

Research and Competitive Analysis - Buckeye Bed & Breakfast (Group #2)

Goals:

The top goals for the website will include; increasing room reservations, engaging with past customers, increasing specialty package sales and providing better expectations for customers through partnerships with surrounding area attractions. We will provide simpler, more user friendly forms for online reservations and professional photos to encourage more reservations. We will engage with past customers by sending out email newsletters and having opportunities for specials on packages for returning customers. This benefit will also encourage package sales, and the website will provide details on all packages for new customers. The website will also have a page showcasing all the local amenities, and guests will be accommodated with local specials in the area with partnering businesses.

Required Content:

Home:

- Include description of Buckeye Bed & Breakfast
- Contact Info
- Address
- Picture
- Significant menu items

History:

- Display the full history on a page.

Rooms:

- Provide customers with the room choices available, specs, rates, amenities, and pictures.
 - Sweetheart Haven
 - Treetop
 - Enchantment
 - Out of Africa

Reservations:

- Allow customers to make reservations online. Required payment options. Show on a calendar the time periods the Buckeye Bed & Breakfast is open (early April/ Early November)

Attractions:

- Show attractions in the area along with links to support them.
 - Museums
 - Wineries
 - Shows

- Amish Country

Promotions/Packages:

- Display different promotional packages offered at the time
 - Sweetheart Package
 - Winter Snuggle Up Special

Blog:

- Blog section where customers can share information/recommendations about the area. Also a Q&A section offered for customers to engage with the Innkeepers to address and questions or concerns.

Reviews:

- Area that contains various reviews
 - Customer Reviews
 - Honors/Awards
 - Accolades

Location:

- Provide map of area along with directions from either significant cities or current location.

Policies/Disclosures:

- Provide policies for customers' knowledge
 - General Information
 - Deposit Policy
 - Cancellation Policy
 - Pet Policy

Templates/Layouts:

- Home Page
- Map (Location) Page
- Calendar (Reservation) Page
- General Information Page (Policies, History, Contact, Attractions, Promotions)
- Text Box Page (Reviews, Blog)

Theme Analysis:

Common themes found on competing websites included wooded pictures, rustic tones, and cabin-like atmospheres. A couple of the websites were poorly designed and acquired very basic navigation systems. The competitor's navigations systems all provided a bar across the top of the web page with tabs to access various pages in the website. The choices of typography on the websites were very standard and unappealing.

The Buckeye Bed and Breakfast is a modern B&B with newly renovated rooms and common spaces, which will stand out against competitors. Our site will be very visually appealing taking note on color schemes, typography and design aesthetic.

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