Joshua Rex, Taylor Nairn, Benjamin Andrew, Wyatt Hudgins

Professor Sue Sampson

CSD 460

5/2/2024

Team Red- Beta Test

*Do you think the color scheme suits the theme of the website? Is there any way that it could be improved?*

**Tester 1 (Diana Rex):** The yellow should be more of an accent color, and shouldn’t be used with text over it, since it’s hard to read. I’d suggest a more muted or neutral tone, or leave the yellow for very small accents instead of as a background for text.

**Tester 2 (Joey Andrew):** I don’t have any feedback on the colors of the pages specifically, I think they look good.

*What are your thoughts on the page images and the background image?*

**Tester 1 (Diana Rex):** I like the header image on the homepage. Great job with images for the attractions sections especially. I may either suggest getting a higher resolution image for the background image or removing it and making it a solid color. For the “About Us” page, it seems like it could also benefit from an image, and instead of a large body copy, perhaps consider a few lines, or bullet points for ease of communication.

**Tester 2 (Joey Andrew):** I would like to see a slide show that shows the kayaks and other features. Also a couple of pictures of people enjoying the resort. The background on the homepage is a little dark. I would suggest brighter colors. Blue sky, a green landscape, blue water, etc. Maybe have the background scroll through the activities pictures, food pictures, etc.

*Is the Website easy to navigate? Can you effectively find information or make an account and reservation?*

**Tester 1 (Diana Rex):** All the tabs and navigation are clear and easy to find and use.

The “About” section could probably use the most clarity. It seems to have good details about how to get to the Lodge (which I would see if installing a map app would be helpful) but it also seems like too much of a “catch all” section for it to be as helpful to potential guests.

For instance, “What We Offer” seems like it either fits better on the homepage or on the attractions page, or perhaps on its own page for room details. There should also be pictures of the room interiors if you’re mentioning them. Perhaps consider making a gallery slider for the room interiors and a full page for the room amenities that’s separate from the attractions aspect of things you can do while staying at the resort.

The “Book Now” button prompts you to log in first, which might be a little frustrating for new users. If possible, it might be nice to have it lead them to the page to check dates and plan out their stay before prompting the login or account creation, with a cache in place to secure their progress.

**Tester 2 (Joey Andrew):** Navigation is good. Instead of saying attractions I would say activities. Include what the resort provides and what the guest needs to bring.

*Any other general criticisms or feedback? How could this website be better?*

**Tester 1 (Diana Rex):** Overall I think the site could use more pictures than text. Modern sites use the “show don’t tell” method and more pictures means more clarity for users. It can be hard to motivate yourself to read a whole bunch of body copy on a screen when usually pictures and a super brief overview will be more effective in communicating this. Sites like this also tend to do well with video content, so maybe embedding a video on the first half of the homepage (under the header) could also be effective for communicating the resort’s vast amount of attractions, etc…   
  
\*\*Not expecting a fully articulated video, but even a placeholder video or even slideshow in video format could be useful in coding in to show the video aspect as being thought as part of the design. This could also be impressive as a portfolio piece, so even if it seems excessive to request something like that, I know a lot of clients would be interested in knowing their sites could have video content.

Like I mentioned before, there could be a page just for rooms, but also consider another page that’s an overview or FAQ on how to get there with a map. On the main navigation there could be a dropdown menu under “About” that has a page for attractions, one that’s for the rooms & amenities with a gallery slideshow, and possibly one for the “Our Team”. They don’t have to be long pages either– the point would be to bring clarity to the site and make things easier to find.

**Tester 2 (Joey Andrew):** The background on the homepage is a little dark. Suggest brighter colors. Blue sky. Green landscape, Blue waters, etc. Maybe have the background scroll through the activities pictures, food pictures, etc.

*Does the Website encourage you to visit Moffat Lodge, if you were on the fence about a visit?*

**Tester 1 (Diana Rex):** Yes, I think so. But parts of it could use some further fleshing out. I think I’ve covered those details in other answers.

**Tester 2 (Joey Andrew):** It does encourage me to want to visit. I would like to see maybe the menu for the restaurant. Are the meals included? Drinks? What are the costs of the excursions. (kayaks, trails, whale watching)