

Sample work

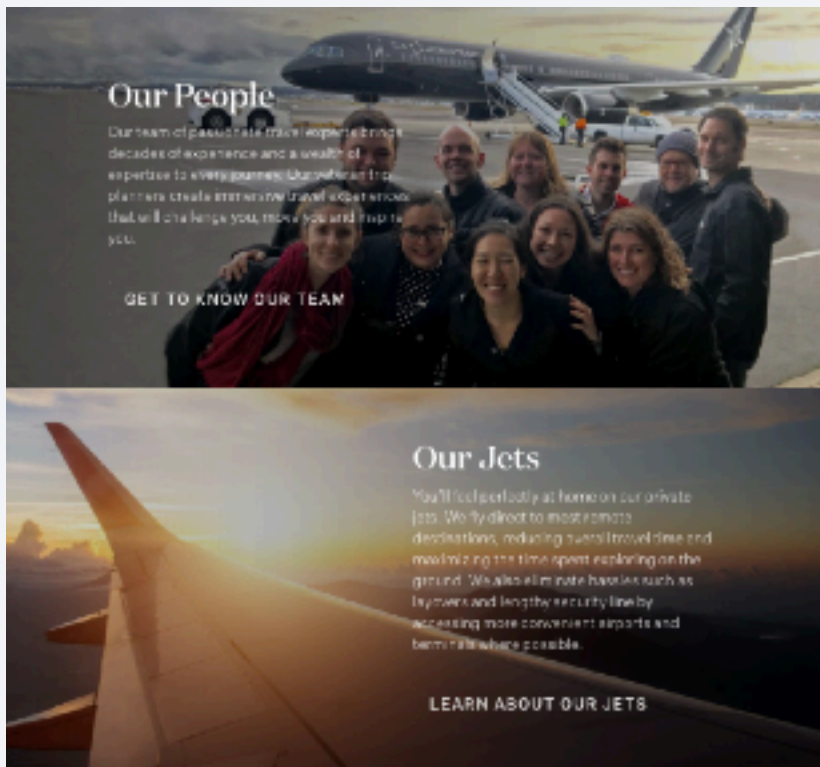
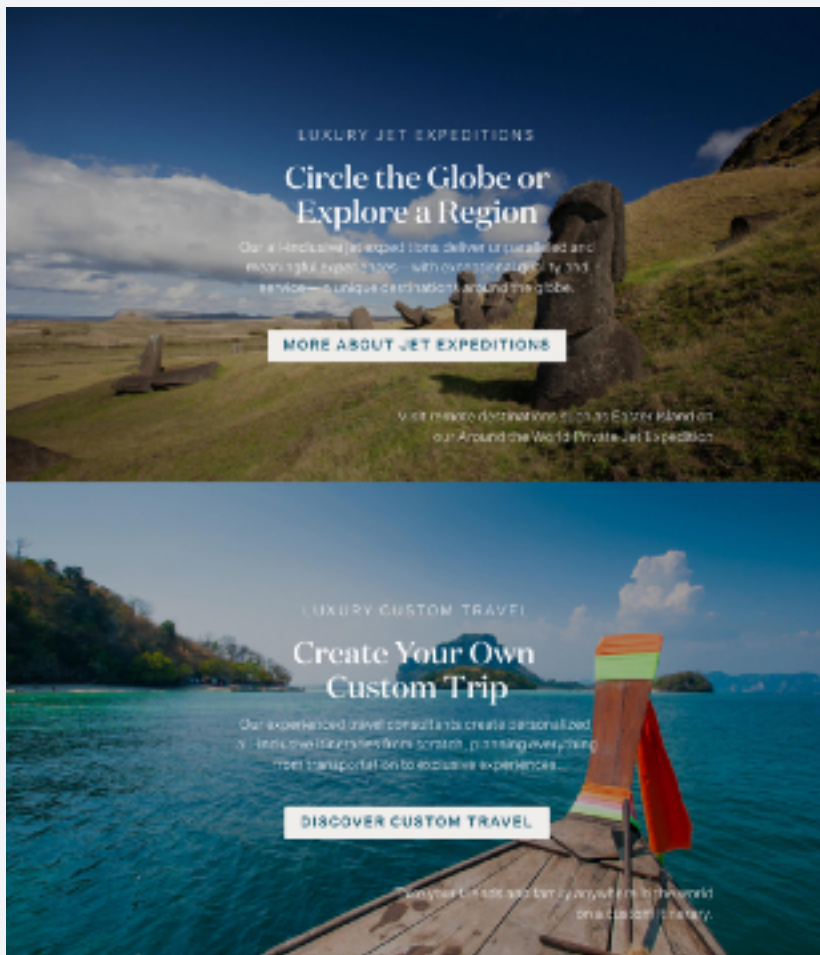
UX/UI audit with recommendations for improving a client's travel website

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Opportunities for improvement

- ☆ Add space between each block image to create a better balance between different content types.
- ☆ Aim to remove blocks of images that do not effectively support the copywriting (less is more!).
- ☆ Use the consistent styling and themes for links and buttons to reduce the need for users to learn new patterns and interactions.



Main CTA ("Find a trip")

Themed button

Combined with a display of
feature itineraries

Header: Our products

LCT

Themed button

Custom tours

Themed button

Header: Why we're great

Our people

Themed button

Our jets

Themed button

Loyalty
program

Personalized
service