

GROUP 9 - PRESENTATION



PROTOTYPE (*browser*)

ExmouthViewHotel-xd
4 screens, Updated 5 minutes ago

Search 25% Sign Out

The prototype consists of four main pages:

- Home:** Features a large header image of a coastal town, navigation links (HOME, GALLERY, ACCOMODATION, RESTAURANT, GUIDE), a "ABOUT" section with placeholder text, a "RESTAURANT" section with placeholder text, and a "follow us:" social media section.
- Accommodation:** Shows a header image, navigation links, and three room types: SINGLE ROOM, DOUBLE ROOM, and FAMILY ROOM, each with a small icon and placeholder text.
- Gallery:** Shows a header image, navigation links, and a grid of five images: a couple with a baby, a beach view, a yellow building, a sunset over water, and a grassy hillside.
- Restaurant:** Shows a header image, navigation links, and sections for LEISURE ACTIVITIES and SPORT ACTIVITIES, each with a small image and placeholder text.

Report Abuse Design Specs BETA

PROTOTYPE (mobile)

home

acom.

gallery

guide

address:

DIFGHEPDLQKUJLJHJHUK
GHJKHVWVHKVVKVGH
HJJKHJHJHJHJHJH
HJHGJHJLJH
POJHJHJLJH
DIFGHEPDLQKUJLJHJHUK
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contacts:

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follow us: f

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GHJKHVWVHKVVKVGH
HJJKHJHJHJHJHJH
HJKGJLJHJLJH
HJHGJLJH
POJHJLJH

follow us: f

address:

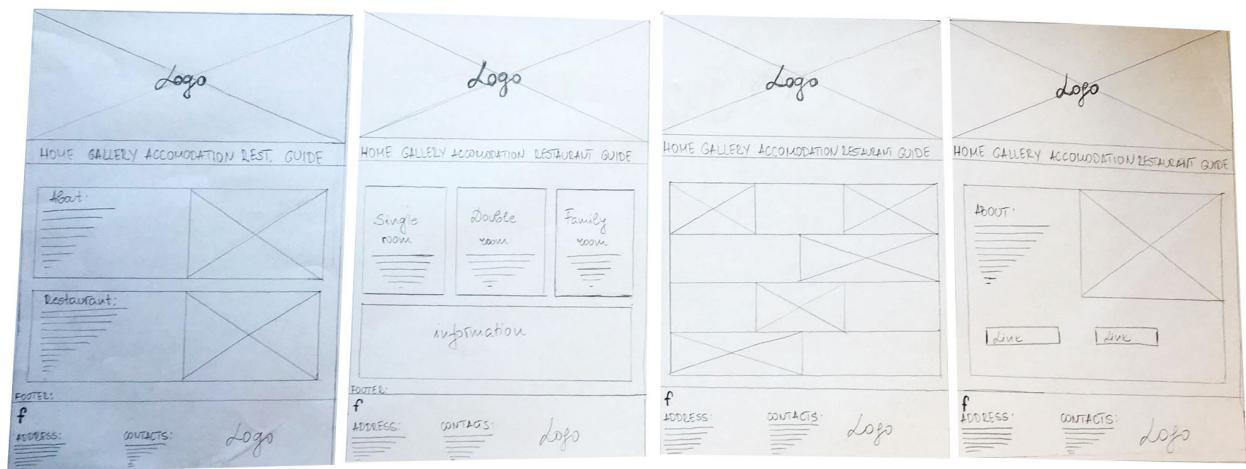
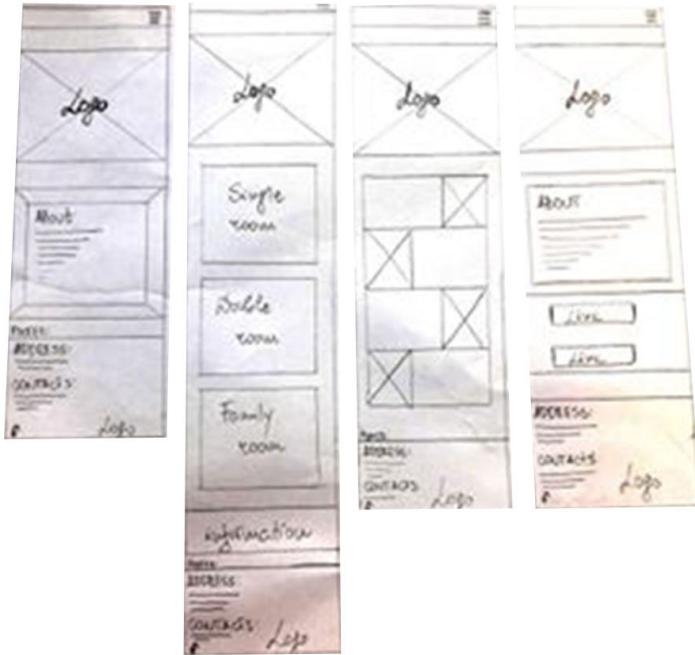
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HJJKHJHJHJHJHJH
HJHGJHJLJH
POJHJHJLJH
DIFGHEPDLQKUJLJHJHUK
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HJHGJLJH
POJHJLJH

contacts:

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GHJKHVWVHKVVKVGH
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HJHGJLJH
POJHJLJH

follow us: f

SKETCHES



DESIGN PRINCIPLES

EXISTING DESIGN

"Analysis of design principles"



Typography- body text, regular and italic. The typography used in the website is not the same font, which makes it looks a bit messy.

Visual contrasts:

- Colour:**
The colours are used distastefully.
- Shape:**
The applied shapes are limited only to couple rectangles. This is not very dynamic or exciting for the user.
- Texture:**
The texture is used only at the background and it is not very appealing.
- Position:**
The position of the objects is placed in the middle-pictures and text. And that makes it looks outdated and quite amateur.

Composition:

-Symmetry:

We only find a symmetry in the two rectangles in the middle and the centred text.

DESIGN PRINCIPLES

NEW DESIGN

Gestalt laws - selected examples

Similarity

- Nav panel
- Main page (text and images)
- Footer

Continuity

- Example mobileversion - text in front of a blurred out image

Proximity

- Logo
- Contact
- Social Media

Composition

- Alignment, consistency and strong unity
- Easily navigated
- Updated modern and sleek design

Symmetry

- Information pages encompass symmetrical traits
- Gallery makes use of an asymmetric design

Contrasts

- Graphic elements (logo, images, colored page-indicators)

TEST REPORT

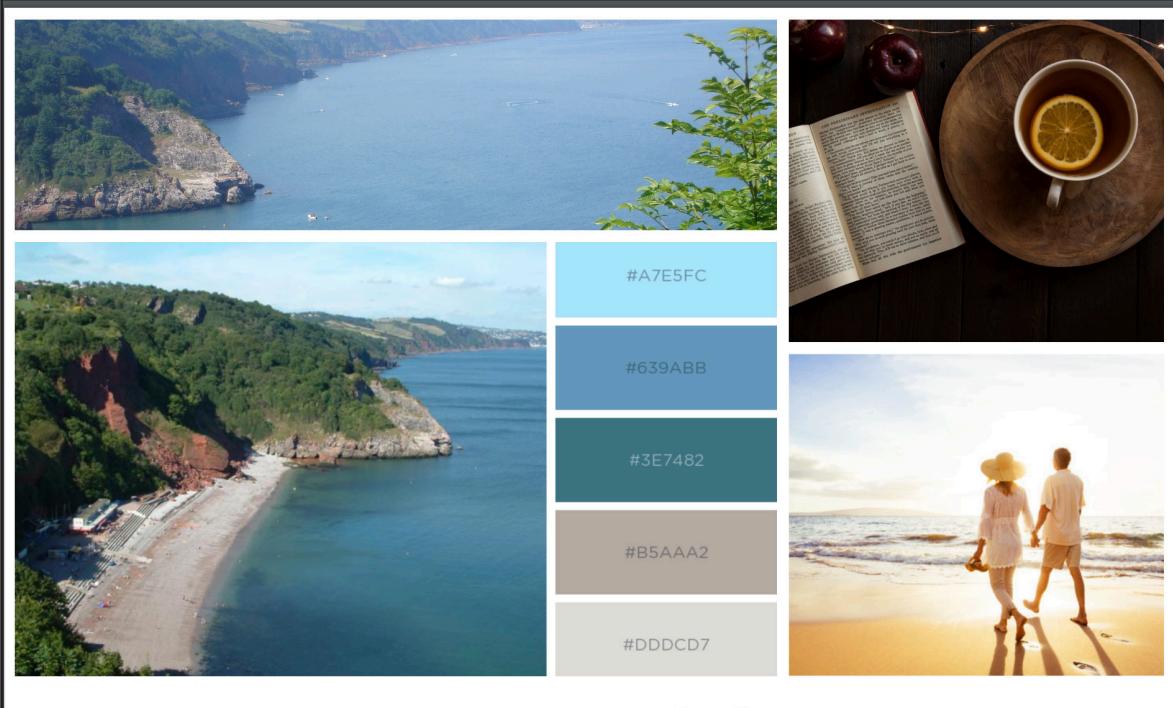
RESULTS

- No recollection of the exact name of the hotel
- Difficulty deciphering the content
- No wish of staying at the hotel
- Lack of identity
- Doubt of intention

ACTIONS FOR REDESIGN

- A stronger website identity and homepage
- Improved local navigation, including colour changing page indicators
- Cleaner typeface for readability purposes
- Stronger hotel branding, perhaps a redesigned logo
- New layout and improved content management
- Superfluous information and material removed

MOOD BOARD



Dream Holiday

NATURE, SEACOAST & COZINESS



STYLE TILE

GROUP PROJECT: BASIC REDESIGN

Possible colors:



Textures:



Typography:

For the text was chosen Helvetica Neue as a very classic, simple, easy to read font.

Title Regular 26pt

Headings Regular 18pt

Body text 12pt

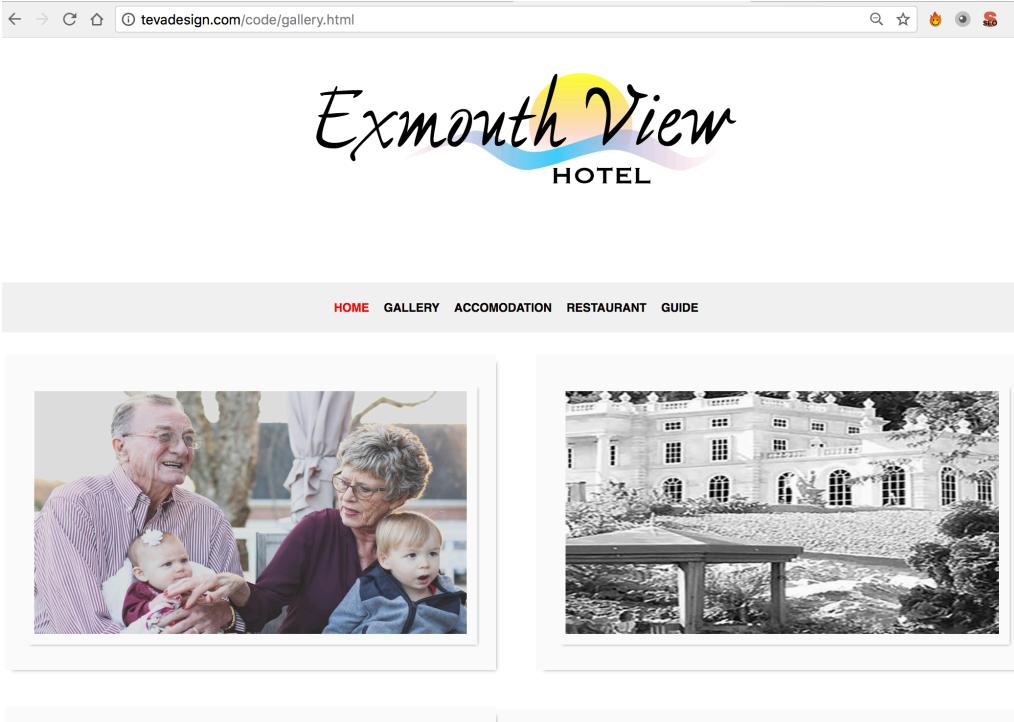


STYLE TILE

Logo

Exmouth View
HOTEL

CSS



The screenshot shows a website for "Exmouth View HOTEL". The header features a large logo with the text "Exmouth View" and "HOTEL" below it, with a colorful sun-like graphic. Below the header is a navigation bar with links: HOME, GALLERY, ACCOMODATION, RESTAURANT, and GUIDE. The main content area uses a grid layout. On the left, there's a grid item showing a photo of an older couple holding a baby. On the right, there's a larger grid item showing a black and white photo of a large, ornate building, likely the hotel itself. The right side of the image displays a portion of the CSS code used for the grid layout.

```
3 .grid__home {
4   display: grid;
5   grid-template-columns: 1fr 1fr 1fr;
6   grid-template-rows: auto;
7   grid-template-areas: "gheader gheader gheader"
8     "gmenu gmenu gmenu"
9     "gbody1 gbody1 gbody1"
10    "gbody3 gbody3 gbody3"
11    "gbody2 gbody2 gbody2" "gfooter gfooter",
12    "gfooter gfooter gfooter";
13   grid-gap: 10px;
14   margin: 0px;
15   width: 100vw;
16 }
17 .grid__accomodation {
18   display: grid;
19   grid-template-columns: 1fr 1fr 1fr;
20   grid-template-rows: auto;
21   grid-template-areas:
22     "gheader gheader gheader"
23     "gmenu gmenu gmenu"
24     "gbody1 gbody1 gbody1"
25     "gbody2 gbody3 gbody4"
26     "gbody5 gbody5 gbody5"
27     "gfooter gfooter gfooter";
28   grid-gap: 10px;
29   margin: 0px;
30   width: 100vw;
31 }
32 /*-----FROM HERE-----*/
33 .grid_gallery {
34   display: grid;
35   grid-template-columns: 1fr 1fr 1fr;
36   grid-template-rows: auto;
37   grid-template-areas:"gheader gheader gheader"
38     "gmenu gmenu gmenu"
39     "gbody1 gbody1 gbody2"
40     "gbody3 gbody3 gbody3"
41     "gbody4 gbody5 gbody5"
42     "gbody6 gbody6 gbody7"
43     "gbody8 gbody8 gbody8"
44     "gbody9 gbody10 gbody10"
45     "gbody11 gbody12 gbody12"
46     "gbody13 gbody13 gbody13"
47     "gfooter gfooter gfooter";
48 }
```

```
1 let elements =
2   document.getElementsByClassName('button');
3 console.log('elements found: ', elements);
4 for (let element of elements) {
5   element.onmousemove = function (e) {
6     var x = e.pageX -
7       e.target.offsetLeft;
8     var y = e.pageY -
9       e.target.offsetTop;
10    e.target.style.setProperty('--x', x
11      + 'px');
12    e.target.style.setProperty('--y', y
13      + 'px');
14  };
15}
16
17 let menuBar =
18   document.getElementById('jsMenu');
19 stickybits(menuBar);
20
```

```
.button {
  position: relative;
  -webkit-appearance: none;
  -moz-appearance: none;
  appearance: none;
  background-color: #63C8B2;
  padding: 10px 2em;
  border: none;
  color: white;
  font-size: 1.2em;
  cursor: pointer;
  outline: none;
  overflow: hidden;
  border-radius: 100px;
  margin: 10px;
}
.button span {
  position: relative;
  pointer-events: none;
}
.button::before {
  --size: 0;
  content: '';
  position: absolute;
  left: var(--x);
  top: var(--y);
  width: var(--size);
  height: var(--size);
  width: var(--size);
  height: var(--size);
  background: radial-gradient(circle closest-side, #FFF03B, transparent);
  -webkit-transform: rotate(-45deg), translate(-50%, -50%);
  transform: translate(-50%, -50%);
  -webkit-transition: width .3s ease, height .3s ease;
  transition: width .3s ease, height .3s ease;
}
.button:hover::before {
  --size: 350px;
}
.button__book {
```

TEST REPORTS OF REDESIGN

OBS. not part of the presentation

Boot Test and Results

What site is this? (Is there a site ID?)

1. Vacation booking site
2. Hotel website
3. Exmouth View Hotel

What page am I on? (Is there a page name?)

1. Yes, clearly. There's a navigational panel at the top.
2. There is a clear panel at the top of the website so I know where I am.
3. The site opens on a homepage and there are other pages you may click on.

What are the main sections? (Are there section names?)

1. Home, Gallery, Accommodation, Restaurant, Guide.
2. Home, Gallery, Accommodation, Restaurant, Guide.
3. Home, Gallery, Accommodation, Restaurant, Guide.

What navigation options do I have here? (Is there local navigation?)

1. Yes.
2. There is a local navigation bar present on all pages.
3. At the top of the website there is a menu bar.

Where am I in the scheme of things? (Is there local navigation?)

1. Colour changes (hover) in the navigation panel indicating where you are.
2. The page I am on changes to red in the navigation bar to indicate where I am on the site.
3. Red colouring changing text in the local nav' bar.

How can I search? (Is there a search bar?)

1. No.
2. I can't see one.
3. No, there is not.

Boot Tests Conclusion

- All testers understood it was a hotel or vacation booking website.
- Navigation bar was defined and complimented on by our testers.
- The main sections of the website are clearly defined, all users noticed the colour changing indicators in the navigation bar.
- The testers noticed there was no search option, which was intended.

5 Second Test and Results

What page are you on?

1. Home page of the Exmouth Hotel
2. Export View
3. Home page of The Exmouth Hotel

What is advertised?

1. Rooms
2. Beach, travel agency, palm beaches
3. The Exmouth Hotel

What can you find out on this website?

1. Prices, information about the hotel, contact information etc.
2. I could explore, the travel arrangements they are selling, contacts.
3. Top logo and navigational panel as well as a mood image from the hotel and short “About” information

Where can you navigate from here?

1. About us
2. Can’t remember
3. I remember “Gallery”, “Accommodation”, “Guide” as well as “Home”.

What is missing here?

1. Pictures from an actual room.
2. Nothing
3. Maybe some more colours and possibly more images.

Would you like to stay here?

1. Of course!
2. Maybe if I had more information
3. Perhaps.

5 Second Test Conclusion

- Testers were able to recognize the site advertising The Exmouth Hotel.
- Testers were interested in having more of a visual experience perhaps with more images, greater colour schemes etc.
- Some testers remembered the choices of navigation in the top panel which they described as being clearly indicated.
- One tester recognized the recreated logo of the sun, sea and name of the hotel.
- Testers are generally more inclined to stay at The Exmouth Hotel since the recreation on the site. However, it seems inevitable that more improvements be taken into consideration.