

# UXD Hotel Project

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By Team 4

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# Overview

Hotel Webpage: A Luxury hotel

Sequence for Web page presentation :

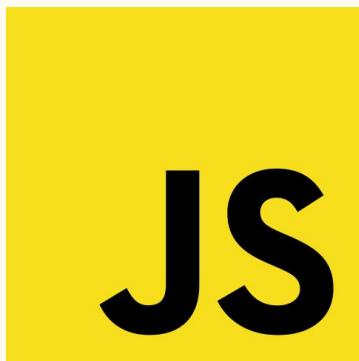
- Introduction
- Techstack used
- Typography
- Colors
- Homepage(Darren)
- Offers (Darren)
- Rooms(Durrah)
- Dining(Karthik)
- Facilities (Xinrui)
- Events(Shing Hak)
- Summary of the whole website

# Introduction

- Hotel Name: *Oxford Suites*
- Target Audience: *Business Travellers and Tourists*
- Singapore is an expensive city and a business hub which gets millions of travellers every year.
- To welcome these people to Singapore
  - We aim to make it easier for users to learn more about the hotel and give them a good first impression of the hotel brand through the website.



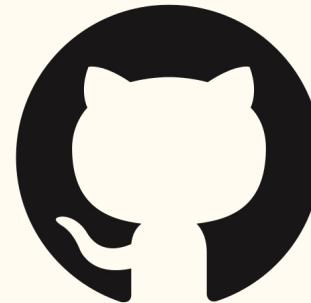
# Techstack used



**HTML**

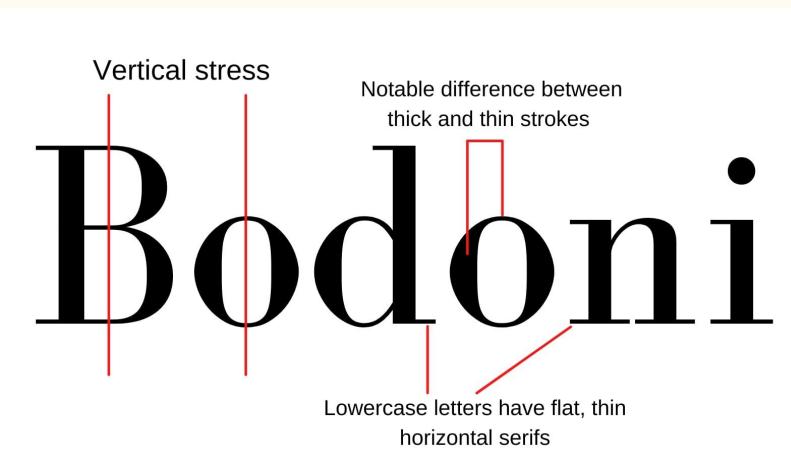


**CSS**



# Typography used

- Google fonts
  - Bodoni moda (serif font)
    - We went with this font because it was more distinctive and easier to recognize
  - Inter (sans serif font)
  - Playfair display



# Colors

Gold

#B7A46A

RGB(183,164,106)

Black

#000000

RGB(0,0,0)

Whitesmoke

#F5F5F5

RGB(245,245,245)

Gold

#E2CA81

RGB(226,202,129)

Lightgrey

#D3D3D3

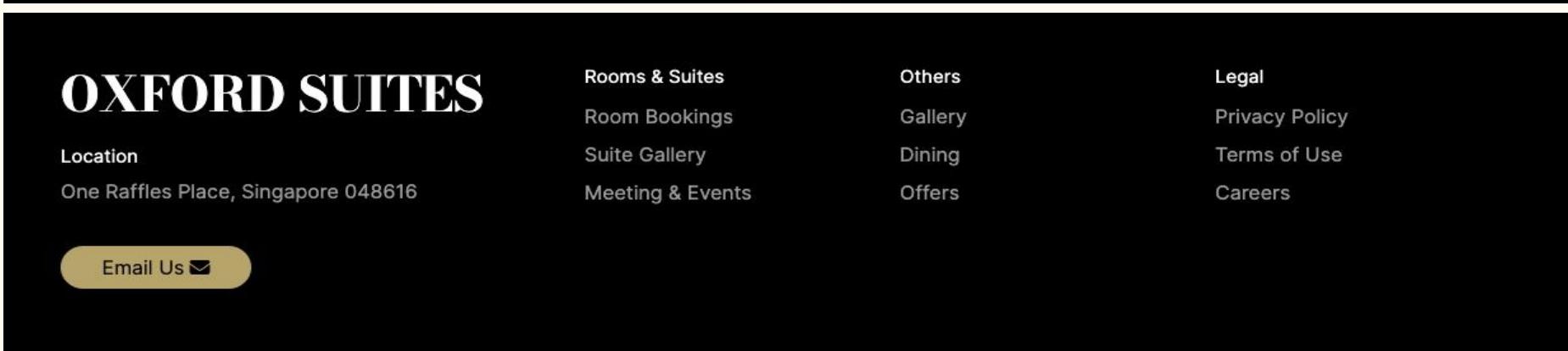
RGB(211,211,211)

# Homepage

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# Navigation Bar and Footer

- Standardized navigation bar and footer throughout all the pages
- Provides easy access to important links



# Homepage

- Responsive slideshow that removes long descriptive text when the window is too small
- Image brightness has been lowered to make white text stand out



# Homepage

- Every section is segmented by a header
- Contrast of black and white font is used here



## Discover a sanctuary at Oxford

A luxurious sanctuary in the heart of the city awaits. We look forward to welcoming all fully vaccinated international guests to a relaxing stay with our signature Asian Hospitality. Travel and stay with us with a greater peace of mind.

[Learn more](#)



Luxurious events in the heart of the city  
Design and enhance your event experiences in the very best of Oxford Suites



## Weddings By Oxford Suites

Begin your Oxford Suites wedding journey here. Check out our well-curated collection of venues, bespoke wedding offers, and tasteful inspirations made especially to help you turn your wedding vision into a beautiful reality.



## Make a date with our professionals

Given the variety of indoor or outdoor, contemporary or colonial event spaces within Oxford Suites - from a 9-person intimate meeting to a banquet for 1,000 in the pillar-less Island Ballroom - there is something for every occasion.

# Offers

- Cards are horizontally and vertically aligned.
- Important elements are bolded
- Adequate whitespace

## Offers

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**Room & Suites**

1 Jan 2022 - 31 December 2022  
**Last Minute Offers**

Make the best out of your next impromptu travel. Enjoy up to 25% savings for your last minute holiday!

From SGD 400.00 per night



**Room & Suites**

1 Jan 2022 - 31 December 2022  
**Long Stay Offer**

Stay longer and enjoy greater savings! Book a minimum of 7 nights or more to enjoy up to 35% savings for our Best Flexible Rate

From SGD 260.00 per night



**Room & Suites**

1 Jan 2022 - 31 December 2022  
**Advance Purchase**

Complimentary date changes

Plan ahead and enjoy savings of up to 35% off Best Flexible Rates if you book directly with us

From SGD 260.00 per night

# Rooms

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# Oxford Suites ROOM pages

**There are 5 different types of rooms in our Hotel :**

1. Single Room
  2. Double Room
  3. Connecting Room
  4. Executive Suite
  5. Presidential Suite
- 
- Oxford Suites website room pages consists of a *main page*, followed by all *the rooms information pages* as well as *the reservation form to book the rooms*.
  - Each room pages consist of information such as the description of the room, a preview of how the room will look like, and all the amenities included.
  - The reservation form will include all the information details of the guest, their address, joining the hotel rewards, additional details section, our hotel policies and acknowledgement.

# Oxford Suites ROOMS Page preview

## Single Room

*Our Single rooms are a luxurious abode away from home, complete with a comfortable queen size or twin bed, a sitting area, separate desk and bathroom with walk-in rain dance shower and modern art and neutral colors.*

FIND OUT MORE



1 / 3

## Double Room

*Our Double rooms are a splendid abode away from home, complete with two comfortable separate single beds, a sitting area, separate desk and bathroom with walk-in rain dance bath and shower and modern art and neutral colors.*



- **Main Page:**
- The different types of rooms available in our hotel with a little description on it.
- The layout and design of the main page focuses on the similarity and continuity (alignment).

# Oxford Suites ROOMS Page preview

## Connecting Room

Have you ever wondered about that locked door you sometimes see inside your hotel room?

That door leads to another hotel room, usually exactly like the one you're staying in.

Unlocks it so you can get the shared space and the privacy you need.

Ideal for family vacations or reunions, friend getaways or birthday parties, and bachelor or bachelorette parties,

connected and adjoining hotel rooms work for any occasion where you need a common area to hang out in,

giving you more space to celebrate or unwind. Take the opportunity to bond and create beautiful memories with your family or loved ones.



**Amenities Include**

**Room Details: Accessible Room Features**

- 335sqm/380sqft. Air-conditioned. This room is non-smoking. Connecting rooms are available, (for some rooms). Living/sitting area, Dining area, Dining room is separated, Living room is separated, Walk-in closet

Beds & Bedding	Bath & Bathroom	Furniture & Beddings
• Maximum Occupancy: 4 • 1 King • Rollaway beds permitted: 2 • Cribs permitted: 1	• Marble bathroom • Bathtub and shower separate • Whirlpool fits 4 • Whirlpool in suite / room • Double vanities	• Sofa • Chair • Alarm Clock • Piano

**Rate starts from S\$400++ per night  
Make a booking reservation NOW!**

[Back to the previous page](#)

[BOOK YOUR STAY](#)

- Pages of each rooms:**
- The description of each room.
- A preview of the room..
- The room features.
- The amenities included for the room.
- The range of price as well as the buttons

- All the individual room pages layout is similar to one another.
- The presidential and executive suite page has an automatic slideshow for the rooms preview. Followed by small different icons of amenities right below it.

# Oxford Suites ROOMS Page preview

## Reservation Of Rooms Form - Guest Details

I prefer member sign in

### Contact Information

Male  Female

### Address

- **Reservation of Rooms form**
- The guest details, the options on joining our hotel rewards, a section to add any additional information, the hotel policies and the acknowledgements from the hotel.
- Allows each user to input their contact and address details in the text boxes provided and click on the checkboxes or radio button to acknowledge the rest of the information provided in the page.

# Membership & Payment Page

## Confirm Your Payment

Owner

CVV

Card Number

Expiry Date

 Jan 2030

CONFIRM

## Login Form

Login

Signup

Email Address

Password

[Forgot password?](#)

Login

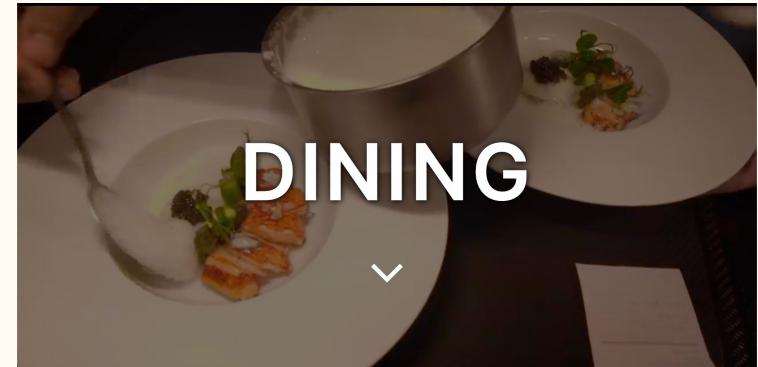
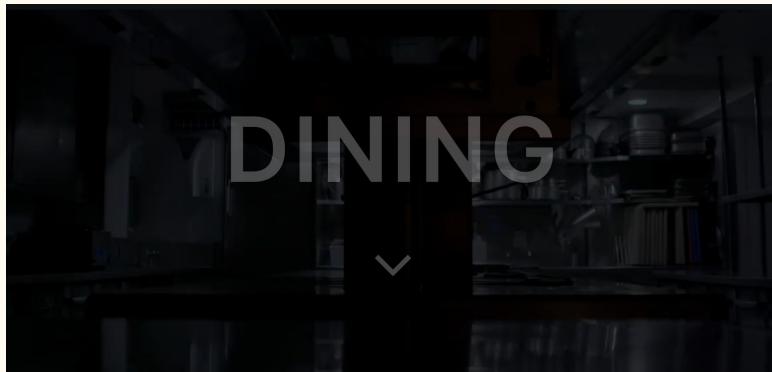
[Not a member? Signup now](#)

# Dining

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# Dining webpage

- Starts with a video background
- Fade out effect
- Parallax Scrolling
- Good hierarchy established



# Restaurants subsection

- Gestalts principle of proximity and similarity - Restaurant cards and details
- Google's material design for - Change button color on hover and Sans Serif font
- High quality images which can scale in/out independent of device used



## La Maison 1888

The destination dining establishment of The Oxford Suites, La Maison 1888 exudes timeless elegance and sophistication—a perfect dining room for an extraordinary experience of classic French cuisine.



Open everyday

Mon-Fri: 12:30 PM - 10:30PM

Sat-Sun: 6:30 PM - 10:30PM

RESERVE

VIEW MENU

VIEW MENU



VIEW MENU

# Menu Pages

- Similar aesthetic as compared to the other menu pages
- Parallax scrolling on the landing image

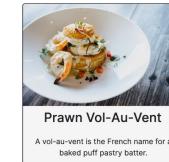


## Signature Dishes



Lemon Chicken

Easy and crispy chicken with tangy, sticky and sweet lemon sauce.



Prawn Vol-Au-Vent

A vol-au-vent is the French name for a baked puff pastry batter.



Ratatouille

a seasoned stew made of tomatoes, green peppers, and sometimes meat.

## Menu

Dishes	Prices
SWORDFISH CARPACCIO	\$75
BRIE CHEESE SALAD	\$65
SMOKED TUNA	\$55
LOBSTER BISQUE	\$55.99
ASPARAGUS SOUP	\$55.99
SAINT JACQUES	\$55.99
PRawns	\$55
JOHN DORY	\$68.99
FILLET OF SEA BASS	\$45.99
OCTOPUS	\$75.99
LAMB CHOP	\$65.99
BEEF FILLET	\$45.99

# Form Page

- Jakob Nielsens 10 principles
  - Error prevention
  - Recognize and diagnose errors
- Interactive design principles
  - Design principle of feedback
  - Design principle of consistency and aesthetics

Email \*

Phone number \*

+65 43

## Dining Reservation Form

First Name \*

Last Name \*

Email \*

Phone number \*

Restaurant \*

Reservation Type \*

Date \*

Time \*

Special Requests

**SUBMIT**

Email \*

Phone number

! Please include an '@' in the email address. 'karthik' is missing an '@'.

+65 43

# Nearby options and Reviews section

Check out some of our reviews

Dan Smith



We were celebrating our friend's birthday dinner here and I have to say the food was good and exceeded my expectations! Especially their bread. Lovely ambience as well, well suited for special occasions.

Elon Musk



Fantastic dining experience at this restaurant. They have an amazing Japanese chef who serves up great dish creations. Each of their course meals were like unique artworks.

Peter Parker



They serve 2 different types and the focaccia is my favourite. None of the dishes blew my mind but they all had something to appreciate about them.

John Adams



Every dish served to us was a work of art in itself while also being absolutely delicious. Staff were very friendly and personable, and explained each course in detail. Would definitely visit again.

## Nearby Options

Ginett Restaurant & Wine Bar

7 Km / 4.34 Miles

Phone number: +65 42238374

Located on the ground floor, Ginett is a bistro-style French restaurant and wine bar in the heart of Singapore's arts district. Ginett offers charcoal-grilled meats, premium cold cuts and cheese, and an extensive French wine list starting at \$6 per glass.

Get Directions

Cali Ascott Raffles Place

4 Km / 4.48 Miles

Phone number: +65 23238376

Cali Restaurant at Ascott Raffles Place brings the distinctively vibrant culinary tradition of the Southwest Mexican. Our menu features our signature fajitas with a generous selection of Southwestern Mexican favourites and exquisite creations by our talented chefs.

Get Directions

Riverside Grilled Fish 江边城外

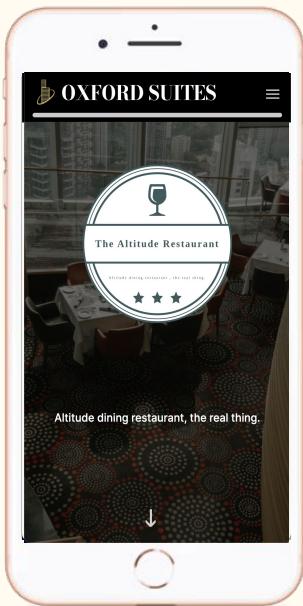
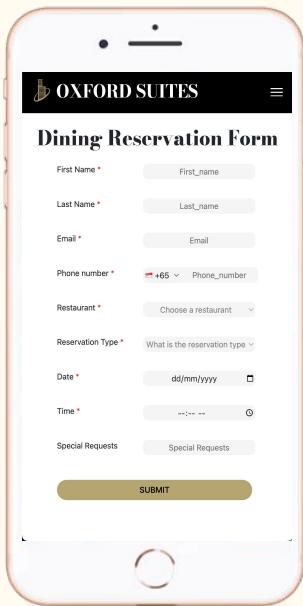
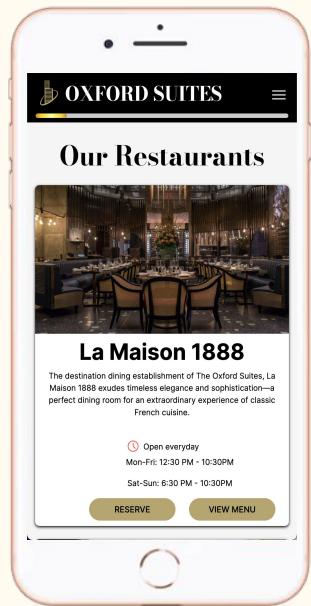
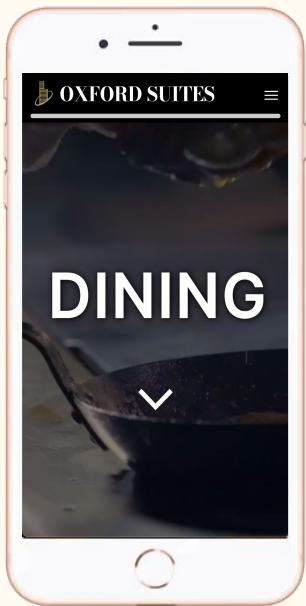
5 Km / 3.10 Miles

Phone number: +65 49038375

Popular Chinese restaurant Riverside Grilled Fish 江边城外 with 54 outlets in China, has set up its first overseas outpost in Singapore at Raffles City basement (taking over Watami). The Singapore branch has a pseudo traditional inn meets oriental restaurant design.

Get Directions

# Responsive web pages



Dining page

Form page

Menu Page

# Facilities

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## FACILITIES

### A WONDERFUL RANGE OF FACILITIES

Known for world-class amenities and services, Oxford Suites is a 5-star hotel destination for all tourists, business travelers, workers, and vacationers. Whether you are using our business lounge for business, our pool, or our spa, you will find comfort in our facilities to ensure a relaxing and rewarding experience, a successful business trip, or vacation on your next trip or stay at OXFORD

#### POOL



Designed specifically for all guests to enjoy their day by the stunning 30 metre roof top swimming pool, as well as a mini wine bar with cafe and a beautiful city view from the top. It is an excellent place to unwind after a long day of business meetings or to relieve stress. The skyline and classic architecture combine to make our opulent Oxford Suites hotel rooftop swimming pool one of the most beautiful pools in the city.

Operating time: 5am - 12am

BOOK NOW

#### GOLF

Relax on our luxurious golf course, perfect your swing on our Oxford Suites hotel gold course, or simply enjoy watching people play golf on the gold course. Guests are welcome to play rounds on our 27-hole golf course in our open field. Come here and let our golf relieve your stress! Enjoy it alone or with your loved ones, or simply gather your business partners and talk while playing!



- There are **16 facilities** in our Hotel : Swimming pool, Golf, Gym, Different gender Fitness Gym, SPA etc.
- Designs of page : Inspired by **suggestions** from respondents and also **google references**.
- Page starts with a header, description and slogan to **entice** the viewer to continue reading
- Contents of each facilities are **segmented** by staggering pattern of gray and white
- Each facilities segments includes : A description, black italic header and facility image alongside with the description.
- Buttons: When hovered , color of button would be **changed** for easier interaction between forms and next page .For **easier understanding** of what is the button for just by a look.

- The layout is the same as the first page
- There is no description or slogan
- Scrolled to end of the page: Other facilities section which includes a list of facilities that the hotel provides without description so to **avoid flooding** the two pages of facilities content

## The form

- To get hotel guest particulars for their facility booking of desire.
- Input boxes are alongside with label of what type of information to be entered

To summarize, the layout of facilities pages is intended to be **simple and organized**, with contents aligned, because we want the viewer to **feel at ease** and stay on the page for a longer period of time to read the contents and spend **less time** figuring out how to navigate to places. All the facilities pages are **responsive** to screen sizes.



**YOUR BOOKING HAS BEEN SUBMITTED!**

You have entered the following data:

First name :	Kang Kang
Last name :	ong
Email :	123456@gmail.com
Country Code :	+65
Phone Number :	822840421
Facilities chosen :	SPA for woman
Pax :	5-6
Date :	2022-09-09
Time :	16:05

More... >

- Conference room(Requires booking)
- Computer area(Requires booking)
- Charging area
- Massage chair
- Casino

[CLICK HERE TO BOOK](#)

(For those require booking, please press to above click here to book as button will be covered with mobile phone version)

# Events

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# Oxford Suites EVENTS pages

## Three Main Pages

- Overview
- Information
- Forms
- Applied design principles
- Simple layout
- Interactive

# Background Images

- Effective trigger for emotions
- Represents the website
- Bounds people



# Visual hierarchy

- Headers are more prominent
- Related content are visually related
- Easier Interpretation of content

## WELCOME TO OXFORD SUITES EVENTS

Enjoy a luxe stay in Oxford Suites

Located at the heart of Singapore. Engage with local culture and captivating displays at the UNESCO World Heritage Site of Singapore Botanic Gardens or explore the local area and see everything Orchard Road offers. A gleaming landmark of exquisite ambience, with our glamorous halls and rooms catered for all sorts of events. Oxford Suites is the best location to organise events!

# Whitespace

- Adequate spacing
- Content looks well-organised
- Easy to scan through



[Book Now](#)

## Oxford Suites Butler Services

Oxford butler service has been a treasured hallmark of the Oxford Suites experience for more than one hundred years. From a perfectly pressed suit ready for an important meeting, to a favorite book at hand for an evening read, to a thoughtful, last minute gift for a loved one, no request is too small or unattainable no matter what the hour of the day. Oxford Suite butler service ensures that unique preferences are understood and addressed flawlessly at our Oxford Suites around the world

Grand Ballroom, three large video walls can display meeting materials and presentations to an audience of 1,400 people. Product launches, trade shows, galas, company celebrations, board meetings and other gatherings can all be accommodated and supported with planning, catering, entertainment, destination itineraries and other services.

[Book Now](#)



## Hackathon

# Gestalt Principle of Continuity

- Intuitive
- Smooth flow
- Creates balance



**Charity**

No one has ever become poor from giving A generous heart is all we need. Every simple gesture will add up and cause a great impact. Stop waiting, contribute now. All details of the charity events, especially the budget needed will be transparent and will be sent through email. We aim to help needy families by providing mental and financial support. Hosting events would provide more chance for people to participate and interact with others. Any small donation in the event can contribute a lot. Every small step can lead to more!

[Book Now](#)



**Events Reservation**

 First name	 Last name
 Phone number	 Email
 Event Type	 No.of guests
 dd/mm/yyyy 	 - : - - 

# Gestalt Principle of Similarity

- Related content in same sizes
- Contrast
- Reinforce content

## Beverage Service

Upon arrival, allow a Oxford Suite butler to arrange coffee or tea service in your room. And if you wish, Oxford Suite butlers will arrive during your event to deliver you coffee or tea as well as the day's newspaper and weather forecast.

## Unpacking & Packing Service

Allow a St. Regis butler to take care of the unpacking and storage of your luggage—so that you can simply relax and enjoy. Similarly, before you depart, simply contact the butler service desk to dispatch a butler to assist with gathering and folding your garments to prepare your luggage for the journey home.

## Garment Pressing

Once unpacked, simply let your St. Regis butler know which garments require pressing and they will be pleased to assist, returning the garments to your wardrobe promptly. This gracious service includes pressing of two garments per person, per day.

# Conclusion

- Oxford Suites website use **different design principles**
- Color was used **to enhance** and **provide contrast** on the visuals
- A **consistent** format and color scheme was used throughout the entire website
- It encourages **ease of readability**
- We aim to give a **good impression** of the hotel through our website and encourage more guests to stay in the hotel

# Any Questions?