



LET'S MEET IN MARFA

Disconnect in the best way.

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# WHAT IS LET'S MEET IN MARFA?

This year, redefine your retreat with an unconventional approach for a remarkable experience. Come for Marfa's distinctive hotel accommodations, delightful meeting spaces, picturesque views, and one-of-a-kind excursions—and return with a whole new outlook. **"Let's meet in Marfa!"**



## Search

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Search and find a variety of activities in Marfa.



## Discover

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Discover what hotels, acitivies and modes of transportation the city of Marfa provides.



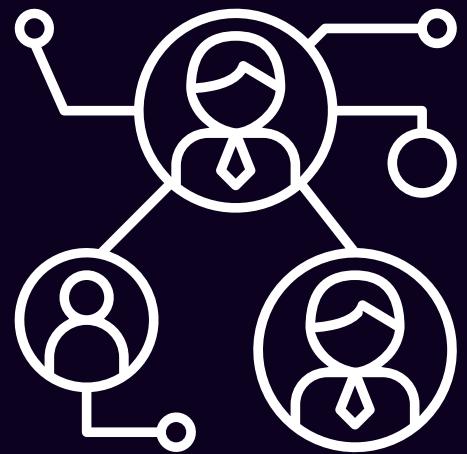
## Book

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Book hotels and transport via the website and prepare a stress-free trip.



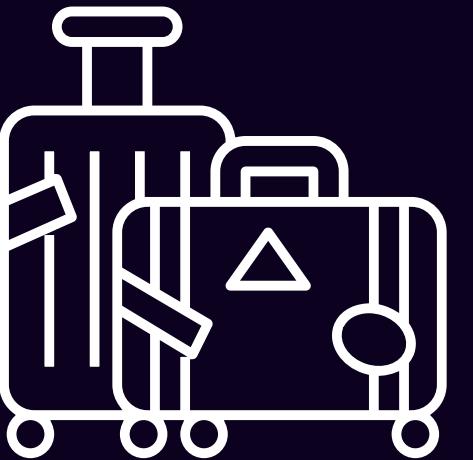
# THE RUNDOWN



## Who

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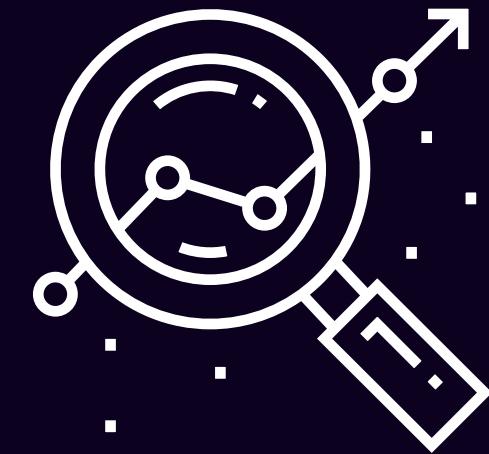
Those in search of group travel for business retreats, school field trips and reunions.



## Why

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Convenient browsing and booking for hotels, transportation and activities in Marfa.



## How

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A rebrand including a new microsite.



Research

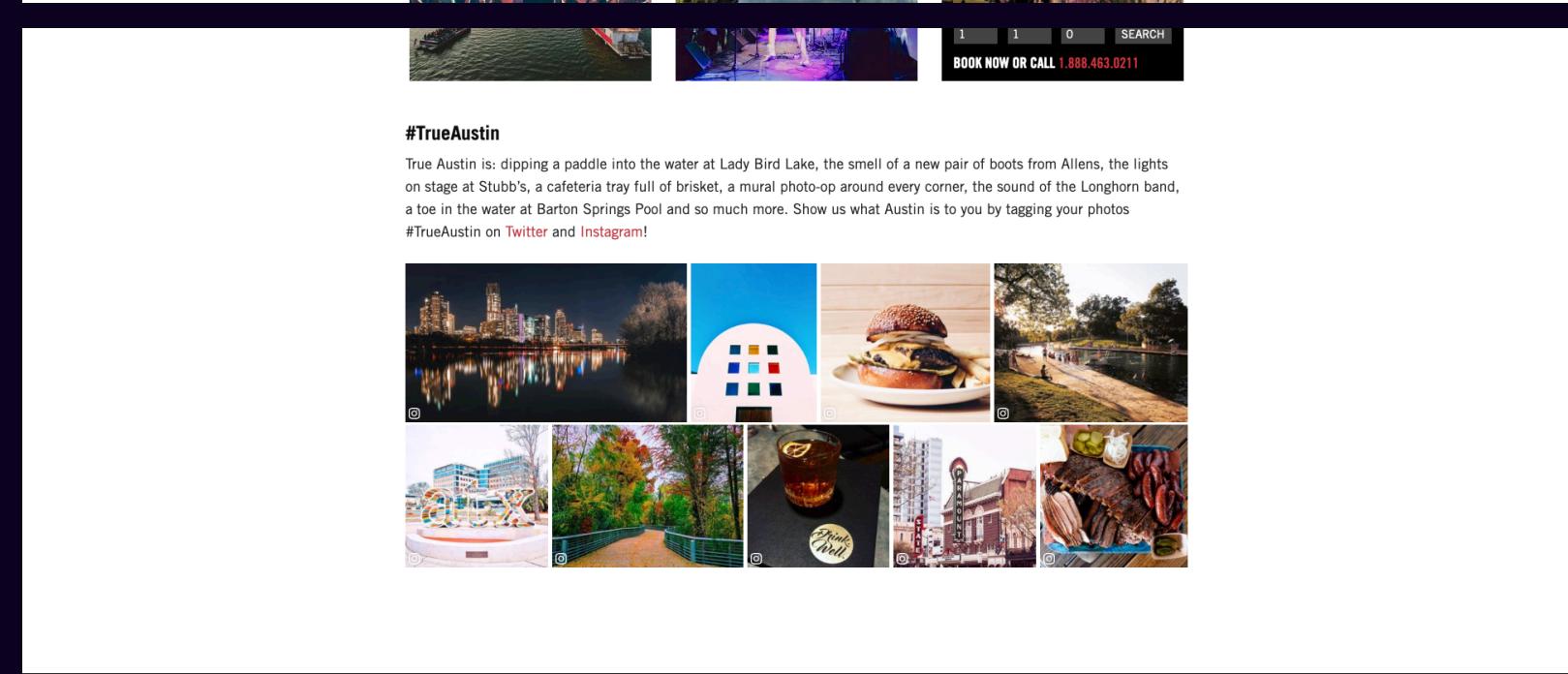
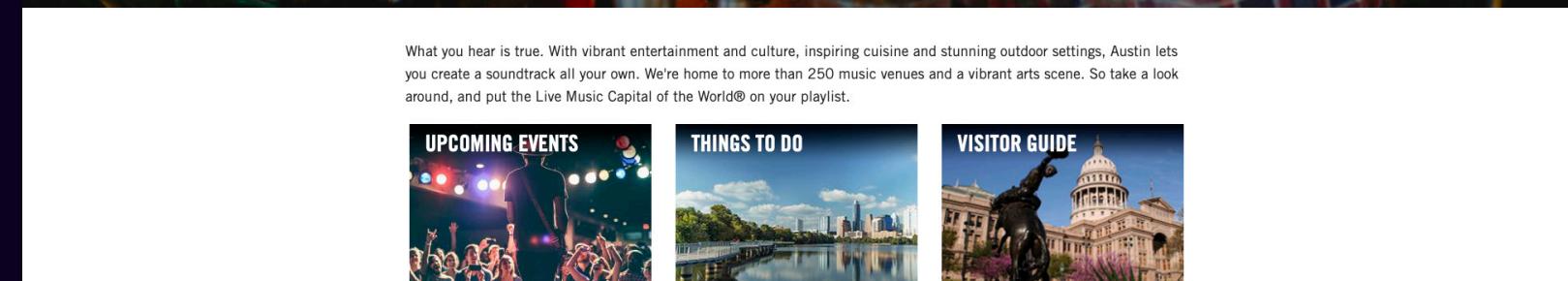
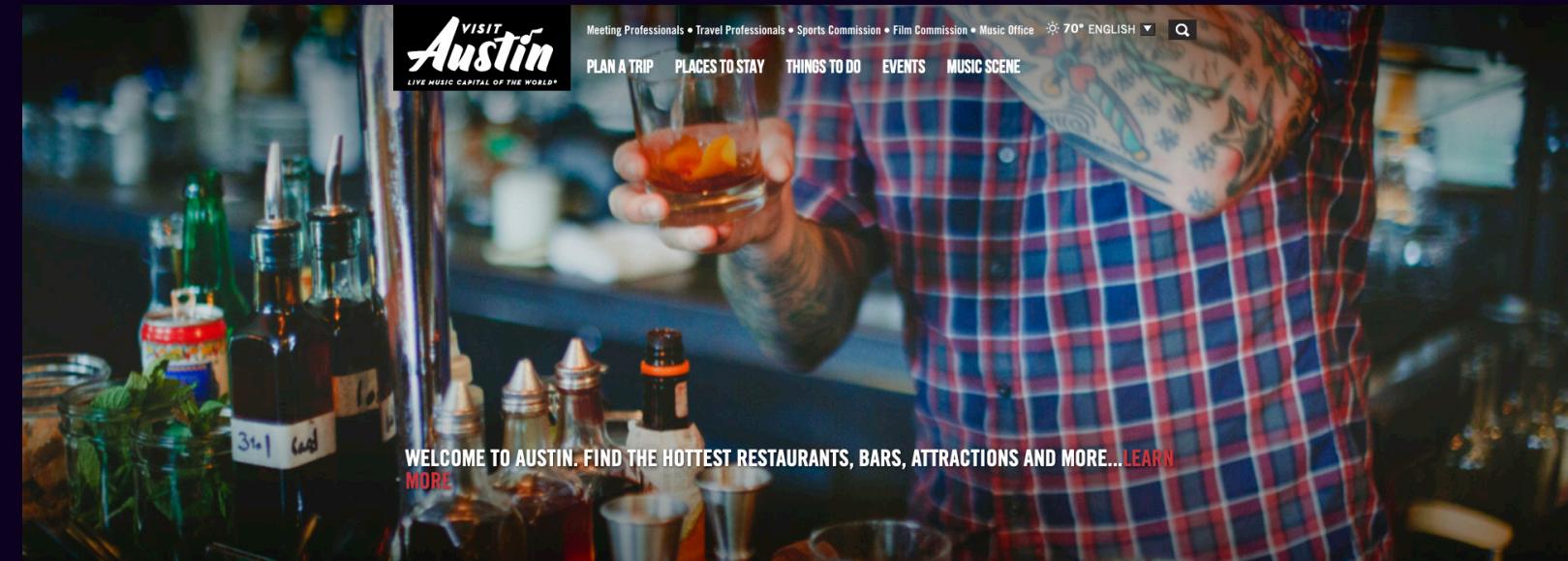
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# COMPETITIVE ANALYSIS

## AustinTexas.org

*What you hear is true. With vibrant entertainment and culture, inspiring cuisine and stunning outdoor settings, Austin lets you create a soundtrack all your own. We're home to more than 250 music venues and a vibrant arts scene. So take a look around, and put the Live Music Capital of the World® on your playlist.*

The tourism website for the city of Austin makes use of tiles, which I noticed was common in tourism websites after doing my research. On their home page they have direct links to booking adventures and hotel rooms. They also have a running instagram feed towards the bottom of their home page.



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# COMPETITIVE ANALYSIS

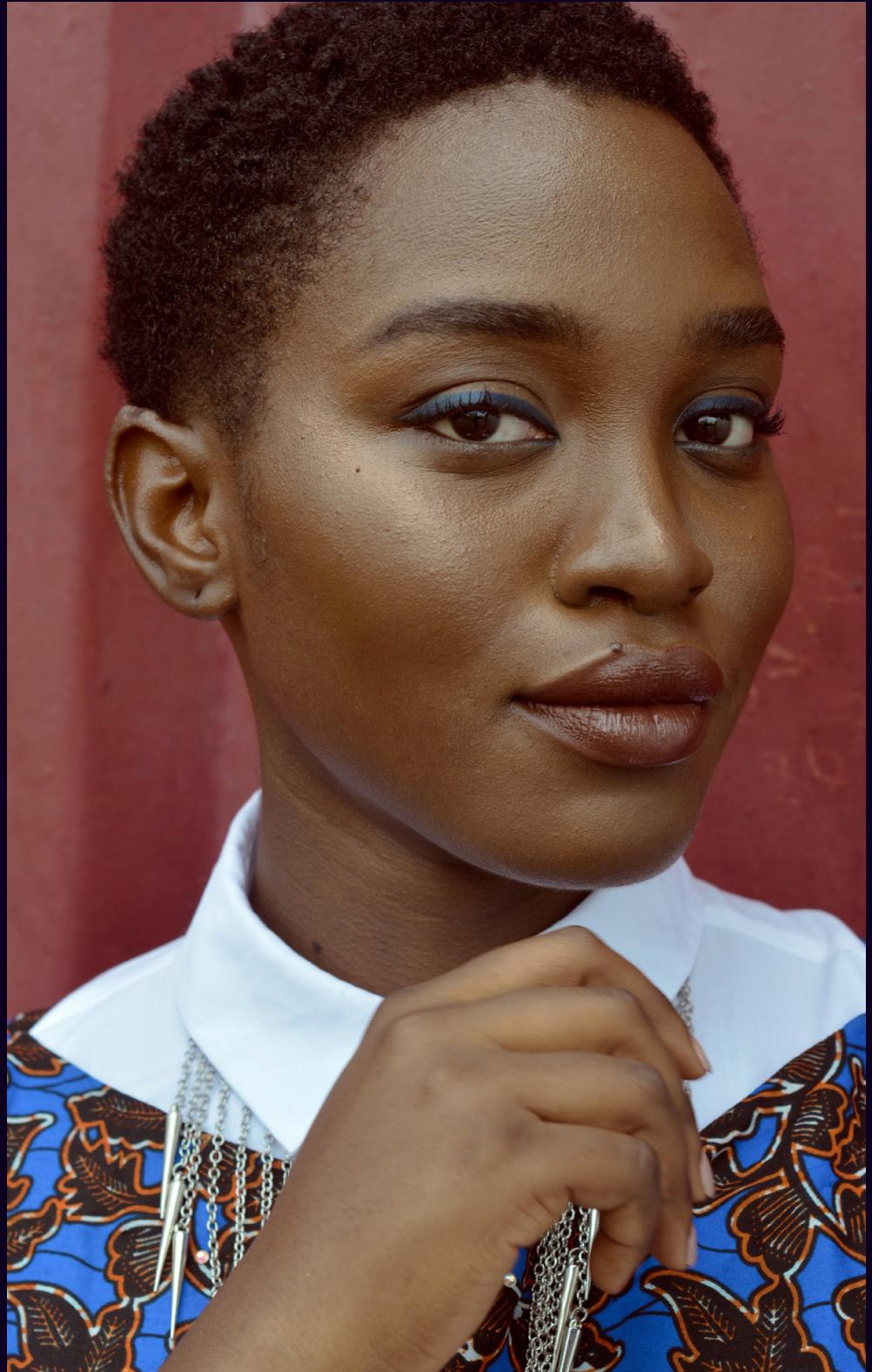
## BoulderColoradoUSA.com

*Just 30 minutes from Denver, tucked into the foothills of the Rocky Mountains, acres of vast open space roll into Boulder's quaint cityscape. Come explore pine-scented trails, taste the flavors of "America's Foodiest Town," tour 24 craft breweries, stroll historic Pearl Street and soak up this creative community's laid-back lifestyle.*

The city of Boulder has a carousel header image that greets you on the home page. Tiles are also all the rage here and provides page drivers to adventures and articles. One large difference between Boulder and Austin's websites is that the options to change the site's language is in two different positions. For Austin, it's at the top in the navigation bar. For Boulder, it's at the very bottom in the footer.

The screenshot shows the homepage of BoulderColoradoUSA.com. At the top, there is a navigation bar with the logo 'BOULDER colorado•usa' and links for Meetings & Groups, Weddings, Media, Film, Boulder CVB, Book Online, Hotels, Events, Things To Do, Restaurants, About Boulder, and a search icon. Below the navigation is a large, scenic image of a mountain range with a field of yellow flowers in the foreground. A 'Learn More' button and a 'Take a PEEK!' button are overlaid on the image. To the right of the image, the text 'Find Inspiration' and 'Watch the Video' is displayed. Below the image, the text 'Welcome to Boulder, Colorado!' is centered. Underneath this, there is a section titled 'Things To Do' with a 'Find More Things To Do' link. There are several tiles: one showing a street scene with the text 'See for Free', another showing a marquee sign with the text 'Top Things to Do', and three smaller tiles at the bottom labeled 'Before Winter Is Over', 'Boulder Wedding Inspiration', 'Things to Do This Spring', and 'Happiest City in the U.S.'. The footer contains a 'Hot Events' section and a 'Book Online' button.

# PERSONAS



## B. FERN DEMOGRAPHICS

32yo  
HR Manager  
Married  
Earns \$92K per year

## CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Group Travel Experience: 5  
Education: 4  
Tech Savviness: 4  
Ambition: 5  
Workload: 4

## BEHAVIORS AND BELIEFS

- Includer amongst the office
- Keen attention to detail
- Has experience booking travel for groups
- Often doing three things at once around the office

## GOALS

- Make travel arrangements for a group of 20
- Suggest things to do once they reach their destination
- Find one consistent place for the entire group to meet in the morning

# PERSONAS



H. KELLI

## DEMOGRAPHICS

19yo  
College Student  
Single  
Full-time Student

## BEHAVIORS AND BELIEFS

- Goes on roadtrips at least once a month with friends
- Has never been camping
- Has all the latest tech
- Double-major student on a rec. sports team

## CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Group Travel Experience: 3  
Education: 5  
Tech Savviness: 5  
Ambition: 3  
Workload: 5

## GOALS

- Go to Marfa, Texas for the first time
- Plan a trip to celebrate the end of final exams

# PERSONAS



## J. GUS

### DEMOGRAPHICS

37yo

Software Engineer

Married, Father of 1

Earns \$115K per year

### CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Group Travel Experience: 3

Education: 5

Tech Savviness: 5

Ambition: 4

Workload: 3

### BEHAVIORS AND BELIEFS

- Has most of their free time after 9PM
- Has a 4 year old child
- Apt to all the latest technology
- Their kid is in after-school activities

### GOALS

- Take the family camping in a rural area for the first time
- Find activites that will keep them and their kid occupied and happy

# USER SCENARIOS



## B. FERN WANTS TO..

Make travel arrangements for a group of 20

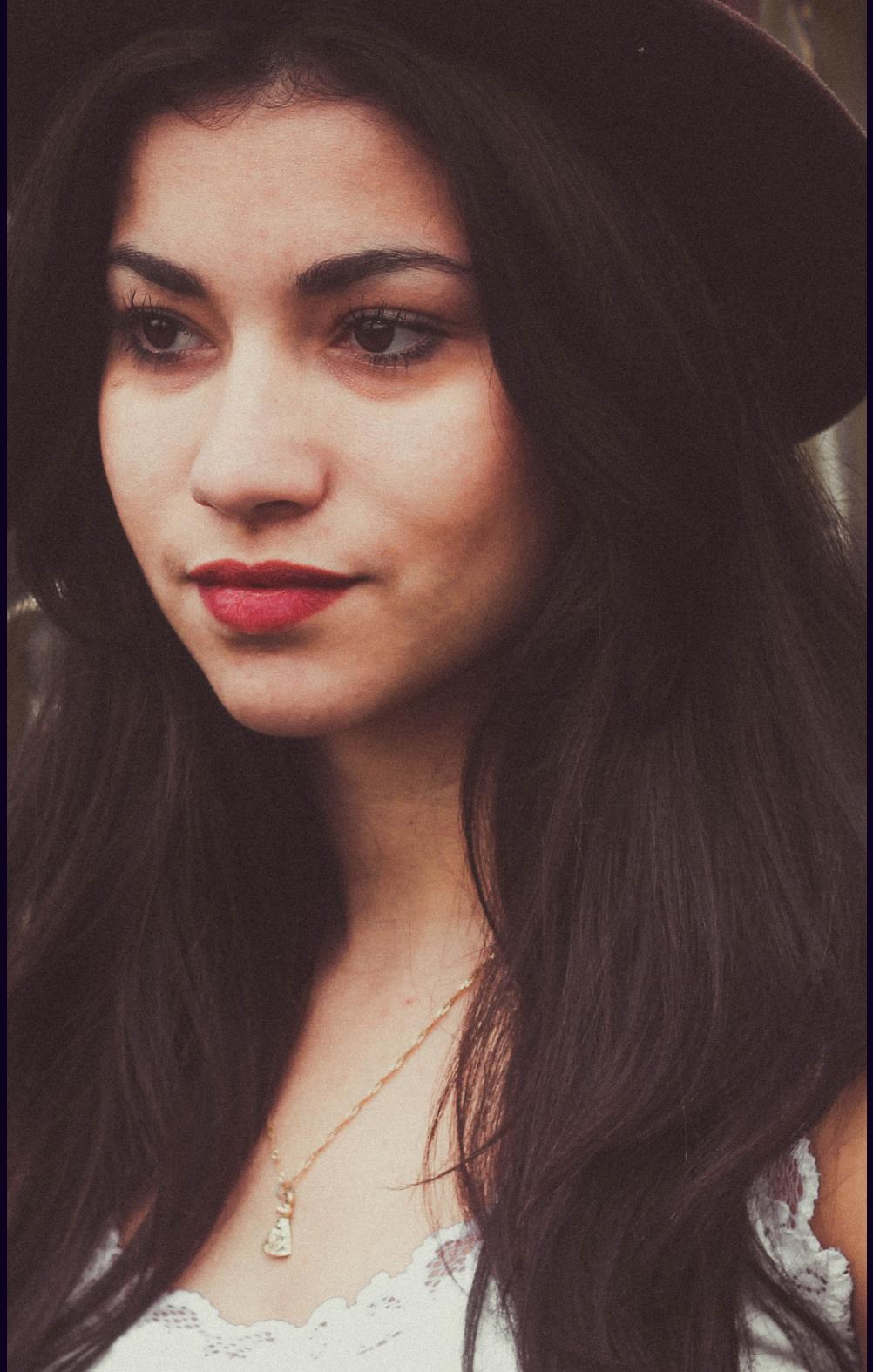
## SO THAT..

They can refocus on other work they have to complete before the end of the week

## CHOSEN SCENARIO

B. Fern has just left a meeting announcing the company retreat at the end of the upcoming month. They are on their way to another two meetings before having time to begin planning the trip to Marfa, Texas. In two days, she has a meeting with the head of the company to discuss the larger components of the trip such as transportation and lodging. B. Fern is looking for a one-stop website to gather this information.

# USER SCENARIOS



## H. KELLI WANTS TO..

Schedule a girl's trip for her and her friends

## SO THAT..

They can relax and explore a new place after making it through the stress of final exams

## CHOSEN SCENARIO

H. Kelli is chatting amongst her friends when she proposes the idea for them all to travel to Marfa, Texas to celebrate the end of final exams. After getting a headcount of who wants to go, she gets ideas of what her 7 friends are interested in doing. They definitely want to go hiking for a day. H. Kelli has a week to explore and finalize plans for the 8 of them.

# USER SCENARIOS



## J. GUS WANTS TO..

Plan a family trip to Marfa, Texas

## SO THAT..

They can show their kid different parts of Texas to feed their imagination and spend time away from work with their partner

## CHOSEN SCENARIO

J. Gus gets the notion from their partner that it is time to take some time off and reconnect. The family has not taken a big trip since their child was born and need to plan this trip with a new mindset. J. Gus is an avid camper, along with their partner, and has heard that Marfa is great place to camp. They want to do some research on the campsites and surrounding attractions before making the decision to visit. Maybe more importantly, J. Gus needs to find the quickest and most convenient mode of transportation to Marfa with a young child.



MVP

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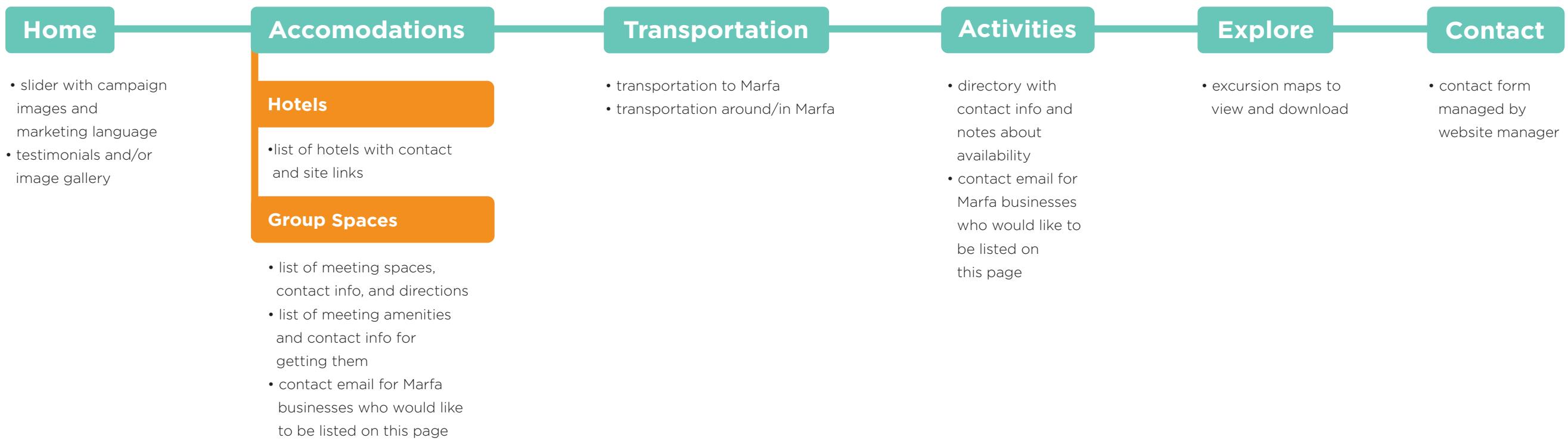
# INFORMATION ARCHITECTURE

Site Map:  
Let'sMeetInMarfa



# INFORMATION ARCHITECTURE

The information architecture went through rounds of development and improved when more components of the website were solidified.



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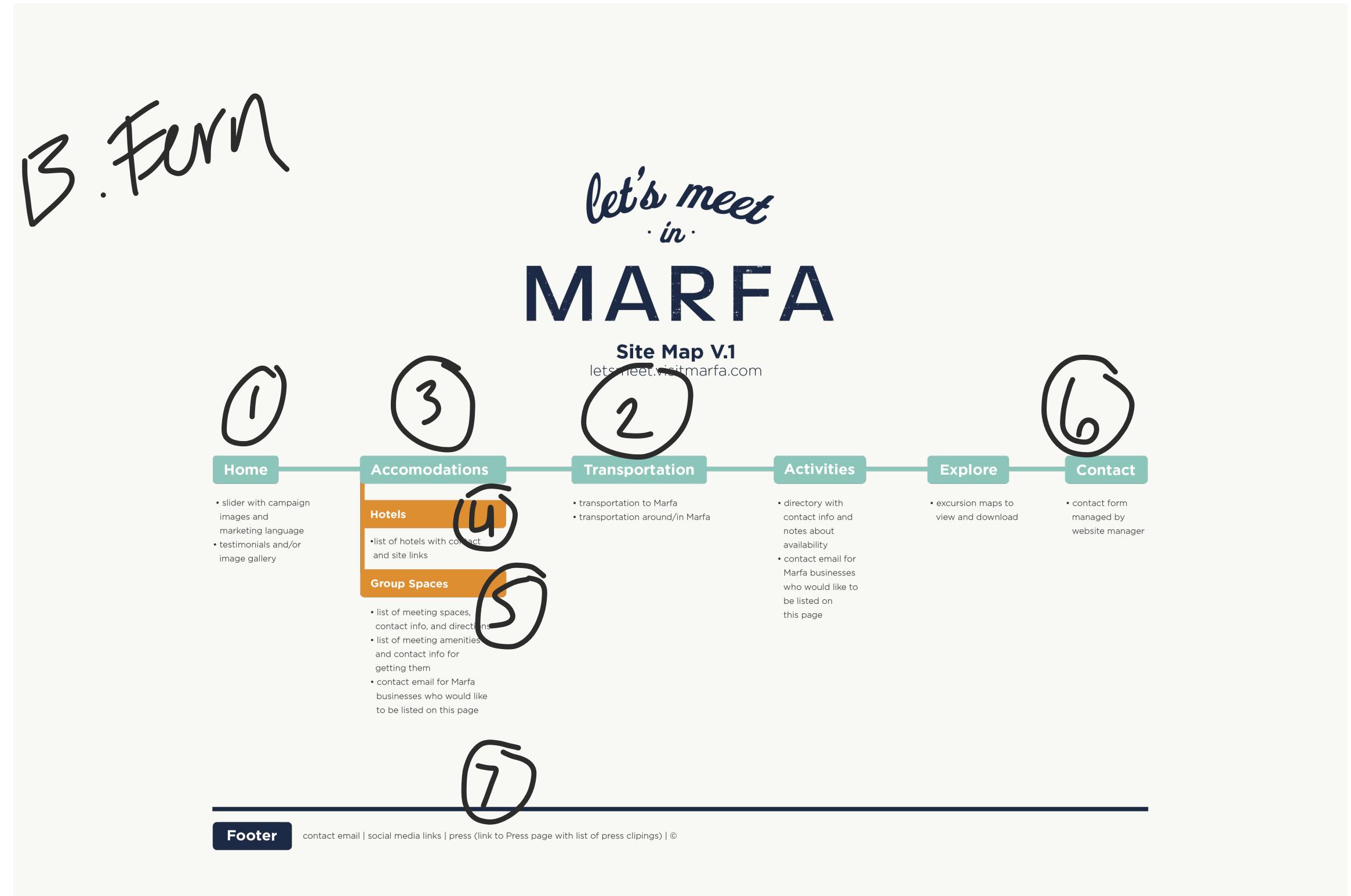
# USER FLOWS



# USER FLOW

## B. Fern:

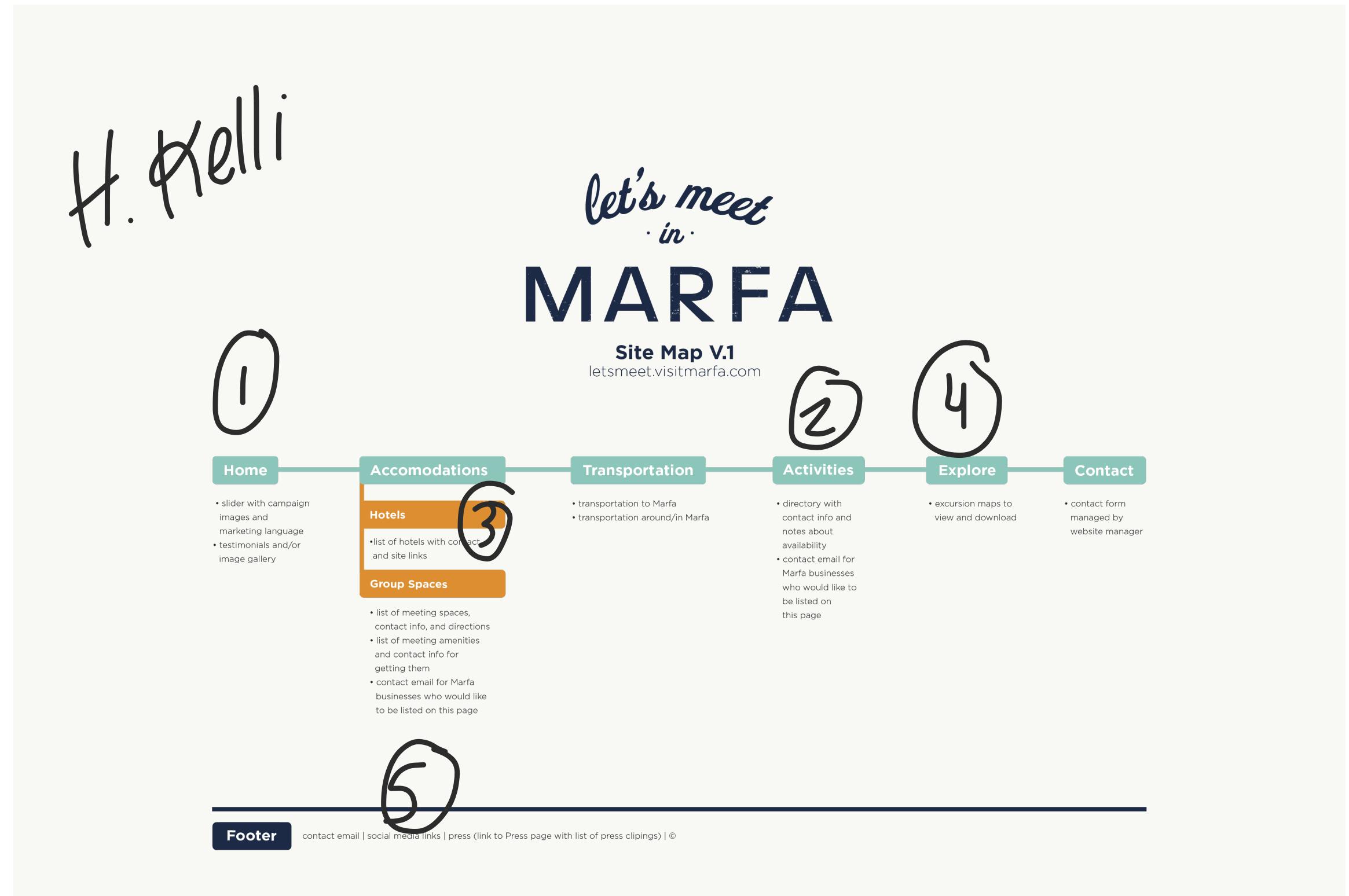
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# USER FLOW

## H. Kelli:

H. Kelli is chatting amongst her friends when she proposes the idea for them all to travel to Marfa, Texas to celebrate the end of final exams. After getting a headcount of who wants to go, she gets ideas of what her 7 friends are interested in doing. They definitely want to go hiking for a day. H. Kelli has a week to explore and finalize plans for the 8 of them.



# USER FLOW

## J. Gus:

J. Gus gets the notion from their partner that it is time to take some time off and reconnect. The family has not taken a big trip since their child was born and need to plan this trip with a new mindset. J. Gus is an avid camper, along with their partner, and has heard that Marfa is great place to camp. They want to do some research on the campsites and surrounding attractions before making the decision to visit. Maybe more importantly, J. Gus needs to find the quickest and most convenient mode of transportation to Marfa with a young child.



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# DESIGN SYSTEM

The image shows a white smartphone lying horizontally. On its screen, a design system interface is displayed. At the top left, the text "MARFA - Option Two" is visible. Below it, a "Color Palette" section contains three colored squares with their corresponding hex and rgb values: a dark navy square (HEX: #0F223B, RGB: 16 34 59), a teal square (HEX: #69C6B9, RGB: 105 199 186), and an orange square (HEX: #F19021, RGB: 242 144 34). Further down, the text "Fonts: Abhaya Libre & Open Sans" is followed by four examples of the "Abhaya Libre" font. Below these, a block of placeholder text in "Open Sans" is provided: "Placeholder copy. Equam dolorporro es ius arupien dicidentem hiciis re sit parum sam, quatatq uatemporum non etur? Iquias il iuerenatur antius, offici duciandam expliquos earitas demporibus et et eum experiae pos quo delitem fuga. Nequisciet omni cumquosam nonesto blaut doluptur saperovid erum ipsapit eostetum volendis del ilic to molorer untur?" At the bottom of the screen, the text "wyatt brand Do your thing. We'll tell everyone." is displayed. To the right of the phone, a dark, grainy photograph of a desert landscape under a star-filled night sky is visible.

MARFA - Option Two

Color Palette

HEX: #0F223B  
RGB: 16 34 59

HEX: #69C6B9  
RGB: 105 199 186

HEX: #F19021  
RGB: 242 144 34

Fonts: Abhaya Libre & Open Sans

Abhaya Libre

Abhaya Libre

Abhaya Libre

Abhaya Libre

Open Sans: Placeholder copy. Equam dolorporro es ius arupien dicidentem hiciis re sit parum sam, quatatq uatemporum non etur? Iquias il iuerenatur antius, offici duciandam expliquos earitas demporibus et et eum experiae pos quo delitem fuga. Nequisciet omni cumquosam nonesto blaut doluptur saperovid erum ipsapit eostetum volendis del ilic to molorer untur?

wyatt brand Do your thing. We'll tell everyone.

# DESIGN SYSTEM

The design system that ended up being used on the website looks different from the options shown here. The icons shown in each set were examples to be recreated and personalized later in the design process.

Color Palette



Fonts: Spinoza Pro & Source Sans Pro

Spinoza Pro

Spinoza Pro

Spinoza Pro

Spinoza Pro

**Source Sans Pro:** Placeholder copy. Equam dolorporro es ius arupien dicidentem hiciis re sit parum sam, quatatq uatemporum non etur? Iquias il iuernatur antius, offici duciandam expliquos earitas demporibus et et eum experiae pos quo delitem fuga. Nequisciert omni cumquosam nonesto blaut doluptur saperovid erum ipsapit eostetum volendis del ilic to molorer untur?

Sample Icon Style



INTERIORS &  
ARCHITECTURE



DIGITAL, FILM &  
INTERACTIVE



BRANDING

Buttons



Color Palette



Fonts: Spinoza Pro & Source Sans Pro

Spinoza Pro

Spinoza Pro

Spinoza Pro

Spinoza Pro

**Source Sans Pro:** Placeholder copy. Equam dolorporro es ius arupien dicidentem hiciis re sit parum sam, quatatq uatemporum non etur? Iquias il iuernatur antius, offici duciandam expliquos earitas demporibus et et eum experiae pos quo delitem fuga. Nequisciert omni cumquosam nonesto blaut doluptur saperovid erum ipsapit eostetum volendis del ilic to molorer untur?

Sample Icon Style



Robotics



Additive Tech



Energy

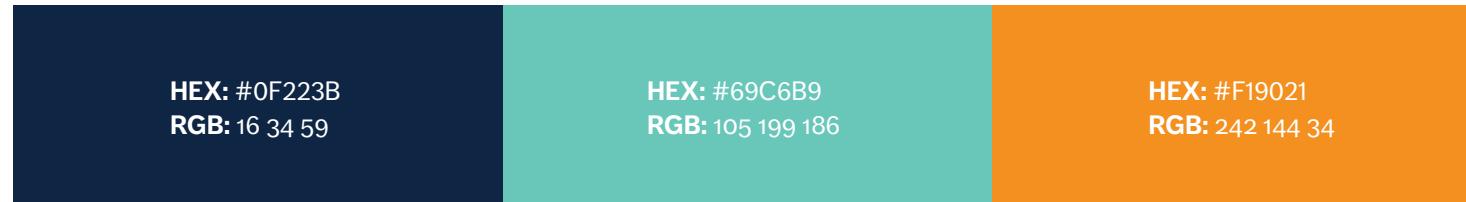
Buttons



# DESIGN SYSTEM

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Color Palette



Fonts: Abhaya Libre & Open Sans

Abhaya Libre  
Abhaya Libre  
Abhaya Libre  
Abhaya Libre

**Open Sans:** Placeholder copy. Equam dolorporro es ius arupien dicidentem hicis re sit parum sam, quatatq uatemporum non etur? Iquias il iurernatur antius, offici duciandam expliquos earitas demporibus et et eum experiae pos quo delitem fuga. Nequisciel omni cumquosam nonesto blaut doluptur saperovid erum ipsapit eostetum volendis del ilic to molorer untur?

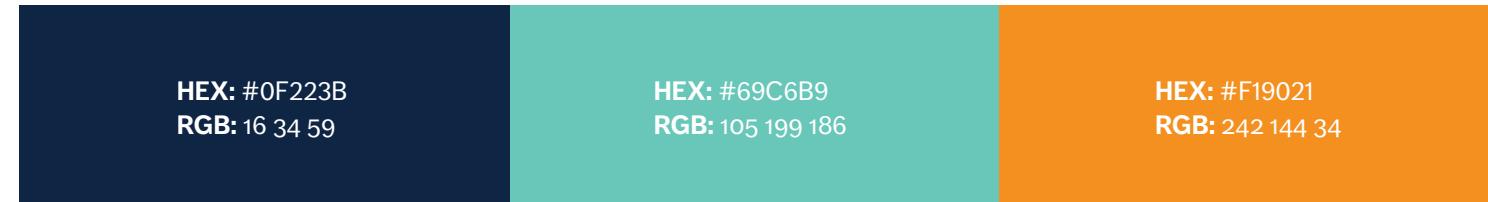
Sample Icon Style



Buttons



Color Palette



Fonts: Abhaya Libre & Open Sans

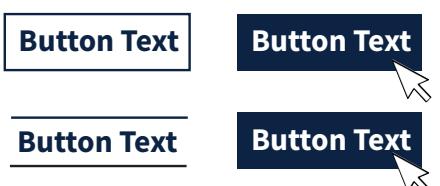
Abhaya Libre  
Abhaya Libre  
Abhaya Libre  
Abhaya Libre

**Open Sans:** Placeholder copy. Equam dolorporro es ius arupien dicidentem hicis re sit parum sam, quatatq uatemporum non etur? Iquias il iurernatur antius, offici duciandam expliquos earitas demporibus et et eum experiae pos quo delitem fuga. Nequisciel omni cumquosam nonesto blaut doluptur saperovid erum ipsapit eostetum volendis del ilic to molorer untur?

Sample Icon Style



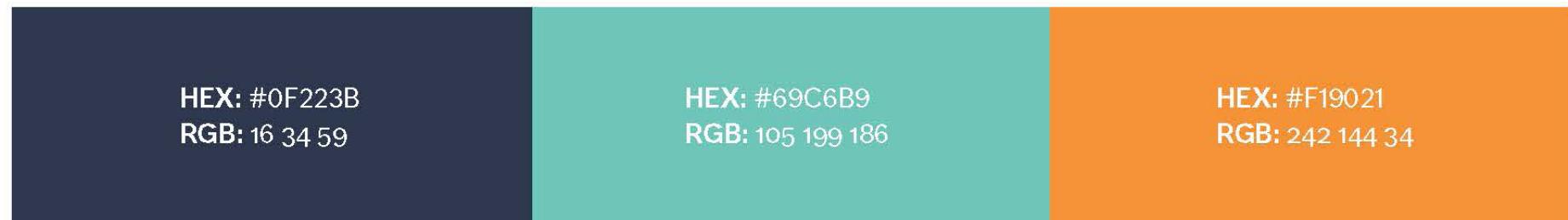
Buttons



# DESIGN SYSTEM

The final design system is shown below.

## Color Palette



Fonts: Abhaya Libre & Open Sans

All text should be in #0F223B

Abhaya Libre  
Abhaya Libre  
Abhaya Libre  
Abhaya Libre

**Open Sans:** Placeholder copy. Equam dolorporro es ius  
arupien dicidentem hicis re sit parum sam, quatatq  
uatemporum non etur? Iquias il iurernatur antius,  
offici duciandam expliquos earitas demporibus et et  
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cumquosam nonesto blaut doluptur saperovid erum  
ipsapit eostetum volendis del ilic to molorer untur?

## Sample Icon Style



## Button & Rollover Button Design

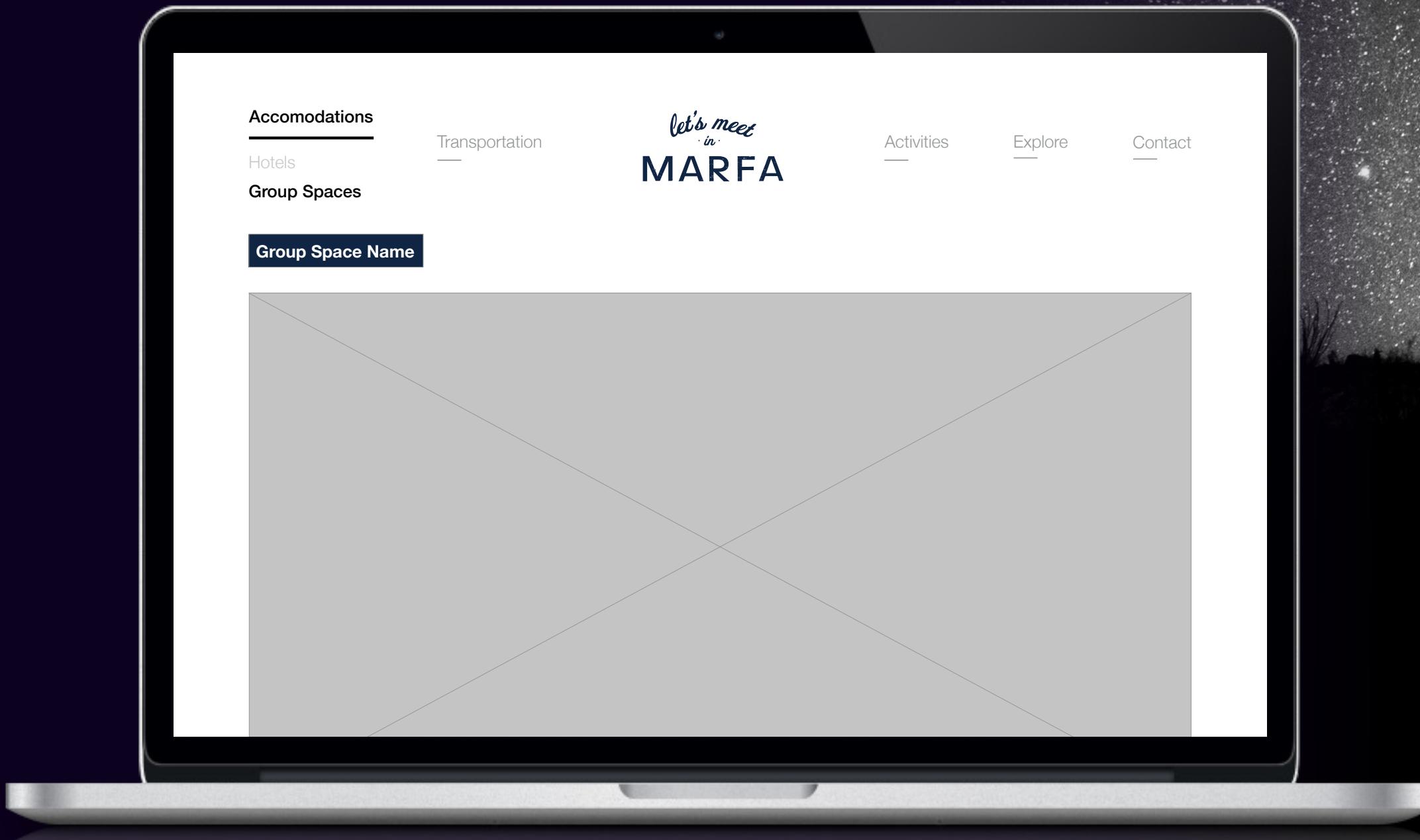
All links should be in #69C6B9

Button Text

Button Text

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# WIREFRAMES

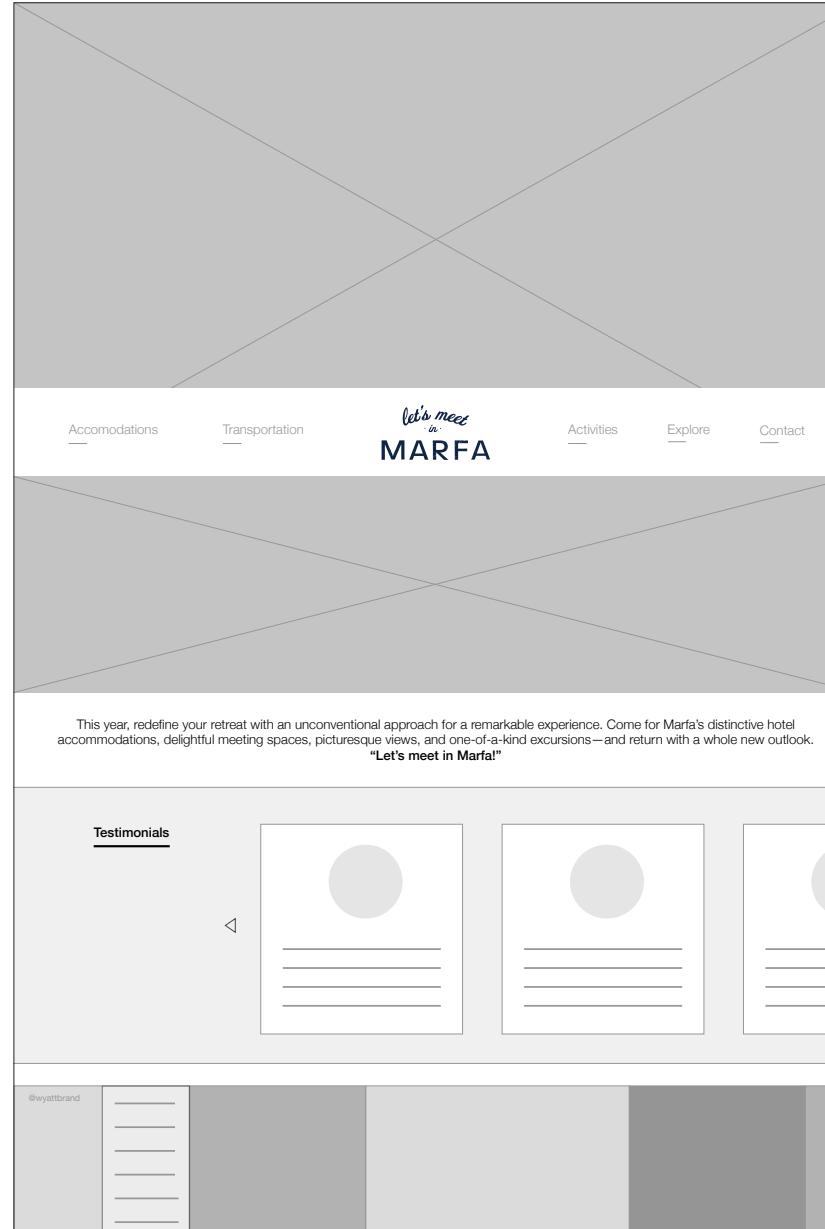


# WIREFRAMES

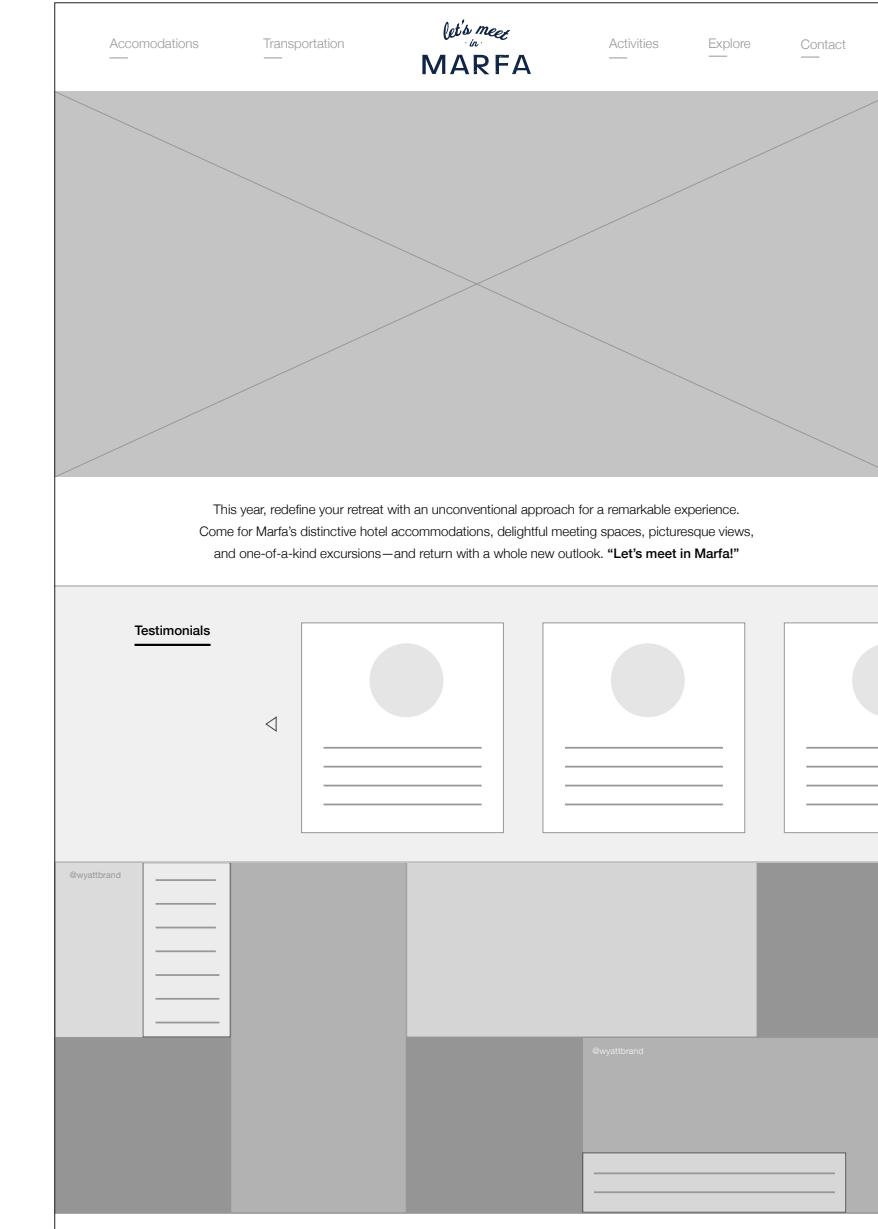
Many iterations of wireframes were created before a final set was reached and approved by the client. You'll see internal and client-facing process images below.



Home page



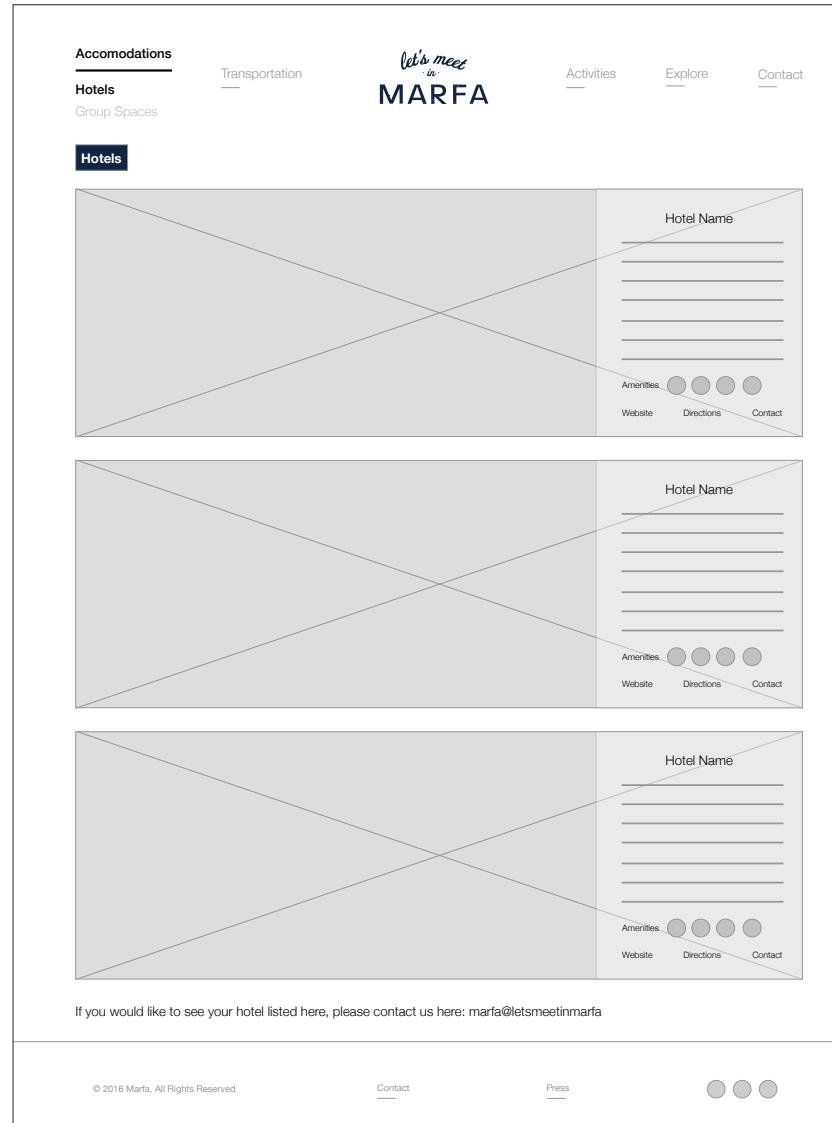
Home page, testing a second image



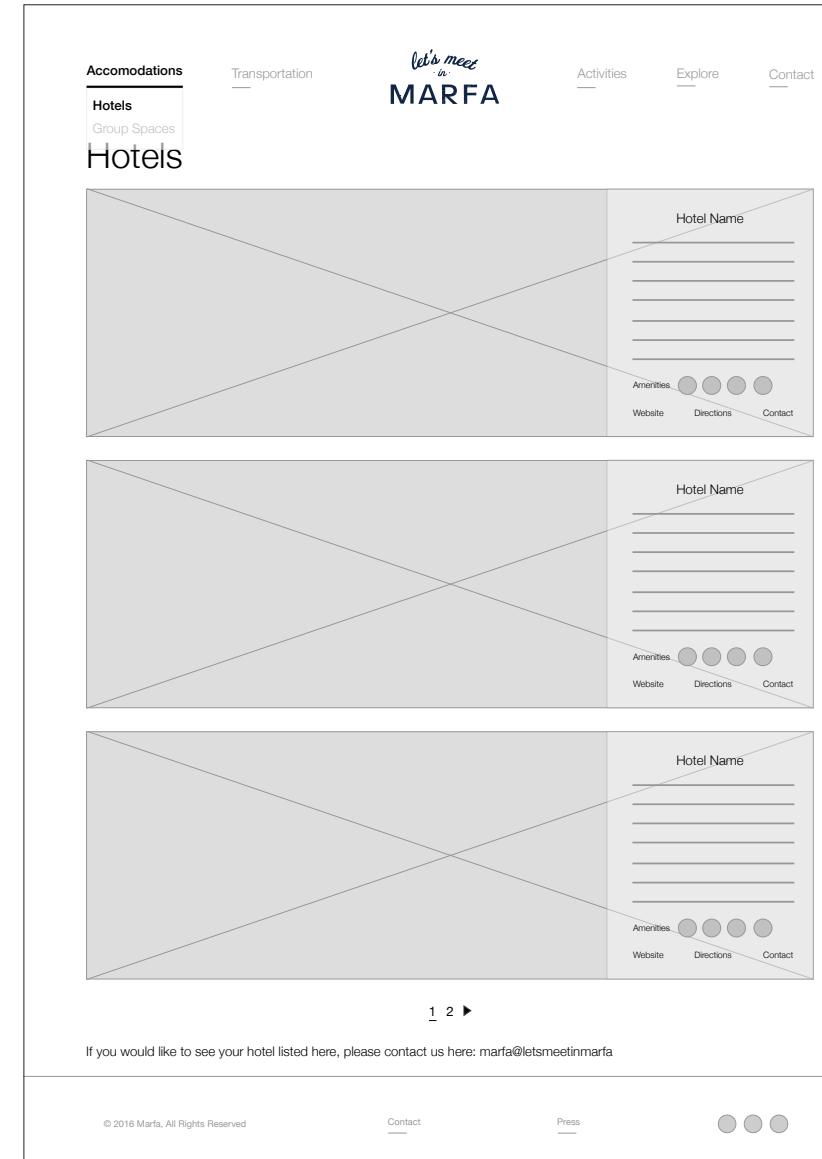
Home page, testing a description below the header image

# WIREFRAMES

Many iterations of wireframes were created before a final set was reached and approved by the client. You'll see internal and client-facing process images below.



Accommodations page



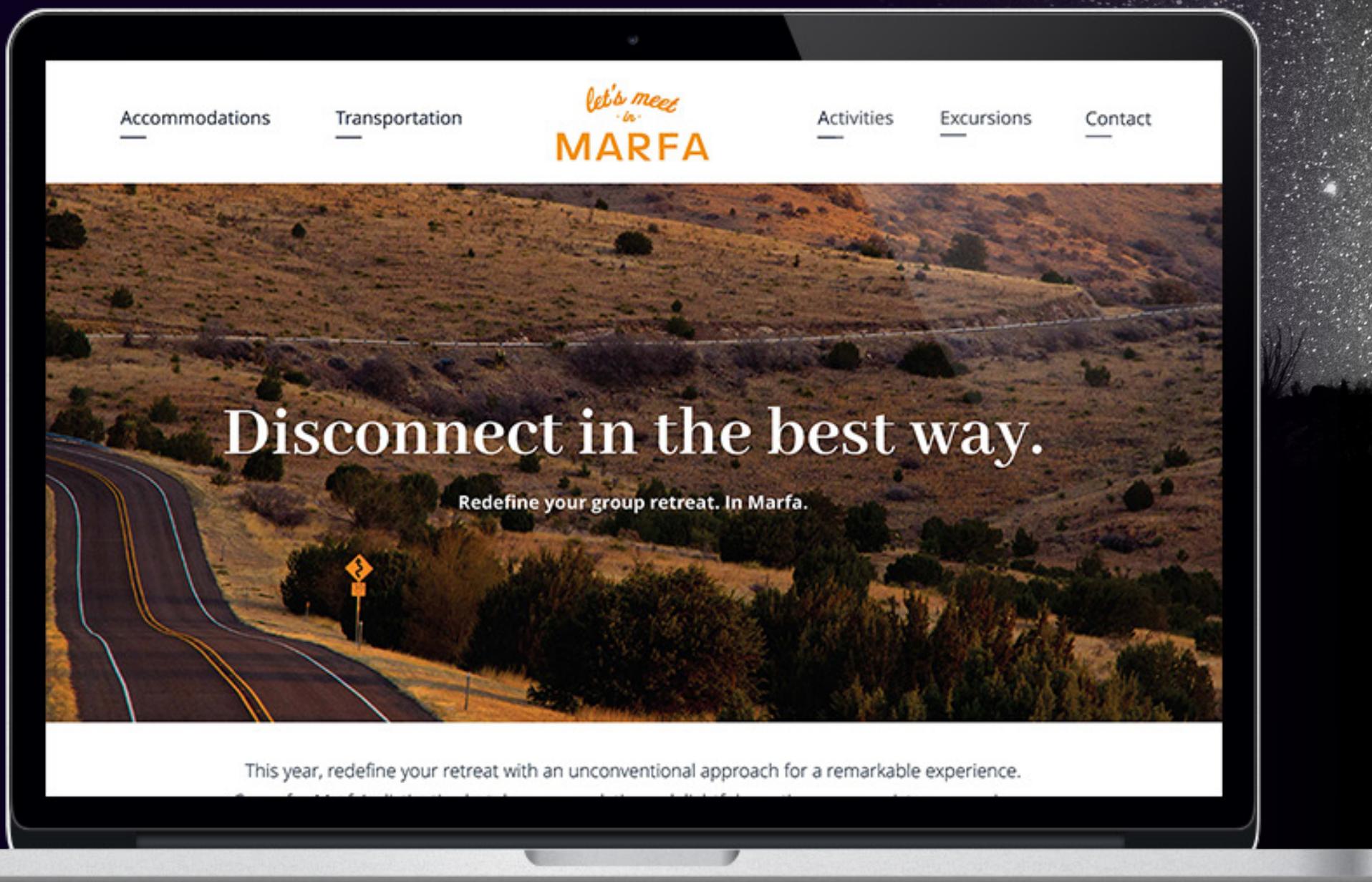
Accommodations page, testing headline treatments and search results advancement styles



Accommodations page, testing layouts with different widgets and scroll-over actions

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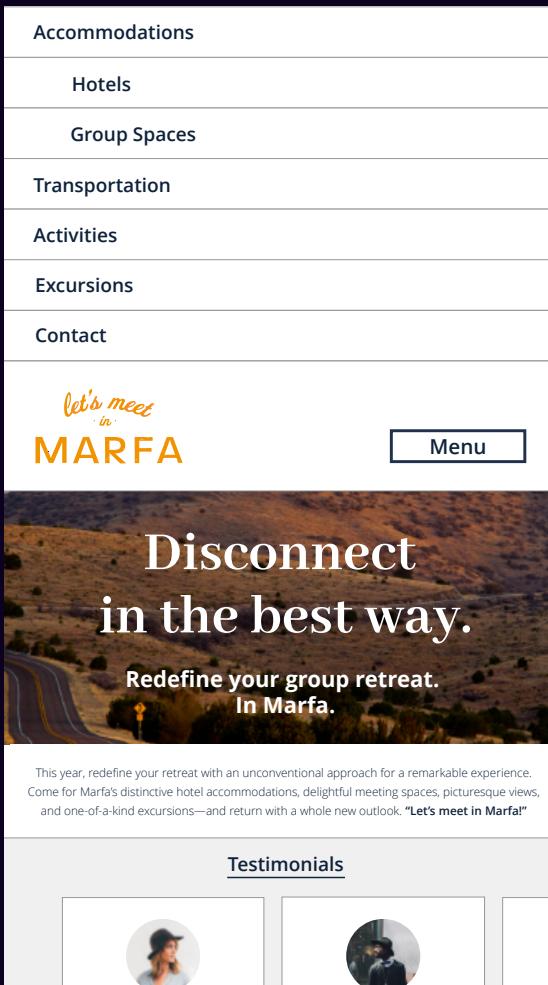
# WEBSITE



LET'S MEET IN MARFA Disconnect in the best way.

# MOBILE WEBSITE

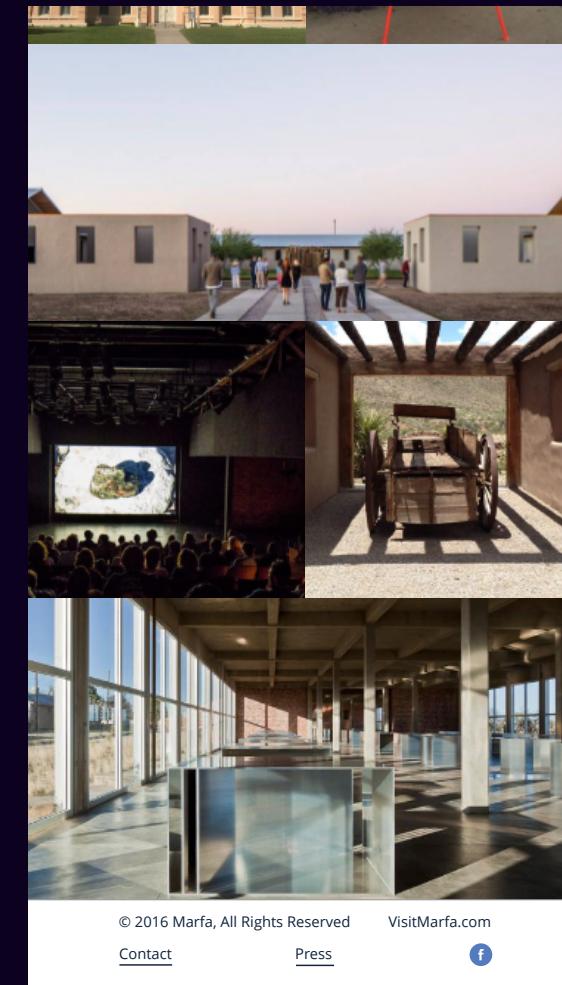
The screens pictured here were of the website when it first launched.



# Home page with menu extended



# Tiled Instagram feed

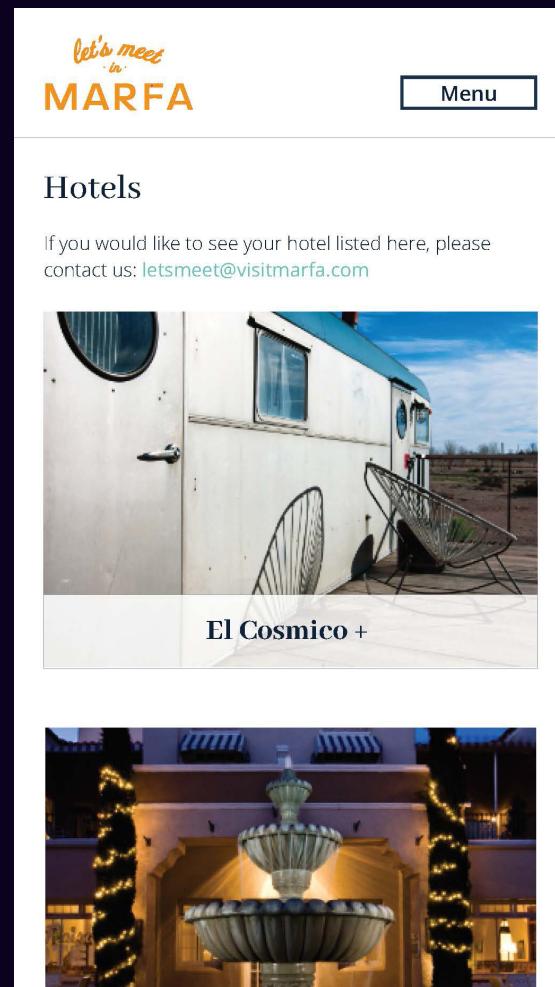


# Tiled Instagram feed and footer

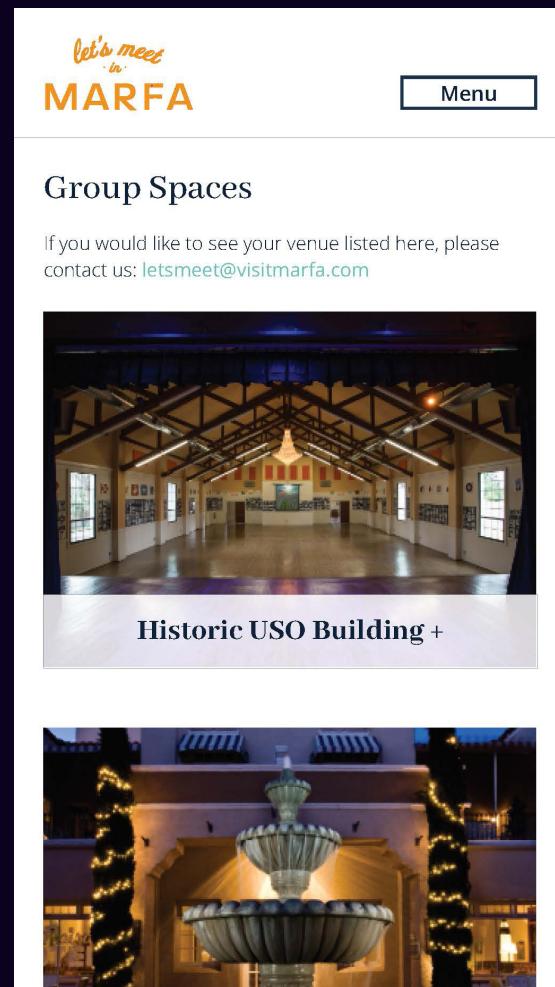
LET'S MEET IN MARFA Disconnect in the best way.

# MOBILE WEBSITE

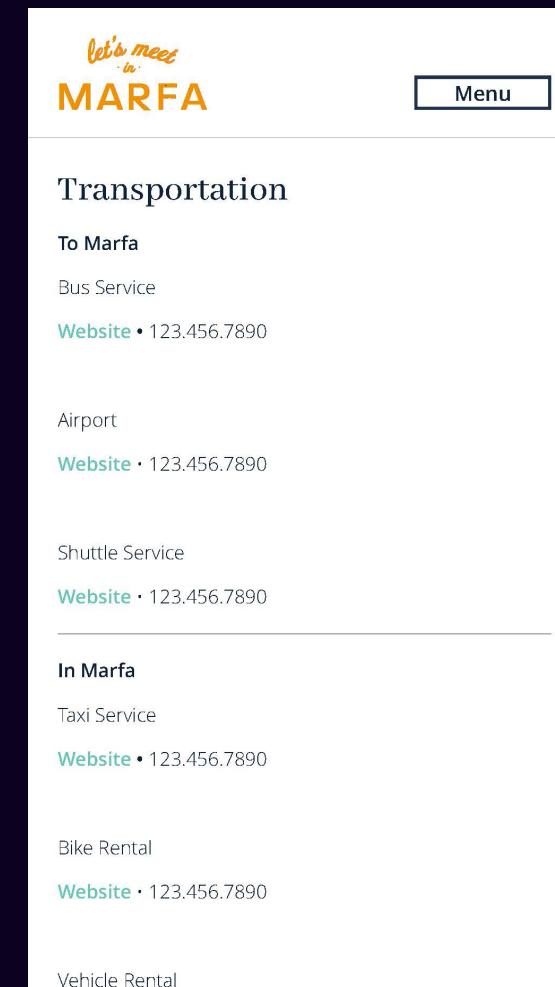
The screens pictured here were of the website when it first launched.



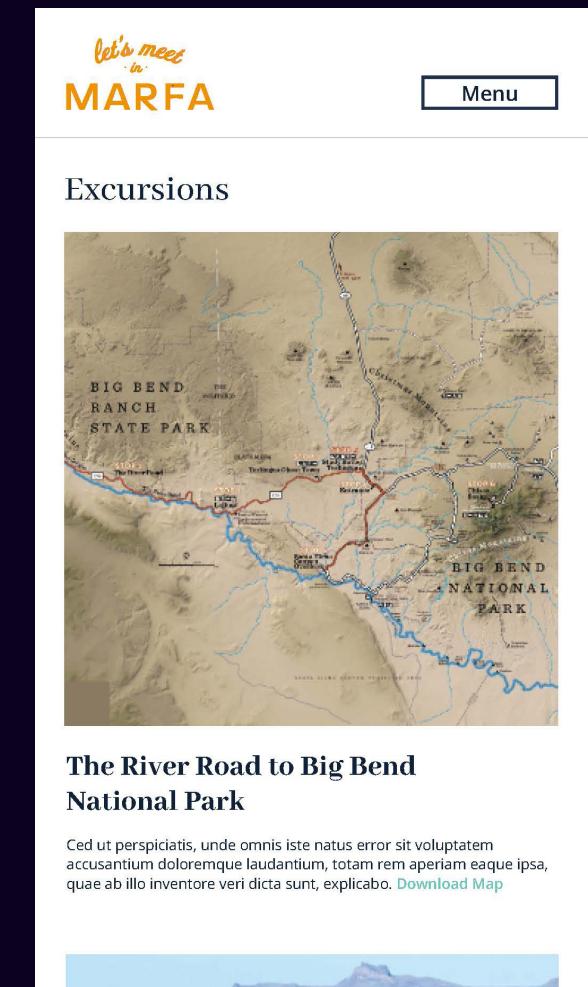
Hotel accomodations



Group spaces



Transportation options



Excursions and  
hiking trails

LET'S MEET IN MARFA Disconnect in the best way.

# MOBILE WEBSITE

The screens pictured here were of the website when it first launched.

The screenshot shows the 'Contact' page of the mobile website. At the top left is the 'let's meet in MARFA' logo. To the right is a 'Menu' button. The main heading is 'Contact'. Below the heading is a landscape photograph of a desert valley at sunset. A sub-headline reads 'We'd be happy to hear from you.' Below this are three dropdown menu options: 'General Inquiries', 'Visitors', and 'Residents'. There are input fields for 'Name' and 'Email', both with placeholder text. A text area for 'Tell us about your trip' is followed by a 'Let's Talk' button.

Contact form

The screenshot shows the 'Press' page of the mobile website. At the top left is the 'let's meet in MARFA' logo. To the right is a 'Menu' button. The main heading is 'Press'. Below the heading is a list of news articles with dates and sources. The articles include:

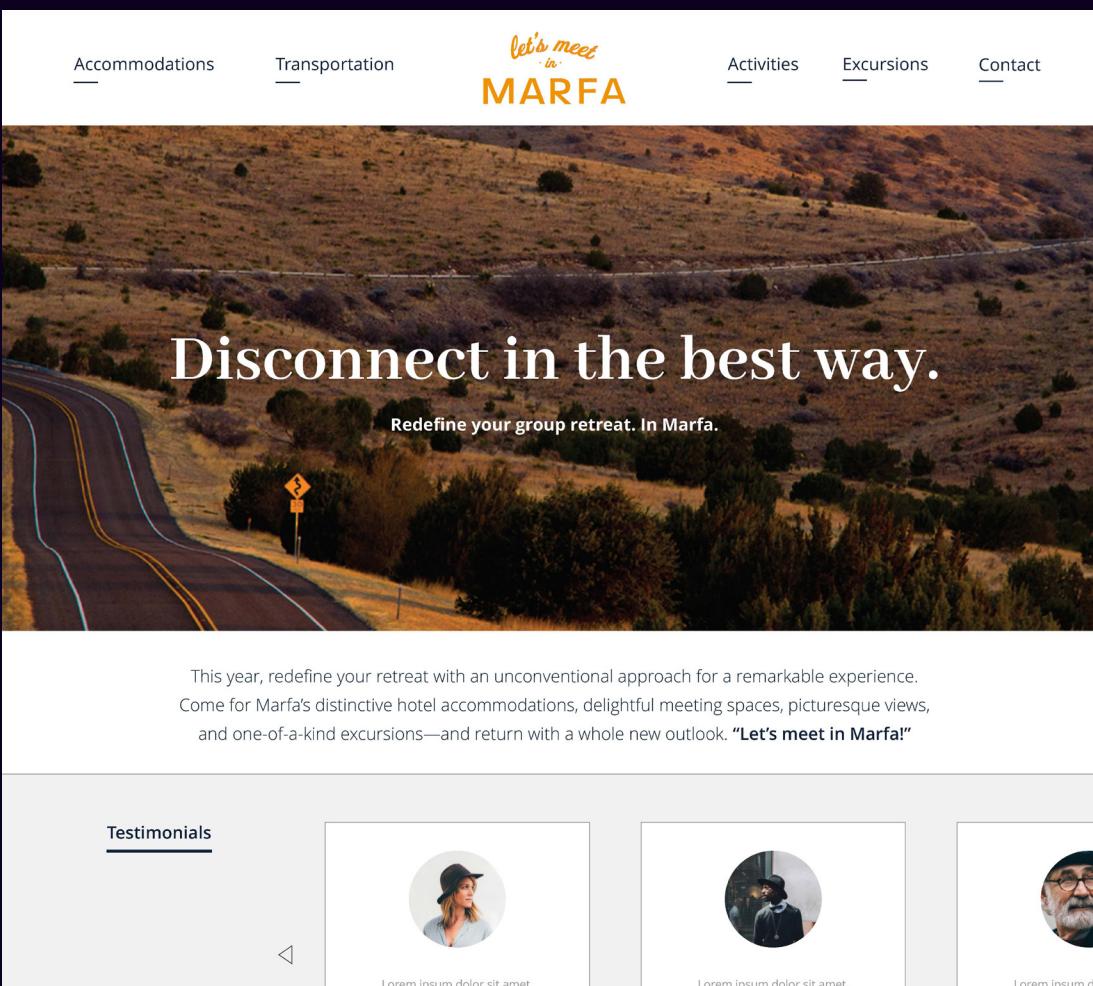
- 10.20.16 | Dallas News: *Learn to cook like a real Texas rancher at this Marfa culinary event*
- 10.13.16 | Wallpaper: *Best Urban Hotels 2016: the shortlist*
- 7.6.16 | Harper's Bazaar: *JUST BACK FROM . . . MARFA*
- 7.1.16 | Texas Monthly: *Miracle in the Desert*
- 3.18.16 | Vogue: *A City Dweller's Guide to a Magical, Mystical Weekend in Marfa, Texas*
- 1.23.16 | Saturday Paper: *The art of Marfa, Texas*
- 1.18.16 | Yahoo News: *Close encounters of the wild*

Articles about Marfa, TX

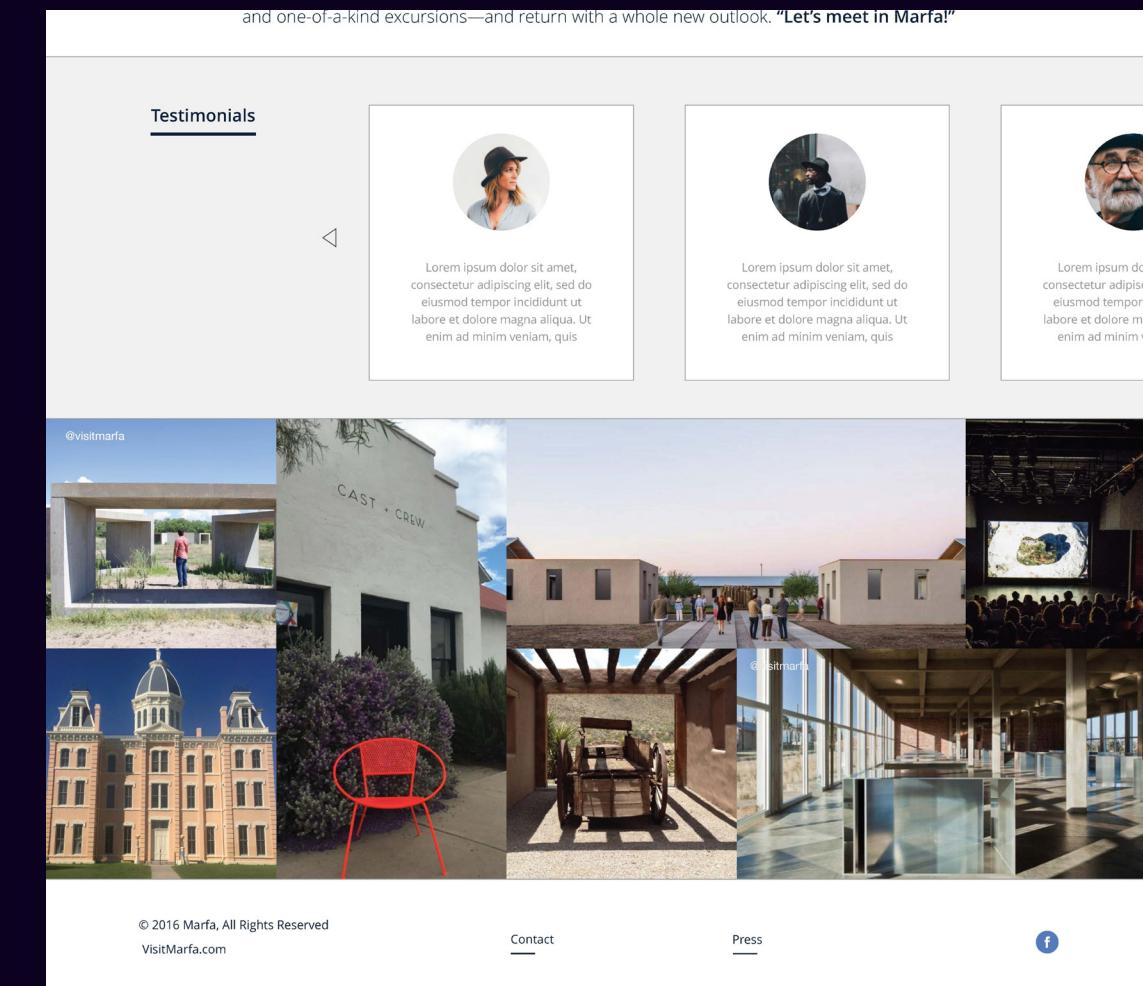
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# DESKTOP WEBSITE

The screens pictured here were of the website when it first launched.



Home page with menu extended



Tiled Instagram feed and footer



LET'S MEET IN MARFA

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