

Memo

Date: November 14, 2021

To: Rod X, Owner

From: Student 818310, Website Analyst

Subject: Website Review of highlandshollow.com

Below is my analytical review of the Highlands Hollow website. The guidelines for my research are detailed within **Research Methods**, and include how I analyzed the Highlands Hollow website, how social media volunteers perceived the website, and how I analyzed a competitor's website for comparison. I also visited Highlands Hollow (and ate there) to determine if the aesthetic of the website suits the environment of the restaurant. The survey I conducted, alongside my experiences at Highlands Hollow and at competing microbrewery Sockeye, appear within **Appendices**.

My website evaluation was based on the 3 following subjects:

1. Ease of Navigation
2. Design Features
3. Customer Satisfaction

Highlands Hollow Website Recommendations

1. Add sitemap to the bottom of all pages.
2. List address at the bottom of each page.
3. Remove the 'OUR BREWER' submenu from 'OUR BEER.'
4. Move the information about Chris Compton to the bottom of the 'OUR BEER' page.
5. Add a way to translate the website into Spanish.
6. Change the shade of a blue on the calendar page to be more muted.

If you would like further analysis, please contact me at (208) 985-####, or at Istudent818310@my.cwi.edu.

Website Evaluation-
Highlands Hollow Brewery
Prepared For: Rod X, Owner Highlands
Hollow Brewery
Prepared By: Student818310, Website
Analyst College of Western Idaho

November 14th, 2021

Introduction

As a website analyst, I was asked to perform an analysis of the Highlands Hollow Brewhouse website, highlandshollow.com. As a brewery and restaurant, customers are mainly attracted when they are either regulars, passing by, or looking for something new, typically online. That's where having a good website comes into play.

My job is to observe the website and conduct customer research in order to inform of what is causing the website to succeed, and what areas could use improvement. I will investigate three main topics that largely contribute to website success: ease of navigation, design features, and customer satisfaction. In layman's terms, it essentially means the website needs to be easy to use and move around on for anyone who might use it, it needs to look aesthetically pleasing so the design doesn't drive off potential customers, and it needs to provide the customers information that they want about the website.

From research conducted through customer surveys, it can be seen that the website as a whole functions well and looks nice, and with a few minor changes, it can be topped off and called done.

The pages following detail my research and experience, alongside my recommendations continuing forward.

Research Methods

In order to provide an encompassing evaluation of Highlands Hollow's website, I examined the following aspects of website design:

1. Ease of Navigation
2. Design Features
3. Customer Satisfaction

1. Ease of Navigation

I investigated how easy it was to navigate the website by looking into the headers provided, and what information the different tabs provide. Alongside this, I checked to see how the website functions on mobile devices. I looked into where information was placed to see if it made navigation within the website easier, due to the logical placement.

2. Design Features

I compared the visual theme of the website to the aesthetic of the restaurant, alongside looking into the color scheme of the website to see how it appeals to viewers.

3. Customer Satisfaction

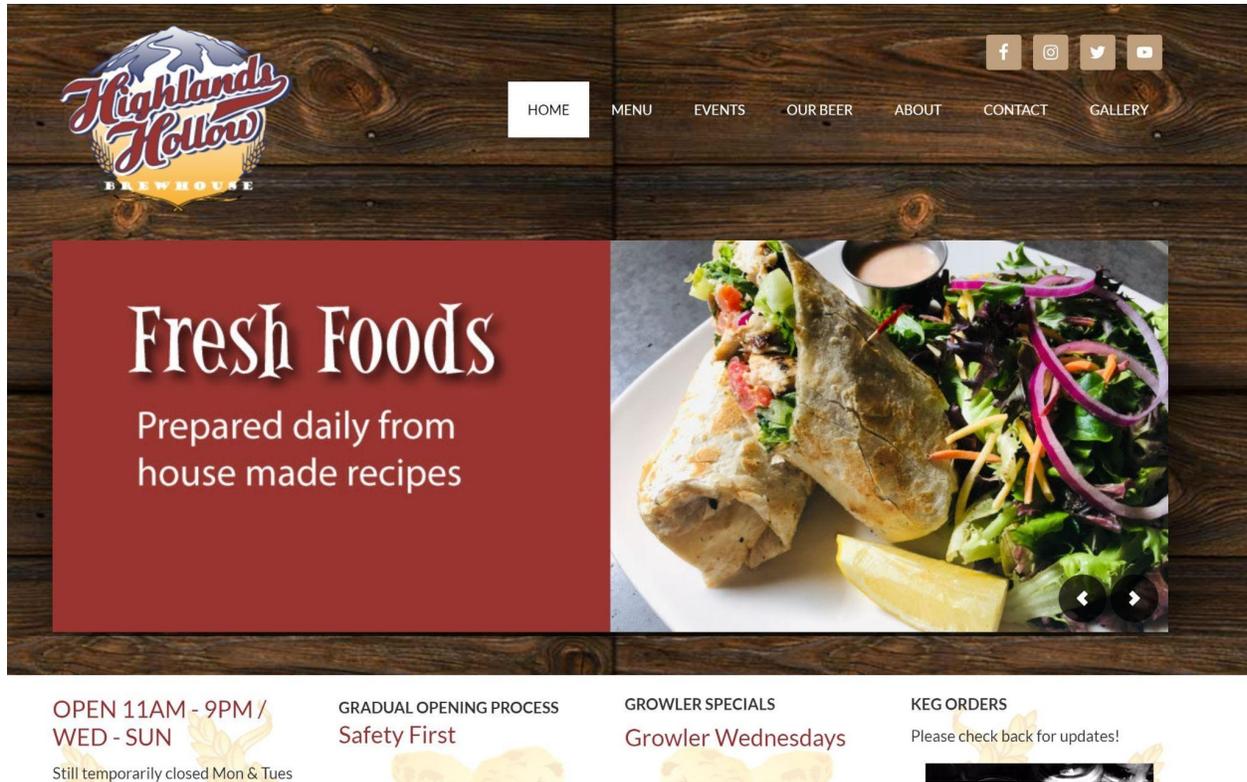
I conducted surveys online, asking for customer opinions on all of the above subjects in regards to the Highlands Hollow Website.

All of the information gathered from the research is presented below, in **Results**.

Results

Ease of Navigation

Overall, both website visitors and I found the website to be relatively easy to navigate. However, there are a few things to be improved.



The site map is located at the top of every page, making it easily accessible, but it is only accessible at the top of the page. This navigation should also be at the bottom of the page for accessibility, as it is on the Sockeye Brewing website. The address should also be listed at the bottom of the page, because not everyone will think to look for the location of the restaurant within the 'CONTACT' page. Alongside this, despite none of the other tabs having submenus, the 'OUR BEER' page has one leading to 'OUR BREWER.' In order to maintain the cohesion of the website, the information about the brewer, Chris Compton, should be at the bottom of the 'OUR BEER' page, beneath the beers listed. Overall, it works smoothly with minimal loading times. I would personally recommend adding a way to translate the website into Spanish, as 9% of Boise's population identifies as Hispanic or Latino according to cityofboise.org.

Recommendations:

1. Add sitemap to the bottom of all pages.
2. List address at the bottom of each page.
3. Remove the 'OUR BREWER' submenu from 'OUR BEER.'
4. Move the information about Chris Compton to the bottom of the 'OUR BEER' page.
5. Add a way to translate the website into Spanish.

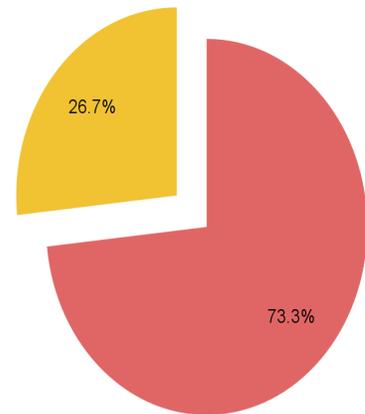
Design Features

The website, on every page, has a charming background of dark wooden slabs with solid white blocks that scroll over it in order to make the burgundy red text easy to read. It sticks to a simple color palette of red, yellow and white, the warm colors giving off feelings of, well, warmth, alongside not being so vibrant that they are harsh to the eye. They are rather dark in contrast to the white background they are on, providing a lovely contrast. The logo is nice on the top left of every page, a header and reminder of the establishment, sticking to the red and yellow theme, with muted blues used for the mountain in the background. On the calendar page, events are highlighted in a cerulean blue, throwing off the aesthetic of the rest of the website when visited, and something I would recommend changing to a darker color, in order to match the primary color scheme of the logo.



Percentage of Customers Who Enjoy the Look of the Highlands Hollow Website

● Enjoyed
● Didn't Enjoy



The soothing colors of the website match the rustic charm of the restaurant, made of brick and wood with a roaring fire pit for a group of friends or a family to sit around and warm up at after coming down Bogus

Basin Road from a cold ski trip. The service is fast and casual, the waiters very friendly with customers, with a wide selection of food and drinks, alongside frequent live music performed by local bands. Overall, Highlands Hollow feels like a safe and comfortable place you want to be, and the website reflects this well. Along with this, although the font in some places is a little willy with flairs and curls, it has a general consistency and professional air to it with the majority of the text being in Arial.

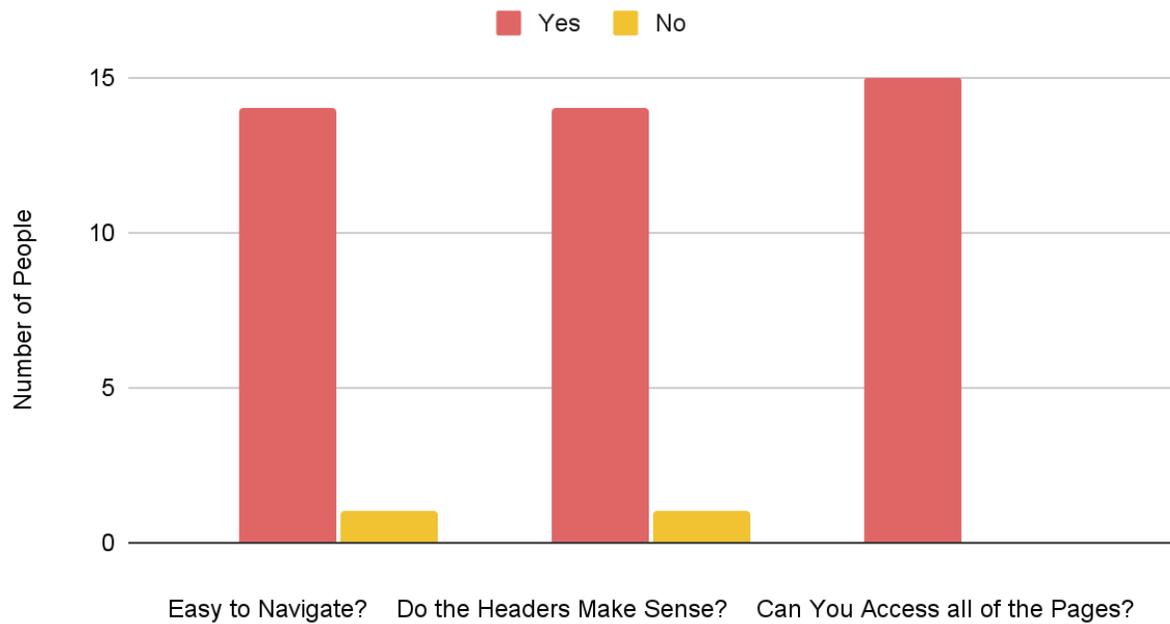
Recommendations:

1. Change the shade of a blue on the calendar page to be more muted.

Customer Satisfaction

Overall, the website is very easy to use and not troubling for users. It loads on mobile and on laptops, with no weird overlapping text such as on Sockeye Brewing's website, nor did any of the survey takers have trouble with the website loading within five seconds of being launched. 80% of survey takers said they would visit the website again, and thanks to the linking of various social media accounts in the top right, it's easy for customers to keep track of upcoming events or deals taking place at Highlands Hollow. In general, there was nothing that en masse deterred customers from the website.

Customer Satisfaction



Conclusion

Here, I will present a summary of the information and data gathered from my evaluation.

The goal of a website for any business is to attract customers, through a variety of means. The Highlands Hollow website is relatively easy to navigate, and aside from adding a translation feature, only a few aesthetic changes need to be made in order to finish off the website. Due to this, it is succeeding, but it is important to remember to update the website as times and expectations change. So long as the website is regularly inspected and kept up to date, it should continue to succeed in drawing in customers.

Recommendations

Although not necessary to maintain Highlands Hollow's success as a restaurant and brewery, I would recommend making a few changes to make the website more visually appealing and easier to navigate. It's not so much of a reformation of the website as it is just polishing it, putting on the final touches.

Final Recommendations:

1. Add sitemap to the bottom of all pages.
2. List address at the bottom of each page.
3. Remove the 'OUR BREWER' submenu from 'OUR BEER.'
4. Move the information about Chris Compton to the bottom of the 'OUR BEER' page.
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References

<https://www.highlandshollow.com/>

<https://www.sockeyebrew.com/>

<https://www.cityofboise.org/departments/police/about/bpd-at-a-glance/demographics/>

Appendices

Customer Satisfaction Survey

Please answer each question with either yes or no.

1. Are you looking at the website on your phone?
2. Are you looking at the website on your computer?
3. Is the website easy to navigate?
4. Do the headers make sense?
5. Can you access the pages that the headers lead to?
6. Do you enjoy the look of the website?
7. Do the colors the website uses look nice?
8. Did you have any issues loading the website?
9. Would you want to use this website again?

My Experience at Highlands Hollow Brewery

Highlands Hollow is a cozy brewery and restaurant at the beginnings of Bogus Basin Road. Upon walking in, a hallway decorated with winter sports mementos greeted me before I was shown to my table quickly. My waitress was also very fast, quickly bringing me my sprite and my tomato basil soup. She was very polite and friendly, her casual attitude reminiscent of being greeted by an old friend. It was hot and cozy, wood in the fireplace cracking behind me as I heard other patrons talk and laugh with each other, and heard the rush of the kitchen. The warmth and companionable customer service is well reflected in the design of the website.

My Experience at Sockeye Brewery

Sockeye is big. It isn't in downtown Boise, seeming to operate in almost a warehouse type space, as most breweries do. The floor is hard and made of concrete, with a sturdy custom made desk standing between me and the host, who sat me relatively quickly at a booth. They were somewhat busy, but were polite, professional, and to the point with me as my waiter took my order. It took a while for my food to come out, around a half-hour, and I was a little disappointed because the dish I ordered was smaller than I remember it being. Sockeye is a growing business, and as such, is becoming more commercialized in both the beer it produces as a company, and in the food it serves local patrons. It's website reflects these changes well, with sleek and professional design in black and white, with red highlights.