



Kilkee Thalassotherapy Centre

Home

About Us

Treatments

Special Offers

Accomadation

Contact Us

Links

Kilkee Thalassotherapy Centre is a family run health spa situated in one of Ireland's oldest holiday resorts, Kilkee, Co. Clare.

The centre has been recognised over the years for its very high standards and in 2004 was awarded '**Best Day Spa' in Ireland** by the Irish Beauty Professional Association.

Other awards include; Top 5 in the Residential Spa's in Ireland in 2003

Top 5 in the Day Spa's in Ireland in 2005.

The centre offers traditional seaweed baths, seaweed body wraps, hydrotherapy, massage, marine based facials, sauna/steamrooms, beauty treatments and sun bed.

The centre is located just 100 metres from Kilkee's EU Blue Flag beach.

Kilkee Thalassotherapy Centre offers a range of specialised treatments for both men and women to relax, rejuvenate and re-balance the body.

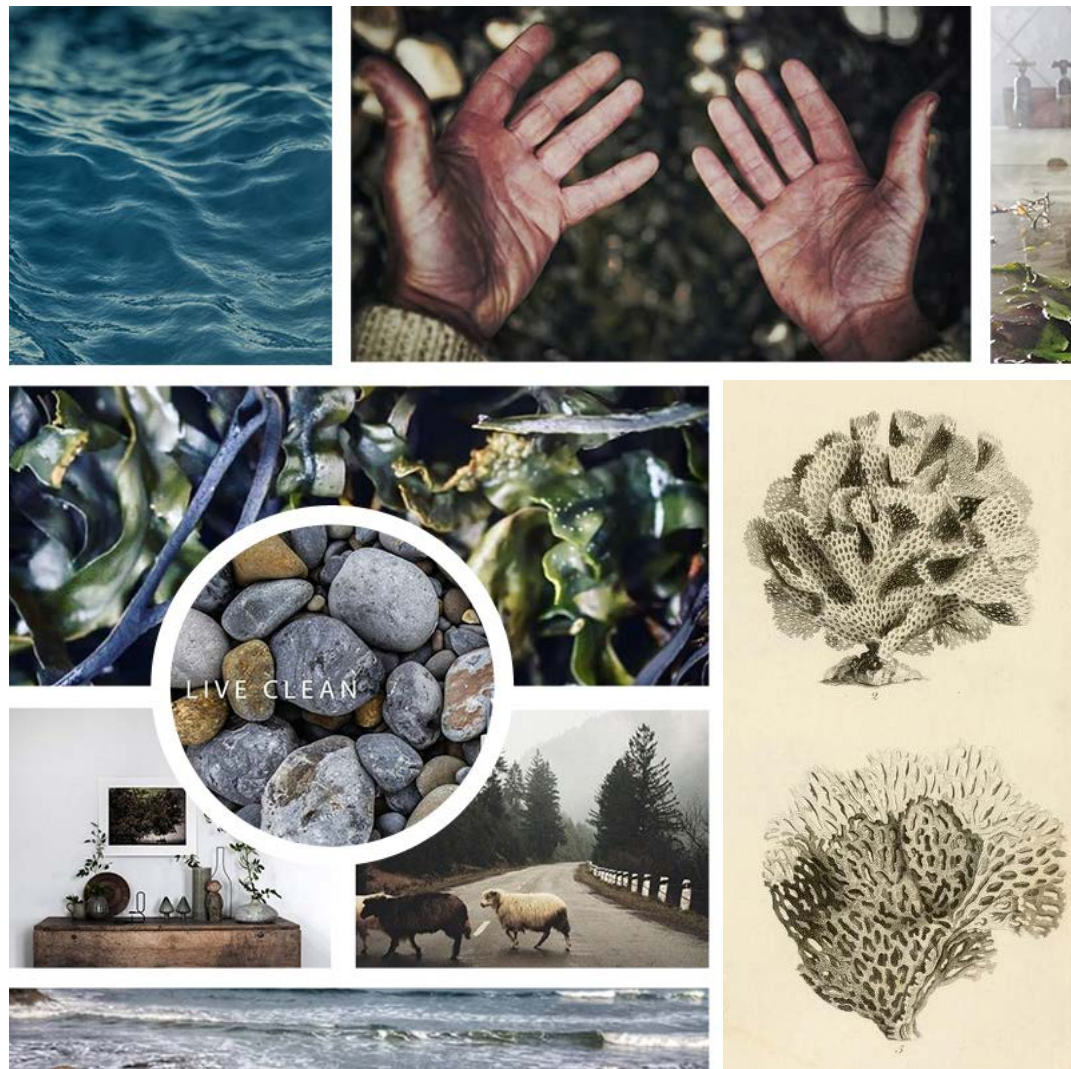
Bad design examples :

Figure ground phenomenon is not working here,
as well as the similarity/symmetry of the
background which is unnecessary and
confusing.

<http://www.kilkeethalasso.com>

Test report

Moodboard

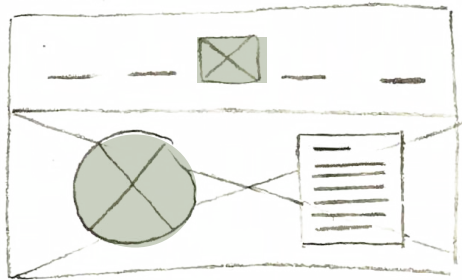


EARTHY
TRADITION
NATURE
RELAXATION
WELLNESS

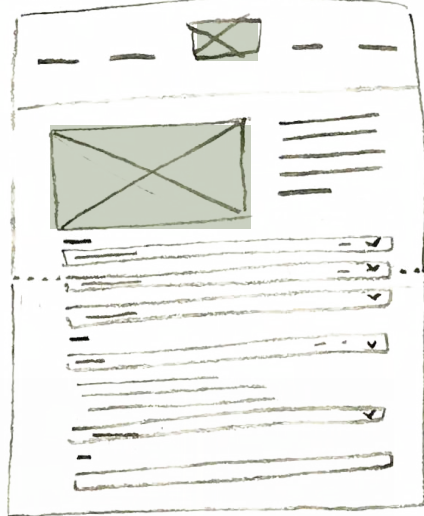
Mini sketches

DESKTOP

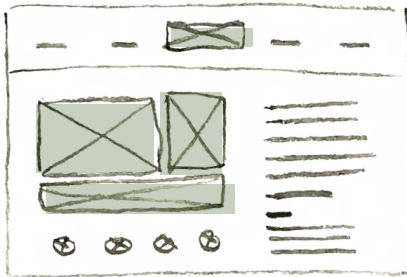
home



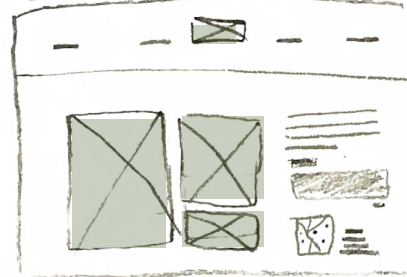
treatments



stay



contact

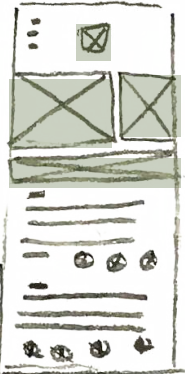


MOBILE

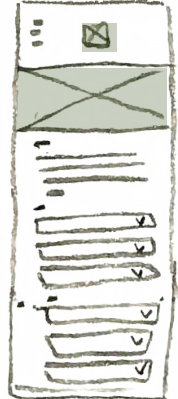
home



stay



treatments



contact



Paper prototype / Testing interaction



Style tile



KILKEE
Thalassotherapy

HOME

TREATMENTS

STAY

CONTACT



HEADERS AND
NAVIGATION ARE USING
THE OPEN SANS FONT
with a size of 1.5em for nav
and 1.2em for the headers.

Display text is using the font
baskerville with a size of 1em.

Relaxing
Simple
Nature
Tradition
Culture



#506632



#1a182a

#ffffff

Adobe experience prototype

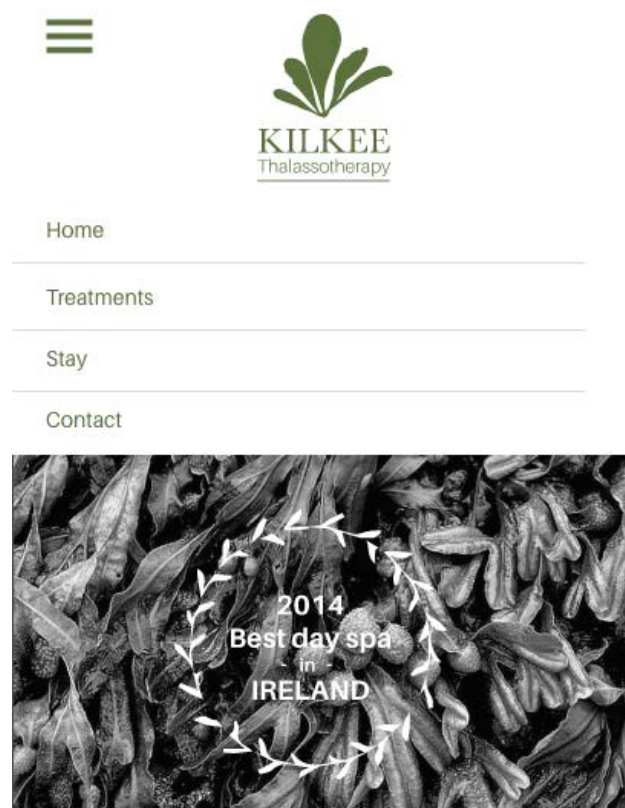
<https://xd.adobe.com/view/5a667abf-c78c-4ed7-a02f-1d723b1f3b96/>



Kilkee Thalassotherapy Centre is a family run health spa situated in one of Ireland's oldest holiday resorts, Kilkee, Co. Clare.

The emphasis at the center is on you, the client, having 'Time Out' so to speak. A much needed and deserved opportunity to relax, unwind and escape from everyday stress. The treatments have been carefully chosen and researched to ensure that you get the maximum benefit from our Spa Breaks.

Kilkee Thalassotherapy Centre offers a range of specialized treatments for both men and women to relax, rejuvenate and re-balance the body.



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TREATMENT

Thalasso comes from the Greek word meaning 'sea' and 'therapy' to heal.

For hundreds of years people have been coming to the sea to find a sense of well being and balance. The healing power of both seawater and algae has long been recognised down the years for their therapeutic effect on both mind and body.

What makes Kilkee Thalassotherapy Centre truly unique is the combination of traditional natural seaweed baths and modern spa treatments.

The spa specialises in marine based treatments, using the abundant natural resources around us; like natural seaweed and heated seawater.

BODY TREATMENTS

Natural Seaweed Bath



Balneotherapy



Body Scrub



Marine Algae Wrap (Algeotherapy)



STAY

The 5 ensuite guestrooms are ideal for individual or small group bookings. - Treatments are also available to non residents. -

Accommodation is available, starting from € 45 (depending on season) per person sharing in an ensuite room with a selection of breakfasts.

We have 5 ensuite guest rooms, 1 triple, 1 twin, 2 doubles and 1 single. Accommodation is also available to people not having the treatments.

The centre offers Bord Failte approved 3 star guesthouse accommodation.



Contact us for enquiries - link to contact page / message window

ENJOY YOUR STAY

Boasting an enviable location in one of Ireland's oldest spa towns, Kilkee has lots to offer the visitor: spectacular cliff walks, Dolphin watching, scuba diving, birdwatching, championship Golf courses nearby and many excellent eating houses.

The centre is located just 100 metres from Kilkee's EU Blue Flag beach.



CONTACT US

Please note that we only deal with enquiries via email and therefore we recommend phoning us directly for bookings where we can offer you a more prompt service.

Name

Write your message

send



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Ireland
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Fax + 353 (0) 65 9056762

Design principles

<http://jambon-beurre.dk/group-redesign/>

Contrast between
organic shapes and
squared items

Home

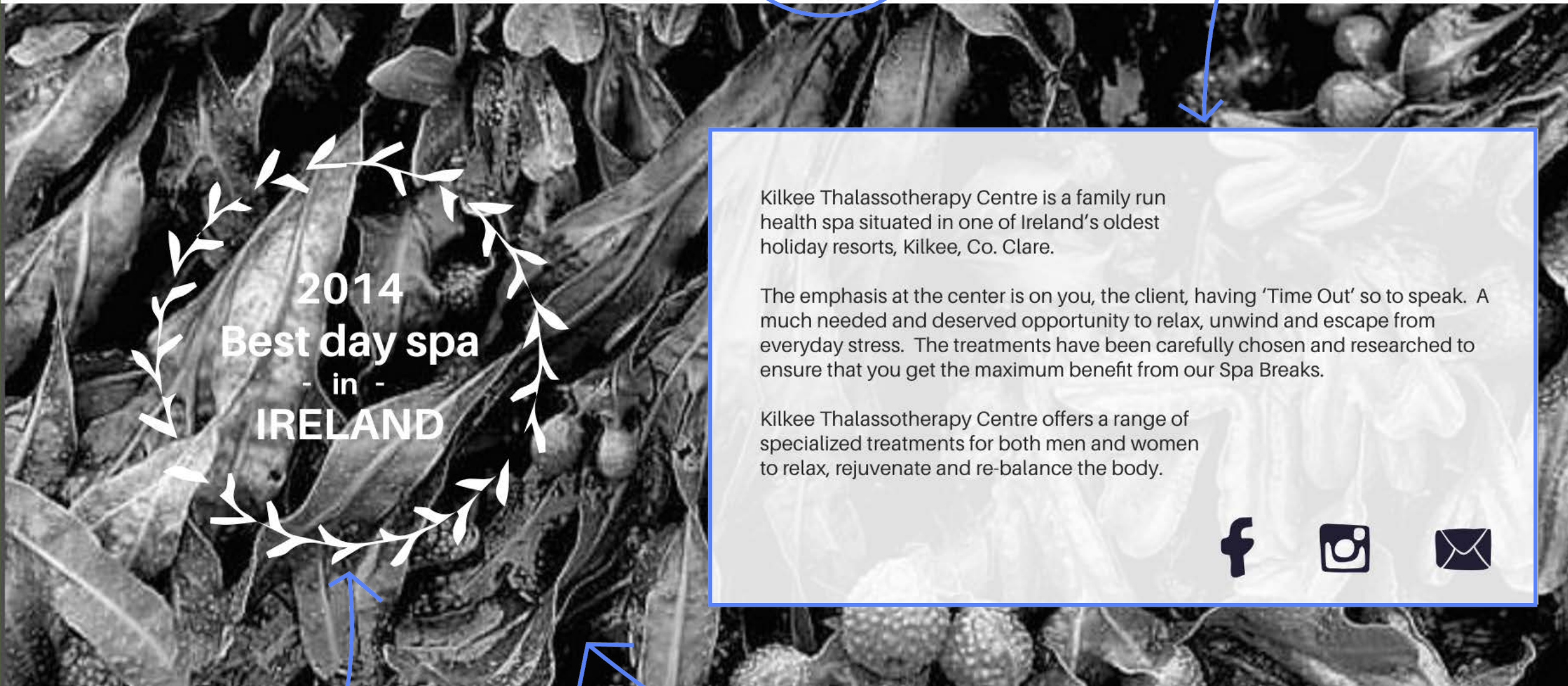
Treatments



Stay

Contact

Closure with the box
and the opacity

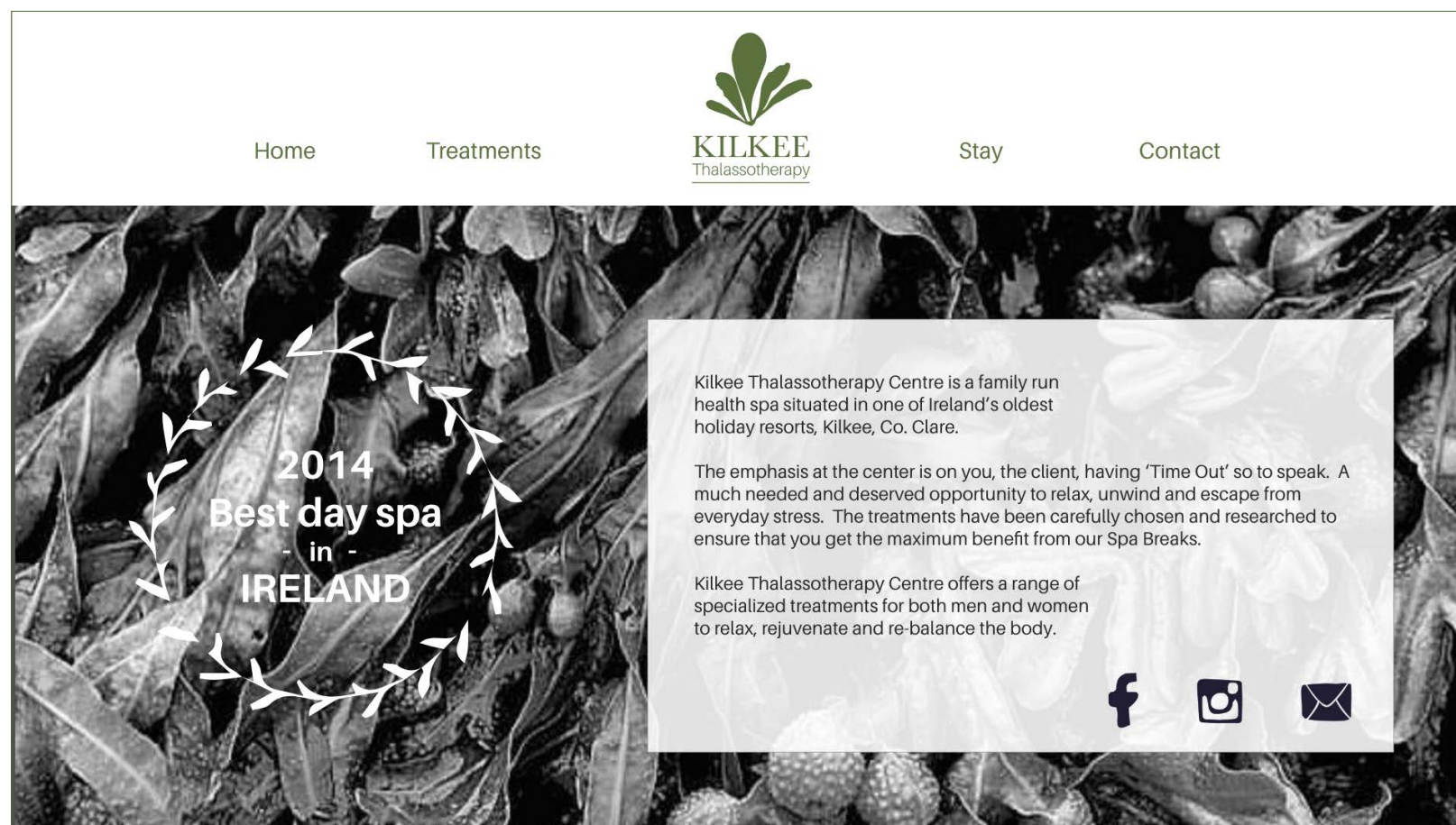


Continuation and
Movement

Figure-ground
Phenomenon

Usability tests / re-designed Kilkee website

<https://xd.adobe.com/view/5a667abf-c78c-4ed7-a02f-1d723b1f3b96/>



For our 5 second test, we tested our desktop front page on 24 persons with different ages, sex and backgrounds, and draw conclusions based on the most common answers.

What is the name of the page?

What can you do on this page?

Do you want to continue on this page?

What kind of services does the website offer you?

Which award did the spa win?

Conclusion:

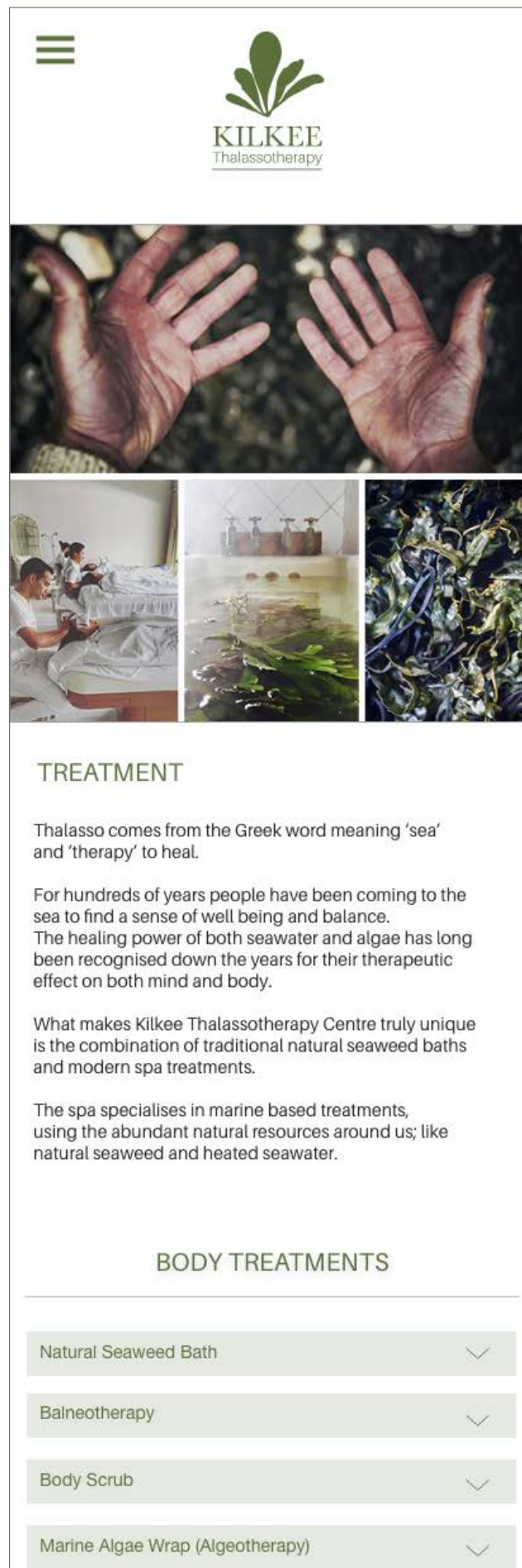
The name of the page is easy to identify, could be identified easily by all of the users

The purpose of the page is understandable, but takes a couple of seconds to figure out.

Most of the participants wanted to stay on the page, if they wanted to have a spa experience.

The services offered are clear and easily understandable

The stamp doesn't pop into your face, so you have to spend time decoding it.



For our Trunk test we interviewed 3 people from different sex and nationalities and asked them a few questions, here are their answers :

What is this page about?

What navigation options do you have there?

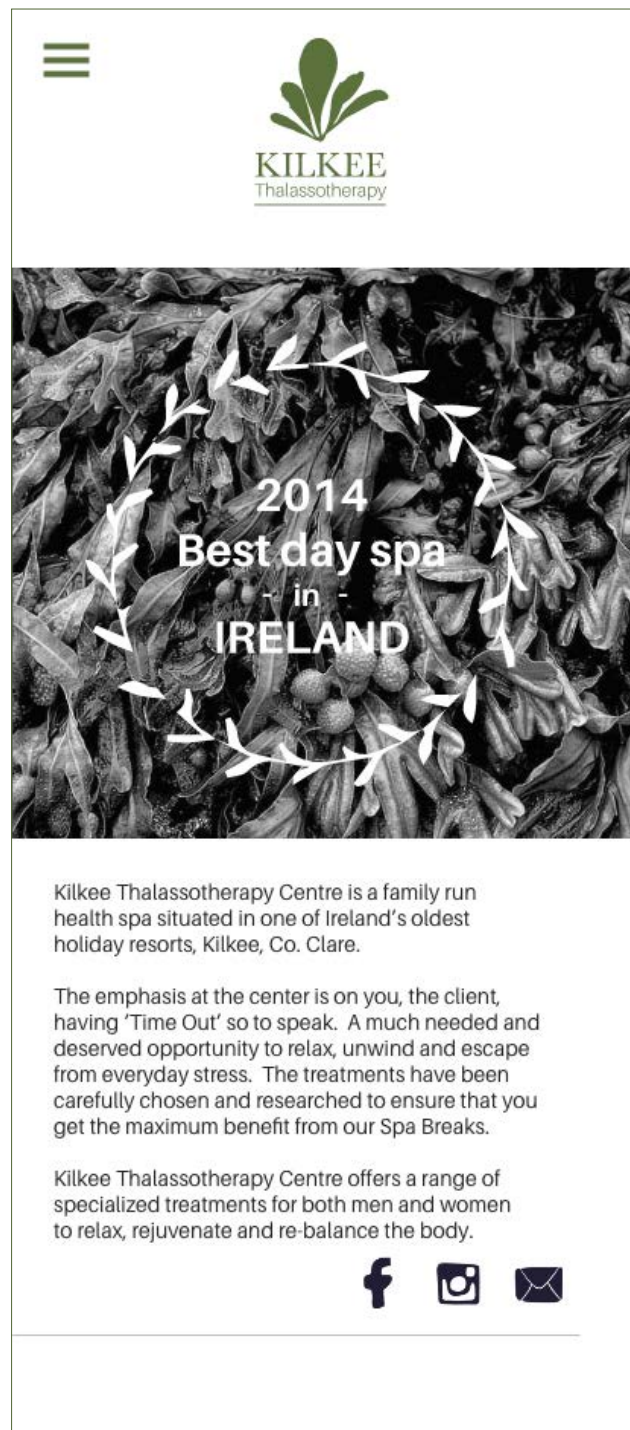
If you want a body massage – where would you go?

If you have to contact the Spa – what would you do?

Is there anything that you would change?

Lana age 23

1. It is about a Spa or a health center.
2. Home, Stay, Treatments, Contact
3. I would choose the treatments and then body treatments.
4. I would definitely go to the contact section.
5. Not really. I liked the treatment section very much. It is very well organized.

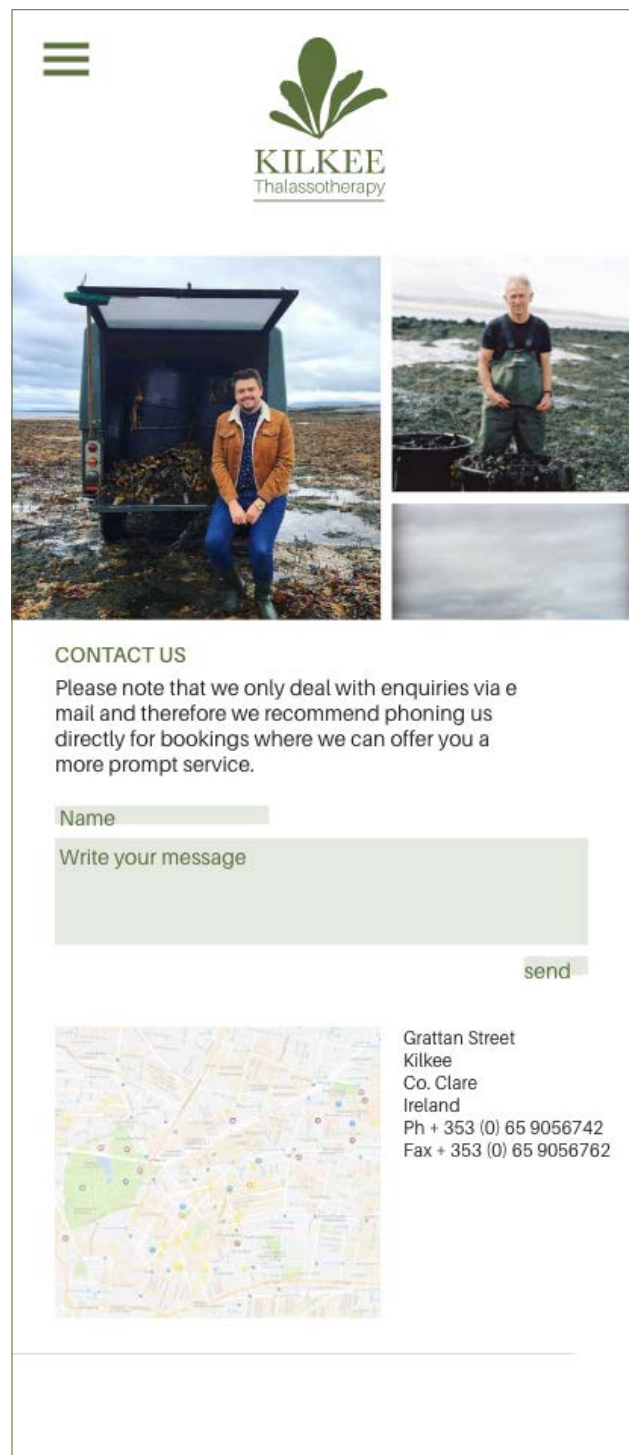


Sebastian age 21

1. It is about a spa where you can stay like in a hotel.
2. Home, Stay, Treatments, Contact
3. I would click on the treatments and find them there.
4. Contact menu
5. I would delete the social media icons from the home page and put them on the contact page.

Joao age 23

1. This is like a hotel where you can have treatments and relax.
2. Home, Stay, Treatments, Contact
3. Body treatments within treatments
4. click contact in the menu bar
5. No and I like the little icons in the stay section they are cool!



Expert review / Cognitive walkthrough

Will the user try to achieve the right effect?

When we planned the design of the page, we had a focus on mainly three things:

For it to be calm, cosy, warm atmosphere, so you have the same atmosphere as when you go to the spa.

With the earthy colors and simple design we managed to keep a traditional and natural feeling as the spa itself.

Will the user notice that the correct action is available?

Because we tried to keep the menu as simple as possible, by reducing the content and the number of options.

Will the user associate the correct action with the effect to be achieved?

Yes, everything is easily accessible. Few options keep it simple.

If the correct action is performed, will the user see that progress is being made toward solution of the task?

According to our previous research - YES.

Code snippets

```
390
391 ▼ @media all and (min-width: 30em){
392 ▼   ul.topnav {
393     grid-template-columns: 1fr 1fr 2fr 1fr 1fr;
394     margin-bottom: 25px;
395
396   }
397 ▼   .nav-desk{
398     display: block;
399     font-family: "Open Sans";
400
401   }
402 ▼   .nav-mobile, label, .logo-mobile, .search-button{
403     display: none;
404   }
405 ▼   .nav-desk ul li a{
406     color: #506633;
407     font-size: 1.5rem;
408
409   }
410
411 ▼   main{
412     width: 100%;
413     padding: 10px 0px;
414
415   }
416 ▼   .cards_container{
417     /* min-height: 60vh;*/
418     height: auto;
419
```