

Serena Hotels Website (CSR)

Design Rationale

Purpose of the Website:

The website is needed to spread the CSR activities Serena is involved in. It informs current and potential customers about different sectors Serena is working to improve the society.

It also helps the Serena brand by building a positive image in the hospitality market and empower customers to feel pride in being associated with Serena.

Design Constraints of the Website:

The website design needs to be:

Responsive: In order to cater all the possible resolutions of different devices.

Clean & Simple: In order to convey a sense of calm and peace that is one of the essence of Serena brand.

Modern yet Mature: Modern but mature design is needed so it can remain harmonious with Serena brand. Modern so it doesn't make Serena brand appear outdated online and Mature so it doesn't compromise the traditional aspects of Serena

Easy to Use: The design needs to be very easy to use and intuitive as audience of both mature and young age are going to visit the site.

Proposed Design Alignment with the Design Constraints:

The current design understands and respects Serena's original brand by keeping the User Interface modern yet very mature.

It is purposely kept very clean and some of the links from the old navigation menu were removed in order to make the range of choices (of pages to go to) very concise and easy.

The fewer links also further enhance the User Experience by making the start of the site very clean instead of cluttered.

Continued on the next page

Important Notes and Details:

The website needs to tell the visitor what it is about, first the logo and the name gives a hint towards that and after that visitor is encouraged to play a video that:

- Engages visitors attention
- Helps clarify the purpose of the site
- Helps in growing the interest of the visitor
- Answers any question visitor may have about the site
- Motivates visitor to empathize/aware with the ongoing CSR activities and see the results of Serena's efforts.

A quote from the founder just after the video ties the impressions of empathy and happiness from the video with the Serena Brand. It also helps build the image that Serena was built by people who cared about the society and struggled to improve it.

After that the website gives a highlight of wide range of events & other efforts that were carried out under CSR umbrella. This section can be increased by clicking "*view more*".

Below that SERENARTS section highlights a creative side of the suggesting the wide scope covered by Serena's CSR.

In the end site is refreshed by Facebook and Twitter feed that

- Updates the visitors about latest happenings/events/offers etc
- Helps them connect with the brand on social media platforms
- Helps increase the audience of Serena's Brand
- Ties the Serena CSR website to the Social media channels.

The End.