

AJ's Wings Website Redesign

A Recommendation Report for AJ's Wings by

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Introduction

This is an analysis of AJ's Wings website. It is designed to review the practicality, functionality, and level of accessibility the website showcases. In this analysis we will be reviewing and documenting the accessibility, practicality, and functions of a variety of other restaurant websites. These other restaurants include Wingstop, Buffalo Wild Wings, Something Different Grill, and WOW Cafe.

We chose these restaurants because they all sell simple food, they have online websites, and there is a balance of chain restaurants and smaller business-type restaurants. Within each of these website reviews will be an analysis of positive and negative features, marketing strategies, edits, and organization of the site. These positives and negatives can then be taken into account whilst analyzing AJ's Wings site. All the positive features will be listed as future recommendations, whilst the negative features are avoided.

This analysis is not designed to criticize or defer customers from purchasing from AJ's Wings, rather it is a recommendation to AJ's marketing in order to maximize the amazing potential online websites provide for a business. We hope that this recommendation will prove itself to be trustworthy and adequate for the business owners of AJ's Wings, Aaron Crandall.

Method

Our market research showed us that when it comes to a good restaurant website consumers look for simple navigation through menu options, clear descriptions of items with appetizing visuals, accessibility to a wide range of demographics, and branding to not be too over the top and easy on the eyes. All of these features should be mostly similar across mobile and desktop versions of the websites.

The following analysis will go more in depth of each restaurant's website and whether it adheres to these features, or if the website uses something different. We will conduct a blind group study amongst six students who have never dined at any of these establishments, and some local citizens that have dined at all of them but didn't really use the websites. Each subject will give their feedback and we will suggest recommendations based on this information.

Wingstop Website Review

While Wingstop is a chain restaurant, it can still be used as an example and a comparison website to build off of for AJ's Wings. When opening the website, the screen immediately looks scrunched up and a bit overwhelming with little to no sense of direction. While there are headings and titles surrounding the website, the site is still overwhelming to look at. There is no clear button to begin an order, and the website jumps into showcasing the menu. It takes someone with a keen eye to ensure that the location of the Wingstop aligns with the customers location. There are some unclear titles such as, "Wing Calculator", with no explanation as to the functionality of that link. This being said, there are some positives within the website.

The organization of their menu is simple and easy to follow. There is plenty of logo-presence without being too overwhelming and upsetting to the eyes. By the end of the website there is clear accessibility to contact Wingstop, learn about the company, possible charities, and gift card access.

Overall the website is overwhelming, unorganized, and difficult to access specific portions such as contacting the company, creating an online order, and ensuring the location of your order. The positives we can

take away from this website is the way the menu is organized with the specific prices, the amount of food a customer will receive (hence adequate visuals), and the easy access of picking the specific flavors wanted. Not to mention some of the unique features within the website such as the tab that states, ["Need A Hand With Your Order?"](#).

Buffalo Wild Wings Website Review

While Buffalo Wild Wings is a chain restaurant, it can still be used as an example and a comparison website to build off of for AJ's Wings. When opening the website, one notices the headings indicating different options for customers to find whichever one they are searching for, there are some top-picks options, and there are some menu update announcements. When scrolling down customers note the menu access, and it is clear where they start an order. These are all positive notes taken from their website that can be applied to AJ's Wings site. The negatives are also present as well.

There are a few headers at the top that do not make sense and require extra digging in order to fully understand the menu such as the gn In tab and the bag logo to review what is already in the order, it is too small and is not a good visual in general. These are some functions on their website that AJ's can learn from.

Overall, this website is genuinely decent, with adequate headers, organized menu access, and a clear "Start Order" tab. There is a lot to learn from this menu and it would be a reasonable decision to take these positives and develop them into AJ's Wings menu.

Something Different Grill Website Review

Something Different Grill (SDG) is another restaurant's website to compare because it is a smaller chain restaurant in the Portales area like AJ's Wings. Although the main menu item at SDG is not wings, the other food options are similar to what AJ's Wings offers.

Upon opening the website you are immediately greeted with bright visuals and a clear overview of the headings which are positives. Once you select the Portales location you can view a clear, visually appealing menu. The Order Now button is in a clear location, and the process seemed straight forward. There was a clear section of SDG locations to choose to place orders from as to not cause confusion when ordering. Some negatives of the site are the subsections of the menu are not clickable, the lack of visuals, and the font is very small. The menu also does not provide a lot of details about the items leaving the user to have to search for this information.

Overall SDG provides positive examples of a user friendly website. The organization of their menu is simple and easy to follow. There is plenty of logo-presence without being too overwhelming and upsetting to the eyes. By the end of the website there is clear accessibility to contact SDG, learn about employment opportunities, find other locations, and gift card

access. The negative notes are that the menu lacks the details and visuals used throughout the rest of the website, and the font being hard to read when looking at the menu. These are notes that would be beneficial to AJ's Wings website.

Wow Cafe Website Review

Out of all the websites reviewed, Wow Cafe's menu was the most visually appealing and provided the most straightforward information. Navigation of the website was easy, and important information was simple to locate. It is also difficult to tell if Wow Cafe offers online ordering from the website. There are no visible links or drop down options, but it says online ordering is an option in the website description. There are also multiple menus provided on the website, which can be a little confusing if you are not aware you chose a different location, or if you access the menu from the search landing page.

A positive note to mention again is the branding that is not too overwhelming to the eyes. Overall the takeaway from Wow Cafe's website is that it is important to have good navigation on AJ's Wings website. There are some parts that can be cluttered and not very clear. Wow Cafe's website provides a good example of the delivery of clear information regarding the restaurant.

[AJ's Wings Website](#) Review

Overall the analysis of AJ's Wings website was positive with little suggested feedback. The negative notes are that the branding is a bit jarring, the navigation is slightly confusing, and the layout looks busy.

Based on the other websites we believe that if AJ's Wings implemented a few redesign suggestions it will make their website stand out amongst local restaurants, more user friendly which can translate to increased sales, and overall help AJ's Wings to maximize the benefits of using a website.

Results

We surveyed a group of locals to get their opinion of AJ's Wings, Wingstop, Buffalo Wild Wings, Something Different Grill, and Wow Cafe. The common consensus of the group was that AJ's Wings, while having a noticeable branding on their site, the tiny logo and use of orange was a bit overwhelming and the site was difficult to navigate when looking for the menu options.

We asked a group of six separate students who have not tried any of the restaurants mentioned in our study which would they choose solely based on their website. Two out of six subjects said they would give AJ's Wings a try because of the pictures they chose for their menu items, but noticed some items did not have pictures. Four out of the six subjects mentioned the navigation of AJ's Wings website to be confusing. Most could not figure out right away how to view the menu, and voiced that choosing to have the option bar going vertically down the screen instead of horizontally across the top was not visually as appealing. All of the subjects noticed AJ's Wings website had accessibility issues also.

Discussions

After an analysis of all four restaurant's websites our suggestions for AJ's wings are as follows:

- Clear branding that is not overwhelming
- Easy navigation
- Informative and visually appealing menu
- Accessibility issues

If these positive notes are used we believe AJ's Wings website will become more marketable, therefore increasing business. Our recommendations are to change their navigation to be a bit more streamlined by clearly labeling their menu and other options on the navigation bar, tweaking the branding and logo placement so as to not be so overwhelming but still noticeable, making the site more accessible to all demographics whether on mobile or desktop, and adjusting their pictures and descriptions on their menu to be more clear.

We acknowledge the limitations of our research is limited due to the fact this is a school project with a limited timeframe for research and work, we chose six subjects who have not experienced any of the restaurants, the limited restaurant options that are more similar to AJ's Wings menu in

the area, and that some people only had access to the mobile website compared to the desktop version which affected their accessibility. Due to these limitations we only recommend a few changes that AJ's Wings could make to their website to help it become more user friendly.

Conclusion

To summarize our recommendations to AJ's Wings by simply changing their navigation to be a bit more streamlined by clearly labeling their menu and other options on the navigation bar, tweaking the branding and logo placement so as to not be so overwhelming but still noticeable, making the site more accessible to all demographics, and adjusting their pictures and descriptions on their menu to be more clear we believe that compared to other simple dining options in the area AJ's Wings can become more marketable, which can increase their customer base, which in turn can increase their profits.