

TED DREWES

portal brief





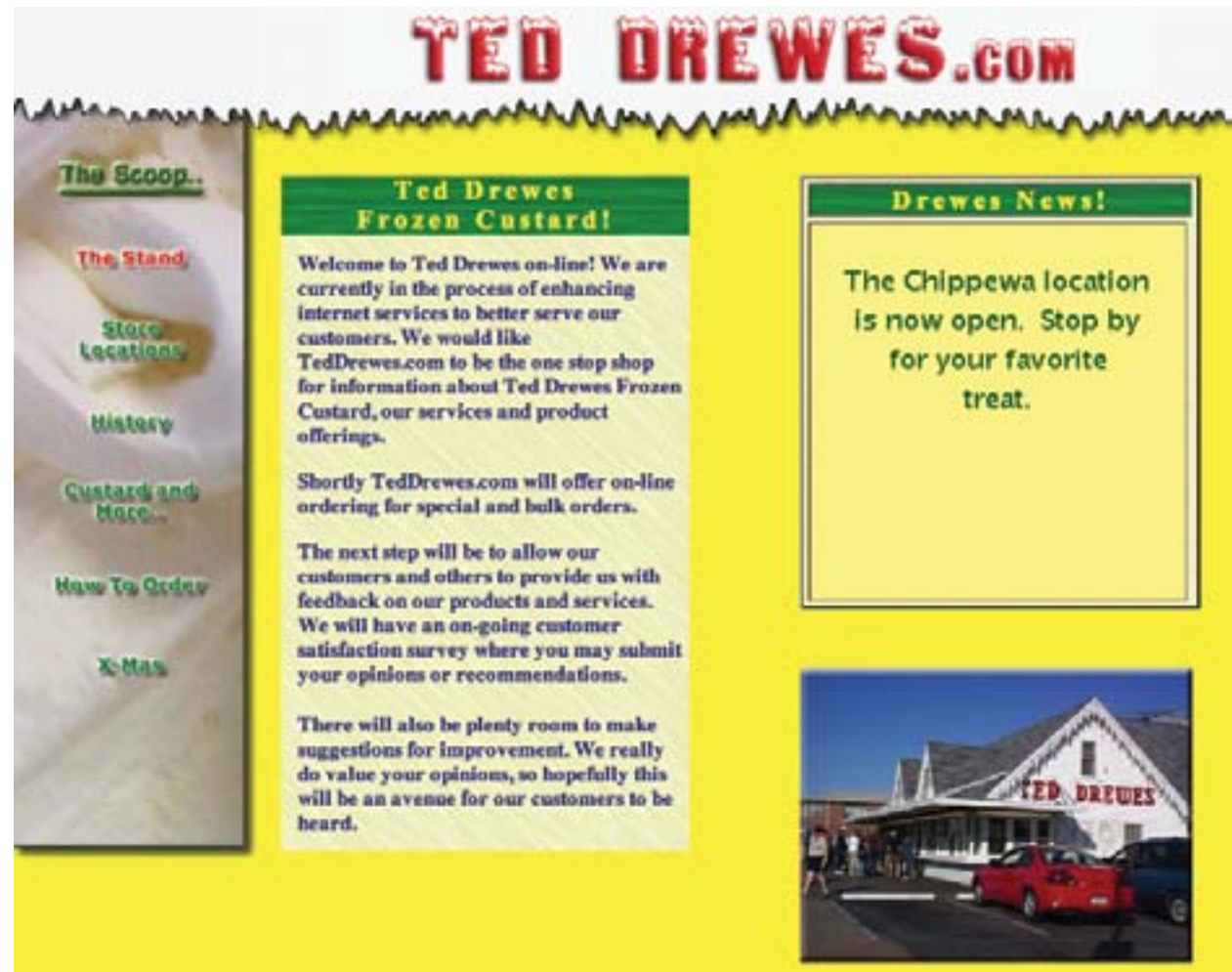
Who does the site represent?

The site represents Ted Drewes Frozen Custard. It is a frozen custard stand that is very laid back and a one stop frozen custard stand for St. Louis located customers. Ted Jr., who inherited it from his father, runs the two locations. He has been given the opportunity to make his stand a franchise, but has chosen not to because he believes that it will create mediocrity. The two stands are very “Ma and Pa” type of stands that have very good quality frozen custards.



Why is the site being renewed?

The existing site looks to have been made quite a long time ago and now has become outdated. The background is one solid color, the navigation bar background is a distorted image, and the navigation bar buttons have just been slightly altered from the default settings for links. The page's grid seems to be spartic and does not create order on the page. The colors of the page are very flat. The page is in need of an update.





What is the redesigned site's purpose?

The site will contain the history of the stand, emphasizing the quality of the food. The page will list menu items and prices for the food items. It will also have the store locations and directions to the stores. The site contains directions for ordering on the phone or via fax machine. The site will also have a biography about the stand and list the stands' objective. The site will also have a separate page listing the types of trees for sale during the christmas month. The site will also have contact information about the individual stands.

What are the goals for the site?

The site is to generate money through visiting customers. It is making an attempt to lure new customers and confirm the quality of the food produced. It will also show the goals of the stand in general and its reasoning for not being a larger franchise. It will offer deals to those in wedding parties.

How does the site achieve its goals?

The site will provide directions to the store and provide menu items that will lure new customers to the stand. The site will generate no income, but will be purely informational to bring in new customers and a place for existing customers to gain some more knowledge on the history of the stand.



Who is the site's target audience?

The site will target users from all ages and all backgrounds. The customers will be located in the St. Louis area and peak time for guests will be after sports events and on weekend nights. Customers can come in large groups or they are welcome to come by themselves. All races are targeted with the sale of ice cream. It is a very casual environment with no seating. The snacks are quick snacks that can be eaten in the parking lot or on the go. There are no places to sit and talk for the customers so they either stand and eat them or eat them in the car if they are wanting to stay. The ice cream shop will also give deals to those a part of a wedding party.

What is the internet speed that the site will be viewed on?

The site will likely be viewed from a medium internet connecting. Standard cable internet will likely be the viewing device on internet explored viewed on a pc. A quick connection for a smart phone to locate the store, menu items would be a good as well and have online ordering as an option.

Where are site visitors coming from?

The site visitors are coming from customers looking for frozen custard options in the area. Also customers may be looking for possible date ideas with their significant other. The traffic is generally from word of mouth advertising. There may be printed ads in newspapers and small television ads, but no major advertisements.

When do users visit the site?

Users may only visit the site once to find the location of the store, but because the menu almost never changes and the stand is always constant there may be no reason for the users to visit the site again. There may be a small number of customers that frequent the site for placing telephone orders and ordering in bulk, but most users will not visit the site more than three or four times ever.

What will be their reason for coming and then returning?

Users will visit the site to see the menu options that the stand has available and to locate to stands. They will likely return to the site to show friends and family or to place telephone orders. They may also be visiting to learn the history of the stand and learn the quality of the food.

Where do the users go after they leave this site?

After they leave this site they may go to google maps to locate the store in relation to their location. They may also check out other options in the area that they can visit. Site users may look up the ingredients of frozen custard and its nutrition facts.

Who are the competitors to the client?

The competitors are the major franchises near by such as Dairy Queen and Baskin Robbins. I think that the client will differentiate from the competition by having better quality frozen snacks and their reputation of being a “Ma and Pa” type of stand will give it more of a homey feeling that many people will enjoy. The deals that they offer wedding parties will definitely be different than the competitors.





How is the new site experience?

The site should convey a message of reliability and quality. Showing that the age of the restaurant in the design of the site would be a good design decision as well.

How is the new site structured?

The site should be easily navigatable. With categories for Menu, History, Trees, Location, Ordering, and an over all About the Stand page will be included. The home page will just be about the stand and its objective, but on the home page a user can visit any of the other pages to get the information they want.

When is content added, updated or removed?

The content on the site may be updated once a year to preserve the quality of the site. The site may also be updated as needed with new specials offered or new menu items.

