

smallgoods

AMERICAN CHEESES & PROVISIONS

Competitive Analysis + Moodboard

Team 2333

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Overview

- As a cheese cafe place, few features must be present in Smallgoods' website. We choose 5 competitors of Smallgoods: Cheese Shop La Jolla Shores, Fish Shop, Grater Grilled Cheese, The Cheese Shop Inc., and iGourmet. These competitors shared many similarities
 - Cheese Shop La Jolla Shores: <https://cheeseshoplajolla.com/>
 - Fish Shop: <https://thefishshops.com/>
 - Grater Grilled Cheese: <https://gratergrilledcheese.com/>
 - The Cheese Shop Inc. : <https://www.thecheeseshopinc.com/>
 - iGourmet: <https://www.igourmet.com/>
- We will examine the brand, functionality, site architecture, navigation, and content for each competitor and provide some “good design ideas” with possible elements we may consider using for future design.

Smallgoods

- Cheese shop & cafe
- Serves cheese platter, sandwiches, and coffee/tea
- Specialized exclusively in American farmstead produce

The screenshot shows the homepage of the Smallgoods website. At the top right, there are links for "HOME" and "MORE". The main header features the "smallgoods" logo in green, with the tagline "AMERICAN CHEESES & PROVISIONS" below it. A background image of green grass is visible behind the text. Below the header, the heading "What we do" is centered, followed by three service categories: "Retail", "Social", and "Catering", each with a corresponding image and a brief description.

Retail

Come and see us at our new La Jolla cheese shop and cafe for the best in sandwiches, platters, coffee and more, or call us at 858 886 7217

Social

From large events to small clubs or backyard parties, American cheese and cured meats platters are guest favorites.

Catering

Say goodbye to cubed store-bought cheeses. Our licensed catering services will make your event stand out from the rest.

Competitors



Cheese Shop
La Jolla
Shores



Fish Shop



Grater Grilled
Cheese



The Cheese
Shop Inc.



iGourmet

smallgoods

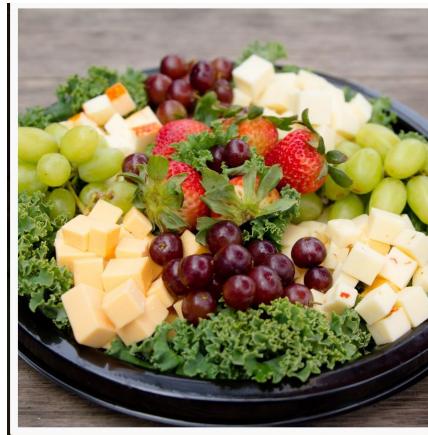
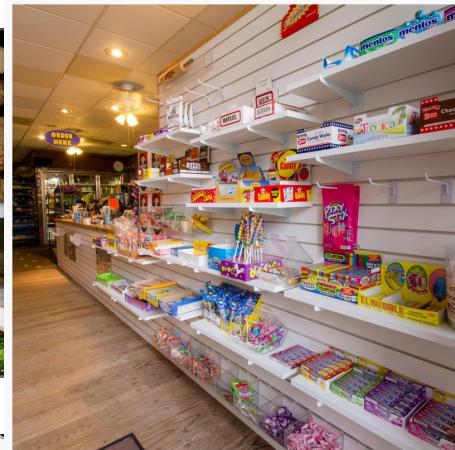
AMERICAN CHEESES & PROVISIONS

Branding

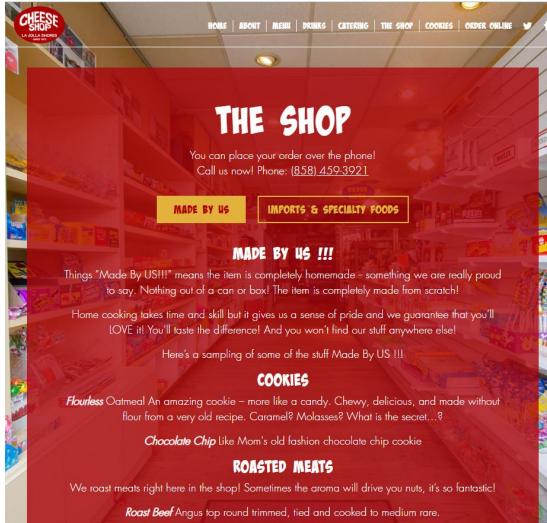
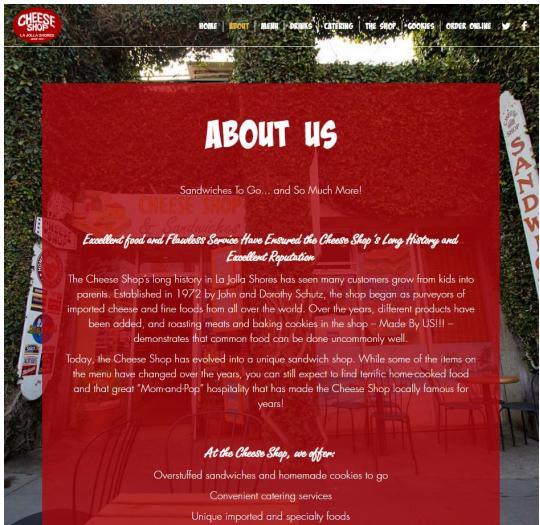
Cheese Shop

- From the images, it display an overall **family-oriented** and **community** brand

- The website includes images of various foods they offer and both the interior and exterior of the store to bring a virtual in-store experience from the site.
 - These pictures illustrate the various options that are available to the customers
 - High quality and clear pictures



Cheese Shop



- Cheese Shop has consistent theme, primary color, and site's structure throughout its website
 - Cheese Shop uses bright red color and bolded typography to attract users' attention
 - The background image with the overlay text box makes text harder to read

Fish Shop

- Fish Shop displays a **clean** and **simple** theme, which bring a branding message of **fresh** and **causal**
 - The primary color blue mimics the “ocean” vibe, which matches what the place offer: fish and seafoods
 - Color consistency
- Logo (with anchor) and website design (with sea rope) are contributing to the **ocean vibe**
- There are some parts of the site include text-heavy portion that contradict the simple theme



Get Hooked on Fresh Fish

The Fish Shop first dropped anchor in Pacific Beach in 2010. Since then, we've built a reputation for providing our customers with the freshest seafood, complimented with outstanding service in a relaxed atmosphere that is both family- and dog-friendly.

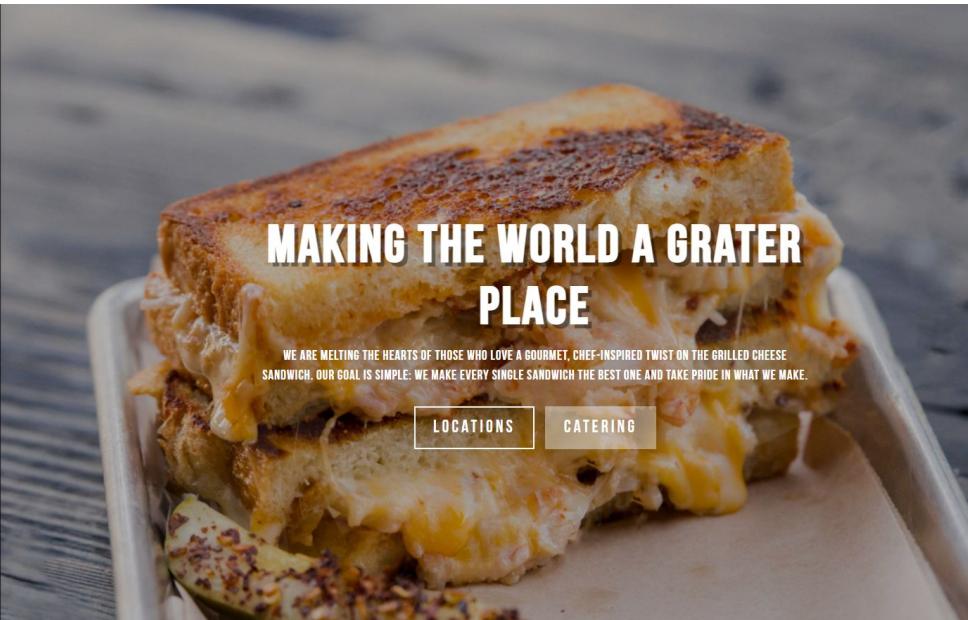
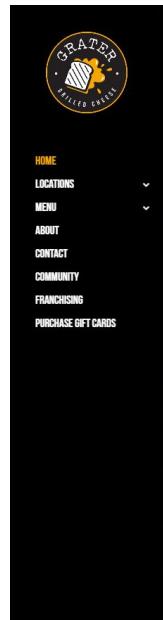
So, why get hooked? For starters, we pride ourselves on providing the freshest fish and highest quality ingredients. We hand-make all of our seasonings and sauces, and hand-cut our fries and onion rings daily. Additionally, all of our soups and salads are also made from scratch.

Between our fish options, seasonings, styles and sides, there are over 2,000 combinations to choose from – there's a sea of possibilities here at the Fish Shop!

[MORE ABOUT US](#)

Grater Grilled Cheese

- Grater Grilled Cheese mainly focus on their cheese sandwich
 - High contrast between background image and text
 - Attractive theme colors: black and yellow
 - Black strengthen the high contrast
 - Yellow present the cheese theme



Grater Grilled Cheese

- The message communicate across the website displays its **community** and **environment-friendly** brand



FAMILY MEALS ARE HERE!

CREATED TO SAVE YOU TIME AND MONEY, OUR FAMILY MEALS WILL FEED YOUR WHOLE CREW!

ORDER HERE

GRATER FAMILY MEALS
CHEESENESS FOR THE WHOLE CREW

GRILLED CHEESE
WITH TOMATO SOUP

Our Basic 5 Grilled Cheese Platter that serves 6. Comes with our signature Tomato Basil Bisque Soup. All sandwiches are individually wrapped and then cut in half

FOOD HAS NEVER BEEN GRATER

USING ALL LOCALLY
SOURCED INGREDIENTS

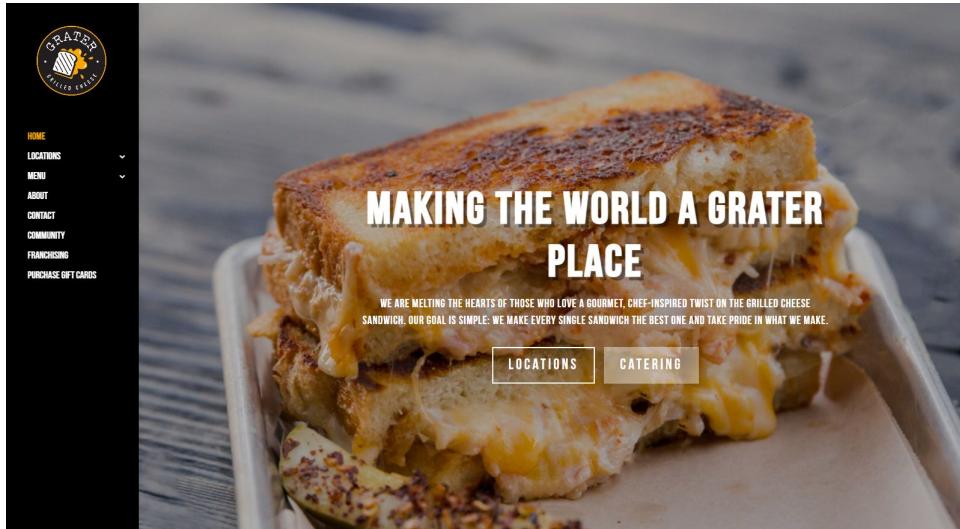
GRATER GRILLED CHEESE AIMED TO OFFER THEIR GUESTS ONLY THE BEST QUALITY FOOD.

VOTED BEST GRILLED CHEESE IN SOUTHERN CALIFORNIA. GUESTS WILL BE ABLE TO DELIGHT IN FAM FAVORITES SUCH AS THE LOBSTER GRILLED CHEESE MADE WITH THEIR SECRET FIVE-CHEESE BLEND, BUTTER FRIED LOBSTER, CRAB, AND THEIR SIGNATURE SIERRA NEVADA PALE ALE BEER CHIPOTLE AIOLI, AND A VARIETY OF OTHER SELECTIONS SUCH AS SOUPS, SALADS, MAC N CHEESE, POMME FRITES, AND MORE.

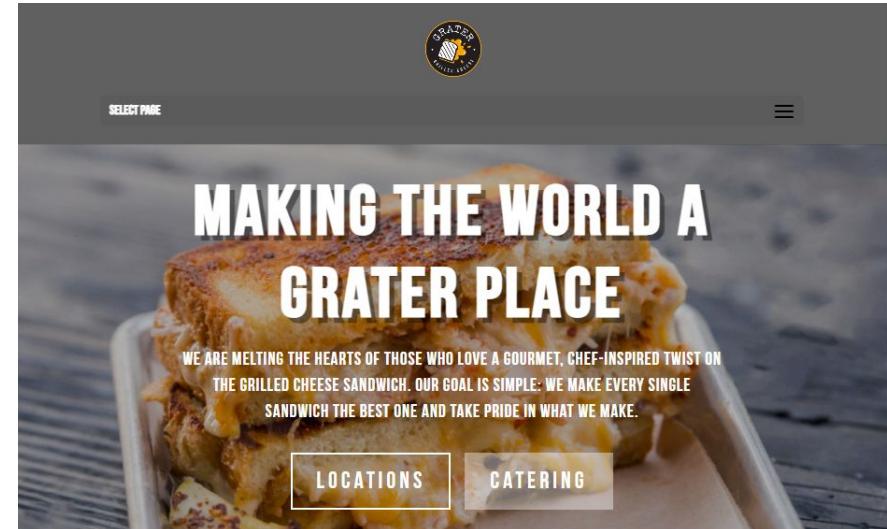
VIEW OUR MENU

Grater Grilled Cheese

- Color of Header is not consistent when it's scale to minimum size



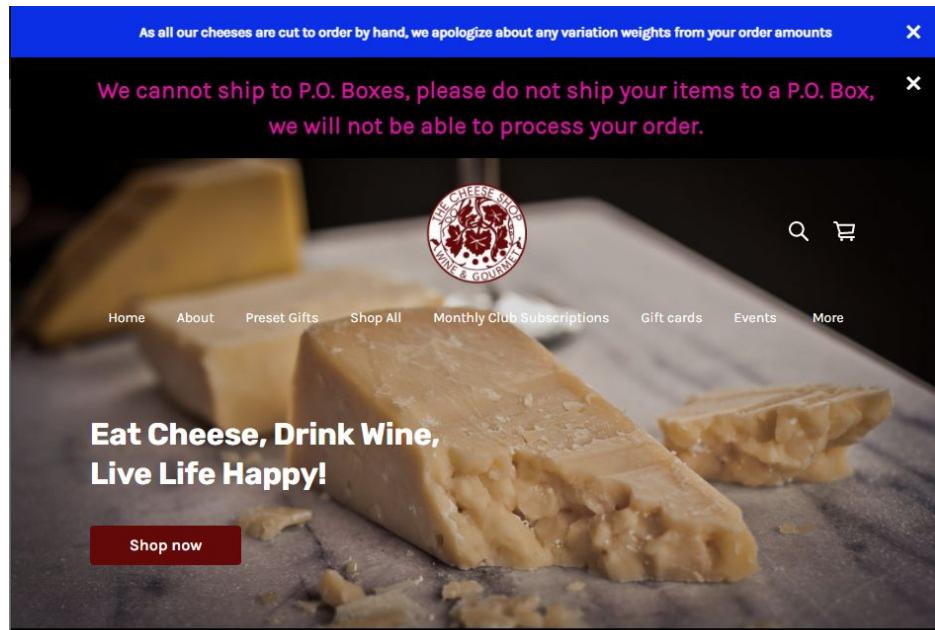
Full Screen



Minimized Screen

The Cheese Shop Inc.

- The Cheese Shop Inc. highlights the slogan “Eat Cheese, Drink Wine, Live Life Happy!” to communicate its message of **good lifestyle**
- Consistent dark theme
 - Present eye-catching messages through the high contrast black and white theme
- Logo design mimics inspiration from “fire stamp” that showcase a **traditional** and **luxurious brand**



iGourmet

- iGourmet presents **organized** and **clean** design
 - High quality picture with little text description
 - Organized grid design
 - Gallery presentation
- The clean design present an overall **delicate** and **mature** brand
- The home page introduces too many contents that could overload the users visiting the site



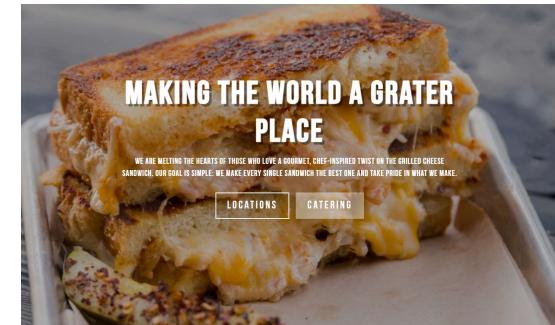
Contact us 

Our Bestsellers

 igourmet French Premier Gift Box  (49) \$175.99 Add to Cart	 igourmet International Cheese Subscription - 3 Months  (20) \$139.99 Add to Cart	 igourmet Grand Assortment of Meat and Cheese Favorites  (7) \$105.99 Add to Cart	 igourmet West Coast Wonders Cheese Assortment  (2) \$55.99 Add to Cart
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Takeaways

- ★ **Color schemes** is important in expressing a shop's brand
- ★ Having **featured pictures** combined with a **slogan** can be effective in showing the brand of a store
 - Examples: Grater Grilled Cheese, The Cheese shop Inc, Fish Shop
- ★ **Picture tells more than text** - about the brand
 - Text can be hard to read on mobile screen - Grater Grilled Cheese



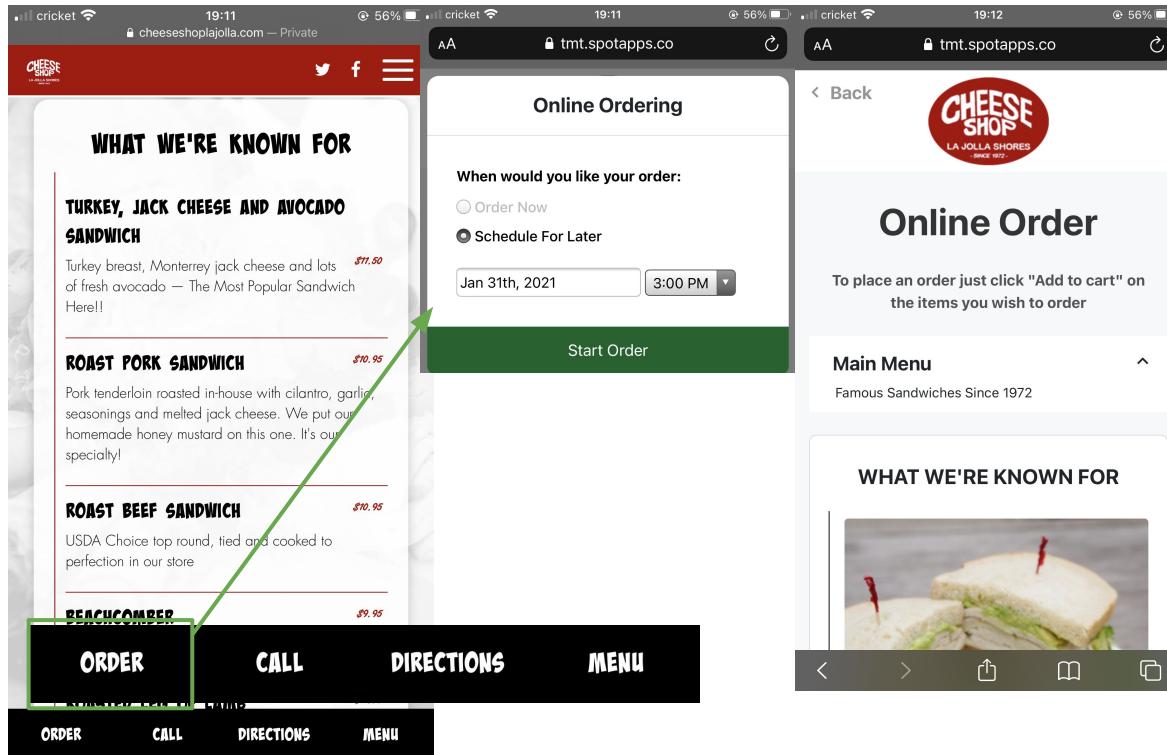
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AMERICAN CHEESES & PROVISIONS

Functionality

Cheese Shop

- Mobile site of cheese shop listed the most important functions at the bottom section:
 - Online ordering
 - Users can decide when to place the order
 - Contact information
 - Location
 - Menu
- Ordering function is launch in another website, but the order of the products are align just like the menu embedded in Cheese Shop's website



Cheese Shop

- When placing an online order, the menu is presented along with accurate, tasteful pictures, descriptions including ingredients and prices
 - Contains everything users care about
 - Specialty and popular dishes are presented on top
 - Offers a recommendation to new customers
 - However, no mentioning of pick-up only until the checkout page

WHAT WE'RE KNOWN FOR



Turkey, Jack Cheese And Avocado Sandwich \$11.50

Turkey breast, Monterrey jack cheese and lots of fresh avocado — The Most Popular Sandwich Here!!

Add to cart



Checkout

Place order for: Pick Up

YOUR INFO:

CONFIRM ORDER INFO:

Approximate Pickup Time:

Fish Shop

- The Fish Shop has a link for FAQ in their navigation
 - Contains questions and answers that are really frequently asked
 - Save time for both users and owners of the shop
- Its menu is separated into the different locations of Fish Shop, which makes it convenient to compare across different stores
 - It also highlight the “Oyster Night” (as their promotional event) as one different category to pinpoint their point of difference

MENUS

OYSTER NIGHT

ABOUT

LOCATIONS

PRESS

FAQ

SHOP

RESERVATIONS?

No.

TAKE-OUT?

Yes.

DOG-FRIENDLY?

Yes.

ACCEPTS CREDIT CARDS?

Yes.

ALCOHOL?

Encinitas & Pacific Beach – Beer and Wine Only.
Point Loma – Beer, Wine, and Liquor.
All Locations – \$5 Corkage Fee.

HAS TV?

Yes.

≡
MENU



View Your Local Fish Shop Menu

PACIFIC BEACH

POINT LOMA

ENCINITAS

OYSTER NIGHT

1-2-3 FISH MENU

FISH SHOP FAVORITES AND SIDES

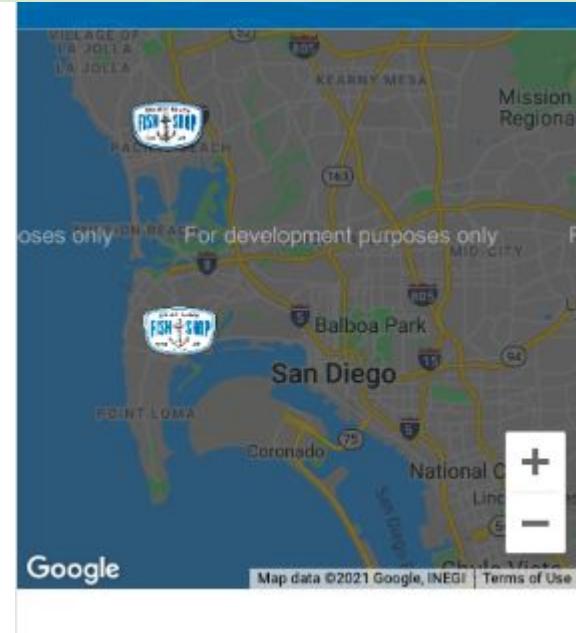
DRINK MENU

MENU >

1. Pick a Fish

Fish Shop

- “locations” page provides the addresses of their shops along with a map that marks each of their shop
 - Easier for user to visualize the location
 - Also include a link to the menu of that particular shop, allow users to have faster access
 - Would be better if the address can link to google map where shows users the direction



PACIFIC BEACH

[Menu](#)

1775 Garnet Ave
San Diego, CA 92109

858.483.1008

Grater Grilled Cheese

- Grater Grilled Cheese has 4 different locations. Under each location, it has the option to order online
 - This allows the system to read whether the users' locations are deliverable
 - Same menu listing, with different showcase of popular items



Grater Grilled Cheese Huntington Beach

120 5th St, Huntington Beach, CA
Open 12:00 PM - 5:00 PM ⓘ

Pickup for Wed, 2/3 at 12:30 PM ⚒

Popular Items

Basic 5

\$7.99



TEL: (619) 458-9511

MONDAY – SATURDAY:
11 AM – 8 PM

SUNDAY:
11 AM – 7 PM

ORDER ONLINE



HUNTINGTON BEACH

120 5TH ST.

HUNTINGTON BEACH, CA

TEL: (714) 536-3162

MONDAY – TUESDAY:
CLOSED

WEDNESDAY – THURSDAY:
12 PM – 5 PM

FRIDAY – SUNDAY:
12 PM – 8 PM

ORDER ONLINE



Grater Grilled Cheese Mission Valley

5618 MISSION CENTER RD.
SAN DIEGO, CA
Open 11:00 AM - 7:00 PM ⓘ

Pickup for Today at 5:45 PM ⚒

Popular Items

Nashville Hot Grilled Cheese

\$10.95



TEL: (619) 458-9511

MONDAY – SATURDAY:
11 AM – 8 PM

SUNDAY:
11 AM – 7 PM

ORDER ONLINE

Avocado Grilled Cheese

\$9.99



Grater Grilled Cheese Mission Valley

5618 Mission Center Rd #1002, San Diego, CA
Open 11:00 AM - 7:00 PM ⓘ

Pickup for Today at 5:45 PM ⚒

Popular Items

Basic 5

\$7.99



Lobster Grilled Cheese

\$11.99



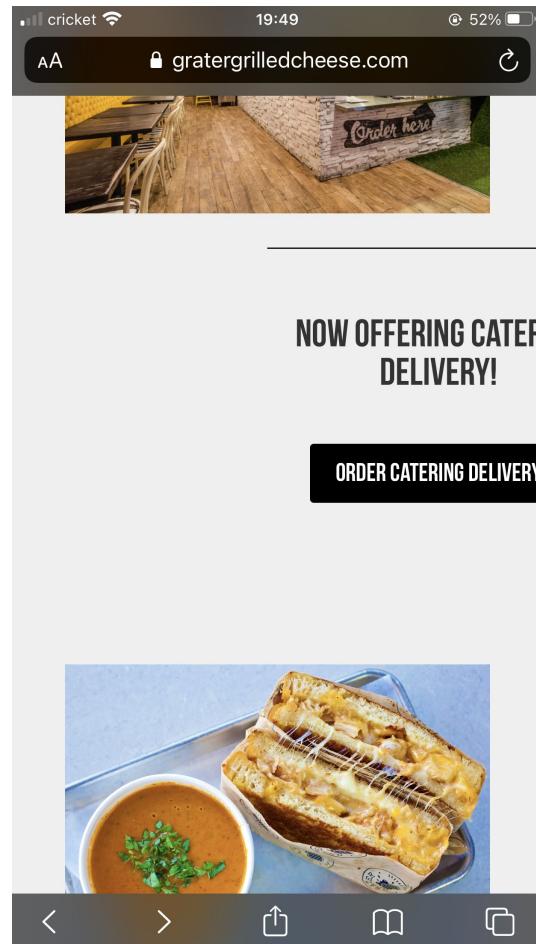
Avocado Grilled Cheese

\$9.99



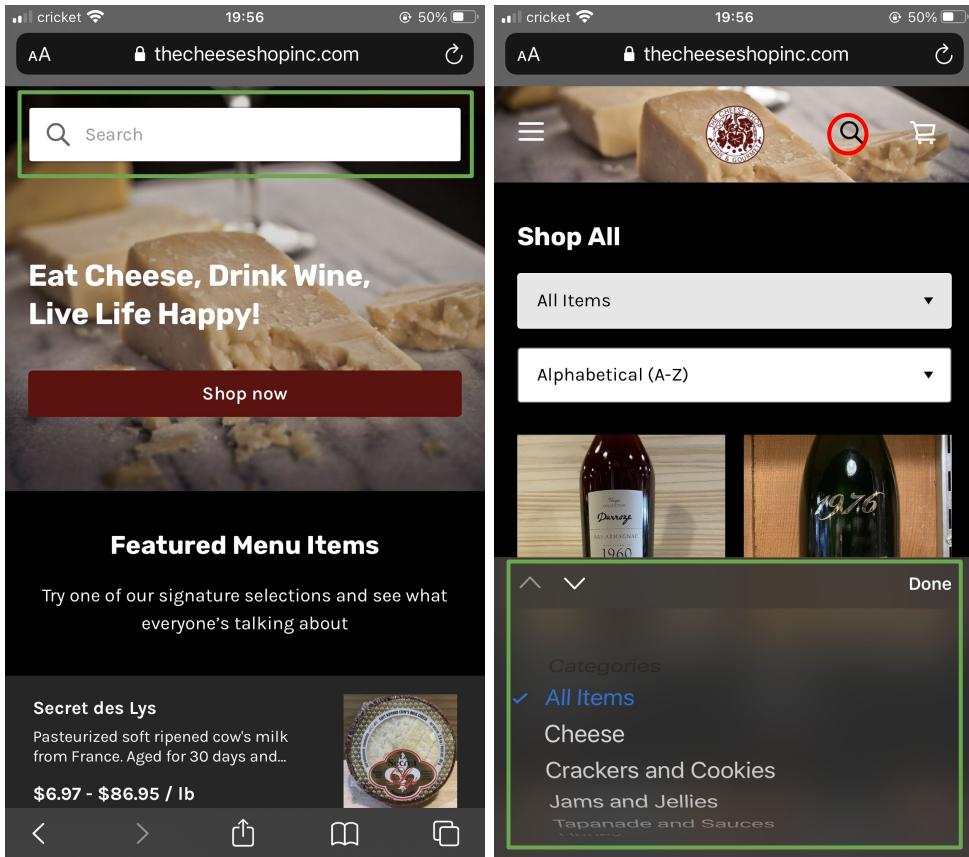
Grater Grilled Cheese

- One major flaw of the website is it's not mobile friendly:
 - Some of the contents are stretched out to the farthest right of the screen making the scrolling action more difficult on the user's end



The Cheese Shop Inc.

- The Cheese Shop includes many accelerators (ex. search bar function and navigation function) that help users speed up the process of finding and purchasing their products online
- The filter functions enable the users to preview what products are available in the shop



iGourmet

- iGourmet includes **search** and navigation function that speed up the process of finding product
- The **filter** functions in iGourmet is more precise for users who are seeking products that include:
 - Specific quality
 - Specific texture
 - Specific budget
- Users can click on the “Contact us!” overlay button and send message to iGourmet directly.

The image displays two screenshots of the iGourmet mobile website. The left screenshot shows a filtering interface with sections for Brand, Milk Type, Type, Texture, Origin, and Price. It includes a promotional button for "GET 10% OFF" and a "Contact us!" overlay button. The right screenshot shows a product listing for "Poacher's Cheddar Cheese with Caramelize..." with a price of \$9.99 and an "Add to Cart" button.

Filtering Options (Left Screen):

- Brand:** AA, igourmet.com
- Milk Type:**
 - Cow (68)
 - Goat (3)
 - Mixed (1)
 - Sheep (20)
- Type:**
 - Hard and Grating (49)
 - Semi-Hard (46)
 - Semi-Soft (3)
- Texture:**
- Origin:**
- Price:**

Contact us!

Product Details (Right Screen):

- Cut & Wrapped by igourmet**
- Poacher's Cheddar Cheese with Caramelize...**
- \$9.99**
- Add to Cart**

Contact us!

Summary

- ★ All competitors, except Fish Shop, have the online ordering function to make their business work
 - Provide convenience
 - Effective in displaying the products through the visual image embedded in the online ordering platform
 - A share of their market can potentially come from the online platform

Filter  Featured 

WHAT WE'RE KNOWN FOR



Turkey, Jack Cheese And Avocado Sandwich \$11.50

Turkey breast, Monterrey jack cheese and lots of fresh avocado — The Most Popular Sandwich Here!!

Add to cart

Cut & Wrapped by igourmet
Poacher's Cheddar Cheese with Caramelize...
\$9.99

Qty 

Eat Cheese, Drink Wine, Live Life Happy!

Shop now

MISSION VALLEY
5618 MISSION CENTER RD.
SAN DIEGO, CA
TEL: (619) 458-9611
MONDAY - SATURDAY:
11 AM - 8 PM
SUNDAY:
11 AM - 7 PM

ORDER ONLINE

Summary

- ★ Provide menu with pictures and pricing
- ★ Catering order service
- ★ Find out locations and store hours(offered by all competitors)
- ★ Find out the most popular or featured/promoted items(offered by all competitors)
- ★ Find out contact information of the store (offered by all competitors)
- ★ Gallery contains eye-catching pictures of both food and shop environment
- ★ Provide links to social media platforms

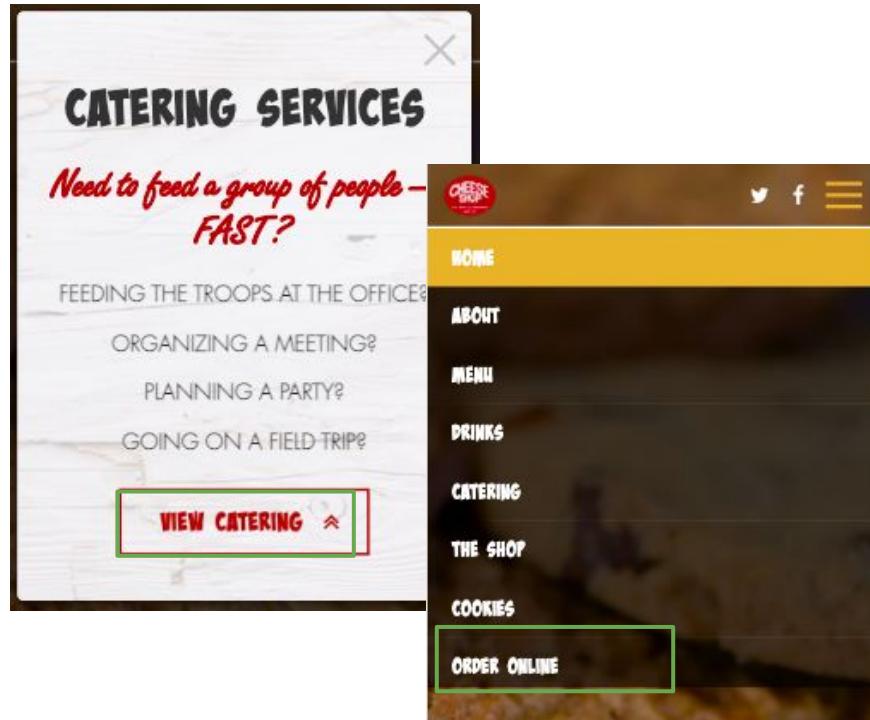
smallgoods

AMERICAN CHEESES & PROVISIONS

Site Architecture

Cheese Shop

- Cheese Shop prioritizes “order” and “catering”
 - Home page pop out window links to “catering”
 - Both hamburger navigation and bottom navigation contain links to “order”



Fish Shop

- Fish Shop's homepage is structured with an **emphasis on its features**.
 - “award winning”, “casual ambience”, “famous”, “homemade”
 - Attract customers
- One-scrolling allow users a **quick access** to the basic info customers want to know

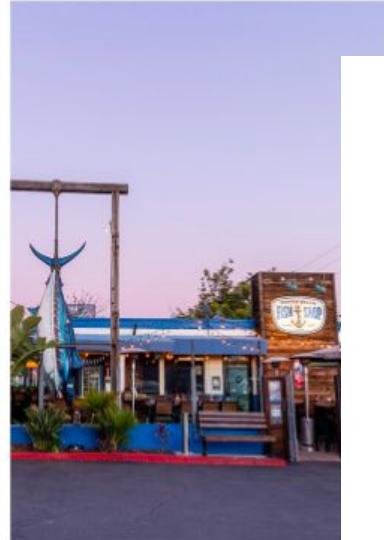
The image shows a mobile-optimized version of the Fish Shop website. At the top right is a logo with the words "FISH SHOP" and a stylized anchor. To the left is a "MENU" icon consisting of three horizontal lines. Below the logo is a photograph of a tortilla wrap filled with shredded vegetables like carrots and lettuce, garnished with cilantro and lime wedges. To the right of the image are four small circular icons. A blue banner across the middle contains the text "Award Winning Tacos". Below this, a section titled "FIND YOUR FISH SHOP" encourages users to visit one of their three locations. A red button at the bottom right says "CHOOSE A LOCATION". To the right of the main content area is a vertical sidebar with the text "Casual Ambience & Dog-Friendly" above a photo of a dog wearing a cap, and "Shop Our Famous Handmade Seasoning" below a photo of a hand holding a bottle of "FISH SHOP ORIGINAL SEASONING".

Fish Shop

- Fish shop also **highlights “locations”**, given that they do not provide delivery
 - There are two sections providing information on the locations of their shops
 - Stick “Choose a location” link on homepage
 - Constantly reminding customers to make sure they know they have to visit the shops

FIND YOUR FISH SHOP

Visit Us at One of Our Three Locations



PACIFIC BEACH

[Menu](#)

1775 Garnet Ave
San Diego, CA 92109

858.483.1008



POINT LOMA

[Menu](#)

1110 Rosecrans St #100
San Diego, CA 92106

619.756.7778

PACIFIC BEACH

CHOOSE A LOCATION

ENCINITAS

[Menu](#)

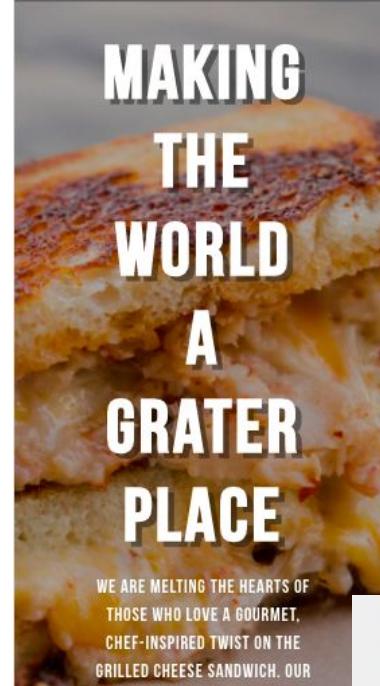
1010 S Coast Hwy 101
Encinitas, CA 92024

760.436.4685

CHOOSE A LOCATION

Grater Grilled Cheese

- Grater Grilled Cheese homepage has a **one-page scrolling** structure
 - Contains pictures of not only food, but also customers and employees, demonstrates their brand of sense of community
 - However, **the structure are not mobile friendly and makes the text hard to read**



WE ARE MELTING THE HEARTS OF THOSE WHO LOVE A GOURMET, CHEF-INSPIRED TWIST ON THE GRILLED CHEESE SANDWICH. OUR
GRATER GRILLED CHEESE AIMS TO OFFER THEIR GUESTS ONLY THE BEST QUALITY FOOD.
VOTED BEST GRILLED CHEESE IN SOUTHERN CALIFORNIA, GUESTS WILL BE ABLE TO DELIGHT IN FAN FAVORITES SUCH AS THE LOBSTER GRILLED CHEESE MADE WITH THEIR SECRET FIVE-CHEESE BLEND, BUTTER FRIED LOBSTER, CRAB, AND THEIR SIGNATURE SIERRA NEVADA PALE ALE BEER CHIPOTLE AIOLI, AND A VARIETY OF OTHER SELECTIONS SUCH AS SOUPS, SALADS, MAC 'N CHEESE, POMME FRITES, AND MORE.

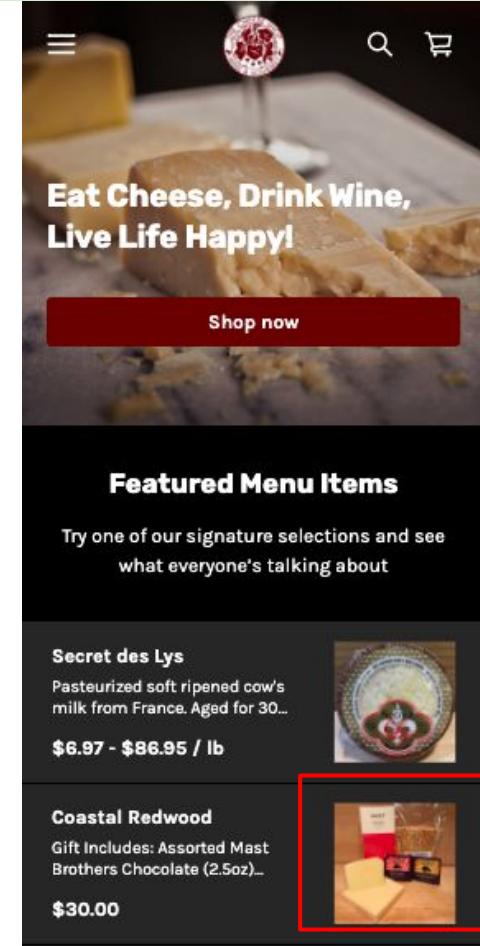


[LOAD MORE...](#) [@ FOLLOW ON INSTAGRAM](#)



The Cheese Shop Inc.

- The cheese shop Inc website is structured to emphasize on selling their products
 - “Shop now” link is highlighted in the middle of the page, provides users a quicker access to shop
 - The rest of the homepage shows a list of popular products
- The layout of “featured menu items” could be improved with more professional and high-quality images



iGourmet

- iGourmet site structure prioritizes on events and gifts
 - The homepage highlights the most recent holiday and their holiday-edition products
 - V-DAY and GIFTS are the top two items in the navigation list
- Could be hard for customers to see regular or basic products

The screenshot shows the iGourmet website's navigation menu on the left and a promotional banner on the right.

Navigation Menu:

- V-Day
- Gifts
- Cheese
- Meat
- Pantry
- Sweets
- Subscriptions
- Meal Kits
- Prepared Meals

Promotional Banner:

Cheesy Valentine's Day Gifts
CHEESE KITS THAT
BRING THE WORLD HOME

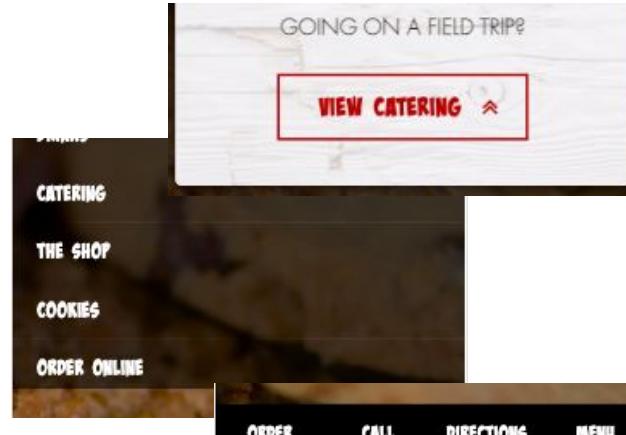
GET 10% OFF

Contact us!

Takeaways

- ★ To prioritize certain items or services, there can be multiple links that provide users access
 - Inspired by Cheese Shop and iGourmet

- ★ Smallgoods is similar to Fish shop in that customers have to visit the shop for orders
 - Fish shop has a sticky link to LOCATIONS on their homepage that reminds people this info



PACIFIC BEACH
CHOOSE A LOCATION

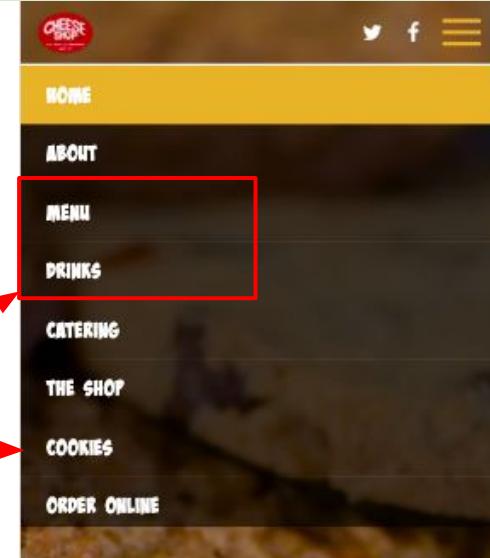
smallgoods

AMERICAN CHEESES & PROVISIONS

Navigation

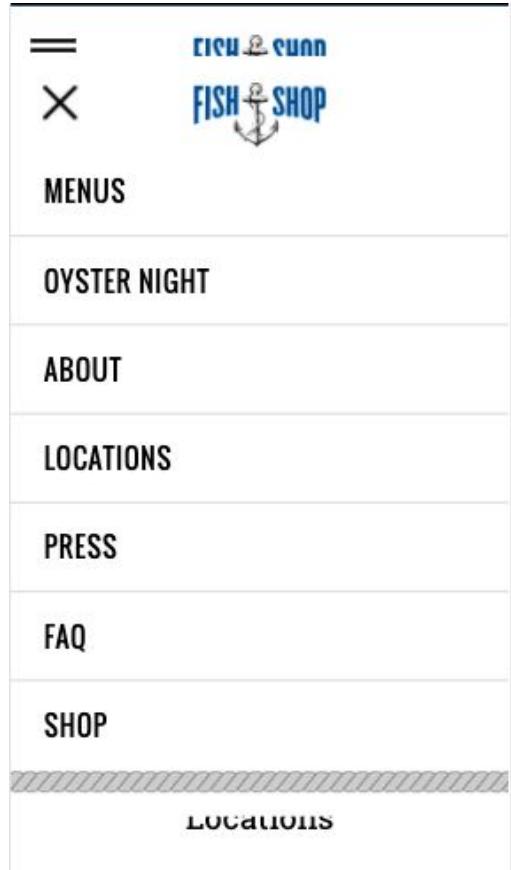
Cheese Shop

- Cheese shop has its navigation items **neatly** shown in a sticky hamburger menu on the top right corner of the page
 - Having “menu” and “drinks” can be confusing and the “drinks” can be included in the “menu”
 - “cookies” directs user to an new site, but there is **no indication of the external link.**
- There is also a bottom navigation bar
 - Links to **most frequently visited links**
 - It contains “call” and “directions” that cannot be directly found using the hamburger menu



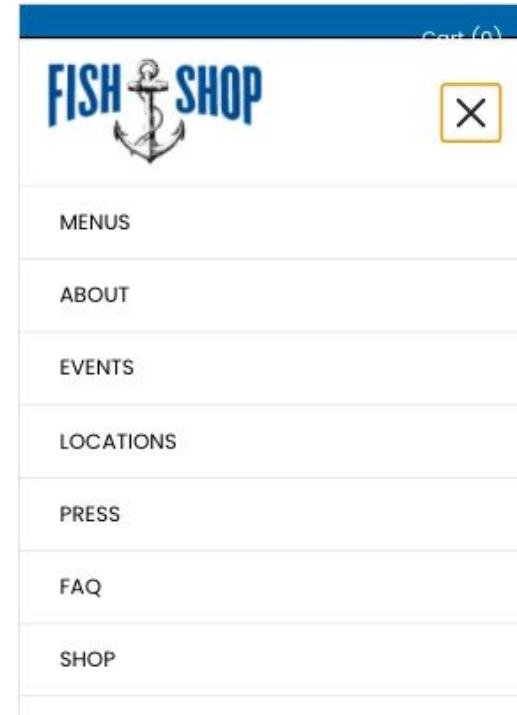
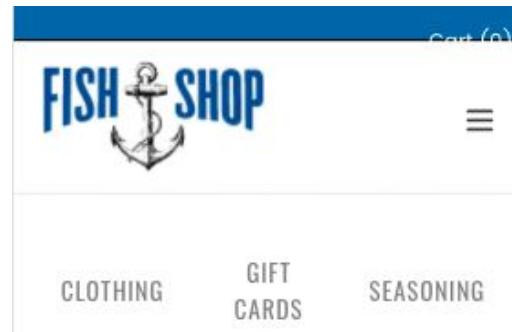
Fish Shop

- The hamburger menu is at the top left corner of the page, containing **straight-forward navigation items**
 - Some of the pages are very long and require a lot of scrolling, and the sticky burger menu allows users to access at any point on the page.
 - **Lacks the link to homepage**, but can be accessed by clicking the logo



Fish Shop

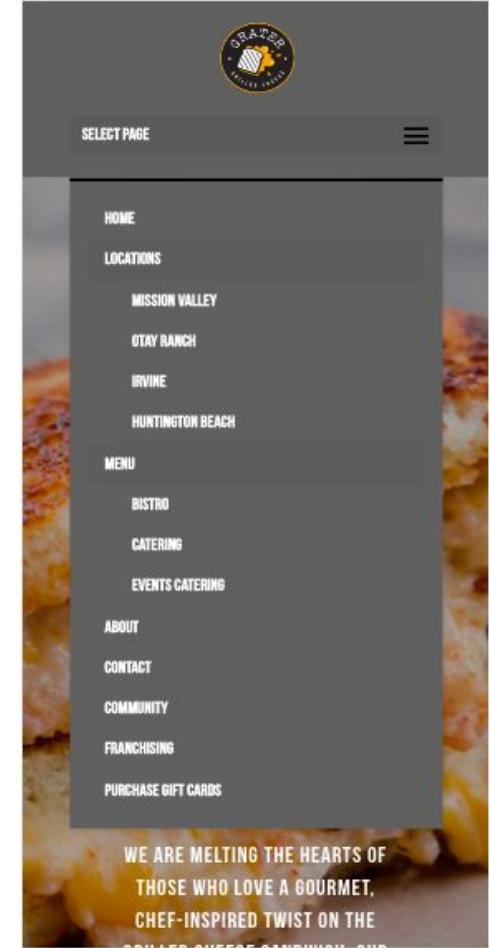
- The navigation on the “shop” page is **inconsistent** with others
 - Hamburger menu moves to top right of the page
 - No feedback from the navigation item indicating what the current page is



Grated Grilled Cheese

- The navigation menu is **organized** and shows a clear **hierarchy** by indentation of the subcategories

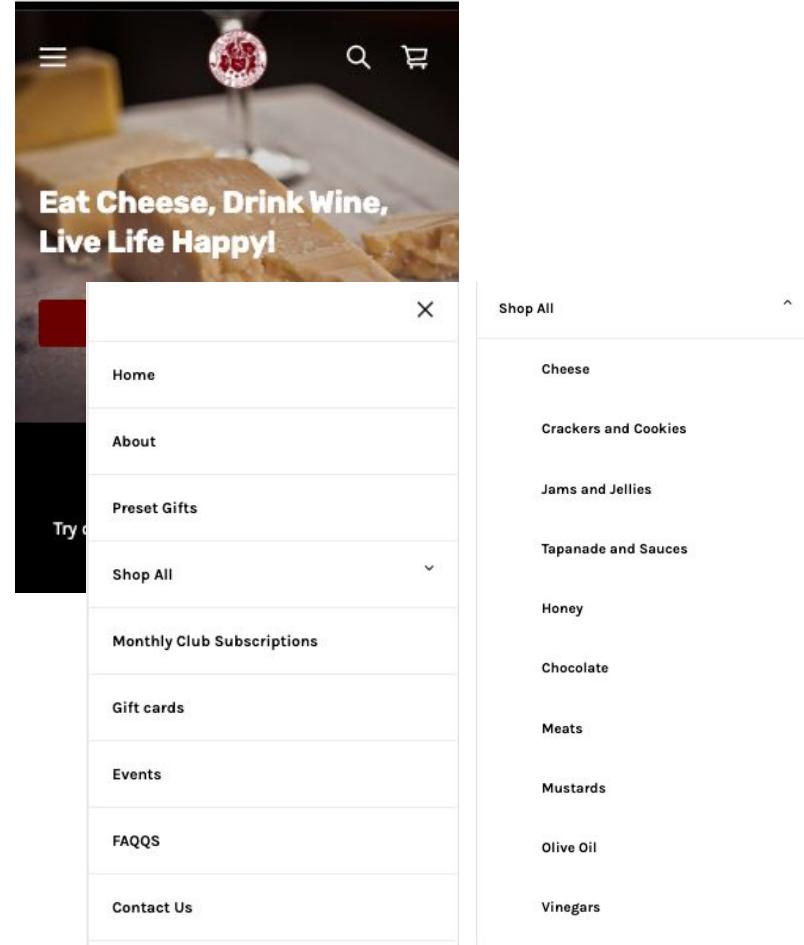
- What did not work
 - The text and font can be hard to see, especially on a small mobile screen
 - No status change of the navigation item after being selected



The Cheese Shop Inc.

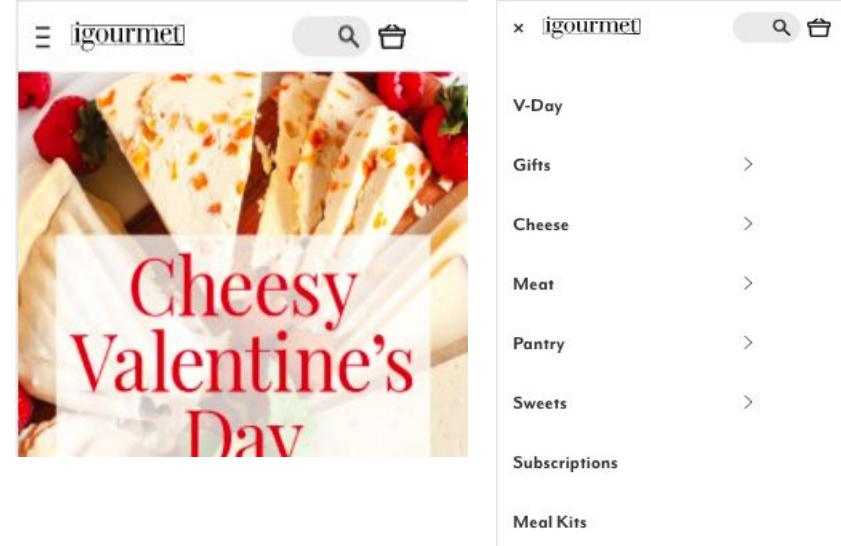
- The navigation items are **neatly** shown in burger located on top left corner
 - **Downward arrow and indentation** are used to show subcategories
- However, there is no indication showing what the current page user is on.
 - **No active status in the particular navigation item that's being selected**
- Store information* **cannot be accessed** directly through the navigation bar.
 - Users need to scroll down to the bottom of the home page, and may not be able to find this information if they lack experience with finding contact/hour.

*hours, contact, and location



iGourmet

- iGourmet presents its navigation items in a sticky burger menu on the top left of the page, it contains multiple levels of hierarchies that are **neatly organized**
- The lack of homepage link in the primary navigation is solved by having a breadcrumb on top of the result page



Summary - Navigation

Primary navigation labels	Cheese Shop	Fish Shop	Grater Grilled Cheese	The Cheese Shop Inc	iGourmet
Home	x		x	x	
Menu	x	x			
About	x	x	x	x	
Location		x	x		
Event		x			x
Community			x		

Summary - Navigation

Primary navigation labels	Cheese Shop	Fish Shop	Grater Grilled Cheese	The Cheese Shop Inc	iGourmet
Shop	x	x		x	x
Catering	x		x		
Contact Us			x	x	
Gifts				x	x
Press		x			
Subscription				x	x

smallgoods

AMERICAN CHEESES & PROVISIONS

Content

Cheese Shop

- The content of Cheese Shop mainly revolves around:
 - Store history and background
 - Shopping experience
 - Smell, see, taste, reminisce
 - Menu
 - Ordering & Catering
- The biggest feature of the site is **Online Order**.
Users can order pick up directly from the menu on the site.

The screenshot shows a red header with the "CHEESE SHOP" logo and social media links for Twitter, Facebook, and a menu icon. Below the header is a white section titled "WHAT WE'RE KNOWN FOR". It lists four sandwich options: "TURKEY, JACK CHEESE AND AVOCADO SANDWICH" (\$11.50), "ROAST PORK SANDWICH" (\$10.95), "ROAST BEEF SANDWICH" (\$10.95), and "BEACHCOMBER" (\$9.95). Each sandwich listing includes a brief description.

Sandwich	Price
TURKEY, JACK CHEESE AND AVOCADO SANDWICH	\$11.50
ROAST PORK SANDWICH	\$10.95
ROAST BEEF SANDWICH	\$10.95
BEACHCOMBER	\$9.95

TURKEY, JACK CHEESE AND AVOCADO SANDWICH \$11.50
Turkey breast, Monterrey jack cheese and lots of fresh avocado — The Most Popular Sandwich Here!!

ROAST PORK SANDWICH \$10.95
Pork tenderloin roasted in-house with cilantro, garlic, seasonings and melted jack cheese. We put our homemade honey mustard on this one. It's our specialty!

ROAST BEEF SANDWICH \$10.95
USDA Choice top round, tied and cooked to perfection in our store

BEACHCOMBER \$9.95

Cheese Shop

- There is a overlay message promoting their catering services. This gives the user a quick access to view catering.
- The photo gallery is on the homepage, including high-quality images of food they offer. Good images can attracts users and advertising their products.

CATERING SERVICES

Need to feed a group of people – FAST?

FEEDING THE TROOPS AT THE OFFICE?
ORGANIZING A MEETING?
PLANNING A PARTY?
GOING ON A FIELD TRIP?

[VIEW CATERING](#)



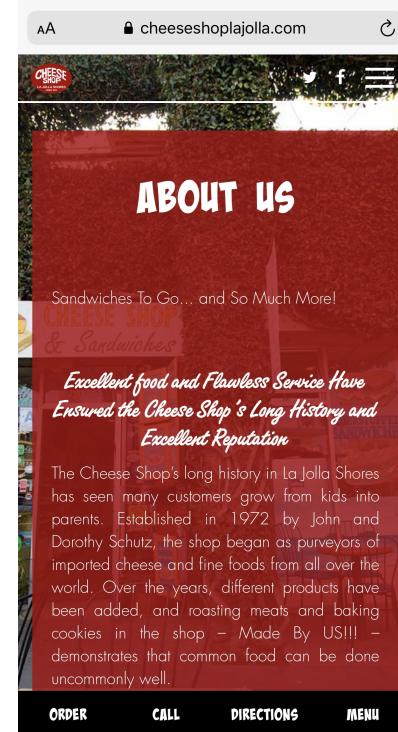
[Email...](#)

[ORDER](#) [CALL](#) [DIRECTIONS](#) [MENU](#)

Cheese Shop

What did not work:

- Some fonts are not quite easy to read. Also they have combined several different fonts together.



Fish Shop

➤ Impression: Fresh + Relaxing

- A great deal of text has been devoted to the restaurant philosophy and the restaurant environment, with an effort to give customers a fresh and relaxing dining impression

➤ Souvenir & Gift Shop

- Clothing, Gift cards, Seasoning



FISH SHOP PACIFIC BEACH SHIRT

100% cotton crew neck

\$25.00

VIEW



\$100 ENCINITAS GIFT CARD

\$100 Gift card ...

\$100.00

VIEW



A Casual Ambience

Fish Shop invites you to relax and enjoy one of the many local beers we serve in a family- and dog-friendly atmosphere, which reflects the casual San

Fish Shop

➤ FAQ

- Particularly useful for operating during the pandemic

➤ Press

- The press content creates a larger user base, including people who want to know more about the Fish Shop. It is a easy way to show users about their reputation.

≡
MENU



RESERVATIONS?

No.

TAKE-OUT?

Yes.

DOG-FRIENDLY?

Yes.

ACCEPTS CREDIT CARDS?

Yes.

ALCOHOL?



SAN DIEGO DINNING DISH - THE FISH SHOP (REMIX EDITION)

SAN DIEGO DINNING DISH
[READ MORE >](#)



SAN DIEGO FOOD FINDS - WARM WINTER TAKE OUT OPTIONS INCLUDING FISH SHOP CHOWDER

SAN DIEGO FOOD FINDS
[READ MORE >](#)



PACIFIC SAN DIEGO - HOLIDAY COCKTAILS TO GET YOU INTO THE SPIRIT

PACIFIC SAN DIEGO
[READ MORE >](#)

Fish Shop

What did not work:

- There is no photo gallery displaying images of products, and they only include a limited amount of product images on the homepage.

MENU



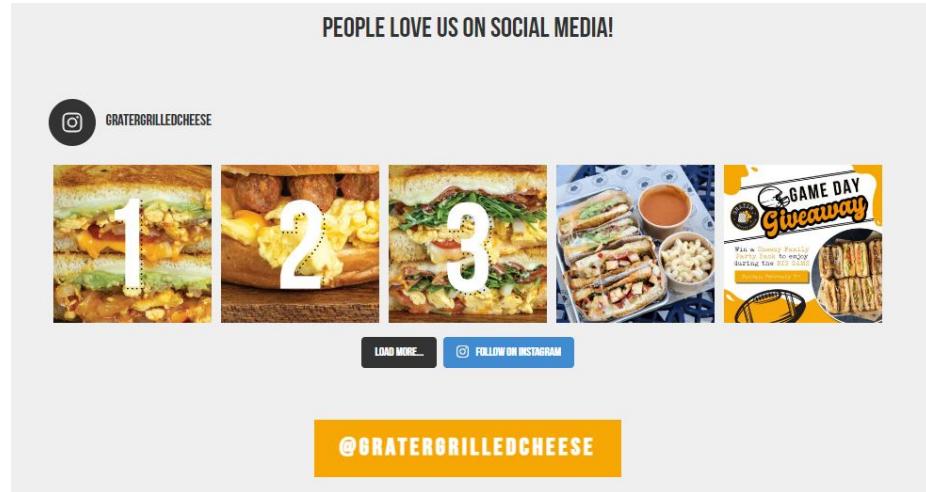
Get Hooked on Fresh Fish

The Fish Shop first dropped anchor in Pacific Beach in 2010. Since then, we've built a reputation for providing

CHOOSE A LOCATION

Grater Grilled Cheese

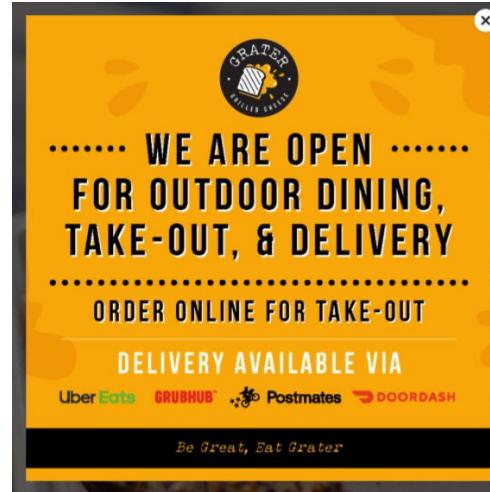
- The content of the site is very simple and straightforward, centered around the restaurant's **essential information** such as location and menu.
- Compared with other websites, it includes less history and background, increases the advertising of its social media, and creates a feeling of being in a **community**.



Grater Grilled Cheese



Customers can order pick up directly from the site



Use “flyer” to inform visitors the recent event, promotion and delivery info.

The Cheese Shop Inc.

- There is a top banner notifying users that they cannot ship orders to P.O. boxes, acknowledging user before they order.
- There is clear and simple description for every item. For cheese, they offer nutritional information including the milk type, country, rennet, and age.
 - Helpful for customers who care about ingredients
- On the homepage, there is a “Featured Menu Items” list. This is really helpful for users who do not know what to purchase.

We cannot ship to P.O. Boxes, please do not ship your items to a P.O. Box, we will not be able to process your order.

As all our cheeses are cut to order by hand, we apologize about any variation weights from your order amounts

Description

Milk Type: Cow, Country: USA, Rennet: Microbial, Pasteurized, Age: 12 Months

Featured Menu Items

Try one of our signature selections and see what everyone's talking about

Secret des Lys

Pasteurized soft ripened cow's milk from France. Aged for 30 days and...



\$6.97 - \$86.95 / lb

Coastal Redwood

Gift Includes: Assorted Mast Brothers Chocolate (2.5oz) Everything Flatbread...



\$30.00

Margot's Morsels Killer Garlic

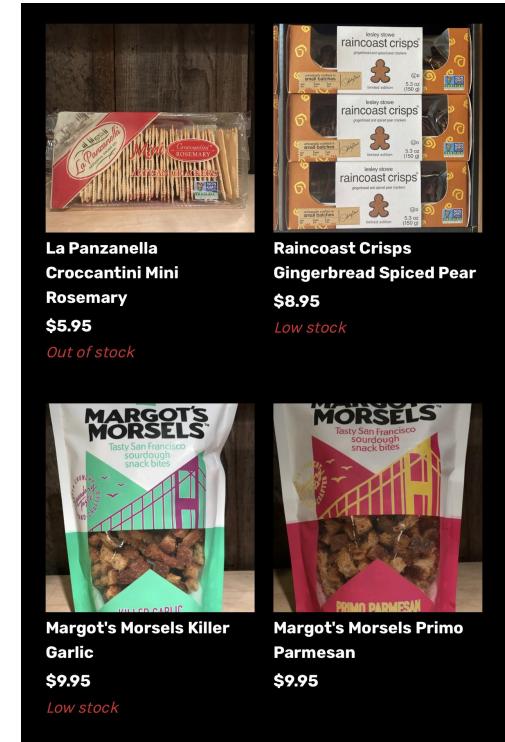
6 oz Sourdough Bread bites infused with garlic



\$9.95 *Low stock*

The Cheese Shop Inc.

- Items are labeled with **inventory stock status**, product's name, and its price on the list. It is helpful for users to view the inventory stock before viewing the product details, saving time for unnecessary actions.
- There is a clickable breadcrumbs while users are viewing the product individually.



Cheese > Cambozola Blue

The Cheese Shop Inc.

What did not work:

- There is no heading provided for users on mobile version after they click a certain tab through the navigation.
- Listing a range of price with “per lb” can confuse the users.



Cambozola Blue

\$5.74 - \$45.90 / lb

A screenshot of a mobile browser displaying the website thecheeseshopinc.com. The page features a header with the shop's logo and navigation links. Below the header is a large image of various cheeses and breads. A section titled "Our Cheese Will Travel...." contains text about cheese tables for parties. Another section at the bottom discusses virtual events due to Covid-19.

20:29

AA thecheeseshopinc.com

thecheeseshopinc.com

Our Cheese Will Travel....

Please inquire about cheese tables for your next party

Due to Covid-19, we are currently only doing virtual events, please inquire bringing our cheesy events for your next virtual get together.

iGourmet

- The homepage contains the **current event** with the highest priority, which right now is promoting the Valentine's Day cheese kits.
- There is a **recommendation** based on previous orders under the product detail. This would be helpful when the user is not sure what else to buy with his or her current wanting product.
- **Monthly Subscriptions** might be the biggest highlight of iGourmet. Users can get customized time-based plan through iGourmet, reducing the repeated replenishment.

The screenshot shows the iGourmet homepage. At the top, there is a search bar with the text "igourmet" and a magnifying glass icon. Below the search bar, a promotional banner for "Cheesy Valentine's Day Gifts" is displayed, featuring several cheese slices and strawberries. The banner text reads "Cheesy Valentine's Day Gifts" and "CHEESE KITS THAT BRING THE WORLD HOME". Below the banner, there is a section titled "Gourmet Monthly Subscriptions" with a brief description: "Our subscriptions are a must for the adventurous gourmand and an excellent educational experience for budding connoisseurs." A "Qty" input field with the value "1" and an "Add to Cart" button are also visible.

The screenshot shows a product page for a cheese subscription. At the top, there is a search bar with the text "igourmet" and a magnifying glass icon. Below the search bar, a promotional banner for "Cheesy Valentine's Day Gifts" is displayed, featuring several cheese slices and strawberries. The banner text reads "Cheesy Valentine's Day Gifts" and "CHEESE KITS THAT BRING THE WORLD HOME". Below the banner, there is a section titled "Gourmet Monthly Subscriptions" with a brief description: "Our subscriptions are a must for the adventurous gourmand and an excellent educational experience for budding connoisseurs." A "Qty" input field with the value "1" and an "Add to Cart" button are also visible. On the right side of the page, there is a section titled "People who purchased this also purchased" with two items listed: "Cut & Wrapped by igourmet Imported Italian Fontal Cheese" for \$6.99 and "Cheeseland Gouda Cheese with Peppercorns" for \$6.99, each with its own "Add to Cart" button.

A subscription makes a wonderful gift for any foodie. With a new shipment delivered each

iGourmet

What did not work:

- The description is too long for users to view.
It could be better if they have some
emphasis using bold style.
- There is no inventory stock status while
viewing the products list, so the user has to
click on the product detail and find out if the
item is available.

Description

Big Woods Blue is a full-flavored blue cheese that blends the creaminess of sheep milk with an open texture and spicy, complex flavor. One of the best blue cheeses made in America, it has finished top in its class twice at the American Cheese Society. Artisan cheesemaking is a rare craft in the United States and sheep milk farmstead cheesemaking is even more unusual. One of the best farmstead sheep cheesemaking families lives and works in Southeast Minnesota, one hour south of Minneapolis. Shepherd's Way Farms award winning, handcrafted cheeses are in limited supply but in high demand across the country.

Steven Read and Jodi Ohlsen Read established Shepherd's Way Farms in rural Carver County, Minnesota, with a small flock of sheep in 1994. The farm relocated to Nerstrand, Minnesota in 2001 as a farmstead cheese dairy. Now located just outside Northfield, Minnesota, the farm is across from the Big Woods State Park. Within three years, Shepherd's Way Farms had grown to be one of the largest dairy flocks in the country.

A devastating arson fire in January 2005, destroyed more than 500 sheep & lambs and all of the livestock housing. Currently, Shepherd's Way has a foundation flock of 300 ewes. Cheese production continues on limited basis. Shepherd's Way is a family-based, family-run farm - the farm family consists of Jodi and Steven and their four boys, Aidan, Eli, Isaiah, and Maitias.

- Made from pasteurized sheep's milk.
- Photo depicts whole 6 lb. form of cheese.
- We cut and wrap this item by hand.

The screenshot shows a search results page for "Burratina Cheese" on the iGourmet website. The URL in the address bar is "igourmet". The search bar contains "Burratina Cheese". Below the search bar, there is a product card for "Burratina Cheese" with a small thumbnail image.



Calabro
Burratina Cheese

\$7.99

CALABRO Origin: USA Size: 8 ounce

\$7.99

SOLD OUT

♡ ADD TO WISHLIST

Guaranteed fresh to your door.

Qty + [See Details](#)

Takeaways

- ★ Include quick access of store information in navigation bar
 - Opening hour, contact, and location
- ★ Add alert header & FAQ
 - Keep visitors informed about how you're responding to the coronavirus.
- ★ Keep the style consistent
- ★ Make sure the fonts are readable
- ★ Give recommendations on relative products
- ★ Press can be a good choice for crediting reputation
- ★ Include enough amount of high-quality images at least for signature products.

Summary - Content

content	Cheese Shop	Fish Shop	Grater Grilled Cheese	La Costa Wine Co.	iGourmet
Images of product	x	x	x	x	x
Locations	x	x	x	x	
Hours	x	x	x	x	x
Contact	x	x	x	x	x
Menu	x	x	x	x	x

Summary - Content

content	Cheese Shop	Fish Shop	Grater Grilled Cheese	The Cheese Shop Inc	iGourmet
Social Media	x		x	x	x
Order Online	x		x	x	x
Review	x	x	x		
Rating on items					x
Search				x	x

Summary - Content

content	Cheese Shop	Fish Shop	Grater Grilled Cheese	The Cheese Shop Inc	iGourmet
Breadcrumbs				x	
Cart				x	x
Account					x
FAQs		x		x	x
About	x	x	x	x	x

Summary - Content

content	Cheese Shop	Fish Shop	Grater Grilled Cheese	The Cheese Shop Inc	iGourmet
Nutritional Information				x	x
Recommendation					x
Inventory Stock Status				x	x
Gift Cards			x	x	x
Subscription (product)					x

smallgoods

AMERICAN CHEESES & PROVISIONS

“Good Ideas”

Cheese Shop & Poki one n half*

- Gallery includes pictures of both the food and the environment of the shop
 - Pictures are consistent with the brand of the shop
 - Let users know what the shop look like and what they can order
 - Allow a good initial impression of the shop
 - Given users an idea of what the experience will be like



*<http://www.onenhalf.com/newgallery/>

Fish Shop

- Focusing on details
 - logo on the dog's hat, seasoning jar and the bottom of the websites
 - Presenting the brand through the usage of logo throughout their entire website



Casual Ambience &
Dog-Friendly

Encinitas, CA 92024

760.436.4665



© Fish Shop.

CHOOSE A LOCATION

Grater Grilled Cheese

- Providing **social media links** and showing pictures from the platform is a good way to connect with users
 - Easier for users to see, rather than having the icons in the corner of the page.

PEOPLE LOVE US ON SOCIAL MEDIA!



An Instagram post from @GRATERGRILLEDCHEESE. The post header says 'GAME DAY Giveaway'. It includes a photo of a football and a sandwich, with text: 'Win a Cheesy Family Party Pack to enjoy during the BIG GAME'. At the bottom are 'LOAD MORE...' and 'FOLLOW ON INSTAGRAM' buttons.

@GRATERGRILLEDCHEESE

The Cheese Shop Inc.

- Show signature products on the homepage.
 - This would be helpful for the first-time users.
- Directly messaging can be an accelerator for users.
 - This can save users' time from emailing the client in the common way. Users do not need to change app and copy and paste the email address.

Featured Menu Items

Try one of our signature selections and see what everyone's talking about

Secret des Lys
Pasteurized soft ripened cow's milk from France. Aged for 30 days and...
\$6.97 - \$86.95 / lb

Coastal Redwood
Gift Includes: Assorted Mast Brothers Chocolate (2.5oz) Everything Flatbread...
\$30.00

MARGOT'S MORSELS
Organic, grain-free dog treats made with all-natural, human-grade ingredients. Our...
**arlic...
ian-fed...
ie Fuzz...**

PALM ISLAND
Our Palm Island Honey is a single varietal honey from the bees that pollinate the...
**ee...
ee...
ee...**

Where are we located?

Carmel Plaza Lower Level
Ocean and Junipero Carmel, CA 93921

Full name

Email *

Message

Submit

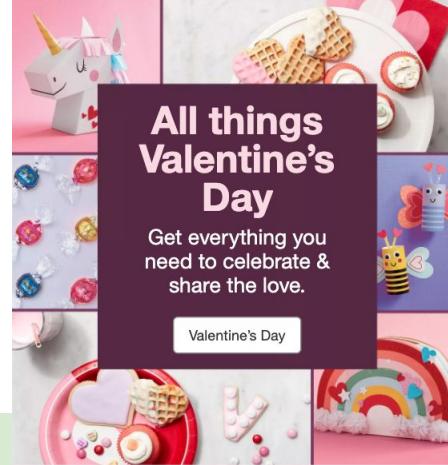
iGourmet & Target*

- High-quality poster
 - This can be a really good promotion to users. Users can get stronger visual perception from both text and image.



Please select a store Orders

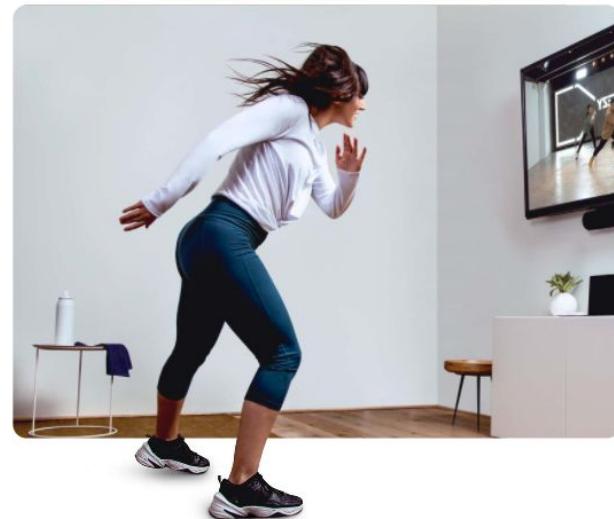
VALENTINE'S DAY



*<https://www.target.com/>

- Tag line
 - A tag line can attract users attention easily with a few words. Also, it is good to build up the brand identity.
 - Make sure to keep the copy short on the mobile version.

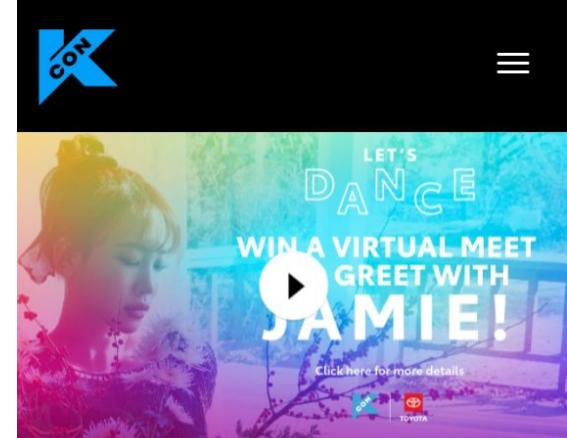
Dance Classes for Everyone



*<https://www.steezy.co>

Kcon USA*

- Advertising video
 - An advertising video might be something good to view. It gives users better visual representations of their products and environment.



NEWS

WATCH NEW-TACT AND LIVE-TWEET YOUR FAVORITE MAMA MOMENT FOR A CHANCE TO WIN A SIGNED ALBUM!



*<https://www.kconusa.com>

Buga BBQ*

- Start-up Animation
 - It shows a short start-up animation with the Buga logo first before viewing the main content. This start-up animation could strengthen the visual representations.



*<https://www.bugabbq.com/>

Moodboard

SIMPLE, FRESH, AUTHENTIC



100 %
ORGANIC



smallgoods

AMERICAN CHEESES & PROVISIONS

Bottom Line Overview

	Cheese Shop	Fish Shop	Grater Grilled Cheese	The Cheese Shop Inc.	iGourmet
Brand	Chooses images that represent the brand	Avoids heavy text and maintains the brand theme	High contrast between background image and text	Chooses visually pleasing images of products	Limits content displayed on the homepage
Functionality	Menu with pictures, pricing and descriptions	Visualizes location with interactive map, FAQs	Makes sure the design is adaptive for different devices	Includes accelerators (eg. search bar, navigation, filter, sorting, etc.)	Noticeable FAQs or Contact Us function for quick helps
Site Architecture	Multiple links to items that need to be highlighted on the homepage	Homepage is structured to highlight its features and messages to customers	Not mobile friendly	Homepage highlights links and items to provide users a quicker access	Homepage displays and highlights info that the shop wants to emphasize and promote
Navigation	Bottom navigation for items that are frequently visited	Navigation is not consistent for all pages	Clear navigation hierarchy	Hierarchies are demonstrated by using downward arrows and indentation	Breadcrumb on top of the result page showing levels of navigation
Content	Gives quick access to special services	Includes enough amount of images including products and environment	Consistent in text font and design style aesthetically	Puts important and helpful information upfront	Shows recommendation based on previous orders under the product detail

	Cheese Shop & Poki one n half	Fish Shop	Grater Grilled Cheese	The Cheese Shop Inc.	iGourmet & Target	Steezy	Kcon USA	Buga BBQ
“Good Ideas”	Gallery includes pictures of both food and environment	Includes details that strengthen the brand	Social media link is easy to find	Show signature products can be helpful for new customers	Includes high-quality posters	May include tag line	May include advertising videos	May include start-up animation