Case Study
Travelocity Replica

The main of this project was to create something similar to Travelocity original website. For this I had designed the layout as well as the logo of this website using Adobe XD and Illustrator respectively. Also prepared low and high fidelity wireframes .After designing developed the website keeping in mind the best practices of SEO as well as used the HTML5 and CSS3 format for designing.

Logo Design Concept:

Here I have changed the color of the stars as mentioned below. I had chosen the following colors because Travelocity main aim to vacations, hotel, flight or many more booking. The colours chosen are based on the environment:

Brown – It indicates soil, so anything related to the soil would be provided like cars service, hotel booking.

Blue – It represents the water that is sky or beaches(water). It may include flight booking or vacation near beach.
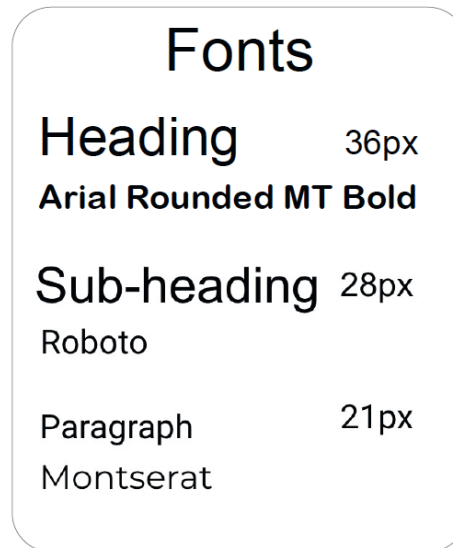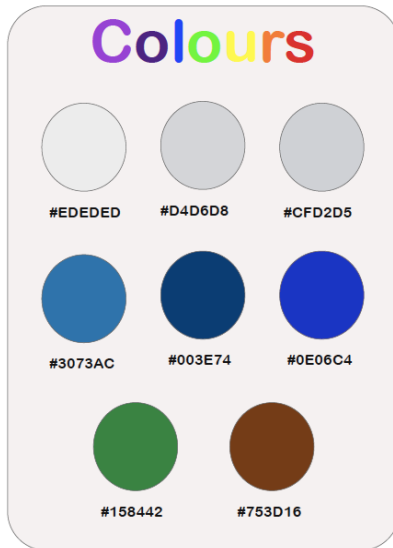
Green – It suggests that is gives an opportunity to leave in midst of forest or many destination are available which are soothes mind which greenery.

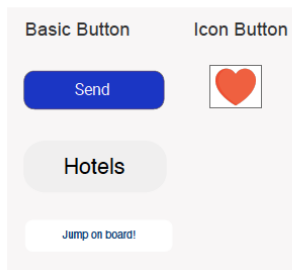| Original Logo	Designed Logo

Wireframes :

I have prepared the design dictionary, mood board as well as low and high fidelity wireframes which would give more insights of the website. Wireframes really helps a lot while coding the website on html.
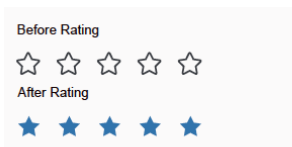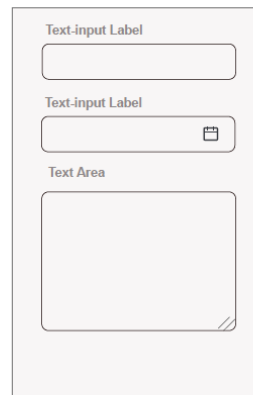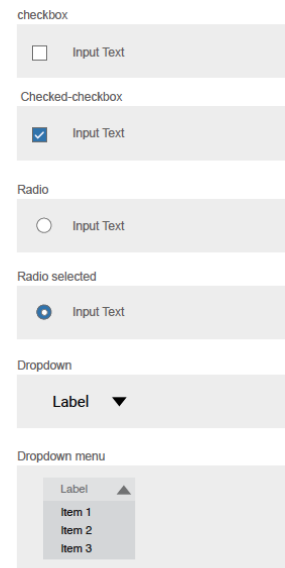
Design Dictionary:

Colours

#EDEDED	#D4D6D8	#CFD2D5
#3073AC	#003E74	#0E06C4
#158442	#753D16	

Fonts

Heading — 36px
Arial Rounded MT Bold

Sub-heading — 28px
Roboto

Paragraph — 21px
Montserat

Buttons

Basic Button   Icon Button

Send

❤️

Hotels

Jump on board!

Ratings

Before Rating
☆ ☆ ☆ ☆ ☆

After Rating
★ ★ ★ ★ ★

Form Inputs

Text Inputs

Text-input Label

Text-input Label

Text Area

Selection Control

checkbox
☐ Input Text

Checked-checkbox
☑ Input Text

Radio
○ Input Text

Radio selected
◉ Input Text

Dropdown
Label ▼

Dropdown menu
Label ▲
Item 1
Item 2
Item 3
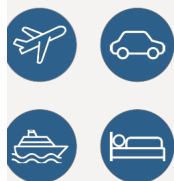
Icons

Social Media Icons

Wishlist
❤️

Arrows

▼ ▲
▶
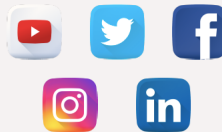
Satisfactory/Unsatisfactory
☺ ☹

Low Fidelity Wireframe:

Travelocity

Account ▼ Support ▼

| Hotels | Flights | Cars | Vacation |

Where

Check In   Check Out

Rooms

Search

Top Deals

Travel Smart.Save smarter.

We think you should always get a deal when you book with us , so we're making it easy to save.You can see all of our greatest offers below,but did you know you can save even more with these promo codes and coupons? Well, you can.And you should.

New York

Hotel only	C$135
Thu,27 Feb - Fri,28 Feb	per night
Flight only	C$135
Thu,27 Mar - Fri,28 April	Round Trip

Paris

Hotel only	C$135
Thu,27 Feb - Fri,28 Feb	per night
Flight only	C$135
Thu,27 Mar - Fri,28 April	Round Trip

San Fransico

Hotel only	C$135
Thu,27 Feb - Fri,28 Feb	per night
Flight only	C$135
Thu,27 Mar - Fri,28 April	Round Trip

Aren't you bored from never ending exhausted routine?

Join us for amazing adventures.

Jump on board!

Our Services
Hotels
Flights
Cars
Deals

Company
About us
Customer Support
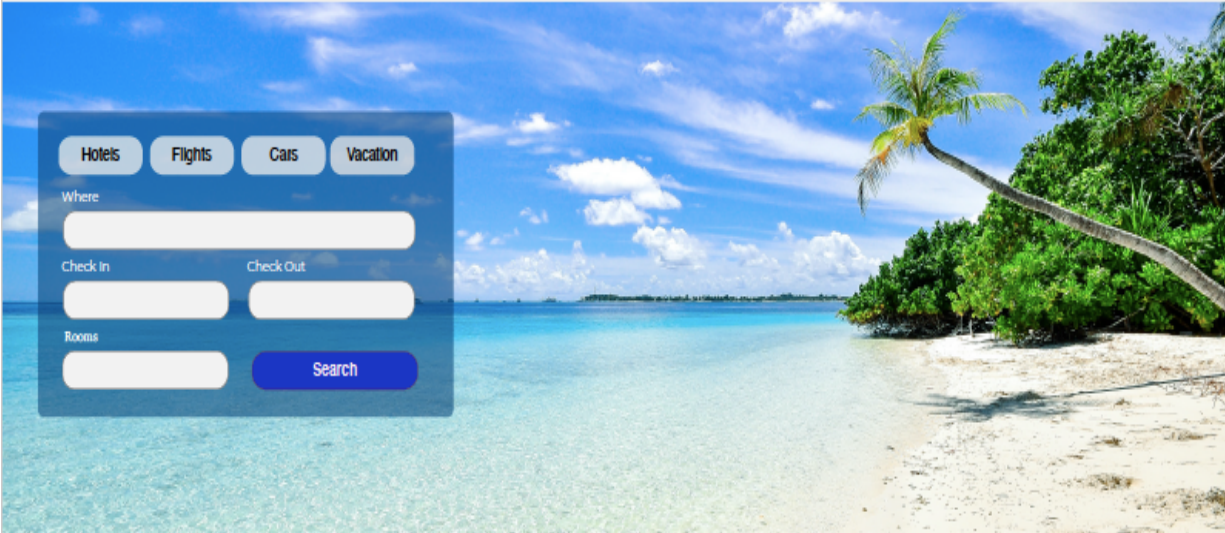Advertising
Site Map

Partner Services
Add a property

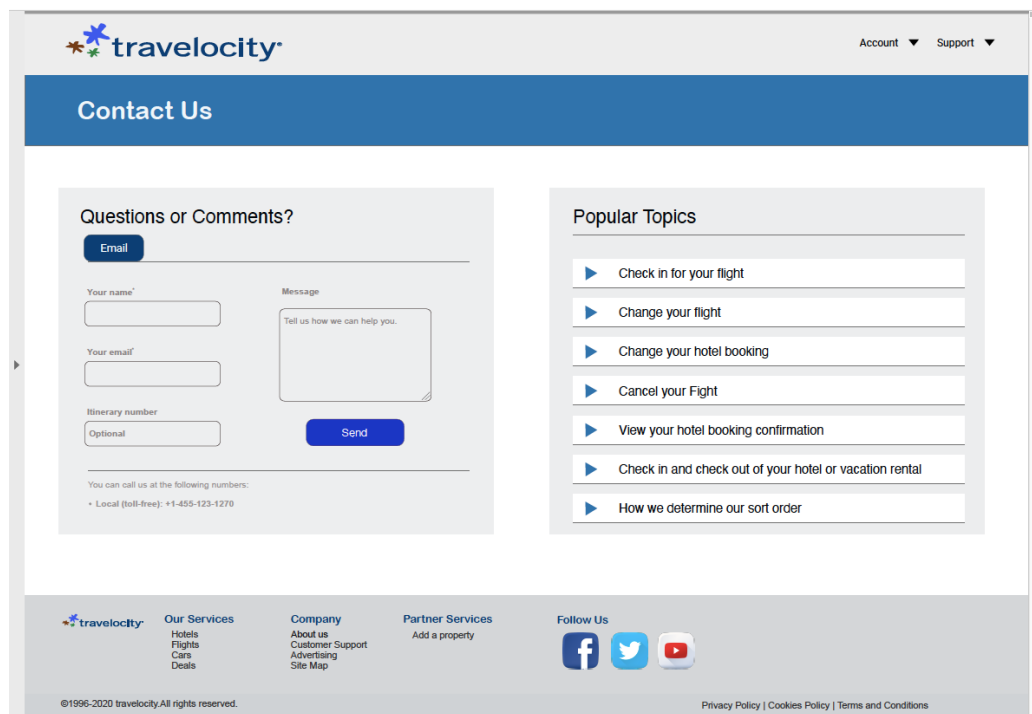**Follow Us**

High Fidelity Wireframe:

Challenges Faced:

As this was the first project, I was using illustrator, it was very difficult for me to understand the terminology and work on logo. Also creating the HTML from wireframes sometimes it gives a nightmare but was available to figure it out using many online resources.

Future Enhancement:

Instead of just having the static HTML and CSS would like to do the backend as well. Also, would like to include more modules like flight booking system**.**