

**AUGUST 2023**

**MISSION  
YOGURT, INC.  
SITE & MENU  
REDESIGN  
STRATEGY**

**TAYLOR BRAINARD**



MISSION YOGURT  
SITE REDESIGN  
PART ONE



# QUESTIONS

## QUESTIONS TO CREATE THE BEST PERFORMING SITE AND UX

- **Why** are people coming to this site?
  - Learn about Mission Yogurt?
  - Apply for a job?
- **Who** is coming to this site?
  - Airport executives?
  - Potential customers?
- What does a **CTA** look like?
  - Contact information?
  - Leaving a message?
- What is the current **optimization** strategy?
  - Is there a **keyword** strategy in place to write around?
- What **function** does this site serve?
  - Display content?
  - Communication tool?
  - Bring in leads?



**Above the fold** should answer:  
who you are ✓  
what you do ✗  
how you can help ✗

Replace hero section video with image

**Add CTA button**

**Decrease size**, ATF should take up no more than 80% of the viewport

Remove icons, increase text size, align text

**All of these** should be **clickable** and take you to a section on the "About" page with **more info**

Some of these lead to **unnavigable** pages

**Replace icons** with images

**Replace copy** with info about why Mission is such a great place to work

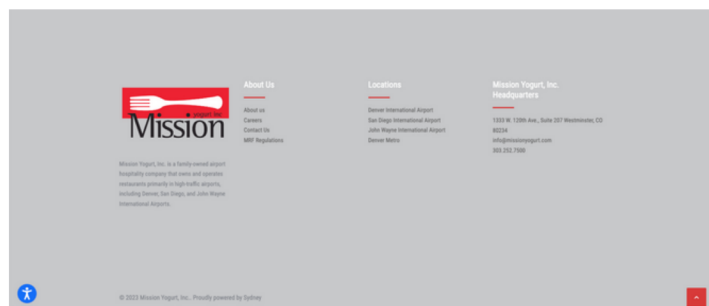
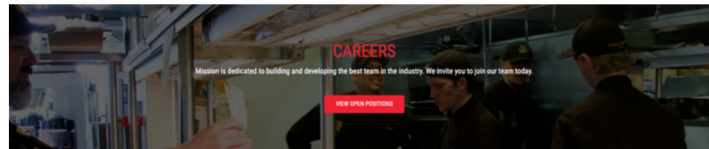
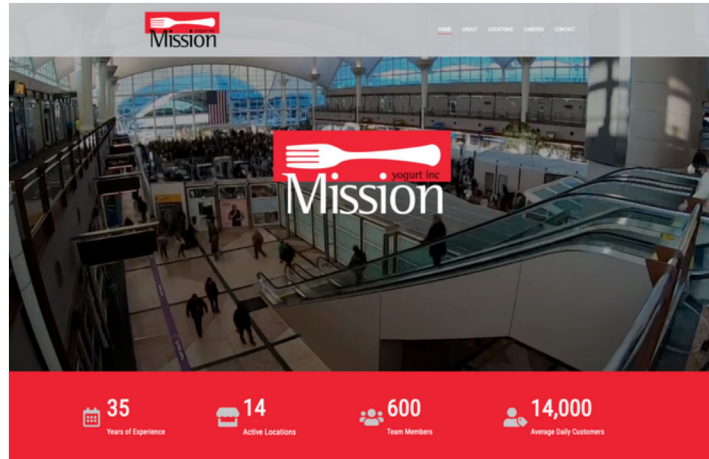
**Decrease white space** - any row should have between 30-80 pixels of vertical padding on either side

**Remove carousel** - display all eight icons constantly. Movement **decreases readability**

Site is not optimized very well for **mobile**

Depending on intended functionality of site - **rearrange rows**

Notes on header and footer on page 6 and 7





**Above the fold** should answer:  
who you are ✓  
what you do ✗  
how you can help ✗

H1 text is vague -  
replace with  
**clear copy**

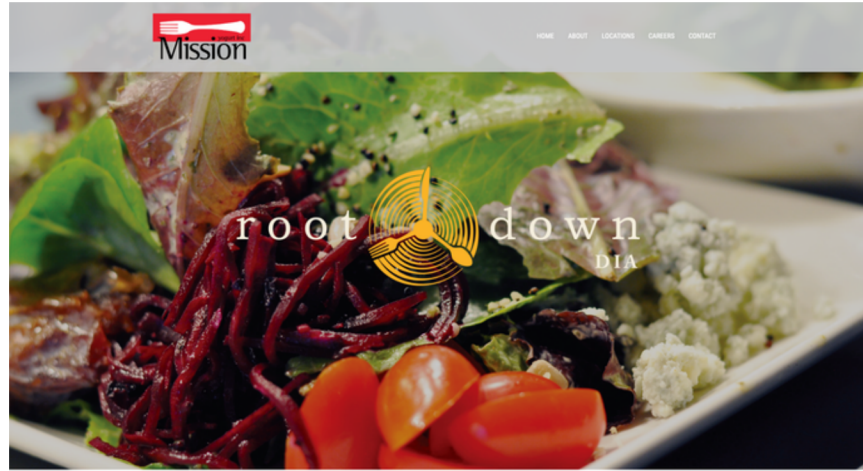
**Add CTA button**  
"View Menu"  
"Let's Eat"

**Increase opacity**  
of overlay to make  
text more visible

**Decrease size**, ATF  
should take up no  
more than 80% of the  
viewport

**Remove the slideshow** -  
poor UX

**Align branding** with feel  
and experience of Root  
Down rather than aligning  
it with that of the Mission  
site - suggested brand kit  
and additional content  
below



**ROOT DOWN DIA**

An outpost of Chef Justin Gucci's popular Denver eatery, Root Down DIA consistently and passionately serves every guest organic, seasonal, farm-to-table and globally inspired cuisine. The first Certified Green Business at DEN, Root Down DIA was designed using repurposed decor, was the first restaurant located in DEN's concourse to compost, and employs a variety of other sustainable practices.

DEN | CONCOURSE C



**Store Info**

HOURS: 8:00 AM - 10:00 PM

PHONE: 303.342.8958

EMAIL: [comments@missionorgart.com](mailto:comments@missionorgart.com)

MENU: [Click Here To View](#)

**Manager Info**

NAME: Kyle Hill

EMAIL: [kyle.hill@missionorgart.com](mailto:kyle.hill@missionorgart.com)

**Colors - Natural, bright, earthy tones**



**Fonts - familiar, nostalgic, clean**

Times New Roman / Century Expanded

Kollektif

**Suggested Rows / Content**

- Copy that details Root Down's story and mission
- Colorful, artful photos of the most popular food items supplemented with copy about being "organic, seasonal, and farm to table"
- Copy regarding Root Down being the first certified green business in DEN
- Copy and photos surrounding repurposed decor

**Themes**

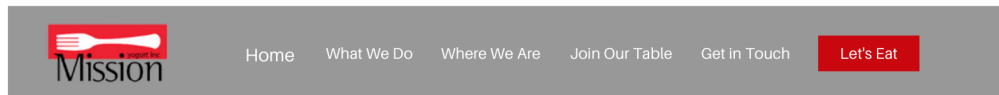
- Natural, organic, earthy
- Fun, quirky
- Retro - not dated

**Notes**

- Utilize bright, colorful photos of food, ambiance, and decor
- Incorporate playful, descriptive copy



# HEADER

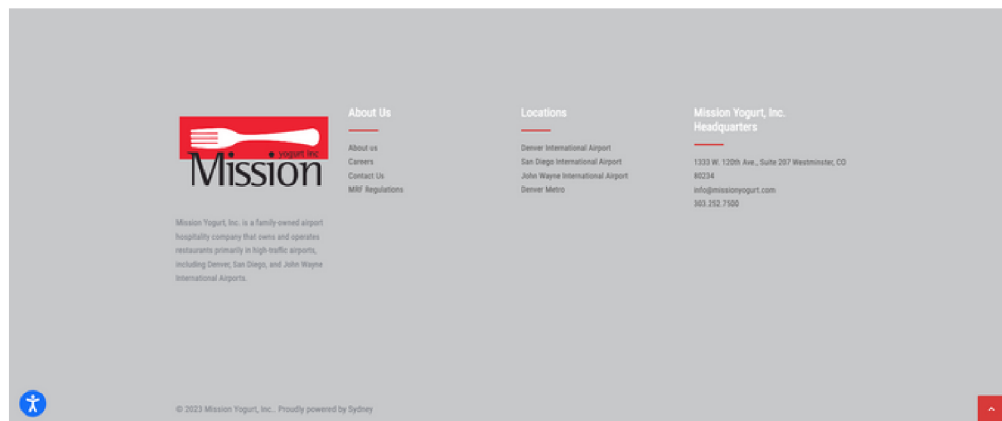


## NOTES:

- Menu should utilize **<nav HTML tag with an aria-label** so it is accessible to assistive tech
- Replace constant header with sticky header that only appears when users scroll up
- **Change copy** on menu to something more clickable
- Add a **CTA** to the menu - this is becoming standard and increases conversions
- Replace menu with **drop-down menu**
  - Many pages are inaccessible
  - Linking pages is good for SEO
  - Click activated > hover activated
- Increase contrast and text size for readability



# FOOTER



## NOTES:

- Utilize standard four columns: about, mini menu, CTA, contact info
  - Standard practices increase useability and conversions
- A good place to add IG feed or awards
- Increase contrast and text size for readability



# BIG PICTURE

## UX

- The most important facet of design
  - Decreased UX = decreased conversions
- The best way to ensure good UX is to adhere to web conventions
  - Design that is familiar enough for users to navigate easily

## CTA

- Unclear site function
- Missed opportunities for CTA = missed conversions
  - Header
  - Footer
  - Every hero
  - In most rows



## ABOVE THE FOLD

- Most important part of any website -
  - 54% of users spend all of their time above the fold and 74% spend their time within the first two screen fulls (NN group)
- Critical that ATF answers
  - Who you are
  - What you do
  - How you can help me
- Critical to include a CTA

## AESTHETICS

- Updated images and improved graphics
- Improved spacing and sizing
- Fresh coat of paint
  - new logo
  - switch out the font
  - freshen the copy



# SUERTE MENU REDESIGN

PART TWO







## NOTES

### Current Menu Design

- Readability is low
  - Not enough white space
  - Busy background
- Theme is not aligned with site

[NEW MENU PDF](#)





## APERITIVOS

### Chips & Salsa

House-Made Salsa Fresca, House-Made Chips.

### Guacamole

Mashed Avocado, Red Onion, Cilantro, Fresh Lime Juice, Jalapeno, Habanero, House-Made Chips

### Seasonal Ceviche\*

Served with 3 Tostadas, Avocado, Micro Cilantro

### Queso Fundido

**Additional additions available**  
Served with 3 Tostadas, Avocado, Micro Cilantro

### Ahi Tuna Poke Tacos\*

Two Wonton Tacos, Avocado, Chipotle Slaw, Cilantro Chimichurri

### Maduros

Spiced Crispy Plantains, Mexican Crema, Micro Cilantro

### Mexican Elote

Grilled Corn, Chipotle Mayo, Cotija, Cilantro



### Molotes

Sweet Potato Masa, Asadero Cheese, Fire Roasted Peppers, Jalapeños, Habaneros, Pickled Red Onion, Avocado Mousse with Cholula Ranch



### Tacos Dorados

Three Crispy Rolled Tacos Filled with Pollo Adobado and Queso. Served with Shredded Lettuce, Guacamole, Crema and Side of Homemade Hot Sauce

### Calamari Fritti

Crispy Blackened Calamari and Jalapeños, with Caribe Peppers, Fresno Chiles, and Lemon Chipotle Aioli Drizzle. Served with Apricot Chile Jam.



### Nachos

**Additional additions available**  
House-Made Chips, House-Made Cheese Sauce, Refried Black Beans, Pico de Gallo, Mexican Crema, Guacamole

-  Vegetarian
-  Vegan
-  Gluten-Free

\*These items may be served raw or undercooked or contain raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish, eggs, or unpasteurized milk may increase your risk of foodborne illness.

#### Optional Additions

Grilled Shrimp 9	Pollo Adobo 5	Carne Asada 6
Rajas 3	Birria "Lamb" 7	Carnitas 5

## THEME - FUN

- Add fun copy - "about" section/drinks section
- Use a bit of color outside of the photos - bunt red ties in branding from site
- Utilize a variety of layouts - keeps interest from page to page





## SOPA Y ENSALADA

Add any additional additions to any Ensalada. See below.

### Suerte Ceasar 14

Romaine, Avocado, Shaved Manchego, Cilantro-Lime Gremolata, Chili Pepitas, Creamy Cilantro Caesar Dressing

### Sopa de Tortilla 13

Roasted Chili Chicken Broth, Mexican Crema, Roasted Chicken, Avocado, Tortilla Strips, Seasonal Veggies, Tri-Colored Fingerling Potatoes

### Ensalada de Buena 12

Artisan Lettuce, Red Onion, Avocado, Heirloom Grape Tomatoes, Roasted Corn, Cucumber, Agave Vinaigrette

### Pozole Rojo 13

Guajillo Broth, Roasted Pork, Hominy, Mexican Oregano, Shaved Onion-Radish Slaw, Lime, Tostada



## A LA CARTE

Cilantro-Lime Rice	4
House Made Tortillas - 3 or 6	2   4
Refried Black Beans	3
Papas Crujientes	4

Spiced Tri-Colored Fingerling Potatoes, Smashed and Fried

## TAMALES

Ask your server about our seasonal tamales



- Vegetarian
- Vegan
- Gluten-Free

### Optional Additions

Grilled Shrimp 9	Pollo Adobo 5	Carne Asada 6
Rajas 3	Birria "Lamb" 7	Carnitas 5

# THEME - VIBRANT

- Incorporate images - we eat with our eyes
  - warm tones, colorful
  - photos that look exciting and inviting
  - images tie in the "feelings" from the site





SUERTE  
SINCE 2018

## TACOS

Taco Plates Served with Cilantro  
Lime Rice and Refried Black Beans

3 tacos 18 | 2 tacos 15 | +1 for seafood

### Taco De Carne Asada

Grilled Flank Steak, Chipotle Salsa, Grilled Onion, Avocado Mousse, Cilantro

### Taco Al Pastor

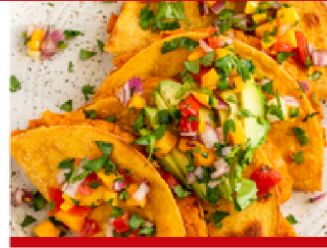
Roasted Pineapple, Cilantro, Onion. Served with a Side of Pineapple HOT Sauce Ask your server about today's Pastor protein.

### Taco de Pollo Adobado

Grilled Chicken, Pico de Gallo, Pineapple, Fried Cheese Tortilla, Chipotle Aioli, Cilantro

### "QuesaBirria" Taco

Braised Chili Lamb, Melted Queso, Cilantro and Onion. Served with a Side of Lamb Jus



### Taco de Pescado

Seasonal Fish, Cabbage Slaw, Avocado Mousse, Cilantro

### Double Decker "Gringo" Taco

Soft and Crunchy, Spicy Ground Beef, Crema, Queso, Lettuce, Pico de Gallo

### Seasonal Veggie Taco \*VG

Seasonal Veggies

### Taco de Camaron

Garlic Chili Shrimp, Pico de Gallo, Chipotle Aioli, Cilantro

### Taco de Aguacate Frito \*VG

Fried Avocado, Cholula Ranch, Cabbage Slaw, Cilantro

### Taco de Carnitas

Pork Confit, Salsa Verde, Onion-Radish Slaw, Cilantro

## MOLCAJETE FOR TWO

### \*Molcajete de Tradicional 40

Grilled Carne Asada, Grilled Pollo Adobado, Wild Pink Patagonian Shrimp, Cactus, Poblano, Queso Panela, Mexican Onion, Simmered in Molcajete Salsa Served with Cilantro Lime Rice and Fresh Tortillas

### \*Molcajete de Mariscos 46

Grilled Lobster Tail, Wild Pink Patagonian Shrimp, Seasonal Seared Fish, Cactus, Poblano, Queso Panela, Mexican Onion, Simmered in a Tomato Garlic White Wine Butter Sauce. Served with Cilantro Lime Rice and Fresh Corn Tortillas.

-  Vegetarian
-  Vegan
-  Gluten-Free

\*These items may be served raw or undercooked or contain raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish, eggs, or unpasteurized milk may increase your risk of foodborne illness.

## THEME - SIMPLE

- Incorporate more white space & and remove the background
- Simplify the color palette - black and white with touches of red
- Change from GF icon to "contains gluten" icon
- Use of clean, modern fonts







## ENTRADAS

Available Everyday After 3 PM



### Costillas Cortas de Res 28

Red Chili Beef Short Rib, Toasted Almonds, Toasted Cashews, Onion-Radish Slaw, Bulls Blood Microgreens, Jalapeno Cheese Grits



### Chile Relleno 21

Traditional Egg Battered Roasted Poblano Pepper, Oaxaca Cheese, Cilantro-Lime Rice, Salsa Fresca, Micro Cilantro



### Quesadilla 13

Additional Options Available  
Blend of Asadero, Oaxaca, Queso Seguro Cheeses

### Pollo En Mole 26

Roasted Deboned Half Chicken, Seasonal Mole, Roasted Plantain, Cilantro-Lime Rice, Pickled Red Onion, Micro Cilantro, Toasted Sesame Seeds, Three House-Made Corn Tortillas

### Enchiladas de la Suerte 16

Traditional Egg Battered Roasted Poblano Pepper, Oaxaca Cheese, Cilantro-Lime Rice, Salsa Fresca, Micro Cilantro

### Surf and Turf "Cali" Burrito 17

Carne Asada, Grilled Shrimp, Crispy French Fries, Queso, Guacamole, Cilantro Crema, Pico de Gallo, Salsa Fresca



### Que Bueno "Fiery Fajitas"

Tablesides Flambé Fajitas with Roasted Pepper and Onion Medley, Fresh Tortillas and Accompaniments

Veggies 17 | Pollo 21  
\*Asada 24 | Shrimp 28  
Surf & Turf 32

Contains Alcohol

### Pescado a la Veracruzana MP

Seasonal Fish Smothered with Fresh Peppers, Tomatoes, Olives, Capers, Onions, Garlic, Avocado and Spices in a Tomato White Wine Cream Sauce. Served with Fresh Corn Tortillas and Cilantro Lime Rice

-  Vegetarian
-  Vegan
-  Gluten-Free

### Optional Additions

Grilled Shrimp 9	Pollo Adobo 5	Carne Asada 6
Rajas 3	Birria "Lamb" 7	Carnitas 5

# THEME - ELEVATED DINING

- Remove the dollar signs
- Combination of the minimal, clean aesthetic with the vibrant, exciting photos

