

## **Executive Summary**

Nomz is a New York based frozen soup startup that provides traditional, wholesome Asian soups for busy individuals in the New York city. This report summarizes results and insights drawn from an Amazon Mechanical Turk survey regarding Nomz's website design. Overall, Nomz's website (eatnomz.com) is rated very high in all of the design elements and is deemed both trustworthy and satisfactory by participants. However, eatnomz.com could be improved by making its reviews easier to access and bettering the website's overall layout.

### **Nomz scores high in all design elements, as well as trustworthiness and satisfaction**

Nomz received on average over 8/10 points in all of its design elements. Functionally, the website was praised on its load time, ease of making a purchase, and ease of navigating and browsing. Visually, the website did a great job in using appealing fonts, graphics and product images. Informationally, the website was ranked high in providing useful information regarding its business and product, along with the easiness of reading product descriptions.

Overall, Nomz was rate high in both trustworthiness and satisfaction. Those participants also reflected a high chance of becoming a Nomz customer and referring Nomz to a friend despite the fact that most of the survey participants are of significant lower income level than Nomz's target demographics.

### **Nomz could further improve its website by making product reviews more accessible**

Despite high praise received throughout the survey, eatnomz.com received significantly lower scores pertaining to the usefulness and accessibility of its product reviews. Many customers reflected that they were not be able to find replies on the website. This frustration, even though not reflected in our regression analysis, will nevertheless reduce Nomz's brand equity.

Therefore, we have proposed three solutions for Nomz to make its survey more accessible to its customers. We recommend the placement of 1) review snapshots in high traffic parts of the website 2) an average-review-star element accompanying the product description, and 3) a review section that could be accessed through the header navigation bar.

### **Changing the layout of the website will enable eatnomz.com to be more accessible**

Other than reviews, Nomz's layout, content per page, and ease of finding products are also rated slightly lower than other elements. An in depth text analysis has revealed that those feature could be improved by making the layout of its front page more concise, making the navigation bar more consistent and appealing, and adding a link to products on the navigation bar to make access to the product page easier.

For major changes we have proposed, we provided several alternatives for our client to assess. We have also provided an overall assessment of risks, rewards, and implementation complexities of each of our recommendations to further guide our client through the process of selection.