

Fruition Site Audit Survey Analysis

This document outlines the initial project kickoff surveys that were conducted. The goal of this first survey was to have users explore the site as it was and understand what they like and didn't like.

I was able to survey 17 participants, the following are some key results from the survey responses. The link to all responses can be found [here](#).

Survey Results

I first wanted to get people's initial reactions to the site so I started the survey off with a very open question. 'What is your initial impression of this website?' And I got a bunch of great feedback. I then asked more specific questions to get both quantitative and qualitative results.

What is your initial impression of this website (www.fruitionbrewing.com)?

17 responses

I love the color palette and simplicity of the site.

its cute, the color scheme could be better

Big image help me remember the brand name and know about the website immediately.

Looks old school mom and pop shop

I need more information about your unique value prop

cool!

website is pretty bare

seems friendly, also generic

Simple and clean. What is this green dot for in the middle of the page? These photos below the green dot are small and they don't get bigger.

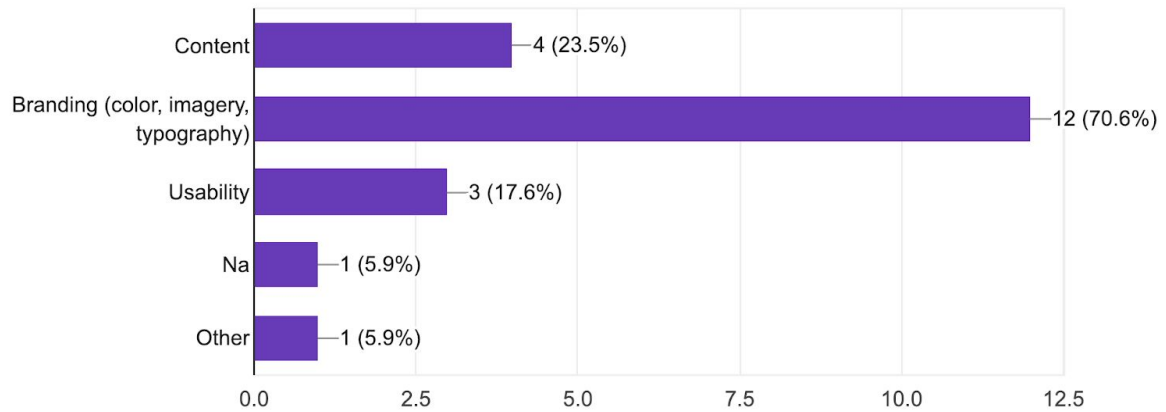
beautiful logo and typography!

Pretty logo, nice font and leaf, otherwise a little austere, hero menu looks too big and slapped on, font unengaging

Nice logo. Weird placement of navigation on the page, the layout seems off of the screen dimensions.

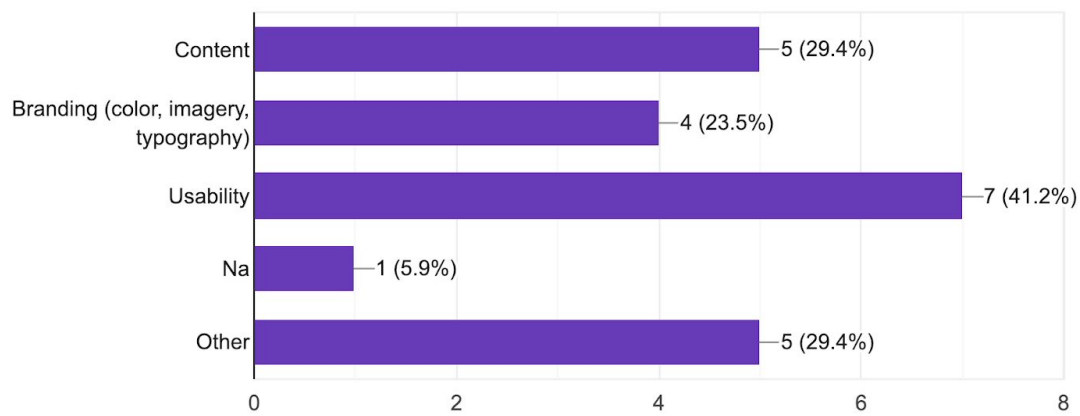
What do you like about the site (www.fruitionbrewing.com)?

17 responses



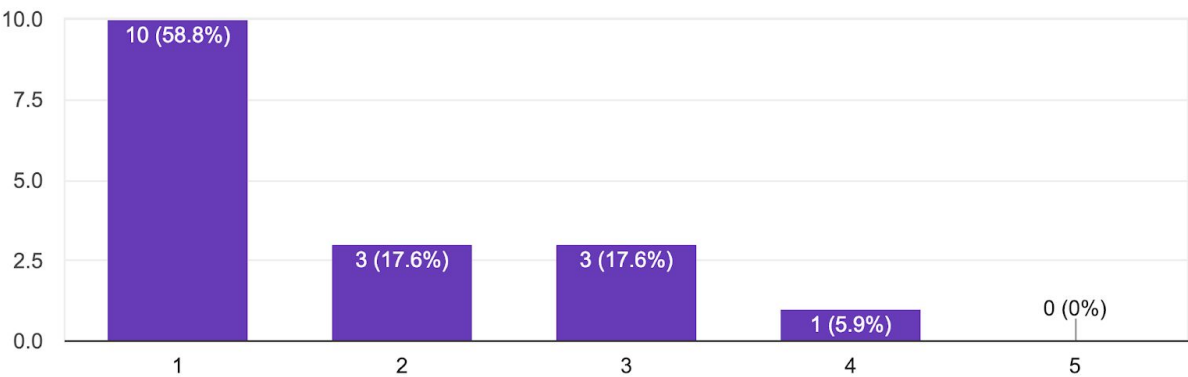
What don't you like about the site (www.fruitionbrewing.com)?

17 responses



How easy is it to use this website (www.fruitionbrewing.com)?

17 responses



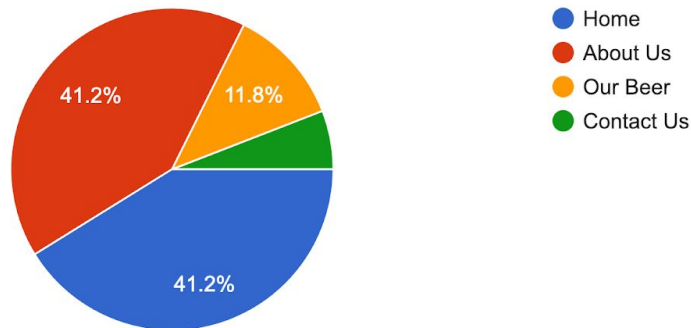
What is your initial impression of this website (www.fruitionbrewing.com)?

17 responses

I love the color palette and simplicity of the site.
its cute, the color scheme could be better
Big image help me remember the brand name and know about the website immediately.
Looks old school mom and pop shop
I need more information about your unique value prop
cool!
website is pretty bare
seems friendly, also generic
Simple and clean. What is this green dot for in the middle of the page? These photos below the green dot are small and they don't get bigger.
beautiful logo and typography!
Pretty logo, nice font and leaf, otherwise a little austere, hero menu looks too big and slapped on, font unengaging
Nice logo. Weird placement of navigation on the page, the layout seems off of the screen dimensions.

What is the most important section on the current site (www.fruitionbrewing.com)?

17 responses



What is your initial impression of this website (www.fruitionbrewing.com)?

17 responses

I love the color palette and simplicity of the site.

its cute, the color scheme could be better

Big image help me remember the brand name and know about the website immediately.

Looks old school mom and pop shop

I need more information about your unique value prop

cool!

website is pretty bare

seems friendly, also generic

Simple and clean. What is this green dot for in the middle of the page? These photos below the green dot are small and they don't get bigger.

beautiful logo and typography!

Pretty logo, nice font and leaf, otherwise a little austere, hero menu looks too big and slapped on, font unengaging

Nice logo. Weird placement of navigation on the page, the layout seems off of the screen dimensions.

Analysis

Quantitative Results:

~70% of the people surveyed like the current branding and imagery

~80% of people didn't like the content or usability

~82% of people said the 'Home' section of 'About' section are the most important on the site

Sections/Features Missing from the current site:

The site should be mobile responsive.

On my phone, it's not currently.

Are you going to add a shopping cart? I see images on the site of items that could be purchased.

Are you going to allow customers to reserve time to visit the brewery?

Our Beer Content

Clickable images

something interactive on the front page?

menu of beers

address of tap room and hours of operation

where to buy their beers other than their taproom

email list for events/updates or place to sign on?

larger social media icons at the bottom

photos at the bottom should link

larger more readable type in 'About Us' section

Ordering beer not just merchandise

Instagram link,

blog,

staff bio's in About Us,

video clips of the brewing process

I would just match the font better

Additional photos that tell me what and who they are.

Pricing

The brewing process

Are you 21? On opening screen

Pics of taproom etc...

Photos section - with all photos
Ordering section - how to order beer or shirts
Want an address not just a map
Have contact us send an email to sender so they know it went out
Favicon in the tab of the browser
What sets your beer apart from others
Beer styles you guys do
Event Section (brewery in house events and beerfests, collaboration brews with other breweries/community news)

Key takeaways

The 'Home' section and the 'About' section of the site are the most important part of the site and the current branding is strong. The current site's content and usability is very weak and needs a major redesign. There are numerous missing features that users will expect to see when visiting the site and it is important I add as many as I can without overwhelming the design and usability of the site.