

Developing a website for a small business

Case: Lihakauppa Roslund Ky

Kira Björkroth

Thesis

Degree Program for Multilingual

Management Assistants

2013





Author or authors Kira Björkroth	Group or year of entry 2009
Title of thesis Developing a website for a small business Case: Lihakauppa Roslund Ky	Number of pages and appendices 33
Supervisor or supervisors Merja Drake	
<p>The main purpose of this thesis was to create a development plan for the website of a small business. The objective of this research was to find out how to create a functional website that serves the needs of the commissioner's clients and also expands the visibility of the company.</p> <p>The commissioner of this research is Lihakauppa Roslund Ky, which operates in the meat wholesale and restaurant fields. This company has a history that dates back to the 1930's. Currently they have three places of business in the Helsinki area; a wholesale which serves mostly restaurants and canteens all over Finland and two bistros/butcher's shops that offer both restaurant services and sell meat and charcuterie to consumers in the capital region.</p> <p>The commissioner has had the same website for more than a decade and the site was in need of updating since corporate communication nowadays is very much based on the web. This new site will take the company to a new level in terms of digital communication, allowing it to interact more with its clientele.</p> <p>The material for this research was gathered from discussions with both Lihakauppa Roslund Ky and its advertising agency. Theoretical information was attained from instructional books concerning communication and web design.</p> <p>Based on the results of the research made in this thesis, the basis of a good website can be said to be its clear content and ease of use. This was also the objective I myself, as well as the commissioner of this thesis had for the new site. Based on the final plans, this expectation will very likely be accomplished.</p>	
Keywords Websites, digital communication, small business, website usability	

Table of contents

1	Introduction.....	1
2	Thesis commissioner	3
3	Background information.....	4
3.1	Digital communication.....	4
3.2	The Internet as a place of business.....	5
3.3	Reason for the change.....	5
3.4	Assessment of the current website.....	6
3.4.1	Starting point - content.....	6
3.4.2	Starting point - overall visual appearance.....	7
3.4.3	Starting point - updating and visitor tracking.....	8
4	Planning the new site.....	10
4.1	Starting the process.....	10
4.2	The function of the website.....	11
4.3	Functional design.....	13
4.3.1	Links and navigation.....	14
4.4	Website content.....	15
4.5	Pictures.....	17
4.6	Overall visual appearance.....	18
4.7	Increasing visibility and credibility.....	18
4.8	Social media elements.....	19
4.9	Updating.....	20
4.10	Target groups and tracking visitors.....	21
4.11	Problems.....	22
5	Execution and results.....	24
5.1	Final plan - structure.....	24
5.2	Final plan - content.....	26
5.3	Final plan - visual appearance.....	26
5.4	My role.....	28
6	Discussion and suggestions for future developments.....	29
6.1	Discussion.....	29
6.2	Suggestions for future developments.....	30

1 Introduction

The objective for my thesis is to plan a new and functional website for Lihakauppa Roslund Ky.

As my father is the owner of the commissioner company and my whole family works in the company in question I have been able to examine the company close by during my whole life. As I was the only person in our family not working in the company until December 2012, I have also been able to observe the operations as an outsider.

I had of course seen the website of the company many times before starting to work for the company, but it was not until I started working when I saw the actual problems about the website. Many very basic things, such as opening hours or contact information were not updated to the website and visitors of the site could really not get any information from the website. The website did not give the company any extra value and actually it would have been better not to have a site at all than having a site that does not serve anyone.

In this day and age, the Internet is the place to be. It is the number one spot for information retrieval as well as a place for communication. Finnish people in particular are very active online. Many of us run errands, chat, shop and search for information online on a daily basis. If you cannot find a company on the web, people might forget it even exists. This is why it is such an important thing to have a website; the website is the company's visiting card for the modern age. But not only is it important to exist on the web, you also have to keep up to date. If your site does not offer current information, visitors can leave for another site with just one click. For these reasons in particular I wanted to be a part of creating a new website for Lihakauppa Roslund and help them take a step forward into the digital age.

My thesis was conducted as a procedural project. The thesis was a process which started with the original website and then ended with the result of the new website. The process was divided into various steps and examined by procedural methods. A

procedural thesis first identifies the problem, in my case the problems of the website, and then states the major assumptions. It also discusses the significance of the undertaking, gathers information and analyses the data, and finally offers a conclusion or recommendation.

Chapter 2 will present the thesis commissioner in more detail and in chapter 3 the need of the thesis will be discussed. It will also include an assessment of the original website and general information about digital communication. Chapter 4 will offer theoretical information about planning successful websites and chapter 5 will present the results of the thesis. In chapter 6 I will discuss and assess the process of the completing my thesis as a whole and also offer recommendations for further development.

2 Thesis commissioner

The thesis commissioner is Lihakauppa Roslund Ky, which is a limited partnership and a family-run butcher's shop that was founded already in 1935. Today, the company is run by the fourth generation of the Roslund family.

The company started as a small cheese shop in the Old Market Hall in Helsinki almost 80 years ago. Sometime between the 1950's and 1960's the company moved over to the meat industry. In 1987, the current owner expanded into wholesale trade. During the year 2012 the company expanded its trade also to the restaurant field by opening two bistro-style restaurants/butcher's shops. The company employs about 20 employees and has three different places of business, which all serve different target groups. The two bistros are situated in very different environments; one in the renewed Market Hall in Hietalahti and one in the Teurastamo area, a former area for slaughter houses and wholesale businesses. The company's two butcher's shops and bistros serve consumers in the capital area and the wholesale section provides meat mostly to restaurants and canteens all over the country.

The company has a long history and is quite well known in the Helsinki area, among both consumers as well as restaurants. By entering the restaurant field, the company is now starting something new, but that does not mean that the history behind everything should be forgotten. The company values its traditions and the website commissioned should also highlight these traditions as well as embrace the current trends.

3 Background information

Today, corporate websites act as the company's business cards. The Internet is one of the most important platforms for corporate communication and websites are the most valuable marketing space. The effect of websites is much bigger than one could imagine; more and more potential clients familiarize themselves with a company's website before even considering using the company's services or products (Nielsen & Tahir, 2002, 1). Internet marketing and communication offers benefits for both the companies and the customers. For costumers the use of the Internet is easy and can be used from the comfort of their own home. Companies, on the other hand, get an interactive connection with the client and can also react quickly to any feedback, problem or inquiry. (Viitala & Jylhä, 2007, 116.)

In the next paragraphs I will discuss the importance of corporate communication and digital communication, and the Internet as a place of business. I will also assess the old website of Lihakauppa Roslund and indentify its problems and advantages.

3.1 Digital communication

According to Internet World Stats (2012) there are over two billion people who use the Internet daily and Finnish people belong to the group of the most enthusiastic web-users in the world. The Internet only gets bigger and bigger, so in this day and age digital communication is vital. For instance, Finnish people use the Internet to do shopping, to maintain social relationships, to gather information and to run everyday errands. A study conducted in 2009 reveals that 82 % of Finns aged 16-74 had used the Internet regularly during the previous three months, making Finland one of the leading countries of Internet usage. (Finish Statistics 2011; Kohvakka 2009.) Since people in Finland are so active online, it is important for also companies to invest in web communication. According to Statistics Finland's study conducted in 2012, 91% of companies with more than 10 employees had their own website. Overall according to statistics gathered, it was very common that Finnish companies of all sizes had their own website: practically 99% of large-scale enterprises had their own site and also 86% of small businesses had a website. (Finnish Statistics 2012)

All of the statistics mentioned above tell that the Internet has a massive input on communication today, but how can it be used wisely and efficiently for digital communication? Elisa Juholin writes that web communication is efficient when you need a diversely interactive channel, independent of time and place. If a web service is left as a static and uninteractive pile of documents, the potential advantages are completely lost. (Juholin, 2009, 264). Also, without a clear and understandable strategy for digital communication it is impossible to focus the operations of web communication correctly. The web communication strategy is based on the entire communication strategy; web communication is mirrored on the goals set for the whole of the business activity. (Juholin, 2009, 252.)

3.2 The Internet as a place of business

Websites should be thought as the same kinds of places of business as the concrete places of business because their existence is based on the same rules as the existence of the physical places of business. Before starting up your place of business on the Internet, you should be able to establish the goals of the website as well as the reason behind it. (Juslén, 2009, 153.) Websites should not be there just for the fun of it but they need to have a purpose. In my opinion, there is a purpose and goals behind Lihakauppa Roslund's original website, but it is just not as clear as it could be. The aim of the new website is to clarify the goals and purpose on the site, so that people are able to understand the history and tradition of the company.

In addition to the Internet being a place for open communication, it can be also utilized for various marketing purposes. In this case, the commissioner is renewing the website also because it wants to increase visibility and strengthen their brand.

3.3 Reason for the change

The company in question, Lihakauppa Roslund Ky, has had pretty much the same design for their website for almost a decade and the website is very much out-of-date.

The company has been operating in the meat industry since the 1960's and has now branched out into the restaurant field. With the current changes in the company, the new website should contain information that serves not only the meat wholesale but also the two new bistro-style restaurants and butcher's shops. The opening of the new bistro-shops has given the company a lot of visibility and media attention so it would be important that also their website would give new curious customers a professional image of the company.

3.4 Assessment of the current website

In order to start the process I needed to identify the problem with the site and assess the current state of the website as a whole.

3.4.1 Starting point - content

The commissioner's website www.roslund.fi does not currently have very much content. The site is categorized into eight different sections or sub-pages: Front page, Wholesale, Orders, Season's menu, Info, Contact information and brief information both in Swedish and English. The headings are not very informative; for instance, under the heading "info" there is a blanket for giving feedback. The headings are confusing as it is and the sub-pages behind these headings do not seem to give very much relevant information either. Almost the same information is mentioned in many of the sub-pages. For example, "Orders", "Wholesale" and "Contact information" all include only the contact information of the company. So basically the "Orders" and "Wholesale" pages do not give any additional information that the "Contact information" page does not already give.



Figure 1 A screenshot of the old front page

In addition to the design being a little stuffy and out-of-date, the information on the page does not seem updated; in March the “Season’s menu” section offers information on how to cook your Christmas ham. Also, the page does not offer any information about the newly-opened bistro and butcher’s shop in Hietalahti Market Hall, besides the opening hours.

3.4.2 Starting point - overall visual appearance

Nowadays also the social media aspects are valued and it would be wise to have links to various social media in the front page of the website. There currently is a link to the company’s Facebook page, but the link is not visible enough on the front page. The link is buried under the lunch menu and it is so small that it really does not even catch the visitor’s attention. It would also bring extra value if there would be a mobile version of the web page. In this day and age when people are very much on the go it would be helpful for people to easily check the opening hours and the address of the shop with their smart phone.

When it comes to the overall design of the page, my personal opinion is that the background colors, pictures and general design of the page are stuffy and old. The basic colors used in the logo and other marketing material are dark brown and white, and I think they are still going to work nicely even though the design will be changed. Nevertheless the website is in definite need of some visual “freshening up”.

Also, all of the information is squeezed in the middle of the page and there is a lack of pictures. There are only a couple of pictures in the banner of the page and in my opinion they fail to do any good. It is, of course, not wise to just load the page with dozens of pictures, if the pictures are completely irrelevant. But when the pictures are good and carefully selected, they can enrich the message of the site.

The website design also seems a little bit home-made, which really does not give a very professional image to the public.

3.4.3 Starting point - updating and visitor tracking

Currently, the website is maintained by an external company, Groovehouse, which is a company that produces media solutions such as websites and radio commercials. All updates, big or small, are done through them. Basically, every week's lunch menu, for instance, has to be emailed to the administrator who then updates the information to the website. If any changes would come after this, it should again be emailed to the administrator who makes the changes. Also, if it would happen that the administrator was not on duty for some reason, any quick updates that should be done to the site would have to wait. This is one point that definitely needs a change; one of the objectives of this process is that the site could be maintained by the commissioner so that all information on the site could be easily and quickly updated. The website has originally also been designed by Groovehouse, but most likely they will not be used in this project, just because the commissioner wants to see a different kind of approach to the design.

The original page did not have a way to monitor the amount of people visiting the site. This would have been a very interesting piece of information to know and would have been an advantage also when planning the content of the new site.



Figure 2 A screenshot from the old www.roslund.fi wholesale subpage (<http://www.roslund.fi/tukku.htm>).



Figure 3 A screenshot from the old www.roslund.fi frontpage (<http://www.roslund.fi/index.htm>)

4 Planning the new site

On the Internet the most important thing is usability. If the user can not easily find something on your website, he will probably look for it somewhere else. Competition is tough, since all of your competitors are just one click away. (Nielsen, 2000, 9). This is why the planning of the website should be done carefully and considering all key questions.

In the next paragraphs I will discuss different aspects about planning functioning websites and the significance of the undertaking.

4.1 Starting the process

I started this process by first assessing the state of the website. I listed the things that were good, the things that needed improvement as well as the things that are not necessary to be included in the new site. After this, I tried to figure out the answers to some key questions:

- For whom is this website? And what kind of information are these visitors looking for?
- What kind of information does the company want to share?
- Are the pages supposed to be more informative or should they improve sales?

I also had a look on Raymond Pirouz's book "HTML Web Magic" for some tips on how to plan a website, and he listed the following:

- Think of the main purpose or function of the website. What is the thing the visitors come looking for in your website? What can you offer your visitors?
- Who is target audience? Think of them already when writing the content of your site.
- Think of a strategy that will get the visitor to explore your site
- Think of how you can get the visitor to return to your site

I thought about the above mentioned questions and came to the conclusion that the site should be firstly informative but that could also lead to improving sales. There are many target groups for the site and it should try to inform and satisfy the needs of them all. There should be appropriate information for consumers as well as corporate customers about the company's products and services. Also, contact information for different kinds of enquiries should be available; for example, opening hours of the stores with addresses and telephone numbers should of course be available as well as email addresses to the office for administrative enquiries. The site should also be illustrated with interesting pictures and the headings of the sub-pages should try to catch the attention of the visitor to get them explore the site and maybe even return to the site.

After going through some of these key points I had a meeting with the ad agency in charge of executing the design process. The ad agency chosen to create the web design is called Maustamo and they were chosen since the commissioner had previously worked with them with smaller projects and was very satisfied with the quality of their work. Maustamo is a small Helsinki based ad agency and their portfolio includes, for example, the graphic design and lay-out for Perho Culinary School's yearbook, the design of marketing material for Michelin star restaurant Olo as well as the visual appearance and lay-out for HAAGA-HELIA's stakeholder magazine "Signals".

During the meeting I pointed out the problems previously mentioned about the old website and discussed the structure of the new site. We went through some websites that I find stylish and functional to get the idea of what kind of style is wanted. I also expressed the need for some quality photographs. Basically, the ad agency had pretty much free hands with the design as long as it suited the line of business; the site should not be too "fancy" or detailed. The business is pretty straight forward and simple so the website should reflect that. Based on the discussions, the ad agency then started to plan the new site.

4.2 The function of the website

Basically, the primary function of corporate websites is to present what company or

organization is in question, what advantages the site has in comparison to competitors and what kind of services or products are available. (Nielsen & Tahir, 2002, 2). This sounds simple, and I think, that is how it should be. There is no point in adding irrelevant information to websites, especially with a small company like this. For the best results, the most important thing in planning websites is simplicity. Only few people really visit websites to admire their “appearance”; it is the content that matters.

It should not take more than a few seconds or glances at the site for the visitor to realize where he is or what company is in question. Opening a website should be as clear as walking in to a store and seeing the products the store has to offer. If this cannot be established, the company’s website does not fulfill its primary function. In order to help the visitor realize what site he is visiting the company should, for example, have a catchy slogan that explains what the company does. Also, the company logo should be clearly presented in a reasonable size and a visible place. The logo does not need to be enormous for it to catch the visitor’s eye, just a little bit bigger than the content around it so that the visitor notices it quite quickly. The best place for the logo is usually the left upper corner, at least for a website using a language which is read from left to right. (Nielsen & Tahir, 2002, 10). Actually, in more than 80% of websites the logo is situated in the left upper corner, so it basically is the place where the visitors automatically presume it to be (Nielsen & Tahir, 2002, 41).

Basically all of the companies operating in this field have pretty much the same kind of websites which offer only the basic information. The commissioner sells a lot of quality Finnish meat from small producers and one way to differentiate itself from its competitors could be to add information about the origin of the meat they sell. They could create a service which allows to track the meat right back to where it came from. I am sure this kind of information would definitely be valued among the environmentally aware consumers and it would certainly differentiate the commissioner from its competitors. Another way of drawing interest to a website is to differentiate the website from its competitors by, for instance, using a slogan. For example, the US retail chain Wal-Mart differentiates itself from other retailers by emphasizing that it provides its

customers the lowest prices. (Nielsen & Tahir, 2002, 10). When visiting the Wal-Mart website, this is exactly what catches your eye first. They have their company logo in the upper left corner, and their slogan “Save money. Live better.” right under it. In my opinion, at least, this seems like a very effective method when done right. In my case, this could also be a useful point. Lihakauppa Roslund is known for its quality meat and this should be effectively conveyed to the website, perhaps in the form of a catchy slogan. The company has previously used slogans such as “The best butcher in town” and “Roslund – best since 1935”, so maybe one of these could also be used on the new site.

4.3 Functional design

The functional design of the website can be divided into information structure, navigation, overall appearance and usability. A website has good usability when it is functionally sensible and visitors are able to find the answers they need quickly. The structure of the site has tremendous effect on the usability of the site; all of the content needs to be arranged and grouped logically. (Juslén, 2009, 161).

Jakob Nielsen writes that on a good web page content takes about 50-80% of the space. Navigation panels should take less than 20 % of the page on all other pages except on the home page where it can take a significantly larger part. To keep the site as usable as possible, advertisements should be eliminated. (Nielsen, 2000, 22.)

The structure of the new site will be divided into 6 pages: front page, Roslund Hietalahti, Teurastamon Portti, Wholesale (Lihatukku Roslund), history and contact information. There will also be short introductions in Swedish and English to serve the needs of non-Finnish speaking customers. I will briefly present the structure and content of these pages in the next paragraphs.

The front page is the most important page of the site and as previously mentioned, it needs to show the visitor immediately what company is in question. The logo of the company needs to be visible with perhaps the slogan underneath it. The content of the front page will comprise of the navigation panel and links to all other pages. The front

page will also include the menu of the day for both restaurants and opening hours so that they are easy for visitors to find quickly.

Roslund Hietalahti and Teurastamon Portti are the two bistro-restaurants/butcher's shops and they will both have their own page on the site. The sites will both offer presentations of the shops and their product ranges respectively. Their menus of the week will also be presented on their pages and of course detailed contact information and opening hours will be available.

There will also be a short introduction to the wholesale side and a brief history and introduction of the company as a whole. The wholesale introduction will present the work that is done and what kind of products are made in the wholesale side.

Contact information will include the information of all places of business, including addresses, phone numbers and email addresses. The contact information page will also have a possibility for the visitors to give feedback.

4.3.1 Links and navigation

The front page is the most important page on the site and it is viewed more often than the any other pages. Because the main function of the front page is to help the visitor to navigate to other parts of the website, the navigation panel has to be clearly visible and also clearly inform the visitor what can be found behind the links. The links and the navigation panel are of course important features on other parts of the site as well, not only the front page. Front pages tend to have more links since they act as the "front door" to the site; you look through the front door and see everything the site has to offer. (Nielsen & Tahir, 2002, 18-19.) However, the fact that the visitors do not always arrive to the site via the front page should also be taken into account. Every page on the site should be able to give the visitor the basic information about the site: what company is in question and what kind of services or products it has to offer.

Even though the original website had very little information to offer the visitor, I do think that the navigation panel as it is was very functional. The headings need a little bit of editing but otherwise the panel is clear, well situated and very easy to navigate with.

Jakob Nielsen and Marie Tahir also mention that all sites should have a search engine in order to let the visitor search the site. They write that a search engine is one of the most important parts of the site. (Nielsen & Tahir, 2002, 20.) I personally do not think that a search engine will be needed to a site of this vicinity. All of the information should be clearly found under the headings and without the need of a search tool.

4.4 Website content

The writing of the content in an effective way is one of the crucial points of web-design. Usually the visitors do not familiarize themselves with the entire content but read through the content quickly. (Nielsen & Tahir, 2002, 14). According to researches mentioned in Jakob Nielsen's book "Designing Web Usability" the users are very interested in the content, but usually start by glancing through headings, bigger content areas and other references in order to make conclusions and observations about the entire content. Only after this, does the visitor decide if he is interested in the whole the content of the page. (Nielsen, 2000, 100). For this reason, it is important to optimize the content in a way that only glancing through a few words will reveal a lot of information. This can be a very hard task, and will require the help of a competent and experienced editor. (Nielsen & Tahir, 2002, 14).

The text produced to a web page needs to be grammatically correct and written concisely. As previously mentioned, the text should be written so that just a glance will tell enough. Also, reading from a computer screen is different than reading from an actual piece of paper. Internet pages are read nonlinearly, glancing erratically and jumping back and forth. According to studies, people read approximately 25 % more slowly when reading from a screen than they would read from a physical piece of paper. People also tend to think that reading from a computer screen is unpleasant. (Nielsen, 2000, 101.) It is important to take this into consideration and to write short and concise texts that are divided into short paragraphs. One page should only include

information about one subject. Also, all pages need to have a title, that clearly describes the content of the page in question.

Even though the text should rather be short and sweet, it can and should show personality. The writer of the content should aim at bringing out a new perspective in the text. Some studies show that people tend to like the pages more when the text is spiced with a little bit of humor and attitude (Nielsen, 2000, 101). Even though a little humor might go a long way, it is better to be safe than sorry; companies should rather keep it professional than try to make jokes.

In addition to the text being concise, it should be grammatically correct. Typos and errors in spelling can be awkward and in some cases can make the text harder to understand (Nielsen, 2000, 103). In my opinion misspelling can even give a careless and unprofessional impression of the company, speacially if there are a lot of errors. One should also avoid using euphemisms or words that are difficult to explain.

In order for the content to achieve the goals of the website, the text needs to be directed towards the target groups and potential clients. All of the content should be build up to around the customers' and their needs. The website should offer, for instace, advice or answers to important questions of customers as well as possivilieties to interact. (Juslén, 2009, 158-159.)

My first original plan was to write the content myself, but after considering all of the tips mentioned above, I have decided that the best way is to first write the texts myself and then let an experienced editor check and stylize the text to achieve a professional result.

The process of producing content to the Internet can be divided in to different phases. The first phase is supplying information and being visible. The next phase is being interactive and enabling the visitors to communicate by asking questions, giving feedback and so on. (Kauhanen-Simanainen, 2001, 43). The first phase will be accomplished by of course presenting the company in question on the website and giving information about the history, services provided and opening hours, to name a

few. Also, linking the website to the company's Facebook-page will give a little more extra information and a lot more visibility. Adding links to social media can also give so much more interaction, in Facebook everyone can give feedback, write recommendations or ask questions about products, to name a few. Even though the social media gives plenty of interaction, the website itself will probably also contain the possibility to at least give feedback.

4.5 Pictures

On the Internet communication is accomplished by codes, text and pictures. When planned well and used in moderation pictures will enrich the site. (Pirouz, 2002,63). Jakob Nielsen on the other hand says that pictures should be kept to a minimum since a large amount of pictures will slow down the downloading of the page (Nielsen, 2000,135). I myself would have to disagree with Mr. Nielsen, since I think that a picture tells more than a thousand words. Also, I think that Mr. Nielsen himself would also agree that since this book was written over ten years ago, the development of technology has been so massive that the downloading of pictures really does not take as much time as it did then. As an example of a successful website and especially successful use of pictures on a website, I would like to mention the Finnish quality food shop Anton & Anton. The pictures on their site have captured the essence of the products so well that when looking at a picture of delicious oranges you can almost smell the fresh citrus scent. A picture, that presents something that cannot be described with words is web communication at its best (Hatva, 1998, 13).

Even though I do think that pictures are an essential and enriching part of good websites, irrelevant pictures should not be added to the site just for the fun of it. If the picture does not have any meaning, or it is of bad quality it is best not to use it. Usually these kinds of purely decorative pictures are completely ignored by the visitor and only take up space from the actual content.

With this said, in my opinion the Roslund company website is in definite need of good quality pictures. It will probably pay off to get a professional photographer to capture some images of, for instance, the delicious meals, products or newly renovated

premises to strengthen the message of quality food.

4.6 Overall visual appearance

A coherent and harmonious appearance can be achieved by graphic design. Even though “beauty lies in the eye of the beholder”, there are some general characteristics that can be applied in order to accomplish an esthetical and coherent appearance; the layout is esthetical when it is adequately recurring and there is enough of deviating from the rule. (Hatva, 1998, 13).

Color is also an effective tool that can be used to draw attention to a website. Colors can be used to help people notice something and make text easier to read. (Hatva, 1998, 41). Also, every very color sends out a message and the colors used should be carefully considered so that they send the right message. Lihakauppa Roslund’s “signature colors” are dark brown and white. The same colors are recurred in the logo, in the packing material and plastic bags in the shops as well as delivery vans. Even though the website will be completely renewed, the visual appearance and the colors will stay in line with the old theme. In order for the website to be coherent with the appearance of the company, the colors used in the website will be these same colors that are used for other marketing material, such as the logo seen in figure 4.



Figure 4 The logo of the company

4.7 Increasing visibility and credibility

In the recent weeks, there has been very much interest towards the commissioner’s new restaurants, and especially their signature burger, the Rosburger, has been a huge hit in the social media. This extra attention has no doubt given the commissioner many new clients and, also, it has definitely made people more interested about their shops,

restaurants and the company behind it all. For especially this reason, now is the time increase the visibility and credibility of company and what better way to do that than by upgrading their website.

As I already mentioned in the previous chapter, the website was very much out of date and therefore also lacked professionalism and credibility. Due to its lack of updates and out-of-date information, people visiting it will not likely visit the site again, explore what it has to offer or let alone recommend it to someone else. Whereas an up-to-date site with interesting and valuable information would give so much to the visitor and it would not only increase the company's visibility but it would also make it look more professional and credible.

Jakob Nielsen also discusses the matter of credibility in his book "Designing Web Usability." He writes that even though the web makes the world more equal since basically anyone can start up their own site, it also makes it harder to deal with the information found on the web. If anyone can publish anything on the web, how can the users know what they can trust? It is not always easy to find out, which sites are reliable and which are not. This is where the importance of the overall appearance and design become more important because the fact is that even though it is the content that matters, the first thing the visitor sees is the exterior. If the exterior seems unfinished or carelessly executed, it will certainly not increase the credibility of the site. (Nielsen, 2000, 91).

4.8 Social media elements

There are so many different types of social media service providers in the world and many of them are very useful for both big and small companies in increasing visibility or brand building. Among the most popular social medias there are photo-sharing services such as Instagram or Pinterest, video-sharing services such as YouTube and more business related social networking services like LinkedIn. Twitter, on the other hand, is a microblogging service maybe more used among the representatives of the media and other opinion leaders. The most popular service which reaches the masses, at least here in Finland, would have to be Facebook.

Many of these before mentioned services offer companies as well as individuals countless possibilities to express themselves and communicate with others. In my opinion, for instance, the Finnish airline Finnair uses many of these services very well to share interesting information about them to their customers. They have a YouTube channel that for example presents different kind of departments in the company and show what their work is like. They also have a captain that blogs and shares beautiful scenery photographs taken from the cockpit during flights in Instagram. These posts have definitely caught my eye, as well as many others', and I am sure they have given Finnair a lot of positive attention and that is exactly what social media is about; social media marketing is all about generating positive feelings (Sulin et. al. 2013).

Lihakauppa Roslund has a Facebook-page and it has been quite frequently updated during the last few months. It is a great extra element to have besides the website since updates can be shared very quickly to a large amount of people. It can also be used to share, for instance, special offers and by that way try to get people active and more aware of the company. For now, at least, I think that the Facebook-page is enough but maybe in the future the company could try out other services, like Instagram for sharing pictures of products or servings for their social media followers.

In my opinion, the Facebook page will be a great addition to the website and in order to achieve the maximum benefit from both the website and the Facebook-page they should be clearly linked to eachother so that it will get more Facebook "fans" to explore the company's website and vice versa.

4.9 Updating

"Change is the only constant." -Heraclitus

When talking about websites, it is extremely important to keep the site updated; this is the only way to keep the site interesting. Websites are like display windows that need to be updated in order to draw the customers' attention. Even though, the site should be

updated, one should also bear in mind that the structure or content cannot be changed too often. Visitors like the fact that the exterior stays the same so that the usability is the same. Websites have certain information, for instance opening hours, that the visitors check regularly and if they have to check from a different place every time, the website is not efficient to use. (Samela, 2002, 195.)

Overall, users of websites want to see new things on the website and all information should be up-to-date but also the same needs to stay the same so that the structure does not change. Updating is a balancing act so that the site has always something fresh and new to offer but still stays the same.

4.10 Target groups and tracking visitors

Even though websites are sometimes created just because everyone else has them, the basic meaning behind them is that they should be able to satisfy the needs of their specific target group. The company in question has three different places of business, which all serve different target groups and the website should be able to serve the different needs of these target groups.

The two bistros/shops are situated in very different environments; one in the renewed Market Hall in Hietalahti and one in the Teurastamo area, a former area for slaughter houses and wholesale businesses. The Market Hall in Hietalahti, Helsinki is surrounded by quite posh appartement buildings and there are also big offices nearby in the Ruoholahti business area. The Market Hall is also situated nicely along the route for commuters on their way to Lauttasaari or Espoo. Since the Hietalahti Market Hall is like an oasis of fresh food, including vegetables, fish, cheese and meat, the large number of residents in the area have really visited the Market Hall actively and by that also improved the sales in Lihakauppa Roslund's shop massively.

The bistro-shop situated in the Teurastamo area has a really different situation. The area is being developed to offer restaurant services, food, art and everything else for visitors coming from near and far. The development process has just begun a few years ago, and today there are only a handful of operators and they mostly attract only the

employees of companies situated nearby and the sales of the shop comprises mostly of lunch sales. Even though the area is not yet ready and the situation has been a little challenging, it will probably become a lot better in the next few years; this summer 2 new restaurants are opening in the Teurastamo area and there are a lot of apartment buildings being constructed nearby in the new area of Kalasatama and also in Sörnäinen.

As the two shops currently emphasize different services it is important to give the needed information to the different target groups. The most important thing to be featured about the Teurastamo shop, called “Teurastamon Portti” is of course the lunch menu and opening hours. It would be wise though, to also market the different meat products on sale so that maybe the customers popping in for lunch would eventually also start buying meat to take home with them.

The Hietalahti shop, called “Roslund Hietalahti” is popular with both food shoppers as well as lunch customers. As the lunch menu differs from the other shop, it should also be featured on the site. In addition to this the Hietalahti shop carries a wider range of products and the site should definitely contain a product lists of all products available all time as well as products available for order. In this day and age when organic food is very much a trend, some information about the meat producers and the origin of the meat.

4.11 Problems

Jakob Nielsen, who is one of the most well known web-usability consultants, has compiled a list of the most usual mistakes made in web design. In his opinion the very worst problem in designing websites is think of it as a project. This way the company executes the project of developing the new site but does not continue to develop the site further. Mr. Nielsen says that this can often lead to the fact that the site is designed to the company, not the potential clients. (Nielsen, 2000, 15). This fact is important to keep in mind so that this commission would be executed to serve the clients. Even though I have mentioned earlier that one of the aims of the commission is to provide

more visibility for the company, it should also be remembered that it is even more important to inform and serve the needs of the customers.

According to Jakob Nielsen, producing the content can also cause serious problems. The text is usually too complicated or long to read so that the visitor cannot get any information by glancing through it and loses his interest quite quickly. In this commission, this problem will be solved by having a competent editor from the ad agency in charge to stylize the text so that it is interesting, easy to read and catches the visitor's attention.

5 Execution and results

The execution will be conducted by an advertising agency, Maustamo Oy. The commissioner has already worked with the ad agency before when they designed the visual appearance and logo for Teurastamon Portti. They are also now in the process of designing a logo and a visual appearance for the other bistro-shop, Roslund Hietalahti.

The execution is currently in process and the new and improved website should be working by June 2013. In the next paragraphs I will discuss my role in the process, reveal the final plan of the new website and explain the decisions made.

5.1 Final plan - structure

As I previously mentioned, one of the most important points in web design is a clear content. As people tend to read more slowly from a screen it is wise to group and divide the text according to subjects and one page should only include information about one subject. Figure 5 on the next page shows the structure of the site; the site has been divided into seven sub pages which all contain information about a specific topic. All three places of business have their own page with information about their operations, contact details and other relevant details. There is also a page about the history of the company as well as a page which contains all relevant contact information, such as addresses and telephone numbers to all three places of business, phone numbers and email address for wholesale orders and phone numbers to the office for enquiries or other matters regarding, for instance, invoicing. Under the contact information page visitors will also be able to find a feedback form. Also, a page both in Swedish and English will be published in order to serve also the non-Finnish speaking customers. The pages in Swedish and English will most likely contain a short overall introduction of the company, contact details and opening hours.

ROSLUND.FI Featured on the front page: *Menu of the day *Opening hours	Roslund Hietalahti	Brief introduction, menu, opening hours & contact information
	Teurastamon Portti	Brief introduction, menu, opening hours & contact information
	Wholesale	Brief introduction & contact information
	Contact Information	Contact information for all places of business & feedback form
	History	Brief history
	Briefly in Swedish	Introduction and contact details in Swedish
	Briefly in English	Introduction and contact details in English

Figure 5 Graph of the structure of the new website

The most sought after information when entering the site is usually the menu of the day and the opening hours of the bistros. This is why it is important to have this information on the front page. The menus of the day will always be featured on the front page so that the lunch customers can just quickly check the choices without having to click their way through the site. This works well also for people on the go; people can easily check the menu also with their mobile devices and do not have to look for the information from a small screen.

Jakob Nielsen lists four reasons that make users return to websites:

- high quality content
- often updated
- minimal download time
- ease of use (Nielsen, 2000, 380.)

These four reasons have also been taken into consideration and applied to the www.roslund.fi website. High quality content is carefully written and stylized and contains all the information the visitor is looking for. I think this will definitely be accomplished with the site. The site is now also possible to be updated by Lihakauppa Roslund's staff so that all updates can be made quickly and no third parties are re-

quired. The ease of use will be achieved by simple yet clear structure and site map shown on figure 5.

5.2 Final plan - content

The writing of the content is one of the hardest tasks and a very important aspect of the process; idioms and marketing jargon should be avoided and the text should be written directly to the customers in short and concise paragraphs. Texts for websites cannot be written the same way as to other more traditional publications since the text is usually only glanced through. The text should be able to catch the visitor's attention and make him interested in reading the text thoroughly. For these reasons we decided that the professionals at the advertising agency would write the texts based on the facts given to them so that the appropriate style would be accomplished.

The content should also be able to differentiate the commissioner from its competitors. As previously mentioned, a slogan can go a long way to make visitors remember the company. Also, a service to track the origin of the meat sold from the company could be added to serve the customers of the company even better.

5.3 Final plan - visual appearance

The visual appearance is the first thing that the visitors see when surfing their way to a website and it, of course, has an important impact on the image the visitor will get. The visual side, though, is not the main character of the site and it should not overpower the content; if the visual side is too attention-grabbing the content itself will be left unnoticed. For these reasons the new website is going to have a very simple, yet modern, style and the visual side will focus on accentuating and emphasizing the content.

Since the commissioner and I mutually decided that the logo of the company should be kept, the visual appearance was built around it. The logo is of dark brown color and it will be used as the color of the font on the site. The background will be white, because we thought that it will give a fresher look to the site. Red will be used as a highlighting color. The fonts which most likely will be used are the Futura fonts, such

as Futura-Light, Futura-Book and FuturaBT-Medium since they have been also used for other marketing material. The logo will be placed in the upper left corner as recommended by the instructional books used. Also, a slogan will be added under the logo.

I myself am a very visual person and from the very beginning I wanted to really invest in quality photographs. The commissioner also agreed with me on the point that good pictures would really freshen up the visual appearance of the site. We hired a professional photographer to take some quality pictures of our premises in all three places of business as well as some pictures of the products, burgers and other dishes. Even though good photographers can be expensive, this was something we really wanted to invest in since they could be used for other purposes, such as social media marketing, as well. Figures six and seven below are examples of some of the photographs taken by the professional photographer.



Figure 6 A photograph of the Josper charcoal grill used in our bistro, Teurastamon Portti, will be added to the new website.



Figure 7 A picture of one of our specialities, the Pulled Pork Burger, will also be included in the new site.

5.4 My role

My role in this project was to plan the website design, structure, content and lay-out in cooperation with the Managing Director and the Ad Agency in charge of the execution. I acted as the coordinator of the project; I consulted the Managing Director about the budget, overall design and content, and then discussed the plans with the Ad Agency. I was given some key elements which are to be included in the content but otherwise I was able to make decisions regarding the design and structure of the website myself, as long as I stay within the budget.

I created a plan which was used for the execution of this process. The plan was very straight-forward and did not include very detailed information. I also gave guidelines on how the visual side should look but the art director planning the visual side had very much freedom to use her artistic talents. Based on these plans the new site will then be created by the ad agency.

6 Discussion and suggestions for future developments

In the final chapter I will assess the the process and its results and give suggestions for future developments.

6.1 Discussion

The main objective of this thesis was to create a new, functional and up-to-date website for the commissioner. The aim was to research thoroughly what kind of components are needed to build a functional website for a small business. The commissioner had their own wishes regarding the content but gave me very much freedom in planning this process. Web design and execution is being handled by an advertising agency, Maustamo Oy. The execution is currently in process.

I was very excited to start this project since the commissioner was my father and I was able to be a part of and in someway help his business. It was an advantage to work with my own family since they had complete trust in my judgement and the decisions I would make. Of course this added a healthy amount of pressure to succeed, but that is only a positive thing in my book. Also, working with my family was easy since we could communicate openly and honestly about the project. It is maybe a little bit easier to express one's opinions to the people you already know. In addition to this, we all of course sincerely want to make the best choices for the company since it is our family's "legacy".

My personal expectations as well as the commissioners expectations were pretty much the same; we wanted to create a usable, simple and up-to-date site to the company. The content should be clear and concise and include all necessary information. Without seeing the completed site, I am very certain that this will be accomplished.

As I went through the references for this thesis, I had to stay rather critical towards the material since the guidelines written in them were mainly targeted towards bigger companies and organizations. Large enterprises have so many stakeholders, target groups and other aspects to cover, that it would be a waste of time to try to include so much information to the commissioner's website. When talking about the Internet,

one has to also bear in mind its continuous development. For this reason I had to keep myself critical towards some of the information found in the references since some of the books dated back more than ten years. With this said, the books still managed to give me excellent pieces of advise regarding, for example, the content and structure of the site. Even though trends may come and go, the theory behind it all stays the same. Many of the books proved to be very useful, but I have to mention Jakob Nielsen's books in particular, since they proved to be of great value for me during this process.

I had reserved three months for this process and I think I had an adequate amount of time to complete everything. The execution, though, is still in process due to the busy schedule of the art director in Maustamo advertising agency but the site will still be up and running by June 2013. Working with the process of my thesis was very interesting, because I was able to be apart of my family business and I am very much looking forward to seeing the new site that I helped to create. As I learn the best by doing, this project was perfect for me since I was able to do something very "concrete".

I started the whole process by writing down all of the ideas that I had. After this I began gathering information, which at first seemed like the most challenging phase. I went through different books about web design and communication in general and little by little started to find the things I was looking for. The next challenge was then the writing process. After a slow start, all of my ideas and theory learned from the references started to come together and text just started to flow. All in all, I found the whole process of my thesis to be very interesting and rewarding.

6.2 Suggestions for future developments

"Because corporate websites are under-resourced, they are often neglected for long periods of time. They slowly become out of date with their content, design and technology. Eventually, the website becomes such an embarrassment that the management steps in and demands that it be sorted. This inevitably leads to a complete redesign at considerable expense." This is a flawed approach since this way when the old website is replaced all the money put into it is lost as well. Rather than always completely renewing websites, they should be evolved over time. This way do not lose the

investment but continue to invest in it and develop it regularly. (Boag, 2009.) Now that the website has been completely renewed, the company should let it evolve and update it so that the investment will not be lost. In the future the website could be developed further by maybe adding a online store or by perhaps adding more social media elements to the mix. All in all, the results cannot be properly assessed without monitoring and only after this follow up, the suggestions for future developments can be properly discussed. So, one of the most important phases comes now, after the site has been finished; the use of the site needs be monitored so that the site can be developed to further to satisfy the needs of the users.

References

- Boag, P. 2009. 10 Harsh Truths about Corporate Websites. Smashing Magazine
<http://www.smashingmagazine.com/2009/02/10/10-harsh-truths-about-corporate-websites/>
- Hatva, A. 1998. Esteettinen ja toimiva verkkojulkaisun ulkoasu. Edita.
- Juholin, E. 2009. Communicare! Viestintä strategiasta käytäntöön. WS Bookwell Oy.
- Juslén, J. 2009. Netti mullistaa markkinoinnin. Talentum Media Oy.
- Internet World Stats 2012. <http://www.internetworldstats.com/stats.htm>.
- Kauhanen-Simanainen, A. 2001. Sisältöä verkkoon – mitä sisällön tuottajan pitää hallita. IRH konsultointi.
- Kohvakka, R. 2009. Internetin käyttö on yleistä ja arkista.
http://www.stat.fi/artikkelit/2009/art_2009-09-30_007.html
- Nielsen, J. 2000. WWW-suunnittelu. IT Press.
- Nielsen, J. & Tahir, M. 2002. Kotisivun suunnittelu. IT Press.
- Nielsen Norman Group. <http://www.nngroup.com/articles/top-10-mistakes-web-design/>.
- Pirouz, R. 2002. Kotisivut – Parantelu & virittäminen. IT Press.
- Samela, J. 2002. Verkkosisällön hallinta. IT Press.
- Sulin, K., Ahola, A., Tikka, T., Tuominen, S. Lillberg, P., Varamäki, A., Vassinen, R., Erkkola, J-P., Leino, A., Hakola, I., Taponen, T., Hakonen, J., Harjanne, K., Vaara, M., Österlund, P., Storbacka, E., Ovaska, A., Jokinen, J. 2013. Somemarkkinoinnin

trendit 2013. <http://kurio.fi/kurio/wp-content/uploads/2013/01/Tutkimus-Somemarkkinoinnin-trendit-2013-Kurio.pdf>.

Statistics Finland 2012. Tietotekniikan käyttö yrityksissä.

http://www.stat.fi/til/icte/2012/icte_2012_2012-11-27_kat_003_fi.html

Statistics Finland 2011. Joukkoviestintä.

http://www.tilastokeskus.fi/til/jvie/2011/01/jvie_2011_01_2012-12-12_tie_001_fi.html

Viitala, R. & Jylhä, E. 2007. Liiketoimintaosaaminen. Edita

