ZORK
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Consulting Firm

Meals 2 Go
Website Report

Prepared for:
Meals 2 Go Inc.
Prepared by:
Zork & Co.

April 19, 2021

Letter of Authorization

2122 Mango Street

Richmond, VA 24560

April 7, 2021

Jacob Compton
President
Zork & Co.
201 High Street
Farmville, VA 23909

Dear Mr. Compton,

Subject: Company website report commission

Because of the recent success of our fellow food-delivery companies, we have decided to create our own company, Meals 2 Go Inc.. Meals 2 Go is dedicated to providing our customers with fresh food that comes at an affordable price, beating our competitors on both efficiency and accessibility. To achieve this mission, we would like to create a website that is user-friendly and attractive to our guests.

We are asking for Zork & Co. to help us with the creation of our website, by analyzing two of our competitors. These can be of your choosing, but we ask that you pick one company that is restaurant-based and another that delivers groceries straight to the customer's home. In addition to your analysis of their websites, we would like to ask for your recommendations on specific additions that would make our website better.

We hope to have our website up and functional by June 21st, 2021, which marks the beginning of the summer season. If you agree to help us, we ask that you submit your report of analysis and recommendations by May 1st, 2021.

We look forward to hearing from you regarding our request. If you have any questions, please contact our marketing director Kate Hudson at kate.hudson@live.longwood.edu

Thank you,

Tom Goode
President

Letter of Transmittal

ZORK
& CO.
Consulting Firm

201 High Street
Farmville, VA 23909

April 12, 2021

Tom Goode
President
Meals 2 Go Inc.
2122 Mango Street
Richmond, VA 24560

Dear Mr. Goode,

Subject: Company website report commission

We accept your request for our help regarding your new website, and have analyzed the following companies: HelloFresh and DoorDash. The report observes the visual appeal, content, and ease of navigation of each company's website and provides our recommendations based off a public survey that was conducted with your website in mind.

Based off our report, we recommend the following attributes be used for your website:

- visual appeal elements of HelloFresh's website
- Content from both HelloFresh and DoorDash
- Ease of navigation of DoorDash's website

We hope that these will provide you with a competitive website for Meals 2 Go, and we are confident that you will find our recommendations to be helpful for your company.

We look forward to hearing back from you regarding our report, and hope that you will consider us for potential work in the future. If you have any further questions, please contact our marketing director Hannah Wali at hannah.wali@live.longwood.edu.

Thank you,

Jacob Compton

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Executive Summary

Based on the rise in popularity of food delivery companies, Meals 2 Go Inc. has decided to start their own child company of the same name which will specialize in the delivery of high-quality, affordable meals. However, to set themselves apart from the competition, they plan on allowing customers to choose from local restaurants or grocery stores in their area. They hope that this service will be available starting June 21st, 2021.

Zork & Co. was asked to analyze two websites to serve as models for Meals 2 Go's new website. In order to do this, we chose HelloFresh and DoorDash, because they have two different focuses on the meal-delivery market. HelloFresh delivers fresh groceries straight to the customer's doors, while DoorDash focuses on delivering restaurant food from local establishments.

With the rise of to-go orders for both restaurants and delivery companies, it is imperative that we create a mesmerizing website that will attract customers to Meals 2 Go. In order to do this, we judged the two websites above on the following three criteria:

- **Visual Appeal**: use of colors and other visual items
- **Content**: knowledge of company and product
- **Ease of Navigation**: level of website's usability

In addition, we conducted our own study asking participants to rate the helpfulness of the following features: having a celebrity influence, including a list of local favorites, promoting the company's current promotion, and having a search bar for efficiency. We received over 200 responses, and these helped us to form our conclusions.

For their new website, we recommend that Meals 2 Go Inc. implements the following additions:
- Include their current promotion at the top of the screen
- Use earthy colors that will complement the food being shown
- Hire a celebrity influence to attract customers
- Include a search bar to maximize efficiency

We are confident that these recommendations will build a website for Meals 2 Go Inc. that is both competitive and resourceful. We look forward to working with your company again in the future, and we encourage you to reach out to us with any questions that you may have about our report.

Introduction

Over the past year, online food orders have skyrocketed due to both the COVID-19 pandemic and increased internet usage. In our very own study that we conducted online, we found that tremendous growth has been seen in the food   Figure 1: Current statistics on food orders market. Overall, food-delivery companies have seen a 70% growth in orders over the past 5 years, with a majority of this growth occurring in the last year, alone (See Figure 1).

As a result of this growth, demand for online meal-delivery services have skyrocketed, and Meals 2 Go Inc. plans on diving into this market.

Meals 2 Go Inc. asked us to analyze the website of two of their biggest competitors: HelloFresh and DoorDash. We chose these restaurants because they largely have different focuses. While HelloFresh delivers groceries straight to the doors of their customers, DoorDash mostly focuses on providing restaurant delivery services. For our report, we focused our analysis on three criteria: their visual appeal, content, and ease of navigation.

Figure 2: Current statistics on food orders

Zork & Co is dedicated to providing the best recommendations to Meals 2 Go, through a thorough analysis and surveying project. Although we are a fairly new company. Located in Farmville, Virginia, we hope to become a major competitor in the consulting business after this deal with Meals 2 Go Inc.

In addition to our analysis of the websites of HelloFresh and DoorDash, we conducted an online survey concerning our favorite aspects and features. This survey acted as an incentive for a future prize drawing, and we received over 200 responses, which we judged to be a strong amount.
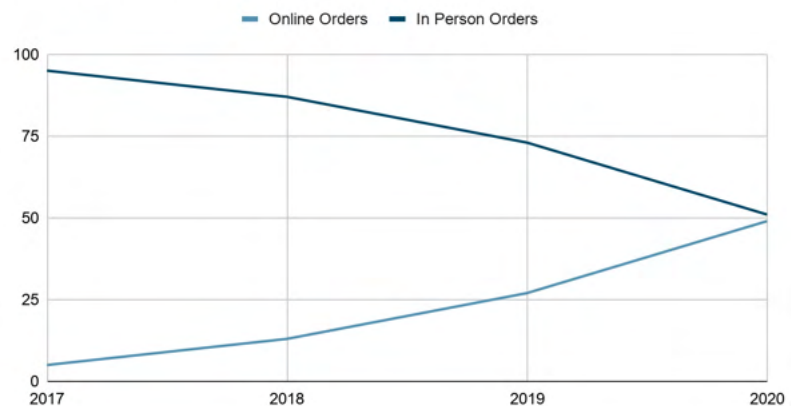
Mode of Analysis

The HelloFresh and DoorDash websites were analyzed based on the following three criteria:

- **Visual Appeal**: use of colors and other visual items
- **Content**: knowledge of company and product
- **Ease of Navigation**: level of website's usability

In addition, we conducted an online survey which asked users to rate the helpfulness of the following features:

- Celebrity influences
- List of local favorites
- Current promotions
- Search bar for navigation

Analysis of the HelloFresh Website

Company Website: www.hellofresh.com

HelloFresh is a company that focuses on delivering complete, healthy meals to people who may have limited amounts of time or want to change to a more wholesome diet. HelloFresh offers multiple different meal plans to suit every family's needs.
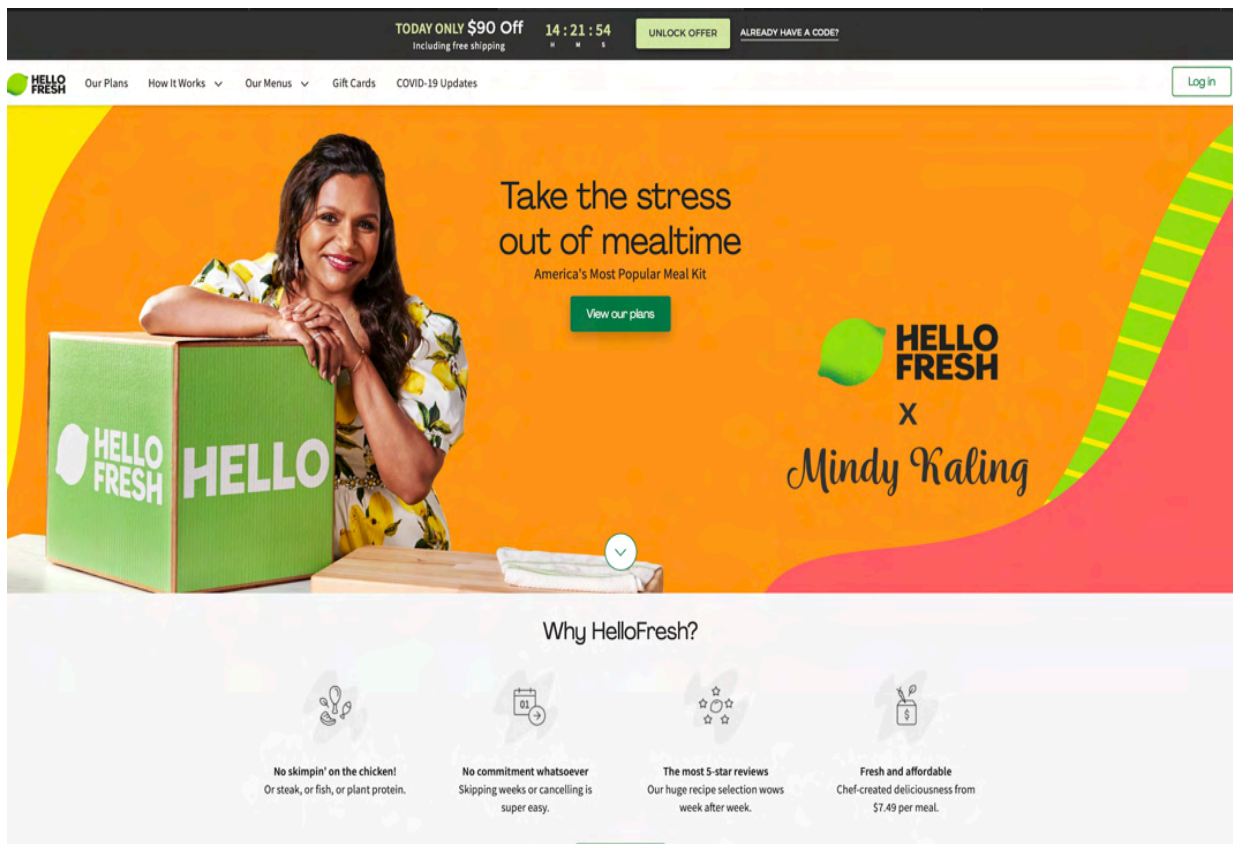

Figure 2: HelloFresh's website

Visual Appeal

The HelloFresh website is very colorful and clean (see Figure 1). Information can be found under each respective tab, so the website is both reader-friendly and easy to use. The homepage offers promotions and other incentives for readers to sign up for a meal plan.

The overall color theme is orange and green, which help to signify freshness. All other words are colored in black, which causes the other colors to have a more effective appeal.

HelloFresh also uses a celebrity portrait, that of Mindy Kaling, to entice readers to join cohorts with her by signing up for a meal plan.

Content

The HelloFresh website provides information on their different meal plan options, their constantly rotating menus, and their food suppliers. All of these items can be found under separate tabs.

Their current promotion is displayed at the top of the screen, and a pop-up window displaying this sale appears to each user when entering the site. In addition, HelloFresh lists some of their benefits underneath the caption "Why HelloFresh?" to boost their credibility amongst potential buyers.

Ease of Navigation

The different tabs allow users to easily navigate to the specific information that they need. While HelloFresh does display all of their information in a modular format, we did notice that they do not have a search bar anywhere on their website. It would be greatly beneficial to the audience to include one of these, just to enhance usability.

Analysis of the DoorDash Website

Company website: www.doordash.com

DoorDash is a company that operates an online food ordering and food delivery platform. The DoorDash website and DoorDash app allows customers to conveniently browse different restaurants and order food to deliver wherever they are.
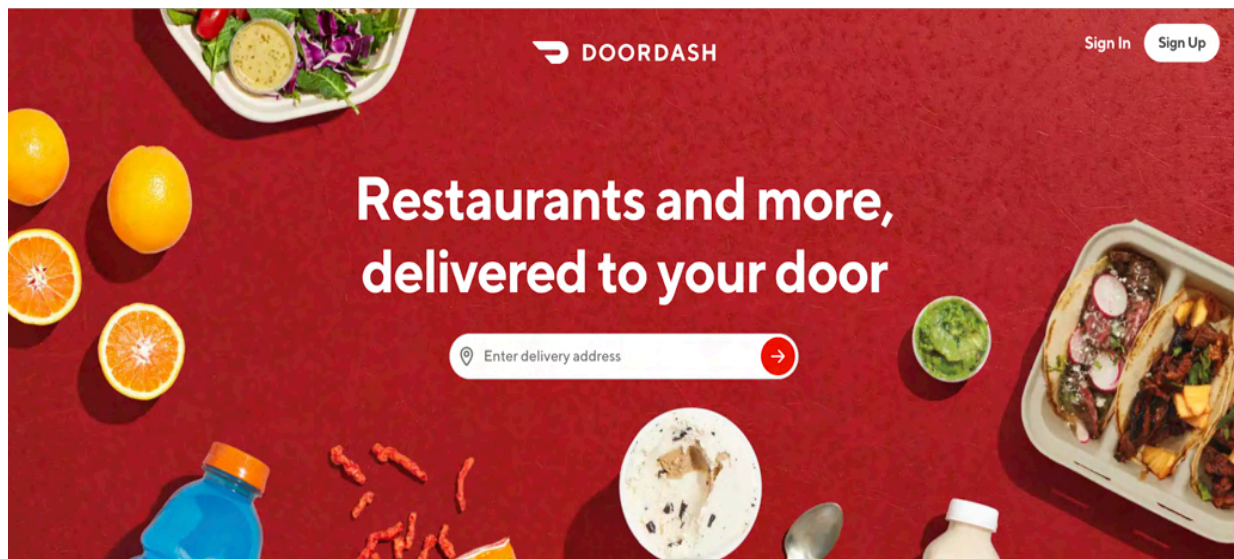
Website of DoorDash

Visual Appeal

The DoorDash website uses vibrant red and white colors which give it a clean appearance. The layout is organized and professional (see Figure 2).

Information is easy to navigate as it lists different category options for the readers and is not overwhelming. The website provides a variety of different food options which can appeal to different readers.

The font used on the

Figure 3: Website of DoorDash

homepage is large to catch the reader's attention. Each section throughout the website includes pictures that also follow the theme of the website.

Content

The DoorDash consists of information on different local restaurant options based on the reader's location, popular choices, and the amount of time it would take to deliver. At the bottom of the website reader's can find different food categories of their choice. The website also provides options for reader's who are interested in becoming a driver or partner for DoorDash. The smartphone app is listed in the middle of the homepage to access and download conveniently.

Ease of Navigation

A large search bar is located at the top of the website as soon as you open it. This is where customers input their address or location for delivery and to find the different local restaurant options. The customer is also able to filter their options according to their preferences. Overall, everything on the DoorDash website is accessible on the homepage or on the side toolbar.

Conclusion

Based on the rise of food-delivery services and the popularity of "dining out", Meals 2 Go Inc. has decided to start a new food-delivery service aimed at entering the now-competitive market. To do this, they enquired help from Zork & Co. to give recommendations for their new website..

For our report, we analyzed the websites of two major competitors in the food-delivery market: HelloFresh and DoorDash. In order to give accurate suggestions, we based our analyses on three factors: visual appeal, content, and ease of navigation.

For further research, we conducted an online survey that acted as an incentive for future prize drawings. In the survey, we asked participants to rate the helpfulness of the following features: having a celebrity influence, including a list of local favorites, sharing their current promotions with customers, and having a search bar for efficiency.
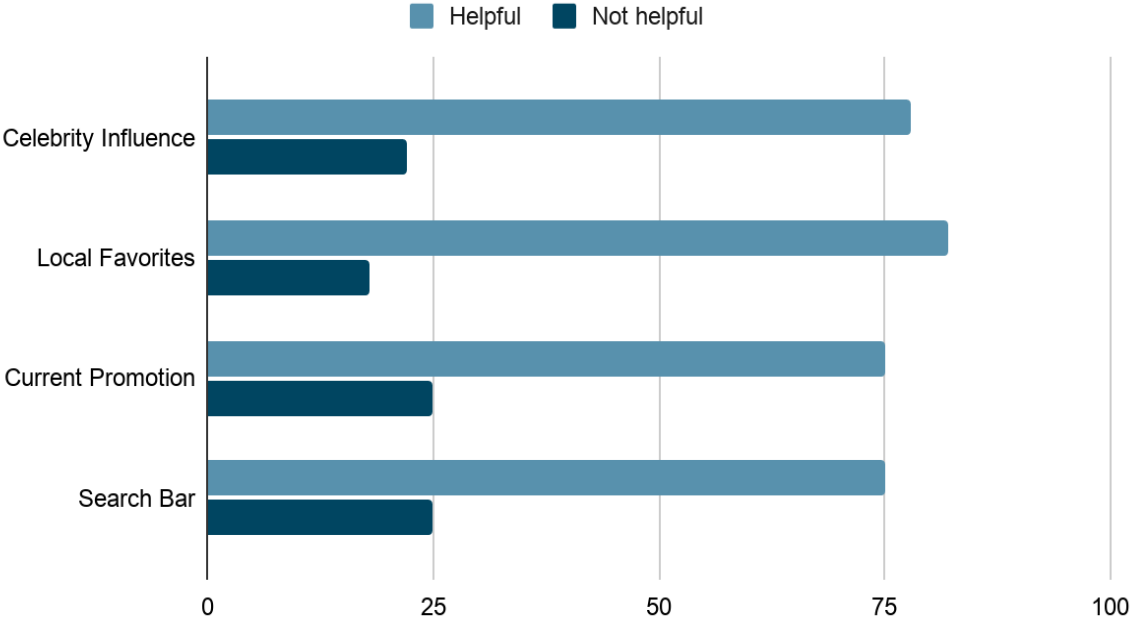

Figure 4: Survey data

The results of this study indicate that customers like all of these features, as they all received over 75% of approval. We judged these results to be very strong, so we used them as a basis for our recommendations.

After analyzing the two websites, we found that they both used a binary color scheme to contrast against the displayed food. In addition, HelloFresh added a celebrity portrait, that of

Mindy Kaling, onto the front of their website to add visual appeal. Because of this aspect, we preferred the HelloFresh website for visual appeal purposes.

As for content, both websites used a modular format to display company information, types of meal plans, and local restaurants in the area that are available for delivery. We judged that both of these websites are equal in standing regarding content, and we drew recommendations from both.

DoorDash's website proved to be the easier of the two to navigate. The main feature which sets them apart is the large search bar that is in the middle of the screen. Users can enter their address into this bar and find out local restaurants and other options in their area. In addition, they can filter the results according to their own tastes.

Overall, Meals 2 Go Inc, should implement the visual aspects of HelloFresh's website, the content of both HelloFresh and DoorDash, and the ease of navigation of DoorDash's website.

Recommendations

For their new website, we recommend that Meals 2 Go Inc. use the following technics:

- Multiple tabs referencing different items (About Us, Types of Plans, etc.)
- Use of vibrant, earthy colors that contrast with displayed food
- Use of celebrity influence to attract customers
- Include a search bar for maximum efficiency
- Show current promotion at the top of the screen

Appendix A: Helpfulness of Website Features Survey

This survey has been created by Zork & Co. to analyze the general public's view on the following features. Please rate the below as being helpful or not helpful in assisting your decision on to visit a website.

Feature	Helpful	Not Helpful
Celebrity Portrait		
Including Local Favorites		
Show Current Promotions		
Having a Search Bar		

Team Work Log

Team members (Name)	Tasks	Total # of hours	Initial of all team members
Jacob Compton	- Analyzed HelloFresh - Wrote Introduction and Executive Summary - Created graphs and pictures	10	JC
Hannah Wali	- Analyzed DoorDash - Wrote Conclusion and Recommendations - Helped on presentation and other materials	10	HW