



Assignment 3

Competitive Analysis & Moodboard

Kiki's Helpers

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Introduction

Client

North Park Creamery

"Organic Soft Serve Ice Cream in North Park with Vegan options, affordable prices, and organic coffee"

Our Values

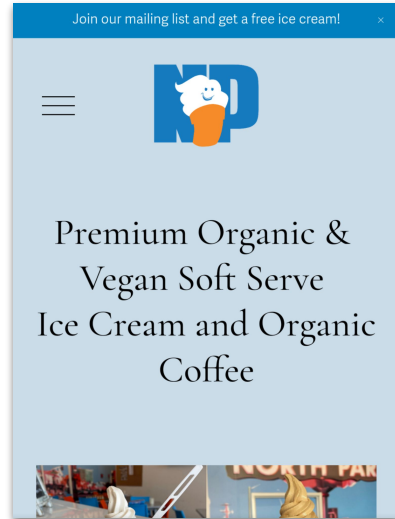
Value

Quality

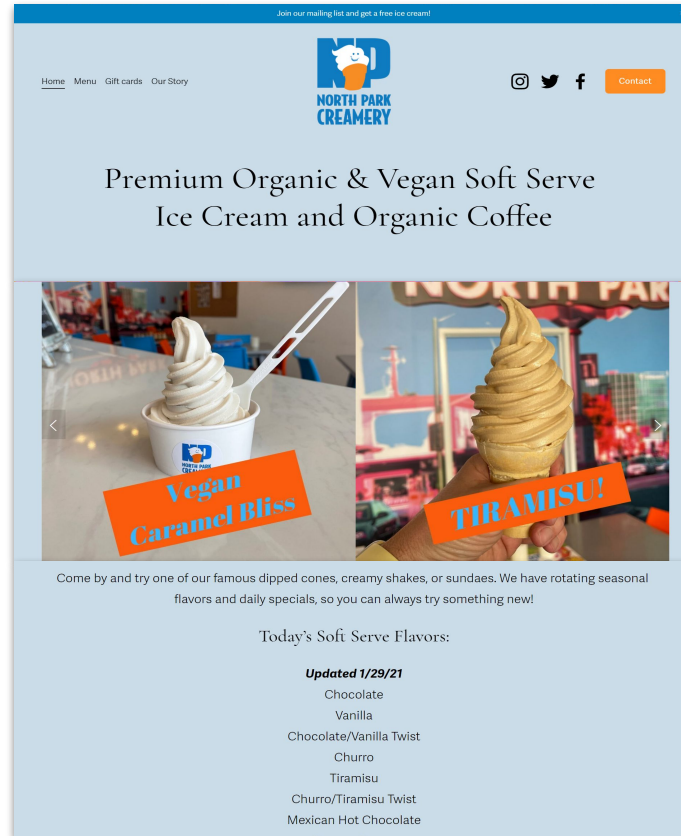
Community



Client



Mobile view of website



Desktop view of website

Competitors



Dairy Queen



Somi Somi



Hanna's



Gotcha Tea



Hammond's

Dairy Queen

- **Soft serve** ice cream chain
- Does **dip cones** and that's a huge seller for North Park Creamery
- Very **well known** and iconic brand
- As a **franchise** has access to funds that a small business does not



Somi Somi

- Dessert establishment that serves Korean desserts such as: **Ah-Boong**- a fish shaped waffle cone filled with soft serve ice cream and **Taiyaki**-a warm fish-shaped waffle filled with choice of filling
- Nearby locations: Convoy and UTC (Coming Soon)
- Fills an otherwise overlooked niche like NORTH PARK CREAMERY
- One of their main products is **soft serve ice cream**



Hanna's Creamery & Cafe

- Local La Jolla dessert cafe that serves fresh Italian **coffee, cookies, brownies, and ice cream.**
- Located in Westfield UTC, an outdoor shopping complex frequented by students and young adults.
- Competes with many upmarket and well-established brands.
- Offers a slightly broader range of products, but presents opportunities for a similarly local, small business

The logo for Hanna's Creamery & Cafe is displayed in a white rounded rectangle. It features the brand name "Hanna's" in a large, elegant script font, with "CREAMERY & CAFE" in a smaller, clean sans-serif font underneath.

Gotcha Tea

- **Boba** and **milk tea** store that provides a similar atmosphere and sweet products like ice creameries
- Have an established brand presence, as a **mid-tier chain** across Southern California
- Online menu has professional pictures of drink items, making website appealing



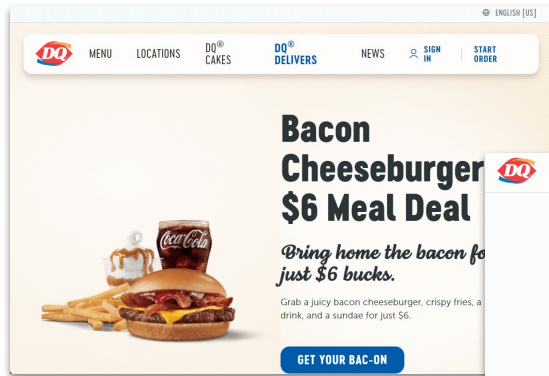
GOTCHA
Fresh

Hammond's Gourmet Ice Cream

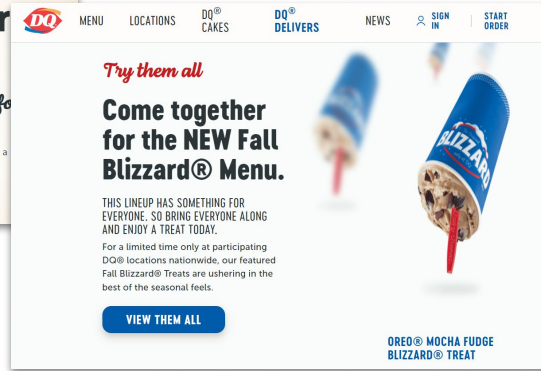
- Hammond's is on the same block and is thus a **direct competitor**
- Established a couple years before so more **entrenched in the community**.
- Targets lots of the **same user base**, although slightly different niche's



Brand



Desktop view of website

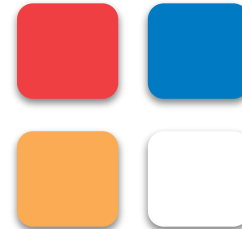


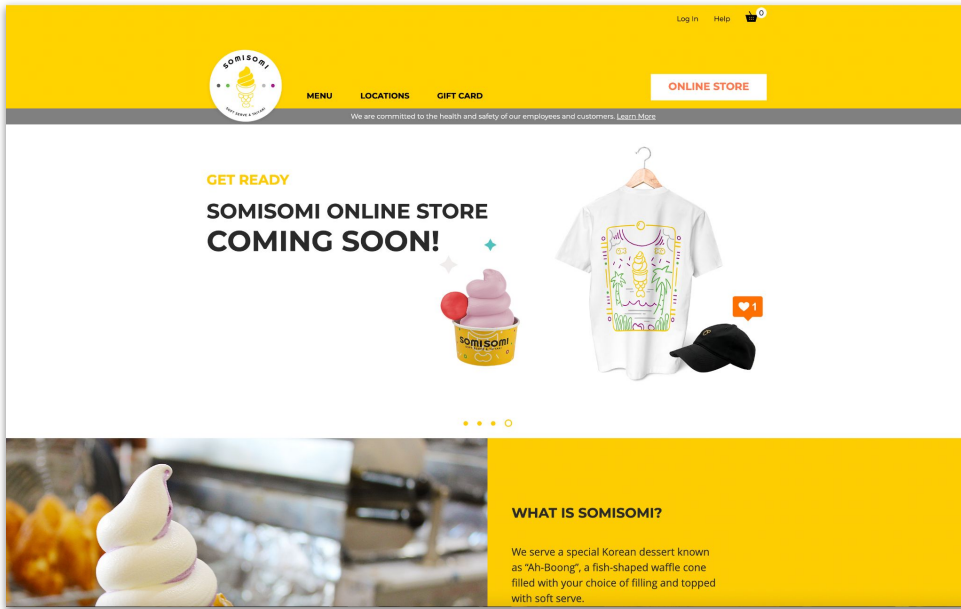
Mobile view of website



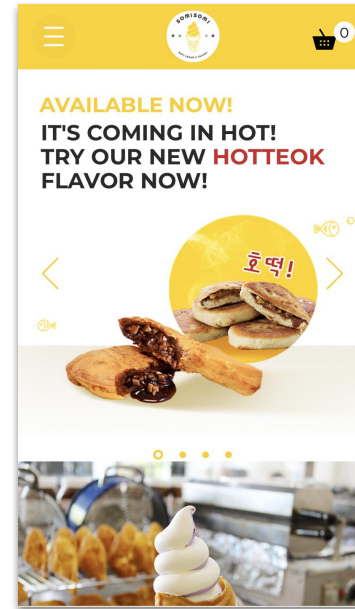
Dairy Queens' brand can be described as **classic** and **corporate**. The fonts used, especially the script font, are very **traditional**. The photos featured on their site are very **sterile** featuring only the item and often blank backgrounds or no people. The site feature various **large trademarks** staking their claim on various item names.

Color Palette





Desktop view of website

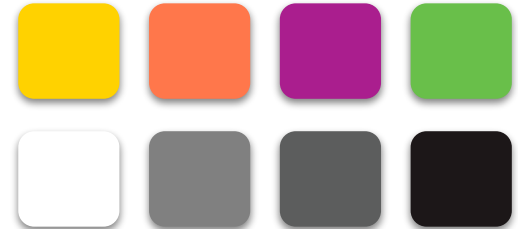


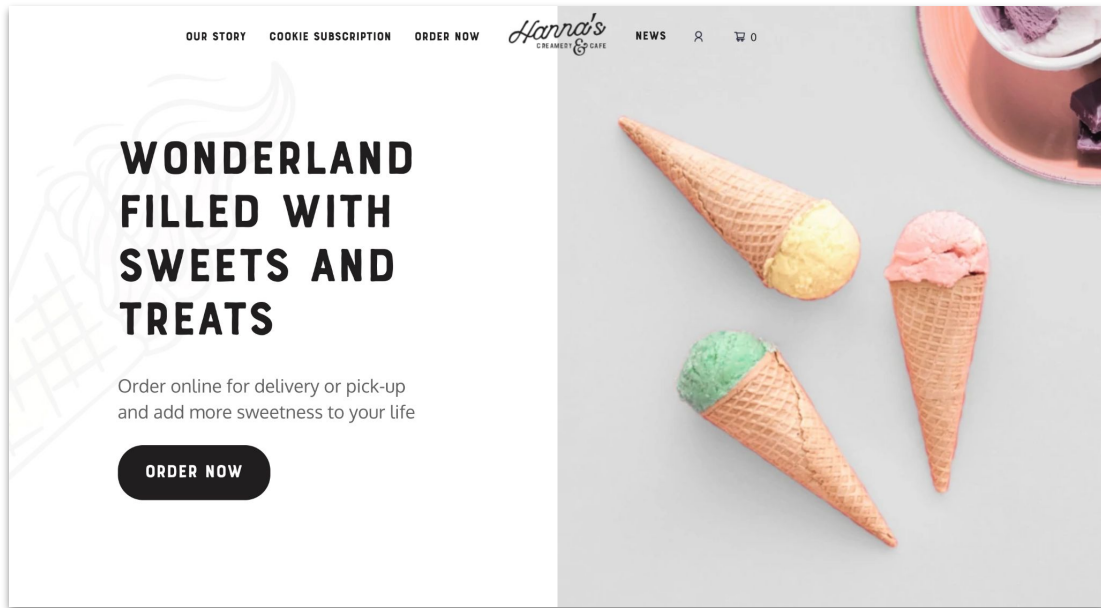
Mobile view of website



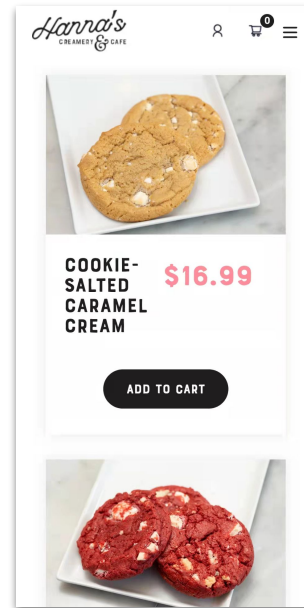
Somi Somi's brand can be described in three words: **unique**, **trendy**, and **modern**. The items that the dessert place offers **fill a niche** in a more broad market. Their food is **picturesque** and is perfect for posting on **Instagram**. Their website is filled with straight lines, sans serif fonts and plenty of "white" space giving it a **contemporary** look.

Color Palette





Desktop view of website



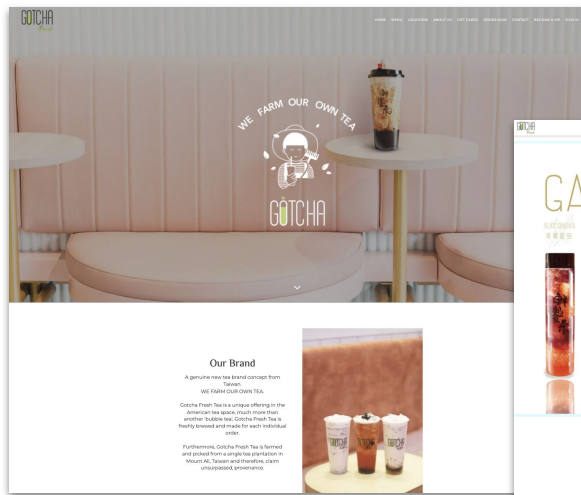
Mobile view of website



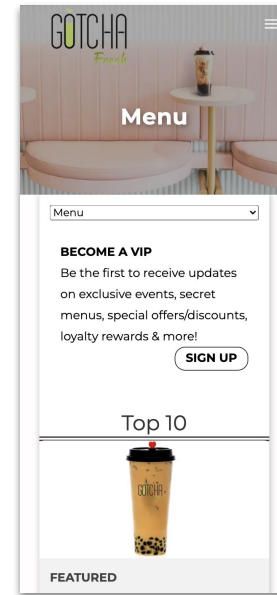
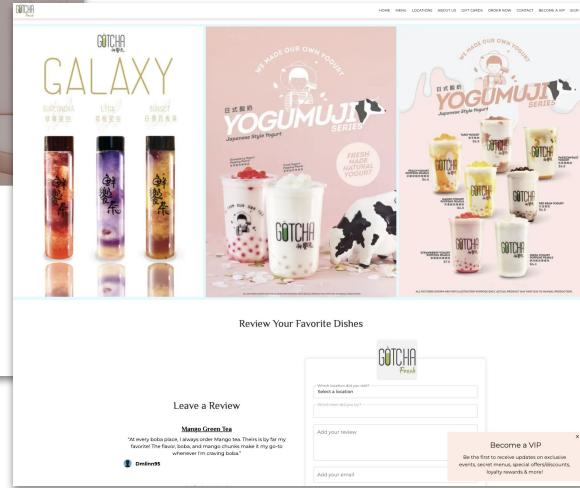
Hanna's Creamery & Cafe's visual identity is **clean, simple, and modern**. The website's **minimalist palette** uses its accent color sparingly, allowing the site's photographs to shine instead. The potential rigidity/monotony of its composition and color palette are offset by its **unique serif display typeface** and **playfully offset vector graphics**. Its logo reflects this balance between the classic and the modern by combining a memorable script typeface with a cleaner, serif one.

Color Palette





Desktop view of website



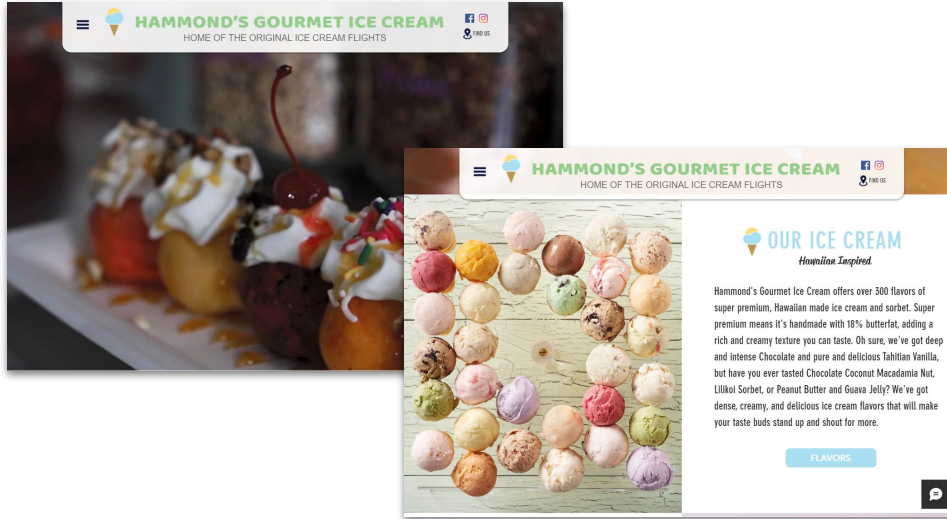
Mobile view of website



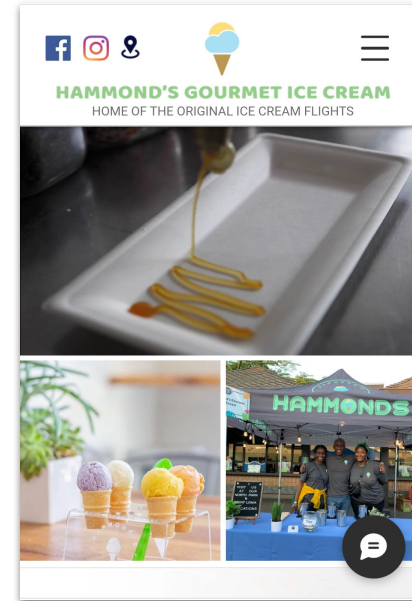
Gotcha Tea's brand can be described as **chic**, **cozy**, **playful**, and **established**. Through the use of **pastel** colors and doodles, their website is warm and inviting. Additionally their drinks, packaging, and location are designed to be **aesthetically pleasing**, great for social media. Lastly, they have multiple **signature drinks**, setting them apart from their competitors.

Color Palette





Desktop view of website



Mobile view of website



Hammond's brand can be described as **trendy** and **upscale**. They focus on **chic** flavors and **unique** types or displays of ice creams. The **clean** layout and **light** color palette of their site give it a very classy look.

Color Palette



Summary

- All of our competitors preferred mainly **white** or **off white** backgrounds with color blocking or accents on top of them and this is a direction we intend to go in since it is **modern**
 - We may also look into parallax scrolling or similar features
- Gotcha Tea's **playful** feel through doodles and sparing use of accent color throughout the site is something we intend to replicate
- Hammond's video carousel on the front page is a mouth watering feature we wish to include
- Hanna's playful **offset** layout and **menu photography** are great inspirations
- Dairy Queen and Somi Somi's use of **image carousels** throughout the site is another feature we will be using
- We will also be replicating the approachable and pleasant airs of the light or **bright color** palettes found on all the sites

Functionality

Key Functionalities

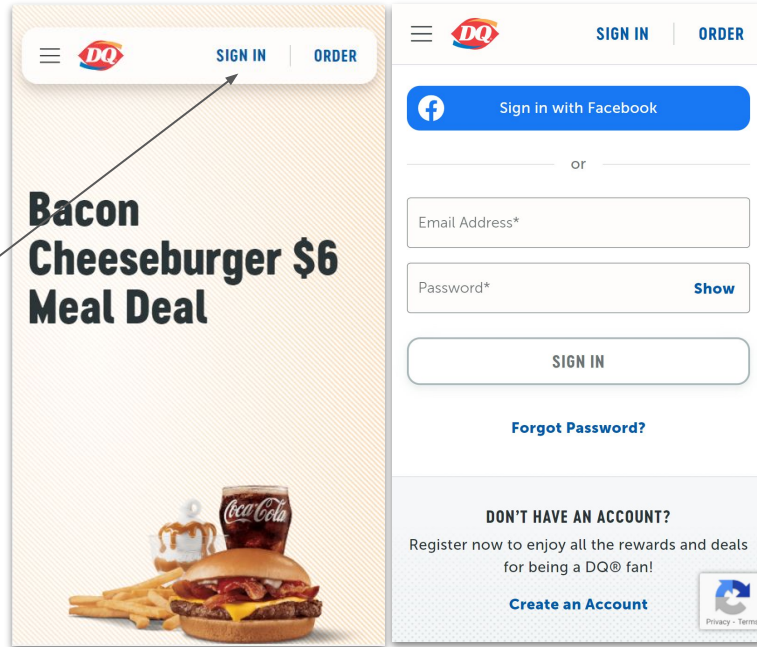
Functionality	Competitors	How many do it?
Gift Card/Offers	Dairy Queen, Hammond's, Somisomi, Hanna's, Gotcha Tea	5/5
Online Account	Dairy Queen, Somisomi, Hanna's, Gotcha Tea	4/5
Interactive Location Map	Dairy Queen, Hammond's, Somisomi, Gotcha Tea	4/5
Interactive Job Application	Hammond's, Somisomi, Hanna's	3/5
Interactive Menu	Dairy Queen, Hanna's, Gotcha Tea	2/5
Merchandise Store	Dairy Queen, Somisomi	2/5
Current Flavors at Location	Hammond's, Hanna's	2/5
Venue/Catering Booking	Hammond's, Hanna's	2/5

Key Functionalities (cont.)

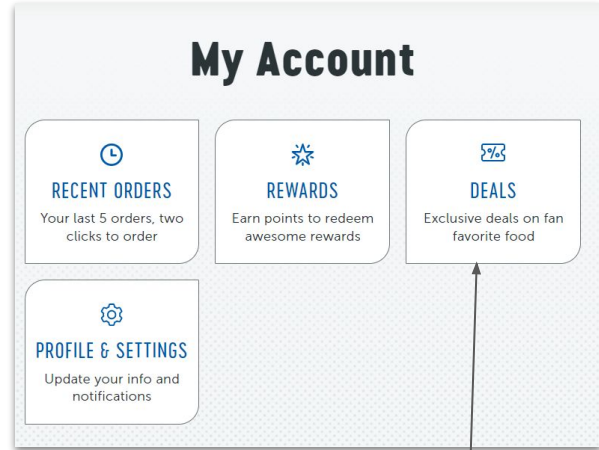
Functionality	Competitors	How many do it?
Breadcrumbs	Dairy Queen	1/5
Image Carousel	Somisomi	1/5

Online Account

Dairy Queen has an **online account** functionality with the sign in displayed in the navigation bar



The image shows two panels of the Dairy Queen mobile app. The left panel is the home screen, featuring the DQ logo, a 'SIGN IN' button, an 'ORDER' button, and a promotional banner for a 'Bacon Cheeseburger \$6 Meal Deal' with an image of the meal. The right panel is the sign-in page, which includes a 'Sign in with Facebook' button, a 'or' separator, input fields for 'Email Address*' and 'Password*' (with a 'Show' toggle), a 'SIGN IN' button, a 'Forgot Password?' link, and a 'DON'T HAVE AN ACCOUNT?' section with a 'Create an Account' button and a 'Privacy - Terms' link.

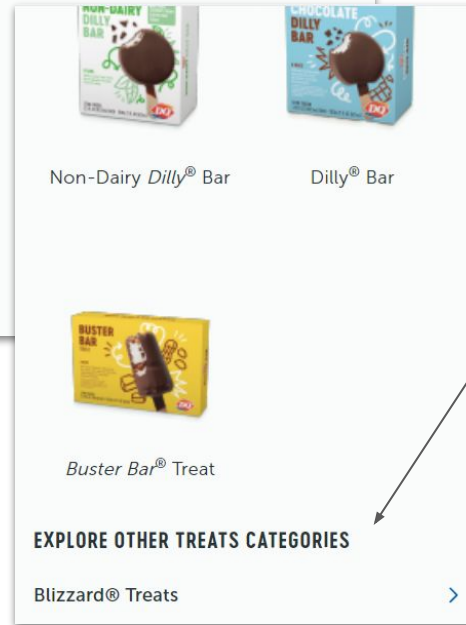
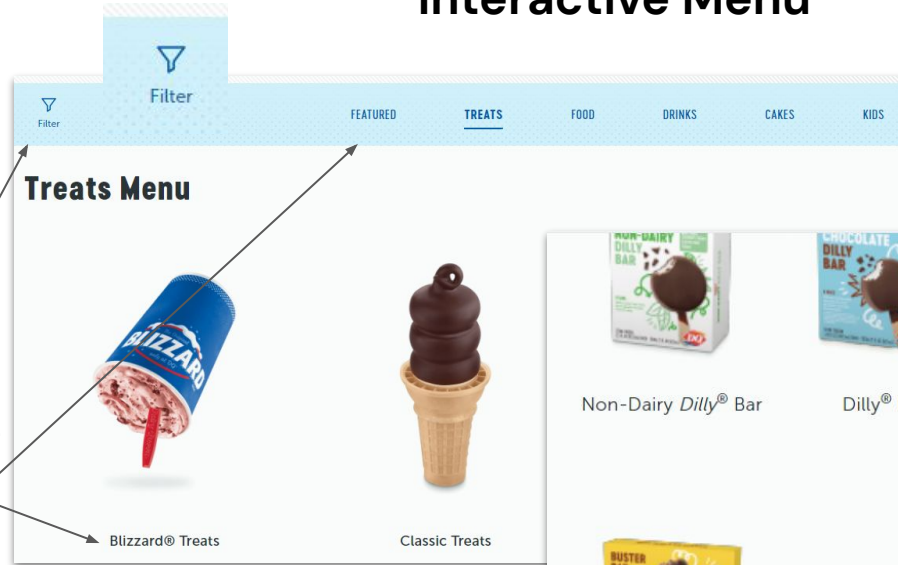


Signing in lets users view their last orders, accumulate rewards, and gives them access to **exclusive deals**.

Interactive Menu



Dairy Queen's menu has a **filter** function and is separated into multiple layers of **categories** making the decision process easier by giving users less things to choose between at a time.



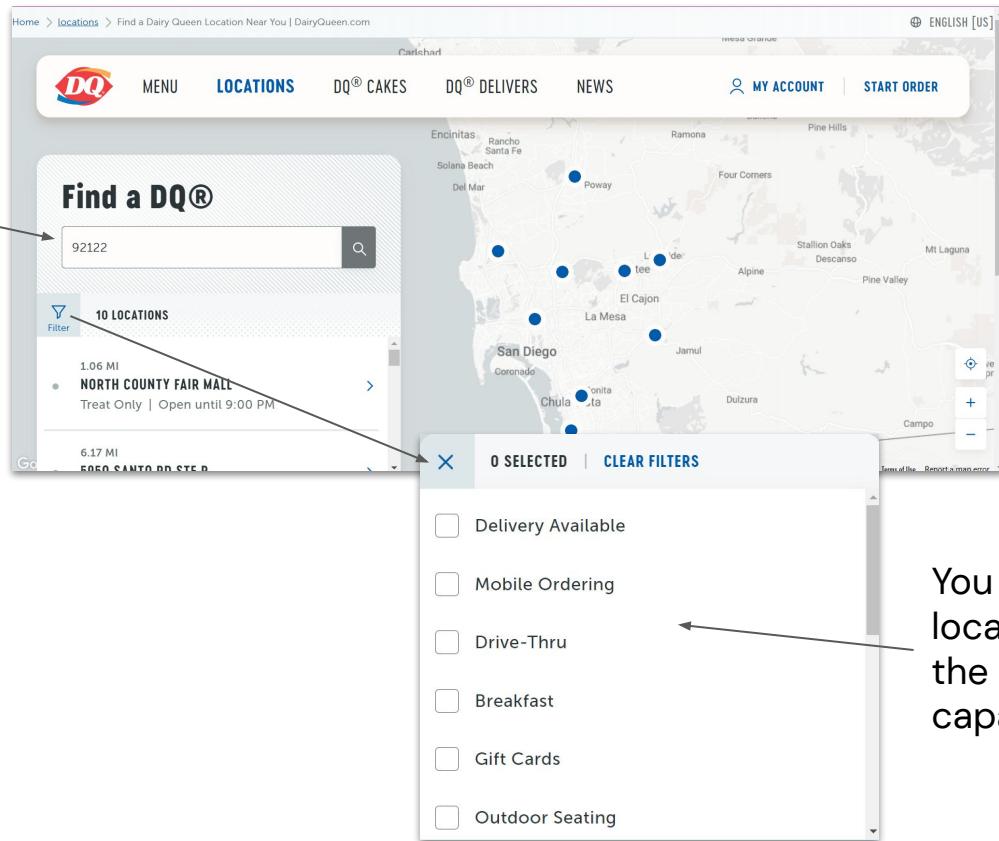
The menu also **recommends other categories** at the bottom to help users that are unsatisfied with current options find something they want

Breadcrumbs

Locations



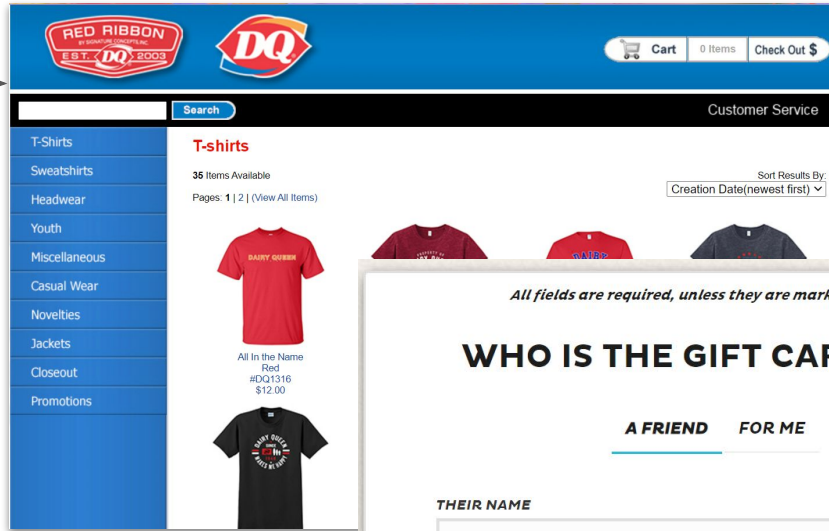
Dairy Queen has a **map** that allows you to **search** by City, State or Zip code and then displays locations in the area.



You can also **filter** locations by what the store has or is capable of

Online Merchandise and Gift Card Purchasing

Dairy Queen has an online merch store with a **search** function and product categories



All fields are required, unless they are marked optional.

WHO IS THE GIFT CARD FOR?

A FRIEND FOR ME

THEIR NAME

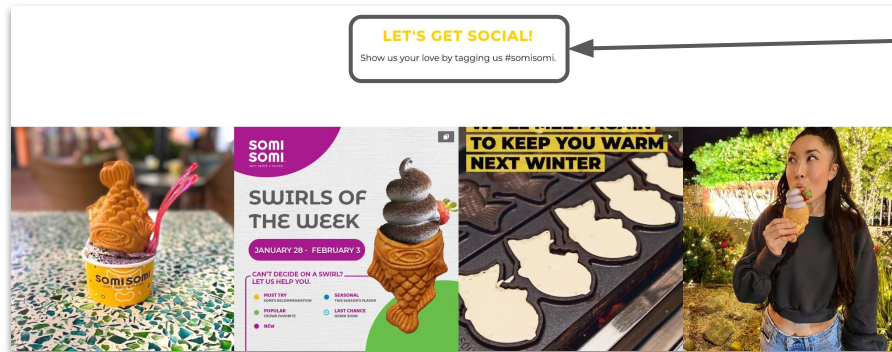
YOUR NAME

PICK A GIFT CARD

Also has a portion of the site that allows **online purchases** of gift cards



Automated image carousel for **advertisements** at the top of the Home page



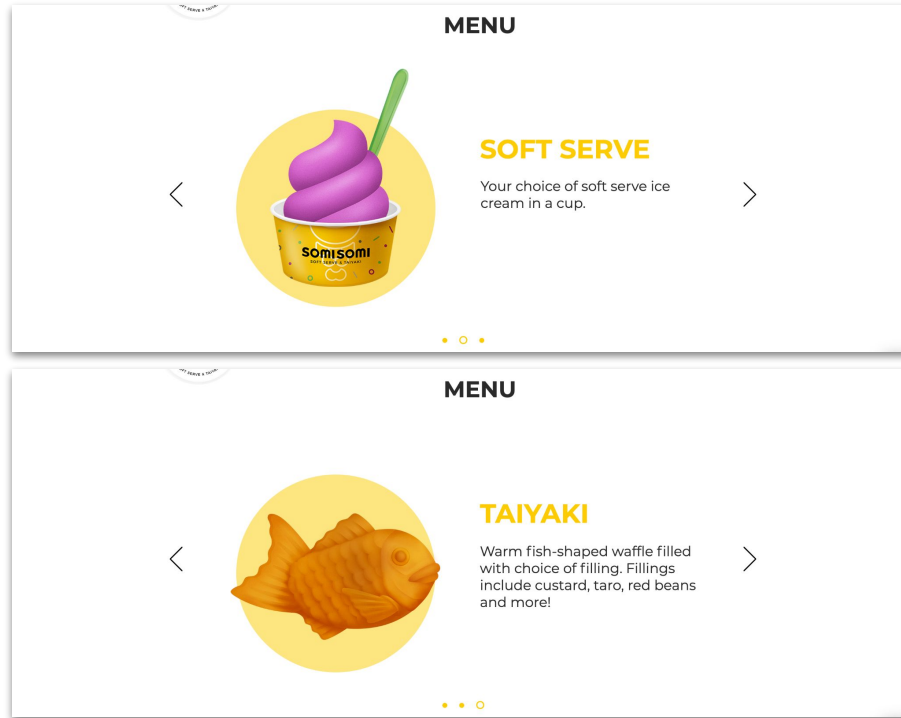
Call to action for customers to post about the company on **social media**

Manual Image carousel showing Somisomi's most recent Instagram posts

Menu



Overall, Somisomi's menu is very **simple** and **clean**. The use of colors and images helps user to **visualize** their products.




Scrolling slideshow displays the different types of products offered. (This timing of this feature is a bit fast in our opinion)

Locations

Locations have their own sections listing the **city**, **address**, **store hours**, and **phone number**. They also include a **picture of the store** (if open) and an image with the words **"Coming Soon"** if not yet open.


LOCATIONS




BELLEVUE

14701 N.E. 20th Street, Suite M-11,
Bellevue, WA 98007

Coming Soon!







CARROLLTON

2540 Old Denton Rd #126
Carrollton, TX 75006

Mon-Sat: 12pm–11pm
Sun: 12pm–10:30pm

(469) 900-8068






CHANDLER

1920 W Chandler Blvd, Chandler, AZ
85224

Coming Soon!





Search function.
Call to action to
"SEARCH BY CITY."

Additionally each
location has a **map
icon** that links to google
maps when clicked.

Online Store



MENU LOCATIONS GIFT CARD **ONLINE STORE**

GIVE SOMETHING SPECIAL
ORDER E-GIFT CARD TODAY

Treat your friends and family with the good stuff.
E-Gift Cards are delivered via email and can be used in-store or online.

BUY NOW

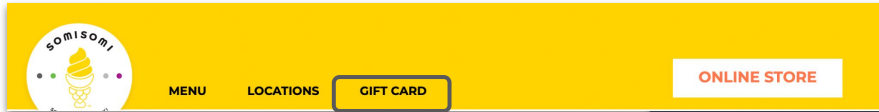
YOU'RE MY HERO

HAPPY BIRTHDAY!

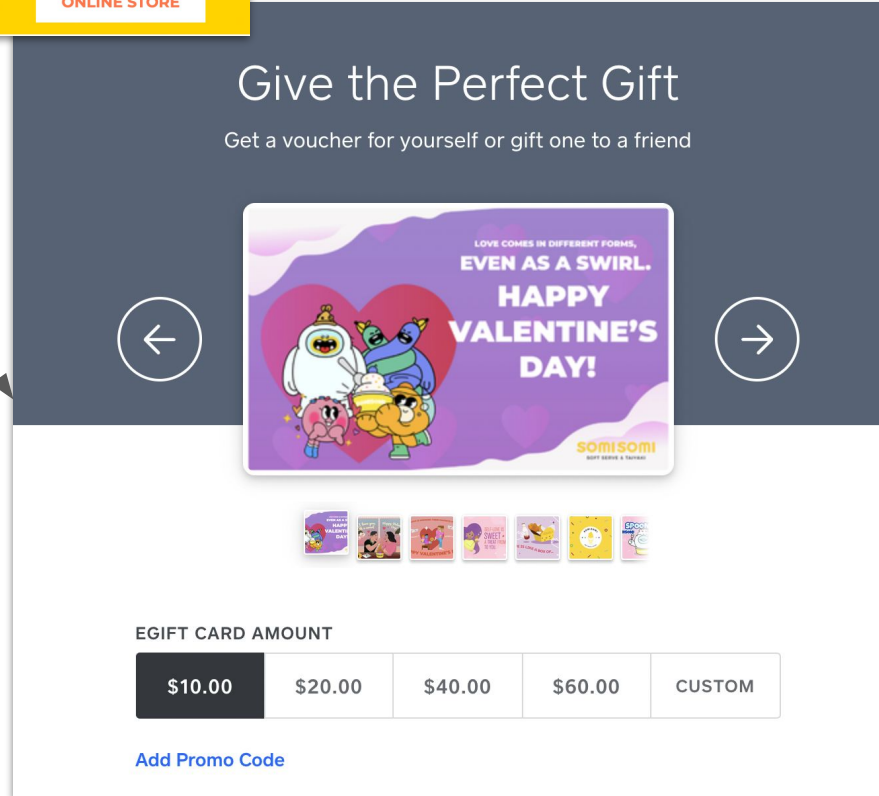
Online Store Coming Soon!

Button for Somisomi's **online store** located right of the **navigation bar**. However, the store isn't open yet.

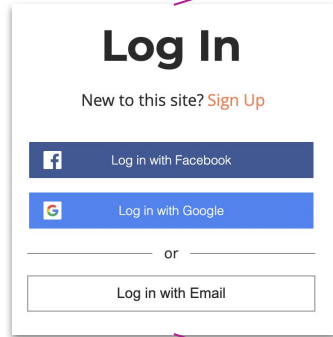
Gift Cards



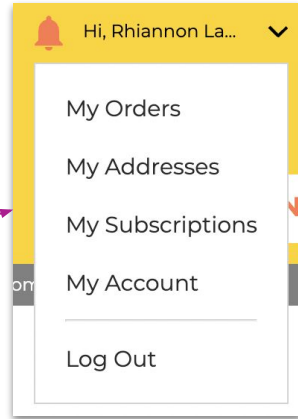
Gift Card Label takes users to a [separate site](#).



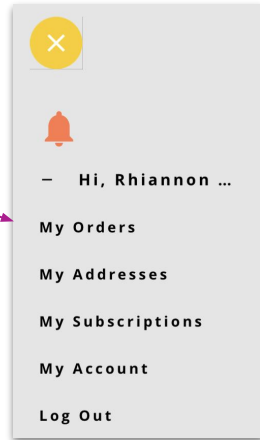
Drop down menu at the **top right** of the page where the "Log in" button was. Also adds a **bell icon**.



The mobile design places the **drop down** for the online account in the **hamburger**.



Desktop view of website

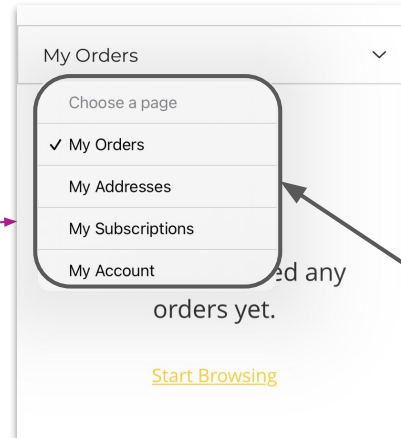


Mobile view of website

Online Account



Desktop view of website



Mobile view of website

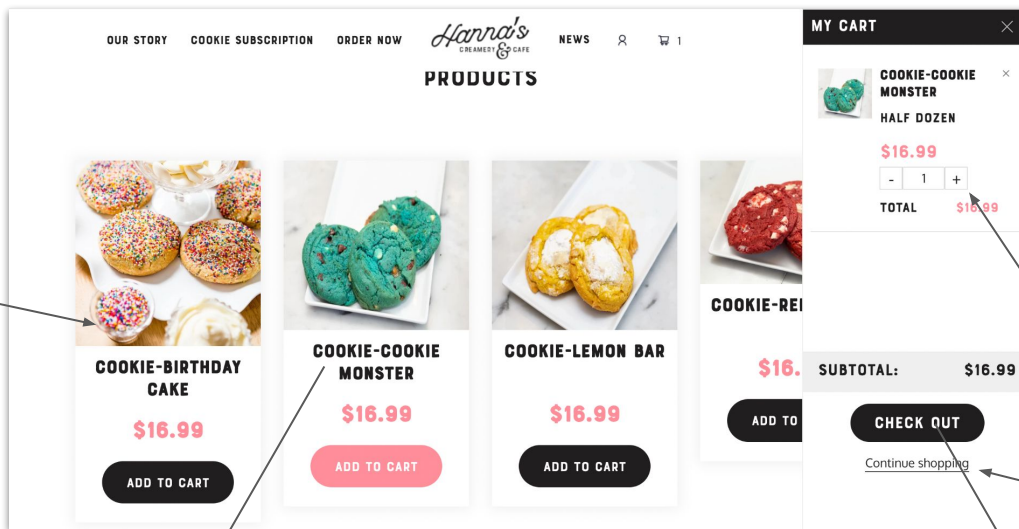


Menu on the **left side** of the page is always present

Users can also access the drop down at the **top** of the page.

Hanna's hosts an **online ordering system** that allows users to browse its products, check ingredients, and schedule for pick up or delivery.

It is the website's primary feature.

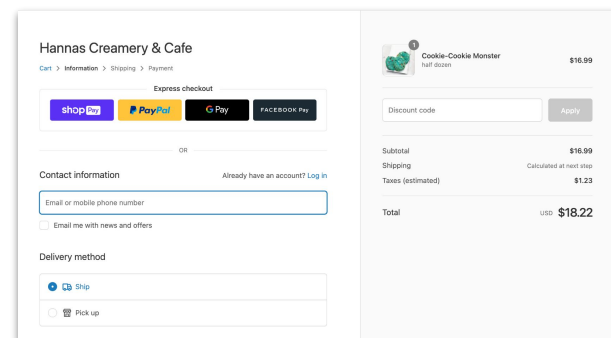
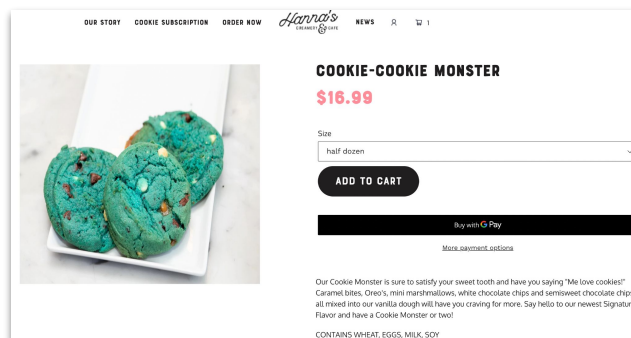


Users can easily adjust quantity on the same page.

Or keep browsing.




Clicking on an image or product title will open a product page with ingredient + allergen info.


Users can also hover over the image to get a detailed view.



CTA button is clear; clicking will direct you to billing and address fields..

On the product page, customers can **choose the serving size** and perform a similar range of actions (add to cart, check out). There is also a lovingly **appetizing description**, communicating a friendly, upbeat tone.

[OUR STORY](#) [COOKIE SUBSCRIPTION](#) [ORDER NOW](#)  [NEWS](#)   0




COOKIE-COOKIE MONSTER

\$16.99

Size

half dozen

ADD TO CART

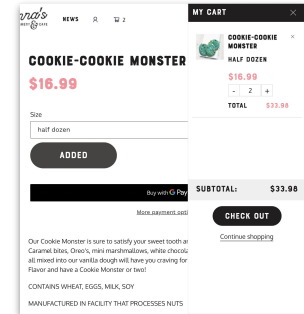
Buy with  Pay

[More payment options](#)

Our Cookie Monster is sure to satisfy your sweet tooth and have you saying "Me love cookies!" Caramel bites, Oreo's, mini marshmallows, white chocolate chips and semisweet chocolate chips all mixed into our vanilla dough will have you craving for more. Say hello to our newest Signature Flavor and have a Cookie Monster or two!

CONTAINS WHEAT, EGGS, MILK, SOY

MANUFACTURED IN FACILITY THAT PROCESSES NUTS

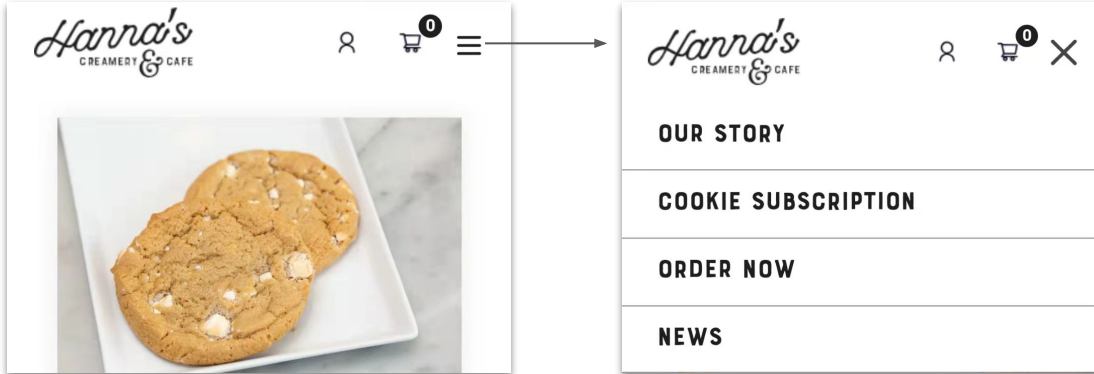


Consistency of the side window is maintained.

Allergen warnings are highlighted with all caps. Full ingredient list also included below.



Desktop



Mobile

In contrast to the desktop site, the mobile site's **hamburger menu** organizes header navigation into a concise format.

However, the **user profile** & **shopping cart** icons are readily discoverable for the convenience of any shopping customer.

OUR STORY COOKIE SUBSCRIPTION ORDER NOW *Hanna's* CREAMERY & CAFE NEWS 2



NEWS

FILTER BY

- ✓ All topics
- catering
- corporate catering

4 Reasons To Use Hanna's Creamery For Your Corporate Catering Events

by Hannas Cafe March 2, 2021



Whether you're looking to strengthen relationships with employees or make a memorable first impression with a prospective client, corporate caterin...

Posted in [catering](#), [corporate catering](#)

READ MORE

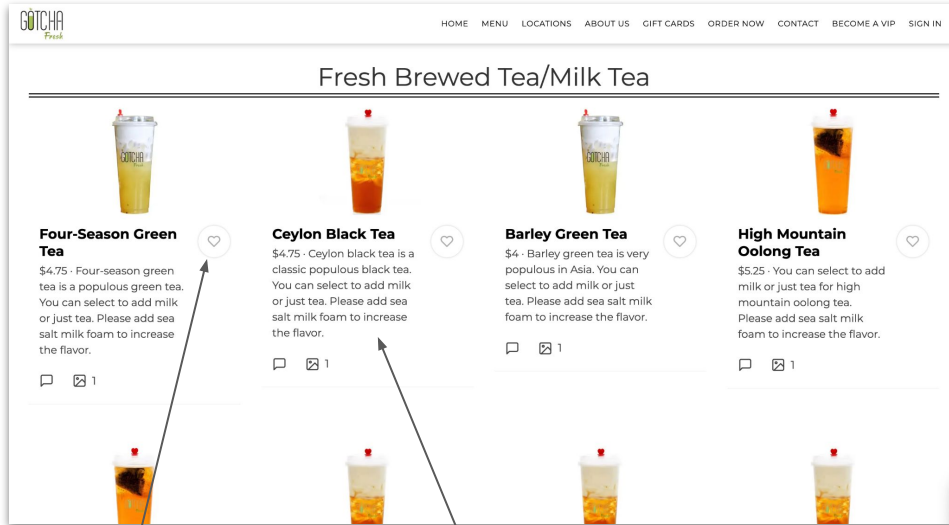
Users can **filter** articles based on tags. These tags can be curated based on the audience they are trying to attract (e.g. those looking for catering services).

Hanna's also maintains a "**News**" feed that displays and filters its various published articles and updates.

Users may also navigate/sort by tags on the bottom of each article preview.

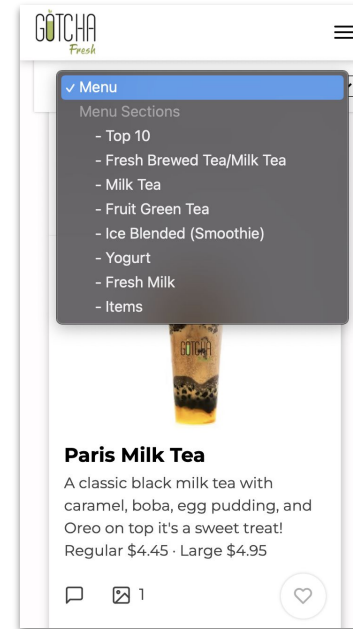


Interactive Menu



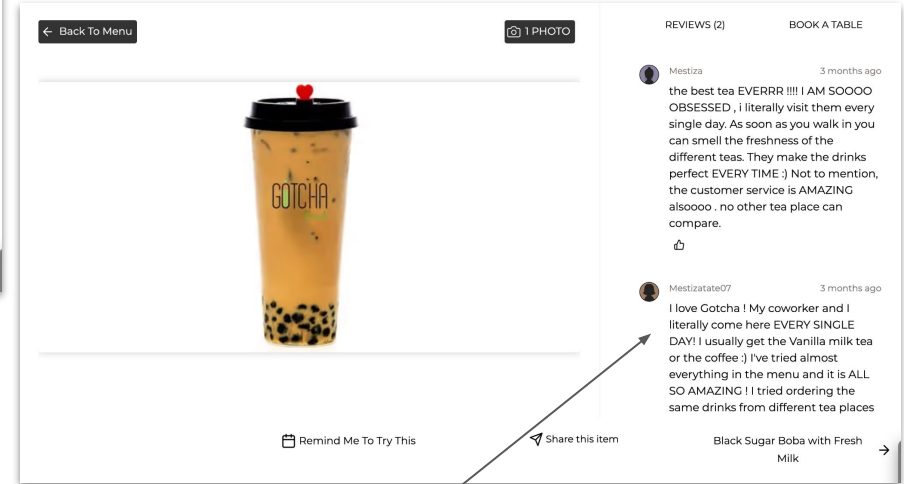
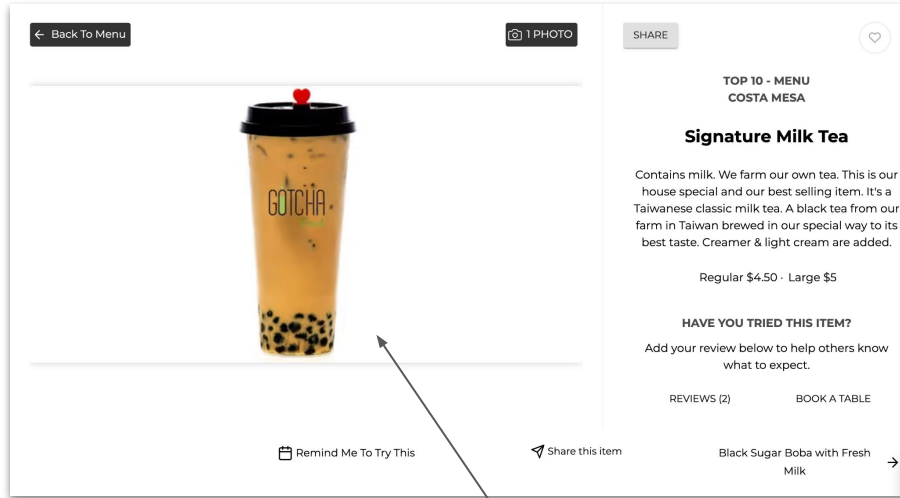
Menu with **images**, **pricing**, and **description** are professional and provide users with an accurate depiction of offerings.

Users can **rate** and **comment** on drinks.



Filterable menu is easy to use on mobile as items are divided into **sections**.

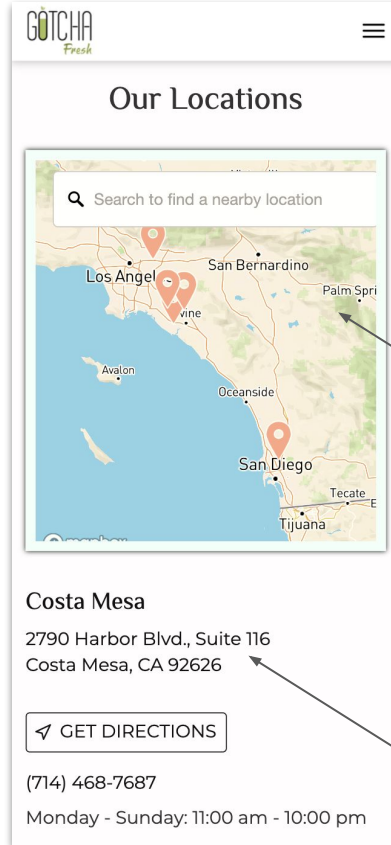
Interactive Menu



Clicking on an item opens up a **details screen**.

Other users **reviews** are visible.

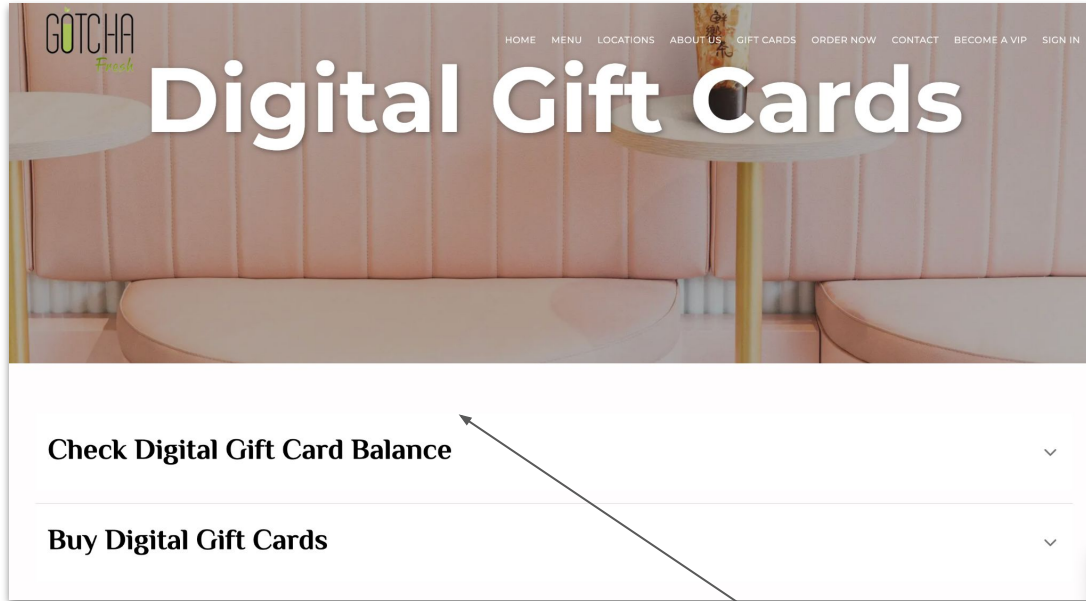
Map of Location



Maps show **all locations**

Can easily find **directions**

Gift Cards

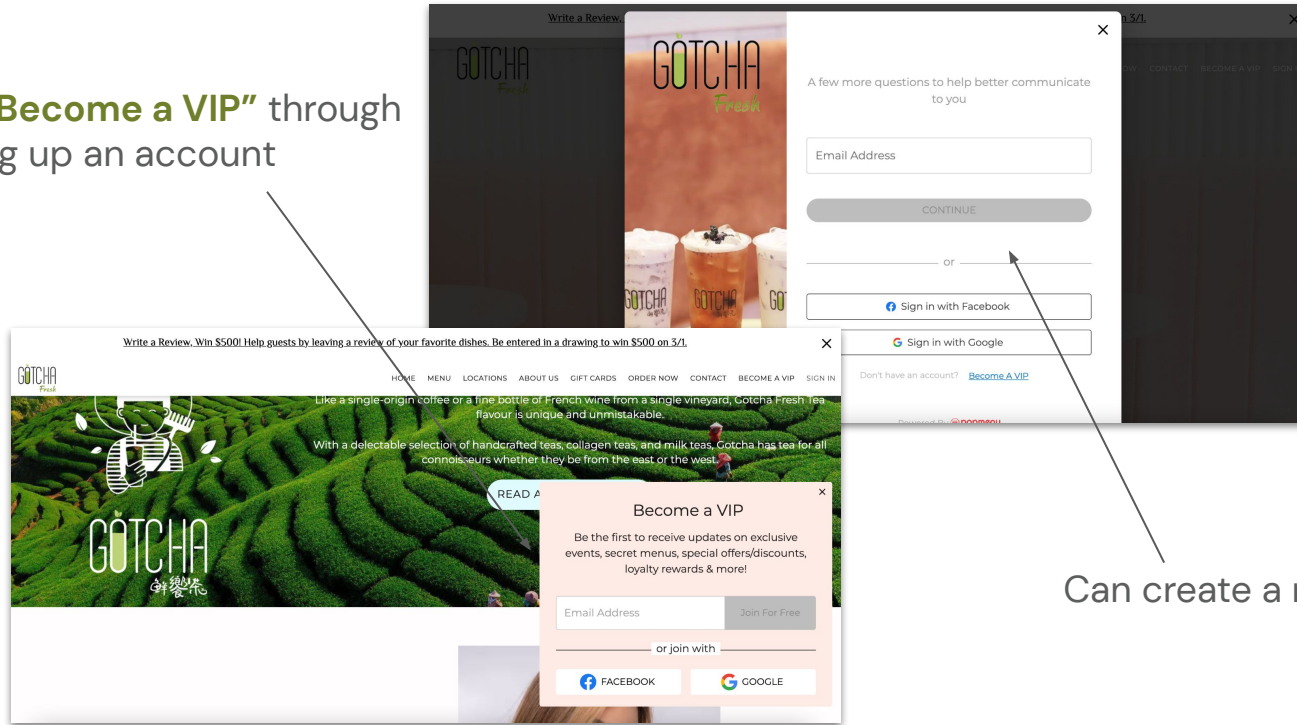


Gift cards are available for purchase easily through primary navigation

Online Account



Can **"Become a VIP"** through setting up an account



Can create a normal **account**

Interactive Menu



Standard & Rotating Flavors

Come into any of our stores and you will find 32 wonderful flavors available.

We are constantly rotating our flavors as well as introducing new flavors.

Below is a sample listing of standard, rotating, & seasonal flavors that we scoop throughout the year.

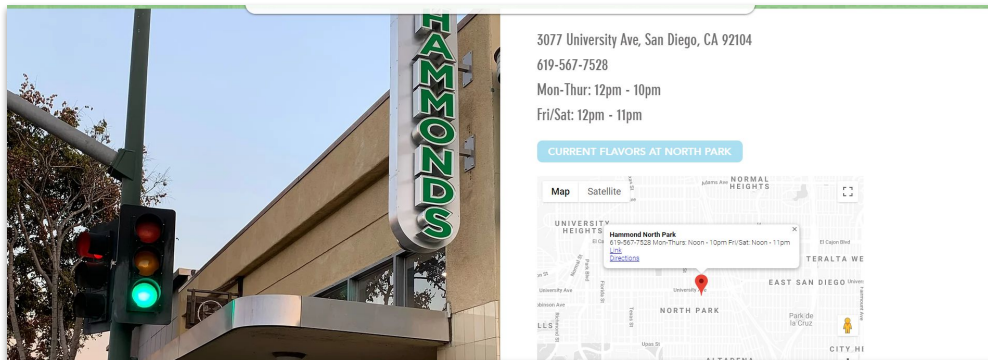
CURRENT FLAVORS AT NORTH PARK



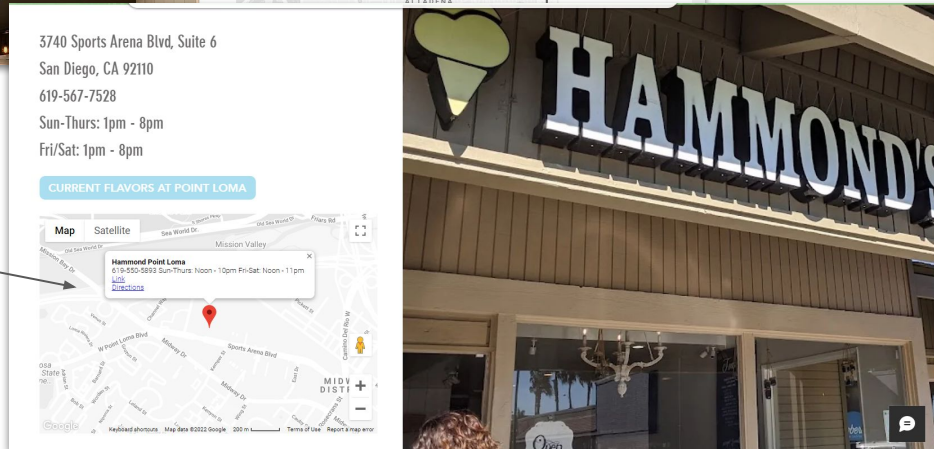
CURRENT FLAVORS AT POINT LOMA

At the top of Hammond's menu there are buttons that let you see what **current flavors** are available at the **specific location**

Location






Hammond's location page displays a **photo** of the location as well as a **google map** widget showing its location with the ability to click it for **directions**.



Job Application

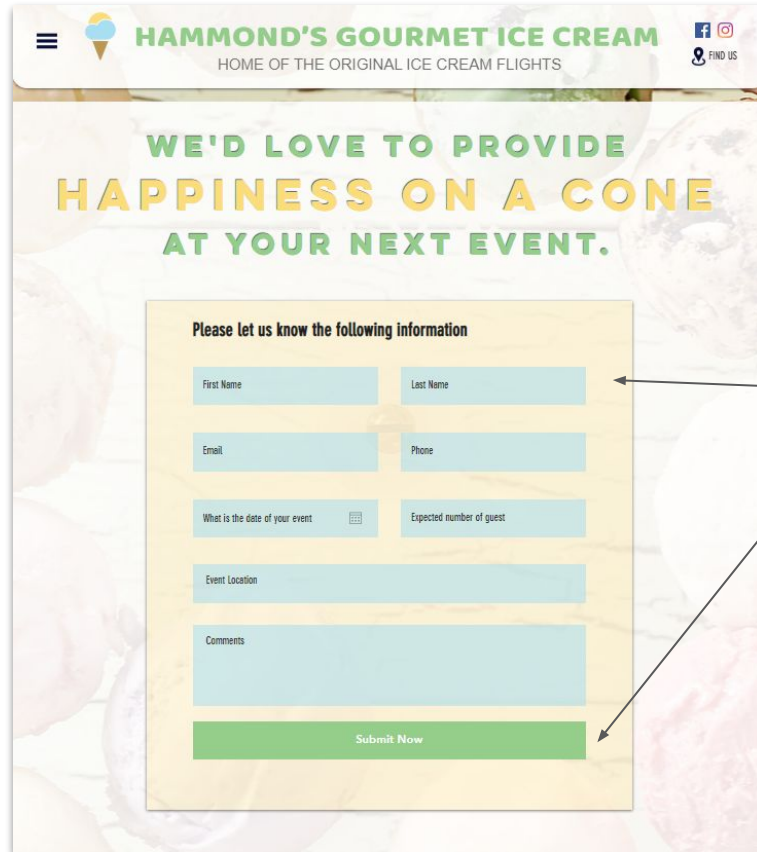


Want to work at Hammonds Gourmet?
Submit an application here

First Name	Last Name
Email	Full or Part Time? 
North Park or Point Loma 	What day can you start? 
Which days are you available? *	Link to Your Resume
<input type="checkbox"/> Monday	
<input type="checkbox"/> Tuesday	
<input type="checkbox"/> Wednesday	
<input type="checkbox"/> Thursday	
<input type="checkbox"/> Friday	
<input type="checkbox"/> Saturday	
<input type="checkbox"/> Sunday	
	Submit

Hammond's join the team page immediately offers user a **job application** with fields that can be filled in and can be **submitted right on the site**.

Job Application




The screenshot shows the homepage of Hammond's Gourmet Ice Cream. The header includes a hamburger menu, the company logo, the name "HAMMOND'S GOURMET ICE CREAM", the tagline "HOME OF THE ORIGINAL ICE CREAM FLIGHTS", and social media icons for Facebook, Instagram, and a "FIND US" button. The main banner features the text "WE'D LOVE TO PROVIDE HAPPINESS ON A CONE AT YOUR NEXT EVENT." in green and yellow. Below the banner is a yellow-bordered box containing a form titled "Please let us know the following information". The form has several light blue input fields: "First Name", "Last Name", "Email", "Phone", "What is the date of your event" (with a calendar icon), "Expected number of guest", "Event Location", and "Comments". A green "Submit Now" button is at the bottom of the form. An arrow points from the text on the right to the form fields.

Please let us know the following information

First Name Last Name

Email Phone

What is the date of your event  Expected number of guest

Event Location

Comments

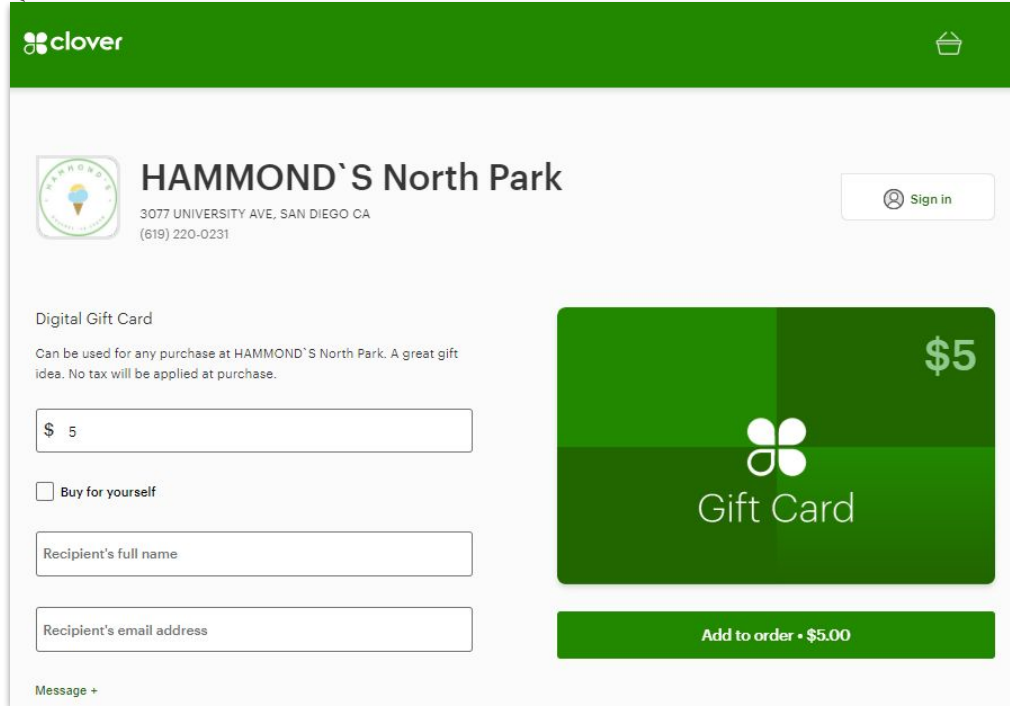
Submit Now



Hammond's provides a catering request form right in their site with **fillable fields**

Online Gift Card Purchasing

Uses a third party to provide **online purchasing** of gift cards



The screenshot shows the Clover online gift card purchasing interface for Hammond's North Park. The interface is divided into two main sections: a left sidebar for purchase details and a right section for the gift card preview.

Header: The top bar is green with the Clover logo on the left and a shopping cart icon on the right.

Store Information: The left sidebar displays the store's logo, name "HAMMOND'S North Park", address "3077 UNIVERSITY AVE, SAN DIEGO CA", and phone number "(619) 220-0231". A "Sign in" button is located in the top right corner of the sidebar.

Gift Card Details: The sidebar includes a "Digital Gift Card" section with a description: "Can be used for any purchase at HAMMOND'S North Park. A great gift idea. No tax will be applied at purchase." Below this is a price input field set to "\$ 5". There is a checkbox labeled "Buy for yourself". At the bottom, there are input fields for "Recipient's full name" and "Recipient's email address", followed by a "Message +" link.

Gift Card Preview: The right section shows a preview of the \$5 gift card. The card is green with the Clover logo and the text "Gift Card". A green button at the bottom right says "Add to order • \$5.00".



Summary

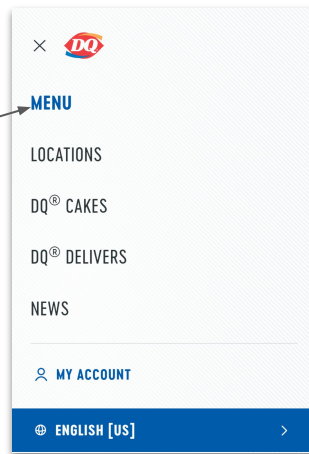
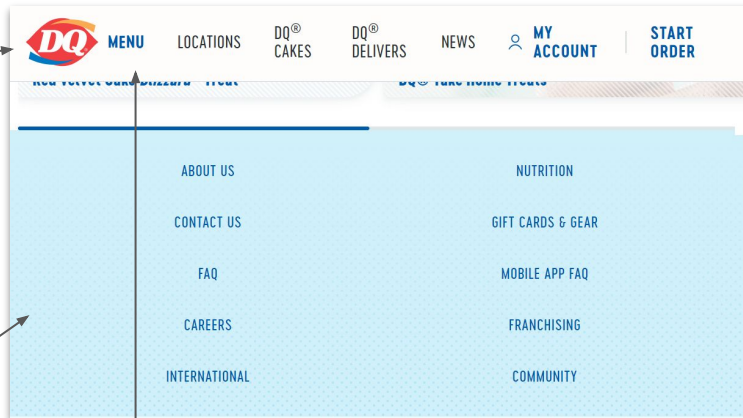
- Several of our competitors have **menus that are filterable and searchable** and we think that North Park Creamery could benefit from this feature
 - Some of the ways to integrate this would be through carousels, highlights, and drop down menus
- Since we intend to introduce a merchandise section to the website we want to include an **online account** functionality like the ones Somisomi, Dairy Queen, and Hanna's uses
- We also want to add an **interactive location map** so that users can easily get directions to North Park Creamery
- If our client is interested, we will also add an **interactive job application**
- We are also considering adding **breadcrumbs** to the site, similar to Dairy Queen's
- Since our client has space to rent out, we will be including a **venue/catering booking** form similar to the one Hammond's has
- Like many of our client's competitors we will also incorporate a working **gift card/offers** section

Site Architecture

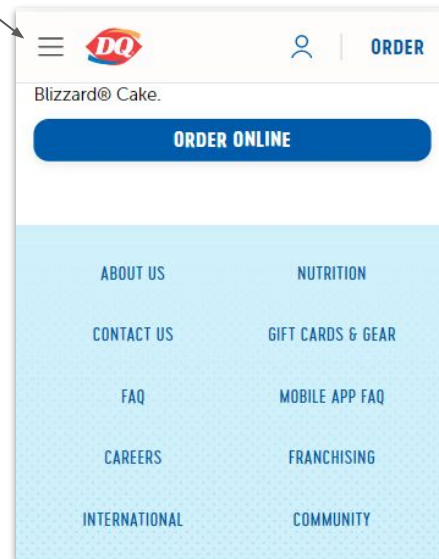
Sticky header nav at top of page that scrolls with you that has most important items

Bottom block of less important items

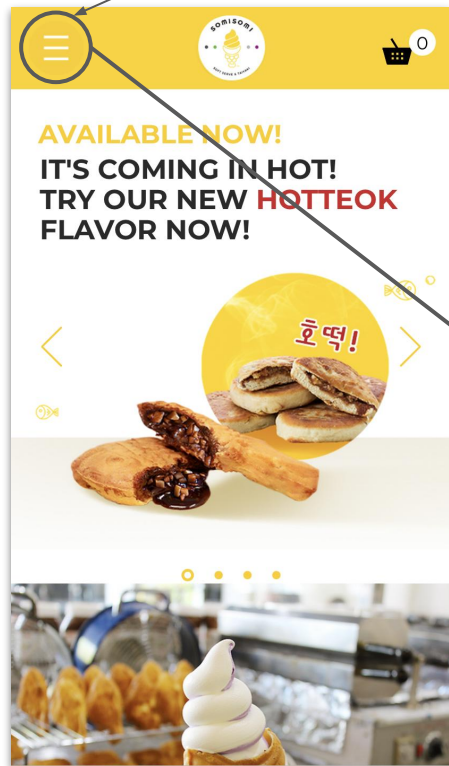
Consistency across desktop and mobile with blue highlight of current page and label names



Navigation **hidden** in upper left hamburger menu on mobile

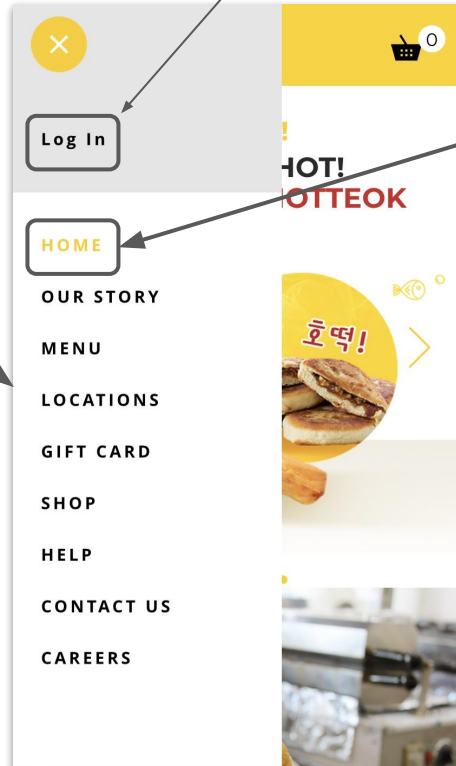


Navigation is **hidden** using a burger menu on mobile

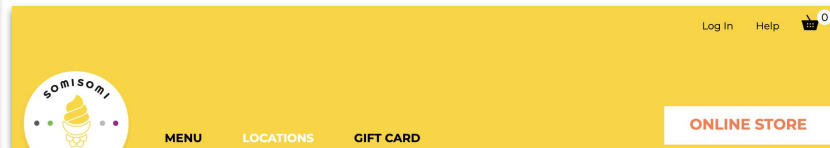


Mobile view of website

Log in is separate



Yellow text indicates the **current page**

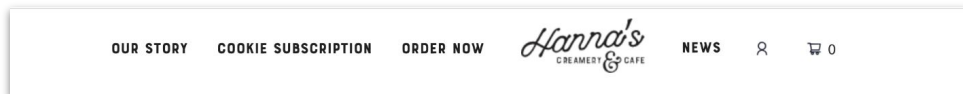


Desktop view of website

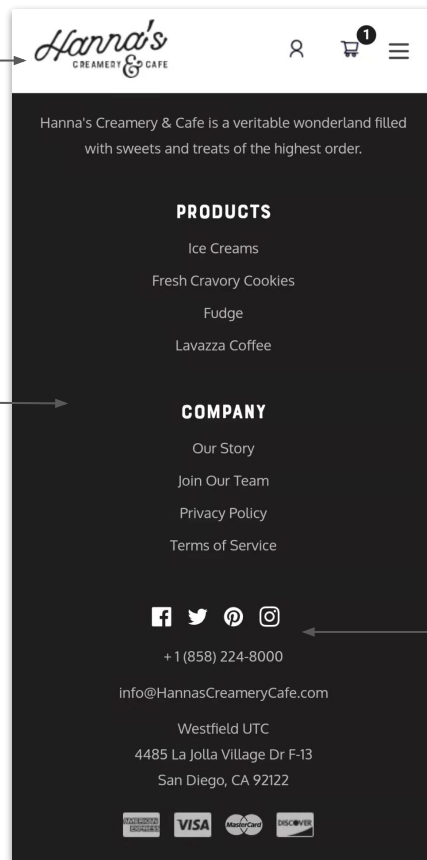
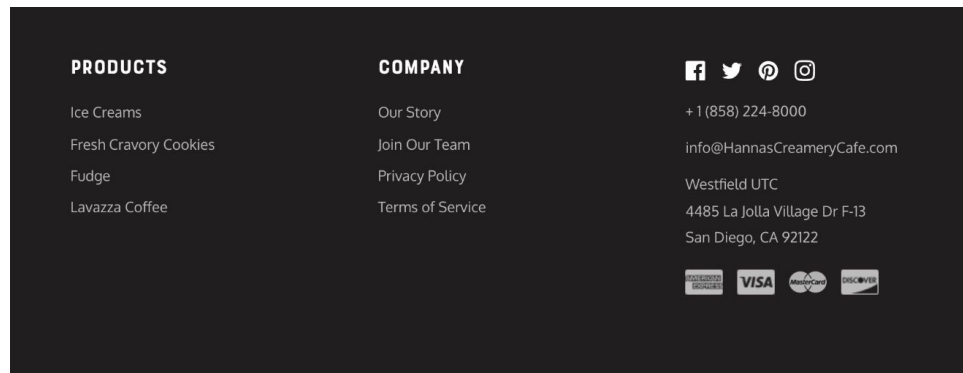
The desktop view of the site only has four main labels: **Menu**, **Locations**, **Gift Card**, and **Online Store**. The logo acts as a **home button** and there is a **Log in**, **Help button** and **basket icon** indicating users can purchase items on the website.



Both the desktop and mobile site divide their navigation links into two, with **"Our Story"**, **"Cookie Subscription"**, **"Order Now"**, **"News"**, and the **shopping cart + profile** icons taking precedence in the top navigation bar. The limited # of primary labels makes it easy to navigate the choices, and the representative icons declutter this interface further.



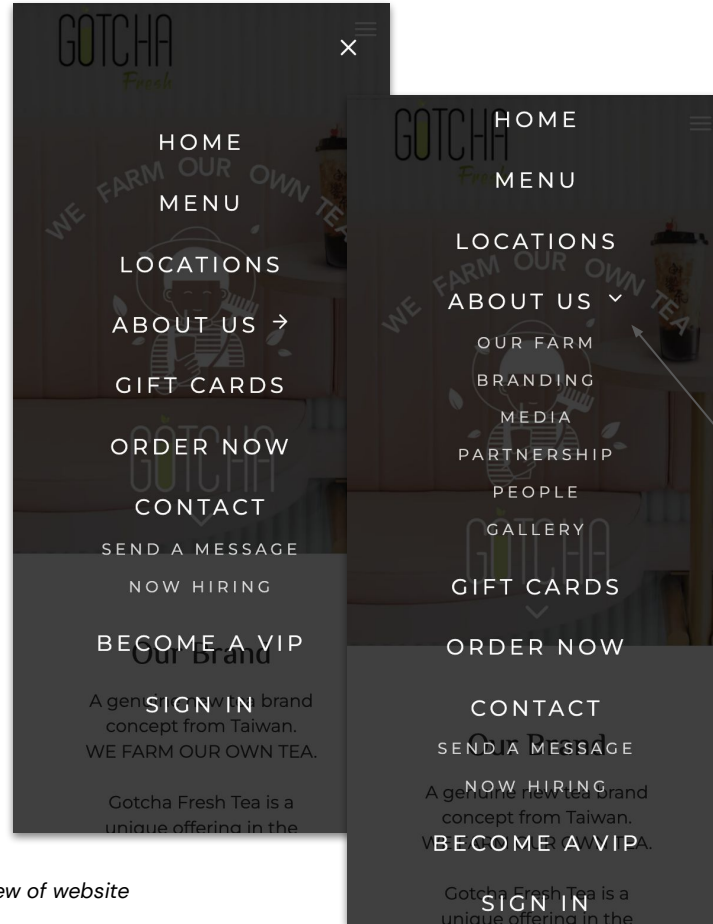
Comprehensive menus (e.g. for ice cream, coffee) and other navigational links are located in the **page footer**. This can make them potentially difficult to find despite saving space on the main navigation menu.



Contact info (e.g. **social media**, **phone #**, **email**) is collected in the footer as well. This may be helpful for decluttering, but may pose challenges to those coming to the website for contact info.

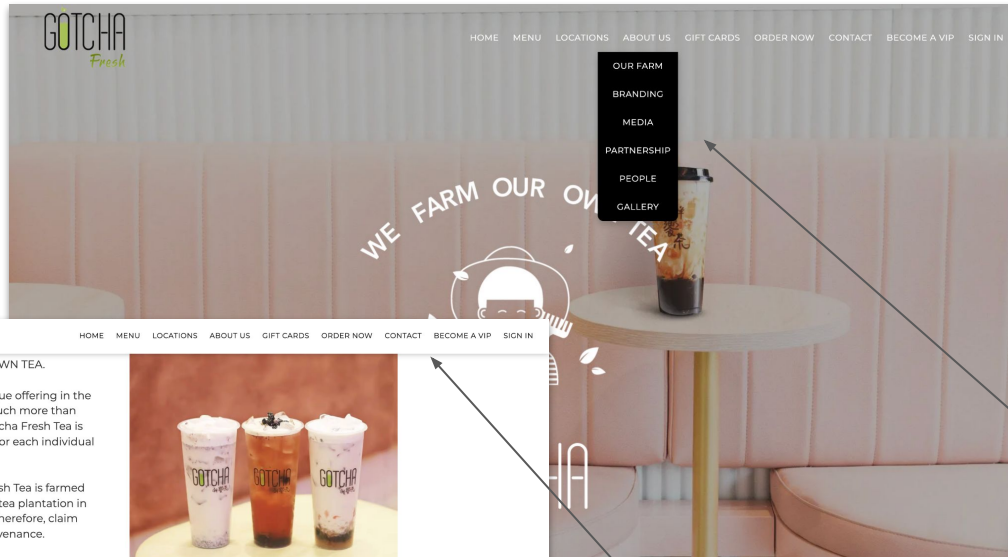
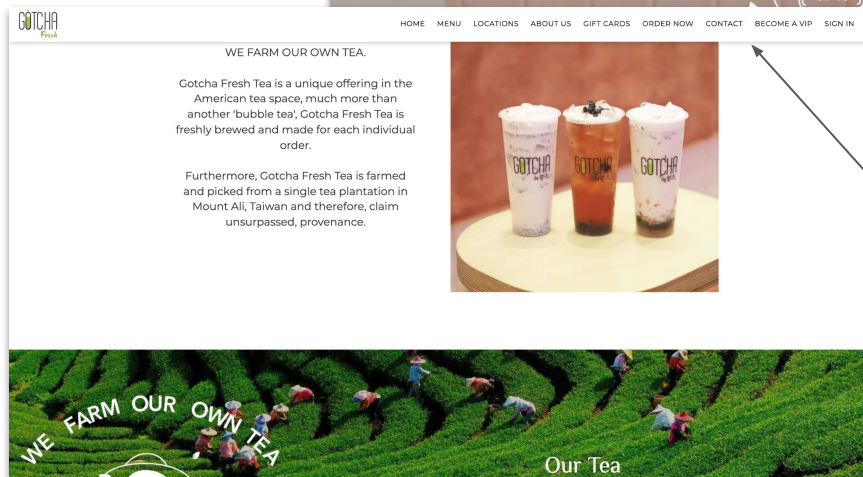


Hamburger menu



Secondary labels underneath "About Us"

Mobile view of website

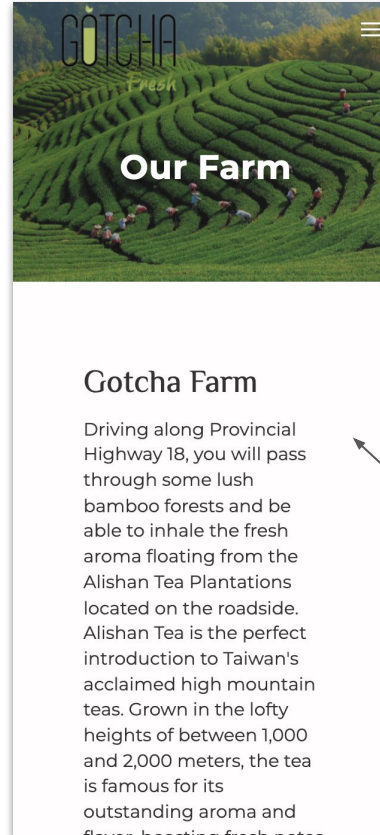
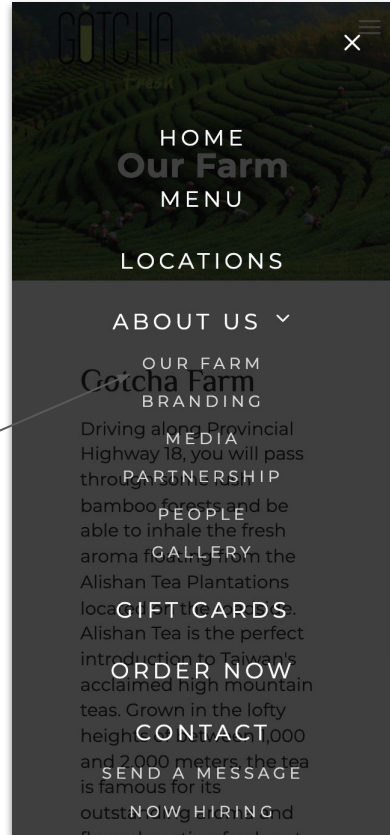


Secondary labels
underneath "About Us"

Sticky header as you're
scrolling down

Desktop view of website

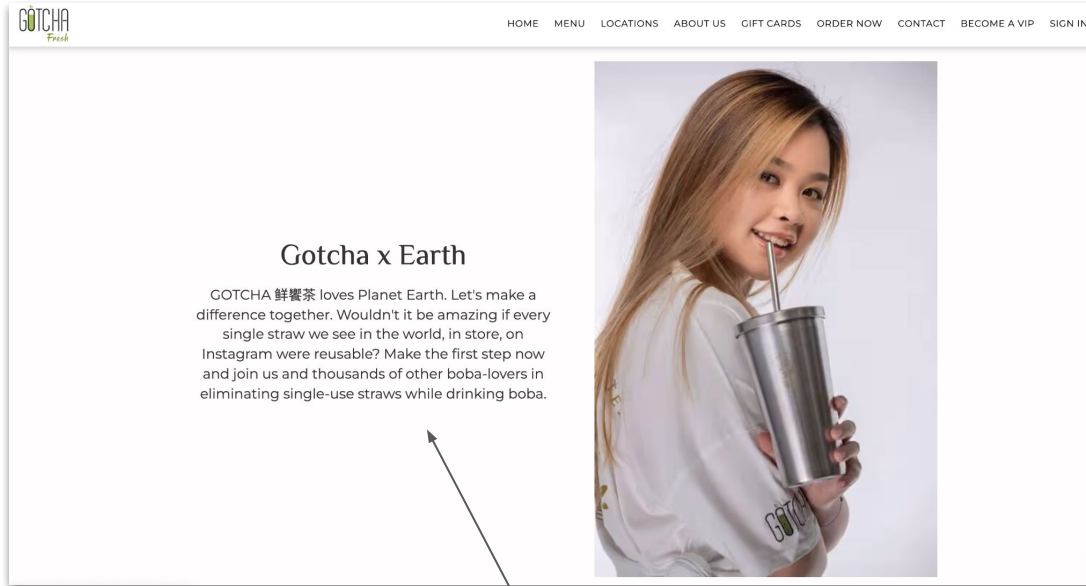
Ethics + Sourcing



Sourcing information is under "Our Farm" nested under "About Us"

Description depicts luxury tea and care in sourcing, elevating their brand.

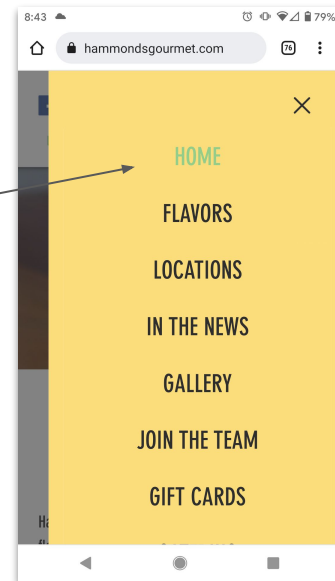
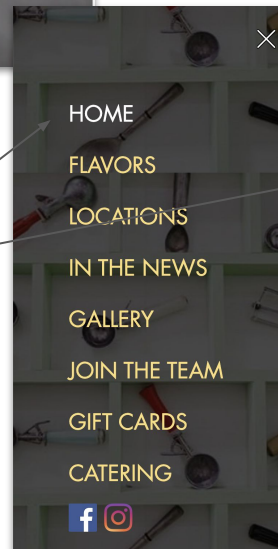
Ethics + Sourcing



Encouraging sustainable drink wear on their homepage



Inconsistency across
desktop and mobile in
placement of hamburger
and highlighting of
current page



IA Table- Primary Labels

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's	Total
Menu/Flavors	X	X		X	X	
“Our Story”		X	X	X		
Locations	X	X		X	X	
Gift Card		X	X	X	X	
Shop		X	X			
Help		X				
Contact Us	X	X		X		
Careers/Join The Team		X	X		X	
DQ® CAKES	X					

IA Table- Primary Labels (cont.)

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's	Total
DQ® Delivers	X					
News/In The News	X		X		X	
My Account	X	X	X	X		
Start Order	X		X	X		
Home		X	X		X	
Gallery					X	
Catering			X		X	
Become a VIP				X		

IA Table- Secondary Labels

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Menu	FEATURED, TREATS, FOOD, DRINKS, CAKES, KIDS				
"Our Story"				OUR FARM, BRANDING, MEDIA, PARTNERSHIP, PEOPLE, GALLERY	
Locations					
Gift Card					
Shop					
Help					
Contact Us				SEND A MESSAGE, NOW HIRING	

IA Table- Secondary Labels (cont.)

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
DQ® Delivers					
News/In The News	OVERVIEW, ANNOUNCEMENTS, MEDIA CENTER, COMPANY PROFILE				
My Account		MY ORDERS, MY ADDRESSES MY SUBSCRIPTIONS, MY ACCOUNT, LOGOUT			
Start Order					
Home					

IA Table- Secondary Labels (cont.)

Primary Labels	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Gallery					
Catering					
Careers					

Our Proposed Site Architecture

- Home (likely a logo)
- Menu
- Our Story
- Locations
- Shop
 - Gift Card
 - Merchandise
- Contact Us
 - Join The Team (friendlier)
 - Catering
 - Venue booking
- News
- My Account

KEY:

- Primary Nav. Label
 - Secondary nav. label

Summary

- We saw an even split between sites that actively used secondary labels (DQ, Gotcha) and those that generally stuck to a simpler, single-layer architecture (Hanna's, Somisomi, Hammond's). While secondary labels are useful for establishing info hierarchy in the header/nav bars, we will likely lean towards keeping information **condensed in the primary labels** and use secondary labels sparingly for a simpler browsing experience.
 - This applies especially to North Park Creamery at the moment because it is still a relatively small business; links to merchandise and store locations might take lower precedence, esp. if there isn't much content to supplement them.
- We observed several inconsistencies between the primary header labels on mobile and desktop. When we design our website, we hope to design with a **mobile-first mindset**, eliminating the need to reduce information for mobile users due to spacing constraints.
- Some websites included information like menus or contact/hiring info in the footer or secondary labels. We might use this technique but avoid including pages users most frequently access (e.g. menu) exclusively in this section.

Summary

- Some of the most highly prioritized labels (based on presentation order from top-down or left-right) were “**Home**,” “**Menu**,” “**Our Story**,” “**Locations**,” “**Shop** (gift cards or merchandise deals).” Based on our user interviews, we can affirm these will be important primary labels to include in our navigation bar as well.
 - Following our competitors, we will likely use “**Contact Us**” as a primary label, with **employment information**, **venue booking**, and **catering services** as secondary labels.
 - We may also include an icon signifying **user account info** if North Park Creamery decides to include transactions for gift cards/rewards
 - Finally, considering the potential for North Park Creamery to form strong bonds with its locals, we may feature a **news** section to highlight recent events or collaborations with the community

Content

Chocolate Dipped Cone

KIDS

SMALL

MEDIUM

LARGE

200 Cal

Our famous original cone dipped in crunchy chocolatey coating.

Small dipped cone pictured here, kid's dipped cone not pictured. Available at participating DQ® locations.

[FIND A DELIVERY PROVIDER](#)

Delivery providers are available at your selected DQ® store. Delivery is subject to availability and only in select stores.

[NUTRITION SUMMARY](#) ▾

[ALLERGENS & INGREDIENTS](#) ▾



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Our famous original cone dipped in crunchy chocolatey coating.

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NUTRITION SUMMARY

200
Calories

9
Fat (g)

28
Carbs (g)

4
Protein (g)

Calories (kcal)	200	Sodium (mg)	65
Fat Calories (kcal)	80	Carbohydrates (g)	28
Total Fat (g)	9	Dietary Fiber (g)	0
Saturated Fat (g)	7	Total Sugars (g)	20
Trans Fat (g)	0	Protein (g)	4
Cholesterol (mg)	15		

[View All Nutrition Information](#)

ALLERGENS & INGREDIENTS

Allergens

Milk, Soy and Wheat

Ingredients

DIPPED CONE, CHOCOLATE: KIDS' ARTIFICIALLY FLAVORED VANILLA REDUCED FAT ICE CREAM, MILK FAT AND NONFAT MILK, SUGAR, CORN SYRUP, WHEY, MONO AND DIGLYCERIDES, ARTIFICIAL FLAVOR, GUAR GUM, POLYISOBUTYLENE, CARBAGE NAN, VITAMIN A PALMITATE, CHOCOLATE FLAVORED CONE COATING: COCONUT OIL, SUGAR, HYDROGENATED VEGETABLE OIL (COCONUT, SOYBEAN), COCOA PROCESSED WITH ALKALI, CORN STARCH, SOY LECITHIN & EMULSIFIERS, SALT, NATURAL FLAVOR, CAME CONE: ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE, MONONITRATE, RIBOFLAVIN, FOLIC ACID), TAPIOCA STARCH, SUGAR, CONTAINS LESS THAN 2% OF ANNATTO EXTRACT (VEGETABLE COLOR), CANOLA OIL, LEAVENING (AMMONIUM BICARBONATE, SODIUM BICARBONATE), NATURAL FLAVOR, SALT.



Menu provides possible **sizes**, **nutritional information**, and **allergen information** all in drop downs for users' convenience

Nutrition

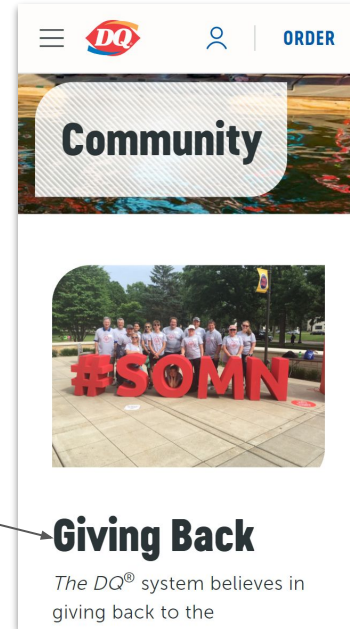
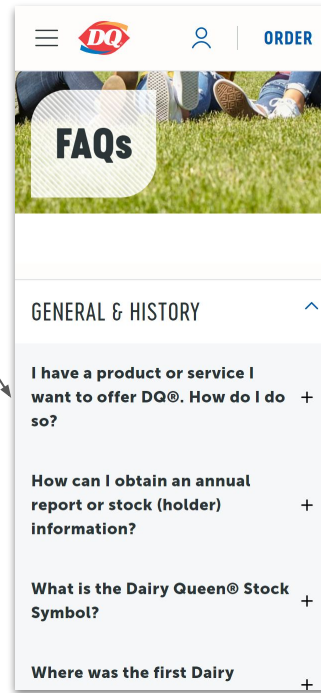
information is also displayed on its own page with a comparison table

Provides a list of **frequently asked questions**

TREATS NUTRITION & ALLERGENS

LIMITED TIME

Menu Item	Calories (kcal)	Fat Calories (kcal)	Total Fat (g)
Candy Cane Chill Blizzard - Large	1050	270	30
Candy Cane Chill Blizzard - Medium	780	200	23
Candy Cane Chill Blizzard - Mini	370	100	11
Candy Cane Chill Blizzard - Small	630	160	18



Community page that highlights what fundraisers and other **philanthropic** efforts they participate in

Giving Back

The DQ® system believes in giving back to the



SOFT-SERVE

Perfect sweetness level and flavor profile designed to be enjoyable by all soft-serve lovers!



TAIYAKI

Baked fish-shaped waffle cone filled with your choice of filling!

Explanation of other products that they offer



WHAT IS AH-BOONG?

FLAVOR

Select one flavor from our delicious soft serve flavors like Milk, Matcha, Ube, Black Sesame and more.

FILLING

Your choice of filling stuffed inside the taiyaki cone. Select from Custard, Nutella, RedBean, Red Bean and Cream Cheese and Taro.

TOPPING

We've got Oreo® crumbs, Strawberry, macaron, Graham crackers, Fruity Pebbles®, rainbow sprinkles and so much more. Sprinkle on!

SHARE

Don't forget to share the photo on social media and tag #somisomi and let everyone know what the hype is all about.



WHO WE ARE

We were found in 2016 by two dessert enthusiasts whose love for ice cream led to creating SomiSomi. 4 years later, Somisomi can be found all over the U.S. today, offering irresistible Korean-inspired soft serve in ornate goldfish-shaped waffles cones.

Our company delivers personalized ice cream experience with a Korean flare that is truly unique and unforgettable.

"Our story" section explaining why they started the company and why they're **different** from other ice cream places

↑ Breakdown of their main product

Menu



ICE CREAM FLAVORS

 MILK	 UBE	 MILK TEA	 MATCHA	 CHOCOLATE	 COFFEE
 HORCHATA	 BANANA	 COOKIES 'N CREAM	 STRAWBERRY	 SESAME	 ALSO AVAILABLE IN SWIRLS!

*Flavors and swirl options varied by location.

However, there are **no prices shown** for any product.

Verbal and **Visual** list of soft serve flavors available.





COFFEE			
LAVAZZA			
COLD DRINKS	S L	HOT DRINKS	12OZ 16OZ
ICED COFFEE	2.75 3	COFFEE CARRIER	20.95
ICED CAFFE LATTE	4.5 5	CAPPUCCINO	3.5 3.95
COLD BREW	4.5 5	CAFFE LATTE	3.5 3.95
COLD BREW NITRO	4.5 5	FLAVORED LATTE	3.95 4.45
COLD BREW LATTE	4.5 5	AMERICANO	3.5 3.95
		BREWED COFFEE	2.25 2.95
		CAFFEE AU LAIT	3.5 3.95
		ESPRESSO	3 3.5
		ESPRESSO MACCHIATO	3.5 4
		ESPRESSO CON PANNA	3.5 4
		ESPRESSO SHOT	1
		FLAVORED SYRUP	0.5
		SOY/ALMOND MILK	0.5


Coffee and ice cream menus are images, making them easy to download and share. They have no interactions or images and present a very modern, minimalist look.



The cookie menu features a smaller selection of products and uses bright, enticing, and professional images to highlight each item.

HOMEMADE ICE CREAM	
BANANA tons of fresh banana CHUNKY PEANUT BUTTER CUP vanilla ice cream with peanut butter cups & a peanut butter swirl COCONUT STORM creamy coconut ice cream with coconut shreds COFFEE BEAN blends of coffee COOKIE DOUGH COOKIE vanilla ice cream with cookie dough & homemade chocolate chip cookies COOKIE MONSTER vanilla ice cream with Oreos & homemade chocolate chip cookies MILK CHOCOLATE Smooth & creamy milk chocolate DULCE DE LECHE caramel swirl to die for	EXTRAORDINARY VANILLA made with the finest vanilla FRESH STRAWBERRY tons of fresh strawberry LUSCIOUS SLOAN'S WHITE Vanilla Ice Cream with brownies, pecans, almonds, peanuts, toffee & caramel MINT CHOCOLATE CHUNK Loaded with mint, chocolate chunks, no added color NUTTY PISTACHIO Vanilla ice cream loaded with pistachios, no added color DARK CHOCOLATE rich dark chocolate SNICKERS Chopped snickers bars & caramel CHEESECAKE Fall in love with assorted cheesecake flavors
LIMITED EDITION	
	CARROT CAKE APPLE PIE BIRTHDAY CAKE MATCHA PEAR SORBET WATERMELON SORBET AVOCADO SORBET TAMARINDO SORBET
SORBET	
	MANGO SORBET LIME SORBET ORANGE SORBET

COOKIE			
 COOKIE-BIRTHDAY CAKE \$16.99 ADD TO CART	 COOKIE-ULTIMATE CHOCOLATE CHIP \$16.99 ADD TO CART	 COOKIE-COOKIE MONSTER \$16.99 ADD TO CART	 COOKIE-RED VELVET \$16.99 ADD TO CART



WE ARE CURATORS OF THE BEST SWEETS AROUND


Smell the warm, sugary goodness of cookies fresh out of the oven, the melt in your mouth handcrafted fudge, and the sweet sticky goodness of freshly-made ice cream.

[LEARN ABOUT OUR STORY](#)

"Warm, sugary," "fresh," "sweet sticky," "freshly-made," and more... How many semantically relevant adjectives can you fit into one sentences?



The personification of the product adds a lot of personality to what could've been a bland product description.




COOKIE-LEMON BAR

\$16.99

Size
half dozen

[ADD TO CART](#)

Buy with  Pay

[More payment options](#)

Pucker up lemon lovers because this tart treat is as sweet as she looks. Blonde, beautiful, and wrapped in a coat of powdered sugar, this looker has the taste to back up her looks. Fresh lemons are hand zested and squeezed to infuse this cookie with a zesty tartness that's hard to ignore. Don't worry about the bite. Her acerbic core is perfectly mellowed with a smooth layer of powdered sugar and a handy helping of Vanilla A'peels. This cookie is the perfect example of a bittersweet relationship.

One of Hanna's biggest strengths is its **descriptively tantalizing written copy**.

Whether as an introductory blurb on the home page or detailed description of a product, the diction oozes decadence and enjoyment.

Our Story

OUR STORY COOKIE SUBSCRIPTION ORDER NOW

Hanna's
CREAMERY & CAFE

NEWS



OUR MISSION

We use the best quality ingredients and offer the best selection of sweets to our customers. We want to be your go-to stop for all things sweet, and we will continue to work hard to make that possible.

Enjoy the sweet and warm smell of fresh cookies right out of the oven that will melt directly into your mouth. Our desire to share the best sweets with the world has led us to open our online shop. Whether you want to send a gift to a loved one or want to stock up on some cookies for yourself, you can't go wrong with Hanna's!

We take pleasure in making the world a little sweeter.

WHO WE ARE

Our love for delicious ice cream and freshly-made sweets is what encouraged us to open Hanna's Creamery & Cafe. Located in the UTC mall in La Jolla, San Diego, we have continued to provide our customers with the best treats around.

Our products include rich Italian Lavazza coffee, fresh Cravory cookies, and delicious Brownie Points brownies. And of course, our fresh, made-to-order Italian ice cream!



Hanna's
CREAMERY & CAFE

The **Our Story** page features attractive photos of its storefront and its brand values.

The photos reaffirm the brand's classic, yet clean & modern visual identity.



4. HANNA'S IS SIMPLE, INEXPENSIVE, AND CONVENIENT

Hanna's catering items come individually wrapped, making them a clean, safe option for corporate or small business events.

Hanna's takes orders by phone or through our website, and catering is fulfilled by our partners at ezCater, allowing for a simple, quick, and convenient checkout process.

Order Hanna's catering for your business!

You can also rest assured knowing that Hanna's takes care of delivery, so you don't have to worry about time or other expenses such as gas, insurance, mileage, and lost productivity while you or another employee pick up the order.

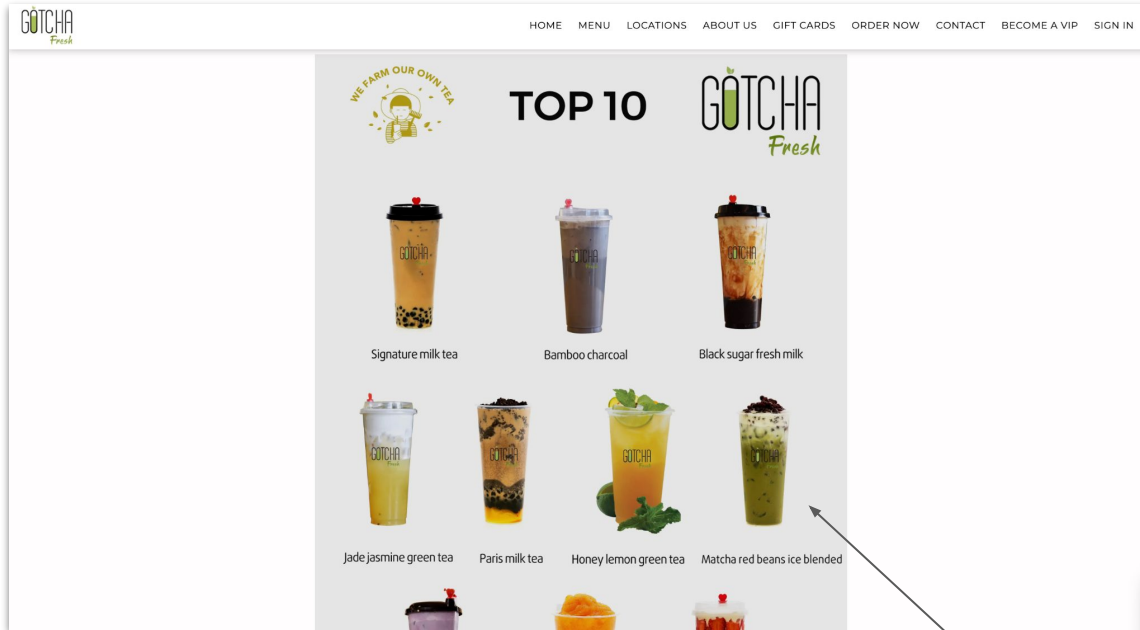
For added convenience and savings, sign up for Hanna's subscription service to cater regularly scheduled meetings such as weekly or monthly planning meetings.

For smaller orders, we also provide delivery through Door Dash, Uber Eats, and Grub Hub. Take our sweets home; [find a nearby driver!](#)



Hanna's publishes **articles** on its services to reiterate its appeal as a catering partner. Their use of second person in their written copy and their mouthwateringly vivid photos establish the raw appeal to any given reader.

Menu Highlights






Highlights **best flavors** for new customers with enticing images



Store Hours



[HOME](#) [MENU](#) [LOCATIONS](#) [ABOUT US](#) [GIFT CARDS](#) [ORDER NOW](#) [CONTACT](#) [BECOME A VIP](#) [SIGN IN](#)

Locations

Costa Mesa
2790 Harbor Blvd., Suite 116
Costa Mesa, CA 92626
(714) 468-7687
sujen1225@gmail.com

Monday - Sunday:
11:00 am - 10:00 pm

Kearny Mesa
5375 Kearny Villa Rd, STE 114
San Diego, CA 92123
(858) 430-6679

Monday - Thursday:
12:00 pm - 9:00 pm

Friday - Saturday:
12:00 pm - 9:30 pm

Sunday:
12:00 pm - 9:00 pm

Santa Ana
1935 E 17th Ste A1
Santa Ana, CA 92705

Rosemead
3524 Rosemead Blvd.
Rosemead, CA 91770
(626) 783-4771


Sunday - Thursday:
11:00 am - 10:00 pm

Friday - Saturday:
11:00 am - 11:00 pm

Garden Grove
9757 Garden Grove Blvd., STE 6
Garden Grove, CA 92844

Sunday - Thursday:
12:00 pm - 9:00 pm

Friday - Saturday:
12:00 pm - 9:30 pm



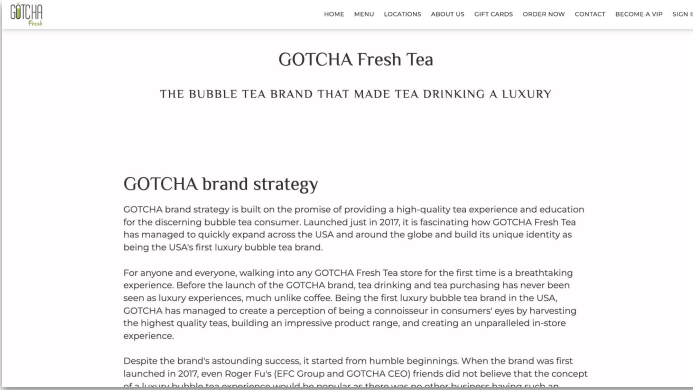
Store hours easily
accessible in the footer

Our Brand

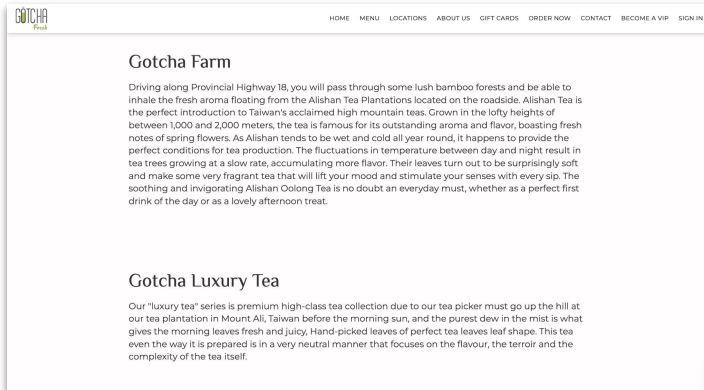
A genuine new tea brand concept from Taiwan.
WE FARM OUR OWN TEA.

Gotcha Fresh Tea is a unique offering in the American tea space, much more than another 'bubble tea', Gotcha Fresh Tea is freshly brewed and made for each individual order.

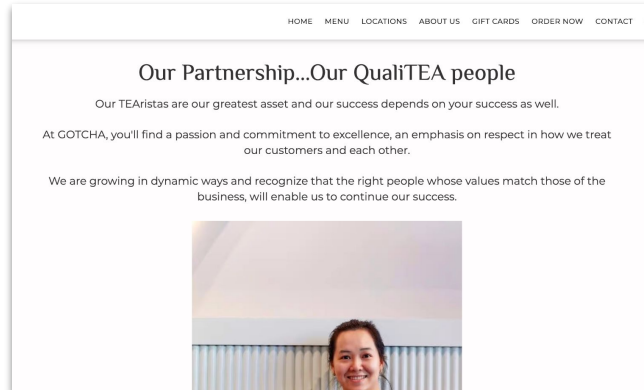
Furthermore, Gotcha Fresh Tea is farmed and picked from a single tea plantation in Mount Ali, Taiwan and therefore, claim unsurpassed, provenance.



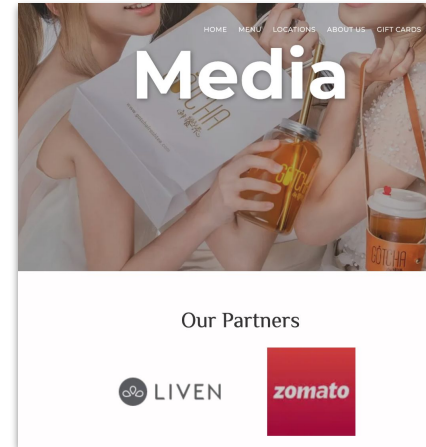
Detailing their **brand strategy** with hints of their history



Explaining how their tea is **sourced**



Describing their **staff** (could use more pictures)

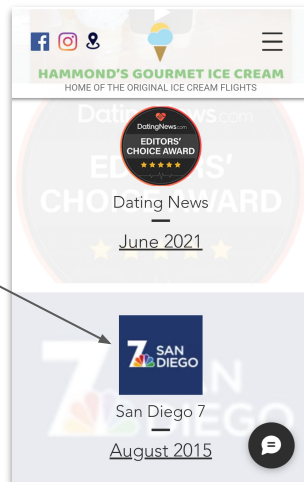
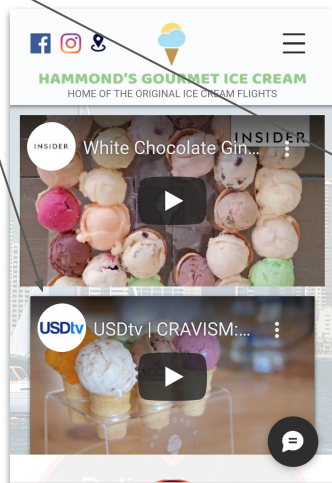


Media coverage and sponsors
looks professional

Menu displays
photos alongside
the items in an
unique way



Highlights their
appearances in the
news



Full page spread
gallery of products
or people enjoying
products

Content Table

Content	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Menu	X	X		X	X
Menu Highlights	X			X	
“Our Story”	X	X		X	
Locations	X	X		X	X
Photos of product, people, and interior	X	X		X	X
Sustainability Efforts	X			X	
Contact Info	X	X		X	X

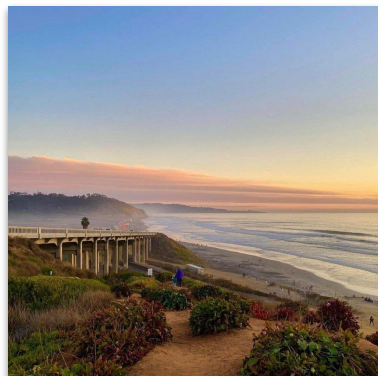
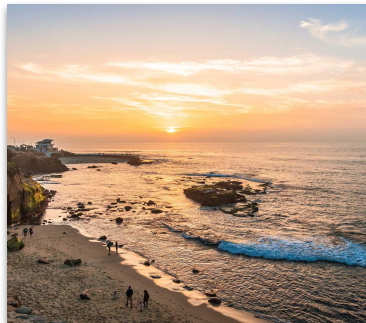
Content Table

Content	Dairy Queen	Somisomi	Hanna's	Gotcha Tea	Hammond's
Shop Hours	X			X	X
Community Efforts	X				
FAQ	X				
Sourcing Info				X	X
Team Profile				X	
News/Blog	X			X	X
Dietary Restrictions	X				

Summary

- We have collected the common content across competitors and requested by our client and organized it in the following way.
- The **Home page** will contain **menu highlights** and **best sellers, shop hours, and other information**.
- The **Menu page** will contain not only the **products** but also **indicators** form whether the **ingredients are sustainably sourced** or any **dietary restrictions** that may apply to the specific item.
- The **Our Story page** will contain **information about the owners** as well as their **sustainability and community efforts**, information on **where their ingredients are sourced**, and **team profiles**.
- The **Locations page** will contain not only information about the **location** but also **shop hours**.
- The **Contact page** will contain contact information like a **phone number**.
- The **News page** will contain any **news or media** the shop or owners have been featured in. Most pages will contain photos, with the home and our store pages focusing on people, the location page focusing on interior, and the menu focusing on product. There will also be an **FAQ** linked in the footer.

Moodboard



Fonts

Logo Font

Crystal Deco Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Header Font

Fredoka One

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Font

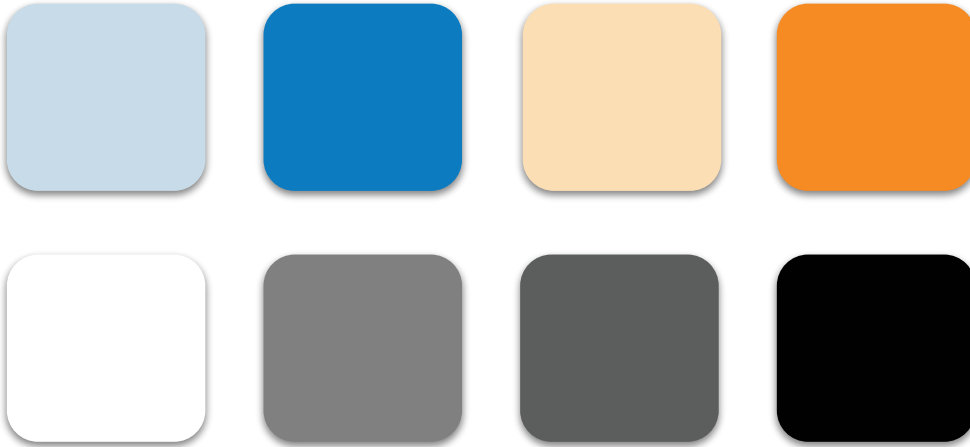
DM Sans

Aa

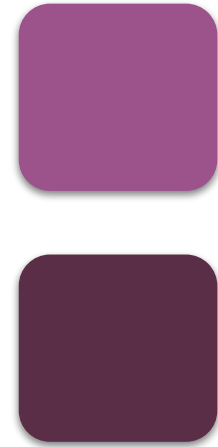
ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz
0123456789

Color Palette

Main Color Palette



Potential Accent Colors



Summary

- North Park Creamery wanted to showcase that they are a **local** ice cream joint made for **families** and the **community** that serves quality **organic** ice cream for a **good value**.
- Rationale of Images
 - San Diego beaches and North Park show the laid back beach town, **community** feel commonly associated with those areas. These images also have **blue** and **orange** hues, which are colors we are pulling from for North Park's color palette for a beachy feel.
 - Farmers markets are **bright** and **colorful** with local farmers, commonly known for being **unpretentious** and a provider of organic produce
 - Images of **family**, **friends**, and **children** enjoying ice cream which are all of North Park's target demographic. They all seem **relaxed** and **warm**, which the owners of NPC want their customers to feel.
- Fonts
 - **Fredoka One** is playful header font, pulling from the idea of being **unpretentious** and likable to **children**
 - **DM Sans** is another round sans serif font, but doesn't look exactly the same as Fredoka One
- Colors
 - Introduced black and white range to offset brightness of **beachy** accent colors

Final Summary

Bottom Line Summary

- **Brand**

- We need to communicate North Park Creamery's promise to quality and family friendliness with a strong and consistent visual identity
- We need to balance the playfulness of our typefaces and bright accents with thoughtfully planned composition and organization

- **Features & Functionality**

- We need a well-organized, interactive menu that effectively communicates its highlights and updates
- We need contact information to be easily discoverable to allow for venue/catering booking, questions, etc.

- **Site Architecture**

- We need clear and concise primary labels immediately available in a single nav-bar, including "Home," "About Us," "Menu," and "Contact."
- We want consistency between mobile and desktop interfaces.

- **Content**

- We want to highlight menu content as soon as possible by prioritizing quality photos
- The site's copy should emphasize North Park Creamery's commitment to ethically sourced, quality ingredients and fostering connections with its community.