



CREATED BY THEME 06
LA COLECTIVA CREATIVA

Viola Josephine Hestbech > [Github repository](#) / [Github Pages](#)

Yolene Iracema Acke > [Github repository](#) / [Github Pages](#)

Gintare Kruminaite > [Github repository](#) / [Github Pages](#)

Miguel German Gonzalez D'Asseo > [Github repository](#) / [Github Pages](#)

Julieta Fernández Alvide > [Github repository](#) / [Github Pages](#)

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MAIN LINKS URL

GITHUB PAGE > https://violajosephine.github.io/killerkebab_exam2021/index.html

GITHUB REPOSITORY > https://github.com/violajosephine/killerkebab_exam2021

FIGMA PROTOTYPE (MOBILE)

[HTTPS://WWW.FIGMA.COM/PROTO/LI7z10pWyiL3xDHN7LG7IK/HIGH-FIDELITY?PAGE-ID=0%3A1&NODE-ID=194%3A0&VIEWPORT=-4838%2C-5397%2C0.4275606572628021&SCALING=SCALE-DOWN](https://www.figma.com/proto/LI7z10pWyiL3xDHN7LG7IK/HIGH-FIDELITY?PAGE-ID=0%3A1&NODE-ID=194%3A0&VIEWPORT=-4838%2C-5397%2C0.4275606572628021&SCALING=SCALE-DOWN)

FIGMA PROTOTYPE (DESKTOP)

<https://www.figma.com/proto/LI7z10pWyiL3xDHN7LG7IK/High-fidelity?page-id=6%3A663&node-id=202%3A880&viewport=-1338%2C-2255%2C0.5789372324943542&scaling=min-zoom>

YOUTUBE CHANNEL > <https://www.youtube.com/playlist?list=PLU71icfcA2wiacNyqkxdsJUhBXGhSyjU5>

INSTAGRAM PRETOTYPE > <https://www.instagram.com/lacollectivacreativa/>

GOOGLE DRIVE > https://drive.google.com/drive/folders/1Ts9bPNBvJcta14Cn_Dipn2sm5LVXEyQA?usp=sharing

VIOLA GITHUB REPOSITORY & GITHUB PAGE

https://github.com/violajosephine/killerkebab_exam2021 / https://violajosephine.github.io/killerkebab_exam2021/index.html

GINTARE GITHUB REPOSITORY & GITHUB PAGE

https://github.com/kroominator/killerkebab_exam2021 / https://kroominator.github.io/killerkebab_exam2021/

YOLENE GITHUB REPOSITORY & GITHUB PAGE

https://github.com/studioYIA/killerkebab_exam2021 / https://studioyia.github.io/killerkebab_exam2021/

MIGUEL GITHUB REPOSITORY & GITHUB PAGE

https://github.com/MichGlz/killerkebab_exam2021 / https://michglz.github.io/killerkebab_exam2021/

JULIETA GITHUB REPOSITORY & GITHUB PAGE

https://github.com/julietafc/killerkebab_exam2021-1 / https://julietafc.github.io/killerkebab_exam2021-1/

01.

INTRODUCTION

THE CLIENT

For this project, we have decided to work with the client **Killer Kebab** and **create a new website and improve their online presence**. Killer Kebab is a **Copenhagen startup** restaurant based in Viktoriagade at Vesterbro, currently focusing on just a few dishes - **free range lamb kebab and homemade falafel wraps**. The idea of Killer Kebab is to create something that is not just like any other Kebab shop in Copenhagen already existing on every street corner, but rather **made with care and fresh, delicious ingredients from scratch**.

With an already saturated market existing, the company wants to **re-brand the idea of kebab** that is considered "unhealthy", "dirty" and "junk food" into something "healthy", "fresh" and "delicious". The personality and **tone of voice in Killer Kebab is relaxed, laid back and carefree**. Killer Kebab is currently the first restaurant opened, but they have the ambition to have 5 shops within greater Copenhagen within the next 3 years, and 10 shops within 5, expanding further out into different cities in Denmark. There are several investors and owning/managing partners in Killer Kebab. The company started in 2019, however the project was in full gear starting April 2020 and the **restaurant opened its doors on September 1st 2020**. They are also **collaborating with Norwegian brewery "Lervig"**, which provides Killer Kebab with fruity and crisp Pale Ale brewed exclusively for them.

To begin our journey and understand the problems we needed to tackle, we needed to have a conversation with the client directly. As many start ups are, Killer Kebab is going a pretty busy and hectic phase, and we did our best to adapt to their schedule, which is why we first send



them a **questionnaire with all our doubts and enquiries** to have a general overview of their company which they then kindly answered in their free time. With all the information in mind we were then able to have an **online meeting** where we asked them more questions to dig a little bit deeper into their concept, goals and ideas for their business.

Killer Kebab are currently using **Facebook** (1786 followers currently) and **Instagram** (2661 followers currently) for their SoMe and have a website that has been made using **Wix**. Their **business plan is not implemented**, therefore they are interested to see our point of view as well as the new SoMe strategy for the company.

PROBLEM AREA

We have asked Ulv from Killer Kebab a series of questions ranging from their motivation for starting the company, to their social media strategy and their intent with the website. From these questions and answers we created a debrief with key insights, problems and concerns (see Appendix 1). What we heard is that they have a **concept that focuses on creating a kebab that is fresh, homemade, delicious and healthy** - different from the perception of it being junk food. Their **core values are; wholesome, homemade and friendly**, and they want to communicate this in their tone of voice and their visual identity. By offering the product in this way they want to differentiate themselves from an already highly saturated market and **target an audience between the age of 25-50** that are foodies and willing to pay for a higher quality product. These are also the two **main challenges** we have; how do we **differentiate Killer Kebab from their competition** and how can we **create an online experience** that encourages and facilitates the purchase of their healthy fast food, during and after the COVID-19 pandemic?

As they are in the shop themselves and spend a lot of time on production, they currently **do not have time to invest in social media content**, apart from spontaneous posts. This is an area where we can come in with content and a strategy. They are also not too keen on Wolt as a partner as their cut is high and only helps to cover fixed costs, so we might think of different ways of offering their product in a take-away format as they currently have walk-ins or phone orders only and no "buy" function through their website yet.



PROBLEM FORMULATION

How might we create an online solution that **differentiates Killer Kebab's brand** from the competitive market, **communicating their core values** both visually and in tone of voice, as **to increase sales and appeal to their target audience** through their website and SoMe strategy & content?

DEVELOPMENTAL PROCESS

For this assignment we decided to go by the **Design Thinking** approach (What is Design Thinking?, 2019.). By defining each one of the phases (fig 1) of this non-linear and iterative process, we got a clear overview of the whole project as well as a clear understanding of what was our goal in each one of them (Design Thinking, 2019.). We also set which **tools and theories** we are going to implement from the beginning, always focusing on gaining a deep understanding of the users and their needs.

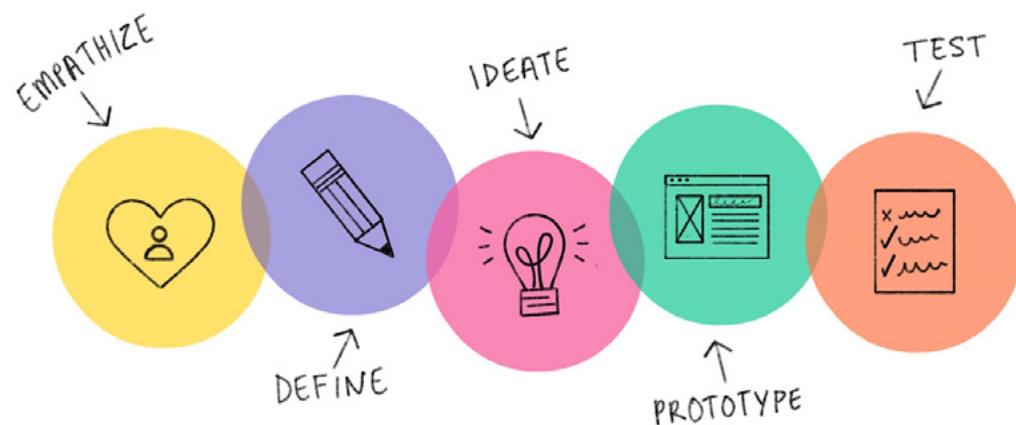


Fig.1 Design Thinking Stages

The five stages involved in this process are as follows:

TOOLS & METHODS

1. EMPATHISE

- * Interviews
- * Surveys
- * 5-second testing
- * Think aloud testing[c]
- * Sender analysis: mission, vision, values, SWOT
- * PESTLE
- * Design benchmarking
- * Desk research
- * Pattern research
- * Trend analysis
- * OMD

2. DEFINE

- * Synthesis
- * How Might We statements
- * Personas
- * User Stories

1. Empathise

For this stage we decided to implement user research methods such as **Desk Research** including **Design Benchmarking, Pattern Research and Trend Analysis**. Furthermore, a survey and 5-second test were created to get a better understanding of the market, the user's needs and their own thoughts about the product. We also conducted **qualitative interviews with a variety of participants from the target group to understand their needs**, desires and behaviours to give us a better insight into possible solutions for our project.

2. Define

With all the research made, we put together all the **information gathered** in the previous stage and started **synthesizing**. This step was highly important to find

useful insights that might help in defining the core problem. The concepts of problem area and problem formulation were put into practice. We also made use of the **"How might we" statements** to reach the next stage with a clearer view.

3. Ideate

As we understood our users and their needs and had a clear problem statement, we had a solid background to start thinking about possible solutions. To achieve this we had an online **Brainstorm session** to come up with innovative ideas to solve the core problem. Tools such as **Crazy 8's and Wireframes** were implemented to focus on UX (user experience) and moodboards.

4. Prototype

For this stage, we first created **high fidelity mockups in Figma** taking into account the visuals

and functionality decisions made in the ideation step. The mobile first rule was followed as part of the product design process which will be explained further below. Before continuing to build the final solution fully coded in **HTML, CSS and JavaScript**, we conducted several **Think Aloud Tests** which will be explained in the next stage.

For **content production** we started off by brainstorming features based on our research. Killer Kebab's primary platform is Instagram, so we focused on creating content primarily there which we will be elaborating on further in the report. To tell the story behind Killer Kebab, we created several videos for both web and social media. Our production encompassed several tools as described below and editing happened both in **Adobe Premiere Pro** as well as **Adobe Photoshop**. We also produced photo content that will be used throughout the website and social media.

5. Test

We tested our Figma prototype in order to correct any mistakes and UX problems before coding the final prototype. We also tested out the final solution through **Google Lighthouse** to check the website's performance and we did SEO testing to make sure our website would rank well in search engines.

SUBCONCLUSION

After working with **Design Thinking** as a core methodology in our project we understood how flexible and focused on collaboration this process is. There is a close communication between users and us, as multimedia designers, which provides a **solution-based approach** to solving problems. In the following chapter we will explain in depth each one of the steps involved in this process including the theories and tools learned throughout the semester that we integrated in our process.

TOOLS & METHODS

3. IDEATE

- * Crazy 8's
- * Wireframes
- * Moodboards

4. PROTOTYPE

- * Brand Guidelines
- * Photography
- * Adobe Photoshop & Lightroom
- * Pre-production
- * Video shooting with DSLR & DJI Osmo+
- * Adobe Premiere Pro
- * Figma
- * HTML
- * CSS
- * Javascript
- * Insomnia
- * Restdb.io

5. TEST

- * BERT testing
- * Trunk test
- * Think Aloud Test
- * CTR tool Storybase (SEO)
- * Google Lighthouse

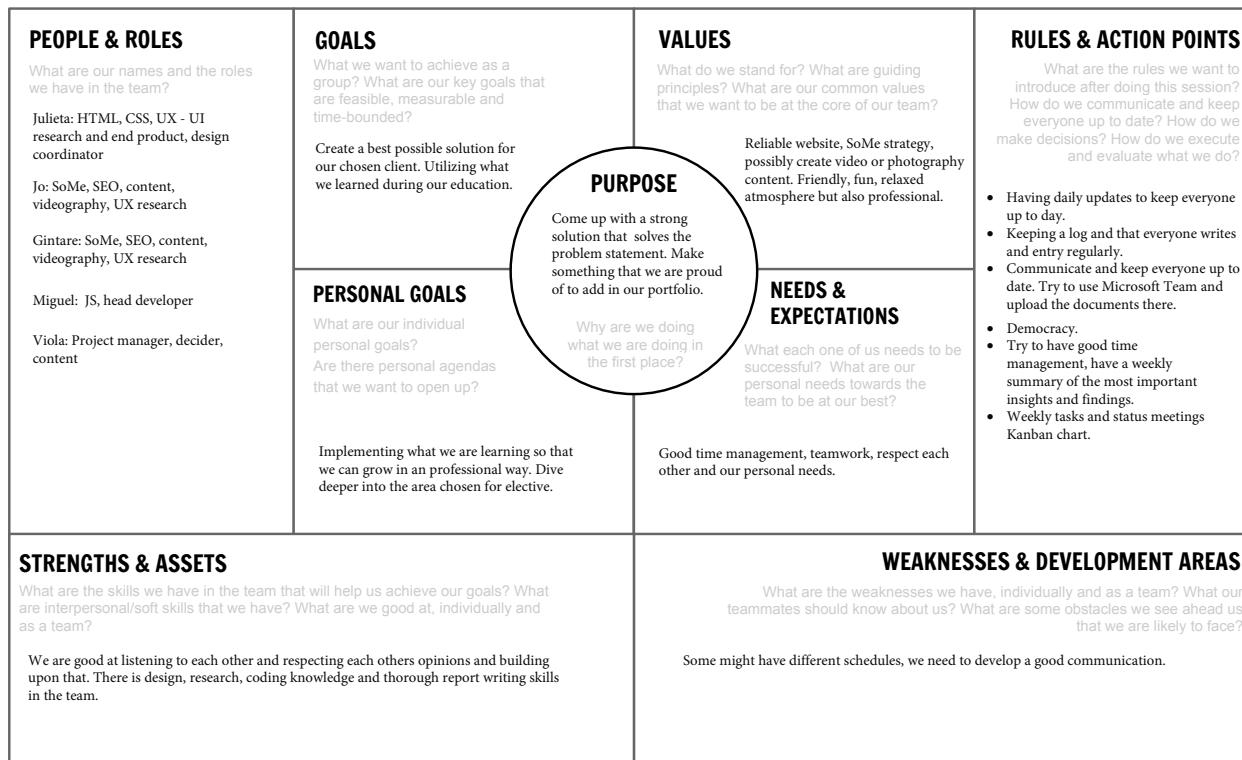
PROJECT MANAGEMENT

The Team Canvas Team 6

Most important things to talk about in the team to make sure your work as a group is productive, happy and stress-free

Version 1.0 | English | theteamcanvas.com

Team name: La Colectiva
Creativa 10 May 2021



The Team Canvas by TheTeamCanvas.com
Alexey Ivanov

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Fig.2

Team Canvas after discussing the main aspects for our project

To kickstart the project we created a **Team Canvas** (fig 2); a strategic framework. This technique was effective in helping us get **aligned about our common goals, values, purposes, strengths, weaknesses, needs and limitations**. Furthermore, it helped each team member to find their role on the team, increasing the feeling of being part of a project and efficiency as well . From the beginning, each **team member's main role and responsibilities** were decided based on their own preferences and third semester elective, which allowed us to clarify who is doing what and to whom we should reach out in case of particular doubts and questions.

Our group has utilized **Asana** (Kay 2019), a co-operative online **project management tool**, in order to have a great visual overview of the project, provided in Appendix 2, focusing on goals and tasks in each one of the stages mentioned above.

Taking into account our strengths and challenges as a team and as individuals (fig.2) and also due to time management, we decided to **divide this project into three phases (fig 3)**:

For the first phase, and also to be on the same page from the beginning, we worked all **together in the first stages** of the process, especially since we needed to understand understand and define the problem. This phase also helped us to create a nice atmosphere in the team by constantly talking and motivating each other making our team stronger with clear goals.

For the second phase, the creative part of the project, we made a bifurcation of the team having now two main departments: **Content & Development**. Viola, Yolene & Gintare formed the content team and Julieta & Miguel formed the development team. By doing this, our intention was to **emphasize our individual skills** and strengths taking the best out of this final exam, but always having in mind that both teams complement each other and that at the end the whole solution was going to be enriched and highly interesting for being able to implement all the theories that we learned throughout the whole semester. We took this opportunity to dive deeper into the areas we wanted to strengthen before moving on to the different electives next semester. However, even though the team was divided, we had **daily meetings** so everyone knew what was going on and that we were all pushing forward and motivating each other.

In the last and third phase, we **merged both teams** again to combine all the hard work we did in the previous phase. Content team, for example, was in charge of deciding and changing the final text, alt tags

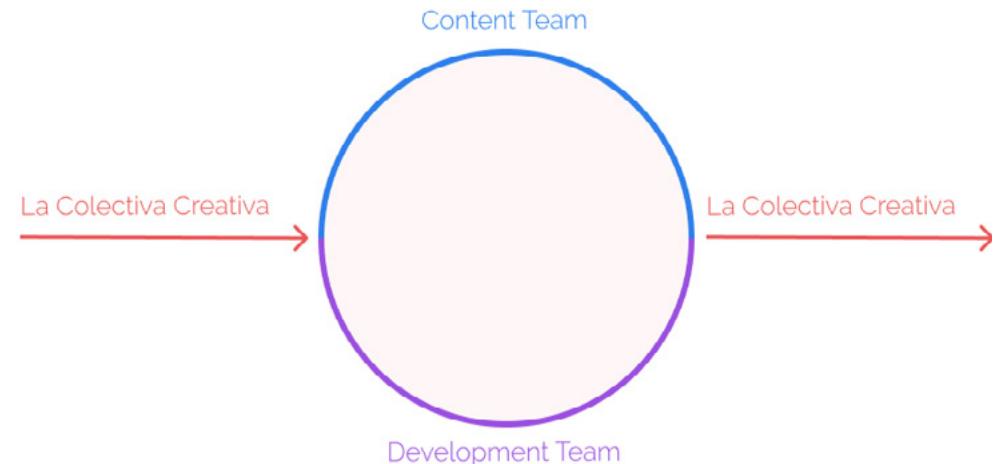


Fig. 3 Team Work Process showing divition into sub-teams

to improve SEO and assets on the website. For the testing stage and the report creation we worked all together again to finish the project happily and in time. To see a more detailed description of who worked on what, check Appendix 19.

The division of the team was a prototypical decision, nonetheless, it resulted in being a complete success. Not only did we managed to come up with a high quality and complete solution that exceeded our expectations, but also we grew individually in our own skills and strengths and as a team now knowing how to work in a real project meeting deadlines and having constant dailies and updates to push forward for the best result.

TOOLS & METHODS

Overall, we have worked with a variety of tools and methods, which would allow us to be really user-centered and to emphasise with the users, such as lots of **qualitative interviews and testing**.

We estimated that with such a small and intimate shop, it would be smart to really get to know the client and the people who go there, and thus we spent great amounts of time creating **personas and surveys** and conducting in-depth interviews with the target group, to the extent that was possible.

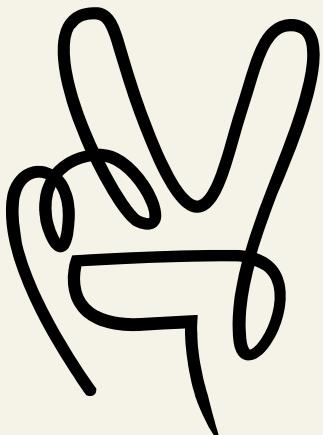
We also decided that the company's biggest problem was their current inability to showcase their personality and uniqueness online, and so we decided that most of our focus go towards eg. **BERT-testing and 5-second tests**, rather than eg. Card sorting and tree testing, which would have been relevant if we had reckoned that their IA (information architecture), was the main problem.

"Being human-centred is an additional cost to any project, so businesses rightly ask whether taking so much time to talk to people, produce prototype designs and so on is worthwhile.

The answer is a fundamental 'yes'."

*David Benyon, Professor with over 25 years of experience in the field of HCI
(Interaction Design Foundation, 2019.)*

DELIMITATIONS



KILLER KEBAB

Due to time and other circumstances, there were certain components that we did not include in the project.

Firstly, the **meeting with Ulv** had been conducted quite late in the process, therefore, the projects steps had to be adjusted slightly.

Secondly, we have **left out the information architecture** as the current Killer Kebabs page was very basic, and it seemed unnecessary. In relation to that, we have therefore also not performed the **card sorting** as the site is straightforward and our current solution is only one page.

In our solution we have also included the **meta tag of no follow**, in order not to mess up current Killer Kebabs SEO, and in the future, if the client would decide to use our solution, we would add a **robots.txt to enable crawl** on the site.

02.

DESIGN THINKING PROCESS

EMPATHISE

I. SENDER ANALYSIS

1. MISSION, VISION, VALUES

MISSION

They offer kebabs and falafels handmade with quality ingredients daily, and the ambition is to have 5 shops within the greater Copenhagen area within 3 years and 10 shops within 5 years. Their mission is to develop a customer service that would thrive, be **inspiring, welcoming and casual.**

"We take our product seriously, ourselves not so much."

-Ulv.

VISION

To alter the perception of kebab to something that can be homemade, delicious, fresh and healthy. They want to create an environment where people can come in and have a **great time in a laid back manner.**

VALUES

Their core values are wholesome, homemade and friendly.

Wholesome: They have a no-nonsense, self-ironic approach to their business and want to put the good times, friendly, laid back atmosphere first - and for people to remember that, "we so happen to make excellent kebabs". This attitude is wholesome in the sense that it is visible in every aspect of their business.

Homemade: As Ulv says himself "Everything we serve is made by us. Everything we serve is made in-house." Their free range lamb is cut, marinated overnight with a blend of 11 different spices and mounted by them. Their flatbread is freshly baked sourdough. Their crunchy falafels are made in house. Their lemonade is homemade. They make their own Tunisian harissa and dressings.

"Everything we serve is made by us. Everything we serve is made in-house".

-Ulv

Friendly: The "friendly" represents an environment inside the restaurant that would be casual, relaxed, friendly and would be an experience to visit. The tone of voice would be laid back and informal.

2. BRAND IDENTITY & IMAGE

VISUAL IDENTITY

They currently have a logo (fig 4), graphic icons and font that are reflective of their **laidback, easygoing & friendly style**. This is something that is used on all of their communication, both online as well as physically in the shop on their sign outside, above the door, the stickers that are on the falafels & kebabs and the menu. They are currently working on developing takeaway packaging as well. They have a huge **neon sign** above the counter with their name, which immediately grabs your attention and conveys their **rock'n'roll style**. They don't necessarily have a corporate identity as such, but the way they want to be perceived is thought-through from their visual elements, as well as more intangible, but still visible things such as their look eg. hawaii shirts, yucca plants in the store, long haired & bearded owners and their personality, which all contribute to how they are branding themselves, in line with their vision and core values.

IMAGE

From our user interviews we noticed that the current image of Killer Kebab, both physically and through social media, is that, "*they do a good job through social media, because what they want to show is this kind of good, rock & roll vibe. They also show that they have their own beer, labeled for them. I like what they do - they do it pretty well.*" Furthermore, one interviewee said that, "*I'm a little attracted to this style, this kind of hipster vibe that they are a group of friends that just want to*



Fig. 4 Killer Kebab logo

have fun. You can feel the work environment is also a fun place to work, relaxed." This shows that their **vision & identity are aligned to their image**. We did however also get feedback from one of our interviewees that visited the shop that the price was set quite high for a falafel/kebab. Because of this with our solution we want to focus on promoting them as a **premium product**, and show that they are not just a regular kebab shop. We will work on elaborating more on their current identity and **make sure their values and vision are portrayed** through all of their communication channels

3. TARGET AUDIENCE

In the brief we had with Ulv from Killer Kebab, one of the first things we needed to define was their target audience. We made an infographic (fig 5) with the main categories when all that information was gathered.



Fig.5 Visual representation of Killer Kebab's target Audience

4. SOCIAL MEDIA PRESENCE

Their main social media channels are **Instagram and Facebook**. Through our client brief it was made clear that their main focus is Instagram, where they currently have **2661 followers**. (fig 6) Their content focus is showing **the food, the process** behind making the food and **the atmosphere** of the restaurant, putting the staff on the forefront. Our qualitative interviews also showed that this type of content is preferred when it comes to restaurant profiles, which we will make sure to elaborate on in our solution as well. At the same time the client also mentioned that they really want to portray their personality through their social media content, especially their **self-ironic and humorous way of being**. We will therefore create content that is in line with this tone of voice and way of communicating.



Fig.6 Current Instagram site with 2.661 followers

5. SWOT

STRENGTHS

- Unique, authentic style of healthy food with a hipster/rock and roll twist
- Organic and healthy menu
- Good, central location
- Welcoming staff
- Has been mentioned on/in several popular medias
- High quality products
- Strong organic developing of concept
- A part of their core values is about not coming off as corporate

WEAKNESSES

- (Potential weakness: they don't have much strategy. They're kind of just going for it, which might have them miss out on some opportunities, due to lack of structure)
- Overworked employees

THREATS

- Stricter health and safety rules (Fødevarestyrelsen, n.d.)
- Meat has become increasingly expensive (according to client)
- The constant threat of a potential lockdown is stressful for a restaurant owner and has the potential to jeopardize the future of the businesses in the industry (Berlingske, Dengsøe, and Juel, 2021)

Copenhagen people have been spending less on eating out (Nets, 2020)

OPPORTUNITIES

- Eastern cuisine are becoming increasingly popular (Pointbleu Design 2019)
- Killer Kebab are creating food in alignment with health trends and trends with emphasis on the consumption of veggies. (Ministeriet for Fødevare, Landbrug og Fiskeri Fødevaredirektoratet, Groth, and Fagt, 2003) (Markedsanalyse, Forbrugerøkonomi & Statistik 2019)
- Danes are looking for easy-access (Berlingske and Winstrom, 2013), healthy food (Ministeriet for Fødevare, Landbrug og Fiskeri Fødevaredirektoratet, Groth, and Fagt, 2003)
- Consumers are beginning to value authenticity and a heartfelt business (hence CSR-policies etc.)
- COVID-19 has created an increase in sales for many through delivery & take-away (Via Ritzau and Københavns Kommune Beskæftigelses- og Integrationsforvaltningen, 2020)

6. BUSINESS MODEL CANVAS

As Killer Kebab have not developed a business model canvas for their company, we have decided it was of value to create one and visualize their **business key segments**. Instead of writing multiple pages covering all the aspects of Killer Kebabs business, we have created the business model canvas using **Miro**, which can be seen in the Appendix 14. It has an advantage of showing the operation of the business using a single sheet of paper. The tool allows us to see key factors driving the business which is easy to understand and is focused on things that are of most importance (KEA). We have created the business model canvas and revised it throughout the project. We have sent the canvas to Ulv from Killer Kebab and he revised and agreed to it being relevant, in addition he added a few comments:

- Killer Kebab has used tipster.dk and sold 2000 menus, which was the closest to marketing that they have done
- As their main channel of reaching customers has been a classic **“mouth to mouth”**

The essential take away from the creation of the model would be that their main customer segment has been correlated with our target group. In addition, the verification of the **key partners** were important to know and they included:

- Lervig, their beer supplier
- Wolt, delivery service
- And for the future of Killer Kebab, we agreed some other collaborations would be advised

And to finalize, the **key propositions** that shows what makes the customers life happier and that our team had to most value to take out have been identified to be:

- **Reliable website**, if the website would not be performing or be targeted at the wrong audience, customer drop would be expected
- **Excellent service**, from website to product not only the quality of the food, but also the importance of customer service would improve the customers enjoyment and would result in a repeat client
- **Healthy, homemade and delicious food**, it is important to portray that food made in Killer Kebab has been made with a lot of effort and is homemade and healthy
- **Unique and great atmosphere**, for an excellent customer experience, not only food plays a role, in order to achieve a happy customer, a great and unique atmosphere is of huge importance in order to create a repeat customer
- **Crafter beer**, in our opinion, the cooperation between Lervig and Killer Kebab is a huge potential bonus, customers that enjoy a well made, crafter beer would be attracted considering that Killer Kebab have created their branded beer
- **Newness**, in our opinion, the newness of the restaurant should play a role to attract customers and make them happy to try new places

II. USER RESEARCH

1. DESK RESEARCH

As part of our user research we have conducted different types of research, **secondary research** being one of them. Here we have specifically looked into the restaurant sector and the opportunities & challenges given by the current **coronavirus pandemic, the digital customer experience**, as well as Killer Kebab's target audience **consumer behaviour**.

ADAPTING AFTER THE PANDEMIC

The restaurant business has suffered some punches due to lockdown measures. Eating out has been eliminated for a good portion of 2020, which in turn resulted in, *"some fraction of customers may have shifted their spending entirely to your competitors during the pandemic—or made all their meals at home. Effective marketing levers for this segment could include loyalty-driven price promotions and just-in-time offers featuring the most popular items and personalized favorites."* (McKinsey & Company et al. 2020)

We have also noticed this appreciation of **offers and promotions** through our qualitative interviews, provided in Appendix 3, 4 & 5 and therefore have considered including this in our solution from promoting Killer Kebab's **combo options** to a reposting policy on social media, to both **encourage sales, loyalty and an increase in visibility** of the restaurant.

Furthermore, restaurants are advised to be, *"rethinking restaurant design, reinventing the menu, assessing the store footprint, and digitizing*

the customer experience." (McKinsey & Company et al. 2020)

We are applying this in our solution mostly by reflecting Killer Kebab's personality and digitizing the experience through eg. adding their **Spo-tify playlist** to the website as well as adding **video content** to both the website and on their social media channels so customers have an accurate reflection of what it is like to physically be at the restaurant.

We have also researched other possibilities for Killer Kebab to promote themselves and gain traction. This includes **collaborative efforts** with their current partners eg. their beer supplier **Lervig**, who are more established *"To reach beyond their existing customer base, restaurant players (and delivery partners) could consider using collaborations."* (McKinsey & Company 2020)

DIGITAL CUSTOMER EXPERIENCE

While researching current digital trends we found that, *"a small but fun innovation has been the use of QR codes in place of menus in restaurants. It integrates seamlessly with our phone, a medium that for better or worse, is an extension of ourselves."* (McKinsey Global Institute 2021)

This could be a suggestion to our client to use inside of the restaurant, but also in other relatively **low-cost guerilla marketing efforts** such as stickers, flyers or posters that could build suspense and a curiosity in potential customers as to what is to be found behind the **QR code, see the result in the prototype section.**

Because of COVID-19 priorities have shifted and emphasized the importance of using technology, putting video content, delivery apps and social media on the forefront. *"The changes in consumer behavior and*

spending patterns that have occurred since the COVID-19 outbreak began are extraordinary. Suddenly, spending time with family and cooking meals at home are sharing the spotlight with video and delivery apps. Food delivery saw a 90% spike." (Bona et al. 2020) Furthermore, "among Gen-Z and millennials, 60% say that an advertisement on social media has influenced their purchase decision during COVID-19." (Bona et al. 2020) As a result we will be putting a strong focus on not only **improving the customer experience** through the website, but also on how to appropriately **engage with potential customers through social media** using primarily **video content**. It is advised to "amplify their efforts with digital and social platforms that have high reach with young demographics (fig 7), and that best allow for brand storytelling, brand experiences, and the embedding of brand-consumer interactions organically, through friends or trusted influencers." (Bona et al. 2020), therefore we will be **using Instagram** as the go-to social media platform for Killer Kebab.

MILLENNIAL CONSUMER BEHAVIOUR

Killer Kebab's target audience is defined as men and women between the **age of 25-50** with a **mid-high income** and a willingness to spend on food and new experiences. This broadly defined audience spans Generation X, Millennials and Gen Z (fig 8). We will be looking into **Millennials** primarily, as they are the group that is fully represented in the target audience. Millennials are defined as being born between 1980-1994, which currently makes them age 27-41, in line with Killer Kebab's target market.

"Restaurant meals and drinks are high on the list of what Millennials like to spend their money on—ranking above consumer electronics, apparel, footwear, beauty and cosmetic products, and accessories. Our research

*showed that Millennials eat out more often than non-Millennials (3.4 versus 2.8 times per week), regardless of their income or household composition. And Millennials are more likely to get food to go than to dine at the restaurant." (Barton et al. 2012) This shows that Killer Kebab's concept is well in line with their target audience's **preferences and behaviours** and they are aiming at an audience capable of spending as, "Millennials, who have now overtaken baby boomers as the largest population segment, are on the cusp of their peak spending years, and will increase their per capita spending by more than 10% over the next five years." (Bona et al. 2020)*

Killer Kebab is looking to **rebrand the kebab** as something that can be both healthy and delicious. Their core values are to be wholesome and homemade, with fresh ingredients made from the ground up such as

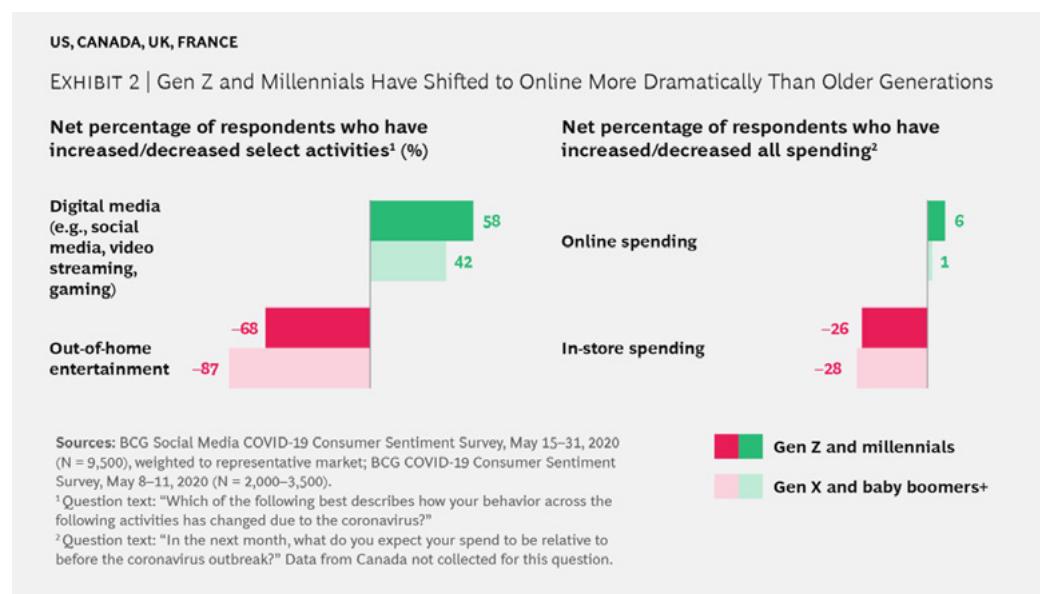


Fig. 7 Overview of generations and consumer behaviour

their sourdough bread. "At-home attempts of sourdough bread appear to be lasting interests for homebody consumers in Denmark." (The Boston Consulting Group 2021) This is what sets them apart from their kebab competitors, as they offer a premium product in line with current consumer behaviour as, "one of the most consistent long-term food trends has been the increased visibility and consumer demand for sustainable and perceived-healthier food." (McKinsey & Company et al. 2020) We are aiming to reflect this by visualizing the process behind what they make through video content and by **emphasizing their values and personality** on their website, so that the customer immediately understands the effort they put into their products.

Today's young people differ from yesterday's.

	B Baby boomer 1940–59	X Gen X 1960–79	Y Gen Y (millennial) 1980–94	Z Gen Z 1995–2010
Context	<ul style="list-style-type: none"> Postwar Dictatorship and repression in Brazil 	<ul style="list-style-type: none"> Political transition Capitalism and meritocracy dominate 	<ul style="list-style-type: none"> Globalization Economic stability Emergence of internet 	<ul style="list-style-type: none"> Mobility and multiple realities Social networks Digital natives
Behavior	<ul style="list-style-type: none"> Idealism Revolutionary Collectivist 	<ul style="list-style-type: none"> Materialistic Competitive Individualistic 	<ul style="list-style-type: none"> Globalist Questioning Oriented to self 	<ul style="list-style-type: none"> Undefined ID "Communaholic" "Dialoguer" Realistic
Consumption	<ul style="list-style-type: none"> Ideology Vinyl and movies 	<ul style="list-style-type: none"> Status Brands and cars Luxury articles 	<ul style="list-style-type: none"> Experience Festivals and travel Flagships 	<ul style="list-style-type: none"> Uniqueness Unlimited Ethical

McKinsey&Company

Fig. 8 Overview of generations and consumer behaviour

CONSUMER BEHAVIOUR RELATED TO COVID-19

One of the main insights by McKinsey relevant to our case is that, "*global lockdowns have accelerated one pre-pandemic trend: staying in is the new going out. Data from ordering player Deliveroo reveal that Friday and Saturday night orders are up 36 percent across Europe compared with pre-lockdown numbers and are likely to continue in this fashion for at least the near term.*" (McKinsey & Company et al. 2020) Also according to McKinsey's recent consumer sentiment survey, "*across Europe, approximately 35 to 55 percent of existing consumers intend to continue using delivery more in the future.*" (McKinsey & Company et al. 2020)

Killer Kebab currently has **Wolt as a third-party delivery service**, but might want to consider, if financially viable, hiring someone in the future to handle deliveries within a certain kilometre radius for them as eg. a student job or creating a variety of offers to attract clients and **encourage them to pick up** their orders themselves. We are currently prioritizing incorporating a website ordering system for them so that they get ahead with their business, in line with the current trends, events and consumer behaviour.

SUB-CONCLUSION

From our research we conclude the importance of having an **ordering system** on the website, driven by both the current pandemic, as well as Killer Kebab's target audience consumer behaviour and preference of ordering food to go online. We will be looking into **optimizing the menu**.

For their social media platforms we will be focusing on Instagram as

the primary one and look into creating a strategy that is viable for them and can help **increase exposure**. We will be creating video content for them that focuses on **storytelling and translates the real life experience** of being a guest at the restaurant to a digital format, keeping Killer Kebab's fun and playful identity in mind.

2. QUALITATIVE INTERVIEWS

As our design process is user centered we decided to ask Killer Kebab's target audience questions to better **understand their mental models**. We have conducted **6 qualitative interviews** provided in Appendix 4. with the target group, of which 4 were female and 2 were male.

For our interviews, we began by asking some ice-breaker questions as seen in Appendix 4, that would ease us into the interview, while still providing us valuable information about eg. whether they were a part of the target audience. We then asked about their **eating habits** and a bit about their behaviour when eating out, as well as their preferences in regards to kebabs/falafels. We also went into how the current pandemic has affected their behaviours. Then we dove into their **online preferences**, in regards to social media as well as in regards to **websites and specific features** that they enjoy. Lastly, we asked a specific question as regards to the **name "Killer Kebab"**, as there were some concerns that it might have a negative connotation and we would perhaps as a solution need to come up with a tagline.

All 6 respondents however gave **positive feedback** and mentioned they liked it, thought it was catchy and they imagined something cool.

We therefore have not elaborated further on the idea of a tagline and will continue using the client's name as is.

Two of our interviewees had already visited Killer Kebab, thus we asked them additional questions about their perception of the brand, how their experience was and if they had any suggestions for improvements.

SUB-CONCLUSION

The qualitative interviews gave us a better understanding of the **user's needs and behaviours**, and because it's an primary, in real time method, it gives us the opportunity & possibility of elaborating further and digging deeper into answers as to better understand the 'why' behind what is being said. This is not always possible through desk research as at times the broader scope or motive behind the users' answers in the research is unknown or as opposed to eg. the survey or 5-second test where one gathers data without further elaboration (unless they are open questions, although these are still limited). All the tools we used have given us insights, but in regards to user centered research the interviews have proven to be one of the tools that were most valuable to us in further defining our solution as you will read further on in this report in the Define section.

3. SURVEY

We conducted a survey provided in Appendix 6 with 46 participants to gather primary user research data. Of these, 37 are in the 25-50 age category, accurately representing Killer Kebab's target audience. The other 9 fell in the 18-24 age category, which are not currently a part of the target group, but will be moving forward towards the future.

The goal of the questions was to find out their **eating preferences** related to kebab/falafel, what makes a good experience for them as well as their preferences when ordering online and if COVID-19 has had an impact on their behaviour regarding take-out. We asked both closed questions such as such as asking for their age, ordering preferences and **how they find new restaurants**, as well as open questions such as asking about what makes a **good restaurant experience** or what they look for in a kebab/falafel.

One of the first insights (fig. 9) from this research was that there is an almost **equal amount** of users giving preference to **delivery and picking up food**.

Do you rather pick up food or get it delivered?
46 responses

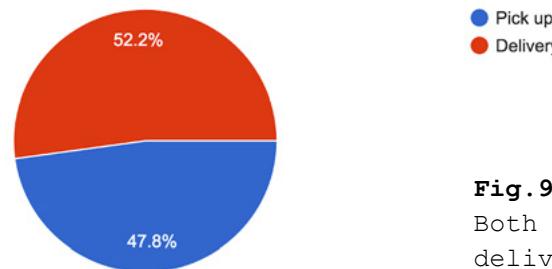


Fig. 9
Both pickup and delivery are preferred

When digging deeper into this, the next answers reveal the **importance of an ordering system** on the website. When we asked where the participants usually order their food to go (fig. 10), not only were third-party deliveries popular answers, but half the amount of participants preferences account for orders that are directly related to the restaurant (in house, website and telephone orders). This again shows again the importance of **implementing an ordering system** through the website.

Only 5 participants replied they order **less takeaway** since COVID-19 (as opposed to ordering more, or the same), which shows takeaway is still relevant and popular amongst the target group.

The open questions revealed the **importance of fresh, good quality food, a fair price point** as well as friendly staff and an overall nice atmosphere and experience at the restaurant. We will be looking to

Where do you prefer to order your food to go?

46 responses

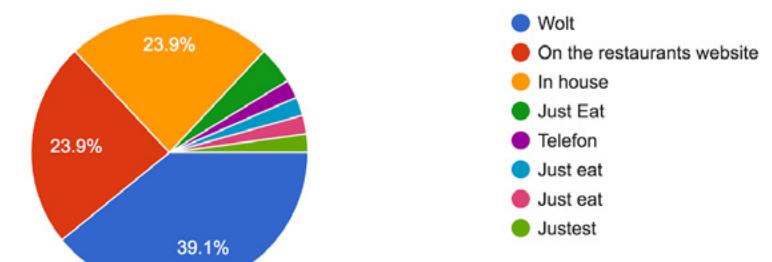


Fig. 10
Where both pickup and delivery are preferred

emphasize this in our solution through our copy and content, making the user feel the **customer experience digitally both through web as well as social channels.**

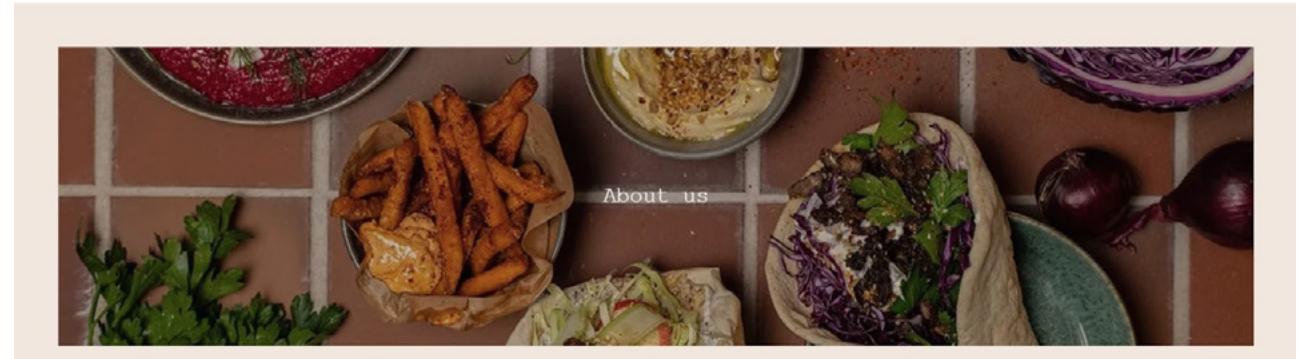
When looking at the question, "what do you look for in a kebab/falafel roll?", a lot of the answers include flavor, fresh vegetables & meat and good quality bread. These are all things that Killer Kebab pays a lot of attention to and creates homemade, which is what makes their product premium and is their selling point. We will in our solution make sure these are emphasized so the user immediately knows they are getting the best value for their money.

SUB-CONCLUSION

The survey answers revealed many things

that we had already concluded from our desk research and interviews, but were relevant either way as it was a primary research method that **confirmed the assumptions** we already had, such as the importance of implementing an ordering system on the website.

Healthy.
Homemade.
Delicious.



3. 5-SECOND TEST

We conducted a 5 second test to find some insights of the **existing solution** of our client. Using a picture of their homepage we created four questions, to find out in which elements of the website we should put more attention, which kind of **emotions** or thinking it could

evoke in the user and to see what their **perception is of the target audience** as provided in Appendix 13.

The first question was "What is your first impression about the site? "

"Simple", "food" and "fun", were the three

most repeated answers.

The second was "Which elements stood out to you the most?" The two most repeated answers were the **pictures and the neon sign**, this last one was the answer of half of the participants (eight out of fifteen). That made us think to probably keep the neon sign in our design.

With the third question "What emotions or words come to your mind?" we found that a fifth of the people think of "**delicious food**", and "**happiness**".

And with the fourth question "Who do you think is the site's target audience?" Most of the people answered that they could be young people, followed by a range of people **between 15 and 40 years old**.

SUB CONCLUSION

We conducted a 5-second (fig. 11) test to find some insights of the existing solution of our client. Using a picture of their homepage we asked four questions, to discover which emotions or thoughts the website was evoking. "Simple", "food" and "fun" were the three most repeated answers for the first question and "delicious food", and "happiness" for the third one. Talking with our client we can see that their existing solution communicates part of their things they want to, however we need to **work on communicating the other values** they want to portray such as eg. "homemade".

Fig.11

Similar answers in main questions on the 5-second test

What is your first impression about the site?
it's about kebab
Simple
seems fun
A little empty, but had some color and I was interested to see more
happy colourful food
Minimal
Food
Healthy, delicious, food , kebab
The first look like a place I would visit on the Way Home from a party. The second look like a place I've would visit when I'm in the mood for something healthy
kebab restaurant
Tasteful!
Simple, funny
Food
Simple
Modern and friendly

Which elements stood out to you the most?
the text with killer kebab
Pictures
the pictures!
The neon in the image
Kebab! Happy!
Neon sign and intro words (healthy etc)
The red sign
The warm colours, the text, and the delicious looking food
The text / logo
neon sign
Red letters . Happy people behind the desk.
The hero image with the name . Killer kebab and the guys looking like actual killers
Food
Killer kebab
The title and food

What emotions or words come to your mind?
yum, delicious 😊
Fast food
happiness
Minimal, food , kebab, restaurant
Positive
Simple, bright
Happy
Warm, happy , hungry
Junk / hangover And the opposite
warm, delicious
Getting hungry. 😊 Delicious .that peaceful feeling when I am full.
Ambiguous. I think I don't like the name killer kebab. Has negative vibes for me. Also the color makes me feel alert
Dining, shop, people, good times, foreign food , summer.
Neon, futuristic
Friendly

Who you think is the site's target audience?
not sure 😐
Anybody who likes kebab
young adults
Hungry people
People who love kebab?
Healthy people
Food Lovers
Teens and adults, who wants something to eat
Young people
women&men 18-40
Mostly young people and average age between 15 - 40, who love that kind of food.
Young people who want to eat cheap but delicious fast food while being out with their friends
Young people
Hungry people
25-35 year old ppl

II. MARKET ANALYSIS

1. COMPETITOR ANALYSIS

A. DESIGN BENCHMARK

For the design benchmark we have looked at other businesses in the same category of food that are both trending and established in Copenhagen. **The Culture Trip** (<https://theculturetrip.com/>) and **Visit Copenhagen** (<https://www.visitcopenhagen.com>), both guides on places to stay, eat and visit in Copenhagen, indicated places that are **trending in the Vesterbro area** and around Copenhagen.

The comparison is based on **performance** of the competitors and **looks into their website**, as well as their **Instagram** as a social media channel, to see what **type of content** they put out there as well, as we also plan on working on improving Killer Kebab's social media to increase their online presence. We have looked at the following for our design benchmark:

NEIGHBOURHOOD:

- Video in the hero banner showing the process of making their food (pizza)
- Big typography



- > Encouraging user-generated content
- > User-generated content:
- > Storytelling (also use sour-dough and non-classical ingredients - and the mention vegan options available):
- > Instagram (7.8k) (use of emojis (eg. the different hand signs) + something like "definitely NOT Italian pizza" could also work for KILLER KEBAB to differentiate themselves from standard kebab shops):

OUR PIZZAS

NEIGHBOURHOOD pizza is our modern interpretation of the classic Italian pizza - it's lighter, crispier, greener, even more beautiful and of course super tasty. The entire world is our inspiration, not just Italian.

Using sourdough and less than half the usual amount of dough we create a tasty, crisp and easily digestible base. We top off with seasonal and exciting (non-classical) combinations of greens, vegetables, cheeses, sea food, meat and much more. Veggie and vegan options are always available.

FOLLOW US FACEBOOK INSTAGRAM
If we repost your picture, we owe you a free Pizza @nbhkbh

Instagram

nbhkbh Follow ...

613 posts 7,897 followers 976 following

NEIGHBOURHOOD
Restaurant

ORGANIC PIZZA & COCKTAILS
AOK's Best New Restaurant
"Definitely NOT Italian pizza"
Tilstedgade 27
Jægersborggade 56
www.neighbourhood.dk/visit

Followed by labanchinacph, madenitalydk, simonkaininuska +1 more

NEIGHBOURS Neighbours **PIZZA** PIZZA **COCKTAILS** COCKTAILS **2020** 2020 REC... **ISTG** ISTG **JBG** JBG

Instagram

slurp Message ...

354 posts 18.9k followers 183 following

Slurp Ramen Joint
Copenhagen Ramen shop! Follow us on the #pursuitofslurpiness 🍲💡 Apply for a job via link below
helloapplication.typeform.com/to/QgV6Oz?id=Website

Followed by bygaarddk, restaurant_ark, banana_cph +22 more

No. 01 SHIO RAMEN
Salt based ramen topped with chashu (pork), egg, negi, spring onions, red pepper corns, basil, arugula, and lemon thyme (contains gluten, fish & shellfish)
140 DKK

No. 02 SHOUYU RAMEN
Soy sauce based ramen topped with chashu (pork), egg, mushroom puree, spring onions, (contains gluten, fish & shellfish)
140 DKK

No. 03 VEGGIE RAMEN
Mushroom based ramen topped with bok choy, enoki mushrooms, judas ear, tamago (egg), red onions, radish, turnips, wasabi flower and lemon thyme. (contains gluten)
135 DKK

SLURP RAMEN JOINT

> Interactive (slide left, right, down)

> Different way of displaying dishes

> Instagram (18.9k) -> use of hashtag #pursuitofslurpiness // content: the food, the restaurant ambiance, merch, logo/illustrations, announcements



GAO

- Animated GIF in hero banner
- Background colors change when moving down the page
- Instagram (2.9K) - content: food/product, atmosphere, graphic, neon sign, making of the food, gif/animation



Instagram

gaodumpling

Follow

163 posts 2,902 followers 17 following

GAO Dumpling Bar

Restaurant

Neighborhood dumpling bars and takeaway.

Blågårdsgade 3

Østergade 98.

Østerbro

hello@gaodumpling.com / +45 34124626

gaodumpling.com

Followed by holykapow, zeliteolivia, simonkaininusa +1 more

Instagram



ramentobiiru

Follow

666 posts 6,552 followers 327 following

Ramen To Biiру

Restaurant

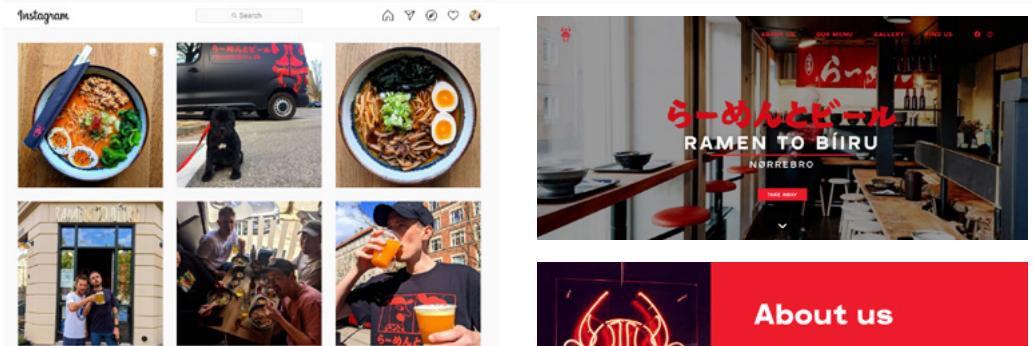
We are located in:

Nørrebro - Østerbro - Vesterbro - Frederiksberg - Valby

Visit our Website for more information:

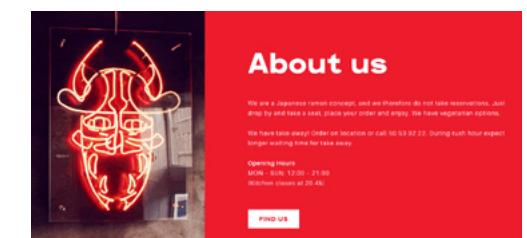
www.ramentobiiru.dk

Followed by simonkaininusa, labanchinacph, holykapow +2 more



RAMEN TO BIIRU

- Professional photography
- One page website
- Use of color & typography
- Creative display of menu
- About us comes first with how to order (phone, also no reservations - similar to KK)
- Instagram (6.5K) - content: food pictures, staff, happy customers, merch and beers (they collaborate with Mikkeler)



Ramen

Angry Bjergse Yuzu

Shio Ramen

Shoyu Ramen



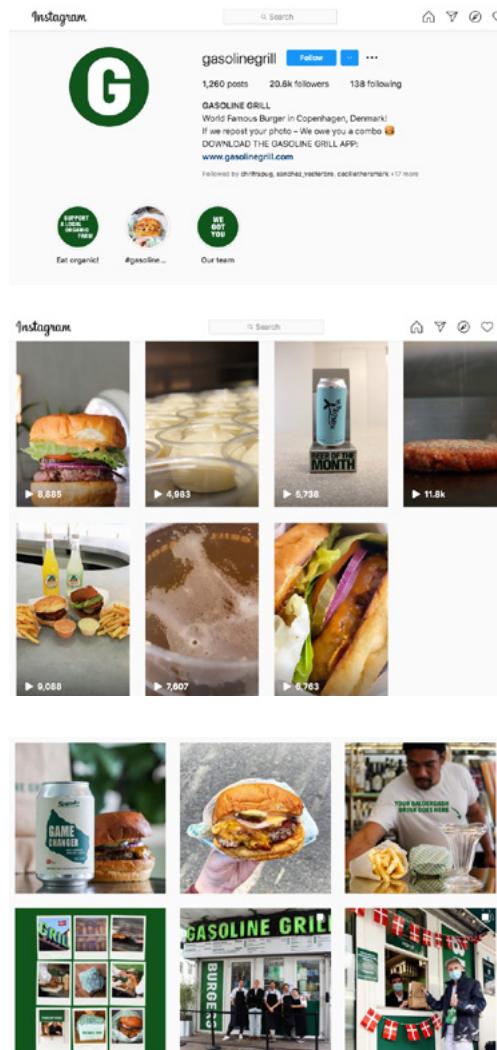
Miso Ramen

Spicy Miso Ramen (+4)

Bjergse Yuzu Ramen

GASOLINE GRILL

- > Bold typography
- > Clear call to action
- > Consistent branding (color palette, style, fonts)
- > Fun feature: sharing their own Spotify playlist
- > Use of illustration/graphics
- > Instagram (20,6k) - repost policy in exchange for a combo + use of Instagram Guide feature to display the menu + use of Reels to create exposure - very on top of what is trending in social media
- // content: product, ambiance, collaborations (eg. Balderdash, Svaneke), team, reposts, bold statements, consistent use of brand color



STRANDVEJEN 201, 2900 HELLERUP

Open every day 11.00 until sold out.

DIRECTIONS

SPOTIFY PLAYLIST
SMILEY

LANDGREVEN 10 – 1301 CPH.K

Open every day 11.00 until sold out.

DIRECTIONS

SPOTIFY PLAYLIST
SMILEY

SUB-CONCLUSION

Looking into Killer Kebab's competitors we can see a variety of approaches to how to portray their brand. Our **main focus** is to create a solution that portrays them as best as possible, **their values and their identity**. Therefore we will be focusing on **being consistent in their visual identity and tone of voice** and incorporating features that are unusual and interactive, to align with their personality. We are mostly inspired by the competitors' use of color, video and use of their logos in different illustrations.

For their social media channels one of the competitors that stands out is **Gasoline Grill**, as they have a wide reach and **consistent way of communicating**. On average they are posting on Instagram at least once every 2 days and posts include not only their products & restaurants, but also their customers, user-generated content and collaborations with other businesses. All of this helps generate traffic from different channels, which in turn contributes to their channel's growth. They seem to also be very aware of what is trending on Instagram and take into account new features such as **Instagram reels & guides**, using those to their advantage and most-likely gaining traction through them as Instagram's algorithm pushes content that is generated through new features (Later.com and Warren 2021). This is a clever approach both from a business and marketing perspective.

They have also **included Spotify** on their website, which would work well for a brand such as Killer Kebab that has a very Rock & Roll vibe which needs to be used not only in their tone of voice, but through every aspect of communication.

2. TREND ANALYSIS

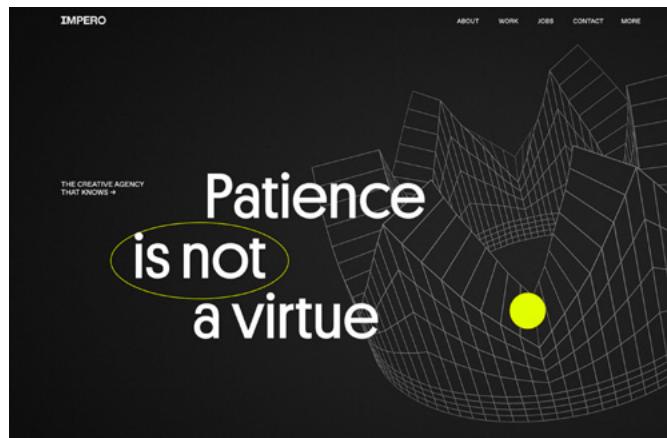
We have made desk research about most used **2020/2021 web trends**, with focus on what would be the **most appealing and relevant to Killer Kebab** and have narrowed it down. The chosen trends were:



BIG, BOLD TYPOGRAPHY

According to the newest trends, **the bigger the letters, the more impact** they can have. It is said that it does have the most effect when there are just a few words to focus on and they are **easy to read and understand**. The style of font choice doesn't matter as much here. It's a size that really makes this type trend work and feel over the top. (Cousins 2021) This trend

could be a potential way to emphasize the name of the company and would be more impactful for the user. We have chosen to implement this trend and big bold typography has been a big part in designing the product and is best seen on the **welcome image banner**.



COOL MOUSE/CURSOR ICONS OR ACTIONS

This trend is a good way to **increase the playfulness** of the website, changing the mouse or

cursor into interesting things (dot, kebab, etc) when you scroll, click or hover.(Cousins 2021) This example shows the cursor to be a yellow dot, this type of interaction with the user could add usability excitement and make the website more playful. We have decided to use this trend and it appears at the "TAKE AWAY" section, once a customer hovers over the "+" sign or the "ADD" then a larger **hand drawn cursor appears**. We have decided not to use this trend throughout the whole website, as in this case the website appeared to lag and be slower to navigate.

STORYTELLING

Brands deliver **personalized content** to consumers in order to **increase the user experience (UX)**, consumers are looking to buy from brands they can relate to, that feel approachable, relevant and authentic. (Stanley 2020)

There is a way to achieve it using **storytelling** through videos, it is believed to be one of the **most engaging content formats** used. (Stanley 2020) We have used a slower, more sensual video in the web version telling a story of how Killer Kebab is being made, to give a general idea of **the food and the ambience**.

SUB-CONCLUSION

So having looked at current trends we have narrowed it down to what we believe could potentially be advantageous for Killer Kebab and would add uniqueness to the brand. As they want to be perceived hip, rock and roll and bold, we believe the website should entail aforementioned things and that would help to stand out.

3. PATTERN RESEARCH

For our design pattern search we focused on a wide variety of food companies based in Copenhagen. Even if they are not related specifically to our client's product, we found highly **useful insights** that we want to take into account when thinking about our solution.

SIMPLE NAVIGATION

Minimal design in the global navigation is something that many companies are using as it helps the user to find what they are looking for in a **short amount of time**.

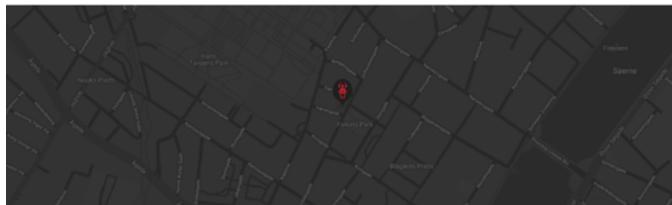
PURCHASE FLOW

Another feature we found interesting to work with is the **responsive purchase flow** inside the website. In desktop, this flow is mainly divided into columns that **include useful features** such as filters, products and cart view which **makes it intuitive and user friendly**. Including bread crumbs also helps to guide the user through all the steps needed and a search bar could be added for usability purposes.



INFORMATIVE FOOTER

We understand that a website footer design is about choosing what to include, with the intention of **helping visitors and meeting business goals**. This is why we found inspiration in other similar brands where they implemented an **informative & minimal** footer including SoMe links, location information and opening hours.



LOCATION VIEW IN GOOGLE MAPS

Besides writing their specific location, many companies decide to **include the Google-Maps** view directly in one of the sections of the homepage. We found this to be convenient for the user to be able to understand exactly where the local is in only one single step.

SUB-CONCLUSION

When looking into Killers Kebab's competitors and analyzing inspirational brands, we noticed a pattern of certain elements being used to **improve the user experience**, which we would have in mind when coming up with ideas for our own solution such as including a minimal global navigation, a user friendly purchase flow, and informative footer.

3. PESTLE

In order to **analyse the market**, we decided to conduct a PESTLE analysis, looking at the different aspects and **external factors** that might affect Killer Kebab. A large portion of this analysis will portrait the consequences that the current pandemic has on businesses in the industry. Further elaboration on the analysis will be provided in Appendix 13.

POLITICAL & LEGAL

- Safety and health guidelines (stricter with corona) (Fødevarestyrelsen n.d.)
- Constant lockdown or other restrictions, which leads to people spending less on going out. However, it will probably bounce

back when everything is normal (Berlingske, Dengsøe, and Juel 2021)

- They have had trouble finding a new venue because so many shops have received economic support from the state and thus haven't gone bankrupt (according to our client)

ECONOMIC

- Corona is making the Danes spend less on eateries, either because they have been closed or because we are afraid to spend. (Nets 2020)
- Neobank experienced a 27% increase in purchases going to Wolt in a period during corona (Berlingske and Pearson 2021)
- Negative interest and holiday allowance (Danmarks Nationalbank 2021)
- Lots of young danish people in Copenhagen have lost their jobs (Berlingske, Dengsøe, and Juel 2021)

SOCIAL

- The eastern cuisine are becoming trendy (Pointbleu Design 2019)
- Health conscious (Ministeriet for Fødevare, Landbrug og Fiskeri Fødevaredirektoratet, Groth, and Fagt 2003)

- > Vegan trends (Vegetarisk Forening n.d.)
- > Busy lifestyles (Berlingske and Winstrom 2013)
- > People seek comfort because of corona. (The Conversation, Dickson, and Hardman 2021)

TECHNICAL

- > Digital solution for restaurants are increasing in amount, because of corona. (Via Ritzau and Københavns Kommune Beskæftigelses- og Integrationsforvaltningen 2020)

ENVIRONMENTAL

- > Danish people are becoming much more environmentally aware and look for those values in the companies they choose to support economically. (Landbrug og Fødevarer 2019)

IV. CUSTOMER JOURNEY

For this project, we have chosen to use the OMD ECO-Model, it is based on the symbol of infinity and has two circles around the purchase decision (fig. 12). The first part focuses on decisions before the purchase and the second part focuses after. This model should be considered as a mindset and is an effective way to execute marketing of the company.



Fig. 12

Customized consumer journey
based on KEA Slides 2021

► **How do we redefine Killer Kebab** from yet another kebab shop to an experience that customers want to come back to? Companies that do that stand a better chance of turning journey insights into sales – and re-sales. (Jensen n.d) It is important to remember that it is not about bombarding the consumer, instead it is about **helping them to make a qualified and informed choice based on their preferences.**

Let's start with the **first part of the infinity circle**, the OMD model starts with the "out of market". When looking into **triggers**, it is best to define our target audience needs and outline the exact stimulations that could be activated, see target audience section.

For the initial brand consideration, the consumers are passive, but receptive, 75% do not actively look for information and are just listening. Things like Tv, display, print and dominating media are sources available to reach the customers.

Concerning Killer Kebab's case questions of interest would be:

► How would we get our target audience's attention?

Touchpoint is any point of contact between a consumer and a brand, be it through email, notifications, in-app experiences, or even in person. These instances will dictate how well a customer experiences a brand. (Tap London, 2020)

► Which digital media would be relevant?

As the target audience's age is identified to be ranging from 25-50 years old, we have researched statistics regarding the **use of different types of media channels**. According to DR statistics, the closest

available numbers regarding the distribution of media in Denmark, we have found a table with the target group of 15-75 years. Even though the age group is not fully equivalent, we have decided to compare to get a general overview.

Distribution of the Danes' media use

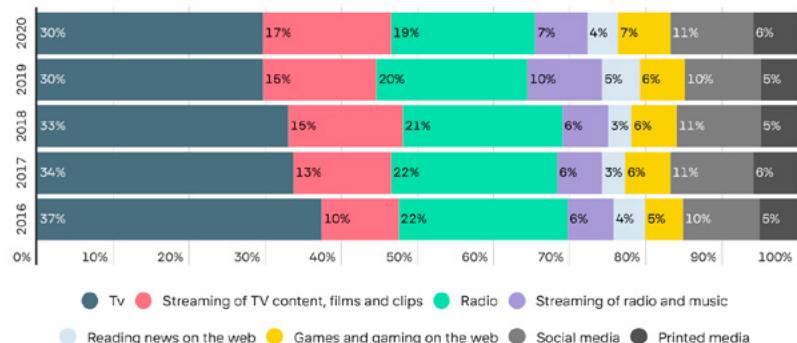


Fig.13 Distribution fo the Danes' media use

Looking at this graph the biggest media channel used in Denmark is TV. In a perfect world, a commercial through TV would be ideal, though that would require a big budget, not only for making a TV commercial but also for the streaming time. For a start-up that could be challenging. Another option would be to get invited by one of the TV programs to talk about Killer Kebab and their concept, perhaps trying to contact them and asking to get on board would be a great way to get exposure. It would be the same regarding Radio and Podcasts. Social Media in 2020 is taking only 11% of the distribution numbers. Regardless, it should not be ignored and try to be approached as semi-cheap or a free way of exposure. The biggest Social Media **channels in Denmark are Facebook and Instagram** (fig.13), therefore the primary use of channels should be directed to these.

► What kind of content would be relevant?

As taken from our meeting with Killer Kebab, we have identified that the company is aiming to be perceived as **Rock'n'Roll, homemade** and is not afraid to **look self-ironic and rustic**, therefore, the content posted should reflect these qualities. The client also mentioned that the content posted should be divided into three categories:

1. Food images
2. Making of the food
3. Atmosphere in the restaurant

Later in the journey, active evaluation is initiated, when the consumer increases the activity by 300% in the use of interactive media (Bille-Hansen 2017)

This is the stage where the customer will be searching for information actively and will specifically google, compare prices, brands SoMe etc. Killer Kebab needs to be ready for this stage and have their digital media channels (fig. 14) updated to make sure that the active potential customer would find what they are looking for and would not be disappointed. (KEA Slides 2021)

In order to have the best possible outcome regarding active evaluation, we would focus on these specifications:

1. Easy to find – good SEO of the website
2. Easy to navigate – good UX of the website
3. Would be active and attractive on Social Media channels, specifically Instagram and Facebook

Proportion that daily uses social media

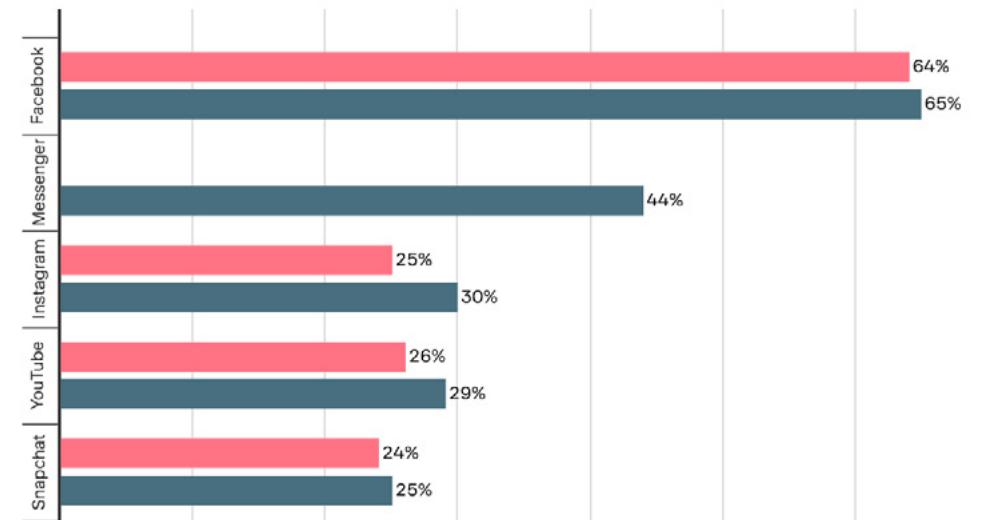


Fig.14 Social Media usage in Denmark

In the purchase decision stage, the consumer uses direct contacts: **25%** of them have **used their personal contacts** and **34% of consumers have received advice from family and friends**.

(Bille-Hansen 2017) The questions to be asked in this stage would be:

► What Killer Kebab wants the customers to purchase?

Killer Kebab currently offers two types of homemade food options together with homemade drinks and a crafted beer. For a new customer to be directed to a new purchase the previous customers must have a **good previous experience** in order to promote it to their person-

al contacts and family and friends. With the good and unique atmosphere trying to be created at Killer Kebab shop, the staff and owners are aware of this and continually are trying to be good at it in order to **create a good word of mouth**.

➤ How is the purchase flow?

Currently there are different ways to purchase the products at Killer Kebab. It is either a direct visit to the restaurant where it is possible to eat indoors or have it take-away, customers can call the shop to place their order to pick-up and another possibility is to order delivery through Wolt (fig .15). The latest option is expensive for Killer Kebab, therefore maximum possible elimination of this option is wanted from the client. For the upcoming future, Killer Kebab has informed us during the client brief that there is a plan to incorporate a POS system in their website in order to be able to purchase products directly from there. The choice for this system has been argued to be directly connected with their computers, therefore minimizing the delay and other issues with orders.

The second part of the infinity circle is focused on **after the purchase** and is directed to **satisfaction and loyalty**. Things like **good customer service, good atmosphere, easily findable website with good reviews and good products** (food and drinks) would create a good experience for a customer and would result in loyalty.

SUB-CONCLUSION

To conclude, the use of a customer journey map is a great way to have an overview and the **best optimization for the consumer experience**. It shows the logical structure of how the purchase flow should go and things that should be kept in mind. We have also created a customer journey map empathizing with personas which you can see in Appendix 8.



Fig.15 As they are currently lacking an online purchase flow, they show the other order options

DEFINE

Rosario

Usually does pick-up (by calling the restaurant), not delivery	Finds places through word of mouth & Instagram
Likes it when there's pictures of the food and the menu is in English	Enjoys discounts

Rikke

She thinks is annoying when you can't order through the website	She use hashtags to find particular food
She prefer order from the web site don't use Wolt	She likes to see the pictures of the food and the staff
She likes the order system from Jagger because is simple	"It's killer good. I would kill for this kebab. I think it's a little bit quirky and fresh you know like, won't be a little bit provoked in a nice way. And yeah, I think it's fun."
atmosphere, I really like coming to places where you get a relationship with the people working there. So the service means a lot to me.	She enter competitions through social media.

I. SYNTHESIS

After the interviews we wrote down our key insights of each interview and got together to place them all next to each other to have an overview. We divided the insights into 3 categories: **website & ordering preferences**, **social media & engagement** and **priorities in regards to food** (fig. 16).

From there we looked for patterns to see if there were **similar insights** and diluted it further to 6 main insights per category

Nina

Said it was annoying when you have to open a PDF to see the menu. Let's not do that. She liked to see pictures of the dishes.	She thought it was a good idea to make it possible to pick a time slot to pick up on.
Maybe make it possible to deselect things such as cutlery and napkins.	"Homemade (falafel and bread) and freshly made"
Likes to get updates on SoMe and get to know what is going on over there!	She is more likely to visit a place that has offers.
Likes a site which the company has spent time on:	Prefers to call the shop when ordering.

Jacopo

Good, fresh, quality, homemade & different from the others (about KK)	Orders mostly through website and chooses pick-up option (doesn't like delivery)
Loves discounts (eg. buy 10 get 1), loyalty cards and usually picks combos to eat	Loves food content & getting to know the staff (familiarity)
Finds new places through friends posts on Instagram	Participates in Instagram competitions and tags friends
Appreciates minimalism, a short about us and then goes straight to the menu/presentation of products	Enjoys KK's style - the hipster, fun vibe where you can see people enjoy being there & are relaxed

Kerstin

"Falafel durum my favourite, better than a burger!"	Likes to browse restaurants on Wolt, does pick up option through them. "Wolt is good for inspiration"
Picks restaurants using Google maps	Likes tipster and their newsletter, to learn about places and try the ones she normally wouldn't
Use questionnaires and surveys on SoMe. If they change a dish that make a survey on what users or what new to bring (FOR EXAMPLE: HALOUMI!!)	Tagline should be funny and pun, otherwise hard to remember
Likes when SoMe shows food (inspiration), behind the scenes, nice to see whats happening in the kitchen	Likes easy to navigate, clear website
Networking with restaurants has a huge impact on SoMe followers. Has to be catchy and appealing. Also a pop up dish or chef "could be an idea"	Does not like when you have to download the food menu as PDF

Elise

Thinks is very expensive! It was good but not that much better than a 50dkk falafel	Her husband is affected by ads so probably they visited a restaurant that way
Effort in posting to be successful, maybe get someone to do graphics for SoMe	# does not always work for her, she would look for # that dont exist
Does nor like offers, feels embarrassed	Is embarrassed to enter competitions, sometimes uses secret Instagram account to enter
"I think it's the sauce that matters"	Description under the images is very important, the staff helps to see where the food comes from and helps to see their values and a personality of the place
Does not like when the food menu opens in a new window	Likes that you can filter and browse in Wolt

Fig.16 Key interview insights in 3 categories: website preferences, social media & food priorities

WEBSITE & ORDERING PREFERENCES

In this category our major insights (fig. 17) were that the users:

- Prefer pictures over PDF's
- Use the website to order online, equally as much as calling a restaurant
- Pick-up is preferred, with the option to select a time slot
- Wolt can be used as a search engine rather than a delivery service
- Show deals, offers & discounts
- Give priority to easy navigation, a good overview of the products and something to read 'about us'/the story

SOCIAL MEDIA & ENGAGEMENT

This category resulted in the following key insights for **creating content**:

- Use of hashtags when looking for particular food
- The importance of engaging content eg. using questionnaires and polls on Instagram stories
- New places are found through friends posting and sharing on Instagram
- Collaborations eg. pop-up events with other chefs or brands

➤ Creating competitions where users share & tag their friends to win something

➤ Preferred content in regards to restaurants is the actual food (inspiration), getting to know the staff (familiarity) and a look behind the scenes to see what's happening in the kitchen

FOOD PRIORITIES

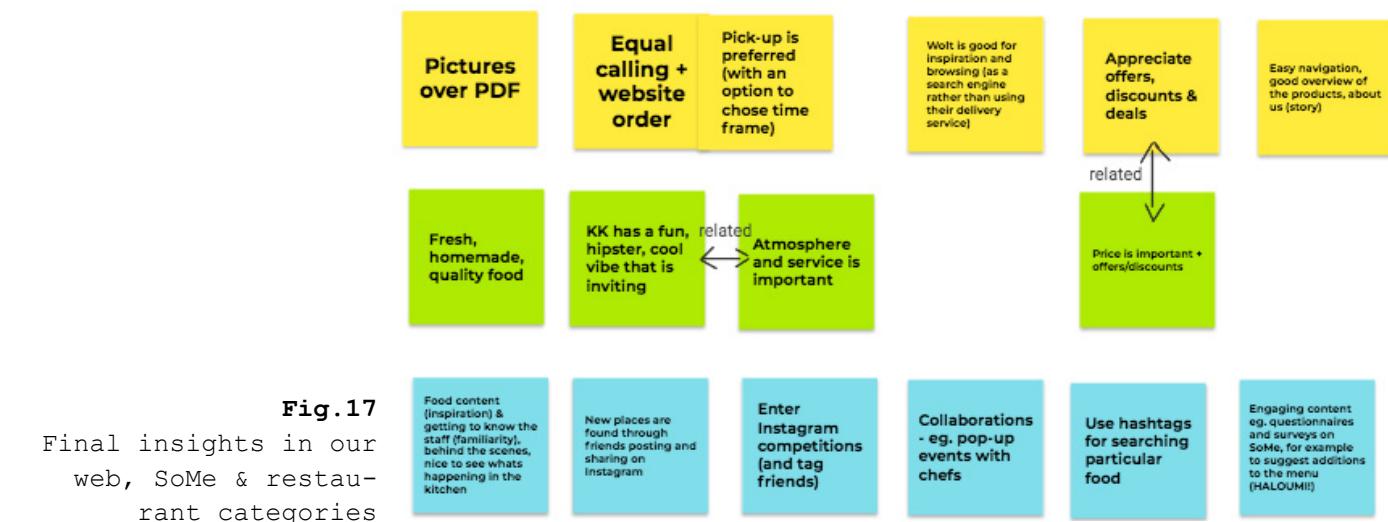
When looking at this category our findings in regards to **food & restaurants** are:

- The importance of fresh, homemade & quality food
- The importance of atmosphere & service
- The importance of price (including offers and discounts)
- Killer Kebab is currently being regarded as

a restaurant that has a fun, cool, hipster vibe that is inviting.

SUB-CONCLUSION

Synthesising our interviews as shown in Appendix 5, gave an insight into the target audience and gave clarity as to their **needs, priorities and behaviours**. We began to see patterns emerging and by dividing our insights into 3 categories we gave focus to more specific **possibilities for our solution** in regards to content creation and website usability. As it turns out, with our solution we have been able to cater to the majority of our interviewees' needs, from being able to book through the Killer Kebab website and **selecting pickup in a chosen time slot** to how it shaped our content on social media.



II. HOW MIGHT WE STATEMENTS

After synthesizing our interview insights we elaborated on several How Might We statements (fig. 18) as used in Design Thinking as to see **possible solutions** from needs we gathered from the interviews.

By reframing our insight into How Might We statementsm we are able to **turn challenges into opportunities** for coming up with solutions. These set us in the direction of starting to think about **specific problems and challenges to solve** eg. in regards to UX as we phrased the question, "How might we make it as easy as possible for the Killer Kebab customer to order from Killer Kebab's website in their preferred way?" This particular question, for example, already gives us an idea of giving the **option of their ordering preference** at the beginning of the purchase flow. For social media we are looking to create **content that is engaging, collaborative and convinces users to share, tag and follow Killer Kebab**, thereby expanding their reach.

How might we statements



Fig.18 How Might We Statements based on synthesis of interviews

III. PERSONAS

After conducting some informative **interviews, a survey and a 5 second test** that helped us understand the users first impressions of the current site, we were able to collect high quality insights. Furthermore, having a deep understanding of Killer Kebab's target audience, aged 25-50, we understood the **different types of users** who exist and the **similarities in their stories** that it was fundamental to **guide the design process** and start to create an exceptional solution.

The creation of personas in the Define phase was necessary to find the answer of one single but most important question, "Who are we designing for?"(Faller 2019). By understanding the goals, needs, motivations and expectations of target users, it's possible to design a product that will **satisfy their needs**.

INTRODUCTION TO OUR PERSONAS



JULIAN

Creative & Conscious parent



EMILY

Marketing student & Trends follower



CHRISTOPHER

Adventurous & Visionary Entrepreneur



SILLE

Falafel Loving Fashion Photographer

PARAMETERS

COLUMN 1

This column gives an introduction of the users including information such as demographics and a personal motto they would use to describe themselves.

- Name
- Profile Picture
- Personal Motto
- Demographics (Age, Work, Relationship status, Location and Personality Type)
- Eats out: x-amount/week

COLUMN 3

Lastly, this column measures the personas' main motivations when it comes to food, their favorite restaurants and their preferred advertising channels as well as their eating behaviours.

- Eating Habits (Health, Home-made, Convenience, Price, Flavor)
- Favorite restaurants
- Channels & Triggers (Traditional Ads, Online & Social Media, Referral, Offers)

COLUMN 2

This column further elaborates on the user's main characteristics, their work & student situation (if it applies) their values, motivations, background & inspirations

- Traits
- Goals
- Frustrations
- Bio

MEET OUR PERSONAS

JULIAN

A Creative & Conscious parent. Julian is an Australian visionary archetype UX Designer. He moved to Copenhagen 7 years ago when he became a lot more aware and conscious of what he buys and eats. When eating out his main priorities are the atmosphere, quality of food and friendliness of staff preferring always going to small local businesses that offer homemade and healthy options. As he works with digital solutions he doesn't like dealing with websites that don't function well.

Julian L. Smith, 36, Creative & Conscious Parent



"Our current decisions & actions will impact future generations."

Age: 36
Work: UX Designer
Relationship Status: Married, 1 daughter, Bo
Location: Copenhagen V
Eats out: Once a week
Character: ENTP, The Visionary

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Julian is a UX Designer for a Copenhagen start-up. He moved here 7 years ago after meeting his Danish wife in his native Australia. They recently became parents to a little girl, Bo. Because of this Julian has become a lot more aware and conscious of what he buys and eats, as he wants to set a right example for his daughter. He gives importance to organic produce and mostly eats at home. When eating out with friends he prefers going to small local businesses with a cool concept, that offers homemade and healthy options and has a great atmosphere and friendly feel. In his younger days he traveled a lot, mostly through Asia, so he really enjoys visiting places that remind him of his travels and have food unique to a country or region. His favorite places in Copenhagen sell simple food (ramen, tacos...) with quality ingredients and made from scratch, and have incredibly friendly staff, which creates a great experience and makes him come back time and time again. He usually hears about new places to try via friends and also follows some restaurants he would like to visit on social media to keep updated with their offerings, events and menus.

Creative Extroverted Digital Savvy
Father World Cuisine

Goals

- Julian would like to own his own business or agency one day.
- He is supportive of local businesses and gives importance to community.
- When eating out his main priorities are the atmosphere, quality of the food and friendliness of the staff.

Eating Habits

Health	Homemade	Convenience	Price	Flavor
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Frustrations

- As he works with digital solutions he doesn't like dealing with websites that don't function well.
- He would like to be able to eat out more, but needs to know more places where he could also bring his daughter & wife.
- A lot of restaurants in Copenhagen are hyped through social media, but sometimes disappoint when it comes to value-for-money.

Favorite Restaurants



Channels & Triggers

Traditional Ads	Online & Social Media	Referral	Offers
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EMILY

A Marketing student & Trends follower. As a protagonist archetype she is a natural-born leader, full of passion and charisma. For Emily, trying out new restaurants and bars is exciting, especially because she is very active on social media, always following the latest trends and she always looks for new places to visit.

Emily



"Food is a gift, and it has to be adventurous!"

Digital knowledge
Outgoing
Likes spices
Conscious

Goals

- Likes to try new restaurants and places
- Enjoys eating out with friends
- Follows trends

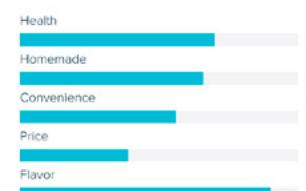
Frustrations

- Corona restrictions have stopped Emily from going out
- It is limited where to eat in
- Does not enjoy fast food, prefers to sit in a restaurant

Bio

Emily is a master student with a student job at a marketing company in the heart of Copenhagen. On normal days, she tries to be healthy and goes to gym before work. Emily normally would spend her weekends going out to restaurants and bars, but due to corona she is restricted with gym, going out and even travel. Her income would be considered middle, as she gets a good hourly pay in addition to SU. For her, trying out new restaurants and bars is existing, she enjoys trying food from different cultures and likes to be pampered by good ingredients. As she is working with marketing, she is very active in social media. She follows the latest trends and listens to advice on where to go from her peers. She likes to visit places that are new and hip, and is sceptical about fast food. She enjoys eating out in inner Copenhagen with a glass of wine and normally does not order food to home unless she has to.

Eating habits



Favorite restaurants



Channels & Triggers



CHRISTOPHER

An Adventurous & Visionary Entrepreneur. Christopher is an entrepreneur archetype spirit creator. He is originally from Dublin, Ireland. As he combines flavors and explores new ingredients for a living, when eating out he enjoys discovering new trendy places that can give him the same experience when it comes to uniqueness and flavor. He knows what it takes to create a business that can provide an exceptional user experience, this is why he expects the same every time he goes out or even when deciding to order food online.

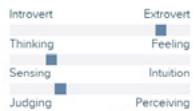
Christopher Stewart



"The flavor has the ability to create and transport experiences."

Age: 30
Work: Spirits creator
Relationship: Married
Location: Copenhagen Ø
Eats out: Twice a week
Character: ESTP, Entrepreneur

Personality



- Creative** **Social** **Adventurous**
Booze lover **Tech** **Skater**
- Goals**
- Opening his own bar in a trendy cool place in Argentina
 - Travel the world giving talks about the process of creating high-quality spirits.
 - Create pop-up events with creative cocktails and be a collaborator with the most influential brands around the world.
 - Creating the best customer experiences with his creations.

Frustrations

- Bad customer experiences
- Knowing that fermentation is not worldwide used

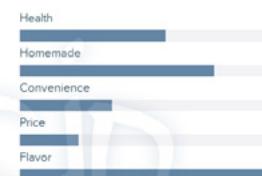
Bio

Chris was born in Dublin, Ireland. After struggling with not knowing what to do with his life after high school, he decided to start working as a bartender at a small bar near his family house to earn money. It was his dream come true not only because he was a young boy who loves parties and booze, but also because it matches really well with his outgoing and extroverted personality and this was a great environment to meet people.

For many years he traveled the world working as a bartender, learning everything about alcohol, cocktails, ingredients and opening his networking. In 2017 he moved to Copenhagen and started working at Empirical Spirits, a liquor company, and distillery where now is the Head Of Research And Development, a position that allows him to create new crazy spirits while travelling the world talking about it.

Many companies in the hospitality industry reach him for a collaboration. This is why, in his free time, he enjoys going around Copenhagen with his wife, trying new trendy restaurants and bars where he is invited. He enjoys food A LOT and with his work history, he understands everything it takes to have an on-point customer experience.

Eating habits



Favorite restaurants



Channels & Triggers



SILLE

A Falafel Loving Fashion Photographer. As a commander archetype, Sille is a natural-born leader full of charisma and confidence, a great match with what she does for a living, freelance photography. She loves to appreciate the beauty in every small thing.

Sille Pedersen



Outgoing Ambitious Creative

Goals

- To be hired as a main photographer at CPH fashion week 2021.
- To create a good life for herself.
- When eating out, the popularity of the place and the trendiness of the food is, subconsciously, of great importance to Sille.
- Sille prefers to eat at the restaurant, but has ordered a lot of wolf during corona.

"I don't mind paying a bit more for high quality"

Age: 27

Work: Freelance photographer

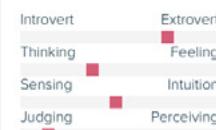
Family: In a monogamous relationship with Carl Emil

Location: Vesterbro

Eats out: 2-3 times a week

Character: ENTJ-A

Personality



Frustrations

- When the falafel is sold out. Sille is not good at hiding her disappointment.
- When people complain about how hard their lives are.
- When restaurants don't show images of the food, so she can look in advance.

Bio

Sille was born in Northern Jutland in 1993, but decided to move to Copenhagen when she was 20 to pursue her dream of becoming a fashion photographer. She has since then landed loads of medium to large gigs and have created a bit of her name for herself in the industry. On the weekends, Sille loves a girls night out at either P.S. bar or Cafe Victor or other bars/cafes where people in her circles hang out to eat and drink. If she's not going out, she enjoys cuddling up on the couch with her boyfriend, Carl Emil, to watch the newest season of La Casa De Papel and some bland-selv-slik. They eat out a couple of times a week, but also enjoys to cook at home, especially after Covid-19 catapulted the world into a lockdown. Carl Emil has been experimenting a lot with sourdough during this time.

During the holidays, they love to escape to Marbella with Carl Emil's parents and his little sister; it's such a lovely and authentic place to them and Sille loves the paella. Sille doesn't care much about trends, according to herself, and in fact she tries to avoid them. It is for total other reasons that she likes P.S. bar, Cafe Victor, Marbella and La Casa De Papel.



Favourite restaurants



Channels and triggers



IV. USER STORIES

To keep the **product user-centered** we created user stories which derived **from our user personas**. This tool was used as reminders of user goals and a way to **organize and prioritize** how each screen is designed, this meant that it informed us on **specific information** that needs to be provided when designing our solution for Killer Kebab.

- As a supporter of small businesses I want to be exposed to Killer Kebab several times a week on social media or elsewhere so that I am compelled to visit them in my search for new local restaurants.
- As someone who appreciates authenticity & quality I want to see Killer Kebab elaborate on their core values and express it visually so that I feel inspired to support them.

- As someone who orders food online, I want to be able to pick a time spot for pick up, so that I have control over when I would like to get my food.
- As someone who orders food online, I want to be able to see images of all the available dishes, so that I can get a clear idea of the options that I have.
- As a customer, I want to see images on social media that reflect the vibe of the brand, so that I can see if they mirror my own values.
- As a consumer, I would like to be able to order online on Killer Kebab's website, so that I am not forced to call their phone or order via Wolt.

SUBCONCLUSION

Understanding just how much closer user stories bring the users' world to the drawing board is key to **fine-tune a product that will consistently latch with the users' needs** on a daily basis. (Brinton 2010) Specifically for our project, we concluded that Killer Kebab's laidback and ironic profile needs to be shown in a way that can be differentiated by the rest of the market and by those who are curious about their product but willing to try their unique twist, keeping usability and functionality in mind. All our personas want to have a unique experience from the moment they decide to buy in Killer Kebab till they actually try their products. This is why **their personality needs to be reflected throughout all the possible platforms**.

IDEATE

With the empathize and define stage, we got to know our users and we had a clear problem formulation. We also had a clear understanding of what was used in the market at the moment, design trends and patterns. With all this information in mind we were ready to start the ideation process. In this phase, we made use of several techniques, always having in mind that our aim was to **explore new angles and create innovative ideas for defining our final solution.**

I. CRAZY 8'S

As we weren't able to have a proper session all together, we did the 8 minute timing individually and then we had an online session to talk about it. When checking all the sketches at the same time we realized that we all had ideas for **different situations** that we could **easily merge in a single prototype**. This was a solid foundation for our next step, wireframes. It also helps us **validate our core concept, the client's visions and as always, our user needs.**

SUB-CONCLUSION

We concluded that this was a great technique to get the team to work collaboratively in a cost-efficient way. It is fascinating to see how great ideas can come from anywhere, even in under 8 minutes.

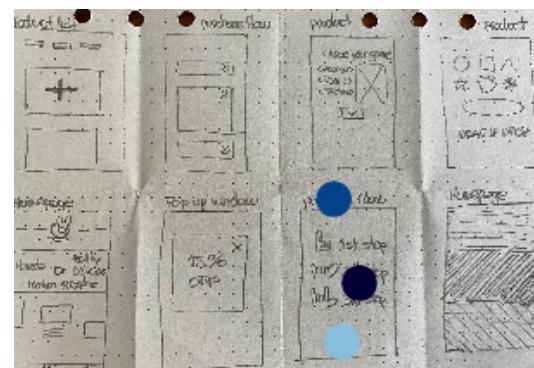
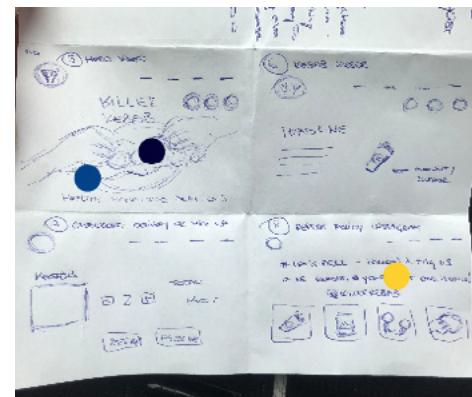


Fig.19 Dot voting on Crazy 8 sketch ideas

II. SITE MAP

To have a visual representation of the **organization of the site** we made use of a site map (fig. 20) with which we got a clear overview of how the content was going to fit together. This step also worked as a key exercise to create the wireframes which will be explained below. The hierarchical information in a site map tells what sections will need to be in primary and secondary navigation and where inter-section paths will need to be added to make appropriate sections of the site accessible. (Ward 2020)

When conducting the  interviews, we learned that the majority of the users preferred to have the **information of the site all in one place**, especially the overview of the menu. Additionally, with Pattern Research we found out that many businesses with similar site goals (selling food online) also make use of one single homepage with several sections **focusing mainly on the purchase flow** which is the only step created in a new page.



Fig.20
New structure for our solution

III. WIREFRAMES

The Crazy 8's exercise was a key step for building wireframes. They worked as a **solid foundation of the functionality for our site**. As we knew from the beginning that the **purchase flow** was the most complex part of our solution, we paid close attention to solve that first.

At the beginning our idea was to divide the purchase flow into different expandable steps (fig. 21), from showing the whole product list to the payment confirmation, but then we agreed that it was going to be quite complex codewise.

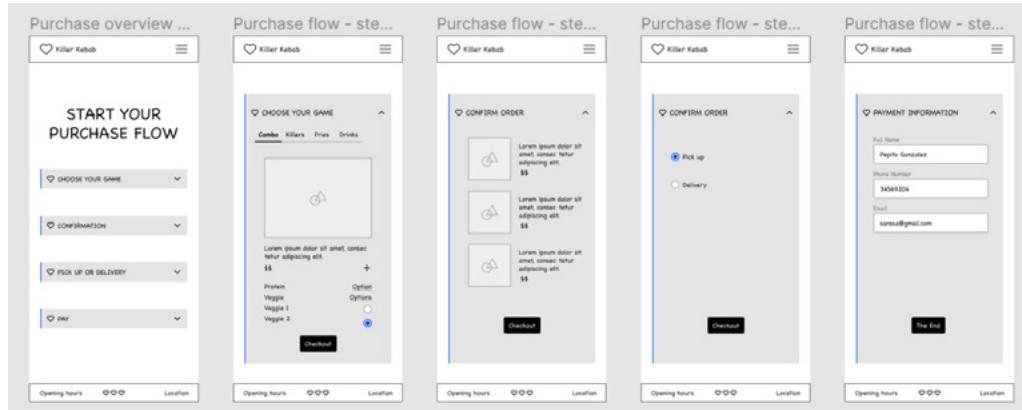


Fig. 21 1st idea of purchase flow

This is why we came up with a **simpler solution** (fig. 22) in which the product list was going to be shown from the beginning, the expandable sections was going to be used only to **divide the different categories** in the menu (kebabs, drinks, sides, dips) and the rest of the information is going to be **pop-up windows** so the user is able to see the information only if needed.

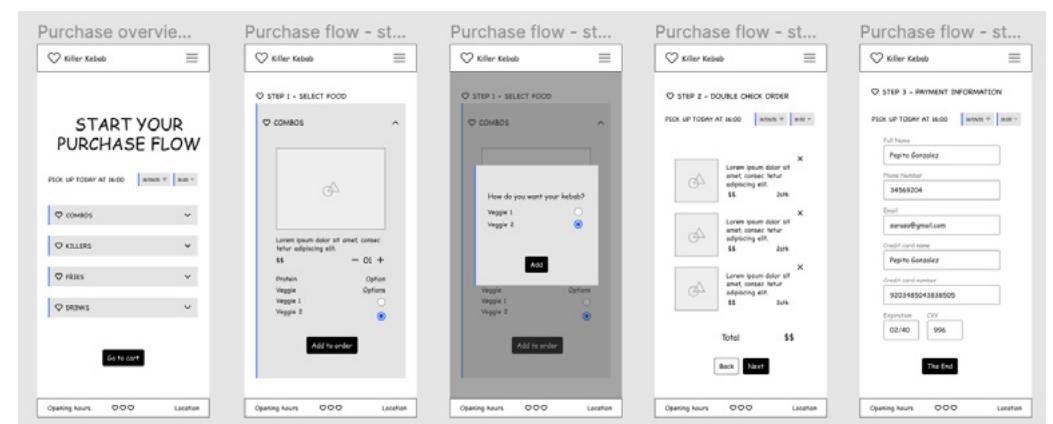


Fig. 22 Final wireframe for purchase flow

We designed the wireframes using the **mobile first philosophy**. This decision was made not only because we wanted to create a **better user experience** by starting the design process from the smallest screen but also because we understood that the majority of our **target audience** make use of their mobile device rather than desktop to order food.

With the mobile wireframes done it was easier to move to the desktop version because we had more space to create the layout. By wanting the user to access the information right away, we **displayed the expandable menu as well as the filters and the order view** (fig. 23). The **pop-up windows** are going to be used only for the **payment flow and the date/time picker**.

SUB-CONCLUSION

Making use of wireframes in this project was a crucial step to get an overview of how the website was going to work and also how the **user was going to interact with our solution**. It was also helpful for making early decisions avoiding future conflicts, especially when deciding to change the layout to make the **user experience more efficient**.

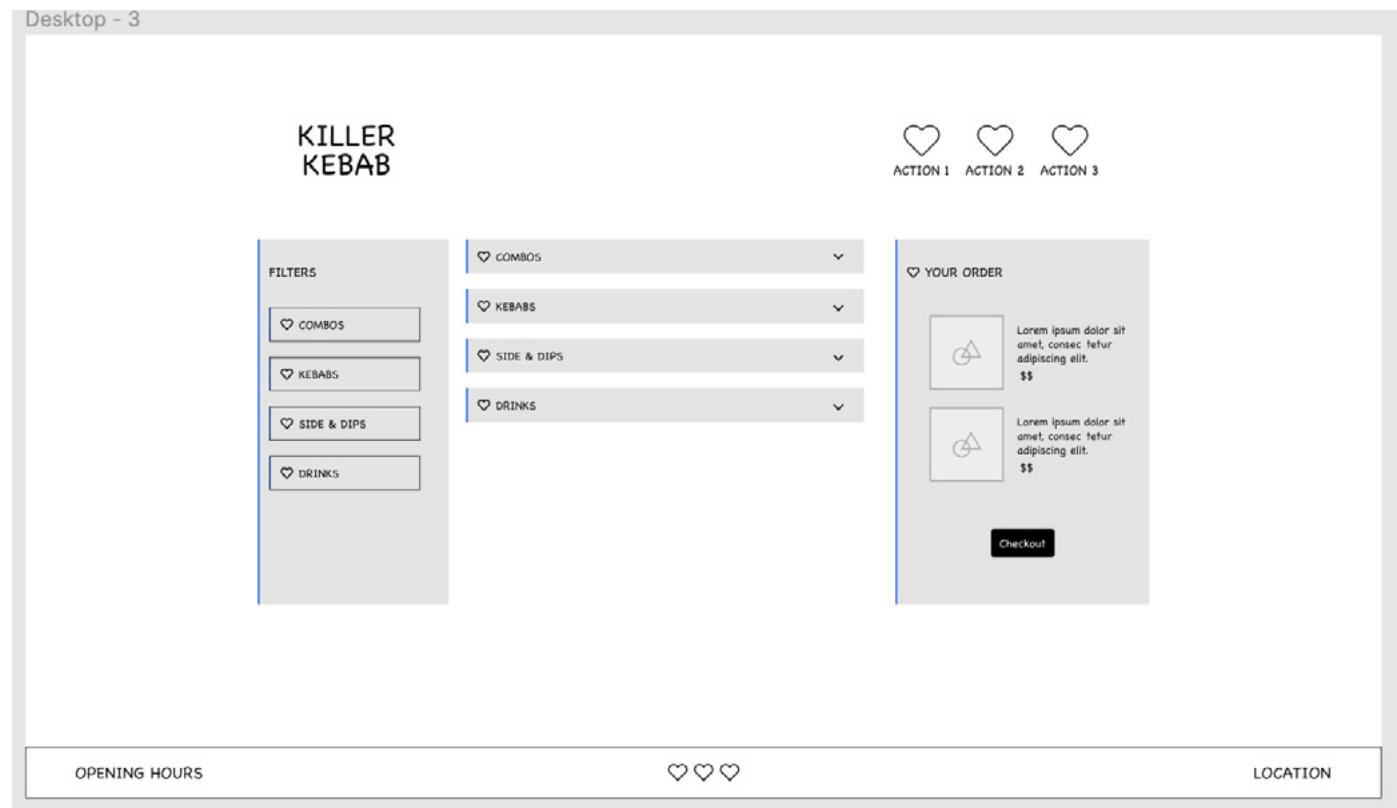


Fig.23 Desktop wireframe from purchase flow

IV. MOODBOARDS

As with the Crazy 8's, in this stage we also worked first individually and then we presented the moodboards (fig. 24) in a session where we discussed them. We all did free collage type moodboards in which we were able to make a mashup of nice ideas that we personally like to **reflect our visions**.

SUB-CONCLUSION

As expected, the result was **highly interesting** as we had opposite styles. On one side the idea was to go to a laidback and rustic style, on the other side we had the completely opposite idea where the rock & roll vibe was loud and taken to an extreme. With the use of only black white and red colors, the atmosphere was much more electric. The positive side of this was that after discussing each one of the designs, we all agreed that their style should be reflective of their laid back personality and hipster look. By doing this exercise before meeting Ulv in real time, we were able to formulate questions focusing on this matter such as what their exact vision regarding this was. They agreed on both **rustic and rock & roll, making sure to visualize their humorous and self-ironic approach as well**.



V. SEO

To gain more exposure and rank higher in search engines we have made various efforts to optimize our website. To get started on knowing what to write in the **meta description** and **in headings and copy** we ideated through the use of an SEO idea sudoku (fig. 25) where we created a grid of keywords and placed Killer Kebab in the middle. We then researched what came up on the first page on Google when looking for "Killer Kebab" and took 8 relevant and usable key words to place around Killer Kebab. These in turn each got their own grid of 8 key words, and a search on each additional key word resulted in an 8x8 tiled grid with relevant keywords to be used when writing copy for our website.

We then continued by using the **CTR tool** on www.storybase.com to elaborate on what the SEO (fig. 26) title and meta description should be, as organic click-through rates can **boost SEO rankings** and make Killer Kebab stand out from their competitors.



Fig.25 SEO keyword idea sudoku based on search results on Google's first page ranking

CURRENT WEBSITE

First we looked at what the current Killer Kebab website is giving as a result, to see which areas can be improved and which are doing well. Their current **CTR score is 28%** (fig.27), leaving room for improvement.

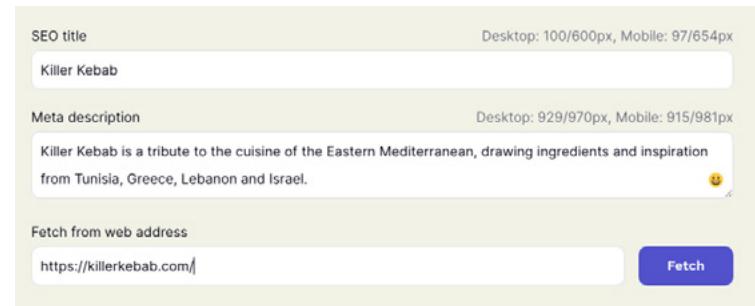


Fig.26 Current Killer Kebab SEO title and meta description

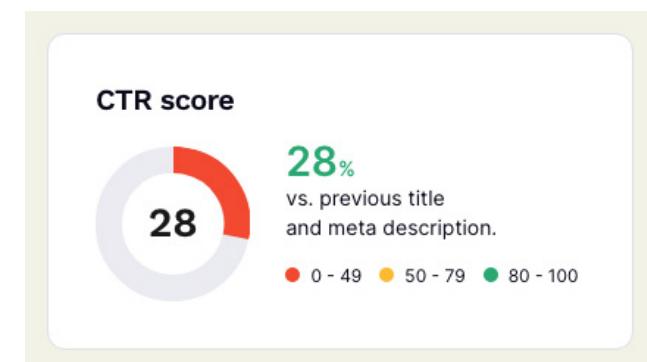


Fig.27 Current Killer Kebab CTR score

The suggestions (fig.28) give us a hint as to what specifically can be improved on the current site. The main areas are adjusting the **length of the title, adding a CTA to the title and meta description, and using a power word in the title and meta description at least once**.

Suggestions	
Suggestions	Impact
Your title is too short. Make sure your title is at least 50 characters.	5 / 22
Your title or meta description does not have a CTA (Call to Action). Use a CTA at least once in your title.	0 / 18
 Your title does not use a Power Word. Use at least one Power Word in your title.	0 / 15
Your meta description does not use a Power Word. Use at least one Power Word in your meta description.	0 / 15
Your title does not use numbers. The use of numbers in your title can increase your CTR.	✓
Your meta description is between 120 and 165 characters. Perfect!	✓
Your meta description is 2 to 4 sentences long. Perfect!	✓

Fig.28 Suggestions for optimization of the current Killer Kebab website

OUR SOLUTION

We **added a description to the title** that contains a number (1), a power word (**unique**) and a call-to-action (**try**) that takes into consideration the **maximum length in pixels** recommended for both mobile and desktop.

The same was done for the meta description (fig.29), where we utilized a maximum amount of **SEO keywords** (ten in total) as identified in the idea sudoku that could be relevant in terms of content and answers possible users' search queries (homemade, delicious, takeaway, inspired, Middle East, fresh, sourdough, falafel, tasty, lamb), as well as a power word (quality) and a call-to-action (enjoy).

We also took into account the **technical content-related part of SEO** and made sure our titles and headings were relevant, alt tags are used on all images and video and image sizes are kept as small as possible as to speed up the loading time. We added the **meta description to our HTML head** and made sure to use semantic markup throughout all documents.

We will elaborate further on how these improvements performed when testing them in the Testing phase.

SEO title	Desktop: 581/600px, Mobile: 538/654px
Killer Kebab - Copenhagen's #1 Unique Kebab & Falafel. Try it out!	
Meta description	Desktop: 892/970px, Mobile: 946/981px
Enjoy homemade, delicious & healthy takeaway inspired by the Middle East. Fresh sourdough. Crunchy vegetarian falafels. Tasty quality lamb. 😊	
Fetch from web address	<input type="text" value="https://killerkebab.com/"/>
<button type="button">Fetch</button>	

Fig.29 Our suggested SEO title and meta description

PROTOTYPE

In the prototype stage we were able to get down to work, experiment, create and convert all our **abstract ideas into tangible solutions**. One of the main advantages of the prototyping process consists of the possibility of carrying out **concept validation sessions** already in the early stages of the design, keeping users at the center of the design process. (What is Prototyping in Design Thinking: Fidelity Prototypes 2020, n.d.)

I. CONTENT CREATION

1. BRAND GUIDELINES (SEE APPENDIX 12)

A. VISUAL IDENTITY

In regards to Killer Kebab's visual identity we have taken what they already had and fine-tuned it, creating a more **consistent and cohesive style**. We have gathered all of the information in regards to their visual identity such as **logo, typography, color palette, typography and photography style** in our Brand Guidelines as shown in Appendix 12.

LOGO

For their logo (fig. 30) we have created a version of the **hand sign and logotype with their name in white** on a colored background/banner for the website, making it more clean and streamlined. We also created a **black version for use on white backgrounds**, and kept the version in their **signature red for use** as eg. motion graphic text elements on videos.



Fig. 30 Killer Kebab Logo variations in black & white

We have used the **graphic elements** they have (hand signs) as features such as **GIFs** and eg. as an animation when checking out in the ordering process on the website. We also utilized them as **emojis in their bio on Instagram**, as well as when communicating in the captions, really emphasizing that **friendly, rock'n'roll** feel so linked to their personality and tone of voice (see examples further down under Social Media Strategy).

COLOR & TYPOGRAPHY

For their color palette (fig. 31) we decided on **one type of red**, as they had several previously and no consistent color use. We added **HEX codes** to our palette, so that the colors can now be used consistently in all types of communication. We drew inspiration for them mainly from

our moodboards eg. the yellow and from Killer Kebab's current website eg. the tahin color. We also added a **hierarchy to their typography** (fig. 32), with Chelsea Market being their primary one to **reflect their quirky & fun personality.**



Fig. 31 Killer Kebab Color Palette

TYPOGRAPHY			
CHELSEA MARKET REGULAR	RALEWAY REGULAR	RALEWAY BOLD	COURIER NEW REGULAR
ABCDEFGHIJKLMNO PQRSTUVWXYZ	ABCDEFGHIJKLMNO PQRSTUVWXYZ	ABCDEFGHIJKLMNO PQRSTUVWXYZ	ABCDEFGHIJKLMNO PQRSTUVWXYZ
abcdefghijklmnpqrs uvwxyz	abcdefghijklmnpqrs uvwxyz	abcdefghijklmnpqrs uvwxyz	abcdefghijklmnpqrs uvwxyz

Fig. 32 Typography for Killer Kebab

STYLE

The **photography style** (fig. 33) is based on what they had expressed in the brief - that they want it to **look spontaneous** and not too polished, and in a way that is possible for themselves to attain without the use of an outsider.. For both the website and the social media content, we have chosen to utilize a **mix of gifs, stop motion videos, motion graphics videos, regular live action videos and general photography**, to capture the personality, atmosphere, and style behind Killer Kebab and their physical shop.



Fig. 33 Killer Kebab's style inspired by their current content

B. SOCIAL MEDIA STRATEGY

PLATFORMS

Our major social media goal is to increase **brand recognition and online influence** by creating interactive and engaging content on two main social media platforms, Instagram and Facebook. We will primarily be focusing on Instagram (fig. 34) mostly, staying up to date with the platform's newest features as to **create exposure** as it is said that, "using their latest features (such as Instagram reels) help drive adoption, so it's a good idea to jump on the **latest trends** and take advantage of this extra boost." (Later.com and Warren, 2021)

CONTENT TYPE & FREQUENCY

In order to **increase engagement and visibility**, we are aiming for a frequent and consistent posting schedule of about **2-3 posts/week**. To improve our ranking with the Instagram algorithm the best thing to do is to drive as many interactions as possible through likes, comments, DM's, saves and shares. (Later.com and Warren, 2021) One of the ways we aim to do this is by creating a strong sense of community around the business by eg. **using user-generated content and relevant hashtags as listed further down.**

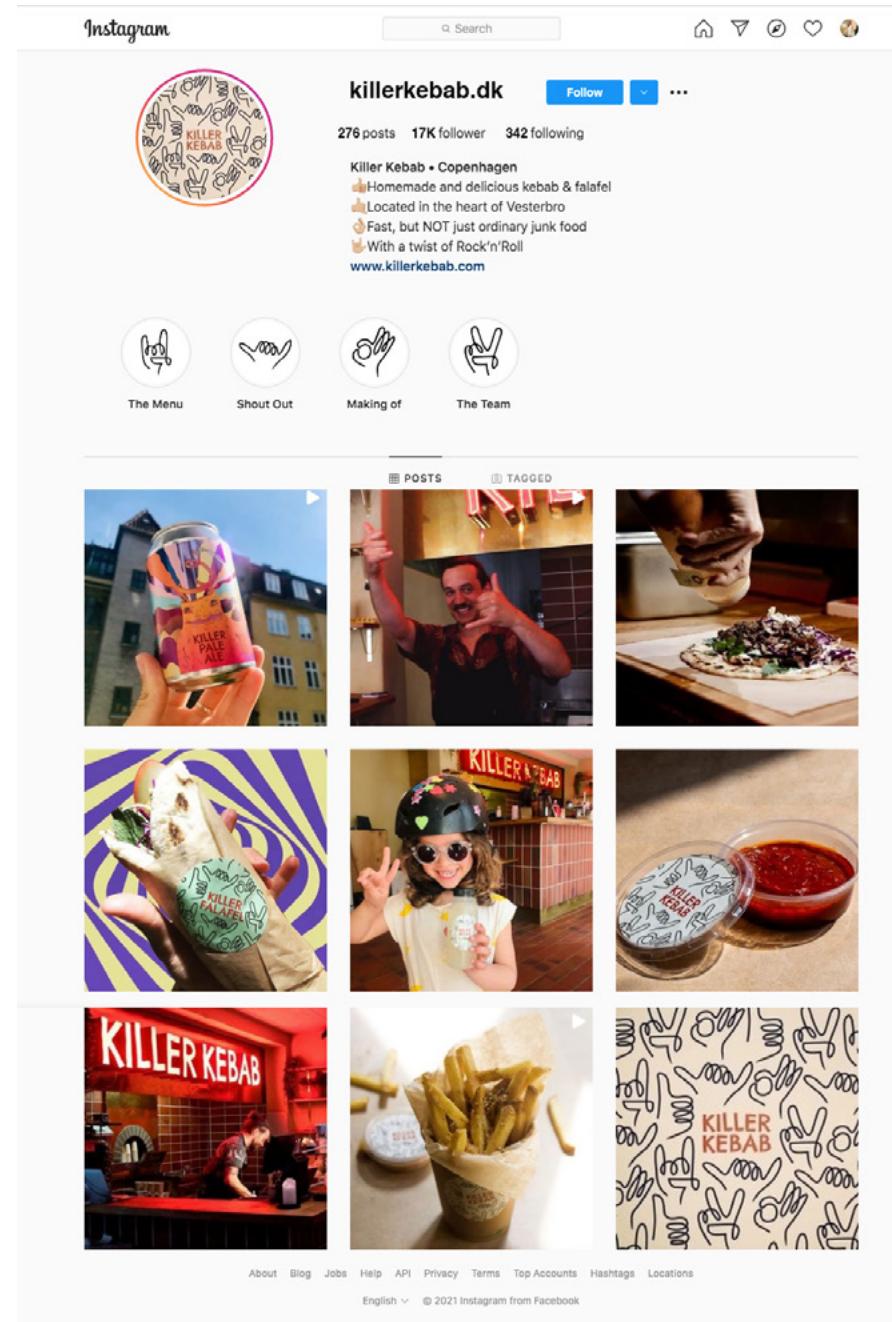


Fig. 34 Example of our Instagram feed for Killer Kebab including photography, behind the scenes, videos, GIF's and a collaborative ad

VIDEO CONTENT

We have mainly focussed on producing video content for Killer Kebab as “**video posts generate more user engagement than photos on Instagram.** This is huge for brands who are looking to win with Instagram’s new algorithm which tracks user engagement in your posts to determine whether or not to display your content.” (Lee 2019)

ADS

We are also using video to create **short ads** that they can implement on both Instagram as well as Facebook. As they mentioned, they are currently not using ads, however video could be a great way of **promoting their brand, gaining more exposure and widening their reach.**

As they are very laid back in their personality and a hardcore sales approach wouldn’t suit them, we have focussed on producing ads that “make sense for the type of content you’re promoting - if your organic posts received a lot of likes, consider running them as an Engagement Ad.” (Lee 2019) This is also one of the reasons we have chosen video for the majority of their content, as these can be placed on their feed, they can monitor the users’ engagement, and in case these would show to be popular, **can easily be turned into ads.**

HASHTAGS

The use and importance of hashtags **differ wildly between Facebook and Instagram.**

The use of it in Facebook has different opinions on the internet and should be followed upon in the future to see if it is successful. This could be followed in Facebook’s insights. It is possible to see the breakdown of the engagement rate and see if the use of it mattered in the end. (Dopson 2020)

Nonetheless, it is **advised to use hashtags that are smaller**, much more niche to attract the audience that is relevant to the industry.

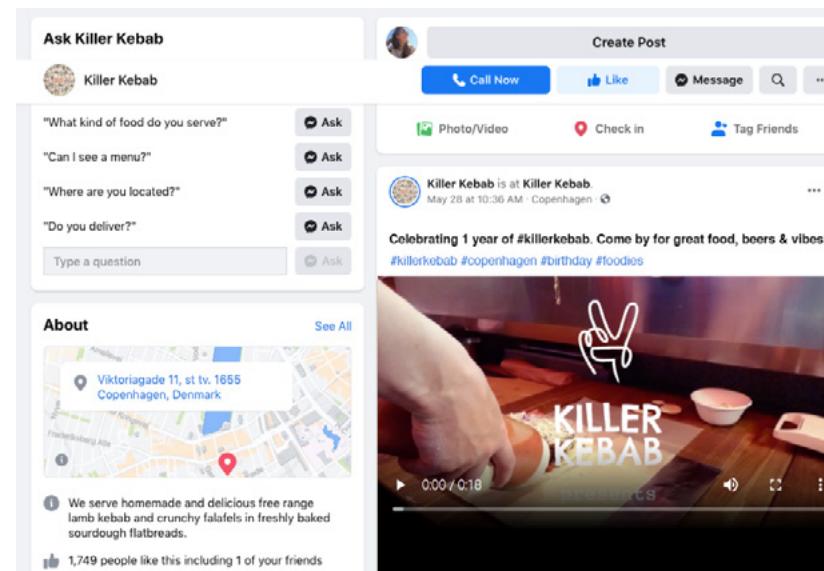


Fig. 35 Example of our Instagram post in collaboration with Lervig

Fig. 36 Example of Facebook post to be used as an ad for Killer Kebab’s 1 year anniversary

(Chacon 2021) According to W3 Lab, there is research done that shows that posts that have at least one hashtag get a 12.6% higher engagement compared to posts that do not have hashtags. (Sovrilic n.a.)

For Instagram we have researched the competitor's use of hashtags and the most common ones have been listed down below. (fig. 37) While looking at the competitors' use of hashtags, the **best performing** ones seemed to be containing **more than 10 hashtags**. Nevertheless, we noticed that not all posts that were popular used hashtags, so as not to overdo them we will switch posts up where some will contain more and others less. We have elaborated on different hashtags (fig. 38) and their reason for using them in our Social Media Guide on the next page and in the Appendix 12.

User-generated content hashtags comes in different forms, from simply sharing user's photos, to photo contests, to product or company reviews. This is different because Killer Kebab cannot control what gets posted, though it comes with the advantage of creating a community and getting more exposure. One way to do it would be that users submit photos by posting entries on their own accounts using a specific hashtag created by Killer Kebab. While the audience may be more than happy to share content without any prizes attached, adding a giveaway definitely helps to sweeten the deal and boost engagement. It would ask for three simple things (Peters n.a.):

- Follow the Killer Kebab account
- Share using the hashtag #killerkebab
- Tag 2 friends in the comments

Where and how you can find niche related tags?

The image shows a user interface for a hashtag research tool. At the top right is a search bar with the placeholder text "Find the best Instagram hashtags for you by:". Below the search bar is a numbered list of six steps:

1. Researching your audience
2. Checking out your competition
3. Researching Industry leaders
4. Finding related hashtags
5. Going through the TOP POSTS for your hashtag
6. Searching for the hashtag that has the largest number of posts in your niche

Badshahnyc	Kosk Kebab	Other
#fooodtodiefor	#kebab	#falafelrecipes
#greatfoods	#kbh	#vesterbro
#homemadefood	#kobenhavnerliv	#kebabvesterbro
#onlinefood	#kobenhavner	
#hellskitchen	#elskerkebab	
	#kebablovers	
	#mitkbh	
	#lækkermad	
	#godmad	
	#fries	
	#delinmad	
	#food	
	#foodlover	
	#cphfood	
	#cphrestaurants	
	#cphfoodie	
	#cphguide	
	#copenhagenfood	
	#foodies	
	#foodielife	
	#lunch	
	#lunchtime	
	#lunchdeas	
	#happyday	
	#celebration	
		#dip
Falafel Factory		Gasoline Grill
#lunch		#organic
#foodlover		#okologi
#lovefood		#oko
#streetfood		#mereokologi
#powerfood		#delditkbh
#chilli		#firstwefeast
#tahin		#visitcopenhagen
#hummus		#eatmunchies
#original		#delicious
#pita		#wegotyou
#tahindressing		#serioseats
#vegetarian		#gamechanger
#vegetarsk		#supportlocal
#lunchtimw		#supportyourlocal
#spread		#eat
#frokost		#feedfeed
#salad		#fries
#lemonade		

Fig. 37 Research of competitors' hashtags

HASHTAGS

Use of hashtags differ for Instagram and Facebook.

Facebook:

Do not use hashtags on every post, and focus on specific cases like events or promotion. Use 1-3 hashtags and use something relevant that people can filter on to find more relevant conversation. Use hashtags only when it feels natural.

Instagram:

Below you will find examples of possible hashtags for Instagrams use of Killer Kebab:

- **Try to incorporate # in the sentence.** For example: "Who doesn't love #dukkah?"
- It is recommended to **use a variety of hashtags** in the posts and stories so that it would reach different communities. For example, use #healthyfood to reach users looking for healthy food or #cravings to get the attention of people looking for something to satisfy their cravings.
- **Product or service hashtags.** Related to the product, for example: #kebab #falafel
- **Industry niche hashtags.** To indicate specific work and narrow it to our product, for example: #homemade #dukkah #vesterbrofoodies

- **Branded hashtags.** Helps to build a community around Killer Kebab, it can be the slogan, or the name of the specific product or Killer Kebab as a business name. For example, #itsakillerkebab #killerbeer #killerkebab
- **Campaign hashtags.** If a campaign would be used in the future, it is a good idea to use related hashtags and keep track of the activity relating to the campaign.
- **User-generated content hashtags.** It comes in different forms, from simply sharing user's photos, to photo contests, to product or company reviews.
- **Instagram community hashtags** for your Killer Kebab. It is a great way to get more visibility among other Instagramers who do what you do, for example: #kebabcommunity #kebablovers
- **Event hashtags.** In case Killer Kebab would choose to make an event or a pop up, the use of it would be beneficial.
- **Cultural movement hashtags.** "Cultural movements such as Black Lives Matter, LGBTQ+ Pride, and feminism have hashtags on Instagram (#BlackLivesMatter, #Pride, and #feminism, respectively). Use these hashtags to uplift voices, share information, and make your company's stance clear."
- **Location hashtags.** It's a great way to target people in the area, for example #vesterbro #danishfood
- **Phrase hashtags.** Phrase hashtags such as #healthyfalafel and #eatwell can hint at what you do while providing inspiration to users.

Fig.38 Use of hashtags as in our Brand Guidelines



Heart Comment Share

1 like

killerkebab.dk Homemade wild sourdough flatbread
✓ Juicy free range lamb ✓ Best start of the weekend ✓
👉 #killerkebab #copenhagen #vesterbro #food #foodies
#kebablovers #freerange #tasty #delicious #homemade
3 days ago



Heart Comment Share

14 views

killerkebab.dk It's Fries-day!! 🙌🍟👍 #killerkebab
#itsakillerkebab #vesterbro #copenhagen
#copenhagenfoodies #danishfood #vesterbrofoodies
#kebablovers #dukkah #eatwell #fries #visitcopenhagen
#cphfood



Heart Comment Share

1 like

killerkebab.dk Never to young or too old to
#letthegoodtimesroll! 🙌 We're open all week for lunch &
dinner from 12-20:30, so bring your friends & family and
enjoy some good vibes & tasty rolls! 🍔 Kids love our
homemade lemonade & falafels, so there's something on
the menu for everyone! Cheers! 🎉



Figs. 39, 40 & 41 Examples of our Instagram posts content & tone of voice, with a variety of hashtags and ways of using them - including geolocation tags for Copenhagen, Vesterbro and Viktoriagade

2. CONTENT PRODUCTION

As part of our strategy to improve Killer Kebabs brand and social media exposure we have decided to **expand their content library**. We have agreed on creating a **broader range of content**. The whole process started with content brainstorming.

A. BRAINSTORM

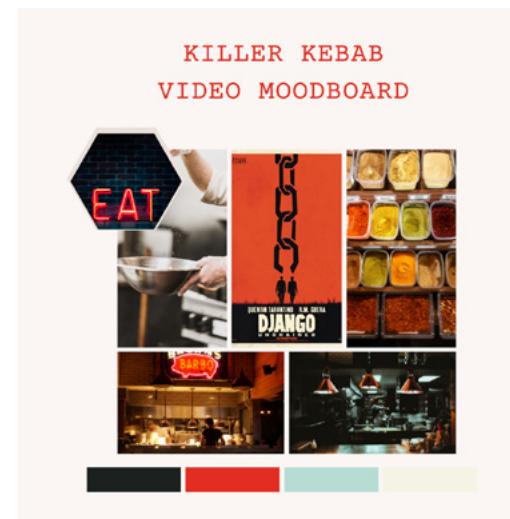
The content team has started with the **ideation** of all the possible and **advantageous implementations** that could be used by Killer Kebab. We have looked into competitors use of social media and websites and decided to implement a range of content which included:

- A medium length video for the website
- Ad video
- GIFs
- Stop motions for Instagram Feed
- Motion graphics
- Reels
- IGTV video

B. WEB VIDEO

Video implementation in websites has been identified as an **emerging 2021 trend** and we have decided to implement it in our web size solution. The team has envisioned the website's video to be a **slower, more sensual imagery that would tease**, and invite the customer to visit Killer Kebab and try their food. In the client brief, Killer Kebab has mentioned that they want to show all the hard labour they put in their food and show that everything is homemade, therefore we have portrayed

it in our video (<https://youtu.be/-aegTgsjXtQ>). It also includes the atmosphere that follows once you are in the shop. We have created the **synopsis of the video**, which had a **log-line, concept, treatment, shot and prop list, visual style and sequence of the shots** for production as shown in Appendix 10. We have also created a moodboard (fig. 42) for the video as shown below.



Figs. 42 Video Moodboard

We have used several types of **videography tools**, which was a hand-held DSLR camera to get a **better depth of field of the sensual shots**, the movement imperfections have later on have been adjusted using **Adobe Premiere**. We have also used a DJI Osmo + camera that has a gimbal implemented and therefore were great for shots with movement. As the video for the web has to be of size that would not lag and would be easy to load, the length of it was kept short, the video afterwards was compressed also for the best possible outcome. The **video format was shooting at 60fps**, which allowed us a possibility for **slow-motion in post-production**.

C. AD VIDEO

Killer Kebab is currently not using ads, however **video ads** could be a great way of **promoting their brand**, gaining more exposure and widening their reach. We have produced a short, playful stop motion video with a call-to-action **promoting their Lervig Pale Ale** to be placed on their Instagram feed which they can monitor and can easily be turned into an **ad for stories or in between the target users' feed**. We have also created an **ad to promote their 1 year anniversary** that will be coming up in September for Facebook. It was edited in **Adobe Premiere Pro** into an 18-second video keeping into account the users' attention span. We added **royalty-free rock'n'roll music from YouTube Audio Library** in line with their brand identity and added text and motion graphics to send our message across. The video makes use of our **DJI Osmo+ footage** which was used to film smooth movement shots, making the **video dynamic and still interesting** to watch even when muted. (<https://youtu.be/DSghVgOMVsw>)
(<https://youtu.be/IO-iWPierPs>)

D. GIFS

As animated GIFs are relatively small in size, and do not require a plugin for most browsers to load, we have decided to **use them in our web-solution**. Too many GIFs, however, can slow the webpage, therefore we have used them with caution.

To show off the personalities of the staff we have decided to use **small GIFs of two staff members**: Ulv and Adam. The GIFs were kept short and in our opinion, entertaining. This time we have used a different approach to create them, we took **snippets of the video shot** by us and created the GIFs using an online platform. We have also added a GIF in

the welcome banner to show off the core qualities behind Killer Kebab, which are "Healthy, Homemade and Delicious".

<https://youtu.be/EgdO5Yb-Lgw> / <https://youtu.be/IULUkCqIZdo>

E. STOP MOTION

To **increase the playfulness and display the making of food** we have decided to create stop motion videos available for use in social media, with the primary focus of Instagram. As the content team consisted of three member we have decided to create three posts:

- Making of the falafel roll (<https://youtu.be/yh3xjITI-bQ>)
- Eating fries (<https://youtu.be/tsJknngJ6Ns>)
- Eating falafel sandwich (<https://youtu.be/CELYz3UEn5s>)

To create stop motion videos we have taken a series of **RAW images using a tripod and making small adjustments**. We have decided to shoot the images using RAW format as it **withholds much more information which is crucial in color correction**. We have exported all the files to JPG and imported them **in stack to Photoshop**. We have created a **timeline** and chosen our preferred times between frames. We have exported it in two formats: **a GIF and a video**. We have decided to primarily focus on the video version as in social media it is allowed to use music for the background of the video and this option is not available for GIFs. We imported the videos to **Adobe Premiere, added music from Adobe Sound Collection**, which gives royalty free music to use in Instagram and Facebook or Youtube Audio Library and added Killer Kebabs logo to increase brand recognition.

F. REELS

We have created some content for Instagram reels to stay **up to date with the platform's newest features** as to create exposure as it is said that, *"using their latest features* (such as Instagram reels) help drive adoption, so it's a good idea to jump on the latest trends and take advantage of this extra boost. (Later.com and Warren, 2021)

We went for something in line with their personality and created one **reel that shows the before and after of going into Killer Kebab** to show how the experience enlivens the customer and one comparing a regular kebab shop where the customer is just sitting around waiting for their order with the impressions at Killer Kebab, mostly because of their neon sign and fresh produce. (<https://youtu.be/HtXeks2UbQ>) (<https://youtu.be/N8nKYXWMMCU>)

G. IGTV VIDEO

As mentioned already, we decided to increase our interactions with the features of instagram, **in order to use the algorithm in our favour**. Therefore, we decided to create, amongst other things, an IGTV video. While many use the feature for long, live streamings or Q&A type of videos, which definitely would have been cool as well, we decided to do a short, sensuous video that would **introduce the brand to the consumer who lands on their IG account**, maybe not knowing Killer Kebab already. We decided it was a good idea, since Killer Kebab is such a young company and needs to establish themselves and clearly communicate who they are. This way there will always be a video showing the atmosphere, staff and food that is available at their shop in Viktoriagade. Sometimes speaking to the senses is more valuable than trying to convince the intellect in people, which is why we ended up with the IGTV that we did. (<https://youtu.be/F3ZwNHSqXSw>)

H. IMAGES

In addition, as their current menu items are listed without images we have decided to update it and include a section with why Killer Kebabs items to be sold are different, we wanted it to portray it with imagery, therefore we took some additional shots. To achieve a **better depth of field for the images we have used a smaller aperture**, which allowed the images to be in brighter mode, **allowing the ISO to go lower and reducing unwanted grain**.



Figs. 43 Examples of our product photography for Killer Kebab

II. WEB DEVELOPMENT

Knowing that a prototype is a computer-based **interactive representation of the product** in its closest resemblance to the final design in terms of **details and functionality** (Smith 2020), for this project we decided to take a little more time in creating **high fidelity prototypes** so the user was able to have the final look and feel of our solution to make the experience as real as possible and with the wireframes, for this step we **focused first on mobile devices** moving then to desktop afterwards. The **wireframes allowed to focus only in the functionality** of the site as much detail as possible and with the **high fidelity prototype we were able to focus in the UI design**.

1. HIGH FIDELITY PROTOTYPE

ENJOY THE PROTOTYPE FOR MOBILE

<https://www.figma.com/proto/li7Z10pWyl3xDHN7LG7IK/High-fidelity?page-id=0%3A1&node-id=194%3A0&viewport=-1420%2C-7845%2C0.8023356795310974&scaling=scale-down>

ENJOY THE PROTOTYPE FOR DESKTOP

<https://www.figma.com/proto/li7Z10pWyl3xDHN7LG7IK/High-fidelity?page-id=6%3A663&node-id=202%3A880&viewport=246%2C114%2C0.06403486430644989&scaling=min-zoom>

Item	Description	Price
KILLER KOMBO	KEBAB or FALAFEL + FRIES + DIP + SOFT DRINK OR LEMONADE	125,-
KEBAB	W. painted cabbage, red onion, flat leaf parsley, sunflower seed dukkah and our mint yoghurt spread.	79,-
FALAFEL	W. painted cabbage, red onion, flat leaf parsley, sunflower seed dukkah and our mint yoghurt spread.	79,-

60-30-10 RULE

To bring **balance to our composition**, we used the color palette thinking in this proportion to make the solution pleasant for the human eye. The **yellow color**, for example, is only used for **accents** in call to actions.



CONTRAST

The concept of contrast has been applied throughout the entire solution. Not only making sure that the website is legible but also **assisting the user** when having to decide between options.



ICONS

Visual representations of actions were implemented to answer user needs creating something easy to understand to use, and to access.

2. TECHNICAL DOCUMENTATION

A. JPG AND WEBP

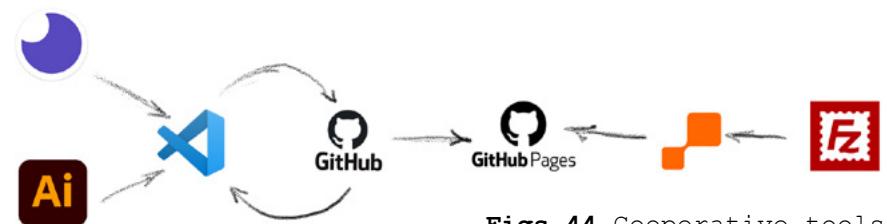
Images used in the website have been **exported according to sizing** needs using **Lightroom** in order to make them as small in size as possible but **without losing too much quality**. The **menu items have been resized to 500px** which is satisfying quality for the menu items as they are small. We have chosen to use two formats, **JPG and Webp**. We have done so in order to **maximize the website's performance**. JPG format is best used for photo images, as well as Webp, which is even smaller in size, though, unfortunately, not all browsers are able to read it. Browsers that are able to read Webp format would be loading it and the ones that are not would read JPG.

B. VIDEO

We have exported the video to **H.264** in order to get the highest quality video footage that significantly **reduces storage and enables best possible quality** with much lower bit rate maximizing our outcome. (Dan 2009) Nonetheless, for best performance in the website we have also used an **online compression** in order to reduce the size even more and get the smallest size possible to minimize the **users load and increase the website's speed**. We have tried to use **Webm** format for video as well, but surprisingly, when converted it has increased in size, therefore we have chosen to use compressed mp4 file singularly.

C. PROJECT MANAGEMENT

To achieve our goals in this project, we used different tools, such as **Visual Studio** to write and push our code to **GitHub** and from there work cooperatively on the development of our solution. We also used **GitHub Pages** to host our solution, **Restdb.io** to store and manage our database, **Insomnia** to generate our different functions to PUSH or GET data from our database, a **third domain to host our images** and **Adobe Illustrator** to generate the base of some of our SVG files. (fig.44)



Figs.44 Cooperative tools

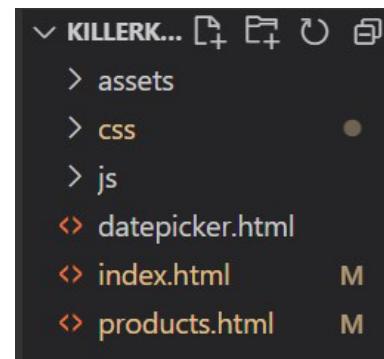


Fig.45 Folder view

The **structure of our folders** and files was as follows. In our mother folder are all our HTML files along with three other folders, one for our assets, another for our .css files and the last one for .js files. (fig.45)

This time we tried to approach this project creating the **mobile version first** to solve how to display the menu in the header and our different pop up modals. Our **homepage** is hard coded in **HTML & CSS because most of our content there is static**, and our **purchase page is mainly dynamic**. For our purchase page we created **different templates** to display our different classes of data and forms. (fig.46)

```
<!-----templates----->
<template class="productSmallCard">
  <div class="smallCardContainer marginTop">

    <article class="smallCard">
      <div class="infoImg">
        

      <div class="infoProduct">
        <h2 class="productName">Kebab</h2>
      </div>
    </div>
    <div class="priceAdd">
      <input type="hidden" class="category" />
      <input type="hidden" class="input-image" />
      <p class="priceWrapper"><span class="price modal"></span> kr.</p>
      <button class="btn-add" type="button" data-id="1">
        <!--  -->
      </button>
      <div class="checkmark"></div>
    </div>
    <input type="hidden" class="category" />
  </article>
</div>
</template>
```

In the team we agreed to use very **descriptive names** for our classes and id's like `<form id="-categoryFilter">` `<section class="hero">` and on **GitHub** create branches with names related to the work we were doing. After excluding merges, we have pushed 62 commits to master and 64 commits to all branches. On master, we have 42 files changed and there have been 3.334 additions and 225 deletions. (fig.47)



Fig.46 Example of our template and different classes of data

Fig.47 Timeline of commits in the repository

D. HTML

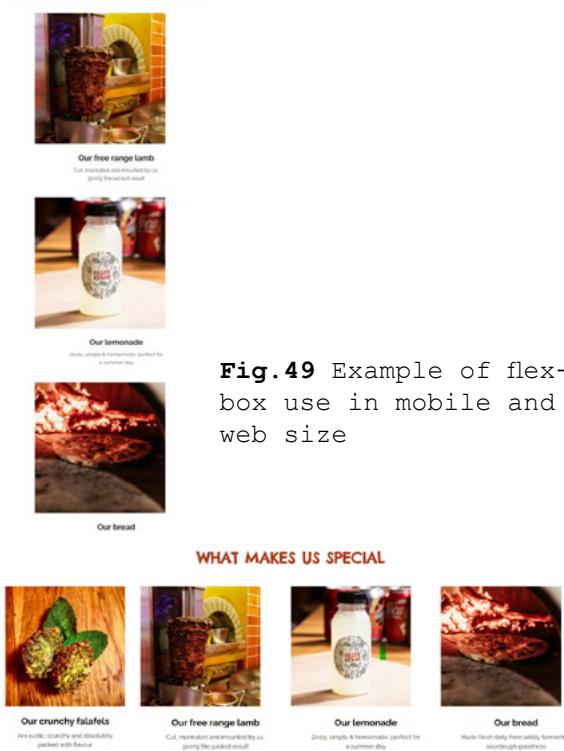
For our HTML documents we tried to use the most **appropriate semantics**, especially for our **titles, sections and navigation**, and good container structure to help us to layout the webpage. We separated our homepage in sections and the sections in articles, also we used **templates for our dynamic content** on the purchase page and **forms for handling information** (fig.48).

```
<section>
<section class="different"> ...
</section>
<section class="menu"> ...
</section>
<section class="findUs">
<h1 id="spotify">Find us</h1>
<div class="findUsWrapper">
<article class="hashtag"> ...
</article>
<article class="tunes"> ...
</article>
</div>
<div class="location-hours">
<article class="location"> ...
</article>
<article class="hours"> ...
</article>
</div>
</section>
<div class="optionsTakeaway hidden"> ...
</div>
</div> You, 2 days ago + take a way
</div>
```

Fig.48 Examples of semantical structure of the code and template structure

E. CSS

For this project we created a **group of variables** with the values of the **colors and fonts** we had specified in our visual guide, besides some repeated sizes. In order to help us to make the webpage responsive we used DIVs (**"containers and wrappers"**) in our HTML and flexbox in CSS to take advantage of the **flex-box-wrapper and flex-direction**, that helps us to change from horizontal layout to vertical, without using that much **media-queries**. (fig. 49)



F. RESTDB.IO

I. DATABASE

In order to make our site dynamic, we have to store the data that we would like to place on our site, on an **external database**. For that we have chosen to use restdb.io because it is really **user-friendly and great when collaborating in a team**.

In our database we created **3 different collections**, products, orders and customers. This time only orders and customers are connected and is only in one direction. Customer is a child of orders. And each order can have only one customer (fig.50).

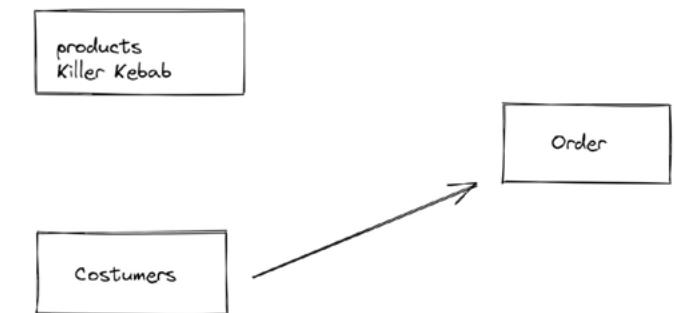


Fig.50 Restdb.io collection structure of the database

II. DATATYPE

When planning the way we were going to **structure our collections of data**, we decided which type of data we will include in the fields.

For our **collection of products** we have text, rich text, money, number and option, we used rich text in the field of description of the product so we could apply some style as an unordered list like in the case of the combos, And options in the categories of the products so they are **consistent along all products**. (fig.51) For our collection of orders we used a field that is related with our customer collection, json, boolean, date and time. **For the cart field we used the datatype JSON** to store all the information about the products in an array of objects that represent each of the products in the cart. And in the customer field we have the relation to our customers collection so with the **id of the customer** we can get the rest of the data of our customer. (fig.52)

And last but not least we have our collection of customer data, in this collection we use text and email. (fig. 53)

III. CATEGORIZATIONS

In our purchase page we want to **filter the products** of Killer Kebab so that's why we cat-

Name	Type
product	A text
image	A text
description	richtext
price	money
category	option
importance	number

Fig.51 Display of types of data of product

Name	Type
customer	killer-kebab-customers
cart	json
payed	bool
dateO	date
timeO	time
pickedUp	bool

Fig.52 Display of types of data in relation to customer collection

Name	Type
name	A text
email	@ email
telephoneNo	A text

Fig.53 Display of types of data of the customer

egorized them into combo, killers for the main dishes, sides, drinks and dips. To display them in the proper order when all of them are added we added an **extra field call importance** that has numbers so we could sort the list using that index.

G. INSOMNIA

I. ENDPOINTS

We used two different types of endpoints with their variants in our urls to fetch the filtered products or all of them in the order we want them.

```
urlFetch = `https://reicpe-gcc2.restdb.io/rest/killer-kebab-products?q={}&h={"$orderby": {"importance": 1, "product": 1}}`; to get the product list order by our index importance and urlFetch = `https://reicpe-gcc2.restdb.io/rest/killer-kebab-products?q={"category": "${KK-category}"}`; to filter by category our product list. On the other hand we used urlSearchCustomer = `https://reicpe-gcc2.restdb.io/rest/killer-kebab-customers?q={"email": "${email-Customer}"}`; to search in our customer database the email of the customer who is ordering to check if it is existing or not.
```

H. JAVASCRIPT

We are using JavaScript in our web pages mainly to **handle our dynamic data, and to add event listeners to different elements of our DOMs**. We code everything in vanilla javascript ourselves but we take part of the code in the const CART from:

<https://github.com/lacjkea/CART/blob/14plusAndMinusNextToInputElement/script.js>

We tried to keep our JS files as organised as possible. Putting in the top our **constants and variables** that will be used in all the scope follow for the event listeners after that some conditions and after the functions, that at the same time we tried to organize in order of use.

To handle our dynamic data we are using url-parameters and local storage to transfer info from one page to the other like the time to pick up the order, as well we used the URL-parameters to tell our functions which category we are filtering such as drinks or dips.

```
location.href = `products.html?category=${categoryValue}#startFetch`;
```

① 127.0.0.1:5500/products.html?pickupdate=2021-06-05&pickuptime=22%3A51

In order to manipulate the data in our site we used the `fetch()` method within its own methods **GET and POST**. "GET", to get information from our database when we want to display or use the information of the different products or when we need to search for an existing email in our customer database. And "POST", **to create new data and push it into our database of orders** or customers depending on the case. For example, we use the "method": "**GET and POST in the same function**".

We code this function in order to search and create a new entrance in our customer database if it is necessary. This function works in the following way.

From our **personal information** form at the moment we move to the payment step we take the email of the customer who is ordering. (fig.54)

Fig.54 E-mail request form

When we have the email we search for it in our customer database, using the URL with the **search endpoint storing the email** in the variable "emailCustomer". (fig.55)

```
function searchCustomer() {
  console.log("search");
  const urlSearchCustomer =
    "https://reicepe-9cc2.restdb.io/rest/killer-kebab-customers?q={" +
    "email": "${emailCustomer}" +
  "}";

  fetch(urlSearchCustomer, {
    method: "GET",
    headers: {
      "x-apikey": "606d5dcf5535004310074f4",
    },
  })
    .then((res) => res.json())
    .then((response) => {
```

Fig.55 Search endpoint storing the email

Then we wait for the response. At the moment we get it, our response will pass through a condition. Like the response is an array of objects, our condition says: if the length of the array is less than one, we need to create a new entrance otherwise take the id of the first element of the array and store it in the variable idCustomer. (fig.56)

```
.then((res) => res.json())
.then((response) => {
  console.log(response);
  if (response.length < 1) {
    postCustomer();
  } else {
    console.log(response[0]._id);
    idCustomer = response[0]._id;
  }
})
.catch((err) => {
  console.error(err);
});
```

Fig.56 Response conditioning

So the length of the array will be less than one if this is empty, that means it wasn't a match with the email, that is why we need to create a new entrance in our customer database. Then using the info of the same personal information form, **we created an object that will be POST in our database** (fig.57) entrance in our customer database.

```
function postCustomer() {
  const payload = {
    name: nameCustomer,
    email: emailCustomer,
    telephone: telephoneCustomer,
  };

  fetch("https://reicepe-9cc2.restdb.io/rest/killer-kebab-customers", {
    method: "POST",
    headers: {
      "x-apikey": "606d5dcf5535004310074f4",
      "Content-Type": "application/json",
    },
    body: JSON.stringify(payload),
  })
```

Fig.57 Payload const

And when we get the response of this POST we **will get the id of the new customer** and we will store it in our variable idCustomer (fig.58).

```

.then((res) => res.json()) // <= it was necessary
.then((response) => {
  console.log(response);
  console.log("newCustomer");
  console.log(response._id);
  idCustomer = response._id;
  // searchCustomer();
})
.catch((err) => {
  console.error(err);
});

```

Fig.58 ID variables

One of the biggest challenges in this solution was to have the option of costumising the combos to achieve this task. We coded **3 functions** that are working in different stages of the processes **using JSON, local storage and URL parameters.**

The process starts when we press the button to add a combo in our order. At the moment we press the button, the CART function adds the id of the product in the dataset of the button. **This is how we can add or take out products from our cart.**

The button "add" have an event listener of click, using this event we can log the information of the object that have the listener, so that is our first step in our function `popUpKombo(e)` using the method `this.dataset.id` **we get the id of the product.**

Then we will try to read the key "combol" from the local storage, if the "combol" exists we will set the variable `combol="combol"` otherwise we will call another function that will set `combol` and "combol" to 1. (fig.59)

```

function popUpKombo(e) {
  console.log(this.dataset.id);
  let x = this.dataset.id;
  combol = localStorage.getItem("combol");
  logComboICounting();
}

```

Fig.59 popUpKombo function

After that, **the function will copy the cart in a variable** and will find the match of the id of the product and will **return the index of the position in the array of the object** at the same time the function will create a new id combining the combo id plus the suffix created with the word `combo` plus the index "combol". Having the object we set the new id into it. And we increase "combol+1". The next step will be to empty the cart in the local storage and replace it with the new cart that includes the combo with the new unique id. To sync the cart we initialized again. (fig.60)

Afterwards the function will calculate the price of the combo with a beer using the constants with the prices. Then it **will clone the template with the form that contains the options of the combo**, will add

```

console.log(JSON.parse(localStorage.getItem("orderKK")));
const bags = JSON.parse(localStorage.getItem("orderKK"));
const index = bags.findIndex((bag) => bag._id == x);
newComboId = `${x}-combo${combol}`;
bags[index]._id = newComboId;
combol++;
localStorage.setItem("orderKK", []);
localStorage.setItem("orderKK", JSON.stringify(bags));
console.log(combol);
console.log(bags);
CART.init();

```

Fig.60 Giving the combo a new ID

some event listeners to the buttons, set the price and after that will append it. Once the form is in the DOM the function will add an event listener on "change" in order to change the price if it was in need after clicking an option with an extra cost. (fig.61)

```
comboBeer = comboPrice + extraForBeer;
const template = document.querySelector("template.modalCombo").content;
//clone
const copy = template.cloneNode(true);
//adjust stuff

copy.querySelector(".price").textContent =
| this.parentElement.querySelector(".price").textContent;
copy
| .querySelector(".bg-modal .btn-close")
| .addEventListener("click", closeModal);
//append
document.querySelector("main").appendChild(copy);

document.querySelector("#formCombo").addEventListener("change", (e) => {
  const radioBtn = document.querySelectorAll(".beer");
  const price = document.querySelector("#formCombo .price");
  const priceInput = document.querySelector(".priceInput");
  if (radioBtn[1].checked || radioBtn[0].checked) {
    price.textContent = comboBeer;
    priceInput.value = comboBeer;
  } else {
    price.textContent = comboPrice;
    priceInput.value = comboPrice;
  }
});
```

Fig.61 Calculate new price in order

And the last 2 steps in this function is to set the position and over which element our customized pointer will appear. And log the "combol" in the local storage using the function logComboCounting (fig.62).

```
//cursor
let cursor = document.querySelector("body .cursor");
document
| .querySelector(".modal-content")
| .addEventListener("mousemove", (e) => {
| | cursor.style.left = e.pageX + "px";
| | cursor.style.top = e.pageY - window.scrollY + "px";
});

logComboCounting();
```

Fig.62 Customization of cursor

When the form with the options of the combo are submitted the value of the options will be transferred as url parameters. Then we have a condition that checks if one of the options exists, if that is true then will call the last function in the process "addComboProducts" (fig.63).

```
if (comboSide) {
  console.log(comboSide);
  addComboProducts();
}
```

Fig.63 Checking if the order is a combo

In the function "addComboProducts" the values of the URL parameters will be stored in variables. Subsequently the function will grab the cart from the local storage stored it in a constant then using the length of the array minus one we can get the last element added that in this case will be the combo with the new id, following that the function change the value of the description using a unordered list with the value of the options. Then the cart will be stored again and we will initialize the **CART function again and calculated the total of the order (fig.64)**.

```
function addComboProducts() {
  combodrink = urlParams.get("drink");
  combodip = urlParams.get("dip");
  combop = urlParams.get("price");
  //grab de combo
  const orderX = JSON.parse(localStorage.getItem("orderXX"));
  combox = orderX[orderX.length - 1];
  //adjust stuff
  combox.price = Number(combop);
  combox.description = `<ul><li>${comboSide}</li><li>${combodrink}</li><li>${combodip}</li></ul>`;
  //
  localStorage.setItem("orderXX", []);
  localStorage.setItem("orderXX", JSON.stringify(orderX));
  CART.init();
  calculateTotal();
}
```

Fig.64 Adding the customized combo in bag

3. FINAL WEBSITE

A. UX HIGHLIGHTS

I. NAVIGATION

As we wanted to help the user to **have access** to Killer Kebab's sections at all times while being able to learn about their values and philosophy, we created a **simple navigation** in the **global menu** (fig. 65) as well as in the footer where we included a sitemap.

Local navigation is also included in the homepage to access the menu for example (fig. 66).

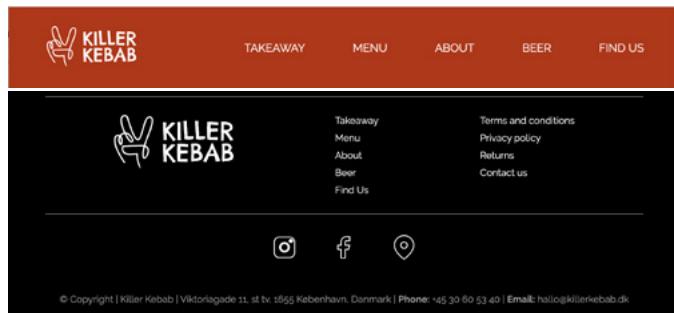


Fig. 65 Global navigation in header and footer in Desktop device

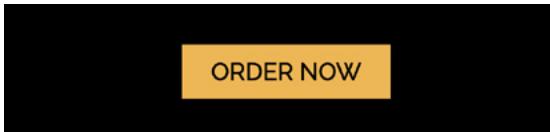


Fig. 66 One of the many local navigation examples implemented

II. FILTERS

Even though Killer Kebab does not have a massive amount of products, we decided to **implement filters** (fig. 67) in the product list. We implemented filters based on the different categories in the menu for the user to be able to have a **clean overview** of what they are looking for specifically.



Fig. 67 Filter option in the website

III. LAYOUT

As regards the layout of the site, we made use of **two different structures**, one for the homepage and another one for the **product & purchase flow** (fig. 68). This decision was made for two main reasons. On one hand, as we

have decided to use a one single page for the homepage, we wanted to create a **dynamic experience without losing the UI decision** to let the user know they are still in the Killer Kebab site. On the other hand, we agreed that both situations are different in a time perspective, the homepage is more for entertainment by showing information about the company, their values, their philosophy, while the purchase flow is related to decision making, where they need **more information and less distractions**.

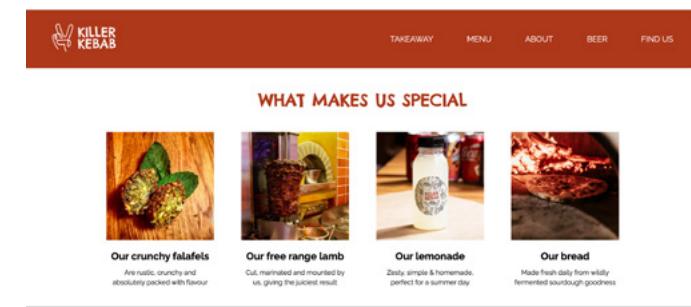
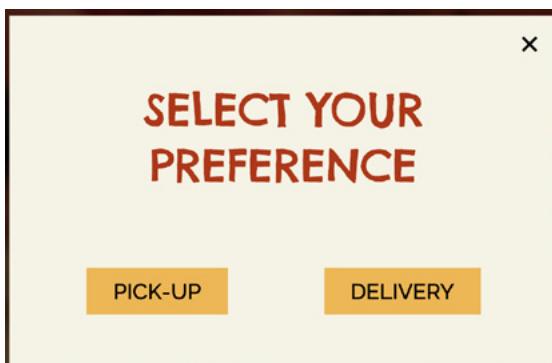


Fig. 68 Layout in homepage (above) and layout in product list (below)



IV. POP UP WINDOWS

Across the entire site, pop up windows have been designed to guide the user throughout the whole process, from the very first moment they want to know about Killer Kebab concept to the time they make the order. The amount of windows will depend on the device where the site is shown. Due to a space layout, in the desktop version both filters and orders are always shown whereas in mobile are displayed in pop up windows. To make this possible, several situations have been created and are as follow:



PICKUP/DELIVERY

When the user decides and clicks on the "Takeaway" call to action displayed in the homepage, the first pop up window comes to

action helping them to make the first decision. To get the order delivered, in which case they are directed to Wolt page, specifically to the Killer Kebab section, or to pick up the food. When selecting this last option they are redirected to our purchase flow page.



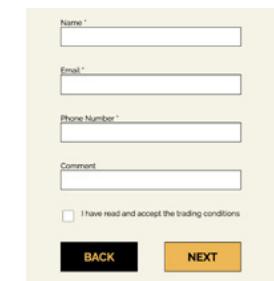
DATE/TIME PICKER

As soon as the purchase flow is open, a second pop up will be displayed automatically. This one helps the user by making them select the time and date when they want to pick up their food. In case the user doesn't want to decide but is looking for an effortless experience, the date input will be completed with the actual date, and the time input will show a selected time, 40 minutes after starting the purchase flow.



PREFERENCES IN COMBO

If the user decides to buy one of the amazing killer combos which includes a meat or vegetarian kebab, a side, and a drink, then a third pop up will allow the user to decide which specific product for each category they prefer.



PURCHASE FLOW

To finalise with the Killer Kebab experience, when the user is sure about their order and is ready to do the checkout, the last windows that will pop up are the actual purchase flow consisting of 3 steps, a personal information form, a payment information form and a confirmation message.



v. CONFIRMATION MESSAGES

To guide the user even more in our solution, we made use of css animations. In this case, when the user clicks in a product a color background with a centered tick icon are shown for a few seconds to let them know that the product has been added to the bag.



v. MESSAGES CUSTOMIZATION

To reflect the real Killer Kebab informal and laid back style in our solution, we decided to create a personalized experience by implementing a customization of the user name in the confirmation order message.

B. UI HIGHLIGHTS

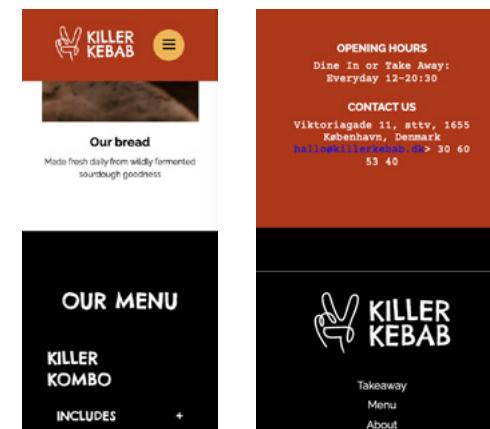


FALAFEL

W. pointed cabbage, red onion, flat leaf parsley, sunflower seed dukkah and our mint yoghurt spread.

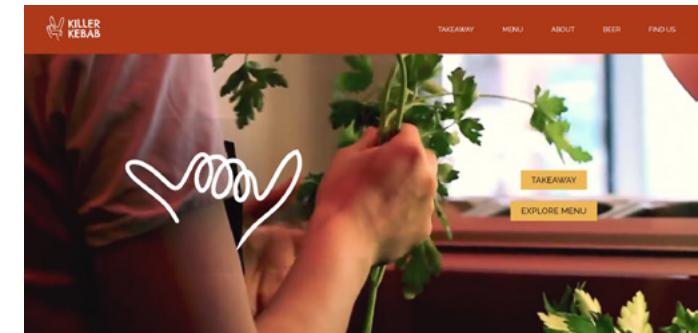
I. USE OF IMAGES IN MENU

One of the key insights we got from the qualitative interviews was that users mainly look for images when wanting to order food. We focused on this matter by adding not only pictures but also descriptive information about each one of the products that Killer Kebab has to offer.



II. SECTION DIFFERENCES

Having a number of sections in the homepage can be quite confusing, so to solve this issue we created each section in a different layout, always keeping the main structure, and we also designed them with different background colors to create dynamism and contrast.



III. HAND SIGNS

The Killer Kebab cool vibe is reflected all over the solution with small and not so small decisions. But to make it a bit more interesting we decided from the beginning to make use of the hand signs. These hand signs can be seen in the core values, the different sections, the customized cursor, and the confirmation button in this case as a cool animation.



TEST

With our content already defined, site up and running, and time to keep on **improving our solution**, we focused on testing our solution even more. As we explained in the different phases of this iterative design methodology, the testing stage already began early in the process, this is why in this particular section of the report, we will mainly focus on the highly useful methods we **conducted to review all our decisions** executed in the Prototype phase.

I. BERT TEST

To make sure that the **UI design decisions** made and applied in our website were reflecting the right emotions we had in mind from the beginning, we chose to do a BERT test (see appendix) with a total of **27 respondents** that told us how they feel about our design, specifically the homepage. As expected, the majority of the answers **were in our favour**. Emotions such as **"playful", "fun", "joyful", and "laidback"** were portrayed clearly. What we found interesting was when we asked specifically about the Rock&Roll vs Hawaiian style, the answers were pretty divided. In this case, even though it might seem a bit confusing or incorrect, this is something that we intended

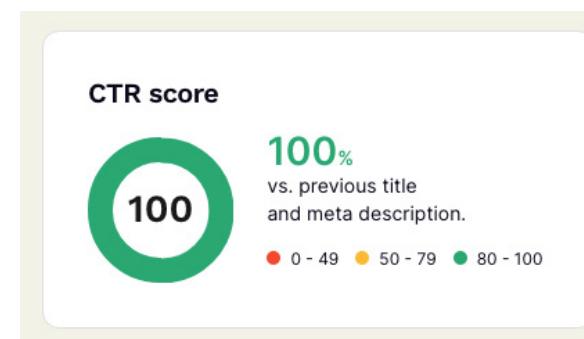
on purpose and we thought throughout the design after Ulv, from Killer Kebab, mentioned in the brief that this was their idea from the beginning.

II. SEO

When testing our website we got a **CTR score of 100%** (fig. 69) compared to the current Killer Kebab website and green check marks across the board on the list of suggestions (fig. 70), indicating an improved impact.

A heatmap (fig. 71) indicates seven red areas, which increases the **click-through rate** based on our use of keywords and power words.

We have also performed a **SEOquake test** which has added some additional possible improvements towards SEO performance on



Figs. 69 Optimal CTR score

current Killer Kebab's website. These revisions have been implemented in our solution and include:

Suggestions

Optimize your title and meta description for Google's search results to enhance the visual appeal that will bring a greater share of clicks to your website.

Suggestions	Impact
Your title is more than 50 characters. Perfect!	✓
Your title or meta description has the Call to Action-word try. Perfect!	✓
Your title has the Power Word unique. Perfect!	✓
Your title uses numbers. Perfect!	✓
Your meta description is between 120 and 165 characters. Perfect!	✓
Your meta description uses the Power Word quality. Perfect!	✓
Your meta description is 2 to 4 sentences long. Perfect!	✓

Figs. 70 Detailed description of our suggested improvement



Figs. 71 Heatmap of title on desktop

- > Implementation of **headings** in the HTML file
- > Addition of **alt tags** to all the images
- > Adding more text to the HTML code, as it currently holds only 5.33% ratio
- > **Specifying the language** in the HTML document
- > Adding **Google Analytics** to monitor the website (should be done by Killer Kebabs team in the future)
- > Adding a **favicon icon**

Mobile compliance

- AMP: It seems that this page does not have an AMP version. If you are a publisher, you should think about creating Accelerated Mobile Pages, which is an easy way to make your pages load instantly on any mobile device.
- Meta viewport: Good! This page has a typical viewport meta tag value compatible with most of mobile browsers. width=device-width, initial-scale=1.0

Need more checks? Drop us a line

Site compliance

- Robots.txt: Your website does not contain a robots.txt file. This can weaken your SEO. https://violajosephine.github.io/robots.txt
- XML Sitemaps: Your website does not contain an XML sitemap and that can weaken your SEO.
- Language: Great! You have specified your website's language. en
- Doctype: Great! You have specified the doctype. HTML5
- Encoding: Declaring a character/language encoding will significantly strengthen your SEO. It also prevents complication when rendering page. UTF-8
- Google™ Analytics: Google™ Analytics is not monitoring your website. We suggest taking advantage of this great tool.
- Favicon: It's good that you have a favicon image. https://violajosephine.github.io/killerkebab_exam2021/assets/favicon.png

PAGE SEO AUDIT

Passed: 9 | Error: 4 | Warning: 9 | Get 100-pages audit for FREE in 5 minutes provided by semrush.com

Page analysis

URL	Passed	56 characters – optimal. violajosephine.github.io/killerkebab_exam2021/index.html	Tips
Canonical	⚠️	No canonical tag is set for this page.	Tips
Title	✓	66 characters – optimal. Killer Kebab Copenhagen's #1 Unique Kebab & Falafel. Try it out!	Tips
Meta description	⚠️	140 characters – average. Most optimal 160 - 300 characters. Enjoy homemade, delicious & healthy takeaway inspired by the Middle East. Fresh sourdough. Crunchy vegetarian falafels. Tasty quality lamb.	Tips
Meta keywords	ⓘ	0 characters, 0 words.	Tips
Headings	⚠️	Your page implements HTML headings. H1 (5), H2 (9), H3 (4), H4 (2), H5 (0), H6 (0) <H1>: Our Vibe	Tips
Images	✓	All images have ALT attribute.	Tips
Text/HTML ratio	⚠️	44.91% – not bad. We suggest adding more text to your website.	Tips
Frames	⚠️	We see that your website has IFRAAMES. Usually this is not a problem for SEO if they are used properly.	Tips
Flash	✓	Not detected	Tips
Microformats	⚠️	This page does not utilize Microformat markup. You can validate your markup with the Google Structured Data Testing Tool .	Tips
Schema.org	⚠️	Your page does not utilize Schema.org markup. You can validate your markup with the Google Structured Data Testing Tool .	Tips
The Open Graph	⚠️	Your page does not have any Open Graph objects. You can validate your markup with the Facebook Object Debugger tool .	Tips
Twitter Card	⚠️	Your page does not have any Twitter Cards. You can validate your cards with the Twitter Card validator tool .	Tips

Figs.72 SEOQuake diagnosis of our website solution for Killer Kebab

III. LIGHTHOUSE

To improve the quality of the website, we performed **an audit using Lighthouse**, specifically for **performance, accessibility, progressive web apps and SEO** for the whole site for both Desktop and Mobile devices. The results were highly positive but we made sure to go through each one of the items mentioned in the report and implement the suggestions.



Figs. 73 Lighthouse metrics for mobile devices



Figs. 74 Lighthouse metrics for desktop devices

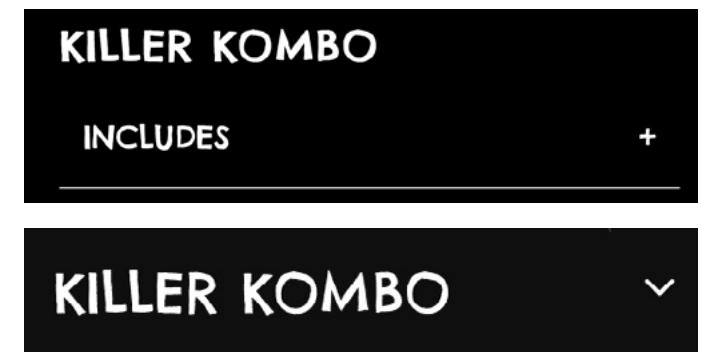
IV. THINK ALOUD TEST

To test our solution and its functionality, we conducted **5 Think Aloud Tests** on **4 participants between the ages 27-50**. We did this using our **Figma prototype**, which was highly functional, and more finished than our final solution. However, there were a few functionality glitches, which gave us insights that may not be problematic on the actual coded site. For instance, the header was not sticking on the desktop prototype, which one participant commented on. A fixed header is of course something we have included in the final solution.

Our test included **5 tasks, as well as 6 post-test questions**. One participant(50), in particular, mentioned that "I might be old-fashioned, but "our vibe" would make more sense if it was called "who are we" or something", meaning that she would have enjoyed that the section which introduces the company, be named in a clearer way. Since the company should appeal to a broad range of people of many ages, this could be something to consider, however, since the participant was almost 50 and out of their target audience(25-50), we decided to keep the "Our vibe" and to keep it modern, and **in alignment with the tone of voice of the client**.

That same participant also wished seeing the "our vibe" section even earlier on the site, whereas another participant(32) suggested that we put it a bit later on the site.

We were able, in the end, to conduct a Think Aloud Test on our actual solution with one participant (32), who tried to **add an order to the basket** when looking at the menu and mentioned that she **didn't realize that the menu didn't add to cart**. Because of this we added "See" in the "our menu" subheading and to expand the menu a conventional "arrow down" button, to indicate that the menu is mainly used to look at the products, and not to order through.



Figs. 75 Implemented change in the item icon based in one of the main insights of the Think Aloud Test

03.

CONCLUSION

SOLUTION

We focused on creating an online solution that differentiates Killer Kebab's brand through our **user interface decisions & content creation** that reflects their personality through consistent branding based on our Brand Guidelines that can be found in Appendix 12. When analysing the market we looked for several features to differentiate Killer Kebab eg. by **implementing video in the hero banner** that visualizes the making of their products as well as utilizing video content in their social media channels to **increase their user engagement** rate and widen their reach and ways of improving the digital customer experience eg. through personalization in the order confirmation and the **creation of a QR code** to display the menu taking the current pandemic into account and potential **low-cost guerilla marketing efforts**.

As we based our design process on Design Thinking we had a **user-centered approach to the project**, through which we were able to empathise with Killer Kebab's target audience, mostly through primary, qualitative research such as eg. **extensive interviews**. Here we identified most of the **pain points and user needs**, which we then implemented eg. the **lack of an ordering system** on Killer Kebab's current website. We have also created a menu structure that **includes imagery** of their products as well as a toggle structure to give the user a better overview of what they have to offer. We also took into account the creation of content, based on **SEO keywords** as identified in the report, that reflect their unique selling points in headers, the meta description and body copy, and in different website sections eg. the one that mentions **what makes them different** as well as features that highlight **their story & personality** such as eg. the hero banner video, their **Spo-tify playlist and GIFs in "Our Vibe"**.

In terms of digital content on Social Media we have based our production on the client's primary platforms (Instagram and Facebook). To appeal to their target audience and expand their reach we have looked into incorporating new features to rank higher in the Instagram algorithm such as **IGTV, reels and content such as short stop-motion** videos for their posts that could also be incorporated as ads. For stories we have created **highlights** emphasizing content that had been identified as appealing to their target audience through our primary research, when asking about their social media content preferences, and in line with our website solution such as eg. food photography, showcasing the menu, the team and a behind the scenes section. We have created a **Social Media Guide** for the client describing our suggested content style, tone of voice, manageable posting frequency and use of hashtags based on our research and in line with their brand that can be found in the Brand Guidelines in Appendix 12.

With our solution we aimed at communicating their **core values of being wholesome, homemade and friendly** in a way that would appeal to their **Millennial target audience** as described in our research and personas, through both their website and social media channels with **content and functionalities** that are relevant & in line with their brand, from their ordering system to the content on web and social media platforms.

THE FUTURE

I. ADDITIONAL TESTING

1. GOOGLE ANALYTICS

Currently Google Analytics is not being used to monitor the Killer Kebab website. We would advise the client to create a Google Analytics account to better understand the site and be able to check the performance of their products, content and/or marketing efforts. Through it they will be able to track their website activity and see more specific information such as the bounce rate, duration on the site and where their traffic is coming from to know what to adjust, focus on or improve

2. FACEBOOK & INSTAGRAM

In regards to social media, "the standalone Facebook Analytics tool, available at facebook.com/analytics, will no longer be available after June 30, 2021." (Facebook, 2021) Through their Facebook & Instagram for business account Killer Kebab can use Facebook Business Suite which, "enables you to manage your Facebook and Instagram business accounts and can show you detailed insights about your audience, content and trends." They would also be able to use the Ads Manager that, "lets you view, make changes and see results for all your Facebook campaigns, ad sets and ads." (Facebook, 2021)

3. HASHTAG PERFORMANCE

To track their hashtag performance on social media we would ideally recommend an online media monitoring and analytics tool. There are both paid services that they can utilize, as well as free tools such as Talkwalker.com, that can help track their current hashtag performance and monitor the conversation surrounding Killer Kebab, as well as show which platforms are performing best.

II. FEATURES IMPLEMENTATION

1. EMAIL CUSTOMIZATION

To improve the user experience and to go an extra mile in our project, one of the features that we would like to implement is email customization. This means that when the user actually finishes the purchase flow, an email is automatically sent to their email address to confirm the order. This is also related to the name customization in the message. For this we could eg. use the mail API in Restdb.io.

2. PERSONALIZED ORDER SITE

Even though we had a user centered approach for our solution, we don't want to exclude Killer Kebab from being able to actually use our solution. To make this possible, we would implement a site, with a consistent visual identity, where they can actually see the orders people made on their website.

3. GIFT CARD

When doing the pattern research one of the common services the competitors were offering was the possibility to buy gift cards. This is something that we didn't include in this report but we would definitely work with in next iterations since we agreed that it's a great way to promote Killer Kebab's experience even more and could expand their reach by utilizing current customers' network.

04.

DOCUMENTATION LOG

[Link to our project in a daily basis](#)

05.

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06.

APPENDICES

1. Client Debrief

<https://docs.google.com/document/d/1KC1OQsCvojboWjNzftGrK2ObZ5aZWnfYl9lUvQmzhU/edit?usp=sharing>

2. Asana board

<https://app.asana.com/0/1200314861260185/1200314861260185>

3. Interview recordings

https://docs.google.com/document/d/1W0tf_iCQFMGjB9z_jHABq3Y_PkX8j434zq4zB6aSK58/edit?usp=sharing

4. Interview Questions

https://docs.google.com/document/d/1W0tf_iCQFMGjB9z_jHABq3Y_PkX8j434zq4zB6aSK58/edit?usp=sharing

5. Interview Synthesis

<https://jamboard.google.com/d/1NPRg7BGEA3XxRgLM65JruwbIvP97j0gGa1btBi1k9HQ/edit?usp=sharing>

6. Survey Results

<https://docs.google.com/spreadsheets/d/1VbyeWKwpVP70VtH4Nek8XbljJgjre5EmR0bvai4lxg0/edit?usp=sharing>

7. Survey Questions

<https://docs.google.com/forms/d/1BniQlkNds-jLlpLv02icguvJr1g3TEtv87ZKXmtXWrY/prefill>

8. Customer journey mapping empathizing with personas

https://docs.google.com/document/d/1w_Beefwe00Uux9DAmUOysG2FMYEVcp1JBhY4a9oXqYM/edit#heading=h.jmh371155mp7

9. How Might We Statements

<https://jamboard.google.com/d/1NPRg7BGEA3XxRgLM65JruwbIvP97j0gGa1btBi1k9HQ/edit?usp=sharing>

10. Pre-production documentation

<https://docs.google.com/document/d/1AKpNyLXPq8qMLy-4hB2HspvjkTmLOTgeDRMHQORDUhA/edit?usp=sharing>

11. BERT test

https://docs.google.com/forms/d/1tI8bfq2wbi_GUVYGxDL6CxIMldFU8AF1WmJK59NOLXo/edit#responses

12. Brand Guidelines (Visual Identity & Social Media Guide)

<https://drive.google.com/file/d/1Jav0879up33gYb1gCrsktUMVey-hbkY/view?usp=sharing>

13. 5 second test

<https://app.usabilityhub.com/tests/75e94af39609/results/64c5f4b05de3>

14. Business Canvas Model - Miro board

<https://miro.com/welcomeonboard/uGJWW2IBwRIuv4b60fGsD70oF2mQls1fARvZZMVAWGqtndnUgVsEQxDvpspA7D4aU>

15. Crazy 8's - Dot voting

<https://miro.com/welcomeonboard/akOgeY62rli7vgebYQEYnKKdR4fpqDhXI2D8iy3F5Z6SLxFSi67QLQM27f6WoSS>

16. Sitemap

<https://miro.com/welcomeonboard/ZdQgXHaf0921H1VrcqRzQNfgill49u7cABHTtJjSYAG0RbnCEya25wRN1LhmBBxR>

17. PESTLE & SWOT elaboration

https://docs.google.com/document/d/1rO_xxyfz3XC4av09k_yFNmp7sLzaN-CQgxeuIb7WdNk/edit#

18. YouTube Video Playlist

<https://www.youtube.com/playlist?list=PLU71iCfcA2wiacNyqkxdsJUhBXGhSyjU5>

19. Who did what

<https://docs.google.com/document/d/1Be00RS9a5-q8gCRMhtDHV9b1RN0j0yCRuYox9ecnsrQ/edit?usp=sharing>

