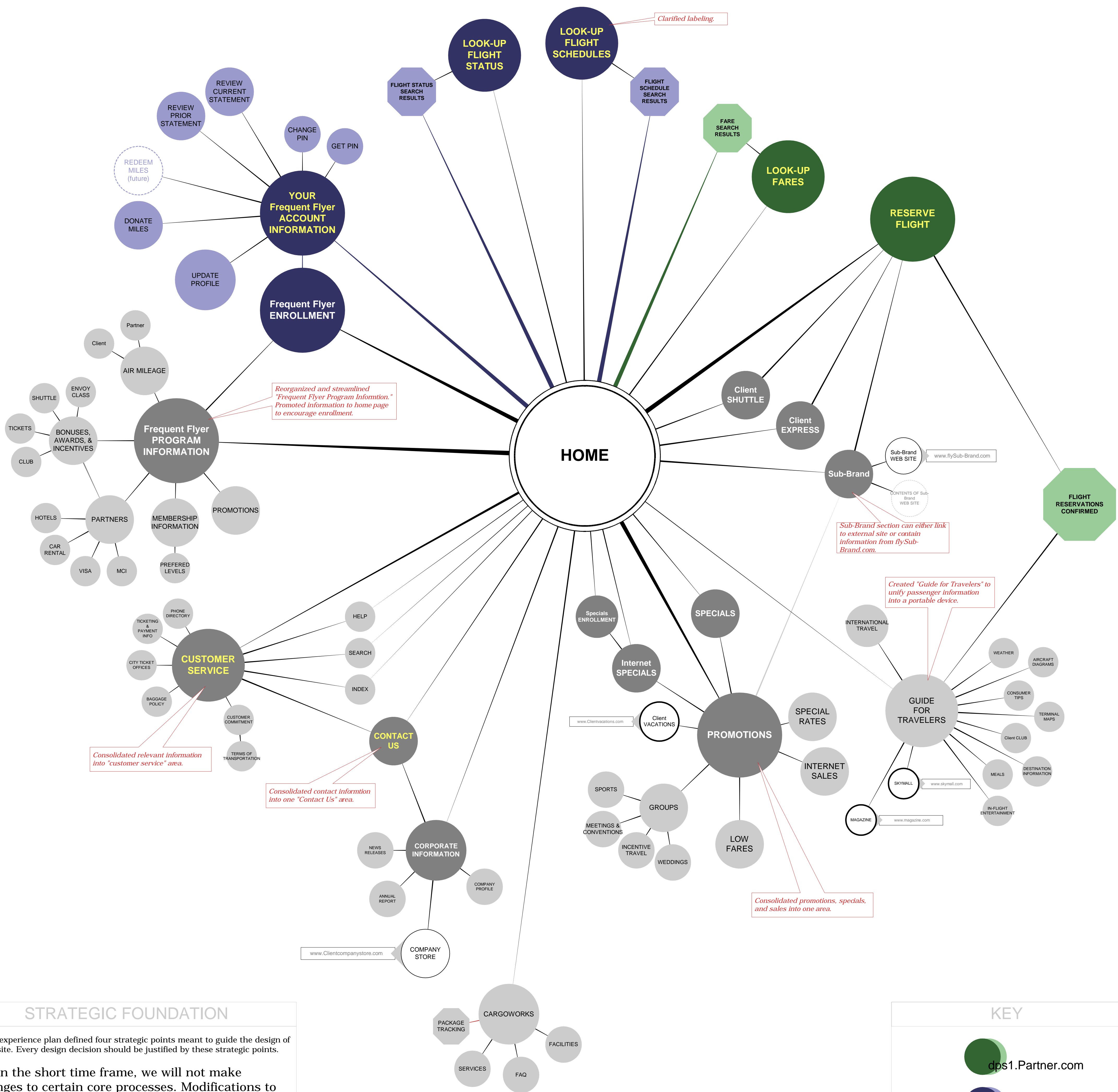


GLOBAL SITE MAP



NAVIGATION SCHEMA



NOTES

The schematics above represent navigational elements for various levels in the hierarchy of information. Although the look of the elements may change in the final design, the idea will remain the same.

At any given level, customers should understand where they are with respect to the rest of the Web site. They should be able to navigate up the hierarchy very easily. The Yahoo-style "hierarchy navigation," accomplishes these two objectives.

Customers must also be able to navigate through "informational peers." Thus, a customer looking at "Terminal Maps" must be able to access "Consumer Tips" easily.

We recommend maintaining a broad and flat architecture, no more than three levels deep.

STRATEGIC FOUNDATION

The user experience plan defined four strategic points meant to guide the design of the Web site. Every design decision should be justified by these strategic points.

- Given the short time frame, we will not make changes to certain core processes. Modifications to those areas would require serious back-end re-engineering.
- Customers visiting an airline Web site are interested in searching for fares, checking flight availability, and accessing their frequent-flyer account.
- Client wants to emphasize its commitment to its customers.
- Client wants to elevate its site to the level of its competitors, offering similar content and functionality.