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Experiment 1

AIM :	**Design UI/UX for your website using open source tools.**
THEORY:	In today's digital age, a hotel's website serves as its primary storefront. A well-designed and informative online presence is crucial for attracting potential guests, providing essential information, and driving bookings. This paper will explore the key components of an effective hotel website, emphasizing user experience and conversion optimization. **1. Figma as a Design Tool** Figma is a powerful, web-based design tool that enables designers to create, prototype, and collaborate on digital projects in real-time. Its versatility makes it ideal for designing user interfaces (UI) for web applications, including interactive prototypes that simulate the user experience. **2. Pages of the Prototype** a) **Landing Page** **Purpose:** To capture visitor attention and convert them into leads or customers. **Components:** • **Headline:** Clear and compelling message about the product or service. • **Hero Image:** Visually appealing image that complements the headline. • **Call to Action (CTA):** Prominent button encouraging desired action (e.g., "Book Now", "Sign Up").

b) About Us Page with Registration Form

Purpose: To introduce the company, build trust, and collect user information.
Components:

- **Registration Form:** Fields for collecting user information (name, email, contact details, etc.).
- **What we do:** Precise and clear description about our hotel and the facilities we provide.
- **Privacy Policy Link:** Clear explanation of how user data will be used.

c) Offer Page

Purpose: To promote a specific product or service with a limited-time offer.
Components:

- **Clear Offer:** Detailed description of the product or service and its benefits.
- **Price and Discount:** Highlight the savings or value offered.
- **Product Features:** Key benefits and specifications.

d) Customer Review Page

Purpose: To showcase positive feedback from customers and build credibility.
Components:

- **Customer Testimonials:** Quotes or reviews from satisfied customers.

e) Hotel Rooms Page

Purpose: To display available room options and encourage bookings.
Components:

- **Room Categories:** Different room types with descriptions and images.
- **Room Amenities:** List of features and facilities for each room type.
- **Room Rates:** Pricing information, including occupancy and dates. availability.

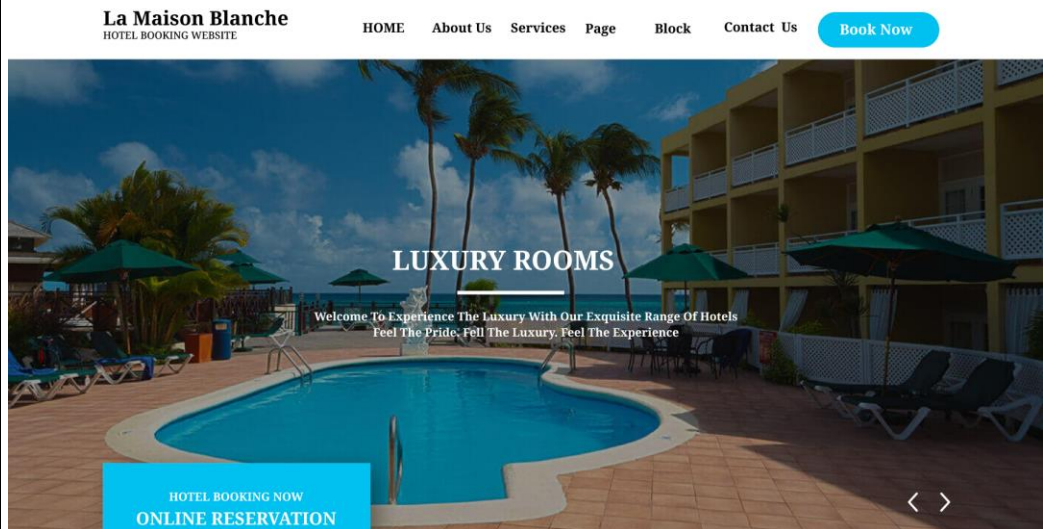|	
	f) Facilities Page **Purpose:** To showcase the hotel's amenities and services. **Components:** • **Images:** Visual representations of the facilities. • **Call to Action:** Encourage guests to use the facilities.
OUTPUT:	• **Landing Page:** • **About us:**

WE ARE SUPREME

BEST FOOD OVER THE WORLD

We Provide Michelin Star Chefs For The Orders. No Need To Compromise On Food!! You Ask, We Provide!! We Also Have:

✓ Saloon, Gym, Spa Facilities

✓ 24 Hours Room Service

✓ Decorated Room, Proper Air Condition
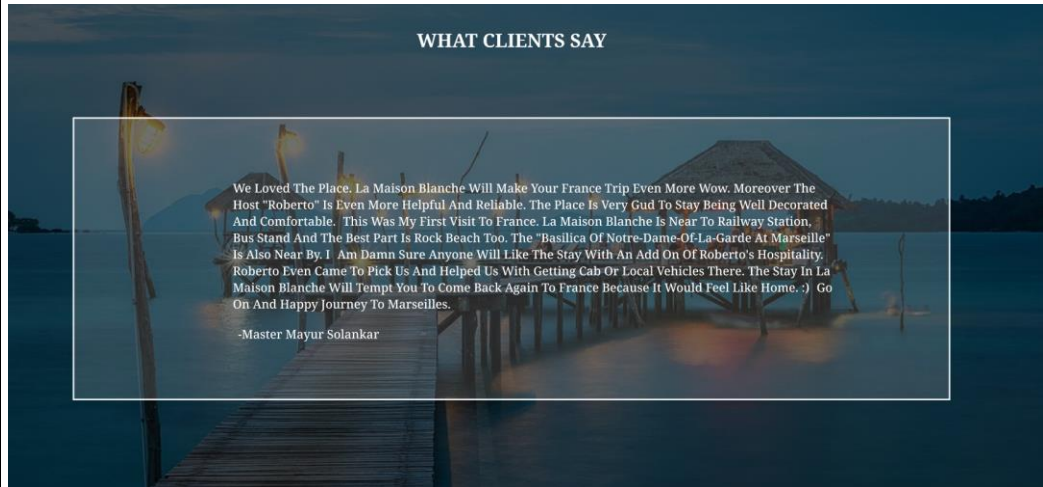
DETAILS

- **Offer page:**

SPECIAL OFFER

Prices Slashed To Bits!! Offers So Tempting You Cannot Miss!!

✓ Decorated Room, Proper Air Condition

✓ Saloon, Gym, Spa Facilities
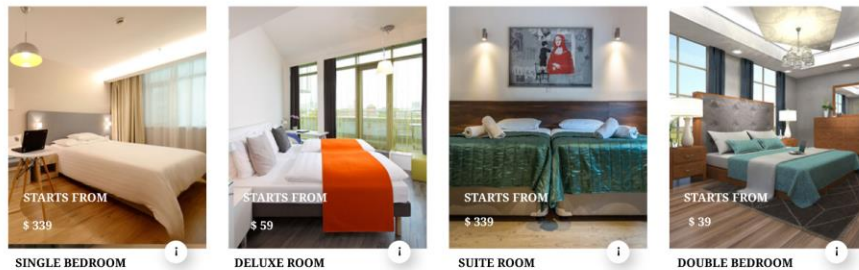
✓ 24 Hours Room Service
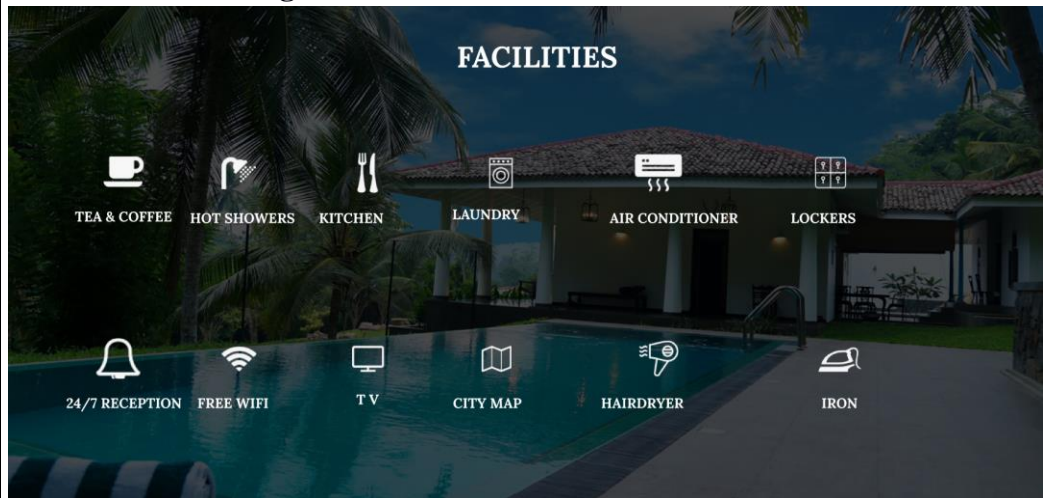
✓ $ 149 Per Night

DETAILS

- **Review Page:**

WHAT CLIENTS SAY

We Loved The Place. La Maison Blanche Will Make Your France Trip Even More Wow. Moreover The Host "Roberto" Is Even More Helpful And Reliable. The Place Is Very Gud To Stay Being Well Decorated And Comfortable. This Was My First Visit To France. La Maison Blanche Is Near To Railway Station, Bus Stand And The Best Part Is Rock Beach Too. The "Basilica Of Notre-Dame-Of-La-Garde At Marseille" Is Also Near By. I Am Damn Sure Anyone Will Like The Stay With An Add On Of Roberto's Hospitality. Roberto Even Came To Pick Us And Helped Us With Getting Cab Or Local Vehicles There. The Stay In La Maison Blanche Will Tempt You To Come Back Again To France Because It Would Feel Like Home. :) Go On And Happy Journey To Marseilles.

-Master Mayur Solankar

- **Available rooms page:**

ROOMS

STARTS FROM	STARTS FROM	STARTS FROM	STARTS FROM
$ 339	$ 59	$ 339	$ 39
SINGLE BEDROOM	DELUXE ROOM	SUITE ROOM	DOUBLE BEDROOM

- **Facilities Page:**

- **Gallery Page:**

CONCLUSION:	A well-structured hotel website is crucial for attracting guests and driving bookings. By effectively combining essential elements like room details, booking options, and local information, the website can create a seamless user experience and enhance the overall guest journey.