

Exmouth View Hotel





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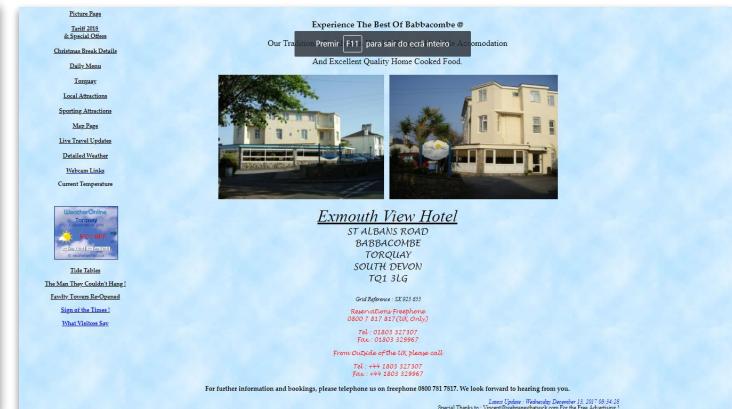
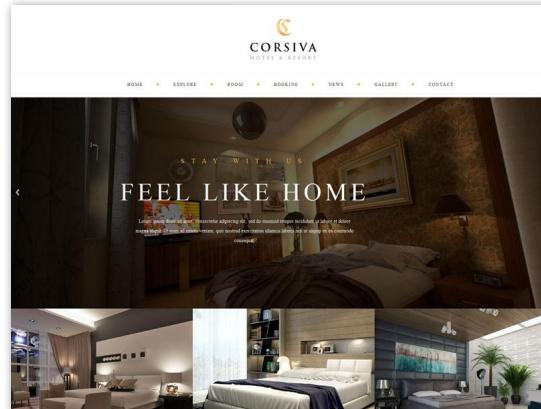
website reDesign by

Jan Ostrówka, Juliana Mota, Leonardo Pedrazzoli, Marta Netza, Nayeli Gilbertson

Introduction

Hotel main characteristics:

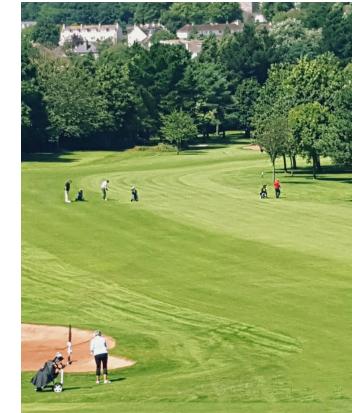
- Traditional and also modern
- Affordable
- Simple
- Familiar
- Cozy
- Warm
- Many activities available



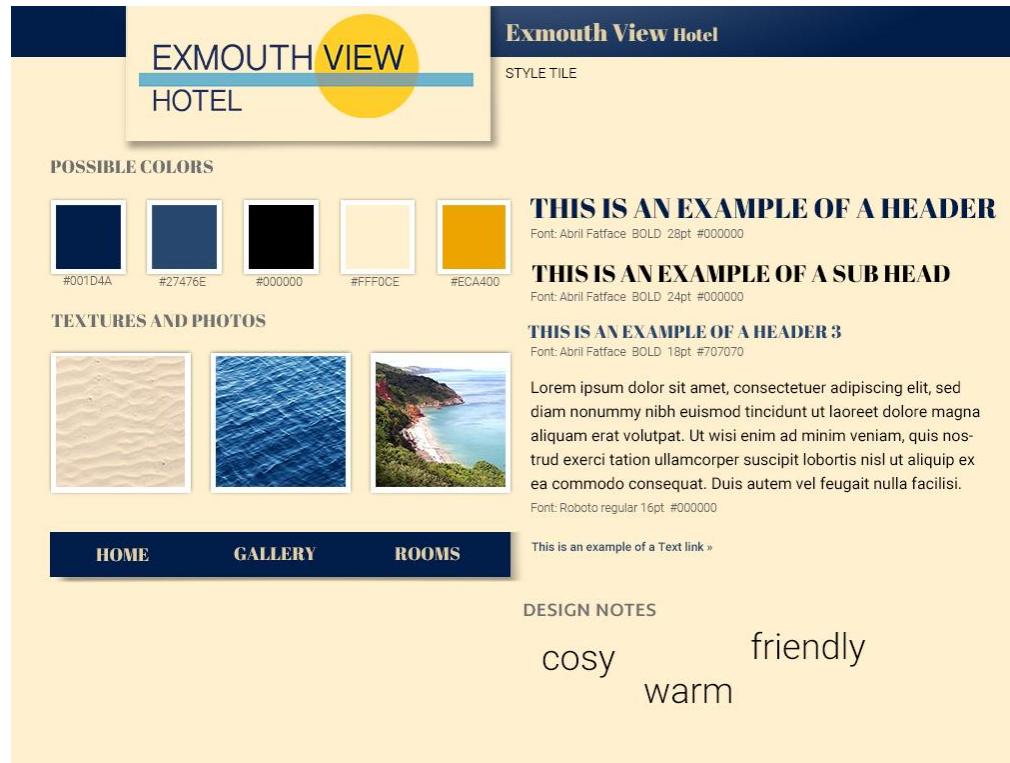
Introduction

Area:

- Babacombe bay
- South England
- By the beach
- Sunny and warm weather
- Golf Area
- Fishing
- Saling



Mood Board and Style tile



EXMOUTH VIEW HOTEL

POSSIBLE COLORS

#001D4A #27476E #000000 #FFF0CE #ECA400

TEXTURES AND PHOTOS

Textures: Sand, Water, Coastal Landscape.

Photos: Interior party scene, Exterior building, Billiards room, Sailing boat, Woman on cliff, Couple looking through telescope, Train on track, Coastal town, Fisherman, Color palette.

Exmouth View Hotel

STYLE TILE

THIS IS AN EXAMPLE OF A HEADER
Font: Abril Fatface BOLD 28pt #000000

THIS IS AN EXAMPLE OF A SUB HEAD
Font: Abril Fatface BOLD 24pt #000000

THIS IS AN EXAMPLE OF A HEADER 3
Font: Abril Fatface BOLD 18pt #707070

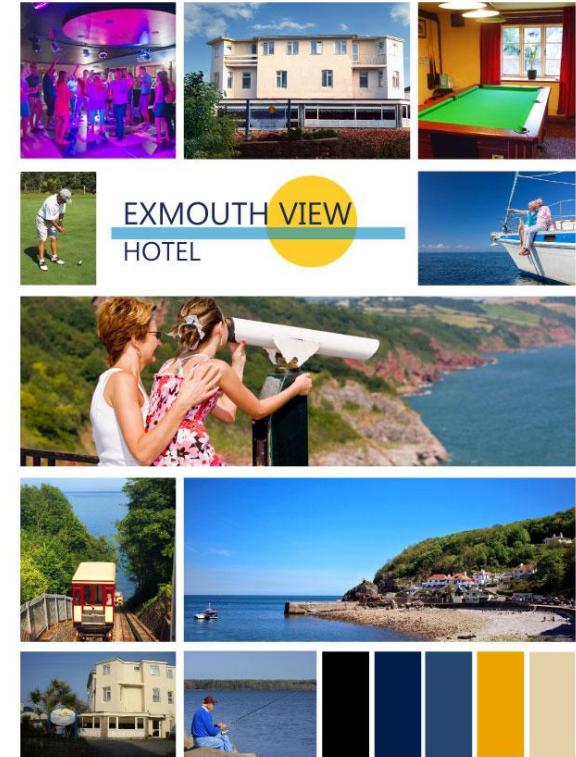
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Font: Roboto regular 16pt #000000

HOME GALLERY ROOMS

This is an example of a Text link »

DESIGN NOTES

cosy friendly
warm



Design Principles

Original Website

Static Symmetric composition

Color Contrast

Proximity in all content

Similarity in size and shape

Closure Content too near

The website features a central header with the hotel's name and logo. Below it is a grid table showing room rates for different periods. To the right is a sidebar with special offers and a footer with contact information.

Price: per person per night Bed & Breakfast Basis	Single	Double / Twin	Double / Twin (Single Occupancy)	Twin Room	Price
Jan - Mar '15	£44.00	£49.00	£50.00		Available
Apr - June '15	£47.50	£52.50	£55.00		Available
July - August '15	£50.00	£54.00	£56.00		On Request
Sep - Dec '15	£45.00	£49.00	£50.00		Request

[Link to - ex.com - personal currency assistant](#)

Executive Dinner available £3 course from £22 a la carte menu
Special Offers apply for Bank Holidays, Banker's, Christmas & New Year, Please enquire directly for details.
Child reductions are available based upon children sharing twin / double rooms with adults.

**** SPECIAL OFFERS ****

[Winter Warmer Deals](#)
[Spring Escape Deals](#)
[Late Summer Special Deal](#)

Free guest car parking is available on the premises.
but are subject to any changes made by the government.

U.K. Marketing Director - David Browne

A sidebar menu with links to Pictures Page, Taxis 2015 & Special Offers, Christmas Break Details, Daily Menu, Takeaway, Local Attractions, Sporting Attractions, Map Page, Live Travel Updates, Detailed Weather, Webcam Links, Current Temperature, WeatherOnline, Tide Tables, The Man They Couldn't Hang!, Faculty Tavern Re-Opened, Sign of the Times!, What Visitors Say, and a link to [Tide Tables](#).

The main content area features a large image of the hotel. To the right is a sidebar with hotel details and a footer with contact information.

Experience The Best Of Babacombe @
Our Traditional **Premium** **F11** para sair do escritório e Acomodação
And Excellent Quality Home Cooked Food.

Exmouth View Hotel
ST ALBANS ROAD
BABACOMBE
TORQUAY
SOUTH DEVON
TQ1 3LG

Grid Reference : SX211 015
Reservations Freephone:
0800 7 817 817 (UK Only)
Tel: 01803 327307
Fax: 01803 329867
From Outside of the UK, please call:
Tel: +44 1803 329867

For further information and bookings, please telephone us on freephone 0800 781 7817. We look forward to hearing from you.
Latest Updates - Wednesday December 16, 2015 08:34:28
Special Thanks to [Unbounce](#) for the free A/B testing!

Test Reports

Original Website

Tests

- Front Page difficult to define
- Extensive Navigation and not always present
- Could not find booking
- Not visible name of the company

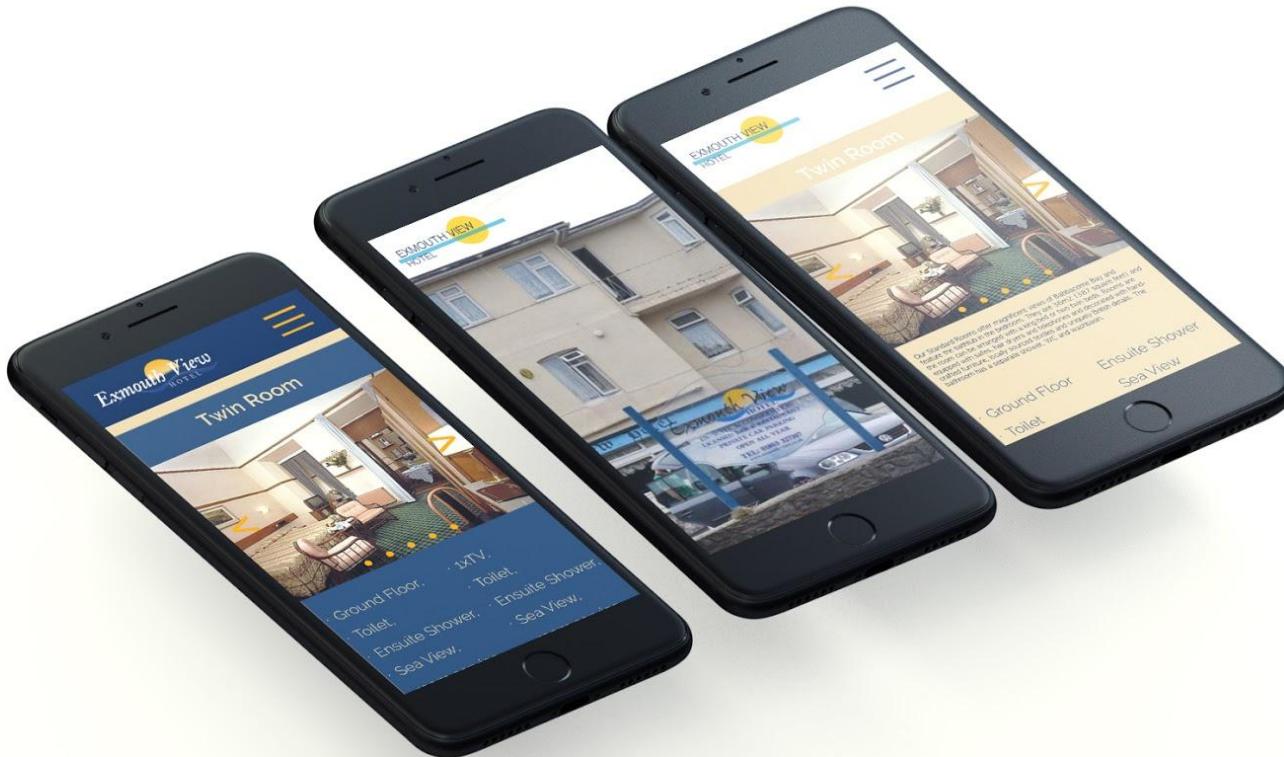
Changes

- Simpler and minimalistic front page
- Simplify Navigation
- Design more perceptive and intuitive
- Company name more appealing and visible

Prototype



Prototype



Test Reports

New Website

Tests

- Every user could identify the name of the company.
- All users told us that it was a hotel website.
- Most of them told us that a search bar is not necessary.
- They weren't sure if it is a traditional or a modern company

Changes

- Change some colors to make it lighter and modern.
- Created a new and modern logo.
- Add a "Reserve Now" button.

Design Principles

New Website

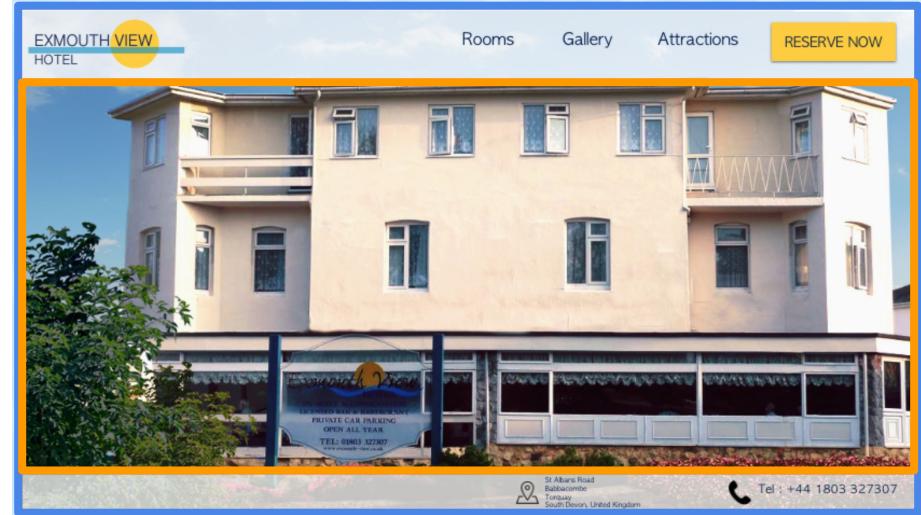
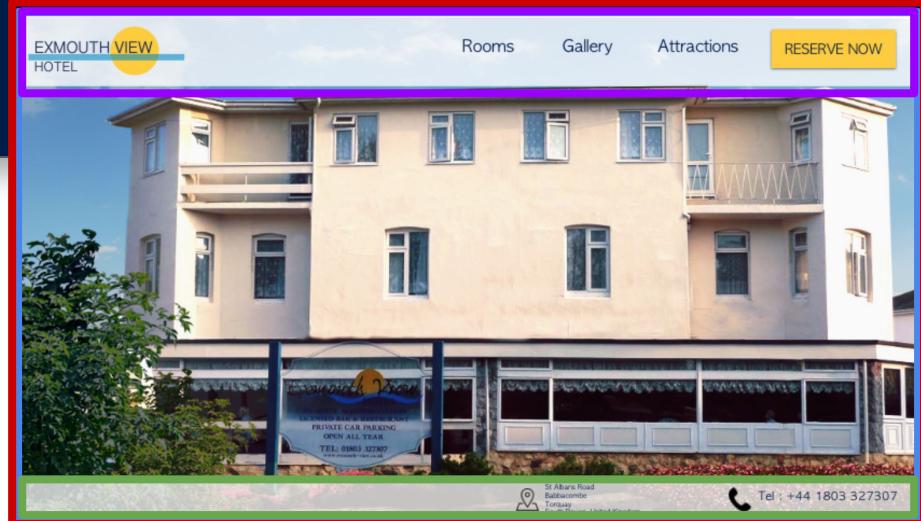
Approximate Horizontal symmetry

CLOSURE

Figure and ground

Optical texture

Hicks law



Interesting CSS

EXMOUTH VIEW HOTEL

Home Rooms Gallery Local Attractions Reserve now

A large, light-colored, three-story hotel building with multiple windows and balconies. It is set against a bright blue sky with scattered white clouds.

LOCAL ATTRACTIONS



Exmouth View Hotel
St Albans Road Babbacombe Torquay South Devon,
United Kingdom TQ1 3LG

tel: +44 1803 327367

EXMOUTH VIEW HOTEL

Home Rooms Gallery Local Attractions Reserve now



Single

BOOKING AMENITIES:
Coffee / Tea Maker, TV, En suite Private Bathroom and Toilet

Check in: From 2:00 PM Check out: before 11:00am

from 40 £

Book

Interesting CSS



A mobile phone screen displaying a room detail page for a "Single" room. The top navigation bar includes the hotel's logo and a menu icon. The main content area shows a photograph of a single bed in a room with a desk and chair. Below the photo is a section titled "BOOKING AMENITIES" listing coffee/tea maker, TV, en-suite private bathroom, and toilet. Further down are sections for "Check in: From 2:00 PM Check out: before 11:00am" and a price of "From 40 £". A "Book" button is at the bottom.

A mobile phone screen displaying a collage of three images under the heading "DINING ROOM AND BAR". The top image shows a dining room with a table set for dinner. The middle image shows a group of people dancing in a bar or lounge area with purple lighting. The bottom image shows a snooker table in a room with a window. The top navigation bar includes the hotel's logo and a menu icon.

Thank you!

Jan Ostrówka, Juliana Mota, Leonardo Pedrazzoli, Marta Netza, Nayeli Gilbertson