

# Irving Subs



## Business Description

A local SF sub shop founded in 2014 that serves hot and cold sandwiches made with the freshest ingredients. Dedicated to feeding each and everyone of their customers like they are family.

## Goals

Redesign Irving Sub's current website to be more intuitive and engaging while being easy to navigate and less confusing to order from.

## Locations

Valencia, Chinatown, Sunset

## Target Audience

All ages

The proposed project is a rebuild of Irving Subs' current website, with foundational goals of creating an engaging and intuitive website to match the needs of the current customer base. The following are a series of questions posed to the current stakeholders in the company to hone in on the vision of this project and create a basis for the website developers to work with.

## Project Vision

Q: What is your vision for this project? (i.e. new features, increased engagement, etc.)

**A: Make the website more user friendly, easier to maneuver, order from particular locations, questions need to be answered that aren't included in the website, easier for older people, less tech savvy.**

Q: What defines success for this project?

**A: To bring in more business and less mistakes in orders, make the customer happier. Details often missing from orders.**

Q: What is a potential drawback, or worst-case-scenario for this project?

**A: The client didn't have a definitive answer for this, but the possible negative outcomes include decreased engagement, sales, or a combination. Another negative scenario is incompatibility with the current online ordering client, Square.**

## Value Proposition

Q: What are your main marketing messages?

**A: Fresh ingredients, family owned small business.**

Q: What kind of engagement is important for both you and the customers?

**A: Orders go through square, not much commission so it's fine, less interaction with customers is better, online orders are better, get the necessary information from the guests to put together their orders in the store.**

Q: What do you want to see represented or brought over from the existing website?

**A: Simplicity, keep it straight forward, online ordering features including location etc...**

Q: What are the existing issues or missing features that your current website has?

**A: Location mistakes happen all the time, at least twice per day, make that feature more intuitive and more clear what location you are choosing from. The website name is IrvingSubs.com which is what may make it confusing. Maybe create a dropdown menu to choose location rather than having all locations on the front page and have a default "choose location" option rather than it defaulting to sunset 12th street.**

**Easier explanation of vegan and gluten free options. Client wants an FAQ and possibly a footnote to go along with it. There's currently a lot of guests asking about gluten free and vegan options.**

**FAQ section dedicated to dairy free and gluten free bread options.**

**Only gluten free bread is GLUTEN FREE. Brand Franz.**

**Pesto sauce is NUT FREE, does have LITTLE BITS OF CHEESE IN IT.**

Q: What complaints have you received from users of the current website?

**A: Ordering from the wrong location happens a lot. No one knows where to add notes to order on the current website. Lots of guests want special instructions added to their order but don't know how.**

## Competition

Q: How does your website stack up when compared to competitors of a similar scope? (Mr. Pickles, Ike's Place, etc.)

**A: Average compared to big competitors (listed above). Colors feel better, more neutral compared to places like Ike's. The website is more intuitive compared to smaller companies (Chicago Umpire Grill is the example we looked at together), feels cleaner, and shows more imagery of the actual product.**

Q: What strengths do your competitors have? What might your business lack in comparison?

**A: Other places are more corporate and have more people, and have more advertising, Irving Subs has to rely a lot more on internal staff in order to facilitate growth.**

Q: How would you like to differentiate yourself from your competitors?

**A: Family owned, business owned by female minority, employees treated like family. Mint green color, colors of sunset, client loves the color orange.**

Q: What is your target market? What is the main demographic that frequents your business?

**A: There isn't a target market, all ages races, something for each person even if it means sacrificing certain things. Flexibility with guests. People looking for something filling and worth their money.**

Q: How would you like to expand your current market?

**A: Open new locations so that people don't have to travel as far. Guests come from the east bay, people aren't aware that Valencia Subs and Irving Subs are the same shops.**

## Financial

Q: What does a single day of sales look like, typically? (figure is not important, i.e. dollars)

revenue, number of sandwiches sold, etc.)

**A: Valencia usually sees 70 sandwiches sold a day, most at lunch, after 3 it gets super slow. Irving is definitely more, maybe 150 a day. Usually people ordering multiple sandwiches in one order.**

**Walk in orders get pushed to the front on busy days, delivery drivers have to wait or are told about the delay. HOWEVER, orders put in through Square have a time limit of 30 minutes (Square hosts the ordering on the website), those orders get priority because customers are picking those up themselves vs. delivery drivers.**

Q: How much of sales is facilitated through online engagement, either through your website, or third party food apps such as Uber Eats?

**A: A lot, more through app use versus the website. Would prefer walk-ins and call-ins and orders through website because commission is lower. Website orders are only cents per order.**

Q: What is your budget for a project like this?

**A: They said they don't plan ahead and usually ask for a figure from the marketer.**

**Note:**

Whenever people want to remove stuff from the sandwich, the list that's printed out in the store is too long, it would be better if it was condensed. (items taken off order are being listed vertically instead of horizontally).

**Note 2:**

Client is not happy with current landing page showing sandwich, but likes current font.

## Questionnaire Summary

The questionnaire posed to the stakeholders at Irving Subs provided useful insights into the features the client wanted to be represented in their updated website, as well as a glimpse into what is working well with their current website, and what could be improved. To begin with, the client was asked about their vision for the project and their initial impressions and goals they had in mind. Their main concern was that the current website was not intuitive enough, and did not cater to older, or less tech-savvy guests. They provided a few examples, stating that choosing location and providing additional notes on orders isn't immediately clear on the webpage, and that they receive complaints about this frequently. Their idea of success is to eliminate some of this confusion and provide a clear experience that makes guests happier to purchase from their store.

The questions then shifted towards the value and engagement currently seen at Irving Subs. The main marketing message at their shop is that it is a independent, family owned sandwich shop that provides fresh ingredients to consumers. As such, catering to the experience of those purchasing sandwiched, and providing them with a simple, streamlined experience, as well as with personalization options for their sandwich is important. This tied back to some of the issues experienced with the website. Customers are often running into confusion with the location and over some of the options on the menu, and making options such as vegan bread or allergy information clear would be a large step up from the current design. This is especially important, given the volume of orders experienced during the week, with upwards of 150 orders being placed per day at their main location, with the majority of them being placed online.

Finally, the client was asked about some of their competitors, and how they compare to other local shops. While competitors such as Ike's Place and Mr. Pickles have more marketing power and more locations, that allows Irving to emphasize their ideas of being a small-time, family owned shop. There is more opportunity to engage with the local area this way and appear more authentic using marketing that appears genuine and local.

## User Research Summary

User research for this project was collected using a survey hosted on Google Forms (survey can be found [here](#)). The questions on the survey covered three main topics: demographic, ordering preferences, and the users current view on the experience provided by Irving Subs. The demographic section provided answers that very closely paralleled the information provided by the client. The majority of customers in the survey were male, although, there was also a portion of responses from female customers, with the vast majority of respondents being adults under 30 living in San Francisco. One other insight about users was that the majority live with others.

This insight led into the second section about ordering habits. The majority of respondents preferred ordering and dining with others, with a large portion of the remaining answers having no preference. Additionally, most preferred eating out and ordering online. However, when comparing this to the last section on Irving Subs, most actually didn't normally order their sandwich online, but instead bought them in person, and those who have ordered online did not do it through the website, but instead through a third-party application. Many of those who go to Irving Subs have gone many times, and enough times to have a favorite sub at the shop that they order most of the time. The last insight was that the majority of customers are very satisfied with what the restaurant has to offer and think that the restaurant has enough options on the menu.



# Scott

## Typical SF Sandwich Eater

Age: 27

Gender: Male

Occupation: Associate Visual Designer

Hobbies: Baseball, Tennis, Hiking

Education: MA Visual Communication, BA Sociology,  
Marketing

### Biography:

Scott is visual designer based in the San Francisco Bay Area. He loves what he does both for the art, and because of the flexibility that his job provides. His company's flagship 5 day work week program has allowed Scott to spend less arbitrary time in the office and spend more time at home and out and about with his girlfriend. On weekends he enjoys going out with her to enjoy one of their shared hobbies of tennis or hiking, and ordering a sandwich online to pick up on the way home after a long day of fun.

### Sandwich Preferences:

Scott loves sandwiches almost as much as his girlfriend. He goes for any cold-cut sandwich, usually looking for something with turkey and bacon, he also likes to switch it up once in a while and try some roast beef or the occasional chicken pesto. However, he never passes on an opportunity to get "The Giants", his favorite turkey, avocado, bacon, cheddar sandwich from the local sub shop. He likes to order in store or through the app, but whenever he gets sandwiches, he usually like to retreat back home to enjoy it in the private company of his girlfriend or friends he's having over.



# Mr. Pickles



## Business Description

Established in 1995, Mr. Pickle's Sandwich Shop is a premier restaurant chain specializing in innovative sandwiches, salads, soups, and catering with the highest quality.

## Locations

Several locations all throughout Northern and Southern California

## Target Audience      Cost

20-50 years old

\$5-12

## Website

Organized well and simple to navigate, but the homepage can be overwhelming and congested with the bold type hierarchy promoting ordering apps.

## Visual Style

Large fonts, minimal color palette, western, American



# Ike's Sandwiches



## Business Description

Founded in 2007, Ike's is well established in California and other states. Offers over 500 sandwiches to choose from with excellent customer service. They use a special secret sauce baked into the bread.

## Locations

California, Arizona, Texas, Florida, Nevada

Target Audience	Cost
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18-50 years old	\$10-30
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## Website

Organized and easy to navigate, lots of info, but the color choices seem arbitrary. The red banner that appears when scrolling down is harsh on the eyes.

## Visual Style

Graphic style, cartoony, bold

# Grubbin'



## Business Description

Founded in 2014, Grubbin' is a classic sub shop serving fresh sandwiches and creative sides, known for their signature garlic aioli spread (Grub sauce). Stands for quality and taste that they believe in.

## Locations

San Francisco

Target Audience	Cost
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18-40 years old	\$5-13
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## Website

Good product images and modern logo, but some of the typography is inconsistent. Could be easier to navigate. A lot of scrolling for the user to browse.

## Visual Style

Clean, modern, casual, friendly

# Irving Subs - Headline Text

Futura PT Bold - 32 pt Tracking - 10

Subhead text

Futura PT Book 25pt

**SUBHEAD TEXT**

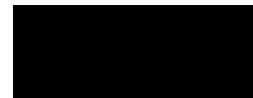
Futura PT Demi 24pt

## Body Text

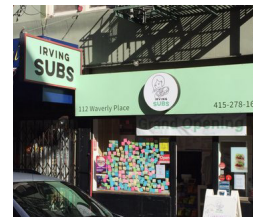
Les commosapello quossum re expeliciendi ad quodipi caborepella estrum que sequi nia consequ atienda sitia ex eium alis a doluptatur, idenis dolectem facepudi optat estem nustiunt autas dent. Ducimus sum quis maximinume quam, coritetur? Quis cuptata quunt. Natem untotate cupta comnimi nveliquo dollandae acipsus eos auda des corem. Sunt, quo dolorpo reperum et perrum aligeniscid magnis aligend icientem. Et aut apis de nonsecabori aliberum res volorum, optia voluptio dolupturi doluptatem. Nam fugit debitate minis acit elestemporem id eum qui consequ pro mincieni blab ipitatur alitatur, sit

Proxima Nova - 14pt

## Colors



## Pictures



## Adjectives

- fresh
- quality
- delicious
- clean
- local
- family-owned
- inviting
- friendly



Menu

Catering

Locations



Choose your location

(sandwich image for background)

full prototype hosted on Figma:

<https://www.figma.com/file/2p31tcQjiUibwSeTAoLcvy/Des-327-Irving-Subs-Wire-Frame?node-id=4%3A4>

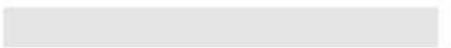
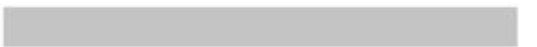
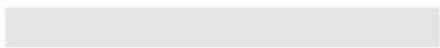
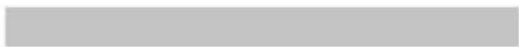


Catering

Locations



# Menu



**Website found at:**

**<https://morggf.github.io/des327-assignment3-irvingsubs/Irving%20Subs%20Website/Irving%20Website.html>**