| PROJECT | | |
|---|---|---|
| DOCUMENT<br>Wireframes | File Name<br>REQ42894_hotel_side_door_traffic.vsd | |
| AUTHOR<br>Mitchell Joe | VERSION | LAST SAVED<br>10/3/11 |

Hotwire
User Experience

# Project name

| Date | Version | Comments |
|---|---|---|
| | 1 | Initial draft. |

- functional description applies to subsequent pages
- functional description applies to current page only

**All Copy and Visual Design is FPO**

# OPM Kayak - full screen

**A** **Border**
Thick border to emphasize that the user is seeing only part of the window. (They will see only part of this window initially.)

**B** **Copy and logo CONDITIONAL**
Copy explaining the relationship between the partner (for example, Kayak) and Hotwire. Logo used depends on who is the referring partner.

**C** **Hotwire logo**

**E** **City of search**

**F** **Dates of search**

**G** **Name of hotel (for retail) OR Name of area (for opaque)**

**H** **TripAdvisor rating CONDITIONAL**
Show for opaque and retail, but only if rating is 4 dots or higher.

**I** **Result module**
The entire result module is a link.

onClick – goes to details page.
onHover – background color or background image changes

**J** **Photo**
Photo of hotel (for retail results)

**K** **Button**
onClick – shows full set of search results.

**L** **Result #1**
This is the lowest price result. May be retail or opaque.

**M** **Result #2, #3, and #4**
The results in these positions are always retail results, so that the user is guaranteed to see at least 3 results with a photo thumbnail.

**N** **Result #5**
This is a low price result. May be retail or opaque.

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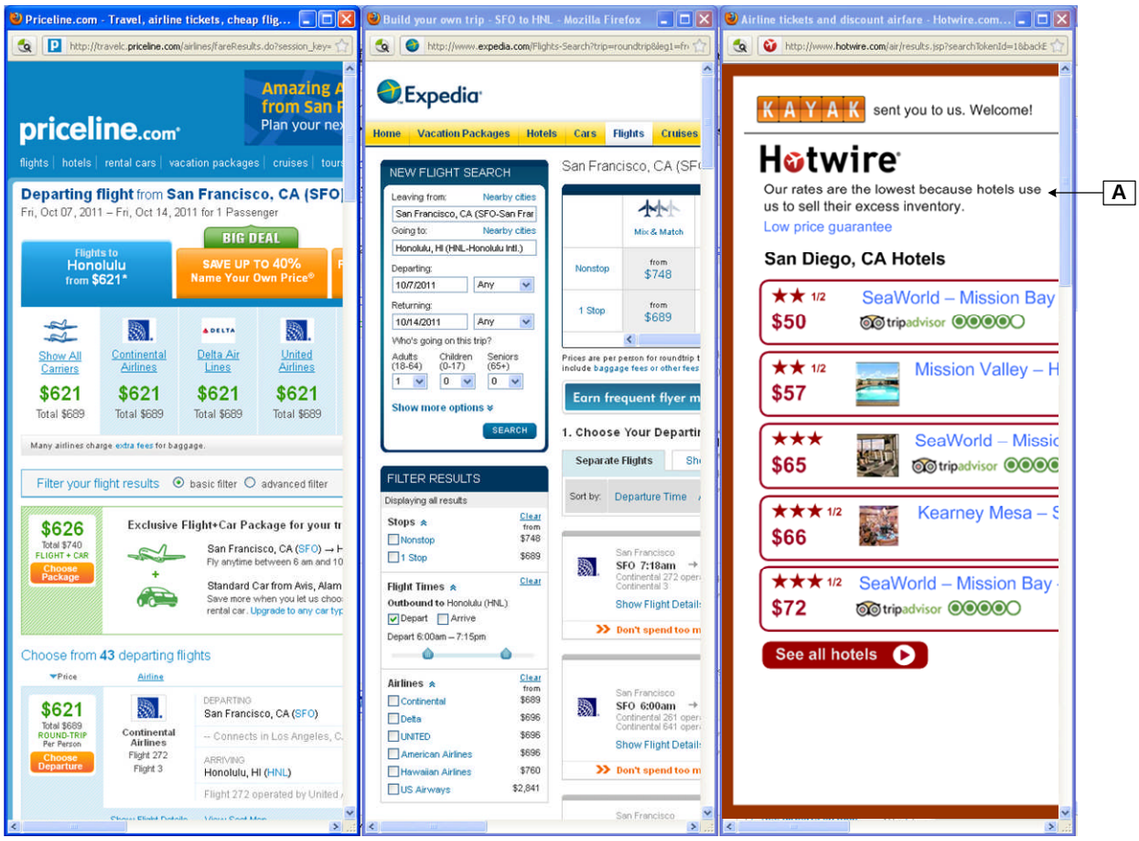
Hotwire
User Experience

OPM Kayak - partial screen




**A** **Copy**
This paragraph should be visible even when the window is small.

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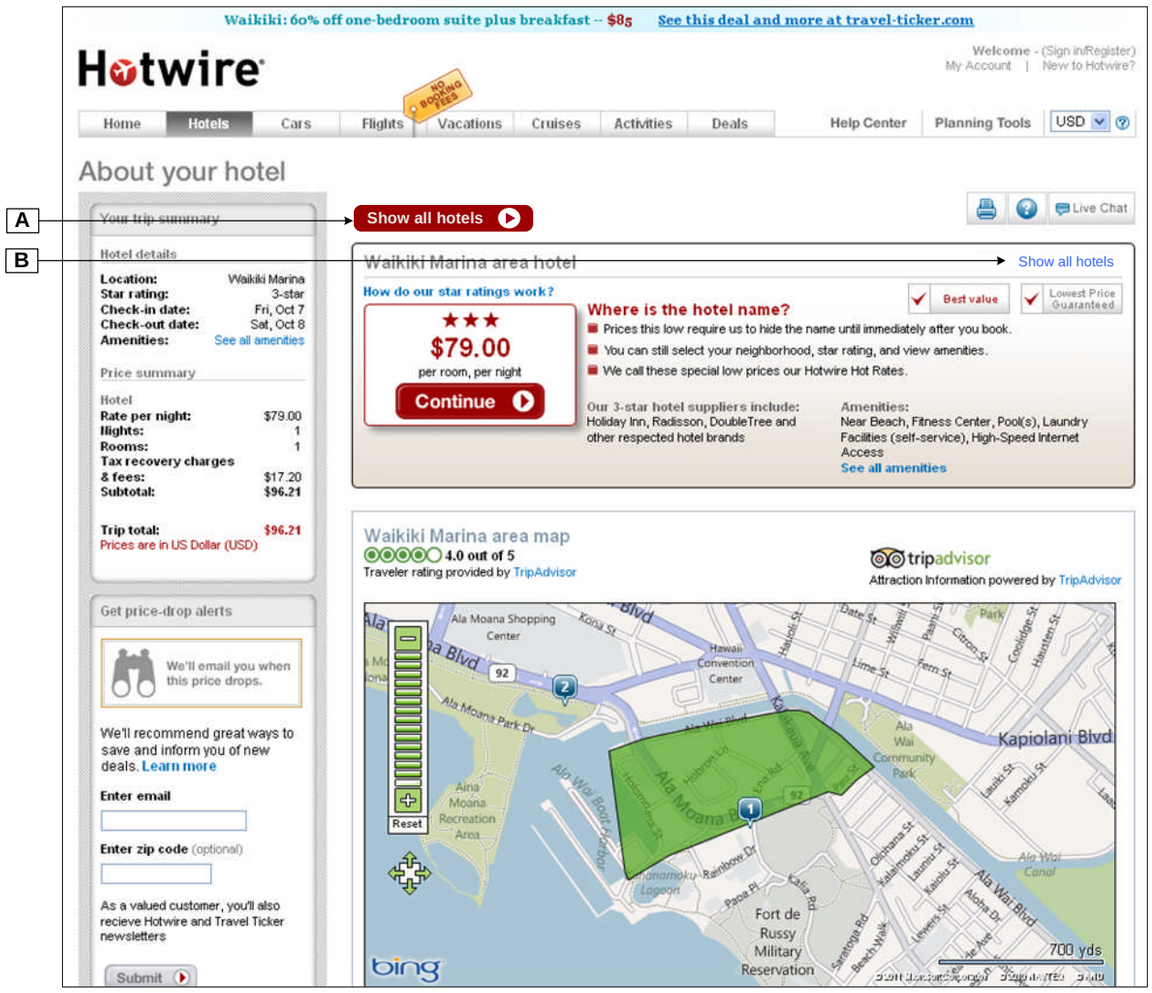
# OPM details




**A** **Button**
onClick – launches a search for more hotels with same dates and location, and normal default number of rooms and guests.

**B** **Link**
onClick – launches a search for more hotels with same dates and location, and normal default number of rooms and guests.

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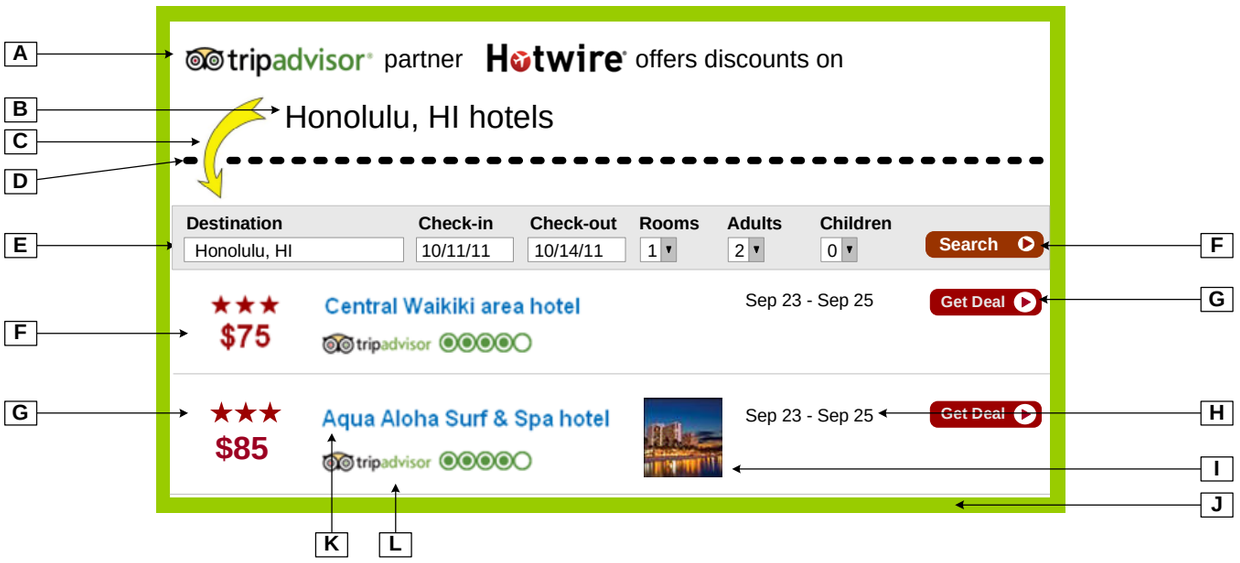
# TripAdvisor exit pop




**A** **Logo and copy**
Messaging explaining the relationship between TripAdvisor and Hotwire. Include TripAdvisor logo.

**B** **Location**
City that the user was interested in.

**C** **Arrow**
Arrow pointing to fare finder and rates.

**D** **Dotted line**
Separates the header information and gives it a coupon feel.

**E** **Fare finder**
Lets the user launch a search with their own dates.
- City is prepopulated
- Date is prepopulated with the dates of the upcoming weekend.
- Rooms default is 1.
- Adults default is 2.
- Children default is 0.

**F** **Lowest price result**
This may be opaque or retail.

**G** **Retail result**
- If the first result (lowest price result) is opaque, then this second result is the lowest price retail result.
- If the first result (lowest price result) is retail, then this second result is the second-lowest price retail result.

**F** **Search Button**
onClick – opens a new browser window and launches a search.

**G** **Individual Deal Button**
onClick – opens a new browser window and goes to the details page.

**H** **Date**
Date of upcoming weekend.

**I** **Photo**
Photo of hotel

**J** **Partner branding**
Use the same green as TripAdvisor for a continuous experience.

**K** **Hotel link**
onClick – opens a new browser window and goes to the details page.

**L** **TripAdvisor rating**
onClick – opens a new browser window and goes to the details page.

- functional description applies to subsequent pages
- functional description applies to current page only

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