

Golden Nugget Website Analysis

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Author Note

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Executive Summary

Purpose

The Golden Nugget Casino and Hotel's website was designed to help viewers or guests learn about the casino or hotel, and book their trips easily. The overall layout of the website, however, makes easy navigation more difficult and lacks customer service contacts. The purposes of this report are to examine the ways in which the website lacks accessibility and find ways to better improve the site.

Background

Built in 1946, the Golden Nugget stands to be one of the oldest casinos on Fremont Street. This section will highlight the preliminary information that was researched and used to test our methods. The primary audience for research are younger tourists visiting Las Vegas. With testing, we hoped to see patterns that show the accessibility of the website in comparison to other more popular hotels and casinos.

Methodology

To test our research methods, we submitted a survey to a small group of people. A group of 18 participants of varying ages were surveyed with 18 questions about the accessibility of the site. We have also used other casinos as reference to the Golden Nugget, to see how the website differs from its competitors.

Findings

From the 18 participants, about half (52.9%) felt the navigation of the site was acceptable with a group (17.6%) stating that it was poor. Many that were surveyed also stated that the site was overwhelming to look at and lacked in attractiveness in comparison to other hotels. Results indicate that there are flaws that are evident to anyone looking at the website.

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Golden Nugget Website Analysis

Introduction

This report will analyze the overall usability of the Golden Nugget Hotel and Casino website and how effectively it functions. This report will go over the structuring of the site as well as the design choices that create a site that lacks accessibility for all groups regardless of age and background. We found that issues such as the title bar and the overload of advertisement lead to the lessening of the usability of the site. The site was too cluttered and led to overwhelming sense when looking through the categories.

To analyze this, we researched other more popular hotel websites such as the Cosmopolitan and the Aria and compared it to the Golden Nugget's site. We noticed right away the very dated quality the site has. The website lends itself to being quite boring and lacking in creativity. When researching, we had to keep in mind the major demographic that this hotel caters to, which is retired or older groups. To further improve our observations, we conducted a survey to a total of 18 participants. This survey asked questions surrounding the accessibility of the site as well as the things the site might be lacking. The result showed a common thread of the same feelings as we had in regards to the site. It showed us that some layout and design issues were the main things that were noticed by participants. Many complained about the title bar following down the entire page and constantly being in the way. Many participants also felt that the site was boring and lacked any true creativity. In relation to sites from the Aria and the Cosmopolitan hotels, many felt the colors were boring and outdated. Participants also felt that the several advertisements included were very distracting and led them to feel overwhelmed when looking at the page. Instead, to update the site for usability, the title bar should constantly stay at the top and the amount of information relating to advertisement should be decreased heavily.

Background

The Golden Nugget, built in 1946, is one of the oldest casinos still standing on Fremont Street. With the bright lights and flashing signs, it has been a popular attraction for decades now. Statistically, more popular with older tourists, the hotel still does have a pretty large group of frequent young tourists as well. Because they are the only hotel on Fremont Street with a club, many younger generations still go to the hotel despite its dated appearance, but not for long stays. Classified as an upper-middle range, this hotel is the in-between place for tourists looking to stay somewhere outside of the Strip. Furthermore, Golden Nugget is owned under Fertitta Entertainment and was privatized in 2010. Recently, the company has decided to expand and publicize Golden Nugget by signing a deal with FAST Acquisition Corp. Now public, Golden Nugget is able to have shareholders and access capital markets with speed, where Tilman Fertitta remains as the number one shareholder at two billion dollars. This decision would improve on their incorporation of being able to compete with more modern competitors, but it is not enough.

Recent popularity in newer, more modern hotels like the Aria and Hilton's Resorts World on the Strip have taken a toll on the Golden Nugget Hotel. A major reason is the hotel's website. To test this theory, we thought the best way to approach this was to first research the hotel and then

conduct a survey to better understand our research. The primary audience for this report are tourists between the ages of 21-65. This age group has statistically had a much lower chance of booking a room at this hotel. The hotel is overwhelmingly occupied by retired tourists and residents. This discrepancy in the ages will help us to determine if the hotel's website has anything to do with it. From preliminary research, we are able to tell that this is a hotel that mostly caters to its older customers. This is indicated by the featured shows and the overall decor of the hotel.

Another key factor is cigarette smoking. According to a review written by Oyster.com, “smoking is allowed in all common areas, non-smoking rooms still reek of smoke”(Oyster). Additionally, according to an article published by the Truth Initiative, “The young adult cigarette smoking rate is at an all-time low of nearly 10 percent, a more than 20 percent drop in just a year” (Truth Initiative, 2018). With this movement towards a smoke-free environment, young tourists are more likely to not want to stay here. This adds to the idea that everything about the Golden Nugget, especially the website accessibility, is in need of major modernization.

With the testing, the goal is to set aside what specifically makes the Golden Nugget website lack in accessibility and what makes it unattractive to viewers. Layout issues like the title page were a major concern among participants (Figure 1. Golden Nugget Website). Specificity was the main goal to rule out any assumptions made on our part based on personal biases. To achieve this, we made sure that the survey included questions that you had to fill in to answer. This way, each answer was personalized and more specific in listing answers to the questions.

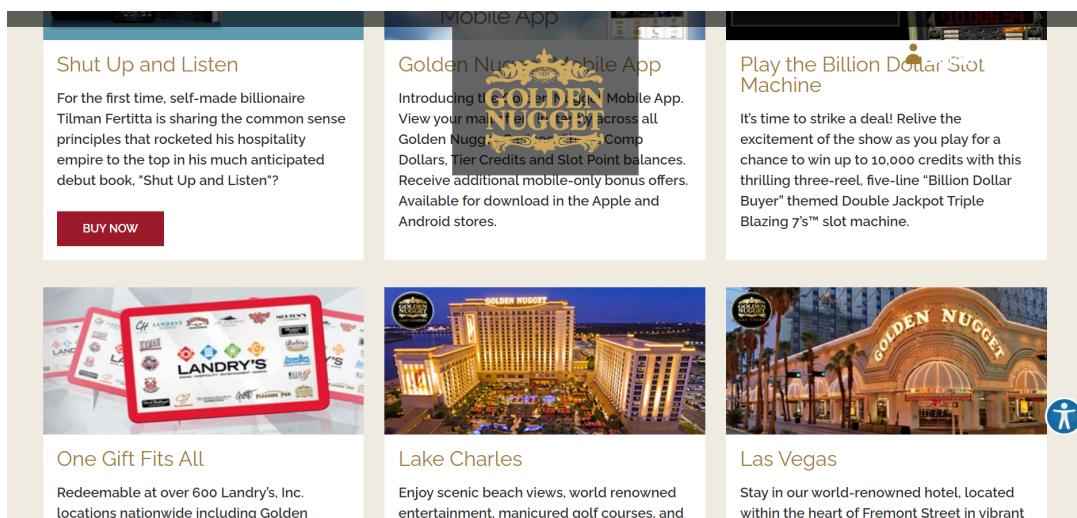


Figure 1. Golden Nugget Website

Recommendations

To fix the situation concerning usability for the Golden Nugget's website, we must first determine what is not working. With the surveys including 18 participants conducted, we can conclude by the answers that there are several formatting and layout issues associated with the website. The first and most obvious issue is the title. When scrolling through the site, this title

constantly appears on the top of the screen, blocking quarter of the screen. Not only does this create an unpleasant viewing experience, the links that are there to click on are constantly being blocked by this title. This makes it harder to see and read what the ones behind it says unless you move the title out of the way by scrolling a certain amount down or up. The reason for this is to have a way for people to click back up to the top if necessary. However, it creates more problems than it was intended to. So to resolve this, it is recommended that the title instead stay in a constant spot at the top of the page. Instead, we will include a small arrow on the bottom right side of the page that brings the viewer back up to the top when necessary. This not only fixes the issue with needing to go back up to the top of the page, but it also fixes the issue that comes with the title being in front of some of the advertisements.

Another issue that the site has is the overall appearance. With its subdued colors and boring fonts, many find the look of the site to be unappealing. We first recommend the use of brighter colors that are associated with the Golden Nugget Hotel. The Golden Nugget is known for its bright lights and colors so incorporating some of that would help to really communicate the liveliness of the hotel. Reference to figure 2, the Flamingo Hotel & Casino is one reference that the Golden Nugget can use to improve the website. Including pictures of the actual hotel and the bright lights will also help to brighten this site. To help with the boring fonts, using a wider variety of dynamic fonts will help to add excitement to the viewer when reading through the site.

The amount of advertisements displayed on the website was also another finding of the survey. Many complained that the advertisements led to them finding it distracting and unlikeable. Rather than pushing for lots of advertisements on the website, people would much rather be able to efficiently find the information they need to go where they need to go. The advertisements do the opposite of that currently and lowers the usability of the website. The lack of listed tabs will lead people to scroll down and get lost in the multiple listings. Instead, we recommend categorizing and labeling tabs more efficiently so that people are easily directed to the correct place. Appealing to the younger generation with organized and appealing visuals will help to gain the business that they are looking for from them.

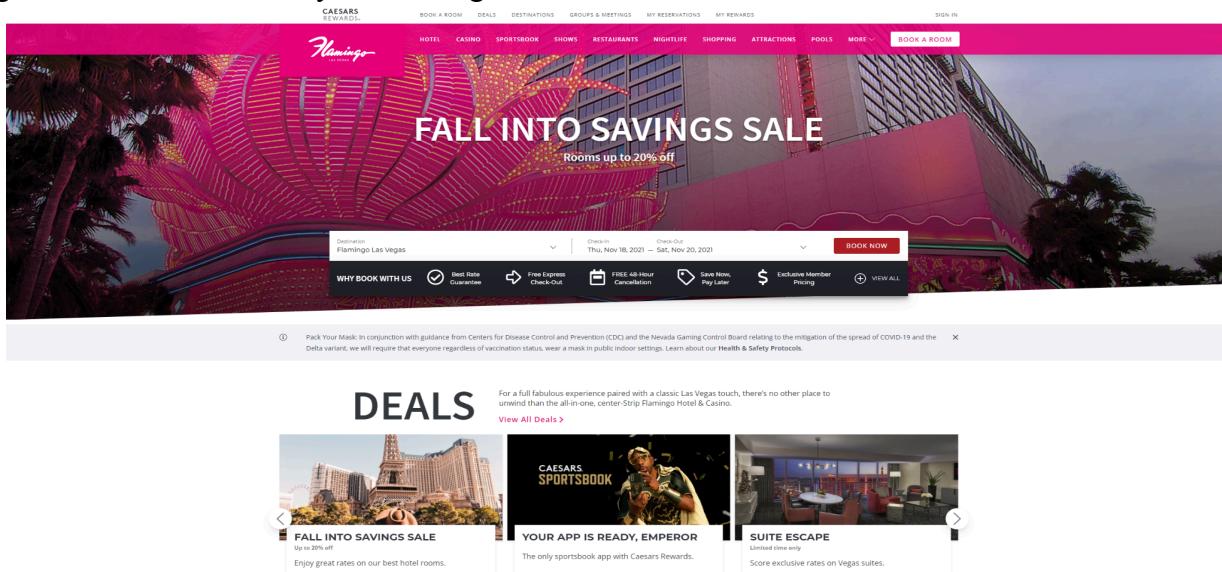


Figure 2. Flamingo Hotel & Casino website

Methodology

The choice of methodology that was used to gather data from individuals was a report form that asked participants questions about themselves and their opinions regarding the Golden Nugget Casino website. Participants were surveyed and asked what they like about the casino, and what they thought about the website. This includes the website's appearance, navigation, and response time. The participants then compared the website of the Golden Nugget Casino to other casinos in Las Vegas to assess if the appearance is up to par with their competitors. Additionally, another methodology that was approached was comparing the website itself to other casinos and researching what makes the qualities of a website great. We researched articles that identified what makes a website good and took this information into account when examining the Golden Nugget website. To improve the visibility of the website, we must be able to identify what constitutes an effectively visually pleasing website, along with addressing whether the website is secure and efficient. 18 participants were included in the survey from different ages and appeals.

Participants

When researching participants for this survey, it was important that we researched into different ages and backgrounds. With the popularity of Fremont Street decreasing every year because of the addition of the newer hotels on the Strip, hotels like the Golden Nugget are starting to see trends in their customers. To further our research, we must study the demographics of tourists to Las Vegas as a whole. It was found in a study done on the visitor profile in Las Vegas that a majority of visitors were traveling domestically. Additionally, "The proportion of visitors who said they visited Downtown Las Vegas decreased from the past three years. Among those visitors who visited Downtown they were less likely to say that the main reason was to see the Fremont Street Experience (45%) and more likely to say they were visiting primarily to gamble (14%)" (GLS Research, 2019). Because of this common demographic of older retirees being the primary source of tourism for the hotel, we now must see if this relates to the setbacks that come with the website.

Assessments and Measures

To conduct our assessment, we used google forms, and our survey contains eighteen questions that take approximately three to five minutes to complete. We used pie charts, line graphs, and bar graphs and saved the short response answers to keep track of the data. In the survey participants were asked their background information like age, gender, and education. They were asked their knowledge of the Golden Nugget Casino, visiting the website like ever hearing about it. Also, their thoughts about the appearance and navigation on the Golden Nugget website. And their thoughts on what the website was lacking. Finally, we asked them if they would ever return to the Golden Nugget website and how it matches its competitor's websites.

Findings

The data we collected for our survey is divided into two sections: The participants' background information and knowledge of the Golden Nuggets. The second part is the participants' experience navigating through the website and their feedback on the website's pros and cons and how it compares to competitors.

Results of the 18 participants:

Participant #1 is a male between the ages of 18-24. Their highest education is high school, and they visit casinos for shows, hotels, movies, food, and beverages. They had never heard of Golden Nugget Casino, and they did not respond to the multiple short questions.

Participant #2 is a female 18-24 and whose highest education level is high school. They visited casinos for shows, hotels, movies, food, drinks, and other items. They have heard of the Golden nugget and what draws them to casinos is cheap rooms. Their favorite aspect is that the cost is low. When asked about the appearance of the Golden nugget website, they said "Acceptable," but navigating the website was poor with average response time to the website. They said that they would change the booking system for the website and that the website needs to be neater, and too many offers are on the website. She would be revisiting the website, and that she is not sure if the golden nugget website is secure, and compared to competitors, the golden nugget website is not as pretty.

Participant #3 is a male, age 25-34, and his education level is associate school. They visited casinos to gamble and watch movies. When asked what draws them to casinos is cost prices, their favorite aspect is the direct prices. When asked about the appearance of the Golden nugget website, they said "Acceptable" and navigating the website was "Acceptable" with a fast response time to the website. They said they would change the scrolling because it annoyed them, also the website lacked creativity, and the website logo followed you everywhere. He would not be revisiting the website, and that he is not sure if the golden nugget website is secure, and compared to competitors, the golden nugget website is average.

Participant #4 is a male aged 18-24, and his education level is high school. They visited casinos for hotels, food and drinks, and other activities. They heard of the Golden Nugget and what draws them to the golden nugget casino is entertainment and cuisine, and their favorite aspect is that it's right on Fremont experience. When asked about the appearance of the Golden nugget website, they said "Good" and navigating the website was "Acceptable" with a fast response time to the website. They said they would add the attractions, entertainment, and events on the front pages to differentiate it from other casinos. Also, they used their phone and found that each section's website is hidden on the top right corner and to access three lines, which is a different computer website and makes everything look cluttered and overwhelming. He may be revisiting the website and that he is not sure that the golden nugget website is secure, and compared to the Tropicana casino website, the Golden Nugget is much better.

Participant #5 is a female aged 18-24, and her education level is high school. They would visit casinos for shows, food and drinks, and movies. They heard of the Golden Nugget and what draws them to the golden nugget casino is nothing, and their favorite aspect is that it's near the Fremont experience. When asked about the appearance of the Golden nugget website, they said "Acceptable," and navigating the website was "Acceptable," with an average response time to the website. She said that they would change the theme and color scheme of the website that will make it look more classy. She said the website lacked aesthetics, and the photos looked fake. She would not be revisiting the website. She is sure that the golden nugget website is not sure, and

compared to competitor websites, they have more attractive entertainment, and the navigation is not bad. Still, she would not go there to party but to sleep.

Participant #6 is a male aged 18-24, and his education level is high school. They would visit casinos for shows, hotels, food, and drinks. They heard of the Golden Nugget and what draws them to the golden nugget casino is food (steak). When asked about the appearance of the Golden nugget website, they said "Acceptable" and navigating the website was "Excellent" with an average response time to the website. She said that they were not sure what they would change, and they don't think the website is lacking anything, but the website has a lot of ads. She would maybe be revisiting the website and that she is sure that the golden nugget website is not sure compared to competitors like the Mgm gambling app.

Participant #7 is a male aged 18-24, and the highest education level is high school. They would visit casinos for shows, hotels, food and drinks, and movies. They heard of the Golden Nugget and what drew them to the Golden Nugget they did not respond. When asked about the appearance of the Golden nugget website, they said "Good" and navigating the website was "Good" with an average response time to the website. They did not respond to any short answer questions.

Participant #8 is a male aged 18-24, and the highest education level is high school. They would visit casinos for the shows, hotels, food and drinks, and movies. They never heard of the Golden Nugget, and what draws them to the golden nugget casino is N/A. When asked about the appearance of the Golden nugget website, they said "Good" and navigating the website was "Good" with an average response time to the website. He said that they were unsure what they would change the button placement to be centered, and the website was lacking nothing but overwhelming. He would be revisiting the website and that she is sure that the golden nugget website is secure.

Participant #9 is a Female aged 18-24, and the highest education level is another degree. They visit casinos for food/drinks and movies. They heard of the Golden Nugget and what draws them to the golden nugget casino is outside of it is pretty, and the food is good. When asked about the appearance of the Golden nugget website, they said "Poor" and navigating the website was "Acceptable" with an average response time to the website. She said, "the website doesn't fit the aesthetic of the Golden Nugget," it lacks a response bot like the Cosmopolitan and contains unnecessary words. And would not revisit the website and is not sure that the golden nugget website is secure. She said the Golden Nugget website was not at the same level as its competitors.

Participant #10 is a Male aged 18-24, and the highest education level is high school. They visit casinos for the hotels, food/drinks, movies, and gambling. They heard of the Golden Nugget and responded nothing to what drew them or their favorite aspect of the golden nugget. When asked about the appearance of the Golden nugget website, they said "Acceptable," and navigating the website was "Acceptable" with a fast response time to the website. He did not respond to what the website lacks, needs to change, or is overdoing. He would maybe revisit the website and that he is sure that the golden nugget website is secure. He left no response for the Golden Nugget

website compared to its competitors. He said the Golden Nugget website was not at the same level as its competitors.

Participant #11 is a Male aged 18-24, and the highest education level is a bachelor's degree. They visit casinos for shows, hotels, food/drinks, and movies. They heard of the Golden Nugget and responded, and they like that Freemont is right outside and near other attractions. When asked about the appearance of the Golden nugget website, they said "Acceptable" and navigating the website was "poor," with an average response time to the website. He said the website needs more intuitive navigation, too many panels, and the website needs to be precise. He would not revisit the website and that he is sure that the golden nugget website is secure. He said the Golden Nugget website compared to its competitors, is below average.

Participant #12 is a Female aged 18-24, and the highest education level is an Associate degree. They visit casinos for shows, hotels, and movies. They heard of the Golden Nugget and responded, and they like the pretty casino lights, and their favorite aspect is the old town aspect of the Golden Nugget. When asked about the appearance of the Golden nugget website, they said "Acceptable" and navigating the website was "poor," with an average response time to the website. She said the website is boring, not very easily accessible, and under-doing a lot. She would maybe revisit the website and that she is unsure that the golden nugget website is secure. She said the Golden Nugget website is lacking compared to its competitors.

Participant #13 is a Female aged 55-64, and the highest education level is high school. They visit casinos for shows, hotels, clubs, gambling, movies, food/drinks. They heard of the Golden Nugget and responded that they like the old style of the casino, which is clean and friendly. They like that it is downtown with tourist attractions nearby. When asked about the appearance of the Golden nugget website, they said "Excellent," and navigating the website was "Excellent" with fast response time to the website. She said the website is good as it is and does not need changes. She would maybe revisit the website and that she is unsure that the golden nugget website is secure. She said the Golden Nugget website is fast and easy to navigate compared to their competitors.

Participant #14 is a Female aged 35-44, and the highest education level is high school. They visit casinos for shows, hotels, clubs, gambling, movies, food/drinks, and other entertainment. They heard of the Golden Nugget and responded, and they like the comps, and their favorite aspect is the gaming area. When asked about the appearance of the Golden nugget website, they said "Acceptable" and navigating the website was "Acceptable" with an average response time to the website. She said the website was fine and would change nothing about it, but there was too much advertising. She would maybe revisit the website and that she believes the golden nugget website is not secure. She said, "no comment" to how Golden Nuggets compare to its competitors.

Participant #15 is a Female aged 18-24, and the highest education level is bachelor school. They visit casinos for shows, hotels, gambling, food/drinks. They heard of the Golden Nugget and responded but did not leave any response to what drew them to the golden nugget or favorite aspects. When asked about the appearance of the Golden nugget website, they said "Acceptable"

and navigating the website was "Acceptable" with an average response time to the website. She did not respond to what changed or was lacking, overdoing it on the golden nuggets website. She would "Not" be revisiting the website and said she is unsure if the golden nugget website is secure. She did not respond to how Golden Nuggets compared to its competitors.

Participant #16 is a Female aged 25-34, and the highest education level is high school. They visit casinos for clubs, hotels, food, and drinks. They heard of the Golden Nugget and responded but did not leave any response to what drew them to the golden nugget or favorite aspects. When asked about the appearance of the Golden nugget website, they said "Acceptable" and navigating the website was "Acceptable" with a slow response time to the website. She did not respond to changing the Golden Nuggets website needs. She would maybe revisit the website and that she is unsure if the golden nugget website is secure. She said, "no comment" to how Golden Nuggets compare to its competitors.

Participant #17 is a Female aged 45-54, and the highest education level is a Bachelor's degree. They visit casinos for shows, movies, food, and drinks. She heard of the Golden Nugget and likes the location and pool/aquarium the golden nugget offers. When asked about the appearance of the Golden nugget website, they said "Excellent," and navigating the website was "Excellent" with fast response time to the website. She would add more pictures and thinks the website is not overdoing anything. She said "Yes," she would be revisiting the website and that she is unsure if the golden nugget website is secure. She said the Golden Nugget website is simple compared to its competitors.

Participant #18 is a Male aged 18-24, and the highest education level is high school. They visit casinos for shows, movies, food, and drinks. He heard of the Golden Nugget and has never been there long enough to know their favorite aspect. When asked about the appearance of the Golden nugget website, they said "Poor" and navigating the website was "Acceptable" with an average response time to the website. He would modernize the website and make the top menu stay at the top. The website needs a modern touch, improving the size and spacing. He said "maybe" he would be revisiting the website and that she is unsure if the golden nugget website is secure. He said the Golden Nugget looks old and plain compared to its competitors.

Results Table 1

Participant	Age	Highest Education	Visited Casinos	Why visit Casinos?	Heard of Golden Nugget	Rate the overall appearance of the Golden Nugget Website	How easy is it to navigate the Golden Nugget website?	How is the response time of the Golden Nugget website?	Do you believe the Golden Nugget website is secure?	Would you visit the website again?	What draws you in the most about the Golden Nugget Casino?	What is your favorite aspect about the Golden Nugget Casino?	What would you change about the Golden Nugget website?	What do you think the website is overdoing?	What do you think the website is lacking?	How would you compare the Golden Nugget website to its competitors?	
1	18-24	High School	Yes	Show, Hotel, Movies, Food/Drinks	No	Acceptable											
2	18-24	High School	Yes	Show, Hotel, Movies, Food/Drinks, Others	Yes	Acceptable	Poor	Average	I do not know	Yes	Cheap rooms	Cheap	Make booking rooms easier	Too many offers	Needs to be neater	Not as pretty	
3	25-34	Associate Degree	Yes	Gambling, Movies	Yes	Good	Acceptable	Fast	I do not know	No	Direct price	Direct price	The scrolls with me and its a little annoying.	Logo follow	Creativity, it looks really standard and looks like a typical site.	Average	
4	18-24	High School	Yes	Hotel, Food/drink, other	Yes	Acceptable	Acceptable	Fast	Yes	Maybe	It's entertainment and cuisine.	It's right on the Fremont Experience.	Put the attractions, entertainment and such on the front page so it has something that sets itself apart from other hotels instantly.	It feels cluttered and overwhelming, and simple rows with a brief description of each section would be a lot more useful.	Quick link on the main page to its different sections might be more useful than just a drop down menu in the corner.	I haven't visited any other websites other than the Tropicana since I work there, and it's way better than theirs.	
5	18-24	High School	No	Show, Movies, Food/Drinks	Yes	Acceptable	Acceptable	Average	I do not know	No	Never been there. Only heard of the name.	N/A	Make it look classic. Wished it had like a theme to it and stick to a color scheme.	Fake looking photos.	Lacking aesthetic	Competitors have more attractive entertainments.	
6	18-24	High School	Yes	Show, Hotel, Movies, Food/Drinks	Yes	Good	Excellent	Average	I do not know	Maybe	Maybe the steak	I have not gone enough	I am not sure what I would change	Has a lot of ads and drives me away	Personally I don't think it is missing anything	Maybe its lacking a form of platform like MGM has its gambling app	
7	18-24	High School	Yes	Show, Hotel, Movie, Food/Drink	Yes	Good	Good	Average	I do not know	Maybe							
8	18-24	High School	No		No	Poor	Good	Average	Yes	Maybe	N/A	N/A	Even out the button placement	The places to visit tab is overwhelming	Nothing	N/A	
9	18-24	Other	Yes	Movies, Food/Drinks	Yes	Acceptable	Acceptable	Average	I do not know	No	The outside of it is really pretty	The food	It doesn't fit the aesthetic of the Golden Nugget.	Unnecessary words in descriptions	Maybe a response bot, like the Cosmopolitan has	It's not at the level it should be	
10	18-24	High School	Yes	Gambling, Hotel, Movies, Food/Drinks	Yes	Acceptable	Acceptable	Fast	Yes	Maybe							
11	18-24	Bachelor's Degree	Yes	Show, Hotel, Movies, Food/Drinks	Yes	Acceptable	Poor	Average	Yes	No	Freemont St is right outside	Proximity to Freemont St	More intuitive navigation	Too many panels	Clarity	Below Average	
12	18-24	Associate Degree	Yes	Show, Hotel, Movies	Yes	Excellent	Poor	Average	I do not know	Maybe	The lights on the outside. It's really pretty.	I think the very old town aspect of the casino.	It's in downtown and tourist location	Nothing, it's good as it is.	Nothing	Fast and easy	
13	55-64	High School	Yes	Gambling, Shows, Clubs, Hotel, Movies, Food/Drinks	Yes	Acceptable	Excellent	Fast	I do not know	Maybe	One of the older casinos and nice and clean.	The gaming area	Probably nothing	Advertising	Sorry I can't remember	No comment	
14	35-44	High School	Yes	Gambling, Shows, Clubs, Hotel, Movies, Food/Drinks, Others	Yes	Acceptable	Acceptable	Average	No	Maybe	Comps						
15	18-24	Bachelor's Degree	Yes	Gambling, Shows, Food/Drinks,	Yes	Acceptable	Acceptable	Average	I do not know	No							
16	25-34	High School	Yes	Clubs, Hotel, Food/Drinks	Yes	Excellent	Acceptable	Slow	I do not know	Maybe							
17	45-54	Bachelor's Degree	Yes	Gambling, Shows, Movies, Food/Drinks, Others	Yes	Poor	Excellent	Fast	I do not know	Yes	Location	Pool and aquarium	More pictures	I don't think it's overdoing anything.	Pictures	Simple	
18	18-24	High School	Yes	Show, Movies, Food, Drinks	Yes	Acceptable	Acceptable	Average	I do not know	Maybe	Not sure, I think I've only been there once for a college interview.	Not sure, I haven't really been there enough to have a favorite aspect.	Definitely modernize it and make the top menu stay at the top instead of moving down when you scroll.	Sizes, everything is so big for no reason and take up a lot of space.	Lacking a modern touch	It looks older and pretty plain compared to competitors	

Conclusion

Using the information from our findings, we can assess that there are multiple issues regarding the Golden Nugget Casino website in regards to its appearance and navigation in comparison to other competitors. In order to ensure that a website is visually pleasing and easily navigable we conducted a survey where 18 participants shared information on themselves and their opinions regarding the website on what the appeal regarding the casino is and the visibility of the website. We also took into account information that was researched to apply into what makes a website good. Using the survey and our research, we plan to improve the website's structure and accessibility. The survey results indicated that there is a lack of visually appealing information on the website, and that there is too much information that can be distracting. Furthermore, participants expressed that in comparison to other websites, it is majorly lacking. Competitors have kept their website more up to date by modernizing their pages making it visually nice along with the ease of navigation whereas the Golden Nugget is suffering in that department. Even though the website is manageable, it could be improved greatly which was found in our 18 participant study. Along with further research, we have deduced that there are many improvements that need to be made since the website does not pass the qualifications of a visually successful website.

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