

Jacqueline Wammes' Off the Vine: Competitive Analysis

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Summary

The winery websites were lacking to say the least. They weren't supremely well designed or responsive. There weren't many photos, let alone images of people. There was usually around 3 levels of typography. The website seemed like an obligation to a lot of the companies-like they know they need it, but it isn't a priority for them. Their tone was overall friendly and personable, but, often got drowned in massive amounts of texts.

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.

Hundley Cellars: <https://www.hundleycellars.com/>

-Chosen because they are similar in size and scope to Off the Vine. They are also fairly new to the Geneva wine industry-perhaps learn from their mistakes.

Harpersfield Vineyard: <https://www.harpersfield.com/>

-Chosen because they are similar in size and scope to Off the Vine. They are well established and respected in the Geneva area-established in 1979. A great model winery to learn from.

Debonné Vineyards: <https://www.debonne.com/>

-The largest winery in Ohio. A great comparison to have especially if the goal is eventual expansion.

Winery at Spring Hill: <http://www.thewineryatspringhill.com/>

-Chosen specifically because of their online store capabilities.

Laurentia Winery: <http://laurentiawinery.com/#>

-New winery, but already making a name for themselves in the Geneva area.

Navigation and Labeling

Common labels (terms) used to navigate the sites

About/About the Winery/About Us

Experience

Shop

Wine/Our Wines/Wine List

Menu/Food

Nearby Lodging

Store Locator/Where to Buy

Wine Tastings

Winery Tours

Red Wines/White Wines/Estate Wines/Sparkling Wines/Dessert Wines

Contact Us

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

Primary Nav: Drop down menus located on the upper right or centered/no drop down just a landing page (aka have to click on the tab to see the content)

Secondary Nav: really nothing on the right or left side of the page. If there is any kind of secondary nav it is buttons/clickables on the page itself.

Content and Features

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

Shop Online, contact winery for questions, search the site, links users to “close-by” lodging and other activities, contact forms for private events, follow winery on social media platforms

What types of content is available on the sites.

Wine lists, history of winery, special events coming up, ability to shop for wine online or find where their wine is sold, see other things in the vicinity of the winery, vineyard details and harvest info, see the menu, view spaces for private events, see hours of operation, see list of entertainment/events coming up,

What content is missing on the sites that would be helpful

Photos of the wine, more high quality photos of the space, less text overall-let the photos of the space do the talking, more text hierarchy-especially if there's a lot of text on a page.

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?

Hundley

Common voice throughout the website is funny, personable, and sarcastic. Little quips thrown in about the wine, the history, or general colloquialisms (Ex. Get it? Crushing? Making wine?) make you feel like part of the family. But they get lost in large paragraphs of text.

Harpersfield

Common voice throughout the website is personable and kind. From the “Winery Mascots” featured up top (their two adorable dogs) to their ‘call to action’ (See you at the farm!), their overall tone is kind and projects hominess, like if you went you’d be treated like family.

Debonné

Common voice throughout the website is professional and proud. They are the largest winery in Ohio, have won awards nationally, has been passed down three generations. You get a sense of that from their tone. They don’t necessarily need the quips and the comments because they’ve won you over with reputation.

Spring Hill

Common voice throughout the website is personable. It often feels like they tried to use the casual voice approach and then also emulate professionalism and the end result is massive amounts of text that aren’t formatted correctly so nobody wants to read them.

Laurentia

Common voice throughout the website is professional. Sometimes they try too hard- like they picked a word and then found a more sophisticated synonym (ex. Plantings commenced in 2014 or immaculate four sided stone fireplace). There are some adjectives that don’t quite fit the noun they’re describing.

Design Aesthetics and Layout

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

Using these background textures to fill the space between the content and the end of the page.

Not a ton of typographical hierarchy, maybe a max of 3 levels per page

Colors are neutral browns and greens-very earthy.

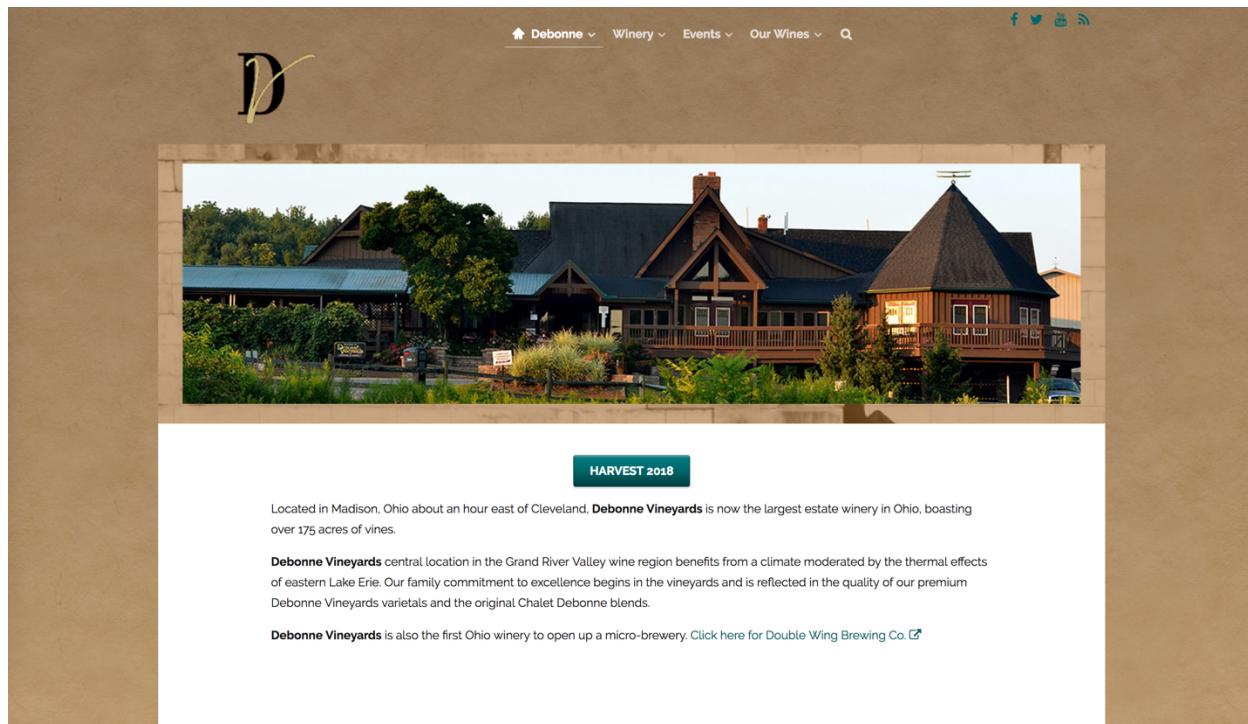
How does the design contribute to the usability of the site on various devices?

4/5 websites are responsive, with the exception being Spring Hill. Debonné and Harpersfield sites for mobile render with some errors (Debonné’s main nav bar suddenly expands about 2em and Harpersfield’s grid of photos oddly renders and takes a moment for them to re-arrange)

Which design pieces (patterns) could be utilized on our website?
Laurentia's is by far the most well designed. I think breaking away from the neural color palette will be helpful and also increasing the levels of typography. I think, like Laurentia, using full size images of the property is useful. I also think that using photos of the wine bottles is important-something that Spring Hill does. Harpersfield has a calendar of events, however it's with iCal and so it's not designed well, I like the idea of an event calendar instead of just listing dates like so many of these wineries do. Surprisingly, I didn't find many photos of people on the sites, I think this is integral to selling an experience.

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

Debonné:



Spring Hill:

The Winery at Spring Hill

Call us at: 440-466-0626

Home Our History Online Store Menu Entertainment Schedule Events & Activities
Hard Ciders Photo Gallery Clubs Where to Buy Contact Us



It's Harvest Time in Ohio's Wine Country!

Welcome to The Winery at Spring Hill! We pride ourselves on having a friendly staff and comfortable atmosphere. As soon as you walk in our door you will be greeted by one of our smiling staff. In the summer you can enjoy our large outdoor patio. In the winter you can relax by one of our two woodburning fireplaces. Make yourself at home because we want you to feel like part of our family. Sample some of our wines, enjoy our delicious menu, and enjoy live music on Friday, Saturday and Sunday.

If you are looking for a quieter more relaxed atmosphere then visit us during the week or on Sunday when things are a bit more laid back.

If you want more of the nightlife and dancing atmosphere then visit us on Friday and Saturday nights when we have a live band playing music to listen or dance to. On these evenings we strongly suggest making a reservation. Without a reservation you may find us to be standing room only or at capacity.

To use our online store, simply click on the box "Buy Now" or go to our "online store"



We have 22 different wines ranging from dry and semi-dry Vinifera to semi-dry and semi-sweet Labrusca and fruit wines. We are now making our own Hard Ciders in several different flavours

Harpersfield:

Harpersfield Truth is in the Glass!

HARPERSFIELD WINERY ▾ HARPERSFIELD VINEYARD Grand River Valley

Winery Mascots

f v

Harpersfield Vineyard

Welcome to the wine growing estate of Harpersfield Vineyards, a destination all its own.

Discover what makes this farm so special and why we call it home.

Music Schedule

◀ ▶

CONTACT US

CALL US +1(440)-466-4739

WINERY Harpersfield Vineyard

EXPERIENCE HARPERSFIELD

We're delighted to share our farm with you. Our wine farm is open year round and we proudly offer our estate wines by bottle, glass, or taste.

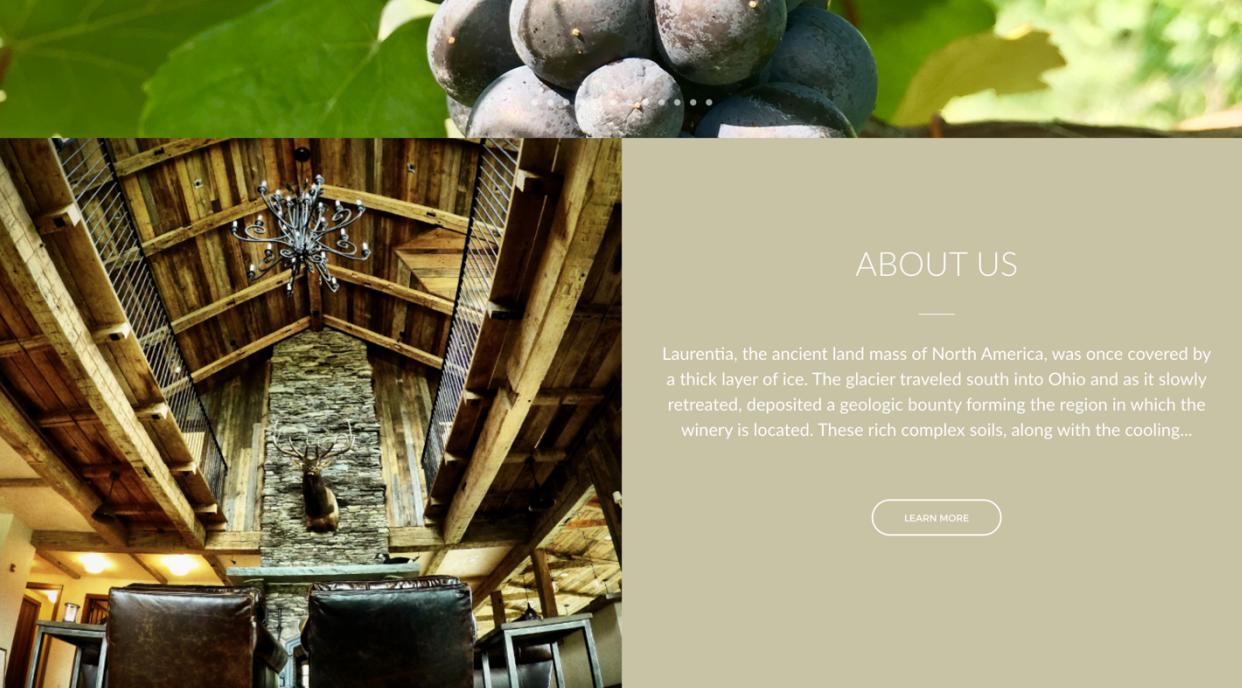
Our farm wine is always magnificent & wonderful

OPEN ALL YEAR

Closed MONDAY-TUESDAY

WEDNESDAY - THURSDAY Noon - 7:00pm

Laurentia



LAURENTIA
WINERY AND WINES

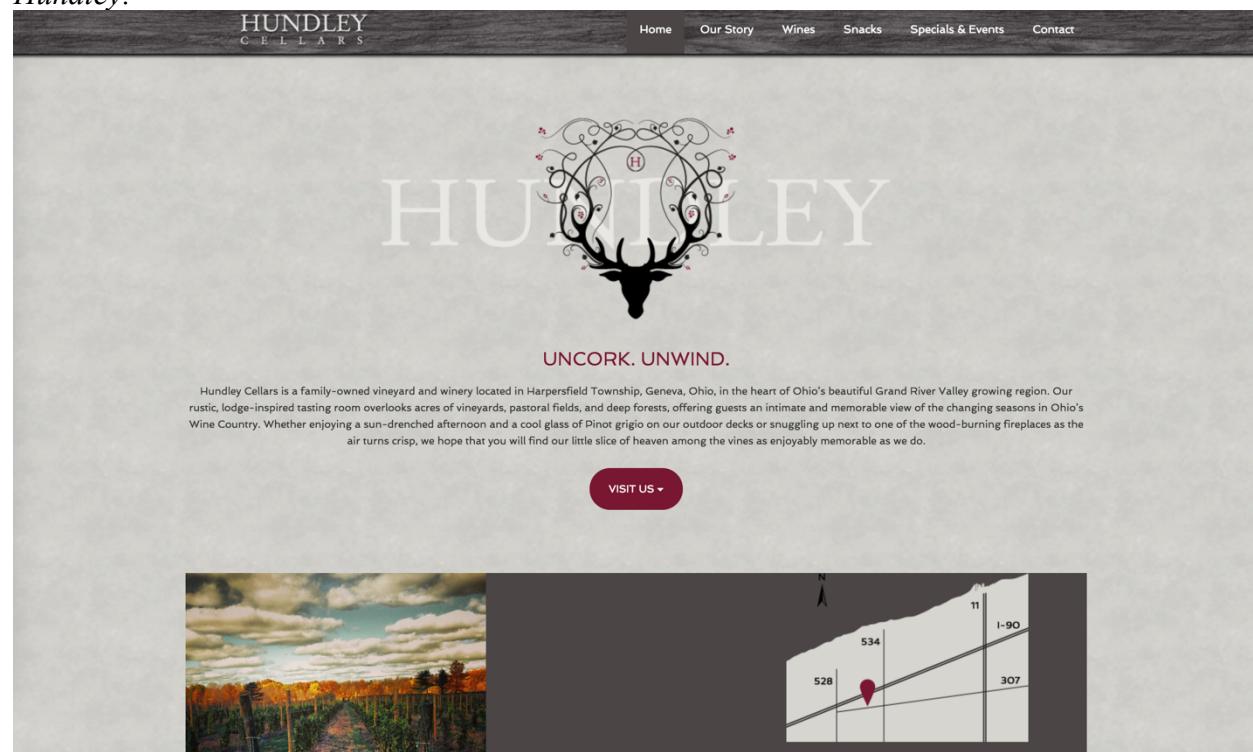
HOME ABOUT EXPERIENCE MENU SHOP CONTACT US

ABOUT US

Laurentia, the ancient land mass of North America, was once covered by a thick layer of ice. The glacier traveled south into Ohio and as it slowly retreated, deposited a geologic bounty forming the region in which the winery is located. These rich complex soils, along with the cooling...

LEARN MORE

Hundley:



HUNDLEY
CELLARS

Home Our Story Wines Snacks Specials & Events Contact

HUNDLEY

UNCORK. UNWIND.

Hundley Cellars is a family-owned vineyard and winery located in Harpersfield Township, Geneva, Ohio, in the heart of Ohio's beautiful Grand River Valley growing region. Our rustic, lodge-inspired tasting room overlooks acres of vineyards, pastoral fields, and deep forests, offering guests an intimate and memorable view of the changing seasons in Ohio's Wine Country. Whether enjoying a sun-drenched afternoon and a cool glass of Pinot grigio on our outdoor decks or snuggling up next to one of the wood-burning fireplaces as the air turns crisp, we hope that you will find our little slice of heaven among the vines as enjoyable and memorable as we do.

VISIT US ▾



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 recommendations:

- include photos of the wine bottles*
- include photos with people at the winery*
- more typographic hierarchy on each page, especially if there is a lot of text*
- images that span the entire page*
- minimal texture-if any at all- don't use it as a filler technique*
- actual calendar of events*
- use dropdowns in the primary nav*