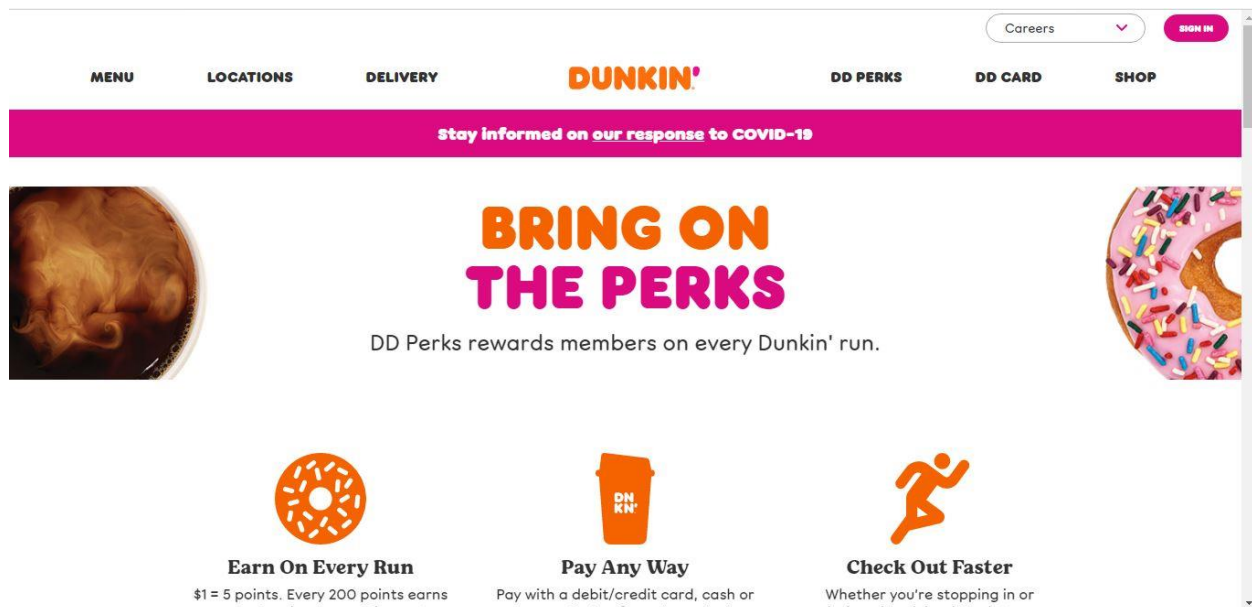


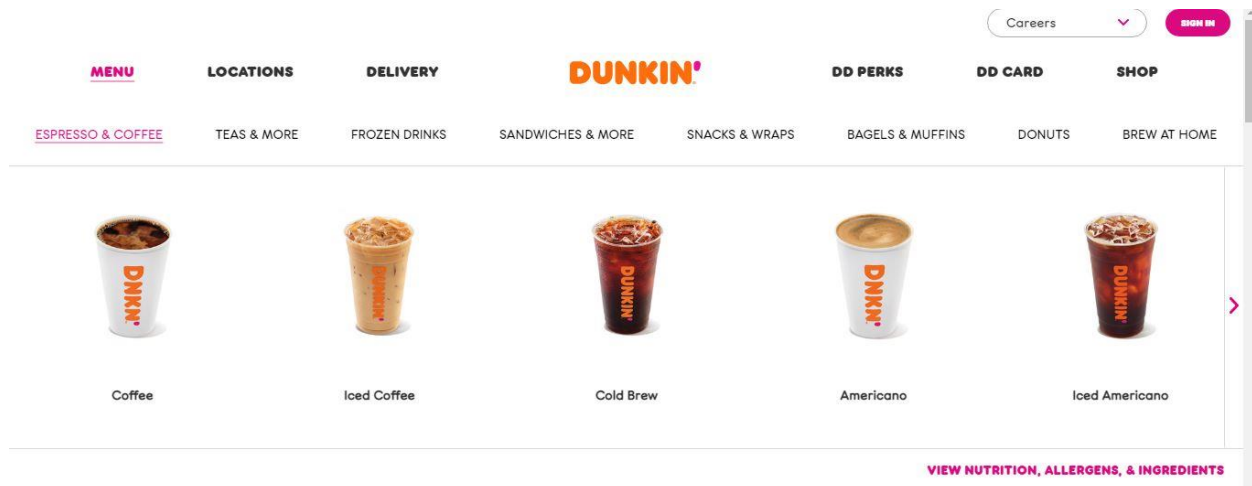
IMM 200- Competitor Analysis

Website: Dunkin Donuts

Website URL: [Dunkin'® | America's Favorite Coffee, Espresso and Donuts \(dunkindonuts.com\)](https://dunkindonuts.com)

Indirect competitor because not everyone has the same taste when it comes to types of coffee drinks. Not everyone likes just one place, some people might like going to Dunkin Donuts while at the same time others might prefer Starbucks instead.





You first click on their menu tab on the homepage. Then the menu appears as a bar across the screen. Then from there you can choose what you would like to eat or drink using the tabs across the top of the menu bar. The best menu because you have access right to all their items as a bar going across the screen instead of having to scroll down on a page to see all the items on the menu.



I do like how the color and imagery are used really well throughout the site and does really help reinforce their brand. The images really do tie together with the color scheme of the site. Almost all of their items on their menu have the Dunkin logo.

Dunkin has UI animation by using a tapbar interaction. I think it is valuable for the site because more people will want to visit the site. Also, the way Dunkin has their menu set up, more people will want to stay on the site and even maybe order something to drink or eat. Unlike Starbucks, where you would have to scroll down on the site to see the whole menu.

Website 2: Starbucks

Website URL: [Starbucks Coffee Company](https://www.starbucks.com)

Indirect competitor because not everyone has the same taste when it comes to types of coffee drinks. Not everyone likes just one place, some people might like going to Starbucks to get coffee while at the same time others might prefer McDonald's coffee instead.



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Drinks

[Hot Coffees](#)

[Hot Teas](#)

[Hot Drinks](#)

[Frappuccino®
Blended Beverages](#)

[Cold Coffees](#)

[Iced Teas](#)

[Cold Drinks](#)

Food

Menu

Drinks



Hot Coffees



Hot Teas



Hot Drinks



Frappuccino® Blended
Beverages

Starbucks has the worst menu of the three because in order to access all of the items to see what is on their menu you have to scroll down on the page. To access their menu, you have to click on the menu tab at the top of their site. Then the menu shows up as a list on the left side of the screen with to the right photos of items in only the first category. In order to access the rest of the items in each category you have to scroll down on the page.



I do like how the color and imagery are used really well throughout the site and does really help reinforce their brand. The images really do tie together with the color scheme of the site. Almost all of their items on their menu have the Starbucks logo and or company colors.

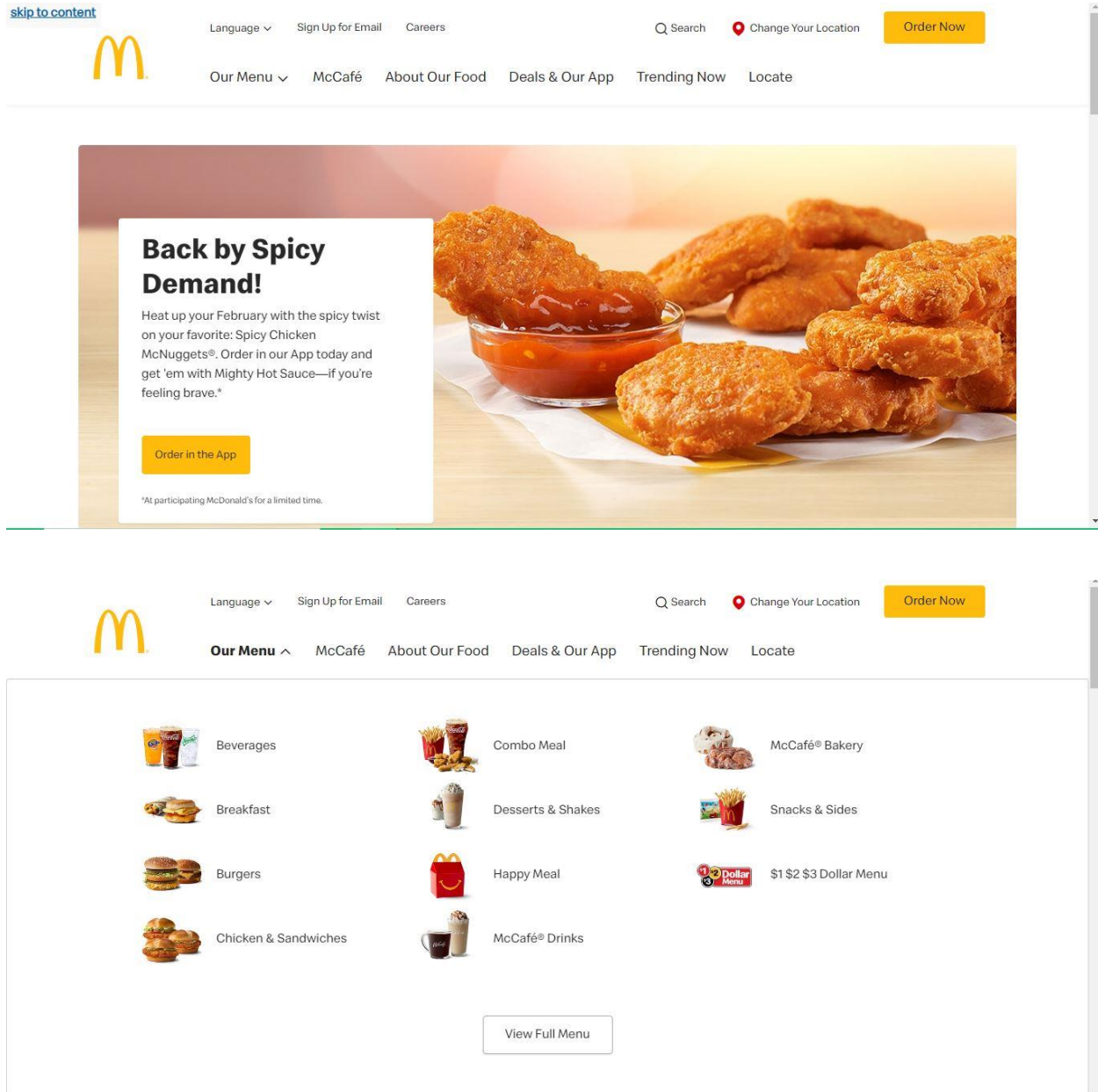
Starbucks uses UI animations by using a restaurant menu. I do think it is somewhere in the middle for their site.

Website 3: McDonald's

Website URL: [McDonald's: Burgers, Fries & More. Quality Ingredients.](#)

Indirect competitor because not everyone has the same taste when it comes to types of coffee drinks. Not everyone likes just one place, some people might like going to McDonald's to get coffee while at the same time

others might prefer Dunkin Donuts or Wawa coffee instead.



McDonald's has the second-best menu of the three websites because they give you a drop down menu of some of their items. I like that because I can at least get an idea of most of the items they have. To access their

menu, you must click on the menu tab at the top of their site. Then the menu shows up as a list on the left side of the screen with to the right photos of items in only the first



category. In order, to access the rest of the items in each category you must scroll down on the page.

I do like how the color and imagery are used really well throughout the site and does really help reinforce their brand. The images really do tie together with the color scheme of the site. Almost all of their items on their menu have the McDonald's logo and or company colors.

McDonald's uses UI animations by using a restaurant menu. I do think it is somewhere in the middle for their site.

Heuristics:

Visibility of system status

flexibility and efficiency of use

Aesthetic and minimalist design

All three of the competitors have all three of the heuristics on their sites. All three of the sites have minimalist design. Also, the Dunkin donuts and McDonald's sites have a flexible and efficient use while the Starbucks site does not.

	Dunkin Donuts	Starbucks	McDonald's
Content & Navigation	4	2	2
Aesthetics & style	8	5	4
Heuristic Analysis	2	2	2
UI Animation	4	4	4
	1.7	1.2	1