



Patrick Haney, @notasausage

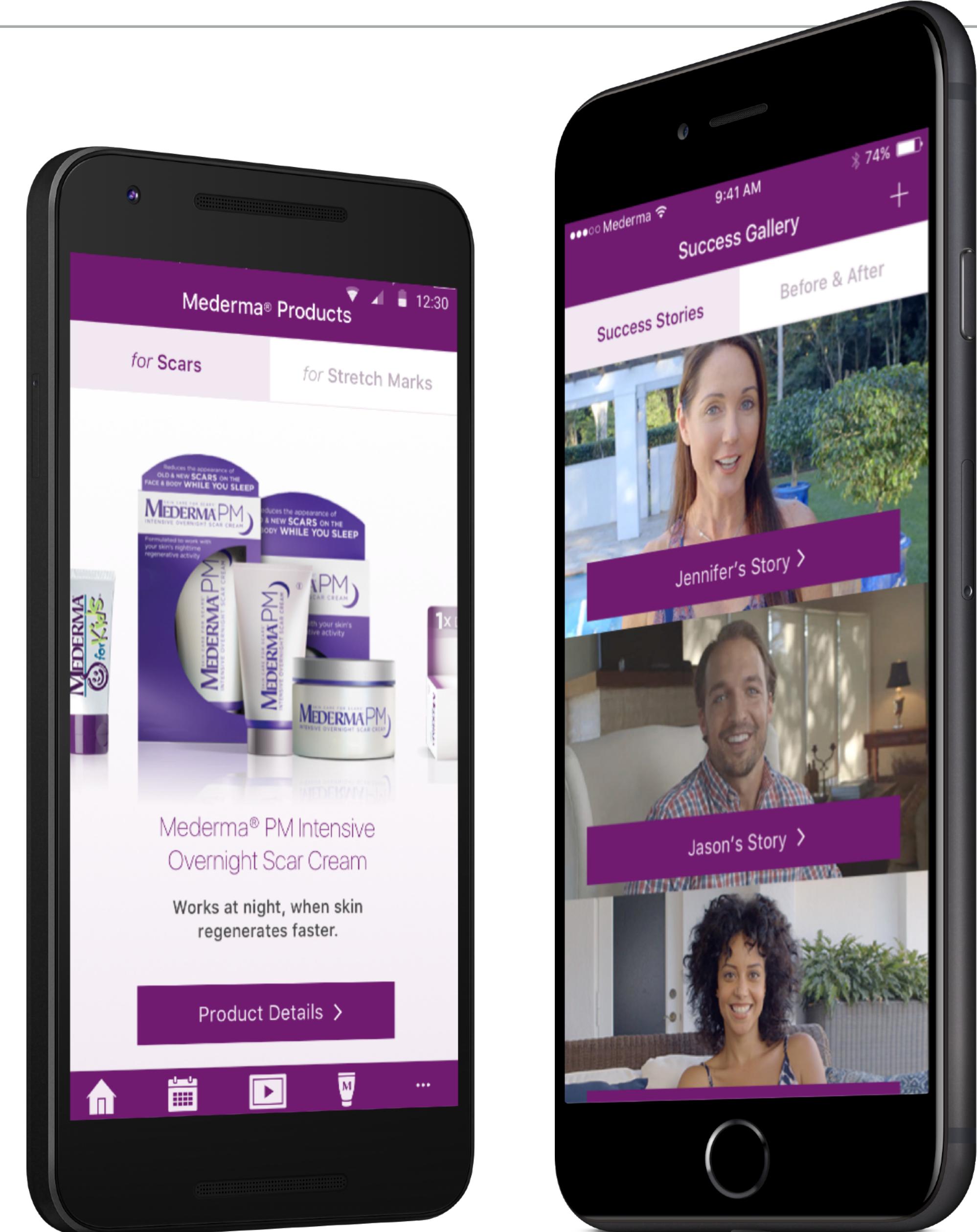
[patrick@hanerino.com](mailto:patrick@hanerino.com)

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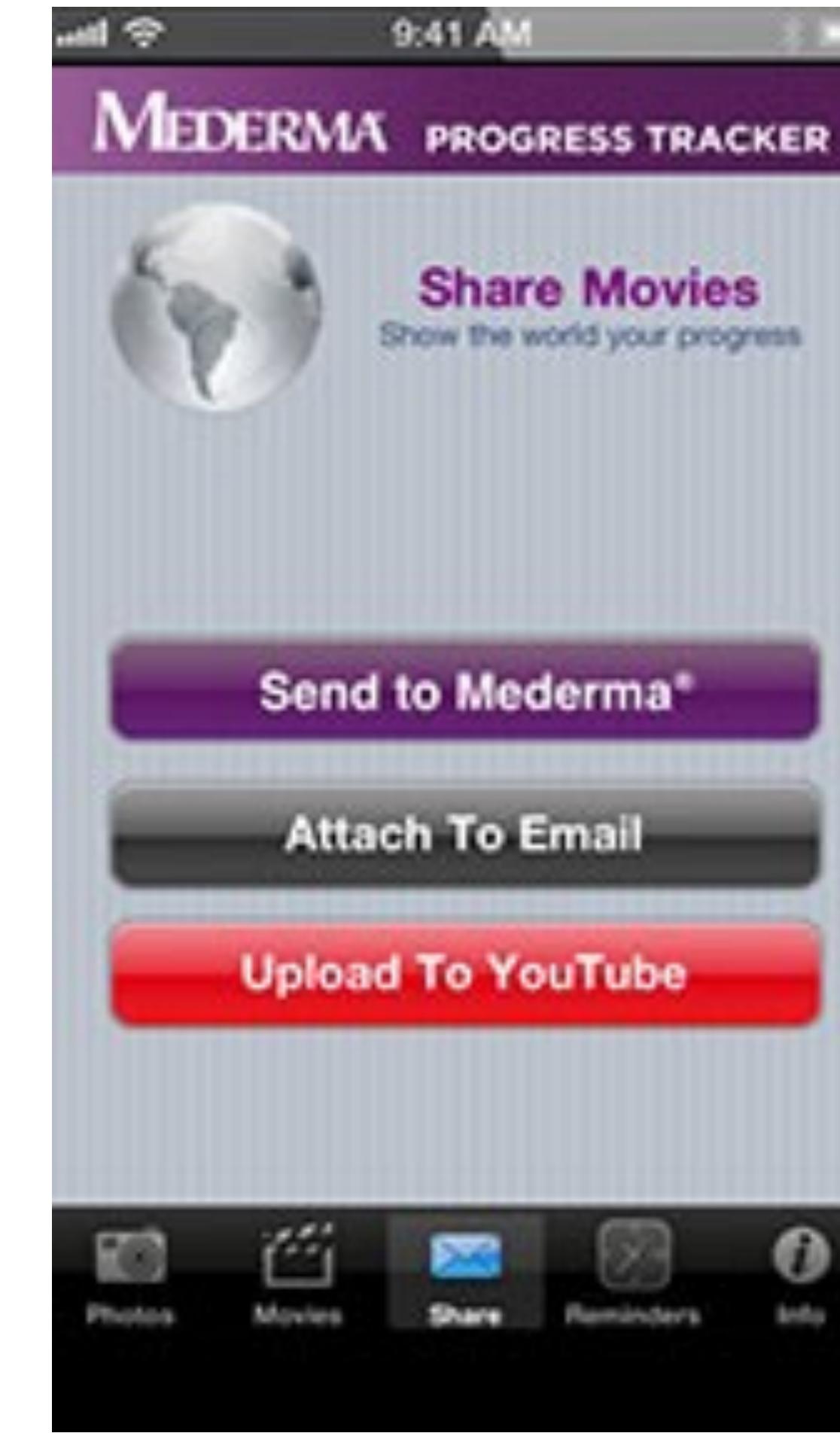
# PORTFOLIO SAMPLE

## My Mederma App

- ▶ iOS & Android mobile app
- ▶ Features news, success stories, product information and a Progress Tracker
- ▶ Progress Tracker can be used to create reminders to use a product as well as capture progress through photos

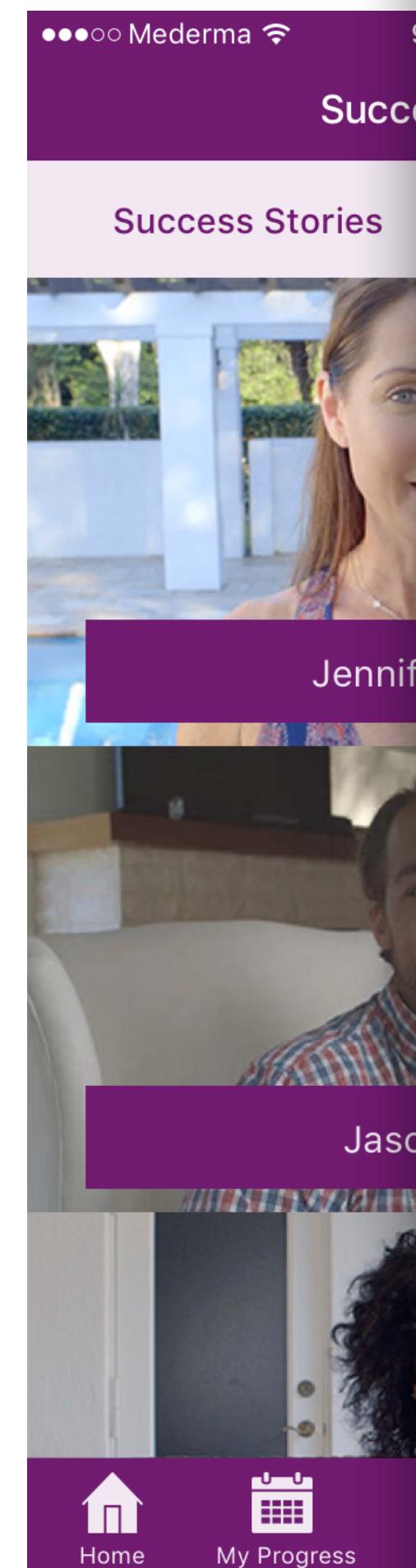
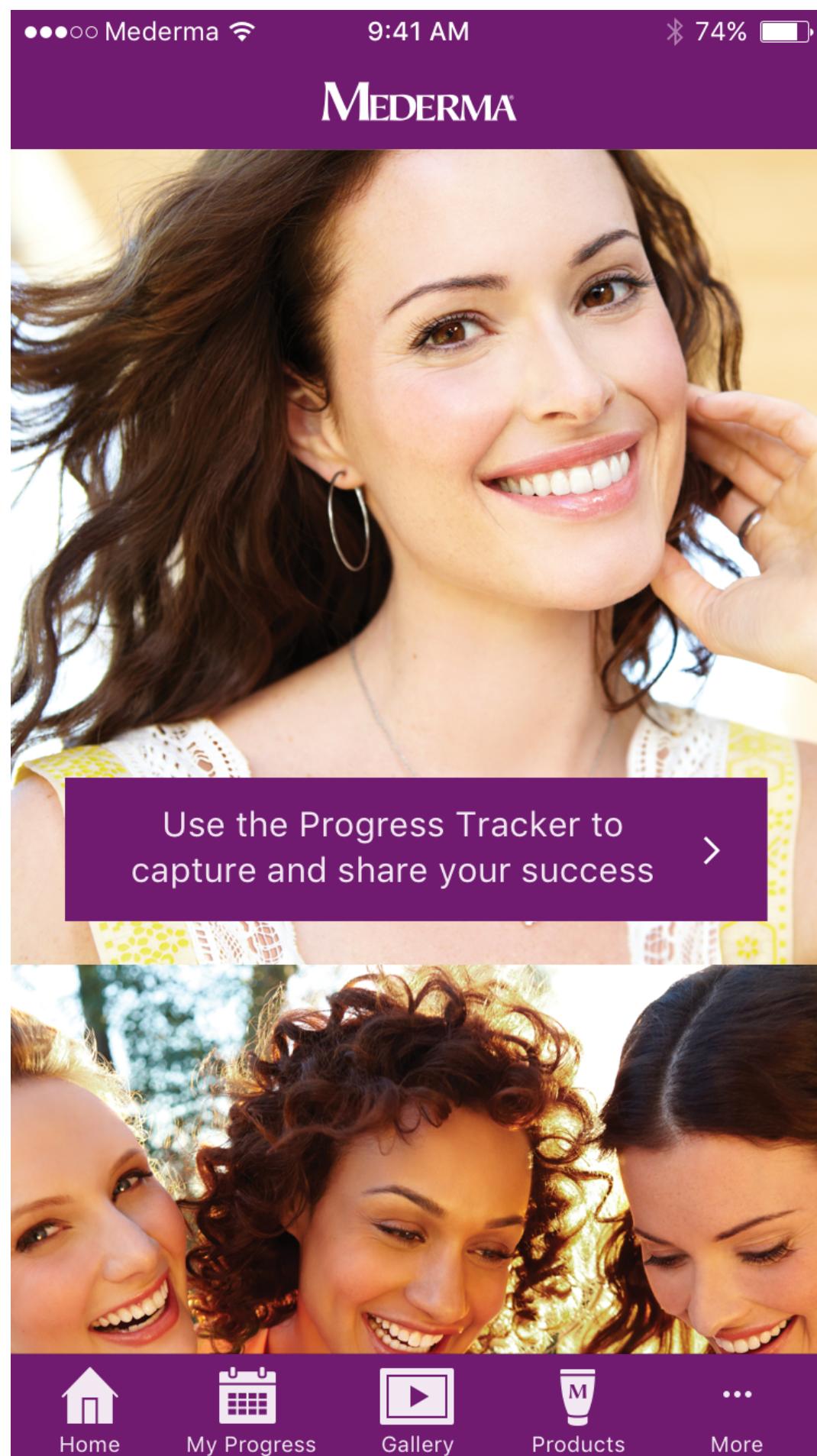


## Previous Version



# MEDERMA

## Updated Hierarchy



9:41 AM 74% MEDERMA

## Mederma® Products

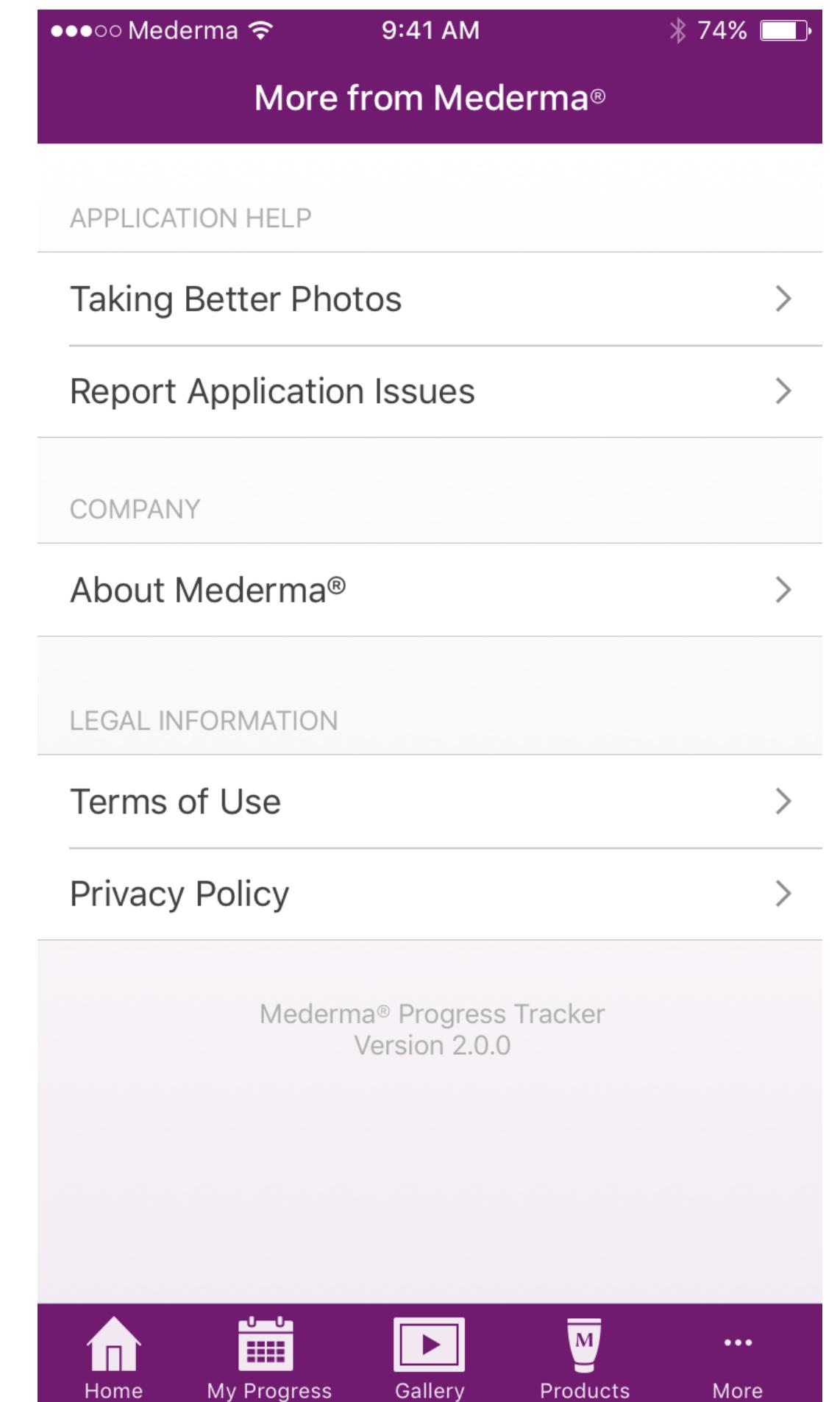
for Scars for Stretch Marks

Mederma® for Kids

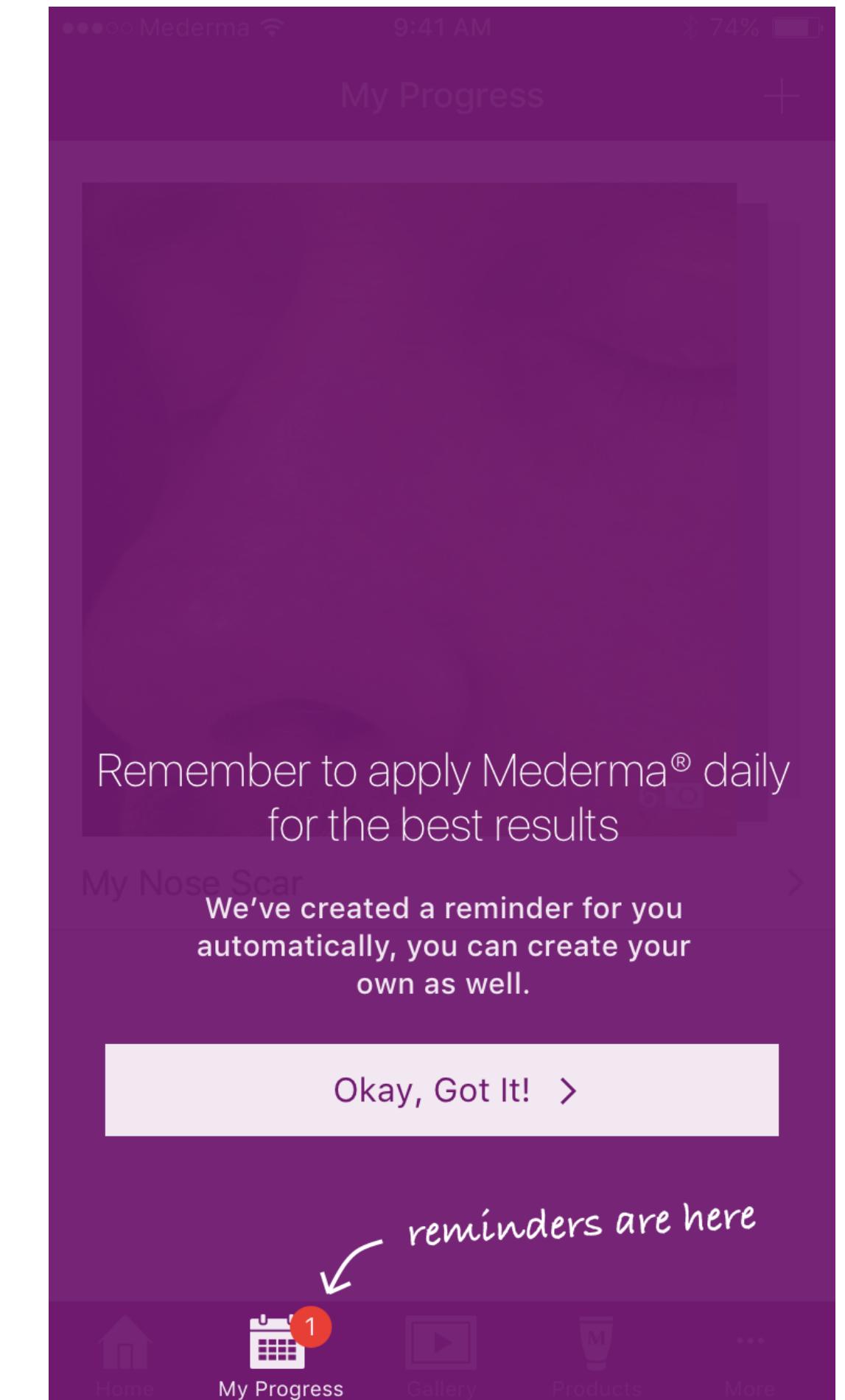
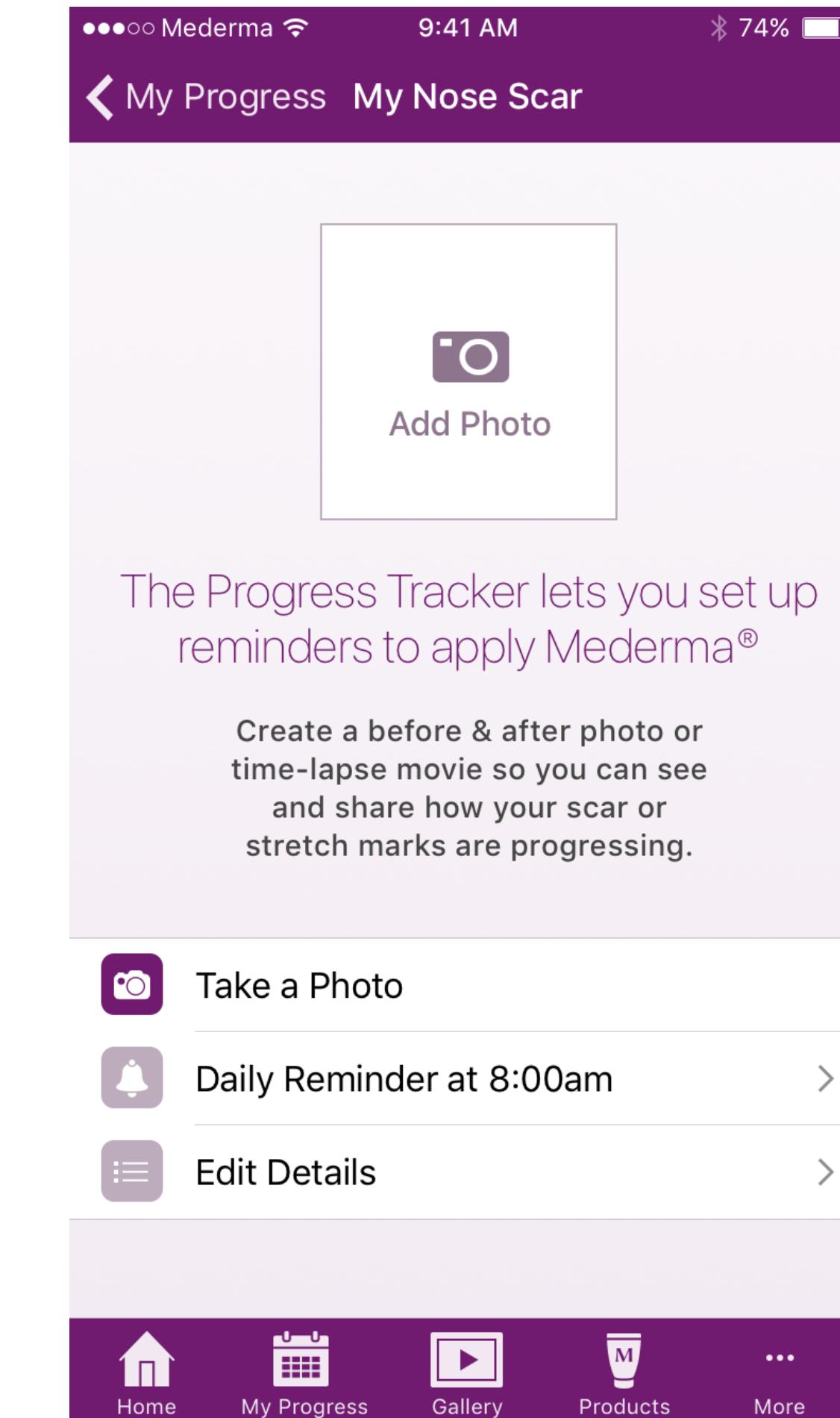
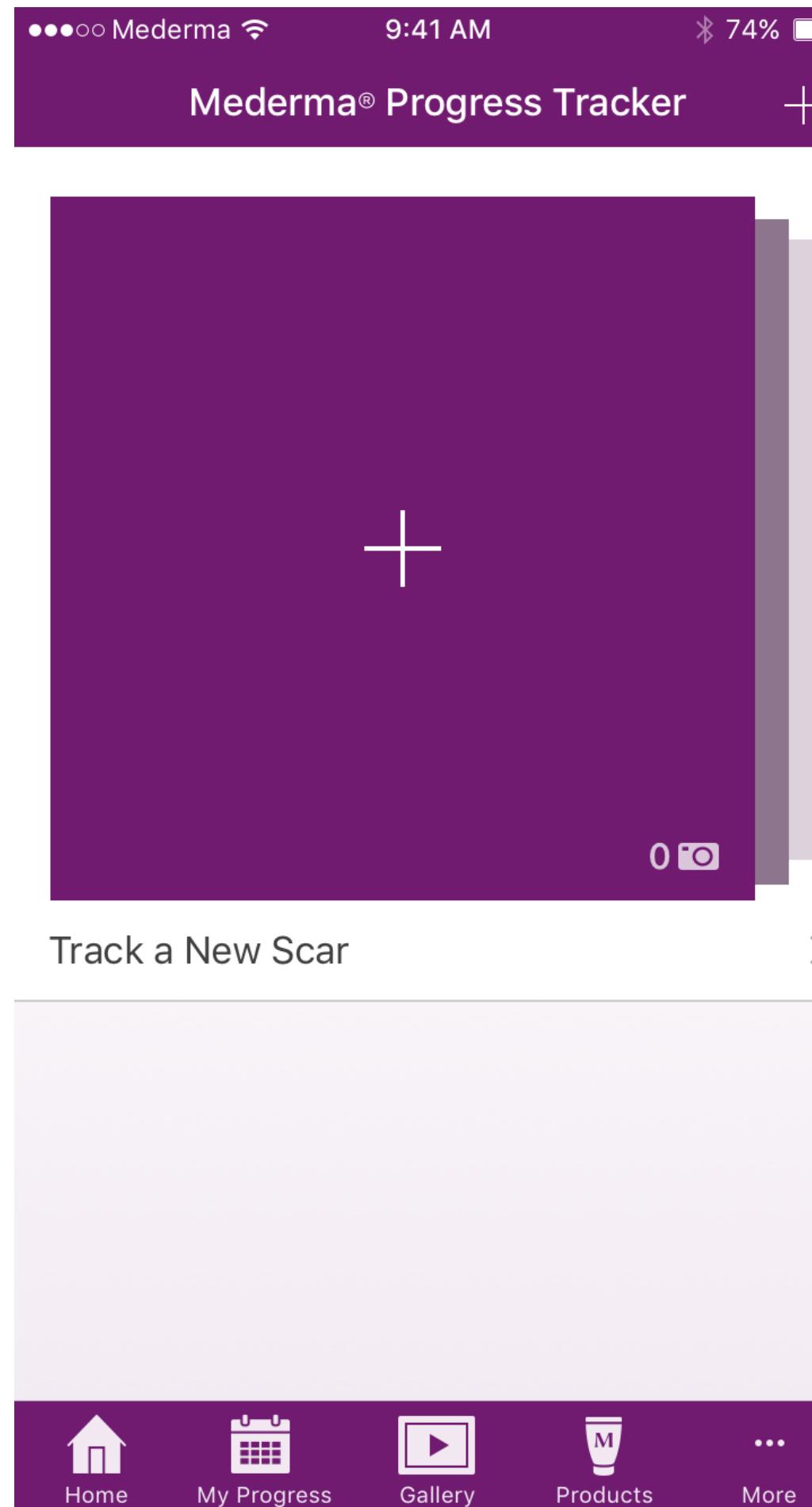
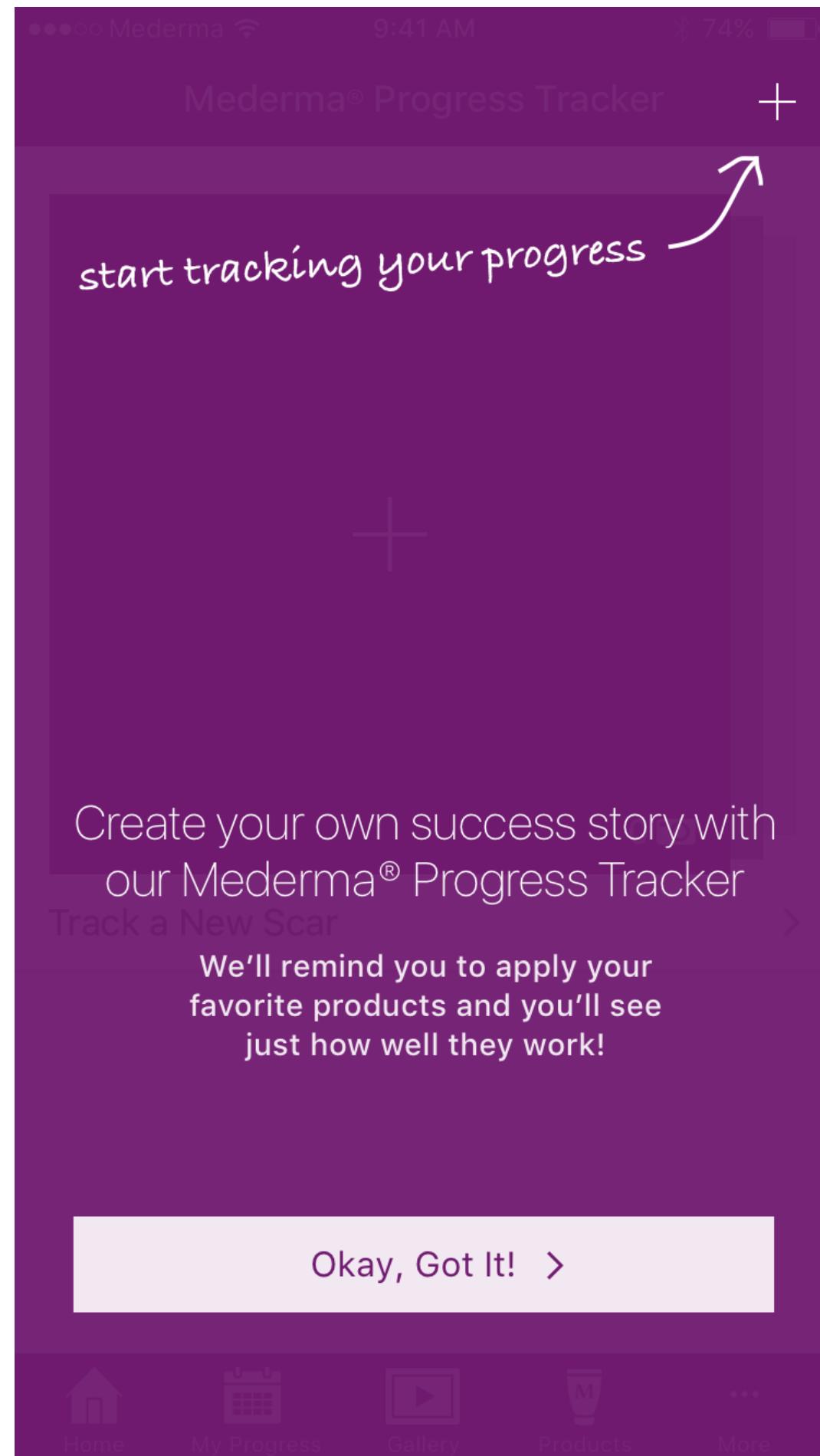
You're always thinking of their future. Now put your mind at ease.

Product Details >

Home My Progress Gallery Products More

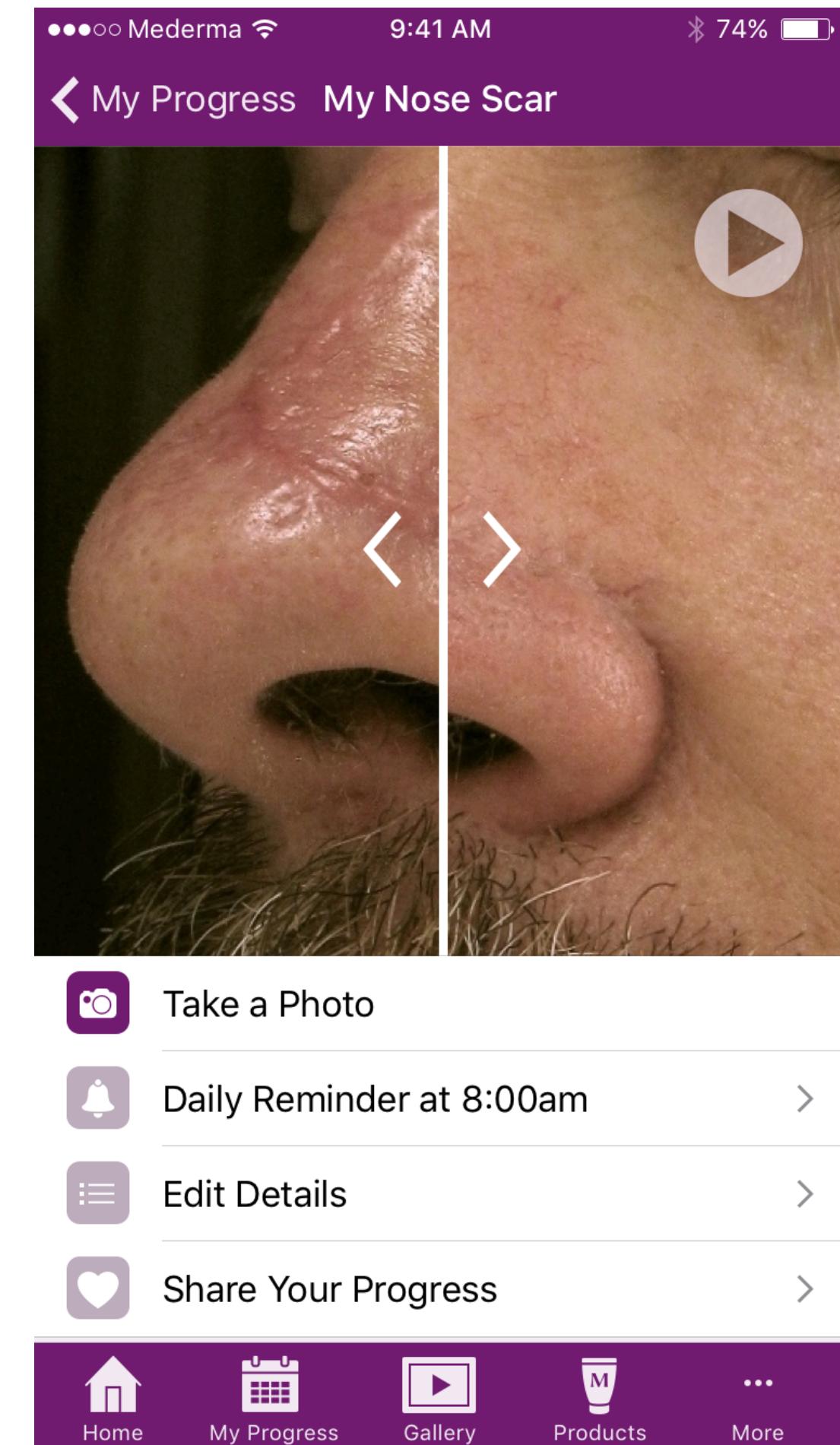
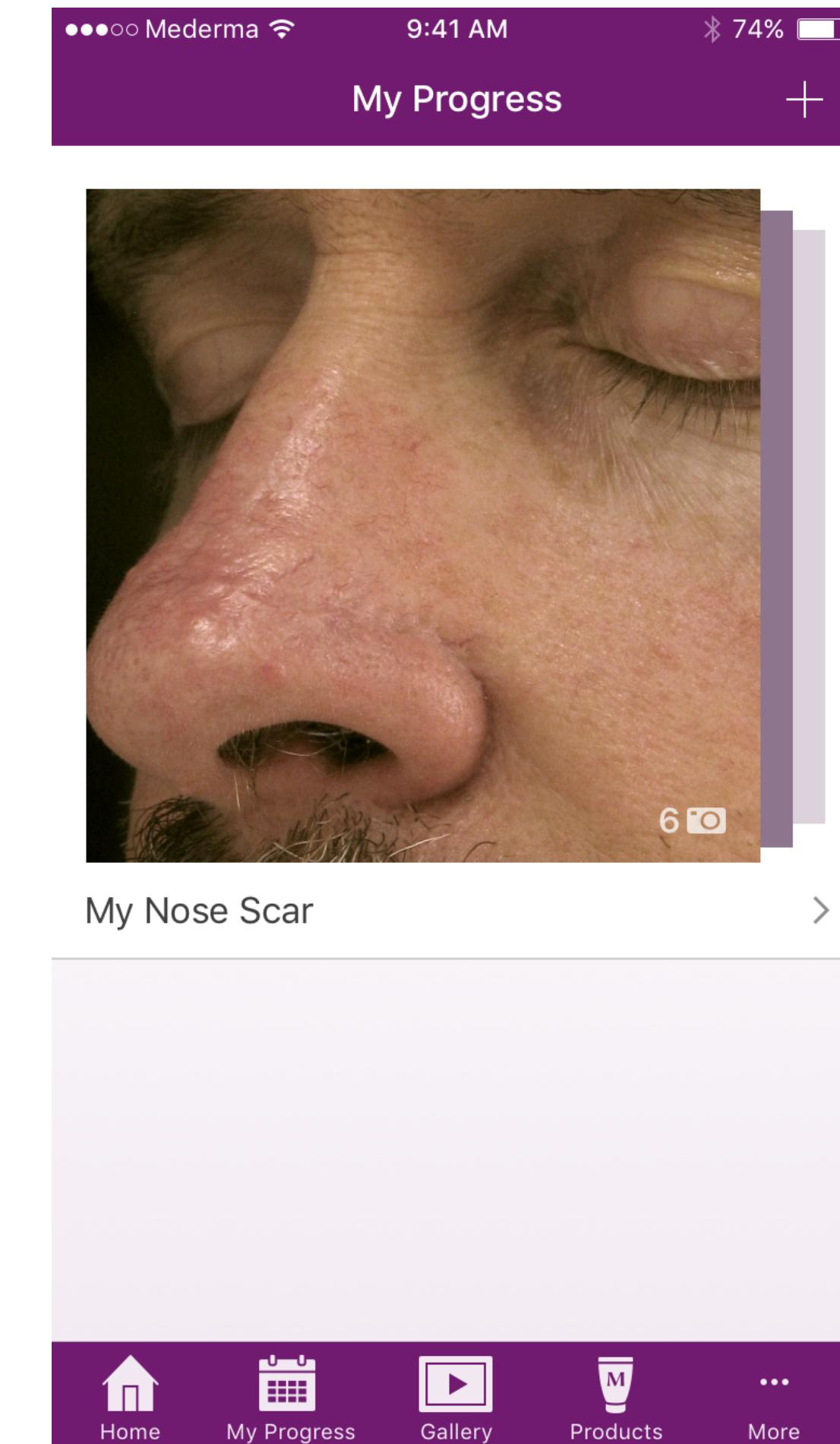
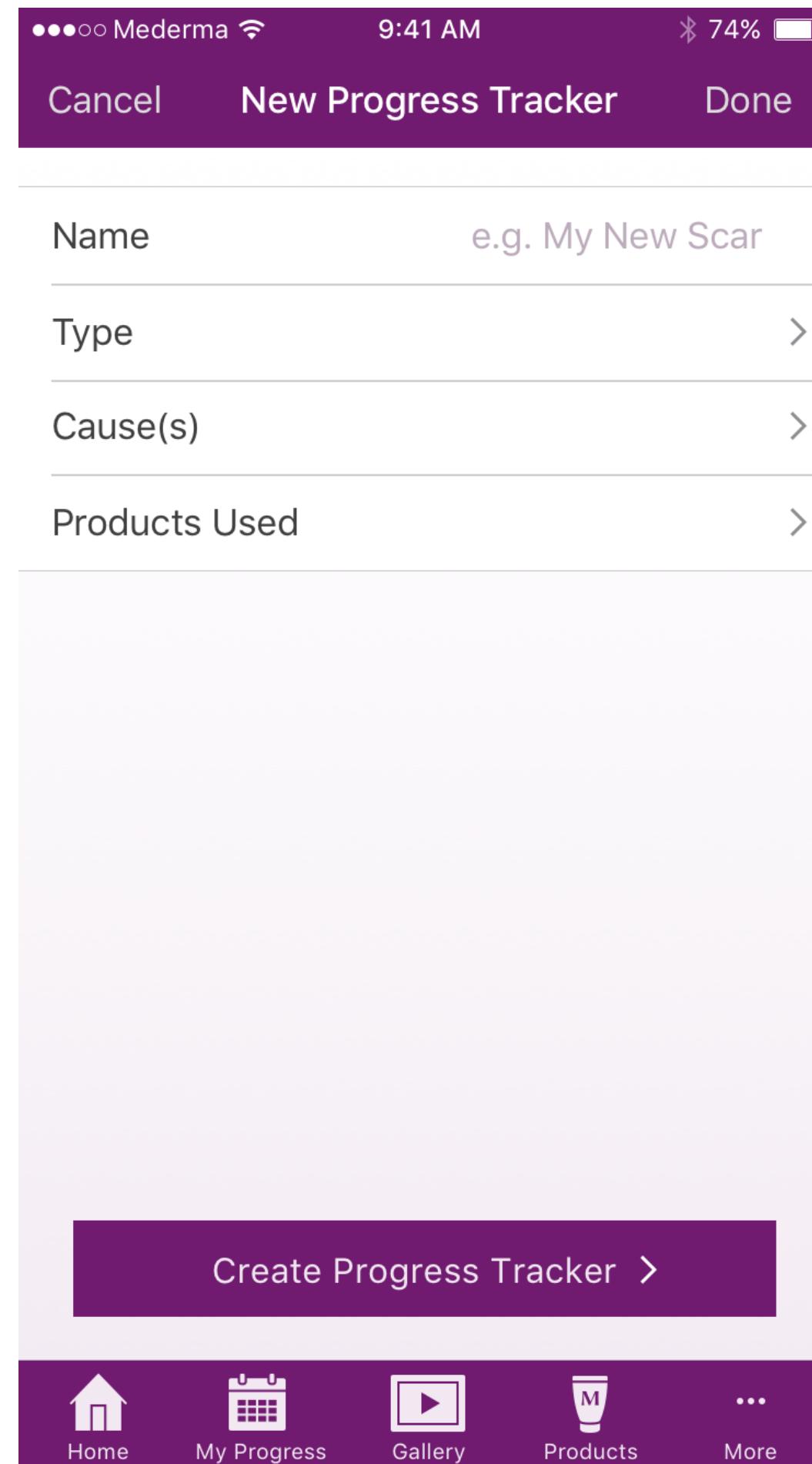
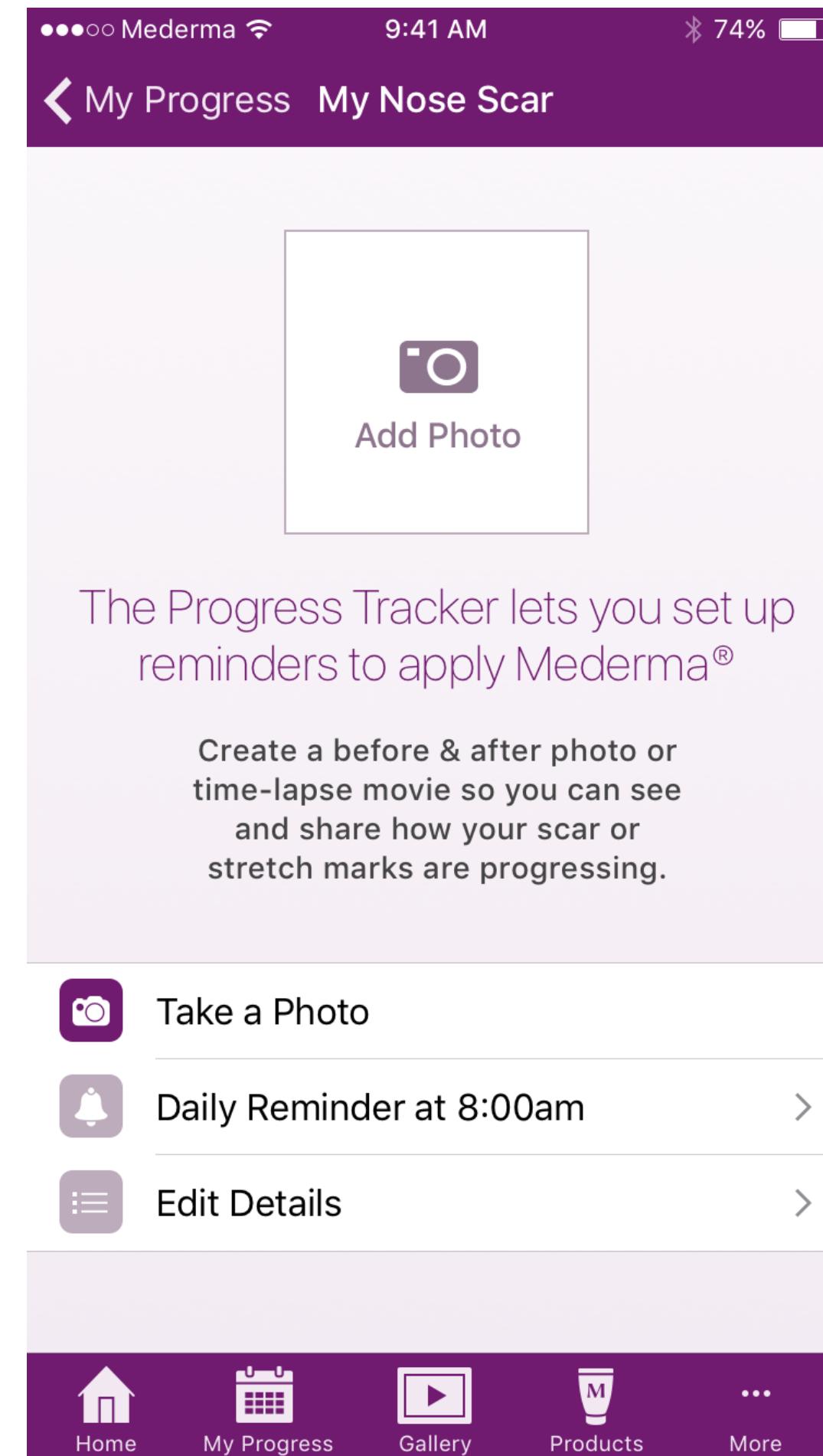


## Progress Tracker Onboarding



# TEXT

## Progress Tracker



My Account

Search



# MEDERMA®

≡ MENU

WHERE TO BUY >



Success in the palm of your hand

Presenting the My Mederma® App for iOS and Android.



Download on the  
App Store

GET IT ON  
Google play

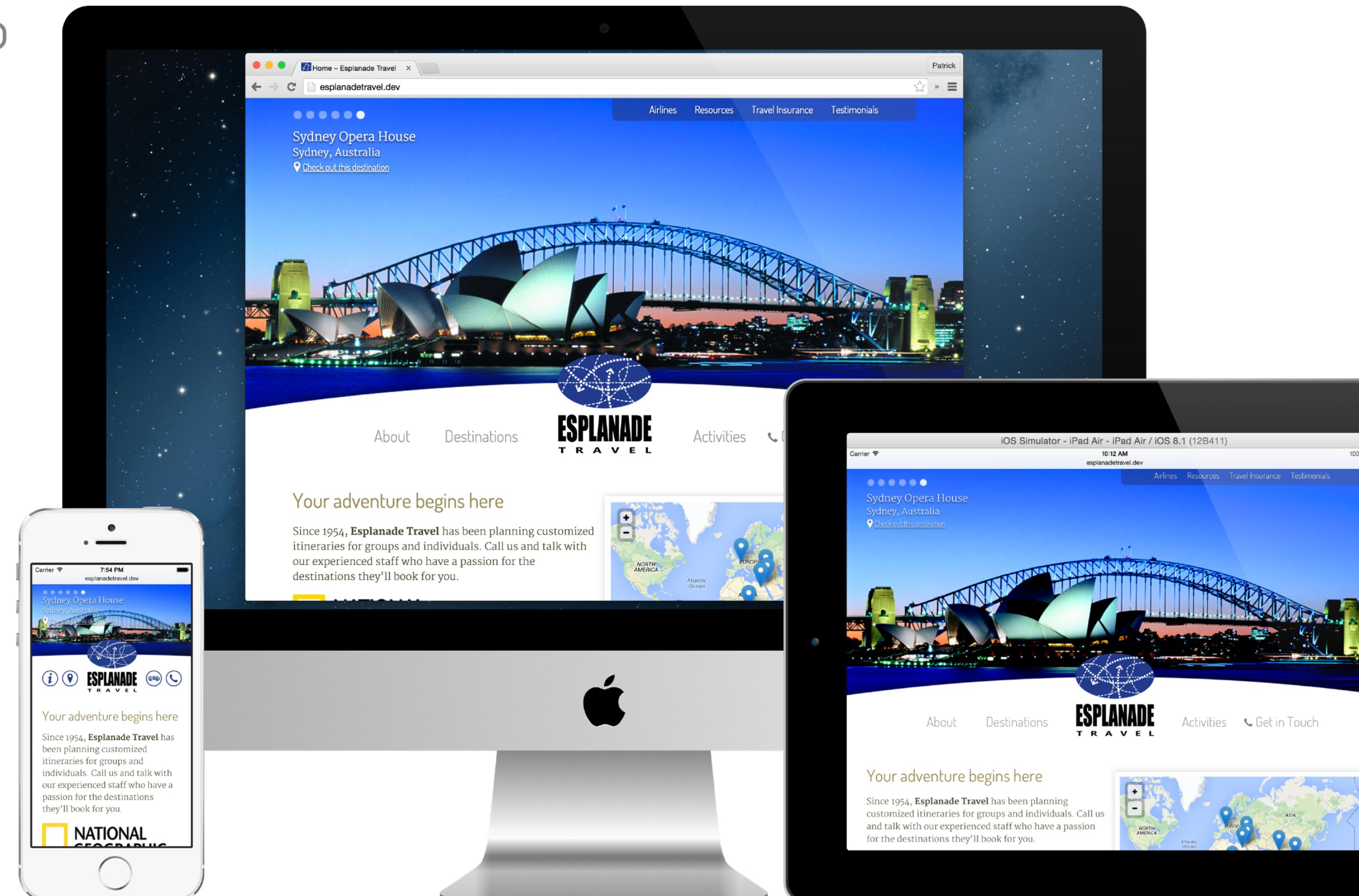
My Mederma

[MEDERMA.COM/MEDERMA-APP](http://MEDERMA.COM/MEDERMA-APP)

# My Mederma App

## Responsive Website for Esplanade Travel

- ▶ Fully responsive website for desktop and mobile use
- ▶ Simple CMS backend for managing content and imagery
- ▶ Deliberate content hierarchy with managed relationships





**ESPLANADE**  
TRAVEL

About Destinations

Activities Get in Touch

## begins here

When planning customized individual itineraries  
international travel is our passion. Call us and talk  
collectively traveled to over 150 countries

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PHIC

Recommended by National Geographic.

Esplanade Travel



## Destinations and activities you'll love

Take advantage of our decades of experience to make your adventure the best! We'll introduce you to our favorite destinations and help you plan exactly the itinerary you want. Dream beyond your boundaries – there are no boundaries.

» [See all of our incredible destinations](#)

SIMPLIFY THE OPTIONS

Content Hierarchy

## Content Organization

### Activities

While the activities included in these sections don't even come close to encapsulating every activity available in each country, we've included many of our favorites here. Use some of our ideas to start building your 'wish list', and then contact us to start planning your own trip!



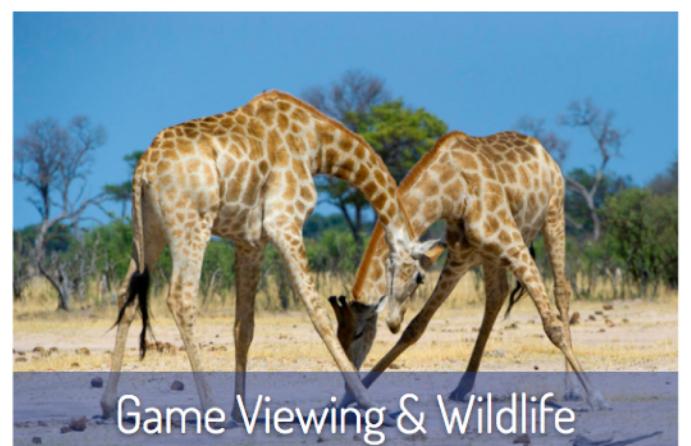
Adventure



Cruises



Food & Wine



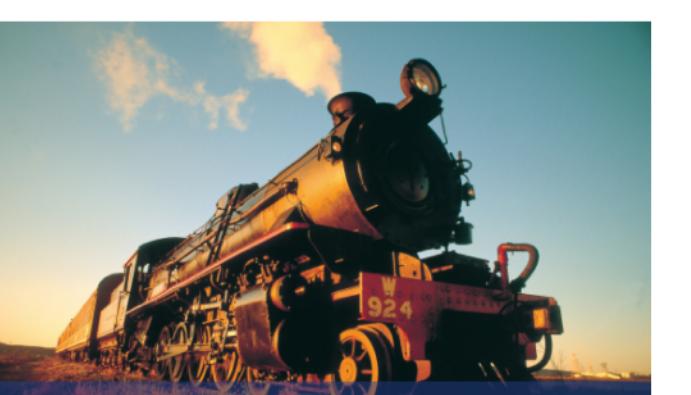
Game Viewing & Wildlife



History & Culture



Islands



### Destinations

**Esplanade Travel** can book your travel to any number of fantastic destinations. We'll help you create the perfect trip and find activities that will make your trip even more amazing.

#### Featured Destinations



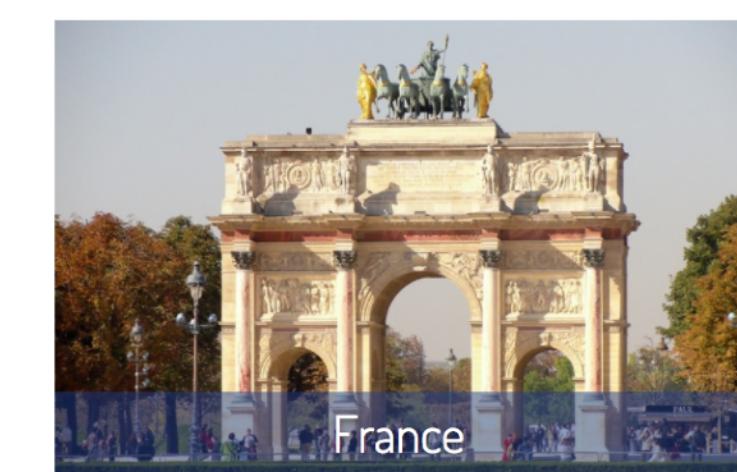
Argentina



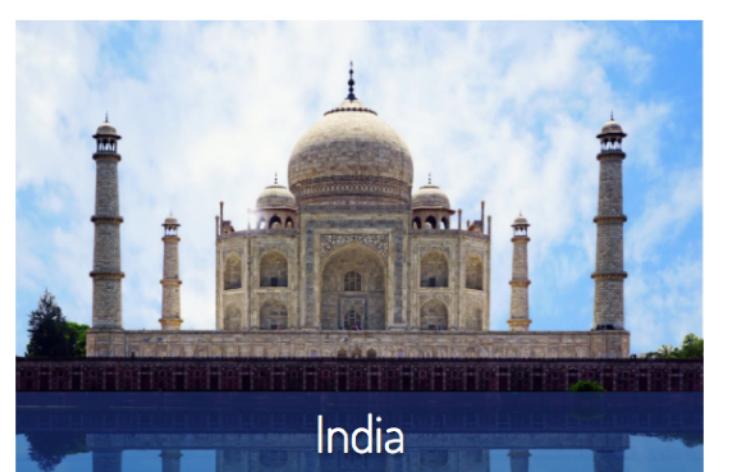
Australia



Botswana



France



India



Italy



#### Regions

Africa

Australia

Europe

India

Middle East

New Zealand

South America

South Pacific

Southeast Asia

Turkey



**ESPLANADE**  
TRAVEL

Destinations

Activities

Get in Touch

arоо Island is referred to as Australia's Galapagos for good reason. The diverse landscape provides year-round habitat for sea lions, fur seals, endemic kangaroos, wallabies, koalas, echidnas, wombats, goannas, many rare or endangered bird species, possums, darters, and even whales in the winter. Travel the island with an expert local guide and spend your days viewing native Australian wildlife in the wild.

Would not be as resplendent if it were not for the unique wildlife that has made it a haven for nature lovers. Bright tree frogs, noisy lorikeets, and colorful parrots are just some of the most beautiful birds you'll see. The scarlet macaw is also native to the island. Lions, tigers, and margays can also be found here. If you're lucky, you might see green iguanas or one of the many different species of turtles. You may even spot a leatherback turtle which is one of the largest reptiles on earth. Seeing a leatherback turtle in its natural habitat is one of the most enchanting sights you can ever see!



Established in 1535 by the Spanish, the islands were used as a base for whalers and pirates. Thanks to Charles Darwin's study of the unique wildlife of the islands, they became a major attraction. Due to a lack of resources, the people who live on the islands are very close-knit. They are very personal with these amazing animals. The marine iguana and the Galapagos fur seal are two of the most popular attractions. Playing in the sand with the Galapagos fur seal can lead to stories for years to come. An excursion to these incredible islands is not one that is easily forgotten.



#### Available Destinations

- [Botswana](#)
- [Costa Rica](#)
- [Ecuador](#)
- [Namibia](#)
- [Rwanda & Uganda](#)
- [South Africa](#)
- [South Australia & Kangaroo Island](#)
- [South Island](#)
- [Stewart Island](#)
- [Zimbabwe](#)

## CONNECTING DATA

# Relationships

## Booking Form

- ▶ Travel booked over the phone
- ▶ Form was sent via PDF or through the mail
- ▶ Turnaround time was very slow

### Emergency Contact

Contact Name

Contact Phone Number

### - ### - ####

### Travel Insurance

Select a Choice \*

- Decline Insurance - I decline insurance and understand that I assume full responsibility for any penalties/non-refundable elements of my trip.
- Accept Insurance - I would like to take out comprehensive travel / cancellation / medical insurance.
- Quote Insurance - Please provide a quote for travel insurance.

Trip Value to Insure (per person)

Beneficiary

### Billing Details

Select a Choice

Credit Card Number

Expiration Month

Expiration Year

CCV Number

Cardholder's Name



[DRIBBBLE.COM/NOTASAUSAGE](https://dribbble.com/notasausage)

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More work available