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PHASE ONE: STRATEGIC ANALYSIS

# SOUP SURREAL



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## ABOUT THE BUSINESS

Soup Surreal is a small business located in Stratford, Ontario, offering gourmet soup made with local, seasonal, and nutritional ingredients for over five years. The company strives for quality and comfort in every bowl of soup, as stated in the slogan:

The business offers a wide range of soups, from hot and ready bowls to frozen units. Some of the nutritional options include dairy-free, gluten-free, vegan, and vegetarian options. Soup Surreal is a strong supporter of the Slow Food organization that stands for good, clean, and fair food.

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*Bringing quality and comfort home.*

”

Soul Surreal ([www.soupsurreal.com](http://www.soupsurreal.com)) is an informative platform about the business and its products. The homepage provides lists of general information about the nutritional content in the menu, such as dietary options and local ingredients with no added preservatives or MSGs. The colour scheme of red and orange conveys a warm and welcoming atmosphere.

From the homepage, users can navigate to the menu page, the background of the chef, and company values. The Surreal Soups page has a shortcut link to allow users to return to the top of the page, which is easier to navigate through the site. There is consistency in the font style of the body text on each page, while plenty of information and text is displayed.

## LOCAL COMPETITOR SITES

### 1. YORK STREET KITCHEN

- Bright, vivid, and fun colour palette targeted towards families with children
- Homepage offers essential information, including name, location, and business hours
- Preview of the physical menu under the menu page
- Daily specials page is convenient for consumers to stay updated

### 2. RENE'S BISTRO

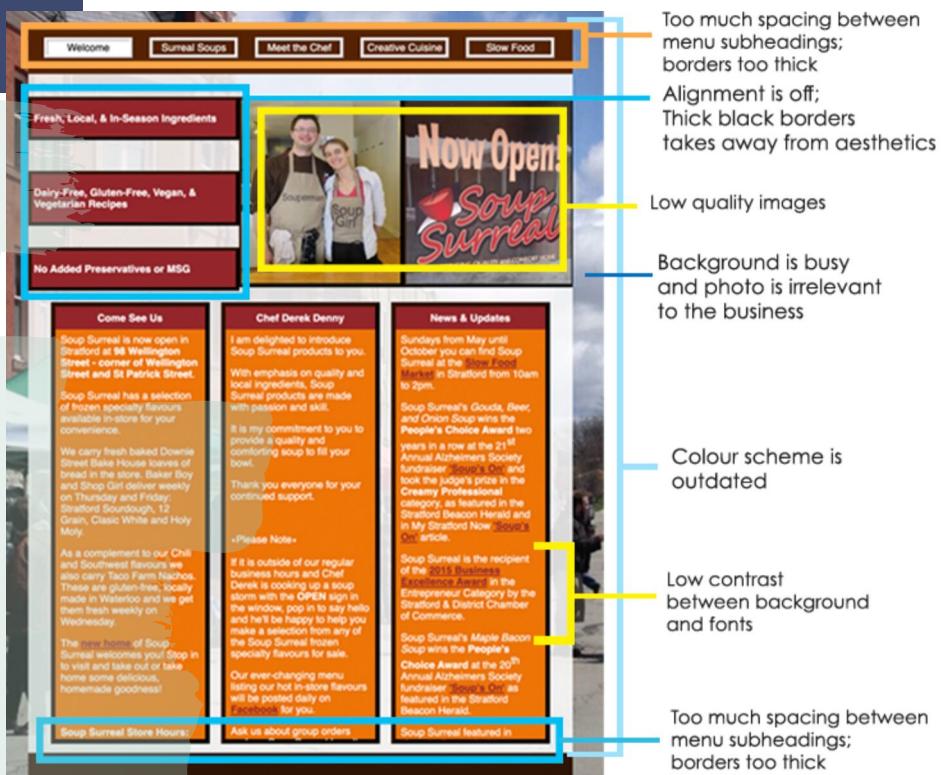
- Red and black colour tones with fancy font styles targeted towards adults to seniors
- Photo gallery of the interior and exterior of the company
- Simple layout and design of the menu under the menu page
- Clean and organized headings and text throughout pages

### 3. KEYSTONE ALLEY

- Beautiful design and layout of the site with user interaction
- Consistent green colour scheme throughout the site
- Relevant pictures connecting to the content of the pages
- Includes a page for a commercial video and map of store location

# DESIGN

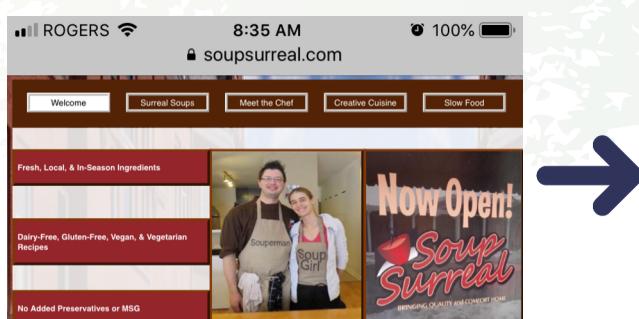
The site is outdated and is aesthetically unappealing compared to its competitor sites. The fonts and colour scheme lack harmony as it consists of white text clashing with the bright orange backdrop in the three columns. The amount of information in the body text is overwhelming as some content is not useful while allowing difficulty for users to navigate the page effortlessly.



# CONTENT AND USABILITY



The low-quality images on the background of each page are not visually appealing (e.g., Soup Surreal tab has a distracting background as it is blurry and pixelated). When the background images are low-quality, it suggests to viewers that this could translate to the products and services.



The mobile version of the site is identical to the format of the desktop version. Users will have difficulty viewing the site on mobile as it is too small to read. Many will have to manually zoom in and zoom out, which is not user-friendly.

## Q1. WHO IS THE WEBSITE FOR?

The site is for the community of Stratford, including residents who currently reside there and tourists who visit the town. There is an increasing number of Soup Surreal customers from the Stratford School who purchase their products. For instance, the Global Business and Digital Arts undergraduate students, MDEI graduate students, professors, and supporting staff. Lastly, the website is for customers who regularly purchase soup, and of course, the soup lovers.

## Q2. WHY DO PEOPLE VISIT THE WEBSITE?

People visit the site to find more information about the business, determine its location, or find the contact information of the company. Users may also want to preview the store's menu selection, latest promotions, and prices of the business before visiting for a purchase. As Soup Surreal is a small business, to attract more site visitors, we will optimize the site by reducing the HTML/CSS cruft for SEO.

## Q3. WHAT ARE YOUR VISITORS TRYING TO ACHIEVE?

Through visiting the site, users try to grasp an understanding of what the business offers, in terms of the goods offered and what values the company holds. Ultimately, the visitor is trying to find a place to buy soup from as well as satisfy their needs. To execute this, we will prioritize our goal of creating a visual refresh of the site by making it more user-friendly.

## Q4. WHAT INFORMATION DO THE VISITORS NEED?

From a visitor's perspective, the individual would want to engage with the website and feel a pull towards the information, service, and business. In reality, not every visitor wants to purchase products or services today. However, that doesn't mean that their visit to the website won't be a success for them. Success is likely to be defined in a range of ways since different visitors have different needs.

What will distinguish the website from other visitors is the details that they provide. For example, the menus should include prices, allergy alerts, and nutritional value or dietary options to accommodate a wide range of customers. Furthermore, business hours, location, and contact information must be included on the website as it is useful and straightforward, which will avoid any confusion or problems.

# SITEMAP

