

MTM 1537

Assignment 2

Tim Hortons

Website Redesign

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TABLE OF CONTENTS

CRITIQUES	3
SCREENSHOTS OF HOME PAGE	3
SCREENSHOTS OF SOUPS PAGE.....	4
SCREENSHOT OF FRANCHISING PAGE	6
CRITIQUE 1 - SAMANTHA AYIENGA	7
CRITIQUE 2 - MARIAPERONIC DIAZROMERO	7
CRITIQUE 3 - JATINDERPAL SINGH	8
REBRANDING	10
NEW LOGO	10
FONTS.....	10
COLORS.....	11
REDESIGNED PAGES	12
HOME PAGE.....	12
SOUPS PAGE.....	13
FRANCHISING PAGE.....	14
FEEDBACK.....	15
CRITIQUES OF THE REDESIGNED PAGES	15
<i>Feedback 1 – Samantha Ayenga.</i>	15
<i>Feedback 2 - Mariaveronic Diazromero.</i>	15
<i>Feedback 3 - Jatinderpal Singh</i>	15
EXPLANATION	16
HOME PAGE.....	16
SOUPS PAGE	17
FRANCHISING PAGE.....	17

Critiques

Screenshots of Home page

The screenshot shows the Tim Hortons website homepage. At the top, there's a navigation bar with links for COFFEE, MENU, PROMOS & FUN, FIND TIMES, SHOP, TIM CARD, and CONTACT. Below the navigation is a large promotional banner for "Red Velvet ICED CAPP & FRENCH VANILLA". The banner includes images of a red velvet muffin, two cups of coffee with whipped cream, and a red napkin. Text on the banner says "Also Available In: Latte & Hot Chocolate" and "TRY THEM ALL! ▶". A note at the bottom states "At participating restaurants for a limited time. © Tim Hortons, 2019".

This screenshot shows the same Tim Hortons homepage layout. It features a "Nutrition & Wellness" section with a bowl of soup and a "Find a Tims near you" search bar where users can enter a postal code or city.

This screenshot continues the same layout. It includes a "TimCard®" section with a "TIMCARD® LOGIN" and "REGISTER" button, and a "SIGN UP for Our Email Newsletter" section with a "REGISTER" button.

This screenshot shows the final part of the homepage. It features a "Reward yourself with Free* Tims® products!" offer, a "CIBC Tim Hortons Double Double Visa Card" logo, and a close-up image of the card itself.

The screenshot shows the Tim Hortons homepage. At the top, there's a banner for "DELICIOUS SOUPS OF THE DAY" with various soup bowls displayed. Below the banner, there are several sections: "Coffee Partnership", "Tim Horton Children's Foundation", "Franchising Program", "Join Our Team", "Media", and "Investor Relations". There are also download links for the Tim Hortons App on the App Store and Google Play, and a "SUBSCRIBE TO OUR E-NEWSLETTER" button. The footer includes links for Privacy Policy, Legal Notice, Standards of Business Practices, Accessibility, Sitemap, Media, and CONTACT US.

Screenshots of Soups page

The screenshot shows the Tim Hortons Soups page. It features a large image of a bowl of soup with the text "INTRODUCING DELICIOUS PREPARED DAILY". Below this is a menu board for Alberta, listing "CHICKEN NOODLE", "HARVEST VEGETABLE", "CREAM OF BROCCOLI", "SPECIAL THAI", and "HEARTY POTATO BACON". To the right, there's a "CHANGE PROVINCE" button. Further down, there's another menu board titled "DELICIOUS PREPARED DAILY" with "TIM HORTONS SOUP LINE-UP" and categories like "SPICY THAI", "CHICKEN NOODLE", and "Maison Hôte SELECTION". The footer shows the URL "https://timhortons.com/ca/en/promos/soup.php#!" and a link to "Show All".

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← → ⌛ 🔍 https://timhortons.com/ca/en/promos/soup.php

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TIM HORTONS SOUP LINE-UP

Discover the Complete
TIM HORTONS SOUP LINE-UP

Which soup are you craving? Browse through our entire selection or narrow your choices by clicking any of the listed categories.

SPICY THAI	CHICKEN NOODLE
CREAM OF BROCCOLI	HARVEST VEGETABLE
HEARTY POTATO BACON	EAST COAST CLAM CHOWDER

Customize Your Selection

- Show all soups
- Classic broths
- Creamy soups
- Vegetarian
- Sodium reduced*
*25% less sodium than our original recipe
- Full serving of vegetables
- Low in fat
- Limited time only

NUTRITIONAL INFORMATION

Coffee Partnership | Tim Horton Children's Foundation | Franchising Program

Building sustainable coffee communities. | Building brighter futures for youth in all our communities. | See if you have what it takes to join the world's fastest growing restaurant brand.

Join Our Team | Media | Investor Relations

Interested in joining the Tim's team? We'd love to have you. | Get the latest news releases, image downloads and more. | Find the latest stock quotes, reports and more.

Download the Tim Hortons App! Available on the App Store | Get it on Google Play

CAN (English) | SUBSCRIBE TO OUR E-NEWSLETTER | f | t | g |

Your Tim's Meal has 0 items

Show All

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← → ⌛ 🔍 https://timhortons.com/ca/en/promos/soup.php

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NUTRITIONAL INFORMATION

Customize Your Selection

Select your options and the nutritional information will be displayed. For more customization options, add to Your Tim's Meal.

CREAM OF BROCCOLI	HARVEST VEGETABLE
HEARTY POTATO BACON	EAST COAST CLAM CHOWDER

Size: Serving Size: 294 mL | Calories: 210 | Sodium: 750mg | Fat: 12g | Carbs: 21g | Saturated: 5g | Fibre: 1g | Trans Fat: 0.3g | Sugar: 4g | Cholesterol: 35mg | Protein: 5g

Variety: Spicy Thai Chicken Soup

Allergens:

- Egg & Dairy
- Wheat
- Soy
- Fish & Shellfish
- Nuts
- Mustard
- Sesame

+ ADD TO MY MEAL | SEE FULL NUTRITION INFO.

The nutrition information presented on this page is based on individual product calculations and is not through analysis of the nutritional software entitled ESHA Genesis R&D, and information provided by our suppliers. Variations may occur due to ingredient substitutions, ingredient variations, recipe revisions, assembly at restaurant level, and/or season of year. The nutritional values shown for certain items may vary from those measured in a restaurant and may not be available at all locations. Baked goods may contain trans fat. *25% less sodium than our original Tim Hortons' most popular items and may not include all items found in restaurant. Information is applicable to the specific item selected and is subject to change at any time. Please check this website periodically for updates. Nutrition information for non-commissioned products follows government regulations for the rounding of nutrition data.

Coffee Partnership | Tim Horton Children's Foundation | Franchising Program

Building sustainable coffee communities. | Building brighter futures for youth in all our communities. | See if you have what it takes to join the world's fastest growing restaurant brand.

Your Tim's Meal has 0 items

Show All

Screenshot of a nutritional information page from Tim Hortons. The page shows a nutritional summary for "Spicy Thai Chicken Soup" with the following details:

	Serving Size: 284 ml	Calories: 210	Sodium: 750mg
Size	12g	Carbs: 21g	
Variety:	Fat: 5g	Fibre: 1g	
	Trans Fat: 0.3g	Sugar: 4g	
	Cholesterol: 35mg	Protein: 5g	

The page also includes sections for allergens, customization options ("ADD TO MY MEAL" and "SEE FULL NUTRITION INFO"), and links to various Tim Hortons programs and social media.

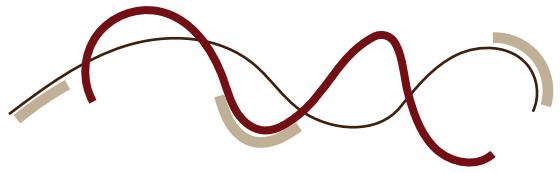
Screenshot of Franchising page

Screenshot of the Tim Hortons Franchising page. The page features a navigation bar with links to "TIMHORTONS.COM", "CORPORATE", and "TIM HORTONS CHILDREN'S FOUNDATION". Below the navigation is a main banner with the word "Franchising" and images related to franchise opportunities.

The page contains several call-to-action buttons and sections:

- Franchising Program**: Shows two women in a franchisee's kitchen.
- Franchising Opportunities**: Shows a globe with coffee beans.
- FAQs**: Shows a building with a "Franchise" sign.
- Submit Pre-Qualification Questionnaire**: Shows a group of franchisees.

At the bottom, there are links to "Menu and Promos", "Coffee Partnership", and "Tim Horton Children's Foundation".



Critique 1 - Samantha Ayienga

I feel like the homepage has too many elements which makes it feel crowded. It also has too much information that leans more towards advertisements than information about the company. The slider also contains too much information thus overpowering what they are trying to show. The footer also contains a lot of information which can be put in other areas.

In the corporate section under franchising the images almost blend into the background thus you wouldn't really tell if it's a link or just a picture placed.

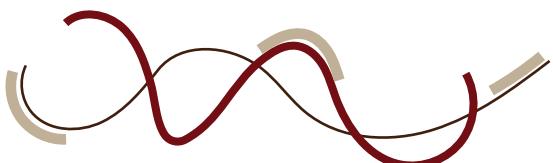
The drop down menus also have too much information where less information would actually work just as well.

Critique 2 - Mariaveronic Diazromero

I was checking this website and to me the most disturbing part is the organization.

Header:

The fact they divide the header with those colors and the logo is very difficult to perceive there is the logo.



I think could be better a bigger header and a smaller navigation bar, which also makes noise to me because when you move the mouse around the titles the color doesn't change to a very visible one.

Content area:

They add margins left and right but not top when starting the images slides at the beginning of this section... there should be margin top before image, as it is right now it has weird looking.

In the following items basically organization, borders and margins should be more consistent.

Footer:

Footer is the one I think is better.

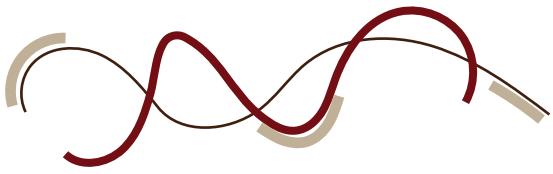
Critique 3 - Jatinderpal Singh

In mobile version-

Too much text on homepage, even pictures are filled with text. It does not give neat and clean look as many of its competitors website like Starbucks do.

Desktop version-

Design looks a bit outdated. The aspect ratio of whole website is still old(4:3), which makes it look even more older, it should be wide (16:9). And may be change the fonts



from Navigation bar. I think, a bit smaller font gives the illusion of High Definition, you can try that.

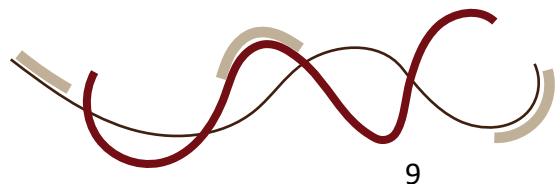
Moreover, I always felt if company shows their efforts towards corporate social responsibility on their homepage, that makes huge impact on customer buying behaviour which companies like bridgehead and equator do, whereas tim hortons hides that part in some corner of their website.

I would highly recommend you to checkout these sites.

<https://www.bridgehead.ca/>

<https://www.equator.ca/>

<https://www.starbucks.ca/>



Rebranding

New Logo



Fonts

Damion

Tim Hortons

Tim Hortons

Tim Hortons

FJALLA ONE

ALWAYS FRESH

ALWAYS FRESH

ALWAYS FRESH

Raleway

Double Double

Double Double

Double Double

Colors

#F4FAFF



#C1B098



#42210B



#720715



Redesigned Pages

Home Page

The image shows the redesigned home page of Tim Hortons. At the top, there's a navigation bar with links for COFFEE, MENU, PROMOS, TIM CARD, and SHOP. Below the navigation, a large banner introduces the "Tims™ Rewards!" program. It features a cup of coffee, a donut, and coffee beans. A "SIGN UP" button is visible. Below the banner, two side-by-side cards are shown: one for "NUTRITION & WELLNESS" and another for "SOUPS OF THE DAY". The "NUTRITION & WELLNESS" card includes a photo of fresh vegetables and a "NUTRITIONAL INFORMATION" button. The "SOUPS OF THE DAY" card shows a bowl of soup and a "SELECT YOUR PROVINCE" dropdown menu. Further down, a large red section promotes the "Tim Hortons Double Double Visa Card". It features a photo of the card, which is a CIBC Visa card with "Tim Hortons Double Double" branding. Text on the card includes "4502 1234 5678 9012", "G RAYMOND", and "VISA". A "LEARN MORE" button is present. At the bottom of the page, there are links for Media, Investor Relations, Tim Horton Children's Foundation, Join Our Team, Coffee Partnership, and Franchising Program. There are also buttons for DOWNLOAD OUR APP and SUBSCRIBE TO OUR NEWSLETTER, along with social media icons for Facebook, Twitter, Instagram, and YouTube. The footer contains a copyright notice for 2019 Tim Hortons and links to Privacy Policy, Legal Notice, Standards of Business Practices, Accessibility, Sitemap, Media, and CONTACT US.

Soups page

Tim Hortons COFFEE MENU PROMOS TIM CARD SHOP

Tim Hortons
**DELICIOUS
PREPARED DAILY**

ONTARIO

CREAM OF BROCCOLI	CREAM OF BROCCOLI Broccoli florets in a velvety cream base, our Cream of Broccoli soup is one to savour. It's also a source of calcium and contains a full serving of vegetables per bowl.			
HARVEST VEGETABLE				
CHICKEN NOODLE				
SPICY THAI				
HEARTY POTATO BACON				

NUTRITIONAL INFORMATION

	R	L	R	L
Calories	150	210	Sodium	680mg
Fat	7g	10g	Carbs	16g
Sat. Fat	2.5g	10g	Fibre	2g
Trans. Fat	0.1g	0.3g	Sugar	6g
Cholesterol	10mg	15mg	Protein	6g
				8g

See Full Nutritional Info...

[CHANGE PROVINCE ▶](#) [VIEW ALL TIM'S SOUPS ▶](#)

Media

[Investor Relations](#)

[Tim Horton Children's Foundation](#)

Join Our Team

[Coffee Partnership](#)

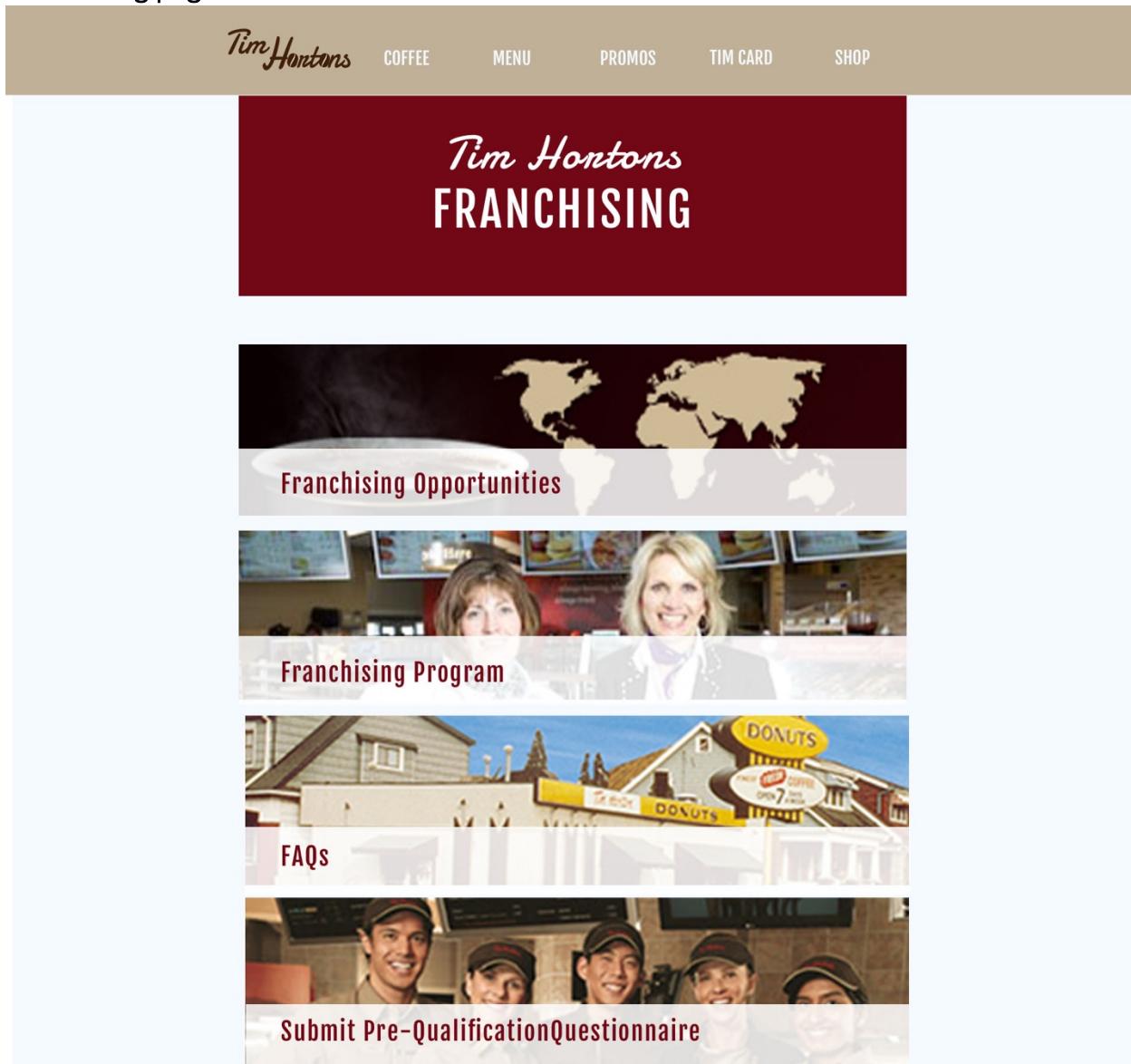
[Franchising Program](#)

[DOWNLOAD OUR APP](#)

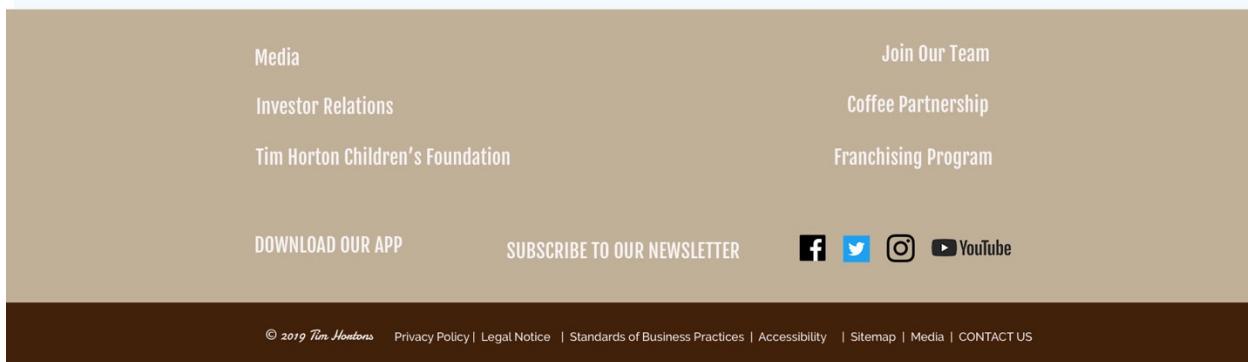
[SUBSCRIBE TO OUR NEWSLETTER](#)

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Franchising page



The image shows the Tim Hortons Franchising landing page. At the top, there's a brown navigation bar with the Tim Hortons logo and links for COFFEE, MENU, PROMOS, TIM CARD, and SHOP. Below the navigation is a large red banner with the text "Tim Hortons FRANCHISING". Underneath the banner is a world map graphic. The page features five main sections with images and titles: "Franchising Opportunities" (two women smiling), "Franchising Program" (two women smiling), "FAQs" (exterior view of a Tim Hortons restaurant), and "Submit Pre-Qualification Questionnaire" (five Tim Hortons employees smiling).



The footer section of the Tim Hortons website includes links for Media, Investor Relations, Tim Horton Children's Foundation, Join Our Team, Coffee Partnership, and Franchising Program. It also features links for DOWNLOAD OUR APP and SUBSCRIBE TO OUR NEWSLETTER, along with social media icons for Facebook, Twitter, Instagram, and YouTube. At the bottom, there's a dark footer bar with small text links for Privacy Policy, Legal Notice, Standards of Business Practices, Accessibility, Sitemap, Media, and CONTACT US.

Feedback

Critiques of the redesigned pages

Feedback 1 – Samantha Ayienga

I like the overall look of the redesigned website. It's clean and simple but there are a few issues you can look into to make it better.

1. The header and footer section have white font on grey color. This makes it hard to read as the font almost blends into the background color.
2. The image on the homepage blends into the background color. One would almost not notice it's an image.
3. The font size of the copyright section could be increased a bit.

Except from these elements that I feel need a bit of work. I really like these specific elements.

1. The logo. I feel it really emphasizes what Tim Hortons specialize in.
2. I also really like the homepage. I feel it is simple and well organized as compared to the original which I felt was cluttered.
3. I like the franchising page as I feel it is well organized.

Feedback 2 - Mariaveronic Diazromero

I really like the change, is subtle and clean. I could have never imagined that a website like tim hortons could have those margins errors.

I would only suggest to maybe use less padding in the footer sections.
And, add logo also in the footer.

Great Job!

Feedback 3 - Jatinderpal Singh

One thing I really like and found consistent is that all pages look much cleaner than original ones, the extra white spaces and change in background color makes huge difference making the content pop out really well.

My feedback-

Logo:- I think using coffee bean in the logo is really smart as it signifies what brand is all about. Color of logo also contain kind of modern vibe. Existing logo containing a coffee cup was not as effective as yours due to 2d look it has.

Franchising page:-

Aligning content to centre makes much sense as earlier version looked kind of incomplete whereas the re-designed one look much fuller making the ultimate viewing experience smoother.

Home page:-

Change in font type is a plus it makes content look more modern and high definition, the combination of color you gave in footer looks better. Also, eliminating the animation from CIBC advertisement will help viewer explore through site better.

Soup page:-

I think minimalistic look of page enhances the look of page, merging nutritional information and type of soup into one box is a positive step.

In conclusion, I think you did a great job redesigning the logo and site without loosing the essence of brand which is really important for the brand like Tim Hortons to carry on.

Explanation

Overall, the Tim Hortons website has a good design. However, some elements and pages needed a little improvement.

My redesign includes two coffee beans as 'o's. Tim Hortons is known for their coffee and so I wanted emphasize their strongest point in their new logo. Also, the color of the new logo is a dark brown like coffee because of the reason stated above.

Color-wise, I did not go too far from their current colors. I used very similar colors but I changed where they were used/ what they were used for just to give the site a different look.

The deep red color is now more of an accent color instead of a main color.

The light brown color is mostly for the navigations (header and footer).

The dark brown color is for the logo.

Home Page

<https://www.timhortons.com/ca/en/index.php>

The Home appeared cluttered and a little too busy. I took away some things from the page that I believed were not necessary.

The layout also appeared a bit inconsistent with some content appearing to be in boxes and some appearing borderless. I felt that this made the site look a bit disorganized.

I modified the navigation as well because I thought that the light brown (French-vanilla colour) complemented the site better.

Soups Page

<https://www.timhortons.com/ca/en/promos/soup.php>

After selecting your province on the main soups page, on the following page, I noticed that the Nutritional Information option at the bottom of the page (below the board that displays the list of soups) was not the most obvious link/button/tab. I believe it to be an important feature that should be highlighted and easy to access and to accomplish that, I moved some things around on the page.

On the first board that displays the list of soups provided in the selected province, I believe it makes sense to display all information related to the selected soup at once and not just a soup description. So in my redesign, I added a summary of the nutritional information as well as a button linking to all of the Tim Horton soups.

I got rid of the second board displaying all the Tim Horton soups and created a button that would link to it (I believe it to be optional information. Not something that absolutely has to be displayed).

Franchising Page

<https://www.timhortons.com/ca/en/corporate/franchising.php>

The franchising page needed a little improvement. For example, the first image looks clickable even though it is not. All the image links are not centered and so layout-wise, it looked a bit off.

I decided to create a banner with a *background color* instead of using a *background image*. Seeing as I planned to have four boxes with clickable images below the banner, I figured that if the banner had a background image, it might still make the user want to click on it just like I wanted to on the original Tim Hortons franchising page.

