

| Competitive audit | | Goal: compare the user's experience of each competitors website. | | | | | | | UX <i>(rated: needs work, okay good, or outstanding)</i> | | | | | | | | |
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| General information | | | | | | | | First impressions | | Interaction | | | | Visual design | | Content | |
| Competitor type <small>(direct or indirect)</small> | Location(s) | Product offering | Price <small>(\$ - \$\$\$\$)</small> | Website <small>(URL)</small> | Business size <small>(small, medium, large)</small> | Target audience | Unique value proposition | Desktop website experience | App or mobile website experience | Features | Accessibility | User flow | Navigation | Brand identity | Tone | Descriptiveness | |
| Ruben's Brews | Direct | Ballard, WA | A variety of craft beer | \$\$\$ | www.rubensbrews.com | Small | Adults and Family | offer a large range of beer and cider on tap. Located in the brewery district of Ballard. | Outstanding + The website is clear and easy to use that is consistent with branding. - The loyalty program is not clear | Good + Consistent with desktop UI - The carousel at the bottom of the screen is cut off - No app experience | Okay + Donation program is highlighted, private reservation spaces - No Loyalty program | Needs Work + Color contrasts are easy to read and adjust depending on the background - There are no language or audio options for menu | Good + One can purchase and pay on the site using google pay. - They ask that you call a number to inform them when you have arrived on site. | Okay + Basic and easy drop down navigation that is predictable - There is a lot of content and many pages | Good + Very consistent, strong imagery, colors, fonts - Logo "beer unbound" conflicts with image of bo | Artisanal and enticing | Good + Good descriptions, a video tour of the brewery is an option during covid times - There is a lot of content almost too much |
| Great Notion Brewery | Direct | Ballard, WA | Craft beer and food | \$\$\$ | www.greatnotion.com | Medium | Adults | offer a large range of beer and cider on tap. Located in the brewery district of Ballard. Offer food in house | Fair + The website has interactive UI - The website directs the user to download the mobile app. - The website features information on the brewery as a footnote so you need to download the app in order to get a more complete experience | Good + Gamified purchasing. Art is edgy and engaging and full of animation that guides the user on a game like process for loyalty - The UI is not intuitive, the icons when hovered on do not illuminate text. | Good + App is creative and engaging, loyalty program is impressive - Have to download the app to use the loyalty program | Good + Contrasts are good and the videos are fun and descriptive, audio guided - Unclear icons, not inclusive design | Good + Carefully guides the user through various personas along the loyalty program - Not integrated with the desktop and mobile views | Good + It is easy to navigate - Icons are not labeled and are unfamiliar | Outstanding + Beautiful art and interaction that aligns with the logger branded theme | Logger theme that is edgy and fun. Font and images align with the overall playful tone. | Good + Fun descriptions - Unfamiliar and missing some information |
| Fishtale | Indirect | Olympia, WA | Craft beer and food | \$\$ | www.fishtale.com | Small | Adults and Family | Offer a small range of beer and a large menu of food in a family friendly atmosphere. | Needs Work + includes directions, menu and tap menu info - There is not an apparent home button - Imagery and UI is dated - button interaction is not designed well - layout is not responsive | Okay + Hamburger menu icon is familiar but it does not move with the scrolling - Single page includes too much info - Logo does not work as a home button (not intuitive) - Button text is cut off - Font is inconsistently used - looks like an afterthought | Okay + Includes a clear loyalty program + address and menus are accessible + User can make reservations - all of the info on a single page appears cluttered - Merchandise cannot be purchased online | Needs Work + Difficult way finding. Font is not standardized - Fonts in the menu pdf are too small to read on a mobile device | Okay + Basic user flow - Not memorable | Needs work + There is a clear hierarchy in the user flow - Wayfinding is difficult without a link to the home page | Needs work + Logo is bold and font colors align - Visual design does not communicate the companies ethos - Visual design appears dated | Down to earth and unpretentious | Okay - Very little story or verbage |