

experienced user : deal seaker / needs inspiration



Mary Smith

Age	59
Occupation	Office Manager
Income	\$68,000
Education	Bachelors : Communications
Location	Los Banos, CA
Family	Married with two children (ages 18 & 20)
Currently Seeking	Just found out she has next Friday & Monday off A quick get away for an upcoming long weekend

Mary is a frequent user of hotels.com, using it for the majority of her vacation and business travel. She just found out that she is going to have a long weekend unexpectedly as her company needs to close for a systems overhaul of their computer system. Since her husband is self-employed, he is free to take time off whenever he wants. Since it's been awhile since they've had a vacation to themselves they decide to take the opportunity to have a quick romantic getaway.

Coming to the home-page the first thing that Mary is looking for is the omnipresent Deals call out; however, this time she sees something that says "Need Inspiration?".

"Now that is something I do need, a little inspiration", she thinks to herself and decides to use the "Need Inspiration" area to help with ideas on where to go.

Mary knows that they will be driving so she picks that & is then presented with an extra set of questions, her zipcode and how far she wants to drive. She enters 93635 for Los Banos, and says she is willing to drive up to 6 hours. She also puts that she is looking for a romantic get-away.

After filling out the information she is taken to the next page where she is presented with a variety of choices that correspond to her criterion. What is most interesting is that her options are rated with feedback from other users who entered in similar queries.

She notices right away that San Francisco is given a very high rating. Though they live relatively close to the city, she and her husband rarely go. Her curiosity piqued, she clicks on the San Francisco display item and is presented with detailed information on the city. The map to the left serves to show driving times, and also highlight pictures and property information.

home page

search engine / transactional piece

deals call to action

Need Inspiration?
Are you flying or driving?
Enter your zipcode :
How many hours hours do you want to drive?
How many are you?
What type of trip do you have in mind?
Go ▶

results page

Hotel Information here

The following are great options for a quick getaway & are all within easy driving distance. See the one with the red dot, that destination has gotten the top reviews from our users :

- Boulder Creek map 2h 15 min from \$65 Del dolore mod erostrud dolo ... **Go ▶**
- Santa Cruz map 3h 15 min from \$65 Del dolore mod erostrud dolo ... **Go ▶**
- San Francisco map 4h 30 min from \$65 Del dolore mod erostrud dolo ... **Go ▶**

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new user : business traveler / seeks recommendations



John Nguyn

Age 37
Occupation Small Business Owner
Income \$103,000
Education Masters Business Administration
Location Boston, MA
Family Engaged, lives with fiancée
Currently Has a last minute meeting with client
Seeking Upscale hotels centrally located; recommendations for entertaining

John runs a small import/export furniture business in downtown Boston, and his usual business travel takes him to Bangkok and Ho Chi Minh city three times a year. He has been making these regular trips for almost the last ten years. He's been trying to set up a branch office in London, specializing in American furniture, for the last year with a friend from college. He just found out today that a potential investor is already in Atlanta and would like to meet before going back to the UK.

Since John runs his own business and does not have a travel booker, he needs to find hotels in Atlanta and Savannah that will impress the client. More importantly since he is not familiar with nightlife of either city he needs recommendations on where he can entertain the client.

On a recommendation from his fiancée he decides to use hotels.com.

He gravitates immediately to the centrally located booking engine on the home page & enters in the travel dates for Atlanta to get a general sense of hotels in the area and cost.

To his surprise once he gets to the results page he finds a wealth of additional information that he was not expecting. The most interesting he finds is the "Ideas on what to do". Quick call outs for dining, culture, shopping and night life give him ideas of what he could possibly do with the client to entertain her.

Since he is not booking right away, he ticks of the properties he is interested in & sends them to his cell phone for easy reference later.

home page

search

enter your destination

travel dates

Arriving

Departing

guests per room

Adult Children

Go ▶

cross sell

deals call to action

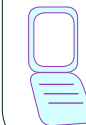
"inspiration" call to action

results page



repeating booking engine functionality & results here

send results to your cel phone



Enter your cel number to send information to your cel phone for easy reference

send ▶

ideas on where to go out

dining

culture

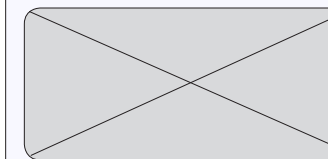
shopping

night life

other

Name of Property

City, State, Country



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Name of Property

City, State, Country

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