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Research and Competitive Analysis (Hopps House)

Competitive Analysis:

Hoppin' Frog:

- Top navigation, separate homepage. 10 navigational options (too much). Main bar changes throughout user pathway.
- A bit disconnected between styles, strong sense of personality through the frog theme. Strong events page, makes me believe they're involved in the community.
- Inconsistent aesthetic, but functional. not beautiful.
- Switching between grids, each page is a different template. A lot of content.

Rock Mill Brewery

- Top navigation, continuous scroll.
- Not very strong sense of personality, voice is quiet, modern, serious. Short into the point. Not much content very little words. Sentences are purely informative,
- Good logo, aesthetically pleasing website and photography design but maybe generic. Offering a gallery of their brand and yet not applying the brand to the website. Photography heavy.
- Center-aligned, sticking with four column grid. Consistent.

Ohio Brewing Company

- Top navigation, comfortable amount of options.
- Tone is trying to convey and established company, nostalgic. Feels a bit like a theater. Tone is very informative
- Design is outdated And feels dark. Logo is treated as a Long bar within the page, rather than more iconic feature.
- Interactive pieces like calendars and menus are treated as PDFs inlaid in the page. No events, leads to a dead end. Very little content, Not treated or structured effectively to look like more content

Royal Docks Brewing Company

- Top navigation
- Content uses a personable, casual tone. Tone is very narrative based, continuous scroll with brakes act like chapters in the story. Pleasant experience.
- Brighter than the others, and beautiful, creating a somewhat generic but boardwalk feel.
- Center aligned and left aligned, a lot of paragraphs to read for a continuous scroll. Grid and text boxes are not utilized well.

Paladin Brewing Company

- • Top navigation, immediate access to location and hours that day.

- Mood is trying to create a very triumphant experience, because of the heroic theme, but the actual town switches between “how art thou” and the very casual voice of the founder.
- Visual language is inconsistent website feels very dark. All design choices do not match the theme of the logo of the company.
- Lack of hierarchy and no consistent grid systems. Pages are very hard to navigate.

Summary:

Common navigation: mostly located on the top of the page in a bar

Content voice and tone: serious and informative. They include a lot of information about the company brewing and what type of beers they offer. Usually visible on the home page right away.

Aesthetic: Majority is dark and either unorganized or photography heavy.

Layout: very messy/ not very organized/ have a lot of green

Content Needed For Website:

Primary:

- the craft brews offered and which ones change out seasonally
 - market new brews such as brews such as winter and fall specials
- location
- hours
- phone number
- the featured brew of the month

Secondary:

- the history of the client - how they got their name, where they are from, how they started, etc.
- calendar or times of happy hours and tasting events
- a menu of food items/appetizers
- social media links

Tertiary:

- the importance as a small business in the community
- what makes them a fun atmosphere
- information about the growler service

Pages:

Home

- about, history
- hours/location/phone number

Beers:

- seasonal beers
- beer of the month
- all beer options
- about craft beer

- Growler

Events:

- happy hour times
- tastings
- calendar

Food:

- appetizers
- menu

Bottom nav:

growler?

Contact:

- email
- location
- careers
- social media
- map