

AROMA Coffee and Tea Competitor Analysis

Derek Lawrence
Grant Wang
Responsive Web Design

Competitor Analysis

Impero Coffee Roasters

<http://www.imperocoffee.com>

- Fixed width website
- Market
 - Web is focused on selling bags of coffee beans and supplies
 - As opposed to single cup coffee
 - Bulk buying options/discounts
 - Service and repair of brewers, grinders, espresso machines, etc...
 - Advertise quality over price
- Usability
 - Not sure where to go from the "Home Page" of the website
 - Unappealing initial loading screen
- Aesthetics
 - Unimpressive Imagery
 - Dated layout with overbearing background texture
- "From the farm to the cup"
 - Complete visibility of products and process
 - Brings a sense of honesty and unique product
- 3rd Wave Coffee
 - "like craft beers or artisan cheese: sustainable farming, careful roasting, coffee often brewed one cup at a time on demand, generally lighter roasting(letting the true variation in flavors come through) brewed in Chemex's, pour overs or French presses"
 - Starbucks is considered 2nd Wave
- Does not contribute to an in-store experience

Mission Coffee Co.

<http://missioncoffeeco.com>

- Responsive website
- Aesthetics
 - High quality, appetizing imagery
- Usability
 - Hours are very accessible
 - First visible button on home page
 - Overly simplified
 - Minimal information
 - Hours
 - Email for wholesale inquiries
 - Fairly pointless copy
 - Social media links
 - Expected a fuller experience

Starbucks

<http://www.starbucks.com>

- Responsive web design
- Aesthetics
 - Appealing imagery
 - Home page advertises product well, with simple and concise information

- Also includes ethical stories of how Starbucks interacts and supports the community
 - Clean look, reflects the brand well
- Usability
 - Home page has a nice scrolling length, balancing information, imagery, and interaction nicely
 - Expansive information
 - Drink breakdowns
 - Ethical stories
 - "Responsibility" tab
 - Breaks down their interaction with the environment, communities, and clubs
 - Solidifies their brand image as the "good guys," despite being an express service company
 - Leaves a large carbon footprint
 - Card/membership information
 - Nutrition
 - Gifts
 - Blog
 - Shopping
 - "Career Center"
 - "For Business"
 - Not easy to find store hours
 - Home page involves simplicity and advertising
 - Many additional in-depth pages digging into their background, products, how-to's at home, and more in the menu
 - Possibly over-expansive menu bar
 - However, information distributes well with subheadings to guide the eye quickly

Top Goals For the Website, As Determined by Research

The website should be intuitive and natural for the visitor to follow. The layout should be simple, and aim for features even more appealing than those of existing brands. Analysis of other sites show that existing brands aim for simplicity, exuding a sense of comfort and upscale.

List of the content that is needed for the website, organized under sections (not necessarily separate pages, although they could be). This is the start of your navigation.

- *Header:* Contains menu, search bar, about information, logo, name, possibly slogan
- *Footer:* Contains employment information, location, contact info, shopping, menu
- *Splash/main page:* News updates, specials, images (particularly photographs). Should be most attractive
- *Menu:* drinks, food items, promotional, deliverables, reservations
- *About:* Location, mission, contact information, staff, policies, social media links

List of the types of templates/layouts that you may need, based on this content. For example, a home page, contact page, products page, and calendar page. Not every page has its own template, for example the individual products pages all use the same basic template.

- Header
- Footer
- Splash/main page
- Menu
- Deliverables
- About

List a short analysis of the most common themes you notice from competitive websites, including common navigation, content voice and tone, design aesthetic and layout. You might note what is most common across all of the sites, and what is different across the sites.

The three shops we looked at strove for a similar aesthetic feel: simple, comforting, and high class yet homely, with simple layout and navigation. Colors included browns, greens, deeper reds, and some other earthy colors. The content voice was one of assured friendliness and helpfulness, reflective of how a good barista might interact with a customer. Content was written in an astute tone.