Team Name: Competitive Analysis
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Summary:
Speaking responsively, we believe the sites all worked well. When the size was increased and decreased the sizing of the fonts and images were pretty well chosen. We think the use of a hamburger navigation system than a tab bar was a good idea while using a mobile device vs. a laptop or monitor as well.

Competitors Evaluated:
Hoppin' Frog Brewery: http://www.hoppinfrog.com/tasting-room
Hoppin' Frog Brewery has a simple, yet responsive website. They use a tab bar at the top of the web page to show pages such as "tasting room," "tap list", "menu", "beers", etc. They use imagery to example their brewery, beers, and food. The website information is centered throughout all of the tab pages and has padding on the left and right sides of the screen. The website uses only a couple of colors to accent the companies brand.

Ohio Brewing Company: https://www.ohiobrewing.com
The Ohio Brewing Company also has a simple, yet responsive website. Similar to Hoppin' Frog Brewery, it uses a tab bar as well. Some of the tabs include: "Home", "brews", "events", "menu", etc. The website uses a little bit of photography to show their beers. Like Hoppin' Frog, the website is centered with padding on the sides. The website only uses the logo and the color green on its pages.

ROCKMILL Brewery: http://www.rockmillbrewery.com/our-brews
The ROCKMILL Brewery has a simple, yet responsive website. Similar to the other two competitors, it uses a tab bar to navigate the website. However, ROCKMILL uses one long webpage to express its contents. When the tabs are clicked the page will move down to the specific information of that tab. The website uses photography as the backdrop for the entire site. The website is centered with padding on the sides. Photography is also used to show Instagram posts, videos and beer labels. The site uses accent colors for certain headers. As well as the other competitors, the tabs highlight when the mouse hovers over them.

HopTree Brewing: https://www.hoptreebrewing.com
HopTree Brewing has a simple, responsive website that, like ROCKMILL, uses one long webpage to express its contents. The content is organized by a tab bar that can help easily locate the most important information. The website has different backgrounds as you scroll down the site, starting with a photograph, going into a simple white background, and back into a new photograph afterwards, then into a black background. This gives the website a nice range of

Headtrip Brewery: http://headtripbrewery.com
Headtrip Brewery functioned as a simple, responsive website with multiple pages and a tab bar for navigation, just as the Ohio Brewing Company and Hoppin' Frog Brewery websites did. The major difference with the way the website functions is the website has a lot less to offer than the

rest. There are only three things in the tab bar, "home," "location & contact," and "about us," and each of these elements takes you to a different page that is short and to the point. There is no menu or other specific details on this website which would make it harder to utilize.

Navigation and Labeling:
Common terms used: Brews, Menu, Events, Contact, etc. (all located in the tab bars)

Between HopTree and HeadTrip the navigation is very different. HopTree's website navigates down through one page and the tags "home," "about us," "menu," and "beers" will take you further down the page to those specific areas, but will not take you to a new page. On Headtrip's website, the tags "home," "about us," and "location & contact" will take you to different pages within their website.

Content and Features:
Features on competitors' sites include looking at beer lists, viewing photographs, and highlighting the navigation tabs when the user hovers over them. The content that is available on the sites include what brews the competitors' offer, their hours of business, directions to the breweries, food on the menus, and specials for certain days and holidays. The one difference is that Headtrip does not contain any information on what beers they have and they note that they do not have food (but you can bring your own food), they just give you contact information and a location for their brewery, as well as give information on jobs available. Their website is not focused on what the menu it is, they just pride themselves on the unique style and expect the customers will come anyways.

Voice and Tone:
The overall tone and voice of the competitors' websites are relatively boring. They are all helpful in presenting information, but they tend to lack color and excitement. ROCKMILL Brewery has the more excitement with its use of photography and accent colors. HopTree also has exciting elements, utilizing large photography as background and changing from photo, to white background, to another background photo. HopTree does seem to lack excitement with its layout due to being a one page design though and could use some color throughout the typography for more hierarchy and aesthetic appeal.

Design Aesthetics and Layout:
The common design choices of competitors' websites are the use of accent colors, some photography, and centered designs with padding on the sides. The use of the tab navigation bars would be helpful in providing easy access to the viewers looking for information. The use of photography will also be helpful in providing visual satisfaction and excitement to the site.

**Recommendations and Strategy:**
We recommend for the client's website to contain easy navigation (ex: tab bar). We believe the tabs should include important information such as "Brews", "Events", "Hours", "Directions", "Hoppy Hour", etc. A good suggestion would be to have a centered site, meaning all of the information is contained within padding on the left and right sides. The navigation should also work in a way that it takes you to different pages, unlike the HopTree website where they forced all the information onto one webpage and used the tabs to organize it.
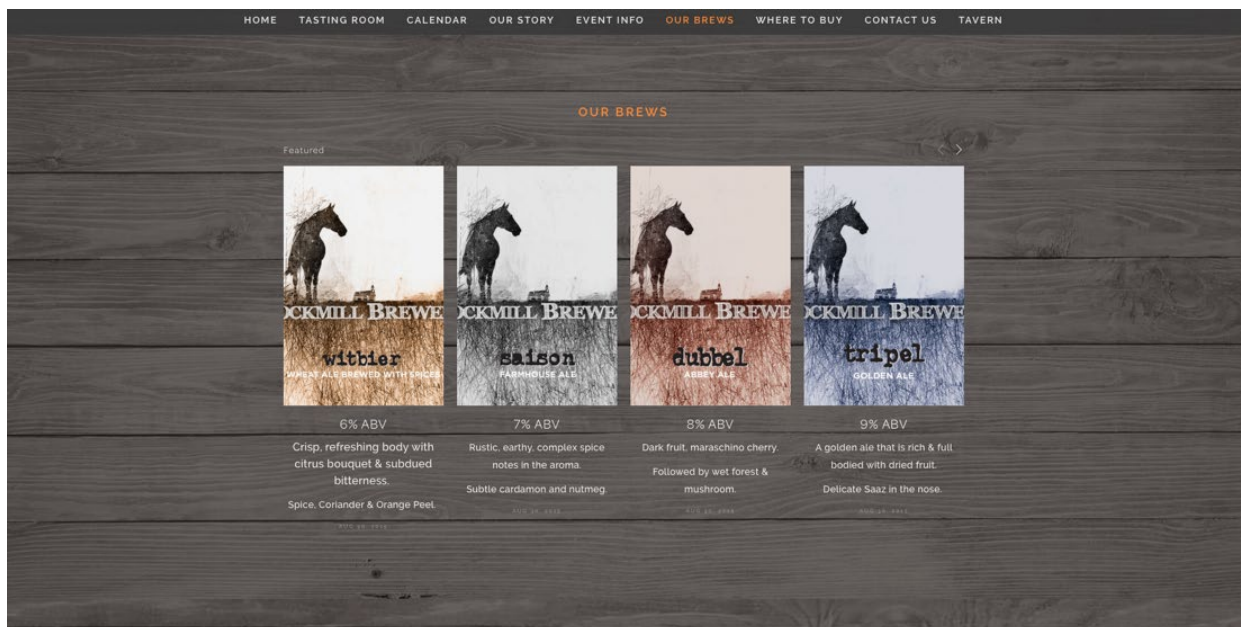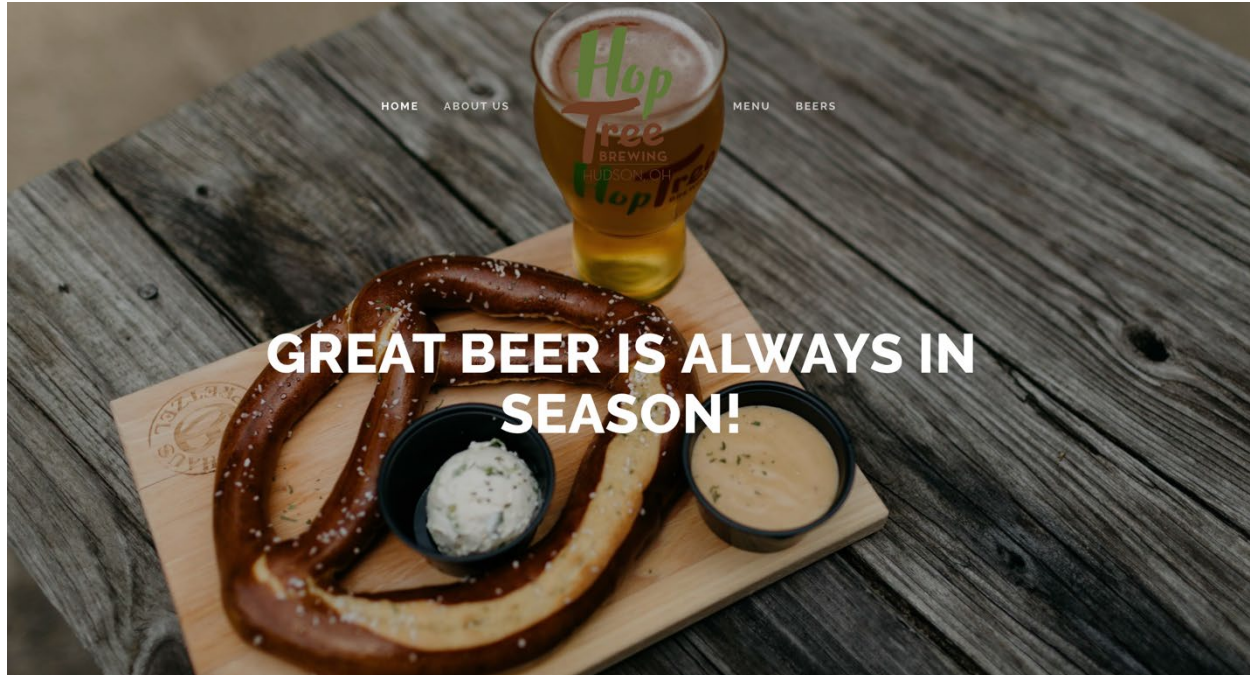
Screenshots:

Hoppin' Frog Brewery:
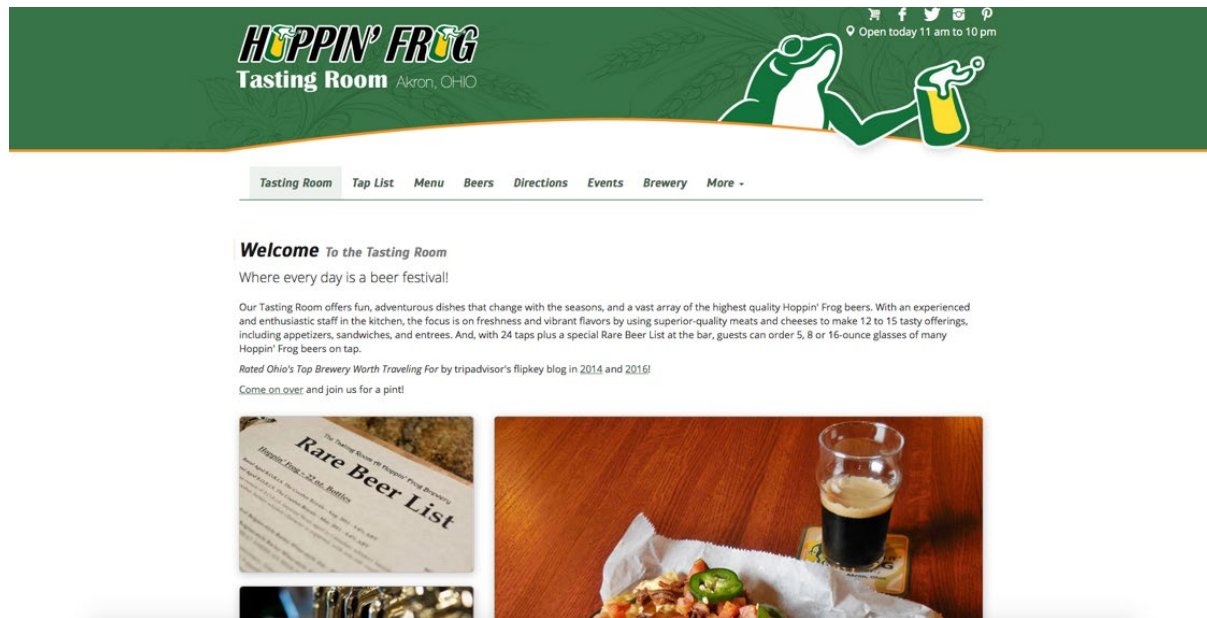
Ohio Brewing Company:
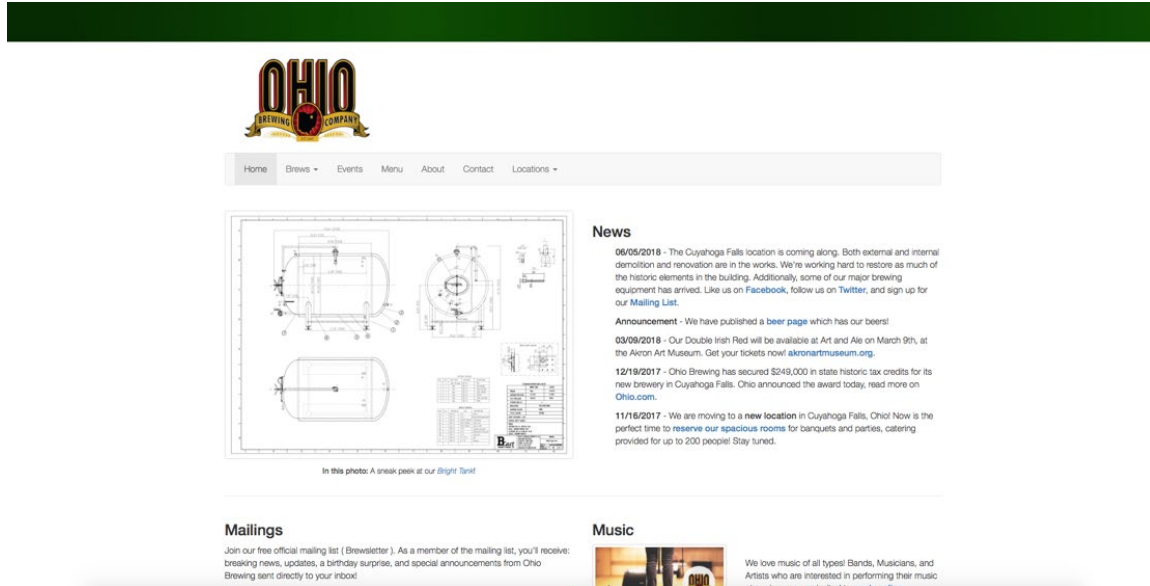
ROCKMILL Brewing:

HopTree Brewing:

Headtrip Brewery: