

Bassett Street Brunch Club

Marketing research

Secondary research

Food websites UX design trends:

- **Colors**
 - Match branding colors
- **Photo-centric**
 - “55% spent fewer than 15 seconds actively on a page” --- need to grab attention
 - High quality
 - Relevant
 - Food, interior, exterior, people working
- **Clear Call-to-action**
 - Specific function

Secondary research

- **Simple menu**
 - brief description, portion sizes, nutrition facts
- **Clear typography**
 - Easy to read
- **Orient new customers by recommending top sellers**
- **Giving away free samples for new customers**
 - One trick for newsletter
- **Simple menu**
 - brief description, portion sizes, nutrition facts

Competitive analysis

1. Kuto - the TARTAR place



Features:

- Easy-to-find CTAs
- Menu with photos and detailed information
- Clear special section
- Social media presentation
- Clean interface
- No drop down for navigation
- One-page website



Competitive analysis

2. Joe's Garage- fun food place

Joe's Garage™

Features:





- Hero background video + music player
- Menu options easily available on the homepage
- Internal link sections in menu page, image available
- No drop down for navigation
- Header and footer navigations



MENU

ARE YOU A REGULAR JOE? DOWNLOAD OUR LOYALTY APP NOW.

BREAKFAST AND LUNCH DINNER KIDS SWEETS DRINKS FUNCTIONS

muesli v 	11.80
toasted macadamia, cashew nuts, rolled oats, almonds and coconut with natural yoghurt and fresh apple	
porridge v 	10.80
with chopped nuts, banana and brown sugar	
fruit crumble v 	12.00
warm rhubarb, apple, plum, crispy oats and coconut with natural yoghurt or cream	
pikelets v 	

FANCY A COFFEE ON US?
CLAIM YOURS NOW

SIDES

small chips	5.30
large chips	9.50
kumara chips	7.80
2	1.00
1/2 ric bread roll	5.00

MENU FUNCTIONS PROMOTIONS REWARDS

FIND YOUR
LOCAL JOE'S

GIFT CARD BALANCE GIFT CARD PURCHASE WORK AT JOE'S OWN A JOE'S TERMS AND CONDITIONS AND PRIVACY POLICY ABOUT JOE'S

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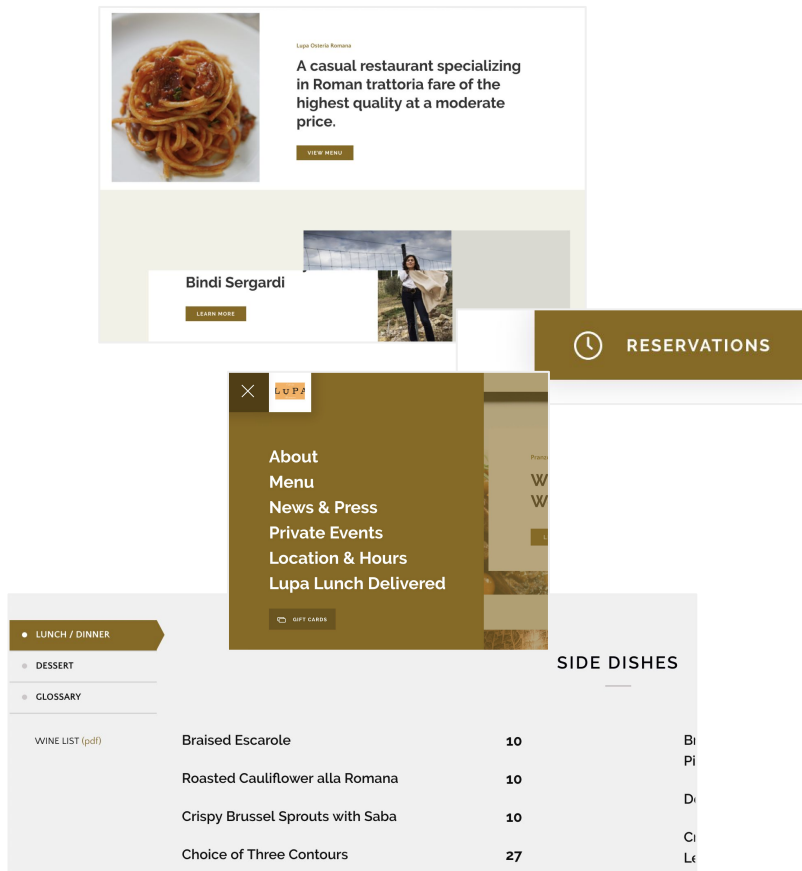
Competitive analysis

3. Lupa - Roman trattoria



Features:

- Homepage scrollable sections with assigned CTA
- Main CTA floating on upper corner
- Hamburger navigation menu
- Side menu within menu page



Competitive analysis

4. Milk Jar Cookies - the sweet club



Features:

- Clear CTA on over hero image
- Menu with photos for each product. Tag of recommendations.
- Detailed information page for each product, order CTA is available everywhere throughout the site
- Straightforward ordering process with product images

