

# syrup.



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## Redesign Proposal

[syrupbreakfast.com](http://syrupbreakfast.com)

Team Members

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## Site Users and Purposes

### Site Introduction and Description

Syrup is a brunch boutique located in Norman, Oklahoma. It is a restaurant that focuses on not only providing quality breakfast food, but also by supporting causes that matter, on both the local and global scale. Syrup's website is designed to provide easy access to information regarding the restaurant's activities and operations. For the general customer, the main website page provides the restaurant's address, hours of operation, and mission statement. The website provides a page for the menu that lists the food options and descriptions. There is a waitlist page that gives instructions on how to access the waitlist via Yelp. The contact page provides question windows that are intended to help you contact the restaurant. After completing the prompts on this page, there is a spot to fill out contact information so that the restaurant will be able to reach you with a response. The restaurant is involved in other social aid projects and the website provides a section detailing their mission statements for each project. If there are people interested in helping contribute to these projects, there is a page containing contact and donation information. Lastly there is a page for anyone interested in applying for a position at Syrup.

### Site Goals and Purposes

As Syrup is a breakfast restaurant, its website primary goal is to provide information about how to purchase food. Syrup also hopes to support local and global projects to better society and so another goal that this website serves is to provide more information about Syrup's causes. The users of this website could include patrons (people who would eat at this restaurant), applicants (people who would want to work at this restaurant), and competitors (people who would want to see what this restaurant provides and try to improve it for their own establishment). This website could also attract donors (people who would want to donate to assist in their cause), since they include a page that describes the projects that they are currently contributing to on their site.

Different users of this website will be searching for varied information and as such the website should be designed properly to ensure easy retrieval of important information. This site also serves as a general advertisement for the restaurant as when people search for breakfast locations in Norman this website will show up. As a result, Syrup wants to ensure that after viewing this website that people want to come to eat. The three purposes of the site that we will focus on testing will be finding information about the menu, contacting the restaurant (either to order food or to join the waitlist), and finding directions to the restaurant's location.

### User Personas

User personas are fictional profiles of people that would have a reason to use your website. Gearing information towards specific users instead of a general presentation of information results in a more effective result. By better understanding who is using your site and what information they are hoping to collect, improvements can be made to make sure that the most important information is readily available.

## User Persona 1: Bradley Sheppard



# Bradley Sheppard

Loves hanging out with friends and family

Age: 24

Location: Norman

Job: Works at a bank in OKC

Interests: Coffee, eating healthy,  
and saving for his future

Bradley Sheppard is a recent graduate from the University of Oklahoma that commutes to his job in OKC. He has local friends that he loves to hang out with and is always looking for new places to eat with them.

## User Persona 2: Katherine Neal



# Katherine Neal

Has a great passion for her community

Age: 55

Location: Dallas

Job: Works at a non-profit

Interests: Family, exercise,  
reading, and volunteering

Katherine Neal is married and has two children, the older of whom is a sophomore at the University of Oklahoma. She often visits her kid on weekends and loves to treat him to breakfast to catch up with him.

## User Persona 3: Lilly Nolan



# Lilly Nolan

Drinks in knowledge and coffee in equal parts

Age: 35  
Location: Norman  
Job: English professor at the University of Oklahoma  
Interests: Finding vegetarian recipes, supporting her students, gardening

Lilly Nolan was recently hired as an English professor at the university and is looking to network and bond with her colleagues. She recently moved to Norman and is looking for a new brunch spot.

## Potential Usability Issues

This section presents an overview of usability issues on three of your website's pages. This overview focuses on the homepage, the menu page, and the contact page as these pages are core to the purposes that we are testing. By identifying core issues on these pages, areas of improve can be found and focused on in the usability test proposal.

### Homepage

The homepage of your website accurately represents your restaurant's sleek and modern style. The homepage does an excellent job presenting the essential business information that customers will be looking for in an efficient way. Business hours, location, and contact information are neatly displayed in a way that creates a well-balanced modern website. Also, displaying your mission statement on the homepage is a good way of quickly informing your customers that breakfast is not the main purpose of your company. The article "9 Common Usability Mistakes in Web Design" by Dmitry Fadeyev says "People want information quickly, and withholding it only annoys them. This will aid in increasing the probabilities of customers to be more inclined to navigate to your gifts and causes tabs. The other tabs are easily accessible, allowing for easy navigation. For these reasons discussed your homepage is well made. However, the main area of concern we have regarding the homepage is the color and contrast used.

The readability of your homepage is lacking due to the poor contrast between the words and background which your information is presented. More attention should be paid to using proper color and contrast that would allow for easy readability for anyone customer/user. Some people have poor vision or color blindness making it more difficult to distinguish the words from the background because they are too similar in color. Even with good vision some of the information

displayed is easy to miss because the words blend in with the background. The website already utilizes black for the company logo, so making the word colors black instead of gray would not clash with the rest of the site. The website “Top 5 Web Design Mistakes Small Businesses Make” By Grace Smith, informs that website designers can “Use a free a Color Contrast tool (which conforms to accepted standards) you can easily check to see how the contrast on your website measures up.”

Another issue with the homepage is related to the font size. Since the font size is quite small, this could cause additional issues. By changing the font size, this could help with the readability of the homepage for the customer. An easily readable homepage encourages users to read more of the content presented. Usability is also about the experience people have using your website, so attention to detail matters, as do the presentation and feel of the page (Fadeyev).

## we are an impact-based brunch boutique located in oklahoma.

Dreaming of syrup. began in South Africa in August 2011 and the doors opened in September 2012. It started with a small group of friends who had big dreams and a belief that simple things can make a big impact.

While in South Africa, cooking evening meals, “Breakfast for Dinner” became a common theme. As lovers of all things breakfast, it made perfect sense to combine the foods we loved with the causes that stirred our hearts.

The vision of syrup. is to have a delicious breakfast with local and global impact. It may look different throughout the years: assisting an orphanage, disaster relief, digging clean water wells, supporting missionaries, and providing for sustainable community development. Here is a [video](#) that tells a little more about us!

Locally, we want to see Oklahoma thrive, students succeed, families supported, the poor uplifted, and the economy grow. The fun part about being a small business is that we can make an impact on the community we so adore.

Poor contrast makes it hard to find important information.

## locations

syrup. Norman

123 E. Main Street

Norman, OK 73069

(405) 701-1143

[click here for directions](#)

syrup. OKC

1501 NW 23rd Ave

Oklahoma City, OK 73106

(405) 601-1354

[click here for directions](#)

## hours

M-F 7a-1p

Sa-Su 7a-2p

Figure 1: Syrup’s Homepage. The color of the words is very similar to the background resulting in low contrast and hindering site readability.

## Secondary Page: Menu Page

As with the main page, the menu page is lacking contrast that makes the sections blend together and could benefit from some color and contrast. Adding a few photos of the restaurant’s specials could add more visual appeal while also providing important context about Syrup’s food. The black and white looks very clean, but it isn’t very effective in drawing the attention of the user. It

also makes it very easy to overlook some important details such as the item being listed as gluten-free or vegetarian.

There is another thing that is affecting the consistency and flow of the page. There shouldn't be a whole separate subsection for chicken and waffles if there is only one item in that category. Given that there is already a "Waffles and Pancakes" section, this would be the ideal place for this menu item to reside. If there is concern about the nature of this dish being salty and savory in comparison to the sweet items in the "Waffles and Pancakes" section, it could instead be placed in the "House Specialties" section.

Each item in the website's menu has a brief description, explaining the different components of the dish. However, it lacks some information that is often found on other menus such as the calories or mainly, the price. These are usually the deal breakers for customers, so it is important to list these things.

#### HOUSE SPECIALTIES

##### **Morning Glory (GF)**

A fluffy waffle topped with scrambled eggs, bacon or sausage and Tillamook cheddar cheese.

##### **Crunchy French Toast**

Cornflake-dipped challah bread, topped with strawberries & powdered sugar.

##### **Stuffed Frittata (GF)**

A crustless quiche with bacon, Tillamook cheddar cheese, onions, bell peppers, spinach, and potatoes. Accompanied by a side of toast & strawberries. (vegetarian option available)

##### **Home Sweet Homa (GF/V)**

An Oklahoma breakfast with eggs your way, choice of bacon or sausage, half stack pancakes with powdered sugar & skillet potatoes to round out a great morning.

##### **Eggs Benedict**

English muffin served open faced topped with poached eggs, bacon, avocado, tomato, & hollandaise. (salmon 4)

##### **Huevos Rancheros (GF)**

Two corn tortillas with skillet potatoes, black beans, & eggs your way. Topped with house-made ranchero salsa and cilantro. (Add bacon or sausage crumbles 2/ add avocado 2/ add sour cream 1)

##### **Biscuits & Gravy**

Two soft, golden biscuits covered in our signature sausage gravy and topped with sausage crumbles.

##### **Haystack (GF)**

A poached egg on top of a crispy potato base with bacon, parmesan cheese, and hollandaise sauce. (Add salmon 4)

##### **Uptown Sliders**

Two breakfast sliders on brioche buns filled with fried eggs, cheddar cheese, bacon, spinach and avocado. Served with a side of potatoes.

##### **Croissant Melt**

Toasted croissant with bacon or sausage, eggs your way, & your choice of cheddar or mozzarella cheese. Includes side of potatoes.

##### **Skillet Scramble (GF)**

Served in a sizzling skillet, layers of breakfast potatoes, chorizo, bacon, sausage, tomatoes, onions, spinach & cheddar cheese. Served with a side of pico de gallo & ranchero salsa. (Add avocado 2)

No prices are listed on any of the items.

#### CHICKEN AND WAFFLES

##### **Sriracha and Honey Chicken**

Waffle topped with grilled chicken and bacon tossed in sriracha. Topped with cheddar cheese, green scallions and honey. Side of ranch available upon request. (Add avocado 2/Add Egg 1)

Individual menu item by itself that could either be combined with the house specialties or the waffles and pancakes section.

Figure 2: Syrup's Menu Page. Chicken and Waffles section only has one entry and thus takes up an unnecessary amount of space.

## Secondary Page: Contact Page

The contact page presents the user with an embedded Typeform which directs users to fill out questions or concerns. However, given the small size of the phone number on the Homepage, it seems likely that users might navigate here to find additional contact information and be confused when no phone number or email address is listed. The combination presents the user with a fairly blank page that could instead provide more information in one location.

A lot more could be added to this page, like a phone number, address, and a map with the restaurant's location. While this information is found in other spots on the website, is scattered in places other than the contact page. Rather than having all this information split up into random areas which increases the difficulty of finding them, putting them in a centralized location so that it is organized and easy to find could be very beneficial.



Figure 3: Syrup's Contact Page. The use of Typeform as a way to submit questions makes this page seem very empty and results in confusion when there are no other means of contact on the Contact page.

## Competitor Analysis

### Alternative Site 1: Neighborhood JAM

Neighborhood JAM is a local breakfast destination founded in Oklahoma. With five locations in various cities including Norman, Edmond, OKC, and Tulsa, they are committed to offering an innovative and unique breakfast experience to locals and visitors alike. They pride themselves on "Keeping It Local" and embracing a neighborly attitude within their community.



## Alternative Site 2: The Diner

The Diner is a local breakfast spot founded in Norman, Oklahoma by Mark Amspacher. Coming from a long tradition of chili parlors and diners operating out of Norman for over 100 years, The Diner is their latest establishment. Famous for its chili and great down-home Tex-Mex cooking, The Diner offers a relaxed, friendly, warm, and home-like setting for the locals of Norman.

### Comparison of Competitors to Site

Both of the establishments listed above are breakfast spots operating in Oklahoma, but more specifically the city of Norman like yourself. Each establishment has its own pros and cons, but how does it match up when compared to your own establishment, Syrup? As discussed previously, we understand that due to your site's simple and modern nature, a lot of the information you provide, or lack thereof sort of gets lost in the background. Using the sites of the establishments above, we can see what they do well and apply it to your own site.

One of your major problems is how plain and simple the site looks compared to your competitors. Simplicity can be good sometimes, but there is nothing wrong with "spicing" things up a little bit by having some graphics here and there, or some pictures that show what your dishes look like. This will allow your customers to have a better understanding of what they're purchasing and be more inclined to try new dishes. A good example of this can be shown below from The Diner's site.



Figure 4: *thedinerofnorman.com* homepage. Just from these six initial photos, a person on The Diner's site can tell that they offer a variety of items that vary from breakfast to lunch.

Another one of your major problems is the information on your menu page. The descriptions of your menu items could be formatted better so it doesn't look like jumbled up words. The font color and sizing could also be fixed so that the information could be more legible and appealing to the eyes. I would suggest incorporating something similar to the image below from Neighborhood JAM's site.

Great sectioning allowing the consumer to navigate the menu more easily.

<p><b>CREATURES OF HABIT</b> <small>SEE CLUBHOUSE FOR ADD-ONS</small></p> <p><b>BACK TO THE BASICS*</b> Three eggs, choice of meat, breakfast potatoes or hash browns, toast 12</p> <p><b>3 EGG OMELETTE OR SCRAMBLE</b> Three eggs, choice of three fillings, breakfast potatoes or hash browns, choice of meat, toast • Add extra egg +2 12.5</p> <p><b>BREAKFAST TACOS</b> Three corn or flour tortillas filled with scrambled eggs, guacamole, cotija cheese, sour cream, green chile hollandaise, pico, cilantro • Add extra taco +3.5 10.5</p> <p><b>BIG BAD BURRITO</b> Flour tortilla filled with two scrambled eggs, breakfast potatoes, black beans, poblano peppers, cheese blend, topped with sour cream, cotija cheese, pico, cilantro, green chile or rancho sauce • Ask us about "The Frankie"! 10.5</p> <p><b>COWBOY CONTINENTAL*</b> Three eggs your way, 6oz of strip steak, breakfast potatoes or hash browns, toast 17</p> <p><b>THE GOOD OL' BOY*</b> One open faced scratch biscuit, three eggs your way, choice of meat, black pepper sausage gravy, breakfast potatoes or hash browns 12.5</p>	<p><b>NEIGHBORHOOD FAVS</b></p> <p><b>HOT JAM BISCUIT*</b> Scratch made biscuit, jalapeño peach jam, fried chicken breast, bacon, one egg your way, cheddar, breakfast potatoes or hash browns • Make it nasty +1 11</p> <p><b>SHRIMP &amp; CHEDDAR GRITS*</b> Shrimp sautéed with mushrooms, onions, white wine, creole seasoning, served on top of cheddar grits, one egg your way 16</p> <p><b>HUEVOS RANCHEROS*</b> Corn tortilla layered with black beans, pepper jack cheese, guacamole, rancho sauce, beef barbacoa, two eggs your way, topped with pico, cotija cheese, sour cream 11</p> <p><b>THE HEAD*</b> Heaping hash browns covered with cheese blend, two eggs your way, choice of meat, avocado, pico, cotija cheese, cilantro, chives, toast 12.75</p> <p><b>BREAKFAST STUFFED POBLANO*</b> Breaded poblano pepper stuffed with mixed cheese, pork sausage, black beans, corn, chipotle peppers, topped with hollandaise, sour cream, cotija cheese, <small>situate served with three eggs your way also do call.</small> 14.5</p>
<p><b>SWEET &amp; YUMMY</b></p> <p><b>PINEAPPLE BOURBON CAKES</b> Buttermilk pancakes, caramelized pineapple, pineapple bourbon sauce, bourbon butter, lemon cream swirl, caramel drizzle 10</p> <p><b>CINNAMON ROLL CAKES</b> Cinnamon and caramel infused pancakes, topped with cream cheese frosting, caramel drizzle 10</p> <p><b>LEMON POPPY CAKES</b> Three buttermilk poppyseed pancakes, topped with house-made lemon curd, lemon cream swirl, poppy glaze 10</p> <p><b>LOONEY CAKES</b> Carrot cake pancake batter mixed with shredded carrots and coconut, topped with cream cheese frosting, candied pecans, lemon cream swirl, powdered sugar 10</p> <p><b>SIMPLE JACKS</b> Plain 7 • Blueberry 9 • Chocolate Chip 9</p> <p><b>THIRD WHEEL</b> Feeling adventurous? Try three different Sweet and Yummy pancakes! 12</p>	<p><b>BENNIES</b></p> <p><b>UPTOWN BENNY*</b> Toasted English muffin, shaved ham, two poached eggs, hollandaise, chives 12.5</p> <p><b>OKIE BENNY*</b> Scratch biscuit, shaved ham, two poached eggs, cheddar, black pepper sausage gravy 12</p> <p><b>WESTSIDE BENNY*</b> Toasted everything bagel, cream cheese, lox, pickled red onion, two poached eggs, hollandaise, tomato caper salsa, dill 16</p> <p><b>EL JEFE*</b> Corn tortillas layered with green chile pulled pork, tortilla chips, two poached eggs, green chile hollandaise, pico, cotija, pepper jack cheese, chives 13</p> <p><b>BBQ BENNY*</b> Scratch biscuit, beef barbacoa, two poached eggs, green chile hollandaise, bbq sauce, cotija, cilantro 12</p>

Good contrast between font color and sizing.

Figure 5: *thatsmyjamok.com* menu page. The site does well with font color and sizing choice so that the information is legible and appealing to the eyes.

If maintaining a simpler style is something that you are firm on, there are a few ways to incorporate graphics and images without having to lose that aesthetic. From your webpage, I have noticed that your establishment is pretty big on coffee. You could try incorporating some black and white coffee art or simple aesthetic images/graphics that are related to your business to “spice” up your site a bit without sacrificing the modern look that you are going for. An example of this can be shown below.



Figure 6: *blackmarkettraining.com* learning latte art page. Simplistic image of a latte that could let your customers know you are big on coffee.

## Usability Test Proposal

### Introduction to Usability Tests

Usability tests are an assessment of how customers are able to interact and navigate with common aspects associated with a website. We will be testing different sections of your website and the convenience, organization, and ease of use of navigating throughout the various pages on the website. The book “Rocket Surgery Made Easy” by Steve Krug talks about the importance of a usability test not being an example to prove what is wrong with the website but rather what can be improved or made simpler.

### Usability Test

We propose a usability test for your website so that we can further analyze what we have and what needs the most attention based on average individuals who would be using your website for common tasks. For our tests, we will present our test users with the following two scenarios and ask them to follow instructions and complete related tasks within each scenario.

### Tasks and Flaws Addressed by Usability Test

Based on our initial analysis of the website, we deemed that the two most important sections we will focus our usability tests on are finding the menu/ordering food online, and contacting/finding directions to the restaurant. We picked these two flaws because they seem practical in what an average customer would be using the website to find. In addition, our team

visually noticed that these two aspects are weak and could use improvement compared to other pages and elements on the website.

### Scenario #1: Finding Menu/Ordering Food

You are a local Norman resident looking to get food to eat with your family. Everyone agrees that they want brunch food. However, not everyone wants to go to a restaurant to eat, so you must find a way to order food online or by phone and pick it up to-go. You must also find where the menu and prices of each item are online so that everyone in your family can see and decide what they want.

This scenario is designed to test the difficulty for an average user to be able to navigate through the website to find a page typical on most websites for restaurants. The user will try to find the menu and prices in addition to finding out if they can place an order online or via phone. Most restaurants today have their menu and some way of ordering food online or an alternative method (like calling the restaurant directly to place an order) to place a pickup order. We are wanting to assess how difficult it is for the average person to do all of this at this restaurant and how long it will take them.

Questions for scenario #1:

- How easy was it to find the menu page?
- Were you able to place an order online or by calling the restaurant directly?
- Were you able to find the price of items listed on the menu?

### Scenario #2: Contacting/Finding Directions

You and a few of your friends are from Texas and have come to Norman to meet and hangout with some friends. The morning that everyone gets to Norman, your friend suggested Syrup for food since it is a local breakfast spot. The only problem is you do not know where Syrup is and what they have to offer since you and some of your friends are from out of town. You want to find the address for the restaurant and contact the restaurant to be put on a waitlist.

This scenario is designed to test how fast and easy it is for someone not from Norman to go out and eat at Syrup. This scenario requires the user to be able to find where the restaurant is located, and if they have a phone number available for contact about questions that you may have. For someone who does not have a lot of knowledge about the area, these things need to be easily accessible.

Questions for scenario #2:

- How easy was it to find the restaurant's contact information?
- Were you able to find the restaurant's address?
- Were you able to find information about the restaurant's waitlist?

### Next Steps

We will use our findings from the tests to better redesign and upgrade the website to be more user-friendly and modern. Before we complete all tasks, we will reconvene with you to go over the steps we recommend taking, and any thoughts or concerns you may have can be addressed with our team then.