The Next Generation Storefront™ is a UX & data standard that empowers consumers to make informed flight reservation decisions. NGS presents *like* options from different airlines taking the guesswork out of the customer journey. It allows travelers to compare apples to apples when shopping online.

This document presents artifacts depicting an NGS implemented design for constructing an accessible, responsive, and progessive single-page booking app. This design is a startup travel, expense, and itinerary concierge platform that manages flight, car, and hotel reservations for corporate events.

While Vue.js is mentioned explicitly, any modern framework(s) may be implemented (Micro Frontend).

Design Principles:
➢ Web APIs are preferred over native apps. For example, web audio and vibration are used to immerse the end user, making the experience feel like a native app without the install inersia.
➢ Data visualisation charts and contextual infographics are made interactive and seamlessly integrated into the experience to support visual decision making.
➢ Tasks are made accessible and satisfy WCAG 2.0 AA success criteria.
➢ Predictive workflow that encourages a favorable "look to book" ratio.

The resulting UX has been prototyped and thoroughly vetted via multiple rounds of heuristic evaluation by frequent travelers, travel arrangers, and other industry stakeholders.

DataVis Example: Interactive Seat Selection
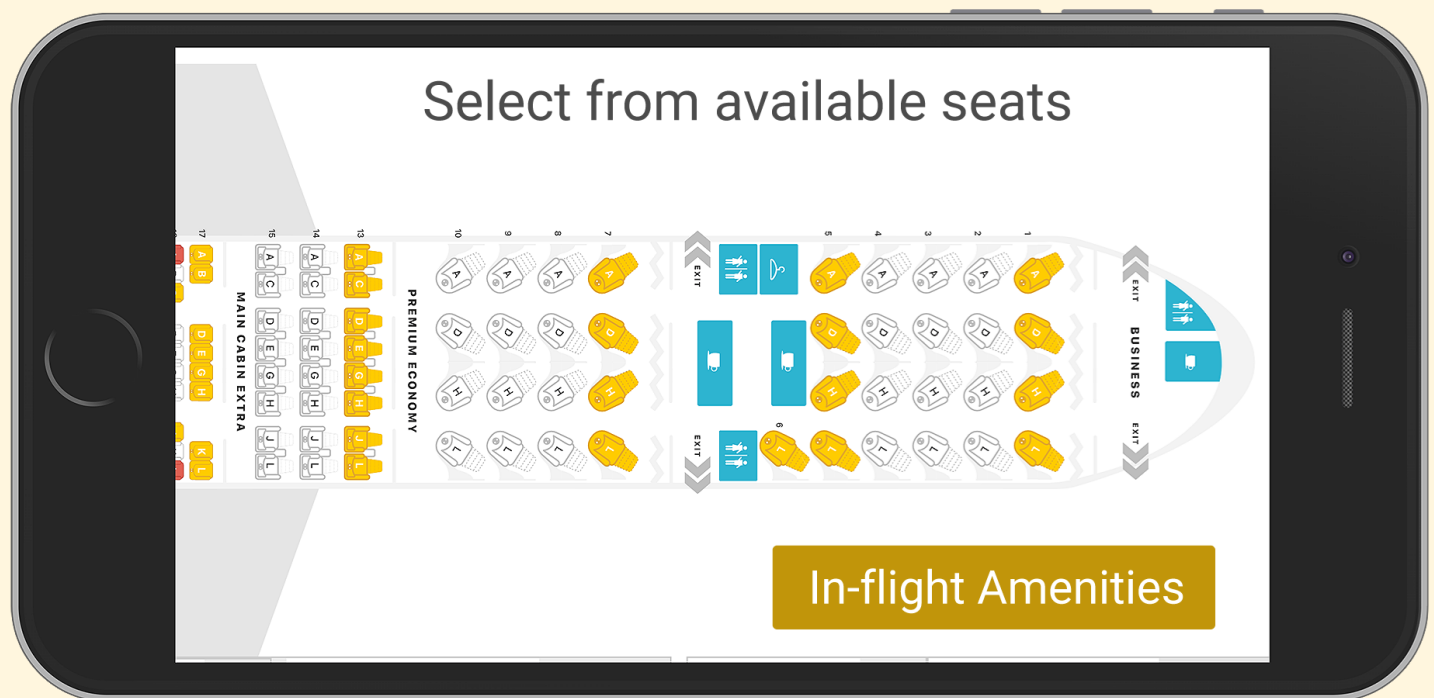
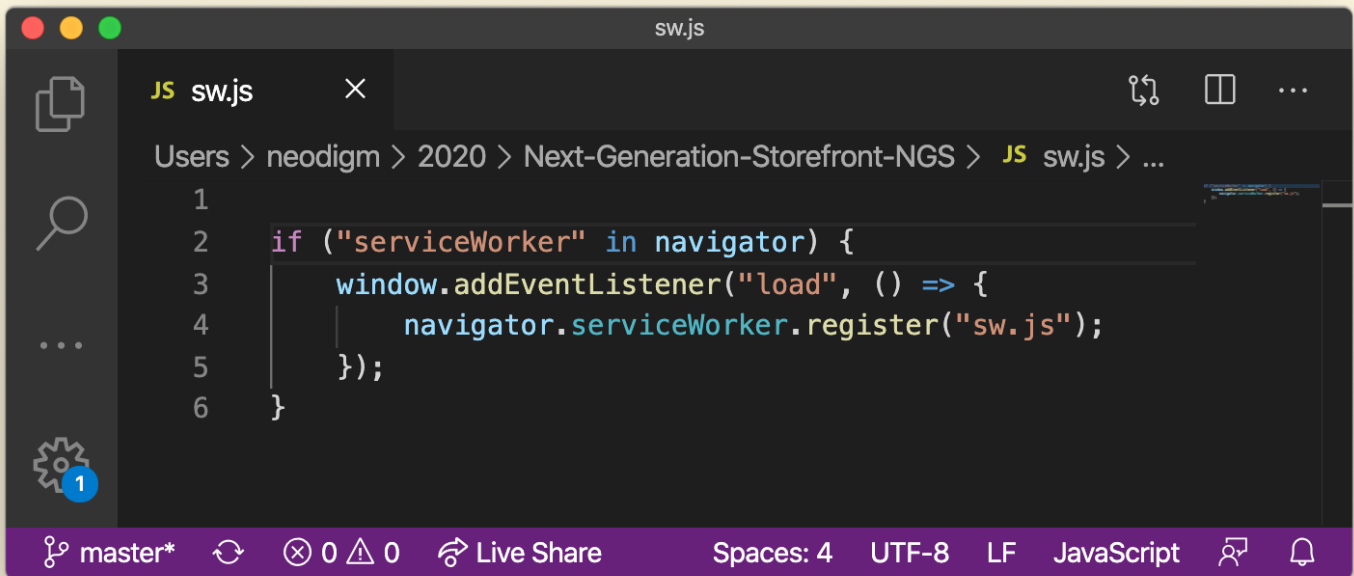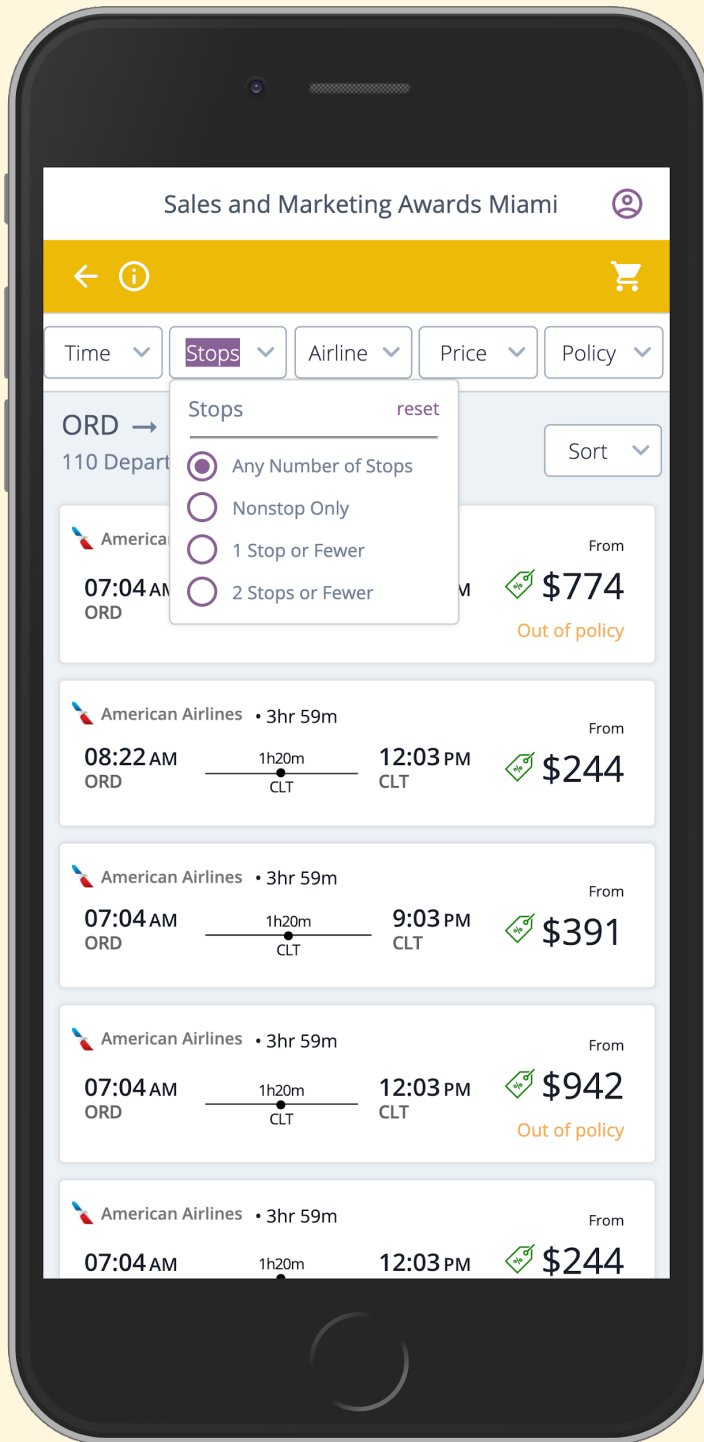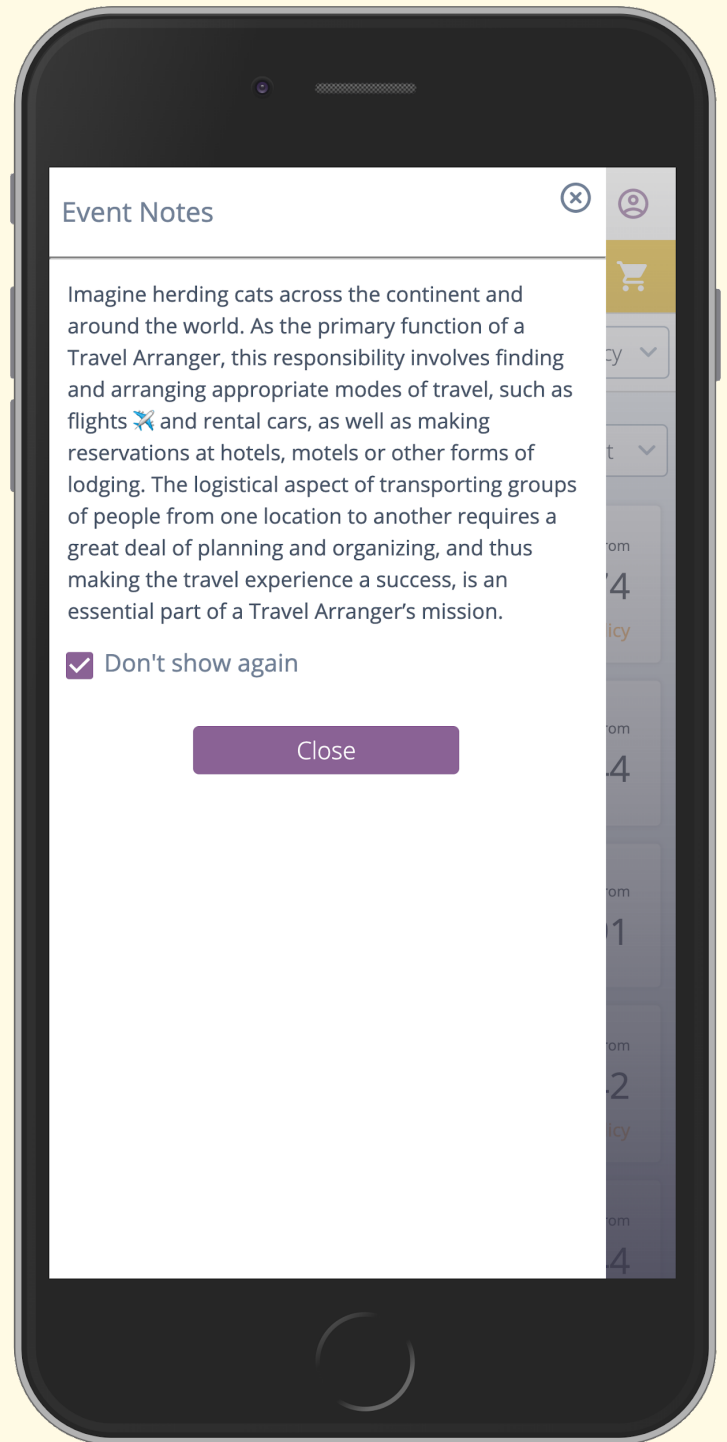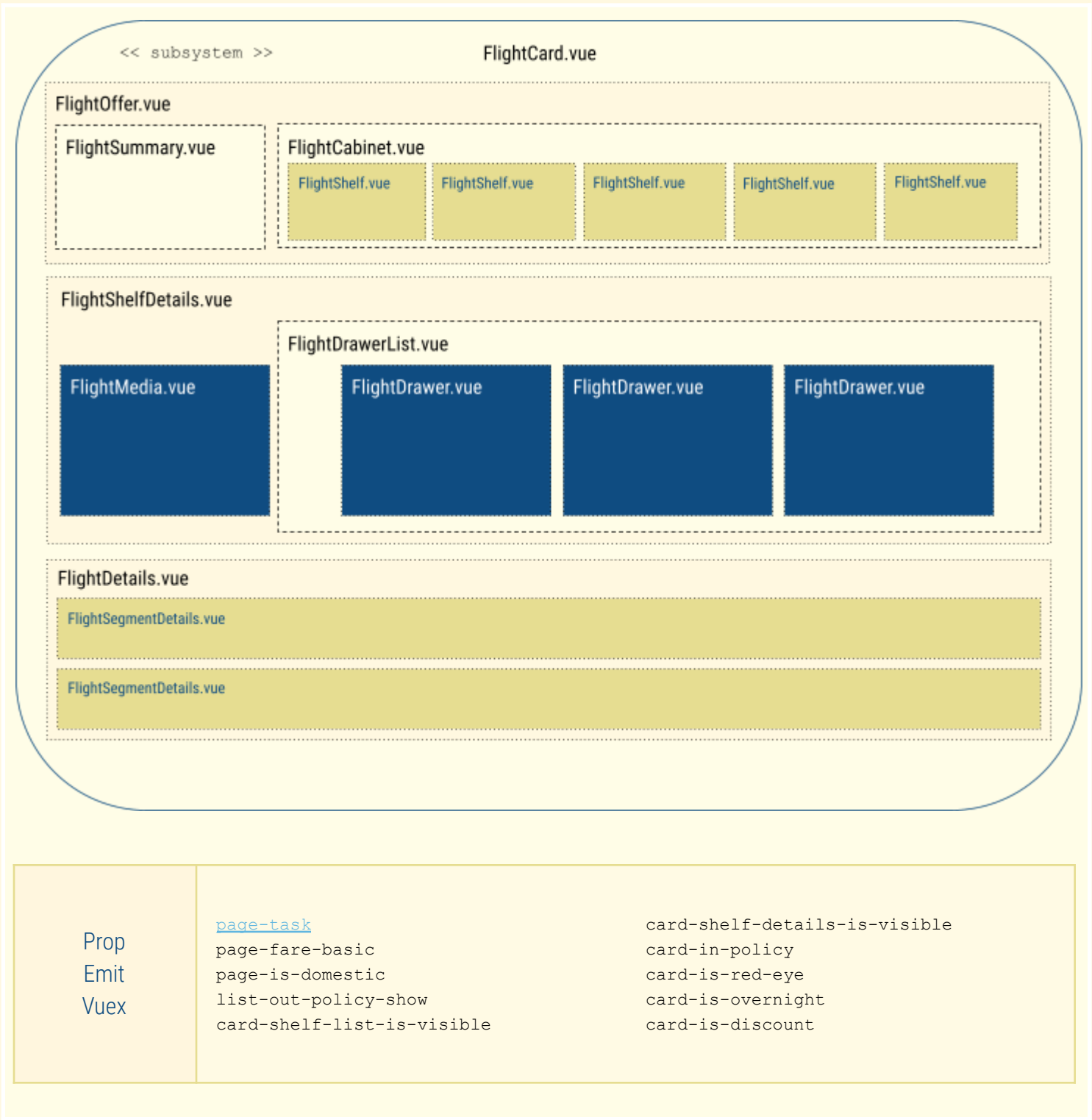| Admin Persona	Travel Arranger
	My travelers need *easy to understand* booking options with passive [validation checks](). I need smart communications so that I can avoid costly delays. *Pain point:* Reluctant travelers who book at the last minute *Primary Device:* Laptop two monitors *Advocacy:* Influencer NPS 8
Novice Use Persona	Infrequent Traveler
	I just want to make sure that I've reserved my flights properly and that I am getting the best value without sacrificing comfort and convenience. *Pain point:* Navigating the unknown *Primary Device:* Desktop *Advocacy:* Passive NPS 4
Expert Use Persona	Business Traveler
	I know how to get from point A to point B. I need an easy app that lets me save my preferences and find/filter based on what is important to me. *Pain point:* Arbitrary rules that stop me from optimizing my travel *Primary Device:* Smartphone *Advocacy:* Influencer NPS 7

Sales and Marketing Awards Miami

| Time ⌄ | Stops ⌄ | Airline ⌄ | Price ⌄ | Policy ⌄ |

Stops   reset

- ⦿ Any Number of Stops
- ◯ Nonstop Only
- ◯ 1 Stop or Fewer
- ◯ 2 Stops or Fewer

ORD →
110 Depart

Sort ⌄

American
07:04 AM
ORD
From
$774
Out of policy

American Airlines • 3hr 59m
08:22 AM ——1h20m——— 12:03 PM
ORD   CLT   CLT
From
$244

American Airlines • 3hr 59m
07:04 AM ——1h20m——— 9:03 PM
ORD   CLT   CLT
From
$391

American Airlines • 3hr 59m
07:04 AM ——1h20m——— 12:03 PM
ORD   CLT   CLT
From
$942
Out of policy

American Airlines • 3hr 59m
07:04 AM ——1h20m——— 12:03 PM
ORD
From
$244

Event Notes

Imagine herding cats across the continent and around the world. As the primary function of a Travel Arranger, this responsibility involves finding and arranging appropriate modes of travel, such as flights ✈️ and rental cars, as well as making reservations at hotels, motels or other forms of lodging. The logistical aspect of transporting groups of people from one location to another requires a great deal of planning and organizing, and thus making the travel experience a success, is an essential part of a Travel Arranger's mission.

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<< subsystem >> FlightCard.vue

FlightOffer.vue

FlightSummary.vue

FlightCabinet.vue

FlightShelf.vue | FlightShelf.vue | FlightShelf.vue | FlightShelf.vue | FlightShelf.vue

FlightShelfDetails.vue

FlightMedia.vue

FlightDrawerList.vue

FlightDrawer.vue | FlightDrawer.vue | FlightDrawer.vue

FlightDetails.vue

FlightSegmentDetails.vue

FlightSegmentDetails.vue

Prop Emit Vuex		
	page-task	card-shelf-details-is-visible
	page-fare-basic	card-in-policy
	page-is-domestic	card-is-red-eye
	list-out-policy-show	card-is-overnight
	card-shelf-list-is-visible	card-is-discount

A copy of the user's itinerary is stored in cache so that It can be accessed when the mobile device is in Airplane Mode. This can become a very important feature when trying to catch a connecting flight while the app is unable to connect to it's service.

```
sw.js

JS sw.js          ×

Users > neodigm > 2020 > Next-Generation-Storefront-NGS > JS sw.js > ...
1
2    if ("serviceWorker" in navigator) {
3        window.addEventListener("load", () => {
4            navigator.serviceWorker.register("sw.js");
5        });
6    }
```

master*   ⊗ 0 ⚠ 0   Live Share   Spaces: 4   UTF-8   LF   JavaScript

Strategic Competencies	Offline-first design, Progressive Web App, Workbox

Architectural Proficiencies	Fetch, JavaScript, Service Workers