

MARRIOTT BONVOY TRAVELER

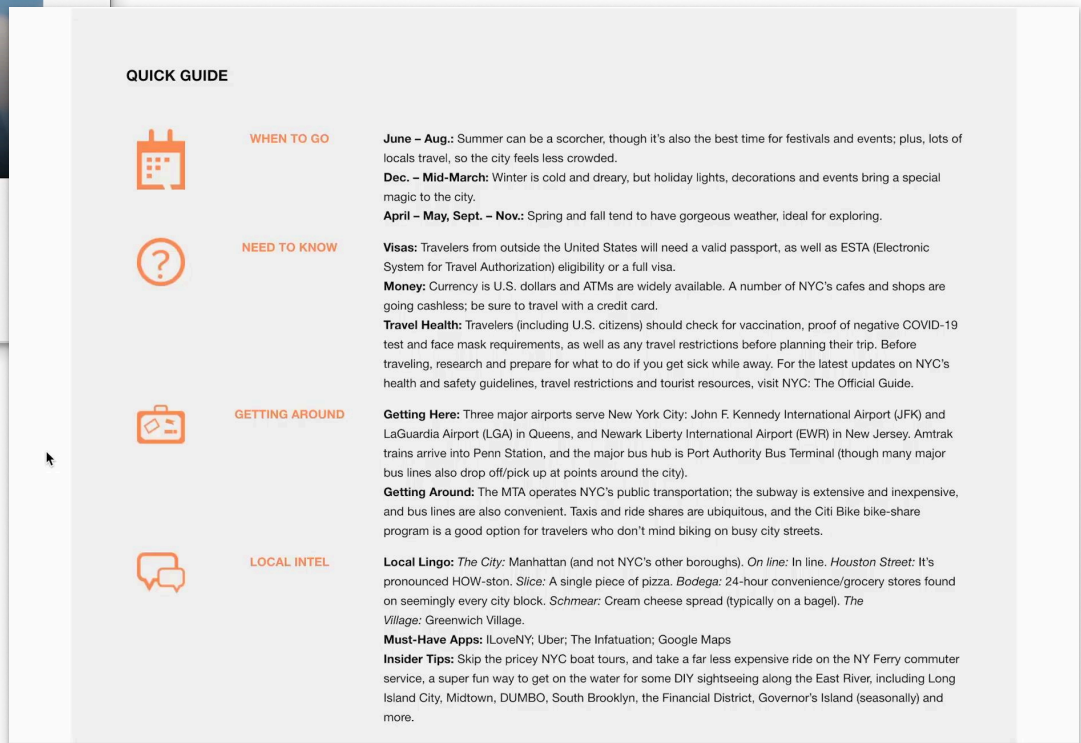
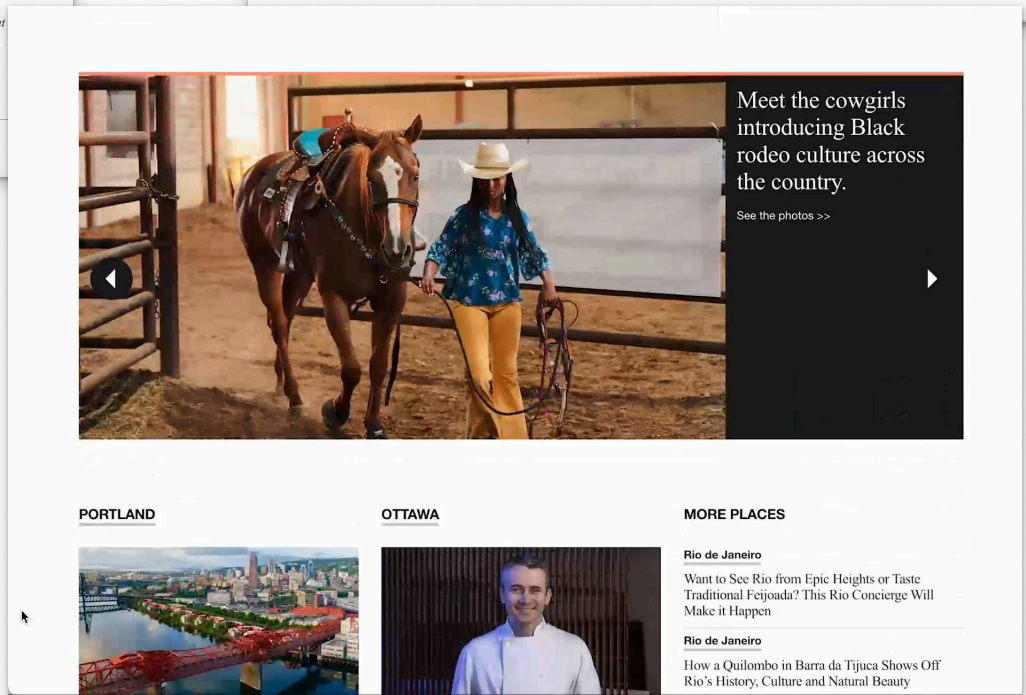
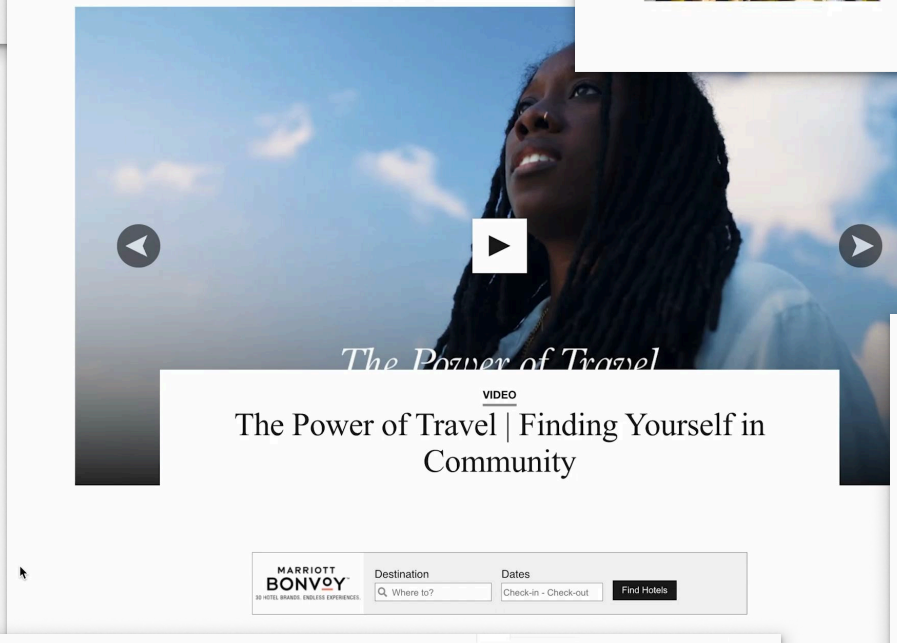
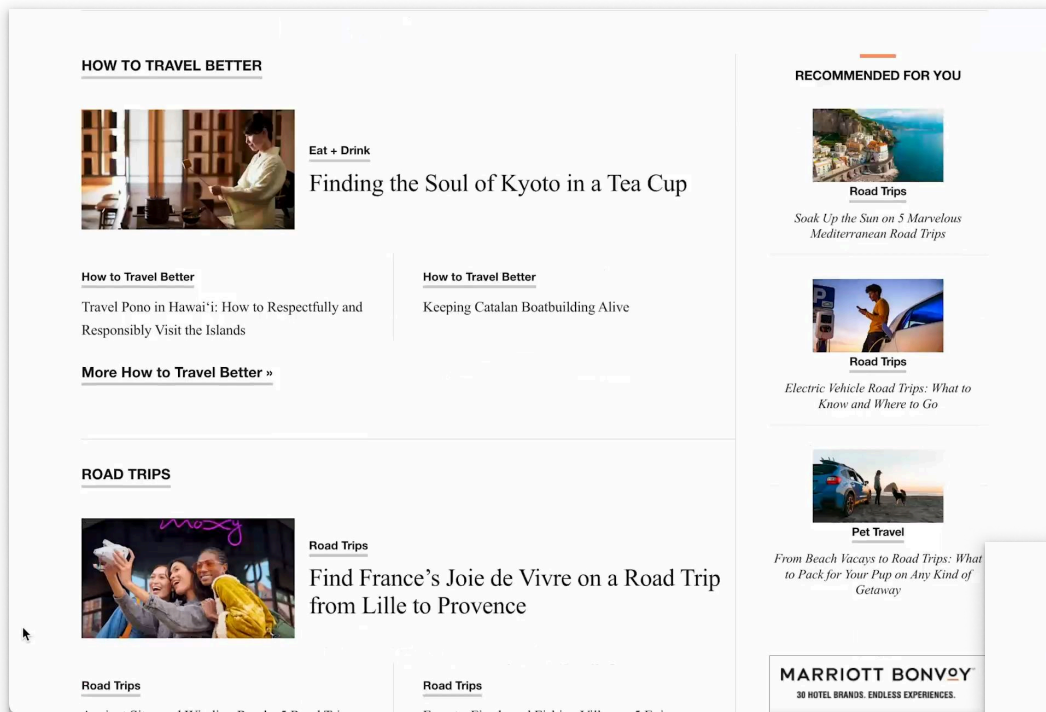
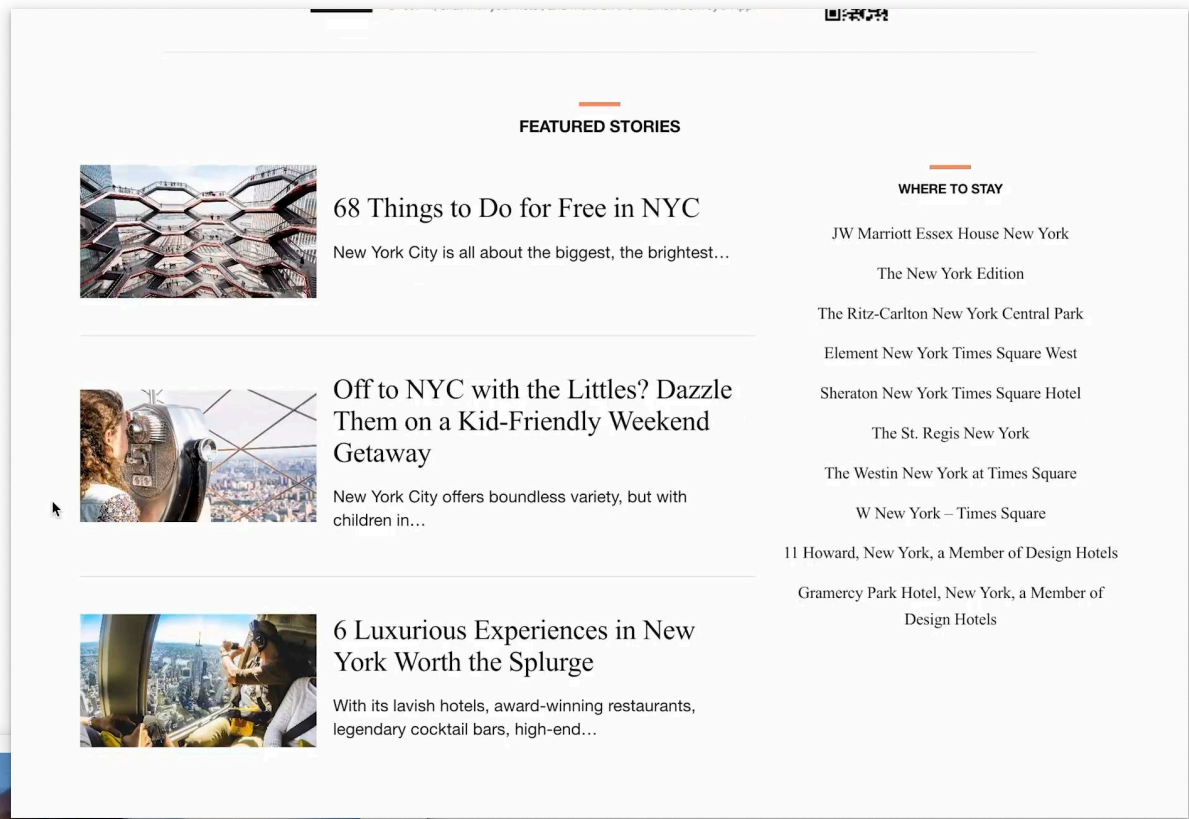
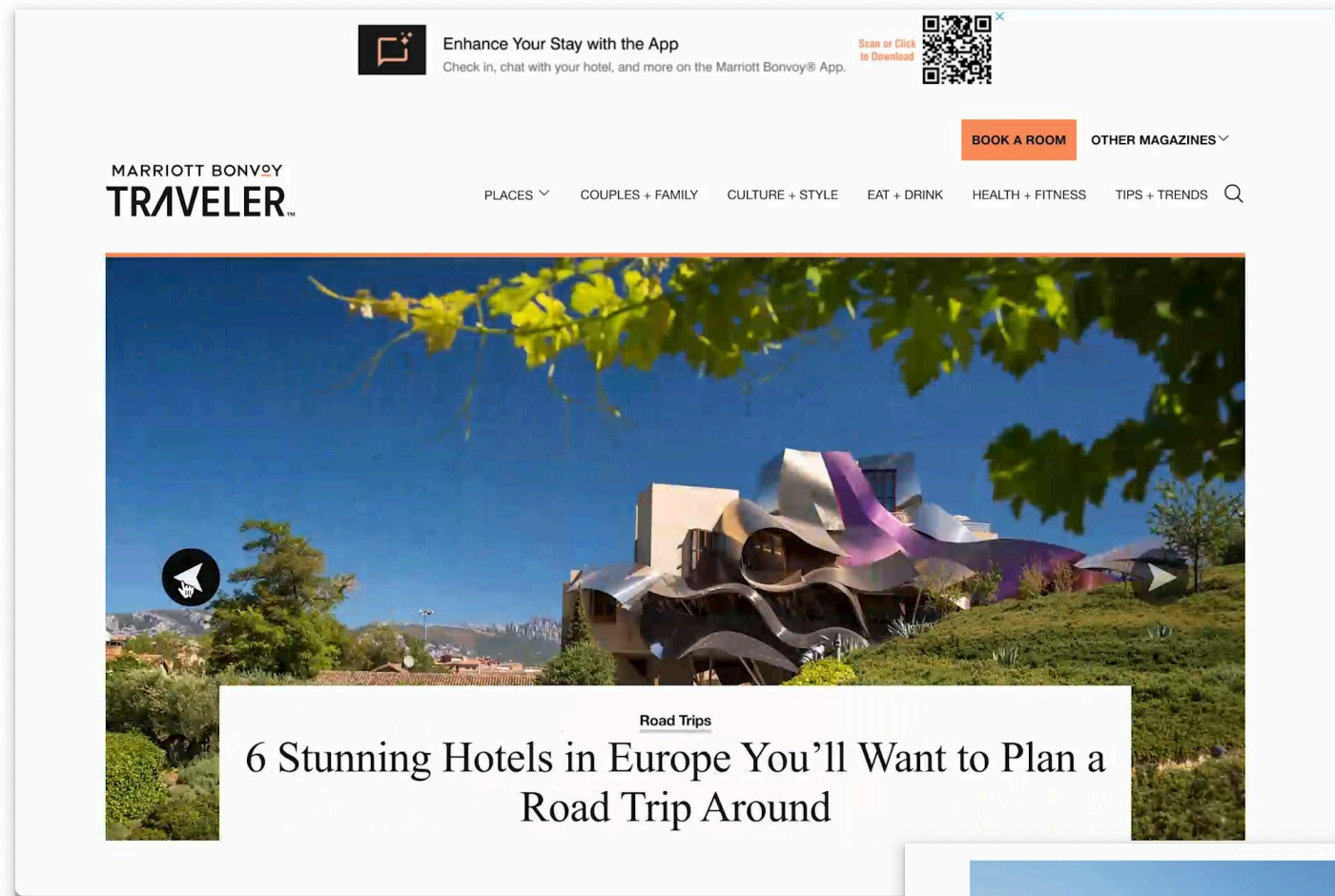
UX & Visual Redesign

Problem & Pain Points

Since its launch in 2017, Marriott Bonvoy Traveler has grown into a rich editorial platform with thousands of articles and expanding categories. With growth came the opportunity to streamline flows, enhance layouts, and introduce new multimedia storytelling formats. Our goal was to improve content discoverability, unify the brand experience, and establish a scalable, modular framework to support future innovation and evolving Marriott Bonvoy objectives.

Key Pain Points:

- Lack of clear visual hierarchy
- Cluttered layouts make it difficult to scan content
- Outdated navigation and search tools hinder content discovery
- Limited support for multimedia content
- No underlying design system to unify layouts and components

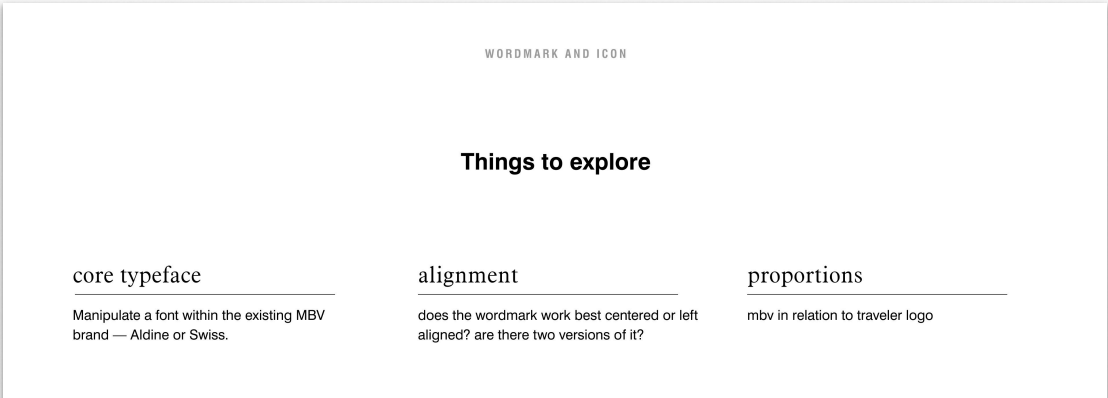
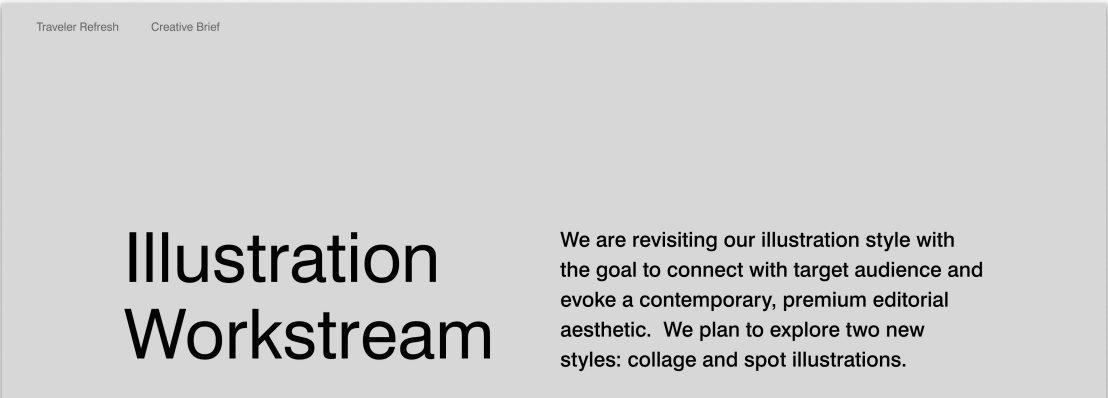
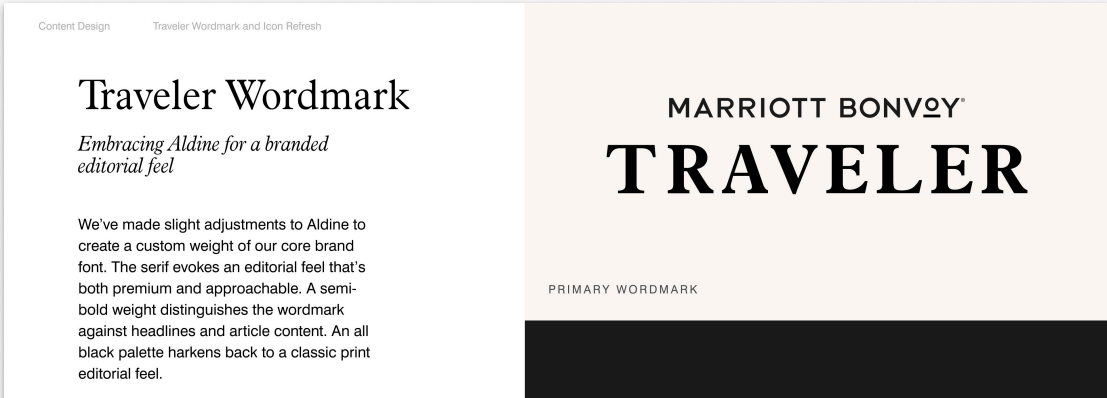
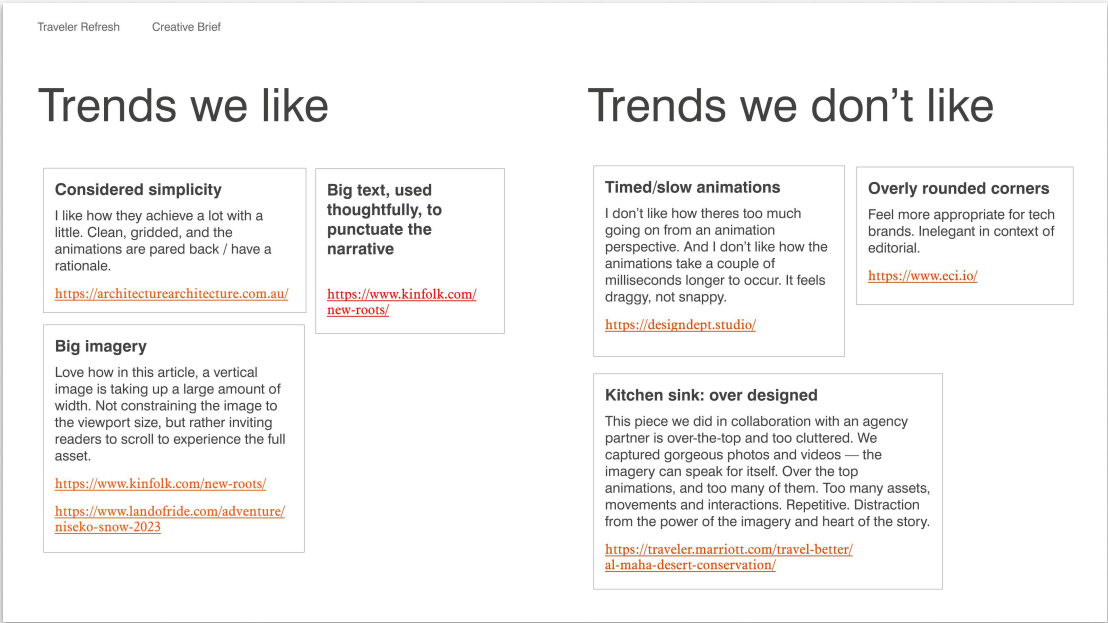
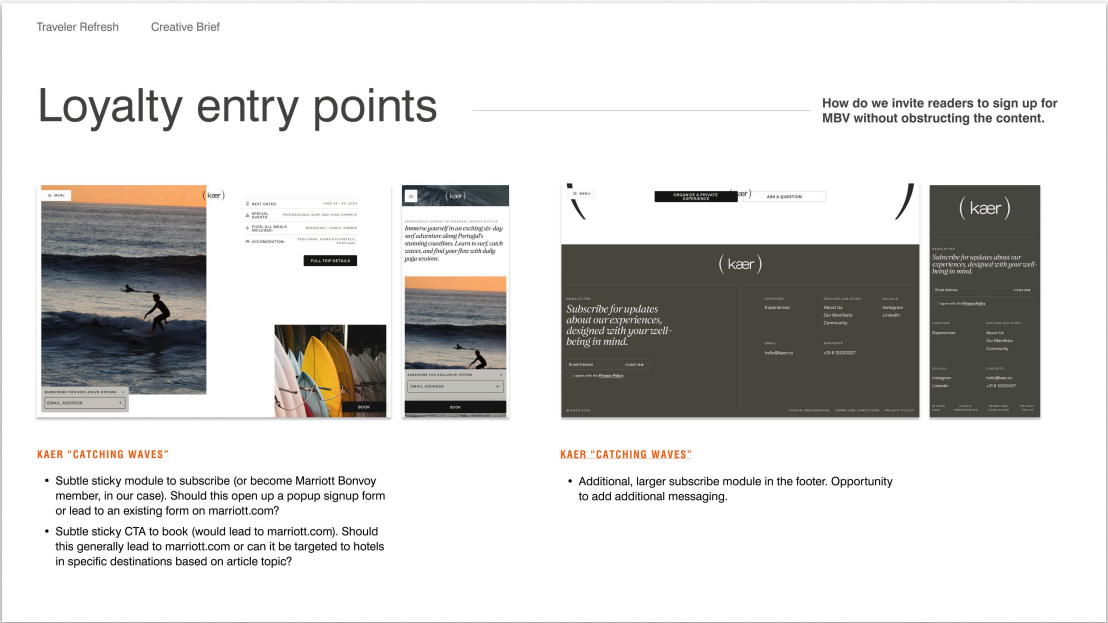
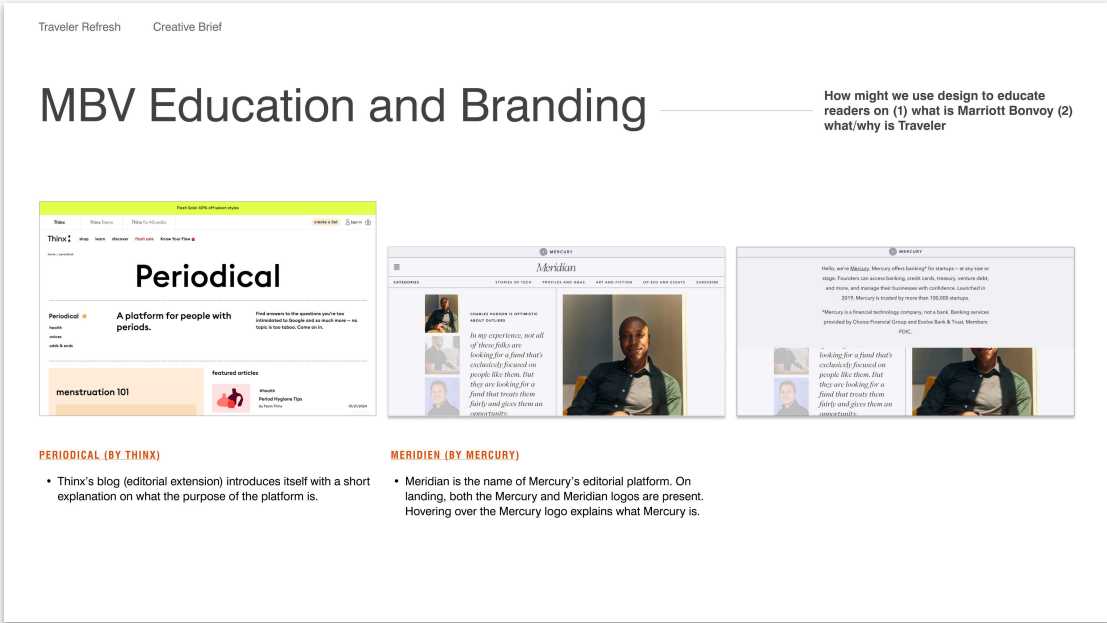
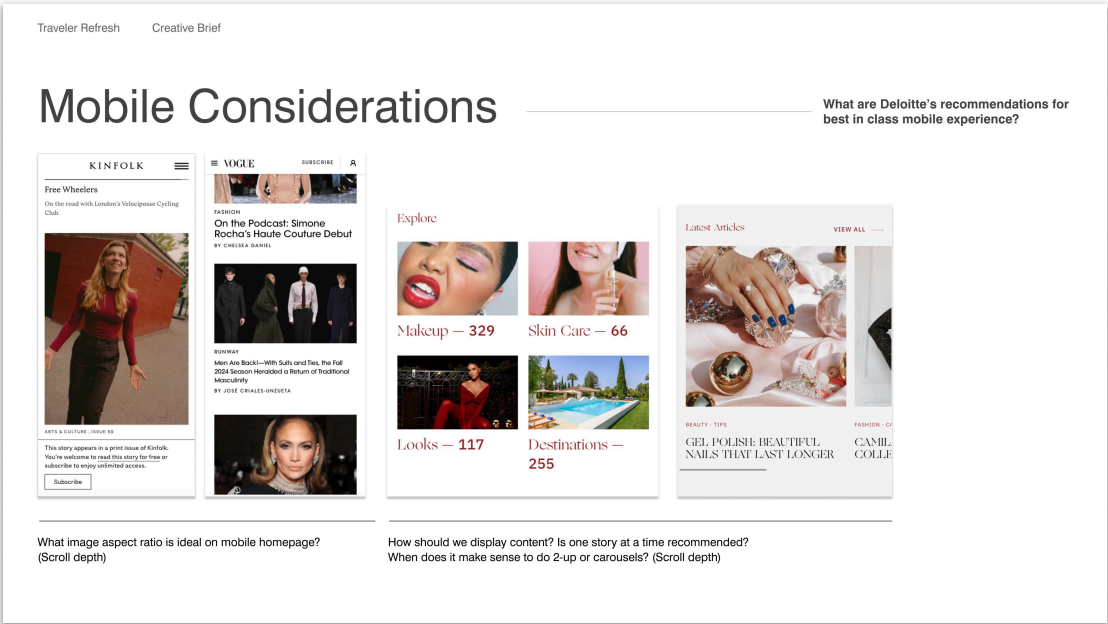
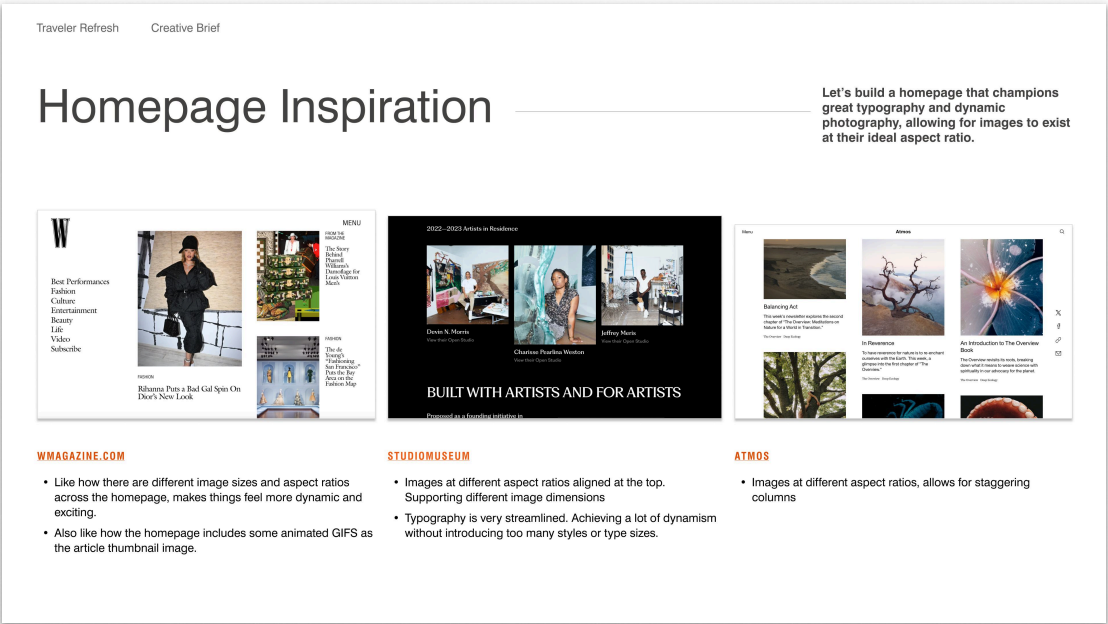
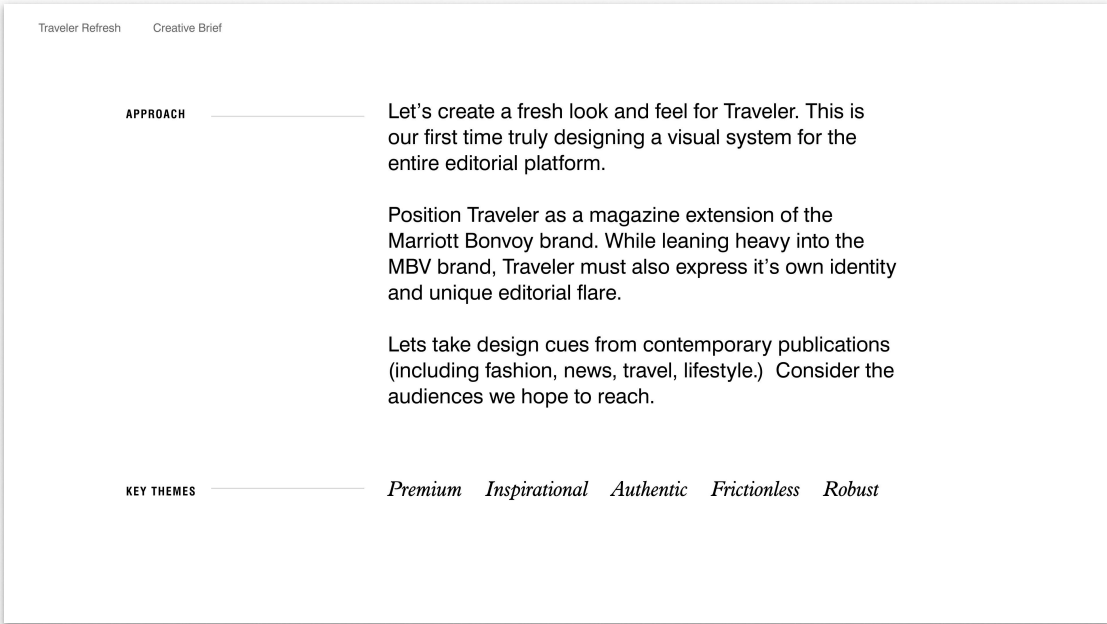
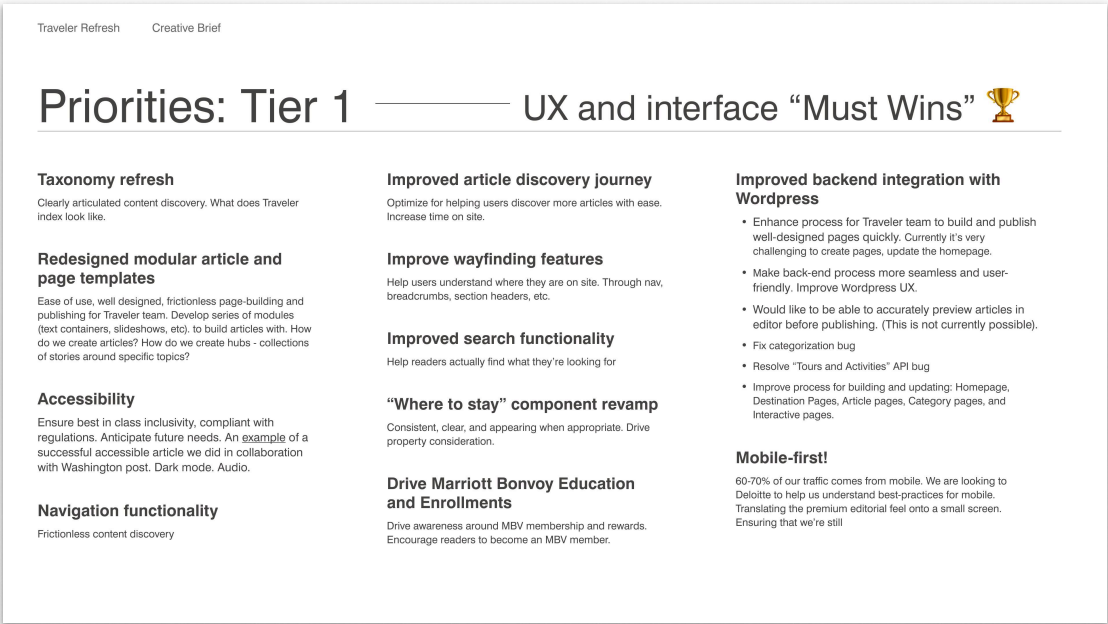


Goals

Our strategy focused on creating a modern, flexible, and elegant platform that highlights content and enhances the user experience. By unifying design elements, improving navigation, and introducing rich media, we aimed to make Traveler a destination for discovery, engagement, and inspiration while supporting scalable content growth.

Objectives:

- **Modern Design System:** Streamline navigation and enable flexible content delivery with a cohesive, elegant design identity.
- **Consistency & Accessibility:** Apply Marriott Bonvoy colors, fonts, and patterns to create an accessible and visually unified experience.
- **Rich Media & Interactivity:** Leverage images, videos, and interactive components to enhance storytelling and engagement.
- **Competitive Research:** Research top travel and editorial sites to identify effective approaches for content layout, engagement, and innovative features.



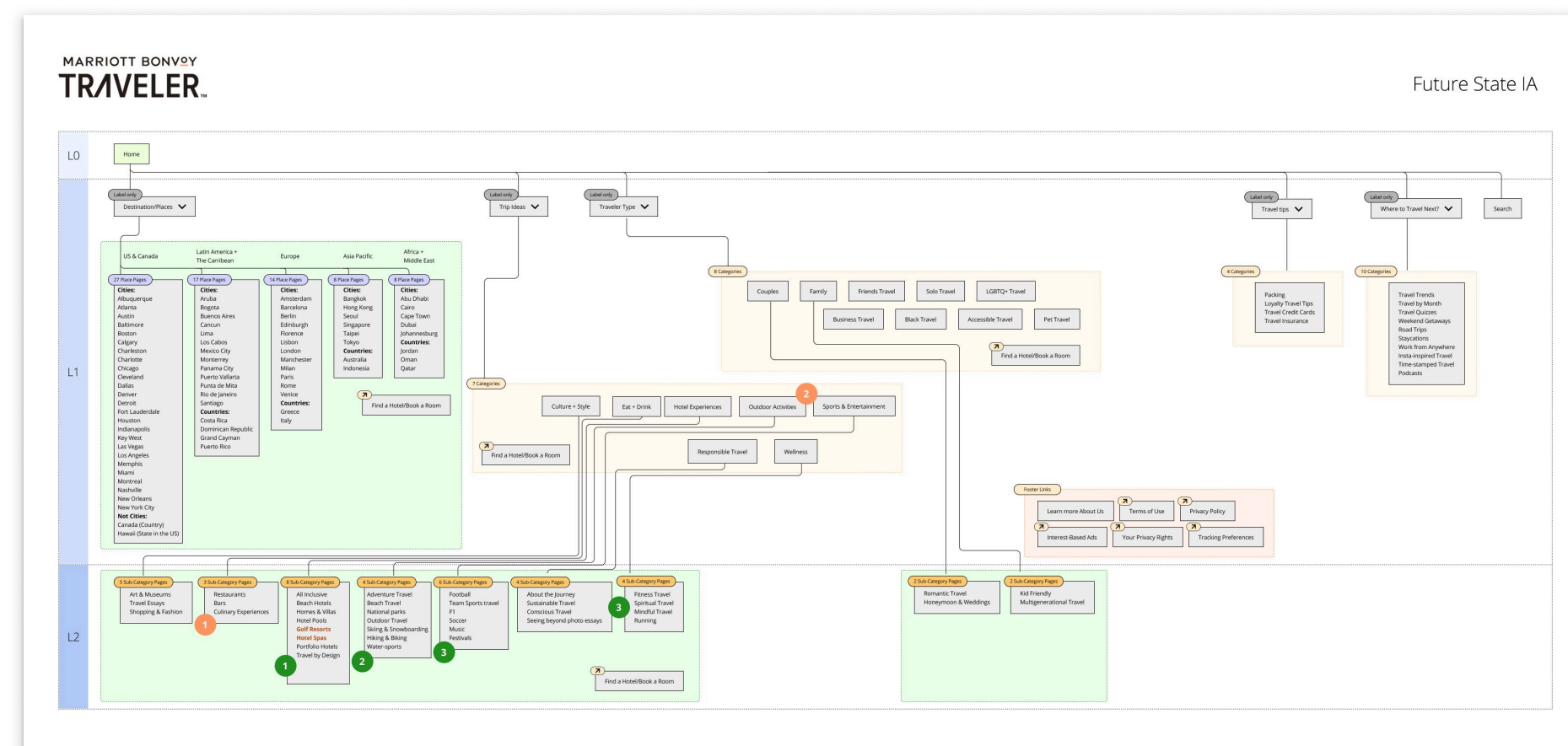
Content & UX Strategy

With clear objectives, we mapped content hierarchy and user flows to prioritize key information and improve navigation. Wireframes and prototypes guided how articles, hubs, and multimedia could be displayed consistently.

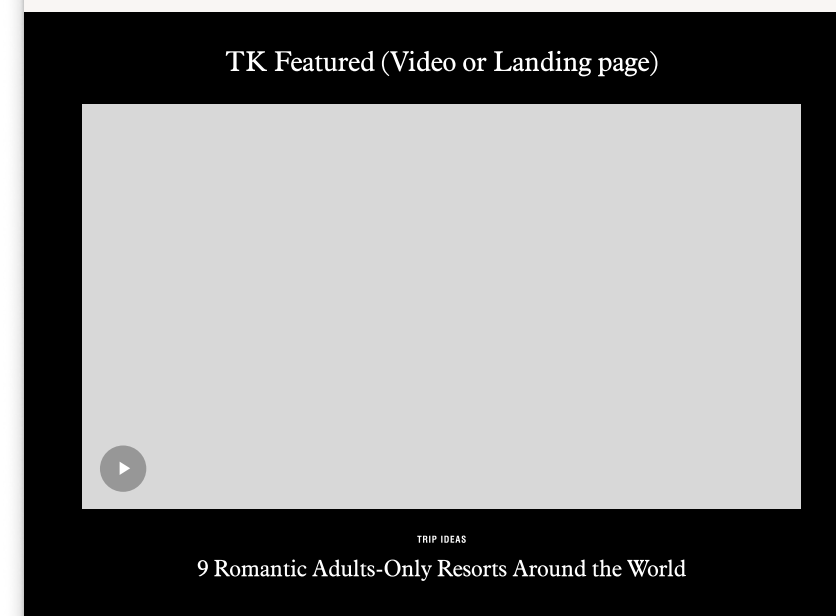
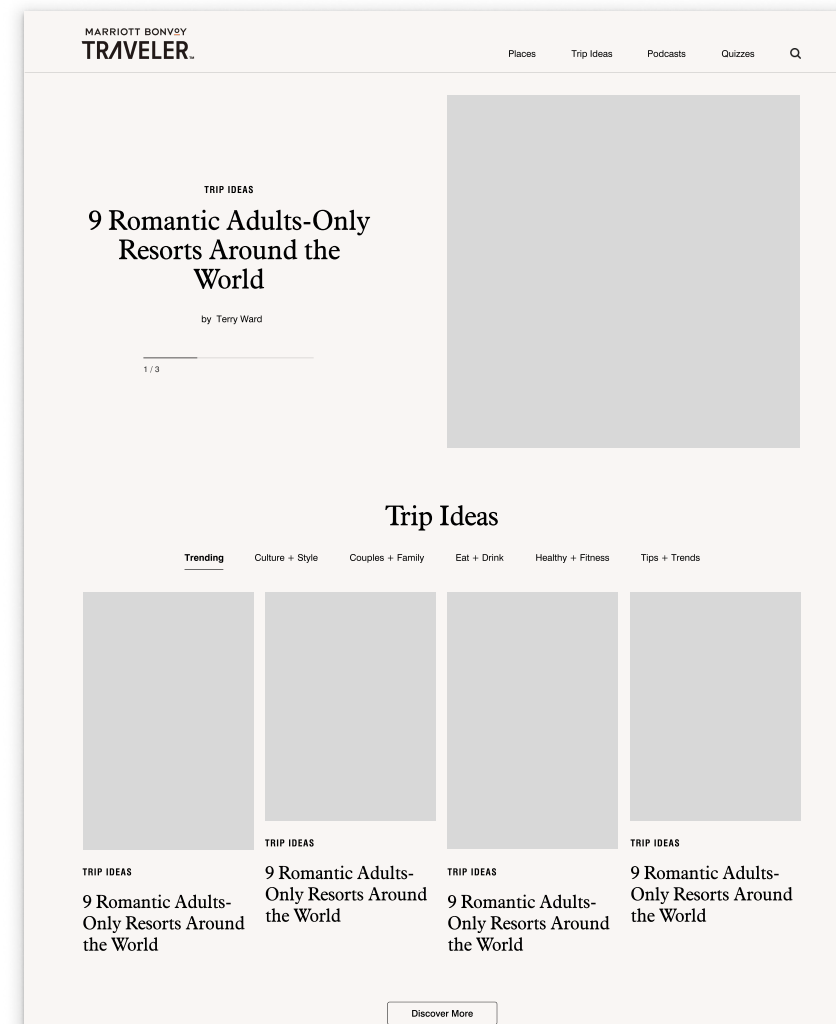
Steps:

- Mapped user journeys for discoverability and engagement
- Designed wireframes for major sections
- Focused on modular components for flexible content assembly
- Began process with key pages

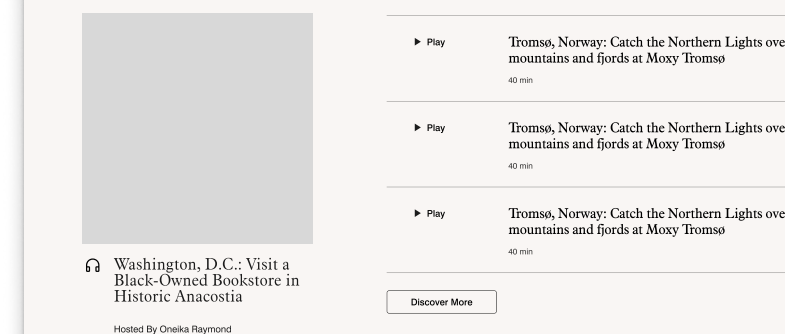
SITE MAP



HOMEPAGE



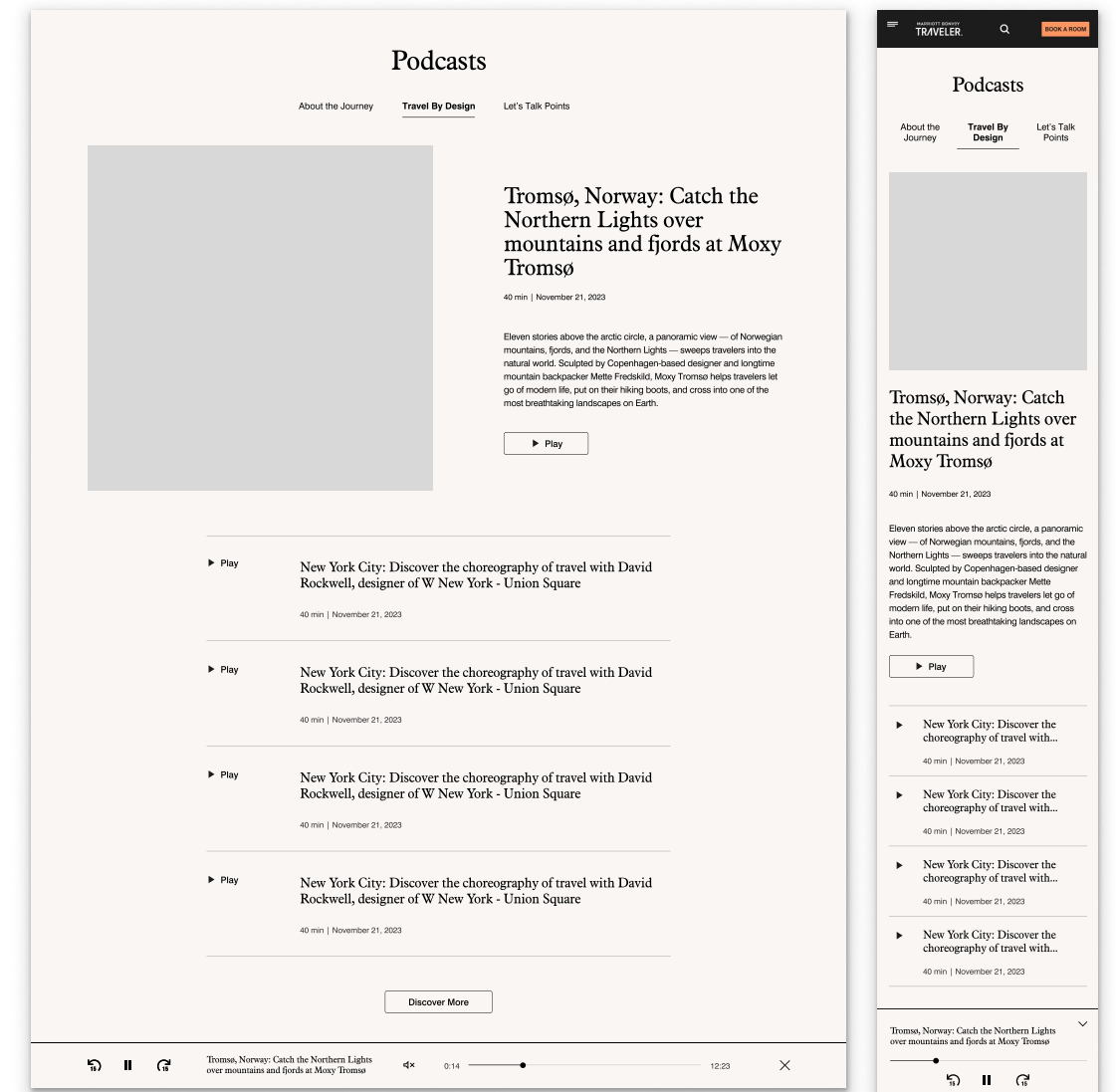
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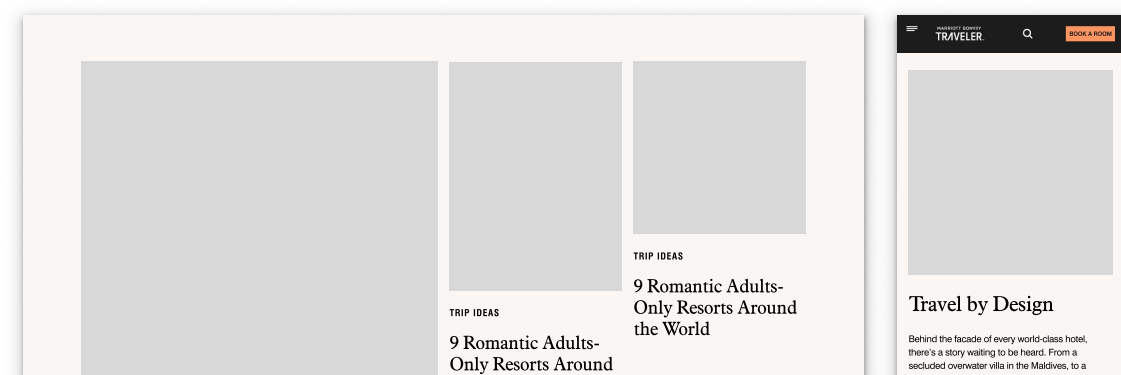
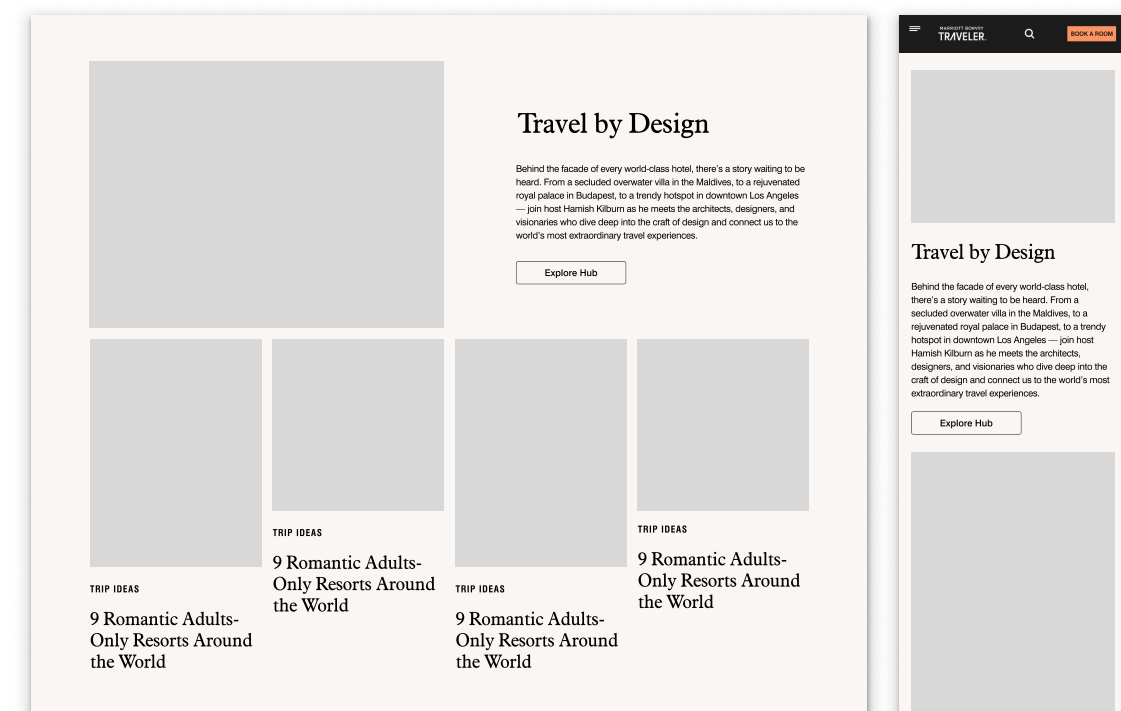
How to Travel Better

Behind the facade of every world-class hotel, there's a story waiting to be heard.

PODCAST PAGE



CATEGORY SECTIONS

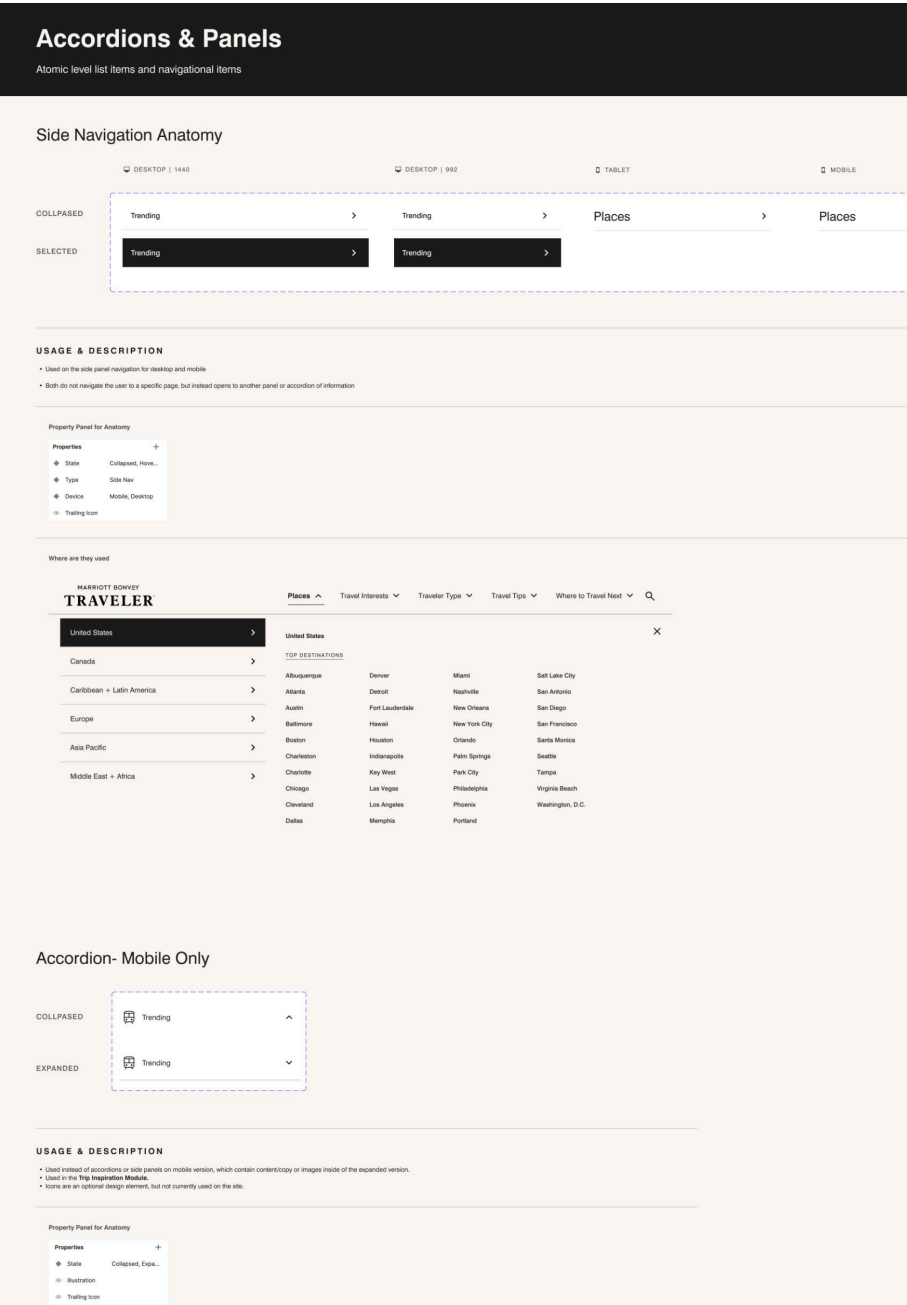
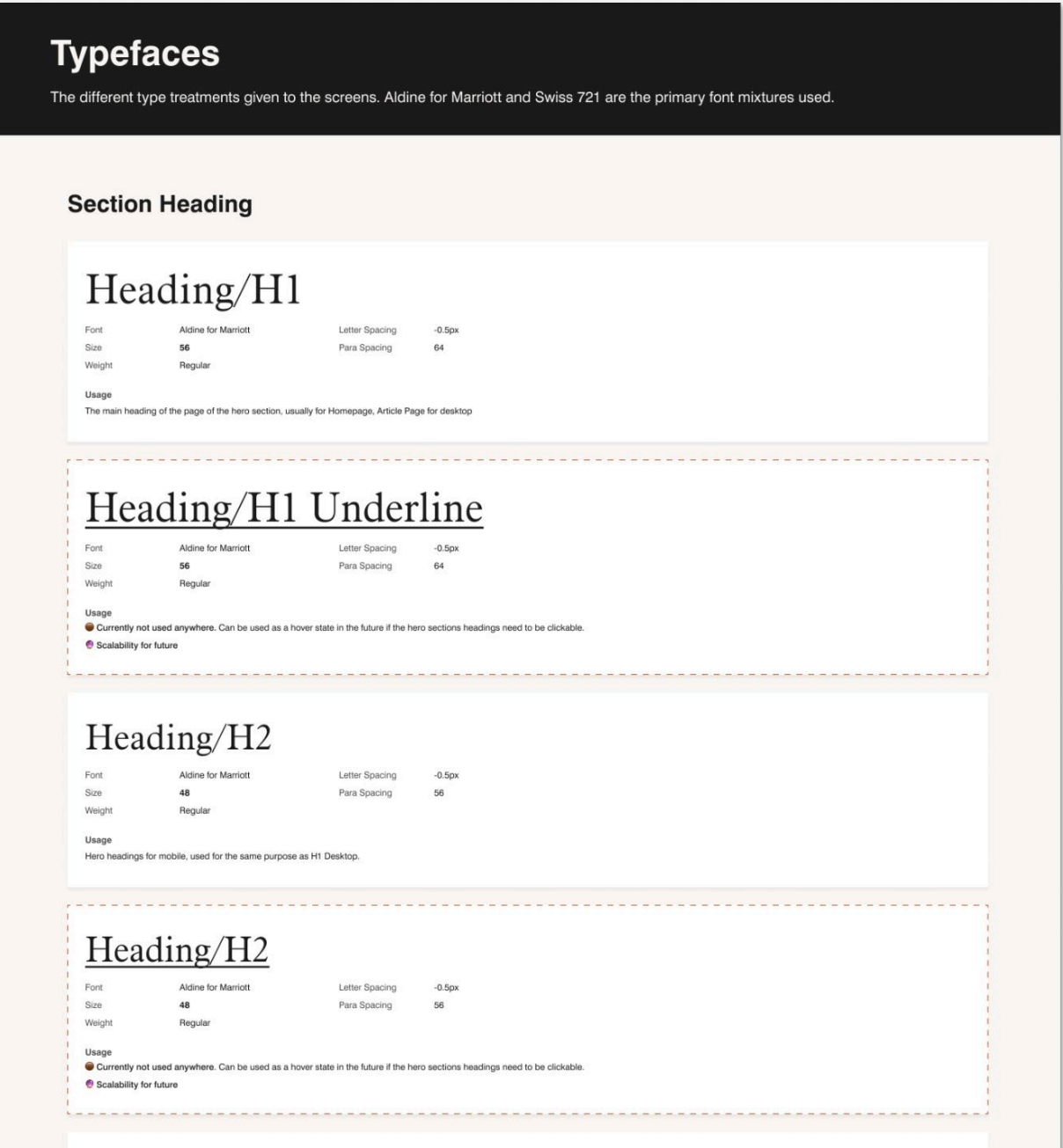
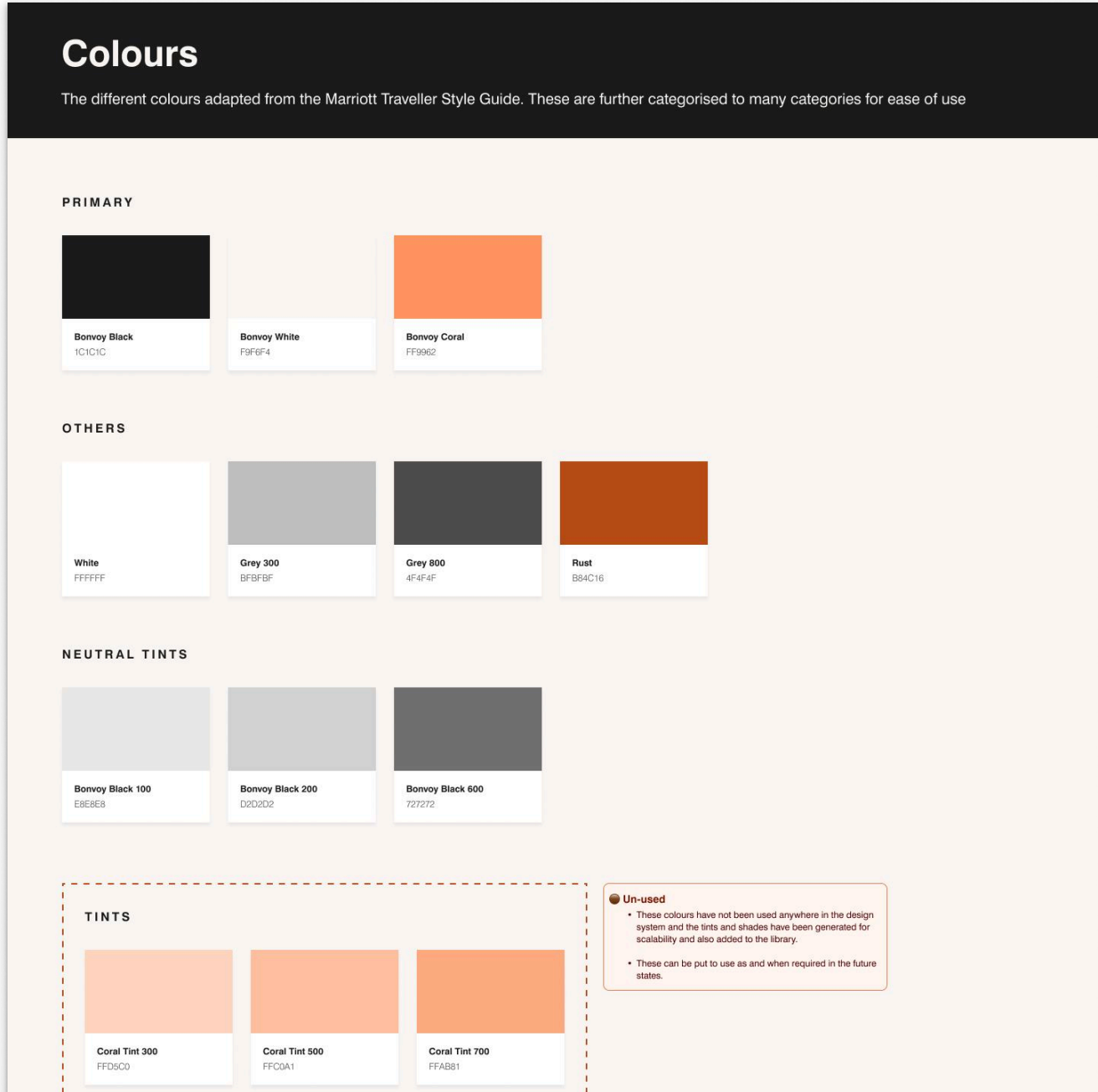
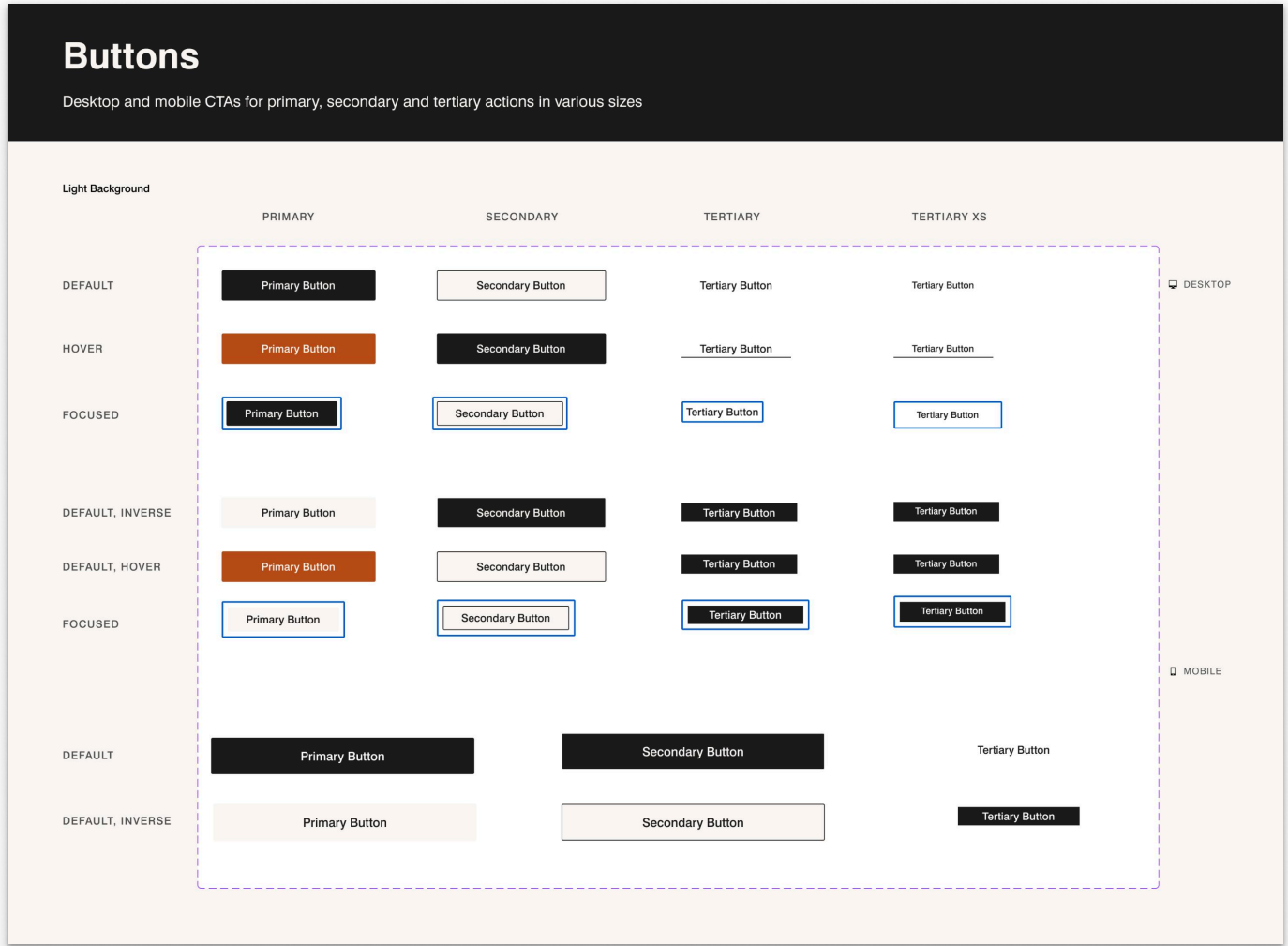


Developing a New Design System

We created reusable, modular components that ensured consistency across the platform while allowing flexibility for brand storytelling. Rich media and interactive elements helped make the site engaging and scalable.

Highlights:

- Modular content blocks to ensure consistency across the site
- Brand system built on Marriott Bonvoy's core identity with distinct Traveler-only elements
- Established a responsive grid across multiple viewports
- Developed a robust typography system for hierarchy and readability
- Created foundational UI elements, including buttons, tabs, carousels, breadcrumbs, and other navigation components



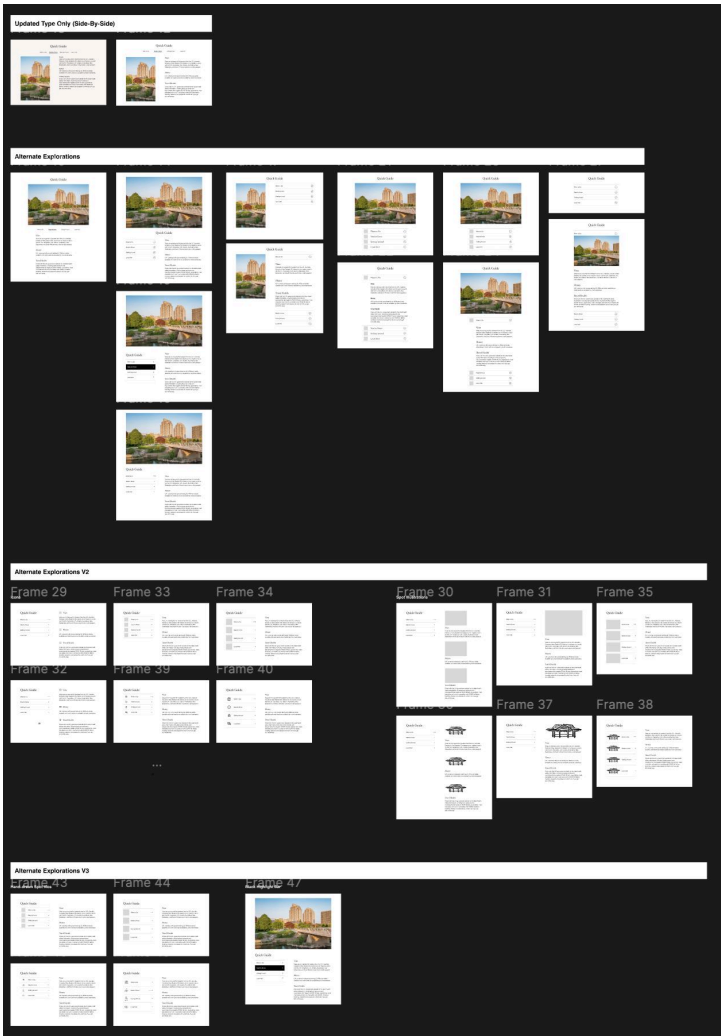
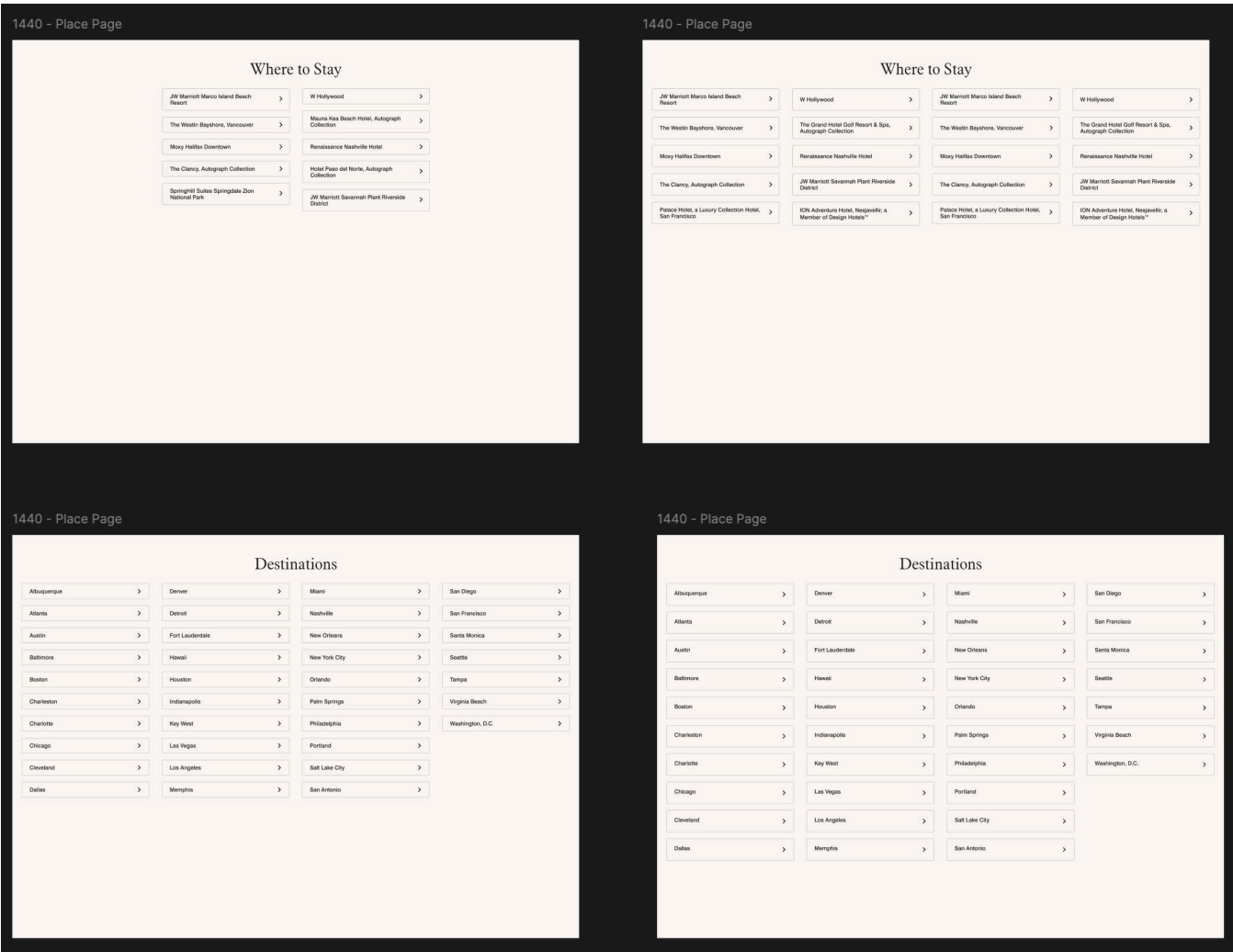
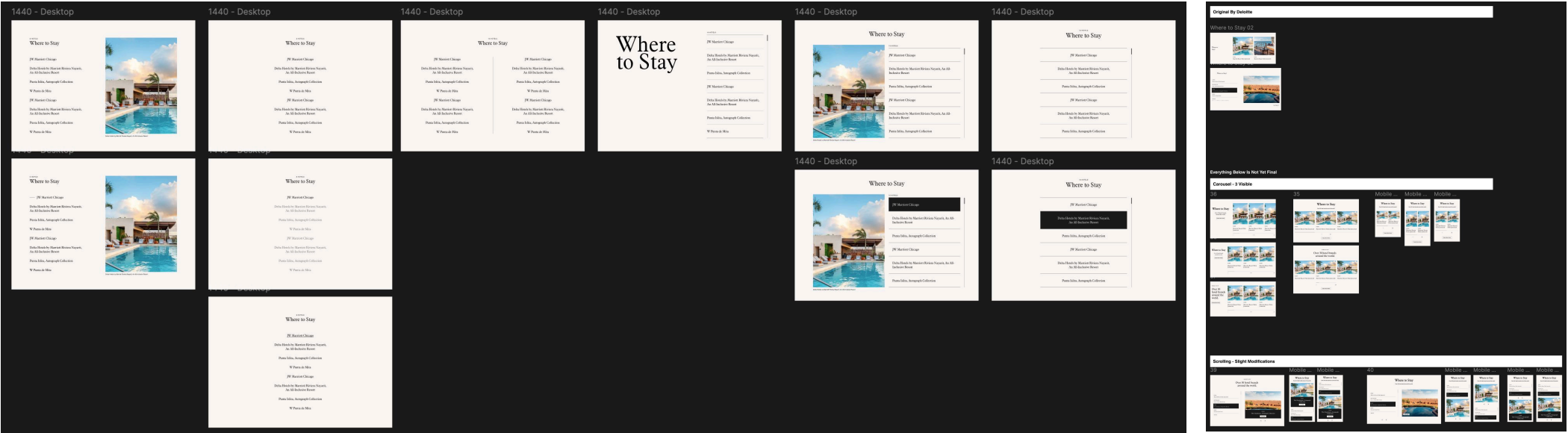
Iteration & Feedback

Designs were iterated based on stakeholder input and internal testing. Each change focused on improving readability, accessibility, and alignment with brand strategy.

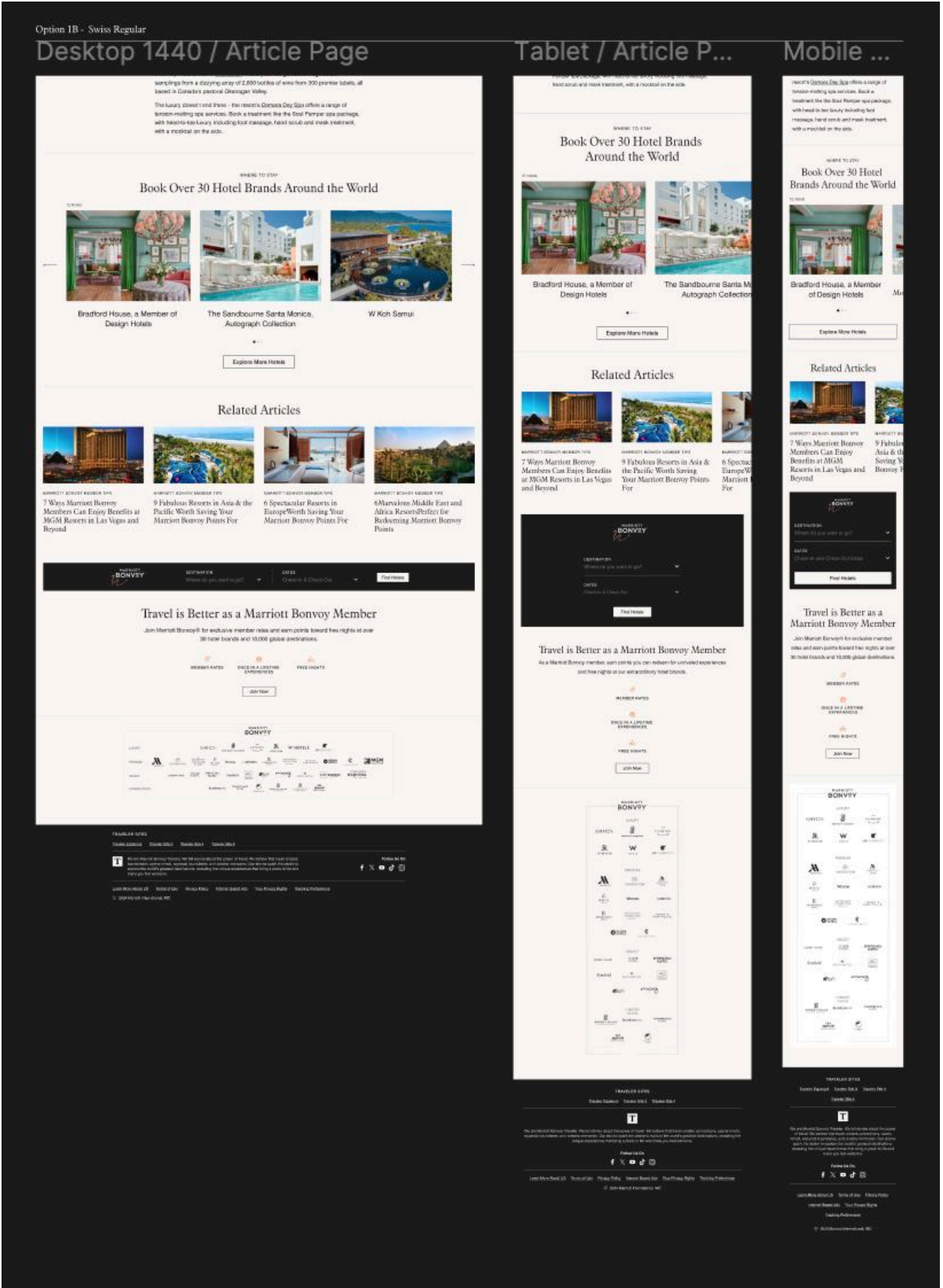
Example – Where to Stay Module:

- Key revenue-driving component supporting hotel bookings.
- Originally text-only; enhanced with images to increase visual interest and user engagement.
- Iterated to balance UX needs, scalability requirements, API limitations, and phased development rollout, starting with a text-only version before fully launching the image-enabled version.

ITERATIONS




FINAL DESIGN



Outcome & Impact


The refreshed Traveler site delivers a cohesive, scalable experience that balances editorial storytelling with usability. Engagement and navigation were improved while laying the foundation for future growth.



Travel by Design


Behind the facade of every world-class hotel, there's a story waiting to be heard. From a secluded overwater villa in the Maldives, to a rejuvenated royal palace in Budapest, to a trendy hotspot in downtown Los Angeles — join host Hamish Kilbourn as he meets the architects, designers, and visionaries who dive deep into the craft of design and connect us to the world's most extraordinary travel experiences.

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About the JourneyTravel by Design



ABOUT the JOURNEY

About the Journey


Who are we when we travel? About the Journey is a travel show about connecting more deeply to the places we visit, and in turn, ourselves.

In Season 4, host Oneika Raymond explores how mindful travel has the power to change us: to nurture us, our relationships, and even the world around us.

Discover More

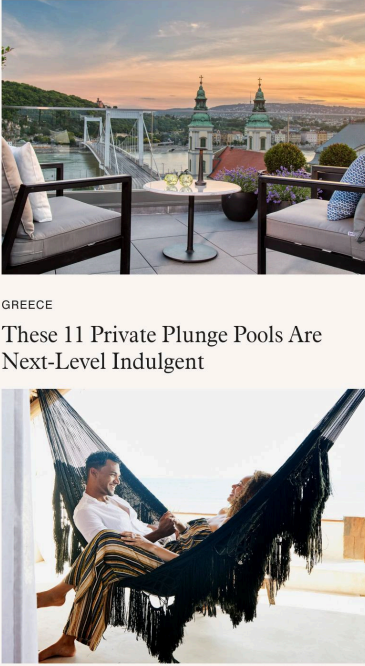
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TIPS + TRENDS

A Weekend of History, Charm and Hidden Treasure in Charleston, South Carolina



GREECE

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Find Your Travel Love Language — Then Plan Your Most Romantic Getaway Ever

Your search results


London

Still don't know where to go?Take the Travel by You Quiz

AllBlack Travel (2)Business Travel (2)Culture

120 Search Results


Relevance



London


...London Marriott Hotel Park LaneThe Westin London City W London St. Pancras

7 of the Most Romantic Destinations in Europe, Middle East and Africa

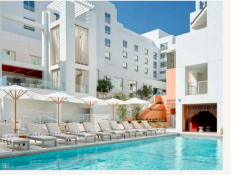


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Travel is Better as a Marriott Bonvoy Member

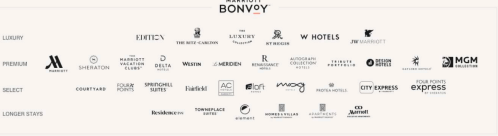
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TRAVELER SITE


Traveler DesktopTraveler SiteTraveler SiteTraveler Site

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