Team Name: Buckeye BnB

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Summary

For the Buckeye Bed and Breakfast to gain national and local notoriety we need to increase room reservations, increase retention, and build relationships with local businesses through the website. To increase online traffic we need to select an aesthetically pleasing color palette, clear site navigation, proper image sizing and positioning, and lastly font spacing.We looked at some respected local and nationally recognized Bed and Breakfasts to see what we are up against. During this process we found many similarities and dissimilarities among websites. We also discovered examined trendy designs, responsive layout, and many interesting other designs that BBnB would like to include for their website.

Competitors Evaluated

List 5 competitors, their URLs. descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.

- Crowne Pointe Historic Inn and Spa: https://crownepointe.com/ - This extravagant bed and breakfast was originally an old sea captain's mansion. This b and b in Provincetown has 33 rooms in 6 completely restored historic building all wrapping a wonderfully landscaped courtyard. Each luxurious room and suite is designated with a chimney, whirlpool tub, private deck, and excellent views. This b and b includes several ten person spa along with a warmed in-ground pool. Intimate dining any night of the week, and hearty hot breakfast every morning. According to BedandBreakfast.com, this one of the top B n B's in the country.

- Red Maple Inn: http://www.redmapleinn.com/ - (Not responsive) This Amish Country Bed and Breakfast is located in Burton, OH. This BnB has a style that resembles the early 1900's. With floral wallpaper and handcrafted furniture. Each room includes DVD players, Jacuzzi Tubs, and educational Amish heritage literature and videos. Other amenities include a small fitness center, balconies, game room, fireplaces, rocking chairs, and Wi-Fi access.

- The Mill House: https://themillhouse.com/ - The Mill House located in Grand Rapids, OH, it offers a choice of 4 first floor guest rooms, each with private baths, fully air-conditioned, and Wi-Fi. Eac room is furnished with a full-sized bed, private bath, ceiling fan, Cable TV, and DVD player.

- Inn on Lake Granbury: https://www.innonlakegranbury.com/ - Located in Granbury, Texas minutes away from the Dallas/Fort Worth metro area. This luxurious lakefront bed and breakfast has earned a notoriety for a special retreat for relaxation and rejuvenation. The BnB includes 15 guestrooms and suites, many of which offer upscale conveniences including feather beds fitted with fine linens, steam showers, jetted bathtubs, heated bathroom floors, and private balconies and porches with tranquil views of Lake Granbury.

- Willow Brooke: https://www.willowbrooke.com/ - This Bed and Breakfast is located in Alexandria, OH. This BnB includes Two cottages with each having 4 bedrooms. Willow Brooke also has a free roaming peacocks. Each room includes a heart-shaped tub, gas log fireplace, outdoor hot tub, Wi-Fi, and fully equipped kitchen.

Navigation and Labeling

Common labels (terms) used to navigate the sites: (In no specific order)
- Rooms and Rates
- Reservation and Calendar
- Photos
- Contact
- Home
- About
- Meals
- Specials and Packages

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)

- Menu Logo (Three Horizontal Lines)

Content and Features

What features and types of functionality do competitors offer their users.

What types of content is available on the sites.
- Photos
- Descriptions
- Some have maps
- Forms for Reservation
- Video

What content is missing on the sites that would be helpful.
- Remove unnecessary distractions. Keeping the page clean will reduce clutter and prevent confusion.
- Pair colors well - introduction optimal colors for the user will provide a better experience. Dark font on light background.
- Pastel colors.
- Use thick and large fonts.
- Reduce distraction by limiting items to 3-4 things.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)
- The majority of my competitors voices helpful, but boring. The one BnB that most exciting and friendly voice was Crowne Pointe Historic Inn and Spa.

Is there consistency in voice and tone across the sites?
- There is consistency among all sites tone and that would be calm and relaxed.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)
- Large picture slide shows are common across all the sites on the top of the page.
- Typography across all the websites is script for the headings.
- Navigation bar and menu bar at the top and horizontal.

How does the design contribute to the usability of the site on various devices?
- For all sites, the mobile design is set-up to highlight all of the call-to-action button. Images are used but limited.

Which design pieces (patterns) could be utilized on our website?
- The utilization of CTA buttons

- Vertical align of menu, photos, etc on all mobile devices.

Show side-by-side screenshots of each website evaluated.

Recommendations and Strategy

Based on the findings above, what top recommendations do you have for your client's website, based on the top goals that they've shared already.
- The recommendations I have for my clients would be to use illustration to show how beautiful the BnB really is. Using minimalism on the homepage to keep the user from being intimidated.
- Probably use include a grid layout design.
- Use a parallax effect to the page
- Wide-space with some centered text.
- I will also use a fixed position horizontal navigation bar at the top.
- Use some pastel colors
- Do not use sliders
- Make sure it looks good on mobile devices
- Use a variety of font combinations for readability.

Do not include design solutions at this point, just recommendations.
- Maybe add a review page/section the bottom.