

Design Report & Design System Portfolio

Visual Design and Prototype

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About HAUS

HAUS is a brand new hotel opening up in the heart of Glasgow's city centre. In order to reach a wider audience and promote its services, HAUS needs to establish an online presence through a dedicated website. HAUS is looking for a website that can help generate business, increase brand recognition, and deliver strong marketing messages to potential customers who are Adventure Travellers from across the world.

Target Audience

Adventure Travellers

Adventure travellers are adrenaline enthusiasts seeking daring experiences, embracing risk to explore the world beyond conventional paths. They crave authenticity and thrive on pushing personal boundaries through thrilling activities. Driven by a desire for upscale stays, they prioritise comfort and seek accommodations that offer an element of exclusivity. Stable career and are looking for unique hotels in a premium budget range.

Target Audience

35 - 47 years
Working Professionals: Looking for a unique hotels in a premium budget range

Tone of Voice

Friendly and a unique escape with sleek and sophisticated design that is classy and elegant

Typeface and Font

Minimal and simple Sans Serif

Colors

Muted tones with a tint of burnt red to give a sense of excitement and energy

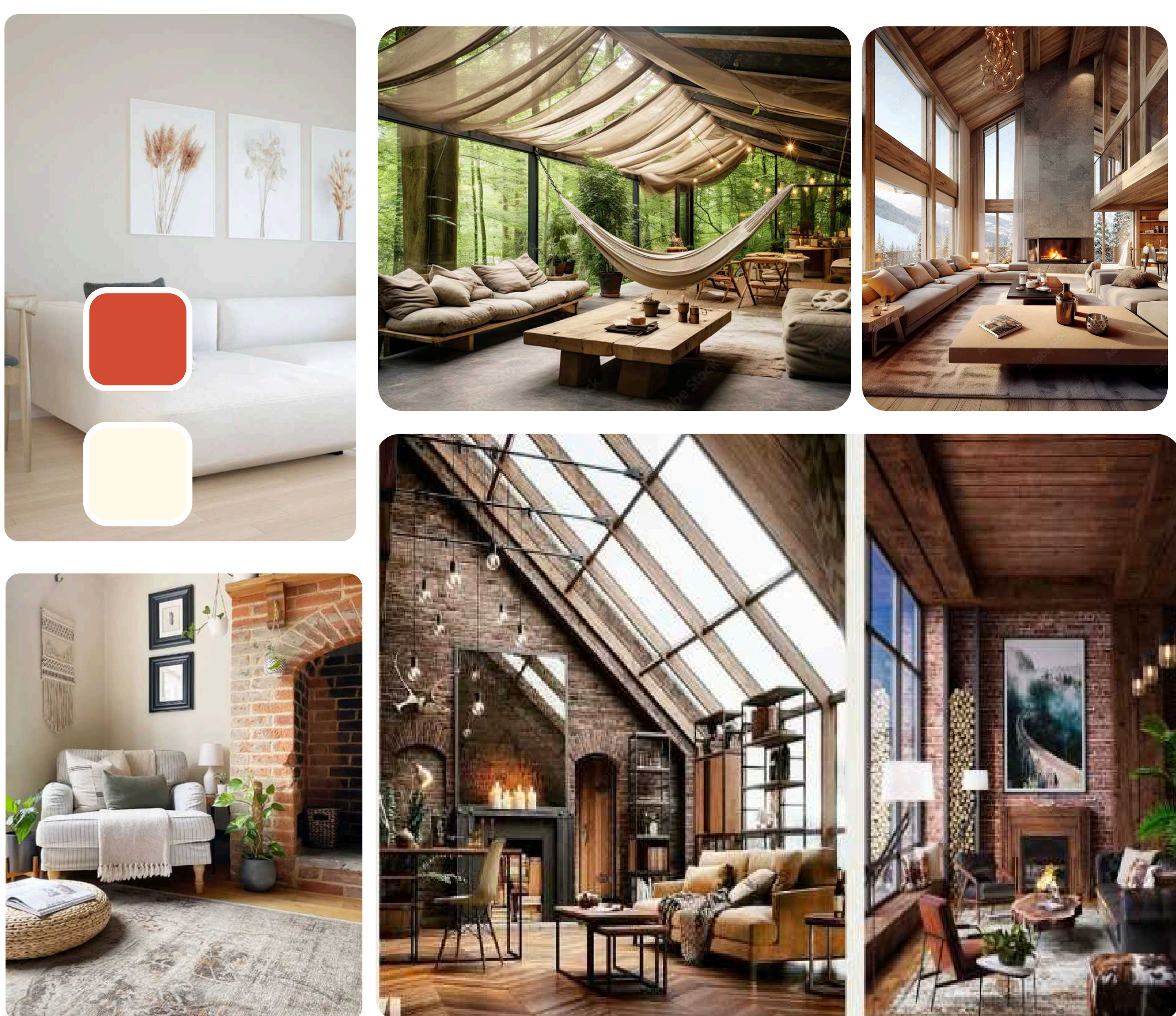
Images

Earthy images with some lush greenery to balance the ambience and feel connected to nature

Initial Mood Board and Style style

Initial Mood Board

After completing the research on the target demographics, I created a mood board based on design research and competitor analysis. I wanted to give an inclusive and feeling with a sense of luxury.



Initial Style Tile

The initial style and theme on development was reflecting a corporate luxury feel. This was improved in the development design process.

About Us

Welcome to HAUS - a premier lodge, where the excitement of adventure meets the pulse of Scotland's cityscape. Our one-of-a-kind themed hotel is located in the bustling city center and provides a chance to embark on a memorable journey surrounded by the stunning landscapes and cultural richness of Scotland. Seamlessly connected to every corner of this charming land, HAUS guarantees an exciting escape that combines urban accessibility with a spirit of exploration, ensuring a stay that is both thrilling and convenient.

Featured Stays

HAUS is a hotel that draws inspiration from the classic Traveller Motor Lodge. Our property features 46 rooms that beautifully blend design and nature, offering guests access to woodland trails, riverbank vistas, sculptural installations, and more. We use natural, organic materials to create a relaxing haven for our guests, which also serves as a starting point for their adventures. Whether you're looking to connect with your vacation self or explore the great outdoors, HAUS is the perfect basecamp for your next adventure.

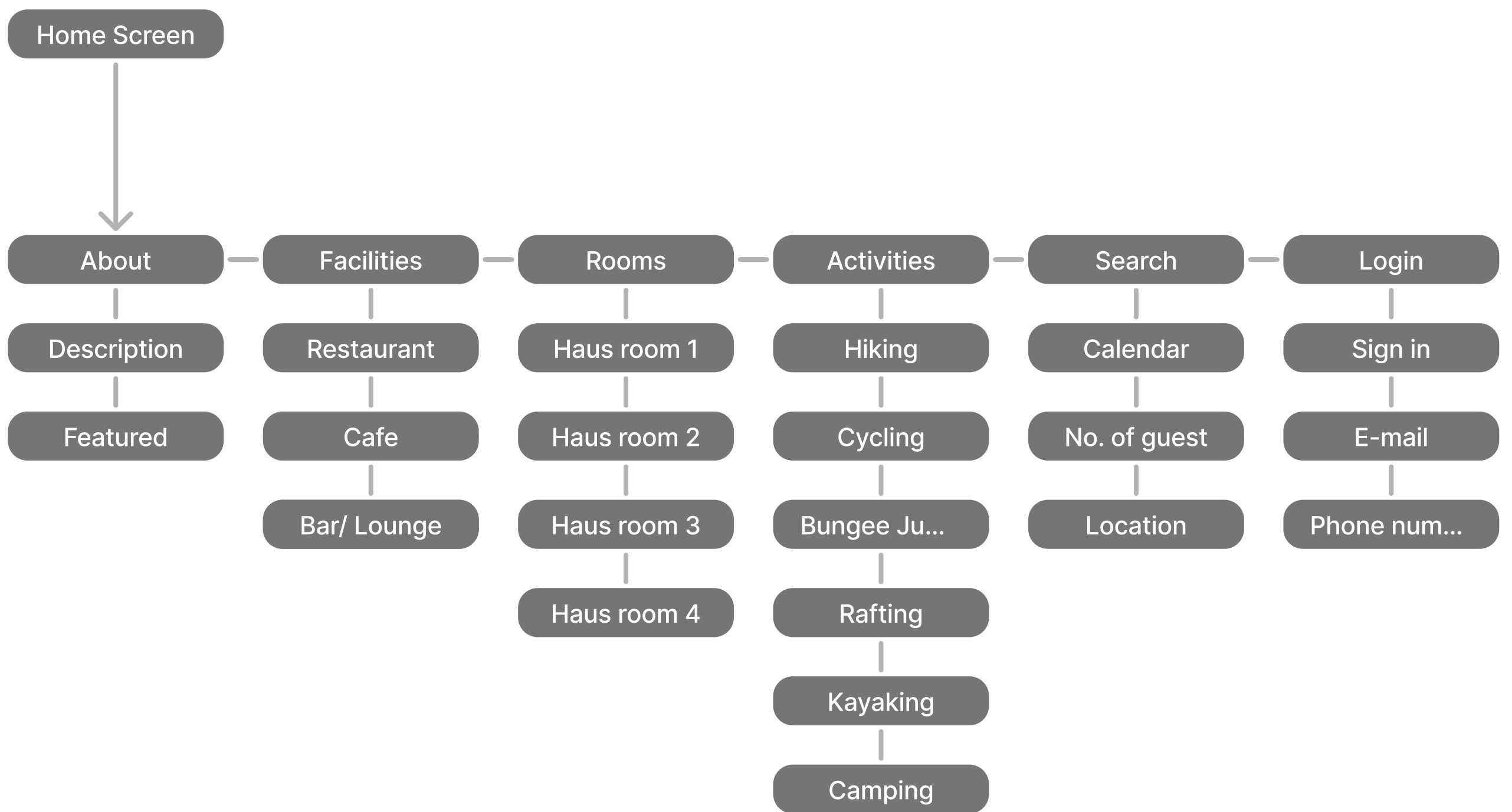
Caledonian Chalet

Traditional Highland comforts meet modern luxury amidst breathtaking views, inviting you to unwind in true Scottish style.

Clydes City Hideout

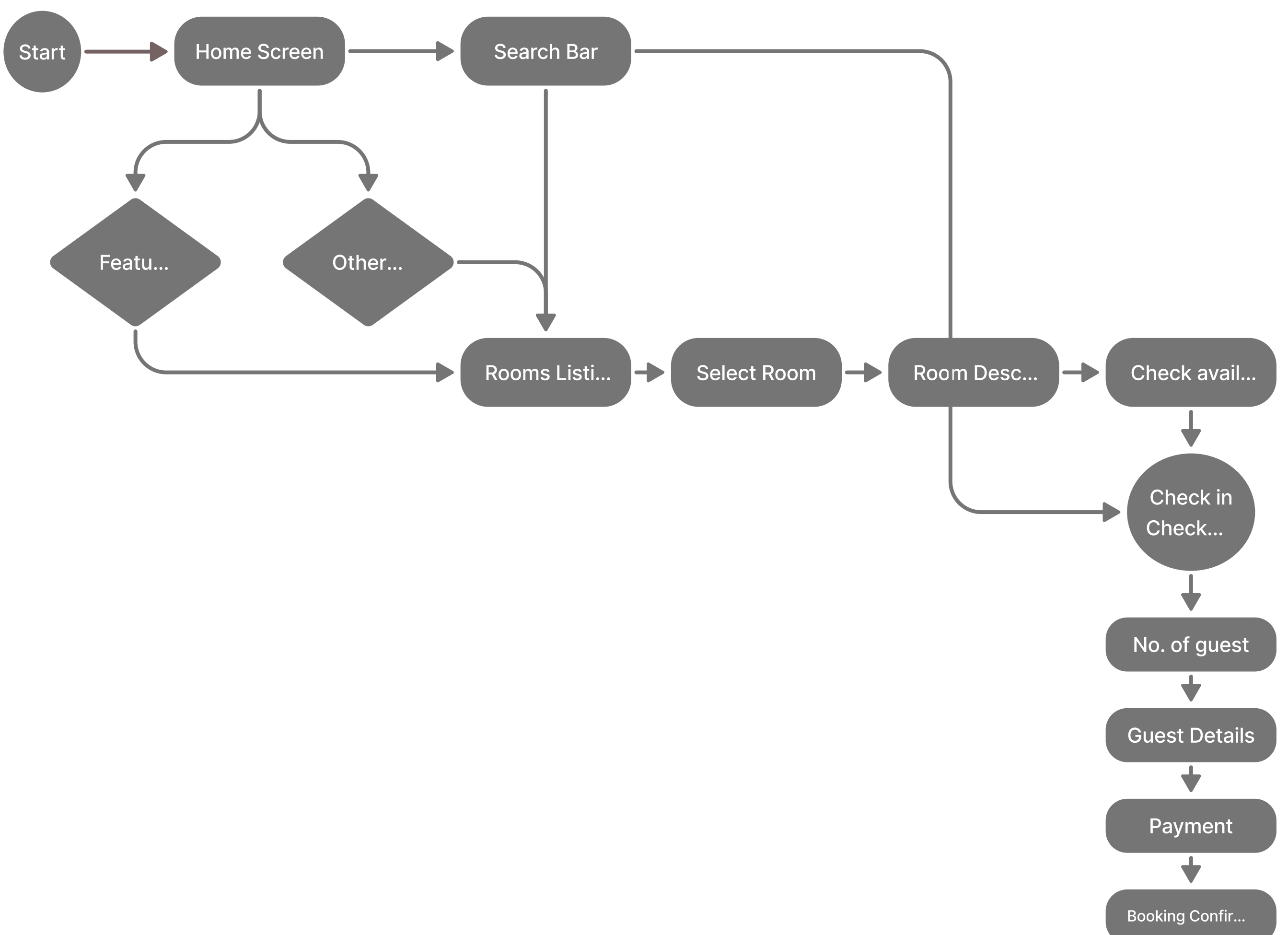
Modern urban sanctuary that seamlessly blends contemporary design with stunning cityscape views.

Information Architecture

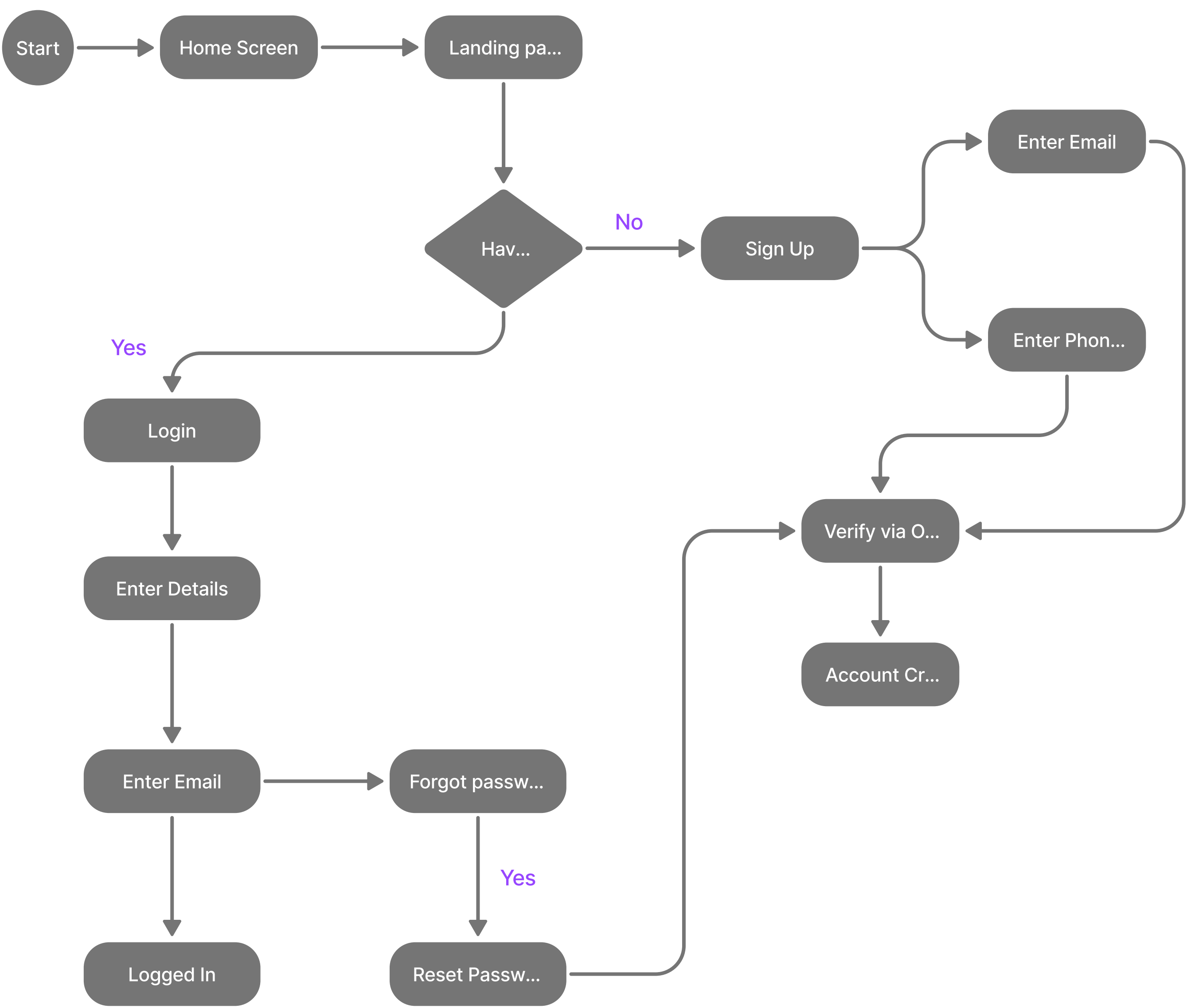


Task Flows

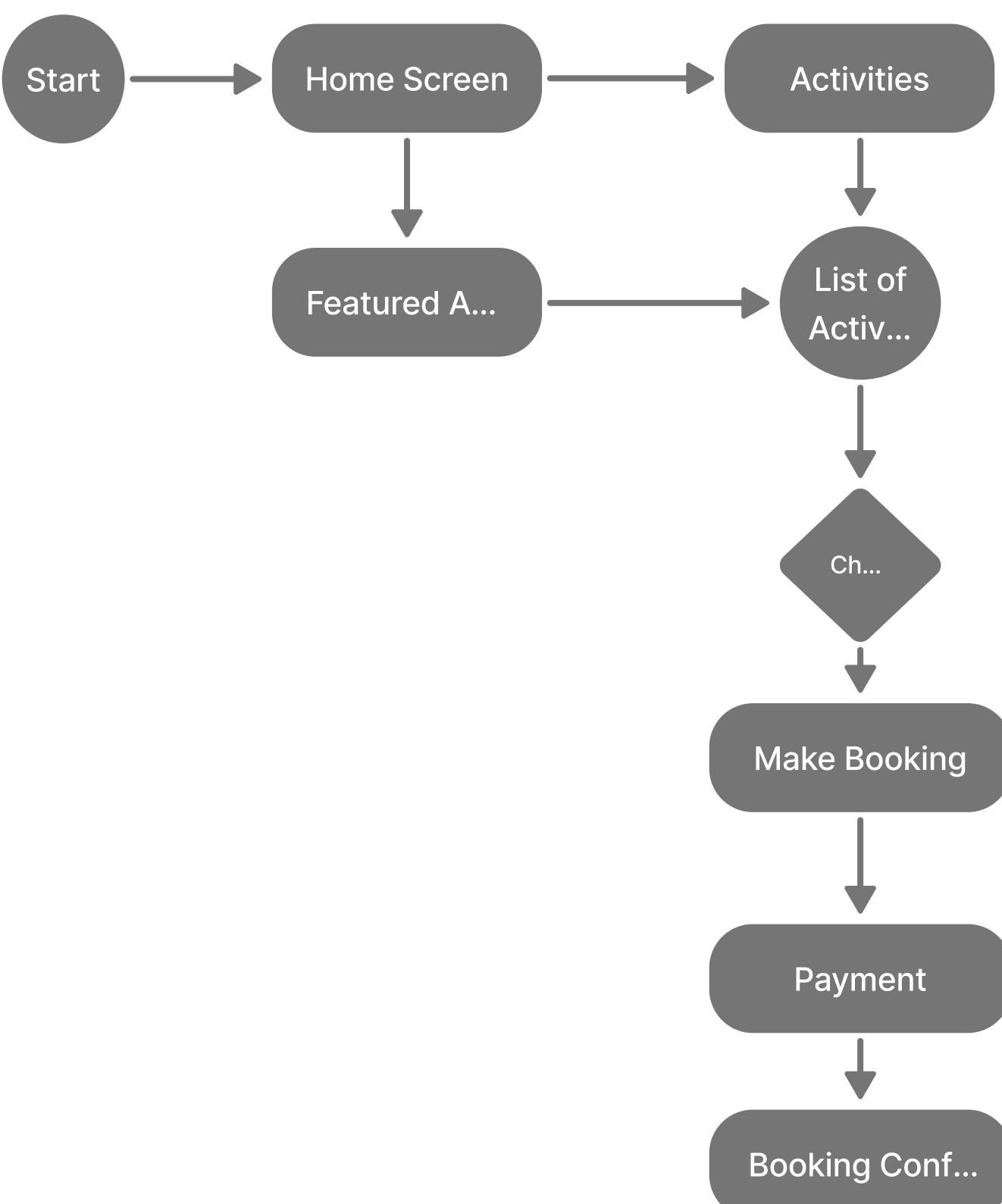
Task Flows for Room Booking



Task Flows for Login and Sign up

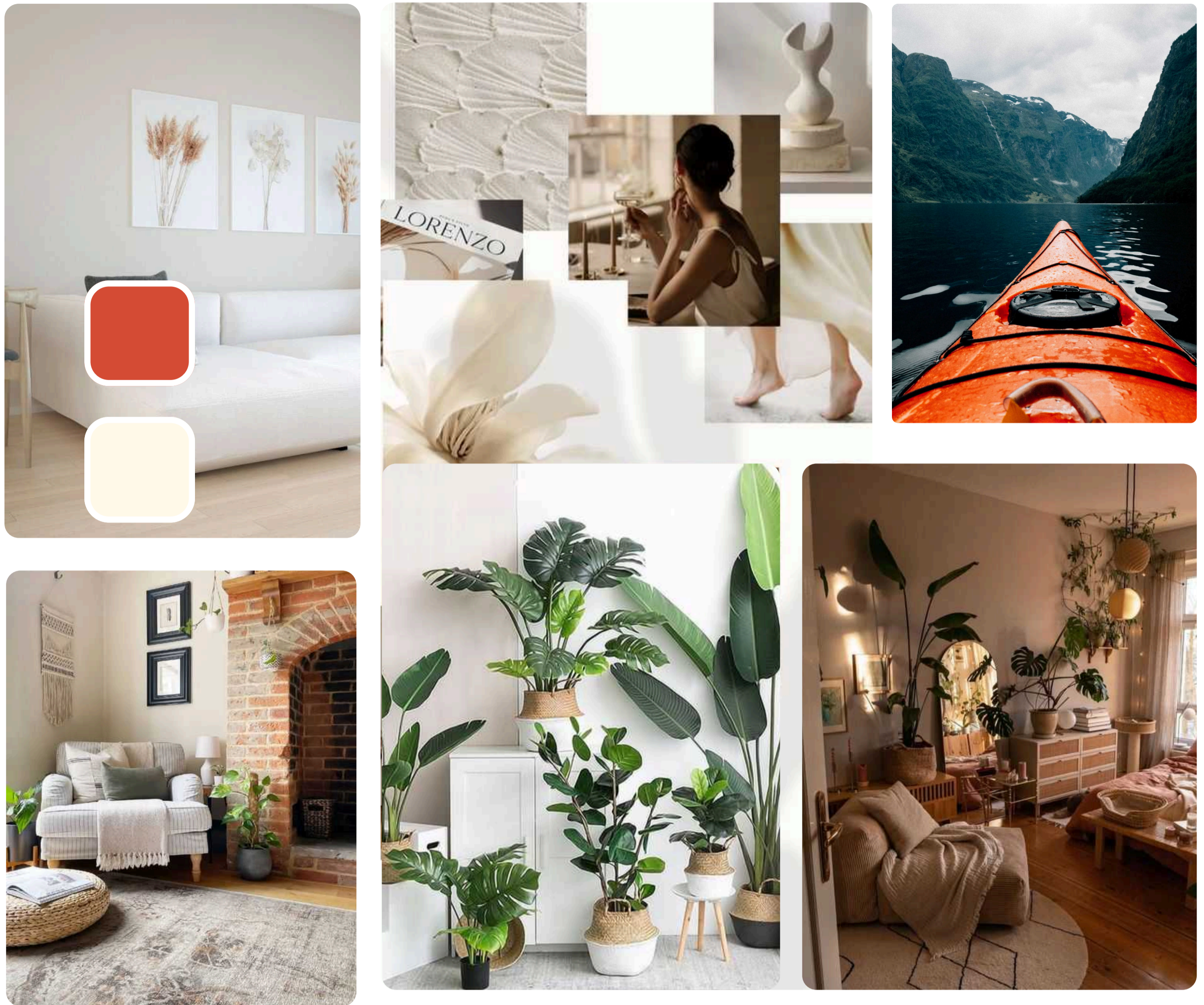


Task Flows for Activity Booking



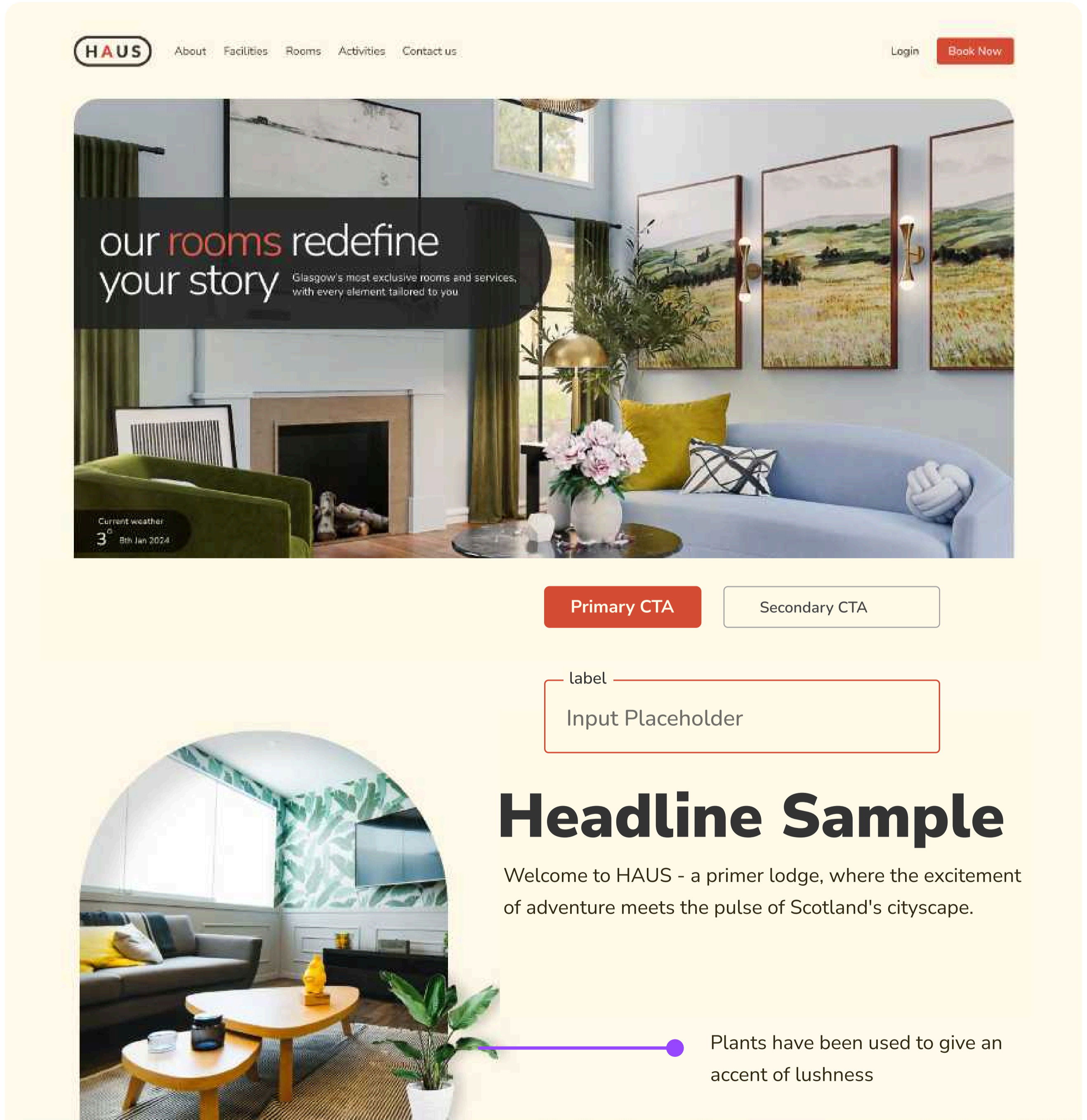
Final Mood Board

Making mood boards enabled me to gather thoughts, concepts, color palettes, and atmospheres in a single space, forming a unified design idea for the project. The initial mood board was improvised with a hint of the greenery of the location of the hotel. Plants have been intended to give the lushness to the look and feel.

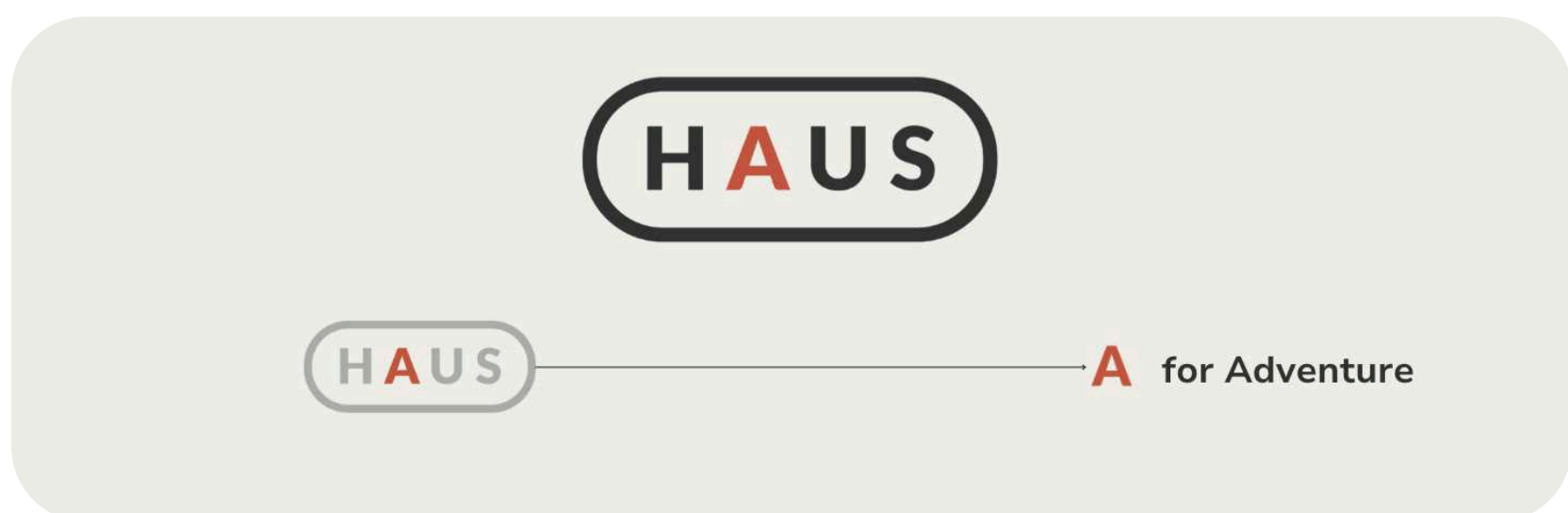


Final Style Tile

My mood board influenced my style tile, and the final version is displayed below. I identified a specific color from the mood board—burnt red and green imagery. Burnt red brings energy to the visuals as an accent and the muted cream color gives a sense of earthiness.



Logo



The letter A has been changed to a burnt red to emphasise on an energetic and enthusiastic feeling, keeping in my the target audience are adventure travellers.

I created a design system for Haus based on my mood board and style tile. This system acted as a standardised guide, streamlining design management by reducing redundancy and ensuring a unified visual language across the website. It includes various components like colors, typography, buttons, forms, iconography, the Haus logo, and more, consolidating these elements for improved structure, consistency, and ease of design iteration.

Typography

Typeface

Nunito Sans

Designed by Vernon Adams, Cyreal, Jacques Le Bailly

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Fonts

Title 1

64px light Nunito Sans

Title 2

56px black Nunito Sans

Sub-header

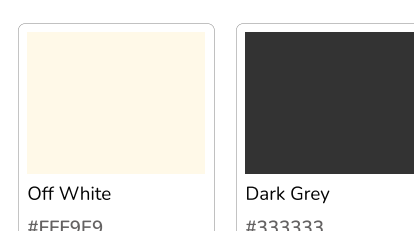
24 bold Nunito Sans

Content

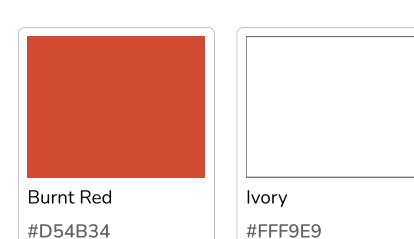
18 Regular Nunito Sans

Colors

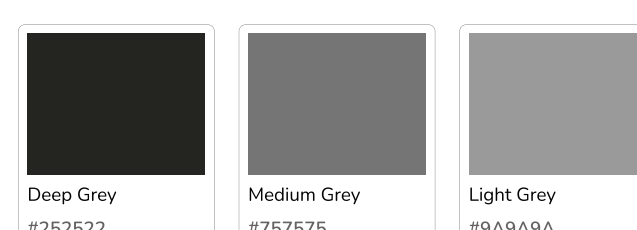
Primary Color



Accent Colors



Grey Palette

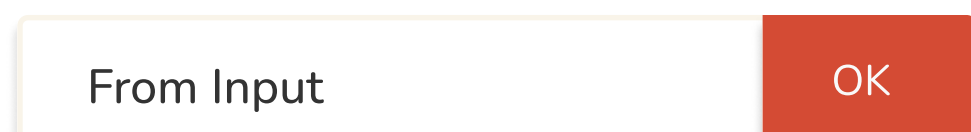
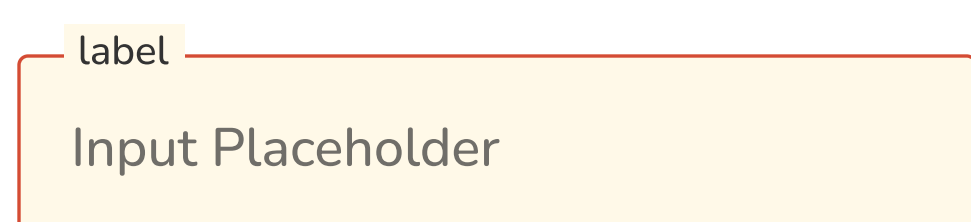


Iconography



24px X 24px

Buttons & Fields



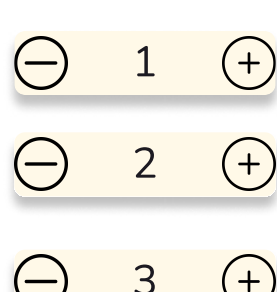
Back Button



Close Button



Add/ Remove

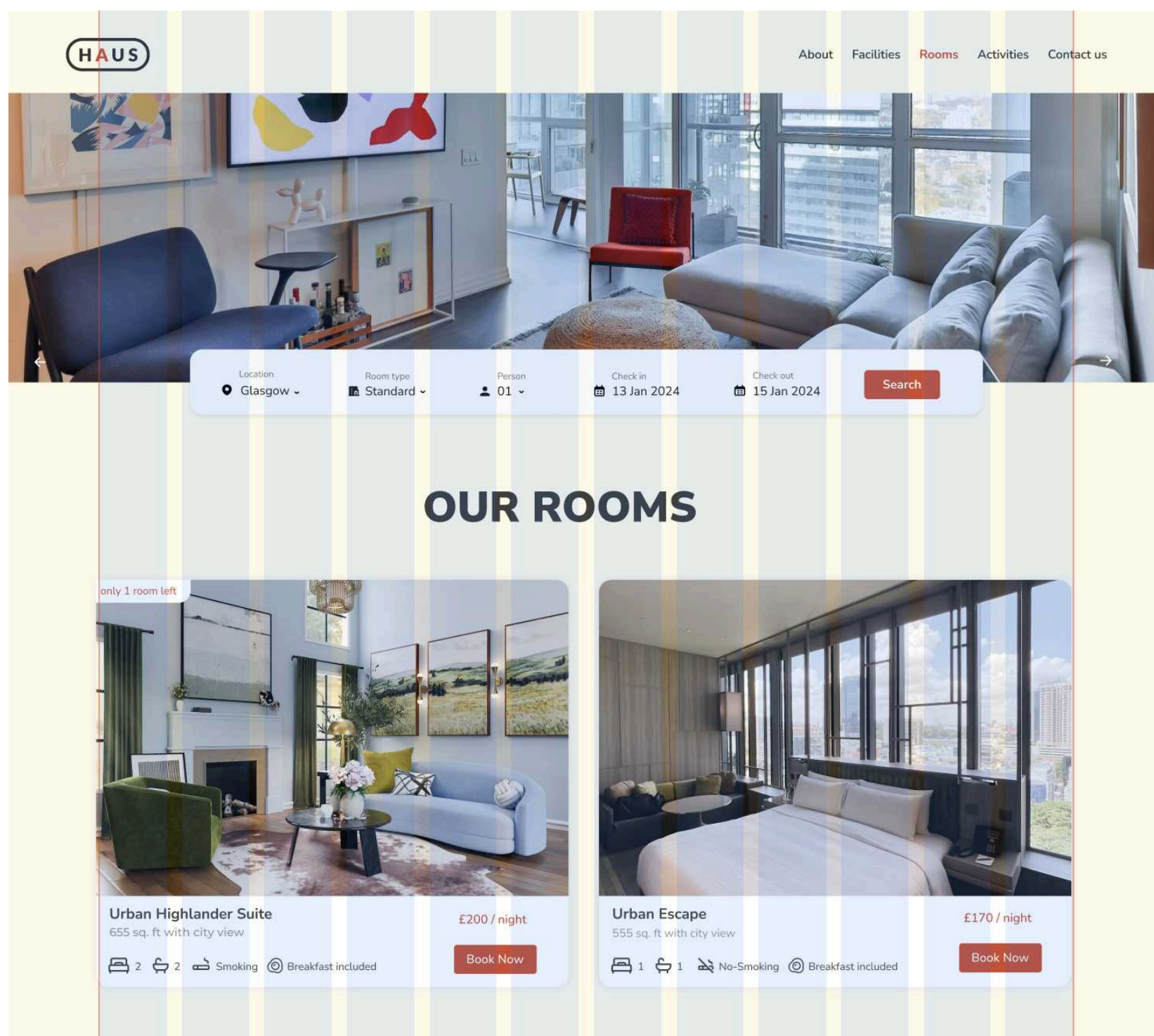


Calendar

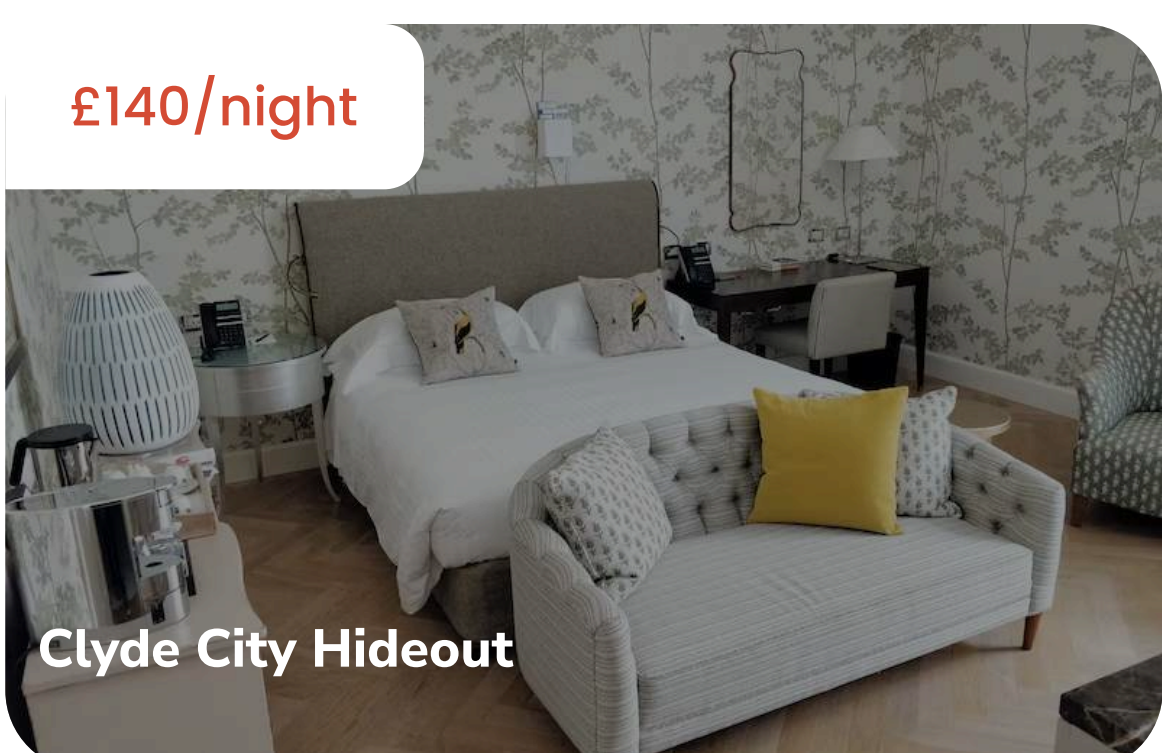
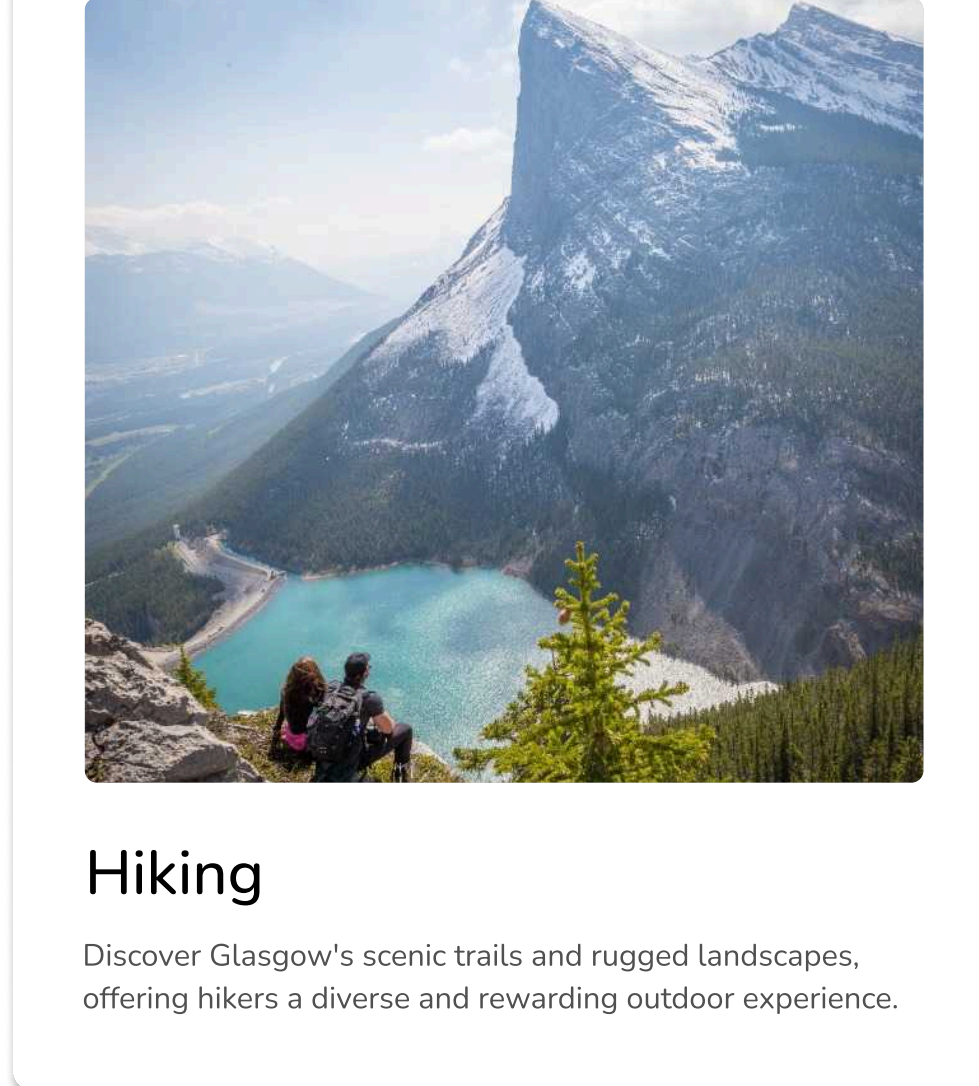
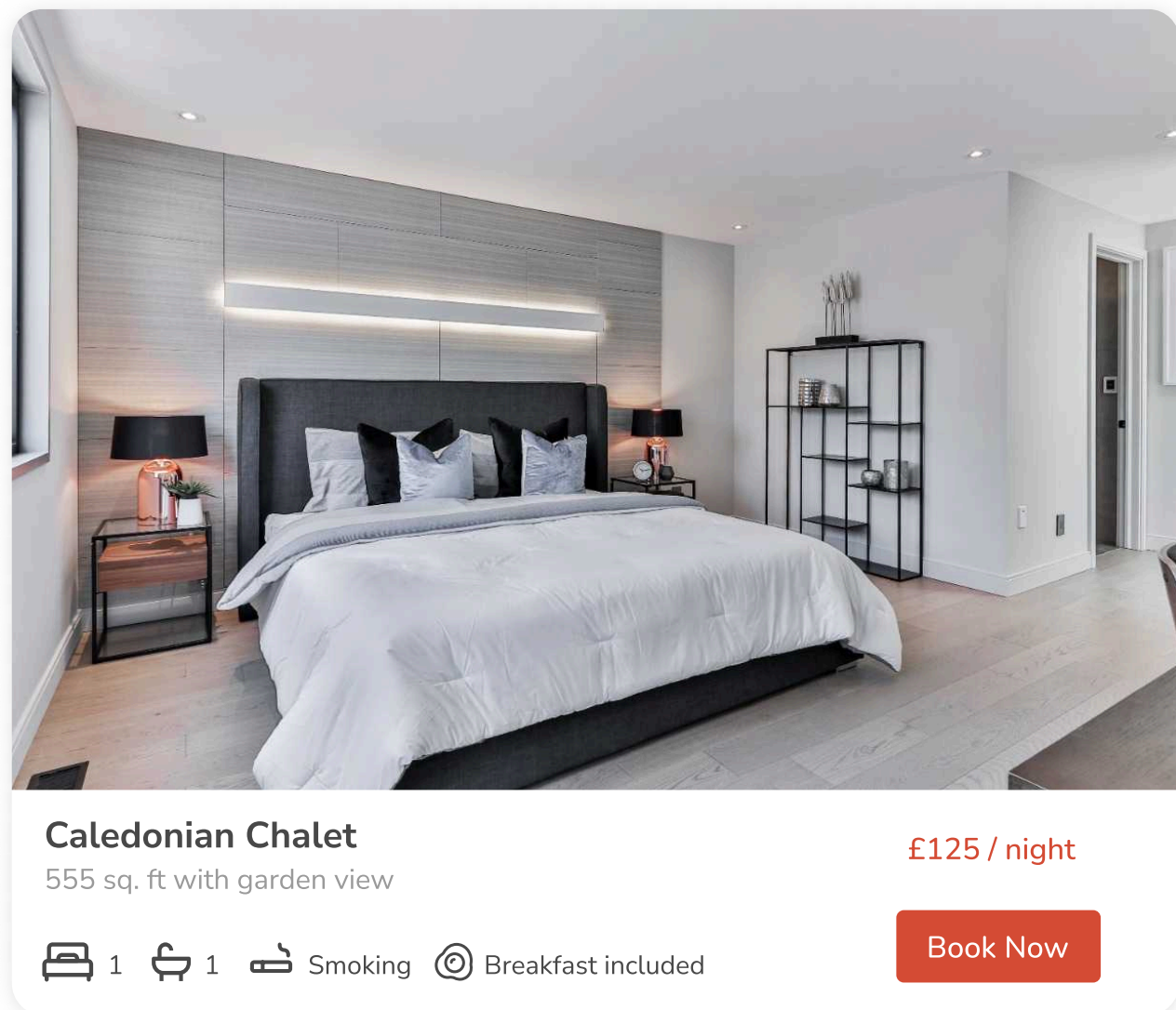


Grid System

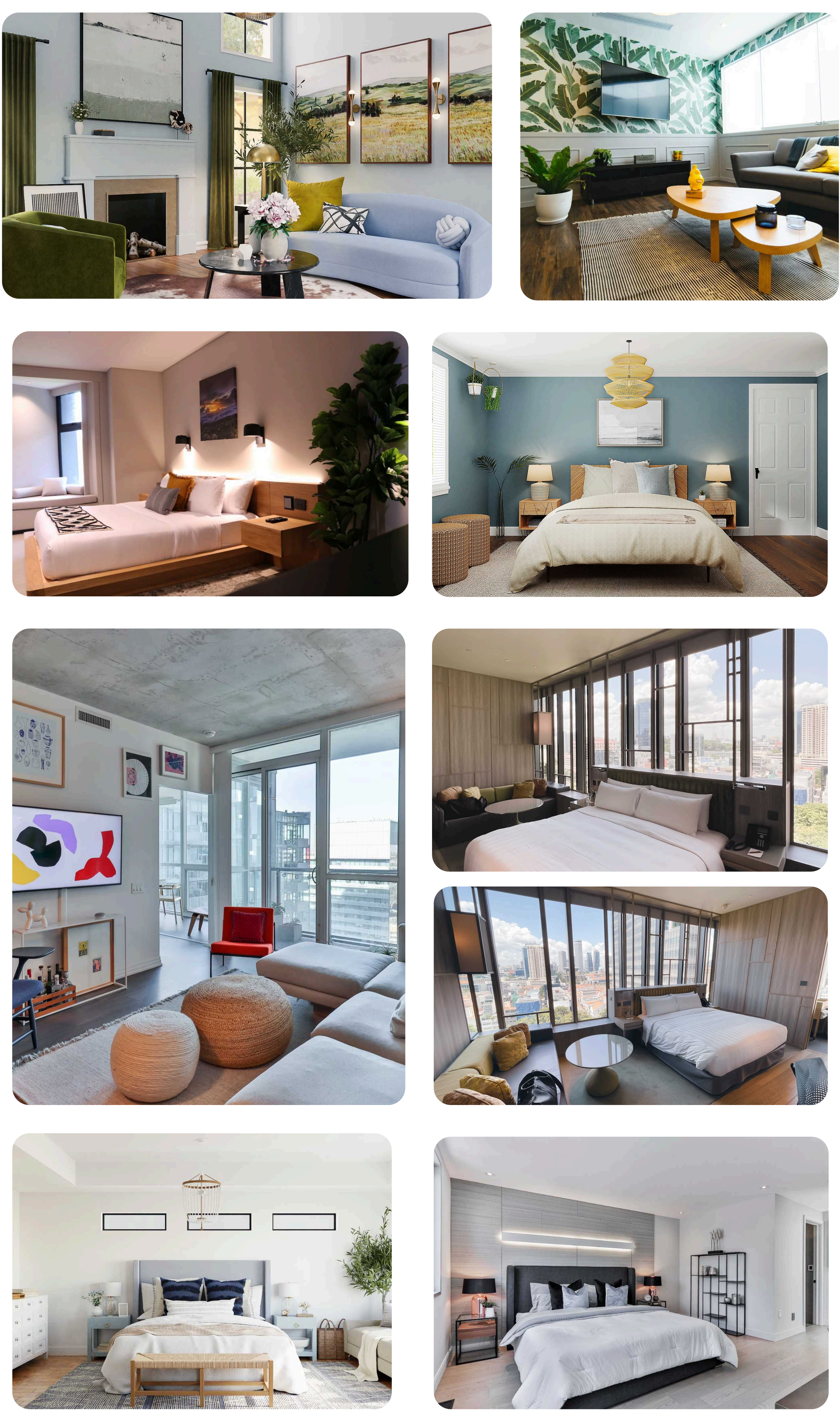
12 Columns Gutter Width 20px



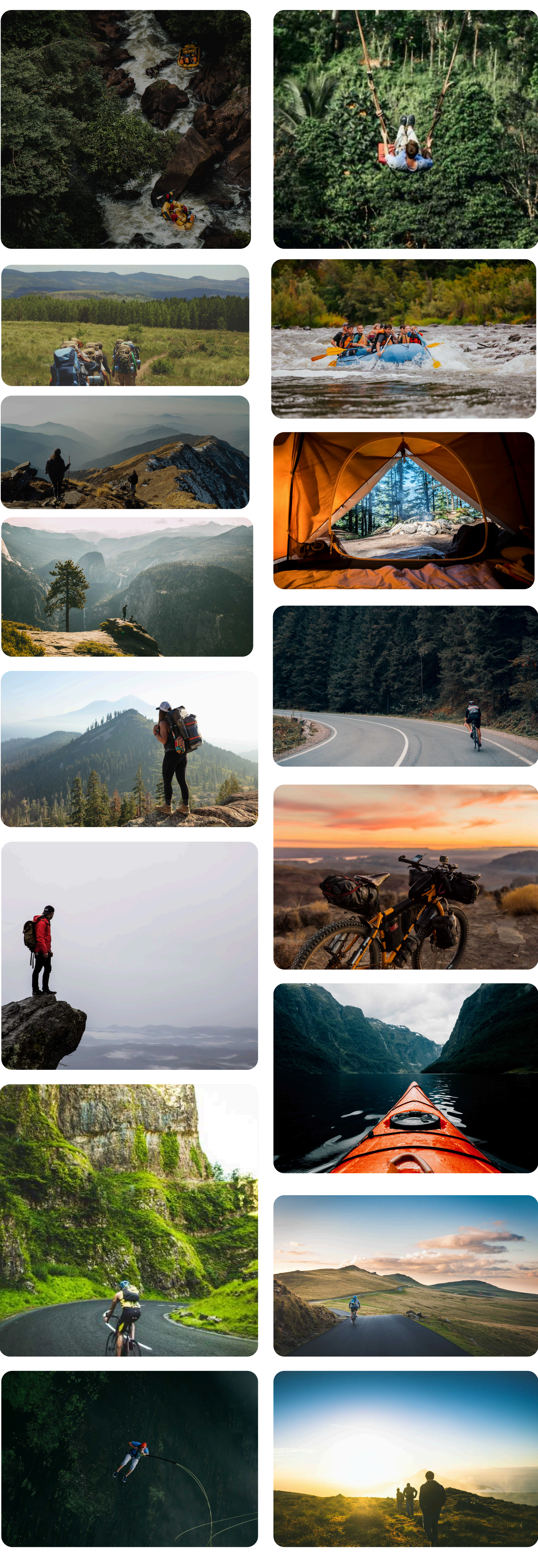
Card Samples



Room Images



Activities Images

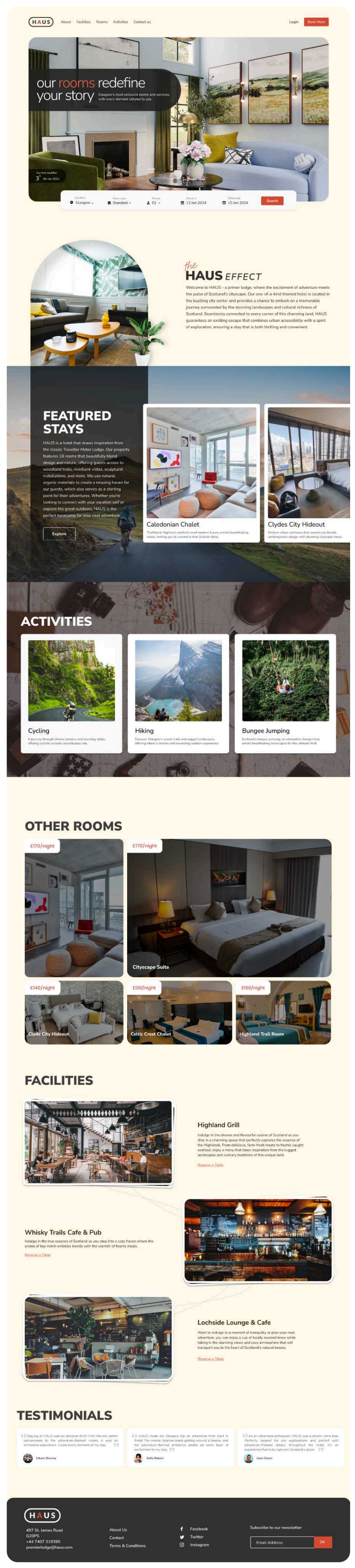
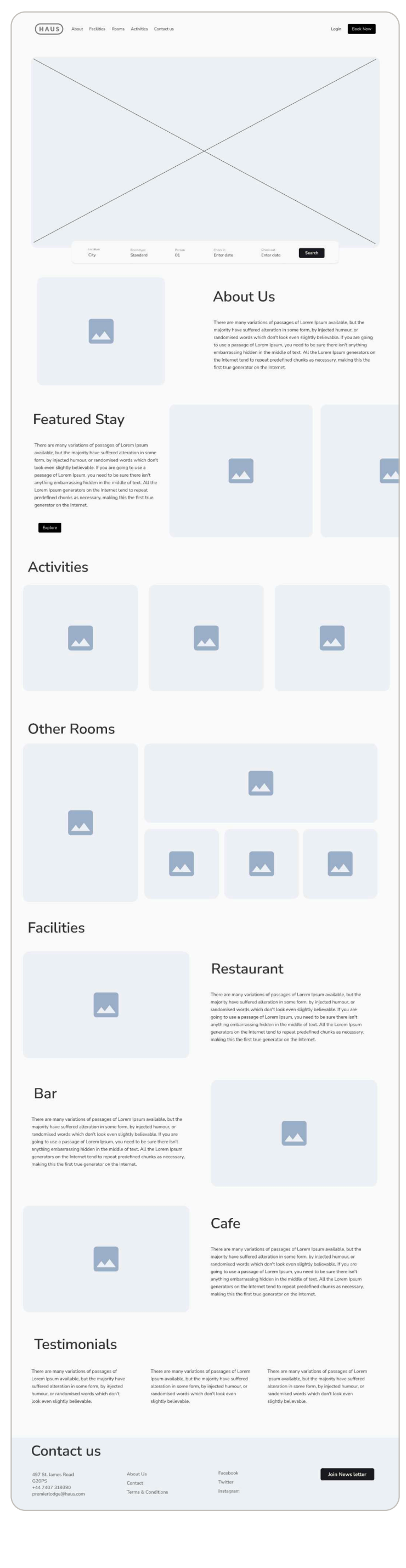
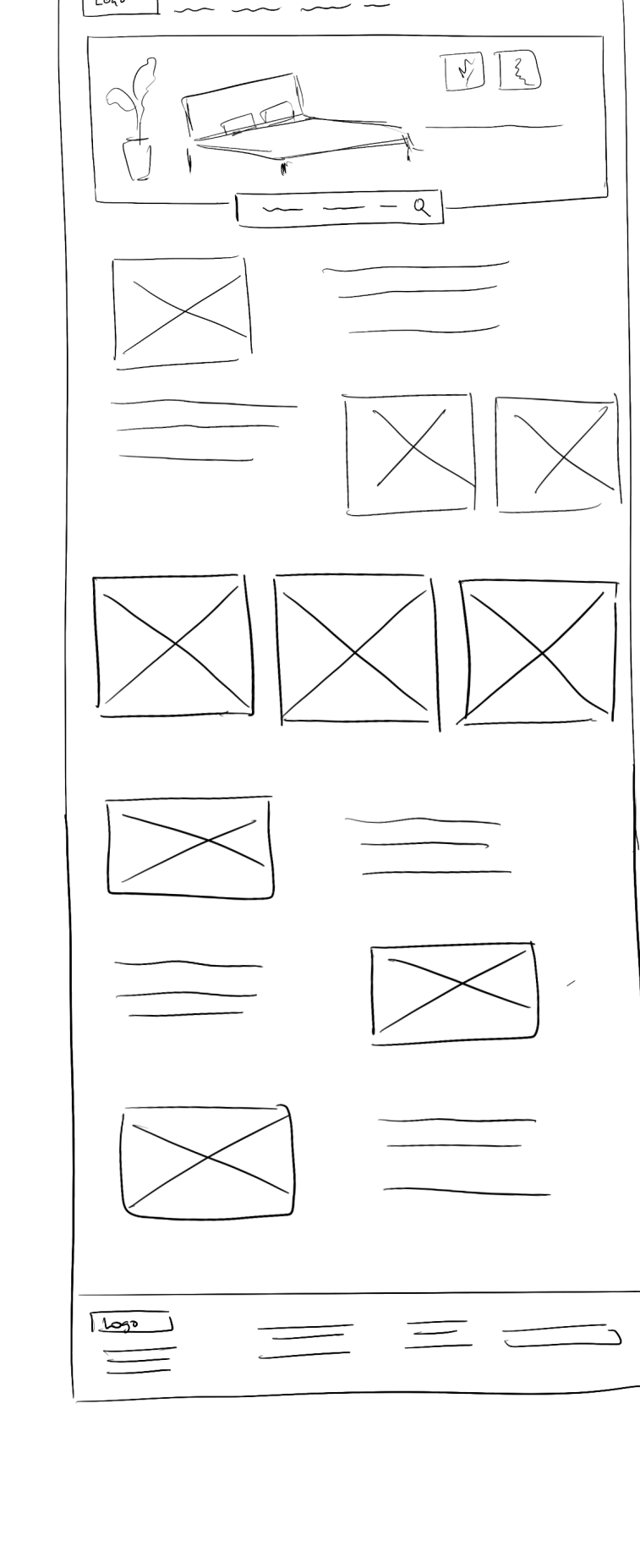


Bar and Cafe images

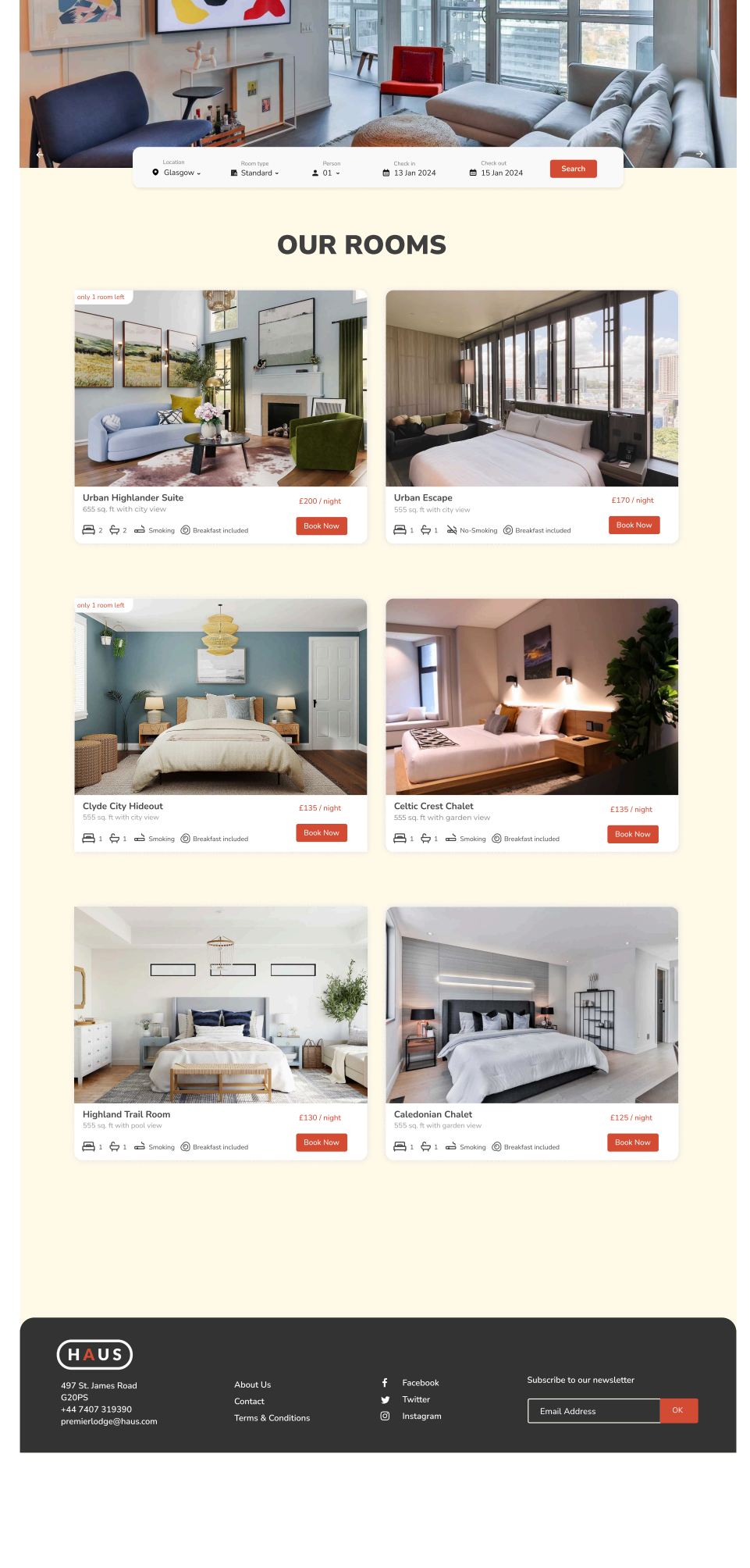
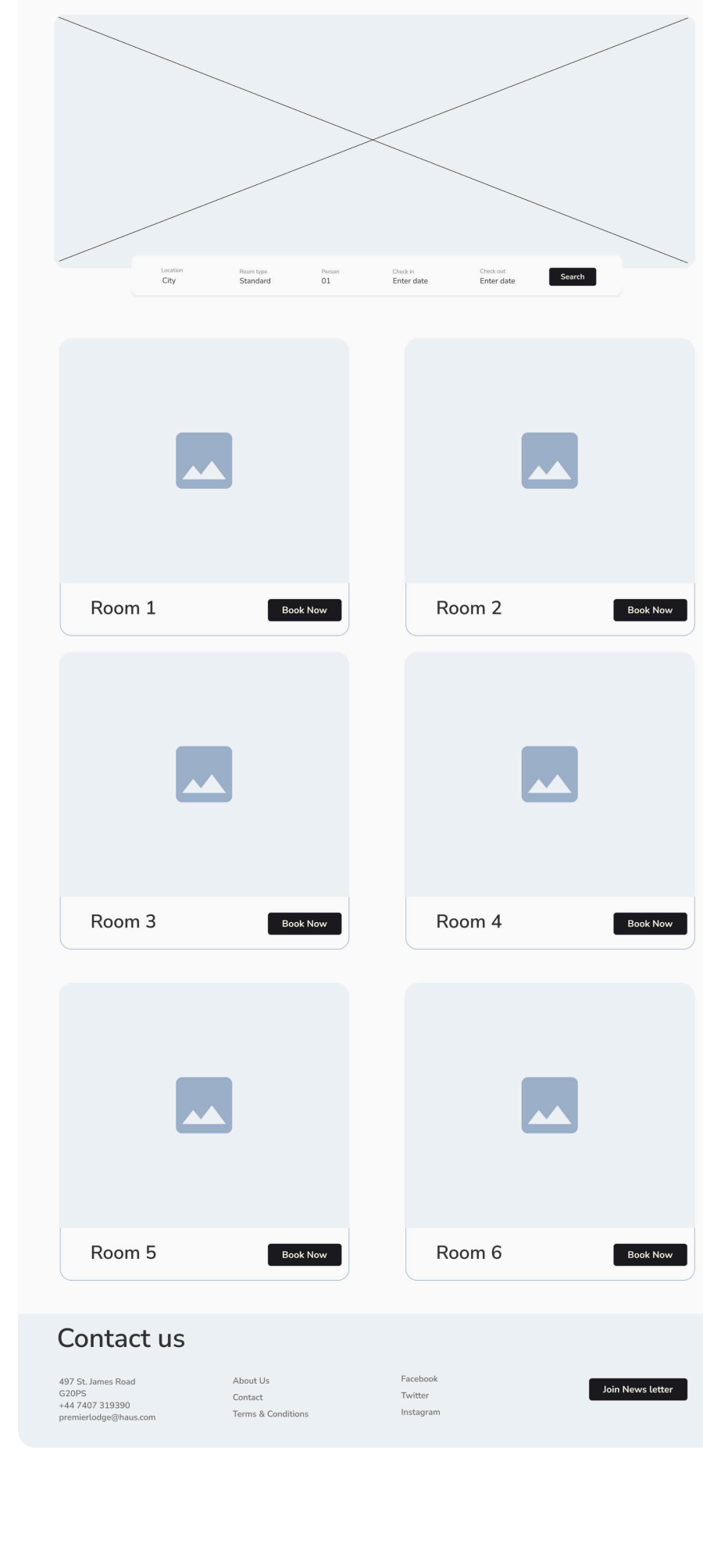
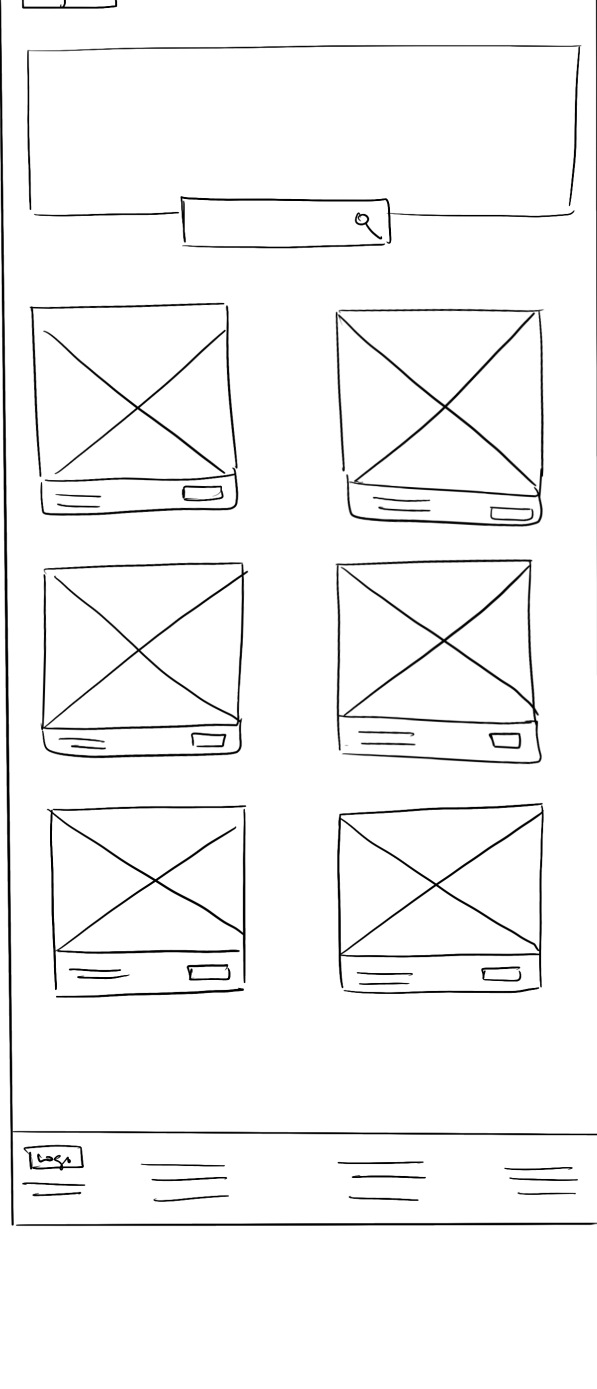


Design Development

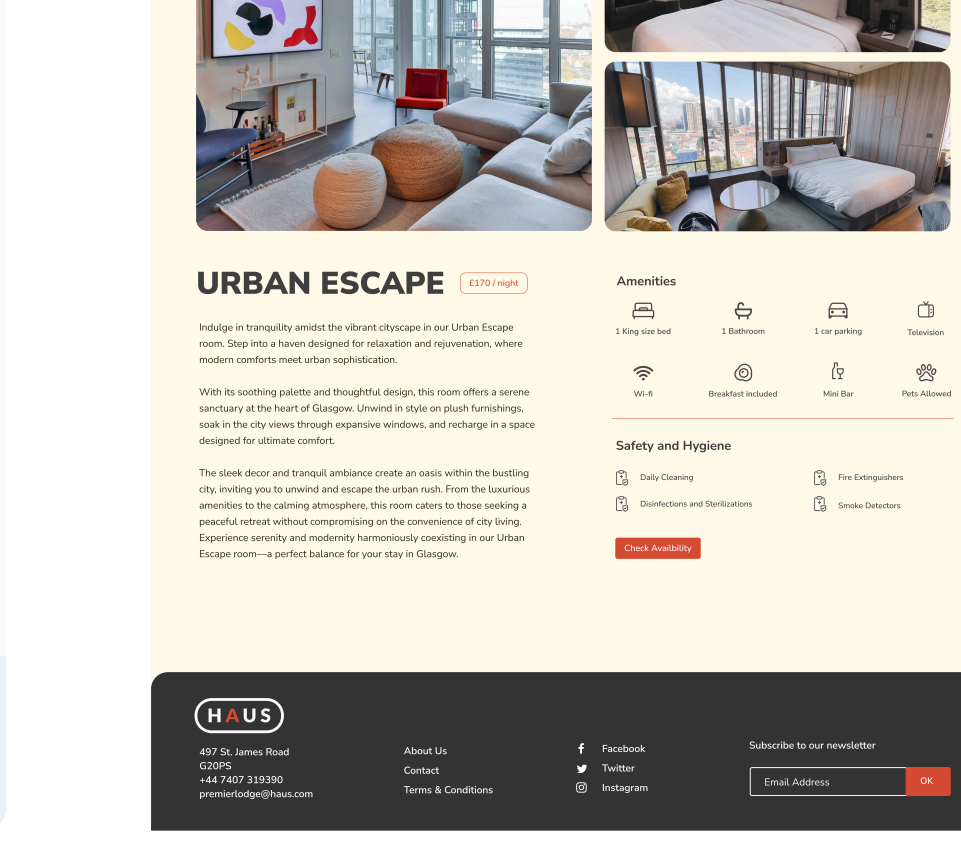
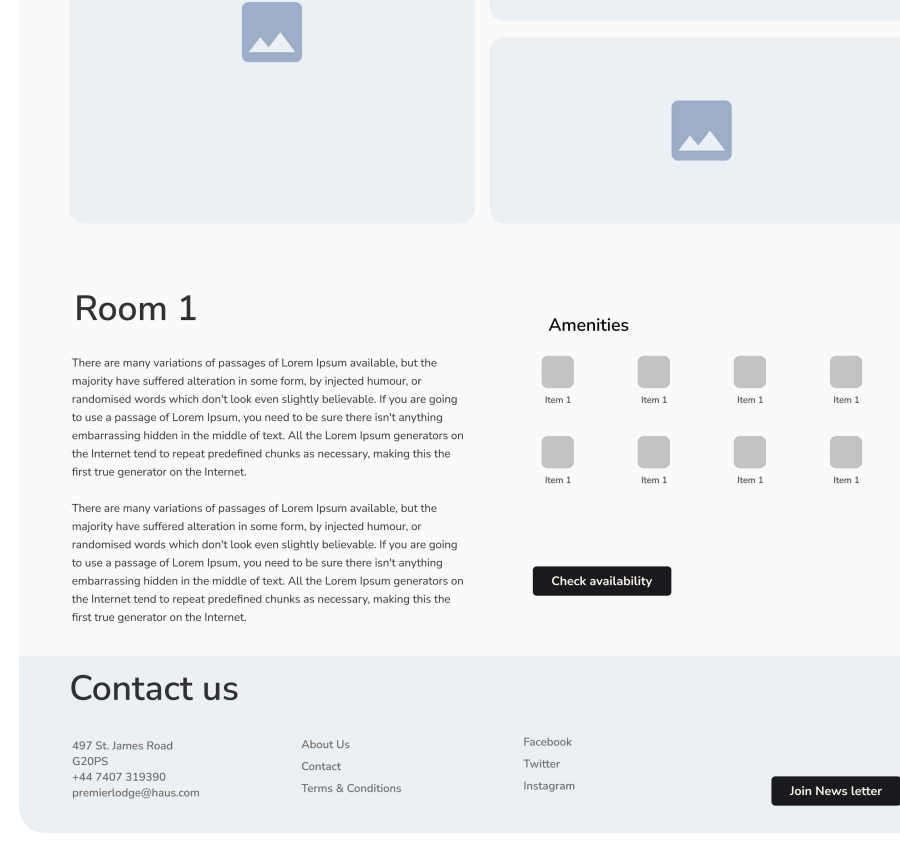
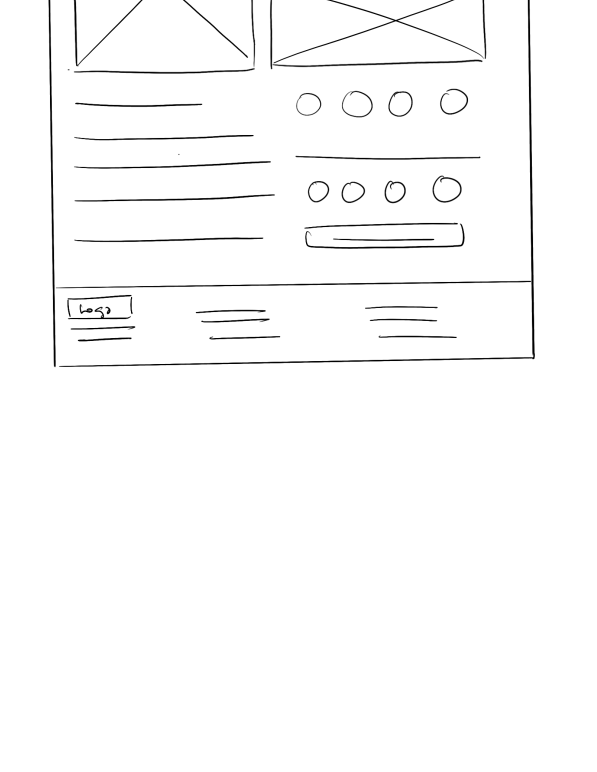
The design process of creating the high fidelity mock ups were initiated with rough hand drawn sketch. After refining my sketches, I progressed to mid-fidelity wireframes. Adjustments were made, such as removing redundant pages from the navigation bar and simplifying features for clarity in the prototype.



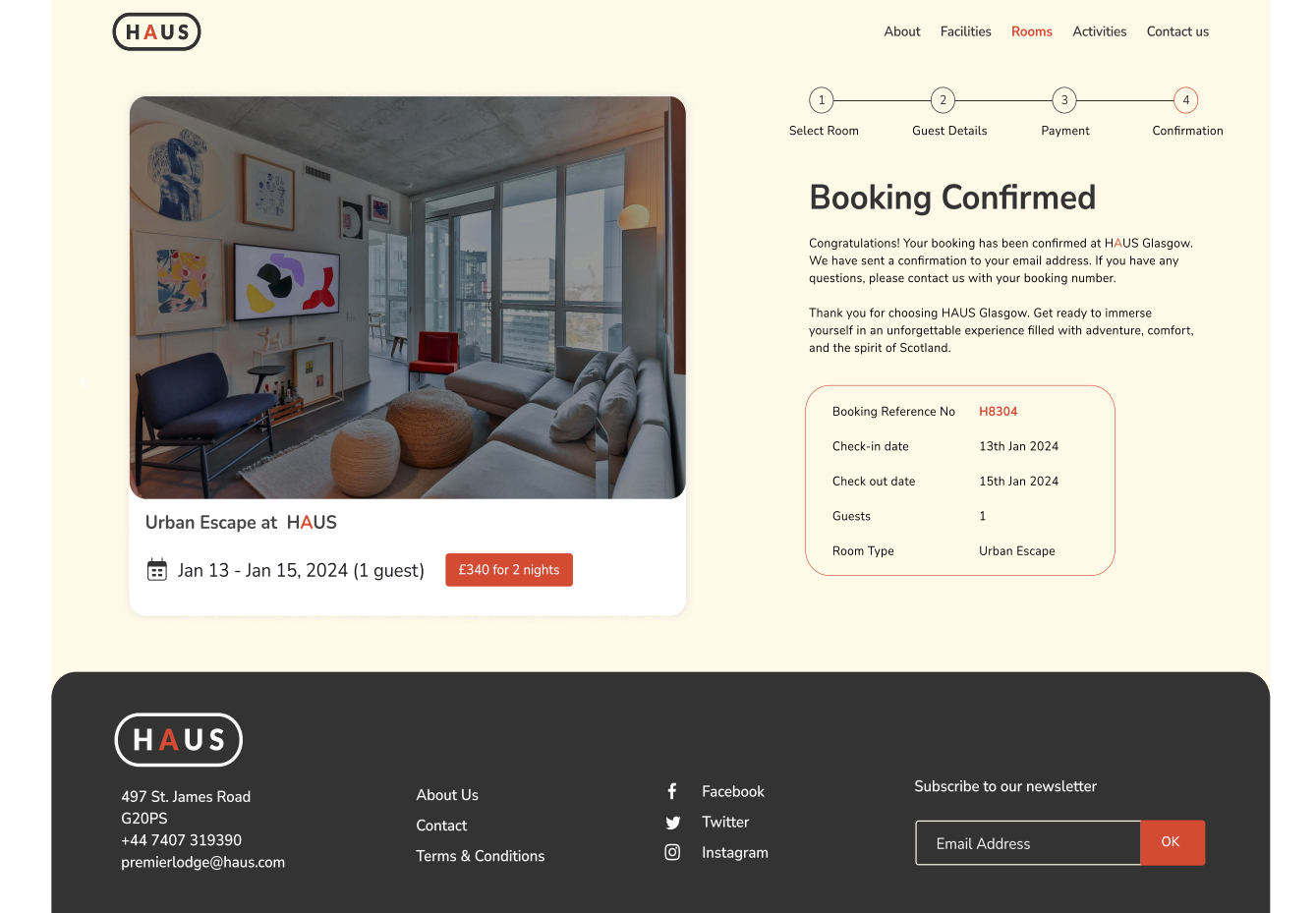
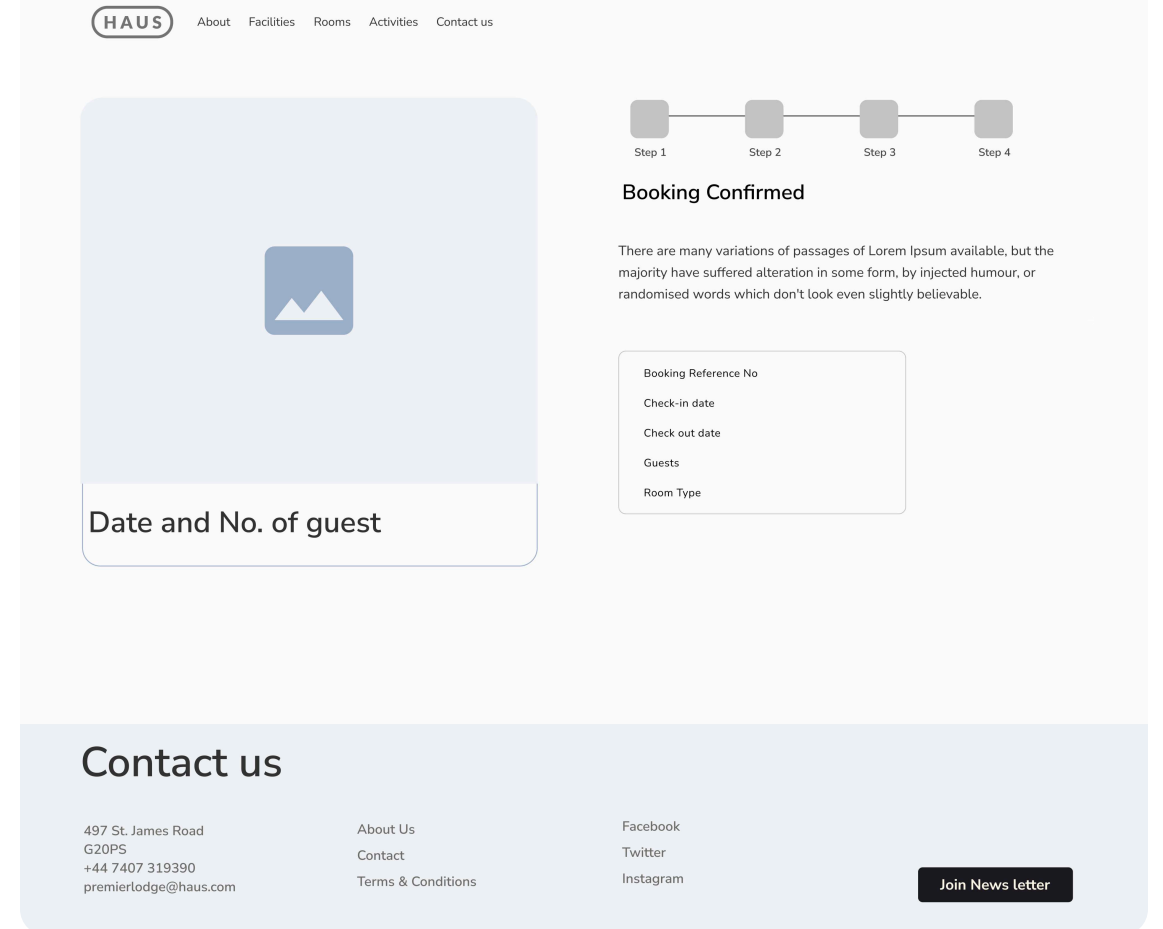
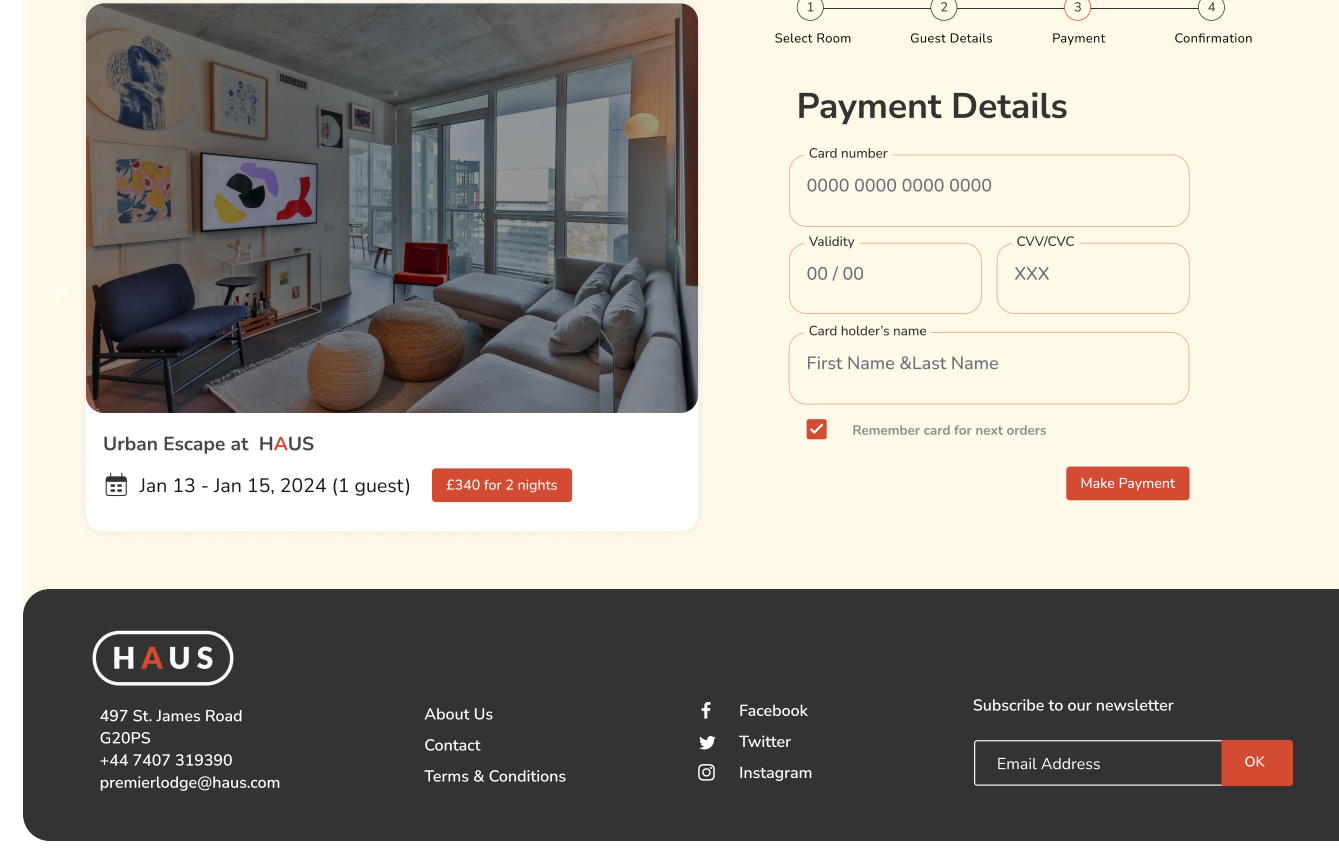
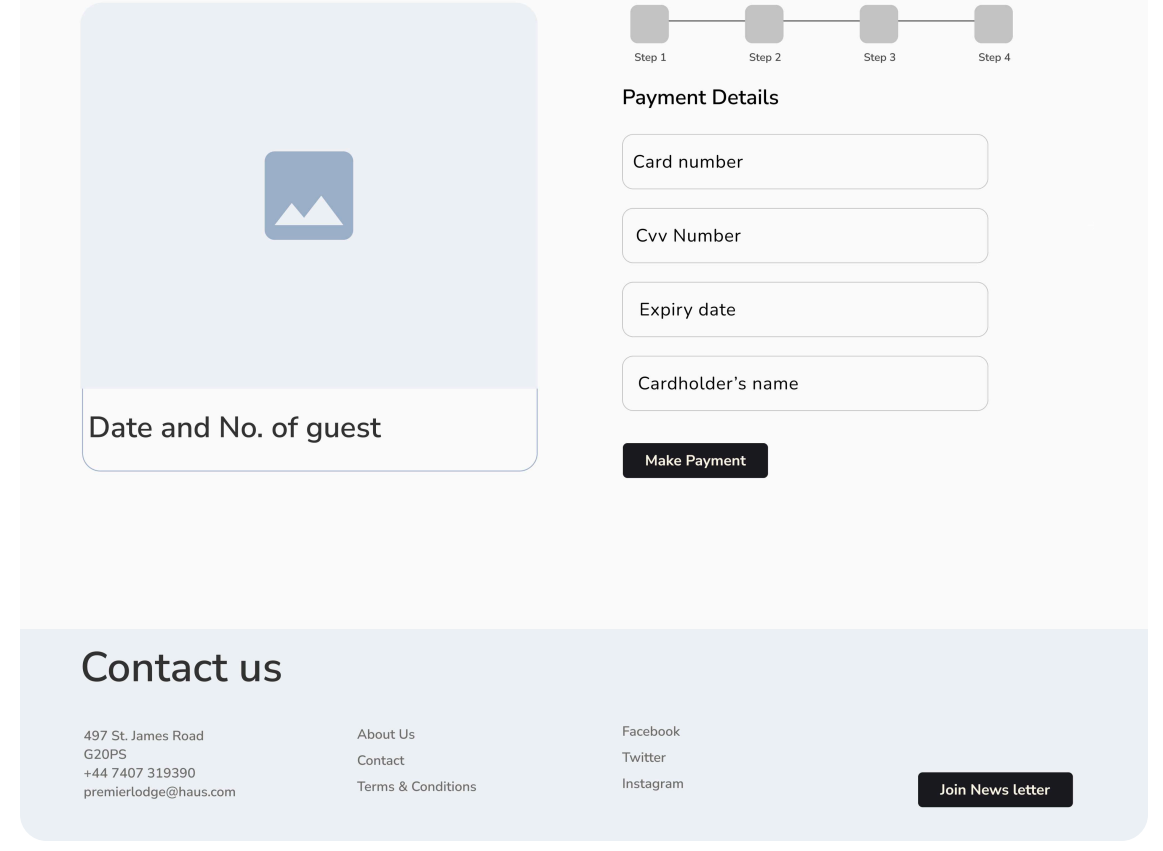
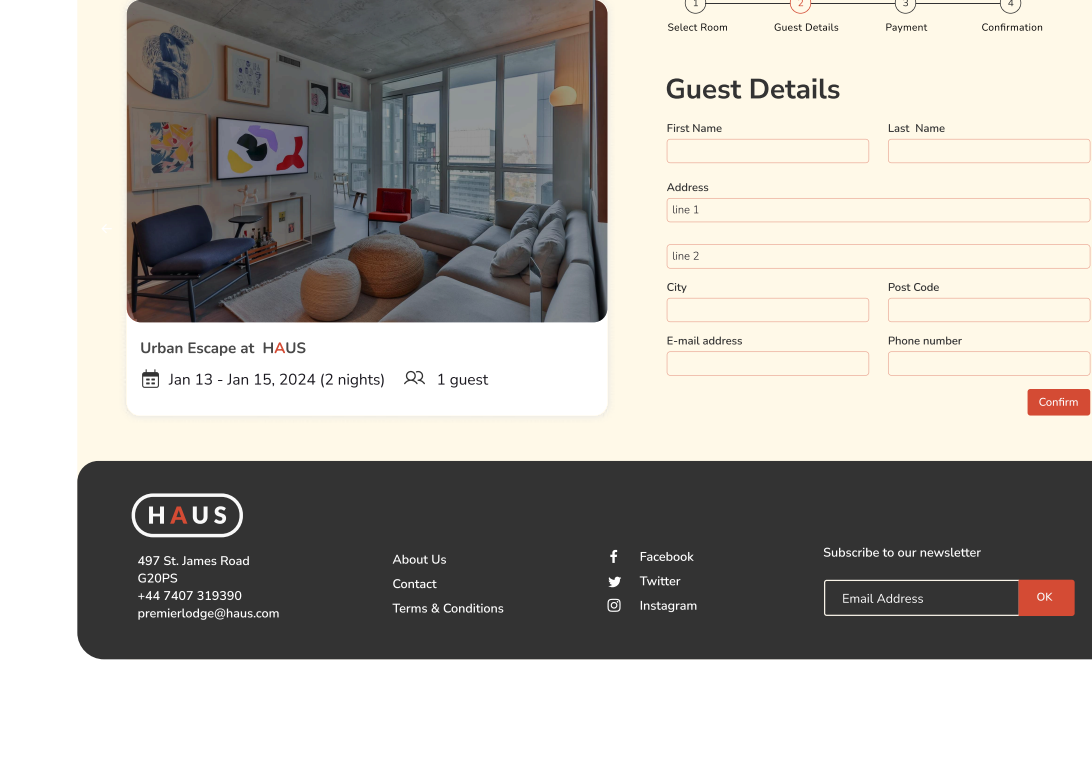
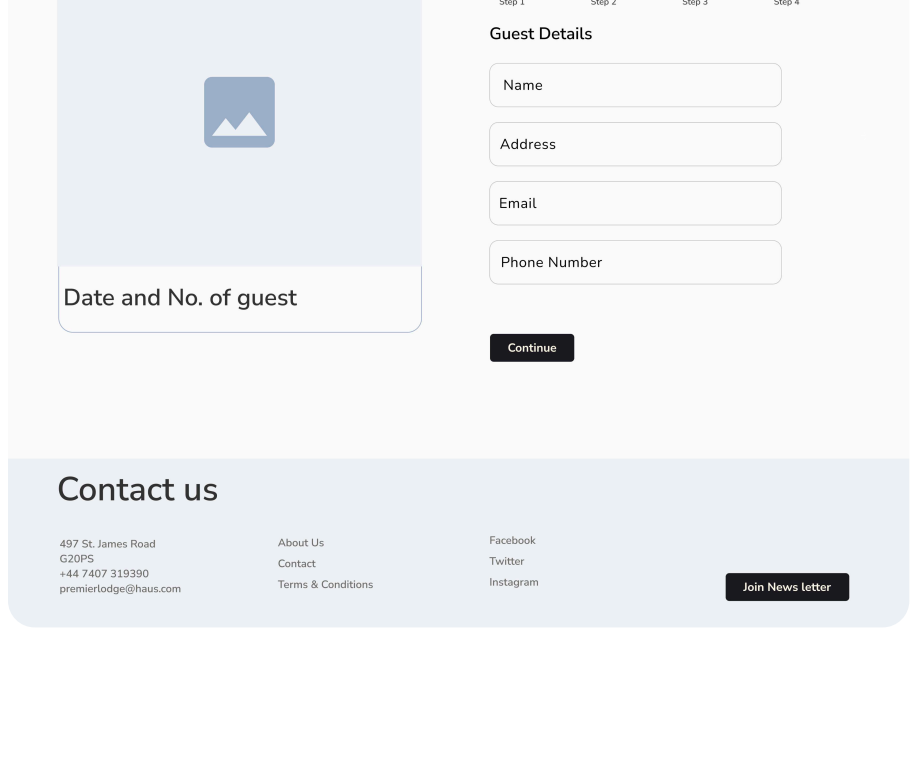
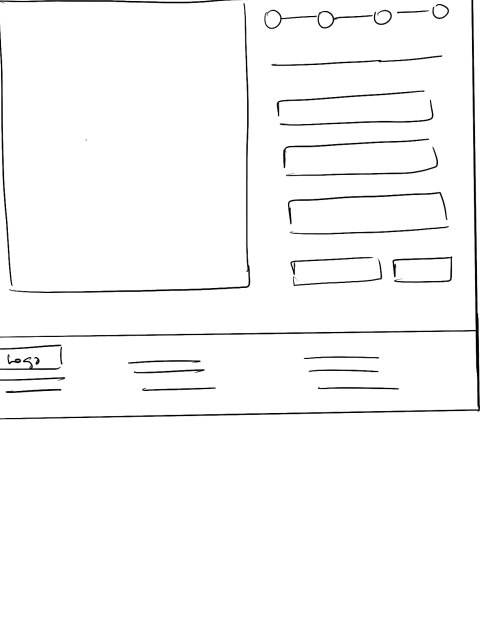
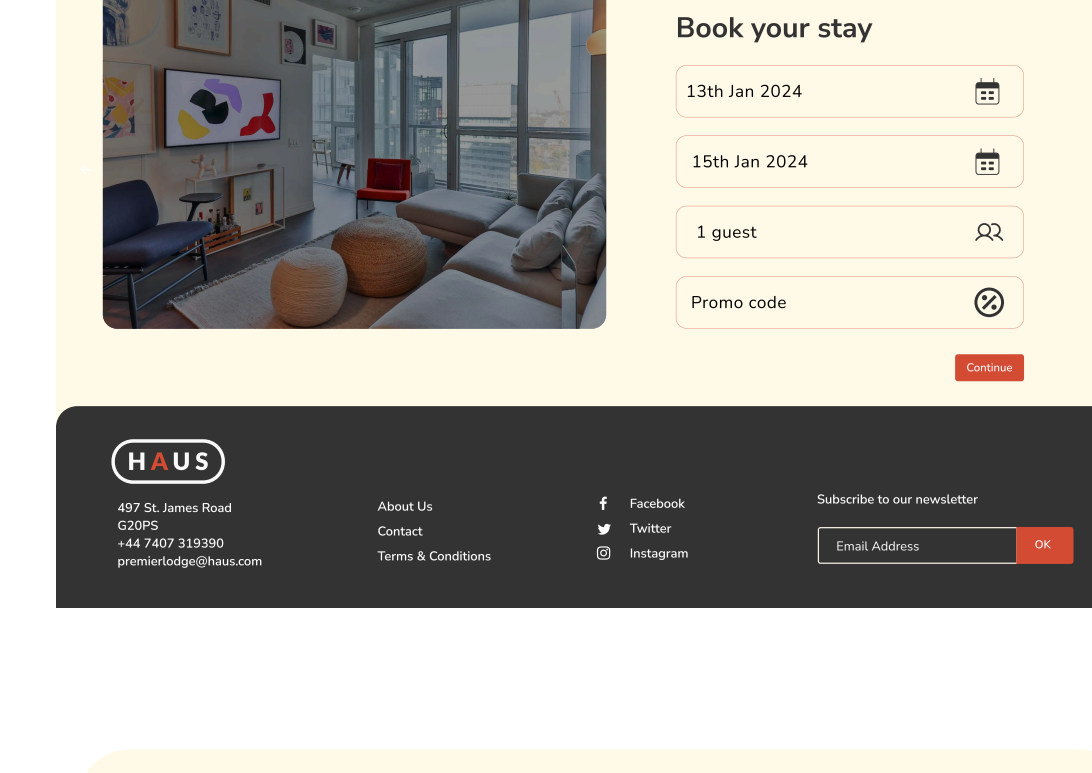
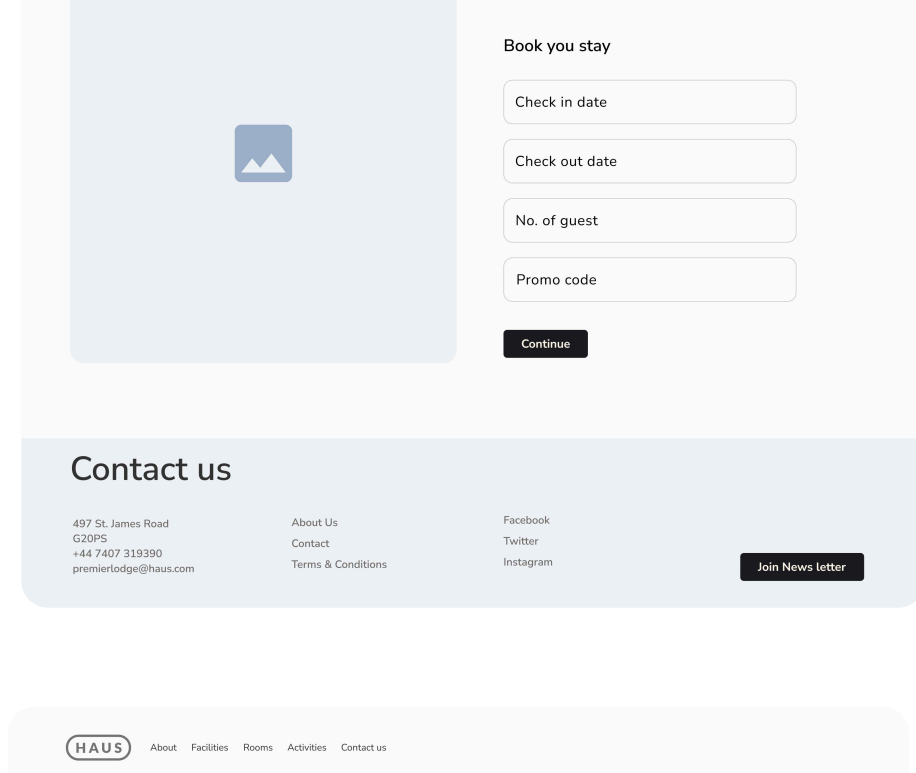
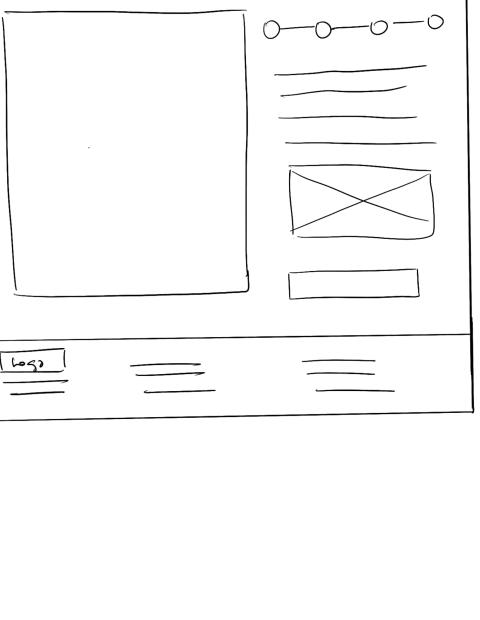
Room List view Screen



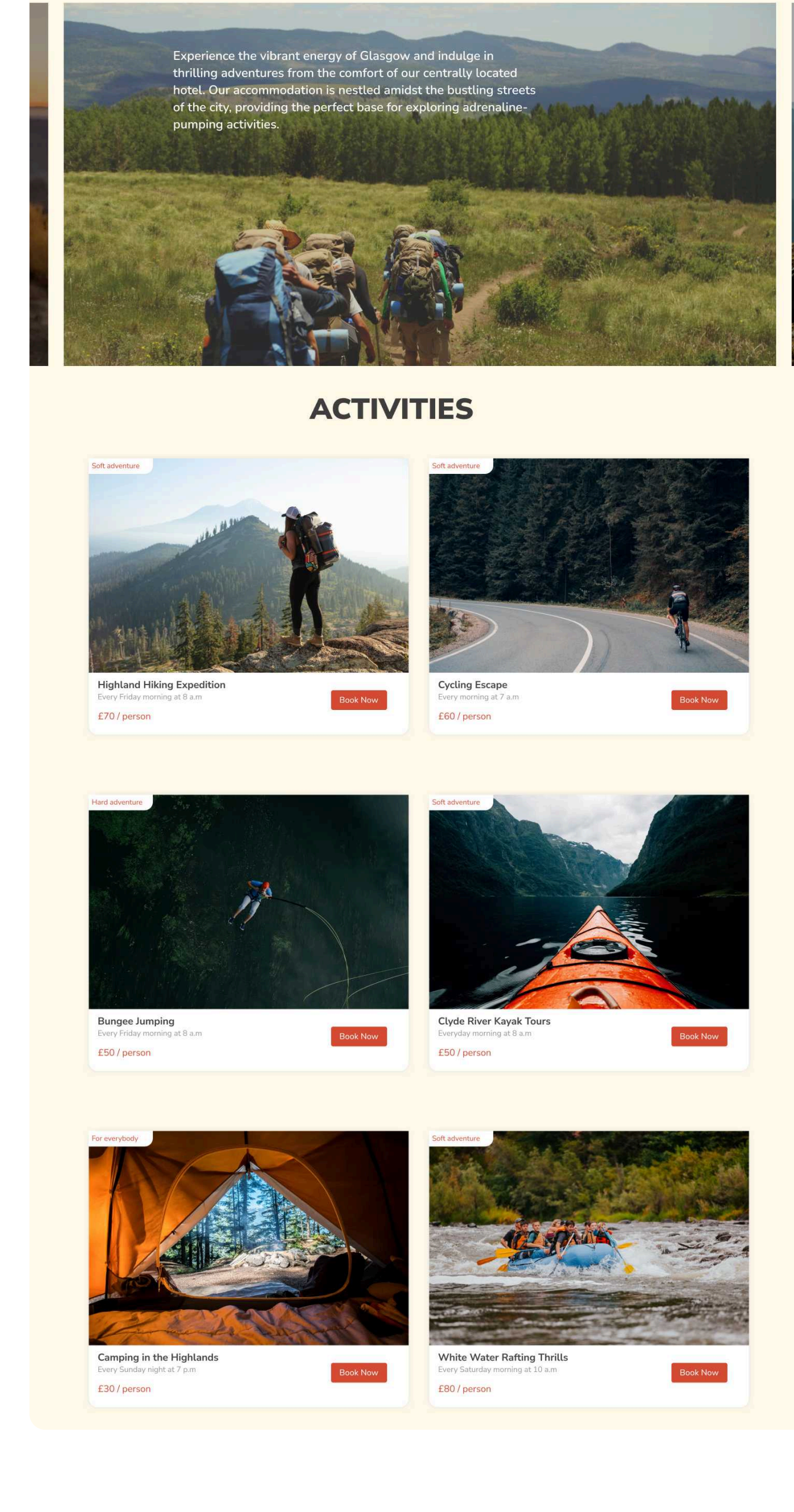
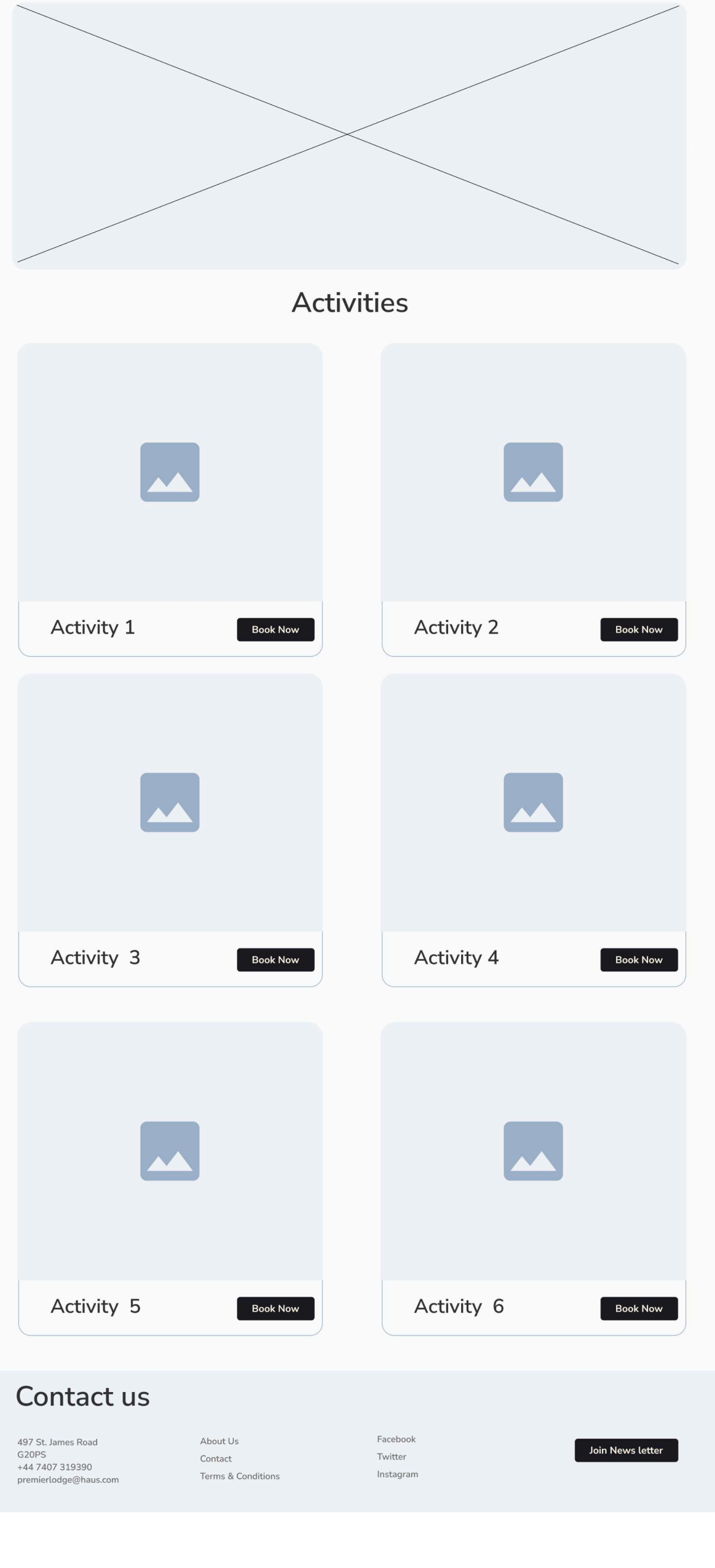
Selected Room Screen



Booking Process Screen



Activities Screen



Prototype Link :

https://www.figma.com/proto/QJ4trkaPVTjSe4xitRyGHT/Visual-Design-and-Prototype-Final?page-id=10%3A2&type=design&node-id=165-3176&viewport=-6493%2C-4555%2C0.14&t=JUUKr1ka7fmB8OR-1&scaling=min-zoom&starting-point-node-id=165%3A3176&mode=design

Self - Reflection

I enjoyed the Visual Design module as it gave taught me how import it is to ensure how a visual appeal can change the way we may perceive and create experiences. In the realm of visual design and prototype creation, my initiation into Figma was both captivating and challenging. Making my firsts website using this tool was an enriching experience, offering insights and opportunities for growth while simultaneously revealing imperfections and avenues for improvement.

As a newcomer to Figma, every click and exploration within the tool presented a learning curve that was both engaging and demanding. The task of assembling a website from scratch seemed daunting initially, requiring an understanding of design fundamentals and technical intricacies. However, each challenge encountered was an invitation to delve deeper into the world of visual design and prototype construction.

One of the pivotal moments during this journey was when I was unsure with the creation of hi-fidelity mock-up screens. Initiating this phase was a struggle, as I was unsure if my designs would align with the envisioned aesthetics. However, as I immersed myself in this phase, a shift occurred. The insightful lessons helped me initiate this process. Each element placed, each design choice made, became a source of fulfilment and satisfaction.

Upon reflection, a sense of longing arises—a desire to revisit certain aspects and allocate more time to specific elements that could elevate the overall project. If I could rewind time, I would seize the chance to delve deeper into developing user flows and ensure the completion of the entire website, incorporating more insights to enrich the project further.

However I eagerly anticipate implementing the learnings over the past 12 weeks in my future projects. The journey into visual design and prototyping with Figma has been a blend of challenges and rewards, affirming the notion that growth often stems from navigating through uncertainties and imperfections. The satisfaction derived from the creative process supersedes the hurdles encountered along the way, reinforcing the belief that genuine fulfilment lies in the pursuit of learning and improvement.

I hope to implement these learnings in the industry and create designs those are visually aesthetic and user friendly.