



**Project:** Sample Hotel Site

**Contact:** John Doe

**Email:** Email Contact

**Targeted Visitors:** Those wishing to book a hotel; Africa, Australia, Europe and USA

**Purpose:** To book hotels rooms in stated countries. Assist visitors in acquiring special and provide special services vacationing packages, weekend special

**Industry:** Travel

**Consultant:** John Smith

**Date:** 12/8/2008

**Website Profile:** Sample Hotel Site is a brick and mortar company/travel agency that has base operations in each of the stated countries. Some of the services they offer are hotel, flight and condo reservations, and vacation packages. Their strength in marketing stems from their local offices within each country as well as well as magazine advertisements. Firsthand knowledge of hotels and vacation destinations is demonstrated through their website.

Their goal is to not only represent their respective countries well, but offer five star accomondations and services to all who view their updated website. Special rewards and gift certificates are awarded to repeat customers as incentives. Special "Hotel Bucks" are rewarded to existing members for future booking purposes.

Detailed pictures of facilites, rooms and vacation destinations are highlighted to entice visitors to use their five star services. By using our consulting services, Sample Hotel Site plans to gain an additional 55% - 89% increase of prospective clients within the first 3 months. An estimated 25% increase is expected for the next 3 fiscal quarters.

# Score Card Sample



URL Reviewed: [samplehotelsite](http://samplehotelsite)  
Date Completed: 12/8/2008

## RATINGS



- Well Done



- Minor Issues



- Major Issues



- Severe Problem(s)

**Remember:** These topics are only part of the 103 point checklist

Issue	Observation	Rating	Recommendation(s)
<b>Navigation</b>			
Appropriate Text Links	The top navigational links contain inappropriate slang. There also seems to be two hidden links within the top navigation		Don't make your visitors guess where a link is going to take them because of re-direction: Eliminate hidden links and put in the correct pathway. Re-word the slang terms and replace with appropriate language that is more universal.
Site Map	Location of sitemap link is present on all linked pages and located in a good position. The		
Filtering	The list of hotels are all located in one LARGE drop down box. The prices and hotel dates for each hotel listed are unclearly identified		Organize your hotel listings by state, rankings and cost Users can then choose which criterias are important to them and view only relevant hotels. <b>For example</b> , price-conscious users may choose only the hotels for under \$90 (thereby filtering out all products over \$90).
<b>Layout</b>			
Color	Excellent use of color. Easy on the eyes and offers a pleasant feeling		
Graphics	Selling rooms is your business, but you do not have to post a picture of every one of the on the home page		Limit the number of rooms you want to highlight then categorize the rest.
Scrolling	The webpage was to horizontally alligned.		The majority of people do not like to scroll horizontally, locate the 3 boxes off page somewhere in the center part of the design horizontally.
Call To Action Buttons	Where are all of your Action Buttons?		There should be several CTAB located in each of the 7 boxes. In order for users to buy, inquire, search, etc. they must accurately represent each box and properly linked to the correct pages in your site to be effective.
Pop-Ups	Whew! You didn't have any.		
Instructions	The instructions to actually booking a hotel were very unclear and confusing.		Re-word the 5 point instruction list clarifying each and ask 4 people to test your instructions. Help should be task-focused rather than feature-focused, and use common language rather than complicated directions.



## Executive Summary Sample

**Conclusion:** The following summary contains the recommendations and observations from our consulting services for: Sample Hotel Site.

The information that has been gathered and presented to you in this style format about usability is only an analysis from our perspective. The final decision on recommendations should also involve the website designer, any hosting agencies and key personnel within your organization. It is not our intention to insult or discredit any persons involved in the website's creation or design. Include all parties when attempting to correct any shortcomings based upon the recommendations stated in this brief.

An effective website, for profit or non-profit, should always consider the user's perspective first. By creating a user-friendly website and adjusting for all aspects of usability, visitors can be actively engaged and have a successful experience when visiting your website.

We believe that if proper care is made to create a positive, efficient experience, more users will be able to find what they need on the world wide web. Be aware that some of our comments may seem to be abrasive. As our customer, we have great respect for your decision to enhance your ability to communicate with your website visitors.

**Final Thoughts:** This paragraph will contain a few final thoughts concerning the consultation. If there were any major issues, suggestions or compliments, they will be offered here. Each page, that is being reviewed will be treated individually. We understand that there will be challenges that you may face in the re-construction process to make your website a more efficient and effective website experience.

If there are any additional services that you have need of, please do not hesitate to contact us.

**Maximize Your Website Investment**

