

UID EXPERIMENT 1

BAD DESIGN:

T-Mobile

4:30 PM

21%

exmouth-view.co.uk

Experience The Best Of Babbacombe @ **Exmouth View Hotel**

A Traditional Family Run Hotel

Offering Affordable Accomodation

With Excellent Quality Home Cooked Food

AS FEATURED ON TV - [click here for details](#)



Our Driver Can Collect



Ask For Details !







Exmouth View Hotel

ST ALBANS ROAD
BABBACOMBE
TORQUAY
SOUTH DEVON
TQ1 3LG

Grid Reference : SX 925 655

Reservations Freephone
0800 7 817 817 (UK Only)

Tel : 01803 327307
Fax : 01803 329967

From Outside of the UK please call

Tel : +44 1803 327307
Fax : +44 1803 329967



Best (Beachfront Hotel) Torquay





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WeatherOnline
Torquay
Forecast for 13/10/16
14°C / 57°F
Day 1 to 4 Day 5 to 6
© weatheronline.co.uk

Why it's a bad design:

1. The page is overloaded with text, unwanted images and linked without any clear organisation.
2. Multiple font sizes and styles makes it difficult to read and understand.
3. This design looks outdated.
4. There are way too many low quality images which do not add any value to the design. Some text colors are very hard to read and understand.

GOOD DESIGN:



Exmouth View Hotel

A Traditional Family Run Hotel

ENJOY

An Unforgettable Weekend.

BOOK NOW

- ☒ Free WIFI
- ☒ Swimming Pool
- ☒ Mini Bar

+123 01803 327307

www.exmouthview.com

Changes Made:

1. The second design looks so much cleaner and more high-end. The first one is like an old-fashioned poster with too much text and random pictures. After that changes, it really looks like a high end vacation destination.
2. Rather than a clustered design with too many links and tiny images, the second design keeps it simple. The "ENJOY" text immediately catches the eye and makes it easier for the customer to understand the motive.
3. When looking at the second design, you immediately get the feeling that this is a high end place to stay. The first one looked old and a lot of images and text were out of place, whereas the second one markets an experience.
4. The second design lays everything out well, with nice quality photos. The first one simply jammed in photos without much consideration and information.