



**Creative Designs INC.**



# **Website Analysis of Italian Cuisine**

**Prepared for:** Triple C Pasta LLC.

**Created for:** Creative Designs INC.

August 5, 2021

Kierra Burrell, Jacob St.John, and Kelly Williford



Triple C Pasta LLC.

2460 Main Street  
Richmond, VA 23173

June 15, 2021

John Smith  
President  
Creative Designs Inc.  
1672 Providence Rd  
Charlotte, NC 28207

Dear Mr. Smith:

Subject: Italian Restaurant website report commission

Because of the success of our supermarket, Italian Market, Triple C Pasta LLC. has decided to open a neighboring upscale Italian restaurant, Ginevra's Italian Cuisine. We would like to develop a user-friendly and eye-catching website for our customers. The website would include pictures of the dishes served, detailed menu, waitlist, deals, careers, and general information about the restaurant.

We are asking your firm to analyze three existing Italian restaurants websites to guide the creation of Ginevra's Italian Cuisine's website. The three Italian restaurants should range from franchise to family owned. In addition to the analysis we would also like recommendations on specific features to include in our website.

We would like to create the website by January 7, 2022, one month before our grand opening. To ensure we have time to construct the website and add your recommendations in our site, we would like to receive your report by August 5, 2021.

We look forward to receiving your analysis. If you have any questions, please contact our marketing director Antonio Jones at [Ajones23@ginevra.com](mailto:Ajones23@ginevra.com).

Yours sincerely,

Marco Rizzo

Marco Rizzo  
President



Creative Designs INC.

1672 Providence Rd  
Charlotte, NC 28207

July 29, 2021

Marco Rizzo  
President  
Triple C Pasta LLC.  
2460 Main Street  
Richmond, VA 23173

Dear Mr. Rizzo:

Subject: Italian restaurant website report completed

We are pleased to present the restaurant website report that you requested in your letter of June 15. The report analyzes the webpage of Olive Garden, Pino's Italian Restaurant and Pizzeria, and Giovanni's Pizza and provides recommendations to help develop Ginevra's Italian Cuisine's website.

We chose to analyze the three websites based on their visual appeal, content, and ease of navigation. Based on our analysis and results from a public survey, we have recommended that Ginevra's Italian Cuisine's website incorporate the following:

- Visual appeal elements from both Pino's Italian Restaurant and Pizzeria and Giovanni's Pizza websites,
- content from Olive Garden's website, and
- ease of navigation from all three websites.

We are confident that these recommendations will help Triple C Pasta LLC. create an attractive, informative, and user friendly website for Ginevra's Italian Cuisine.

We would like to thank Antonio Jones for his feedback on the report's draft analysis. If you have any questions or concerns about the report, we would be pleased to speak with you. I can be reached by phone at 704-256-1463 or by email at [John.smith@creativedesigns.com](mailto:John.smith@creativedesigns.com).

Yours sincerely,

*John Smith*

John Smith  
President

## Table of Contents

Letter from Triple C Pasta LLC.....	1
Letter from Creative Design Inc.....	2
Figure guide.....	4
Executive Summary.....	5
Introduction.....	6
Mode Of Analysis.....	7
Analysis of Olive Garden.....	8
Analysis of Pinos.....	10
Analysis of Giovannis.....	12
Conclusions.....	14
Recommendations.....	16

## List of Figures

Figure 1: Olive Garden's website homepage.....	8
Figure 2: Pino's website homepage.....	10
Figure 3: Giovanni's Pizza's logo.....	12
Figure 4: Giovanni's Pizza's website homepage.....	12
Figure 5: Giovanni's Pizza's website Tabs.....	13
Figure 6: Summary of survey results.....	14

## Executive Summary

Based on the success of Triple C Pasta LLC supermarket, Italian Market. Triple C Pasta LLC has decided to open a neighboring upscale Italian restaurant, Ginevra's Italian Cuisine. The restaurant plans on having their website available for customers by January 7, 2022, one month before their grand opening.

Today, most customers use the internet to order online. This allows customers to be able to pick up their food. Creating an easy-to-follow website with this ability attracts potential customers to the restaurant.

Creative Designs INC. was asked to analyze three existing Italian restaurants websites to guide the creation of Ginevra's Italian Cuisine's website. Because their target customer standards are Italian restaurants that range from franchise to family owned. Which was like the websites we chose Olive Garden, Pino's Italian Restaurant and Pizzeria, and Giovanni's Pizza. The report recommends the most important features of an attractive, informative, and user-friendly website for Ginevra's Italian Cuisine.

The three websites were analyzed using the following criteria:

- **Visual appeal:** Attractive colors and eye-catching pictures and headings
- **Content:** Clear menu options and useful information such as prices, calories, and serving size.
- **Ease of Navigation:** Easy to navigate and very user friendly.

In addition to the analysis, we sent out 100 surveys and out of the 100 we got 85 responses back. In the survey, Olive Garden surpassed the other two restaurants in the content area. While in terms of visual appeal Pino's Italian Restaurant and Pizzeria and Giovanni's Pizza surpassed Olive Garden. Lastly, when looking at ease of navigation all three of the restaurants were tied in that category. The results supported our analysis, allowing us to recommend that Ginevra's Italian Cuisine website incorporate the following:

- Visual appeal elements from Pino's Italian Restaurant and Pizzeria and Giovanni's Pizza websites.
- Content from the Olive Garden website.
- Ease of Navigation from all three of the restaurant's websites Pino's Italian Restaurant and Pizzeria, Olive Garden, and Giovanni's Pizza.

We are assertive that our recommendation will help Ginevra's Italian Cuisine attract new customers and achieve customer satisfaction.

## **Introduction**

Over the past decade, tourism throughout the country has increased significantly, especially within some of the state's smaller towns, with significant landmarks being visited and lots of smaller restaurants being visited. This growth in tourism has caused many restaurants to bring in more business, but Italian restaurants in particular have brought in the most business.

For the last few years, Pino's has become a favorite for tourists who come to Farmville to visit local Civil War Battlefields. Because of Pino's success and the rise in tourism and business brought to Pino's, Triple C. Pasta LLC. has decided to build their own restaurant to bring even more business to the town of Farmville and surrounding counties, called Ginevra's Italian Cuisine.

Today, most tourists use local suggestions, or use a popular app called Yelp to look for good recommendations for places to eat in towns that they are visiting. These pages include the restaurants in the area, as well as pictures and prices of their menu when applicable. Over the last few years, it has caused restaurant competition to rise, with many offering deals to bring in customers.

Creative Design Inc. was asked to analyze three websites in order to build our own website for Ginevra's, so that we could be up to par with surrounding restaurants. The resulting report would recommend the most important features for an attractive, informative, and user-friendly website.

Creative Design Inc. specializes in graphic design and marketing. Based in Charlotte, we have been in business for 15 years. Our company has commissioned reports and built websites for a variety of businesses, such as Domino's Pizza and Carrabba's Italian Grill.

For this report, we chose to analyze the websites of Olive Garden, Pino's Restaurant, and Giovanni's Pizza. Each website was rated on three criteria: visual appeal, ease of navigation, and content.

In addition, an online survey was presented to guests at several restaurants in Charlotte, Raleigh, and Greensboro to get their opinions. We sent out 200 surveys and received 150 responses, which is a large enough sample to reliably support our recommendations for Ginevra's Italian Cuisine.

## Mode of Analysis

The Olive Garden, Pino's Italian Restaurant and Pizzeria, and Giovanni's Pizza websites were evaluated on three components for an effective website:

- **Visual appeal:** Attractive colors and eye-catching pictures and headings
- **Content:** Clear menu options and useful information such as prices, calories, and serving size.
- **Ease of Navigation:** Easy to navigate and very user friendly.

As noted above, to support our analysis 85 surveys were completed with questions based on the three criteria.



## Analysis of Olive Garden's Website

Restaurant website: <https://www.olivegarden.com/>

Olive Garden is a casual American dining restaurant chain. The type of food that is sold at the restaurant is classified as Italian American cuisine. Olive Garden has nine hundred locations. Its global headquarters are located in Orange County, Florida.

### *Visual Appeal*

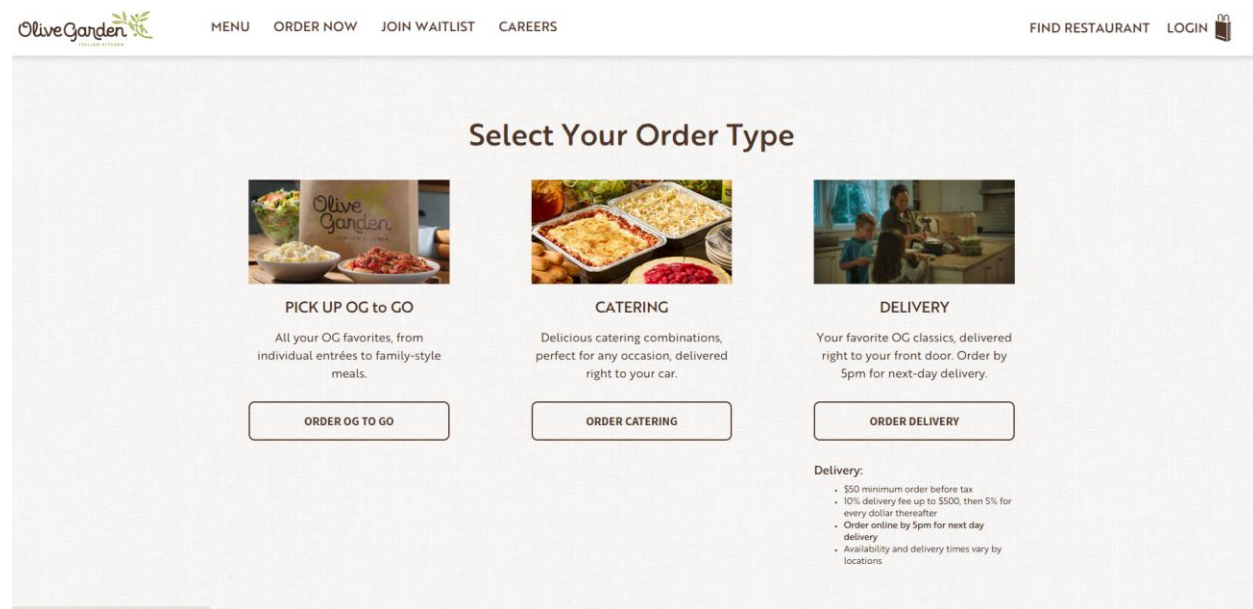


Figure 1

Olive Garden's website is simple and clear. The information on the page is easy to follow for the readers. The homepage presents the order type that the customer wishes to have. The options for the order types include Pickup, catering, or delivery (Shown in figure 1). The homepage is very straight to the point. The use of images helps to catch the reader's eye.

The website has a tan theme. Boxes on the menu follow this theme. I think the color choice was good not to clash with any of the other images. The color choice in my opinion could be brighter to really catch the reader's eye more.

The headings on the home page are bolded and of brown. The headings stand out from everything else. I do think the dark color was not the best choice.

### *Content*

Olive Garden's website provides many things. One thing that the website provides is a detailed menu of the food that is served. The menu provides the name of the dish along with the price and number of calories. Each dish that is listed on the menu has included a picture of it to give the customer a visual representation of each one.

The website allows you to join the waitlist before arriving at the restaurant location of your desire. This allows customers to shorten their wait time for when they arrive at the restaurant. In order to join the waitlist, the website asks for the number of people in your party, first and last name, mobile number, and email.

The last tab on the homepage is the careers tab. This allows individuals who are seeking to be employed with Olive Garden to gather information about the job and start the application process. On this page there is even a chat box to answer any questions that you may have.

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

At the top of the webpage, there are tabs to ensure that you find exactly what you are looking for. Olive Garden's website is very easy to navigate and is very user friendly. The website allows you to choose which Olive Garden you are ordering from or joining the waitlist for based on your location. I find this very useful to the customers.

In summary, Olive Garden's homepage is simple and easy to navigate. The information presented is very clear and easy to follow. The content is very comprehensive. The site is easily navigated. The only thing that could be improved would be the visual appearance in terms of brighter colors to catch the reader's attention more.

## Analysis of Pino's Website

Restaurant Website: <https://www.pinosfarmville.com/>

Pino's is a casual American dining restaurant chain that is based out of Virginia. The type of food that is sold at the restaurant is classified as Italian American cuisine. Pino's has been family owned and operated since 1984. It is unknown where exactly in Virginia they are based out of.

### *Visual Appeal*

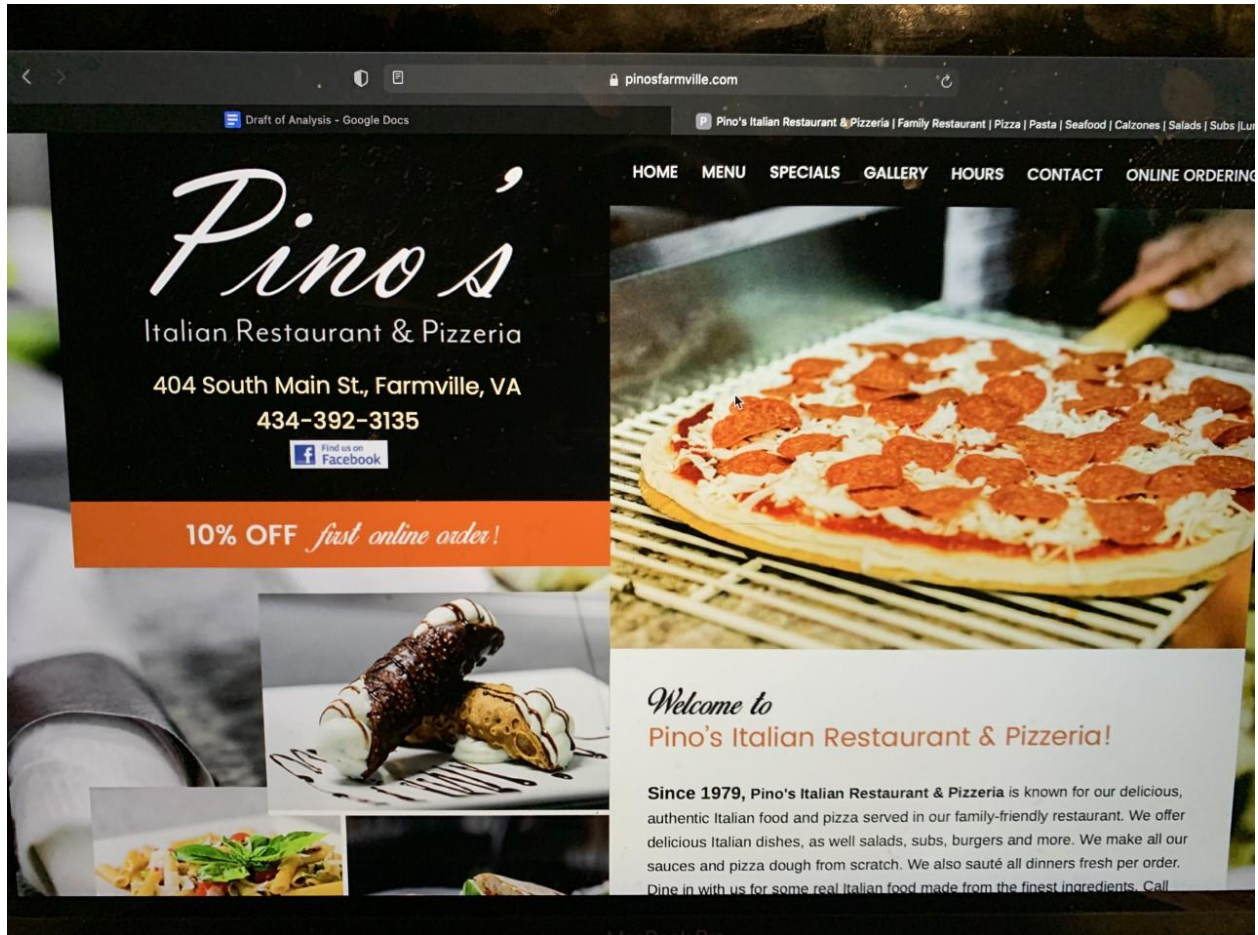


Figure 2

The website begins by stating some information about the restaurant's history, as well as the food that they are known for having. It gives their location and address, as well as a coupon for 10% off your first order online. The use of the image of pizza helps grab the viewer's attention, and there are several different tabs listed, including their menu, hours, and specials.

It has a very bright theme, with orange popping out at you as soon as the website comes up on your screen. The tab colors help mix in with the color to make it almost seem like the colors that are on a pizza.

### ***Content***

Pino's website provides many things for viewers to see upon viewing of the site. One of the many things that is provided is a detailed menu of the food that is served. The menu provides the name of the dish along with the price and ingredients or facts about the dish the customer may want to know (i.e., pizza slices).

The website allows you to order online. This allows customers to be able to pick up their food as soon as they get there, instead of going there first, ordering it, then having to wait. In order to order online, you can start your order and add the items to your cart.

The last tab on the homepage is the hours tab. This allows for customers to look to know when the restaurant is open, to avoid accidentally going there when they are closed.

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

At the top of the webpage, there are tabs to ensure that you find everything you need. Pino's website is very easy to navigate and is very user friendly. The website allows you to choose what time you would like to pick up your order in case you want to order it for later in the day, or even days in advance. I find this very helpful.

In summary, Pino's homepage is very easy to get around. The information presented is very easy to follow. Something that could be improved upon is providing a little more information about the restaurant history, for research purposes.

## Analysis of Giovanni's Pizza

Restaurant Website: <https://giovannispizzapower.com/>



Figure 3

Giovanni's Pizza is a casual restaurant. The type of food that is sold at the restaurant is classified as Italian American cuisine. Giovanni's Pizza has a hundred and ten franchises in six states. Giovanni's Pizza was founded by James “Jim” LeMaster. It has been in business for over fifty years.

### *Visual Appeal*



Figure 4

Giovanni's Pizza website is classic and clean. Information is shown is very simple for customers to follow. The homepage presents Giovanni's Pizza slogan, logo, and menu. The image of the pizza helps grab the viewer's attention.

The website has a red, white, and black theme. Giovanni's Pizza slogan, and logo follow the color scheme as well showing a vivid image.

Giovanni's Pizza slogan and logo are a stunning contrast with the picture of the pizzas. The font makes it easy for customers to read. The website's large pictures go along with the text. Showing only one kind of pizza doesn't show the many options of pizzas Giovanni's Pizza offers.

### *Content*

Giovanni's Pizza website provides many menu options for all hundred and ten franchises in six states. For each franchise, there is detailed information on menus and nutrition facts listed. The menu provides the name of the dishes, prices, and ingredients of every dish Giovanni's Pizza provides.

The website allows customers to order online and to view the menu. By being able to look at the menu customers get to know the dishes that are available at Giovanni's Pizza and the prices. Customers are also able to add their food to a cart and pick up their food to go to the restaurant.

The last tab on the homepage is the Contact Us tab. This allows customers to contact Giovanni's Pizza with any questions they may have about the website. On this page, there is also a chat box for customers to ask questions as well.

### *Ease of Navigation*

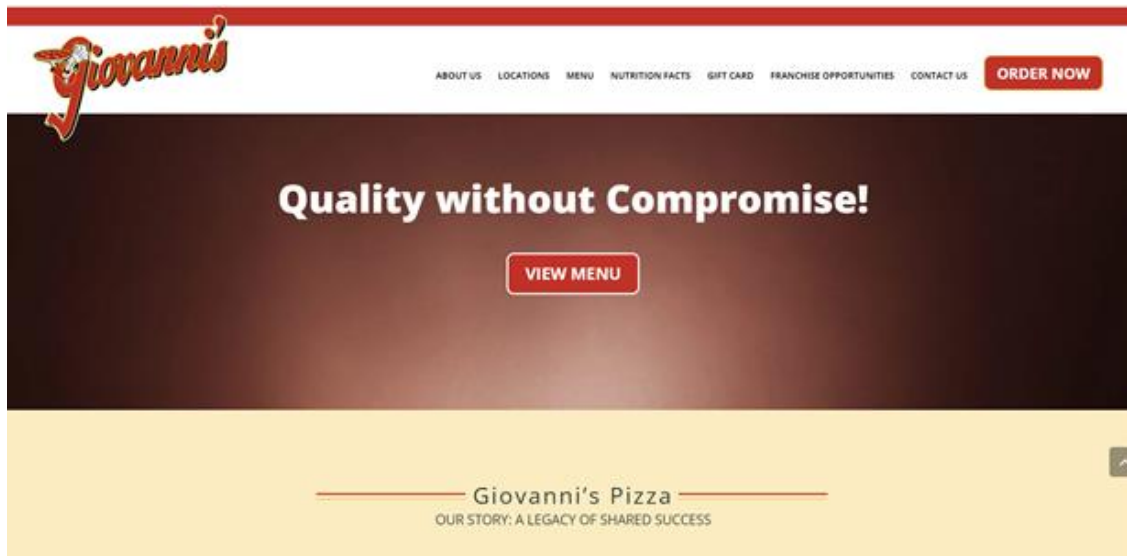


Figure 5

At the top of the webpage, there are tabs to ensure that you find everything you are looking for. Giovanni's Pizza website is very easy to navigate and is very user friendly. The website allows you to choose which Giovanni's Pizza you are ordering from, and order food based on your location. I find this very functional.

In summary, Giovanni's Pizza homepage is simple and easy to navigate. The information presented is very straightforward to follow. Something that could be improved is the homepage needing the variety of food items Giovanni's Pizza offers.

## Conclusions

Based on the rise of customers going to the Italian restaurants and the success of these restaurants as well, Triple C Pasta LLC has decided to open a new restaurant. The upscale restaurant, called Ginevra's Italian Cuisine is scheduled to open on February 7, 2022. Aware of an online website, Triple C Pasta LLC has asked Creative Designs Inc. to recommend features for an eye-catching and easy-to-use website for Ginevra's Italian Cuisine.

For our report, we analyzed the websites of Olive Garden, Pino's Italian Restaurant and Pizzeria, and Giovanni's Pizza. All three restaurants are popular Italian restaurants, making them an effective basis for our report.

The websites were analyzed on three factors: visual appeal, content, and ease of navigation.

For further research, we conducted a survey of customers' opinions of the three Italian restaurants websites. We sent out 100 surveys and out of the 100 we got 85 responses back. Figure 6 below shows the results of the survey. The survey was out of 5 stars.

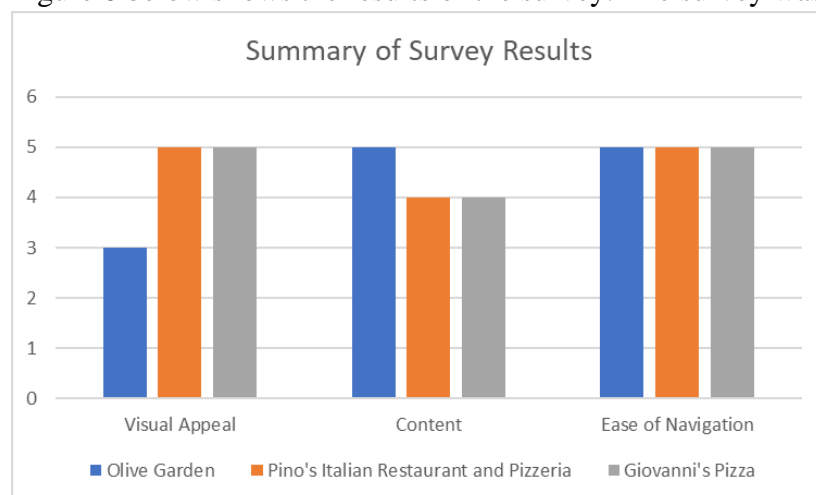


Figure 6

Our study concluded that Olive Garden surpassed the other two restaurants in the content area. While in terms of visual appeal Pino's Italian Restaurant and Pizzeria and Giovanni's Pizza surpassed Olive Garden. Lastly, when looking at ease of navigation all three of the restaurants were tied in that category.

We found all restaurants used similar techniques to create an attractive and eye-catching website. Both websites' color and brightness make it look professional. All homepages also use a format to grab users' attention. However, Giovanni's seems to lack the amount of Italian related photos on its homepage, making it possibly a little confusing as to what the website may contain.



The Olive Garden website had a great amount of content, as also shown by the survey results in Figure 6. Its website presents clear menu options for all their customers. All websites provide useful information such as prices, calories, and serving size. However, Giovanni's and Pino's show quite more visual appeal to viewers than Olive Garden's website.

We found all websites easy to navigate. All restaurants have a large search engine that is easy for customers to find. However, ads unrelated to Olive Garden's website make it a little less user friendly than the other websites.

Overall, Olive Garden's restaurant needs a little more visual appeal to be up to par with Pino's and Giovanni's website, while Pino's and Giovanni's could use a little bit of a content update to be up to par with Olive Garden.



## Recommendations

For the Ginevra's Italian Cuisine's website, we recommend Triple C Pasta LLC do the following

- Incorporate visual appeal elements from Pino's Italian Restaurant and Pizzeria and Giovanni's Pizza websites.
  - Begin by stating some information about the restaurant's history, as well as the food that they are known for having on the homepage.
  - Adding an image helps grab the viewer's attention.
- Incorporate the content from the Olive Garden website.
  - Including a detailed menu of the food that is served with the name of the dish along with the price and number of calories.
- Incorporate the ease of navigation from all three of the restaurant's websites Pino's Italian Restaurant and Pizzeria, Olive Garden, and Giovanni's Pizza.
  - Including tabs to ensure that customers can find exactly what they are looking for at the top of the homepage.
  - Also, including very easy to navigate and very user-friendly elements to the website.