



Small Business Website

Yueling Liao, Xiaowen Zhang



DESIGN BRIEF

Business Description

Hot Sauce And Panko is a to go restaurant, a retail store that sells hot sauce, chicken wings and sandwiches. They have a list of delicious wings such as garlic, Korean, Chill Crunch, BBQ and so on. The idea of redesign the website for Hot Sauce And Panko is to create an updated version of what is based on the website they have; and it is which has poor organization.

Target Audience

The store focuses on the audiences who favor fresh, hot and delicious fires and panko. Ages 19-45

The Goal

In order to redesign the Hot Sauce And Panko and to reflect its foods more efficiently with online customers, refreshing and upgrading its existing identity and building a stronger interest in the layout is the deal

Proposition Chicken

<https://www.propositionchicken.com/>



Features of the business

- It specializes in chicken: Fried, Flipped, or Fake... that's fried, rotisserie, or tofu... on a sandwich, in a salad, or as an entree with sides.
- Focus on nature, chickens boast no hormones, preservatives, nor cages. Menu has gluten-free, vegetarian, and vegan options

Pain Points of the business

The home page on the website has lots of food images, and a little information about the store. However, on the menu page, it doesn't have images or the functions for order/add to cart

Website Features

- Clean, well organized
- Color Red/Black stands out in the page

Halal Wings Plus

<http://halalwingsplus.com/>



Features of the business

- It serves wings jazzed up with our homemade special sauces and savoury hamburgers made with freshly baked buns delivered from a private bakery in Napa
- It provides 100% halal meat, hamburger buns and quality produce. Chicken Wings, Burgers, Sandwiches & Wraps

Pain Points of the business

It shows dislike a website for food at all

Website Features

- Stylized: Old fashion
- Historical feeling

Burger King

<http://www.santung.net/>



Features of the business

- More than 11 million guests visit Burger King restaurants around the world every day
- Long history background

Pain Points of the business

Many clicks, can't go directly to the destination

Website Features

- Colorful: Red w/ Green w/Brown-Red
- Coupons highlighted
- Have calorie on each item

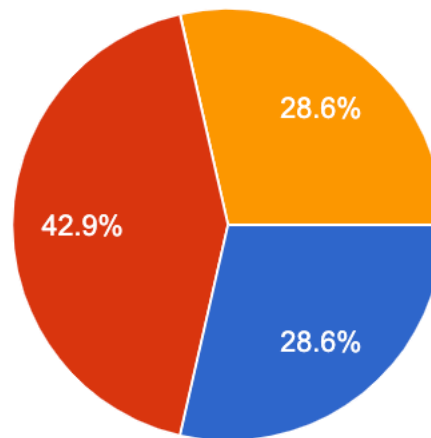
Hot Sauce And Panko Website Features

User Research Summary

According to the survey, it shows that people usually order fast food online rather than in-store ordering. Thus, a good and functional website will help people who are busy everyday; saving their time. Hot Sauce and Panko is a good fried wings restaurant with great prices and multiple choices of favors. So, people do not want to miss this. To help their business, an easy and simple website will attract more customers.

To compare with other fast-food websites such as McDonald, Burger King, Jack in the Box and etc, what would be the pain points of the HSAP website?

7 responses



- It is easy to use because it is simple
- It is NOT easy to use (the layout, buttons, link)
- It is okay



Aryo Lahap

Age: 28

Gender: Male

Location: Sunset District / San Francisco

Occupation: Senior Programmer

Biography:

He comes from Indonesia, and now he is living in Sunset and working at the financial district in San Francisco. He is a senior programmer. However, he is very busy every day. Most of the time he would order fast-food online. Moreover, he is a fan of fried chicken wings. He would order more than 2 times a week. He enjoyed experimenting with new foods.

Personality:

Explorationist, Concentrated

Psychographics:

Daily routine

4.30 AM to 7 AM: Meditation, Writing, Goal Review.

7 AM to 11 AM: My 4 hour Programmer Time.

11 AM to 1 PM: Gym, Lunch.

1 PM to 6 PM: Meeting time

6 PM to 8.00 PM: Family Time. ...

8.00 PM to 9.30: Reflection and Brain Work.

11:00 PM: Bed time.

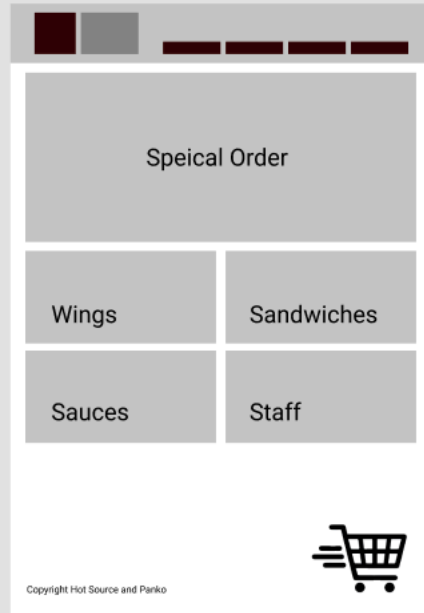
Pain points on Website Features

Not organized, Unobtrusive, Not user friendly



WIREFRAMES

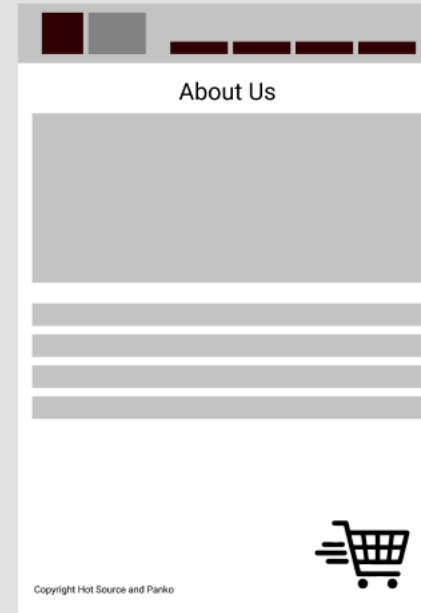
home page



menu



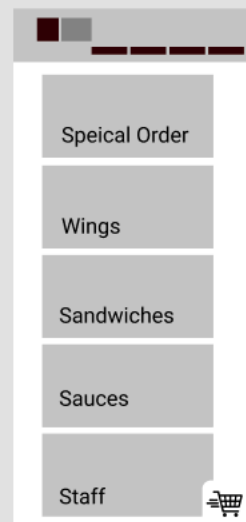
about us



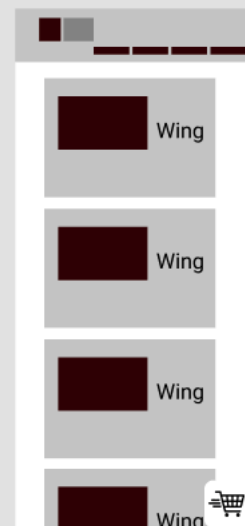
reviews



iPhone 11 Pro ...



iPhone 11 Pro ...



iPhone 11 Pro ...



iPhone 11 Pro ...



Hot Sauce and Panko

Company Colors



Company Texture



Company Images



Button

Button



Heading

Marker felt 14/18 #AB232A

HOT SAUCES AND PANKO

Body Text

Helvetica 14/18 #000000

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Company Adjectives

fun, cool, casual, clean, friendly



Phone:(415) 359-1908
Location:1468 Hyde st. SF CA 94109
Wed -Sat 11:30a to 7p Sun 11:30a to 5p

[Home](#)[Menu](#)[About us](#)[Order & Pick up](#)

Original Hot Sauce And Panko-URL

<https://hotsauceandpanko.com/>

HOT SAUCE AND
PANKO TO GO

• 1468 Hyde Street (415) 359-1908 Wed -Sat
11:30a to 7p Sun 11:30a to 5p

• MENU • PICTURES • >>>ORDER AND PICKUP<<<
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Hot Sauce And Panko-URL

<https://cass9744.github.io/HSAPv6/Home.html>