

# Letter of Transmittal

## **Boise Juice Company LLC**

To: Jessica X  
From: Student 818799  
CC: Website Engineer  
Date: November 1st, 2021  
Subject: Comprehensive Website Review for boisejuice.com

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I have been writing a comprehensive website review on your business website boisejuice.com. I have attached this recommendation report based on the research on the website and your competitors as well.

The purpose of this report is to help evaluate the pros and cons that the website is currently available for your customers. This report will help assist in the construction of your website: Navigation, placement of information, website layout, design, and extra features and characteristics of the website. To thoroughly complete this report/review I have conducted research based on the company from online (desktop and mobile view) and in-person. I studied the experience on how the website persuades customers and what the results are when you go to any of the business's locations. In the report, there will also be a questionnaire based on current customers and new customers who have not been to Boise Juice Company. With all the research, data collected and analyzed, this gives us a complete report.

Having a professional/ customer welcoming website for a business is really important in today's society. Having this option for customers on a desktop, mobile, and having an app is very important in a business. While writing this review I kept those thoughts in mind.

**Website Evaluation:  
Boise Juice Company LLC  
Comprehensive Website Review Report**

Prepaid for: Jessica Heubach & Website Engineer  
Owner/Manager  
Boise Juice Company LLC

Prepared by: Trazelle Grover-Cooper  
Analyst  
College of Western Idaho

November 1st, 2021

# Introduction

Since I was acquired for this job, I have been analyzing your business website for Boise Juice Company, boisejuice.com. On a first hands look at the website the appearance looks professional and welcoming. You are introduced with pictures of the products and ingredients which vividly show that this is a juice shop. Knowing this is a local company and that there are competing with big businesses it was in high interest to examine the contents of the website and write this evaluation.

Currently, the website's first appearance is bright and eye-popping. The website's navigation on a desktop view, mobile view, and the mobile app are working appropriately. I find that website design puts everything together. Having bright colors that match with the product (Juices) that are being sold makes the experience trustworthy to customers that they are on the correct website. The home page gives everything the customer would need to find out what the Boise Juice company is virtually and local store locations.

While viewing the website I kept these criteria in mind:

- |                  |                |
|------------------|----------------|
| 1. Accessibility | 6. Accuracy    |
| 2. Design        | 7. Authority   |
| 3. Content       | 8. Objective   |
| 4. Originality   | 9. Reformation |
| 5. Interactivity | 10. Coverage   |

I recommend the business website to have more creditably on the owner(s) on the "Our History" page and how it become the business it is now. Being a local company, many individuals like to know the back story of who, when and how the business started. It suggested that the website should have a downloadable menu option for those who can have access while offline. In the "Nutritional Info" page the pie charts for each juice can be difficult for some customers to know exactly how much saturated fat, total fat, and protein are in the drinks. If the drink does not have a lot of that nutrition the pie chart has no numbers telling you the quantity.

In the following sections, I will provide additional information on the research I have completed, research methods, results from existing customers and new customers, the conclusion, and recommendations on the boisejuice.com website.

# Research Methods

I began my research by considering the important factors that a business website should focus on to have a successful result:

1. Website Layout & Design - Color pallet, structure, imagery, navigation
2. Content & Data- Information on website and Data on products
3. Competitor comparisons- Big juice business vs Boise Juice Company
4. Current and new customer feedback

## **Review 1: Website Design & Layout**

A website design is an important part of a business's website. Going overboard with colors, contrasting color schemes and irrelevant imagery can make the design of a website hectic. Making sure all navigational links work correctly, having a responsive design that works on all platforms (desktop and mobile), and have typograph consistency. All that I stated affects a user/customer having a good or bad experience on the website.

## **Review 2: Content & Data**

The information and data provided on a website should be accurate and verified. The website should be free of any spelling, grammar, and punctuation errors to show that it is professional and that the facts are correct. Having enough content coverage on each page to give its full purpose should be specific and well defined.

## **Review 3: Competitor Comparisons**

I have chosen to review other juice companies' websites in the Boise, Idaho area. I will compare Roxberry Juice Company and Tree City Juice & Smoothie Café websites to boisejuice.com to find the differences that could potentially help improve the Boise Juice Company website.

## **Review 4: Customer Feedback**

Knowing what current and new customers are saying about the company is important. Having the feedback, they provide helps direct you to the right path. Knowing what is going well and not so well when it comes to your website and in-store is important for a local company.

With all these items in mind, I was able to come up with results and a conclusion on the current status of the boisejuice.com website.

# Results

The results of this report and analysis of the Boise Juice Company website will include snippets of boisejuice.com to help support my findings during my research.

## Review 1: Website Design & Layout

The website design fits very well with the images provided of the product that the Boise Juice Company serves. The Picture of the product is at the top of every page. Accents of green and gray for the navigation. Navigation links all work correctly and go to the appropriate page. Having a white background with black text shows the information is important. The green tabs take you to the corresponding products page with a “See Nutritional Info” link on every page. There are plenty of images on every page of the website giving the user/customer a fun experience and not just words of text. The “Contact Us” page gives a form to fill out for any questions. Below this form is an employment application if interested in working at Boise Juice.

The image displays two screenshots of the Boise Juice Company website. The top screenshot shows the main product page with a navigation bar, a hero image of three juice glasses, and a descriptive text block. The bottom screenshot shows an employment application form with a header and a form area. Callout boxes with arrows point to specific elements: 'Social Media logos and Navigations links work appropriately.' points to the top navigation; 'Image of product and relevant description of image.' points to the hero image and text; 'White background and black text with correct styling for the title and heading.' points to the main heading; and 'An easy fillable form for employment that will send directly to managers.' points to the application form.

Social Media logos and Navigations links work appropriately.

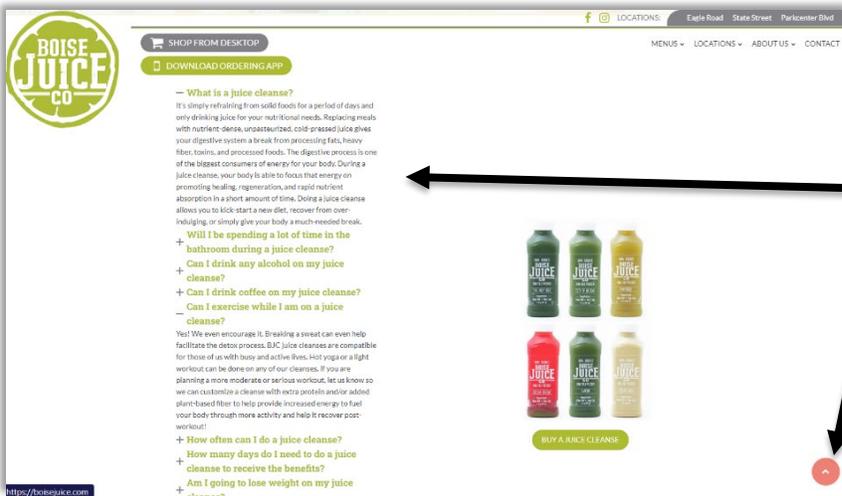
Image of product and relevant description of image.

White background and black text with correct styling for the title and heading.

An easy fillable form for employment that will send directly to managers.

## Review 2: Content & Data

The information and data provided on all pages are a good amount to not have user/customer overloaded with text. The website provides a FAQs (frequently asked questions) section on the “Nutritional Info” page. On this page, there are pie charts for each juice that is sold by the company. Below the pie charts is a table. Both these charts give the user/customer nutritional info. The “Our History” page gives plenty on information on why the “local owned, family-operated juice, smoothie, and acai bowl company in Boise, Idaho.” started a juice business and how the juices are good for your health.

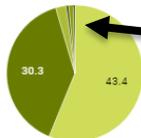
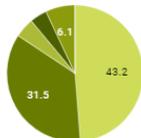
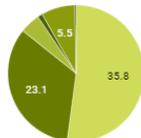
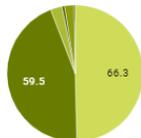
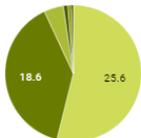


“FAQs” page answer common questions by customers. Helpful navigation button to take you to the top of the page.

### Boise Juice Nutritional Info

Hover over chart section or color key to highlight value.

■ Total Carbs (g) ■ Sugars (g) ■ Protein (g) ■ Total Fat (g) ■ Fiber (g) ■ Sat. Fat (g)



TropiKale

Nice Melons

City of Greens

Pineapple Chia

Repair

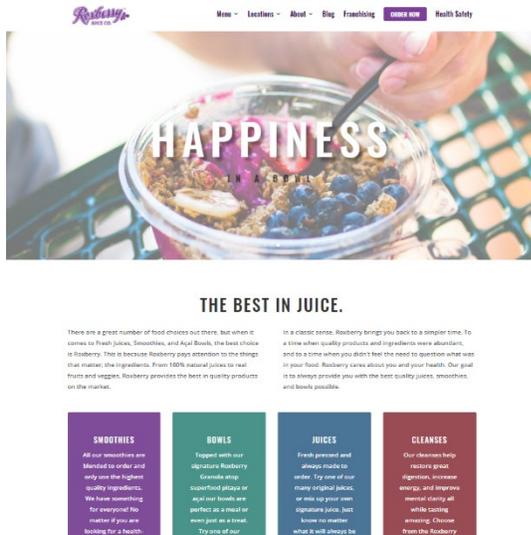
Pie charts giving nutritional info on the juices the Boise Juice Company sells. Good use of labels.

### Recommendation for improvement:

For the pie charts, it would be helpful to have all numbers showing on each slice instead of just the big factoring nutrition numbers. “Our History” page should have more information on the owners and how the business grew, instead of providing information on the benefit of the products sold by the Boise Juice Company.

### Review 3: Competitor Comparisons

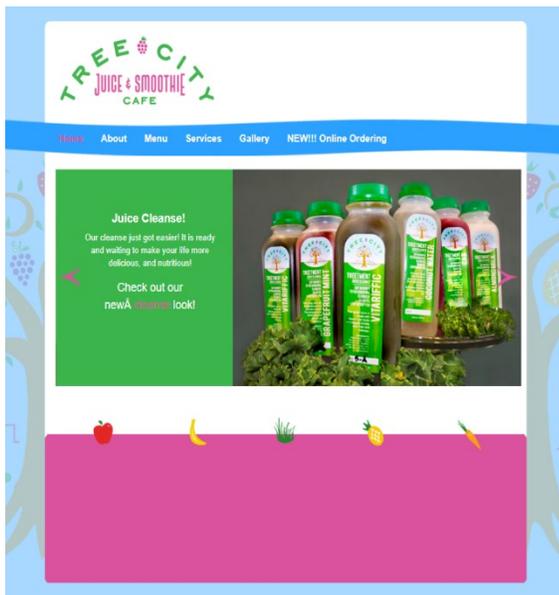
I researched for a big franchise juice company website and another small local juice company website to see similarities based on boisejuice.com.



**roxberryjuice.com:** Roxberry Juice Company is a franchise. They are one of the competitors in the treasure valley.

Their website has a similar design to boisejuice.com. They provide less imagery and more information when it comes to their menu page.

Due to Roxberry Juice Company being a big company they lack in formation in their "about" page, which benefits local companies to give a story.



**treecityjuice.com:** Tree City Juice & Smoothie Café is a local juice business in the treasure valley.

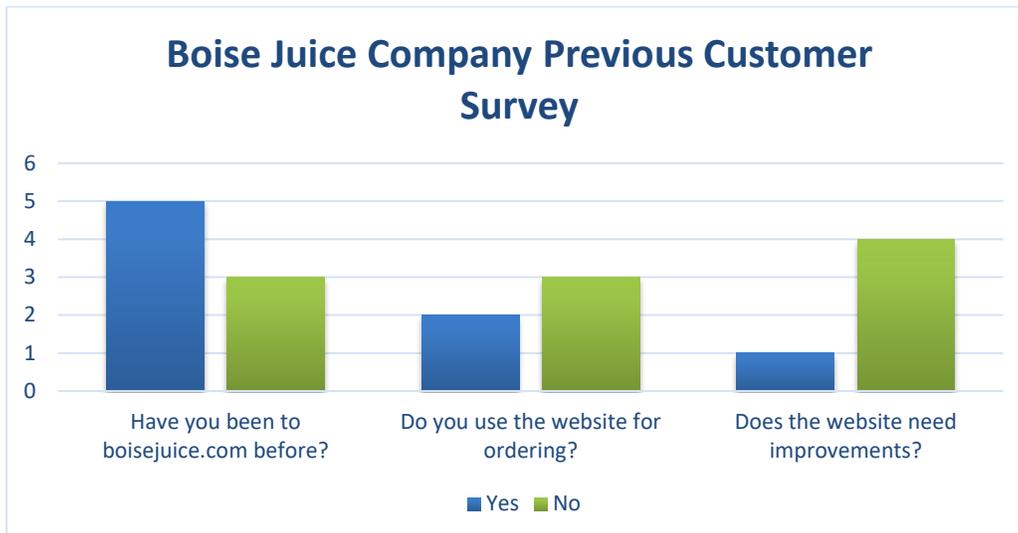
This competitor website lacks in numerous sections:

- Outdated imagery
- Lack in information
- Load time is sluggish

This company's website is not a big threat towards the Boise Juice Company website.

#### Review 4: Customer Feedback

I decided to ask a group on Facebook called Boise Food Finds a couple of questions on their experience at Boise Juice Company online and in-store. I asked the group members that have not been to the Boise Juice Company to look at boisejuice.com. After reviewing the website, I asked for their response on if they would visit Boise Juice Company based on the website or not. For the group members who have been to Boise Juice Company, I asked them if they have ever used the website, if they use it for ordering and if they thought it needed any improvements.



## Conclusions

In this section, I will present my conclusion based on the research and analysis results that I have mentioned.

Having a local business website is very important in today's time. Having a website that is up to date, graphically welcoming, and easy to navigate with the right information on every page will help users/customers who want to come into the store or order online. The Boise Juice Company has just that. The website's current layout is up to date, the layout and color scheme fit together properly. The menu is an option online with details of the products. The navigation of the website is easy and all links work properly. Customers can learn how to download their app on the home screen which introduces the customer get a coupon.

The Boise Juice Company website's biggest competitor would be Roxberry Juice Company. Having a similar website to a big franchise company is a good factor and shows that the website is in the right direction. There are just small recommendations in the next section that could help the website succeed even more.

## Recommendations

I just have a couple of recommendations for the Boise Juice Company website, boisejuice.com that could help the website get more flow and more customers to want to go to a local juice company.

- Having a downloadable menu option
- More information on how Boise Juice Company started on the “About Us” page
- Reconstructing Pie charts to maximize the nutrition info given

Adding these recommendations could help assist more traffic to the website and spread the word about the business. Online ordering is a major factor in today’s society and giving a customer the ability to have the menu where ever they are is helpful. Giving customer on the website more about the roots of the business gives the local business more charm and customer would want to support more by spreading the word. Having every detail about your product is very helpful for those who are new to your company. Hiding that information can make people look the other way.

Overall boisejuice.com is a satisfactory website for the business and brings a friendly and welcoming mood. It has persuasive power to encourage customers to try their products.

## References

*Home - Boise Juice Company.* Boise Juice Company - Locally owned, family-operated juice, smoothie, and acai bowl company in Boise, Idaho. (2021, August 27). Retrieved November 1, 2021, from <https://boisejuice.com/>.

*Smoothies, juices, and bowls.* Roxberry Juice Co. (2021, February 17). Retrieved November 1, 2021, from <https://roxberryjuice.com/>.

*Home.* Tree City Juice. (n.d.). Retrieved November 1, 2021, from <http://treecityjuice.com/>.

Secretary of State. (n.d.). Retrieved November 1, 2021, from <https://sosbiz.idaho.gov/search/business>.  
(To find business owners name)

## Appendix

Provided below is a copy of the survey I posted on Facebook in the Boise Food Finds group that a number of group members have completed for me. The questions and the answers were only used for this research analysis

### Questions:

“Hello group member, I am doing a college report for a call I am taking at CWI on a local business called the Boise Juice Company. I have a couple of questions if you could answer for me, it would be very helpful!

If you have never been to Boise Juice Company, can you look at their website boisejuice.com and tell me if their website persuades you to want to visit in-store and try their products. (Yes, No, or Maybe)

If you have been to Boise Juice Company, have you ever been to their website boisejuice.com? (Yes or no)

If you, do you or have you used their online ordering? (Yes or no)

Do you think the website needs any improvements? (Yes or no)”

### Answer Results:

**1<sup>st</sup> Question:** 17 answers

**2<sup>nd</sup>,3<sup>rd</sup>,4<sup>th</sup> Question:** 18 answers