





Refuge du Lac Blanc new website

 Chamonix-Mont-Blanc, France

 Mountain refuge

 Website design & development

About the
company.



One of the most iconic
mountain huts in the Mont
Blanc valley.

*Nestled in the heart of the mountains
and offering an unforgettable nature
experience.*

Quick project rundown

Project type

Website design & development



Stack used

Figma



+

Webflow



+

React.js (JavaScript)



Role

Overview and create 100% of the project.



Hehe

Fun 5/5



The Story at a Glance.

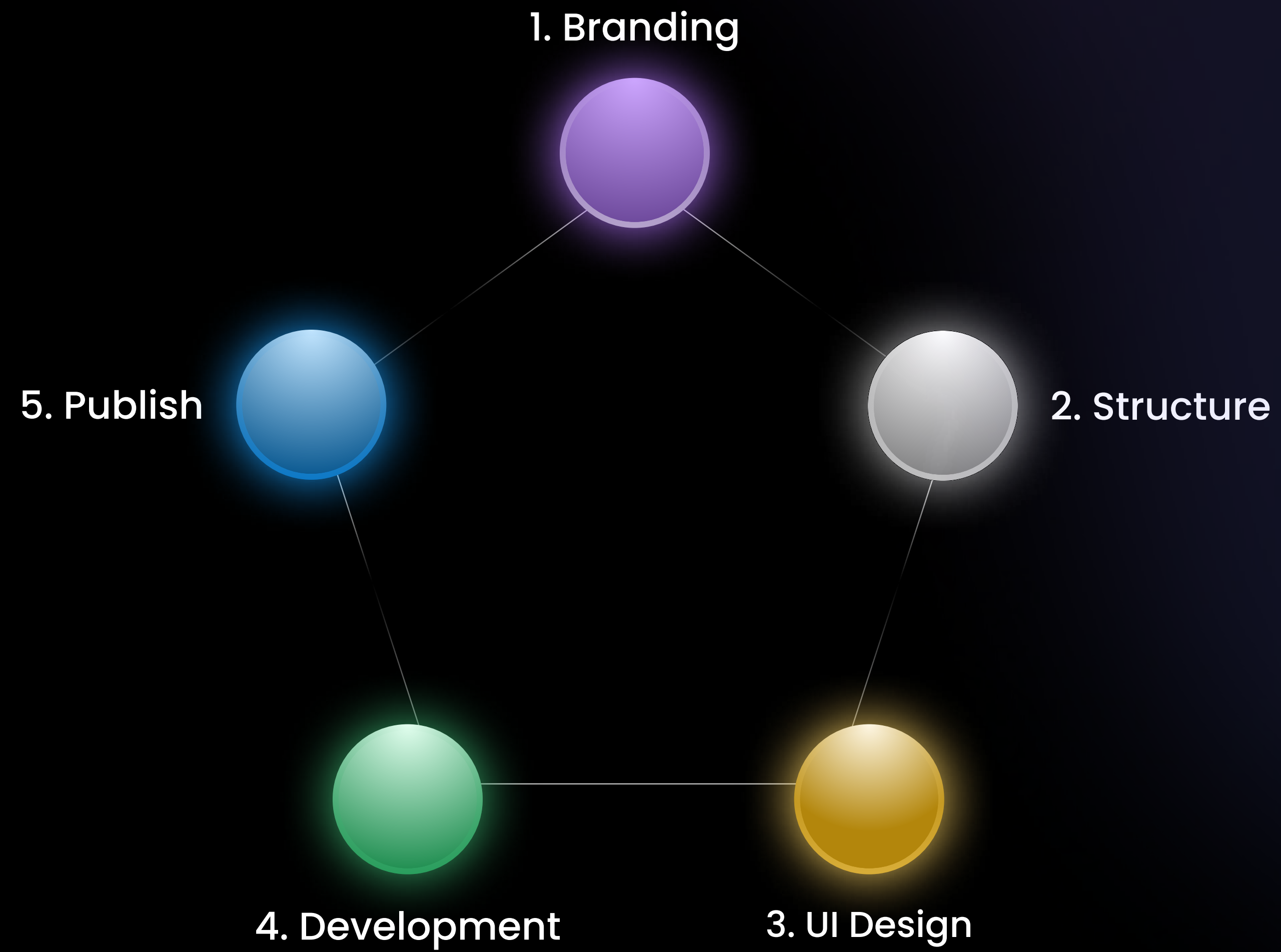
Would you trust someone you just
found online?

I checked my email, a new inquiry. Then
my phone, a WhatsApp message.

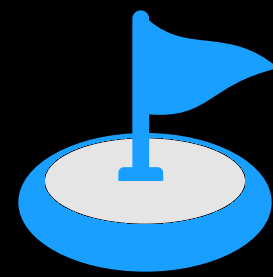
It was Kusang, the new owner of the Lac
Blanc refuge.

Having built the previous website, I
immediately understood his needs.

The creative process.



**The adventure
starts here.**



Chapter 1 | 5

The Branding

A strong brand is the foundation of everything.

Colors

The palette is inspired by the natural blue tones of Lac Blanc's landscape.

#1C2A39

#125184

#ABD6E9



Fonts

Aa

Cabinet Grotesk

Titles and key information.

A soft, rounded typeface inspired by nature, while maintaining excellent readability.

Aa

General Sans

Body text and paragraphs.

A standard typeface with excellent readability. As the website includes a booking system, it was essential to use a font that ensures accessibility.

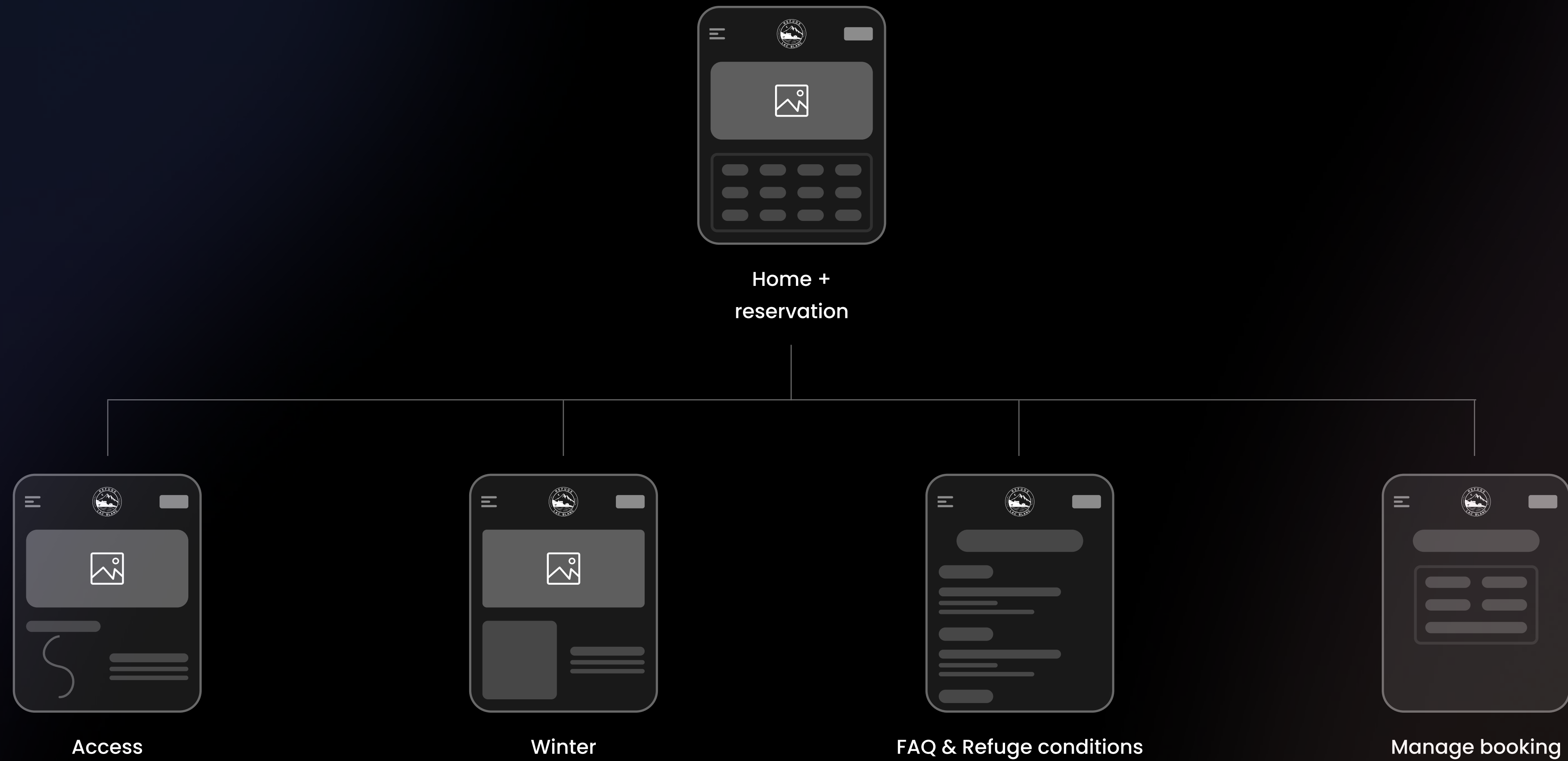
Chapter 2 | 5

The User Experience & Website Structure

A user-friendly site with a clear structure is the key to success.

Structure

I defined the website pages based on proven structures, leveraging my experience with similar mountain refuges.



The schema only shows the top level pages.

Fonctional pages like "contact", "private policy", "legal" etc. are excluded

The Booking User Experience (UX)

The booking experience in mountain refuges is different from hotels or other types of accommodation.

In mountain refuges, almost 99% of bookings are for one-night stays.

That's why traditional "check-in" and "check-out" fields are not suitable in this context.

A clickable calendar solves this issue while highlighting availability, as bookings in mountain refuges are flexible and highly dependent on availability.

Understanding the user behavior.

We need to understand how users interact with the website and their key characteristics.

This helps us to create better interfaces.

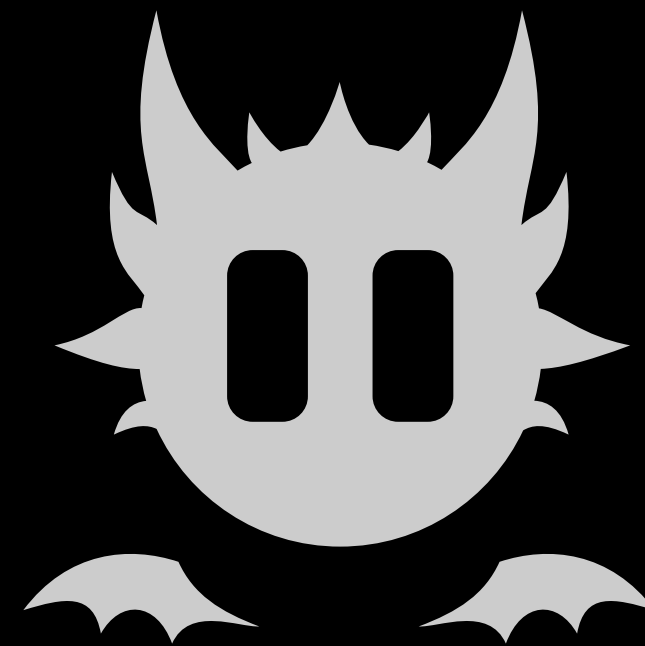
Drawing on my experience with similar mountain refuges, a large portion of users are aged 35–55, with most bookings made on mobile devices.

As a result, the interface must be highly intuitive and fully optimized for mobile.

I focused on a single persona due to budget and time constraints.

35 - 55 years old

Availability-driven choices



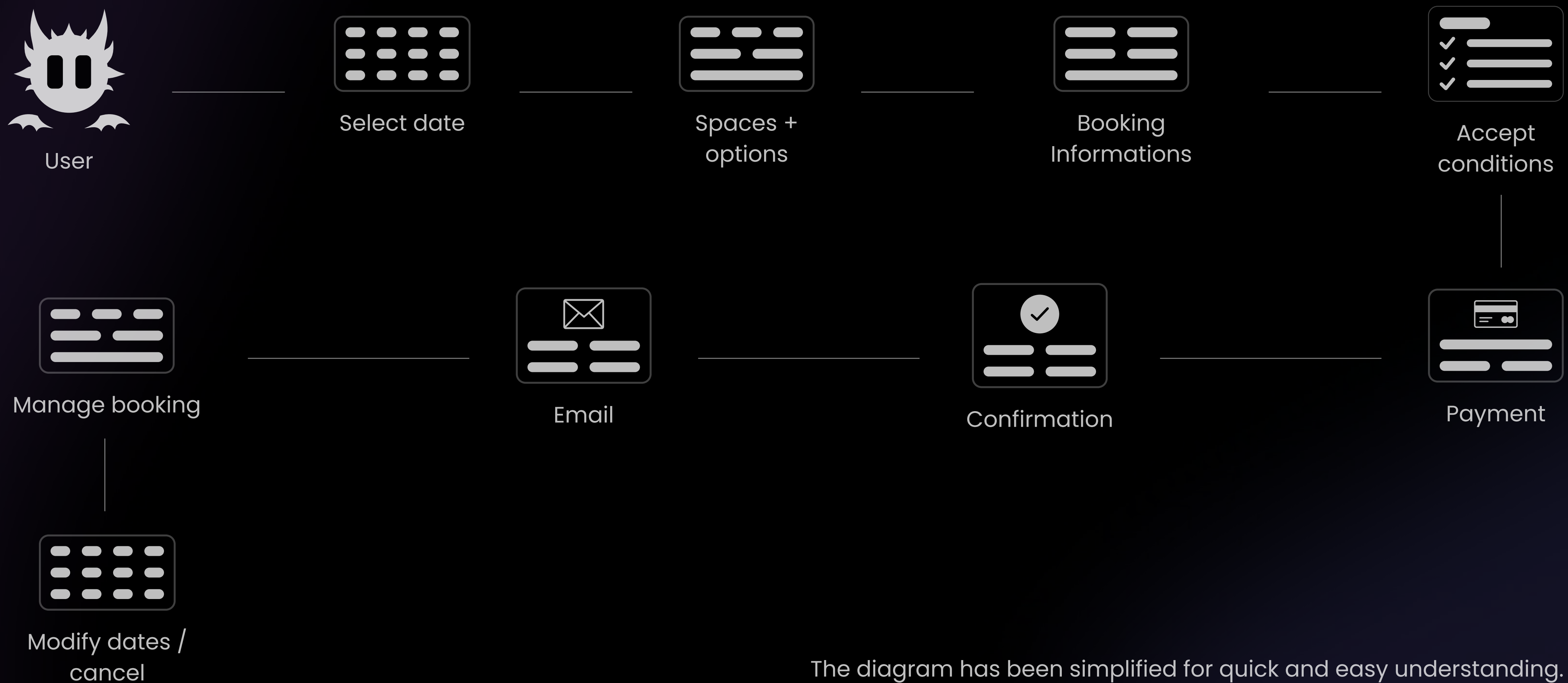
User

90% on mobile devices

Low digital familiarity

Crafting the user experience (UX).

I designed a diagram that shows each step and how the booking experience is going to look like.



The diagram has been simplified for quick and easy understanding.

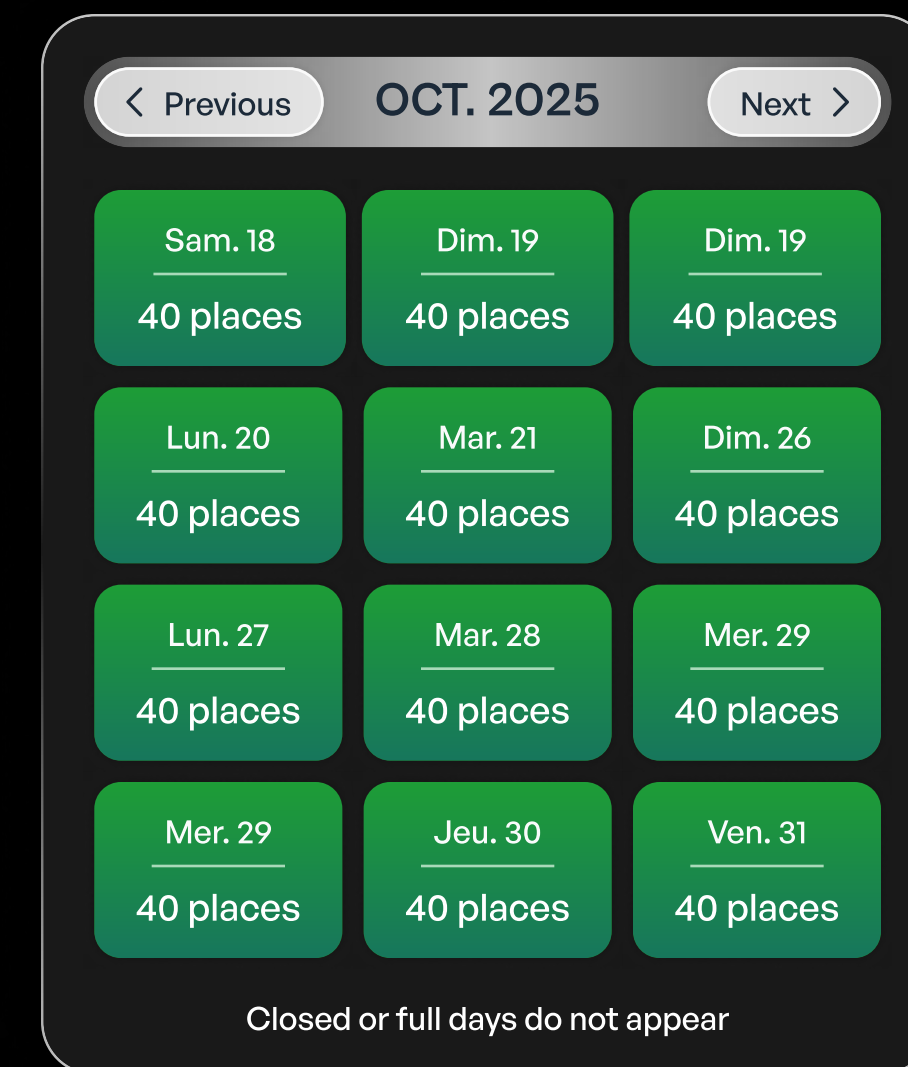
Chapter 3 | 5

UI Design

Designing an intuitive and easy-to-understand interface.

The calendar and booking process.

I started designing the calendar and all the steps of the reservation process.



The website design.



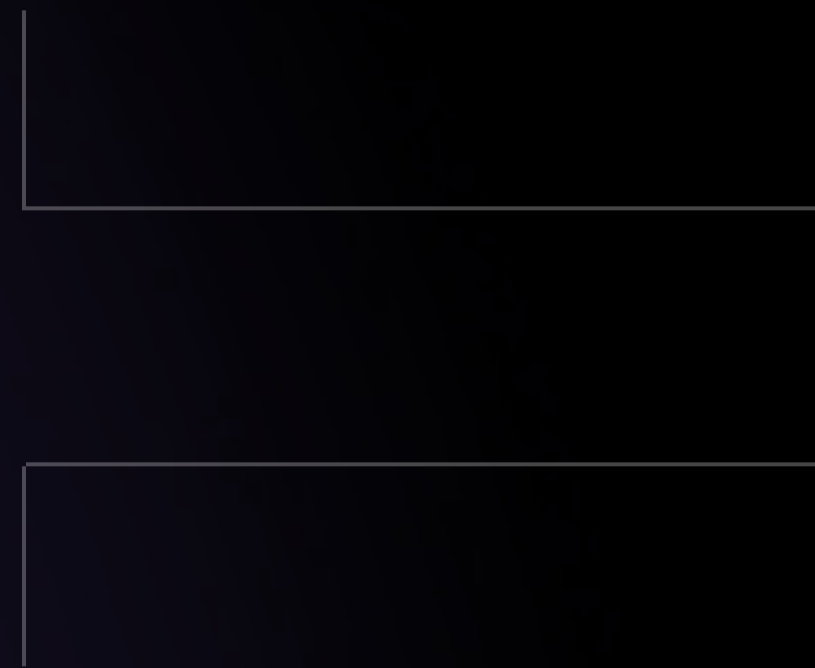
Integration & Development

Turning vision into reality with seamless integration and robust development.

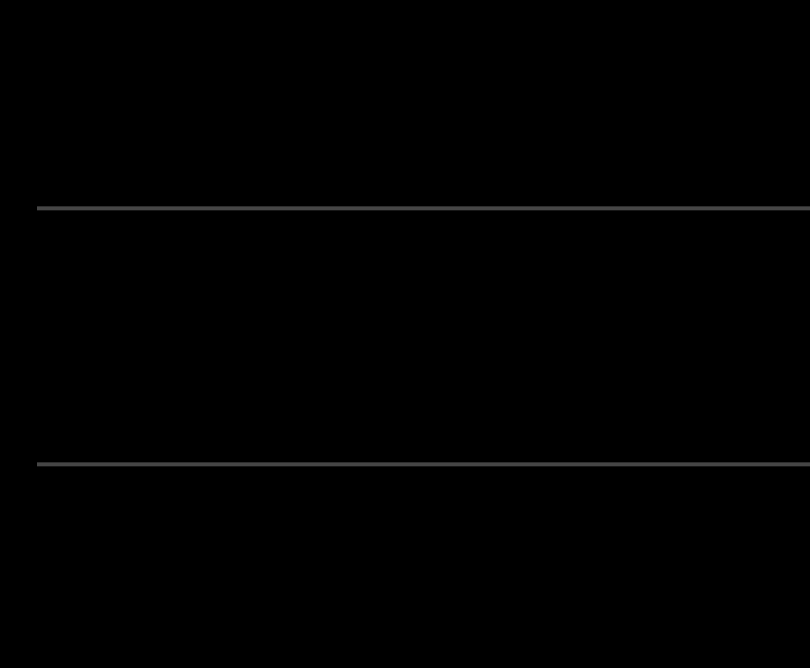
The choice of platform.

I chose WordPress for budget reasons and because we needed to move quickly, publishing before the reservations opened in November.

Flexible & scalable



Easy content management



Budget-friendly

Fast deployment

Optimization & Publishing

The final polish: Enhancing performance and going live.

Testing

By testing across multiple devices and browsers, we ensured a bug-free and responsive site.



Browser compatibility



Responsiveness



User Interactions (UX)



Web-security tests



Reservation tests



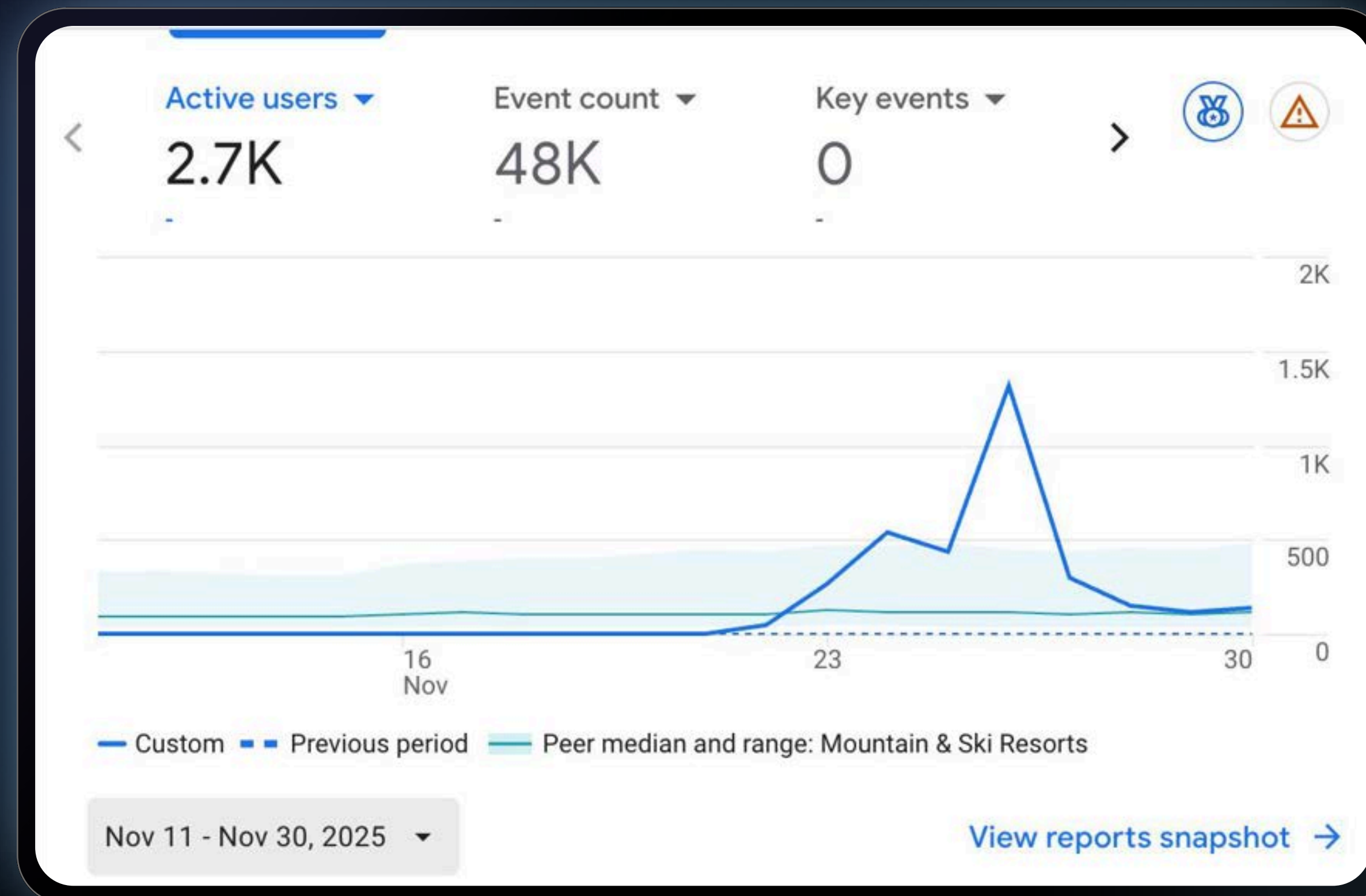
Online payment tests

Publish

Before launch, we built a waiting page with a subscription form to notify users as soon as reservations opened.

People have been waiting, now the Refuge du Lac Blanc website is live !

● Website is Live



The website saw 1.3K visitors in the first two hours after launch.

Key metrics

Website is Live

406

reservations in 2 hours.

101 790€

in revenue in just 2 hours.

Kusang SHERPA

Lac Blanc Refuge



I had the pleasure of working with Juan on one of my websites, and the experience was truly positive. Initially, I didn't know Juan; I found him online, quite by chance, without any particular recommendation. Now, looking back, I can say I made an excellent choice.

Beyond his obvious technical skills, Juan is a genuinely kind person: serious, humble, calm, always attentive, and dedicated to doing things well. He takes the time to explain, understand needs, and propose tailored solutions.

The collaboration developed naturally, based on trust and simplicity, to the point that, without even realizing it, we became friends as we worked together. That's quite rare and worth mentioning. For those who are still hesitating, as I did at first, you can trust him completely. I wholeheartedly recommend Tooltip Media and wish Juan a wonderful journey, both professionally and personally.

Translated from French



Thank you for staying
until the end !

I hope you liked it !

I continue working with Refuge du Lac Blanc on marketing projects, including new pages and automation tools.

Interested in something ?

Feel free to reach out. I typically reply within 24 hours.

Contact details

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