PAN AM user flows
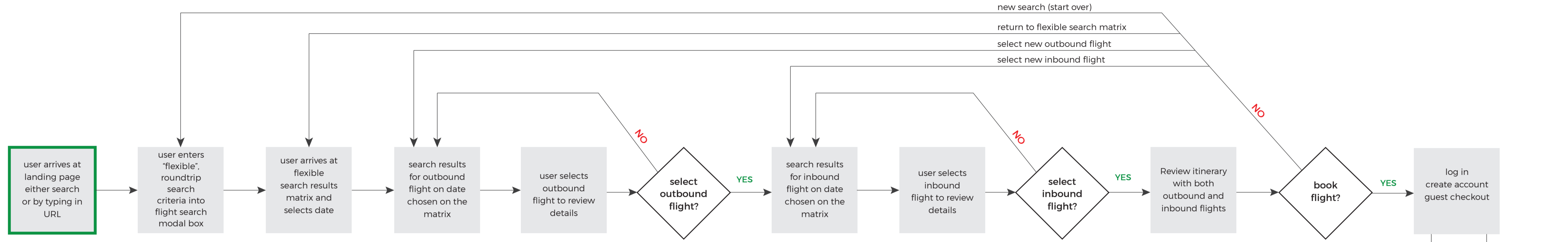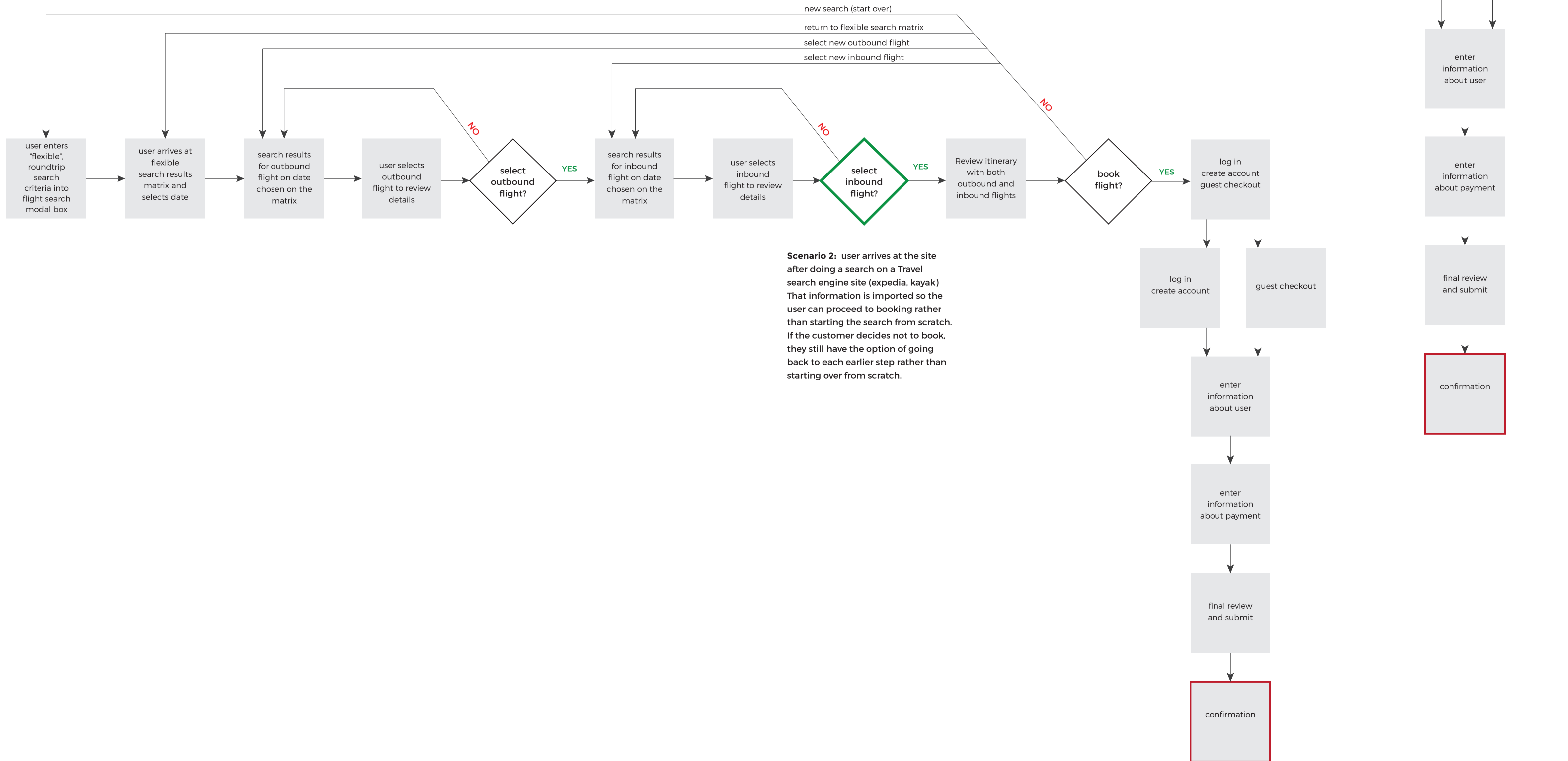
Scenario 1: user arrives at the landing page by either doing a search or by typing in the URL. They do NOT arrive via a Travel search engine site (such as Expedia, Kayak, etc.)

Flow (top):

- new search (start over)
- return to flexible search matrix
- select new outbound flight
- select new inbound flight

user arrives at landing page either search or by typing in URL → user enters "flexible", roundtrip search criteria into flight search modal box → user arrives at flexible search results matrix and selects date → search results for outbound flight on date chosen on the matrix → user selects outbound flight to review details → **select outbound flight?** — NO / YES → search results for inbound flight on date chosen on the matrix → user selects inbound flight to review details → **select inbound flight?** — NO / YES → Review itinerary with both outbound and inbound flights → **book flight?** — NO / YES → log in create account guest checkout

log in create account guest checkout →
- log in create account → enter information about user → enter information about payment → final review and submit → **confirmation**
- guest checkout

Scenario 2: user arrives at the site after doing a search on a Travel search engine site (expedia, kayak) That information is imported so the user can proceed to booking rather than starting the search from scratch. If the customer decides not to book, they still have the option of going back to each earlier step rather than starting over from scratch.

Flow (bottom):

- new search (start over)
- return to flexible search matrix
- select new outbound flight
- select new inbound flight

user enters "flexible", roundtrip search criteria into flight search modal box → user arrives at flexible search results matrix and selects date → search results for outbound flight on date chosen on the matrix → user selects outbound flight to review details → **select outbound flight?** — NO / YES → search results for inbound flight on date chosen on the matrix → user selects inbound flight to review details → **select inbound flight?** — NO / YES → Review itinerary with both outbound and inbound flights → **book flight?** — NO / YES → log in create account guest checkout

log in create account guest checkout →
- log in create account → enter information about user → enter information about payment → final review and submit → **confirmation**
- guest checkout

PAN AM User flow - Scenarios

START

user enters flight criteria into "search flights" and chooses the "flexible dates" option in the modal box on landing page

Scenario 1: user arrives at the landing page by either doing a search or by typing in the URL. They do NOT arrive via a Travel search engine site (such as Expedia, Kayak, etc.)

Scenario 2: user arrives at landing page either by search or by typing in URL

tabbed widget
- search flights
- flight status
- check in
- manage booking

HOME

TOP LEVEL - GLOBAL NAVIGATION

- flexible search matrix
- roundtrip results
- select outbound/inbound
- review itinerary

- multi city results
- choose flight
- choose flight
- repeat as needed
- review itinerary

- one way results
- flight details

book
- search flights
- deals
- packages
- hotels
- rental cars

- deals gallery
- deal detail

- packages gallery
- package detail

- hotel results
- hotel detail

- rental car results
- rental car detail

manage
- check-in
- my flights
- change/cancel
- seat selection
- meal selection
- upgrade cabin

travel info
- baggage — allowances / in cabin/carry on / checked baggage / oversized baggage / pets in cargo hold / delayed/lost baggage
- travel class — first class / business class / premium economy class / economy class
- in-flight services
- food and beverages
- entertainment
- wi-fi
- airport information
- destinations — Americas / Africa / Asia / Australia / Europe
- visa requirements
- special assistance — unaccompanied minors / traveling with children / expectant women / medical considerations / other
- travel guide

rewards program
- my program
- enroll
- about rewards

customer service
- help FAQs
- contact us
- about us
- media hub
- our Partners
- careers
- site map

log in
- secure log in

register
- account creation — site registration / rewards registration
- verfication screen

- guest checkout
- enter information
- enter payment
- final review
- confirmation

BOOK IT

log in, account creation or guest checkout