Charles Searle

New England Institute of Art

December 1, 2014

Hotel Zürich
Project Proposal

For my project, I decided to redesign the website for the Leoneck Hotel in Zürich Switzerland. This website is a flash website that is set up similar to a tour to the hotel. You click your way through various places in the hotel to navigate the site. There are a few problems with this set up though. One, is that the images they used to bring you through the hotel are paintings that are hard to see and they require time to look at an analyze at what is really in the hotel. The second problem, is that this makes the user have to remember where to click on in the site, because if you don't go to the right part of the hotel in the site, you won't be able to find what you're looking for. Also, if you mess up, the only way to go back is by starting all the way over and trying again. The original site can found here: http://leoneck.ch/index_web.php.

My solution to this issue is to redesign the website like a standard hotel sites. Looking at hotel sites for hotels around Boston will be the guide to see how this type of site should be set up. The site will still offer a way to "tour" but it will be done through picture galleries on the website. This is a congenital way hotel sites show off their interior. The site will also have two separate pages for careers and contact, which will be separate from the main pages, in a separator navigation yet still accessible on nearly every page. The goal of the site will be to have user make a reservation. There will be a book now button on nearly every page to try to coax the users to make a reservation. The site will also have to have a way to pick different languages as it is a hotel outside the US. The site should also display hotel time and the user's time as well for them to get a sense of the time difference in the country. This site needs to let users make a reservation, check out the hotel, get interested in entertainment, see the lovely restaurants in town, contact the hotel, apply for a job at the hotel and even find them deals for their time as tourists, and how to get their via google maps.. This is a good projection of what any hotel site should offer its users.