Poppin' Joes Website Analysis

Introduction:

I have completed a thorough analysis of the current website. I have reviewed the site for content, design layout, and the overall customer experience while using the site. By improving the customer experience on the site our business will attract more repeat customers and encourage new customer growth. This analysis will also allow us to grow the company. All the recommendations in this analysis are based on my personal opinion which is supported by user experience professional research as noted in the analysis.

Site Purpose:

Poppin Joe's website shares the story about Joe Steffy a young adult with DS-ASD who is the sole proprietor of the company. Poppin' Joe's first launched in 2005 providing gourmet kettle corn for purchase. Poppin Joe's Gourmet Kettle Korn can currently be purchased at Walmarts, fairs, craft shows, car shows, and other local events throughout Kansas and Georgia. The site provides a list of locations and dates where customers can find Poppin' Joe's Gourmet Kettle Korn available for purchase. The site also provides details for fundraising and ways that the company support the troops in Iraq.

Rhetorical Appeals:

The use of rhetorical appeals in writing is instrumental in engaging with customers and allowing customers to feel engaged with us. Through the rhetorical appeals of pathos,

logos, and ethos we can reach our audience in different ways. Each appeal carries special importance and a different way to engage our customers.

Ethos:

Ethos is used to provide credibility to our company. By creating ethos we show our customers that we are trustworthy and earn their respect. According to Copypress, "Ethos is your credibility — it is how you show your audience that you're an expert. Without ethos, the argument, and therefore the copy, falls apart at the seams" (*Creative spotlight: Rhetorical strategies for successful copy* 2019). We can create effective ethos by sharing reviews of previous customers, successes we have had with partners in fundraising, and sharing news/media stories about our company.

Pathos:

Pathos refers to the emotional appeal of the reader. Our company started as a way for Joe to operate and manage his own business. We have always relied heavily on pathos in our content. As the company grows it is important to keep our pathos appeal in mind. We will use emotional appeal as the main focus for the content on the site. People can buy kettle corn from any company, anywhere. What makes our company unique is our passion to support disabled youth and give back to others. We will continue to appeal to the emotions of our customers by sharing Joe's story and reminding customers how they are the reason for our success.

Logos:

Logics refers to the logic of our content. Logos is a fundamental element of the content because most customers on our site no longer read all the content. In Writing and Editing for Digital Media, Carroll notes, " Research and common experience demonstrate that attention spans have shortened and that people interacting with digital media aren't *reading* as that activity has been traditionally understood." (2020). The users will scan the site for the relevant information they need and quickly move on if they cannot find it. Using logical headings, navigation, with short and concise text we will make the site easily scannable.

Writing Quality:

Style:

The style of writing chosen is important as it expresses our company's overall attitude. Following Joe's lead, our style should follow his personality. Our writing style will be

professional but with personality. The style will convey trust yet be friendly and invoke the customer to feel like they already know us.

Tone:

The current tone of the site is very formal and straightforward. Much of the content on the page is factual and doesn't create a tone of who Poppin' Joe's is. The tone of the site should convey that of a trusted old friend. Our tone will be formal in conveying messages but with a friendly tone that reminds customers that they know us.

Voice:

The voice of the site should be from Joe, he is the purpose and face of the company. Our current site speaks from a narrator's perspective. The current voice of the site comes across as formal in some areas, while others ask friendly rhetorical questions. This leaves the audience confused with no clear identity of who the company is. Although Joe does not speak verbally, it is important that we use the website to give him a voice. The voice of the company will be from Joe's perspective. It will be positive and encouraging while still conveying trust.

Site Navigation:

Site navigation is a critical part of the website. Useful navigation should be easy to learn, consistent throughout the site, provide feedback to users, and provide the minimalist clicks to get the user to the information they are looking for.

The current navigation, as seen above, contains, Welcome, About Us, Products, Fundraising, Calendar, Photos, and Contact. The current navigation is clean and easy to use but can use improvements to make it easier to navigate. For example "Welcome" is currently used as the "Home" button for the navigation. Users base their decisions on what is familiar to them. Using a word such as "welcome" instead of the common "Home" label makes users think. I recommend changing the welcome label to home on the navigation. Next, the calendar label should be changed to "Find us". This will tell users where they can purchase products and when we will be at various locations. The current navigation does not tell users where they can find our products. "Find us" will cover both the location and calendar features. The "Photos" label on the navigation should be removed and replaced with a link to our social media. Through our social media users can find photos from our current events and happenings of the company. The "about us" label should be changed to "about Joe". The contact label should be changed to "let's chat" this supports the voice and tone of our site. We want users to feel like they already know us and remind them that Joe is their friend. The products, and fundraising labels should remain in the navigation as they are key parts of our business. The new navigation will be as follows:

- Home
- **About Joe:** This page will tell the story of Joe and his company
- **Products:** This page will provide details about the products currently offered. In the future this page will also provide online shopping.
- **Find Us:** This page will provide users with locations of where they can purchase product as well as a calender of local fairs we will be attending.
- **Let's Chat:** Here users can email us, find our phone number or send us an instant message.
- **Fundraising:** This is an important part of our business which is why we should keep it in the navigation, however it used by the least amount of users, which is why it should be located last.
- **Social Media Icons:** Rather than labels we will use the easily reconizable social media icons to allow users to find recent post and pictures.

Page Layout:

The page layout is an important aspect of the website. According to the Nielsen Norman Group research shows, "that 79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word" (World Leaders in

Research-Based User Experience). With this in mind I suggest that the site be created using chuncking and layering to provide easier scanability. The current site attempts to chuck text together however it does so in horizontal pattern down the page. The current layout does not provide layering giving greater importance to some topics and less to others. Carroll points out, "Interactors' eyes most often fixate in the upper left quadrant of a webpage first, before hovering and then moving left to right. The 'F' pattern of readership is well established" (Carroll, 2020).

The current site uses the layout below for all the pages. Each page contains the navigation at the top, followed be a large image, a small title bar, and then multiple boxes of content that run the width of the site, and vary in length on each page depending on content for the page. The dotted line represents the current page fold. With the current page layout the user can only see very little of the content on the page. The large image on the page prevents users from easily finding the information they came to the page for. This forces them to scroll to find the information they came to the page for. The main content of the page should be located above the fold (dotted line on wireframe below.)
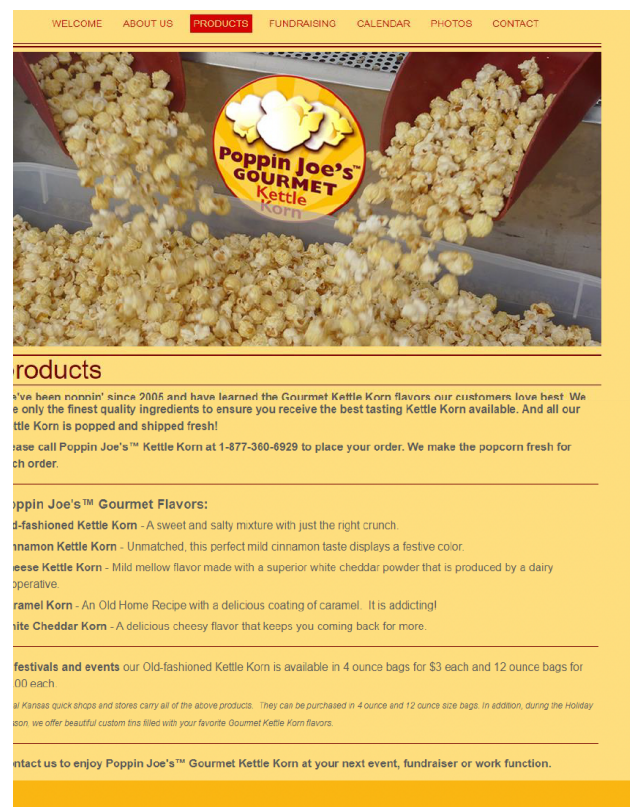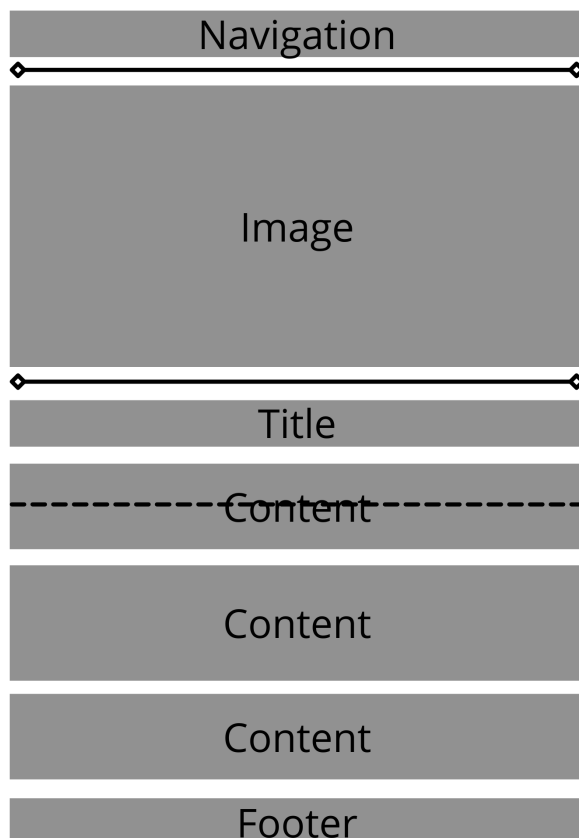
Suggestion for New Page Layout:

The revised layout will provide ample white space, which is the space between the design elements, to allow for easy scanning. Each page will have content that has been simplified for chuncking and layering. The most relevant information will be at the top of the page with less important as the page proceeds down. The homepage will contain an easy to navigate design with large navigation. All the content for the homepage will fall above the fold. The template for the other pages will shrink the navigation slightly to allow for a title bar to remind users what page they are viewing. The most relevant content will be above the fold with less relevant content falling below the fold.

Template for Homepage

Navigation

Image | Content

Content

Footer
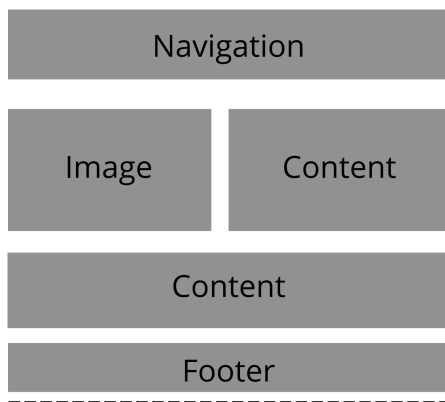
Template for all other pages

Navigation

Title

Image | Content

Content

Content | Content

Footer
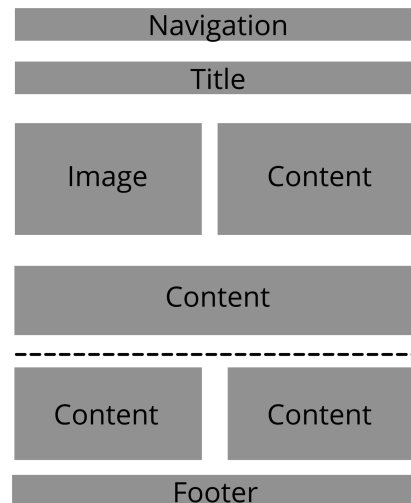
Visual Appeal:

Graphics:

The current site uses a lot of pictures for visual aspects of the site. Using photos of Joe is important because it helps with the emothial appeal of our customers. However, most of the current photos are not professional or relevant to the site. For example the homepage contains a picture of someone at a fair talking about the popcorn. This visual is not a good angle and does not support what the company is

about. The images used on the site should be taken professionally and relevant to the page content. The site also uses very large images which cause the user to scroll to get to the information they are seeking. The current site uses too many images. Instead we should focus on selecting the most visually compelling photos which will be more visually appealing to the user, as well as allowing the user to scan for relevant content on the page.

Color Scheme:

The current color scheme of the website uses variations of reds and yellows, with picture images of all colors. The website uses a yellow background with maroon, grey and orange font colors. The bright yellow background with grey font makes the text very difficult to read. The orange font is almost impossible to read against the yellow background. The current color palette does not work well together because the colors used are either too close in comparison or do not work well with each other.

Current color scheme
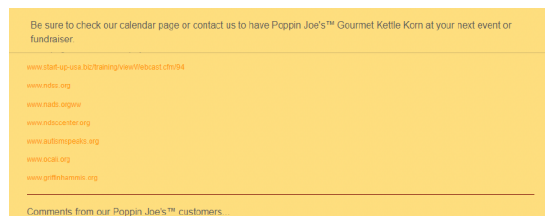
Suggested new color scheme

The recommended color scheme will provide the nostalgia of popcorn ads from the past, while using accent colors that contrast well with each other. The colors will work well with the logo and current branding to the site, while also providing bold contrasting color to highlight important headlines. The photos selected for the site will also follow the color scheme to allow for better visual cohesiveness.

Fonts:

Fonts play an important role on the website. According to Osborne in her article, Design for Non-Designers it is important to, "reduce clutter by reducing the number of fonts you use" (Osborn, 2018). Focusing on the use of only a couple fonts allows us to use the fonts to guide readers to the importance of the content. The current site uses multiple fonts, but they look very similar making it hard to defierentiate them.

This is a sample of the current fonts used on the site. It lacks character and does not show the personality of the company.

The font for headings and subheadings will be done in "Sinethar - Bold Script." This script was chosen because of its vintage feel with modern appeal to it. The main content of the site will be in "Helvetica Neue". This font is easily readable and available in different weights. These two fonts work well together because they fit the opposites attract logic. The first font is a script font which will provide fun and nostalgia to the site while the second is a san serif and allows for easy digital reading.

Sinethar - Bold Script: For Headings and Subheadings
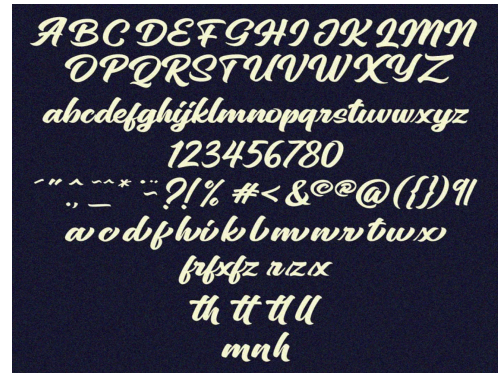
Helvetica Neue: Used for content

Helvetica Neue 25 Ultra Light
Helvetica Neue 35 Thin
Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy
Helvetica Neue 95 Black

Content:

Our website content is key to providing our customers the information they need to purchase our product and support our company. The primary reasons users visit the site are:

- Learn about Joe, his story and his company.
- Find where to purchase popcorn.
- Find out what products are offered.

- Find out how to contact the company.
- Find about fundraising opportunities.

Our current content focus on providing photos of what we are doing, but there is little content. By reducing the content to key photos and concise messaging users will find what they came to site for much easier. Our content will relay the message of who Joe is, what he stands for and why the user should shop with us.

Putting it into Action:

Joe is a great person, he has a great story and a great company. It's time he has a great website that highlights everything he is about. Using the analysis I have provided, I am confident that we can create Joe a site that is as impressive as he is! I am excited to get this project started!

References

Carroll, B. (2020). *Writing and Editing for Digital Media* (4th ed.). Routledge.

CopyPress (Ed.). (2019, August 16). *Creative spotlight: Rhetorical strategies for successful copy*. Content Marketing Agency | Content Marketing Services by CopyPress. Retrieved September 13, 2021, from https://www.copypress.com/blog/rhetorical-strategies-successful-copy/.

Osborn, T. (2018, June 1). *Design for non-designers: Part 1*. Medium. Retrieved September 13, 2021, from https://medium.com/hello-web-design/design-for-non-designers-part-1-6559ed93ff91.

World Leaders in Research-Based User Experience. (n.d.). *How users read on the web*. Nielsen Norman Group. Retrieved September 13, 2021, from https://www.nngroup.com/articles/how-users-read-on-the-web/.