JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

Internet Applications Programming Group Assignment

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Computer Science:

1.Mark Horris Maina-SCT211-0704/2022

2. Emmanuel Yator SCT211-0622/2022

3. Sajjad Abdirahim Gedow SCT211-0065/2022

4.George Githigi Ngugi SCT211-0460/2022

5.Abdimajid Dakane Muktar SCT211-0028/2022

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1. Introduction

Welcome to our hotel website! Our team is dedicated to providing the highest level of customer service and satisfaction. With over 20 years of experience in the hospitality industry, we have learned that no two guests are the same, and it is our responsibility to exceed each guest's expectations.

We are committed to providing a luxurious and comfortable environment for all of our guests. Our hotel offers 100% smoke-free accommodations, making it a great choice for non-smokers or those looking to reduce their exposure to secondhand smoke.

Our spacious guest rooms and suites feature the latest in luxury amenities, including high-speed Wi-Fi, large plasma televisions, and well-appointed bathrooms with a separate vanity area. Some of our guest rooms even include private balconies, providing guests with an unparalleled view of the city skyline.

Our hotel's culinary offerings are sure to impress. Our restaurant serves a wide array of delectable cuisine, ranging from fine dining to more casual options. Additionally, our lobby bar offers a variety of libations, ensuring that your evening at our hotel is enjoyable for everyone.

In addition to our luxurious accommodations and gourmet dining options, our hotel also offers a range of leisure and recreational activities for our guests. Our spa offers a variety of relaxation treatments, and our fitness center features state-of-the-art equipment to help you stay fit and healthy.

Whether you are looking for a place to stay for a short business trip or a more extended vacation, our hotel is the perfect choice. Our dedicated staff and outstanding amenities will ensure that your stay with us is one you will never forget. So, go ahead and book your reservation today, and experience the unparalleled service and hospitality that our hotel has to offer. We look forward to welcoming you as our guest!
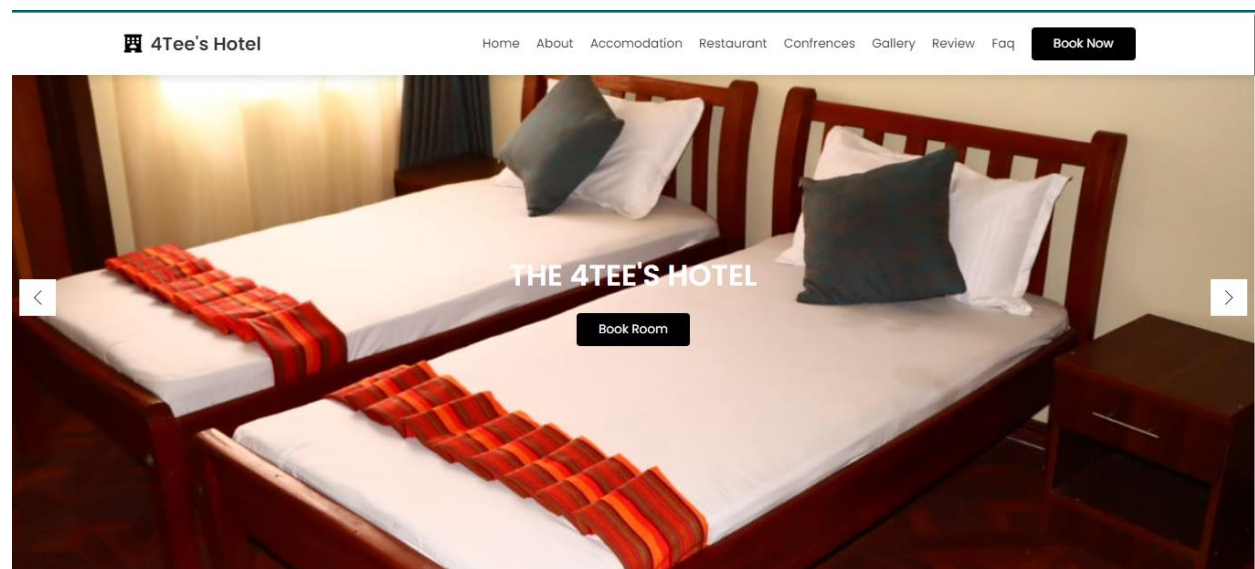
2. Target Audience

Our target audience is a diverse group of individuals who are seeking a high-quality and comfortable accommodation during their travels. They may include business travelers, couples seeking a romantic getaway, families on vacation, or those simply seeking a convenient location for an extended stay. Our target audience also includes those who prioritize a luxurious and well-appointed stay, with an emphasis on customer service and amenities. Additionally, we cater to individuals who appreciate the benefits of a smoke-free environment, ensuring a healthier and more enjoyable stay.

The target audience of a hotel can be categorized into various segments, each with their own specific needs and preferences.

1. Business Travelers: These individuals are on the go, seeking efficient and comfortable accommodations to manage their workload while on the road. They prioritize convenience, technology, and amenities such as gym facilities, business centers, and Wi-Fi connectivity.

2.Couples and Romantics: This segment seeks a serene and intimate getaway, emphasizing comfort, style, and the romantic touch. They often opt for boutique hotels with a personalized approach and an emphasis on pampering services.

3.Families: Families traveling together look for hotels that cater to their needs, including child-friendly facilities, pools, and kids' menus. They prioritize comfort, safety, and fun activities for the whole family.

4.Budget-Conscious Travelers: This segment is looking for cost-effective accommodations without compromising on the essentials such as cleanliness, security, and a functional environment.

5.Health-Conscious Travelers: Some travelers prioritize a smoke-free environment, considering factors such as indoor air quality and proximity to eating establishments. They are increasingly looking for hotels with gym facilities and wellness centers.

6.Luxury Seekers: This segment includes those who seek a luxurious and well-appointed stay, prioritizing a personalized approach, gourmet dining, and lavish amenities.
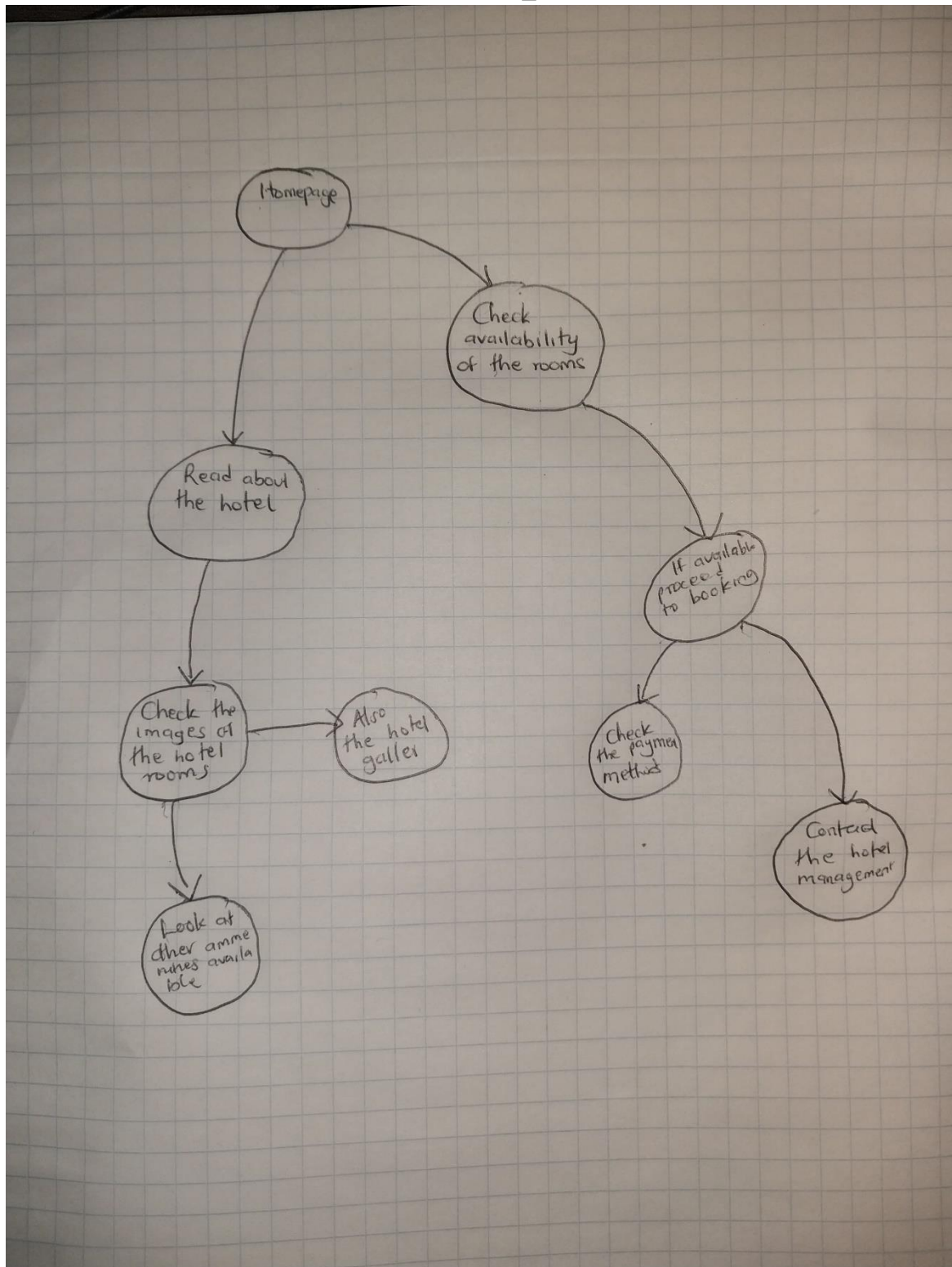
Each segment of the target audience has its unique preferences and needs, making it essential for hotels to adapt and cater to these specific groups. By offering tailored experiences, hotels can ensure that their target audience feels valued and catered to, leading to higher customer satisfaction and repeat business.

3. Goals

1. User Engagement: Encourage visitors to explore the website through intuitive navigation, appealing visuals, and user-friendly design.
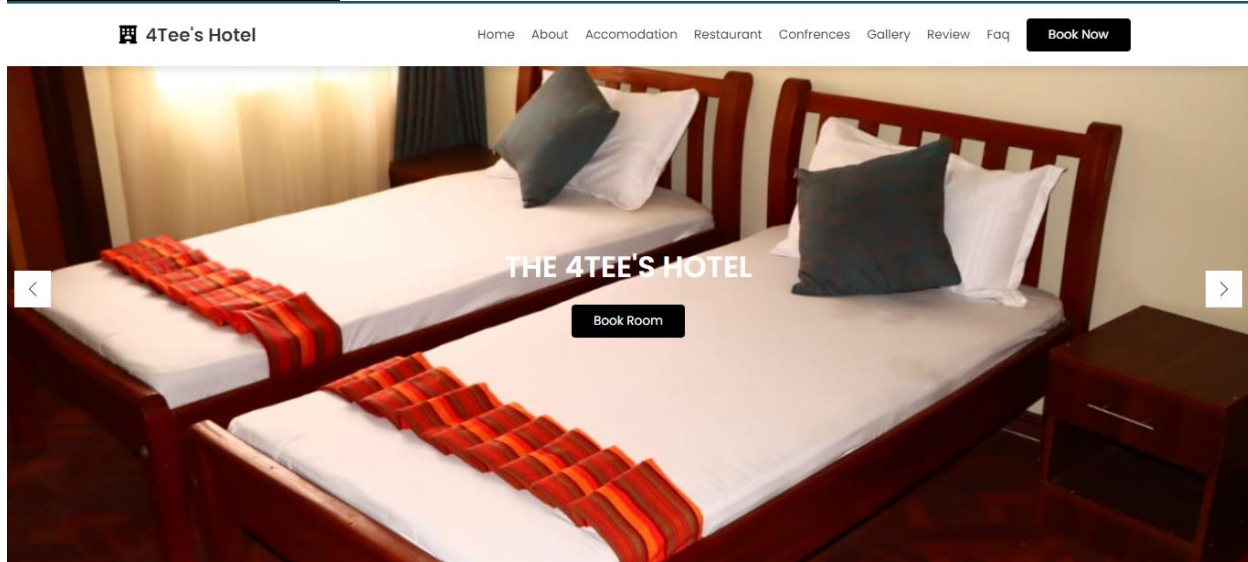
2. Booking Conversion: Streamline the booking process to make it easy and efficient, optimizing for high conversion rates.

3. Information Accessibility: Provide comprehensive and accurate information about rooms, amenities, pricing, and policies to help users make informed decisions.

4. Mobile Responsiveness: Ensure the website is responsive across various devices, especially mobile, to cater to a wide range of users.

5. Security and Trust: Implement secure payment gateways and prominently display trust signals, such as reviews and certifications, to instill confidence in potential guests.

6. SEO Optimization: Optimize content for search engines to enhance visibility and attract organic traffic.

7. Personalization: Offer personalized recommendations, deals, or loyalty programs based on user preferences and history.

8. Social Integration: Facilitate social sharing and integration to leverage social proof and reach a broader audience.

9. Multilingual Support: Cater to an international audience by providing content in multiple languages to enhance accessibility.

10. Feedback Mechanism: Implement a feedback system to gather guest reviews, enabling continuous improvement and showcasing positive experiences.

11. Promotions and Specials: Highlight promotions, discounts, and special packages to incentivize bookings and create a sense of urgency.

12. Integration with PMS: Seamlessly integrate with Property Management Systems (PMS) for efficient management of bookings, inventory, and guest information.

13. Responsive Customer Support: Offer accessible customer support channels to assist users with inquiries, issues, or special requests.

14. Visual Content: Showcase high-quality visuals, including images and videos, to provide an immersive experience and showcase the property's features.

15. Performance Optimization: Ensure fast loading times and optimal website performance to enhance user experience and reduce bounce rates.

5. Flow chart or sitemap

A hand-drawn flow chart with the following nodes and connections:

- **Homepage** → **Read about the hotel**
- **Homepage** → **Check availability of the rooms**
- **Read about the hotel** → **Check the images of the hotel rooms**
- **Check the images of the hotel rooms** → **Also the hotel gallery**
- **Check the images of the hotel rooms** → **Look at other ammenities available**
- **Check availability of the rooms** → **If available proceed to booking**
- **If available proceed to booking** → **Check the payment method**
- **If available proceed to booking** → **Contact the hotel management**

6. Rough sketches of your ideas for each page.

Header and Home Page.

The header having a logo and navigation, and a main section (home) with a cool image slider(carrousel) showing different pictures of the hotel and prompting you to book a room.

1. **Header Section**
    The header is like the top part of the webpage, and it contains the logo and navigation links. The logo is an icon representing a hotel.
    The navigation bar has links that take you to different parts of the website, like the home page, about page, accommodation, restaurant, conferences, gallery, reviews, FAQ, and a "book now" button for reservations.
   There's also a small icon (three horizontal bars) that likely represents a menu button, often used on mobile devices.

2. **Home Section**
    This is the main section of the webpage, typically the first thing you see.
    It has an image slider - carrousel (a fancy way of showing multiple images). Each slide in the slider has a background image, and on top of that, there's a section with the hotel name and a button encouraging you to book a room. The slider also has next and previous buttons to navigate through the images.

Footer
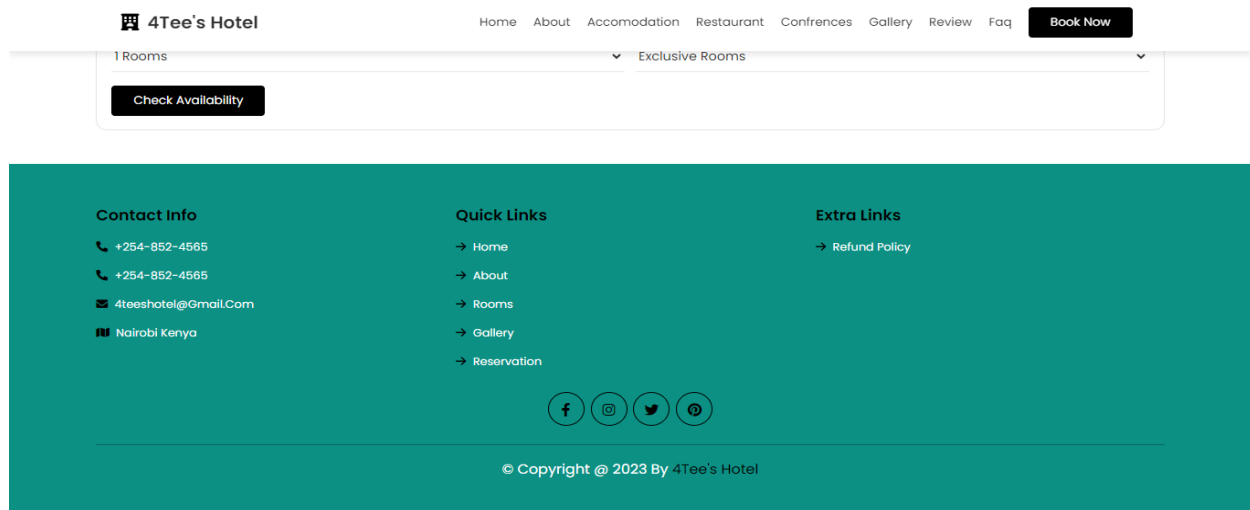
This footer serves as a consistent and easily accessible section throughout the website, providing users with important information, navigation options, and links to external platforms.
It typically contains information that is important for users to access or be aware of regardless of which page they are on.

Here's a breakdown of the components in the footer:
1. **Contact Information**
    Includes essential contact details such as phone numbers, email addresses, and physical addresses. In the provided example, phone numbers are represented with phone icons, the email address with an envelope icon, and the location with a map icon.
2. **Quick Links**
    Provides shortcuts to key sections of the website. Users can quickly navigate to the home page, about page, rooms, gallery, and reservation pages. Each link is often accompanied by a small icon to indicate its purpose.
3. **Extra Links**
    Contains additional links that may not be part of the main navigation but are important for users to access. In the example, there is a link to the "refund policy," which might contain information about the hotel's refund and cancellation policies.
4. **Social Media Links**
    Displays icons linking to the hotel's social media profiles on platforms like Facebook, Instagram, Twitter, and Pinterest. This allows users to follow the hotel on social media for updates and promotions.
5. **Copyright Information**
    States the copyright details for the website. It typically includes the copyright symbol (©), the year of copyright (2023 in this case), and the name of the entity holding the copyright (4Tee's Hotel).

About Us
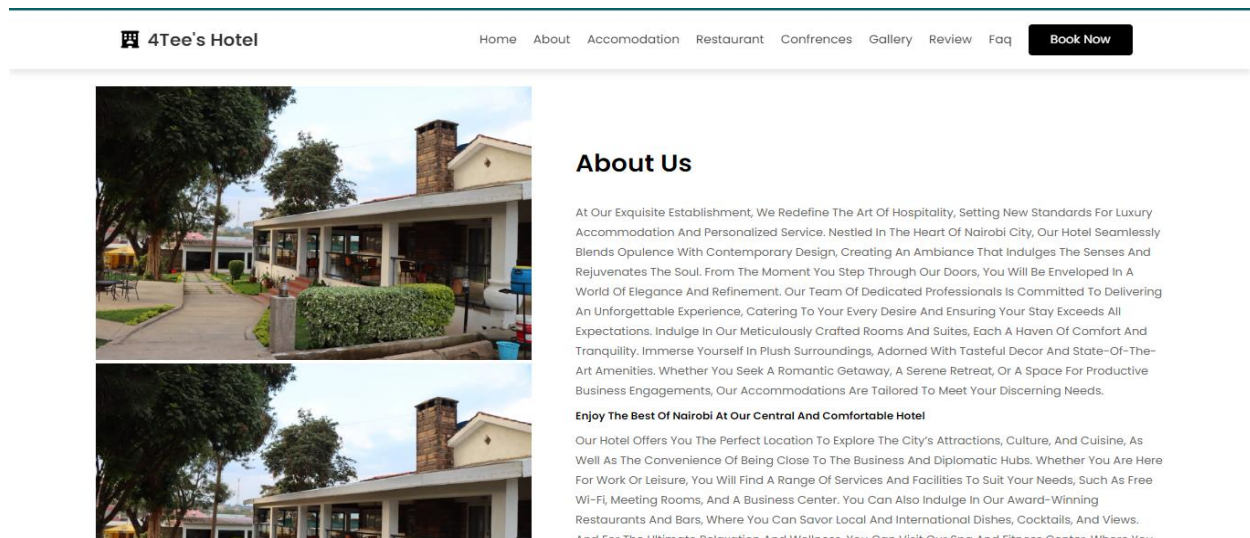
It includes images, headings, and paragraphs to describe the hotel's commitment to luxury accommodation and personalized service. The content highlights the dedicated team, meticulously crafted rooms, and a range of amenities, positioning the hotel as a comprehensive experience for both business and leisure travelers.

Client Review
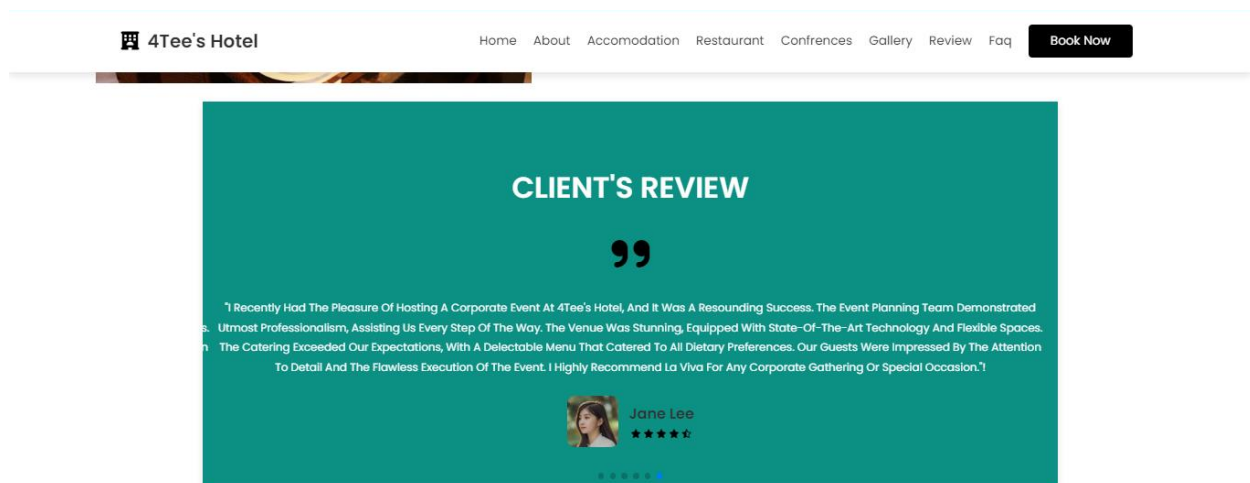
The "Review" section is designed to showcase client testimonials. It employs the Swiper library to create a visually appealing slider for cycling through multiple reviews. Each review slide includes a heading, a quote icon, the client's feedback, and user information such as a profile picture, name, and star rating. The star rating is represented using icons. The Swiper library adds a slider functionality, and a pagination element is included for easy navigation through the reviews. This section aims to highlight positive client experiences and provide a dynamic presentation of customer feedback.

Accommodation

It showcases various room options with images, pricing, descriptions, star ratings, and a "Book Now" button. Each room is presented in a slide format with details such as room type ("Exclusive Room"), pricing, images, a shopping cart icon for potential bookings, and a brief description highlighting the luxury and features of the room. Users can explore different room options, view their details, and proceed to book by clicking the "Book Now" button. The section is designed to engage users and encourage them to explore and book rooms at the hotel.

Gallery

The "Gallery" section provides a visual feast of the hotel's offerings, displaying images capturing its ambiance, facilities, and aesthetic appeal. Users can click on the magnifying glass icon to get a closer look at each image, allowing them to explore the hotel's spaces, design, and unique features. This section aims to engage visitors by offering a glimpse into the visual allure of the hotel, encouraging them to imagine and anticipate their experience at the establishment.

Frequently Asked Questions

FREQUENTLY ASKED QUESTIONS

What Are Payment Methods?

1 M-PESA 2 VISA 3 MASTERCARD 4 PAYPAL 5 UNIONPAY

For More Information Regarding Payment Please Contact Us Below!

The "FAQs" section prominently displays a heading introducing frequently asked questions. The layout includes a row with an image and content boxes. One of the active content boxes addresses payment methods, listing M-PESA, VISA, MASTERCARD, PAYPAL, and UNIONPAY, with a note encouraging users to contact the hotel for additional payment information. The visual element is supported by concise text, creating an engaging and informative design for users seeking answers to common queries.

Book Now

| | 4Tee's Hotel | | Home About Accomodation Restaurant Confrences Gallery Review Faq | **Book Now** |

BOOK NOW

Name *	Email *	Check In *
Your Name	Your Email	Mm/Dd/Yyyy
Check Out *	Adults *	Children *
Mm/Dd/Yyyy	1 Adults	1 Child
Rooms *	Room Type *	
1 Rooms	Exclusive Rooms	

Check Availability

| Contact Info | Quick Links | Extra Links |

The Book Now is a user-friendly booking interface where visitors can easily input essential details for their stay. It includes fields for name and email, along with options to choose check-in and check-out dates. Users can also specify the number of adults and children, select the desired number of rooms, and choose the room type from available options like exclusive rooms, family rooms, daily rooms, and panoramic rooms. The form is structured within a well-organized container, and upon completion, users can submit the form to check availability. The design promotes a straightforward and efficient booking process for potential guests.

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7. Conclusion

The 4TEE`S hotel provides a wide range of facilitites including accommodation,restuarants,conferences and gallery to maximise the comfort of our esteemed guests.From its inception to the present moment, the journey of 4Tee's has been characterized by a commitment to providing guests with an unparalleled experience, marked by luxury, comfort, and a touch of distinctiveness.

As 4Tee's Hotel continues to evolve and welcome new chapters, it remains a beacon of sophistication and hospitality. Whether for business or leisure, the name 4Tee's has become synonymous with an exceptional standard of service, making it a destination of choice for those seeking not just accommodation, but an immersive and enriching experience. In the realm of luxury hotels, 4Tee's stands tall, leaving an indelible mark on the landscape of hospitality.