

Competitive Analysis Template

Team Name: Competitive Analysis

Team Members: Taylor Jones, Logan Emery

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Summary

What you did

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

One competitor site was essentially one long page that divided its content into categories, I do not think this works and believe that the content would be better separated on different pages. A few competitors had links to other sites they've created, I believe it would be better to have all the information present on one site. Clicking a link and being taken to a completely different site may confuse some consumers who are looking for information on your company. Also, I believe the companies whose "Brews" page contained both a picture of the beer as well as a description would better help the consumer to make a decision on whether or not they'd like to try that brew. One competitor had a page listing all the awards their company had received, this is a good strategy to build trust with the consumer. Lastly, every site had a page that was kept up to date, listing any upcoming events their bar was having. This is a good strategy to try to gain new customers to try your brews.

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.

Hoppin' Frog Brewery: <http://www.hoppinfrog.com> – They have two different sites available to view. When first entering you are given an option to view the tasting room site or the brewery. Both sites are responsive to varying widths. They have a calendar they keep updated, showing the different events for each week. Their beers are arranged into categories, including pictures and descriptions for each one. They also have a full page used to display any awards they have

received, a good strategy to win customer trust. Instead of showing a list of stores their brews can be found, they have a list of distributors that vary by state.

Rockmill Brewery: <http://www.rockmillbrewery.com> – This site is essentially one long page, as you scroll the content is divided into categories instead of pages. However, it is still responsive to varying screen widths. The tab “Tavern” leads to a separate site containing the menu, and other restaurant information. Also displays a calendar to advertise upcoming events. Instead of an “About” section they have a two-and-a-half-minute video explaining where they come from and how they started. Their brews section shows a picture of the logo and a very brief description rather than showing a picture of the beer itself. Lastly, they have a section labeled “Where to Buy” displaying a list of store locations their beer can be found in.

Ohio Brewing Company: <http://www.ohiobrewing.com/home.html> - Home page is very boring, there is a lot of white space, the header has no design, there are little to no pictures and the website is unfinished. The header tabs are laid out pretty well, showing the different brews they offer throughout the year, upcoming events, a basic about page and a basic contact page as well. They have their locations listed, however, both locations are currently under construction and have not opened yet.

Royal Docks Brewing Co: <http://www.royaldocksbrewing.com> – Site is responsive, however at a certain point the header overlaps with the logo making it difficult to read until the screen is either decreased or increased. Their list of brews does not include a description, simply a picture of the logo and the alcohol percentage. Their wines include a brief description, and the alcohol percentage, but no pictures. The header does not show any hover display on sub menu items. They have an events page showing upcoming events, and also have a tab that allows you to book your own events at their bar. The “Store” tab leads to another site that allows you to purchase gift cards or merchandise. About page contains a thorough description of their history, while the contact page contains only a simple contact form.

Paladin Brewing: <http://paladinbrewing.com> – Home page is very well done, showing their logo and slogan, their address, their hours, and several pictures right on the front page. Also contains a slideshow of different promotions they have currently going on, and a video about their bar. Also have links to all their social media accounts on almost every page. “About” page is well-done giving a good history of their company and their beer. Contact page contains the owner’s, the event coordinator’s, and the bar manager’s personal phone number and email address, instead of a simple contact form. Brews page gives a picture, and description of every beer they offer. Pictures of the bar show they have modeled the building to fit their “medieval” theme.

Navigation and Labeling

Common labels (terms) used to navigate the sites

Brews, Awards, Events, Directions, Contact, About, Tasting Room, Where to Buy, Menu, Shop

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

All competitor sites contain a header that shrinks to a drop-down menu after a certain width.

Content and Features

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

- Sliding photos display
- Clickable social media icons
- Continuous scroll
- Drop down boxes

What types of content is available on the sites.

Generally all include content on the different brews they offer, events, location/hours, contact, and about the company.

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

Some of the competitors lack photos that I think consumers would be interested in seeing when describing brews, the process, and what to expect the venue to look like.

Voice and Tone

What is the common “voice” of the competitors (friendly, serious, helpful, excited, boring)

The common voice of most of the competitors appears to be inviting and friendly.
The Hoppin’ Frog and *Ohio Brewery* come across as boring.

Is there consistency in voice and tone across the sites?

There is a consistency in voice across the sites for the most part, but a couple look more polished than the others.

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?

- All have menu bars across the top
- The font looks similar for the headings and body
- 3/5 use black and white with one contrasting pop of color
- The Hoppin’ Frog uses all green, yellow, and white
- The Ohio Brewery just utilizes green and white.
- Rockmill uses a continuous scroll in their layout design

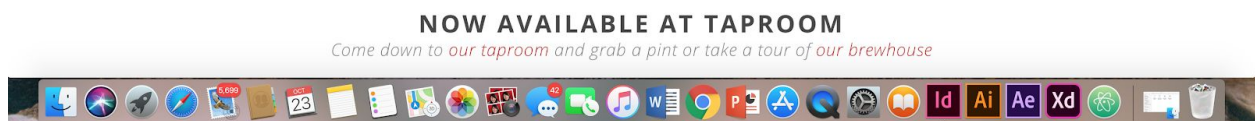
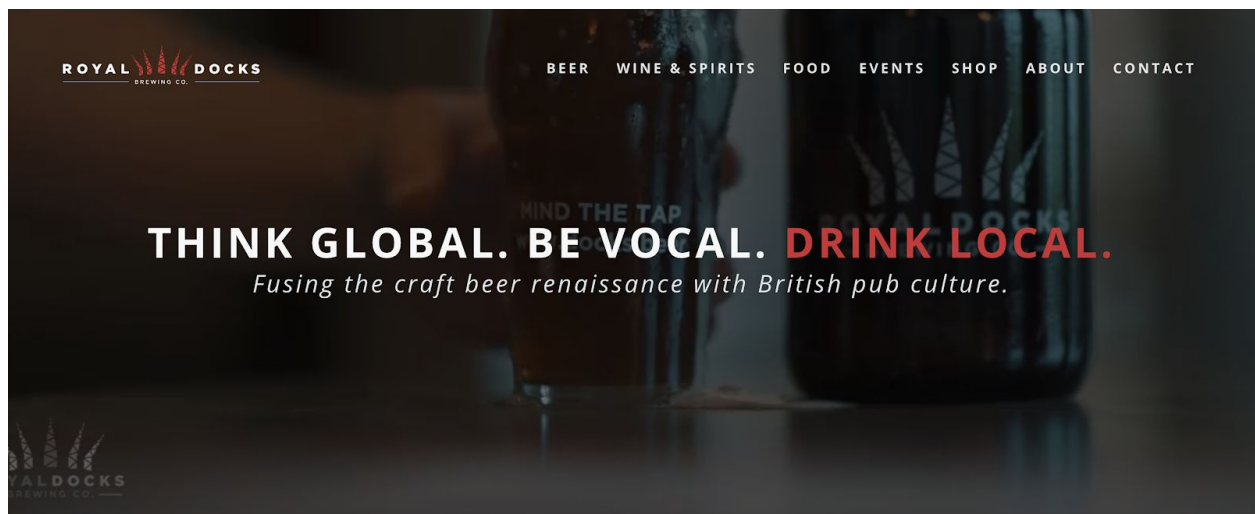
The designs are very simple, which I think contribute to the usability of the sites being easy to use for consumers. Although, I think the designs for some could improve to be more clean and interesting while maintaining good usability.

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

- Pictures next to descriptions
- Awards page
- Responsive Calendar
- Sliding photos at the header

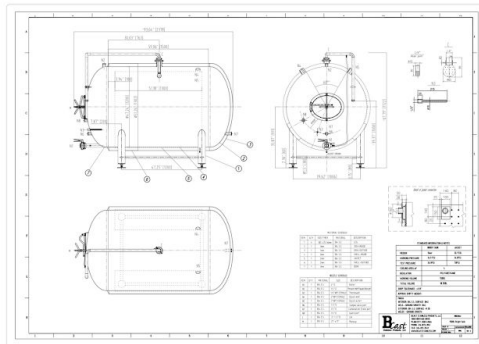
Show side-by-side screenshots of each website evaluated.







[Home](#) [Brews](#) [Events](#) [Menu](#) [About](#) [Contact](#) [Locations](#)



In this photo: A sneak peek at our Bright Tank!

News

06/05/2018 - The Cuyahoga Falls location is coming along. Both external and internal demolition and renovation are in the works. We're working hard to restore as much of the historic elements in the building. Additionally, some of our major brewing equipment has arrived. Like us on [Facebook](#), follow us on [Twitter](#), and sign up for our [Mailing List](#).

Announcement - We have published a [beer page](#) which has our beers!

03/09/2018 - Our Double Irish Red will be available at Art and Ale on March 9th, at the Akron Art Museum. Get your tickets now! [akronartmuseum.org](#)

12/19/2017 - Ohio Brewing has secured \$249,000 in state historic tax credits for its new brewery in Cuyahoga Falls. Ohio announced the award today, read more on [Ohio.com](#).

11/16/2017 - We are moving to a [new location](#) in Cuyahoga Falls, Ohio! Now is the perfect time to [reserve our spacious rooms](#) for banquets and parties, catering provided for up to 200 people! Stay tuned.

Mailings

Join our free official mailing list (Newsletter). As a member of the mailing list, you'll receive: breaking news, updates, a birthday surprise, and special announcements from Ohio Brewing.

Music



We love music of all kinds! Bands, Musicians, and

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.

In order to find the locations and hours of service easily, I suggest putting both the address and the hours in the header as your competitor *Paladin Brewing* has done. Also, in order to promote seasonal brews I suggest sorting your brews into categories, giving a picture and description for each one as your competitor *Hoppin' Frog brewery* has done. To promote your flatbreads and appetizers, it would be smart to have a separate "Menu" page on the site, listing all the food items you offer. We can create a separate "About" page for you to talk about your history and importance as a small business. To successfully promote the growler service, I suggest that there be some sort of indicator on the main page that influences the consumer to go check out the "growler service" page. I also suggest using a join mailing box that can be filled out, as shown on the competitors *Royal Docks* and *Paladin Brewing* sites. Furthermore, there should be promotion of *Hops House* social media pages to connect with the consumers in order to build upon great customer service.