

Project Analysis

Pop-Pop's Best

pop-pops-best.com

Site Intent

1. Define the goals for both the client company and the consumer/end-user for this site. How well are those goals currently being met?
 - The client wishes to grow their company and product line through an effective web presence. The client desires to remain a wholesaler for as long as possible. By avoiding selling at full retail the client hopes to attract a wider initial client base. The client expects his site to both inform and entice not only potential customers but current ones as well.
 - The client feels the current site, while informative, is lacking a pleasing visual aspect. The client hopes that the redesign will not only allow for a higher customer opinion but also give off an air of professionalism.
2. Summarizes what you understand to be the intent of the newly, redesigned site. How will the previously identified goals be achieved?

Competitive Analysis

Wish Bone wish-bone.com

TOS - 3 month - 1:30

Alexa Rank

Global - 778,397

US - 139,696

Demographics

Age - 18-24 & 35-44

Gender - Female

Common Queries

1. 9.62% - wishbone salad dressing
2. 5.99% - western dressing
3. 5.11% - wishbone dressing
4. 4.20% - wishbone salad dressing coupon
5. 4.18% - wish bone coupons

Hidden Valley Ranch hiddenvalley.com

TOS - 7 day - 2:09
3 month - 1:50

Alexa Rank

Global - 92,882

US - 27,648

Demographics

Age - 25-34, 45-54, & 65+

Gender - Female

Common Queries

1. 6.99% - hidden valley
2. 4.29% - hidden valley ranch
3. 3.74% - ranch dressing recipie
4. 2.28% - hidden valley ranch recipies
5. 1.92% - what meal is lasagna

Kens Foods kensfoods.com

TOS - 3 month - 3:03

Alexa Rank

Global - 1,044,045

US - 174,756

Demographics

Age - 35-44

Gender - Female

Common Queries

1. 5.78% - ken's salad dressing
2. 3.12% - italian dressing
3. 3.10% - ken sesame ginger marinade recipie
4. 2.93% - kens salad dressings
5. 2.93% - kens dressing

Targeted Audience

User Profile 1

Characteristics

Age: 45

Education: Bachelors

Platforms: Windows 8, iPhone

Influencers

- Seeking ingredients information
- Mobile component to view store locations on the go

Scenarios

Goal

Find seller locations

Method

User opens Chrome on her HP laptop. If not on her laptop user will use her iPhone. Once on the browser the user will Google search for Pop Pop's Best. Upon reaching the home page the user clicks on the Resellers tab. Once there the addresses are displayed both in text and on a map provided by Google Maps. This map will also allow for directions to be generated allowing for easier location while on the go.

User Profile 2

Characteristics

Age: 26

Education: Masters

Platforms: OS X, iPhone, iPad2

Influencers

- Write a review and read what others have to say
- Read related articles

Scenarios

Goal

Write a review and read other comments

Method

User opens Chrome on her HP laptop. If not on her laptop user will use her iPhone. Once on the browser the user will Google search for Pop Pop's Best. Upon reaching the home page the user clicks on the Reviews tab. Once there the user can either fill out the comment form or scroll through other user comments.

Pop-Pop's Best Content Audit

www.pop-pops-best.com

Purpose:

Market Pop-Pop's Best Gourmet Vinaigrette by providing current resellers, customer reviews, and news publications.

"POP-POP'S BEST Balsamic Gourmet Vinaigrette makes and outstanding salad dressing, dip or marinade."

Keywords:

Salad Dressing, POP-POP'S, Gourmet Vinaigrette, Homemade, Natural, chicken marinade, beef marinade, salmon marinade, pork chop marinade, balsamic vinegar dressing, balsamic vinaigrette dressing, shrimp marinade, marinade for steak, steak marinades

"Mobile-First" Approach:

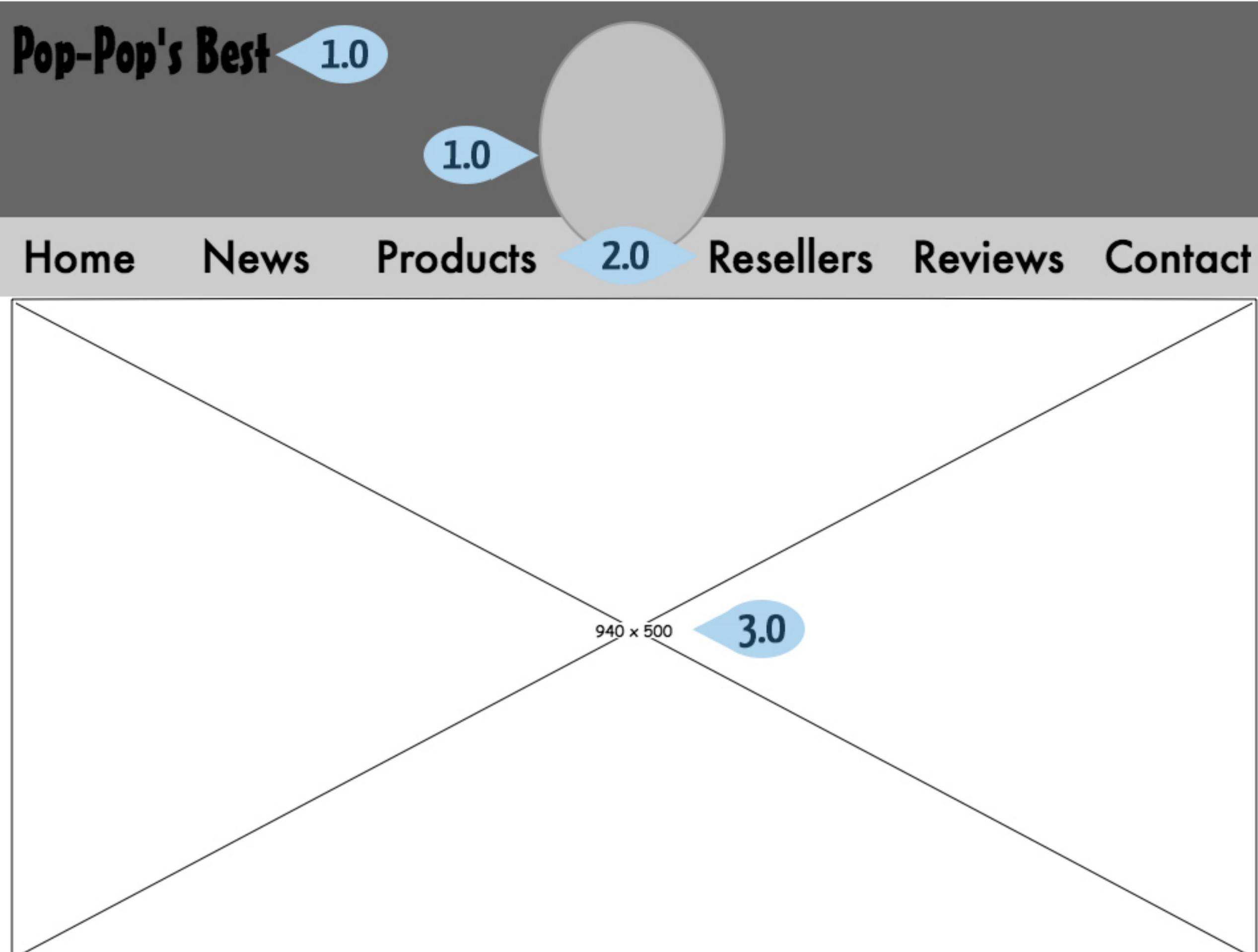
Minimalist approach – few images for faster load times

Google Maps – Reseller Locations – directions on-the-go

Pages:

1. <title>Pop-Pop's Best – Home</title>
 2. index.html / Home
 3. CTA / Letter
 4. http://pop-pops-best.com/Home_Page.html
 5. Full Width CTA / 2 or 3 column approach for letter and social feeds
 6. Home
 7. Use CTA to emphasize product
-
1. <title>Pop-Pop's Best – News</title>
 2. news.html / News
 3. Article / Link
 4. <http://pop-pops-best.com/News.html>
 5. Use Sources logo as section headers
 6. News, New City Patch, Article
 7. Images, Videos, etc. from source
-
1. <title>Pop-Pop's Best – Products</title>
 2. products.html / Products
 3. Product Image / Description / Buy Now
 4. N/A

5. Currently 1 product
 6. Products, Vinaigrette, Buy, Purchase
 7. Emphasize BUY product
-
1. <title>Pop-Pop's Best – Resellers</title>
 2. resellers.html / Resellers
 3. Store Name / Address / Map / Website Link
 4. <http://pop-pops-best.com/Resellers.html>
 5. Resellers list with image of location and map of all locations. Directions to location available. Links to resellers' websites.
 6. Resellers, Steve's Prime Meats and Catering, Luigi O'Grady's Deli, Gourmet Bakery & Catering, DeCicco of New City, Inc., Old World Food Market, DePiero's Farm
 7. Main focus (currently only method of sales)
-
1. <title>Pop-Pop's Best – Reviews</title>
 2. reviews.html / Reviews
 3. Name / Comment / Date & Time / Form
 4. <http://pop-pops-best.com/Guestbook.php>
 5. 2 columns – form and reviews
 6. Comment, Rating, Review
 7. Incorporate current reviews from site
-
1. <title>Pop-Pop's Best – Contact</title>
 2. contact.html / Contact
 3. Form (Name, Address, Phone, Email, Comments)
 4. <http://pop-pops-best.com/Contact.html>
 5. Contact form
 6. Contact
 7. FORM



- 1.0 Logo & Escape Hatch
- 2.0 Global Navigation
- 3.0 Call to Action
- 4.0 Social Feed

For years my family and friends have enjoyed my homemade salad dressings, dips, and marinades. They urged me to market my creations for everyone's enjoyment. I've created POP-POP'S BEST' for exactly this purpose
Now you can enjoy POP-POP'S BEST' in your own home! My NEW Balsamic Gourmet Vinaigrette will dazzle your tast buds with a unique combination of flavors, sweetness, and a little zing. The amazing Balsamic dressing easily doubles as a fine marinade for meats and vegetables.
Enjoy it and please use the Guestbook to tell your story and let others know how you liked it.

Lee "Pop-Pop" Licht



1.0

1.0

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New City Patch

3.0

Business

Retired Clarkstown Resident Starts Salad Dressing Company

April 25, 2013

3.0

By: Adam Littman

When he retired a bit less than two years ago, Lee Licht wasn't sure if he wanted to kick back and relax.

Instead, he started a business.

"I was urged by my family to come out and market a salad dressing that I had been making for them and for my friends for years," he said. "So, basically, that's what I did."

For the last few years, whenever there was a family gathering or Licht, of New City, was meeting with friends for a meal, he'd be in charge of bringing the salad and, perhaps more importantly, the dressing.

"It's basically a product that I started with on a very simple basis, just a simple balsamic-type salad dressing," he said. "Through the years I played with it, made it more complex and more complex and more complex, but I finally arrived at a taste that I liked and that everybody else seems to like."

Licht continued to tinker and play around with his recipe for years until he settled on a recipe, one that's still a balsamic dressing, but one with a slight kick or zing.

"It started because I wanted to concoct a simple salad dressing," he said. "From there every batch was just a little different. I kept adding and subtracting ingredients to get it right. "I love to cook. I'm a kitchen guy."

Licht's prowess in the kitchen doesn't end with salad dressing, though. He said some of his other famous recipes within his family include Chicken Kiev and spaghetti sauce.

"My wife's Italian and she likes the spaghetti sauce, or gravy as some call it, so that's good," he said.

But it was his salad dressing that his family urged him to look into marketing. Licht found a company upstate, Nelson Farms, to help produce the dressing. Nelson Farms is also connected to Cornell University, which prepared the nutritional facts for Licht's dressing.

Licht got his first batch in February and is in four stores in Rockland currently: Steve's Prime Meats and Catering in Congers, Luigi O'Grady's Deli & Catering in Pearl River, DeCicco Marketplace in New City and Old World Food Market in Nyack.

He's hoping to get into more stores, but Licht said he also thinks he'll take his dressing to at least one or two local street fairs in the coming months, and possibly more.

Through the years I played with it, made it more complex and more complex and more complex, but I finally arrived at a taste that I liked and that everybody else seems to like.

~ Lee "Pop-Pop" Licht ~

People can also be on the lookout for Licht at grocery stores doing tastings of his dressing, which is how he got into the other stores.

Licht, who is 77-years-old, said that the more he's done for his salad dressing company, the more he's enjoyed it and wants to keep going. He has ideas for two more dressings he'd like to produce in the future as well

"I wasn't sure what I wanted to do in retirement and this is something my family really pushed me towards because they thought I'd like it," he said. "Since starting the business, I really love it. If anyone else is thinking about going into business after retiring, I'd tell them to just make sure it's something they love doing. At our ages, we deserve to have fun."

For Licht, it's not just the salad dressing part of his business that's been fun. After spending 40-plus years in the packaging industry, he designed the bottle, cap and label for his dressing. He has four children, two sons and two daughters, and one son help him set up a website for the company and one daughter took the picture that appears on the bottle. One of his grandchildren, who is in school for design, helped design the label.

Even the name of the company, Pop Pop's Best, is named for a nickname his grandchildren have for him.

"It's definitely been a family project," Licht said. "It's great to have the love and support of family."

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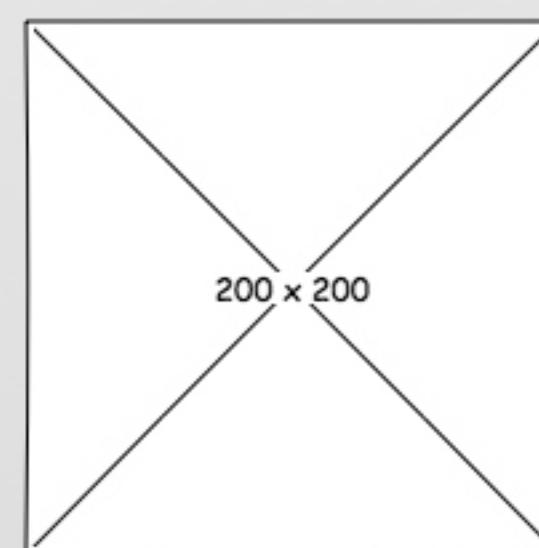
4.0

1.0 Logo & Escape Hatch

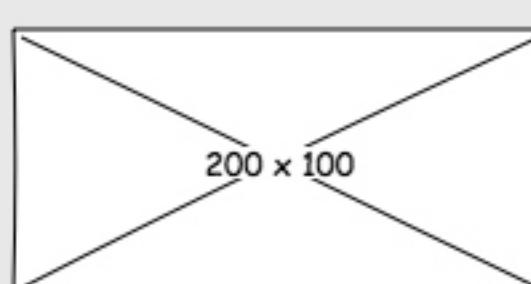
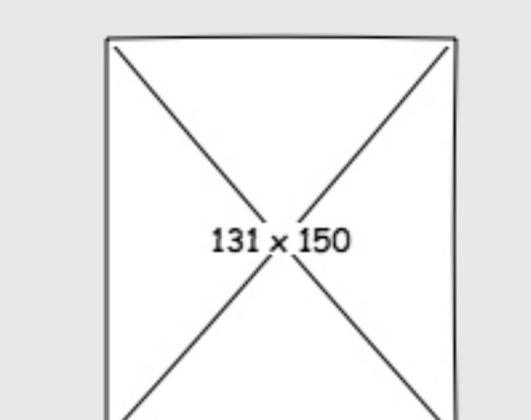
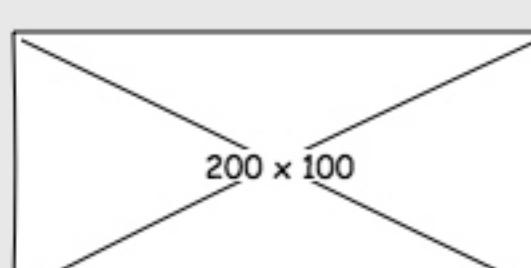
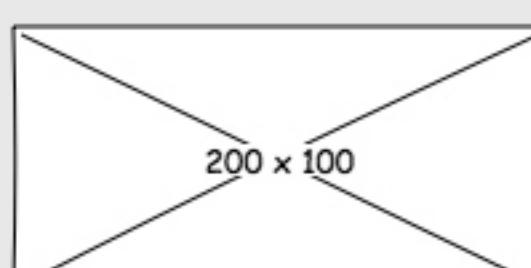
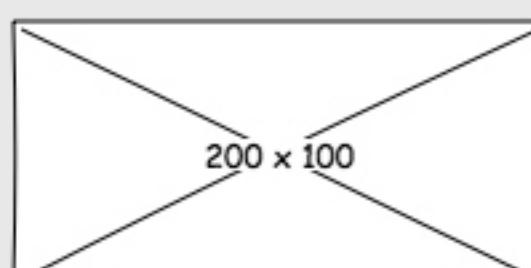
2.0 Global Navigation

3.0 Titled Section

4.0 View source takes user to original posting on news site



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Pop-Pop's Best

1.0

1.0

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Contact

3.0

We love to hear from our customers. Send us a message below.

* Required

First Name:

Last Name:

Address:

Address Line 2:

City:

State:

Telephone:

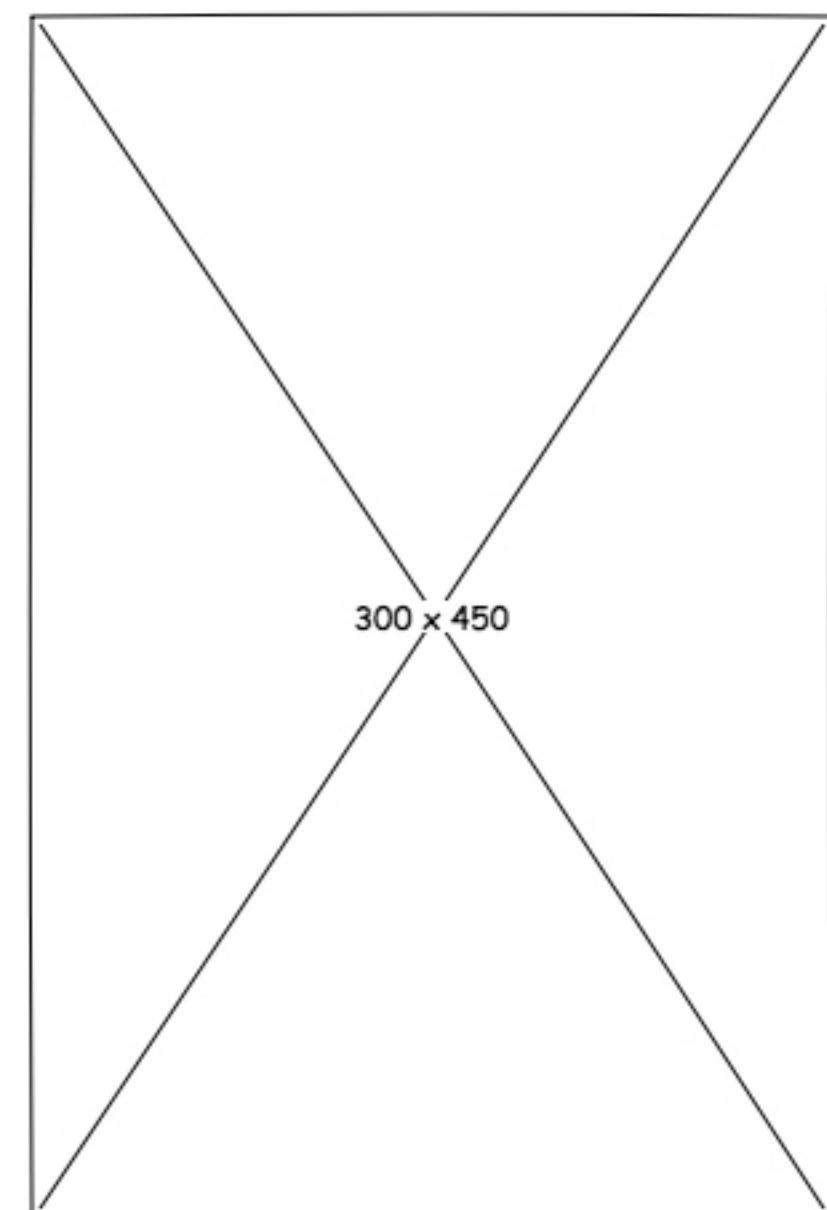
Email:

Message:

[Reset](#)

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4.0



2.0

Home News Products Resellers Reviews Contact

1.0

Logo & Escape Hatch

2.0

Global Navigation

3.0

Titled Section

4.0

Submit button that will send form info

Pop-Pop's Best

1.0

1.0

Home News Products Resellers Reviews Contact

300 x 130

3.0

1.0 Logo & Escape Hatch

2.0 Global Navigation

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4.0 Social Feed

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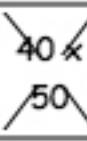
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Facebook Social Feed

4.0



Post

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2.0

New City Patch

Business

April 25, 2013

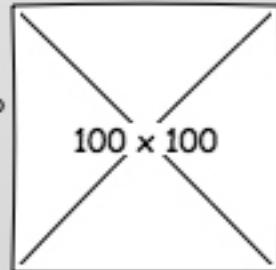
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4.0

1.0 Logo & Escape Hatch

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1.0

1.0

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2.0

Contact 3.0

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Last Name:

Address:

City:

State:

Telephone:

Email:

Message:

1.0 Logo & Escape Hatch

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3.0 Titled Section

4.0 Submit button that will send form info

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2.0

POP-POP'S BEST



POP-POP'S BEST

Mister Earl BT Bold - 40 pt - tracking: 11

Gourmet Vinnigrette

Mister Earl BT Bold - 21 pt - tracking: 45k

Style Tile
version: 1

Possible Colors



cda16e



526d45



beb295



d32127



c2b69a

Textures



THIS IS AN EXAMPLE OF A HEADER

Futura (Condensed Extra Bold) - 40 point - #526d45

This is an Example of a Sub Head

Futura (Condensed Medium) - 24 point - #cda16e

This is an example of the Copy Text level. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Helvetica (Regular) - 12 point - #000000

[This is an example of a Text link »](#)

Helvetica (Regular) - 17 point - #d32f27

Buttons and Navigation

THIS IS AN EXAMPLE OF A BUTTON

SUBMIT

HOME NEWS PRODUCTS

RESELLERS REVIEWS CONTACT

Adjectives

Professional Attractive

Detailed

Functional Trustworthy

Green

POP-POP'S BEST



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NOW AVAILABLE AT:

DeCicco
Family Markets

DePiero's
COUNTRY FARM

Luigi O'Grady's
The Best of Both Worlds

STEVE'S
PRIME MEATS &
CATERING

OLD WORLD
FOOD MARKET



POP-POP'S BEST

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60,841 comments ▾

Add a comment



Nadeem Muhammad · Follow · 10,987 subscribers

What's happening good stuff!

Reply · 52 · Like · Follow Post · May 2 at 4:19am



Kisuk Oh · Managing Director/Owner at The Fortune Seller

I'm just testing

Reply · 2 · Like · May 9 at 11:02am



Tapi Nang Benar Bah · Follow · Universiti soul reaper · 22,458 subscribers

follow me all :)

Reply · 5 · Like · May 11 at 4:57am



Putri Nur Fitriani · Universitas Indonesia
hahaha

Reply · Like · May 11 at 9:19pm



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Reply · 1 · Like · Follow Post · 47 minutes ago



Piyoe Savana · Follow · Perguruan tinggi jurusan persoderan dan perakitan barang bogrek · 214 subscribers

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NewCityPatch

Business

April 25, 2013

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Last Name: *

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State: *

Telephone: 123-456-7890

Email: ex. name@web.com *

Message: Your Message *

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We love to hear from our customers. Send us a message below.

First Name:

John

Last Name:

Smith

Address:

123 Main St.

Address Line 2

City:

Anywhere

State:

Pick a State



Telephone:

123-456-7890

Email:

ex. name@web.com

Message:

Your Message

Submit

| Timestamp | What strikes you first? | What do you feel is the purpose of the site? | Who, specifically, do you think might visit the site regularly? | Please provide your first impression about the layout and design of the site by choosing one of the following options: | How do you feel about the color scheme? | Are the fonts readable and effective? | How effective is the main navigation? | How easy is it to find the information below? | Were review and contact forms easy to fill out? | If you could change anything about this website, what would it be? |
|--------------------|--|--|--|--|---|---------------------------------------|---------------------------------------|---|---|---|
| 5/28/2013 18:16:03 | I like the "old World" look of the site. The colors are great. I liked that you picked up the logos of my resellers. | It should make the viewer 1)want to buy the product ans 2) Provide feedback to the maker. | The manufacturer. | The site genuinely satisfies the site's intent and target audience | Love it! | Yes | Very effective | | 1 Yes | No changes. |
| 5/28/2013 21:16:59 | The image of the vegetables on the top of the page. And his label in the middle. | To provide a place for customers to feel the story behind the product. I think this site helps business by associating a comfort to the product with a family story that is relatable as opposed to something you were told to buy on a tv commercial. The user is supposed to order the product-find out where they can get it-and/or discover why this product exists and perhaps share in the community sense of a common enjoyment of food and tastes. | People that know of the product and enjoy the product. Typically an older demographic above the age of 45. | There are some areas of the site that I feel might be visually incomplete or unfinished | Love it! | Yes | Very effective | | 1 Yes | The content is narrowly focused in the center which is good symmetrically, but it would utilize the space more- with either pictures of the bottle or dressing being poured over a salad. When the page first pops up (no pun intended) you have to scroll down before you notice it is a label for a dressing/marinade. Without reading-one may assume that the products are fresh vegetables homegrown. Which is why I mention utilizing the extra space to actually show the dressing or something being dipped in it like a sandwich or someone enjoying the sauce. |

DeCicco Logo - http://www.deciccos.com/os_sl_newcity.aspx

DePiero Logo - <http://www.depieros.com/>

Luigi O'Grady's Logo - <http://www.luigiogradys.com/>

Old World Food Market Logo - <http://www.oldworldfoodmarket.com/>

Steve's Prime Meats & Catering Logo - <http://stevesprimemeats.com/contact.html>

New City Patch Logo - <http://newcity.patch.com>