

Website Analysis

Introduction

The website for Poppin Joe's has been my project for analysis and I have thoroughly gone through each page and subpage. I believe there are some room for improvements, and I will be going through them in this analysis.

I have included my professional analysis in the report, and I look forward to your responses. The new website will increase revenue as well as visibility among the communities we serve.

Site Purpose

We have been poppin' since October of 2000 and created a successful launch in April of 2005. Joe is a successful DS-ASD entrepreneur and sole proprietor. The purpose of the website and social media is to:

- Sell 5 types of popcorn
- Schedule us for events, work functions, and fundraisers
- Point of contact for volunteer organizations
- Provide locations on where to buy the popcorn

Intended Audience

The intended audience for Poppin Joe's website and social media is people that enjoy fresh popped popcorn with 5 different flavors. The website is also intended for people who are looking for a small business to support for their next event.

A big push for the target audience will be tapping into the corporate market. Having a corporate audience as well as a consumer market will lead to a larger revenue and increase the ability to fundraise.

I have created 4 personas to help build the website and social media around them.

The following will show 4 personas based on the targeted audience for Poppin Joe's [website](#) and social media.

The typical scenarios that involve our audience:

Tiffany owns a homecare business with her sister in Kansas City. She enjoys spending her free time in the downtown area and spending time

with her kids and grandchildren. She is always looking for ways to improve her relationships with her clients as well as the community.

Craig is a divorced father with children that are grown and out of the house. He lives in a small town outside of Atlanta and enjoy the simple life. He finds himself going to festivals and events but would like to do more. He enjoys volunteering and wants to go to events while doing something for his community.

Hannah is a stay-at-home mother of two in Savannah. She is the room mom of her daughter. Hannah and her husband enjoy going to the beach and frequent Savannah fairs and shows with their kids. She puts together the fundraising and events that are put on by the school. She is always looking for something different and fun for the kids. She would like to create a learning experience for the kids with business model focus.

George is married with three children in the Atlanta area. He owns and operates 3 chiropractic centers. He enjoys going to the outdoors and spending time in the Georgia State Parks. George and his family enjoy going to art festivals and state fairs. George is looking to create an event to help support members of the Autism and Down Syndrome community.



Tiffany

"A big business starts small."

55/ Generation President/ CEO
Kansas City, Kansas
Widowed with children and grandchildren

Goals:

Build strong relationships with clients and families

Frustrations:

Finding a good business relationships

Channels

Traditional Advertising



Social Media



Referrals



Craig

"Life begins at the end of your comfort zone."

50/ Generation X
Engineer
Marietta, Georgia
Divorced with children

Goals:

Finding a purpose bigger than myself

Frustrations:

Finding a balance between fun and volunteering

Channels

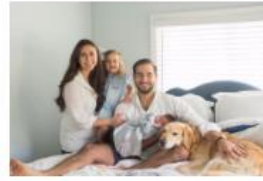
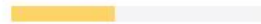
Traditional Advertising



Social Media



Referrals



Hannah

"If I had to do it over again, I would do it exactly the same."

32/ Millennial
Stay-at-home mom/ Room Mom
Savannah, Georgia
Married with children

Goals:

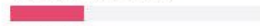
Teaching my kids how to be a better human.

Frustrations:

Getting schools and parents on the same page of a partnership with fellow businesses.

Channels

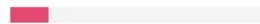
Traditional Advertising



Social Media



Referrals



George

"You are one adjustment away from a good mood."

62/ Boomer
Chiropractor
Decatur, Georgia
Married with children

Goals:

Building bridges with the community and his business

Frustrations:

Sorting through the different organizations and businesses

Channels

Traditional Advertising



Social Media



Referrals



Rhetorical Appeals

Rhetorical appeals are made with the consumer in mind. The following appeals are geared toward current and future clients of Poppin Joe's.

Ethos

Ethos is considered to be the most crucial part in understanding the audience. (CopyPress, 2019) We are going to establish ethos through credibility. On our website, we will add the verified supporters as well as their contact information. We want to make it easy for our audience to verify who we are working with at Poppin Joe's.

Every news and media outlet that has written about us will be added, with photographs.

Pathos

Adding pathos to our website will add to the emotional appeal of our audience. (CopyPress, 2019) This doesn't mean we add a 'sob story,' but we create the story of who we are as a company. A small business created by someone with DS-ADS, that wants to share the love and joy of popcorn and helping in a community.

We will add in the how much we have done in the past and enforce of future in with the communities we work with. Pathos will also be created by adding the stories of individuals that have volunteered and organizations that we have partnered with.

Logos

Logos simply translates to logic. This is arguably the most used tool in website building. (CopyPress, 2019) We want to be clear and concise when writing for our website.

When appealing to logos, we need to be adding our ingredients list to under each popcorn flavor, as well as where we are getting the corn we are popping. By adding these, we are showing our customer that we care about what food they are eating.

Writing Quality

Style

The current writing style is direct and easy to understand. (Carrol, 2017) To better serve our future clientele, we want to be fun and friendly yet professional. We don't want to be snarky or too formal, but we need to be respectful and informative.

We want to show our clients that we are business forward yet can have a good time. We can create a style guide for the future writers of Poppin Joe's to have a fluid transition between writers.

Tone

The current tone for the website is good. I will be using the SMOG index as a formula to count the variables that affect our readers. Our clientele is not on a 6th grade level, but more of a professional and adult level. (Carroll, 2017)

The current tone is effective of showing what the bones of the company are, but can be more effective in the overall delivery of the idea we are trying to promote- more than just popcorn.

Voice

The current voice used is conscience and to the point. We want to romanticize the voice. The voice should be more from Joe and show his personality.

The current voice isn't effective in promoting the goal and bringing in a larger clientele.

Site Navigation

Site navigation is a key component in a website. We want the user to be able to glide through our website with ease; reduce the amount of frustration.

The current navigation bar looks like:



Under each tab there is far too much and the tabs don't explain what is under each one. I want to add subtab under the tabs so the customer can have an easier time finding what they are looking for.

The navigation is clear in a sense, but the things under the tabs do not flow cohesively. The photos on the welcome page don't welcome the client, but just spits out the things that we have taken photos of.

The new navigation bar will have:

- Home- with a picture of Joe scooping popcorn
- About Us- a quick bio of Joe and his family
- Products- the 5 flavors we offer with pictures and descriptions.
 - Cart button
 - Order Online ability
- Fundraising
 - Calendar- past and future things Joe has done with Poppin Joe's
 - Photos- professional and personal photos done of Joe, his family and volunteers.
 - Descriptors under each photograph
- News and Recognition- who is talking about us
- Contact- address, google maps, phone numbers.
 - Links to social media pages- Facebook, Twitter and Instagram.



Page Layout

Page layout helps simplify the process for the customers. We want them to not have to look for information. We want them to see the information we want them to know, and for them to be able to find the most possible information.

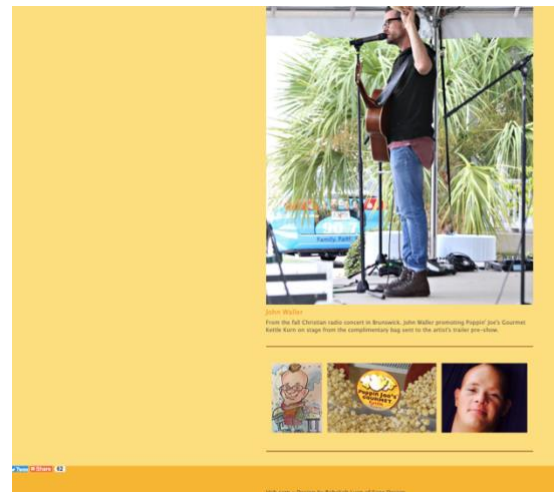
The current home page specifically is too long. The pictures on the Welcome page will be moved under the photo's subtab, that way everything will be located in one area. Like things will go with like things.

The new page layout will contain a visual rhythm. We want the repetition of shapes, colors and spatial relationships. (Carroll, 2017)

"The medium used to deliver or communicate it, affects what the idea can even be." (Carroll, 2017)

Below is a current draft of the current layout:

Navigation Bar	
Banner Image	
Quick description	
Images	
Social media	
Footer with designer's name	

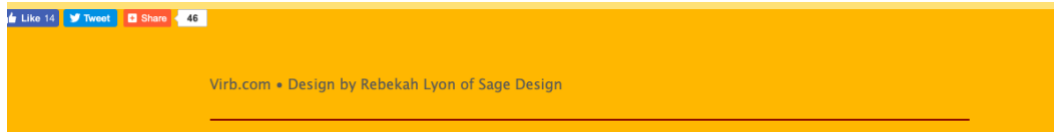


Overall Structure Change

The most important structure change will be moving the photos on the welcome page to under the photo subtab. There is no need for our customers to scroll so much on the first page, if they would like to look at photos, we have a tab for that.

Footer Changes

The current footer is nonexistent.



The new footer will contain icons to link to the Twitter, Instagram and Facebook pages. There will also be a quick links from the navigation bar.



The footer will also contain the payments we accept and well as a quick contact email.

A new feature to add to the footer will be quick links. This will increase the click to the things we want our customers to see.

Social Media Links

With everyone on some sort of social media these days; our Instagram, Facebook and Twitter need to be a major source of energy in this revamp.

There is so much content on the internet, we need to hone in on the people that are continually searching and trying to find the next big thing.

The links are too small at the bottom of the page, we want to showcase our social media to get people talking.

I will add larger icons with links in the footer that are easily clickable.

Under the photograph as well as upcoming events, there will be a 'share now' button so the buzz can get going.

Revised Page Layouts

The homepage and the content pages will be the same. We want to create a fluidity between each page. It adds a sense of cohesiveness.

By having the pages set to the same, we will be able to control the amount of white space, and the user will spend less time thinking about the layout and more time looking at the content.

Homepage Template:

Banner Image	
Navigation Bar	
Content Area	
Footer	Social Media Quick Links

Visual Appeal

Logo

The current logo is simple and looks like it was made on the computer from stock images of popcorn. We are much more than that.

Our logo compared to our competitors: [Chicago Kernel](#) and [Popcorn Monkey](#)



We want our logo to be classic and clean looking. We don't want our customers thinking too much about the logo, but our product and what we are giving back to the community.



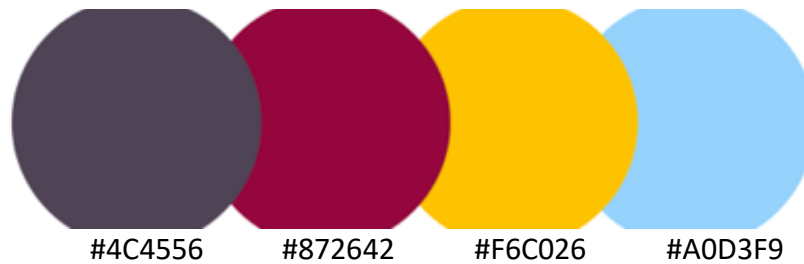
Gourmet Kettle Korn



Color

The current color palette is pale yellow, red, maroon, yellow, and grey. I think there is too much going on. The background will be white- to increase white space. The other colors that will be used are

The new color palette will be more professional and sleeker. The main colors will be white and black. The added colors will be as follows:



Font

To reduce more clutter from the current website, I will adjust the font to be easier to read, scan and reduce the number of fonts used.

The headings will be in Helvetica Neue. Helvetica Neue is familiar but still fun for the reader. It is easy to read but still different than what most website designers are using.

The quick brown fox jumps of the lazy dog

The quick brown fox jumps of the lazy dog

The quick brown fox jumps of the lazy dog

The quick brown fox jumps of the lazy

Helvetica
Neue

The body of all text will be STIX General. This font is easy to follow as you are reading. It doesn't take the eye to long to comprehend what is typed.

The quick brown fox jumps of the lazy dog

The quick brown fox jumps of the lazy dog

The quick brown fox jumps of the lazy dog

The quick brown fox jumps of the lazy

STIX General

Images

The images used on the website will speak volumes of who we are and what we are doing. We are more than just a popcorn company. We want to showcase our people and our company.

The current photos are taken from a phone camera or personal camera. It doesn't show the company for what it is. The photos that will be taken for the new website will be done professionally.

The popcorn that are going to be iconed under the products page will show the pieces of popcorn, rather than the bag of the flavor.

What our images currently look like:

- *taken from the welcome page.

- *no photos under product page



What our popcorn should look like:



Content

The current content on the website of Poppin Joe's, is all over the place. We want to enhance the customer's experience on our website but telling them what they need to know. We want to be more than a picture slide show.

When users come to our website, we want them to:

- Order Poppin Joe's
- Learn about Joe and the family
- Learn about previous events
- Learn how they can volunteer
- Provide them with information about Joe
- Provide them with contact information
- Provide them with our supporters
- Give them information about upcoming events

Let's Get to Work

Joe has created great groundwork for me and the team, but the wheels are turning.

I am excited to see where the website and social media can bring Joe and his popcorn.

The future is endless, and the partnerships and friendships will come in twofold when we can get our name out.

I will be here to answer and guide through any questions. I will be working on all aspects of the project and helping teach Joe how he can transform his business through his website and social media.

References

Creative Spotlight: Rhetorical Strategies for Successful Copy - Content Marketing Agency: Content Marketing Services by CopyPress. (2019, August 16). Retrieved from <https://www.copypress.com/blog/rhetorical-strategies-successful-copy/>

Carroll, B. (2017). *Writing and editing for digital media*. New York: Routledge Taylor & Francis Group.