Hours were closer to top of home page.

No reviews for the place on the website.

THINK

Google search.

Google search info more useful than website.

It takes too long to scroll to the information I want.

Click search result link.

Land on home page.

Click a location link.

Scan navigation.

Click one of the locations in the top navigation only for it to be another landing page for that location.

Go back to previous page.

Scroll to bottom of page to find desired information.

The design of the site changes on each page. Hard to learn how to use it.

Too much scrolling
White spacing makes
pages hard to scan.

Why is the home page just links to specific locations?

SAY

It does not feel like I am always on the same site.

Each location landing page is different.

Hours and contact info are in the same location on the page.

GAINS

ASK: Find contact info and hours for Second Bar + Kitchen

D0