

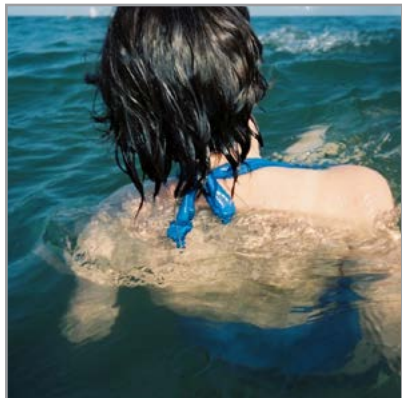
# Meine TUI App Landing Page

Visual Design Documentation



VERSION 1.0  
DATE Oct. 7, 2013

AUTHORS Jacky Adelstein, UX Designer  
Justin Hamacher, Director of UX



ABOUT THE BOOK

The process book outlines our visual research, inspiration, ideation, interaction exploration and design process for the Meine-TUI app marketing package. Aditi holds design research and user research as core components of our UX process and attempts to undertake associated activities whenever possible. Here you will find a capture of many of the activities that take place behind the scenes.



## APP REVIEW

In order to design a marketing package for the Meine-TUI app, we conducted a study of the app's user content, user interface and overall visual design. Understanding the product is important so that the visual design of the marketing works in conjunction with the product. A thorough review aids not only our designers but all team members which will touch the system.

BELL

4:21 PM

22%

≡

Holiday countdown

I'm off  
to Tenerife in

24

Days

08

Hours

38

Minutes

41

Seconds

Share my countdown

BELL

4:21 PM

22%

≡

Booking summary

Days to go:

24

Booking reference number:

1234/12345678

Please quote this number when you contact us with any questions.

Lead passenger:

Peter Pan

Your party:

Petra Pan, Joe Bloggs, Jane Bloggs,  
Dave Smith, Juklie Smith

Monday 28. January 2013

London  
to Tenerife

London Gatwick (LGW), North Terminal  
to Tenerife-South (TFS)

BELL

4:21 PM

22%

←


Weather

Tenerife forecast

Today

19°C


12°C



Tuesday

20°C


12°C



Wednesday

19°C


9°C



Thursday

22°C


12°C



Friday

21°C


11°C



Saturday

19°C

8°C





BELL

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Meet your rep

TUI welcome



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BELL

4:21 PM

22%

←

Excursions

Tenerife

With TUI excursions

Excursions available:

5



FULL DAY

Panoramic Teide



BELL

4:21 PM


22%

←


Excursions

Time to explore


With TUI excursions



TENERIFE



IBIZA



THAILAND

ADITI

5



COLOR

HEADLINE COPY  
used for rules  
used for UI elements

1° ACCENT  
used for UI elements

2° ACCENT  
used for UI blocks

UI

Monday 28. January 2013

HALF DAY

08  
Hours

38  
Minutes

41  
Seconds

→

Siam Park

TYPOGRAPHY

Siam Park

Highlights: World Heritage Site, visit the world's largest Gothic cathedral, stroll through the old town, stroll through the Parque Maria Luisa.

IMAGERY



OVERALL LOOK & FEEL

Siam Park

FULL DAY

Share this excursion

Highlights: World Heritage Site, visit the world's largest Gothic cathedral, stroll through the old town, stroll through the Parque Maria Luisa.

NOTES

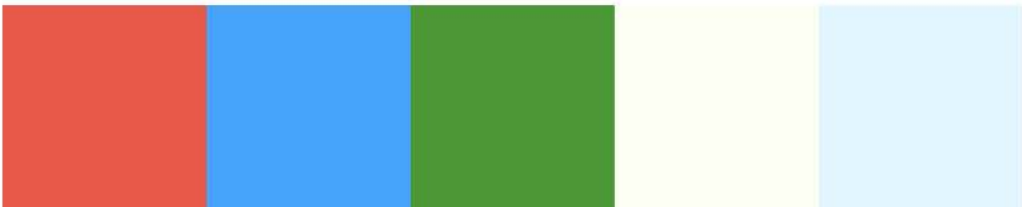
COLOR: White space guides the design. Orange and blue accents are used for visual emphasis. Color is often used in flat blocks.

TYPOGRAPHY: TUI type is sans serif and rounded with a small x-height. Leading is typically 50% for excellent legibility.

IMAGERY: Photography is highly saturated, often colorful and typically has a simplified subject matter. Both experience and documentary type shots are in use.

UI: Flat blue or orange color blocks are used to denote interactive points. Knockouts label buttons and rules are used to organize information.

OVERALL LOOK & FEEL: The App is very crisp and clean with no unnecessary information, making for a pleasant and easy to navigate user experience. Elements are crisp and symbols are rounded, furthering the feeling of "fun + classy." It is noted that there is very little TUI branding once inside the app.



NOTES

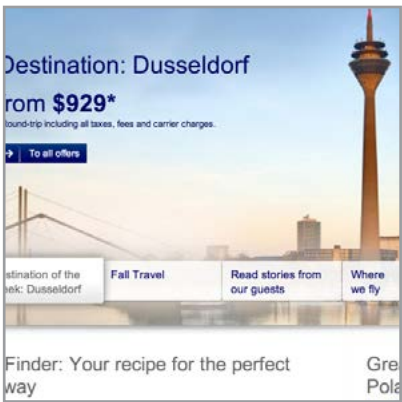
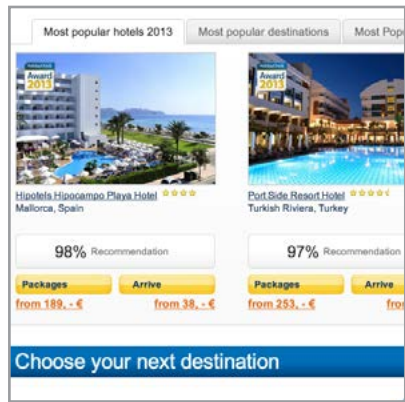
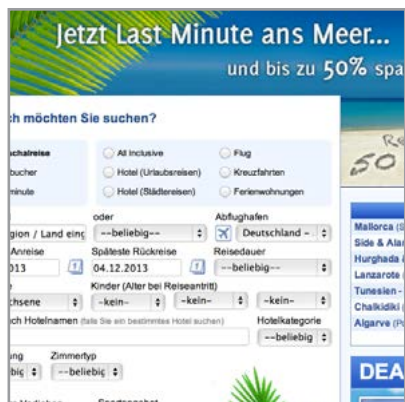
Using sample imagery to generate color palettes aids in assessing the range of visual cues used within the app.

The first image and generated color palette speaks of the relaxation of nature.

The second image and generated color palette speaks of the mystique of adventure and discovery.

The third image and generated color palette speaks of the fun and excitement of being entertained.

In our design efforts on the landing page, we seek to incorporate the same feeling of the app itself, so that we can provide a seamless and connected experience.



# GERMANY MARKETPLACE

A study of German travel sites was conducted in order to better understand the visual language of the on-line travel marketplace in Germany. German users have a subconscious understanding of on-line travel, a language which our designers seek to understand in order to create effective visual communications with the audience.



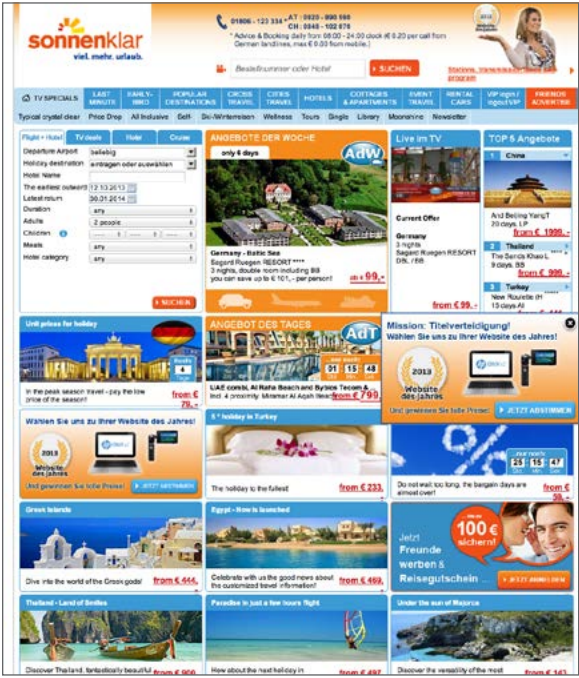
# TRAVEL INDUSTRY WEB PRESENCE STUDY:GERMANY

## Meine TUI App Visual Research

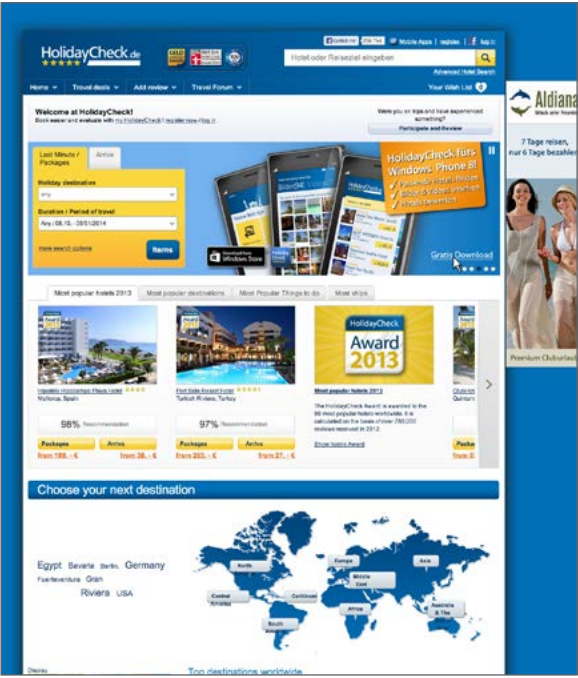
### NOTES

In general, competitor sites are information heavy and often very cluttered. Even when travel-experience photography is used, its effect is ignored because the viewer is overwhelmed by large amounts of small text.

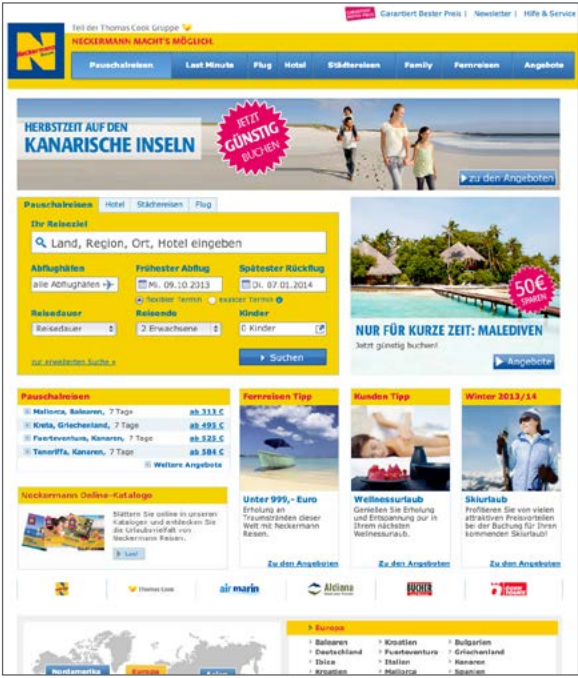
Here, sample pages are organized from left to right, going from information heavy and following the trend away from this. The final site, (following page) Marco Polo, breaks away from the trend - using white space for clarity and utilizing large scale graphics and imagery. Specific travel package details are located within the site, as opposed to on the landing page.



<http://www.sonnenklar.tv>



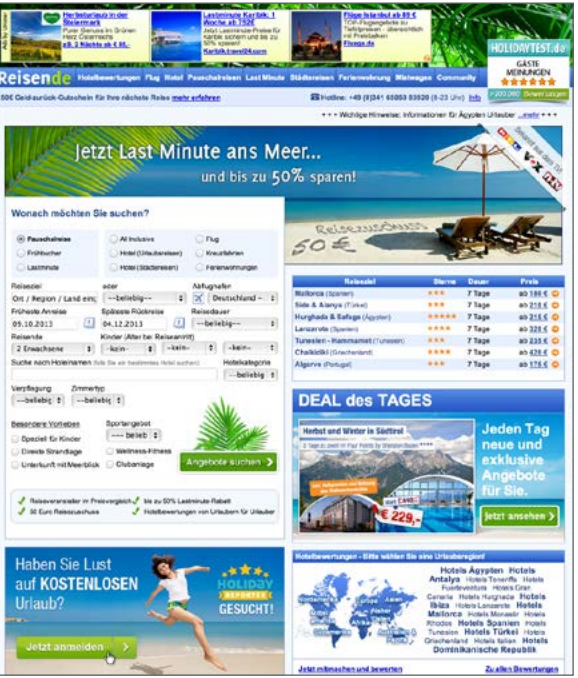
<http://www.holidaycheck.de>



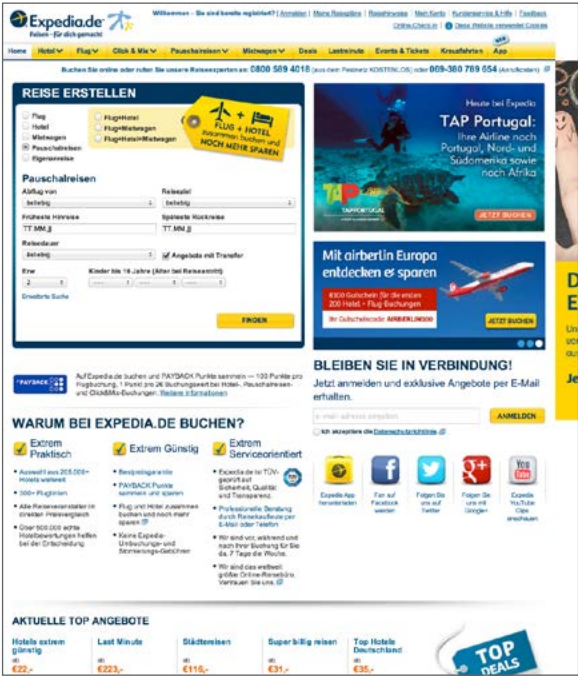
<http://www.neckermann-reisen.de>



<http://www.fluege.de>

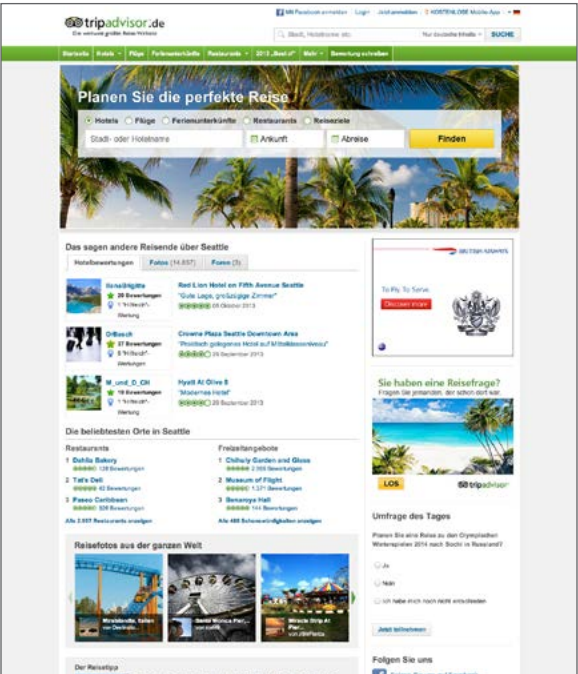


<http://www.reisen.de>

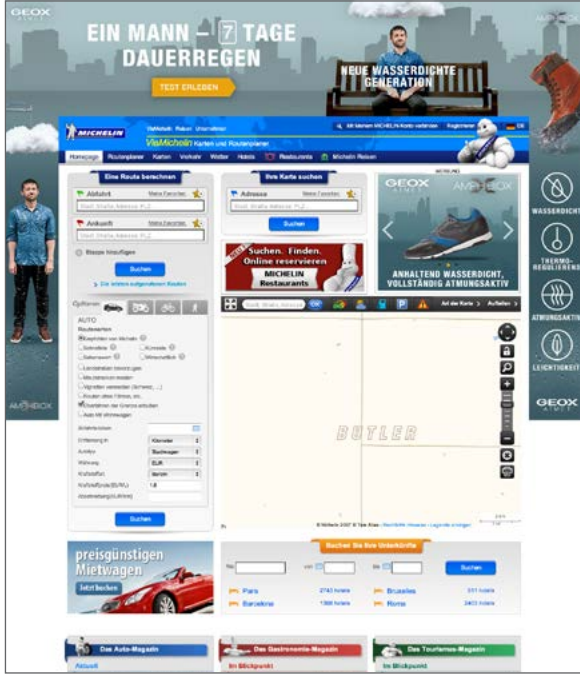


<http://www.expedia.de>

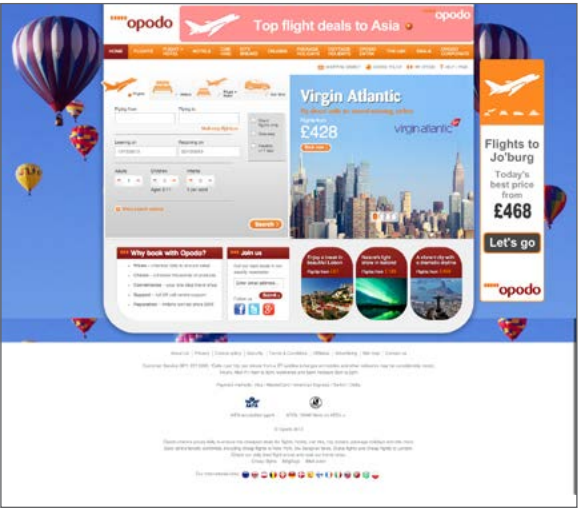




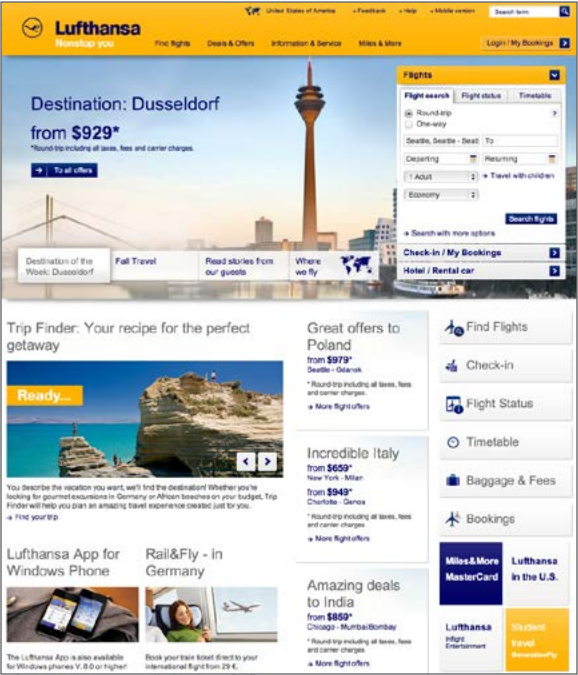
http://www.tripadvisor.de



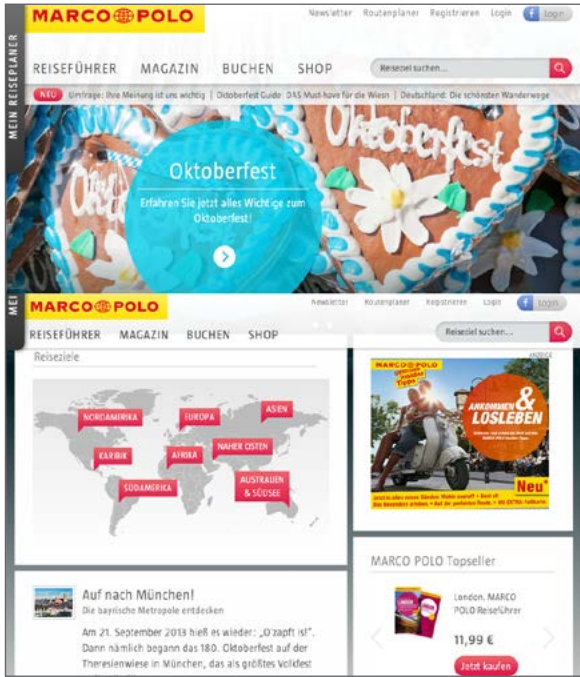
http://www.viamichelin.de



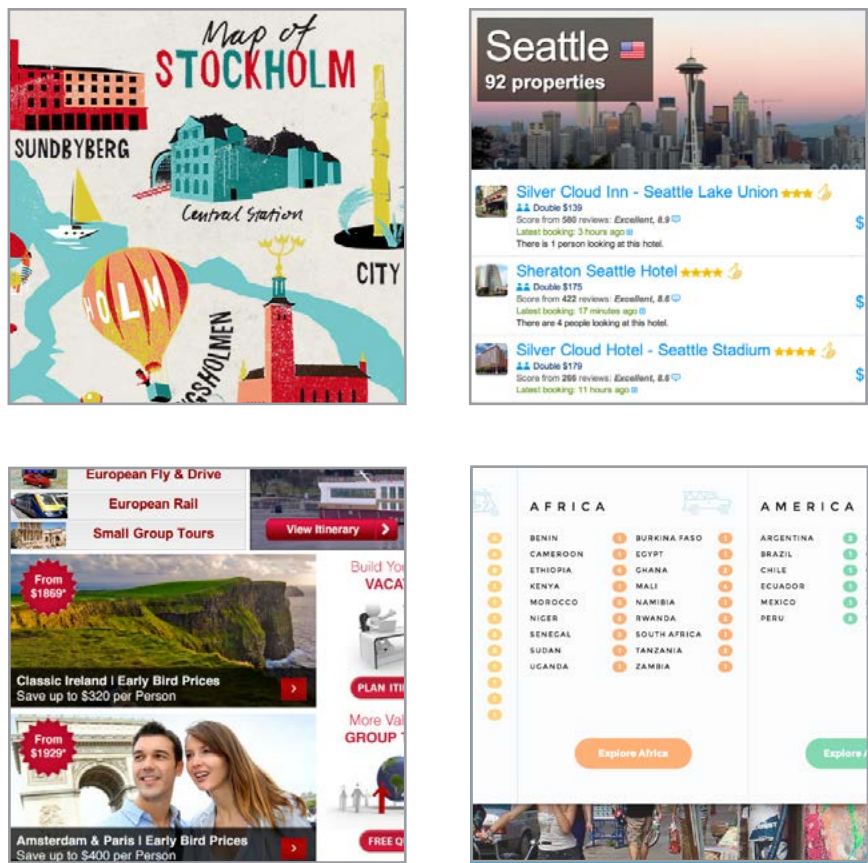
http://odopo.co.uk



http://www.lufthansa.com



http://www.marcopolo.de



INTERNATIONAL MARKETPLACE

A study of travel sites was conducted in order to better understand visual design trends in the on-line market. With the advent of the internet, travel and associated visual communications are no longer bounded by region or country, and a universal on-line travel language has come forth to accentuate country specific cues.

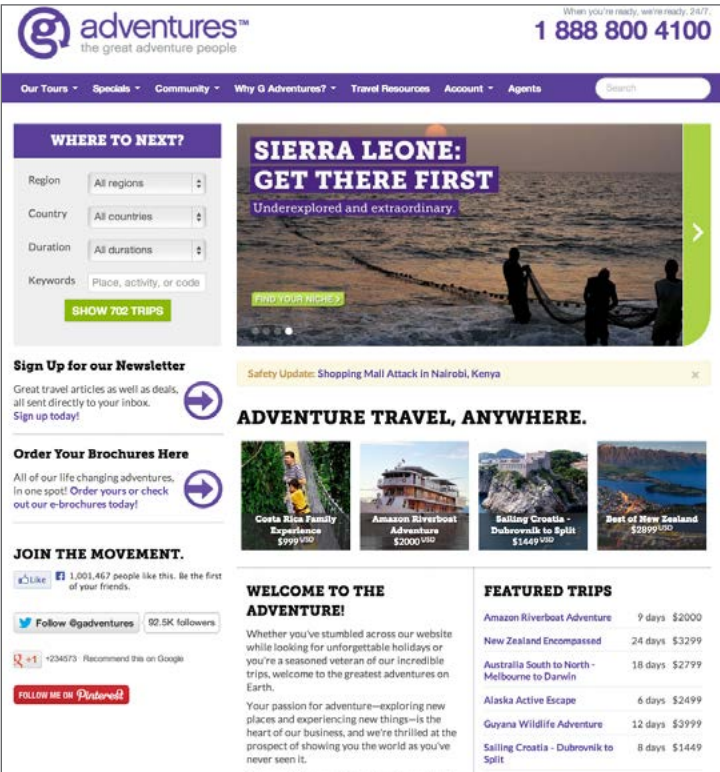


TRAVEL INDUSTRY WEB PRESENCE STUDY

Meine TUI App Visual Research

NOTES

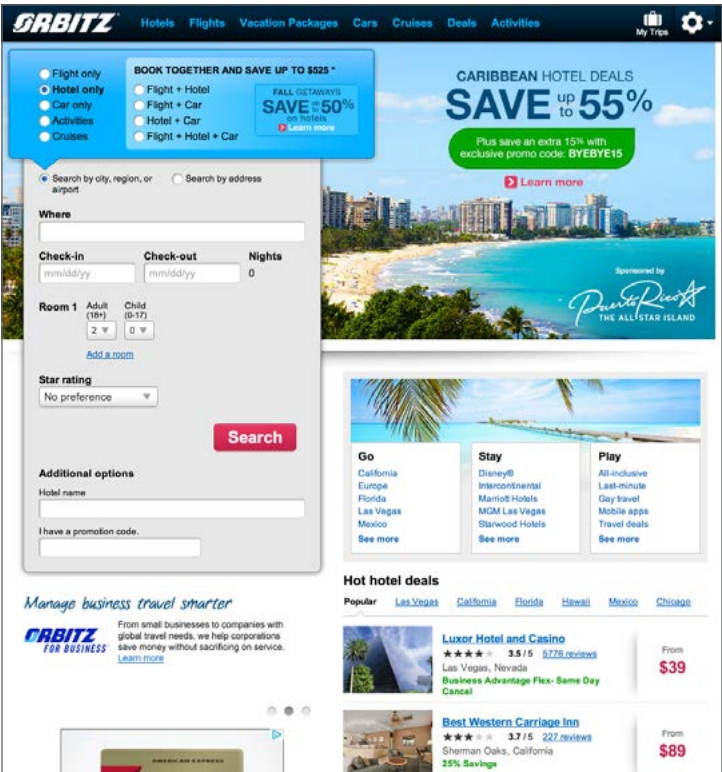
There is an increased interest in adventure and educational travel. These samples show the design and marketing trends of the travel industry in the global market. Samples are organized from the traditional - information heavy, unemotional imagery - to the current trend - highly branded, easy to read, using experience rich imagery.



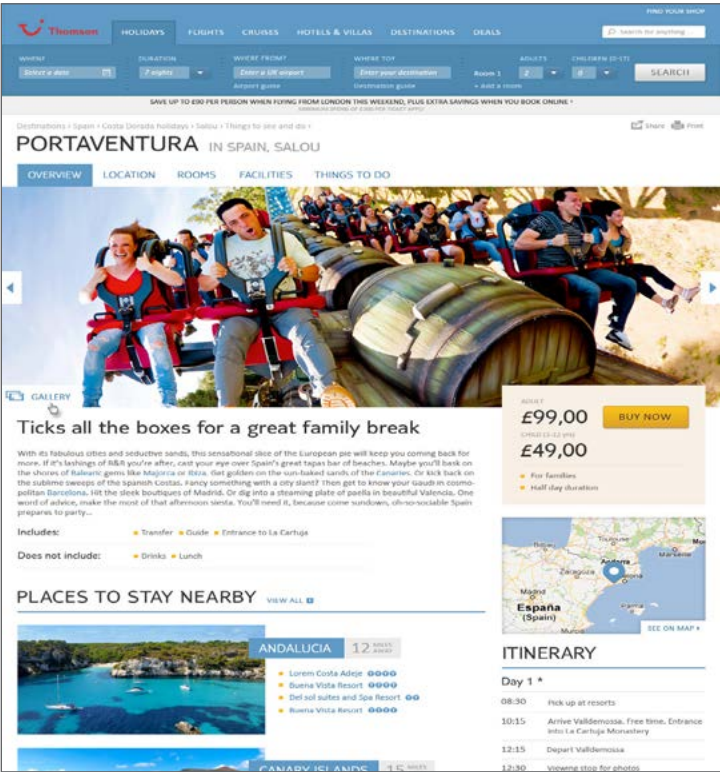
http://www.gadventures.com



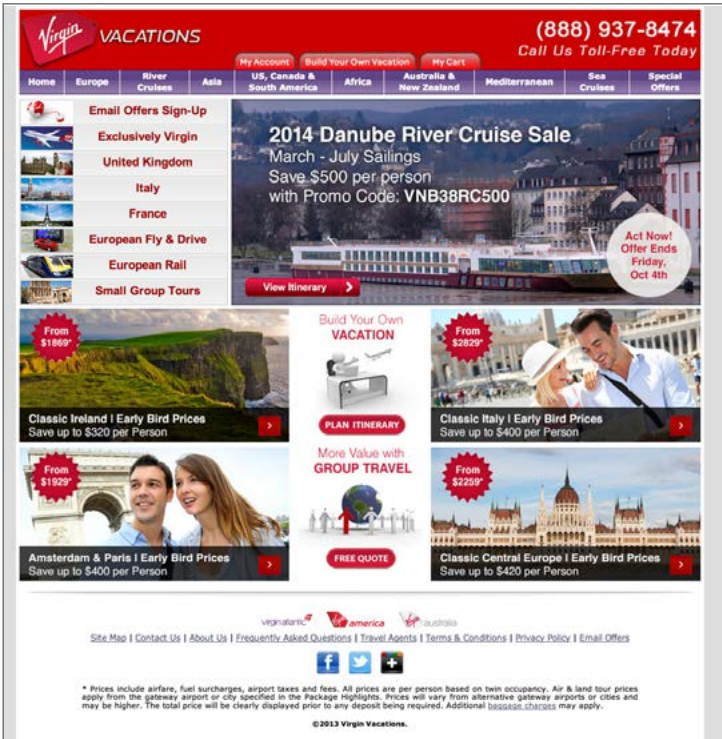
https://www.aavacations.com



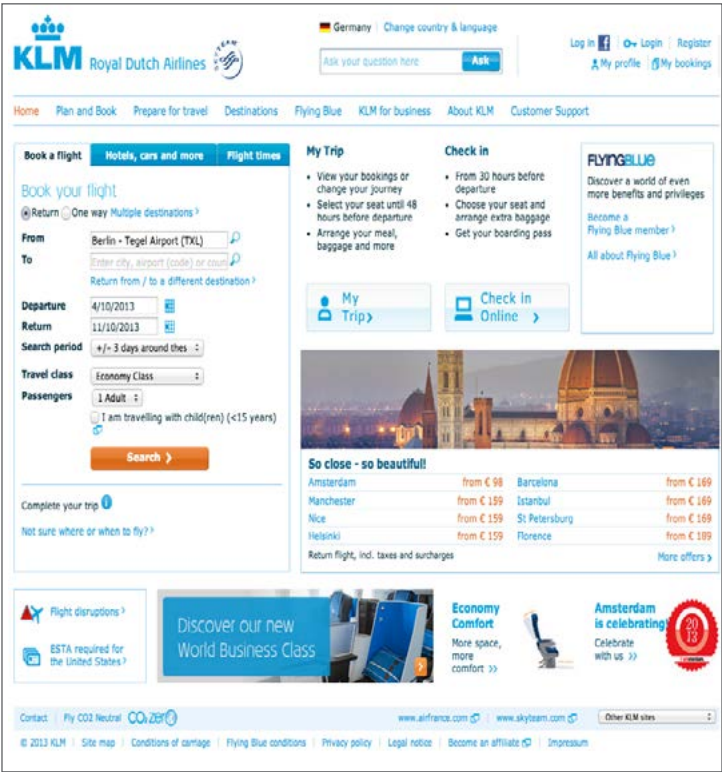
http://www.orbitz.com



http://www.thomson.co.uk/blog/



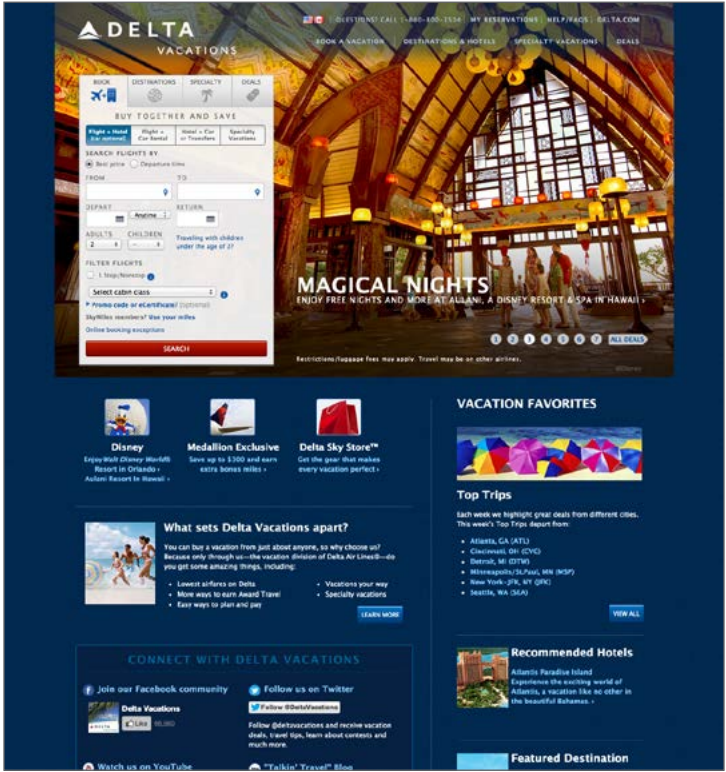
http://www.virgin-vacations.com/



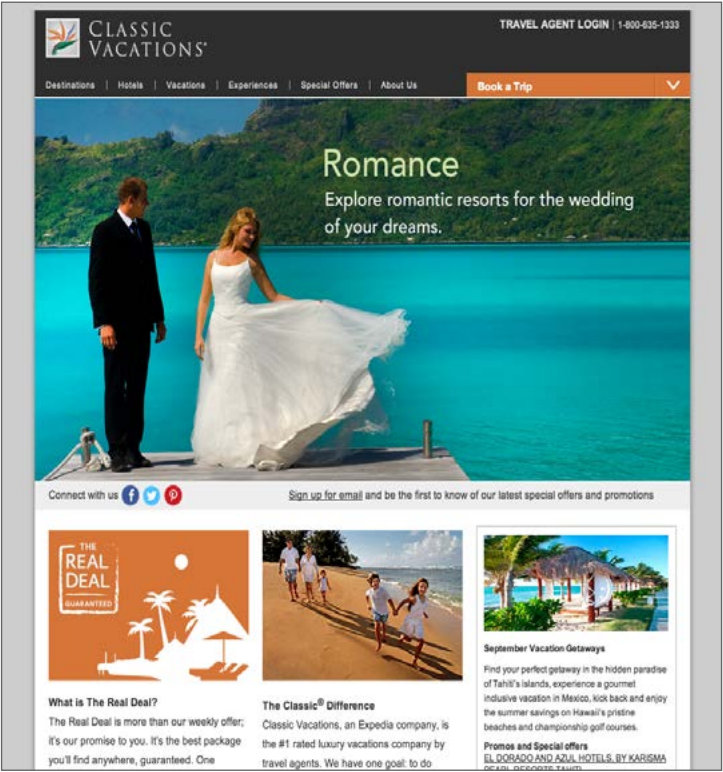
http://www.klm.com



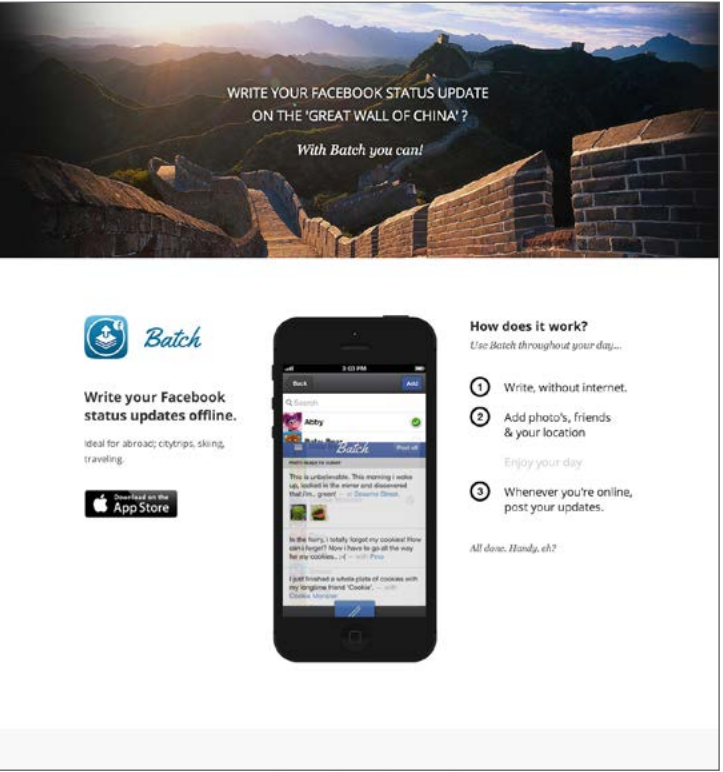
# TRAVEL INDUSTRY WEB PRESENCE STUDY



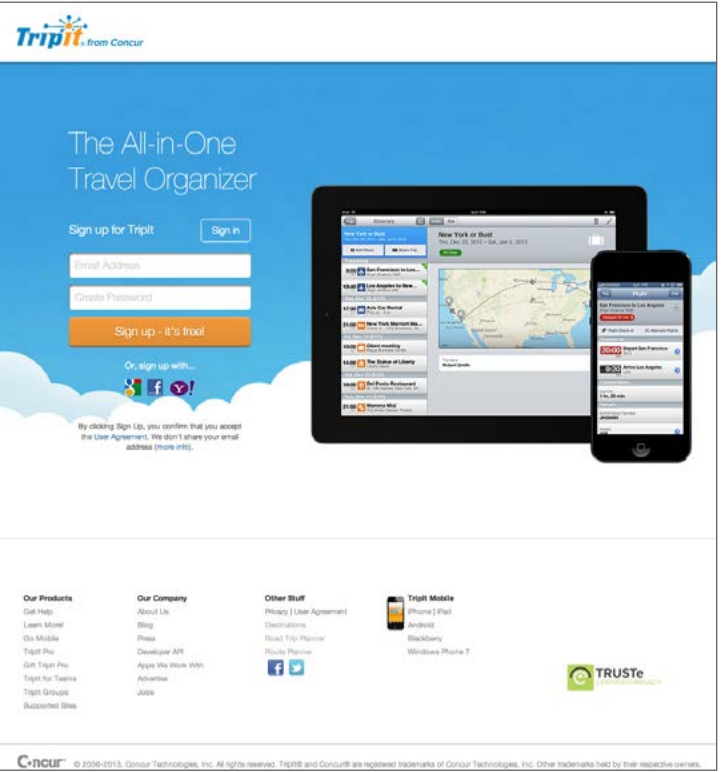
<http://www.deltavacations.com>



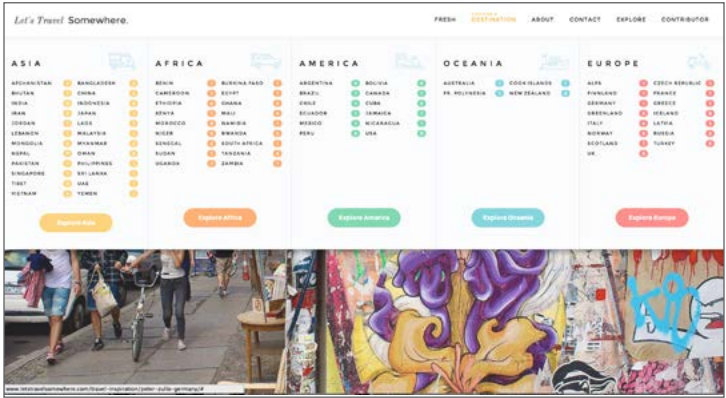
<http://www.classicvacations.com>



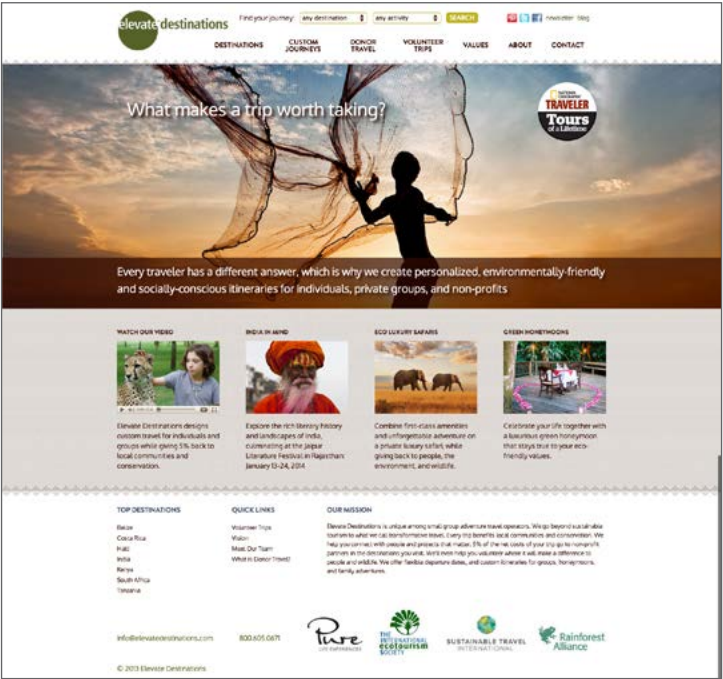
na



<http://www.tripit.com>



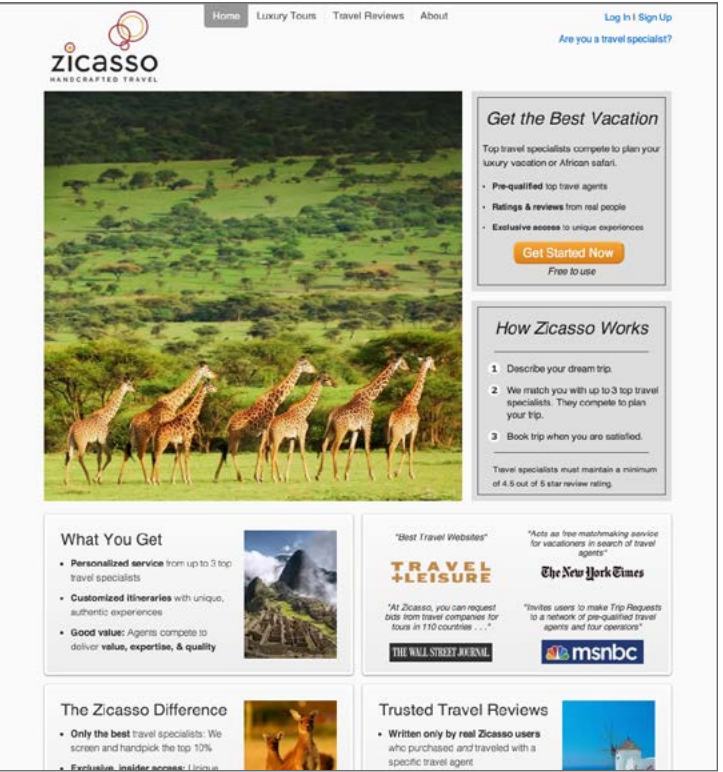
<http://www.letstravelsomewhere.com>



<http://elevatedestinations.com>



<http://www.pacificdelighttours.com>



<http://www.zicasso.com/>

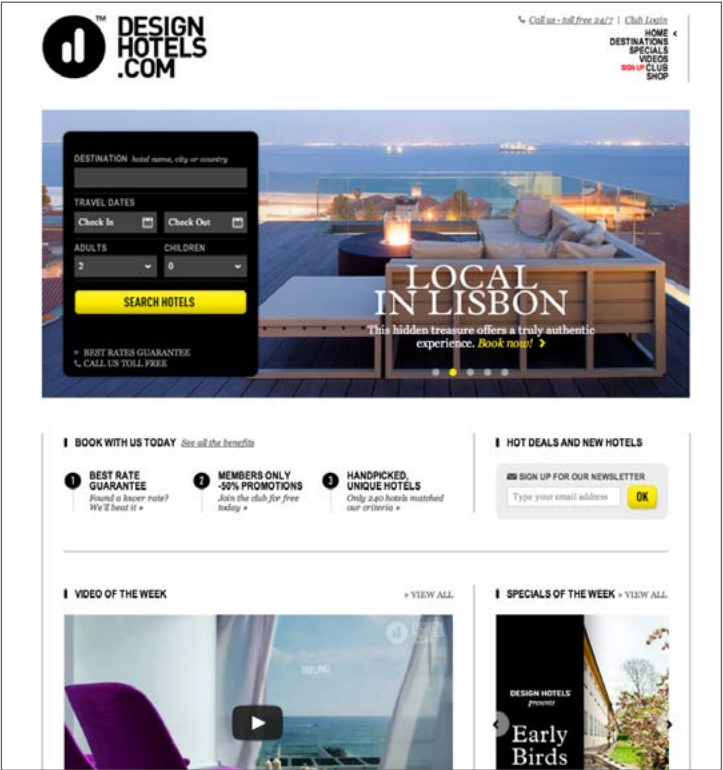




http://www.borellotravel.com



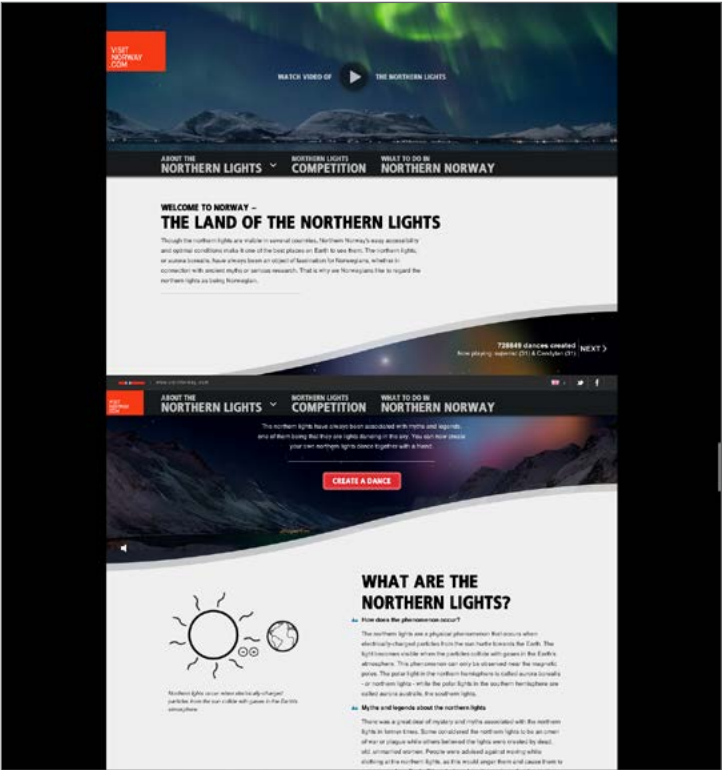
http://www.abercrombiekent.com



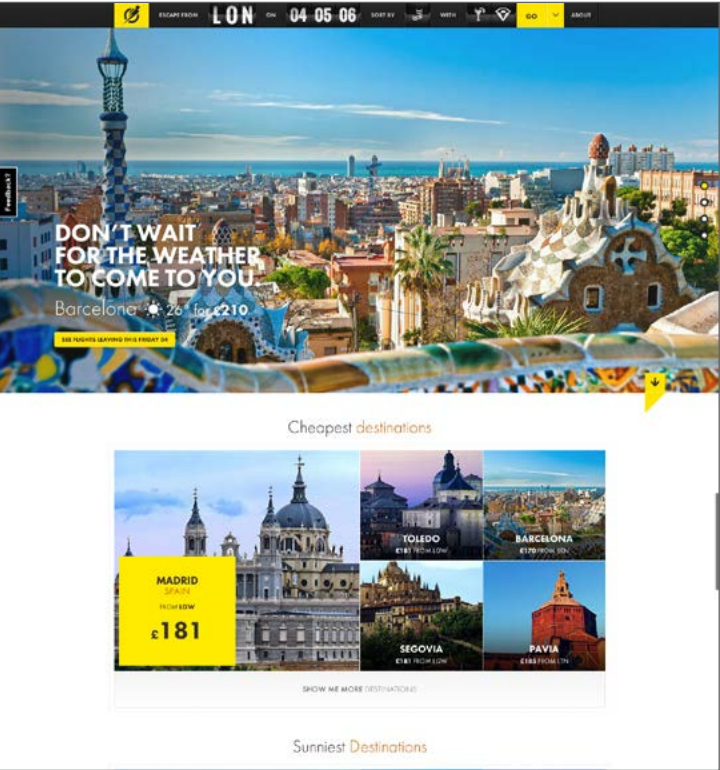
http://www.designhotels.com



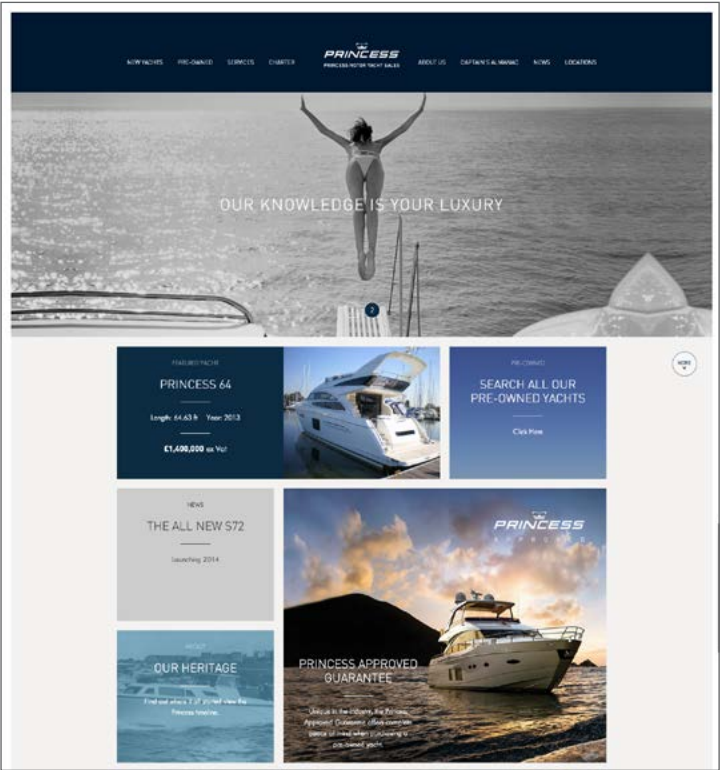
http://www.firstchoice.co.uk



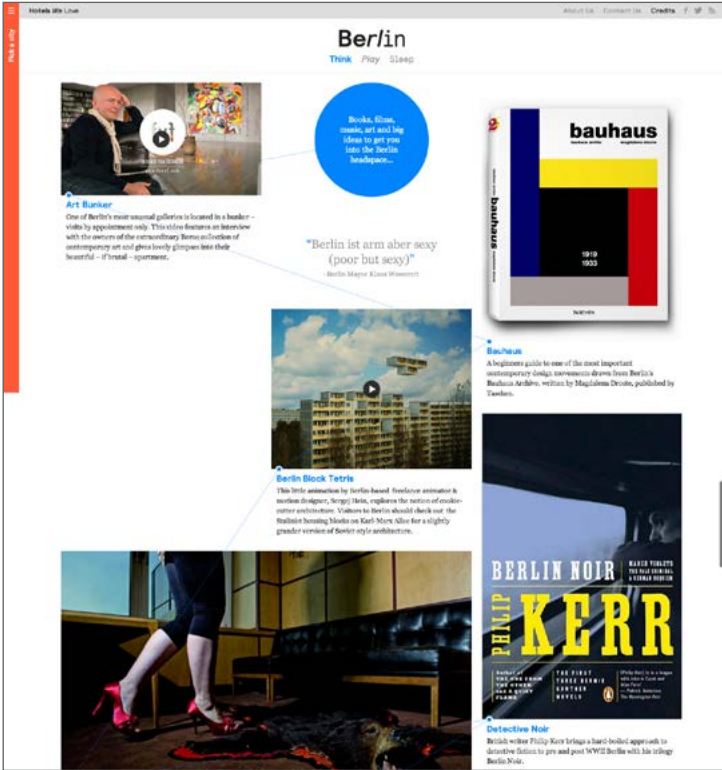
http://www.visitnorway.com



http://escapeflight.com

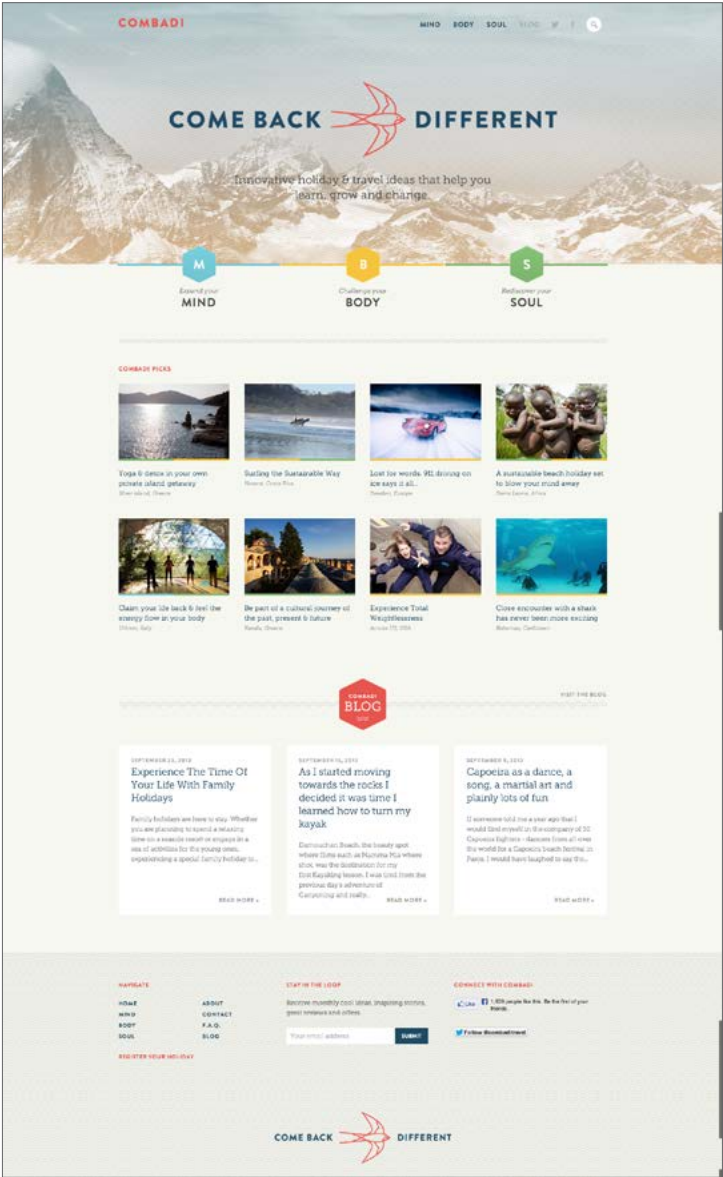


http://www.princess.co.uk

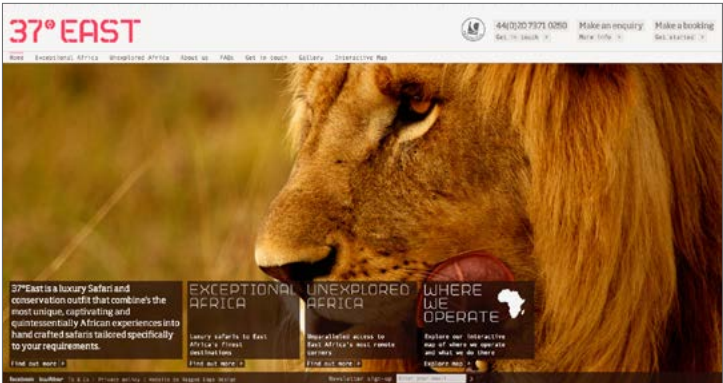


http://www.hotelswelove.com





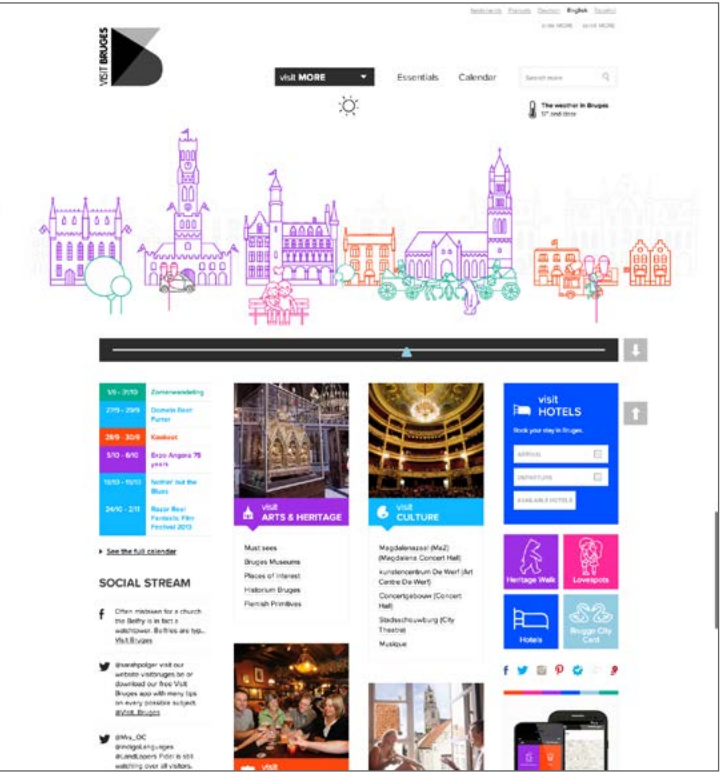
<http://combadi.com>



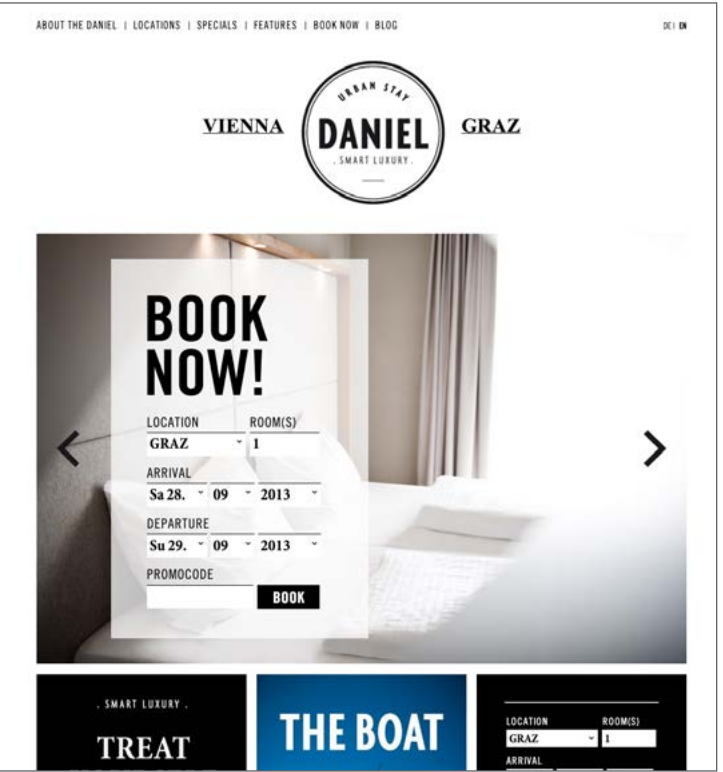
<http://www.37east.co.uk>



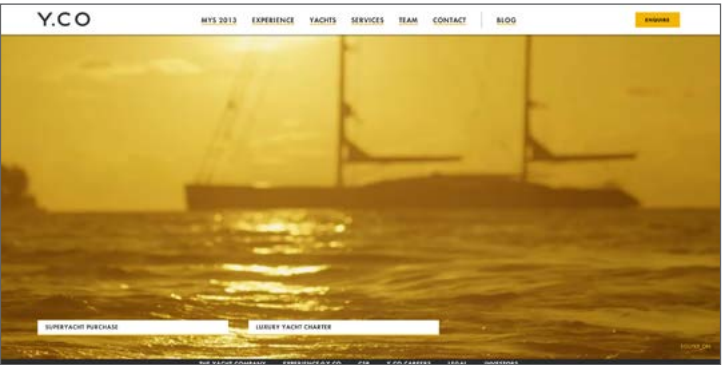
<http://urbantg.com>



<http://visitbruges.be>



<http://www.hoteldaniel.com/>



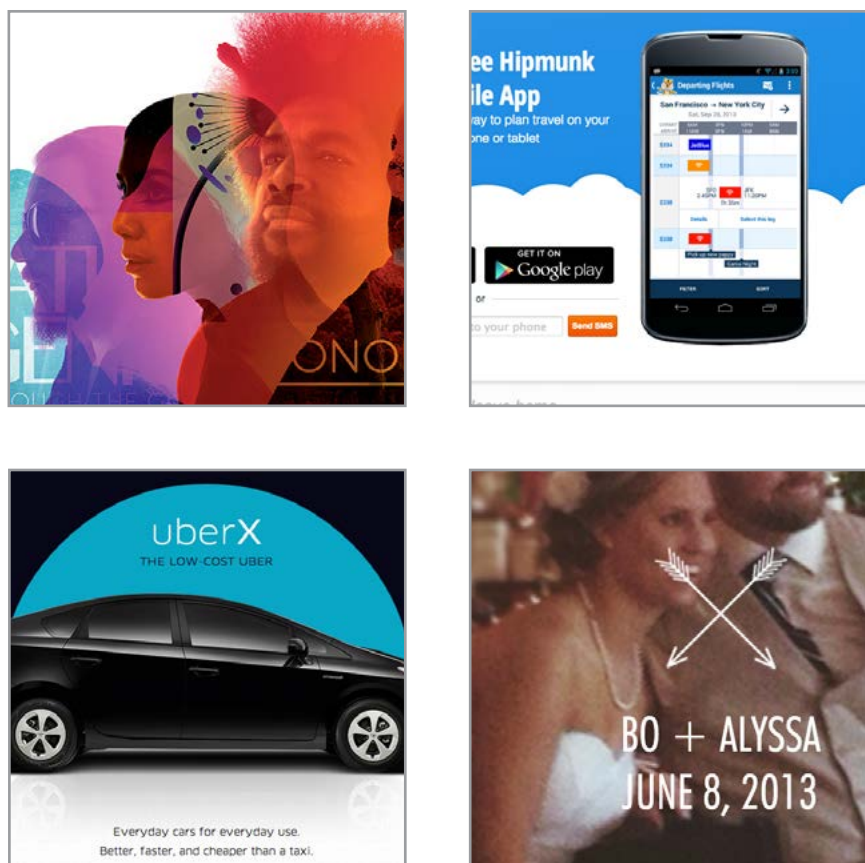
<http://y.co/>



<http://www.storyhotels.com>



<http://mclellanjacobs.com>

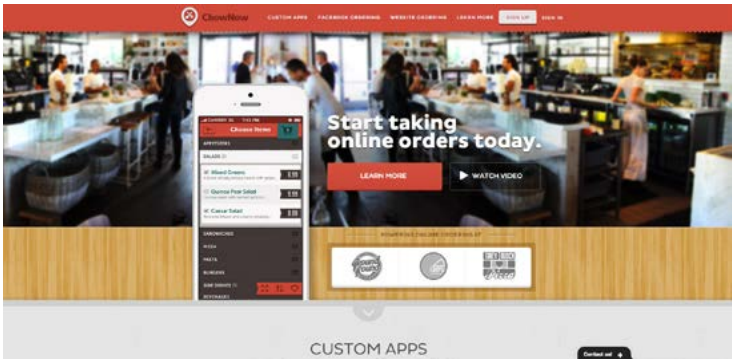


TAKING A LOOK AT ONE PAGE SITES

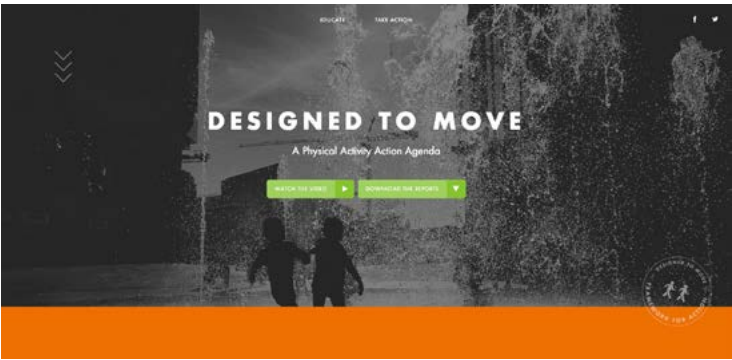
We looked at both non-industry and travel-industry one page landing sites to better understand the trends in visual design. Screen captures highlight interesting and useful design solutions. This information will be used as inspiration and idea generation for the final design of the Meine-TUI app landing page.



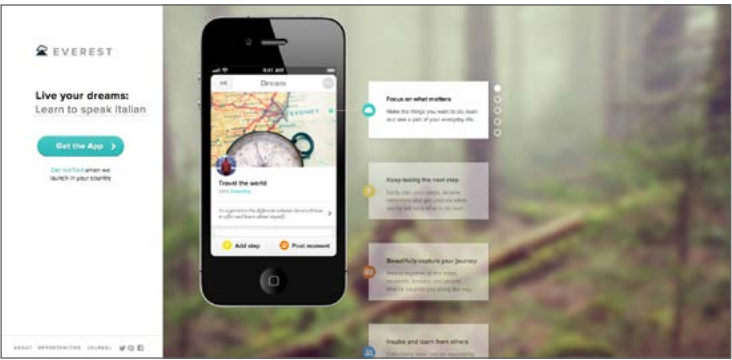
CHOW NOW



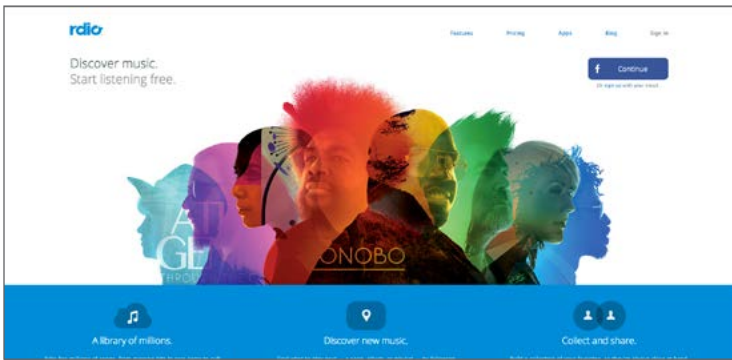
DESIGNED TO MOVE



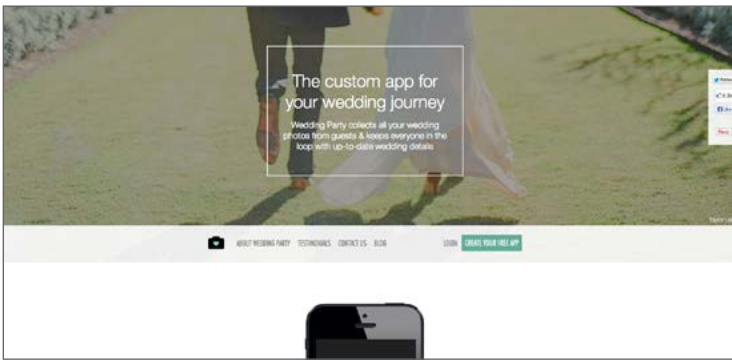
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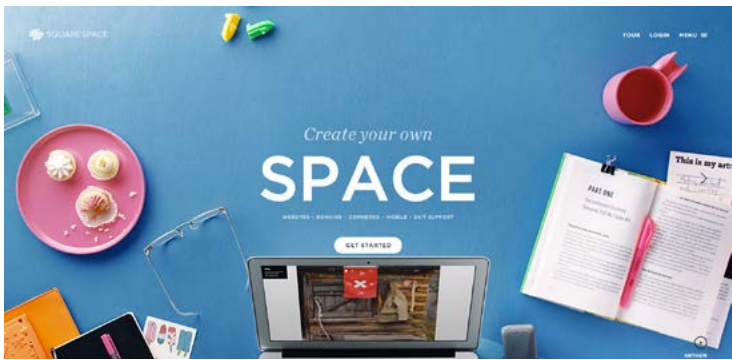
RDIO



WEDDING PARTY



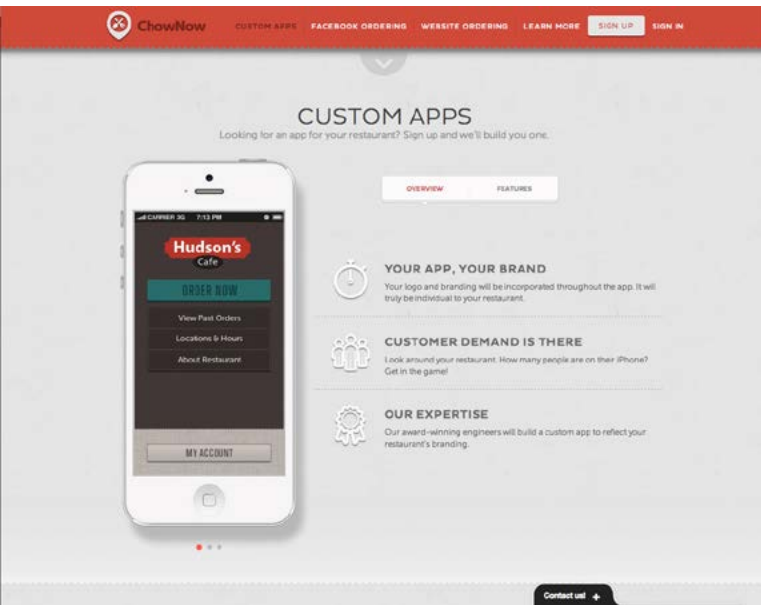
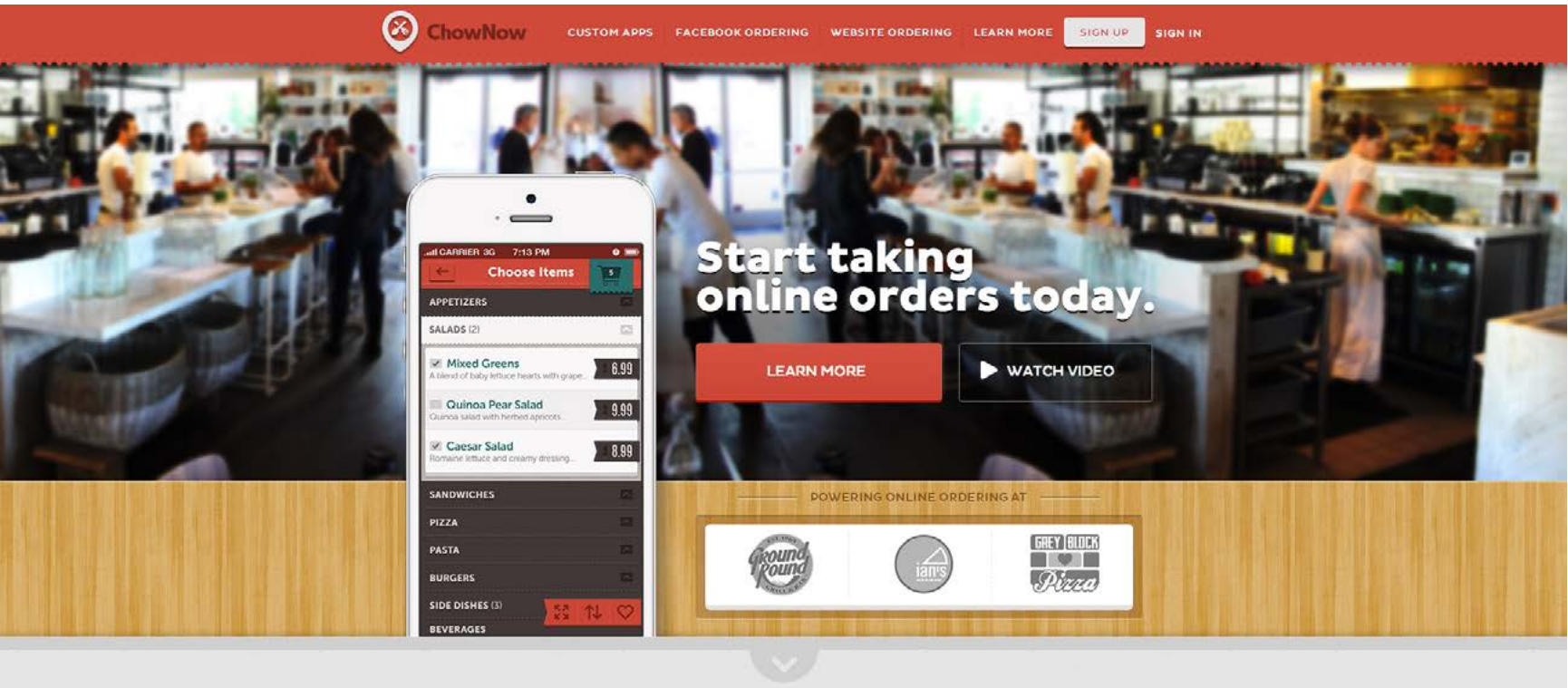
SQUARE SPACE



NOTES

These six sites were chosen because they are popular designs in the web industry and because each utilizes a different design solution.

All six examples share common characteristics: large 100% width imagery, strong color palettes to unify the page and further the branding of the product, and a clean uncluttered aesthetic with bold typography to make for quick easy visual digestion.



NOTES

www.chownow.com

• The full screen image, with a shallow depth of field, acts as a backdrop and instantly communicates to the viewer that this app is about the restaurant experience. It should be noted that in this example the image and the graphics are competing with each other a bit, it would be better if there were more contrast.

• The coral colored border works in conjunction with design elements, such as the "learn more" button, to unify the page.

• Below the fold, white rules and a light gray background work to organize content, so that app functionality is easy to understand.

• The video is a pop up, and would work better if it were integrated into the page.

• Call to actions are big and bold so that users do not have to search for them.

• Navigation sticks to the top as the user scrolls, making for a good user experience.

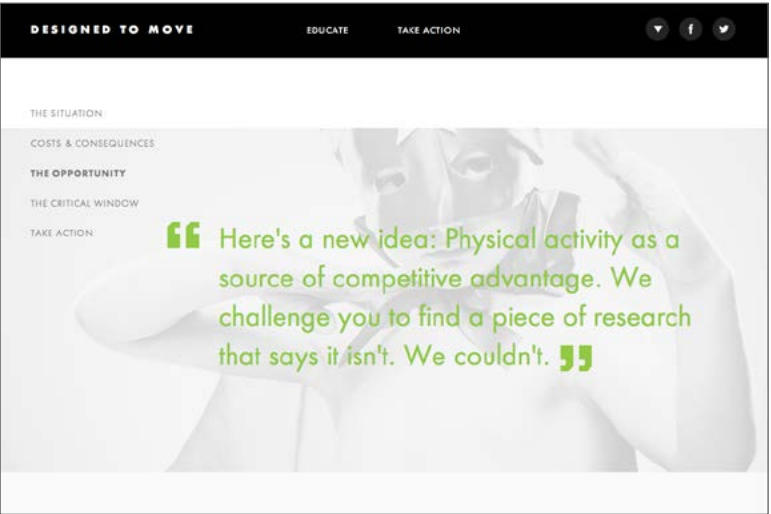
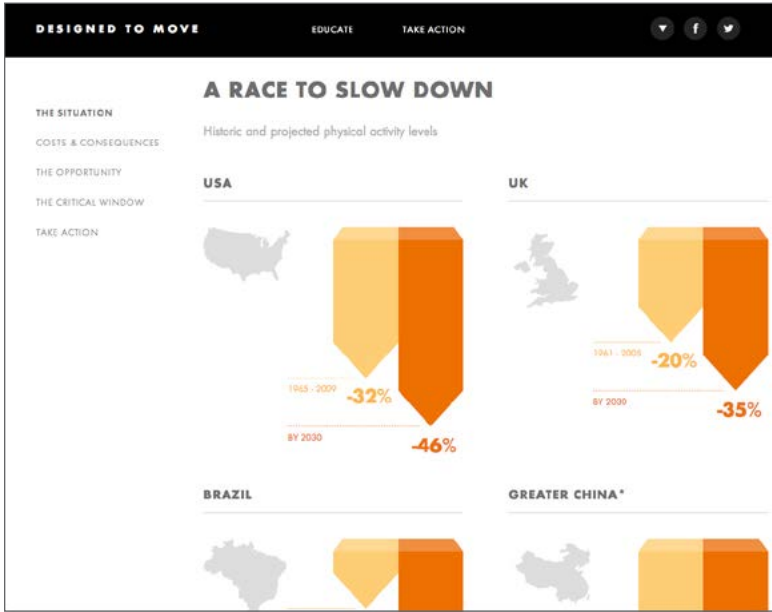
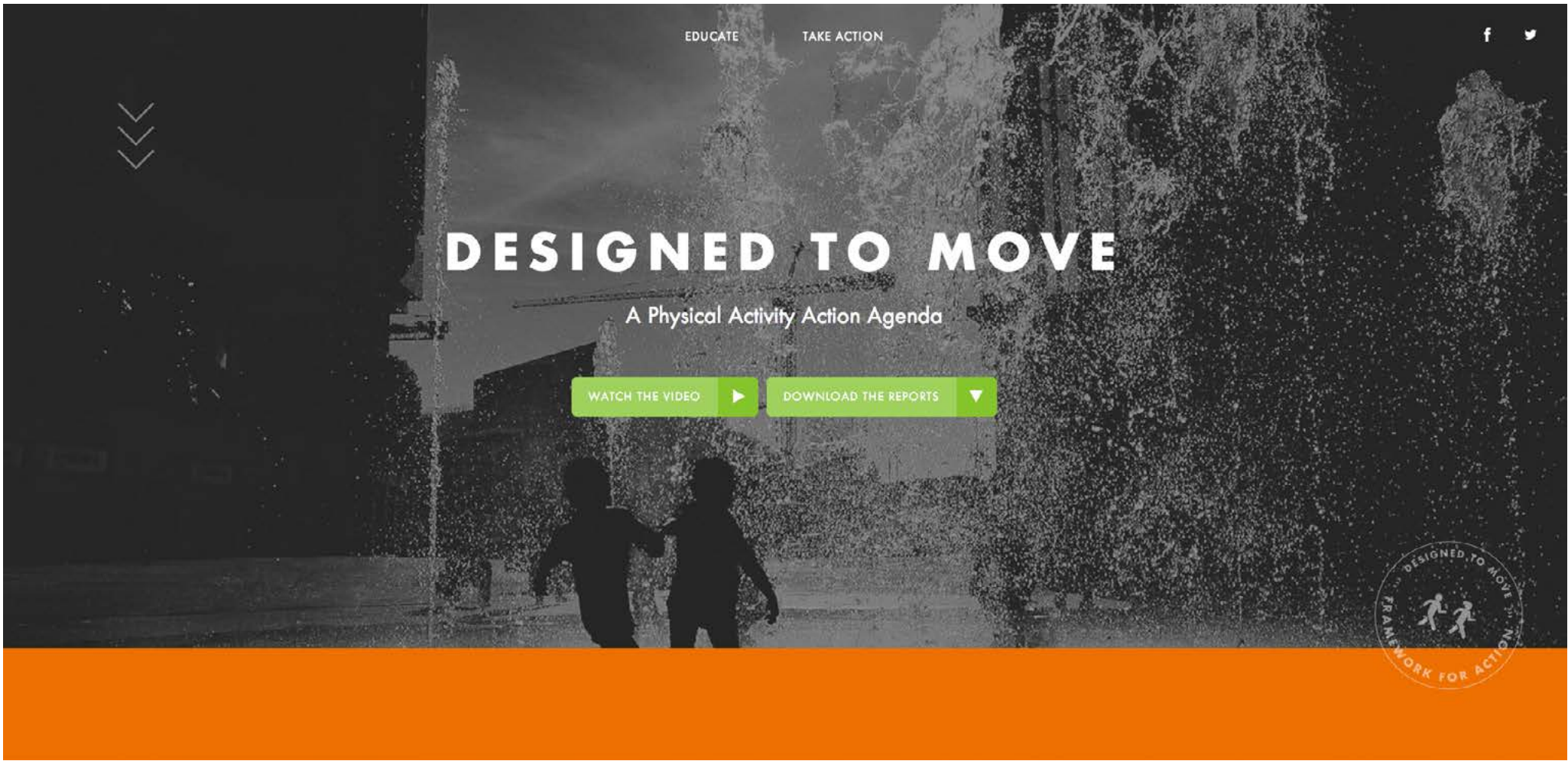
• The site is not responsive, which is a missed opportunity, as it could easily be displayed on smaller devices.

• The use of wood grain is out-dated, but makes sense here.

COLOR PALETTE







NOTES

[www.designedtomove.org](http://www.designedtomove.org)

• The black and white full screen image sets a tone for the site and works to set up the bold color palette.

• Animated down arrows on the left tell the user to scroll down.

• Once you scroll past the main image the navigation appears and sticks to the top. A sticky side navigation also appears, to guide you through the site. Having two navigation systems is a little confusing at first.

• Social sharing is made very easy, as it is incorporated into the floating nav.

• The bold typography over solid colors is modern, easy to read, matches the clean aesthetic of the site and emphasizes the copy content.

• A lot of information is presented on this sight, but the bold use of large graphics allows it to be boiled down to the essentials.

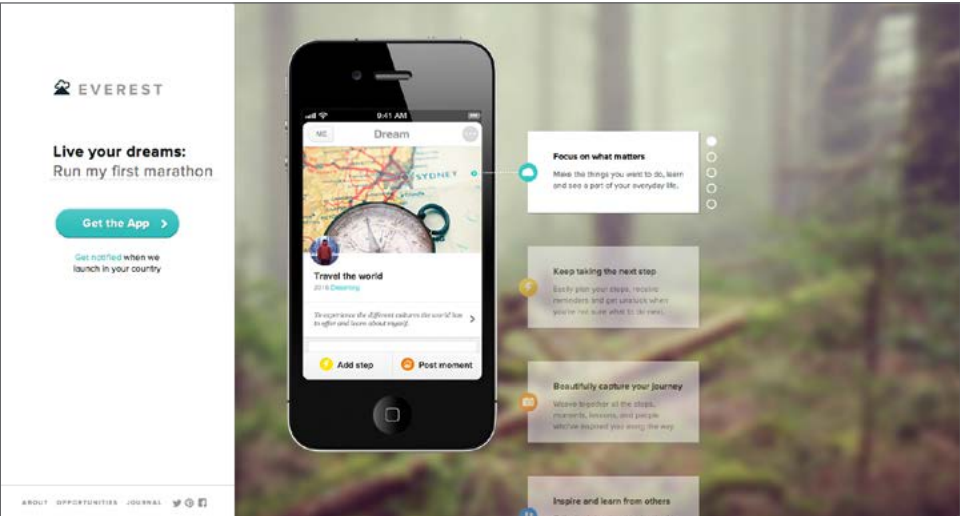
• The site is responsive.

COLOR PALETTE

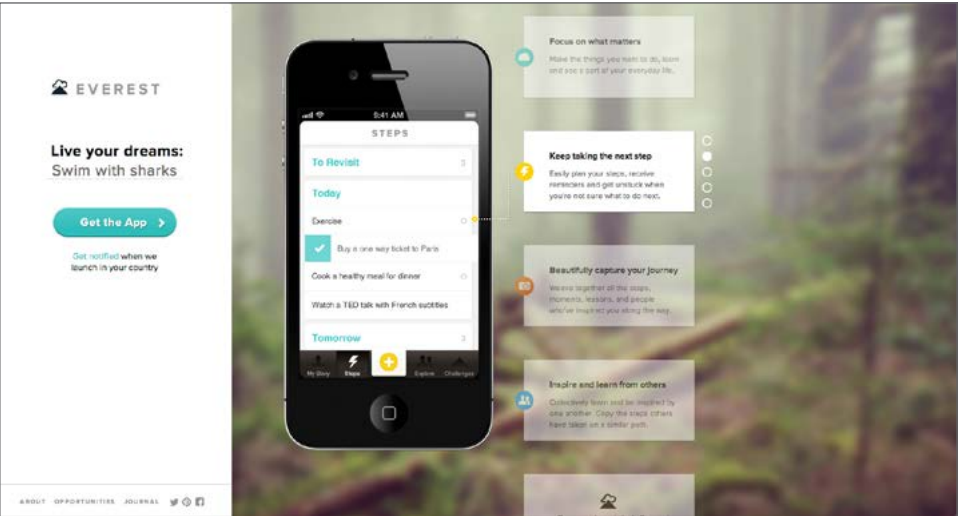




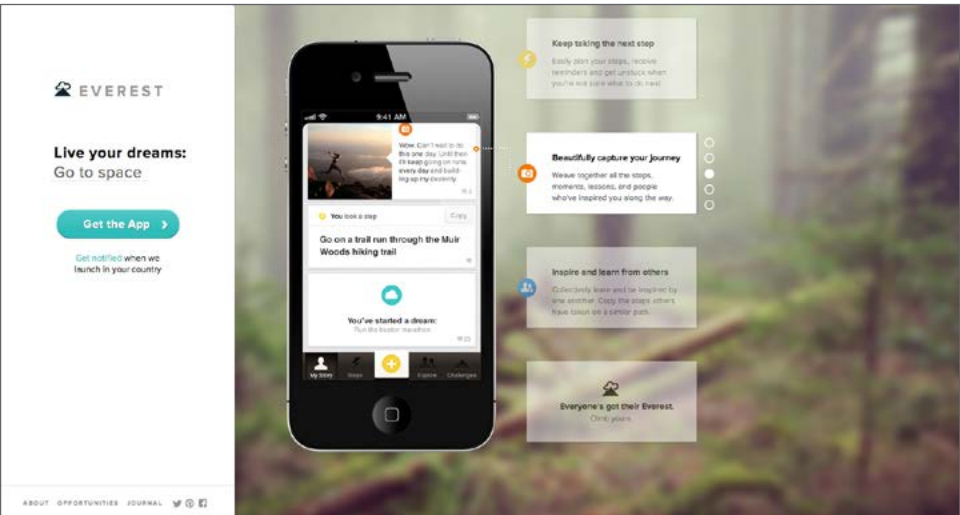
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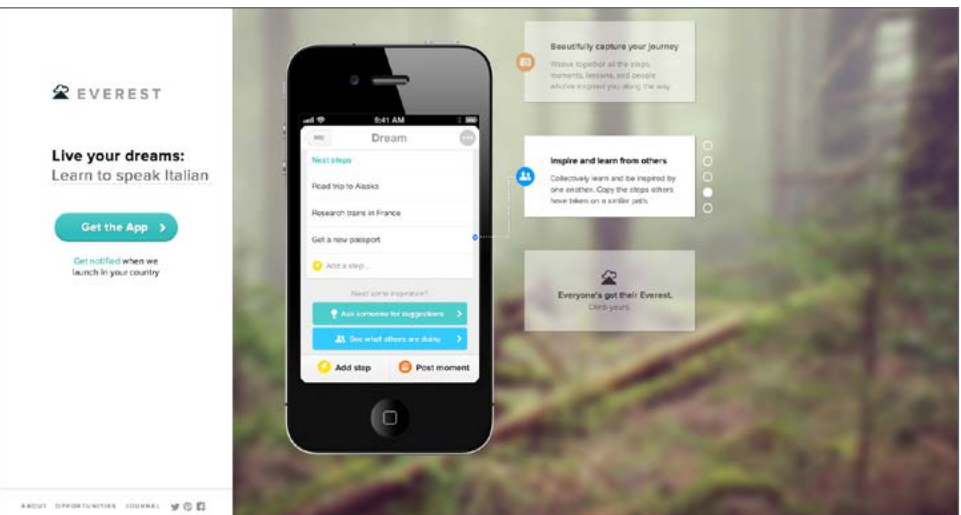
2



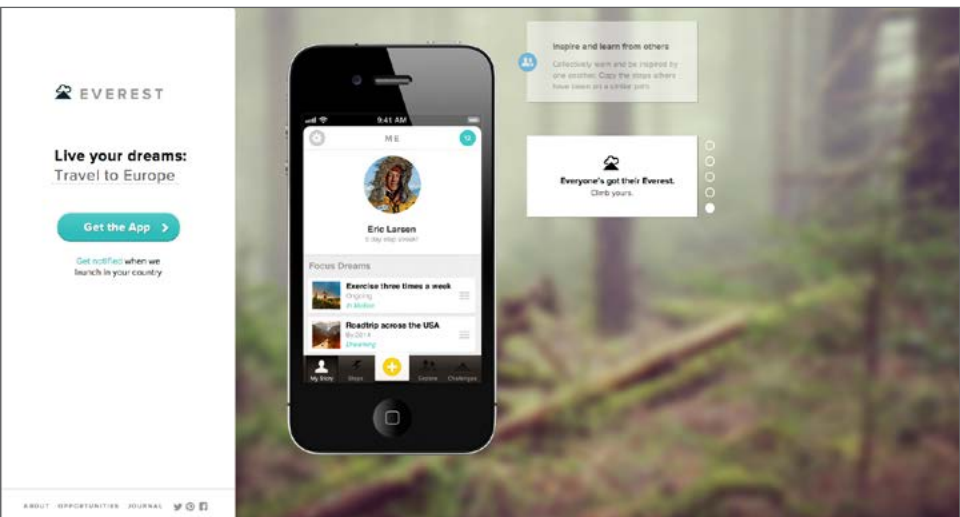
3



4



5



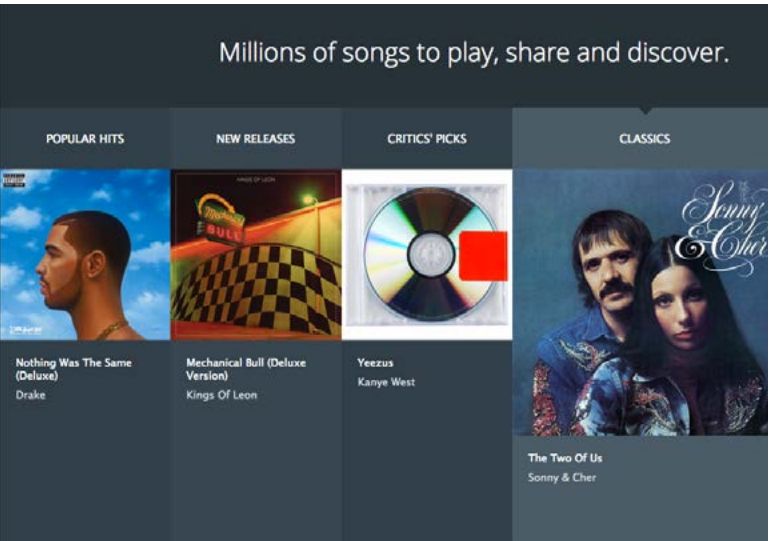
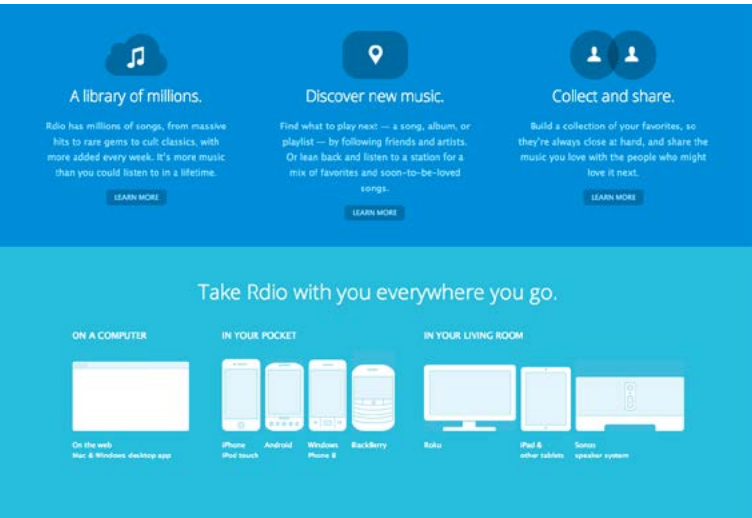
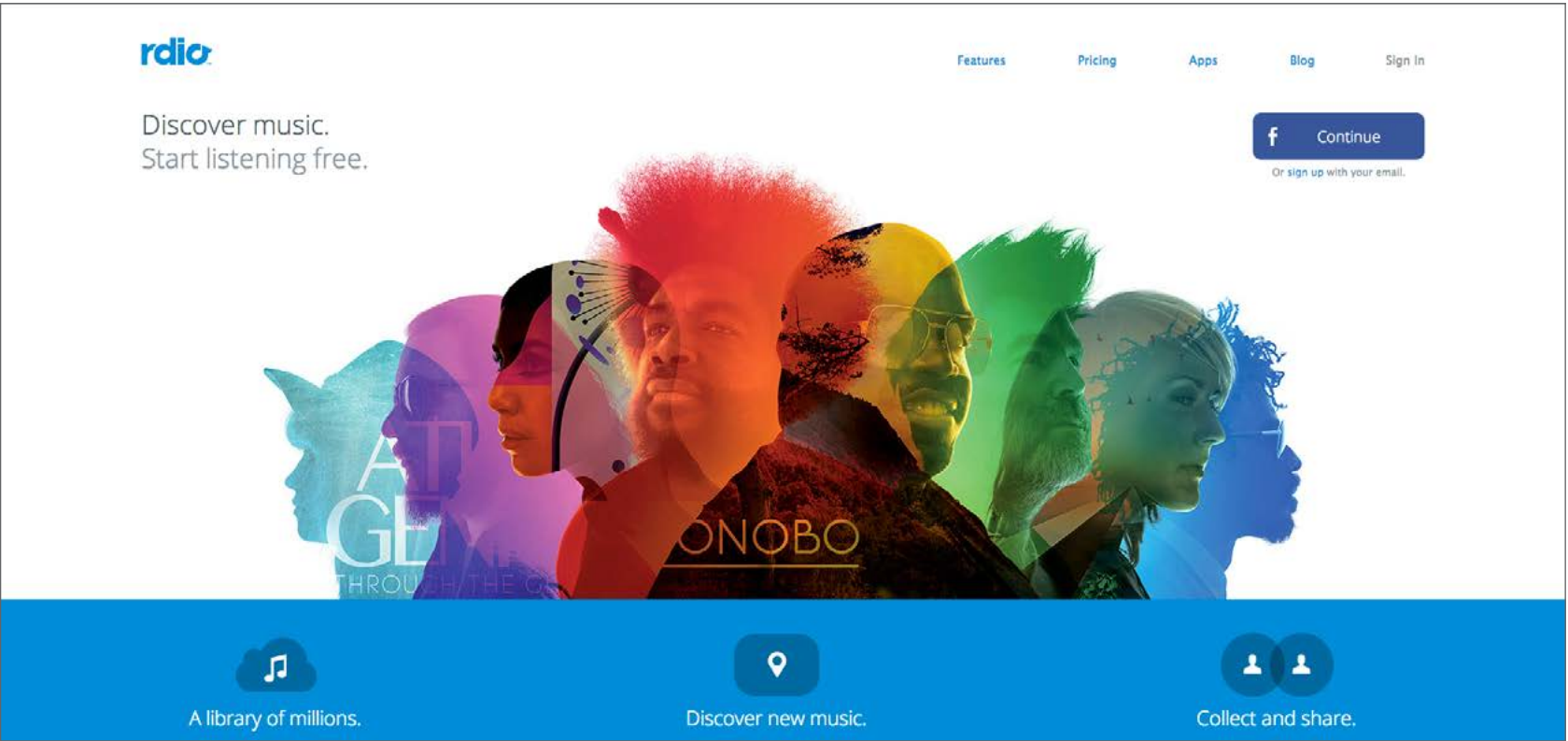
NOTES

[www.evr.st](http://www.evr.st)

- This site is organized vertically and does not go below the fold.
- The large image is dreamy and muted to evoke the forest, in the same way that the color palette does.
- The animated walk through of the app is very clear and quickly communicates its functionality to the user.
- The color palette is simple and muted, to evoke the forest.
- The call to action is a central focus of the page, the social sharing buttons, however, are easily missed.
- This site is not responsive.

COLOR PALETTE





NOTES

www.rdio.com

- The large image is doing a lot, setting up the clean aesthetic of the site, introducing the color palette and communicating to the user that the app is about music.

- The horizontal organization of the site is made very strong with the use of bold blues and grays.

- Iconography and text are bold and crisp throughout the site, setting up a strong visual language.

- The tie in with Facebook is visually strong and almost the first point of focus.

- The image gallery is very clean and inventive - as you rollover a genre, the image increases in size and a slide show beings to play in that window.

- The last horizontal bar is dedicated to user feedback and a live tweet window.

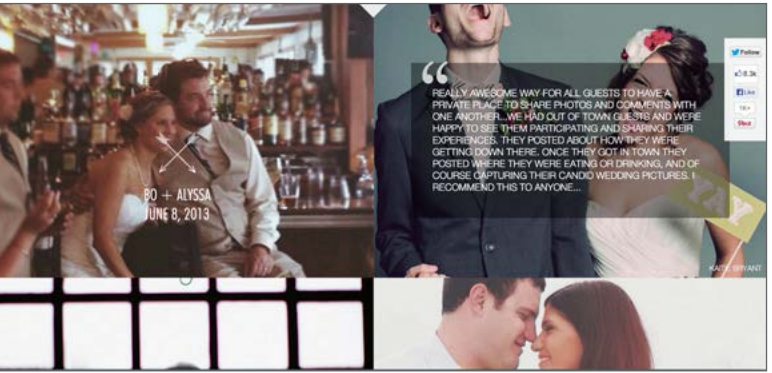
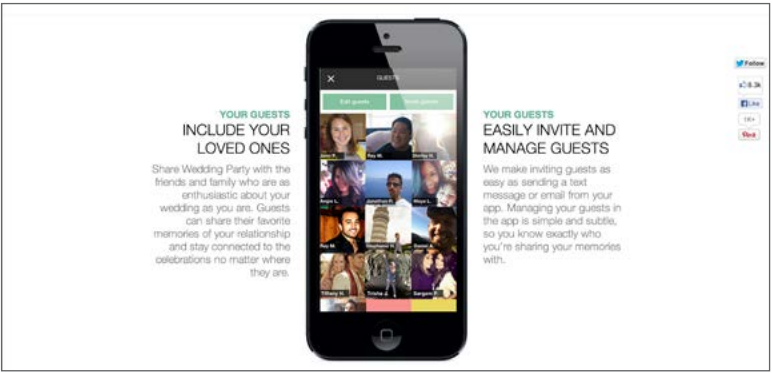
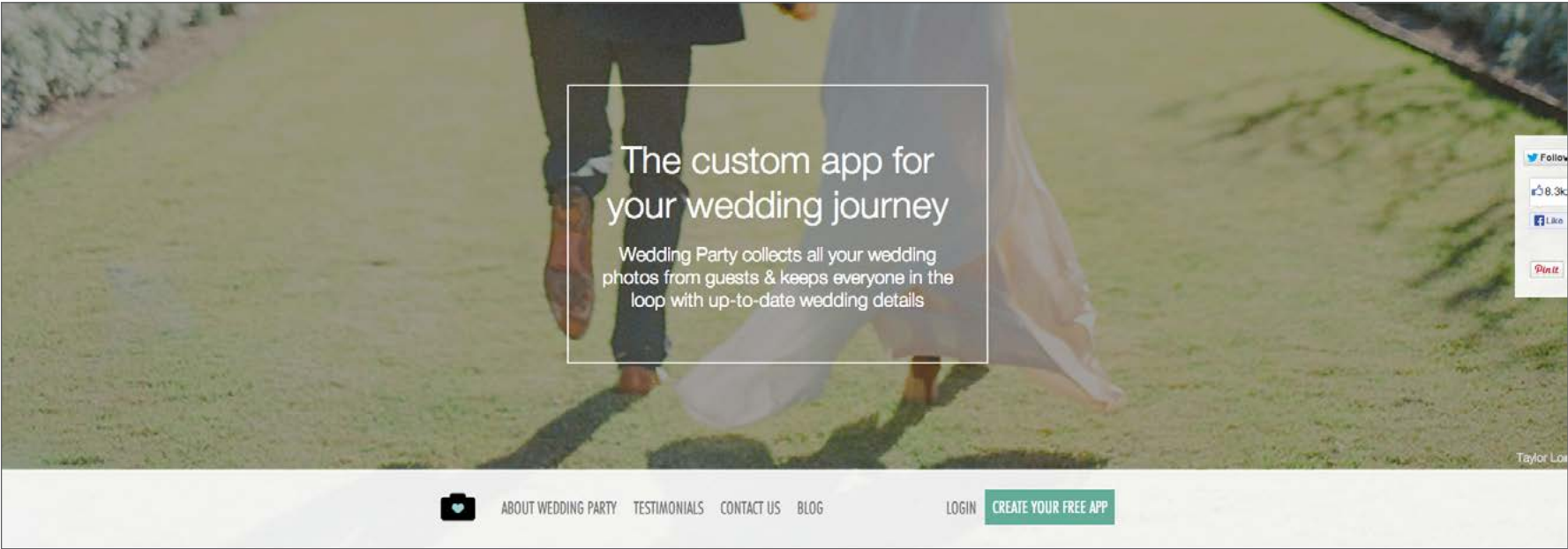
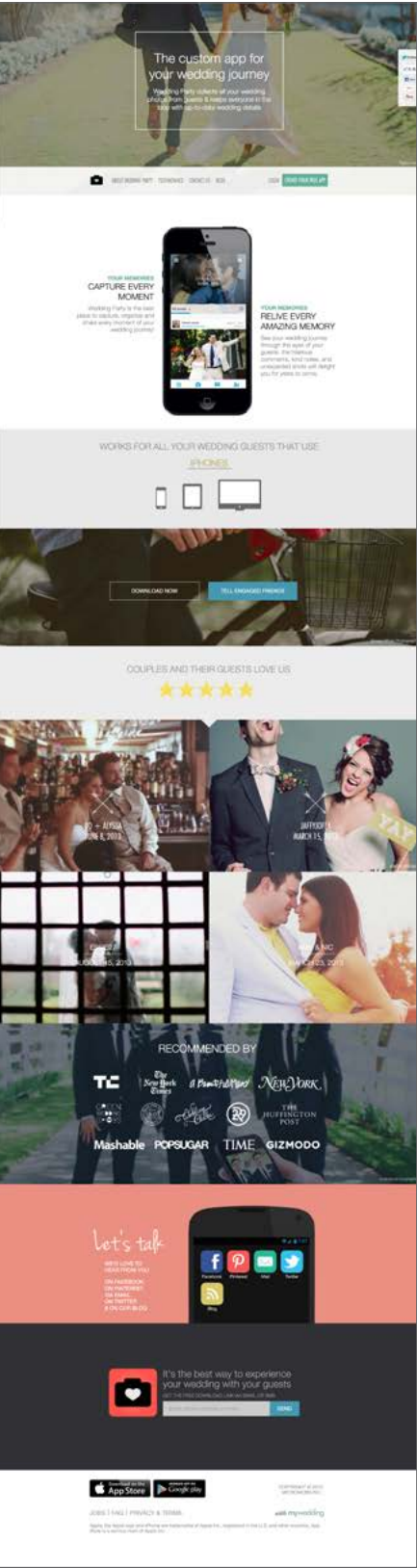
- The footer is crisp and clean and acts as a repository for more information.

- The site is not responsive.

COLOR PALETTE







NOTES

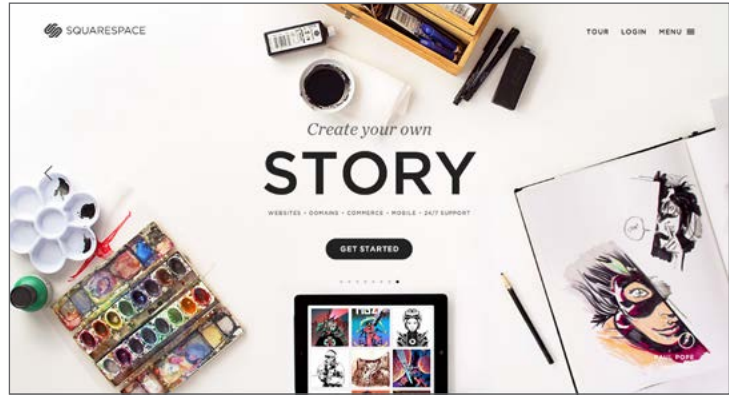
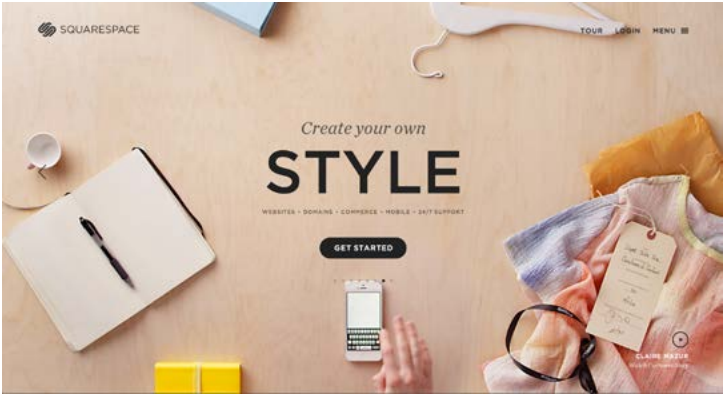
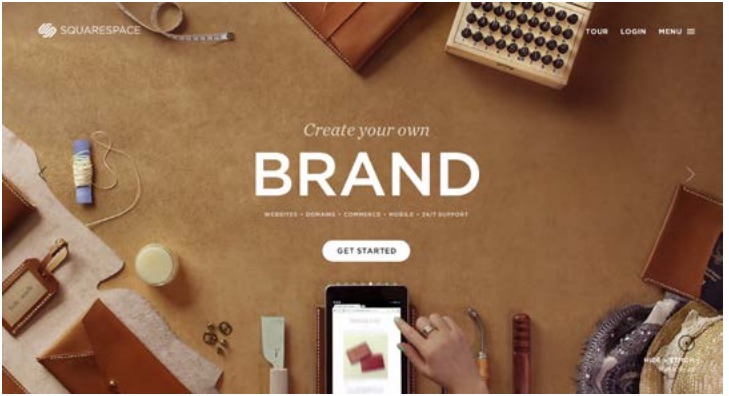
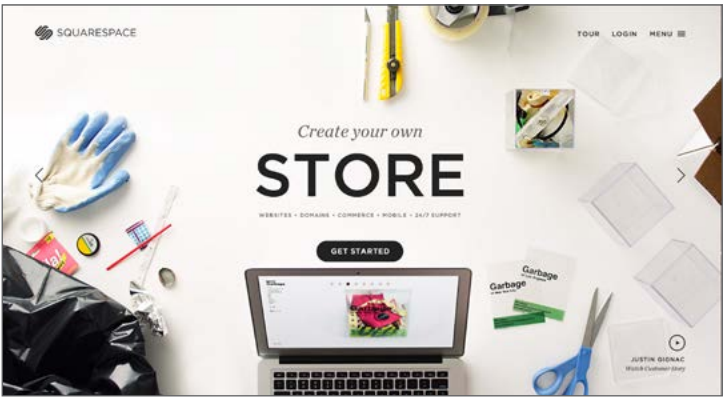
www.weddingpartyapp.com

- The tone and subject matter, together with the delicate overlaid text, set up an instant mood for this page. The image extends about 75% down the page, indicating that the user should scroll down for more.
- The nav sticks to the top of the page as you scroll past the main image. Social buttons stick to the side throughout - these could be more visually integrated to the overall site.
- The app walk though is very clever - as you scroll down explanatory text moves vertically into place, while the phone image stays stable and the images of the app scroll vertically. When you pass the final image, scrolling in the page resumes.
- Call to action buttons throughout are graphically big and strong.
- App reviews are cleverly revealed over experience heavy imagery.
- A horizontal "Let's Talk" section allows the user to easily communicate with the "Wedding Party App" team.
- A horizontal share via phone or email form is big, bold and inviting, and known to increase traffic.

COLOR PALETTE







## NOTES

[www.squarespace.com](https://www.squarespace.com)

- This is not an app landing page, but is a great example of a one page site inviting you to sign up for a service.

- The site does not go below the fold - but automatically or manually scrolls horizontally.

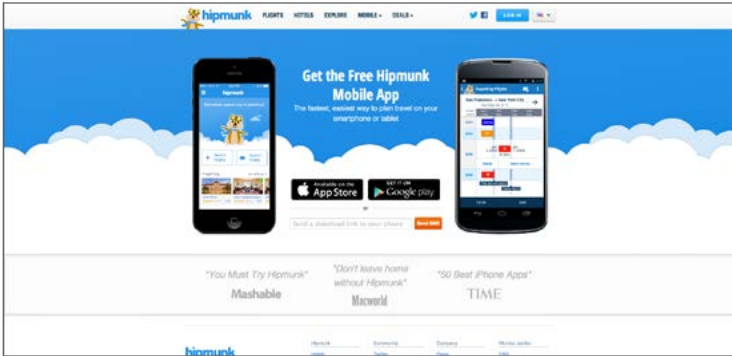
- Each image is full screen, depicting the physical space associated with the digital space. The layout stays constant throughout - anchored by an animated interaction with a digital device which displays the product.

- Big bold sans serif type is paired with an italicized serif font in an elegant combination.

- A menu button on the upper right opens a side nav for further exploration into the site.

- This site is responsive, clean, fun and very smart.

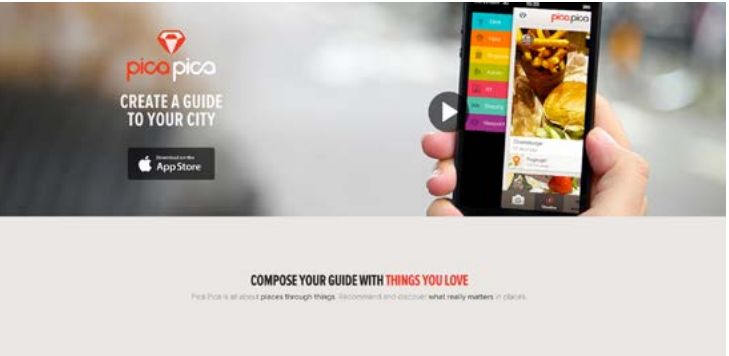
HIPMUNK



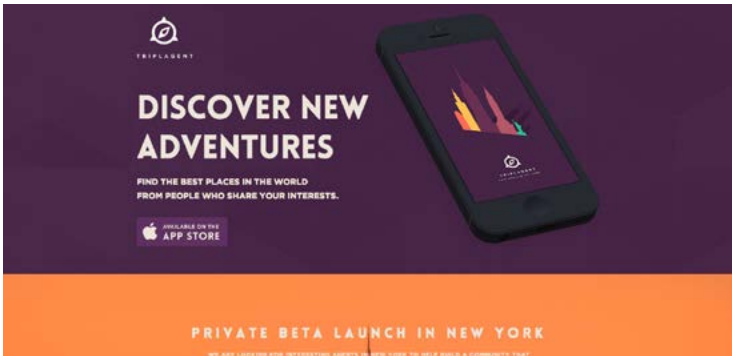
JETSETTER



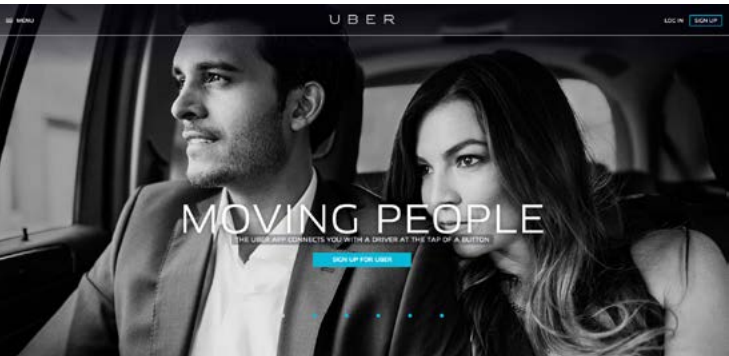
PICAPICA



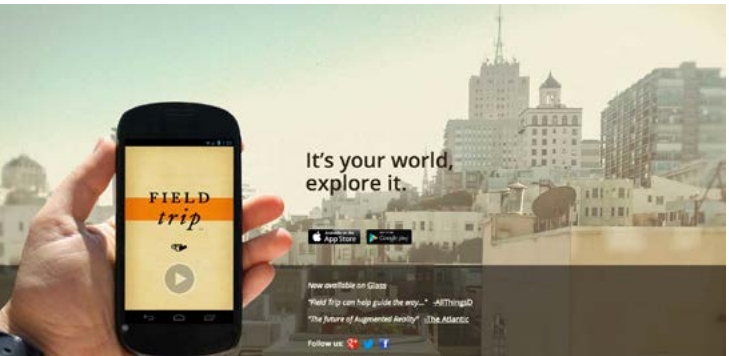
TRIPLAGENT



UBER



FIELD TRIP

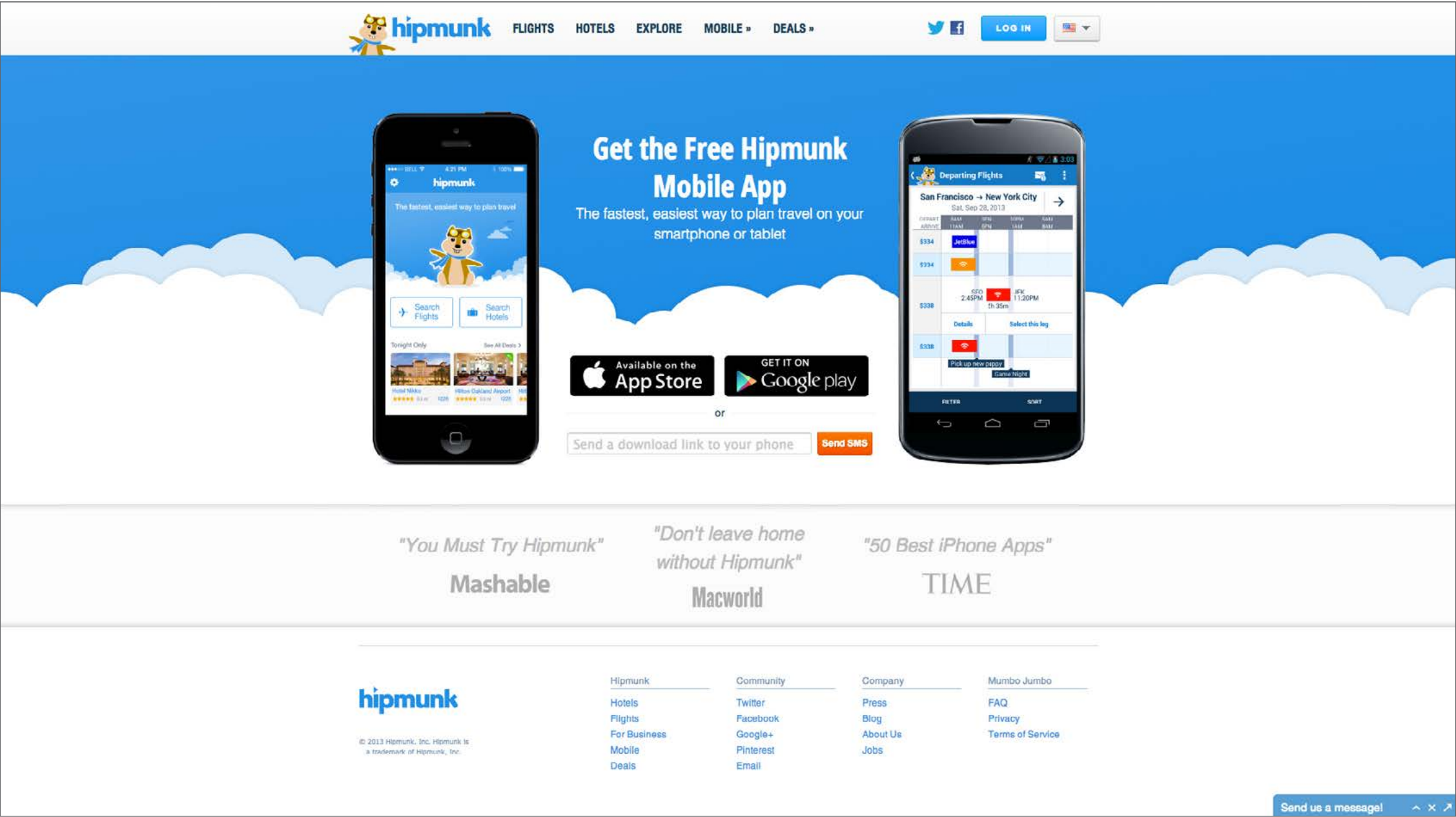


NOTES

These six travel-industry sites were chosen because they are popular designs in the web industry and because each utilizes a different design solution.

Most of these examples share common characteristics: large width imagery, strong color palettes to unify the page and further the branding of the product, and a clean uncluttered aesthetic with bold typography to make for quick easy visual digestion.





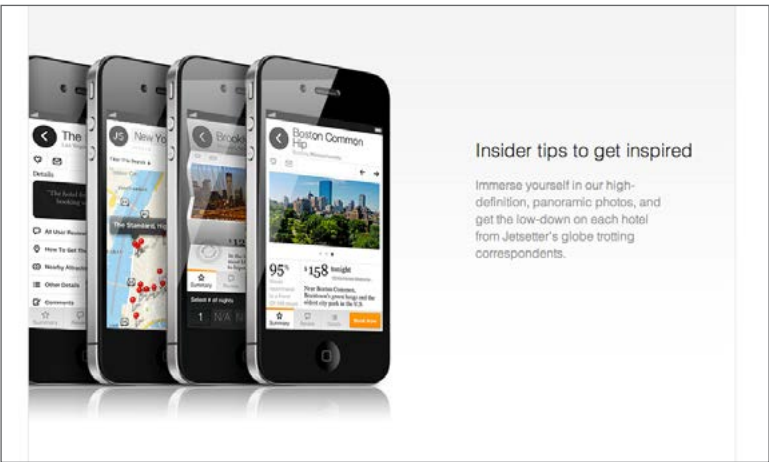
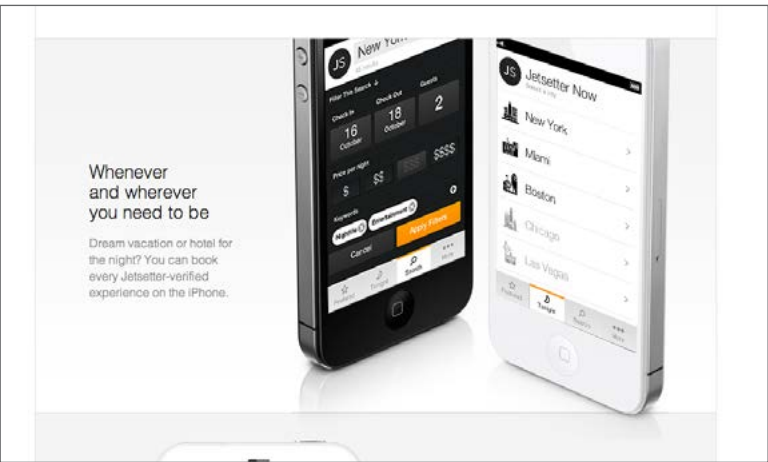
NOTES

[www.hipmunk.com/mobile](http://www.hipmunk.com/mobile)

- The branding of this site is directly influenced by the design of the app itself. The full width graphic is a simple backdrop upon which to display the app screens.
- The site itself is difficult to find, accessible from the Hipmunk site by clicking on the "mobile" option. This should be avoided.
- The "send us a message" tab at the bottom is a nice feature, as it integrates into the site, but calls attention to itself, making it easy to find.
- As you roll over the screens you notice that they are click-able, this takes you to the itunes preview page. This is confusing as one would imagine a click here might walk you through the app.
- The app reviews are prominent, requiring only a quick glance.
- This site is not responsive.

COLOR PALETTE





NOTES

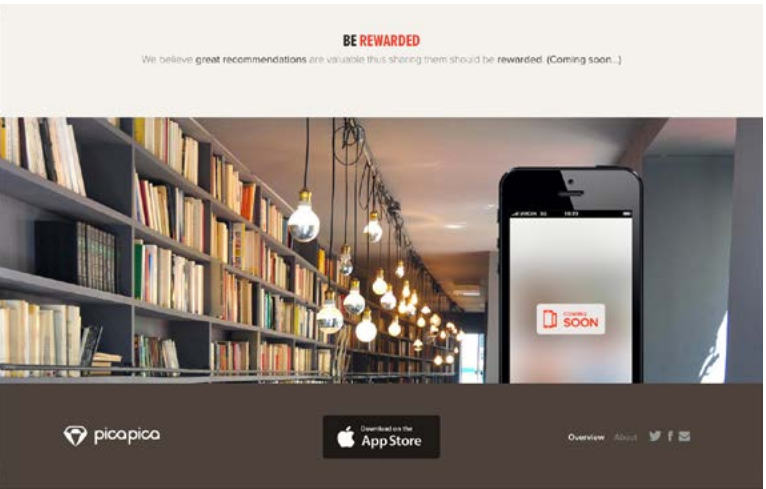
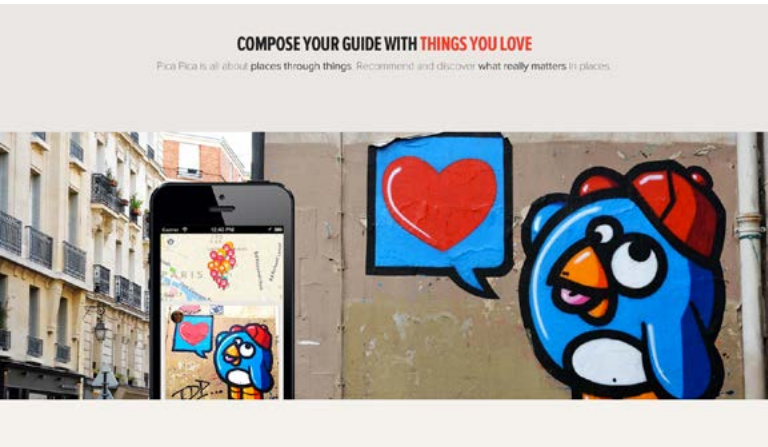
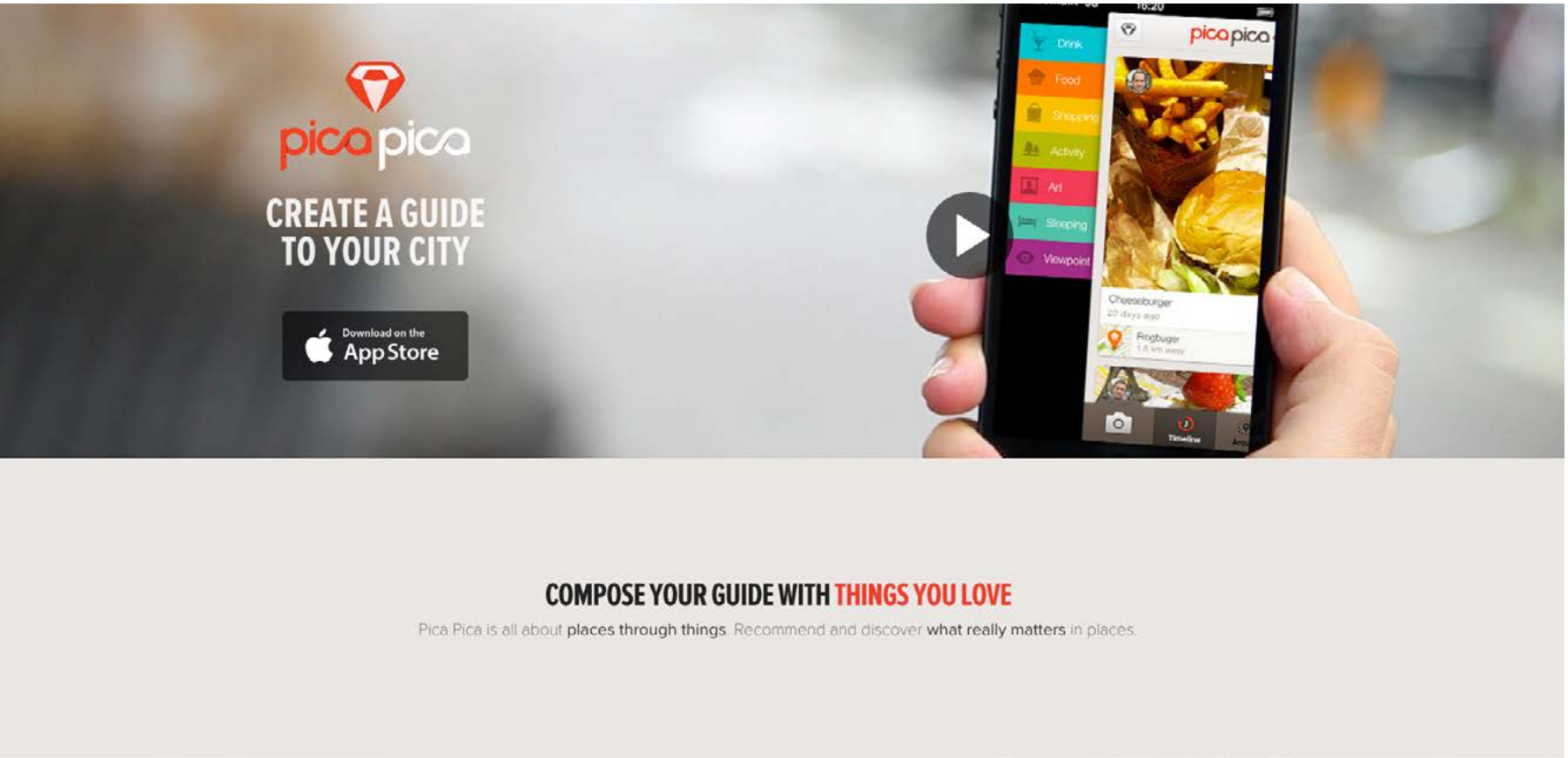
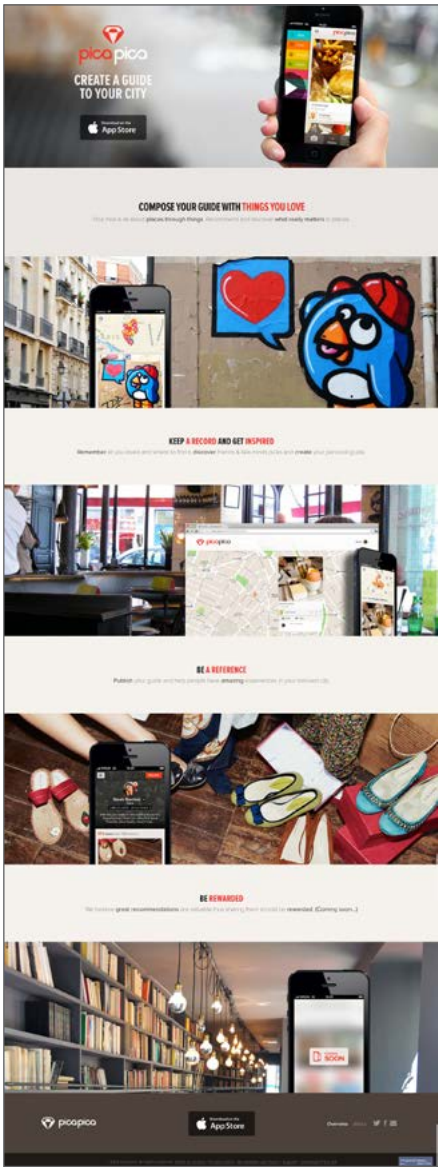
[www.jetsetter.com/iphone](http://www.jetsetter.com/iphone)

- The site is very minimal, using the imagery within the app to give it color. Using only static imagery of the phone acts as a unifying device for the site.
- Type is thing and elegant and easy to read.
- The site has a tab for ipad. This section uses black instead of white as a backdrop.
- The main Jesetter page has a fairly large space devoted to directing users to this landing page.
- Navigation does not move you down the page, but to pages within the main site - this causes confusion.
- Call to action buttons are big and bold. As is the search feature.
- Social links are very small and almost invisible in the footer.

COLOR PALETTE







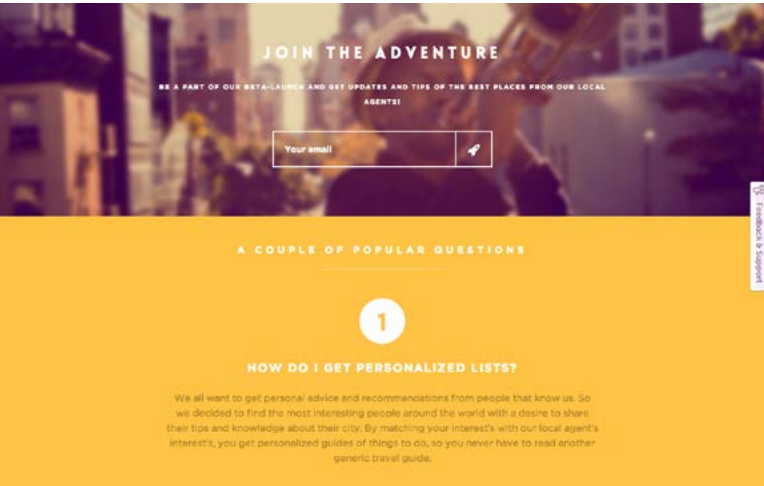
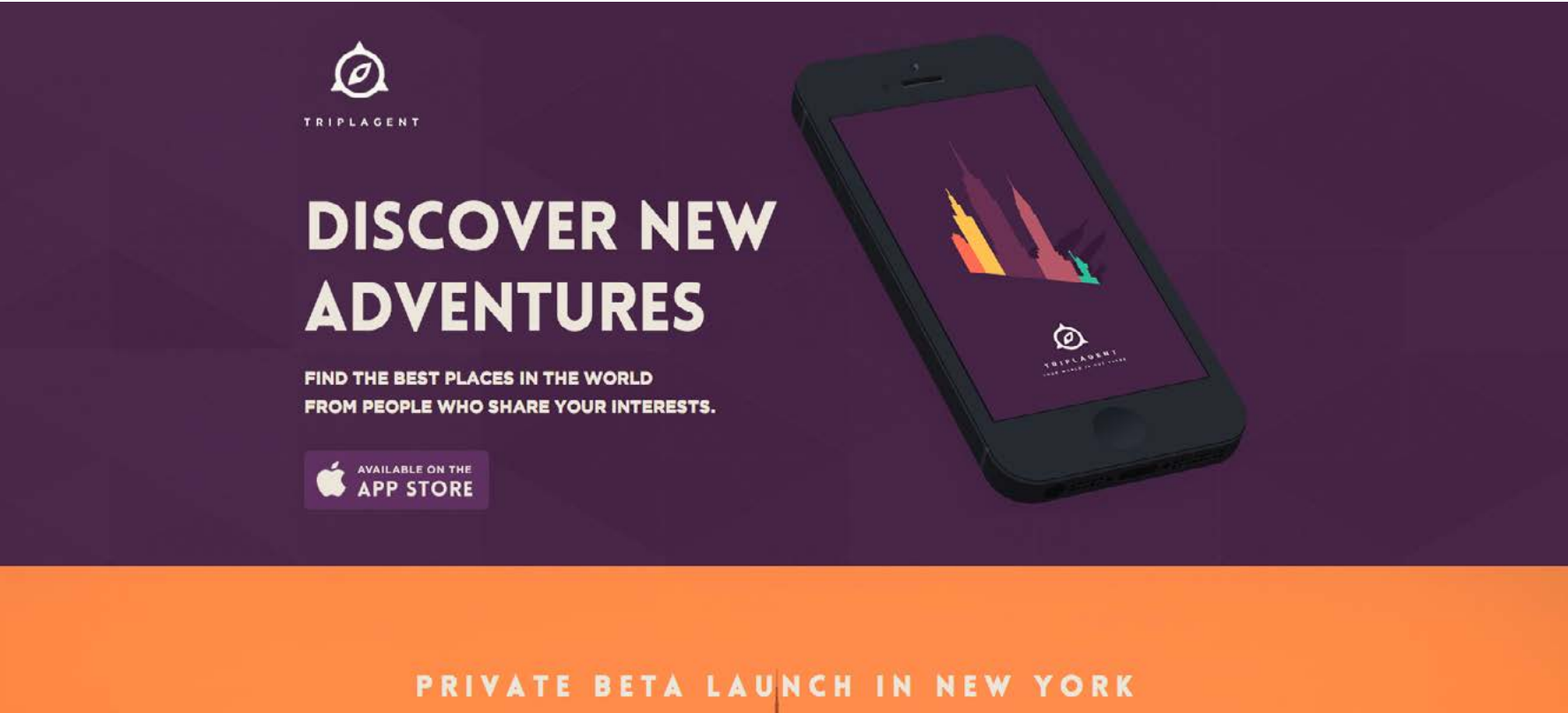
NOTES

[www.about.picapica.io](http://www.about.picapica.io)

- The main image is full width and blurred almost beyond recognition. It extends down about 75% of the page to direct the user to scroll down. It is an enticing prompt to play the video.
- Typography is big and bold and the copy is simple and to the point.
- The color palette is subtle but works to unify the whole page.
- The video plays within the page and instantly sets up a happy city tone.
- Horizontal sections are consistent - there is a bold cream colored header, with text that consistently follows the same format. This messaging shows you what the app does in simple bursts of information.
- Horizontal sections do a simple scroll over each other, which makes the page more lively.
- Imagery is fun, colorful and experience based.
- There is no need for a navigation bar.
- Social links are buried in the footer.
- The site is responsive.

COLOR PALETTE





NOTES

[www.triplagent.com](http://www.triplagent.com)

- The site has a very strong unifying color palette, applied to the graphics and the imagery.

- Floating screen shots are beautifully rendered and give the viewer a clear idea of how the app works.

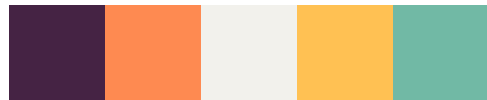
- There is no nav bar. It is easily understood via the horizontal color blocks that you are to scroll down the page.

- The giant call to action button - "I want to become an agent" - is very elegant and easy to find.

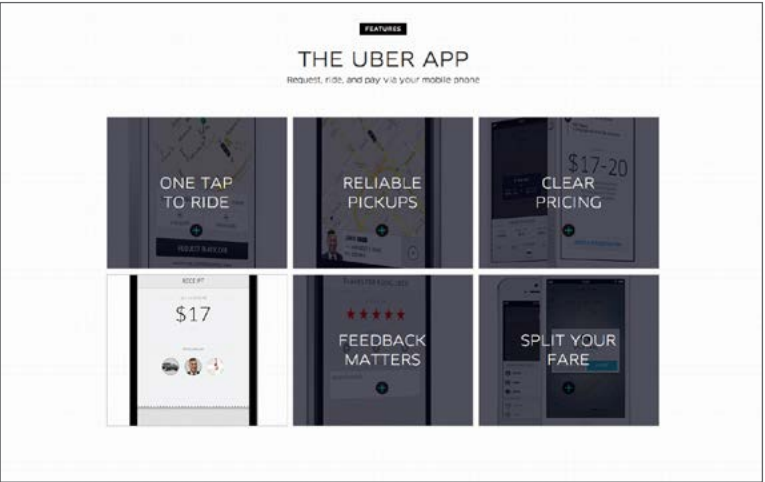
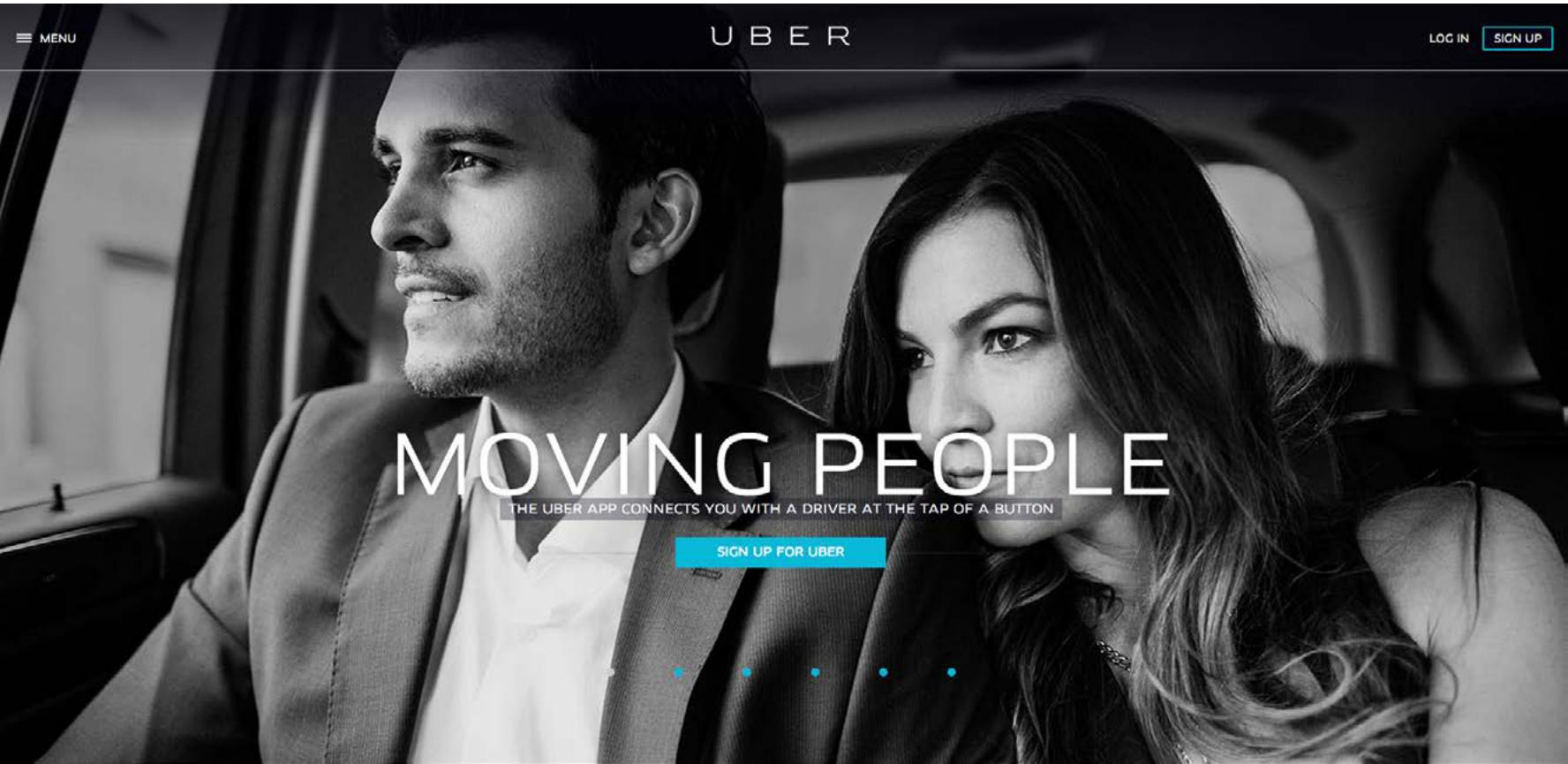
- Iconography is big and bold and ties into the visual feel of the whole site.

- This site is responsive.

COLOR PALETTE







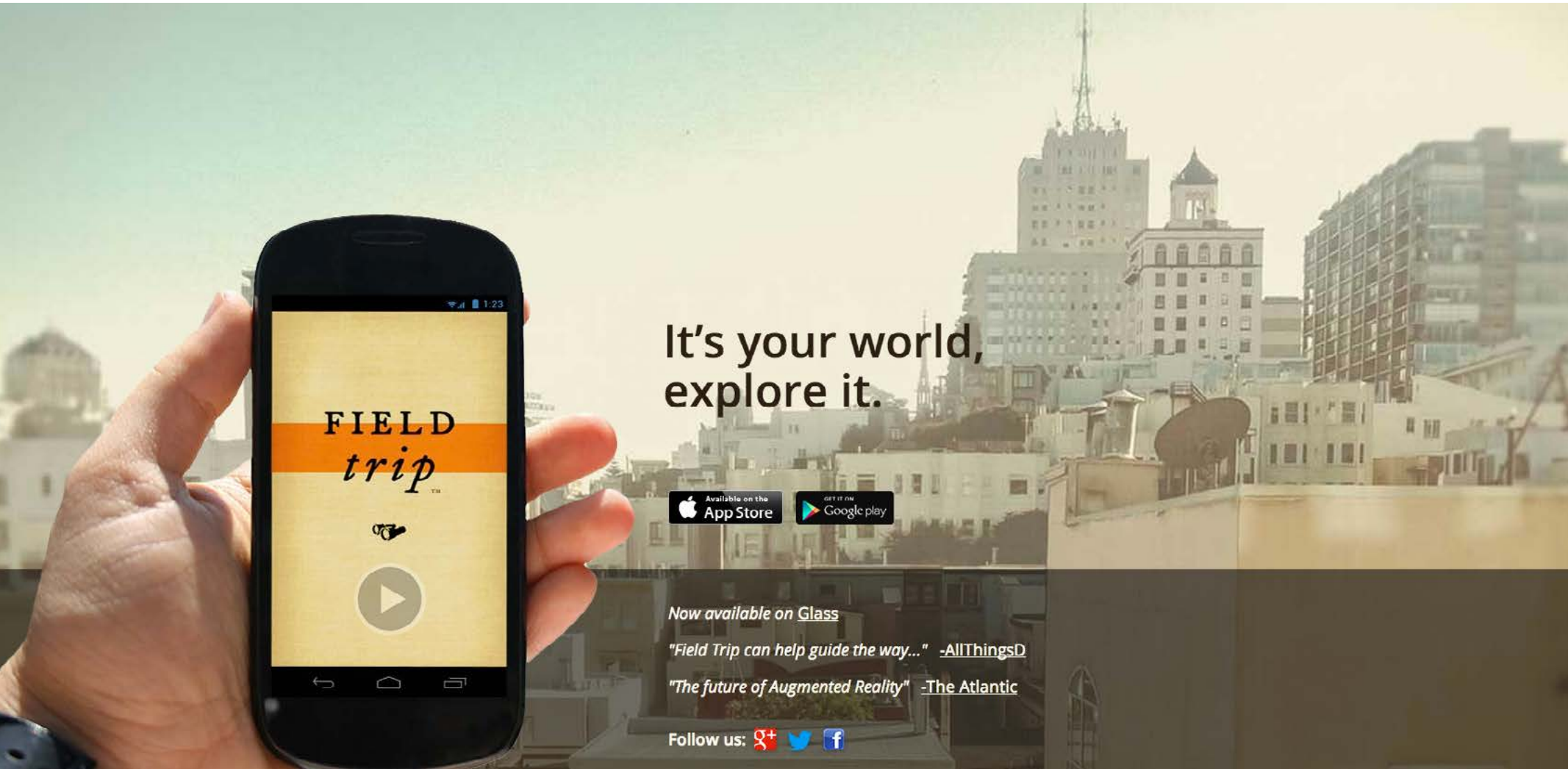
NOTES

www.uber.com

- Crisp black and white fashion-style photography with modern sans serif type and turquoise accents immediately sets up a very strong visual language.
- Initial 100% width images are easy to scroll through manually or timed to advance.
- A menu button opens up a sidebar for access to more detailed information, allowing the copy on the page to remain very simple.
- This site works as an app landing page and as the site itself.
- The "features" section, 2x3 grid, is very simple. If you want to know more about the app features it is clear that you click that block. A slide show opens, replacing the grid, and elegantly walks you through the app.
- Social buttons are located only in the footer, but still remain a point of focus.
- The site is responsive.

COLOR PALETTE





NOTES

[www.fieldtripper.com](http://www.fieldtripper.com)

- This is a one page, above the fold, site.
- The video is very good, but opens in a pop-up window, making it seem disjointed from the page.
- The full width imagery is very experience based and speaks to the function of the app.
- This is a very simple page, meant to get people to download the app, not meant to show how it works.
- It would be more successful if the color palette were carried throughout - in the iconography and in the bar of color anchoring the base.

COLOR PALETTE





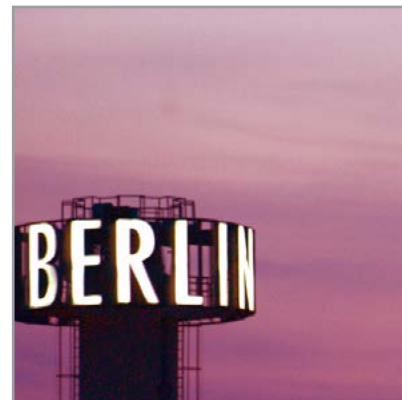
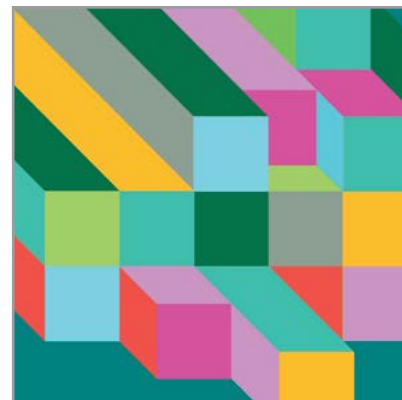
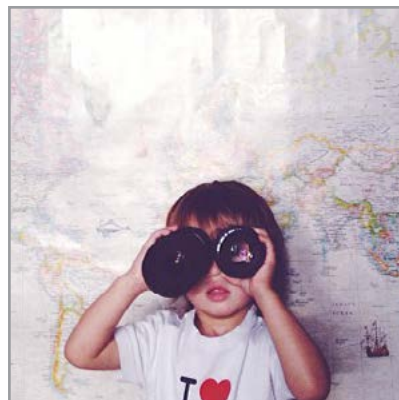


WORD CLOUD

Early in the design process our designers sat down and thought about the idea of “travel.” We ask ourselves: What comes to mind when we think about traveling. A free flowing representation of the words and feelings that come about through this process often introduces a different way to approach the design solutions.







## MOOD BOARDS

Mood boards are collections of bits of information centered around a theme. Each board helps a designer articulate abstract visual themes of a project, determining whether the desired look and feel or principle has been captured.

The following investigations were conducted and the findings were expressed visually through imagery:

- German Signage Typography
- Family
- The mystique of Travel
- The Look and Feel of the Meine-TUI App Landing Page











A visual exploration on the idea of "the mystique of travel" Colors are warm, typography is bold, and imagery induces feelings of nostalgia, mystery, adventure, and discovery. This exercise gives the designer clues about how to convey these ideas in the final graphic composition.

