



Wayfarer Travel

BOOKING PLATFORM, IN-OFFICE TABLET & MOBILE APP · CASE STUDY

A complete concept design and build — website, trip package booking with online deposit payment, an in-office booking tablet and mobile app, plus a self-service admin panel for daily operations.

Concept & Vision

"A trip site that sells itineraries someone actually walked — not a generic booking engine that hands you a mystery until you land."

Wayfarer Travel is a fictional boutique trip-planning platform, developed as a full concept to demonstrate what a trustworthy booking experience looks like when the visual identity and information architecture are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Travelers who want a tested itinerary with transparent per-person pricing and a real deposit policy — not a listing that might not match reality.

BRAND PERSONALITY

Warm, well-traveled, quietly confident. Sunset terracotta on a deep navy ground, closer to a boutique trip designer than a mass-market booking engine.

PRIMARY GOAL

Convert a search into a booked, deposited trip — using a real package catalog, transparent pricing, and a checkout that takes under a minute.

OWNERSHIP

Trip design staff manage packages, bookings, and company info independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#0F1A24



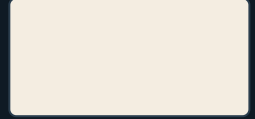
Surface
#16232F



Ember
#D97B3F



Wine
#1C4F5E



Cream
#F4EDE1

A deep navy replaces pure black throughout — it reads as well-traveled and considered rather than corporate, and lets the terracotta accent carry every call to action.

TYPOGRAPHY

Every trip, planned by someone who's been there.

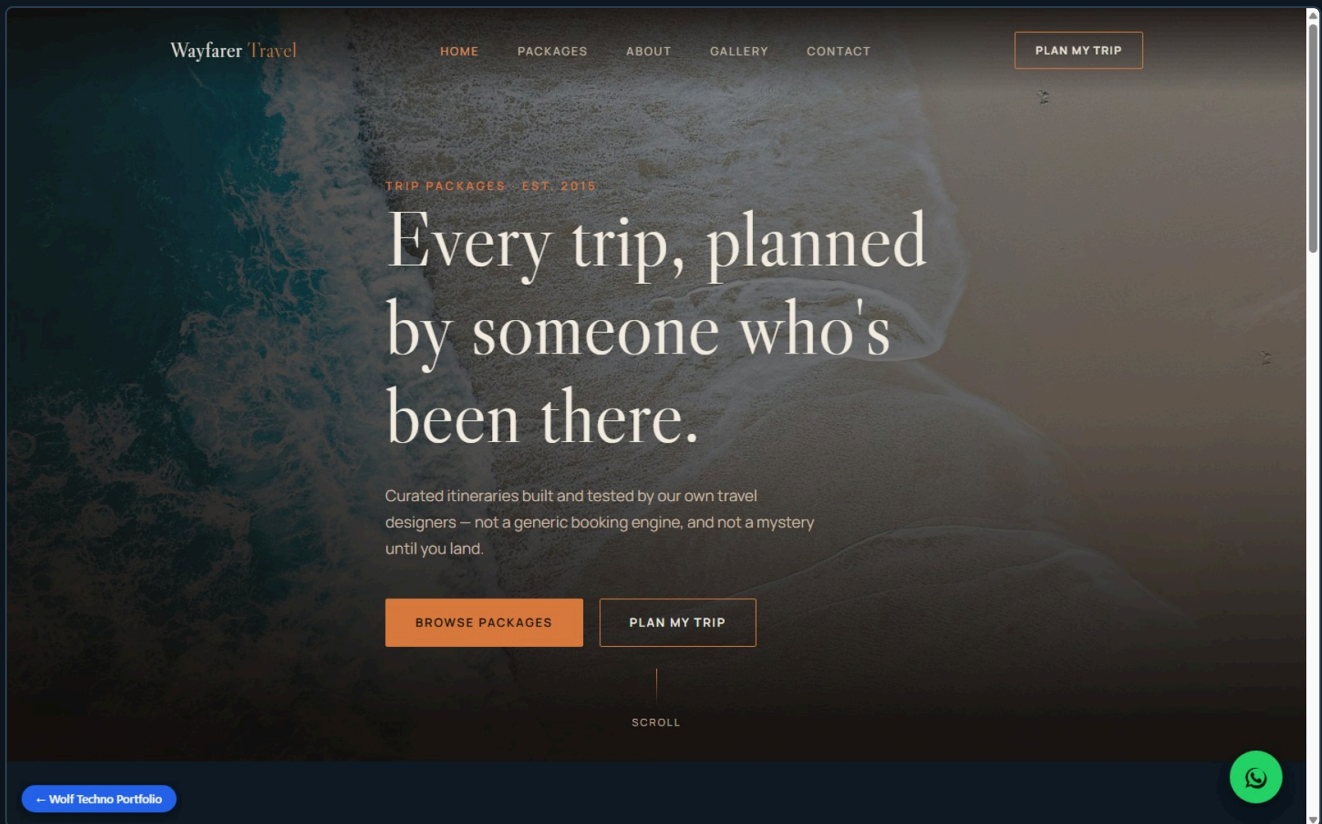
Libre Caslon Display pairs an editorial, travel-magazine display face with Manrope for body copy and interface text — a deliberate pairing for a boutique trip platform, not the default safe choice.

LIBRE CASLON DISPLAY · DISPLAY | MANROPE · BODY & UI

LAYOUT APPROACH

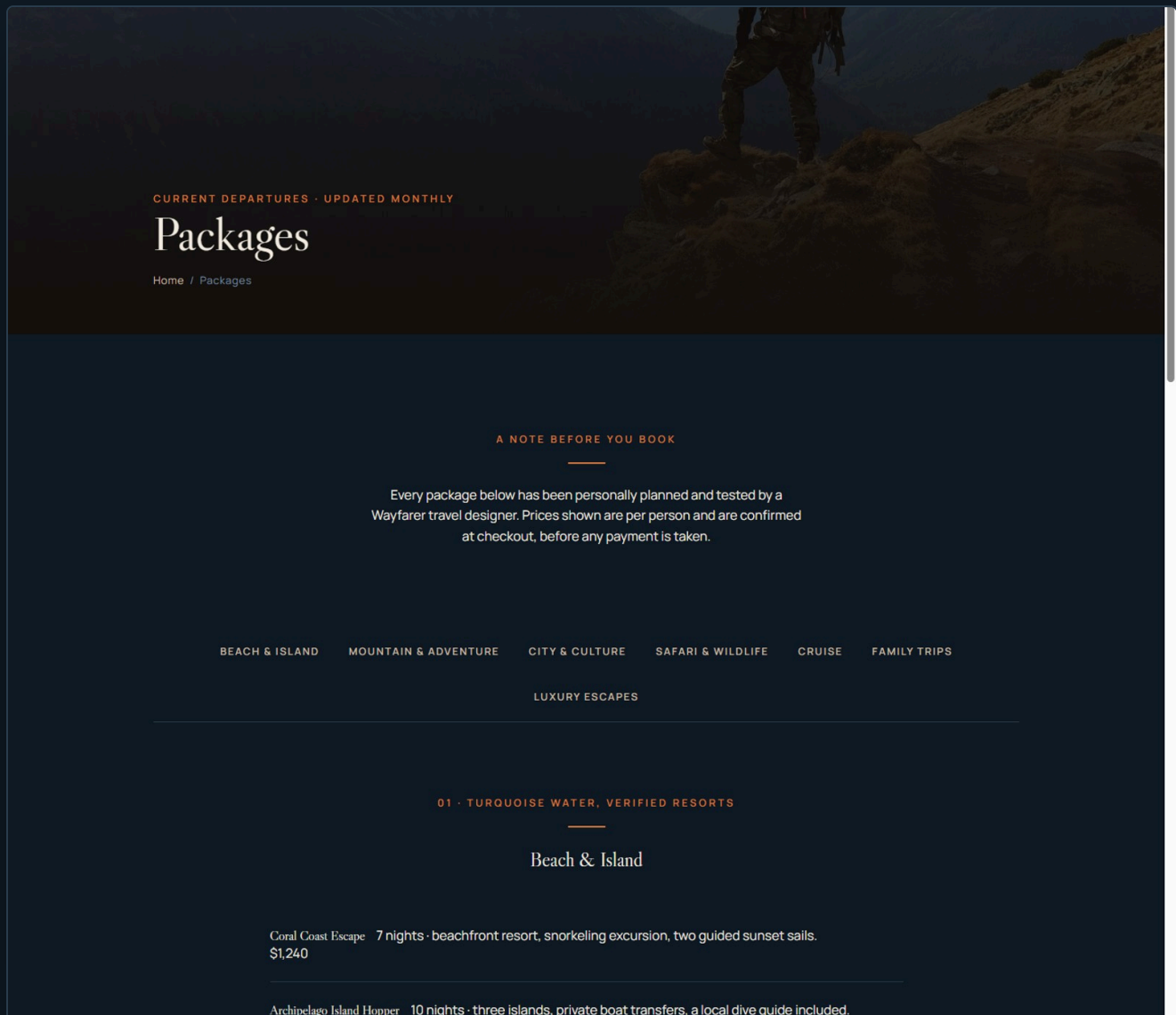
Full-bleed destination photography, generous negative space, and thin terracotta hairline dividers replace the marketplace-grid layouts common in travel sites — real places carry the page, not stock icons.

Home



Purpose: establish tone in the first three seconds. A full-height aerial destination photograph, a single-sentence thesis statement, and two clear actions — browse packages or plan a trip directly — before the visitor scrolls past the fold.

Packages



Purpose: read like a real trip catalog, not a wall of stock listings. Package name, per-person rate, and a one-line description — grouped by category, jump-linked at the top for fast navigation across all seven categories.

Plan My Trip

CHOOSE · CONFIRM · DEPART

Plan My Trip

Home / Plan My Trip

BEACH & ISLAND

MOUNTAIN & ADVENTURE

CITY & CULTURE

SAFARI & WILDLIFE

CRUISE

LUXURY ESCAPES



Coral Coast Escape

7 nights · beachfront resort, snorkeling excursion, two sunset sails.

\$1,240 / person

+ SELECT



Archipelago Island Hopper

10 nights · three islands, private boat transfers, dive guide.

\$1,680 / person

- 2 +



Alpine Ridge Trek

6 nights · guided summit route, mountain-hut lodging.

\$980 / person

+ SELECT



Old Town Walking Week

5 nights · boutique stay, three guided walks, cooking class.

+ SELECT

Your Trip

2 × Archipelago Island Hopper

\$3,360.00

Booking Fee

\$45.00

Deposit Due Now (25%)

\$851.25

Deposit Total

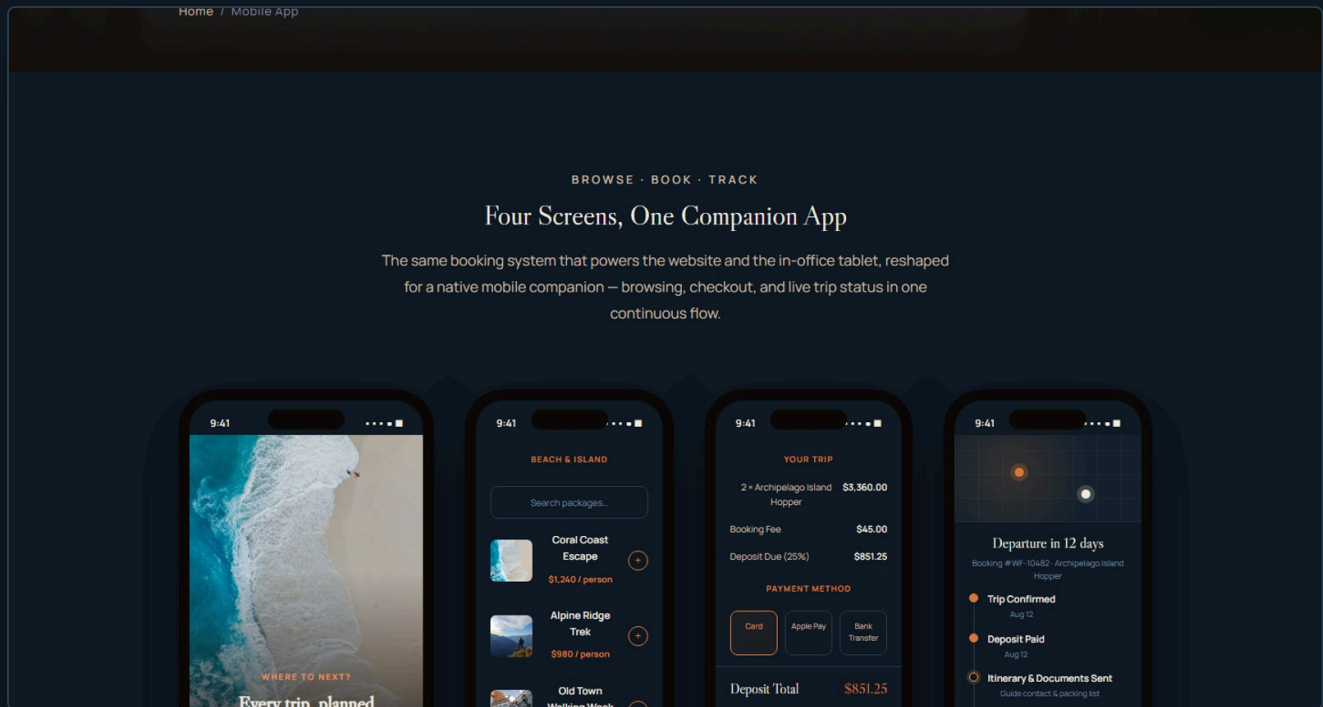
\$851.25

GO TO CHECKOUT

View in-office booking tablet →

Purpose: browse packages by category, add one to a trip, and see the booking fee and deposit before checkout — the same catalog and pricing that live on the Packages page, reused rather than duplicated.

iOS & Android Companion App



Purpose: four native-style screens — discover, browse, book & pay, and live trip status — built from the same design system and the same package data as the website and the in-office tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live booking data.

Dashboard & Operations Management

Wayfarer Travel

Dashboard

Packages

Bookings & Deposits

Staff Accounts

Gallery

Company Info

Signed in as admin

Sign Out

Dashboard

A quick look at what's live on the site right now.

11

PACKAGES

10

VISIBLE ON SITE

7

PACKAGE CATEGORIES

14

ACTIVE BOOKINGS

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Package

Manage Gallery

View Bookings

Edit Company Info

Recent activity

ACTION	ITEM	WHEN
Booking confirmed	Archipelago Island Hopper — WF-10482	2 hours ago
Photo uploaded	Gallery — "Summit at Dawn"	Yesterday
Package listed	Delta & Reserve Explorer	3 days ago

Purpose: give trip design staff a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: packages, bookings, staff, and company info. Packages are added, priced, and hidden from the same panel; bookings flag upcoming balance payments automatically; staff accounts get short login codes for the booking tablet.

Technical Foundation

Built for a specific business reality: an independent travel operator that needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

TRAVELER-FACING SITE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full booking flow — browse, reserve, and pay a deposit online
- ✓ In-office booking tablet, same catalog as the website
- ✓ Mobile app design mockup — discover, book, and track trip status
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove packages in real time
- ✓ Auto-generated staff login codes for the booking tablet
- ✓ Booking records with automatic balance-due flags
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 build, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this platform, not recognizable as a reused travel theme.

02

The team never has to call a developer for routine changes

New package, new price, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for travelers and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A PLATFORM LIKE THIS FOR YOUR BUSINESS?

Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.

Design & Development Portfolio · 2026