

Figure 1. UC-1 Login Screen

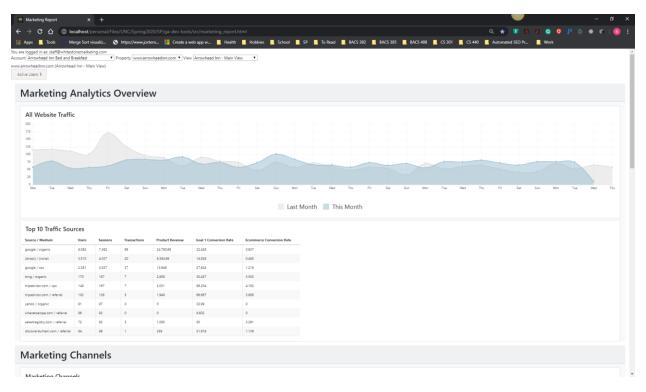


Figure 2. UC-2 Account Managers Page - filled

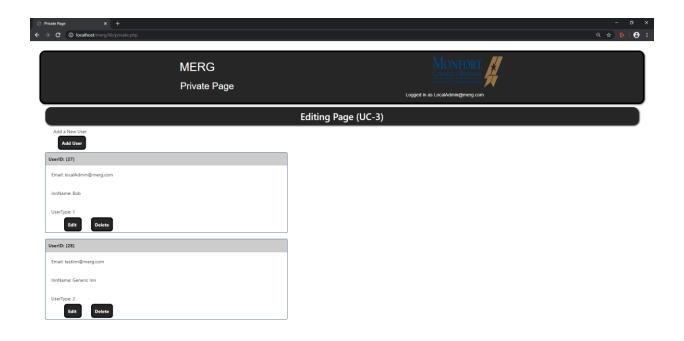


Figure 3. UC-3 Editing Page

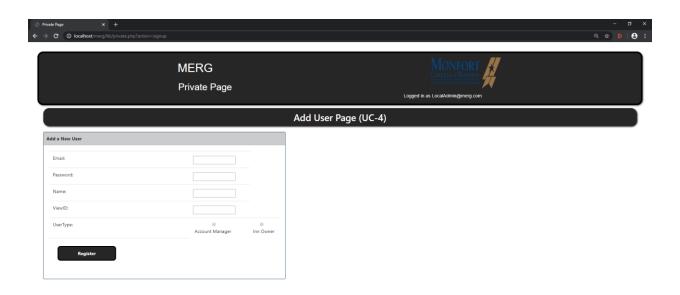


Figure 4. UC-4 Add User Page

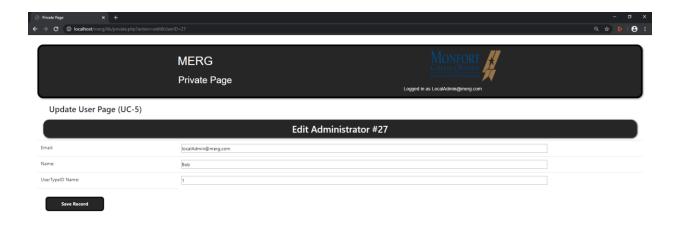


Figure 5. UC-5 Update User Page

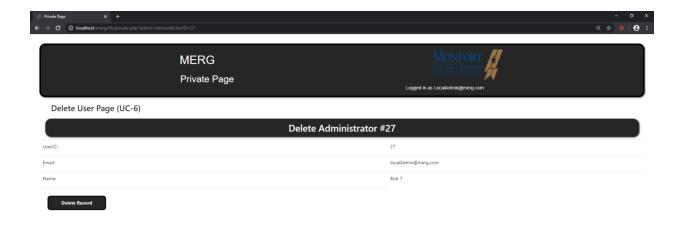


Figure 6. UC-6 Delete User Page

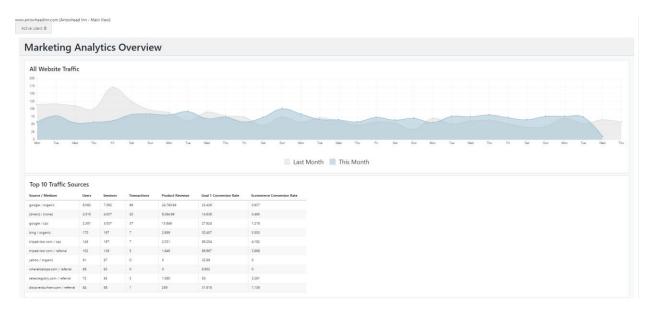


Figure 7. UC-7 Inn Owners Page – Marketing Analysis Overview

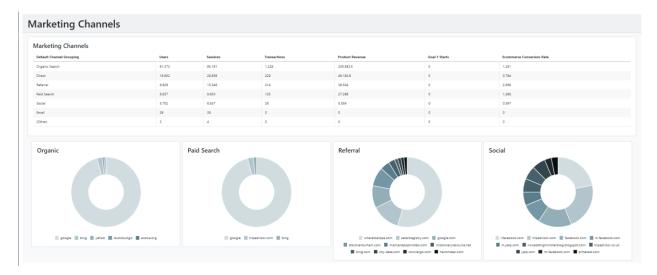


Figure 8. UC-7 Inn Owners Page cont – Marketing Channels

Paid Search Marketing						
Source	Users	Sessions	Transactions	Product Revenue	Goal 1 Starts	Ecommerce Conversion Rate
google	6.229	8.892	102	21,908	0	1.147
bing	554	710	22	5,031	0	3.099
adcenter	23	25	1	329	0	4
tripadvisor.com	3	3	0	0	0	0

Figure 9. UC-7 Inn Owners page cont. – Paid Search Marketing

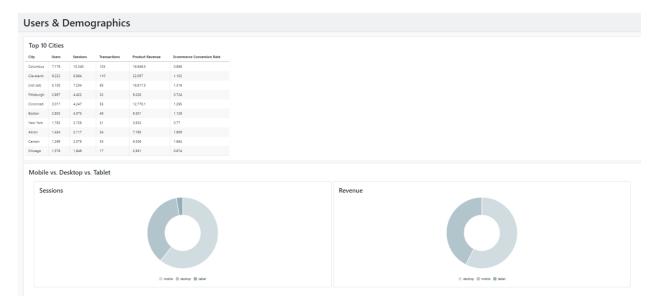


Figure 10. UC-7 Inn Owners Page cont – Users & Demographics

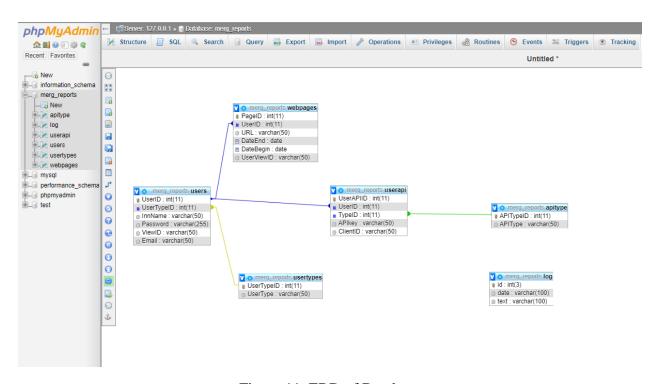


Figure 11. ERD of Database

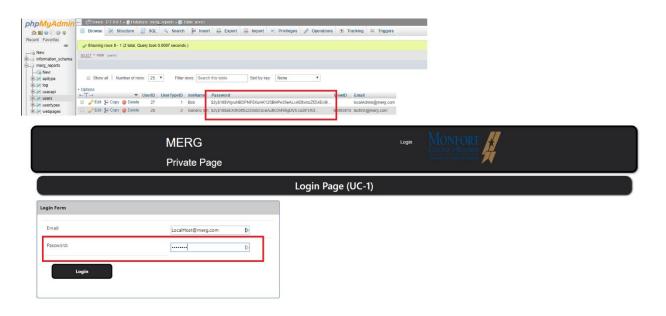


Figure 12. Shows password hashing and masking