A clearer path from craving to a FOYO visit

A mobile-first website proposal for FOYO Cambodia. The first screen helps people decide what sounds good and where to get it in Phnom Penh.

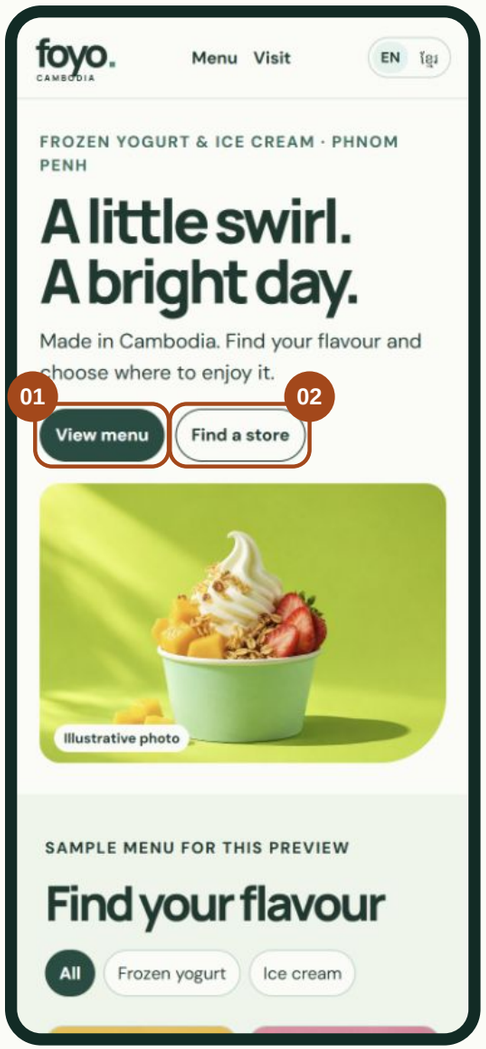
From Instagram	**See what FOYO serves**
Ready to visit	**Pick one of the two locations**
Want to explore	**Open FOYO’s original posts**



Concept imagery and menu examples are for discussion.

Put two decisions on the first screen

A visitor arriving from Instagram and a visitor already heading out need different shortcuts.



01 View menu

The filled button sits directly below the product message. Someone who has just discovered FOYO can see their choices without scrolling past the hero photo.

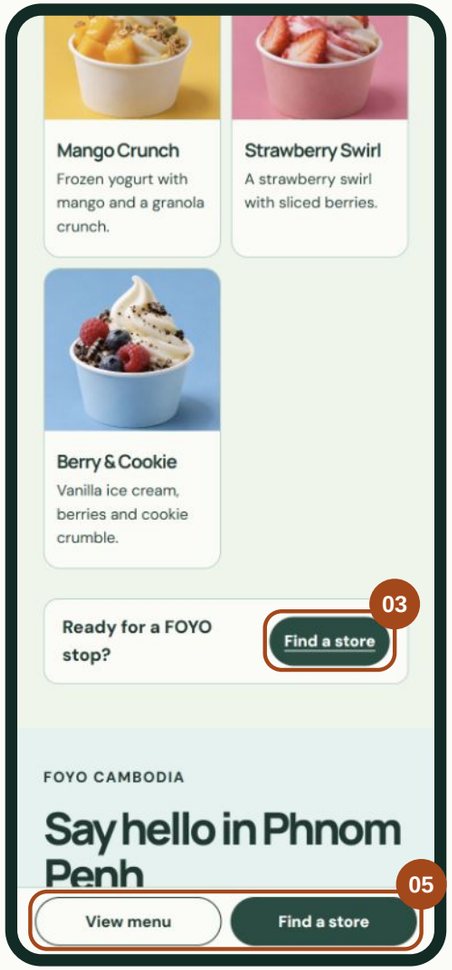
02 Find a store

The outlined button sits beside it at the same height. Someone ready to leave can go straight to the branch list.

In the demo, View menu opens the sample flavours and Find a store takes you to the two Phnom Penh locations.

Put the map where the decision happens

Choice of dessert can turn into a visit. Keep the next step visible at both moments.



End of menu



Branch list

03 Find a store after the menu

After seeing the flavours, visitors can continue straight to the branch list from the end of the menu.

04 Open Google Maps per branch

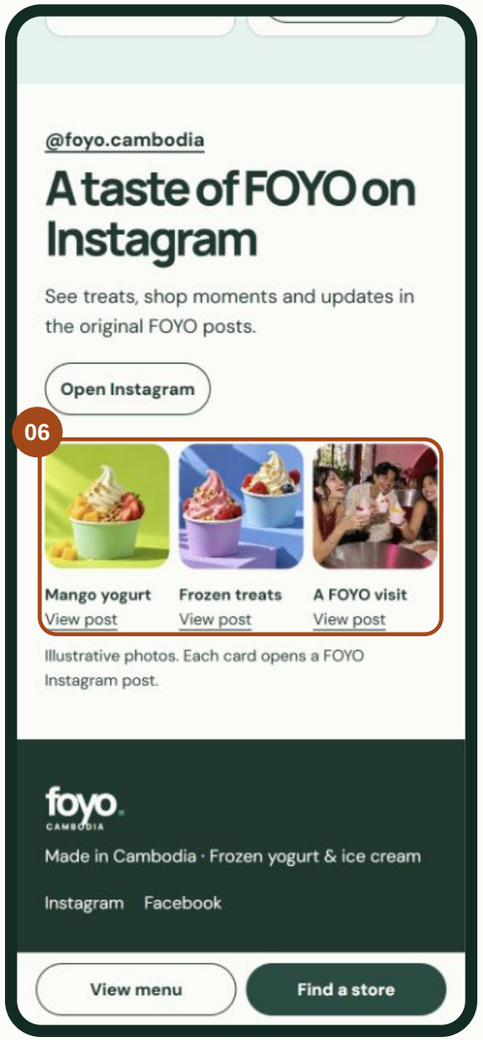
A map button sits within each branch card, directly below its address or floor. This makes the destination clear before Maps opens.

05 Menu and location stay within reach

On mobile, the bottom bar appears after the hero buttons scroll out of view. It keeps both actions available while visitors browse.

Keep Instagram part of the visit journey

FOYO already uses Instagram to show products and shop moments. The website connects back to that content.



06

Instagram after menu and locations

Show a small gallery lower on the homepage. People can open an individual post for more context, while those planning a visit reach the menu and locations first.

Review after launch

Establish a first-month baseline for menu-button clicks and Google Maps clicks by branch. Review how often sessions from Instagram use those actions. Map clicks signal interest in directions. In-store visits require a separate measure.

Before launch

Confirm product photos, menu and prices, opening hours, exact map pins, and the final Khmer wording with FOYO.

FOYO branch information comes from its official Instagram post.

FOYO Instagram post listing both locations