



CASE STUDY 04

# Travel & Booking Experience

UI/UX Designer · Responsive Web Designer · Front-End Developer · Travel Booking UX

HTML · CSS · JavaScript · Wix Studio · Figma · Responsive Design



# Scope at a Glance

## Industry

Travel, Tourism & Booking Platforms

## Role

UI/UX Designer · Responsive Web Designer ·  
Front-End Developer

## Duration

Independent Design & Development Projects

## Tools

HTML, CSS, JavaScript, Wix Studio, Figma

## Platforms

Desktop & Mobile Web

## PROJECTS INCLUDED

1

### SwiftFly Travel Booking Platform

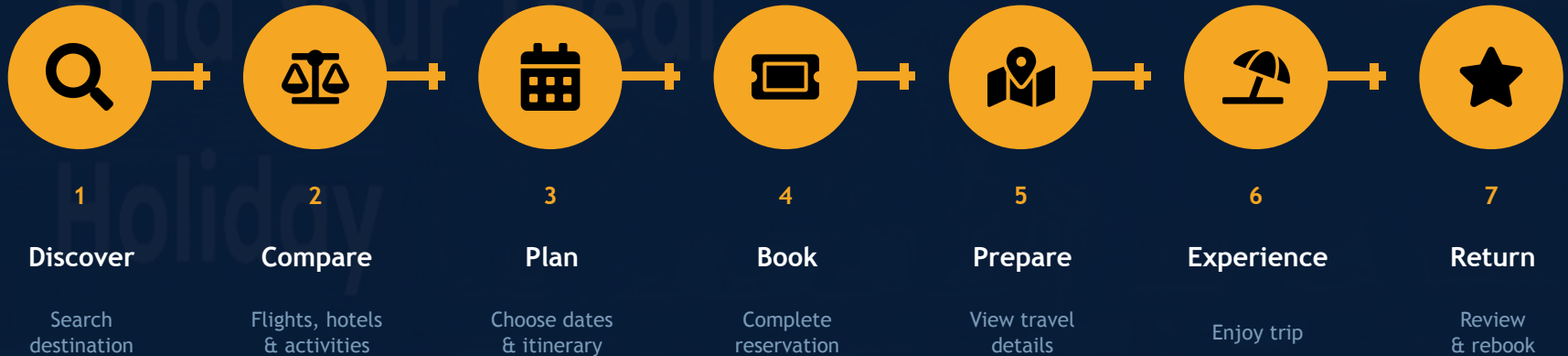
Wix Studio · Live Project

2

### Travellyfy Tour Booking Experience

HTML/CSS/JS · Tour Itinerary UX

# How Travelers Interact with Booking Platforms



## KEY DESIGN CHALLENGES ADDRESSED

- Search complexity & field overload
- Information overload on results
- Trip planning friction
- Poor mobile booking experience

# Problems This Case Study Solves



## Search Complexity

### CHALLENGE

Travelers must enter multiple details — origin, destination, dates, passengers, activities — too many fields overwhelm users.

### SOLUTION

Large search module with logical grouping, clear visual hierarchy, and a unified one-bar booking experience.



## Information Overload

### CHALLENGE

Travel sites often display excessive information, causing decision fatigue before users reach the booking stage.

### SOLUTION

Progressive content structure: Search first → Deals second → Destinations third → Details later.



## Trip Planning Friction

### CHALLENGE

Users struggle to visualize multi-day experiences, leading to confusion about what they will actually experience.

### SOLUTION

Timeline-based itinerary design with Day 1/Day 2 progression improves understanding of the journey.



## Mobile Booking UX

### CHALLENGE

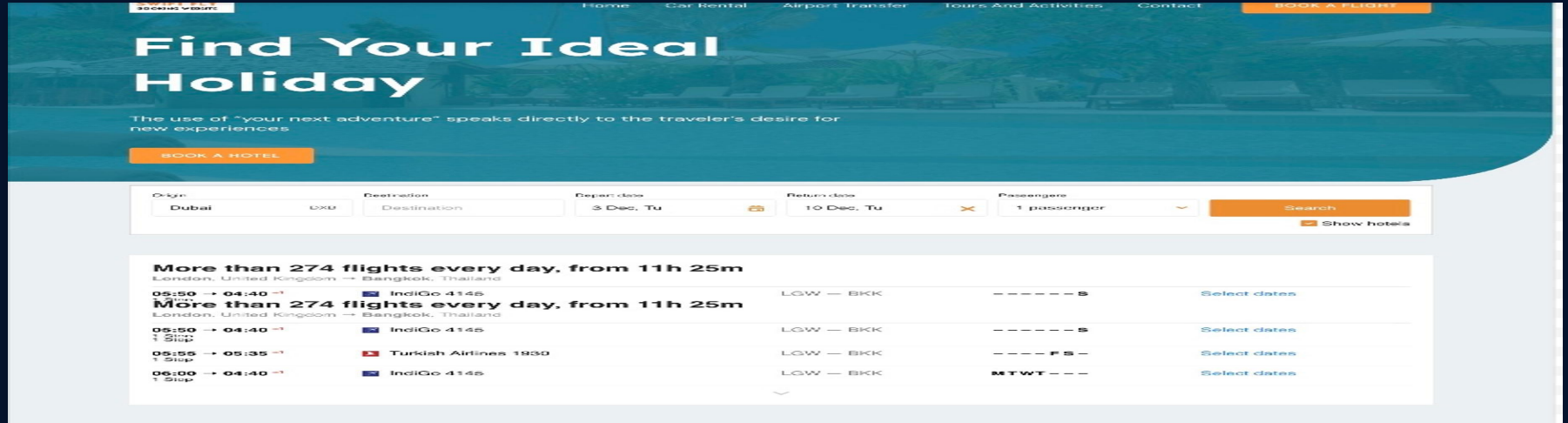
Most travelers search and book from mobile devices, but many booking platforms are not optimised for touch.

### SOLUTION

Responsive layouts with touch-friendly controls, large CTAs, and streamlined forms for mobile-first users.

# SwiftFly Travel Booking Platform

🔗 [Live: arunankarunawathar.wixstudio.com/site-1](https://arunankarunawathar.wixstudio.com/site-1)



Hero · Flight Search Widget · Special Deals · Dynamic Pricing Grid · Interactive World Map · Popular Places

## MY ROLE

UI Design

Information  
Architecture

Responsive Design

Travel Search UX

Front-End  
Development

## DESIGN DECISIONS

### D1 Destination Hero

Large travel imagery creates emotional engagement before users start searching.

### D2 Search-First Layout

Flight search placed above the fold — supports primary user goal immediately.

### D3 Dynamic Pricing Grid

Monthly pricing comparison simplifies destination planning at a glance.

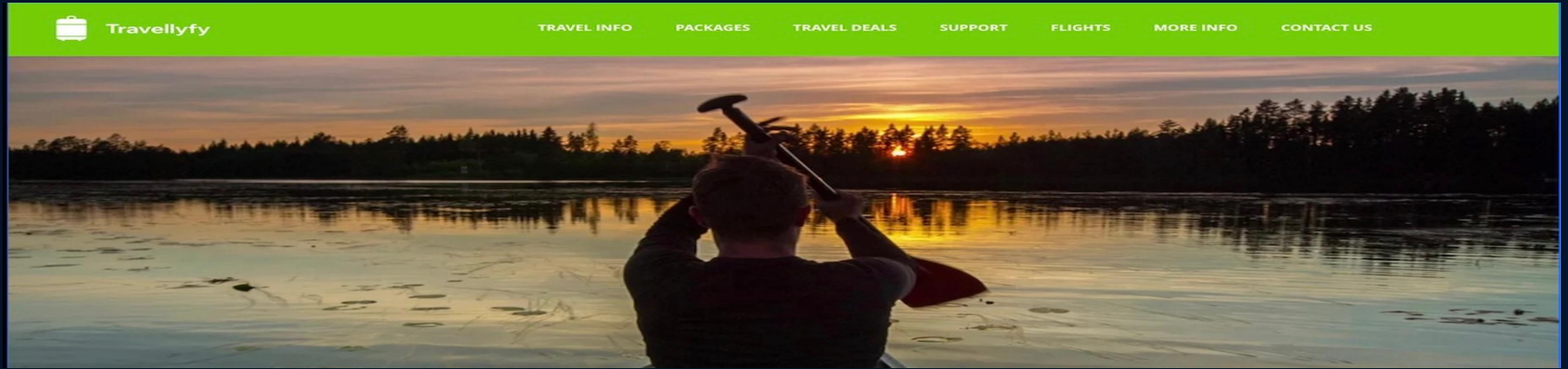
### D4 Interactive World Map

Geographic visualisation encourages spontaneous destination discovery.



# Travellyfy Tour Booking Experience

📁 Portfolio Project · HTML / CSS / JavaScript · Tour Itinerary UX



Hero with sunset kayaking imagery · Unified Search Bar (Destination · Activity · Date · Guests · Book Now)

## MY ROLE

UI Design

Travel Experience Design

Responsive Design

Information Architecture

Front-End Development

## DESIGN DECISIONS

### D1 Immersive Hero

Full-screen photography of sunset kayaking creates emotional connection with travel.

### D2 Unified Search Bar

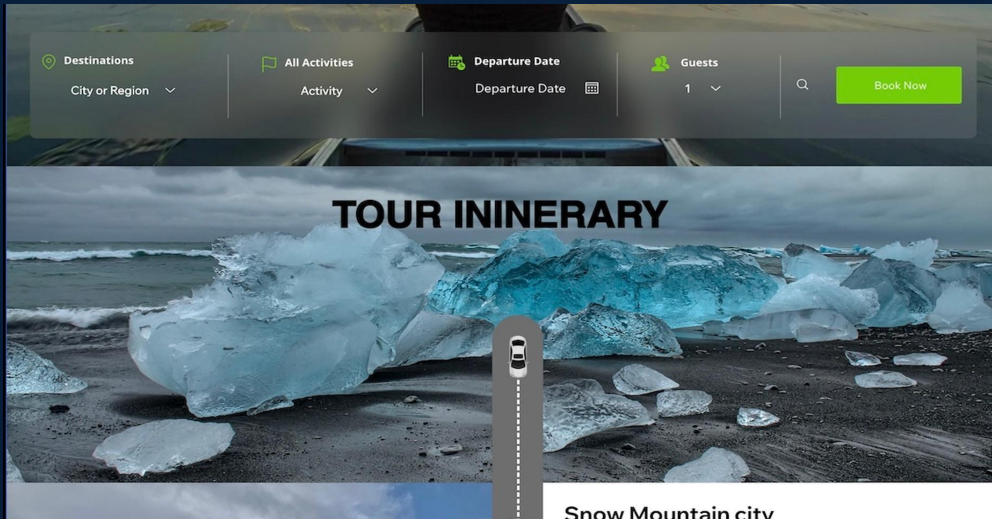
Destination, activity, dates and guests combined — one streamlined booking bar.

### D3 Timeline Itinerary

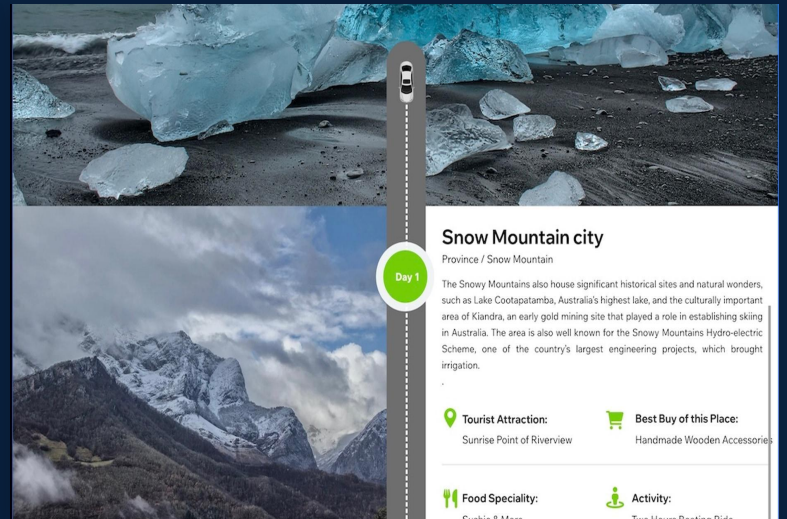
Day 1, Day 2 progression helps users understand the full travel flow at a glance.

### D4 Experience-Centric

Focus on attractions, food, activities and highlights — not just generic booking forms.



Tour Itinerary · Day 1 & Day 2 Timeline · Destination Photography



Day Detail Panel · Attractions · Food · Activities · Tour Delight

## KEY UX IMPROVEMENT

### BEFORE

Tour booking sites show flat lists – users cannot visualise what a multi-day trip actually feels like.

### AFTER

Timeline itinerary with Day markers, large photography, and experience highlights make the journey vivid and bookable.

## KEY FEATURES

Hero Search Interface

Activity Selection

Guest Selection

Day-by-Day Timeline

Destination Info

Activity Highlights

# Design Thinking in Practice

01

## Discovery First

- Help users find destinations fast
- Clear search hierarchy
- Destination card grids
- Intuitive filtering

02

## Visual Storytelling

- Immersive hero photography
- Emotional travel imagery
- Destination highlights
- Experience-led design

03

## Booking Simplicity

- Unified search bar
- Single-CTA booking flow
- Progressive disclosure
- Minimal form friction

04

## Mobile Accessibility

- Large touch targets
- Responsive layouts
- Mobile-first search
- Touch-friendly controls

### EXPECTED UX IMPACT

✓ Faster destination discovery

✓ Reduced search friction

✓ Better trip planning

✓ Higher mobile engagement

✓ Increased bookings

# Competencies Across This Case Study

## UX Skills

- Travel Booking UX
- Search Experience Design
- Information Architecture
- Responsive Design
- User Journey Mapping
- Interaction Design

## UI Skills

- Landing Page Design
- Booking Flow Design
- Visual Hierarchy
- Card Components
- Destination Discovery
- Timeline Interfaces

## Technical

- HTML5 / CSS3
- JavaScript
- Wix Studio
- Figma
- Responsive Development
- Front-End Implementation

# What This Portfolio Proves to Recruiters



## Faster Destination Discovery

Travelers locate relevant options more quickly through structured search and destination grids.



## Reduced Search Friction

Simplified booking workflows and unified search bars improve overall usability.



## Better Trip Planning

Timeline layouts help users visualise multi-day itineraries before booking.



## Improved Mobile Experience

Responsive design with large CTAs supports on-the-go travel research and booking.



## Higher Engagement

Immersive visuals and experience-led design encourage exploration and increase bookings.



## Multi-Platform Coverage

Consistent UX delivered across desktop and mobile for both Wix and HTML/CSS platforms.

# How Every Project is Approached

01



## Research

Analyse travel user needs, competitor platforms, and booking patterns. Define the problem clearly.

02



## Wireframe

Sketch search interfaces, booking flows, and itinerary layouts to explore structure.

03



## Visual Design

Apply travel aesthetics – immersive photography, warm palettes, and clear booking UI.

04



## Responsive Build

Implement in HTML/CSS/JS or Wix Studio with mobile-first responsive breakpoints.

05



## Testing

Validate search flows, booking CTAs, and mobile interactions across devices.

06



## Launch

Deploy live and monitor performance. Collect traveler feedback for iteration.

# Scan to View · All Live Projects



## SwiftFly Travel Booking Platform

[arunankarunawathar.wixstudio.com/site-1](https://arunankarunawathar.wixstudio.com/site-1)

SCAN ME



## Travellyfy Tour Booking Experience

Portfolio Project · HTML / CSS / JavaScript · Tour Itinerary UX Design

Day-by-Day itinerary timeline · Unified search ·  
Activity & guest selection · Experience-led UI

### INDUSTRIES DESIGNED FOR

✓ Travel & Tourism ✓ Flight Booking ✓ Tour Operators ✓ Hotel Booking ✓ Adventure Travel ✓ Destination Discovery

## RECRUITER TAKEAWAY

# Travel & Booking Experience

This case study demonstrates the ability to design travel-focused digital experiences that balance destination discovery, booking efficiency, and itinerary planning – showcasing responsive design, search experience optimisation, information architecture, and user-centred travel journeys.

### PORTFOLIO HIGHLIGHTS

- ✓ Travel Booking UX
- ✓ Information Architecture
- ✓ Responsive Web Design
- ✓ Search Experience Design
- ✓ Visual Storytelling
- ✓ Mobile Experience Design
- ✓ Itinerary Design
- ✓ Booking Flow Design
- ✓ Front-End Development