Team Name: Buckeye Bed and Breakfast
Team Members: Carson Robinson
Date: Oct 23, 2018

Summary

I explored each of these websites as if I were shopping online for a place to stay. I have based most comments on my initial reactions to the design of each website as well as how the features compliment the customer experience.

Competitors Evaluated

Red Maple Inn (http://www.redmapleinn.com)
    This site is well layed out and features appealing imagery of the space as well as the surrounding area. Off the bat I notice promotional buttons are pushed foreward on the page.

Hawthorne Park Bed and Breakfast (http://www. hawthorneparkbnb.com/)
    Features and overall appealing page design and a list of ammenities right on the home page. This site features a blog with consistent updates about the home or deals/events they might be hosting.

The Mill House Bed and Breakfast (http://themillhouse.com)
    Website has a simple yet intuitive design. Features a 3D virtual tour video that allows the user to explore each room of the house.

Willow Brooke Bed and Breakfast (http://www.willowbrooke. com)
    This website features stylized type options and styled boxes for a decorative aesthetic. The house offered is a manor so naturally this draws attention. The website designer took advantage of this and a large beautiful image of the house envelopes the entire home screen on initial load of the website.

The Barn Inn (https://www.thebarninn.com/)
    The Barn Inn features a welcoming home page with warm colors and large easily understood content areas and buttons.

Comment: each website had easily accessible navigation buttons some more than others, though, were well designed making the overall experience that much better.

Navigation and Labeling

Common
Home, Explore/Local Attractions, Rooms
Competitor
Amenities (this is a feature our website lacks), Social Media links, Contact button for easy communication with home owners, Gift Certificate button

What features and types of functionality do competitors offer their users?
    An amenity tab that lists all features of the house such as 'free wifi', or 'hot tub'

    Contact button or social media links for staying up to date with potential clients

What types of content is available on the sites.
    Images, Models of space, maps of local attractions, "Virtual Tours" or videos of the space

What content is missing on the sites that would be helpful.
    Many of the websites did not have a 'Calender' section or navigation button. This is important for a quick path to see what days are or are not available.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)
    Many of these websites attempt an inviting/welcoming voice with some splashes of excitement in headlines or subheads.

Is there consistency in voice and tone across the sites?
    Consistently 'welcoming', yes.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)
    Script typefaces. Red, Brown, Beige and sometimes Blue are common. Large Images on home screen.

How does the design contribute to the usability of the site on various devices?
    Design is often aiding in functionality. The better designed websites often have more successful approaches to hierarchy and functioning elements.

Which design pieces (patterns) could be utilized on our website?
    Some color elements, quilted or blanket patern, better approach to hierarchy.

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

Recommendations and Strategy
    Our website needs an identity. One that stands out and meets our desired needs. We should create platforms for contact and interaction between the potential customer and the home owner/the home itself.

Check Availability & Book Online

HOME
welcome
ABOUT
the b&b
BLOG
the latest
CONTACT
hello!
ROOMS & RESERVATIONS
view rooms & book online
☎ 614-372-5507
✉ info@hawthorneparkbnb.com

Hawthorne Park Bed and Breakfast

Blog

Learn about the latest news and updates from Hawthorne Park Bed and Breakfast here on our blog.

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Valentine's Day Special
Posted January 15, 2016

We are celebrating Valentine's Day the entire month of February with romantic getaway packages. Rekindle the romance or reconnect with your lover in one of

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Hanford Room Gets an En Suite Bathroom
Posted May 10, 2015

We are pleased to announce that we have added a private, en suite bathroom to the Hanford Room, giving all of our guest rooms their

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Romantic Valentine's Day Packages | Hawthorne Park Bed and Breakfast | Columbus, Ohio
Posted February 1, 2015

The Barn Inn

reservations@thebarninn.com
330-674-7600

CHECK AVAILABILITY
Make Reservation

Home Gift Certificates Rooms & Lodging Amenities Gallery Explore Contact Us

Accommodations Deserving of Life's Special Moments

His & Hers

Welcome

Come, relax, and rest assured that we have taken care of all the details.

Food	Private Bath / Custom Bedding	Furnishings
Property	Safety & Comfort	Internet / Outdoor
Special / Green Friendly / Additional Amenities	Location	10 Reasons to stay at The Barn Inn

Complimentary Food Service Amenities

- Country Cuisine Breakfast served daily
- Food prepared for restrictive diets upon request
- Unique and informative area orientation presented at breakfast
- Pastry, coffee, and tea selection upon check-in
- Guest service area with microwave and Keurig, 24 hour access
- Cork screw and wine glasses
- Freshly-Brewed Premium Coffee in Reception Area

BACK TO TOP

The Mill House
bed & breakfast
Grand Rapids, OH

Click to Make a Reservation
Call for Reservations or Info: 419-832-MILL (6455)
24070 Front St, Grand Rapids, OH 43522, View on Map

Home Rooms Location Policies Rates/Availability Gift Certificates Additional Info Contact

Watch our Virtual Tour   View the Rooms   Make a Reservation

Presented by ScanArt
The Mill House
More ⌄

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RESERVATIONS   MANOR HOUSE   GUEST COTTAGE   AMENITIES/MEALS   CONTACT / INFORMATION

Willowbrooke Bed & Breakfast
Elegant English Tudor Manor House
RESERVATIONS: 740-924-6161

WillowBrooke Bed 'n Breakfast

GIFT CERTIFICATES   RESERVATIONS   CONTACT   888-OH-MAPLE

Red Maple Inn
Burton, Ohio

HOME   OUR ROOMS   THE INN   AMISH LIFE   ACTIVITIES   EVENTS

Welcome to the Red Maple Inn

Our unique Amish Country Ohio bed and breakfast is a peaceful destination for rest and relaxation that you will never forget. Overlooking the rolling farmlands and forests of Geauga County, you can enjoy a complimentary hearty Amish breakfast and visit a vast array of one of a kind shops and attractions. The Red Maple Inn is nestled in historic Burton Village and is less than one hour from Cleveland.

Packages & Specials
▶ click here

Recent Blog Posts
▶ ~ Red Maple Inn Amish Tours ~
▶ Theatre Package- 2

individually decorated and have their own private entrances and personal baths. Featuring Ohio Amish handcrafted furniture, DVD players, Jacuzzi Tubs, and educational Amish heritage literature and videos; you will feel a world away from the stresses of everyday life. We have a small fitness center, balconies, game room, fireplaces, rocking chairs, Wi-Fi access, and a friendly staff that makes the Red Maple Inn offer a variety of amenities setting us far apart from any hotel.

Visit the Inn by clicking the PLAY button below.

Guest Testimonials
Read what Guests have to say about the Red Maple Inn
▶ click here

tripadvisor

AAA
Approved Lodging

Reviewed on tripadvisor.com