Alpine Serenity Inn Website

Lachlan Allen

Project overview

The product:

Alpine Serenity Inn is a Bed and Breakfast in the Blue Ridge Mountains outside Asheville, NC. The Inn offers guests a quiet, luxurious vacation with elegant rooms and home-cooked meals. A stay at the inn would be most enjoyed by couples, families without small children, and small groups of friends looking for an all-inclusive luxurious stay in the mountains.

Project duration:

September 2024 – November 2024
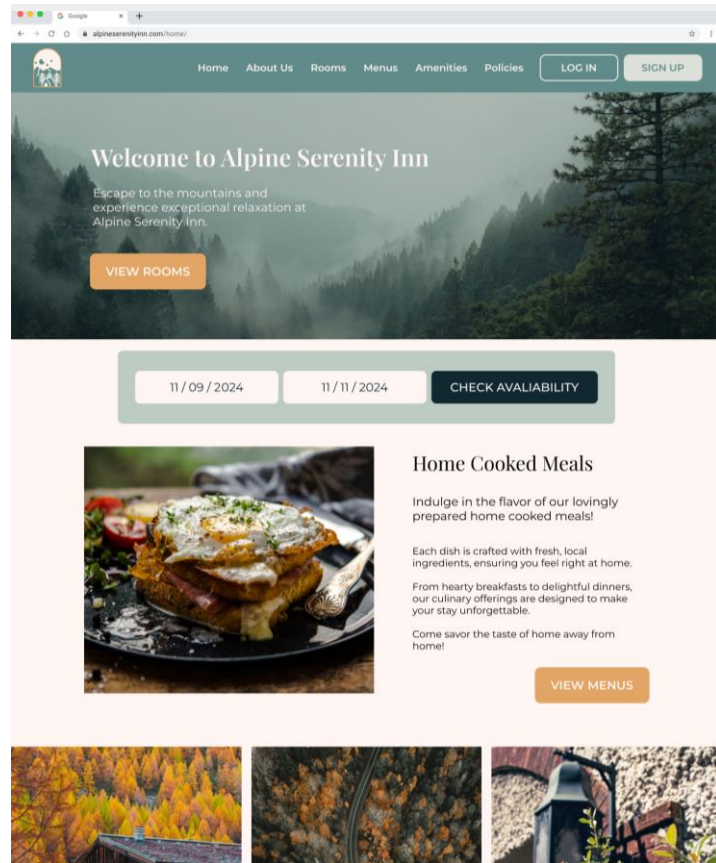
Project overview

The problem:

The challenge for this project was to create a responsive website for a fictional Bed and Breakfast concept.

The goal:

The goal of the project was to design and develop a responsive website that provides an intuitive and visually appealing experience.

Project overview

My role:

UX Designer, covered the design process from beginning to end.

Responsibilities:

I employed a user-centered design approach to develop a responsive website. The process involved conducting user research, creating wireframes, creating low-fidelity prototypes, and refining high-fidelity prototypes through iterative user testing.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

Prior to developing my personas, I conducted thorough research on local bed and breakfasts in the Asheville and Charlotte regions. I analyzed reviews on their websites to identify this product's target audience and understand guests' concerns with the existing inns. I conducted a competitive audit to break down the strengths and weaknesses of the other bed and breakfast websites and used those findings to guide my design process.

User research: pain points

1

Poor Accomodations

Lack of accommodations for disabilities or dietary restrictions.

2

Website Accessibility

Websites with poor readability and a general lack of web accessibility practices.

3

Navigation

Confusing navigation and task flows for website pages.

Persona: **Liam Barbeau**

Problem statement:

Liam Barbeau is a retired carpenter who needs an accessible room to book because his wife is disabled.

"I'm looking for a place where I can truly relax, enjoy some quality time with my wife, and explore the local charm without the hustle and bustle."

Liam Barbeau

Age: 62
Education: Trade School
Hometown: Toronto, Canada
Family: Married, 2 Children
Occupation: Retired

Goals
- Relaxation
- Unique Experiences
- Quality Time with Family

Frustrations
- Lack of Accessibility
- Poor Customer Service
- Overcrowded Environment

Liam is a 62-year-old retired carpenter from Toronto, Canada. In his retirement, Liam has moved to North Carolina and wants to explore new places, especially those that have a unique blend of nature and culture. He values spending quality time with his family and seeks peaceful, comfortable spots to unwind. Liam is particular about accessibility and good customer service.

User journey map

Liam is an older man with limited technological experience, so making the accommodations easy to find on the page is critical.

Persona: Liam Barbeau

Goal: Book an Accessible Room

ACTION	Search for an Accessible Room	Select a Room	Check Availability & Pricing	Book Room	Prepare for Vacation
TASK LIST	Tasks A. Navigate to the website search bar. B. Use filters to find an accessible (ADA-compliant) room. C. Browse through results.	Tasks A. Click on a room to view the details. B. View the room photos. C. Read the list of room features and accomodations.	Tasks A. Enter planned vacation dates to check room availability. B. Compare pricing of avalible rooms. C. Select a room to book.	Tasks A. On the booking page, select room and vacation dates. B. Fill in contact and payment information. C. Confirm the booking and receive a confirmation email.	Tasks A. Review the booking information and check-in instructions. B. Plan activities on-site and in the area.
FEELING ADJECTIVE	Hopeful, Cautious	Interested	Optimistic	Satisfied, Reassured	Organized, Excited
IMPROVEMENT OPPORTUNITIES	Provide clear and detailed filters for accessibility features in rooms. Denote accessible rooms with a special icon.	Include room reviews from guests.	Ensure transparent pricing with no hidden fees.	Send immediate and detailed confirmation email, including instructions for check-in.	Offer suggestions for local activities. Send email or text reminders for upcoming vacation.

Persona: **Emily Carter**

Problem statement:

Emily Carter is a young woman who needs a unique vacation because she wants to create valuable memories with her friends.

"I'm looking for a fun and relaxing getaway with my friends, somewhere we can make great memories and capture some amazing photos."

Emily Carter

Age: 23
Education: Bachelor's
Hometown: Charlotte, NC
Family: Single
Occupation: Assistant Account Executive

Goals
- Fun Activities
- Worth the Price
- Picturesque experiences she can share on social media.

Frustrations
- No/Poor Internet Connection
- Lack of Nightlife Experiences
- Lack of luxury – *the devil is in the details.*

Emily is a 23-year-old woman from Charlotte who recently started working as an Assistant Account Executive. She has a keen eye for detail and loves booking luxurious getaways for her and her friends. She prioritizes memorable experiences with picturesque settings. However, she gets frustrated with poor internet connection and lack of luxury in her experiences. She wants each trip she takes to be worth the price.

User journey map

Emily focuses on luxury, so having many photos and clear descriptions of the venue and packages is ideal.

Persona: Emily Carter

Goal: Plan a Group Vacation Trip

ACTION	Research if B&B is Group-Friendly	Select a Room	Plan Activites	Book a Group Reservation	Plan for Trip
TASK LIST	Tasks A. Look up rooms with group capacity. B. Look through amenities and search for group activities. C. Create a list of potential rooms.	Tasks A. View the detail page of prospective rooms. B. Check availability for planned vacation dates. C. Select a room.	Tasks A. Review B&B packages that accommodate groups. B. Research local attractions and activities. C. Create an itennerary for the trip.	Tasks A. Select room, additional packages, and dates. B. Coordinate payment with the group. C. Confirm booking and receive confimation email.	Tasks A. Set up a group chat to coordinate the trip. B. Share booking details/itenerary with the group.
FEELING ADJECTIVE	Excited, Curious	Attentive, Analytical	Organized, Creative	Budget-Conscious	Relieved
IMPROVEMENT OPPORTUNITIES	Include filters for activities that accommodate groups.	Provide clear information about room capacity and layout.	Highlight group packages. Provide tools to create and share itineraries.	Offer an option for split payments for groups.	Provide easy sharing options for booking details. Include any needed/recommended items for activities.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

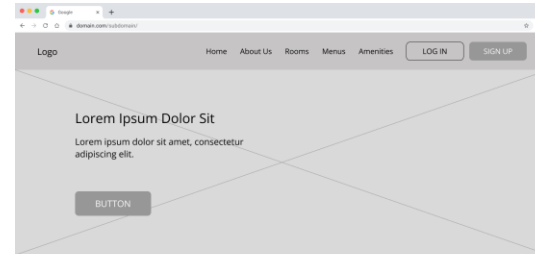In this stage of the design process, I wanted to explore different layouts for the room detail page.
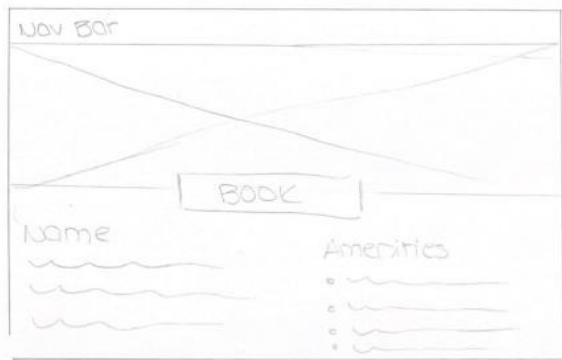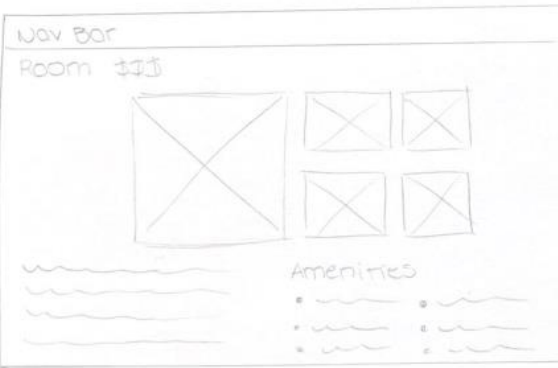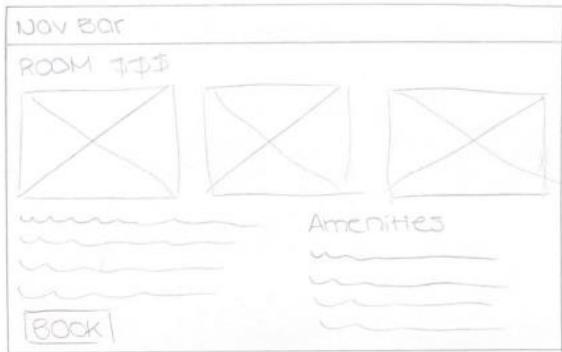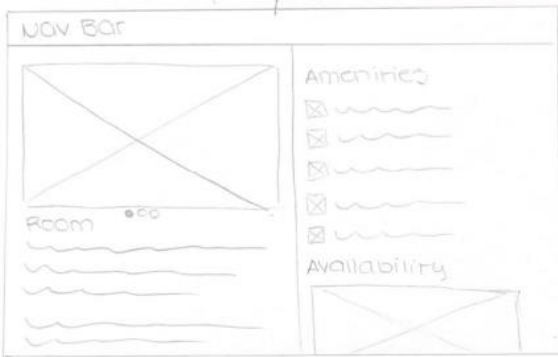
Digital wireframes

For the home page, I wanted to create an interesting and effective page hierarchy.

A link to the availability calendar on the home page to create a more efficient task flow.

Image carousel to clearly illustrate B&B offerings.

Digital wireframes

For the Room Detail page, I wanted to ensure I only displayed important information to guests.

A clear list of accessibility accommodations to help users decide on which room to book.
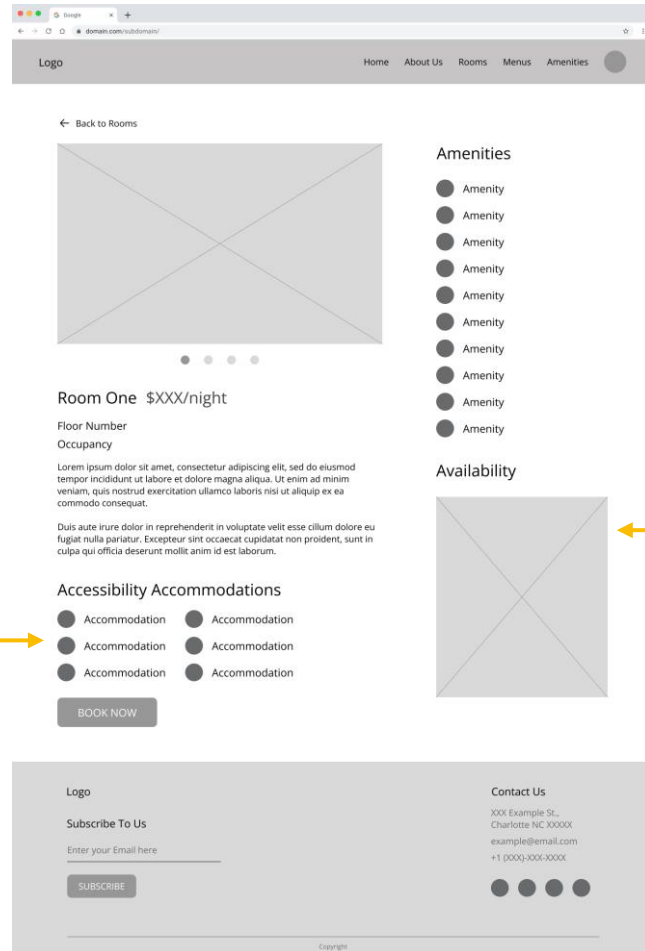
A calendar to illustrate available booking dates.

Low-fidelity prototype

[Link to Low-Fidelity Prototype](#)
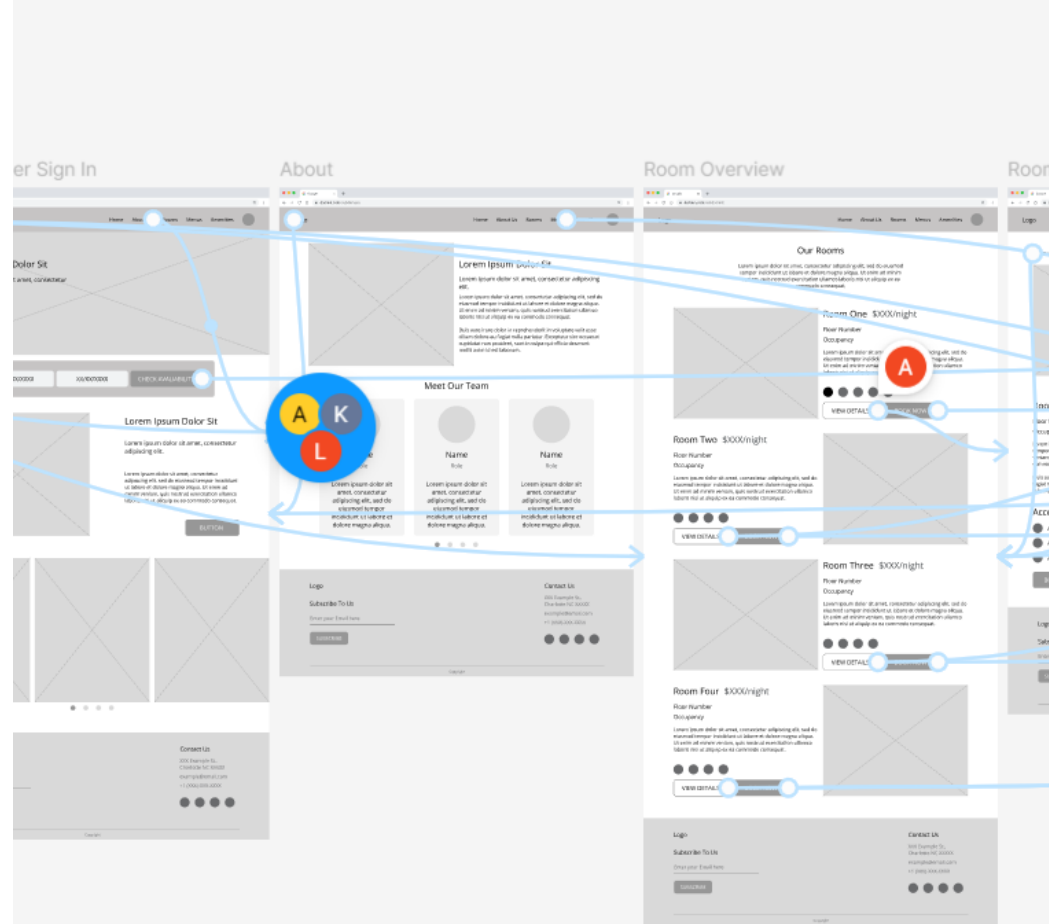
Peer Critique & Usability Testing: findings

This first usability study was conducted on a low-fidelity prototype and focused on information architecture and user flow. The second usability study was conducted on a high-fidelity prototype and focused on user flow and design.

Round 1 findings

1. Strong page hierarchy.

2. Need to clarify the allergen form button.

3. Add availability calendar to booking task flow.

Round 2 findings

1. Need to improve booking a room task flow.

2. Strong color scheme and typography.

3. Improve the reservation confirmation screen.

Refining the design

- Preference Test
- Mockups
- High-fidelity prototype
- Accessibility

Preference Testing

Overall users preferred the look and layout of Card A.

Card B:

Card A:

Room One $XXX/night

Floor Number

Occupancy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

VIEW DETAILS   BOOK NOW

Room One $XXX/night

Floor Number

Occupancy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

VIEW DETAILS   BOOK NOW

Mockups

Some users pointed out the confusing layout of the booking page, so I compressed the design to allow for better task flow.

Mockups

Created a more comprehensive reservation summary.

Mockups
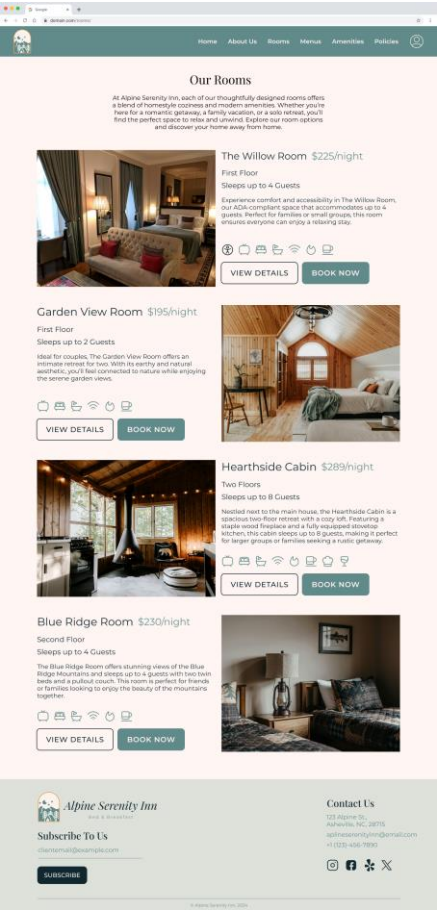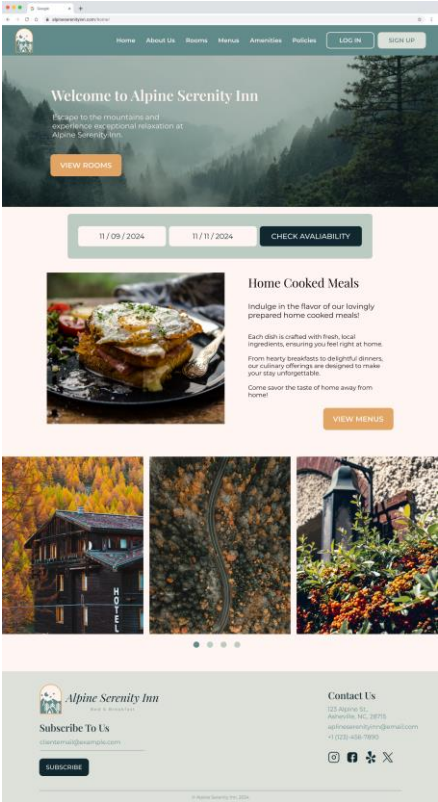
High-fidelity prototype

[Link to High-Fidelity Prototype](#)
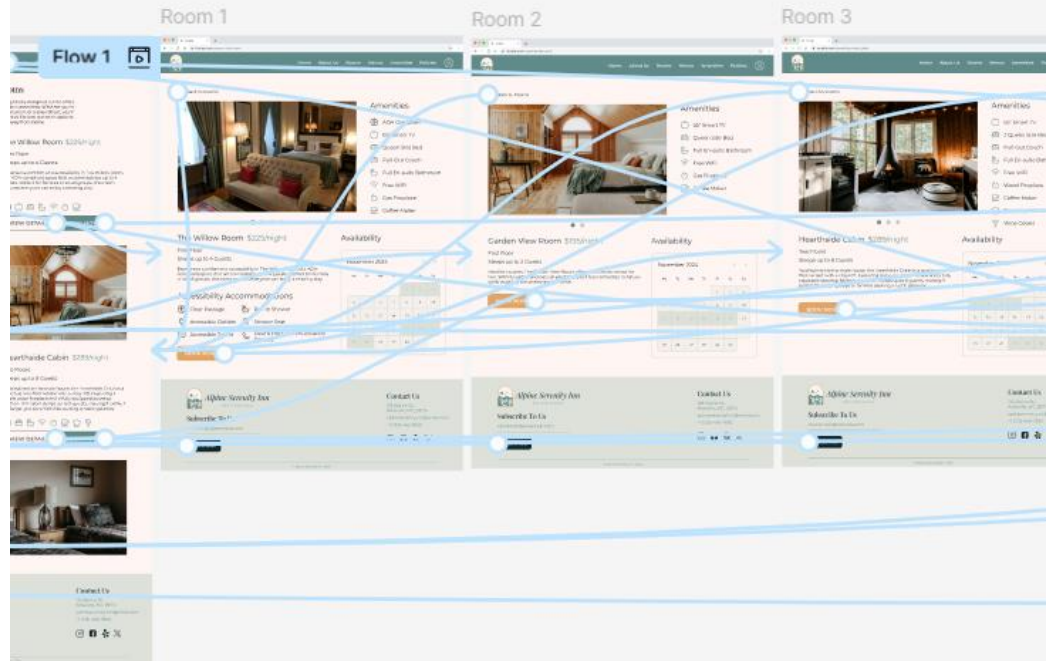
Accessibility considerations

1

Disabilities

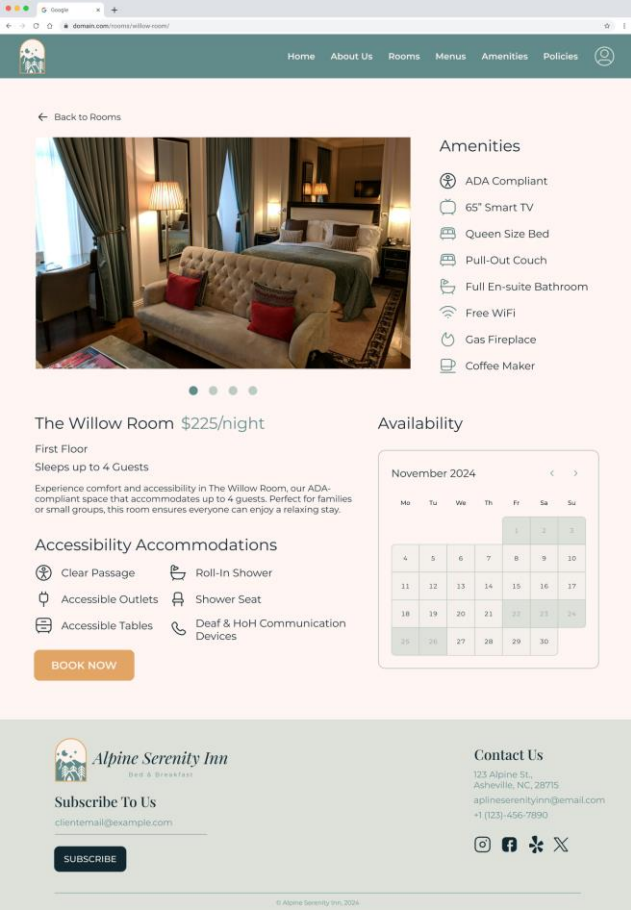Clearly labeled accessibility accommodations in rooms. Accommodations for dietary restrictions. Policies to protect service animals.

2

Fine Motor Issues

All buttons have an adequate amount of padding to help those with fine motor issues.

3

Forms

Clearly labeled and sectioned forms.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users had overwhelmingly positive reviews on The Alpine Serenity Inn prototype. One user stated, "I think your user flow for booking a room is very straightforward. I like that you built in the option of adding on additional amenities to a guest's booking!"

What I learned:

From this project, I was able to practice the design process and receive helpful feedback from users during usability studies. This feedback allowed me to consider design elements outside of my perspective.

Next steps

1

Develop more tasks for the website that further address user pain points, such as, offering a split payment option.

2

Develop designs for alternate screen sizes, including tablet and mobile screens.

3

Conduct more usability studies to continue iterating and improving the website experience.

Citations

- https://unsplash.com/photos/aerial-shot-of-forest-2Hzmz15wGik
- https://unsplash.com/photos/a-scenic-view-of-a-mountain-range-in-the-fall-Ag6m0LZNwnE
- https://unsplash.com/photos/the-sun-is-setting-over-the-mountains-and-trees-5KECmvb8lUQ

Seasonal Carousel:

- https://unsplash.com/photos/brown-wooden-hotel-beside-trees-during-daytime-49dvsHu81f4
- https://unsplash.com/photos/aerial-view-of-trees-during-daytime-KEIrdasbkhw
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Citations

Rooms:
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- https://unsplash.com/photos/a-table-topped-with-a-silver-cup-and-a-bottle-of-wine-ZTUk6hH7aYU
- https://unsplash.com/photos/a-bathroom-with-a-toilet-and-sink-BH9dAWqzcVM
- https://unsplash.com/photos/a-bedroom-with-two-beds-and-a-desk-rP0OTFdVaak
- https://unsplash.com/photos/white-ceramic-bathtub-near-brown-wooden-cabinet-PR7h5QGXd8A
- https://unsplash.com/photos/comfort-room-with-white-bathtub-and-brown-wooden-cabinets-CMejBwGAdGk
- https://unsplash.com/fr/photos/une-piece-avec-un-poele-et-une-chaise-bQTVoJHrkO0
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- https://unsplash.com/fr/photos/un-salon-rempli-de-meubles-et-dun-lustre-zqMSQ8NtBvM
- https://unsplash.com/fr/photos/quelques-lits-assis-lun-a-cote-de-lautre-TgPEQzyBNkc

Menus:
- https://unsplash.com/photos/assorted-bread-with-coffee-and-drinks-pDC7vQrW-EM
- https://unsplash.com/photos/a-plate-of-food-8AHFzM8wzTA
- https://unsplash.com/photos/a-table-topped-with-two-pizzas-covered-in-toppings-kZlu6OtDwQM
- https://unsplash.com/photos/assorted-fruits-zeFy-oCUhV8

Citations

Packages:
- https://unsplash.com/photos/bread-with-sliced-lemon-on-white-ceramic-plate-lw3Lqe2K7xc
- https://unsplash.com/photos/two-glasses-of-wine-and-a-bottle-of-wine-on-a-table-5e5sFrQ_7Pg
- https://unsplash.com/nataliya-melnychuk-FbDyafCMJjw-unsplash
- https://unsplash.com/it/foto/un-tavolo-di-legno-sormontato-da-piatti-di-cibo-e-W90Du0J4Q

Staff:
- https://unsplash.com/photos/a-woman-in-a-white-sweater-is-holding-her-hand-up-to-her-face-iZ57F0moik4
- https://unsplash.com/photos/woman-on-focus-photography--WGbMJU-lPI
- https://unsplash.com/photos/smiling-man-sitting-on-gray-rock-at-daytime-NDCy2-9JhUs
- https://unsplash.com/photos/a-beautiful-young-woman-standing-next-to-a-tree-iS6EQWh4lwE
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Let's connect!

Thank you for viewing my case study, I would love to connect with you and hear your thoughts on my project!

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Thank you!