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 bad 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.