

Basic redesign

Group 1

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 **Kilkee Thalassotherapy Centre**

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Kilkee Thalassotherapy Centre is a family run spa and guesthouse in Kilkee, Co. Clare. Thalasso comes from the Greek word meaning 'sea' and 'therape' to heal. The spa specialises in marine based treatments, using the abundant natural resources that surround the natural seaweed and heated seawater. Boasting an enviable location in one of Ireland's oldest spa towns, Kilkee has lots to offer the visitor. It has an EU Blue Flag Beach, spectacular cliff walks, Dolphin watching, scuba diving, championship Golf courses nearby and many excellent eating houses.

The centre was purpose built and opened in June 1999. It is owned and run by Eileen and Padraig Mulcahy along with an excellent team of highly trained and dedicated staff.

What makes Kilkee Thalassotherapy Centre truly unique is the combination of traditional natural seaweed baths and modern spa treatments. 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. These natural resources can be availed of throughout the year and not just summer months.

The emphasis at the centre 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. The centre's ideal size assures you of very personal and professional attention. The five ensuite guestrooms are ideal for individual or small group bookings. Treatments are also available to non residents.

In March 2004 Kilkee Thalassotherapy Centre was the winner in the 'Best Day Spa' category in Ireland. The awarding body was Irish Beauty Professional Association and Salon Magazine.

For your own information we would like to draw your attention to the following:

- Our clients will have complimentary use of robes, towels, slippers during their treatments (day/ weekend specials).
- We also offer complimentary herbal teas, coffee etc.
- For hygiene purposes during massage we ask that you wear your underwear.
- A towel must be used in the sauna.
- Wax treatments cannot be carried out within 12 hours of any heat treatments. Baths, body wraps, sauna, facials which require use of steamer.
- Male clients are required to wear bathing suit in Balneotherapy.
- Treatment times are inclusive of both client and therapist preparation.

Natural Seaweed Bath

1. Bathe in heated seawater and freshly harvested seaweed to ease away aches and pains, also ideal for skin ailments. (Available all year round)
2. € 24 - 20 minutes
3. € 28 - Bath & Sauna 30 minutes

Balneotherapy

1. Computerised zoned hydrotherapy bath with heated seawater and micro ionised seaweed. (Jacuzzi and ozone effect optional) Ideal for back problems and muscular pain.
2. The essence of modern technical Thalassotherapy.
3. € 36 - 20 minutes.
4. 5* range of body treatments from 'THALASPA' a French based Thalassotherapy company. We have exclusivity on these products in Ireland. Be assured that we have chosen only the best for you.

Body Scrub

1. Three in one treatment which exfoliates, softens and moisturises the skin. Highly recommended before any of the following wrap treatments.
2. € 45 - 25 mins

Marine Algae Wrap (Algeotherapy)

1. Deeply relaxing, detoxifying, re-balancing and relieves aches and pains. Also softens the skin. Excellent for slimmers who need an extra metabolism booster. Warmed seaweed is applied to the entire body and you are cocooned in a heated blanket for 20 mins followed by a shower and application of moisture rich body creams. Also excellent for skin ailments. (Not suitable during pregnancy)
2. € 70 - 40 mins
3. € 90 - 1hr 10 mins with body scrub.

Toning Body Wrap

1. Marine mud is applied to the body and you are cocooned in a heated blanket for 20 mins. The sea mud helps to tone, re-

[Back to Top](#)

- Too small color contrast between the logo and the background
- Too small size contrast between headings and paragraphs
- A lack of closure in paragraphs
- Too much proximity and not enough white space between text blocks

Kilkee Thalassotherapy Centre

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- [Special Offers](#)
- [Accommodation](#)
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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.

5 sec test 

What is the company's name?

Raw data Word cloud

1. Kilkee something center

2. don't know

3. Something Thalasso therapy

4. kalkee thehala.... center

5. ?

6. Kilkee

7. No idea

8. thalassoteraphy centre

What service do they provide?

Raw data Word cloud

1. Spa

2. thalasso

3. thalasso

4. medical care

5. spa

6. *No answer given*

7. Something with IrlanD

8. some kind of therapy?

What is memorable about the website?

Raw data Word cloud

1. Image of the background
2. nothing
3. the subject: thalasso
4. easier to understand than most i've seen till now.
5. the blue color
6. Long company name
7. Iraland
8. not much]

Did you get a positive or a negative impression of this site?

Raw data Word cloud

1. Negative
2. negative
3. It was okay, I've seen worse :D But nor negative or positive
4. neutral
5. neutral
6. positive
7. mech
8. neutral



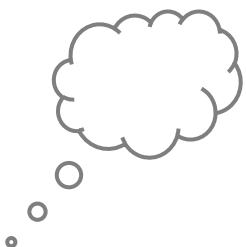
-13 people



-1min 1.3 sec



- Neutral impression for most of the testers



-Memorable things: blue color, word “Ireland”, background image, navigation

Conclusion

- Companies name looks very long and is therefore is also hard to remember
- The website is lacking a memorable logo or image, as the testers didn't really know what is memorable about the website.
- We need to work on the impression of the website because it left only a neutral impression on most of the testers

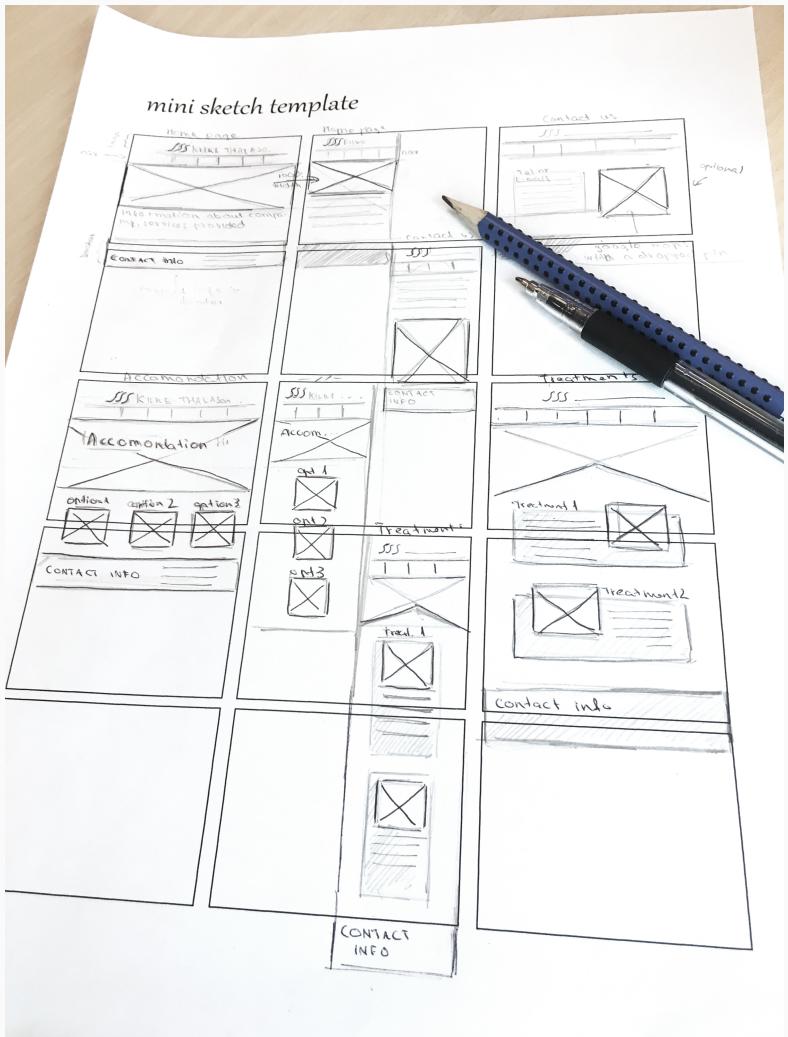
Trunk test

What site is this? (site ID?)	Kilkee Thalassotherapy Centre	Kilkee Thalassotherapy Centre
What page am I on? (section names?)	Home page	I am on the Homepage, its pretty clear what site I am on because of the menu
What are the main sections?	Home About us Treatments Special offers Accommodation Contact us Links	Home About us Treatments Special offers Accommodation Contact us Links
what navigation options do I have here? (local navigation?)	menu	- menu - back to top, but its not needed
Where am I in the scheme of things? (you are here indicators?)	the menu helps finding what page I am on	its clear!
Is there a need for a search bar ?	probably because there are a lot of infos	maybe, but I would need to read much more to understand where to find things
	user: 1	user: 2

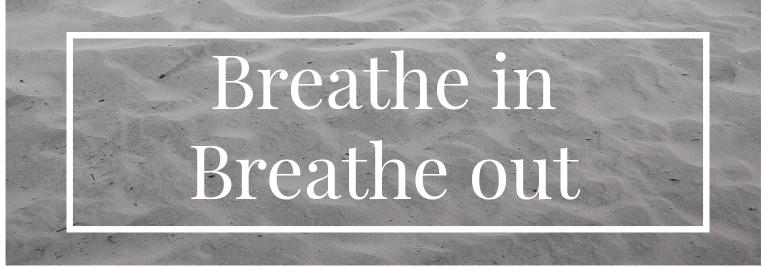
What we decided to change?

- Company's logo- typeface and colors
- Color scheme of the website- more hospitable and warm tones
- Overall layout of the website-simple, not too much detailed design
- Typeface for headings and paragraphs- to add a touch of elegance and luxury

Sketches



Moodboard



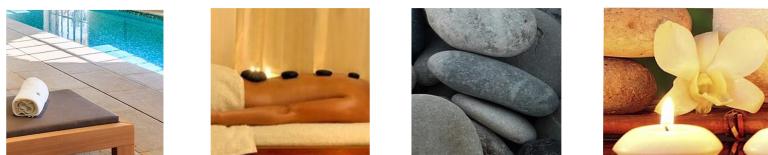
LOGO



COLOUR SCHEME



INSPIRATIONS



TYPOGRAPHY

Playfair Display
1 2 3 4 5 6 7 8 . @ # \$
style

Barlow Semi Condensed
1 2 3 4 5 6 7 8 9 0
regular

Style tile

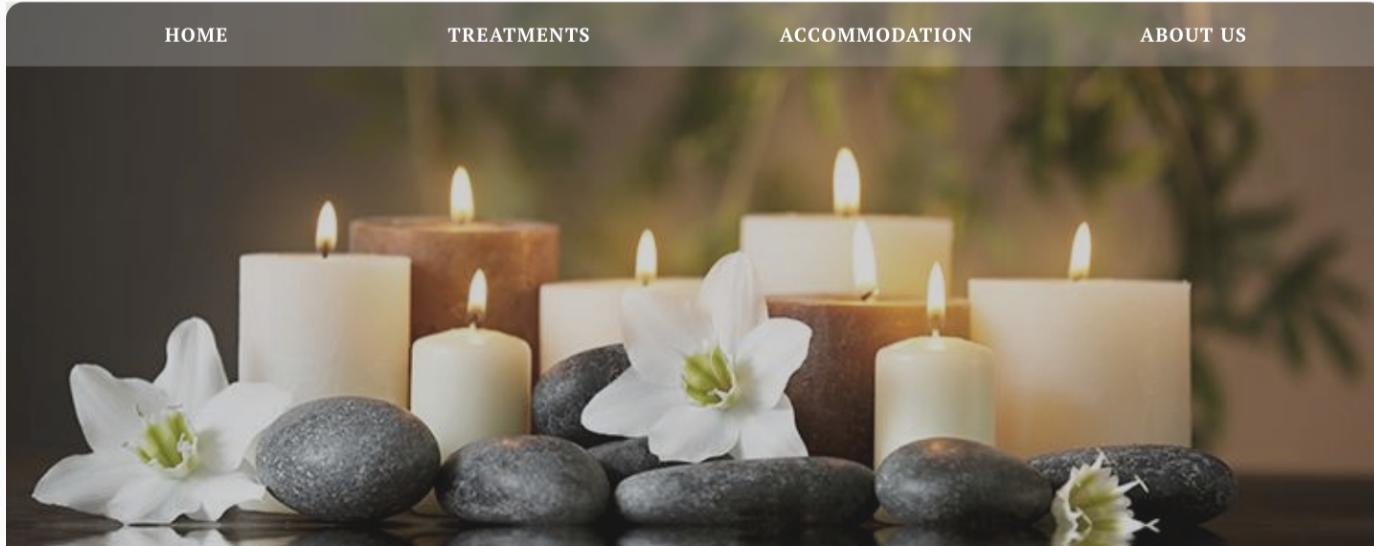


HOME

TREATMENTS

ACCOMMODATION

ABOUT US



5 sec test



What is memorable about the website?

Raw data Word cloud

3. The background picture
4. it's very calm and relaxing to look at
5. the candles
6. clean look
7. Candle light, warm natural colours and rounded stones
8. coziness haha
9. The rocks!
10. ward feeling from the colors, no chaos
11. The candle

Did you get a positive or negative impression of the site?

Raw data Word cloud

1. Positive
2. Positive
3. Positive
4. positive
5. Seems cosy, but only cold and clinical
6. positive
7. Soothing, calm and romantic. That's positive in most cases. ;)
8. positive and relaaaaaaaaaxing
9. I thought its a funeral home first by the colors and the candles, but after looking around, it felt positive.

What is the company's name?

Raw data Word cloud

1. Kliken

2. Kilke

3. Kikke

4. Kilkee

5. Kilkee

6. kaff

7. Kilkee

8. killkee

9. Kilkee

What service do they provide?

Raw data Word cloud

5. Some treatments of some sort

6. thalassotherapy

7. Wellness and treatments in relation to wellness

8. therapy? spa?

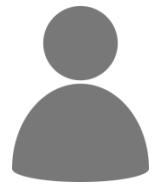
9. Scents

10. forgot

11. Products for the home

12. SPA

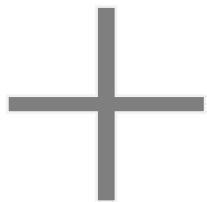
13. Spa



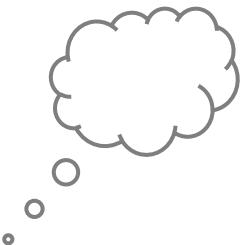
-13 people



-1min 5.8 sec



- Positive general impression



-Memorable things: clean look, background photo, feeling of coziness

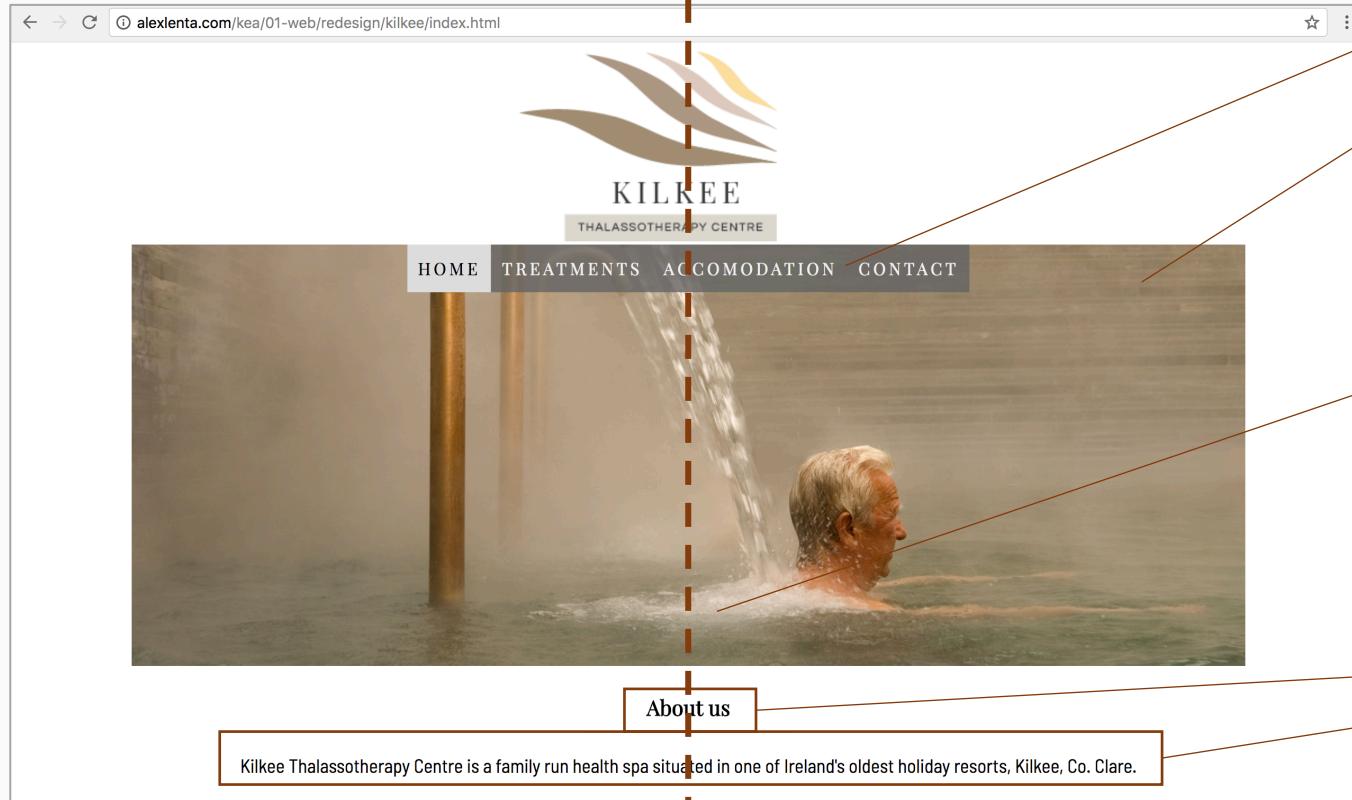
Trunk test

What site is this? (site ID?)	Thalassotherapy center	wellness / Spa, Thalassotherapy center
What page am I on? (section names?)	Treatments	There is a pricing list, its the Treatments site
What are the main sections?	Home Treatments Accommodation Contact us	Home Treatments Accommodation Contact us
what navigation options do I have here? (local navigation?)	menu bar	- Menu on top, its a 4 point menu Home Treatments Accommodation Contact us
Where am I in the scheme of things? (you are here indicators?)	makes sense that it is the treatment page	from the headings I can see what part of the website I am on
Is there a need for a search bar ?	no, maybe just a scroll arrow on the side or an animation	I don't think so, as it is pretty simple.
	user: 1	user: 2

```
File Edit Find View Navigate Debug Help  
Working Files   
accomodation.html  
contact.html  
index.html  
treatments.html  
style.css  
  
kilkee   
img  
styles  
style.css  
accomodation.html  
contact.html  
index.html  
passwordprotect.php  
script.js  
treatments.html  
  
33  
34  
35 .container {  
36     display: grid;  
37     grid-template-columns: repeat(12, 1fr);  
38     grid-template-rows: auto;  
39     grid-gap: 3px;  
40     grid-template-areas:  
41         "l l l l l l l l l l"  
42         "h h h h h h h h h h"  
43         "i i i i i i i i i i"  
44         "c c c c c c c c c c"  
45         "f f f f f f f f f f";  
46     }  
47  
48 .logo {  
49     grid-area: l;  
50     position: relative;  
51     height: 18rem;  
52 }  
53  
54 .logo img {  
55     position: absolute;  
56     left: 47%;  
57     transform: translate(-50%);  
58     max-width: 100%;  
59     max-height: 100%;  
60 }  
61  
62 .header {  
63     grid-area: h;  
64     grid-column: 2 / 12;  
65     grid-row: 2;  
66     position: relative;  
67 }  
68  
69 .image {  
70     grid-area: h;  
71     grid-column: 2 / 12;  
72     grid-row: 2;  
73     width: 100%;  
74     height: 100%;  
75     overflow: hidden;  
76 }  
77  
78 .content {  
79     grid-area: c;  
80     grid-column: 2 / 12;  
81 }  
82  
83 .footer {  
84     grid-area: f;  
85 }  
86  
87 .footer::before {  
88     display: block;  
89     content: "";  
90     height: 1px;  
91 }  
Line 146, Column 19 — 336 Lines
```

```
File Edit Find View Navigate Debug Help  
Working Files   
accomodation.html  
contact.html  
index.html  
treatments.html  
style.css  
  
kilkee   
img  
styles  
style.css  
accomodation.html  
contact.html  
index.html  
passwordprotect.php  
script.js  
treatments.html  
  
166 .nav-bar {  
167     right: 0;  
168     background-color: rgba(0, 0, 0, 0.5);  
169     transition: .5s opacity, .5s visibility;  
170 }  
171  
172 @media (max-width: 747px) {  
173 .nav-bar {  
174     opacity: 0;  
175     visibility: hidden;  
176     top: 0;  
177     bottom: 0;  
178     flex-direction: column;  
179     background-color: #000;  
180     transition: 1s opacity, 1s visibility;  
181 }  
182 .burger-menu {  
183     opacity: 1;  
184     visibility: visible;  
185     display: block;  
186     position: relative;  
187     width: 8rem;  
188     height: 8rem;  
189     position: absolute;  
190     top: 50%;  
191     left: 50%;  
192     transform: translate(-50%, -50%);  
193     cursor: pointer;  
194     transition: 1s opacity, 1s visibility;  
195 }  
196 .menu-line {  
197     width: 100%;  
198     height: 15%;  
199     background-color: #FFF;  
200     position: absolute;  
201     border-radius: 1rem;  
202     -webkit-box-shadow: 3px 3px 5px 0px rgba(0, 0, 0, 0.75);  
203     -moz-box-shadow: 3px 3px 5px 0px rgba(0, 0, 0, 0.75);  
204     box-shadow: 3px 3px 5px 0px rgba(0, 0, 0, 0.75);  
205 }  
206 .menu-line-1 {  
207     top: 0;  
208 }  
209 .menu-line-2 {  
210     top: 50%;  
211     transform: translateY(-50%);  
212 }  
213 .menu-line-3 {  
214     bottom: 0;  
215 }  
216 .active .burger-menu {  
217     opacity: 0;  
218     visibility: hidden;  
219 }  
220 .active .menu-overlay {  
221     opacity: 1;  
222     visibility: visible;  
223 }  
Line 146, Column 19 — 336 Lines
```

Design principles in use



Figure/ground

Symmetry

Similarity

alexlenta.com/kea/01-web/redesign/kilkee/treatments.html

Specialised Body Treatments

Marine Algae Wrap (Algeotherapy)

Deeply relaxing, detoxifying, re-balancing and relieves aches and pains. Also softens the skin. Excellent for slimmers who need an extra metabolism booster. Warmed seaweed is applied to the entire body and you are cocooned in a heated blanket for 20 minutes followed by a shower and application of moisture rich body creams. Also excellent for skin ailments. (Not suitable during pregnancy.)
Cost: 70€ (40 minutes)
1hr 10 mins with body scrub - 90€



Jessica Manicure

This treatment cares for and cultivates the natural nail entailing analysis, cuticle machine, heated mittens for beautiful nails and nail paint. No short cuts here.
Cost: 50€ - one hour
Re-file & polish - 15€



Size contrast

Color contrast

Closure

Thank you!