

Group #11

- Website redesign presentation -

old

<http://exmouth-view.co.uk/>

new

<http://tintinve.com/kea/03-redesign/>

5 seconds test:

Person	What this site is about?	What was the name of the company?	Where is the logo?
1	I don't know	Babacombe?	Nowhere
2	A place	Torquay	What logo?
3	A hotel	Exmouth View Hotel	I don't know
4	I don't know	Babbacombe	Logo?
5	Touristic sightseen	-	-

Conclusion:

The majority of persons had trouble finding **what the website is about** and what the **company name** is.

Trunk test:

Person#1: Change the background, put smaller photos with better quality, put a menu bar. Too much unorganised content and also content that is not needed, like the weather forecast.

Person#2: Center the title, higher than the photos. Change text font.

Person#3: Make a logo, change the colors, make the website more interactive. Too much unnecessary content.

Expert review:

- We found out that the website is too unorganised, a thing that we will focus on to fix.
- The background image is not relevant and it does not offer a good contrast.
- Too much unnecessary information is on the website. We will filter it and keep the important things only.

Design principles:

The actual website **has non** of the *proximity*, *contrast* or *repetition* principles.

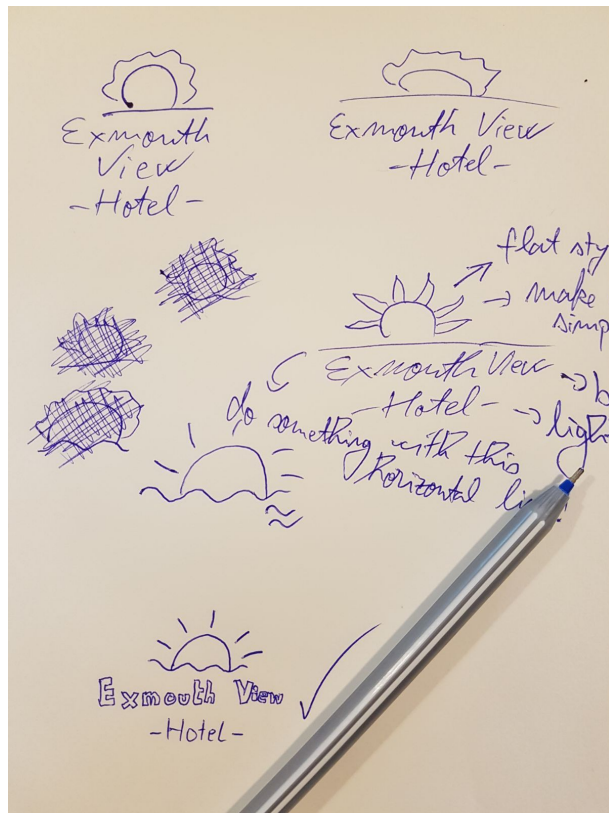


The chosen texture is not relevant, the spacing is not used properly and the sizes are totally unequibrated.

Moodboard:



Mini sketches (inc. logo) and wireframes:

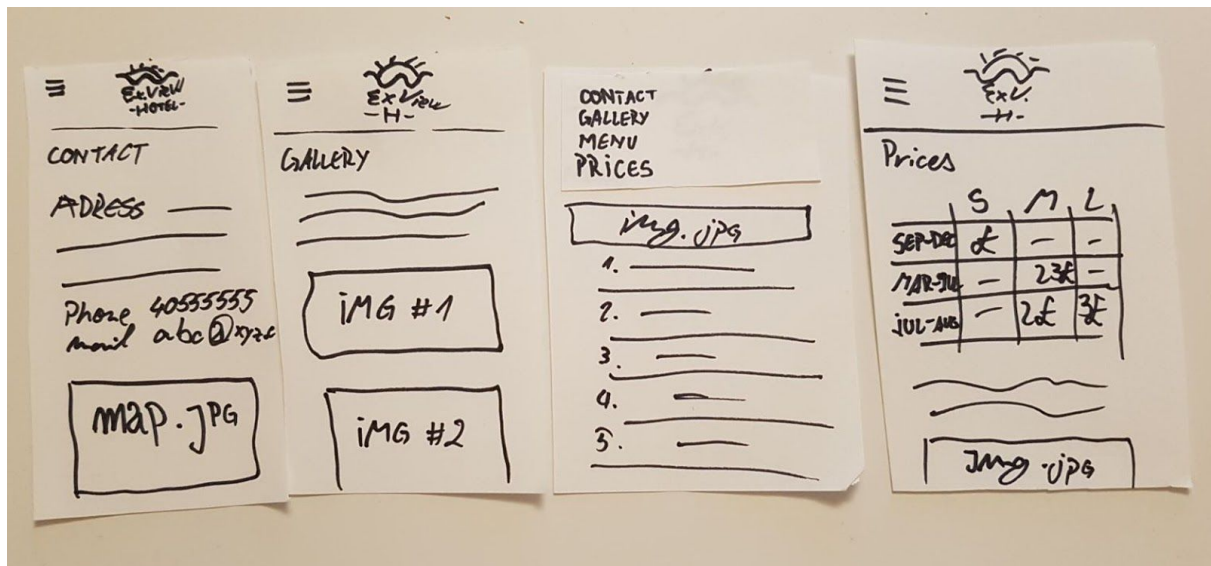


-Logo sketching

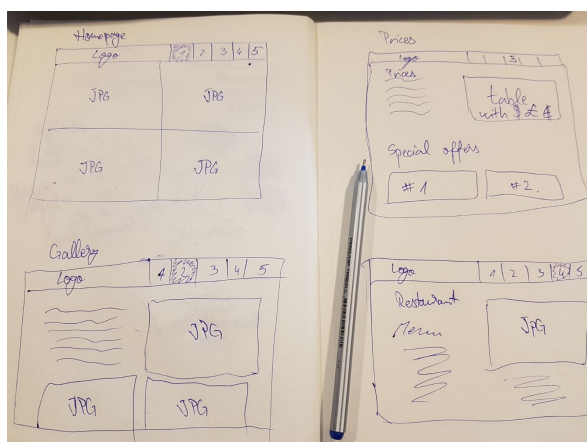
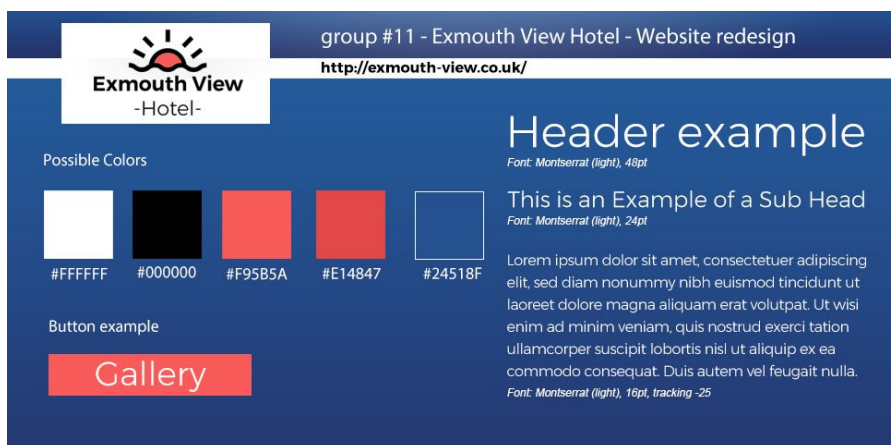

Exmouth View
-Hotel-

-Redesigned logo, can be used positive/negative

Paper prototypes:



Style tiles:



- Wireframes

XD-prototype:

<https://xd.adobe.com/view/886dc701-10f1-4220-b5ac-34e562ff0d61>

New website test report

5 seconds test:

Person	What this site is about?	What was the name of the company?	Where is the logo?
1	a hotel	Exmouth Hotel	navbar
2	Hotel	Exmouth View	top left
3	Hotel	Exmouth View Hotel	on the menu bar

Trunk test:

- **Person #1:** I like the new design because it is simple and you can find everything you want really quick.
- **Person #2:** Everything is well organised and design principles were used. I like it!
- **Person #3:** The new logo is nice, the navbar is finally on top, not on the left so chaotic, and the content is the important one.

Design principles applied:

- **Colours:** they are in good harmony one with another, the pinkish red with the black and white. Also the blue adds a fine touch for the footer.
- **Alignment:** all elements are aligned, including the navbar.
- **Contrast:** Good contrast between the font colour and the background. Also there is a good contrast between the navbar and the background.
- **Proximity:** Similar and context-connected elements are close to each other.
- **Space:** Negative space left on both sides of the website.
- **Connection:** The elements are connecting to each other by images.

Expert review:

In our opinion, working on this website, we found out that with a **simple design touch** and some **content filter**, every bad website can get a **1000 times better appearance**. We have used a **friendly flat style** design, corresponding to one of the **actual design tendencies** found on the web. The pages are **quickly accesible** with a burger menu for the mobile version, while for the desktop the navbar makes is easy for everyone to acces the pages entitled correctly.

Code snippets:

```
11 <body>
12   <header>
13     <label for="toggle">&#9776;</label>
14     <input type="checkbox" id="toggle">
15     <a href="index.html"></a>
16     <nav>
17       <ul>
18         <li><a href="contact.html"> Contact us.</a></li>
19         <li><a href="gallery.html"> Gallery</a></li>
20         <li><a href="menu.html"> Menu</a></li>
21         <li><a href="prices.html"> Prices</a></li>
22       </ul>
23     </nav>
24   </header>
25   <main class="main_gall">
26     <div class="div_1"><span class="span_1">
27       <span></div>
28     <div class="div_2"><span class="span_2">
29       <span></div>
30     <div class="div_3"><span class="span_3">
31       <span></div>
32     <div class="div_4"><span class="span_4">
33       <span></div>
34   </main>
35   <footer>
36     For more info call us at 0800 781 7817
37   </footer>
38 </body>
39 </html>
```

```
25 <main>
26   <article class="article1">
27     <p>Evening dinner is available (3 course from €22)<br> <a href="menu.html">See restaurant page</a>
28     available based upon children sharing twin/double rooms with adults.<br><br> Free guest car parkin
29   </article>
30   <article class="article2">
31     <table>
32       <tr>
33         <th>Prices</th>
34         <th>Single</th>
35         <th>Double/Twin</th>
36         <th>Single Occupancy</th>
37       </tr>
38       <tr>
39         <td>January-March 18'</td>
40         <td>&#163;45</td>
41         <td>&#163;40</td>
42         <td>&#163;50</td>
43       </tr>
44       <tr>
45         <td>April-June 18'</td>
46         <td>&#163;47,50</td>
47         <td>&#163;42,50</td>
48         <td>&#163;55</td>
49       </tr>
50       <tr>
51         <td>July-August 18'</td>
52         <td>&#163;50</td>
53         <td>&#163;45</td>
54         <td>&#163;60</td>
55       </tr>
56       <tr>
57         <td>September-December 17'</td>
58         <td>&#163;42,50</td>
59         <td>&#163;37,50</td>
60         <td>&#163;55</td>
61       </tr>
62     </table>
```

```
style_a.css x
295 }
296
297 .gallery_box6 {
298     grid-area: gallery_box6;
299 }
300
301 /*////////////////////////////////////DESKTOP////////////////////////////////////*/
302
303 @media all and (min-width:1024px) {
304     body {
305         width: 1024px;
306     }
307     header {
308         width: 100%;
309         height: 80px;
310     }
311     header .main-logo {
312         margin-left: 45px;
313         width: 110px;
314         margin-top: 5px;
315     }
316     label {
317         display: none;
318     }
319     nav {
320         overflow: visible;
321         display: inline-block;
322         float: right;
323         margin-top: 30px;
324     }
325     nav ul {
326         margin: 5px;
327     }
328     ul li {
329         display: inline-block;
330         margin-right: 30px;
331     }
332     .main_gall {
333         display: grid;
334         grid-template-columns: 1fr 1fr;
335         grid-template-areas: "foto1 foto2" "foto3 foto4"
```

Thank you,
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