

Todd Thompson
Aroma Coffee + Tea
Research and Competitive Analysis

Competitors

Starbucks

<http://www.starbucks.com/>

The Arbor Lodge

<http://thearborlodge.com/>

Tree City Coffee

<http://www.rootedinkent.com/>

Cathedral Coffee

<http://www.cathedralcoffee.com/>

Common Navigation

A simple landing page is consistent between all three websites

A simple page that outlines the objective of the shop and an undetailed list of the things they serve

Another commonality is the use of a map diagram, a way of showing the customer exactly where the coffee shop is and places to park

Something that was surprisingly uncommon was a menu. Seems like the coffee shops assume you know what they offer, but I still think it is important to lay out things like, specific pastries, local teas, coffee types and prices.

One of the coffee shops offered a page on “Press” to outline all of the times they had been published in different magazines/blogs/newspapers and to give the viewer an idea of what people are saying.

Content voice and tone

Across the board the coffee shops offered inviting, simple and somewhat elegant content. Depending on the formality of the coffee shop, if it's a laid back college place, they seemed to use more of an approachable and simple style.

Design Aesthetic

Everything was simple and clean. Typically, the colors were warm and earthy.

Layout

Again simple and easily navigated. Generally a landing page with everything you want to know right off the bat and then you could click further to find more details.

Top goals:

Finding the coffee shop.

Express whether your coffee shop is fair trade or uses locally sourced ingredients.

What do we offer as far as goods.

Is this a place I could come to and do homework?

Or more of a place to socialize?

What is the atmosphere like?
Who are the employees?

Content:

Location
Menu
Mission
Atmosphere

Templates:

Simple, to the point landing page
Menu Page
Contact Page
And a calendar page if I have an event space

Home Pages, Event pages and Mission Pages were common. Location was very easily attained. The content voice and tone generally was inviting and playful while maintaining a sense of formality. Keep things warm, to express the atmosphere of the space. Unlike the examples I saw, use a detailed menu. And commonly, lay out specifics about your coffee roasting and where you source your teas and coffees.