

Group 2

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The image shows a screenshot of the Kilkee Thalassotherapy Centre website. The layout is divided into a left sidebar with a navigation menu and a main content area. The navigation menu includes links for Home, About Us, Treatments, Special Offers, Accommodation, Contact Us, and Links. The main content area features the center's name, a description of its location and history, awards, and a list of services. Annotations highlight design principles: 'Similarity' points to the consistent font used in the header and navigation menu; 'Contrast' points to the bold text in the award section; 'Assymetrical layout' points to the overall page structure. A link to the website is provided at the bottom right.

Kilkee Thalassotherapy Centre

Home
About Us
Treatments
Special Offers
Accommodation
Contact Us
Links

Kilkee Thalassotherapy Centre is a family run health spa situated in one of Ireland's oldest holiday resorts, Kilkee, Co. Clare.

The centre has been recognised over the years for its very high standards and in 2004 was awarded **'Best Day Spa' in Ireland** by the Irish Beauty Professional Association.

Other awards include; Top 5 in the Residential Spa's in Ireland in 2003
Top 5 in the Day Spa's in Ireland in 2005.

The centre offers traditional seaweed baths, seaweed body wraps, hydrotherapy, massage, **marine based facials, sauna/steamrooms**, beauty treatments and sun bed.

The centre is located just 100 metres from Kilkee's EU Blue Flag beach.

Kilkee Thalassotherapy Centre offers a range of specialised treatments for both men and women to relax, rejuvenate and re-balance the body.

Similarity: font family, size, color

Contrast: colour, size, bold

Assymetrical layout

Link: <http://www.kilkeethalasso.com>

Design Principles (old version)

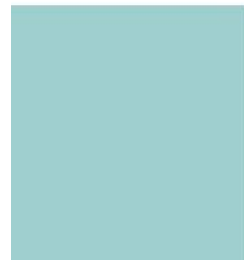


Test Report

- It was practically impossible to remember the name of the site because of the bad composition of the page and the logo structure.
- Users didn't want to stay there more than 5 secs, because wasn't visually well-arranged.

Moodboard

Kilkee
Spa &
Sea



Style Tiles

STYLETILE Kilkee Thalassotherapy Centre

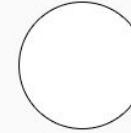
This is an example of a button



BODY TREATMENTS

FACIAL TREATMENTS

Possible colors



Logo



Fonts

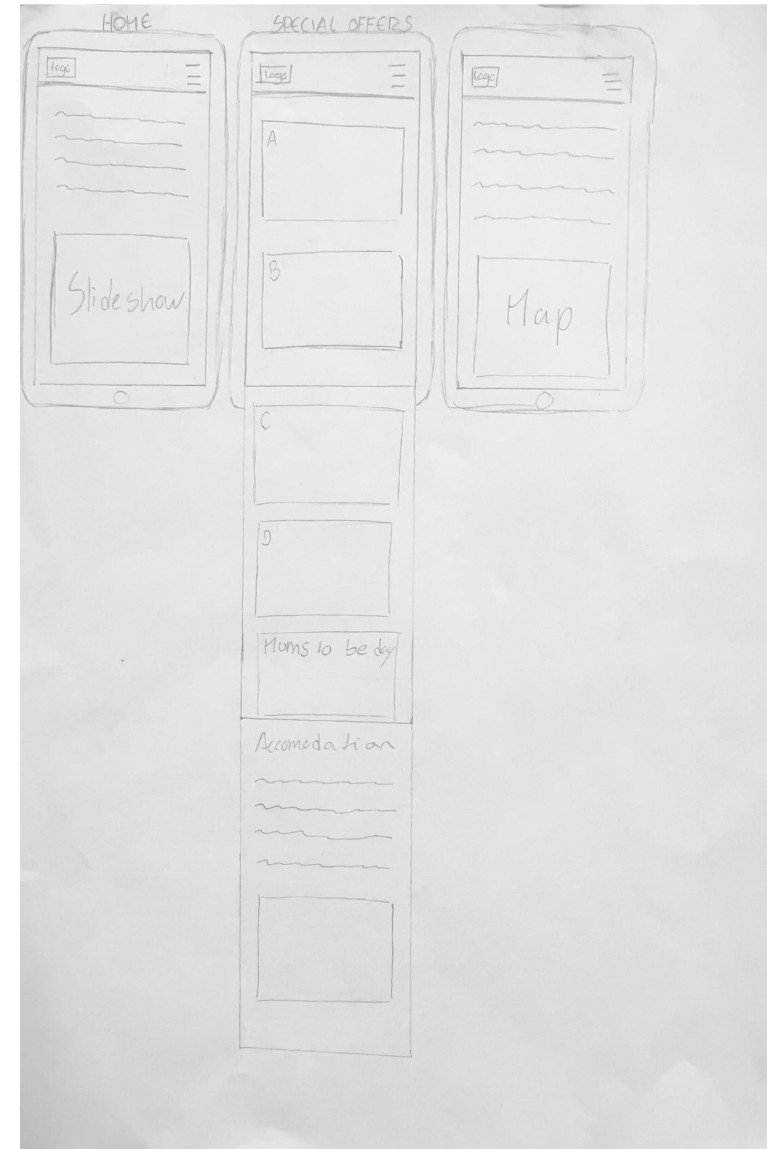
Helvetica Neue

This is an Example of a Header

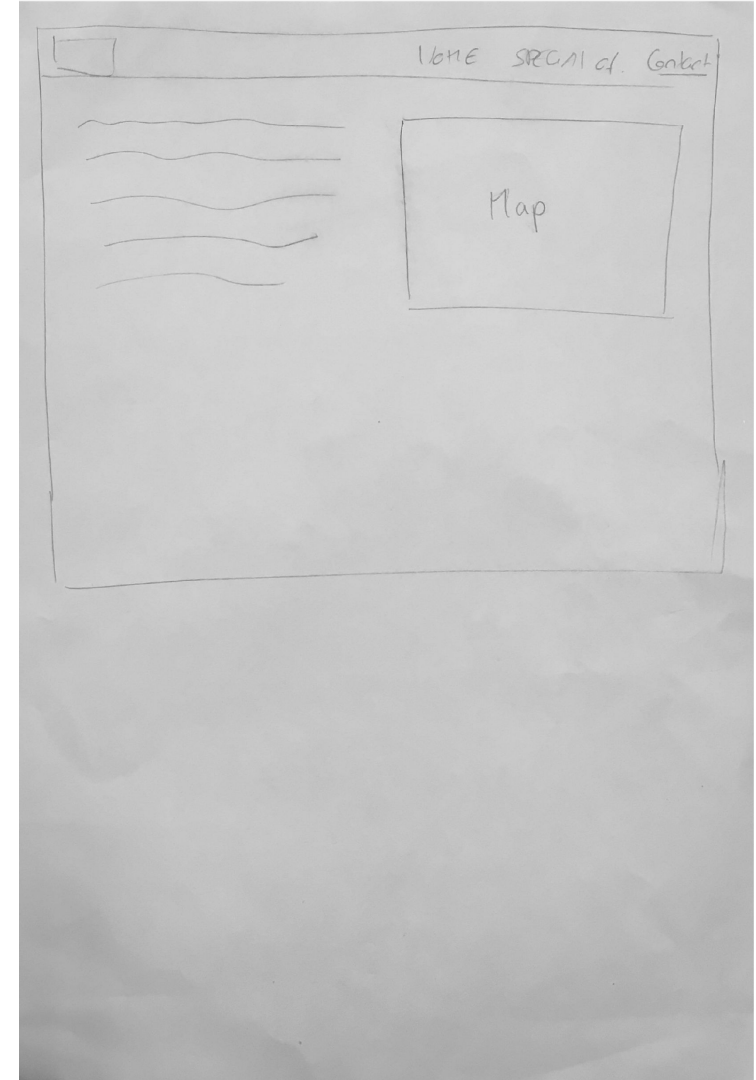
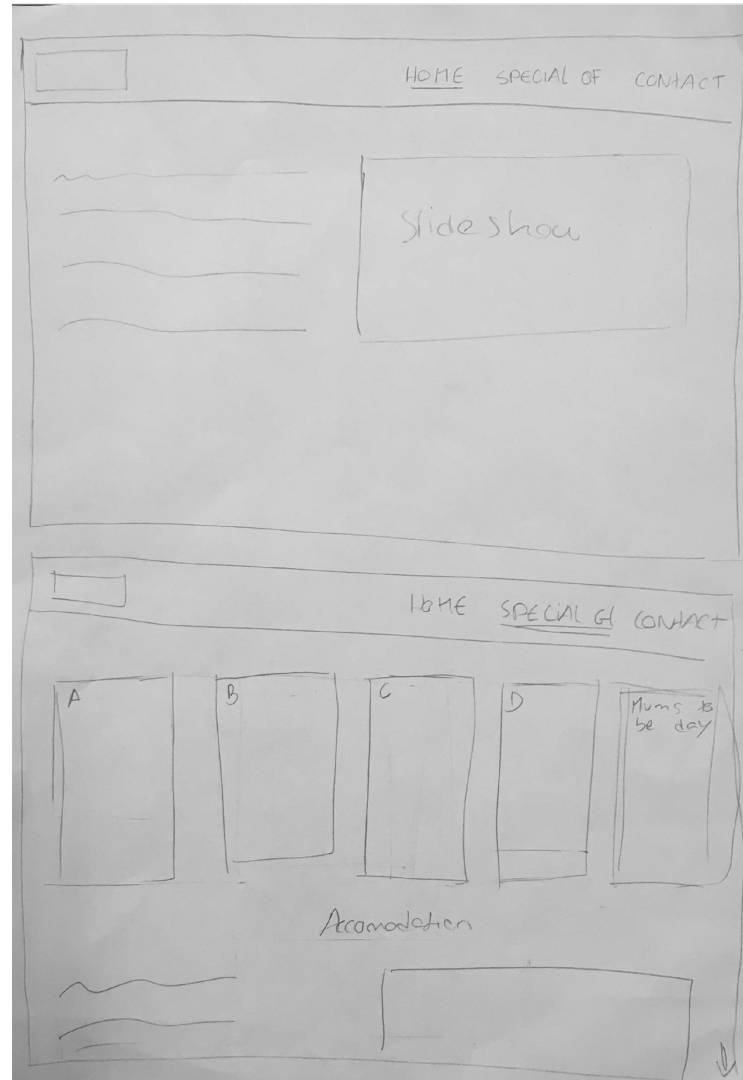
This is an Example of a Sub Head

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Duis autem vel feugait nulla facilisi.

Mobile Paper Prototypes

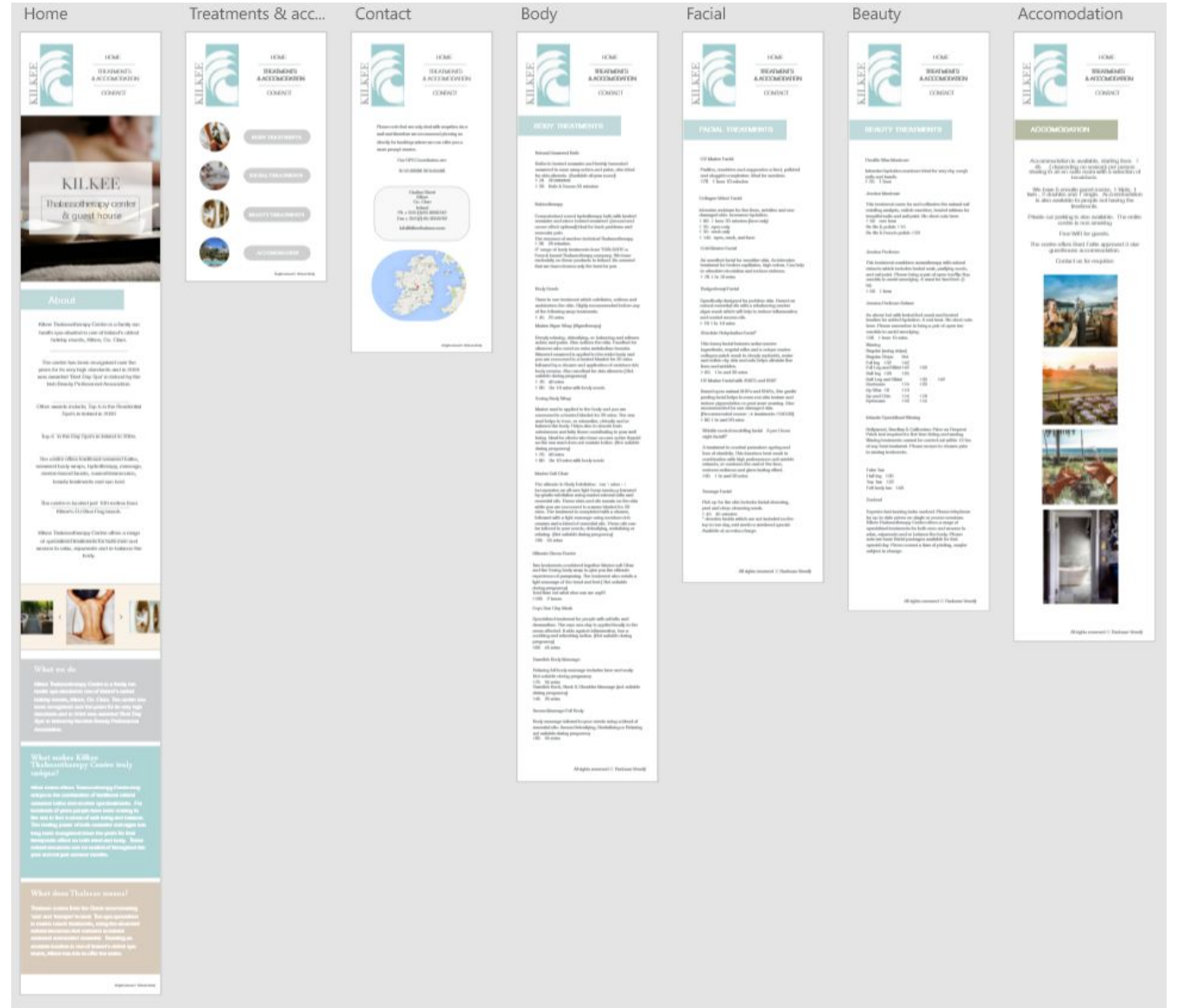


Desktop Paper Prototypes



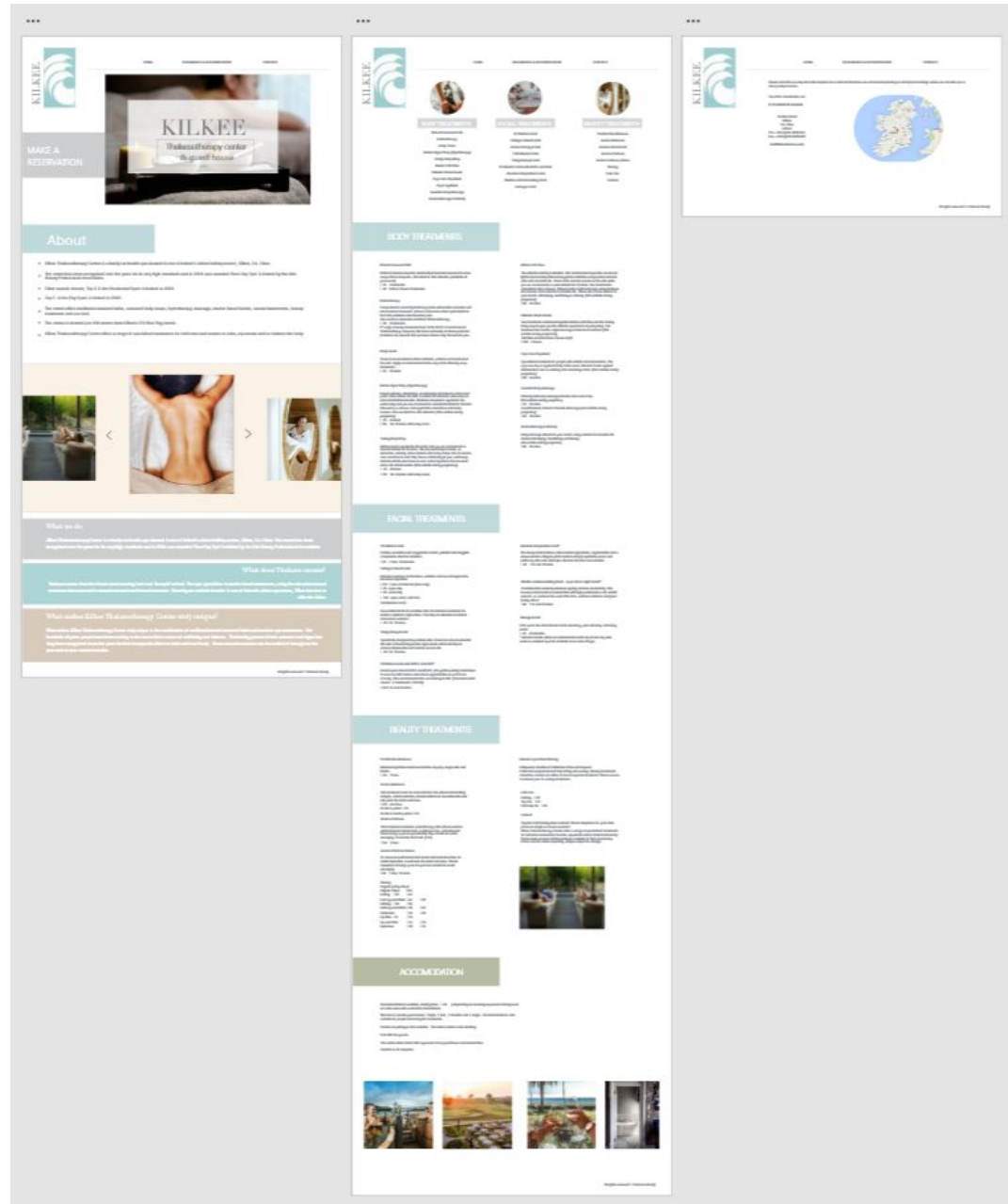
XD Mobile Prototype

Link:
<https://xd.adobe.com/view/dbf7aa31-828a-4410-9850-67c6025946b5>



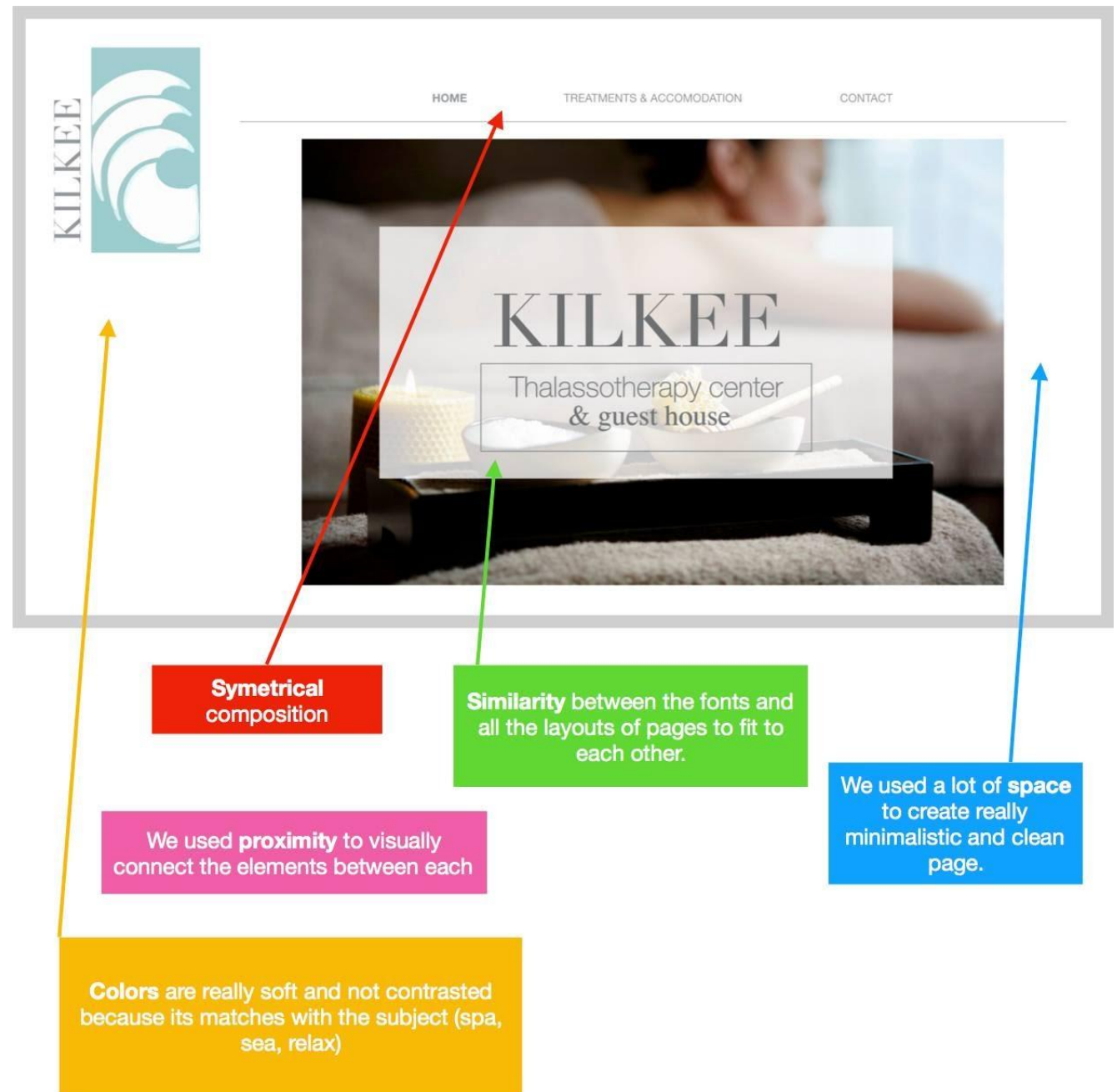
XD Desktop Prototype

Link:
<https://xd.adobe.com/view/85384137-dc84-497d-949f-51557cc56787t>



Design Principles (new version)

Link:
<http://paulchelaru.com/sitee/home.html>



Test Report

Test results and changes

- Navigation is easily visible and simple
- Users can recognize that site is about Spa, health and therapy
- It is easy for users to remember the name of the company
- they are no longer confused about booking the room or ordering a therapy .
- Site is visually well-arranged and they would like to stay for longer time and that was our goal.

Code snippets of CSS in media queries

```
@media screen and ( min-width: 700px){  
  .slideShow{  
    width: 60%;  
  }  
  main{  
    grid-area: main;  
  }  
  footer{  
    grid-area: ft;  
  }  
  body{  
    display: grid;  
    grid-template-columns: repeat(1, 1fr);  
    grid-template-areas:  
      "nav"  
      "main"  
      "ft";  
    color: white;  
    font-size: 20px;  
  }  
  
  nav {  
    grid-area: nav;  
    display: inline-block;  
    width: 100%;  
  }  
  
  nav li {  
    display: inline;  
    padding: 0 30px;  
  }  
  
  nav ul {  
    display: flex;  
    border-bottom: 1px solid #000000;  
    padding-bottom: 30px;  
    justify-content: center;  
  }  
}
```

```
@media screen and ( max-width: 700px)  
{  
  .slideShow{  
    width: 100%;  
  }  
  .photo{  
    width: 100%;  
  }  
  #map {  
    width: 300px;  
  }  
  nav li:not(:last-child){  
    border-bottom: 1px black solid;  
    padding-bottom: 15px;  
  }  
  nav li{  
    padding-top: 15px;  
  }  
  nav{  
    display: flex;  
  }  
  nav ul{  
    flex-direction: column;  
  }  
  nav ul li{  
    text-align: center;  
  }  
  .divlogo{  
    margin-top: 13%;  
    display: flex;  
    height: 100px;  
    align-content: center;  
    justify-content: center;  
  }  
  .divlogo img{  
    display: flex;  
    width: 100px;  
  }  
}
```