

Research and Competitive Analysis of Summit St. Family Restaurant

Initial Thoughts and Observations Of Summit St. Family Restaurant (SSFR)

- Colors: muted blue, burgundy; accent colors: gold and white
- Navigation tabs across top of page over the banner
 - Banner: changing slides of restaurant environment
- Contact info and hours at bottom of the page
 - Link to social media page, but dose not work and no social media pages found

Things Working

- Clean layout
- use of white space
- good quality photos, both resolution and white balance
- minimal text on pages
- responsive
- easy navigation
- easy to find contact info
- consistent page layout, uses 1 or 3 columns depending on content

Things Not Working

- Website a little hard to find
- Contact, Services, and Catering tab do not link you to any new pages
- Menu pages are easy to navigate, but boring and inconsistent layout
- Not many photos of food
- No social media pages found (or working links to social media pages)
- No prices listed on Menu

SSFR's Goals for Website to Help Consumers

- Allow users to see menu and daily specials before coming to restaurant, especially from phones
- Allow users to easily get directions and find restaurant location
- Allow users to get info about and place party caring orders online
- Allow users to view photos of restaurant online and friendly environment
- Reward loyal costumers who subscribe to mailing list and social media coupons
- less important display of a brief history of restaurant and owners

Things That Could Help SSFR Meet Consumer Goals and Improve Webpage

- Create easy access to daily specials
- Make website even more mobil friendly
- Create working contact, service, and catering tabs
- Create hierarchy in getting consumers to sign up for rewards
- Menu: make more appealing visually, make more consistent layout, add prices and more photos
- Make clearer and easy way to sign up and order catering
- Become more interactive with social media
- Show more photos, and market food and environment more
- incorporate interactive map
- make history less important
- keep simplicity of design and whitespace
- give red more hierarchy over blue
 - red helps improve the feeling of hunger, blue does not.

Competitors of SSFR

- Market St. Family Restaurant
- Village Family Restaurant
- Perry Family Restaurant
- Applebee's

Market St. Family Restaurant

Things that Put Them Ahead of SSFR

- Directions/ Link to Map (map is interactive)
- Shows Daily Specials (navigation tab works, but link at bottom of page does not)
- On Facebook

Things that Put Them Behind (or are neutral with) SSFR

- Similar Hours
- Less appealing home page
- More photos of restaurant and costumers enjoying themselves
- Non interactive webpage
- Not very mobil friendly
- Visually boring menu, no prices listed
- Similar Colors
- Navigation tabs above changing banner
- Contact info at bottom of home page

Village Family Restaurant

Things that Put Them Ahead of SSFR

- On social media
- Prices on online menu
- Specials menu
- Not to much emphasis on about page
- interactive map on contacts page
- Very Mobil friendly
- Coupons Available
- Link to trip advisor page w/ photos, ratings and reviews

Things that Put Them Behind (or are neutral with) SSFR

- Photos not very appealing
- Desserts menu
- Responsive
- Similar hours
- Mobil app visually better then website
- Basic webpage, tabs on menu bar at top of the page are not visually interesting
- Logo and Name of restaurant are in upper left corner of page, not the first thing the eye sees
- bit of a scattered layout

Perry Family Restaurant

Things that Put Them Ahead of SSFR

- Contact info clear and noticeable as soon as entering homepage (but execution is not great)
- Lists what is in each meal on the menu
- On Facebook, but link is hidden on content page and is hard to find
- Interactive Map on contact page

Things that Put Them Behind (or are neutral with) SSFR

- Similar colors
- Similar hours
- At top of page says located in Painsville, bottom says located in Perry (very confusing)
- Navigation bar on top and side of webpages
- Not responsive
- Okay photos of food
- basic menu, no prices listed
- mobil friendly
- website clean and consistent layout
- execution of colors makes it look old and dingy

Applebee's

Things that Put Them Ahead of SSFR

- Easy to find content on home page
 - Professional photos of food and environment
 - On Facebook, Instagram, Pintrest, twitter and youtube
 - Online menu divided into 3 columns not just one long list
 - nutrition and allergy info is listed
 - Nice use of white background and pops of color
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Things that Put Them Behind (or are neutral with) SSFR

- Responsive website
- Slow to load on mobil
- Clean and Consistent Layout
- Main menu organized into lots of diff sections, each section shown with a photo; there is almost to much content to look at