



THREE *Kretans*

Shannon Pang, Yining Tu, Yuxuan Du, Yuxin Xu

Overview

- Family Owned Greek Restaurant
- Style: Causal
- Kitchener restaurant is their fourth restaruant and run by Niko Marydakis, the descendent of the first owner.

Business Goal

- To provide a delight, enjoyable and relaxing dining experience that allows customer to feel the Greek vibe
- Does not want to associate with the high-end Greek restaurant, but rather, a place where people come and go.

Client Needs

- Homey
- Shows greek vibe
- Website is marketing towards first time users, who are unfamiliar to the restaurant.

Home Lunch Menu Dinner Menu Theatre Menu Catering Menu
Island Night Contact LUNCH SPECIALS Custom Menus

151 Frederick St
Kitchener, ON
(Basement of YWCA building)



Tel. 519.576.9091
Fax. 519.576.0651
threekretans@yahoo.ca
@ThreeKretans
@three_kretans

Come and experience a taste of Greece!

Owners Angelo & Doxa Makrydakis immigrated to Canada from the Greek island of Crete. In 1996, they decided that Kitchener needed a Greek dining experience where customers would feel welcomed and a part of the family in warm, casual atmosphere. Soon after, the Three Kretans were born. Named after their 3 sons - Gus, Zack, and Niko - they succeeded in bringing the tastes of their native Greece back to KW. With fresh ingredients, traditional Greek dishes and desserts prepared daily, Three Kretans has established itself as being Kitchener-Waterloo's #1 Greek restaurant for over 23 years.

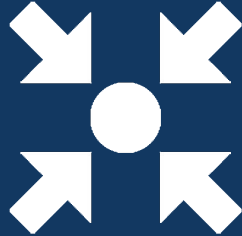
OPA!!!



Website Critique



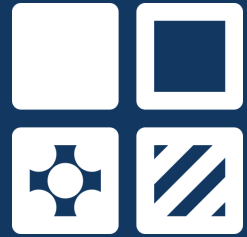
Functional
Issues



Lack of
Focal Point



Lack of
Similarity



Lack of
Proximity

Lack of Functionality

Original Website:

1. Unclear navigation system due to decentralized subpage.
2. Confusing menu title, as we have no idea what is the purpose of some of the menu.

Home	Lunch Menu	Dinner Menu	Theatre Menu	Catering Menu
Island Night	Contact	LUNCH SPECIALS	Custom Menus	

Focal Point

Original Website:

1. Messy Content
2. Hard to track wanted information
3. Wrong focus on the founder photo instead of the restaurant

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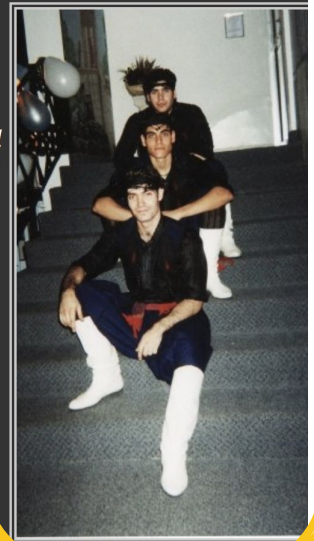
OPA!!!



Heading to the Centre in the Square or Registry Theatre?

'We're right across the street!

'We offer complimentary parking in the evenings and on weekends for all our customers going to the Centre in the Square or Registry Theatre. Restaurant parking includes the



HOURS

LUNCH

**Monday - Friday
11:30am - 2:30pm**

Lack of Similarity

Original Website:

1. The color orange is used for the introduction of the restaurant, and the title for the Theater name.
2. Similarity is not appropriately used as the purpose is unrelated.

Theatre Night

to the Centre in the Square or Registry Theatre?

We're right across the street!

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fresh ingredients, traditional Greek dishes and desserts prepared daily, Three Kretans has established itself as being Kitchener-Waterloo's #1 Greek restaurant for over 23 years. OPA!!!!

Intro.

Proximity

Original Website:

1. Different place for same group info
2. Different fonts for same group info
3. Different fonts for same group info

Questions? Comments? Reservations?

Email: threekretans@yahoo.ca

Facebook: www.facebook.com/threekretans

Like 8

Twitter: [@ThreeKretans](https://twitter.com/ThreeKretans)

Follow

Instagram: [@three_kretans](https://www.instagram.com/@three_kretans)

Phone: 519.576.9091

Fax: 519.576.0651

Managers: Nick & Gina Makrydakis

PARKING

During lunch hours, 11:30 - 2:30PM, free customer parking is limited to "reserved restaurant" spots on the Frederick St. level. There is free hourly parking along Irvine, Scott & Edna St. Additional parking available at KPL, Centre in the Square & CRA across the street.

Car pooling for large groups during the lunch hour is recommended as parking in general is limited downtown.

On evenings & weekends, all spots including 'reserved' are available for Three Kretans customers. Please ignore the reserved signs. This includes parking spots underground and on the upper level off of Irvine St. During theatre nights, servers will give customers parking passes to place on their dash before heading to theatre, therefore avoiding the parking fee at the Centre in the Square. Due to

LOCATION

*151 Frederick St.
Kitchener, ON*

Website Redesign



Sitemap



Redesigned Page

1 Lunch

2 Lunch Special

3 Dinner

4 Theatre Night

Menu

1 Large Group

2 Banquet

Custom

Functionality: Redesigned Web

HOME

MENU

CUSTOM

ISLAND NIGHT

CONTACT



Our Story

Owners Angelo & Doxa Makrydakis immigrated to Canada from the Greek island of Crete. In 1996, they decided that Kitchener needed a Greek dining experience where customers would feel welcomed and a part of the family in warm, casual atmosphere. Soon after, the Three Kretans were born. Named after their 3 sons - Gus, Zack, and Niko - they succeeded in bringing the tastes of their native Greece back to KW.

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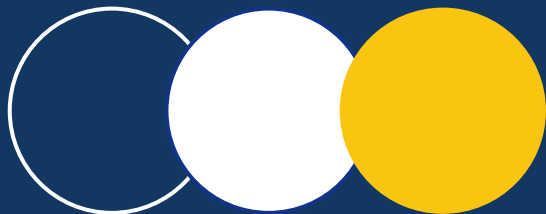
#1 Greek restaurant
for over 23 years.



Focal Point

1. Removed photo of the founder, replaced it with a photo of their significant dishes
2. Only kept essential information
3. Menu bar: looks more clean, clear and easier for navigation purpose

Similarity



123861

FFFFFF

fac51d

Lobster

Roboto Condensed



Lunch Menu

Mon - Fri: 11:30 AM - 2:30 PM

Lunch Pihilla \$13.95

A combo plate of chicken & pork souvlaki, gyro, dolmades (stuffed grape leaves), Greek salad and roast potatoes.

Souvlaki on a Pita \$9.95

Marinated tender portions of meat, charbroiled & served on pita bread, with choice of soup, salad or fries.

Greco Roman \$9.95

Greek bruschetta served with choice of our traditional 'avgolemono' soup (chicken & rice in a lemon broth) or Greek salad.

Chicken & Greek \$11.95

Marinated chicken breast chopped & placed on a bed of Greek salad.

Quick Lunch \$8.95

Humus served with Greek salad & pita bread

Soup & Salad \$8.95

Our popular 'avgolemono' soup (chicken & rice in a lemon broth) served with a Greek salad

Three Kretans Combo \$10.25

Spanakopita (spinach in filo pastry), humus Greek salad & grilled pita bread.

Veggie Pita \$9.25

Grilled pita bread dressed with humus or tzatziki. Topped with lettuce, tomatoes, cucumbers, onions, peppers & feta cheese. Served with choice of Greek salad, soup or fries.

Gyro on a Pita \$9.95

Seasoned beef-lamb sliced & served on pita bread & with choice of Greek salad, soup or fries.

Lunch Souvlaki \$11.95

Marinated portions of meat, charbroiled on a skewer. Served with Greek salad & roasted lemon potatoes

Chicken & Village Salad \$13.95

Marinated chicken breast served over a large village (Tomatoes, cucumbers, red & green Peppers, feta, onions & olives)

Filo Delight \$9.50

Spanakopita served with a Greek salad.

Moussaka \$11.95

Layers of zucchini, eggplant, potato & ground beef, and topped with our bechamel cream sauce. Served with Greek salad.

The "True" Greek \$11.50

This "village" salad is made up of a healthy mix of tomatoes, cucumbers, peppers, onions, olives & feta tossed in our savoury Greek dressing.

Served with grilled pita & choice of spread:

- Tzatziki (yogurt, cucumber, garlic) or
- Hippidi (feta cheese, garlic, red peppers) or
- Humus (chickpeas)

Chicken Caesar \$12.25

Marinated chicken breast chopped & placed on a bed of Caesar salad

Lunch Special

Mon - Fri: 11:30 AM - 2:30 PM



Quick Lunch \$7.95

Humus and grilled pita bread served with a Greek salad

Soup & Salad \$7.95

Our avgolemono soup (rice with chicken & lots of lemon) served with a Greek salad



Gyro on a Pita \$8.95

Beef-lamb gyro on a pita served with tzatziki, onions & tomatoes. Served with choice of soup, salad or fries

Chicken & Greek Salad \$10.95

Marinated chicken breast chopped & placed on a large bed of Greek salad



Three Kretans Combo \$9.25

Enjoy spanakopita, humus & grilled pita bread with a Greek salad



Dinner Menu

Tues - Sat: 5:00 PM - 8:00 PM

Appetizers - Meze

Hippidi \$7.95

Enjoy a feta spread spiced with red peppers and a kick of garlic. Served with pita bread.

Spanakopita \$7.95

Spanish and feta cheese wrapped in a filo

Y \$11.95

1 Tender breaded squid, served with tzatziki bread (not recommended for takeout).

7.50

Redi! Yogurt with grated cucumbers, garlic with pita bread, of course.

ila \$9.95

aves with rice, ground beef and spices. Red pita bread and tzatziki sauce.

ine \$9.95

pped with beef-lamb gyro, tzatziki & feta special homemade sauce.

chietta \$7.25

pped with dera cheese, tomatoes and onions or Fries.

50

of chickpeas, garlic oil. Served with id.

Opa \$11.50

is seared and then flambéed at your table.

ans Dip Meze \$16.95

all 3 of our dips: Humus, Hippidi & Tzatziki. Red pita bread.

\$4.95

lar Greek dessert and the best in the city! Try with walnuts and honey.

uriko \$4.95

lard topped with filo pastry and sprinkled

\$4.95

Try this 'hot as sweet' delight. Strawberry wrapped with walnuts, pistachios and

\$5.95

wrapped in crispy filo pastry baked and topped with icing sugar, honey and

Entrées

Pork Souvlaki Dinner \$16.95

Specialty marinated portions of pork, charbroiled to perfection.

Chicken Souvlaki Dinner \$17.95

Tender marinated portions of skinless chicken breast, charbroiled on a skewer.

Lamb Souvlaki Dinner \$20.95

Fresh spring lamb seasoned and served on a skewer.

Gyro Dinner \$16.95

A Greek classic! Seasoned beef-lamb thinly sliced.

Three Kretans Pihilla \$18.50

A combo plate of chicken and pork souvlaki, gyro, and dolmades.

The above are accompanied with Greek salad, roast potatoes, rice and tzatziki. ~ Sub Village salad \$3.00. Sub Caesar salad \$2.00 ~

Small Souvlaki

Chicken \$14.95 or Pork \$13.95

Small portion of souvlaki served with Greek salad, tzatziki and choice of roast potatoes, rice or Fries.

Moussaka \$16.50

Layers of zucchini, eggplant, potato, and ground beef, baked and topped with a bechamel cream sauce. Served with Greek salad and rice.

Chicken & Greek Salad \$15.95

Charbroiled strips of chicken fillet on top of Greek salad.

Chicken & Caesar Salad \$16.95

A delicious Caesar salad, dressed with strips of chicken fillet.

Greek Stew (Stifatho) \$18.95

A must try! Traditional Greek stew filled with loads of tender beef and savory onions on our special Three Kretans sauce

Lamb Chops \$30.95

The meat of the Greek! Fresh tender spring lamb chops, marinated & charbroiled to your liking.

Chicken or Pork or Gyro \$12.95

Your choice on grilled pita with tzatziki, onions and tomatoes. Served with Greek salad or french fries.

Veggie Pita \$12.95

Grilled pita bread dressed with tzatziki or humus. Topped with tomatoes, cucumbers, onions, red & green peppers & feta cheese. Served with choice of Greek salad or fries.

Salmon \$21.95

Atlantic salmon grilled and topped with our lemon dill drizzle. Served with choice of soup or Greek salad, rice & vegetables.

Vegetarian Delight \$15.95

Spanakopita served with humus and grilled pita bread. Served with a Greek salad.

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Theatre Menu

Due to our proximity to the Centre In The Square, we employ our theatre Menu during most theatre nights. This menu is a condensed version of our regular menu, consisting of our most popular dishes. Due to the high volumes of orders in such a short time period, the theatre menu was designed to ease the pressures on the kitchen so that all our customers can make the theatre on time.

ich Pihilla \$13.95

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Marinated chicken breast chopped & placed on a large bed of Caesar salad

Menu

Choice of pork souvlaki, chicken souvlaki, gyro or grilled cheese. Served with French fries, Greek salad & ice cream for dessert! \$7.95

Demo Link

<https://drive.google.com/open?id=1fRiEUuNyDKBr3JeQ9X1awzjKyku2Dbqe>