

## COMPETITIVE ANALYSIS: By Rachel Reed

### 1. RED MAPLE INN: <http://www.redmapleinn.com/>

#### What Works?



- Automatic rotating carousel images on home page
- Liked the use of bottom scrolling tool
- Put behind text elements
- jQuery/JS Element?

Amish Life



A Beautiful Location



Our Unique Inn



- At bottom of page I like how they have images with links to certain attractions
- Linked in the image and the text
- CSS/HTML attributes



- Did rooms with images and when hover the pricing comes up and then you can click for more details
- I like the use of transparency overlay in the images and the use of jQuery/JS effects to pop out the text

## What Doesn't Work?

### Other Activities

- ★ [Sportsman](#)
- ★ [Shopping](#)
- ★ [Dining](#)
- ★ [Day Trips](#)
- ★ [Local Attractions](#)
- ★ [Calendar](#)

- I did not like the use of this listing of activities
- Very bland and does not have a lot of visual appeal
- I think there could have been more done with the text and visually become more appealing

Show Availability Starting: 10/04/17 Guests: 2

	Wed 10/4	Thu 10/5	Fri 10/6	Sat 10/7	Sun 10/8	Mon 10/9	Tue 10/10	Wed 10/11	Thu 10/12	Fri 10/13	Sat 10/14	Sun 10/15	Mon 10/16	Tue 10/17
 Century Village 1	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	\$134	✗	\$134
Century Village 2	\$134	\$134	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Century Village 3	✗	\$134	✗	✗	\$134	\$134	✗	✗	\$134	✗	✗	✗	\$134	\$134
Century Village 4	✗	\$134	✗	✗	\$134	✗	✗	✗	\$134	✗	✗	\$134	✗	✗
Century Village 5	\$134	\$134	✗	✗	\$134	✗	✗	✗	\$134	✗	✗	\$134	\$134	\$134
 Valley View 1	✗	✗	✗	✗	\$149	✗	✗	✗	\$149	✗	✗	\$149	✗	✗

- The layout of their reservation menu for rooms
- It is visually a disaster and hard to understand
- There are way more ways that visually this could be appealing
- My eyes are lost when I look at this

### Comments:

- I believe overall the tons of their site is cohesive throughout
- I get a nature feel of their bed and breakfast and would see it as somewhere I can go to get away from noise and lights
- They stayed strong with their design aesthetic and vision throughout
- Some areas they could improve on were; Reservation page and their navigation menu could be more noticeable
- I liked that they had a side bar of information with their specials, but I feel like they put information in their side bar that is not necessary
- I like the use of their logo always being at the top of the page and being able to navigate back to the home page
- There is a significant amount of footer space at the bottom of the page that is not necessary
- Could implement more information about what their phone number is, and their text is in bulk and kind of small

## 2. THE MILL HOUSE: <http://themillhouse.com>

### What Worked

**The Mill House**  
24070 Grand Street - PO Box 102  
Grand Rapids, OH 43522  
419-832-8455  
E-Mail Us  
Request Reservation

Back 14 Days    Arrival Date:    October 4    2017    Go    Ahead 14 Days

October 4th, 2017 - October 17th, 2017  
To see our rates include over any available date in the calendar grid below

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
The Garden Room														
The Edward Howard Room														
The Ruth Thomas Room														
The Tea-Rite-Break Room														

Not Available  
Availability last updated: 10/04/2017  
Note: Availability data is reasonably current but is not real-time and may lag actual bookings.

Would you like to request a reservation using our secure online form?


[Request a Reservation](#)

- The overall visual appeal of this is ugly, static, and old school
- However, I can visually look at this and know what rooms are available or not
- Needs a lot of upgrading but they are on the right track for the visual knowledge if a room is available or not

### What Didn't Work



- Example of bad carousel
- Too much drop shadow
- Overlay at bottom is too big
- The images are not working with the overall look of page

<div><p>Named for the last male Ottawa Indian in this area, this intimate room is furnished with a full sized bed. Private bath, Cable TV, and DVD player is included.</p><p>2017 Rates</p><table><thead><tr><th>ONE NIGHT RATE</th><th>MULTIPLE NIGHT RATE</th></tr></thead><tbody><tr><td>\$84</td><td>\$88</td></tr></tbody></table></div>	ONE NIGHT RATE	MULTIPLE NIGHT RATE	\$84	\$88	<ul style="list-style-type: none"><li>• Not enough visual appeal</li><li>• Information is displayed in a boring way and there is way too much white space</li><li>• Images are automatically scrolling but they need border or overlay</li></ul>
ONE NIGHT RATE	MULTIPLE NIGHT RATE				
\$84	\$88				
<div><h3>Testimonials</h3><p>The wife and I stayed here for our one year anniversary and had a great time. The owners are so nice and caring. It is a quiet and romantic place to stay, with great views and quaint historic rooms with a lot of character. We will definitely be back again!</p><p>We visited the Mill House for our second time in the Grand Rapids area. Ron and Kathy even made sure to have the local bald eagle put in an appearance on one of our river walks. Clean spacious rooms in historic surroundings.</p></div>	<ul style="list-style-type: none"><li>• Too clumped together</li><li>• Visually way too much text and hard to read</li><li>• On the side bar, what is the point if not to emphasis?</li></ul>				

### Comments:

- Responsive version (mobile size) is visually not appealing and is hard to read everything
- Did not like their color scheme (or lack thereof), not visually connecting and overall I do not want to stay here
- Image quality throughout is lacking
- I like that you can easily view the rooms and make a reservation with the buttons from the home page
- Navigation bar is too long
- Pages overall are WAY TO PLAIN
- Not enough images or effects
- Rooms page was too empty
- Did make it obvious where they are located and easy to click and make a reservation and find a room
- Accordion style used for attractions, this could work if more visual appeal

3. **WHISPERING PINES:** <http://www.atwoodlake.com>

## What Worked



### Find Your Room

The lodging accommodations at Whispering Pines Bed & Breakfast consist of nine spacious guestrooms, each appointed with upscale furnishings with special attention to detail. Find the perfect room today!

EXPLORE ROOMS



### Specials & Packages

Plan a getaway at Whispering Pines Bed & Breakfast, and create memories that will last a lifetime. Customize your stay for whatever occasion to make it more memorable than any vacation before.

VIEW SPECIALS



### Vacation Activities

If you are planning to visit the beautiful Atwood Lake area in the near future, then you should definitely review all the dining, outdoor and local activity information to see what is waiting for you near Whispering Pines Bed & Breakfast.

LOCAL ACTIVITIES

- This little navigation menu was implemented in the page and is very easy to get to these buttons
- Visually appealing and hover effects
- CSS/JS/jQuery
- Own <div> elements within a <div>

CHECK AVAILABILITY

- This button was at the top of the page and was instantly recognizable
- I believe this button should be used throughout site

### CHECK AVAILABILITY

Check In

Check In

Check Out

Check Out

Guests

2

☒ Special Rates

Search

- This box made it easier for a person to select dates
- It keeps from making an ugly table and once completed you will be given room options available during that time
- jQuery, JS, CSS elements

## What Didn't Work



- Overall everything was VERY big in this web page
- Need a max-width element
- The footer black text is hard to read, why is it there?



- This was constantly on the side of the page and was very distracting
- This could be good for a check availability button, but is unnecessary for social media

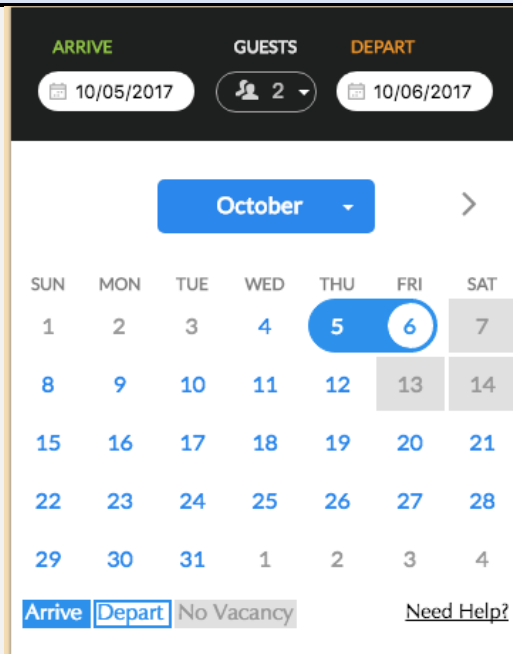
### Comments:

- I think that they have a theme throughout and a color palette selected so it looks unified
- Some parts of their page are too big and can seem almost pixelated?
- Their text and images take up too much of the page (a lot of scrolling because all I can see is a large image)
- The text on pages is on a light gray background and there could be more contrast to visual see the text
- Local weather format bothers me because it is one line per temp/etc. and it visually is too long and big
- When going down some responsive issues
- Rooms page is visually organized and easy to see
- Maybe some filters for rooms?



#### 4. WILLOW BROOKE: <http://www.willowbrooke.com>

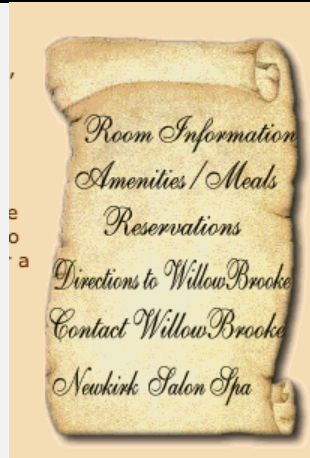
##### What Works?



The screenshot shows a reservation widget with a dark header. It includes fields for 'ARRIVE' (10/05/2017), 'GUESTS' (2), and 'DEPART' (10/06/2017). Below the header is a calendar for the month of October. The calendar grid shows dates from Sunday to Saturday. The 5th and 6th of October are highlighted in blue, indicating a selected range. At the bottom of the calendar, there are buttons for 'Arrive', 'Depart', and 'No Vacancy', along with a 'Need Help?' link.

- For their lack of modernism in their design I am surprised they had this rounded and user-friendly calendar to make reservations
- I liked that you could select the dates in the widget and put it to a certain date
- Overall very useable and easy to understand
- JS/jQuery ?

##### What Doesn't Work?



- Cannot read this, so hard to see
- The text does not fit
- This looks nothing like a navigation menu
- I had to look for a way to find my rooms and reservations

<div data-bbox="480 102 1045 477">  <p><b>Master Suite - \$160</b>        Large spacious candlelit room with king-size bed with featherbed, fireplace with gas logs, TV, VCR, Satellite receiver, glass topped table that seats two, microwave, coffeemaker, refrigerator under the counter, Separate room with toilet and bidet, separate room with two person lighted Jacuzzi whirlpool tub overhung with a chandelier and separate shower with sauna. French doors with view of the woods. Weekend two night minimum (Friday, Saturday or Sunday). \$160 per night.</p> <p><b>Additional Photo</b>        Click image below</p>  </div>	<ul style="list-style-type: none"> <li>• The layout is not easy to understand</li> <li>• Visually having trouble to figure out what information goes to what room</li> <li>• Everything is so filled with text and bulk</li> <li>• Hard to read</li> </ul>																														
<div data-bbox="579 529 947 1040"> <table> <tr> <th colspan="2">Quick Facts</th></tr> <tr> <td>Bedrooms</td><td>5</td></tr> <tr> <td>Bathrooms</td><td>5</td></tr> <tr> <td>Sleeps</td><td>12</td></tr> <tr> <td>Airport Dist.</td><td>30mi.</td></tr> <tr> <td>Nearest Airport</td><td>CMH</td></tr> <tr> <td>Shopping Dist.</td><td>3-30mi.</td></tr> <tr> <td>• Lazarus</td><td></td></tr> <tr> <td>• Kaufmans</td><td></td></tr> <tr> <td>Dining Dist.</td><td>3mi.</td></tr> <tr> <td>• Granville Inn</td><td></td></tr> <tr> <td>• Buxton Inn</td><td></td></tr> <tr> <td>Linens Included</td><td>Yes</td></tr> <tr> <td>Pets</td><td>No</td></tr> <tr> <td>Smoking</td><td>No</td></tr> </table> </div>	Quick Facts		Bedrooms	5	Bathrooms	5	Sleeps	12	Airport Dist.	30mi.	Nearest Airport	CMH	Shopping Dist.	3-30mi.	• Lazarus		• Kaufmans		Dining Dist.	3mi.	• Granville Inn		• Buxton Inn		Linens Included	Yes	Pets	No	Smoking	No	<ul style="list-style-type: none"> <li>• Ugly representation of information</li> <li>• Hard to find (on side bar?)</li> <li>• Does not seem to tell me a lot of information</li> <li>• Text/font throughout needs to be more legible and easy to find</li> </ul>
Quick Facts																															
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### Comments:

- Not responsive at all
- All one page
- Not legible lettering for “navigation menu”
- Color scheme has no pop
- There is a consistency in their design throughout
- Images are block-like and overall structure is very old school
- Side bar is very close to main content
- Title looks photo shopped around



5. **THE OLD WAILUKU INN:** <https://mauiinn.com/>

## What Worked



GUEST ROOMS



AREA ATTRACTIONS

- This imagery navigation with a cool hover effect
- I like this clickable button area with the imagery and simple hover effects
- jQuery/JS

### AMENITIES:

- Private bath with deluxe towels
- Fine cotton bed linens with plush pillows
- Self-locking doors with a security deadbolt
- Coffeemaker
- Hair dryer
- Iron and ironing board
- Flat-screen TV, cable, and remote control
- Complimentary Wi-Fi
- Freshly brewed morning coffee
- Full, home cooked gourmet breakfast
- Ceiling fans
- Alarm clock
- Phones - free Maui island and toll-free calls, automated message and wake up service
- Aveda personal care products
- Air conditioning
- Complimentary On-site parking
- Beach towels, mats, and coolers
- Snacks and soft drinks

All rooms are non-smoking and there are no hidden resort fees! Check-in is after 2:00 PM and check-out is by 11:30 AM.



#### LILIU ROOM

The Liliu Room, which is the inn's sumptuous master suite, transports guests to the simpler, gentler Hawaii of the 1920's. Located on the second floor, the inn's largest bath has ...>



#### BIRD OF PARADISE ROOM

Elegant eucalyptus floors and the original elliptical shower stall are the special features of the soft blue Bird of Paradise Room located on the second floor. Securing the corridor door ...>



#### LOKELANI ROOM

Inspired by Maui's natural beauty, the Lokelani Room is dedicated to the island's pink rose. Morning sun gives a particular glow to the exquisite Hawaiian ohia wood floors located on ...>

- I like how it lists the amenities on this page and displays the check in and check out time
- Very easy to see room
- Displaying pricing
- No hover effects, but could be implemented
- The display of imagery and room once clicked on is beautiful



### USEFUL LINKS

Guest Rooms  
Specials  
Breakfast  
Maui Area Attractions  
Contact Us

### JOIN OUR NEWSLETTER

Subscribe to our newsletter to learn more about upcoming events and specials going on at the inn.

Email address

Subscribe

### LOCAL WEATHER

Maui

77°

Few Clouds  
Humidity: 88%  
Wind: 7mph E  
H 86 • L 75

82° 79° 83° 84° 83°  
THU FRI SAT SUN MON

Weather From OpenWeatherMap

- This footer is very nice and displays information for customers in a good way
- Has all their information right underneath
- Is a way to display information for user without forcing them to see it

## What Didn't Work

 Check Availability

Guest Rooms ▾

About Us ▾

Specials ▾

Breakfast

Maui Area Attractions ▾

Maui Guidebook

- Menu on mobile must be scrolled and is a little too large
- The Check Availability button can be displayed better (maybe above the menu?)
- jQuery/JS Features implemented in this

### Comments:

- Responsive Design
- Imagery, colors, and format is very cohesive throughout and can tell that every element is displayed with a certain intent
- I like that the main menu nav stays with you as you scroll but becomes more transparent
- The home page has a lot of information but visually is displayed so there isn't bulk text or too much information at one time
- I love the hover effects and use of side bar on some pages
- Navigation menu is a good length and does not make me feel overwhelmed

## **Final Analysis**

### **Things to do**

- Include visual menus with hover effects
- Make sure there is a reservation button/check availability button on every page (maybe included in navigation)
- Logo should be on every page and link back to home page
- Try for a calendar widget to make reservations for rooms
- Interactivity is VERY important for this kind of site
- A LOT of images vs moderate amount of text
- Make sure that the theme and color scheme are evident through the web page