

DESIGN BRIEF

Rutherford Hotel

Nelson – New Zealand

Premier Conference Hotel

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Presented to Ali Kahwaji – Tutor (NMIT)

Assignment 3

PRIVATE AND CONFIDENTIAL

Submission Date: 17.10.19

BUDGET

Web Development \$3000

DATES

Start: 01.10.19

Completion: 11.11.19

FORMATS

Website: HTML, CSS

Images: JPG, PNG

Video: Links

CONTRACT

- Rutherford Hotel
- Third Party Solicitor
- Dale Stephenson

MATERIALS

File 1: [Images](#)

File 2: [Menus](#)

File 3: [Logo](#)

File 4: [Qualmark](#)

File 5: [Wireframes](#)

FONTS**Headers:**

Raleway Light

Raleway Medium

Raleway Semi-Bold

Content (Web Safe):

Open Sans: Regular

Open Sans; Sem-Bold

COLOURS

Currently the hotel use colours of Gold, Black and Brown. I recommend the website uses a similar palette but adjust them to earthy tones that are more neutral such as clays, mushroom, and bark. These can often be viewed as boring however they will suite the target market. An accent colour could be introduced influenced by the ever-popular health trend industry, a playful colour that's still sophisticated such

1. THE BUSINESS

- Located in the heart of the city of Nelson
- Fully serviced 24-hour hotel
- Rooms have a view of the harbour, historic South Street or Nelson Cathedral
- Rooms are Premier, Deluxe, Family and all have in room Wi-Fi, a pre-requisite for today's travellers
- Deluxe rooms include private cooking facilities
- In house Oceano Panorama Restaurant and Miyazu Japanese Restaurant
- Port o' Call Bar and Atom Café
- Function rooms for weddings, parties, conferences etc. with a capacity of up to 700
- Package options available
- Preferential Signup
- Appointed to a high standard
- Silver Qual Mark Accredited

2. BUSINESS NEEDS

The hotel management are looking to implement a broad range marketing strategy. The aim of the strategy is to bring together all marketing efforts to create a 'brand style' which will ensure consistency across all marketing platforms including the website.

It is recognised that the current website does not function to the high standards utilized by many of the competition. Although it is responsive, the effect is often clunky, and overlaps do occur, and items move around the page to accommodate different screen sizes.

When the website is viewed with the other design material at the hotel, the downloadable menus for example, it can create a look that is not professional or up the standards of the hotel.

The business is looking to create a website that meets the high standard of the offering and present to market functionality and design that effectively promotes the hotel.

3. WEBSITE AIMS

The website must reflect the prominence of the hotel within its setting and contain stunning imagery that 'sells' the services and products offered by the business.

The hotel boasts affordable rooms that benefit from an elevated position with regards to its surroundings. Features include enviable conferencing facilities, a city centre location with easy access to the mountains and the beaches, and excellent transport links to the interislander and a local airport servicing both domestic and international guest, the hotel is ideally placed to be the default choice for the target market.

as an iridescent or pearlized colour which could become the hotels signature colour.

Earth (Main):

Leisure guest areas:

Habitat Mushroom



#dbccbd 25% saturated



#b9a38e 25% darker

Business guest areas:

Habitat Mushroom



#dbccbd 25% saturated

Wild Mushroom



#a59c91 original

Signature (Contrast):

Dark Olive Green



#556b2f

Standard:

Black #000000

White #FFFFFF

LAYOUT

Header

- Logo
- Main menus
- Calls to action icons

Content

- Slider images/videos
- Facilities
- What's On
- Around Nelson
- Testimonials
- Journal/Blog

Footer

- Detailed menu
- Locations
- Newsletter sign-up
- Social Media links
- Awards and Accreditations
- Contact us

The website must contain all the necessary functionality to allow customer to get in touch, book a room, check availability, view the current seasonal menu, view events taking place and link to activities offered in the local area.

The website should be logically laid and easy to use and navigate.

The current website can be viewed here:

<https://www.rutherfordhotel.nz/>

4. TARGET CUSTOMER

The hotel is located in the City of Nelson at the top of the South Island of New Zealand, which has a growing population of 51,900. The importance of the local market cannot be underestimated and must be considered.

It is important that the local market understands that the hotel is open to day visitors for the restaurant, functions, wedding parties and the leisure facilities. The website will need to target this market as well as the tradition guest market.

Today's guests are looking for comfortable properties with character, the website must accurately present this to the target audience.

The website should aim to target the following groups:

- Cultured empty nesters
- Affluent, active young families
- Young couples looking to escape the pressures of busy lifestyles
- Business professionals
- Retirees who are still active but maintain traditional values
- Older families with average spend
- Suburban consumers who would seek out the hotel as a destination venue

5. PROJECT DELIVERABLES

- Beautifully designed front end web design that reflects the needs of the business and its customers
- Functionality necessary to support the business operation
- Automated payment process
- Complete content management system (CMS) package
- Annual hosting package
- Ongoing and ad-hoc web design support

6. WEBSITE CONTENT & FUNCTIONALITY

The website must contain:

- Information for each profit generating area of the business

SITE PAGES

Main pages:

Home
Rooms & Suites
Meet & Celebrate
Restaurants & Bar Wellness
& Sport
What's On

Further pages:

About Us
Join Us
Shopping
Nelson National Parks
Things to Do

HOSTING

Managed hosting plan through *inmotin hosting* who have been voted tachradar. editor's choice.

Monthly hosting packages currently offered for as little as US\$3.99 per month.

Plan features:

- Free Domain
- 2 websites
- Unlimited disk space
- Unlimited bandwidth
- Unlimited email
- Up to 6 parked domains
- Secure Sockets Layer
- Excellent Support

UPDATES & UPGRADES

Any websites updates do not form part of the annual hosting plan

Upgrades to the CMS form part of the annual hosting plan

SEO & TRACKING

Google Analytics will be added to the functionality of the website so content, offers, key hotel features and blog posts can be

- Additional information that will attract customers and guest e.g. unique selling points, the local area, annual events
- Calls to action – ensure that rooms can be booked directly on the website, availability is displayed and contact us forms are present and easy to access and use on all pages
- Detailed rooms descriptions should be listed with pricing structure
- Menus for the restaurant should be available to download and updated seasonal
- Future events to be added and removed, details on how to obtain tickets and the pricing – all listed well in advance
- All pages should be image based – pictures tell a thousand words and will help sell the prominence of the building and beautiful surroundings
- Special offers and promotions will be clearly displayed will calls to action to entice users to commit
- An About Us section that not only details the business but the history of the property, area and the special feature that distinguish the hotel
- Forms for contacting the hotel generally
- Forms for signing up and logging in as a preferential guest
- Third party room availability and booking forms integrated into the site
- Payment system either securely through third party app or other third-party integration system such as PayPal

The website will need to be maintained by a content management system (CMS) that has a user-friendly interface that is easy to update. This will allow the site to meet the needs of a changing and demanding business structure. Staff with authority over the CMS include:

- Management team
- Sales & Marketing team member responsible for online content
- Front of house team leaders responsible for day to day operations of their department
- In-house I.T. team members if any

Security can be included that will limit which pages users can amend depending on their responsibilities within the business.

7. COMPETITOR SITES

Use the following websites as a point of reference for the design and functionality:

- a. <https://www.badruttspalace.com/en>
- b. <http://www.casangelina.com/>
- c. <http://www.risveglio-akasaka.com/>
- d. <https://www.capegrace.com/>

tailored to users depending on their desires and needs

LANGUAGES

After English speaking countries the largest visitor group to New Zealand are Germans and Chinese, both languages should be considered as important to include in the website

1. English
2. German
3. Chinese
4. French
5. Spanish
6. Italian

The 4 hotels are considered amongst some of the best hotels in world, each property has a different feel which is informed by the setting and activities on offer.

What each website manages to do very well is sell the entire experience either through video or imagery, what they don't do is simply sell a room at the hotel. Each website achieves this in a different way from a stylistic viewpoint, but what is interesting is that it is achieved using very similar layout and functionality.

The content draws you down the page and you could find yourself 'sold' on the hotel without needing to navigate further. Each site then uses simple, clear 'calls to action' so the user can 'book' a room.