

PROPOSAL OF WEB DESIGN FOR EAGLE'S NEST BY IVAN CRUZ

## INTRODUCTION

43% of users browse the web on their tablets and smartphones and only 10% of websites to date are optimized for mobile and tablet.

This presents us with a great opportunity to position Eagle's Nest web presence above it's competitors on the web.

## PROPOSAL

The proposed direction is a site that will be designed with both desktop and mobile users in mind.

The site will make use of the current photography to showcase the beautiful and luxurious spaces Eagle's Nest has to offer.

## PROPOSAL

### Design Round 1 (2 Days)

Two visual approaches of the homepage and one interior page of the site.

### Design Round 2 (1 Day)

Refinement of the visual approach selected

### Production Design (2 Days)

Design of all interior pages of the site based on the design approach approved in Design Round 2.

### Final Design Review (1 Day)

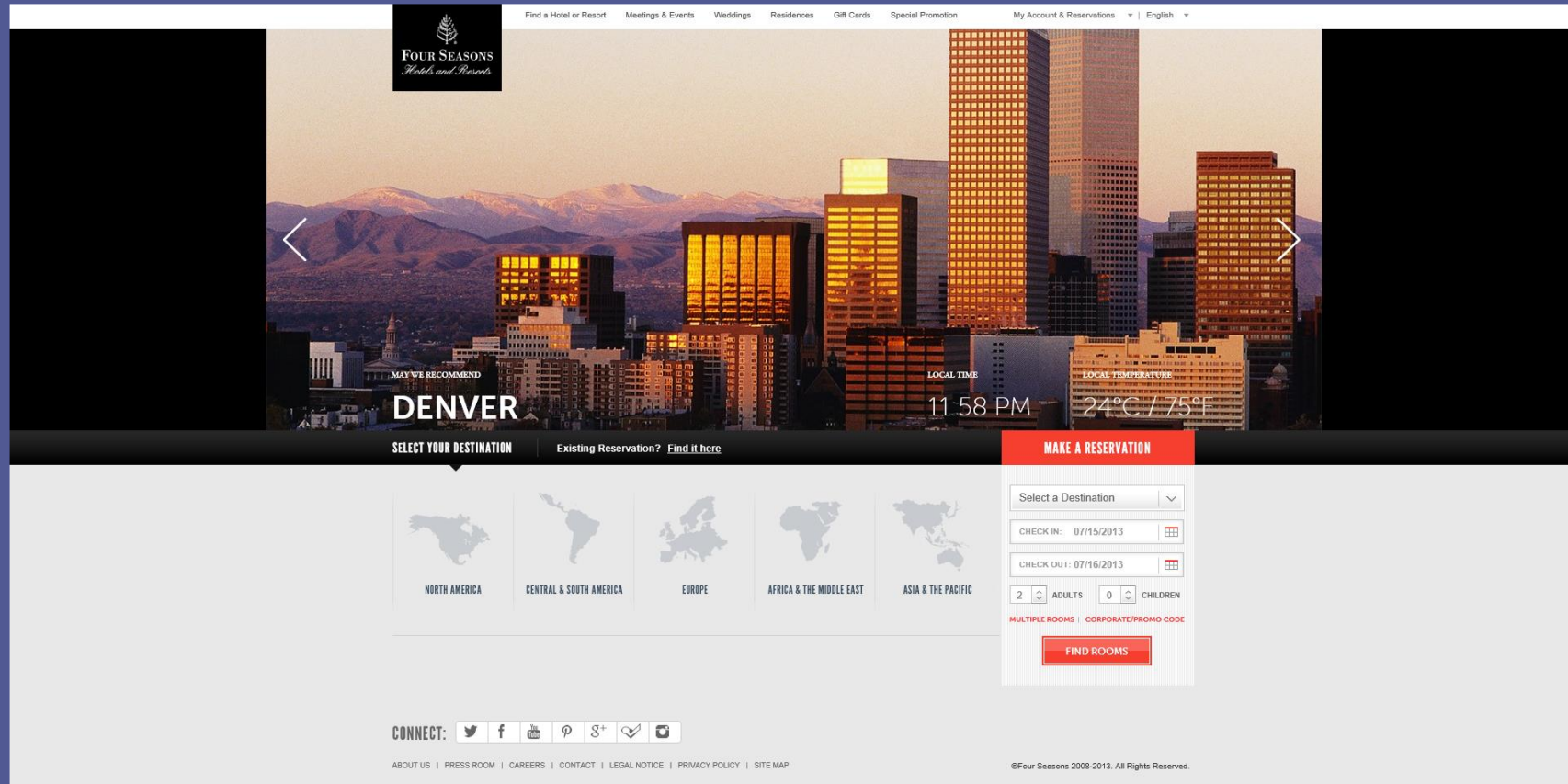
Final Round of feedback of the homepage and all interior pages.

# DESIGN REFERENCES

The screenshot displays the SLS Hotel Beverly Hills website. At the top, the navigation bar includes links for SLS HOME, SBE, ABOUT, PRESS, and e-EXCLUSIVES. The main header features the SLS HOTEL logo and a prominent 'MAKE A RESERVATION' button. Below the header is a large hero section with three images: the hotel exterior at dusk, a modern lounge interior with white sofas and gold lamps, and a spa treatment area with a large face-shaped sculpture. A horizontal menu below the hero images lists categories: EXPLORE, STAY, DINE & DRINK, LOCATION, EVENTS, GALLERY, and SPECIALS. The main content area is titled 'Such Lush Stays' and contains a descriptive paragraph about the hotel's service and interior design. To the right, there is a 'JUMP TO' button and a promotional card for 'Ciel Spa & Robert Vetica Salon on Gilt City' with a 'LEARN MORE' button. The footer provides weather information (19°C / 67°F), the hotel's address (465 S. La Cienega Blvd, Los Angeles, CA 90048), a phone number ((310) 247-0400), and links for 'Email Us' and 'SLS App'.

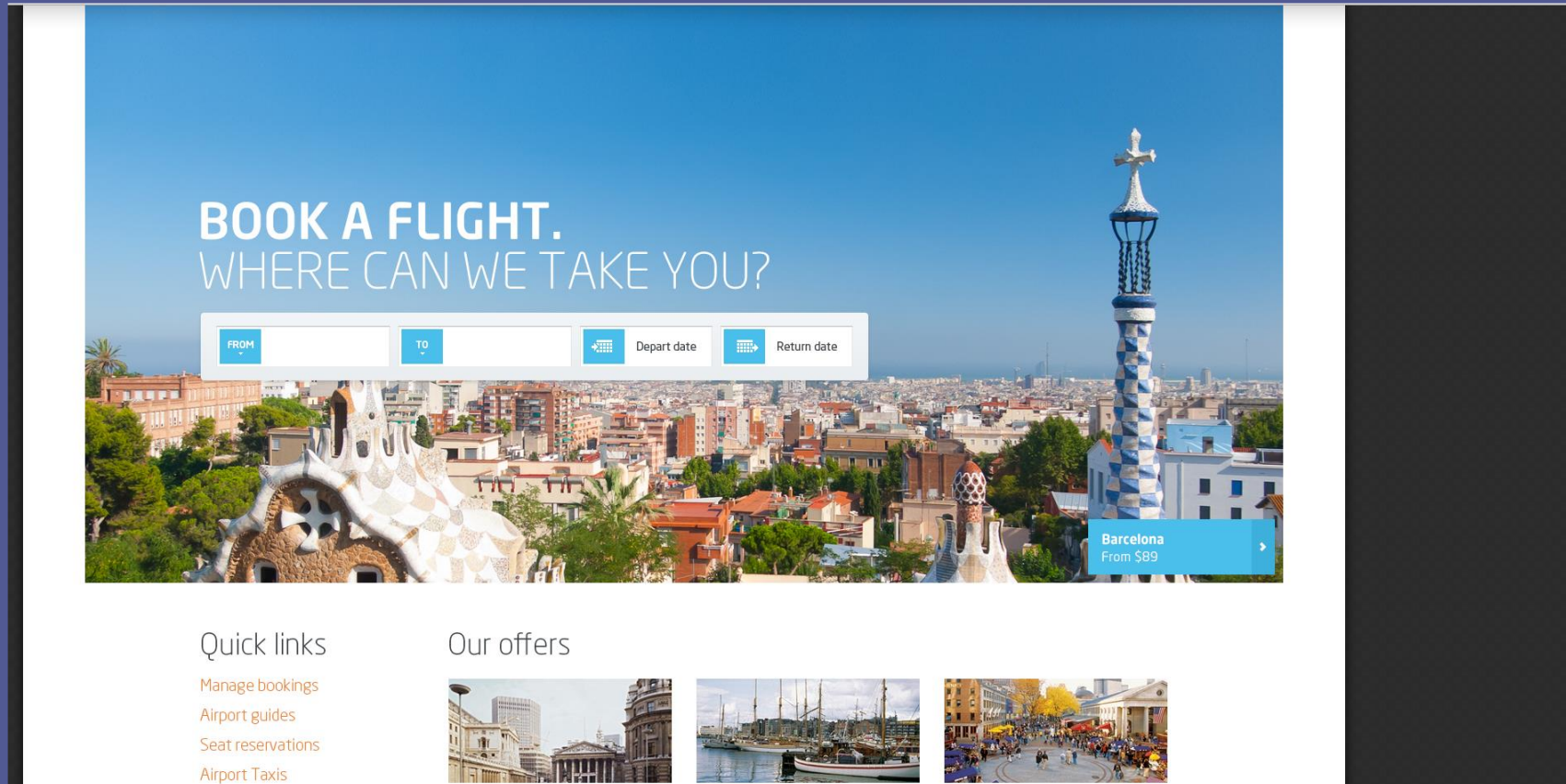
Good reference of a well designed hotel website.

## DESIGN REFERENCES



Good use of information on imagery to attract potential customers (time / weather)

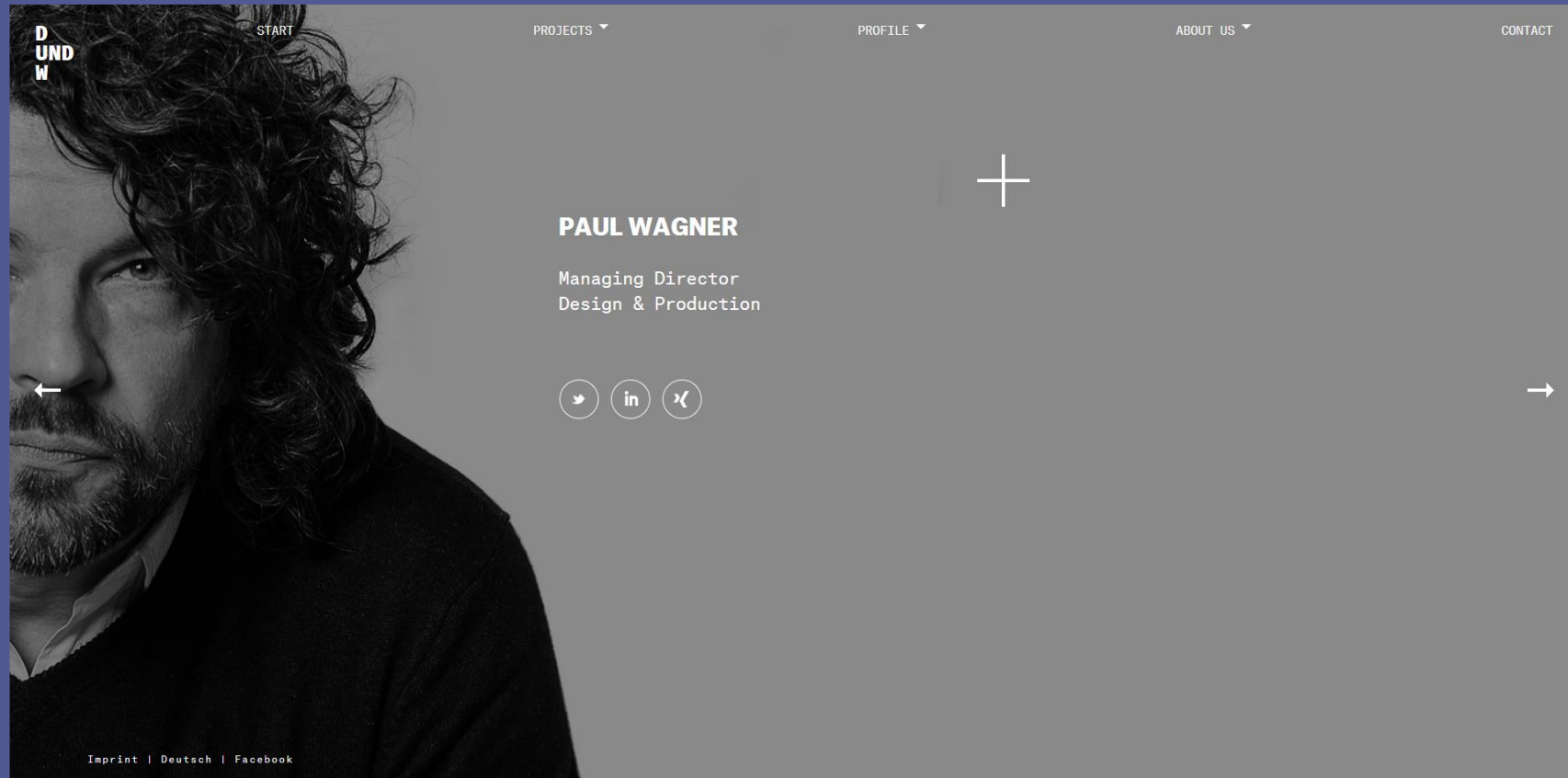
## DESIGN REFERENCES



Good use of content on top of photography.



## DESIGN REFERENCES



Good example of a site with full-screen imagery and clean interface design.



## DESIGN REFERENCES



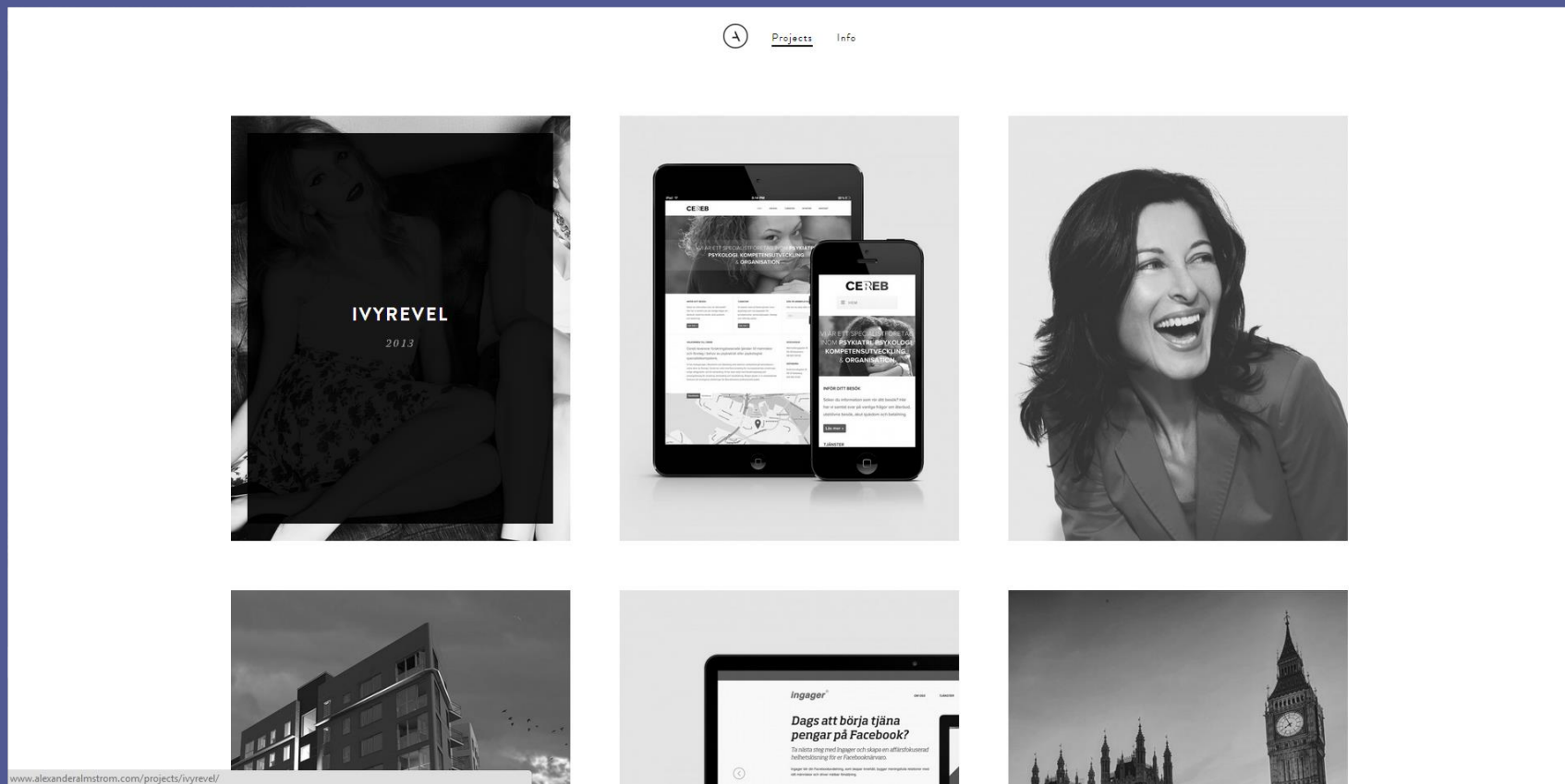
Great clean top navigation and use of text on top of photography.

## DESIGN REFERENCES



Example of a grid-based layout. This type of layout lends itself great to mobile users because of it's ability to resize to smaller screens.

## DESIGN REFERENCES



Clean minimal navigation and simple yet effective image gallery.

## PROPOSAL - PHASE 2

The addition of animation and motion can create more impact than regular web experiences. A behavior/animation phase can be proposed for this website.

Here is a list of examples of websites with great animation behaviors:

<http://rvlt.com/>

<http://www.blocklevel.nl/>

<http://thekingsofsummermovie.com/>

THANKS