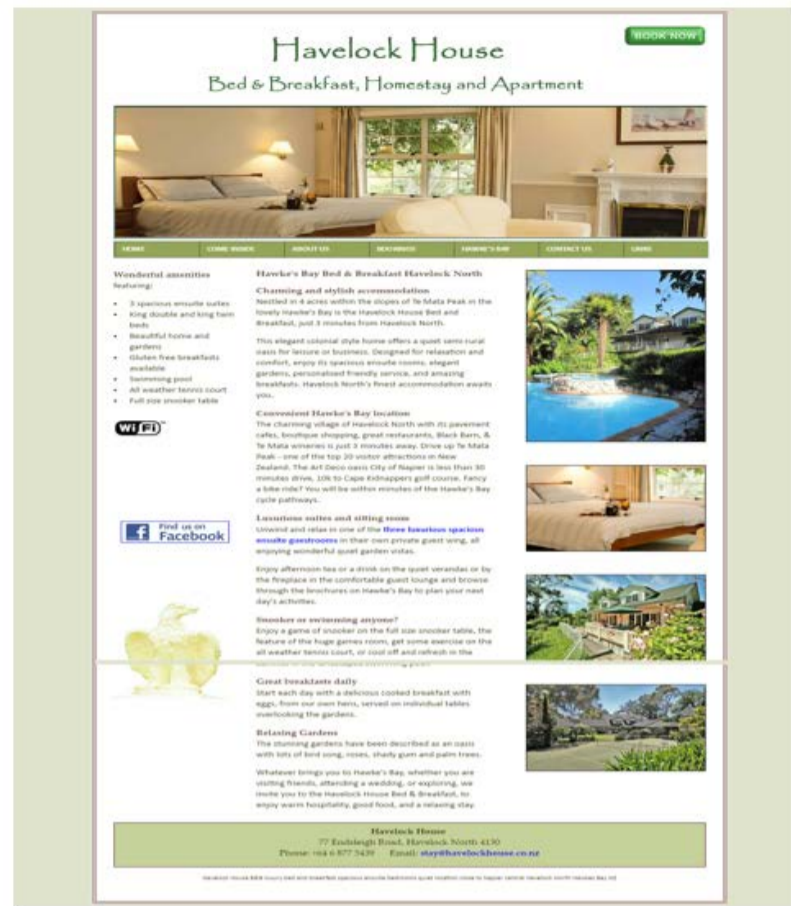


**Attributes of existing websites**



**Positives**

- The title is very clear and simple, uses a nice readable font.
- The navigation bar is simple and easy in reach. Clear and neatly spaced out. Nice font and calming colour.
- Calming colours and nice font.
- Happy positive pictures.

**Negatives**

1

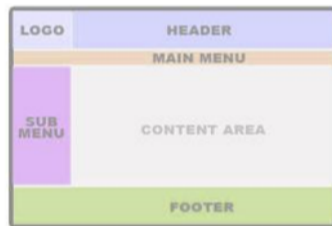
- The "Book Now" button is too vibrant. This is due to it being a different shade of green to the rest of the page. It stands out from the title which should be the main focus. Because it placed beside the title, it distracts from the "warmness" of the page becomes off-putting.
- The links are a bright blue colour which distracts from the calming colours. It makes the page look old.
- There is a random picture of an eagle which has no significance to the website.
- Headings are too small and need to be bolder.
- The links on the left side of page are strangely spread out. They should all be close together. It makes the page messy.

**Implication**

- The navigation bar worked out perfectly. It was neatly spread out, giving it a crisp and clean feel. It matched the colour scheme. This would be greatly considered for the B&B webpage.
- The colour scheme worked well, no colours clashed with each other so it did not feel full on. Green is also a very calming colour so it gave the page a warm feeling.

**Website Layouts**

I have chosen 4 layout ideas which I can then develop on. I will draw up 2 concepts based on these layout designs which I will present to my client, then they can make the final decision.



<http://www.stylisticweb.com/images/layouts.jpg>

This layout is clean. I would use the same however, I would abandon the submenu as I only require one navigation bar. I would extend the length of this page as my client has asked for a slideshow and then add my header 1 and content below.



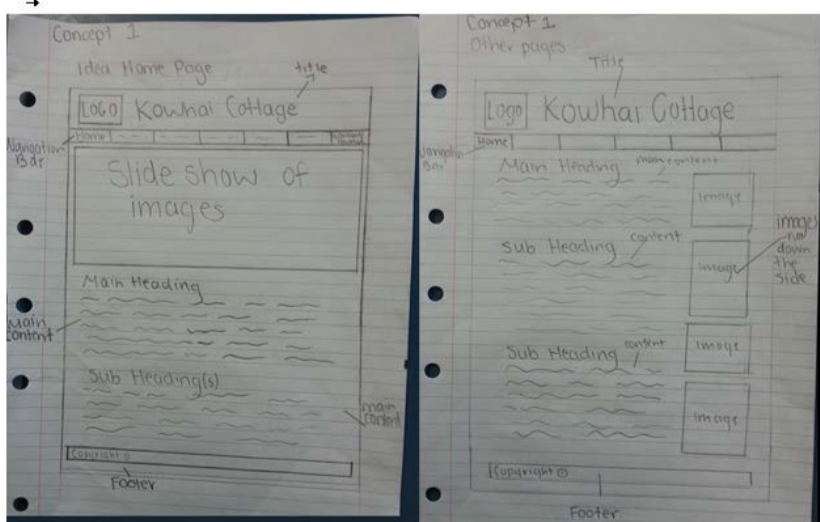
2

[http://speckycdn.sdm.netdna-cdn.com/wp-content/uploads/2010/08/web\\_layout\\_03.jpg](http://speckycdn.sdm.netdna-cdn.com/wp-content/uploads/2010/08/web_layout_03.jpg)

This layout is clean, neat, uncluttered. It also includes a slideshow which is what my client has asked of me. Although, the heading on this layout is very small. Even though it is tidy neat, I need the heading to stand out to the client, so they would be able to remember the name of the Bed and Breakfast stay. I would increase the area for the heading. There is also no logo on this layout to make the page unique as such. There would need to be a distinct feature so the client can recognise the page and maybe even suggest it to others.

**Initial Ideas**

**Concept 1**



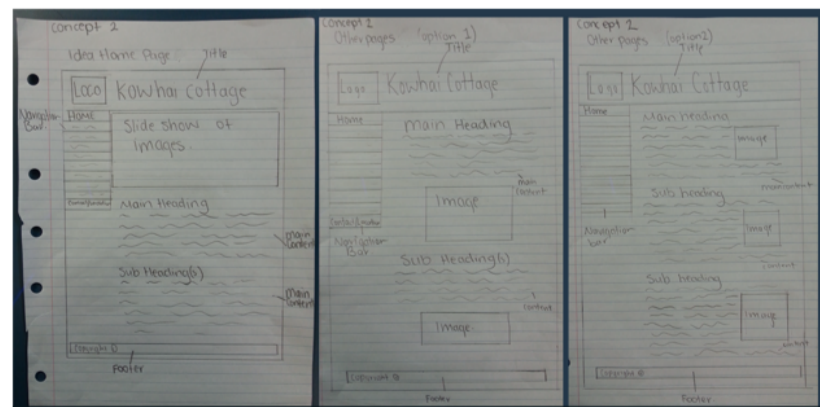
Reasons for Concept 1: I decided on this layout because it is clean and simple. Everything is evenly laid out on this design, nothing is too close together or cluttered which will be appealing to the user.

**Clients Comments:**

I like this one very much. If there are any other smaller images needed for the home page then they can just be added to the text - maybe to the right with the text going around the images on the left.  
Yes this one is a good starting point.

Stakeholder feedback: This one looks less cluttered than the other. Possibly more suited to a B&B.

**Concept 2**

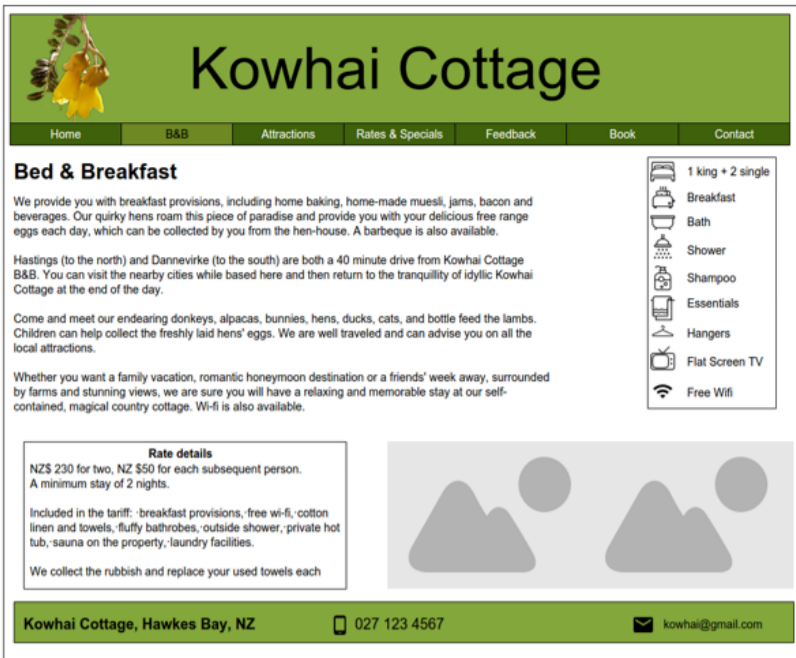


3

Reasons for Concept 2: This layout is quite different to Concept 1. I decided to place boxes, text and navigation evenly beside each other. I have the navigation on the left side of the page, the text in the middle of the page and a vertical line of images on the right hand side of the page. I personally feel this this layout though is quite cramped and that the user would have trouble concentrating with so much going on. I do prefer layout idea 1 as it is nicely spread out and less full on compared to layout 2.

**Clients comments:**

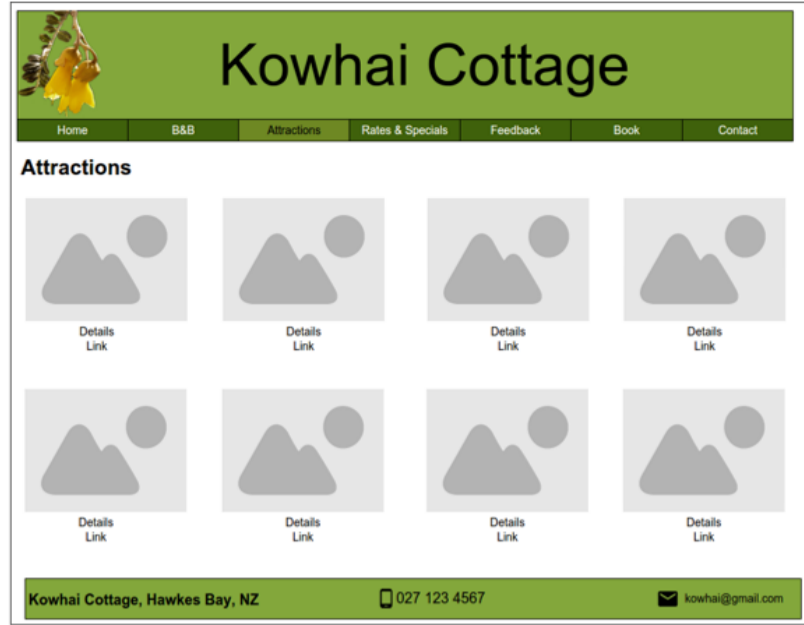
This is also a lovely idea, but seems a bit busy for me. Also there seems to be some empty space below the Navigation Bar on the left. I like the clean design of the first concept.



Reasons for layout of B&B page: This page needed different information to the other pages so I chose the information given to me by the client and selected a format that worked best for the amount of information that needed to be on the page. I had the text information located on the left side of the page as this is where the user of the website will first look. I then added a facilities bar image on the which floats to the right side of the text. This says what will be included in the B&B. I put the box there because this is where the user will next look. I then have a rate details box underneath the text information and 2 images located either side next the box.

Client comments: Great how this has the same look as the other page, yet is clearly different. The key on the right is great. Would you be able to add a hot tub symbol to the key, instead of the bath. Also I would like you to add laundry to the list. Also could you have "image, rate details, image" at the bottom.

Attractions



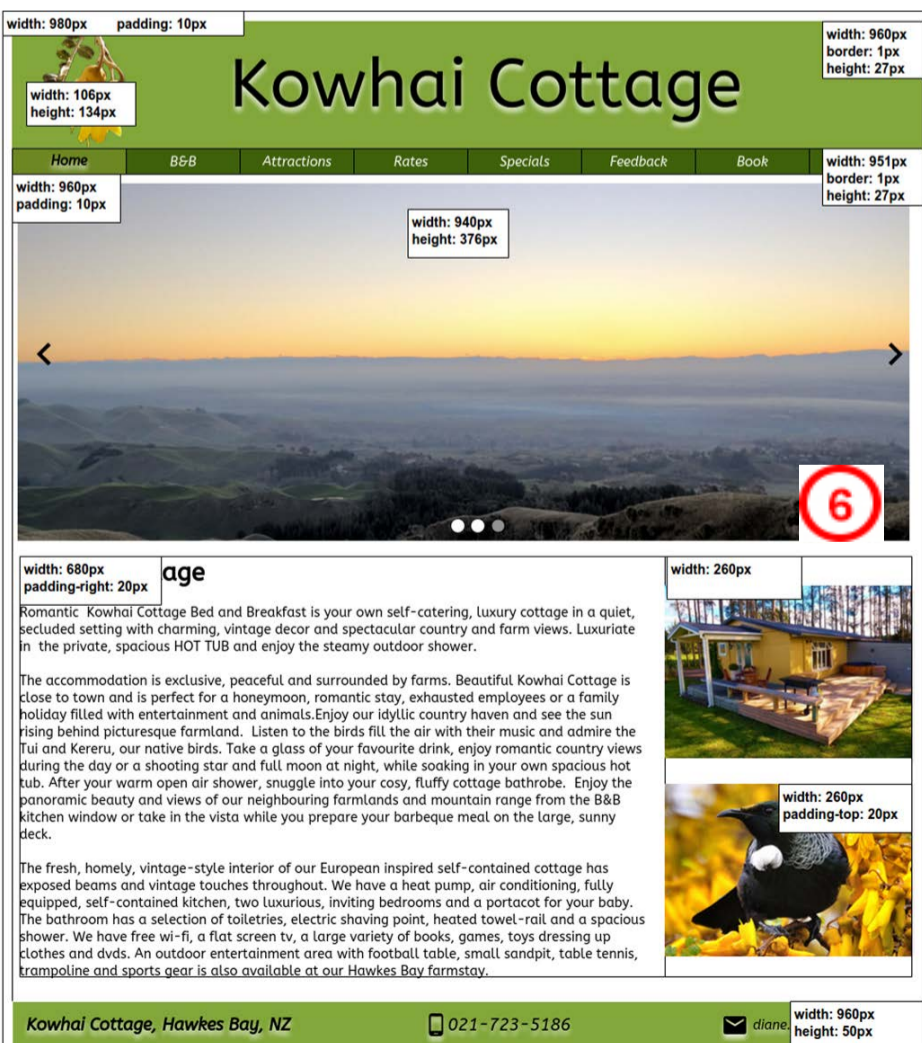
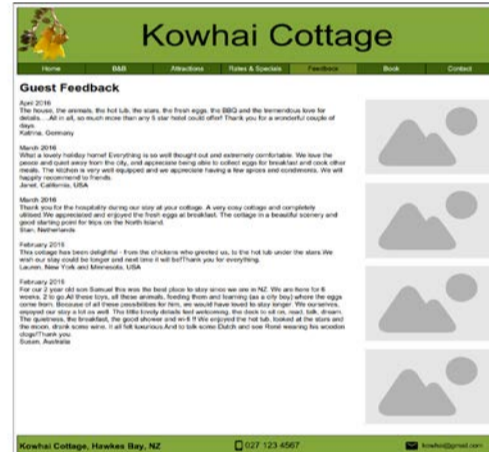
4

Reasons for layout of Attractions page: This page will provide links to other key tourism sites so I decided to have 2 rows of 4 different images of tourist attractions. This layout is not jumbled up and looks evenly spread out and clean to the website user. I put the title of the attraction and the link to the attraction website below the image. The image is a link to the attractions website as well. This is so the user can click on the tourist attraction link without having to leave the website and then have to search for the attraction website themselves.

Client comments: What a good idea. I look forward to seeing this page in action. Rates & Specials



5



6

Simplicity

Requirement: "uncluttered layouts allow viewers to focus on your message. Don't overload your site with overly complex design, animation, or other effects just to impress your viewers."

I have kept my pages simple without going overboard on the design. I have kept the main content plain so the viewers are not distracted by special effects and animations. This is so the viewer can focus on the main purpose of the webpage.

I have not added any fancy text to the website. I gave my client 6 options of fonts to choose from which were neat, simple and not anything spectacular, 3 of which were serif fonts and 3 of which were sans-serif. This is so I knew whatever font my client chose, the website would end up with a clean font.

I needed the website to have the "appealing factor", so a few images of/relating to Kowhai Cottage were placed evenly on each page. They would either be placed the bottom of the content or on a vertical line on the right side of the page. This so they wouldn't be too distracting from the content, but also so it would not make the viewers bored whilst reading.

If my webpage did not contain any images, the viewer would easily become bored and uninterested in Kowhai Cottage, although, I should not overload my pages with complex design, images, animation or other effects just to impress my viewers. It should contain enough content and detail so my viewers will well informed about Kowhai Cottage. I needed to make sure my background did not distract from my main information content. My background consists of yellow kowhai which are very bright. To prevent the background from overpowering the main information, I changed the opacity levels of the background from 100% to 50%. My background is now very subtle and does not distract the viewer's of the page from the main message. I needed to make sure that I do not overload one page with information. This means separating information into separate paragraphs and limiting the amount of information on the page. Also, I need to create separate pages for certain information including, attractions, booking, about B&B, rates, specials and feedback. This is located on my navigation. This way, the viewer does not have to scroll down to find certain information. They can just click on the navigation bar, the page they would like to view with the right information on it.