

BEST PRACTICES – WEBSITE

USABILITY

Four Seasons uses wireframes to make the site look more visual and to showcase all the website features. They also allow the user to quickly be able to access anything they might need just from the homepage. For example, they can book a room, view all the hotels and resorts, and explore their dining.

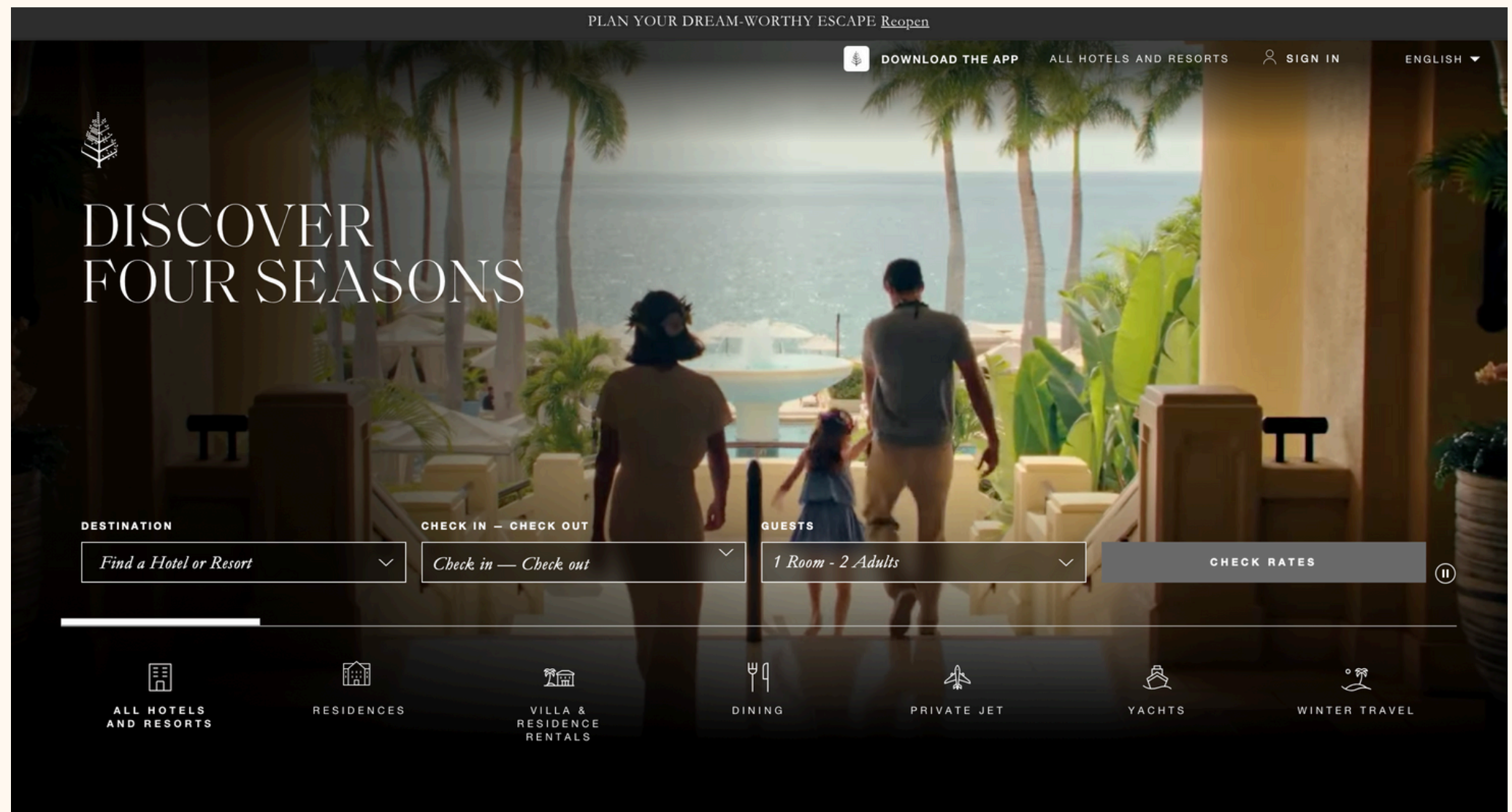
CTA

Relevant, simple and easy to find CTAs visible when scrolling. For example, on the top of the homepage, they have a “Plan your dream worthy escape” and they have a clear CTA that allows you to book a room immediately through “Check Rates” and is at all times visible.

SPEED

The main homepage includes a high resolution video and images, however, Four Seasons is still able to make their website load in only 49ms. This is because they use Lazy Loading, meaning the browser only loads the images as you scroll down, rather than all at once, which keeps the loading time fast. Moreover, they use very few plugins, which ensures the site loads fast.

Performance grade A 100	Page size 2.0 KB
Load time 49 ms	Requests 2



> DESIGN

They have a coherent, consistent and customer-centric design. This means that Four Seasons uses their brand colours of white, black and grey. Also, they make sure that the design is simple and allows the users to quickly book a room.



WINTER TRAVEL
PLAN YOUR
*DREAM-
WORTHY*
ESCAPE



FOUR SEASONS

EXPLORE NOW



BEST PRACTICES - WEBSITE

> SEO

Four Seasons has a 100% SEO rate. This means that they use keywords and phrases such as "Luxury spa hotels in Bali", "Luxury hotel" or "Best wedding venues in Florence." This captures users who are in the "Awareness" phase of the journey and Four Seasons uses SEO to insert themselves into that consideration stage.

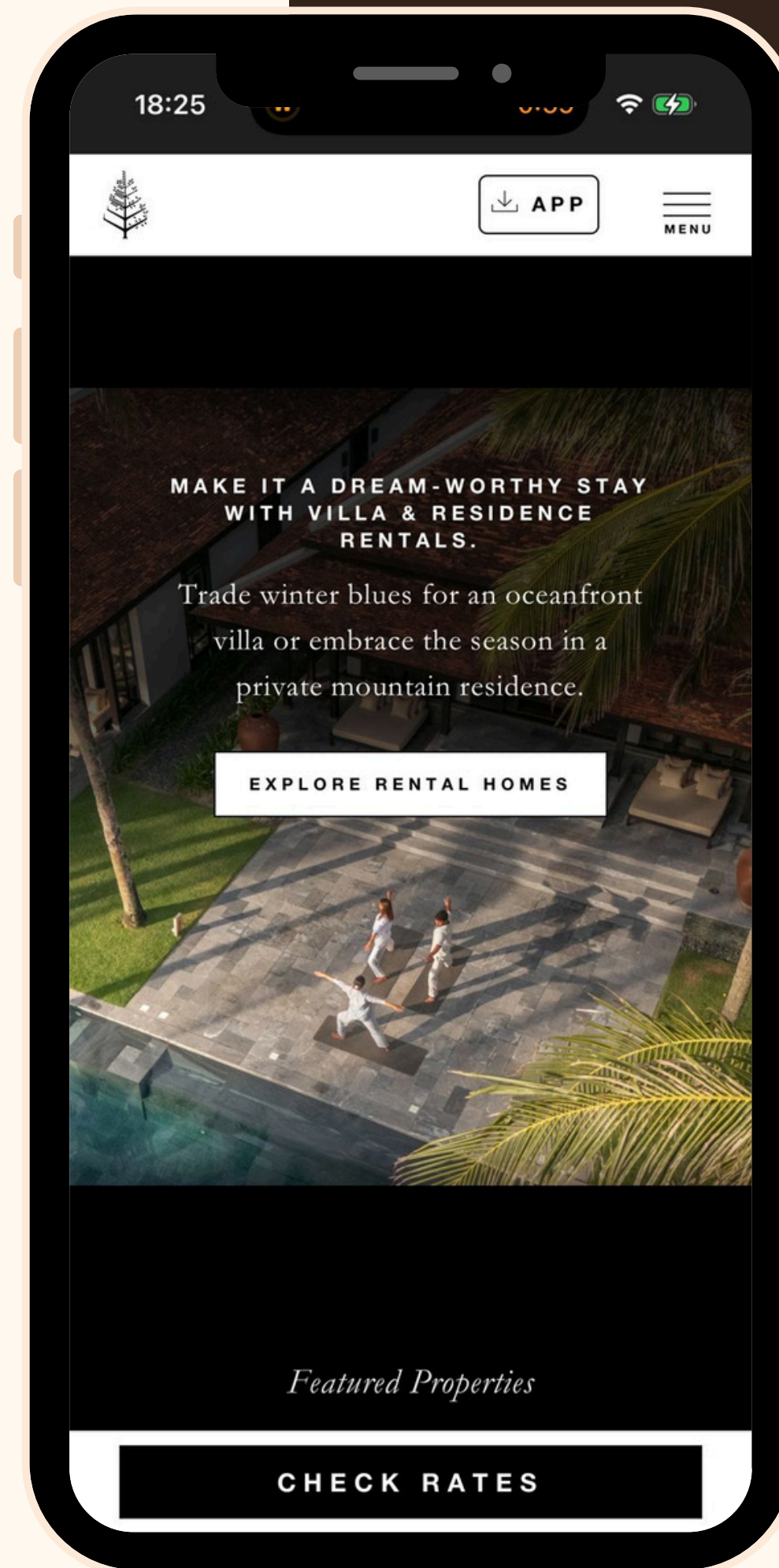
100

SEO

BEST PRACTICES – MOBILE

DESIGN

Four Seasons has made their site mobile-friendly by ensuring a single column layout, so that everything is visible. Also, they have only included the most important information and have opted for the option, e.g. “Explore Rental Homes”, so that there is no information overload. Moreover, they have made the site thumb-friendly by having clear and fewer buttons and within easy reach for the thumb.



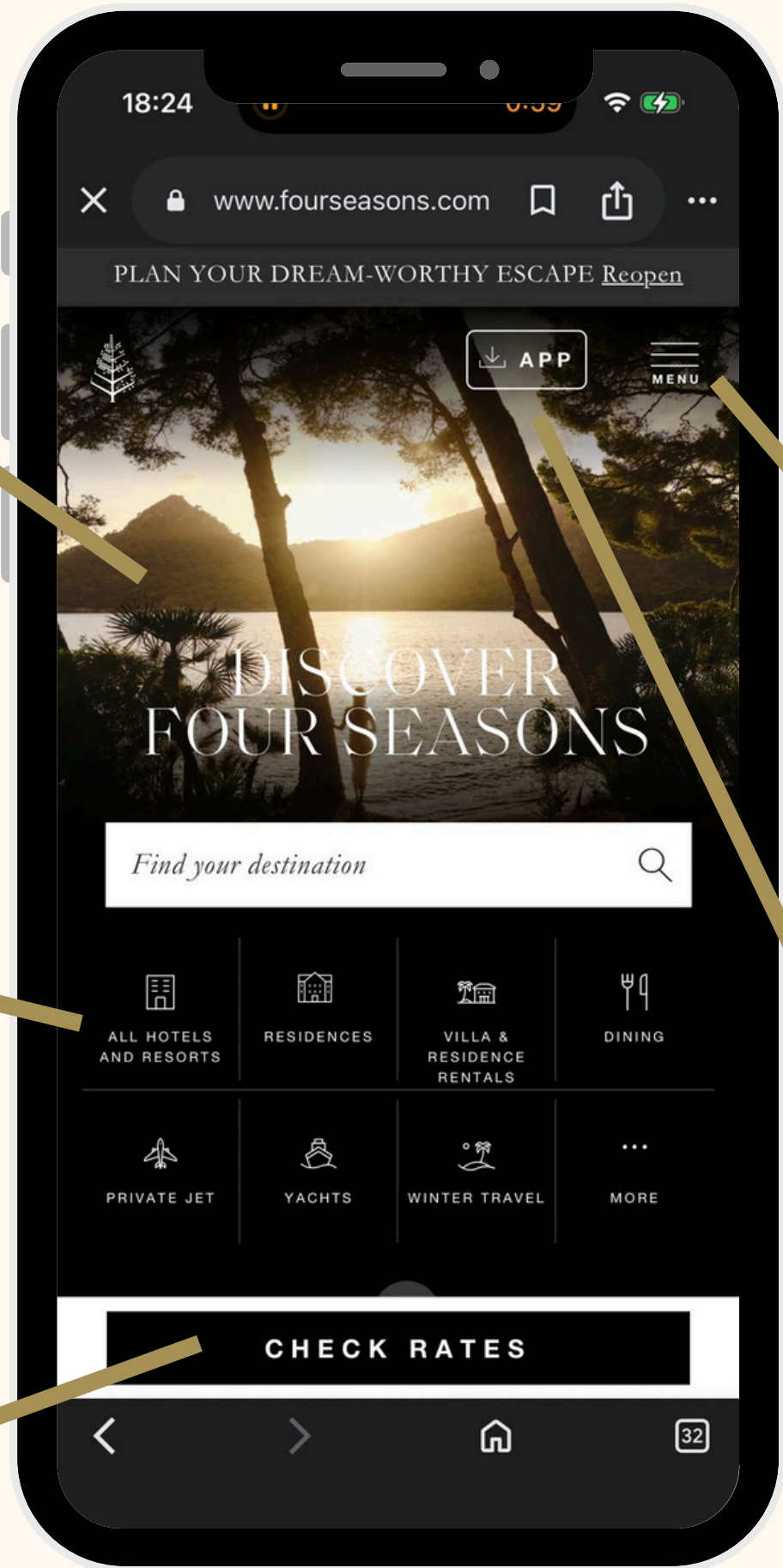


Image instead of video

Thumb-friendly button and all at thumb distance (larger buttons)

Clear CTA that is visible at all times.



CTA

They have provided a main clear CTA, "Check rates" that is visible at all times. Also, they have the option to download an app. This is visible when you access the site from the mobile, making it a suitable CTA and in the right place.



SPEED

The loading time is still fast on the mobile, as they have used image compression and replaced the video on the homepage with an image.

Menu button to prevent information overload

Option to download an app

A nighttime photograph of a city street, likely in Madrid, Spain, featuring ornate, classical-style buildings. The central focus is a large, illuminated dome structure, possibly a church or a landmark building, with a golden glow. The street is lit with warm streetlights, and a few cars and pedestrians are visible in the distance. The sky is a deep blue, suggesting dusk or early evening.

CONCLUSION

Overall Four Seasons has a very good performance both on their website for the desktop and the mobile. Nevertheless, there are some improvements that can be made. One improvement is that they can include an AI chat box to quickly allow the user to book a room or answer any of their questions or needs. Also, I would recommend using a white background rather than black for the main interface, particularly at the top of the homepage. This would significantly improve text contrast and readability, while creating a brighter, and an aesthetic that aligns better with the feeling of a luxury resort.