



Big Bay Lighthouse

Alex Powelson

4/26/2016

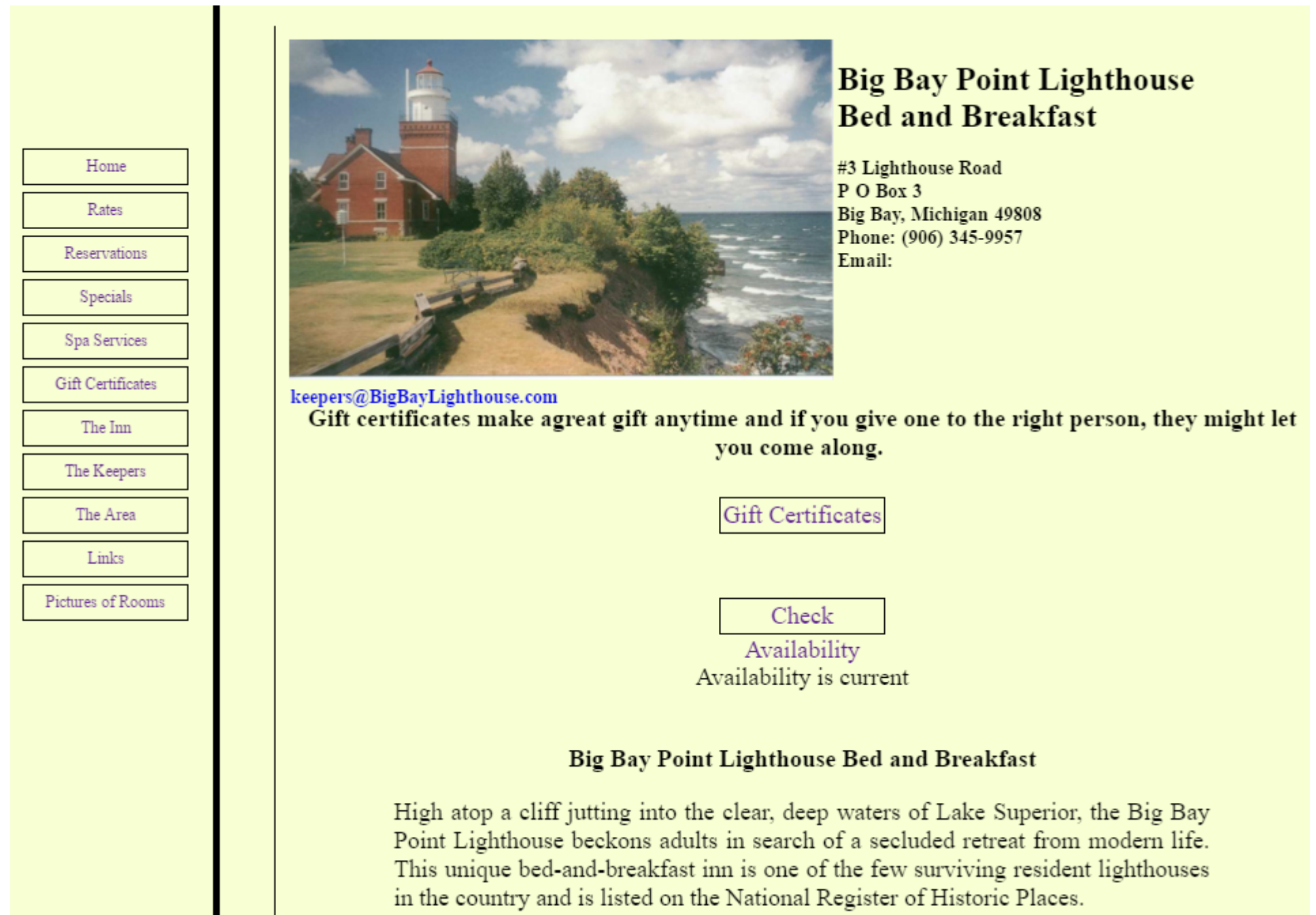
DGM 2740

<http://dgm2740.alexpow.com/final/>

I chose Big Bay Point Lighthouse Bed and Breakfast because it was the worst website that I found, but it was also the most interesting and gorgeous location for a bed and breakfast. My aim was to complement the lighthouse with a site that would more accurately convey the look and feel of the lighthouse.

The first thing that needs to go is the hideous background color. After that, the navigation menu is small and difficult to read even on a large desktop screen. There is too much text on the entire site, and it's overwhelming to figure out where to find the most important information. All of the text is in the same font and similar styles, so there isn't enough differentiation between types of content. The link colors are set to browser defaults, and none of the colors on the site look good together.

I looked at airbnb.com to see how they present their content and thought that their simple search bar was a great way to check availability.



There is too much content on the site, so a lot of is unnecessary and the descriptions can be shortened. Fewer pages will also help to make the site more usable. The header and navigation should not have so much information that will likely turn a user away because they can't immediately find what they are

looking for. Most people will want to know what dates are available, the daily rates, and a little bit of additional information about the location.

I will simplify the site's content while making the design more user-friendly and visually pleasing.



- Rates (left) do not need so much text; they should be presented more boldly and categorized in a way that is easy to digest.
- Checking for availability with a large calendar is overly complicated, and not mobile friendly at all.
- As the first thing that a bed and breakfast wants is for people to stay there, the ability to book a room should be the first thing people see on the main page.
- There is no consistency between these two pages.

keepers@BigBayLighthouse.com

[Check Availability](#)
Availability is current

Keepers Rooms Summer \$194.00 + taxes Winter \$179.00 + taxes

Keepers rooms are \$217.28 May 1 - October 31, & \$200.48 November 1 - April 30, all taxes included.

Keeper Dufrain is a large room with a view of Lake Superior, a queen size bed, and a gas fire place. The vaulted ceiling gives the room a spacious feel. The bathroom has a shower.

Keeper McDonald is a large room on the first floor, with windows on three sides, including a view of Lake Superior, a queen size bed and a gas fire place. The bathroom has a shower.

Keeper Bergan is on the first floor. It has a view of Lake Superior, a queen size bed and a gas Franklin stove. The bathroom has a one person Thermo-massage tub and shower.

Assistants Rooms Summer \$159.00 + taxes Winter \$144.00 + taxes

Assistants rooms are \$178.48 May 1 - October 31, & \$161.28 November 1 - April 30 all taxes included.

Assistant Beamer has a view of Lake Superior and a queen size bed. The bathroom has a shower.

Big Bay Lighthouse B & B

Big Bay Lighthouse Bed & Breakfast has seven guest rooms in a working lighthouse.

Enter desired reservation arrival date in the form to the right and click REFRESH.

Availability is shown in real time. You are now on <https://www.v2.reservationkey.com> a secure website.

Big Bay Lighthouse B & B



Big Bay Lighthouse B & B

We have seven cozy rooms with private baths, most with lake views, some with fireplaces. Click the name of the room below that you are interested in for a picture and a description of the room.

In addition to our guest rooms we have a sauna, living room and library available to our guests. Spa services are available in the Massage Hut mid May through mid October and in the Lighthouse mid October through mid May.

We require a deposit of the first night or half of the total, whichever is greater.

* If you are using a credit card, be sure to fill out all of the fields.

* If you are going to use a check or money order, mail your check within ten days.

Availability Search

Arrival Date

[Refresh](#)

[Switch to Availability Search Mode](#)

Adjust search dates above, or select at least one room to make a reservation. You may select multiple rooms.

Mon, April 25, 2016 - Mon, May 2, 2016

[« Back](#)

[Click empty boxes to select dates.](#)

[Forward »](#)

	Mo 25	Tu 26	We 27	Th 28	Fr 29	Sa 30	Su 1	Mo 2
Keeper Dufrain	\$179	\$179	\$179	X	X	X	X	X
Keeper McDonald	\$179	\$179	\$179	X	X	X	X	X
Keeper Bergan	X	\$179	\$179	X	X	X	X	X
Assistant Beamer	\$144	\$144	\$144	X	\$144	X	X	X
Assistant Temple	\$144	\$144	\$144	X	\$144	X	X	X
Helper Fleury	X	X	X	X	\$129	X	X	X
Helper Brown	X	X	X	X	\$114	X	X	X

Click empty boxes to select dates. [When finished, scroll up to finish reservation.](#) [Send Inquiry](#)



Home



About



Rates



Specials

Big Bay Lighthouse

Availability

Date: mm/dd/yyyy → mm/dd/yyyy

Guests: 2+

Select a room ▼

Check

[Learn more >>](#)

Ga. Itate doluptas nobitin pore, tota volorum am repudi corepernatum is nos quam rem faccust que volupta.

[Learn more >>](#)[Learn more >>](#)

Big Bay Lighthouse
3 Lighthouse Road
Big Bay, MI 49808

keepers BigBayLighthouse.com

Phone: (906) 345-9957

Designed and developed by [Alex Powelson](#)
2016

Redesign for [Big Bay Lighthouse](#)

Availability

Date:

mm/dd/yyyy

➔

mm/dd/yyyy

Guests:

2+

Select a room ▼

Check

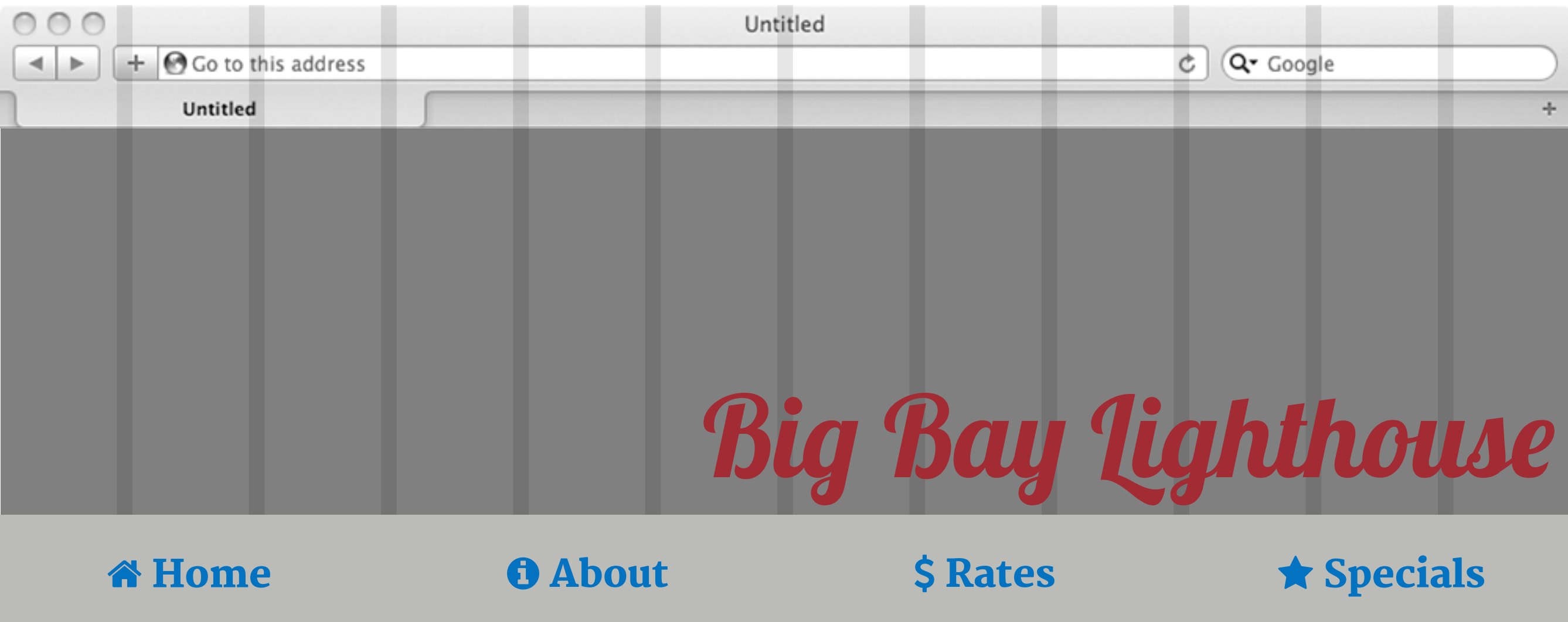
[Learn more >>](#)
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[Learn more >>](#)
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[Learn more >>](#)
Et pelibere renimperio occum quo illestrum lac- catur accul- laceped mi.

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Availability

Date: mm/dd/yyyy

➔

mm/dd/yyyy

Guests: 2+

Select a room ▼

Check

Learn more >>

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[Learn more >>](#)
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