

Page structure

'Deal not found' message

Appears when a user tries to access an out of date campaign

Hotel search

This will be worked on with Dan and should be consisted with the generic mobile search query

Promo carousel

Primary, other promo banners and last minute deals get wrapped up in a carousel

Deal of the day

This follows the existing design but may be too prominent once we review the visual design.

Welcome rewards

Need to finalise message / and content

Popular destinations

- Consist of
- Destination name
 - Destination photo
 - Number of deals

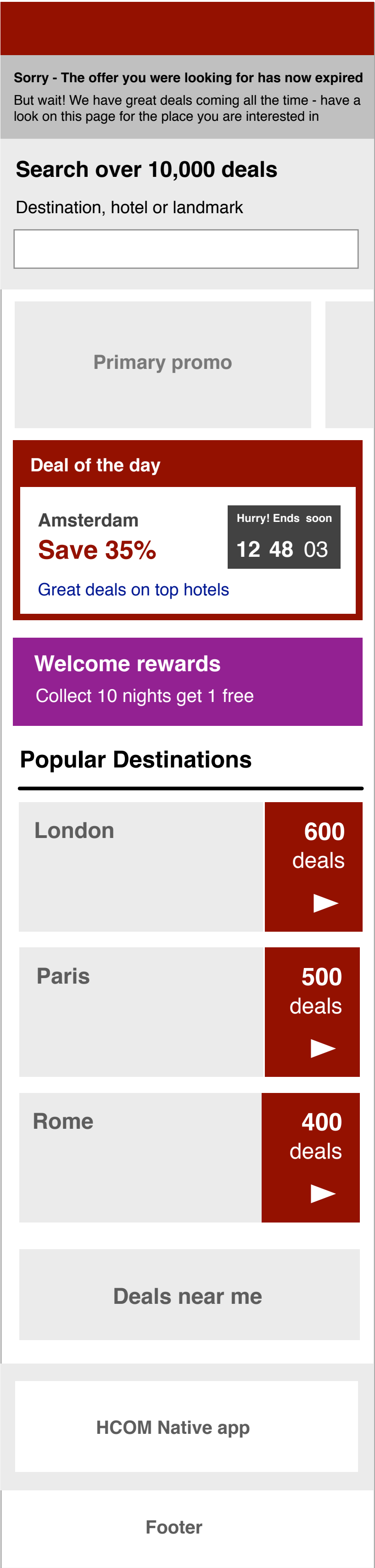
Total destinations = 6

Deals near me

This already exists on the mobile web home page. Might be worth re-using that.

Ad for HCOM native app

Should try and make this contextual. Maybe highlight exclusive deals that you get in the app



Design exploration

Search over 10,000 deals

Destination, hotel or landmark

Primary promo

Deal of the day

Amsterdam

Save 35%

Great deals on top hotels

Hurry! Ends soon

12 48 03

Welcome rewards

Collect 10 nights get 1 free

Popular Destinations

Paris

600 deals

London

600 deals

Rome

600 deals

Barcelona

600 deals

Last minute deals

Cambridge

The Varsity

Save 35%

Ends in 22 Hrs

Oxford

The Varsity

Save 35%

Ends in 22 Hrs

HCOM Native app

Footer

Hotel search

This will be worked on with Dan and should be consisted with the generic mobile search query

Promo carousel

Primary and other promo banner get wrapped up in a carousel

Deal of the day

Follows existing design

Welcome rewards

Help!

Popular destinations

Consist of

- Destination name
- Destination photo
- Number of deals

Number of destinations to be defined

Last minute deals

Could use the geo-location capabilities of the mobile device for deal selection

Number of deals to be defined

Ad for HCOM native app

Should try and make this contextual. Maybe highlight exclusive deals that you get in the app



London
600 deals



Paris
500 deals



London
600 deals

Booked 15 mins ago
Towerhill mansions
Stay 2 nights - save 5%



Paris
500 deals

Booked 15 mins ago
Towerhill mansions
Stay 2 nights - save 5%



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Towerhill mansions
Stay 2 nights - save 5%



Booked 15 mins ago
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Stay 2 nights - save 5%

Search 10,000 deals

Destination, hotel or landmark

Primary promo

Deal of the day

Welcome rewards

Popular Destinations

London

Booked 15 mins ago
Towerhill mansions
Stay 2 nights - save 5%



Paris

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Stay 2 nights - save 5%



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