

AROMA Coffee & Tea

Research and Competitive Analysis

Competitors

1. Impero Coffee Roasters (www.imperocoffee.com)
2. Mission Coffee Co. LLC (<http://missioncoffeeco.com/>)
3. Short North Coffee House (<http://shortnorthcoffeehouse.com/>)
4. Starbucks (<http://www.starbucks.com>)

SIMILAR THEMES

Common Navigation

- Home
- Menu
- Our Coffee/Process
- Events
- Gallery/Photos
- Contact/Location Page

Content Voice and Tone

- Down to earth
- Humble
- Small town voice (rather than corporate/professional)
- Personal/Loyal
- Authentic/passionate about the process

Design Aesthetic

- Muted colors
- Simple but image dominant
- Old-time style photographs & dimly lit photos
- Organic and natural

Layout

- Very clean and organized
- 4-7 main navigation buttons
- Some divided up into a grid, some spanned the whole site with scroll
- Large hero image/photographs with smaller images and divides beneath with information
- Location & hours placed within footer

DISIMILAR THEMES

- Starbucks was the only website without a specific link to "Home" (not including logo)
- One website showed the staff/employees with their pictures
- One website showed pictures of all menu items (small menu), another website only described with text (medium-large menu) and another website only showed pictures of the specials and described the rest with text (medium-large menu)
- Some websites utilized a grid with a thin left or right column, while some others used the full width

SUPPORTING DOCUMENT

The top goals for the website, AROMA Coffee & Tea are to create an inviting atmosphere digitally for their customers. The website needs to easily communicate the hours and location of the coffee shop, show special upcoming events and then cater to business needs such as menu items, and technique behind brewing.

The content that will be used in the navigation should be:

HOME (possibly the button being just the logo which redirects you to the homepage)

MENU (with sub navigation ITEMS and PROCESS)

EVENTS (upcoming events and workshops)

CONTACT (includes contact, address/location map and hours)

FOOTER (will include hours and address for quick lookup)

The types of templates/layouts that I will need are:

HOME PAGE (landing page with hero image and special features possibly)

CONTACT PAGE (includes GPS map to help customers find location easily)

PRODUCTS PAGE (this template will house the Menu Items and Menu Process)