

Evaluation of Huntington Resorts Website: A Proposal for User Accessibility

Prepared for:
Huntington Resorts

Prepared by:
G.O.A.T Inc.

Address:
5493 Kingshill Drive
South Hill, VA 22046

30 April 2019



Huntington Resorts

299 South Creek Street
South Hill, VA 22046

April 17, 2019

Danielle Weirup
Principal Consultant
G.O.A.T INC.
5493 Kingshill Drive
South Hill, VA 22046

Dear Ms. Weirup:

Subject: Evaluation of resort website

In the last three years, Huntington Resorts has become a popular getaway for many families. Our guest numbers have risen by about 17% at our existing locations, and we are looking forward to opening our new locations. As a response to our rapid growth, Huntington Resorts would like to evaluate and update our websites in order to be more user friendly.

We would like to commission your firm to evaluate and recommend changes that would make our website more appealing and accessible. We are looking to make our home page easier to navigate for users, and we would also like to maximize the amount of information we can relay to a potential guest. We would like our website to be accessible to families and people of all ages,

We would like to have our website up and running by grand opening of the Leesburg Huntington, on May 30, 2019. To meet this deadline, we must receive your report no later than April 30, 2019.

We look forward to receiving your report. If you need any further information, feel free to contact Isabella Corbo at 556-555-2709.

Yours sincerely,

April Greenhart

April Greenhart
Director of Public Relations

G.O.A.T INC.

5493 Kingshill Drive
South Hill, VA 22046

April 30, 2019

April Greenhart
Director of Public Relations
Huntington Resorts
299 South Creek Street
South Hill, VA 22046

Dear Ms. Greenhart:

Subject: Huntington resorts website evaluation completed

Here is the report evaluating your website and suggestions that would make the website more user friendly.

We have evaluated three websites that we think will be helpful in the reconstruction of your website:

- **Wintergreen Resort**
- **Massanutten Resort**
- **Breezes Resorts**

We are confident that these suggestions will be helpful in the rebuilding of your website.

We have enjoyed working with Huntington Resorts and wish you the best of luck with your new location and website. If you have any questions or comments about the report, please contact me and we can set up a meeting. I can be reached at danielle.weirup@goat.com or by phone at 556-789-0987.

Yours sincerely,

Danielle Weirup

Danielle Weirup
Principal consultant

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Executive Summary

An increase in overall guests has resulted in Huntington Resorts wanting to improve their website to improve their website. The resort reconstructed their website in 2011 but recently they have decided to open a new location.

With the vast amounts of resorts around the world, it is crucial to maintain a family friendly website that is easy to access. Huntington Resort's personal relations director reached out to G.O.A.T. Incorporation to recommend three resort websites that provide exceptional contentment for guests.

G.O.A.T. Inc's task was to find websites with an appealing interface and easy to access information that guests can easily navigate. As part of the analysis, ease of use, content, and formatting and design were evaluated with the end goal of increasing guest numbers.

Each website was analyzed and rated using the following criteria:

- **Ease of use:** user-friendly, easy to navigate, reliable links, and quick booking options
- **Content:** appropriate and relevant, clear, concise, and simple language, ample information, and provides information about activities
- **Formatting and design:** appropriate pictures, easy to read layout, coordinating fonts and colors, and visually appealing

The guests and employees of Huntington Resort were given a survey. Based on the results of the survey, the following three resort websites were chosen on which to base our analysis:

- Breezes Bahamas Resort
- Wintergreen Resort and Conference Center
- Massanutten Resort

The focus of this report is to provide Huntington Resort with creative and innovative examples to incorporate within their website. We at G.O.A.T. Inc. are confident that our analysis and recommendations will both enhance the Huntington Resort website and significantly increase their number of guests for their upcoming resort.

Introduction

Resort websites are crucial for both potential future guests and for resort marketing to the public. With the website being the backbone to what the hotel has to offer, it must be pleasing to the eye and easy to navigate, all while broadcasting feedback of previous guests.

G.O.A.T Incorporation, located in Southill, Virginia, was founded in 2004, by Isabella Corbo, Danielle Weirup, and Lindsey Cosner. Their mission is to promote user accessible websites to the resort industry throughout their state of Virginia. Since then, **G.O.A.T Inc.** has provided services to resort industries throughout the United States and its larger global community.

G.O.A.T In has a rate of roughly 10,000 resort industries per year using our services to improve their websites. Since last updating our success rates, which, occurred on April 10, 2019, there was a 20% rise in success in our services which is shown in figure 1. There was also a 20% rise in the success of our resorts we provide services to.

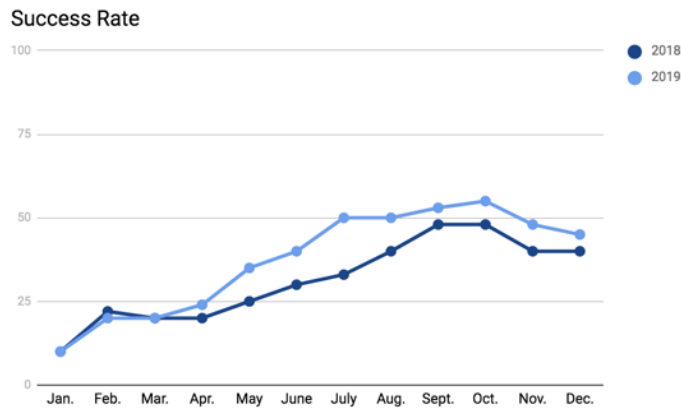


Figure 1: Rise in success for G.O.A.T. Inc. in 2019

When **Huntington Resort** guests and employees were surveyed, they were asked which parts of the website need improvement. The three main areas of complaint were ease of use, content, and formatting and design. Figure 2 shows the results of the survey given.

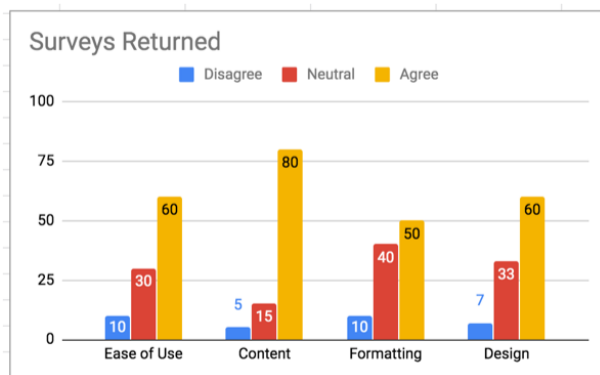


Figure 2: Result of the surveys sent out to guests and employees

This report will elaborate on the aforementioned problems prevalent within one of our customers, **Huntington Resorts**. We will compare **Huntington Resorts** to three websites, those

websites are Massanutten, Breezes, and Wintergreen Resorts. By using these websites, **G.O.A.T Inc.** will provide **Huntington** with recommendations and improvements they can use to attract new guests and create a more user-friendly website.

Each website was analyzed using the following criteria:

- **Ease of use:** user-friendly, easy to navigate, reliable links, and quick booking options
- **Content:** appropriate and relevant, clear, concise, and simple language, ample information, and provides information about activities
- **Formatting and design:** appropriate pictures, easy to read layout, coordinating fonts and colors, and visually appealing

With these analyses, we will be able to provide **Huntington** recommendations on how to improve their website in order to increase their guest numbers.

Analysis of Breezes Bahamas Resort

<http://www.breezes.com/>



Figure 3: Breezes Resorts & Spas Logo

Ease of Use

Breezes Resort offers a mobile friendly interface for its guests. A guest can access it whether they are on his or her smartphone or computer without distorting any of the features on the website.

Breezes offers reliable links for its guests so that the website is easy to use. All the links provided remain on Breezes website meaning that guests can find all information on the same site. When clicking on some links, users are brought to a separate tab so that they do not have to click a back button. Other links, however, do not open to new tabs but this issue is resolved by the logo appearing on every page and is hyperlinked to the homepage.

The homepage presents users with seven main tabs, one of them being a “BOOK NOW” tab, shown in figure 4. Users are given several other ways to book a room, including hyperlink pictures in their slideshow on the homepage. When hovering over tabs like “Dining & Drinks,” users are presented with a drop-down menu of options that provide them with information that is relevant to the tab. These tabs and drop-down menus are beneficial because users do not have to go through great amounts of text to find valuable information.

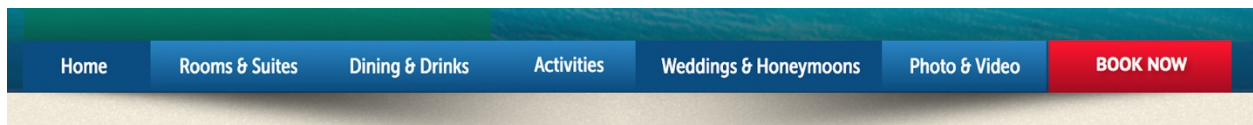


Figure 4: “BOOK NOW” tab is easy to locate and find

Content

The content of the Breezes website is concise, uses simple language, and informative. This allows for users to easily read the website and obtain information easily.

This website includes information from:

- cafes and bars
- nightlife at the resort
- honeymoon or wedding booking
- rooms that overlook the ocean, pool, or gardens
- restaurants
- activities on land or in the water

Nothing about a vacation should be difficult and that is why the Breezes Resorts website made not only finding the information users need easy but, also made booking a room a breeze.

Formatting and Design

The overall formatting and design of the Breezes website is appealing, attention-grabbing, and has a great visual hierarchy. On the main page, the website provides guests with a slide show of beautiful pictures of the resort, deals around the resort like couple massages or dinner for two. The pictures They also provide discounts for when you book at specific times of the year like Christmas or Spring break.

The pictures provided on the website provide guests with relevant ideas of what is offered at the resort. The pictures provided include, the beaches, the exercise center, and different areas on the Breezes property where guests can explore and have fun. These pictures help grasp and give imagery to future customers of what they could be doing but instead are missing out.

The seven main tabs are summarized with one or two words so that users know what information is provided in each tab. This helps users to spend less time scrolling and more time gathering useful information quickly.

The color scheme that Breezes uses in their website reflects the type of resort they are. Breezes is a beach resort and their color scheme reflects this with their tan and blue background and font color. The color scheme is both attractive and appropriate for their resort type. The one possible problem in the color scheme is that the text, under the main points, is slightly darker than the background, shown in figure 5. This could be an issue for those who have visual impairments or those who have difficulty distinguishing between colors.



Figure 5: Color scheme of website

Analysis of Massanutten Resort

<https://www.massresort.com/>



Figure 6: Massanutten Resort logo

Ease of Use

When navigating around Massanutten’s website, all tabs and links are easy to find. On every page, their logo is displayed at the top of the page and when clicked, brings the user back to the home page. All links provided are functioning as they should and do not present any problems when trying to access the page.

All links remain on the Massanutten website so that the user does not have to go to a separate website for information. What the website fails to do is have to have links open on a separate tab in the browser. This, however, is made up for by the Massanutten logo being on every page that brings users back to the homepage. Along with this, the quick link tabs that bring you to the separate areas of the resort’s website are always available at the top of the page along with the logo.

The six main browsing tabs that are available to users are presented by a single word that sums up the tab’s purpose, seen in figure “”. For example, the “PLAY” tab provides a page with all the various activities that the resort has to offer. This page has other various links to these activities so that the user can learn more about the activity. For example, when the “Family Adventure Park” link is clicked, the user is brought to another page with information on everything the Family Adventure Park has to offer. Each of these activities offered at the Family Adventure Park are hyperlinked and when clicked, bring the user to a new page to learn more information about the activity.

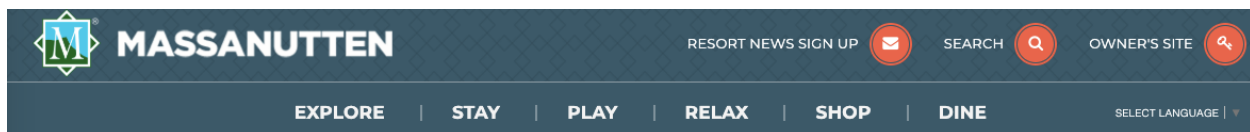


Figure 7: Separate linked tabs for more information

Content

When reading the descriptions under each link, the language is concise and is easy to read. The language is inviting to the user as it engages them with questions like “Want to see the mountains of Massanutten from a totally different perspective?” This allows for users to already feel included in the activity and become interested in what the park has to offer guests.

Under each activity, guests are able to access tabs like “things to know” as well as “hours & rates,” shown in figure 8. This allows for guests to budget their trip and plan accordingly. When booking lodging, guests are also able to set a price range for how much they want to spend on a room per night.

Figure 8: Hours & rates shown and things to know

Massanutten’s website allows for easy booking for its guests. The home page of the website allows for guests to easily book their stay. This is shown by the ability to pick an “arrival” date as well as a “departure” date. Guests are also able to input how many adults and children will be on the trip, shown in figure 9. This is then followed by a “GO” button that takes the guests to a separate browsing tab that shows them available lodging for their desired dates.

This website also provides local weather for guests to look at which is shown in figure “”. By providing this information, guests from either out of state or country will be able to accurately plan their desired trip.

The screenshot shows the 'Lodging' section of the website. At the top, there are navigation tabs: LODGING, WATERPARK, ACTIVITIES, GOLF, and SHOPPING. The 'Lodging' tab is selected. Below the tabs is a booking form with the following fields:

ARRIVAL	DEPARTURE	ADULTS	CHILDREN	
04/21/2019	04/23/2019	2	0	GO

Below the booking form, there is weather information:

CURRENTLY: 59.07° Mostly Cloudy | TODAY'S HIGH: 66.87° | TODAY'S LOW: 58.62°

A red button labeled 'FULL REPORT' is located to the right of the weather information.

Figure 9: Accessibility to booking and weather information

Formatting and Design

The overall formatting and design of Massanutten’s website allows for easy readability and accessibility. The main tabs are easy to locate at the top of the page and stand out because they are in all caps as well as white (figure 7), which makes them stand out from the dark blue-green background they are in front of.

On the home page, the most important information is presented at the top for quick accessibility for guests. When clicking on the tab for “PLAY,” the guests are brought to a page with the different activities offered at the resort. The different activities are hyperlinked to different pages and the links are in an orange box with white lettering so that they stand out, shown in figure 10.

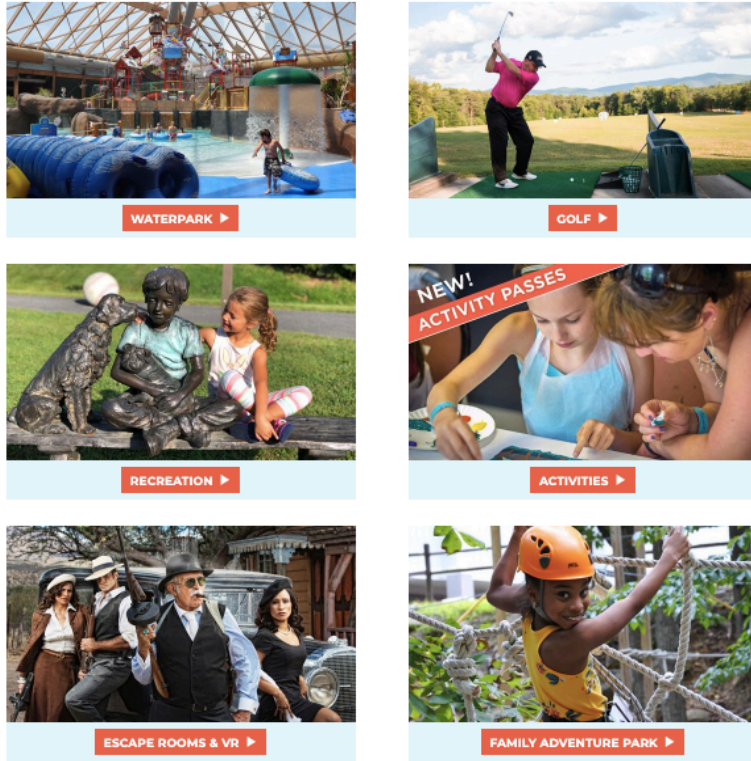


Figure 10: “PLAY” tab

All of the pictures used throughout the website apply to each of the activities and other various parts that the resort offers. The homepage, for example, provides pictures of food, the golf course, and the Family Adventure Park. Under the “PLAY” tab, there are pictures for each activity that relates to what the activity is. For instance, the “WATERPARK” link has a picture above it that is of the inside of the waterpark. These pictures allow guests to have an idea of each activity.

Analysis of Wintergreen Resort and Conference Center

<https://www.wintergreen-resort.com/index.html>



Figure 11: shows Wintergreen logo

Ease of use

Wintergreen Resort’s website is clear and easy to navigate. Similar to Massanutten’s website, at the top of each page is Wintergreen’s logo and when it is clicked it brings you back to their home page, as seen in figure 12. Their different categories of services and resources are displayed at the top of every page with a drop-down menu that allows users to make their search more specific, this is shown in figure 13. For example, under “groups and meetings” it has a drop-down menu listing the different resources to guide the process.

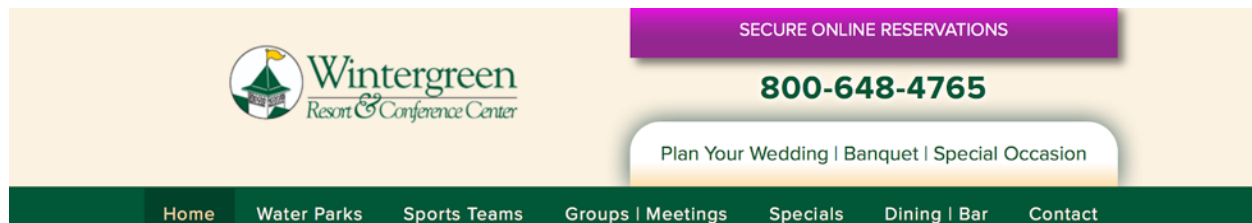


Figure 12: Wintergreen top of page

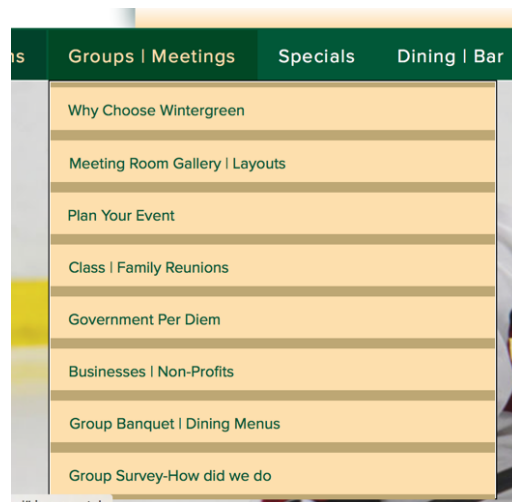


Figure 13: Drop down menu for “Groups | Meeting” tab

Wintergreen also has areas on the homepage that you can click and directly book reservations, plan events and a tab that shows their upcoming events. Where Wintergreen’s website falls short is whenever you click on one item it opens in a new tab, leaving you with 5 or 6 tabs open at a time. This makes it very difficult to find what you were looking for.

The homepage and the overall website is very easily accessible and even offers downloadable material that you can print out or read without the use of internet access. The website emphasizes and advertises their specials and deals heavily.

Content

The content on the Wintergreen website is clear and straightforward. Users are able to navigate through the website and understand most of everything. The website includes information on the following topics:

- Amusement parks
- Weddings
- Sports
- Conferences
- Bars and restaurants
- Social media
- General contact information

Formatting and Design

Overall the formatting and design of the Wintergreen website is attractive and well put together. The color scheme of green and cream is continued throughout each page, however some parts are in neon magenta; the magenta color can be a bit abrasive to the eyes from a computer screen and when compared to the muted green and cream.

While the layout on the homepage is very informative, it also contains a lot of words that could be put elsewhere on the website. The overload of words on the homepage makes it less appealing to look at. This could be fixed if they added an “about us” tab and included this information there. Replacing this informative section with the section below it that highlights their social media, as shown in figure 14.



Figure 14: Advertisement for Wintergreen’s social media

Conclusion

Since the last update of Huntington Resort's website, Huntington Resorts have seen a steady influx of overall guests. The resort is planning on opening up a new location and believes that a more updated website that provides more information about all of the different locations and the activities they offer.

Hundreds of resort websites offer inviting and family friendly websites for their guests. A properly designed resort website is user friendly and uses appropriate content, and proper formatting and design. Implementing these criteria will lead to an overall increase in guest numbers and give more traffic to the new locations.

By giving a survey to the guests and employees, G.O.A.T Inc. concluded that the three best examples of resort websites that incorporate the three previously mentioned criteria:

- Breezes.com
- Massresort.com
- Wintergreenresort.com

Through the analysis conducted by G.O.A.T Inc. it is has been concluded that while each website features the desired criteria, some websites exceeded expectations more in one area than the other. Breezes.com demonstrated exemplary **ease of use**, the website was easy to navigate. Massresort.com exceeded in **formatting and design** with its use of color and imagery. Wintergreenresort.com was successful in informing guests with its useful and abundant **content**.

Recommendations

G.O.A.T Inc. recommends that Huntington Resorts implement the analyzed criteria from all three resort websites. In particular, Huntington Resorts should implement the strongest elements from each website as follows:

- A tab bar should be placed at the top of every page along with the resort's hyperlinked logo to allow ease of navigation as seen in massresort.com and breezes.com.
- [Massresort.com](http://massresort.com)'s overall formatting and design should be implemented as it provides helpful activity pictures and appealing color scheme.
- Huntington Resort should include informative content as seen on wintergreenresort.com.

Appendix A: Guest and Employee Survey on Website Improvement

This survey was conducted by G.O.A.T Inc. and authorized by Huntington Resorts for distribution amongst guests and employees. It was used to decide which criteria amongst website designs were most useful and informative to increase the overall number of guests.

1. I believe Ease of Use is an important element of website design.

Disagree Neutral Agree

2. I believe the Content of a resort website is important.

Disagree Neutral Agree

3. I believe the Formatting of a website is critical guest attraction.

Disagree Neutral Agree

4. I believe good Design is crucial to the overall appeal of a website.

Disagree Neutral Agree

Appendix B: Guest and Employee Survey on Website Improvement Results

Out of the 500 surveys given, 100 were returned. The following table demonstrates the results:

	Disagree	Neutral	Agree
Ease of Use	10	30	60
Content	5	15	80
Formatting	10	40	50
Design	7	33	60