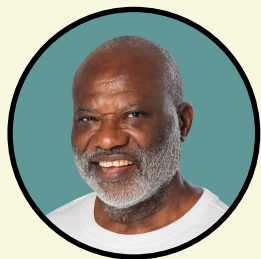




CONSUMER PERSONAS

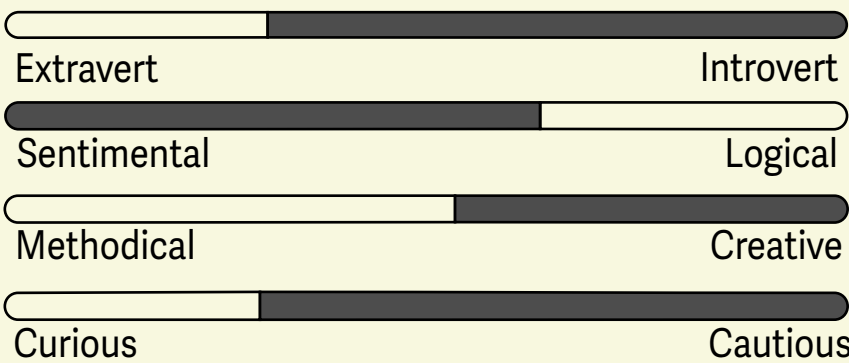


Samuel Brooks

Age:	62
Sex:	Male
State:	Illinois
Occupation:	Retired
Income:	\$2,000
Merital Status:	Married

"I'm looking forward to a quiet retreat where I can enjoy nature, relax, and recharge my spirit away from the everyday grind."

Personality



Biography

Samuel Brooks is a retired mechanic who worked for over 40 years in a bustling city garage. Born and raised in a close-knit community, Samuel is a devoted husband, father of three, and grandfather of five. In retirement, he enjoys tinkering with vintage cars, woodworking, and spending time with his family. Samuel is looking forward to a relaxing week at a cabin resort. He dreams of escaping to a cozy cabin nestled in the woods, where he can enjoy the tranquility of nature. He hopes to spend his days hiking, fishing, and unwinding by the fireplace with a good book or his favorite old-time music.

Goals

- Disconnect from daily routines
- Appreciate the great outdoors
- Rejuvenate his spirit

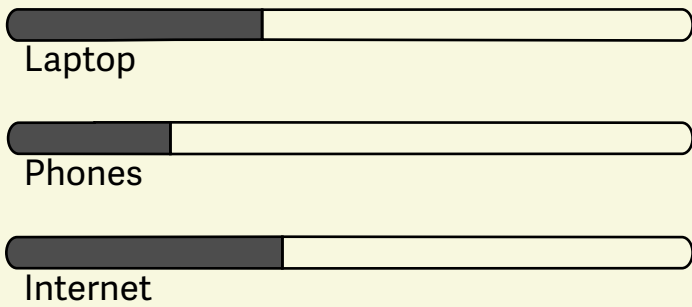
Frustrations

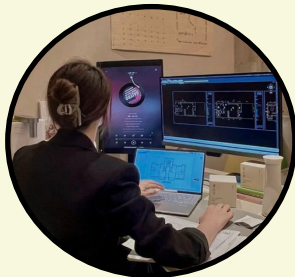
- Managing health issues and physical limitations affects daily activities significantly.
- He feels disconnected from others due to reduced social interaction.
- Struggling with unfamiliar technology creates frustration and a sense of overwhelm.

Motivations

- Samuel seeks a break to escape stress and recharge peacefully.
- He wants to enjoy nature's beauty and find tranquility outdoors.
- Samuel hopes to make lasting memories with loved ones together.

Technology



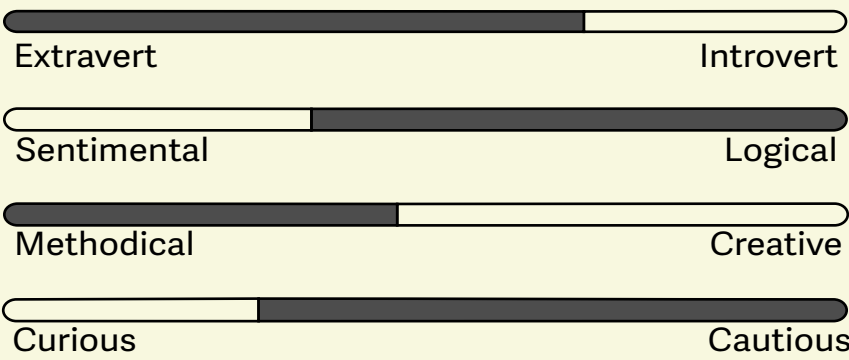


May Lin

Age:	28
Sex:	Female
State:	Michigan
Occupation:	Journalist
Income:	\$72,000
Marital Status:	Single

"I'm looking forward to a quiet retreat where I can enjoy nature, relax, and recharge my spirit away from the everyday grind."

Personality



Biography

Mei Lin is a 26-year-old journalist based in a bustling city. With a degree in communications and a passion for storytelling, Mei has been making her mark in the media industry by covering diverse stories from culture to current events. Originally from an Asian heritage, she brings a unique perspective to her work and is known for her keen eye for detail and insightful reporting. Mei Lin looking forward to a break from the city’s fast pace, with plans to relax in a cozy cabin, enjoy nature, and unwind from her busy career.

Goals

- Disconnect from work
- Recharge her energy
- Gain fresh inspiration

Motivations

- Escape city stress to refresh and rejuvenate in nature.
- Break from busy schedule to unwind and enjoy tranquility.
- Seek new ideas and creativity in a serene setting.

Frustrations

- Mei struggles with job demands that leave little personal time.
- The constant noise of the city disrupts her peace.
- Mei finds it difficult to carve out time for herself.
- The pressure to meet work expectations can be overwhelming.

Technology



STYLE TYLES



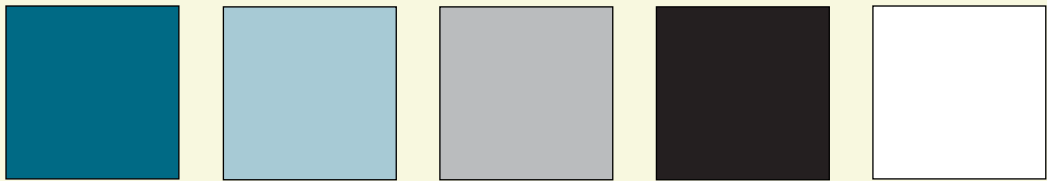
Headline Example

Merriweather

Subhead Example

Merriweather

Possible colors



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Adjectives

Natural

Cozy

Friendly

Relaxing

Serene

Picturesque



Images examples



Text links example

Book Now

Submit

Calander Example

◀ September ▶						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	01	02	03	04	05



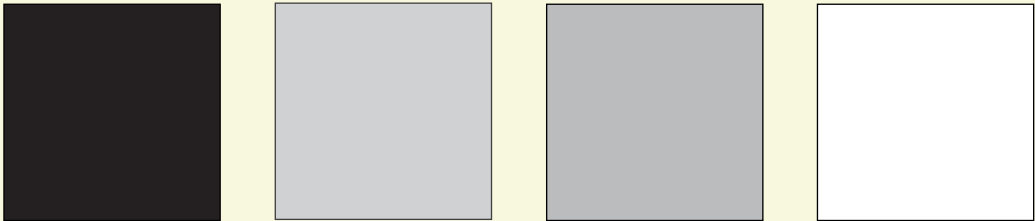
Headline Example

Roboto thin

Subhead Example

Roboto thin

Possible colors

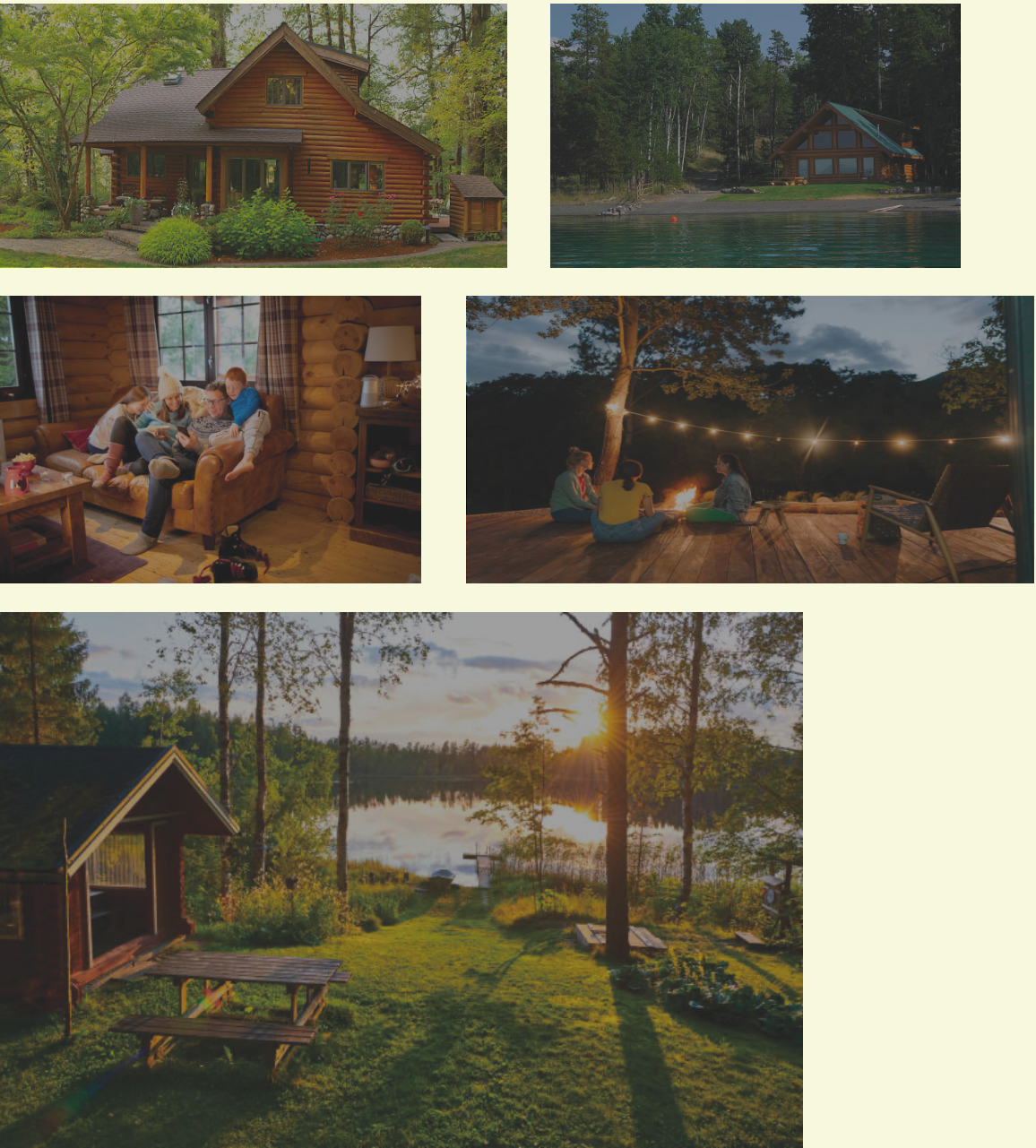


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Adjectives

Natural
Cozy
Friendly
Relaxing
Serene
Picturesque

Images examples



Text links example

Book Now

Submit



Calander Example

◀ September ▶						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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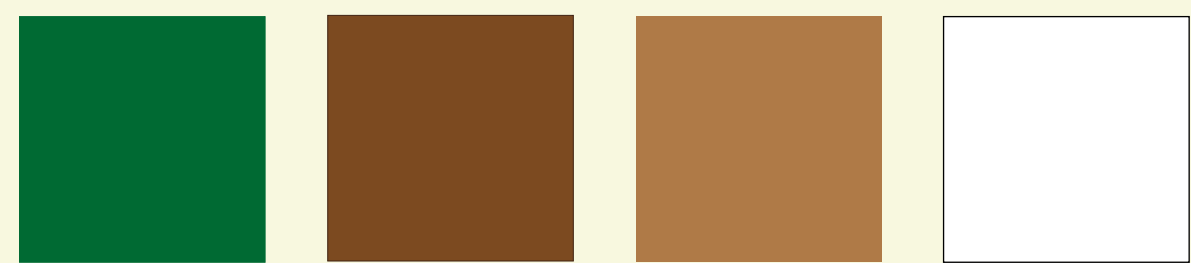
Headline Example

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Subhead Example

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Possible colors



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Adjectives

Natural

Cozy

Friendly

Relaxing

Serene

Picturesque



Images examples



[Text links example](#)

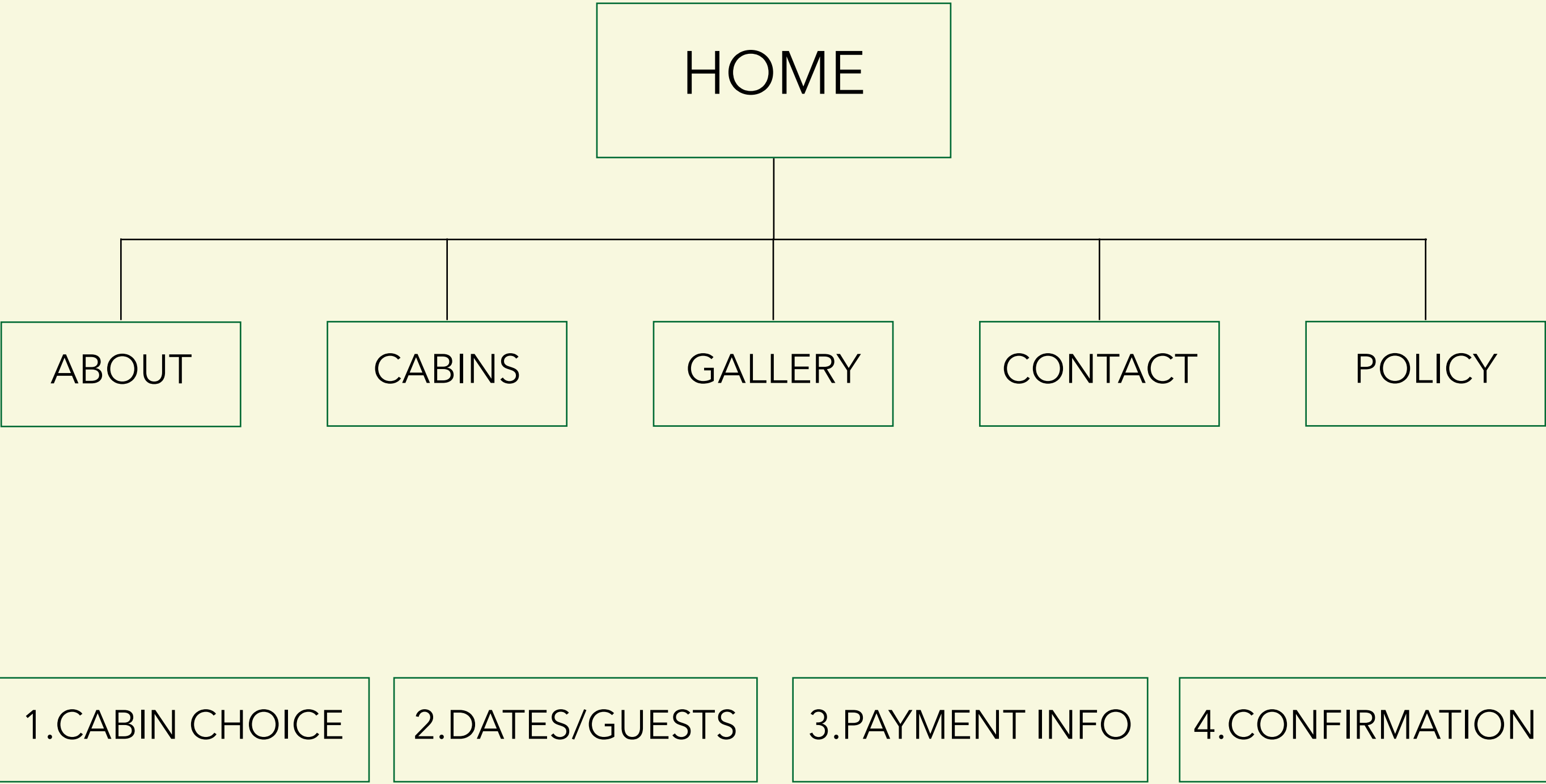
Book Now

Submit

Calander Example

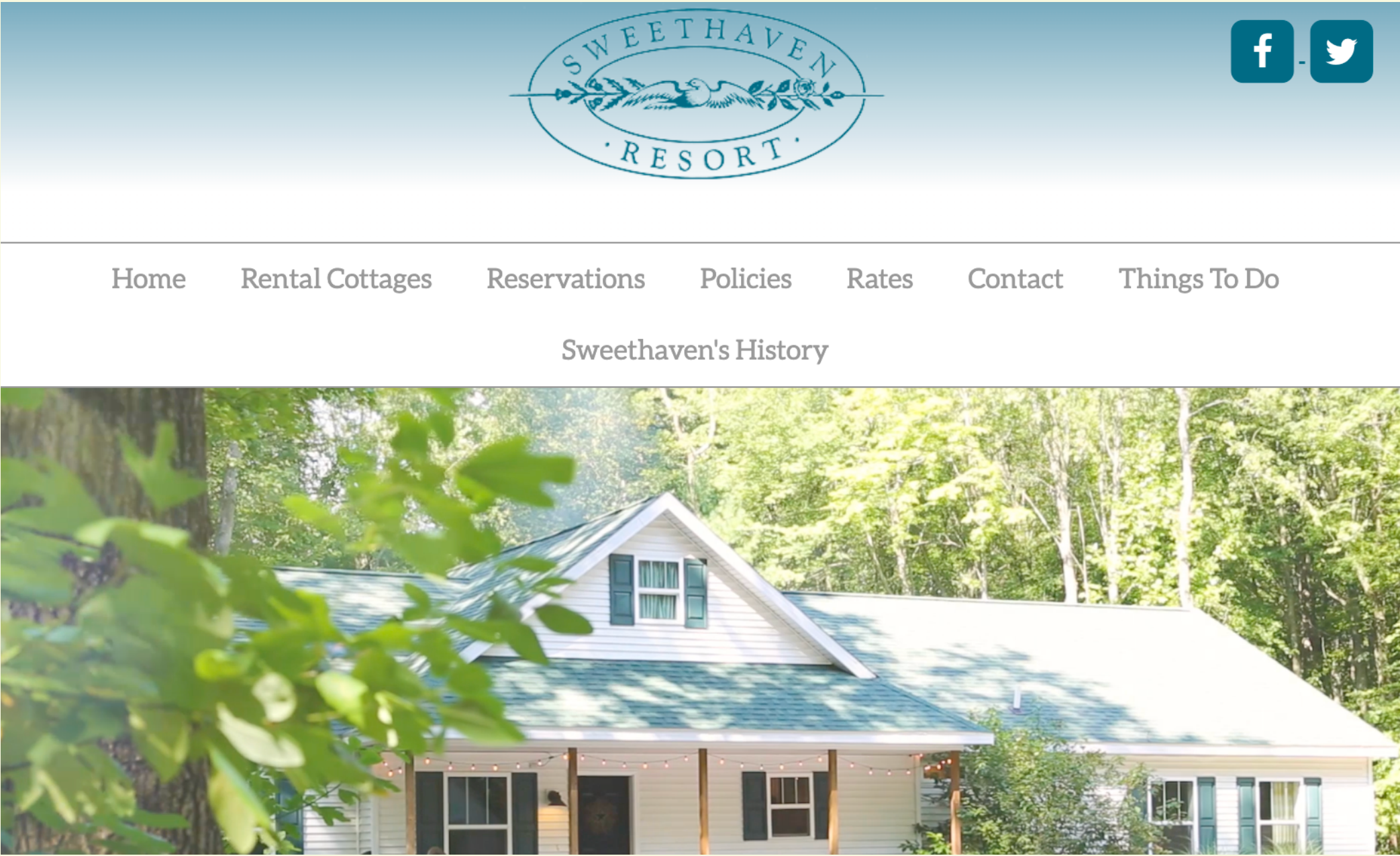
◀ September ▶						
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08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	01	02	03	04	05

SITEMAP



DESIGN RESEARCH

CURRENT SITE



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

The Cottages



The Dove
Cozy rental cottage with 1 bedroom, full bath, kitchen overlooking the great room with a fireplace, and a hot tub. Sleeps 2-4.



The Wren
1 bedroom, full bath, kitchen overlooking the great room with a fireplace. Sleeps 2-4.



The Robin
Wonderful rental cottage with 2 bedrooms, full bath, kitchen overlooking the great room with a fireplace, and a hot tub. Sleeps 4-6.



The Cardinal
Romantic rental cottage with 3 bedrooms, 2 baths, full kitchen, electric fireplace, and hot tub. Sleeps 6-10.

Family and pet friendly rental cottages in Union Pier, Michigan.

Relax at Sweethaven - a spacious, family friendly resort near Lake Michigan beaches, wineries, art galleries, cafés, restaurants and more. Both child and pet friendly, our fully furnished rental cottages accommodate 2 to 14 people, and are available for your getaway all season.

Nestled in the heart of Harbor

The Event Calendar

◀ December 2024 ▶						
SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04

Make a Reservation



COMPETITORS



UNION PIER • MICHIGAN

HOME

ROOMS

SPECIALS

▼ HARBOR COUNTRY

▼ ABOUT

CONTACT

269.469.6346

BOOK NOW

ABOUT GARDEN GROVE INN

A relaxing escape in the heart of Harbor Country

Our little hotel provides the most comfortable of accommodations, central to Lake Michigan sunsets, nature walks, bike trails, delicious food, hand-crafted beverages, entertainment, and shopping.



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

Goldberry Woods

accommodations

groups

about

enhance stay

food

the farm

explore

contact

269-469-9800

December 6

December 7

RESERVATIONS

Welcome To Goldberry Woods

On the shores of the Galien River in Union Pier in southwest Michigan, and less than a mile from the sandy shores of Lake Michigan in the heart of Harbor Country, you'll find Goldberry Woods, a modern farm resort. The celebrated bed and breakfast retreat features a state-of-the-art organic farm where guests cultivate a genuine connection to the land, heirloom crops and foodie cuisine. Enjoy one of the inn's 8 **luxury suites**, two **cottages** or two vintage **campers**. Escape the city to an entirely fresh way of living and relaxing.

Options abound: explore the river by kayak or canoe, relax by the heated pool, stargaze from the hot tub, bike to the beach for sunset, hike marked trails on the expansive 30-acre property, read a book by your fireplace, and enjoy **scratch breakfasts** curated here in the region's #1 rated B&B. Sip wine or a craft beer at one of the many local wineries and breweries, explore the **Indiana Dunes National Park**, check out the shops in nearby New Buffalo or Three Oaks, try your luck at the Four Winds Casino, pick organic produce, sample amazing options at the **local restaurants**, or **host** a retreat, reunion, holiday, or **wedding**. So many options!

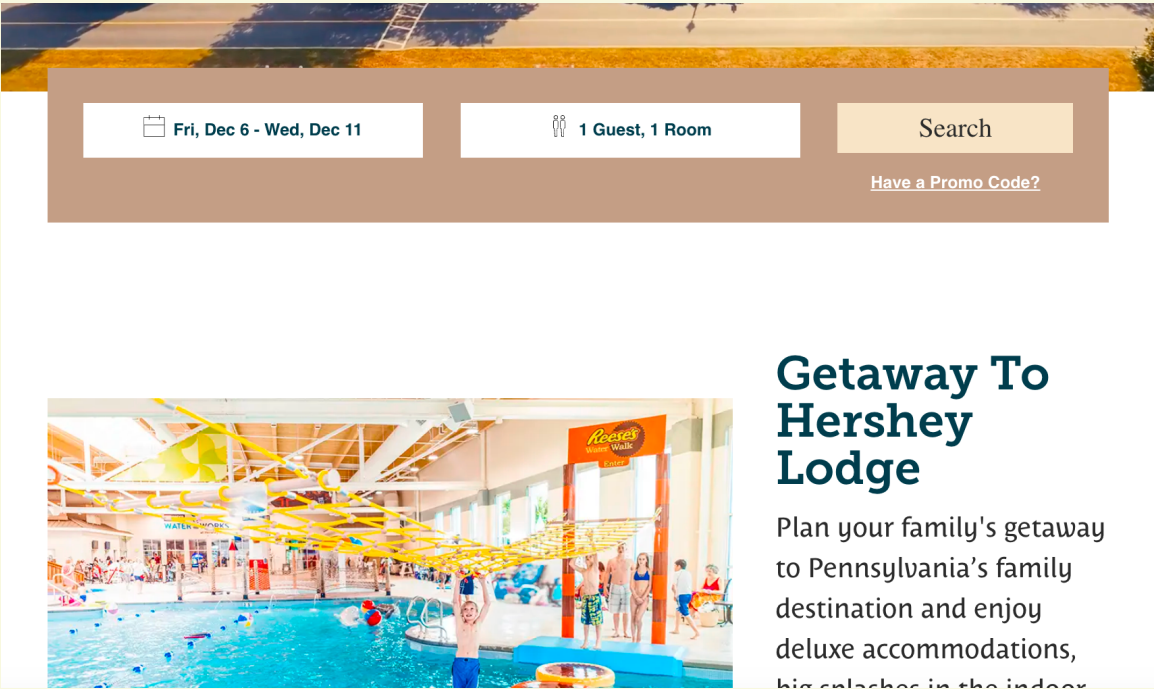
INSPIRATION

BETTER WEBSITE FLOW



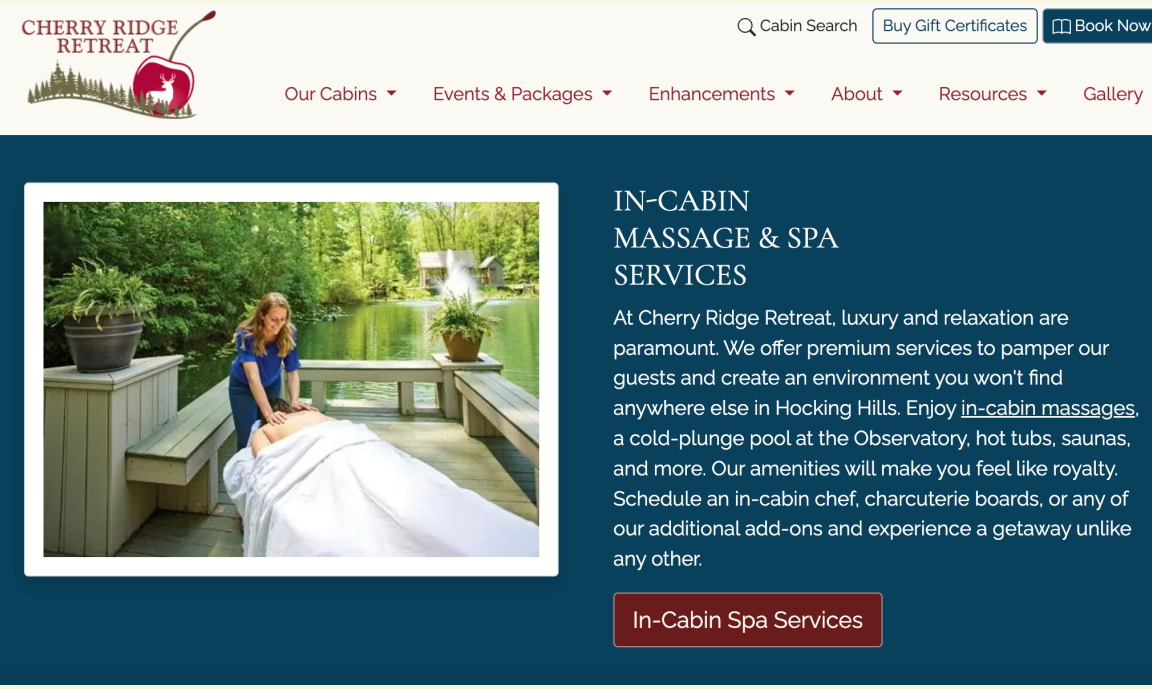
<https://www.bocacincinnati.com/>

RESERVATION FILTER



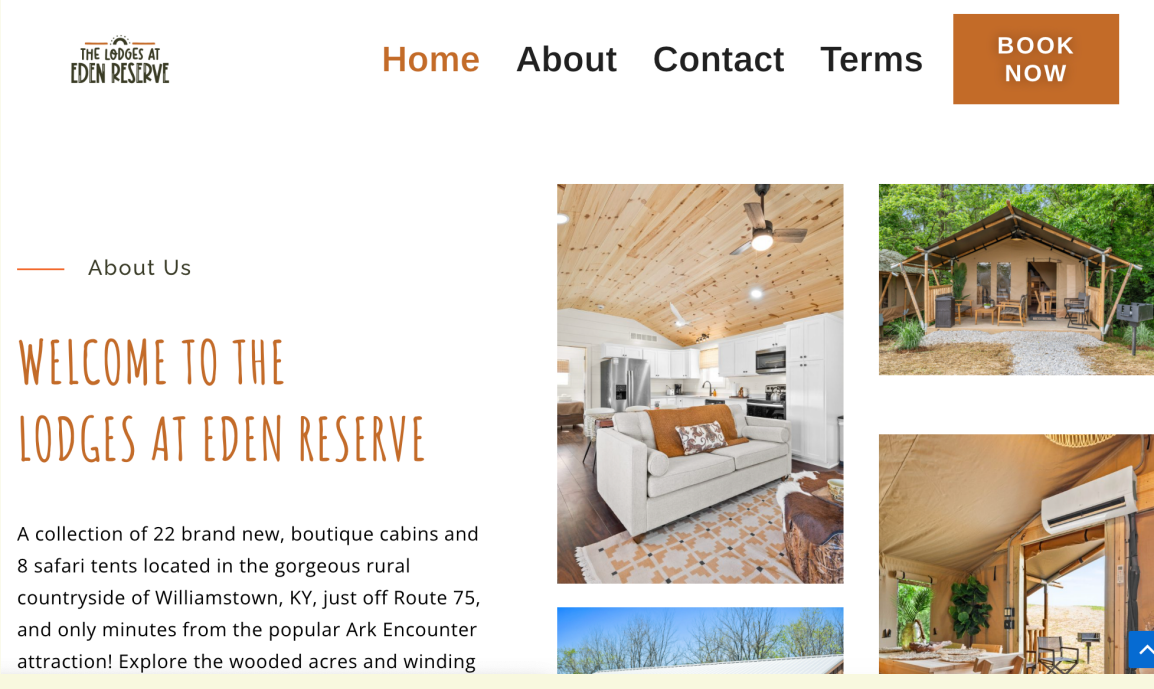
<https://www.hersheylobby.com/>

IMAGE & TEXT LAYOUT



<https://cherryridgetreat.com/>

ONLINE BOOKING SYSTEM



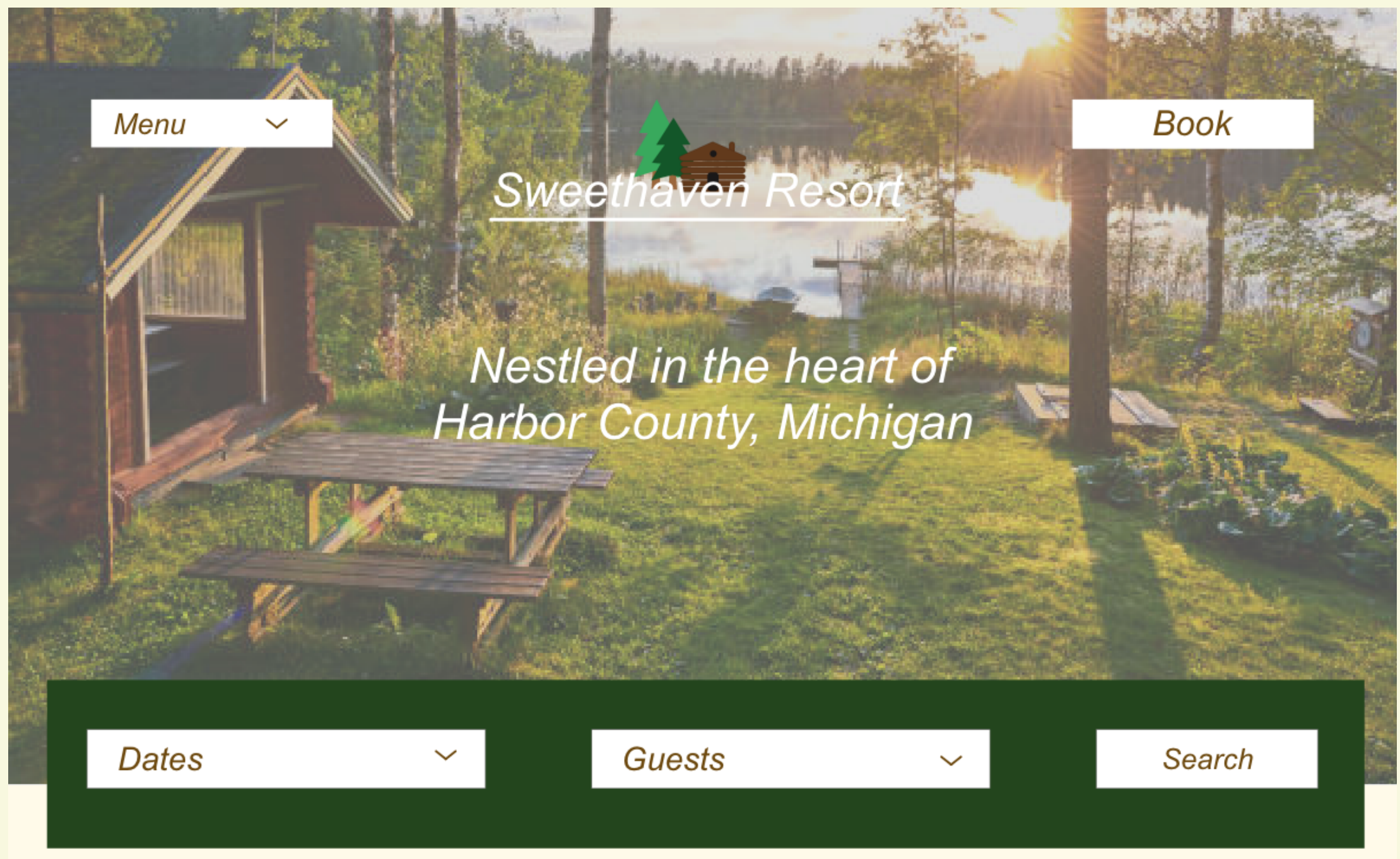
<https://stayednreserve.com/>

MID-FIDELITY COMPS



<https://xd.adobe.com/view/242323b2-3c2c-41ae-b452-2264458445e8-7170/?fullscreen>

HIGH-FIDELITY COMPS



<https://xd.adobe.com/view/365f533e-f3e0-4ff8-9ab9-0d6db99969e1-630c/?fullscreen>

DISPLAY ADS

160x600



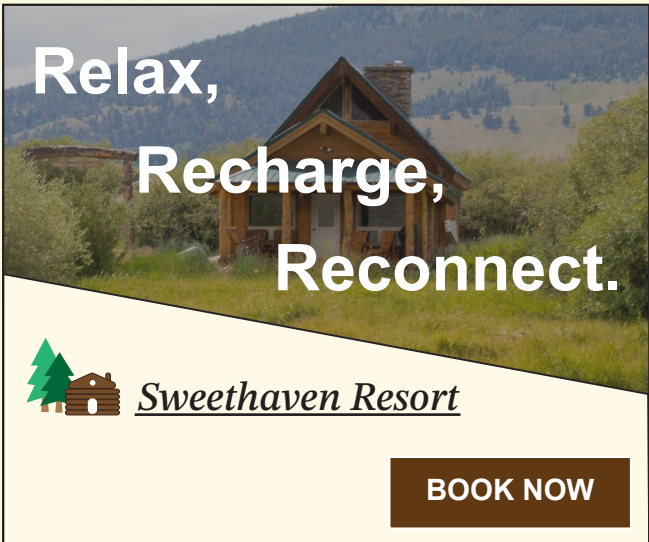
300x600



320x480



300x250



728x90



RECOMMENDATIONS

- IMPROVE THE LAYOUT BY ADDING MORE SPACING FOR BETTER READABILITY.
- INTEGRATE AN ONLINE BOOKING SYSTEM FOR EASIER RESERVATIONS.
- UPDATED THE CABIN PHOTOS WITH HIGHER-QUALITY IMAGES TO SHOWCASE THEM BETTER.
- SIMPLIFIED THE NAVIGATION MENU FOR A MORE USER-FRIENDLY EXPERIENCE.