



BRNO UNIVERSITY OF TECHNOLOGY

VYSOKÉ UČENÍ TECHNICKÉ V BRNĚ

FACULTY OF BUSINESS AND MANAGEMENT

FAKULTA PODNIKATELSKÁ

INSTITUTE OF ECONOMICS

ÚSTAV EKONOMIKY

ON-LINE MARKETING COMMUNICATION

ON-LINE MARKETINGOVÁ KOMUNIKACE

BACHELOR'S THESIS

BAKALÁŘSKÁ PRÁCE

AUTHOR

AUTOR PRÁCE

Polina Khalturina

SUPERVISOR

VEDOUCÍ PRÁCE

Ing. David Schüller, Ph.D.

BRNO 2025

Assignment Bachelor's Thesis

Department: Institute of Economics
Student: **Polina Khalturina**
Supervisor: **Ing. David Schüller, Ph.D.**
Academic year: 2024/25
Study programme: Business Economics

Garantka studijního programu Vám v souladu se zákonem č. 111/1998 Sb., o vysokých školách ve znění pozdějších předpisů a se Studijním a zkušebním řádem VUT v Brně zadává Bachelor's Thesis s názvem:

On–line marketing communication

Characteristics of thesis dilemmas:

Introduction
Objectives, methods and procedures
Theoretical background
Current status analysis
Author`s proposal of solutions
Conclusion
Bibliography
Attachments

Objectives which should be achieved:

Cílem bakalářské práce je navrhnout zlepšení webové stránky společnosti Sushimix.

Basic sources of information:

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Deadline for submission Bachelor's Thesis is given by the Schedule of the Academic year 2024/25

In Brno dated 9.2.2025

L. S.

prof. Ing. Alena Kocmanová, Ph.D.
Branch supervisor

prof. Ing. et Ing. Stanislav Škapa, Ph.D.
Dean

Abstract

The bachelor thesis focuses on evaluating the online marketing communication of the Sushimix restaurant based on an analysis of the current state of its website. The theoretical part summarizes key concepts in the field of online marketing and describes the House of Quality method. The analytical part includes customer interviews, focus groups, competitor analysis, and the creation of a House of Quality diagram. Based on the identified shortcomings, specific measures are recommended in the proposal section.

Key words

marketing mix, online marketing communication, house of quality

Abstrakt

Bakalářská práce je zaměřena na hodnocení online marketingové komunikace restaurace Sushimix na základě analýzy současného stavu její webové prezentace. Teoretická část shrnuje klíčové pojmy z oblasti online marketingu a popisuje metodu House of Quality. Analytická část zahrnuje zákaznické rozhovory, focus groups, analýzu konkurence a tvorbu diagramu House of Quality. Na základě identifikovaných nedostatků jsou v návrhové části doporučena konkrétní opatření.

Klíčová slova

marketingový mix, online marketingová komunikace, dům jakosti

Rozšířený abstrakt

Cílem této bakalářské práce je navrhnout zlepšení v oblasti online marketingové komunikace vybraného podniku na základě analýzy současného stavu jeho online marketingové komunikace. V dnešní digitální době, kdy zákazníci vnímají pouze vysoce personalizované a načasované nabídky, se efektivní online marketingová komunikace stává klíčovým prvkem pro úspěšné podnikání. V rámci této práce byla zvolena restaurace Sushimix, která působí v Brně a nabízí rozvoz jídel asijské kuchyně. Restaurace byla založena v roce 2021, v období pandemie COVID-19, a od samého začátku klade důraz na online prostředí jako hlavní nástroj online marketingové komunikace se zákazníky.

Dílním cílem, který přispívá k hlavnímu cíli práce, je provedení analýzy Domu kvality (House of Quality). Tato metodika pomáhá převést potřeby zákazníků do konkrétních požadavků systematickým určováním priorit funkcí a zlepšení. Aplikací House of Quality si práce klade za cíl identifikovat kritické oblasti pro zlepšení a zajistit, aby vylepšení webových stránek odpovídala očekáváním uživatelů a obchodním cílům.

Práce je rozdělena do tří hlavních částí. První část se věnuje teoretickým poznatkům z oblasti marketingu, online marketingové komunikace, zaměřuje se na pojmy jako zákaznická persona, obsahový marketing, User Experience design, User Interface design a přibližuje metodu House of Quality.

Druhá část je analytická a obsahuje podrobnou analýzu marketingového mixu a webové stránky restaurace Sushimix. Hlavní problémy v online marketingové komunikaci v rámci webu byly identifikovány pomocí metod jako jsou:

- Zákaznické rozhovory.
- Focus groups.
- House of Quality.
- Analýza konkurence.

Třetí část práce obsahuje návrhy řešení, které vycházejí z provedené analýzy. Navrhovaná opatření zahrnují:

- Úpravy struktury a designu webových stránek.
- Zlepšení uživatelské přívětivosti.
- Zpřehlednění objednávkového procesu.
- Následné testování návrhů.

Návrh zahrnuje zlepšení napříč webem – vyšší bezpečnost, lepší navigaci, čitelnost, konzistentní design a zlepšení přístupnosti.

Hlavní stránka je vizuálně atraktivnější díky sekci „O nás“, propojení s Instagramem a upravenému seznamu produktů. Stránka s menu má lepší vyhledávání a novou sekci. Stránka pro zpětnou vazbu je vylepšena o dostupné recenze všech zákazníků. Závěrem návrh obsahuje časový plán implementace, finanční zhodnocení a testování webu.

Navržená zlepšení mohou přispět k posílení značky Sushimix, snížení závislosti na externích doručovacích službách a zvýšení spokojenosti a loajality zákazníků.

Bibliographic citation

KHALTURINA, Polina. *On-line marketing communication* [online]. Brno, 2025 [cit. 2025-04-20]. Available at: <https://www.vutbr.cz/studenti/zav-prace/detail/166964>. Bachelor's Thesis. Brno University of Technology, Fakulta podnikatelská, Ústav ekonomiky. Supervisor Ing. David Schüller, Ph.D.

Affidavit

I declare that the present bachelor project is an original work that I have written myself.
I declare that the citations of the sources used are complete, that I have not infringed upon any copyright (pursuant to Act. no 121/2000 Coll.).

Brno dated 20th Apr 2025

Polina Khalturina

author's signature

Acknowledgement

I would like to thank David Schüller for guiding me and helping me to complete this thesis. I am also grateful to the company Sushimix for the provision of all the necessary documentation and information.

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INTRODUCTION

Online marketing communication is a synonym for modern marketing tools. It helps to catch and hold the customer's attention in an overloaded information environment. Customers perceive only the offers that agree with their interests and desires, and that are fulfilled in the right place and time. All that makes smartphones, smartwatches, personal computers etc. both ideal sell channels and serious technological challenges for many companies.

In this way, the main idea of online marketing communication includes the analysis of individual behavior as well as communication technologies. The right choice of data and accurate interaction time increase the possibility of needed customer reaction as well as the possibility of purchase.

The aim of this bachelor's thesis is to make improvements proposal for a web page based on an analysis of the chosen company.

The analysis is carried out on a restaurant Sushimix based in the Czech Republic, Brno, Veveri 131 street. The company was founded in 2021 as an Asian takeaway restaurant offering a variety of sushi and a few other Asian specialties. Sushimix is Business-to-Customer (B2C) oriented, the main target is Brno. The restaurant provides its own delivery services and cooperates with well-known delivery companies such as Wolt Food, Bolt Food and Foodora.

As the business was started during COVID-19, online marketing communications became the core element of raising awareness about the company and communicating with customers from the beginning. Even after the pandemic ended, the online environment is still a significant element of business existence, as it gives competition an advantage not only among other restaurants but also among delivery services (Foodora, Wolt food, Bolt food etc.). The competition with delivery companies is based on the fact that their services cost on average 40% of total sales and it is inexpedient for the restaurant to have most of the customers coming from delivery companies. That is why effective implementation and exploitation of marketing tools have a strong influence on a company's success.

PROBLEMS AND GOALS OF THE THESIS

Problem description

Sushimix is a modern restaurant that offers a wide range of high-quality products and services. Its primary online communication platform is the official website. The author of this paper previously worked at the restaurant and has identified areas for improvement on the website.

Goals

The aim of this bachelor's thesis is to propose improvements for Sushimix's web page. This is a crucial in order to strengthen the company's online communication.

Effective online communication is a strong advantage among competitors. A well-crafted web strategy is not only essential for enhancing Sushimix's online communication but also for engaging a wider audience and driving customer satisfaction. By implementing improvements to its web, Sushimix can secure its market position.

A sub-goal that contributes to the main goal of the thesis is to carry out a House of Quality analysis. This methodology helps translate customer needs into specific requirements by systematically prioritizing features and improvements. By applying House of Quality, the thesis aims to identify critical areas for improvement and ensure that website improvements align with user expectations and business goals.

Methodology

The thesis is divided into three parts.

The first part is dedicated to literature-based research. This part describes the pivotal role of online marketing communication in today's digital landscape, offering a structured overview of customer persona, online marketing, and content marketing, UX and UI design, the tools that are used in the analytical part. Theoretical part is also dedicated to House of quality methodology.

The second part of the thesis presents an analysis of a selected company, introducing Sushimix and examining its current website. The analytical section aims to evaluate the company's online marketing communication through its website, highlighting both its strengths and areas for improvement.

In order to achieve this, methodologies such as House of Quality and competitor analysis are applied. Customer interviews and focus groups are used as data collection methods. In addition, a time frame for implementation and an economic evaluation are proposed. Furthermore, a special chapter is dedicated to the testing of the implementation of the proposed improvements.

The last part sums up carried out analyses by suggesting proposals for the company's improved web page.

1. THEORETICAL BACKGROUND OF THE THESIS

1.1. Marketing

Marketing is a vital component of modern business strategy. American Marketing Association (2017) defines marketing as “*the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*”. This definition characterizes marketing as a process of satisfying the needs of a specific market, aiming to achieve profit. In this dynamic business environment, marketing continually evolves to adapt to changing consumer behaviors and technological advancements.

Web pages are crucial from modern marketing point of view, as they provide a platform for visibility, engagement, credibility, and cost-effective promotion. They are fundamental in reaching and satisfying the needs of the digital consumer (Kingsnorth, 2019).

1.2. Marketing Mix

Philip Kotler (c2001) described Marketing Mix as “*the set of marketing tools that the firm uses to pursue its marketing objectives in the target market*”, where controllable variables are “product, price, place and promotion” also known as “4P”. Valarie Zeithaml and Mary Bitner (2009) extended existing variables with “People”, “Process” and “Physical evidence”.

Controllable variables:

- **Product:** The product is what a company offers to meet the needs of the market and customers. The main factor is creating a product that people want to purchase. Without demand for the product and low interest from the customer, it is challenging to generate demand (Perreault, McCarthy, 2002; Kingsnorth, 2019).
- **Price:** Price is the amount of money customers are willing to pay for the product/service (Kingsnorth, 2019).
- **Promotion:** Promotion includes all the communication and marketing tools aimed to create awareness, generate interest, create desire, and cause action (Perreault, McCarthy, 2002).

- **Place:** Place refers to a distribution strategy, in other words it is how and where the product is sold and delivered to the customer (Perreault, McCarthy, 2002).
- **People:** It refers to the customers, employees, management and other necessary people. It is essential that everyone understands that the reputation of the brand is in the hands of the people (Zeithaml, Bitner, 2009).
- **Process:** The process is the actual systems, the mechanisms and the flow of activities by which the service is provided (Zeithaml, Bitner, 2009).
- **Physical evidence:** Physical evidence is the environment in which the performance is delivered and in which the firm and the client interact, as well as any specific components that facilitate the performance or correspondence of the service. It relates to the experience of the use of a product or service (Zeithaml, Bitner, 2009).

1.3. Customer persona

“Personas are ‘representations of archetypical users; they bring “people to life” in the minds of the people who use them” (Hendriks, Peelen, 2013).

Businesses use personas for content making, creating websites, and writing advertising messages, utilizing them to predict how customers might respond to various touchpoints throughout their customer journey (Hanlon, 2019).

1.3.1. Online customer

Knowing company’s customers is significant for successful marketing. Understanding online customers is more complex process than understanding offline customers because of their geographic and cultural diversity. The same person may think and behave differently online than offline. Online customers have different attitudes toward gathering information and making purchases. Furthermore, they actively share their opinions on products and services that has strong influence on brand image (Chaffey, Smith, 2017).

1.3.2. User persona

User persona is defined in an analytical part of the thesis. This definition is used in the Competitor Analysis and in the House of Quality.

Digital persona is based on three elements described by Annmarie Hanlon (2019):

- **Demographics:** age, gender, income, education, ethnicity, marital status, household for business size, geographical location, occupation.
- **Psychographics:** personality and emotionally based behavior linked to buying habits, purchase choices, attitudes, beliefs, lifestyle, hobbies, holidays, values.
- **Webographics:** internet usage, social media usage, websites visited, browsers used, devices and systems used, time of day and duration online, action on sites, other media used.

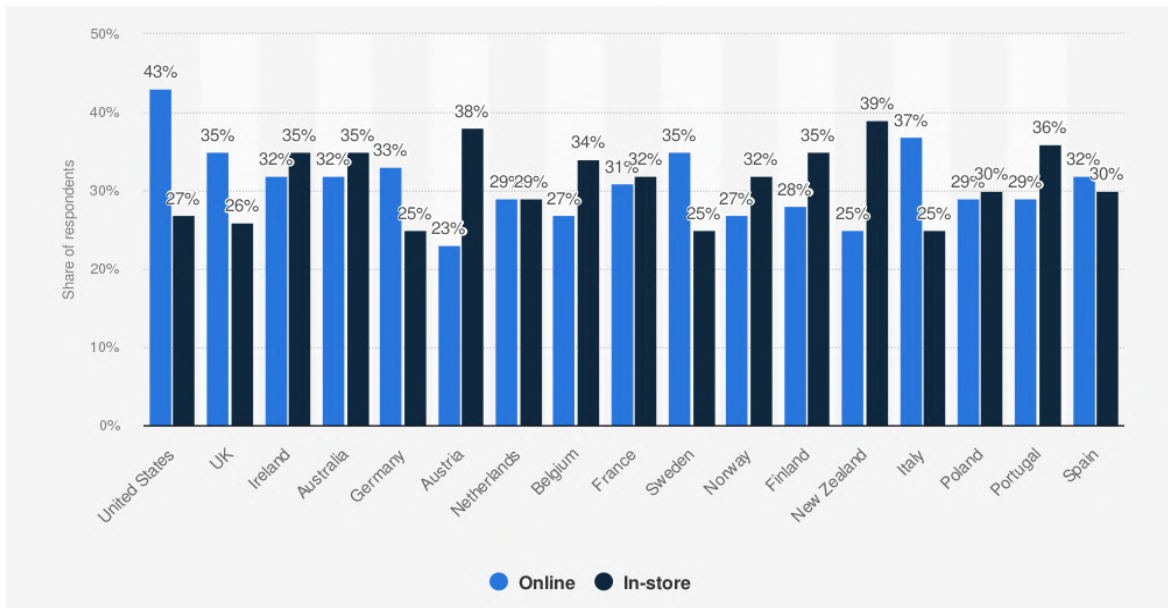
1.4. Digital marketing

This chapter is dedicated to digital marketing as it is the key factor of efficient digitalized offering.

Annmarie Hanlon (2019) explains digital marketing as *“satisfying customer’s needs and wants using digital means”*. Debra Zahay (2020) broadens the definition by stating that *“digital marketing can be defined as using any digital technology to facilitate the marketing process, with the end goal of customer interaction, engagement and measurement”*.

Simon Kingsnorth (2019) states that digital marketing is an essential element of all marketing activities, because behavior of modern consumers allows companies to understand them in real time and effectively meet their needs.

Digitalizing offers is crucial to meet the demands of modern consumers, reach a broader audience, and stay competitive in a digital world. This statement is supported by Klarna’s (2023) consumer research (see graph 1). The research reflects growing preference of online buying after the pandemic.



Graph 1: Share of consumers that would prefer to shop mostly online or mostly in-store worldwide in 2023, by country

(Source: Klarna, 2023)

1.5. Business to Consumer model in on-line marketing

Dave Chaffey and PR Smith (2017) explain B2C marketing, also known as business-to-customer marketing, as commercial transactions that are conducted between organizations and consumers. In B2C online marketing companies become constantly accessible through a great number of devices.

1.6. Content marketing

Content marketing is “*the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience — with the objective of driving profitable customer action*” (Pulizzi, 2014).

According to Annmarie Hanlon (2019) content fulfills such functions as:

- **Content increases brand visibility:** beyond traditional platforms content reaches consumers through videos and informative material.
- **Content helps create backlinks for search engine optimization (SEO):** quality articles create backlinks for SEO, when users share or quote content on other pages, it increases its value to search engines.

- **Content encourages conversion rate optimization (CRO):** clever content, such as buying guides, can lead to conversion by turning browsers into buyers.
- **Content inspires social shares:** engaging and interactive content inspires social shares.
- **Content optimizes the website for long-tail keywords:** content optimization includes incorporating specific long-tail keywords within articles, blog posts, and reviews.
- **Content generates new and retains consumers:** content plays a role in both generating new customers and retaining them by providing valuable information.

1.6.1. Web content marketing

Web content refers to the textual, visual, or interactive material presented on websites. It encompasses articles, images, videos, and other elements designed to inform, entertain, or engage visitors (Dodson, 2016).

Damian Ryan and Calvin Jones (2016) state that effective web content writing involves applying the characteristics of online users, considering both general web user behavior and the specific target audience of the website. This knowledge is needed to meet user's needs such as:

- **Attract attention:** to maintain writing that is clear, concise, and is directly to the point, as web users are time limited.
- **Readability:** to employ headings, sub-headings, and bullet points to present information in easily digestible segments.
- **Originality:** distinctive, original content establishes significance and credibility with search engines.
- **Incorporation of inverted pyramid:** to deliver the most important points first, followed by supporting details arranged in order of importance.
- **Consistency:** use of easy-to-read writing style and maintaining uniformity throughout the site.
- **Engagement cultivation:** personalized approach in a form of conversational style, addressing the reader on an individual level rather than as a broad audience.

1.7. UX design

To increase customer satisfaction, web creation needs to employ user experience design. User experience design is a collaborative and constantly evolving field that unites technology, psychology, and design principles. The pioneers in the UX field, Donald Norman and Jakob Nielsen (2016), explain that “*User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products*”.

The principles of user experience design were integrated from user-centered design that was defined by Donald Norman (2013) in his book “Design of everyday things” as “*A philosophy based on the needs and interests of the user, with an emphasis on making products usable and understandable*”. These principles maintain creating intuitive and usable systems and products that correspond to the way users think and interact.

For measuring the effectiveness of UX design, Peter Morville (2004) introduced the seven factors of the good UX system:

- **Usefulness:** The system must meet the user's needs and requirements.
- **Usability:** It should be easy and intuitive for the user to interact with the system.
- **Accessibility:** The system's experience should be the same quality for users with and without disabilities.
- **Desirability:** The system should have an attractive visual design.
- **Credibility:** The users should feel secure while using the system.
- **Findability:** The structure of the system should be intuitive to navigate. The user should achieve what he is searching for without any problems.
- **Having value:** The system should satisfy customers and be valuable for them.

These seven factors present a framework for processing and improving the user experience across a variety of digital products and services (Morville, 2004).

1.7.1. Web structure

Websites represent one of the digital marketing tools, which is fully controlled by the company (Hanlon, 2019).

According to Damian Ryan (2016) website should primarily function as a conversion engine, focusing on turning the traffic gained through digital marketing efforts into desired actions. In providing information about products and services, it is important to

prioritize conversion goals. These goals can present online purchases or newsletter subscriptions, depending on the company needs and needs of the customer. Every element on the website should contribute directly or indirectly to achieving these conversion objectives.

In both analytical and proposal parts of the thesis web structure is evaluated from perspectives of web content marketing and UX design.

1.8. UI design

When users engage with a computer system, they interact with the User Interface (UI). UI design addresses the visual aspects of the design process, encompassing the graphics, layout and controls that user directly interacts with. But it also includes auditory, and tactile elements that enable diverse user groups to interact with the system. A well-designed user interface significantly influences the overall User Experience (UX) because it helps users to quickly find the information needed, whether it is a particular product in a catalog or client support (Sharp, Preece, Rogers, 2015).

1.9. House of quality

Jaroslav Nenadal (2008) explains the House of Quality matrix diagram (see figure 1) as *“most used in transforming product requirements (customer requirements supplemented by the manufacturer, such as legal requirements) into measurable quality characteristics of the product. The team involved in this process typically consists of members from marketing and development “.*

Building a diagram consists of six steps (Nenadal, 2008):

- **Identifying of customer product requirements:** The team identifies customer requirements and defines other necessities. These product requirements are then listed and are assigned with weights, typically from 1 to 5, to each requirement. Weights are based on customers' opinions.
- **Assessment of organization's capability to fulfill each customer requirement:** Based on comparison with competitors, the team estimates the organization's capability to fulfill each customer requirement. Results are often valued by marketing personnel or, ideally, by direct customers' feedback. A scale from 1 to 5 is used here as well and the result is visualized by graph.

- **Finding out dependence between product requirements and proposed quality characteristics:** The team analyzes the dependence between individual product requirements and the proposed quality requirements. The strength of dependence is qualitatively evaluated through team discussions. Usually, there are four defined levels of classification: strong dependence, average dependence, weak dependence, and independence. Each level is expressed by a symbol.
- **Addition of measurable quality characteristics:** If there are no symbols in a row, it means that the customer requirement is insignificant to any listed product quality characteristic. Measurable quality characteristics related to customer requirements that are not represented should be identified and incorporated.
- **Record the level of dependence:** The level of dependence is recorded in the "roof" of the "house of quality". Along with the level of dependence, the "roof" allows to indicate whether the relationship is positive or negative.
- **Customer competitive assessment:** Assessing how the organization is able to meet individual customer requirements in comparison with competitors is the next step in creating a "house of quality". This is usually done by marketing, but it is preferable to get direct customer feedback to help assess this. The level of satisfaction with individual customers' needs is usually assessed by scoring on an 1 to 5 scale, usually presented in graphical form. This information is important for analyzing the organization's strengths and weaknesses compared to competitors.

House of quality is used in the analytical part of the thesis. The diagram in the analytical part consists of five parts: Identifying of customer product requirements, Assessment of organization's capability to fulfill each customer requirement, Finding out dependence between customer requirements and functional characteristics, Addition of measurable quality characteristics, Customer competitive assessment. The part "Record level of dependence" is not illustrated. The diagram allows to identify the most significant characteristics of the web.

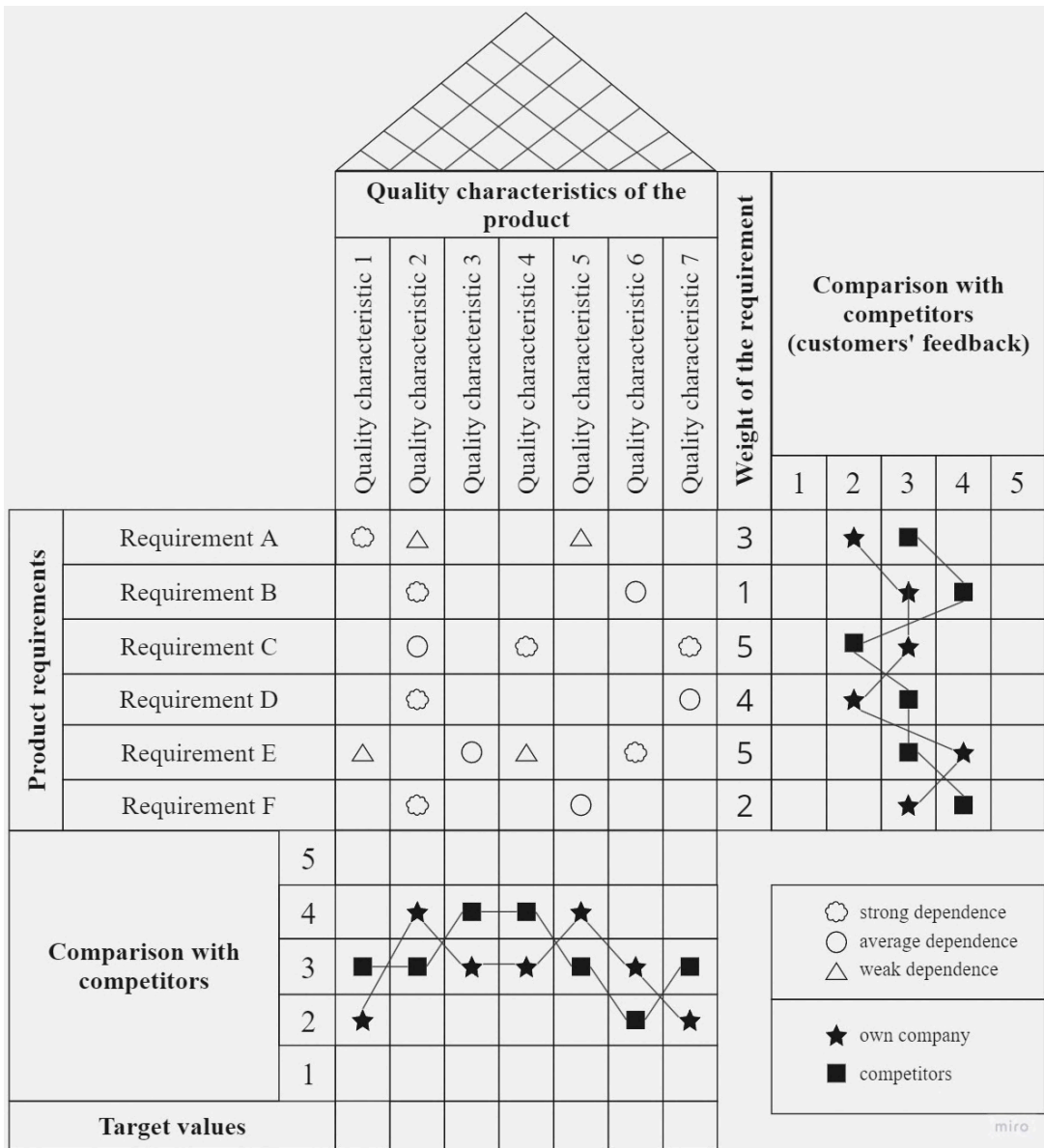


Figure 1: House of quality

(Source: Adapted from Nenadal, 2008)

1.10. Focus group

Focus groups, as described by Barbour (2008), are a qualitative research method that facilitates an understanding of how individuals perceive, interpret and discuss their needs and wants. These discussions offer valuable insight into the behavior and experiences of participants, making them a useful tool when exploring complex issues and decision-making processes. Focus groups provide a rich and detailed perspective because they

encourage interaction among participants, which can lead to more open and authentic discussions.

Care must be taken when preparing focus groups to ensure meaningful and structured discussions. These steps include defining the research topic, selecting participants who share relevant common characteristics, and organizing a supportive environment for discussion (Barbour, 2008).

Communication with participants begins with an informational email, followed by reminders and confirmations. The moderator plays a key role, guiding the conversation and ensuring that the rules are followed. The last phase involves recording the discussion, analyzing the content and interpreting the results (Barbour, 2008).

In marketing, focus groups are very effective in identifying consumer needs and improving marketing strategies. This method is particularly valuable when launching new products or services, as it provides marketers with the opportunity to get direct and honest feedback from the target group. By encouraging interaction between participants, group dynamics often break down barriers, leading to more honest and meaningful insights that are crucial to creating successful marketing campaigns (Barbour, 2008).

2. ANALYSIS OF THE CURRENT STATE

The analytical part is dedicated to the marketing communication analysis of the chosen company. The main focus is on the current company's website. For web analysis content marketing and UX design are studied. Analysis results are then evaluated using the House of Quality method.

2.1. Timelines for analysis goals

This chapter aims to describe the timeline for the analytical part. Visual representation of the timeline provides specific objectives for each phase of the web analysis. The timeline shown in the figure 2 details the progression of tasks such as Marketing mix evaluation, User Persona Development, Initial Web Page Analysis, Competitor Analysis, House of Quality Processing, Team Meetings. Each phase is designed to build on the previous one, ensuring a comprehensive analysis of the effectiveness of the Sushimix website in meeting company's and users' goals.

Activity	1. week	2. week	3. week	4. week	5. week	6. week
Marketing Mix Evaluation	■					
User Persona Development		■				
Initial Web Page Analysis			■			
Competitor Analysis				■		
HOQ Processing					■	■
Team Meetings	■				■	■

Figure 2: Timeline for analysis goals

(Source: Own processing)

There is a more detailed description of each activity:

- **Marketing Mix Evaluation:** Analysis of the "7P" (Product, Price, Place, Promotion, People, Process, Physical evidence) website to ensure alignment with market needs and effective differentiation (Kotler, c2001; Bitner, 2009).
- **User Persona Development:** Creating a detailed user profile for targeted content and marketing (Hanlon, 2019).
- **Initial web page analysis:** Evaluating website content and user experience (Ryan, Jones, 2016; Morville, 2004).
- **Comparison to Competitor's website:** Evaluation of the effectiveness of the Sushimix.cz website and a selected competitor. Analysis is based on both the principles of effective web content (attract attention, readability, originality,

incorporation of inverted pyramid, consistency, engagement cultivation) as outlined by Ryan and Jones (2016) and the seven factors of a good UX system (usefulness, usability, accessibility, desirability, credibility, findability and value) as outlined by Peter Morville (2004).

- **HOQ processing:** Aligning the website design with critical customer expectations and technical feasibility (Nenadal, 2008).

2.2. Description of Sushimix

This part describes a company and its current online marketing channels. The goal is to characterize Sushimix and to specify details that are significant for goal fulfilling.

This company was chosen because the author worked in the company. Therefore, the author is knowledgeable in the company's current marketing communication situation. Internal information was kindly presented by the owner of the company. Figure 3 represents the company logo.

Name: Sushimix.

Legal Form: Sole trader operating under the Trade Licensing Act (Personal communication with Sushimix owner, 2024).

Seat: Czech Republic, Veveri 131, 616 00 Brno-Zabovresky (Personal communication with Sushimix owner, 2024).

Business Activities: Catering in restaurants, at stalls, and in mobile facilities (Personal communication with Sushimix owner, 2024).



Figure 3: Company logo

(Source: Sushimix.cz, 2024)

Sushimix is a restaurant located in Brno, Czech Republic. The restaurant was founded in 2021. There are eight workers in the restaurant. Sushimix specializes on Japanese cuisine. The restaurant does not have sitting places and offers take-away and delivery services (Personal communication with Sushimix owner, 2024).

2.3. Marketing mix analysis

This chapter conducts 7P marketing mix analysis, where 7P includes such variables as: product, price, place, promotion, people, process, physical evidence (Kotler, c2001; Bitner, 2009).

2.3.1. Product

Sushimix is a take-away restaurant that offers a variety of sushi and rolls. The menu allows customers to customize their sushi orders according to individual preferences of customers or to choose sushi sets developed by the cook. Sushimix has a special vegan menu as well. Each item is provided with wasabi, ginger, and chopsticks. Orders are always made on request, so the customer receives their food fresh. The products offered are (Personal communication with Sushimix owner, 2024):

- **Rolls:** High quality rolls with modern flavors. There are 47 different types of rolls which are divided into four main groups such as classic rolls (32), baked rolls (9), deep fried rolls (3) and vegan rolls (3).
- **Maki:** Maki are made of vinegared rice and various fillings like fish or vegetables, wrapped in seaweed and sliced into bite-sized pieces. The menu contains 8 types of maki, 3 of which are vegan.
- **Nigiri:** Type of sushi consisting of a slice of fresh fish or seafood placed atop a small mound of vinegared rice. Sushimix offers 4 types of nigiri.
- **Gunkan:** Menu has 5 types of small hand-formed oval of rice wrapped in seaweed, filled with ingredients like fish roe, wakame seaweed, eel, shrimp.
- **Udon:** Udon is a thick, chewy Japanese wheat noodle. There are 2 kinds of udon in Sushimix – with shrimp and with tofu.
- **Poke:** 5 customizable Hawaiian-Japanese fusion bowls. One kind is vegan.
- **Salads:** 2 light salads.

- **Onigirazu:** 4 rice sandwiches wrapped in nori and filled with a variety of proteins and vegetables.
- **Soup:** Soothing Japanese miso soup, made with rich broths and fresh ingredients.
- **Snacks:** Spicy snacks such as tempura shrimp and baked clams, designed to offer a quick and filling bite.
- **Drinks:** A range of beverages, including house-made lemonades and classic Coca-Cola, Birell and Pilsner, water and Red Bull. This product line gives customers a complementary option to pair with their meals.

The menu offers a diverse selection, including 47 types of rolls (classic, baked, deep-fried, and vegan), 8 types of maki, 4 types of nigiri, and 5 types of gunkan, reflecting a broad appeal to both sushi enthusiasts and newcomers. While this diversity caters to various customer preferences, the high number of options —particularly the 47 rolls— may dilute focus and increase complexity in preparation. The inclusion of poke bowls, onigirazu, and vegan options showcases a modern approach, appealing to health-conscious customers and those seeking innovation (Personal communication with Sushimix owner, 2024).

Each category of products, such as the two types of udon (shrimp and tofu) and the variety of fresh salads, provides balance, addressing different dietary needs and preferences. The miso soup, snacks like tempura shrimp and baked clams, along with a range of beverages, further complement the menu (Personal communication with Sushimix owner, 2024).

In addition to food, customers can purchase gift vouchers at the restaurant (Personal communication with Sushimix owner, 2024).

Sushimix offers delivery services, which compensate for the lack of in-house dining options (Personal communication with Sushimix owner, 2024).

2.3.2. Price

Prices to each item are shown on the website – sushimix.cz. At Sushimix, product prices are set based on a total cost calculation plus a profit margin. This margin encompasses expenses such as employee salaries, rent, utilities, depreciation, and advertising. Prices range from 79 CZK to 1 699 CZK depending on the order size and ingredients (Personal communication with Sushimix owner, 2024).

Table 1 shows a cost comparison of each category in Sushimix and a competitor restaurant, ranked from the lowest to the highest price.

Table 1: Prices comparison between Sushimix and competitor restaurant

(Adapted from Sushimix.cz, 2024)

Price	Sushimix		Competitor restaurant	
	Min (CZK)	Max (CZK)	Min (CZK)	Max (CZK)
Rolls	159	359	130	350
Maki	89	139	70	160
Nigiri	79	99	50	70
Gunkan	69	109	-	-
Udon	209	229	-	-
Poke	190	239	-	-
Salads	79	130	120	
Onigirazu	189	259	-	-
Soups	79		70	165
Snacks	25	189	170	220
Drinks	25	79	50	60

Sushimix is generally priced higher in some categories, such as rolls and onigirazu, signaling a premium offering or a focus on higher quality. For example, Sushimix's rolls range from 159 CZK to 359 CZK, while competitor's rolls range from 130 CZK to 350 CZK, indicating that Sushimix has a slightly higher price point but remains competitive. In addition, categories such as gunkan, poke, udon and onigirazu are unique to Sushimix, suggesting product differentiation. These items lack direct price comparisons with competitors, which could position Sushimix as a niche provider.

As for the lower priced categories, Sushimix offers maki and nigiri at slightly higher minimum prices but with competitive prices. For example, the price of maki at Sushimix starts at 89 CZK, which is more than the 70 CZK of the competition, but the maximum price of 139 CZK is less than the 160 CZK of the competition. In the soup category, Sushimix offers significantly lower prices (79 CZK) compared to competitors (165 CZK). The premium pricing strategy is particularly evident in categories such as onigirazu and udon where Sushimix has higher prices, suggesting a focus on consumers willing to pay more for unique or premium items. The lack of direct competition in these categories allows Sushimix to differentiate its offer and potentially justify higher prices. Salads have

a lower overall price (79-130 CZK) compared to a competitor's price of 120 CZK. Similarly, Sushimix's snacks have a wider range (25-189 CZK) compared to a narrower competitor's range (170-220 CZK), suggesting a wider choice of snacks to cater for different budget levels.

In terms of beverages, Sushimix offers beverages in a similar price range to the competitor, but with a wider price range (25-79 CZK), suggesting that it offers a wider selection of beverages to suit both budget and premium consumers.

Sushimix also offers a loyalty program. Loyal customers receive various rewards, such as an extra roll for the orders from 1 000 CZK or a 10% discount. Additionally, each year on March 8th (International Women's Day) and February 14th (Valentine's Day), the restaurant provides promo codes for online orders placed through the website (Personal communication with Sushimix owner, 2024).

From January 2024, Sushimix has introduced a bonus program on its website. Registered customers receive cashback in the form of bonuses, which are called "krabik" (see figure 4). For each product purchased, with 1 bonus equal to 1 CZK. The amount of cashback is 4% of the product price (Personal communication with Sushimix owner, 2024).

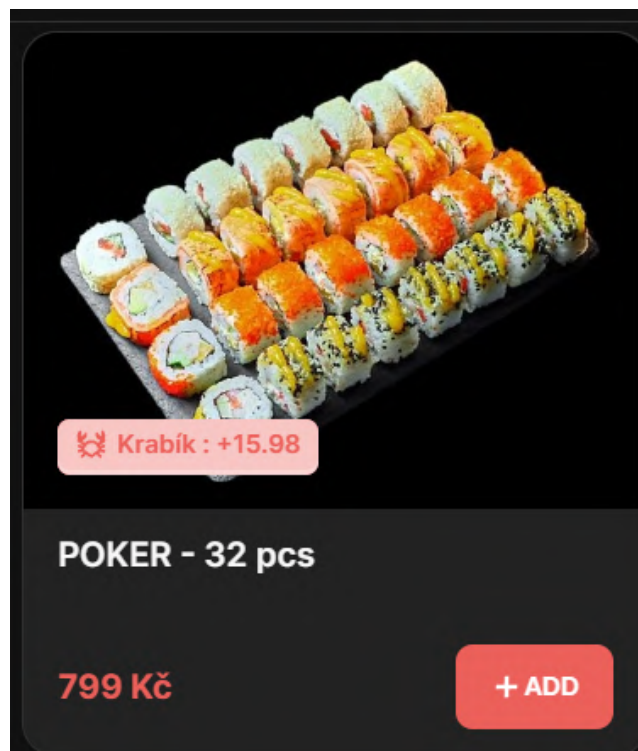


Figure 4: Bonus program on Sushimix.cz

(Source: Sushimix.cz, 2024)

Paid services also include delivery. Figure 5 shows a map representing prices for different delivery zones.

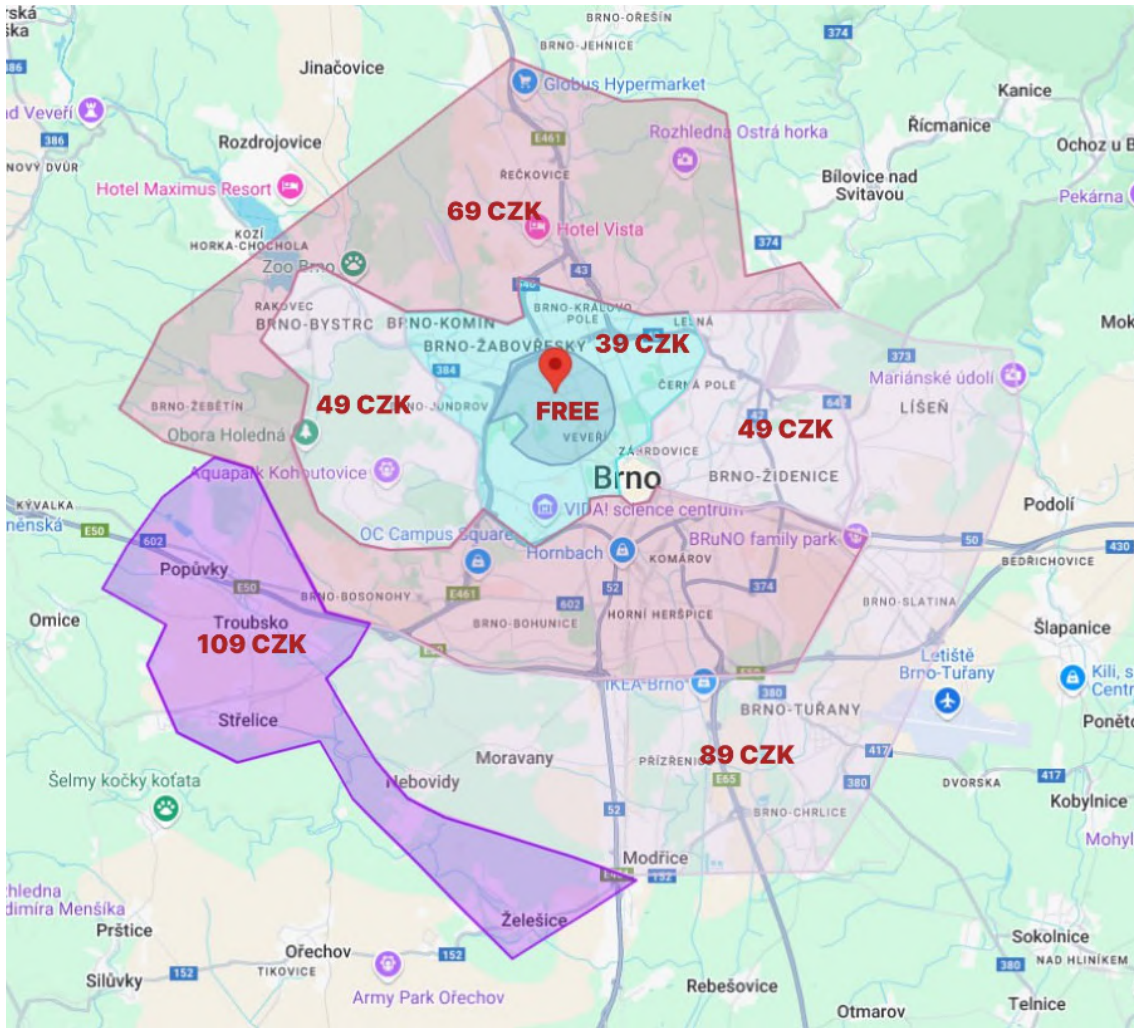


Figure 5: Sushimix delivery zones

(Source: Email communication with Sushimix owner, 2024)

Prices range from 39 CZK to 109 CZK, reflecting a tiered pricing model based on distance. The lowest delivery fee of 39 CZK covers the immediate vicinity around the restaurant, while the highest fee of 109 CZK applies to areas further out (Personal communication with Sushimix owner, 2024).

2.3.3. Place

Sushimix is located in Brno at Veveri 131 (see figure 6), close to the city center and surrounding residential areas. The restaurant benefits from its location opposite a tram and bus stop, which ensures convenient accessibility for public transport users. In

addition, Sushimix leases commercial space, which includes a parking lot directly in front of the building, ensuring easy access for customers arriving by car. The interior is divided into two functional areas: a waiting area for customers to place orders, and a kitchen where food is prepared (Personal communication with Sushimix owner, 2024).

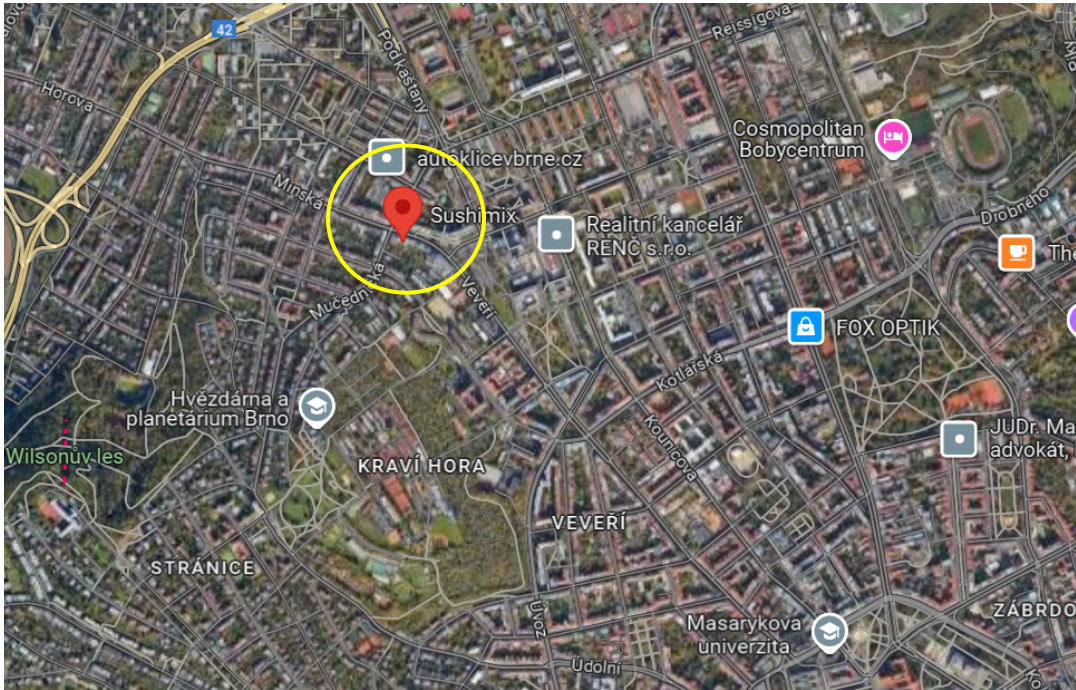


Figure 6: Sushimix location

(Source: Google maps, 2024)

Opening hours allow customers to make an order from Tuesday to Sunday during the whole day. From Tuesday to Thursday the restaurant's opening hours are 12:00-21:30, on Friday and Saturday 12:00-23:30, and on Sunday 12:00-21:30. It is also possible to make a preorder (Personal communication with Sushimix owner, 2024).

2.3.4.Promotion

Promotion in the company has several forms: webpage, Instagram, Facebook and delivery platforms (Wolt food, Bolt food, Foodora). Sushimix relies primarily on public relations and customer word of mouth through Google reviews (Personal communication with Sushimix owner, 2024).

In the theoretical part it is stated that nowadays digital marketing communications play a significant role in business promotion. Table 2 shows which digital marketing communication channels are actively used by the company's main competitor:

Table 2: Marketing channels comparison

(Source: Adapted from Sushimix_brno, 2024; Sushimix_official, 2024)

	Sushimix	Competitor restaurant
Instagram	+ (2 159 followers)	+ (8 834 followers)
Facebook	+ (229 followers)	+ (302 followers)
Webpage	+	+

Based on the data presented in table 2, the analysis reveals the competitive gap between Sushimix and its main competitor in terms of marketing communication. Sushimix uses Instagram, Facebook and a website to promote itself, but the reach and engagement of its social media, particularly Instagram, are significantly lower than those of its competitor. Sushimix has 2 159 followers on Instagram compared to the competitor's 8 834 followers, suggesting that the competitor has a stronger presence and greater customer engagement.

2.3.5. People

The people aspect of Sushimix focuses on customer interaction, but there is a lack of emphasis on the expertise of the staff. Based on internal information Sushimix currently has eight workers: owner, head cook, three cooks, one line cook and two couriers, as is described in figure 7 (Personal communication with Sushimix owner, 2024).

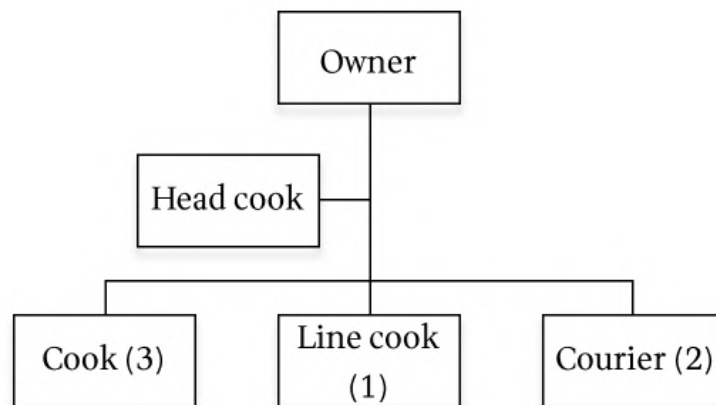


Figure 7: Workers structure in Sushimix

(Source: Adapted from personal communication with Sushimix owner, 2024)

2.3.6. Process

In terms of process, the website offers straightforward ordering experience. However, it lacks advanced features, such as dietary filters, which could make it more user-friendly.

There is a lack of transparency about delivery quality, such as freshness or eco-friendly packaging. In addition, customer support is limited, with no real-time help such as live chat.

2.3.7. Physical evidence

In terms of physical evidence, the website relies heavily on food images. These are visually appealing, but do not include photos of the restaurant's interior or the dining experience. The food presentation could be further enhanced by incorporating preparation videos to engage the audience.

Figure 8 shows the restaurant from the outside.



Figure 8: Sushimix restaurant

(Source: Googlemaps.com, 2024)

2.4. User persona

The chapter describes two user personas that use the company's website. User personas Katerina and Zdenek are based on author's experience of communication with customers

while working in Sushimix restaurant. The analysis is carried out based elements such as geodemographics, psychographics and webographics described by Annmarie Hanlon (2019).

Katerina Novakova

Geodemographics: Katerina Novakova is a 28-year-old female resident of Brno, Czech Republic. Katerina holds a master's degree in social media marketing and works as a marketing department director for a local advertising agency. Her income allows her to travel and dine in restaurants.

Katerina is single and lives in an apartment in the city center. Her busy work schedule and dynamic lifestyle often lead her to choose convenient and quick meal options. She values quality and authenticity in her food choices and is always looking for unique culinary experiences.

Psychographics: Psychographically, Katerina is a modern and cosmopolitan individual. She is health-conscious and prefers a balanced diet. Katerina is socially active and enjoys exploring different cuisines, making her a perfect candidate for trying out diverse sushi options. She appreciates sustainability and is likely to support businesses that embrace eco-friendly practices.

Webographics: When it comes to webographics, Katerina is an avid internet user. She primarily uses her smartphone, an iPhone, to browse the internet and make online purchases. Katerina is active on popular social media platforms like Instagram and Facebook, where she follows local food influencers and explores new dining options. She prefers Safari as a browser and frequently searches for restaurant reviews and food delivery options.

Katerina tends to go online during the evening, often after work hours, to plan her meals or discover new places to eat. She appreciates visually appealing websites and engaging social media content. Katerina is likely to engage with promotions, discounts, and loyalty programs offered by her favorite eateries.

Zdenek Novak

Geodemographics: Zdenek Novák is a 48-year-old man living in Brno, Czech Republic. Zdenek is a university professor specializing in environmental sciences. With a stable

income, Zdenek enjoys a comfortable life, living in a suburban house with his wife and teenage son.

Zdenek values practicality and simplicity in his daily routine. While he enjoys the occasional meal out, he often opts for online food delivery services to save time during busy work weeks. His interest in sustainability extends to the food he chooses to eat, and he prefers establishments that emphasize eco-conscious practices.

Psychographics: Zdenek is thoughtful and deliberate when choosing what to eat. He values high quality, nutritious meals and often seeks out food options that align with his environmental values. Zdenek enjoys relaxing with his family and is drawn to culinary experiences that are both simple and elegant. He is not as adventurous as Katerina. However, he appreciates classic Japanese dishes made with fresh, organic ingredients.

Webographics: Zdenek, however, prefers using a desktop or tablet for online activities. He relies on search engines to find reputable restaurant reviews or delivery services, and his preferred browser is Google Chrome. Although Zdenek does not use social media extensively, he does occasionally check Facebook for local recommendations shared by friends or community groups.

Zdenek browses the internet in the early evening or during his lunch break. He likes websites with clear navigation, detailed product descriptions and easy ordering process. Zdenek is less influenced by promotions but is drawn to features that allow customization and information about food sourcing and sustainability.

Understanding digital persona's demographics, psychographics, and webographics is crucial as for digital marketing strategies applied in company's business profiles and web (Hanlon, 2019).

2.5. Web page analysis

The goal of this chapter is to study if a company's current web page meets users' needs related to the web defined by Damian Ryan and Calvin Jones (2016) and by Peter Morville (2004). Figure 9 represents computer and mobile versions of the current Sushimix's website.

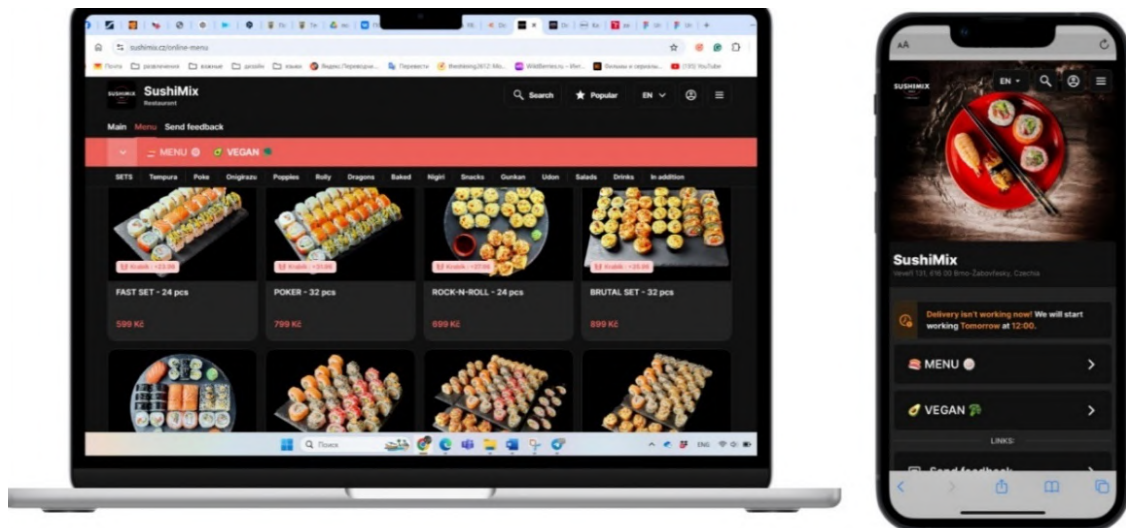


Figure 9: Sushimix.cz

(Source: Adapted from Sushimix.cz,2024)

Analysis is based on criteria as follows: Attract attention, Readability, Originality, Incorporation of inverted pyramid, Consistency, Engagement cultivation and Usefulness, Usability, Accessibility, Desirability, Credibility, Findability, Having value (Ryan, Jones, 2016; Morville, 2004).

Analysis is carried out on “Main page”, “Menu” and “Send feedback” sections. Figure 10 describes Sushimix’s website structure:

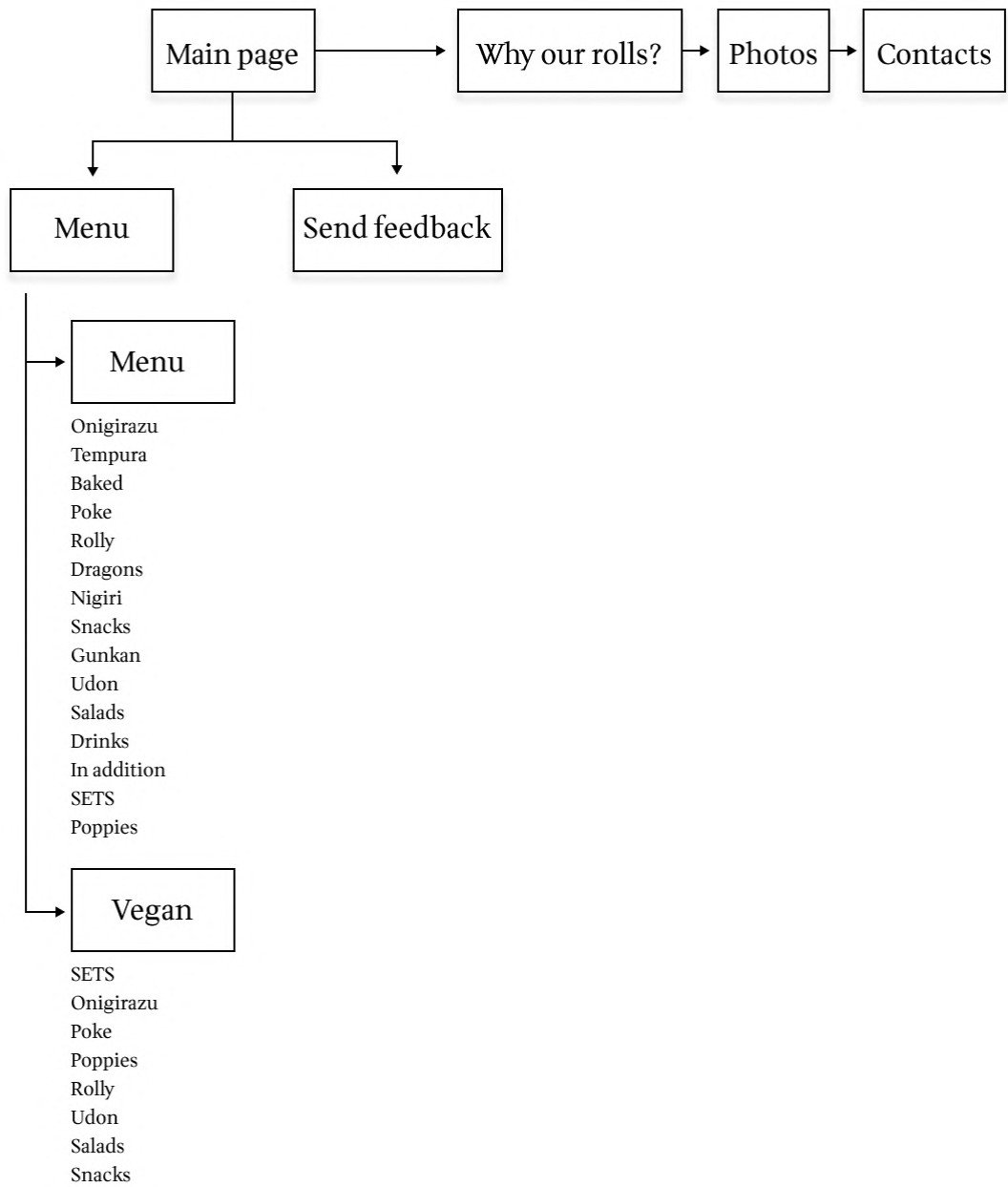


Figure 10: Sushimix.cz structure

(Source: Adapted from Sushimix.cz, 2024)

2.5.1. Main page

The following chapter describes Main page (see figure 11) of the studied website.

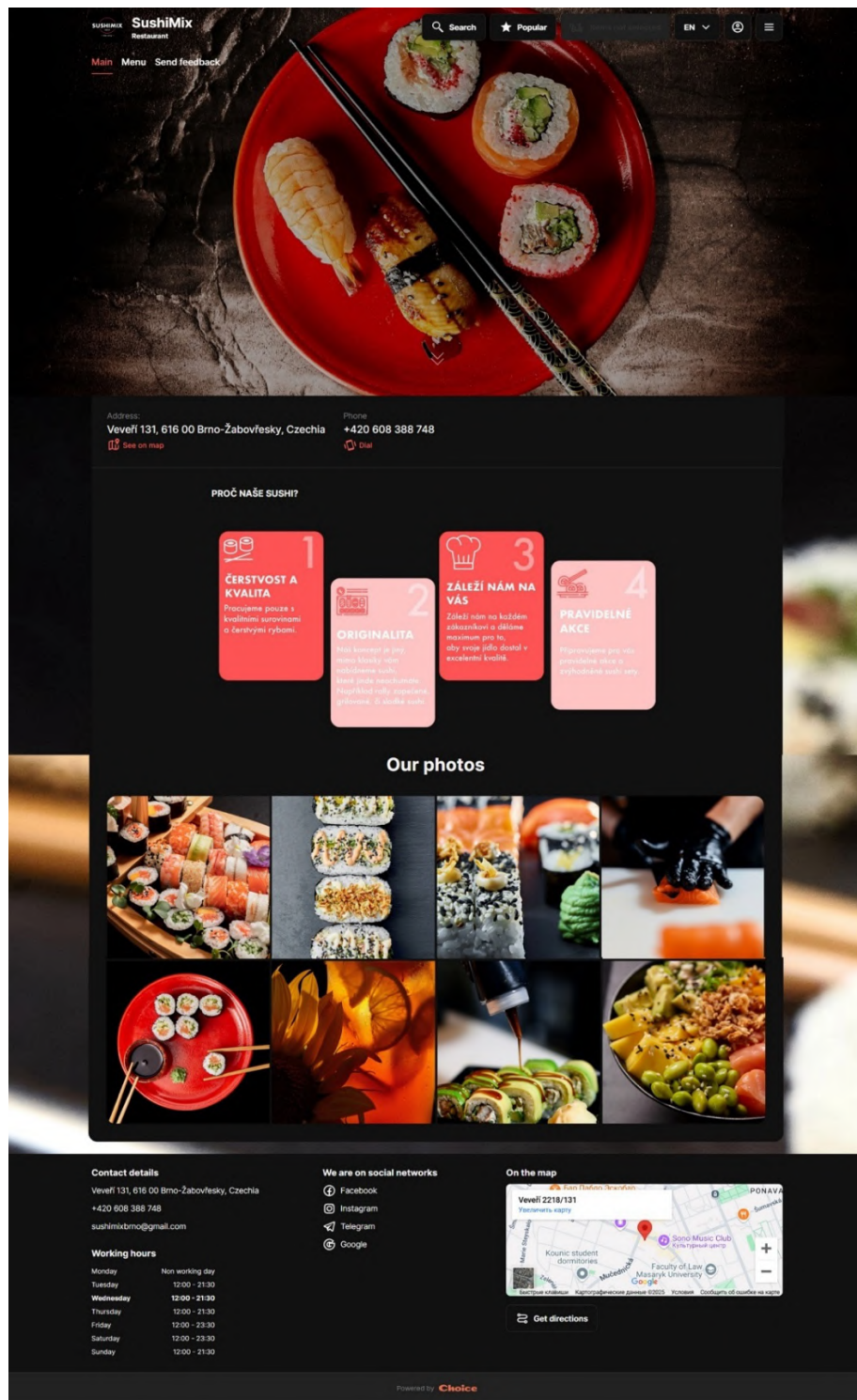


Figure 11: Main page

(Source: Sushimix.cz, 2024)

Attract attention: With a visually appealing sushi image as the header (see figure 12), the main page grabs attention. But the text is not immediately clear and focused. Key characteristics (e.g., freshness, quality, originality) are listed, but their placement below the fold may reduce their visibility for users with limited time.

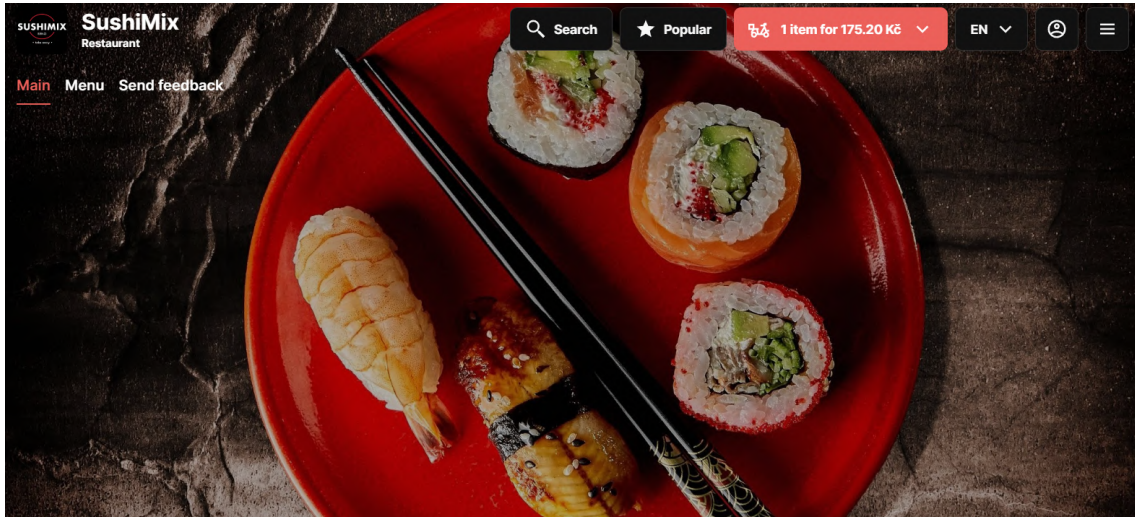


Figure 12: Main page

(Source: Sushimix.cz, 2024)

Readability: The page uses headings and short descriptions for the four main pillars (freshness, originality, customer care, promotions) as it is shown in figure 11. However, this description cannot be translated into other languages, which makes it impossible for people who do not speak Czech to read it.

Originality: As was already mentioned, the page has a description of the four main pillars (freshness, originality, customer care, promotions). The lack of deeper descriptions or storytelling behind these unique aspects reduces the potential for originality in the content.

Incorporation of inverted pyramid: The structure of the page does not strictly follow the inverted pyramid principle. Key information about what the restaurant offers is not immediately accessible at the top of the page (see figure 11).

Consistency: The design and language are consistent, with a sleek black theme and consistent use of fonts (see figure 13, figure 14). However, the readability of some red text on a light pink background can influence accessibility.

Encode Sans Condensed Bold

AaBbCcDdEeFfGg
HhIijjKkLlMmNnOoPp
KkRrSsTtUuVvWwXxYyZz
1234567890

Figure 13: Sushimix.cz font

(Source: Own processing)

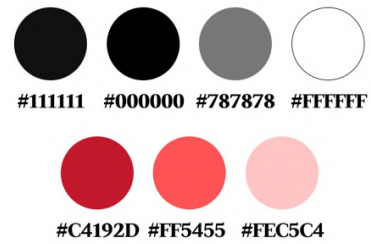


Figure 14: Sushimix.cz color schemes

(Source: Own processing)

Engagement cultivation: The conversational tone in “Send feedback” and “Popular” engages users on an individual level (see figure 15).

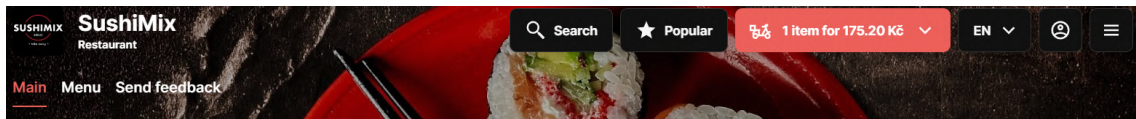


Figure 15: Main page navigation

(Source: Sushimix.cz, 2024)

Usefulness: The main page provides basic information about the restaurant, such as the menu, delivery and pickup options.

Usability: The page is well structured, with clearly labeled links to different sections, making navigation easy.

Accessibility: The site does not include features for users with special needs.

Desirability: The design is visually appealing, with high quality images of dishes that create a positive impression (see figure 16).

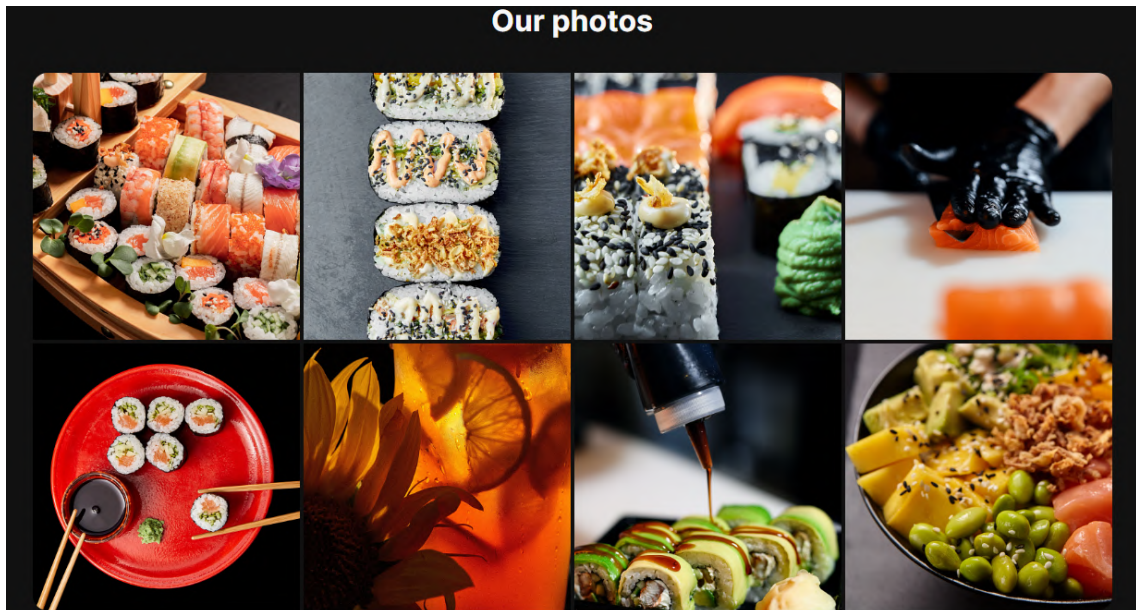


Figure 16: Our photos section on Sushimix.cz

(Source: Sushimix.cz, 2024)

Credibility: Contact information and links to social media adds to the site's credibility (see figure 17).

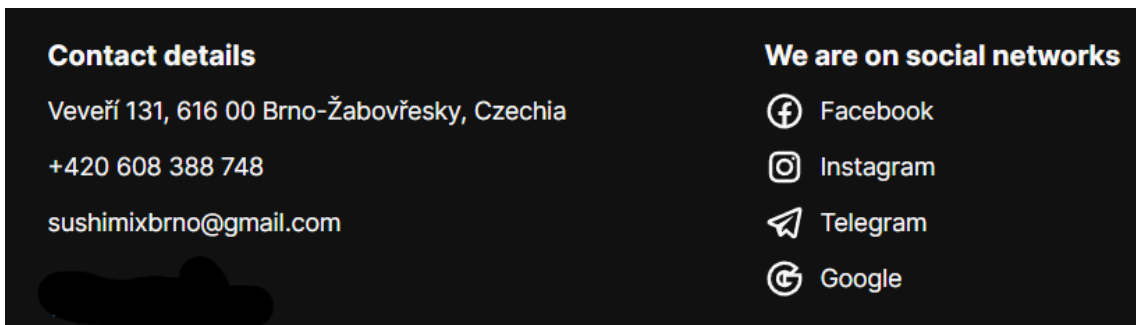


Figure 17: Contact information and links to social media on Sushimix.cz

(Source: Sushimix.cz, 2024)

Findability: Main links are easily accessible.

Having value: The page does not clearly present the restaurant's offerings.

2.5.2.Menu

This part is dedicated to analysis of the page “Menu” (see figure 18).

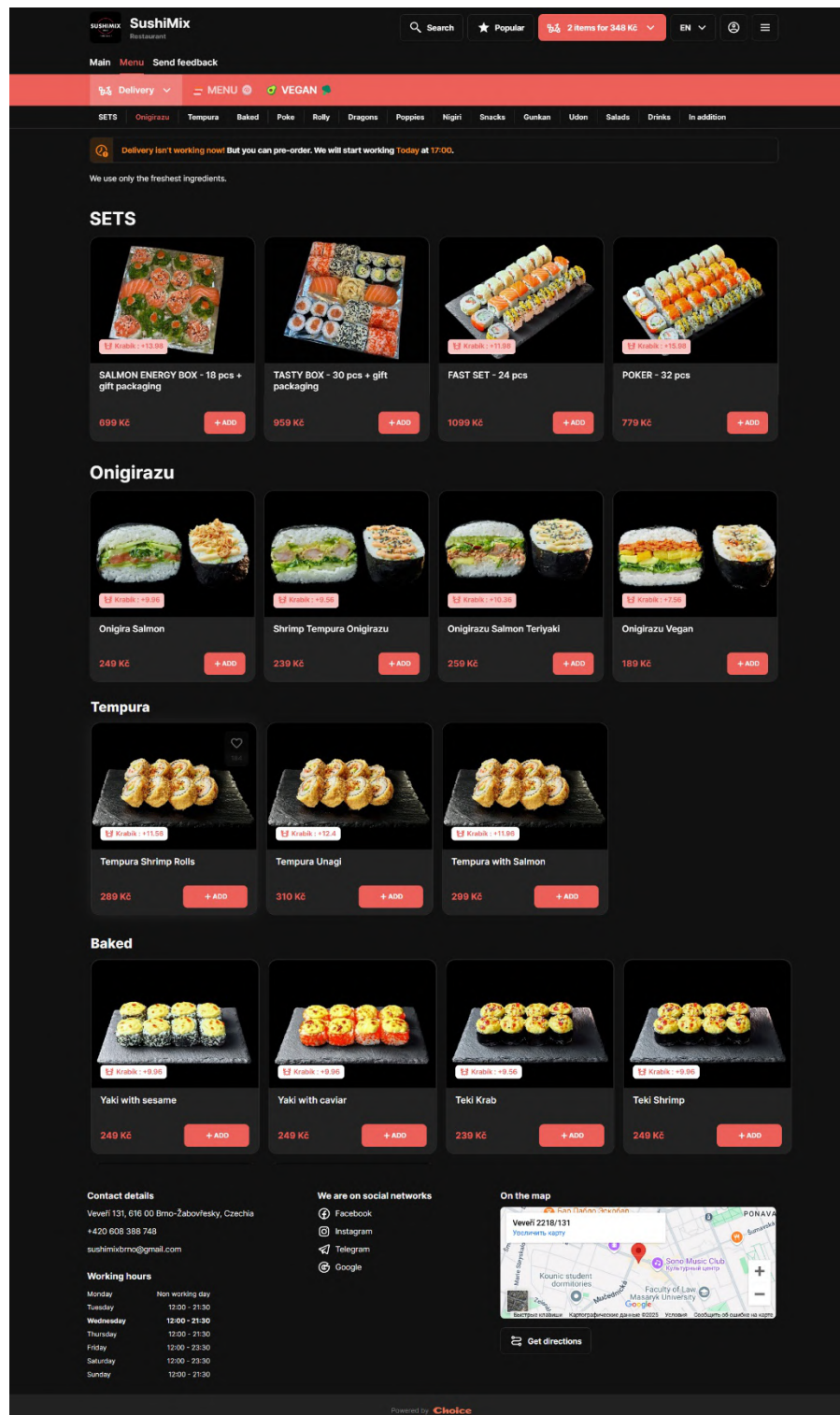


Figure 18: Menu section

(Source: Sushimix.cz, 2024)

Attract attention: The menu page displays the different sushi categories. However, the visual density of the images and text could disrupt the overall user experience, especially for users scanning specific options.

Readability: While the menu categories (e.g., sets, tempura, party) are presented as headings, the lack of subheadings or brief descriptions for each category makes the information less digestible. Users may have to click through several options to find specific details.

Originality: The inclusion of categories such as “Discount 20%” and “Vegan” lacks explanation of why these categories are special or how they meet specific user needs connected to the web (see figure 19).

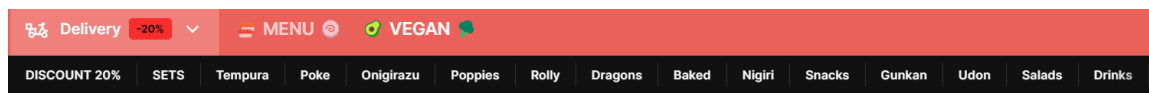


Figure 19: Menu options represented on the website

(Source: Sushimix.cz, 2024)

Incorporation of inverted pyramid: The structure starts with “Discount Sets”, potentially appealing to budget-conscious users. However, the most popular or recommended items could be highlighted more prominently to align with user priorities.

Consistency: The design and layout are consistent with the overall theme of the site. All dishes have the same image sizes. Although photos of the products have the same style, there are slight differences (see figure 20).

Engagement cultivation: The engagement of the menu is limited as it represents only pictures of dishes (see figure 20).

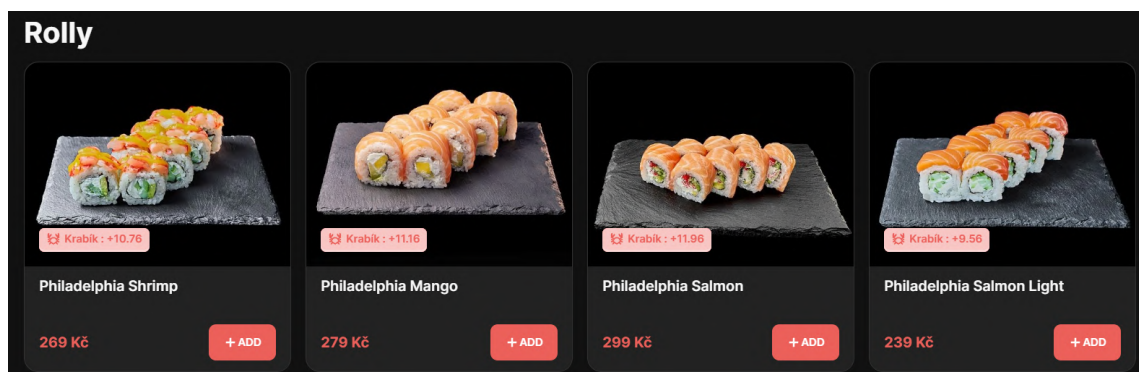


Figure 20: Menu items represented in the "Menu" section

(Source: Sushimix.cz, 2024)

Usefulness: The page presents the menu including descriptions and prices for each item.

Usability: The menu is divided into categories.

Accessibility: There is no optimization for assistive technology.

Desirability: Food images and descriptions make the menu more attractive.

Credibility: Pricing and ingredient list increase customer credibility.

Findability: Structure makes it easy for users to find specific menu items.

Value: A complete and well-organized menu provides customers with the information they need to decide.

2.5.3. Send feedback

In this part “Send feedback” section is described (see figure 21).

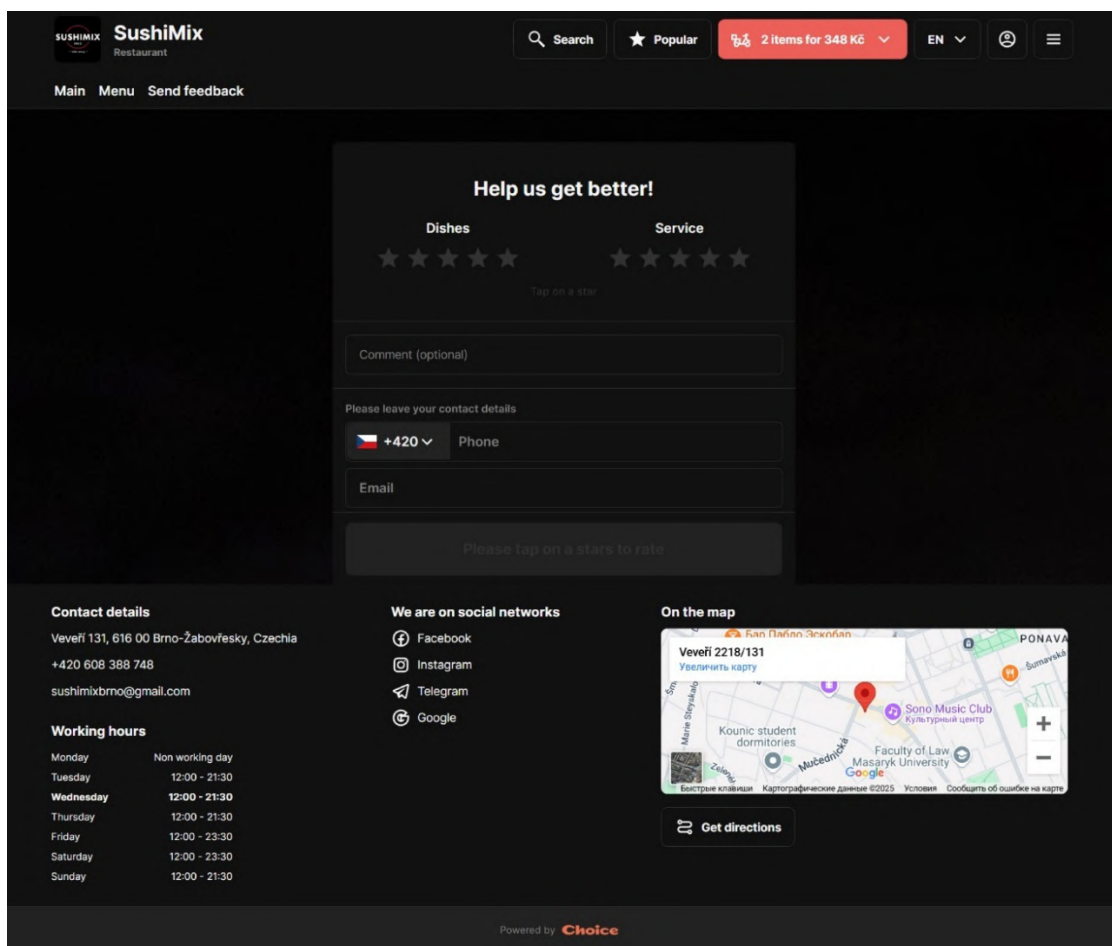


Figure 21: Feedback section

(Source: Sushimix.cz, 2024)

Attract attention: The headline "Help us get better!" communicates the purpose of the page directly (see figure 22).

Readability: The page is well structured with headings for “dishes” and “service”, accompanied by a star rating system (see figure 22).

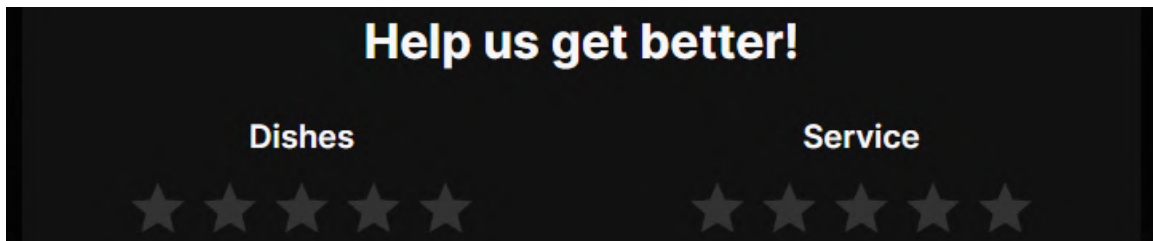


Figure 22: "Help us get better!" from "Send feedback" section

(Source: Sushimix.cz, 2024)

Originality: The site lacks distinctive elements that could make the feedback process stand out, such as personalized messages thanking users for their input or displaying aggregated feedback from other users.

Incorporation of the inverted pyramid: The most critical components - the star ratings - are placed at the top, in line with the inverted pyramid principle. Supporting elements such as comments and contact details are placed below (see figure 21).

Consistency: Page follows overall design scheme but lacks visual enhancements like icons or engaging text to highlight actions.

Engagement cultivation: There is limited engagement.

Usefulness: The page allows customers to share their opinions and experiences, which is valuable for service improvement.

Usability: The form is simple and easy to use.

Accessibility: There is no optimization for assistive technology.

Desirability: Opportunity to provide feedback shows the restaurant's interest in customer opinions.

Credibility: A transparent feedback system increases customer trust.

Findability: The feedback link is accessible from the main page; customers can find it quickly.

Having value: Gathering customer feedback is essential for continuous service improvement and customer satisfaction.

2.6. Comparison to Competitor's website

In order to evaluate the effectiveness of the Sushimix.cz website and a selected competitor, both the principles of effective web content as outlined by Ryan and Jones (2016) and the seven factors of a good UX system as outlined by Peter Morville (2004) are applied.

Principles of effective web content (Ryan, Jones, 2016):

- Attract attention,
- Readability,
- Originality,
- Incorporation of inverted pyramid,
- Consistency,
- Engagement cultivation.

Seven factors of a good UX system (Morville, 2004):

- Usefulness,
- Usability,
- Accessibility,
- Desirability,
- Credibility,
- Findability,
- Having value.

The analysis compares the current Sushimix.cz website with a competitor's website that ranks highly in organic search for related products and has similarities in design concepts. Participants from Brno, Czech Republic, who are frequent online shoppers and Sushimix's and competitor's customers, evaluate the web content and UX design application on both the Sushimix.cz and the competitor's website. Through structured interviews, participants provide insights into UX factors, as well as the web content. These findings highlight the best practices and areas for improvement and guide potential updates to improve the web content and design of Sushimix.cz according to Ryan and Jones (2016) and Morville (2004).

Five respondents are chosen for the interview (see table 3). Selection criteria are:

- **Age:** over 18.
- **Location:** Brno, Czech Republic.
- Frequent online shopping (especially food delivery).
- Previous experience with Sushimix website.

Each interview was conducted individually using Microsoft Teams (see annex 1).

Table 3: Description of respondents for Competitor analysis

(Source: Own processing)

Respondent	Gender	Age	Geography
I.	Male	30	Brno
II.	Male	29	Brno
III.	Female	27	Brno
IV.	Male	19	Brno
V.	Female	24	Brno

Plan of the interview

- Introduction of the moderator.
- Presentation of the topic of interview “Comparison Sushimix.cz to Competitor’s website”.
- Interview rules explanation:
 - The discussion will be recorded.
 - Prepared questions will be answered by the respondent.
 - Discussion is welcome.
 - The results of the discussion will be anonymous.
 - After all questions have been answered the discussion will be closed.
- A final goodbye and thank you.
- Report on the results.

Each interview insight is used in order to evaluate effectiveness of the Sushimix.cz comparing with competitor’s web.

Questions for respondents:

The respondents were asked 14 open-ended questions. Questions from 1 to 12 include factors from two frameworks. The first framework was defined by Ryan and Jones (2016) (Attract attention, Readability, Originality, Incorporation of inverted pyramid, Consistency, Engagement cultivation) and the second was defined by Peter Morville (2004) (Usefulness, Usability, Accessibility, Desirability, Credibility, Findability and Having value). Questions 13 and 14 were proposed by the team of experts.

The duration of each interview was approximately 20 minutes, and the results were used as the basis for the analysis.

- **Consistency and incorporation of inverted pyramid:** How clear and concise do you find the information presented on both websites?
- **Readability, engagement cultivation:** On a scale of 1 to 5, how would you rate the readability of the text on both sites? What specific elements influenced your rating?
- **Desirability:** How visually appealing do you find each website designed?
- **Originality:** What specific aspects contribute to or detract from this appeal?
- **Usability:** How easy is it to navigate the Sushimix.cz site compared to the competitor's site? Can you describe any difficulties you have encountered?
- **Findability:** Were you able to complete the tasks you set on both sites? If not, what barriers did you encounter?
- **Accessibility:** Did you notice any features on either site that improved or hindered accessibility for users with disabilities?
- **Usefulness:** How well does the Sushimix.cz site perform on mobile devices in comparison to the site of its competitor?
- **Credibility:** What elements of the Sushimix.cz website contribute to or detract from your sense of trust and credibility in the site?
- How secure do you feel when entering personal information on both websites?
- In your opinion, do the information (**Attract attention**) and products (**Having value**) on offer on both sites have a value proposition? Why or why not?
- On a scale of 1 to 5, how satisfied are you with your experience on the Sushimix.cz site compared to the competitor's site?

Open questions: open questions were offered by team of experts (2024):

- **Improvements:** What specific improvements would you like to see on Sushimix.cz to make it easier to use?
- **Feature preferences:** Are there any features on the competitor's site that you would like to see available on Sushimix.cz?

Current Sushimix website

Table 4 represents a summary of positive insights.

Table 4: Summary of positive insights on the website "Sushimix.cz"

(Source: Own processing)

Factor	Insight
Consistency	Readable and appealing font choice
Incorporation of inverted pyramid	Featured promotions at the top of menu
Readability	Easily accessible information
Engagement cultivation	Automatic data entry for registered users
Desirability	Contemporary, visually appealing design
Originality	Harmonious color scheme, Professional pictures
Usability	Intuitive menu navigation, In menu section customer can see several products at the same time, it is possible to compare them
Findability	User-friendly navigation layout
Accessibility	Large images for menu items
Usefulness	Optimized for mobile devices
Credibility	Customer feedback and reviews section, Enhanced security with HTTPS protocol
Attract attention	Well-organized information, Having "Why our rolls?" section
Having value	Wide selection of products

Respondents highlighted strengths in font selection, color balance and mobile optimization, as these received the highest number of positive responses. Other areas such as HTTPS security, contemporary design and clear organization of information were also considered essential features, demonstrating a general user preference for visually appealing, user-friendly and secure web environments. Analysis of the negative feedback represented in table 5 highlights several areas where users were dissatisfied.

Table 5: Summary of negative insights on the website "Sushimix.cz"

(Source: Own processing)

Factor	Insight
Consistency	The website has a “cheap” appearance
Incorporation of inverted pyramid	No product listings are displayed on the homepage
Readability	Pages appear empty and lack engagement
Engagement cultivation	No “Favorites” section for registered users
Desirability	-
Originality	-
Usability	Navigation is unintuitive and challenging to use
Findability	Complicated ordering process
Accessibility	Missing accessibility features for users with disabilities
Usefulness	No filtering options (e.g., "spicy," "with salmon," etc.) for products
Credibility	Lacks a feeling of security
Attract attention	Missing “Our recommendations” section
Having value	Users can’t track courier location for deliveries

The main issues were the lack of “Our recommendations”, limited accessibility features for the disabled people and the absence of visible products on the main page, which led to the perception that the site was “empty” or “boring”.

Navigation was also described as difficult, and users found the ordering process challenging and did not feel secure when using the site. The lack of personalization functions, like a "favorites" section for registered users, and the impossibility of tracking the movement of couriers, added to users' dissatisfaction. In addition, the lack of filtering options (e.g., for 'spicy' or specific ingredients) limited the ease of finding suitable products and contributed to the overall impression of a less sophisticated, “cheap” website experience.

In summary, the feedback analysis reveals a mixed user experience in terms of the design and functionality of the website. While strengths in font selection, color balance and mobile optimization were mentioned, the negative feedback highlighted critical areas for improvement. Users expressed dissatisfaction with the lack of key features such as “best sellers”, accessibility options and visible products, which contributed to a perception of the site as empty and unattractive. Additionally, navigation and ordering challenges, along with missing personalization and filtering.

Competitor's website

Analysis of the interview findings in table 6 shows that certain aspects of the competitor's website are particularly appreciated by users.

Table 6: Summary of positive insights on competitor's website

(Source: Own processing)

Factor	Insight
Consistency	Strong brand identity
Incorporation of inverted pyramid	Well-organized and interesting homepage
Readability	Easily accessible information
Engagement cultivation	Pictures featuring people
Desirability	Images reinforce brand concept
Originality	-
Usability	-
Findability	-
Accessibility	-
Usefulness	Optimized for mobile devices
Credibility	Enhanced security with HTTPS protocol
Attract attention	Well-organized information
Having value	"We recommend" section, Customer reviews section, Link to external reviews (e.g. TripAdvisor)

Strong brand identity and an attractive, well-structured homepage were most mentioned, highlighting the importance of clear branding and user-friendly homepages. Other frequently mentioned elements include mobile-friendly design, secure browsing through HTTPS and a "Recommended for You" section, suggesting that users value security, personalization and accessibility across devices. Some specific elements were also mentioned, although by fewer users. For example, clear and accessible information layout and images that strengthen the brand concept. Some respondents mentioned the inclusion of customer reviews, links to TripAdvisor and photos of people.

Table 7 where the negative feedback is represented, revealed several areas of concern regarding the competitor's website design and functionality.

Table 7: Summary of negative insights on competitor's website

(Source: Own processing)

Factor	Insight
Consistency	Bright background colors create visual clutter, making product focus difficult
Incorporation of inverted pyramid	-
Readability	Small font size
Engagement cultivation	No “Favorites” section for registered users
Desirability	Overly aggressive marketing approach
Originality	Small images in menu section
Usability	Low-key menu navigation
Findability	-
Accessibility	Missing accessibility features for users with disabilities.
Usefulness	No filtering options (e.g., "spicy," "with salmon," etc.) for products
Credibility	Lacks a feeling of security
Attract attention	Overly aggressive marketing approach
Having value	-

Bright background colors and a lack of accessibility features were the most common issues. In addition, small images in the menu, small fonts and inconspicuous navigation were each mentioned by 2 respondents, highlighting that these factors impact the user experience by making navigation and readability difficult.

Other issues mentioned by a small number of respondents include the lack of a “favorites” section for registered users, which limits personalization. There is also an overly aggressive marketing approach. Finally, the lack of a sense of security was a concern for one respondent, an indication that the site may not be fully trustworthy to users.

Analysis of the competitor's website, based on interviews with five users, highlights those respondents valued the strong brand identity, well-organized main page and mobile-friendly design, with particular focus on secure browsing and personalized elements such as the “Recommended for You” section. However, users criticized the site's visual overload due to bright backgrounds and limited accessibility features that made navigation difficult. Small images, small fonts and subtle navigation were also criticized.

Summary of competitor analysis

Analysis of user feedback for Sushimix.cz and its competitor's website reveals both strengths and areas for improvement. Sushimix.cz was valued for its effective choice of fonts, color balance and mobile optimization, but lacks essential features such as visible products, "bestselling" and accessibility options. Navigation and personalization are also seen as needing improvement for a more satisfying user experience.

The competitor's website has a structured main page and “Recommended for You” section. It has brand identity, secure browsing and mobile-friendly design. However, its usability and visual clarity are compromised by bright backgrounds, small fonts and limited accessibility features.

Table 8 describes common insight for both Sushimix.cz and Competitor’s website.

Table 8: Common positive and negative insights

(Source: Own processing)

Factor	Positive insights	Negative insights
Consistency		
Incorporation of inverted pyramid		
Readability	Easily accessible information	
Engagement cultivation		No “Favorites” section for registered users
Desirability		
Originality		
Usability		Navigation is unintuitive and challenging to use
Findability		
Accessibility		Missing accessibility features for users with disabilities
Usefulness	Optimized for mobile devices	No filtering options (e.g., "spicy," "with salmon," etc.) for products
Credibility	Enhanced with HTTPS protocol	Lacks a feeling of security
Attract attention	Well-organized information	
Having value	Customer review section	

On the positive side, there are features such as a customer review section, mobile optimization, HTTPS integration and well-organized, easily accessible information.

But there are also negative areas. Significant shortcomings include a lack of accessibility features for users with disabilities and the absence of a “Favorites” section for registered users. In addition, the sites lack a sense of security.

2.7. House of quality

Building a diagram requires five steps: Identifying of customer product requirements, assessment of organization's capability to fulfill each customer requirement, finding out dependence between product requirements and proposed quality characteristics, addition of measurable quality characteristics and record the level of dependence (Nenadal, 2008). This chapter describes each step to build the House of Quality diagram.

2.7.1. Identifying of customer product requirements

The aim of the first step is to identify customer requirements and define other necessities. These customer requirements are based on interviews with respondents in competitor analysis (see annex 1). Website users then assign each requirement with weight, from 1 to 5, in questionnaire. The questionnaire can be found in annex 2.

The list of requirements is based on insights from Competitor analysis and on Ryan and Jones’ effective web content principles (2016):

- **Attract attention:** Text content with information about the restaurant.
- **Readability:** Implementation of headings and sub-headings.
- **Originality:** Social media integration.
- **Incorporation of inverted pyramid:** Product listing on the main page.
- **Consistency:** Font style and the RGB color align with the brand.
- **Engagement cultivation:** Section such as “Our recommendations”.

As well as Peter Morville’ good UX system principles (2004):

- **Usefulness:** Filtering options.
- **Usability:** Intuitive navigation.
- **Accessibility:** Accessibility options for people with disabilities.
- **Desirability:** Visual appeal through brand-consistent media.
- **Credibility:** Secure design through HTTPS.
- **Findability:** Web testing.

- **Having value:** Customer review section.

Selection of respondents: A mix of demographics, experience levels and behavioral characteristics are represented in each group. This ensures that each focus group brings different perspectives, providing a comprehensive view of customer and functional requirements. Focus Group I is based on the user persona Katerina described in chapter 2.4, while Focus Group II represents the user persona Zdenek. Table 9 describes the complex characteristics of the focus groups. Each group aims to be effectively balanced based on relevant characteristics.

Table 9: Focus Groups formation

(Source: Own processing)

Relevant characteristics	Focus Group I	Focus Group II
Demographics		
Age (y.o.)	18-30	31-60
Location	Primarily Brno, one user from a nearby area.	Primarily Brno
Experience with online food delivery		
Frequency	Very frequent (min. once a week)	Occasionally (min. once a month)
Sushimix customer	Yes	Yes
Competitor's customer	Yes	Yes
Mobile/desktop orders	Both mobile and desktop	Desktop
Purchase behavior		
Interest	Quick, simple orders	Exploring variety

The participants were informed about the conditions of the questionnaire and that the responses would be anonymous, their names would not be revealed, only their age and their relevant characteristics as online customers. All participants were suitable candidates for this test, as they all order online and have experience of ordering online on Sushimix.cz and on competitors' websites.

Focus Group I can be described as frequent, tech-savvy users with an engagement focus (see table 10). Focus Group I received the questionnaire via email on 10.11.2024. Results can be found in the annex 2.

Table 10: Respondents of Focus group I 10.11.2024

(Source: Own processing)

Respondent	Age (y.o.)	Location	Ordering frequency
1	22	Brno	2-3 times a month
2	29	Brno	2-3 times a month
3	21	Brno	3-5 times a month
4	23	Brno	3-5 times a month
5	18	Brno	5-6 times a month

Occasional, value-driven users with a focus on value and accessibility were combined into Focus Group II (see table 11). The participants received questionnaires via email on 10.11.2024. Results can be found in annex 2.

Table 11: Respondents of Focus group II 10.11.2024

(Source: Own processing)

Respondent	Age (y.o.)	Location	Ordering frequency
1	31	Near Brno	3-5 times a month
2	42	Brno	2-3 times a month
3	54	Near Brno	5-6 times a month
4	35	Brno	5-6 times a month
5	30	Near Brno	2-3 times a month

Focus Groups results: Table 12 reflects the results of the research. A scale from 1 to 5 is used, where 1 represents the lowest requirement value and 5 represents the highest requirement value. The mode is highlighted in grey. In statistics, the mode is the value that occurs most often in a data set (Gujarati, 2010).

In table 12 mode reflects the most common answer given by respondents.

Table 12: Customer product requirements importance assessment

(Source: Own processing)

Requirement \ Weight	1	2	3	4	5
	Number of responses				
Text content with information about the restaurant	0	0	2	2	6
Implementation of headings and sub-headings	0	0	0	3	7
Social media integration	1	2	1	5	1
Product listing on the Home page	0	2	0	2	6
Font style, the RGB color aligning with the brand	1	0	2	5	2
Section such as "Our recommendations"	4	6	0	0	0
Filtering options	0	0	0	2	8
Intuitive navigation	0	0	0	5	5
Accessibility options for people with disabilities	2	2	1	0	5
Visual appeal through brand-consistent media	1	1	0	6	2
Secure design through HTTPS	2	1	2	1	4
Web testing	0	0	0	1	9
Customer review section	0	0	7	2	1

- Priority areas:** Text content with information about restaurant, Implementation of headings and sub-headings, Product listing on the main page, Filtering options, Accessibility options for people with disabilities, Secure design through HTTPS, Web testing are the most critical areas as they have the highest modus ratings (5). The "Intuitive navigation" requirement has a controversial outcome. After consulting with the team of experts (2025), this requirement was added to the "priority areas". These aspects are considered very important by the majority of respondents.
- Secondary aspects:** Social media integration, Font style and the RGB color aligning with the brand, Visual appeal through brand-consistent media and Customer reviews section have modus ratings of 3-4. They are important to a

significant number of the respondents, but less urgent compared to the priority areas.

- **Least important aspects:** Section such as “Our recommendations” has low mode rating (1-2).

2.7.2. Assessment of organization's capability to fulfill each customer requirements

The second step is based on the expert team’s (table 13) evaluation of the company’s current capability to fulfill customer requirements. At the same time, competitor’s capability to fulfill customer requirements is assessed. For evaluation a team of experts was chosen as they represent both professionals and customers and can effectively rate website characteristics. Here general consensus is used, meaning collective agreement among a group of experts on a particular topic or issue (table 14).

A scale from 1 to 5 is used, where 1 represents that current web does not fulfill customer requirement and 5 represents that the customer requirement is maximally fulfilled.

Table 13: Team of experts

(Source: Own processing)

№	Member	Age (y.o.)
1	Restaurant owner	31
2	IT specialist	40
3	Author of the thesis	22

Table 14: Assessment of organization's capability to fulfil each customer requirement

(Source: Own processing)

Requirement \ Weight	1	2	3	4	5
Text content with information about the restaurant	X *				
Implementation of headings and sub-headings			X *		
Social media integration		X	*		
Product listing on the Home page	X				*
Font style, the RGB color aligning with the brand					X *
Section such as "Our recommendations"	X				*
Filtering options	X *				
Intuitive navigation			X *		
Accessibility options for people with disabilities	X *				
Visual appeal through brand-consistent media			X		*
Secure design through HTTPS					X *
Web testing				X *	
Customer reviews section	X *				

X=Sushimix website, * = Competitor's website

Summary of assessment of Sushimix's capability to fulfil each customer requirement:

- **High Capability:** Font style and the RGB Color Aligning with the Brand and Secure Design Through HTTPS were rated 5 by a team of experts.
- **Moderate Capability:** Implementation of headings and sub-headings, Intuitive navigation, Visual appeal through brand-consistent media, Web testing characteristics have room of improvement, as the team of experts rated them 3-4.
- **Low Capability:** Text content with information about the restaurant, social media integration, Product Listing on the Main Page, Section such as "Our recommendations", Filtering options, Accessibility Options for People with

Disabilities, Customer reviews section are characteristics that are underdeveloped. They have the lowest rating 1-2.

On the basis of the second step Customer competitive assessment is processed. Figure 23 shows Customer Competitive Assessment as a part of House of Quality.

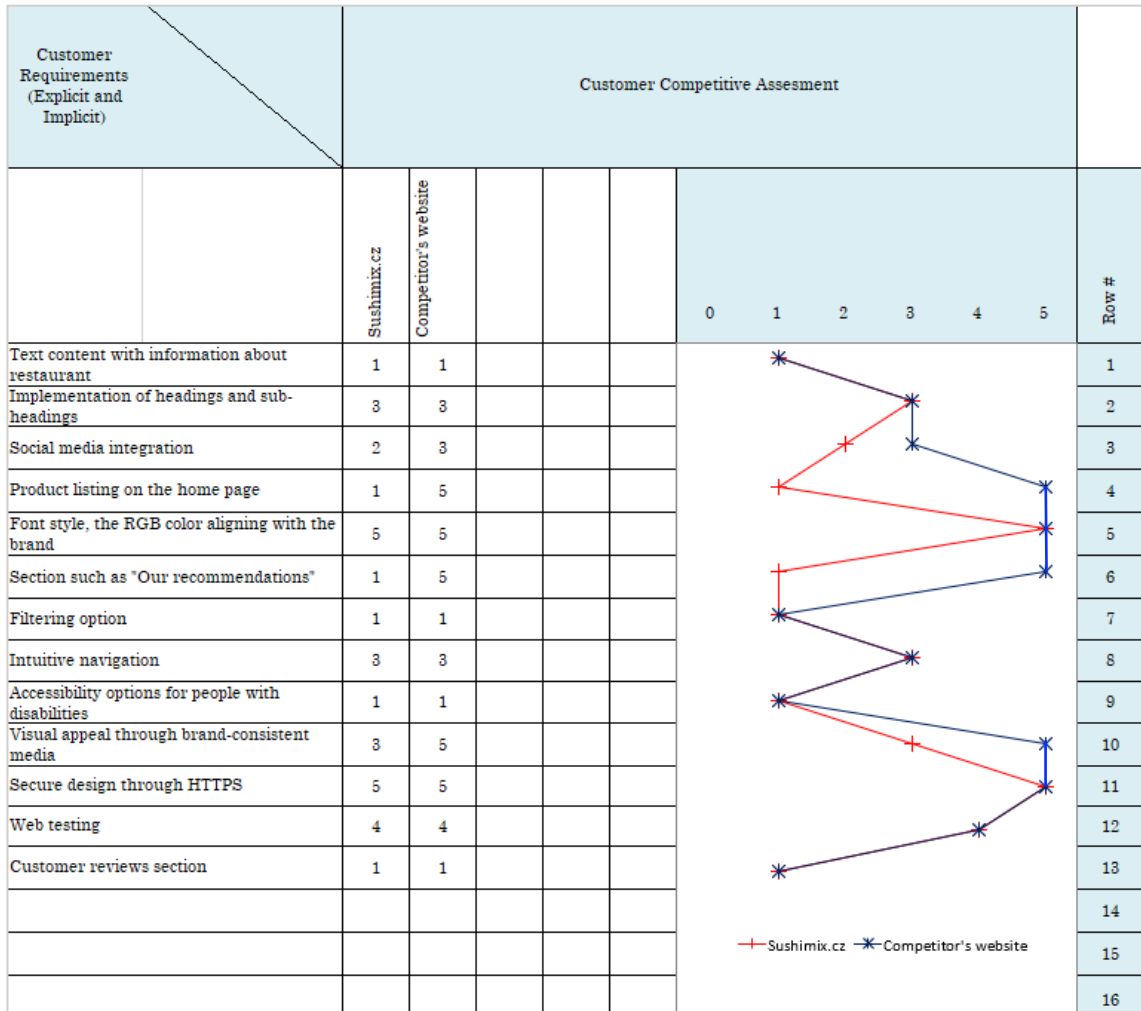


Figure 23: Customer Competitive assessment

(Source: Own processing)

2.7.3. Finding out dependence between customer requirements and functional characteristics

The interdependency between customer product requirements and the functional requirements is analyzed by the team of experts. A list below represents functional product requirements defined by the team of experts based on customer requirements defined in the first step:

- Add a section with text content to the Main page.
- Content structure improvement.
- Implement social media integration to the Main page.
- Add four products to the Main page.
- Font style, seven RGB colors.
- Add a section with four recommended products to the Menu page.
- Add seven filtering options to the Menu page.
- Limited number of clicks to reach a subcategory.
- Add accessibility options for visually impaired and disabled users.
- Add hero images to Main page and Menu page.
- Home page, Menu page and Send feedback page use HTTPS.
- Process web testing to minimize problems in ordering process.
- Add section with customer reviews to the Send feedback page.

The team of experts analyzed the strength of dependence between each customer and functional requirement. In the figure 24 three levels of classification are used. Each level is expressed by a symbol, in the case of “independence” cell remains empty.

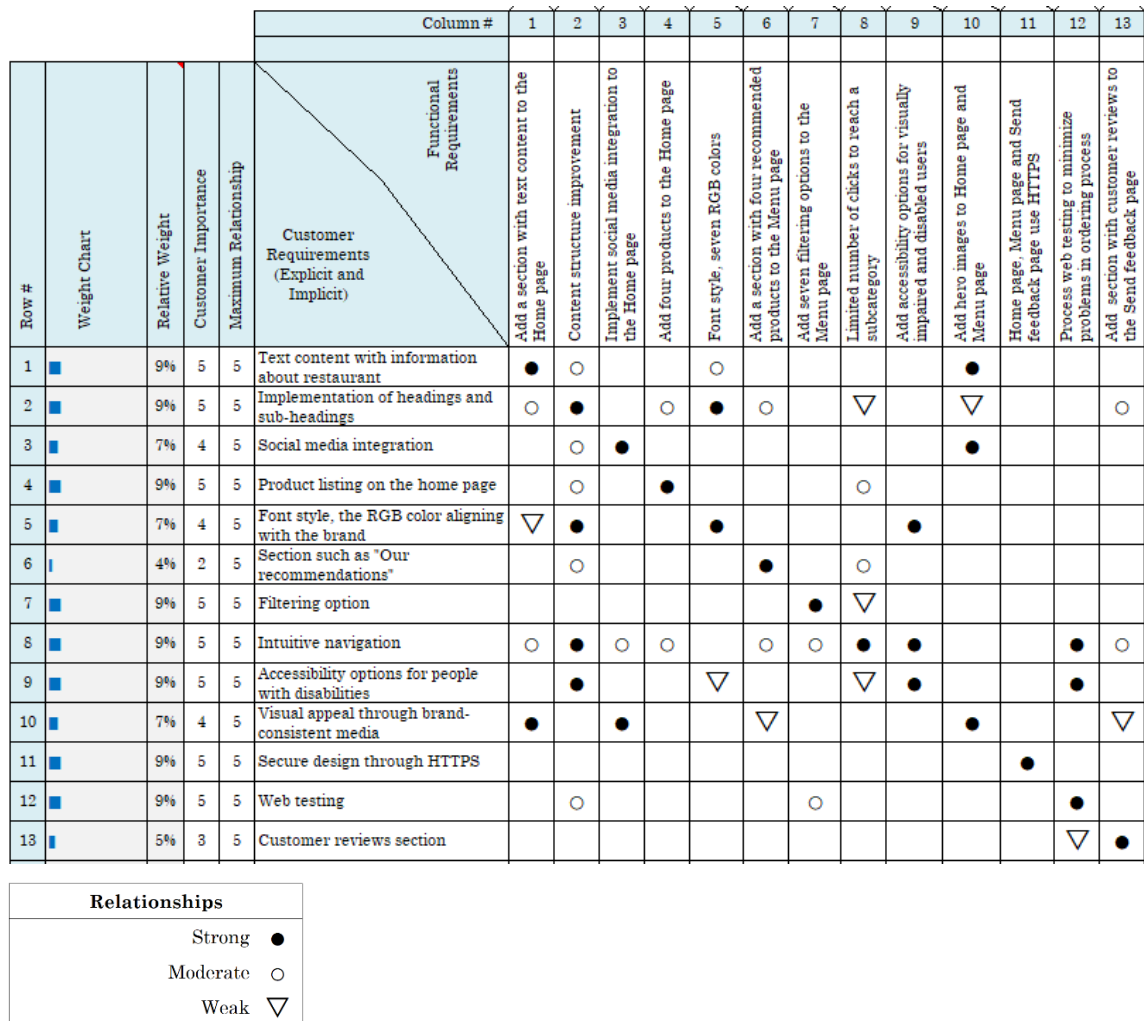


Figure 24: Dependence between customer requirements and functional characteristics

(Source: Own processing)

2.7.4. Addition of measurable quality characteristics

Figure 24 shows that, functional requirement “Secure design” has low relative weight. The team of experts considered this characteristic self-evident, so that it has not been even expressed (Team of experts, 2025).

Using data from figure 24, the importance of each requirement is calculated both absolutely and relatively. Figure 25 shows the results for each requirement.

Target	"About Us" section, text about restaurant	Headings (H1) and Sub-Headings (H2) in each section	"Join Us on Instagram" section, five pictures, active link	"Alaska", "Florida", "Tropicano Roll", "Wakame Roll with eel" listed on the Home page	Font: Encode Sans Condensed Bold, Colors: #111111, #000000, #787878, #FFFFFF, #C4192D, #FF5455, #FEC5C4	"Sushimix specials" section, "Alaska", "Florida", "Tropicano roll", "Wakame Roll with eel"	Ability to filter products: "Exclude food that contains: Salmon/Shrimp/Eel/Bacon/Cucumber/Tomato/Sesame"	Max. four clicks to reach a sub-category	Screen reader compatibility, high-contrast mode	Hero image for the Home page: "Experience love at first bite", hero image for Menu Page "Discover fresh flavors - Explore our menu!"	Security: https://sushimix.cz/ , https://sushimix.cz/menu , https://sushimix.cz/feedback	Web testing after proposals implementation	"Customer reviews" section with four reviews
Max Relationship	202	411	153	132	177,2	91,2	131,6	142	221,1	214	78,95	242	107
Technical Importance Rating	9%	18%	7%	6%	8%	4%	6%	6%	10%	9%	3%	11%	5%
Relative Weight													
Weight Chart													

Figure 25: Quantitative assessment of each of the quality requirements importance

(Source: Own processing)

The strength of the relationship between product quality attributes and requirements is expressed by the numerical coefficient. This quantitative evaluation makes it possible to express the importance of each of the web quality attributes in percentage terms in relation to a given set of requirements.

Summary of the House of Quality: The Technical Criticality ratings reflect the importance of each technical characteristic in meeting customer requirements.

Technical Importance Rating highlights the role of each characteristic:

411 score. Headings (H1) and Sub-Headings (H2) in each section.

242 score. Web testing after proposals implementation.

221, 1 score. Screen reader compatibility, high-contrast mode.

214 score. Hero image for the Main page: "Experience love at first bite", hero image for Menu Page "Discover fresh flavors - Explore our menu!".

202 score. "About Us" section, text about restaurant.

177, 2 score. Font: Encode Sans Condensed Bold, Colors: #111111, #000000, #787878, #FFFFFF, #C4192D, #FF5455, #FEC5C4.

153 score. "Join Us on Instagram" section, five pictures, active link.

142 score. Max. four clicks to reach a sub-category.

132 score. "Alaska", "Florida", "Tropicano Roll", "Wakame Roll with eel" listed on the Main page.

131, 6 score. Ability to filter products: "Exclude food that contains: Salmon, Shrimp, Eel, Bacon, Cucumber, Tomato, Sesame".

107 score. "Customer reviews" section with four reviews.

91, 2 score. "Sushimix specials" section, "Alaska", "Florida", "Tropicano roll", "Wakame Roll with eel".

78, 95 score. Security: <https://sushimix.cz/>, <https://sushimix.cz/menu>, <https://sushimix.cz/feedback> were evaluated with low rating. According to the IT specialist these characteristics are often considered as so self-evident that it has not been even expressed (Personal communication with IT specialist, 2025).

The full diagram can be found in annex 3.

2.8. Summary of the analytical part

This chapter provides an overview of Sushimix.cz's marketing mix, user personas, website content, UX design, competitive positioning, and the results of the House of Quality analysis. Strengths and areas for improvement were identified by applying theoretical frameworks and gathering user insights.

The marketing mix analysis shows that Sushimix offers a wide variety of Japanese dishes, competitive prices and a convenient location in the city of Brno. However, social media engagement and customer interaction are lower than competitors, highlighting the need for stronger digital marketing efforts. The simple ordering process is effective, but there is a lack of advanced features. In addition, physical evidence such as preparation videos or visuals of the restaurant could increase customer appeal.

The analysis of user personas Katerina Novakova and Zdenek Novak highlights two key customer segments for the Sushimix website. Katerina represents a younger, tech-savvy and socially active demographic that values convenience, sustainability and engaging digital experiences. Zdenek, on the other hand, represents a more deliberate and practical user who prioritizes quality, simplicity, and environmentally conscious practices, with a preference for detailed information and clear navigation.

The description of user personas is a key part of the identification of user needs on the website. The analysis results were used in competitor analysis and House of Quality when selecting respondents.

The Sushimix.cz website analysis evaluates its ability to meet user needs based on criteria from the theoretical part through main page, menu and feedback sections. Although Sushimix.cz has a consistent design and visual appeal, the lack of clear hierarchy, detailed explanations and interactive features limits its effectiveness. Improving readability, user engagement and originality is essential to better meet user expectations and improve overall functionality.

The UX design analysis of Sushimix.cz, guided by Peter Morville's (2004) framework, shows that the site is useful. It provides customers with essential information and online ordering capabilities. It is visually appealing and usable, with intuitive navigation facilitating positive usability. However, in order to increase its credibility, the inclusion of customer testimonials or signals of trust could be beneficial. In addition, an increase in the visibility of promotions and special offers would make it easier for users to find them. Overall, Sushimix.cz offers its audience value, but addressing these issues could improve effectiveness.

An analysis of the comparison between Sushimix.cz and its competitor was conducted with the help of Ryan and Jones' (2016) web content principles and Peter Morville's (2004) UX factors: usefulness, usability, accessibility, desirability, credibility, findability and value. Both websites were evaluated by participants from Brno, Czech Republic, who are frequent online shoppers. Sushimix.cz was appreciated for its effective font selection, color balance and mobile optimization. However, it lacks essential features such as visible products, "Our recommendations" sections and accessibility options. Navigation and personalization also need to improve to provide a more satisfying experience. The competitor's site has a structured main page and "Recommended for You" section. It also has a strong brand identity, secure browsing and a mobile-friendly design. However, bright backgrounds, small fonts and limited accessibility features detract from its usability and visual clarity. This comparative analysis highlights the strengths and areas for improvement in both sites and provides guidance for potential updates.

Finally, the most critical technical features essential to meeting customer requirements are highlighted in the House of Quality analysis. High priority elements play a significant

role in improving the user experience, such as headings, web testing, accessibility features and key visual components. Moderately important factors include navigation efficiency, social media integration, and product filtering options. Lower-ranked aspects may be taken for granted or require less focus for optimization. In order to ensure a seamless and satisfying user journey, this assessment provides clear guidance on prioritizing improvements.

3. PROPOSED SOLUTIONS

The third part of the thesis is dedicated to a proposal of website improvements for Sushimix restaurant. Proposals are divided into four groups: Proposals for the whole web, Main page, Menu page, Send Feedback page based on House of Quality and overall analyses conducted in the previous part of the paper. Graphic design was prepared by the author of the thesis in design tool Figma.

3.1. Proposals for the whole web

These proposals concern the whole web and will be displayed on Main page, Menu page and Send feedback page. Proposals are sorted by a technical importance rating.

Headings (H1) and Sub-Headings (H2) in each section

When it comes to structuring web content, headings and subheadings play a crucial role. Correct implementation ensures a well-organized page, easy to understand for users and search engines. This also improves readability as one of the web content principles defined by Damian Ryan and Calvin Jones (2016). Headings on sushimix.cz should be arranged in a logical hierarchy - headings, subheadings, etc.:

- **H1 (Main Heading):** Represents the main topic of the page (e.g. the article or page title). Each page should have only one H1.
- **H2 (Sub-Headings):** Divides the content into major sections.

Proposal implementation can be seen on each page. Each section has a heading.

Web testing

After proposals implementation web testing will be processed to minimize errors in order to user to achieve what they are searching without any problems. This procedure will strengthen website good UX system principle – findability (Morville, 2004).

Web testing is described in chapter 3.6.

Implemented accessibility features

For people with disabilities, it is an essential part of modern web design and an important focus for improving the overall quality of the user experience. Accessibility as described by Peter Morville (2004) is one of the principles of good UX system that makes web both usable and effective for all visitors, regardless of their physical abilities. This approach

promotes social justice through providing equal opportunity to engage with digital products. Improvements can be made by adopting established accessibility guidelines, such as WSAG 2.1, to ensure that the website is usable by people with disabilities. Implementation of WCAG protocol ensures that all users can fully access the site's information and functionality through the accessibility features (WSAG 2.1, 2018):

Perceivable. Text alternatives; time-based media; adaptable; distinguishable.

Operable. Keyboard accessible; enough time; seizures & physical reactions; navigable; input modalities.

Understandable. Readable; predictable; input assistance.

Robust. Compatible.

By WSAG protocol implementation all images are provided with descriptive alternative text, and proper semantic HTML to enhance screen reader compatibility. High contrast modes and text resizing options are integrated to accommodate users with visual impairments (World wide web consortium, 2018).

Unified font and Color scheme

Fonts and color schemes are presented in figure 13 and figure 14. They are used on the whole web to support its consistency as another web content principle defined by Damian Ryan and Calvin Jones (2016). These characteristics stay as they are.

Max. four clicks to reach a subcategory

Proposal “Max. four clicks to reach a subcategory” improves usability as it is defined by Peter Morville (2004). This characteristic is based on the results of the House of Quality analysis. This can be achieved through a clear, hierarchical navigation system with well-organized categories and subcategories as is shown in figure 26. Changes are highlighted with in grey color. Following the suggestions for improvement, the main page has been given a clear structure that allows the user to find the necessary information according to its relevance. In addition, two new sections have been added to the menu page: "Discounts" and "Sushimix Specials". These sections highlight valuable offers.

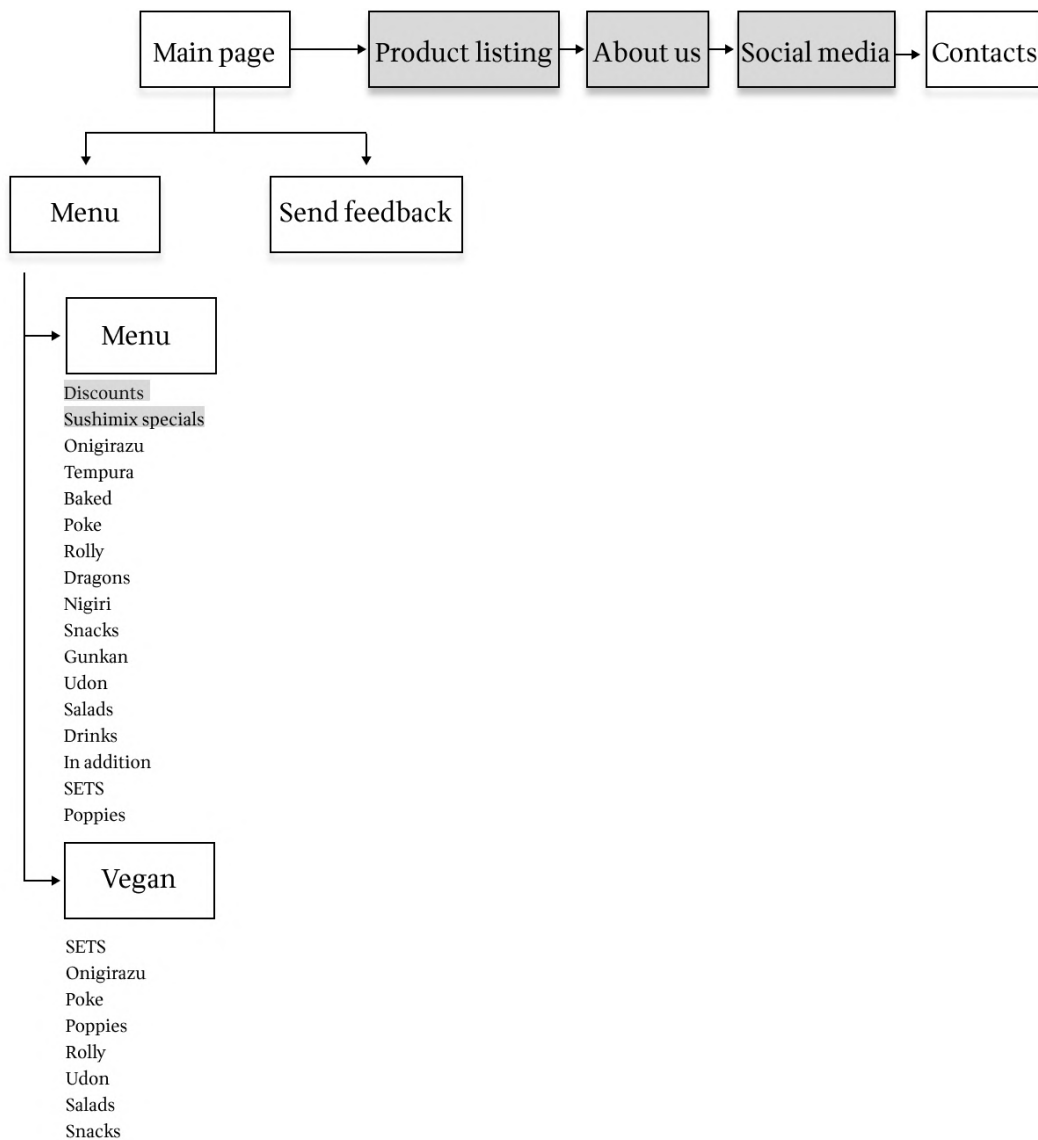


Figure 26: Sushimix.cz structure proposal

(Source: Own processing)

Security: Hypertext Transfer Protocol Secure

For website credibility as good UX system factor, using HTTPS is a crucial step. It helps protect sensitive data, improves website rankings, and ensures that websites comply with modern Web Standards. Switching to HTTPS is no longer an option - it is a necessity for every website. Each page on sushimix.cz uses HTTPS:

- **Main page:** <https://sushimix.cz/>
- **Menu:** <https://sushimix.cz/menu>
- **Feedback:** <https://sushimix.cz/feedback>

3.2. Proposals for the Main page

Chapter “Proposals for the Main Page” presents improvements for Sushimix.cz based on the House of Quality analysis findings and overall evaluations presented in the analytical part of the thesis. Proposals are developed to improve the main page's usability and effectiveness by aligning website content and design with web content principles defined by Ryan and Calvin (2016), and UX principles outlined by Morville (2004). Proposals are sorted by a technical importance rating.

Visual appeal through brand-consistent media

A hero image on a website plays a crucial role in visual appeal. It immediately grabs attention and sets the tone for the brand's identity. Through the use of brand consistent media - such as colors, typography and imagery that are aligned with the values of the brand - the hero image ensures desirability. Figure 27 shows how the slogan “Experience love at first bite” has been added to the main page.

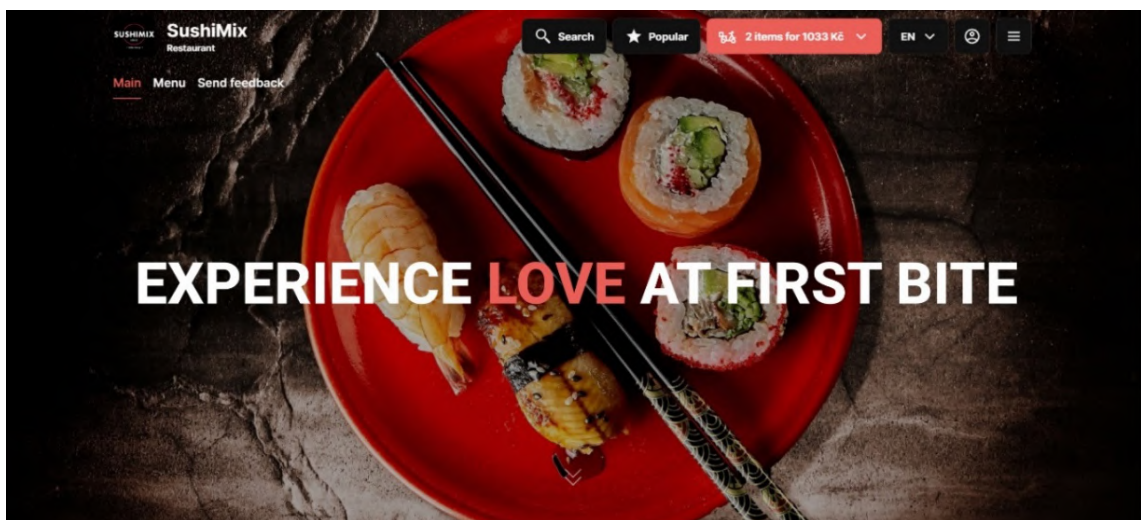


Figure 27: Hero image Sushimix.cz Main page

(Source: Own processing)

Restaurant story written on the Main page

The House of Quality results and competitor analysis highlighted the essential role of text content with information about the restaurant. Figure 28 shows a visual example of how the text content can appear on the main page. Section about it was added to the main page. It includes heading “About us” and following text written by the author of the thesis. This proposal supports web content principle— attract attention (Ryan, Jones, 2016).

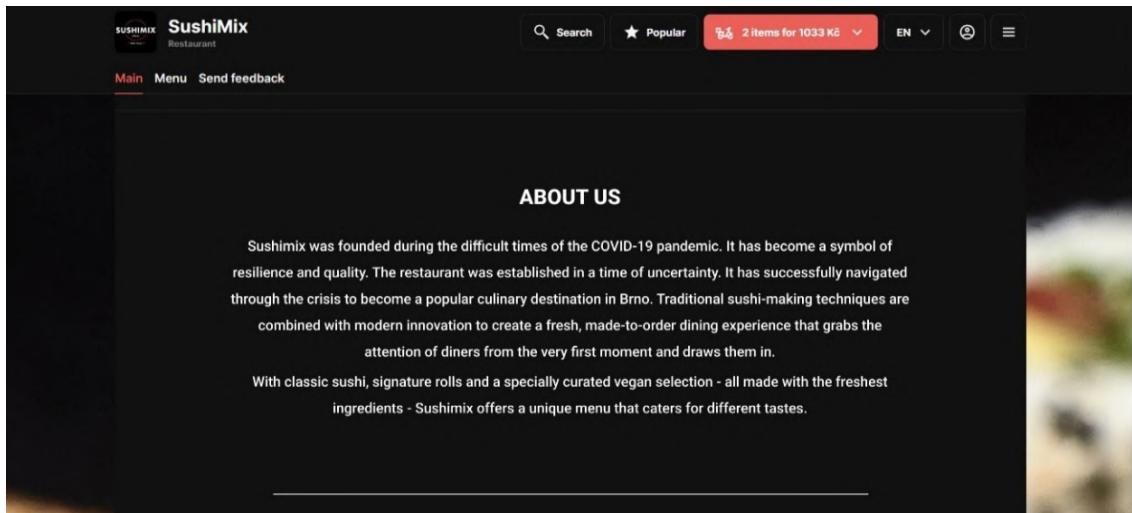


Figure 28: Text Content with Information About the Restaurant

(Source: Own processing)

Social media integration

Using social media integration as a web content principle of originality means that a website should not only include social media elements (e.g. share buttons) as it currently is on the website (see figure 17) but also use them in a distinctive and creative way (Ryan, Jones, 2016).

In this proposal, social media integration on sushimix.cz was added. In contrast to original social media integration, the proposal includes pictures from an Instagram profile and a dynamic feature that allows users to scroll through Instagram posts (see figure 29).

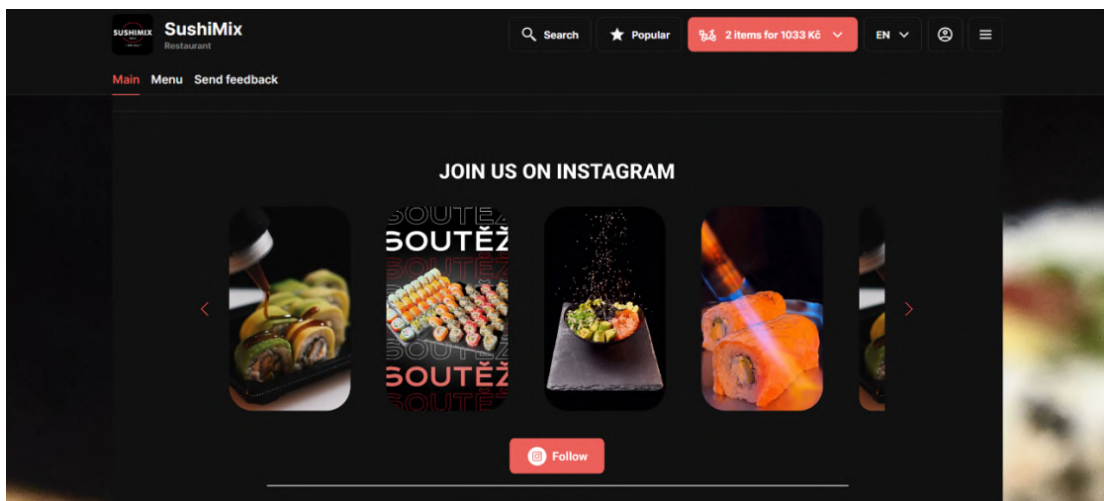


Figure 29: Social media integration proposal

(Source: Own processing)

Four products listed on the Main Page

This suggestion improves the inverted pyramid principle on sushimix.cz, as the main page presents recommended items directly to the user. Figure 30 shows graphic representation of how product listing was added to the main page.

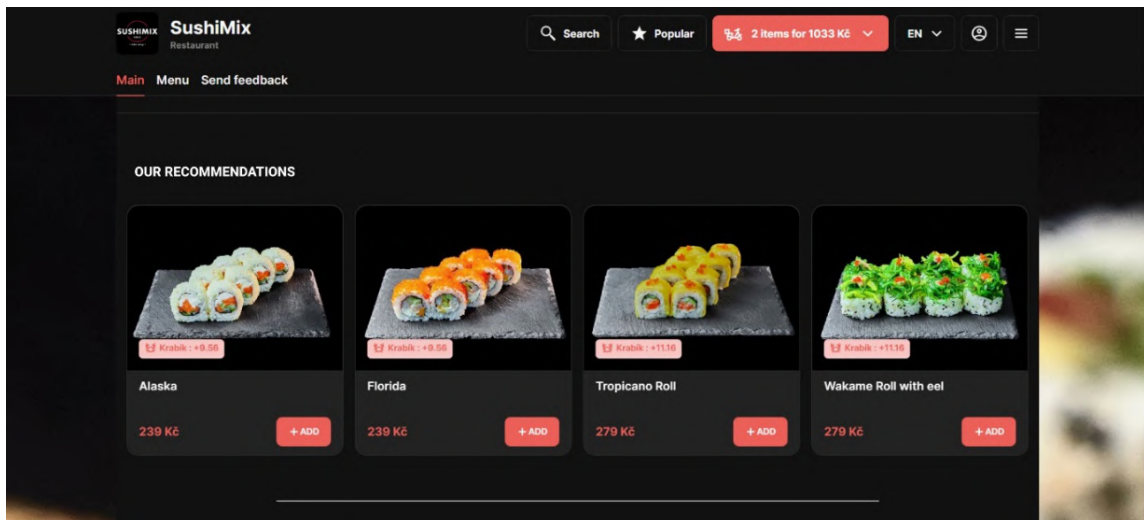


Figure 30: Product Listing on the Main Page

(Source: Own processing)

Summary of Main page proposal

Figure 31 represents the proposal to a web structure. Changes are highlighted with in grey color. The structure is arranged from the most critical information at the top to the least important details at the bottom, following the logic that users tend to skim rather than read in-depth online. Logo and Navigation stay as they are, as positioned at the top, this ensures brand recognition and easy access to key site areas. Hero Image, a strong visual element designed to capture the user's interest at first glance and engage them quickly. Location and Contacts stay as they are. Placed high for easy access. Product Listing displays key offerings prominently, reflecting user priorities. This section provides value early in the browsing experience. The relevance of this section was evaluated in competitor analysis. Text Content includes detailed information about the restaurant. Visual Content shows images that maintain engagement, enhance storytelling, and support the written content. Footer contains less critical but useful information like legal links, social media, and site navigation options for users who scroll to the end.

Figure 32 shows visual representation after main page proposals implementation.



Figure 31: Main page structure proposal

(Source: Own processing)

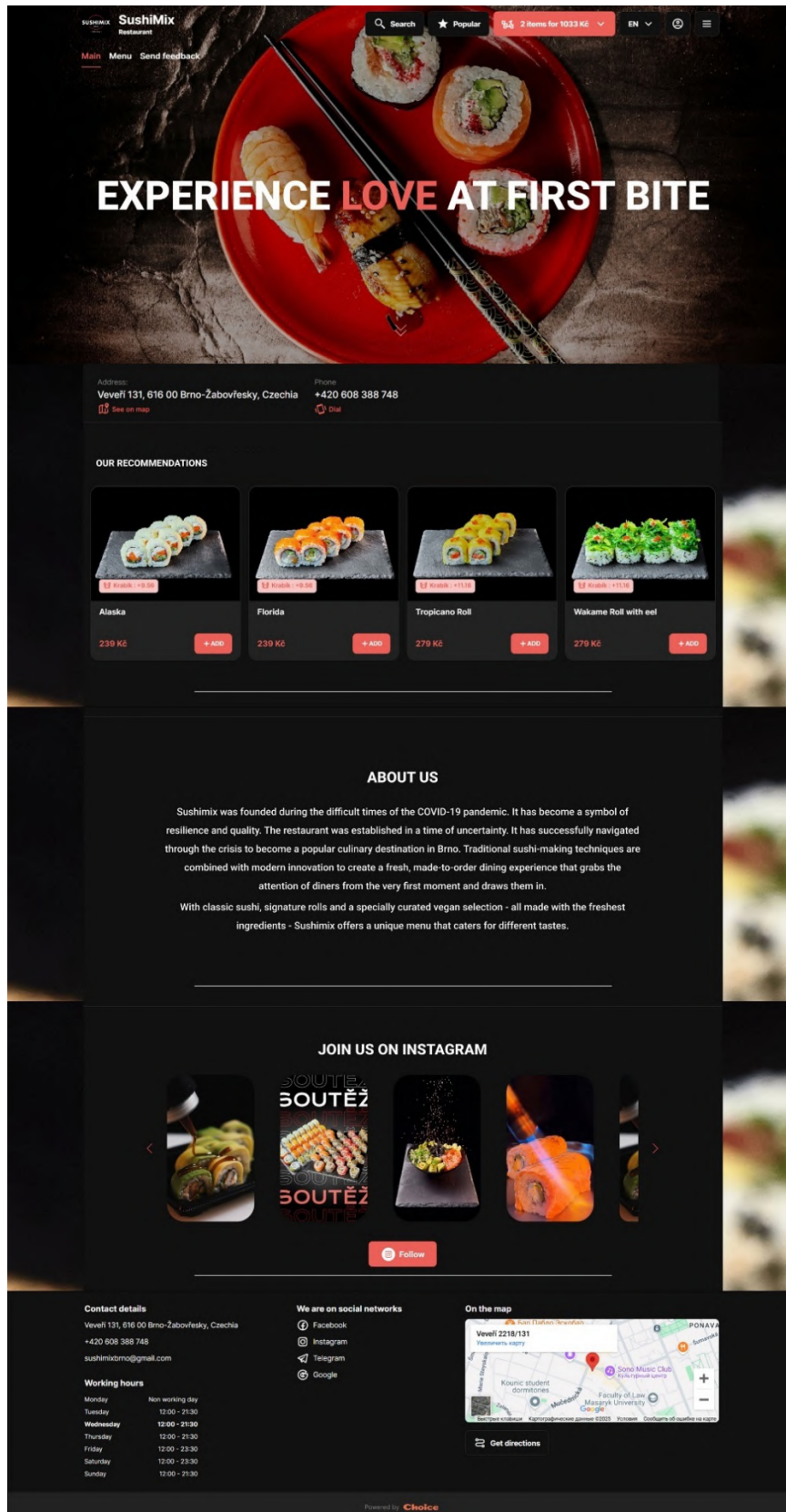


Figure 32: Sushimix.cz Main page layout proposal

(Source: Own processing)

3.3. Proposals for the Menu page

The menu page has a critical role in the user experience of the Sushimix website as it has a direct impact on customer decisions and satisfaction. This section presents suggestions for improving the menu page based on the results of the House of Quality analysis and competitor analysis. The proposed improvements focus on implementing Morville's (2004) UX principles and aligning with Damian Ryan and Calvin Jones's (2016) web content practices.

Visual appeal through brand-consistent media

To create visual appeal, instantly grab attention and establish brand identity, a hero image was added to the menu page. Background and the slogan “Discover Fresh Flavors – Explore Our Menu!” were chosen and final web element was processed by the author of the thesis in Figma. This alignment not only enhances aesthetics but also promotes desirability. It makes the brand more attractive and emotionally compelling to users (see figure 33).

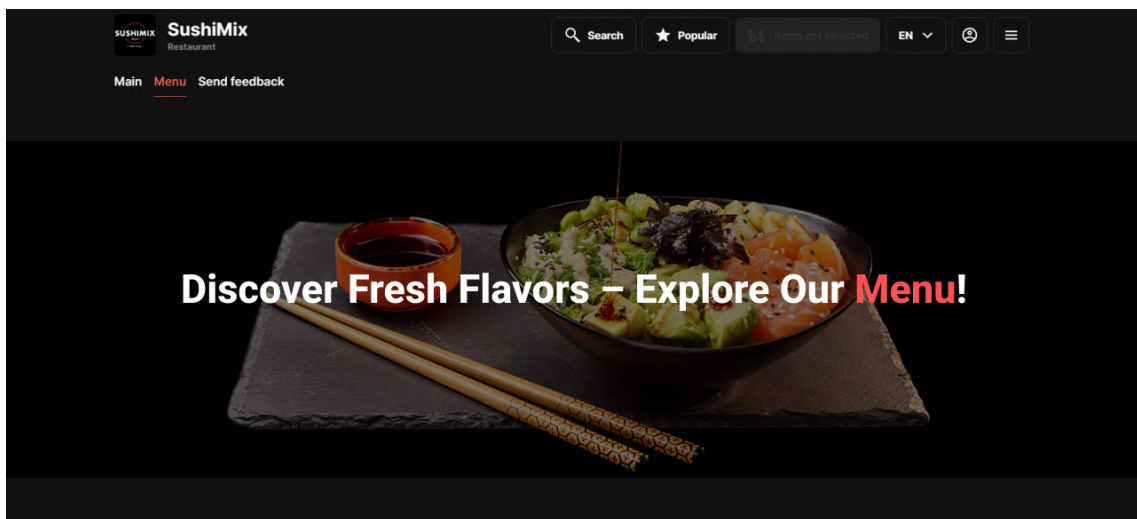


Figure 33: Hero image proposal for Sushimix.cz Menu page

(Source: Own processing)

Filtering option

To improve usability website usability ability to search for a product based on specified parameters is proposed. Product filtering created for Sushimix.cz by the author of the thesis in Figma is shown in figure 34.

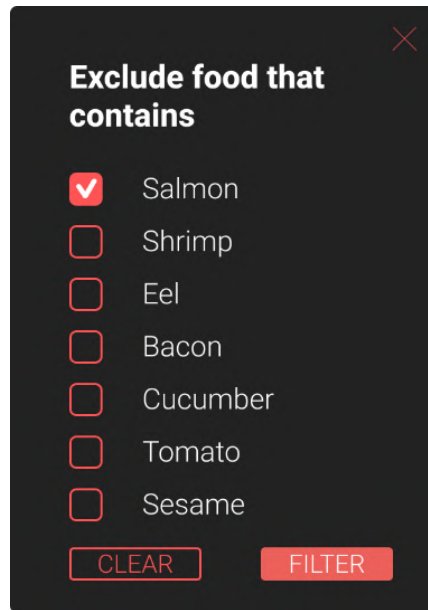


Figure 34: Sushimix.cz Filtering options proposal

(Source: Own processing)

To set filter an icon was added to the web, as it is shown in the figure 35.

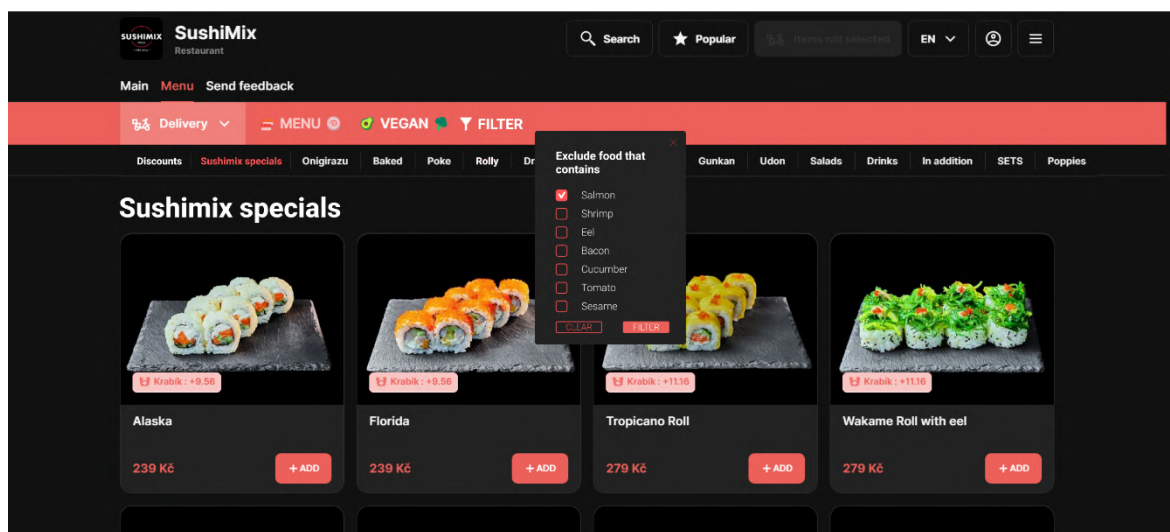


Figure 35: Sushimix.cz filtering option icon

(Source: Own processing)

Section such as “Our recommendations”

Discussed with a team of experts (2025); "Our Recommendations" section has been changed to "Sushimix Specials". Introducing a section showcasing exclusive dishes only available at Sushimix improves engagement as defined by Peter Morville (2004). Section “Sushimix specials” is graphically represented in figure 36. This section was added to the menu page demonstrating this unique offer.

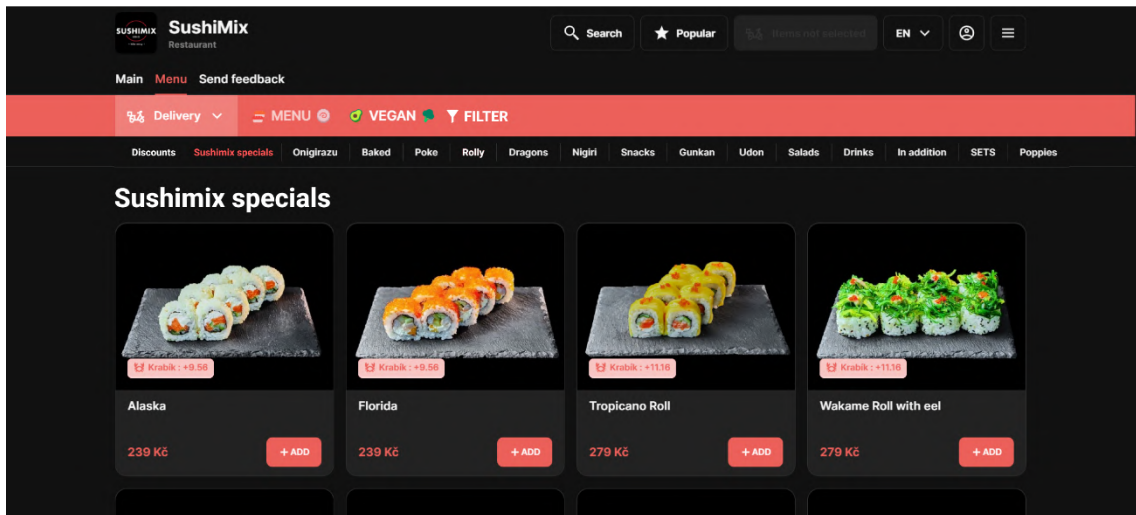


Figure 36: Section "Sushimix specials" proposal for Sushimix.cz Menu page

(Source: Own processing)

Summary

Figure 37 shows proposal. Changes are highlighted with in grey color. Hero Image is added to create a strong first impression and increase desirability. The Discounts section highlights ongoing promotions or special offers, attracting users to explore deals. Sushimix Specials features unique dishes to differentiate the restaurant's offerings.

Figure 38 represents graphical representation of proposed changes. It was processed by the author of the thesis in Figma.



Figure 37: Menu page structure proposal

(Source: Own processing)

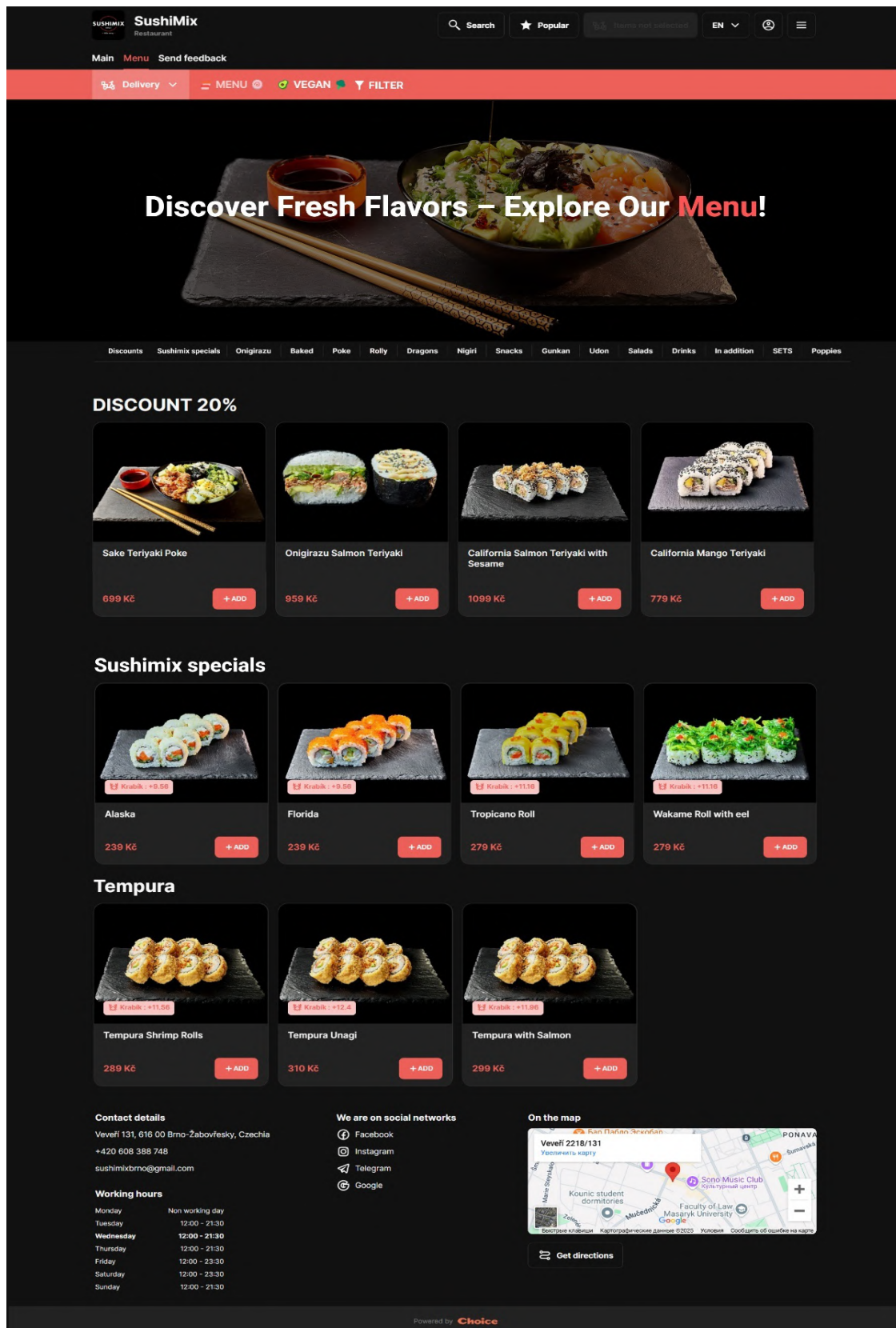


Figure 38: Sushimix.cz Menu page layout proposal

(Source: Own processing)

3.4. Proposals for the Send feedback page

In order to improve user engagement and satisfaction with the Sushimix.cz, the feedback section is crucial. Findings from the House of Quality analysis and competitor research have highlighted areas to improve to better meet user expectations. This section provides an overview of the propositions to the Send feedback page, with a focus on integrating Morville's (2004) UX principles and the web content strategies by Damian Ryan and Calvin Jones (2016). Proposals are sorted by a technical importance rating.

Visual appeal through brand-consistent media


Instead of "Help us get better", "Your experience matters: Give us your feedback" is used as a heading as it is more personalized. By using brand consistent media - such as colors and typography that are aligned with the brand's values – this improvement ensures desirability (see figure 39).

Your Experience Matters: Provide Your Feedback


Dishes **Service**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Tap on a star

Comment (optional) 

Please leave your contact details

 +420 ▾ Phone

Email

Name (optional)

Please tap on a stars to rate

Figure 39: Send feedback form proposal

(Source: Own processing)

Desirability is also supported by the inclusion of unique design elements. These differentiate the page from standard feedback forms. Instead of using stars, figure 40 shows how an illustration of sushi was used for the rating.

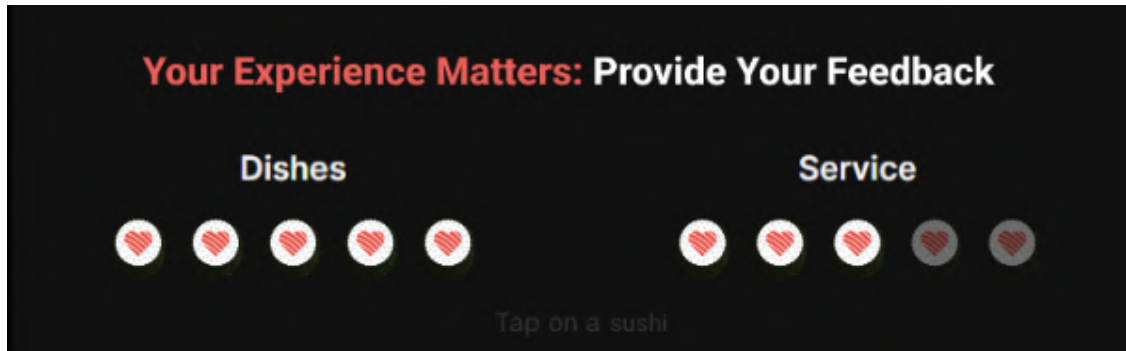


Figure 40: Rating improvement in the Send feedback section

(Source: Own processing)

Section such as “Customer reviews”

The proposal includes positive feedback from other customers to build trust and demonstrate that user input is valued and acted upon (see figure 41). This section was graphically processed by the author of the thesis in Figma.

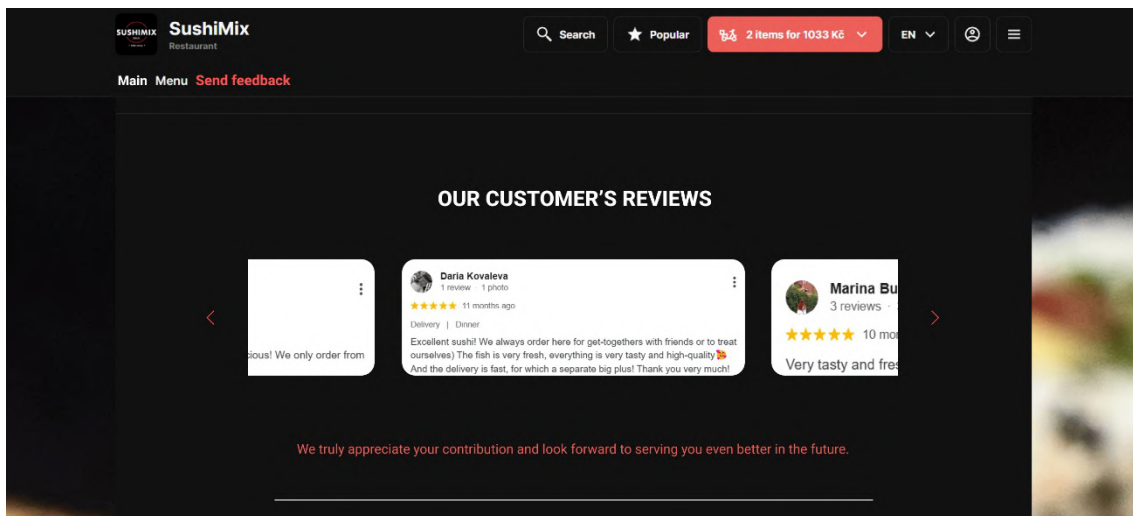


Figure 41: Customer reviews in the Send feedback section proposal

(Source: Own processing)

Summary

Figure 42 shows proposal, changes are highlighted in grey color. The most critical information is at the top of the page. The Customer reviews section is proposed to be added to the page. Footer remains unchanged.

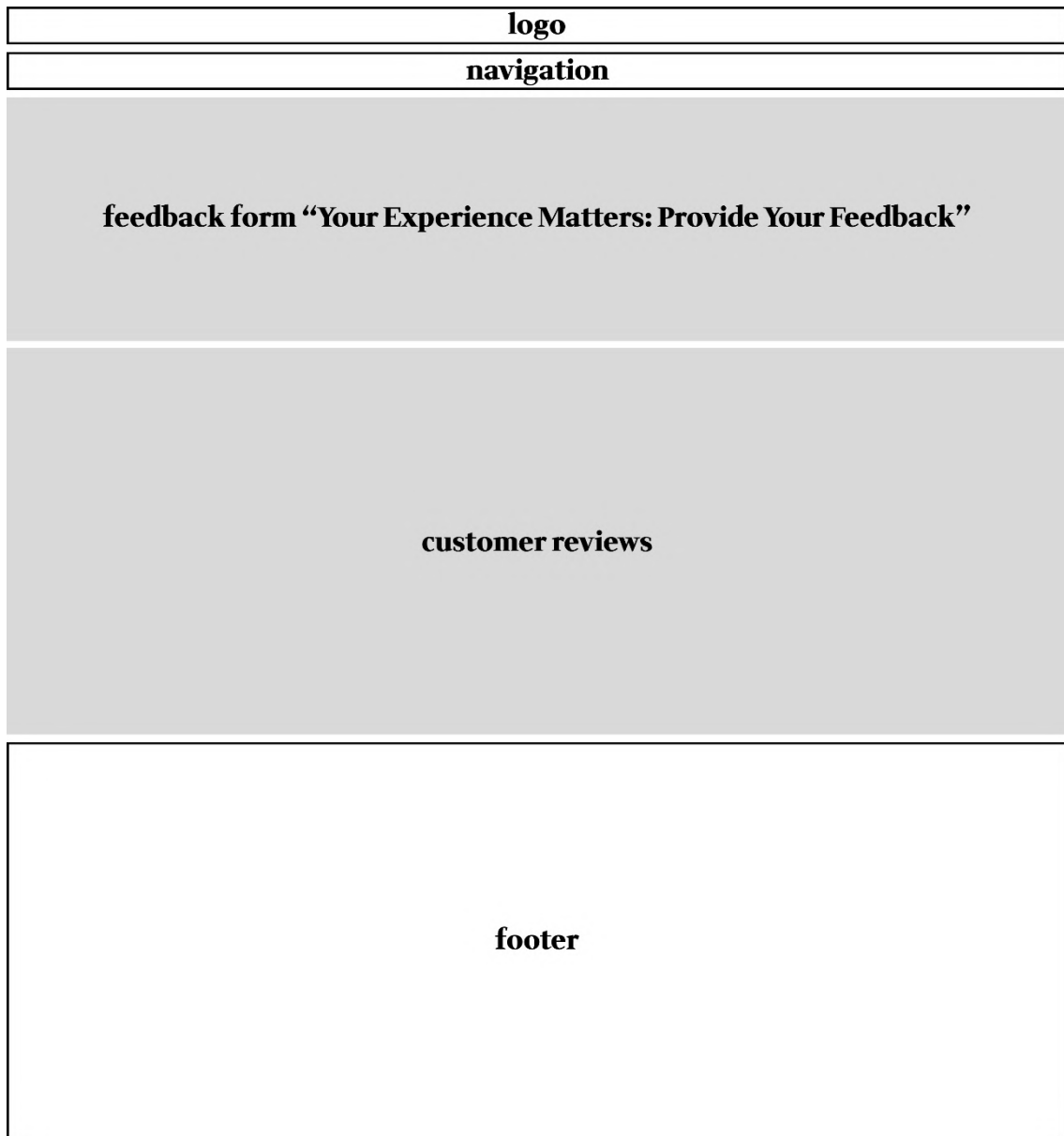


Figure 42: Send feedback structure proposal

(Source: Own processing)

Figure 43 represents graphical representation of Send Feedback page improvements.

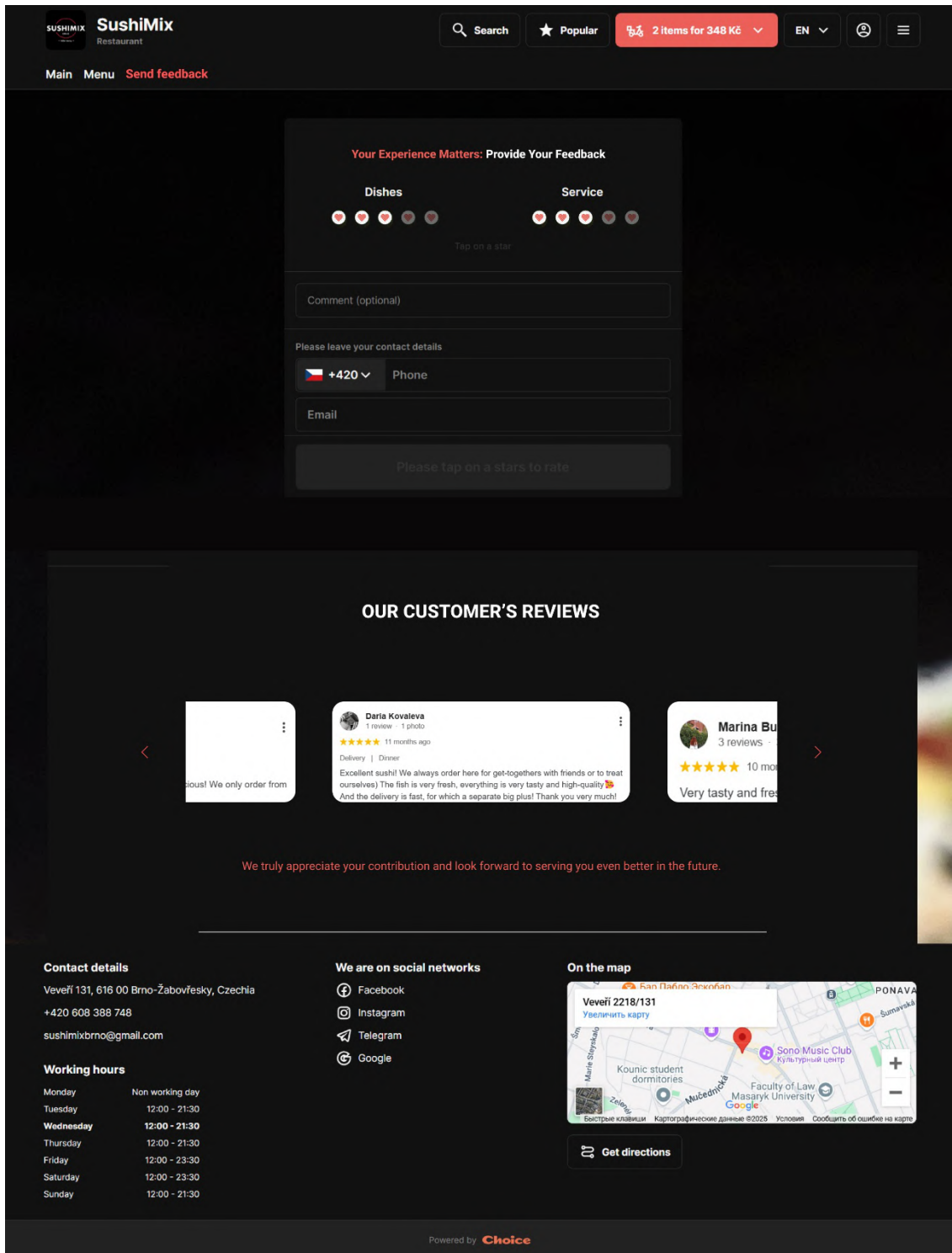


Figure 43: Sushimix.cz Send feedback page layout proposal

(Source: Own processing)

3.5. Timeline and financial evaluation

The purpose of this chapter is to describe the timeline for applying the proposed improvements. The visual representation of the timeline provides specific objectives for each of the phases. Figure 44 details the progression of tasks such as the preparation of graphical elements, the preparation of textual content, the technical processing, the testing period and the correction.

Activity	1. week	2. week	3. week	4. week
Graphic elements preparation				
Technical content preparation				
Technical processing				
Testing period				
Correction				

Figure 44: Timeline for applying the proposed improvements

(Source: Own processing)

The different parts of the timetable are economically evaluated in table 15. Delivery and takeout system and domain name registration remain the same. The author of the thesis proposed graphic design and textual content. Testing is organized by the author of the thesis. This process is described in chapter 3.6. Technical processing of the improvements is processed by IT specialist.

Table 15 describes saved costs as the author of the thesis did not invoice their service and saved 9 000 CZK costs. An IT specialist is a freelancer, he issues an invoice. Hourly wage was consulted with him (Personal communication with IT specialist, 2025).

Table 15: Economical evaluation of proposed improvements

(Source: Own processing)

Activity	Responsive person	Length (Hours)	Hourly wage (CZK)	Total (CZK)
Graphic elements preparation	Author of the thesis	28	225	6 300
Textual content preparation	Author of the thesis	4	225	900
Testing	Author of the thesis	8	225	1 800
Saved costs				9 000
Technical processing	IT specialist	16	300	4 800
Costs required				4 800

3.6. Control and testing of improvements

Web testing is an important process that ensures the functionality, usability, performance, and security of a website. After implementing graphical and technical improvements, it is essential to verify that the changes work as expected and do not introduce any new problems. In this chapter, structured approach to web testing is presented, detailing various testing methodologies and the desired results after testing.

The plan is based on IT specialist recommendations (2025):

Testing Methods

- **Manual Testing:** Manual testing involves manually navigating the website, interacting with various elements, and ensuring that they work properly.
- **Functional Testing:** Functional testing ensures that all the features of the website work as expected.
- **Performance Testing:** Performance testing assesses the speed and responsiveness of the website.

The test plan consisted of defining scenarios and systematically executing them. The following table 16 summarizes the main test cases.

Table 16: Key test cases summary expected

(Source: Own processing)

Test Case	Description	Expected Result	Expected result
Login Test	Enter valid and invalid credentials	Success for valid, error for invalid	Passed
Page Speed Test	Measure load time before and after improvements	Improved load time	Passed
Form Validation	Submit empty, incorrect, and correct data	Errors for invalid, success for valid	Passed
Mobile Compatibility	Test website on multiple screen sizes	Proper layout adjustment	Passed
Security Vulnerability Scan	Run automated security tests	No major vulnerabilities	Passed

Example of Results and Analysis

The testing process should identify significant improvements after implementation, such as:

- **Performance improvement:** Page load time reduced from 3.8 seconds to 2.1 seconds.
- **Improved mobile compatibility:** Correct scaling and layout adjustments on different devices.
- **Improved security:** No major vulnerabilities found during security scans.
- **Improved usability:** Navigation and accessibility scores improved from 70% to 95%.

The graphical and technical improvements should have a positive impact on the overall performance and user experience of the website.

Conclusion

This chapter details the web testing process that should be performed after the proposed improvements are implemented. Testing methodologies, including manual, functional, and performance, are proposed to be used. The results should demonstrate noticeable improvements in website performance, responsiveness, and security to confirm the effectiveness of the proposed changes. Recommendations for future testing should include periodic performance assessments and analysis of user feedback to ensure ongoing optimization.

3.7. Summary of proposal part

The proposed improvements are based on the two frameworks Morville's (2004) UX principles and the user needs identified by Damian Ryan and Calvin Jones (2016), and House of Quality results.

The first part of the proposal focuses on improvements across the website. Key recommendations include the implementation of Hypertext Transfer Protocol Secure for improved security, an optimized navigation system allowing users to reach sub-categories with a maximum of four clicks, the use of structured headings (H1 and H2) for improved readability, a consistent font and color scheme to ensure brand consistency, improved

accessibility features and rigorous web testing to identify and resolve potential usability issues.

The second part of the proposal part presents proposals to the Main Page. These enhancements focus on visual appeal through brand consistent media such as a hero image, an engaging “About Us” section that provides insight into the restaurant, an interactive “Join Us on Instagram” section with an active link, and an optimized product listing to enhance the user experience.

The third part is dedicated to menu page improvements. These include a hero image to maintain a consistent brand identity, advanced product search based on user-defined parameters, and the introduction of a “Sushimix Specials” section highlighting featured menu items.

The fourth part details enhancements to the Feedback Page, such as improving the visual appeal and integrating a Customer Reviews section to encourage user engagement and trust.

Finally, the final part of the proposal outlines an implementation schedule along with a financial evaluation of the proposed changes and a chapter about web testing.

CONCLUSIONS

In conclusion, this paper highlights the critical role that effective online marketing and a well-designed web presence play in today's competitive environment.

Through the analysis of Sushimix's current website, it has been demonstrated that improvements to key web elements can have a significant impact on customer engagement and satisfaction. The House of Quality methodology and competitor analysis in the second chapter propose improvements to the main page, menu and feedback sections, developed in line with Morville's (2004) UX principles and user needs outlined by Damian Ryan and Calvin Jones (2016), focusing on streamlining navigation, improving readability and promoting a more engaging and accessible user experience.

The proposal part of the thesis is a description of the implementation of the proposed improvements. As a result, improved main page, menu and feedback sections are presented in this part of the thesis. The technical solution was consulted with an IT specialist who clarified the process of changes implementing. Technical processing of the improvements is processed by IT specialist. The author of the thesis proposed graphic design and textual content and organizes testing which creates cost saving. Furthermore, the author of the thesis is responsible for web testing after proposals are implemented.

The final chapter also includes a timetable and economic evaluation for implementing the proposed solution.

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LIST OF ABBREVIATIONS

4Ps – Product, Price, Place, Promotion

7Ps – Product, Price, Place, Promotion, People, Process, Physical evidence

B2C – Business To Consumer

CRO – Conversion Rate Optimization

HOQ – House of Quality

HTTPS – Hypertext Transfer Protocol Secure

IT – Information Technology

SEO – Search Engine Optimization

UI – User Interface

UX – User Experience

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ANNEX 1: INTERVIEW TRANSCRIPTION

Interview transcriptions from the chapter “Comparison to Competitor’s website”. Interviews were originally in the Czech language, into English were translated with Deepl.com.

Respondent I:

1. How clear and concise do you find the information presented on both websites?

“The competitor provides more structured information”.

2. On a scale of 1 to 5, how would you rate the readability of the text on both sites?
What specific elements influenced your rating?

“Sushimix.cz - 4, Competitor – 5. Specific elements that influenced my rating are font and text structure”.

3. How visually appealing do you find each website designed?

“Competitor is more colorful and is full of information”.

4. What specific aspects contribute to or detract from this appeal?

“Colors, pictures and brand identity influenced my opinion”.

5. How easy is it to navigate the Sushimix.cz site compared to the competitor's site?
Can you describe any difficulties you have encountered?

“The competitor has much easier navigation than Sushimix.cz. On Sushimix.cz the navigation is more complicated; on the competitor it is simple. For example, I have experienced difficulties with choosing the way of delivery”.

6. Were you able to complete the tasks you set on both sites? If not, what barriers did you encounter?

“There were some minor hurdles at both sites, but overall, I made it through”.

7. Did you notice any features on either site that improved or hindered accessibility for users with disabilities?

“None of the websites are designed for people with disabilities when ordering”.

8. How well does the Sushimix.cz site perform on mobile devices in comparison to the site of its competitor?

“Both sites have their pros and cons, but Sushimix.cz is better adapted”.

9. What elements of the Sushimix.cz website contribute to or detract from your sense of trust and credibility in the site?

“Sushimix's website is less trustworthy because of the homepage, which contains no information”.

10. How secure do you feel when entering personal information on both websites?

“I feel secure on both sites as they use HTTPS”.

11. In your opinion, do the information and products on offer on both sites have a value proposition? Why or why not?

“Sushimix offers higher quality products, however, from the feel of the website it seems to be cheaper than the competition”.

12. On a scale of 1 to 5, how satisfied are you with your experience on the Sushimix.cz site compared to the competitor's site?

“Sushimix.cz – 3 and Competitor – 4”.

13. What specific improvements would you like to see on Sushimix.cz to make it easier to use?

“I would suggest improving the UX design of the SushiMix website because the user interface doesn't feel intuitive. For example, it's difficult to locate the order button on the homepage. Additionally, the product catalog looks clunky; at least 1/5 of the page is taken up by the profile header. On the other hand, I can appreciate the checkout process, as after registering, all the details are filled in automatically, saving time”.

14. Are there any features on the competitor's site that you would like to see available on Sushimix.cz?

“Yes, the most popular items are displayed on the competitor's site and can be added to the cart immediately from the homepage”.

Respondent II:

1. How clear and concise do you find the information presented on both websites?

“Sushimix.cz main page is slightly better, showing a clear customer-oriented approach. On the homepage, our advantages are highlighted in the "Why Choose Us" column, whereas on Competitor's site, the homepage gives the impression that they are trying to sell me something right away in the "Recommended" section. Sushimix.cz menu

presentation is also a bit better. Thanks to the small but clear photos, you can compare six items at once, while competitor displays large windows for each item, showing only 2-3 on the screen at a time”.

2. On a scale of 1 to 5, how would you rate the readability of the text on both sites?

What specific elements influenced your rating?

“Sushimix.cz – 4, Competitor – 3. My rating was influenced by such elements as font style, font size and content”.

3. How visually appealing do you find each website designed?

“The information on Sushimix.cz is clearer and easier to understand”.

4. What specific aspects contribute to or detract from this appeal?

“I can not specify”.

5. How easy is it to navigate the Sushimix.cz site compared to the competitor's site?

Can you describe any difficulties you have encountered?

“I've had trouble finding specific products on both sites. It is difficult to find the right sections on both websites”.

6. Were you able to complete the tasks you set on both sites? If not, what barriers did you encounter?

“Yes, I was able to complete all the tasks on both sites”.

7. Did you notice any features on either site that improved or hindered accessibility for users with disabilities?

“Competitor’s red color represented on the website is too bulging and straight up very aggressive looking, it was not comfortable to read. It may be difficult for people with color vision deficiency to use the web”.

8. How well does the Sushimix.cz site perform on mobile devices in comparison to the site of its competitor?

“Both sites have their pros and cons, but in my opinion Sushimix.cz is better adapted”.

9. What elements of the Sushimix.cz website contribute to or detract from your sense of trust and credibility in the site?

“Sushimix.cz is brighter and more colorful, I like the presence of photos and detailed product descriptions. I also like the autofill when placing an order. Sushimix.cz has a

"Favorites" tab where you can see what people order and choose most often, and it aligns with reality. Meanwhile, competitor doesn't have such a tab at all, as if they're hesitant to suggest popular products to new customers. Additionally, as I mentioned earlier, Sushimix.cz inspires more trust due to its homepage, which highlights their advantages rather than just promoting profitable sets".

10. How secure do you feel when entering personal information on both websites?

"I feel secure on both sites as they use HTTPS".

11. In your opinion, do the information and products on offer on both sites have a value proposition? Why or why not?

"Prices on Sushimix.cz are slightly higher, but considering the quality and selection of ingredients, I'd say the pricing there is reasonable, whereas Competitor has an excessively high markup. But in general, both sites have value proposition".

12. On a scale of 1 to 5, how satisfied are you with your experience on the Sushimix.cz site compared to the competitor's site?

"Sushimix.cz – 5, Competitor – 3".

13. What specific improvements would you like to see on Sushimix.cz to make it easier to use?

"Overall, it's convenient, but the categories could be more segmented. In the "Rolls" section, all rolls are grouped together, whereas they could be divided into categories like Philadelphia rolls, California rolls, Futomaki, etc.".

14. Are there any features on the competitor's site that you would like to see available on Sushimix.cz?

"There are no features on the competitor's I would like to add to Sushimix.cz".

Respondent III:

1. How clear and concise do you find the information presented on both websites?

"It's a 50/50. Competitor grabs attention with its homepage, which looks more modern and engaging. However, the menu is a disaster—Sushimix.cz clearly wins in this aspect".

2. On a scale of 1 to 5, how would you rate the readability of the text on both sites?

What specific elements influenced your rating?

"Sushimix.cz – 5, Competitor – 3. Font size, readability".

3. How visually appealing do you find each website designed?

“At first glance, the websites look identical. The overall design is very similar—fonts, colors, and what is placed on the homepage. It feels like they’re from the same company but are separate branches, clearly made on the same platform and following a single template. However, Competitor has more engaging details. For instance, the homepage features a sushi image with an interesting brand font, which immediately grabs attention (plus, the name itself piqued my interest even before I visited the site)”.

4. What specific aspects contribute to or detract from this appeal?

““PROČ NAŠE SUSHI?” section, which I found cool. I even read it all and liked it. BUT! When I visit a website not because I’m hungry or planning to order food, it’s a different story. Thinking back to my behavior when I actually want to order something (especially if I’m hungry), I’m not primarily interested in the fact that they often have promotions. Instead, I’m focused on being able to order something quickly and conveniently (which competitor offers, by the way).

Yes, the menu is at the top, but the button is relatively small and not immediately noticeable. As a result, I initially scrolled through the homepage before realizing where the menu button was. The “PROČ NAŠE SUSHI?” section is good, but either before or after it, I’d add a selection feature—perhaps showcasing Our recommendations or those very promotions they talk about.

Next, the Naše fotky section. SushiMix’s photos are beautiful, aesthetic, and fine. But Competitor’s photos convey their entire vibe—they match their branding. Their photos evoke emotion and feel alive, as if they have their own energy that makes you want to be part of it.

For example, imagine I’m a guy wanting to order sushi for a date with my girlfriend. I see a photo of a guy with sushi who clearly got kissed for bringing those sushi, and (whether consciously or not), I’m inclined to choose their sushi because I want to be kissed like that, too. In short, their photos include characters with stories, and that’s more engaging than just aesthetic images.

If we speak about Menu, here, SushiMix is more visually appealing. There’s a balance of colors that doesn’t strain the eyes, allowing you to browse and make choices comfortably.

Competitor's red color is too overwhelming, making it hard to see anything else, and the images become less noticeable. Moreover, the pictures are relatively small.

The way categories are listed on the left is odd and unintuitive—I didn't immediately realize those were the category options. To me, it feels like inefficient use of space. SushiMix wins here with larger photos, a small menu bar at the top, and a softer color palette.

Another standout feature is how SushiMix prominently highlights promotions right at the top when you open the menu page. This is very effective and immediately grabs attention”.

5. How easy is it to navigate the Sushimix.cz site compared to the competitor's site?
Can you describe any difficulties you have encountered?

“On Sushimix.cz, it's easy to find the necessary sections, but navigating the competitor's website was more challenging. I could not find menu section on Sushimix.cz. Yes, the menu is at the top, but the button is relatively small and not immediately noticeable. As a result, I initially scrolled through the homepage before realizing where the menu button was. The “PROČ NAŠE SUSHI?” section is good, but either before or after it”.

6. Were you able to complete the tasks you set on both sites? If not, what barriers did you encounter?

“I was able to complete all the tasks on both sites without much trouble”.

7. Did you notice any features on either site that improved or hindered accessibility for users with disabilities?

“I haven't noticed on any”.

8. How well does the Sushimix.cz site perform on mobile devices in comparison to the site of its competitor?

“Both websites operate in the same way”.

9. What elements of the Sushimix.cz website contribute to or detract from your sense of trust and credibility in the site?

“Neither of the websites raised any doubts regarding trustworthiness. If I were stricter, Competitor has a link to TripAdvisor reviews in addition to Google, which is a bonus, but not a particularly significant one”.

10. How secure do you feel when entering personal information on both websites?

“I feel secure on both sites as they use HTTPS”.

11. In your opinion, do the information and products on offer on both sites have a value proposition? Why or why not?

“Sushimix.cz stands out with its promotions, while Competitor catches attention with its creative names. Otherwise, both sites offer something appealing, and the prices seemed roughly the same, making them equally valuable in terms of overall experience”.

12. On a scale of 1 to 5, how satisfied are you with your experience on the Sushimix.cz site compared to the competitor's site?

“Both websites – 5”.

13. What specific improvements would you like to see on Sushimix.cz to make it easier to use?

“As I mentioned in the first question—adding a food selection option to the homepage would be a great improvement. Otherwise, the site is convenient and easy to navigate”.

14. Are there any features on the competitor's site that you would like to see available on Sushimix.cz?

“The websites have identical functionality”.

Respondent IV:

1. How clear and concise do you find the information presented on both websites?

“The information on Sushimix.cz is easy to understand”.

2. On a scale of 1 to 5, how would you rate the readability of the text on both sites? What specific elements influenced your rating?

“Sushimix.cz – 5 and Competitor – 3. I would note fonts, colors of the fonts, text variety”.

3. How visually appealing do you find each website designed?

“Visually, I prefer Sushimix.cz because of its unusual design”.

4. What specific aspects contribute to or detract from this appeal?

“I like the pictures and the colors”.

5. How easy is it to navigate the Sushimix.cz site compared to the competitor's site?

Can you describe any difficulties you have encountered?

“The navigation on Sushimix.cz is much simpler than that of the competitor. I wasn't able to find the product I wanted on Competitor's website”.

6. Were you able to complete the tasks you set on both sites? If not, what barriers did you encounter?

“Yes, I was able to complete all tasks on both websites without any major issues”.

7. Did you notice any features on either site that improved or hindered accessibility for users with disabilities?

“There is no such features on these websites”.

8. How well does the Sushimix.cz site perform on mobile devices in comparison to the site of its competitor?

“Sushimix.cz works well on mobile devices, unlike its competitor. It takes too long to open competitor's website”.

9. What elements of the Sushimix.cz website contribute to or detract from your sense of trust and credibility in the site?

“Pictures of the products, links to social medias, possibility to leave feedback”.

10. How secure do you feel when entering personal information on both websites?

“Sushimix.cz is more trustworthy because of the security signs such as HTTPS and for example feedback section”.

11. In your opinion, do the information and products on offer on both sites have a value proposition? Why or why not?

“Sushimix.cz offers a wider variety, which is key for me in making a choice”.

12. On a scale of 1 to 5, how satisfied are you with your experience on the Sushimix.cz site compared to the competitor's site?

“Sushimix.cz – 5, Competitor – 3”.

13. What specific improvements would you like to see on Sushimix.cz to make it easier to use?

“I would recommend to add information about history of the restaurant because it may help to build deeper relations with customer. Furthermore, it would be fine to add real comments of the customers to the main page”.

14. Are there any features on the competitor's site that you would like to see available on Sushimix.cz?

“I think that websites are pretty similar to each other in terms of features”.

Respondent V:

1. How clear and concise do you find the information presented on both websites?

“Both websites have some unclear aspects such as menu structure and information about restaurants, but overall, the information is straightforward”.

2. On a scale of 1 to 5, how would you rate the readability of the text on both sites?
What specific elements influenced your rating?

“Both websites – 5. I would mention font style, the way the text is written”.

3. How visually appealing do you find each website designed?

“Visually, I prefer Sushimix.cz because of its modern design”.

4. What specific aspects contribute to or detract from this appeal?

“I would highlight professional pictures”.

5. How easy is it to navigate the Sushimix.cz site compared to the competitor's site?
Can you describe any difficulties you have encountered?

“On Sushimix.cz, it's easy to find the necessary sections, but on the competitor's website, it was more difficult”.

6. Were you able to complete the tasks you set on both sites? If not, what barriers did you encounter?

“Yes, I was able to complete all the tasks on both sites without any difficulties”.

7. Did you notice any features on either site that improved or hindered accessibility for users with disabilities?

“No, I haven't noticed any such features that would hinder or create barriers for this type of user, in my opinion, both sites are light and easy to use for all people”.

8. How well does the Sushimix.cz site perform on mobile devices in comparison to the site of its competitor?

“Both websites have their advantages and disadvantages, but Sushimix.cz is better adapted”.

9. What elements of the Sushimix.cz website contribute to or detract from your sense of trust and credibility in the site?

“For me, there are no trust factors on the website; I primarily trust the business itself and the people who work there. Therefore, my trust is based on order experiences and checking reviews from acquaintances, as well as reviews on Google Maps and the website”.

10. How secure do you feel when entering personal information on both websites?

“I didn't feel secure about my information because these websites were designed for general use, and the site could have flaws in its security code. No website in the world is 100% secure, so I try to input only non-critical information”.

11. In your opinion, do the information and products on offer on both sites have a value proposition? Why or why not?

“Both establishments offer good products, and the price is related to their quality. However, I also understand that sushi is not an everyday food, and it is a high-class product, so the price reflects that”.

12. On a scale of 1 to 5, how satisfied are you with your experience on the Sushimix.cz site compared to the competitor's site?

“Sushimix.cz – 5, Competitor – 4”.

13. What specific improvements would you like to see on Sushimix.cz to make it easier to use?

“I would suggest creating templates for regular customers who always order the same thing, so with just one click, the order is placed exactly as they usually prefer. I would also implement a courier tracking feature and add a category search filter. For instance, if you want a product without tomatoes, you can click on the "no tomatoes" button, and all products containing tomatoes would disappear from the menu”.

14. Are there any features on the competitor's site that you would like to see available on Sushimix.cz?

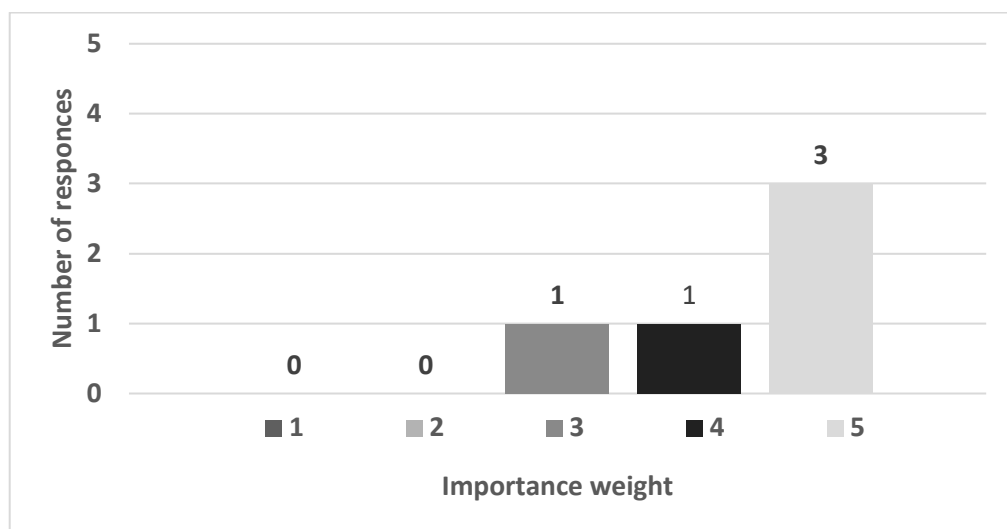
“No, I'm satisfied with everything. In my opinion, the websites are very similar in terms of interface and usability, but the color scheme on the Sushimix website is much more pleasant than the competitor's. The competitor's color scheme is too aggressive”.

ANNEX 2: CUSTOMER REQUIREMENTS ON THE WEBSITE

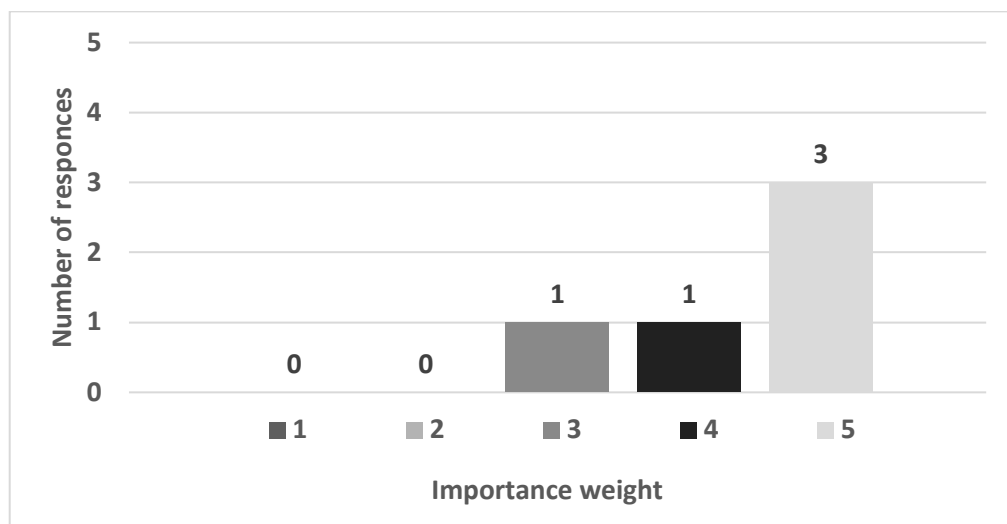
Questionnaire aims to define customer requirements on the web in order to create House of Quality.

1. Please rate the importance of this aspect: **Text content with information about the restaurant.** (e.g.: An “About Us” section with details about the restaurant’s history, information about the head chef, the origin of ingredients, or special offers).

Focus Group I:

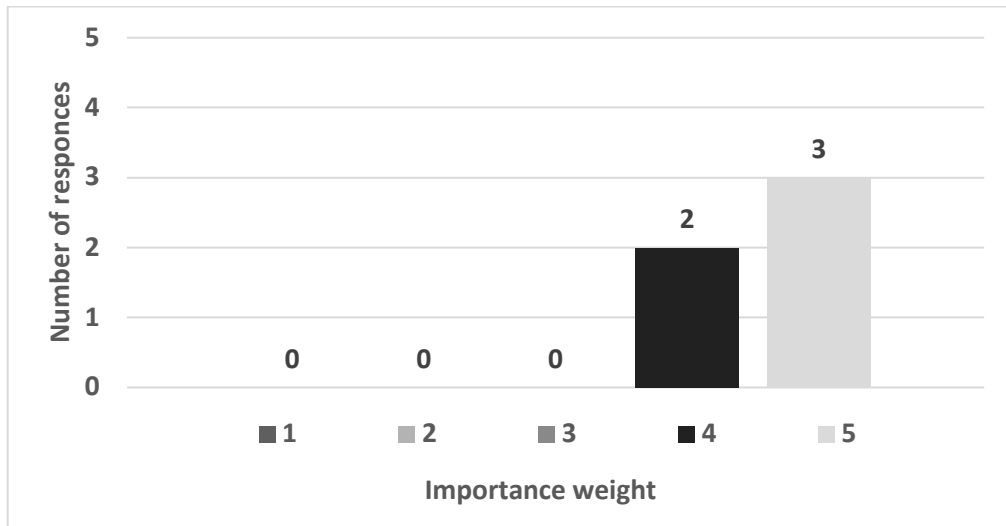


Focus Group II:

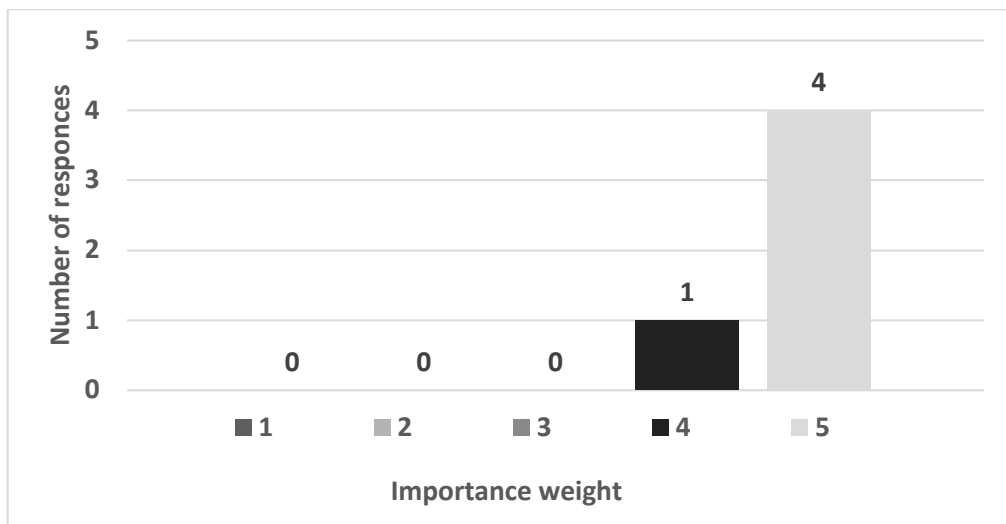


2. Please rate the importance of this aspect: **Implementation of headings and sub-headings** (e.g.: *Using headings and subheadings improves the readability, structure and accessibility of a website, making it easier for users to navigate and understand the content*).

Focus Group I:

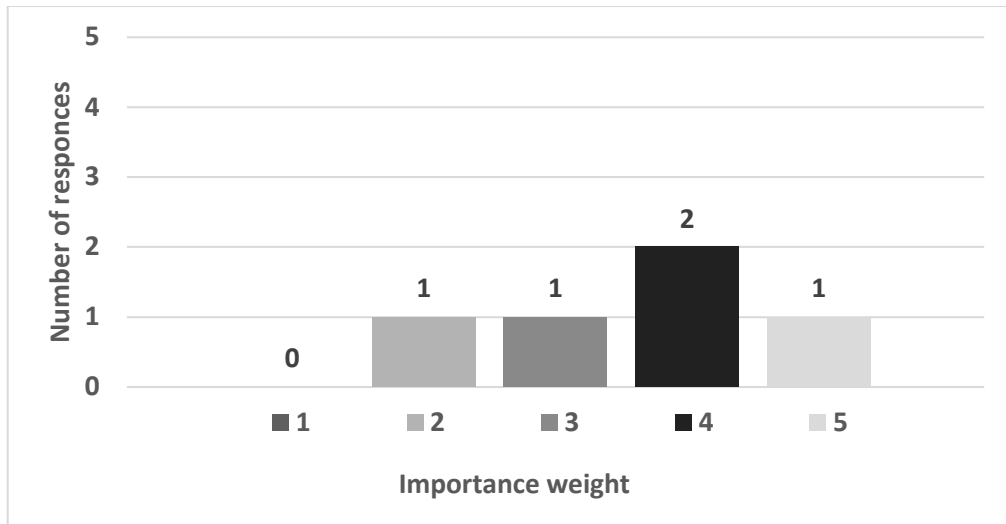


Focus Group II:

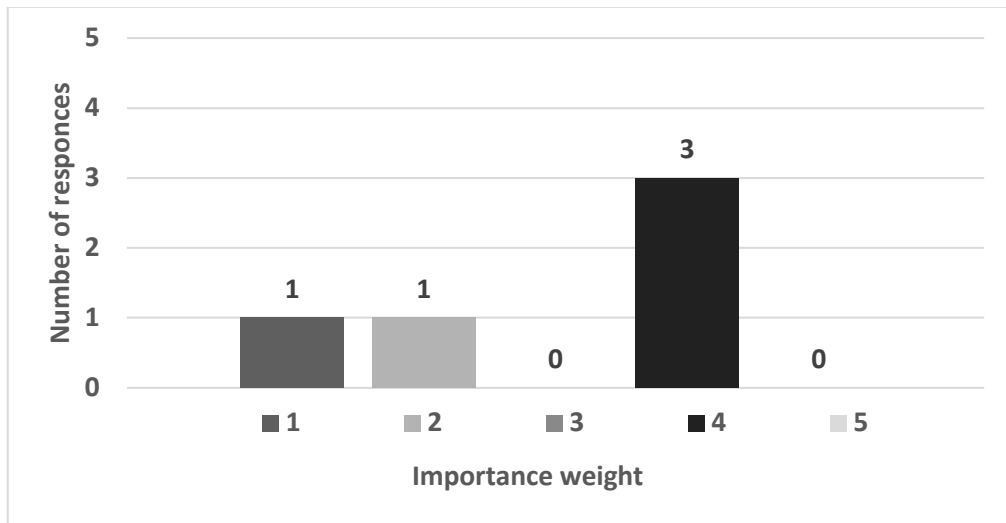


3. Please rate the importance of this aspect: **Social media integration** (e.g.: A “Join Us on Instagram” section with publications from Instagram).

Focus Group I:

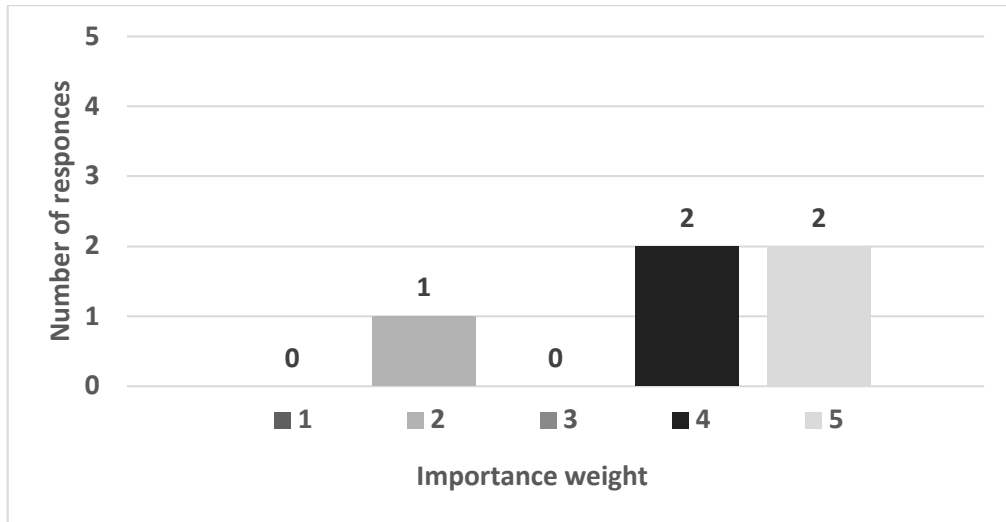


Focus Group II:

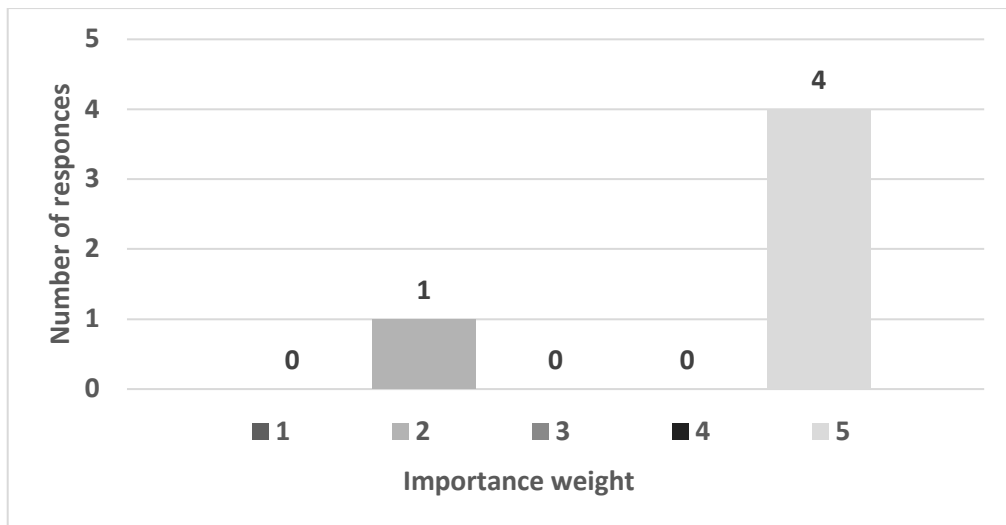


4. Please rate the importance of this aspect: **Product listing on the main page** (e.g.: *A visible overview of available dishes, with prices and images displayed on the main page for easy selection*).

Focus Group I:

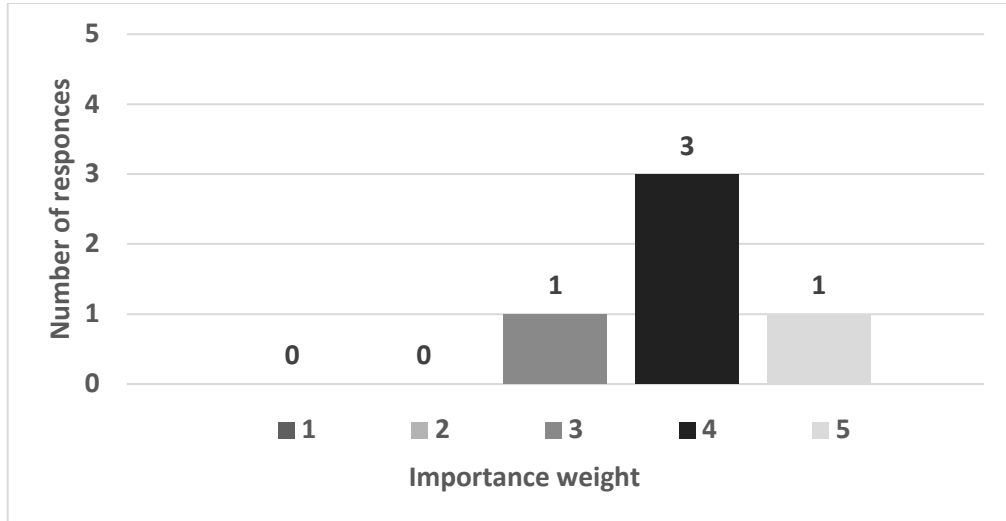


Focus Group II:

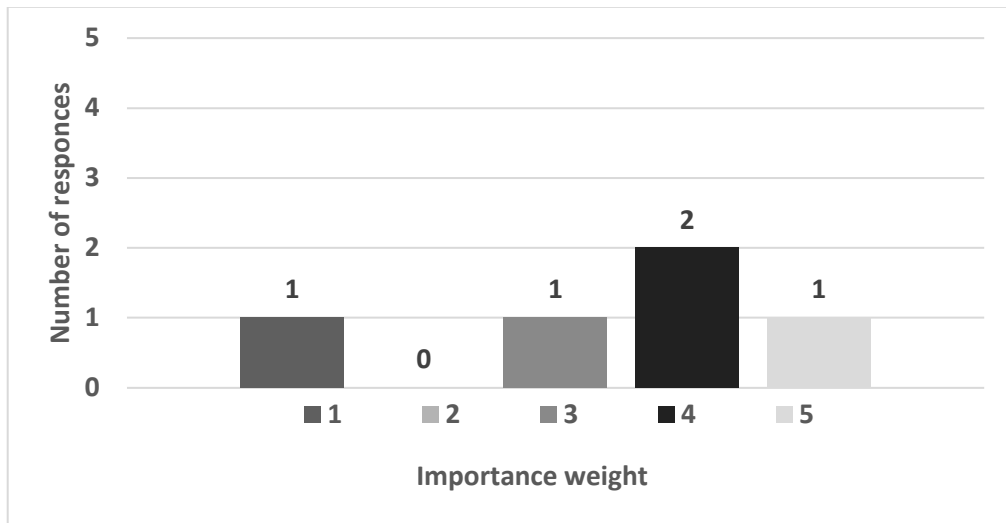


5. Please rate the importance of this aspect: **Font style and RGB colors aligning with the brand** (e.g.: Use of brand-specific colors and fonts).

Focus Group I:

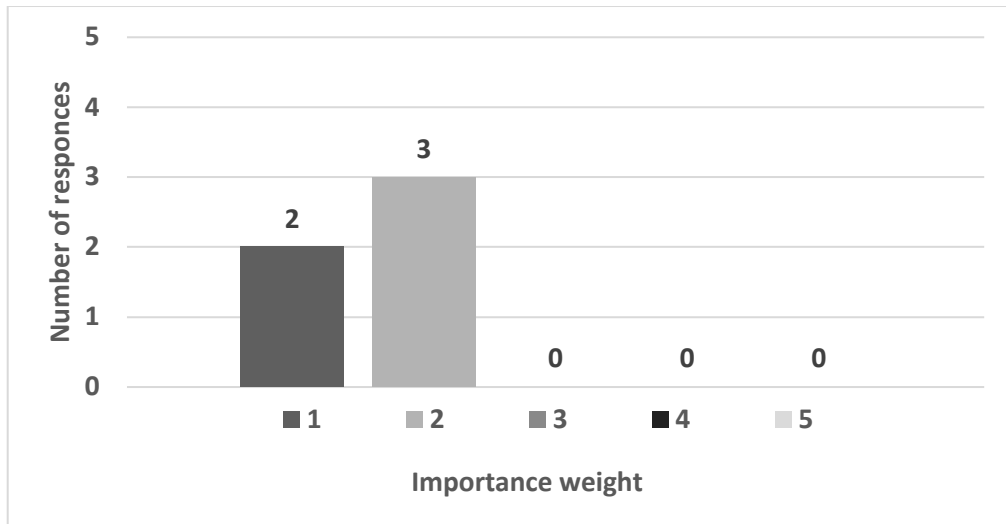


Focus Group II:

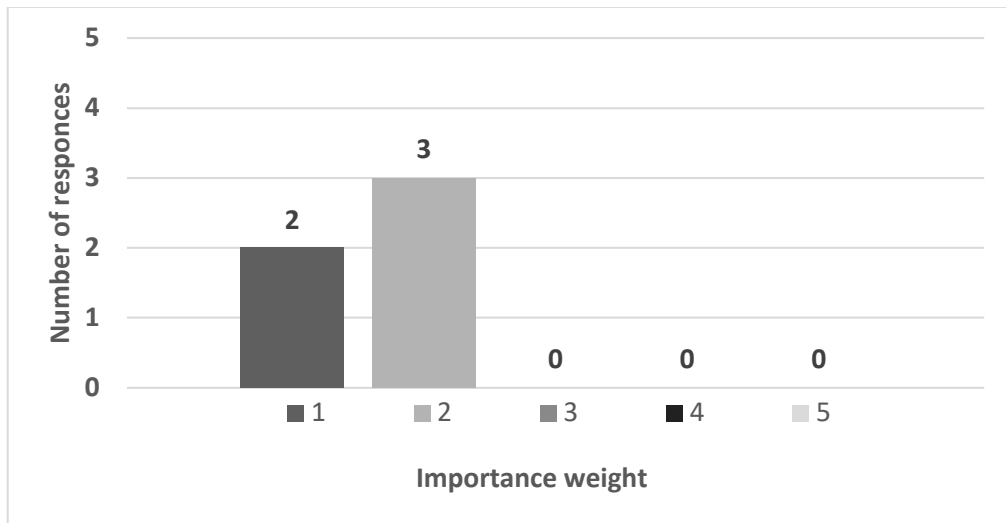


6. Please rate the importance of this aspect: **Section such as “Our recommendations”**
(e.g.: An “Our recommendations” section with the most popular products).

Focus Group I:

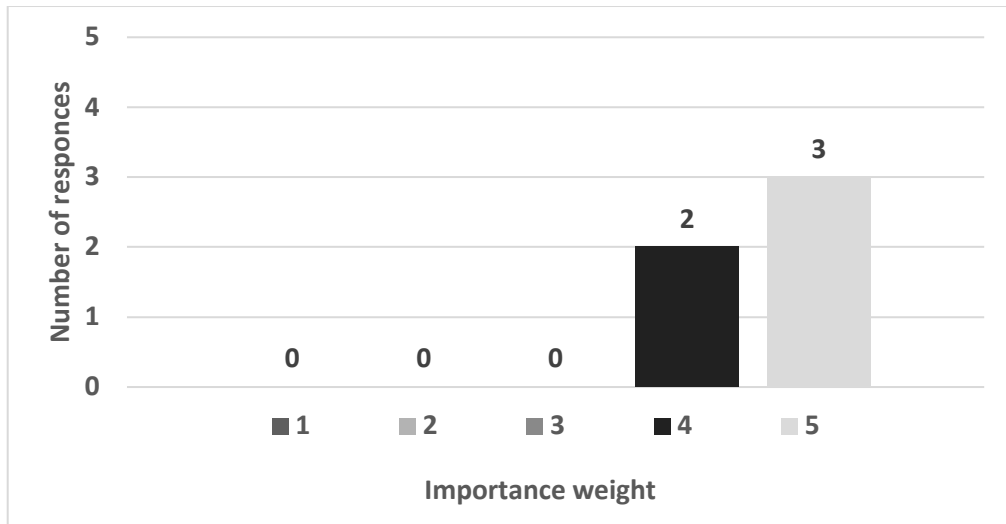


Focus Group II:

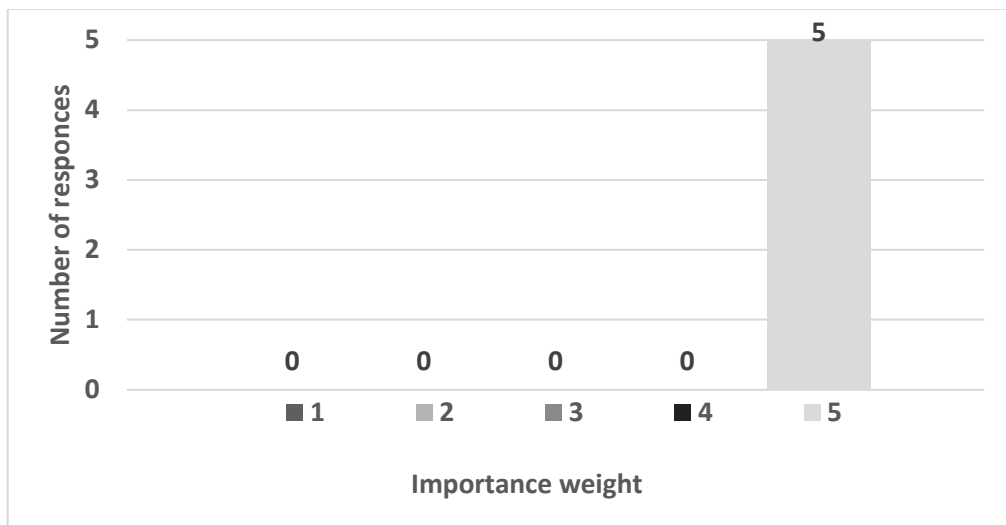


7. Please rate the importance of this aspect: **Filtering option** (e.g.: "spicy," "with salmon," etc.).

Focus Group I:

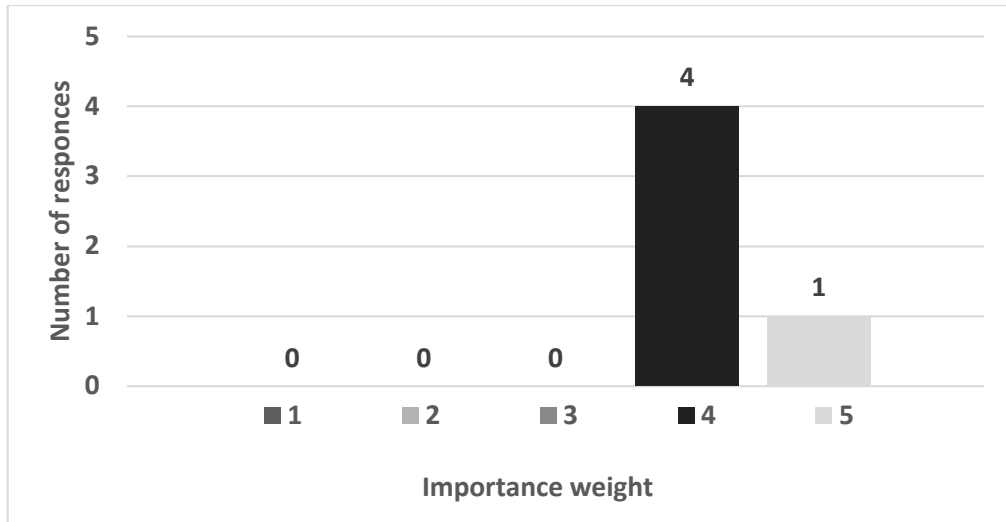


Focus Group II:

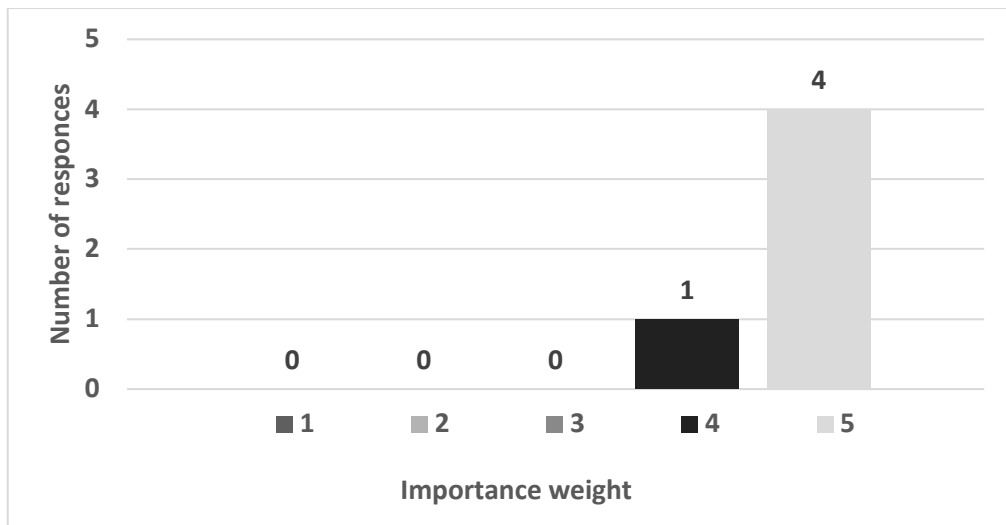


8. Please rate the importance of this aspect: **Intuitive navigation** (e.g.: *Intuitive navigation ensures that users can easily find the information they are looking for on a web site without getting confused or frustrated*).

Focus Group I:

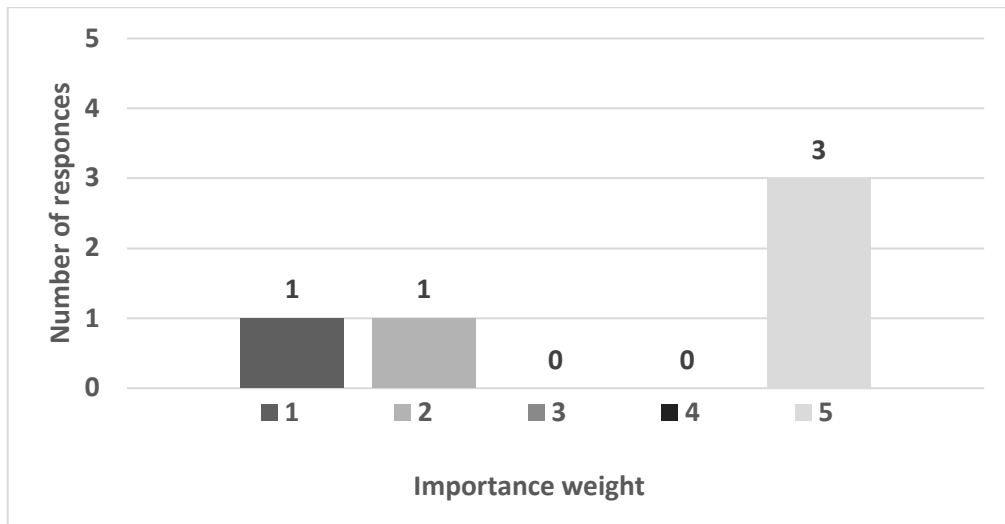


Focus Group II:

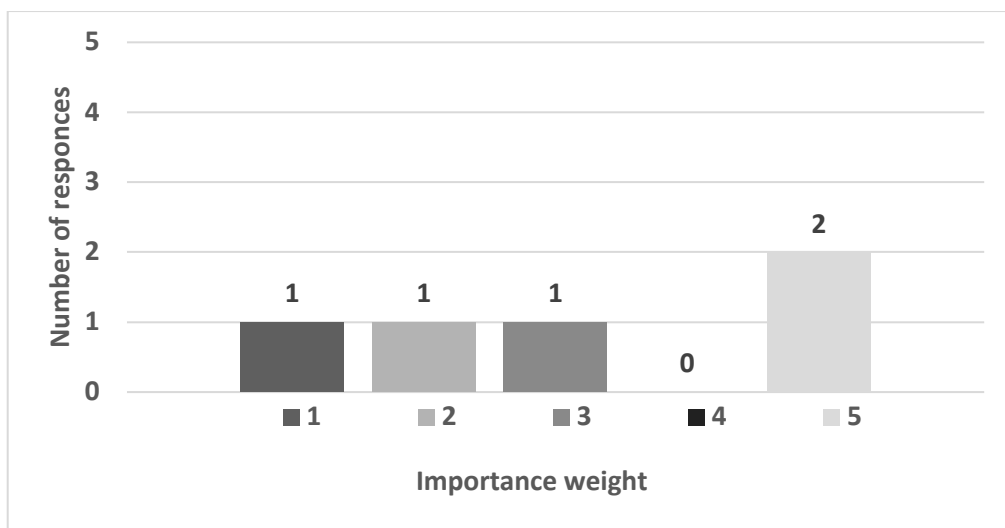


9. Please rate the importance of this aspect: **Accessibility options for people with disabilities** (e.g.: *Font size adjustment, high-contrast mode for visually impaired users, and screen reader compatibility*).

Focus Group I:

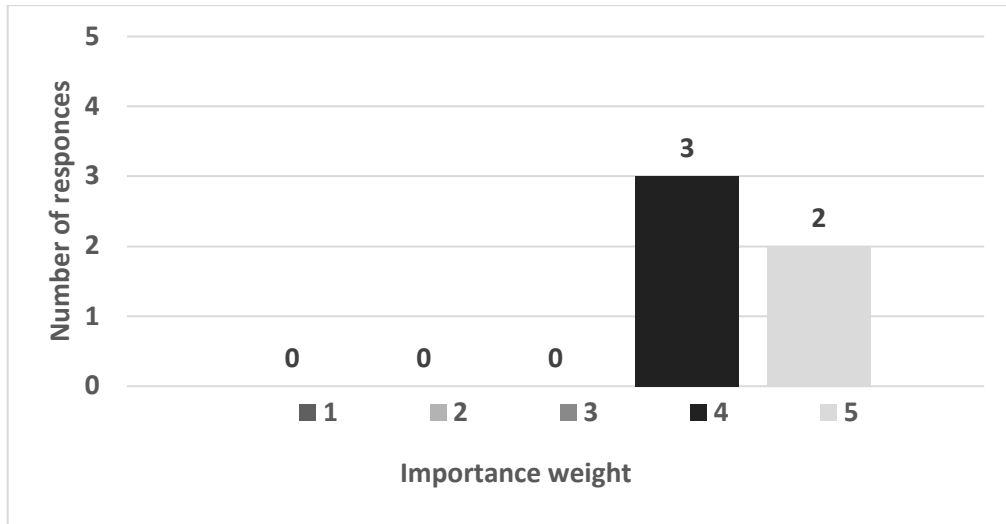


Focus Group II:

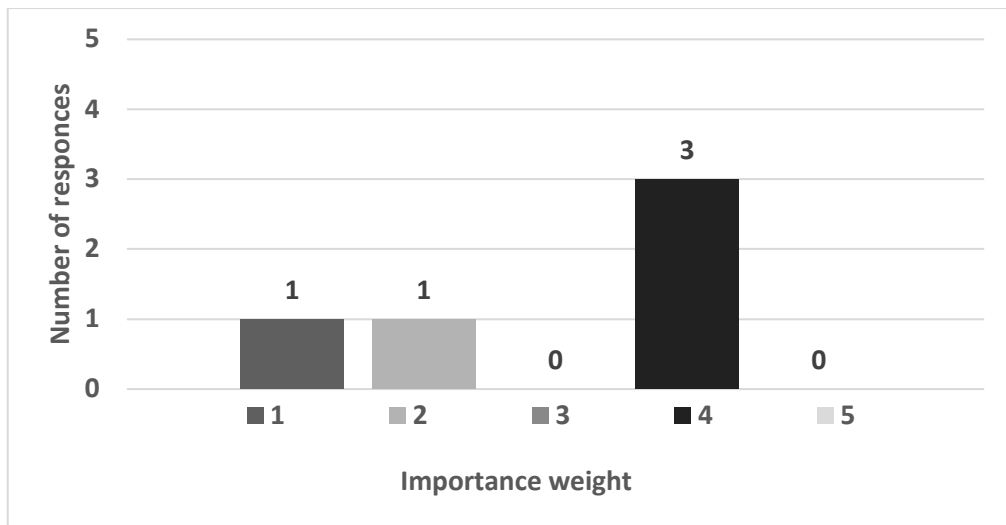


10. Please rate the importance of this aspect: **Visual appeal through brand-consistent media** (e.g.: *High-quality food photos, videos about food preparation, or promotional content that aligns with the brand's identity*).

Focus Group I:

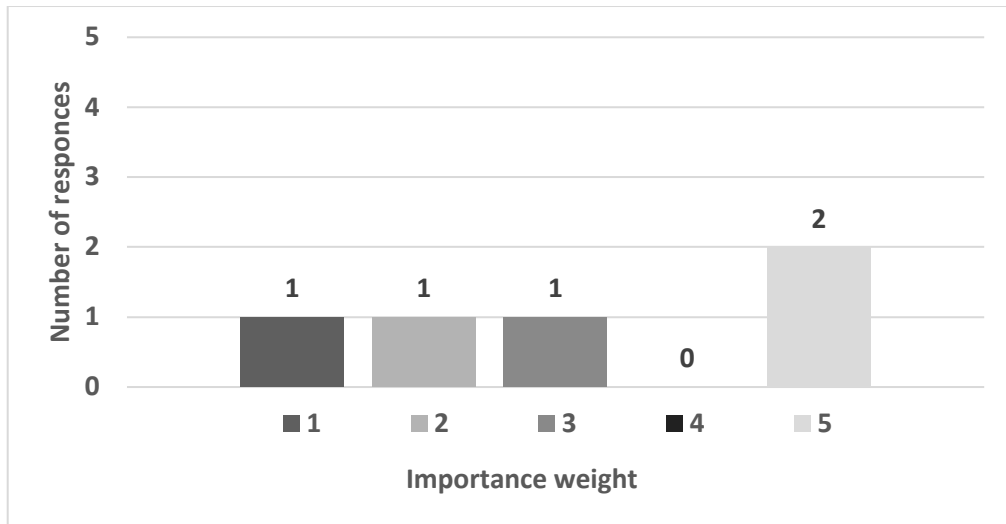


Focus Group II:

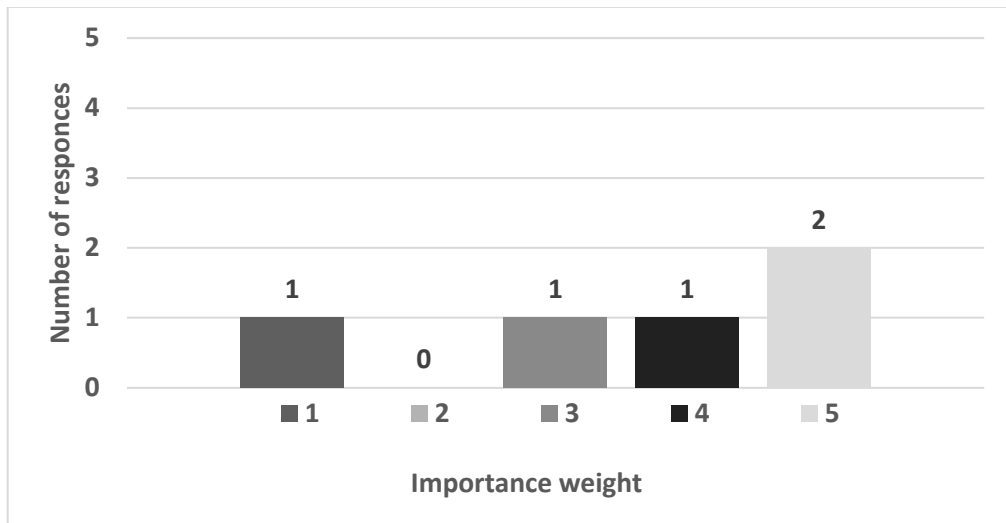


11. Please rate the importance of this aspect: **Secure design through HTTPS** (e.g.: A lock icon in the URL indicating the website is secure, and user data is protected).

Focus Group I:

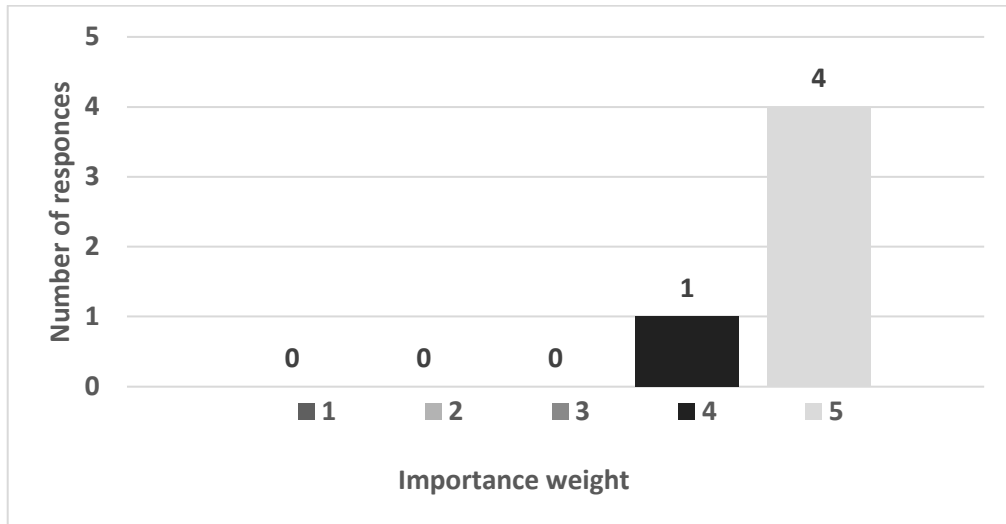


Focus Group II:

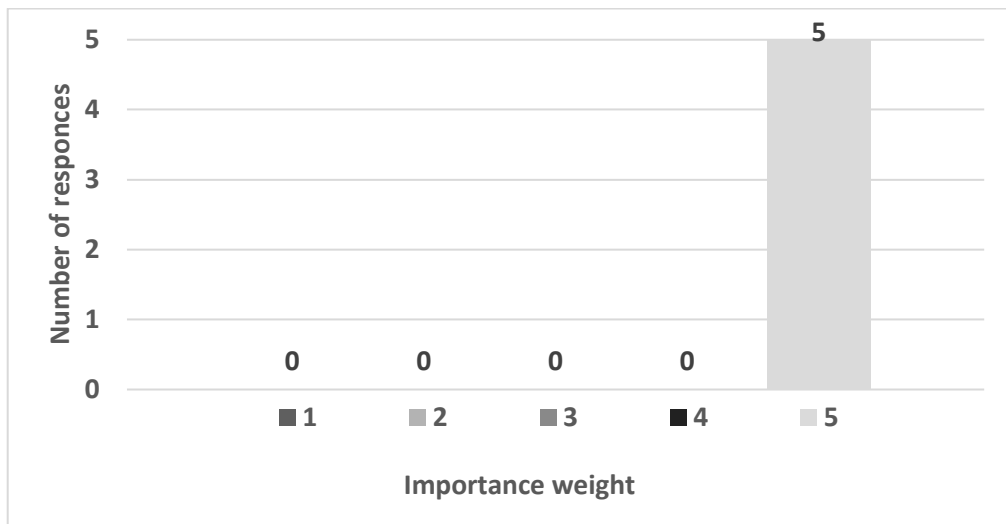


12. Please rate the importance of this aspect: **Web testing** (e.g.: *Web testing ensures that a website works properly and provides a smooth and error-free experience for users. It involves the testing of various aspects of the website to ensure that users are able to navigate easily, find relevant content and carry out the desired actions without any problems*).

Focus Group I:

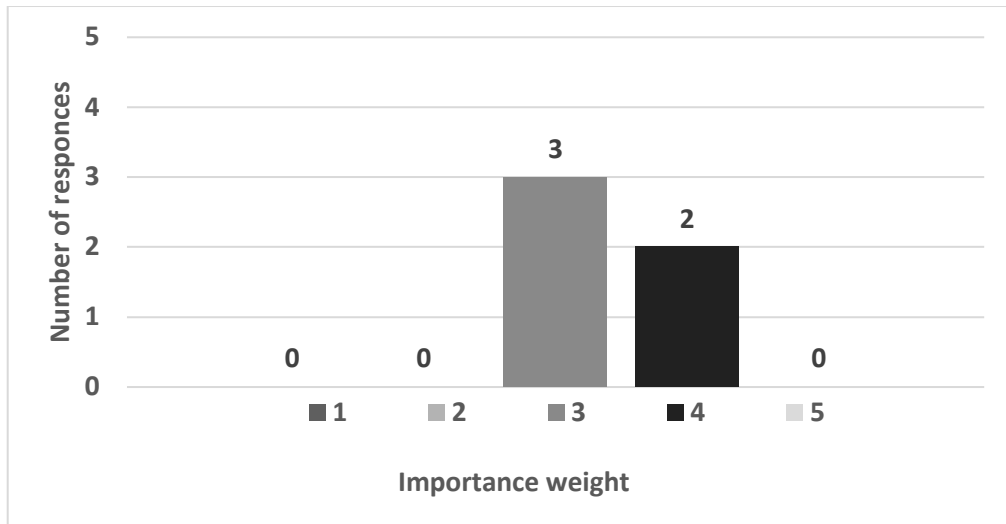


Focus Group II:

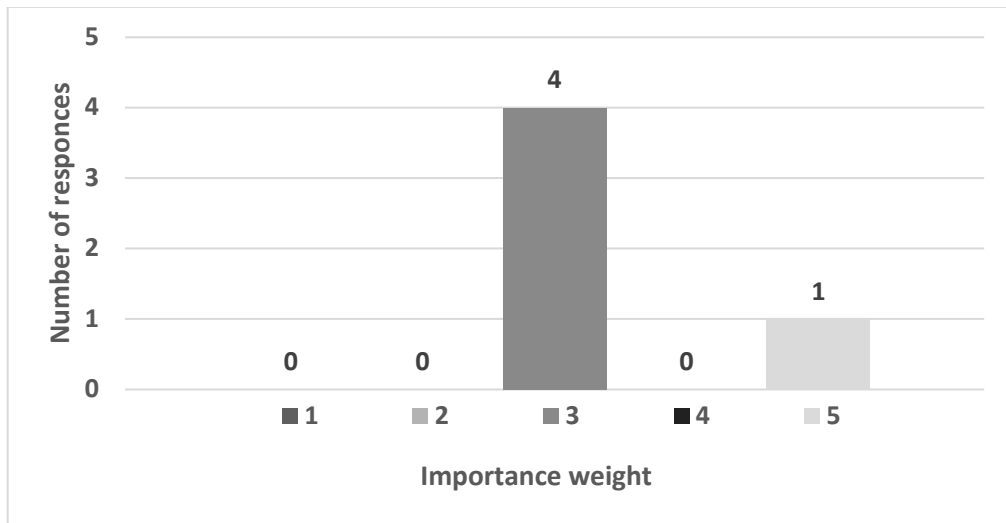


13. Please rate the importance of this aspect: “**Customer reviews**” section (e.g.: A “Customer reviews” section where reviews from other customers are precented).

Focus Group I:



Focus Group II:



ANNEX 3: COMPLETE HOUSE OF QUALITY DIAGRAM

