

Omaha Steaks® Unveils New Enhanced Website



Omaha Steaks® went live today with a new version of www.OmahaSteaks.com, designed to enhance the visual presentation of products and improve the overall customer experience optimizing the search, navigation, and ordering processes.

Large, vibrant pictures dominate the new website, letting the products take center stage and allowing customers to shop visually. The navigation has also been restructured under new easy to shop categories that were created with customer input. Customers also now have the ability to compare price per serving/ounce, simplifying the ordering process.

"We wanted a site that was more visual and easier to navigate, which I think we accomplished," said Senior Vice President Todd Simon. "By taking advantage of our photography and restructuring the navigation, we've made it easier and more appealing to shop online."

Other new site features include the ability to scroll through photos of each item in a package, navigation that moves with the customer down the page, and a responsive design that adjusts the content for optimal display from tablets to large screen monitors. An accompanying adaptive smart phone design using these new design principles will be released shortly.

"This is the largest website change the company has undertaken since the original launch of OmahaSteaks.com in the early 90's," said Jeff Carter Vice President and Chief Information Officer. "Our user experience team put a lot of thought and effort into understanding customer needs and did extensive testing to ensure we are offering a simple and easy to use shopping experience."

Current and potential customers were instrumental to the redesign process, participating in hundreds of hours of usability research. Customers are invited to test drive the new site at www.OmahaSteaks.com and send their feedback to UX@omahasteaks.com.