

# Competitive Analysis:

## Quarter Up Bar Arcade

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### Summary

What you did-

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

Everything worked well. Was pretty easy to find and research what we needed. Being an arcade bar, the design will differ quite drastically from the styles researched from competitors. We will probably lean toward a fun, cartoonish, style to emphasize the arcade environment. Bright, highly saturated colors would be appropriate.

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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:*

BLU Jazz+	<a href="http://blujazzakron.com/">http://blujazzakron.com/</a>	<i>Instant brand identity/recognition, clean, modern, sleek, good color use in navigation</i>
750ml Wines Akron	<a href="http://www.750mlwines.com/">http://www.750mlwines.com/</a>	<i>Elegant, unique navigation, simple neutral colors</i>
Dante Boccuzzi Akron	<a href="https://www.danteakron.com/">https://www.danteakron.com/</a>	<i>Strong photographic imagery, smart interactive features (online reservation, google maps)</i>
Dante's Gameday Grille	<a href="https://www.dantesgamedaygrille.com/">https://www.dantesgamedaygrille.com/</a>	<i>Simple, direct and to-the-point, easy-to-read menu, Photographic background</i>
Northside Speakeasy	<a href="https://www.northsidespeakeasy.com/">https://www.northsidespeakeasy.com/</a>	<i>Responsive buttons, opacity changes when buttons scrolled over</i>

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## Navigation and Labeling

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

Home, Menu, Events, Contact, 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.):*

Logo button to home, Drop down menu, top navigation bar

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## Content and Features

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

Good music, food choices, good atmosphere and fun.

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

Food menu, events going on (booking), drinks, and good photography. Also, contact info, vip, history.

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

Arcade games that are available at the venue.

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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?:*

Consistency, dependability, fun, entertaining, an experience, exciting and unique atmosphere across all venues.

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## Design Aesthetics and Layout

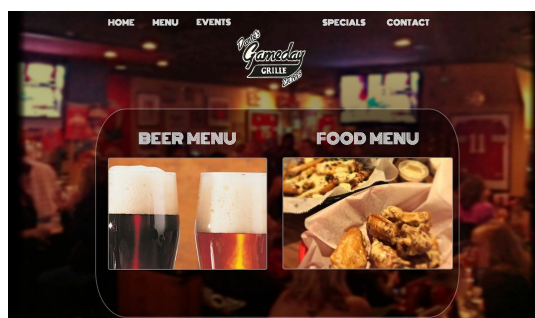
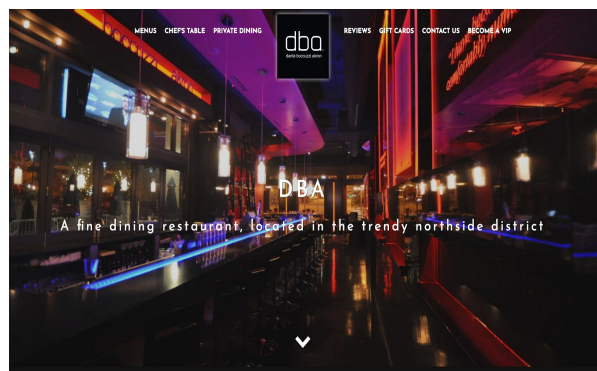
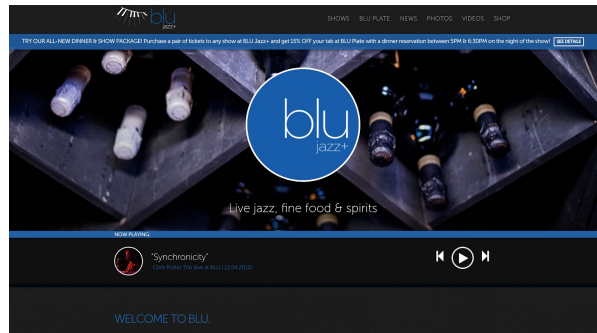
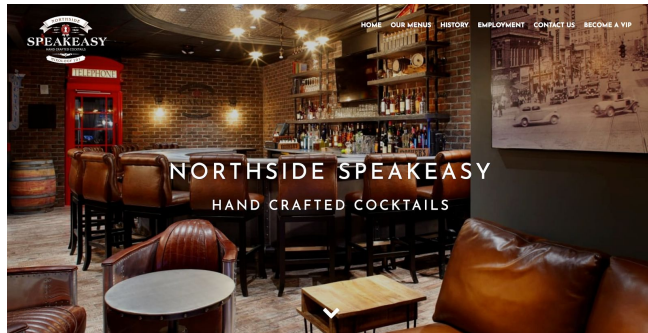
*What are common design choices across the sites (colors, typography, layout)  
How does the design contribute to the usability of the site on various devices?*

Subdued colors, refined type (clean and sleek), navigation always at the top

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

Game design patterns from vintage games like pacman. Bright colors with bold type and a clean, easy responsive layout. Bold, Primary Colors.

*Show side-by-side screenshots of each website evaluated:*



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## 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.*

1. Be bold but detailed
2. Be organized with information using hierarchy
3. Keep colors to a minimum
4. Be expressive and fun