

Alicia's User Flow (Detailed):

Backdrop:

Email inbox:

Alicia receives an email from TravelNow! that notifies her that her company has booked her flight to New York City for her business trip and that the itinerary is now available in her TravelNow! profile.

Planning the trip:

TravelNow! Website:

Homepage:(Wireframe A)

Alicia signs in to her TravelNow! account. She navigates to "My Profile", and clicks on "Inbox".

My Profile>Inbox (Wireframe B)

Alicia view her itinerary, and another mail about AARP's partnership with TravelNow!

Alicia decides to bring her family on the trip. She uses the global search function to search for "Family Trips" (What are you looking? for search box) in "New York City" (Where are you going? search box).

Search Results: (Wireframe C & D)

The search results displayed are already filtered by the "Family Vacation" inspiration with the destination filter set to "New York City". Alicia chooses to narrow down these results further using the "Expert Advice" filter and then finds an interesting article called "Top 10 things to do with your family in NYC". Once she's done reading the article, she clicks on the link below the article that says "Plan your Activities".

Book a Trip - Activities:(Wireframe E & F)

This takes her to the "Activities tab" in the "Book a Trip" section where she uses the faceted filters such as Destination, Inspiration, Travel Style, Price and Activity Type to narrow down her options. From the search results, she then clicks on "Read More" under the "New York Dinner Cruise with Buffet" activity; this takes her to a page that gives her more detailed information about the cruise such as the price, description, user reviews, ratings, pictures and related tags. Alicia clicks "Add to Activity Planner", gets back to the "Activities" page to choose other activities she's interested in and then clicks on "Take me to Activity Planner".

Activity Planner:(Wireframe G)

In the Activity Planner page, Alicia chooses her dates of travel under the Trip Dates module. The calendar in this page is synced with Alicia's calendar from her profile and automatically displays the appointments she has during the trip dates. All the activities she chose previously are listed under the "Selected Activity Options" and additionally she can choose the number of guests and her preferred time slots for each activity. She then clicks "Generate Schedules" and finds that TravelNow! has generated all possible permutations of schedules that take into consideration the constraints she had identified. Alicia chooses the schedule that works best for her and clicks "Add Selected Activities to Package".

Book a Trip – Travel :

Alicia navigates to “Book a Trip” page by clicking on the “Travel” tab. She fills out her preferences in the form such as the destination, number of passengers, travel class and dates and hits search. She chooses the most convenient flight itinerary and clicks “Add selected Flights to Package”. She receives a notification to complete booking within an hour to avail the quoted price.

Book a Trip – Stay:

Alicia navigates to “Book a Trip - Stay” page by clicking on the “Stay” tab. She types in her destination and chooses the “Vacation Rentals” radio button and hits “Search”. Each search result includes a picture, a brief description, the price and the rating for the rental. She chooses the vacation rental with the best rating and clicks “Add selected accommodation to the Package”

Book a Trip – TravelNow! Glasses:

Alicia navigates to the “Glasses” tab and finds that she can rent augmented reality glasses at discounted rates as a part of her package, she adds one to her package and opts for it to be delivered to her vacation rental during the first day of her trip. She then adds the entire package to her cart.

My Cart:

Alicia reviews her order in the “My Cart” page. Since she has a AARP account she is offered an additional discount. Happy with her itinerary, she pays for it and reviews her invoice. She clicks the “Send Invoice to Company” button which navigates her to the “Generate Invoice” page.

Generate Invoice:(Wireframe H)

Alicia wants to send part of her itinerary to her company for reimbursement, so she chooses the second radio button “Part of Itinerary” and then the tabs below become editable and she proceeds with selecting items from her itinerary. For stay, Alicia chooses 3 days and 1 person for reimbursement, then hits “Preview and Send” button to confirm the invoice items before sending them to her company.

Inbox:(Wireframe: I, J & J2)

A notification pops up in Alicia’s TravelNow! inbox. It is an email from TravelNow! advising her to download an offline guide of New York City on her mobile app which will give her offline access to NYC’s maps, information about activities and nearby updates so that she can make the fullest of her trip even if she has connectivity issues. Hence she follows the instructions to download the app and the offline guide to New York City.

During the Trip:

TravelNow! Mobile

On the Road:(Wireframe K & K2)

Alicia's business meeting is cut short, and she now has some time to do some sight-seeing. She opens her TravelNow! mobile app and finds that it has automatically switched to the "On-the-road" mode. To explore her options, she clicks "Nearby".

Nearby:(Wireframe L & M)

Alicia is given the list of activity types from which she chooses "Landmarks". A list of landmarks close to her location are listed with basic description and distance to location. She chooses "Statue of Liberty" which takes her to a page with more detailed descriptions, directions, and reviews of the landmark. She decides to go there and hits the "Send directions to Glasses" button.

TravelNow! Glasses

Directions:(Wireframe N)

Alicia follows the directions displayed on the top right corner of the glasses.

Updates on the go:(Wireframe O)

After her trip to the Statue of Liberty, Alicia goes back to downtown Manhattan. While she's walking around, she gets a notification on the TravelNow! glasses about a TravelNow! local partner that she could consider visiting. The notification informs her how long it would take her to walk to the suggested location. Alicia says "Get directions" out loud and her glasses now display the directions in the top right corner of the glasses.