

#PropTech #Website #Travel

Hudson & Leonard: Vacation Club

A private vacation club is an ultimate all-inclusive getaway resting on the Turks and Caicos Islands in turquoise Caribbean waters. The club residents can get a sense of privacy in one of the villas, each equipped with an infinity-edge oceanfront pool, a courtyard waterfall pool, and an over-the-water swim platform with direct access to the shallow bay.

Target Audience: families, enthusiastic travelers, seekers of a peaceful and luxury hideaway, admirers of spectacular views

Hudson & Leonard

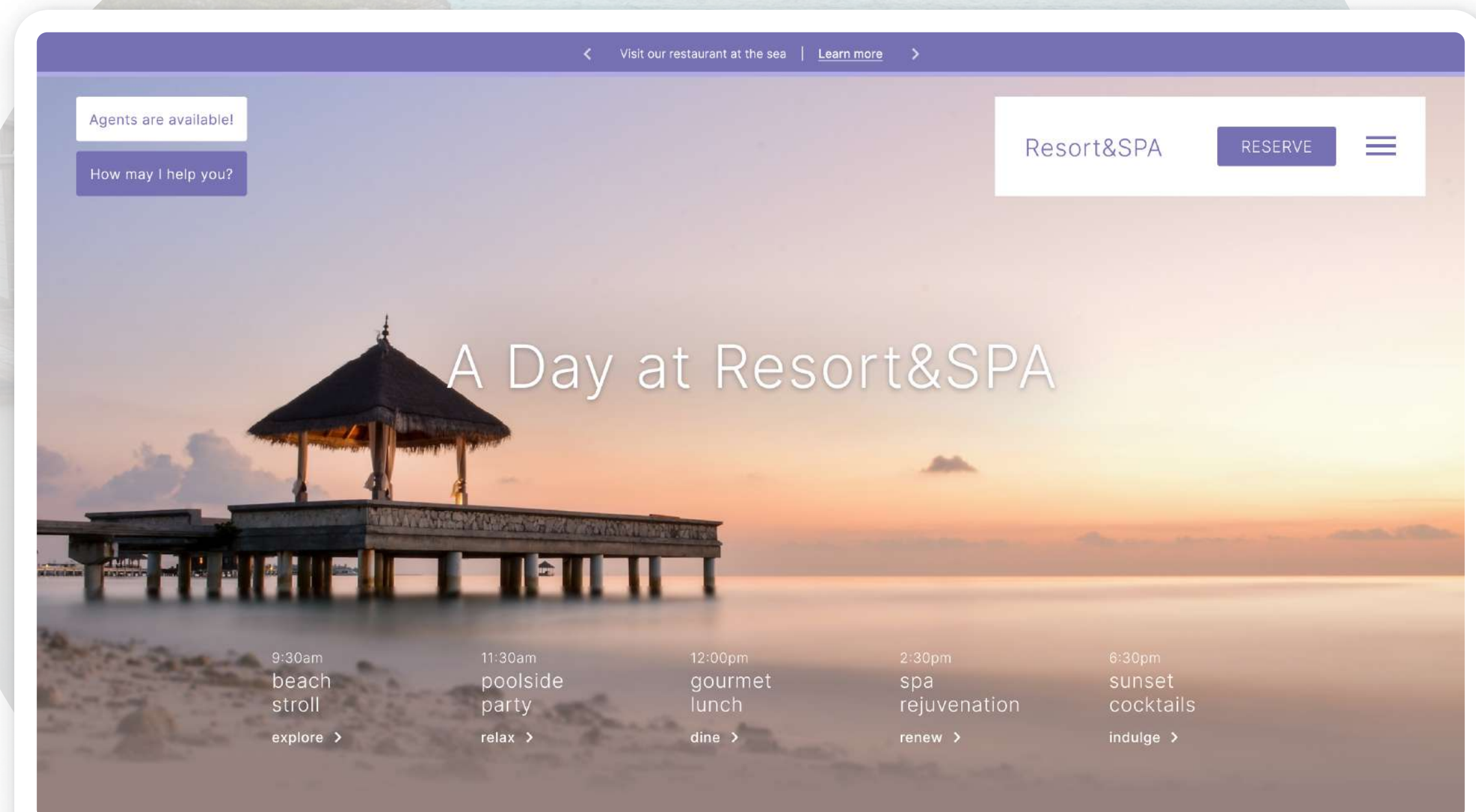
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Platform
Web & Mobile

Duration
1.5 months

Team
2 experts: Software Engineer and Project Manager

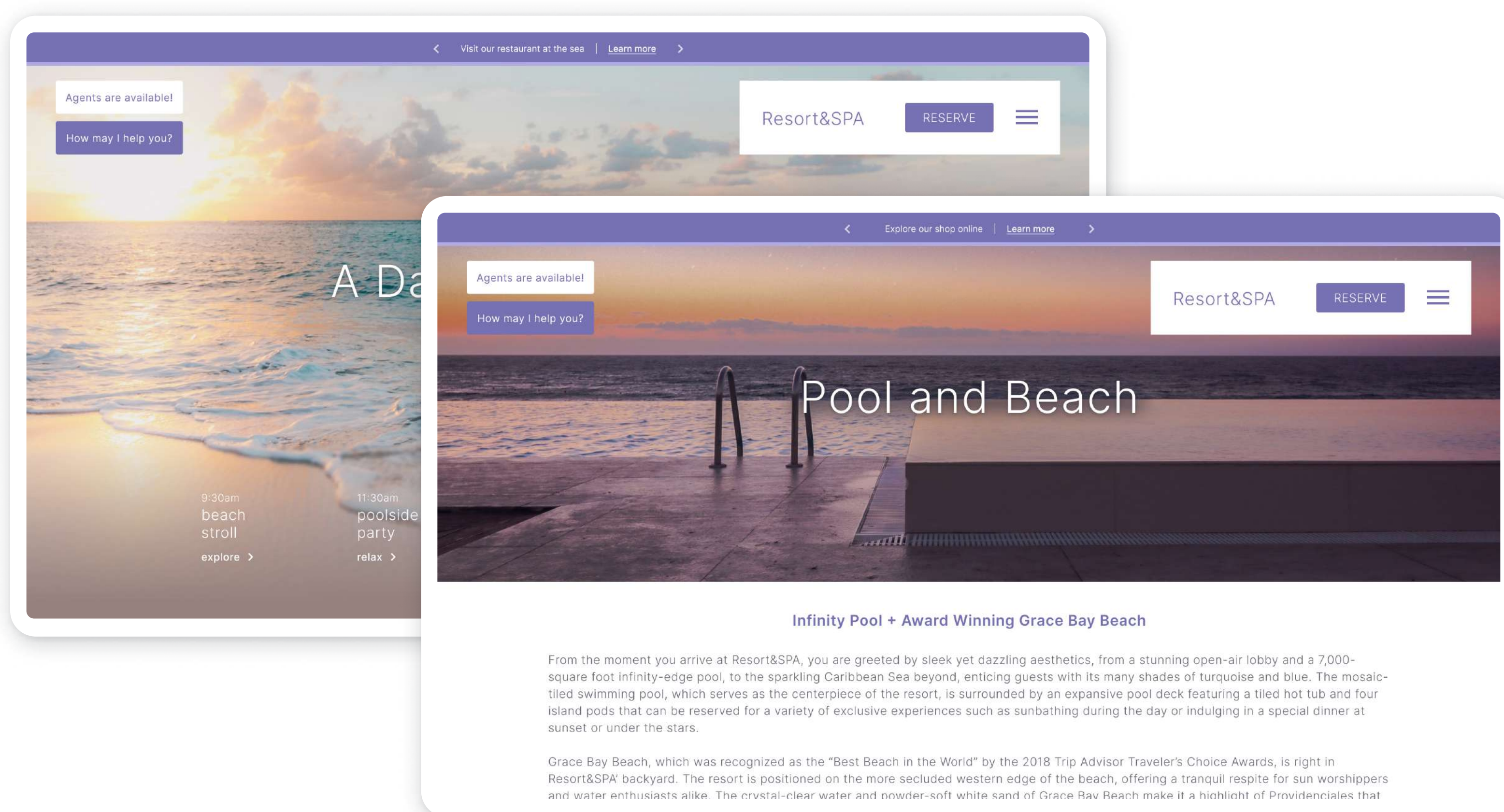
Industry
PropTech, Hospitality, Travel



Challenges

The client approached ORIL with the request to build a responsive and user-friendly website. Core requirements included:

- An intuitive website navigation for ease of use
- A responsive website that would properly display all elements on any device
- A catchy website that aligns with the club's branding and positioning



Our Project Roadmap

01

Ideation

At the outset, we ran a series of meetings with the client to discuss the website concept and set requirements for the project. Based on these meetings, we defined the website milestones, which included the project timeline, team structure, the number and content of website pages, and their functionality.

02

Project Planning

We used the Agile methodology to plan and implement the project. We analyzed the work scope and broke the website development process into sprints. ORIL team had regular sprint planning meetings with the client, where we discussed the goals and their implementation for the upcoming sprint.

03

Implementation

The web development process was carried out according to the sprints. We allocated the following specialists to the project: a software engineer, a project manager, and an account manager. The website was built on the WordPress platform. As the final step, we ensured a successful website launch.

Main Features

01 Easy villa booking.

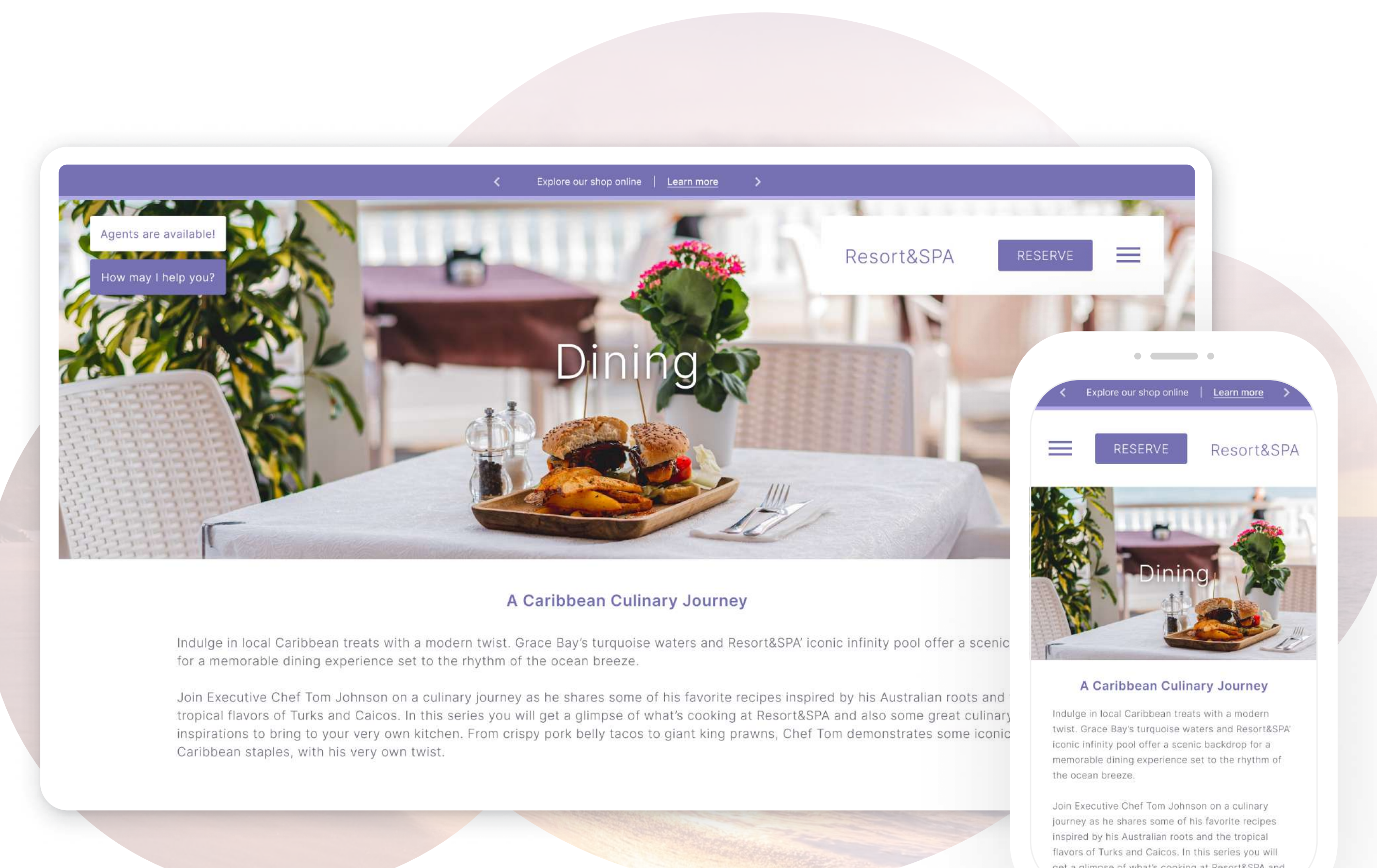
The website provides convenient villa booking solution, which allows you to find the best option based on the number of guests, check-in & check-out dates, and your own preferences (e.g. the number of rooms).

02 Consonant with the brand's positioning.

We built a functional website with a simple yet immersive design, which harmonizes with luxurious vacation club. By combining flawless functionality and sleek design, we helped the company strengthen its branding and boost conversion rates.

03 Responsive website.

The vacation club website easily adapts to the screen of the gadget you are browsing it from. We created a responsive website making sure that all the elements are properly displayed, no matter the gadget.



Results

Within 1.5 months of work, the dedicated ORIL team developed and successfully launched a fully set-up website. The vacation club website allows clients to easily navigate between its pages, get the information they are looking for, and book the villa they like. During the planning and implementation phases, ORIL carefully considered the client's requirements and ideas. We also gave valuable recommendations, which allowed us to cut the project cost and build the website considering the latest trends in the industry.

- The website was timely launched
- The website conveys the client's values and positioning
- The website has increased the information accessibility and the villa booking procedure

Technologies



WordPress

Testimonials

Trusted Worldwide: Our Partner's Success Stories.

ORIL has excellent management, solid technical skills, and good inputs for solutions. The team gave importance to the client's vision and their goals, which guaranteed a successful engagement.



Daniela Gallego
CEO & Founder, Hudson & Leonard

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