For my creative assignment I decided to choose the hospitality industry after ruling out home automation, home services, and home improvement. My overall approach to the assignment ultimately led me in the direction of UX design so I hope you like it and any and all comments are welcome.

At first when I researched some of the popular hotel chains I wasn’t impressed with their web presence, a handful of them were just simple photo gallery sites with design layouts that we have seen way to often in creative portfolios.

I dug a little further in this industry and landed on travel sites, I decided to go with Kayak.com because most of the other travel sites were inundated with so much information and advertisements that the overall experience became overwhelming and just not pleasing to the eye.

Kayak.com has a simple tile layout on their main page that showcases HDR images of the cities most traveled to. On the top navigation you can choose to search for hotels, flights, cars, or packages. Upon clicking on any of the images in the tile grid, you are taken to a list which is simple to use and does not look cluttered like most of Kayak’s competitors.

The two reasons I choose Kayak for my creative assignment are the hidden data list that can be accessed on the main page by clicking on the up arrow that is located on the bottom right of all the images on the main page, and the TRAVEL HACKER application which you can get to by clicking the top right image.

1. The hidden data list although not obvious to use because of the size of the arrow, provides a quick glance of the information without disrupting your focus which could happen if you were taken to another page, I like that it can be discrete at first but provide sufficient information when accessed.
2. The TRAVEL HACKER application has a simple icon navigation that takes you to a map were you can choose a city and see what’s trending in travel. Either of the navigation tabs will take you to an interactive graph that is transparent in use and simple in design.

I think that some of the treatments that Kayak.com does with its data list can be translated into use with some of our clients sites that require us to showcase a lot information but may be challenging to design because of it.