

MARRIOTT BONVOY TRAVELER

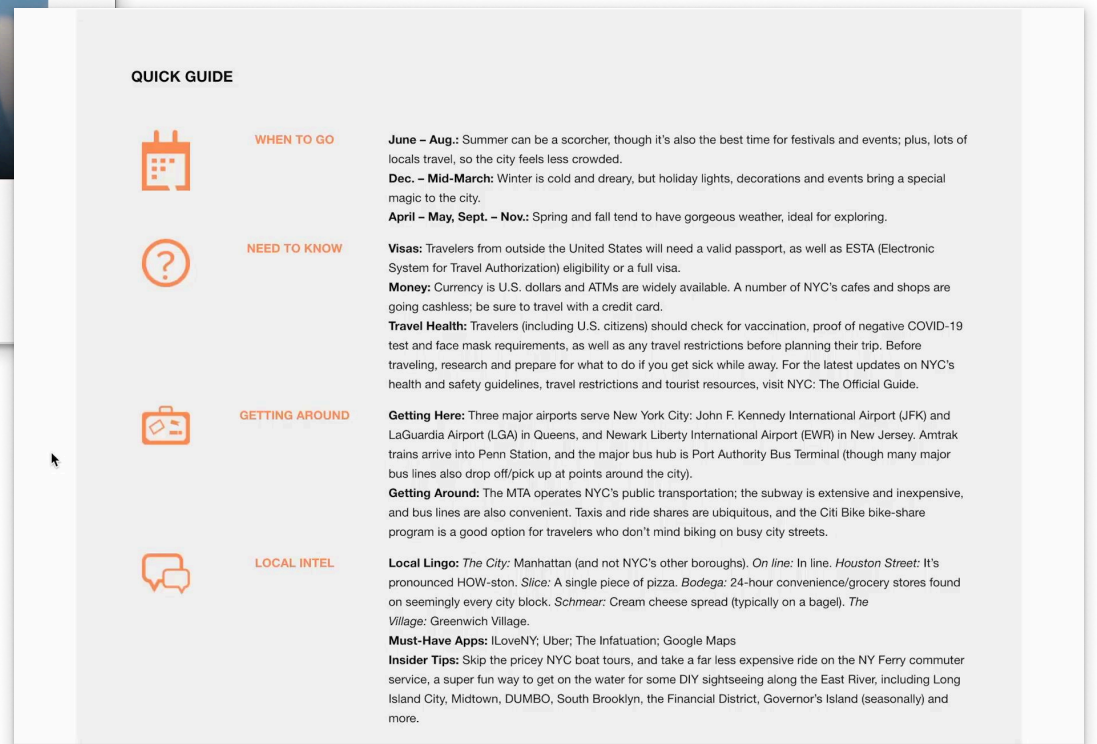
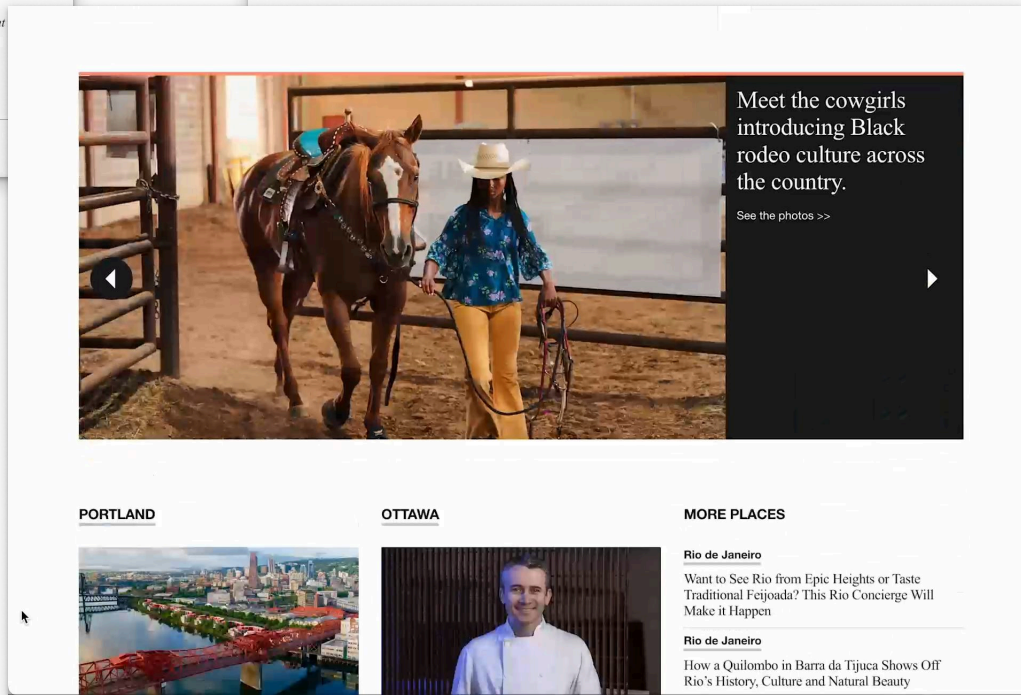
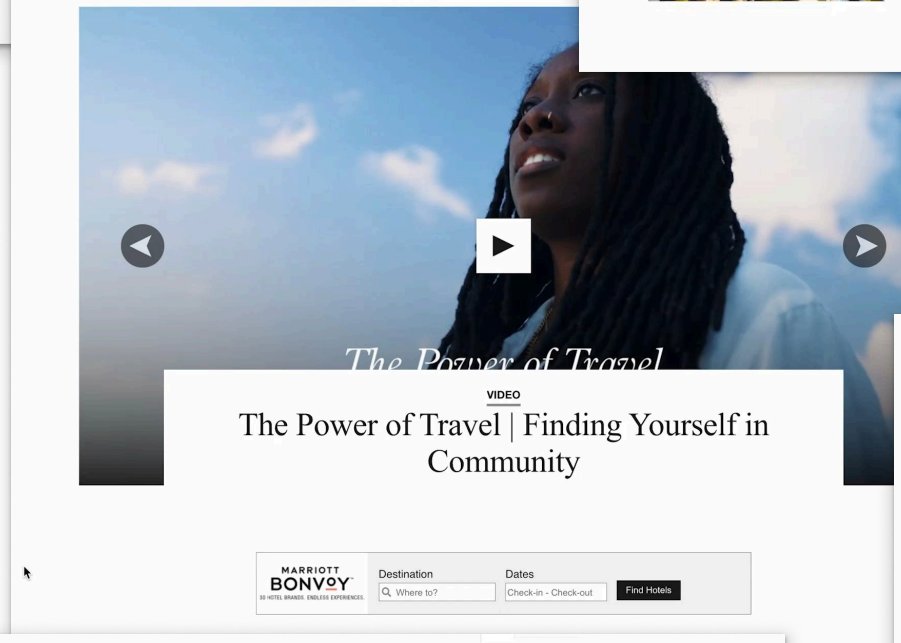
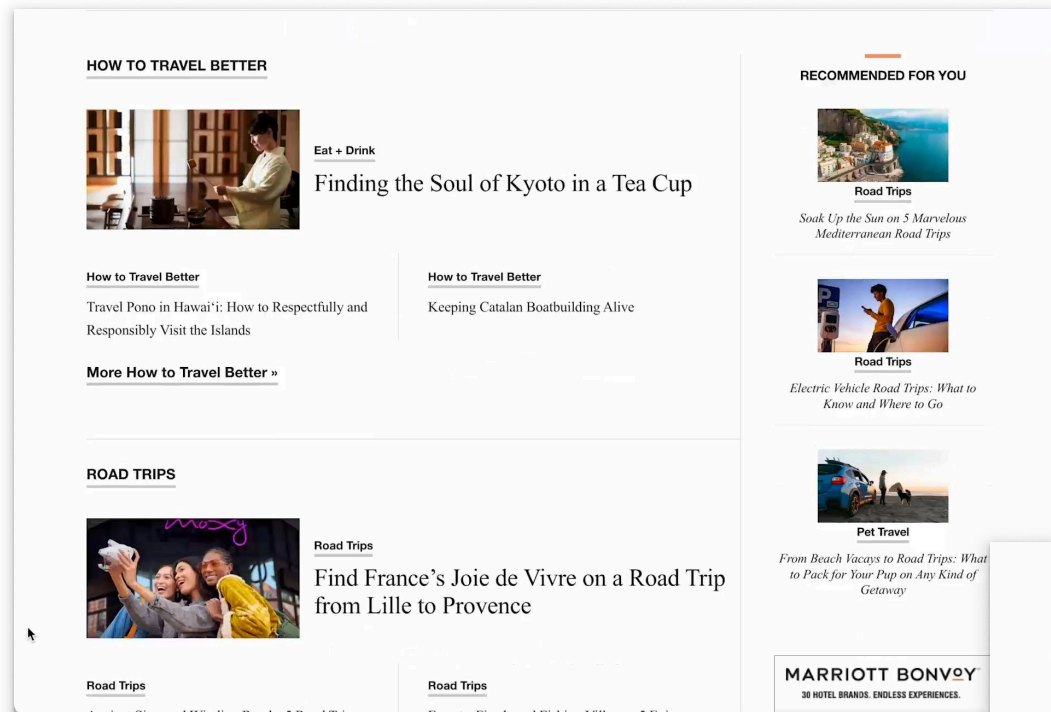
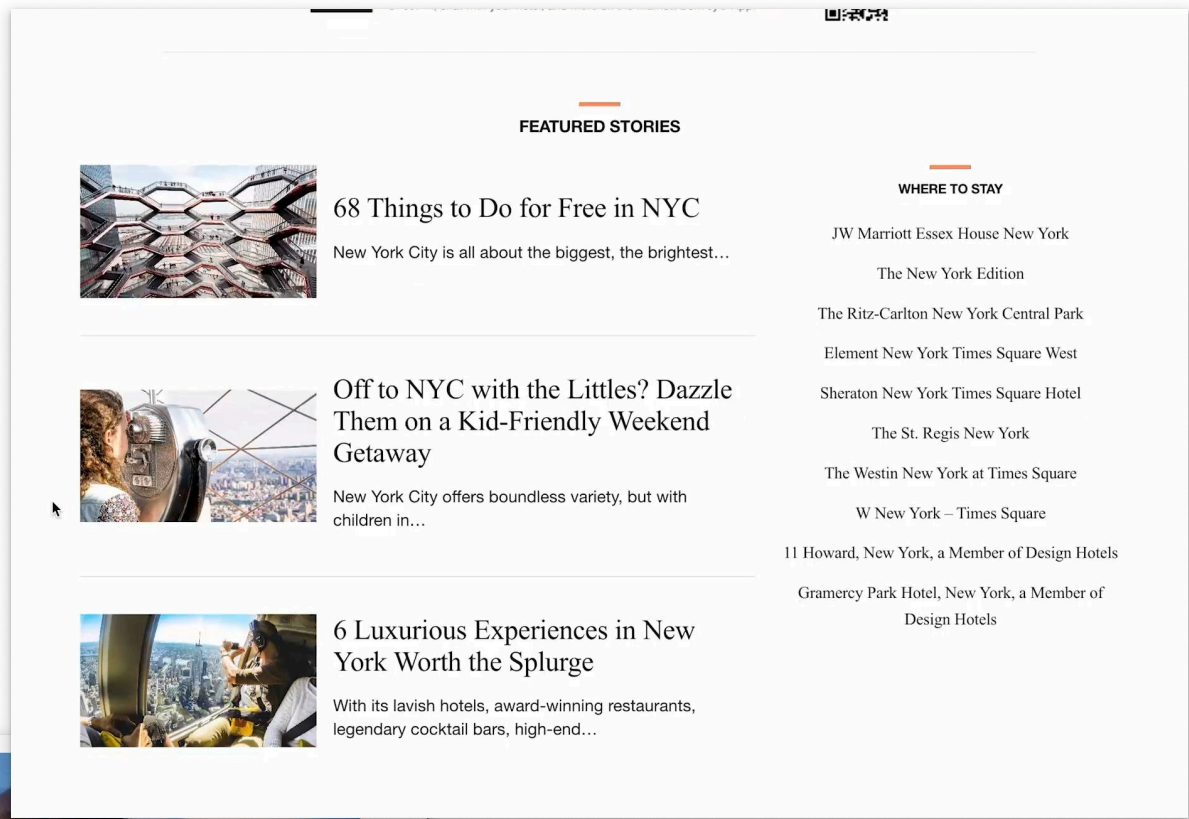
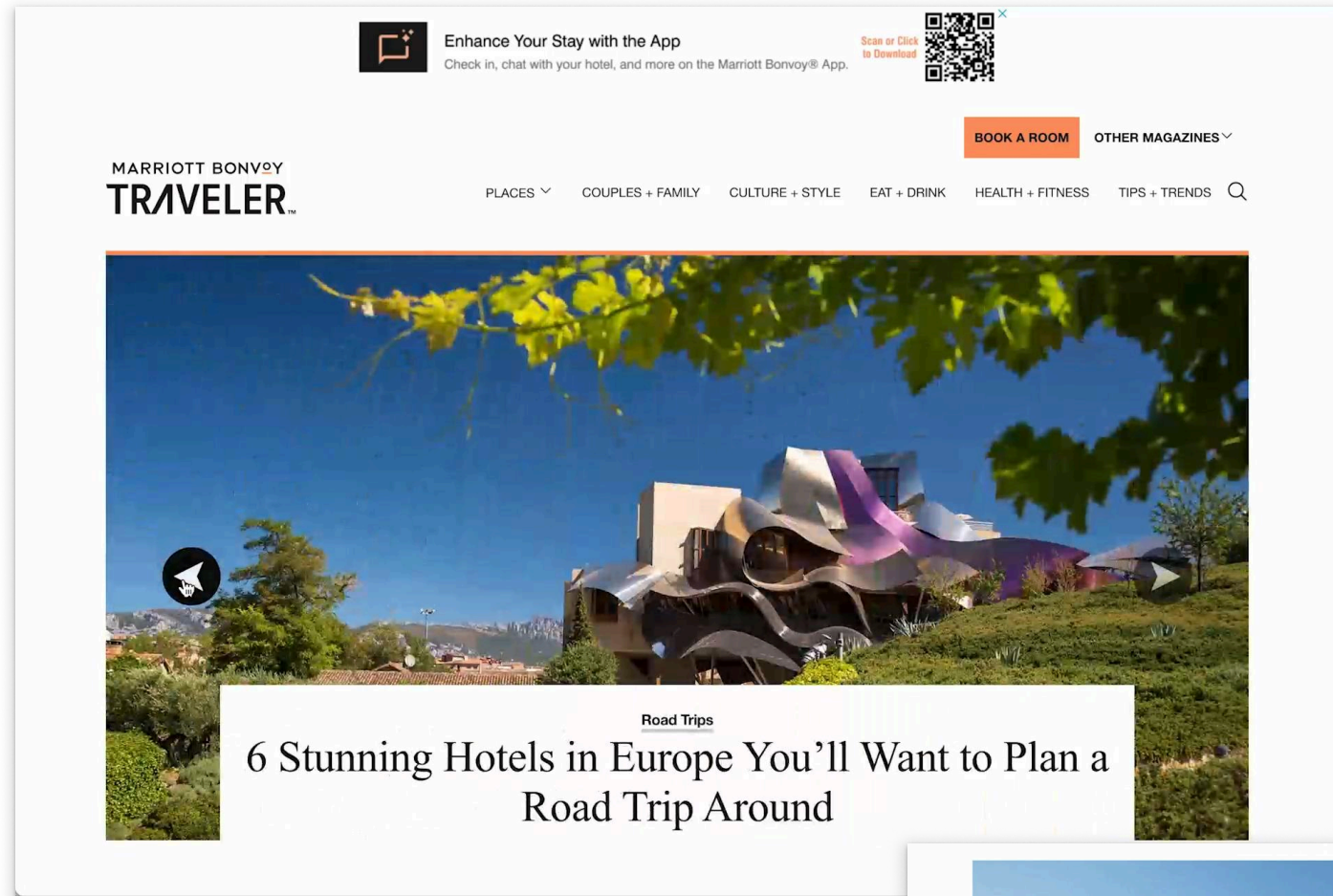
UX & Visual Redesign

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- Outdated navigation and search tools hinder content discovery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

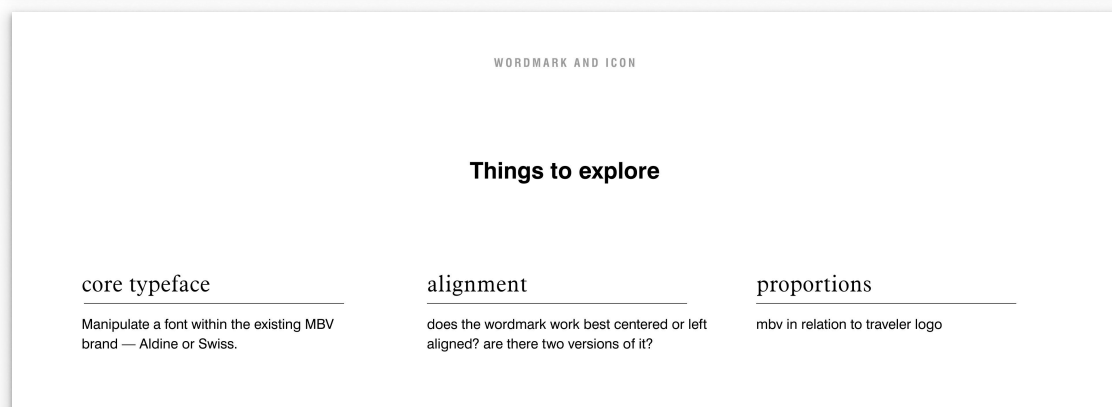
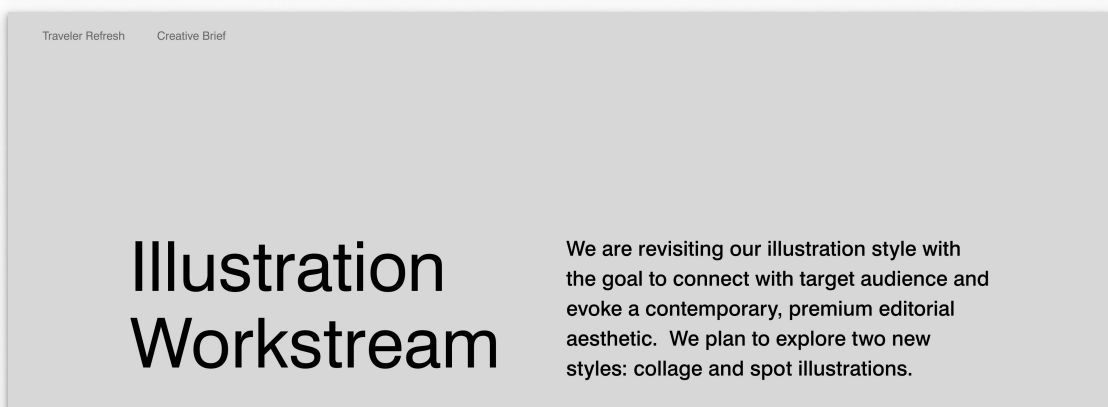
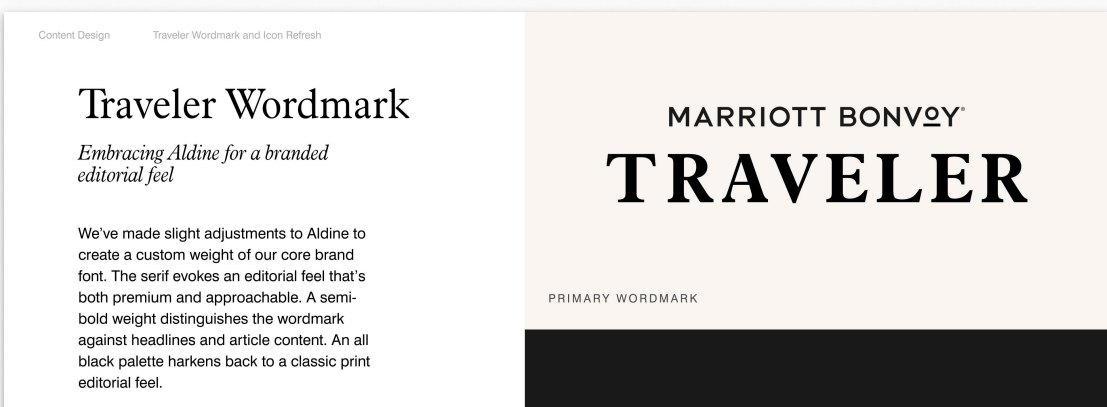
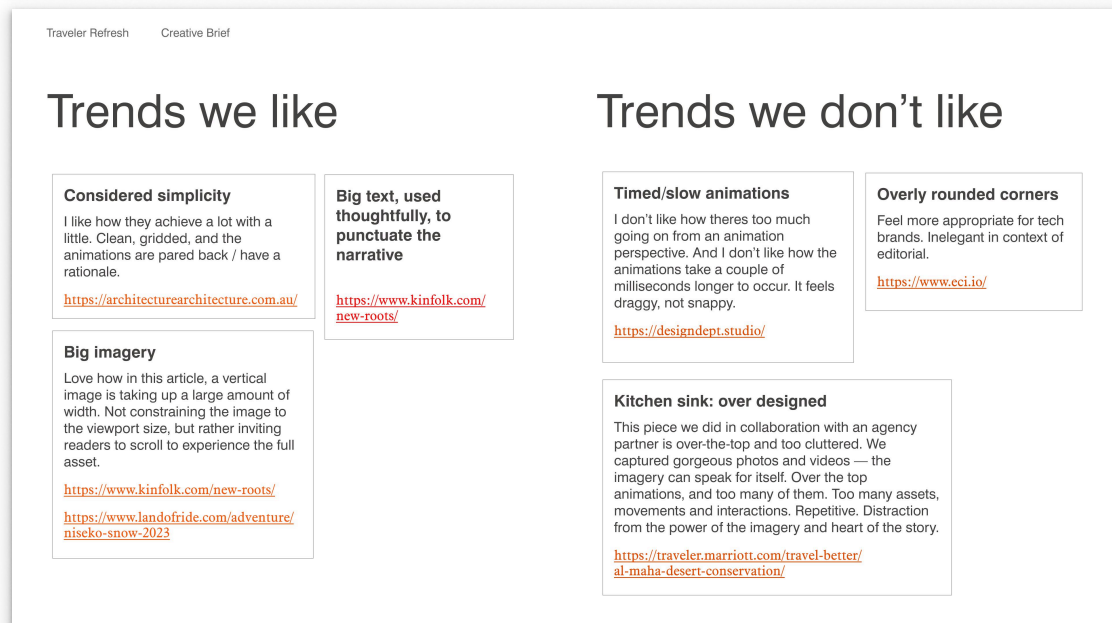
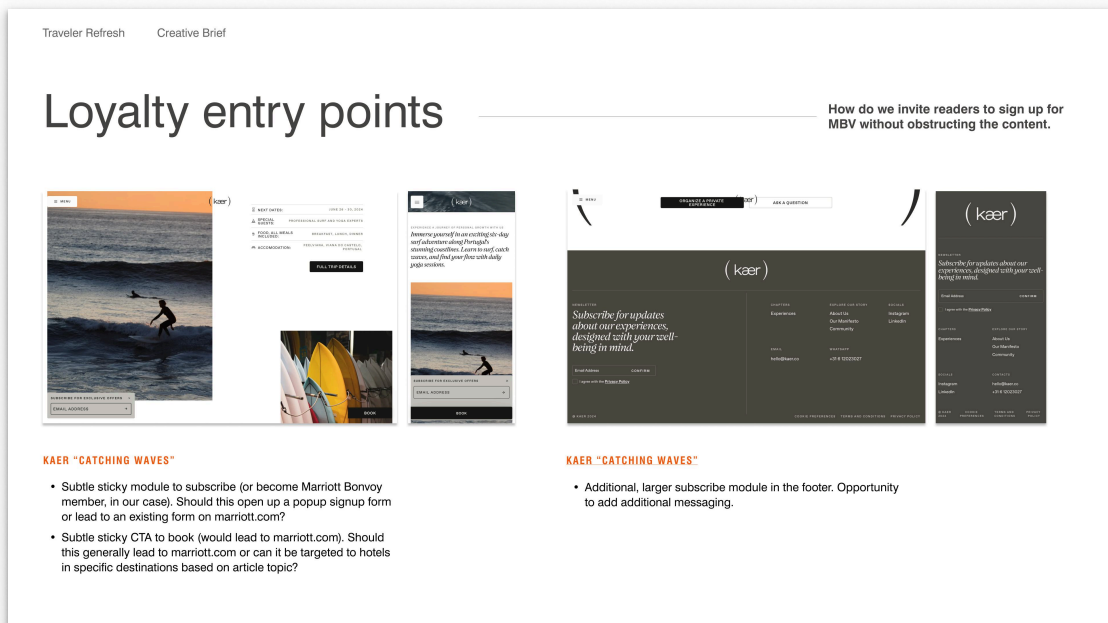
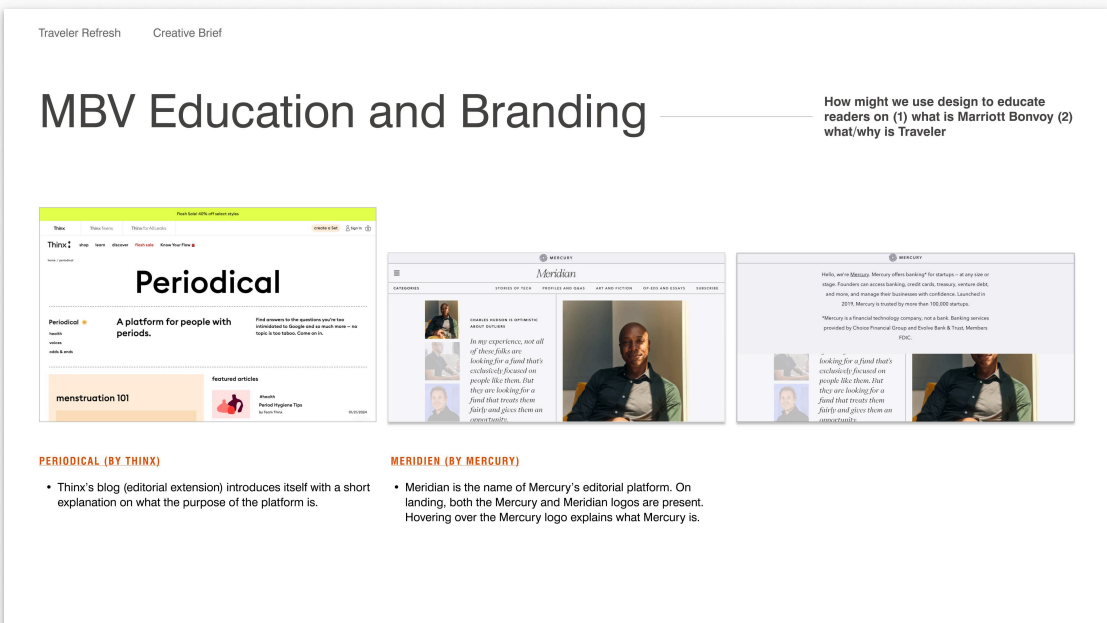
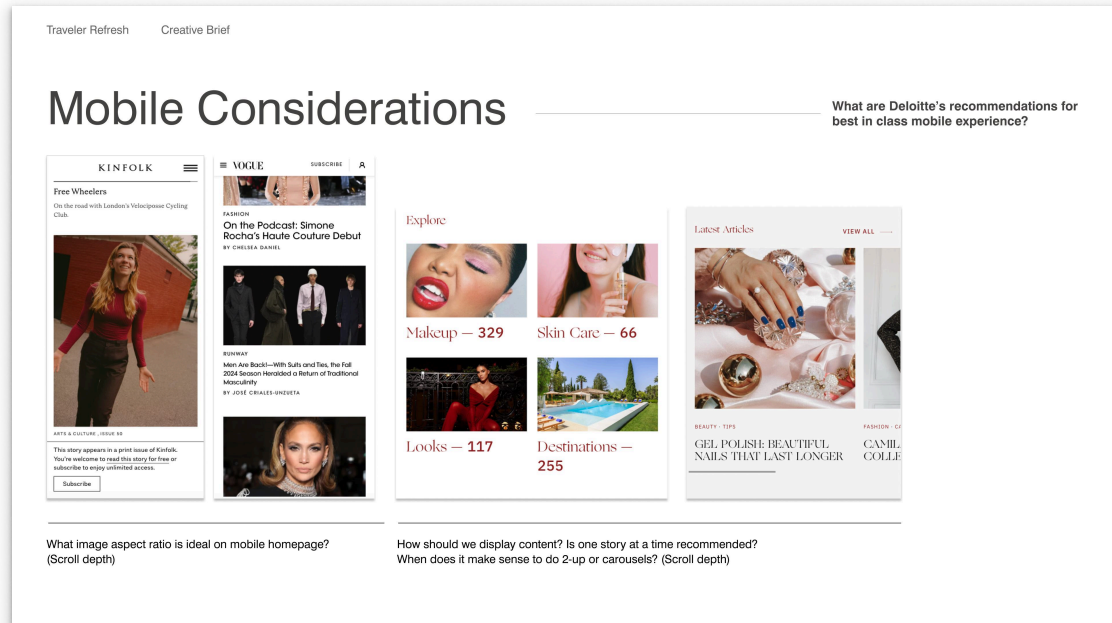
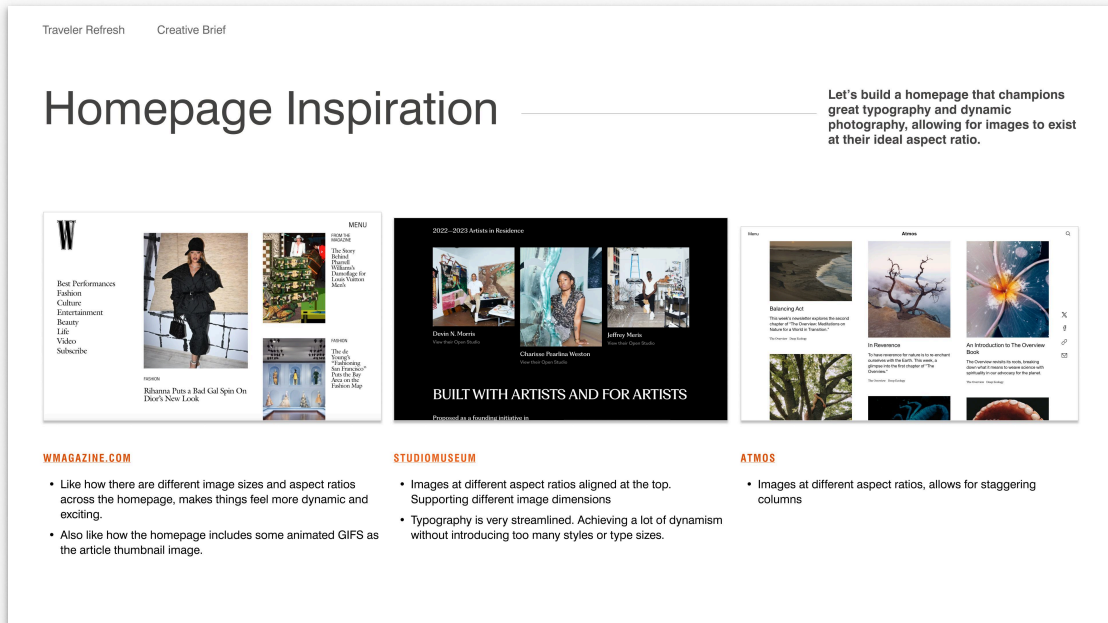
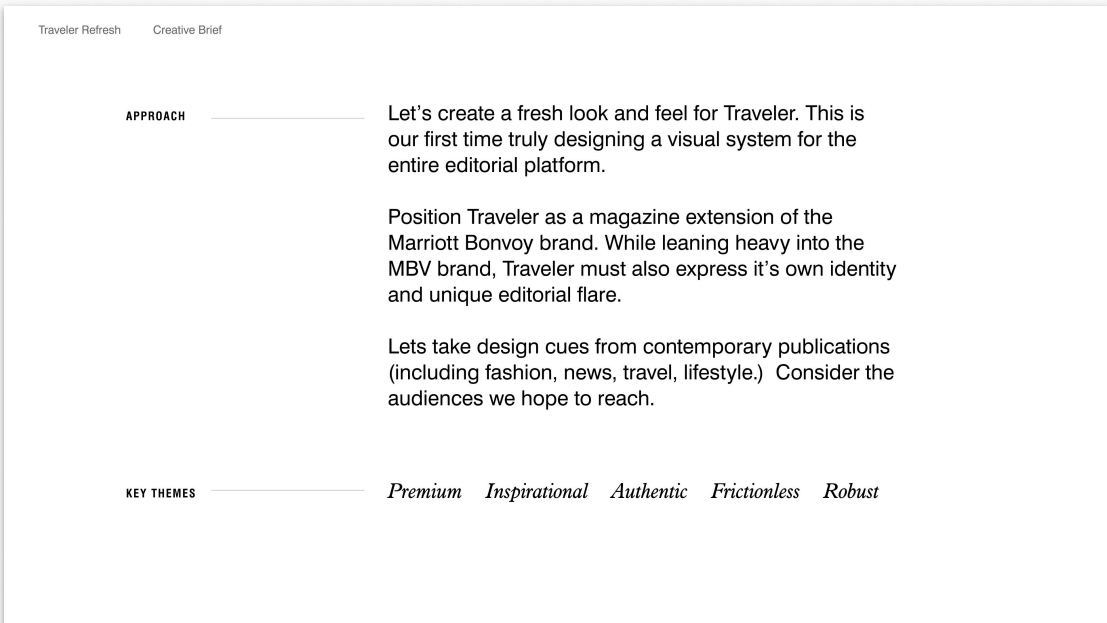
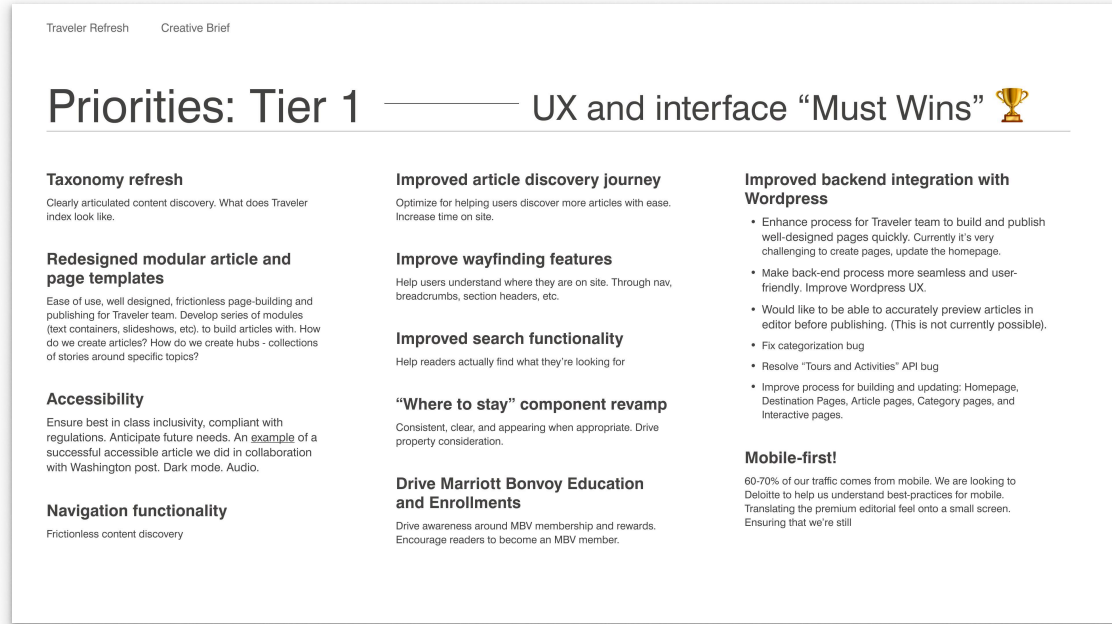
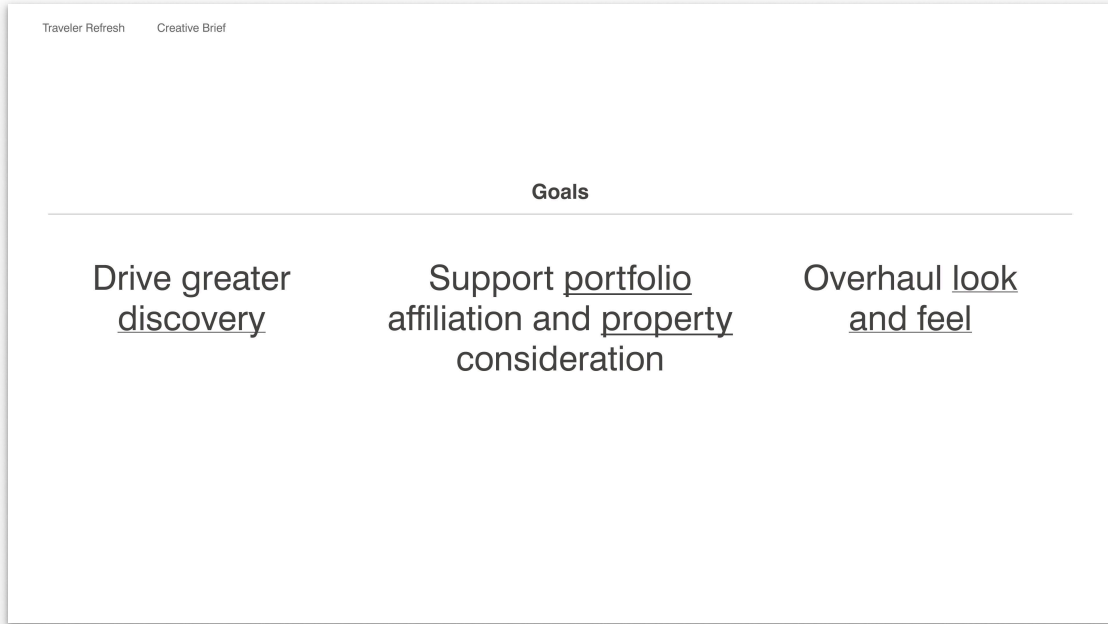


Goals

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.



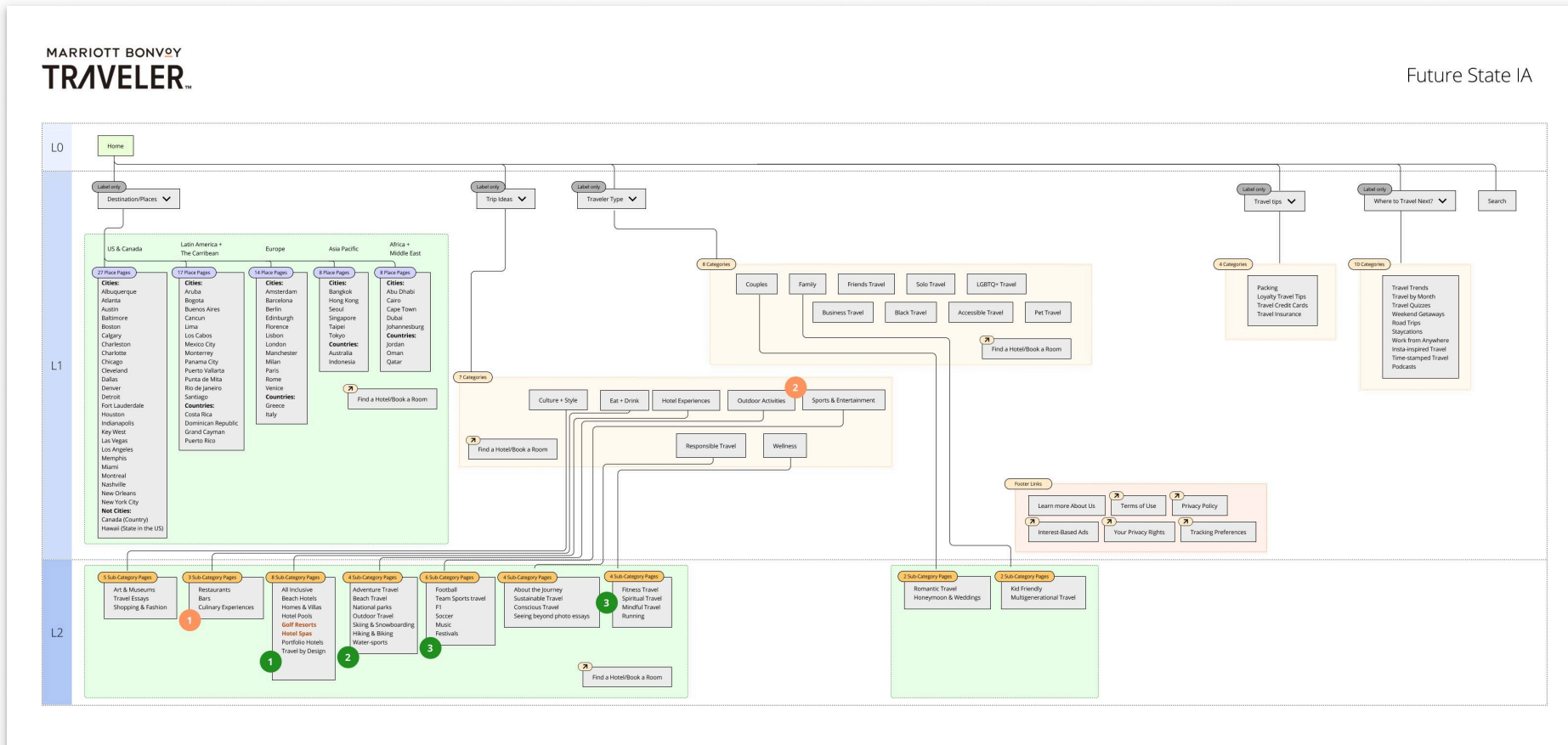
Content & UX Strategy

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.

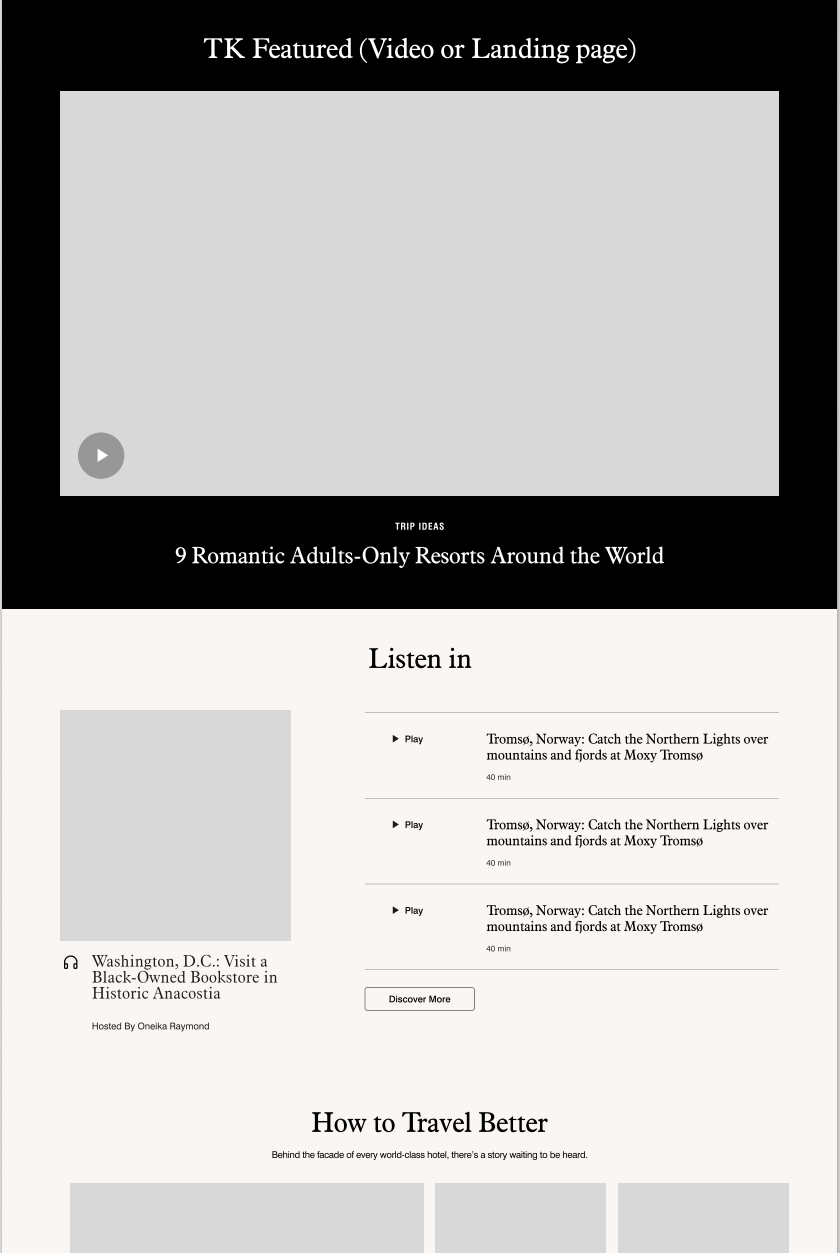
Steps:

- 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

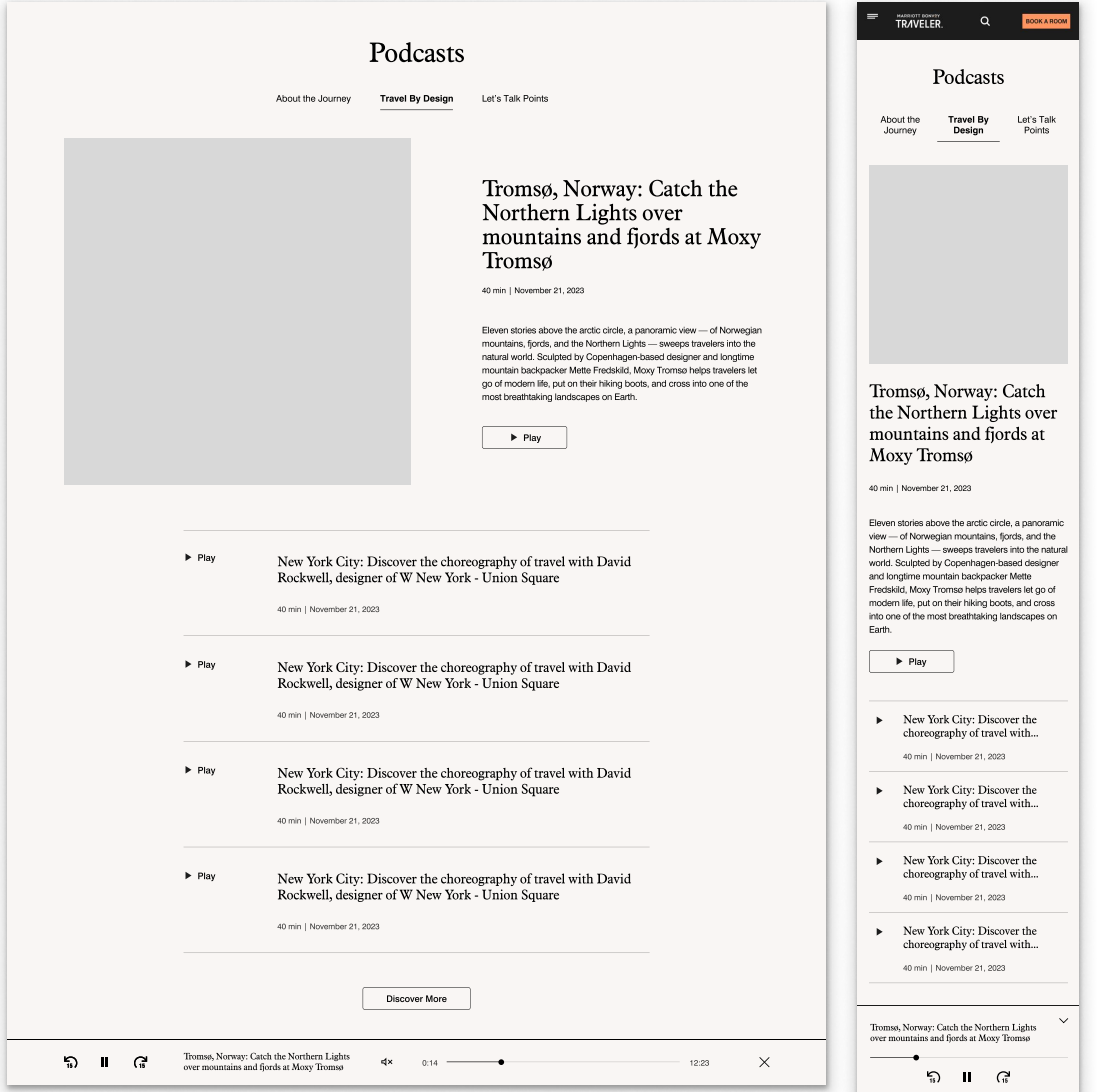
SITE MAP



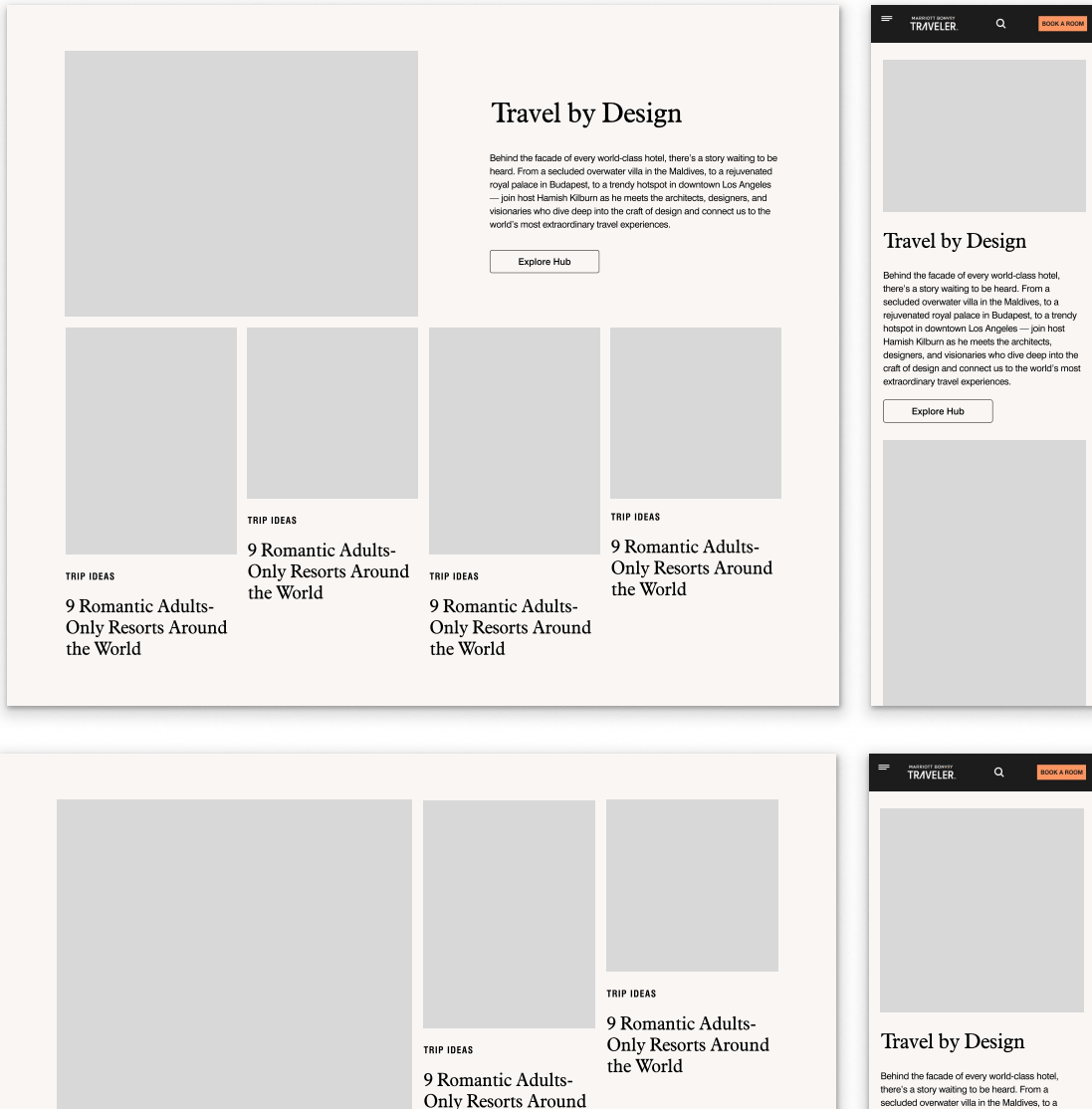
HOMEPAGE



PODCAST PAGE



CATEGORY SECTIONS

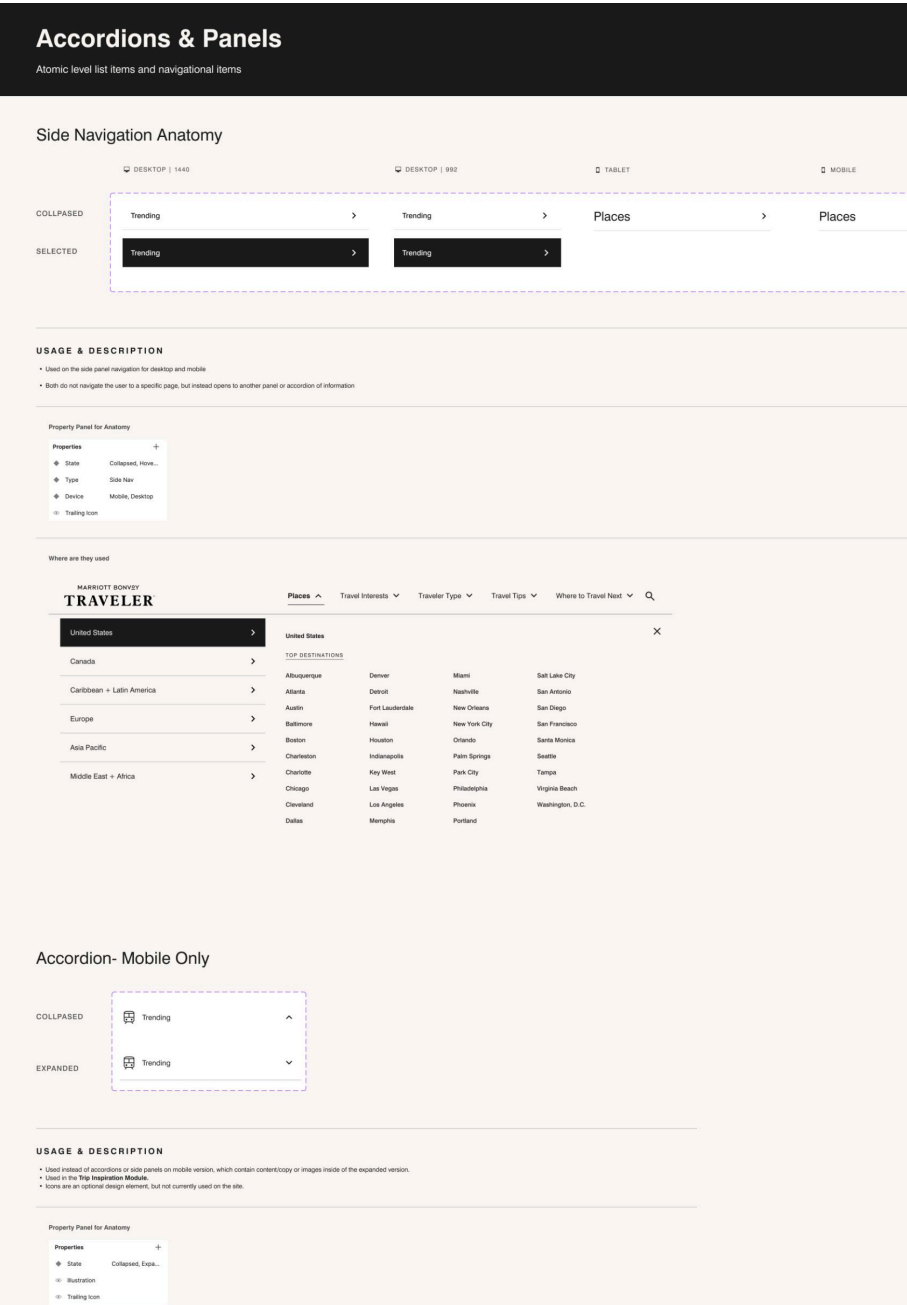
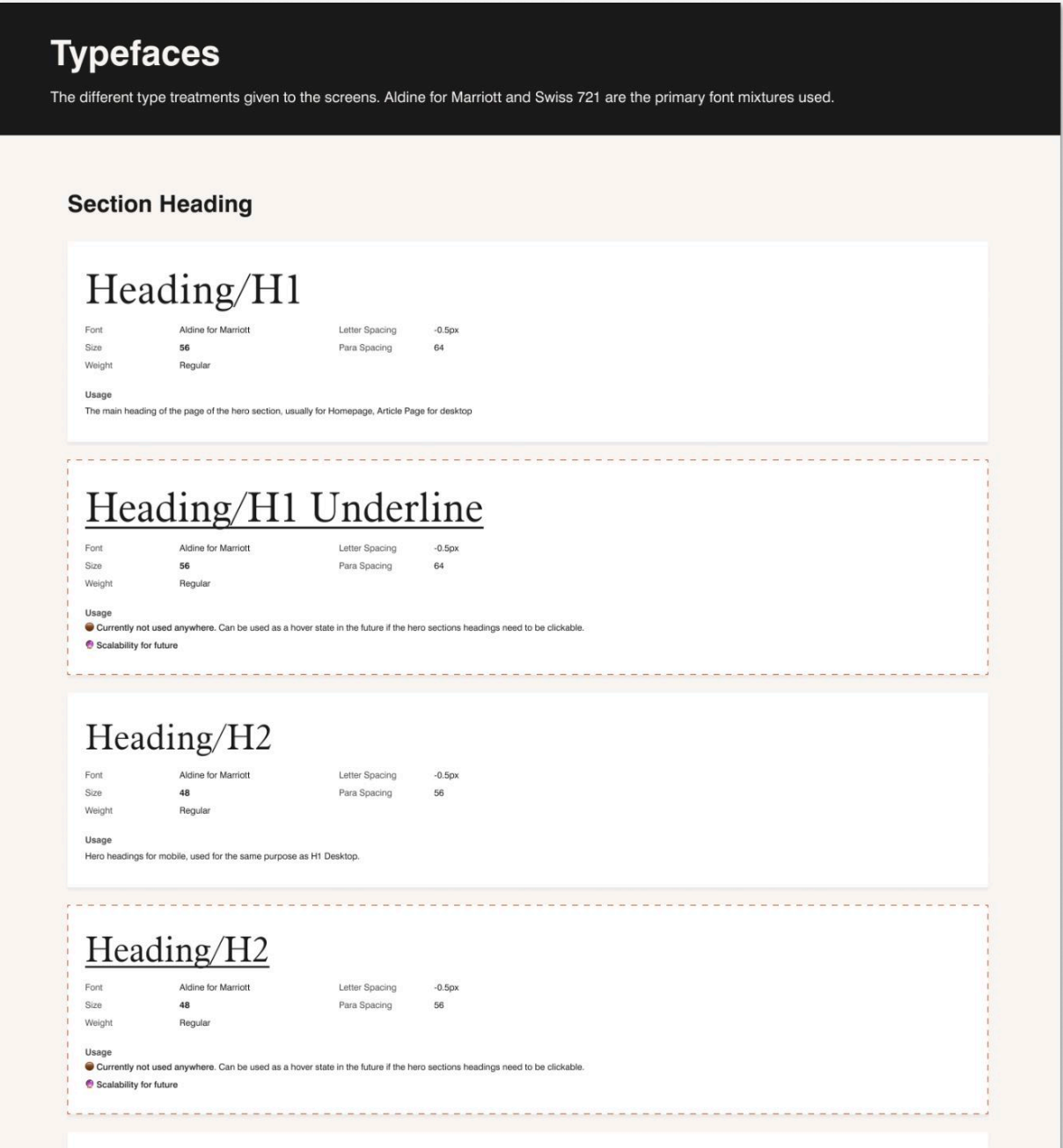
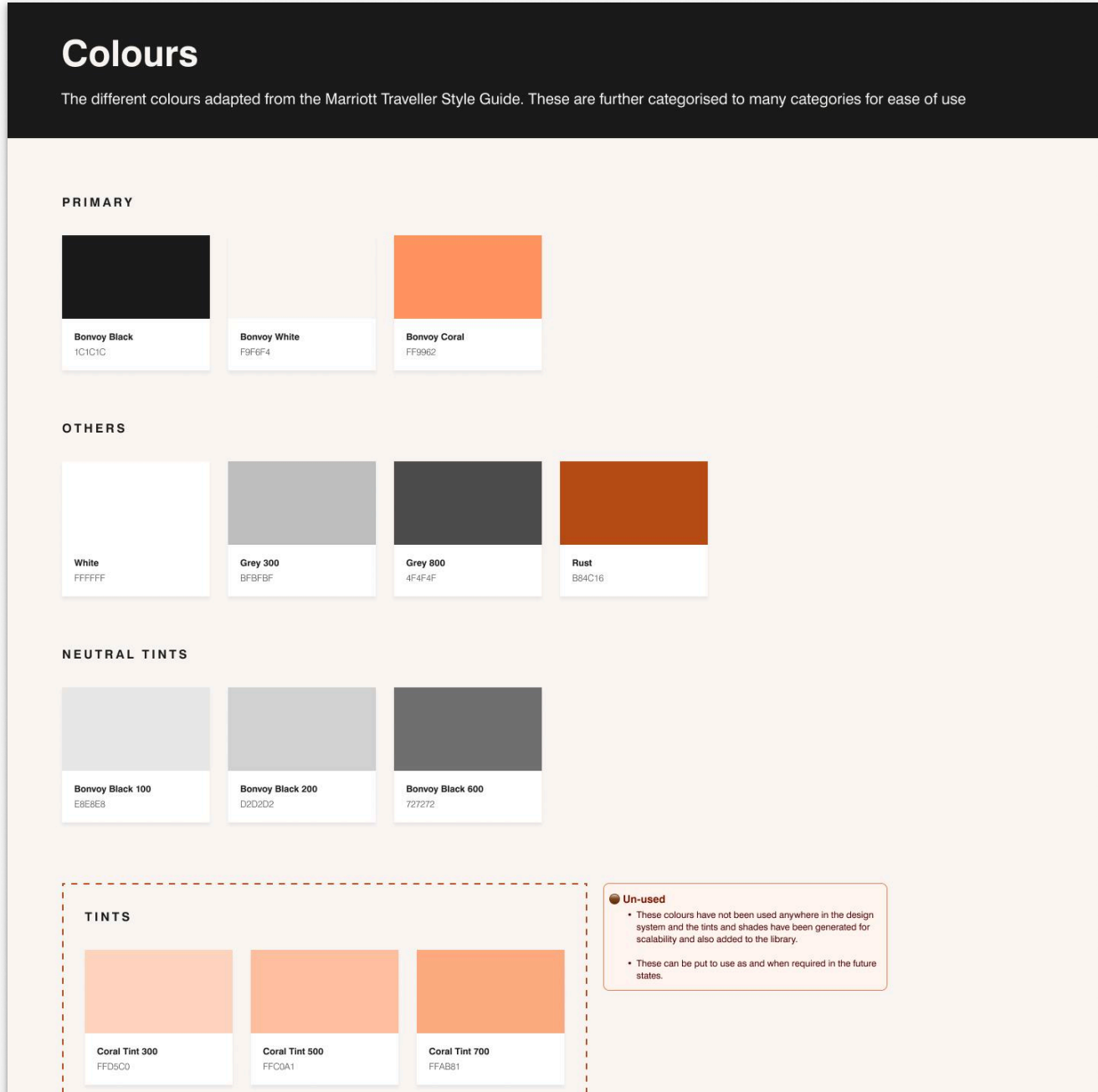
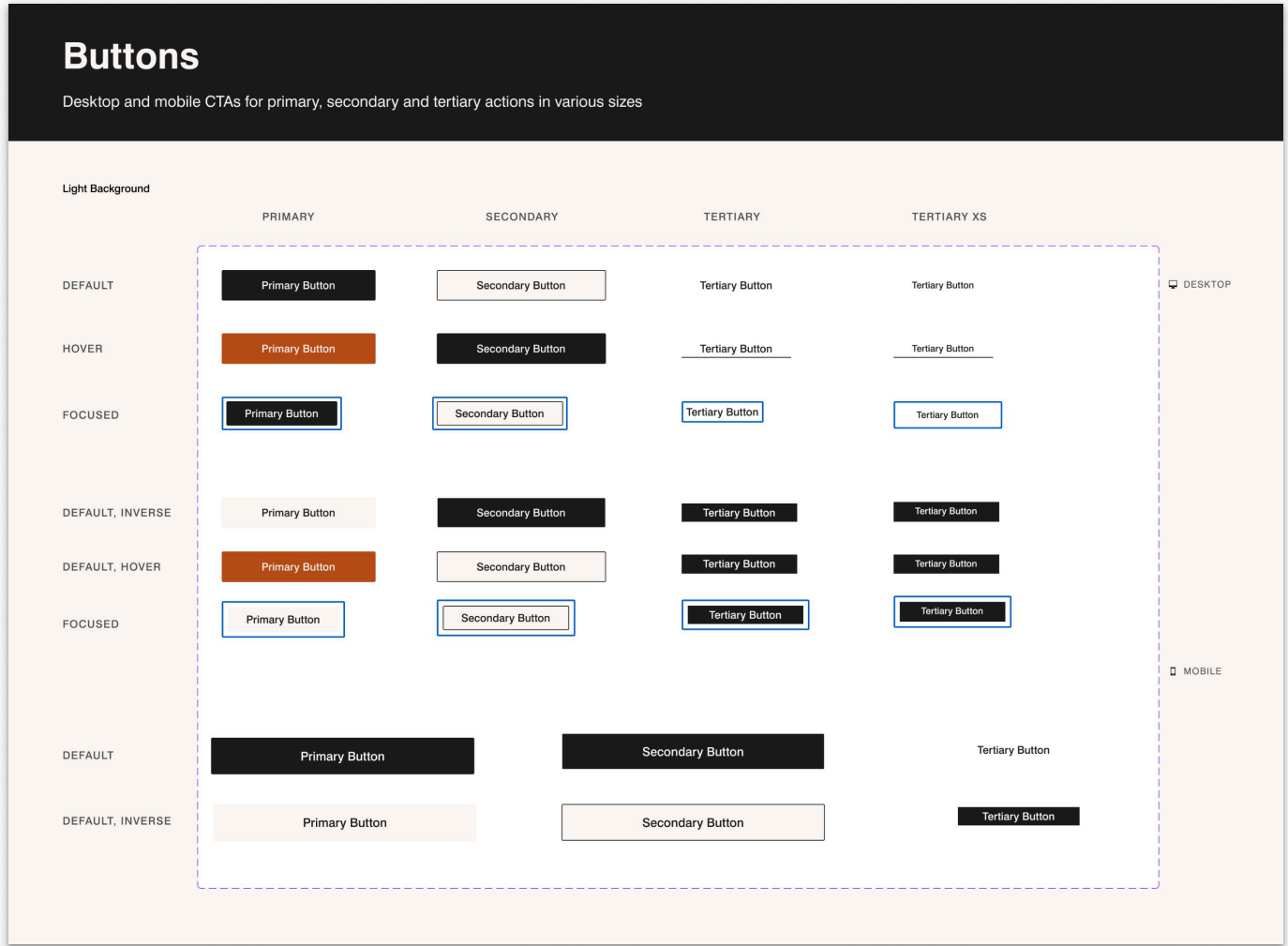


Developing a New Design System

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



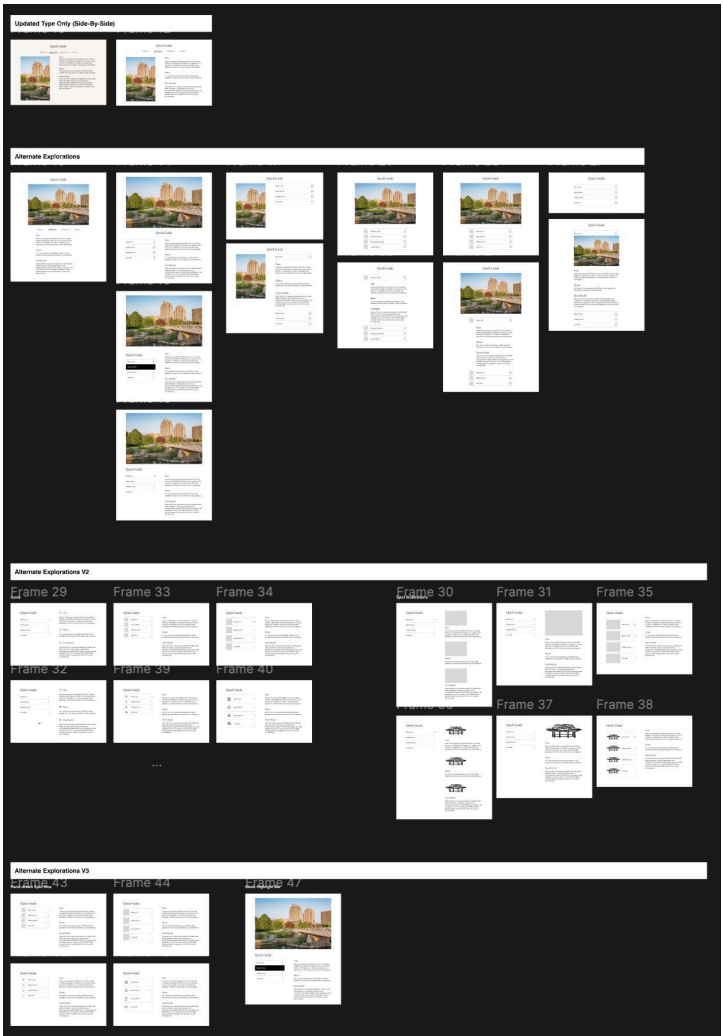
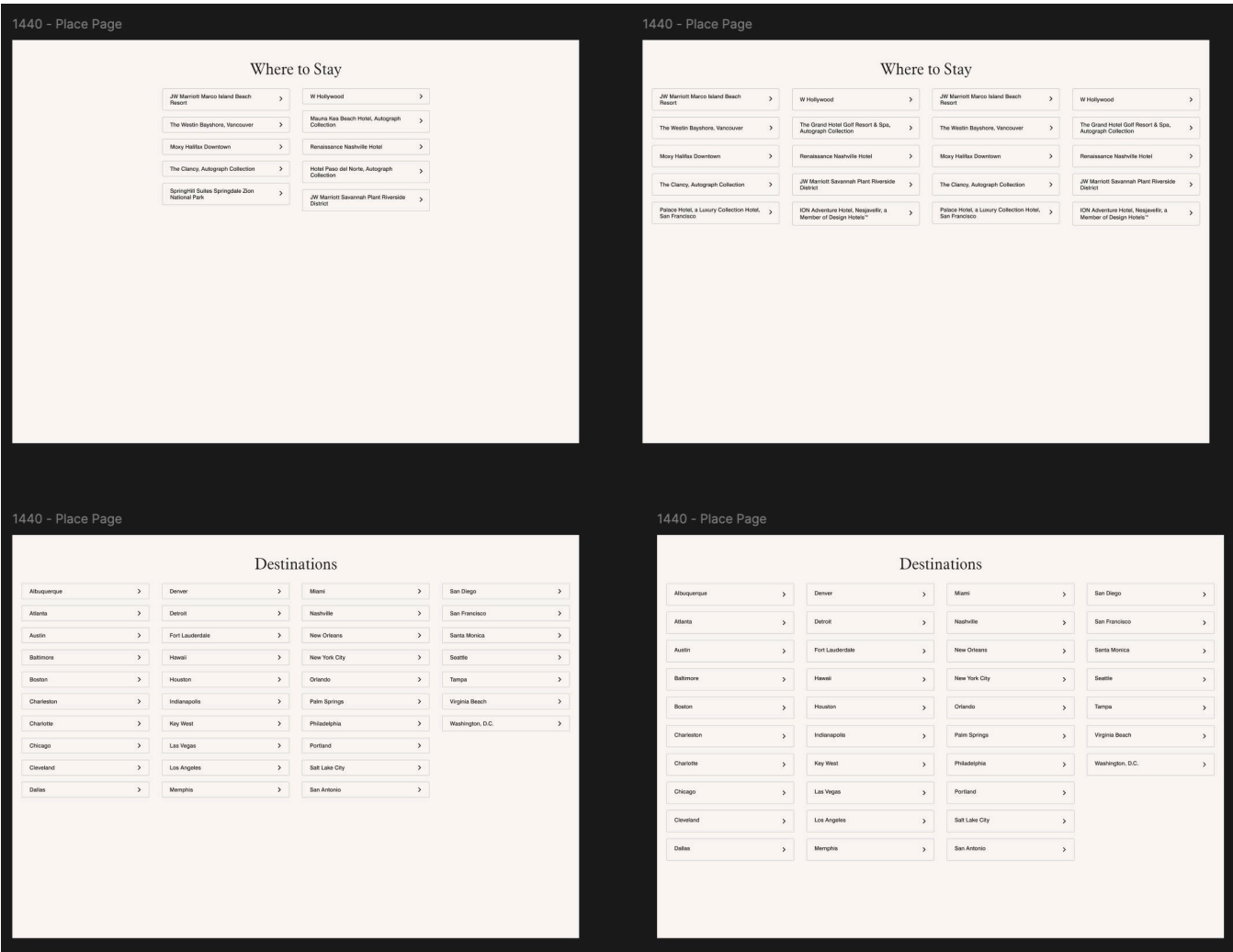
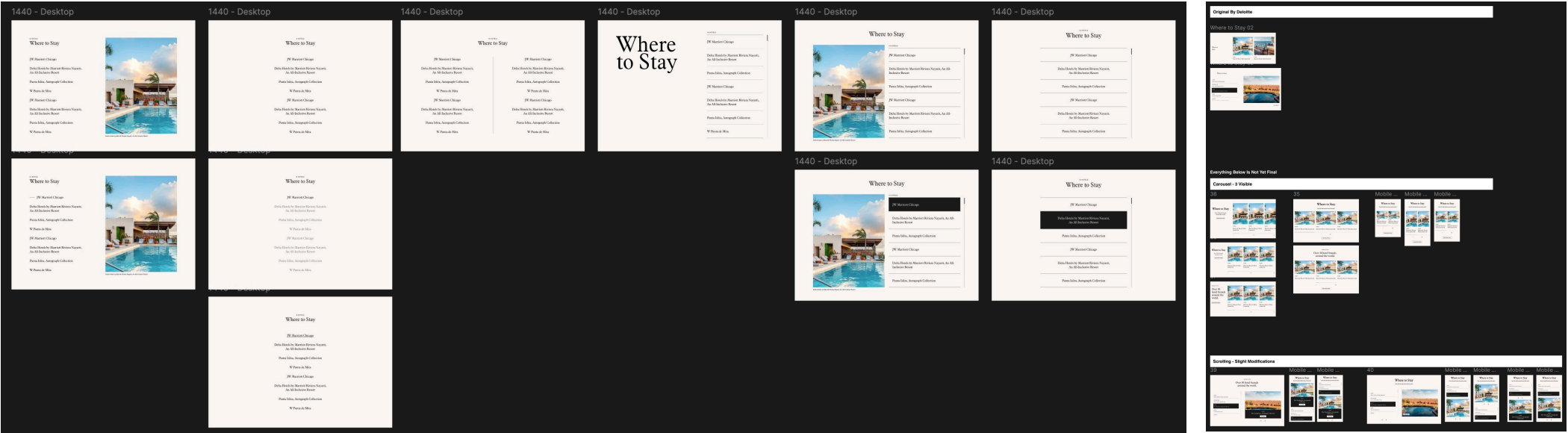
Iteration & Feedback

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

