prominent on the landing page. It uses buttons on the nav list, including "Home," "Our Menu," "Events," "Gallery," "Meeting Room," and "Employment App." The website has a fairly incoherent color scheme mashing odd colors with minimal consistency, resulting in a less-than-best overall style.

### **Impero Coffee Roasters**

[www.imperocoffee.com](http://www.imperocoffee.com)

This website looks fairly dated and is completely unresponsive (unlike the others). It has plenty of content on the screen, utilizing navigation in the header, footer, and sidebar spaces. There are a substantial number of pages on the site, but the key ones that are most present in the design are “Locations,” “Resources,” “Shopping Cart,” “My Account,” and “Contact Us.” However, with white, green, and black elements placed on the coffee bean background, it has a reasonably focused feel.

### **Bottoms Up Coffee**

[www.bottomsupcoffee.com](http://www.bottomsupcoffee.com)

With this site, it is clear that Bottoms Up Coffee is focused on being an artsy, forward thinking coffee shop. It features well-designed icons to describe the business’s features and is beautifully simplistic, while being fully responsive. The navigation consists of pages entitled “Cafe,” “Coworking,” “Events,” “Location,” and “Contact Us.” With a minimalistic color palette and an auto-play video background, the visual is sleek and is the extension of what one expects of a hip coffee house.

### **One Line Coffee**

[www.onelinecoffee.com](http://www.onelinecoffee.com)

One Line Coffee obviously wanted to take a unique approach to website building to ensure theirs was unlike any of their competitors. For example, on computer displays, the entire navigation menu is a sidebar. This navigation is somewhat overloaded with 14 links, yet none of them easily direct the user to contact information or an address. All text/logo are white against a solid black background, and the visual is an automated three image slideshow demonstrating the coffee making process from farmer to consumer.

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## **Navigation and Labeling**

*Common labels (terms) used to navigate the sites*

- Location
- Events
- Contact

- Menu
- About

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

- Call to action buttons are common
    - “Shop now,” “Who’s Bottoms Up,” “Check It Out,” “Get Specials”
  - Hamburger button used for mobile width
  - Simple menu navigation
  - Menu links in header and footer sections
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## **Content and Features**

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

- Mobile responsive
- E-commerce store to purchase coffee online
- Social media buttons
- Search bar
- Coffee club for automatic delivery

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

- Directions/Maps
- Company history
- Blog
- Employment info
- FAQ

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

- Easy way to find address
- Menu prices

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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?*

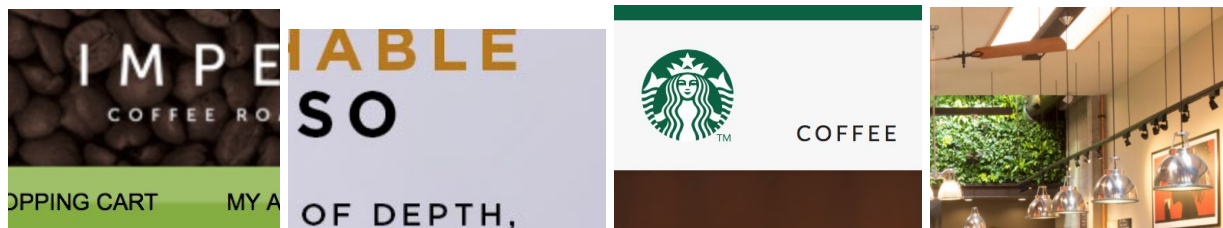
- Local / real ingredients
- Genuine
- Open atmosphere
- Inviting and a place for friends and peers to meet
- Modern
- Friendly

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## Design Aesthetics and Layout

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

Colors: brown, green, gold - natural palette

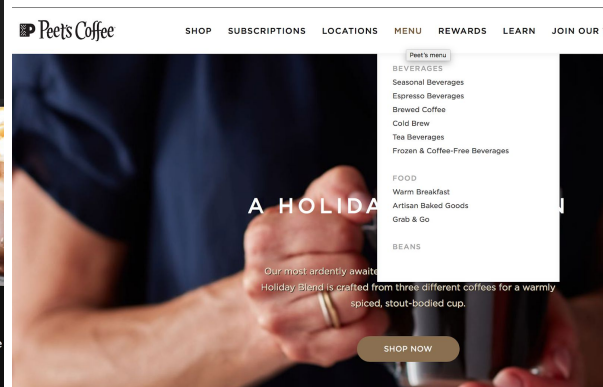
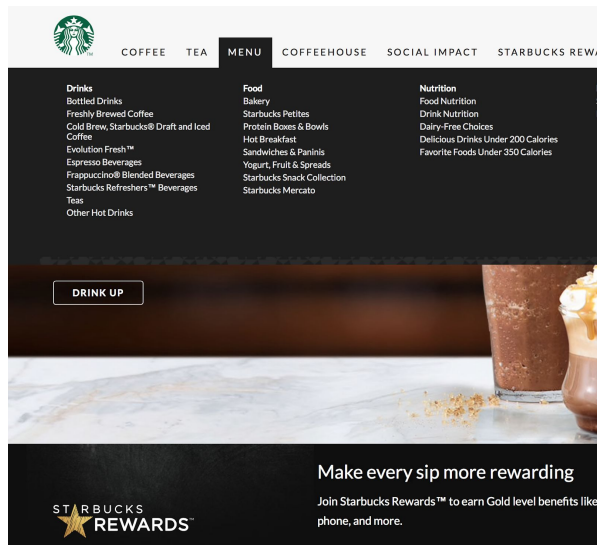


*How does the design contribute to the usability of the site on various devices?*

Style: simple, yet only 2/4 of the websites were completely responsive, usability could be better across all of the competitors

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

In addition to utilizing the responsiveness of the larger brand's websites, being able to find what you're looking for quickly is key. Many users that go on coffee company websites are looking for two things, a menu or Nutritional Facts. Having these two things accessible from the home page, whether it be in a drop down menu or not, is very important!



## **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.*

Top recommendations for the Aroma Coffee & Tea website would be to keep it simple and make it accessible. We say keep it simple because even though there may be a lot of content on your website, as a user, the ease of looking through a website is the key to sales. Also simple is attractive, keep the focus on the product. When we say make is accessible we mean navigation. The navigation bar is by-far one of the most important parts of this kind of website because many people visiting the site are going with the intent to look at a menu or nutritional information, make these easy to find!

# Summary

What you did

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

The usability of the independent coffee shops is not as strong as it should be. Although they maintain the coffee shop aesthetic in their designs, finding essential information quickly is not easy enough. The websites are either overloaded with too much content or so simplistic that they are missing essential content. If such sites used their pleasant design aspects and added better usability features and conveniently-placed content, the sites would be superior.

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