

Web Design Case Study

CAESURA COMMUNICATIONS
BY YVONNE YUEN

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The Client

Matthews Seafood Market is both a restaurant and a market serving fresh seafood to the Cape May community since 2013. The owners have a loyal clientele and receive excellent reviews online.

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The Challenge

While Matthews has always had a website, it was not mobile optimized, and sections had fallen into disrepair over the years.

The website's color scheme of browns and olive greens felt dated and homelier than the more youthful and cosmopolitan vibe of the physical location.

Finally, the website lacked photography which would have added personality while enticing customers with delicious imagery.

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The Inspiration

The new website was inspired by the navy shirts that Tom and his team wears, and the Bebel Giberto style of music often heard at Matthews.

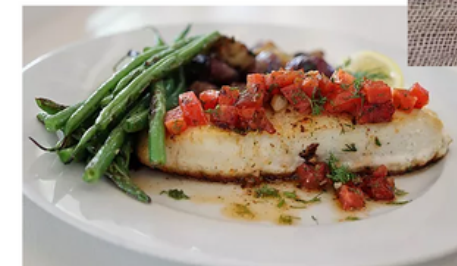


MATTHEWS

Local fresh cuisine for everyone

Located in the heart of Cape May Court House, Matthews is both restaurant and market, offering you a variety of ways to enjoy more fresh seafood.

Let us cook our fresh catches for you, to be enjoyed at our restaurant or as take out, or bring home our seafood and prepared foods for an easy meal. In the summer, we even offer fresh produce from local farms.



TWICE IS NICE

Seafood is healthy

Fish is a fabulous food—lots of variety in taste and texture, versatile and low in saturated fat. It's also low in calories—the perfect healthy food. Seafood contains an abundance of essential minerals—iron, zinc, iodine and selenium. Aim to include a fish dish in your diet at least twice a week—and more is better!



Eat in/Take out

Join us in our cozy restaurant or on our sunny patio. We are BYOB and do not accept reservations.

Rather take out? You can also order ahead and we'll have your meal ready for pick up.

Take out/ Lunch menu



Catering

We offer a selection of party trays for easy entertaining. Let us know what you need and we'll customize a menu just for you.

Party Menu

Craig LaBen, The Philadelphia Inquirer



"The main reason to go is because Matthews' ingredients are pristine, beginning with one of the best collections of expertly shucked local oysters...This unique market has given me a reason to revisit."

The approach

The logo was redesigned in navy, dark gold, and white, and incorporated Restaurant in the name, not just Market.

A rich library of both the market's fresh seafood and the restaurant offerings was produced by Caesura through a custom photography session. The new photography is showcased in an editorial style layout.

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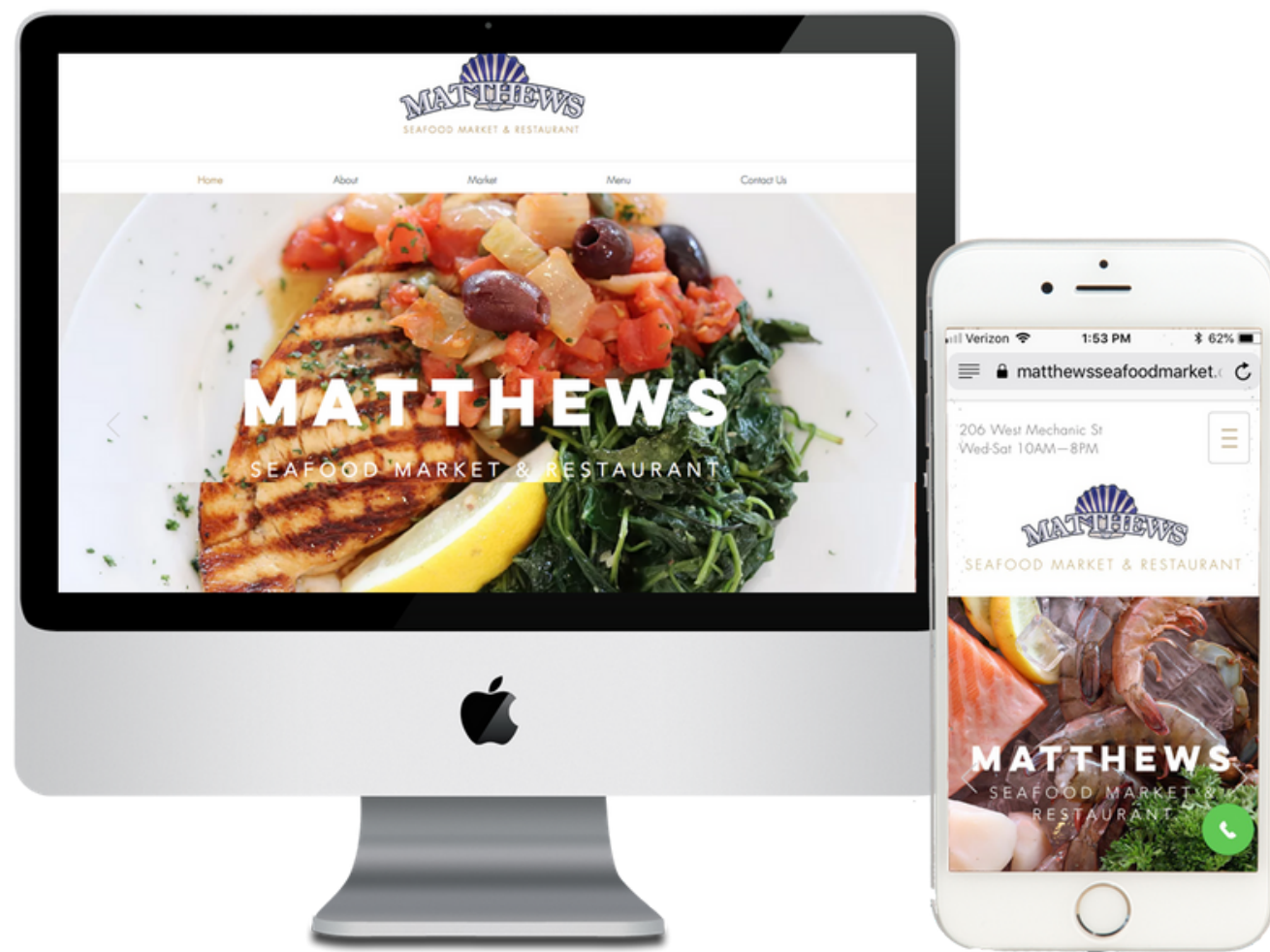
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The website is led by a carousel that automatically rotates between images of restaurant, market, and prepared foods.

Curated reviews are shown off throughout the website.

The menu is no longer in PDFs for downloading, which not only offers a better user experience, but enhances SEO too.

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The Result

Overall, the new website feels nautical and fresh, with younger, bolder sans serif fonts throughout.

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Project Timeline

STEP 1: One hour meeting to understand Matthews goals

STEP 2: Initial design, custom photoshoot, writing and build

STEP 3: First presentation of website to Matthews. Incorporate edits.

STEP 4: SEO and mobile version complete. Website published.

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The project started
April 30 and the
website delivered
May 25

On budget

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“Yvonne was able to zero in on the essence of our business in a way that not even we were able to figure out; she showcased all the elements that matter to us, with exquisite pictures, and made the whole process a breeze. She is flexible and she takes every single project to which she commits as if it were the most important thing on her work desk.

Yvonne has a remarkable sensibility that makes her graphic designing unique and extraordinarily attuned to the product she is featuring. We are so happy we got to work with her and we are looking forward to more endeavors!”

Tom and Celia Matthews, Owners

Let's get social

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Award winning digital marketer

Accredited project manager

Accredited web designer

Ten years of professional writing experience

Photographer and videographer

Specializes in hospitality and travel industry

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