Bjorn's Brew Website — Recommendation Document

Prepared: January 24, 2026
For: Bjorn's Brew Stakeholders
Current Site: https://site-omega-gilt-81.vercel.app/

Overview

We conducted two rounds of user testing on the Bjorn's Brew website:

- **Round 1:** 10 consumer personas (demographics-based)
- **Round 2:** 5 UX/design/engineering experts

Overall Assessment: The site has a strong brand foundation and emotional appeal. The dog mascot + charity angle is a genuine differentiator. Key improvements focus on user experience clarity and conversion optimization.

Recommendation Summary

✅ Keep As-Is (What's Working)

Element	Rating	Notes
Brand consistency	9/10	Exceptional unity across all pages
Tone of voice	9/10	Warm, authentic, human
Navigation structure	9/10	Clean desktop nav, mobile works great
Location information	10/10	Addresses, hours, directions all clear
Bjorn mascot in hero	10/10	Strong emotional hook, memorable

Element	Rating	Notes
Charity messaging	9/10	Real numbers ($183K donated) add credibility
Color palette	8/10	Forest green + pink works well

🔴 High Priority Recommendations

1. Remove "Order Online" Button

Current State: Button links to non-existent order.bjornsbrew.com
Recommendation: Remove from navbar and any other instances until online ordering is implemented
Impact: Eliminates broken user journey, reduces confusion

2. Add Dietary/Milk Alternative Information

Current State: Users cannot find oat milk, almond milk, or dietary options
Problem: Health-conscious customers (significant SLC demographic) will bounce
Recommendation Options:

- Add note to menu: "All drinks available with oat, almond, or soy milk (+$0.75)"
- Add dietary filter icons (V = vegan, GF = gluten-free, DF = dairy-free)
- Create "Dietary Options" section in FAQ

User Quote: *"I searched for 'oat milk latte' and found nothing. This is a significant miss for the health-conscious SLC crowd."*

3. Feature the Pup Cup More Prominently

Current State: Mentioned in stats ("1000+ Pup Cups Given") but hard to find on menu
Problem: Dog owners specifically look for this — it's a conversion driver
Recommendation:

- Add "Pup Cup" as featured item on menu page
- Include in hero or about section
- Consider adding "Bring your pup!" callout on location cards

4. Improve CTA Button Contrast

Current State: Green buttons blend with green accent color throughout
Problem: Primary actions don't visually "pop"

Recommendation:

- Use darker green or different accent color for primary CTAs
- Ensure sufficient contrast ratio (4.5:1 minimum)
- Make "Find a Location" more prominent in hero (now primary CTA without Order Online)

🟡 Medium Priority Recommendations

5. Add Form Validation Feedback

Current State: Forms rely on browser defaults, no custom success/error states
Recommendation:

- Add visible validation on contact form
- Show success message after newsletter signup
- Style error states clearly

6. Strengthen Testimonials

Current State: Generic quotes like "Best coffee in Salt Lake"
Recommendation: Replace with specific, believable quotes:

- ❌ "Great coffee!"
- ✅ "I drive 20 minutes past 3 Starbucks to get their honey lavender latte. Worth it every time." — Sarah M., Sugar House

7. Remove Duplicate Newsletter Signup

Current State: Newsletter form appears twice (dedicated section + footer)
Recommendation: Keep footer version only, or combine into one prominent placement

8. Add Seasonal/Limited-Time Messaging

Current State: No urgency or scarcity messaging
Recommendation:

- Feature seasonal drinks: "Winter Spiced Mocha — available through February"
- Highlight new arrivals or limited roasts
- Creates reason to return

9. Create Dedicated Catering Page

Current State: Catering mentioned in contact form dropdown, no details
Recommendation:

- Add /catering page with packages, pricing, minimums
- Include photos of catering setups
- Clear contact CTA for business inquiries

🟢 Lower Priority (Nice to Have)

10. Accessibility Improvements

- Improve green/cream color contrast
- Add visible focus states for keyboard navigation
- Increase touch target size on social icons
- Add alt text to decorative badges

11. Replace Stock Photography

- Use actual photos of Bjorn (the dog)
- Real shop interior photos
- Authentic customer moments

12. Add 404 Error Page

- Custom-branded 404 page
- Include navigation back to main site
- Keep brand personality consistent

13. Micro-interaction Polish

- Add hover state transitions
- Animate FAQ accordion open/close
- Add loading states for form submission

Impact Assessment

Recommendation	Effort	Impact	Priority
Remove Order Online	Low	High	🔴 Do First
Add dietary info	Medium	High	🔴 High
Feature Pup Cup	Low	Medium	🔴 High
Improve CTA contrast	Low	Medium	🔴 High
Form validation	Medium	Medium	🟡 Medium
Better testimonials	Low	Medium	🟡 Medium
Remove duplicate signup	Low	Low	🟡 Medium
Seasonal messaging	Low	Medium	🟡 Medium
Catering page	Medium	Medium	🟡 Medium
Accessibility fixes	Medium	Medium	🟢 Lower
Real photography	High	Medium	🟢 Lower
404 page	Low	Low	🟢 Lower

Score Comparison

Audience Type	Current	After Fixes (Est.)
Dog lovers	9.5/10	10/10
Casual visitors	8.5/10	9/10
Health-conscious	5.5/10	8/10
Business/B2B	5/10	7/10
Overall	**6.8/10**	**8.5/10**

Expert Panel Quotes

> *"This is a brand people would talk about."* — James, Brand Strategist

> *"Strong brand story, weak conversion mechanics."* — Nina, CRO Specialist

> *"Solid, production-ready site with polished responsive design."* — Marcus, Sr. Engineer

> *"The dog mascot isn't a gimmick — it's woven into mission, operations, and naming."* — James

> *"Milk alternatives completely hidden. This is a significant miss for the health-conscious SLC crowd."* — Priya, UX Researcher

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Next Steps

If proceeding with improvements:

1. **Phase 1 (Quick Wins)** — 1-2 hours

   - Remove Order Online button
   - Add milk alternatives note to menu
   - Feature Pup Cup prominently
   - Increase CTA button contrast

2. **Phase 2 (Content)** — 2-4 hours

   - Rewrite testimonials with specific details
   - Add seasonal drink messaging
   - Create catering page outline

3. **Phase 3 (Polish)** — 4-8 hours

   - Form validation improvements
   - Accessibility audit
   - Micro-interaction refinements
   - Photography replacement (if assets available)

This document consolidates feedback from 15 test participants across two focus group sessions conducted January 24, 2026.