

MOTIVATIONAL  
MANUFACTURERS  
— & Co. —  
*Innovative nutrition technology for you.*

# Website Report

**Prepared for:**  
Motivational  
Manufacturers & Co.

**Prepared by:**  
GAP Consulting

April 26, 2021

MOTIVATIONAL  
MANUFACTURERS  
& Co.  
*Innovative nutrition technology for you.*

201 High Street  
San Diego, CA 22434

Payten Bovat  
Lead GAP Consultant  
201 High Street  
Farmville, VA 23909

Dear Ms. Bovat:

Subject: Fridge website report commission

Due to the announcement of our refrigerator, Fit Fridge, Motivational Manufactures & Co. has decided to develop a new attractive, user-friendly website for our customers. The website will include images, descriptions, and specifications of Fit Fridge appliances. It will also contain deals and other helpful information regarding Motivational Manufacturers and Co. for our customers.

We are asking your website consulting firm to analyze at least three refrigerator websites of well-known, reputable brands to model the design of the Fit Fridge website. Alongside the analysis, we want your firm's recommendations on the key design features our website should include.

We would like to have this website up and running by May 31, 2021 so that customers can participate in a Memorial Holiday sale. To ensure that we can have a seamless holiday sale and grand reveal of our website, we would appreciate your recommendations no later than April 26, 2021.

We look forward to receiving your website report. Please contact me by email at [nicolebrown367@gmail.com](mailto:nicolebrown367@gmail.com) with any questions or concerns that you may have.

Yours sincerely,



Nicole Brown  
CEO  
Motivational Manufacturers & Co.  
NB/gg



201 High Street  
Farmville, VA 23909

April 12, 2021

Nicole Brown  
CEO  
Motivational Manufacturers & Co.  
201 High Street  
San Diego, CA 22434

Dear Ms. Brown:

Subject: Refrigerator website report completed

We are pleased to inform you that GAP Consulting has completed your refrigerator website report request. We analyzed three popular refrigerator websites by KitchenAid, Samsung, and General Electric.

Each website was critiqued based on visual appeal, content, and ease of navigation. Based on our analyses, we recommend your website integrate the following:

- visual appeal elements that are minimalistic and cohesive, like Samsung's refrigerator website, and a modular design, featured in KitchenAid's refrigerator website,
- engaging content from GE's refrigerator website, and
- ease of navigation from all of the websites.

Your Fit Fridge website will be attractive, informative, and easy to use after applying these recommendations.

We would like to thank Dr. Elif Guler for her feedback on the report's draft analysis. If you have any questions or concerns about our findings, we would be pleased to speak with you. We can be reached by email at [support@gapconsulting.com](mailto:support@gapconsulting.com) or by phone at 757-370-4012.

Yours sincerely,

A handwritten signature in black ink that reads "Payten Bovat". The signature is written in a cursive, flowing style.

Payten Bovat  
Lead GAP Consultant  
PB/at

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## Executive Summary

Based on the failure of diet trends, Motivational Manufacturers & Co. has decided to create a new way to diet: Fit Fridge. Fit Fridge is an innovative appliance that pairs with any nutritional app to ensure customers are getting the most out of their diet. This product was released in store April 1, 2021. The company's goal is to launch the product online May 31, 2021.

Today, most Americans shop online to easily research and compare products, especially for significant purchases like a refrigerator. Therefore, creating an easy-to-use and attractive website is crucial to a successful product.

GAP Consulting was commissioned to analyze three refrigerator websites to provide a direction for the Fit Fridge website. As the customers of KitchenAid, Samsung, and GE Appliances are all the same or similar target customer group as that of Fit Fridge, the report recommends the most beneficial features of these webpages.

The three websites were analyzed using the following criteria:

- **Visual Appeal:** Professional product images, clean design, appealing color scheme,
- **Content:** Simple language, adequate product details, contact information, and
- **Ease of Navigation:** Visible search engine, detailed headers and drop-down menus.

The results of our analysis, which were supported by extensive surveying, led us to recommend the following websites for the Motivational Manufacturers & Co. Fit Fridge website to model:

- Samsung,
- KitchenAid, and
- GE Appliances.

We are confident that our recommendations will benefit the Fit Fridge website by satisfying customers and increasing sales.

## Introduction

Motivational Manufacturers & Co. inquired GAP Consulting to research various websites across the appliance industry and provide examples to aid in developing the Fit Fridge website, a cohort of Motivational Manufacturers & Co. We were given from April 1, 2021 until April 26, 2021 to complete our professional recommendations report and return it to the company.

GAP Consulting specializes in website design and provides detailed, professional recommendations for clients interested in improving their company website. Based in Farmville, Virginia, we have been in business for about two months.

Since the internet has become widely used in the United States, so has online shopping. Thus, having an eye-catching and easy to navigate website is essential to a successful product launch in the 21st century. It is essential to develop a website with a target customer in mind. Fit Fridge's target customer is someone looking for a nutrition-based lifestyle change.

For this report, we reviewed the refrigerator websites of Samsung, GE, and KitchenAid. Our recommendations are based on visual appeal, quality of content, and ease of navigation from the customer's perspective.

If our recommendations are implemented, we are confident that Motivational Manufacturers & Co. will see an increase in sales of their Fit Fridge product and customer satisfaction rates.



## Mode of Analysis

The Samsung, GE, and KitchenAid websites were analyzed using the following criteria:

- **Visual Appeal:** Professional product images, clean design, appealing color scheme,
- **Content:** Simple language, adequate product information and dimensions, and
- **Ease of Navigation:** Visible search engine, detailed headers and drop-down menus.

# Analysis of the Samsung Refrigerator Website



Refrigerator website: <https://www.samsung.com/us/refrigerators/>

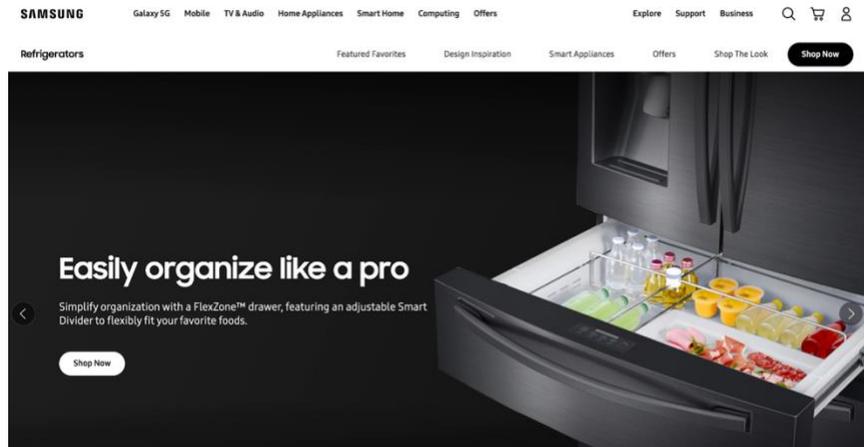
Samsung Electronics America provides solutions, products, and services for an array of industries. Including healthcare, government, transportation, and more. Samsung is based out of South Korea, but also has a major consumer base in the United States.

Figure 1

## Visual Appeal

The Samsung Refrigerator website has a very clean, minimalist design to match their products (see Figure 1). Their website's design extends the high tech feel of Samsung refrigerators to their customers.

Minimalist colors, like black, white, and gray, are found in the pictures, text, and background. These colors, again, follow the high tech aesthetic associated with the Samsung brand and creates a cohesive design. It also allows for consumers to be drawn into the bright colored food featured in the product images.



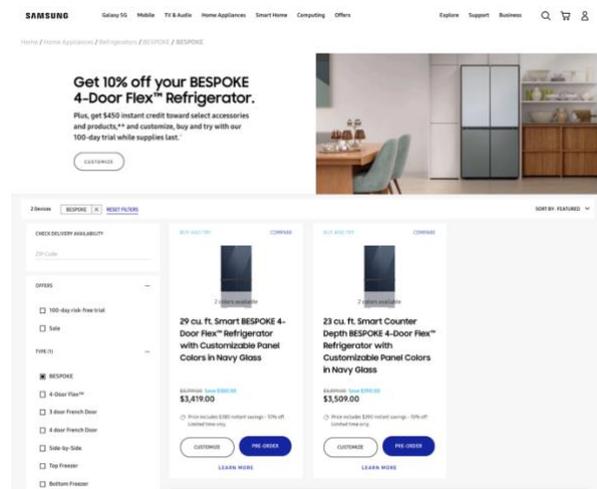
The font type used throughout the Samsung Refrigerator website is sans serif. A sans serif font allows for easier reading and the consistent use of it aides in the website's cohesive design.

The website also features a variety of high quality Samsung refrigerator product images with excellent lighting that highlights the polished metal finish of their appliances. The images exhibit the various features of their refrigerators as well as what the Samsung refrigerators look like installed. It is clear that the Samsung refrigerators have a luxurious, minimalistic design.

Figure 2

## Content

The Samsung refrigerator website provides the names and features of the six models of Samsung refrigerators. For each model type there is an option to find more information on customization, purchasing, pre-ordering, and more. On the left side is a menu to select from the different features Samsung offers (see Figure 3). This includes model type, height, depth, width, capacity, color, price, key category features (like an ice maker), and if it is available to purchase online. The features menu allows for customers to easily narrow their search by



selecting which features they prefer. Also, on the homepage is a short checklist of steps customers need to take in anticipation of their refrigerator delivery.

The website details the amount of savings for each refrigerator, however, it does not list an explanation for the savings. Thus, costumers are unaware of if the savings listed will expire or are unique to the Samsung refrigerator website.

### ***Ease of Navigation***

The Samsung Refrigerator homepage features their other appliances and products in drop-down menus at the very top of the page (see Figure 1 again).

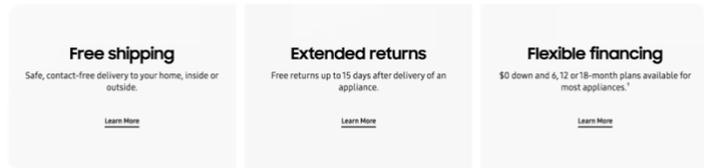
Here, consumers can easily navigate to other Samsung web pages. Below this, there are options to look at Samsung’s “Featured Favorites”, “Design

Inspirations”, “Smart Appliances”, “Offers”, “Shop the Look”, and “Show Now”. In scrolling down the homepage, these same or parallel menu options are repeated with images and further explanation to draw customers in. Towards the bottom of the homepage is a list of Samsung’s promises of free shipping, extended returns, and flexible financing with associated links for more information in close proximity to these claims utilizing a modular design (see Figure 3). It is clear Samsung designed their website to be easily navigated by their customers.

In summary, the Samsung refrigerator website rates high in visual appeal and navigation, but could improve by providing more detailed product information.

Figure 3

#### **Buy with confidence**



# Analysis of the GE Refrigerator Website

## Refrigerator Website:

<https://www.geappliances.com/ge/refrigerators.htm>



**GE APPLIANCES**  
a Haier company

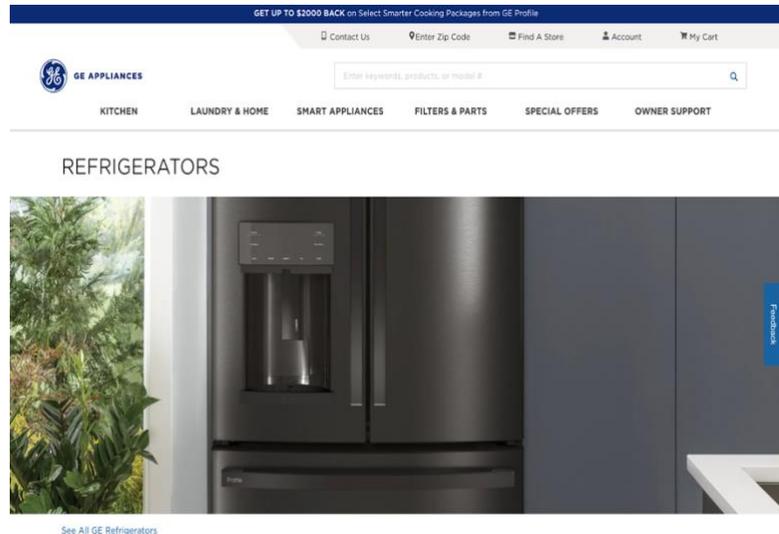
General Electric Appliances is an American appliance manufacturer of kitchen appliances, home products, parts, and accessories. They have a large selection of refrigerators and freezers fit for different lifestyles and homes. GE was founded in 1905 and its headquarters are located in Louisville, Kentucky.

## Visual Appeal

The GE refrigerator website is well organized and reader-friendly (see Figure 4). It is displayed in a sleek format to present a modern feel that is popular with its audiences. The homepage highlights the main five styles of fridges to choose from and the most popular sellers allowing for quick and easy shopping.

The website has a navy and black theme to match the GE logo. Images, headings, pricing, etc. follow this color scheme allowing for easy navigation and creates a cohesive look.

Figure 4



The large image that is on the homepage catches the viewer's eye immediately due to its size. Although it is eye catching, this image takes up a large amount of space when first arriving on the homepage. The black and blue headings create contrast on top of the white background. These aspects create eye catching information that is beneficial when scrolling through the GE website.

Throughout the website, there are different features listed that are included in the fridges. Each feature has a video to demonstrate what it does and has a link to the fridges with those features. This is a great marketing tool to catch people's attention with things they can get out of GE appliances.

## Content

The GE refrigerator website provides detailed information on the different fridge styles, sizes, services, features, accessories, and how to recycle your old fridge. There are also benefits to having a smart fridge listed with a hyperlink to learn more information. Prices are listed under the popular fridges to inform consumers (see Figure 5).

Figure 5

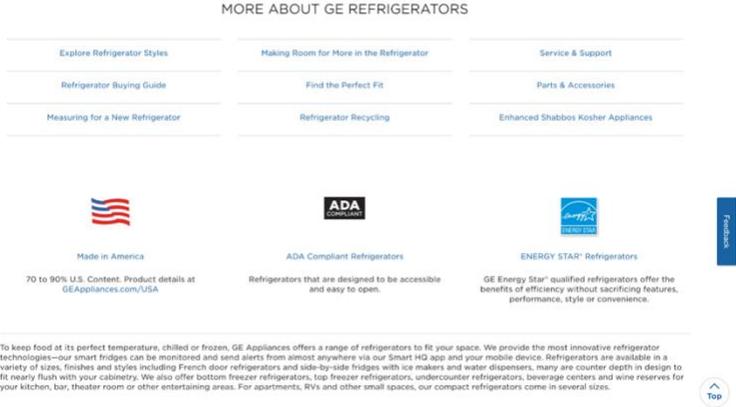


There is a sidebar on the website for feedback that allows the company to hear from customers directly. This is beneficial because it can constantly help for the website to be improved and for feedback to be received. The bottom of the website also provides different hyperlinks to learn more about the company, submit an appliance idea, access their social media, and learn more about their careers.

**Ease of Navigation**

The GE refrigerator website provides drop-downs that can navigate the viewer to different appliance pages. There are links provided to take you to different pages that show different styles of fridges, features, and popular items. There are also options at the bottom of the page to go to different sections of the website where the customer can learn more about GE refrigerators (see figure 6).

Figure 6



In conclusion, the GE refrigerator website is easy to navigate, provides distinctive visuals, and successfully encourages customers to engage more with the company. Although eye catching effective, the images on the homepage could be reduced to provide more visuals.

# Analysis of the KitchenAid Refrigerator Website



**Refrigerator Website:** www.kitchenaid.com/major-appliances/refrigeration

KitchenAid is an appliance company founded in 1919 to produce stand mixers. Now, over 100 years later, KitchenAid has grown into a corporation that is admired globally for its wide range of high-quality kitchen appliances.

## Visual Appeal

The KitchenAid refrigerator website is polished and user-friendly (see Figure 7). On the top banner of the homepage, there is the option to view the two most popular types of refrigerators or to explore all models. For each of the models, there are bulleted points of features to consider so that the customers can determine which model would work best in their home.

The website's display of products containing food items typically found in homes demonstrates to customers storage capacity and functionality. The appliances are staged in bright kitchens with light countertops and cabinets, and utilizes natural lighting elements to contrast with the polished stainless steel varnish of their products.

The website's layout displays large white panels of refrigerators situated against a light grey background (see Figure 8). These light colors draw viewers' eyes to the images of the products and provide contrast.

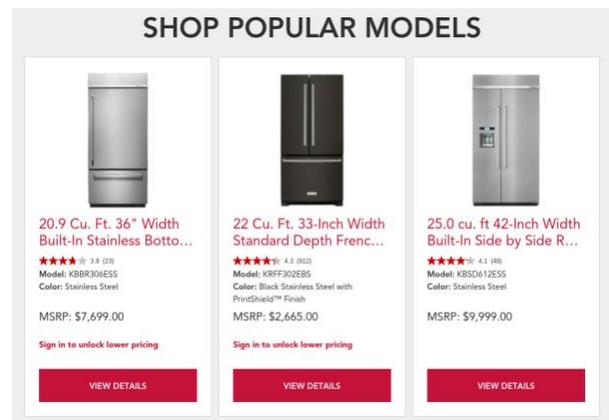
## Content

The KitchenAid Refrigerator website provides customers with information that outlines special features and positive aspects of each model they sell. The homepage displays images of models that customers can click on to be navigated to another page where similar models are presented. Near the bottom of the homepage, there is a section that provides images for the most popular types of models as well as color, model number, and savings offers (see Figure 8 again). This design technique is known as a modular format. Customers can narrow down their search by selecting criteria such as capacity, width, height, price range, and more.

Figure 7



Figure 8



The last section on the homepage outlines the appeal of KitchenAid refrigerators in a brief statement (see Figure 9). This statement reinforces KitchenAid’s dedication to their customers in producing high-quality products that will accommodate any lifestyle.

Figure 9

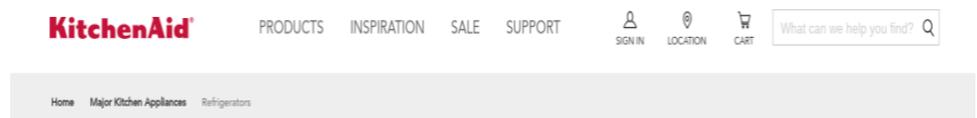
#### SHOP POPULAR TYPES OF REFRIGERATORS

At KitchenAid, we’ve created premium refrigerators that keep food fresh, so your ingredients are ready whenever you’re ready to embark on your next culinary adventure. Our refrigerators feature sleek exteriors and intuitive storage designs that keep your favorite ingredients fresh. Best of all, we offer different types of **refrigerators** made to fit a wide range of kitchen layouts. Whether you prefer built-in or freestanding, modern French door designs or classic side-by-side layouts, KitchenAid has the right refrigerator for your favorite room. Ready to fall in love with a new kitchen refrigerator? Explore our selection to find the style, size and color that’s the perfect fit for you.

### *Ease of Navigation*

The KitchenAid Refrigerator website is reader-friendly and easy to navigate. The top banner of the website displays a search bar, user sign-in, and other features (see Figure 10). Each item in the banner features a drop-down menu and assists users in exploring appliances of all types until they find exactly what they are looking for.

Figure 10



In conclusion, the KitchenAid Refrigerator website presents its products on a well-designed, easy-to-use website that encourages the return of customers.

## Conclusions

Based on the rise in the kitchen appliance technology industry, Motivational Manufacturers & Co. has decided to release a new kind of refrigerator that can be customized according to customers' nutrition goals. Their website for Fit Fridge is scheduled to debut on May 31, 2021. Motivational Manufacturers & Co. asked us to recommend features for a visually appealing, high quality content, and easy to navigate Fit Fridge website.

For our report, we analyzed the refrigerator websites of GE Appliances, Samsung, and KitchenAid. All three companies are well-known for their quality appliances, making them effective examples for analysis.

Although we found the GE refrigerator website to not be successful according to its visual presentation, it was successful at engaging their customers via the numerous ways to provide feedback and contact company representatives.

We found that the modular design style was used throughout the three websites. A modular design creates an easily digestible way of viewing information, as it groups information together in block-like shapes. Specifically, they include images of refrigerator styles with minimal text in a modular format to show the text and image's connection via proximity.

We found that all websites were easy to navigate. They all have quick access points to different areas of the website and allow for easy shopping and browsing.

## Recommendations

For Fit Fridge's website, we recommend Motivational Manufacturers & Co. do the following:

- Incorporate visual appeal elements that are minimalistic and cohesive, like the Samsung refrigerator website, and a modular design, featured in the KitchenAid refrigerator website.
- Incorporate the engaging content from GE refrigerator website.
- Incorporate the ease of navigation from all three of the websites.