The client is *Kith and Kin*, a family owned restaurant in Hudson, MA which emphasizes using locally sourced foods, reducing their carbon footprint, and connecting with the community. They are an average priced restaurant ($$) with great reviews. They offer indoor and outdoor seating, takeout, and have a food truck.

The current user base of the website are customers who want to look at the menu before going to the restaurant, learn more about the restaurant, order takeout or catering, or attend virtual food tasting events. The customers are all ages (there is an adult and kids menu), and are generally residents of Hudson or a nearby town.

The client's user base could be farmers or other vendors wanting to connect with the restaurant, people interested in career opportunities with the restaurant, or people looking to make reservations at the restaurant or host an event there (post-covid).

Issues with the site include:

- Bugs/formatting issues when browser is resized
- Tacky / poorly designed graphics with lack of contrast
- Too much text on the page / overcrowded
- Too many pages and misleading page names
- Hard to navigate the website, lots of scrolling required
- Some content is hard to find / hidden
- Navigating menus is confusing
- Mission of the restaurant is not emphasized

Ideas for transforming the site include:

- Changing the color palette/contrast to reflect the restaurant's vibe
- Make their mission/values a focal point and easy to find
- Make contact information: hours/location clear
- Add features to aid with reservations/online ordering
- Rename and reduce pages to make navigation easier
- Reduce text and add formatting for clear readability
- Make the website more responsive