

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- Outdated navigation and search tools hinder content discovery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

The collage consists of several screenshots from the Marriott Bonvoy Traveler website, highlighting various user interface and content delivery challenges:

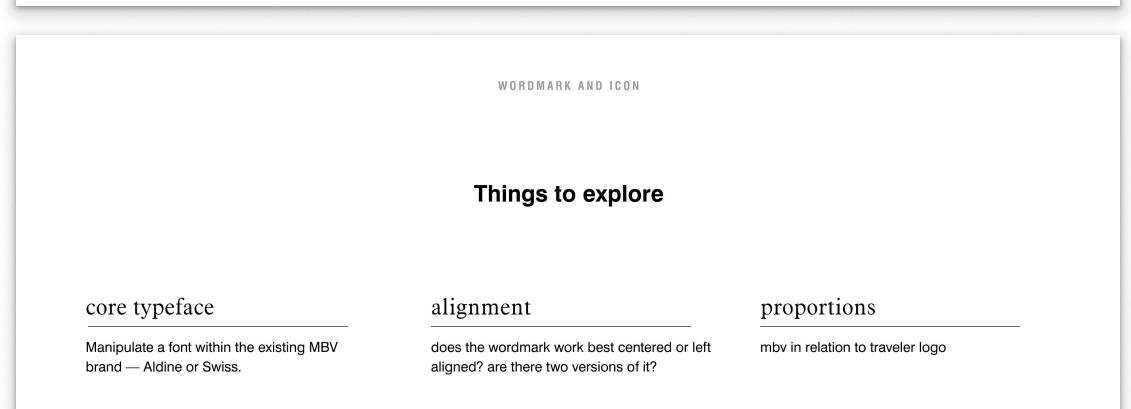
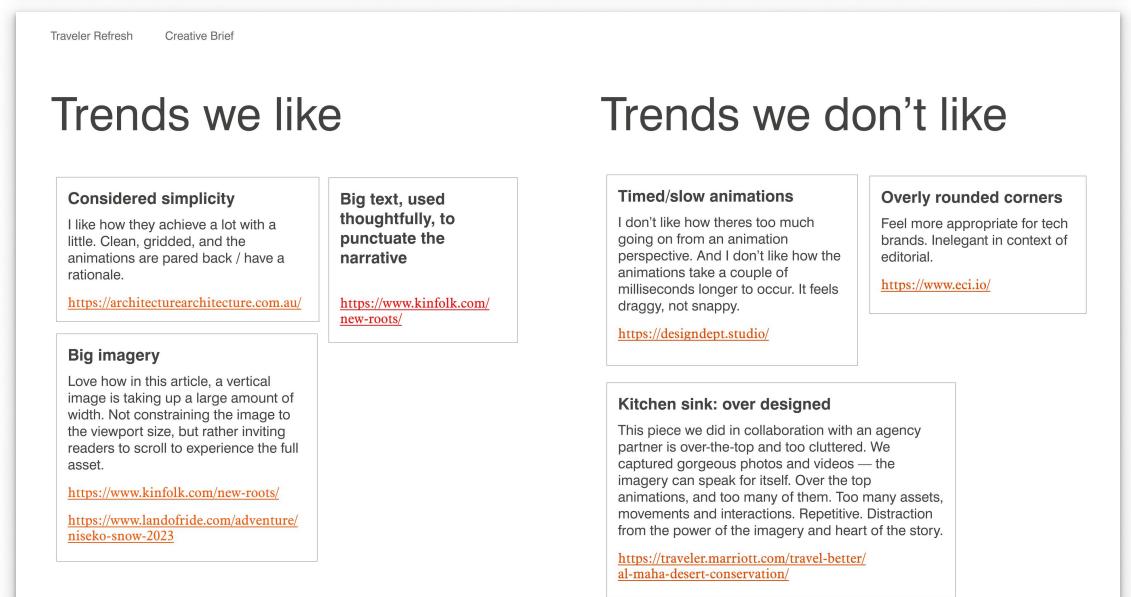
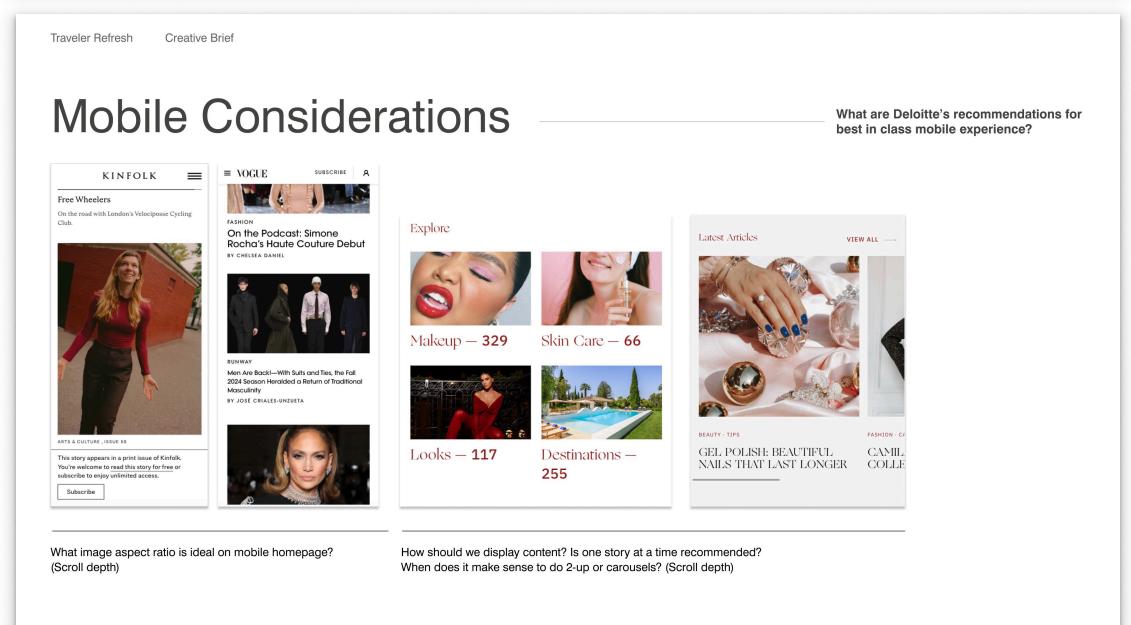
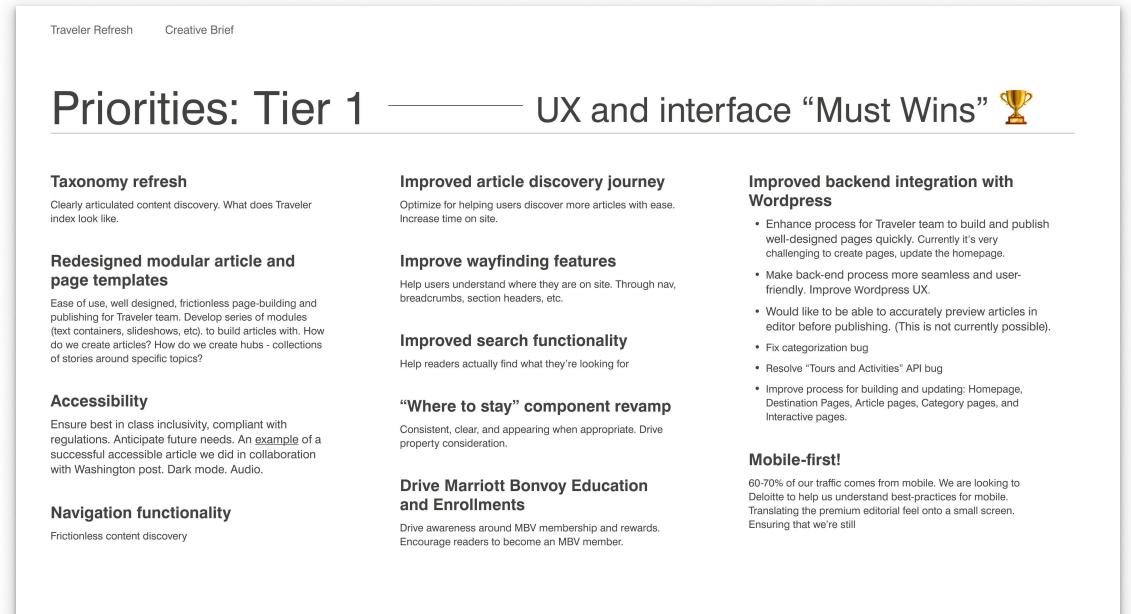
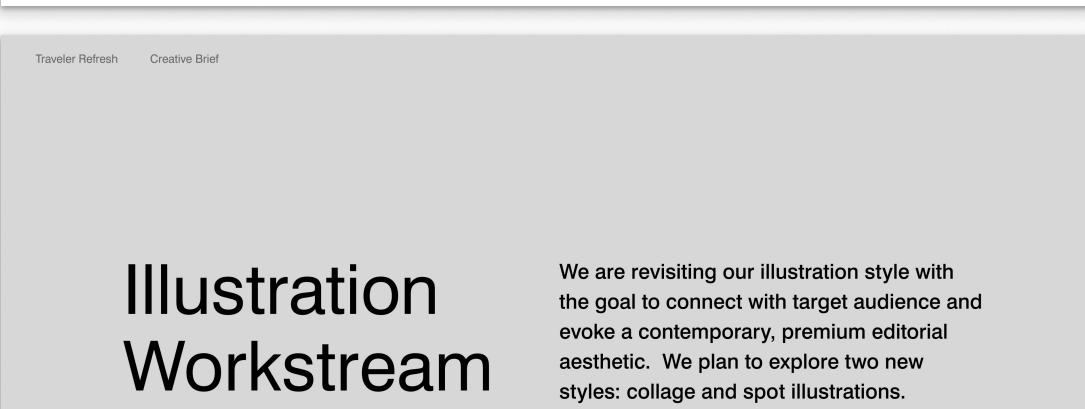
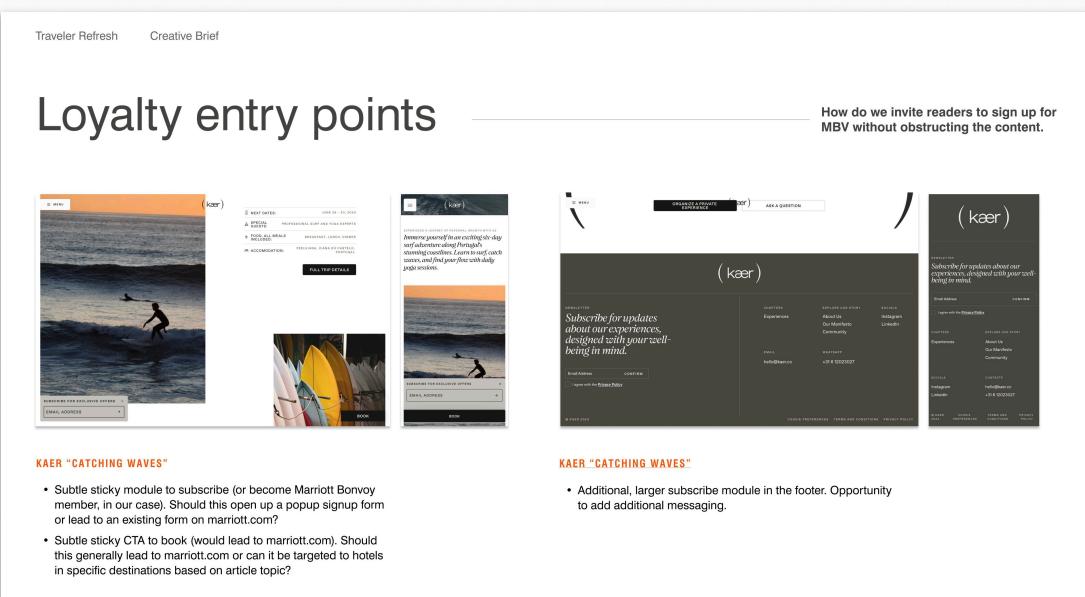
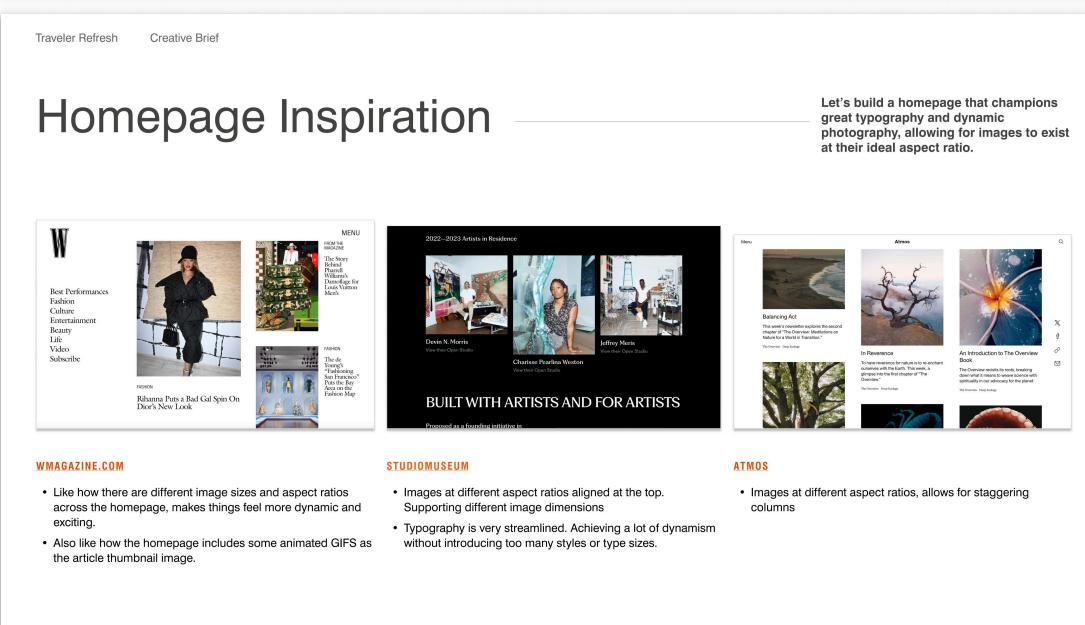
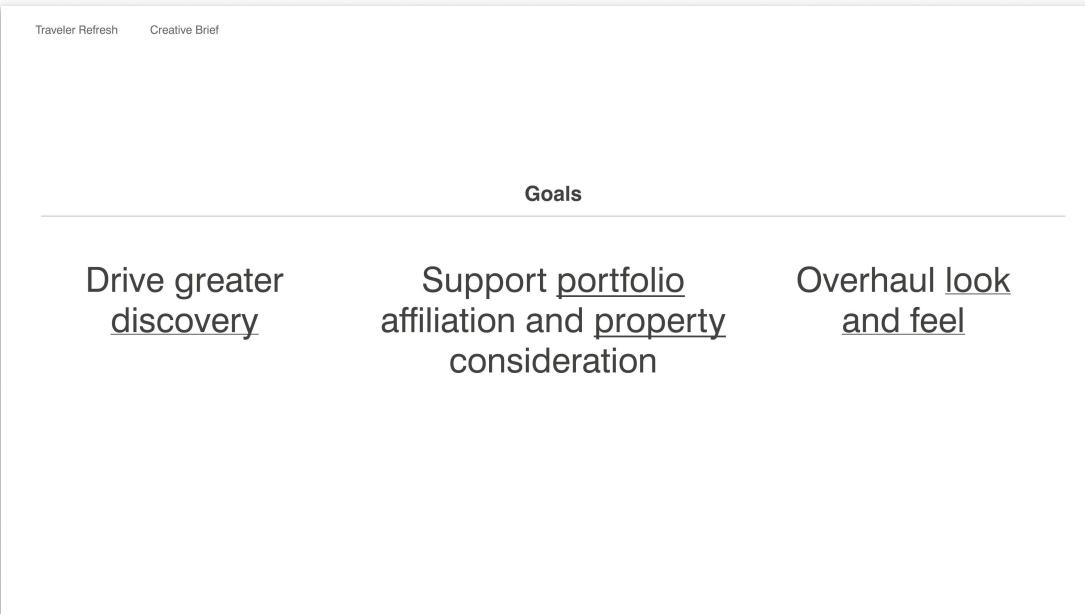
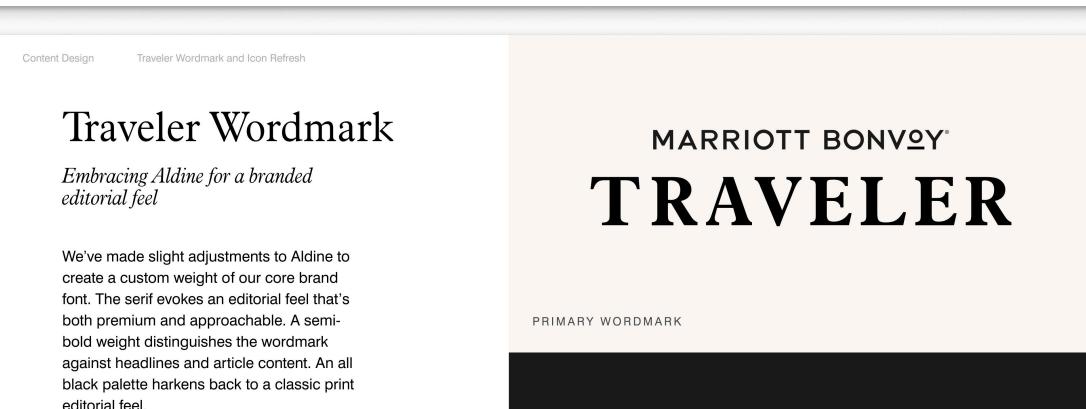
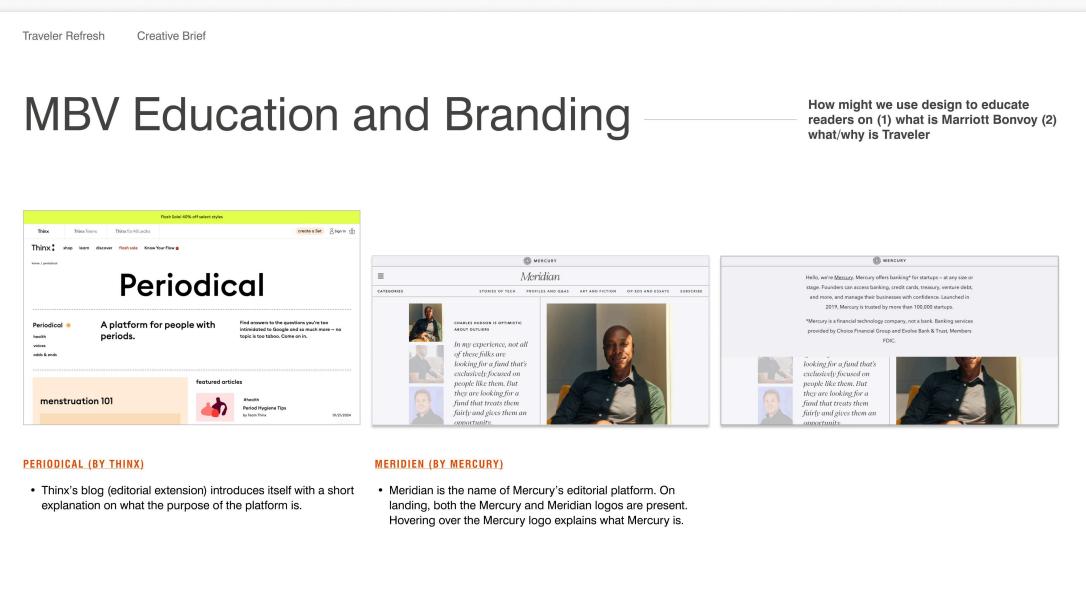
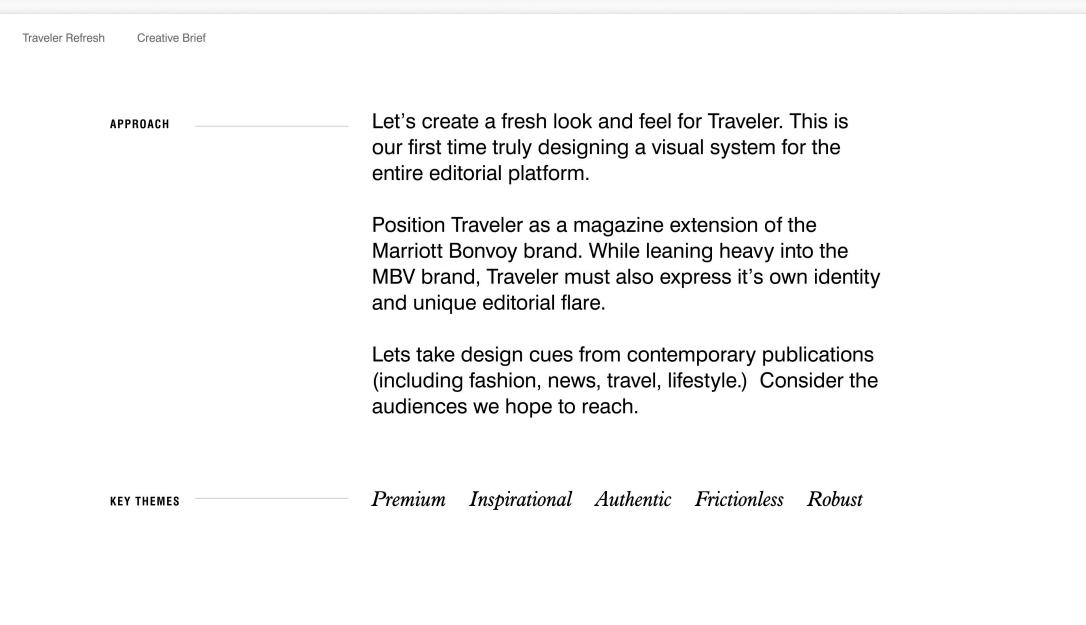
- Top Left:** A screenshot of the homepage featuring a large image of a building and the headline "6 Stunning Hotels in Europe You'll Want to Plan a Road Trip Around". The interface is cluttered with navigation links like "BOOK A ROOM", "OTHER MAGAZINES", and "PLACES".
- Top Right:** A screenshot of a "WHERE TO STAY" section showing a list of hotel options in New York City, such as JW Marriott Essex House New York and The Ritz-Carlton New York Central Park.
- Middle Left:** A screenshot of a "HOW TO TRAVEL BETTER" section with articles like "Finding the Soul of Kyoto in a Tea Cup" and "Travel Pono in Hawaii: How to Respectfully and Responsibly Visit the Islands".
- Middle Center:** A screenshot of a "ROAD TRIPS" section featuring a video thumbnail for "The Power of Travel | Finding Yourself in Community".
- Bottom Left:** A screenshot of a "RECOMMENDED FOR YOU" section with articles like "Road Trips: Soak Up the Sun on 5 Marvelous Mediterranean Road Trips" and "Electric Vehicle Road Trips: What to Know and Where to Go".
- Bottom Right:** A screenshot of a "QUICK GUIDE" section with icons for "WHEN TO GO", "NEED TO KNOW", "GETTING AROUND", and "LOCAL INTEL". It includes travel tips and information about local landmarks like the Empire State Building and Times Square.

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.



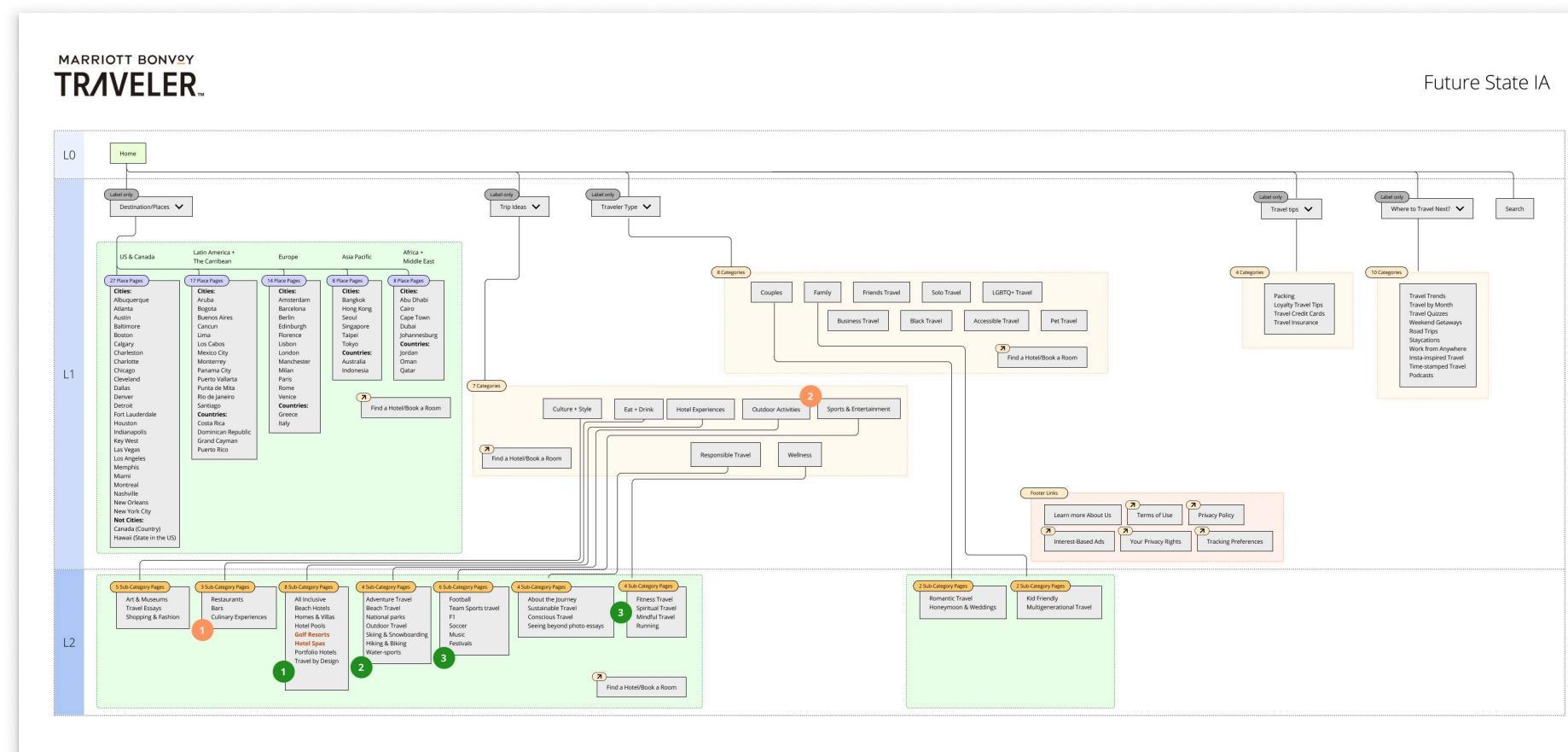
Content & UX Strategy

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.

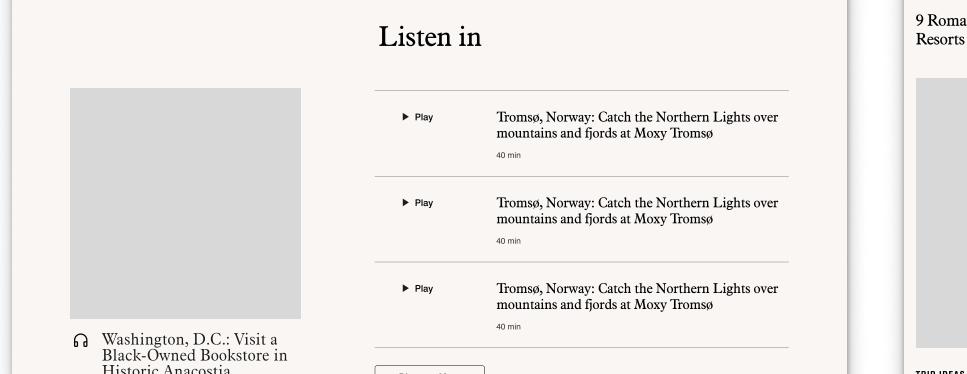
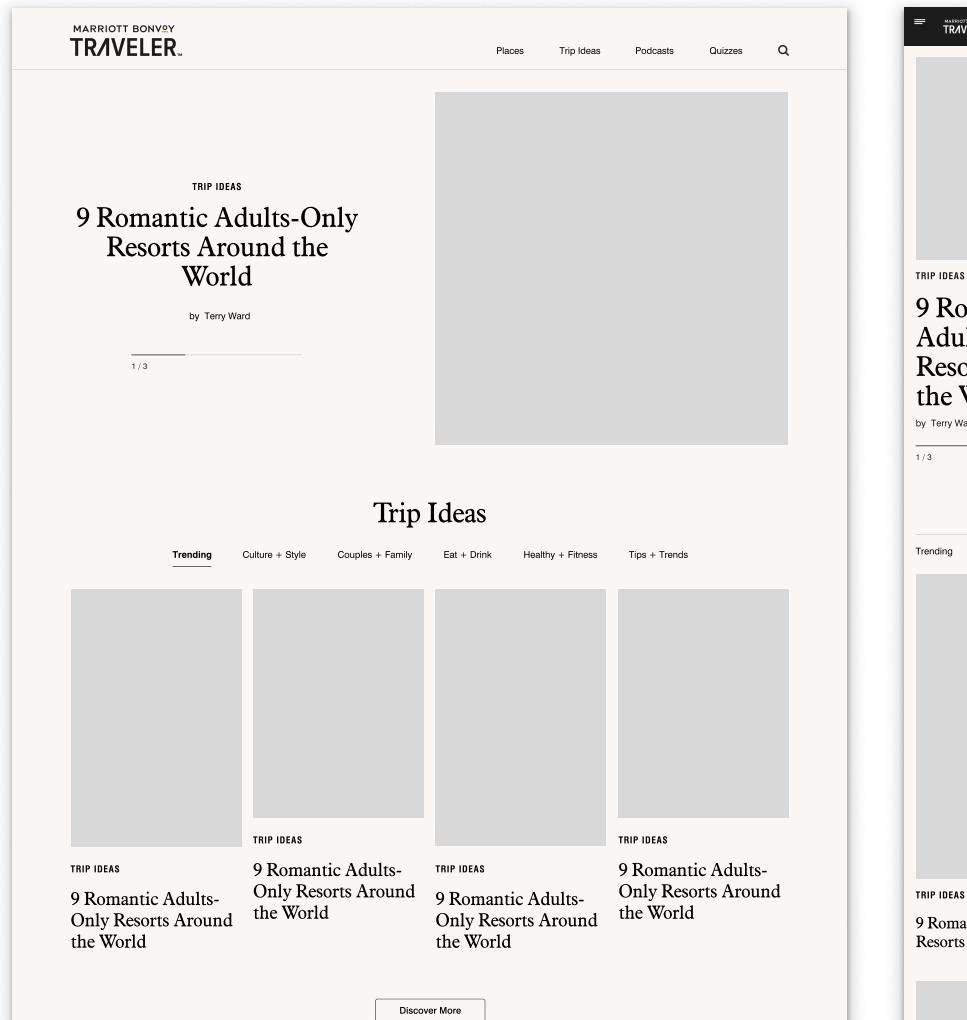
Steps:

- 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

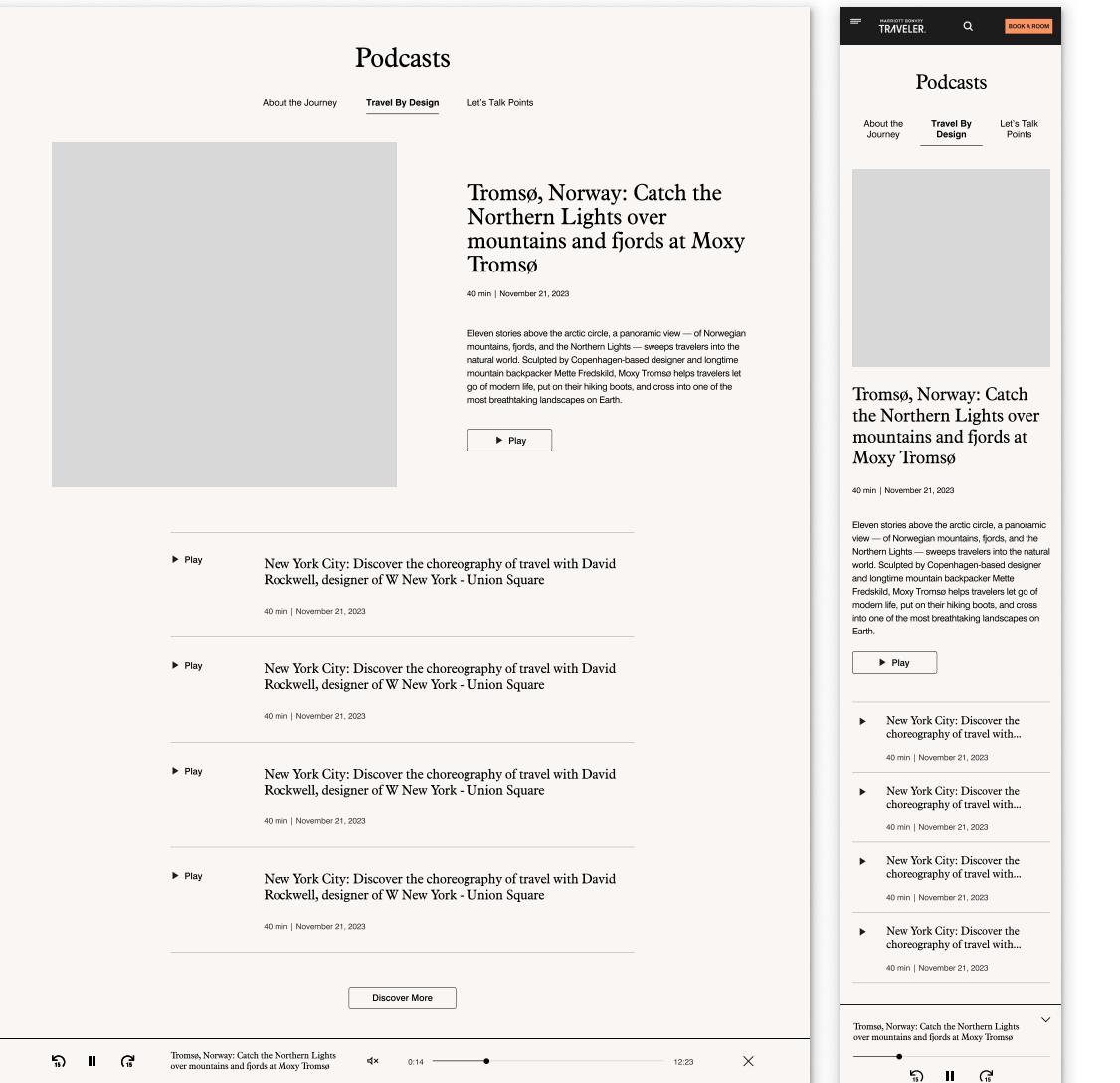
SITE MAP



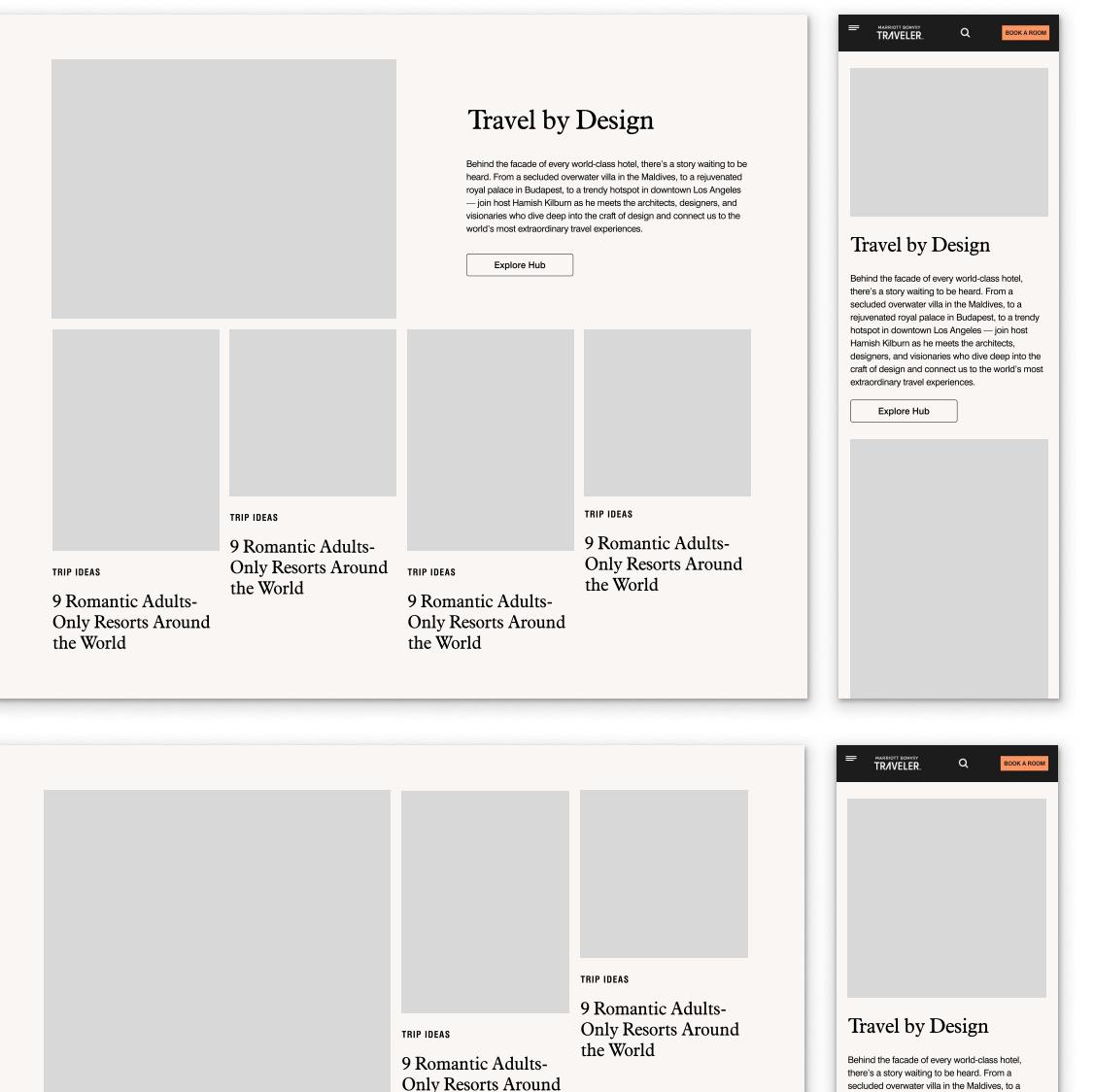
Homepage



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

The image displays a grid of design system components, each with a detailed description and visual examples:

- Buttons**: Desktop and mobile CTA components for primary, secondary, and tertiary actions in various sizes (Default, Hover, Focused, Default, Inverse, Default, Hover, Focused, Default, Inverse).
- Grids**: Grid structure for three breakpoints: XL - 12 Column - 1920 Desktop, Large - 12 Column - 1440 Desktop, and Large - 12 Column - 1440 Desktop (with a note about 24px spacing between columns).
- Colours**: Primary colors (Bonvoy Black, Bonvoy White, Bonvoy Coral) and other colors (White, Grey 300, Grey 800, Rust) with their corresponding hex codes.
- Typefaces**: Section Heading, Heading/H1, Heading/H1 Underline, Heading/H2, and Heading/H2 Underline, each with font details (Font: Aldine for Marriott, Size: 56, Weight: Regular, Letter Spacing: -0.5px, Para Spacing: 64), usage notes, and a 'Un-used' section.
- Accordions & Panels**: Side navigation anatomy and an accordion panel for 'Trending'.

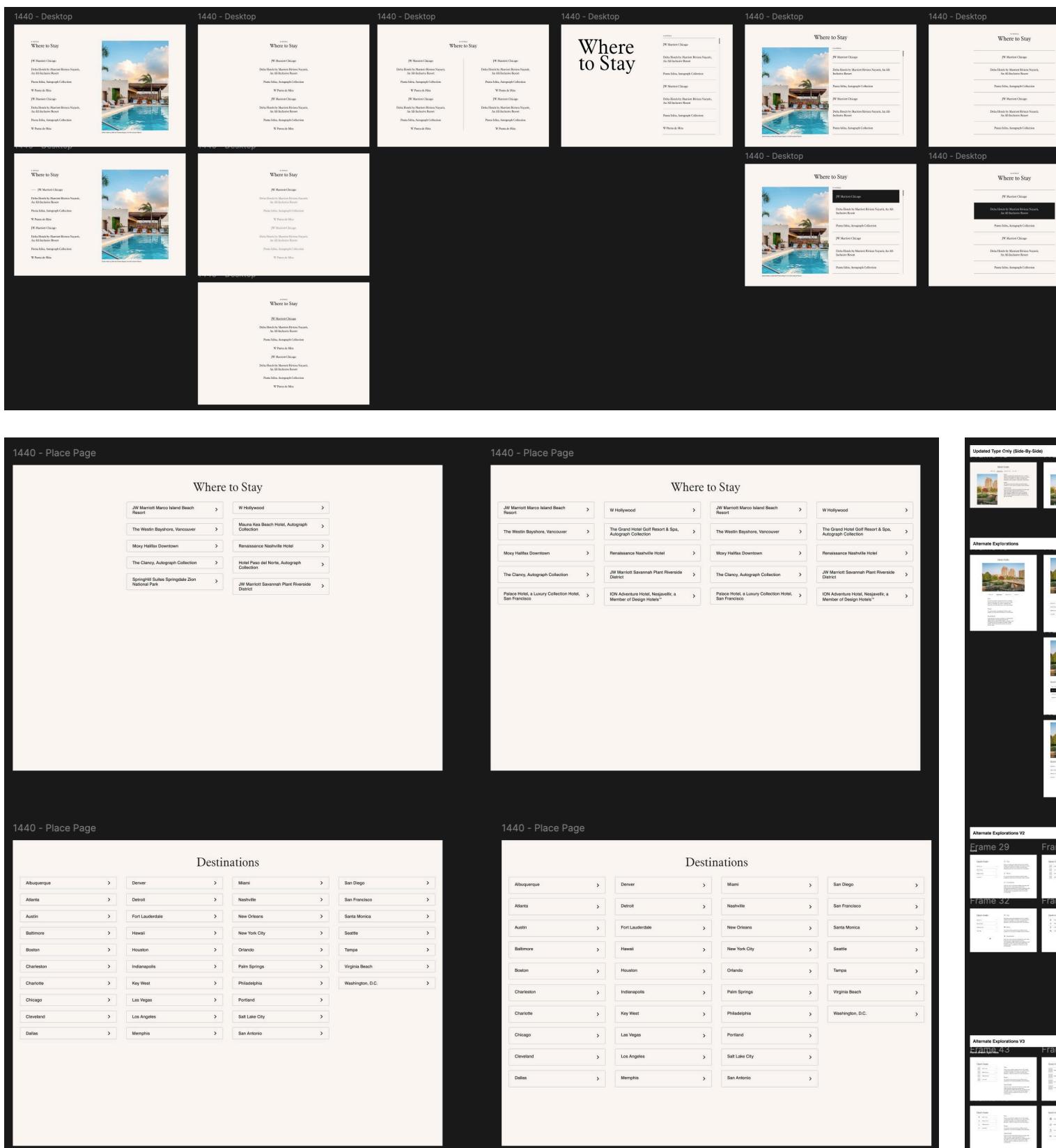
Iteration & Feedback

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

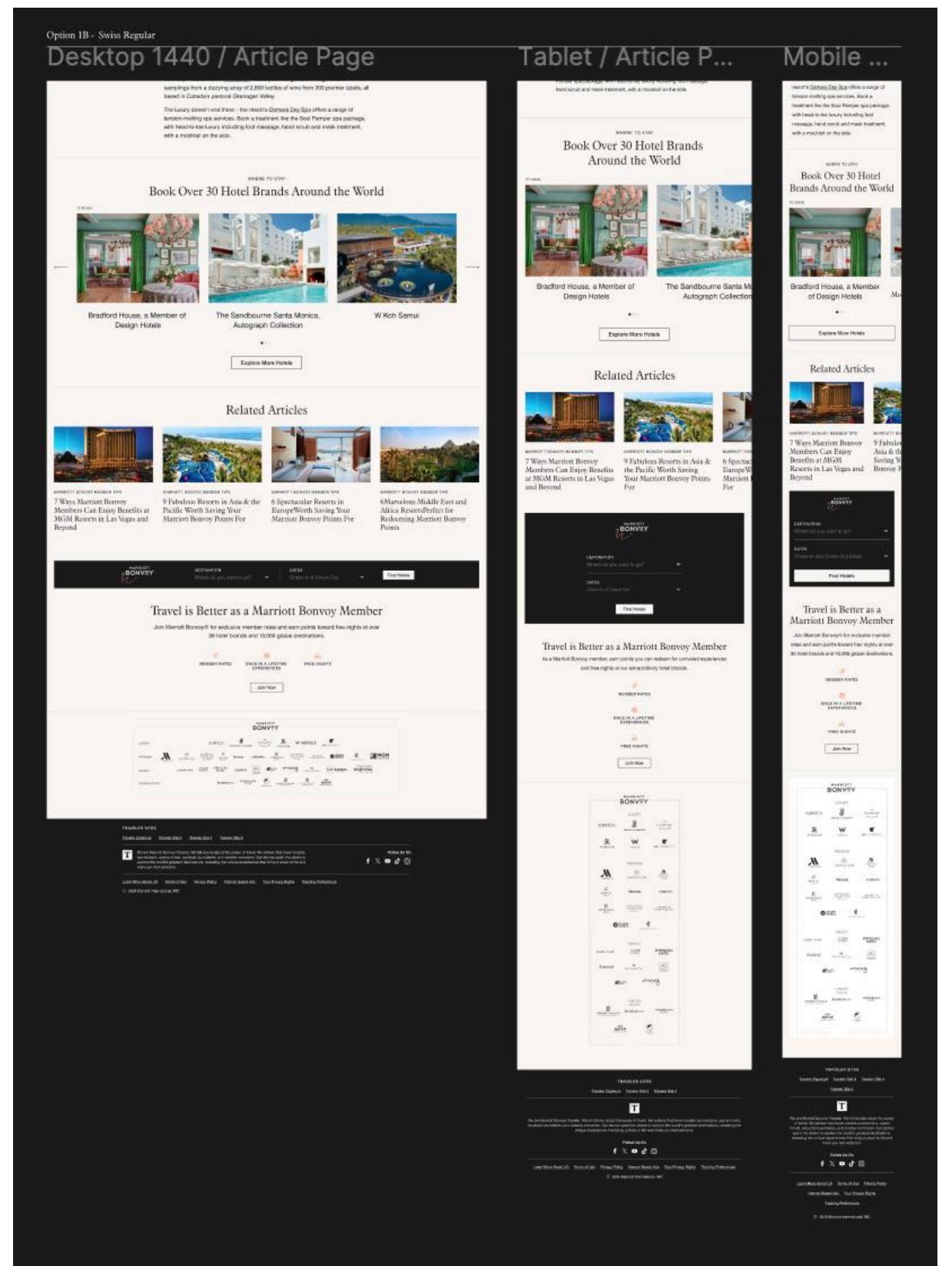
Example – Where to Stay Module:

- 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.

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