

# LEON.

APRIL 2020

Website critique

# Introduction

This critique is a guideline and a starting point with the ultimate aim of providing my insight and suggestions without any previous knowledge of the brand principles and main goals for the new LEON website.

My observations and recommendations are just these. I realise that a lot of hard work has already gone into this project and there are still areas that need to be finessed. I hope this critique will prove of use to help improve the website so that you can attract, grow and engage your audience.

This is an initial evaluation and certain areas will require further investigation. If I can be of help with this please let me know.



# Visual impact & aesthetics

# First impressions

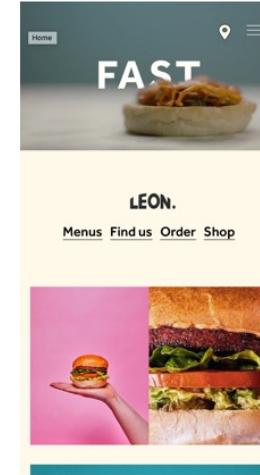
The first aspect of a website that users immediately focus on is its design and visual impact as a whole. Without knowing LEON's key design principles I would hazard a guess that they would be along the lines of BOLD, FRESH, SIMPLE, WARM and INVITING.

The homepage embodies all of these themes and utilises vibrant and jewel-like food imagery. The content has lots of negative space and room to breathe. The introductory video in particular conveys LEON's vision effectively.

The typographic scale is good and consistent throughout the site. However, there are issues with sizing of elements and small text in places. Key examples are the main burger menu sizing and contrast, which I will discuss in more detail in the navigation section. Also, the "Stories to save the HUMAN" title ( see opposite) in the stories area. This could be a usability issue.

Overall the font combination of Bulmer and Effra is unique and gives the site a distinctive feel.

Sections are clearly defined and there is a good balance of copy and imagery.



Stories to save the HUMAN

FEED NHS

00 5 MIN  
HELP US  
#FEEDNHS

LEON SHOP NOW OPEN

00 5 MIN  
NO LONGER JUST A RESTAURANT

Follow us on SOCIAL @LEON RESTAURANTS LEONATION

TO

NATURALLY

LEON.

Menus Find us Order Shop

## First impressions contd.

On larger devices, the "stories bar" at the top of the homepage is confusing. The "glasses" icon seems too small to understand its context. The "5 min" didn't make sense to me either. A suggestion here would be to make the icon bigger and add the word "READ" after the reading duration.

The stories title "Stories to save the HUMAN" needs to be more prominent as at the moment it is easily missed.

On mobile devices, the stories bar is not displayed, leaving the branding video to have maximum visual impact.

As a suggestion for larger devices, I would recommend reversing the stories bar background to the dark colour and making the text a shade of white from the brand colour palette, as displayed opposite. This gives the stories more stand-out.



LEON.  
Menus Find us Order Shop



# Brand recognition

The site is cohesive from page to page. The "Leon Presents" sub-section reverses the main site colours to a dark background adding a level of contrast and giving a good degree of standout. The links out to third party suppliers such as Uber Eats and Deliveroo takes you away from LEON's main site and with that a level of customisation is understandably lost.

The colour palette is consistent throughout although the "Order ahead" section feels like it should be styled closer to the main site (if the third party shop allows customisation). As a suggestion, I have styled the green button opposite to have the same rounded corners as on the rest of the LEON website for consistency.

When it appears on under the intro content, the logo placement on mobile is clear and consistent on all top-level sections.

However, on larger screens, although the company name is in the video animation, the user has to scroll past this section before seeing the actual LEON logo. I would suggest incorporating the logo further up the page, perhaps in the stories bar area. Or reducing the vertical height of the video may help bring the logo more prominently into the users initial view.

The collage includes:

- A screenshot of the LEON website homepage featuring a green header with the word "LEON" and a sub-section titled "How it works" with three steps: "Select a restaurant", "Create Your Order", and "Collect Your Groceries".
- A screenshot of the LEON mobile app showing categories like "Milk, Eggs and Butter", "Pantry", "Cakes", "Household", and "Cookbooks".
- A screenshot of the LEON website showing a video player with the LEON logo overlaid, followed by a navigation bar with "LEON.", "Menus", "Find us", "Order", and "Shop". Below is a thumbnail of a sandwich.
- A screenshot of the LEON website featuring a large "PLANET" graphic over a photo of people working in a forest.
- Four small cards at the bottom of the collage:
  - "Stories to save the HUMAN" with a NHS logo.
  - "— 1 MIN HELP US #FEEDNHS" with a LEON logo.
  - "— 1 MIN NO LONGER JUST A RESTAURANT" with a LEON logo.
  - "— 1 MIN 50% OFF FOR NHS" with a NHS logo.
  - "— 5 MIN THE BAKED POTATO SONG" with a cartoon character logo.



Chipotle Avocado Burger  
GLUTEN (WHEAT) SESAME SOYA



## All day

LEON.UK

Served from 11am onwards

← DRAG →



Brazilian Black Bean  
CELERY SOYA



## Flow and visual appeal

The use of imagery is consistent and engaging in terms of its layout. The different image crop sizes give the website a rhythm and flow, drawing your eye down through the page content.

The only inconsistency for me is the user having to rollover the images on larger devices to find the product description. For consistency, these should be shown at all times, as they are in other sections.

# Spacing & Titles

Clearly defined sections are a must for an acceptable user interface. On the page example opposite, the spacing and titling work well together.

Elements have enough room to breathe giving the page an refined elegance. There is also a good colour contrast between sections, though one could argue that the pale yellow and off-white section backgrounds might bleed. This is particularly pertinent when users have older monitors or visual impairments.

LEON UK ▾ 🔍

## Breakfast

Breaking your fast from 11am

Home See our breakfast menu

### LEON. LARDER

We've created a range of LEON products so you can have more off-the-shelf eating made and done

#### Latest

0:4 MIN WILDEST DREAMS COME TRUE  
KEEPING IT WILD  
GILLY SMITH

0:35 MIN HYPERLOCAL  
HOW TO EAT TO SAVE THE PLANET  
GILLY SMITH

0:3 MIN CALIFORNIAN RECIPES  
RECIPES

Join the Club

Be the first in the know.

Subscribe

Accept T&Cs and Privacy Policy



All Day -

**Brazilian Black Bean**

An instant classic. Black beans, carrots and onions, spiced with sweet and smoked paprika, oregano, garnished with mint and parsley.

LOW GI · WHEAT FREE · GLUTEN FREE · VEGETARIAN · VEGAN · GOOD FOR YOUR GUT · HIGH IN FIBRE

**Allergens**

Cereals · Soy

We handle allergens in our kitchen and cannot guarantee a allergen-free environment. Learn more about our allergy policy.

**Ingredients** ▾

Find LEON / Locations / Brighton

LEON UK ⌂ ⌂

**LEON.**  
NO CONVENIENCE JUST A RESTAURANT

75 North St  
Brighton  
BN1 1ZA

Closed (Opens at 09.00AM)

More LEONS

Opening times are subject to change last minute, we'll try and keep you as up to date as possible. This LEON is no longer just a restaurant. We have grocery products, chef-created ready meals, fresh bread and household essentials.

ORDER ORDER ORDER ORDER

## Calls to action

Are the calls to action throughout the site clear? In short yes and no. In some areas they are clear such as the main content body. See below left ("More LEONs"). The LEON larder call-to-action is clear and obvious.

However, on the "Menus" section and the "Find LEON" section the rotating filter and order call to action is not very clear or strong. They do work well on mobile though as the placement is closer in relation to the content surrounding it.

If this is the most important task on the page, the user should be able to complete it without friction. It would make sense to revisit the styling/animation and placement of these buttons. An example would be to reverse the colours so the text is white and the circle background is dark. Other ideas would be to add a subtle shadow or animate the circle to scale up and down to draw the users eye to it.

Find LEON / Locations / Brighton

LEON

LEON LARDER

We've created a range of LEON products so you can have more of food that tastes good and does you good, in Sainsbury's nationwide.

See products

# Typography

Effra, as the main body typeface is unique and very distinctive in appearance. It works well with the warm and inviting titling typeface, Bulmer. This combination adds real elegance to the page.

BULMER BT

Mr. and Mrs. James Walter Chapman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1234567890&!

Effra in  
Light  
Regular  
Medium  
Bold  
**Heavy**

Its five weights satisfy the need for flexibility,

a a a a a a a a a a

*creating harmonious variations of texture and emphasis.*

# Navigation

# Main navigation

The main navigation menu is the fundamental way users who visit the LEON website learn more about the company. It's also how they can make some simple judgements as to who you are and what sort of business you are in.

Finding the main menu was not the easiest of tasks. In some instances it gets lost when the user scrolls through the page content. See opposite page "£1,000,00 for NHS" screenshot. Moreover, on mobile, left top, I struggled to make out the burger menu when landing on the homepage.

I think the styling of this needs to be revisited as a priority as it will cause users friction when trying to navigate the website.

Once the fly-out menu is opened from the main burger menu, the navigation has good contrast and spacing. See opposite middle screenshot.

The LEON Presents sub-section stands out well on the dark background. The video content/stories adds a level of intrigue and as a first time user I wanted to find out more. Once I interacted with the LEON presents section, it took me a while to work out how to get back to the homepage. I eventually found the LEON logo link but a less tech-savvy user might struggle. See bottom left screenshot.



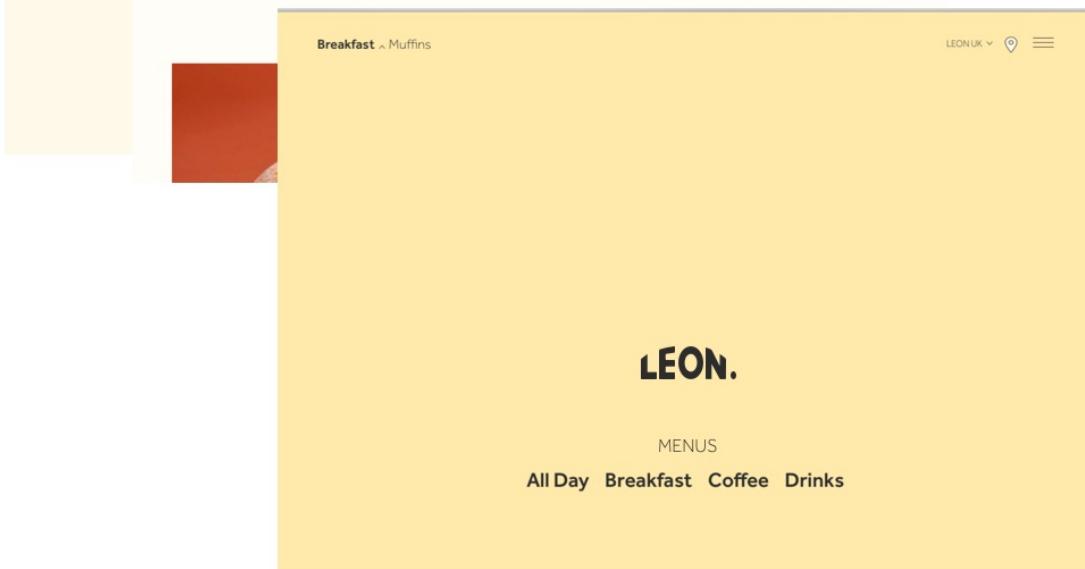
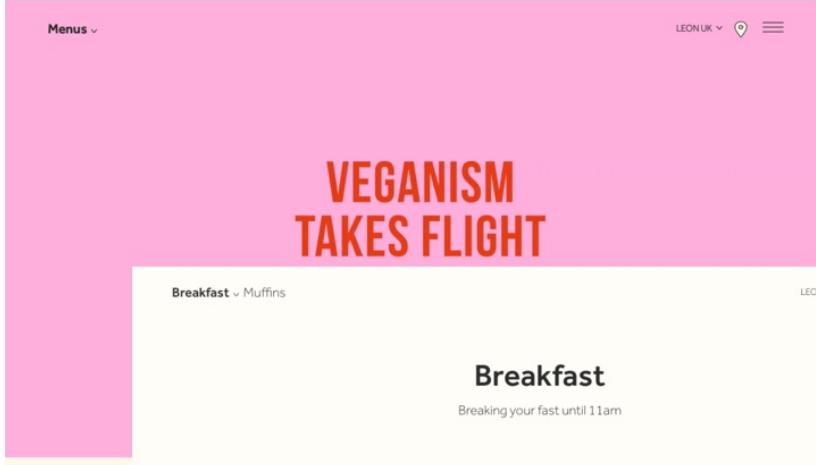
£1,000,000 for NHS Trusts to get hot, healthy meals to NHS teams on the front line.

together to provide meals at-cost and deliver them to the hardworking NHS teams on critical care units.

We are starting our initiative with the hardest-hit London hospitals within Imperial College Healthcare NHS Trust and UCLH Healthcare NHS Trust and hope to roll it nationwide.



LEON.  
**Menus**  
**Find us**  
**Order**  
**Shop**



## Sub-navigation

On the 'Menus' sub section I initially had some trouble working out the signposting for the breadcrumbs, top left.

As an example user journey, I wanted to find out what I could eat for breakfast and then return to the Menus section to read more about the different meals.

Once I clicked through to breakfasts, I interacted with the Breakfast breadcrumb and the other menu links appeared. However, I had no link back to the Menus page and I was a bit confused as to where I was on the site.

I realise I could have just used the burger menu in the top right hand corner but I would recommend adding a link to the home page (which would also reinforce the brand by using the LEON logo). Also, to help with signposting at this level, I would add in a link to "MENUS". See bottom right screenshot.

# Content evaluation

# Content evaluation

The frequency and quality of original content is very high throughout the site. Use of audio podcasts, reading material and video is fresh, enticing and engaging.

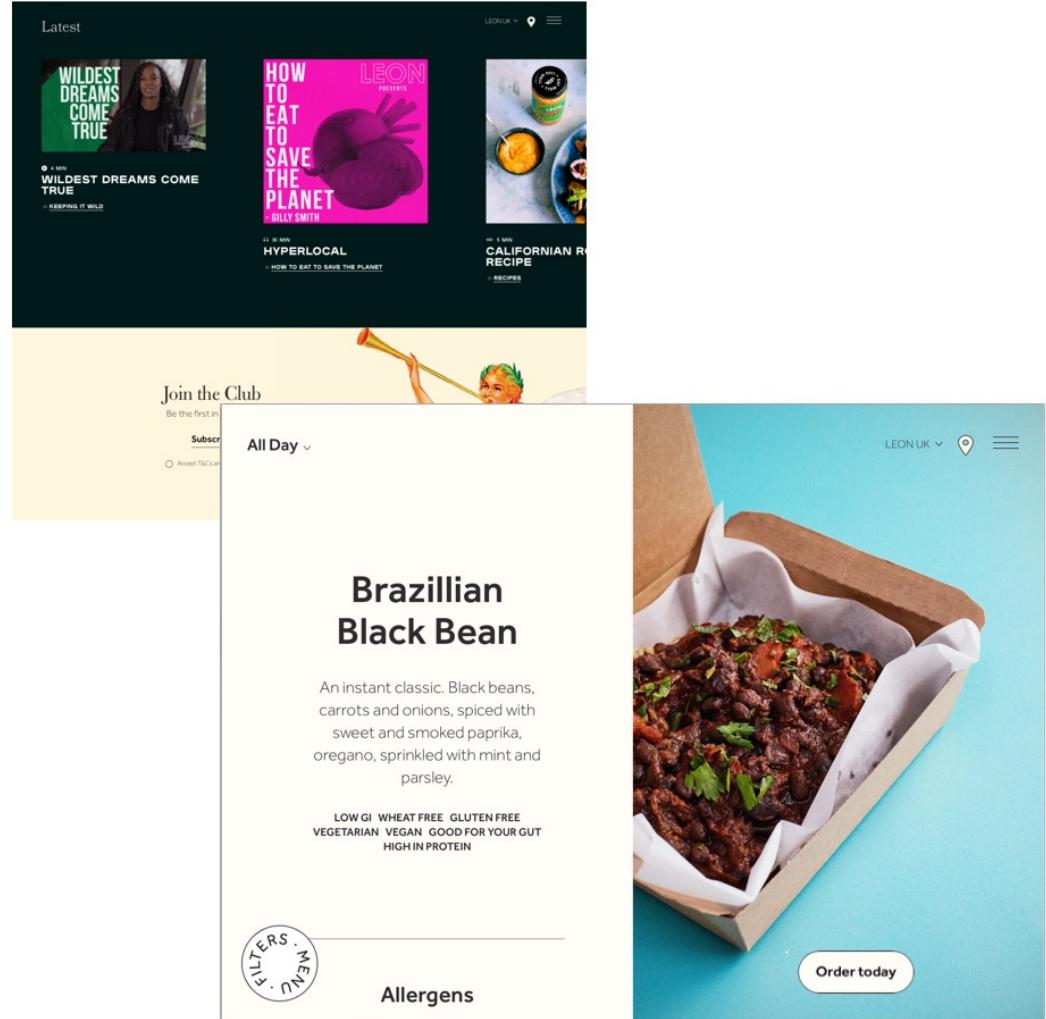
The homepage successfully conveys the brand messaging and vision of LEON - naturally fast food. It also effectively presents information about its products and services.

The Find Us page does what it says on the tin, though I think the text is lost on larger screens when it bleeds into the orange background image.

The Menus section is rich and engaging and I can easily dive deeper and get detailed information on the various products. The only friction I had here was when trying to find the filters menu for dietary requirements. Also, I would consider adding a call to action to the single product pages. See image opposite. This would take the user to the Order section or deeplink to UBER EATS based on geolocation (possible future iteration).

The Order section is easy to use with clear CTA's. The only comment I had with this area was with the "Order ahead" labeling and messaging. I was expecting to order a meal from my local LEON and pick it up when it's ready. A small observation but might be worth looking at the copy here.

The Shop section is consistent in look and feel with the rest of the site. It has clear pricing and product labelling and the call to actions take you to signposted third party supplier sites.



# Usability

# Performance

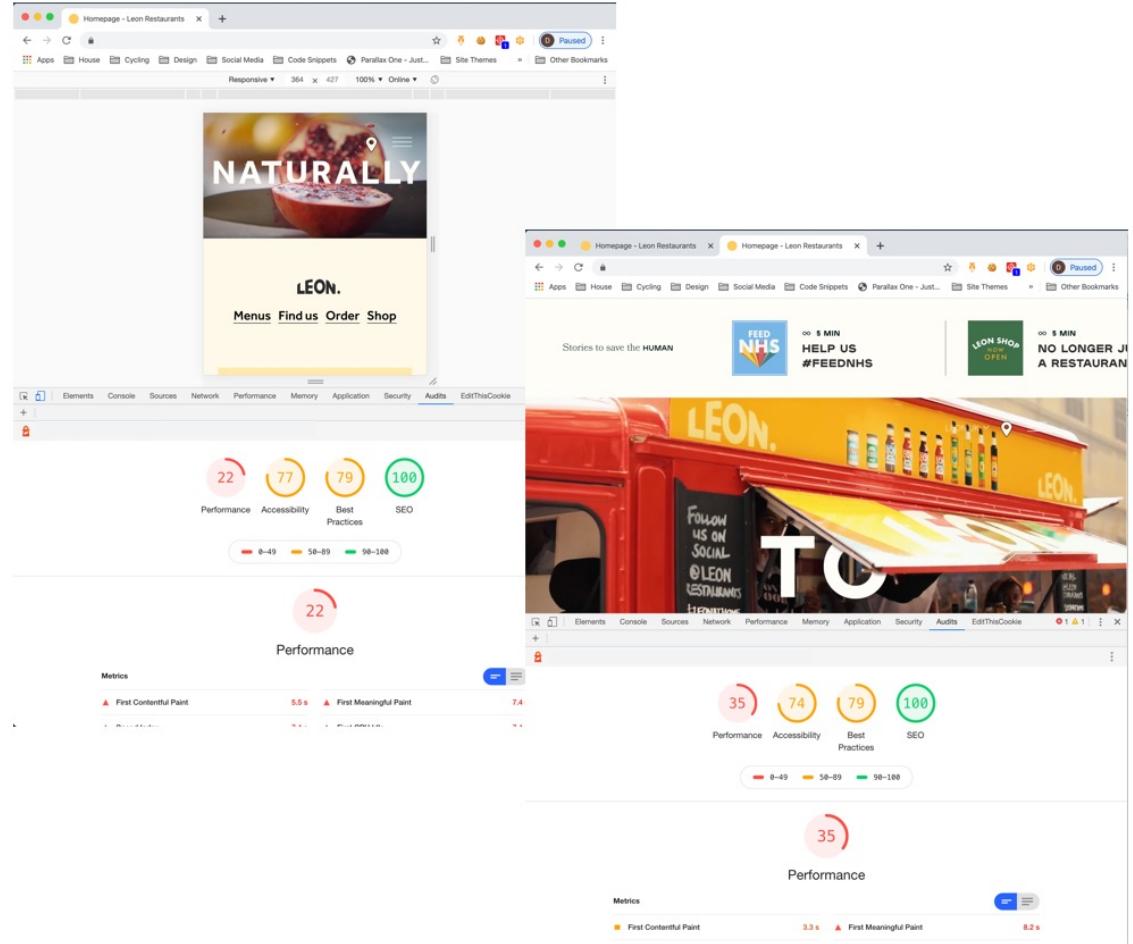
The Google page insights tool shows that the SEO, Accessibility and Best practices of the site are very positive.

There are still some areas that can be improved around accessibility and best practices but this can be done post-launch with your development team.

However, the performance scores are a bit concerning for mobile and desktop but I assume this is down to the site not being production ready yet.

One of the areas which will need investigation is the large network load result. This could lead to long page load times for the user.

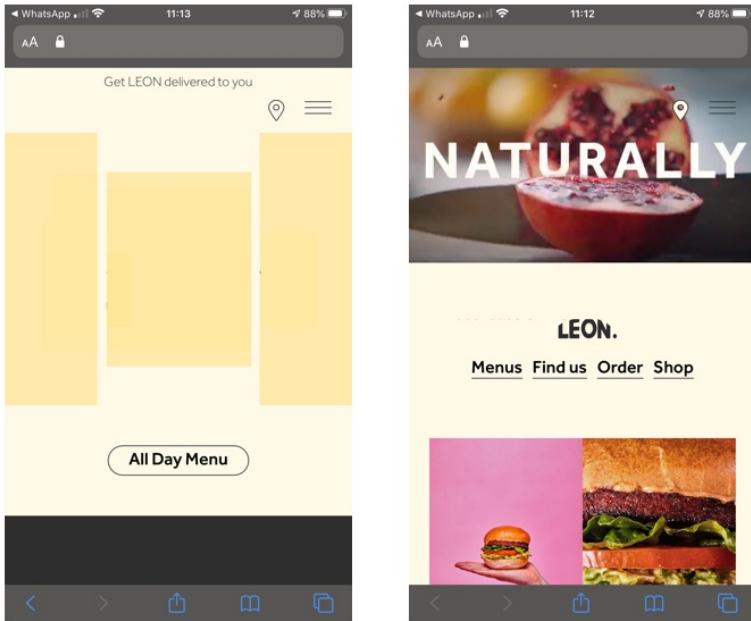
To test the site, I used an iPhone 8 on iOS with Safari on mobile. On desktop I cross-browser tested with Chrome, Firefox and the latest version of Safari on a Mac book Pro with Mac OS Catalina installed.



## Page load

On initial load on mobile I had a 2 second wait for the main video to load in. I suggest a poster image of the video should be used here. I also noticed some images on mobile took a while to load.

Larger devices loaded very quickly.



LEON Larder ▾ Preserves

LEON UK ▾ ⚙️

## Join the Club

Be the first in the know.

Subscribe

Accept T&Cs and Privacy Policy

Please accept T&Cs and Privacy Policy

Suggestion: error messaging to use different colour from palette



LEON.

Menus

Contact

Feedback

Larder

Instagram

Find us

Press

Bookshop

Twitter

Order

Contact

Homeware

Facebook



See our breakfast menu

Home

Floating alt tag on scrolling page



## Recommendations

I have several recommendations and I have indicated one below. I would be delighted to work on this further, if the opportunity arises.

On the subscription form, I would suggest the error messaging utilises a different colour to the body copy to make the user aware that they haven't yet completed the task successfully.



# Summary

To summarise, there is plenty of high quality, rich and engaging content on the new website.

Moreover, there is clear signposting of the various products and new services that LEON has to offer.

As pointed out there is still some work to be done to improve some of the visual layout, functionality and accessibility but on the whole it's a very solid start to build and iterate on.

However this critique can only go so far. To really make a difference I would suggest setting up user feedback sessions to bring other voices to the conversation.

Interviewing your customers and asking questions such as 'What were your first impressions of the website?', 'What kept you coming back?', 'What was your understanding of the way we presented our products and services?', 'What other content you would be interested in reading that we don't currently produce?'. Asking these questions and others will allow you to evaluate how your current customers understand and engage with your website and keep them coming back.