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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.