

# A Design System for **WHERE**TRIP

## The Company

WhereTrip.com is a search engine for trips that cross-references flight and accommodation prices from numerous sources to provide their customers with great deals. What makes them unique is their approach in searching for these trips; instead of a destination, the customer chooses a theme (such as city, beach, ski, etc.) and a budget, and gets a list of favorable results, some of which the users might not have thought of.

## The Project

The original website was built without considering user experience (UX), and the company was lacking a brand identity. All the pages had a different look and feel. This project aims to rectify this by:

- Defining the intended user experience
- Developing behavioral patterns
- Creating the basis of a brand identity

## Analysis

To define the intended user experience the current product, the company, its competitors, and the user group was analyzed using a variety of methods. Four principles (that describe the desired UX and aesthetics) were defined: Fluent, Adventurous, Clear, Trends (FACT). These principles lead the rest of the project as well as the future development of the company.

## Ideation

Based on the analysis, five aesthetic concepts and four UX concepts were developed. These were user tested against the preference of the participants, the principles, and how well they would fit together. Those results were discussed with WhereTrip's leadership and it was decided to combine the frosted theme with the swift UX and develop those further into a prototype concept.

## Production

Once a prototype was built an iterative process was adapted; a user test was done and based on these results changes were made to the prototype. This was repeated until the requirements were met. Meanwhile the documentation for the design system was written.

## The Result:

The result of this project is the basis of a design system that can be used to create any number (digital) products that fit the WhereTrip brand in terms of aesthetics and user experience. Four principles are at its core:

**F**luent  
**A**dventurous  
**C**lear  
**T**rends

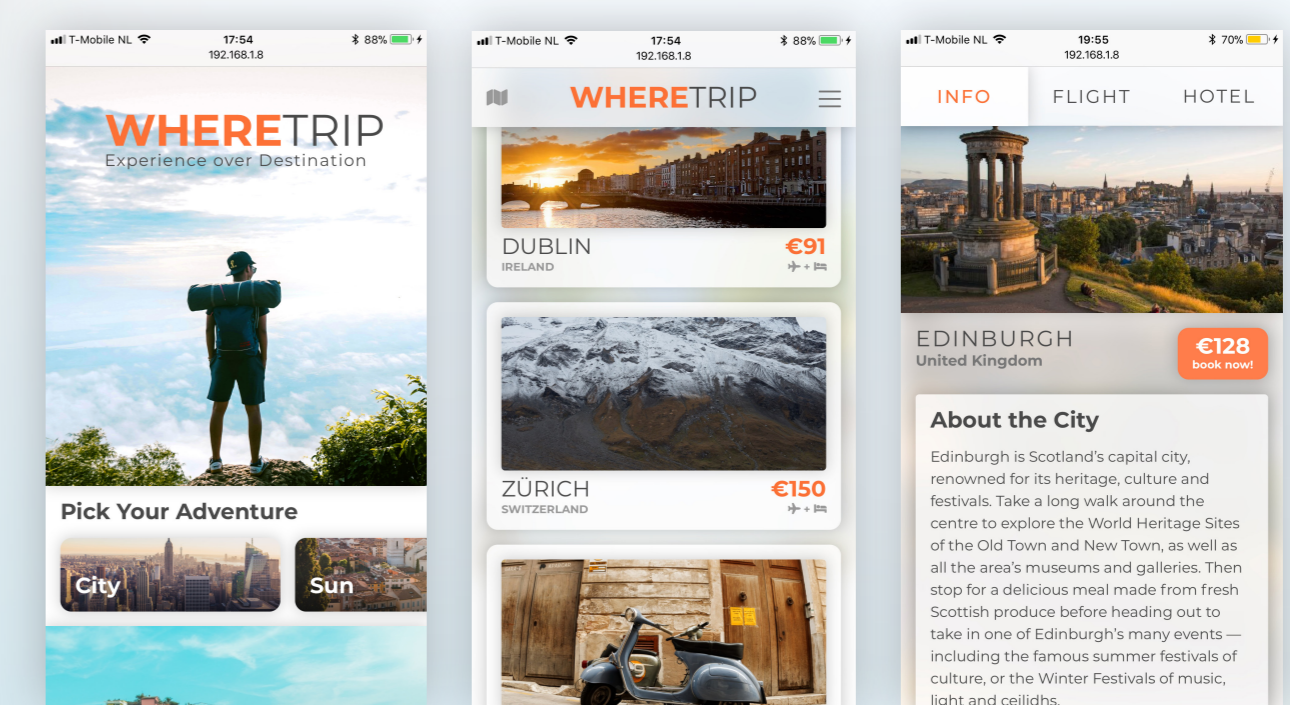
## Interaction

- Give the user feedback of the choices they made
- Use Intriguing and playful transitions and animations
- Break expectations so that the user experiences WhereTrip is different than other travel search engines

## Aesthetics

- Focus on images that give a sense of adventure
- Use frosted (semi-transparent) glass panel look, that emphasize the images through depth
- Use floating panels with rounded corners and diffused shadows that give a soft and modern feeling.

## Screenshots



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Developing a User Experience and Design System  
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