



# Thomas Cook

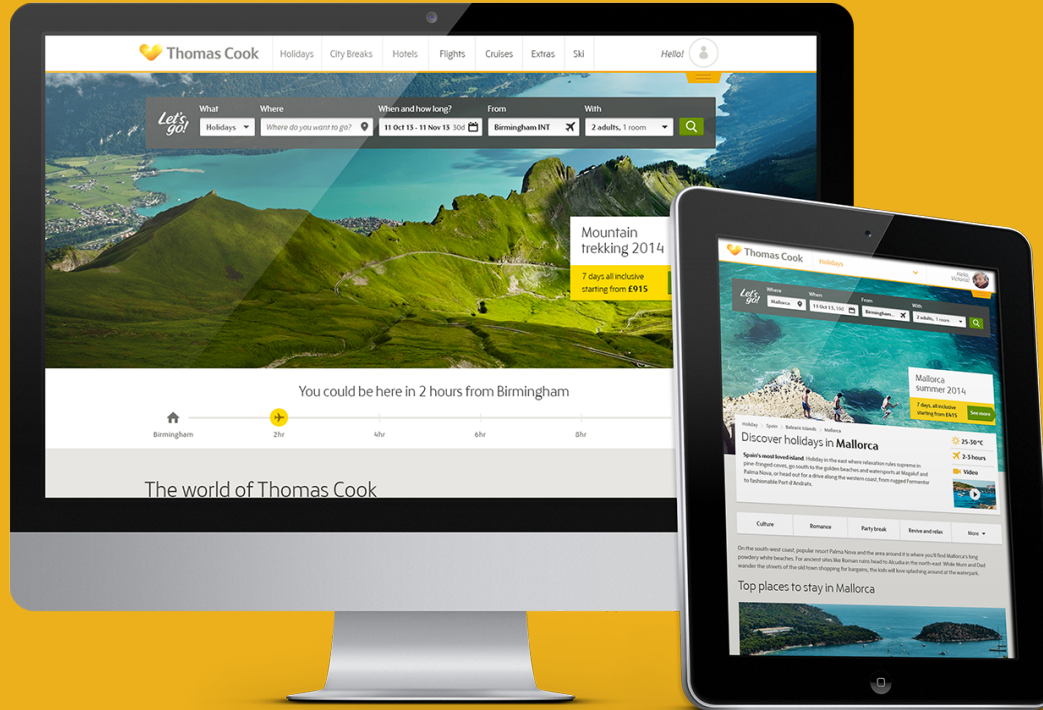
Case Study

## Existing sites



Thomas Cook is a leading travel agency that services countries across Europe. In 2013, the consumer sites for each region were completely separate with radically different UX and dated branding and implementation.

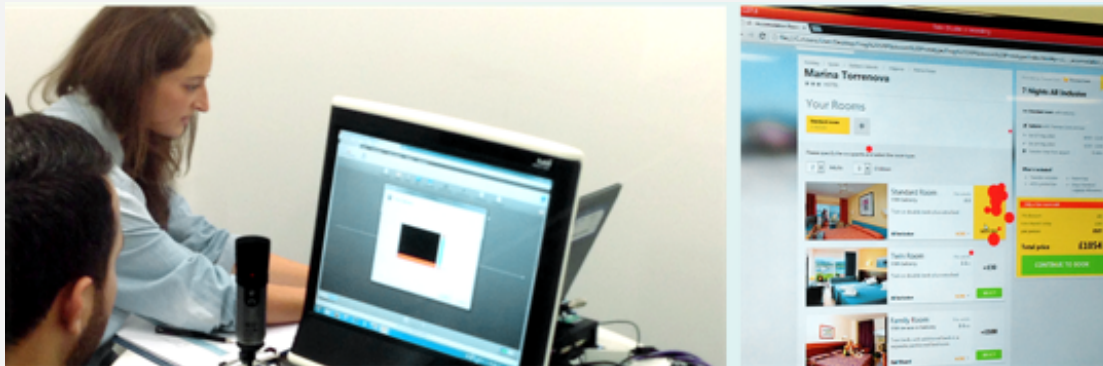
## Refreshed sites



My team delivered an end-to-end unified experience for all regions that reflected their refreshed branding and scaled elegantly across multiple screen types.

**Process**

# Discovery



Our team collaborated closely with client teams in multiple regions. Together, we conducted field research and interviews to understand both their customers and internal needs.

Multiple workshops brought stakeholders together to participate the design process and ensure alignment during an accelerated project schedule.

# Design Vision



Discovery work ultimately resulted in a design vision demo that charted a bold new direction for the web experience.

Showcasing key user experiences in an interactive environment allowed senior executives to quickly grasp the potential of the proposed design.

I was responsible for the visual design, from screens to the demo framework.

[VIEW DEMO >](#)

# Detailed Design

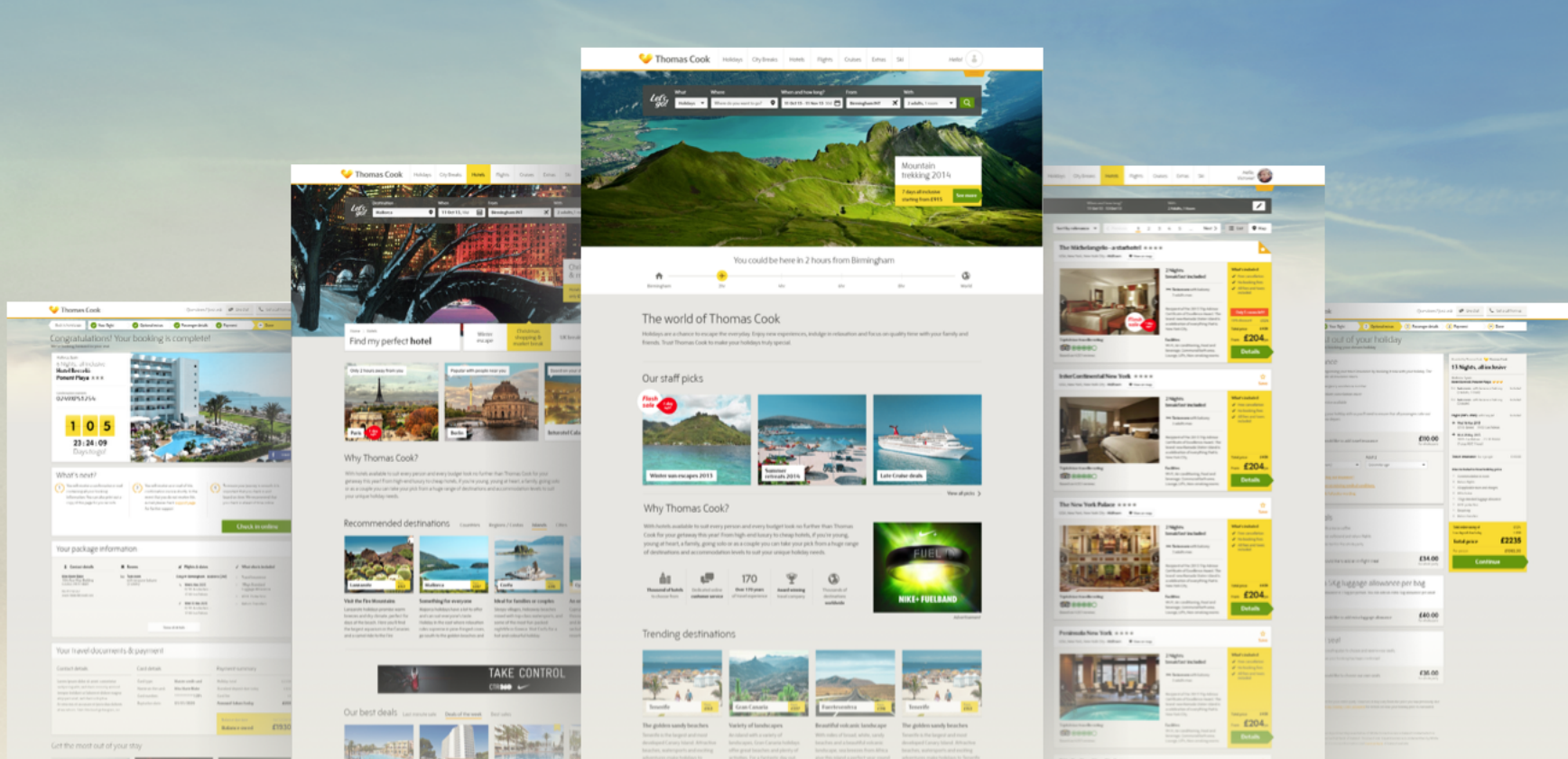


Once the design vision was approved, our team began detail design to work out the end-to-end experience.

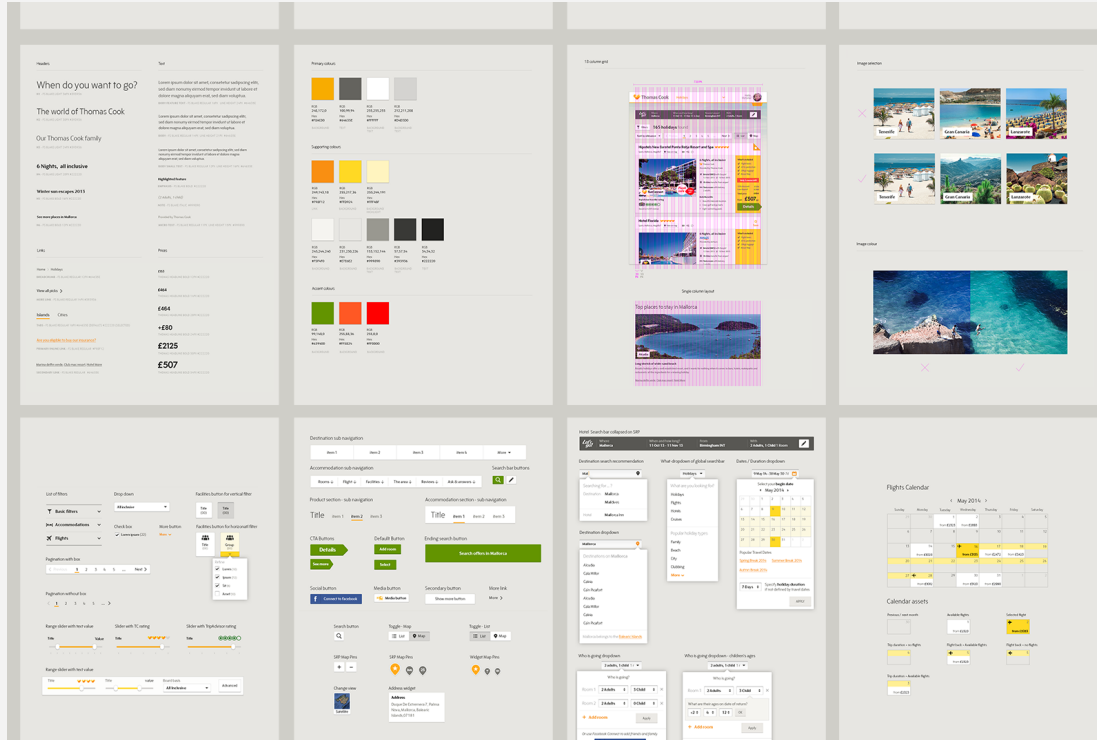
Once again, we collaborated with key client stakeholders to develop a solution that was both ambitious and practical for them to implement.

I led a small design team to design and deliver final templates and assets for the project.

# Final Design



# Delivery



The clients was ultimately responsible for the implementation of the sites, so we created detailed documentation to empower them to implement and extend our designs as required for each region.

My team prepared editable tearsheets for all of the visual elements in the system.

# Thanks!

See more samples of my work at  
[www.stationzero.org/kylehoyt](http://www.stationzero.org/kylehoyt)