

Historic Prospect Hotel

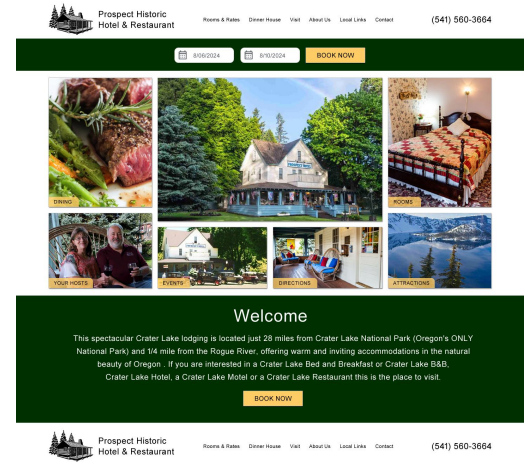
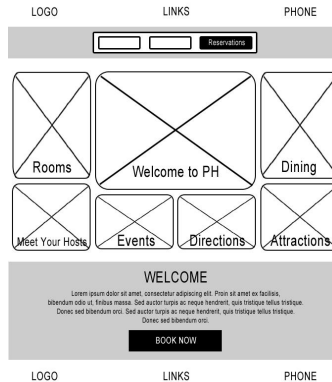
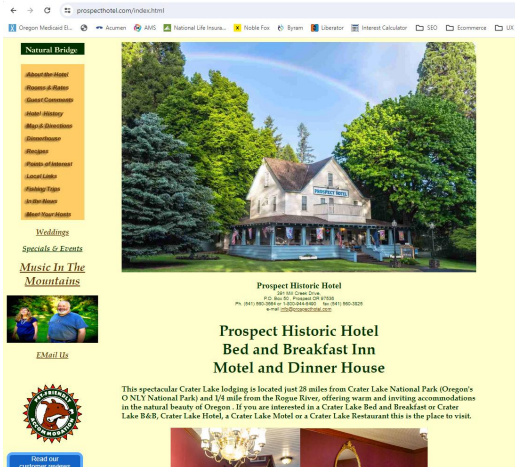
Jesse Gifford

Project overview



The product:

The owners of the Historic Prospect Hotel were looking for an update to their current web site. More specifically, they wanted a cleaner, more organized layout. They wanted a layout that would allow visitors to feel welcome, quickly book reservations, view a dinner menu, or find out more about the hotel.



Project overview



The problem:

The owners needed a new site that was cleaner and more organized. They wanted a layout that would allow visitors to feel welcome, quickly book reservations, view a dinner menu, and find out more about the hotel.



The goal:

My goal was to take the existing information on their old site and redesign and organize it so that visitors could quickly find what was most important to them.

Project overview



My role:

In this project I was Lead UX Designer and researcher.



Responsibilities:

User research, wireframing, gathering text, images, and creating custom graphics, mockups, prototypes

Understanding the user

- Pain Points
- Personas
- Problem statements

User research: pain points

1

Site is unorganized

When you first come to the site it feels like you are struggling to find where you need to go. There are large chunks of text, unaligned images and layouts, and is not responsive. The site needs to have a welcoming feeling with easy navigation.

2

Difficult to make reservations

The button or link for someone to make a reservation is far below the fold line on the site. This is the most important feature of the site and needs to be much more prominent and easy to find

3

Unable to find menu

Briefly behind making reservations, the ease of finding a dinner menu is next important to the site and business. The ability to easily find out more about the hotels restaurant and menu is the second most important feature to the business

4

Inaccessible

The site needs updated accessibility features like alt text on images, contrasting colors, and hierarchy for screen readers

Persona: Fred

Problem statement:

Fred is a middle aged man who is educated and has two kids. Him and his wife need a relaxing place to get away that has a restaurant and nearby attractions. Fred doesn't like calling and needs an easy way to make reservations.



Fred

Age: 46
Education: College
Family: Wife + 2 kids
Occupation: Employed

Goals:

- Find new places to go
- Find new restaurants
- Local attractions
- Easy to reserve

Frustrations:

- Calling and waiting on hold
- Nothing new to do
- Unable to get away
- Not finding information quickly

Starting the design

- Sitemap
- Digital wireframes
- Low-fidelity prototype
- Usability studies

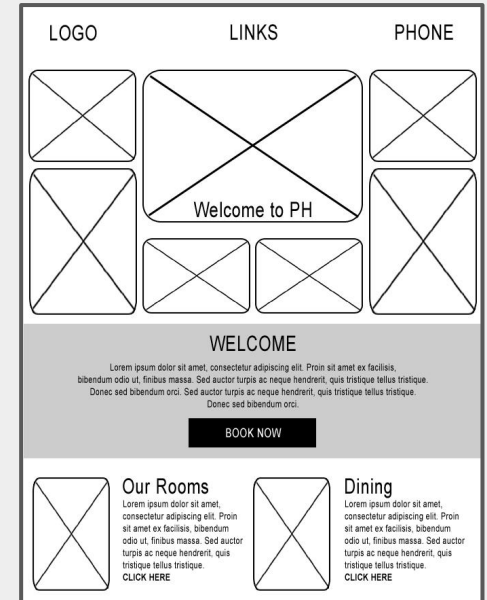
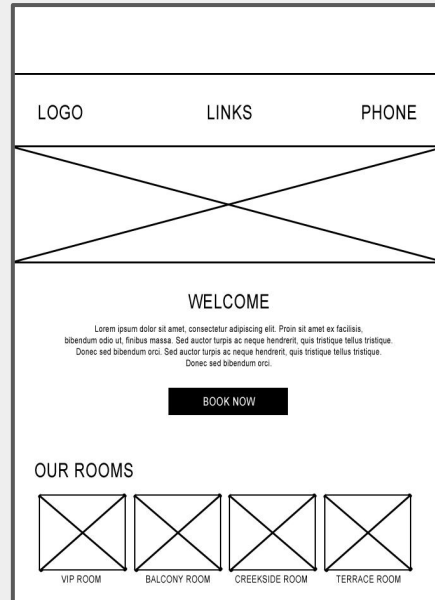
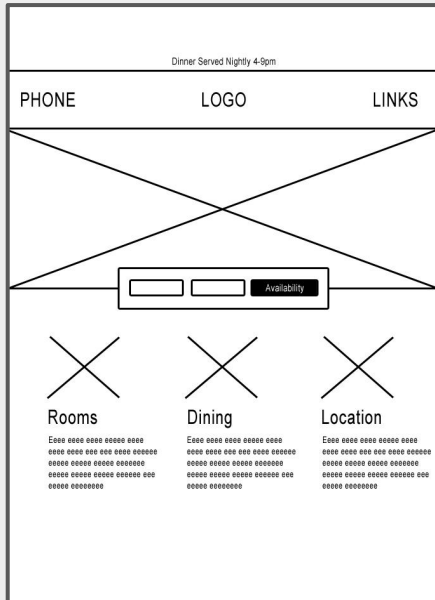
Sitemap

On the original web site, no pages were categorized. There was a link for every page and no organization. I made a list of all the pages and organized them into 6 groups. Now people can look for a certain category and easily find a topic of interest.



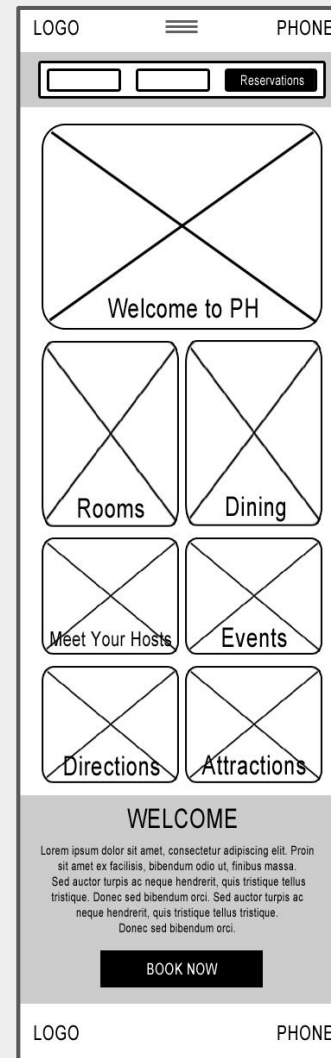
Digital wireframes

In my first wireframe I liked the idea of a reservation box above the fold and easy to find. My second wireframe I was able to incorporate a welcome section. In my third wireframe I liked the idea of having a link and picture to each section.



Digital wireframe screen size variation(s)

Settling on a particular layout, I was then able to brainstorm ideas for a mobile responsive layout. My layout included the three things I liked about each wireframe. I used a reservation box at the very top for easy booking. I used images as links to each of the major categories. Finally, I incorporated a welcome message describing the hotel and another button to book a room.



Low-fidelity prototype

My final design incorporated all the things I liked in all my previous wireframes. I used a reservation box at the very top for easy booking. I used images as links to each of the major categories. All of these elements would not come down further than the fold of 800px. Finally, I incorporated a welcome message describing the hotel and another button to book a room.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

1

Reservation bar contrast

The tan background and yellow button might not provide enough contrast for people with visual disabilities

2

Picture descriptions

Label pictures if they are going to be links so people know where they are going

3


Button similarity

Change button color and picture labels to the same color to promote similarity

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility


Mockup: Original screen size



Prospect Historic
Hotel & Restaurant

[Rooms & Rates](#) [Dinner House](#) [Visit](#) [About Us](#) [Local Links](#) [Contact](#) (541) 560-3664


8/06/2024 8/10/2024 [BOOK NOW](#)



Welcome

This spectacular Crater Lake lodging is located just 28 miles from Crater Lake National Park (Oregon's ONLY National Park) and 1/4 mile from the Rogue River, offering warm and inviting accommodations in the natural beauty of Oregon . If you are interested in a Crater Lake Bed and Breakfast or Crater Lake B&B, Crater Lake Hotel, a Crater Lake Motel or a Crater Lake Restaurant this is the place to visit.

[BOOK NOW](#)



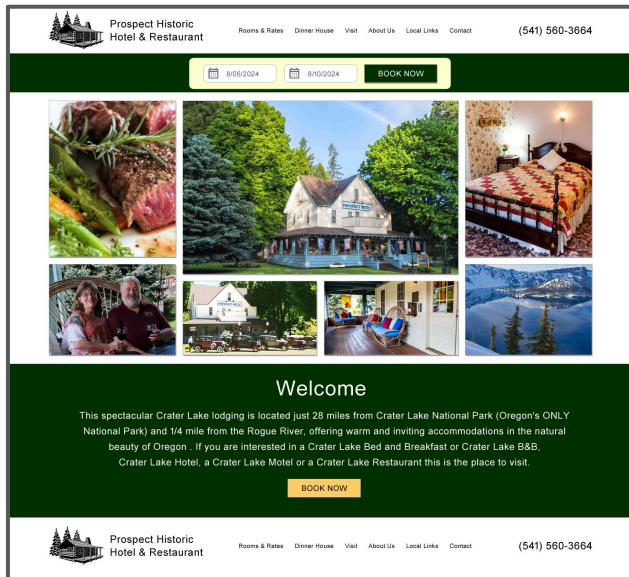
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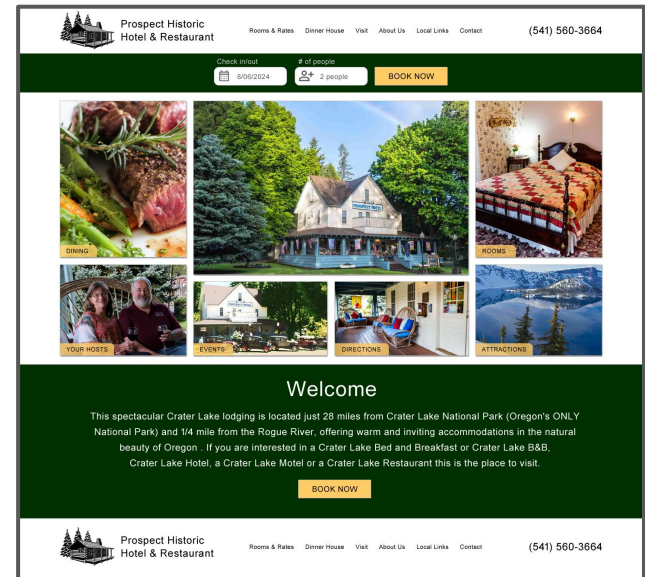
Mockups

In the reservation section I added text above the boxes, deleted the tan background and changed the button to yellow for color contrast and similarity. I also added labels to each picture.

Before usability study



After usability study



Revised Mockup: Original screen size

Changes made

Prospect Historic Hotel & Restaurant

Rooms & Rates Dinner House Visit About Us Local Links Contact (541) 560-3664

Check in/out 8/06/2024 # of people 2 people BOOK NOW

DINING ROOMS YOUR HOSTS EVENTS DIRECTIONS ATTRACTIONS

Welcome

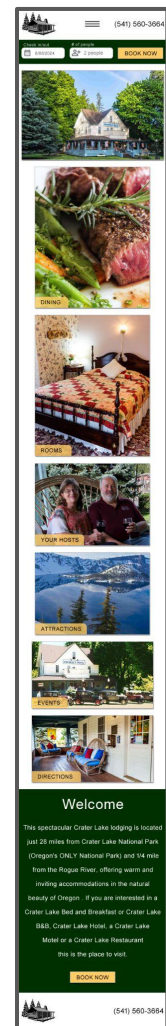
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BOOK NOW

Prospect Historic Hotel & Restaurant

Rooms & Rates Dinner House Visit About Us Local Links Contact (541) 560-3664

Mockups: Mobile variation



High-fidelity prototype

Please click the images to your right or click the links below to go to the high-fidelity prototypes. Since this is only a project, not all of the pages have layouts.

[Desktop Prototype](#)
[Mobile Prototype](#)

The desktop prototype features a dark green header with the Prospect Historic Hotel & Restaurant logo on the left, navigation links (Rooms & Rates, Dinner House, Visit, About Us, Local Links, Contact) in the center, and the phone number (541) 560-3664 on the right. Below the header is a green bar with a booking form containing a calendar icon, the date 8/06/2024, a person icon, and the text 2 people. A prominent yellow BOOK NOW button is positioned to the right of the form. The main content area is a grid of eight images: a close-up of a dish (DINING), the exterior of the Prospect Hotel (PROSPECT HOTEL), a bedroom with a quilted bed (ROOMS), a couple sitting at a table (YOUR HOSTS), the hotel at night (EVENTS), a living room interior (DIRECTIONS), a scenic lake view (ATTRACTIONS), and a smaller view of the hotel (EVENTS). A large green banner at the bottom contains the text 'Welcome' and a paragraph: 'This spectacular Crater Lake lodging is located just 28 miles from Crater Lake National Park (Oregon's ONLY National Park) and 1/4 mile from the Rogue River, offering warm and inviting accommodations in the natural beauty of Oregon. If you are interested in a Crater Lake Bed and Breakfast or Crater Lake B&B, Crater Lake Hotel, a Crater Lake Motel or a Crater Lake Restaurant this is the place to visit.' A yellow BOOK NOW button is centered below the text. The footer is white with the Prospect Historic Hotel & Restaurant logo on the left, navigation links in the center, and the phone number (541) 560-3664 on the right.

The mobile prototype shows a vertical layout with a dark green header containing the Prospect Historic Hotel & Restaurant logo, navigation links, and the phone number (541) 560-3664. Below the header is a green bar with a booking form containing a calendar icon, the date 8/06/2024, a person icon, and the text 2 people. A prominent yellow BOOK NOW button is positioned to the right of the form. The main content area is a vertical stack of eight images: a close-up of a dish (DINING), the exterior of the Prospect Hotel (PROSPECT HOTEL), a bedroom with a quilted bed (ROOMS), a couple sitting at a table (YOUR HOSTS), the hotel at night (EVENTS), a living room interior (DIRECTIONS), a scenic lake view (ATTRACTIONS), and a smaller view of the hotel (EVENTS). A large green banner at the bottom contains the text 'Welcome' and a paragraph: 'This spectacular Crater Lake lodging is located just 28 miles from Crater Lake National Park (Oregon's ONLY National Park) and 1/4 mile from the Rogue River, offering warm and inviting accommodations in the natural beauty of Oregon. If you are interested in a Crater Lake Bed and Breakfast or Crater Lake B&B, Crater Lake Hotel, a Crater Lake Motel or a Crater Lake Restaurant this is the place to visit.' A yellow BOOK NOW button is centered below the text. The footer is white with the Prospect Historic Hotel & Restaurant logo on the left, navigation links in the center, and the phone number (541) 560-3664 on the right.

Accessibility considerations

1

Contrast was an important feature in my design. Since I had tan buttons i needed to keep the button color similar which meant I needed my background to be a dark color

2

Labels on my pictures where important for navigation for all people just not for accessibility

3

Since my layout contains many pictures the use of alt tags will be important for screen reading navigation

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

With this new design I hope that users will be able to find and navigate the site faster



What I learned:

Throughout this project I learned two things. First, I learned to always view my designs through the eyes of my users. How is someone going to navigate, and how does the information need to be organized to best accommodate that process. Second, I learned to think of the things that are most important to the user. To explain, I learned i needed to place the most important information toward the top and it needed to be no less than 800px from the top.

Let's connect!



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