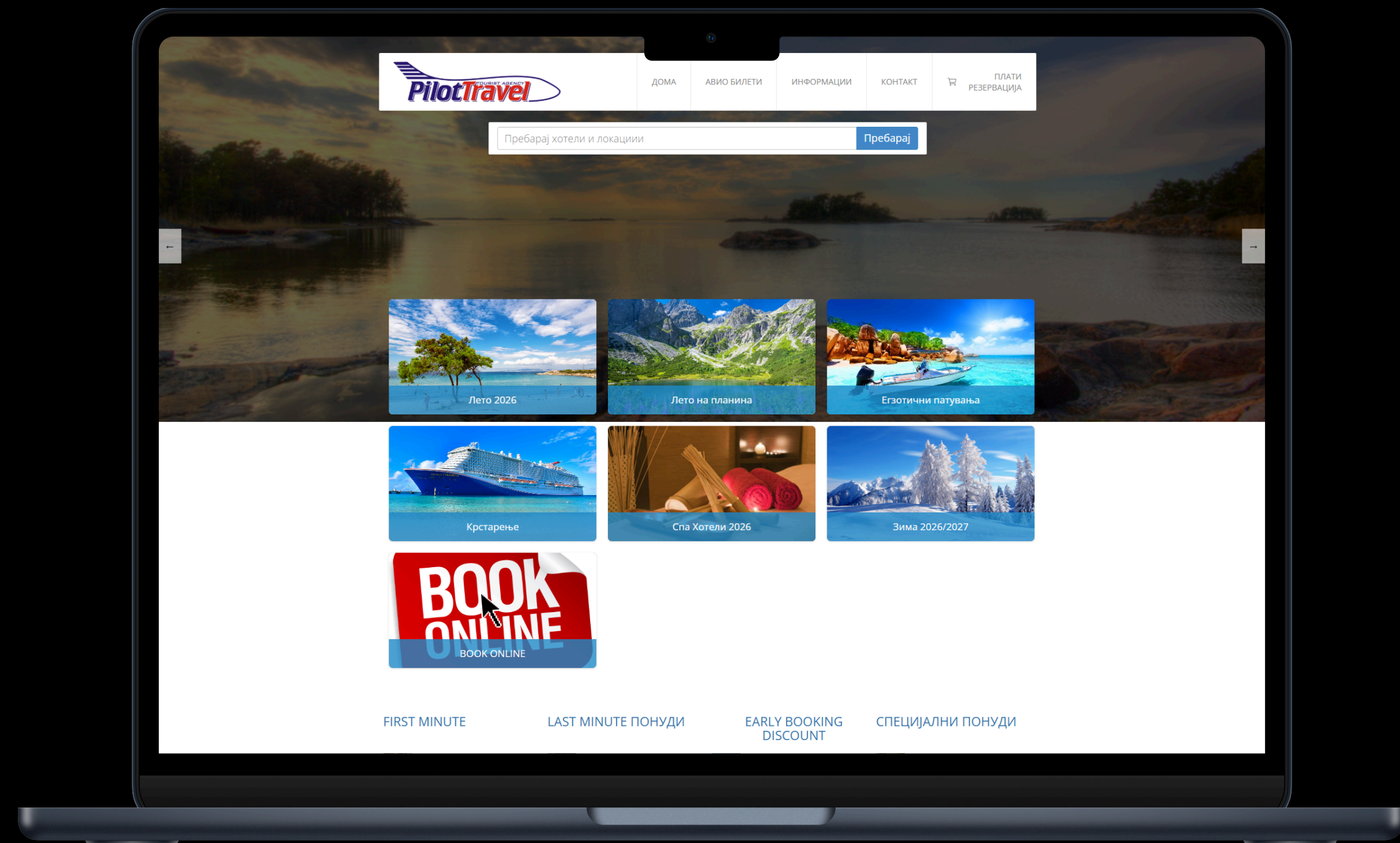


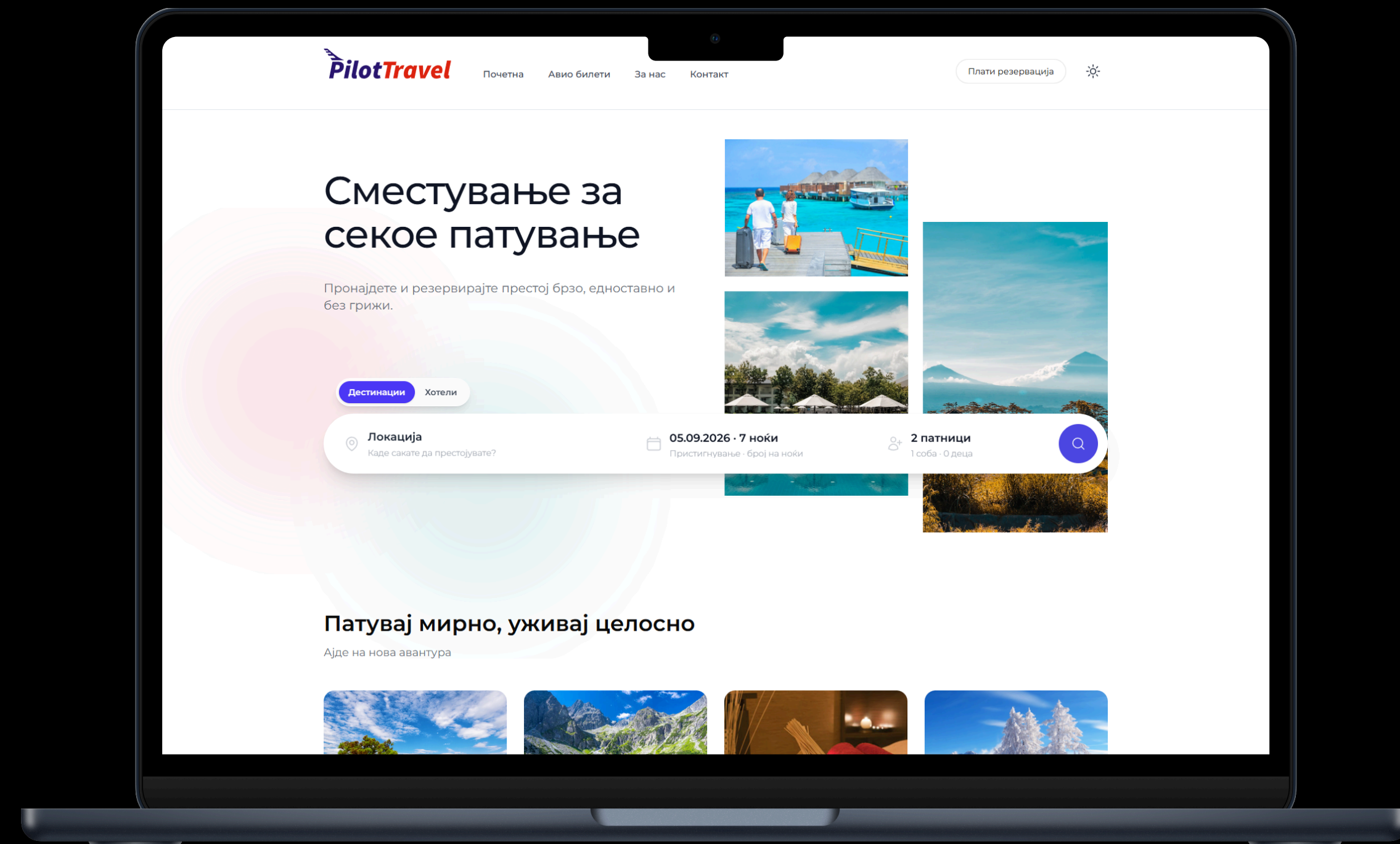


Antweb, 2026

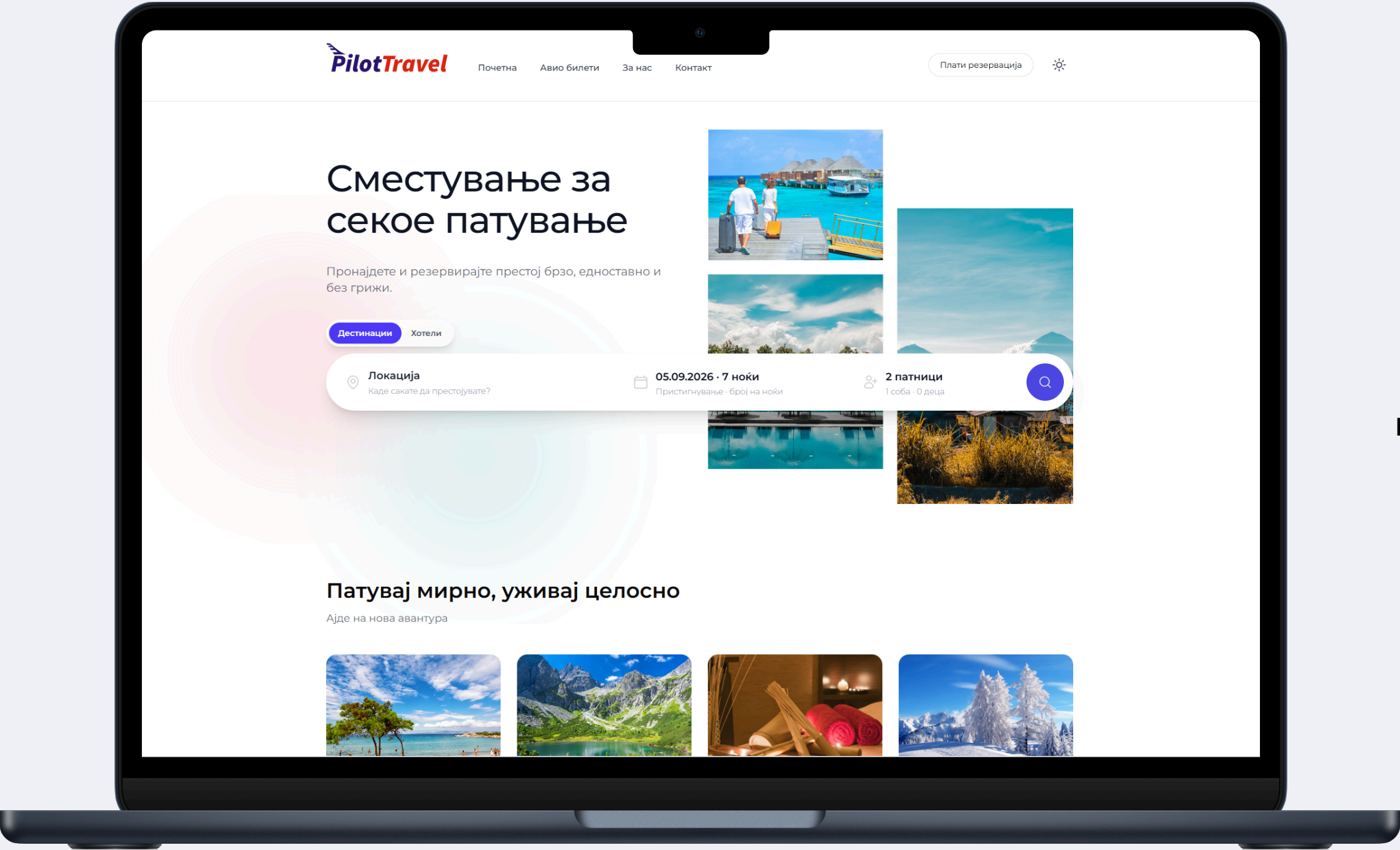
PilotTravel Website Redesign, Case study



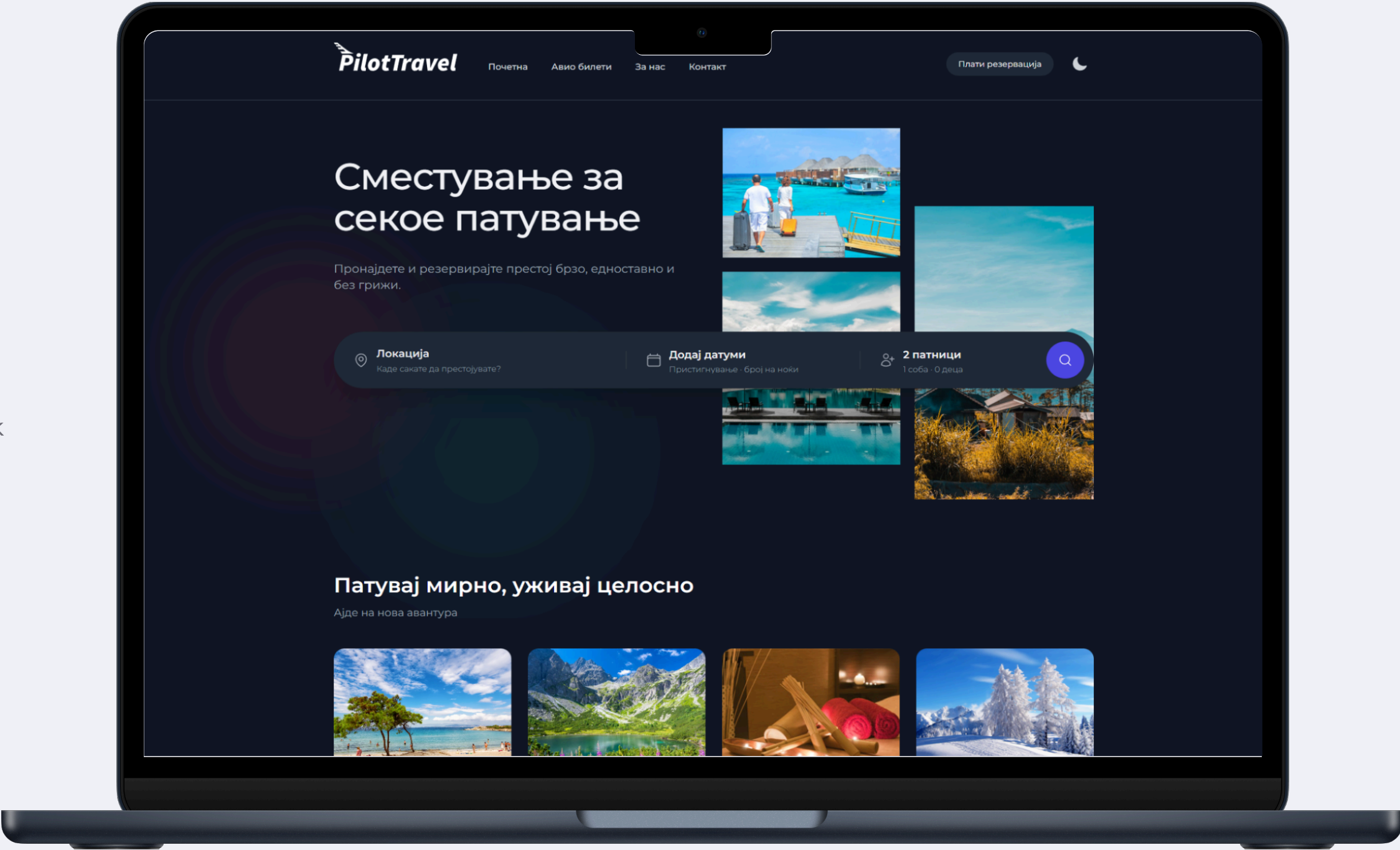
Old 



New 



Light ☒ Dark



Shapes and buttons.

Soft, rounded shapes were introduced to give the design a friendlier and more approachable character.

The brand's secondary color is consistently applied across buttons and interactive elements, reinforcing identity and improving visual clarity.

A minimalist layout keeps the experience intuitive and easy to navigate, while adding a modern and polished feel.

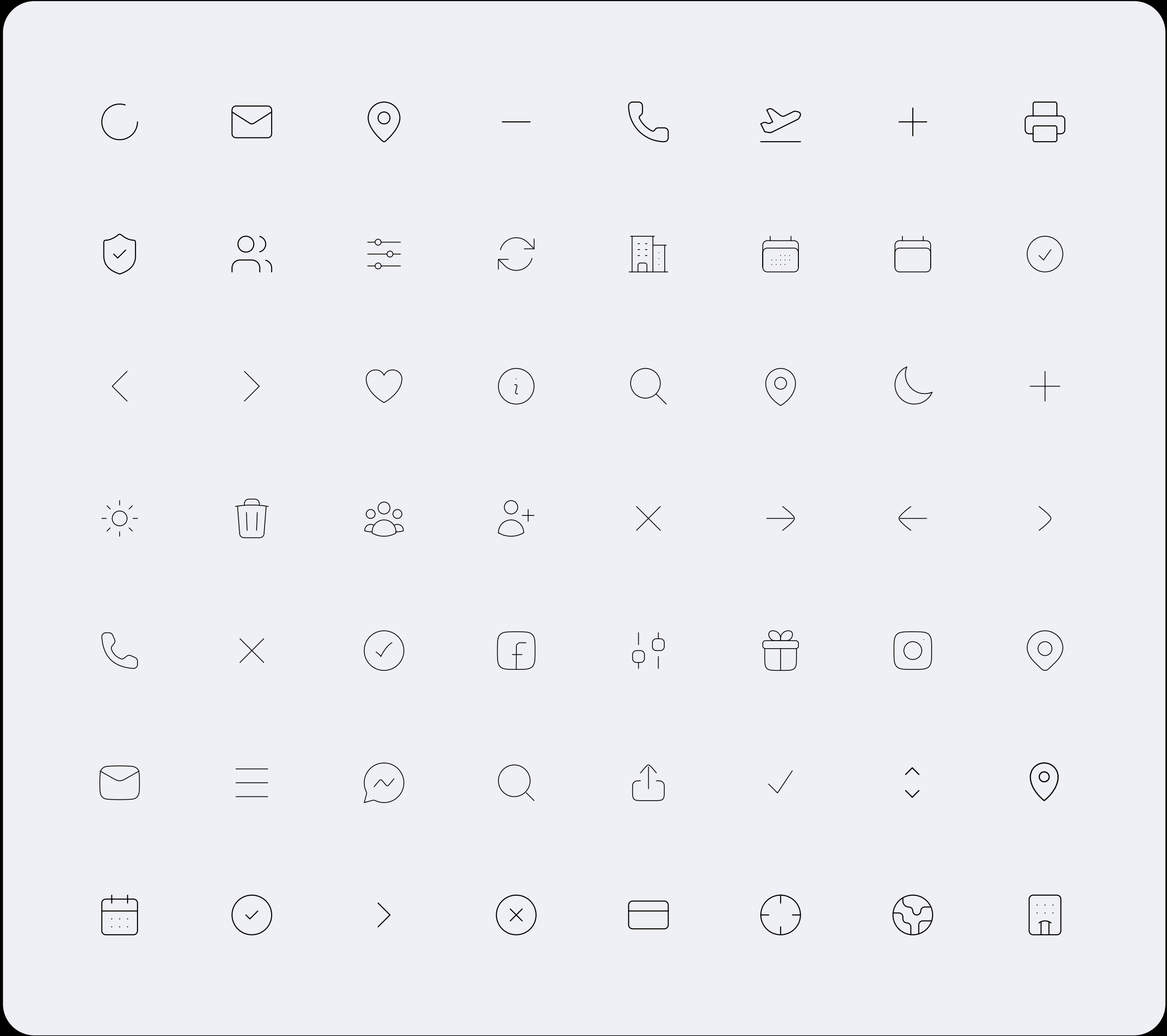
The image displays a series of UI components for a travel booking interface, all featuring soft rounded shapes and a consistent blue color scheme.

- Search Bar:** A horizontal bar with a blue tab labeled "Дестинации" (Destinations) and a white tab labeled "Хотели" (Hotels). Below the tabs, there are three input fields: "Локација" (Location) with a location pin icon and placeholder text "Каде сакате да престојувате?" (Where do you want to stay?); "05.09.2026 · 7 ноќи" (05.09.2026 · 7 nights) with a calendar icon and placeholder text "Пристигнување · број на ноќи" (Arrival · number of nights); and "2 патници" (2 guests) with a person icon and placeholder text "1 соба · 0 деца" (1 room · 0 children). A blue search icon is on the right.
- Cookie Consent:** A bar with a dropdown arrow, the text "Неопходни колачиња" (Necessary cookies), and a toggle switch.
- Room and Date Selection:** A bar with a dropdown arrow, the number "2", a date "05.09.2026", and a calendar icon.
- Action Buttons:** A row of three buttons: a blue button with a plus icon and "Додај соба" (Add room), a blue button with "Пронајди понуда" (Find offer), and a blue button with a dashed border and "Барање за резервација" (Reservation request).
- Email Input:** A bar with a text input field containing "Внесете ја вашата е-пошта" (Enter your email) and a blue button with a right arrow.
- Availability Button:** A blue button with the text "ДОСТАПНО" (AVAILABLE).

Icons.

The icons followed different styles, shapes, colors and proportions, making the interface feel visually fragmented and inconsistent.

The new icon system introduces a unified rounded style, consistent colors, and balanced visual weight creating stronger brand alignment and a more cohesive user experience.



Search (destination / destination).

Before

The previous version did not include a search function, making it difficult to quickly find relevant hotel offers. Users had to manually navigate through predefined categories and entries, which often did not match their specific needs.

After

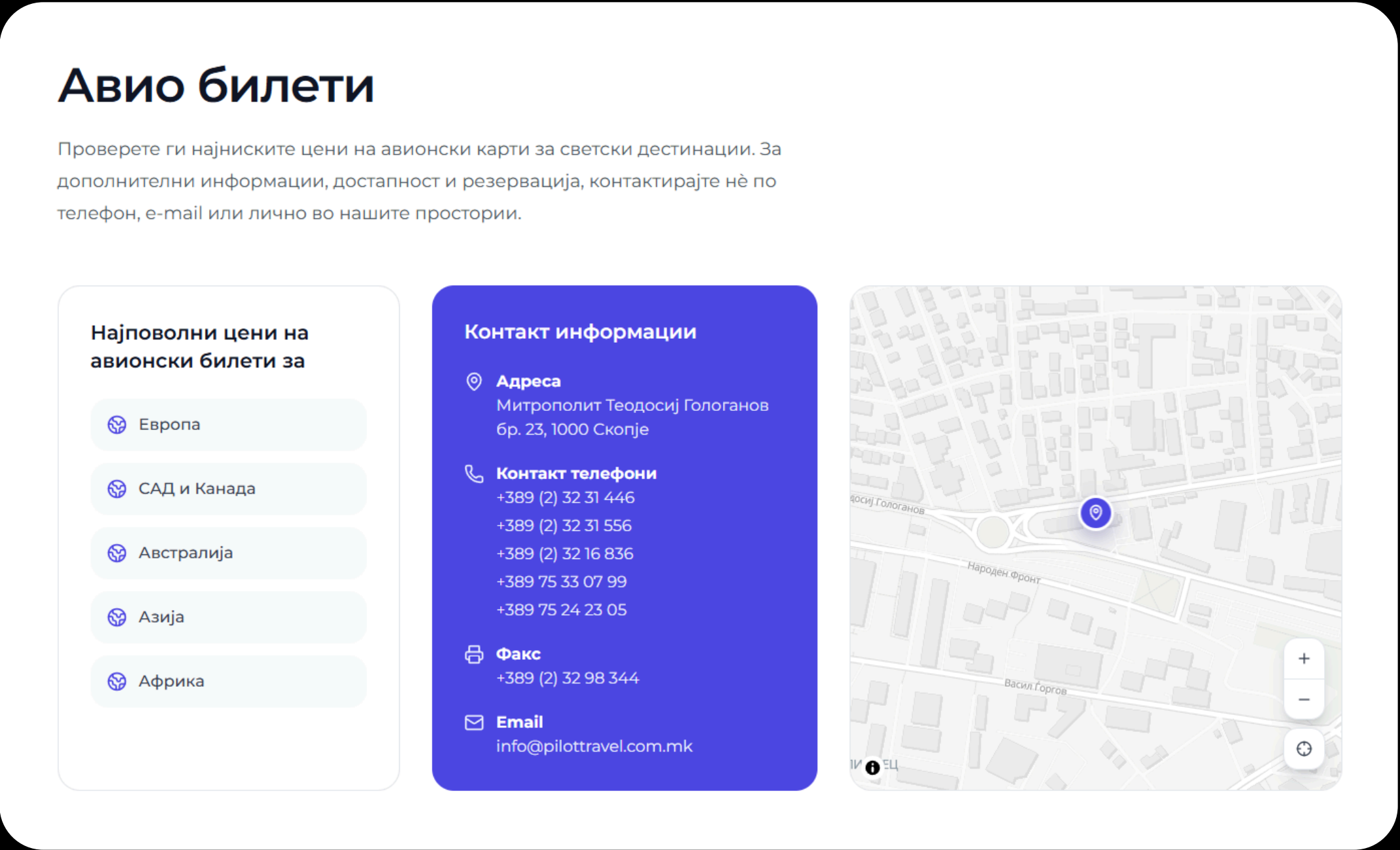
In the redesign, we introduced a dedicated search bar that allows users to find relevant offers faster and navigate the platform based on their actual requirements.

Text page.



Before

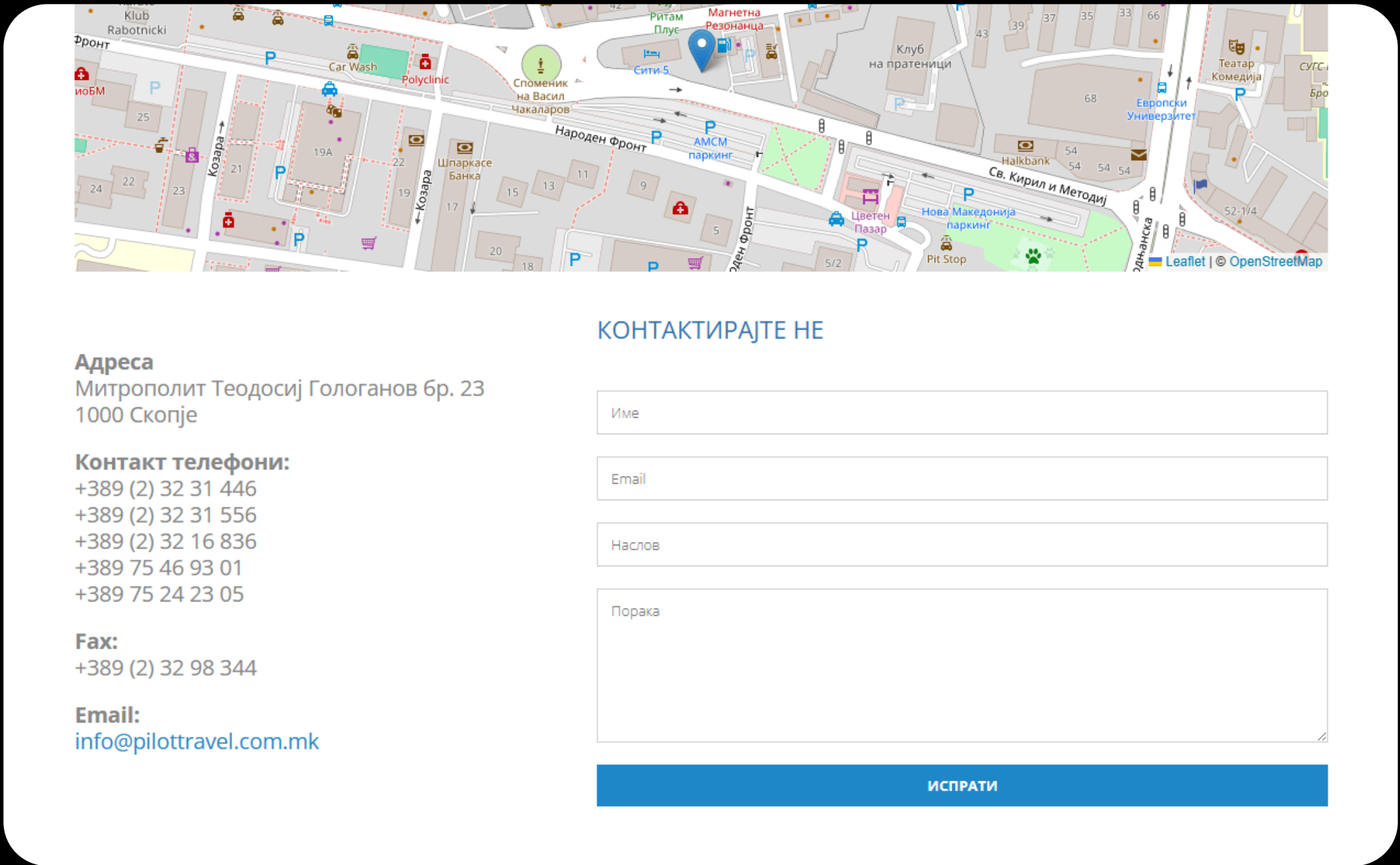
The original indicators lacked a clear visual hierarchy. Low contrast, dense information, and inconsistent formatting made it difficult to identify key insights at a glance. The overall layout felt flat and visually overwhelming.



After

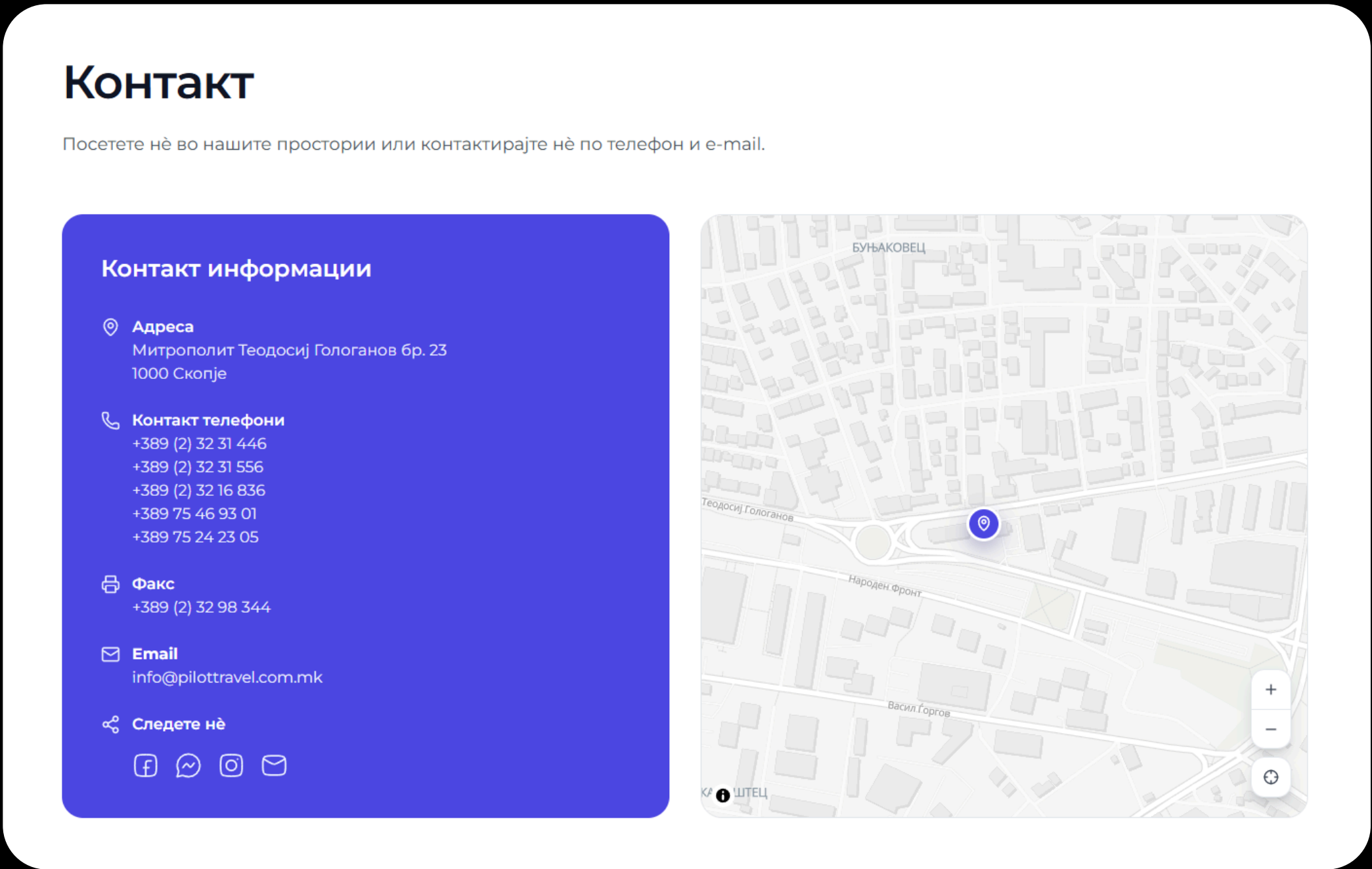
We refined the spacing, color application, and iconography to create a more balanced interface and guide attention toward the right information.

Map and contact.



Before ❌

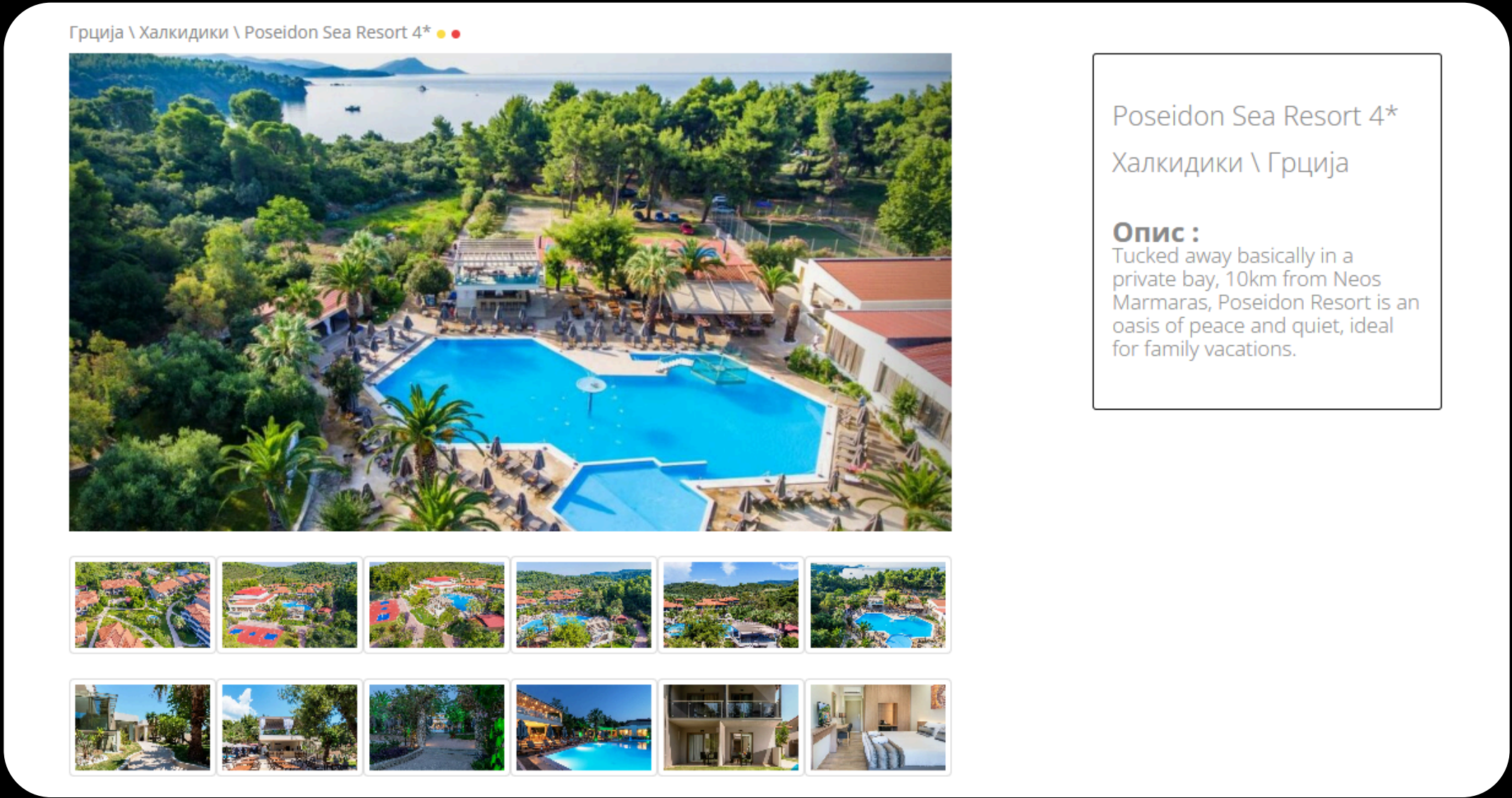
The original layout gave too much screen space to the map, while presenting a large amount of information without clear visual guidance or iconography. The oversized contact form further disrupted the balance of the page and pushed important content out of focus.



After ✅

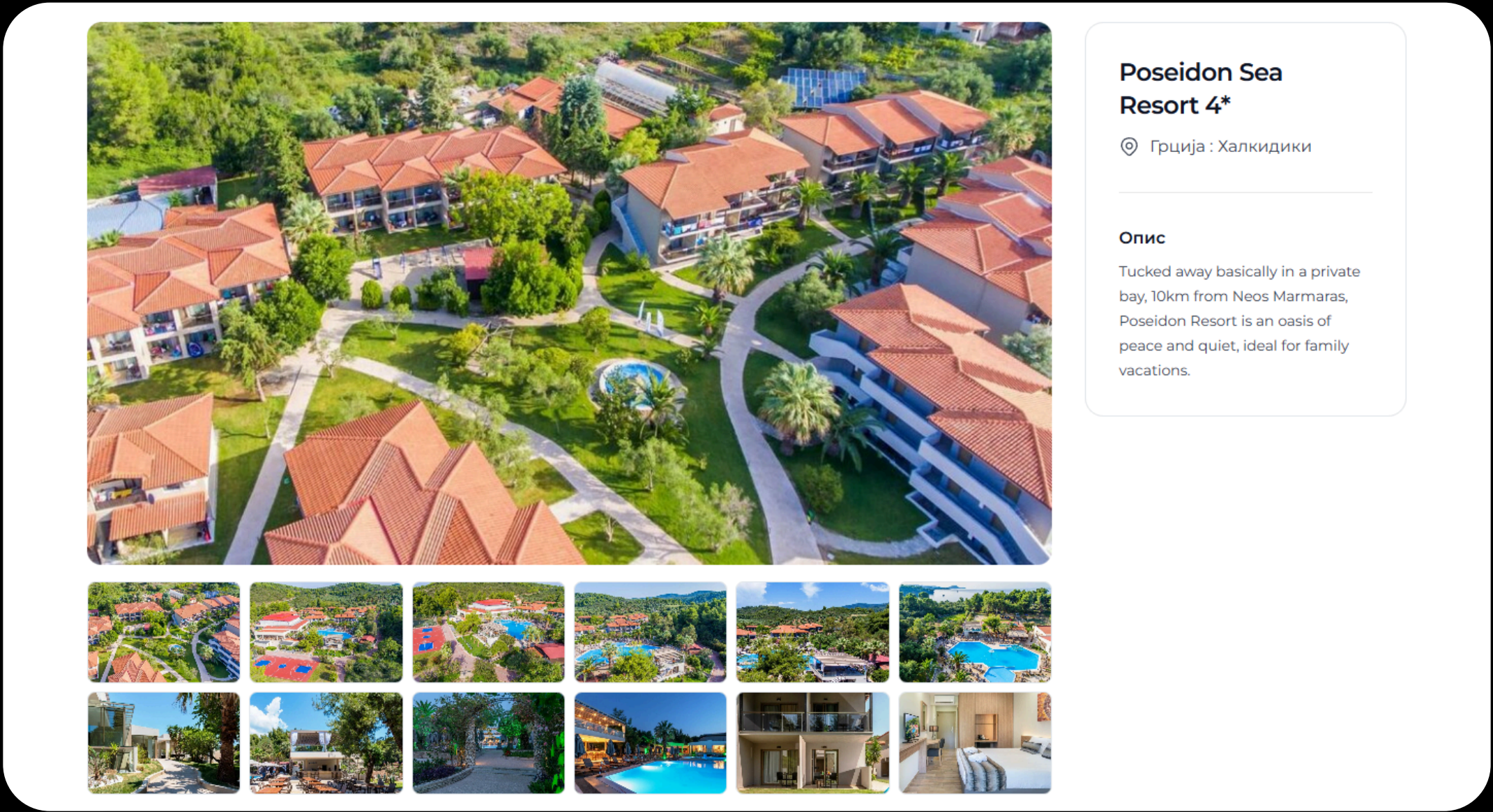
The redesign creates a more balanced composition, using clear iconography, improved information grouping and no contact form to make the experience easier to scan and navigate.

Gallery.



Before ❌

The original gallery used heavy borders around images and text, creating a dated and visually cluttered appearance. The inconsistent typography further disrupted the balance of the layout and made the overall experience feel less cohesive.



After ✔️

The redesign removes unnecessary visual elements and introduces a cleaner, more contemporary gallery layout. Refined typography, spacing and image presentation create a more balanced and polished experience.

Amenities and services.

House Rules

✔

 Dress code

Internet

✔

 WiFi in common areas

✔

 WiFi in rooms

Food And Beverages

✔

 Bars (2)

✔

 Meals served (buffet)

✔

 Restaurant

Activities

✔

 Basketball court

✔

 Umbrellas and beach sets

✔

 Beach towel service (with deposit 10€/per towel)

✔

 Beach volleyball

✔

 Separate children pool

✔

 Daytime animation

✔

 Evening animation

✔

 Football court

✔

 Organized beach

✔

 Swimming pool

✔

 Table tennis

✔

 Organized beach

✔

 Swimming pool

✔

 Table tennis

✔

 Tennis court (with charge)

✔

 Watersports (with charge)

Services

✔

 Car & bike rental

✔

 Doctor (on call)

✔

 Parking (outdoor parking)

✔

 Reception (24hrs)

✔

 Shops (mini market at the hotel)

Children

✔

 Children animation

✔

 Children's playground

✔

 Mini club (4-12 years old)

Содржини и услуги

Сè што е достапно за време на вашиот престој

✔

 Dress code

✔

 Car & bike rental

✔

 Doctor (on call)

✔

 Parking (outdoor parking)

✔

 Reception (24hrs)

✔

 Shops (mini market at the hotel)

✔

 WiFi in common areas

✔

 WiFi in rooms

✔

 Bars (2)

✔

 Meals served (buffet)

✔

 Restaurant

✔

 Children animation

Прикажи ги сите 27 содржини

Before ❌

The original amenities and services section presented a long list divided into only two large columns, with categories and check marks providing little visual distinction. With limited spacing and everything given the same visual weight, it was difficult to scan the list and quickly find what you needed.

After ✔

The new design uses clearer categories, better spacing, and stronger visual cues to make the information easier to scan and understand.

Room search.

Пристигнување

19.09.2026

Ноќи

7

Број на возрасни

2

Број на деца

2

1. дете

4

2. дете

3

Пронајди понуда

Before

The original room search used a blue background that felt disconnected from the overall visual identity and disrupted the consistency of the design. The category structure was also unclear, with main categories and subcategories presented without a logical hierarchy.

Лето 2026 • Специјална 

Внесете период и патници за цена и достапност во реално време.

Пристигнување

30.08.2026

Ноќи

7

Соби

+ Додај соба

Соба 1

Број на возрасни

2

Број на деца

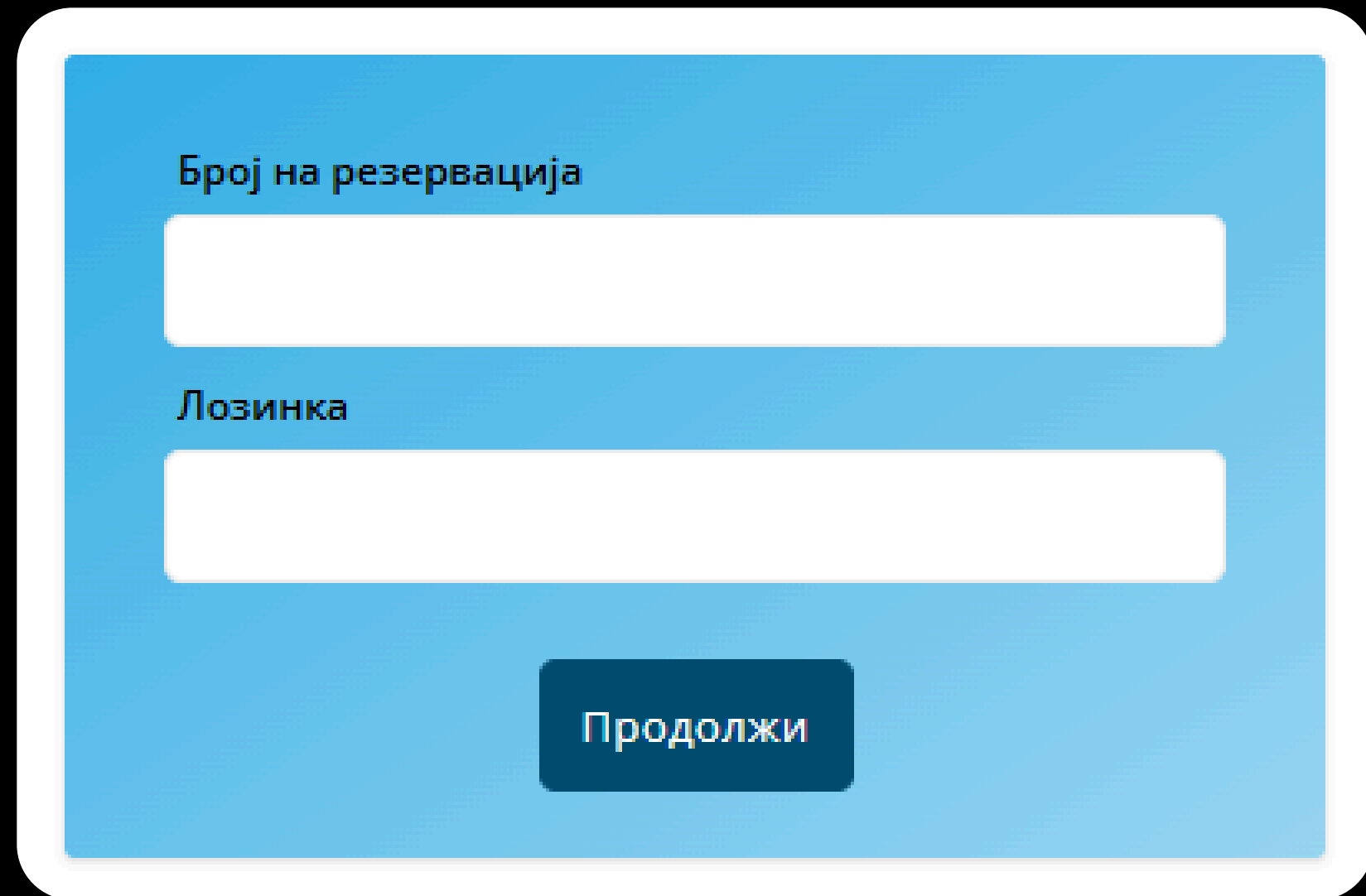
0

Пронајди понуда

After

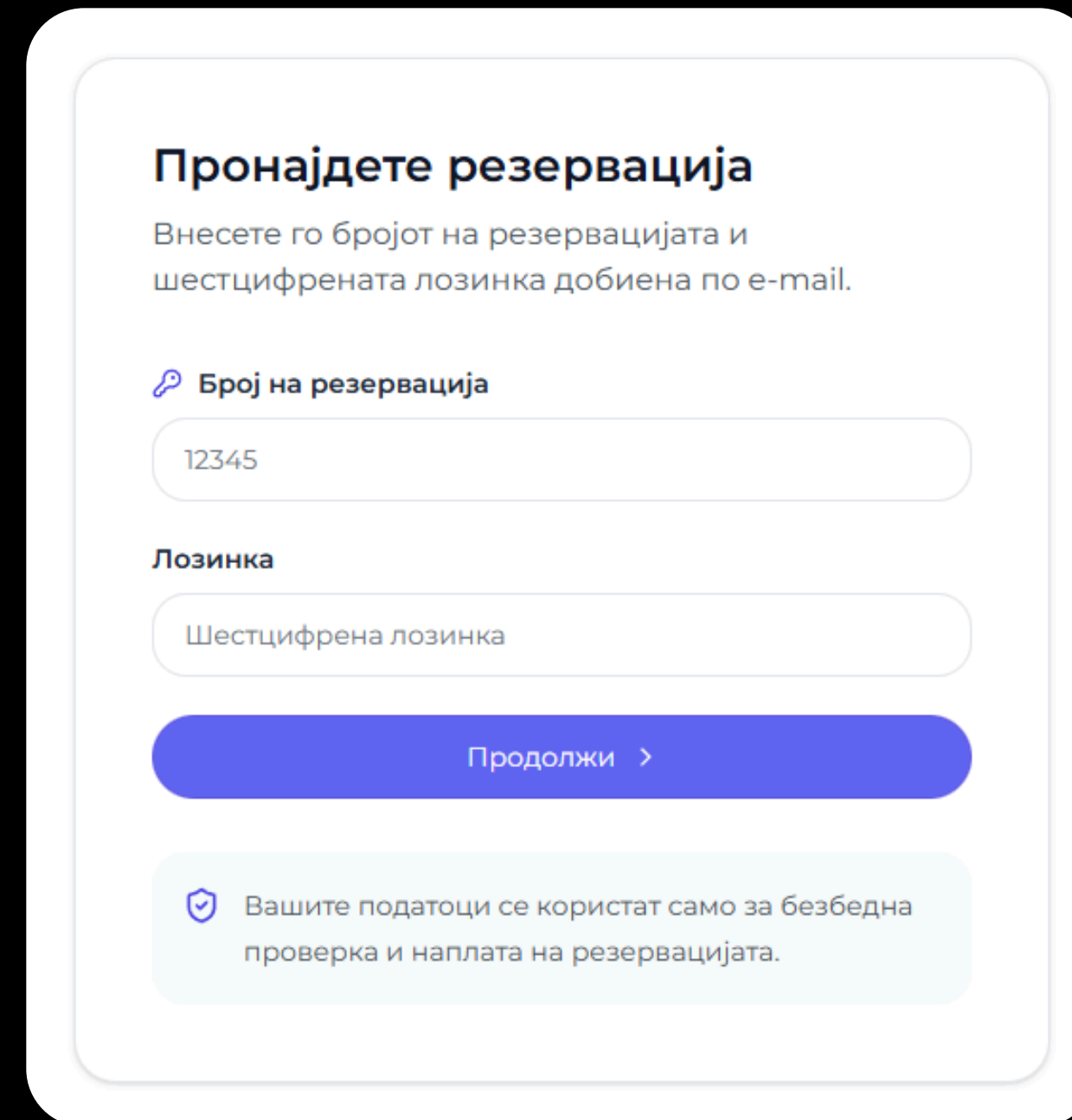
The redesign brings the search area in line with the broader visual language while reorganizing the categories into a clear structure of main categories and subcategories, making the experience more intuitive and easier to navigate.

Reservation checker.

The original form is a simple rectangular box with a solid blue background. It features two white input fields stacked vertically. The top field is labeled 'Број на резервација' (Reservation number) and the bottom field is labeled 'Лозинка' (Password). Below the fields is a dark blue button with the white text 'Продолжи' (Continue).

Before ❌

The original form section used a blue background that felt inconsistent with the overall website design. It also lacked supporting iconography and placeholder text, leaving users without clear guidance on what information to enter.

The redesigned form is a white card with rounded corners. At the top, it has a title 'Пронајдете резервација' (Find reservation) followed by a subtitle 'Внесете го бројот на резервацијата и шестцифрената лозинка добиена по e-mail.' (Enter the reservation number and the six-digit password received by e-mail.). Below this, there are two input fields. The first is labeled 'Број на резервација' (Reservation number) with a magnifying glass icon and contains the placeholder '12345'. The second is labeled 'Лозинка' (Password) and contains the placeholder 'Шестцифрена лозинка' (Six-digit password). A large blue button with the text 'Продолжи >' (Continue >) is positioned below the fields. At the bottom, a light blue box contains a checkmark icon and the text 'Вашите податоци се користат само за безбедна проверка и наплата на резервацијата.' (Your data is used only for secure verification and payment of the reservation.).

After ✅

The redesign introduces a more cohesive visual treatment, intuitive iconography and helpful placeholder text to make each input clearer and easier to complete. A reassuring privacy message also highlights that users' personal information is kept safe and handled in accordance with applicable data protection laws.