

The Keepers Lodge, B&B and Eco Pod is a family run business in Newtonmore, surrounded by the world-renowned views of the Cairngorms. It is most popular among people touring Scotland and hillwalkers. It offers short and long stays at their B&B and eco pod. They also offer exclusive renting of the whole property in summer and over the Christmas and New year period.

They are looking for a friendly, professional website that reflects the welcome guests would receive upon arrival to their home. The website’s main purpose is to serve as the primary place guests book their stays.

Users:

* People travelling up and down the A9.
* Hillwalkers.
* IT literate.
* Young professionals
* Age range mid 20’s – mid 30’s.
* Active.
* Tourists – mainly from UK, Europe and US.
* Enjoy outdoors.

Eco Pod guests:

* Mostly millennials.
* Bikers.
* Hillwalkers.
* Active.
* Enjoy outdoors.
* Looking to relax.

Client’s goals:

* Booking to come from website.
* Increase awareness of business.
* To connect to social media sites.
* Give information on local area.
* Give potential guests a good feel for how their stay will be.
* Advertise the Eco Pod and exclusive renting of the lodge.

Users’ goals

* Book a stay at the B&B and Pod.
* Get a good understanding of what to expect.
* Gather information on local area.

Non-functional Requirements:

* Responsive design.
* Accessible.
* Search engine friendly.
* Completed by 1st of June 2021.

Functional requirements:

* An accessible, easy to navigate, attractive website that appeals to target audience.
* Being able to click on images and video to enlarge them – while easily minimising them.
* Live YouTube video – squirrel cam.
* Find location of business and near-by attractions pinned on google map.
* Linking to social media.
* Meta-reel of house and rooms.
* Rooms, breakfast and facilities information.
* Being able to efficiently book a stay using the booking form.
* Contact us chat window, click to call.
* About us information.

Constraints:

* Budget £1000.
* Completion 1 June.