Webbplatsdesign - Project

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1 Purpose and Objectives

The website contains information about what rooms are available in the hotel. The customers could choose from suite, double, and single or whatever suits their needs. Other parts of the website includes information about events that the hotel offers such as the spa and the costs of availing the said service. For inquiries and concerns, you can see the contact details of the hotel on the contacts tab. Finally, by clicking 'Book Here', you'll be asked for the specifics of your reservation. Other parts of the website such as the newsletter, sitemap, social networking sites, are also visible at all times.

2 Target audience

Because the website is supposed to represent a high-class hotel, it is designed with the understanding that the target audience understands simple hotel jargon such as Double, Single and Suite when talking about various rooms. However, the website is suited for anyone interested in staying in the hotel or taking part in events that the hotel might offer, not only guests with higher expectations. The design offers subtle and simple details to give an openness for the visitor.

3 Work process

I had many reasons as to why I picked a hotel in particular to represent my project, one of which was the usage of form. I knew early on that we would need to use forms and personally I would like my form to have a real usage rather than a form without meaning. I used my form for the method of booking a room. Forms work great for this use because it can include a lot of information and this information can then be sent to the staff of the hotel. Figure 1 shows the form on my website.

Figure 1   Form to book a room

Figure 2 shows the code I have used for the form used to book a room for the hotel. It's simple and doesn't fully have the more advanced features I would like it to have, due to time constraints I wasn't fully able to implement features like not allowing certain numbers of people to be booked depending on the room size and so on.

```
<form id="bookform" action="/book_form.html">

      <label for="fname">First Name</label>
      <input type="text" id="fname" name="firstname" placeholder="Your name">

      <label for="lname">Last Name</label>
      <input type="text" id="lname" name="lastname" placeholder="Your surname">

      <label for="country">Country</label>
      <select id="country" name="country">
        <option value="sweden">Sweden</option>
        <option value="germany">Germany</option>
        <option value="france">France</option>
      </select>

      <label for="room">Room</label>
      <select id="room" name="room">
        <option value="single">Single</option>
        <option value="double">Double</option>
        <option value="suite">Suite</option>
      </select>

      <label for="nopeople">Number of people</label>
      <input type="number" id="nopeople" name="nopeople" min="1" max="5">
      <fieldset>
        <legend>Room amenities</legend>
        <div>
          <label for="breakfast">Breakfast in bed:</label>
          <input type="checkbox" id="breakfast" name="breakfast">
        </div>
        <div>
          <labelfor="massage">In-room Massage: </label>
            <input type="checkbox" id="massage" name="massage">
        </div>
      </fieldset><br>
      <label for="email">Email</label>
      <input type="text" name="email" id="email" placeholder="Enter email">
      <label for="phone">Phone number</label>
      <input type="text" name="phone" id="phone" placeholder="Enter phone number">
      <label for="extrainfo">Additional requests</label>
              <textarea  style="display:block"  name="extrainfo"  id="extrainfo"  cols="30"
rows="10"></textarea>
      <input type="submit" value="Submit">
    </form>
```

Figure 2   HTML code for the form used in booking a room

To display the rooms for visitors I created a very simple card system. The card system includes a title, picture and a container which can include text if necessary. The card system allows for both large and smaller cards. Figure 3 shows the smaller cards in use on the website. There's also a hover effect which turns pictures from a grayscale to full color as seen in the Suite card in Figure 3. Additionally, the large cards offer an image caption to display license and other information regarding the picture itself.
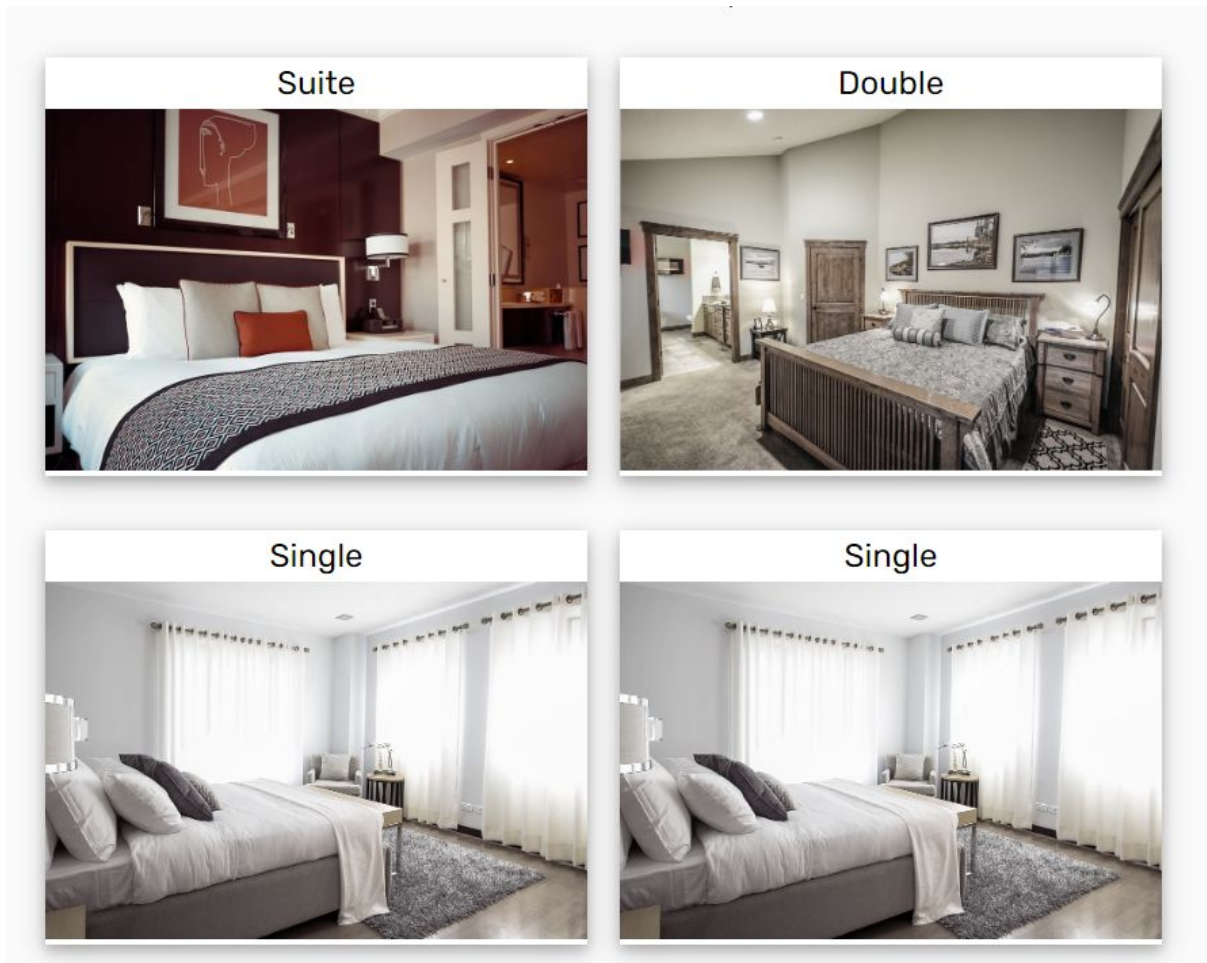
Figure 3   Cards used to view various rooms available

Figure 4 shows some of the code for the card system. The first part shows the HTML portion and the second part shows the CSS portion of the card. It's made to be as simple and easy to use as possible although I never intended for it to become a "card system" it eventually grew on me and now I am satisfied with what it accomplishes.

```
    <div id="card" class="shadow">
      <div id="cardtitle">
        <h2>Suite</h2></div>
      <img src=".. img link .." alt="">
    </div>

..

#card {
  width: 45%;
  max-width: 400px;
  background-color:white;
  margin:20px 10px 20px 10px;
  display:inline-block;
}
#card img {
  width:100%;
  filter:grayscale(75%)
}
#card img:hover {
  filter: grayscale(0%);
  transition: 200ms linear;
}
```

Figure 4   Code for the card system

Figure 5 shows the sitemap I've used to create my website. Each connected line represents a link.
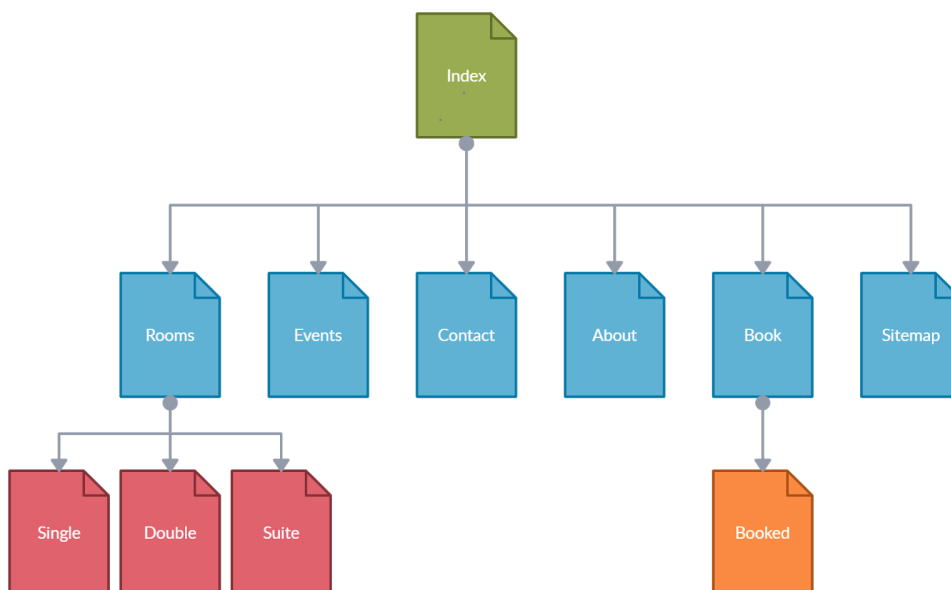

Figure 5   Sitemap used for the website

4 Usability

I have used the law of proximity which refers to how close elements are to one another (Chapman, 2020) to design my footer. I've deliberately separated the three parts of the footer with a blank space to make the footer its own part of the website but still separated into three smaller parts. It's clear to the user that the newsletter isn't necessarily part of the footer center menu and vice versa. It is also clear to the user that the footer isn't part of the rest of the website as a whole but rather its own element. Figure 6 shows this in effect as it is used on the website.

Figure 6   Footer used on the website

I have used the law of continuation for viewing the various rooms. The rooms are shown in a horizontal line which breaks vertically. This choice of design makes it easier for the visitor to view the rooms in a fashion that it is meant to be viewed (Chapman, 2020). If the design would have shown the various rooms in a vertical line it would be harder to interpret the layout of the rooms. This can be seen in Figure 3.

I have tried to use an aesthetic and minimalist design in order to follow one of Nielsen's heuristics. This heuristic says that interfaces should not contain information which is irrelevant or rarely needed (Nielsen, 1994). Therefore I've tried to leave out unnecessary information throughout the design. Instead of displaying the name of the social media used by the hotel, I've opted to display the logo of each social media and in turn made them clickable to take the user to an external site. Whereas displaying these logos with their respective names and social media name of the hotel would make the design to become cluttered and unpleasing for the eyes. Instead, I assume the viewer knows the various social media platforms displayed. This can be viewed in Figure 6. Another decision made with the minimalistic design in mind was to put the about navigation link in the footer rather than the navigation bar. This is because I assume my visitors have a stronger interest in finding contact information rather than information about the hotel itself. Therefore there's a contact link in both the navigation menu and the footer menu since the visitors may have an interest in navigating to the hotel in real life and would need the contact details.

5 User Experience

When opting for a minimalistic design for my website I wanted to make it functional for any browser size(aside from smaller devices). Therefore I've adapted the website to use a minimum size for the footer and navigation bar which will expand to fill the browser if the size will allow it. The items of the navigation bar and footer will remain in its position relative to the browser size which is a design choice I've made. I wanted to use media query to adapt the website for even smaller devices but as I had a time constraint I didn't see a possibility of making that happen. It also seemed to be a little bit advanced considering the course didn't mention this option at all previously.

In terms of color I wanted to adapt my website to an ark of paper. Therefore I use a near white background with a shadow to various elements to make them appear floating above the paper. The navigation bar hover effect does the opposite, the intent is to make the paper "cut out" as if there's a bookmark behind the ark which becomes more visible when hovering over the item. This coincides with my minimalistic design. For secondary or nuance color I decided to go with #fa6f6f. I've used this color throughout in links and buttons to accentuate certain features usable by the visitor such as social media buttons, newsletter buttons and image captions.

References

1. Chapman, Cameron. "Exploring the Gestalt Principles of Design." *Exploring the Gestalt Principles of Design*, 2020, https://www.toptal.com/designers/ui/gestalt-principles-of-design. Accessed 09 03 2021.

2. Nielsen, J. (1994, 04 24). *10 Usability Heuristics for User Interface Design*. 10 Usability Heuristics for User Interface Design. https://www.nngroup.com/articles/ten-usability-heuristics/

3. *Applying color to UI*. (n.d.). Applying color to UI. https://material.io/design/color/applying-color-to-ui.html