

The Brief

The Lunar Landing Hotel is a hotel booking website aimed at customers who are looking to have a resort style holiday in outer space. These customers, for example, could be passengers on the commercial Space X vehicle which is coming into commercial fruition taking ordinary passengers into space (for a fee).

Target demographic

The target demographic of Lunar Landing Hotel customers is likely to be those travelling by Space X and are therefore likely to be wealthy. They are likely to be adventurous and looking for an experience that will be memorable and provide great photo opportunities for Instagram!

Important features of the website

Site Content

The website contains all the usual features of an accommodation booking website such as an opportunity to search for cost based on the number of guests and the nights staying. There are also photos of the three types of rooms, an indication of the range of facilities, ratings, submit feedback, and an 'about' section which profiles the founders of the Lunar Landing Hotel and their ethos.

Visual Design Style

The style is clean, modern and minimalistic but effective, using a blue and white colour scheme that meshes well with the outer space theme. I have used a GIF for the banner which comprises twinkling stars in a galaxy, to give a three dimensional "live" effect to the site to make the customer feel that they are part of the galaxy. The wording, layout and content was based on my personal research and experience of hotel booking websites.

Information architecture

The booking buttons are just under the menu as bookings are the ultimate aim of the website and it should be easy for customers to find. The 'select room to book' is right underneath the booking buttons to make comparison of different room types and cost easily. The 'about us' section is also on the main page as it targets people who are new to the website and new to space travel.

Accessibility

The booking section uses dropdown menus, so it is not necessary to type the number of nights etc although this is still possible

I have used large images for each room type which makes it easy to select the room type to book by clicking on the image.

Clicking on an image under 'our facilities' enlarges it, providing more visual detail.

User interaction

A 'show more' button makes the 'about' section less intrusive on the main page, offering the option to access more information if the customer is interested. The ratings section shows the hotel rating on Tripadvisor, Facebook and Twitter and is intended as a selling point for the hotel and to encourage future guests to leave feedback. Similarly, the image of five stars in the feedback section is designed to stand out and provide an opportunity for customers to read/provide feedback. I have also included a contact section in case the customer needs to ask specific questions.

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