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 |
|  | Travelocity-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:**

Chart, bubble chart

Description automatically generated with medium confidence

Graphical user interface

Description automatically generated

A picture containing diagram

Description automatically generated

**Low Fidelity Wireframe:**

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**High Fidelity Wireframe:**

Graphical user interface, website

Description automatically generated

Graphical user interface

Description automatically generated

**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**.**