

Shannon Henshaw

Professor Guler

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Proposal for Five Girls Website

Introduction

Mini-sites is a company based out of Farmville VA that is located on Mainstreet. We specialize in giving recommendations to professionals that are looking to expand their business webpages. Mini sitters Inc. is proud to offer the proposal for Five Girls fast food restaurant's new website that will be opening this May. In the ease we analyzed Starbuck website along with Chick Fil A to determine the necessary characteristics to include in the upcoming website for Five Girls restaurant. This report was done for the creation of the website for the new fast food restaurant Five Girls. The report will examine the pros and cons of both the starbucks and the ChickFila websites to determine the necessary characteristics of the new fast food restaurant Five Girls

Mode of Analysis

Chick Fil A and Starbucks websites were evaluated on three components that are essential for an effective website

- Visual appeal
- Content
- Ease of Navigation

By incorporating these three components into Five Girls new website it is certain that the website will be effective.

Analysis of Chick Fil-A website

Website link: <https://www.chick-fil-a.com>

Chick fil-A offered a section of fast food chicken items and chose to pair alongside the chicken theme. They choose to use red colors which are typically paired with fast food restaurants. They offer a menu that caters to all types of people



making it a great website to analyze when choosing the design for Five Girl restaurant. Their similarity in product and audience makes it a great resource for building the more appealing website that is ensured to attract customers. We will now analyze the website in detail therefore we can find the best characteristics that should be included in the creation of Five Gild Websites.

When viewing the menu the food is organized into different categories this way it is easy for the customer to quickly find what they are looking for without the hassle of looking through a

large menu. From there customers are able to select food items and read a description of taste and nutrition facts about the item. The website appears on a white background that is easy on the viewers eyes while the words and important information appear in black and red this way it sticks out the viewer.

The food is presented with a photograph



that when clicked on takes the viewer to a page where they can view nutrition and health facts. They also include the description of each item below and a button that is easy for customers to select to order online and pick up in a Five Girls near them. When checking out a pop up will ask the customer if they allow the use of their location to be used to find the closest restaurant near them for pick up. After placing the order the website will ask if you need directions before giving you the wait time on your food.

Analysis of Starbucks Café website

Website Link: <https://www.starbucks.com>

The Starbucks Coffee shop website was chosen to be analyzed because of its popularity ordering food and drinks through their website. They choose to use green and white colors which are most likely associated with being healthy and happy. The website offered a pleasing layout that consists of descriptions and images about the establishment. We are going to focus on



the part of the website that customers can use to make online orders to pick up in store. We will now analysis the appeal of Starbucks website to provide a better understand of what we should be included in the making of the new website Five Girls

The photographs appeared in an enlarged size that popped out at viewers! If there were special toppings such as sauces included in drinks or on sandwiches it was also visible in the

photograph which was a wonderful way for the customer to make the connection to taste and smell when viewing the product photos. Once the photographed is clicked costumes can find a description of nutrition facts and descriptions of the item. From there they can choose to add it to their cart and if choosing the check out they will ask if they would like to add an item such as a cookie, drink, chips, cakepop. Food and drink items are organized into different categories this



why it is easy for the viewer to find what they are looking for. There are pop up ads that ask the viewer questions such as “would you like a cookie”- Order Now There is also a only rewards program for members to order through the website to receive special offers

Conclusions

It is concluded that both Chick Fil-a and Starbucks websites are successful which is why they were chosen to be analyzed for the design of the new website for Five Girls. Both companies' websites are organized and contain visual appeal, content and ease of navigation which are essential to building a successful website. Chick Fil-A presents us with many images that are able to guide customers to find exactly what they are looking for. Starbucks uses bold text to have important information to pop out at the viewer. Both websites include information such as nutrition facts and ingredients that can be easily found. Navigation on both sites was made easy because of the labels, descriptions, and categories of information.

Recommendations

It is suggested that Five Girls website include a website that is bright such as a white or pale colored background this way images, important information, and advertisements will stand out to viewers. The background should appear rather plain this way there is not distraction for viewers. The categories as seen on both Chick Fil A and Starbucks website is suggested to be included this way it is easy for customers to navigate the website with easy to find what they are looking for quickly. Images of food items make it easy for the customer to make connections with the descriptions. It is recommended that descriptions are left below the image as seen on Starbucks page this way it is easy for customers to find what they are looking for hassle free. There are many people who have dietary restrictions along therefore ingredients should also be included under the description. In addition to the ingredients nutrition facts such as calories and nutrition label should also be included below the picture this way customers can find this information quickly.

When checking out we want Five Girls restaurant to have an easy to navigate and entertaining experience when making a purchase. We suggest that making it easy for customers to add items to cart by having them choose the photo of the food and when they are done selecting their cart logo can be selected for the final check out process as it is on the Chick Fil A Website. After checking out it is also suggested to include pop ups such as Starbucks website of dessert menu items to be included along with their purchase this way Five Girls is able to hopefully grab the attention of a customer with a sweet tooth.

