



COOK OUT

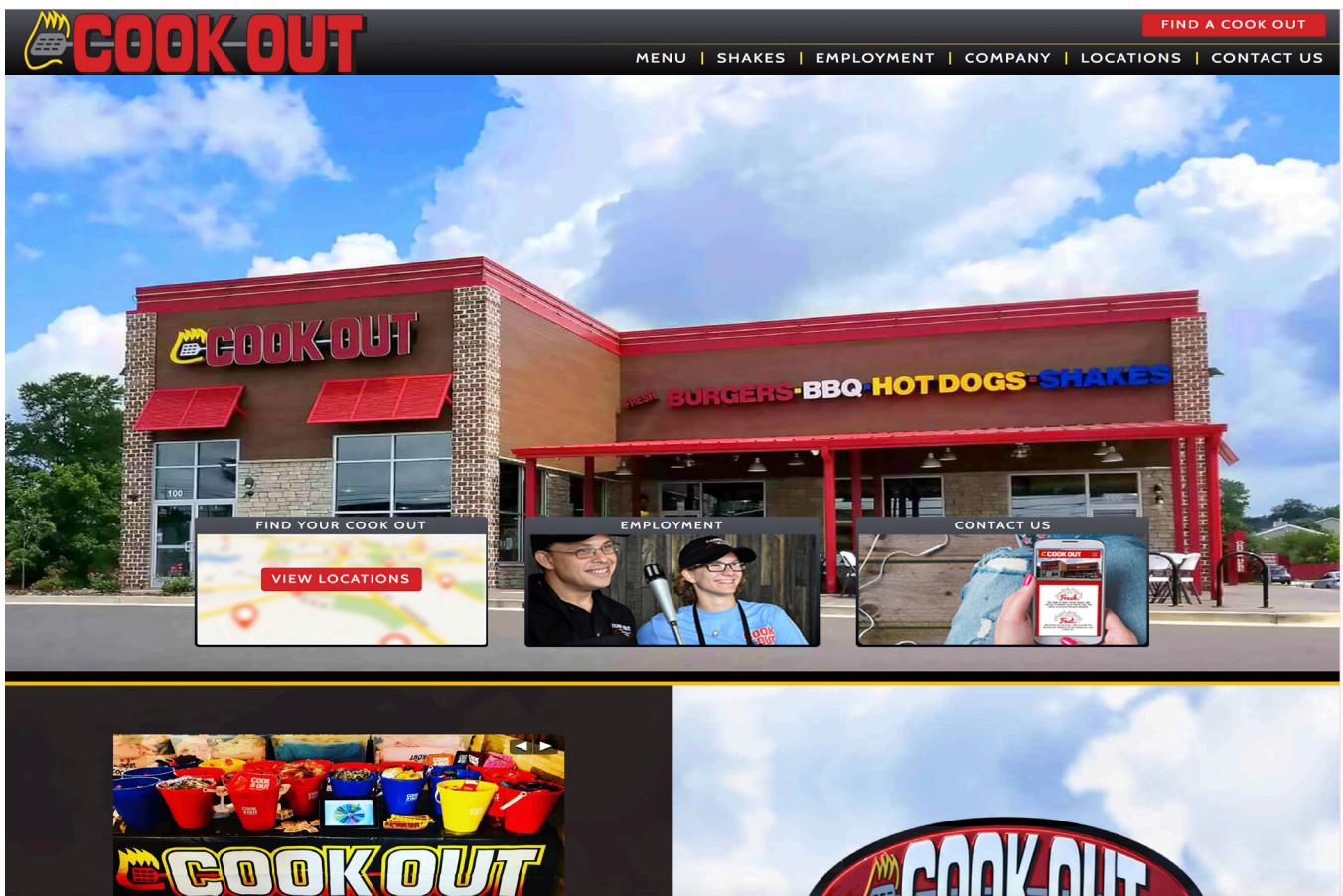
SMAD 308
08/07/2018
Tristian Ngo

FRESH BURGERS

INTRODUCTION

The purpose of this project is to take an existing site and redesign it into a site specifically targeted at college students. I decided to redesign www.Cookout.com which is a southern food chain, that is very popular among college/university students. However, their site is so poorly made it looks like a high schooler made it, making it appear unprofessional, messy and not catered at all to the current day and age college students. I want to modernize Cookouts web and mobile platform in order to gain a better reputation among this chain and hopefully add features that will make this chain more convenient for its main demographic customers, college students.

CURRENT LAYOUT



FIND A COOK OUT

MENU | SHAKES | EMPLOYMENT | COMPANY | LOCATIONS | CONTACT US

COOKOUT TRAY
THE BEST COMBO IN TOWN
100% USDA American Top Quality Beef

CHOOSE 1 BIG DOUBLE BURGER™ 340 cal REG 1/4 LB. HAMBURGER 330 cal REG BARBECUE 370 cal TWO HOT DOGS 520 cal BBQ Smoked CHICKEN 360 cal 2 QUESADILLA (Chicken or Beef) 440-520 cal	REG. CHICKEN 380 cal CAJUN CHICKEN 380 cal SPICY CHICKEN 450 cal BBQ Smoked CHICKEN 360 cal CHICKEN STRIPS 480 cal	ONION RINGS 130 cal FRIES 350 cal HUSHPUPPIES 380 cal SLAW or CHILI 100/170 cal BACON WRAP 420 cal	CHICKEN NUGGETS 150 cal CORNDOG 220 cal QUESADILLA 220/250 cal CHICKEN WRAP 500-520 cal	L.G. DRINK 0-290 cal HUGE TEA 390 cal	DASANI® 20 oz. BOTTLED WATER 0 cal CHEERWINE® or COKE® FLOAT 380 cal
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CHOOSE 1 SM. BURGER 240 cal HOT DOG 260 cal 2 CORN DOGS 440 cal	1 QUESADILLA 220/260 cal BLT SANDWICH 400 cal	ONION RINGS 130 cal FRIES 350 cal HUSHPUPPIES 300 cal SLAW or CHILI 100/170 cal BACON WRAP 420 cal	CHICKEN NUGGETS 150 cal CORNDOG 220 cal QUESADILLA 220/260 cal CHICKEN WRAP 500-520 cal	L.G. DRINK 0-290 cal HUGE TEA 390 cal	DASANI® 20 oz. BOTTLED WATER 0 cal CHEERWINE® or COKE® FLOAT 380 cal
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FRESH Homemade Char-Grilled HAMBURGERS
Choice of: Mayo, Mustard, Ketchup, Pickles, Onion & Lettuce
Grilled Tomato or Cajun Seasoning on Request
Extras: Tomato 10 cal / Fresh Bacon 60 cal / Cheese 70 cal
Homemade Chili 70 cal / Homemade Slaw 40 cal
Small 240 cal Regular 330 cal
Huge 520 cal

Cook Out® Style
Homemade Chili, Slaw, Mustard & Onion +130 cal
Cheddar Style™
Cheddar Cheese, Bacon, Grilled Onions & Mayo +240 cal
Out West Style™
BBQ Sauce, Bacon, Mayo, Pickles & Onion +210 cal
Steak Style™
AT'Sauce, Grilled Onions, Lettuce, Tomato & Mayo +100 cal

Char-Grilled CHICKEN BREAST
Original Style Lettuce, Tomato, Mayo & Honey Mustard 390 cal
Barbecue Style™ BBQ Sauce, Fresh Pickles & Mayo 380 cal
Cajun Style™ Cajun Seasoning, Texas Pete, Lettuce, Tomato & Mayo 380 cal
Club Style™ Bacon, Cheese, Lettuce, Tomato & Mayo 570 cal
Cheddar Style™ Cheddar Cheese, Bacon, Grilled Onions & Mayo 540 cal

40+Fresh Cook Out Creamery FANCY MILKSHAKES
Reg. 510-900 cal

Fresh Banana	Cherry Cobbler	Peach
Banana Berry	Hershey's Chocolate	Peach Cobbler
Banana Fudge	Double Chocolate	Peanut Butter
Banana Nut	Chocolate Cherry	Banana
Banana Pineapple	Chocolate Chip Mint	Peanut Butter Fudge
Banana Pudding	Chocolate Malt	Pineapple
Blueberry	Egg nog (Dec)	Red Cherry
Butterfinger®	Heath Toffee	Reese's Cup
Cappuccino	M&M®	Snickers®
Caramel	Orange Push-Up®	Strawberry
Caramel Fudge	Oreo®	Vanilla
Cheesecake	Oreo Mint	Walnut
(Vanilla, Chocolate Chip or Strawberry)		Watermelon (July-Aug.)

FLOATS and CHEESECAKE
COKE® FLOAT (Dairy Style w/ Vanilla Soft Serve) 380 cal

COOK OUT VALUE MENU
CHICKEN NUGGETS 8 Piece - Crispy oil white meat 240 cal Sauces: BBQ / Buffalo / Cookout Sauce / Honey Mustard / Polynesian / Ranch
CORN DOG w/ French's Mustard & Heinz Ketchup 220 cal
HUSHPUPPIES Homemade Style 590 cal
FRESH BREWED TEA (Large Unsweet or Sweet) 0/290 cal
HOT DOG Plain or w/ Ketchup, Mustard & Onions 260/280 cal
MUSTARD RELISH HOT DOG 290 cal
1 CHEESE QUESADILLA 180 cal
1 QUESADILLA (Chicken or Beef) 220/260 cal
BLT SANDWICH Fresh Cooked Bacon, Lettuce, Tomato, Mayo & Pepper 400 cal
BACON RANCH WRAP Fresh Cooked Bacon, Cheese & Lettuce 420 cal
Crispy Chicken Cajun Wrap Texas Pete® Cajun Seasoning, Cheese & Lettuce 500 cal
Crispy Chicken Honey Mustard Wrap Honey Mustard, Cheese & Lettuce 510 cal
Crispy Chicken Ranch Wrap Ranch Dressing, Cheese & Lettuce 520 cal
CHILI DOG Cajun Seasoning on Request 330 cal
REGULAR FRIES Cajun Seasoning on Request 350 cal
SMALL BURGER Fresh Char-Grilled 240 cal

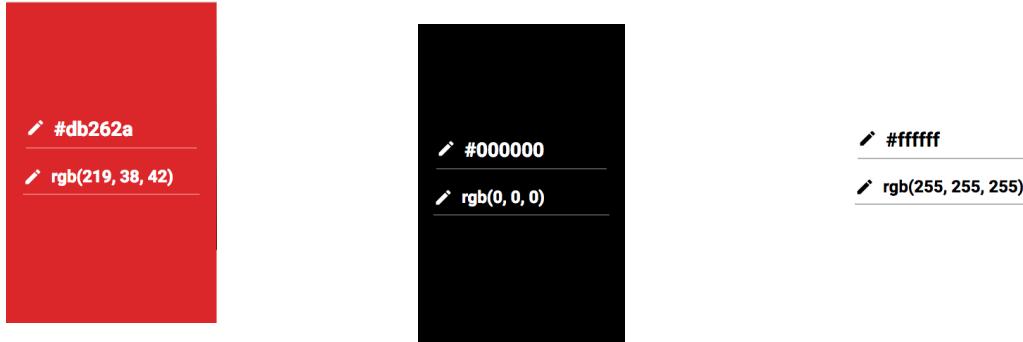
ANALYSIS

Our target audience will be toward college students. We figured that college students like a clean modern day look. They like something convenient, fast, aesthetically pleasing and easy navigation. They like to see pictures, but also something that's not super overwhelming. I know for a fact that college kids are easily tempted and their mouths water when they see pictures . Not just any pictures however, but aesthetically pleasing pictures. Which is exactly what the current layout lacks. Where do you see pictures of the food anywhere on this site? College students also want something that is sleek and not cheesy. They are thrown off by cheesiness that it just does not appeal to us and were better off just leaving the site. So we want to give this current layout a sleeker, more modern layout and not having it look like a first grader made it. We could also improve its typography as its current one gives off a sense of confusion especially in the menu tab which is the most important part of the website. Overall I want College students when they look at the site to crave Cookout's food, while also adding a Order Online system so that the crave does not just die out they can order instantly and have it delivered or picked up.

DESIGN DECISION

Color Scheme

First we want to make the homepage aesthetically pleasing first so we get the customer right off the bat. Especially when it comes to college kids this is their first impression, they have so much other stuff to do and they took the time to browse through the web to our site, lets make it worthwhile for them. We also want to upgrade the menu tab. First off, I want to keep the color scheme original to cookout (red and black) and not change the color too much, but still make it modern cause it is a little off. I had to get rid of the yellow, since yellow does give it an unprofessional look, so I swapped it with white. However in the menu tab, it is just bright colors that they thought looked cool and put it on one screen. Theres just too many colors going on that its overwhelming and confusing to the customer and giving it an unprofessional look, so that had to go.



Typography

We also want to change the typography, as it just makes it also super unprofessional and confusing to the audience. First off in the navigation the font makes it look very unprofessional. I want to change to a font called “Bebas”, since I felt it gave it the most modern sleek look, similar to a lot of big brand companies. Also if you look closely there are random cursive and different fonts just randomly placed throughout the menu. There is absolutely no consistency going on. After we get that sorted out I think we can add a Order Online option for delivery or pick up. Cause after we fix the color scheme, typography, adding aesthetically pleasing pictures, people will want cookout right away, and having an Order Online option gives them that chance to put in that order before they lose their appetite.

BEBAS

INSPIRATION

Location Nearest You: 98 CARLTON ST

Español | Careers | Join

OUR MENU ABOUT OUR FOOD DEALS & OUR APP TRENDING NOW LOCATE SEARCH

carousel

Quarter Pounder®* burgers made with 100%
FRESH BEEF
Hotter & Juicier** and Cooked When You Order

LEARN MORE

*Weight before cooking 4 oz. (ea.). **Compared to prior ½ lb. beef patty. Fresh Beef Quarter Pounder burgers available at most restaurants in contiguous US. Not available in Alaska, Hawaii, and US Territories. At participating McDonald's

Join our
EMAIL LIST
For news, promotions, and more delivered right to your inbox.

Email Address
Zip Code SUBMIT

Already on our list? [Update your profile.](#)
By clicking "Submit," you agree to receive emails, promotions, and general messages from McDonald's. In addition, you also agree to the McDonald's [Privacy Statement](#) and [Terms & Conditions](#).

Use Mobile Order & Pay in our App to score
EXCLUSIVE DEALS

DOWNLOAD OUR APP

Mobile Order & Pay available at part. McDonald's. App download & registration required. ©2018 McDonald's

INSPIRATION

SEARCH OUR FOOD MENU

2281 S MAIN ST

Order Now

LOG IN

TA.CO

FOOD

FAVORITES

LOCATIONS

STORIES

ABOUT US

TACO MERCH

FALL ARRIVED EARLY

TRY THE NEW
CARAMEL APPLE FREEZE

ORDER NOW

ORDER ONLINE.
ENJOY ANYWHERE

FAVORITES	NEW	DEALS AND COMBOS	SPECIALTIES
TACOS	BURRITOS	QUESADILLAS	NACHOS
DOLLAR CRAVINGS	SWEETS	SIDES	DRINKS

USER PERSONA



Chad Smith - 21
from Fairfax, VA

Interests: Partying, drinking, conformity, sports, and breweries.
Point of access: iPhone, Mac laptop,
Regular sites: Papa Johns, Jimmy Johns, Cookout,
Site preferences: Easy, fast, appetizing, delivery,



Andrew Keen - 31
from Harrisonburg, VA

Interests: Family, fast food, Cars, computer games, and milkshakes.
Point of access: Android, Dell laptop, Tablet
Regular sites: Facebook, Yahoo, eHarmony,
Site preferences: Easy, convenient, online ordering, hand-food, and fast

USER STORY GRID

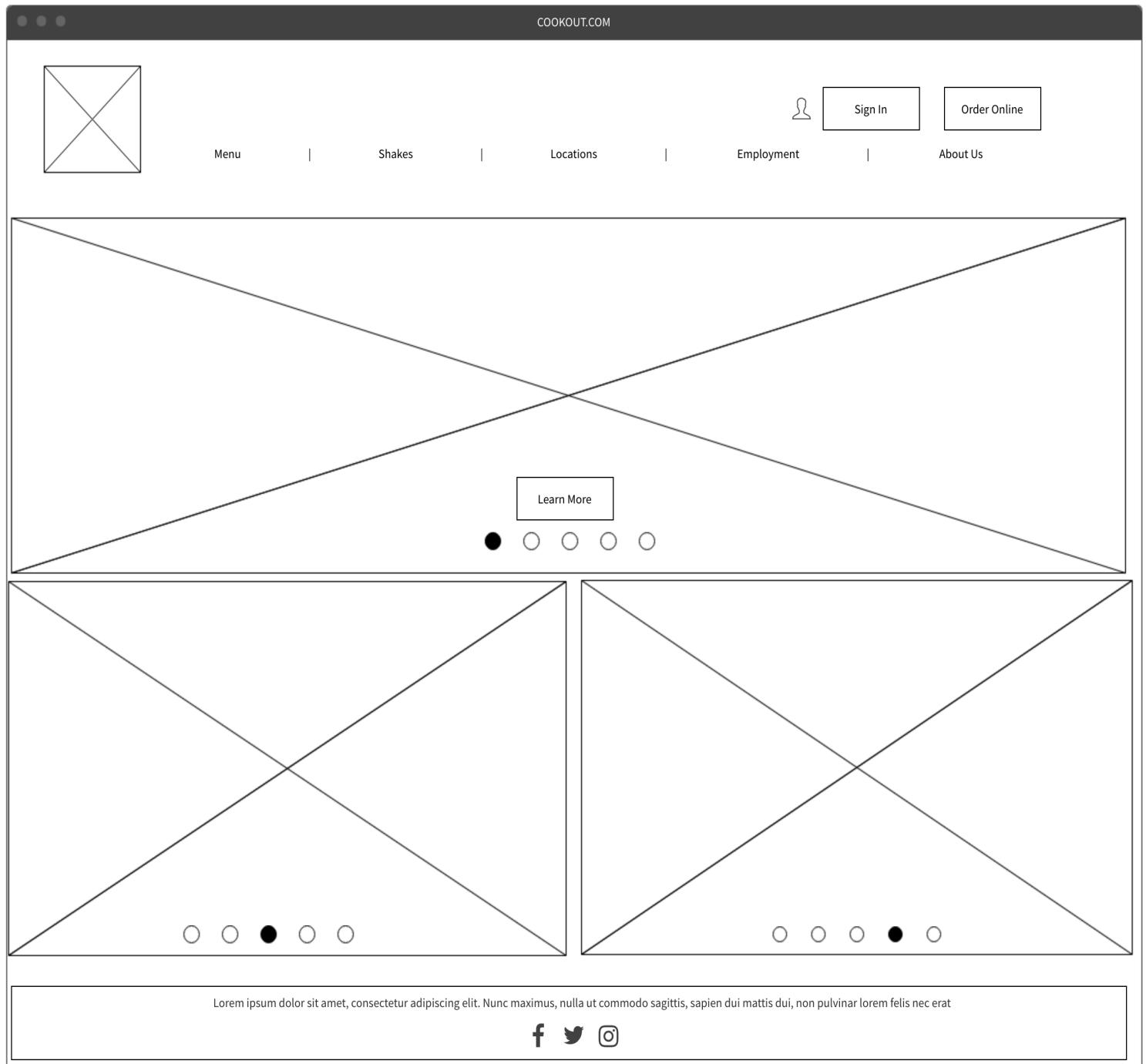
What can they do with Cookout!?

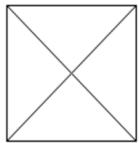
	Frequent		
	Individual	Family	
Familiar	Can save orders to make future orders easier and faster	Can save orders to make future orders easier and faster	Can save orders to make future orders easier and faster also making multiple orders easier
	Browse menu and use online features to skip line	Browse menu and use online features to skip line or have it delivered	Can order multiple things online to make it easier, and can pick up or have delivered
	Can browse menu and use online feature to order online to skip the line for pick up	Can browse menu and use online feature to order online to skip the line for pick up	Can browse menu and use online feature to order online to skip the line for pick up
Unfamiliar	Something made you come back so you can make an account to save orders and skip line by ordering online.	Lets not risk it here, and just have it delivered. Don't forget your saved orders on your account.	Lets not risk it here, and just have it delivered. Don't forget your saved orders on your account. You know the drill.
	Hopefully my pictures on the site have convinced you to keep ordering so you can use the online feature to skip the line	What an awkward spot, but just use online feature to order and browse through the menu so you become familiar with cookout. Dont drink and drive and have it delivered	You're probably with your friends so use the online feature cause too make drunk people make things way too confusing.
	Can see the menu online with pictures to then realize that this is not a fancy restaurant	Its cheap and your probably a little buzzed, can't go wrong with trying cookout. Skip the line by ordering online. Tip: Browse the menu and check out the pictures	You are in for a time of your life, browse through the online menu and welcome to paradise, all while having it delivered to you

What can they do with Cookout!?

	Familiar		
	Sober	Drunk	
Familiar	Something made you come back so you can make an account to save orders and skip line by ordering online.	Lets not risk it here, and just have it delivered. Don't forget your saved orders on your account.	Lets not risk it here, and just have it delivered. Don't forget your saved orders on your account. You know the drill.
	Hopefully my pictures on the site have convinced you to keep ordering so you can use the online feature to skip the line	What an awkward spot, but just use online feature to order and browse through the menu so you become familiar with cookout. Dont drink and drive and have it delivered	You're probably with your friends so use the online feature cause too make drunk people make things way too confusing.
	Can see the menu online with pictures to then realize that this is not a fancy restaurant	Its cheap and your probably a little buzzed, can't go wrong with trying cookout. Skip the line by ordering online. Tip: Browse the menu and check out the pictures	You are in for a time of your life, browse through the online menu and welcome to paradise, all while having it delivered to you

WEB WIRE FRAME





Menu

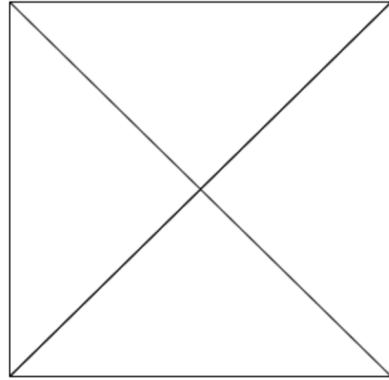
Locations

Employment

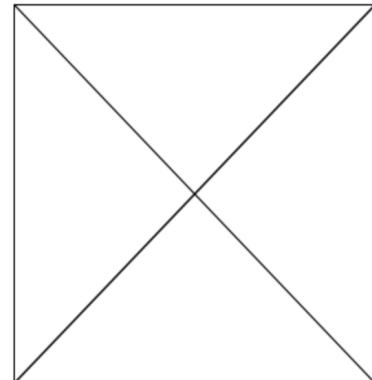


Sign In

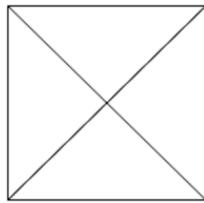
Order Online



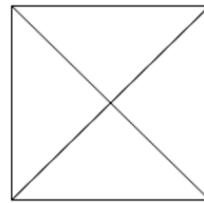
Cookout Tray Combo



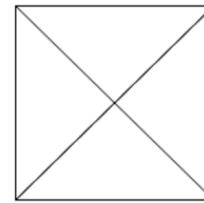
Shakes



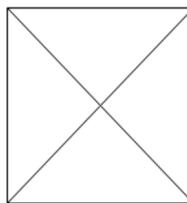
Homemade Char-grilled Burgers



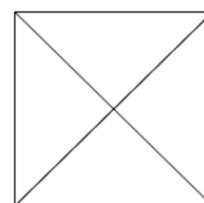
Char-grilled Chicken Breast



Chopped Pork BBQ and Plates



Great Value Menu

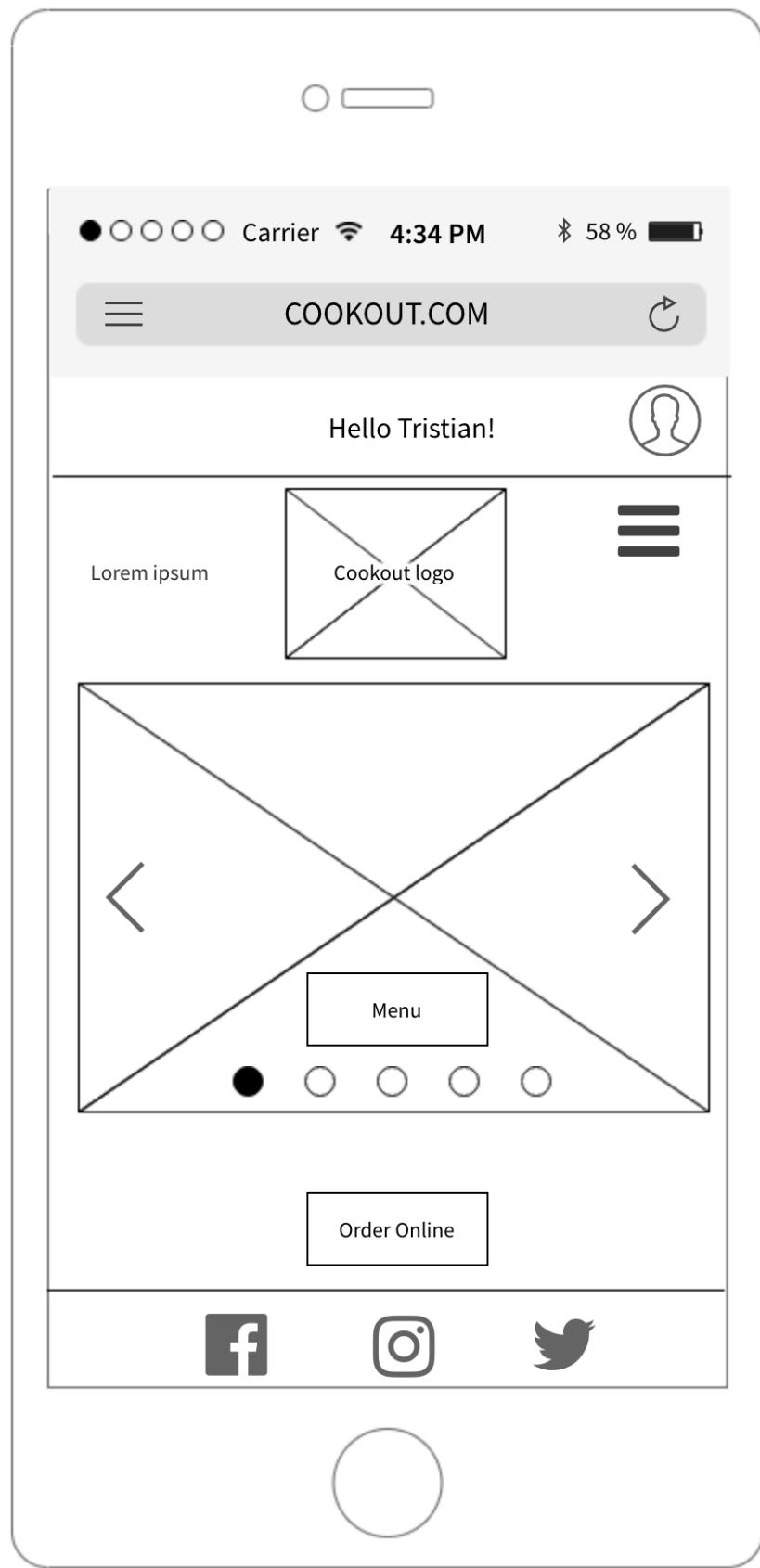


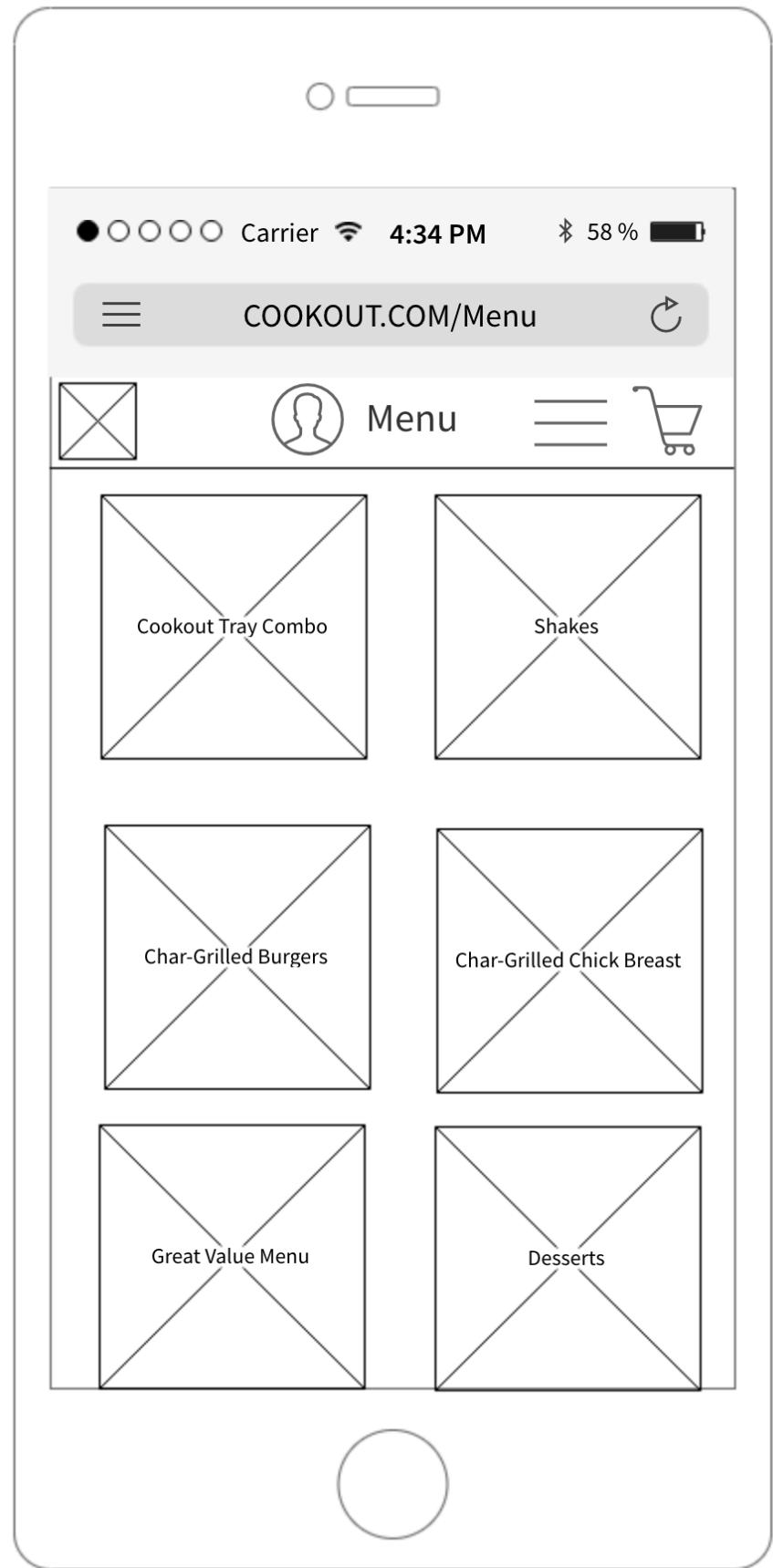
Desserts

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat



MOBILE WIRE FRAME





Website Mock-Up

The website mock-up for Cook Out features a dark header with the "COOK OUT" logo, a search bar, and navigation links for MENU, SHAKES, LOCATIONS, EMPLOYMENT, and ABOUT US. It includes a "Sign In" and "Order Online" button. The main content area displays three promotional banners:

- BURGERS • BBQ • HOTDOGS • SHAKES**: Shows a milkshake and a tray of food. A "Learn More" button is present.
- \$5 COMBO DEAL**: Shows a tray with a burger, fries, and a drink. A "Cookout Tray Combo" button is present.
- 40+ FRESH MILKSHAKES**: Shows two milkshakes. A "Shakes" button is present.

Below the banners, a section titled "OUR GUARANTEE" explains the company's satisfaction guarantee. The footer contains social media icons and a copyright notice.

COOK OUT | Fresh Burgers, BBQ

cookout.com

COOK OUT

MENU | SHAKES | LOCATIONS | EMPLOYMENT | ABOUT US

Sign In | Order Online

FRESH BURGERS • BBQ • HOTDOGS • SHAKES

Learn More

\$5 COMBO DEAL

Cookout Tray Combo

40+ FRESH MILKSHAKES

Shakes

OUR GUARANTEE

Cook Out cares about the quality of both its food and service. If you were not 100% satisfied with your recent experience, please call 1-866-547-0011 to speak with one of our customer service representatives. We would love to hear about your experience and follow up with you from there.

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Menu | COOK OUT

cookout.com/menu/

COOK OUT

MENU SHAKES LOCATIONS EMPLOYMENT ABOUT US

Sign In Order Online



COOKOUT TRAY



SHAKES



CHAR-GRILLED BURGER



CHAR-GRILLED CHICKEN BREAST



CHOPPED PORK BBQ AND PLATE



GREAT VALUE MENU



DESSERTS

Mobile Mock-Up

● ○ ○ ○ ○ Carrier ⚡ 4:34 PM ⚡ 58 % 🔋

COOKOUT.COM

HELLO TRISTIAN!

Nearest Location:
Harrisonburg VA

COOK OUT

MENU

ORDER ONLINE



Carrier



4:34 PM



58 %



COOKOUT.COM/menu



MENU

