



CASE STUDY

Huyai

Come. See Zimbabwe.

Huyai is Zimbabwe's travel marketplace, delivered as a complete brand system, the copywriting that sells it, a user experience design built around one cart, twelve working web applications, an editorial library and a display advertising set for the Cabanga AdServe network.

16

COLOUR TOKENS

1,664

LISTINGS IN ONE
CART

12

WEB
APPLICATIONS

77

MAGAZINE
STORIES

12

DISPLAY
BANNERS



A Sun Rising Over the River



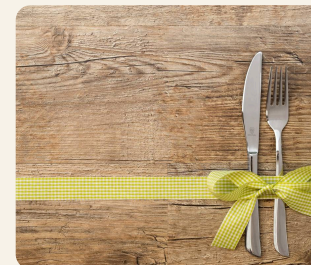
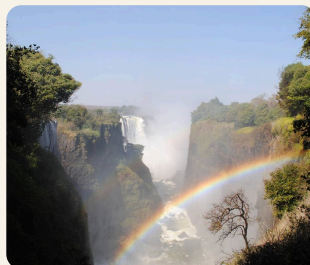
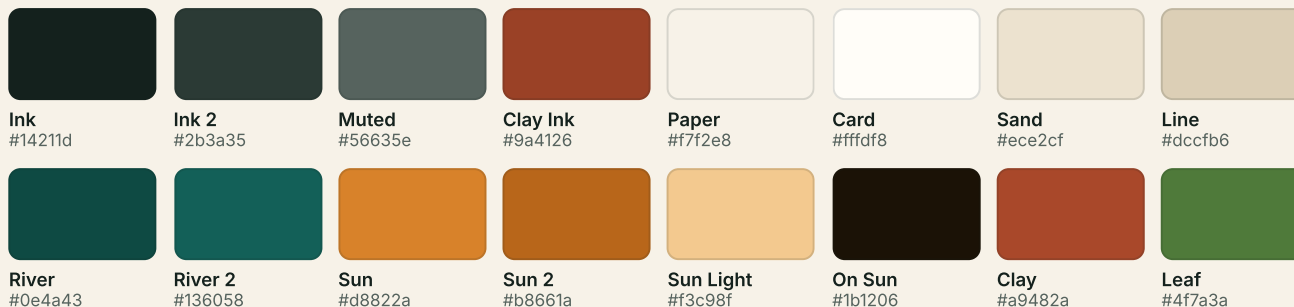
Huyai is built on the colours of the place it sells. River green carries the brand, Sun orange carries every action, and Paper and Sand give the warm ground of a lodge veranda. The mark puts a rising sun over two lines of moving water, so the country is read through the Zambezi at first light.

Fraunces 600

Display face - every heading, set in Title Case with the warmth of a printed travel journal.

Manrope

Body face - listings, prices and interface copy, clean at every size.



Photography is the brand's image language: real places, real light, from the Huyai archive and the country itself.

02 - COPYWRITING

Words That Sell the Whole Trip

The copy makes one argument on every page: Zimbabwe can be bought the way people already buy everything else. Rooms, meals, safaris and transfers become items in a cart, priced openly and paid to Huyai once, while Huyai deals with every operator behind the scenes.

The voice is a confident host. It speaks in short declarative lines and plain verbs, it names the real conditions on the ground - backup power, secure parking, EcoCash - and it never leaves the traveller to work out the logistics alone.

HEADLINE - HOMEPAGE HERO

Come. See Zimbabwe Your Way.

BODY LINE - HOMEPAGE LEDE

Rooms, meals, safaris, cruises and transfers from 1,000+ travel and tourism operators. Choose the trip you want, put all of it in one cart and pay Huyai once.

REASSURANCE COPY - WE CONFIRM EVERY BOOKING

Huyai confirms each item with the operator before your money moves, then settles the operator after your stay. If anything changes, you deal with us, not five different businesses.

HEADLINE - HOW HUYAI WORKS

A Store, Not a Booking Form

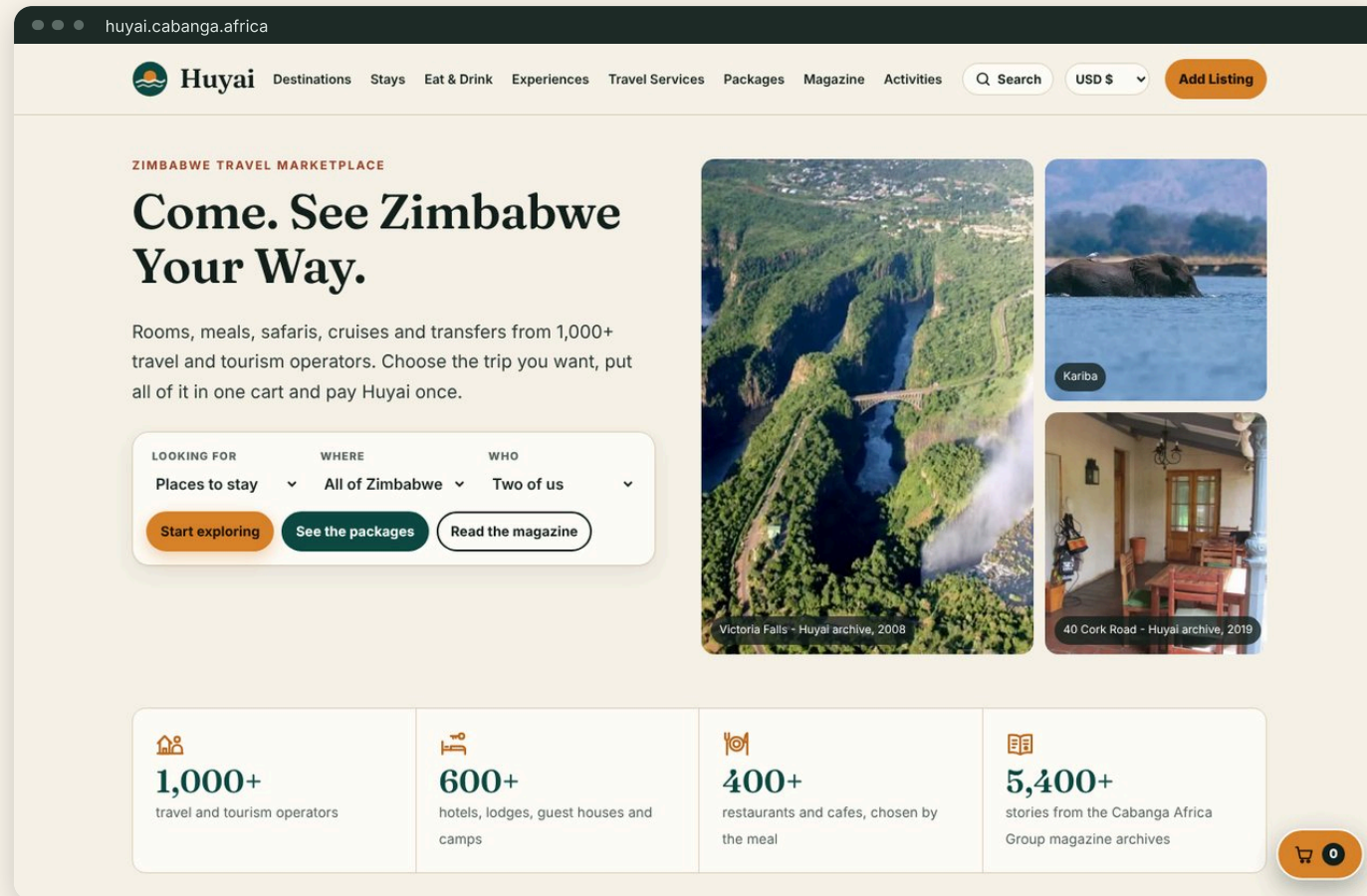
INTERFACE COPY - THE CART

Everything you have picked, in one place. One payment to Huyai covers all of it.

MAIN CALL TO ACTION - THE FINDER

[Start exploring](#)

Come In, Choose, Pay Once



The first screen does the work of a travel desk. The headline, the three-part finder - what you are looking for, where, and who is travelling - and the archive photography of Victoria Falls, Kariba and 40 Cork Road sit in one view.

Start exploring answers the finder straight into the shop, while See the packages and Read the magazine sit on the same row as the next two doors in. Directly beneath, the scale of the marketplace is stated in four numbers.

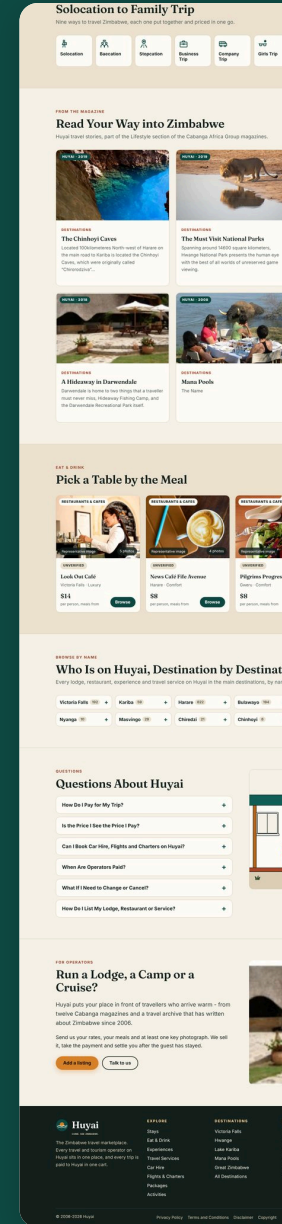
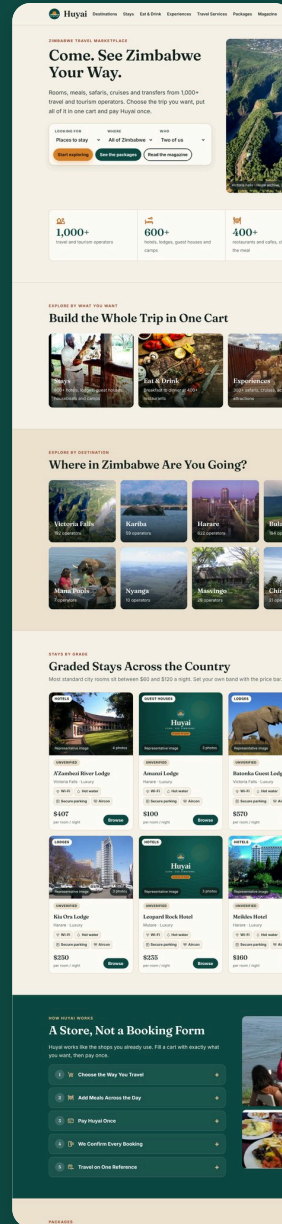
03 - USER EXPERIENCE DESIGN

From the First Screen to One Cart

The journey follows how a trip is actually planned. The traveller says what they want, where and who is travelling, then browses by need - stays, eat and drink, experiences and travel services - or by destination, from Victoria Falls to Chinhoyi.

A band titled A Store, Not a Booking Form explains the model in five steps that open one at a time. Packages, the magazine and meal-by-meal dining follow, and every path ends in the same cart.

The information architecture keeps four shopping departments, packages, thirty destinations, eighteen activity guides and an operator side under one header, with search and currency always in reach.

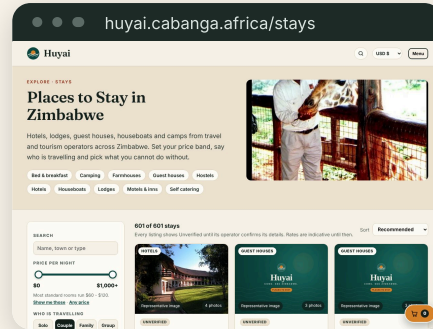


04 - WEB APPLICATIONS

Twelve Working Applications, One Cart

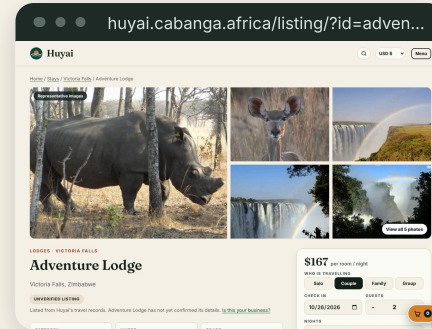
Every tool on Huyai is a live, working application, not an information page. The traveller answers a few questions - who is travelling, how many nights, which meals, which price band - and the application works out the price, the matches or the comparison on the spot.

They get back a priced trip in their cart, a confirmed order and one reference for the whole journey.



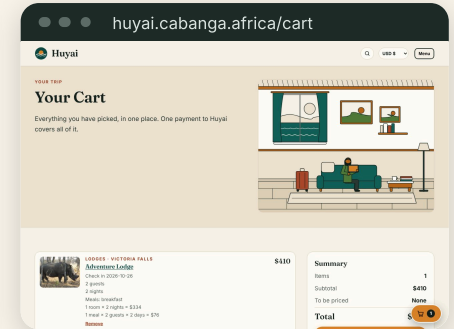
The Shop

Filters 1,664 listings live by price band, party, must-haves and Verified status, and keeps the search in the address so it can be shared.



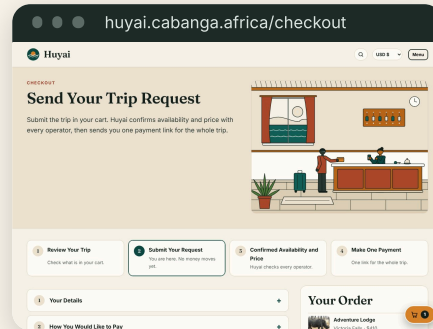
The Buy Box

Prices a stay for the party, the nights and the meals, and opens the gallery full screen with zoom.



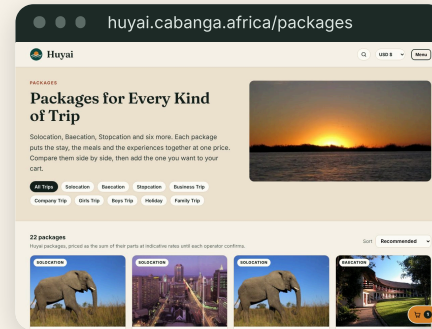
The Cart

Gathers rooms, meals, safaris and transfers into one trip with one total.



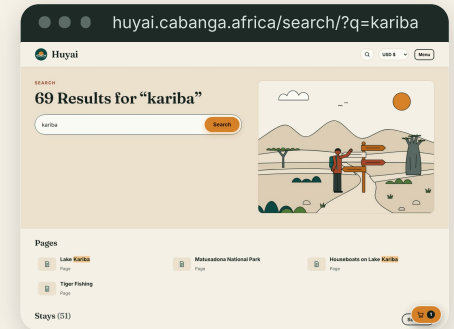
Checkout

Saves the order to the control sheet before confirming it, and keeps the cart if the send fails.



Package Compare

Sets two or three of 22 packages side by side on nights, guests, inclusions and price.



Site Search

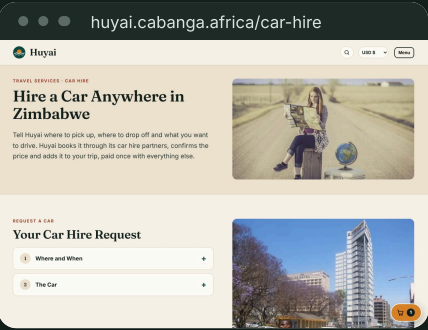
Finds every stay, table, experience, story and page for a place in one answer, with the match highlighted.

04 - WEB APPLICATIONS

The Rest of the Trip, and the Operator Side

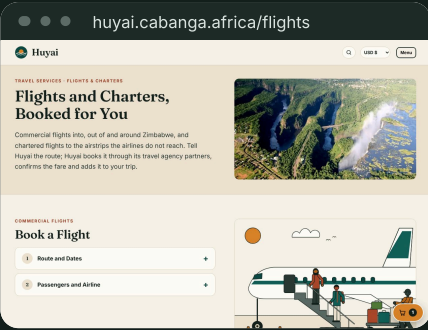
Transport, money and the people behind the trip run through the same system. Car hire and flights land in the same cart as the lodge. Prices follow the traveller's own currency.

Operators list themselves, employers post vacancies, and readers subscribe, each through a gate that confirms a real person before anything reaches the control sheet.



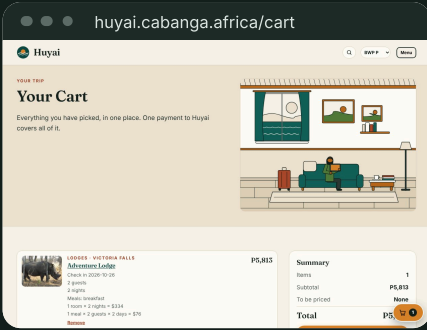
Car Hire

Takes pick-up, drop-off and vehicle, and puts the request in the cart.



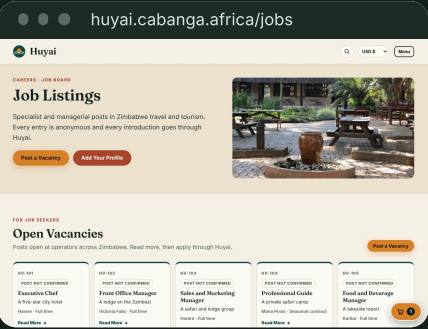
Flights and Charters

Takes a commercial route or a charter to a bush strip, and puts it in the cart.



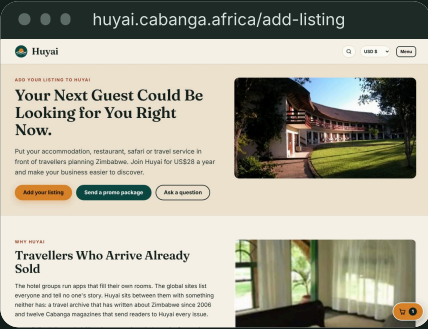
Currency Switcher

Reprices the whole site and the cart in US dollars, rand, pula, metical, kwacha or Namibian dollars.



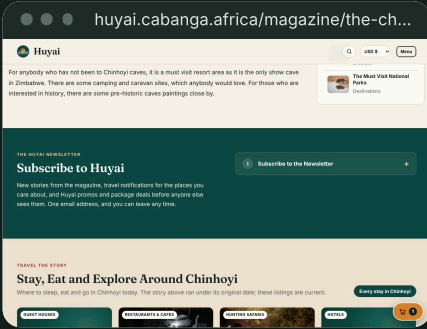
Job Board

Lists specialist and managerial posts anonymously and introduces both sides through Huyai.



Add Listing

Takes an operator from business details to a listing, behind an emailed confirmation code.



Newsletter

Subscribes a reader from any story, confirmed by a double opt-in email.

05 - EDITORIAL

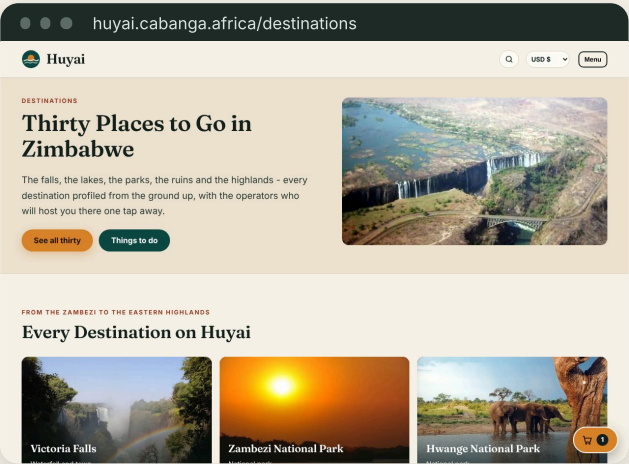
Stories That Send Travellers

Huyai arrives with a voice that already knows the country. Seventy-seven travel stories, under their original publication dates from 2008 onward, give every listing a story behind it and give the traveller a reason to go before they search.

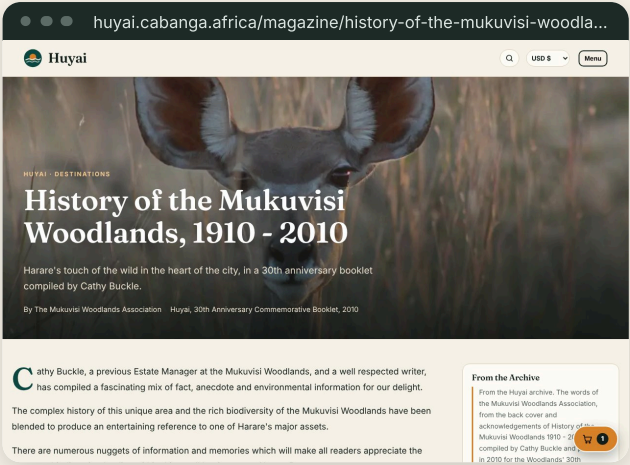
Thirty destination profiles and eighteen activity guides turn that knowledge into places and things to do, each one linked to the operators who deliver it, and every story carries the Huyai newsletter.



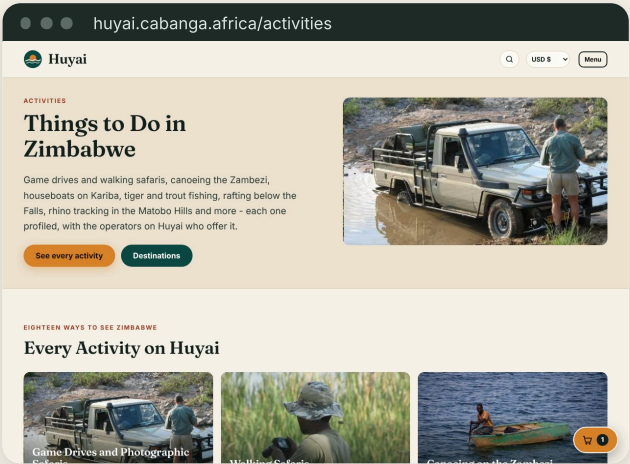
The Magazine



Thirty Destinations



A Story Page



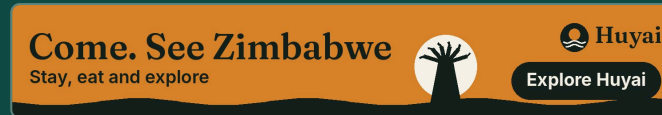
Eighteen Activities

06 - DISPLAY ADVERTISING

Twelve Banners, Twelve Doors

A display advertising set for the Cabanga AdServe network, where each banner runs below the article image and at the end of the article across the magazine sites.

Each of the twelve carries its own message and its own scene - the brand, every department, the two great destinations, packages, the single payment, and the two supply-side calls for operators and Reps. Every one is an animated banner that rests on a final frame carrying the logo, the headline and the call to action.



01 - BRAND



03 - EAT AND DRINK



05 - DESTINATIONS



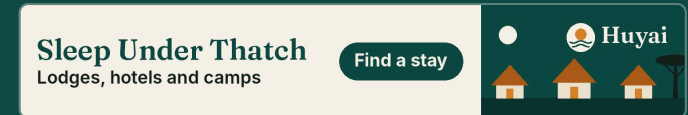
07 - LAKE KARIBA



09 - PAY ONCE



11 - MAGAZINE



02 - STAYS



04 - EXPERIENCES



06 - VICTORIA FALLS



08 - PACKAGES



10 - ADD LISTING



12 - HUYAI REPS



Come. See Zimbabwe.

Huyai was delivered as a brand system, copywriting, user experience design, twelve web applications, an editorial library and a display advertising set, all working together as one marketplace.

huyai.cabanga.africa

