Nicole Footer

Web Design

Needs Assessment

The client for this website project is Matthew Wallace. He owns the frozen yogurt shop, Berryline with two locations in Cambridge, Massachusetts. The business was voted the #1 Fro-Yo shop in Boston and the unique flavors are very popular. They have four frozen yogurt flavors that rotate every week, at both locations; as well as ice cream and other staple items. There are whiteboards outside of both shops displaying the current flavors and sometimes customers call in before visiting to check.

The client needs a website to establish a social brand for the business since they are already and continuing to grow as a popular business in the city. A functioning menu that is a part of the website would be more engaging and helpful than the default information provided by Google when restaurants are searched.

A website would allow for a quick mobile way for frequent customers to find out what flavors are available and at which store prior to arriving. Ideally this website would serve as a place for people to find basic information about the website like the two locations and basic menu highlighting the rotating flavors and ice cream. Since the store is very popular, the website should also have ways for people to interact with the business and other customers. The site itself would be targeted at potential and frequent customers as well as members of the Cambridge/Boston community.

The client already has an existing website, so this project would involve redesigning the current structure and content. Goals of the redesign would be to create a more engaging layout for customers, making sure all needed content is accessible quickly; reevaluating the site structure and number of pages/content that is actually important or just extra space.

The client currently has social media accounts connected to the website, with feeds of responses from customers. This element can be expanded to create more engagement within the site.