

Rustic Ridge B&B

Uma Shrestha

Project overview



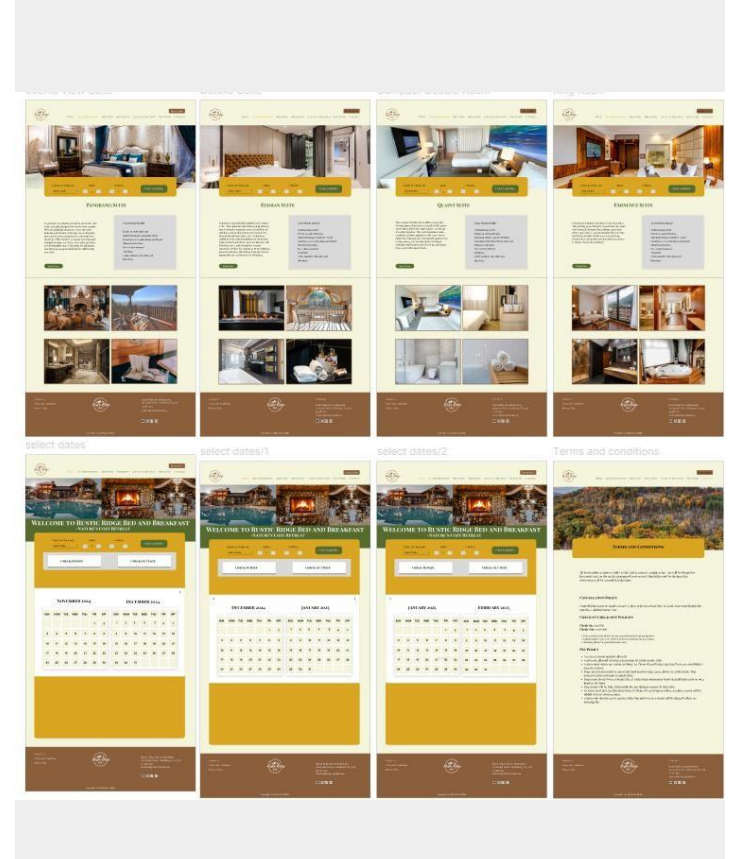
The product:

I designed a website for Rustic Ridge B&B, targeting tourists and couples seeking a peaceful retreat in Gatlinburg, Tennessee. The site highlights the B&B's cozy rooms, scenic mountain views, and proximity to attractions like the Great Smoky Mountains National Park, offering an easy booking experience and showcasing its rustic charm.



Project duration:

9/20/2024 – 11/20/2024



Project overview



The problem:

The problem I aimed to solve was creating a welcoming experience for both large and small families seeking a peaceful escape from city life.



The goal:

The goal was to showcase the B&B as an ideal retreat where families could relax and enjoy the natural beauty of Gatlinburg away from the hustle and bustle.

Project overview



My role:

I led the entire UX/UI process — from user research and wireframes to building the interactive prototype in Figma. I also incorporated critique feedback to refine the design for usability and visual clarity.



Responsibilities:

- Led UX/UI design from research to prototype
- Conducted competitive analysis and created user personas
- Designed wireframes and built a responsive prototype in Figma
- Applied visual design principles for clarity and usability
- Incorporated feedback to refine the final design

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Write a short paragraph describing your user research.

For my user research, I reviewed various websites in the same industry to understand user behavior and design trends. Initially, I assumed that a simple layout and basic functionality would be enough to engage visitors. However, after analyzing competitor sites, I realized that visitors often expect more interactive features, such as seamless booking experiences and clear calls to action. This insight led me to refine the design to prioritize user engagement and ease of navigation.

User research: pain points

1

Pain point

Users may not quickly find details about the B&B's amenities or local attractions. To address this, the website will feature a dedicated section for amenities and nearby attractions, ensuring The information is easy to find and visually engaging.

2

Pain point

Visitors may not feel engaged or motivated to explore the website further. To solve this, an interactive section and dynamic content will Encourage users to interact with the website and learn more about the property and its offerings.

3

Pain point

Many B&Bs don't cater to families with children or pets, which could be a key differentiator for Rustic Ridge. The design will prominently showcase that the property is kid- and pet-friendly to attract families looking for a stress-free getaway.

4

Pain point

Users may feel overwhelmed if the website contains too much information or is not organized well. The design will streamline content, focusing on key features and easy navigation to help users find what they need without unnecessary distractions.

Persona: Cynthia Jane

Problem statement:

Cynthia is seeking a peaceful and stress-free getaway but struggles to find family-friendly accommodation that offers relaxation and activities for her children. She needs a destination that provides a balance of comfort, relaxation, and kid-friendly amenities while offering a break from the hustle and bustle of daily life.



Cynthia Jane

Age: 35

Education: Bachelor's Degree in Marketing
Austin, Texas

Hometown: Married with two young kids
and a service dog.

Family: Marketing Manager

Occupation:

"Balancing many responsibilities, I believe taking time for myself is essential to be the best for my family."

Goals

- Cynthia seeks a stress-free vacation for her family to unwind and enjoy quality time together.
- She wants a dog-friendly B&B because their pet is essential to the family.
- She wants a clear, easy booking process with flexible cancellation policies and a budget-friendly option that ensures comfort for her family.

Frustrations

- Many B&Bs restrict pets and young children, complicating family-inclusive vacation plans.
- Cynthia hesitates to book due to strict non-refundable policies and high B&B prices that exceed her budget..
- Contradictory reviews heighten her uncertainty in choosing the right place for her family.

Story

Cynthia has been searching for a family-friendly vacation spot for months, juggling work deadlines and parenting responsibilities while craving a peaceful getaway where her kids and dog are welcome. However, she's frustrated by the lack of pet-friendly B&Bs and those that restrict young children, often encountering steep prices and non-refundable deposits that make her feel financially uneasy. Despite reading reviews and checking multiple websites, Jane feels discouraged by rigid policies and high costs, intensifying her anxiety about finding a comfortable, affordable place for her family to relax together.

User journey map

[The user journey for Cynthia, a tired mom, begins with her goal of finding a family-friendly, relaxing retreat that accommodates her need for peace and her children's entertainment. After researching options, she chose Rustic Ridge B&B for its kid-friendly and pet-friendly features, scenic environment, and nearby attractions. During her stay, she enjoys a peaceful environment while her children engage in fun activities, leaving her feeling recharged and planning future visits.

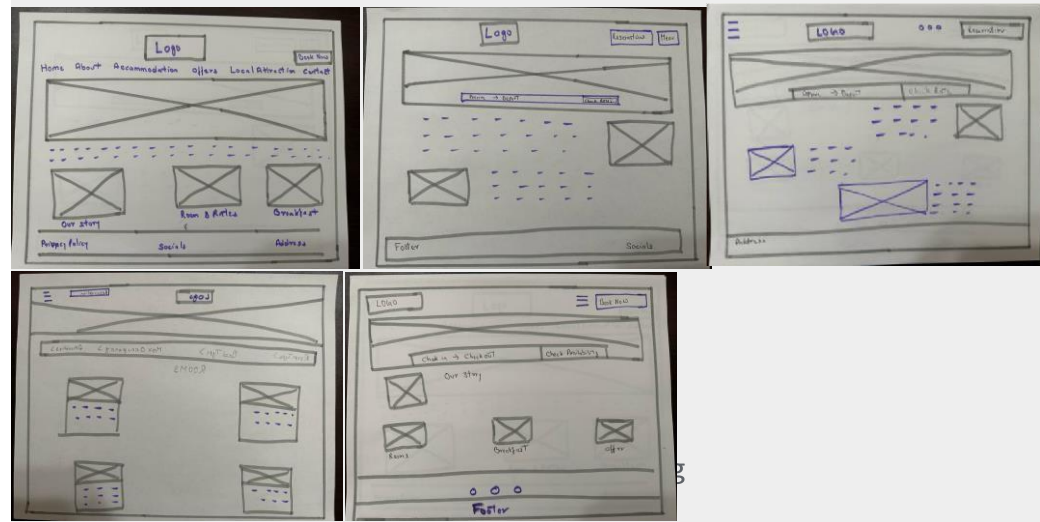
Persona: Cynthia Jane

Goal: Cynthia aims to find a comfortable, affordable vacation spot that accommodates her family, including her kids and service dog, while offering flexibility and a welcoming environment.

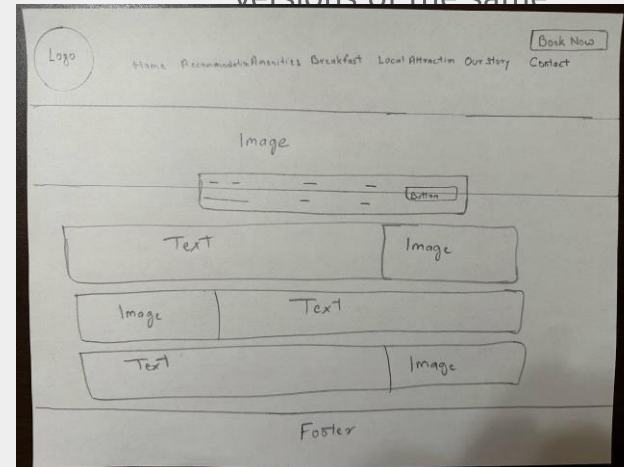
ACTION	Action 1 Research B&B options online	Action 2 Comparing different B&Bs	Action 3 Reading Reviews	Action 4 Deciding on a B & B	Action 5 Completing the Booking
TASK LIST	Tasks A. Google search for family- and pet-friendly B&Bs. B. Visit travel and B&B review websites (e.g., TripAdvisor, Yelp). C. Skim through reviews to check family and pet policies.	Tasks A. Open multiple tabs to compare B&B amenities, prices, and policies.. B. Review photos and facilities to assess child- and pet-friendliness. C. Check cancellation and refund policies.	Tasks A. Read customer reviews, paying attention to those mentioning family or pets. B. Check the most recent reviews to see if policies or conditions have changed. C. Filter out inconsistent reviews or irrelevant experiences.	Tasks A. Narrow down to a few B&Bs based on cost, amenities, and policies. B. Discuss options with family and finalize a decision. C. Double-check booking terms (non-refundable policies, special rules).	Tasks A. Input personal and payment information to complete the reservation. B. Receive confirmation and review booking details. C. Confirm special requests for pets and children.
FEELING ADJECTIVE	User emotions Hopeful, Overwhelmed	User emotions Frustrated, Confused	User emotions Skeptical, Anxious	User emotions Hesitant, Pressured	User emotions Relieved, Uncertain
IMPROVEMENT OPPORTUNITIES	Area to improve A centralized filter for family- and pet-friendly B&Bs and clearer policies on booking websites would enhance the search process.	Area to improve Websites should include comparison tools for key features like price, pet/kid policies, and cancellation terms, while also providing consistent refund policy information to reduce confusion.	Area to improve Trustworthy review systems with verified feedback from families and summary aggregations of themes like cleanliness and pet-friendliness would improve decision-making.	Area to improve Flexible cancellation policies would ease the pressure of decision-making for family trips with children and pets.	Area to improve Booking platforms should summarize the process, including cancellation policies, and confirm special requests for kids and pets to prevent last-minute issues.

Paper wireframes

[My thought process behind the paper wireframe was to create a simple, straightforward layout that captures the essence of Rustic Ridge B&B and focuses on the needs of my target audience, particularly families like Cynthia's. I emphasized the family-friendly and pet-friendly features, ensuring that important information such as amenities, room details, and local attractions was easy to find.]



versions of the same



Digital wireframes

The goals and thought process focuses on creating a clear, user-centered design that aligns with the brand's rustic theme while ensuring functionality.

The "Check-In" and "Check-Out" buttons are prominently placed on the homepage to allow users to easily access the booking process directly from the main landing page.

Responsive Website Starter File (Commented)

Logo

Home Accommodation Amenities Breakfast Local Attraction Our Story Contact Book Now

Welcome to Rustic Ridge B&B

Check-In/Check-Out
Select Dates

Adults
- 2 +

Children
- 1 +

Check Availability

Experience the charm of Gatlinburg
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Make Discoveries

Relaxing Suites
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View Our Rooms

Breakfast
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Contact
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The "Check Availability" button is a prominently placed call-to-action on the homepage that allows users to see if rooms are available for their desired dates quickly. It is designed to stand out visually, ensuring it's easy to locate and interact with.

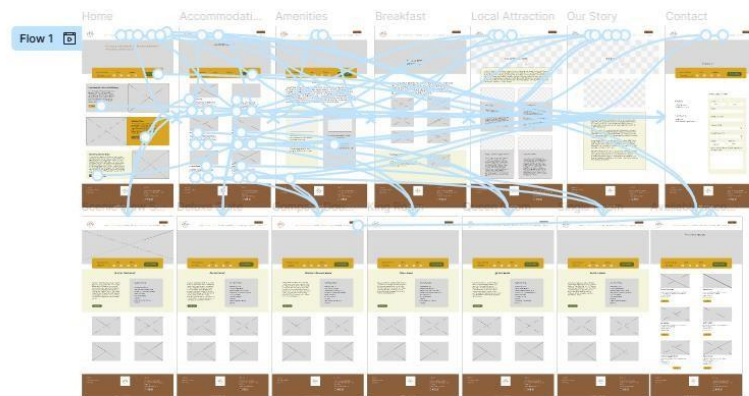
Digital wireframes

The amenities section highlights vital features of Rustic Ridge B&B that cater to families and pet owners, such as kid-friendly activities, pet accommodations, and cozy communal spaces. This section aims to showcase the B&B's unique offerings that provide comfort, relaxation, and convenience for all guests

Low-fidelity prototype

[[https://www.figma.com/proto/eAucsWhj0K7yBV9Qz8be2Y/Rustic-Ridge-B%26B-\(Copy\)?node-id=2004-64&node-type=canvas&t=Eer1myTAUfkUcIf1&scaling=min-zoom&content-scaling=fixed&pageid=0%3A1&starting-point-node-id=2004%3A64](https://www.figma.com/proto/eAucsWhj0K7yBV9Qz8be2Y/Rustic-Ridge-B%26B-(Copy)?node-id=2004-64&node-type=canvas&t=Eer1myTAUfkUcIf1&scaling=min-zoom&content-scaling=fixed&pageid=0%3A1&starting-point-node-id=2004%3A64)]

Property amenities enhance the guest experience by providing added comfort, convenience, opportunities for relaxation or entertainment



Peer Critique & Usability Testing: findings

Write a short introduction to the peer critiques and usability testing you conducted and your findings.

Round 1 findings

Round 2 findings

Feedback: Add a map here to fill up this white space.

1

Action: I integrated an interactive map widget in the location section to fill the white space and enhance user engagement. The map is functional and visually cohesive with the design

Feedback: Space items in the room gallery closer together. Action: I

increased the box size for each item in the gallery room, reducing gaps and creating a more cohesive, visually appealing layout that enhances continuity across the gallery.

Feedback: The descriptions are long; shorten them to be more concise. Action: I shortened the descriptions to improve readability, improve flow, and help users quickly grasp vital details.

1

To address the feedback about poor contrast on the "Book Now" button, I changed the text color to white, improving readability and ensuring better visibility.

2

I made the "Contact Us" text a live link to address the feedback, ensuring it directs users to the existing page.

3

To address the feedback "Is this necessary on all pages?", I removed the unnecessary call-to-action button from pages where it wasn't needed, streamlining the design.

Refining the design

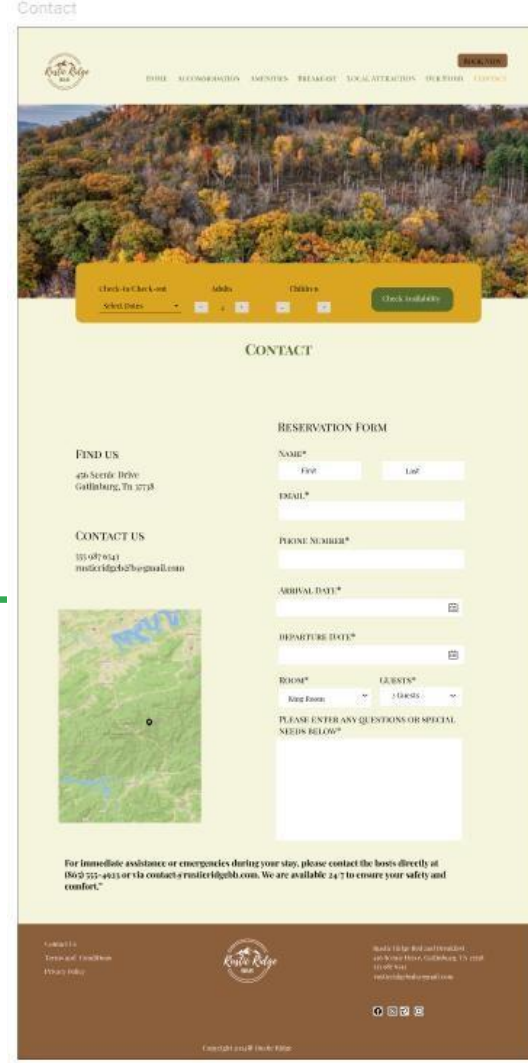
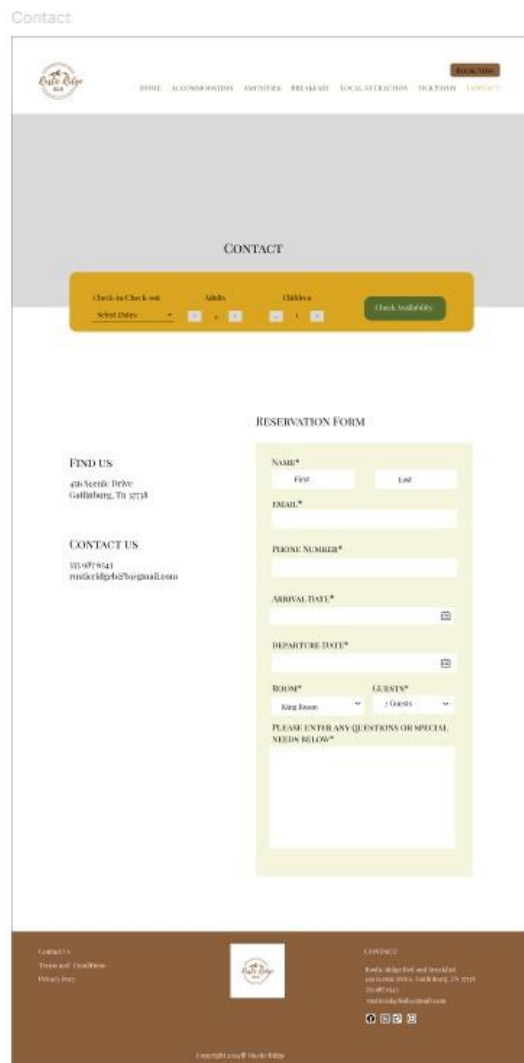
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[In my low-fidelity wireframe, I aimed for a clean and simple design without overpopulating the page, so I didn't add frames around each room. However, when transitioning to high-fidelity, I realized the design felt disjointed. I added frames around each room with images and changed the background color to improve clarity and create a more visually appealing layout.]

Mockups

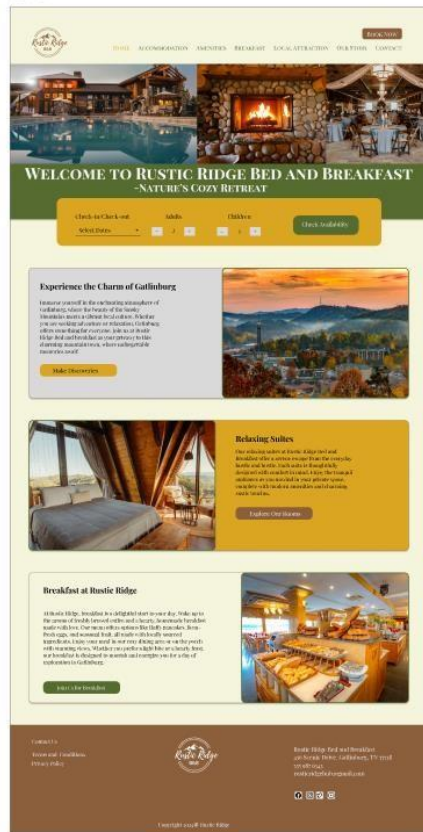
[I initially did not include a map or a note in my low-fidelity wireframe. However, after receiving



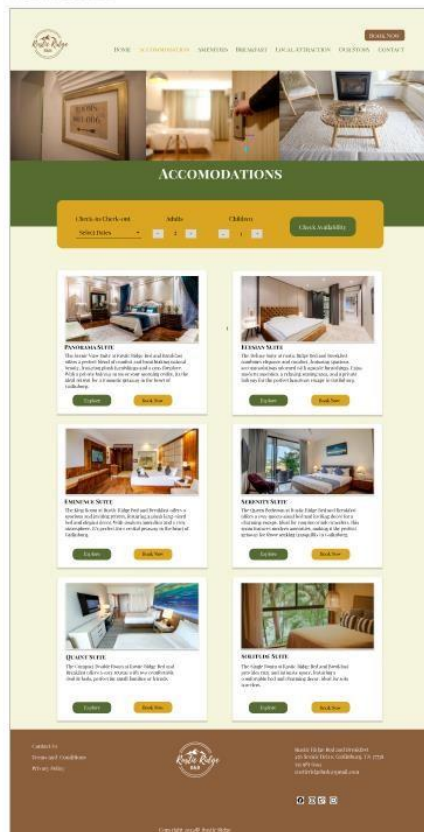
feedback, I added a map for better navigation. I included a note on how visitors can contact the hosts in an emergency to improve the user experience and provide necessary information.]

Mockups

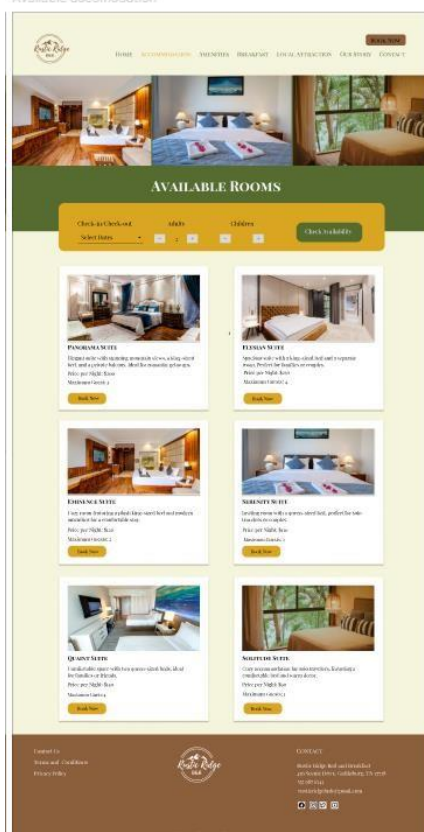
Home



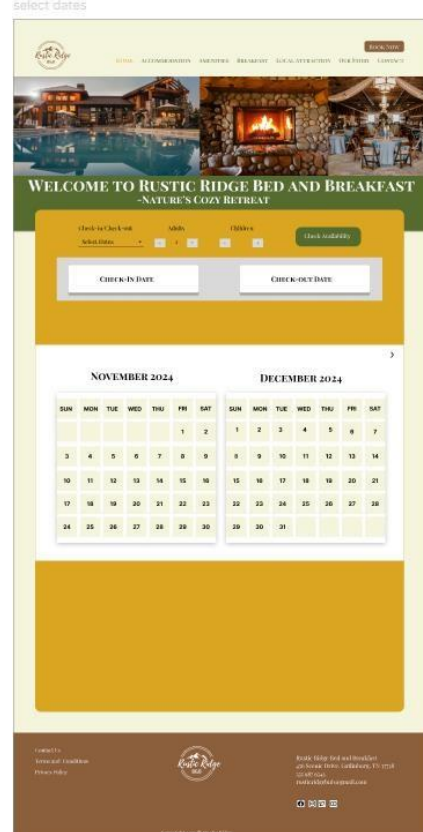
Accommodations



Available accommodation



Select dates



High-fidelity prototype

[[https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-](https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk-1&scaling=scale-down&contentscaling=fixed&pageid=2125%3A2&starting-point-nodeid=2125%3A3)

[DDAjWKV0rWZh0SVsWX/Rustic-](https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk-1&scaling=scale-down&contentscaling=fixed&pageid=2125%3A2&starting-point-nodeid=2125%3A3)

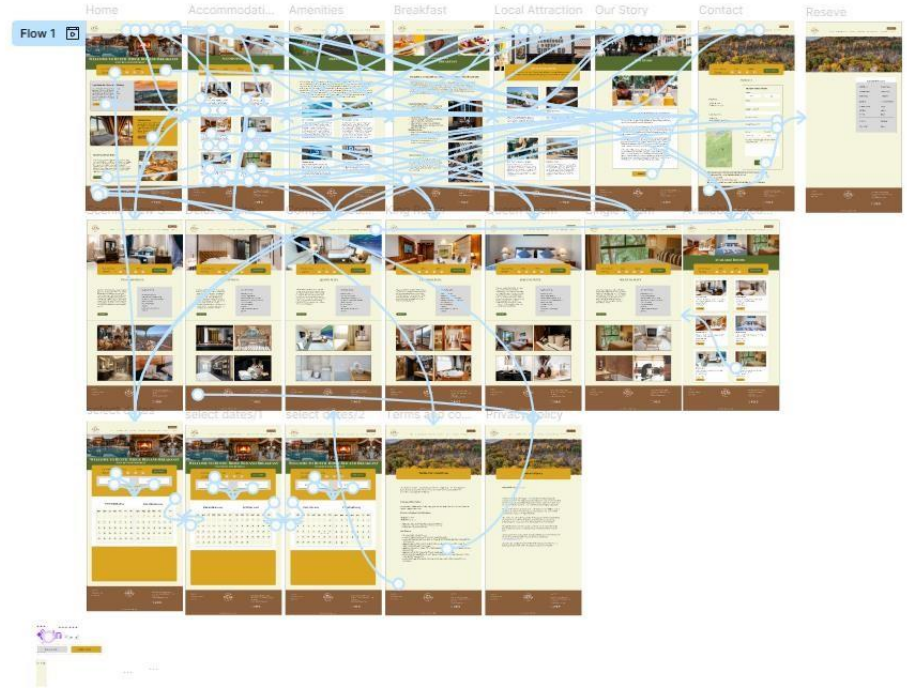
[Ridge-B%26B?node-](https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk-1&scaling=scale-down&contentscaling=fixed&pageid=2125%3A2&starting-point-nodeid=2125%3A3)

[id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk -](https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk-1&scaling=scale-down&contentscaling=fixed&pageid=2125%3A2&starting-point-nodeid=2125%3A3)

[1&scaling=scale-](https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk-1&scaling=scale-down&contentscaling=fixed&pageid=2125%3A2&starting-point-nodeid=2125%3A3)

[down&contentscaling=fixed&pageid=2125%3A2&starting-point-](https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk-1&scaling=scale-down&contentscaling=fixed&pageid=2125%3A2&starting-point-nodeid=2125%3A3)

[nodeid=2125%3A3\]](https://www.figma.com/proto/VjegDDAjWKV0rWZh0SVsWX/Rustic-Ridge-B%26B?node-id=21253&nodetype=canvas&t=ZCkbU1Kv4zg1EjWk-1&scaling=scale-down&contentscaling=fixed&pageid=2125%3A2&starting-point-nodeid=2125%3A3)



Accessibility considerations

1

I ensured the design uses high-contrast color combinations for text and buttons, helping improve readability for users.

2

I designed the interactive calendar in Figma to allow users to select dates, making it easy for people to interact with and understand the booking process.

3

I added a map in the contact section to assist users in finding the B&B location, improving accessibility for location-based information.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The impact of my design is that it enhances the user experience by providing easy access to essential information, like room details and booking options, through a clean and intuitive layout. The inclusion of features like the interactive calendar and a map in the contact section improves functionality and accessibility, making it easier for users to plan their stay..



What I learned:

I learned the importance of balancing simplicity with functionality in design, ensuring that essential features are easily accessible without overwhelming the user. I also realized the value of iterating between low-fidelity and highfidelity designs, as adjustments and refinements based on feedback help create a more polished and user-friendly final product.



Next steps

1

I would focus on making the design responsive for mobile devices to ensure a seamless experience across all screen sizes, as this is essential for accommodating users on-the-go.

2

I would work on making the interactive calendar more visually intuitive, ensuring that users can easily navigate through it. This would enhance the overall usability of the booking process.

3

I would add interactive elements to the booking process, such as hover effects on buttons and real-time availability updates, to make the experience more engaging and easier for users to navigate.

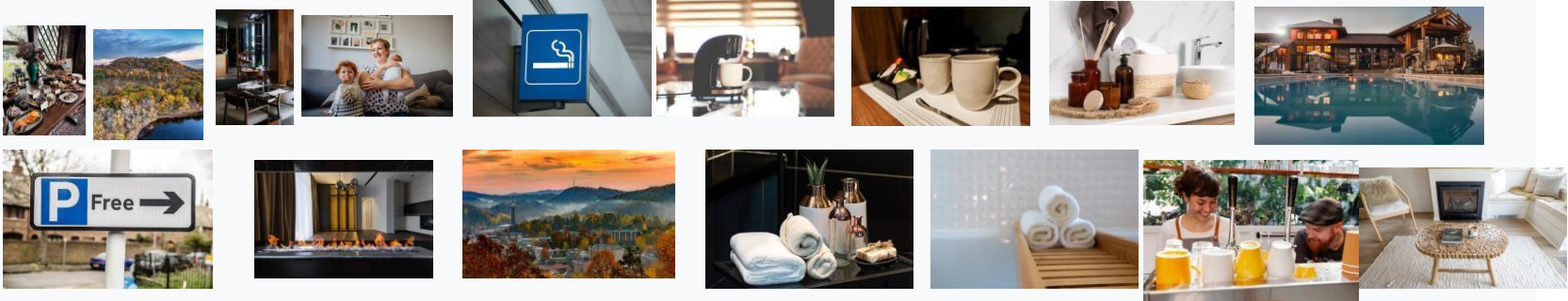
Citations

- List each image source used in your highfidelity prototype. Include a description and direct link to each one.

For pictures: Pexels.com

For text: ChatGPT

For header image with an introduction: canva.com



Let's connect!



For more information or to review additional work, please contact me directly through the provided contact form or email. I'm happy to discuss any questions or provide further details on my design projects.

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Thank you!