FARECOMPARE

UX Wireframes

Desktop
Tablet
Phone

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DESKTOP

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Home Page

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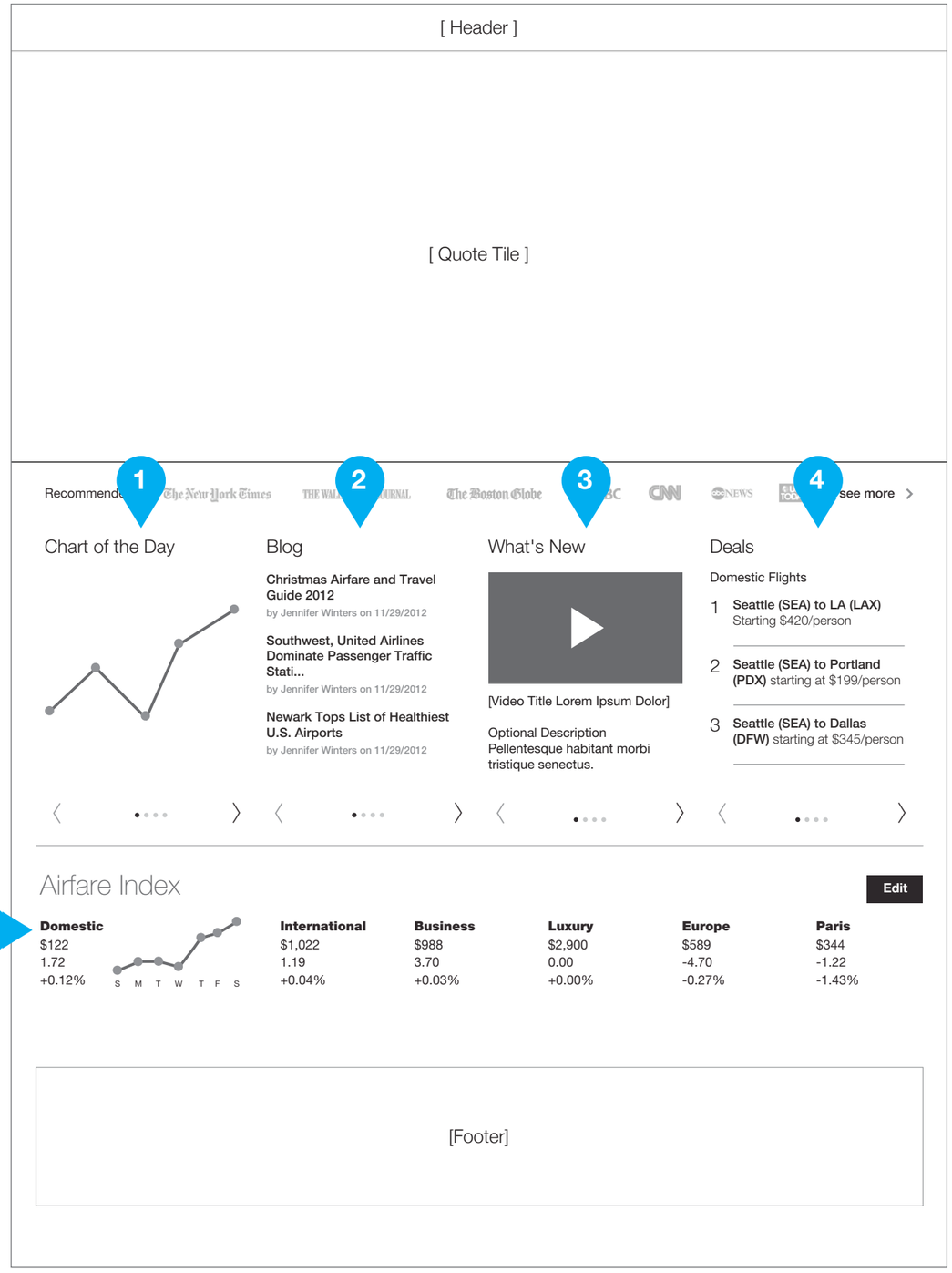

HOME PAGE

The goal of the home page is to support the QME (quote, monitor, explore) usage pattern. The page allows users to frequent users to quickly perform a quote or to navigate to their Dashboard as well as provide insight to the FareCompare value proposition and services provided for users new to the site.

1 Chart of the Day Carousel

This section may also be called "Advice of the Day" and can have up to four charts in the carousel. Users must tap on the arrow to view the next/previous chart in the carousel. Charts are dynamically generated based on the user's detected or known home airport.

2 Blog Teaser Carousel

The Blog Teaser carousel contains up to three groups of links: Recent, Most Shared, and Editor's Picks. Clicking on a article title link directs users to the article page. Users must click on the left/right arrow to view the previous/next group

3 Marketing Teaser Carousel

The Marketing Teaser carousel contains the last three major announcements, a promotional how to video, and a Dashboard promotion. The carousel advances automatically after a delay period of 30 seconds, pausing when the user engages with it (mouse hover.)

4 Deal Box Carousel

The deal box carousel is used to promote up to five groups of deals based on the user's detected or known home airport by category.

The deals group is live and continually rearranges itself to move new deals to the top of the group. Refer to the lists on http://chartbeat.com/demo/#trafficSources.

Clicking on a deal directs users to the Alert Landing page.

5 Airfare Index

See next page.

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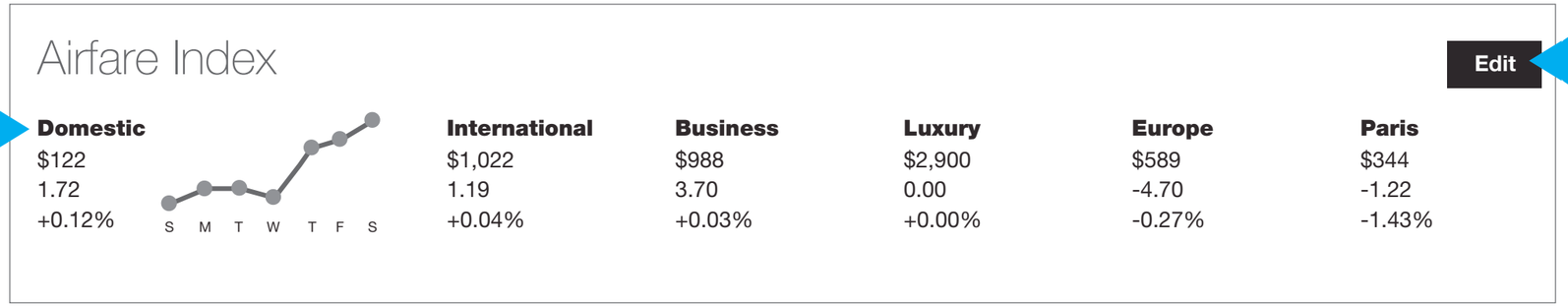
Airfare Index



AIRFARE INDEX

The Airfare Index section is conceptually similar to the index ribbon at the top of the Yahoo! Finances website.

1 Index
Up to six indices can be displayed in this area. The first is accompanied by its chart while the rest only have name, current value, change, and change %.

Clicking on an index reveals an overlay containing the chart and short description similar to a Tile Overlay. Clicking on the Learn More link takes users to the blog post describing the index. Overlay options are limited to dismiss and share.

2 Edit
Clicking on this button reveals the Page Preferences where user can select/hide and order indices. Examples of indices include: Domestic, International, Business, Luxury, Country, and City.

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Header & Footer

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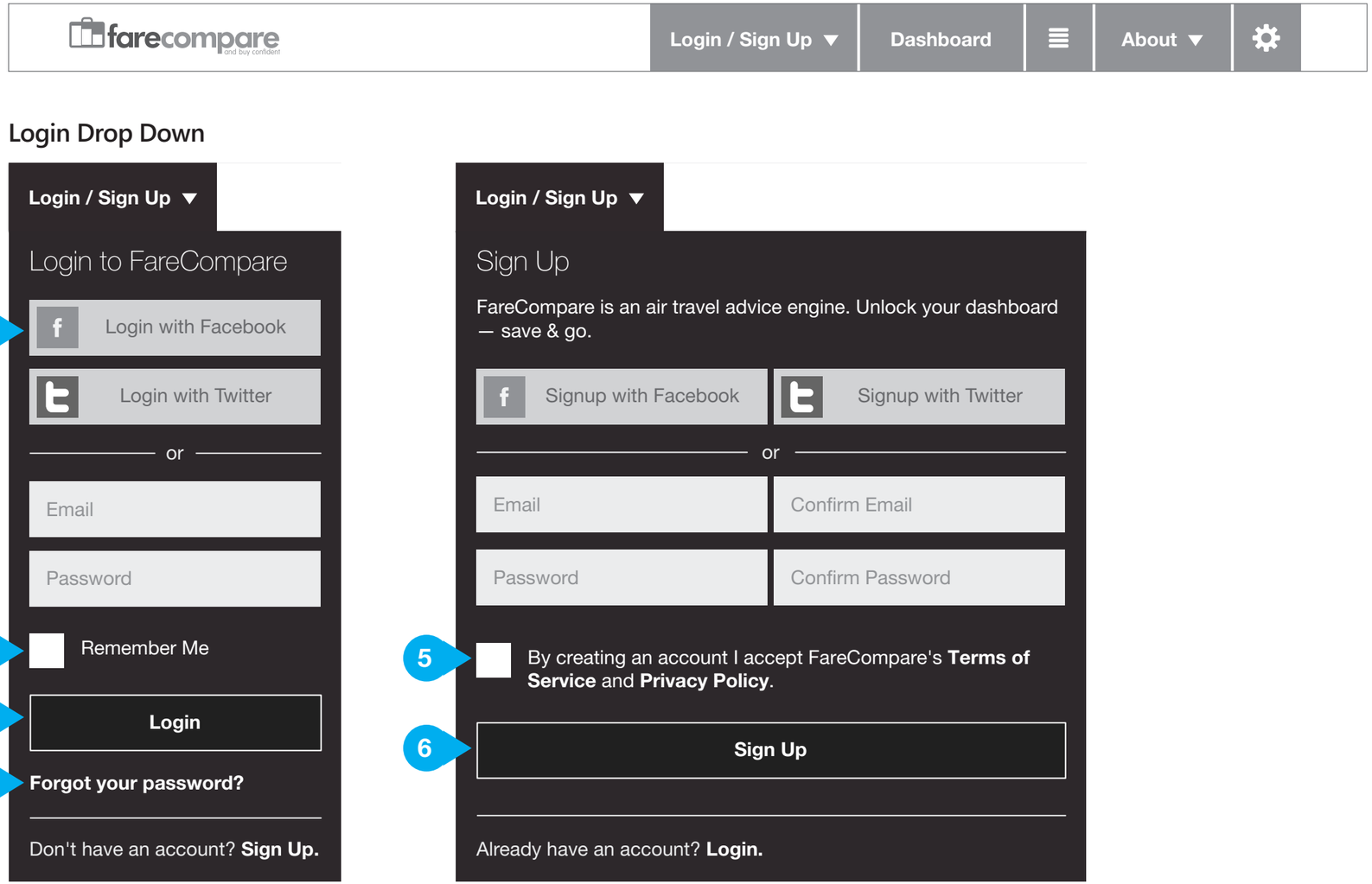

HEADER - LOGIN/SIGN UP BUTTON - USER NOT LOGGED IN

When users are not logged in, the button displays a prompt to login or sign up. Clicking on the button reveals the login/signup drop down.

1 Social Login
Clicking on button brings up the login UI for that social site in a popup.

2 Remember Me
If checked, users will be automatically logged in the next time they visit FareCompare.com.

3 Login Button
If the credentials are correct, clicking on the button dismisses the drop down and reloads the page to the logged in state. If the credentials are incorrect, an error message is displayed underneath the button.

4 Forgot Password
Clicking on the "Forgot your password?" text displays the Retrieve Password drop down. See next page.

5 Accept Policy
Must be checked before new accounts can be created. Clicking on the links takes users to the Terms of Service or Privacy Policy page. Display error message if users click on the Signup button without it checked.

6 Sign Up Button
If the credentials are correct, clicking on the button dismisses the drop down and reloads the page to the logged in state. If the credentials are incorrect, an error message is displayed underneath the button.

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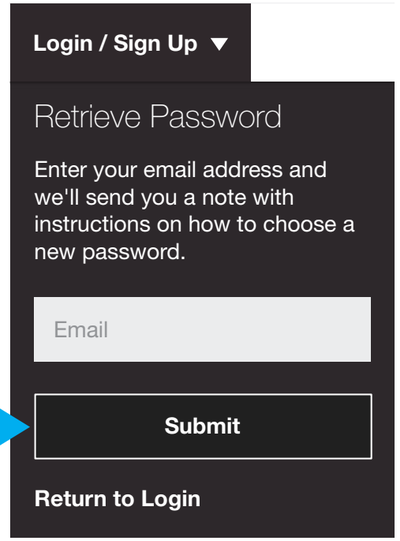
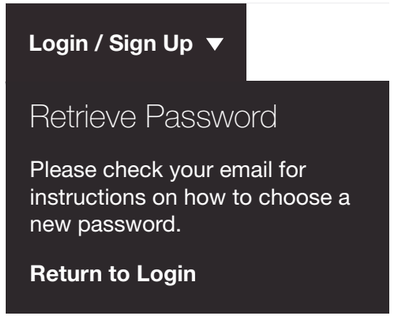
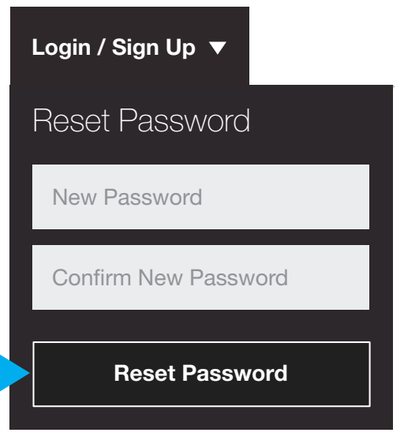
Retrieve Password Drop Down



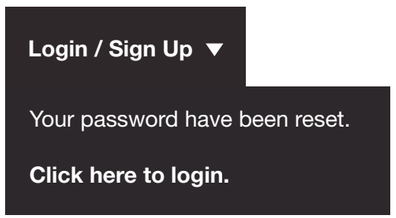
Retrieve Password Confirmation



Password Reset Drop Down



Password Reset Confirmation



HEADER - LOGIN/SIGN UP BUTTON - RETRIEVE PASSWORD

1 Send
Clicking on the "Forgot your password?" text on the Login drop down (see previous page) displays the Retrieve Password drop down.

Clicking on the Submit button sends the password reset instructions to the user's email and displays the Retrieve Password Confirmation.

2 Reset Password
The Password Reset drop down is automatically revealed when users arrive at the Homepage via the password reset email instruction.

If the new passwords in the two text fields match, clicking on the Reset Password button displays the Password Reset Confirmation. If the passwords don't match, an error message is displayed.

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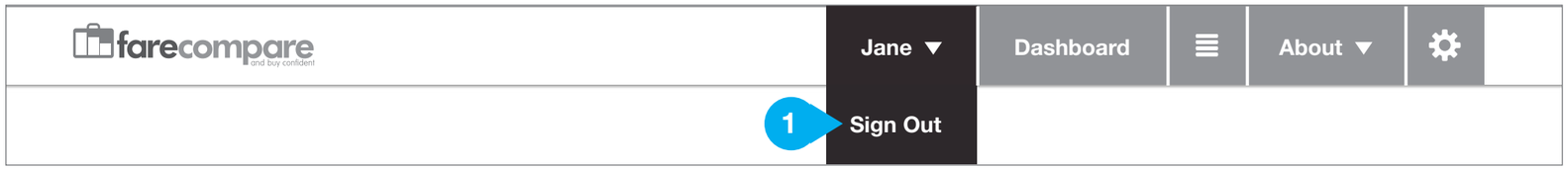
Header (User Logged In)

Logged In Drop Down



HEADER - LOGIN/SIGN UP BUTTON - USER LOGGED IN

When the user is logged in, the Login/Sign Up button displays the user's first name. Clicking on the button displays the Logged In drop down.

1 Sign Out
Clicking on the text dismisses the drop down and reloads the page to display the logged out state.

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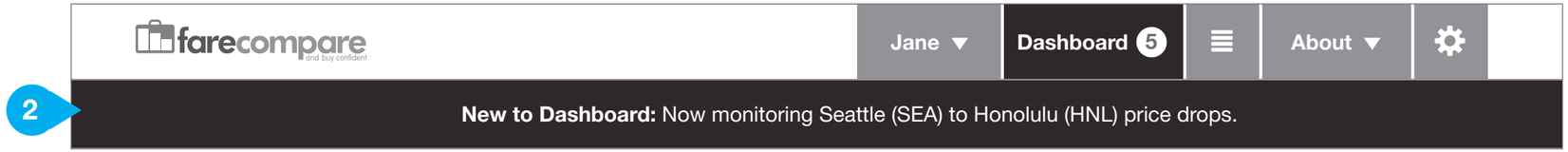
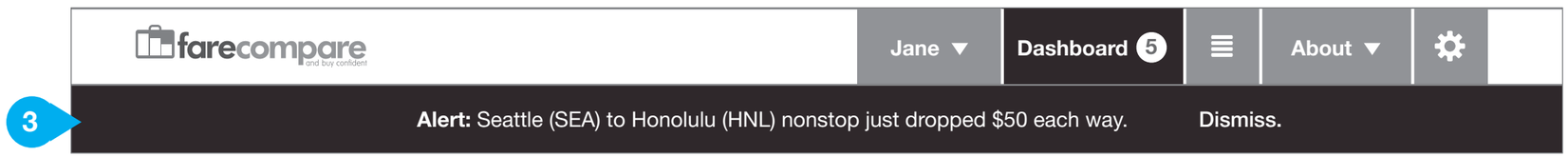
Dashboard Counter

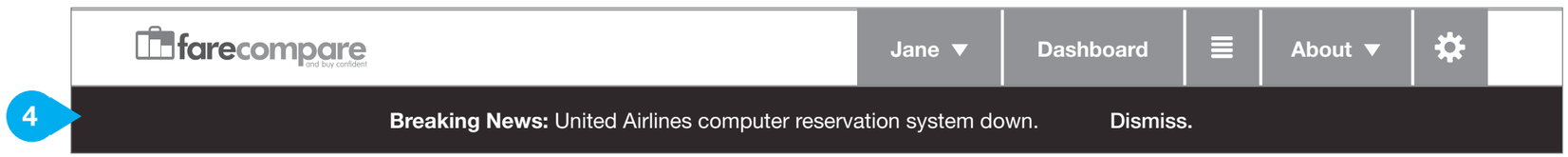
New to Dashboard Notification



Alert Notification



Breaking News Notification



HEADER - DASHBOARD BUTTON + NOTIFICATIONS

The interactions described on this page is applicable for both logged in and logged out users. Clicking on the Dashboard button directs users to the Dashboard page. Note: Each notification types will have a different treatment to be explored further in the UI design phase.

1 Badge

The Dashboard badge displays the number of tiles that are in the Recent tile group on the Dashboard page and in incremented upon new alert or when new content is added to the Dashboard.

2 New to Dashboard Notification

This type of notification slides down from the header whenever a content item is added to the Dashboard and automatically disappears after several seconds. Clicking on the notification directs users to the Dashboard page with the corresponding tile revealed.

3 Alerts Notification

This type of notification slides down from the header whenever users need to be alerted. Users can hide the notification by clicking on the Dismiss text. Otherwise, the notification will remain visible for the length of time specified in the polling response. Clicking on the notification directs users to the Dashboard page with the corresponding tile revealed.

4 Breaking News Notification

This type of notification slides down from the header whenever the polling API detects a breaking news message. Users can hide the notification by clicking on the Dismiss text. Otherwise, the notification will remain visible for the length of time specified in the polling response.

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Recent Activities Drop Down

HEADER - RECENT ACTIVITIES

Clicking on the Recent Activities button reveals the Recent drop down which contains the last five searches and major pages visited during a session by name.

1 Recent Location
Clicking on a recent location link takes users to that page.

2 View All
Clicking on the the View All link directs users to the Dashboard page in timeline view.

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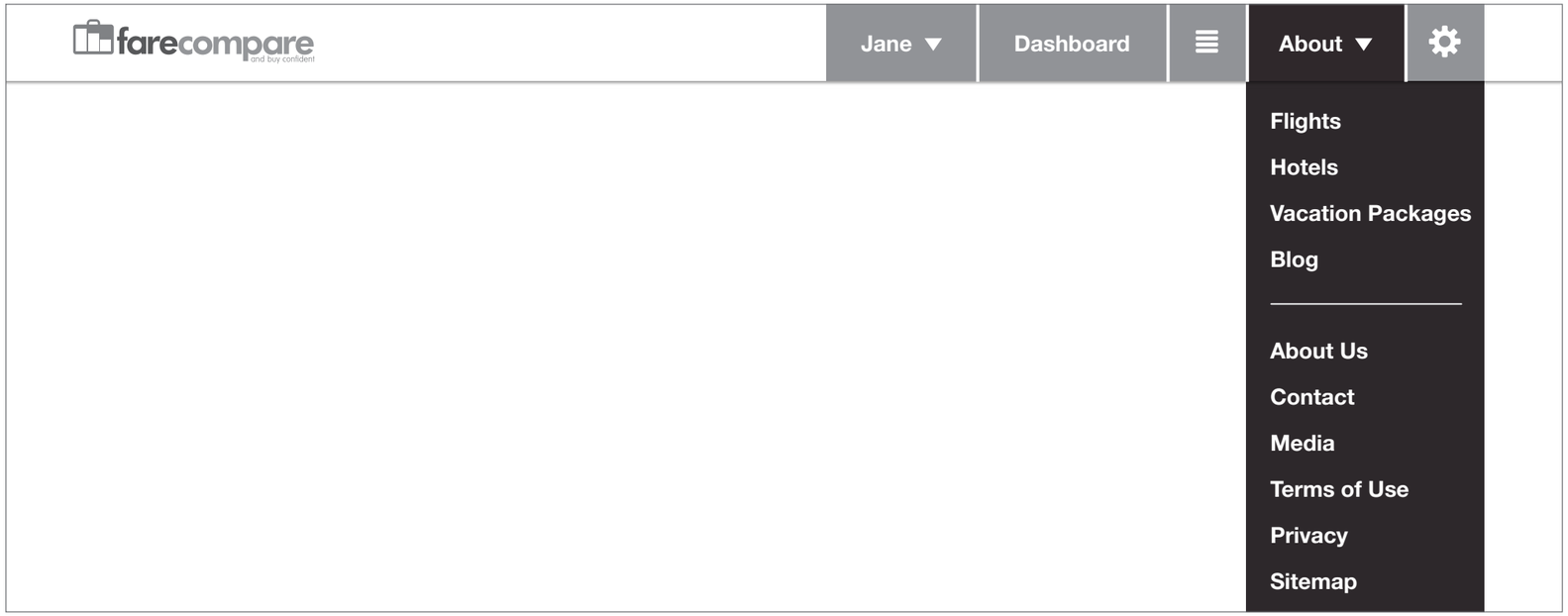
First Time Visitor



HEADER - MENU/ABOUT

Clicking on the About button reveals the About drop down menu which contains links to the Blog, About Us, Terms of Service and Privacy Policy pages.

Additional links may be added in the future to mimic Pinterest's About menu.

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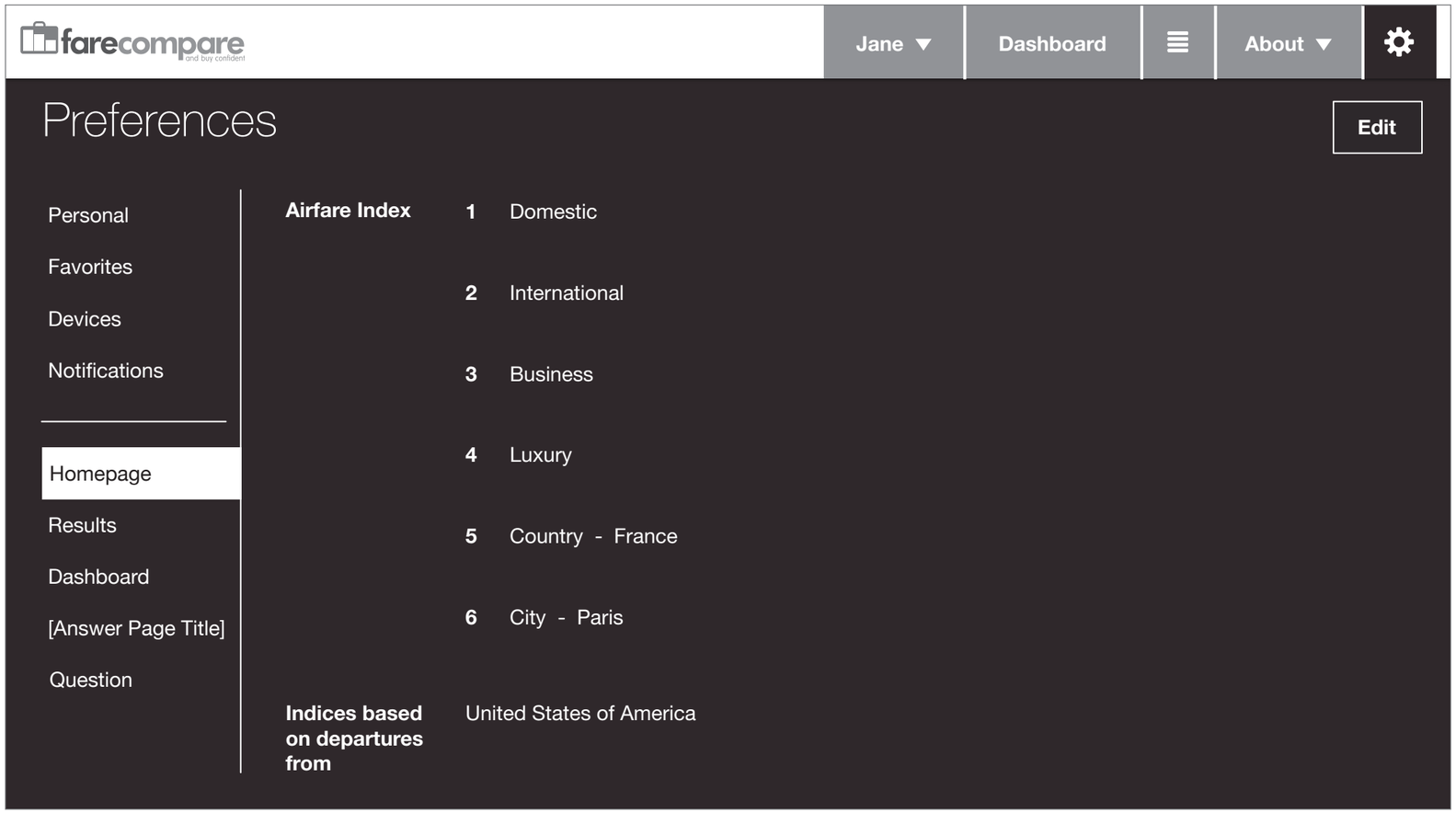

HEADER - PREFERENCES

Clicking on the gear icon causes the Preferences pane to slide down from below the Header area. Depending on which page the user is on when clicking the icon, they will be presented with the preference options for that page.

This is the preference pane for the Homepage. The six indices slots are pre-populated with default values. Users will be presented with a suggestion dropdown containing non-geographical indices like Domestic, Business, and Luxury as well as cities and countries by name.

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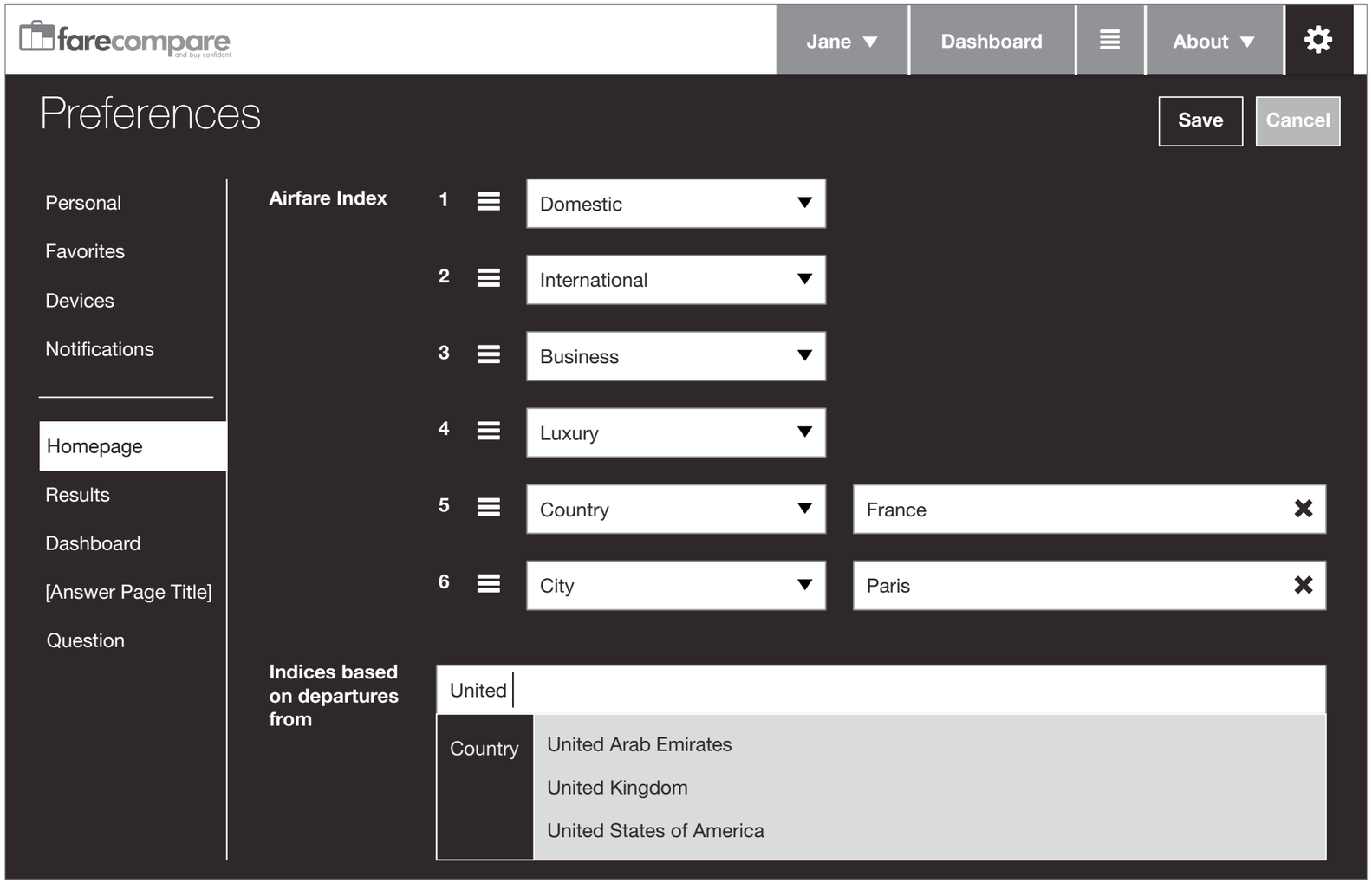
HEADER - PREFERENCES (EDIT MODE)



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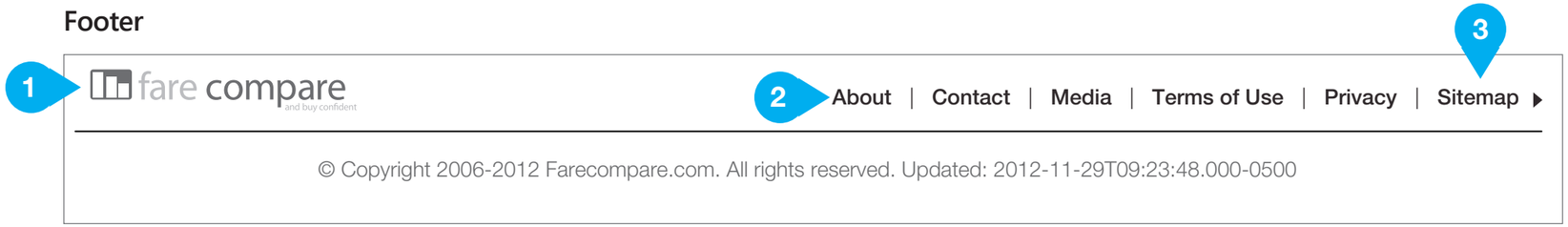
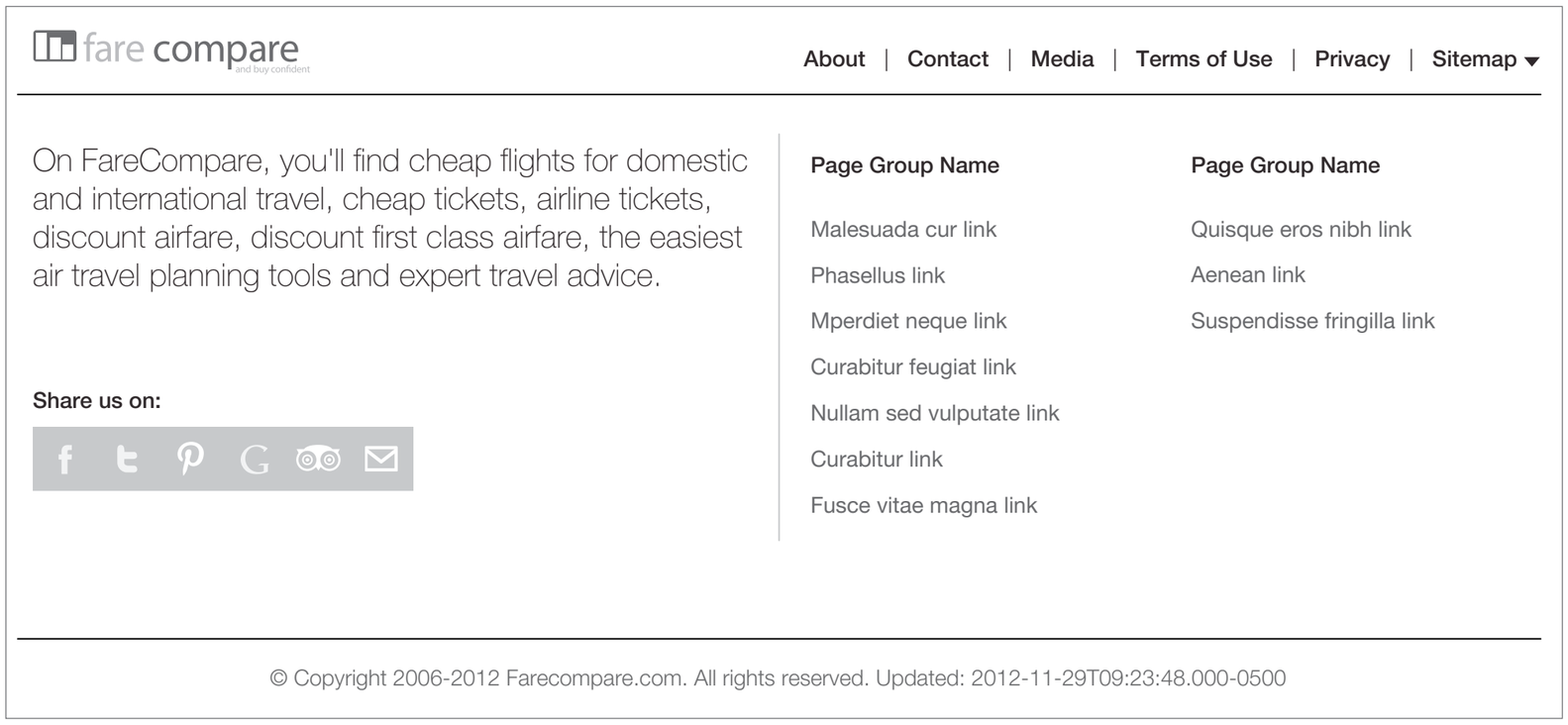
Footer



Fat Footer



FOOTER

The footer appears at the bottom of every page of FareCompare.com.

1 Logo
Clicking on the logo directs users to the Homepage.

2 Misc. Pages
Clicking on any of these links takes users to the corresponding pages.

3 Fat Footer (EXAMPLE ONLY)
Alternatively, clicking on the Sitemap text could reveal a fat footer containing e.g. less important call to actions alongside the sitemap.

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Global Preferences

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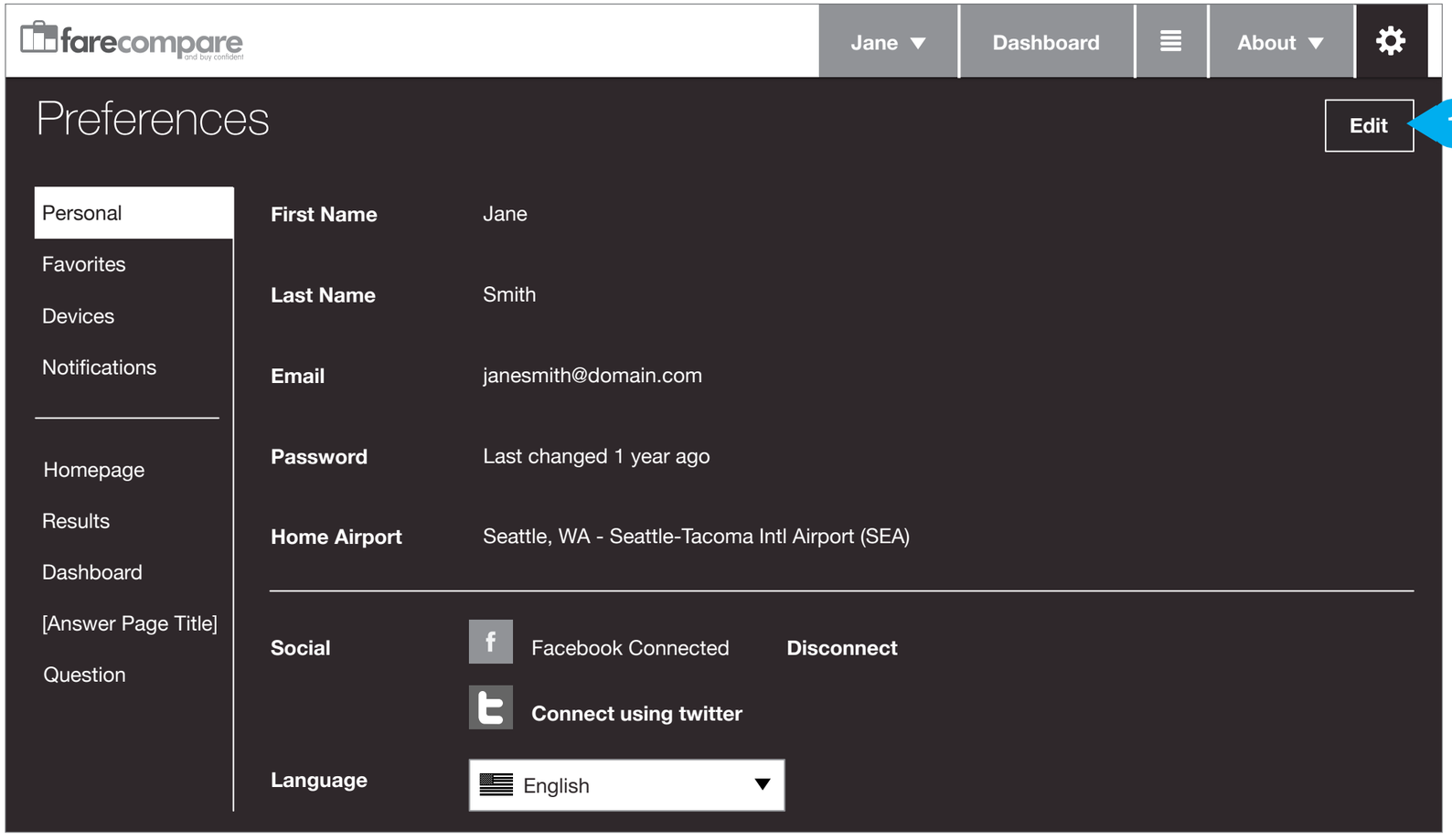

PERSONAL

1 Edit
See next page.

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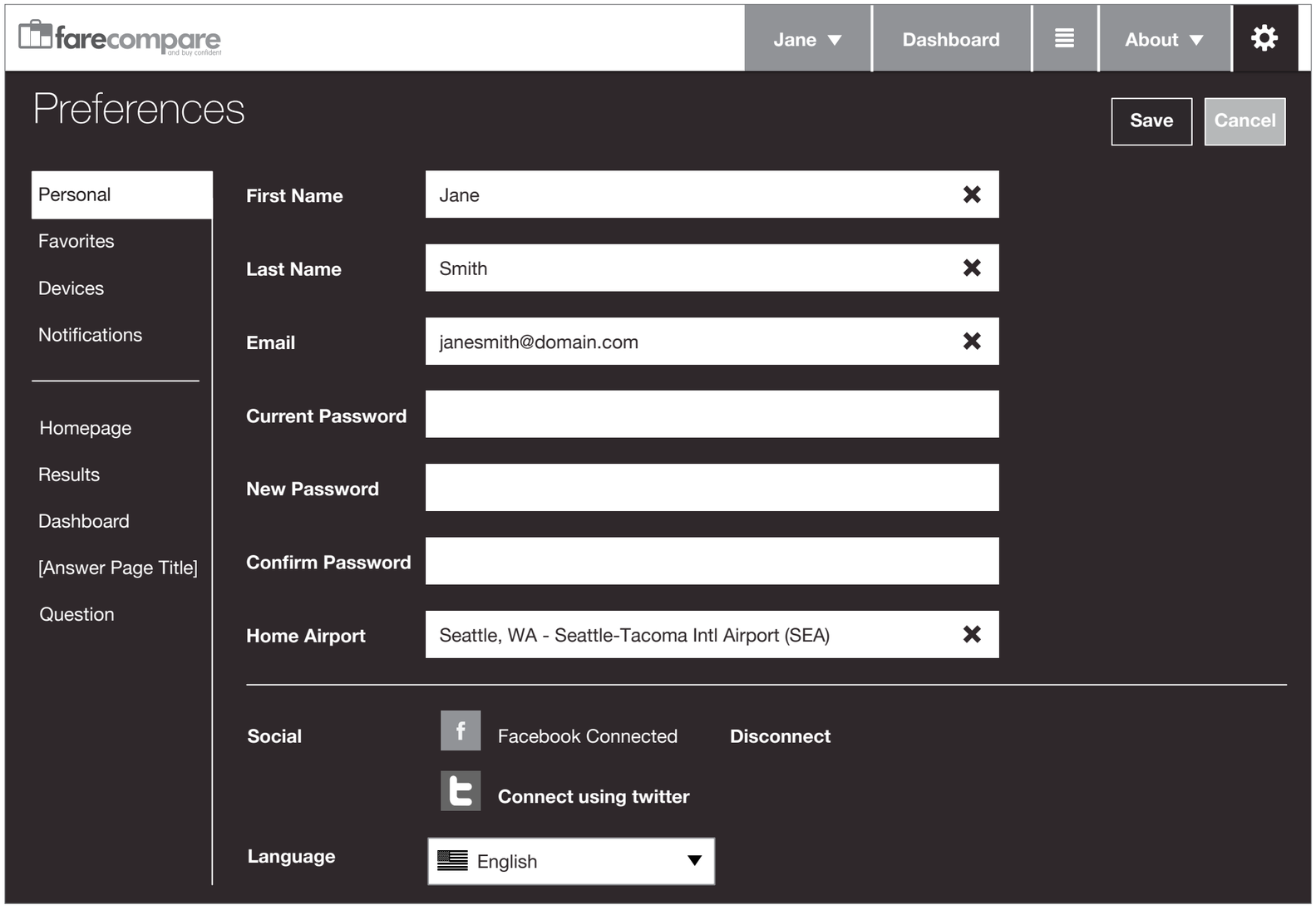
PERSONAL (EDIT MODE)



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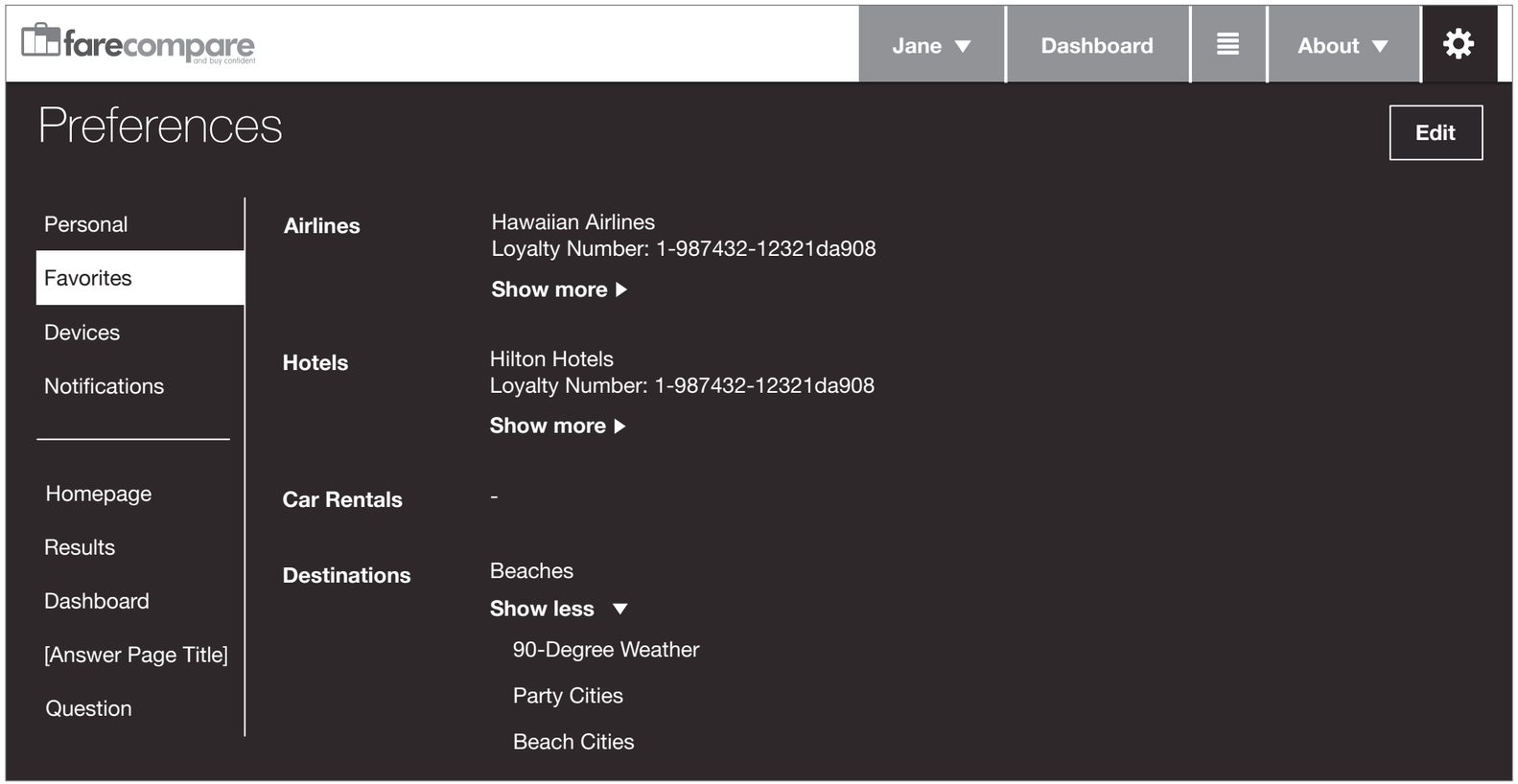

FAVORITES

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FAVORITES (EDIT MODE)

farecompare
and buy confident

Jane ▼ | Dashboard | ☰ | About ▼ | ⚙

Preferences

Save | Cancel

- Personal
- Favorites
- Devices
- Notifications

- Homepage
- Results
- Dashboard
- [Answer Page Title]
- Question

Airlines

Airline Name | Loyalty Number | +

✖ Hawaiian Airlines
Loyalty Number: 1-987432-12321da908

Show more ▶

Airlines

Hotel Name | Loyalty Number | +

✖ Hilton Hotels
Loyalty Number: 1-987432-12321da908

Show less ▼

✖ Four Seasons Hotels and Resorts
Loyalty Number: 1-987432-12321da908

✖ Ritz-Carlton
Loyalty Number: 1-987432-12321da908

Car Rental

Car Rental Service Name | Loyalty Number | +

Destination

Category/Geography | +

- Beaches
- Casinos
- Monte Carlo

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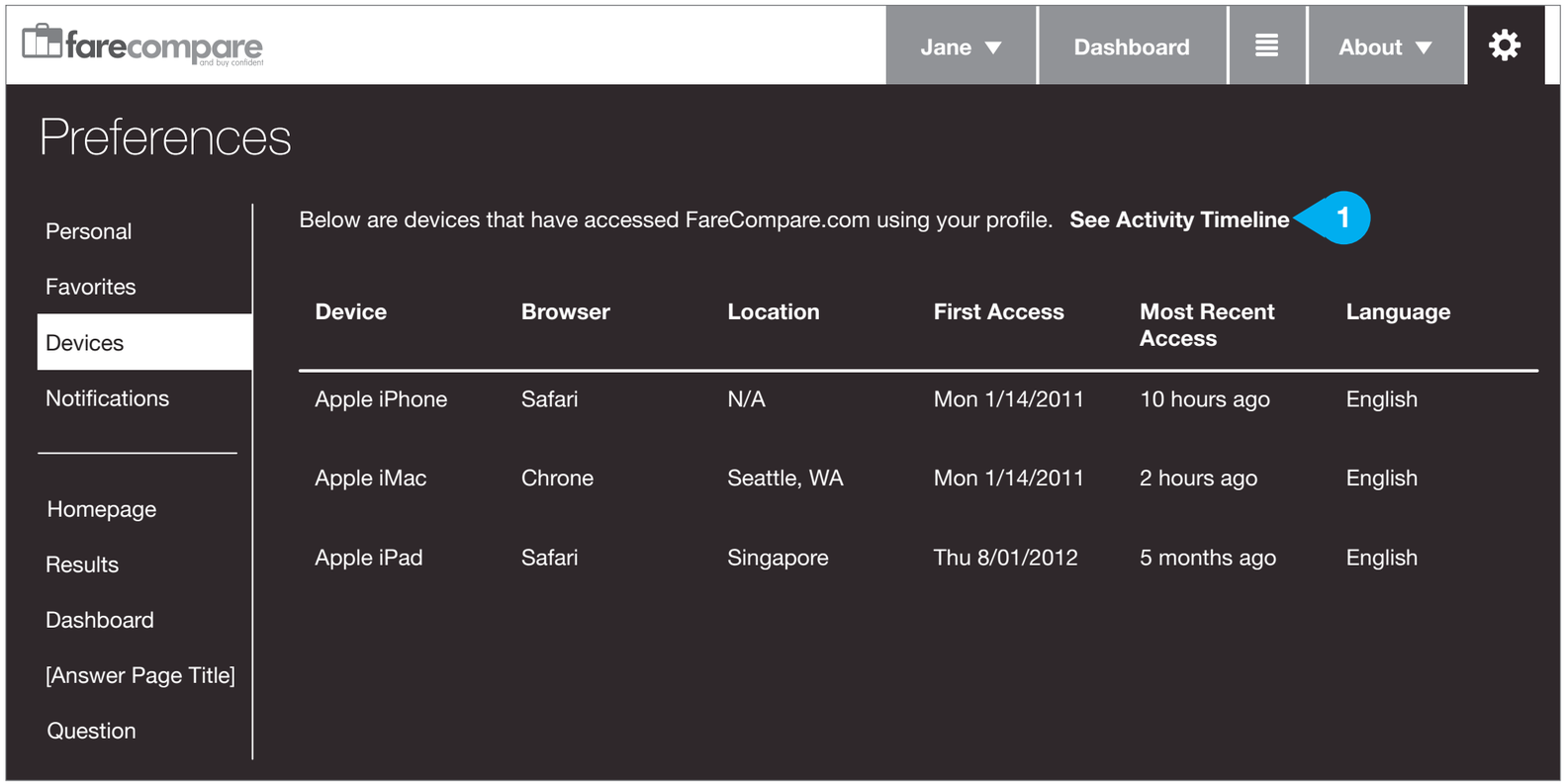

DEVICES

1 To Dashboard

Clicking on the See Activity Timeline link directs users to the Dashboard page in timeline view.

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NOTIFICATIONS

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Quote Tile

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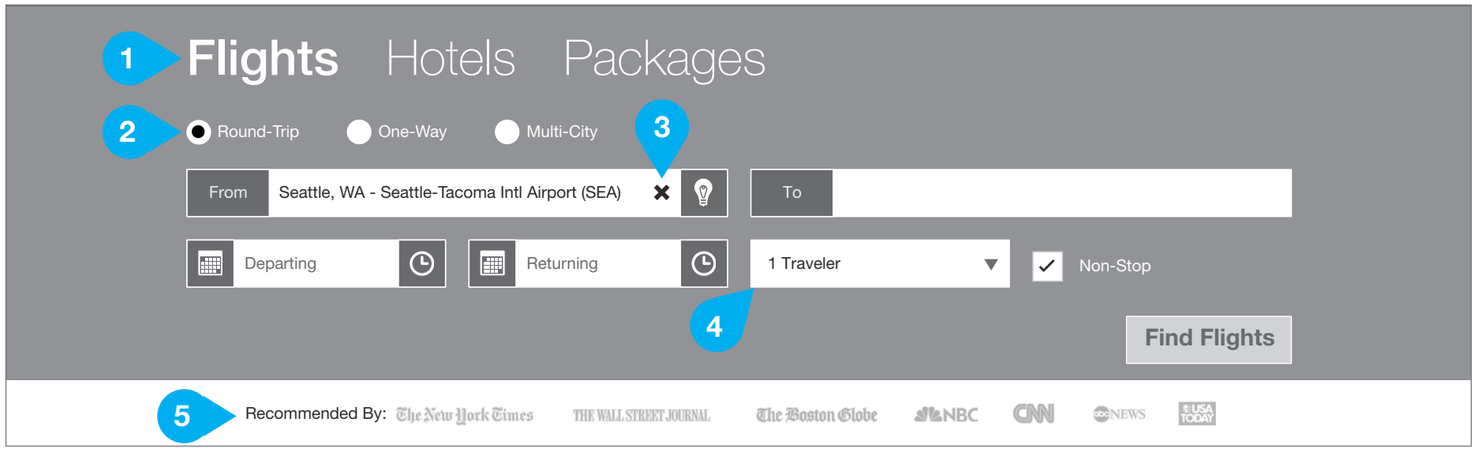
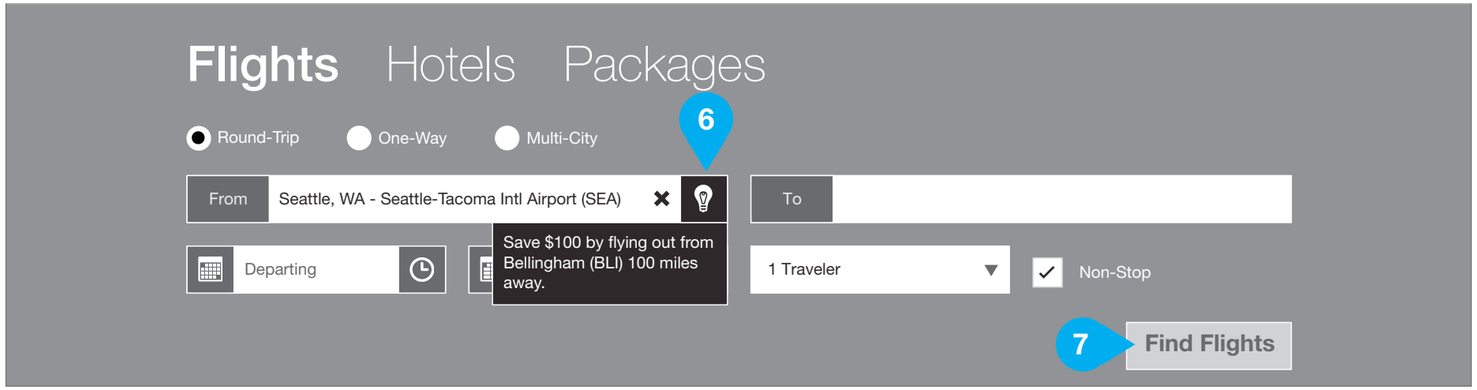
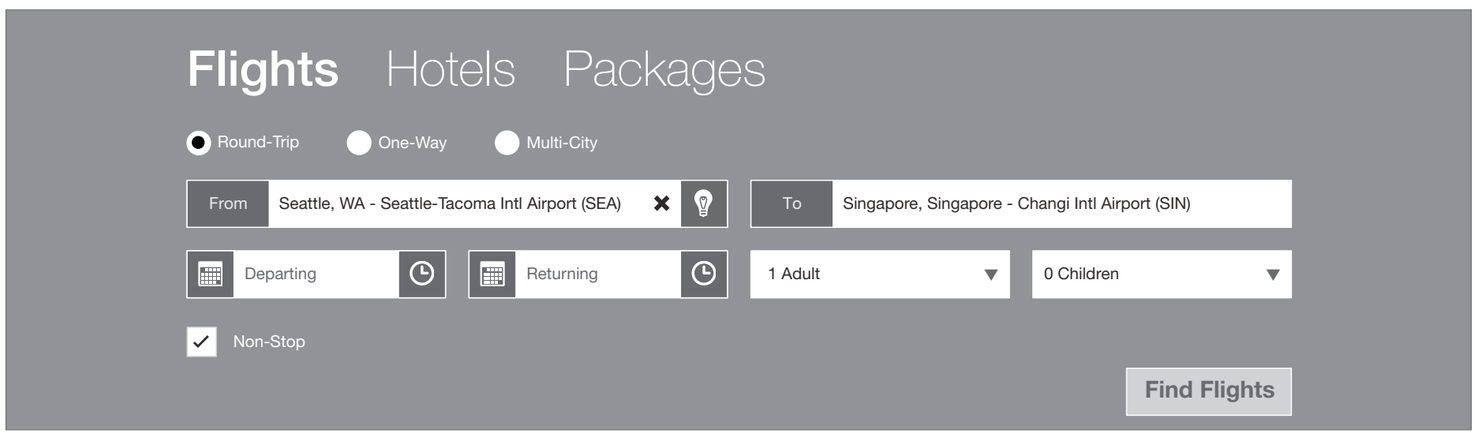
Round Trip



Advice



International Flight



QUOTE TILE

The goal of the Quote Tile is to get users as quickly as possible to the Results page.

1 Header
Clicking on "Hotels" or "Packages" changes the quote tile to the hotel or vacation package search experience.

2 Trip Type
Users can search for Round-Trips, One-Way, or Multi-City trips.

3 Clear Field
Clicking on this icon clears the text field. The icon is hidden if the field is blank. The clear icon appears on all text fields that has a value.

4 Travellers
Max: 6. For international flights, users will be able to specify the number of adult and children travellers.

5 Credibility Ribbon
The credibility ribbon features logos of media sources that have endorsed FareCompare. Users cannot interact with the logos.

6 Advice (Optional)
A value proposition of the FareCompare Quote Tiles are the various advice weaved throughout the experience. In this example, clicking on this icon reveals an advice about cheaper flights from nearby airports. A similar icon and advice may appear on the To field. The icon will be hidden if there are no advice.

7 Find Flight
The Find Flight button is disabled until all requirements for a quote are met.

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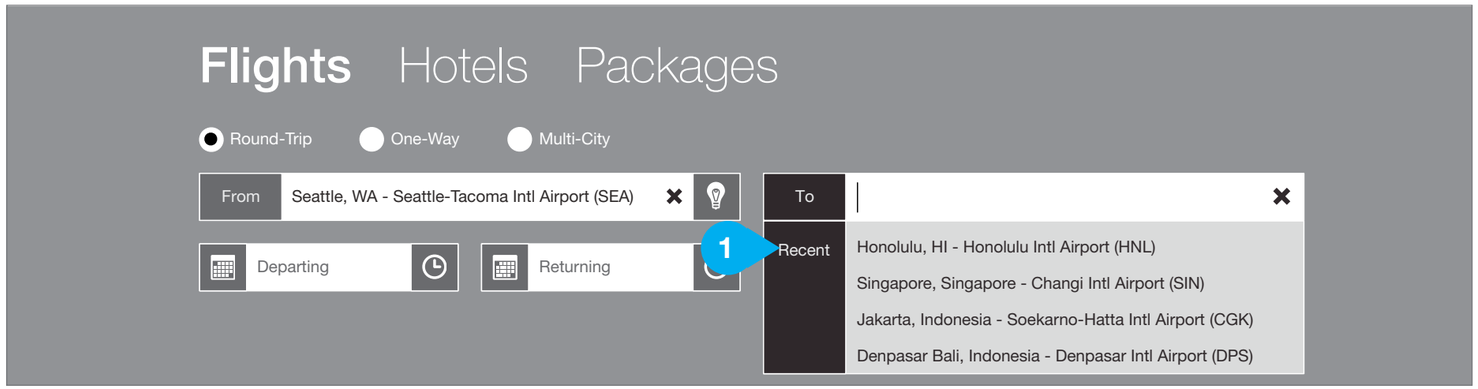
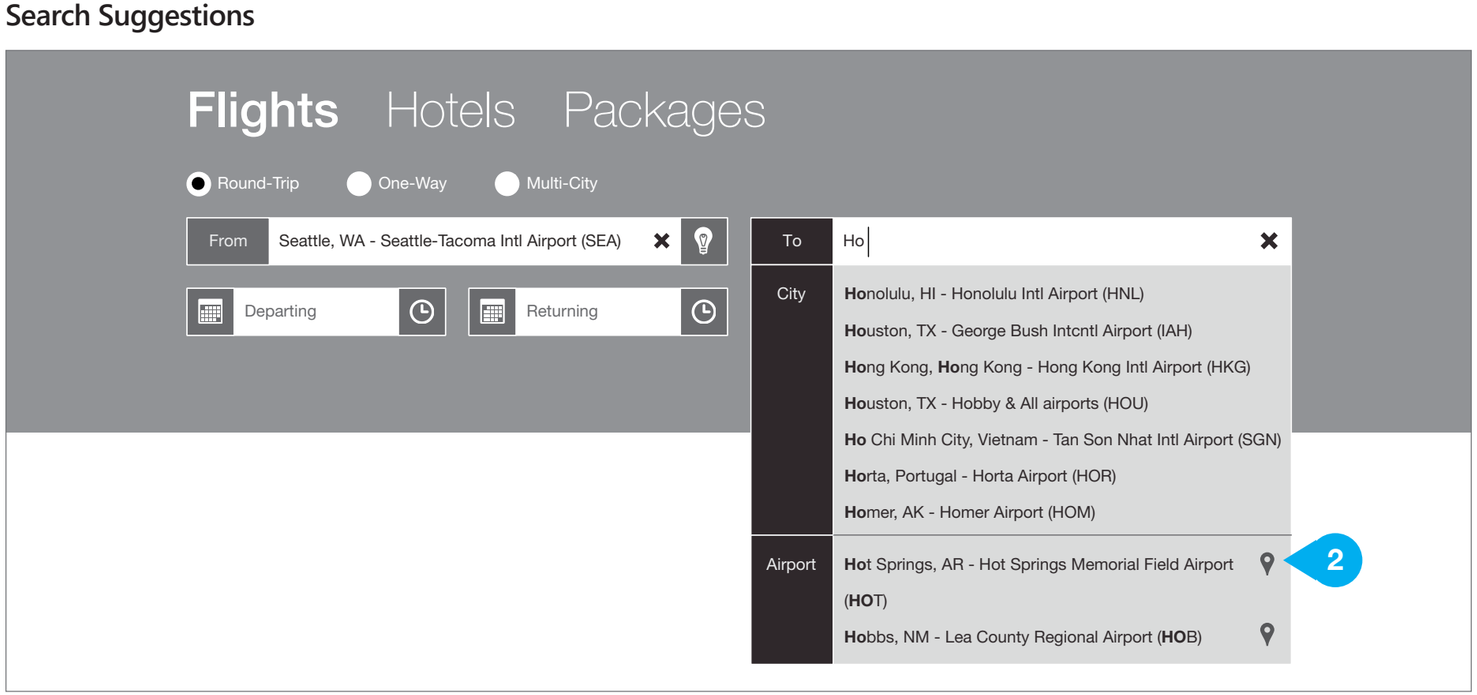
Recent Searches



Search Suggestions



SUGGESTION DROP DOWN

1 Recent Search
If the user has searched for a quote before, clicking on the From or To field will reveal a drop down containing recent origin or destination airports. Otherwise, a suggestions drop down containing matching cities and airports will appear as users type. Users can click or arrow-down to select a suggestion.

2 Airports Suggestions
Clicking on an airport selects and adds it to the text field. Clicking on the map icon reveals the Airport Map overlay (see next page.)

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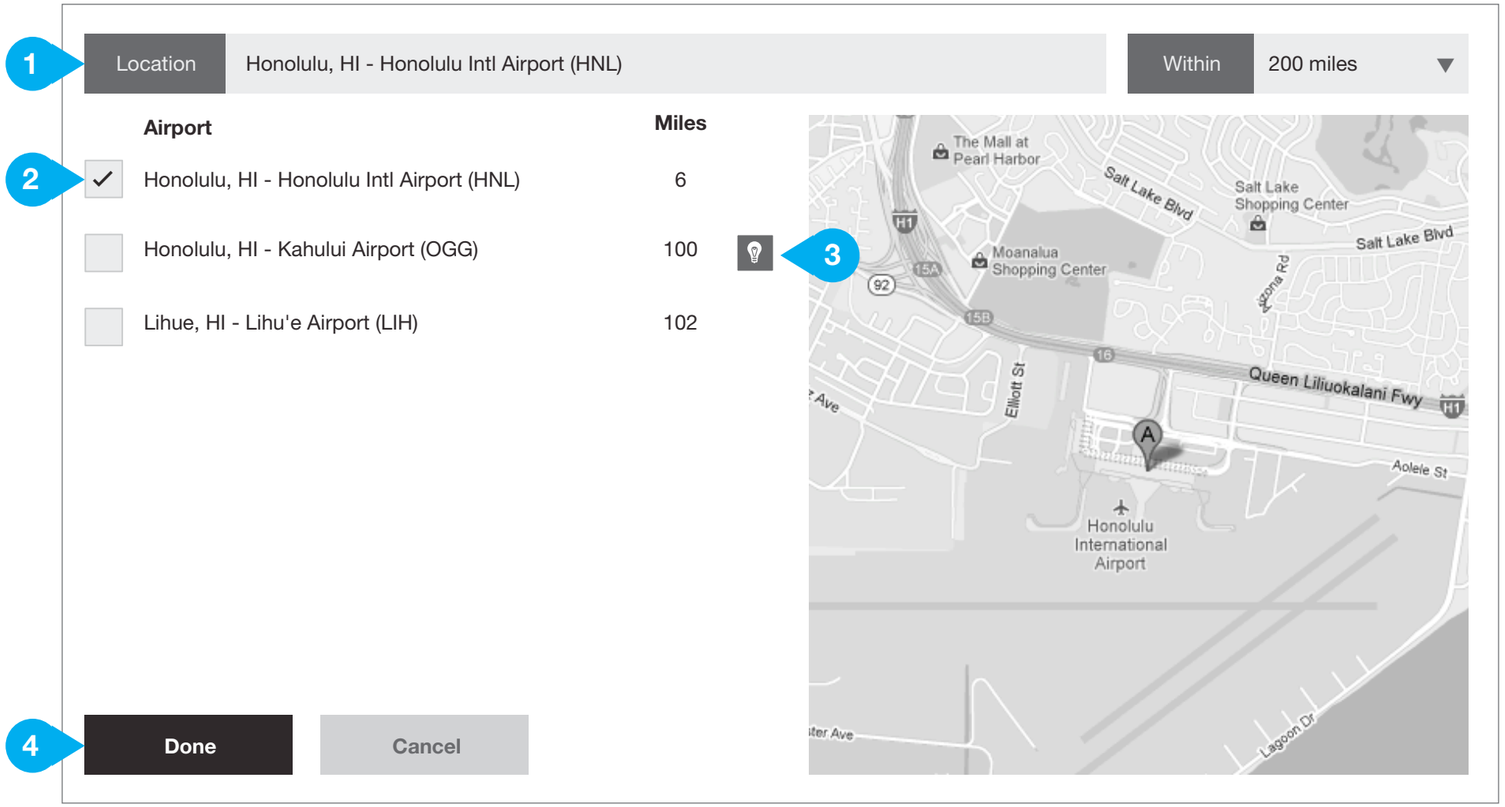
Airport Map Overlay



AIRPORT MAP

The map overlay allows users to see the locations of nearby airports.

1 Location
The Location field is pre-populated with the airport name the user clicked on from the suggestion drop down on the Quote Tile. Users can view other nearby airports by adjusting distance using the Within drop down menu. Changing the value of the Location field refreshes the overlay to display the new location.

2 Map
Clicking on an airport name text centers the airport location on the map. Users can check one or more airports to add to the quote. Users cannot interact with the map.

3 Advice
If there are any advice associated with an airport, clicking on this icon reveals a flyout similar to the one on the Quote Tile. The icon will be hidden if there are no advice.

4 Done
Dismisses the overlay and returns the user to the quote tile. Any airports checked will be added to the To or From field.

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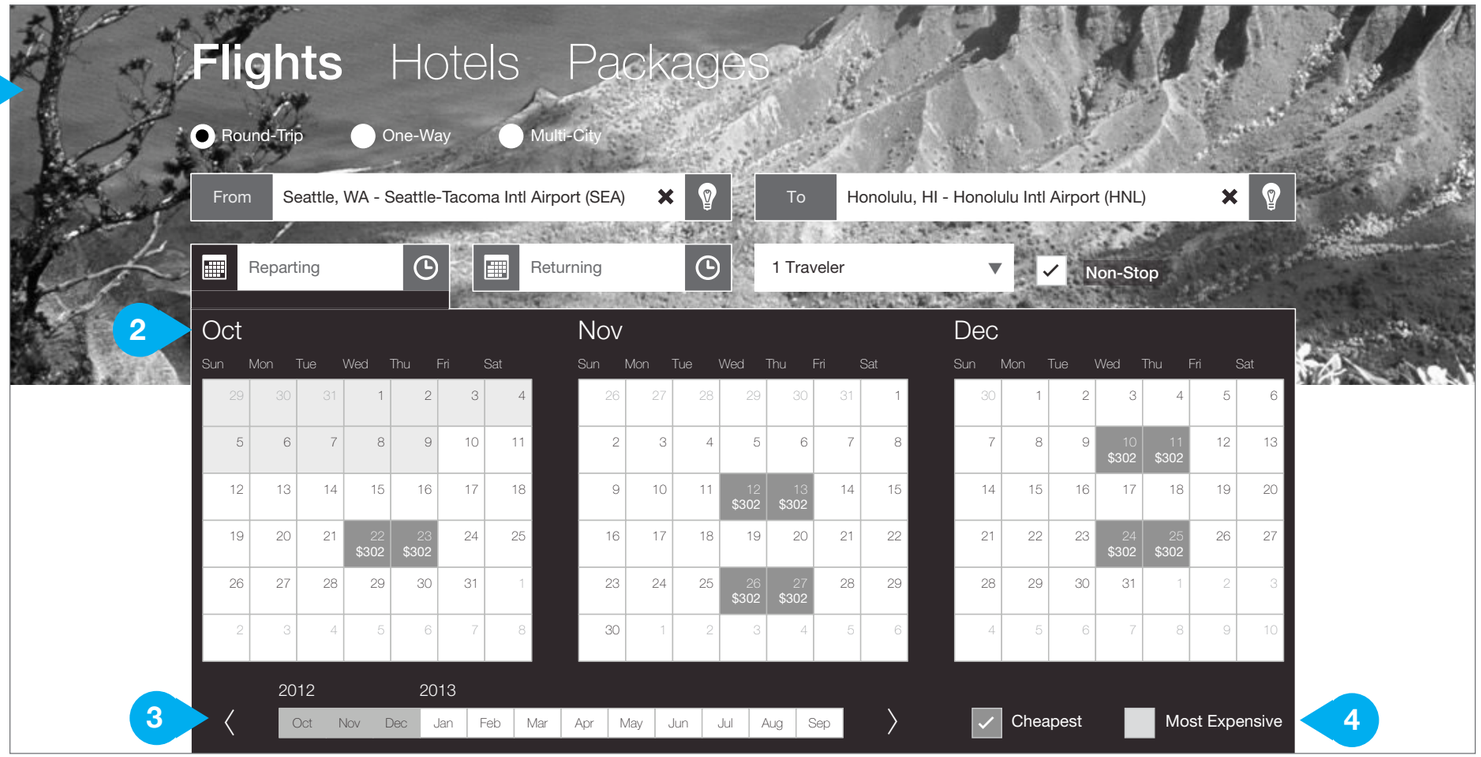
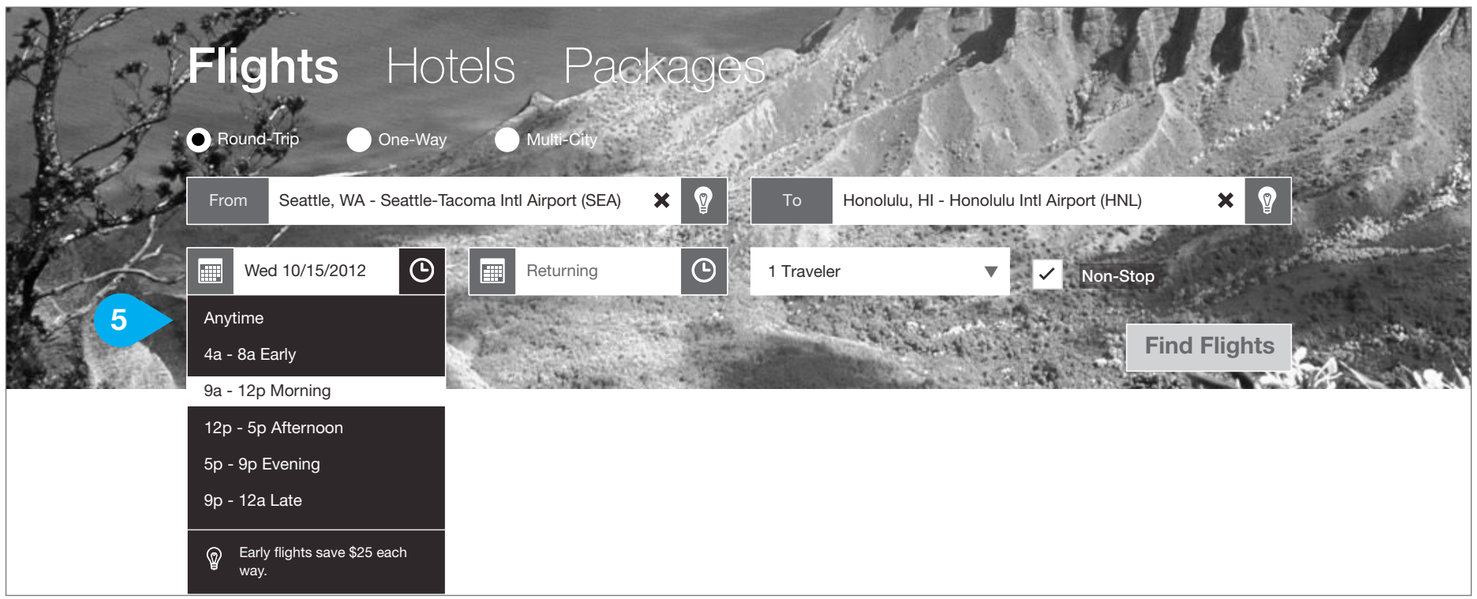
Date Drop Down



Time Drop Down



DATE AND TIME

1 Destination Image
Once users have selected a destination, the quote tile background will be replaced with an image representing the destination. The destination image changes every time users change destinations.

2 Calendar
Clicking on the Departing or Returning field reveals a calendar from which users can view the cheapest/most expensive dates to fly and select a date to fly. Clicking on a date selects it and dismisses the drop down.

See the Alert Landing Page for a variation of the Calendar.

3 Month Quick Move Bar
Users can view up to the next 11 months by clicking on a month.

4 Cheapest/Most Expensive
Users can hide/reveal the cheapest and most expensive dates to fly on the calendar.

5 Time
Clicking on the clock icon reveals the time drop down where users can specify departure or returning time and the clock icon will change to reflect the selected time. If the user does not specify a time, the search will return flights for anytime. If there are no advice associated with time, the advice icon and text will be hidden.

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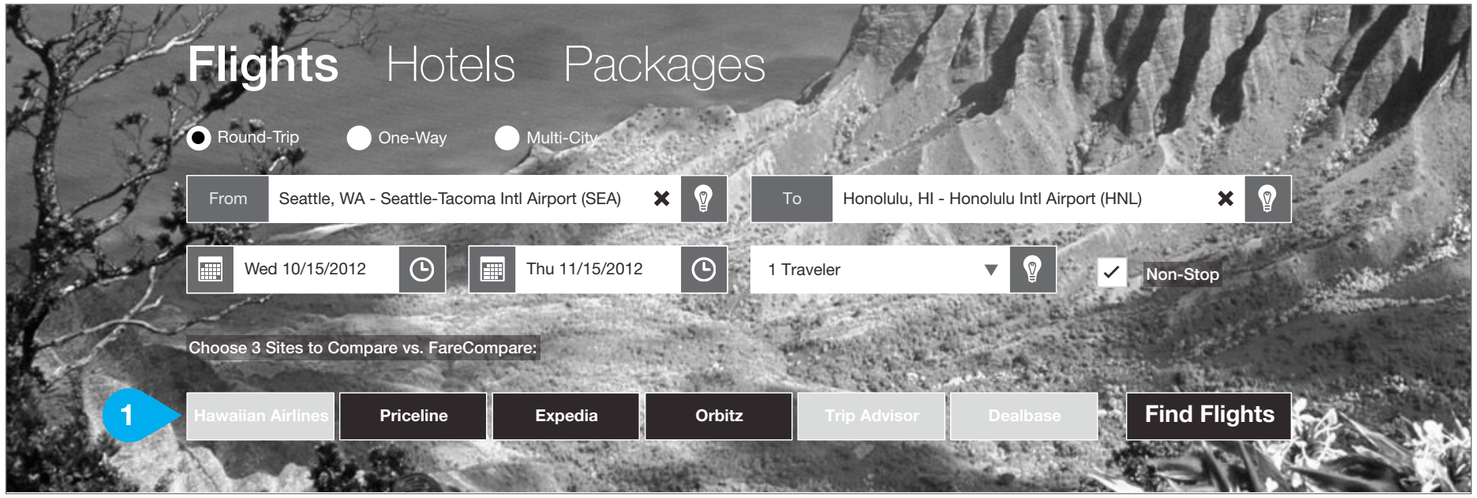
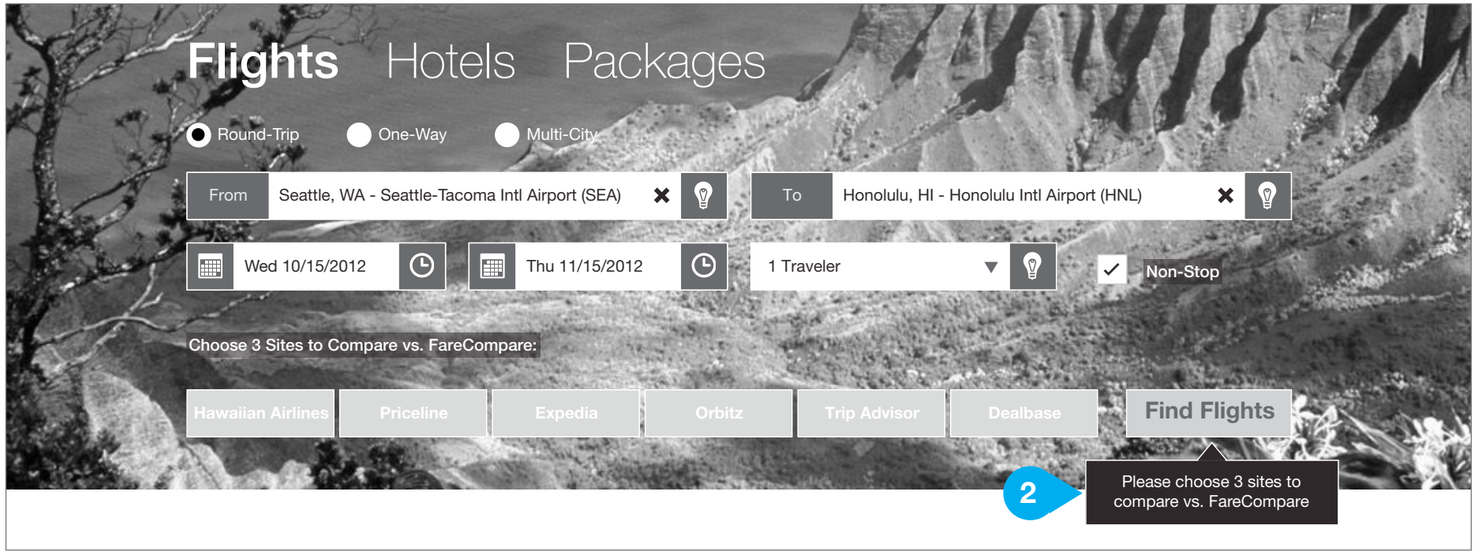
Quote Complete



Quote Complete



COMPLETED QUOTE

1 Comparison Sites
Once all requirements for a quote are met, users will be presented with up to six comparison sites. Users must choose three sites to activate the Find Flights button. Clicking on the Find Flights button directs users to the Results page.

2 Warning Flyout
Appears when users click on the Find Flights button before selecting three comparison sites.

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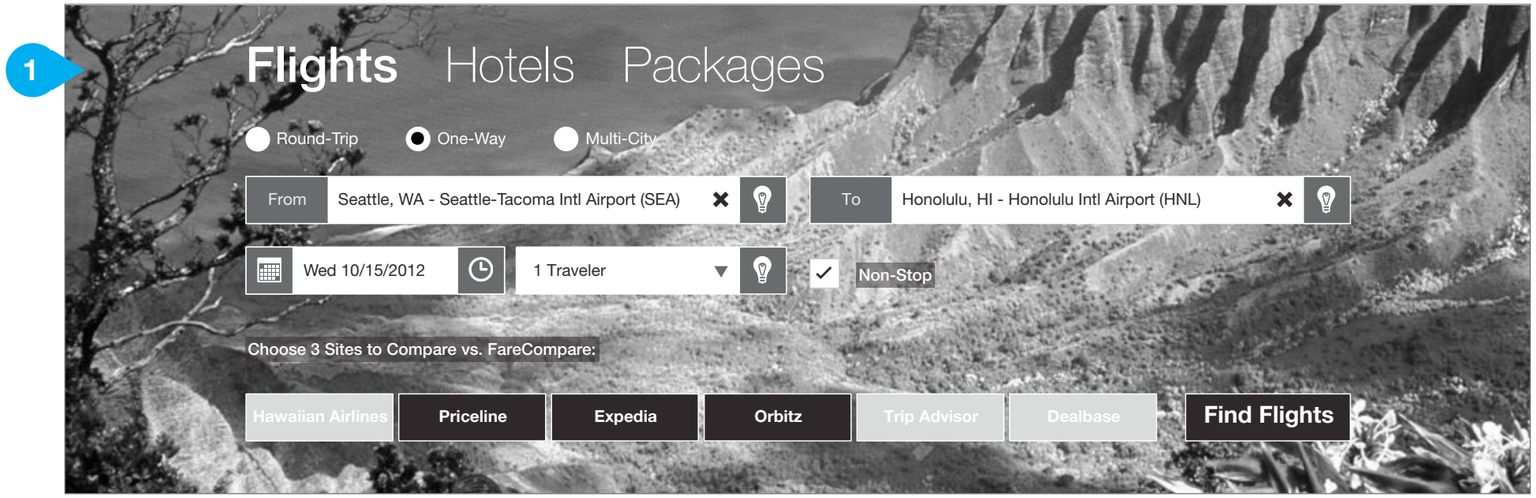
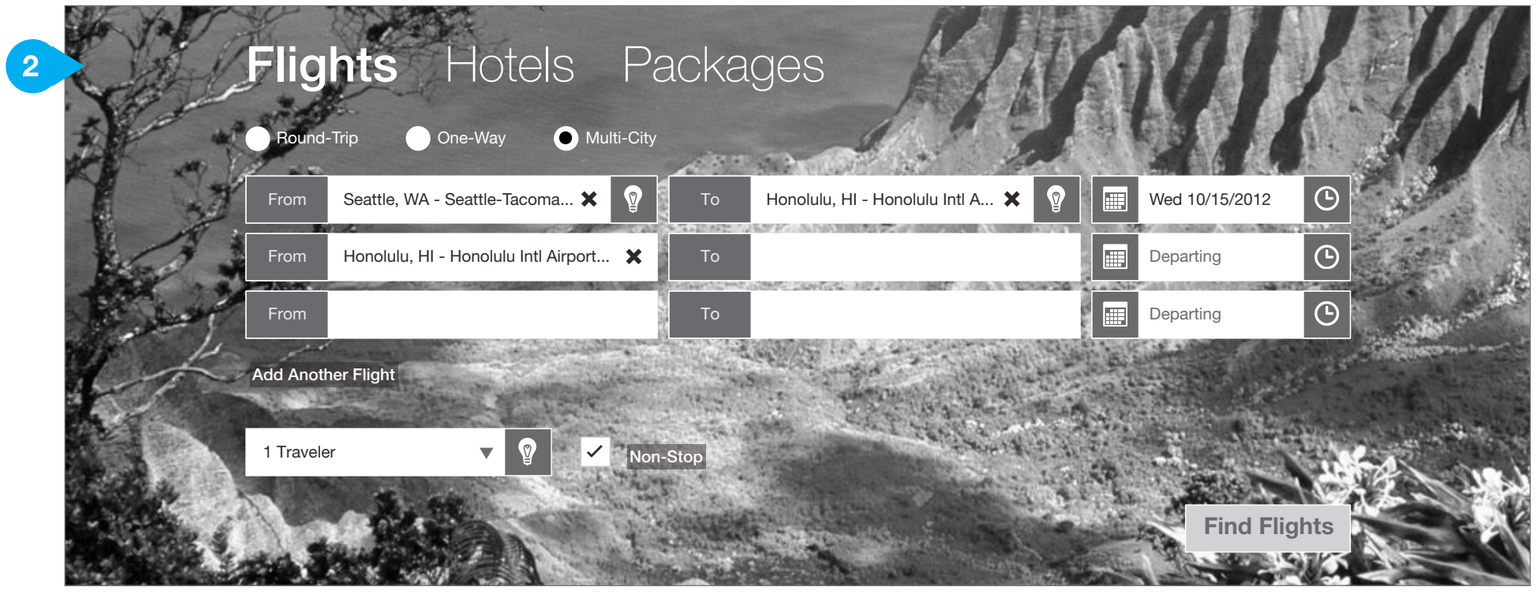
One-Way



Multi-City



QUERY TYPE

1 One-Way
For one-way quotes, users only has to specify a departure date.

2 Multi-City
For multi-city quotes, users can specify up to 6 legs of flights.

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Calendars

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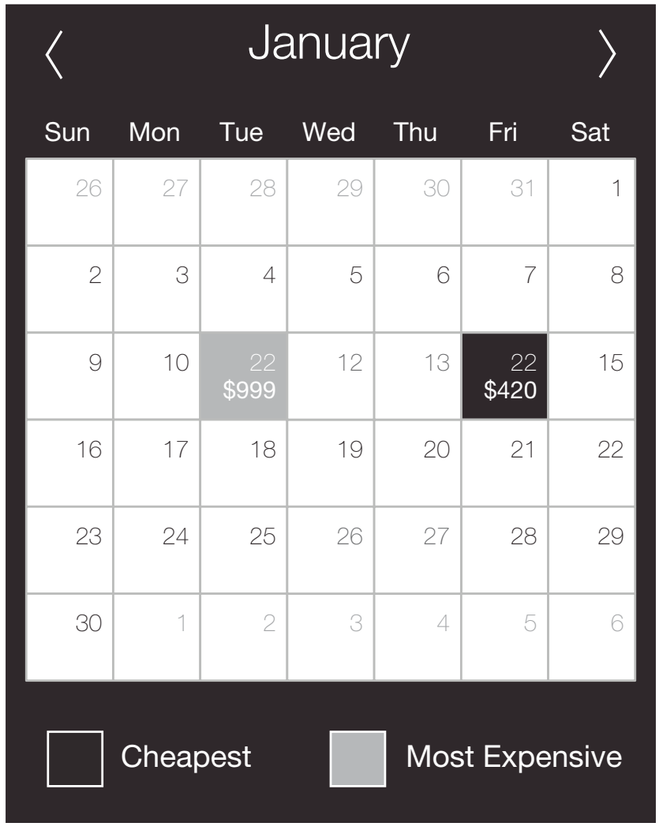
FareCompare



1-SLOT

The 1-slot calendar is used in the phone and Add Trip in the Dashboard. It consist of a one-month calendar, previous/next month arrows, and an optional cheapest/most expensive price legend or month ribbon. See phone set for more calendar views.

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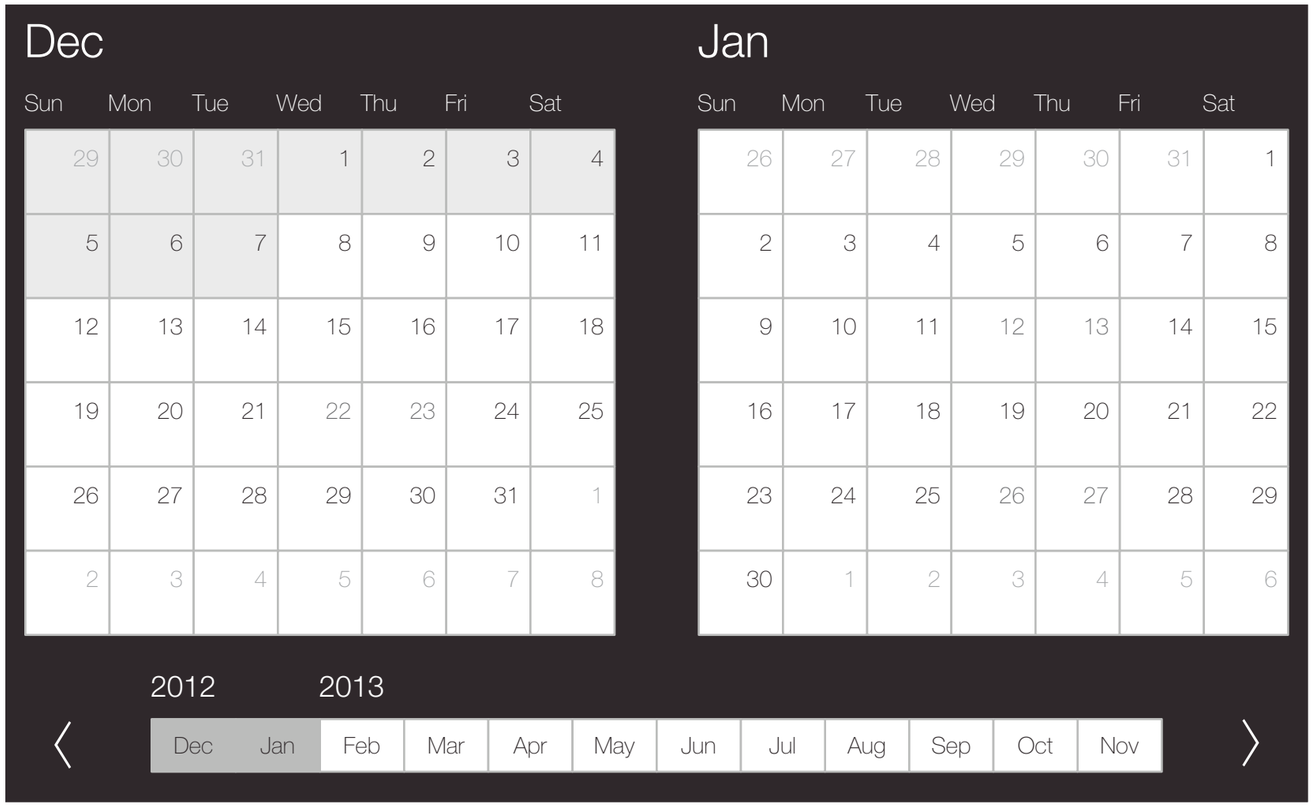
2-SLOTS

The 2-Slots calendar is used in tablet portrait view. This variant consist of a two-month calendar, previous/next month arrows, and the month ribbon.



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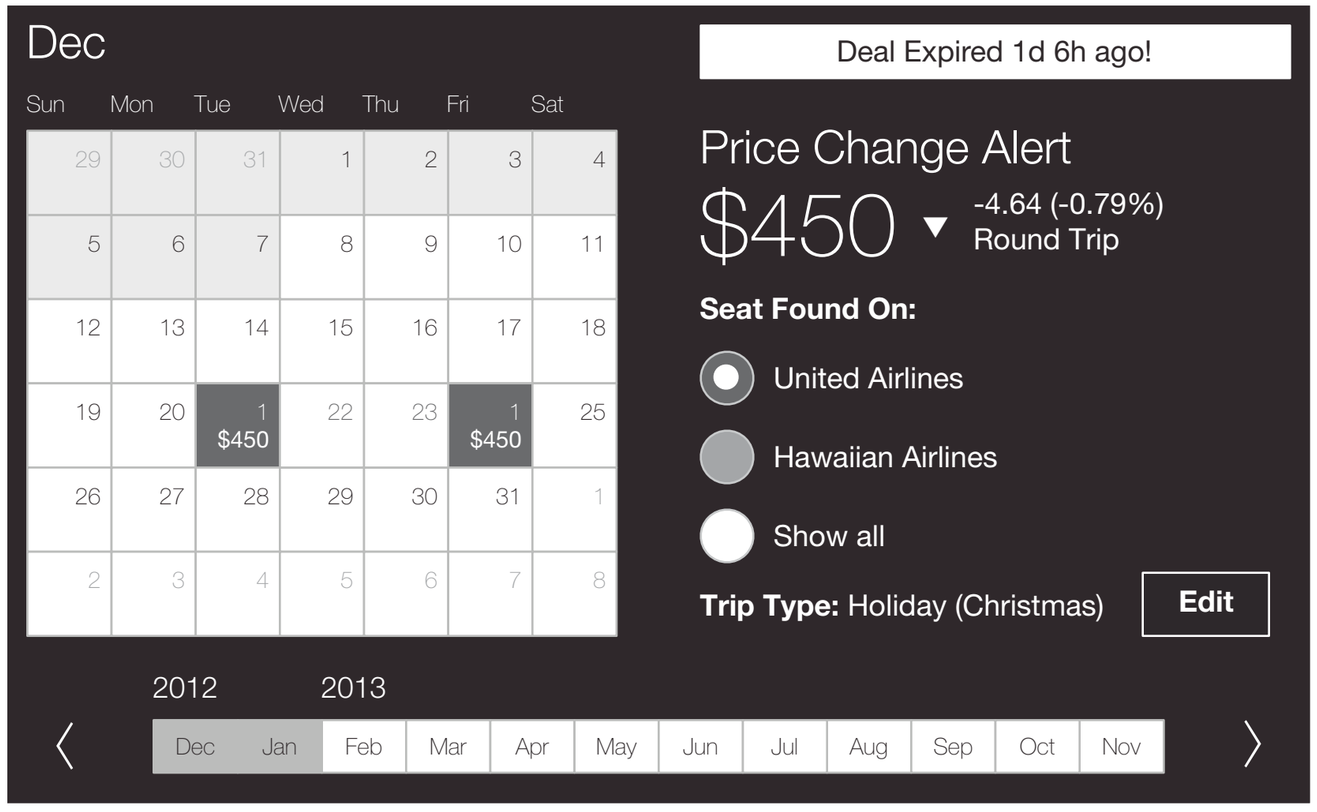
2-SLOTS WITH ALERT ADVICE

The 2-Slots calendar is used in tablet portrait view. This variant consist of a one-month calendar, previous/next month arrows, month ribbon, and price alert.



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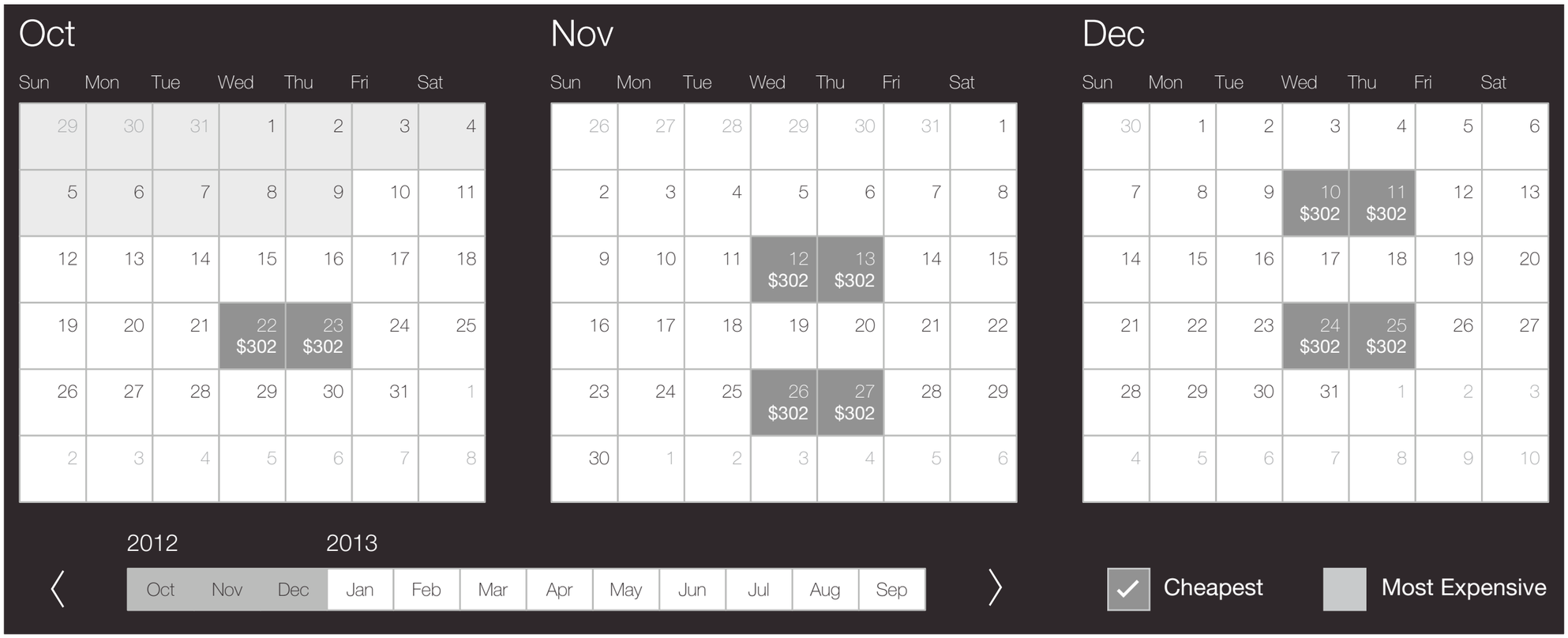
3-SLOTS

The 3 slot calendar is used for the desktop and in tablet landscape view. It consist of a 3-month calendar, previous/next month arrows, month ribbon, and cheapest/most expensive price legend.



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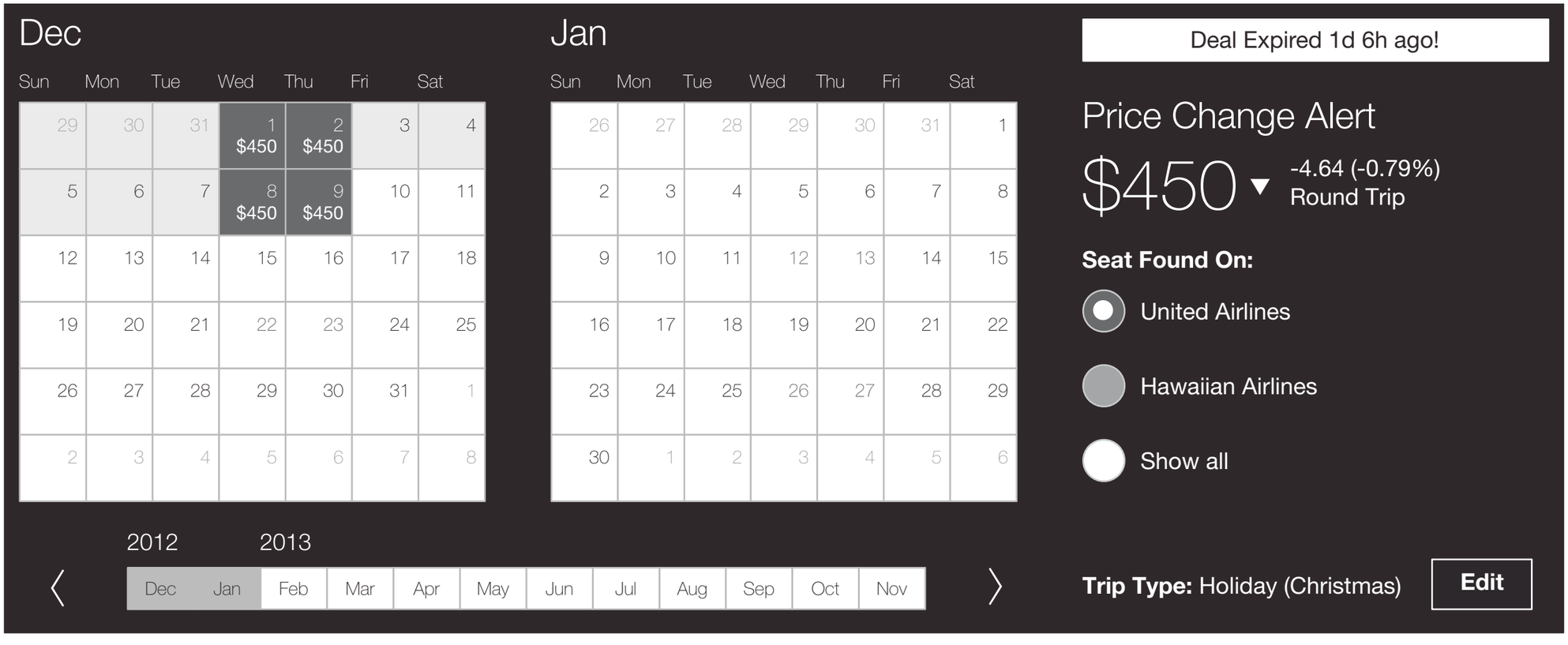
3-SLOTS WITH ALERT ADVICE

The 3 slot calendar is used for the desktop and in tablet landscape view. It consist of a 2-month calendar, previous/next month arrows, month ribbon, and price alert.



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Results Page

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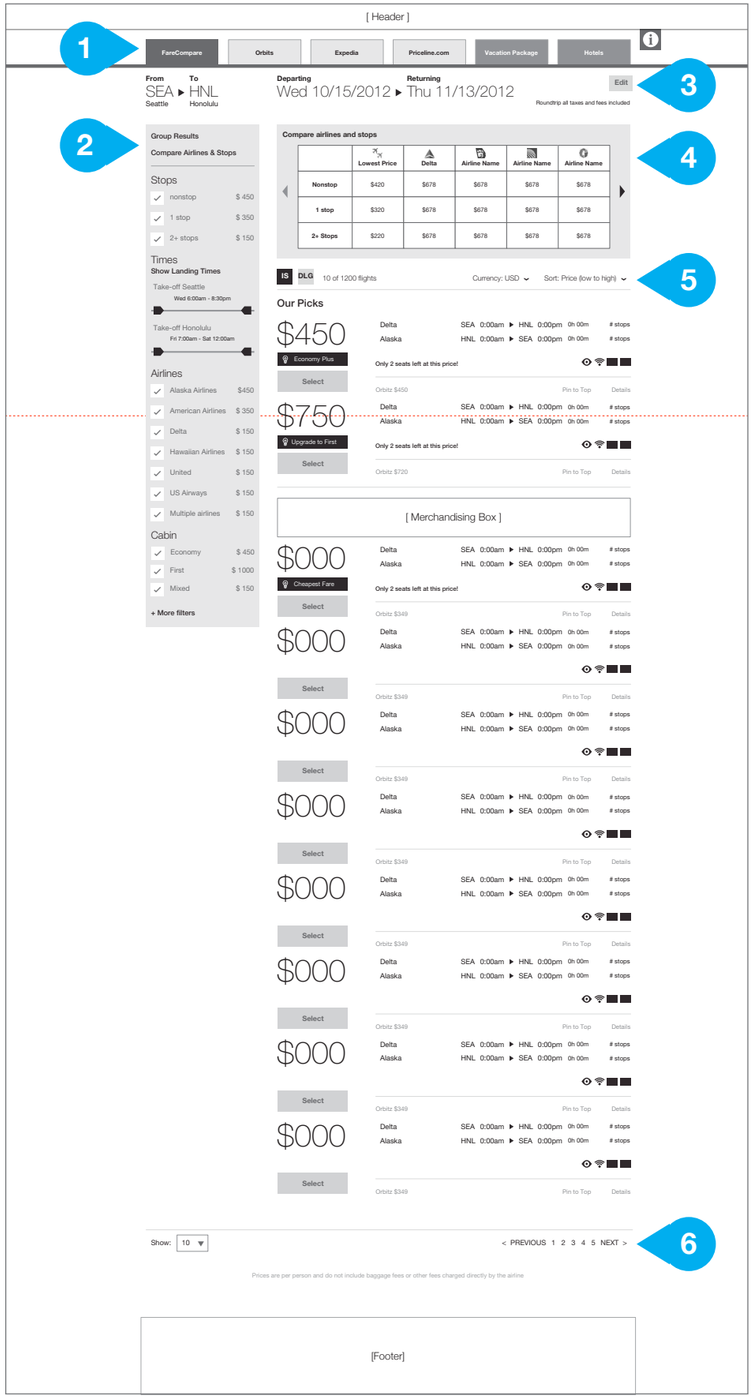

RESULTS PAGE

The intent of this page is to provide users with a set of comparison airline ticket shopping results interspersed with unique advice that informs an excellent buying decision.

1 Comparison Tabs & Page-Level Advice

2 Results Filters

3 Route Info Bar

4 Airlines & Stops Matrix

5 Results List

6 List Footer

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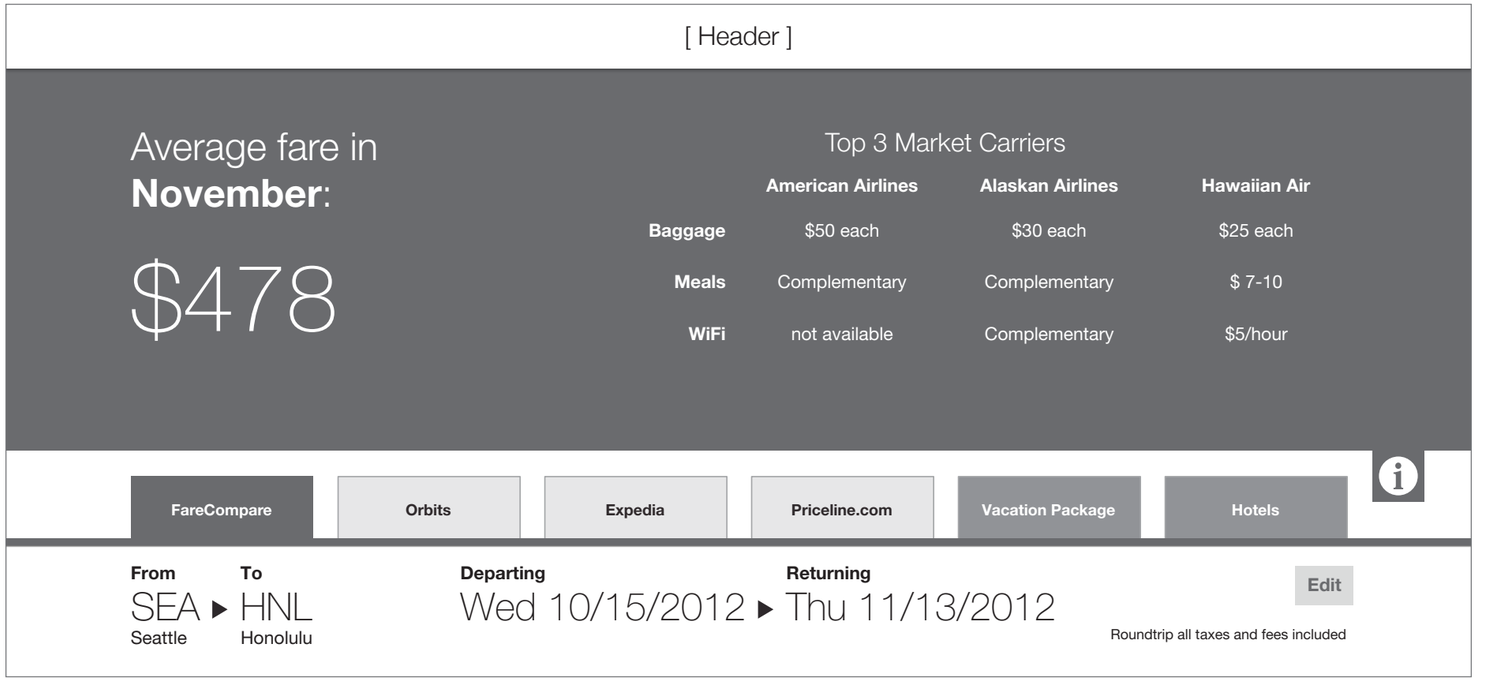
Comparison Tombstones

Expanded Page-Level Advice Accordion



COMPARISON TOMBSTONES & PAGE-LEVEL ADVICE

The purpose of the tombstones is to allow users to quickly view comparison shopping sites for flights, hotels, and vacation packages. The Comparison Tombstones consists of tabs for FareCompare, comparison sites (up to three), Package Partner (if any) and Hotel Partner (if any).

Clicking on either the Vacation Package or Hotels tab causes the comparison site tabs to change accordingly (e.g. to display hotel comparison sites if the Hotels tab is active.)

1 FareCompare
If users perform a flight quote, this tab is active by default.

2 Comparison Tabs
Clicking on any Comparison Tabs loads the site underneath the tabs area.

2 Vacation Package
If users perform a vacation package quote, this tab is active by default.

3 Hotels
If users perform a hotel quote, this tab is active by default.

4 Page-Level Advice Icon
If page-level advice is available, clicking on this icon expands the Page-Level Advice Accordion. Clicking the icon again closes the accordion. If there are no advice available, the icon will not be shown.

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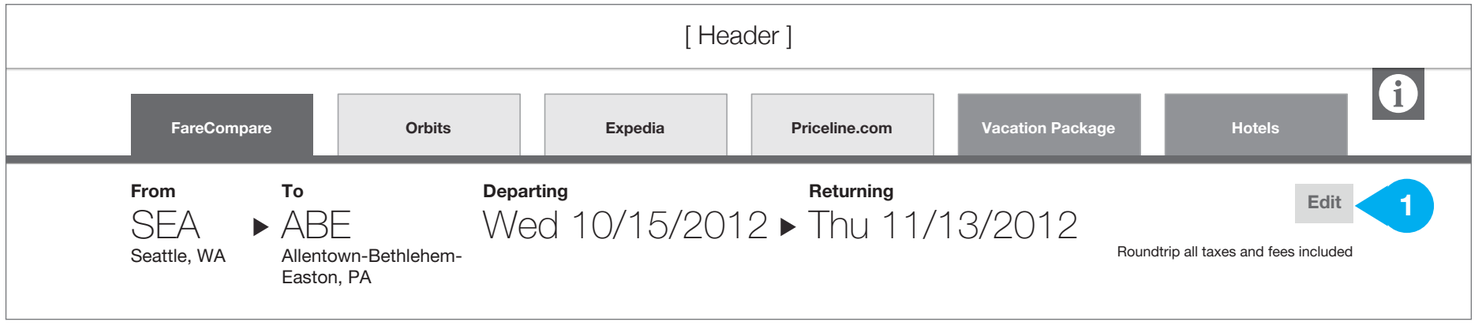
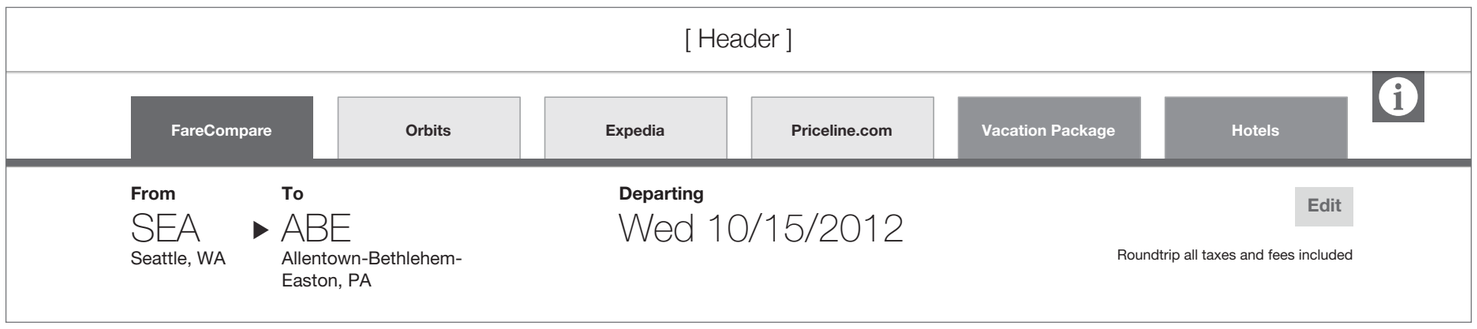
Round Trip



One Way



Multi City

ROUTE INFO BAR

Note: Actual look of the bar will be further explored in the UI design phase.

There are three variations of the Route Info Bar: round trip, one way, and multi-city.

1 Edit Quote
When clicked, the Quote tile slides down from below the header, pushing the page content downwards.

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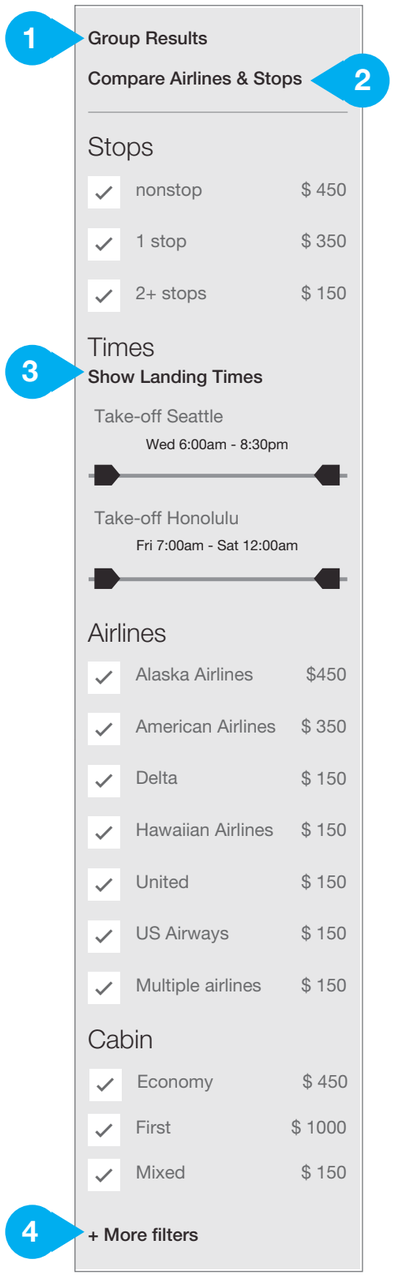
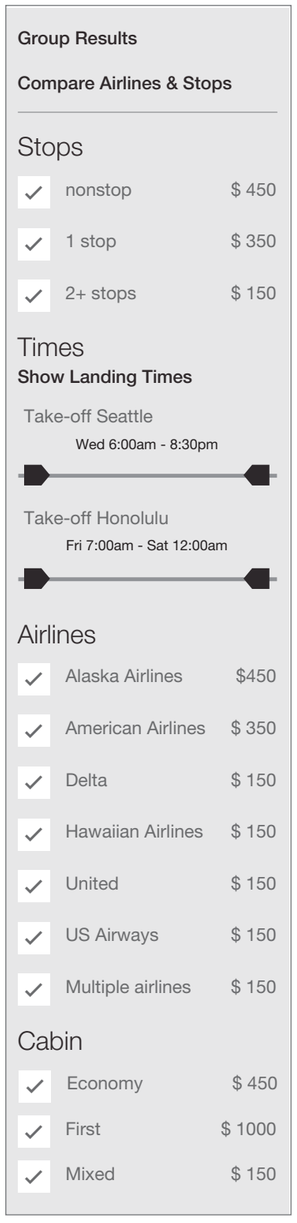
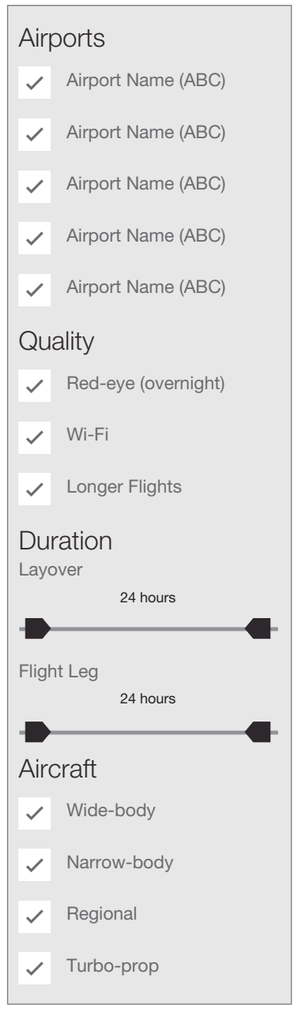
Results Filter

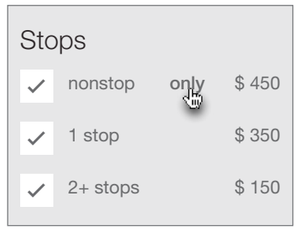


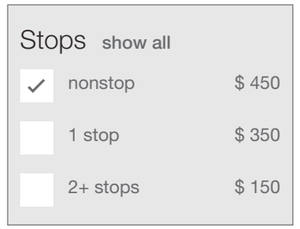
Expanded Results Filter





View Only/All





RESULTS FILTER

1 Group Results
(See next page.)

2 Compare Airlines & Stops
Clicking on this text reveals the airline/stop matrix above the Results List. Clicking on the link again will hide the matrix.

3 Landing Times
Clicking on this text hides the take-off times and shows landing times. For multiple-city quotes, all legs of the flight will have its own slider.

4 More Filters
Clicking on this text reveals additional results filter categories.

Note: The Airports filter category is only available for multi-airport cities.

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Airline & Stop Matrix

Compare airlines and stops

	Lowest Price	Delta	Airline Name	Airline Name	Airline Name
Nonstop	$420	$678	$678	$678	$678
1 stop	$320	$678	$678	$678	$678
2+ Stops	$220	$678	$678	$678	$678

1

2

AIRLINES & STOPS MATRIX

Users can choose to show/hide the Airlines & Stops matrix by clicking the "Compare Airlines & Stops" text above the results filters.

1 Filter Results
Clicking on any price in the matrix will filter the Results List to show just itineraries that match the price.

2 More
If there are more columns that what can be shown at one time, users can click on the right arrow to view more. The first (stop #) and second (lowest price) columns are locked in place.

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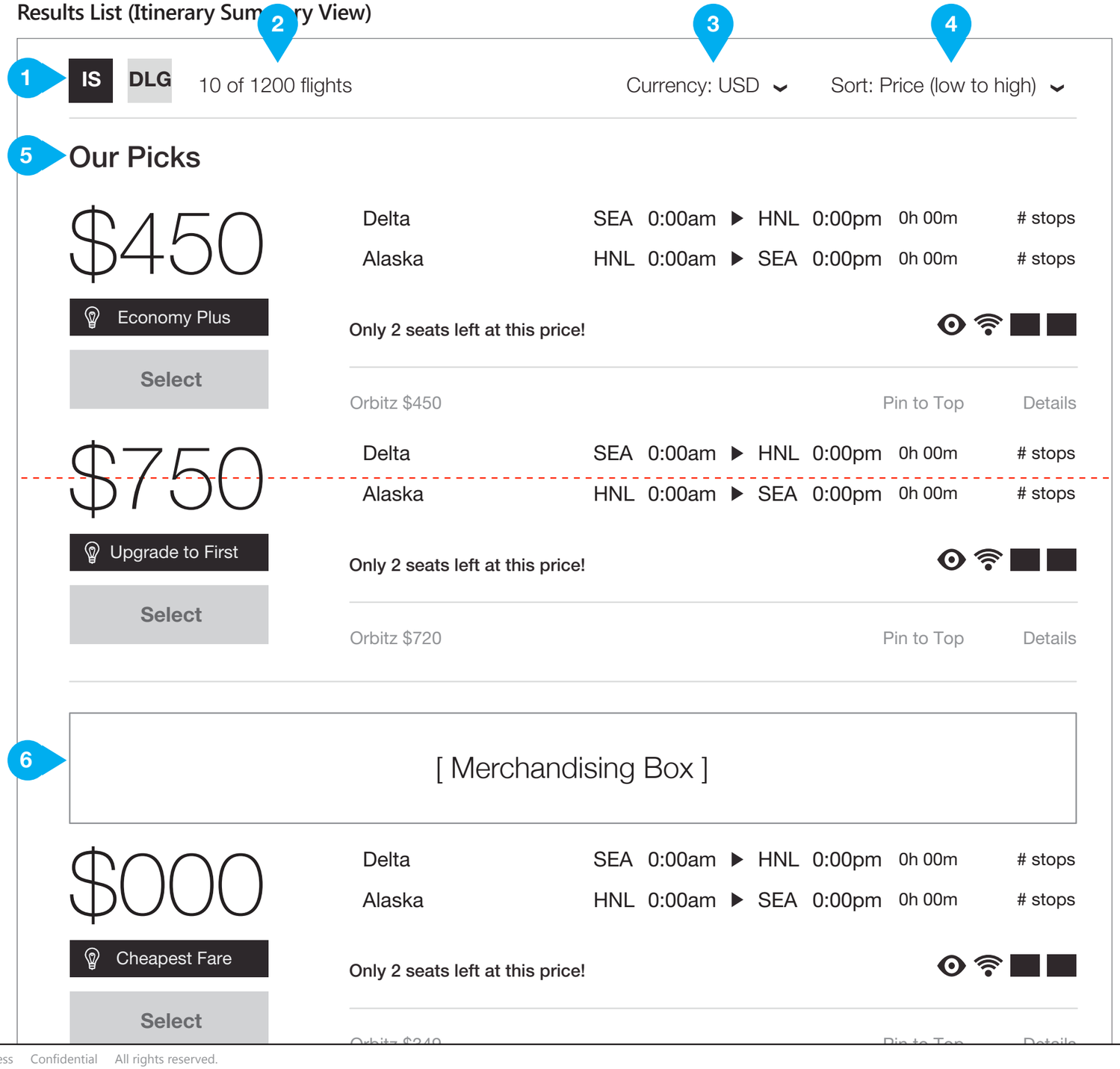
Results List (Itinerary Summary View)



RESULTS LIST (ITINERARY SUMMARY VIEW)

1 View Toggle
Switches the Results List between the Itinerary Summary view and the Directional/Leg Grouping view. Icons to be explored and finalized in the UI design phase.

2 Results Count
Displays the number of itineraries found for this quote and the number currently displayed on page.

3 Currency Selector
Users can choose the currency itinerary prices are displayed in. Options TBD.

4 Sort
Users can sort the itineraries by Price, Stops, Depart Time, Duration, Comfort, or On Time %.

5 Promoted Itineraries
Up to two featured itineraries can be displayed at the start of the Results List.

6 Merchandising Box
If available, merchandising boxes can be inserted between itineraries.

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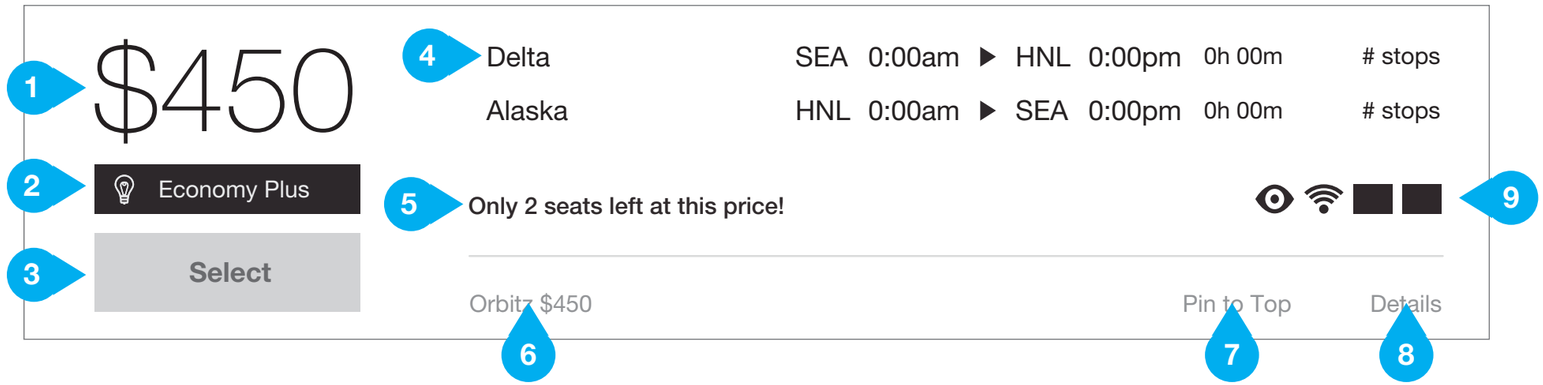
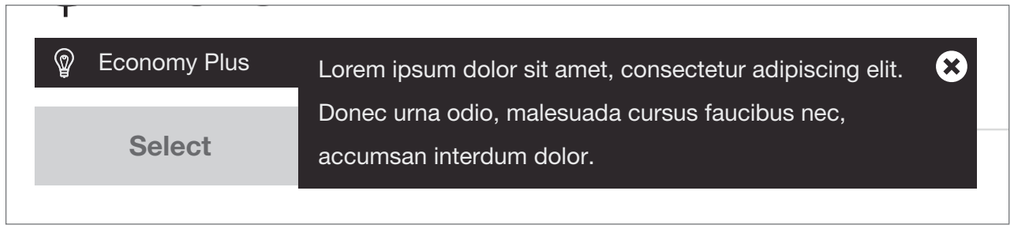
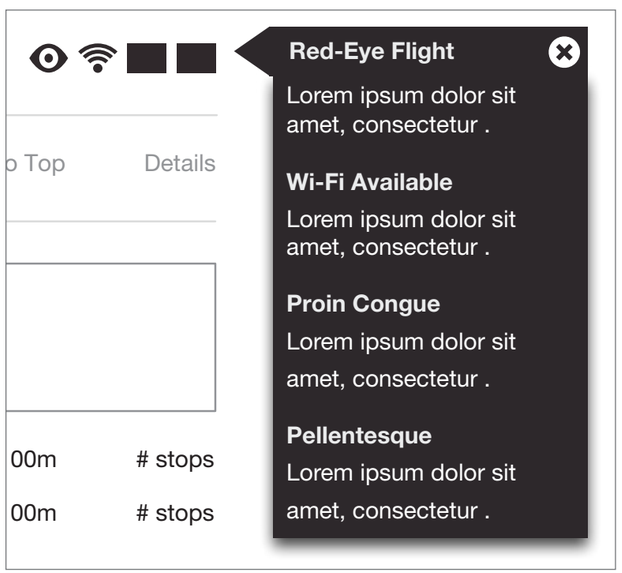
Itinerary



Itinerary-Level Advice



Additional Information



ITINERARY

1 Price

2 Itinerary-Level Advice
If available, users can click here to display itinerary-level advice.

3 Select Itinerary
Directs users to partner site to book this flight itinerary.

4 A Flight Leg
Displays the following information:
- Origin Airport Code and Departing Time
- Direction Symbol
- Destination Airport Code and Arrival Time
- Duration
- Stops / Connecting City

Clicking on an flight leg switches the Results List to the Directional/Leg Grouping view.

5 2 Seats Left Message
Displayed if there are only two seats left in this itinerary.

6 Booking Choices

7 Pin To Top
Pins this itinerary to the top of the Results List until the user unpins it.

8 Pin To Top
Expands the Itinerary Detail (see next page.)

9 Additional Information
Users can click these icons to view additional information about this itinerary (e.g. cabin, red-eye flight, Wi-Fi available, etc.)

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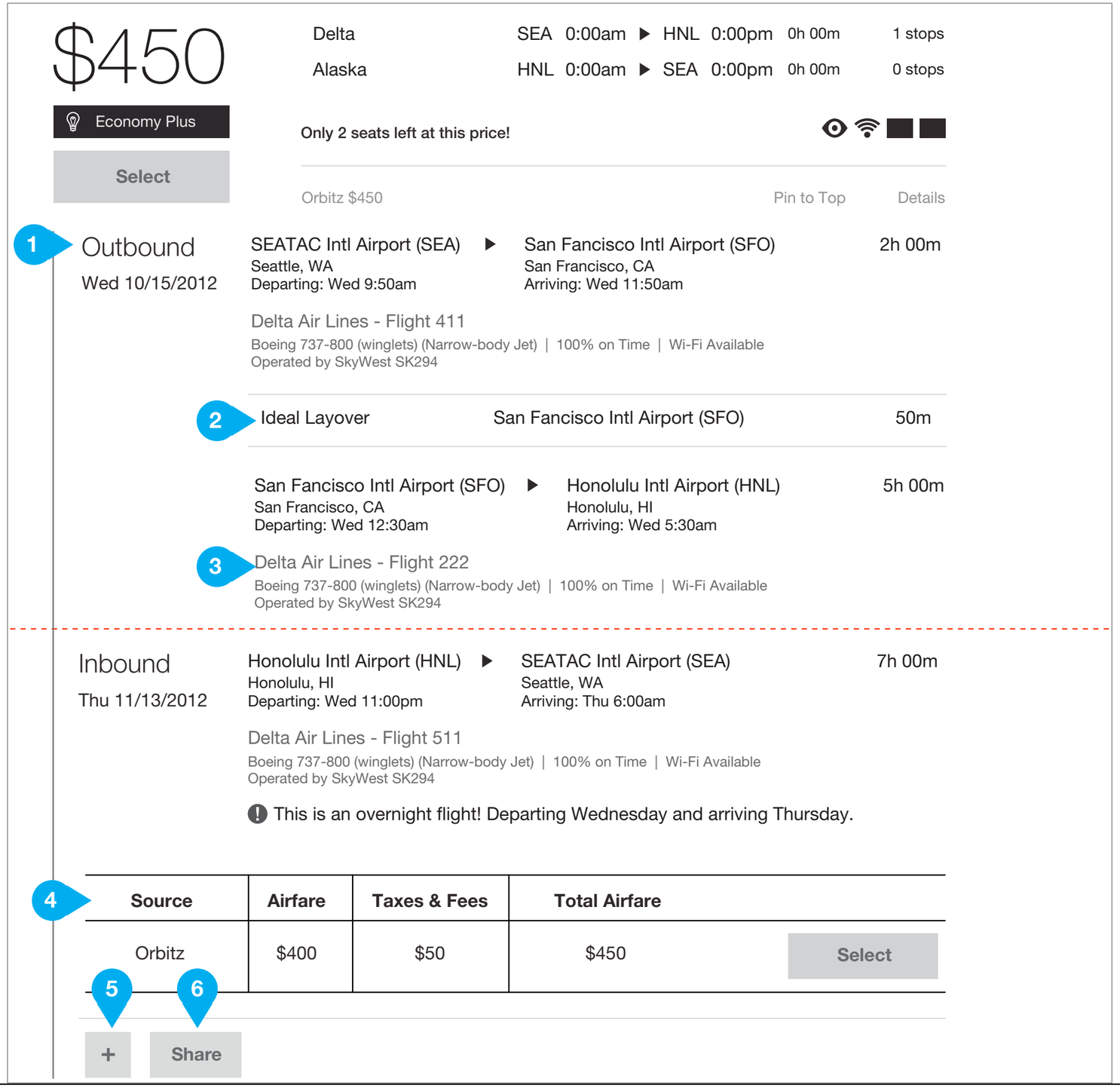

ITINERARY DETAIL

1 Leg with Multiple Stops
If a flight leg has multiple stops, all of them will be displayed in the Itinerary Detail along with pertinent layover information.

2 Layover Information
Visual cues for tight connections, long connections, overnight flight, etc to be explored in the UI design phase.

3 Plane/Flight Detail

4 Booking Details
List of booking sites and their prices. Clicking on the Select button directs users to the booking site.

5 Add to Dashboard
Adds this itinerary to the user's Dashboard page. If the user is not signed in, they will be prompted to do so first.

6 Share
Share to social networks or copy HTML embed snippet to clipboard.

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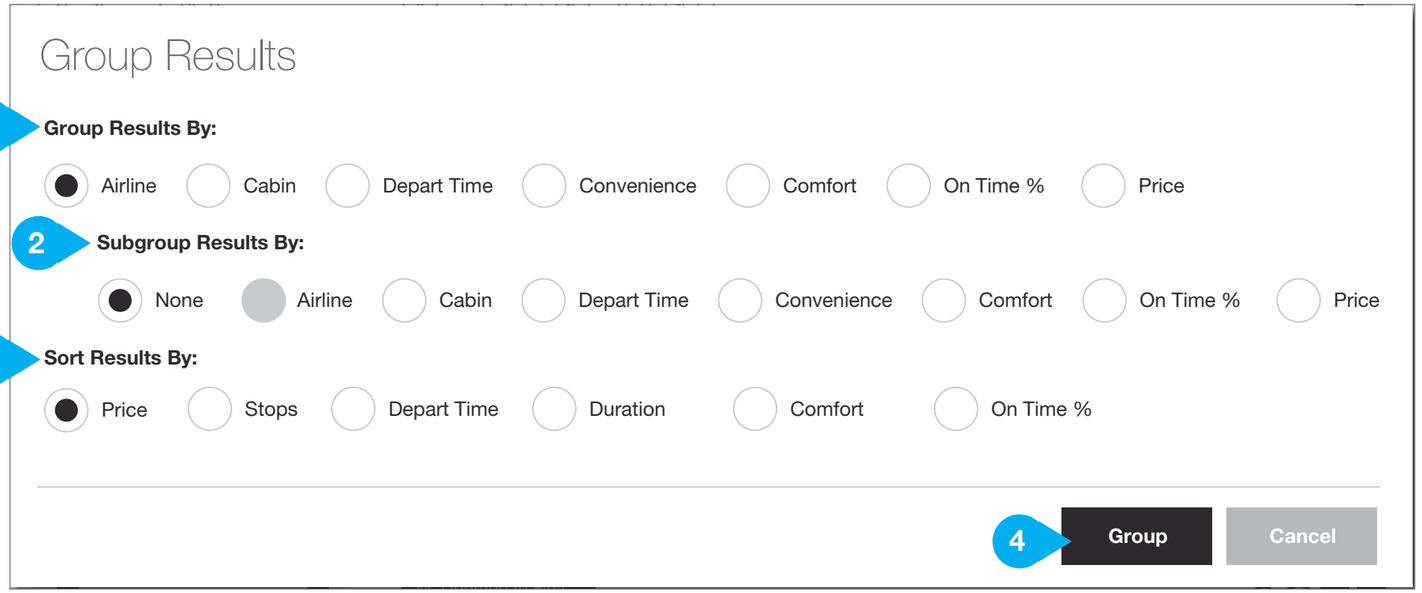
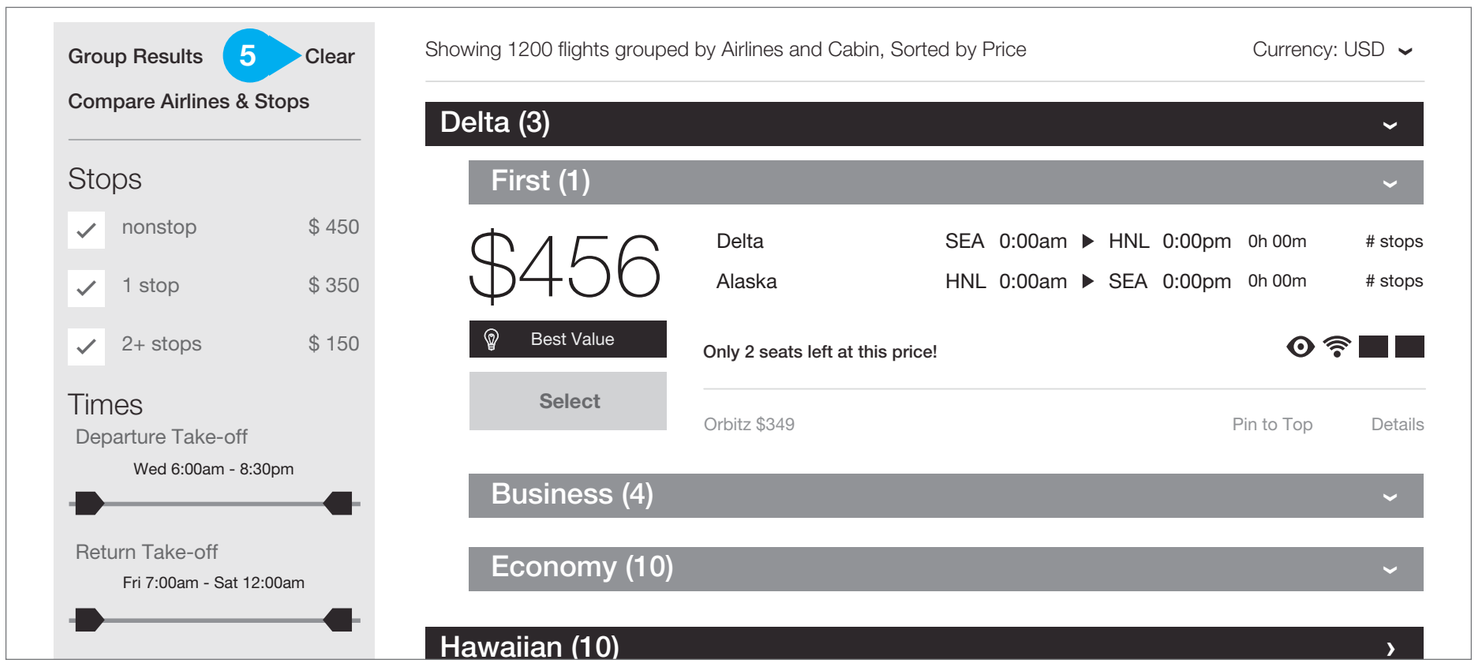
Results Group Overlay



Grouped Results



RESULTS LIST (USER-DEFINED GROUPS VIEW)

Users can rearrange the flights results into nested groups (2 level max) by clicking the Group Results link and choosing grouping categories from the Group overlay.

1 1st Level
Users can group results by choosing one of these options.

2 2nd Level
The second level grouping is set to None by default. Users can create nested groups by choosing one of these options.

Users cannot choose an option already being used for the first level group.

3 Sort
Users can sort the results within the groups by these options.

4 Group Button
Dismisses the overlay and switches the Results Page to User-Defined Groups view. Any changes the user makes here will be remembered for the next session.

5 Clear
Clicking on this text clears the grouping and returns the page back to Itinerary Summary view.

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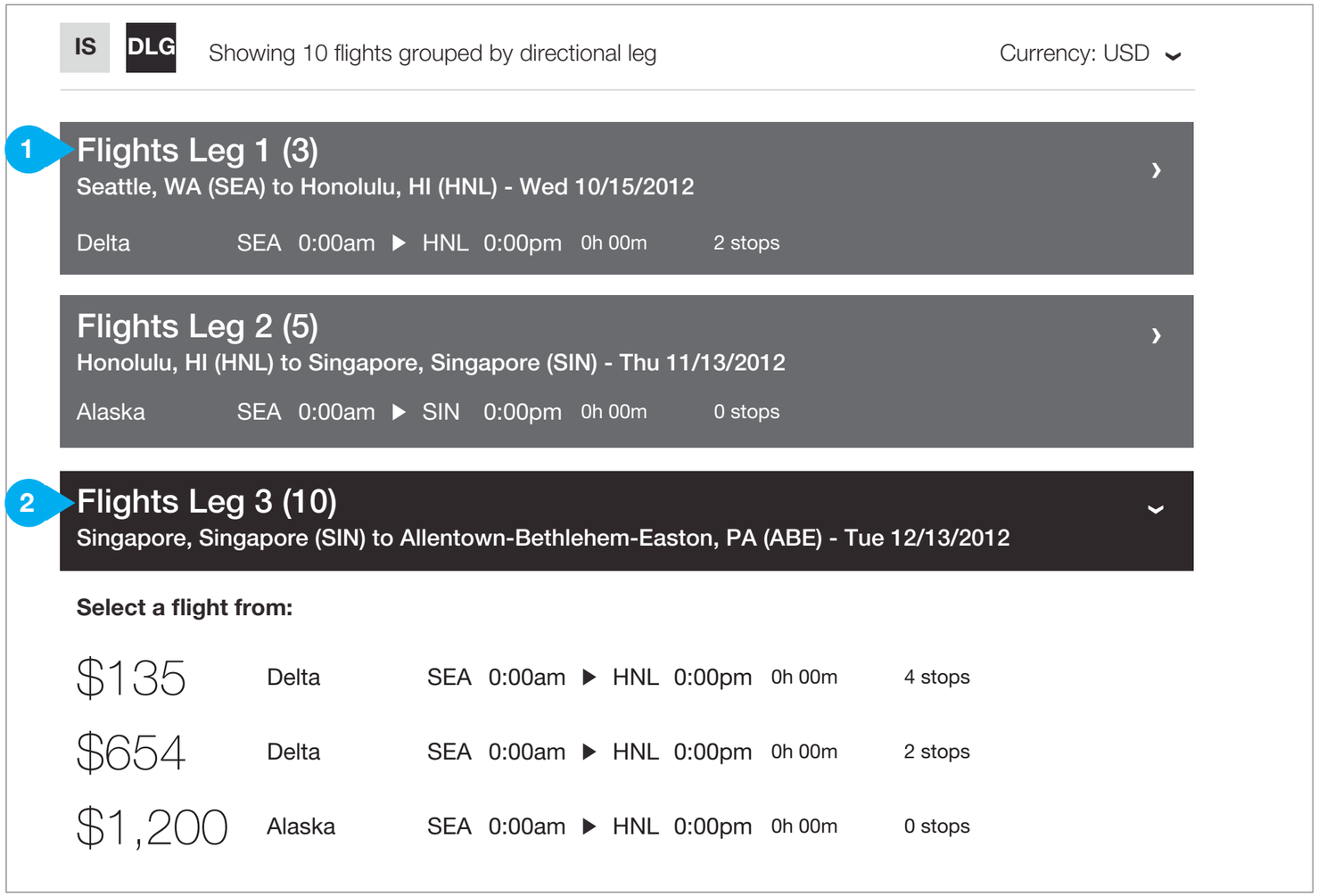

RESULTS LIST (DIRECTIONAL/LEG GROUPING VIEW)

The results list switches Directional/Leg Grouping view when users clicks on a flight leg while in Itinerary or on the view toggle icon.

1 First Flight Leg Group
If the quote is for a roundtrip, the results list will be displayed in two groups: Outbound Flight and Returning Flight.

If the quote is for a multi-city trio, the results list will be grouped into however many leg of flights are necessary as Flight Leg 1, Flight Leg 2, etc.

2 Flight Leg
Users can build their custom itinerary by clicking on a flight leg. Clicking on a leg automatically progresses the user to the next group until they reach the end of the groups (see next page.)
Chosen legs are displayed as part of the group header. Clicking on a previous leg's group header resets the selection up until that point.
When multiple flights (airlines) have the same ticket price, they will be grouped like page 51.

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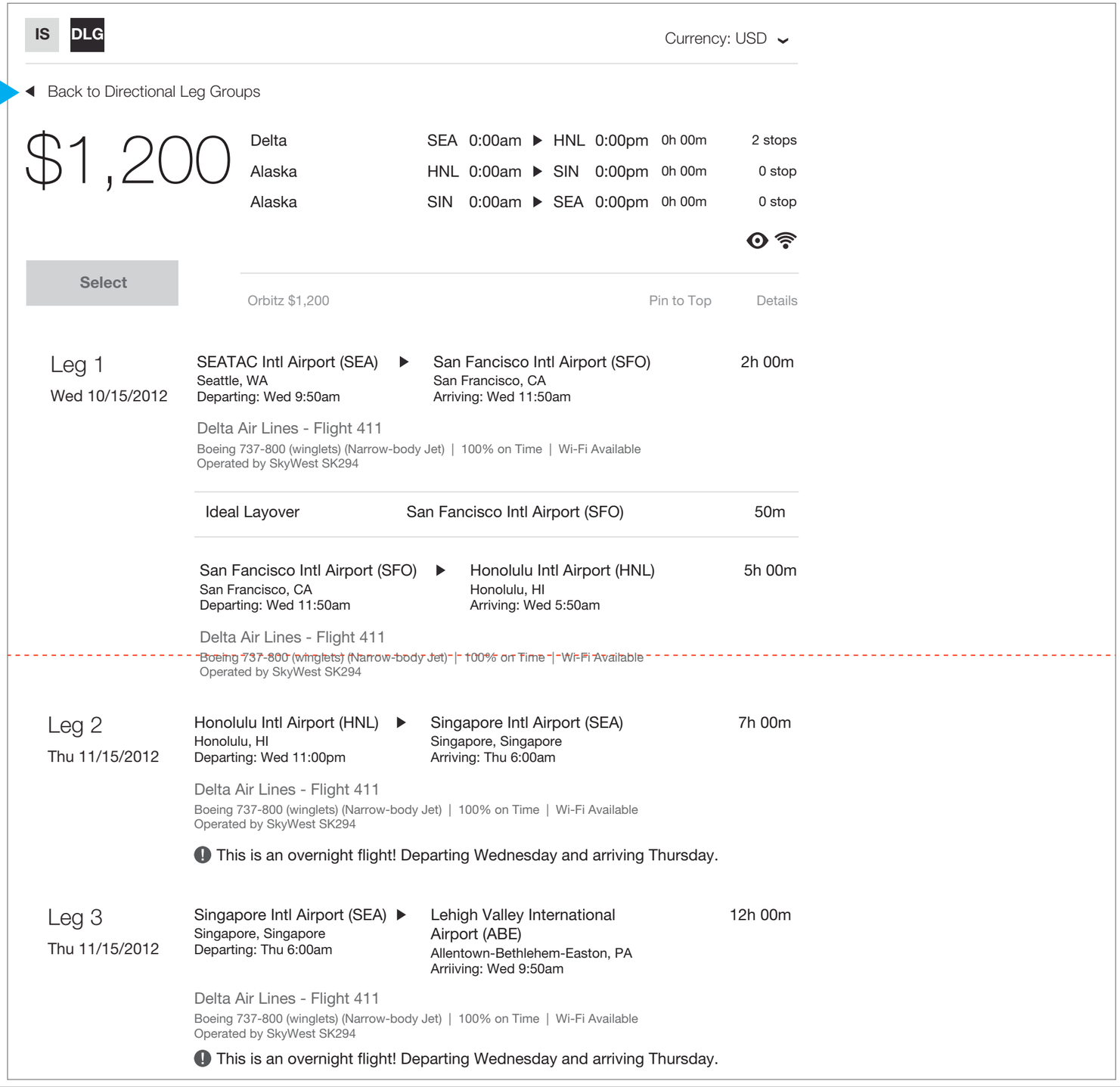

RESULTS LIST - CUSTOM ITINERARY

Once users have chosen all legs of flight in the Directional/Leg Grouping view, they will be presented with an itinerary detail.

1 Back
Directs users back to the previous page.

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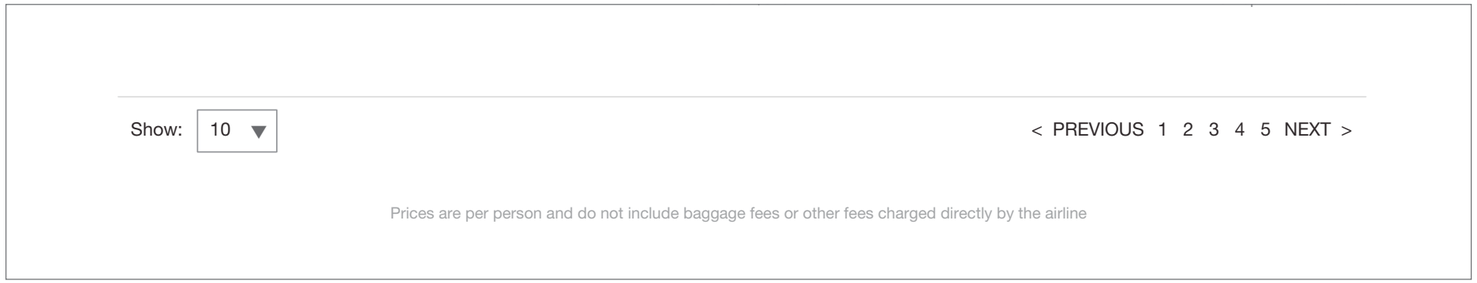
Results Group Overlay



LIST FOOTER

The List Footer consists of a display number drop down menu and pagination.

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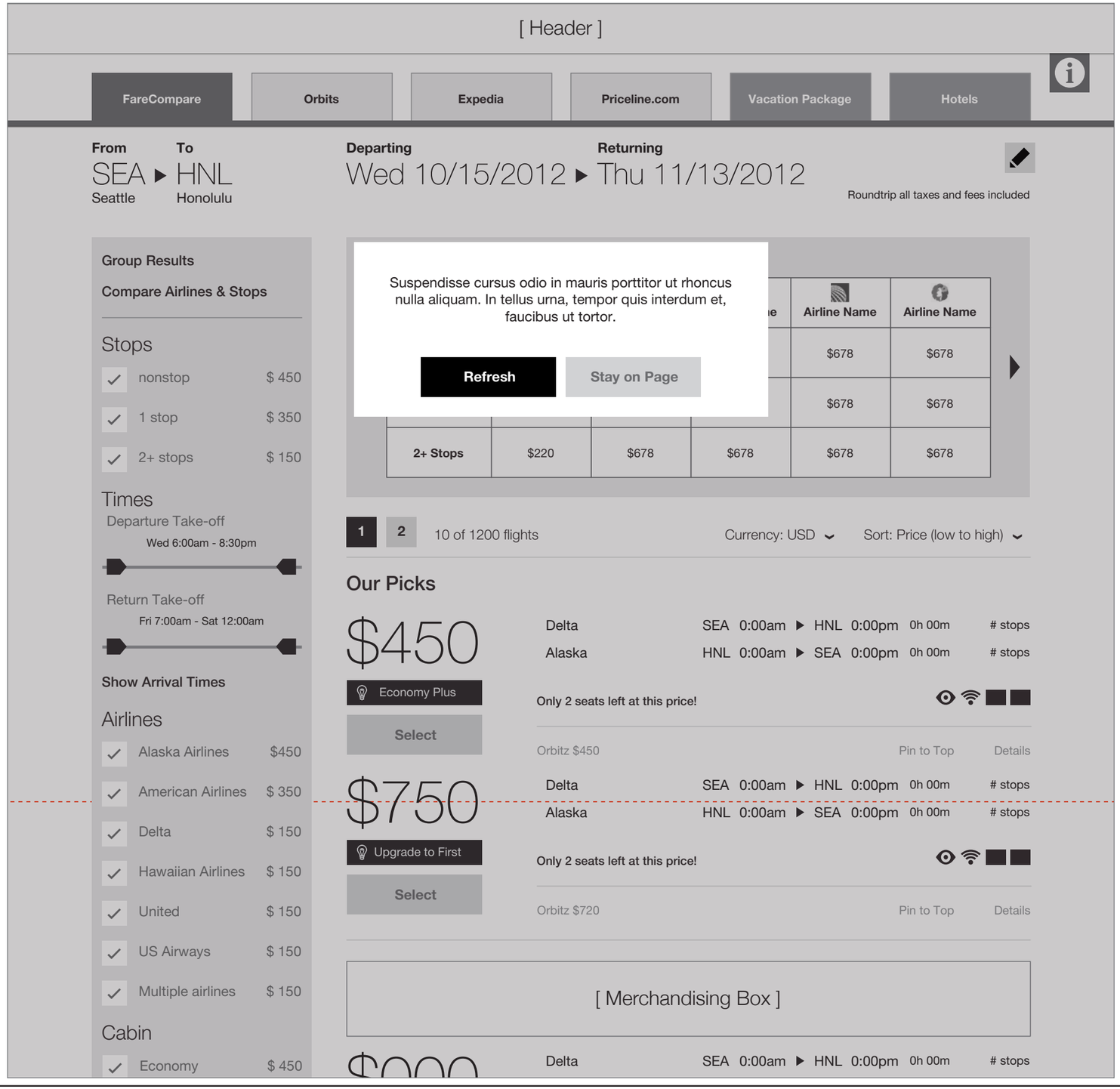

MODAL DIALOG - REFRESH PAGE

The Refresh Page modal dialog appears when the Results page has been left alone for too long.

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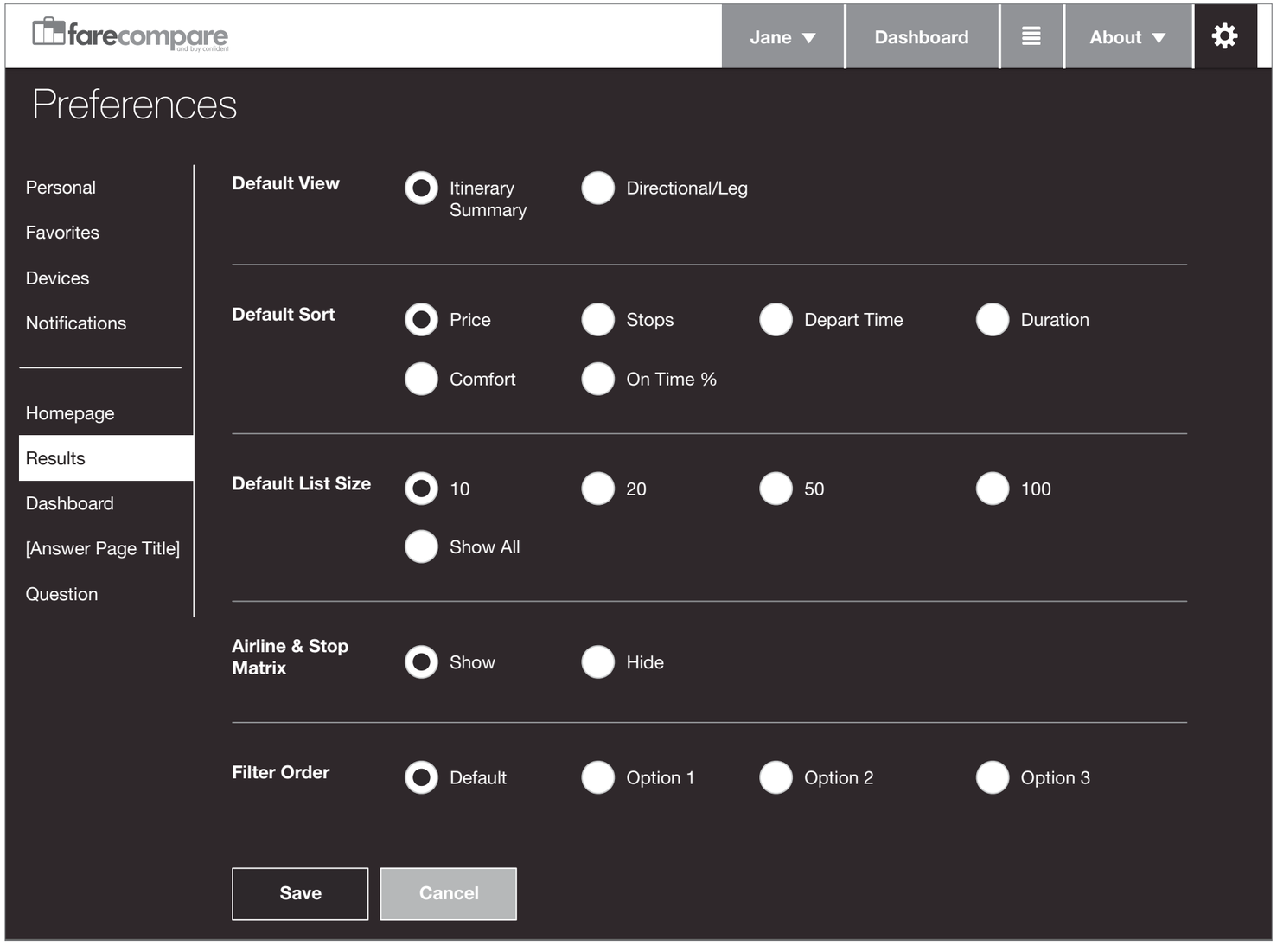
Results Page Preference Pane



RESULTS PAGE PREFERENCE

Clicking the gear icon while on the Results page slides down the Results Page Preference from below the Header.

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Directional/Leg Grouping Workflow

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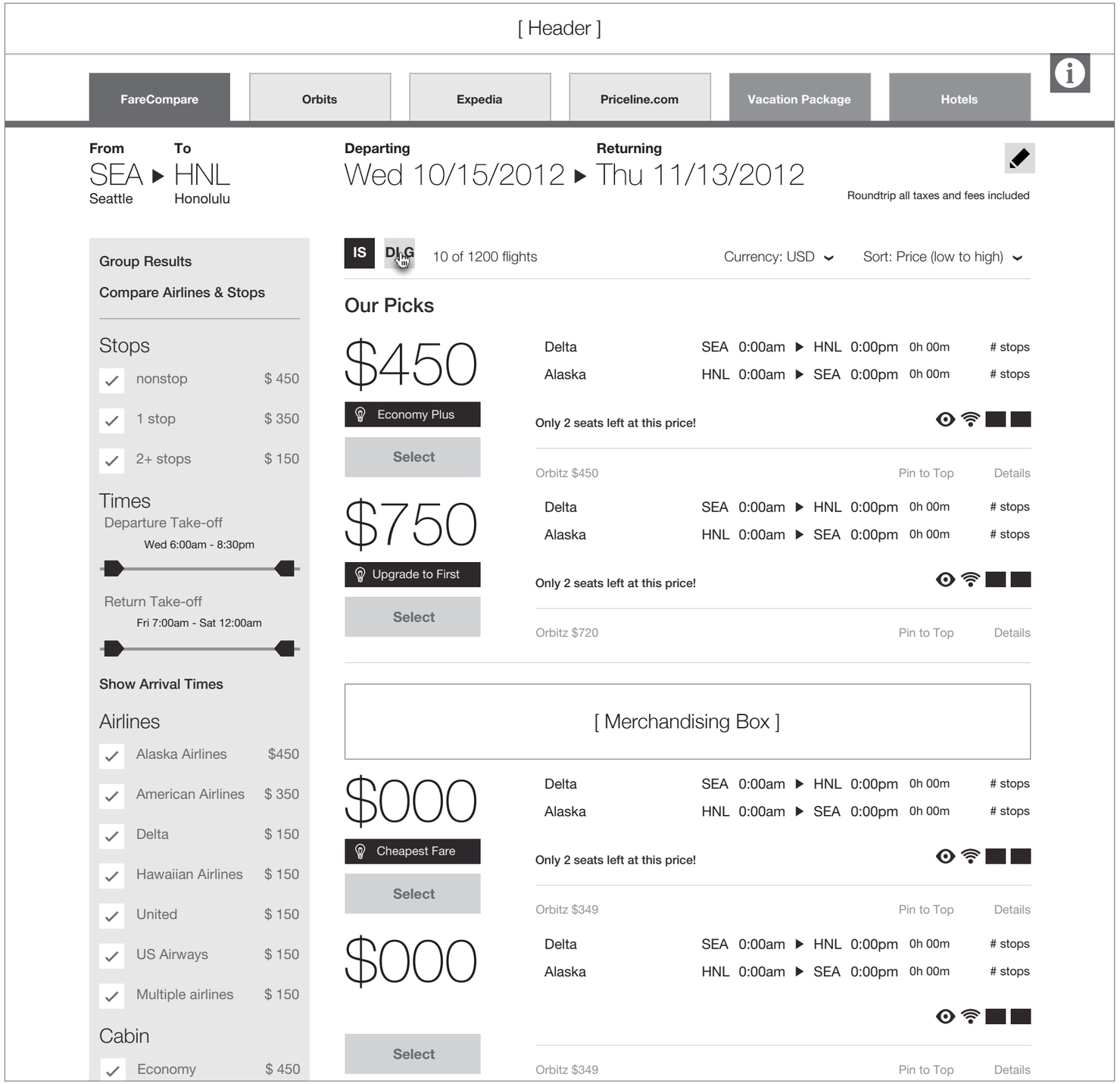
FareCompare



ENTERING DIRECTIONAL/LEG GROUPING MODE

Users can do this by:
1) Clicking on the DLG icon or,
2) Clicking a departing leg of an ititerary

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CHOOSING A FLIGHT

[Header]

FareCompare | Orbits | Expedia | Priceline.com | Vacation Package | Hotels

From SEA ▸ Seattle **To** HNL Honolulu

Departing Wed 10/15/2012 ▸ **Returning** Thu 11/13/2012

Roundtrip all taxes and fees included

Group Results

Compare Airlines & Stops

Stops

- ✓ nonstop $ 450
- ✓ 1 stop $ 350
- ✓ 2+ stops $ 150

Times

Departure Take-off

Wed 6:00am - 8:30pm

Return Take-off

Fri 7:00am - Sat 12:00am

Show Arrival Times

Airlines

- ✓ Alaska Airlines $450
- ✓ American Airlines $ 350
- ✓ Delta $ 150
- ✓ Hawaiian Airlines $ 150
- ✓ United $ 150
- ✓ US Airways $ 150
- ✓ Multiple airlines $ 150

Cabin

- ✓ Economy $ 450

IS | DLG | Showing 10 flights grouped by directional leg | Currency: USD | Sort: Price (low to high)

Choose Departing Flight (9)
Seattle, WA (SEA) to Honolulu, HI (HNL) - Wed 10/15/2012

$120 each way	Delta	SEA 0:00am ▸	HNL 0:00pm	0h 00m	1 stop
	Alaska Air	SEA 0:00am ▸	HNL 0:00pm	0h 00m	2 stops
	Us Air	SEA 0:00am ▸	HNL 0:00pm	0h 00m	1 stop
$235 each way	Airline	SEA 0:00am ▸	HNL 0:00pm	0h 00m	1 stop
	Airline	SEA 0:00am ▸	HNL 0:00pm	0h 00m	2 stops
	Airline	SEA 0:00am ▸	HNL 0:00pm	0h 00m	1 stop
$489 each way	Airline	SEA 0:00am ▸	HNL 0:00pm	0h 00m	1 stop
	Airline	SEA 0:00am ▸	HNL 0:00pm	0h 00m	2 stops
	Airline	SEA 0:00am ▸	HNL 0:00pm	0h 00m	1 stop

Choose Returning Flight (8) ›
Honolulu, HI (HNL) to Seattle, WA (SEA) - Thu 11/13/2012

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CHOOSING A FLIGHT CONT.

[Header]

FareCompare | Orbits | Expedia | Priceline.com | Vacation Package | Hotels

From SEA ▸ Seattle **To** HNL Honolulu

Departing Wed 10/15/2012 ▸ **Returning** Thu 11/13/2012

Roundtrip all taxes and fees included

Group Results

Compare Airlines & Stops

Stops

- ✓ nonstop $ 450
- ✓ 1 stop $ 350
- ✓ 2+ stops $ 150

Times

Departure Take-off

Wed 6:00am - 8:30pm

Return Take-off

Fri 7:00am - Sat 12:00am

Show Arrival Times

Airlines

- ✓ Alaska Airlines $450
- ✓ American Airlines $ 350
- ✓ Delta $ 150
- ✓ Hawaiian Airlines $ 150
- ✓ United $ 150
- ✓ US Airways $ 150
- ✓ Multiple airlines $ 150

Cabin

- ✓ Economy $ 450

IS | DLG | Showing 10 flights grouped by directional leg | Currency: USD | Sort: Price (low to high)

Choose Departing Flight ›
Seattle, WA (SEA) to Honolulu, HI (HNL) - Wed 10/15/2012
Alaska SEA 0:00am ▶ HNL 0:00pm 0h 00m 0 stops

Choose Returning Flight (8) ⌄
Honolulu, HI (HNL) to Seattle, WA (SEA) - Thu 11/13/2012

$128 each way	Delta	SEA	0:00am ▶	HNL	0:00pm	0h 00m	1 stop
	Alaska Air	SEA	0:00am ▶	HNL	0:00pm	0h 00m	2 stops
	Us Air	SEA	0:00am ▶	HNL	0:00pm	0h 00m	1 stop
$215 each way	Airline	SEA	0:00am ▶	HNL	0:00pm	0h 00m	1 stop
	Airline	SEA	0:00am ▶	HNL	0:00pm	0h 00m	2 stops
	Airline	SEA	0:00am ▶	HNL	0:00pm	0h 00m	1 stop
$419 each way	Airline	SEA	0:00am ▶	HNL	0:00pm	0h 00m	1 stop
	Airline	SEA	0:00am ▶	HNL	0:00pm	0h 00m	2 stops

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CUSTOM ITINERARY

[Header]

FareCompare | Orbits | Expedia | Priceline.com | Vacation Package | Hotels

From SEA ▶ Seattle **To** HNL Honolulu

Departing Wed 10/15/2012 ▶ **Returning** Thu 11/13/2012

Edit

Roundtrip all taxes and fees included

Group Results

Compare Airlines & Stops

Stops

- ✓ nonstop $ 450
- ✓ 1 stop $ 350
- ✓ 2+ stops $ 150

Times

Departure Take-off

Wed 6:00am - 8:30pm

Return Take-off

Fri 7:00am - Sat 12:00am

Show Arrival Times

Airlines

- ✓ Alaska Airlines $450
- ✓ American Airlines $ 350
- ✓ Delta $ 150
- ✓ Hawaiian Airlines $ 150
- ✓ United $ 150
- ✓ US Airways $ 150
- ✓ Multiple airlines $ 150

Cabin

- ✓ Economy $ 450

IS **DLG** Currency: USD

◀ Back to Directional Leg Groups

$704

Delta SEA 0:00am ▶ HNL 0:00pm 0h 00m 0 stops

Delta HNL 0:00am ▶ SEA 0:00pm 0h 00m 0 stops

Select

Orbitz $1,200

Outbound Wed 10/15/2012

SEATAC Intl Airport (SEA) ▶ Honolulu Intl Airport (HNL) 7h 00m

Seattle, WA — Honolulu, HI

Departing: Wed 9:50am — Arriving: Wed 5:30am

Delta Air Lines - Flight 411

Boeing 737-800 (winglets) (Narrow-body Jet) | 100% on Time | Wi-Fi Available

Operated by SkyWest SK294

Inbound Thu 11/13/2012

Honolulu Intl Airport (HNL) ▶ SEATAC Intl Airport (SEA) 7h 00m

Honolulu, HI — Seattle, WA

Departing: Wed 11:00pm — Arriving: Thu 6:00am

Delta Air Lines - Flight 511

Boeing 737-800 (winglets) (Narrow-body Jet) | 100% on Time | Wi-Fi Available

Operated by SkyWest SK294

❗ This is an overnight flight! Departing Wednesday and arriving Thursday.

Source	Airfare	Taxes & Fees	Total Airfare	
Orbitz	$400	$50	$450	Select

\+ Share

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Question Page

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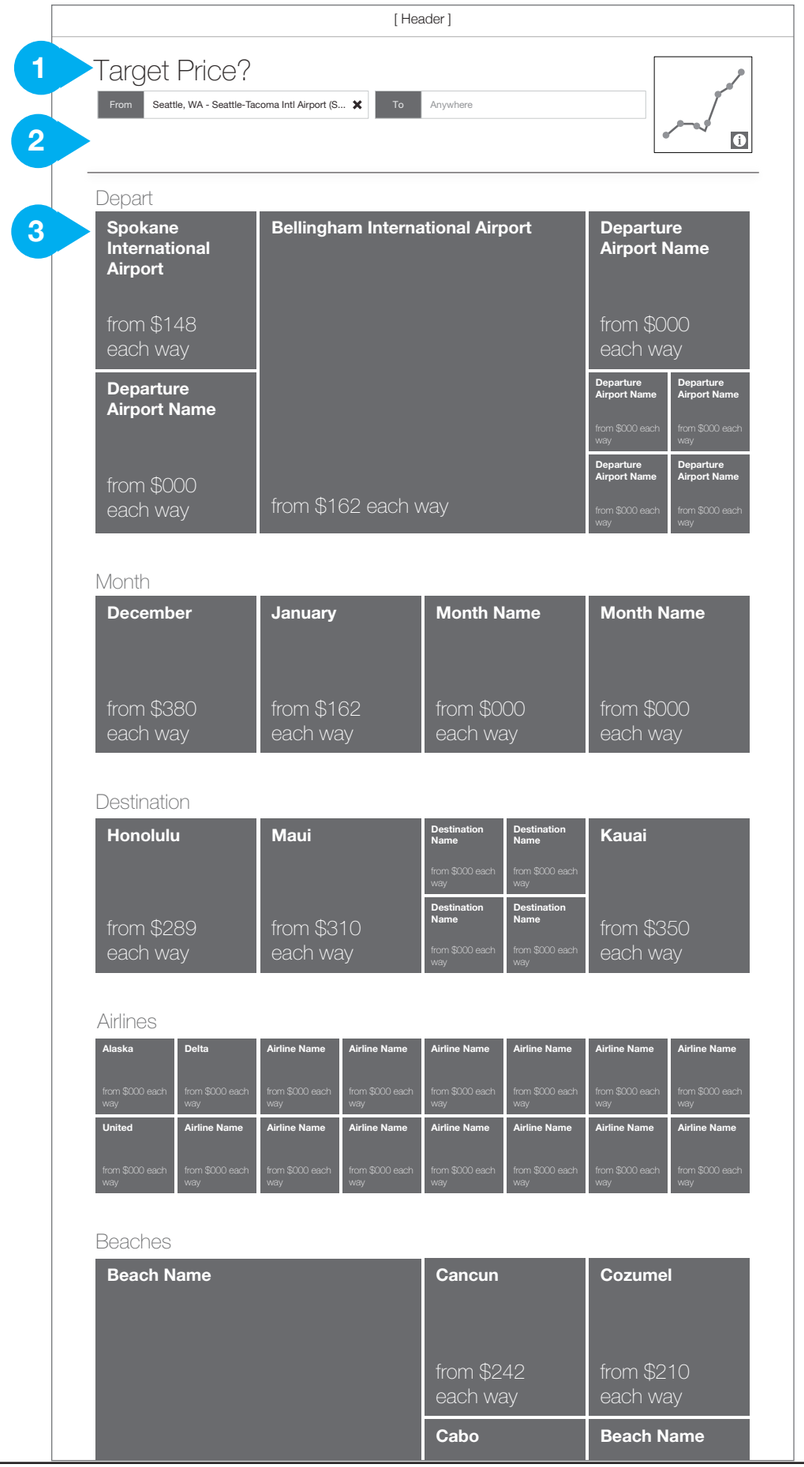

QUESTION PAGE

The goal of the Question page is to allow users to explore a seemingly infinite set of travel advice between a point of origin and a point of destination.

As per the Question page content spec, there is no defined way for users to navigate at the Question page aside from arriving via a search squery. In this case, the user may have searched for "how much to pay for a flight?"

1 Header

2 Filter List
Is hidden until users selects the first filter from the reveal (see next page.)

3 Geography/Filter Tile Groups
Clicking on a Geography or Filter tile reveals a variant of the Advice Tile Reveal from the Answer page.

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Question Page Header with Hidden Filter Field

Question Page Header with Exposed Filter Field

QUESTION PAGE HEADER

The Question Page Header area is fixed to the Header bar. Scrolling vertically on the page will cause the Advice section of the page to slide underneath the header.

1 Question
Derived from the query users entered into Google that resulted in a link leading to this Questions page.

2 Geography Specification
The geography specification is set to "Anywhere to Anywhere" by default. Users will be presented with a suggestion drop down containing airports, cities, states, country, continent, and zones as they type into the text fields. Changing the geography specification will refresh the page to display the best set of Geography/Filter Tile groups for the new geographical points.

Clicking on the X icon will revert the text field to "Anywhere" and force a page refresh.

3 Infographic
A custom infographic relevant to the question for the purpose of supporting Google image search. Nothing is displayed in this area if a question does not have an image associated with it.

Clicking on the Info icon opens a larger view of the infographic in an overlay with an option to share (refer to the Answer or Dashboard page's Tile Reveal for the sharing experience.)

4 Filter
Users must choose a filter from the list below and cannot type into this field (see next page.)

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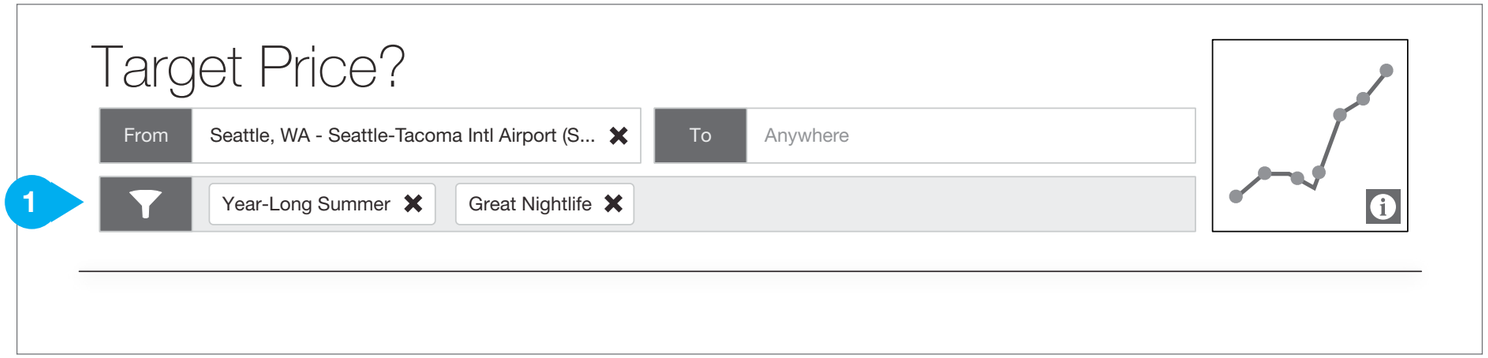
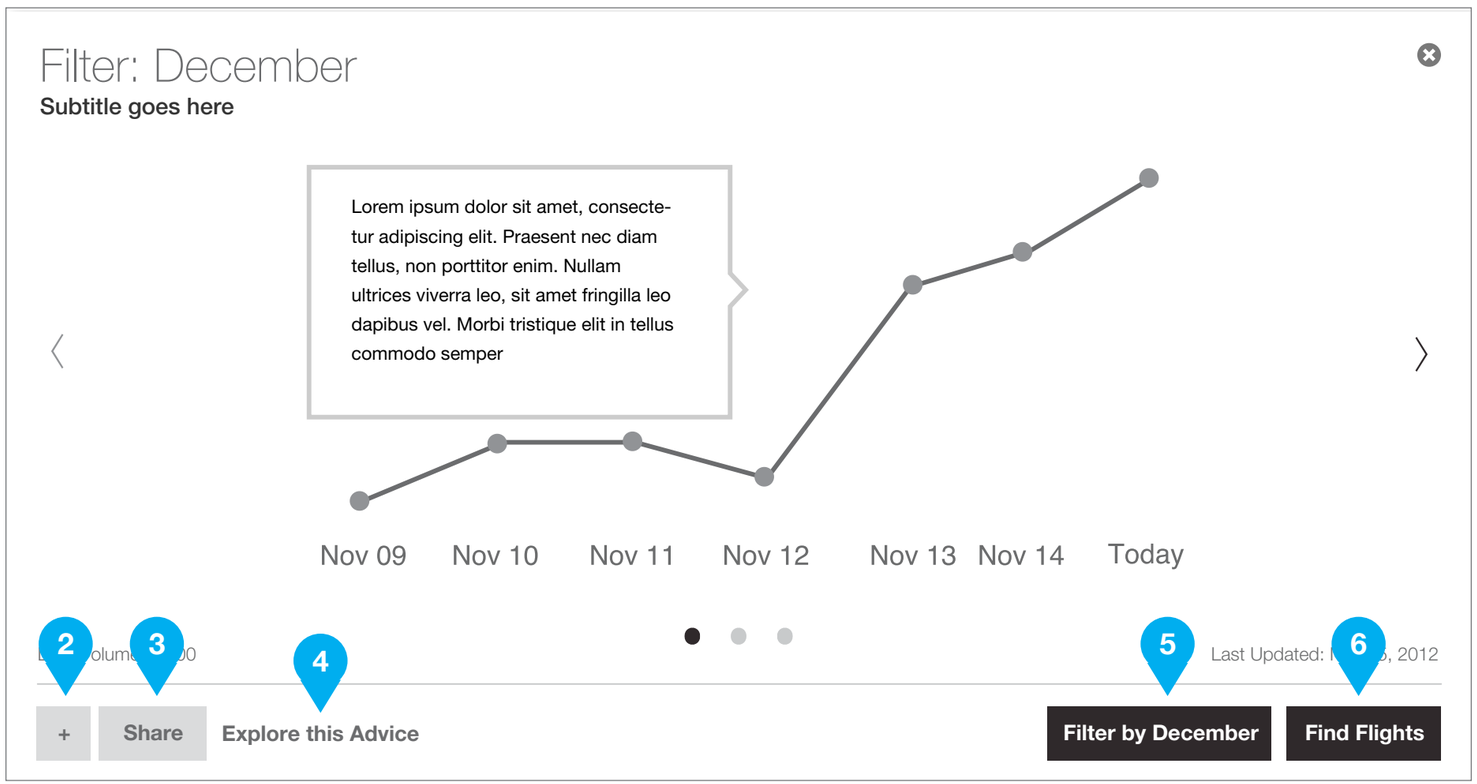
Question Page Header with Filters



Filter Tile Reveal



FILTER TILE

Clicking on a Filter tile displays the Filter Tile Reveal which is a variant of the Advice Tile Reveal.

1 Filter List
Clicking the x icon deletes the filter and refresh the page to display the best set of Geography/Filter Tile groups.

2 Add to Dashboard
Unlike the Answer page where tiles are automatically added to the Dashboard upon reveal, users must click on the + button to add the Filter tile to their Dashboard page.

3 Share
Refer to the share experience on the Advice Tile Reveal.

4 Explore
Clicking on the Explore This link directs users to Advice section of the Answer page.

5 Filter By [Name]
Dismisses the overlay, adds this filter to the Filter List in the header and refreshes the page to display the best set of Geography/Filter Tile groups.

6 Find Flights
Dismisses the overlay and slides down the Quote tile from below the Header. The Quote tile will push all the Question page content downwards and the Question Tile Header area will be grayed out.

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Geography Tile Reveal

GEOGRAPHY TILE

Clicking on a Geography tile displays the Geography Tile Reveal which is a variant of the Advice Tile Reveal.

1 More on [Geography]
Dismisses the overlay, changes the Geography specification in the header and refreshes the page to display the best set of Geography/Filter Tile groups.

Text on the button should whether the From or To in the geography specification is being changed e.g. "More from Spokane" / "More to Spokane"

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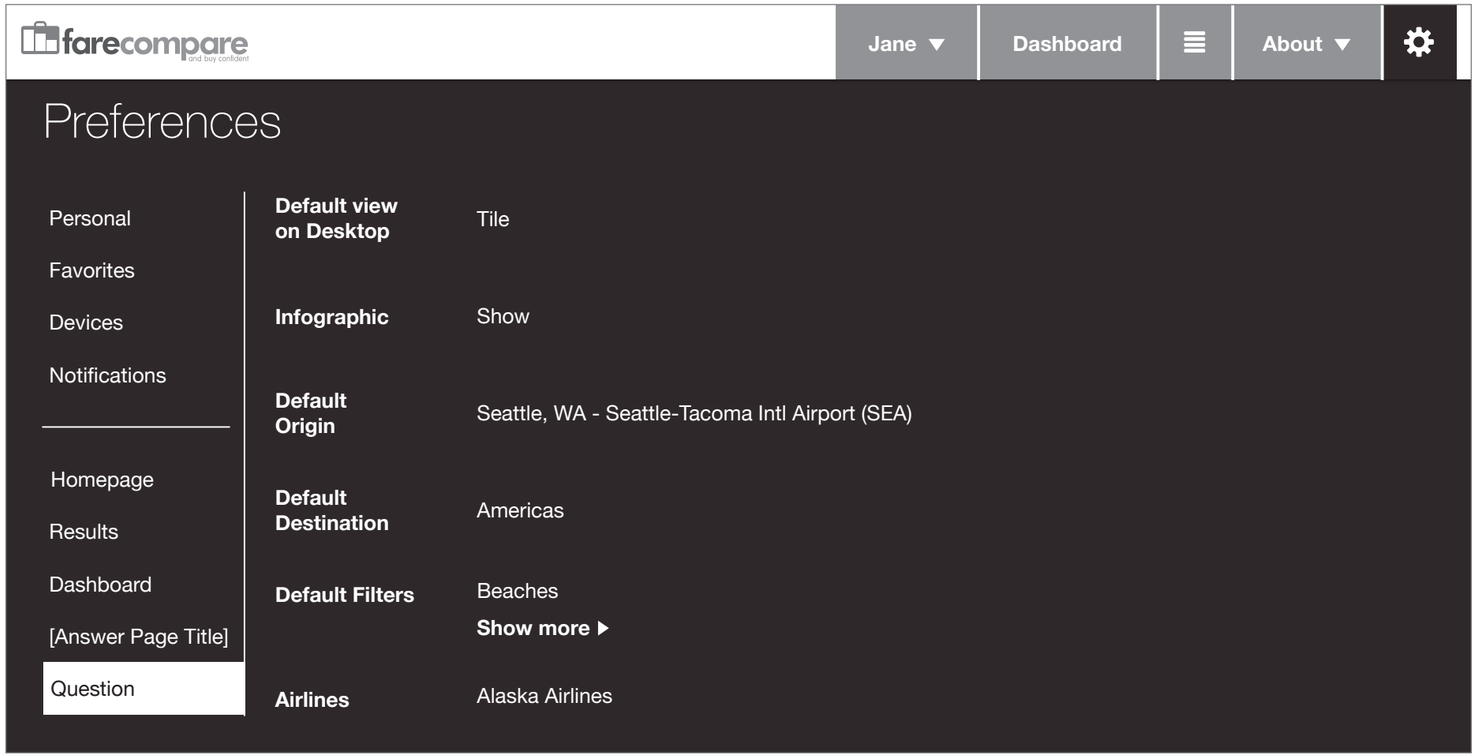
Question Page Preference Pane



QUESTION PAGE PREFERENCES

Clicking the gear icon while on a Question page slides down the Question Page Preference from below the Header.

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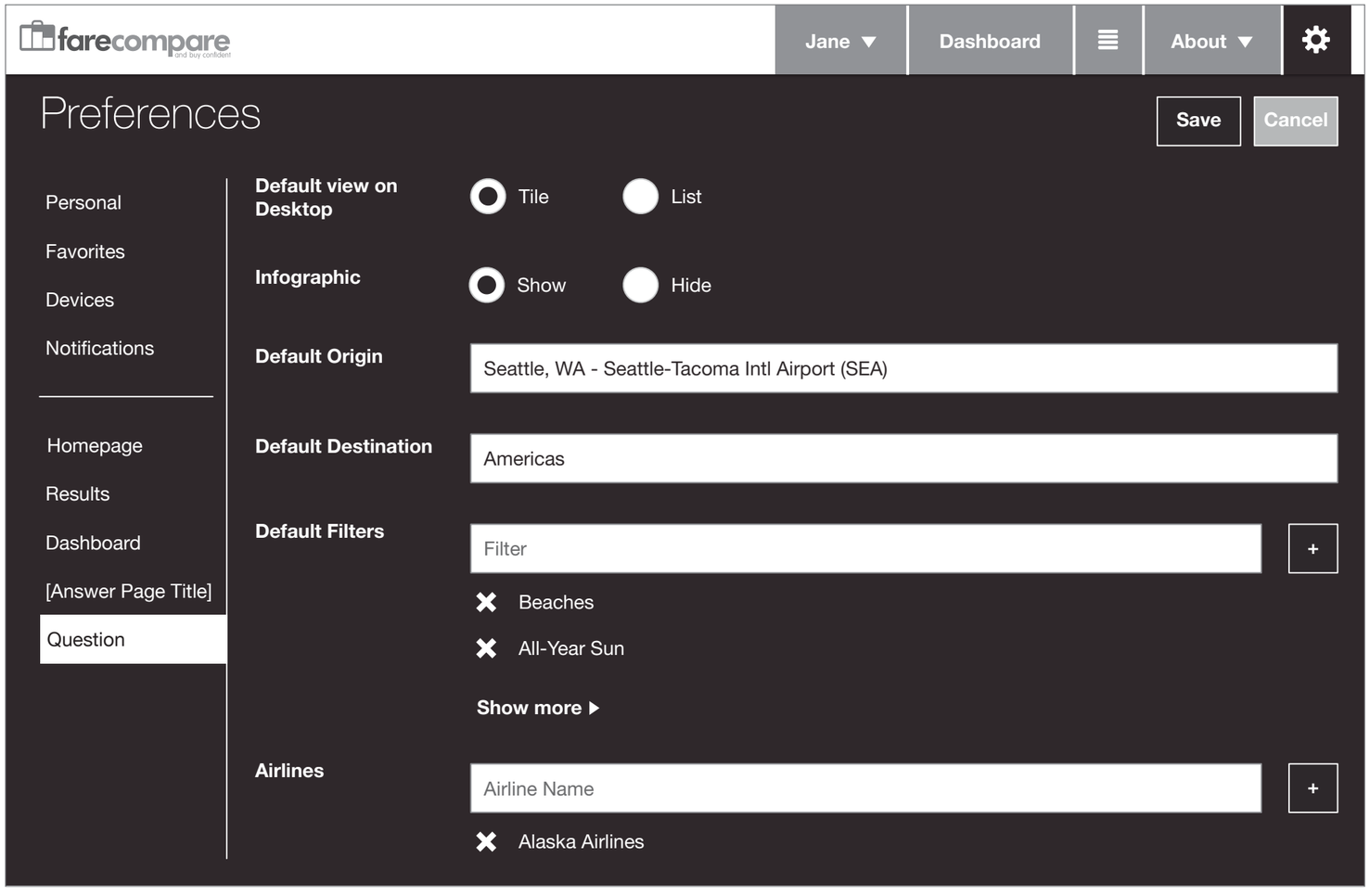
QUESTION PAGE PREFERENCES (EDIT MODE)



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Answer Page

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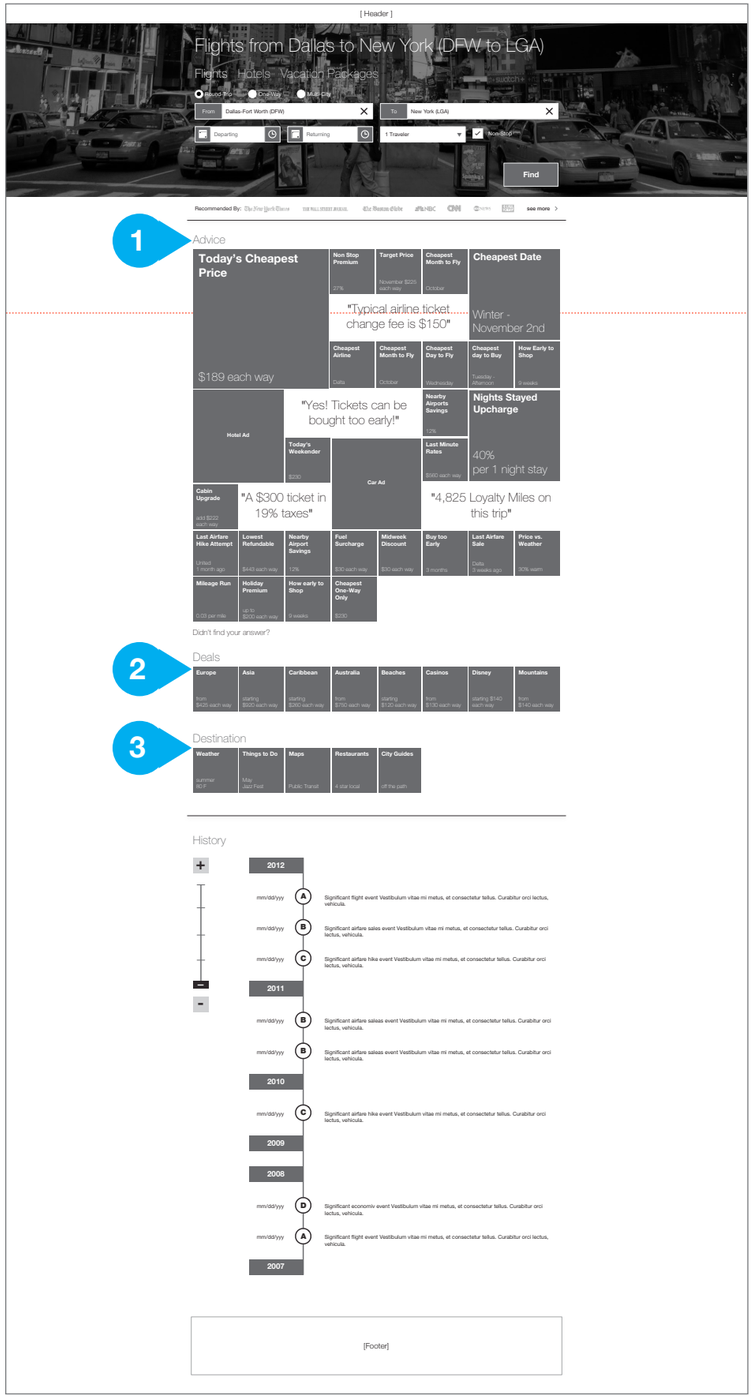
FareCompare



ANSWER PAGE

The primary goal of this page is to get the user to execute a quote. The secondary goal is to encourage them to sign up or sign in. The final goal is allow the user to quickly access their personalized Dashboard.

1 Advice Group

2 Deals & Destinations Groups

3 History Timeline

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Advice Group

ADVICE GROUP

The Advice section is a group of tiles, that highlight the additional FareCompare value to the user over and above the subtle advice offered in the Quote Tile experience.

1 Advice Tile
Advice tiles are meant to be textually brief, with the intent to peak the user's interest to investigate further through the Advice Tile Reveal (next page).

The tile Front consists of a question/highlight and a very short answer on an emotive background.

Clicking a tile shows the Advice Tile Reveal.

If the user has not signed in, they will be prompted to sign in/sign up under the following conditions:

1. When they attempt to flip to the next chart within a Reveal.

2. After engaging with the Advice content groups for the second time.

2 Static-Tile
Static tiles are short unactionable content that may be intermixed with tiles to provide additional advice and visual interest.

3 Suggestions
Clicking this link takes the user to the Feedback page.

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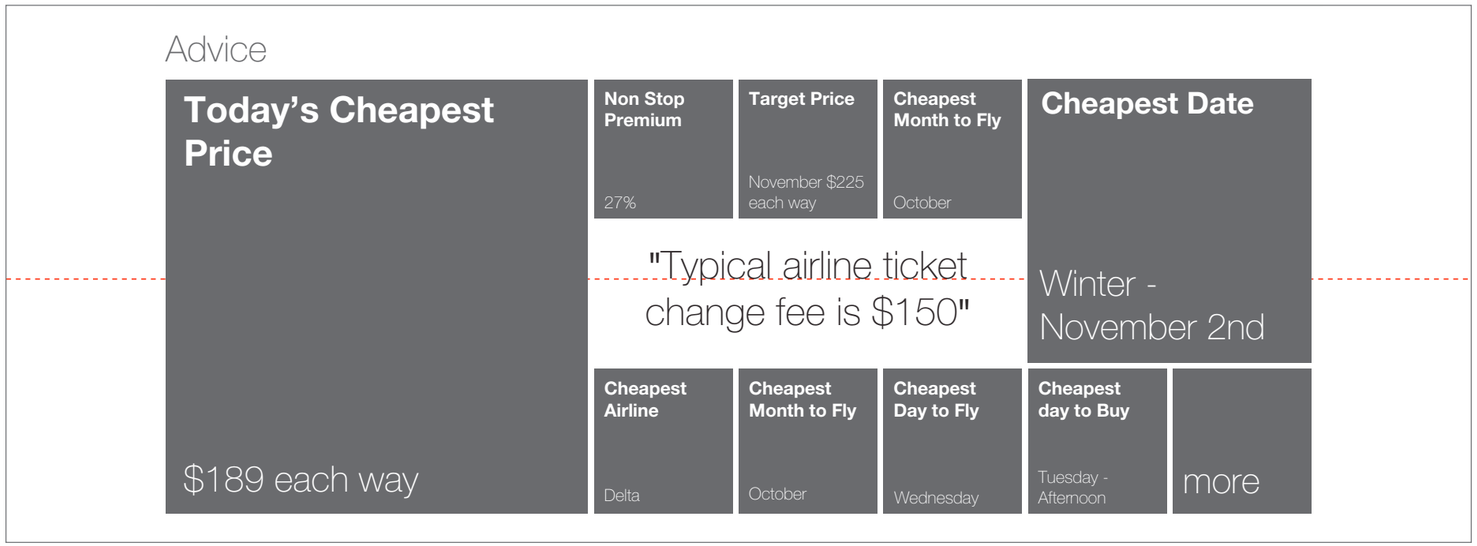

ADVICE GROUP (COLLAPSED MODE)

To avoid overloading users with information, the advice group may be displayed its collapsed mode. Clicking on the More tile will expand the group to show all the Advice tiles.

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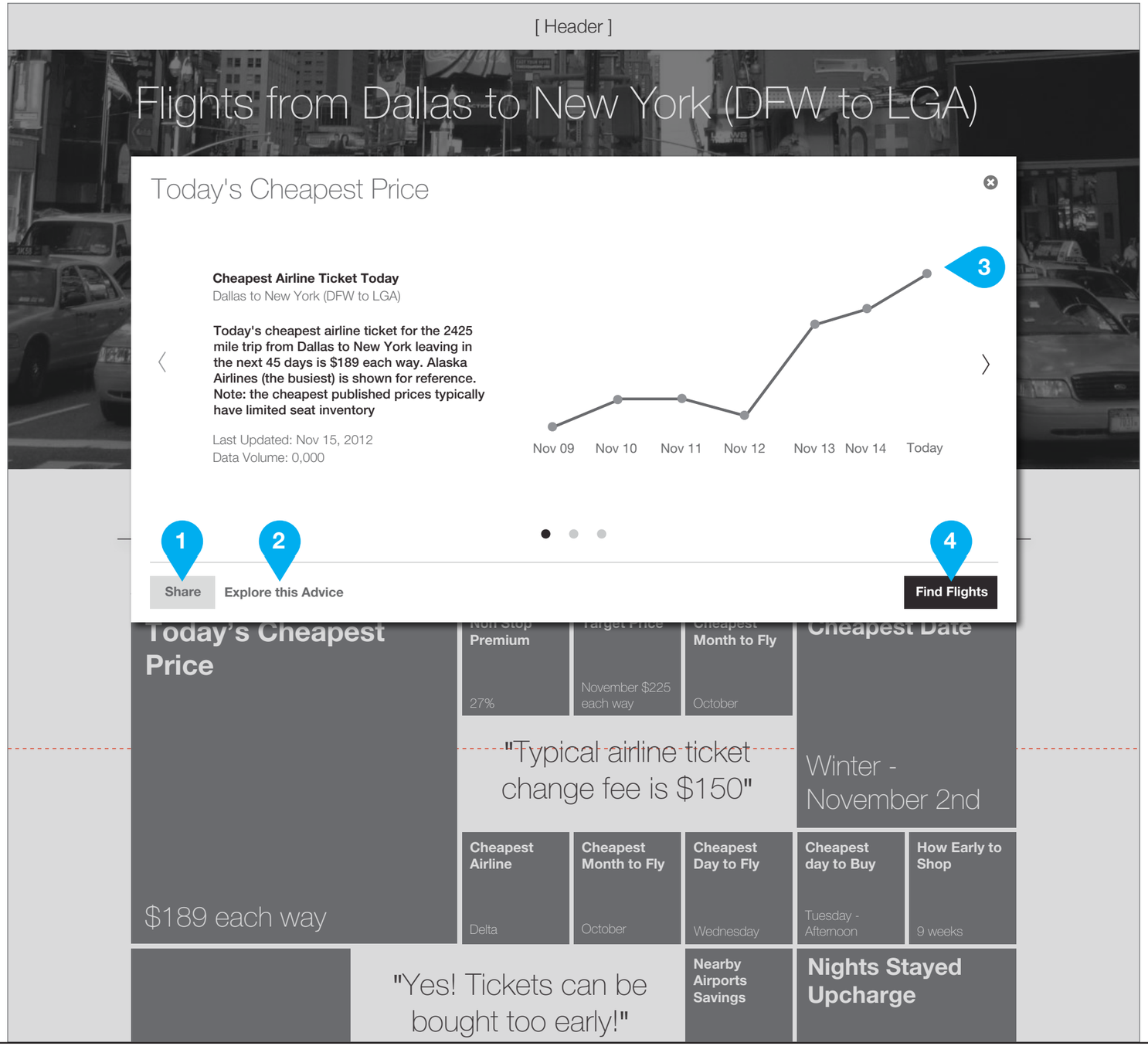

ADVICE TILE REVEAL

Clicking a tile (or row while in List view) displays the Advice Tile Reveal experience. It is meant to visually display additional information quickly to the user.

Tiles are automatically added to the Dashboard after the user clicks on them. The move to Dashboard animation to be explored in the UI design phase.

1 Share
See next page.

2 Explore This Advice
Takes users to the Question page.

3 Chart
See UI deck for updated content

4 Get Quote/Book Now
Takes users to the Results page.

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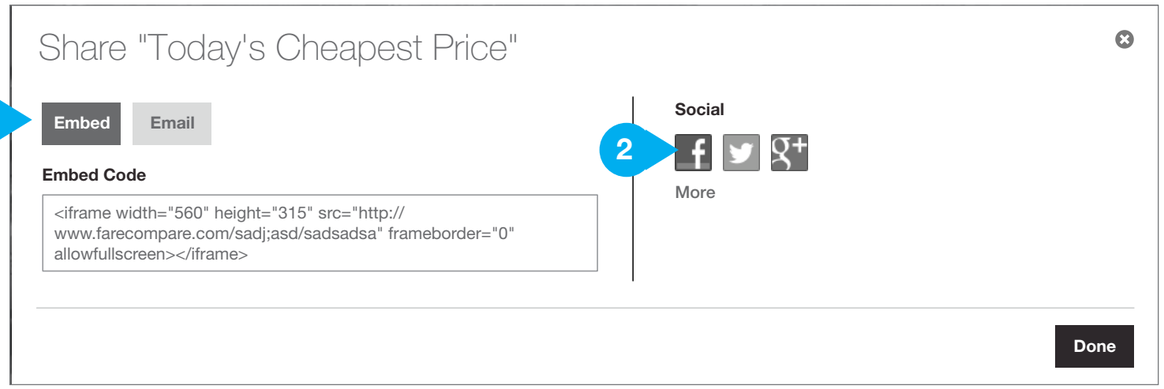
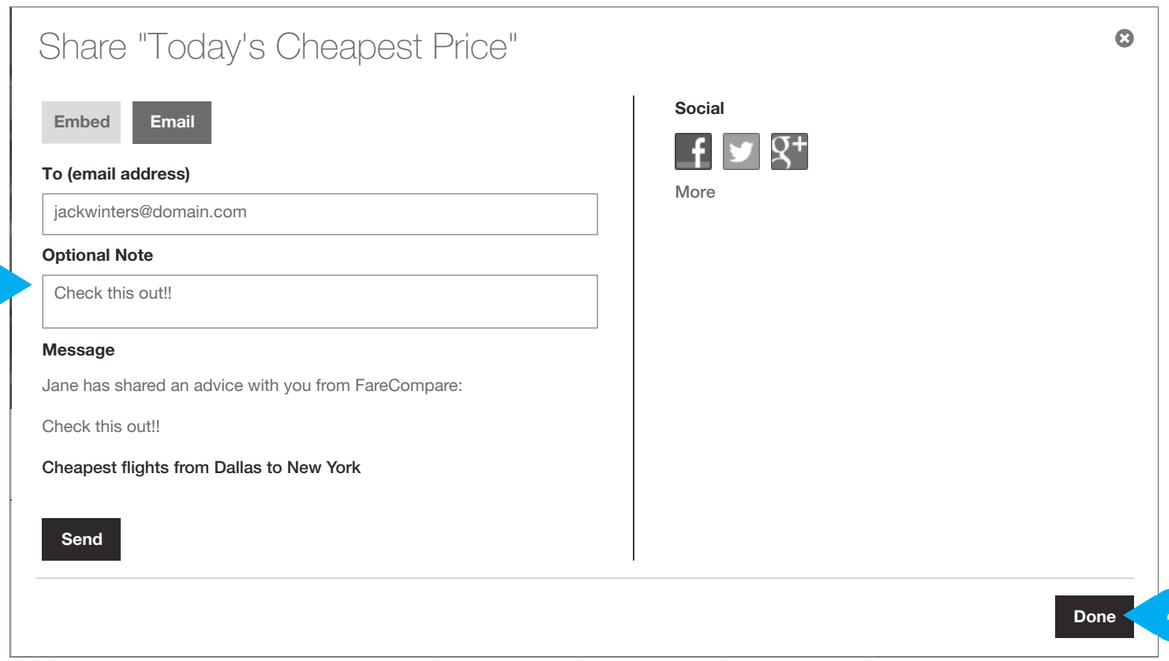
Embed



Email (User Signed In)



ADVICE TILE REVEAL - SHARE

Clicking on the Share button shows the share UI.

1 Embed/Email Toggle
Toggles between embed code and email.

For email If a user is not signed in, the space underneath the toggle will display the message "Sign in or Sign Up". Users must be signed in to share this tile via email.

2 Social Share
Clicking on an icon brings up the share UI for that social site in a popup.

3 Optional Note
Will be added to the message preview below.

4 Done
Takes users back to the Tile Reveal.

Email (User Not Signed In)

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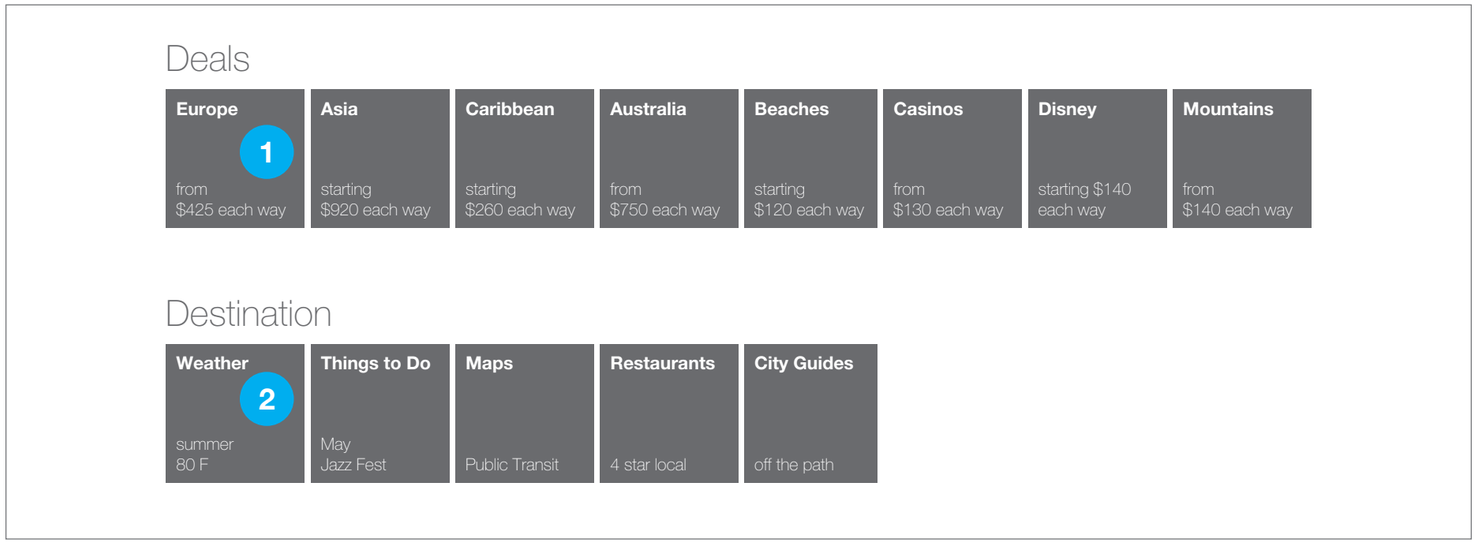

DEALS & DESTINATION GROUPS

The Deals section is a group of tiles that highlight available deals to other destinations.

1 Deal Tile
Clicking a deal tile takes users to the Question page.

The Destination section is a group of tiles that display information about the destination.

2 Destination Tile
Clicking a destination tile takes users to an external partner site.

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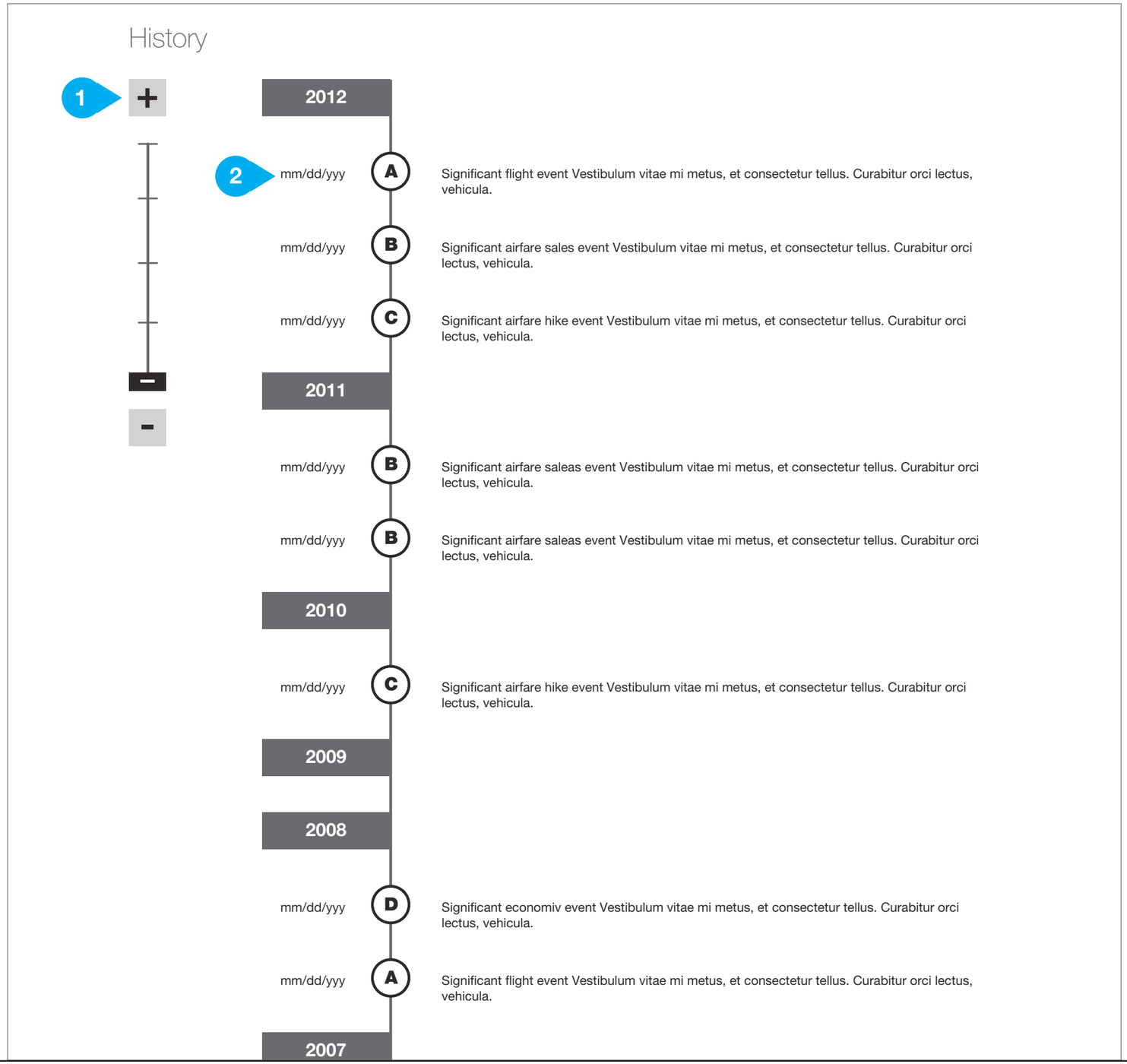

HISTORY TIMELINE

The History Timeline displays a set of chronological events related to the origin and/or destination. Aside from being chronologically ordered, events are also ranked by importance. Users can zoom out to view only the most significant events or zoom in to view less significant events.

1 Zoom

Users can zoom in/out by selecting the +/- buttons. The timeline to the right will update/animate accordingly.

2 Events

Events are categorized into Flights, Airfare Sales, Airfare Hikes, or Economic categories, each with their own iconography.

Note: A complete user experience will be explored in the UI phase.

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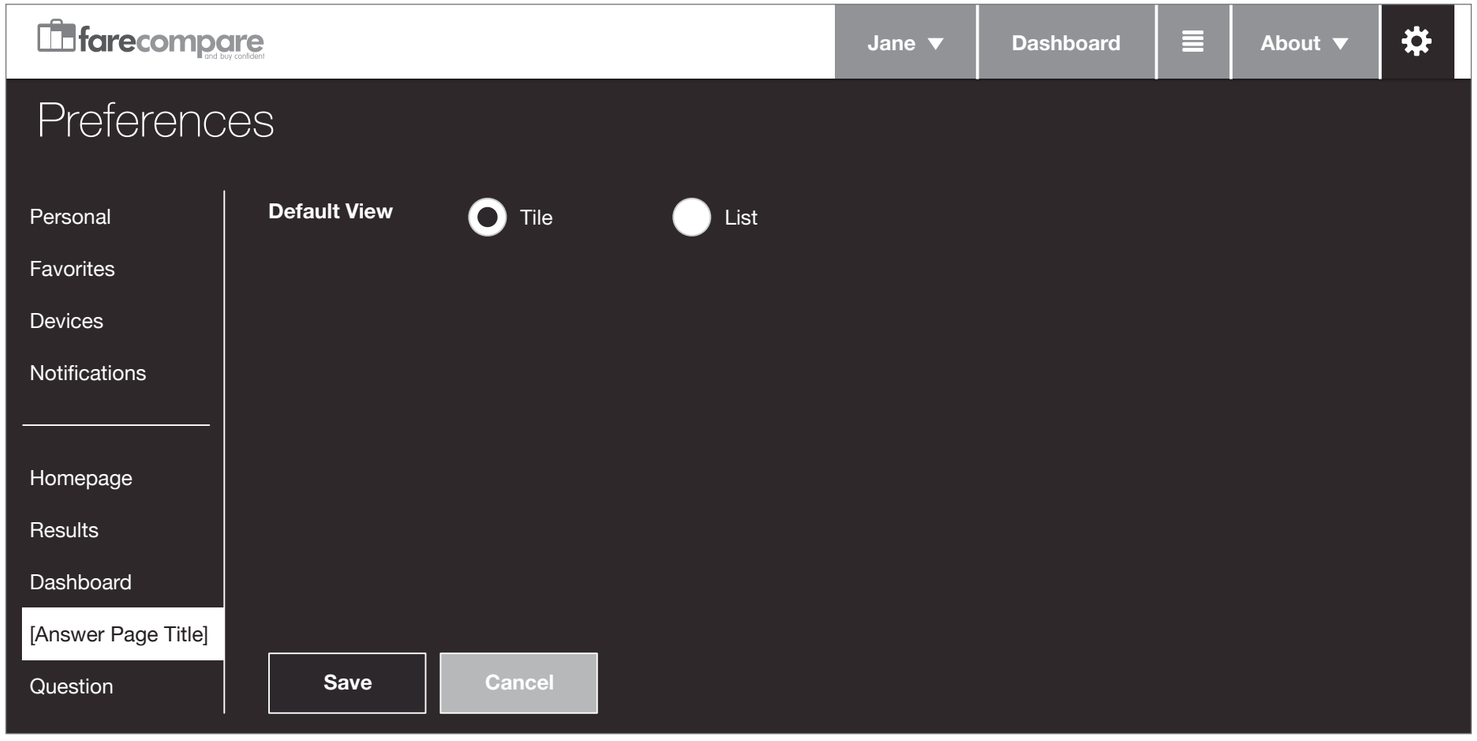
Answer Page Preference Pane



ANSWER PAGE PREFERENCE

Clicking the gear icon while on an Answer page slides down the Answer Page Preference from below the Header.

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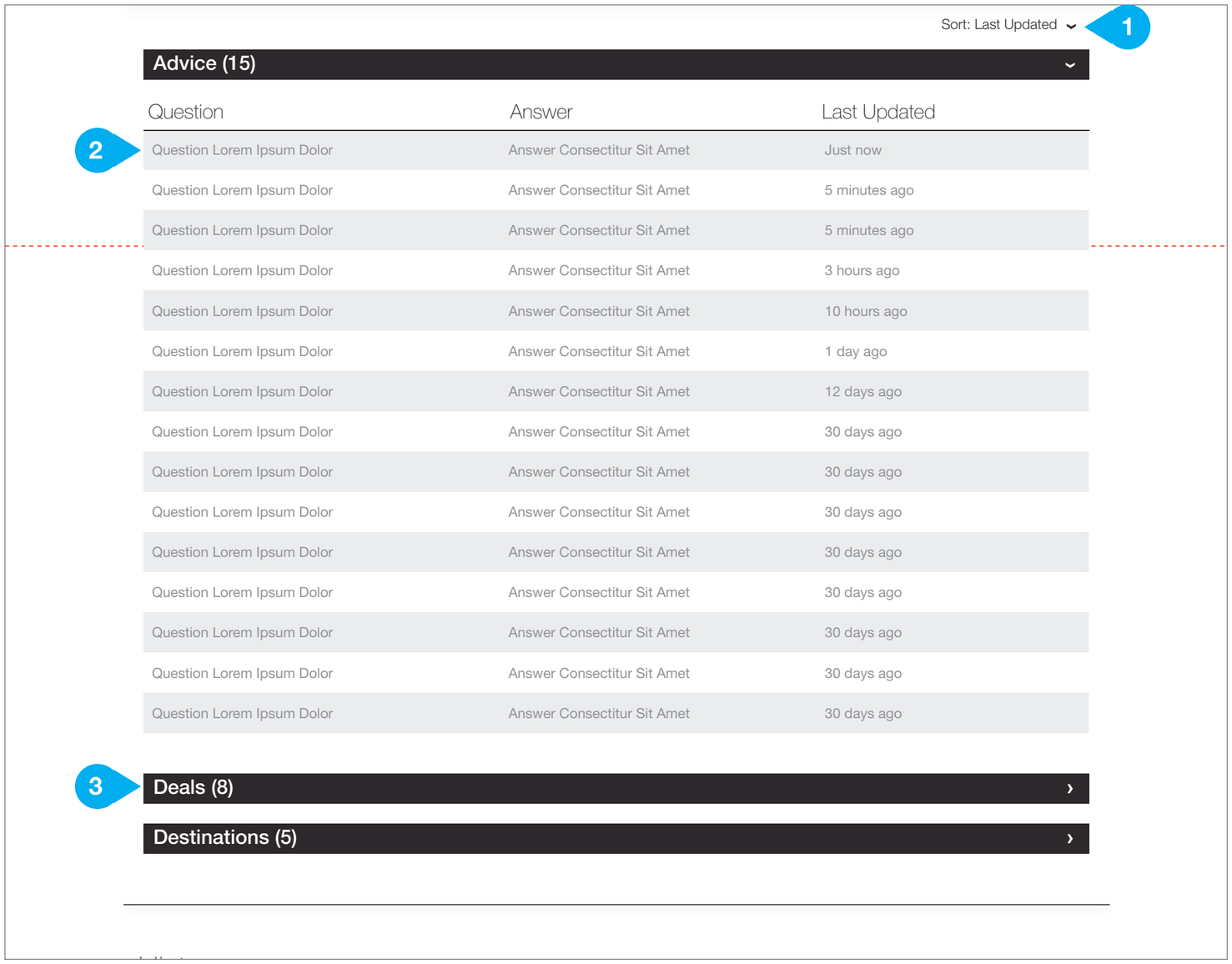

LIST VIEW

The list view displays the same level of information as the tile view but in a grouped list format.

Note: Default views are set in the Page Preference.

1 Sort

If the list is sorted by Last Updated, rows that was just updated will be automatically bubbled up to the top of the list.

If the list is sorted by Most Important, rows that was just updated will display a notification.

2 Row

Clicking a row shows the Advice Tile Reveal.

3 Groups

Users can click on a group header to expand or collapse a group. All groups are expanded by default.

See tablet for revised list view

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Dashboard Page

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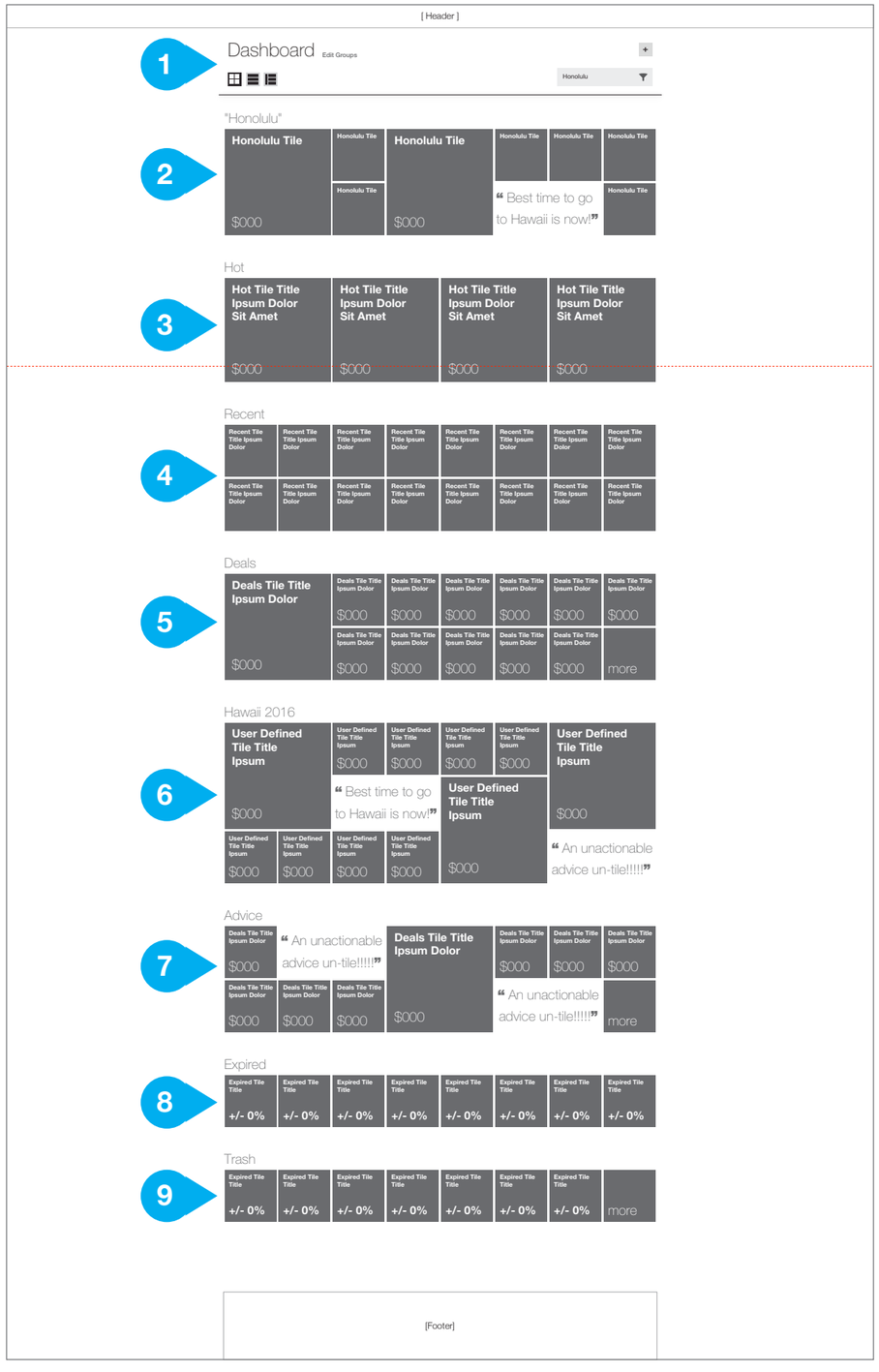

DASHBOARD PAGE

1 Dashboard Header

2 Find (Temporary)
A temporary group that appears as part of the Quick Find feature.

3 Hot (Temporary)
A temporary group containing flash deals based on user profile.

4 Recent
A group containing elements added throughout the site by various trip intent actions on other pages, Quick Add action on this page, or alerts for items that have been previously added.

Elements that don't already exist in the Dashboard in another group may be moved to a user defined group.

5 Deals (Temporary)
A temporary group containing `deals based on user profile.

6 User-Generated Groups
Groups of tiles as defined by the user.

7 Advice
Selected Advice Tiles for routes monitored.

8 Expired
Group of Monitor Tiles that have expired that may be refreshed.

9 Trash
Group of monitor tiles that have been deleted that may be refreshed.

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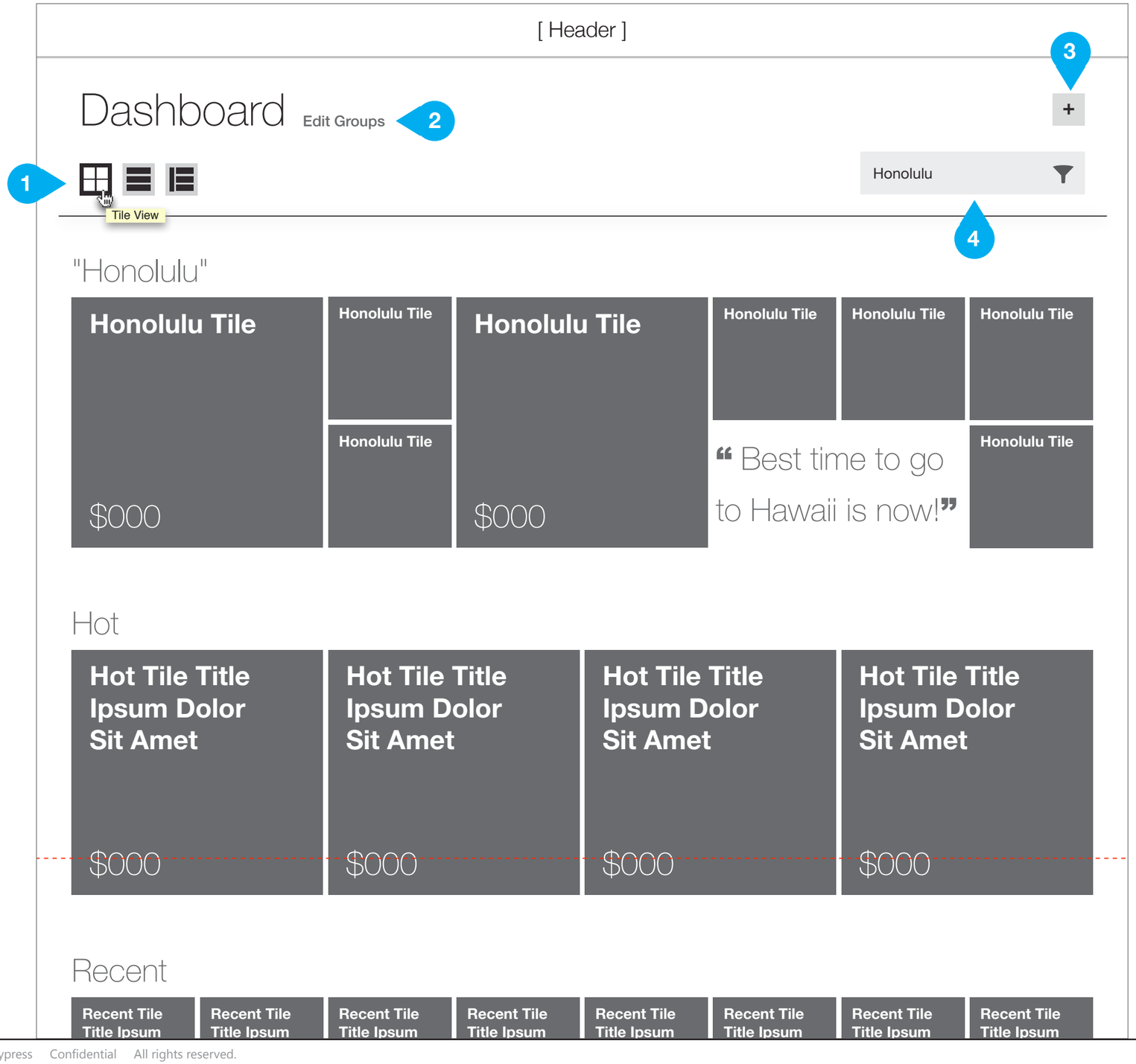

DASHBOARD HEADER

The Dashboard Header is fixed on top on vertical scroll.

1 View Toggle
Users can switched between Tile, List, or Timeline views of the Dashboard. The default is Tile view. Hovering over an icon reveals a tooltip.

2 Edit Group
Switches to Edit Group mode where users can add, remove, rename, or reorder groups.

3 Quick Add
Shows the Quick Add drop down menu when clicked.

4 Quick Find

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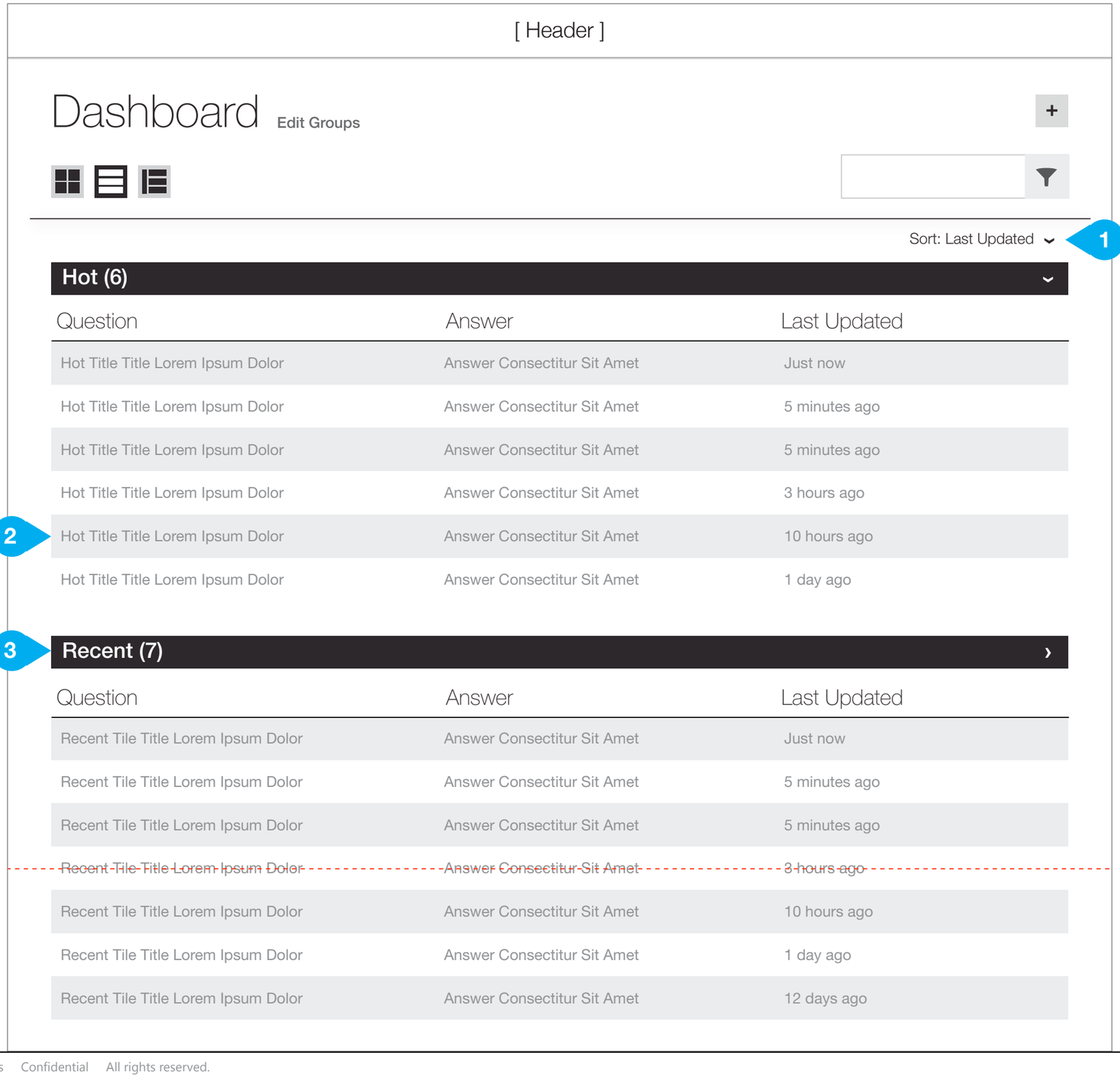

DASHBOARD VIEW TOGGLE - LIST

The list view displays the same level of information as the tile view but in a grouped list format.

1 Sort
If the list is sorted by Last Updated, rows that was just updated will be automatically bubbled up to the top of the list.

If the list is sorted by Most Important, rows that was just updated will display a notification.

2 Row
Clicking a row shows the Monitor Tile Reveal.

3 Groups
Users can click on a group header to expand or collapse a group. All groups are expanded by default.

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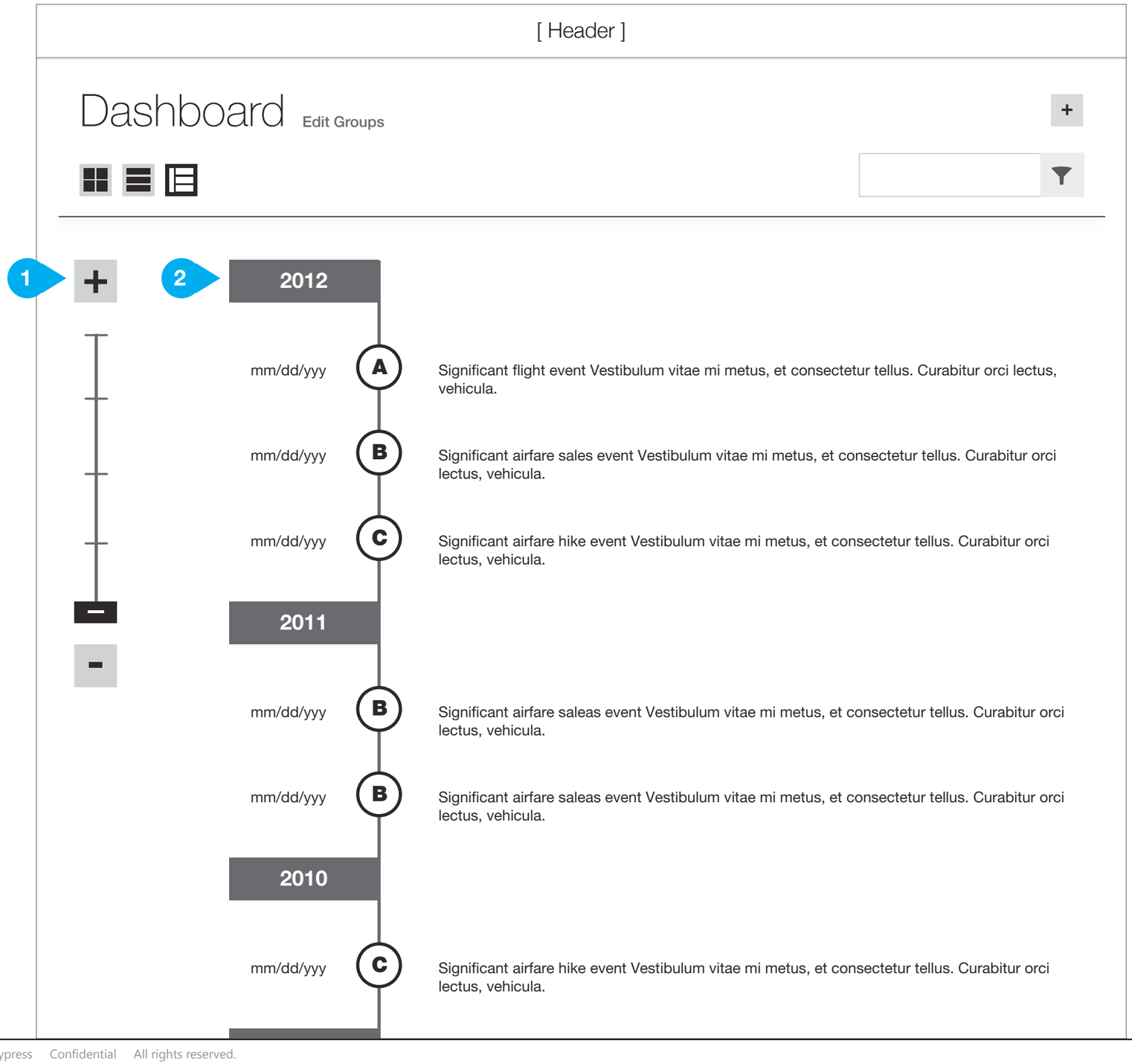

DASHBOARD VIEW TOGGLE - TIMELINE

Note: The Timeline view is a Phase 2 feature.

1 Zoom
Users can zoom in/out by selecting the +/- buttons. The timeline to the right will update/ animate accordingly.

2 Timeline
Contains the same information as in the Tile and List view in addition to extra information such as push events related to activity in this Dashboard (for customer service) arranged in chronological order.

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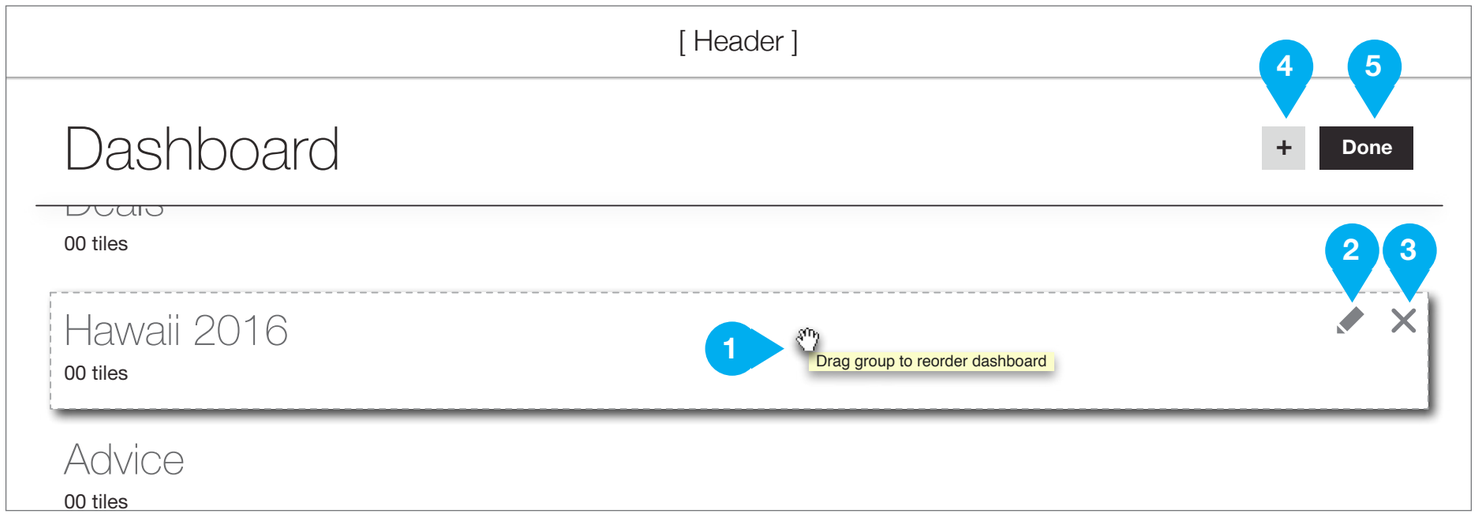
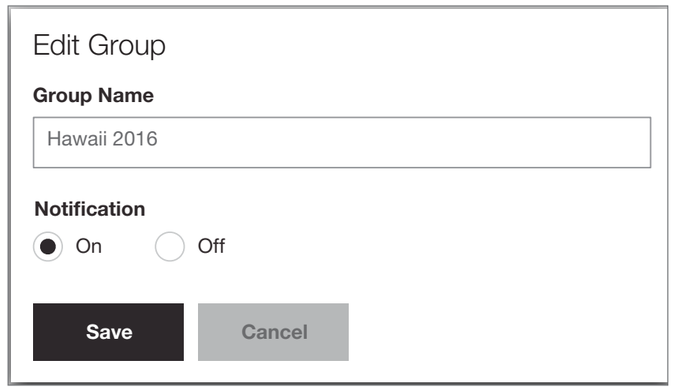
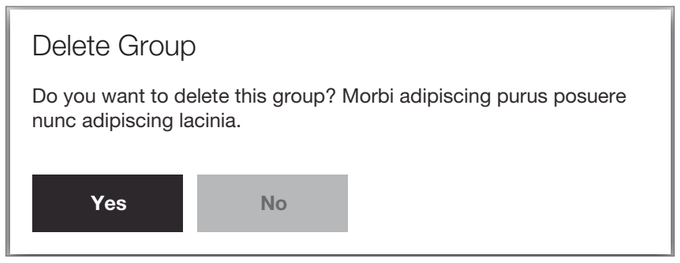


New Group Overlay

Edit Group Overlay



Confirm Delete Dialog



EDIT GROUP

While in edit mode, the groups are collapsed to show only its header and tile count. Users can add, delete, edit, and reorder groups while in this mode.

1 Reorder
Users can drag and drop any group to reorder the list.

2 Edit Group
Shows the Edit Group overlay.

Note: users can only edit user-generated groups.

3 Delete Group
Shows the confirm delete dialog. Users will be asked to confirm the action before the group is deleted.

Note: users can only delete user-generated groups.

4 Add
Shows the New Group overlay.

5 Done
Saves any changes made and exits the edit group mode.

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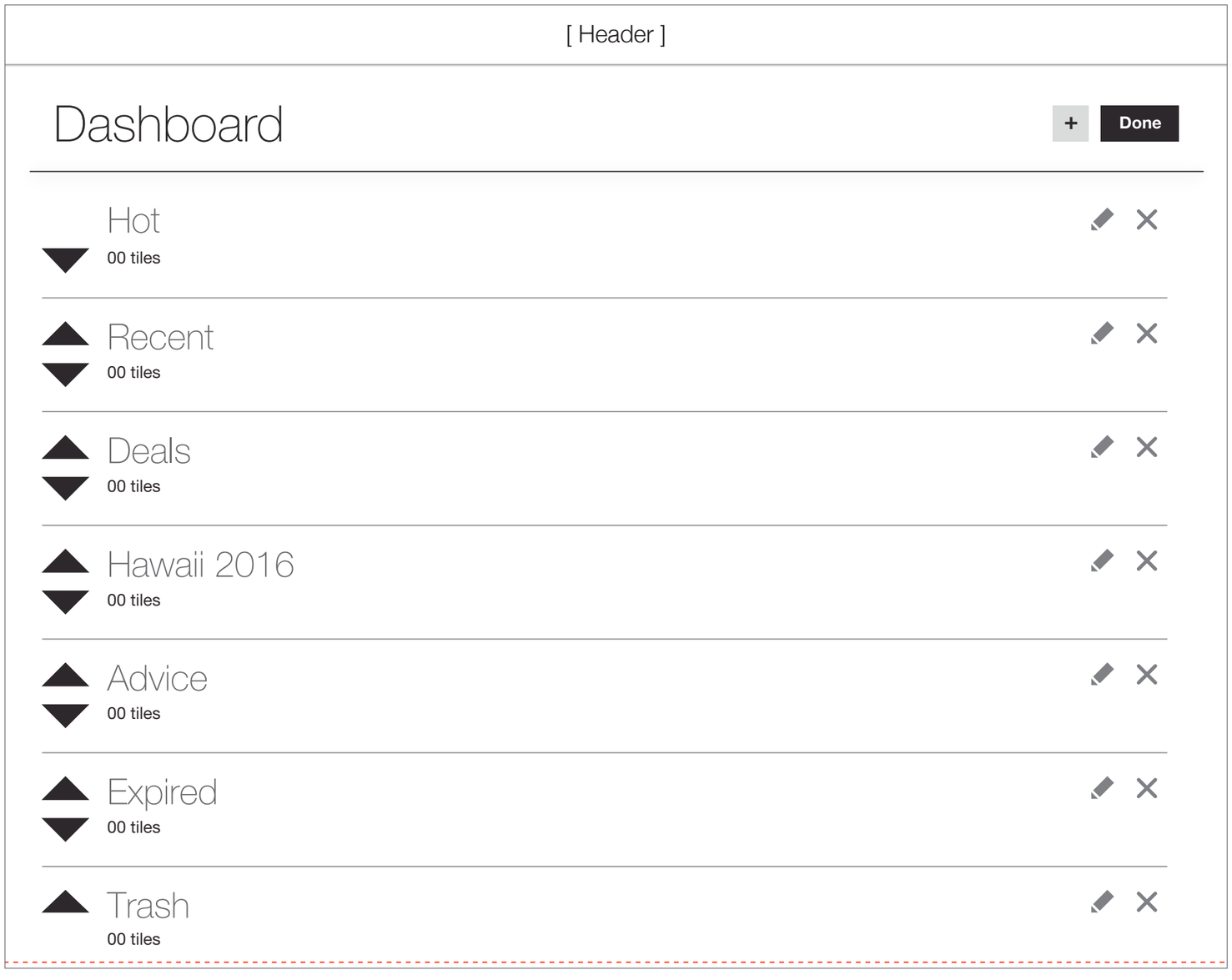

EDIT GROUP - DEGRADED EXPERIENCE

In the degraded experience, users can reorder groups by clicking the up/down arrows.

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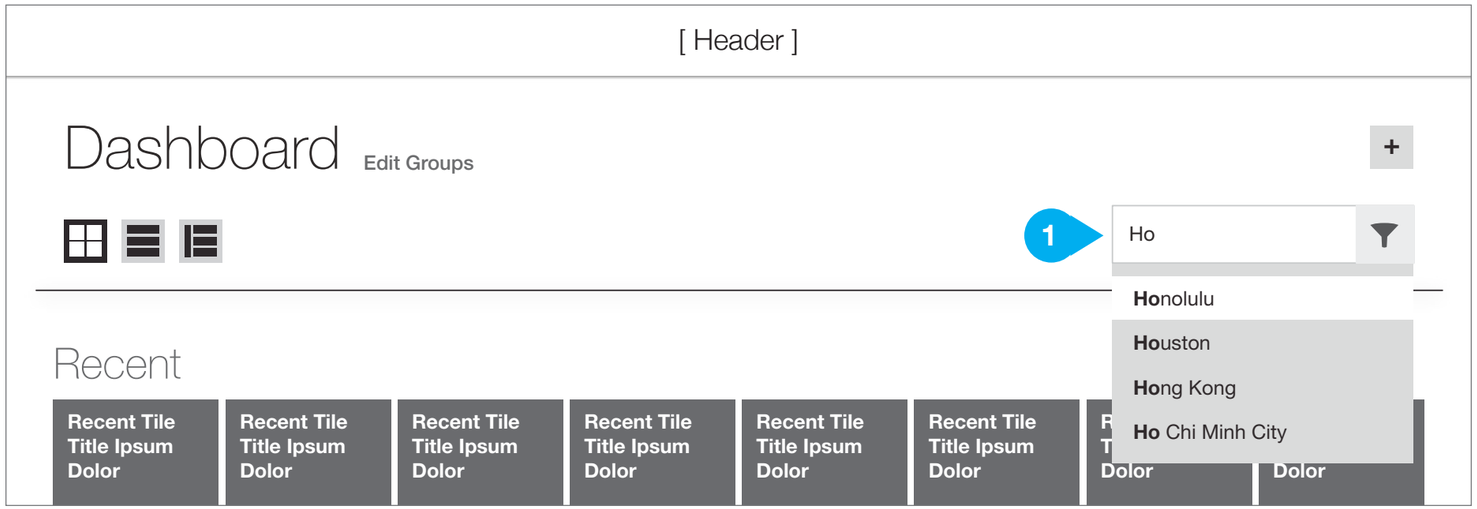
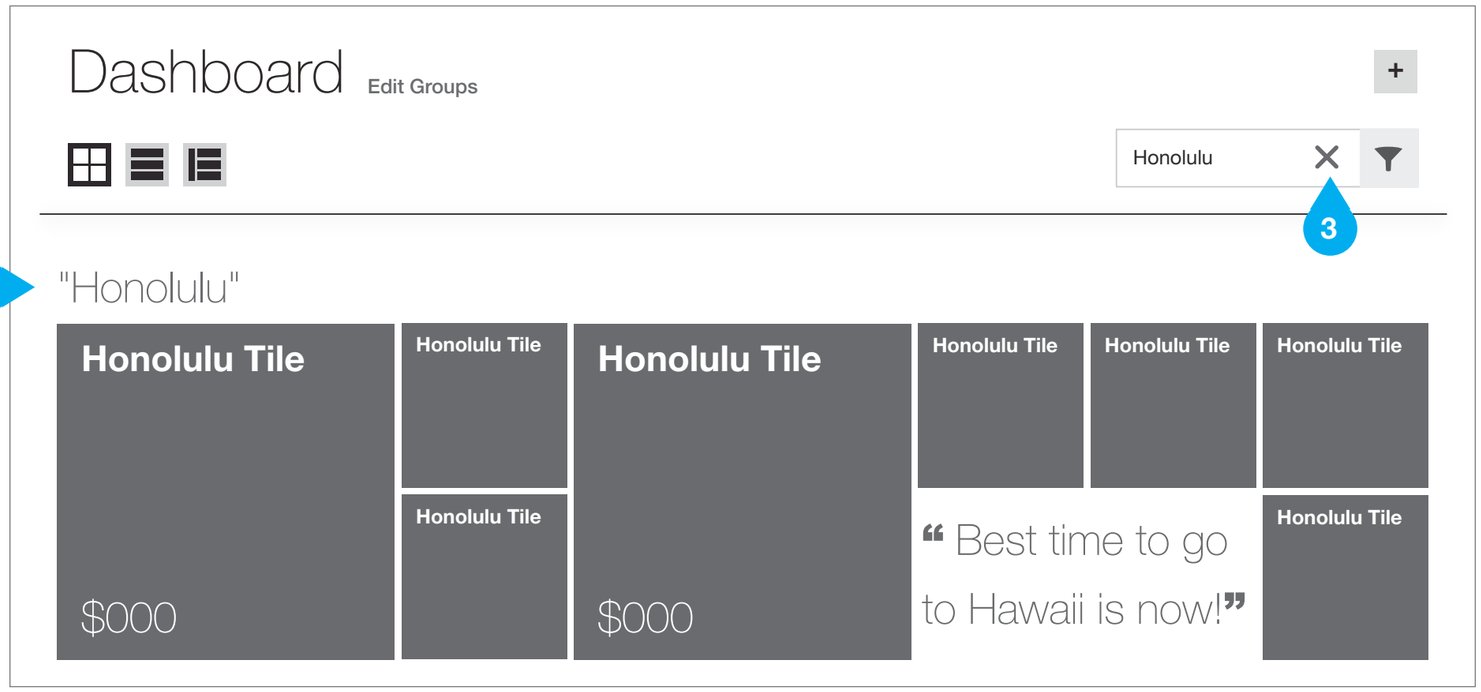
Quick Find - Suggestions



Find Group (Temporary)



QUICK FIND

Quick Find if a feature that allows users to find tiles in their Dashboard.

1 Quick Find
As users type into the Quick Find box, they will be presented with matching suggestions. Users can click on a suggestion, the search button, or the Enter button to run the search. Results are displayed in a temporary group of tiles at the top of the page.

2 Quick find Results of Tiles
A temporary group containing the results.

3 Dismiss Quick find
Clicking on the X clears the Quick Find field and dismisses the results.

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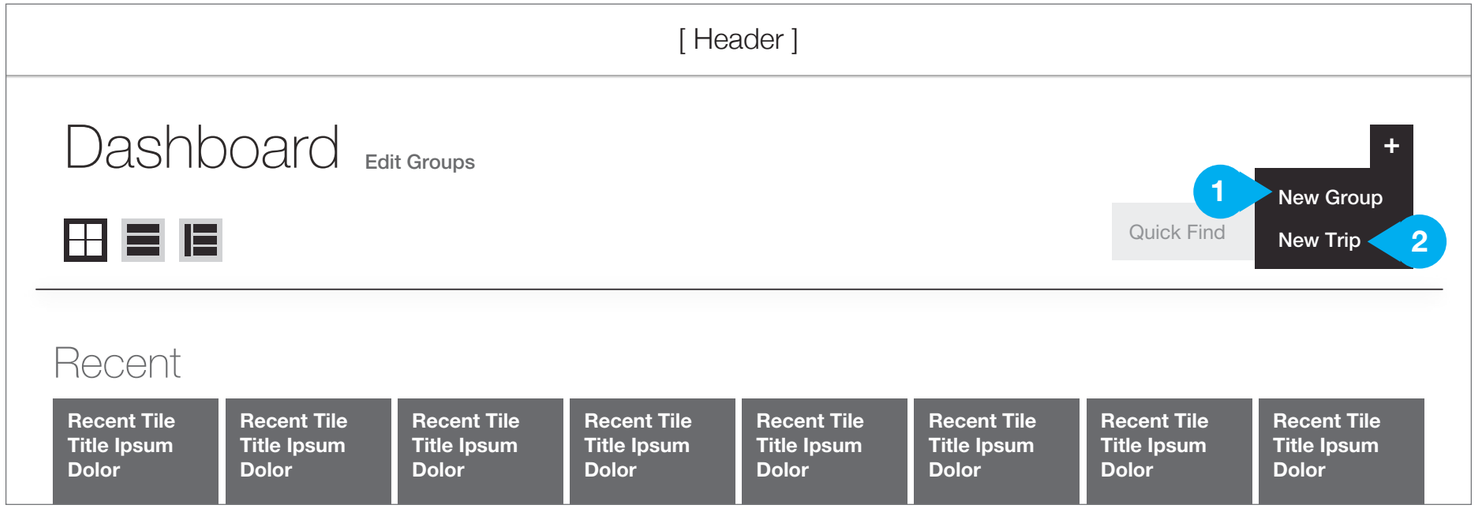
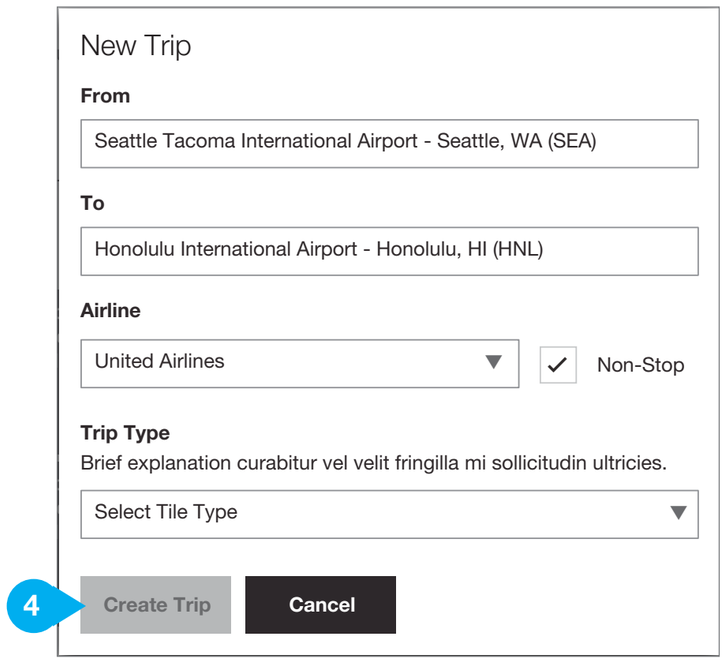
Quick Add Drop Down Menu



New Group Overlay

New Trip Overlay



QUICK ADD

Users can add new Groups or Tiles to their Dashboard.

1 New Group
Shows the New Group overlay.

2 New Trip
Shows the New Trip overlay.

3 Create Group Button
Creates a new group and dismisses the overlay. New groups are placed at the top of the page.

4 Create Trip Button
Creates a new trip and dismisses the overlay. New trip tiles are placed in the Recent group by default.

The From field is pre-populated using the user's current location or home airport as specified in the Profile Preference.

When users start typing in either the From or To field, they will be presented with suggestions similar to the Quote Tile experience.

Users will be presented with additional fields once they have selected a trip type.

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TRIP TYPES - ANYTIME, SEASON, HOLIDAY

New Trip Overlay - Anytime

New Trip

From

Seattle Tacoma International Airport - Seattle, WA (SEA)

To

Honolulu International Airport - Honolulu, HI (HNL)

Airline

United Airlines ▼ ✓ Non-Stop

Trip Type

Brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

Anytime ▼

Create Trip Cancel

New Trip Overlay - Season

New Trip

From

Seattle Tacoma International Airport - Seattle, WA (SEA)

To

Honolulu International Airport - Honolulu, HI (HNL)

Airline

United Airlines ▼ ✓ Non-Stop

Trip Type

Brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

Season ▼

Season

Spring (Mar - May) ▼

Create Trip Cancel

New Trip Overlay - Holiday

New Trip

From

Seattle Tacoma International Airport - Seattle, WA (SEA)

To

Honolulu International Airport - Honolulu, HI (HNL)

Airline

United Airlines ▼ ✓ Non-Stop

Trip Type

Brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

Holiday ▼

Holiday

Thanksgiving ▼

Create Trip Cancel

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TRIP TYPES - MONTH, DATE RANGE, EXACT DATE

New Trip Overlay - Month

New Trip

From

Seattle Tacoma International Airport - Seattle, WA (SEA)

To

Honolulu International Airport - Honolulu, HI (HNL)

Airline

United Airlines ▼ ☑ Non-Stop

Trip Type

Brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

Month ▼

Month

November ▼

Create Trip Cancel

New Trip Overlay - Date Range

New Trip

From

Seattle Tacoma International Airport - Seattle, WA (SEA)

To

Honolulu International Airport - Honolulu, HI (HNL)

Airline

United Airlines ▼ ☑ Non-Stop

Trip Type

Brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

Date Range ▼

Date Range

First Depart (mm/dd/yyyy) 📅 Last Depart (mm/dd/yyyy) 📅

Create Trip Cancel

Note: Users can type a value into the Date Range fields or choose a date from a simple, one-month calendar that appears after clicking the calendar icon.

New Trip Overlay - Exact Date

New Trip

From

Seattle Tacoma International Airport - Seattle, WA (SEA)

To

Honolulu International Airport - Honolulu, HI (HNL)

Airline

United Airlines ▼ ☑ Non-Stop

Trip Type

Brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

Exact Date ▼

Date

Departing (mm/dd/yyyy) 📅 Returning (mm/dd/yyyy) 📅

Create Trip Cancel

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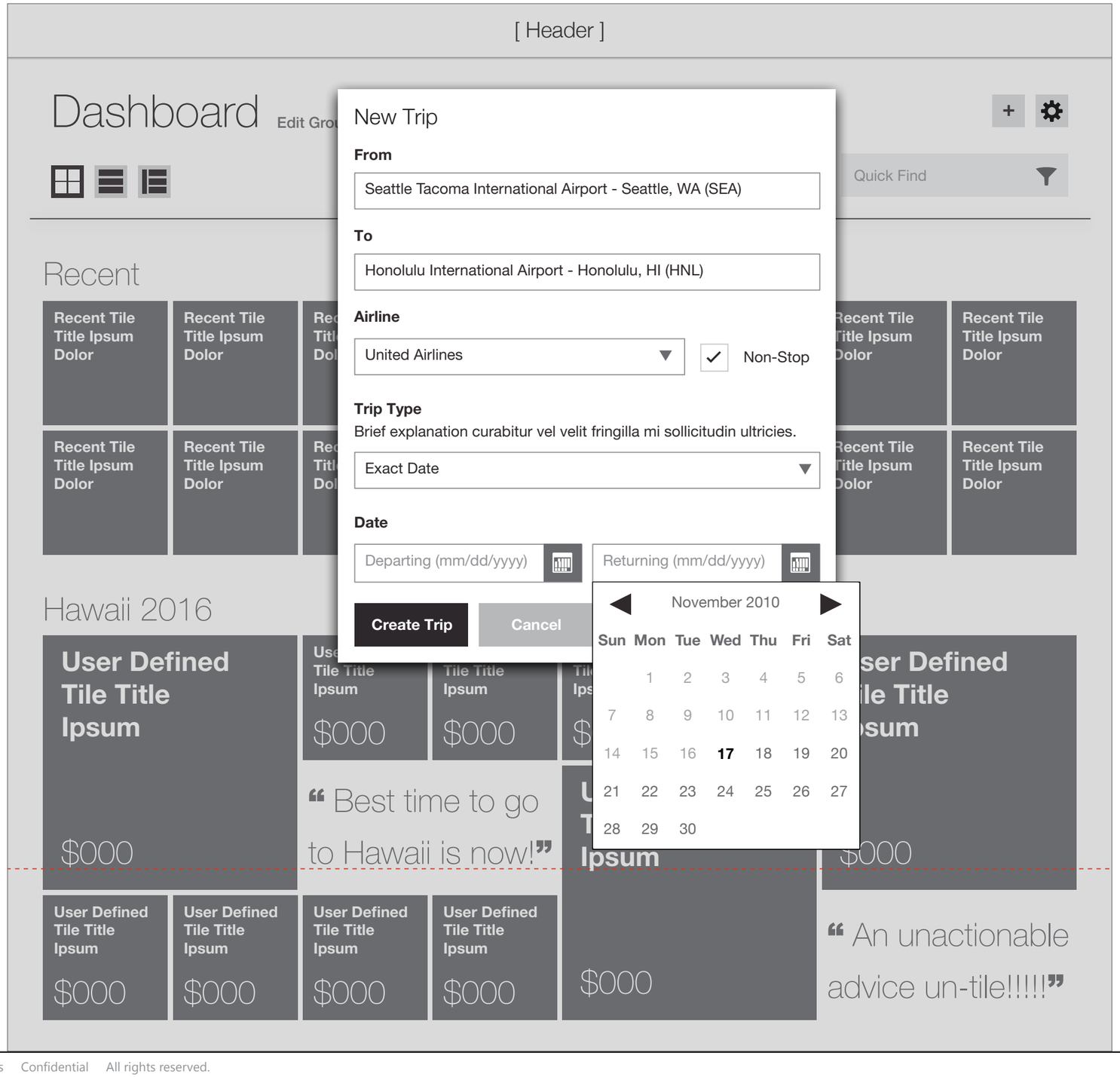

TRIP TYPES - DATE RANGE, EXACT DATE

For Date Range and Date Range trip types users can type a value into the Date Range fields or choose a date from a simple, one-month calendar that appears after clicking the calendar icon.

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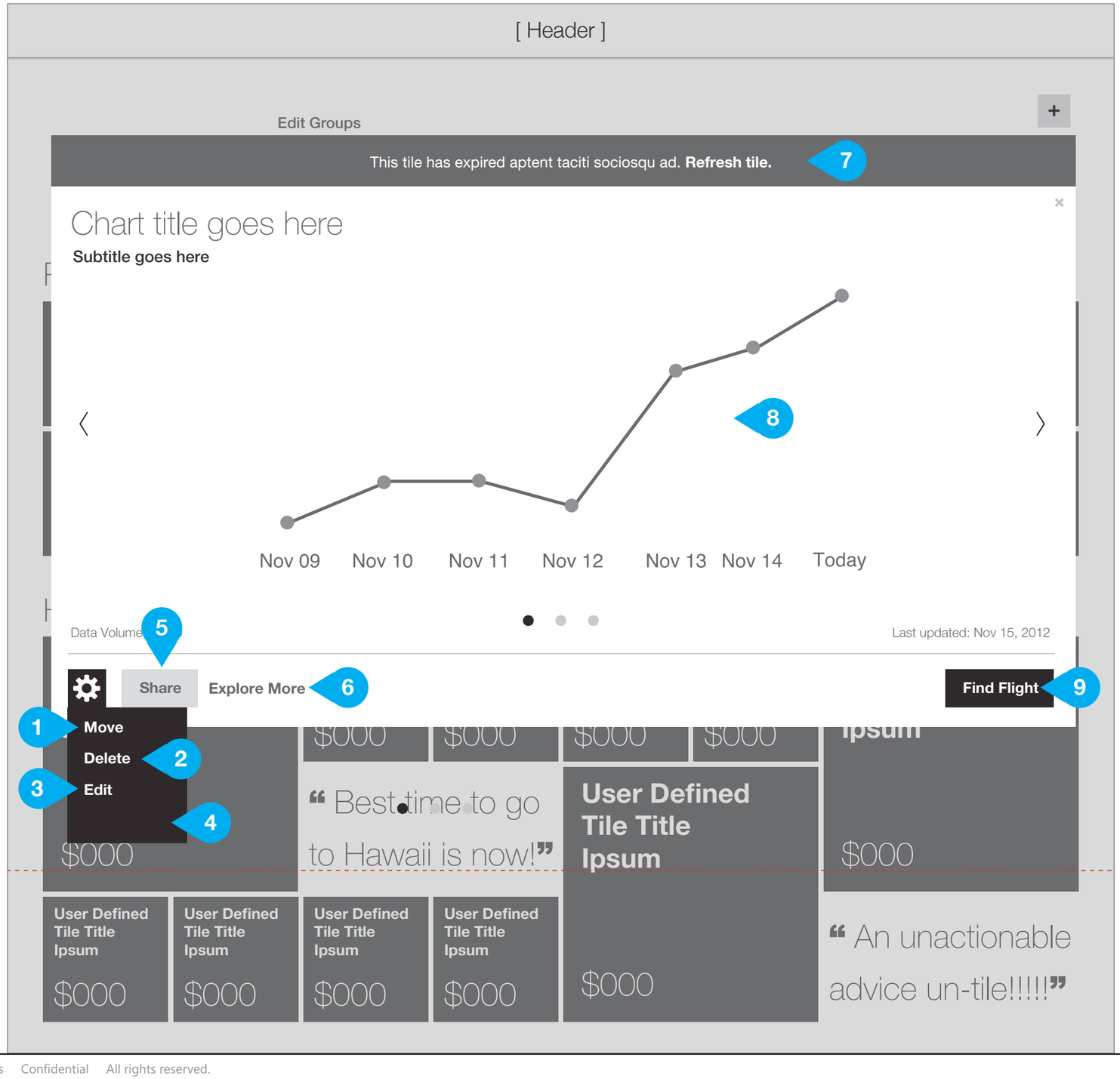

ROUTE MONITOR TILE REVEAL

1 Move Tile

2 Delete Tile
Shows the confirm delete dialog. Users will be asked to confirm the action before the tile is deleted. Deleted tiles are moved to the Trash group.

3 Edit Tile

4 Tile Preferences

5 Share
Shares to social networks or copy HTML embed snippet to clipboard.

6 Explore
Links to the route Answer page.

7 Refresh Tile
The refresh band is visible only if the tile is expired. Clicking on the Refresh text turns the tile into Edit mode with the trip type automatically set to Anytime. Users can then change the type or save the tile as is.

8 Chart
Dynamically generated.

9 Get Quote
Shows the Quote Tile with the fields pre-populated with the appropriate values to get the price described in this Tile Reveal.

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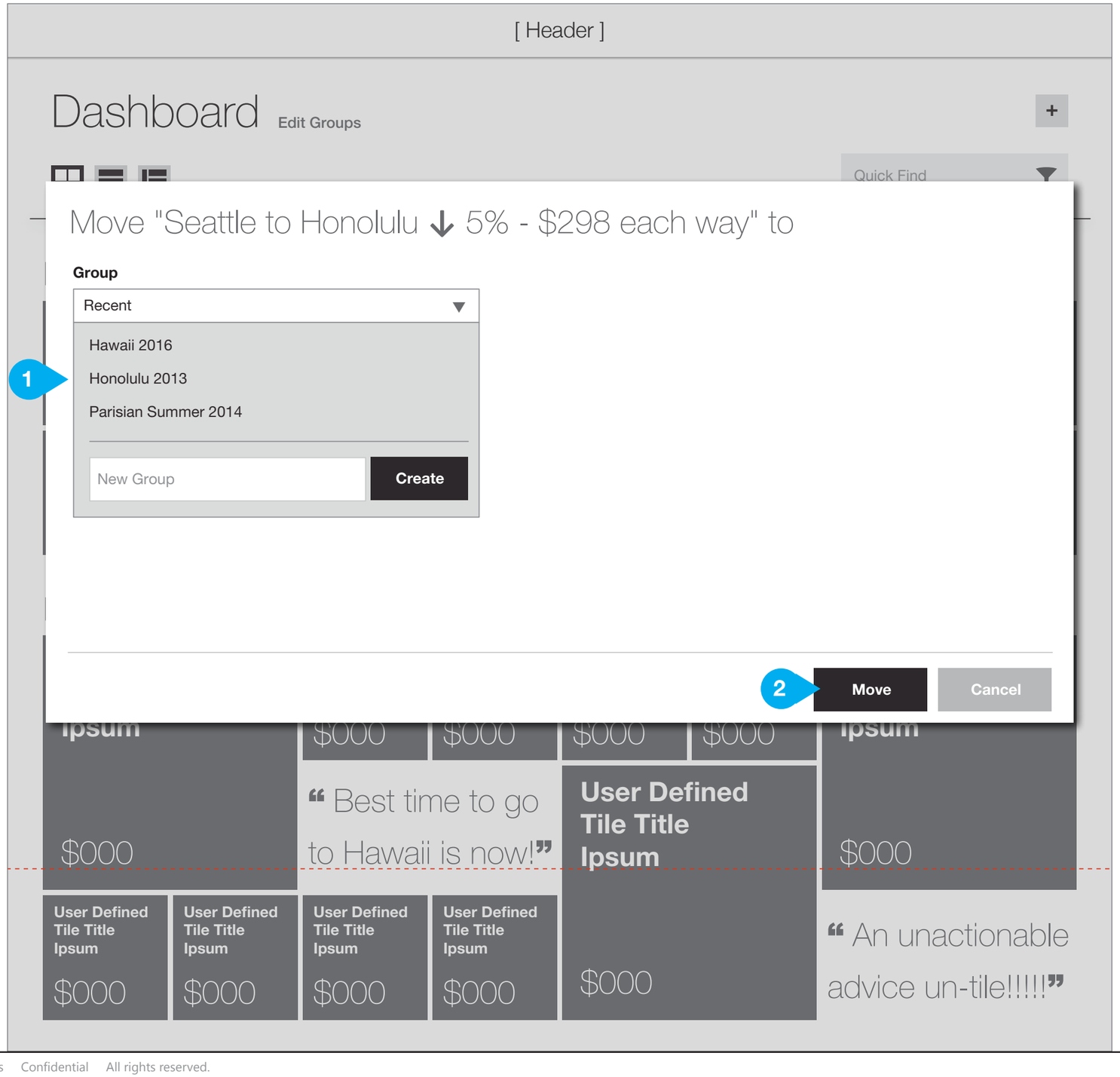

ROUTE MONITOR TILE REVEAL - MOVE

1 Move Tile
Users can choose an existing group to move this tile to in this drop down or they can create a new group by typing a name in the field labeled New Group and clicking Create. The newly created group will be added to the drop down menu.

2 Move
Moves the tile to its new group and returns the user to the Tile Reveal.

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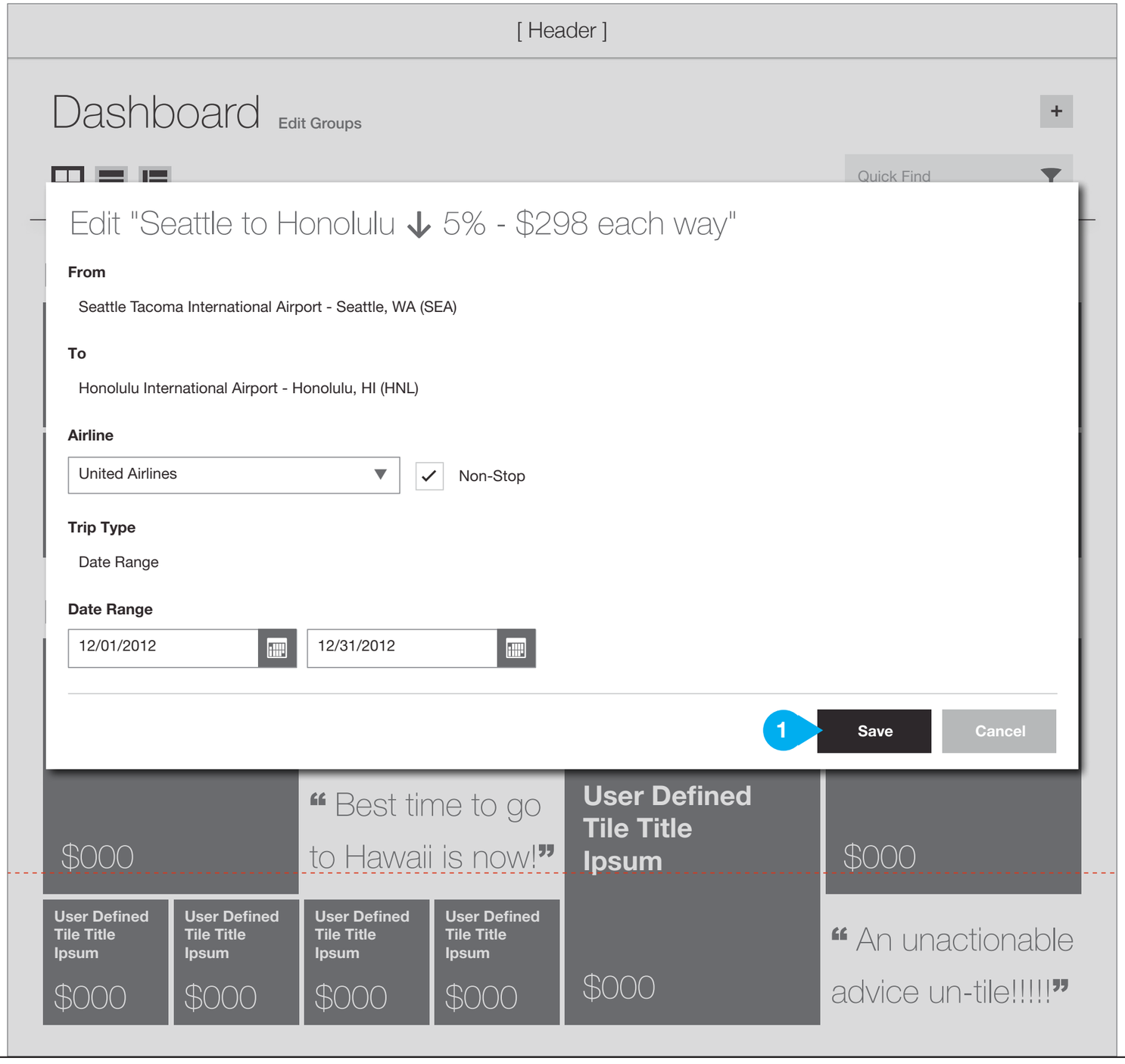

ROUTE MONITOR TILE REVEAL - EDIT

Users can change the information initially entered to create this Route Monitor tile.

1 Save
Saves any changes made and returns the user to the Tile Reveal.

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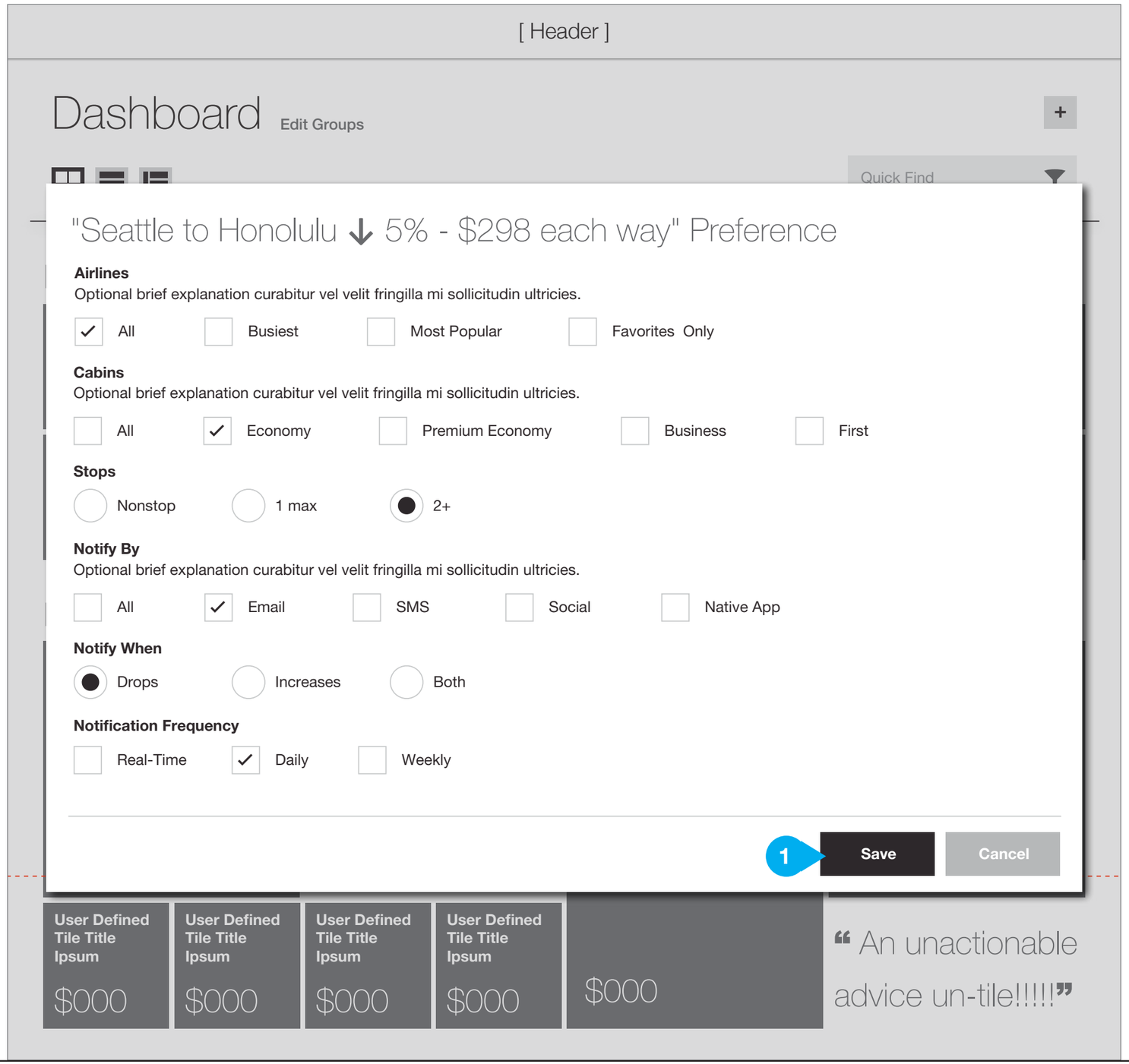

ROUTE MONITOR TILE REVEAL - PREFERENCE

The Tile Preference overrides the Monitor Tile Preference specified in the Dashboard Preference.

1 Save
Saves any changes made and returns the user to the Tile Reveal.

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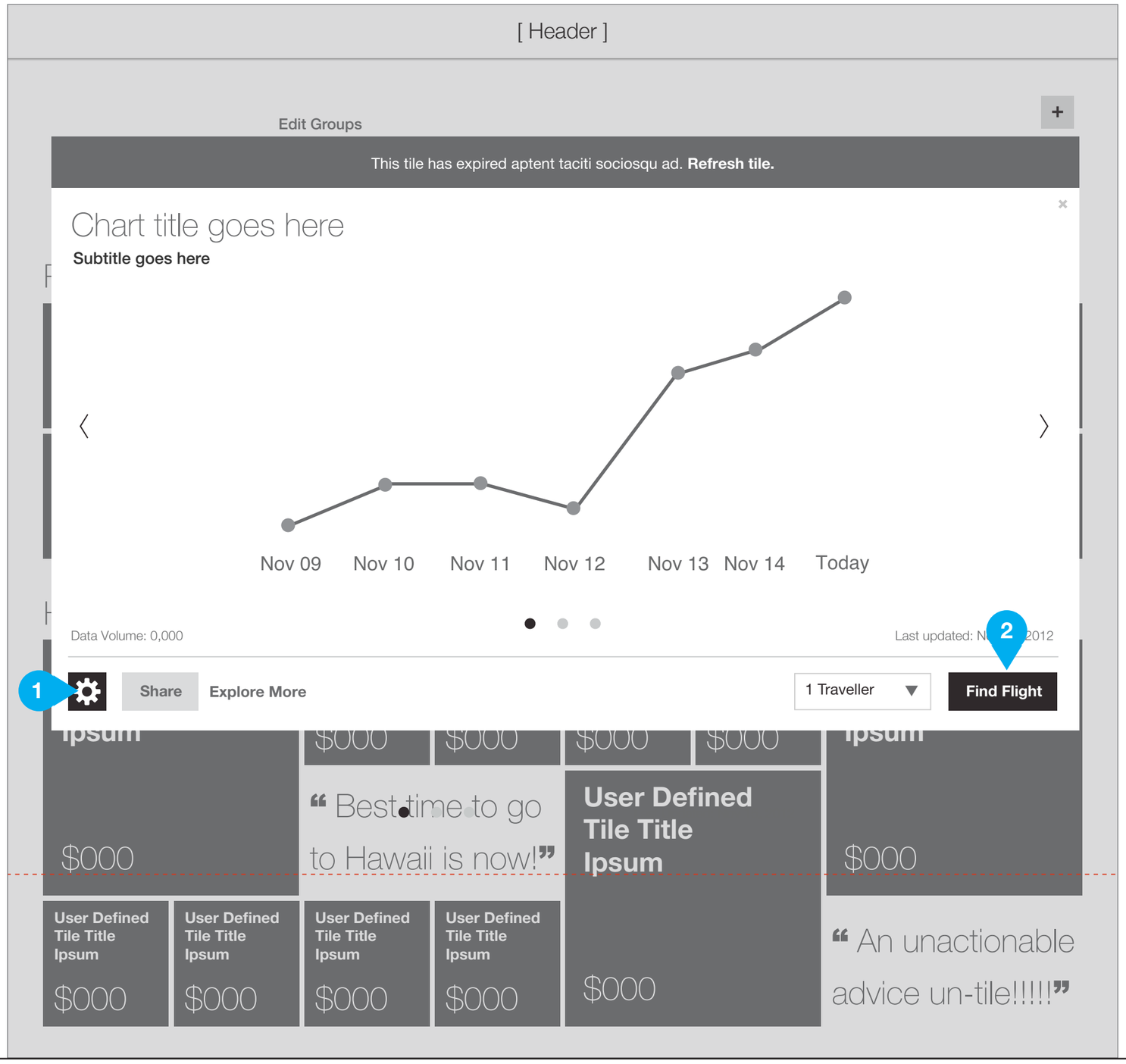

FLIGHT MONITOR TILE REVEAL

1 Edit, delete, preferences, move

2 Book Now
Shows a drop down menu of supplier (minimum 1) for immediate booking. Clicking on a supplier takes users to its site.

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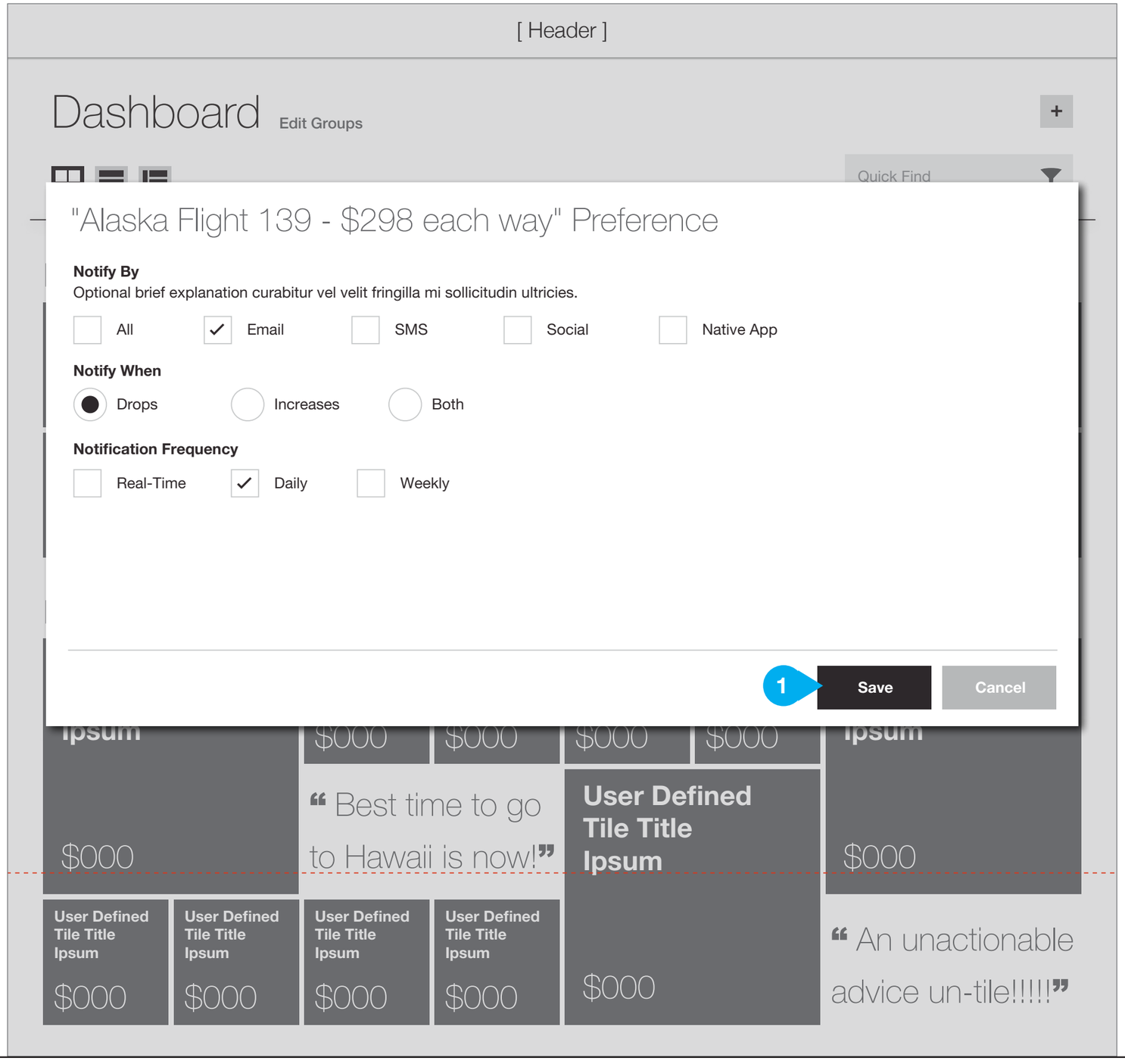

FLIGHT MONITOR TILE REVEAL - PREFERENCE

The Tile Preference overrides the Monitor Tile Preference specified in the Dashboard Preference.

1 Save
Saves any changes made and returns the user to the Tile Reveal.

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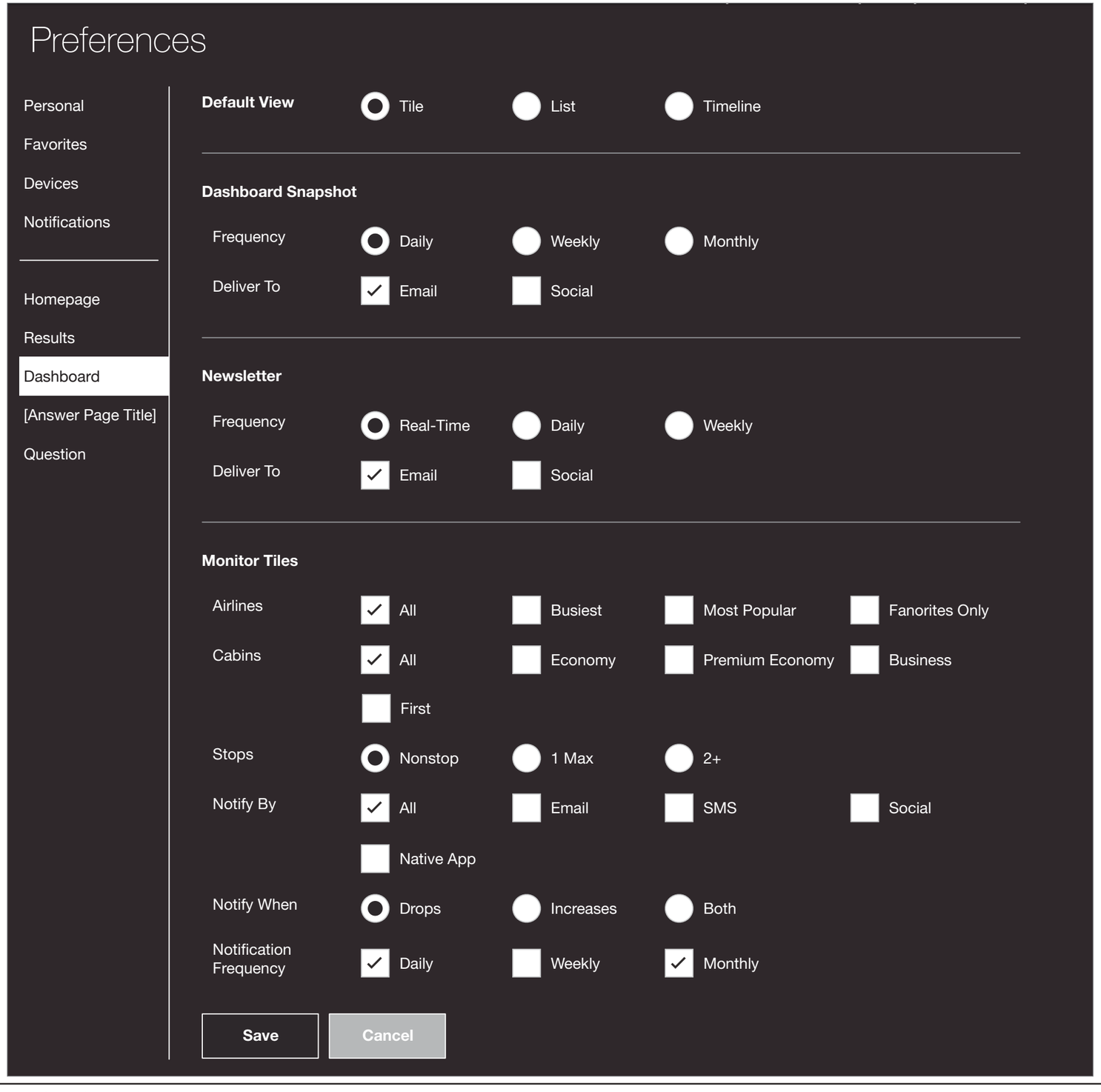

DASHBOARD PAGE PREFERENCE

Clicking the gear icon while on the Dashboard page slides down the Dashboard Page Preference from below the Header.

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Miscellaneous Pages

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1 Price Change - SEA to HNL $219 each way down 20%

Price change details (click here if is content not displaying properly)

2 farecompare and buy confident

3 $450 ▼ -4.64 (-0.79%) Round Trip

7 ★★★★★ Best deal you'll ever get

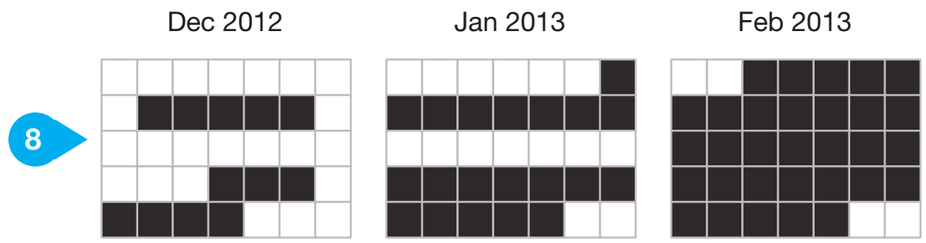
Find Flights 4

5 Limited Seats Available -- Act Quickly!

6

From	To	Departing	Returning
Seattle, WA (SEA)	Honolulu, HI (HNL)	Wed 10/15/2012	Thu 11/13/2012

Seat Availability



8

9 **Trip Type: Holiday**

Notification Frequency

- (●) Not enough -- also update me daily
- ( ) Just Right
- ( ) Too much -- only update me weekly
- ( ) Changed my mind -- not interested

Submit

Changed your mind on dates? Click here.

10 Share this deal on: f t G

ROUTE ALERT EMAIL (COMPACT)

The goal of the Route Email Alert is to trigger a click through to the Alert Landing page and quickly allow users to book a flight through the results page or partner comparison site.

Content may be reflowed to fit narrower devices. Clicking many elements on this email directs users to the Alert Landing page.

Content in order of importance:

1 **Subject + Bad View Link**

2 **Branding**

3 **New Price**

4 **Quote Button**

5 **Urgency Cue (Optional)**

6 **Route Info**

7 **Price/Deal Rank Cue**

8 **Seats Available/Seats Offered Cue**

9 **Feedback**

10 **Share**

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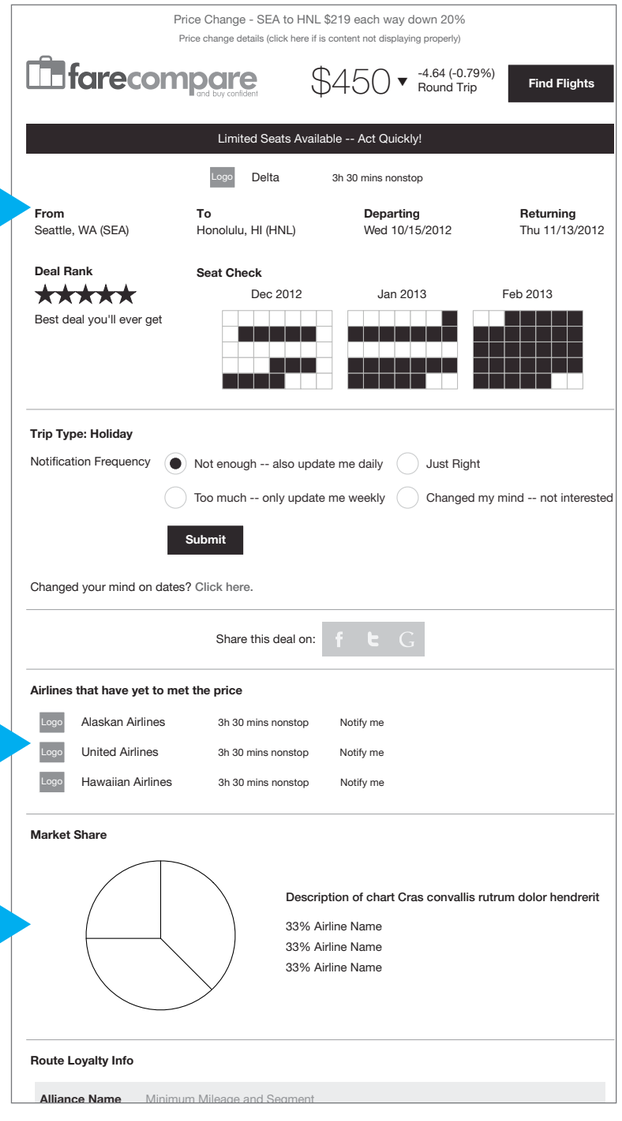

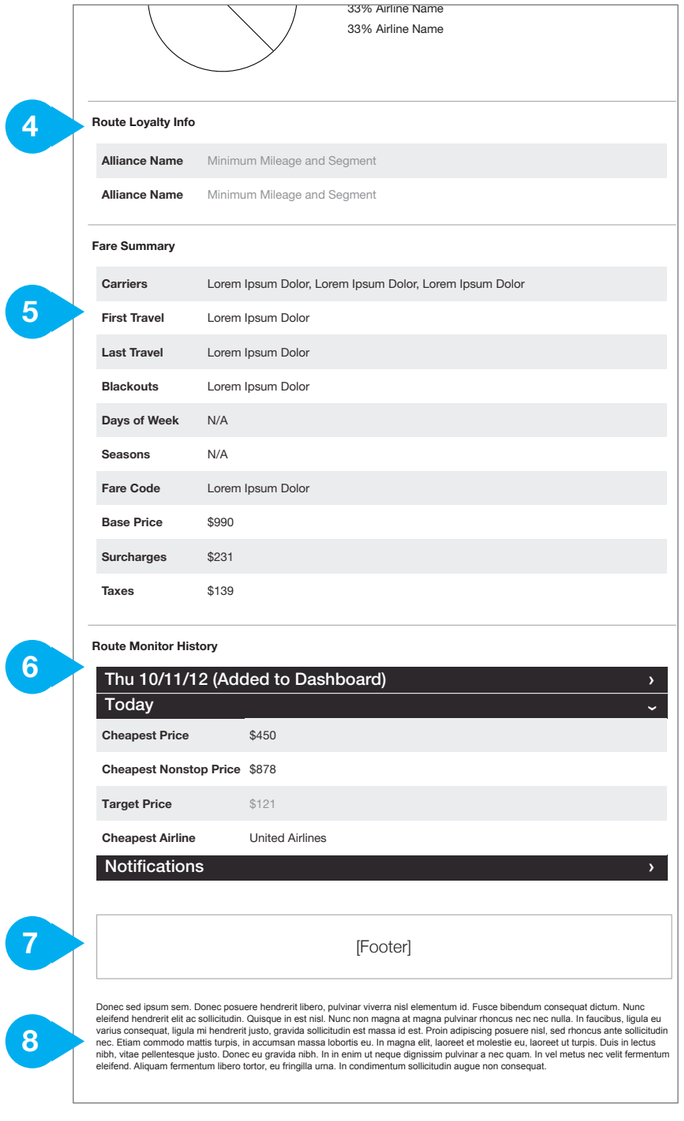

ROUTE ALERT EMAIL (DETAIL)

Alongside content from the compact view, the detailed view includes:

1 Initiating Airline and Stops Info
Placed in between Urgency Cue and Route Info.

2 Matching Airlines and Stops Info

3 Route Market Share Info

4 Route Loyalty Info

5 Fare Info Summary

6 Route Info

7 Footer

8 Disclaimer Info

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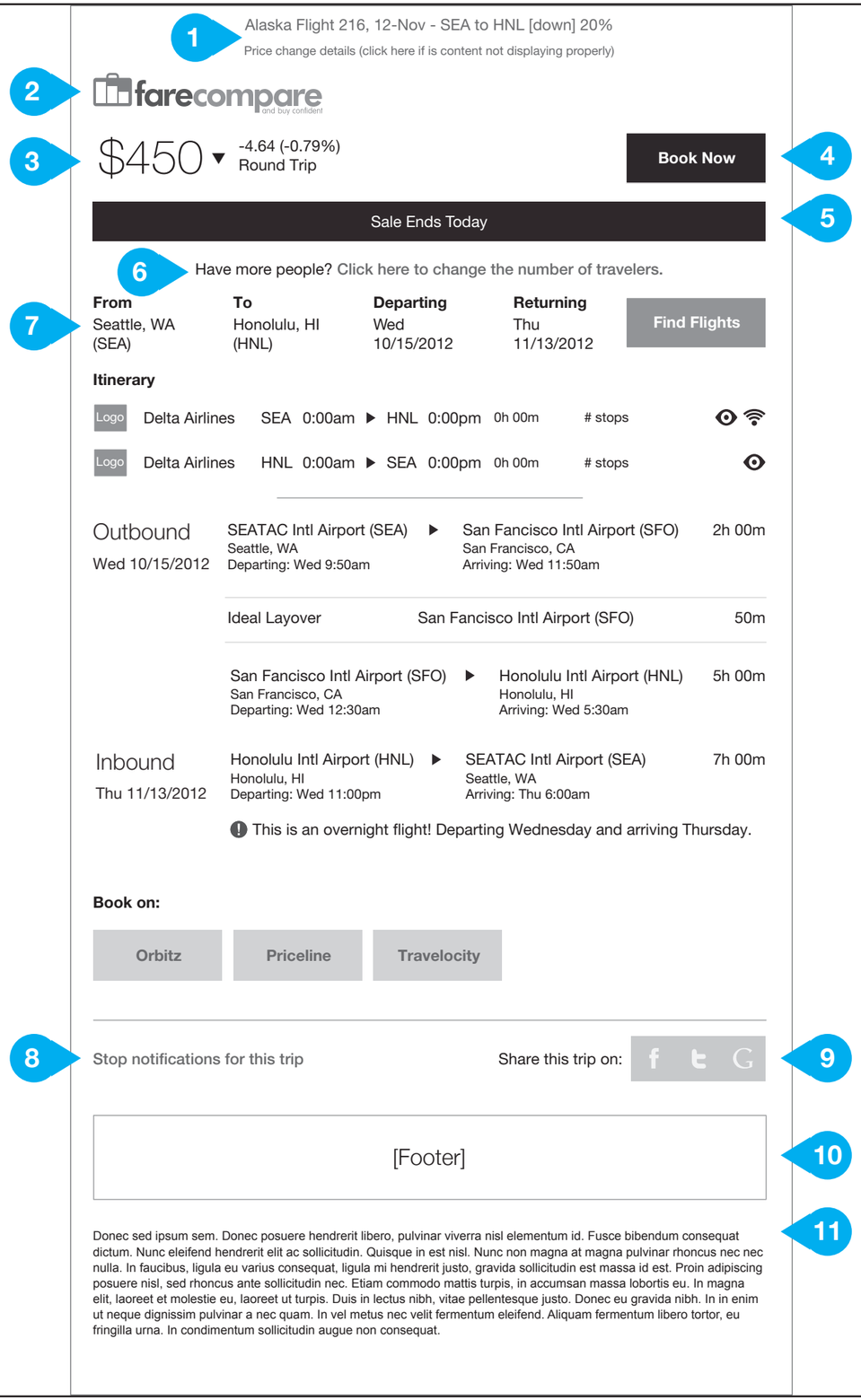

FLIGHT ALERT EMAIL

The goal of the Flight Alert email is to trigger a click through to one of FareCompare's airline ticket supplier partner's credit card page.

Content may be reflowed to fit narrower devices. Clicking many elements on this email directs users to the partner site.

1 Subject + Bad View Link

2 Branding

3 New Price

4 Book Now Button

5 Urgency Cue (Optional)

6 Travel Count Info

7 Route Info & Lead Gen Supplier Link Out List

8 Feedback

9 Share

10 Footer

11 Disclaimer Info

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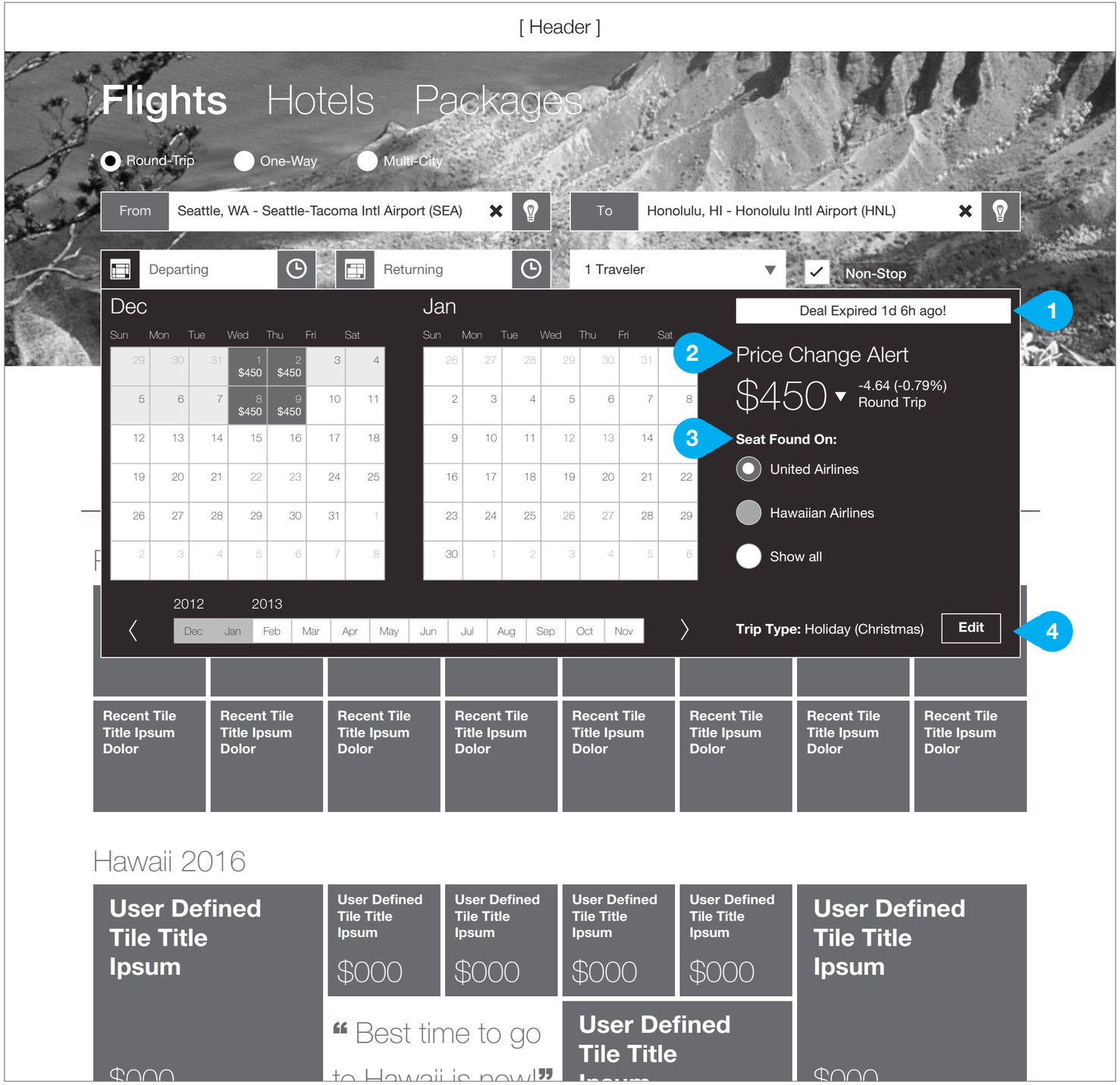

ALERT LANDING PAGE

The Alert Landing page is a variation of the Dashboard Page with the Quote Tile exposed and the departure calendar open to a specific date as specified by the backend system. Users arrive on this page via Route Alert email.

1 Alert Expired Notification

This notification is displayed if the alert has already expired. Otherwise display subtle time info about when the deal is set to expire.

2 Price Change

Prominent display of currency symbol and price change.

4 Airline Picker

List of airlines that offer flights at this price point and their color coding. Selecting an airline will update the calendar and color code days when the flights are available.

4 Edit

Dismisses the calendar and opens the Route Monitor tile for this alert in edit mode.

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[Header]

Blog

Christmas Airfare and Travel Guide 2012

Posted by Jennifer Winters on Wed, Nov 29, 2012 in News

Earlier this week, airfare expert Rick Seaney was asked if it was too late to get any kind of a deal on Christmas or New Year's flights and his response was emphatic: "It's never too late!" Then he added, "Shop now – the longer you wait, the more you will pay."

Read Christmas Airfare and Travel Guide 2012

Duis Adipiscing Pellentesque Eros

Posted by Jennifer Winters on Wed, Nov 29, 2012 in News

Nam libero nisi, semper eget porttitor ac, interdum sed orci. Praesent gravida adipiscing nibh, ut tempus quam sollicitudin id. Vestibulum eu eros non lacus interdum commodo sit amet ac neque. Morbi neque ligula, porta ac molestie a, luctus eu metus. Nulla sodales nisl sed turpis volutpat non elementum neque mollis. Nam lobortis gravida nibh ut tempor.

More Duis Adipiscing Pellentesque Eros

Duis Adipiscing Pellentesque Eros

Posted by Jennifer Winters on Wed, Nov 29, 2012 in News

Nam libero nisi, semper eget porttitor ac, interdum sed orci. Praesent gravida adipiscing nibh, ut tempus quam sollicitudin id. Vestibulum eu eros non lacus interdum commodo sit amet ac neque. Morbi neque ligula, porta ac molestie a, luctus eu metus. Nulla sodales nisl sed turpis volutpat non elementum neque mollis. Nam lobortis gravida nibh ut tempor.

More Duis Adipiscing Pellentesque Eros

Duis Adipiscing Pellentesque Eros

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Nam libero nisi, semper eget porttitor ac, interdum sed orci. Praesent gravida adipiscing nibh, ut tempus quam sollicitudin id. Vestibulum eu eros non lacus interdum commodo sit amet ac neque. Morbi neque ligula, porta ac molestie a, luctus eu metus. Nulla sodales nisl sed turpis volutpat non elementum neque mollis. Nam lobortis gravida nibh ut tempor.

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Category Link **Category Link**
Category Link
Category Link
Category Link

Recent Tweets by @farecomparedeal 5

AirTran from $57 o/w, United from $100 r/t + Christmas Airfare and Travel Guide - http://eepurl.com/slHyj
1 minute ago

Integer vel ligula vel dui consequat aliquam. Mauris eget mi id arcu varius ornare.
2 days ago

Integer vel ligula vel dui consequat aliquam. Mauris eget mi id arcu varius ornare.
2 days ago

Browse Archive

Select Month 6

[Footer]

ARTICLE LIST

1 An Article
Clicking on the "Read..." link directs users to the Article page (see next page.)

2 Subscribe via RSS

3 Search for an Article

4 Categories
Selecting a category from this drop down menu will refresh this page to show just articles belonging to that category,

5 Recent Tweets
A list of recent tweets. Clicking on the headers directs users to the FareCompare Twitter page.

6 Archive
Selecting a month from this drop down menu will refresh this page to show just articles from that month.

7 Older Articles
Directs users to the next page of articles.

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[Header]

1 Blog > Christmas Airfare and Travel Guide 2012

Christmas Airfare and Travel Guide 2012

Posted by Jennifer Winters on Wed, Nov 29, 2012 in News

Earlier this week, airfare expert Rick Seaney was asked if it was too late to get any kind of a deal on Christmas or New Year's flights and his response was emphatic: "It's never too late!" Then he added, "Shop now – the longer you wait, the more you will pay."

What Waiting Will Cost

Again, there is nothing to be gained by waiting to purchase holiday airfare. The penalties are as follows:

Add $5 per day: For airfare purchase delays from late November to second week in December
Add $10 per day: For airfare purchases delayed until after second week in December
Magical Date When Prices Rise Sharply

Pay attention to this date: Dec. 18. That is the last day the airlines offer their cheaper, pre-holiday pricing.

Starting Dec. 19, airfare prices rise an average 30% to 70%
The wildly varying range of increases depends on the city pairs and routes.

Exception: Routes of roughly an hour or so (or less) between cities with frequent flights will be priced about the same as usual, and examples include Los Angeles-San Francisco and Houston-Dallas.

5 Tips for Traveling with Family and Kids

Cheapest and Most Expensive Days for Flights

A good rule of thumb for any holiday travel period – the most popular days to fly are the most expensive days to fly. A quick rundown:

Cheapest days to fly: Travel early and you can still have a holiday.

2 Share 29.6K Tweet 12.5K Share 5404 Google + 2891

Subscribe via RSS

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Category Link

Recent Tweets by @farecomparedeal

AirTran from $57 o/w, United from $100 r/t + Christmas Airfare and Travel Guide - http://eepurl.com/slHyj
1 minute ago

Integer vel ligula vel dui consequat aliquam. Mauris eget mi id arcu varius ornare.
2 days ago

Integer vel ligula vel dui consequat aliquam. Mauris eget mi id arcu varius ornare.
2 days ago

Browse Archive

Select Month

3 Post to Profile Posting as Jane Smith (Not you?) Comment

4 **Previous Article:**
Southwest, United Airlines Dominate Passenger Traffic Statistics

Next Article:
Newark Tops List of Healthiest U.S. Airports 5

[Footer]

AN ARTICLE

1 Breadcrumb
In this case, clicking on the "Blog" link directs users back to the Article List page.

2 Social Share
Clicking on any of these share links brings up the share UI for that social site in a popup.

3 Facebook Comments

4 Previous Article Link
Takes users to the previous article in the list. Link is not shown if this article is first in the list.

5 Next Article Link
Takes users to the next article in the list. Link is not shown if this article is last in the list.

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TABLET

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Home page
(Tablet)

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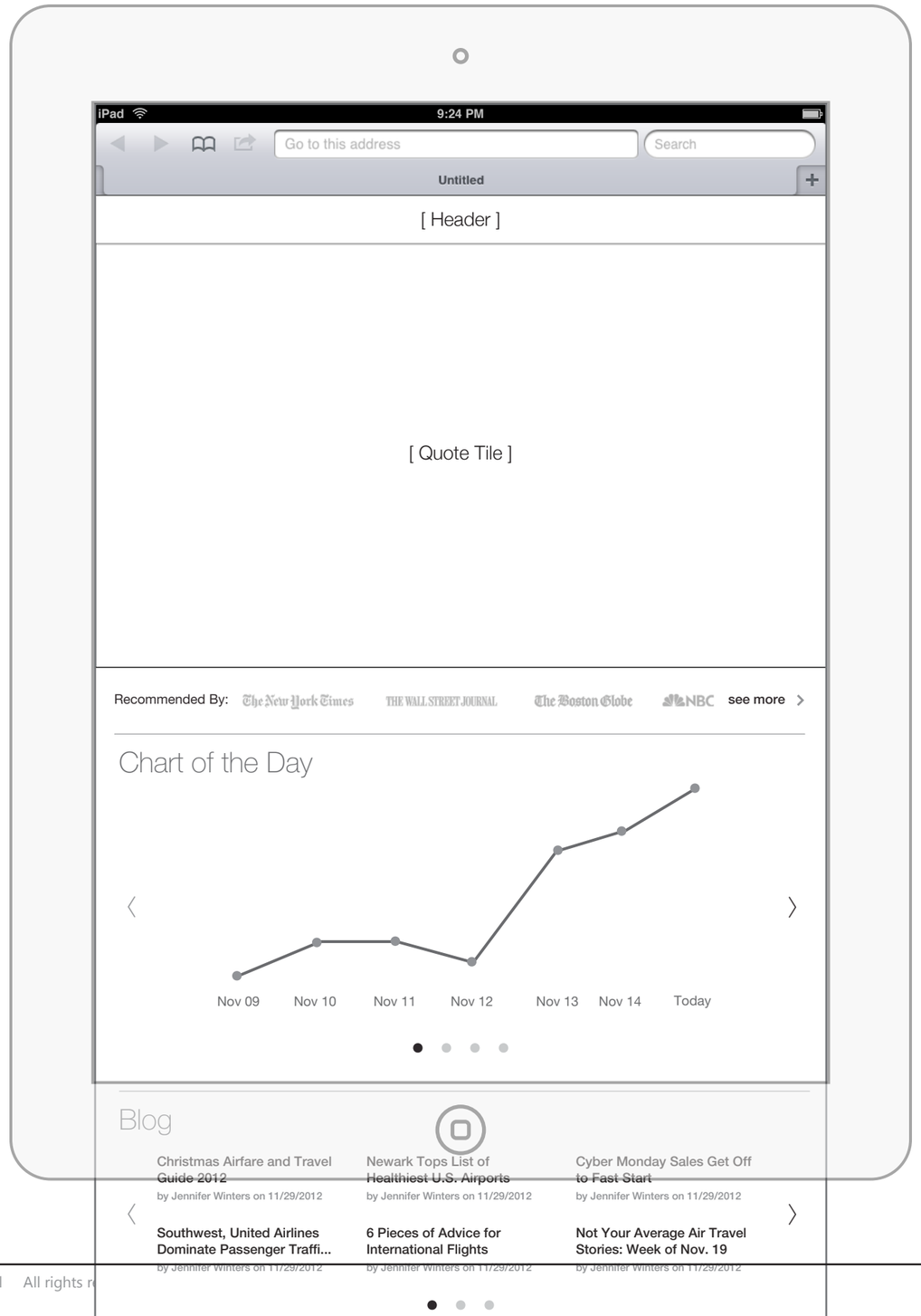

HOMEPAGE

In landscape view, the Homepage appears the same as the Desktop experience.

In portrait view, the page content is rearranged to be displayed vertically. The Header, Quote tile, and Chart of the Day will appear above the fold.

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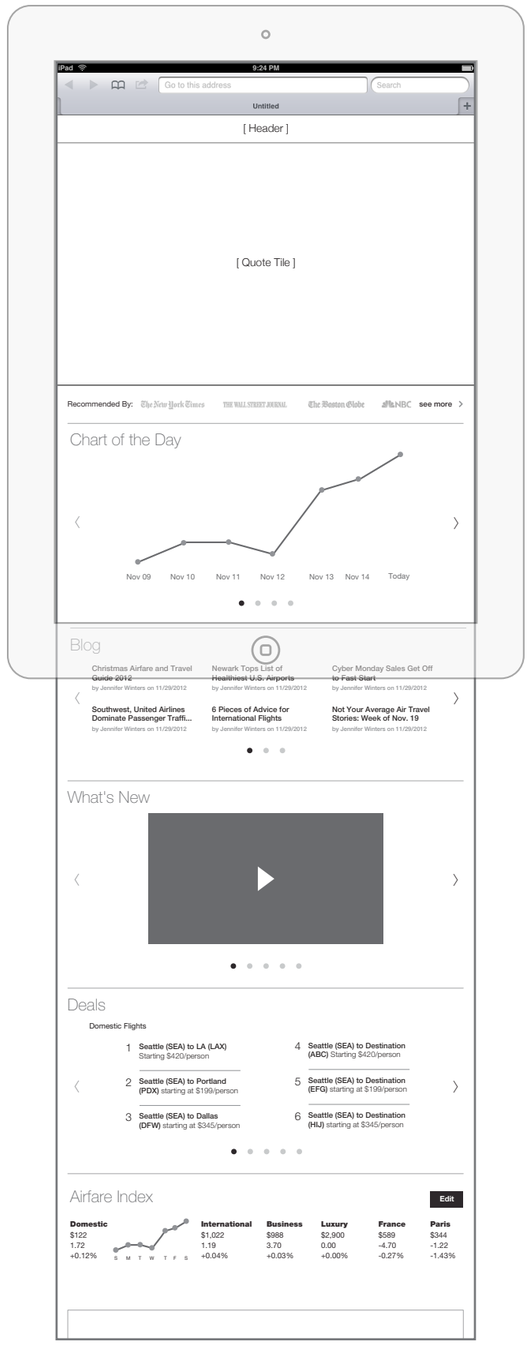
HOMEPAGE



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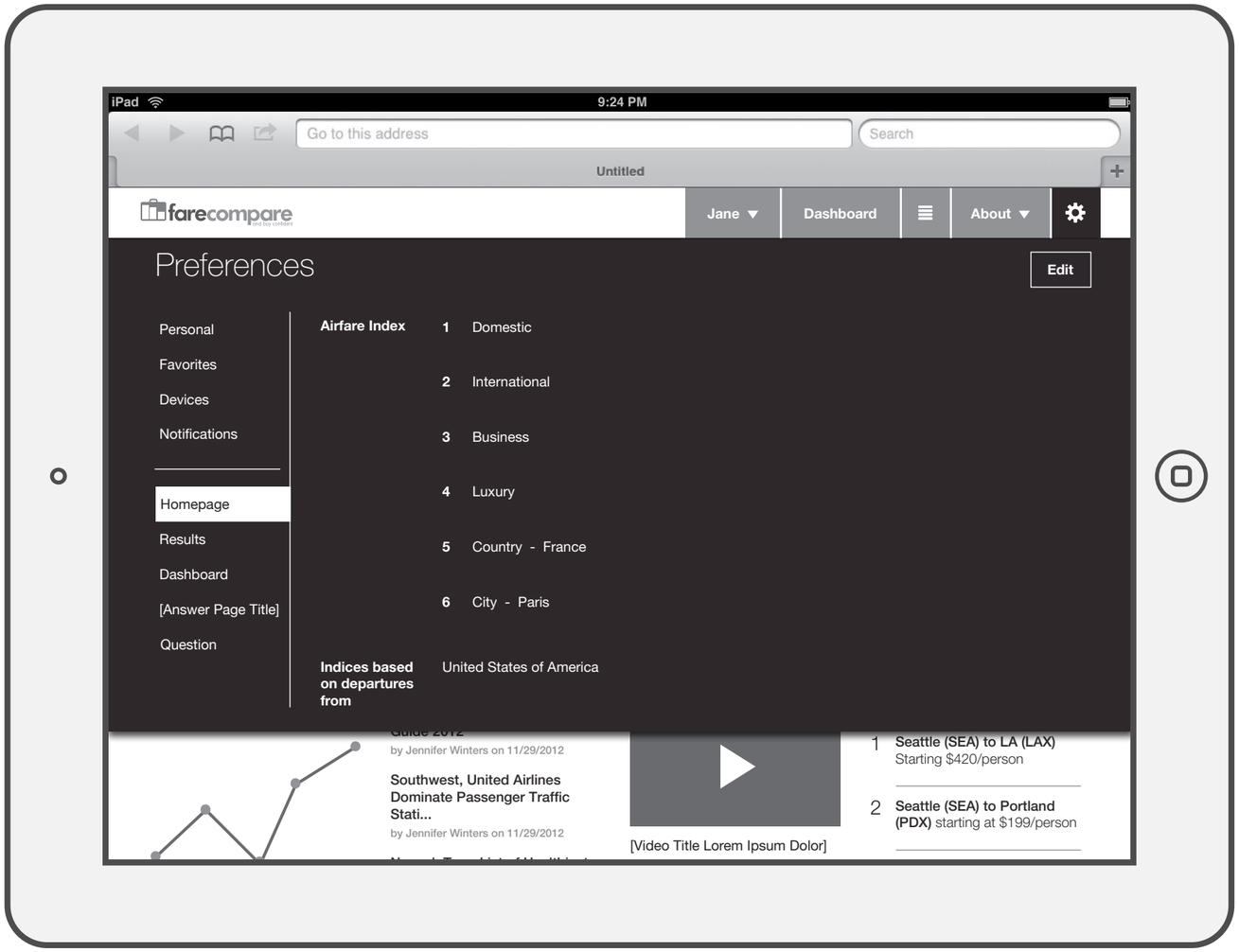
HOMEPAGE - PREFERENCE



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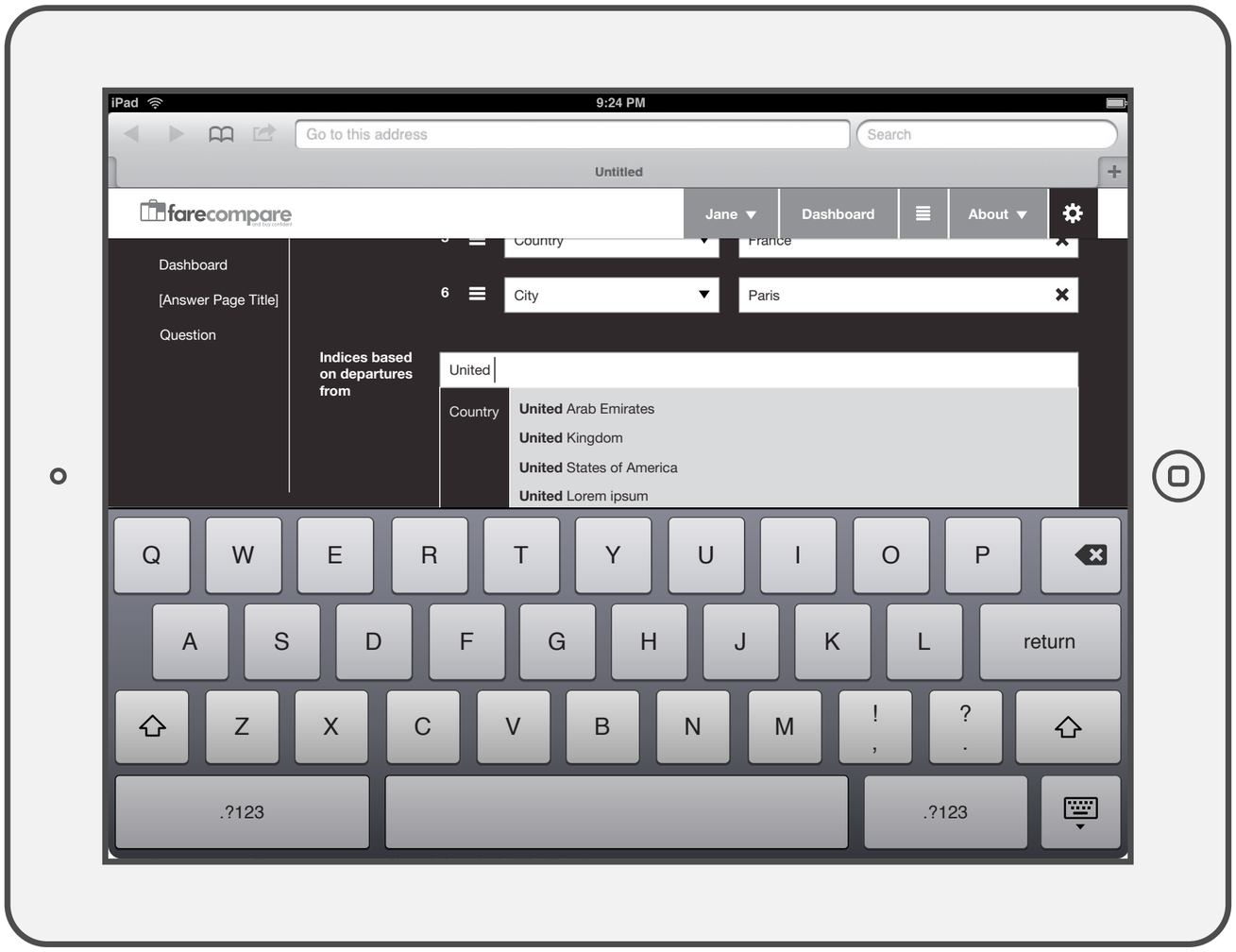
HOMEPAGE - PREFERENCE (EDIT MODE)

When the keyboard is exposed, the field in focus will always appear above it. Dropdown menus are scrollable.



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Quote Tile
(Tablet)

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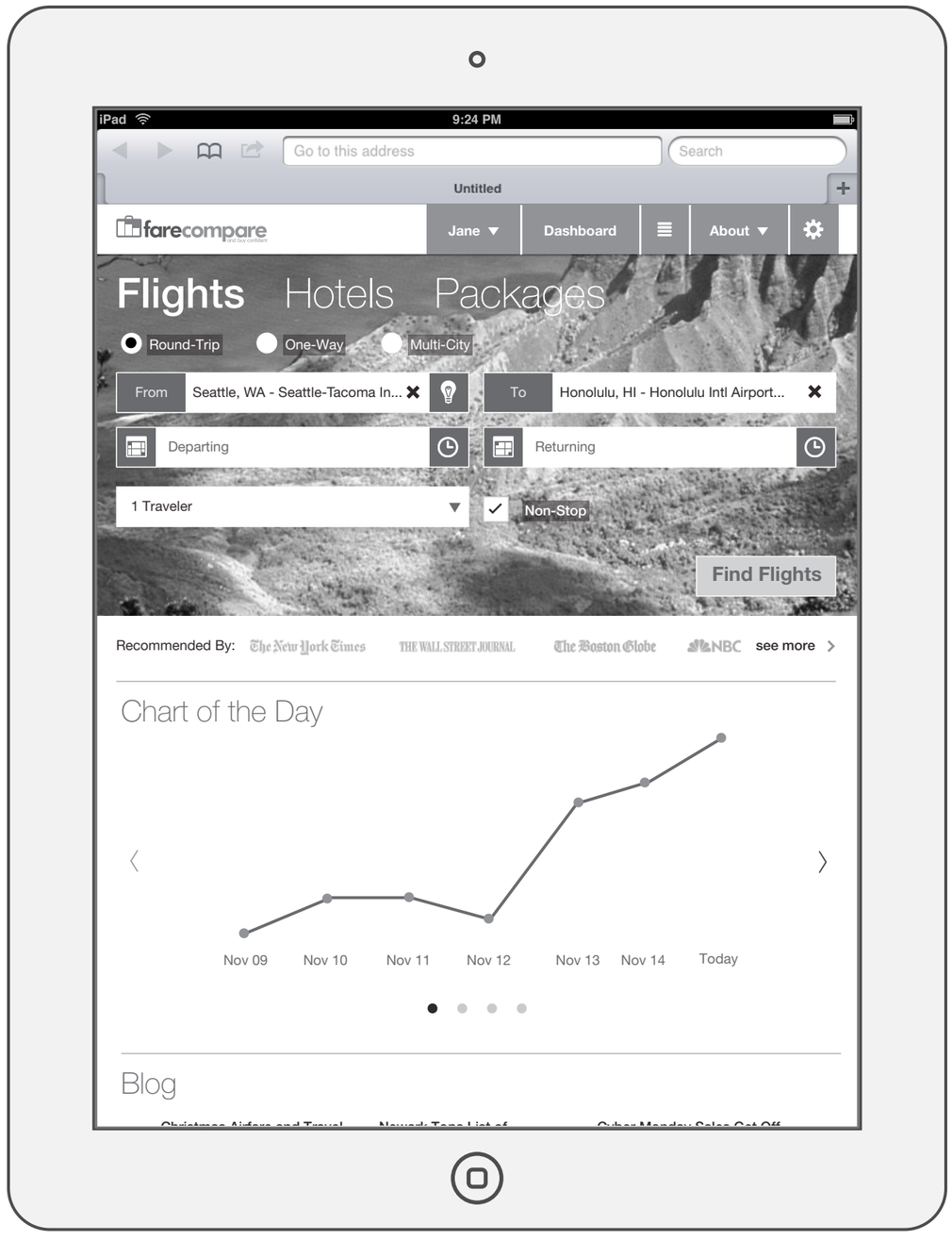

QUOTE TILE (PORTRAIT VIEW)

In portrait view, fields in the Quote Tile will be reflowed to fit the device.

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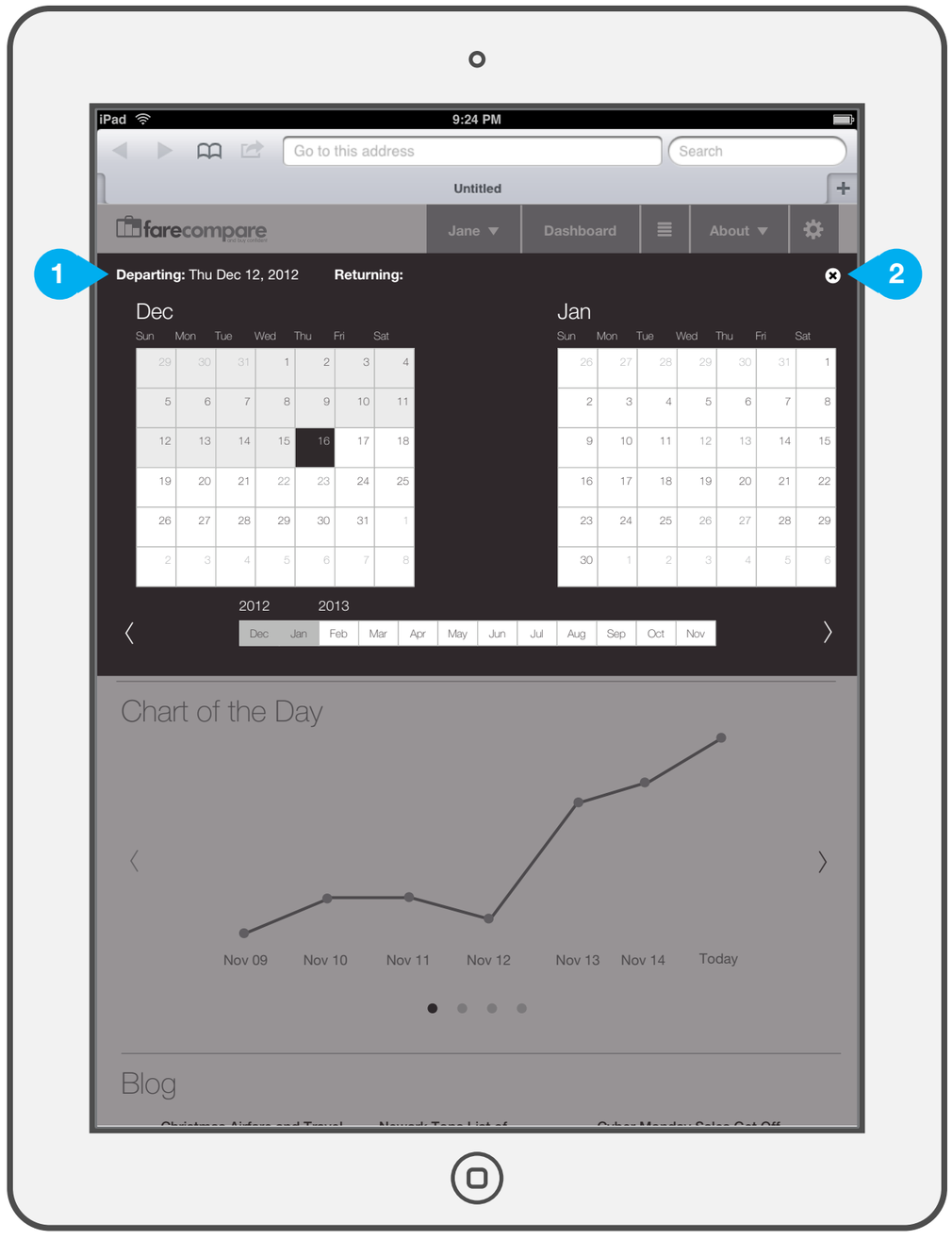

QUOTE TILE (PORTRAIT VIEW) - CALENDAR

When users tap on the departing or returning calendar icon, a 2 slot calendar is displayed on top of the Quote Tile.

This wireframe shows a Returning calendar.

1 Departing/Returning
Informs users of selected dates.

2 Exit
Tapping on this icon dismisses the calendar overlay. Users can also close the calendar by tapping the area outside it or by selecting a date.

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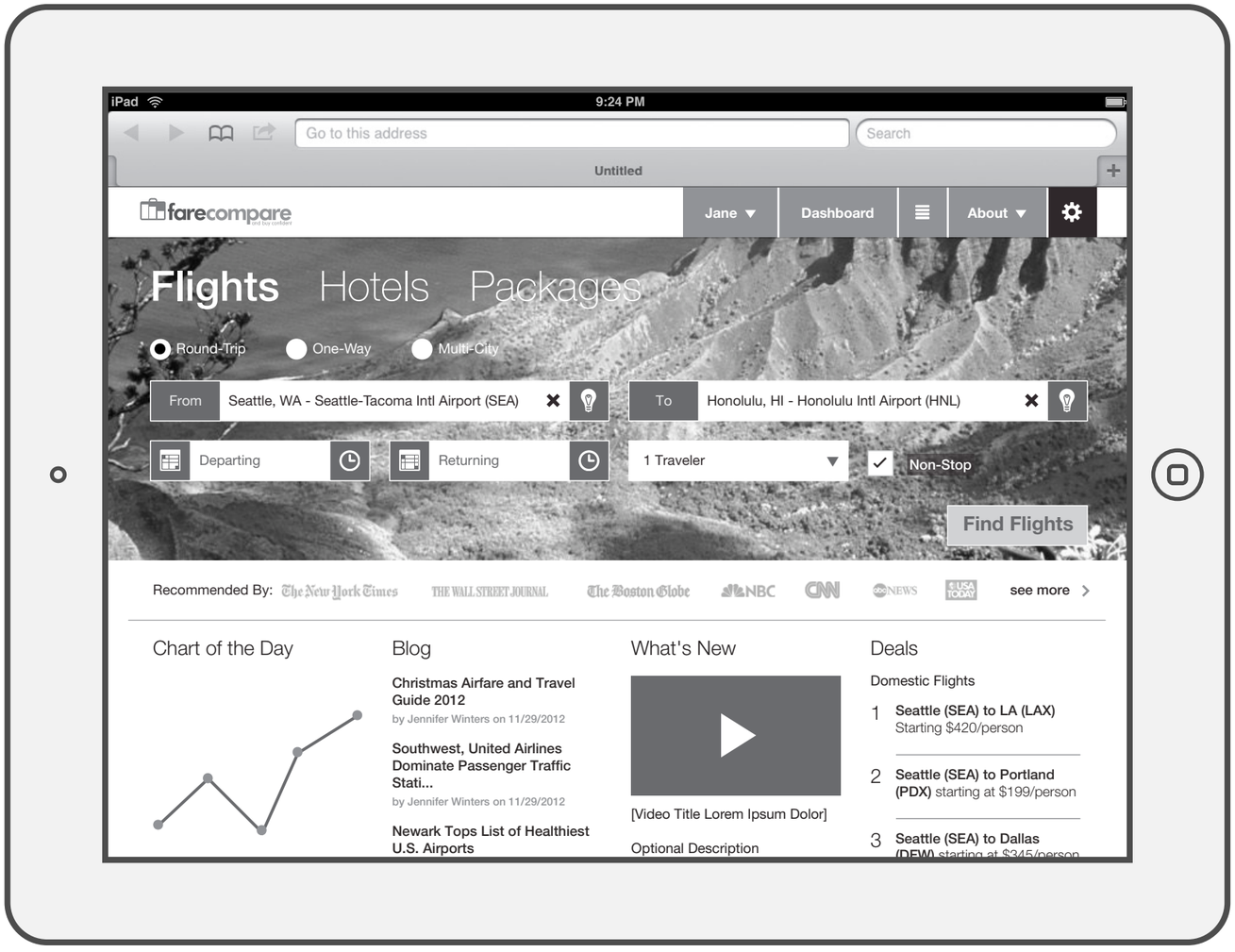
QUOTE TILE (LANDSCAPE VIEW)

In landscape view, the Quote Tile is the same as the Desktop experience.



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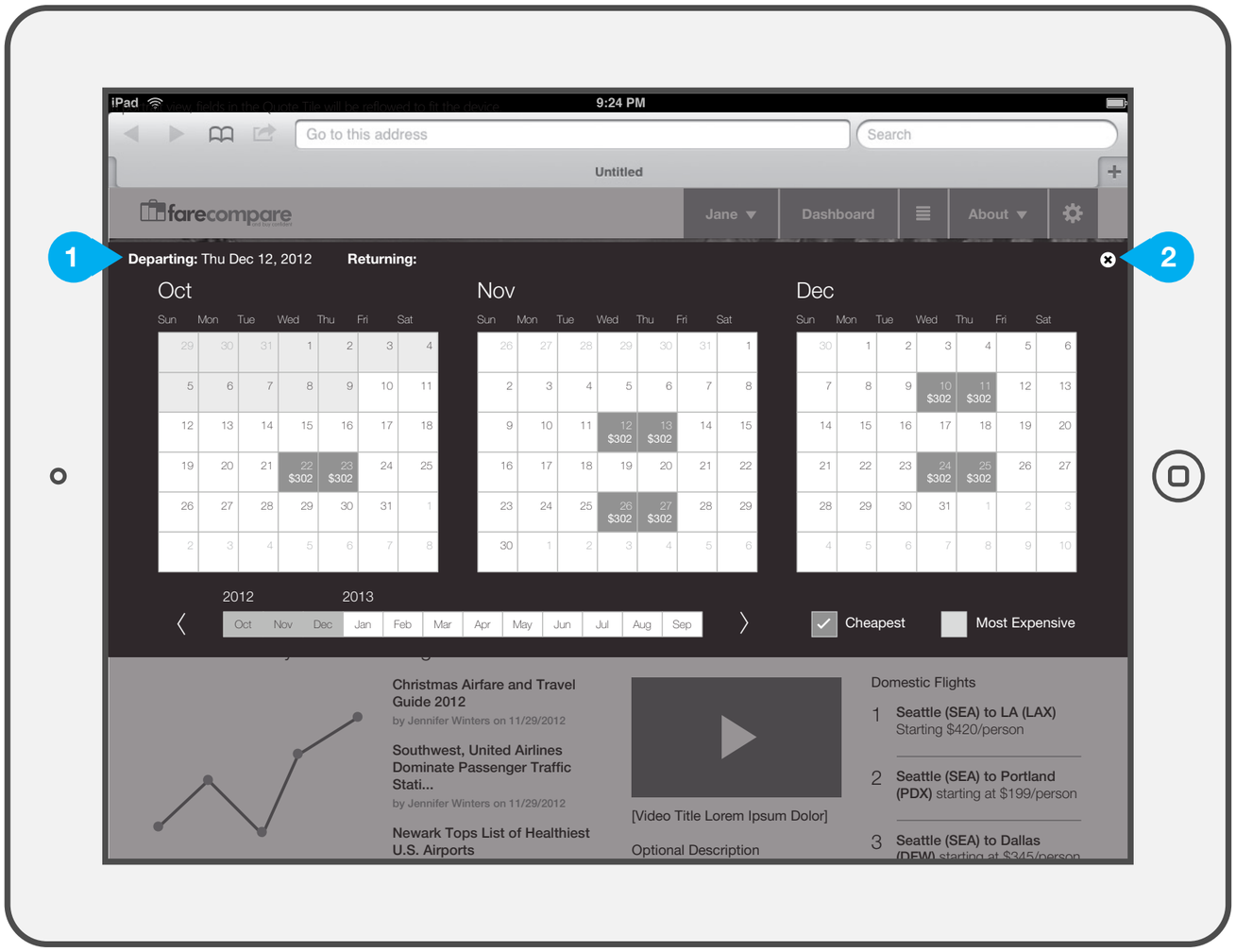

QUOTE TILE (LANDSCAPE VIEW) - CALENDAR

When users tap on the departing or returning calendar icon, a 3 slot calendar is displayed on top of the Quote Tile.

This wireframe shows a Returning calendar.

1 Departing/Returning
Informs users of selected dates.

2 Exit
Tapping on this icon dismisses the calendar overlay. Users can also close the calendar by tapping the area outside it or by selecting a date.

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Results Page
(Tablet)

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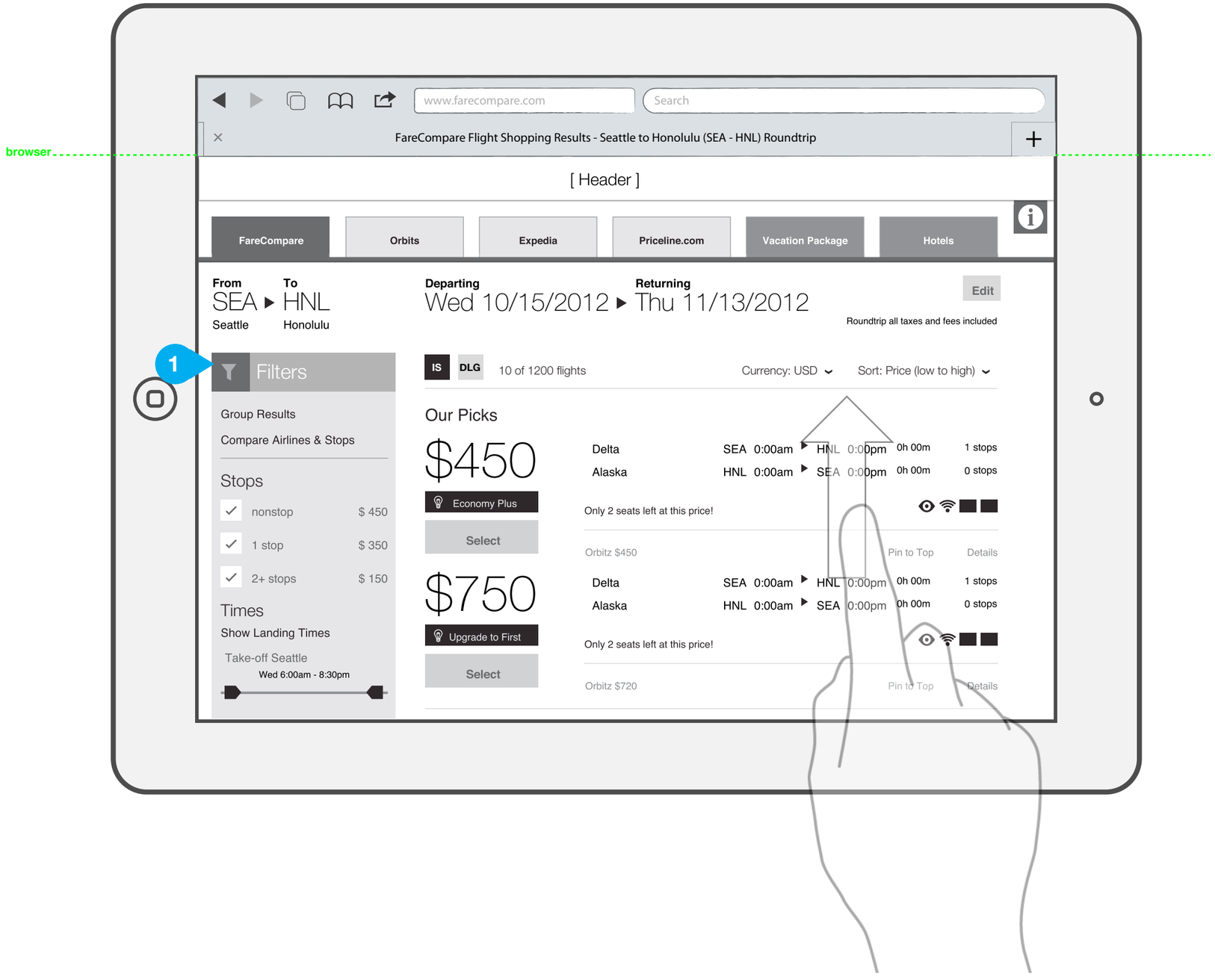

RESULTS PAGE

In the landscape mode users will be able to have a complete desktop experience.

They will see two search results.

User will access the rest of the content through vertical scroll.

1. Filter icon

Filter icon will have consistent position on the left side of the page above filters on desktop and tablet landscape experience. On a tablet portrait mode all filters will be minimized into a drop down, like on the phone.

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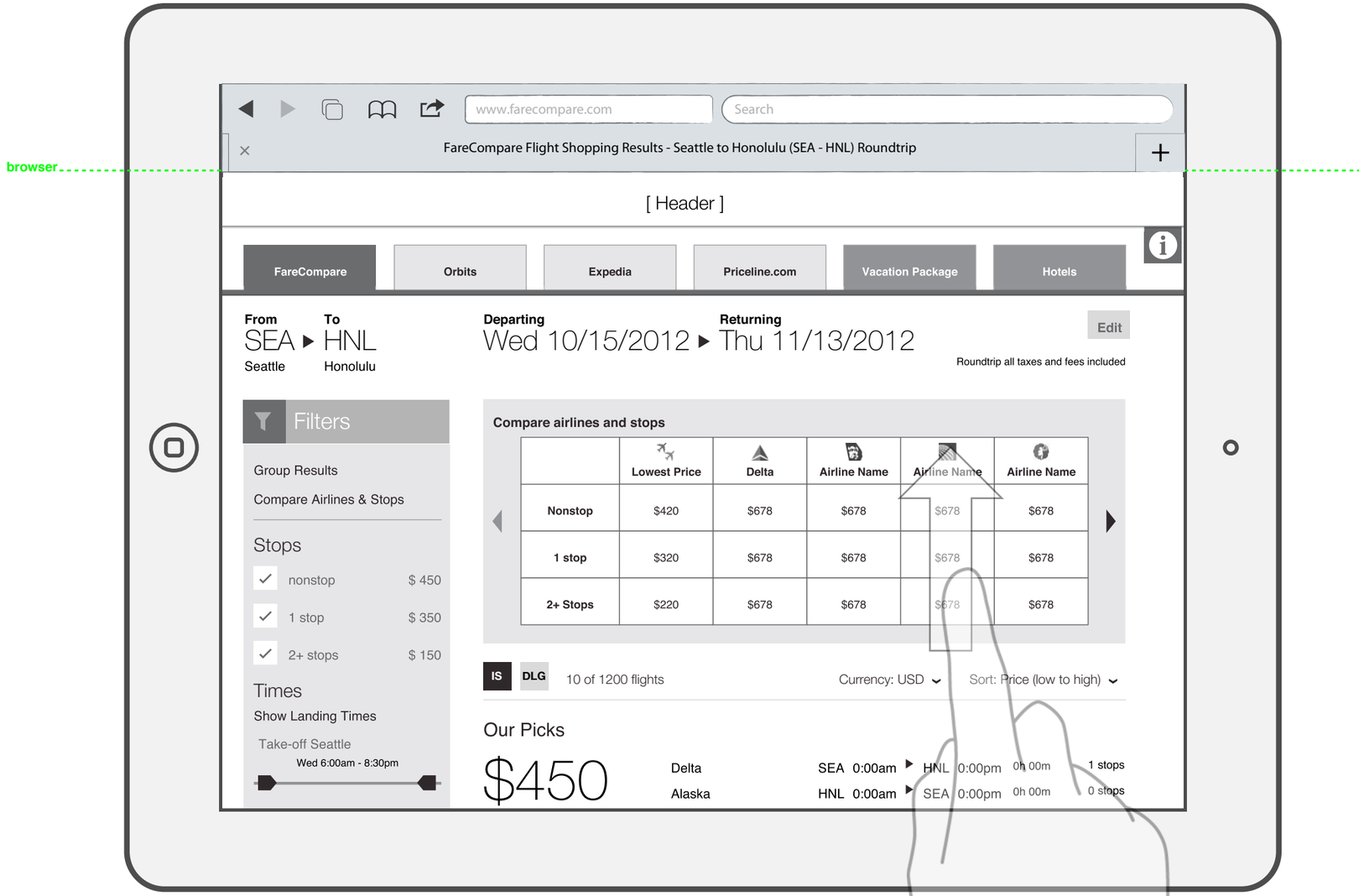

RESULTS PAGE WITH AIRLINES & STOPS MATRIX DISPLAYED

In the landscape mode users will be able to have a complete desktop experience.

They will see Airlines & Stops Matrix and one search result.

User will access the rest of the content through vertical scroll.

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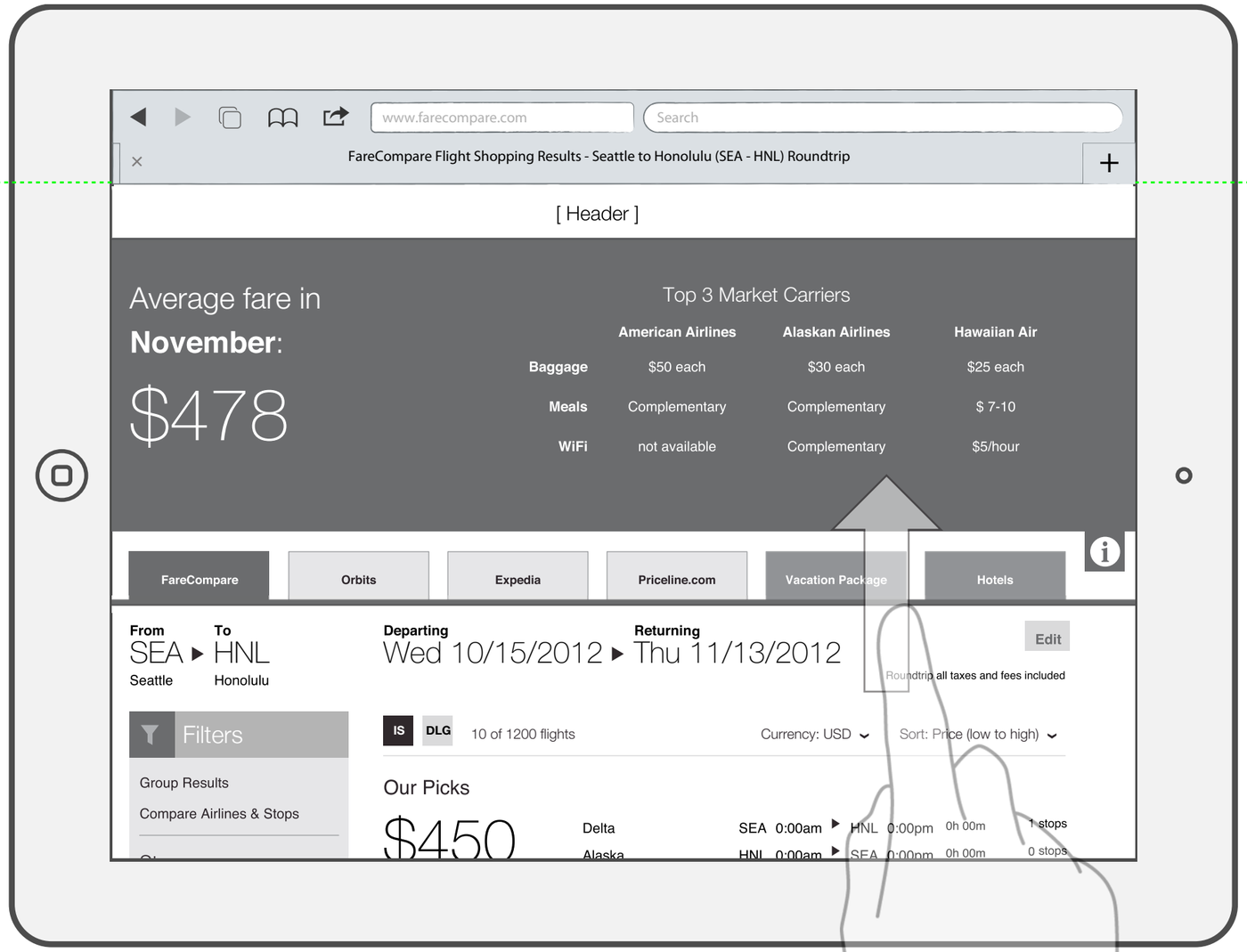

RESULTS PAGE WITH PAGE - LEVEL ADVICE

In the landscape mode users will be able to have a complete desktop experience.

They will see page-level advice and one search result.

User will access the rest of the content through vertical scroll.

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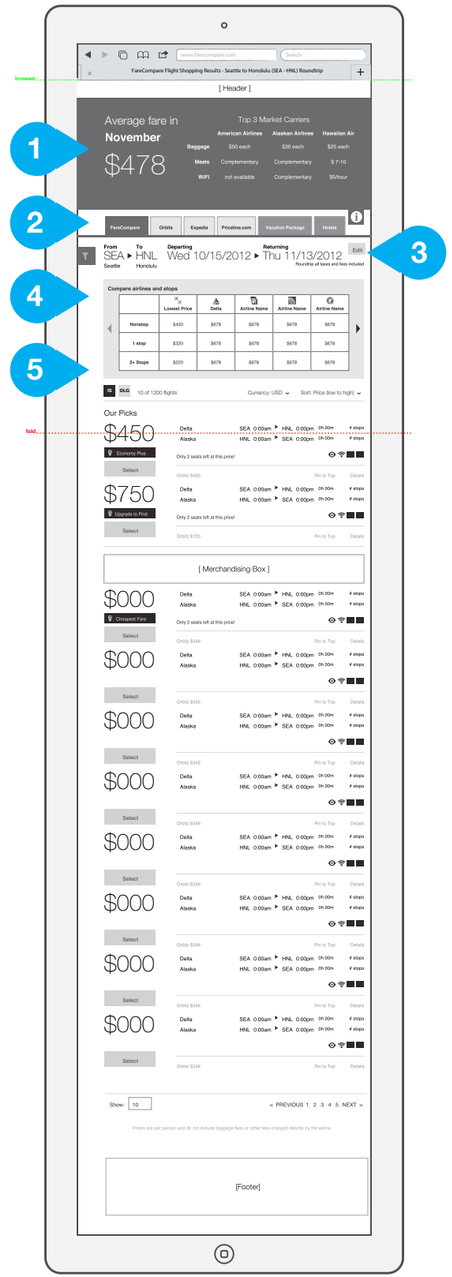

RESULTS PAGE - FULL VIEW

Complete view of the Results page in a portrait mode

1 Page-level advice
All content will be reflown in this space. Text columns will be closer together.

2 Comparison Tabs
Comparison Tabs will become more narrow and closer together.

3 Route Info Bar
Route Info will be closer

4 Filters
Filters will be moved to the left side with the pick tab. By clicking on the “Filters” tab user will be able to bring them into the page. It will push search results to the right. By clicking on “Filters” tab again, user will move them back to it’s original position.

5 Search results and Airlines & Stops Matrix
Search results and Airlines & Stops Matrix will be the same as desktop experience.

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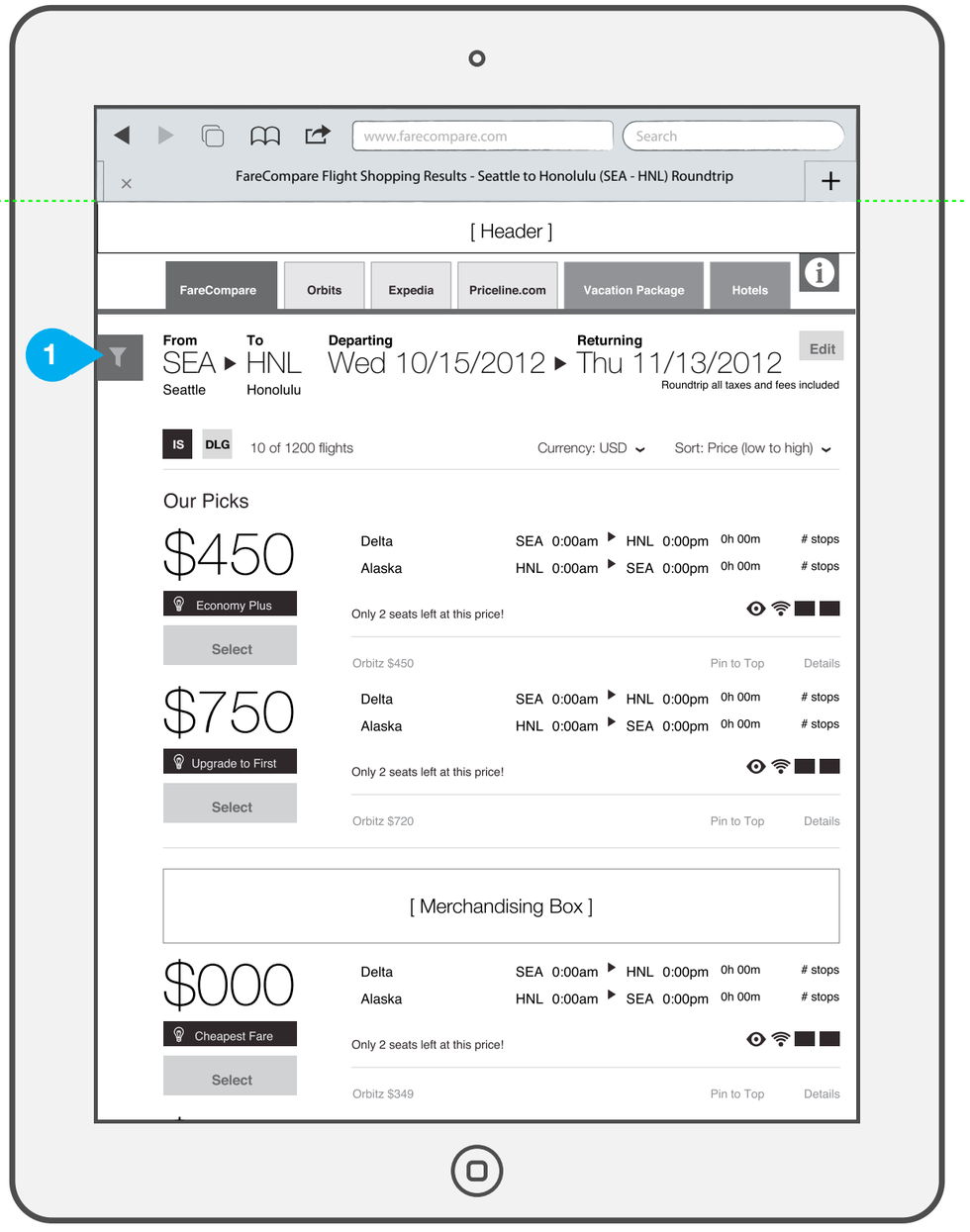

RESULTS LIST (ITINERARY SUMMARY VIEW)

Search results will be the same as desktop experience.

1. Filters minimized
Consistent experience between portrait tablet mode and phone.

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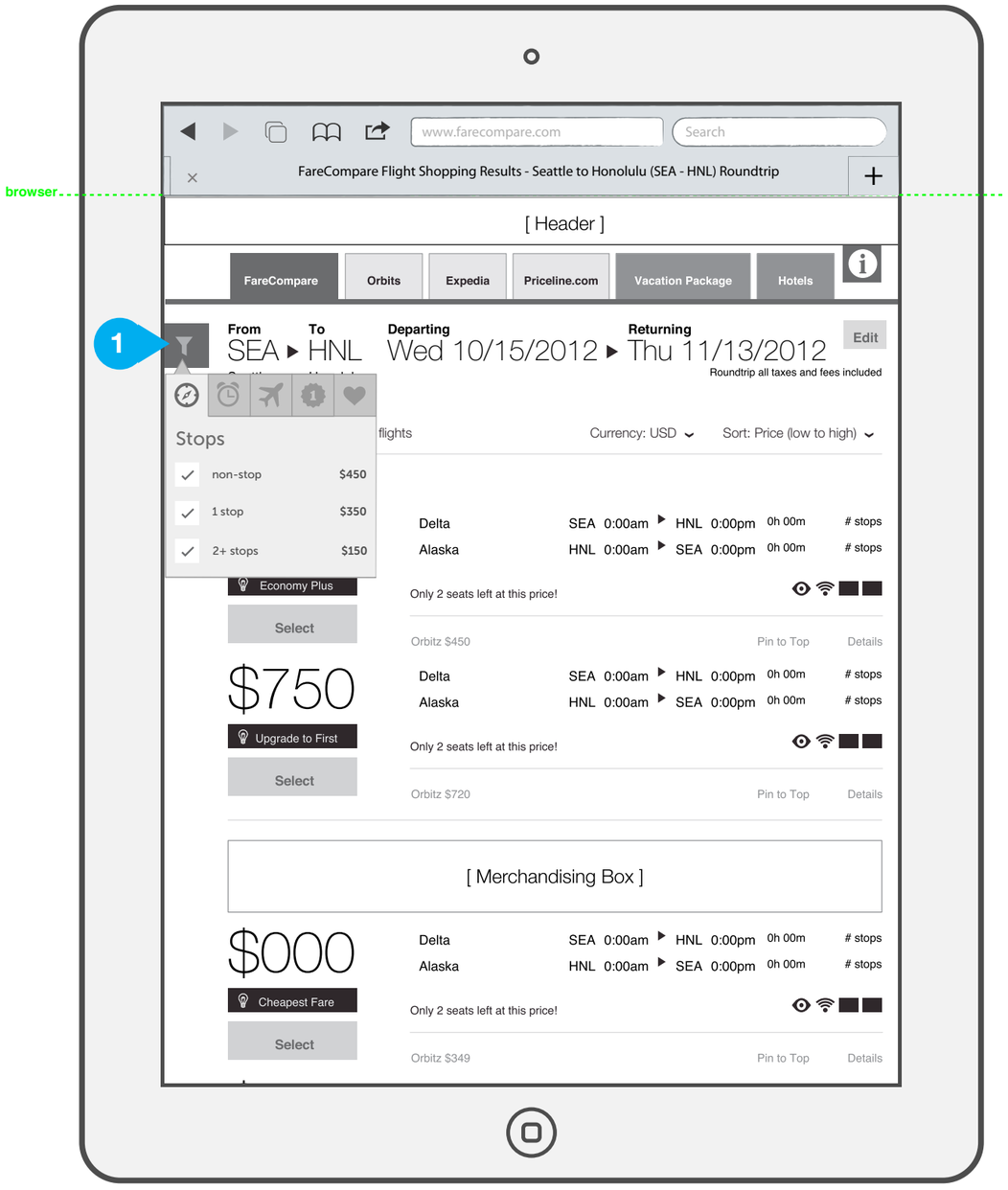

FILTERS REVEAL

1. Filters drop down

By clicking on the “Filters” tab, user will be able to bring them into the page. It will be the same experience as on the phone.

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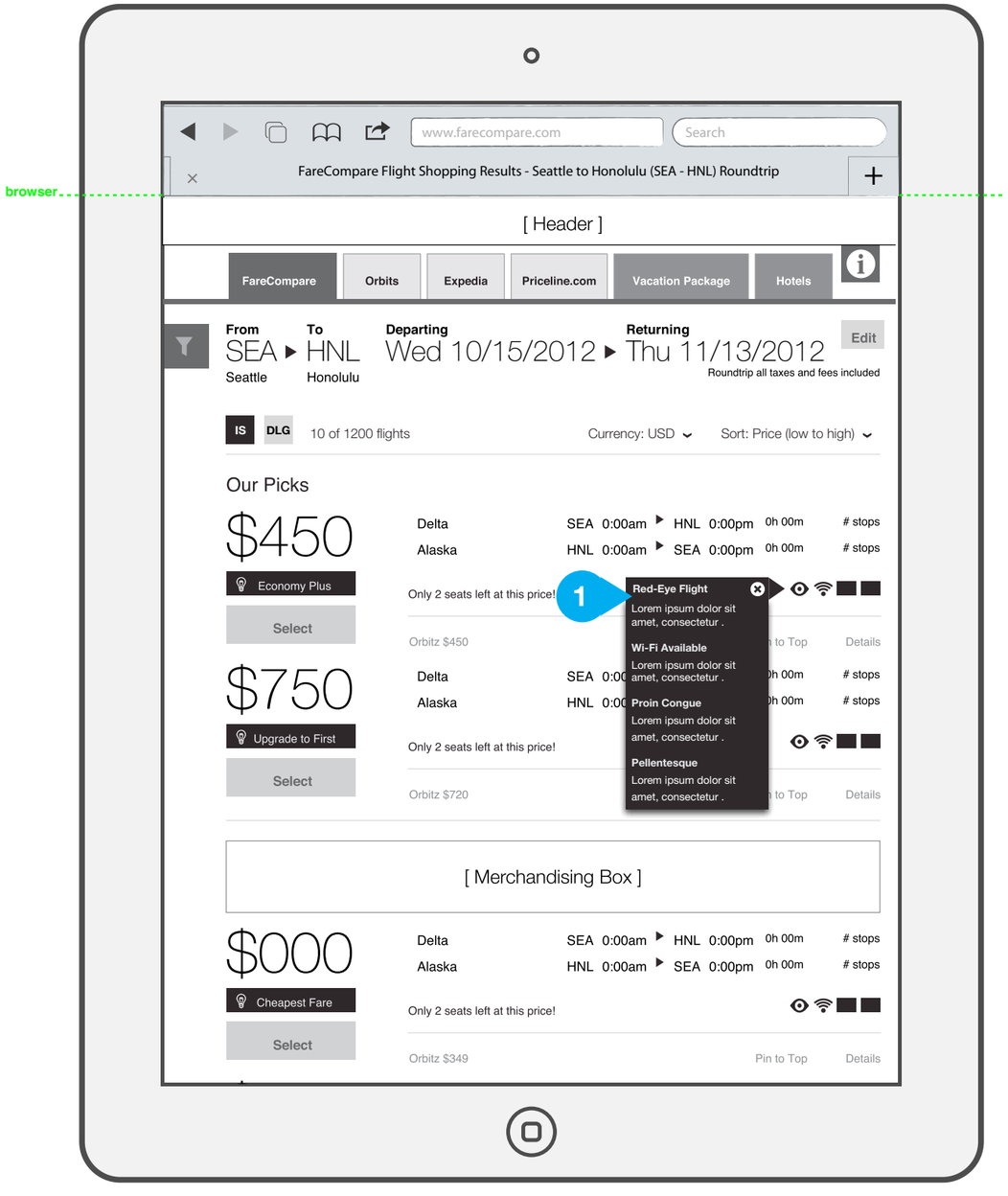

ITINERARY ADDITIONAL INFORMATION

1 Additional Information

Users can click these icons to view additional information about this itinerary (e.g. cabin, red-eye flight, Wi-Fi available, etc.) It will be displayed on the left side of the icons.

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Answer Page
(Tablet)

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ANSWER PAGE (LANDSCAPE)

In the landscape mode users will be able to have a complete desktop experience.

They will see Answer, Quote, "Recommended By" section and a pick of the Advice tile group.

User will access the rest of the content through vertical scroll.

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ANSWER PAGE

Complete view of the Advice page in a portrait mode

1 Quote tile
Quote tile will have form fields stuck over each other

2 Recommended by
This section will reflow

3 Advice tile group
Tiles will reflow down the page

4 Deals and Destination groups
They will have less number of tiles exposed for the preview. The rest of tile will be accessible through the last "more" tile.

5 History timeline
Timeline will utilize semantic zoom on tablet instead of using zoom slider.

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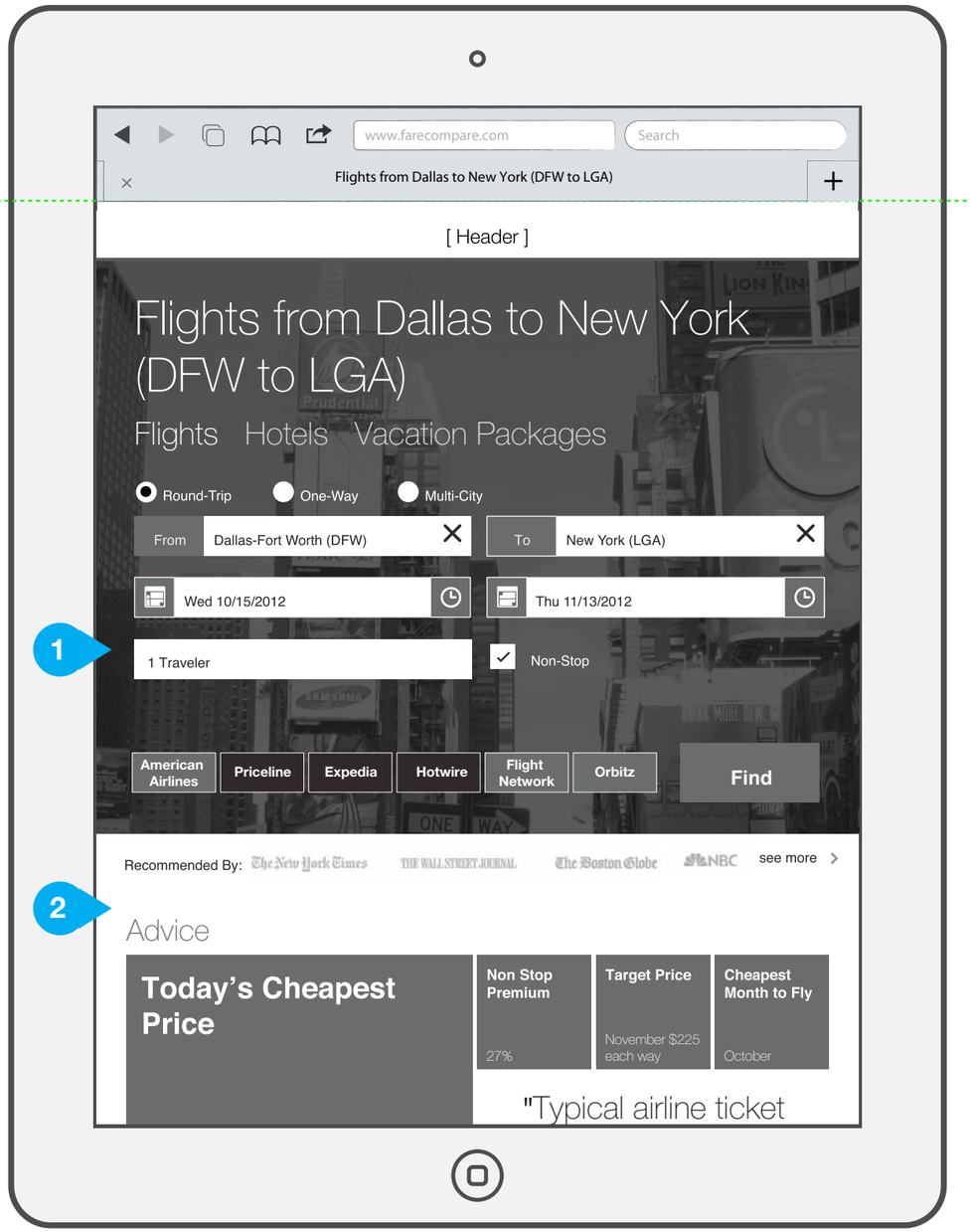

QUOTE TILE

1 Quote tile
Quote tile will have form fields stuck over each other.

2 Recommended by
This section will have less references.

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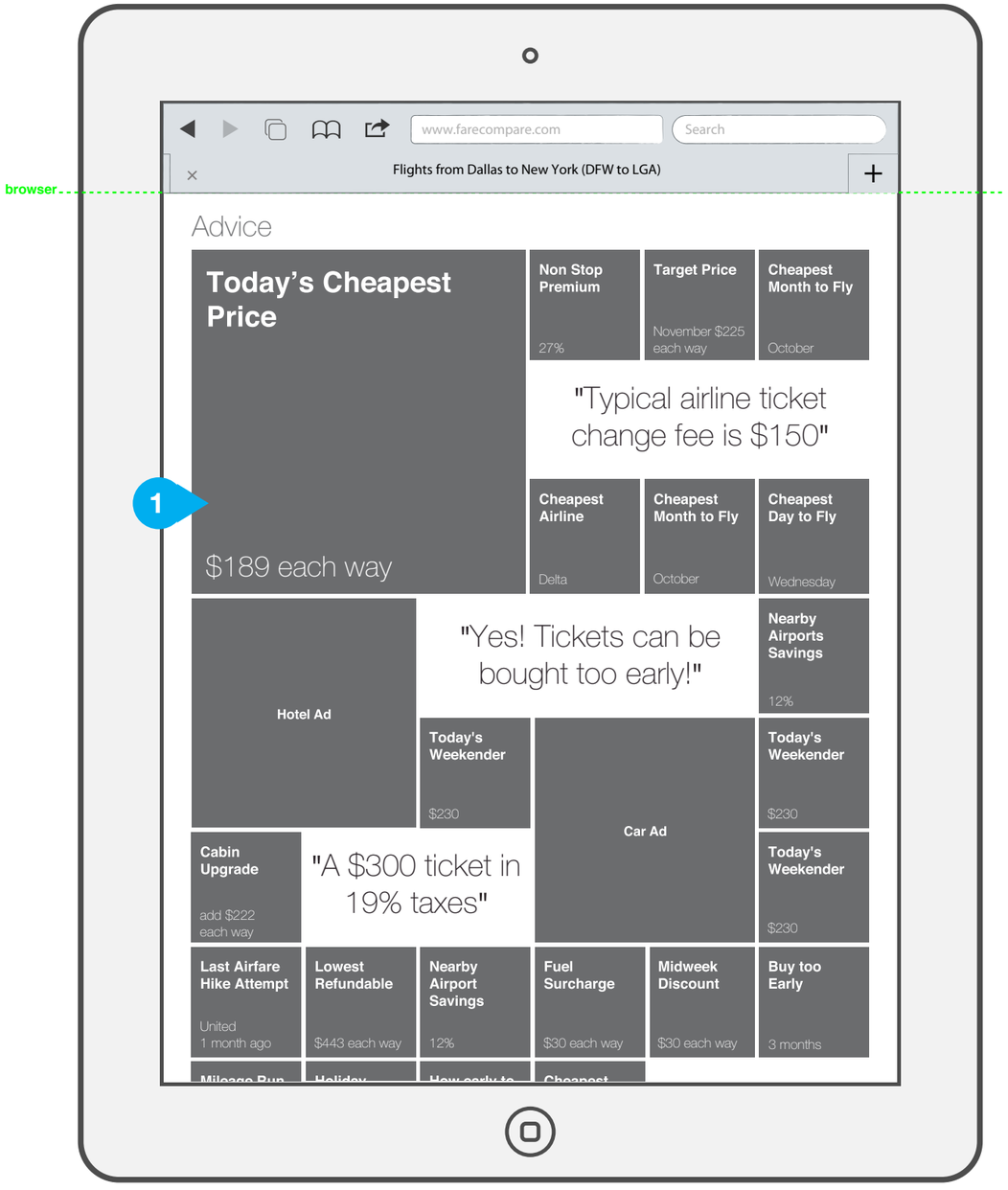

ADVICE GROUP

1 Advice tile group
Tiles will reflow down the page

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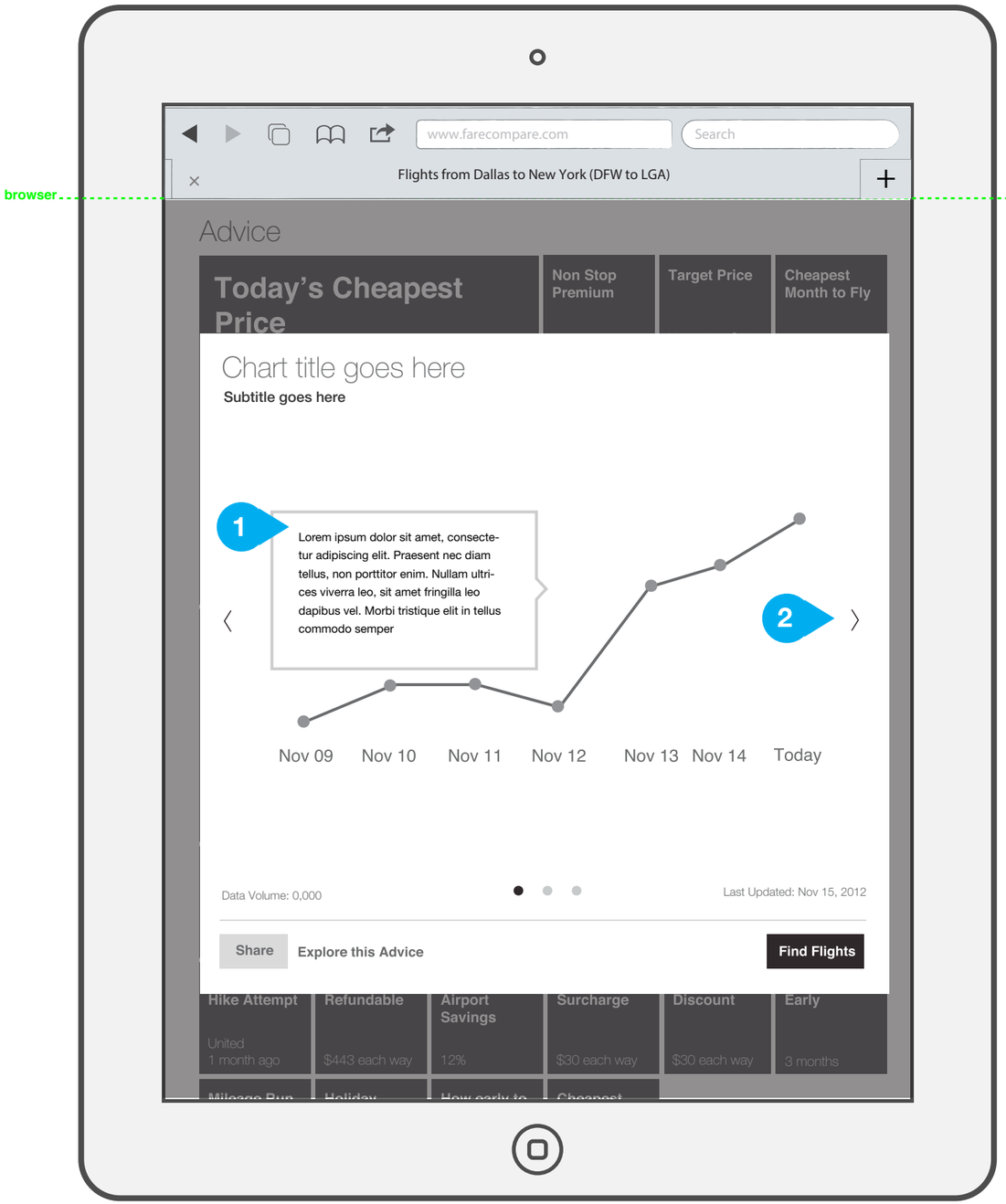

ADVICE TILE REVEAL

1 Content
Text will appear on tap. The primary functionallity for this text is SEO purposes as well as for visually impaired users, whos audio readers will read this content to the user.

2 Chart
Will advance on swipe and on tapping of the chevrons.

3 Tile Edit options
Same functionality as desktop experience. See page 29.

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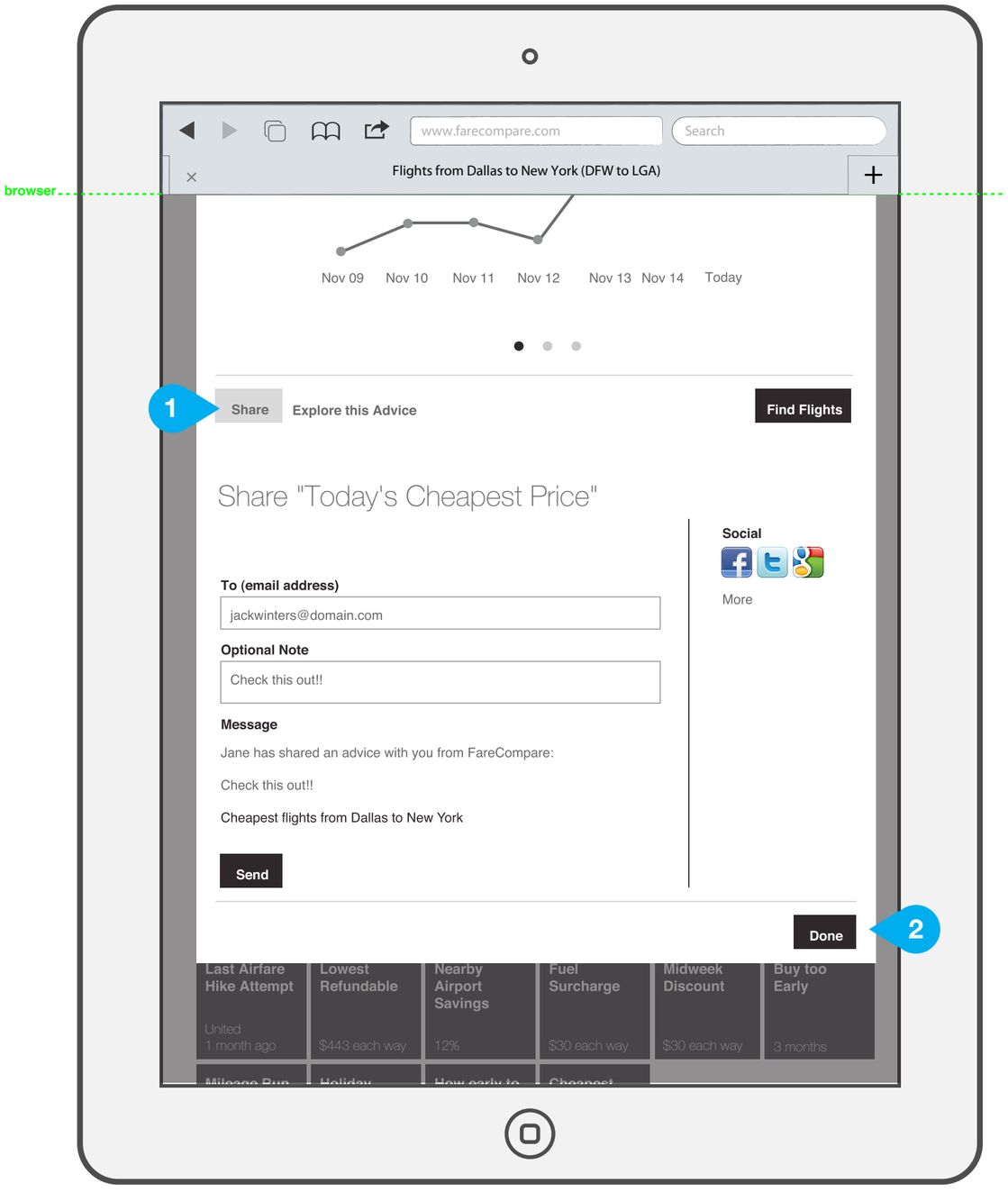

ADVICE TILE REVEAL - SHARE

1. Share button.
Clicking on the Share button shows the Share UI. It will drop down under the revealed tile pushing the rest of the content up.

Embed/Email Toggle option will be removed from tablet experience. (See page 12 of desktop experience. Bullet point #1)

2 Done
Takes users back to the Tile Reveal by closing a dropdown. Tile will be positioned back in the center of page.

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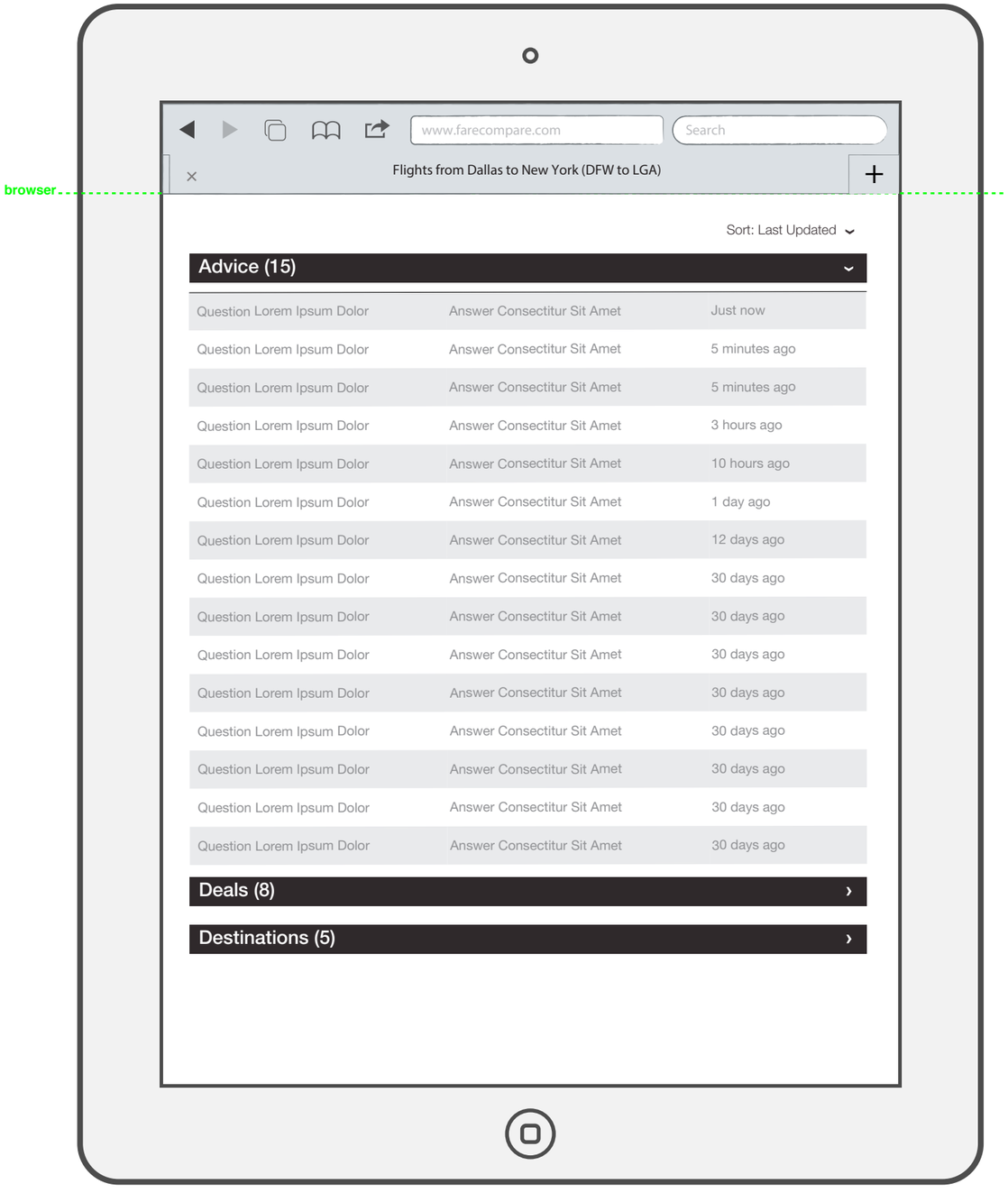

LIST VIEW

Page will resize content by bringing columns closer together.

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Dashboard Page
(Tablet)

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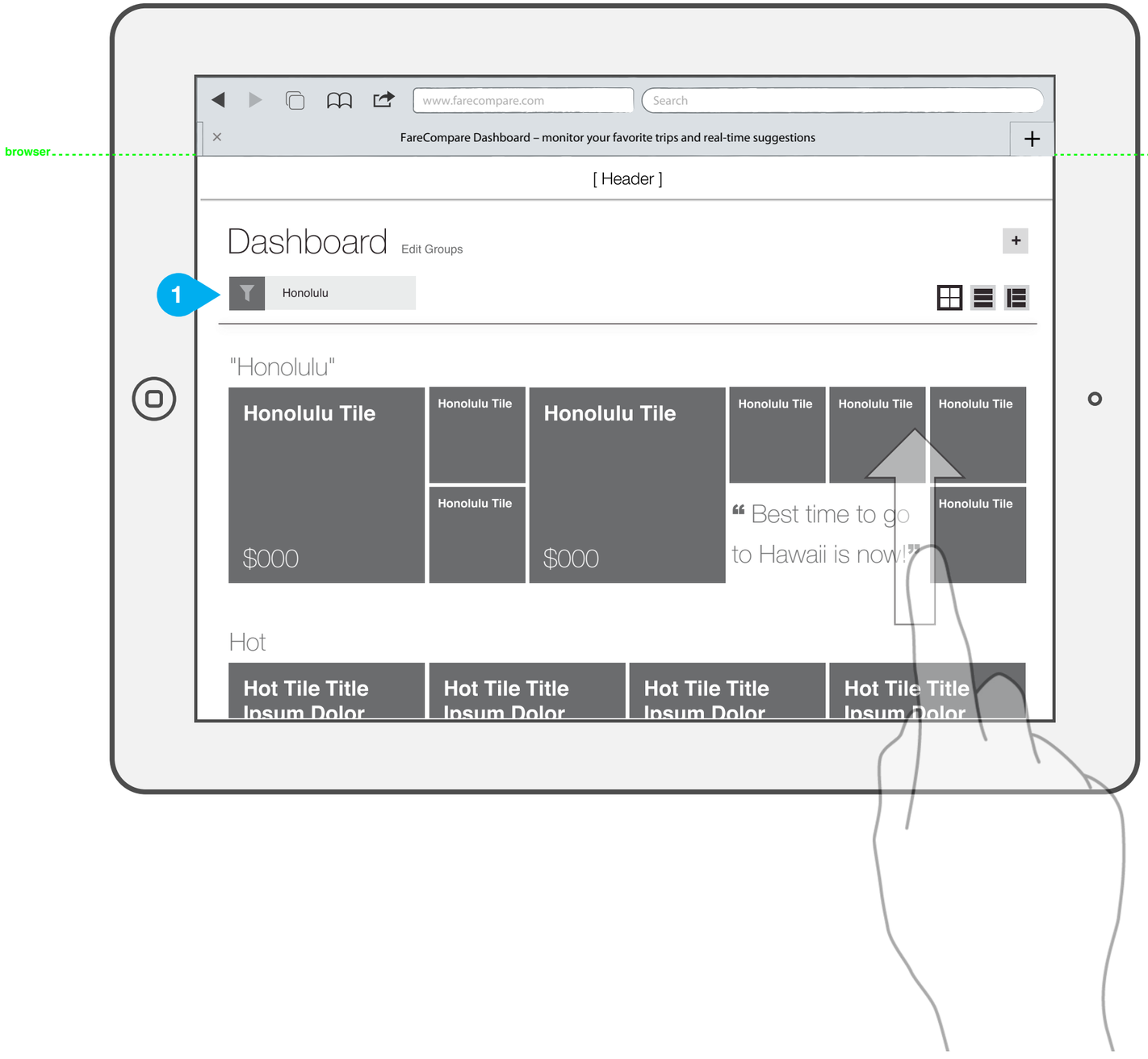

DASHBOARD LANDSCAPE MODE

In the landscape mode users will be able to see first group of tiles preview and pick of the following group

User will access the rest of the content through vertical scroll.

1. Fillter form field
Will be located on the left side of the page to create consistent experience with Results Page filters position. Same approach will be applied to A Desktop experience.

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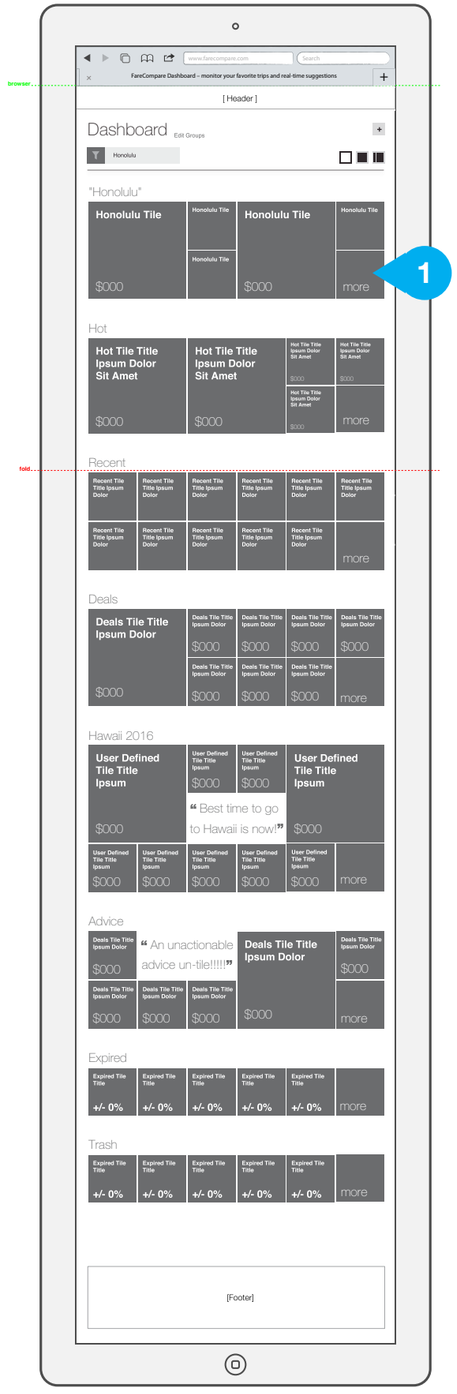

DASHBOARD

Complete view of the Dashboard page in a portrait mode

1. More

Tiles group preview will display less tiles then on desktop experience. User will be able to access the rest of tiles by clicking on “more” tile.

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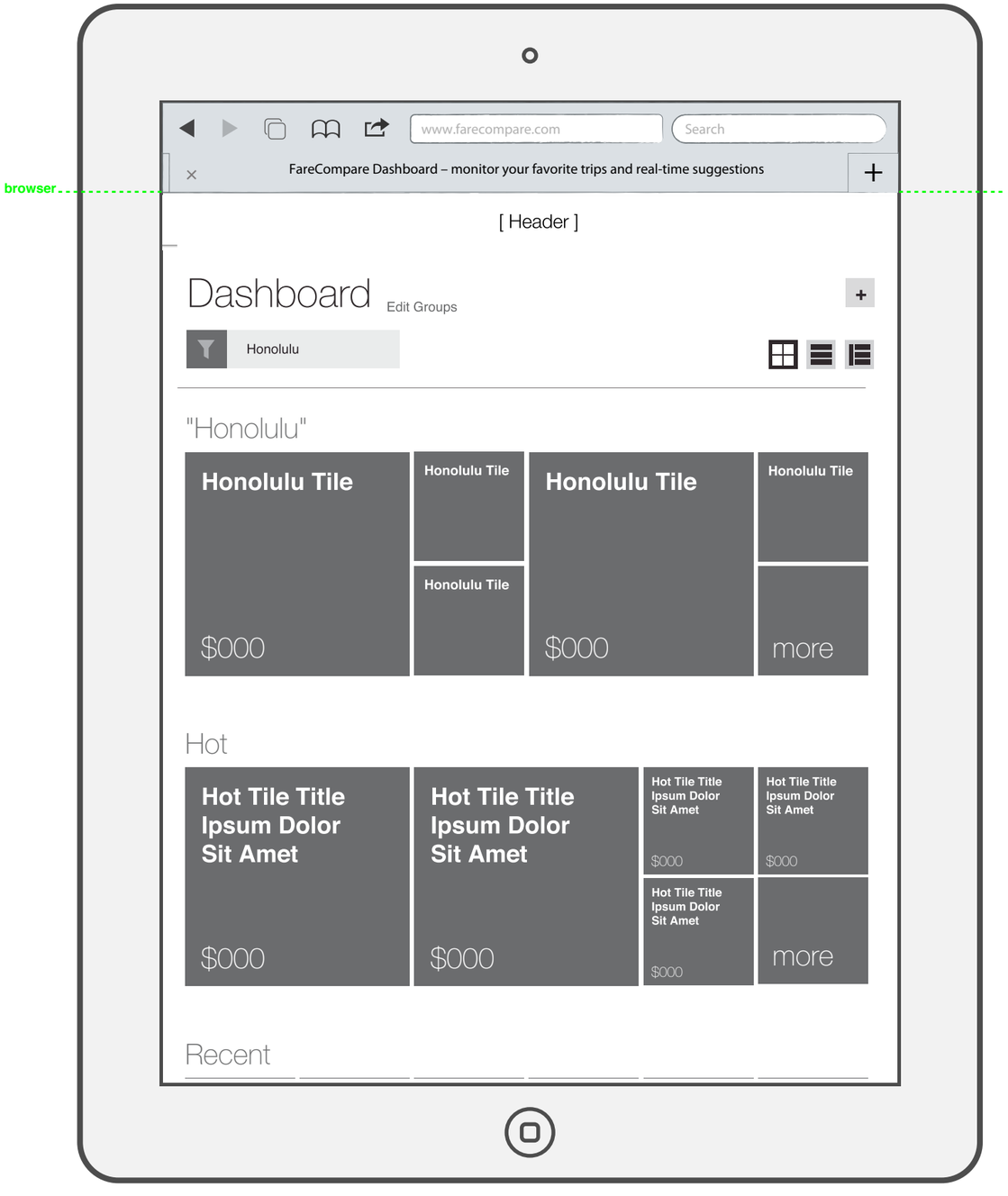

DASHBOARD HEADER

The Dashboard Header is fixed on top on vertical scroll.

User will be able to see two tile groups and pick of the third group.

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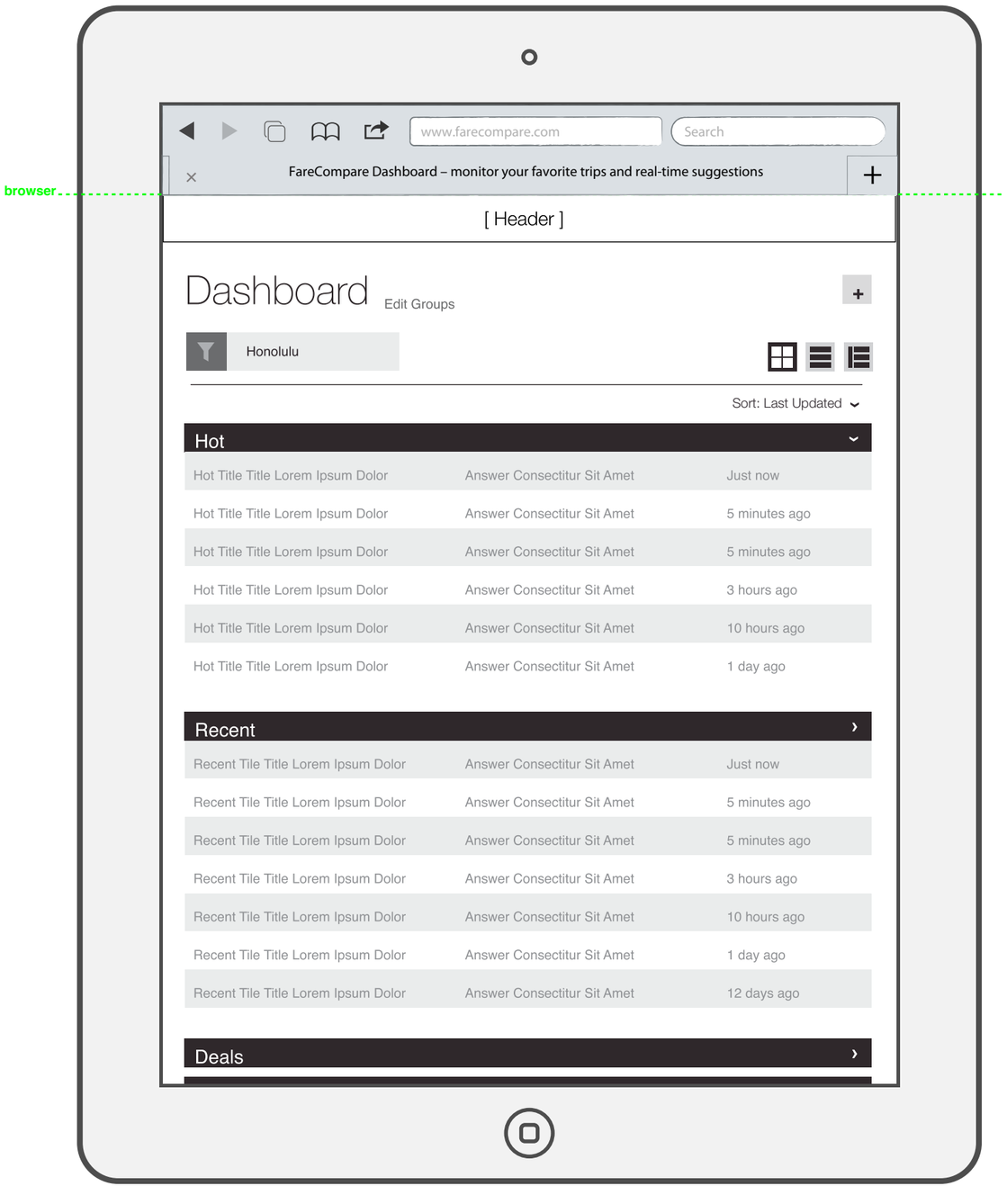

DASHBOARD HEADER - TOGGLE LIST

Page will resize content by bringing columns closer together.

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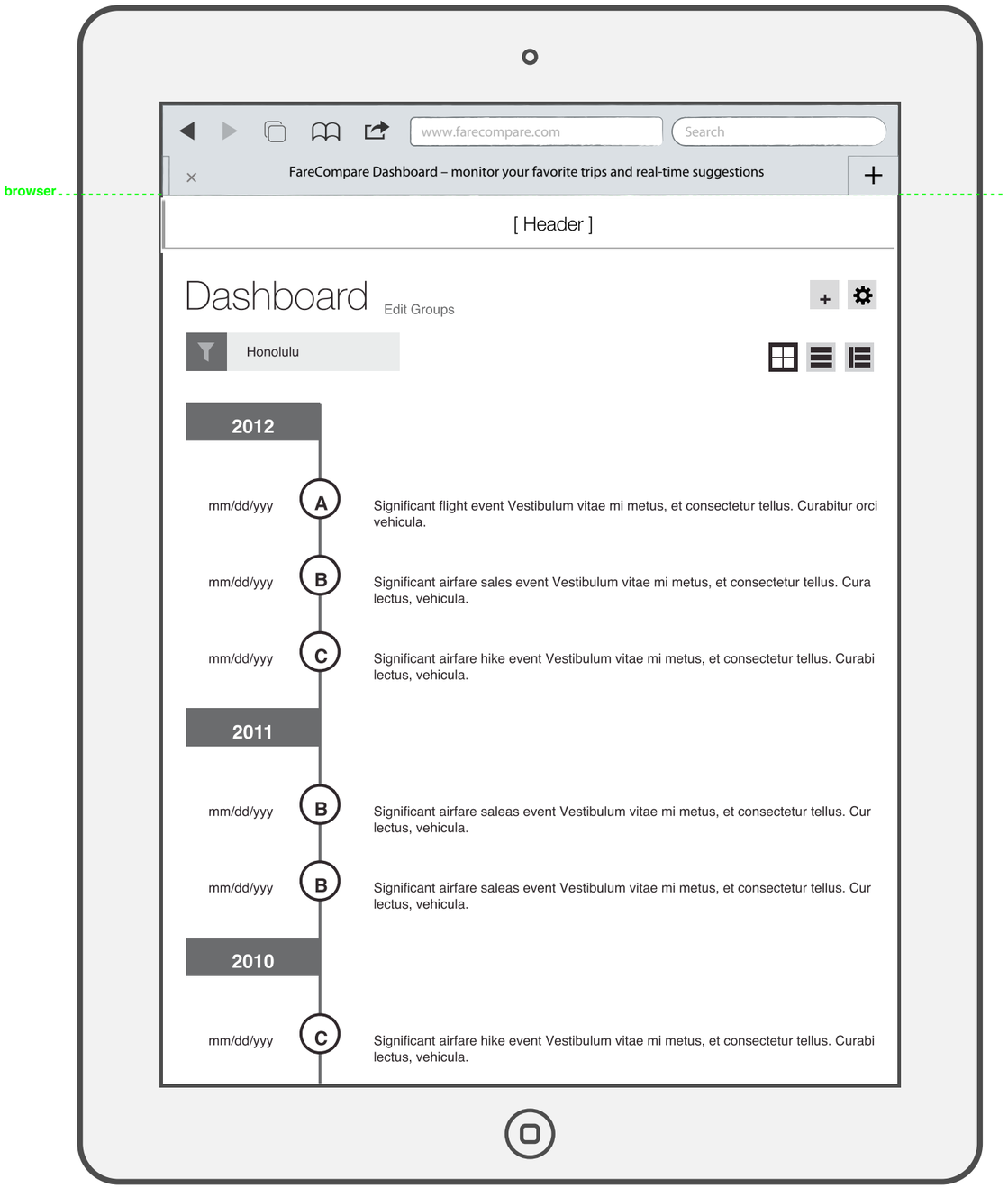

DASHBOARD VIEW TOGGLE - TIMELINE

Timeline will utilize semantic zoom on tablet instead of using zoom slider.

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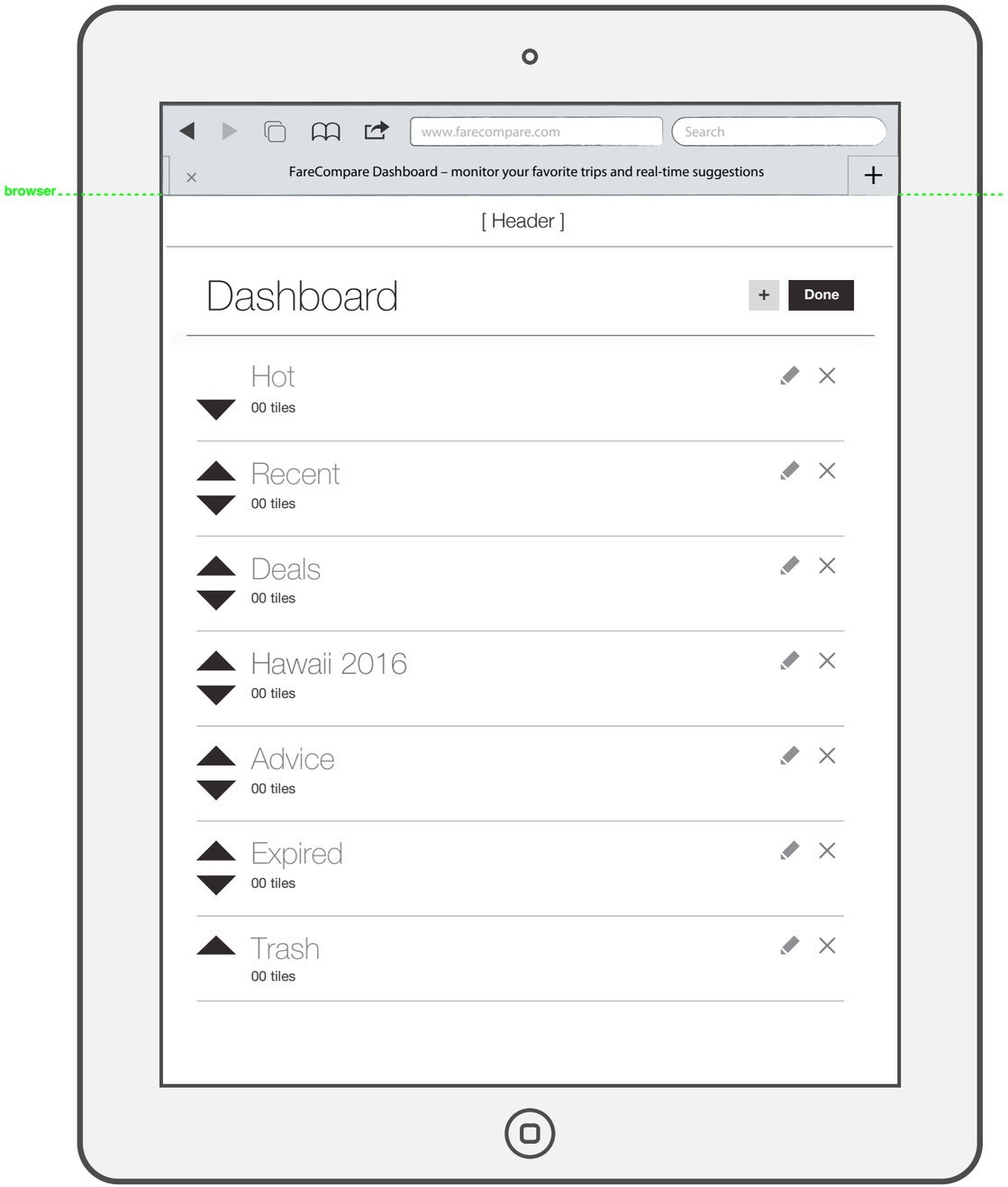

EDIT GROUP - DEGRADED EXPERIENCE

Degraded experience will be used for the tablet. In the degraded experience, users can reorder groups by clicking the up/down arrows.

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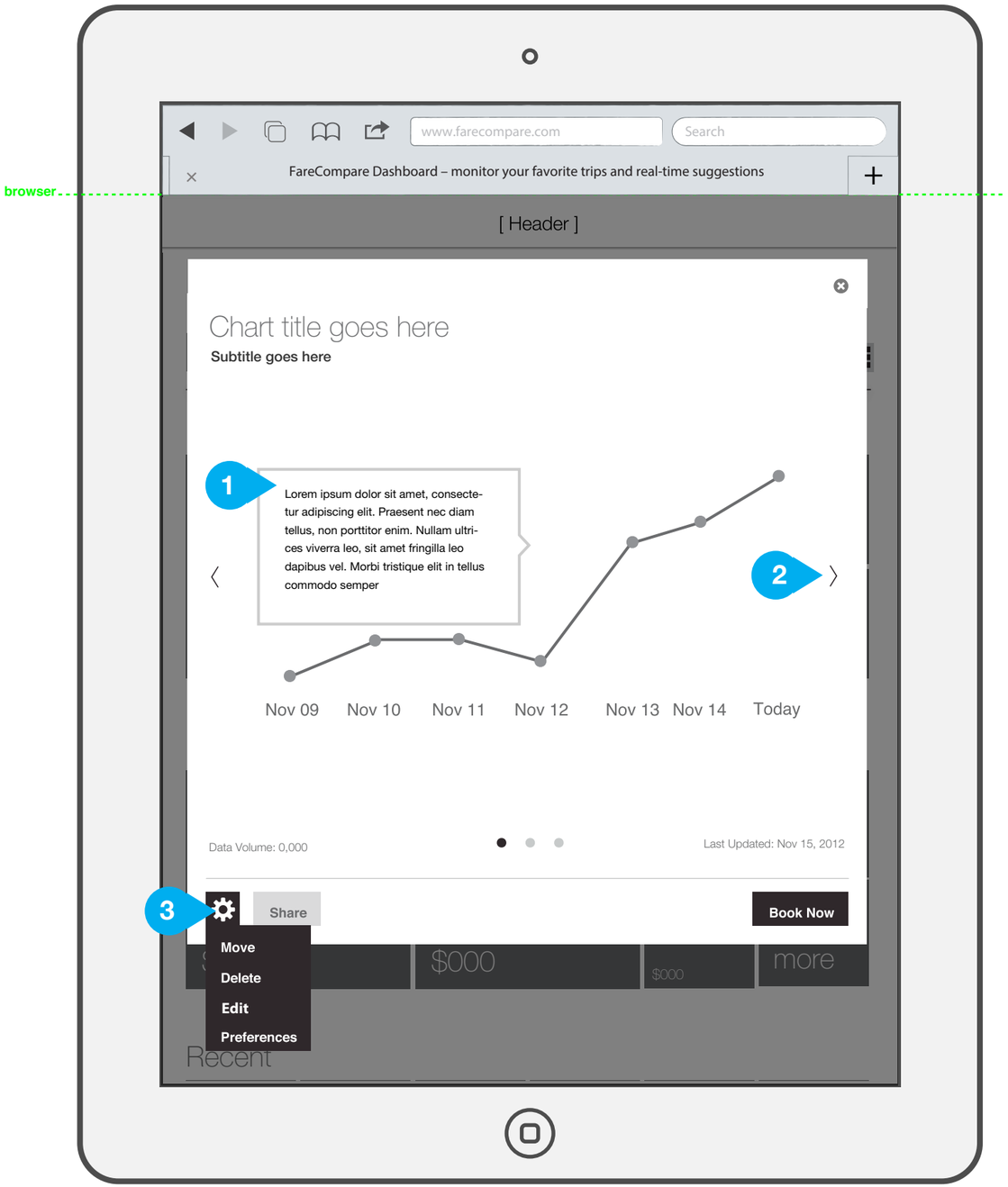

ROUTE MONITOR TILE REVEAL

1 Content

Text will appear on tap. The primary functionallity for this text is SEO purposes as well as for visually impaired users, whos audio readers will read this content to the user.

2 Chart

Will advance on swipe and on tapping of the chevrons.

3 Tile Edit options

Same functionality as desktop experience. See page 29.

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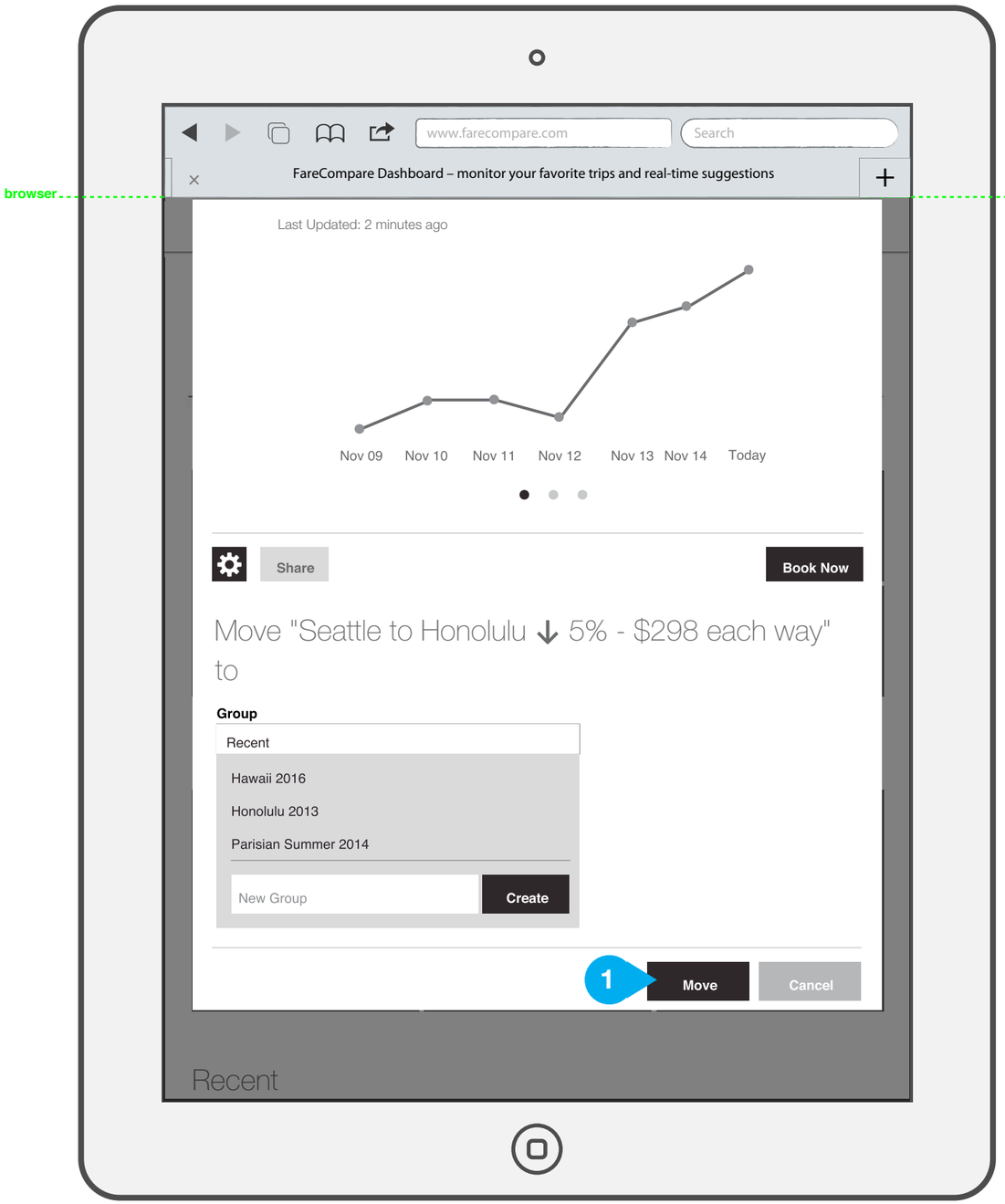

ROUTE MONITOR TILE REVEAL- MOVE

Clicking on the Move button shows the Move UI. It will drop down under the revealed tile pushing the rest of the content up.

1 Move
Moves the tile to its new group and returns the user to the Tile Reveal. Move drop down will close and tile reveal will be positioned in the center of the page.

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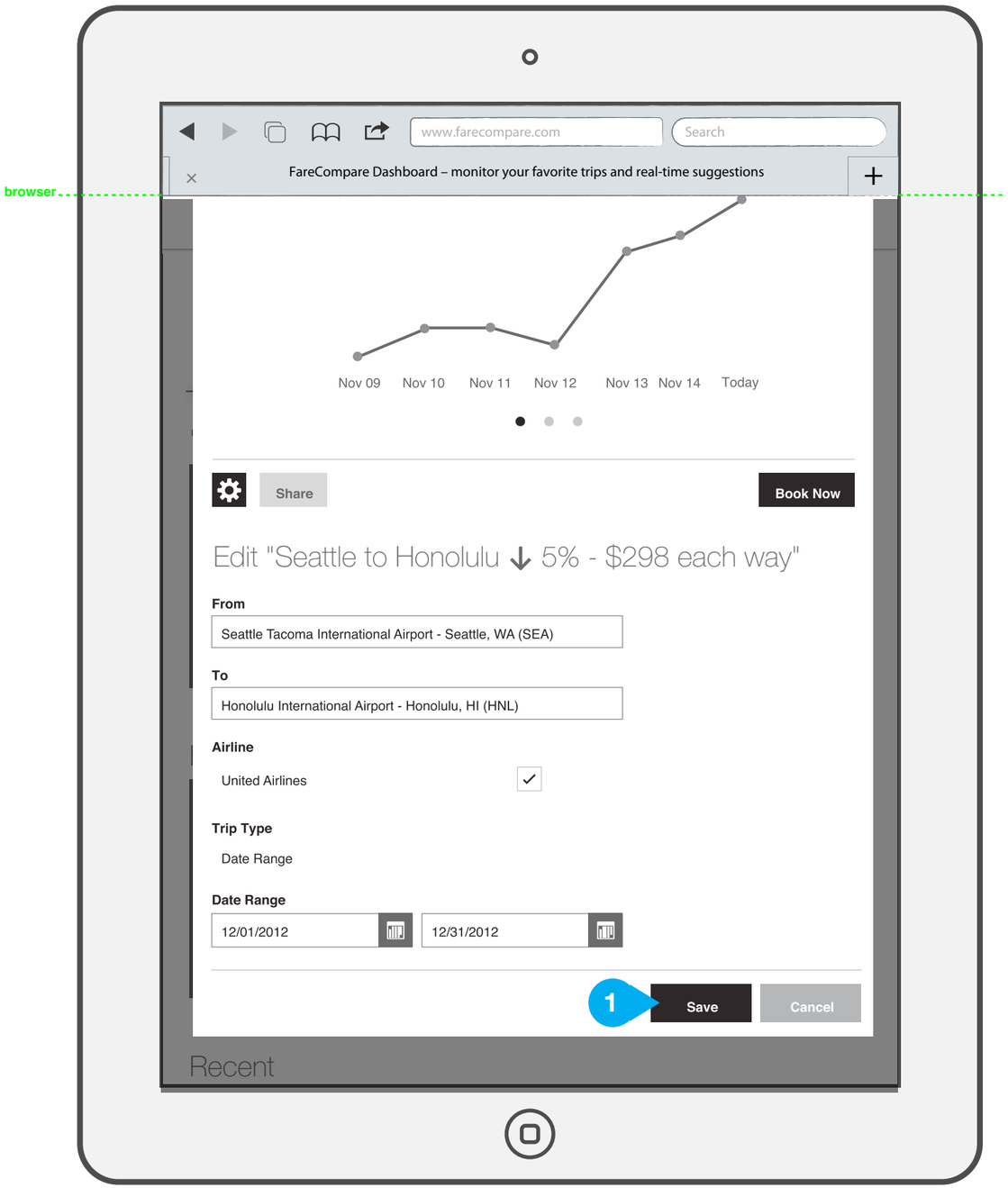

ROUTE MONITOR TILE REVEAL - EDIT

Clicking on the Edit button shows the Edit UI. It will drop down under the revealed tile pushing the rest of the content up.

1 Save
Saves any changes made and returns the user to the Tile Reveal. Edit drop down will close and tile reveal will be positioned in the center of the page.

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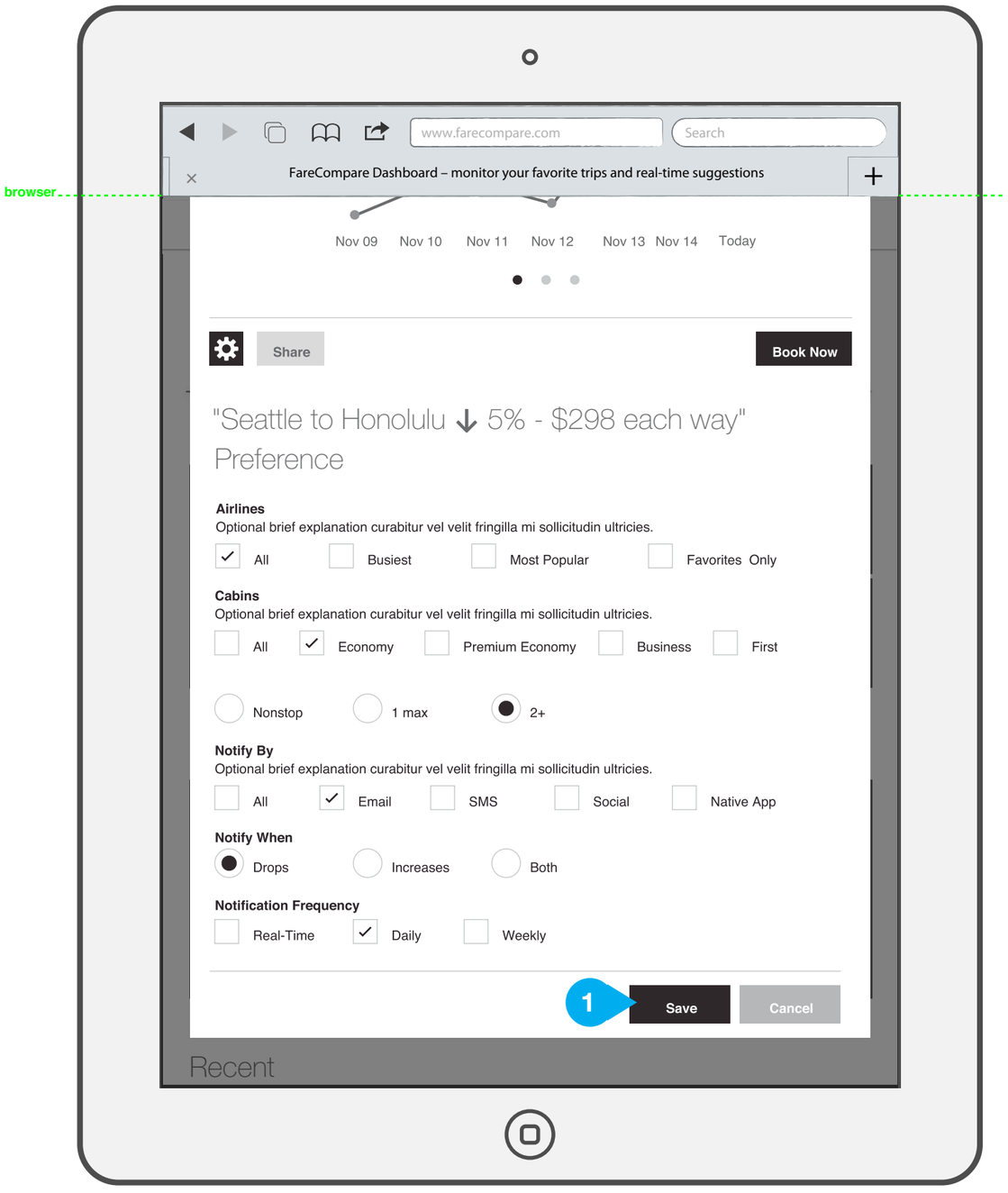

ROUTE MONITOR TILE REVEAL - PREFERENCE

Clicking on the Preferences button shows the Preferences UI. It will drop down under the revealed tile pushing the rest of the content up.

1 Save
Saves any changes made and returns the user to the Tile Reveal. Preferences drop down will close and tile reveal will be positioned in the center of the page.

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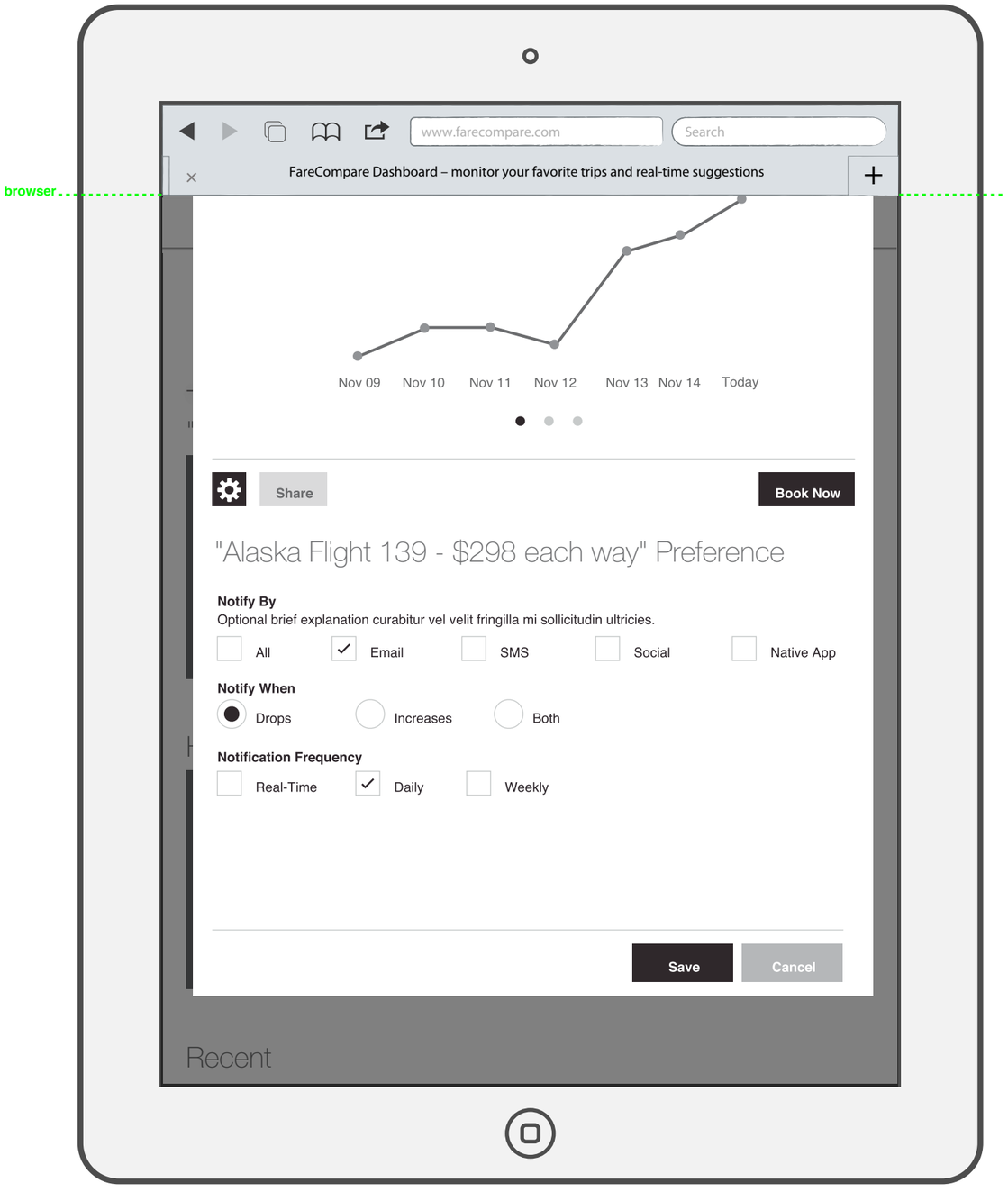

FLIGHT MONITOR TILE REVEAL - PREFERENCE

Clicking on the Preferences button shows the Preferences UI. It will drop down under the revealed tile pushing the rest of the content up.

1 Save
Saves any changes made and returns the user to the Tile Reveal. Preferences drop down will close and tile reveal will be positioned in the center of the page.

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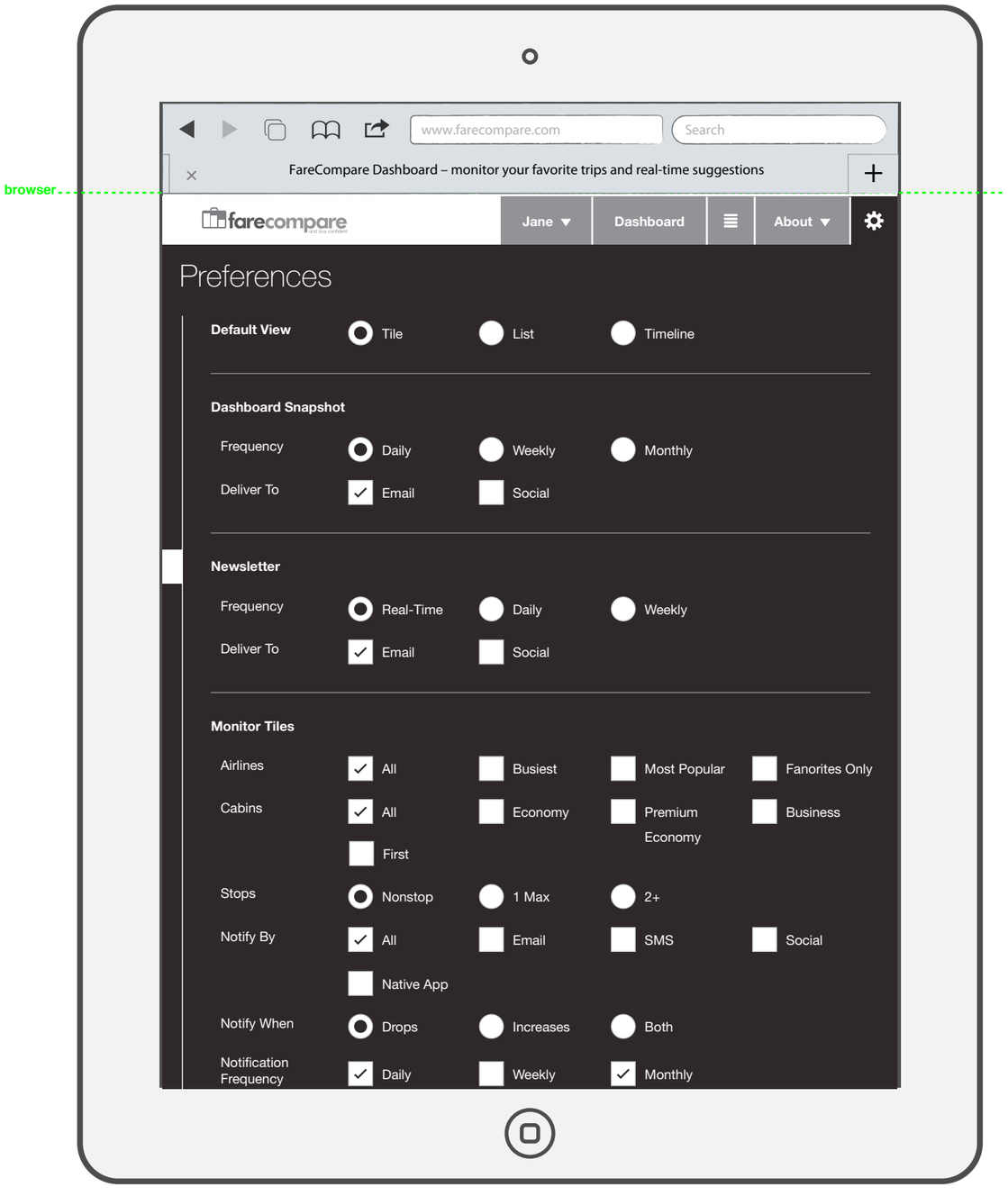

DASHBOARD PAGE PREFERENCE

Clicking the gear icon while on the Dashboard page slides down the Dashboard Page Preference from below the Header.

Content will reflow to fit.

1 Preferences navigation
On a tablet experience Preferences navigation will be moved to the left showing pick with selected section highlighted.

Preference content will match desktop experience.

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Miscellaneous Pages

(Tablet)

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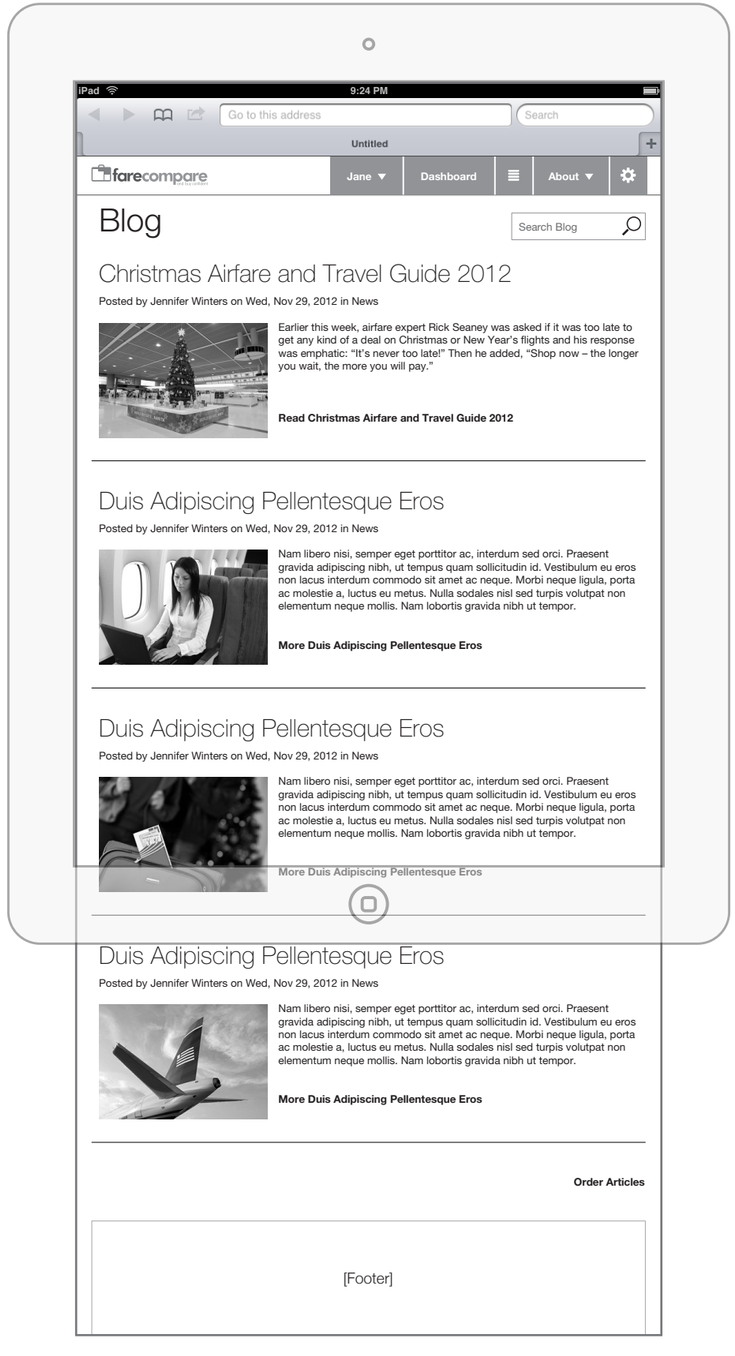
ARTICLE LIST



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ARTICLE

iPad 9:24 PM

Go to this address | Search

Untitled

farecompare | Jane | Dashboard | About

Blog > Christmas Airfare and Travel Guide 2012 | Search Blog

Christmas Airfare and Travel Guide 2012

Posted by Jennifer Winters on Wed, Nov 29, 2012 in News

Share 29.6K | Tweet 12.5K | Share 5404 | Google + 2891

Earlier this week, airfare expert Rick Seaney was asked if it was too late to get any kind of a deal on Christmas or New Year's flights and his response was emphatic: "It's never too late!" Then he added, "Shop now – the longer you wait, the more you will pay."

What Waiting Will Cost

Again, there is nothing to be gained by waiting to purchase holiday airfare. The penalties are as follows:

Add $5 per day: For airfare purchase delays from late November to second week in December

Add $10 per day: For airfare purchases delayed until after second week in December
Magical Date When Prices Rise Sharply

Pay attention to this date: Dec. 18. That is the last day the airlines offer their cheaper, pre-holiday pricing.

Starting Dec. 19, airfare prices rise an average 30% to 70%
The wildly varying range of increases depends on the city pairs and routes.

Exception: Routes of roughly an hour or so (or less) between cities with frequent flights will be priced about the same as usual, and examples include Los Angeles-San Francisco and Houston-Dallas.

5 Tips for Traveling with Family and Kids

Cheapest and Most Expensive Days for Flights

A good rule of thumb for any holiday travel period – the most popular days to fly are the most expensive days to fly.
A quick rundown:

Cheapest days to fly: Travel early and you can still have a holiday.

Post to Profile | Posting as Jane Smith (Not you?) | Comment

Previous Article:
Southwest, United Airlines Dominate Passenger Traffic Statistics

Next Article:
Newark Tops List of Healthiest U.S. Airports

[Footer]

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Home Page
(Phone)

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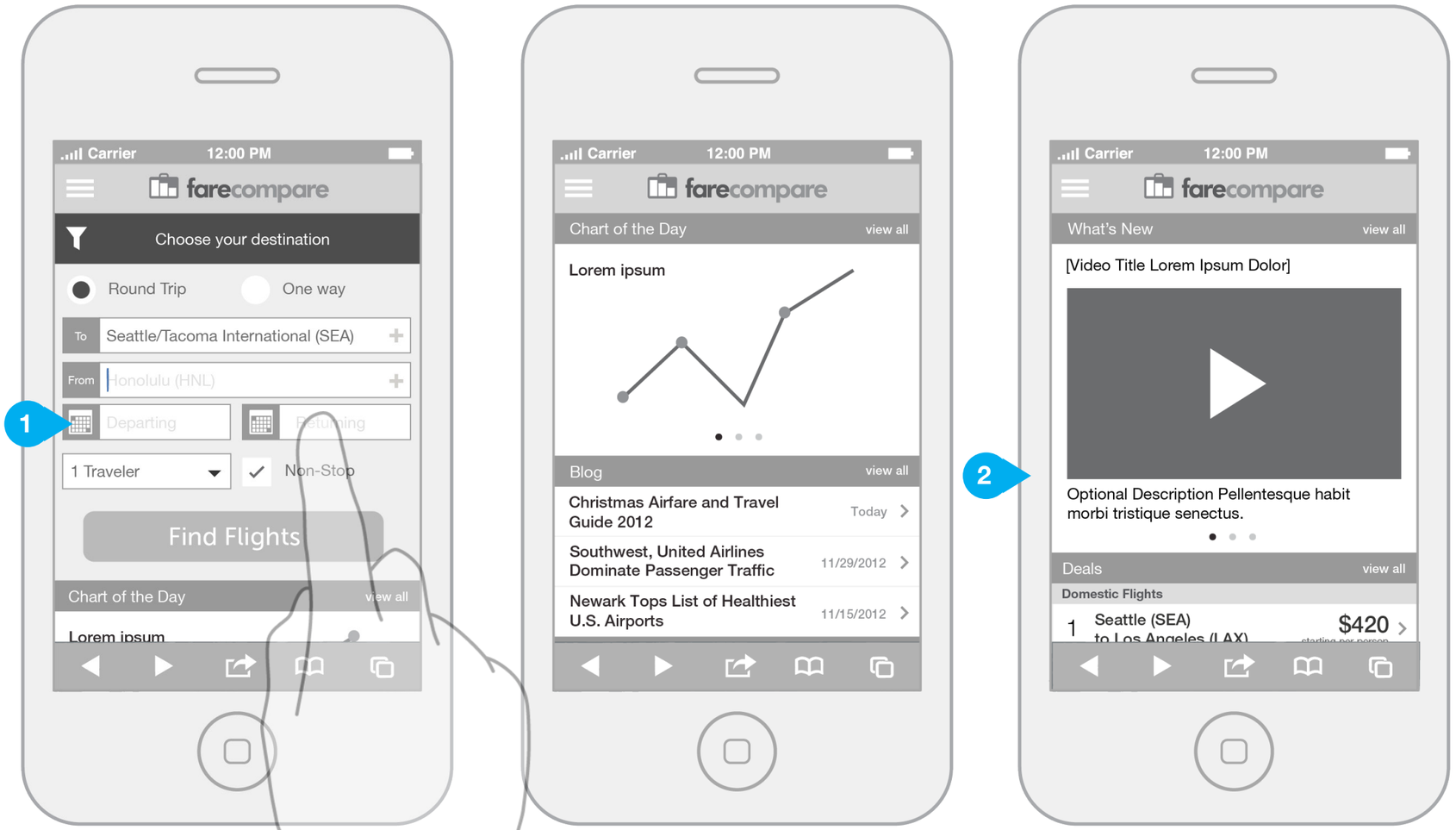

HOME PAGE

The user has arrive to this page from a search engine query like google.com on their mobile devices, searching for "Dallas DFW to New York LGA" The primary goal is encourage the user to perform a quote, the second goal is to allow the user to quickly find related answers

1 Quote tile is partially revealed, users can tap the more tab to reveal the full quote tile. Tapping on the tab again will close the group to its previous position

2 'Advice' section detail

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HOME PAGE

The Advice section is a group of tiles in list view, that highlight the additional FareCompare value to the user over and above the subtle advice offered in the Quote Tile experience.

1 FareCompare header
This header is fixed throughout the mobile site and does not scroll. On scroll, content ill go 'under' this header.

2 Collapsed query
Tapping on this header will reveal the quote experience. This header is fixed on this page.

3 Short answer
Each row is very short question/highlight and a very short answer on an emotive background.

Clicking a row displays the Advice Tile Reveal experience. It is meant to visually display additional information quickly to the user.

4 Chart
Dynamically generated

5 Share (via web)
This button shares the specific page content
See next page

6 Find Flights
Takes users to the quote tile

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Menu & Preferences

(Phone)

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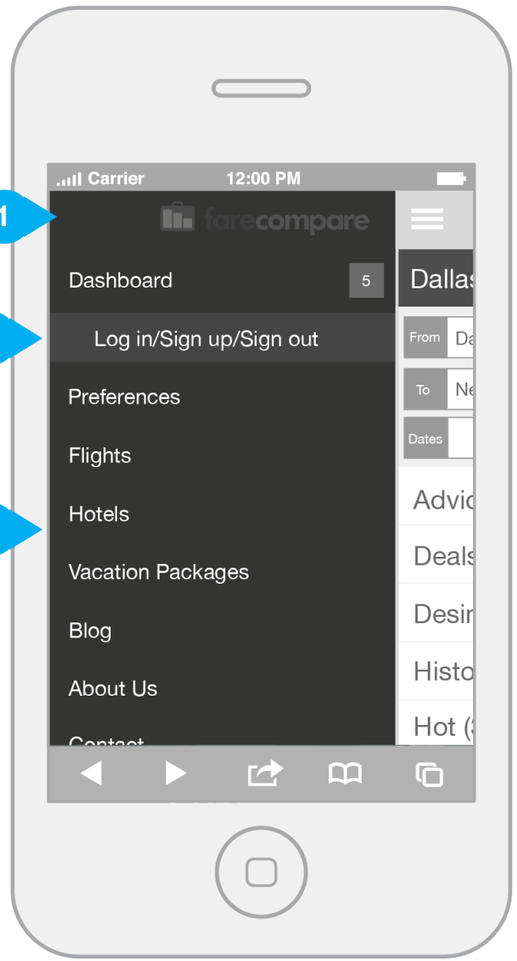
LOGIN & SIGN UP

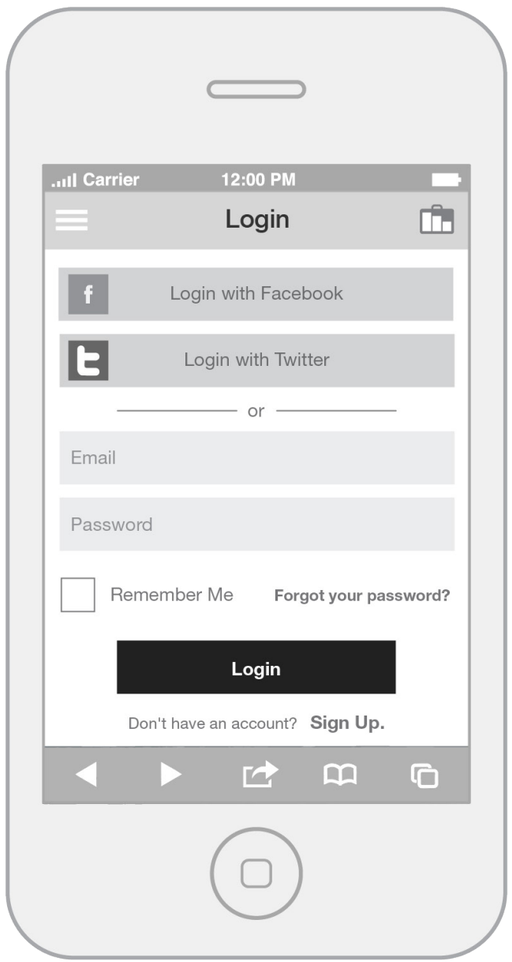
1 Logo stays in the same position and fades

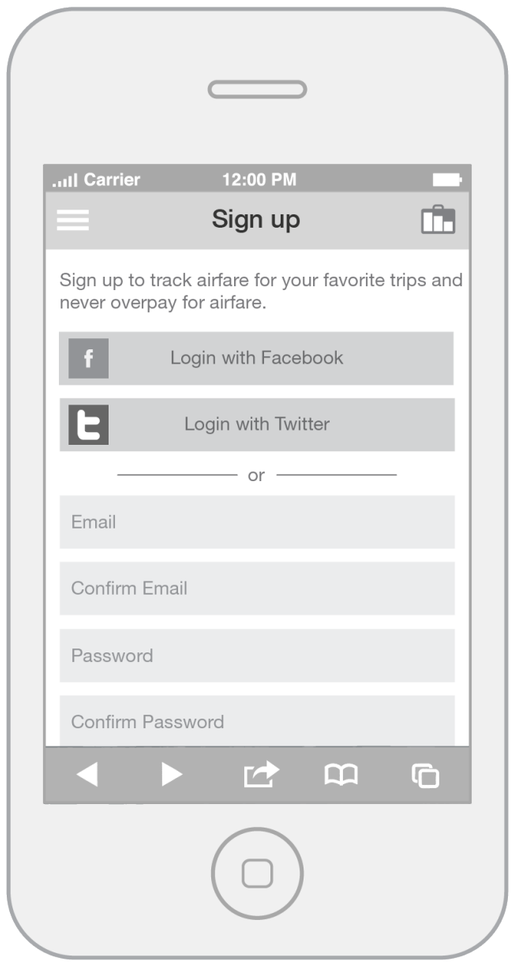
2 Login/ Sign up/ Sign out

3 Menu
All pages, TOS, Privacy, About, Media, Contact
Recommended by etc is located in this menu

Content is same as desktop, see next section







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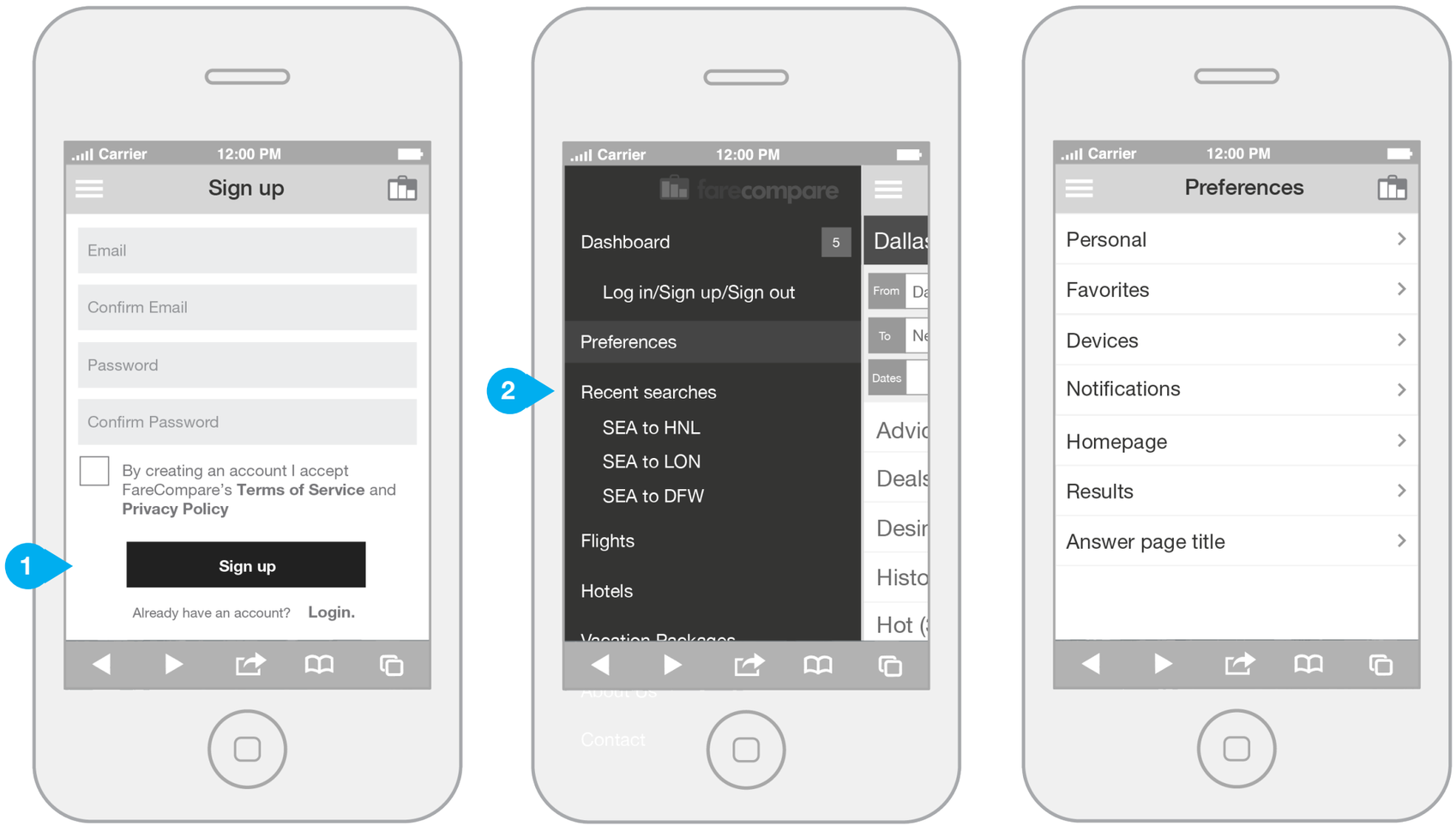
PREFERENCE MENU

1 Scoll up

2 Preferences
Alternate view with recent searches - Dev needs to verify fuctionality

3 Preference menu



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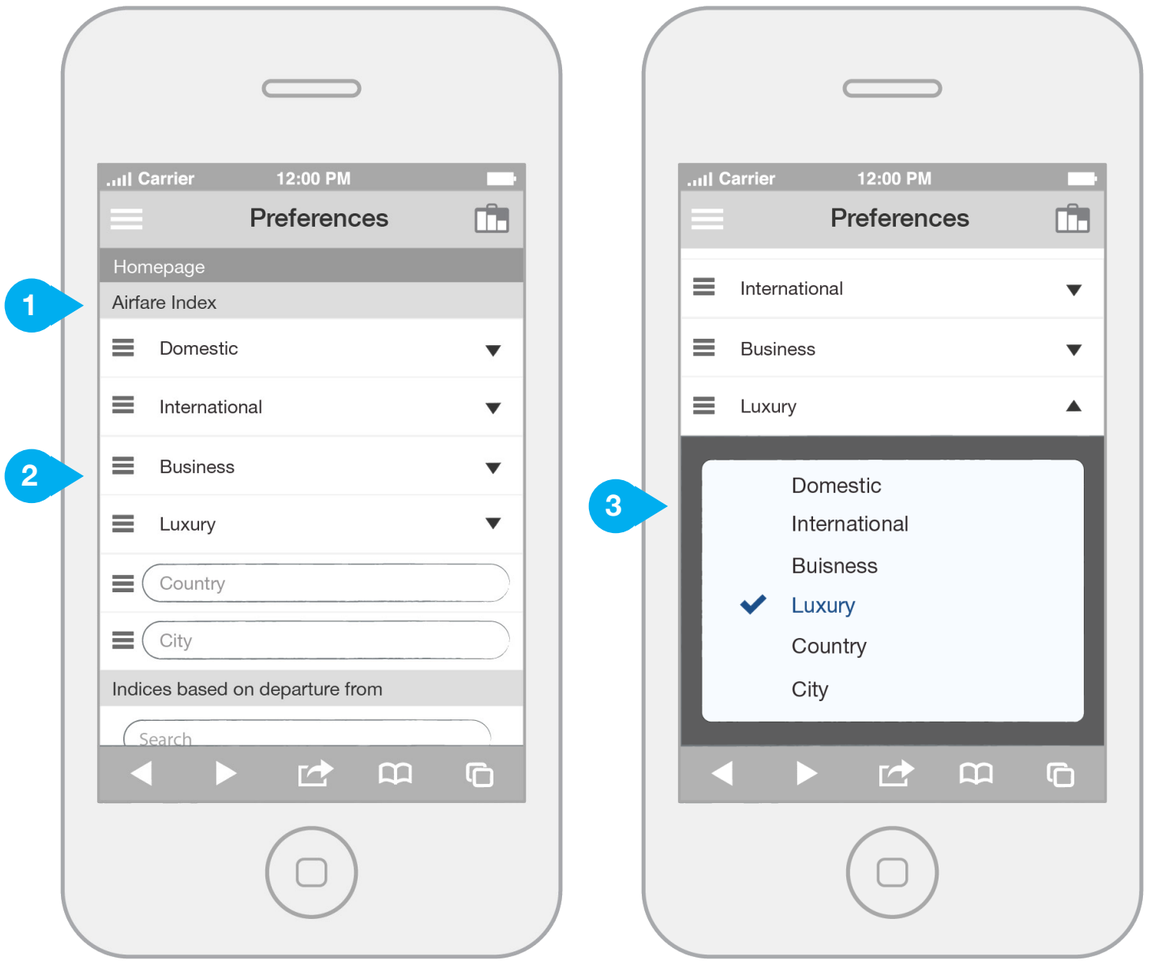

PREFERENCE SETTINGS

1 Homepage preferences, subheader

2 Reorder
Index row may be reordered, by press & hold, then dragging the grabber icon to the new location. Users can also choose to change the label of the index based on a dropdown list. Countries and Cities are editable labels.

3 List picker
On tap, the native list picker UI is revealed

Preferences will be displayed in list view, using the same UI types as desktop, ie checkboxes and radio buttons.

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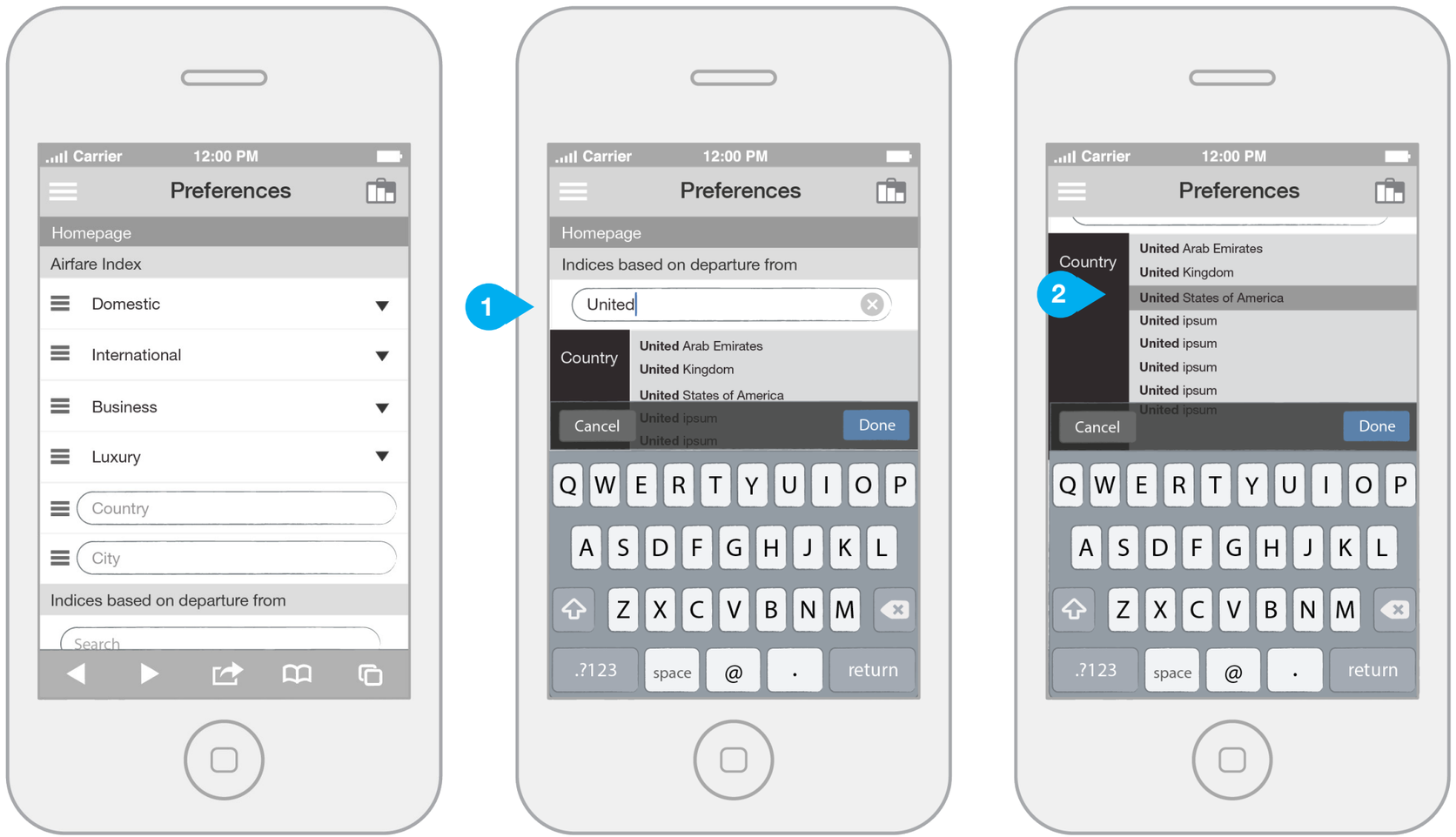
FareCompare



PREFERENCE SETTINGS

1 Edit field
On tap, users can edit this field. The content moves up with the keyboard.

2 Suggested Search
A Suggested list appears just like desktop. This list is scrollable.

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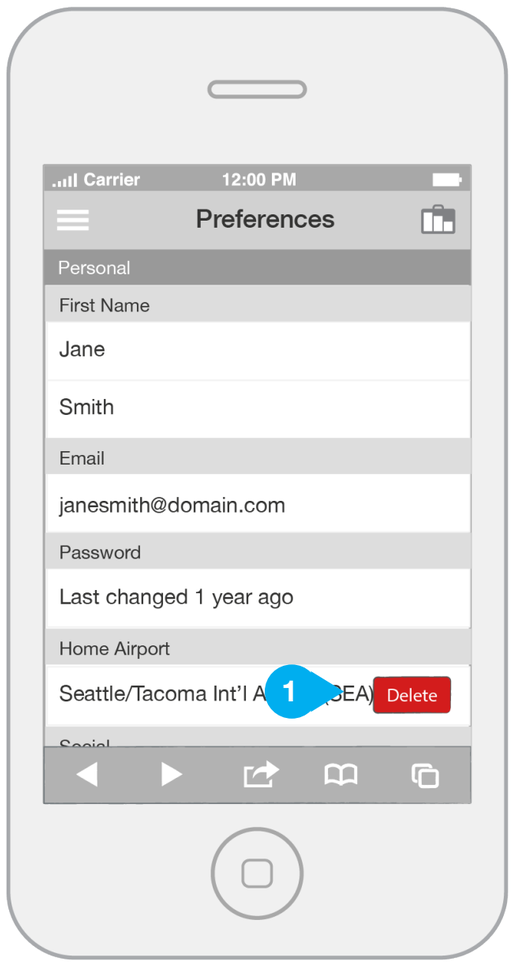
FareCompare

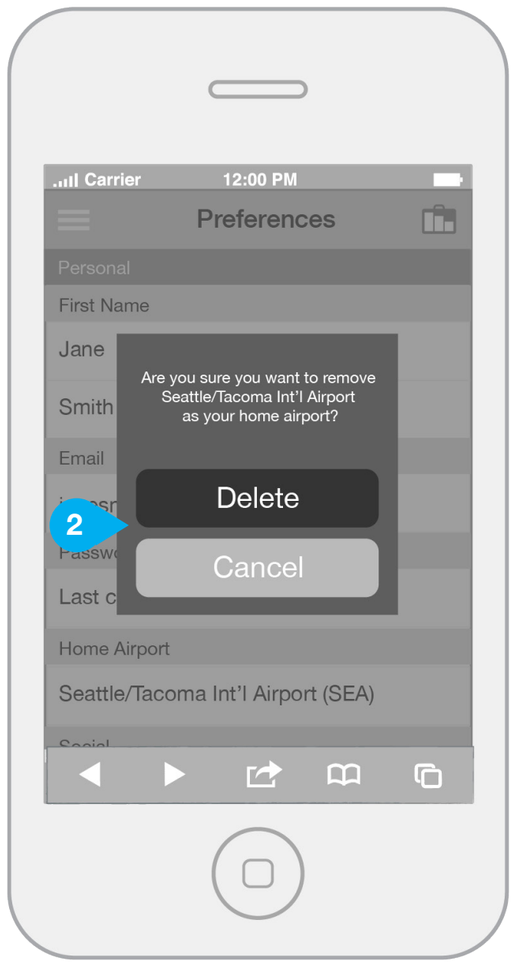
PREFERENCE SETTINGS

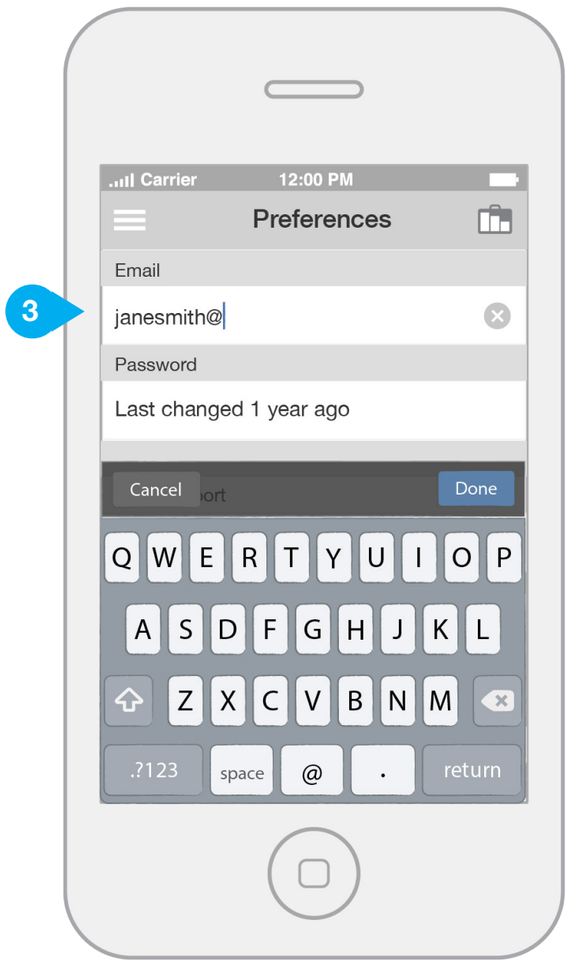
1 Delete
On swipe, users can delete this field.

2 Confirm delete

3 Edit
On deep tap, the keyboard will move up with the content. Done equals save.







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Quote & Results Page

(Phone)

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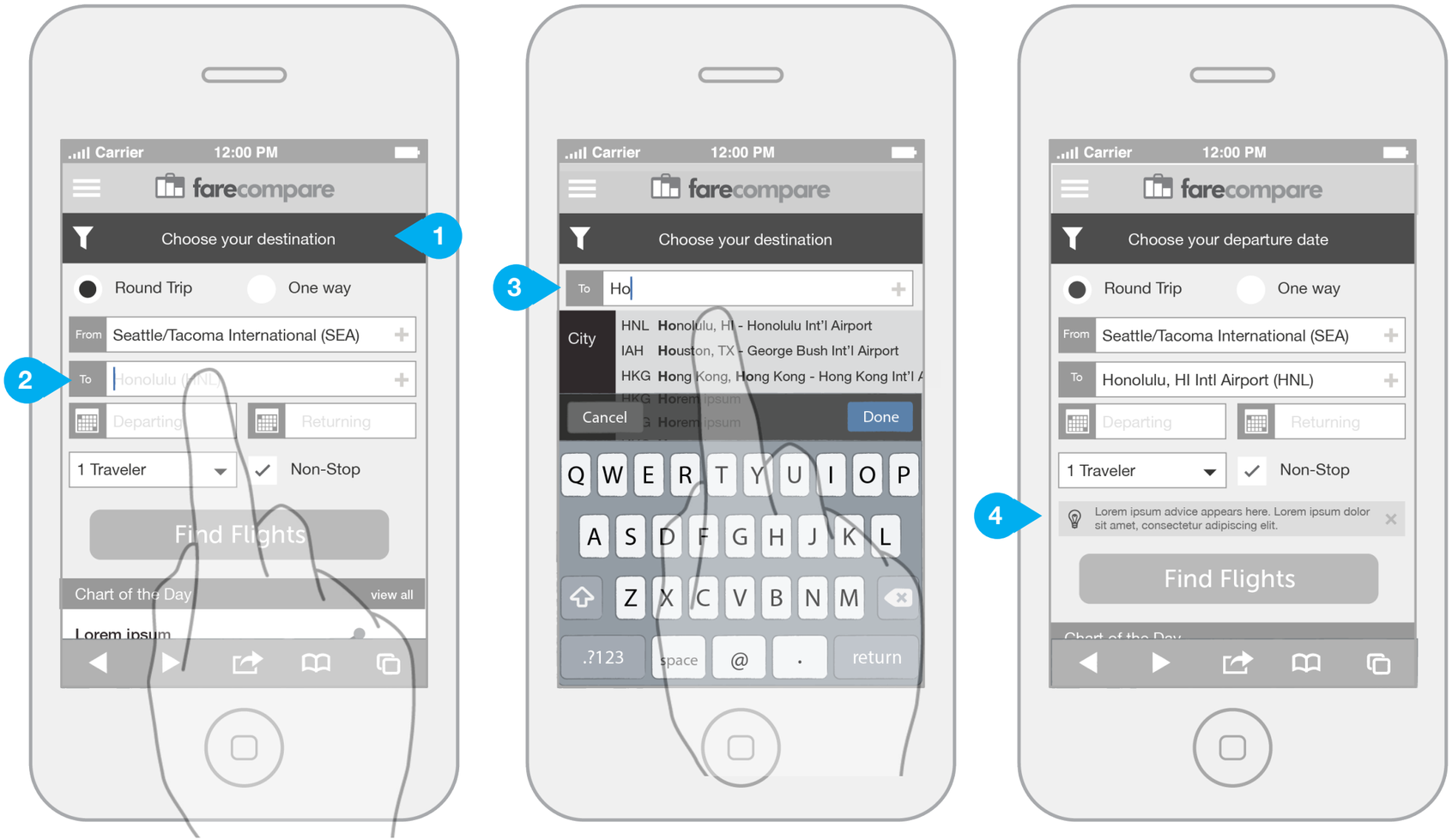

QUOTE PAGE

1 Filters & guidance
This header will be fixed under the header while users perform a quote. This is also an alternate location for advice. See next page

2 Destination
User taps in text box, keyboard reveals and user starts typing

3 Suggested search results
Airport codes are on the left hand side for easy viewing. Sometimes Airport names are long, they can extend off the page.

4 Alert

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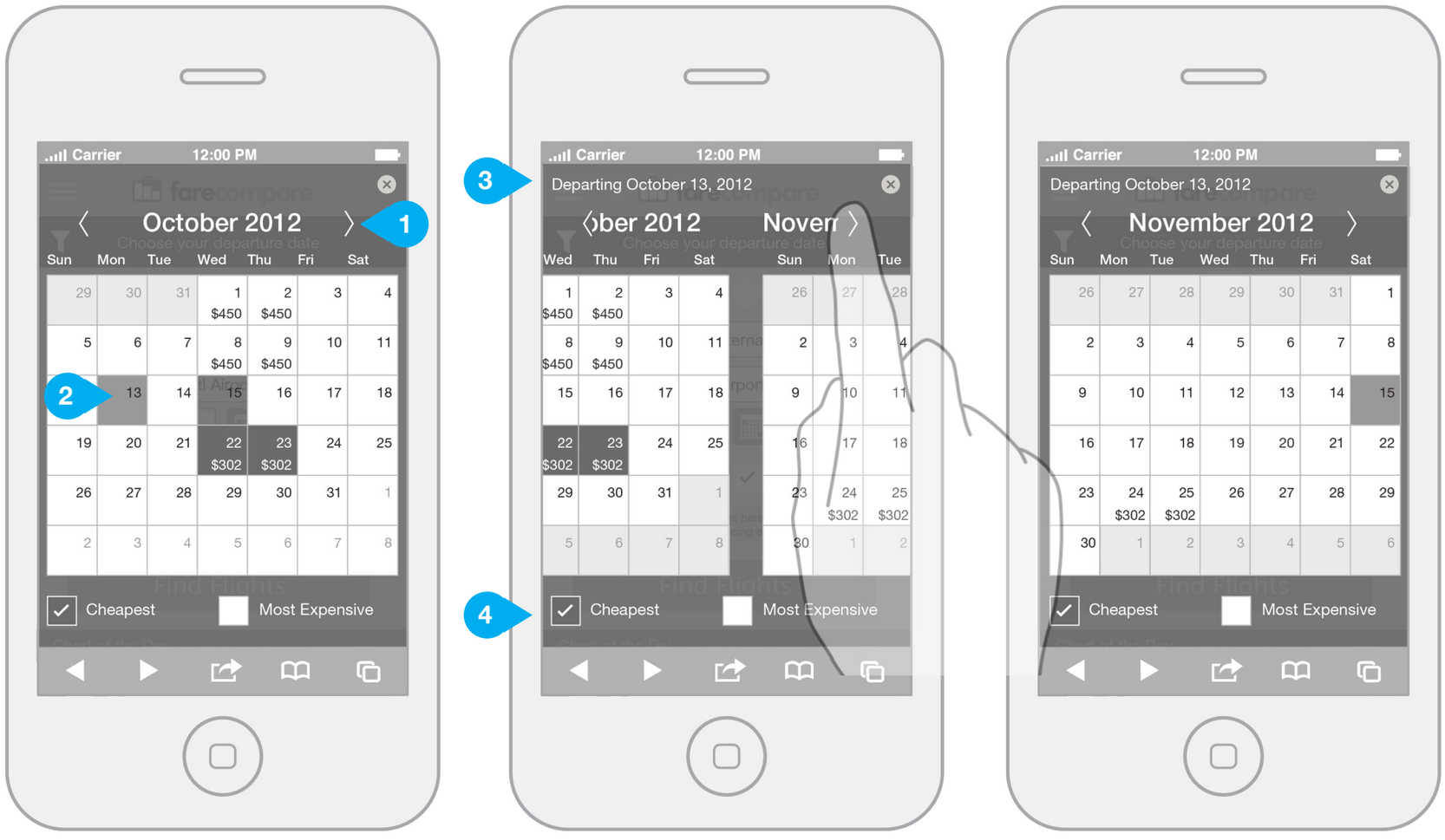
FareCompare



QUOTE CALENDAR

1 Advance Calendar

2 Selected Departure Date

3 Departure date
The perviously selected date is carried over.

4 Ledgend
same as desktop experience

Selecting a departure date, will close the Calendar and polulate the Return date field.

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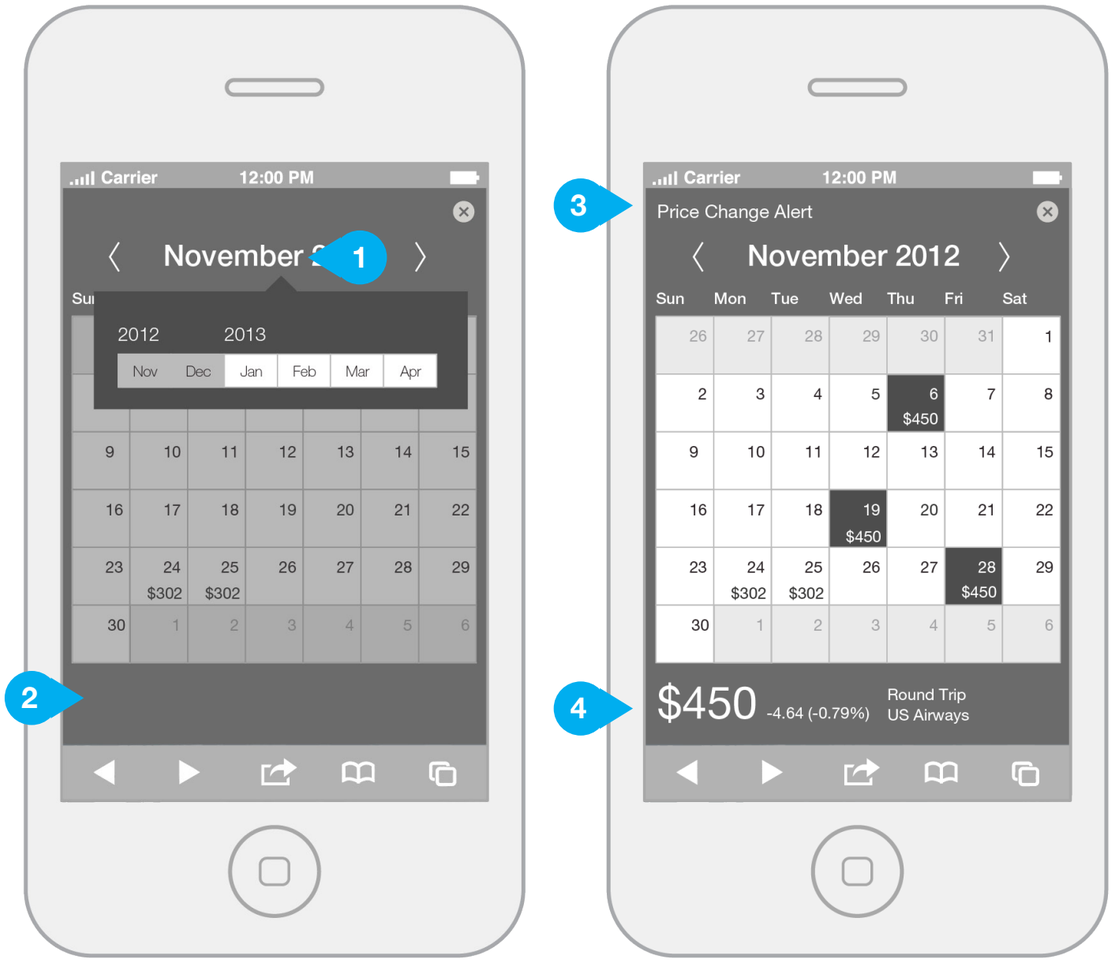

QUOTE CALENDAR

1 Advance Calendar (six months)
Tapping in the month title, reveals a six month advance

2 When a ledgend is not available, this space will be blank

3 Price Change Alert

4 PCA details
This will be a view only mode, no editing available

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QUOTE RESULTS

1 Sponsored fare
Tapping this button will take users directly to the partner mobile site.

2 Price & Airline
Search results are always grouped by price and airline on phone. The number in the bracket corresponds to the number of itineraries available for this price.

3 Flight summary

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ITINERARY DETAILS

1 Tombstone
When more than 3 choices become available, this list will be (horizontally) scrollable. A 4th button will peak on the right. Tapping these buttons will take users directly to the partner mobile site.

2 Flight details

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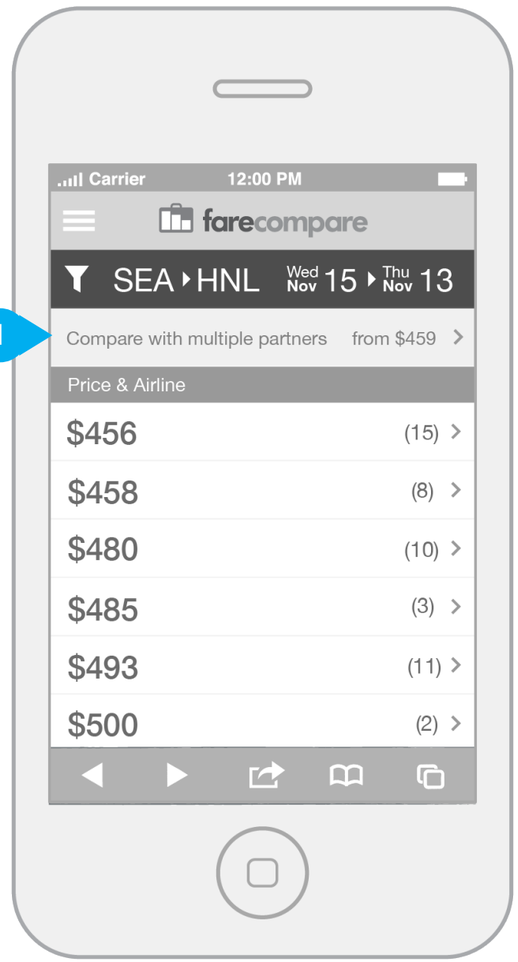

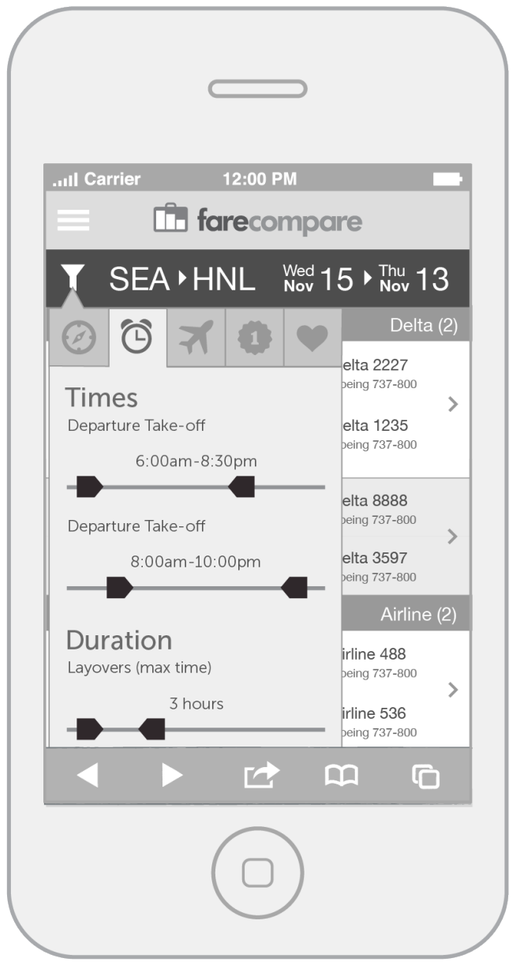

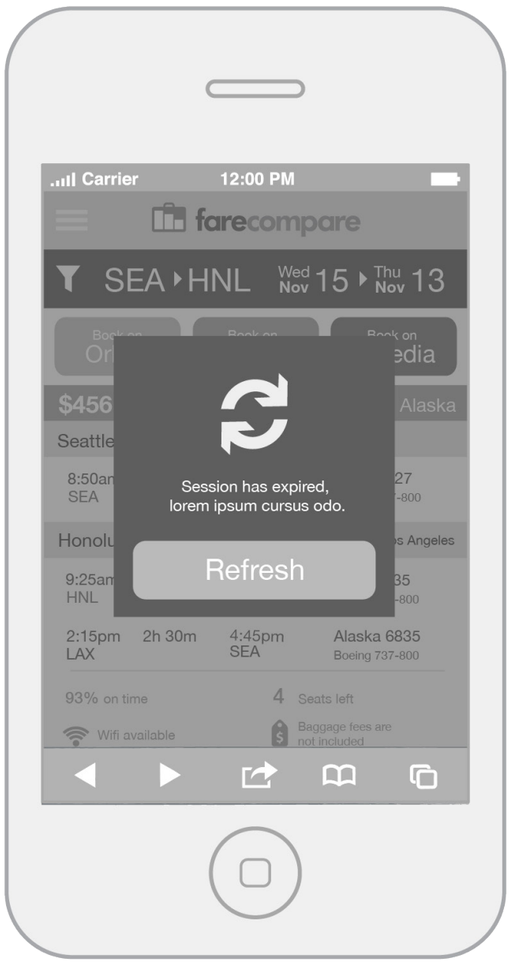

ADDITIONAL SCREENS

1 Alternate featured partners listing
Users can tap on row and see a list of partner sites with starting prices.

2 Filters, will follow same as tablet
When users make changes to the filter settings, content will update in the search results

3 Session expired
When session expires, users are alerted with refresh UI

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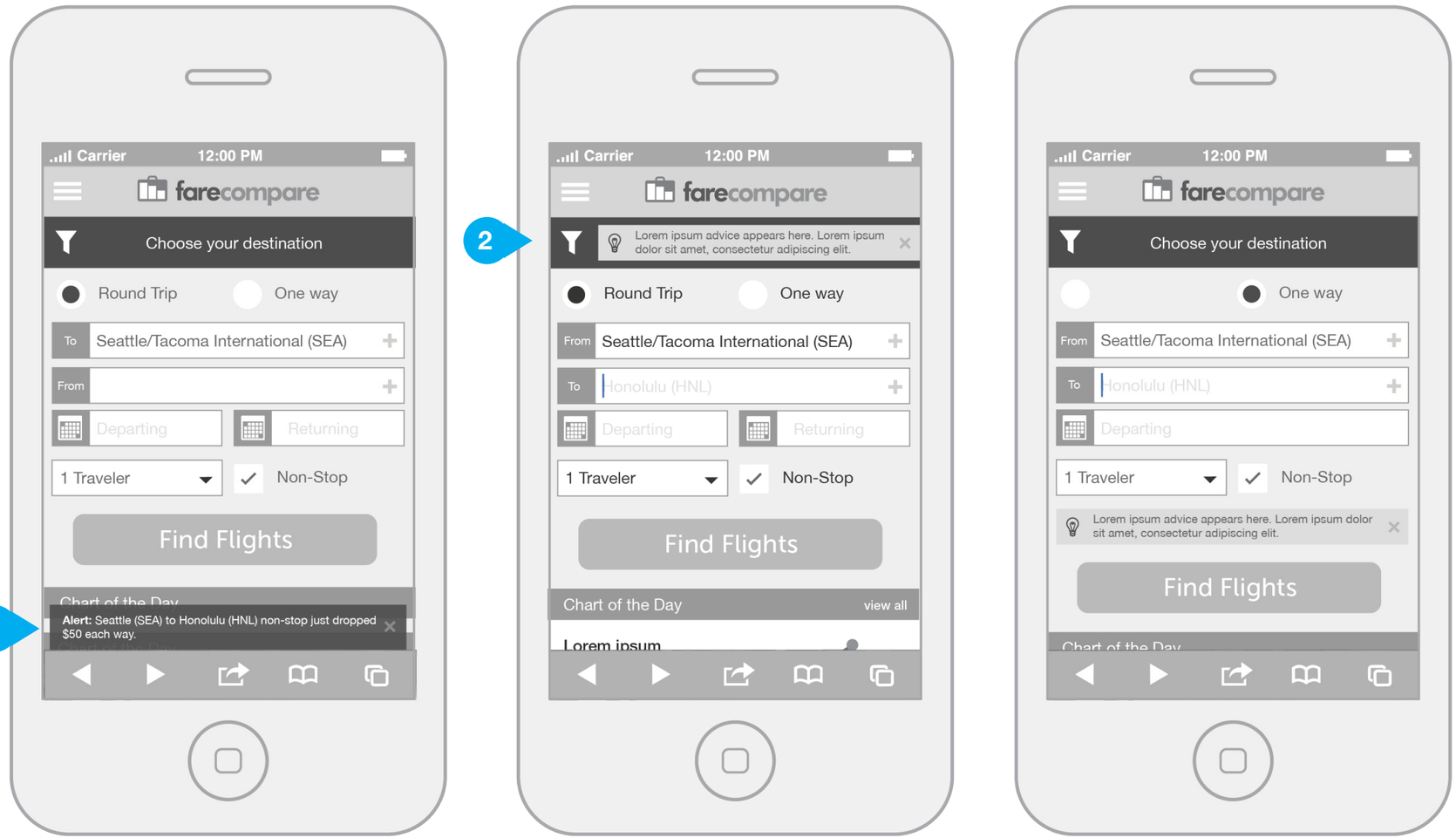
ADDITIONAL SCREENS

1 Alternate alert appears from browser footer

2 Alert overlays guideance bar

3 One Way



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Answer Page
(Phone)

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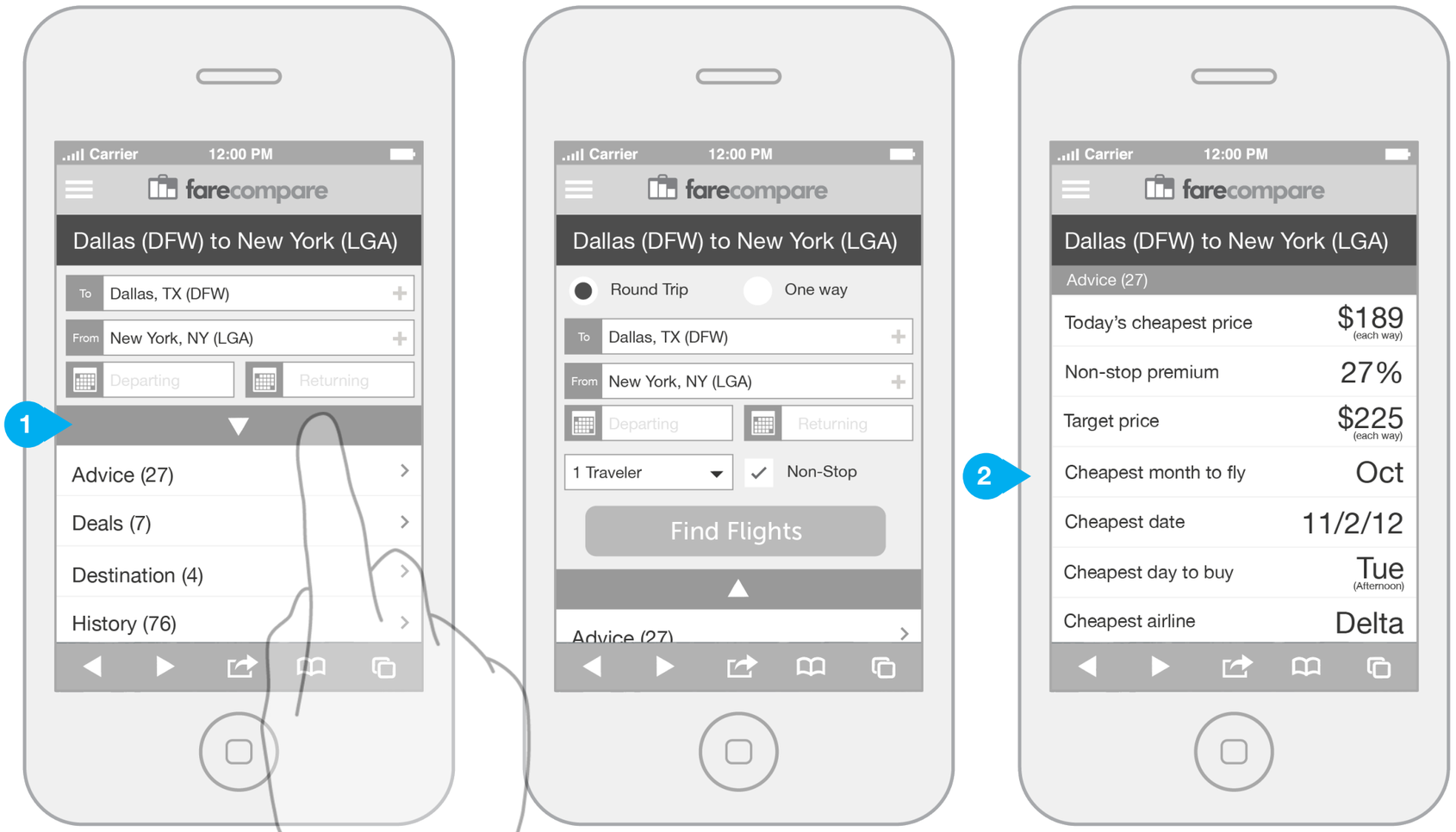

ANSWER PAGE

The user has arrive to this page from a search engine query like google.com on their mobile devices, searching for "Dallas DFW to New York LGA" The primary goal is encourage the user to perform a quote, the second goal is to allow the user to quickly find related answers

1 Quote tile is partially revealed, users can tap the more tab to reveal the full quote tile. Tapping on the tab again will close the group to its previous position

2 'Advice' section detail

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ADVICE GROUP

The Advice section is a group of tiles in list view, that highlight the additional FareCompare value to the user over and above the subtle advice offered in the Quote Tile experience.

1 FareCompare header
This header is fixed throughout the mobile site and does not scroll. On scroll, content ill go 'under' this header.

2 Collapsed query
Tapping on this header will reveal the quote experience. This header is fixed on this page.

3 Short answer
Each row is very short question/highlight and a very short answer on an emotive background.

Clicking a row displays the Advice Tile Reveal experience. It is meant to visually display additional information quickly to the user.

4 Chart
Dynamically generated

5 Share (via web)
This button shares the specific page content
See next page

6 Find Flights
Takes users to the quote tile

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ADVICE TILE REVEAL - SHARE

Clicking on the Share button shows the native share UI

1 Email
Generates native email UI

2 Facebook in browser

3 Twitter in browser

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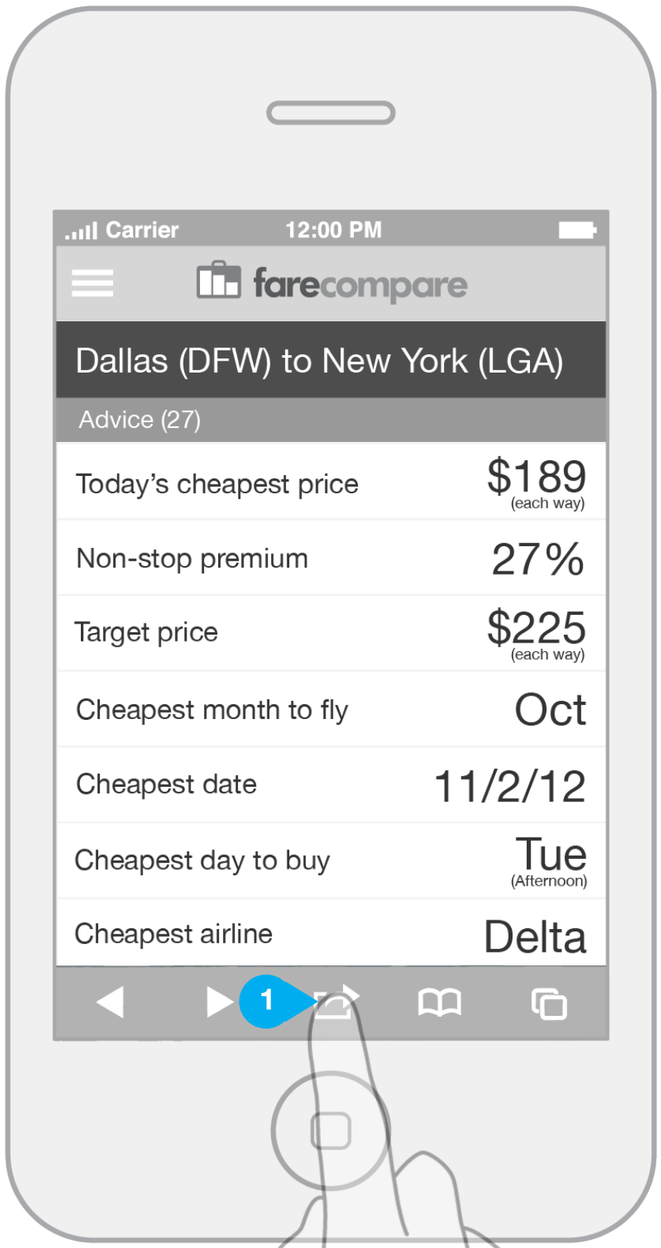
ADVICE TILE REVEAL - SHARE

1 Browser share
This share uses the device share UI, in this case, Facebook native app



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Dashboard Page
(Phone)

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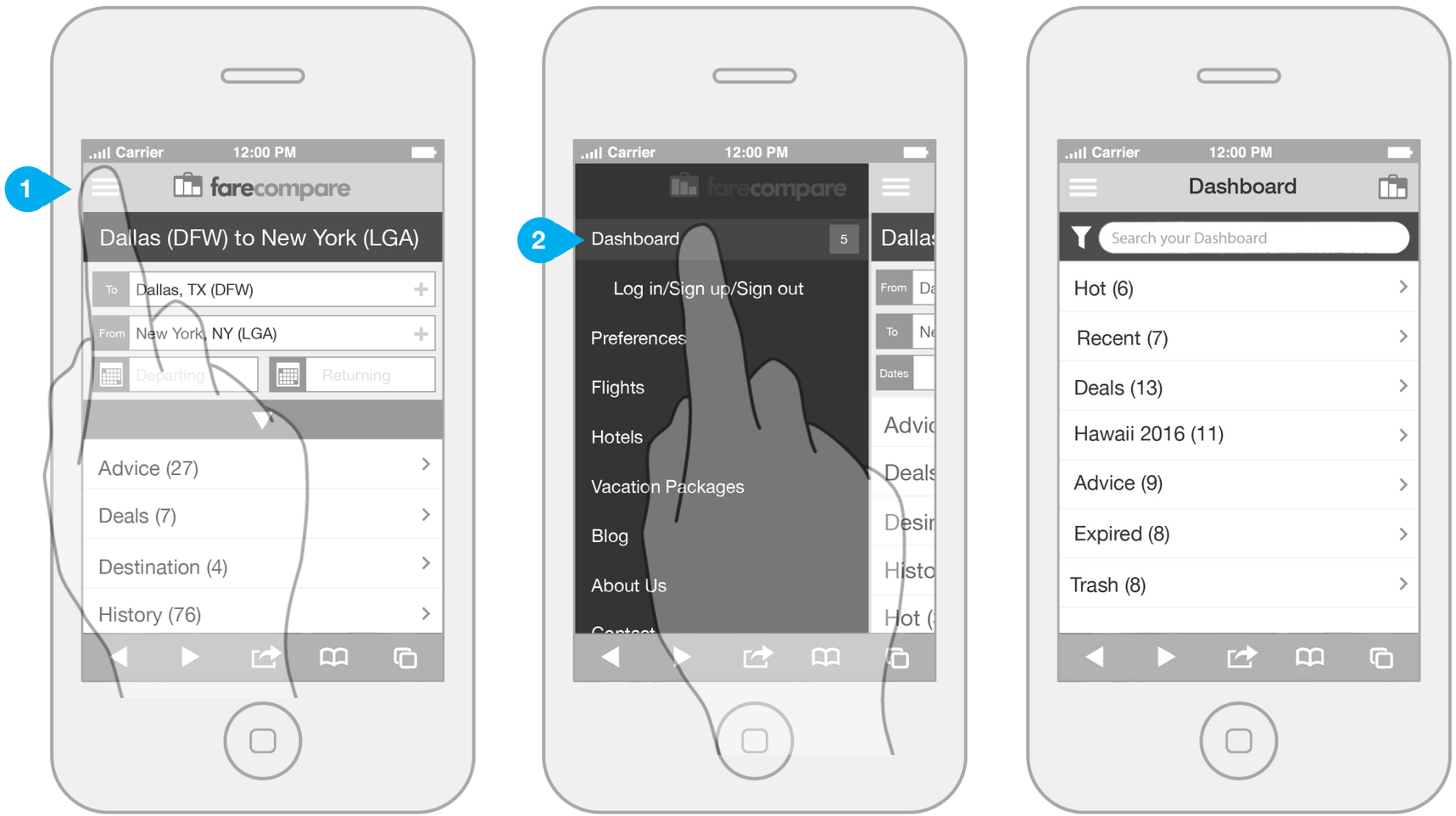
DASHBOARD PAGE

1. Menu navigation
Users tap the navigation menu icon to reveal deeper navigation list

2. Tap on Dashboard



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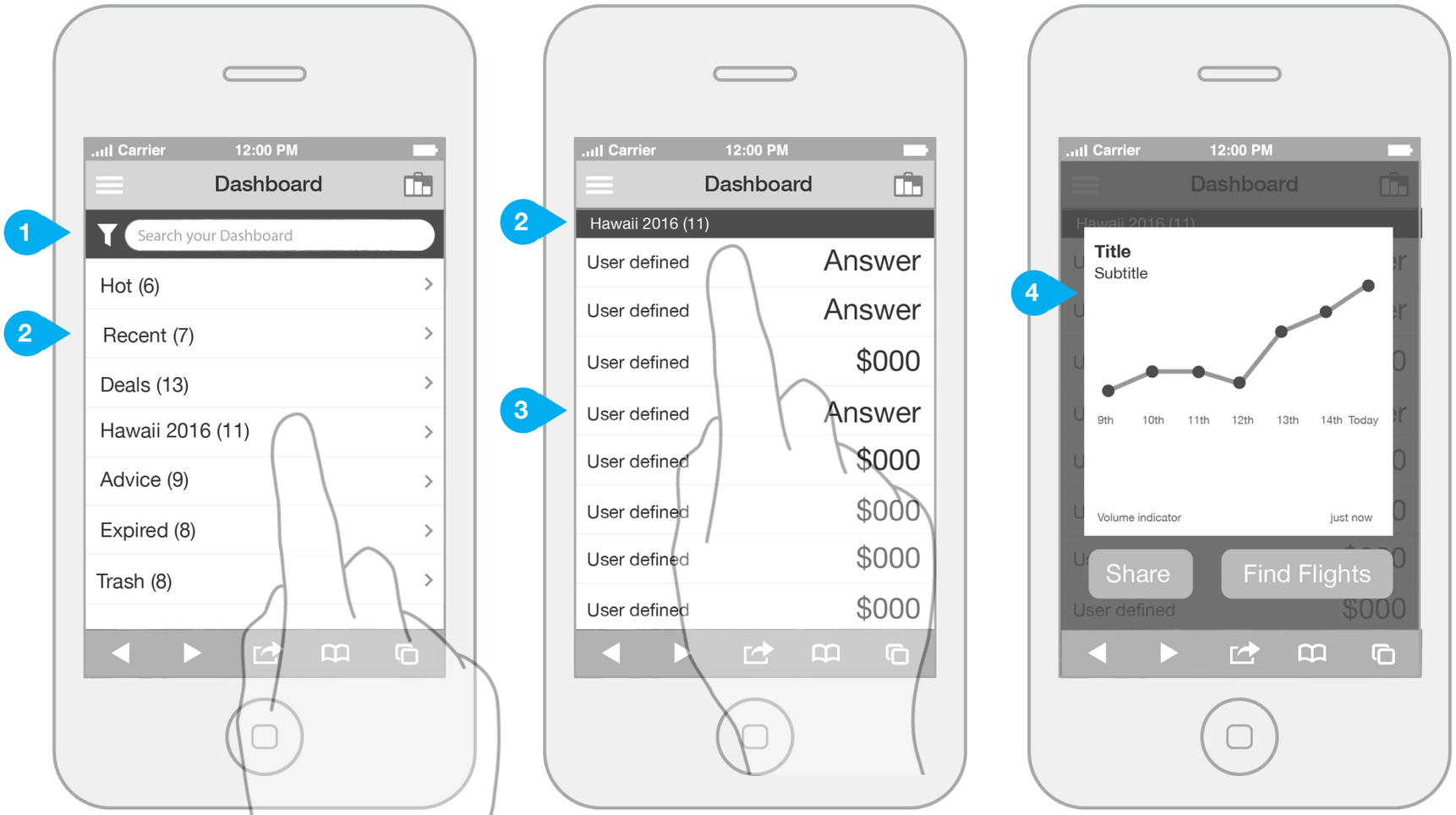

DASHBOARD PAGE

1 Filter and search

2 Group header

3 Short question and answer
this view is the same as answer page

4 Graph
Will use same content as full version. See page 70 for experience.

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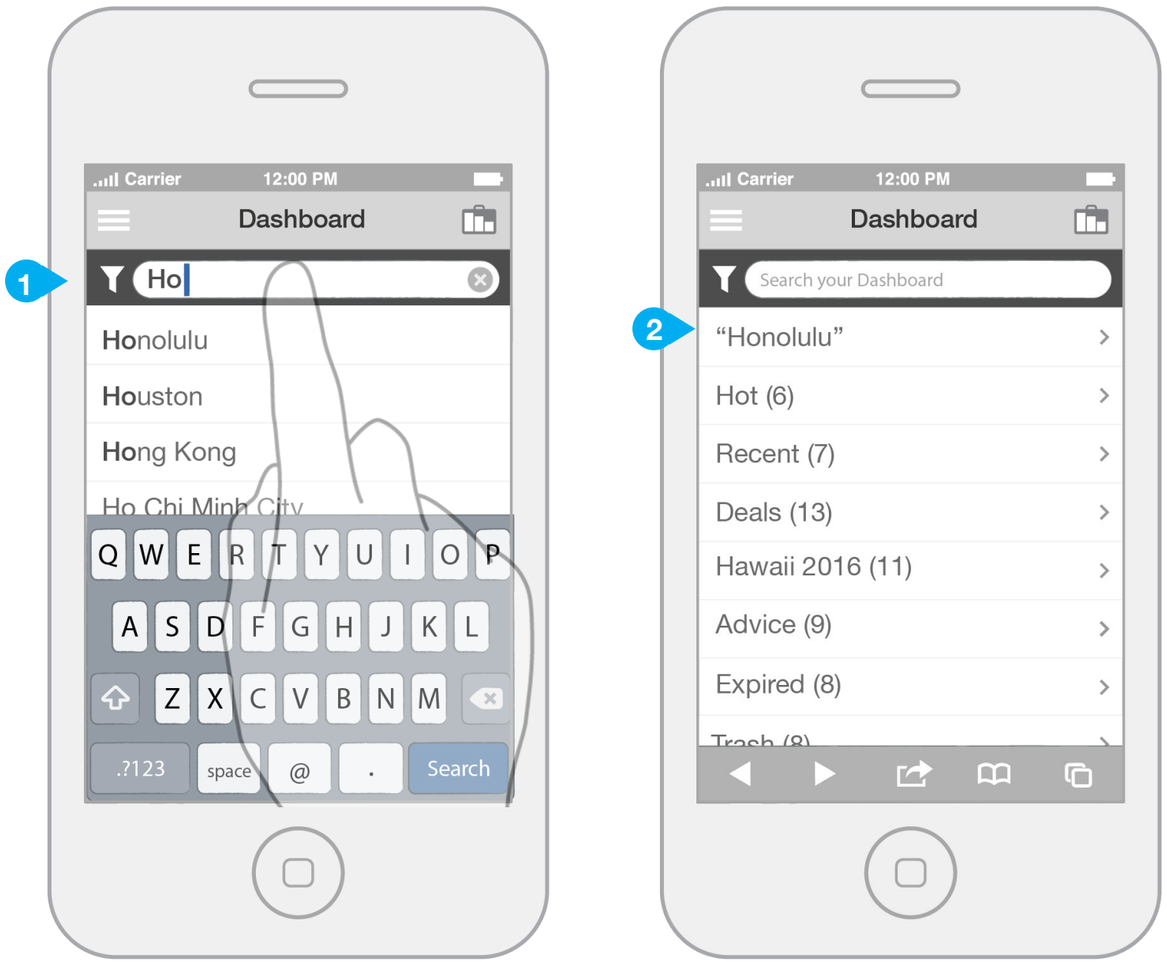
FareCompare



QUICK FIND

Quick Find if a feature that allows users to find tiles in their Dashboard.

1 Quick Find
Tapping inside the quick find box will bring up the native keyboard. As users type, they will be presented with matching suggestions (a scrollable list). Users can tap on a suggestion, the search button to run the search. Results are displayed in a temporary group of the top of the page.

2 New temporary group
After the user tapps ‘Honolulu’ from the result list, the new group appears in the dashboard.

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Cypress is a new kind of digital agency. We help brands connect with their customers – wherever they are. We think the next big digital revolution is happening NOW and it's no longer about technology. It's about what technology enables people to do and experience in their daily lives.

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