

01. TOUCHPOINT AUDIT | **INSIGHTS, ANALYSIS, & RECOMMENDATIONS - WEBSITE**

WEBSITE

Role and importance of this touchpoint...

The website contains almost all of your key brand assets, including graphics, video, audio, animation, and voice (i.e. brand personality and story) - think of it as the core touchpoint that best showcases all aspects of your brand.

Improvement recommendations...

- Create a consistent design language that 'feels' like Little Italy's vibrant personality - imagery, colors, fonts, language need to capture and convey this.
- Define how we want to tell the Little Italy story and make sure this comes through clearly and consistently - is it about flavor, ingredients, passion for cooking, good friends connecting over Aperol - this is the heart and needs to be elevated.
- Create a clear and cohesive content structure and user journey to make it easy for visitors to find what they want quickly, especially a tightly integrated reservation and online delivery system.
- Keep it fresh - integrate social media posts, events, reservations, delivery, guest's social media content - the website should always feel new and exciting within a consistent user interface and experience (UI & UX).

01. TOUCHPOINT AUDIT | **INSIGHTS, ANALYSIS, & RECOMMENDATIONS - MENU**

