Competitive Analysis

www.keancoffee.com

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IN4MATX283

Agenda / Topics

I. Introduction

A competitive research analysis was conducted to compare coffeehouse websites in the relevant marketplace as of February 2017. The goal was to identify ways to improve on the design and task flow of the current Kean Coffee website and identify opportunities to increase online sales and stand out beyond their competitors.

Kean Coffee's mission and value proposition is to be known as a European-style coffeehouse that provides on-site roasted and brewed coffee products and services, but most importantly promotes community, relationships, and personable experiences. It is their vision that their online presence reflect the same values as their on-site locations.

Direct Competitors

- Portola Coffee Lab
- Hidden House Coffee Roasters
- The Laguna Coffee Company

Indirect Competitors

- Starbucks
- The Coffee Bean & Tea Leaf

Influencers

- Google Maps
- Crate & Barrel

II. Goals

- Increase website sales by improving usability of current Kean website
  - Based on a recent heuristic evaluation, Kean Coffee needs to improve their current navigation, header, and checkout process. By analyzing similar businesses' websites, we can identify the current mental models and best user flows for their target market.

- Incorporate new features to the Kean Coffee website that will create a personable user experience to attract and retain more users
  - By conducting a competitive analysis, we can identify successes and failures of competitor websites and incorporate new, more personable, features to provide an intuitive and efficient user experience specific to Kean Coffee's target users.

- Offer a unique service that will set Kean Coffee apart
  - By collecting and analyzing feedback from customers of Kean Coffee and their competitors, we can devise a plan or concept to address common problems that would set Kean Coffee apart from its competitors.

III. Direct Competitors

- Portola Coffee Lab
- Hidden House Coffee Roasters
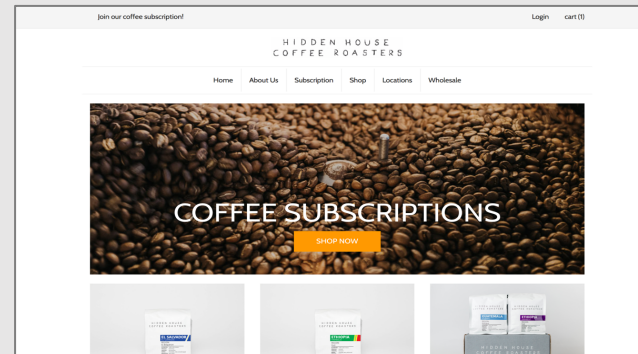- The Laguna Coffee Company

Direct Competitors Overview

Portola Coffee Lab
www.portolacoffeelab.com

PRO: Portola Coffee Lab's website checkout process is quick & simple.

CON: Navigation is confusing as it does not match users' mental model. Also, coffee selection process is ambiguous.
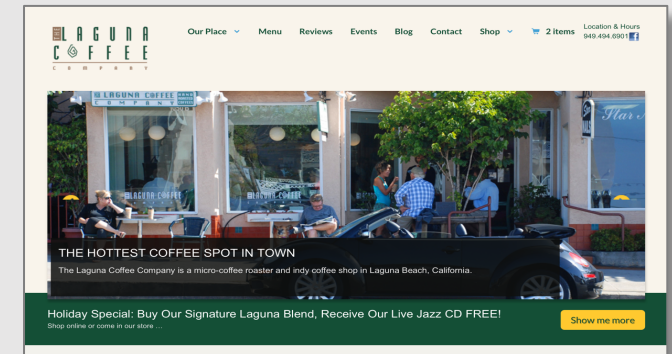
Hidden House Coffee Roasters
www.hiddenhousecoffee.com

PRO: Hidden House Coffee Roasters' website is minimalistic and navigation is intuitive. They offer coffee subscription services as a personable feature.

CON: Their checkout process is a bit clunky.

The Laguna Coffee Company
www.lagunacoffeeco.com

PRO: Their site is achieving top desirable search keywords from search engines.

CON: Coffee selection and checkout process onsite is confusing.

Like Kean Coffee, these direct competitors have locations throughout Orange County. They have their own coffee roasters on-site and roast & brew their own coffee beans everyday. They seek to serve specialty coffee bean blends hand selected from around the world by their own coffee experts.

Direct Competitor: Portola Coffee Lab - Stats

Portola offers a trendy, hipster atmosphere with a chemist lab look & feel. They offer three brewing methods that the customer selects and then watches as their order is being made. No other competitor is using this approach or style. Their uniqueness has set them apart.

Stats
Portola website stats show good scores for daily bounce rate, pageviews, and time on site. Portola manages to keep a majority of their users engaged & on their site. Ease in shopping & checkout can contribute greatly to this. Top search keywords show most of Portola's visits are mostly people looking specifically for Portola. Although this could indicate referrals, too.

Stats as of 2/24/2017

- ✓ • Bounce rate: 37.5%
- ✓ • Avg. daily pageviews per visitor: 3
- ✓ • Avg. daily time on site: 3:02 (in min:sec)
- ✗ • Top 5 search keywords:
    - portola
    - portola coffee
    - portola coffee lab
    - portola coffee roasters
    - portola coffee costa mesa

Direct Competitor: Portola Coffee Lab – Pro/Con

Pro

Portola Coffee Roasters

1. Customer Information

Email

You'll receive receipts and notifications at this email address.

CONTINUE

2. Shipping

3. Payment

TOTAL $15.95

Checkout is simple in that it is easy to read and follow both on desktop version and mobile app. Portola's website is minimalistic and mobile view is usable and user-friendly. I was able to tap "Shop", select a coffee blend, tap "Checkout" and get to this screen with just one hand.

Con

Navigation seems backwards.

Home button location does not fit user mental model

SHOP   LOCATIONS   WHOLESALE   THEOREM   ABOUT   HOME   CONNECT   CONTACT
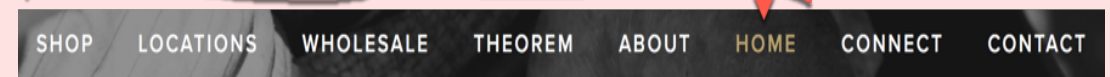
Although "Shop" link is very accessible, the order of links is confusing. Requires users to look in unfamiliar locations for the "home" menu and "about" page.

Direct Competitor: <u>Hidden House - Stats</u>

Hidden House is known for their fresh whole bean coffee roasted and brewed daily at each location. They recently opened two new stores in Lake Forest and Santa Ana. Their website does not offer much in content, however, they do offer a subscription service.
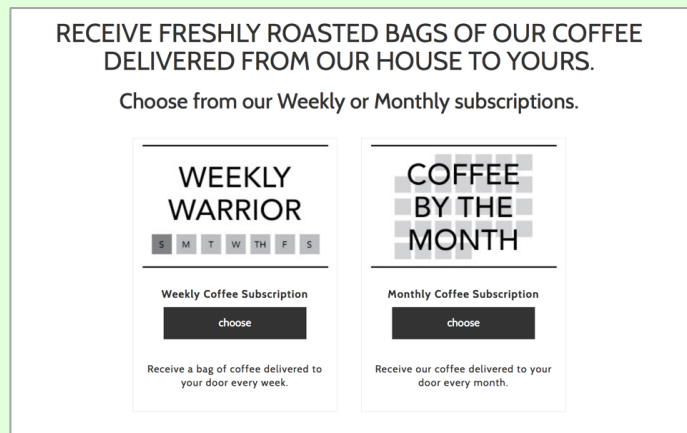
<u>Stats</u>
Hidden House did not have complete stats available at time of analysis, so I marked unknown information as a neutral result. Also, their search keywords were not bad but not impressive either, so it get a blue neutral icon as well. The daily average of pageviews is average, but the average daily time on site is 4:51 which is excellent. More information on this number to follow.

<u>Stats as of 2/24/2017</u>

- ⊖ Bounce rate: unavailable
- ✓ Avg. daily pageviews per visitor: 2
- ✓ Avg. daily time on site: 4:51 (in min:sec)
- ⊖ Top 5 search keywords:
  - hidden house coffee
  - hidden house
  - hidden house coffee roasters
  - coffee roaster
  - coffee shops near home

Pro ✅

Hidden House offers users weekly and monthly subscription services. Users are given the option to create an account and enter preferences for intervals and coffee blend. This affords users autonomy, convenience, and personalization.

Con ❌

The coffee detail page may be easy to scan and read, however, it is lacking pertinent information like a product description, and type of grind that is in the bag. User is unable to choose, so website should inform user what they are getting.

Direct Competitor: <u>Laguna Coffee Co. - Stats</u>

The Laguna Coffee Company offers the same products and services as other competitors in that they have a roaster on location and roast their own coffee beans on site. However, they roast weekly as opposed to daily and they have only one location.
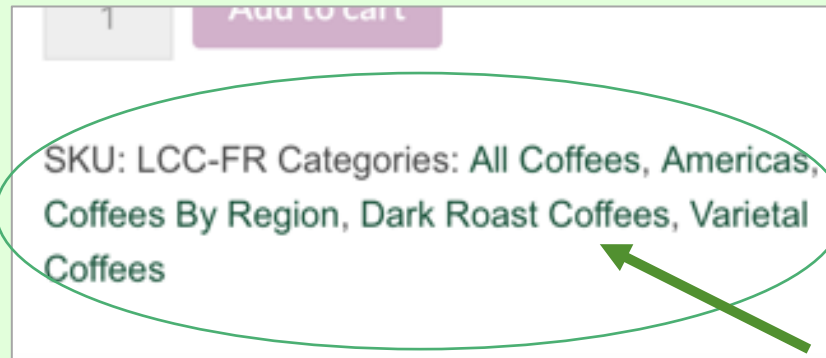
<u>Stats</u>
The Laguna Coffee Company does not seem like much of a competitor in comparison to the others. However, they managed to get most of their site hits from desirable search keywords (e.g. coffee, coffee beans, coffee roaster). Would need to do more research on their site to find out how hey are getting Search Engine Optimization (SEO) done successfully.

<u>Stats as of 2/24/2017</u>

- ⊖ • Bounce rate: unavailable
- ✓ • Avg. daily pageviews per visitor: 2
- ⊖ • Avg. daily time on site: unavailable
- ✓ • Top 5 search keywords:
  - laguna coffee company
  - coffee
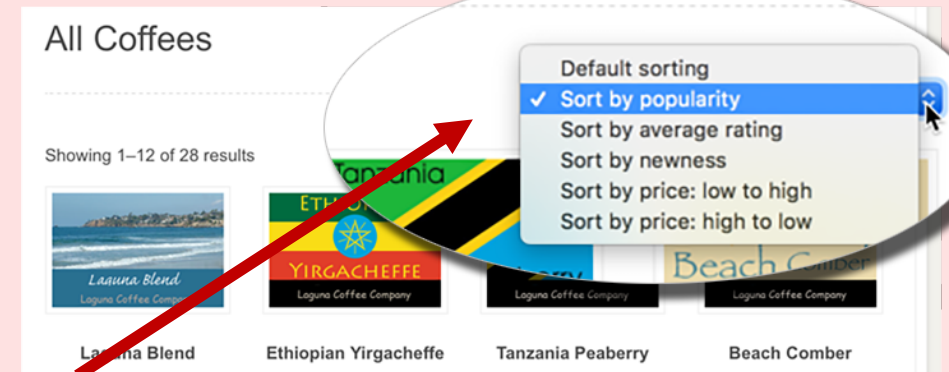 - coffee beans
  - the coffee company
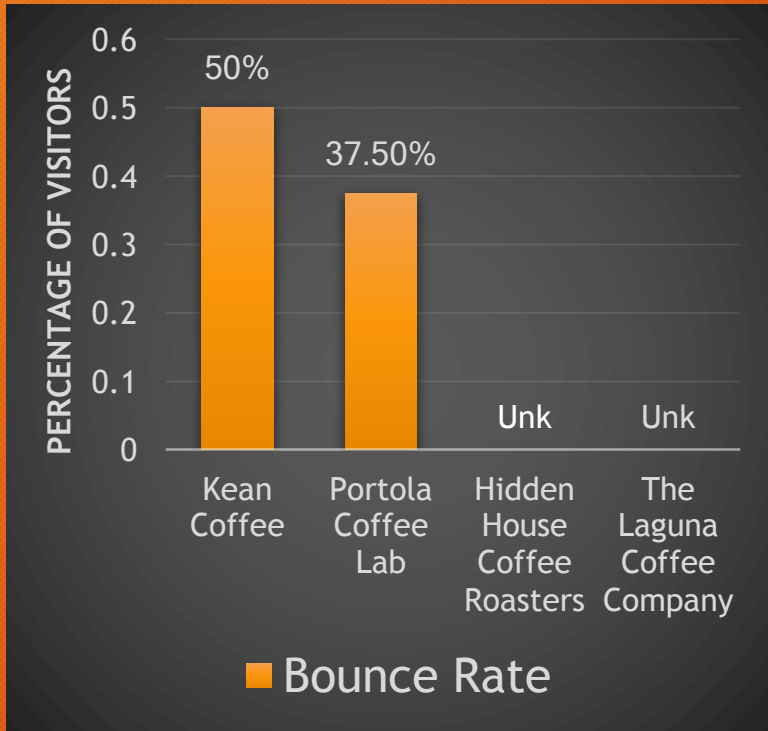 - coffee roaster

Pro

Laguna Coffee Co. has SKU tagwords in each coffee detail page. These tagwords are found by search engine crawlers thus improving search engine results.
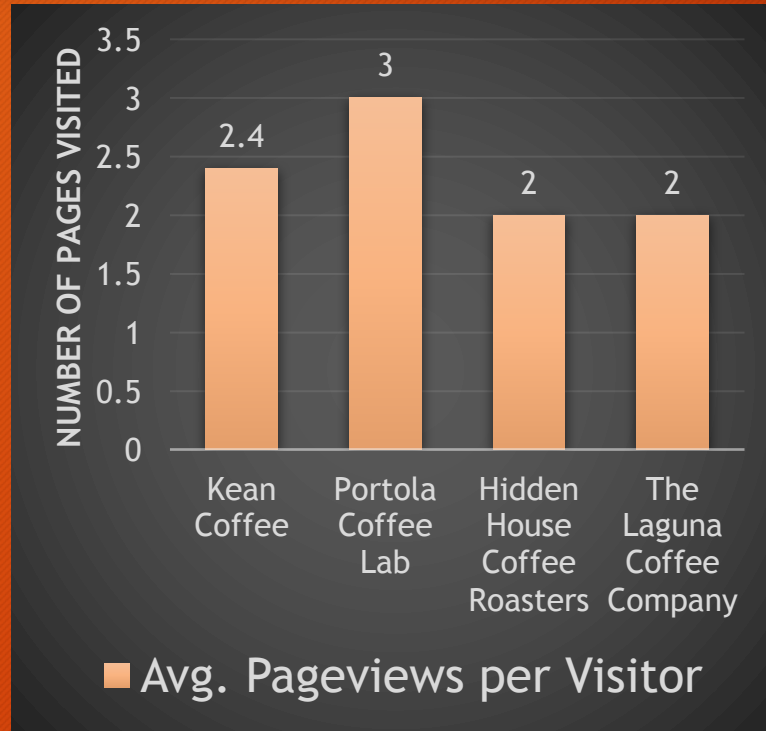
Con

The SKU tagwords also act as search filters. However, These filters do not exist on the search results page, only a sorting option as seen here.
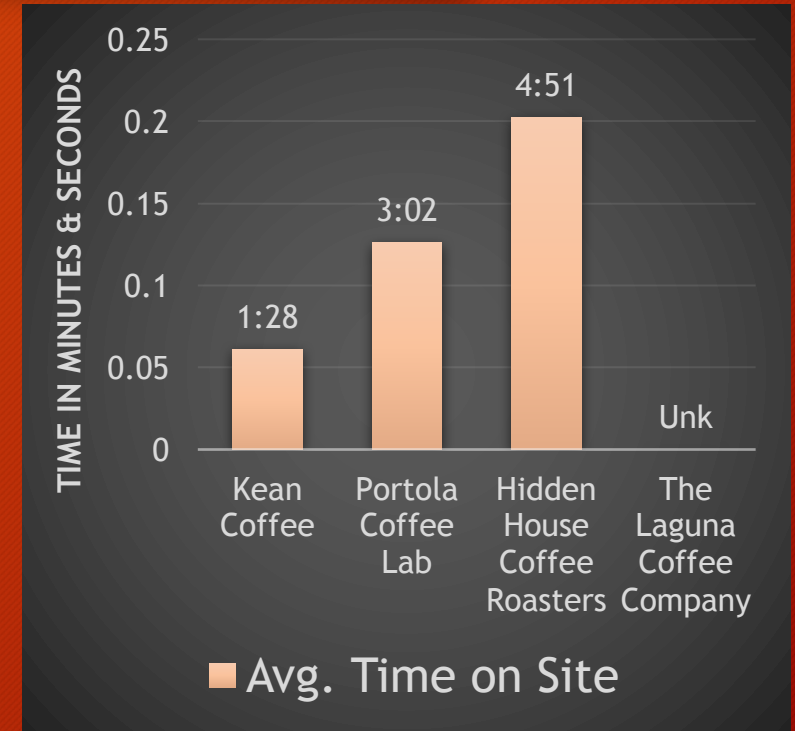
Direct Competitors - Website Stats

Bounce Rate (Percentage of Visitors)

- Kean Coffee: 50%
- Portola Coffee Lab: 37.50%
- Hidden House Coffee Roasters: Unk
- The Laguna Coffee Company: Unk

26% to 40% - Really Good
41% to 55% - Average
56% to 70% - High
70% and up – Too High

Avg. Pageviews per Visitor (Number of Pages Visited)

- Kean Coffee: 2.4
- Portola Coffee Lab: 3
- Hidden House Coffee Roasters: 2
- The Laguna Coffee Company: 2

4+ pageviews - Really Good
2 to 4 pageviews - Average range
1 pageview - Bad

Avg. Time on Site (Time in Minutes & Seconds)

- Kean Coffee: 1:28
- Portola Coffee Lab: 3:02
- Hidden House Coffee Roasters: 4:51
- The Laguna Coffee Company: Unk

2:00 or more – Really Good
00:31 to 1:59 – Average range
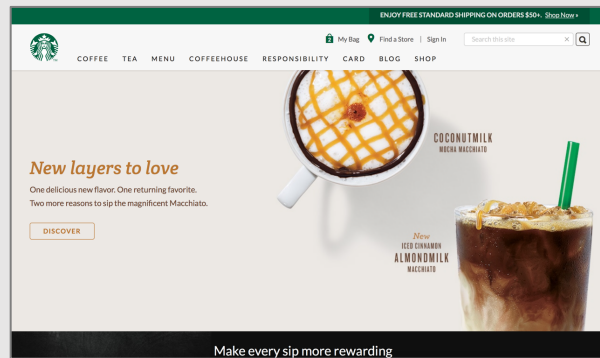00:30 or less – Bad

* Note: Averages taken from Google Analytics help pages & discussion forums for multi-page sites

IV. Indirect Competitors
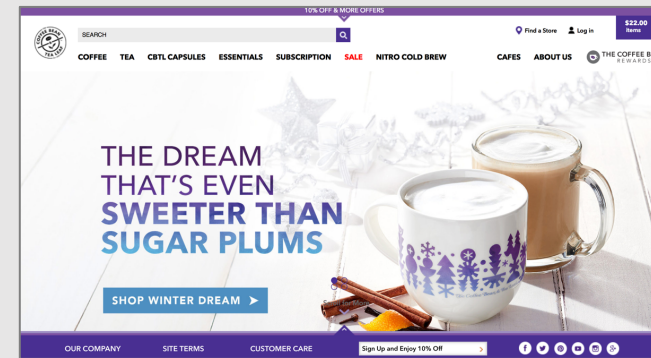
- ▶ Starbucks
- ▶ The Coffee Bean & Tea Leaf

Indirect Competitors Overview

Starbucks
www.starbucks.com

- **PRO**: They have good website stats and offer several opportunities to engage customers on their site.

- **CON**: Chain store that focuses more on numbers & convenience. So, they appeal to a different target market.

The Coffee Bean & Tea Leaf
www.coffeebean.com

- **PRO**: The have a really clean checkout process for buying coffee bean blends online.

- **CON**: Coffee is not fresh but rather pre-roasted & shipped to each of their locations.

These indirect competitors have a chain of coffee stores located worldwide. They are similar in that they offer their own coffee blend to customers at each of their locations and also sell their coffee beans by the bag online. Like Kean Coffee, they also sell coffee products and merchandise through their online store.

Indirect Competitor: <u>Starbucks - Stats</u>

Starbucks is an indirect competitor in that they offer a slightly different value proposition. The target customers that value convenience over organic coffee blends. However, Starbucks is making an effort to attract the coffee connoisseurs market with their new "Reserve" line.

<u>Stats</u>
Starbucks' website has a high average daily pageview of 3.11 and time on site of 3:06. These numbers confirm that their users are engaged in their site. Starbucks offers many ways to engage customers through their rewards program, online brewing tutorials and customer ideas and feedback forum (to name a few).

<u>Stats as of 2/24/2017</u>

- ✅ • Bounce rate: 48.4%
- ✅ • Avg. daily pageviews per visitor: 3.11
- ✅ • Avg. daily time on site: 3:06 (in min:sec)
- ❌ • Top 5 search keywords:
  - starbucks
  - starbucks rewards
  - starbucks for life
  - starbucks gift card balance
  - starbucks menu
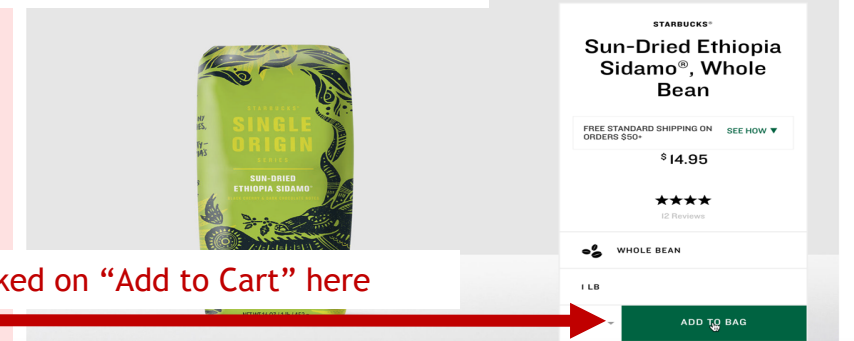
Indirect Competitor: Starbucks – Pro/Con

Pro ✅
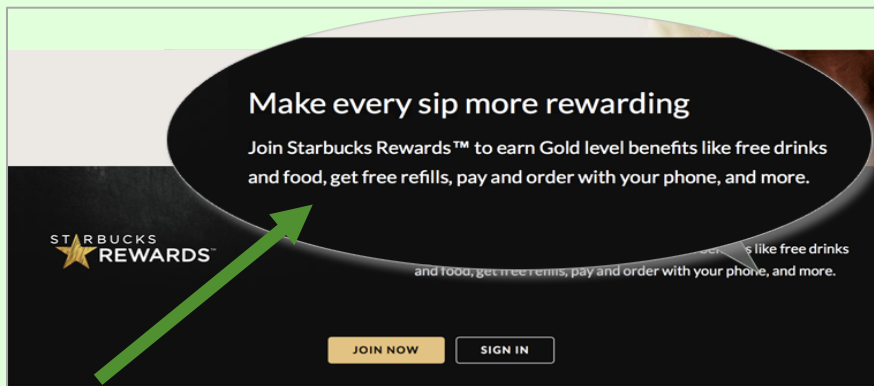
Starbucks offers a rewards program where customers can keep track of order history, gift cards, earn rewards, and signup for their mobile pay & order.

This feature offers personalization, autonomy, and relationship with the user.

Con ❌

Shopping cart up here somewhere

Clicked on "Add to Cart" here

Added item to cart and nothing happened. There is no way for the user to know if the item was added without intuitive & clear user feedback. Apparently, the shopping cart counter went up a digit, however, user would have to scroll back up to see it.

Indirect Competitor: <u>Coffee Bean & Tea Leaf - Stats</u>

The Coffee Bean & Tea Leaf is more a direct competitor with Starbucks. Like Starbucks, they are a large chain of stores and focus on convenience by offering convenient locations and a convenient app.

<u>Stats</u>
Coffee Bean & Tea Leaf are within average for their website pageviews for visitor and time on site. Their bounce rate is high, however, this makes sense given their top search keywords from search engines are generic coffee searches. Most coffeehouse websites seek to improve their own SEO by incorporating these keywords into their site so they can appear in top search results.

<u>Stats as of 2/24/2017</u>

❌ • Bounce rate: 60.5%

✅ • Avg. daily pageviews per visitor: 2.30

✅ • Avg. daily time on site: 1:55 (in min:sec)

✅ • Top 5 search keywords:
- coffee beans
- coffee bean
- coffee bean & tea leaf
- whole bean coffee
- coffee bean menu

Indirect Competitor: Coffee Bean & Tea Leaf–Pro/Con

Pro
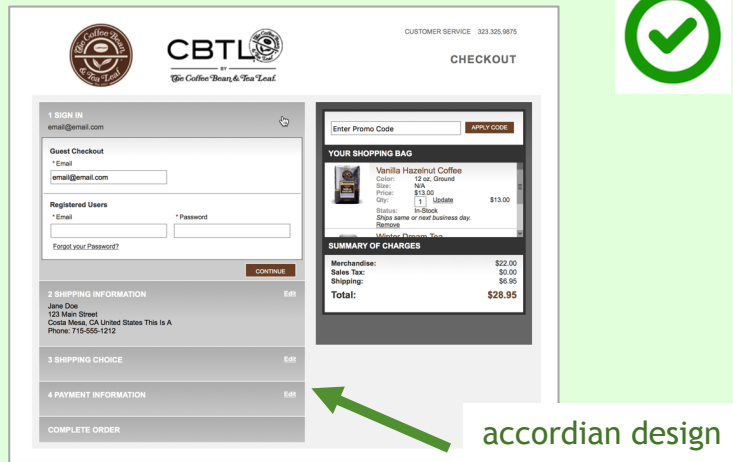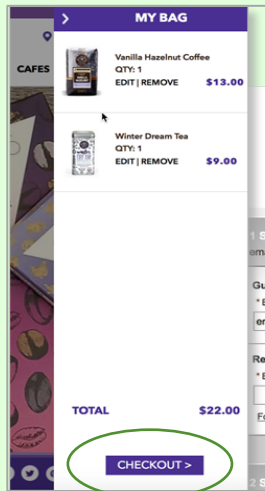
accordian design

CBTL has an intuitive checkout process. After adding an item, the "My Bag" list slides out so user can easily see their "shopping bag". For checkout, CBTL make great use of the accordion design, so necessary information can be added on one page without all the clutter.

Con
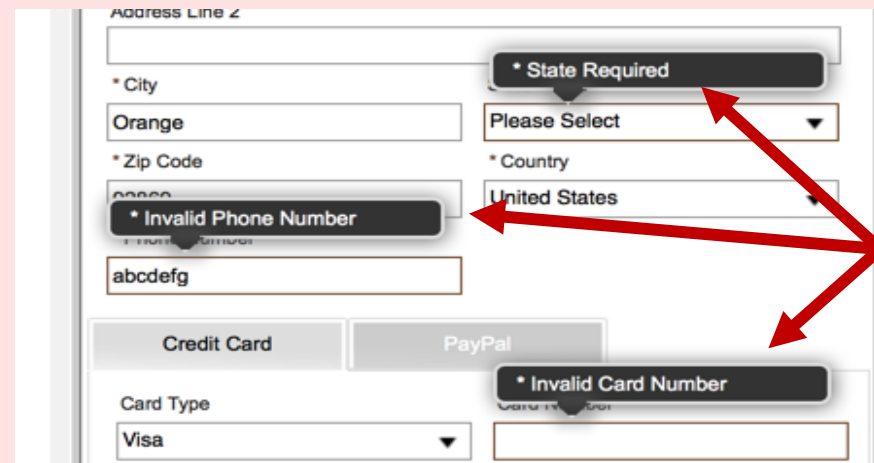
These error message do not look like error messages. They look more like tool tips. This could potentially cause the user some confusion in the during the checkout process.

V. Influencer Features

- Google Maps
- Crate & Barrel

Influencer: Google Maps - Timeline

The timeline in Google Maps helps keep track of places users have been and the routes they have traveled. This is especially helpful if the user happens upon a really cool location and wants to remember how to visit again.

In speaking with Kean Coffee customers, they often mention drinking their coffee was like being on vacation or visiting the location where the coffee originated from. An added unique and fun way to keep track of drink history would add to the value proposition of creating a personable online (and offline) experience. By leveraging Google's location timeline idea, they can keep track of their drink history as if they were keeping track of mini-getaways.
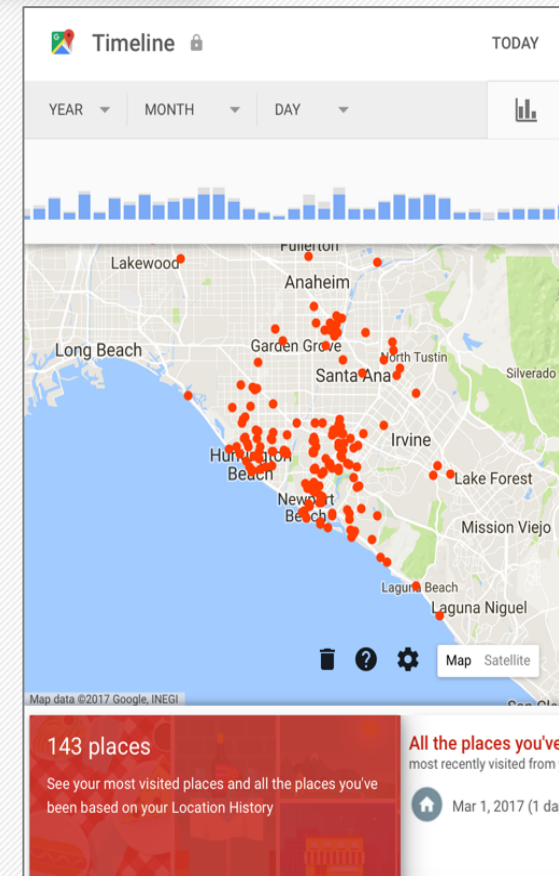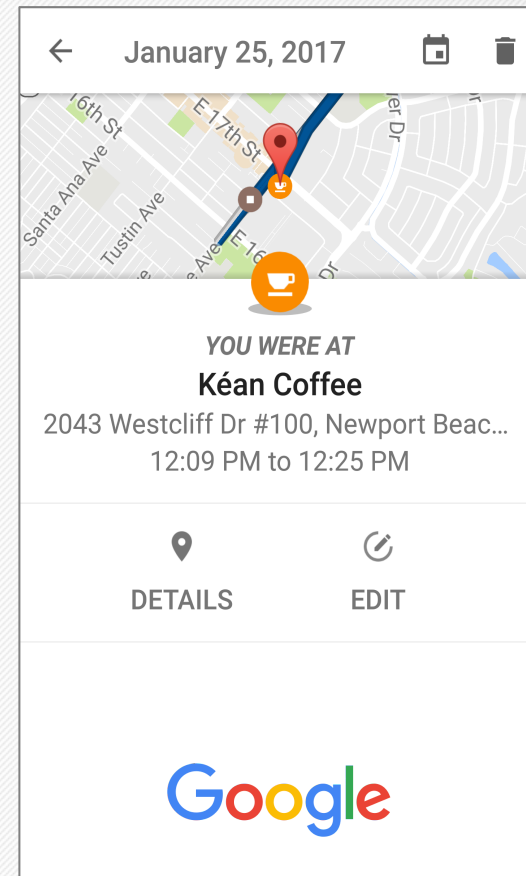
Influencer: Google Maps - Timeline

High level concept: The Kean Coffee drink timeline.

This application will keep track of drinks bought online and in person at a Kean Coffee location. The farm or origination location will be mapped out as if the customer really visited there. Details about that particular coffee blend will be added. Users will also be able to add personal notes, like a celebration or extra ingredients they added. The notes will be saved along with that timeline entry.

Just like Google, users can opt-out of this feature at anytime if they do not want all their drinks tracked.
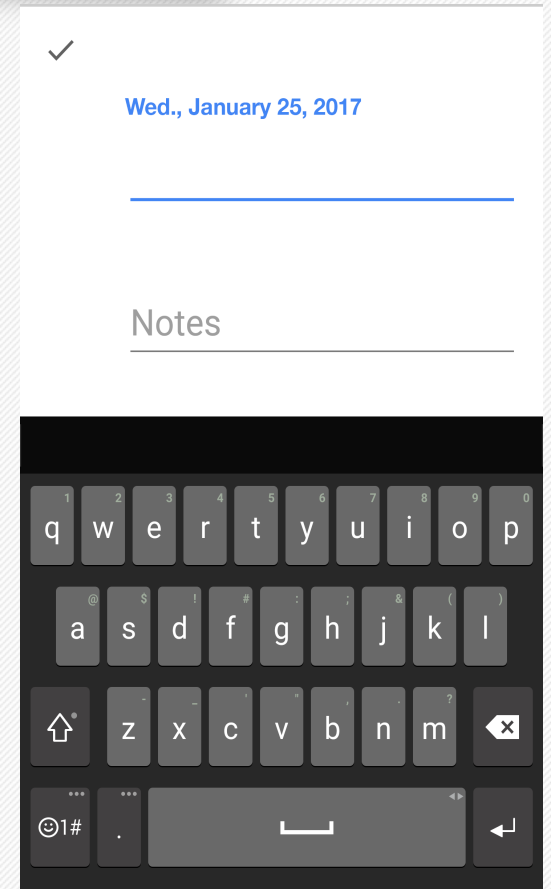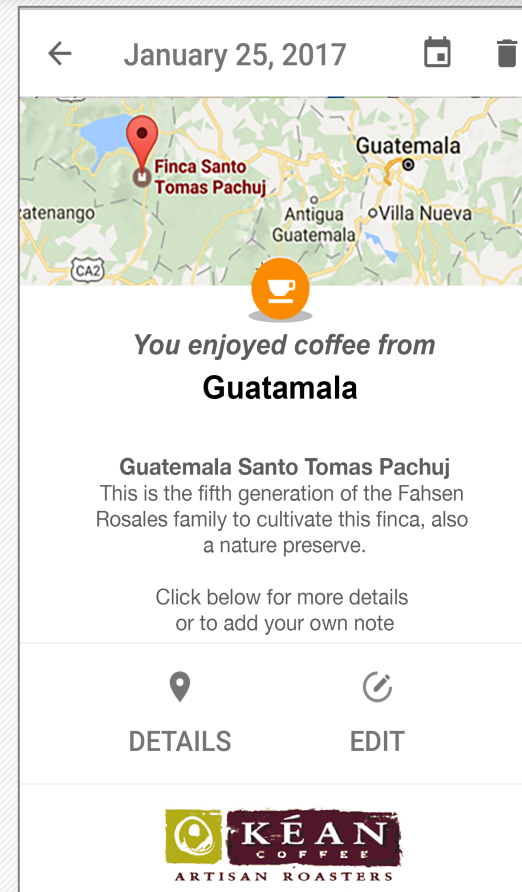
# Influencer: Crate & Barrel – Product Selection

This is a good example of a simple and intuitive product selection page.

- The images are consistent in resolution, size, and even color theme

- The current user mental model expects images on a product selection page to to be links.

- People are more inclined to click through on a picture that is appealing than having to read through entire product descriptions.

- The bigger the target the easier it is to click or tap on it

Big product images that double has big link targets

Only basic description, options available, and price are displayed

Overall layout is clean & consistent
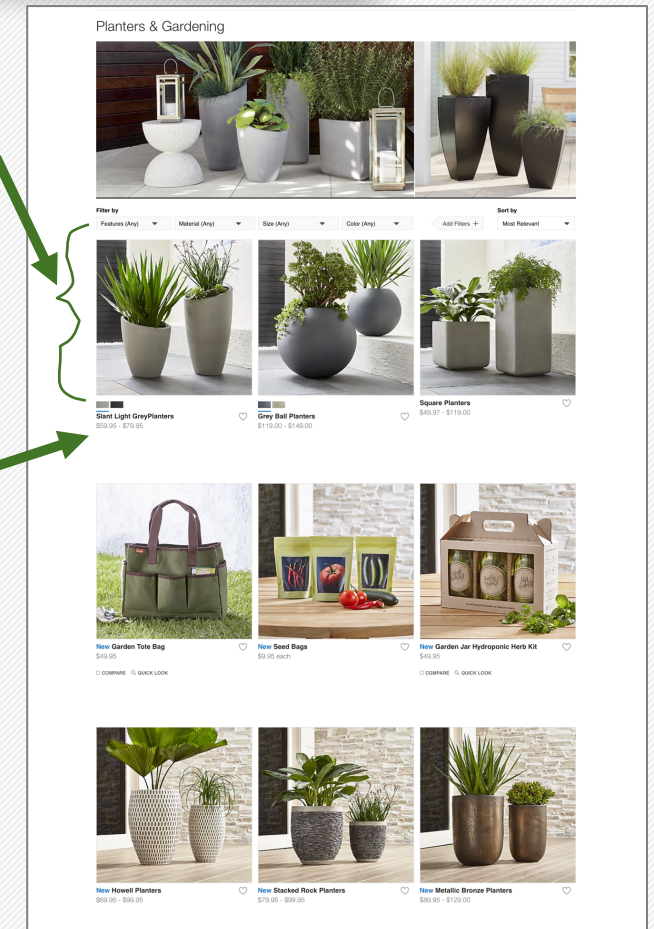
VI. Recommendations Summary & Conclusion

Recommendations Summary

Based on the findings of the competitive analysis, accomplishing the goals is very well within reach without compromising Kean Coffee's value proposition.

First and most important actionable step:

- **Increase website sales by improving usability of current website.**
  By hiring a usability expert and designer, many of the website's pain points can be resolved. Basic housecleaning includes reorganizing global navigation so that is it intuitive and consistent. If a customer cannot easily get to the products, they will go somewhere else which in turn increases bounce rate percentage. By fixing this one issue, Kean Coffee would increase visitor pageviews and time on site. Bounce rate percentage would decrease with the goal being that website revenues increase.

Recommendations Summary (cont'd)

Secondary steps to move the website space forward further:

- **Incorporate new features to the Kean Coffee website that will create a personable user experience.**
  This is in alignment with Kean's current value proposition. Some ideas mentioned in this analysis are coffee subscription services, personal account creation with order history being tracked, and loyalty rewards. These are all personable services to connect web customers to the real Kean Coffee experience.

- **Offer a unique service that will set Kean Coffee apart.**
  Part of the Kean Coffee experience based on customer reviews and conversations is the journey that the coffee takes them on, through different regions of the world. I believe there is added value in that feeling and it should be explored further so the feeling lingers with customers long after they have left.

Conclusion

There are many competitors that roast coffee on site and are offering the European (or Chemist Lab) experience. However, I see opportunity to do something different than these competitors. Kean Coffee is about building a community, establishing long-term relationships, and sharing not just selling good coffee. By incorporating my recommendations, I feel it will not only add to Kean Coffee's current vision but help them stand out above the rest.

Thank you

Thank you for allowing me to analyze and propose recommendations for Kean Coffee's website. Should you have any questions, feel free to reach out to me.

~ Veronica Hernandez