

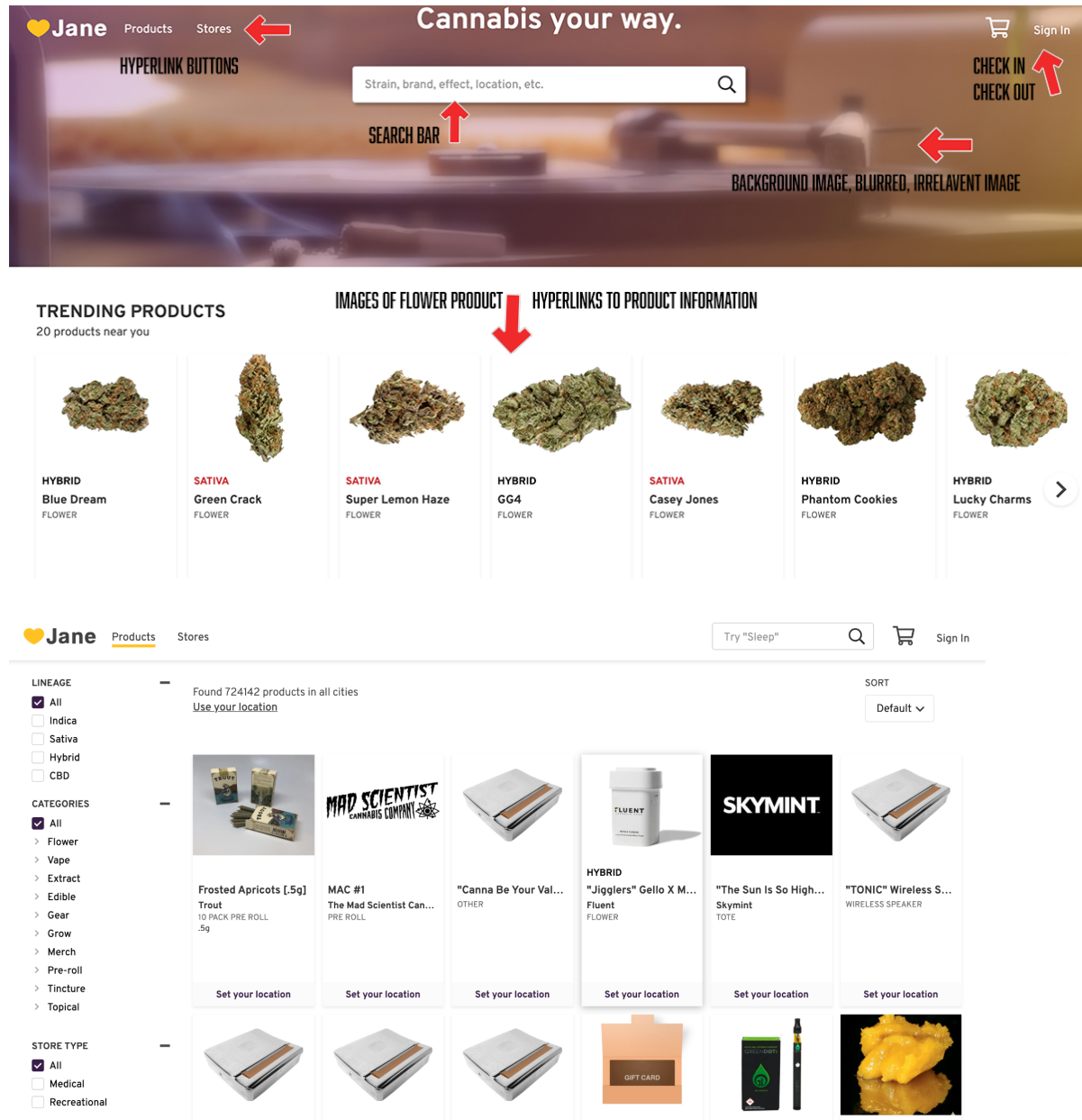
Leafy

The screenshot shows the Leafly website interface with several red arrows highlighting key features:

- Navigation Bar:** Includes "MORE LINKS FOR MORE SELECTION" (pointing to a menu icon), "Leafly" logo, "advertise on Leafly", a search bar with "Stores, strains, products" (labeled "SEARCH BAR"), a location dropdown for "Ardmore, PA" (labeled "LOCATION"), and a "CHECK OUT" button.
- Hero Section:** Features the headline "Weed is (almost) everywhere" (labeled "QUOTES"), a "look at these strains" button (labeled "Search Bar/Index"), and a background image of cannabis buds (labeled "IMAGERY FOR BACKGROUND USE").
- Local dispensaries:** A section titled "Local dispensaries" with the subtext "Order online from our sponsored partners." It displays four dispensary cards: "Harvest HOC - Reading", "Cure Pennsylvania - Phoenixville", "BEYOND / HELLO - West Chester", and "Harvest HOC - Reading (Lancaster)". Each card shows a rating, hours, and distance. A "See all dispensaries" link is at the top right of this section.
- Product Categories:** A horizontal row of icons representing different cannabis products: Flower, Edibles, Concentrates, Vapes, Pre-rolls, Tinctures, Baked Goods, and Accessories.
- Shop dispensaries near you:** A section titled "Shop dispensaries near you" showing a grid of dispensary cards for "TerraVida Holdings" and "Braystone Shops" in various locations.
- Promotional Banner:** A banner for "17 deals & promos just for you in Ardmore, PA" with a "35% off" discount on a cannabis product.
- Cannabis brands we stand by:** A section titled "Cannabis brands we stand by" featuring logos for 3CHI, Homegrown Cannabis Co., ZIG-ZAG, and PAX.

Leafly's website allows you to browse all types of cannabis education or place online orders. They use a lot of hyperlinks that allow you to access every aspect of the website for an open experience. You decide where you would like to go within this site from either reading about dispensaries located close near you or researching ratios of strains and products for specific alignments. Users can write about any product by which they choose, allowing the build of a community. Interactive responses make room for conversation between all types of people. This website is a little bit harder to navigate if you are a novice.

IheartJane



iHeartJane's website is very simplistic on the service but once you go into the categories every item is listed from across the country. Jane does contain some cannabis information but is more so caterted towards the sales of cannabis. I appreciate the abundance of products listed on the website but it does feel overwhelming. Making procuts harder to choose from on top of the lack of information per product.

WeedMaps

The screenshot shows the WeedMaps website homepage. At the top, a navigation bar includes a search bar with the text "SEARCH" and "Products, retail brands, and more", a location dropdown set to "Bala-Cynwyd, PA", and user options for "Log in" and "Sign up". Below the navigation bar, a horizontal menu lists categories: "Dispensaries", "Deliveries", "Maps", "Brands", "Products", "Deals", "Learn", and "Strains". A large orange banner in the center features the text "Find local deals, products, and reviews", "Keep up with cannabis", and a "Download the app" button. To the right of the banner is a circular graphic showing a hand holding a smartphone displaying the app interface. Below the banner, a section titled "HYPERLINKS TO BRANDS" displays "Featured brands" including RYTHM, gLeaf Medical Cannabis, Remedi, RESERVE BY CIESCO, and DOGWALKERS CANNABIS PRE-ROLLS 2016 TRADEMARK. Further down, there are sections for "Top reported effects" (Relaxed, Happy, Hungry) and "Top reported flavors" (Sweet, Vanilla, Berry). A "Learn" section is also visible, with a search bar and a list of topics: CBD, Products, Body, Plant, History, Dictionary, and Laws.

SEARCH Products, retail brands, and more Bala-Cynwyd, PA

Log in Sign up

Dispensaries Deliveries Maps Brands Products Deals ^{NEW} Learn Strains

CATEGORIES

USER/ACCOUNT EXPERIENCE

Find local deals, products, and reviews

Keep up with cannabis

Download the app

HYPERLINKS TO BRANDS

Featured brands View all >

RYTHM

gLeaf Medical Cannabis

Remedi

RESERVE BY CIESCO

DOGWALKERS CANNABIS PRE-ROLLS 2016 TRADEMARK

Top reported effects

Relaxed Happy Hungry

How does this strain make you feel?

Top reported flavors

Sweet Vanilla Berry

What does this strain taste like?

What would you like to learn about?

Welcome to **Learn**, your guide to understanding the essential topics and laws relating to cannabis. We created Learn to offer reliable educational resources for novice and connoisseur consumers alike. Like the plant we know and love, this section will grow, so stay tuned for updates.

WHAT WOULD YOU LIKE TO LEARN ABOUT?

CBD Products Body Plant History Dictionary Laws

WeedMaps covers a full spectrum of options and education on their website. There's a sense of a fuller experience when you're on WeedMaps mostly because it combines elements of Leafly for its cannabis research and brand reach and Jane for its online ordering access and options.

Xavier Seay

Professor Mujtaba Talebi

IMM 200

26 September 2021

Competitor Analysis

1. Top Three Competitors: *Leafly*, *iHeartJane*, *SeedBank*

Leafly (<https://www.leafly.com/>) is a well-known website that prides themselves as the “world’s most trusted destination to discover cannabis products” (*Leafly*). Garnering over 125 million visitors annually, *Leafly* would be a direct competitor to my platform, [INSERT NAME HERE IF YOU THINK OF ONE]. On their website, users can enjoy browsing through their database of over 5,000 strains and 11,000 articles and educational materials. Users can also shop for cannabis products directly through their website, due to *Leafly*’s multitude of brand partnerships. Furthermore, *Leafly* fosters a community by allowing users to create an account and leave comments under different strains, adding another level of feedback.

iHeartJane (<https://www.iheartjane.com/>) (commonly referred to as “Jane”) is a popular website among cannabis dispensaries and related businesses for the use of sales. In the state of Pennsylvania, dispensaries use *Jane* use for online ordering and online menu usage. There are educational materials on *Jane*, but nowhere near the amount *Leafly* covers. This is a big competitor, but only when it comes to product sales. Besides online ordering, the site is pretty limited when it comes to other options. There aren’t many unique elements on *Jane* besides the store locator, which I feel is a setback for their site.

WeedMaps (<https://weedmaps.com/>) first gained notoriety for its ability to help consumers safely and easily find medical cannabis products near them. While the site contains

a great deal of educational information, it differs from *Leafly* in that the company has honed in on innovating the technology side of the industry (*WeedMaps*). Not only does *WeedMaps* still serve as a product locator for consumers, but many dispensaries have implemented *WeedMaps* technology to develop their storefront pages on their website. Through their *WeedMaps*-based storefronts, dispensaries are able to brand their pages and take online pick-up orders from consumers before they even walk through the door. Additionally, many dispensaries have *iPads* at their counters where users can scroll through their *WeedMaps*-based storefront and select products from off the menu in store.

2. Content & Navigation

Leafly has a very well written and organized space for navigation, which makes it easier to access. Seeing all of the content at once does leave it a bit overwhelming for the user, which can make it harder to navigate. *Leafly* has numerous resources for research, which encourages further user engagement with the site. Compared to my other competitors, *Leafly* is more informed and is the most used website for cannabis related usage (*Leafly*). *Leafly* has the most brand coverage when it comes to sharing information on specific brands and about themselves.

iHeartJane has a basic, simplistic navigation style, which makes it easier to read over and not get distracted. *Jane* does cover a large variety of strains and products in their catalog, but doesn't delve into the specifics about what each product is or how to use it. Their navigation offers suggestions as the user is searching, and upon searching, the user can further narrow down the results with additional categories on the left sidebar. Yet, their content is somewhat lacking — particularly in terms of educational content. Additionally, the user relies *heavily* on user-provided information. Unless a strain has been reviewed by other users on the site, little to no information at all is available for how the product feels or what symptoms it might alleviate.

WeedMaps offers both product locating capabilities and educational content on their website. When finding a specific product on *WeedMaps*, it offers detailed paragraphs about the strain and depicts the strain's effects and flavor through simple, colorful icons. *WeedMaps* also

offers “growing information” about the strain. In terms of educational content, *WeedMaps* has an entire center on their site dedicated to learning more about medical cannabis as a whole. The “Learn” page on the site allows users to find articles through the search bar or by selecting a specific category.

3. Aesthetics & Style

Leafly has a refreshing, earthy style that doesn't shy away from what it represents. The color scheme is easy on the eyes, the patterns are spread out (which prevents the site from looking too busy), and the categories are well maintained. Their typeface is very sleek and modern, and their aesthetic is very consistent throughout their site.

iHeartJane has a very simple, wide, muted green and muted yellow color palette. There isn't much that defines the aesthetic of *iHeartJane* other than its basic color scheme, though. Their “style” is driven by the plain, stock images of products in their catalog. Frankly, any other website could put their logo atop, and it would be indistinguishable from *Jane*. Nothing about the site, or their heart-shaped logo is unique.

WeedMaps has a clean, modern aesthetic driven by their colorful graphics and signature teal branding. Although many of their graphics look like stock images, they all retain the same saturated style. Their “smile” logo feels like a direct rip-off of *Amazon*, though. Perhaps indirectly suggesting they're the “*Amazon* of weed,” though.

4. Heuristic Analysis

From a heuristic standpoint, *Leafly* offers many different ways for users to engage with the platform. While it may feel like information overload, each of the interactions are well-illustrated and easy to find. For example, the search bar is on the header of the homepage and each of the subpages. It's also very *obvious* that it's a search bar, and contains placeholder text with search suggestions. *Leafly* also highlights key pages within the site on the subheader,

with hyperlinks to their “Dispensaries,” “Deals,” “Strains,” “Products,” “CBD,” “Cannabis Products,” and “Social Impact 101” pages.

For cannabis consumers and medical patients, the site is easy to navigate and engage with. The catalog of products is the heart of *iHeartJane*, and there isn’t much else to explore on the site. It’s quite easy for users to browse the catalog and sort through various products — they can even sort by products based on whether they’re available at a location near them.

Of all three competitors, *WeedMaps* is the most user-friendly platform. On the home page, the user is greeted by a large, scrollable banner with a search bar up top and multiple key links above and below the search bar. Their top brands are listed on the home page just below the banner in a smooth, square grid. Although the links surrounding the search bar could benefit from a larger typeface, the flow of interaction throughout the site makes sense.

5. UI Animations

Leafly contains a lot of imagery and graphics to hook viewers into viewing their website. Various pages, brands, and products are highlighted within sleek rectangles that cast a subtle drop shadow. However, the website feels very flat. There are GIFs and videos embedded within the website, but the HTML site elements themselves do not move. None of the rectangles or links hover or magnify upon scrolling over them. This is likely to prevent the website from feeling too claustrophobic, though it does feel a bit dull without having these UI animations.

iHeartJane makes great use of UI animations. Upon hovering over any of the boxes on their site, a drop shadow fades in quickly and fluidly around the box. Similarly, when you’re hovering over the characteristics of certain strains the outline fades from a light gray color to a purple shade. However, it’s important to note the strain characteristics won’t appear at the bottom unless the strain has been reviewed by other users on the site.

WeedMaps has very minimal animations. The banner on the homepage is interactive and scrolls with various images, and certain links abruptly change from grey to blue when you

hover over them, but there aren't any noteworthy animated elements to be found elsewhere on the site. Nevertheless, the few UI animations on *WeedMaps* do enhance the user's browsing experience.

6. Top Competitor Scores

| Sections | Leafly | iHeartJane | WeedMaps |
|----------------------|--------|------------|----------|
| Content & Navigation | 7 | 3 | 7 |
| Aesthetics & Style | 6 | 2 | 8 |
| Heuristic Analysis | 8 | 4 | 6 |
| UI Animation | 1 | 5 | 4 |
| Total | 6.2 | 3.5 | 7 |

7. Conclusion

WeedMaps had the best overall score giving it the superior title of dominating the cannabis market. This makes WeedMaps my number one competitor when trying to make this website. I will renovate fresh ideas based on all three sites as an analysis to see which pros and cons weigh the most.

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