



# MOFFAT-BAY

LODGE TDD

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# SUMMARY

A comprehensive proposal for designing and developing an advanced website for Moffat-Bay Marina Lodge. This enchanting hotel and retreat, nestled within a vibrant marina and local attractions, seeks to establish a strong online presence in the evolving hospitality industry. The proposal outlines a visually captivating, user-friendly, and functional website that not only showcases the Lodge's unique offerings but also integrates a reservation booking system to enhance guest experiences.

The objectives of the proposed website encompass aesthetic appeal, intuitive navigation, seamless booking procedures, the showcasing of local attractions, responsive design, and optimal performance. User personas, reflecting different segments of potential visitors, play a pivotal role in shaping the website's design and functionalities. Each persona, ranging from a family-oriented mom to a newlywed couple and a business professional, informs specific user stories that address their unique needs and expectations. The document further outlines development tasks, including frontend and backend work, database design, testing, deployment, and bug fixing.



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# INTRODUCTION

In the ever-evolving landscape of hospitality and travel, a strong online presence is paramount to success. We are thrilled to present this business proposal for the comprehensive design and development of a cutting-edge website for Moffat-Bay Lodge, a captivating hotel and retreat nestled amidst the tranquil charm of its local attractions and a vibrant marina. This proposal outlines our vision to create a visually stunning, user-friendly, and functional website that not only showcases the Lodge's unique offerings but also seamlessly integrates a reservation booking system to enhance customer experience.

## ABOUT MOFFAT-BAY LODGE

Moffat-Bay Lodge stands as an idyllic haven, offering a harmonious blend of relaxation and adventure. Situated in a prime location surrounded by captivating local attractions and a bustling marina, the Lodge provides a retreat like no other. With a diverse range of accommodation options, including double full beds, queen, double queen beds, and king-sized rooms, Moffat-Bay Lodge caters to a wide array of guests seeking comfort, luxury, and unforgettable experiences.

## WEBSITE OBJECTIVES:

Our proposed website aims to capture the essence of Moffat-Bay Lodge while serving as a digital gateway for prospective guests. Key objectives include:

1. **Visual Appeal:** Design an aesthetically pleasing and immersive online platform that reflects the Lodge's natural surroundings and luxurious ambiance, creating an immediate connection with visitors.
2. **User-Friendly Interface:** Develop an intuitive and easy-to-navigate website structure that allows users to explore room options, amenities, local attractions, and the marina effortlessly.
3. **Reservation Booking System:** Implement a seamless and secure reservation booking system that enables guests to effortlessly select their desired room type, choose convenient dates, and complete bookings with confidence.
4. **Attractions Showcase:** Devote dedicated sections to highlight the captivating local attractions and the marina, enticing visitors to explore the area's charm and experience the Lodge's unique offerings.

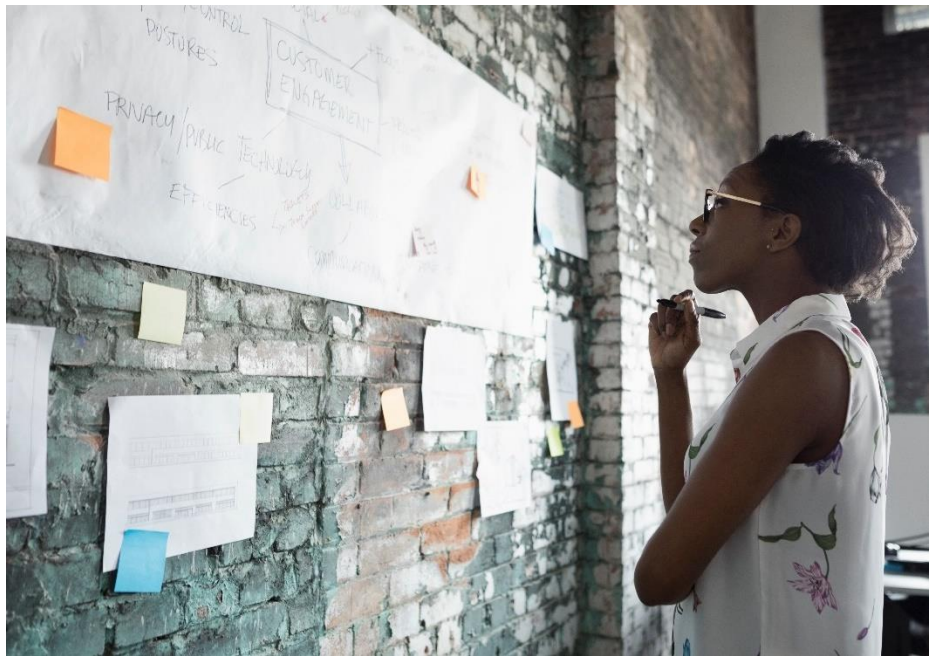


5. **Responsive Design:** Ensure the website is fully responsive across various devices and screen sizes, guaranteeing a consistent and enjoyable user experience for all visitors.



6. **Performance and Speed:** Optimize the website's performance to ensure swift loading times, minimizing bounce rates and enhancing user engagement.

As digital landscapes continue to reshape the hospitality industry, a robust and captivating online presence is no longer optional—it's essential. Our proposal encapsulates our commitment to crafting a bespoke website for Moffat-Bay Lodge that not only mirrors its allure but also elevates its brand identity. By seamlessly integrating a reservation booking system and accentuating local attractions, we are poised to create a digital experience that resonates with potential guests and enhances the Lodge's reach in this competitive market. We eagerly anticipate the opportunity to collaborate and bring Moffat-Bay Lodge's vision to life in the digital realm.



# USER PERSONAS

Understanding the diverse needs, preferences, and behaviors of our target audience is pivotal in shaping a user-centered design and functionality for the Moffat-Bay Marina Lodge website. This section introduces a set of user personas that represent key segments of our potential visitors. By crafting these personas, we gain valuable insights into the expectations and motivations of our users, enabling us to tailor the website experience to their individual needs. Each persona encapsulates a distinct user archetype, embodying specific goals, requirements, and usage patterns.

User personas help our development team understand the needs, goals, and behaviors of the Moffat-Bay Lodge target audience in a more personal way. These personas help keep our users at the forefront of our design decisions, it is as if our target users are in the room with us! Each unique user persona describes the types of users, their wants, needs, and goals, and provides insight into how users will interact with the website. Moreover, it serves as a personal road map into what type of experience the target user base is looking for. These personas in turn influence the design and functionality decisions in order to provide the best user experience possible.

## PERSONA 1: SARAH

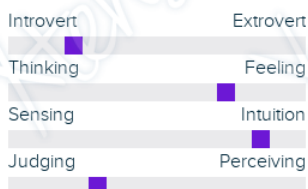
### Sarah the "Super Mom"



*"A perfectionist planner looking to get a break"*

Age: **35-40**  
Work: **Consulting**  
Family: **Single-Parent, 3-kids**  
Location: **City Dweller**  
Character: **The Planner**

#### Personality



Organized

Family-Oriented

Foodie

Loves a Good View

#### Goals

- Looking for a stress-free vacation for herself and her three kids.
- Wanting safe and kid-friendly activities on site and nearby.
- Her ideal amenities include on site food and concierge to help with planning activities.

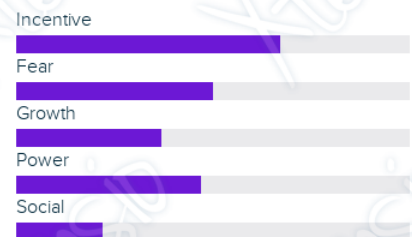
#### Frustrations

- The stress of planning for meals and day trips for herself and three kids.
- Being unable to manage her reservation online.
- Not being able to preview the rooms online.

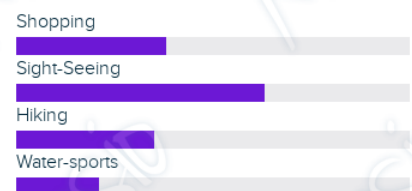
#### Bio

Sarah is a busy single mom who is looking to get some rest and relaxation with her three kids. She is looking for a place that makes planning easy, as she has her hands full already. She wants a quaint and enjoyable place to stay with on-site food and concierge to help her with planning her daily activities. Her ideal online booking experience includes previewing the rooms and amenities with ease. She wants to plan once and then relax with her family.

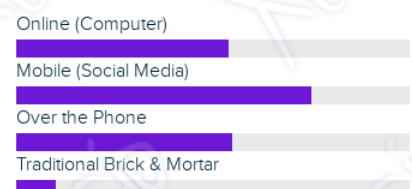
#### Motivation



#### Favorite Activities



#### Preferred Channels





# PERSONA 2: NICOLE AND TYLER

## Nicole and Tyler



Tech Savy

People Oriented

Starting a new family

Loves Water Sports

### Motivation

Incentive

Fear

Growth

Power

Social

### Goals

- Looking for a honeymoon retreat
- Wants to find lodging with lots of local activities

### Favorite Activities

Swimming/Water Park

Wine Tasting

Shopping

Horseback Riding

Water Sports

### The Power Couple

Age: **25-50**

Work: **Technology Professionals**

Family: **Engaged**

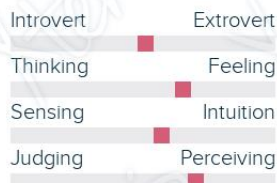
Location: **Suburban**

Character: **Leaders**

### Frustrations

- Lack of available activities
- Not being able to book online

### Personality



### Bio

Nicole and Tyler are getting married in 6 months. They are looking for a place to honeymoon that has a variety of activities. They want the ability to book their trip online. They both work in the tech industry and want somewhere to unwind and celebrate getting married.

### Preferred Channels

Traditional Brick & Mortar

Online (Computer)

Mobile

Over the Phone

# PERSONA 3: JAMES

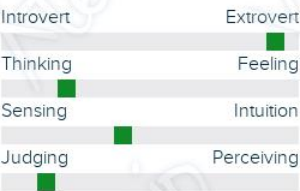
## James and His Corporate Team



"An HR Director looking to book a fun corporate event for their team"

Age: **25-40**  
Work: **HR Director**  
Group: **Corporate Event**  
Location: **City Dweller**  
Character: **The Professional**

### Personality



- Social
- Tech Savvy
- Business Focused
- Networking
- Team-Centric

### Goals

- To have an onsite conference room available.
- To book multiple rooms and manage their reservations seamlessly.
- Having multiple activity options nearby to choose from for larger groups.

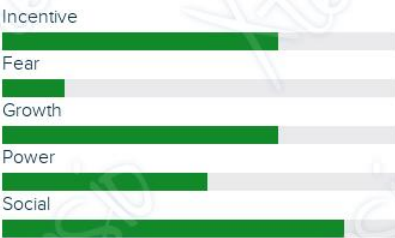
### Frustrations

- Not having a conference room available.
- Lacking onsite food/drink amenities.
- Navigating outdated websites and booking systems.

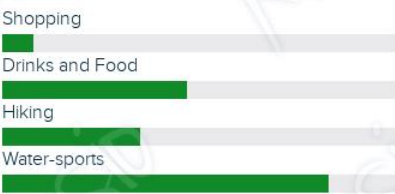
### Bio

James is an HR Director looking to book an annual corporate event for his department. He is looking for a convenient, scenic, and fun space to host the event. His team consists of 10 members so he wants to make sure they have the available space and resources they will need for gatherings and meetings. He is also looking for activities both on site and close by to make organizing group outings easier.

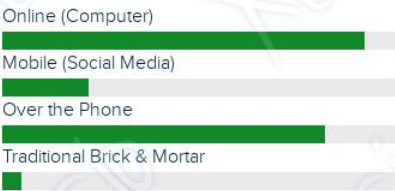
### Motivation



### Favorite Activities



### Preferred Channels







# USER STORIES

User stories are concise descriptions of features or functionality from the perspective of our user personas. In this section, we present user stories for three distinct user groups: Sarah our family focused mom looking for a stress free family vacation, our newlywed couple looking for an Instagram worthy honeymoon retreat, and our business professional looking to book and organize an efficient but fun corporate getaway for his team.

These user stories represent the specific needs and requirements of each group, helping us to tailor the design and functionality of the Moffat-Bay Marina Lodge website to ensure a seamless and satisfying user experience. They will guide our development process, ensuring the website caters to the needs and expectations of each user group. By addressing these requirements, we aim to create an inclusive and user-centric platform that offers value and convenience to all users.

## USER STORIES 1: SARAH

1. As a single mom who appreciates flexibility looking for a family vacation, I need a secure user account where I can easily log in and view/configure my reservation details. So that I can double-check or make any changes if need be.
2. As a busy mom seeking convenience, I want to see detailed information about on-site facilities, amenities, and activities nearby. Such as restaurants and recreational activities so that I can plan our days without needing to leave the site frequently.
3. As a mom with a full plate, I want a straightforward booking process that allows me to preview the rooms and select my preferred accommodations and needs in just a few clicks. So that I can minimize frustration and stress in my planning process.

## USER STORIES 2: NICOLE AND TYLER

1. As a Newlywed couple looking for a honeymoon retreat, we need a website that will show room availability so that we can book accommodations for our stay.
2. As a Newlywed couple looking for a honeymoon retreat, we need a website that will show us nearby activities so that we can plan our honeymoon.
3. As a Newlywed couple looking for a honeymoon retreat, we need a website that we can log into and view our reservations so that we can confirm the booking and travel plans in advance.

## USER STORIES 3: JAMES

1. As a professional arranging a corporate event, I want to have the option to book multiple rooms for our team members, including guest rooms and the conference room, all in one streamlined booking process to save time and effort.
2. As an efficient professional trying to manage event planning, I want to receive notifications confirming my booking, including all the necessary details such as check-in and check-out times. So that I can keep track of multiple reservations without having to search for the information later.
3. As an HR Director focused on team building, I want to have the option to book available conference rooms or business centers. So that I can ensure we have a comfortable and productive space for our meetings and presentations.



# WORK ESTIMATIONS

## FRONTEND DEVELOPMENT:

- Implementing responsive design for various screen sizes.
- Creating UI components for home page, room listings, booking forms, amenities, contact page, attractions page, and highlights page.
- Creating UI components for user registration, log in and account pages.
- Estimated Effort: 120 hours
- Estimated Time: 3 weeks

## BACKEND DEVELOPMENT:

- Setting up a backend server.
- Designing the API endpoints for room availability, booking, and contact forms.
- Implementing database models for user accounts, rooms, bookings, and customer information.
- Estimated Effort: 160 hours
- Estimated Time: 4 weeks

## DATABASE DESIGN AND SETUP:

- Designing the database schema to store lodge room details, bookings, and customer information.
- Setting up a relational database (e.g., MySQL) and creating necessary tables.
- Estimated Effort: 40 hours
- Estimated Time: 1 week

## INTEGRATION AND TESTING

### 1. Integration Testing:

- Testing the integration between frontend and backend components.
- Testing user account and reservation functionality.
- Estimated Effort: 40 hours
- Estimated Time: 1 week



# DEPLOYMENT AND LAUNCH

## 1. Deployment:

- Configuring the server and deploying the application.
- Setting up a secure connection (SSL) for data protection.
- Estimated Effort: 20 hours
- Estimated Time: 1/2 week

## 2. Final Testing and Bug Fixing:

- Conducting final rounds of testing to ensure a smooth launch.
- Resolving any last-minute bugs or issues.
- Estimated Effort: 20 hours
- Estimated Time: 1/2 week

**Total Estimated Effort: 400 hours**

**Total Estimated Time: Approximately 10 weeks**