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
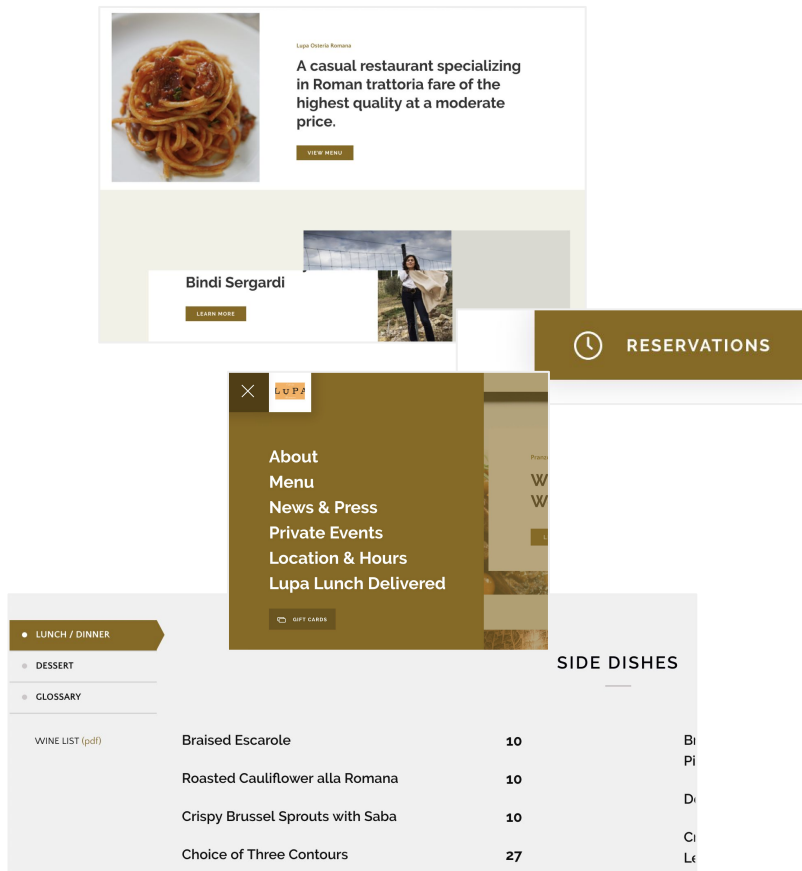
- Header and footer navigations

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