

Customer Information

- Big State Pharmacy
- Project: Re-Design
- Web Designer: Jerry McCallister
- Document: Project Analysis

Site Intent:

The purpose of this project is to do a redesign of Big State Pharmacy's website. My goals for this project will be to restructure the site with proper validating html and css. Currently the site is showing errors in both html and css and improper use of code. Correcting these errors should result in a better performing page and faster loading and reduce the barrier for being found in search engines. The pharmacy is also a grill featuring many different items and has even been featured in a magazine. I would like to add more of an awareness to the grill on the site like adding the word grill in the site name and a more robust and full featured menu page instead of just plain text.

Currently the page lacks any visual esthetics making it very plain and not attractive to look at. For example the colors don't mix well together as well as the menu page is very long and just plain text. I would also like to incorporate the ability of refilling customers prescriptions online making it even easier, faster, and more efficient for the customer to obtain their prescriptions. I think the new site will be more inviting and easier to understand just what they offer at this establishment.

Targeted Audience:

The target audience of this site is people of all ages mainly between 40-70 who are looking for that hometown feel of a local pharmacy. This site will also generate interest from men and woman looking for a great meal. An example of a user visiting the site with demographic information is below.

Donald Clute - middle-aged average worker:

- Age: 45
- Location: Irvine TX
- Number of Children: 2
- Education: High School
- Work: Retail Clerk
- Car: 2009 Volkswagen Jetta
- Household Income: 25,000
- Primary Need(s): Save time and money on prescriptions due to rising cost of healthcare
- Website Work Flow:
- Go to Website
- Request Refill of Prescriptions
- View Menu for lunch

- Receive quote for price and estimated time to pick up

Competitive Analysis:

Based upon my research of Big State Pharmacy has a global Alexa traffic rank of 8,348,162 in a three month period. The page is being viewed 2.2 times per user and in the last three months has had no visitors from a google search. Customers are spending an average of 1 minute and 49 seconds on the site. Currently there are no demographic information available.

Current Keywords:

- Big State Pharmacy
- Drug Store Irvine TX
- Big State
- Brunch 75014
- Big Pharmacy

Highest Ranking Sites for Competitors:

1. [cvs](#) Alexa Traffic Rank 1,665
2. [walgreens](#) Alexa Traffic Rank 1,319

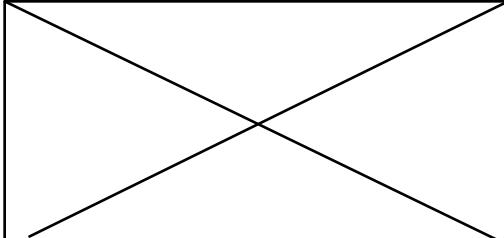
Walgreens has the highest global ranking of the compared sites. With an average user time of just over 5 minutes spent on the site on each page view. Users tend to be in the range of 45 to 65 years old and are women accessing the site from home and school. Most users have some college and have children. When visiting their site I noticed a clear call to action and lots of services they offered. Keywords being used are pharmacy, drugstore, prescriptions, internet, health, drug interactions.

CVS has the second highest global ranking of the compared sites. With an average user time of just over 3 minutes spent on the site on each page view. Users tend to be in the range of 45 to 65 years old and are women accessing the site from home and school. Most users have some college and have children. When visiting the site I noticed a clear call to action and lots of services they offered. Keywords being used are pharmacy, drugstore, prescriptions, internet, health, drug interactions.

© Copyright by Jerry McCallister II

BASIC INFORMATION	
Site's Main Objective	Big State Drug is a local pharmacy website that also features a grill
Keywords	Pharmacy, tx pharmacy, pharmacy irving tx, bigstate, old fashioned soda fountain, pharmacy delivery, pharmacy hours, irving pharmacy, pharmacy cards, soda counter, medi-cal pharmacy, pharmacy gift, pharmacist compounding, pharmacy items, order pharmacy, home pharmacy services, aids pharmacy, burgers irving tx, old fashioned soda fountain supplies, ivring tx, compounding pharmacys, soda fountain service, pharmacy order, pharmacy deliveries, pharmacists compounding, irwing tx, medical
Homepage	Big State Drug – Irving Texas
Sub Page(s)	Big State Drug – About – Why you should choose us Big State Drug – Menu – Current Grill Menu Big State Drug – Contact – Contact us / place an order Big State Drug – Location – Where we are located Big State Drug – Social – Become our friend on facebook
INDUSTRY INFORMATION	
Industry Terms	Compound, Dosage Form, Dose, Drug Substance, Effectiveness, FDA, Safety, Risk, Supplement
Services Offered	Filling prescriptions, Assisting customers, Making Burgers, Creating Milkshakes, Deliveries.
USER-ORIENTED INFORMATION	
SAMPLE SEARCH	Pharmacy in Irvine TX, Medical equipment near me, cheap prescriptions, small business pharmacy, local pharmacy, soda fountain near me, Good burger near me, Good food in Irvine TX
Sub Page Searches	Local pharmacy, Refill prescriptions, Soda fountain TX,
Key Phrases	Local pharmacy Irvine TX, Refill Perscriptions, Local soda fountain, Cheap burger.
MOBILE FIRST	
Design Approach	Will keep a clean and simple approach to appeal to the mobile market. Will create a simple UI for easy use. Will do testing on an iPhone 5

ABOUT – WHO WE ARE	
Description	Describe background information and history of pharmacy
Content	Picture of the staff with description of them and what we do
Placement	Center of the page
Keywords	About, Location, Information, Hours
MENU	
Description	List of menu items and prices
Content	List of menu items and prices also fax info to send in order ahead of time
Placement	Center of the menu page along with pictures representing food item
Keywords	Menu, burgers, soda, fries, soda fountain
CONTACT US	
Description	Describe available ways to contact staff
Content	Address, Phone, Email Address
Placement	Center of the page with contact info
Keywords	Contact, Phone, Email, Address
LOCATION	
Description	Map of location from google maps
Content	Google map of location along with address info. Staff picture
Placement	Center of page with google map to the left of short paragraph
Keywords	Location, Address, Directions
Social Media	
Description	Way to contact and socialize with us
Content	Follow on Twitter and become friends on Facebook
Placement	Center of page with follow link and become friends link side by side
Keywords	Twitter, Facebook. Follow, Friends



1) Logo

Big State Drugs

2) Headline

Home

About

Menu

Location

Contact Us

Social

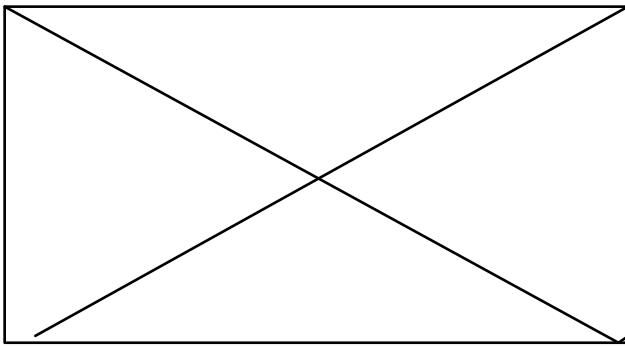
3) Nav

Welcome to Big State Drug. We are a family owned pharmacy, soda fountain and grill that has been operating since 1948. We offer a wide range of services from filling prescriptions in our pharmacy to making burgers and your favorite flavor milkshakes in our old fashioned soda fountain and grill.

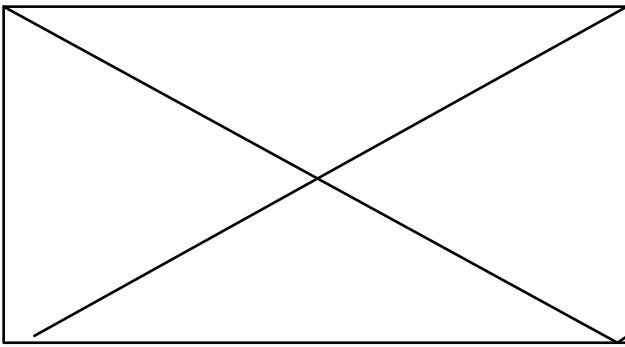
4) Content

In addition to being a full service pharmacy we offer special order items, compounded drugs, and delivery. We offer a large selection of durable medical equipment as well as over the counter medications, health and beauty aids.

We also offer a wide array of gifts, collectables, greeting cards, and complementary gift wrapping. See the location link above for hours and a map.



5) Employee Picture



6) Pill Bottle

Copyright 2013, Design by Jerry McCallister

7) Footer

Call Outs

1) Company Logo

2) Company Name/Headline

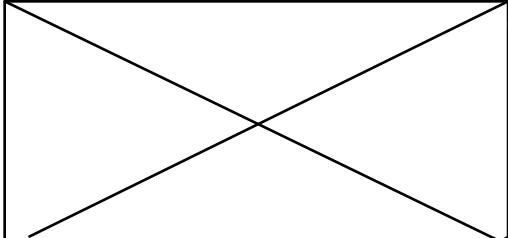
3) Main Navigation

4) Main Content/Welcome Message

5) Employee Picture

6) Picture of a pill bottle/prescription

7) Footer Info



1) Logo

Big State Drugs

2) Headline

Home

About

Menu

Location

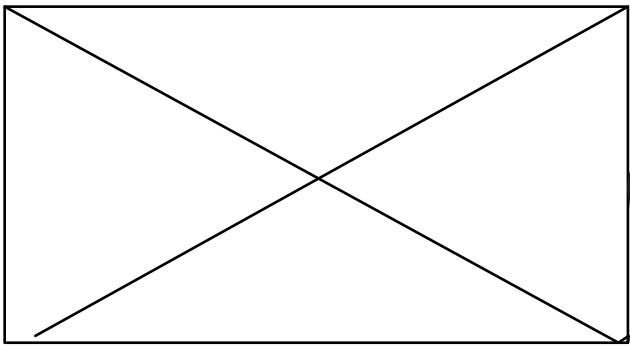
Contact Us

Social

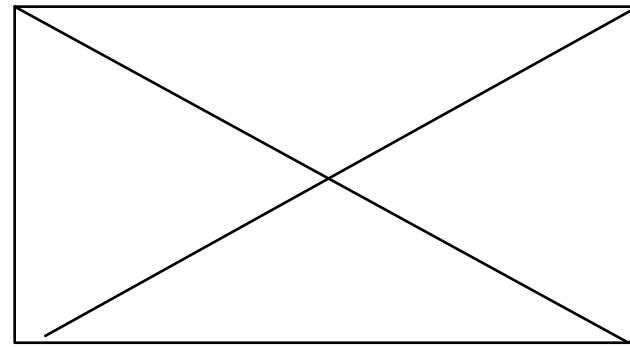
3) Nav

Big State Drugs was established in 1948 when the B&H Dry Goods Store was sold to Clay and Jean Burney. Downtown Irving, especially establishments off Main St. were very popular during that time period. Big State Drug boasted a soda fountain, jukebox, banana splits, sundaes and air conditioning (a luxury at the time) and was a popular hang-out for high school students. In 1992, Brian and Stacy Smith took over the operation, keeping the drug store/soda fountain atmosphere that made the establishment such a popular attraction mid-century. Big State celebrated its 50th anniversary with a street celebration, including a nine-piece Dixieland Band, in the summer of 1998. Today Big State Drug is widely respected as one of only two fully operational Soda Fountains in Dallas county. Historically, Big State Drugs is located on what was originally developed by Charles Stovall for his Banner Mercantile store, a large frame building at the time. Circa 1914 C.T. Lucas, a former employee, turned renter, turned owner, moved the frame store located at the corner of First and Main. He built the permanent brick building in its place where Big State currently resides. Mr. Lucas also used the vacant land just south of the building as a poultry farm. He owned and operated the Banner Merchantile until the early 1930's.

4) Content



5) Employee Picture



6) Employee Picture

Copyright 2013, Design by Jerry McCallister

7) Footer

Call Outs

1) Company Logo

2) Company Name/Headline

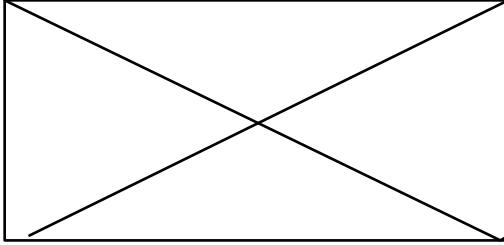
3) Main Navigation

4) Main Content/Welcome Message

5) Employee Picture

6) Employee Picture

7) Footer Info



1) Logo

Big State Drugs

2) Headline

Home

About

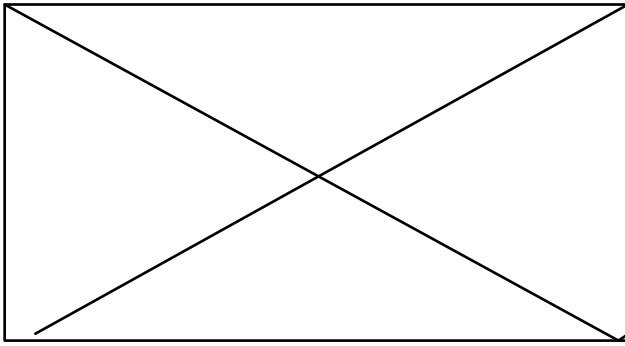
Menu

Location

Contact Us

Social

3) Nav



4) Employee Picture

First Name

Last Name

Email Address

Comments

Comments/Suggestions

5) Contact Form

Big State Drugs
100 E Irvin Blvd
Irving TX, 75060

Phone: (972) 254-1521
Fax: (972) 259-2394

6) Contact Information

Submit

7) Submit Button

Copyright 2013, Design by Jerry McCallister

8) Footer

Call Outs

1) Company Logo

2) Company Name/Headline

3) Main Navigation

4) Employee Picture

5) Contact Form

6) Contact Information/Address

7) Submit Button for form

8) Footer



1)Logo

2)Company Name

3)Main Navigation

4)Footer

1)Logo

2)Company Name

3)Main Navigation

4)Footer

Big State Drugs

1)Compan
y Name

About

Located in downtown Irving in the heart of the historic district, Big State Drugs was established in 1948. Featuring a grill and old fashioned soda fountain. Big State Drugs is a popular attraction celebrating its 50th anniversary in 1998. Today Big State Drugs is widely respected as one of only two fully operational soda fountains in Dallas county.

Historically, Big State Drugs is located on what was originally developed by Charles Stovall for his Banner Mercantile store, a large frame building at the time. Lucas, a former employee turned owner moved the frame store to the corner of First and Main and then built the brick building where Big State currently resides.

[Home](#)



3)Return
Home

[Copyright](#) | [View full site](#) | [Privacy & Security](#)

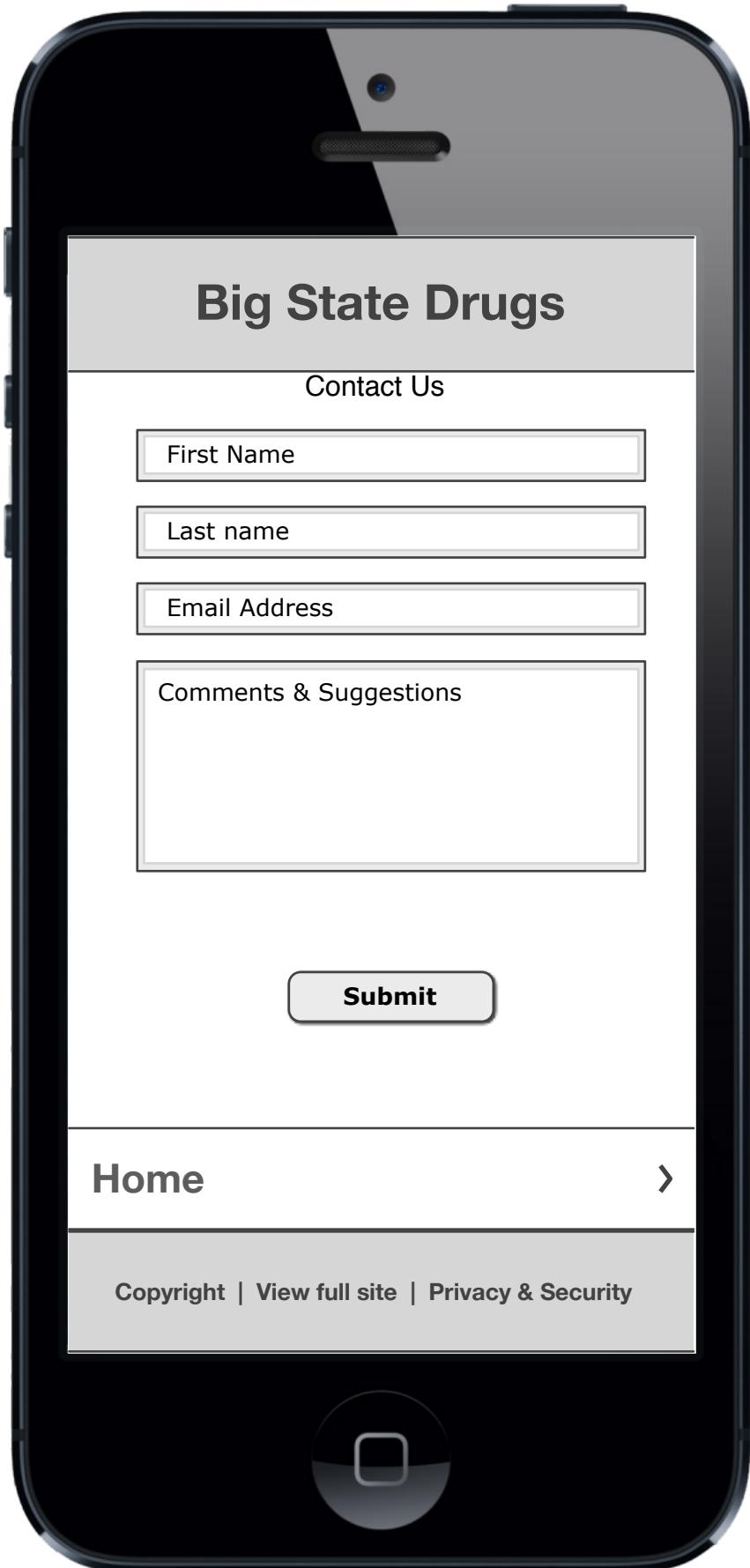
4)Footer

1)Company Name

2)About Information

3)Return Home Link

4)Footer



1) Company Name

2) Contact Information

3) Submit Button

4) Return Home

5) Footer

1) Company Name

2) Contact Information

3) Submit Button

4) Return Home

5) Footer



Big State Drugs

Style Tile
version:1

Possible Colors



Textures



This is an example of a Button

Submit Button Example Here

This is an Example of a Header

Font: Name: Arial

This is an Example of a Sub Head

Font: Name: Arial

10 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name: Georgia

This is an example of a Text link »

Adjectives

Accurate Drugs Recover Brilliant

Shop alleged



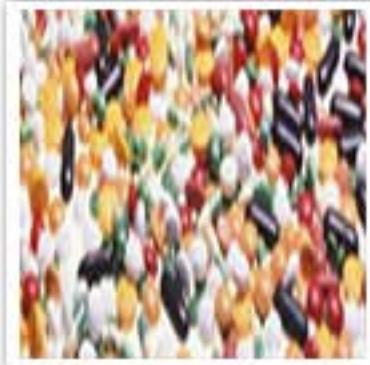
Big State Drugs

Style Tile
version:1

Possible Colors



Textures



This is an Example of a Header

Font: Name: Gill Sans

This is an Example of a Sub Head

Font: Name: Gill Sans

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name: Century

[This is an example of a Text link »](#)

This is an example of a Button

Submit Button Example Here

Adjectives

Accurate Drugs
Recover Brilliant

Shop
alleged



Big State Drugs

[Home](#)[About](#)[Menu](#)[Location](#)[Contact Us](#)[Social](#)

Welcome to Big State Drug. We are a family owned pharmacy, soda fountain and grill that has been operating since 1948. We offer a wide range of services from filling prescriptions in our pharmacy to making burgers and your favorite flavor milkshakes in our old fashioned soda fountain and grill.

In addition to being a full service pharmacy we offer special order items, compounded drugs, and delivery. We offer a large selection of durable medical equipment as well as over the counter medications, health and beauty aids.

We also offer a wide array of gifts, collectables, greeting cards, and complementary gift wrapping. See the location link above for hours and a map.



Copyright 2013, Design by Jerry McCallister



Big State Drugs

[Home](#)[About](#)[Menu](#)[Location](#)[Contact Us](#)[Social](#)

Big State Drugs was established in 1948 when the B&H Dry Goods Store was sold to Clay and Jean Burney. Downtown Irving, especially establishments off Main St. were very popular during that time period. Big State Drug boasted a soda fountain, jukebox, banana splits, sundaes and air conditioning (a luxury at the time) and was a popular hang-out for high school students. In 1992, Brian and Stacy Smith took over the operation, keeping the drug store/soda fountain atmosphere that made the establishment such a popular attraction mid-century. Big State celebrated its 50th anniversary with a street celebration, including a nine-piece Dixieland Band, in the summer of 1998. Today Big State Drug is widely respected as one of only two fully operational Soda Fountains in Dallas county. Historically, Big State Drugs is located on what was originally developed by Charles Stovall for his Banner Mercantile store, a large frame building at the time. Circa 1914 C.T. Lucas, a former employee, turned renter, turned owner, moved the frame store located at the corner of First and Main. He built the permanent brick building in its place where Big State currently resides. Mr. Lucas also used the vacant land just south of the building as a poultry farm. He owned and operated the Banner Merchantile until the early 1930's.



Copyright 2013, Design by Jerry McCallister



Big State Drugs

[Home](#)[About](#)[Menu](#)[Location](#)[Contact Us](#)[Social](#)

Big State Drugs
100 E Irving Blvd Irving, TX 75060

Phone: (972) 254-1521
Fax: (972) 259-2394

First Name

Last Name

Email

Message

[Submit](#)

Copyright 2013, Design by Jerry McCallister



Big State Drugs

[Home](#)



[About](#)



[Menu](#)



[Location](#)



[Contact Us](#)



[Social](#)



[Copyright](#) | [View full site](#) | [Privacy & Security](#)



Big State Drugs

About

Located in downtown Irving in the heart of the historic district, Big State Drugs was established in 1948. Featuring a grill and old fashioned soda fountain. Big State Drugs is a popular attraction celebrating its 50th anniversary in 1998. Today Big State Drugs is widely respected as one of only two fully operational soda fountains in Dallas county.

Historically, Big State Drugs is located on what was originally developed by Charles Stovall for his Banner Mercantile store, a large frame building at the time. Lucas, a former employee turned owner moved the frame store to the corner of First and Main and then built the brick building where Big State currently resides.

[Home](#)



[Copyright](#) | [View full site](#) | [Privacy & Security](#)



Big State Drugs

Contact Us

First Name

Last name

Email Address

Comments & Suggestions

Submit

Home



[Copyright](#) | [View full site](#) | [Privacy & Security](#)



Licensing Information

Assets that were provided by the client

Logo

Left picture on home page

Both pictures on About page

Picture on contact page

Assets that were collected via Creative Commons Searches

Right picture on home page of pill bottle

<http://www.istockphoto.com/stock-photo-15181606-prescription-drugs.php?st=32ab8c8>

Picture on Social Page

<http://www.istockphoto.com/stock-photo-18907451-follow-us.php?st=840789a>

Icons for facebook, google+, and Twitter all come from their respective applications.