



Agenda

- An Agenda
- Our Research
- Our Solution
- Q&A

Custom-fit travel solutions

From Ninjas

Background

- What is a business travel agent?
- Demanding nature of travel and travel management
- Many to the market and no provider offers a unique selling proposition

Mission Statement

- Build a website that can accommodate travel agents and leisure travelers
- Create a database and user research platform

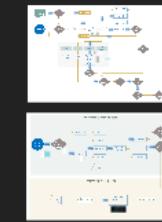
Business Strategy

For individual travelers and a high-end travel agent.

User Research



Our Solution



Future Work

For Companies

- Empower travel professionals with tools and resources throughout the booking process, to help travel agencies and leisure travelers stay in compliance.
- Projects to identify competing culture, performance metrics, usage patterns across the company or across a department, and review policy violations with a host of audit reports.
- Companies can book all business essential travel in one place for their business purpose, for example, car rental, hotel, meeting etc.

For Leisure Travelers

- User friendly, scheduler friendly travel booking.
- International credit card, insurance, passport services.
- Gather trip details, supplier interests, and credit card charges.

Questions? Comments? Concerns? We'd love to hear it.

Ninjas Design (2015)



Ninjas Design
IA that gets the job done.
smoothly. silently.

TRAVEL NINJAS



Account Director
Josephine Lau



Project Manager
Shanmugapriya
Rajasekaran



UX Designer
Tingting Qi



**Information
Architect**
Qianying Miao



Taxonomist
Aparna
Dharmakkan



Content Manage
Namrata
Deshpande

Agenda

- Background
- Vision | Mission | Strategy
- User Research
- Our Solution
- Future Work
- Q&A

Background

- Broken online presence and unclear brand
- Overwhelming amount of content and 'siloed' information from related content
- Plans to hire GetOut! staff to provide expert knowledge on bleisure travel

Custom-fit travel solutions

Vision Statement

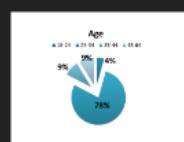
Mission Statement

- Build relationships with our customers and local communities
- Provide useful expert and peer-based services for bleisure travelers

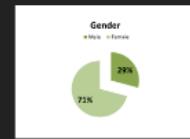
Business Strategy

Provide bleisure travelers with a high-class product experience

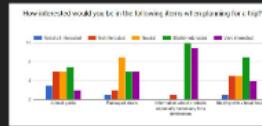
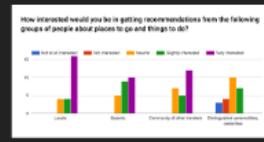
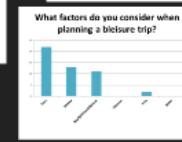
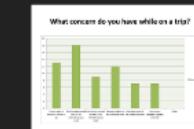
User Survey



Information about respondents



Survey Results



Identified User Needs

- Get advice from locals, peers, and experts
- Have effective tools to plan a trip
- Be able to access services offline
- Be able to find things to do easily

Identified User Personas



Care

Card S

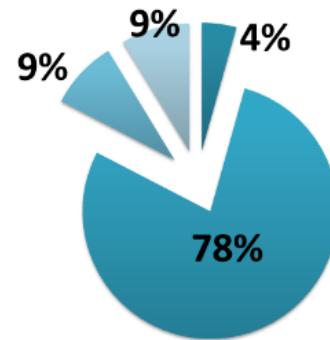
Before	
1	2
3	4
5	6
7	8

After	
1	2
3	4
5	6
7	8

Information about respondents

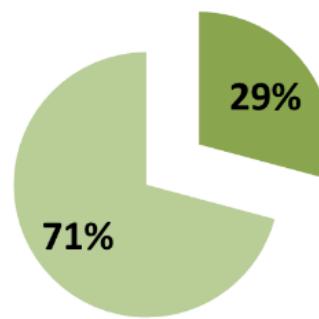
Age

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-64



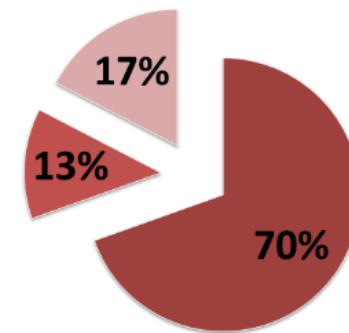
Gender

■ Male ■ Female



Business Travel Frequency

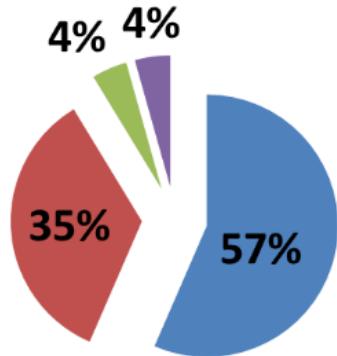
■ 1-3 times a year ■ More than 3 times a year ■ Never



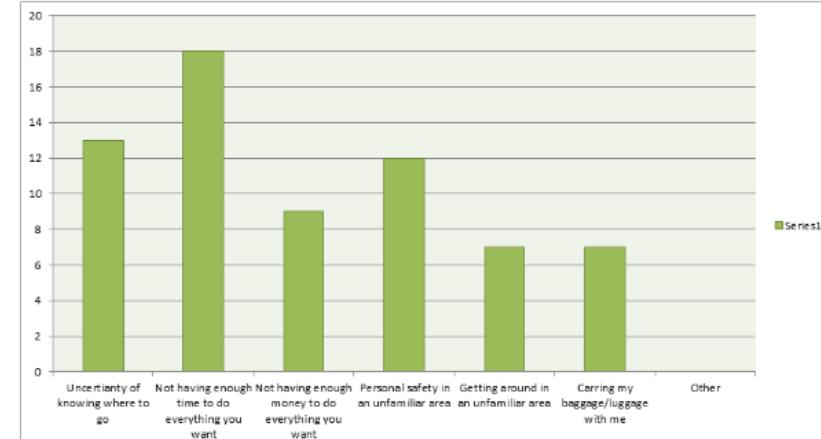
Survey Results

Who plans your trip?

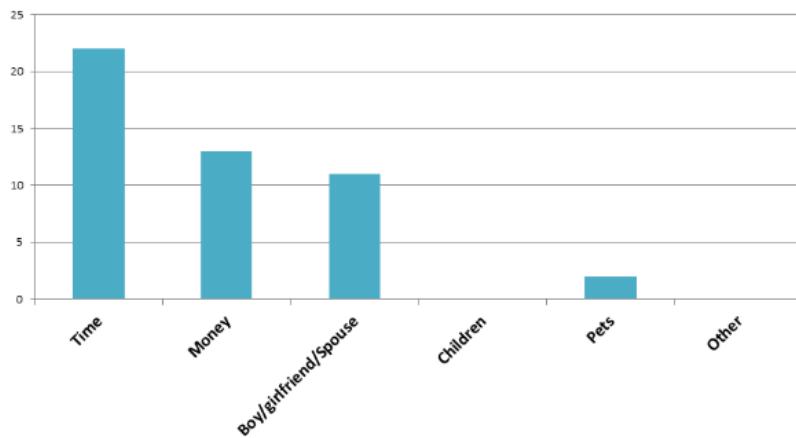
■ Me ■ My Company ■ Travel Agency ■ Other



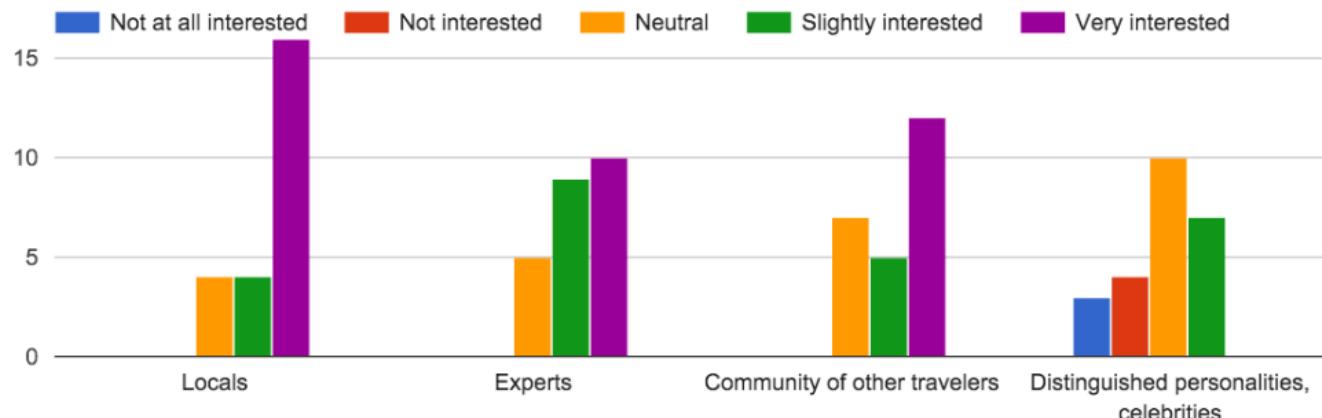
What concern do you have while on a trip?



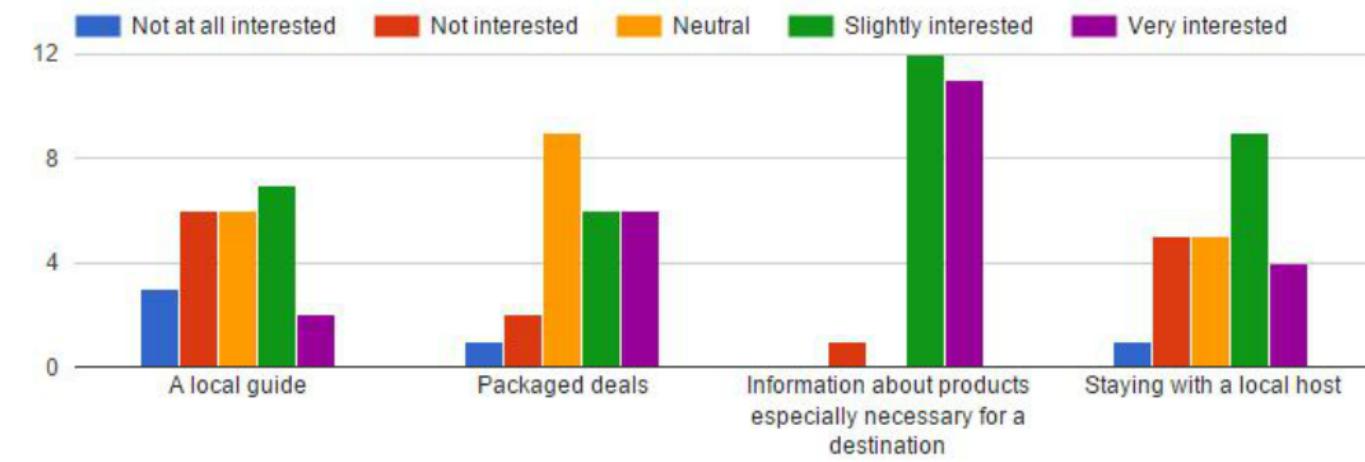
What factors do you consider when planning a bleisure trip?



How interested would you be in getting recommendations from the following groups of people about places to go and things to do?



How interested would you be in the following items when planning for a trip?



Identified User Needs

- Get advice from locals, peers, and experts
- Have effective tools to plan a trip
- Be able to access services offline
- Be able to find things to do easily

Identified User Personas

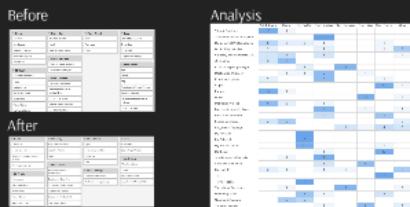


Affinity Mapping



Card Sort Research

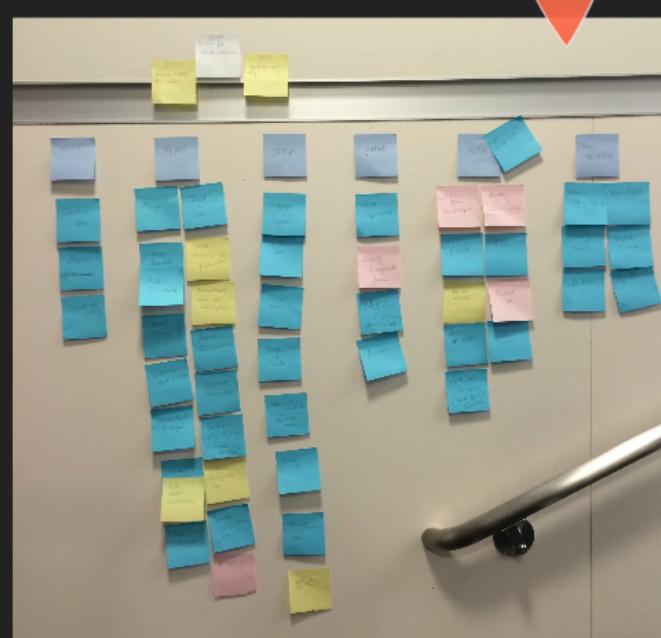
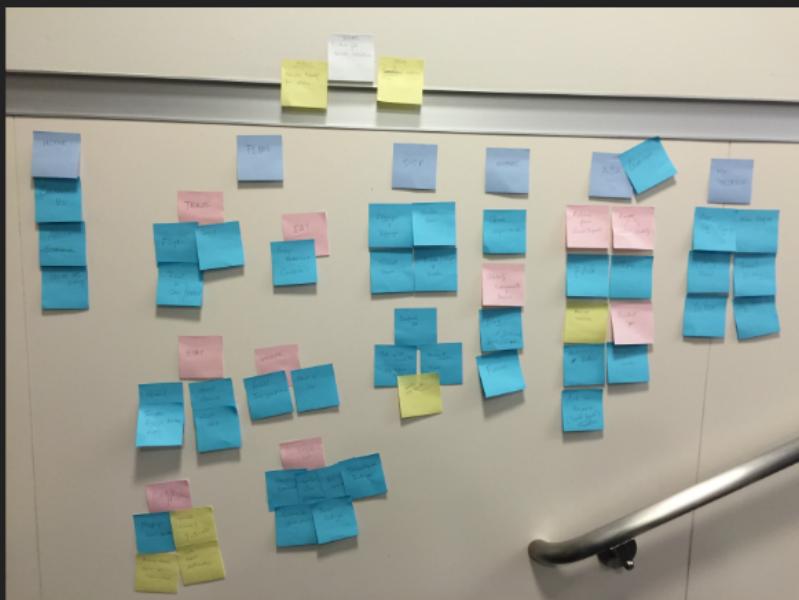
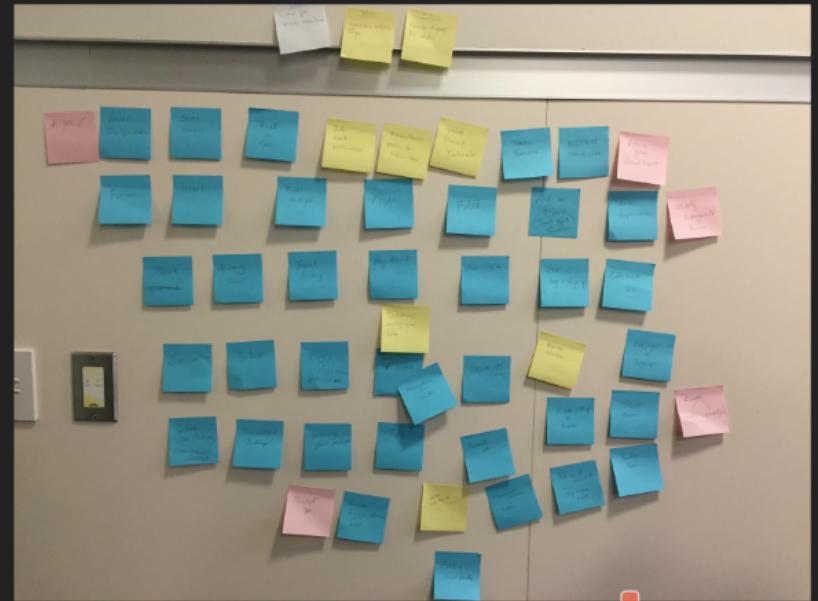
Card Sort and Results



Website Site Map

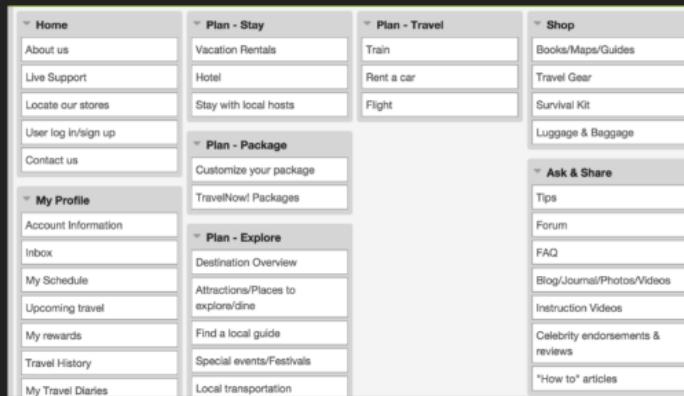


Affinity Mapping

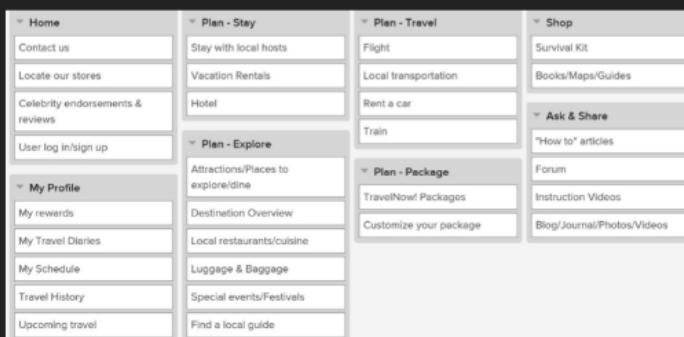


Card Sort and Results

Before



After



Analysis

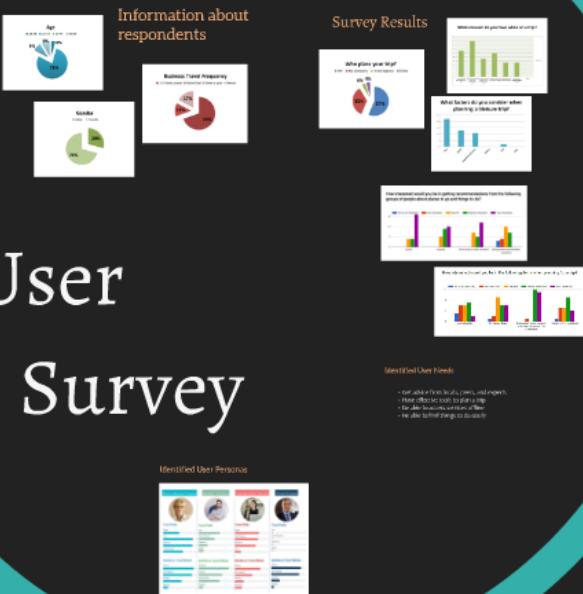
	Ask & Share	Home	My Profile	Plan - Explore	Plan - Package	Plan - Stay	Plan - Travel	Shop
"How to" articles	10	1						
Attractions/Places to explore/...				11				
Blog/Journal/Photos/Videos	5	2	2	1				1
Books/Maps/Guides	2				2			1
Celebrity endorsements & re...	3	4			3			6
Contact us	3	8						1
Customize your package			2			9		
Destination Overview		1	1	8			1	
Find a local guide	2				8			1
Flight							10	1
Forum	10	1						
Hotel						10		1
Instruction Videos	8	2		1				
Local restaurants/cuisine				9		1		1
Local transportation					4		7	
Locate our stores	3	6						2
Luggage & Baggage					3	1	4	3
My rewards			11					
My Schedule			11					
My Travel Diaries			10				1	
Rent a car					1		10	
Special events/Festivals		1		10				
Stay with local hosts				3		8		
Survival Kit	2	1			1	1		6
Train							11	
Travel History				11				
TravelNow! Packages		1			9			1
Upcoming travel			7	1			3	
User log in/sign up		6	5					
Vacation Rentals					1	8		2

Website Site Map



User Research

User Survey



Card Sort Research

Our Solution

Guiding Forces:

- Companies connect with their employees on TravelNow!
- Discounted services from preferred local business partners.
- Flexibility and seamless integration of business with pleasure
- Easy shopping.
- Honored partnerships: AARP

Alicia

Plan-in-Advance Traveler



"I love traveling to different places for my job. It's even better when my family tags along!"

Age: 51

Work: Executive Vice President

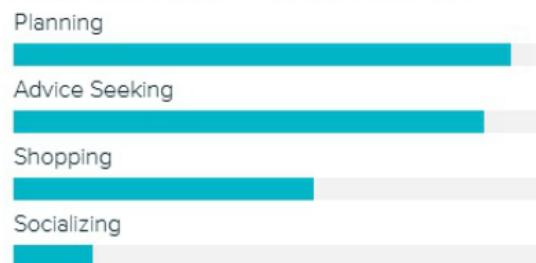
Family: Married, two kids in college

Location: Seattle, WA

Travel Profile



Activities on Travel Website



Bio

Alicia is a seasoned business traveler with both the time and budget to combine her business trips with family vacations. She wants advice on how to plan the perfect trip with her husband and two teenage sons, all while managing her business commitments. She is a registered AARP member and enjoys the benefit of her membership. Alicia also frequently shops online for luggage and travel-related gear. Finally, she likes being to access information about attractions and activities on her phone, especially if she has bookmarked them before on her laptop.

Goals

- Plan a cultural and fun experience for her family
- Learn from experts and other travelers on how to plan the perfect trip
- Personalize packages to accommodate time for business and fun with family

Frustrations

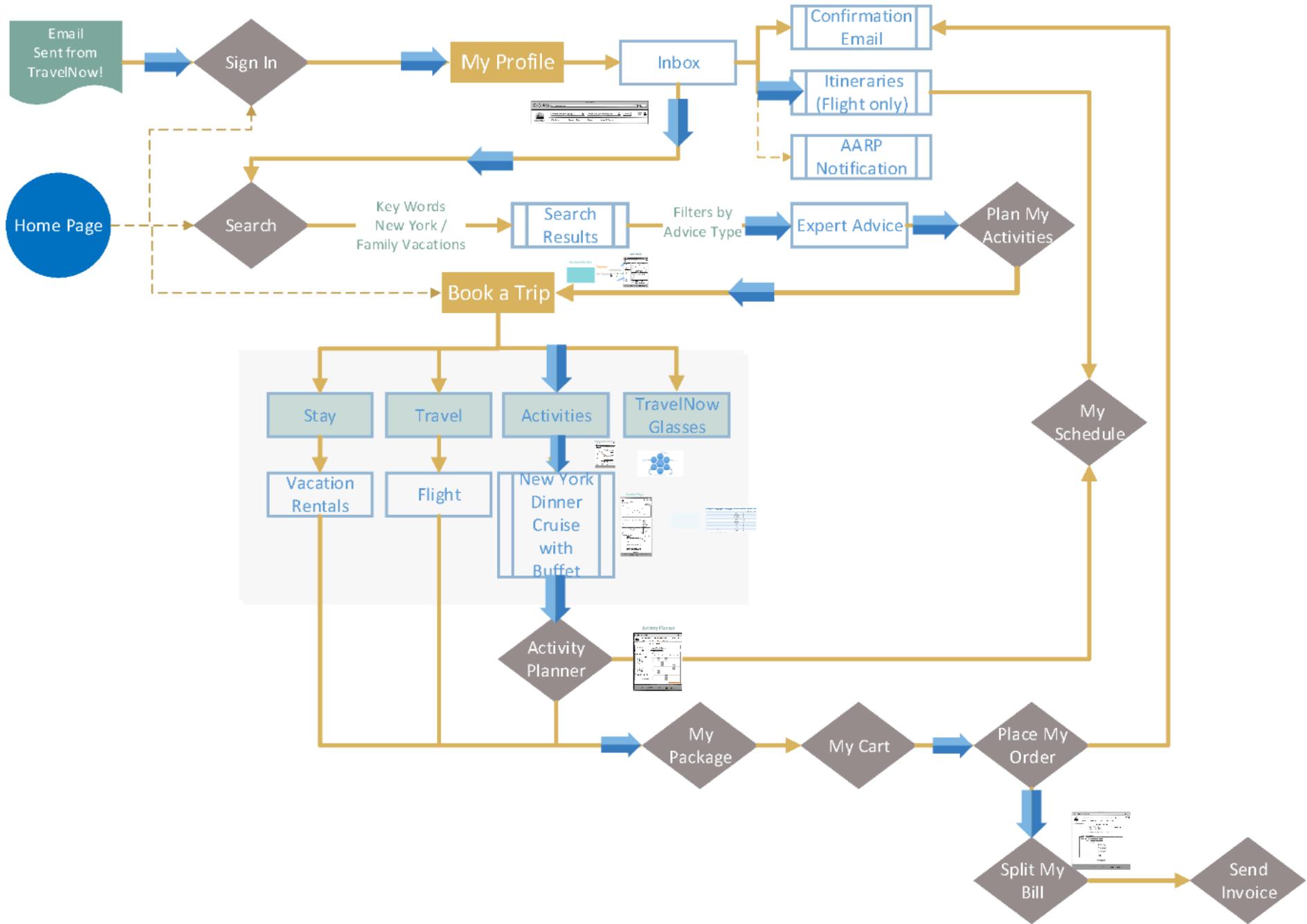
- Difficult to schedule business and pleasure activities together
- Hard to buy and carry travel-related luggage for entire family

User Scenario

- *Alicia is traveling to New York City(NYC) for a client meeting for 2 days.*
- *She decides to bring her family along and extend her stay for a week in NYC.*
- *She plans her family's flight, stay and activities using TravelNow!*

Assumptions:

- 1) *Alicia and her company have accounts with TravelNow! And their accounts are linked.*
- 2) *Her company has already booked her flight on TravelNow!*



Travel Now!



<http://travelnow.com>



TravelNow!

Where are you going?

What are you looking for?



Search

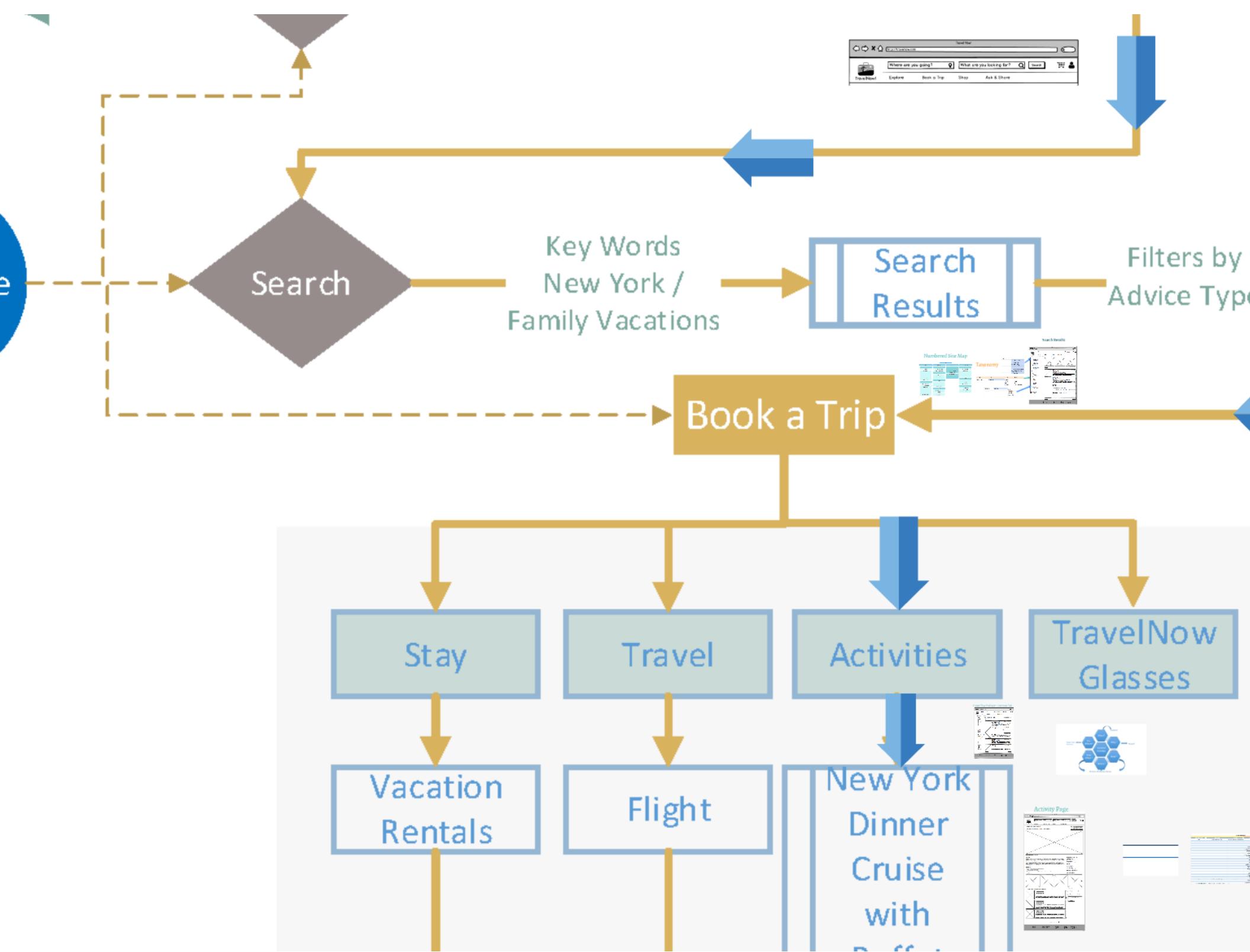


Explore

Book a Trip

Shop

Ask & Share



Search Results

Travel Now!

New York Family Trips Search

TravelNow! Explore Book a Trip Shop Ask & Share

1,876 Search Results for "Family Trips" > New York > Family Vacations

Inspiration

- Adventure Travel
- Beach Vacations
- Bleisure Travel
- Budget Travel
- Business Travel
- Cruises
- Family Vacations
- Honeymoon & Romance
- International Vacations
- Luxury Travel
- Road Trips

Travel Style

Stay (576)

- Hotels
- Local Hosts
- Vacation Rentals

Activities (990)

- Amusement Parks
- Events
- Landmarks
- Nightlife
- Outdoor Activities
- Restaurants
- Shopping

New York City Bleisure Travel Package

New York City Romance Package

New York City Family Vacations Package

[View More Packages](#)

Sort By

Sohotel

★★★★★ 300 reviews

341 Broome Street, New York City, New York

Q Family Vacations mentioned by 6 travelers

[Read more](#)

Circle Line Cruises

★★★★★ 350 reviews

Pier 83 - W 42nd St and 12th Ave, New York City, New York

Q Family Vacations mentioned by 9 travelers

[Read more](#)

Blue arrow points to the 'Inspiration' sidebar.

Cyan arrow points to the 'Stay' section under 'Travel Style'.



1,876 Search Results for "Family Trips" > New York >

Inspiration Type
1.2.1 Adventure Travel
1.2.2 Beach Vacation
1.2.3 Bleisure Travel
1.2.4 Budget Travel
1.2.5 Business Travel
1.2.6 Cruise
1.2.7 Family Vacation
1.2.8 Honeymoon and Romance
1.2.9 International Vacation
1.2.10 Luxury Travel
1.2.11 Road Trip

- ▶ Inspiration
 - Adventure Travel
 - Beach Vacations
 - Bleisure Travel
 - Budget Travel
 - Business Travel
 - Cruises
 - Family Vacations
 - Honeymoon & Romance
 - International Vacations
 - Luxury Travel
 - Road Trips

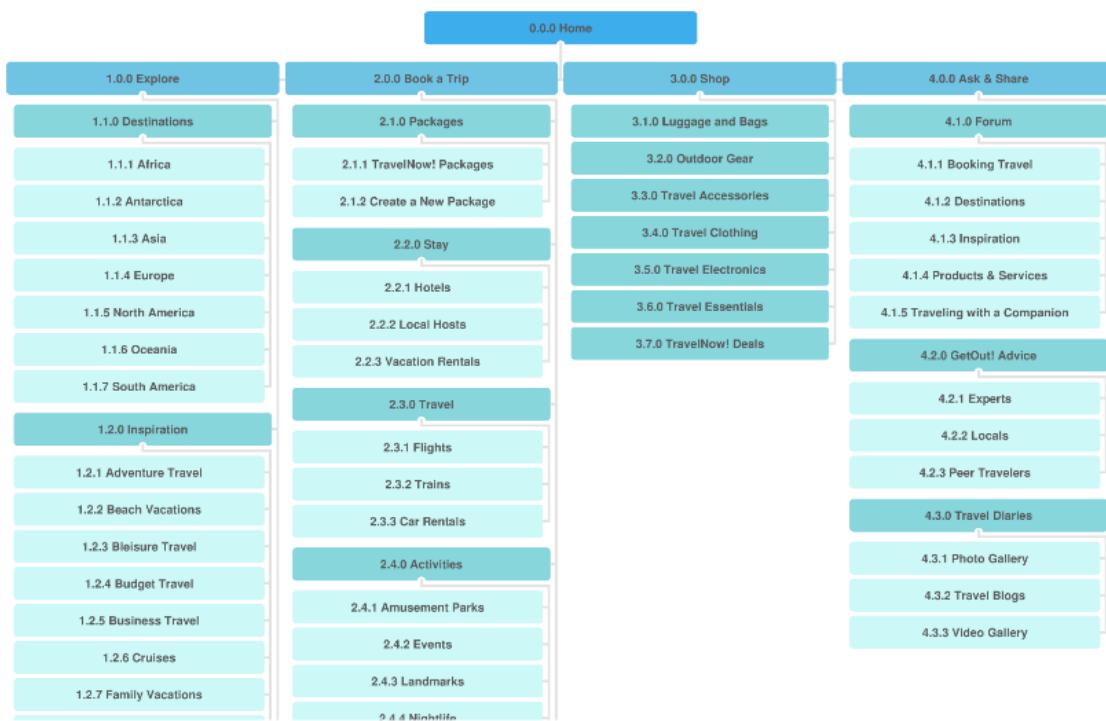
- ▶ Travel Style

- ▼ Stay (576)
 - Hotels
 - Local Hosts
 - Vacation Rentals
- ▼ Activities (990)
 - Amusement Parks
 - ▶ Events
 - ▶ Landmarks
 - ▶ Nightlife
 - ▶ Outdoor Activities
 - ▶ Restaurants
 - ▶ Shopping
 - Spas
 - ▶ Tours
- ▼ GetOut! Advice (100)
 - Experts
 - Locals
 - Peer Travelers
- ▶ Products (100)
 - Packages (10)
 - Forums (100)

Taxonomy

Level 1	Level 2	Level 3	Alt Term
Activity Type	2.4.2 Event	Concert	
		Festival	Gala
		Game	Sport
		Theatre	Play, Production
Activity Type	2.4.9 Tour	Bike Tour	
		Cultural Tour	
		Food Tour	
		Sightseeing Tour	
		Walking Tour	

Numbered Site Map

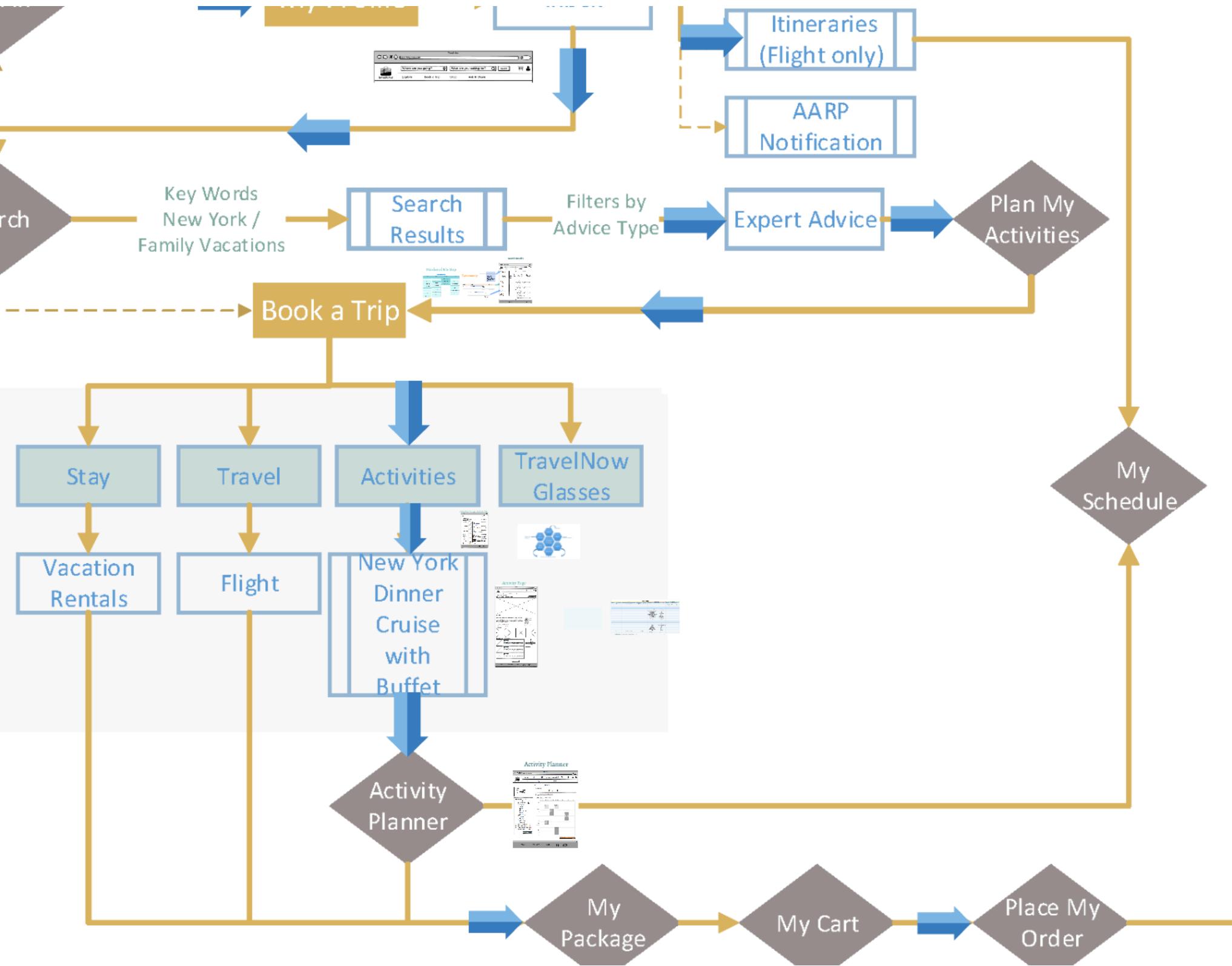


Taxonomy

Inspiration Type	1.2.1 Adventure
	1.2.2 Beach Vac
	1.2.3 Bleisure Tr
	1.2.4 Budget Tra
	1.2.5 Business T
	1.2.6 Cruise
	1.2.7 Family Vac
	1.2.8 Honeymoo
	1.2.9 Internatio
	1.2.10 Luxury Tr
	1.2.11 Road Tri

Level 1	Level 2	Level 3	Alt Te
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Activity Type	2.4.9 Tour	
	Bike Tour	
	Cultural Tour	
	Food Tour	
	Sightseeing Tour	
	Walking Tour	



Travel

Activities

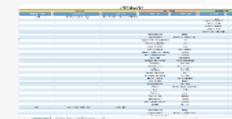
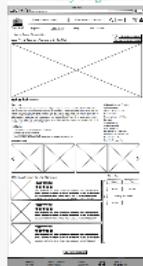
TravelNow
Glasses

Flight

New York
Dinner
Cruise
with
Buffet



Activity Page



Activity Planner



My

Map

Create Your Package > Activities Tab

Travel Now!

Where are you going? What are you looking for? Search   

TravelNow! Explore Book a Trip Shop Ask & Share

Travel Stay Activities Glasses

New York  1,100 Activities to explore [Take me to my Activity Planner](#)

Sort By 

Inspiration

- Adventure Travel
- Beach Vacations
- Leisure Travel
- Budget Travel
- Business Travel
- Cruises
- Family Vacations
- Honeymoon & Romance
- International Vacations
- Luxury Travel
- Road Trips

Travel Style

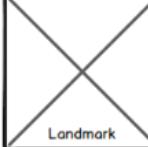
- Solo
- Couples
- Groups

Price

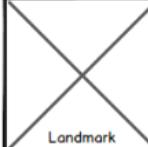
\$ to \$ Go

Activities

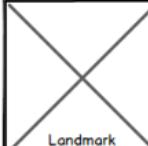
- Amusement Parks
- Events
- Landmarks
- Nightlife
- Outdoor Activities
- Restaurants
 - Bakeries
 - Bars
 - Buffets
 - Cafes
 - Coffee houses
 - Diners
 - Fast Food
 - Fine Dining
 - Ice Cream Parlors
 - Street Food
- Shopping
- Spas
- Tours

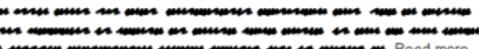
 Pizza Walking Tour of Manhattan [Added to Activity Planner](#)

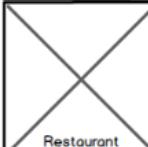
★★★★★ 49 reviews
New York City, New York 2.5 to 3 hours \$10
Take a guided walking tour in New York City and taste pizza at three of Manhattan's top pizzerias along the way! Sample the pizzas of Little Italy and lower ... [Read more](#)

 The Lion King on Broadway [Add to Activity Planner](#)

★★★★★ 427 reviews
New York City, New York 2 hours 45 minutes (approx) \$92 - \$120
Book your tickets for the Tony-winning extravaganza "The Lion King" on Broadway. A favorite with children and adults alike, "The Lion King" is ...
[Read more](#)

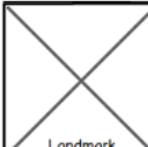
 New York Dinner Cruise with Buffet [Add to Activity Planner](#)

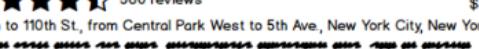
★★★★★ 49 reviews
Pier 83 - W 42nd St and 12th Ave, New York City, New York \$125

[Read more](#)

 Angelo's Pizza [Add to Activity Planner](#)

★★★★★ 120 reviews
117 W 57th St, New York City, New York \$ 20 - \$30

[Read more](#)

 Central Park [Add to Activity Planner](#)

★★★★★ 560 reviews
59th to 110th St., from Central Park West to 5th Ave., New York City, New York \$ 0

[Read more](#)

Previous 1 2 3 4 5 6 7 8 ... 13 Next

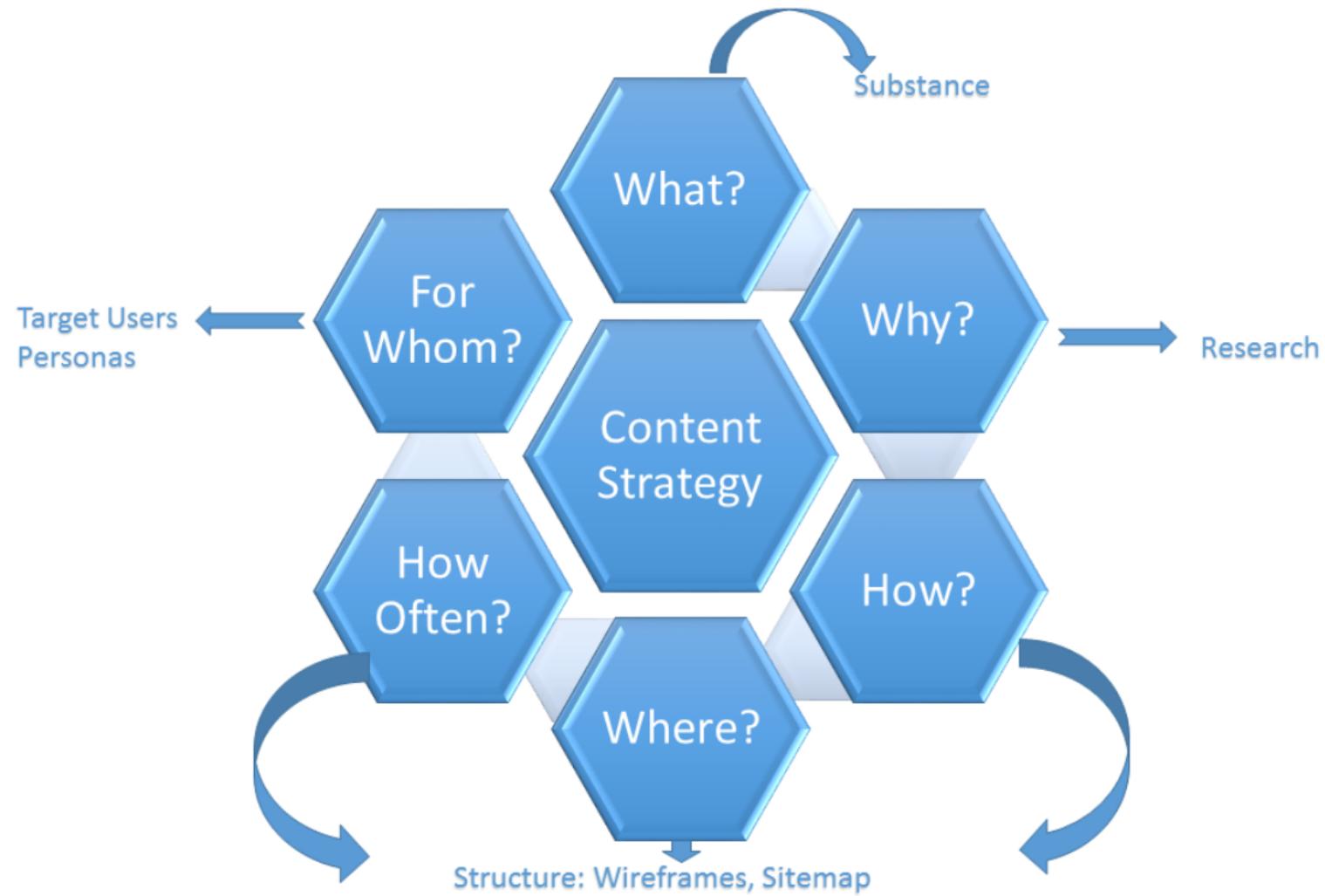
About Us
Partners

Join our Community
Become a Host
Become a Partner

Support
Contact Us
FAQs

Mobile  

Follow Us    



Activity Page

Travel Now!

http://travelnow.com

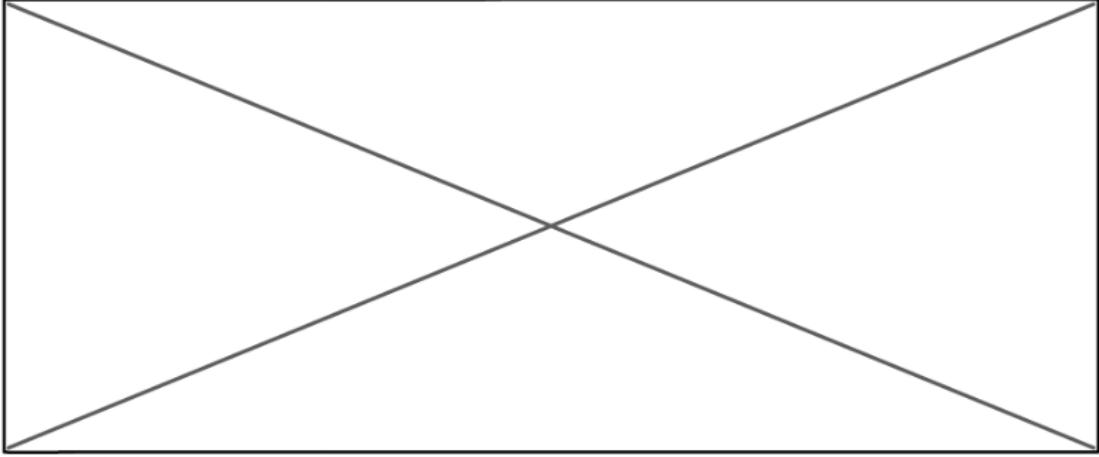
TravelNow! Where are you going? What are you looking for? Search

Explore Book a Trip Shop Ask & Share

< Back to Book a Trip: Activities

New York Dinner Cruise with Buffet

Add to Activity Planner Take me to my Activity Planner



★★★★★ 49 reviews

Overview

Grab your friends or that special someone and get ready for 3-hours of real New York fun! This New York dinner cruise includes a delicious buffet, an amazing DJ and breathtaking views of the New York skyline. Don't wait - add this dinner cruise to your New York itinerary today! This is an amazing way to experience New York! Board the ship at Pier 61 in the evening and get ready for a fun, entertaining evening. Before dinner, feel free to explore the ship, while your crew casts off for three fabulous hours on New York Harbor. Your waiter will invite you to the dinner buffet where you can sample a little bit of everything, or just select your favorite fare.

Highlights

- 3-Hour Cruise on the Hudson and East River
- Freshly prepared buffet dinner
- DJ entertainment and dancing
- Stroll under the stars and watch the skyline of Manhattan pass by you

Scheduling and Pricing

Departure Point:
Chelsea Piers, New York

Departure Time:
Boarding begins at 6:30pm

Duration:
3 hours (approx)

TravelNow! Price:
From USD \$ 125

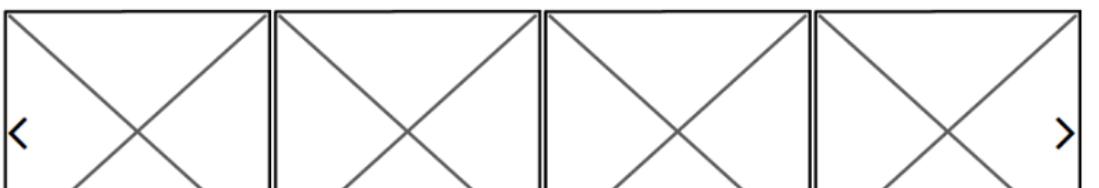
Accept Credit Cards: Yes

Wheelchair Accessible: Yes

Good for Kids: Yes

Good for Groups: Yes

More Pictures





49 reviews

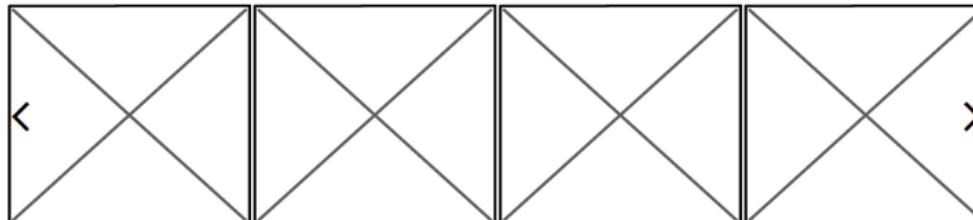
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More Pictures



49 Reviews from our TravelNow! Community

Reviews from the TravelNow! Community

5★ 5★ 5★ 5★ 5★

5★ 5★ 5★ 5★ 5★

5★ 5★ 5★ 5★ 5★

Scheduling and Pricing

Departure Point:

Chelsea Piers, New York

Departure Time:

Boarding begins at 6:30pm

Duration:

3 hours (approx)

TravelNow! Price:

From USD \$ 125

Accept Credit Cards: Yes

Wheelchair Accessible: Yes

Good for Kids: Yes

Good for Groups: Yes

Other Tags

Family Tour

Food Cruise

Family Vacations

Buffet

Add to Activity Planner

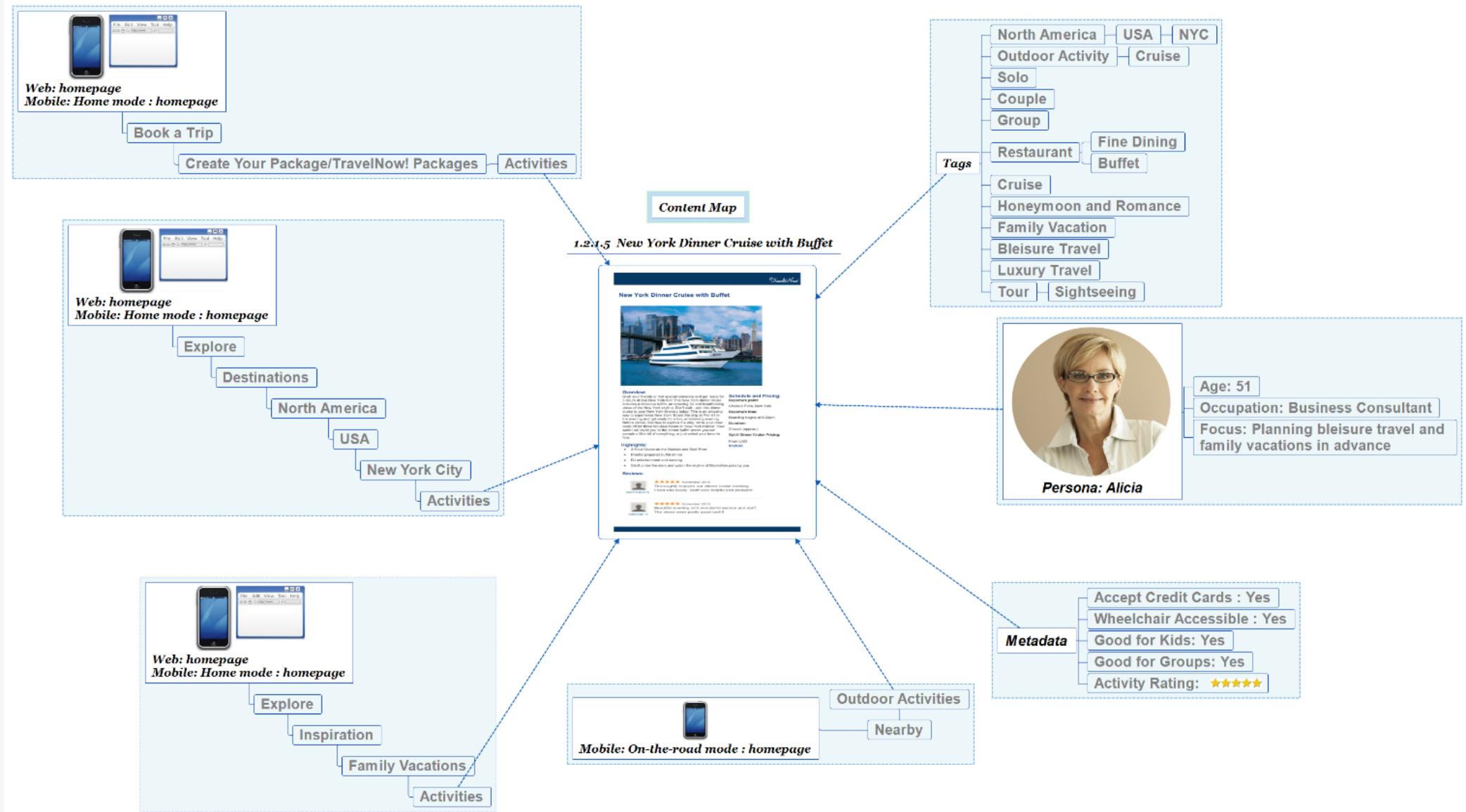
About Us
Partners

Join our Community
Become a Host
Become a Partner

Support
Contact Us
FAQs



Follow Us
f t g+
Follow Us
f t g+



CONTENT MATRIX

Site Page			Site Content		Site Metadata	
Site Map Ref ID#	Site Section	Page Title	Item Title	Content Type	Key Terms	Value
1.2.1.5	Activity Description Page	New York Dinner Cruise with Buffet	TravelNow! Logo	Image	Accept Credit Cards	Yes
			Top Search Bar	Input-Box, Button, Text	Activity Rating	5 Stars
			Supplemental Navigation Bar	Link	Good for Groups	Yes
			Main Navigation Bar	Link	Good for Kids	Yes
			Back to Activities	Link	Wheelchair Accessible	Yes
			Title of Activity	Text-Headline		
			Take me to my Activity Planner	Button		
			Add to Activity Planner	Button		
			Bookmark	Image-Icon		
			Image of the Activity	Image-Hero Image		
			Overview	Text-Title		
			Activity Overview	Text-Paragraph		
			Highlights	Text-Title		
			Activity Highlights	List		
			Scheduling and Pricing	Text-Title		
			Activity Details	Text-Paragraph		
			More Pictures	Image		
			Activity Reviews	Text-Title		
			Reviews	Review-Image,Text, Video		
			Tags	Text		
			Pagination	Link		
			Next Activity	Button		
			Previous Activity	Button		
			Add to Activity Planner	Button		
			Footer	Text, Link		
2.0.0	Landing Page-Book a Trip	Book a Trip	TravelNow! Logo	Image		
			Top Search Bar	Input-Box, Button, Text		
			Supplemental Navigation Bar	Link		

Activity Page

Travel Now!

http://travelnow.com

Where are you going? What are you looking for? Search

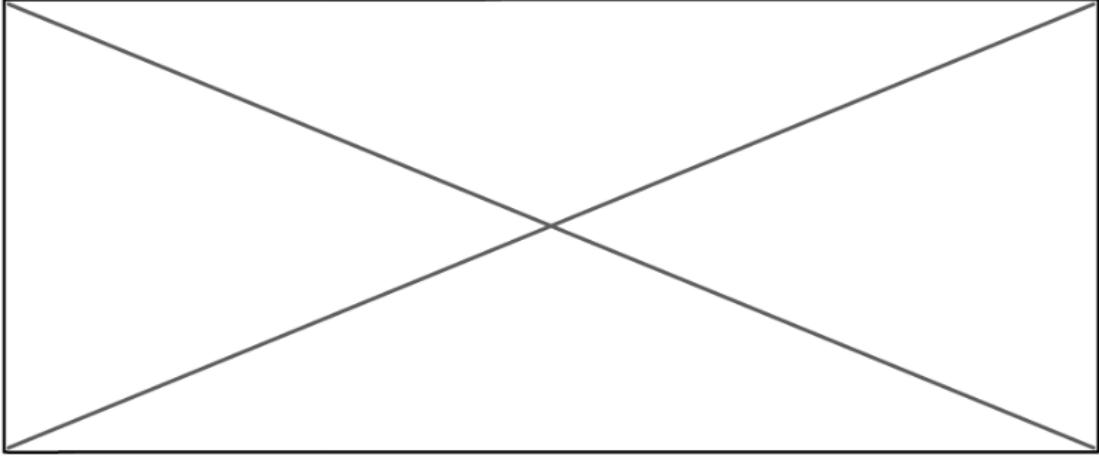
TravelNow! Explore Book a Trip Shop Ask & Share

< Back to Book a Trip: Activities

New York Dinner Cruise with Buffet

Add to Activity Planner

Take me to my Activity Planner



★★★★★ 49 reviews

Overview

Grab your friends or that special someone and get ready for 3-hours of real New York fun! This New York dinner cruise includes a delicious buffet, an amazing DJ and breathtaking views of the New York skyline. Don't wait - add this dinner cruise to your New York itinerary today! This is an amazing way to experience New York! Board the ship at Pier 61 in the evening and get ready for a fun, entertaining evening. Before dinner, feel free to explore the ship, while your crew casts off for three fabulous hours on New York Harbor. Your waiter will invite you to the dinner buffet where you can sample a little bit of everything, or just select your favorite fare.

Highlights

- 3-Hour Cruise on the Hudson and East River
- Freshly prepared buffet dinner
- DJ entertainment and dancing
- Stroll under the stars and watch the skyline of Manhattan pass by you

Scheduling and Pricing

Departure Point:
Chelsea Piers, New York

Departure Time:
Boarding begins at 6:30pm

Duration:
3 hours (approx)

TravelNow! Price:
From USD \$ 125

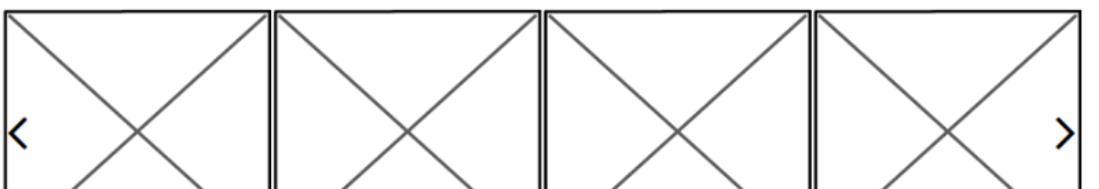
Accept Credit Cards: Yes

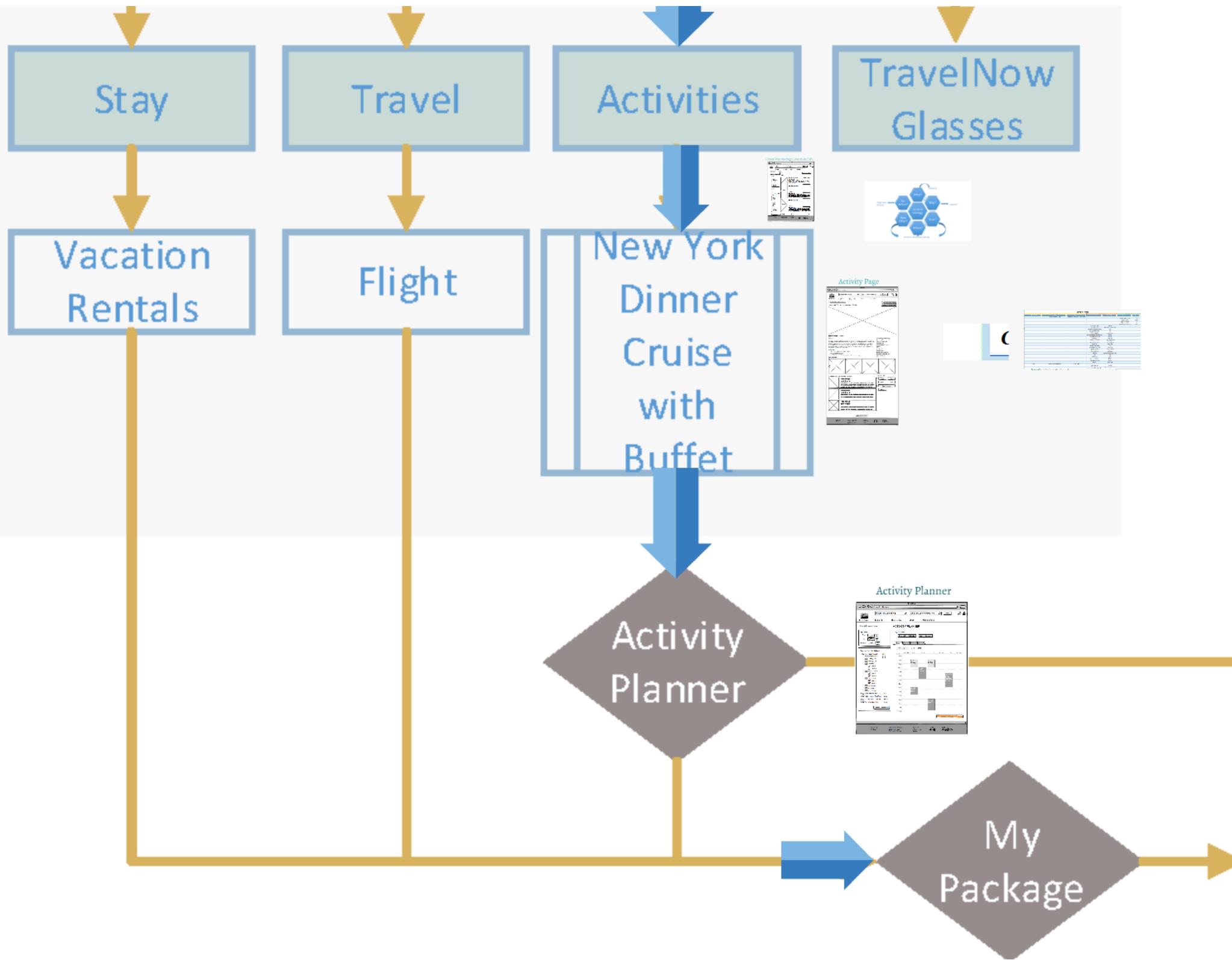
Wheelchair Accessible: Yes

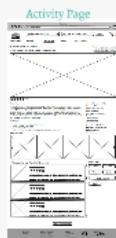
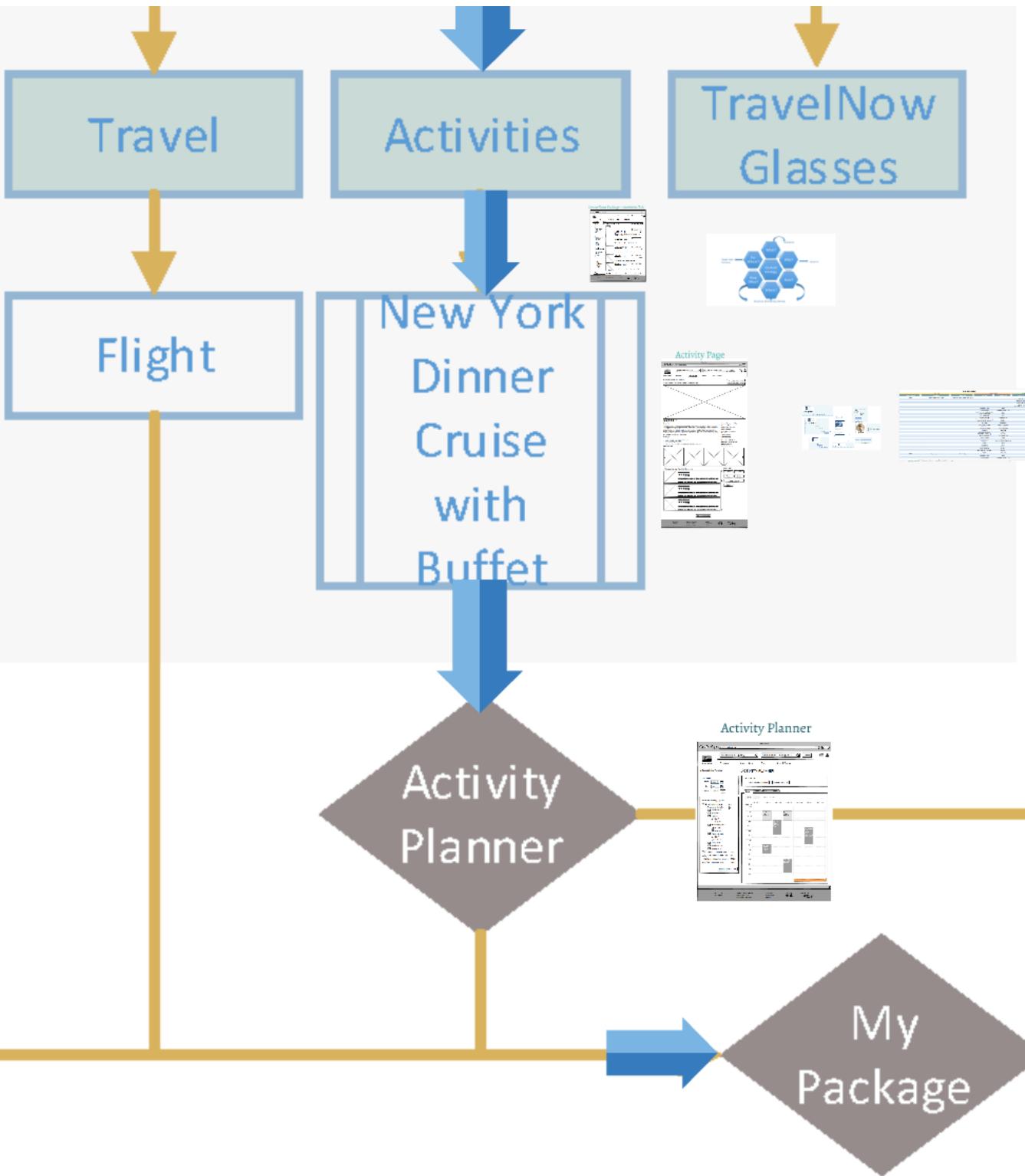
Good for Kids: Yes

Good for Groups: Yes

More Pictures







Activity Planner

Travel Now!

Where are you going? What are you looking for? Search

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Back to Select Activities

ACTIVITY PLANNER

Trip Dates:
From: 1/10/16
To: 1/17/16
Number of Guests: 4

Selected Activity Options:

<input checked="" type="checkbox"/> Lion King Musical	\$155
Number of Guests:	4
<input type="checkbox"/> Sunday 1/10	
<input type="checkbox"/> Monday 1/11	
<input checked="" type="checkbox"/> Tuesday	
<input checked="" type="checkbox"/> 1-3 PM	
<input type="checkbox"/> 7-10 PM	
<input checked="" type="checkbox"/> Wednesday 1/12	
<input checked="" type="checkbox"/> 1-3 PM	
<input checked="" type="checkbox"/> 7-10 PM	
<input checked="" type="checkbox"/> Thursday 1/13	
<input checked="" type="checkbox"/> 1-3 PM	
<input checked="" type="checkbox"/> 7-10 PM	
<input type="checkbox"/> Friday 1/14	
<input type="checkbox"/> Saturday 1/15	
<input type="checkbox"/> Sunday 1/16	
<input type="checkbox"/> New York Hip-Hop Tour	\$75
<input checked="" type="checkbox"/> Hell's Kitchen Food Tour	\$100
<input checked="" type="checkbox"/> Central Park Ice Skating	FREE
<input checked="" type="checkbox"/> Pizza Walking Tour	\$40

Generate Schedules

My Schedule:

Option 1 Option 2 Option 3 Option 4

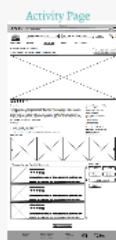
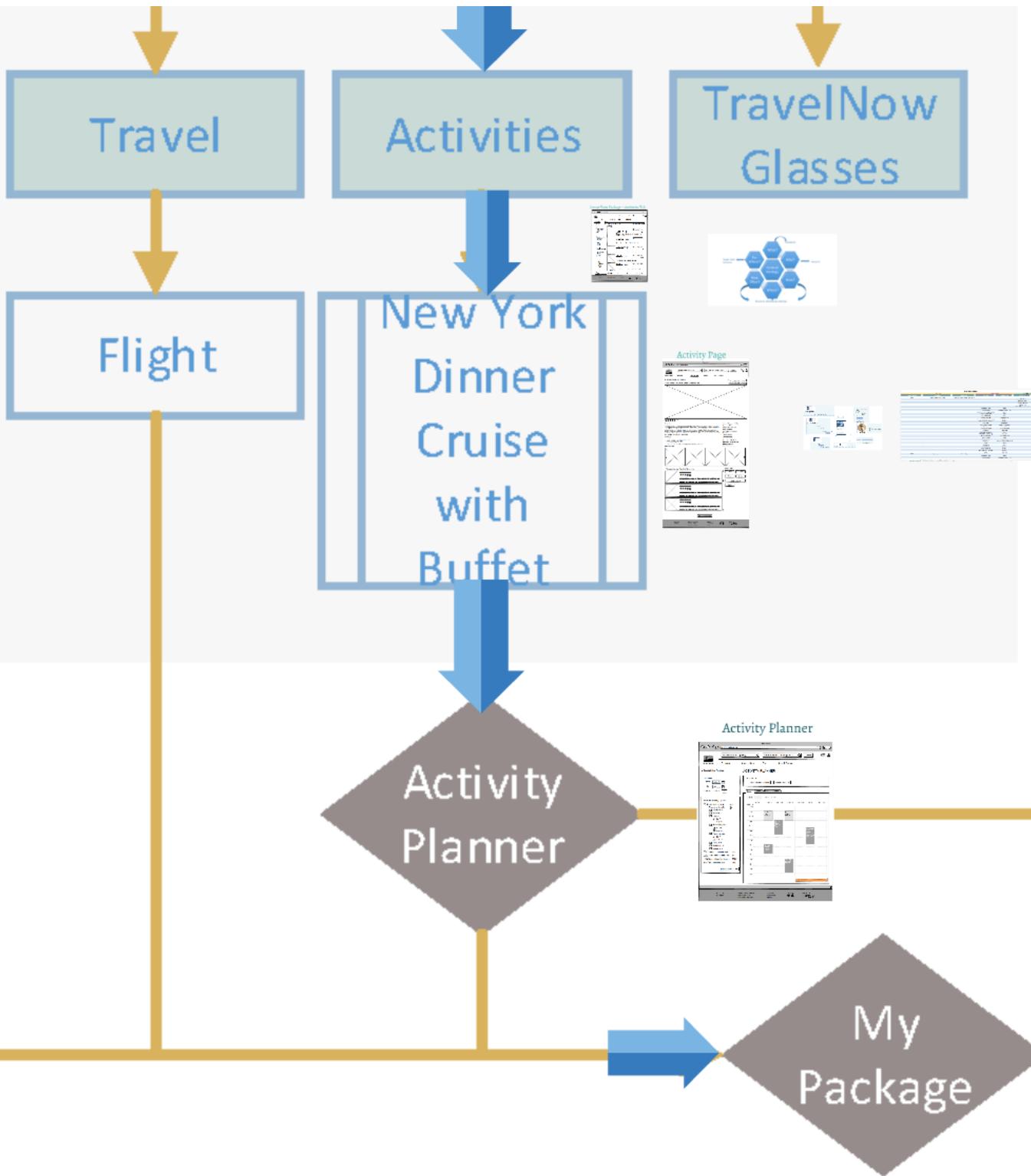
Today < > Jan 10 – 16, 2016

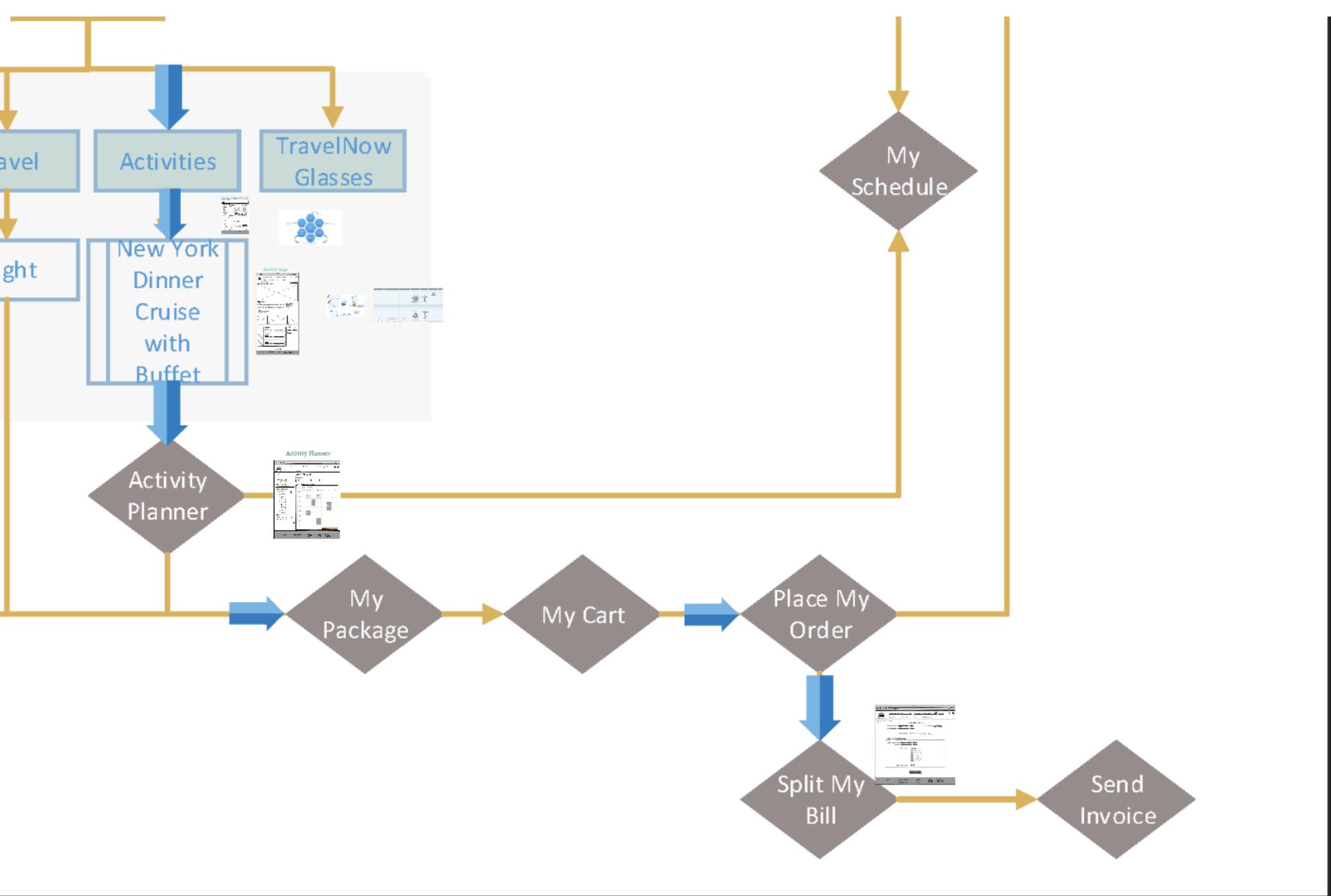
New York: Sun 1/10 Mon 1/11 Tue 1/12 Wed 1/13 Thu 1/14 Fri 1/15 Sat 1/16

8am						
9am		9 – 11 Client Meeting	9 – 11 Client Meeting			
10am						
11am						
12pm			11 – 2p Pizza Walking Tour			
1pm						
2pm						
3pm						
4pm			4p – 8p Central Park Ice Skating			
5pm						
6pm						
7pm				7p – 10p Lion King Musical		
8pm						
9pm						
10pm						

Add Selected Activities to Package

About Us Join our Community Support Mobile Follow Us







Where are you going?



What are you looking for?



Search



TravelNow!

Explore

Book a Trip

Shop

Ask & Share

[Back to Upcoming Travel](#)

GENERATE INVOICE

Company Name: *XXXXXXXXXXXX*Company ID: *XXXXXXXX*Company Address: *XXXXXXXXXXXX*Send invoice for: Complete Itinerary Part of Itinerary[Travel](#) [Stay](#) [Activities](#) [Products](#)Vacation Rental Name: *XXXXXXXXXXXX*Address: *XXXXXXXXXXXX*

- Select dates:
- Sunday, 1-10-16
 - Monday 1-11-16
 - Tuesday, 1-12-16
 - Wednesday, 1-13-16
 - Thursday, 1-14-16
 - Friday, 1-15-16
 - Saturday, 1-16-16
 - Sunday, 1-17-16

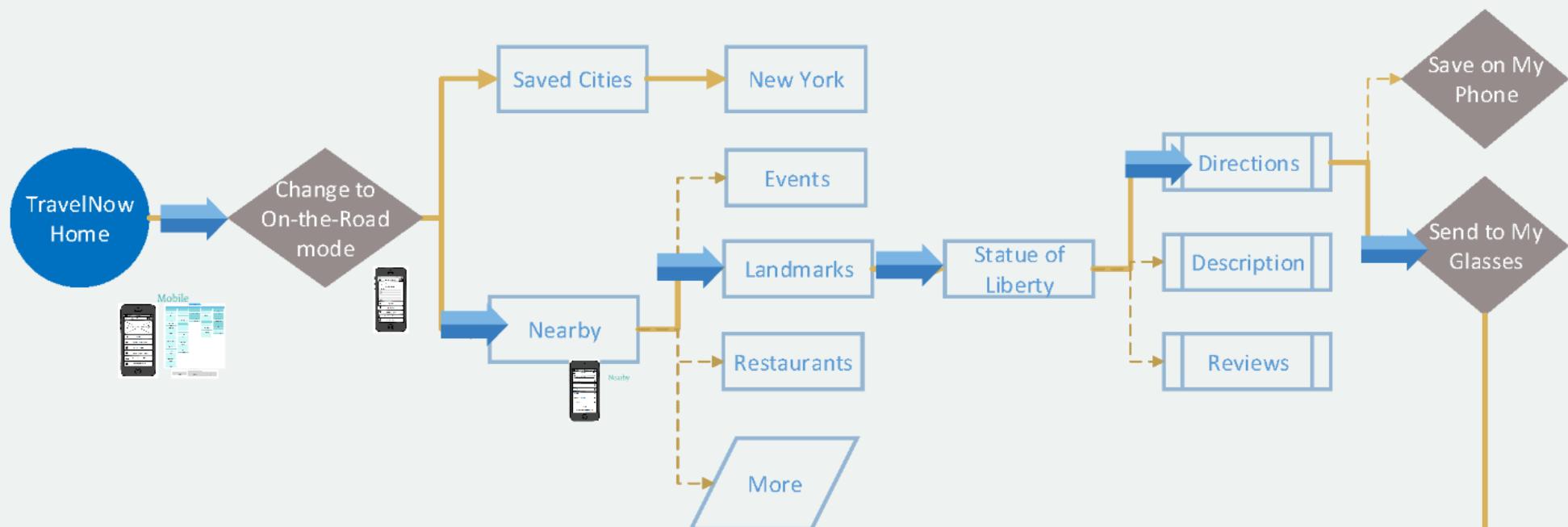
Select no. of person:

1

[Preview and Send](#)



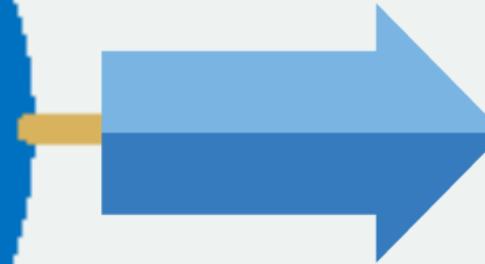
TravelNow! Mobile App



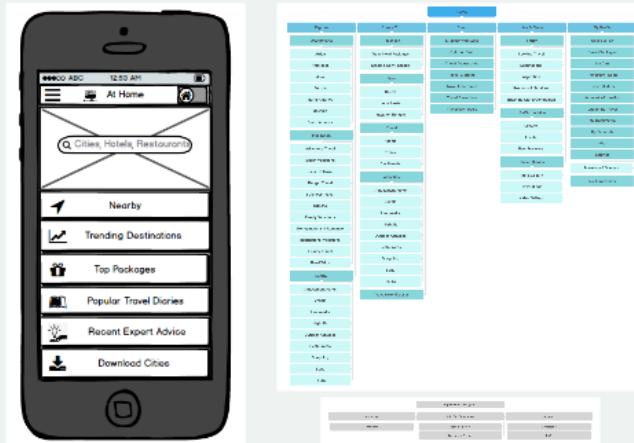
TravelNow! Glasses



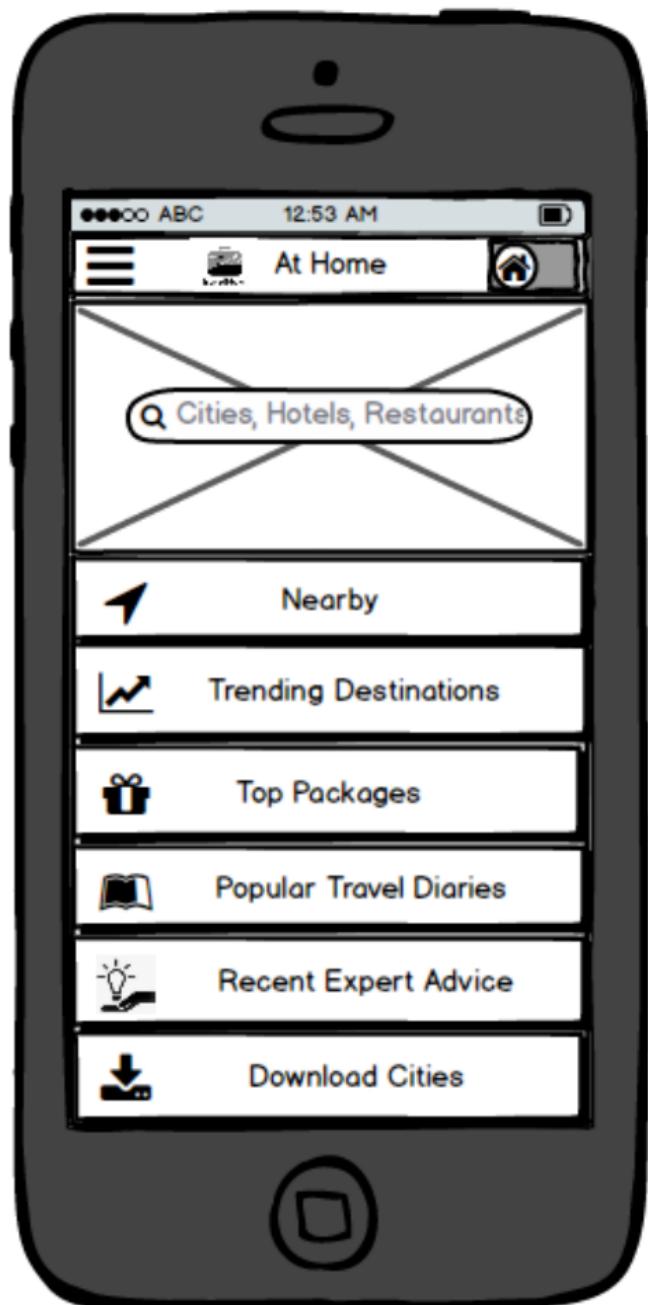
TravelNow Home



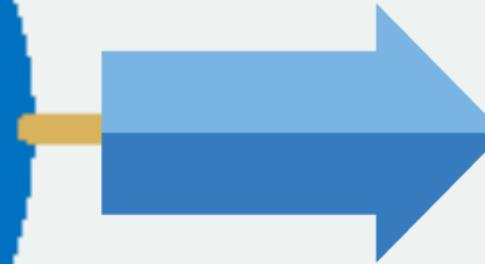
Mobile



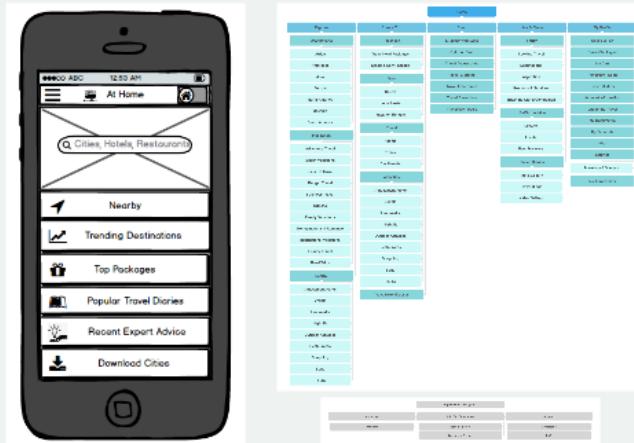
Mobile



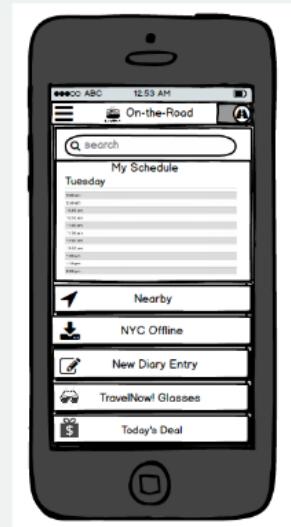
TravelNow Home



Mobile

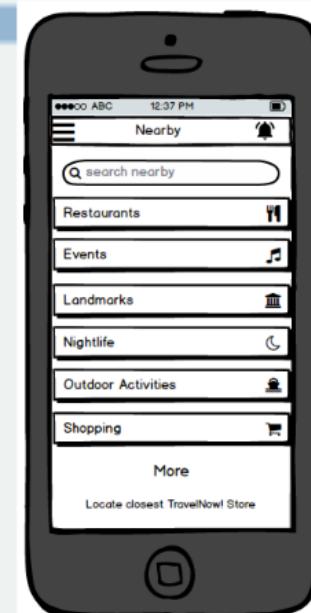


Change to
On-the-Road
mode



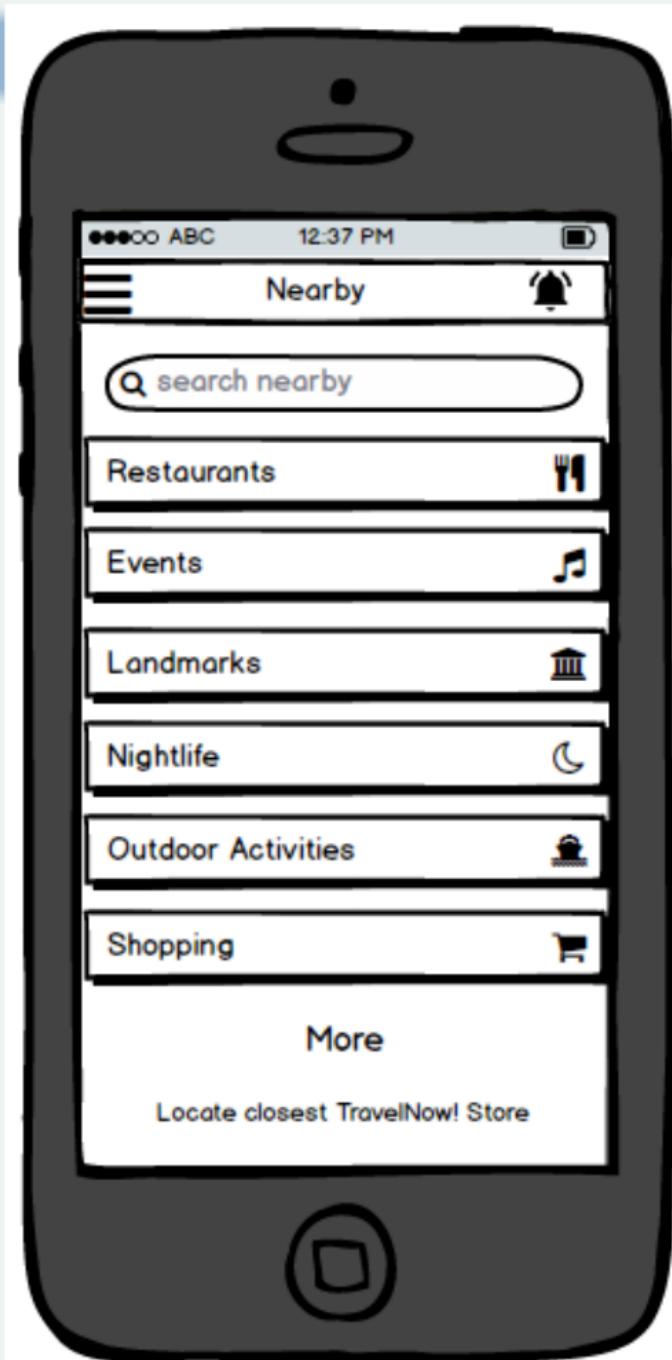


Nearby

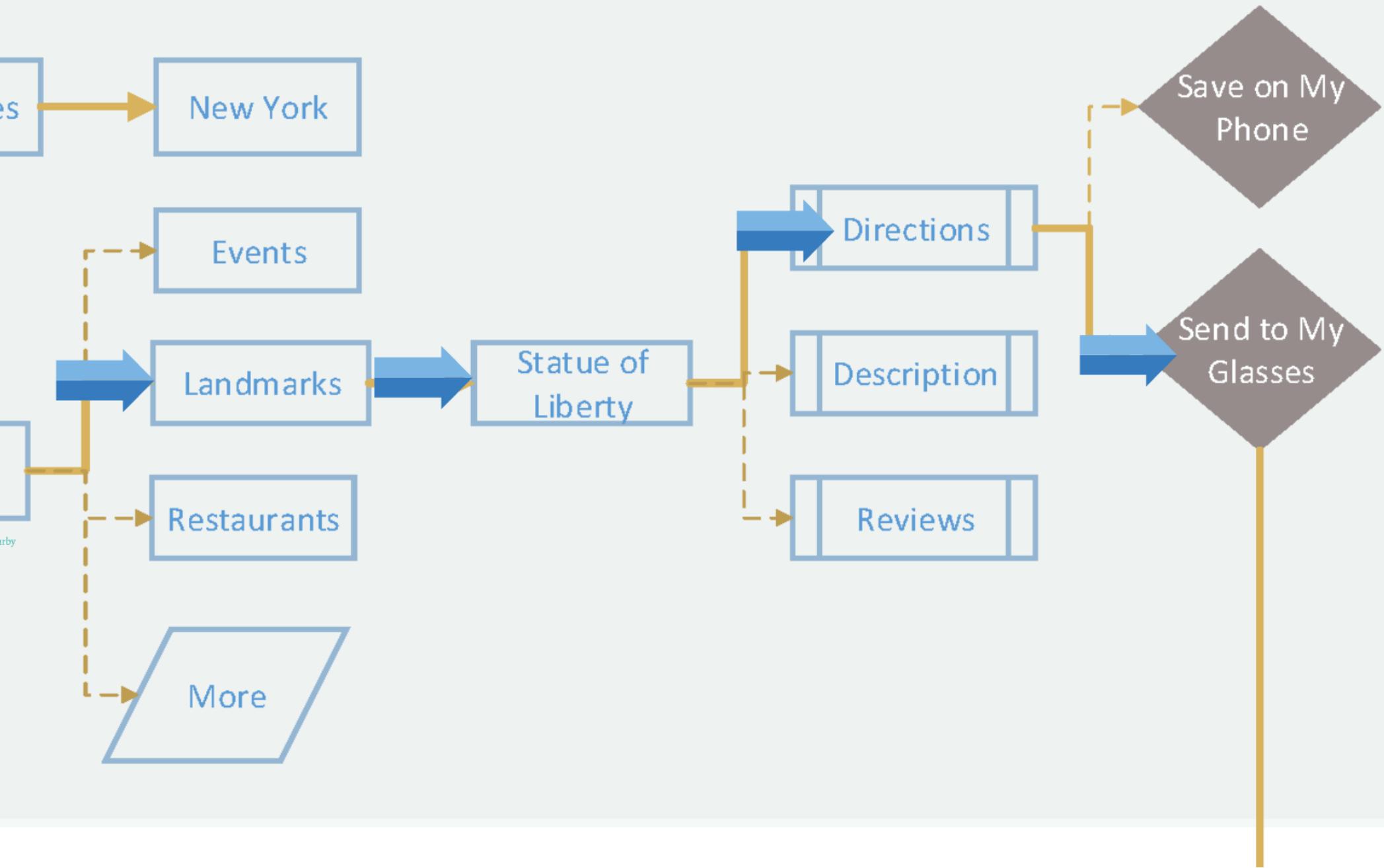


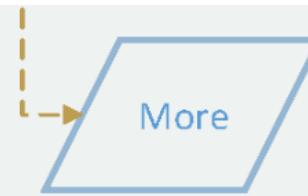
Nearby

Nearby



TravelNow! Mobile App





TravelNow! Glasses



partner



TravelNow! locals recommend
Potbelly Sandwich Shop
(12 min walk)

[Get directions](#)

Our Solution

Guiding Forces:

- Companies connect with their employees on TravelNow!
- Discounted services from preferred local business partners.
- Seamless integration of business with pleasure.
- Easy shopping.
- Honest partnerships, AARP.

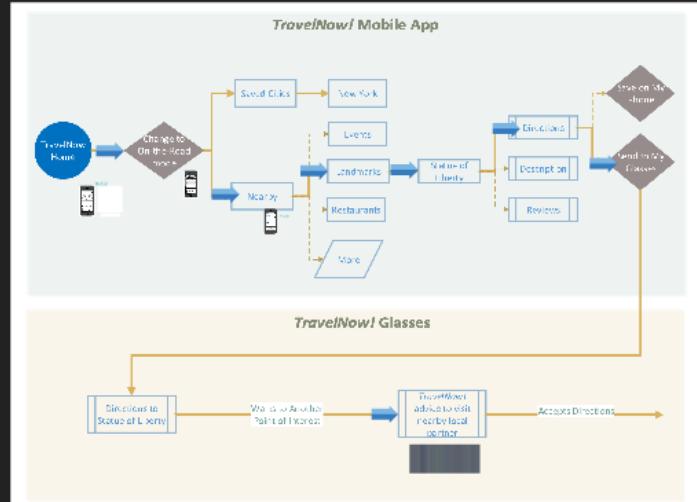
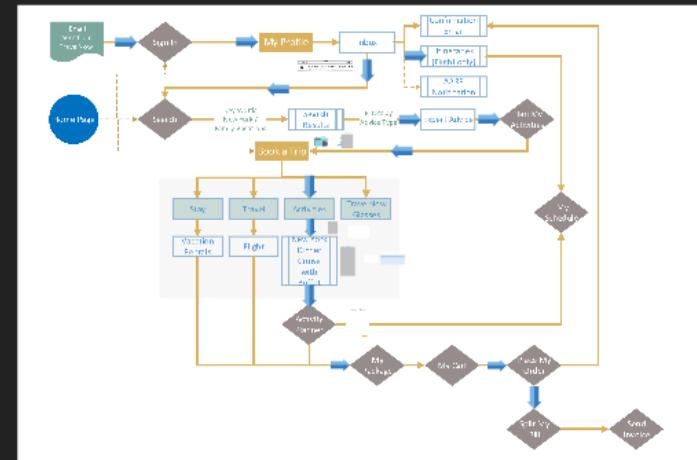


User Scenario

- Alicia is traveling to New York City (NYC) for a client meeting for 3 days.
- She needs to bring her family along and extend her stay for a week in NYC.
- She plans her family's flight, stay and activities using TravelNow!

Assumptions:

- Alicia and her company have accounts with TravelNow! and their accounts are linked.
- All the country has already booked by flight or hotel.



Future Work

For Companies



Corporate travel policies clearly communicated throughout the booking process, to help travel arrangers and bleisure travelers stay in compliance.



Reports to identify spending patterns, preferred vendors, average spend across the company or across a department, and review policy violations with a host of audit reports.



Companies can book all business essential infrastructure for their business purpose, for example, conference halls, meeting halls.

For Bleisure Travelers



Share itinerary, schedule or trip details with co-travelers.



International credit card, insurance, passport & visa services.

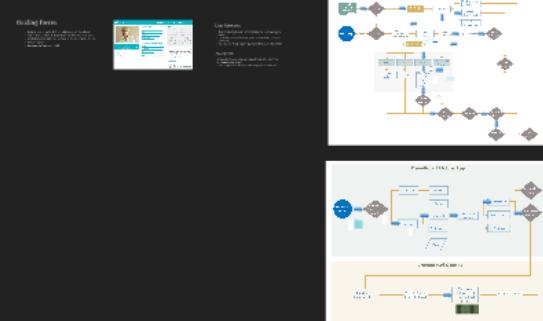


Capture receipt images, supplier e-receipts, and credit card charges.

User Research



Our Solution



Future Work

For Companies

- Corporate travel policies clearly communicated throughout the booking process, to help travel arrangers and leisure travelers stay in compliance.
- Reports to identify spending patterns, preferred vendors, average spend across the company or across a department, and review policy violations with a host of audit reports.
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For Leisure Travelers

- Share itinerary, schedule or trip details with co-travelers.
- International credit card, insurance, passport & visa services.
- Capture receipt images, supplier e-receipts, and credit card charges.

Questions? Comments? Concerns? We'd love to hear it.

Ninjas Design (2015)

Appendix

Company Registration Form

Travel Now!

Where are you going? What are you looking for? Search   

TravelNow! Explore Book a Trip Shop Ask & Share

COMPANY REGISTRATION

Company Name:

Company Mailing Address:

Contact Email ID:

Contact Number:

Add Employees

Employee First Name.* Employee Last Name.* Employee Email ID.* 

Employee UID: Department: AARP ID: 

About Us
Partners
Join our Community
Become a Host
Become a Partner
Support
Contact Us
FAQs


Mail From TravelNow!



Hi Alicia! Your Itinerary is waiting!

Your company XYZ Lmt. has created an itinerary for you on TravelNow! for your next trip to New York City. Please find below the details of your itinerary and a message from your company.

Message from the company:

Hi Alicia, we have booked the flight tickets for you as per your request for your next business trip to New York City. Please go ahead and book all other necessary amenities. Also, please keep in mind that the company can provide reimbursement for the trip for expenses up to 2000 USD.
Good Luck!

Itinerary Details:

Booking number: TN123456

Flight Details:

Flight number: EMI2345 Number of passengers: 1

From: Seattle, WA To: New York City, New York.

Date of Journey: Dec 8, 2015

You can view or edit your itinerary by visiting <http://www.travelNow.com>. TravelNow! provides special deals, discounts and expert advice on destinations and lots of options to choose from.

We wish you a happy journey.

TravelNow! Team.

[About Us](#) | [Contact Us](#) | [TravelNow! Mobile](#) | [Join Our Community](#) | [Member Benefits](#)

NOTE: This e-mail was sent from a notification-only address that does not accept replies.

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Sent by: TravelNow!, Seattle, WA, United States of America

Website - Homepage

The wireframe illustrates a travel website's homepage layout. At the top, a header bar features a back/forward button, a search bar with the URL "http://travelnow.com", and a user icon. Below the header is a navigation bar with a logo (suitcase with palm tree), search fields for destination and activity, a "Search" button, and links for "Explore", "Book a Trip", "Shop", and "Ask & Share". The main content area begins with a large, empty rectangular placeholder with a double-headed arrow at the bottom right. Below this is a section titled "Explore Top Destinations" containing three empty placeholder boxes. A sub-section titled "Relax! We've got the perfect trip for you." also contains three empty placeholder boxes. The footer includes links for "About Us", "Join our Community", "Support", "Partners", "Become a Host", "Contact Us", "FAQs", and "Mobile" (with icons for iOS and Android). It also features social media links for Facebook, Twitter, Instagram, and Google+.

Travel Now!

Where are you going? What are you looking for? Search

TravelNow! Explore Book a Trip Shop Ask & Share

< >

Explore Top Destinations

Relax! We've got the perfect trip for you.

About Us
Partners

Join our Community
Become a Host
Become a Partner

Support
Contact Us
FAQs

Mobile

Follow Us

f t i g+

Alicia's Inbox

A Web Page

http://www.travelnow.com/inbox

q

TravelNow!

Where are you going?

What are you looking for?

Search

Explore

Book a Trip

Shop

Ask & Share

- [INBOX](#)
- [Compose](#)
- [Friend Requests\(2\)](#)
- [Messages](#)
- [Unread \(1\)](#)
- [All Messages](#)
- [Sent Items](#)
- [Drafts](#)

search

TravelNow! - Your Upcoming Travel to New York City

Dear Alicia,

Thank you for choosing TravelNow! to book your upcoming trip. To prepare for your trip, we recommend that you download our mobile app which offers exciting features to make your trip unforgettable.

- Never miss out on the best of what your destination has to offer.
- Find your next favorite restaurant
- Get the best deals offered by our partners.
- Connect to your TravelNow! Glasses for live updates.

We are also introducing a new feature which allows you to get offline access to maps, information (restaurants, hotels and attractions), reviews, photos of the city thereby allowing you to make spur of the moment decisions. Click here to download this for your trip to New York City(available for mobile only).

Thank you again for choosing TravelNow!

TravelNow! - Your Trip Booked by XYZ Company

TravelNow! - AARP partners with TravelNow!

Katherine - You should check this out.

TravelNow! - Take this survey and earn 50 TravelNow! Coins.

TravelNow! - Your upcoming trip to Los Angeles

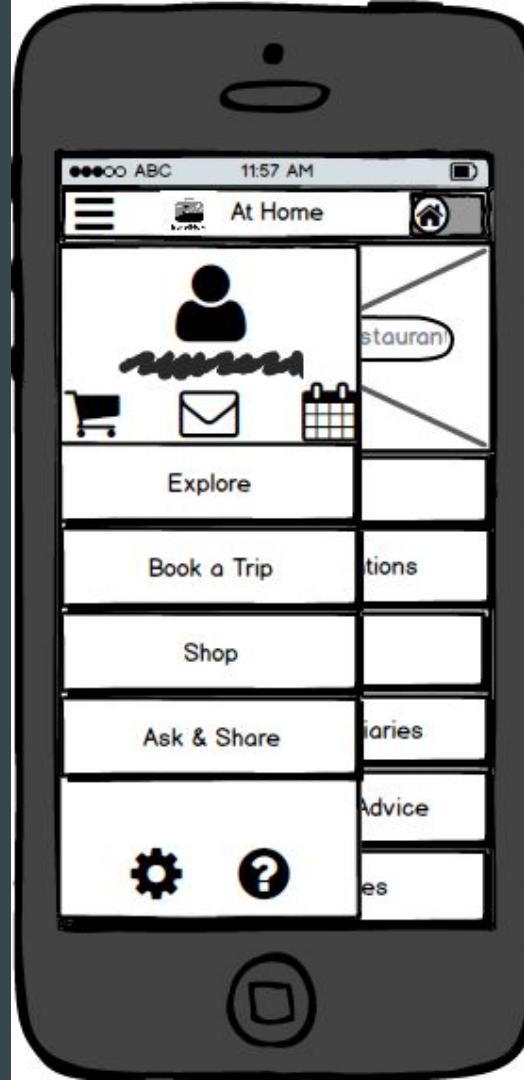
About Us
Partners

Join our Community
Become a Host
Become a Partner

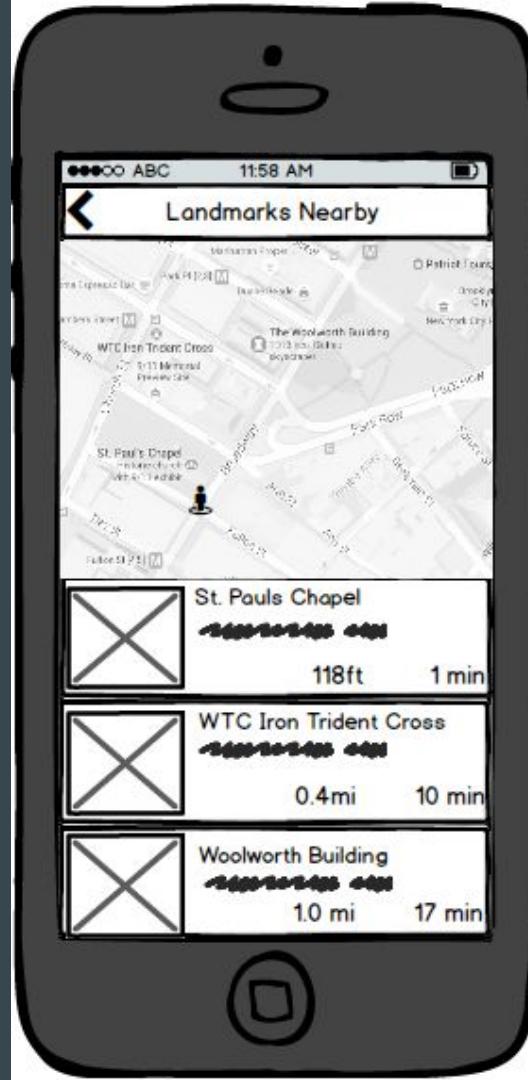
Support
Contact Us
FAQs

Follow Us

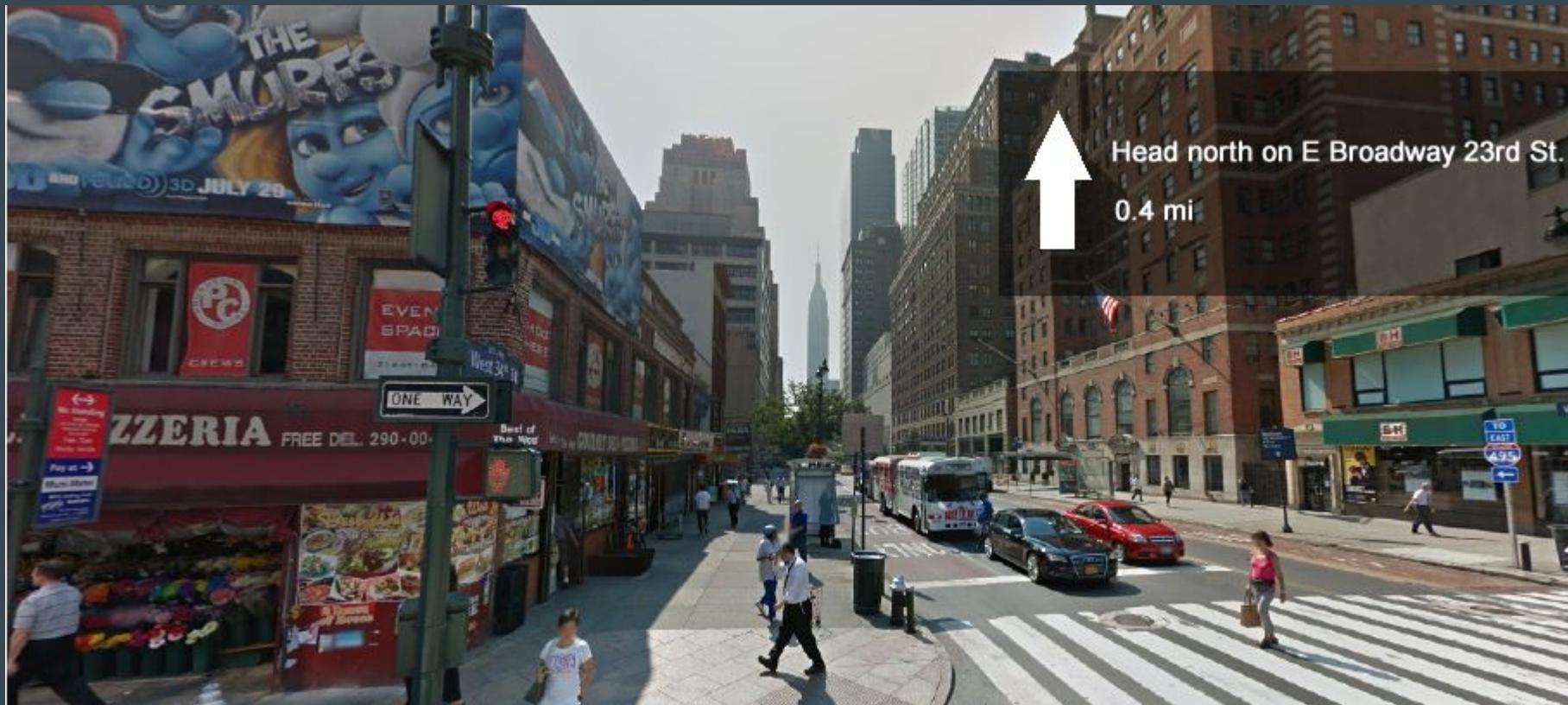
Mobile - At home - Hamburger Menu



Mobile - List of Landmarks



TravelNow! Glasses - Directions



Wireframes' Content Sources

- TripAdvisor
- Yelp