

# Strategic design + user profile + branding foundation for BilbaoTours

**BilbaoTours** was conceived for a digital, urban, and contemporary audience seeking more than just "tourism." The focus was placed on crafting a visual and functional experience from a user-centered perspective, balancing a sober aesthetic with a sense of local warmth.

- **Buyer Persona**

**Nombre:** Javier / Clara.

**Edad:** 28–38 años.

**Profession:** Freelance creative, UX designer, developer, digital educator.

**Lives in:** Bilbao, Barcelona or Madrid.

**Interests:** Local culture, short getaways, urban nature, sustainability, design.

**Habits:** Shops online, browses on mobile, reads reviews, shares on social media.

**Frustrations:** Impersonal platforms, confusing information, overwhelming interfaces.

**Needs:** Smooth UX on mobile, clear and trustworthy brand, a sense of authenticity, appealing design and useful content.

- **Strategic Segmentation**

**Demographic:** Ages 25–40, no children, creative professionals.

**Psychographic:** Urban explorers, design-conscious, tech-forward.

**Behavioral:** High engagement on social media, sensitive to visual identity, active review readers.

**Geographic:** Basque Country + major cities in Spain.

- **Campaign Objectives**

**The strategy aimed to:**

1. Increase CTR in visual Google Ads campaigns.
2. Position BilbaoTours as a reference in alternative local tourism in Euskadi.
3. Build trust and differentiation from generic travel offers.
4. Facilitate conversion through a coherent, responsive and visually clear system.

## **Customer Journey Simulation**

1. **Discovery:** Ads on social media and Google Ads with visually engaging banners (color, clear claims, CTAs).
2. **Attraction:** Optimized landing page with strong identity and mobile-first layout.
3. **Exploration:** Tour cards, visual content and short, emotional information.
4. **Conversion:** Intuitive booking process and clean interface.
5. **Retention:** Consistent visual identity across all touchpoints.

## **Visual & Branding Strategy**

- The graphic system combines nature + architecture (green palette and neutral tones).

- Flexible, memorable logo, adaptable to favicon, app, and social media.
- Typography: solid yet fluid (Poppins) — clean, modern, with personality.
- Isotype with double meaning: compass + drop + initials.
- Visual tone: premium, modern, approachable.
- Design applied across social media, banners, and online store.
- Coherent visual ecosystem throughout all platforms.

**Final Note:**

This project was based on real market research and developed as a comprehensive proposal designed to inspire, convert, and stand out. Every decision — from the interface to the symbolism of the logo — was made with a strategic, user-centered mindset, focused on experience and brand value.