

Cozy Corner B&B

Carla Sofia Reyes Vargas



Cozy Corner B&B
—Boone, NC—

Project overview



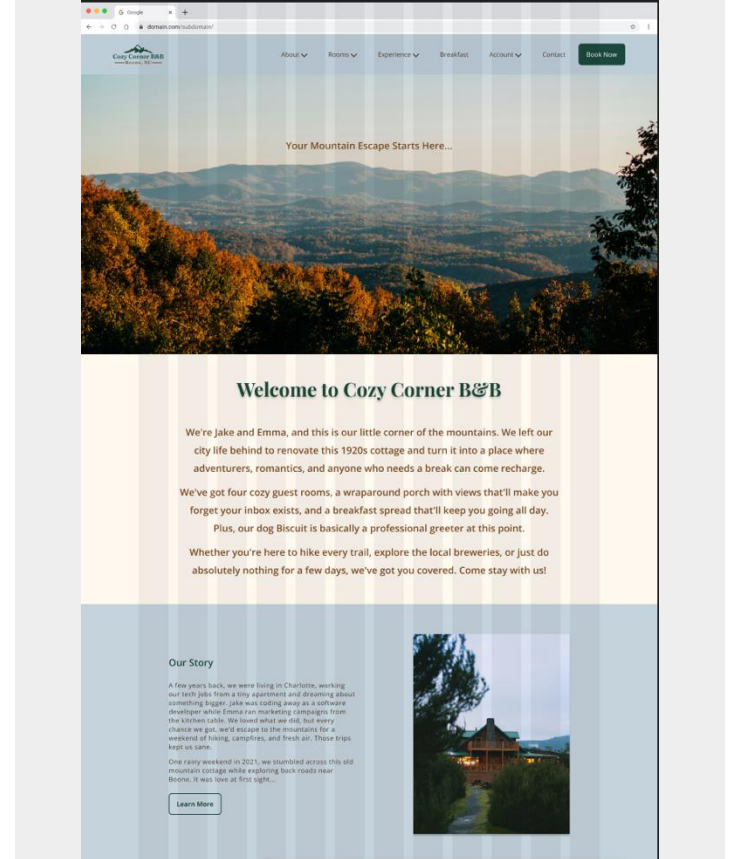
The product:

Cozy Corner B&B is a desktop website for a pet-friendly bed and breakfast located in Boone, North Carolina. The site allows users to learn about the property, explore four unique guest rooms, view area attractions, and book their stay online with a credit card. Target users are couples, group of friends, and travelers looking for a cozy mountain getaway in the Blue Ridge Mountains.



Project duration:

November – December 2025



Project overview



The problem:

Travelers searching for accommodations in the Boone, NC area struggle to find a B&B website that clearly shows room options, pricing, availability, and allows them to easily complete a reservation online.



The goal:

Design a user-friendly desktop website that allows guests to learn about Cozy Corner B&B, explore rooms and amenities, and complete a reservation with a seamless booking flow.

Project overview



My role:

Lead UX Designer



Responsibilities:

User research, competitive analysis, creating personas and user journey maps, paper wireframes, digital wireframes, low-fidelity prototype, usability testing, high-fidelity mockups, and interactive prototype in Figma

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user research by creating two personas based on typical B&B travelers: Michelle, a busy professional seeking a relaxing getaway, and Daan, a remote worker looking for a pet-friendly destination. I assumed users would prioritize photos and pricing, but research revealed that clear booking flows, cancellation policies, and pet-friendly information were equally important. Users want to feel confident about what they're booking before entering payment information.

User research: pain points

1

Unclear Booking Process

Users feel frustrated when they can't easily see availability, pricing breakdown, and total cost before committing to a reservation.

2

Missing Pet Information

Pet owners struggle to find clear information about pet policies, fees, and which areas are pet-friendly.

3

Limited Room Details

Users want to see multiple photos, amenities, and room comparisons before deciding which room to book.

4

Lack of Local Info

Travelers unfamiliar with Boone need help understanding nearby attractions and how far they are from the B&B.

Persona: Michelle Barkov

Problem statement:

Michelle is a busy marketing professional who needs a relaxing mountain getaway with her partner because she wants to disconnect from work and enjoy nature without complicated booking processes.



Photo by Jonathan Borba on Unsplash

Michelle Barkov

Age: 34

Education: Bachelor's Degree in Marketing

Hometown: Charlotte, North Carolina

Family: Married, no children yet

Occupation: Marketing Manager at a tech company

"We need a place where we can truly disconnect and enjoy each other's company"

Goals

- Find a peaceful, romantic place for their anniversary
- Experience local culture and food
- Stay somewhere unique with personal touches
- Get helpful recommendations from locals who know the area

Frustrations

- Hotels feel cold and impersonal
- Busy work schedules leave little time for quality time together
- Generic chain restaurants don't offer authentic experiences
- Unclear booking processes and hidden fees

Michelle and her husband work demanding jobs and rarely get quality time together. They want to celebrate their 5th anniversary somewhere special that feels warm and welcoming, not like a standard hotel. Michelle values authentic experiences and loves when hosts share their favorite local spots. She's willing to pay more for a memorable, personalized stay.

User journey map

This journey map follows Michelle as she discovers Cozy Corner B&B, explores room options, and completes a reservation. Key moments include comparing rooms, reviewing pricing, and feeling confident at checkout.

Persona: Michelle Barkov

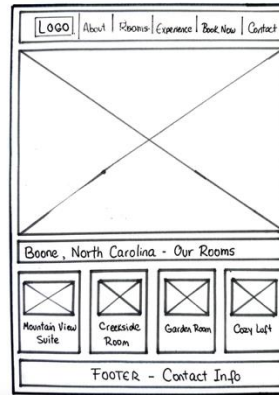
Goal: Book a romantic anniversary weekend at a charming B&B

ACTION	Searches for B&Bs in the area	Browses website to see rooms and photos	Reads about hosts and property story	Checks availability and pricing	Books a room
TASK LIST	Tasks A. Opens search engine B. Types "bed and breakfast near (Boone)" C. Clicks on results	Tasks A. Views home page B. Looks at room options C. Checks photo gallery	Tasks A. Reads "About Us" section B. Looks at breakfast menu C. Reviews house policies	Tasks A. Selects dates on calendar B. Reviews total cost with fees C. Reads cancellation policy	Tasks A. Enters personal info B. Provides credit card C. Receives confirmation
FEELING ADJECTIVE	Hopefully but uncertain	Excited and curious	Reassured and interested	Careful and thoughtful	Satisfied and relieved
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Make website easy to find through search engines.	<ul style="list-style-type: none">Show location clearly on homepage.Use high-quality photos.	<ul style="list-style-type: none">Include personal story about hosts.Highlight breakfast offerings.	<ul style="list-style-type: none">Display all fees upfront.Make calendar easy to use.	<ul style="list-style-type: none">Send clear confirmation with all details.Provide contact info.

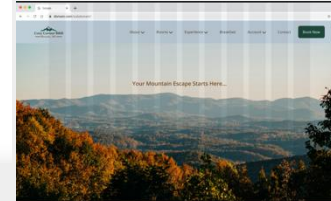
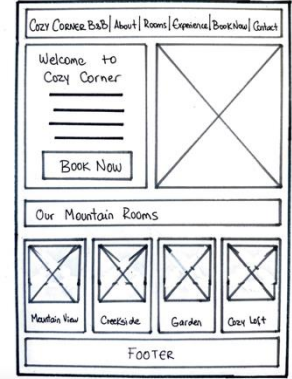
Paper wireframes

I sketched multiple versions of key screens, focusing on the home page and the room pages. I explored different layouts for displaying room cards, navigation menus, and the checkout process. The refined version prioritizes clear calls-to-action and easy access to room information.

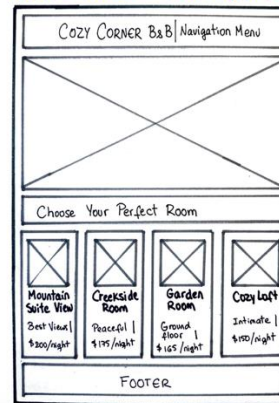
HOME PAGE - VERSION 1



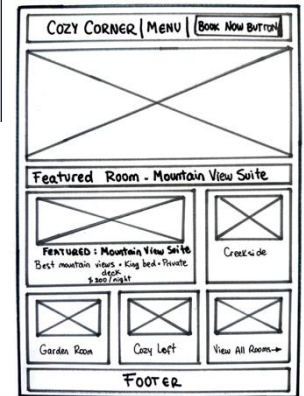
HOME PAGE - VERSION 2



HOME PAGE - VERSION 3



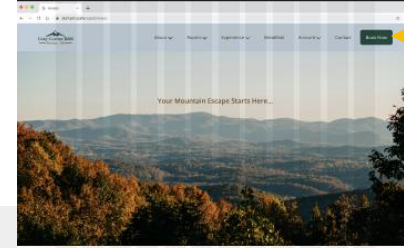
HOME PAGE - VERSION 4



Digital wireframes

The home page wireframe features a hero image with a clear "Book Your Stay" button, room preview cards that show pricing at a glance, and easy navigation to all sections of the site.

Room cards show price and photo



Clear CTA button on Navigation Bar Menu

Welcome to Cozy Corner B&B

We're Jake and Emma, and this is our little corner of the mountains. We left our city life behind to renovate this 1920s cottage and turn it into a place where adventurers, romantics, and anyone who needs a break can come recharge.

We've got four cozy guest rooms, a wraparound porch with views that'll make you forget your inbox exists, and a breakfast spread that'll keep you going all day.

Plus, our dog biscuit is basically a professional gourmet at this point.

Whether you're here to hike every trail, explore the local breweries, or just do absolutely nothing for a few days, we've got you covered. Come stay with us!

Our Story

A little over a year ago, we were back in the city, working long hours, and missing the peace and quiet of the mountains. We decided to renovate this 1920s cottage and turn it into a place where adventurers, romantics, and anyone who needs a break can come recharge. We've got four cozy guest rooms, a wraparound porch with views that'll make you forget your inbox exists, and a breakfast spread that'll keep you going all day. Plus, our dog biscuit is basically a professional gourmet at this point.

Whether you're here to hike every trail, explore the local breweries, or just do absolutely nothing for a few days, we've got you covered. Come stay with us!

[Learn More](#)

<h4>Mountain View Suite</h4> <p>195 per night</p> <p>Book Now</p>	<h4>Creekside Room</h4> <p>185 per night</p> <p>Book Now</p>	<h4>Garden Room</h4> <p>175 per night</p> <p>Book Now</p>	<h4>Cozy Loft</h4> <p>165 per night</p> <p>Book Now</p>
---	--	---	---



Digital wireframes

The Book Now page wireframe breaks the reservation process into clear steps: select dates, choose a room, review pricing, and enter payment. This reduces cognitive load and helps users feel in control.

Step-by-step
booking flow



Book Your Stay

Step 1: Select Your Dates

Check In: Dec 15, 2025 → Check Out: Dec 18, 2025 (3 nights)

Step 2: Select Your Room

<input type="radio"/> Mountain View Suite	\$195/night
<input checked="" type="radio"/> Creekside Room	\$160/night
<input type="radio"/> Garden Room	\$155/night
<input type="radio"/> City Loft	\$140/night

Guests: 2 Guests | Pets: No Pets

Step 3: Review Your Stay

Creekside Room
Dec 15 - Dec 18, 2025 (3 nights)
2 Guests

Room Rate (2 x 500)	\$495.00
Cleaning Fee	\$75.00
Taxes (8%)	\$60.00
TOTAL	\$630.00

Guest Information

First Name: Mia | Last Name: Smith
Email: mia.smith@email.com | Phone: (555) 123 4567
Special Requests (optional): Celebrating our anniversary!

Payment Information

Card Number: 1234 5678 9012 3456
Expiration Date: MM/YY | CVV: 123
Name on Card: Mia Smith
 I agree to the cancellation policy and terms of service.

Complete Reservation

Cancellation Policy: Free cancellation up to 7 days before check-in.
Cancellations within 7 days of check-in will be charged the first night's room.
No shows will be charged the full reservation amount.

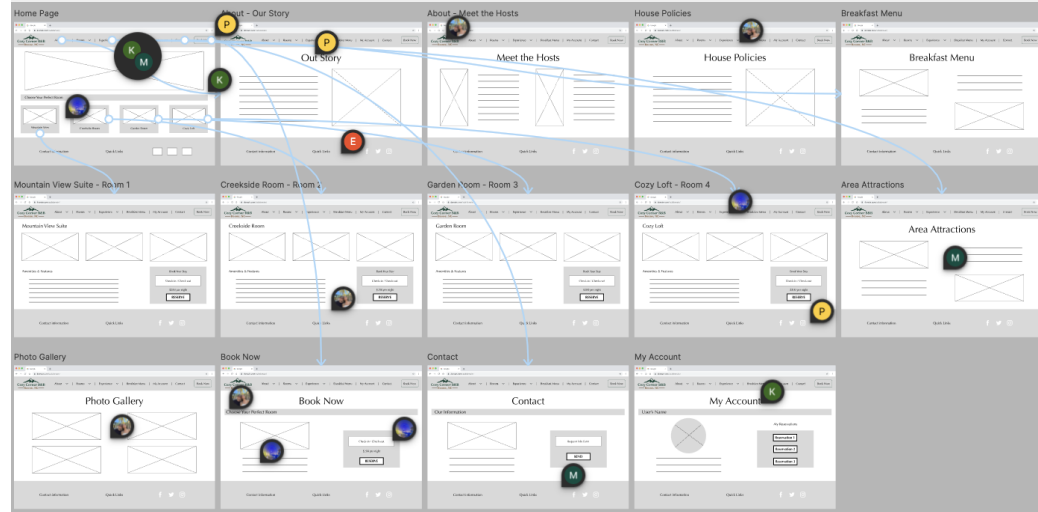
Price
breakdown
before
payment



Low-fidelity prototype

The low-fidelity prototype connects all wireframe screens, allowing users to navigate from the home page to room pages, then through the complete booking flow to a confirmation screen.

[Low-Fidelity Prototype \(File link\)](#)



Peer Critique & Usability Testing: findings

I conducted peer critiques with classmates and usability testing to identify areas for improvement in my design.

Round 1 findings

- 1 Users wanted to see the more info about rooms.
- 2 The navigation menu items were unclear.
- 3 Pet policy information was hard to find.

Round 2 findings

- 1 Users appreciated the step-by-step booking flow.
- 2 Adding room thumbnails to the booking page helped with selection.
- 3 The confirmation page needed more booking details.

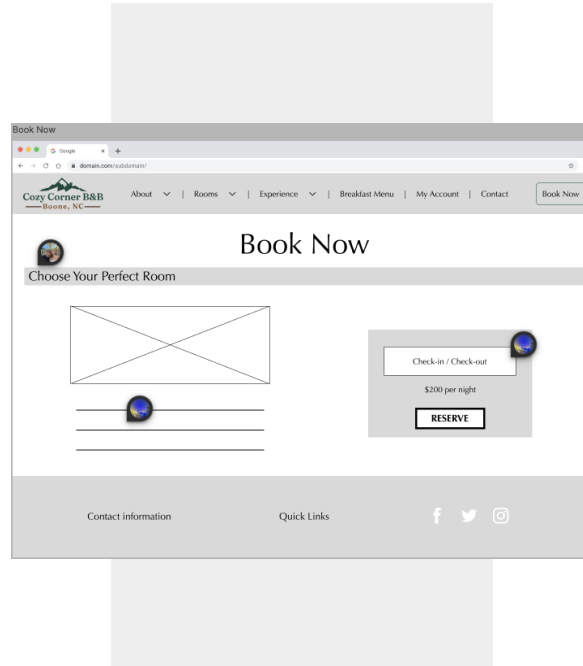
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

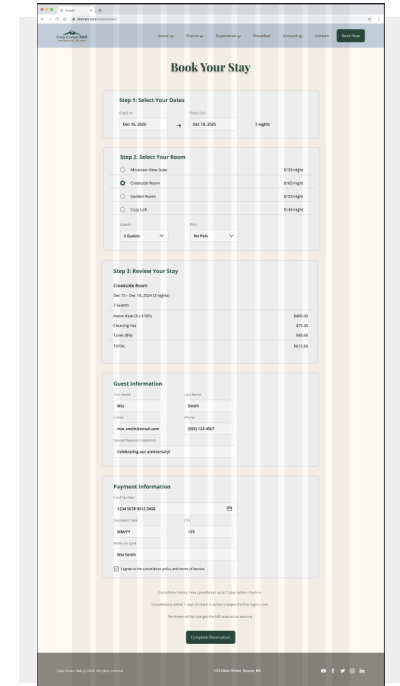
Mockups

Based on usability feedback, I added a price summary that appears earlier in the booking process so users can see the total cost before entering payment information.

Before usability study



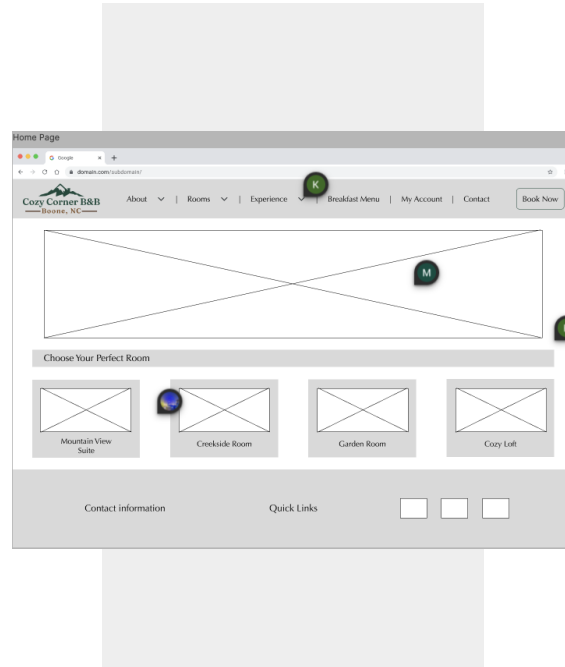
After usability study



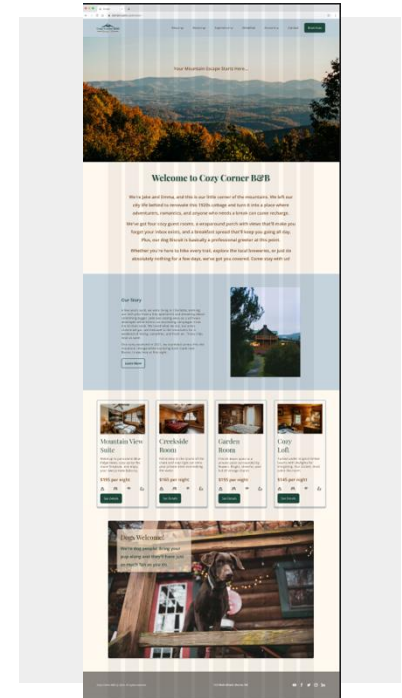
Mockups

I improved the room selection section by adding room thumbnails and clearer pricing, making it easier for users to compare options and make a decision.

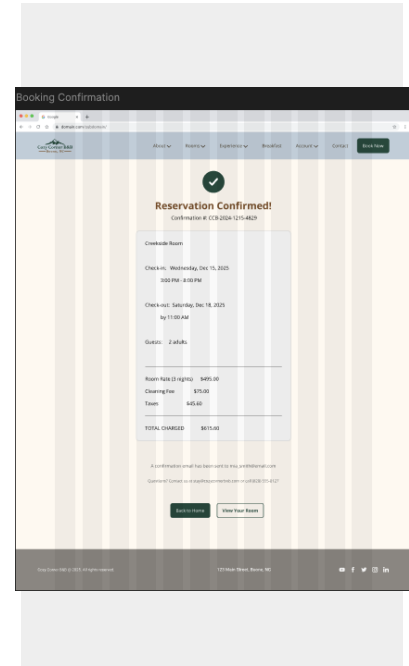
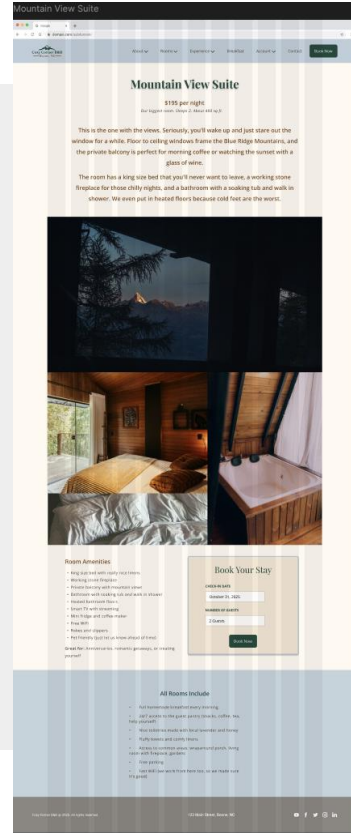
Before usability study



After usability study

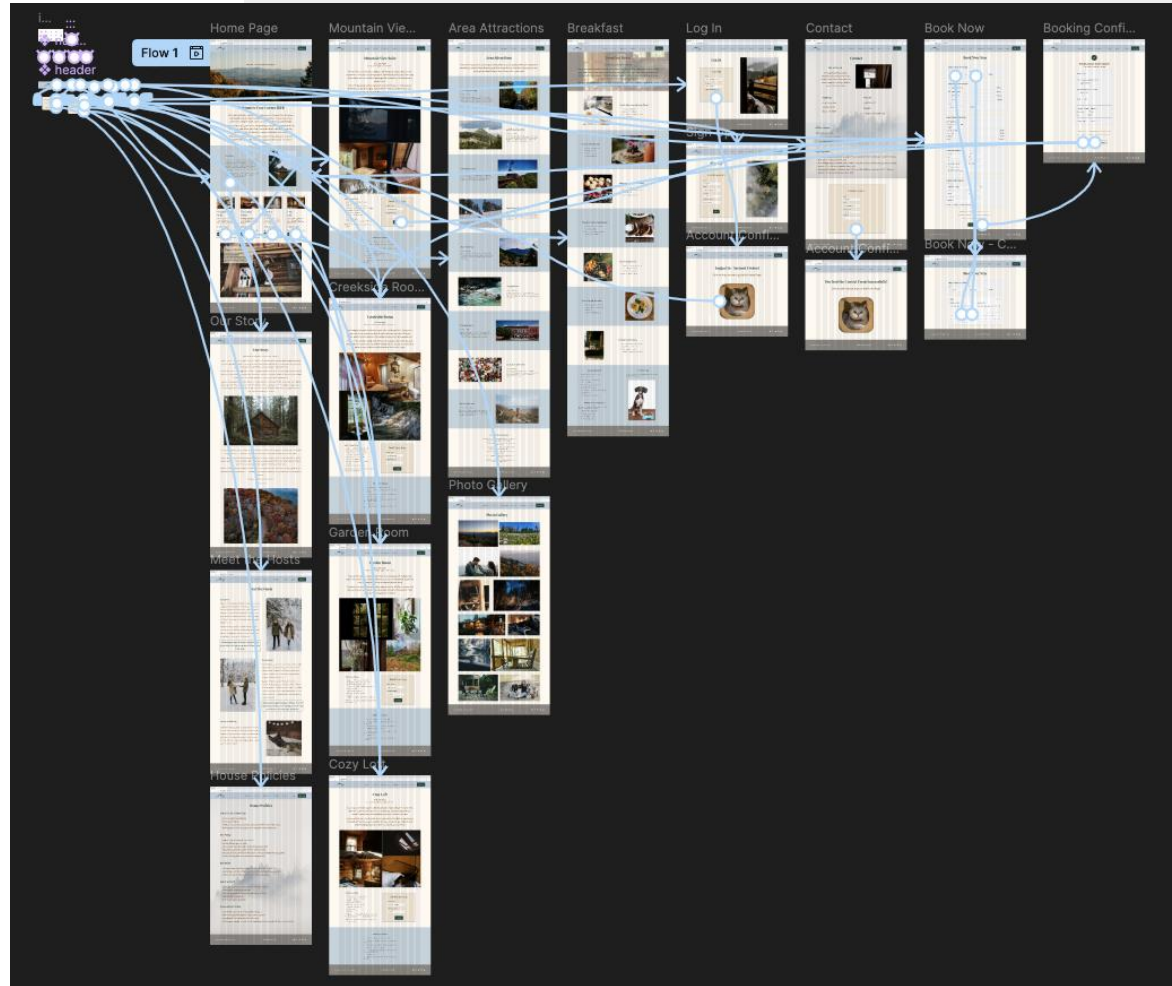


Mockups



High-fidelity prototype

[Cozy Corner B&B - Link](#)



Accessibility considerations

1

Color Contrast: All text meets WCAG contrast ratio requirements for readability. I used a contrast checker plugin in Figma to verify.

2

Clear Visual Hierarchy: Headings, body text, and buttons have distinct sizes and weights, making the content easy to scan and understand.

3

Touch Targets: All buttons and interactive elements are at least 40px in size, making them easy to click and reducing user errors.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The Cozy Corner B&B website design provides a clear, user-friendly booking experience. Peer feedback noted that "the booking process feels simple".



What I learned:

I learned the importance of iterating based on user feedback. Small changes like showing the price summary earlier made a big difference in user confidence. I also learned how critical it is to test the prototype thoroughly to eliminate dead ends and ensure smooth navigation.

Next steps

1

Mobile Responsive Design: Create mobile and tablet versions of the website to ensure a seamless experience across all devices.

2

Additional Features: Add a photo gallery page with lightbox functionality and a guest reviews section to build trust with potential visitors.

3

User Testing with Real Users: Conduct usability testing with actual travelers planning trips to the Boone, NC area to gather real-world feedback.

Citations

1. HOME PAGE

Photo by Lauren Gray on Unsplash [mountain under blue and white sky](#)

Photo by Sara Parlier on Unsplash [sunset over a mountain](#)

Photo by Erik Mclean on Pexels [cozy fireplace living room cabin](#)

Photo by Caroline Badran on Unsplash [breakfast table morning rustic](#)

Photo by Brixiv on Pexels [dog porch cabin](#)

Photo by Sean Foster on Unsplash [appalachian mountains fog morning](#)

Photo by Clay Banks on Unsplash [cozy bedroom cabin 1](#)

Photo by Jonathan Borba on Unsplash [cozy bedroom cabin 2](#)

Photo by Clay Banks on Unsplash [cozy bedroom cabin 3](#)

Photo by Clay Banks on Unsplash [cozy bedroom cabin 4](#)

Icon by Freepik on Flaticon [paw print icon](#)

2. OUR STORY

Photo by Peter Thomas on Unsplash [cabin in the mountains 2](#)

Photo by Aaron Burden on Unsplash [blue ridge parkway scenic overlook](#)

3. MEET THE HOSTS

Photo by Olia Danilevich on Pexels [couple walking in the snow](#)

Photo by Olia Danilevich on Pexels [couple walking in the snow 2](#)

4. HOUSE POLICIES

Photo by Diego Romero on Unsplash [foggy mountain](#)

5. MOUNTAIN VIEW SUITE

Photo by Jonathan Borba on Unsplash [luxury cabin bedroom with views](#)

Photo by Alexander Mass on Pexels [bathtub luxury bathroom](#)

Photo by Renaldo Kodra on Unsplash [mountain view from window](#)

Photo by Elsie on Unsplash [white bedding](#)

6. CREEKSIDE ROOM

Photo by Quang Nguyen Vinh on Pexels [wood walls bedroom](#)

Photo by Giancarlo Corti on Unsplash [mountain creek forest peaceful](#)

Photo by Jonathan Borba on Pexels [bathroom creek side bedroom](#)

Photo by Khanh Do on Unsplash [window seat reading cozy](#)

7. GARDEN ROOM

Photo by Johanna Huber on Unsplash [white flowers window](#)

Photo by Max Vakhtbovycn on Pexels [garden flowers window](#)

Photo by Phil Hearing on Unsplash [cute bathroom plants](#)

Photo by Adam Cheek on Unsplash [window garden view](#)

8. COZY LOFT

Photo by Cole Ciartello on Unsplash [cozy loft room](#)

Photo by Mathias Reding on Unsplash [skylight room window night](#)

Photo by Dan Farrell on Unsplash [pillows on bed room](#)

Citations - 2

9. AREA ATTRACTIONS

- Photo by Marmi Sica on Unsplash [road in the middle of the forest](#)
Photo by Nav Red on Unsplash [grandfather mountain bridge](#)
Photo by “Editor” on Pixabay [tweetsie railroad](#)
Photo by Efrem Efre on Pexels [snow skiing](#)
Photo by Peter Robbins on Unsplash [hiking trail overlook](#)
Photo by Jan Suchanek on Unsplash [kayak river person](#)
Photo by Pixabay on Pexels [street stores small town](#)
Photo by Roselie on Pixabay [gem mining](#)
Photo by Andreas Schnabl on Pexels [dog hiking mountain](#)

10. PHOTO GALLERY

- Photo by Luke Miller on Unsplash [breakfast exterior cabin](#)
Photo by Wes Hicks on Unsplash [mountain colors](#)
Photo by X Y on Pexels [cozy cabin winter night](#)
Photo by Steve & Barb Sande [spring mountains](#)
Photo by Blue Bird on Pexels [dog owner happy](#)
Photo by Jenna Hamra on Pexels [cozy cat by fireplace](#)
Photo by Berkan Iyili on Pexels [sleepy cat cozy](#)
Photo by Robert Bahn on Unsplash [coffee mug mountain view](#)
Photo by Vanessa Garcia on Pexels [couple mountain view](#)
Photo by James Garcia on Unsplash [rocking chair porch](#)
Photo by Jonathan Cooper on Unsplash [fireplace outdoor chairs](#)
Photo by Sara Parlier on Unsplash [mountain sunset](#)

11. BREAKFAST / MENU

- Photo by Caroline Badran on Unsplash [hero image breakfast table](#)
Photo by Isra CGu on Unsplash [french toast rustic](#)
Photo by Melissa Jeanty on Unsplash [pancakes breakfast](#)
Photo by Haoward Nguyen on Unsplash [fried eggs light](#)
Photo by Brett Jordan on Pexels [benedict eggs plate](#)
Photo by Diana Oborska on Unsplash [fruit bowl colorful](#)
Photo by Okeykat on Unsplash [coffee mug morning](#)
Photo by Cameron Roberson on Unsplash [breakfast table set up](#)
Photo by Ashwini Kumar Mishra on Unsplash [fresh biscuit rolls rustic](#)
Photo by Matty Coulton on Pixabay [dog food bowl cute](#)

12. LOG IN / SIGN UP

- Photo by Kateryna Hliznitsova on Unsplash [cozy cabin view](#)
Photo by Maurits Bausenhart on Unsplash [morning mountain mist peaceful](#)

13. BOOK NOW / BOOK AS GUEST

- Photo by Erik Mclean on Pexels [cozy fireplace living room cabin](#)

14. PET FRIENDLY (THROUGHOUT WEBSITE)

- Photo by Tris Truong on Pexels [relaxing cabin dog](#)
Photo by Zhang Kaiyv on Pexels [cute cat on cat's home](#)
Photo by Can Ceylan on Pexels [cat sleeping table](#)
Photo by Emily Fuller on Pexels [cute dog laying down](#)
Photo by Samuel Charron on Unsplash [dogs playing outside spring](#)

Let's connect!



Thank you for reviewing my Cozy Corner B&B case study! I'm passionate about creating user-centered designs that solve real problems. I'd love to connect and discuss UX design opportunities.

Email: csreyesvargas@my.waketech.edu

Thank you!