

1. Hierarchical IAD (Outline)

Landing Page: Neuschwanstein Castle MVP (Purchase-First Flow)

1. Hero Section (Top Fold)

- **Headline:** “Visit Neuschwanstein Castle – Your Fairytale Awaits”
- **Subheadline:** “Skip the lines and secure your spot at Germany’s most magical castle.”
- **Hero Visual:** Castle panorama from Marienbrücke
- **Primary CTA**
 - **(Purchase + Form Together):** “Reserve My Ticket”
 - Name
 - Age Group [Adult ☐ | Under 18 ☐
 - Preferred Time Slot [09:00 ▼, 10:00 ▼ ... 16:00 ▼]
 - Submit
- **Trust Signals:** ★★★★★, Official Ticket, Secure Payment

2. Value Proposition (Why Choose Us?)

- Problem Statement: Long queues and sold-out slots prevent smooth visits.
- Unique Solution: Pre-booking & exact time slots avoid waiting and stress.
- Core Benefits:
 - 0. Guaranteed entry
 - 1. Save hours of waiting
 - 2. Perfect fairytale photo spots
 - 3. Flexible exact time slots
- Differentiator: Official partner tickets

2. Features & Proof

- Key Features:

0. Interior access + viewpoints

1. Exact time slot selection

2. Works for adults and children

- Social Proof: “A dream come true! Booking online saved us so much time.” – 5★ Review

3. **Credibility & Trust Builders**

- Secure checkout badge
- “200+ travellers booked this season”
- Official castle ticket partnerships

4. **Engagement & Conversion Boosters**

- **Drop-off Recovery Modal:** If customer abandons payment or form → “Almost done! Secure your ticket in 1 step.”
- FAQs (accordion style, e.g., child discounts, accessibility, best season)
- Secondary CTA: Save to Wishlist

5. **Closing Section (Final Push)**

- Restated Value Proposition: “Don’t miss your chance to see the world’s most famous fairytale castle—book in seconds.”
- Secondary CTA: “Save to Wishlist”
- Contact: Chat | Email | Help Center

6. **After Purchase Flow**

- Confirmation screen: “Thank you, [Customer Name]! Your ticket is ready.”
- Auto-download / email PDF ticket (Name, Age Group, Exact Time Slot, QR Code / Booking ID)
- Optional prompt to fill remaining details if they purchased first

7. **Footer**

- Navigation: About, Help, Other Destinations
- Legal: Terms, Privacy

- Social Links

2. Visual Box Layout (Wireframe IAD)

[HERO SECTION]

	Headline: "Visit Neuschwanstein..."	
	Subheadline: "Skip the lines..."	
	[Castle Hero Image]	
	Primary CTA:	
	- [Buy Ticket Now] (Purchase-first)	
	- [Reserve My Ticket]	
	- Name [_____]	
	- Age Group [Adult <input type="checkbox"/> Under 18 <input type="checkbox"/>	
	- Exact Time Slot [09:00 ▼ ...]	
	- [Submit]	
	Trust Signals: ★★★★★, Official Ticket	
	Secure Payment	

[VALUE PROPOSITION]

	Problem → Solution → Benefits → Diff	
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[FEATURES & PROOF]

| Key Features (icons) |
| Testimonial + Rating |

[TRUST BUILDERS]

| Secure checkout | 200+ booked | Partners |

[ENGAGEMENT]

| Drop-off Modal: "Almost Done!" |
| FAQs (accordion) |
| Wishlist Save Button |

[CLOSING]

| Restated Value Proposition |
| Secondary CTA: Wishlist |
| Contact: Chat | Email | Help |

[AFTER PURCHASE]

| Confirmation Page: "Thanks [Name]!" |
| PDF Ticket: Auto-download + Email |
| Optional: Fill remaining details if purchased first |

[FOOTER]

| Navigation | Legal | Social Links |

3. User Stories (Purchase-First Flow)

1. **As a customer, I can purchase my ticket immediately**, even before filling in my personal details, so I don't lose my slot.
2. **As a customer, if I abandon payment or form**, I see a friendly reminder:
"Almost done! Secure your ticket in 1 step."
3. **As a customer, after purchase**, I immediately receive a PDF ticket by download and email containing Name, Age Group, Exact Time Slot, QR Code / Booking ID.
4. **As a customer, I can select an exact time slot** for entry that fits my schedule, instead of just morning/afternoon.
5. **As a customer who purchased first**, I am prompted afterward to fill in remaining details to complete the booking record.