



Comfy Sheets & Suites: A Website Analysis

Submitted to:

Comfy Sheets & Suites
2450 W Broad Street
Richmond, VA 23230

Prepared by:

Landsberg & Sanfield Consulting
3120 River Road
Richmond, VA 23238

November 30, 2018



Comfy Sheets & Suites

Corporate Office
2450 W Broad Street
Richmond, VA 23230

September 1, 2018

Rebecca Landsberg
Principal Consultant
Landsberg & Sanfield Consulting
3120 River Road
Richmond, VA 23238

Dear Ms. Landsberg:

Subject: Evaluation of hotel reservation websites

The Design Department of Comfy Sheets & Suites hospitality chain would like to ensure that potential new and returning hotel guests are able to find information easily and efficiently. We would like to provide our guests with a reservation website that will showcase what our company has to offer and allow all guests to find the perfect location and room choice.

We wish to commission your consulting company to conduct a study of four hotel websites. We would like recommendations that will help us improve our website to make it more informative and user-friendly for our returning and new guests.

We would like to have the website designed and ready to be used by our customers by January 1, 2019. To meet this deadline, we must receive your report by December 1.

We look forward to receiving your report. If you require any further information, please feel free to contact head of web design, Brian Smith, at 555-555-2398, ext. 114.

Your sincerely,

Bethany Thompson

Bethany Thompson
Director of Design



Landsberg & Sanfield Consultants

3120 River Road
Richmond, VA 23238

November 30, 2018

Bethany Thompson
Director of Design
Comfy Sheets & Suites
2450 W Broad Street
Richmond, VA 23230

Dear Ms. Thompson

Subject: Hotel reservation website evaluation completed

Here is the report evaluating hotel reservation websites for the new website design that you requested in your letter of September 1, 2018.

We have recommended four websites that provide relevant accommodation and guest information in an organized, concise, and user-friendly manner:

- Days Inn by Wyndham
- Holiday Inn
- Marriott International
- The Plaza Hotel by Fairmont

We are confident that these four websites exhibit convenient and useful resources that will assist your guests with their hospitality needs.

We have enjoyed working on this report. We extend our thanks to Brian Smith for assisting us in developing the guidelines for evaluation to improve your website's ease-of-use. If you have any questions or comments about the report, we will be happy to discuss those with you. I can be reached by phone at 555-555-6073, ext. 2.

Yours sincerely,

Rebecca Landsberg

Rebecca Landsberg
Principal Consultant

Enclosure: Report on hotel reservation websites

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Executive Summary

A new hotel company named Comfy Sheets & Suites has reached out to our company, Landsberg & Sanfield Consulting company, in hopes of creating a website for their new hotel. This company needs a well organized and appealing website to inform the public of their hotel opening.

With the large amounts of hotels already existing around the country, it is critical for Comfy Sheets & Suites to create a strong online presence to encourage the public to visit their website and hotel. The comfy sheets and suites, contacted our company to recommend four hotel websites that provide prestigious demonstrations of similar content.

Landsberg & Sanfield's task was to find websites that are user friendly and appealing to costumers. As a part of our company's analysis, visual appeal, interactivity and quality of content were evaluated to find the most appealing items from each website to create the best website for Comfy Sheets & Suites. Each website was analyzed using the following three criteria:

- **Visual Appeal:** use of graphics, proper use of white space, color
- **Interactivity:** easy to use, virtual tours, attractions near hotel
- **Quality of Content:** FAQ's, up to date content, directions to and from hotel

We, Landsberg & Sanfield Consulting company, chose four different hotels based on different levels of qualities. In order to give Comfy Sheets & Suites the best recommendations possible, we wanted to use a broad search and gain perspective from all different styles and types of websites. The following four hotels were chosen on which to base our analysis:

- Days Inn by Wyndham
- Holiday Inn
- Marriott International
- The Plaza Hotel by Fairmont

The main focus of this report is provide Comfy Sheets & Suites with creative and useful examples to use within their own new website. We, at Landsberg & Sanfield Consulting company, are confident that our analysis and recommendations will help create visually appealing and competitive website.

Introduction

Travel and hospitality is an exciting and lucrative business. People are traveling now more than ever, and reasonably affordable and comfortable accommodations are essential to keep hotel guests happy, and to keep them coming back.

In today's day and age, being able to reserve a hotel stay quickly, efficiently, and in some cases at the last minute, is important. There is an abundance of hospitality options around the world, making it a competitive market.

Landsberg & Sanfield Consulting company has been commissioned by a new hotel company, Comfy Sheets & Suites, to analyze and recommend four websites with varying degrees of pricing and quality (See Figure 1). Our analysis will provide Comfy Sheets & Suites with information most useful for the construction of their website.



Figure 1: Comfy Sheets & Suites logo

Landsberg & Sanfield Consulting, based in Richmond, Va., has been in the hospitality information and design business for 10 years, and has done research for a number of hotels and resorts in Virginia, including Hampton Inn, The Omni Homestead Resort, and Massanutten Resort.

We chose to focus on the Days Inn by Wyndham, Holiday Inn, Marriott International, and The Plaza Hotel by Fairmont. Each website was analyzed using the following criteria:

- **Visual Appeal:** Use of graphics, proper use of whitespace, and color
- **Interactivity:** Easy-to-use, virtual tours, attractions near hotel
- **Quality of Content:** FAQs, up-to-date content, directions to and from hotel

In addition, we surveyed 100 individuals asking which website of the four chosen was most appealing for feedback. The answers to the survey confirmed our results.

Analysis of the Days Inn by Wyndham Hotel Website

<https://www.wyndhamhotels.com/days-inn>

The Days Inn is a worldwide hotel chain owned by the Wyndham Hotels and Resorts company. It is generally known to be an affordable, family-friendly accommodation, with basic amenities and easy to access locations.

Visual Appeal

The webpages are white, with simple black font, and important headers or links bolded. The majority of their use of color comes from the images.

The background of the national homepage shows the outside of a standard Days Inn location and a few friendly and relatable images (see Figure 1 & Figure 2).



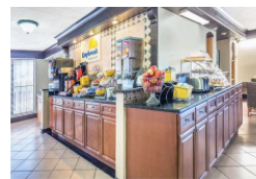
Figure 2: Image of a family from Days Inn national homepage.



Figure 3: Image of an inviting room with a pleasant view from Days Inn national homepage

Once the user chooses a location, the photos shown will be from that particular hotel including the exterior, the lobby, a few guest rooms, the featured amenities, and areas that can be reserved for meetings and events.

The homepage for a chosen location shows organized images and text in a clear and pleasant manner, and use of bolding and a larger font makes it easy to know what text describes what image (see Figure 3).



Fresh Amenities

Enjoy perks like free breakfast, free WiFi, and our outdoor pool

Start each morning with our free Daybreak continental breakfast. Stay connected with free WiFi and unwind at the end of a long day by the seasonal outdoor pool. Our accessible hotel has truck and bus parking so groups of all sizes can join the fun.

Spend the Day Your Way

Get to know Poe, enjoy live thoroughbred racing, and explore the past

Wander historic downtown Richmond and stop in the Virginia State Capitol Visitor Center to learn more about the history of Virginia. Tour Agecroft Hall, an original Tudor home built in England in the 15th century and shipped to Richmond in pieces, or Virginia House, built in 1929, both less than four miles away. Delve into literary history at the Edgar Allan Poe Museum or catch a NASCAR race at Richmond International Raceway.



Figure 4: Richmond location homepage images of amenities and a city street.

The background of a chosen location is the exterior of the hotel, in this case the Days Inn by Wyndham Richmond/South location, with text providing its full mailing address and phone number for contact.

There are 16 photos on the homepage, allowing the user to view all aspects of the hotel before searching for a specific room.

The user will likely know before leaving the homepage to search rooms whether or not it is a hotel they want to stay at; based on amenities, lowest priced room, photos, and reviews standing out.

Interactivity

The website does not allow the user to virtually tour any guest rooms, the lobby, or any other area of the hotel and there is no virtual assistant available for immediate communication.

On the Richmond location homepage, there is a map that will zoom in and out to see streets in close proximity to the hotel or view the interstates and locations further from the hotel. There is a link titled “Get Directions” below the map that opens a new window to Google Maps with the hotel’s address already entered in as the traveler’s destination to provide a quick way to get directions.

At the bottom of the webpage is a link allowing for guests to make website feedback (see Figure 5).

The screenshot shows a feedback form with the following elements:

- Introductory text: "If you have a hotel experience or customer service issue or would like to get a response, please click [HERE](#)."
- Text area: "Please enter your comments about this page" with a "1000 characters left" indicator.
- Dropdown menu: "Choose a topic..."
- Rating scales: "Website Overall", "Page Information", "Page Design", and "Ease of Use", each with five stars.
- Section: "Optional Questions" with two dropdown menus:
 - "What was the primary purpose for your visit to our website? Please choose one..."
 - "Were you able to successfully complete the purpose of your visit? Please choose one..."
- Footer: "opinionlabs" logo, "Privacy Policy About this system", and "© OpinionLab, Inc. All rights reserved."
- Submit button: "Submit"

Figure 5: Website feedback form

Quality of Content

On the national homepage, the user can easily find a location by using the search bar in the middle of the page. It requires a destination, check-in and check-out dates, number of rooms and guests in the party, and a drop-down menu for special rates. This information and the lowest rate available for the guest remains at the top of the page with a link to search the rooms that match the request.

The top of the website contains a fixed menu bar with a logo link to the chain’s original main

page, and links for the chosen location’s homepage, offers, groups, finding a reservation, and joining or signing into Wyndham Rewards. There is also a drop-down menu of 12 language options. This section is always at the top as the user navigates through the Days Inn pages.

The first message seen is inviting the guest to “Stay with Us in Richmond” followed by the mention of nearby attractions such as Richmond International Raceway, Richmond International Airport, ease of interstate access, and proximity to Downtown Richmond. This message focuses on what makes their location convenient (see Figure 4).



Stay with Us in Richmond

Close to Richmond International Raceway and Richmond International Airport

Make our pet-friendly Days Inn Richmond hotel — near Richmond International Raceway — your gateway to the River City and beyond. With easy access to I-95, our hotel puts you in close proximity to downtown Richmond and approximately 20 minutes from Richmond International Airport (RIC).

Figure 6: Days Inn Richmond/South location's homepage message to guests

The homepage has an easy-to-see simple navigation box on the left, with links to the hotel overview, photos, maps and directions, amenities, event rooms, and reviews (see Figure 6).

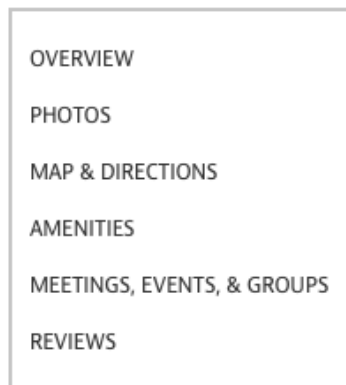


Figure 7: Navigation box

To the right on the homepage is a general information box with a link to a third-party customer rating site, check-in and check-out times, a list of key amenities, and a link to see all hotel policies (see Figure 7).

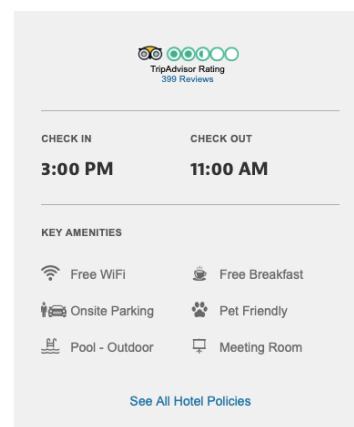


Figure 8: General information box

Analysis of Holiday Inn Hotel Website

<https://www.holidayinn.com/hotels/us/en/reservation>

The Holiday Inn hotel is a part of the InterContinental Hotels Groups (IHG). This group also includes the Crowne Plaza, Hotel Indigo, Candlewood suites and many more. The IHG has over 5,518 hotels globally that includes 825,746 rooms.

Visual Appeal

The Holiday Inn website is visually appealing to the viewers in more way than one. The first item you see on the website is a large picture of a mom and son in a swimming pool enjoying their time at the Holiday Inn. Throughout the entire home page, there are different pictures everywhere. There are several pictures that show all the different amenities available at the Holiday Inn. This includes firmer pillows, making business fun, fitness center and a few more. These pictures have links that will take you to more information regarding the topic in the picture (see Figure 9).



Figure 9: Holiday Inn homepage

Real life photos of individuals in the Holiday Inn hotel make it more personal. The Holiday Inn also uses pictures of the view from the Holiday Inn hotel. This is advertising that their hotel is located near beautiful and exotic destinations. This is an aspect not seen in a majority of hotel websites but would be appealing to prospective guests (see Figure 10).

Joyful experiences across the globe.

Updates from our guests >



Figure 10: Holiday Inn joyful experiences across the globe section

The front page is very organized and uses the white space to keep the website looking clean and crisp. They use the color green as the accent color to catch the viewer’s eye. All the tabs are well labeled at the top, it is easy for one to book a hotel, and they use a large amount of visuals to catch the viewer’s attention. One of the first items you see on the Holiday Inn hotel is the information for their rewards system. They have a picture of the IHG Platinum card and a quote beside it that says “Earn and enjoy 80,000 points plus, Platinum elite status and so many more rewards” (see Figure 11).



Earn and Enjoy 80,000 Points
Plus, Platinum Elite Status and so many more rewards.
[Learn More >](#)

[Find a Hotel](#)

[Manage Reservations](#)

Destination*

City, Airport, Attraction or Address

Check In

11/26/2018

Check Out

11/27/2018

[More Options](#)

* Required Field

[Search](#)

Figure 11: Holiday Inn platinum card

If you click on this link you then can see more information about the IHG platinum card. Having this information so high on the home page shows the customer how important it is for the viewer to become a platinum member. After you see the information for the platinum card, next you see the search bar for finding a location for the Holiday Inn hotel. Holiday Inn makes it easy for their customers to find a location and book the hotel they want. This website is definitely viewer friendly and it is easy to navigate.

Interactivity

The Holiday Inn hotel does not use a virtual tour to see the hotel however there are several links off the front page that tell you all the different items the hotel includes. This section talks more about the specific rooms of the hotels. Such as meeting rooms available upon request of the customers, information about their dining services and much more. In order to see what the hotel rooms look like, the viewer must type in the information about where they want to stay and the dates they want to stay there. Once that information is entered, the viewer may then click on the hotel offered and see pictures of the rooms and that specific hotel (see Figure 12).

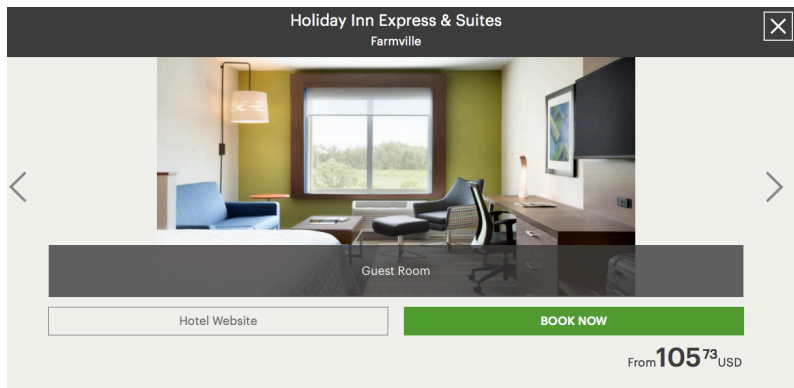


Figure 12: Holiday Inn Farmville hotel rooms

Since there are many different Holiday Inn Hotels around the globe, they require the viewer to type in his or her destination before viewing the rooms of the hotel. There is a slide show that comes with every Holiday Inn hotel. This slide show will show pictures of the front desk, the exterior of the hotel, all the different rooms offered, the fitness center and more. The viewers than has an idea of what the hotel will look like.

Quality of Content

The Holiday Inn hotel has different items on their home page that are useful to the viewer. Since this hotel is international, there is a tab at the top of the website that allows the individuals to change the language and in what country you are looking for a Holiday

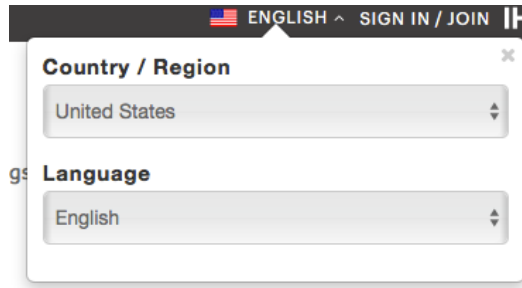


Figure 13: Holiday Inn top drop-down menu

Inn hotel (see Figure 13). Also, at the top of the page along with the language tab, there is a number displayed beside “Need Help”. This is right at the beginning of the page; it shows the viewer that the company wants to help if a problem arises. Another useful item is on the side of the website homepage, there is a little gray box that says “Feedback”, this tab allows the viewer to add their own feedback or view feedback from other customers. Another useful item is located on the page when booking your hotel. There is a section that allows the viewer to ask for a virtual assistant (see Figure 14).



Figure 14: Holiday Inn virtual assistance

Once you click on virtual assistant, another page pops up with more FAQ's and a chat box that you can ask a virtual assistant any questions you have about the hotel company itself or about booking the Holiday Inn hotel (see Figure 15).

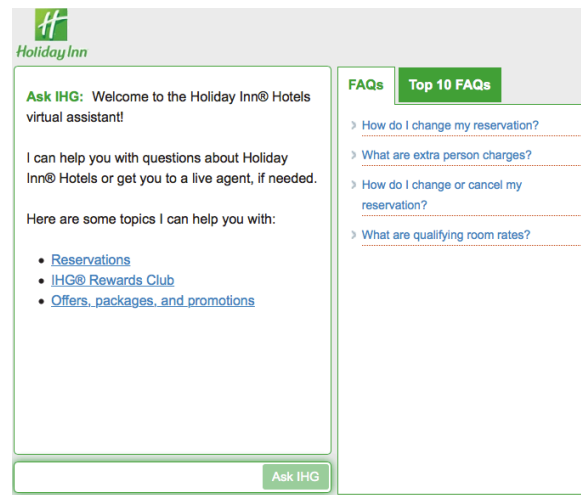


Figure 15: Holiday Inn virtual assistance portal

This chat is extremely useful for any questions one may have that are not displayed on the Holiday Inn website. The virtual assistant tells the viewer information they can help with and offers to get the viewer a live agent if necessary. You can interact through this chat and get any missing information one may have regarding the Holiday Inn hotels.

Analysis of Marriott International Hotel Website

<https://www.marriott.com/marriott-hotels-resorts/travel.mi>

Marriott International, Inc. is a leading global lodging company with more than 6,700 properties across 130 countries and territories, reporting revenue of more than \$22 billion in the fiscal year of 2017. The company was founded by J. Willard and Alice Marriott and has been led by family leadership for more than 90 years. Their headquarters are in Bethesda, Maryland.

Visual appeal

When looking at the Marriott website, the visual appeal is one of its strongest qualities. The entire website is in a neutral grey color that makes it appealing to the eye (see Figure 16). The color is not too loud, making it easy to navigate without getting distracted. The entire website is filled with graphics, and the photos on the homepage show the best that the Marriott has to offer in all of its different branches.

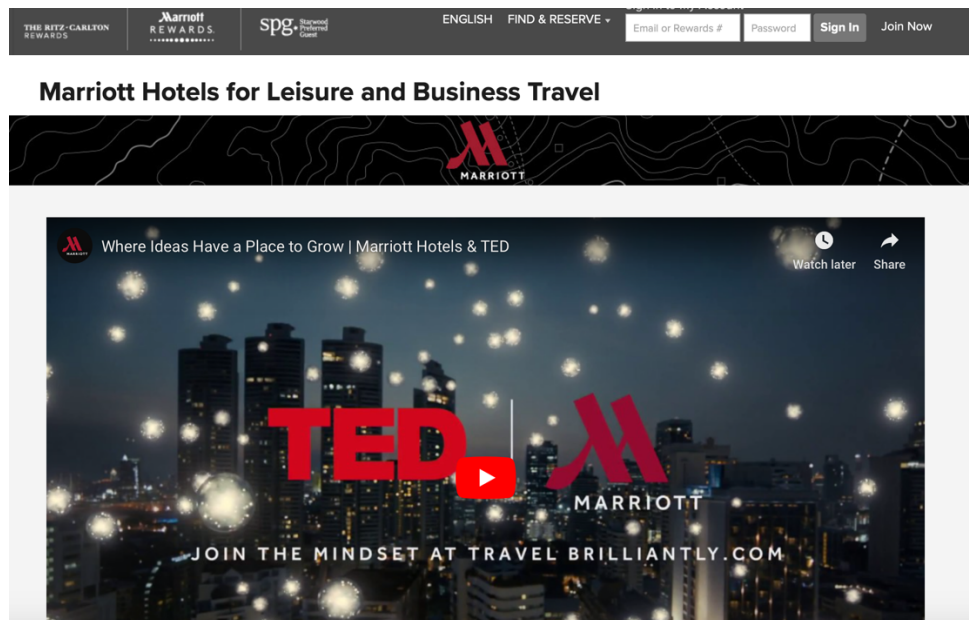


Figure 16: The homepage of Marriott International corporate website

Whether you are looking at the clubs, resorts, or cocktail bars, the website offers many different galleries that showcase their “redesigned” theme. While the website is branded with the sleek grey color, it also includes a large amount of color that coincides with the collaboration the company now has with TED. They also feature a section at the bottom of the website that contains a digital magazine and a TED inspiration section for the curious reader.