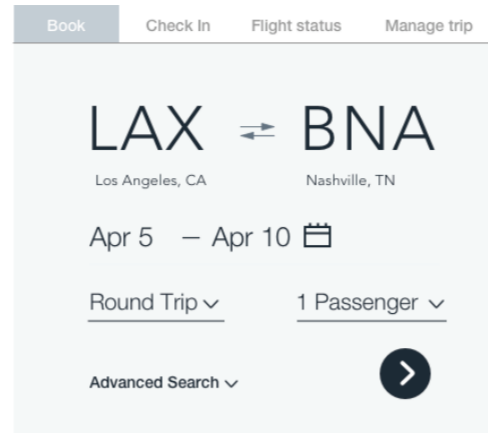


1



**TABBED WIDGET**

For the four main functions of the website, searching/booking flights, checking in, checking the flight status, and managing reservations. The tabbed widget (shown left) starts with very simple information - Where are you starting, where are you going. When clicked the box (shown above) shows more information about making the booking. The progressive reveal keeps the steps incremental, and easy to follow.

2

**MEGA MENU**  
*(not illustrated)*

Industry standard way to display a large amount of information so that users can easily find what they are looking for.

3

**OTHER SERVICES**

Industry standard. Users can make all their travel arrangements on one site.

4

**EXPERIENCE CONTROL**  
Secondary research and user interviews indicated users want to have control over their experience, they want to know what to expect and how much it will cost.

5

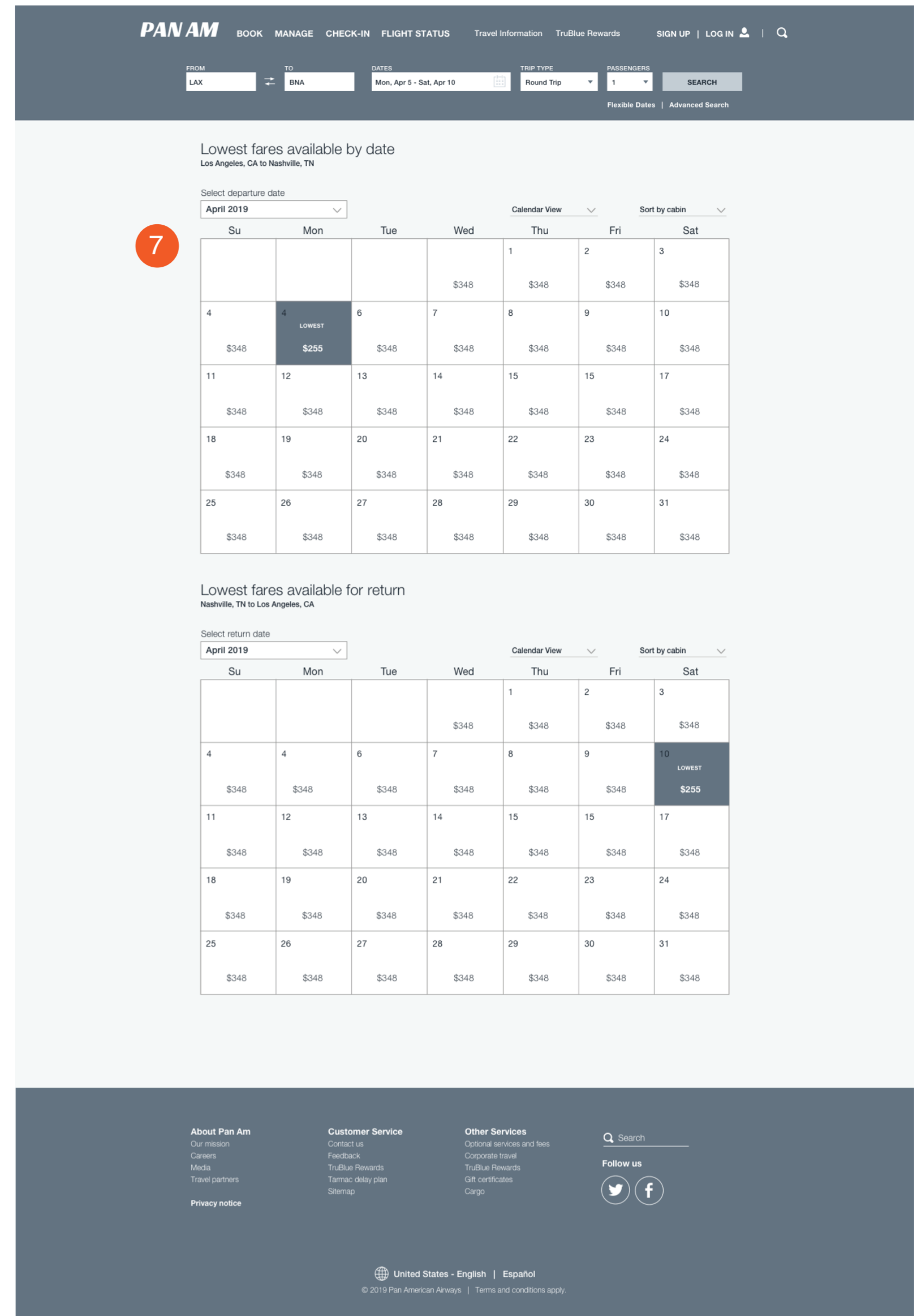
**BUDGET CONSCIOUS**

Nearly all travelers base their booking decisions on the cost. This section provides the lowest fare for popular destinations.

6

**BRAND PROMOTION**

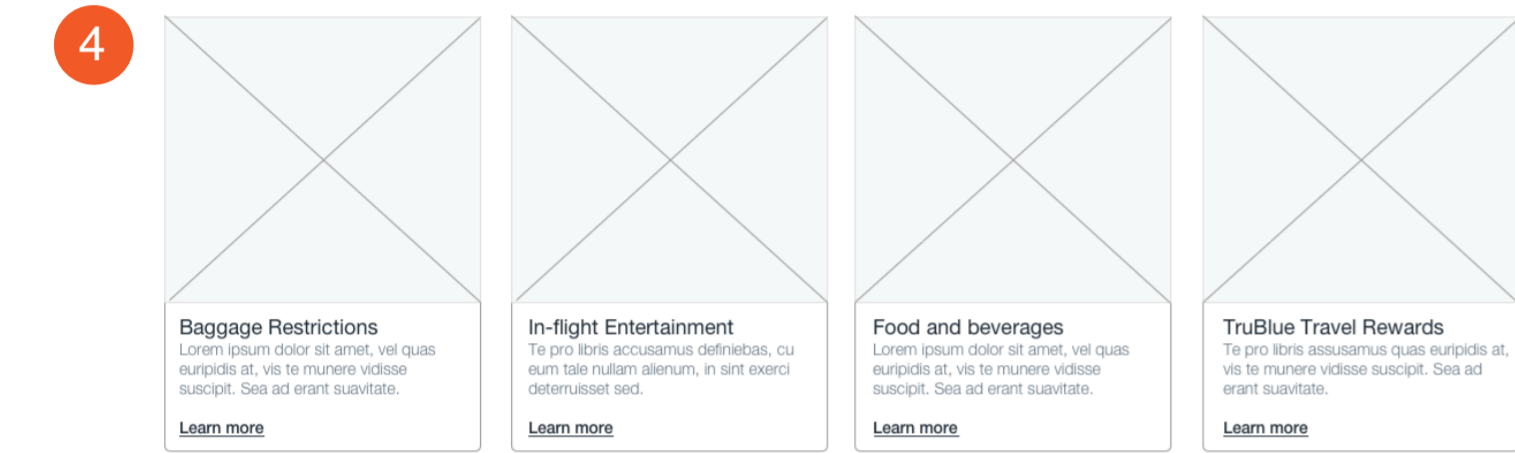
An opportunity to promote the Pan Am brand.



7

**CALENDAR VIEW SEARCH MATRIX**

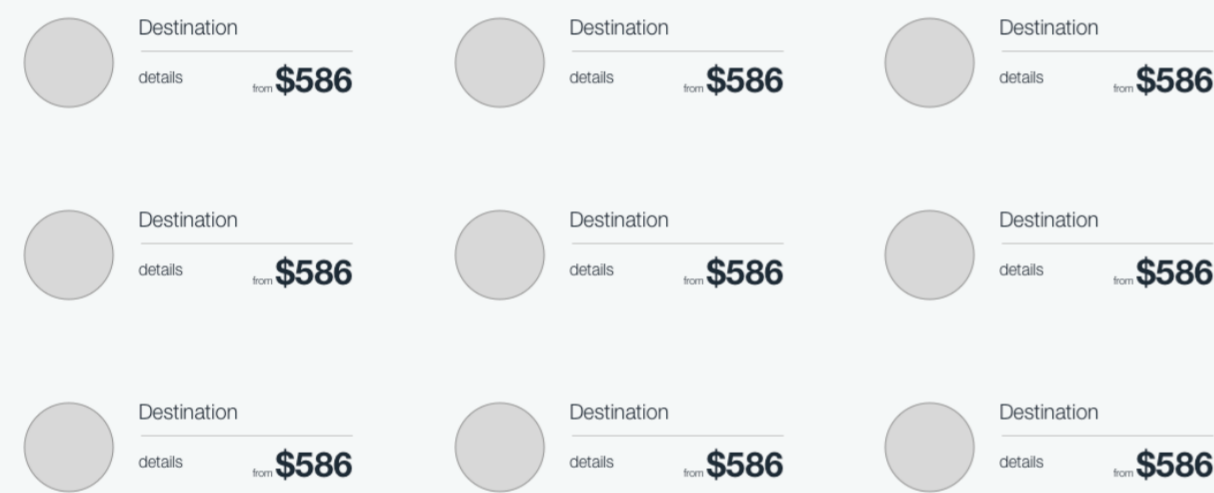
Cost is the number one factor for most users when booking a flight. This calendar view search matrix gives users an overview of 2 months of ticket costs, highlighting which days have the cheapest flights in that time period. This search matrix would be reached when selecting "flexible days" on the calendar overlay in the booking widget



Low fares from Los Angeles

Recommendations Best sellers Favorites

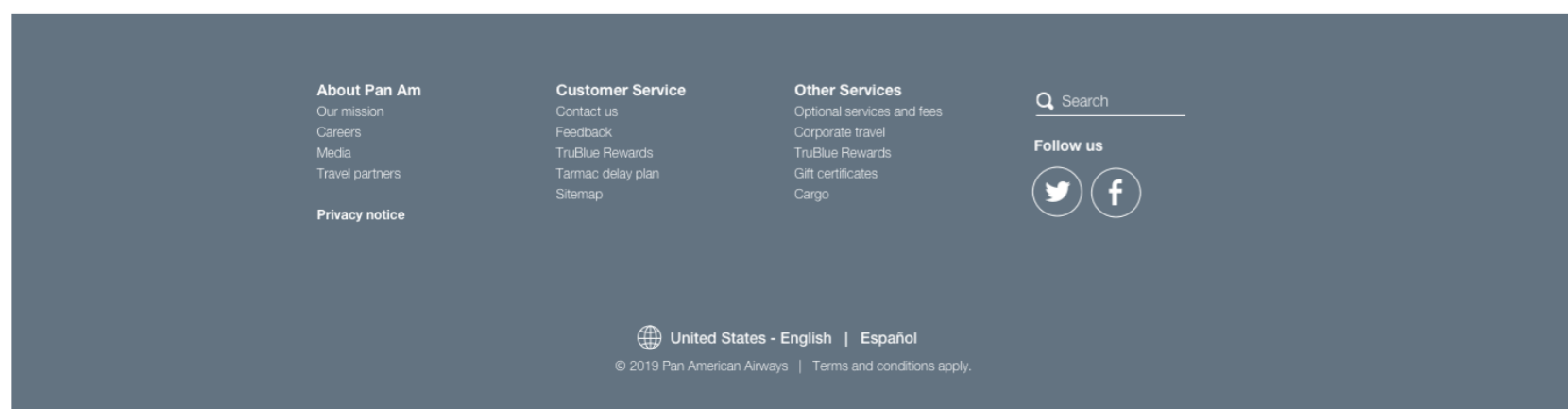
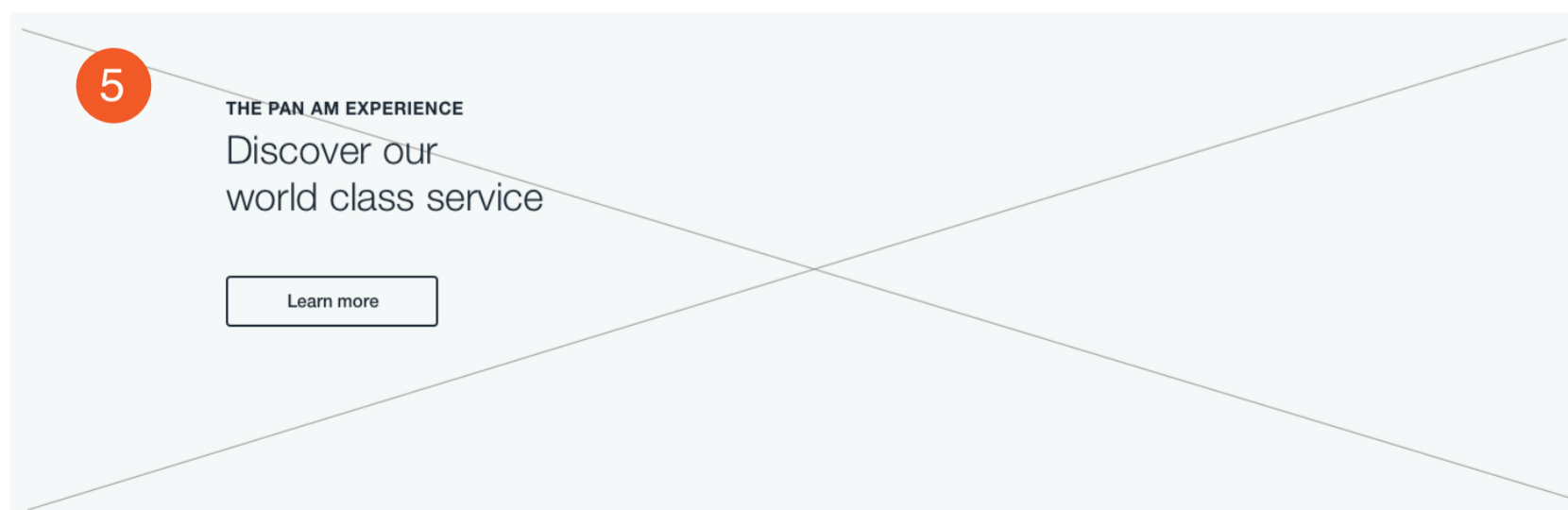
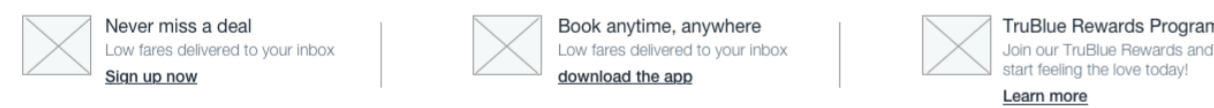
5

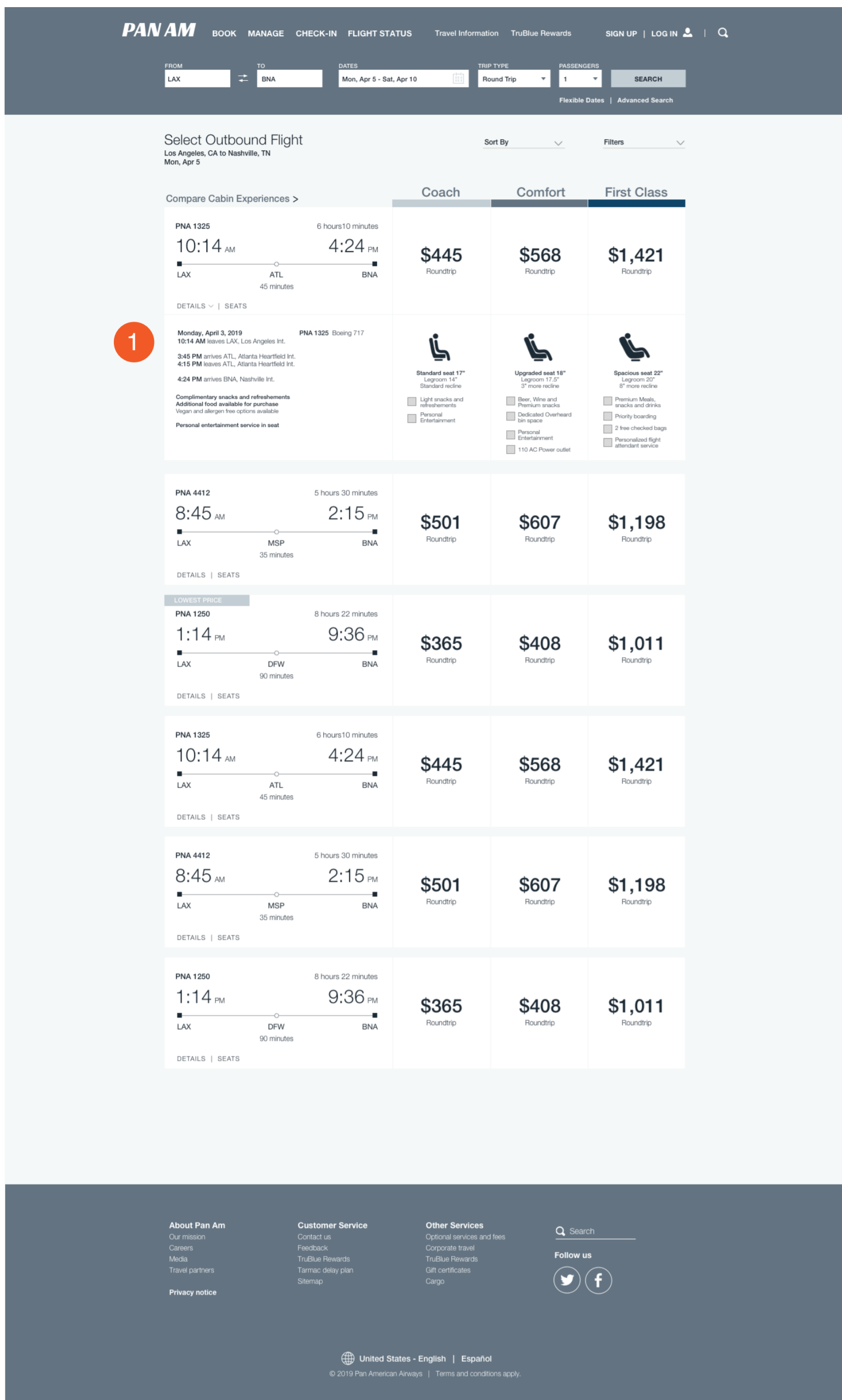


Where to?

See where we fly

Find the best fare





1

### COST, COMFORT, CONTROL

When users select "details" for a flight, they get information they may find important when trying to decide which flight to purchase. In this case they get the flight duration, layover info, etc, but they also get information about services available including wi-fi and entertainment, food and power supply options. They can also see the size of the seat. They can also compare the other cabin amenities, to decide if it worth the cost of the upgrade.

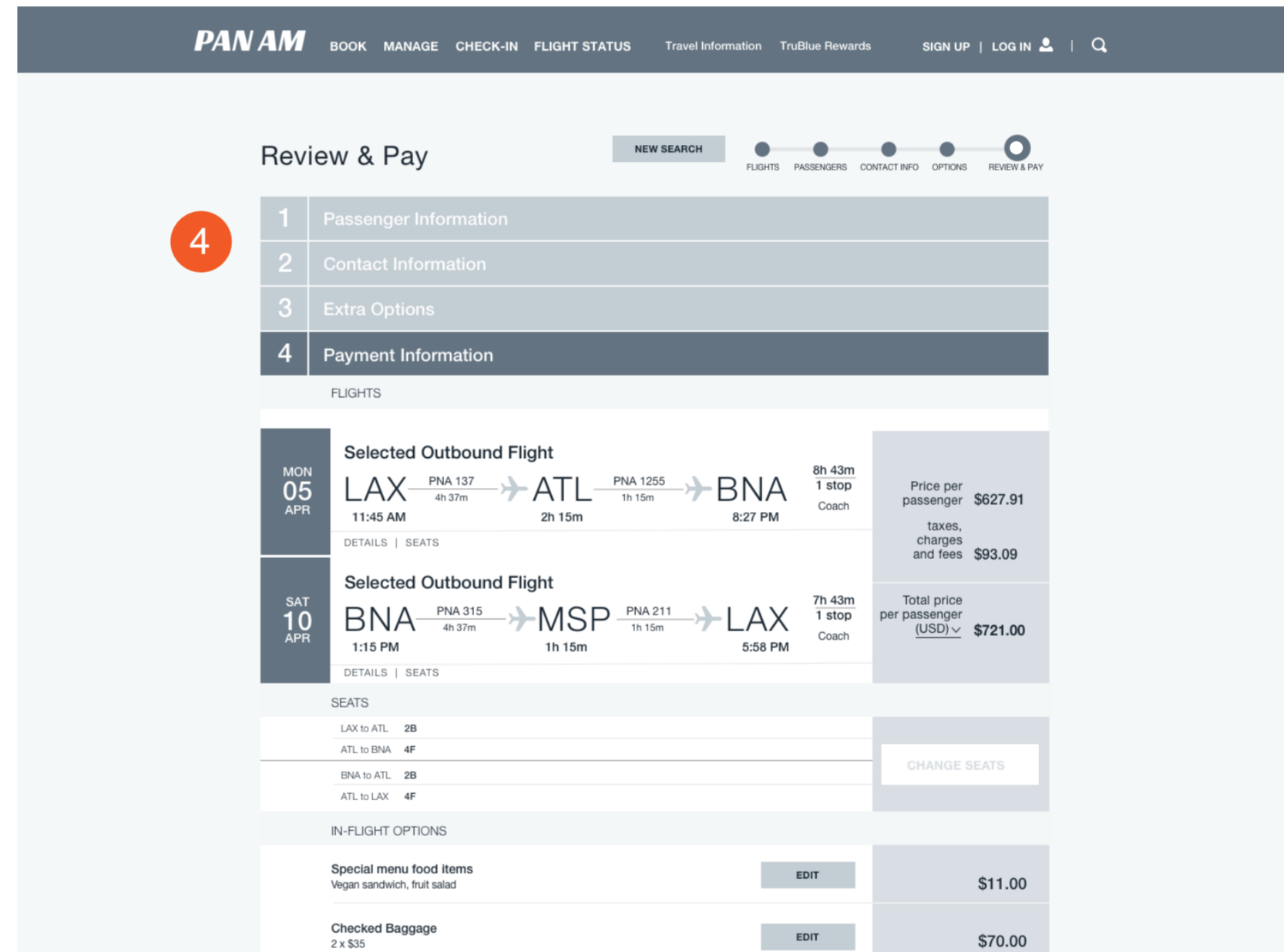


2

**DETAILED FLIGHT SUMMARY**  
Detailed information about the chosen flights. Also an edit button if users find a mistake at the last minute.

3

**PROCESS FEEDBACK**  
This progress bar lets users know where they are in the process - which step they are on and how many more to go.



4

**ACCORDIAN REVIEW PROCESS**  
This four step accordian style review process lets users stay on the same page for the booking process, guiding them incrementally from one step to the next. The user simply fills out the information and clicks continue to proceed to the next step. The headers are also links back to that step. The previous sections can be accessed, (in case the user thinks they may have made a mistake) but the next section cannot be accessed until the previous or active section is complete.

