

Competitive Analysis

Company: Pulp

Team Member: Joshua Townsend

Summary

Overview Analysis:

- The nutrition info being downloadable on the homepage and the tab is unnecessary
- Website is a wordpress site and therefore has an unnecessary login button
- Menu has all items clearly defined with ingredients
- Nutritional info is available for customers
- Locations being a tab is nice for potential customers to find a location nearby

Current navigation options:

- Home
- Smoothies & Juices
- Wraps & Salads
- Franchise
- Nutritional Info
- Locations

Analysis of scrolling/buttons/navigation:

- Site has unnecessary dropdown on the locations tab
- Site has no form of organization on menu or option to only show certain items
- Site is proper size so it does not require side scrolling to view on desktop format
- Site has buttons on the smoothies page to take you to different section of the page
- Site is not responsive and therefore is cumbersome to view on mobile

Appearance Evaluation:

- Site has outdated graphics that are unappealing to potential customers in 2018
 - Menu is split up into two pages and not organized neatly so it requires an excessive amount of scrolling
 - Viewing on a 4K monitor makes the site look terrible as it has low quality designs
 - The menu buttons are not cleanly placed on the page and therefore are less noticeable
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Competitors Evaluated

Competitor #1: Orange Julius



Competitor #2: Robeks



Competitor #3: Planet Smoothie



Navigation and Labeling

Orange Julius:



Desktop Version



MENU | LOCATE

USA English ▼

Mobile Version

Navigation Options: Home - Menu - Locations

- Website is responsive, but is similar to desktop version. Only noticeable difference is the location of the navigation buttons, which become easier to find and click on mobile.
- Site has only the necessary navigation and nothing else. Nutrition information is available on each smoothie's page.
- Site requires very limited scrolling for a clean user experience.

Robeks:



Desktop Version

HOME MENU LOCATIONS NUTRITION REW,    

FRANCHISING

ORDER ONLINE

Mobile Version

Navigation Options: Home - Menu - Locations - Rewards - Franchising - Order Online

- Website is responsive. The biggest difference is that the menu breaks in two.
- Site requires a lot of scrolling to view the menu options.
- Site has a large navigation menu.

Planet Smoothie:



Desktop Version



Mobile Version

Navigation Options: Home - Menu - Locations - EClub - About - Franchise

- Website is responsive. When viewed on mobile it simply removes the margins.
- Menu is split into a few pieces with hideable dropdown boxes for each section of the menu.

Content and Features

Notable Content:

- Orange Julius and Planet Smoothie have banners on their homepages that feature different images of current smoothies and promotions.
- Orange Julius and Robeks have easily accessible nutritional facts alongside their smoothies on the menu.
- Robeks and Planet Smoothie both have a tab for franchising as they are companies more comparable in size to Pulp. Planet Smoothie has infographics on this page and Robeks' tab directs you to another site.

- Orange Julius and Planet Smoothie both have the option to search for a location by zip code at the top of the site on any page.
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Voice and Tone

Orange Julius:

- The tone of this site is exciting and friendly. It is very warm and welcoming to visitors to encourage them to visit a physical location.

Robeks:

- The tone of this site is friendly and calm. There is not much going on in terms of wild pictures or color schemes. This simplicity is what makes it welcoming.

Planet Smoothie:

- The tone of this site inspires cheer and is bright/colorful. This brightness inspires happiness within visitors to the site.

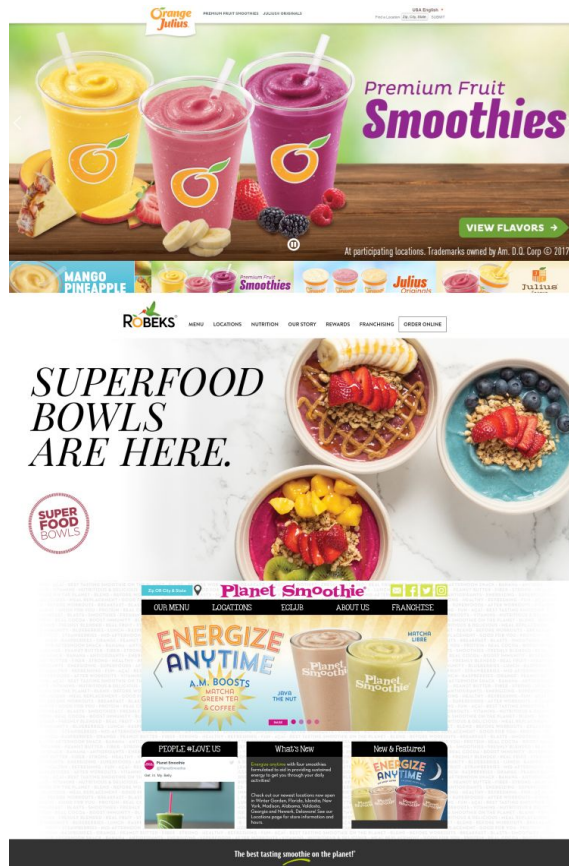
Analysis of Similarities:

All of the sites have a friendly and welcoming tone to them. This is accomplished in various ways, but mostly is through bright and warm colors.

Design Aesthetics and Layout

Analysis of design:

- All of the sites have white backgrounds which appears to be clean and draw more focus to the content on the pages
- Orange Julius and Robeks' content takes up the entire page with no margins surrounding the content
- Planet Smoothie has margins around the content, but is in box form and the entire span of content is not surrounded by a box, but floats on the background
- All of the pages promote the smoothies and foods by showing high quality pictures of the food sold at each restaurant
- The layout of all of these sites can easily be shrunk down to view on mobile devices and therefore make them more usable



Recommendations and Strategy

My recommendations:

- Incorporating a lighter theme like competitors might draw in more customers as they are more likely to visit a location that has a welcoming website
- Making the menu buttons larger and more prominent should lead to more users browsing the site
- The menu should be on one page and should involve less scrolling to get through
- The nutritional facts should be located alongside the menu items and not in a separate place

- The website should be responsive so that it is more welcoming to mobile users
- Being able to search for a nearby location from any page would be a very useful feature
- The website could use an overall graphics upgrade to make it feel less dated