01 SIMPLENIGHT · 2023-2024

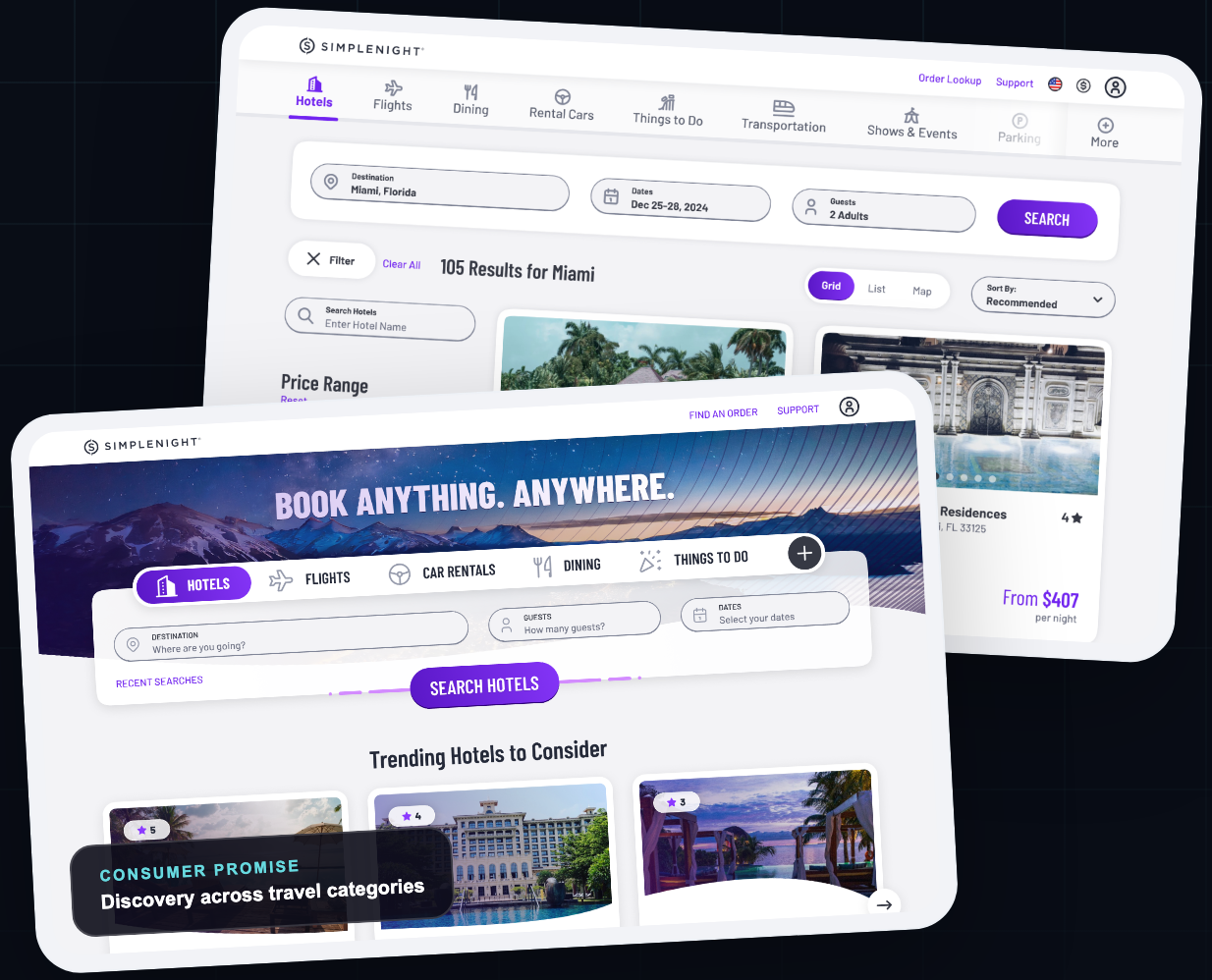
# One promise. Many kinds of travel. One coherent way through.

I led the product experience that connected discovery, comparison, configuration, checkout, and confirmation across a broad travel platform.

**ROLE**
Creative Director
Principal product design

**SCOPE**
External experience
End-to-end booking

**PARTNERS**
Executive · Product
Engineering · Design



# Simple on the surface. Different underneath.

A hotel, a flight, and an activity do not ask travelers to make the same decisions. The product still had to feel like one experience.

01

## One entry point

A recognizable place to start without hiding the information each category needs.

02

## Many decision models

Rooms, fares, passengers, seats, dates, availability, and policies without unrelated products.

03

## Continuous confidence

Context, price, selection, and progress preserved through final confirmation.

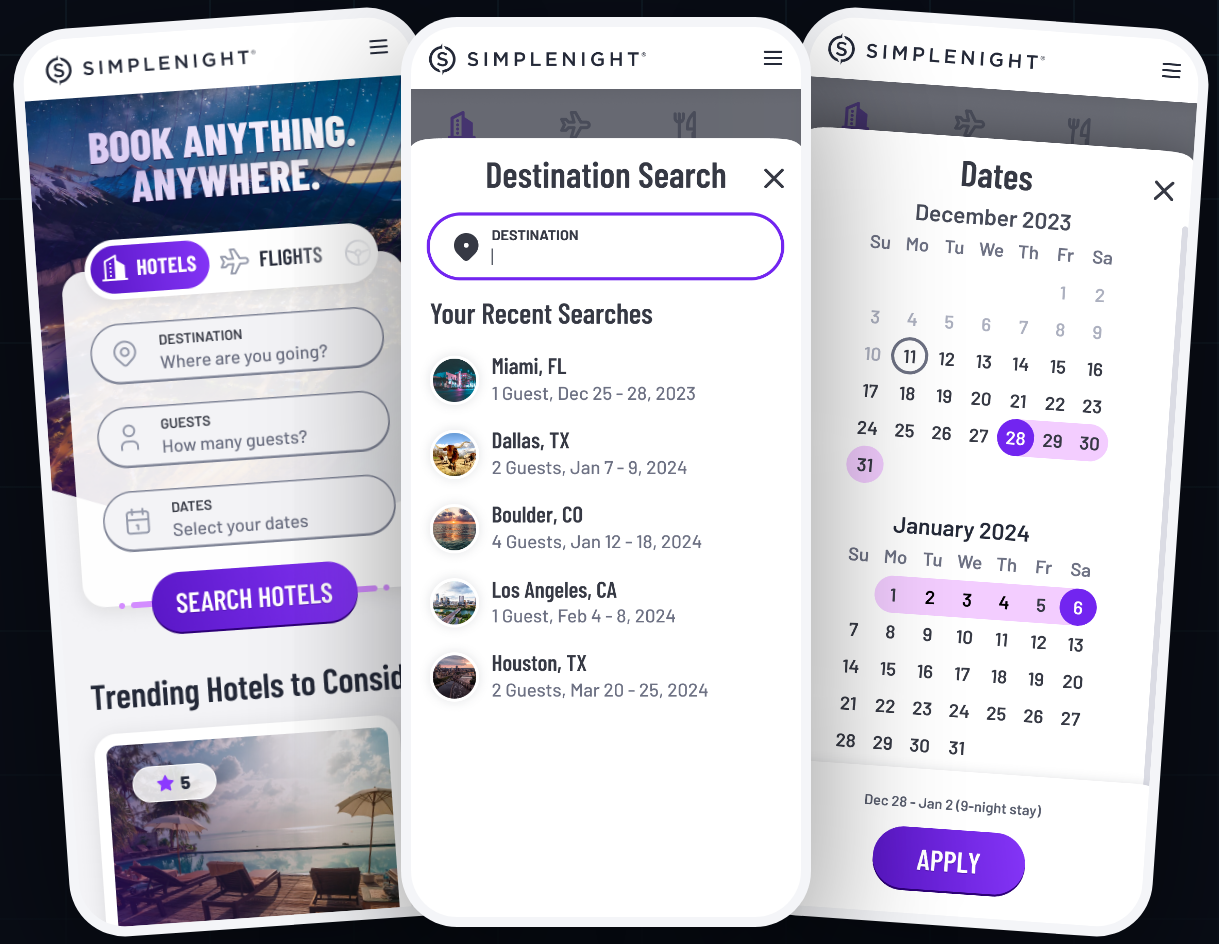
| DISCOVER | SEARCH | COMPARE | EVALUATE | CONFIGURE | PURCHASE | CONFIRM |
|---|---|---|---|---|---|---|

03 SHARED INTENT · ADAPTED INTERACTION

# The experience stayed coherent. The choreography changed.

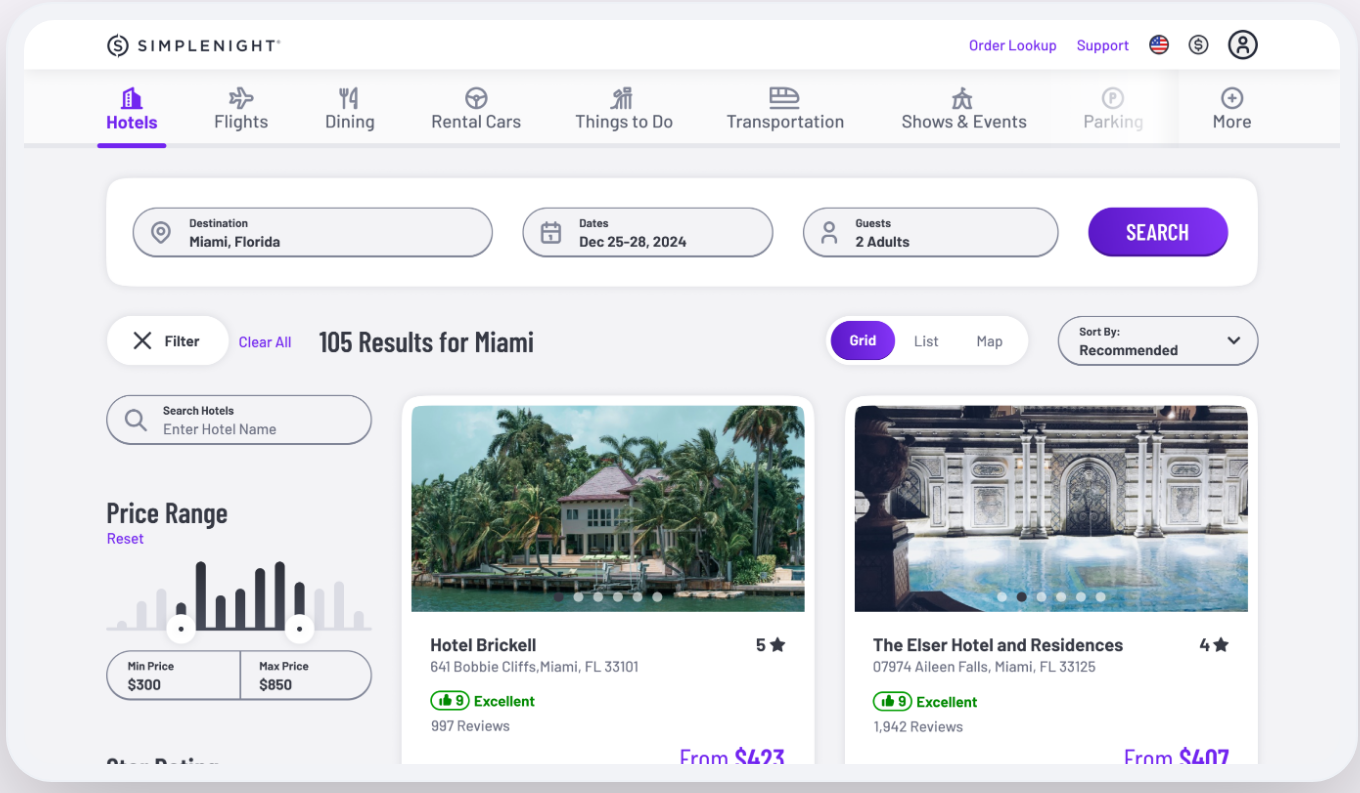
Responsive behavior was part of the product language - not a smaller copy of desktop. Mobile controls focused each decision and returned travelers to the larger journey.

| | |
|---|---|
| SHARED INTENT | Destination, guests, dates, and clear completion. |
| CONTEXTUAL BEHAVIOR | Focused sheets, touch targets, range states, and sticky actions. |
| CONTINUOUS ORIENTATION | Every interaction reconnects to the same booking model. |



# Results did more than return inventory. They helped people make tradeoffs.

Travelers needed to compare value, location, quality, availability, and fit - not simply scan a list.




**01**

### Filter with intent

Price, rating, amenities, and location narrowed the choice.

**02**

### Rank the signals

Imagery, price, quality, reviews, and availability supported comparison.

**03**

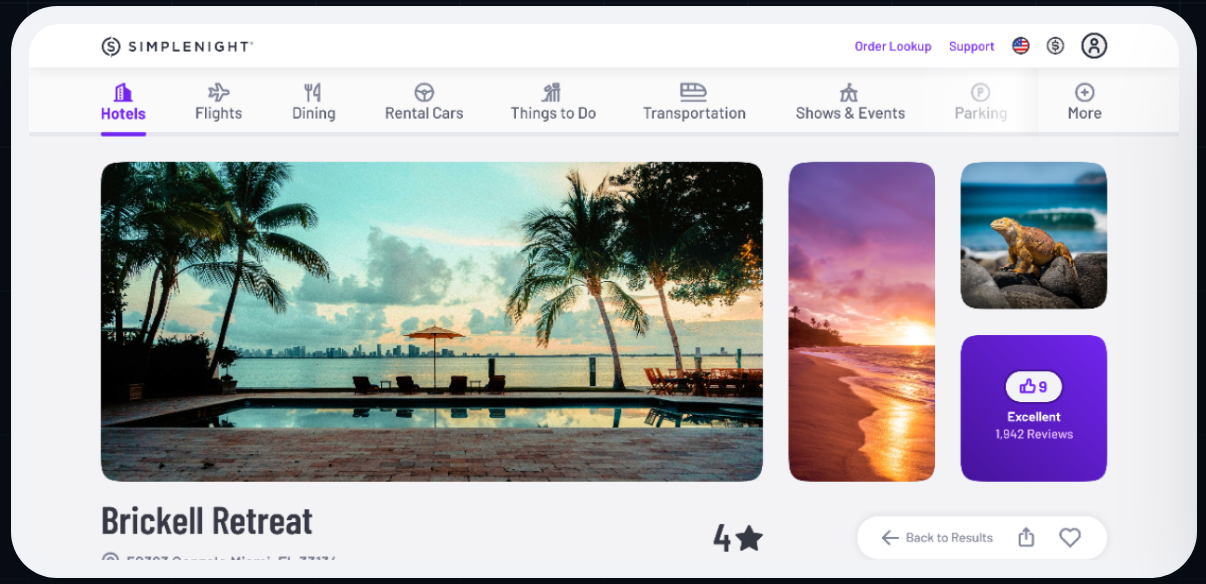
### Support scanning

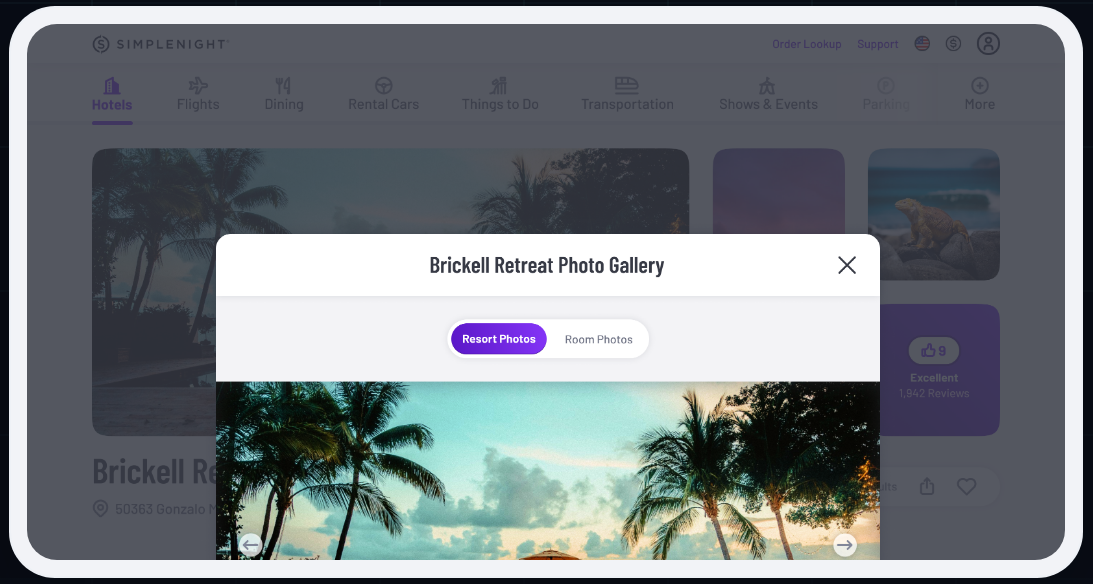
Consistent card anatomy made different shopping modes feel related.

05 PROGRESSIVE DISCLOSURE

# Give travelers depth. Keep the next decision within reach.

A hotel detail page revealed rooms, amenities, reviews, policies, location, and recommendations in layers while preserving the path back to selection.




**ORIENT**

Keep property, price, and path recognizable.

**REVEAL**

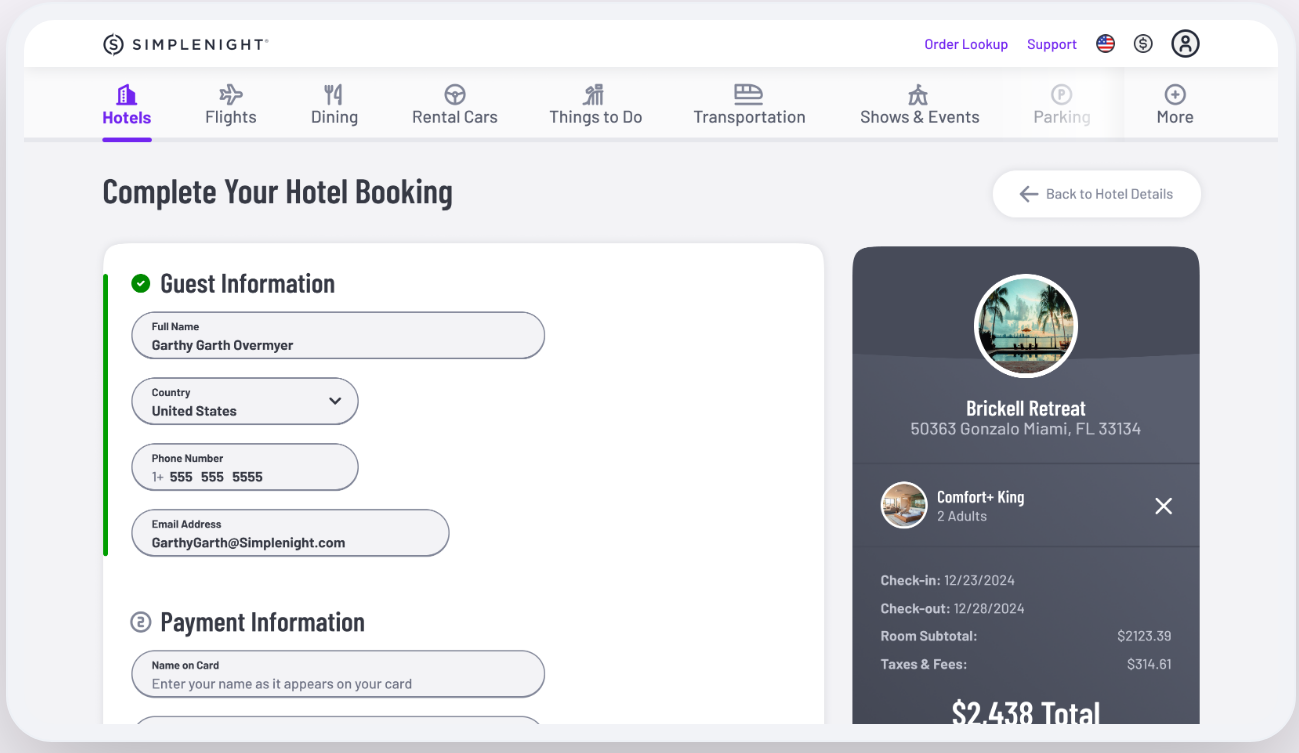
Expand supporting detail when requested.

**RECONNECT**

Return exploration to room selection.

# The final steps felt like continuation - not a new experience.

Checkout preserved selected inventory, total price, trip context, and progress so completion stayed connected to the choice that brought the traveler there.




01

### Preserve context

Keep property, dates, guests, and price visible.

02

### Make progress legible

Use grouped inputs, clear states, and action hierarchy.

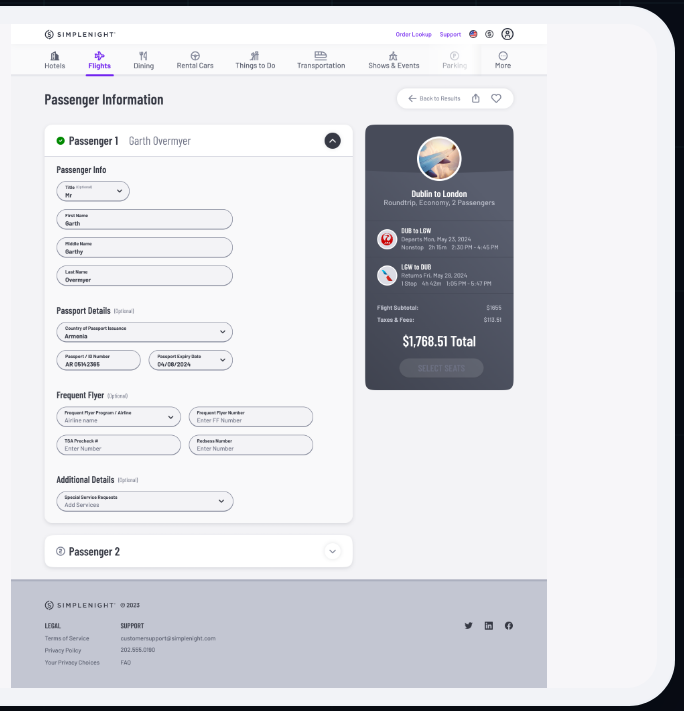
03

### Close the loop

Carry the booking language through unmistakable confirmation.

# Standardize the language. Protect what makes each task different.

Flights introduced passengers, segments, fares, and spatial seat selection. The shared model created continuity without forcing unlike decisions into one interface.




THE DESIGN RULE

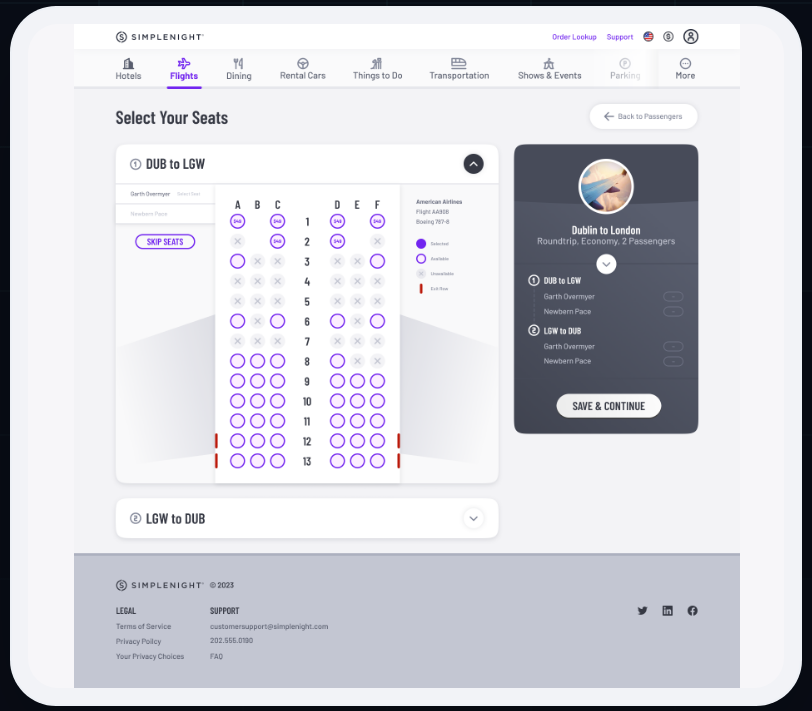
**I standardized intent, hierarchy, state, and feedback - then let each inventory type keep the behavior its task required.**

SHARED

Progress · hierarchy · selection state · pricing continuity

ADAPTED

Passengers · segment logic · spatial seat selection

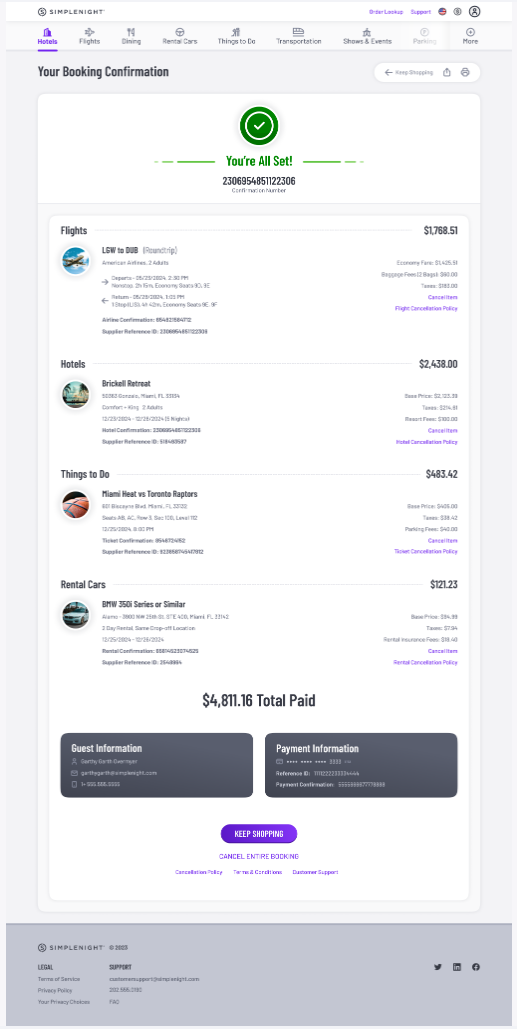


08 ONE CONFIRMATION LANGUAGE

# Different reservations. One clear sense of completion.

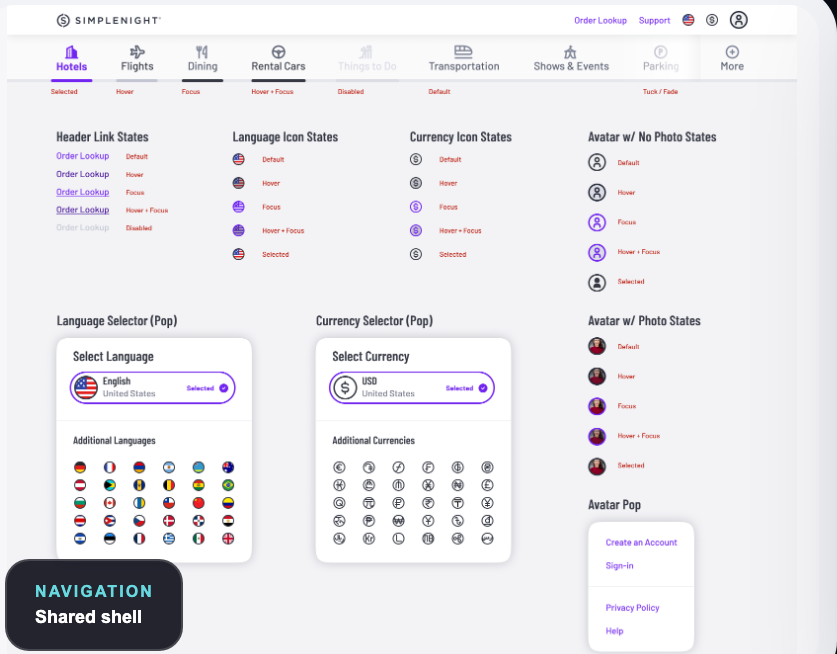
Confirmation organized what was booked, clarified what came next, and supported a trip containing more than one reservation.

| | |
|---|---|
| **CONFIRM** | Make status unmistakable. |
| **ORGANIZE** | Group each reservation without fragmenting the trip. |
| **PREPARE** | Surface reference details and next actions. |

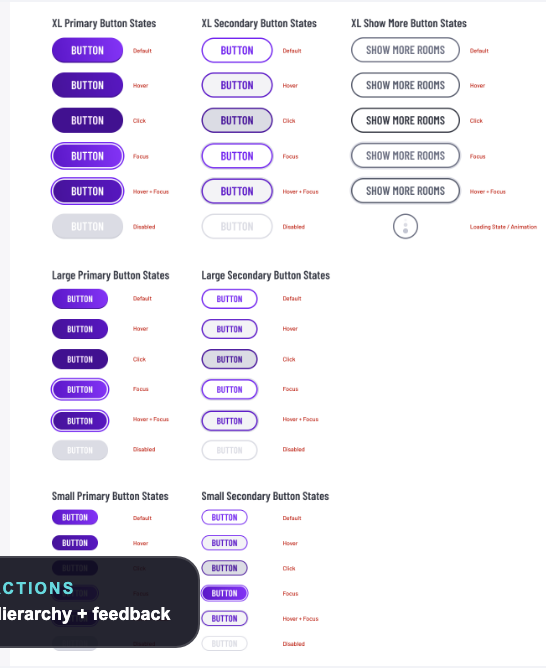


# The interface language connected brand expression to repeatable behavior.

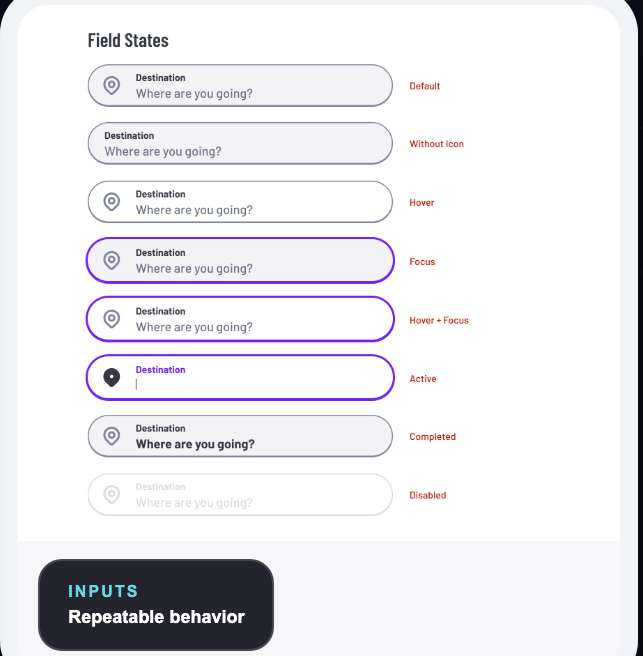
Navigation, fields, controls, action hierarchy, and states gave teams a common foundation for distinct journeys that still felt related.




**NAVIGATION**
**Shared shell**




**ACTIONS**
**Hierarchy + feedback**




**INPUTS**
**Repeatable behavior**

# A broad promise became a coherent product experience.

I led the design of a new external product experience connecting discovery, comparison, configuration, checkout, and confirmation through one recognizable interaction language.

The result was a more consistent and usable foundation for complex booking journeys across categories and devices.

01

### One journey model

A shared path from discovery through confirmation gave the product a coherent backbone.

02

### Adaptable interaction

Responsive and category-specific behavior preserved intent across tasks and contexts.

03

### Reusable product language

Navigation, inputs, actions, hierarchy, and states connected brand to repeatable behavior.

## Coherence comes from shared judgment - not identical screens.

**Explore the interactive case study at work.tp3media.com/simplenight**