

# Microsite Analysis

## hellosoursally.com

MEGAWATI TJHIN // WNM 515 // ASSIGNMENT 11-1

VOTE  
FOR US!

2008  
WEBBY  
AWARDS



WEB  
SITE OF  
THE MONTH

VOTE  
FOR US!

2008  
WEBBY  
AWARDS

meet



AWA SITE OF  
THE MONTH

VOTE  
FOR US!

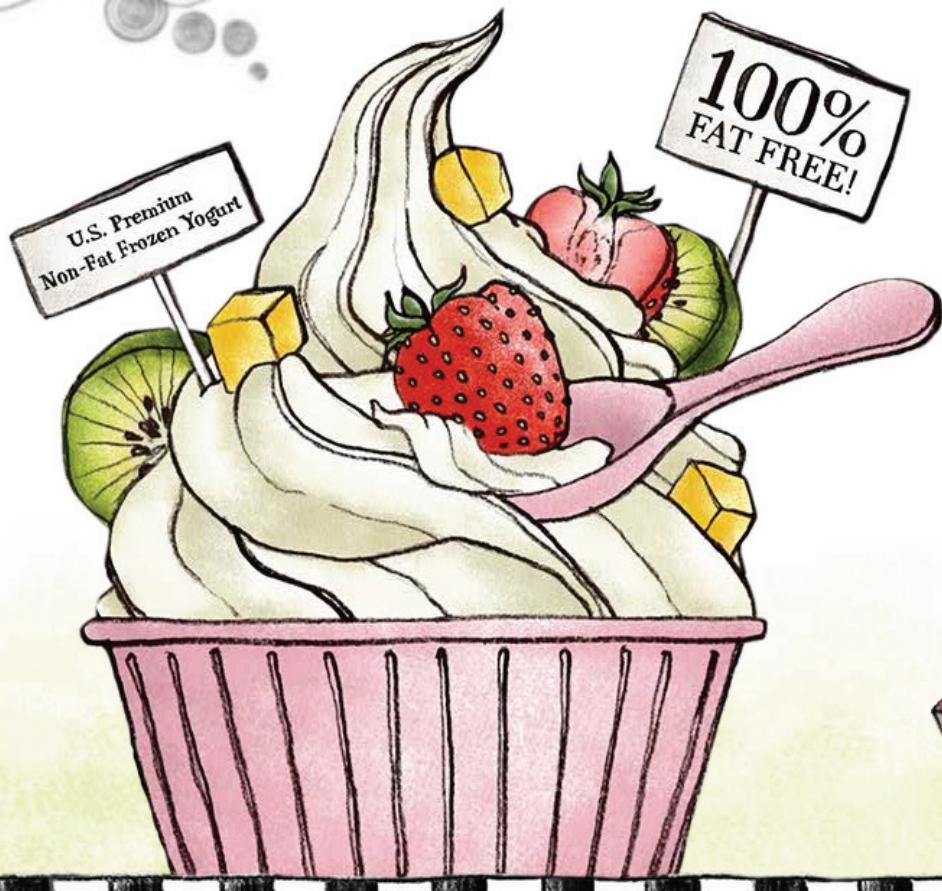


# Sour Sally.



VOTE  
FOR US!

2008  
WEBBY  
AWARDS



WELCOME THE NEW WAY TO GO HEALTHY.

## Tuck Into A Sour Sally.

Join Sour Sally on her wonderful escapade. Dive right into the delicious world of yogurt and explore all things fun and tasty. Sour Sally's quite something. Make a date with her every day.

Dig In

NAVIGATING THE SITE:

FLY      WALK      JUMP

A small, whimsical character named Sour Sally is depicted with a wide, toothy grin. She has a single yellow eye and a dark, striped dress. She is perched on a large, pink-topped cupcake. To the right of the character is a large, stylized drawing of a cupcake with a face, wearing a green hat and a white lace collar. The background features a white board with navigation controls: a magnifying glass icon labeled "FLY", a set of arrows labeled "WALK", and a rectangular button labeled "JUMP".

AWARD  
SITE OF  
THE MONTH

VOTE  
FOR US!



shaved ice  
escapade.



Menu



VOTE  
FOR US!

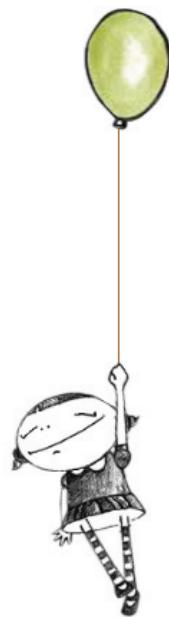
2008  
WEBBY  
AWARDS

WEBSITE  
OF THE MONTH

Menu

VOTE  
FOR US!

2008  
WEBBY  
AWARDS



AWARD  
SUIT OF  
THE MONTH

VOTE  
FOR US!

2008  
WEBBY  
AWARDS

who is  
Sour Sally?

Menu

who is Sour Sally?  
Premium Frozen Yoghurt  
shaved ice escapade  
smoothie goodie  
yummy goodness  
where is Sour Sally?  
hello Sour Sally!



VOTE  
FOR US!

2008  
WEBBY  
AWARDS

## Premium Frozen Yogurt

Tuck into the swirly, twirly world of frozen goodness any time of the day.

toppings



100%

close

Menu

WEB

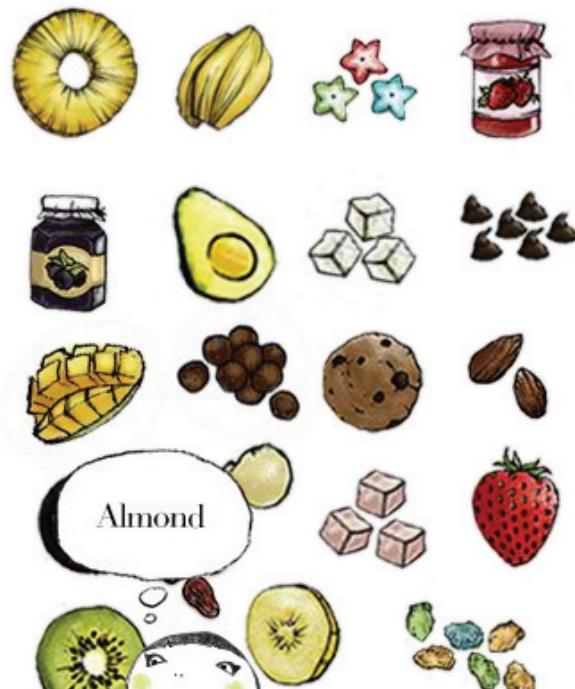
SITE OF  
THE MONTH

VOTE  
FOR US!

2008  
WEBBY  
AWARDS

100%

close



## toppings

Go gaga over so many toppings that you can decorate your yogurt and pamper your tummy with. Feel at the top of the world with these wonderful treats.

## Premium Frozen Yogurt



Menu



close

Menu



There is a girl named Sally,  
all bright-eyed and merry.

## who is Sour Sally?

Sour Sally US Premium Non-Fat Frozen Yogurt or simply known as "Fro-Yo" is the first of its kind in Indonesia.

It has got all the yummy goodness you'll love. Made from the finest ingredients, the delicious and refreshing Sour Sally Fro-Yo is available in original plain and green tea flavour. Mixed and matched with tasty toppings like mango, kiwi, almonds, choco balls and more, there are lots to choose from. Better still, try them all with your Sour Sally Frozen Yogurt!

## what people are saying!

I ❤ Sour Sally!

VOTE  
FOR US!

2008  
WEBBY  
AWARDS

WEB  
SITE OF  
THE MONTH

VOTE  
FOR US!



2008  
WEBBY  
AWARDS

## where is Sour Sally?

### Outlets Within Jakarta:

1. Sour Sally Senayan City  
Senayan City Mal Lg L #69

Opening Hours: Mon to Sun, 10am till 10pm  
Phone: +622172781176

2. Sour Sally La Codefin  
La Codefin Mal Gf C #2

Opening Hours: Sun to Thu, 10am till 12am  
Fri to Sat, 10am till 2am  
Phone: +62217180542

It's a store that suits her to a tee. Quirky. Refreshing. Homely. It's all mirrored from the walls to the lighting and from the furnishing to the fixtures, right to the little details with the cups, spoons and knick knacks. It makes every visit to Sour Sally a joy and a full-flavoured experience. So come to Sour Sally and make yourself at home.

close



Menu

AWA  
SITE OF THE MONTH

## **1. What are the microsite's goals and its strategy for reaching them?**

The goal is to introduce what, where, and who is Sour Sally. The strategy is they put the option all around the microsites.

## **2. Identify the target audience, the key messages, and visual explorations.**

Target audience : children and teenagers

Key messages : to introduce what, where, and who is Sour Sally

Visual explorations : At first, we got into the website, then there is the intro page. After that it directly goes into the microsite page. There will be the Sour Sally herself, and she will be given a balloon that will bring her to all around the page. After that, we can control Sour Sally with our mouse. And whenever we want to get into the menu option, we must pop the balloon above that menu option, so Sour Sally can be drawn into the cup.

## **3. Do you think the site meets its goals? Why or why not?**

No, it doesn't meet its goals because the navigation is not clear. When you want to get into the option to know more about what, where, or who is Sour Sally, you need to drown Sour Sally into one of the cups. Some people don't really realize how to get into the menu option. They keep clicking on the cups to get into menu option.