

Group 6: Buckeye Bed & Breakfast

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Competitive Analysis

Whispering Pines:

Navigation:

- Big navigation bar with many option
- Social Media in top right
- Reservations and Gift Cards are first option to navigate to
- Some navigational menu options have scroll downs, some don't
- Types of rooms broken down underneath Rooms & Rates
- Images scroll through on Welcome page, but aren't navigational
- Use Welcome instead of Home, it's more inviting

Design

- Slightly Outdated, but homey feel
- Specific color scheme generally used but could be enforced in more areas
- Design reminds me of old wallpaper or curtains
- Type is a friendly script but outdated
- Sans-Serif font looks generic and not very friendly or inviting
- Navigation makes sense, format and layout makes common sense
- Good inclusion of reviews and ratings on the front- important for forming/influencing customers opinion
- Could use a higher sense of hierarchy once it gets past the main navigation bar and on other pages
- Generally use colored boxes as a main way to emphasize info

Voice/Tone

- Homey
- Simple
- Quiet
- Seems to switch back and forth between first and third person, rather than just sticking to a voice

Layout

- Not much hierarchy
- Good flow in navigation bar in order of desired information
- Could use a little more simplicity in navigation bar
- Layout is very boxy and grid-like
- Seems a little outdated with some alignments slightly off

WillowBrooke:

Navigation

- Menu bar oddly placed on right
- No way of knowing whether its navigation unless you click on it
- Can flip through photos at the bottom
- No navigation options have scroll down menus

Design

- Incredibly outdated
- Chaotic
- Poor Alignment
- Type heavy
- Basic/boring color scheme
- Terrible navigation design
- Script font used throughout isn't legible
- No hierarchy
- Type heavy

Voice/Tone

- Medieval
- Quaint
- Old fashioned
- Outdated

Layout

- Scattered
- Chaotic
- Outdated
- No flow
- No hierarchy
- Hard to read

- Poor use of alignment
- Type heavy

Our main goals should be to create a website that is simple and clear, with a homey vibe that is inviting. When looking for places to travel, people want a website that highlights amenities and is easily navigable.

Content should include a clear, concise menu bar. A reservation creator should be included as well, that is easy to use and can find dates quickly. The layouts of the pictures should be more inviting and elegant. Simplicity is important when trying to create a homey, quaint feel throughout the website. A listing of deals and packages is a good way to intrigue the customer and grab their attention.

Welcome page

Reservation page/Vacancy page

Packages/Deals page

Imagery scroll on welcome page

Reviews/Ratings

Local attractions

Based on our company's logo, I can tell our client wants a simple website with a clean design. This will relate to the competitors, but also set us apart. A simple/clean design can tend to look modern, so we will need to be sure to include a homey feel to represent the fact that it is a bed and breakfast. Charming qualities can be emphasized with the use of dynamic imagery, and a warm color scheme will engage our client.

(Neil M. Kyser)

Red Maple Inn:

Navigation:

- Menu Bar w/ Logo present on every page
- Menu bar has 6 Titles, with no more than 10 sub-categories for any one section
- ”Back to Top” button on every page once you pass ‘halfway down’
- Mailing List prompt when you go to the bottom of every page
- Social Media Links/Contact Information at another bar at the bottom of every page

Design:

- Emphasis on the “Old Ohio” style(light browns, creams, paisley print, purple and red accents)
- Changing ‘background’ photo, adapts to which category, and subsection, of the menu you click on
- Cursive Headings use for elegant effect on some pages
- Blocks and Buttons are used for links when appropriate.

Voice/Tone:

- Elegant, refined

- Upscale
- A 'Retreat', not just a place to sleep
- Frames the area around it as an experience, not just scenery

Layout:

- Not Responsive
- Pages divided by Category
- Older Looking Prompts used for:
 - Email List
 - Gift Certificates

The Mill House Bed & Breakfast:

Navigation:

- One Main Bar that has 10 Categories
- Designated "Home Page"
- External Link for 'Reservations' link
- No Scroll Bar Return or Pop Up Features when moving up & down the page

Design:

- Bland, felt generic
- Black & White Text, some green sporadically for titles
- Generic Blue Paisley, probably an attempt to class it up
- "Attractions" page is decidedly confusing; too many links and drop down menus

Voice/Tone:

-The site sort of downplays what could be a very cute narrative; each of the rooms has an individual name

- Humble, Respectful
- Relaxing, Quiet
- Mature

Layout:

- Responsive at Tablet Size, Not at Moblie Size
- Simple, Not quite Responsive but neither was it totally outdated

(Features from my sites that I think the client wants to see included:

- Online Reservation Tool,
- Reservation Calendar that updates with all reservations
- Actual pictures of amenities, attractions, etc.(not just listing them off)
- Customer Reviews Section
- As well as a Link to Google Maps to find directions.)

Whispering Pines

Design Aesthetic

- Boring
- Classy venue – website does not reflect
- Not rwd

Content Voice/Tone

- Elegant country-style
- Relaxing

Common Navigation

- Navigation bar at top
- Links in descriptions
- Fairly easy to navigate

Layout

- Basic
- Could've used better organization
- Felt a little like you are looking all over the place at links, etc.

The only one that used responsive web design was Red Maple Inn - I felt it is definitely the best crafted out of all of them. I think each site was going for a feeling of “country elegance” but all of them except Red Maple Inn did not hit the mark, in my opinion.

TOP WEBSITE GOALS

- The website should show the various rooms that we have available to choose from, along with their rates and amenities for each
- Allow customers to schedule and check reservations online
- List attractions from the surrounding area that customers may be interested in seeing, such as shopping, restaurants, and wineries
- Encourage customers to view and purchase a special occasion package, especially newly weds and couples celebrating an anniversary
- Open up a dialogue between us and our customers through blogging and comments
- Display testimonials from past customers
- Allow customers to easily find our location on a map

CONTENT NEEDED

- Rooms page
- Amenities page
- Policies page
- Specials/packages page
- Availability page
- Attractions page
- Location page
- Blog
- Testimonials
- High-quality images

COMMON THEMES FROM OTHER SITES

All four websites had similar templates – home page, testimonials, view rooms, history establishment, amenities, policies, activities in the area. All four websites featured similar content in each template, as well. Each site focused on using high-quality imagery. The themes for each site portrayed elegant country-style inns.

DIFFERENCES FROM OTHER SITES

Most of the differences on the other sites stem from organization of top-bar navigation tool. Red Maple Inn does the best job of organizing the information in a way that is easy to read and easy to navigate through.