Project Selection

1. Gerry Foreman Grills

Unrelated to the more famous Foreman, Gerry needs to differentiate his business and offerings from that more famous Foreman. Gerry designs, builds and sells custom grills. Need a grill built into your patio? Want to supercharge your deck? Gerry’s your man.

Five Research Companies

1. George Foreman Cooking

This website utilizes san-serif font family. It has a lot of photos of meat used to show how decent the grill works. Additionally, there are many pictures of the grills. The font size is large for the heading elements. There’s a lot of text on the front page and it is spaced out to look decent. They utilize different size elements to attract attention to the most important parts of the website.

1. Traeger

This website utilizes many photos to show off their grills. The color scheme of the website is white, black, and orange. This helps to create contrast in the headings and the important information. Black is used to contrast all text and images are used to promote their product. Traeger also has a lot of text on their website but it is used exactly where they need it.

1. Char-Broil

The color scheme of this website is white, yellow, black and red. They utilize different fonts to which up the monotony. Sans-serif is used for the main font family. Most of the images on Char-Broil website are products that they sale, or prop food used to show the results of the products. Buttons of the website are the color red. The font sized used is about the same for the headings and they have a smaller font size that is used for more information.

1. Napoleon Grills

The font family used is san-serifs. Napoleon utilizes many different photos of their grills on a carousal to show off their product. This website contains a lot of text. Some of it seems necessary, but it does seem excessive. The font size of this website does vary which makes the focuses the eye on the most important content.

1. Broil King

The font family for Broil King is san-serifs. The font size is very large in some places and it is structured to bring attention to certain headers and details. The color scheme of the website is white, black, and blue. Images of their Broil King’s grill and food are all over the website.

Three Personas

1. William (middle age man (50), White, Married, Retired and lives in a middle class neighborhood in Boston)

He wants to buy a Gerry Foreman Grill to enjoy his retirement and learn to grill the foods that he has always loved to eat.

1. Tariq (young man (30), Black, Married and lives in a upper class neighborhood in Atlanta)

He has always been a great cook. He wants from his old grill to a grill that has more options.

1. Michelle (young woman (18), Asian, Unmarried and lives in a low-income neighborhood in San Diego)

She wants to buy a grill to cook with her father. She thinks that cooking will bring a great bond between the two.

Meeting Their Needs

William wants a beginner grill that will allow him to learn. He should also have one that wouldn’t overwhelm him. I’d recommend a basic grill that doesn’t include a smoker. He should also get a propane grill because it’s simpler to start and get cooking fast compared to a coal grill that requires a knowledge of different heating temperatures in a cooking book.

On Gerry’s website there will be different product levels of grills. This will give William the option to find a beginner grill. He won’t be overwhelmed because the products will be displayed increasing complexity. The description will describe the capabilities of the grill of each level.

Tariq wants to upgrade his grill to a more capable grill for his growing cooking skills. He would want more features and maybe the option to smoke his food. He has a greater understanding of cooking and maintaining temperatures. Additionally, he could get a propane, coal, or wood grill so he could use different types of wood to give different flavors.

Gerry will have an option for this type of customer as well. He will have a more advanced option on the website. This option will display how complex the grill is. Also, it will show how many features it can do for the individuals with more experience cooking.

Michelle wants to buy a decent quality grill that will give her the option to practice and cook with her father. Therefore, she will need a grill that is a little bigger to accommodate her father and her. The complexity of this grill should be moderate because it is meant to even out skill level between Michelle and her father. The grill needs to have space for two people and offer space for plenty of space.

Gerry’s website will have an option for a moderately skilled individual. The description will talk about the amount of space it offers, the size of the grill and more features than the lowest priced option. Additionally, the capabilities of the grill will be described.

Competition Analysis

1. George Foreman Cooking

George Foreman website best represent my competitor. I want to represent a cheaper option to his grills for the everyday man and woman. George Foreman is a mid-sized company because it isn’t as big as most corporations. Gerry Foreman Grills will be a mid-sized company with a cheaper selling price on most products. It will also have fewer options. This company will attract everyday individuals which are looking for various levels of grills but with a cheaper price point and a brand name!