
Strategic Analysis and Site Map Report

GBDA 228 Website Redesign Project

Janessa Pretorius, Scott Smith, Hannah Wong

1.1 Summary of Findings

Soup Surreal is a cafe esque restaurant the resides just outside the downtown core of Stratford, on the corner of St Patrick St and Wellington St. As the name implies, Soup Surreal's main offer as a restaurant is their many kinds of soup. There are over 30 different kinds of soup to buy frozen, with a rotating menu of available hot soups, updated on FaceBook each day. Aside from soup, the restaurant offers a small selection of bread and nacho chips to go with the soup. Soup Surreal stresses the importance of using local ingredients and products and get all of their ingredients fresh at least once a week all from suppliers around Stratford; even listing who they are and where they are from on their website.

The business is run by Chef Derek Denny with a very small staff besides him. Derek has been a long-time chef and worked in many (13) kitchens around the world; including countries like Germany and Australia. Derek also participates in many culinary activities in the community. Soup Surreal participated in the Soups' On Alzheimer's fundraiser where he won the People's Choice Award for his Gouda, Beer, and Onion soup. They have also been a part of "Slow Food" (<https://www.slowfood.com/>) since 2013, and from May until October this past year they participated in the Stratford Slow food Market every Sunday from 10 AM - 2 PM. Slow food is a global organization that focuses on preventing the disappearance of local food culture and supporting interest in where the food people eat comes from within communities. It basically promotes local and fresh food.

Soup Surreal is a very one-of-a-kind restaurant, being that it only sells soup and caters to both takeout *and* sit-down lunches; however, they will still have competitors. Stratford has a wide variety of restaurants and lots of them. Places like Downie street Burgers (<https://www.downiestreetburgers.ca/index.html>) and boomers gourmet fries (http://boomersgourmetfries.ca/index.php?page=Home&&page_id=1&&id=1) offer a similar style of dining in or take out food. Both of these restaurants have an advantage in their website via the menu bar. They show a clear menu so the user knows exactly where they will be taken whereas soup surreal has a very vague menu bar. Another thing that Soup surreal lacks that other restaurants in the area offer on their sites are a clear menu. There are three different links that lead to what they offer, a page about all their soups, a page about their soups and pricing, and a link to their facebook page about what soups are available that day.

Altogether Soup Surreal has a lot of interesting information about them, however, it is displayed in a confusing manner on their website.

1.2 Website Critique

The Soup Surreal website currently does not present the audience with an aesthetic design and useful information. On the welcome page, images are not properly scaled, while texts appear to be wordy and unengaging. The background image is blurry and does not relate to the restaurant; it distracts the viewers from the main points that should be communicated to new customers. There is also an excessive amount of blank space at the bottom of the screen.

Though the colors of the website appear to be coherent, the pages are dull. There is no variety in color scheme. As a customer navigates through the website, the background picture changes, however, like the welcoming page, the photo is always pixelated and does not properly represent the restaurant.

As a restaurant, the main focus of the website should be to present their products and services as appetizing as possible. The current menu displaying the soups available is not accompanied by photos; which would create a significant difference in altering the display. Near the end of the menu, the page runs out of space and the last item on the menu is cut off. The font used in the menu also seems tacky and out of date.

In the other pages on the site, what is trying to be communicated is not clear. The audience is unaware of the purpose behind the page. For example, the section named “slow foods” does not have a clear purpose. The “creative foods” section could also be integrated into the menu. Photos in the pages also have the same problem as the backgrounds; they are pixelated and make the website look unprofessional and informal.

Overall, the website needs to be heavily redesigned. The current presentation of the website is outdated and does not present the quality of the food adequately.

1.3 About Soup Surreal

a. Who is the website for?

In its current state, the site is not very useful for anyone to use. However, the site seems like it wants to cater towards new customers who have either never been to the restaurant or have only gone once or twice. One of the first things you see on the website is the location and what they sell so, it is very much a brick and mortar business and the website is only there to influence people to go to the store.

b. Why do people visit the site?

People would visit the website to find out what the restaurant sells. They might have been to the restaurant once or twice and want to find out their whole menu. It could be completely new customers as the restaurant is rated

very highly on Google (4.9 stars) but they are visiting for the same reasons, to find out what they sell.

Visitors may also be looking for the hours and location of the restaurant.

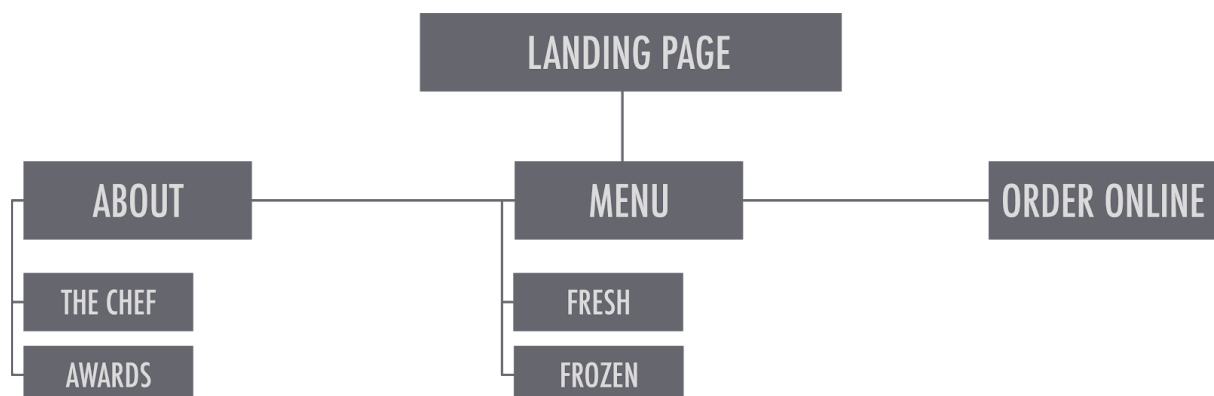
c. What are the visitors trying to achieve?

Visitors are trying to learn about Soup Surreal to decide whether they want to visit for lunch or dinner. Visitors can also be trying to find a list of menu options to see if they can eat at the restaurant with their dietary restrictions or so that they know what they want to order when they arrive. Visitors looking for the hours or location have likely already decided that they want to go to the restaurant and are finding out how to get there, or whether the restaurant is open at the time and they can go visit.

d. What information do the visitors need?

Visitors need a list of menu options that are updated with daily specials every day, a convenient way to order food to go before reaching the restaurant, a simple, easy to access background information on Soup Surreal and general information about the restaurant such as the contact information, location and hours.

1.4 Annotated Sitemap



Landing Page: The landing page will feature photos of the soup, a quote from the chef and a link to the menu page.

About: The About page will give a general overview of Soup Surreal's purpose and feature a list of suppliers.

The Chef: Soup Surreal's Chef is Derek Denny. This tab will give a short introduction to Derek. Slow Food is a style of cooking that is the foundation of the menu. This tab will give a short description of slow food and how it is used at Soup Surreal.

Awards: Soup Surreal has won 3 awards and received 3 features since it opened in January 2015. This tab will give a short description of each of these.

Menu: The menu tab will show customers the 2 options for ordering at the restaurant: Fresh and Frozen

Fresh: The fresh menu is a list of daily specials made in house available to eat in or take to go.

Frozen: A list of pre-made soups that are frozen and available for purchase.

Order Online: This tab will let users pick their meal, the sides, any drinks and the time they want to pick it up at the restaurant so the owners can have it ready for them when they walk in the door, rather than have them wait.

The bottom of each page will have a footer with a map of the location, the hours, and the contact information.
