

## Site Comp Design Explanation

There were several issues found throughout the semester regarding design issues with the current Dutch Bros website. To start, the overall issue between all users was the separation the shop had from the home page. In some browsers the shop will open in a new tab, in another, it opened in a new window. This caused a lot of confusion for our participants while we conducted our usability test scenarios.

I felt that the navigation “hamburger” is not very appropriate for a desktop-based design. This works well for mobile design, but on a computer, those with less experience will be less likely to understand what that is for. To fix this issue, I created a navigation bar between a Dutch Bros logo and a design from their “Our Story” page that I felt fit perfectly in the header and added a humble touch for their valued customers. Also, a search bar was added to the header for search functionality throughout the website. I also decided to keep the footer the same as it was appropriate and worked well for the site, the only adjustment I made was the background color.

The overall design of these pages is based on the CSS/Bootstrap grid system. This design has always been the most appealing for its cleanliness and vast capabilities. The content on the home page remained the same, I just organized it in a more appealing manner. As for the “Menu” page, I kept the grid system and reorganized the way drinks are displayed. The original was a long and intimidating list of drinks. To combat this, I felt it was appropriate to categorize the drinks to what the customer may be looking for. The original photos of drinks were photoshopped together for each category to give a more appealing visual for the drinks that can be found inside.

Next is the “Shop” page. There were several issues mentioned throughout our testing. One issue was the inability to simply press up/down arrows to change quantity in your cart. It was also difficult to notice the update cart button off to the side since it looked like a checkout button. To fix these issues, the arrows were added next to the quantity field and the “Remove” and “Update Cart” buttons were placed easily visible underneath. Then the old update cart button was removed. The other issue regarding the shop being separate from the main page can be taken as it was solved by seeing that the “Shop” link is showing as the active link and can take you back to the original home page.

The final issue that was resolved was the “Our Story” page. It was not so much an issue but more a recommendation. The page had the background image scrollable and did not go well, especially once the story arrived with a blue background. Once again, I used the grid and spaced everything out evenly, including the YouTube video.

In summary, I feel that the Dutch Bros website is fairly decent on its own with only several flaws, in which none would cause the site to fail. These issues are all easily corrected with just a little code and photo editing.