

Redesign

EXMOUTH VIEW HOTEL WEBSITE

DAVID PROMISEL

Introduction

In today's computer age, the design of software interfaces is crucial to the success of the application. Specifically the quality of an interface can be determined primarily through an analysis of the usability and responsiveness of the interface. In this project we will be going through the entire process of redesigning a website: wire framing, lo/hi fi mockups, and functional (and responsive) webpage written in HTML/CSS and JavaScript. The website we are going to be redesigning is linked [here](#) and can also be seen in the screenshots below. Let's take a closer look at the usability of this interface.

[Picture Page](#)
[Tariff 2018 & Special Offers](#)
[Christmas Break Details](#)
[Daily Menu](#)
[Torquay](#)
[Local Attractions](#)
[Sporting Attractions](#)
[Map Page](#)
[Live Travel Updates](#)
[Detailed Weather](#)
[Webcam Links](#)
Current Temperature

Experience The Best Of Babbacombe @

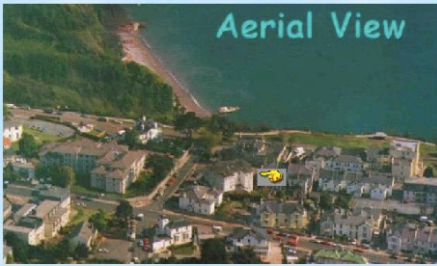
Our Traditional Family Run Hotel Offering Affordable Accommodation
And Excellent Quality Home Cooked Food.





Exmouth View Hotel
ST ALBANS ROAD
BABBACOMBE
TORQUAY
SOUTH DEVON

Aerial View



Exmouth View Hotel is a detached, modern Hotel which occupies one of the finest positions in Babbacombe.


On a corner of beautiful Babbacombe Downs, the Hotel is central in a quiet select area away from traffic noise.

Immediately below the Downs are Babbacombe and Oddicombe Beaches offering safe and superb facilities.

The Model Village, which is a must for any visitor to Torquay, is just a gentle stroll from the Hotel, as are the Theatre, Golf Club, Bygones, Kents Cavern and Cary Park with its Tennis, Putting and Bowling Greens.

Torquay town centre, with its lively night life and busy shopping centre, is just five minutes away by car or bus.

The Hotel has ample parking for all guests' cars.





Freephone : 0800 7 817 817 / Fax : +44 (0)1803 329967
E-mail : relax@exmouth-view.co.uk / <http://www.exmouth-view.co.uk>

Exmouth View Hotel - 2018
Tariff

Prices : per person per night Bed & Breakfast Basis	Single	Double / Twin	Double / Twin (Single Occupancy)	Family Room
Jan. - Mar. '18	£45.00	£40.00	£50.00	Prices
Apr - June '18	£47.50	£42.50	£55.00	Available
July - August '18	£50.00	£45.00	£60.00	On
Sept. - Dec. '18	£45.00	£40.00	£50.00	Request

link to - [xe.com](#) - [personal currency assistant](#)

Evening Dinner available (3 course from £22 p.p.p.n.) - [see menu page](#)

Special Rates Apply for Bank Holiday Breaks, **Christmas** & New Year.
Please enquire separately for details.

Child reductions are available based upon children sharing twin / double rooms with adults.

Special short breaks are available out of high seasons - See below for details.

Part 1: Usability Redesign

	Original Interface	Redesigned Interface
Intuitive Design	Impossible to check availability via website, phone call required. Widgets used on the website are not properly sized or easy to use. It takes longer than normal for a user to realize the main menu is on the left side as it's not highlighted as such. Putting it into some sort of menu box would draw the users eye to it immediately.	Users have same navigation bar on each screen and can therefore navigate easily between the pages; boxed navigation bar draws users eye to it immediately to easily determine how to navigate. Users can check availability/pricing of rooms on the website and get directions through google maps (which most people have some experience with).
Ease of Learning	No grouping/organization of content makes it difficult to quickly determine which link has the desired information. It also mixes text menus with a widget item on the homepage, which is confusing and inconsistent. One menu item isn't even linked.	Navigation bar groups content into 5 major categories (Bookings, Location, Gallery, Reviews, and More) making it quickly and easy for users to find what they are looking for.
Efficiency of Use	When a user does click on a menu item, there's no consistent mechanism to navigate between pages. Most have no mechanism; some pages have a "Home" button at the bottom. Others have links to other websites that aren't obviously related.	Navigation bar remains in header of website throughout entire site, making navigation much easier.
Memorability	The website contains all of the navigation to the sidebar, which helps the user know where to look when looking for something specific. However, as previously mentioned, the lack of organization of the sidebar links makes it hard for users to remember where specific content lives.	Similar to the original interface all site navigation is located in a single spot, the header. Yet by grouping the navigation links into clearly defined sections it is much easier for users to remember where specific content belongs. The menu is colored box that can easily be identified on each page.
Error Frequency and Severity	Due to the lack of built in navigation, users will often be taken to other websites and/or have to use their browser back button to try and get back to the page they want. In addition, several links produce 404 errors. the main page of this website does not adapt to a phone screen; however, some of the linked pages do.	Site adapts to size of display, works on desktop, laptop, tablet, and mobile. No dead links.
Subjective Satisfaction	The site seems to have been thrown together in a rush. It appears as there wasn't much care put into the site which reflects poorly on the hotel overall.	The redesign is simple and intuitive, it uses modern design techniques to take the attention away from the website itself and onto on the hotel


Note: The primary navigation of the website is done through the navigation bar that can be found in the header of each page of the redesign. To prevent clutter in the wireframe I've only drawn arrows from a single navigation bar (highlighted in yellow), yet it is important to note that the navigation bar performs that same way on each page.


Home Page


Exmouth View

[Bookings](#)[Location](#)[Gallery](#)[Reviews](#)[More ▾](#)

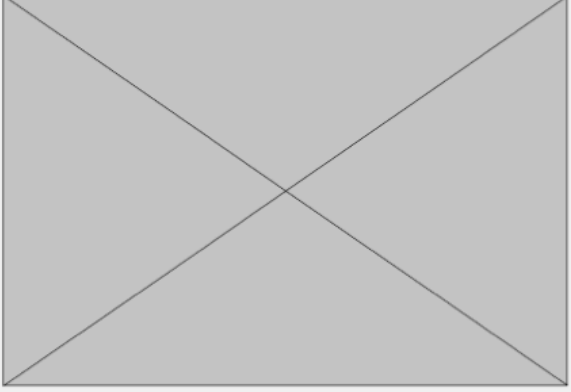
Book Your Room

10/16/2018

10/17/2018

King

[Check Availability](#)



Exmouth View

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Exmouth View


[Bookings](#)[Location](#)[Gallery](#)[Reviews](#)[More ▾](#)


Room Rates

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Book Your Room

10/16/2018

10/17/2018

King

[Check Availability](#)

Bookings Page

Exmouth View

[Bookings](#)[Location](#)[Gallery](#)[Reviews](#)[More ▾](#)

Special Directions

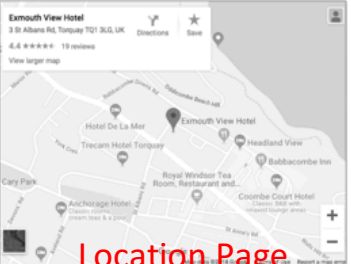
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Exmouth View Hotel

3 St Albans Rd, Torquay TQ1 3JL, UK

4.5 ★★★★★ 19 reviews

[View larger map](#)




Location Page


Exmouth View

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Photos



Live Webcams




Gallery Page

Exmouth View


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Visitor Reviews


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Reviews Page

Part 3: Visual Redesign

Now it's time to turn our wireframe into something more! We'll iterate on the review page. Let's focus on three aspects of the design – text, color, and positioning – to come up with a better design.

	Goal	Implementation
Text	Select typefaces that are easy to read but also visually pleasing, this is a travel site after all! Let's select a typeface for the header and another typeface for the content of the page to distinguish between type of content.	I chose the Mali font for the header because it is easy to read however I feel it embodies the travel-lifestyle. From there I wanted a similar looking font for the body of the page. I settled on Rasa because I found it easy to read but also a good fit with the Mali heading font. It's also important to pay attention to the sizing of the text. Most of the text of the body is size 12, while the heading and page title varies in size.
Color	Coloring of the website to be visually pleasing while avoiding making the site too busy to look at. We can do this by selecting a color palette and carefully selecting the elements we want to color in.	Let's actually select two color palettes. One primary palette to cover the majority of elements common across the website and a secondary palette to fill in the accents we want for the review page. We'll select a blue palette to be primary to match the theme of the hotel (it's by the ocean) and a green palette to color the review page (the reviews are primarily positive).
Positioning	Elements of the site fill the page while at the same time leave ample space between elements to avoid clutter. Additionally, we want to make sure that elements are lined up with respect to each other.	All reviews are equally spaced apart. Names of reviewers line up with the top of the profile images while the review content lines up with the bottom of the image. The page heading is lined up with the heading in the navigation bar, the blurb in the top-middle is equally spaced between the right and left elements, and the "Submit Review" button is lined up with the review containers to the left


Exmouth View

[Bookings](#)[Location](#)[Gallery](#)[Reviews](#)[More](#)

Visitor Reviews


Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sodales dapibus congue.

[Submit a Review +](#)




John Smith from Alaska

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Tamara Perez from Colombia

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Dwayne Johnson from New York

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Part 4: Responsive Redesign

Nowadays, users can view interfaces through many different devices or screens, each with different sizes and proportions. Even on desktop users can resize their browsers and windows as they please. This is why it is crucial that an interface adapts to the user's screen size. Below I present annotated mockups of how the review page of my redesign would respond on: **desktop**, **tablet**, and **mobile**.

