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RWD - Competitive Analysis

Overview

Starbucks and Impero Coffee Roasters both have online store/shopping options, while Short-North Coffee House and Mission Coffee Co. do not. Every competitor has a “home-page” where they introduce themselves to the user. Each of our four competitors have different page names, and page options than each other.

Starbucks and Mission Coffee Co. have a few tab/different page options that are well thought out/organized. Short-North Coffee House and Impero Coffee Roasters have too many tab/different page options that are not very well thought out/organized. The fewer tab/page options, the easier and more enjoyable it is to effectively navigate the website. Photography is very important in showcasing the coffees, pastries, and decor of the coffee shop. Short-North Coffee House and Impero Coffee Roasters have a poor brand identity of design in terms of incorporating imagery and colors while Starbucks and Mission Coffee Co. clearly have very well crafted brand identity and website design. Making the AROMA website as aesthetically appealing as possible is critical, with a focus on high quality photographs of our food, coffees, and store decor. It is a good idea to organize our content as best as possible and make it very clear for our users when they are looking for specific information. I think using imagery as a primary and typographic information as a secondary in our style would be effective in gaining our users’ favor. I really enjoy the functionality of the Mission Coffee Co. website, it is easy to use, feels organized, and it is intriguing to the eye because of the strong brand identity and imagery.

1. What are your top goals as a business this year?

- Increased coffee sales, especially the new “pour-over coffees” and “iced cold brews”.
- Increase walk-in traffic and customer engagement.
- Increase sales of supplemental goods
- Bring awareness to the new store location in Columbus.

- According to the client: highlight events, make easily accessible directions or map, outline different processes over coffee brewing available, advertise pastries and whole-bean, increase walk-in traffic

2. What would you like the website to be able to do for your users?

- Make sure that customers know our opening and closing times - this is very important*
- Get customers to see special upcoming events
- Communicate why buying local and direct-trade is a good thing
- Allow customers to find our location easily
- Allow customers to see the types of coffee we serve, and communicate the stories behind the origin of those coffees

3. Who are some of your top competitors?

- Backroom Coffee Roasters: <http://www.imperocoffee.com>
- Mission Coffee Co: <http://missioncoffeeco.com>
- Short North Coffee House: <http://shortnorthcoffeehouse.com>
- Starbucks: <http://www.starbucks.com>

4. If you could use a few adjectives to describe your company and desired website, what would they be?

- Inviting Atmosphere
- A Place for Friends
- Locally-Sourced
- High Quality

- Authentic

Content that is needed for the website

+ Types of templates/layouts that we may need

- Home page,
- “Menu” page (of sorts) that lists the coffees that are available as well as the pastry/delectables for sale.
- About Us page that talks about the business and buying local/direct-trade coffee
- Visit Us page that gives location addresses, phone numbers, google map links, etc.
- Events page that focuses on upcoming events to get customers involved
 - Home page:
 - Logo and branding, store hours, "About Us" (including info on direct-trade and local coffee), some photos of the location, click-through address, social media links
 - Template pages for special events
 - Menu page: (ABILITY TO SHOP FROM MENU??)
 - Drink menu, with photos
 - Pastry menu, with photos
 - Whole-bean options, with photos
 - Template page for each product on the menu
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 - Specialty Coffees
 - Pour-over, cold brew, nitro, etc., with visuals (potentially video)
 - Template page for each variety
 - Map/Directions

- Google map with both locations pinned, maybe walking or biking directions from big, nearby Columbus spots (e.g., stadiums, OSU campus, concert venues, etc.)