

TRYP

# TRYP

## Background

Tryp is an online travel company which provides fantastic holiday experiences. It is very time consuming for travellers to have to research flights and hotels, as well as holiday experiences. Tryp wants to solve this problem by offering their customers to book an entire trip at the click of a button, saving time and money. They will need a whole new brand identity and designs for a website which will support their new service.

## The Challenge

The travel industry is dominated by online booking companies, most of which offer flights, hotels and experiences all in one place. Tryp is all doing the hard work themselves, so that travellers can confidently book a trip at the touch of a button.

The website, therefore, needs to be designed in a way that instils confidence within its users so they can be sure that Tryp is going to be able to offer them a trip of a lifetime. The branding should also have a modern and sophisticated look and feel to it, as this will fit in well with the target audience.

The branding needs to convey instantly that Tryp is a travel company. Since the 'I' has been replaced with a 'y', it should still be easily read as 'Trip' and not some other word. Relating the logo to travel should make this easier.

Since the project requires branding and web design, I need to be able to optimise Photoshop and Illustrator for these tasks.

## Target Audience

Age: 25 – 50  
Gender: Male / Female  
Income level: Medium / High

Tryp is for experienced travellers who are used to researching and booking their own holidays and are, therefore, looking for a service which can find them the perfect holiday in just a few clicks.

## Things To Consider

### How should Tryp find holiday experiences?

Tryp wants to find the perfect holiday experience for each of its users, this could be done by integrating the users age, gender etc. and interests in order to produce the holidays which will interest them.

### Which platform will be best?

Desktop and mobile phone are the most devices, but which one is more suitable for my target audience and which is more appropriate for booking holidays. Should I design for desktop first or take a mobile first approach?

### What's Essential

Branding: their new brand identity should be simple, minimal, and should help to convey Tryp's ease-of-use and time saving holiday booking experience.

Web designs: Tryp requires a website which will integrate the users interests and requirements to produce a holiday experience which will be of interest to them.



# Branding



# Research

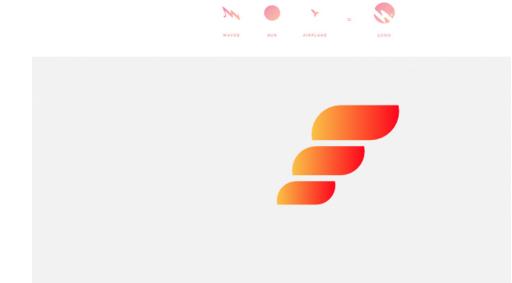
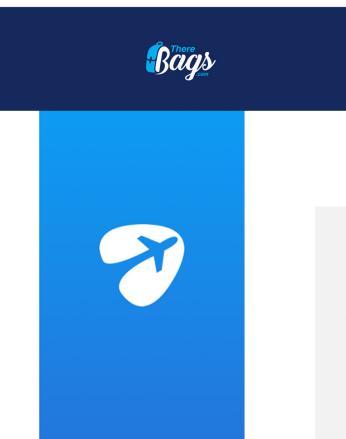
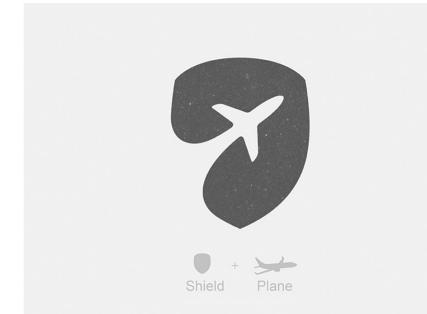


### Moodboard

I collected these various logos, most of which are designed for travel companies, in order to get a general sense of how my brand's logo could look.

Through this research, I've noticed that planes are often used in logos to represent travel companies. Some of the logos do without the plane and just have a swoosh. I think that this looks more elegant.

Other logos use suitcases to suggest travel, as well as the pin pointer icon which is often found on maps.



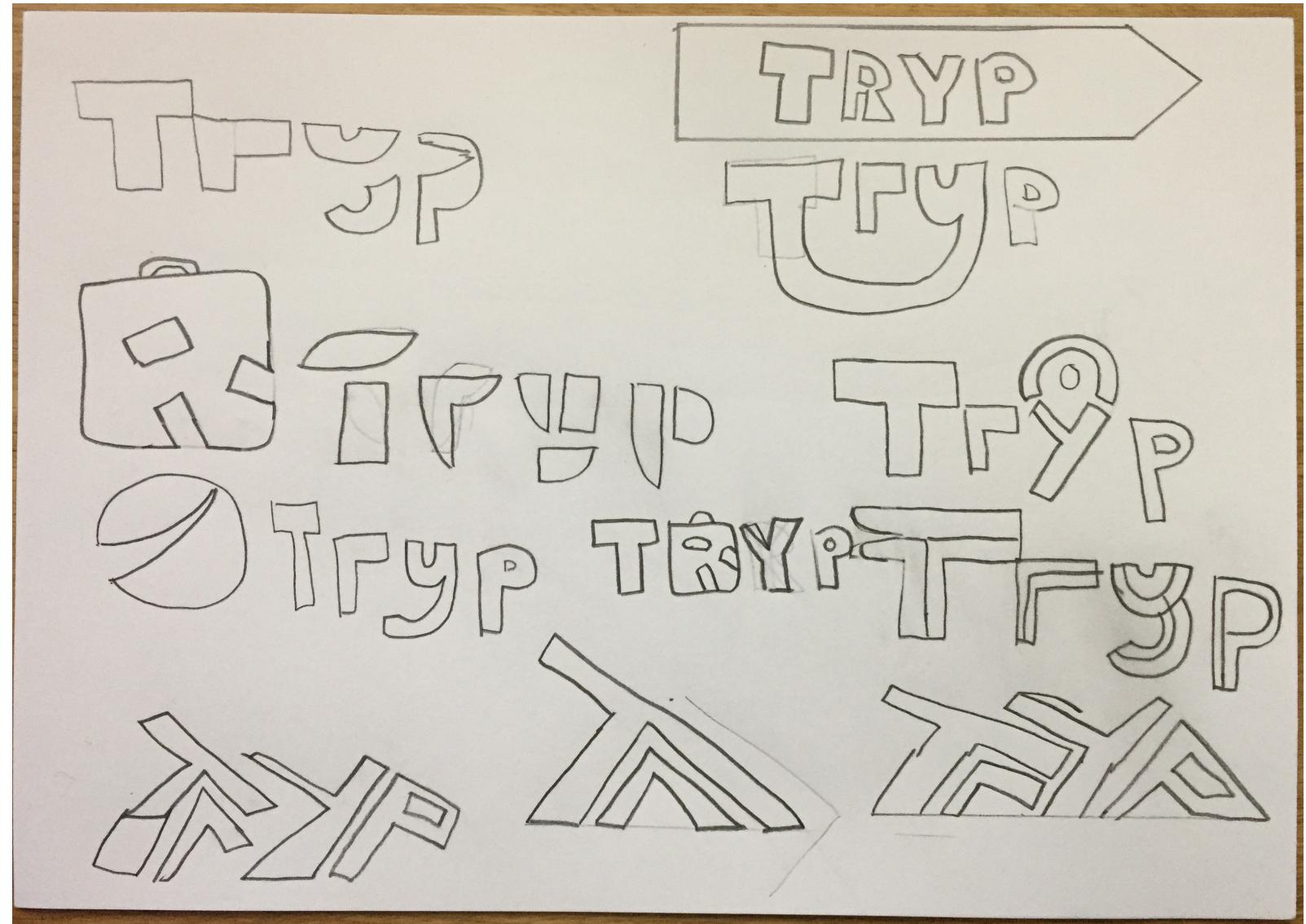
**TRYP**

I looked at travel moodboards online and created my own as a way for me to visualise what themes I could pick out and incorporate within the logo.



**TRYP****Logo sketches**

I created these different logo design sketches, based on my moodboard research. I decided that I should take 2 of these designs into Illustrator to develop them further.





### Typography

Based on my sketches, I needed a typeface which was contemporary and mono-linear which would complement the "R" in the logo.

I chose these 6 typefaces which I thought reflected what I was going for in my original logo sketches very well.

The 2 which I narrowed the choices down to was Helvetica and Mukta. One of the most ubiquitous fonts that famous brands use is Helvetica, so I strongly considered this for Tryp's logo.

I decided that I would go with the Mukta typeface for the logo. It's similar in a lot of ways to Helvetica, but it is a little narrower which I think goes with the "R" a little better.



Helvetica



Titillium



Montserrat



Mukta



Open Sans



Aller



### Colour

I thought that it was very important that Tryp's brand stand out among its competitors. It's a unique company, with a unique offering, so the brand has to reflect that.

A good way of doing this is to be more creative with the colours used in the brand's identity.

I started with blue since this colour is ubiquitous in the travel market, but I wanted something a bit more unique.

After some research into recent logo trends, I found an article that said gradients are becoming more and more popular since designers can incorporate multiple different colours, creating logos which are fresh and distinctive.





I used a website called WebGradients, which provides a large collection of web safe gradients. After browsing through and experimenting some of them, I decided that this gradient would work very well for Tryp's logo.



#3ec0f0



#3f61aa

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# Development



### Version 1

I started to develop the logo after some initial sketches, and used this version 1 logo during the research phase of the design process so I had something to experiment with in terms of typography and colour. After this I got some feedback on it.

### Feedback

The weight of the font used in the logo could be increased, since the "R" in the logo looks much heavier than any of the other letters.

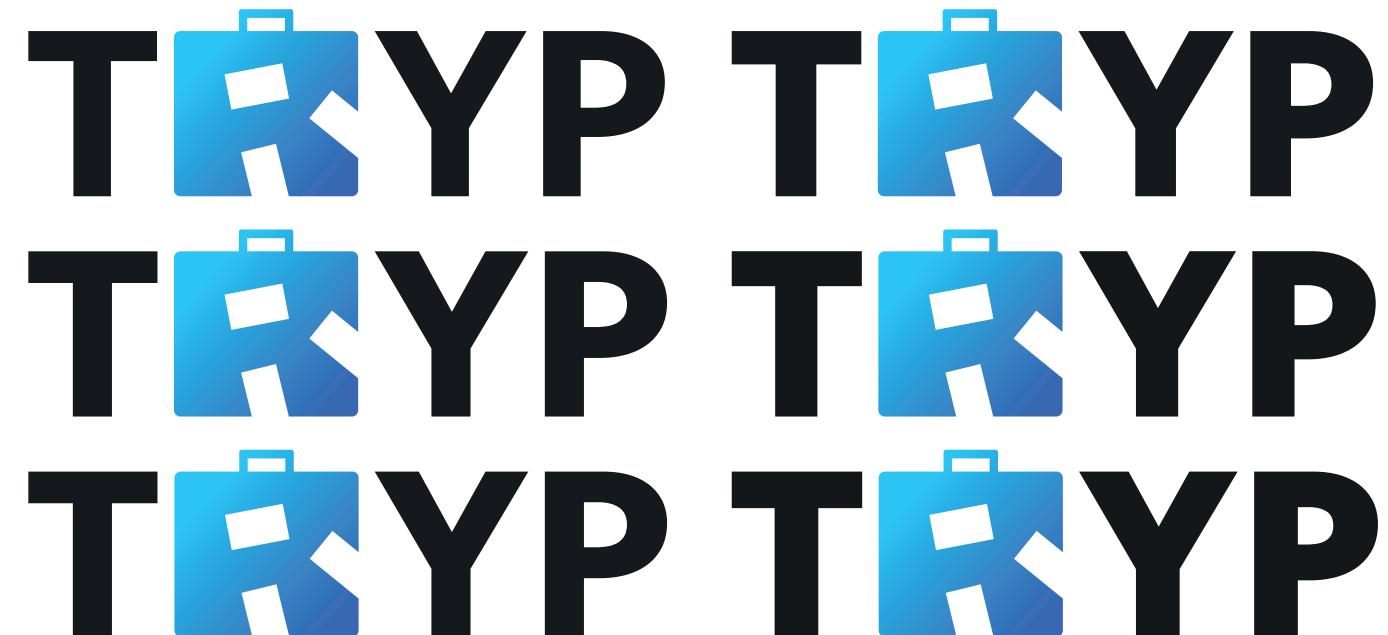




### Font weight

I agreed with the feedback regarding the font weight for the logo. It's not so noticeable on the default logo but on the white version it does look slightly uneven.

For the version 1 logo, I used Mukta's bold font weight, so I could just change this to extra bold. However, I wanted to get a wider variation in weight so I instead added a stroke to the text and incremented it by +1pt.





I eventually found a font weight I think looked a lot better than the previous version.



Version 1



Version 2



TRYP

# Web Design



# Research



### Competitor analysis

In order to get a sense of what the design and features of Tryp's website should look like, I decided to analyse some of their websites within their market by determining their strengths and weaknesses. This should allow me to acquaint myself with what will work well for the website I am design and what I should avoid.

Since Tryp is offering a unique service, it's difficult to determine who their competitors are. I could just look at the websites which dominate the travel market (tripadvisor, trivago, expedia), but I feel as though this wouldn't really allow me to get many ideas for what to include for my website.

I've found 3 websites which offer fairly similar services to Tryp, so analysing these websites should be useful to me.





## Airbnb Experiences

Airbnb is one of the fastest growing and most disruptive companies within the travel sector, so this would be good place to start. Airbnb Experiences is their new offering designed to allow community members to host their own travel experiences.

### Strengths

The colour scheme very minimalist, with just a white background and black font. This places all the emphasis on the content since it stands out so much more on the page.

Elements which are similar are placed in close proximity to one another. This benefits the since it's faster to interpret the information on the page.

Buttons have a rounded border which helps to show interactivity.

The search feature is very easy to use, since it's just 1 search box for everything in the sight. This means that you can type in an experience or a location and it will find results.

Good use of icons for related items. For example, speech boxes for language.

### Weaknesses

Colour might be used a bit too sparingly. I.e. the Airbnb orange could be used to highlight especially important information like experience type, location, time or language.

The search box at the top of the page isn't the easiest to spot since it looks like one of the buttons on the site. It could have a different background / border which would create a contrast.

There isn't any information to do with what Airbnb experiences is about, what services they are offering. This could be confusing for first time users, especially since this is a new concept which most people may not be used to.

### Explore experiences



### Top-rated experiences

Highly reviewed by locals and travellers worldwide

GUIDED HIKE - CHIANG MAI Sticky Waterfall Chiang Mai £38 per person - 7 hours - Transportation, 1 meal, Drinks included 4.96 (278)	DAY TRIP - DUBAI Red Dunes Safari & BBQ @The Real Camp £36 per person - 6.5 hours - Snacks, Equipment included 4.93 (700)	PARAFLYING - YANGPYEONG-GUN Go paragliding with a pilot £36 per person - 3 hours - Snacks, Equipment included 4.93 (230) - Also offered in Chinese (Simplified), Korean	FOOD WALK - AMSTERDAM The all Dutch food & history tour £69 per person - 4 hours - 1 meal, Drinks, Snacks included 4.92 (424)	GUIDED HIKE - KYOTO Kyoto - Hidden Hike - Fushimi Inari £25 per person - 3.5 hours - 1 meal, Drinks included 4.92 (405)	BAR CRAWL - SYDNEY Kyoto's Secret Bars £53 per person - 3 hours - 1 meal, Drinks, Snacks included 4.94 (161) - Also offered in Chinese (Simplified)	FOOD TASTING - LISBON Lisbon's best flavours £33 per person - 2.5 hours - 1 meal, Drinks included 4.94 (2502) - Also offered in French, Spanish	COOKING CLASS - BARCELONA Top Paella, Sangria & Catalan Cream £32 per person - 2 hours - 1 meal, Drinks included 4.96 (730)

### Experiences around the world



## Slide, jump, swim in 5 Bali waterfalls

- Bali
- ⌚ 3 hours total
- 📍 1 meal, Drinks, 1 ticket and Equipment
- 🗣 Offered in English

Over 60 people rated this experience 5 stars.

### About your host

I was born and raised in the sweet, cute North Bali village of Sambangan. I grew up living right by these beautiful waterfalls and I wish to share them with you.



Wangi  
Contact host

I have been a waterfalls guide for 3 years and have also worked at the ticket office interacting with guests from all over the world, answering questions, matching them with guides, and making sure they have a fabulous, fun and safe...+ More

### What we'll do

Light up your day by joining my friendly guides to explore 5 scenic and stunning waterfalls here in North Bali!

This is very unique experience that not everywhere you can get. The waterfalls are all safe! Slide into 12 m in kroya waterfall in 5 seconds that I'm sure you feel refresh. Jump at cliff start from 5 m, 10 m and 15 m. Swim in

# TRYP

## Travelzoo

Travelzoo is a website which publishes offers for more than 2000 travel, entertainment and local companies.

### Strengths

The site uses a lot of images of travel locations, instead of lines of text. This works well since a picture in the context of travel can say a lot more than words.

The search facilities have a different background to the latest deals section. This creates a really good contrast and instantly draws the attention of the user to the search facilities, which is the most important aspect of the website.

Good use of icons for quickly finding different search options.

Colour is used to highlight important or unique elements, like the price of the holiday. This draws the user's attention towards it.

### Weaknesses

The latest deals & news section isn't sorted in anyway by headings and/or white space and related content isn't really placed in the same proximity

to each other. This makes it harder for users interpret the information being given to them, since the site is disorganised. Using headings / white space would create a balance between the different elements.

Some elements are a different size to others, yet there isn't any discernible reason for it. Again, makes the site imbalanced.

Their featured stories elements look almost identical to the latest deals elements. This makes the site inconsistent, since users might think that the 2 elements are the same.

The sight isn't aligned very well, i.e. the search facilities doesn't line up with the latest deals section and the logo is way off to the side of the page. This makes some elements in the site seem disconnected and out of place.

The screenshot shows the Travelzoo homepage. At the top, there is a dark header bar with the Travelzoo logo, a search bar containing 'eg hotels, holidays' and 'Near me', and several navigation buttons: 'Top 20', 'UK & Ireland breaks', 'Holidays', 'Cruises', 'Last-minute deals', and 'Things to do'. To the right of the header are links for 'Like 3.4M', 'UK', and 'Member'. Below the header is a large banner image of a person swimming underwater. Underneath the banner, there is a section titled 'LATEST DEALS & NEWS' featuring several travel offers with images and prices:

- Rome, Venice & all-inc Sorrento escape SORRENTO**: £449pp
- USA: return Thomas Cook flight... VARIOUS**: £378pp & up
- All-inc Italy & Greece cruise w/Lake G... VENICE, BARI, SANTORINI, CRETE, CEPHALONIA & SPLIT**: £999pp
- Mexico: Maya ruins tour & all-inc beach escape MERIDA, UXMAL, VALLADOLID, RIVIERA MAYA & MORE**: £1399pp
- Explore the sights of three Mexican states before relaxing at a 5-star resort on Isla Mujeres**
- UK breaks under £100**: FEATURED STORY
- Fly from your area**: FEATURED STORY
- Two days in... Bath**: FROM THE BLOG
- Italy: deluxe Ischia island holiday wit... MEDITERRANEAN SEA**: £299pp
- This week's brand-new UK deals YORK, ABERDEEN, BATH**: £69 & up
- Malta: 3-night break w/ flights, save up ... MALTA**: £79pp
- Get a head start & look at our brand-new hotels this week!**

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## Momondo

Momondo is a travel search website that finds the best offers for flights, hotels and package holidays. I'm specifically just looking at its trip finder feature, since this is more closely linked to my project.

### Strengths

Monochromatic colour scheme is used for the home page. The darker and lighter background colours of the search facilities and the results create a good contrast. This makes it very easy for users to differentiate between what is a search filter and what is a result.

It's also used to good effect to sort the different results. i.e. green means the trip is suitable for families. This obviously makes searching for suitable trips a lot faster.

Lots of images of trip locations are used, over something like a small image with lots of text. This much more effective.

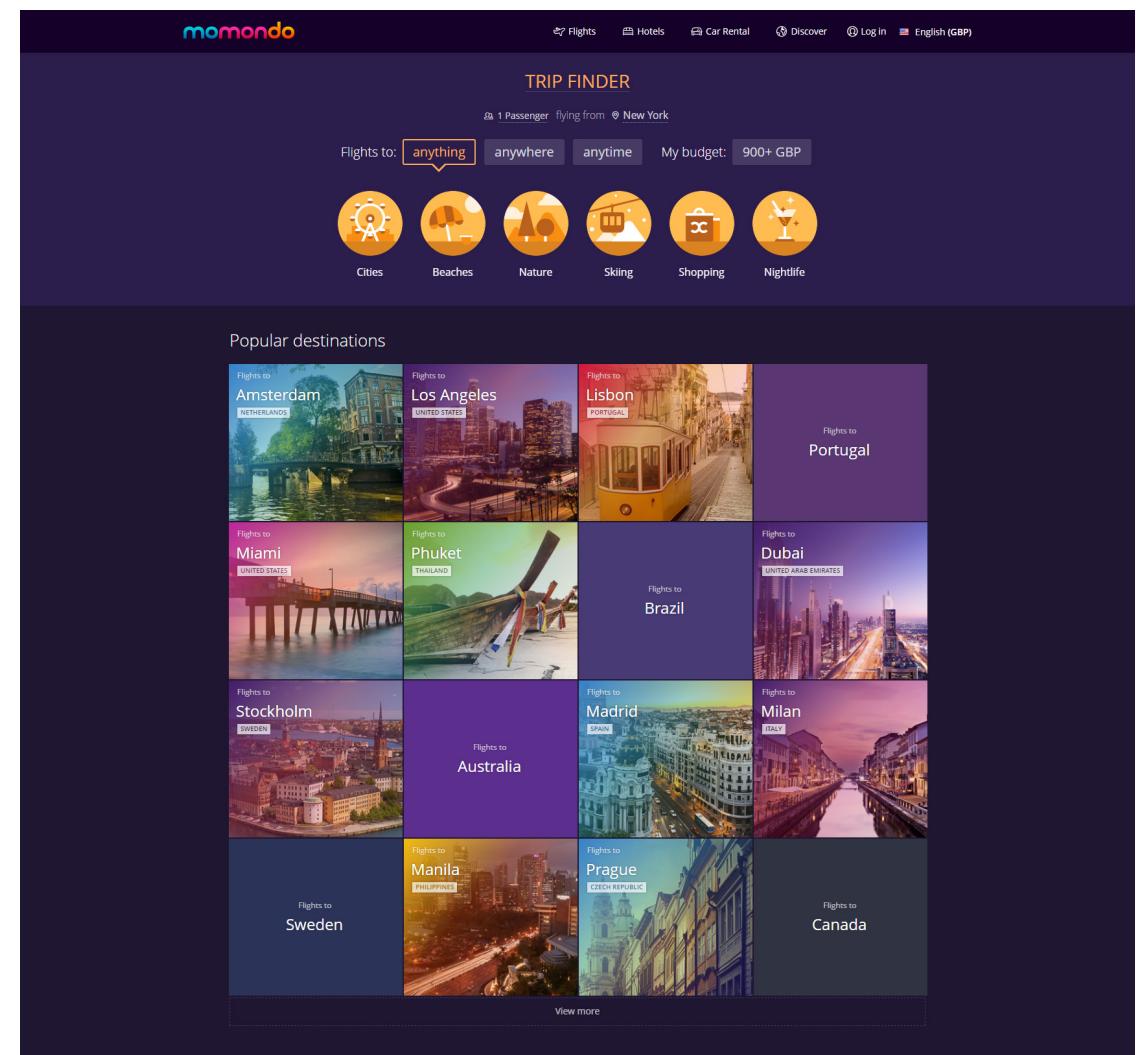
Icons are used to good effect. The main search facility uses icons for some of the different types of trips. Icons are a lot more effective since they improve visual interest and grab the user's attention.

The search facilities are very intuitive to use. It's much easier for users to search for a trip when they have different options provided for them, rather than just a search box.

### Weaknesses

The destinations which relate to a country and not a city don't have an image associated with them. This makes them stand out, which would be appropriate. However, they are placed in the same proximity and identically sized as the city destination elements. This throws off the balance and harmony of the website.

The colour overlay on the images can get a bit distracting and make the popular destinations section look a bit cluttered.



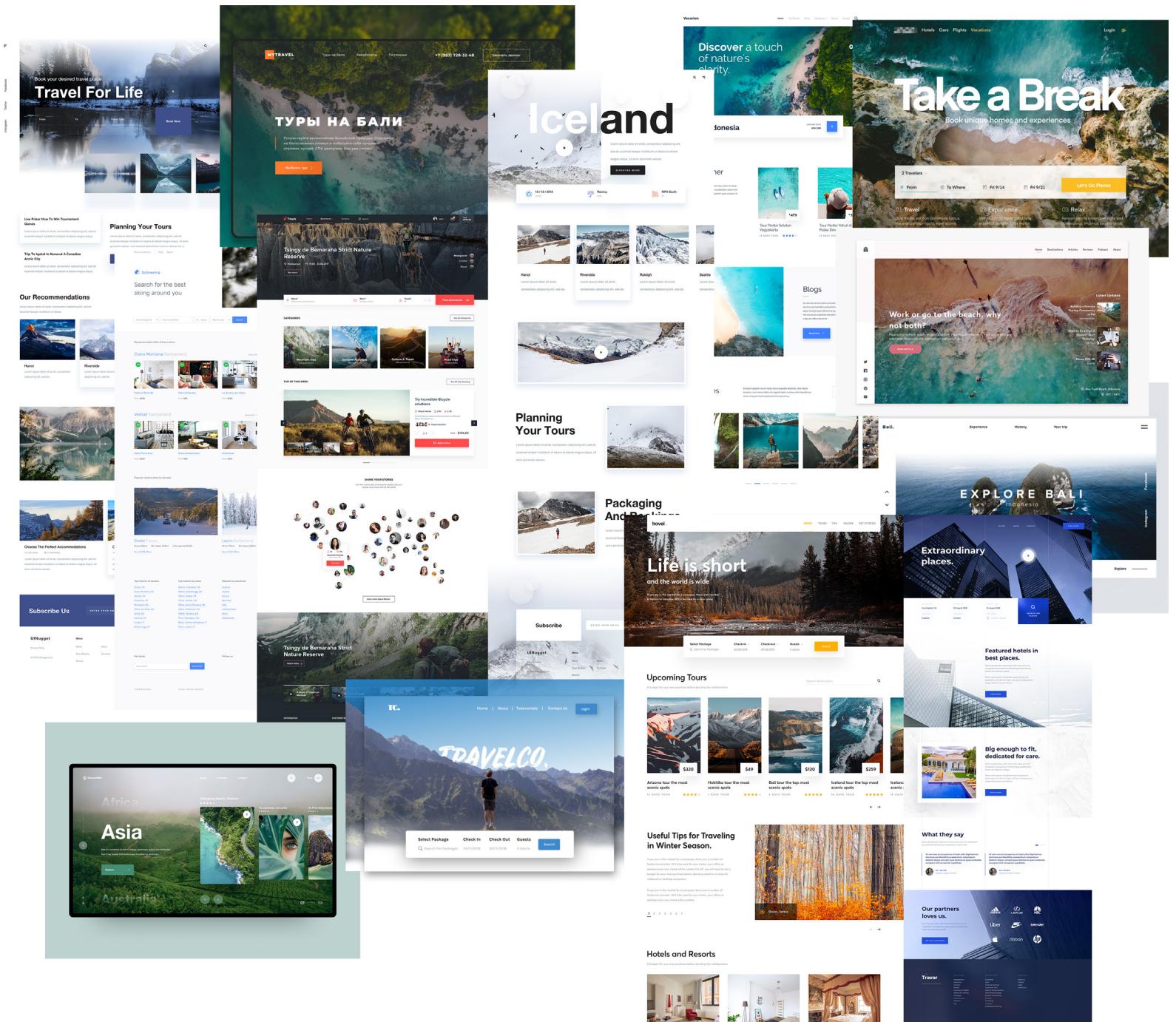


## Moodboard

I collected these images of landing pages and full web pages because they reflected what I was aiming to create in my web designs.

Most of the designs are fairly minimalist and use colour sparingly in order to create a greater contrast and highlight key information like interactivity.

The majority of them also feature some search facility at the top, which usually allows the user to enter a search term, location and date for their holiday.





### Colour

I've already established the Tryp's brand colours, which fuse to create a gradient for the logo. These are a light blue (#3ec0f0) and a darker blue (#3f61aa). These should be used extensively throughout the website to reinforce Tryp's brand identity.

Through my research, I've found that the designs which I found worked really well as travel websites, found in my moodboard, are those which use very minimal colour.

Nearly all of them have a white background, and use colour to bring the user's attention towards something. This is often an important piece of information (e.g. prices) or interactive elements.

This is something which I will implement in my website, using the darker blue for the any important information, buttons. The lighter blue will be used as a hover effect for the buttons.





## Typography

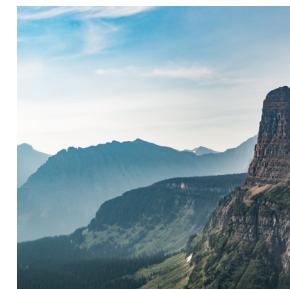
I experimented with 4 different typefaces - Montserrat, URW Geometric, Mukta and Hind. I chose these since they are all sans-serif, web safe fonts and this is what the websites on my moodboard use.

In order to get a better sense of how the fonts would look, I put all 4 of them in a context in which they could appear in my website designs.

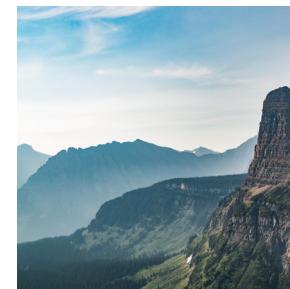
I will go with URW Geometric for the headings, links and buttons and Hind for the body text. I like both the Montserrat and URW Geometric headings, but Montserrat is a Google font used by billions of sites. While URW Geometric is a font which I found online and downloaded.

Therefore, I'll go with URW Geometric since there's less chance that a competitor is using it.

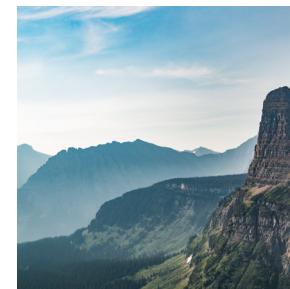
I'll use Hind for the body text because I think that it's a little easier to read than the others, which is more important for large paragraphs text.



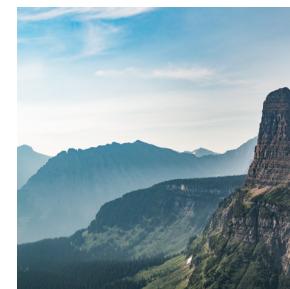
Montserrat



URW Geometric



Mukta



Hind

## Glacier National Park

USA

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

[Explore](#)

## Glacier National Park

USA

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[Explore](#)

## Glacier National Park

USA

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[Explore](#)

## Glacier National Park

USA

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[Explore](#)

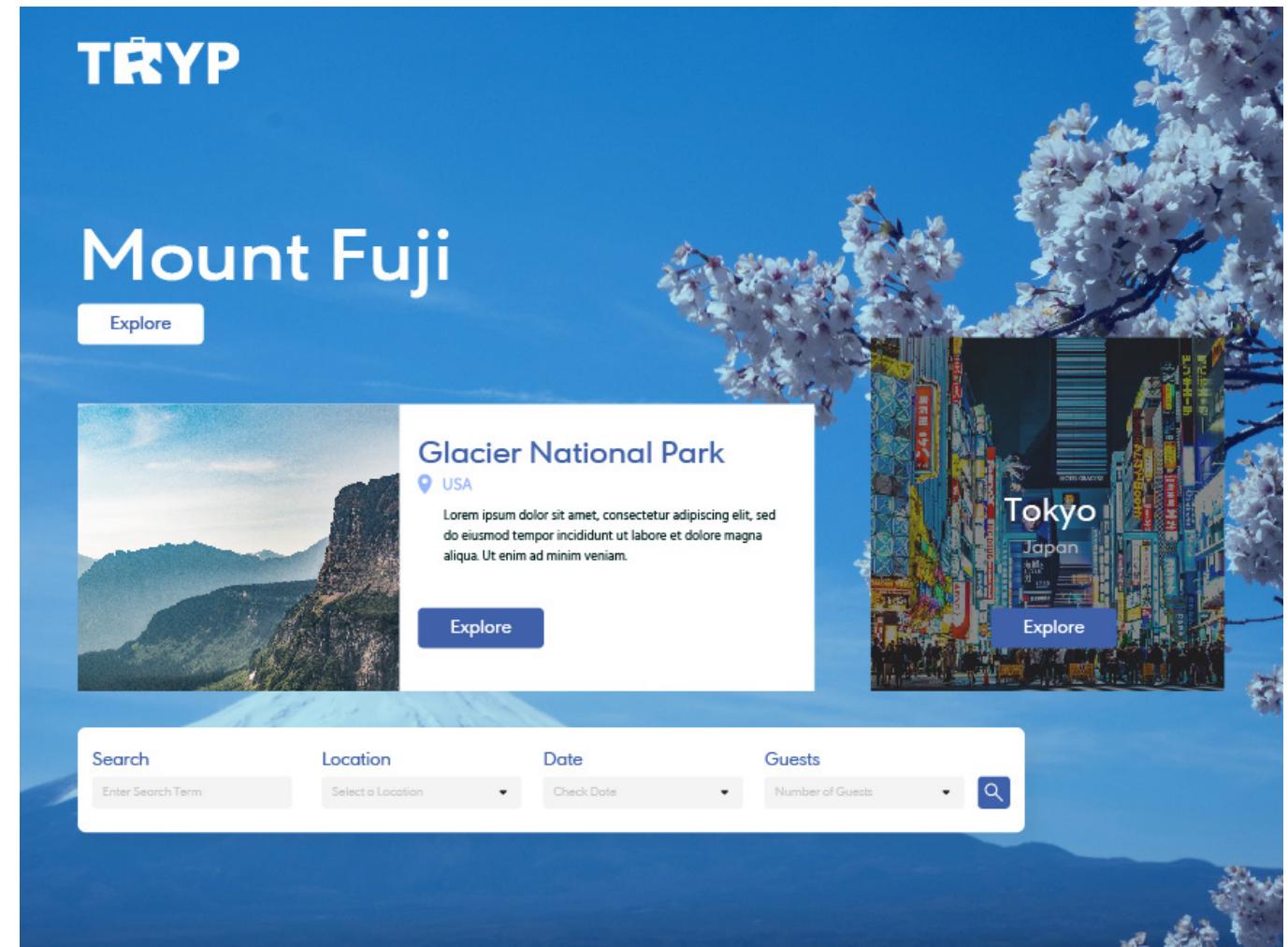


### Style tiles

I decided to create 3 style tiles, which will define a visual language for the website.

I've done these in previous web design projects, and I found them very helpful when it comes to developing the actual web designs, since you don't have to start with a blank slate.

For style tile #1 I used a monochromatic colour scheme using different shades of the blue used in the logo. There is a common travel search facility used which requires the user to enter a search term, location and other details in order to find results.



Style tile #1

# TRYP

I wanted to try and find a more seamless and intuitive search facility than what I found from of my competitors.

For style tile #2, the idea would be to provide the user some travel locations right at the top of the home page. The user can click on the other locations to find out more about them.

They can also sort these locations via a drop down list, rather than having to enter in locations themselves.

When a user clicks on one of the other locations, a transition animation could be used which would make for an engaging user experience.



Style tile #2



For style tile #3, I didn't want to include another white version of the logo in the top of the page since I did that with the other 2. I added a white background so that the logo would stand out a bit more and be more clearly visible, which I think works well.

The search facility for this page would just be a search box where a user can enter anything like the name of a city or country or the type of trip,

A screenshot of a travel website for TRYP. The header features the TRYP logo in a white box with a blue suitcase icon on the 'T'. A 'MENU' button with three horizontal lines is in the top right. The main image is a scenic view of a canal in Amsterdam with buildings and trees. Overlaid on the left is a white search bar with the text 'Amsterdam' and a blue 'Explore' button. Below the search bar are 'NETHERLANDS' and 'BUDGET' filters. The 'Popular Destinations' section shows three cards: 'Sweden' (city skyline at sunset), 'Germany' (cobbled street with buildings), and 'France' (Eiffel Tower). To the right is a blue sidebar with a search input field 'Search destination or type' with a location pin icon, and three buttons: 'City' (dark blue), 'Family' (light blue), and 'Budget' (light blue).

Style tile #3



## Resolution

A very important aspect of web design is choosing what resolution to design for.

A rule I found was that you should design for your audience first, the masses second. With this in mind, I looked up the stats for screen resolution among the USA and UK population, which is the main area served by Tryp.

Surprisingly, I found the most popular resolution was different - 1920x1080 in the USA and 1336x768.

Mobile screen resolutions are very popular for both countries.

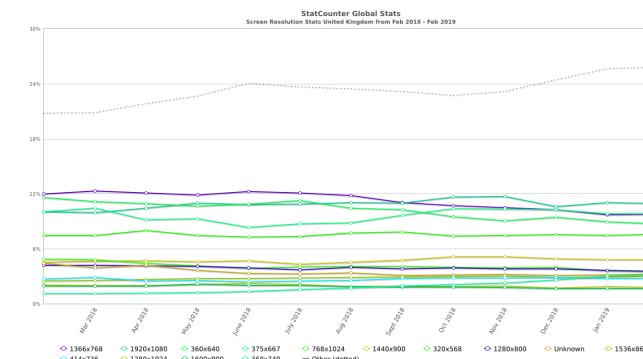
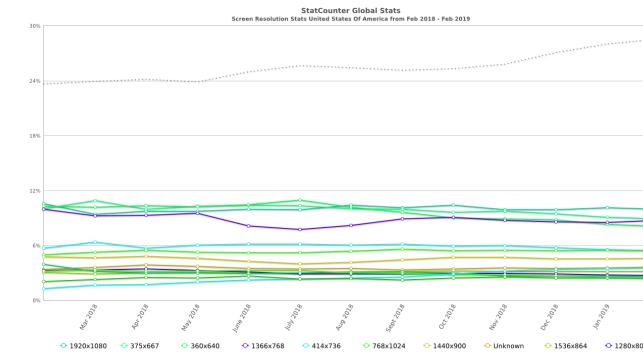
I will design for 1440x1024 which is common resolution designers like to use, since it's a good compromise between 1920 x 1080 screens and smaller resolutions.

This resolution will also work well with the 1200px which I will use, since none of my research suggests that a large portion of my audience will be using desktop resolutions lower than 1200px.

Using a grid system will allow my designs to be responsive since I can move content as the width of the

columns changes on different screen resolutions. Responsive web designs create a consistent experiences across multiple devices with different screen sizes.

For the mobile designs, I will use 320x480. This is small compared to more modern smartphones, but there's a lot of variation between smartphone resolutions among my audience. So it's best to just design for the smallest resolution.



TRYP

# Wireframes

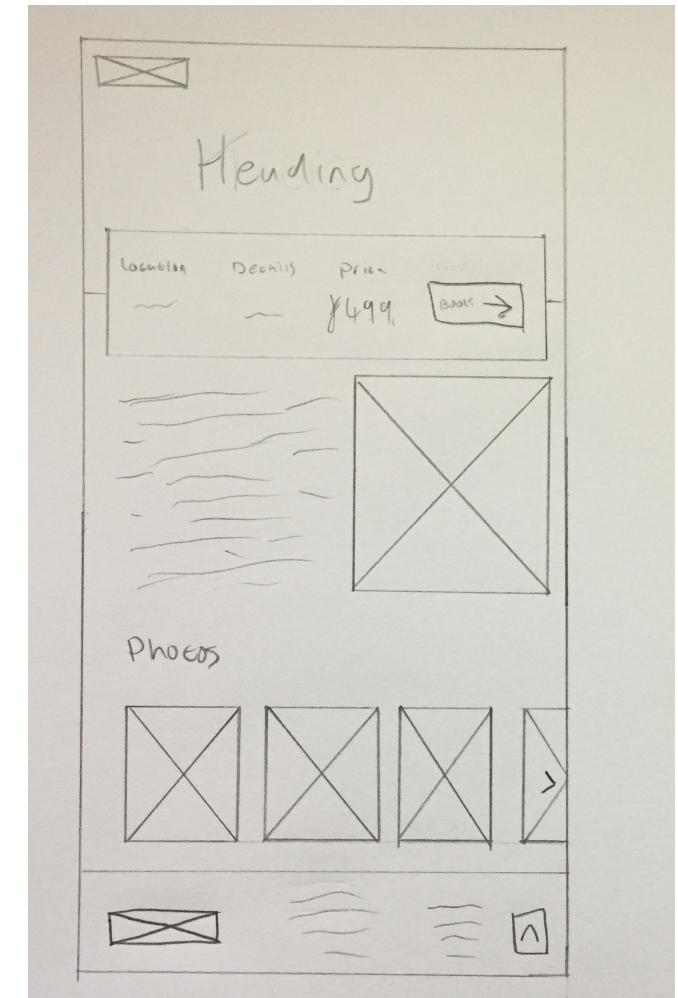
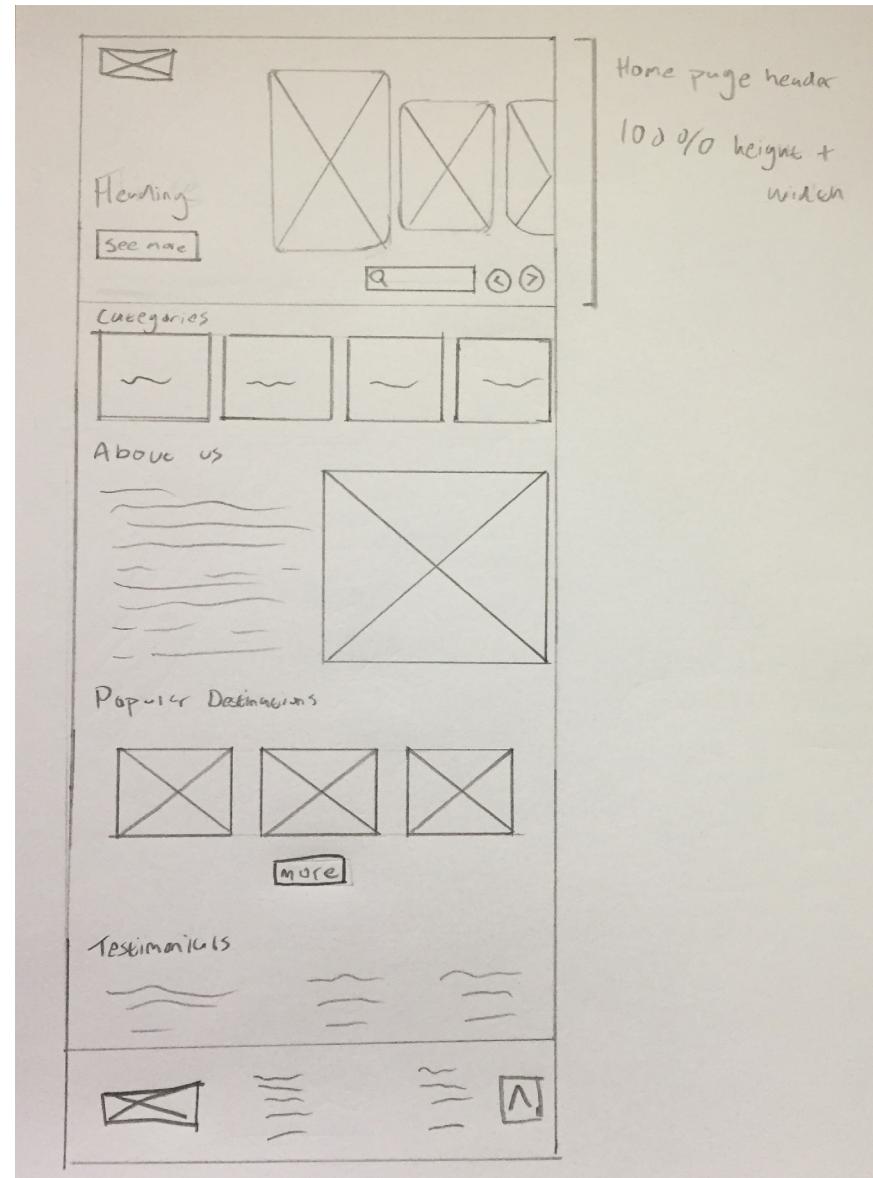
# TRYP

## Version 1

I created wireframes for the 2 main pages which I need to design: the home page and details page.

The home page is designed to welcome users to the website and to give them some initial content to allow them to start moving around the site.

The details page is for listing all the details about the destination which the user has selected.



TRYP

# Development



## Version 1

Initially, I focussed mostly on getting creating and laying out all the content for the home and details page.

The home page required a search facility, and some explanation as to why potential customers should chose to use Tryp. This is accomplished through a slider at the top of the page which shows the user different destination options, which can be sorted by continent. There's also a search box. The designs also include a section on what makes tryp unique to other travel services.

The details page required some details about the destination and the trip on offer, as well as a photo gallery.

The main issues with these designs are:

**Styling:** the overall look of the designs is very plain, lots of blank white spaces which makes the web pages look almost empty and lacking for content.

**Content:** the home page seems a little boring, as there's really not much to it. There's also some content there just for the sake of it. E.g. the popular destinations section seems too similar to the top slider.

The TRYP home page features a large banner at the top showing a 3D rendering of the Guggenheim Museum Bilbao. Below the banner, a search bar is positioned above a slider showing destination options: Bilbao, Paris, Copenhagen, and Berlin. A 'Explore' button is located below the slider. The main content area includes sections for 'Categories' (Nature, Cities, Extreme, Cultural) and 'One-click trips' (e.g., 3 days starting from £224). A 'Why choose us?' section highlights travel plans and value for money. A 'Popular destinations' section shows thumbnails for Miami, Tokyo, Sydney, Paris, Berlin, and Cape Town. A 'Traveller's blog' section features three articles: 'Hot Air Balloon Experience in Cappadocia', '7 Ways to See Wildlife in South Africa', and 'Top 10 Travel Tips'. The footer contains links for About Tryp, Destination, Explore, and Subscribe, along with social media icons and a copyright notice.

The TRYP details page for Bilbao shows a large banner with the city name and a photo of the Guggenheim Museum. A search bar allows users to change location, duration, type, and price. The main content area includes a 'Experience Bilbao' section with information about the town's architecture and dining, and a 'Gallery' section with four images. The footer contains links for About Tryp, Destination, Explore, and Subscribe, along with social media icons and a copyright notice.



## Version 2

I agreed with the issues for the version 1 designs and went back into Photoshop to experiment with some different styling and layout options.

I added some shapes and colours to the background which help to make the web pages look more vibrant and lively.

I removed some of the content from the version 1 designs, which I think conflicted with other aspects of the designs. I also added some new content.



## Stylistic changes

I added these blue tinted rectangular shapes to the background of each of the web pages, which I think help to make the designs pop. They are subtle in a way which helps to reinforce Tryp's brand identity, but not affect the integrity of the content on their site.

They are placed at an angle to the web page and are cut off at one side by the screen. This is similar to the "R" in the logo, which represents stickers on a suitcase.

### Categories

Nature  
29 available
 Cities  
42 available
 Extreme  
18 available
 Cultural  
19 available

**Why choose us?**

We craft our holidays to suit you, so that you get great travel experiences enrich your lives, open your minds and create wonderful, lasting memories.

[See More](#)

### Popular destinations

Tryp offers holidays to over a hundred destinations around the world - here's just some of the most popular among our customers.

Miami
 Tokyo
 Sydney  
5 days starting from €589
 Paris
 Berlin
 Cape Town

[View All](#)

### Traveller's blog

Read the stories and experiences of our travellers, get inspired and pick-up some useful tips for your next adventure.

[More Articles](#)

Hot Air Balloon Experience in Cappadocia
 7 Ways to See Wildlife in South Africa
 Top 10 Travel Tips

### Categories

Nature  
29 available
 Cities  
42 available
 Extreme  
18 available
 Cultural  
19 available

**One-click trips**

Confidence book an entire trip at the click of a button - saving time & money.

**Travel plans**

Our holidays come with the perfect itinerary at no extra cost.

**Value for money**

With a number of excellent services included, we ensure a reasonable price.

[See More](#)

### Time for an adventure

Epic adventures begin when we step outside our normal lives and do something amazing. Where will you find yours?

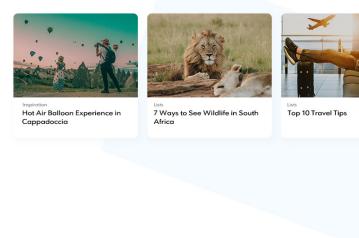
[Explore](#)

**Version 1**



Logo "R"

**Version 2**





## Content

As mentioned, some of the content contradicted each other and wasn't placed with much thought as to why it should be there and how users will make use of it.

For example, the home page has a slider at the top which suggests to the user some of the more popular destinations on offer. These suggested options can be sorted by continent.

However, there is also a popular destinations section towards the bottom of the home page. This isn't really useful to the users since this facility is already provided as soon as the user opens the page.

The screenshot shows the TRYP website's homepage from Version 1. At the top, there is a large slider featuring four destination cards: Bilbao (3 days starting from £124), Paris (3 days starting from £124), Copenhagen, and Berlin. Below this, there is a section titled "Categories" with four sub-sections: Nature (29 available), Cities (42 available), Extreme (18 available), and Cultural (19 available). Further down, there are sections for "Why choose us?", "Popular destinations", and "Traveller's blog". The layout is cluttered and lacks a clear visual hierarchy.

Version 1

The screenshot shows the TRYP website's homepage from Version 2. The layout is significantly simplified. It features a prominent slider at the top with three destination cards: Bilbao, Paris, and Berlin. Below the slider is a "Categories" section with four sub-sections: Nature (29 available), Cities (42 available), Extreme (18 available), and Cultural (19 available). To the right, there is a "Why choose us?" section, a "Time for an adventure" section with a large image of snow-capped mountains, and a "Traveller's blog" section. At the bottom, there is a "A global community" section with a world map showing user locations and a "Subscribe" form. The overall design is clean and focused.

Version 2



After removing the popular destinations section from the home page, it seemed a bit void of content. I thought that an advertisement for some of Tryp's newest or most unique offerings would be something that could be placed on the home page.

For most users, if they are browsing the home page it's probably because they aren't familiar with what Tryp is offering, so an ad would be something they are interested in seeing.

## Time for an adventure

Epic adventures begin when we step outside our normal lives and do something amazing. Where will you find yours?

[Explore](#)



Version 2



Likewise, user browsing the home page might also be interested in finding out how they can learn more about tryp, it's customers, and how they can start booking trips.

Therefore, I included this section which helps communicate to users how Tryp is a global community of travellers and that they should sign up and become a member.

## A global community

Join one of the fastest growing travel communities and start sharing your passions with 1000s of like-minded travellers.

Explore



Version 2



I didn't want to just delete the popular destinations section from the both designs since I thought it could still be useful.

I decided to place at the bottom of the details page. Once a user has finished reading the details on the destination which they have selected, they can more quickly and easily choose a different destination to browse.

The screenshot shows the TRYP website's destination details page for Bilbao, Spain. At the top, there's a search bar with 'Anywhere...' placeholder text and a magnifying glass icon. To the right of the search bar are links for 'Trip Planner', 'Destinations', 'About', 'Blog', and 'Sign In'. Below the header is a large image of the Guggenheim Museum Bilbao. Overlaid on the image are the word 'Bilbao' in white and several filters: 'Location: Spain', 'Duration: 3 days', 'Type: Flight + Hotel', and 'Starting from £399'. A prominent blue button labeled 'Book' is located at the bottom right of this section.

This screenshot shows the Bilbao destination page with additional content. On the left, there's a sidebar with 'Language: Spanish', 'Local time: 17:39', and 'Temperature: 24°C'. The main content area includes a section titled 'Experience Bilbao' with a detailed description of the city's location and attractions, followed by a 'Gallery' section featuring four images of Bilbao's architecture and landscapes. The 'Experience Bilbao' section also includes a note about the city's food scene.

This screenshot shows the 'Popular destinations' section of the website. It features a grid of seven destination cards: Miami, Tokyo, Sydney, Paris, Berlin, and Cape Town. Each card includes a small thumbnail image, the destination name, and a price starting from £389. Below the cards is a 'View All' button. Above the cards, there's a heading 'Popular destinations' and a subtext stating 'TRYP offers holidays to over a hundred destinations around the world - here's just some of the most popular among our customers.'

The footer of the website contains several links: 'About TRYP' (with sub-links for 'About Us', 'Press', and 'Careers'), 'Destination' (with sub-links for 'Plan a tour', 'Reserve Flights', 'Reserve Hotels', 'Recommendations', and 'Book a Ticket'), 'Explore' (with sub-links for 'Write a review', 'Sign up', 'Get in touch', and 'iPhone App'), 'Subscribe' (with a 'Enter your email' input field and a 'Send' button), and a copyright notice '© 2019 Sam Brocklehurst'.



### Version 3

I was happy with the progress I was making on the designs, but I thought there could be some changes to improve the overall usability for the site.

The TRYP website design for Version 3 consists of several distinct pages:

- Bilbao Destination Page:** Shows a large image of the Guggenheim Museum, flight and hotel offers, and a "Flight + Hotel" button.
- Travel Guide Page (Bilbao):** Includes a weather card (Spanish, 17:39, 24°C) and a "Gallery" section with images of the city.
- Travel Guide Page (Adventure):** Features a large image of a snowy mountain range, sections for "One-click trips", "Travel plans", and "Value for money", and a "Time for an adventure" call-to-action.
- Blog Section:** Titled "Traveller's blog", it includes articles like "Hot Air Balloon Experience in Cappadocia", "7 Ways to See Wildlife in South Africa", and "Top 10 Travel Tips".
- Community Map:** A world map showing user locations and a "A global community" call-to-action.
- Footer:** Contains links to "About", "Privacy Policy", "Terms & Conditions", "Help", "Feedback", "Newsletter", and social media icons.



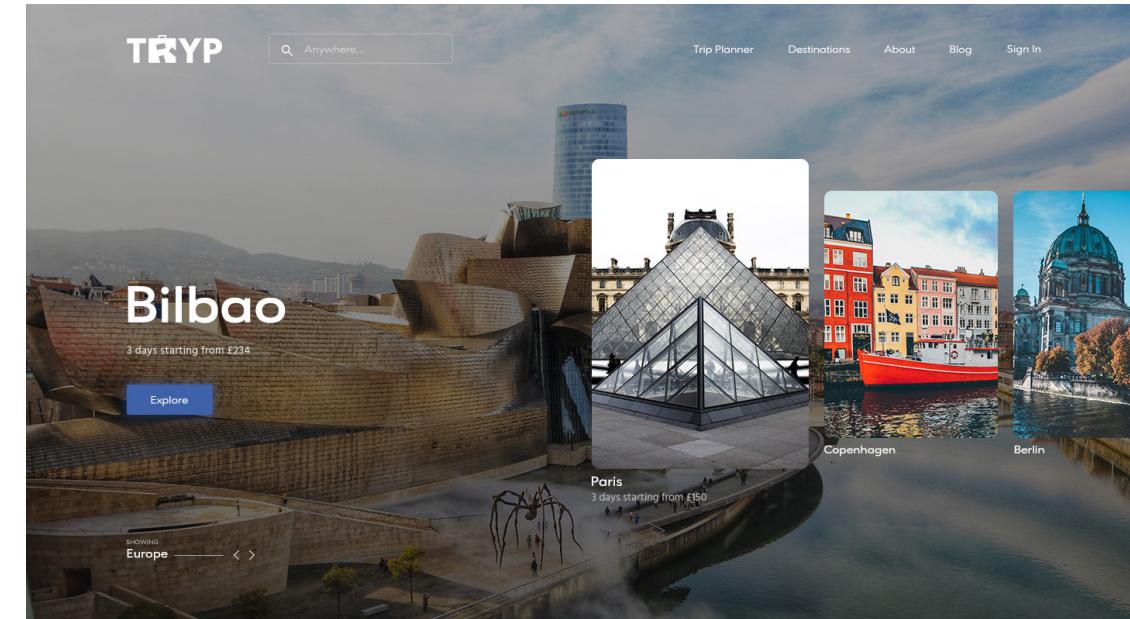
### Stylistic changes

The version 2 slider had images which took up most of the background image. Since this image is of the current destination, it obstructs a lot of something which could be useful for the user to see.

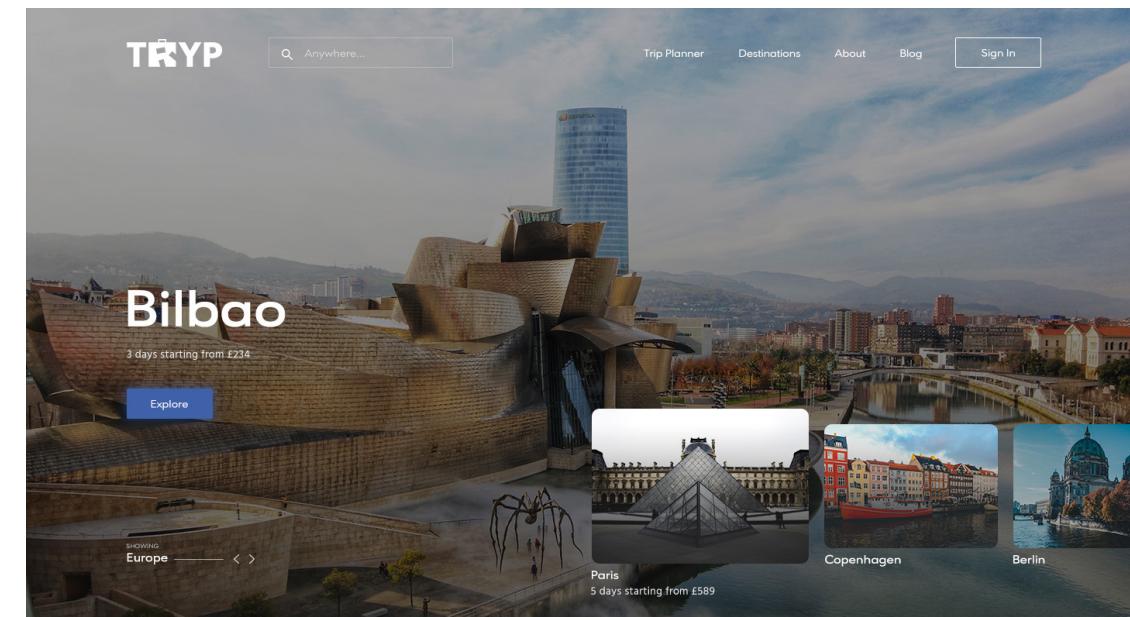
Although I thought having them a bit larger made it more obvious that they were part of a slider which the user could interact with, it does obstruct a bit too much of the background image.

Therefore, I've made the version 3 slider images much smaller while still retaining the 1st image being slightly larger than the others, which helps to suggest that they are interactive.

Another style change is that I added a border around the sign in button on the header.



Version 2

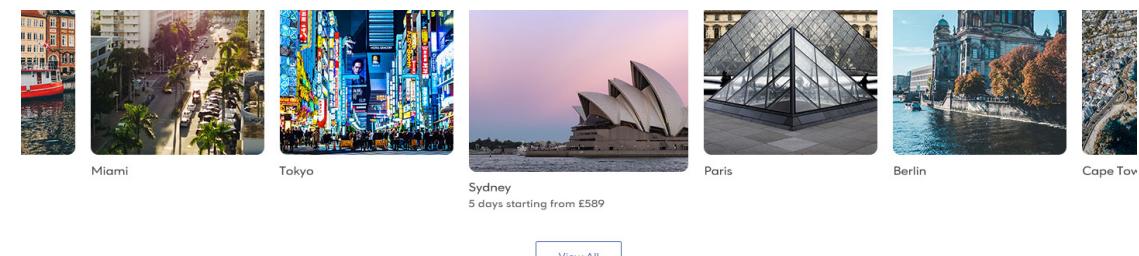


Version 3

# TRYP

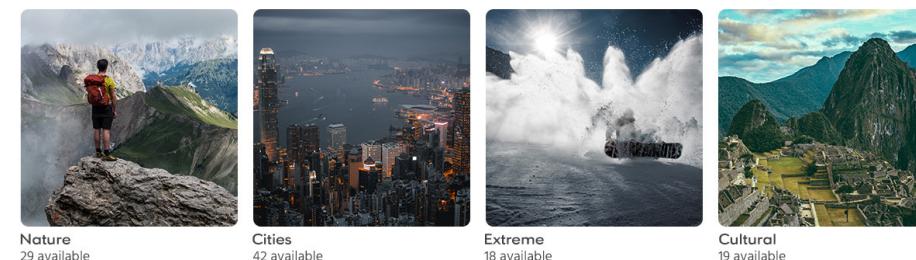
I moved restyled the category buttons, to make them look more like buttons, and not destinations. This is because in version 2 with the text bellow the image they looked too similar to the destinations.

This change should help the user's ability to distinguish between them much faster.



## Categories

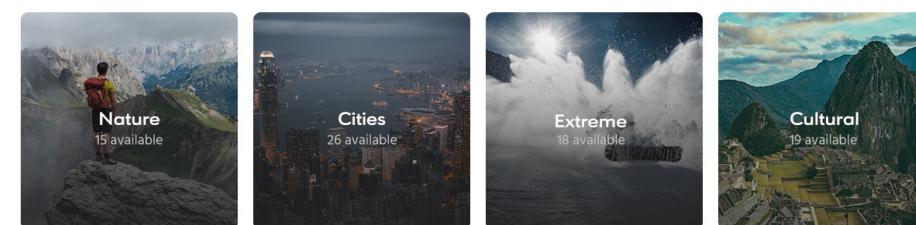
[View All](#)



Version 2

## Categories

[View All](#)



Version 3

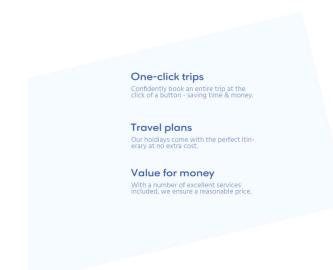


## Icons

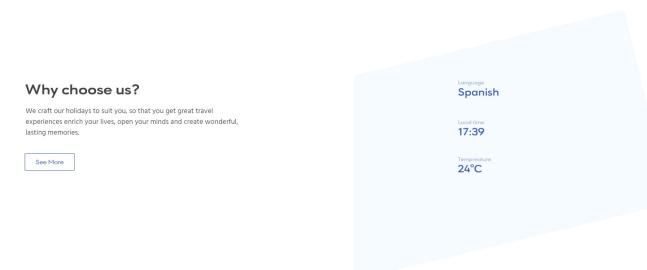
Icons are great attention grabbers, which allow users to quickly find and scan content.

For each of the points about why users should choose Tryp, I included a related icon. This helps these 3 points stand out much more on the page, and puts the content into a nutshell. They also help draw attention towards them, which is particularly important since these are Tryp's main selling points.

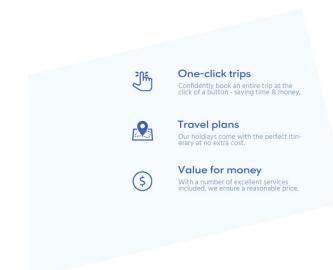
I also included some icons for the different details about the destination which, again, have the same effect helping to draw attention towards them.



Version 2



Version 2



Version 3



Version 3

**Experience Bilbao**  
Located in a corner of Northeast Spain, Bilbao is surrounded by rolling green hills with breathtaking coastal views, just minutes from the town centre. Parks and plazas dot the city centre, including the Parque de Doña Castilla de Fluriz with its tree-lined paths and ornamental pond.  
  
The dining in Bilbao is world-class. Here you'll find Michelin-starred restaurants, pintxo bars and family-run restaurants all offering a different take on Basque cuisine.

**Experience Bilbao**  
Located in a corner of Northeast Spain, Bilbao is surrounded by rolling green hills with breathtaking coastal views, just minutes from the town centre. Parks and plazas dot the city centre, including the Parque de Doña Castilla de Fluriz with its tree-lined paths and ornamental pond.  
  
The dining in Bilbao is world-class. Here you'll find Michelin-starred restaurants, pintxo bars and family-run restaurants all offering a different take on Basque cuisine.

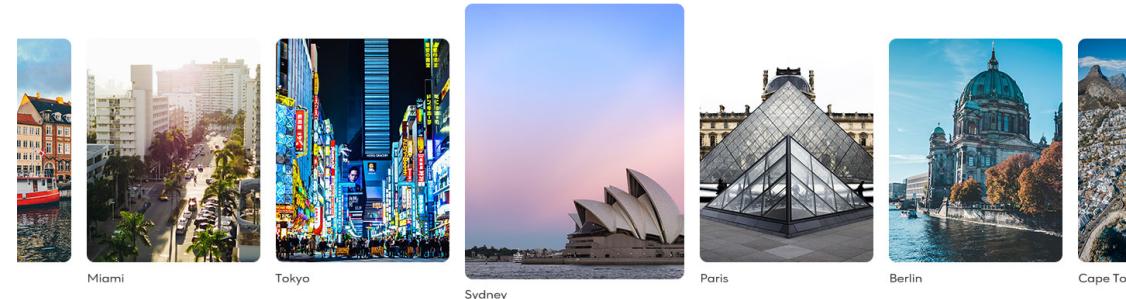


## Images

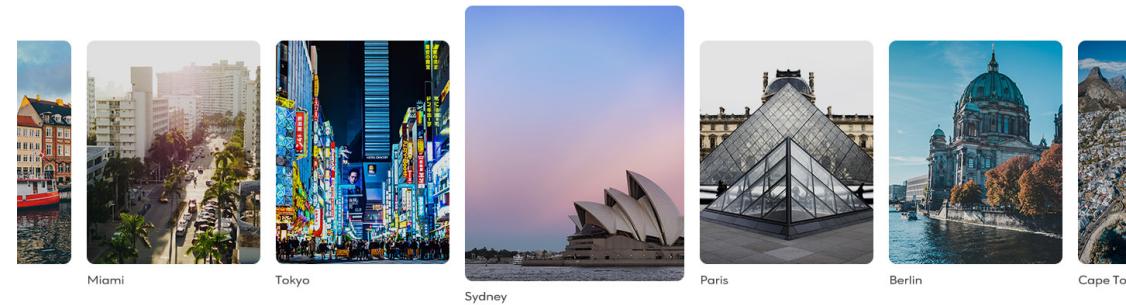
In order to create more of a contrast between the images and the white background, I adjusted the images' colour and tone with the curves tool in Photoshop.

For example, the Paris image in the destinations slider is too similar to the background. This causes it to lose its shape and similarity with the other destinations, making it look it's not related.

I also adjusted the images in the home page slider as well. This is because the main background image has to be dark enough to allow the white text to show. This caused the images in the slider to look much brighter.


[View All](#)

## Version 2



Sydney  
5 days starting from £589

[View All](#)

## Version 3



Version 3

## Version 2

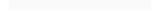
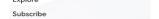
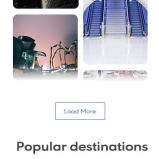
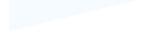
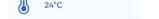
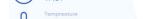
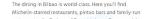
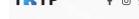
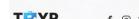
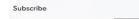
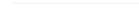
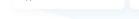
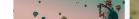
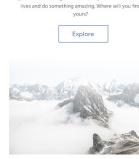
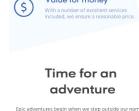
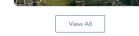
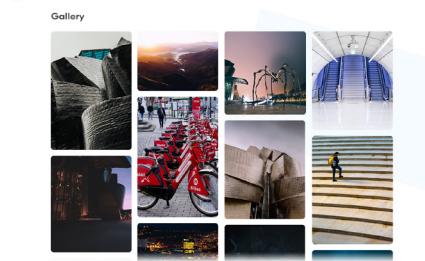
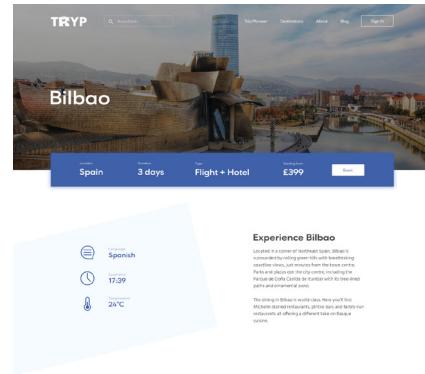
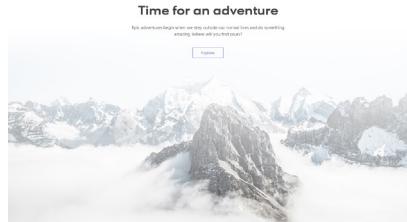
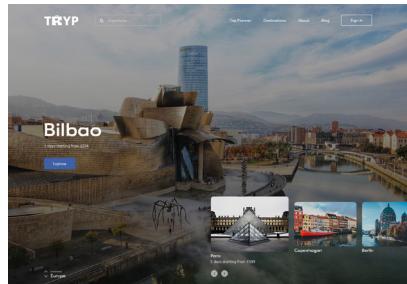


## Version 4 - Final

With the improvements to usability in the version 3 designs, the designs overall were pretty much finished.

I started to make my animation, and noticed that a few things were wrong with my original designs, which I have amended for the version 4 designs.

I created the mobile designs last, since I didn't want to have to keep updating them as I made changes to the other designs.





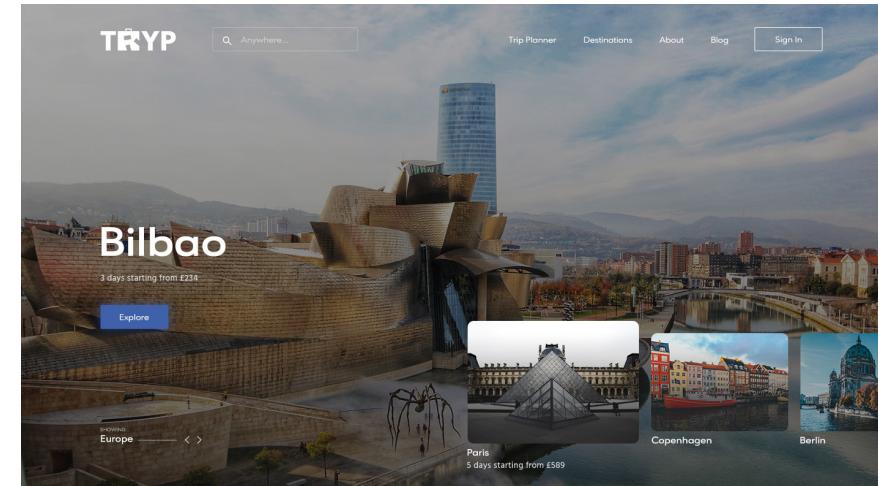
### Top slider changes

I wanted to animate the top slider for the website, so that I could properly demonstrate what its purpose is and how it is implemented.

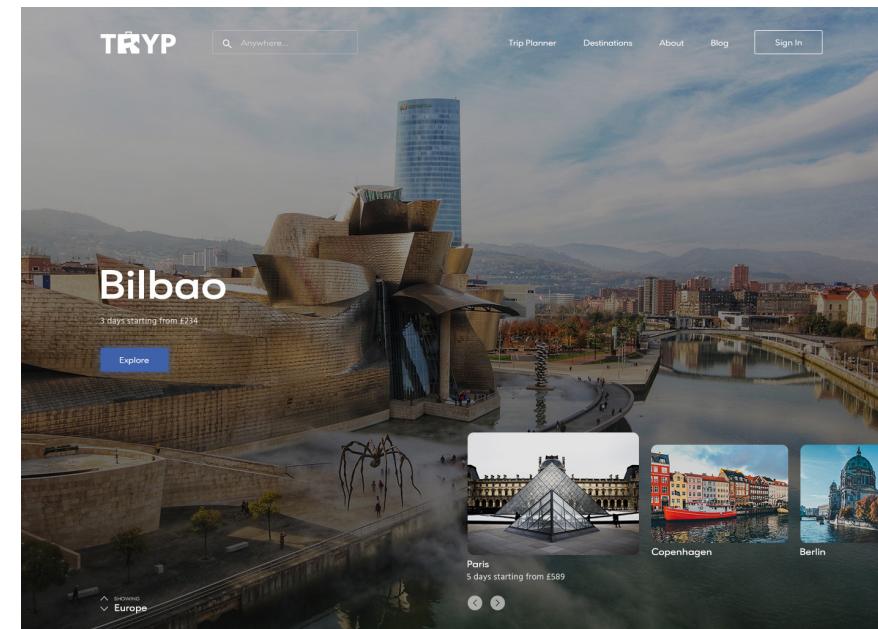
I had to start with a resolution of 1440x1024, which is standard for a lot of full screen desktop monitors.

My intention for the top destination slider was to have it take up the entire screen when the user loads up the web page.

Therefore, I had to increase the height from 800px to 1024px.



Version 3



Version 4

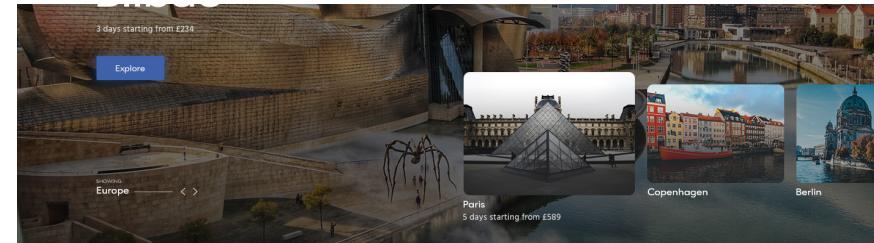
# TRYP

While attempting to make the animation, I also noticed that there wasn't any options for the user to interact with the slider.

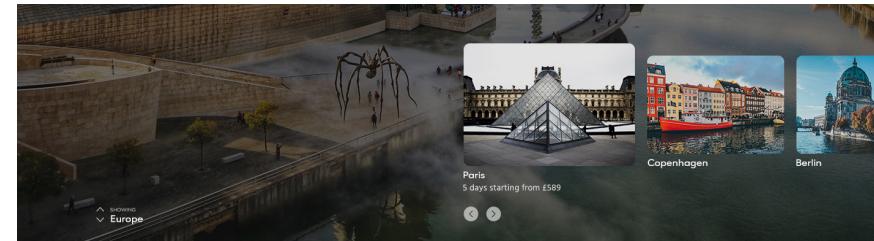
My original intention was to just have them click the main destination (Paris) or swipe to the other destinations (Copenhagen, Berlin). This action is something which is more common for mobile devices, and users of desktop won't be familiar with this on most of the web pages that they browse.

Therefore, I thought that it was important to include some arrows which the user could more easily interact with the slider.

After I added the new arrows, I now had 2 sets of arrows both manipulating the web page in some way. I didn't want to users to get confused between the 2, so I made the new arrows look visually distinct from the continent search arrows. I also changed these arrows go up / down rather than left / right.



Version 3



Version 4



## Gallery



### Gallery

The original gallery was a slider where users would click on either one of the images currently on the screen, or interact with the slider to reveal more images.

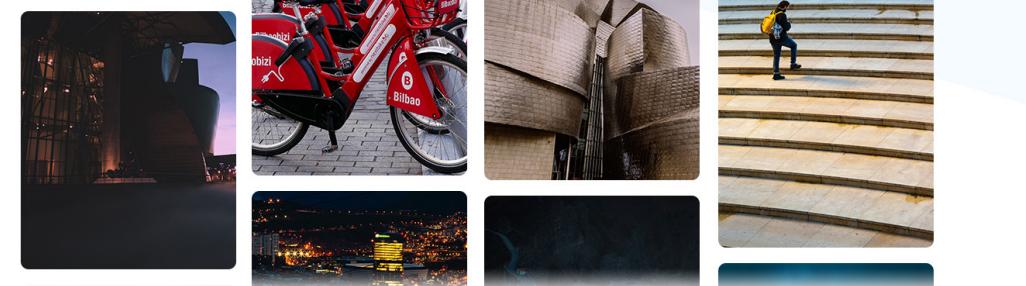
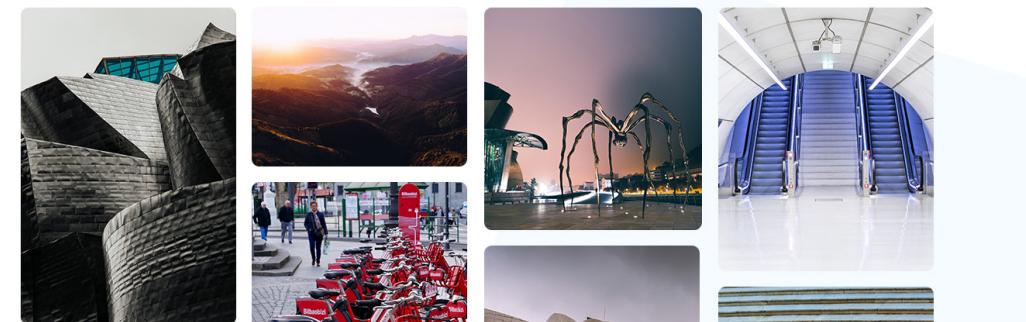
After more thought, this didn't really promote usability since there would usually only be 4 images at any time on the screen, forcing users to have use the slider to find more of the images.

In the version 4 designs, I altered the layout of the slider to present much more images to the users, with an option to reveal more. This makes much more sense, since the images of the destination could be an important factor for some users on where they are interested in booking a trip or not. Hiding most of these images wouldn't be very useful to the image.

I've also included a gradient at the bottom of the gallery, which allows the website to suggest that there are more images to browse if they click the load more button.

## Version 3

## Gallery



[Load More](#)

## Version 4

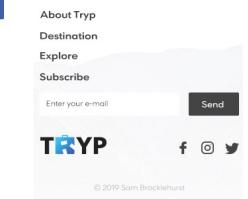
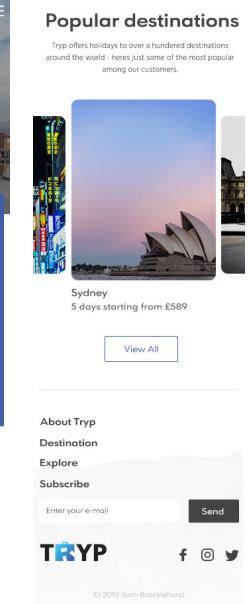
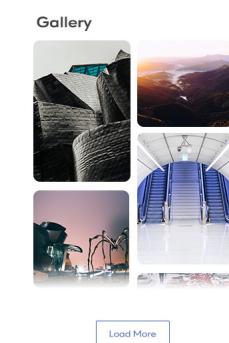
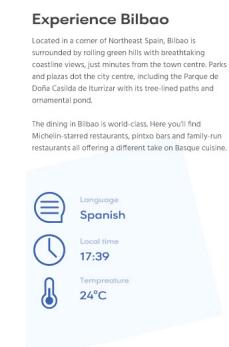
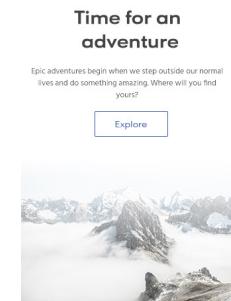
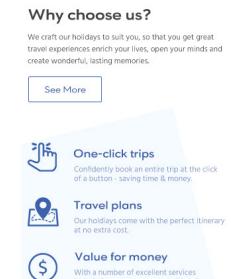
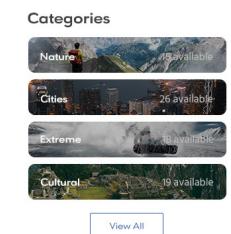
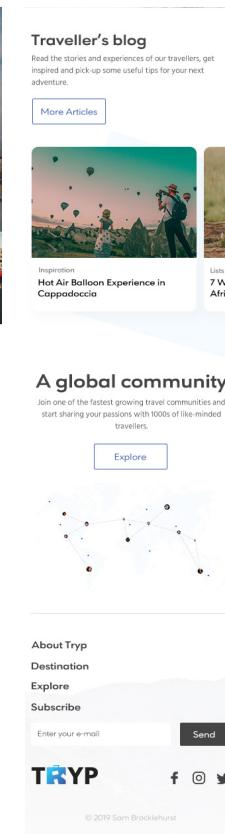
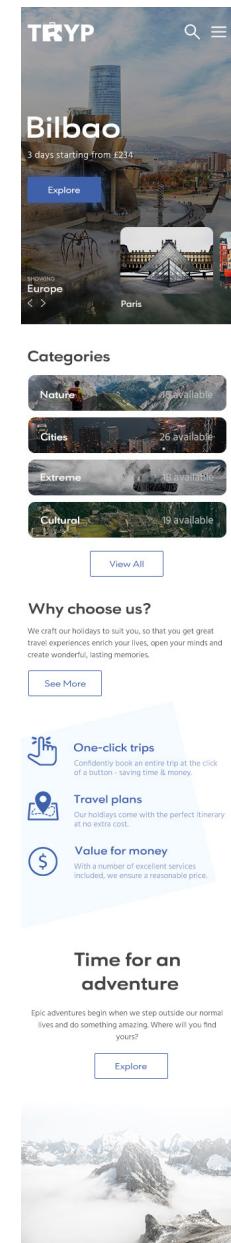


## Mobile

I created the desktop designs to be responsive so that when I created the mobile designs, the web pages would still have the same look and feel.

I did this by incorporating a grid system whereby content is placed in different columns. When the grid gets smaller the content changes size / moves based on the columns.

I didn't include the arrows to manipulate the destination slider, since smartphone users will be more familiar with a swipe action rather than clicking on arrows.



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[Load More](#)

TRYP

# Finished Designs



## Home page

This will be the first page which potential customers will see as they open the website, so it needs to make a good impression.

It is designed to give users an interesting and engaging look into what Tryp is offering in terms of their holidays and what the benefits are of booking through Tryp.

At the top of the home page is a facility for users to see some of the most popular destinations available. These can be sorted by continent.

The TRYP website home page features a large banner image of the Guggenheim Museum Bilbao. Below the banner, a section titled "Bilbao" shows a "3 days starting from £234" trip with a "Explore" button. To the right of the banner are three smaller destination cards: "Paris" (5 days starting from £169), "Copenhagen", and "Berlin". Below these cards is a "Categories" section with four items: "Nature" (15 available), "Cities" (26 available), "Extreme" (10 available), and "Cultural" (39 available). A "View All" button is located next to the Cultural category. On the left side of the main content area, there are three promotional boxes: "One-click trips" (Confidently book an entire trip at the click of a button - saving time & money), "Travel plans" (Our holidays come with the perfect itinerary at no extra cost), and "Value for money" (With a number of excellent services included, we ensure a reasonable price). At the bottom of the page is a large image of snow-capped mountains and a "Time for an adventure" section with a "Explore" button.

## Traveller's blog

Read the stories and experiences of our travellers, get inspired and pick-up some useful tips for your next adventure.

[More Articles](#)



## A global community

Join one of the fastest growing travel communities and start sharing your passions with 1000s of like-minded travellers.

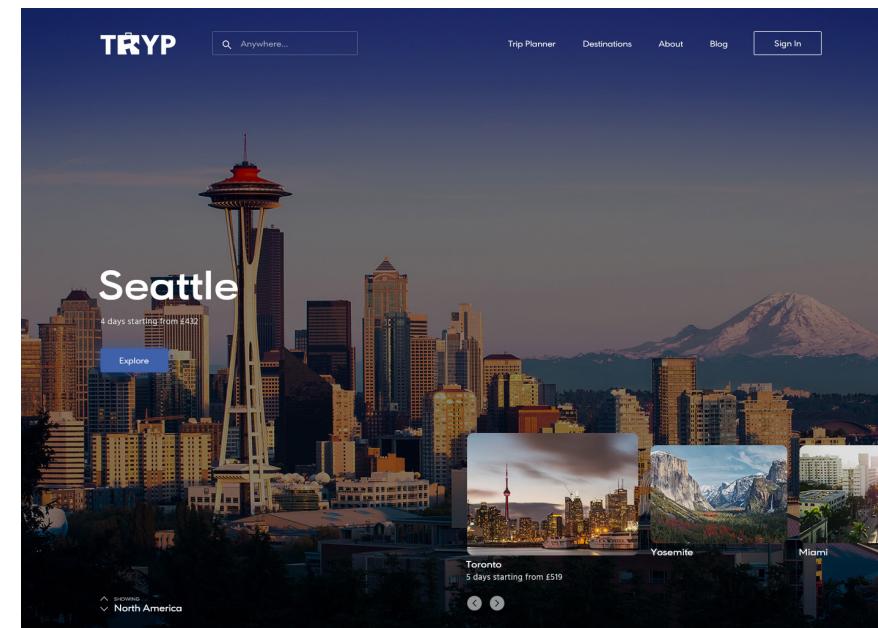
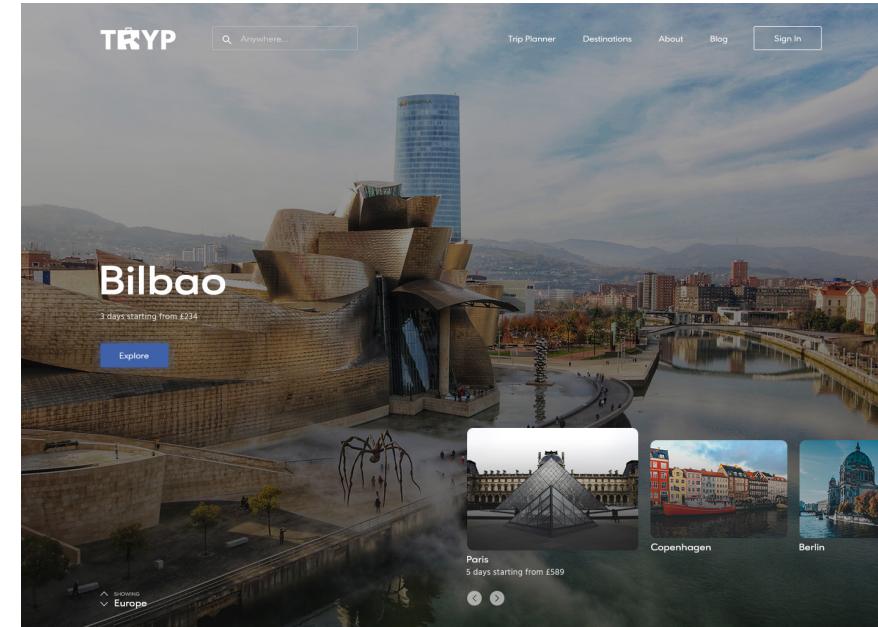
[Explore](#)

The footer of the TRYP website includes links for "About Tryp" (About Us, Press, Careers), "Destination" (Find a Hotel, Browse Destinations, Popular Places, Book a Vacation, Book a Train), "Explore" (Where to stay, Sign Up, Help centre, iPhone App), and "Subscribe" (Enter your e-mail, Send). The footer also contains a copyright notice: "© 2010 Sam Brocklehurst".



As mentioned, the top slider is contextual in that it depends on what continent is selected.

Here are 2 examples of how it would look if Europe or North America was selected.





## Details page

When a user selects a destination they will be brought to a relevant details page which gives them information about the trip, destination as well as some photos.

It's designed to give users a sense of what the destination is like, without bombarding them information which is mostly irrelevant.

After the user is finished finding out about the trip, they can look at other popular destinations using the slider at the bottom.

The screenshot shows the TRYP website's destination details page for Bilbao. At the top, there's a header with the TRYP logo, a search bar, and navigation links for 'Trip Planner', 'Destinations', 'About', 'Blog', and 'Sign In'. Below the header is a large banner image of the Guggenheim Museum Bilbao and the surrounding city skyline. Overlaid on the banner are the words 'Bilbao', 'Spain', '3 days', 'Flight + Hotel', and a price of '£399' with a 'Book' button.

On the left side of the main content area, there's a sidebar with icons for a speech bubble ('Spanish'), a clock ('Local time 17:39'), and a thermometer ('Temperature 24°C').

The main content area starts with a section titled 'Experience Bilbao' which includes a brief description of the city's location, landmarks, and dining options. Below this is a 'Gallery' section featuring a grid of 12 small images showing various scenes from Bilbao, such as the Guggenheim, a bridge, and a person walking down steps. A 'Load More' button is located below the gallery grid.

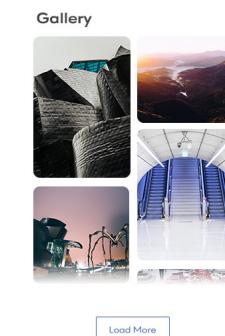
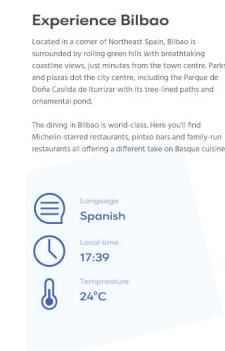
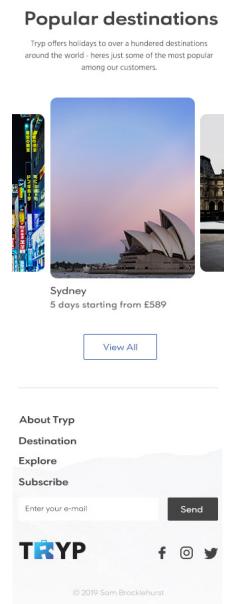
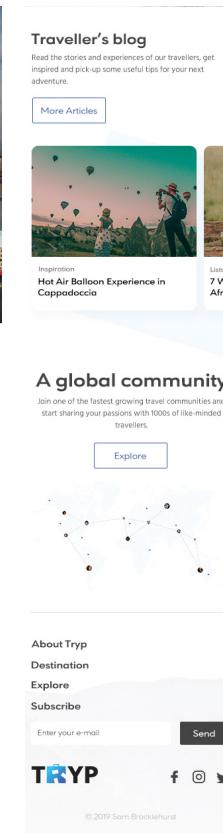
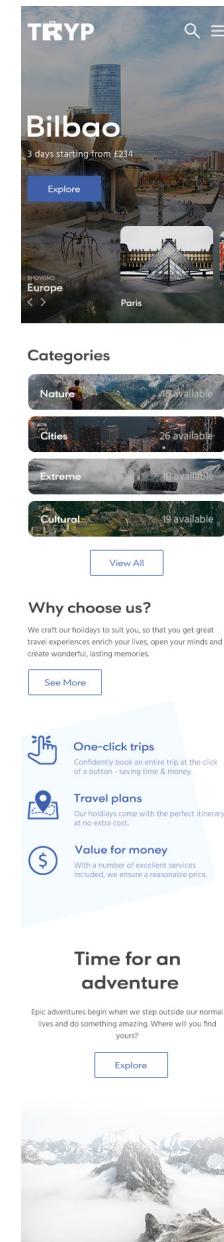
At the bottom of the page is a section titled 'Popular destinations' with a heading 'TRYP offers holidays to over a hundred destinations around the world - here's just some of the most popular among our customers.' It shows thumbnail images for Miami, Tokyo, Sydney, Paris, Berlin, and Cape Town, each with a 'View All' button below it. The footer contains links for 'About TRYP', 'Destinations', 'Explore', and 'Subscribe', along with social media icons for Facebook, Instagram, and Twitter.



## Responsive

The website is designed to be responsive so it can be viewed on different screen sizes.

This allows the mobile designs to still capture the same functionality as the desktop designs. They still have the same search facilities, sliders and, more importantly, the same styling, since you don't want users to think that they are on a different site when they are using the mobile version.





**TRYP**

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Popular destinations

Sydney

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References:  
 Destination images: <https://unsplash.com/>  
 Map: [https://commons.wikimedia.org/wiki/File:World\\_map\\_\(blue\\_dots\).svg](https://commons.wikimedia.org/wiki/File:World_map_(blue_dots).svg)  
 Faces: <https://diverseui.com/>  
 Social icons: <https://www.flaticon.com/>



## Animation

When developing style tile #2, the style tile I based my designs on, I thought that it could employ some animation to transition between the different destinations.

When a user interacted with the slider, the selected destination would become the new background, replacing the previous destination.

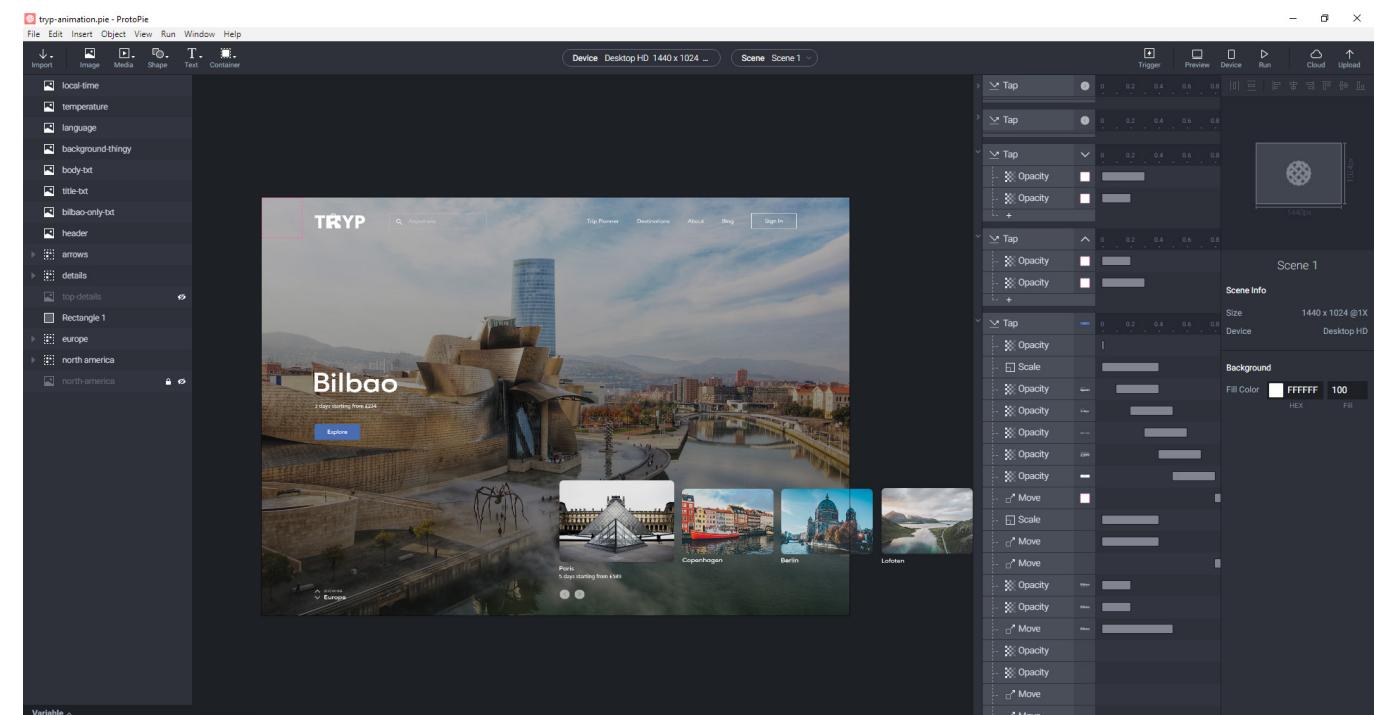
This doesn't really come across in the static designs, so I thought it would be useful to produce an animation demonstrating this, as well as other effects - the transition between continents and the transition after a user has clicked the explore button.

I could have used something like After Effects to achieve this, but I wanted the user to be able to interact with themselves when demonstrating the animation.

I used a piece of software called ProtoPie which displays the animation in a web browser, allowing the user to interact with it.

The link to the interactive animation can be found here:

<https://share.prototypie.io/6y28LhBM3TK>





**ProtoPie** (animation): <https://share.protopie.io/6y28LhBM3TK>

**Trailer:** <https://www.youtube.com/watch?v=2ye65pSnvGE>



# Brand Implementation



### Exclusion zone

In order to ensure the legibility of the logo when it is implemented, it is important to have an exclusion zone around the logo. This allows the logo to stand out by isolating it from any visual elements which might conflict with it.

The minimum space around the logo should be at least half of the height of the logo, excluding the handle.





#### Colour options

The logo with the gradient briefcase is the primary logo colour and should be used only on a white background. This helps to maintain the integrity of Tryp's brand colours.

In situations where the logo should be placed over a colour background or a piece of photography, the white logo should be used.





### Logo misuse

It's important that the logo remains consistent wherever it is displayed.



Do not change the logo colour an unspecified colour.



Do not use the gradient for every letter in the logo.



Do not colour in the stickers.



Do not outline the logo.



Do not adjust the space between the letters.



Do not distort or warp the logo.



Do not remove the handle of the briefcase.



Do not change the typeface of the logo.



Do not rotate the logo.

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# Evaluation & Reflection



I believe that the finished logo design and website designs provide a very elegant and fit for purpose solution to the brief. The challenge with the logo was that it had to effectively convey the fact that Tryp is a travel company. The logo achieves this by incorporating a suitcase, ubiquitous with travel. The stickers over the suitcase help to form the "R" in the logo. The website had to be sleek and modern in appearance and had to allow for users to understand what Tryp does. The challenge here is that there's lots of competing companies within the travel market, who all have similar looking websites. I thought that I could make Tryp's website more unique by offering a different style of search facility - providing users with a list of popular destinations and an engaging way to explore them.

I had done branding designs and web designs in the past and had always followed a similar design process for each. The process involves research, creating wireframes, working on feedback throughout this stage and the development stage, and finally conducting an evaluation on the product and myself. This process allowed me to stay focussed on what I had to deliver for the project and how I was going to do it.

The feedback I received at the various stages of my design process was very important in creating the final designs. For example, a piece of feedback I received was to increase the font weight of the logo. This is something that I might not have noticed, yet once I did I completely agreed that it should be changed. Most of the feedback I received was positive. This gave me confidence as a designer and told me that my design process was working.

During this process, I haven't always conducted a competitor analysis. However, for the web designs I thought that it was particularly important to look at Tryp's competitor websites to get a sense of how they are structured, how they present their holidays and how users can search for them. Through this, I found that most of them have identical search facilities - users enter a search term, a location, a date and a number of guests. The website then presents the results. Since Tryp is offering a more unique booking experience, I wanted to make sure that the designs reflected this by offering a different style of searching for holidays.

When creating web designs, part of my design process is to create style tiles. Creating the style tiles was very beneficial since they helped me to decide how the website could look, and how the UI elements could be styled and incorporated. The advantage of these was that I could create very different looking style tiles, and get some feedback on them. This saved me a lot of time in figuring out what the final website should end up looking like.

Creating the animation was an enjoyable experience, since it allowed me to bring my website to life. The process of animating the website also helped me to highlight some potential usability issues, since the animation is directly manipulated by the users. For instance, I noticed that there weren't any buttons for the user to interact with the slider, which is important to include for desktop users. Based on this I amended my designs.

No problems occurred for me when using any of the software, since at this point I'm very familiar with them. I used Illustrator for the branding and Photoshop for the web designs. I did have to find out some ways to darken pictures for the website. I used the curves feature in Photoshop, something I'd never used before.

There are some things that I would improve. Due to time constraints, I wasn't able to create as many of the web pages as I wanted. For instance, I would have liked to design an example of a blog page, a trip planner page and a user profile page. I also would have liked to animate more aspects of the app. I'd also like to have done some user testing, as this is an important aspect of most design processes. Without it, there could be some problems with my designs which only user testing would bring to light.

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SB

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