

FARECOMPARE

UX Wireframes

Desktop

Tablet

Phone



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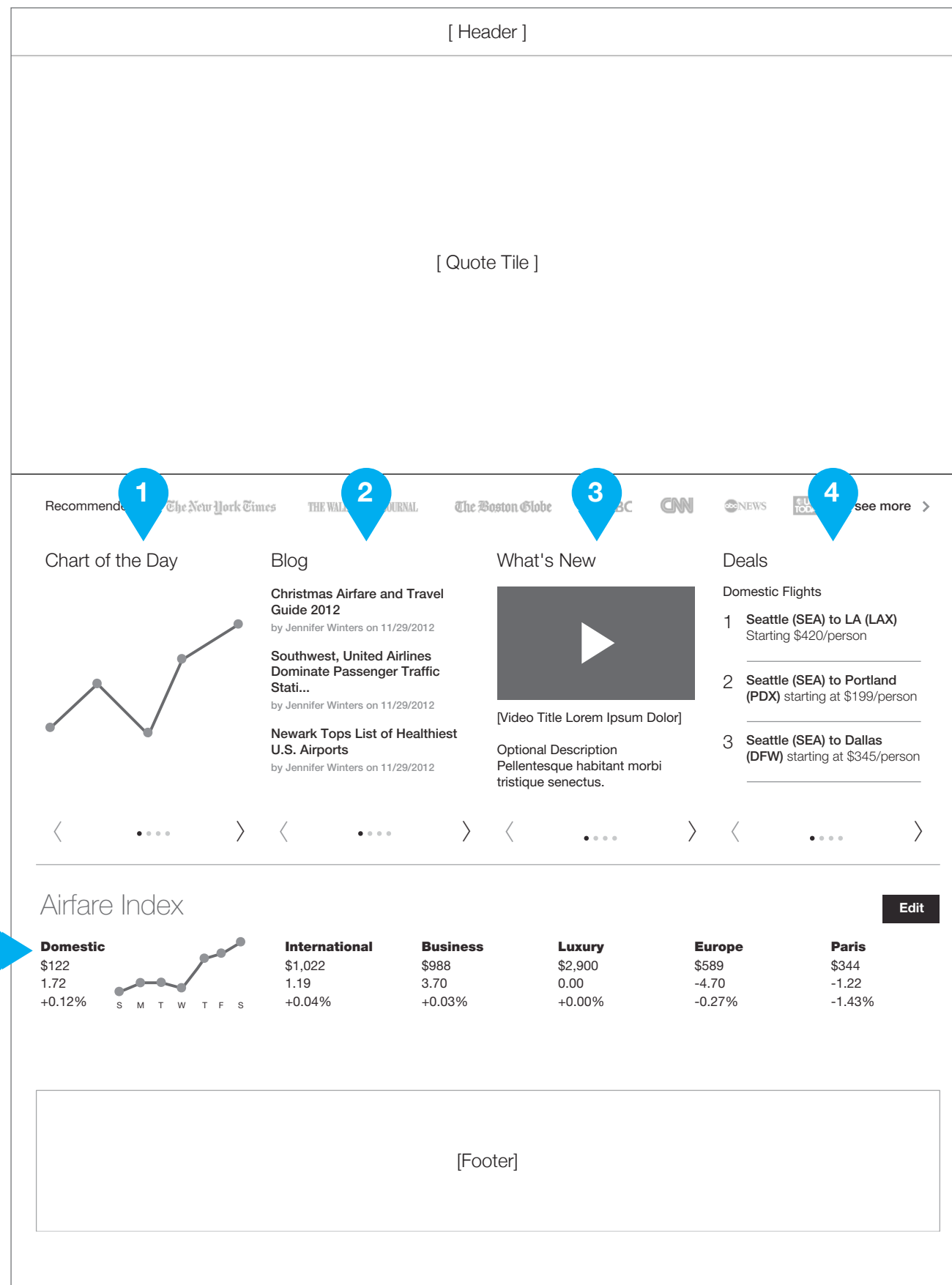
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DESKTOP

Home Page



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.

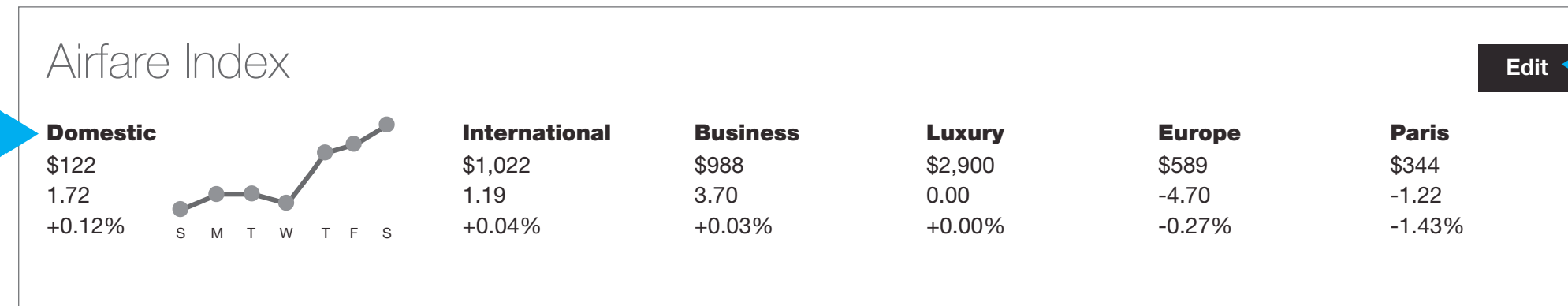
The deals group is live and continually rearranges itself to move new deals to the top of the group. Refer to the lists on <http://chartbeat.com/demo/#trafficSources>.

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

5 Airfare Index

See next page.

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.

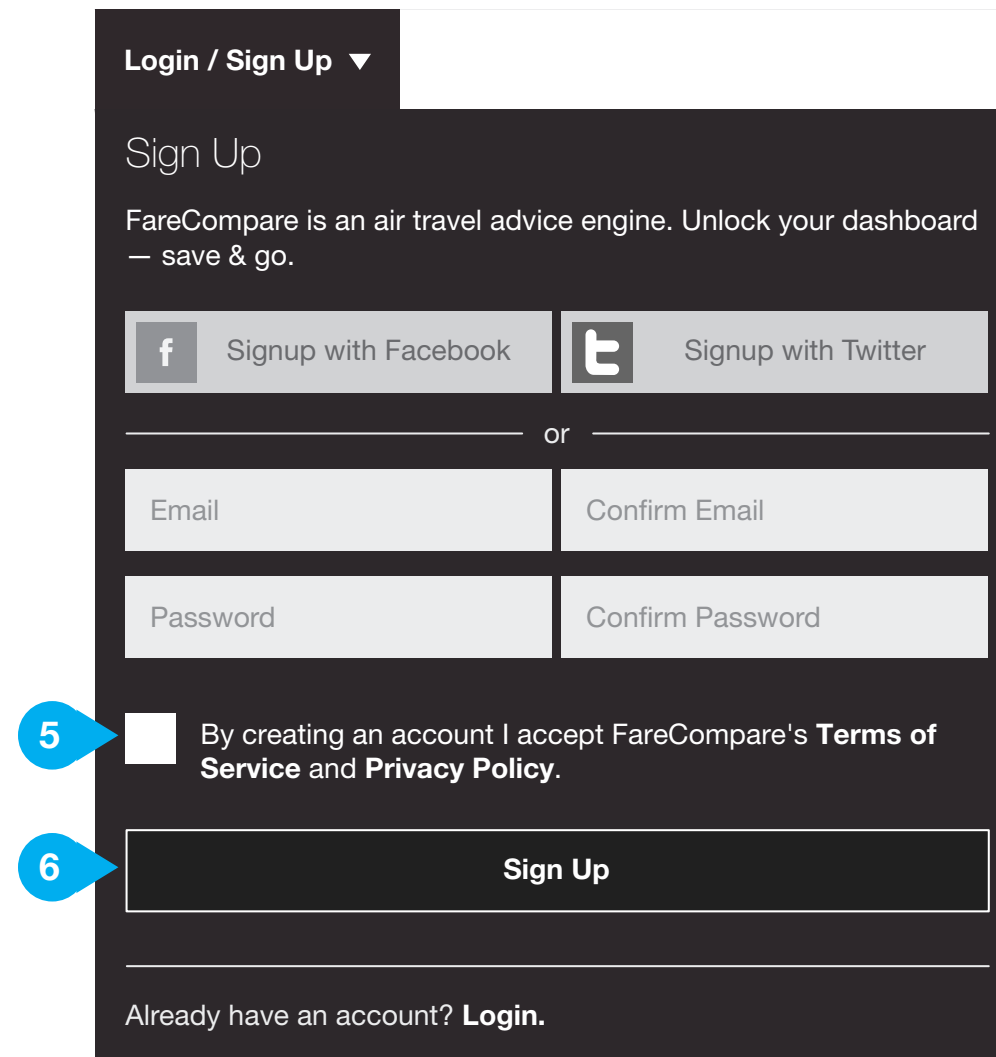
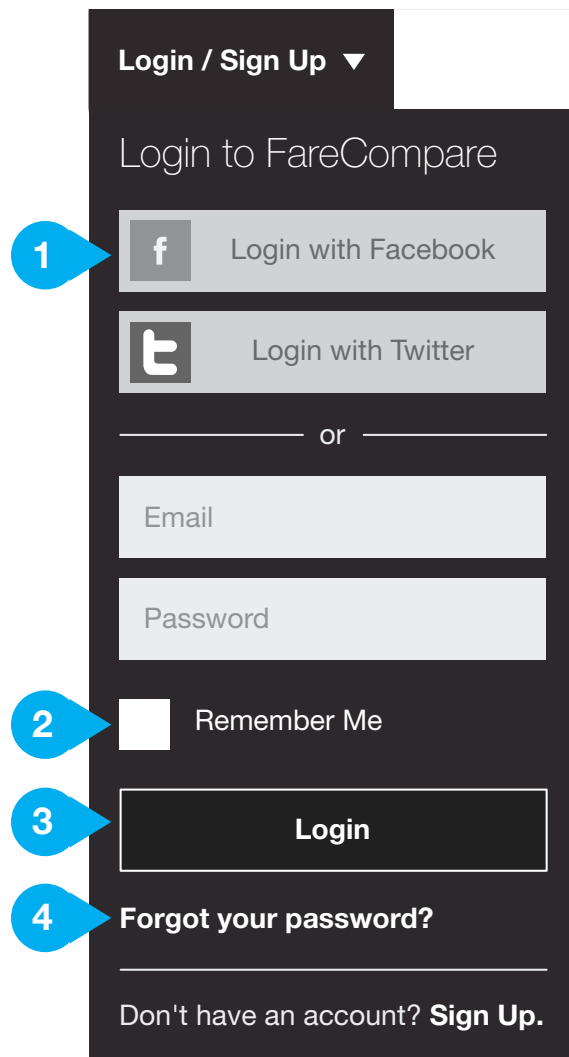
2 Edit

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.

Header & Footer



Login Drop Down



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.

Retrieve Password Drop Down

Wireframe for the Retrieve Password Drop Down. It features a dark header with a 'Login / Sign Up' dropdown menu. Below the header, the text 'Retrieve Password' is displayed, followed by a paragraph: 'Enter your email address and we'll send you a note with instructions on how to choose a new password.' There is a text input field labeled 'Email'. Below the input field is a 'Submit' button, which is highlighted with a blue callout bubble containing the number '1'. At the bottom of the form is a 'Return to Login' link.

Retrieve Password Confirmation

Wireframe for the Retrieve Password Confirmation screen. It features a dark header with a 'Login / Sign Up' dropdown menu. Below the header, the text 'Retrieve Password' is displayed, followed by a paragraph: 'Please check your email for instructions on how to choose a new password.' At the bottom of the form is a 'Return to Login' link.

Password Reset Drop Down

Wireframe for the Password Reset Drop Down. It features a dark header with a 'Login / Sign Up' dropdown menu. Below the header, the text 'Reset Password' is displayed, followed by two text input fields: 'New Password' and 'Confirm New Password'. Below the input fields is a 'Reset Password' button, which is highlighted with a blue callout bubble containing the number '2'. At the bottom of the form is a 'Return to Login' link.

Password Reset Confirmation

Wireframe for the Password Reset Confirmation screen. It features a dark header with a 'Login / Sign Up' dropdown menu. Below the header, the text 'Your password have been reset.' is displayed, followed by a 'Click here to login.' link.

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

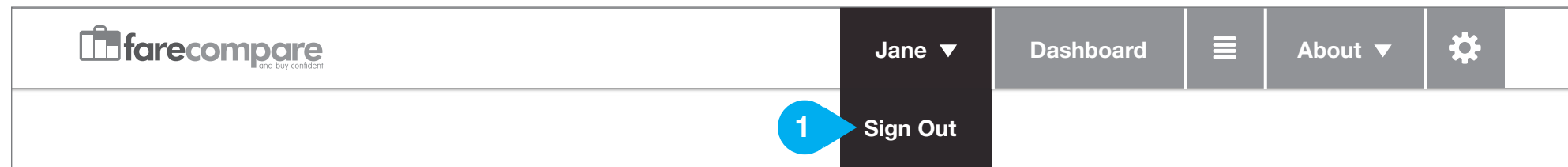
The Password Reset drop down is automatically revealed when users arrive at the Homepage via the password reset email instruction.

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.

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

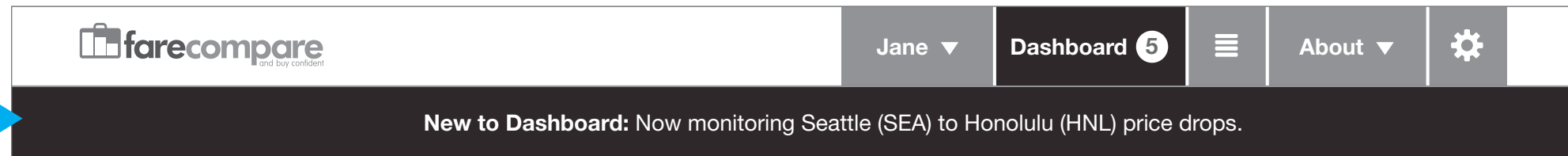
Clicking on the text dismisses the drop down and reloads the page to display the logged out state.

Dashboard Counter



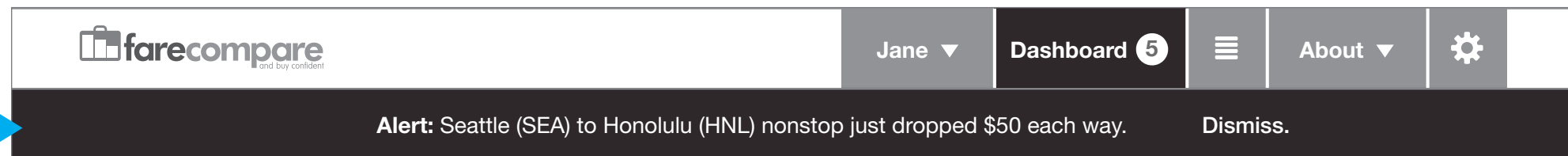
1

New to Dashboard Notification



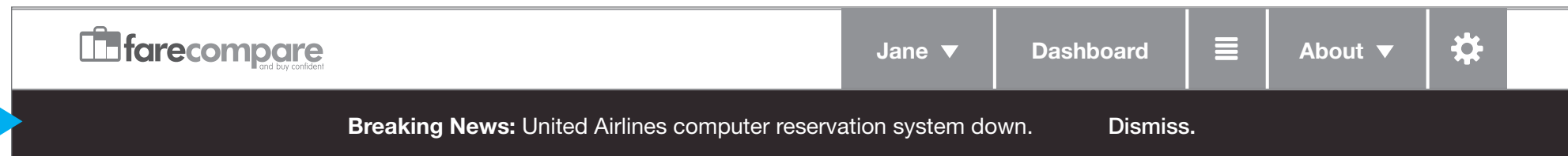
2

Alert Notification



3

Breaking News Notification



4

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 is 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.

Recent Activities Drop Down

	Jane ▾	Dashboard	☰	About ▾	⚙️
--	--------	-----------	---	---------	----

Recent Activity

- 1** 05 DEC Seattle to Honolulu
Jan 01 (Mon) - Feb 28 (Fri)
- 01 DEC Seattle to Bali
Jan 01 (Mon) - Feb 28 (Fri)
- 15 NOV Seattle to Singapore
Jan 01 (Mon) - Feb 28 (Fri)
- 10 NOV Seattle to Denver
Jan 01 (Mon) - Feb 28 (Fri)
- 10 NOV Seattle to Portland
Jan 01 (Mon) - Feb 28 (Fri)

2 View All

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.

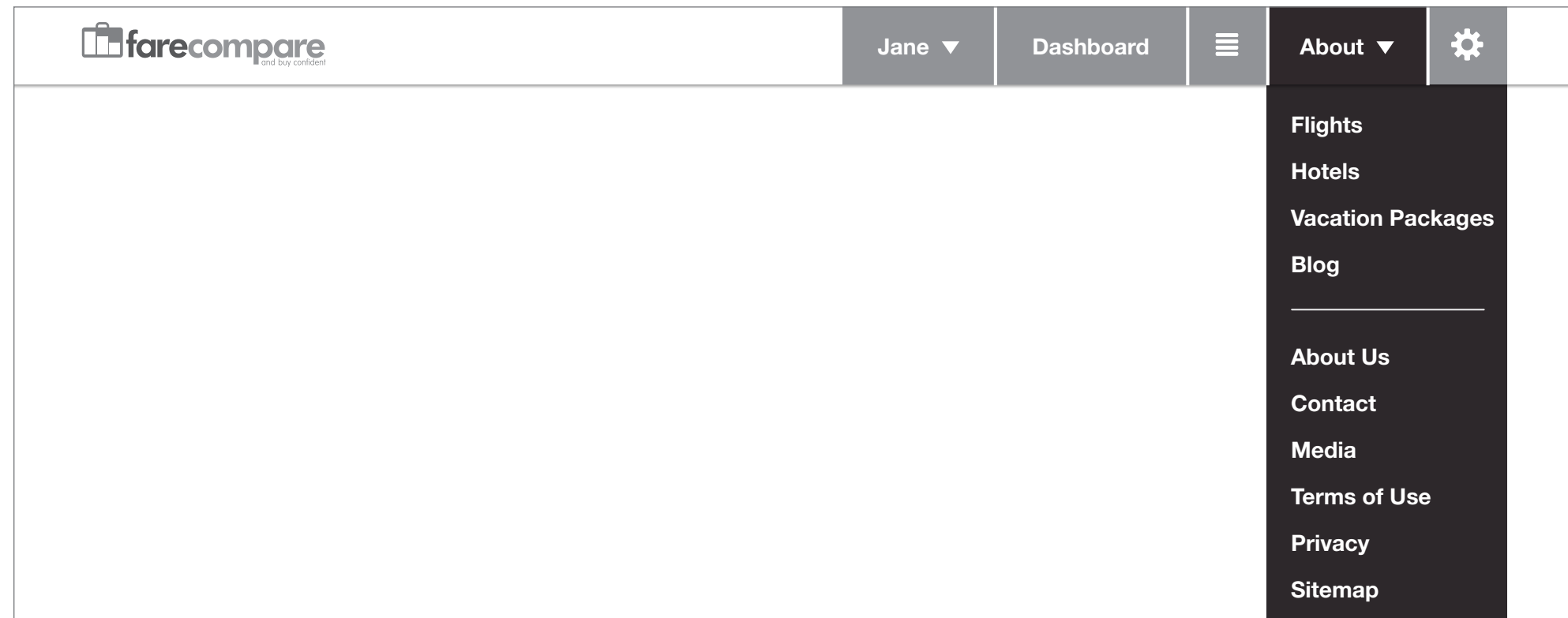
1 Recent Location

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.

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.

farecompare
and buy confident

Jane ▾ Dashboard ☰ About ▾ ⚙

Preferences Edit

- Personal
- Favorites
- Devices
- Notifications
- Homepage**
- Results
- Dashboard
- [Answer Page Title]
- Question

Airfare Index

1	Domestic
2	International
3	Business
4	Luxury
5	Country - France
6	City - Paris

Indices based on departures from
United States of America

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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and buy confident

Jane ▾ Dashboard ☰ About ▾ ⚙

Preferences

Save Cancel

Personal
Favorites
Devices
Notifications
Homepage
Results
Dashboard
[Answer Page Title]
Question

Airfare Index

1	☰	Domestic ▾	
2	☰	International ▾	
3	☰	Business ▾	
4	☰	Luxury ▾	
5	☰	Country ▾	France ✕
6	☰	City ▾	Paris ✕

Indices based on departures from


United |

Country

- United Arab Emirates
- United Kingdom
- United States of America

HEADER - PREFERENCES (EDIT MODE)

Footer


1  fare compare
and buy confident

2 About | Contact | Media | Terms of Use | Privacy | Sitemap ▶

3

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Fat Footer


1  fare compare
and buy confident

2 About | Contact | Media | Terms of Use | Privacy | Sitemap ▼

3

On FareCompare, you'll find cheap flights for domestic and international travel, cheap tickets, airline tickets, discount airfare, discount first class airfare, the easiest air travel planning tools and expert travel advice.

Share us on:



Page Group Name	Page Group Name
Malesuada cur link	Quisque eros nibh link
Phasellus link	Aenean link
Mperdiet neque link	Suspendisse fringilla link
Curabitur feugiat link	
Nullam sed vulputate link	
Curabitur link	
Fusce vitae magna link	

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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.

Global Preferences






The top navigation bar includes the FareCompare logo on the left, followed by a user profile section with 'Jane' and a dropdown arrow, a 'Dashboard' link, a hamburger menu icon, an 'About' link with a dropdown arrow, and a gear icon for settings.

Preferences

Personal

- Favorites
- Devices
- Notifications


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

First Name	Jane
Last Name	Smith
Email	janesmith@domain.com
Password	Last changed 1 year ago
Home Airport	Seattle, WA - Seattle-Tacoma Intl Airport (SEA)
Social	 Facebook Connected Disconnect
	 Connect using twitter
Language	 English ▼

Edit 1

PERSONAL

1 Edit
See next page.

Jane ▾ Dashboard ☰ About ▾ ⚙️

Preferences


Save Cancel


- Personal
- Favorites
- Devices
- Notifications

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


First Name	<input type="text" value="Jane"/>	✕
Last Name	<input type="text" value="Smith"/>	✕
Email	<input type="text" value="janesmith@domain.com"/>	✕
Current Password	<input type="password"/>	
New Password	<input type="password"/>	
Confirm Password	<input type="password"/>	
Home Airport	<input type="text" value="Seattle, WA - Seattle-Tacoma Intl Airport (SEA)"/>	✕

Social


 Facebook Connected Disconnect

 [Connect using twitter](#)

Language

 English ▾

PERSONAL (EDIT MODE)



Jane ▾ Dashboard ☰ About ▾ ⚙




Preferences Edit

- Personal
- Favorites**
- Devices
- Notifications

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

Airlines	Hawaiian Airlines Loyalty Number: 1-987432-12321da908 Show more ▶
Hotels	Hilton Hotels Loyalty Number: 1-987432-12321da908 Show more ▶
Car Rentals	-
Destinations	Beaches Show less ▾ 90-Degree Weather Party Cities Beach Cities

FAVORITES

 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

FAVORITES (EDIT MODE)


The wireframe shows a user interface for 'Preferences'. On the left is a vertical navigation menu with items: Personal, Favorites, Devices (highlighted), Notifications, Homepage, Results, Dashboard, [Answer Page Title], and Question. The main content area is titled 'Preferences' and contains the text: 'Below are devices that have accessed FareCompare.com using your profile. [See Activity Timeline](#)'. A blue callout bubble with the number '1' points to the 'See Activity Timeline' link. Below this text is a table with the following data:

Device	Browser	Location	First Access	Most Recent Access	Language
Apple iPhone	Safari	N/A	Mon 1/14/2011	10 hours ago	English
Apple iMac	Chrome	Seattle, WA	Mon 1/14/2011	2 hours ago	English
Apple iPad	Safari	Singapore	Thu 8/01/2012	5 months ago	English

DEVICES

1 To Dashboard

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



Jane ▾ Dashboard ☰ About ▾ ⚙

Preferences

Save Cancel

- Personal
- Favorites
- Devices
- Notifications**
- Homepage
- Results
- Dashboard
- [Answer Page Title]
- Question

All Notifications On Off

All Notifications Temporary Off Temporary off 1 week Temporary off 2 weeks Temporary off 1 month


NOTIFICATIONS



Quote Tile


Round Trip

1 Flights Hotels Packages

2 Round-Trip One-Way Multi-City

3 From Seattle, WA - Seattle-Tacoma Intl Airport (SEA) ✕  To

4 Departing  Returning  1 Traveler Non-Stop


5 Recommended By: 



Find Flights

Advice

Flights Hotels Packages

Round-Trip One-Way Multi-City

6 From Seattle, WA - Seattle-Tacoma Intl Airport (SEA) ✕  To

7 Departing  Returning  1 Traveler Non-Stop


Find Flights



Save \$100 by flying out from Bellingham (BLI) 100 miles away.

International Flight

Flights Hotels Packages

Round-Trip One-Way Multi-City

From Seattle, WA - Seattle-Tacoma Intl Airport (SEA) ✕  To Singapore, Singapore - Changi Intl Airport (SIN)

Departing  Returning  1 Adult 0 Children

Non-Stop

Find Flights

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.

Recent Searches

Flights Hotels Packages

● Round-Trip ● One-Way ● Multi-City

From Seattle, WA - Seattle-Tacoma Intl Airport (SEA) ✕

Departing Returning

To

Recent

- Honolulu, HI - Honolulu Intl Airport (HNL)
- Singapore, Singapore - Changi Intl Airport (SIN)
- Jakarta, Indonesia - Soekarno-Hatta Intl Airport (CGK)
- Denpasar Bali, Indonesia - Denpasar Intl Airport (DPS)

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.)

Search Suggestions

Flights Hotels Packages

● Round-Trip ● One-Way ● Multi-City

From Seattle, WA - Seattle-Tacoma Intl Airport (SEA) ✕

Departing Returning

To Ho ✕

City

- Honolulu, HI - Honolulu Intl Airport (HNL)
- Houston, TX - George Bush Intl Airport (IAH)
- Hong Kong, Hong Kong - Hong Kong Intl Airport (HKG)
- Houston, TX - Hobby & All airports (HOU)
- Ho Chi Minh City, Vietnam - Tan Son Nhat Intl Airport (SGN)
- Horta, Portugal - Horta Airport (HOR)
- Homer, AK - Homer Airport (HOM)

Airport

- Hot Springs, AR - Hot Springs Memorial Field Airport (HOT)
- Hobbs, NM - Lea County Regional Airport (HOB)

Airport Map Overlay

The screenshot shows the 'Airport Map Overlay' interface. At the top, a 'Location' field is pre-populated with 'Honolulu, HI - Honolulu Intl Airport (HNL)' and a 'Within' dropdown menu is set to '200 miles'. Below this is a table listing nearby airports with their distances in miles. A map on the right shows the location of Honolulu International Airport with a pin and a lightbulb icon. At the bottom, there are 'Done' and 'Cancel' buttons.

Airport	Miles
<input checked="" type="checkbox"/> Honolulu, HI - Honolulu Intl Airport (HNL)	6
<input type="checkbox"/> Honolulu, HI - Kahului Airport (OGG)	100
<input type="checkbox"/> Lihue, HI - Lihu'e Airport (LIH)	102

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.

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.

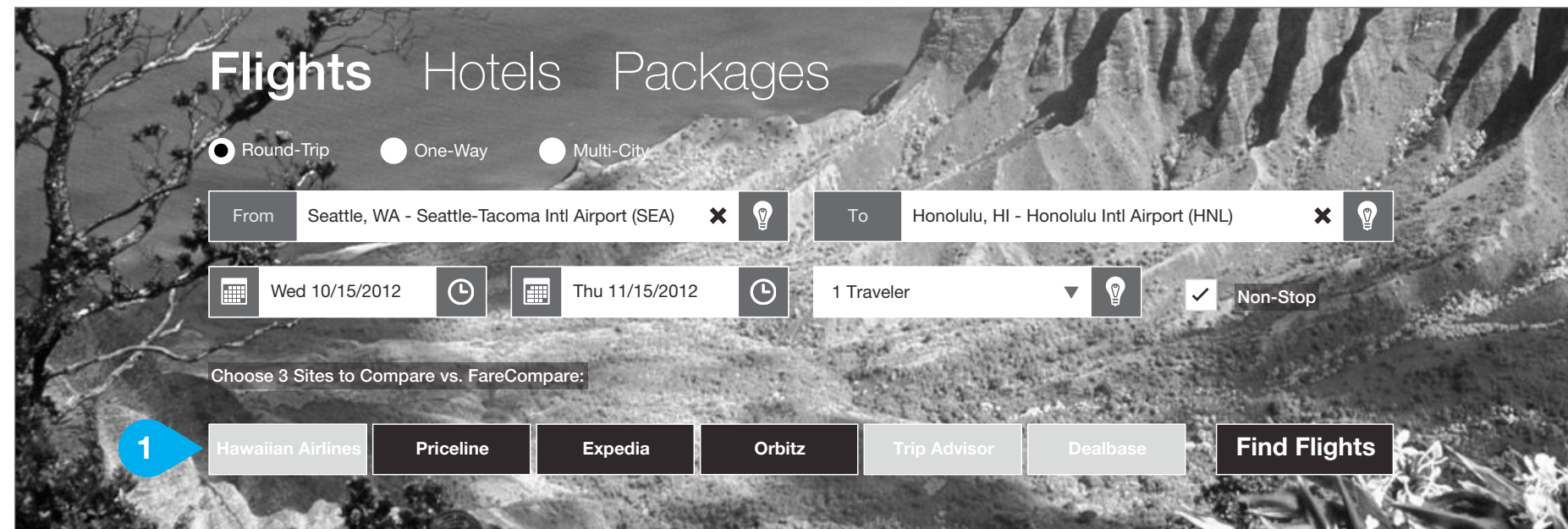
4 Cheapest/Most Expensive

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.

Quote Complete



COMPLETED QUOTE

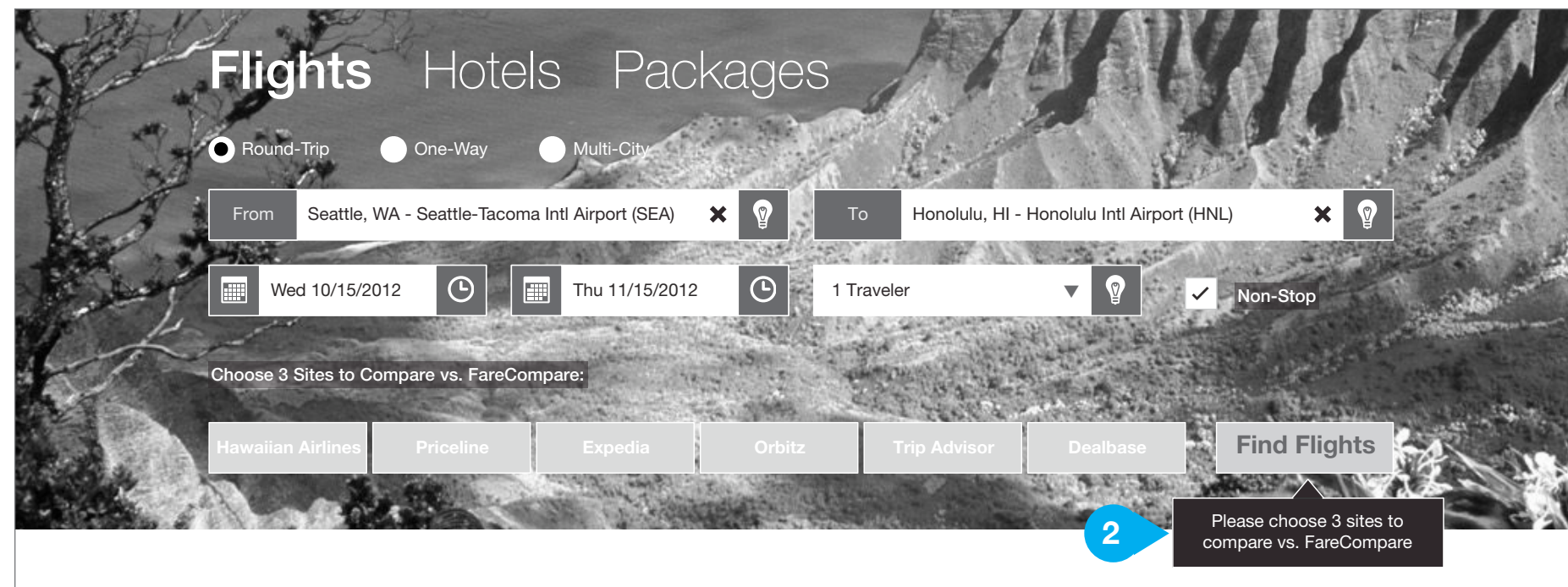
1 Comparison Sites

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.

Quote Complete



One-Way

1

The wireframe shows a search interface for a one-way flight. At the top, there are three tabs: "Flights", "Hotels", and "Packages". Below the tabs are three radio buttons for "Round-Trip", "One-Way" (which is selected), and "Multi-City". The search form includes a "From" field with "Seattle, WA - Seattle-Tacoma Intl Airport (SEA)", a "To" field with "Honolulu, HI - Honolulu Intl Airport (HNL)", a date field with "Wed 10/15/2012", a "Traveler" dropdown with "1 Traveler", and a "Non-Stop" checkbox which is checked. Below the search fields is a section titled "Choose 3 Sites to Compare vs. FareCompare:" with buttons for "Hawaiian Airlines", "Priceline", "Expedia", "Orbitz", "Trip Advisor", and "Dealbase". A "Find Flights" button is located at the bottom right.

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.

Multi-City

2

The wireframe shows a search interface for a multi-city flight. At the top, there are three tabs: "Flights", "Hotels", and "Packages". Below the tabs are three radio buttons for "Round-Trip", "One-Way", and "Multi-City" (which is selected). The search form includes three flight legs. The first leg has a "From" field with "Seattle, WA - Seattle-Tacoma...", a "To" field with "Honolulu, HI - Honolulu Intl A...", and a date field with "Wed 10/15/2012". The second leg has a "From" field with "Honolulu, HI - Honolulu Intl Airport..." and a "To" field. The third leg has a "From" field and a "To" field. Each leg has a "Departing" date field. Below the flight legs is a section titled "Add Another Flight" with a plus sign. At the bottom, there is a "Traveler" dropdown with "1 Traveler" and a "Non-Stop" checkbox which is checked. A "Find Flights" button is located at the bottom right.

Calendars

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.

A wireframe of a 1-slot calendar for January 2013. The calendar is displayed in a grid with days of the week (Sun-Sat) as columns and dates (1-31) as rows. The date 22 is highlighted in a dark grey box with the price '\$420' in white text. The date 18 is highlighted in a light grey box with the price '\$999' in white text. Below the calendar is a legend with two boxes: a white box labeled 'Cheapest' and a dark grey box labeled 'Most Expensive'. Navigation arrows are present at the top left and top right of the calendar header.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	22 \$999	12	13	22 \$420	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Cheapest Most Expensive

A wireframe of a 1-slot calendar for January 2013. The calendar is displayed in a grid with days of the week (Sun-Sat) as columns and dates (1-31) as rows. Below the calendar is a year indicator '2013' and a month ribbon with buttons for 'Jan', 'Feb', 'Mar', 'Apr', 'May', and 'Jun'. The 'Jan' button is highlighted in a dark grey color. Navigation arrows are present at the top left and top right of the calendar header.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	22	12	13	22	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

2013

Jan Feb Mar Apr May Jun

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.



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.

Dec

Deal Expired 1d 6h ago!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	1 \$450	22	23	1 \$450	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Price Change Alert

\$450 ▼ -4.64 (-0.79%)
Round Trip

Seat Found On:

- United Airlines
- Hawaiian Airlines
- Show all

Trip Type: Holiday (Christmas) [Edit](#)

2012 2013

< Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov >

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.

Oct

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 \$302	23 \$302	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Nov

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12 \$302	13 \$302	14	15
16	17	18	19	20	21	22
23	24	25	26 \$302	27 \$302	28	29
30	1	2	3	4	5	6

Dec

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10 \$302	11 \$302	12	13
14	15	16	17	18	19	20
21	22	23	24 \$302	25 \$302	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

2012 2013

< Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep >

Cheapest Most Expensive

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.

Dec							Jan						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1 \$450	2 \$450	3	4	26	27	28	29	30	31	1
5	6	7	8 \$450	9 \$450	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	1	23	24	25	26	27	28	29
2	3	4	5	6	7	8	30	1	2	3	4	5	6

Deal Expired 1d 6h ago!

Price Change Alert

\$450 ▼ -4.64 (-0.79%)
Round Trip

Seat Found On:

- United Airlines
- Hawaiian Airlines
- Show all

Trip Type: Holiday (Christmas) Edit

2012 2013

< Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov >

Results Page

The wireframe shows a search interface for flights from Seattle (SEA) to Honolulu (HNL) on Wed 10/15/2012 to Thu 11/13/2012. The page is divided into several sections:

- 1 Comparison Tabs & Page-Level Advice:** A header bar with navigation tabs for FareCompare, Orbitz, Expedia, Priceline.com, Vacation Package, and Hotels.
- 2 Results Filters:** A sidebar on the left containing filters for 'Compare Airlines & Stops' (nonstop, 1 stop, 2+ stops), 'Times' (take-off and landing times), 'Airlines' (Alaska Airlines, American Airlines, Delta, Hawaiian Airlines, United, US Airways, Multiple airlines), and 'Cabin' (Economy, First, Mixed).
- 3 Route Info Bar:** A bar at the top right showing flight details like 'Departing Wed 10/15/2012' and 'Returning Thu 11/13/2012'.
- 4 Airlines & Stops Matrix:** A table comparing flight options based on 'Lowest Price', 'Delta', and 'Airline Name' for 'Nonstop', '1 stop', and '2+ Stops' categories.
- 5 Results List:** A list of flight options with prices (e.g., \$450, \$750, \$000) and details like 'Delta SEA 0:00am HNL 0:00pm 0h 00m # stops'. Each entry includes a 'Select' button and a 'Pin to Top' link.
- 6 List Footer:** A pagination control at the bottom showing 'Show: 10' and '< PREVIOUS 1 2 3 4 5 NEXT >'.

RESULTS PAGE

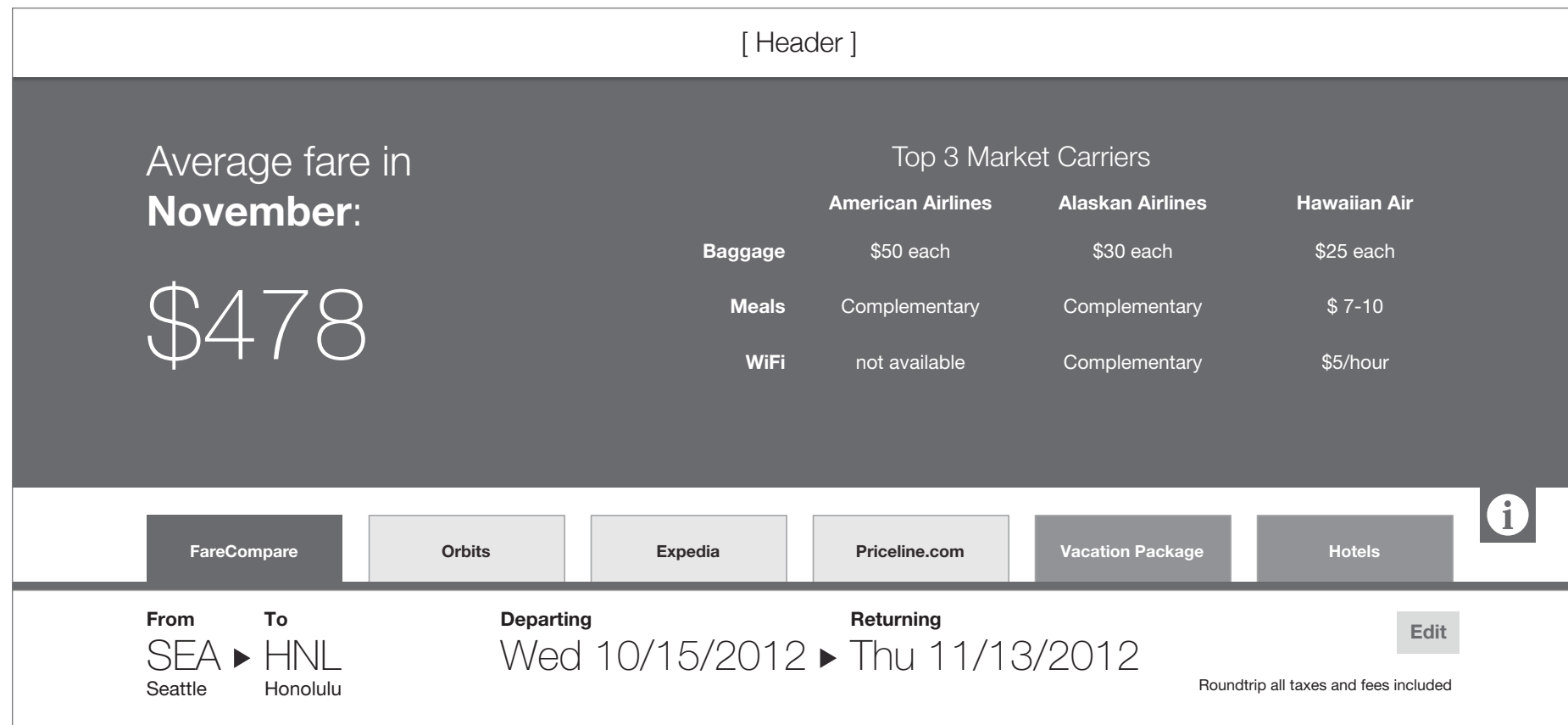
The intent of this page is to provide users with a set of comparison airline ticket shopping results interspersed with unique advice that informs an excellent buying decision.

- 1 Comparison Tabs & Page-Level Advice
- 2 Results Filters
- 3 Route Info Bar
- 4 Airlines & Stops Matrix
- 5 Results List
- 6 List Footer

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.

Round Trip

[Header]

FareCompare

Orbits

Expedia

Priceline.com

Vacation Package

Hotels

i

From
SEA
Seattle, WA

To
▶ ABE
Allentown-Bethlehem-Easton, PA

Departing
Wed 10/15/2012

Returning
▶ Thu 11/13/2012

Edit 1

Roundtrip all taxes and fees included

One Way

[Header]

FareCompare

Orbits

Expedia

Priceline.com

Vacation Package

Hotels

i

From
SEA
Seattle, WA

To
▶ ABE
Allentown-Bethlehem-Easton, PA

Departing
Wed 10/15/2012

Edit

Roundtrip all taxes and fees included

Multi City

[Header]

FareCompare

Orbits

Expedia

Priceline.com

Vacation Package

Hotels

i

From
SEA
Seattle, WA

To
▶ ABE
Allentown-Bethlehem-Easton, PA

Departing
Wed 10/15/2012

Trip 1

ABE
Allentown-Bethlehem-Easton, PA

▶ LGA
New York, NY

Fri 10/17/2012

Trip 2

LGA
New York, NY

▶ SEA
Seattle, WA

Thu 10/23/2012

Trip 3

Edit

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.

Results Filter

1 Group Results

Compare Airlines & Stops **2**

Stops

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

Times

Show Landing Times **3**

Take-off Seattle
Wed 6:00am - 8:30pm

Take-off Honolulu
Fri 7:00am - Sat 12:00am

Airlines

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

Cabin

- Economy \$ 450
- First \$ 1000
- Mixed \$ 150

4 + More filters

Expanded Results Filter

Group Results

Compare Airlines & Stops

Stops

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

Times

Show Landing Times

Take-off Seattle
Wed 6:00am - 8:30pm

Take-off Honolulu
Fri 7:00am - Sat 12:00am

Airlines

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

Cabin

- Economy \$ 450
- First \$ 1000
- Mixed \$ 150

Airports

- Airport Name (ABC)
- Airport Name (ABC)
- Airport Name (ABC)
- Airport Name (ABC)
- Airport Name (ABC)

Quality

- Red-eye (overnight)
- Wi-Fi
- Longer Flights

Duration

Layover

24 hours

Flight Leg

24 hours

Aircraft

- Wide-body
- Narrow-body
- Regional
- Turbo-prop

View Only/All

Stops

- nonstop **only** \$ 450
- 1 stop \$ 350
- 2+ stops \$ 150

Stops show all

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

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.

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

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.

Results List (Itinerary Summary View)

1

IS

DLG

10 of 1200 flights

3

4

Currency: USD ▾

Sort: Price (low to high) ▾

5

Our Picks

\$450

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

Only 2 seats left at this price!

👁️
📶

Orbitz \$450
Pin to Top
Details

\$750

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

Only 2 seats left at this price!

👁️
📶

Orbitz \$720
Pin to Top
Details

6
[Merchandising Box]

\$000

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

Only 2 seats left at this price!

👁️
📶

Orbitz \$240
Pin to Top
Details

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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Page 44

Itinerary

\$450

Delta SEA 0:00am ► HNL 0:00pm 0h 00m # stops
Alaska HNL 0:00am ► SEA 0:00pm 0h 00m # stops

Economy Plus

Only 2 seats left at this price!

Select

Orbitz \$450

Pin to Top Details

Itinerary-Level Advice

Economy Plus

Select

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec urna odio, malesuada cursus faucibus nec, accumsan interdum dolor.

Additional Information

Red-Eye Flight

Wi-Fi Available

Proin Congue

Pellentesque

00m # stops
00m # stops

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 a 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.)

\$450

Economy Plus

Select

Delta SEA 0:00am ► HNL 0:00pm 0h 00m 1 stops
Alaska HNL 0:00am ► SEA 0:00pm 0h 00m 0 stops

Only 2 seats left at this price!



Orbitz \$450 Pin to Top Details

1 Outbound SEATAC Intl Airport (SEA) ► San Francisco Intl Airport (SFO) 2h 00m
Seattle, WA San Francisco, CA
Wed 10/15/2012 Departing: Wed 9:50am Arriving: Wed 11:50am

Delta Air Lines - Flight 411
Boeing 737-800 (winglets) (Narrow-body Jet) | 100% on Time | Wi-Fi Available
Operated by SkyWest SK294

2 Ideal Layover San Francisco Intl Airport (SFO) 50m

San Francisco Intl Airport (SFO) ► Honolulu Intl Airport (HNL) 5h 00m
San Francisco, CA Honolulu, HI
Departing: Wed 12:30am Arriving: Wed 5:30am

3 Delta Air Lines - Flight 222
Boeing 737-800 (winglets) (Narrow-body Jet) | 100% on Time | Wi-Fi Available
Operated by SkyWest SK294

Inbound Honolulu Intl Airport (HNL) ► SEATAC Intl Airport (SEA) 7h 00m
Honolulu, HI Seattle, WA
Thu 11/13/2012 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.

4

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

Select

5 **6**
+ Share

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.

Results Group Overlay

Group Results

1 Group Results By:

Airline
 Cabin
 Depart Time
 Convenience
 Comfort
 On Time %
 Price

2 Subgroup Results By:

None
 Airline
 Cabin
 Depart Time
 Convenience
 Comfort
 On Time %
 Price

3 Sort Results By:

Price
 Stops
 Depart Time
 Duration
 Comfort
 On Time %

4

Grouped Results

Group Results
5

Currency: USD ▾

Showing 1200 flights grouped by Airlines and Cabin, Sorted by Price

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

Delta (3) ▾

First (1) ▾

\$456

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

Alaska HNL 0:00am ▶ SEA 0:00pm 0h 00m # stops

💡 Best Value

Only 2 seats left at this price!

Orbitz \$349

Pin to Top

Details

Business (4) ▾

Economy (10) ▾

Hawaiian (10) >

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.

IS DLG Showing 10 flights grouped by directional leg Currency: USD

1 Flights Leg 1 (3)
Seattle, WA (SEA) to Honolulu, HI (HNL) - Wed 10/15/2012
Delta SEA 0:00am ► HNL 0:00pm 0h 00m 2 stops

Flights Leg 2 (5)
Honolulu, HI (HNL) to Singapore, Singapore (SIN) - Thu 11/13/2012
Alaska SEA 0:00am ► SIN 0:00pm 0h 00m 0 stops

2 Flights Leg 3 (10)
Singapore, Singapore (SIN) to Allentown-Bethlehem-Easton, PA (ABE) - Tue 12/13/2012

Select a flight from:

\$135	Delta	SEA 0:00am ► HNL 0:00pm 0h 00m	4 stops
\$654	Delta	SEA 0:00am ► HNL 0:00pm 0h 00m	2 stops
\$1,200	Alaska	SEA 0:00am ► HNL 0:00pm 0h 00m	0 stops

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.

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.

IS **DLG**
Currency: USD ▾

1

◀ Back to Directional Leg Groups

\$1,200

Delta SEA 0:00am ▶ HNL 0:00pm 0h 00m 2 stops

Alaska HNL 0:00am ▶ SIN 0:00pm 0h 00m 0 stop

Alaska SIN 0:00am ▶ SEA 0:00pm 0h 00m 0 stop

Select

Orbitz \$1,200
Pin to Top
Details

Leg 1

SEATAC Intl Airport (SEA) ▶ San Fancisco Intl Airport (SFO) 2h 00m

Seattle, WA San Francisco, CA

Departing: Wed 9:50am Arriving: Wed 11:50am

Delta Air Lines - Flight 411

Boeing 737-800 (winglets) (Narrow-body Jet) | 100% on Time | Wi-Fi Available
Operated by SkyWest SK294

Ideal Layover San Fancisco Intl Airport (SFO) 50m

San Francisco Intl Airport (SFO) ▶ Honolulu Intl Airport (HNL) 5h 00m

San Francisco, CA Honolulu, HI

Departing: Wed 11:50am Arriving: Wed 5:50am

Delta Air Lines - Flight 411

Boeing 737-800 (winglets) (Narrow-body Jet) | 100% on Time | Wi-Fi Available
Operated by SkyWest SK294

Leg 2

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

Honolulu, HI Singapore, Singapore

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

Delta Air Lines - Flight 411

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.

Leg 3

Singapore Intl Airport (SEA) ▶ Lehigh Valley International Airport (ABE) 12h 00m

Singapore, Singapore Allentown-Bethlehem-Easton, PA

Departing: Thu 6:00am Arriving: Wed 9:50am

Delta Air Lines - Flight 411

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.

Results Group Overlay

Show: ▼

< PREVIOUS 1 2 3 4 5 NEXT >

Prices are per person and do not include baggage fees or other fees charged directly by the airline

LIST FOOTER

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

[Header]

FareCompare
Orbits
Expedia
Priceline.com
Vacation Package
Hotels
i

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

Suspendisse cursus odio in mauris porttitor ut rhoncus nulla aliquam. In tellus urna, tempor quis interdum et, faucibus ut tortor.

Refresh
Stay on Page

		Airline Name	Airline Name
	\$678	\$678	\$678
	\$678	\$678	\$678
2+ Stops	\$220	\$678	\$678

1 2 10 of 1200 flights Currency: USD Sort: Price (low to high)

Our Picks

\$450

Economy Plus

Only 2 seats left at this price!

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

Alaska HNL 0:00am ▶ SEA 0:00pm 0h 00m # stops

Pin to Top Details

Select

\$750

Upgrade to First

Only 2 seats left at this price!

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

Alaska HNL 0:00am ▶ SEA 0:00pm 0h 00m # stops

Pin to Top Details

Select

[Merchandising Box]

\$0000

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

MODAL DIALOG - REFRESH PAGE

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

Results Page Preference Pane

The screenshot shows a dark-themed 'Results Page Preference Pane' overlaid on a web application header. The header includes the 'farecompare' logo, a user name 'Jane', a 'Dashboard' link, a menu icon, an 'About' link, and a gear icon. The preference pane is titled 'Preferences' and has a sidebar with categories: Personal, Favorites, Devices, Notifications, Homepage, Results (highlighted), Dashboard, [Answer Page Title], and Question. The main content area contains the following sections:

- Default View:** Itinerary Summary, Directional/Leg
- Default Sort:** Price, Stops, Depart Time, Duration, Comfort, On Time %
- Default List Size:** 10, 20, 50, 100, Show All
- Airline & Stop Matrix:** Show, Hide
- Filter Order:** Default, Option 1, Option 2, Option 3

At the bottom of the pane are two buttons: 'Save' and 'Cancel'.

RESULTS PAGE PREFERENCE

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

Directional/Leg Grouping Workflow

[Header]

FareCompare
Orbits
Expedia
Priceline.com
Vacation Package
Hotels
i

From SEA
Seattle

To HNL
Honolulu

Departing Wed 10/15/2012

Returning Thu 11/13/2012

Roundtrip all taxes and fees included

IS 10 of 1200 flights

Currency: USD ▾ Sort: Price (low to high) ▾

Our Picks

\$450

Economy Plus

Select

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

Alaska HNL 0:00am ▶ SEA 0:00pm 0h 00m # stops

Only 2 seats left at this price!

Orbitz \$450 Pin to Top Details

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

Alaska HNL 0:00am ▶ SEA 0:00pm 0h 00m # stops

Only 2 seats left at this price!

Orbitz \$720 Pin to Top Details

[Merchandising Box]

\$000

Cheapest Fare

Select

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

Alaska HNL 0:00am ▶ SEA 0:00pm 0h 00m # stops

Only 2 seats left at this price!

Orbitz \$349 Pin to Top Details

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

Alaska HNL 0:00am ▶ SEA 0:00pm 0h 00m # stops

Only 2 seats left at this price!

Orbitz \$349 Pin to Top Details

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

ENTERING DIRECTIONAL/LEG GROUPING MODE

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

CHOOSING A FLIGHT

[Header]

FareCompare

Orbits

Expedia

Priceline.com

Vacation Package

Hotels

i

From SEA ▶ **To** HNL
Seattle Honolulu

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

Roundtrip all taxes and fees included

IS **DLG**

Showing 10 flights grouped by directional leg

Currency: USD ▼

Sort: Price (low to high) ▼

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

Choose Departing Flight (9) ▼

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

\$120 <small>each way</small>	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 <small>each way</small>	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 <small>each way</small>	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

CHOOSING A FLIGHT CONT.

[Header]

FareCompare

Orbits

Expedia

Priceline.com

Vacation Package

Hotels

i

From SEA ▶ **To** HNL
Seattle Honolulu

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

Roundtrip all taxes and fees included

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 <small>each way</small>	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 <small>each way</small>	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 <small>each way</small>	Airline	SEA 0:00am ▶ HNL 0:00pm 0h 00m	1 stop
	Airline	SEA 0:00am ▶ HNL 0:00pm 0h 00m	2 stops

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

CUSTOM ITINERARY

[Header]

FareCompare
Orbits
Expedia
Priceline.com
Vacation Package
Hotels
i

From SEA ▶ **To** HNL
Seattle Honolulu

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

Edit

Roundtrip all taxes and fees included

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 SEATAC Intl Airport (SEA) ▶ Honolulu Intl Airport (HNL) 7h 00m
 Wed 10/15/2012
 Seattle, WA
 Departing: Wed 9:50am
 Honolulu, HI
 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 Honolulu Intl Airport (HNL) ▶ SEATAC Intl Airport (SEA) 7h 00m
 Thu 11/13/2012
 Honolulu, HI
 Departing: Wed 11:00pm
 Seattle, WA
 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

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

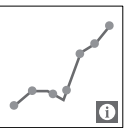
- Economy \$ 450

Question Page

[Header]

1 Target Price?

From To



2

3

Depart

Spokane International Airport from \$148 each way	Bellingham International Airport from \$162 each way	Departure Airport Name from \$000 each way				
Departure Airport Name from \$000 each way		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 2px;">Departure Airport Name from \$000 each way</td> <td style="width: 50%; padding: 2px;">Departure Airport Name from \$000 each way</td> </tr> <tr> <td style="padding: 2px;">Departure Airport Name from \$000 each way</td> <td style="padding: 2px;">Departure Airport Name from \$000 each way</td> </tr> </table>	Departure Airport Name from \$000 each way	Departure Airport Name from \$000 each way	Departure Airport Name from \$000 each way	Departure Airport Name from \$000 each way
Departure Airport Name from \$000 each way	Departure Airport Name from \$000 each way					
Departure Airport Name from \$000 each way	Departure Airport Name from \$000 each way					

Month

December from \$380 each way	January from \$162 each way	Month Name from \$000 each way	Month Name from \$000 each way
--	---	--	--

Destination

Honolulu from \$289 each way	Maui from \$310 each way	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 2px;">Destination Name from \$000 each way</td> <td style="width: 50%; padding: 2px;">Destination Name from \$000 each way</td> </tr> <tr> <td style="padding: 2px;">Destination Name from \$000 each way</td> <td style="padding: 2px;">Destination Name from \$000 each way</td> </tr> </table>	Destination Name from \$000 each way	Destination Name from \$000 each way	Destination Name from \$000 each way	Destination Name from \$000 each way	Kauai from \$350 each way
Destination Name from \$000 each way	Destination Name from \$000 each way						
Destination Name from \$000 each way	Destination Name from \$000 each way						

Airlines

Alaska from \$000 each way	Delta from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way
United from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way	Airline Name from \$000 each way

Beaches

Beach Name	Cancun from \$242 each way	Cozumel from \$210 each way
	Cabo	Beach Name

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

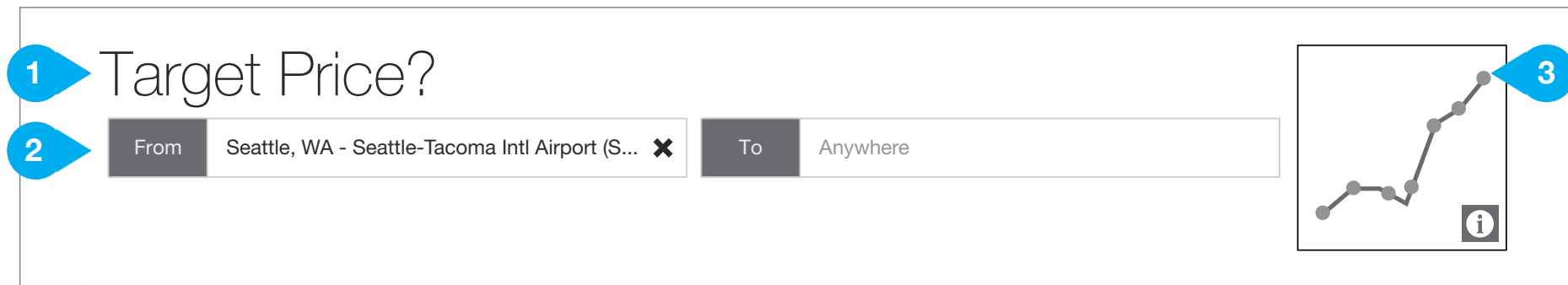
2 Filter List

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

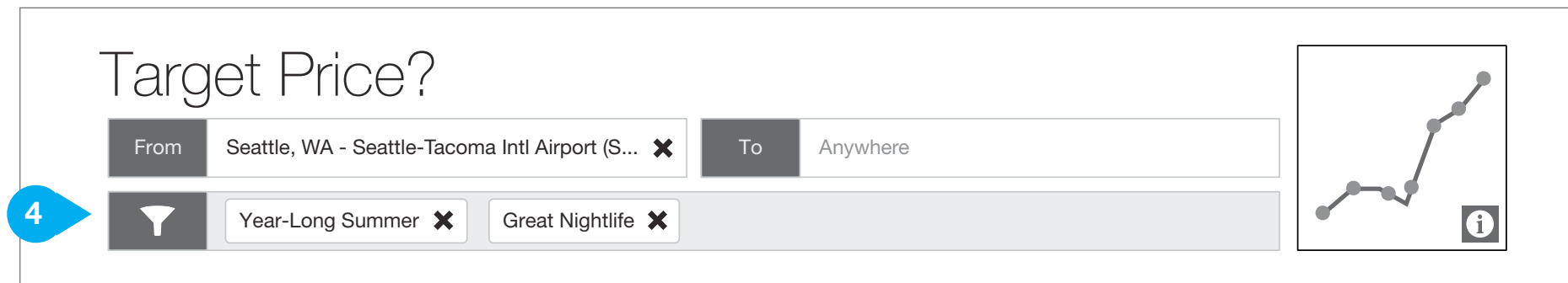
3 Geography/Filter Tile Groups

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

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

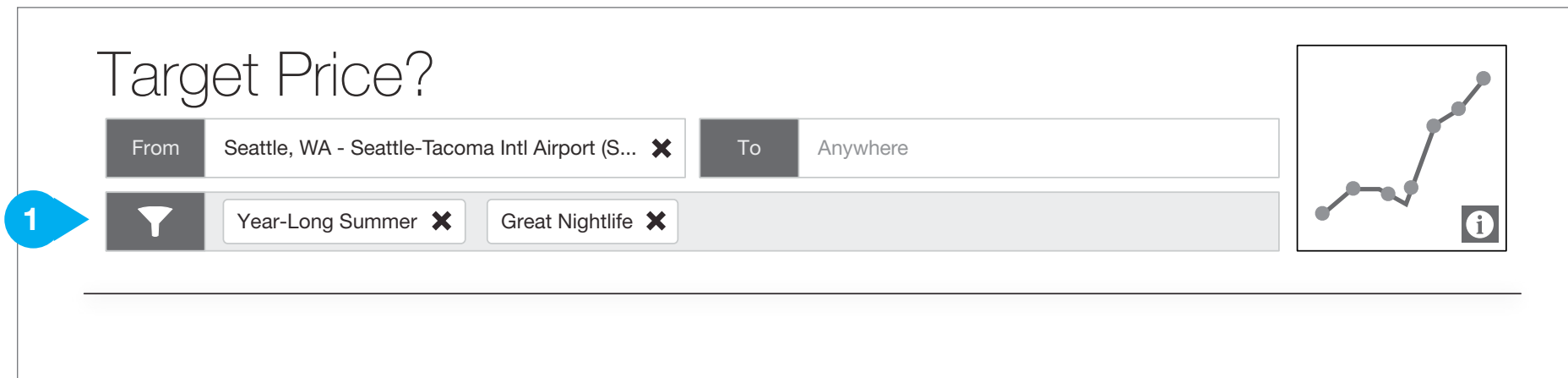
A custom infographic relevant to the question for the purpose of supporting Google image search. Nothing is displayed in this area if a question does not have an image associated with it.

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.)

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.

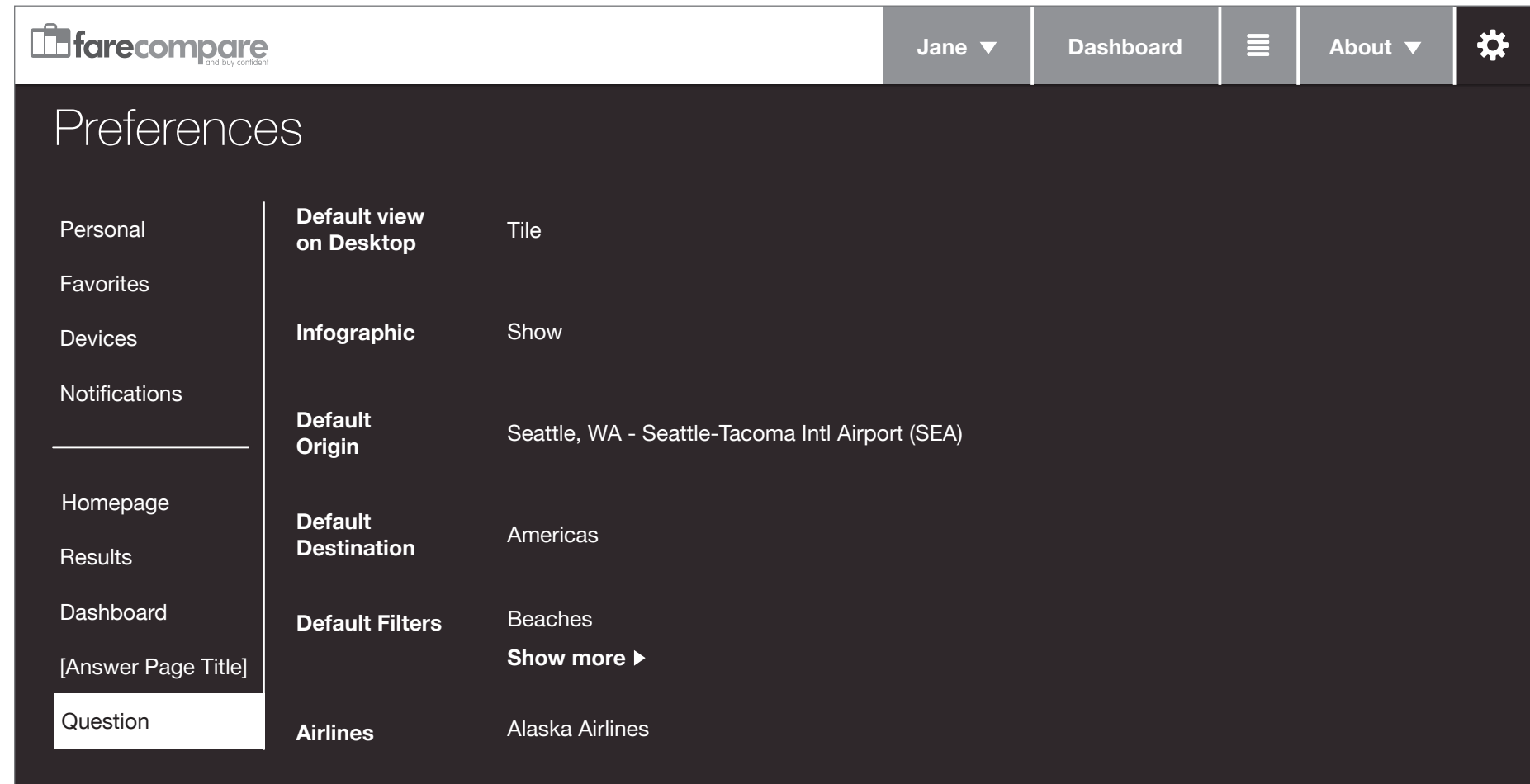
5 Filter By [Name]

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.

Question Page Preference Pane




Category	Setting	Value
Personal	Default view on Desktop	Tile
Personal	Infographic	Show
Personal	Default Origin	Seattle, WA - Seattle-Tacoma Intl Airport (SEA)
Personal	Default Destination	Americas
Personal	Default Filters	Beaches Show more ▶
Personal	Airlines	Alaska Airlines

QUESTION PAGE PREFERENCES

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

QUESTION PAGE PREFERENCES (EDIT MODE)

Jane ▾ Dashboard ☰ About ▾ ⚙️

Preferences Save Cancel

- Personal
- Favorites
- Devices
- Notifications

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

Default view on Desktop Tile List

Infographic Show Hide

Default Origin

Default Destination

Default Filters +

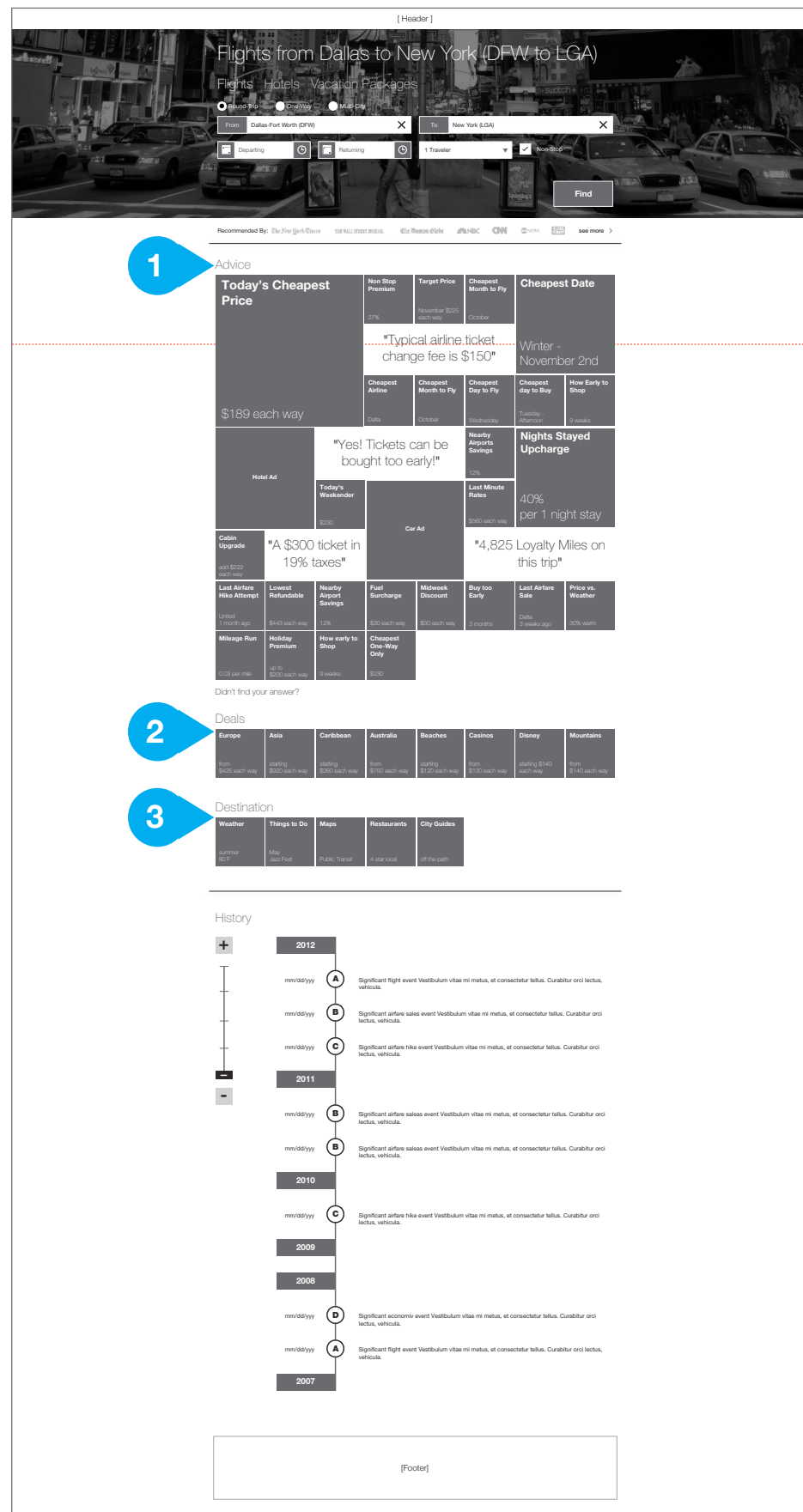
- Beaches
- All-Year Sun

Show more ▶

Airlines +

- Alaska Airlines

Answer Page



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

Advice Group

Advice

Today's Cheapest Price 1 \$189 each way	Non Stop Premium 27%	Target Price November \$225 each way	Cheapest Month to Fly October	Cheapest Date Winter - November 2nd				
	"Typical airline ticket change fee is \$150"				Cheapest Airline Delta	Cheapest Month to Fly October	Cheapest Day to Fly Wednesday	Cheapest day to Buy Tuesday - Afternoon
Hotel Ad 2 "Yes! Tickets can be bought too early!"	Today's Weekender \$230	Car Ad "4,825 Loyalty Miles on this trip"		Nearby Airports Savings 12%	Nights Stayed Upcharge 40% per 1 night stay			
Cabin Upgrade add \$222 each way	"A \$300 ticket in 19% taxes"			Last Minute Rates \$560 each way	"4,825 Loyalty Miles on this trip"			
Last Airfare Hike Attempt United 1 month ago	Lowest Refundable \$443 each way	Nearby Airport Savings 12%	Fuel Surcharge \$30 each way	Midweek Discount \$30 each way	Buy too Early 3 months	Last Airfare Sale Delta 3 weeks ago	Price vs. Weather 30% warm	
Mileage Run 0.03 per mile	Holiday Premium up to \$200 each way	How early to Shop 9 weeks	Cheapest One-Way Only \$230					
3 Didn't find your answer?								

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.

Advice

Today's Cheapest Price \$189 each way	Non Stop Premium 27%	Target Price November \$225 each way	Cheapest Month to Fly October	Cheapest Date Winter - November 2nd	
	Cheapest Airline Delta	Cheapest Month to Fly October	Cheapest Day to Fly Wednesday	Cheapest day to Buy Tuesday - Afternoon	more

"Typical airline ticket change fee is \$150"

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.

[Header]

Flights from Dallas to New York (DFW to LGA)

Today's Cheapest Price

Cheapest Airline Ticket Today
Dallas to New York (DFW to LGA)

Today's cheapest airline ticket for the 2425 mile trip from Dallas to New York leaving in the next 45 days is \$189 each way. Alaska Airlines (the busiest) is shown for reference. Note: the cheapest published prices typically have limited seat inventory

Last Updated: Nov 15, 2012
Data Volume: 0,000

Date	Price
Nov 09	\$189
Nov 10	\$225
Nov 11	\$200
Nov 12	\$250
Nov 13	\$280
Nov 14	\$290
Today	\$300

1 Share 2 Explore this Advice 3 4 Find Flights

Today's Cheapest Price	Non Stop Premium 27%	Target Price November \$225 each way	Cheapest Month to Fly October	Cheapest Date Winter - November 2nd	
\$189 each way	Cheapest Airline Delta	Cheapest Month to Fly October	Cheapest Day to Fly Wednesday	Cheapest day to Buy Tuesday - Afternoon	How Early to Shop 9 weeks
"Yes! Tickets can be bought too early!"	Nearby Airports Savings	Nights Stayed Upcharge			

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.

Embed

Share "Today's Cheapest Price" ✕

1

2 **Social**

More

Embed Code

```
<iframe width="560" height="315" src="http://www.farecompare.com/sadj;asd/sadsadsa" frameborder="0" allowfullscreen></iframe>
```

Email (User Signed In)

Share "Today's Cheapest Price" ✕

To (email address)

Optional Note

Message
Jane has shared an advice with you from FareCompare:
Check this out!!
Cheapest flights from Dallas to New York

4

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.

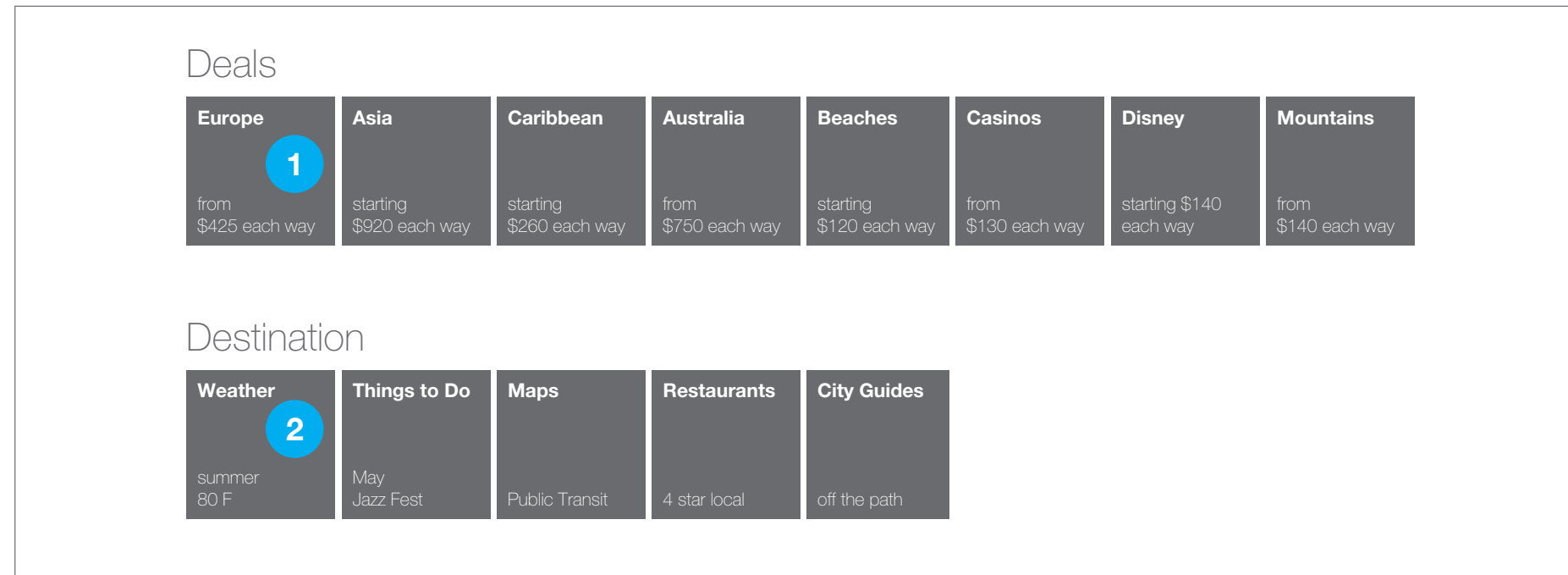
Email (User Not Signed In)

Share "Today's Cheapest Price" ✕

Social

More

Sign in or Sign up now!



DEALS & DESTINATION GROUPS

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

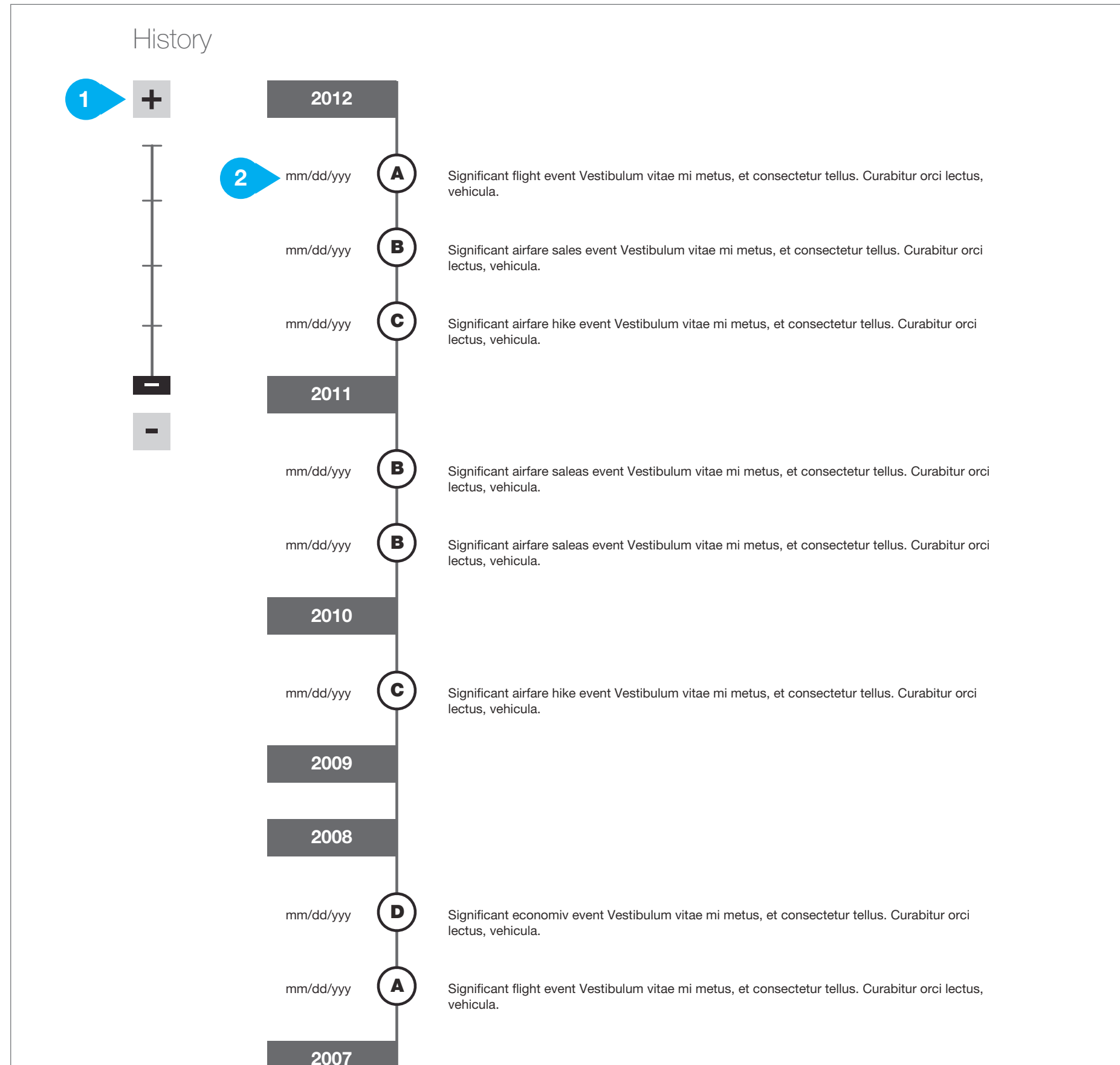
1 Deal Tile

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.



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

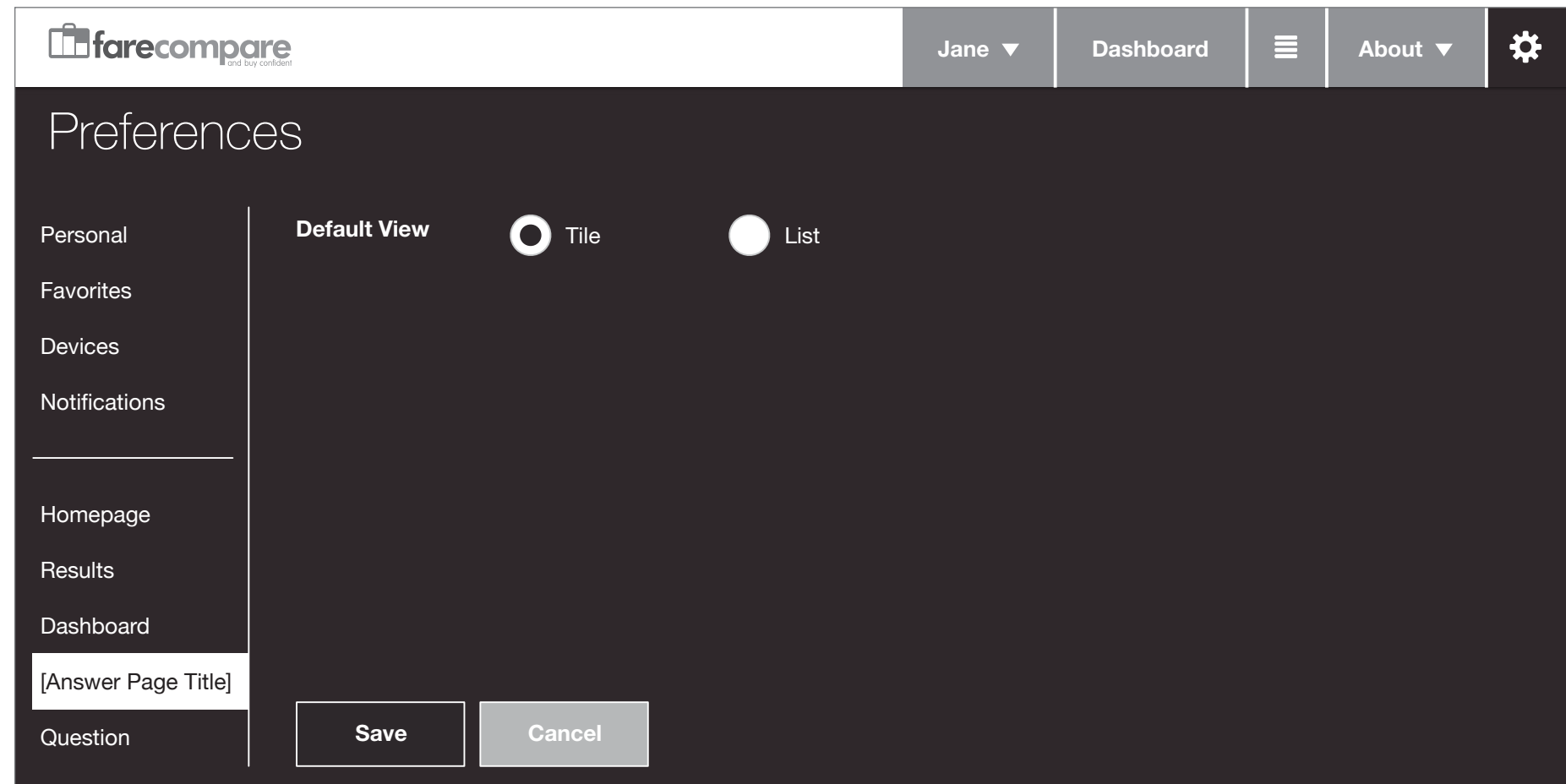
Users can zoom in/out by selecting the +/- buttons. The timeline to the right will update/animate accordingly.

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.

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.

Sort: Last Updated 1

Advice (15)

Question	Answer	Last Updated
Question Lorem Ipsum Dolor 2	Answer Consectitur Sit Amet	Just now
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	5 minutes ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	5 minutes ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	3 hours ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	10 hours ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	1 day ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	12 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago
Question Lorem Ipsum Dolor	Answer Consectitur Sit Amet	30 days ago

Deals (8) 3

Destinations (5)

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

Dashboard Page



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

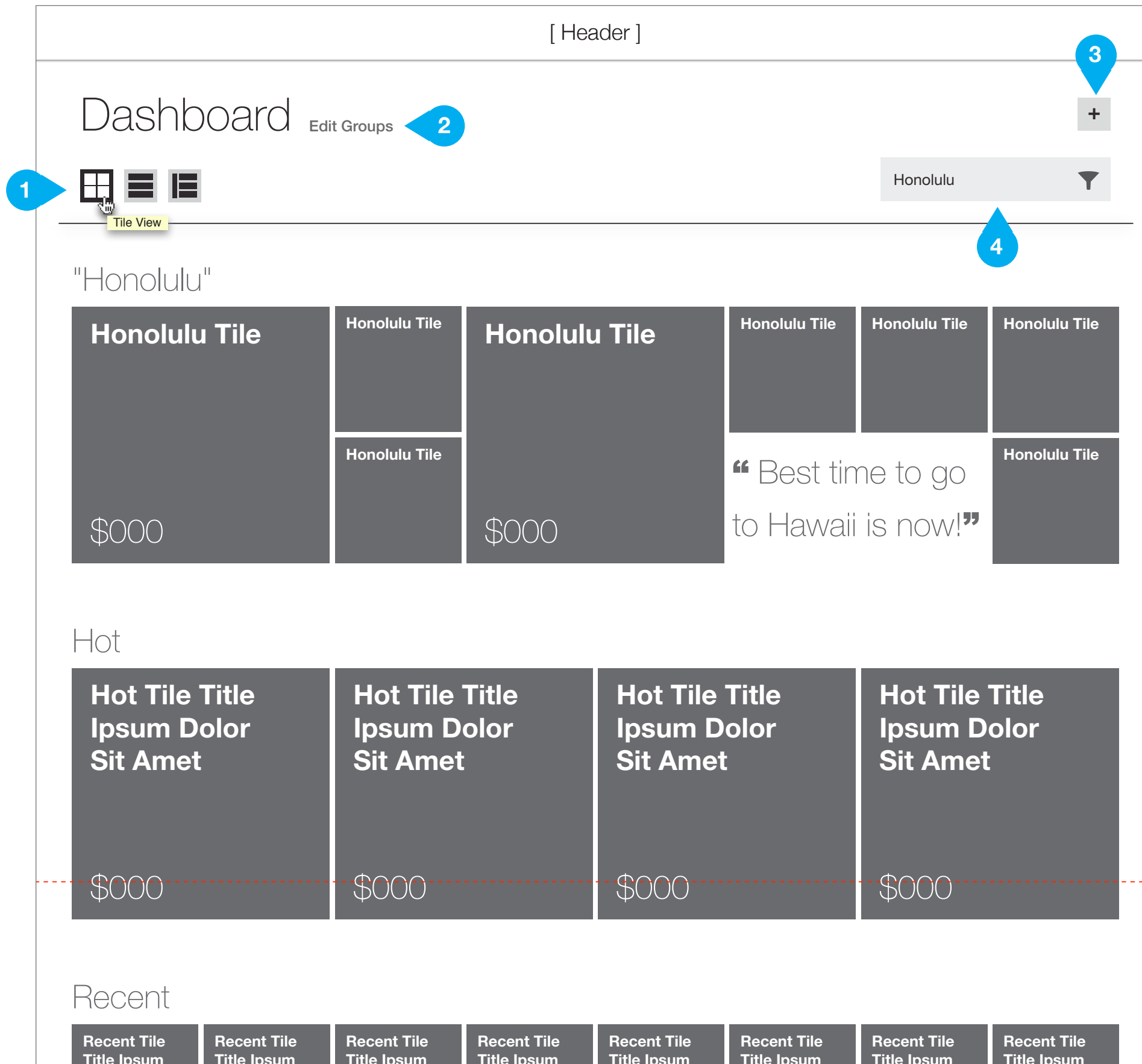
Selected Advice Tiles for routes monitored.

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.



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

[Header]

Dashboard Edit Groups +

Sort: Last Updated 1

Hot (6) ▼

Question	Answer	Last Updated
Hot Title Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	Just now
Hot Title Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	5 minutes ago
Hot Title Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	5 minutes ago
Hot Title Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	3 hours ago
Hot Title Title Lorem Ipsum Dolor 2	Answer Consectitur Sit Amet	10 hours ago
Hot Title Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	1 day ago

Recent (7) ▶

Question	Answer	Last Updated
Recent Tile Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	Just now
Recent Tile Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	5 minutes ago
Recent Tile Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	5 minutes ago
Recent Tile Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	3 hours ago
Recent Tile Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	10 hours ago
Recent Tile Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	1 day ago
Recent Tile Title Lorem Ipsum Dolor	Answer Consectitur Sit Amet	12 days ago

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.

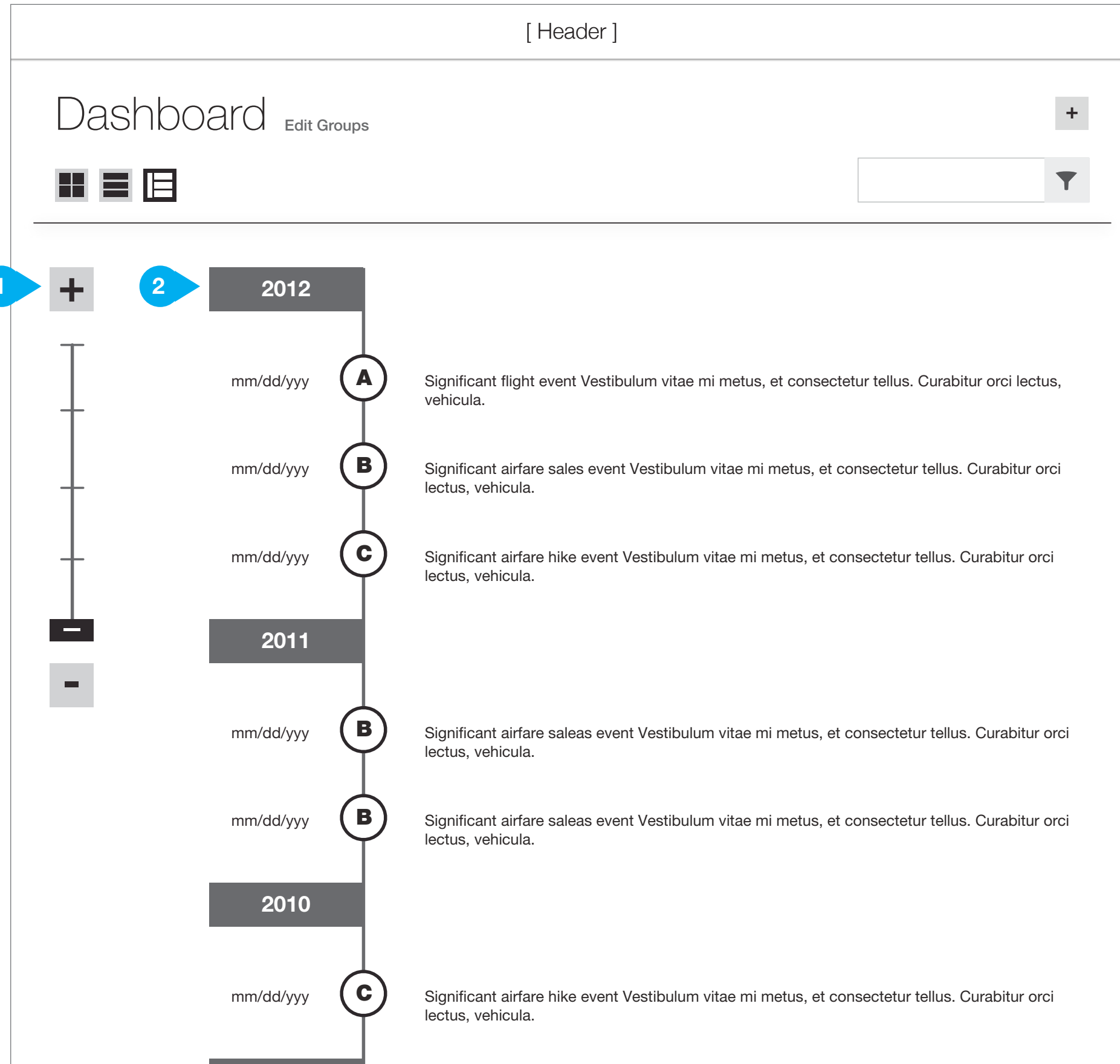
If the list is sorted by Most Important, rows that was just updated will display a notification.

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.



DASHBOARD VIEW TOGGLE - TIMELINE

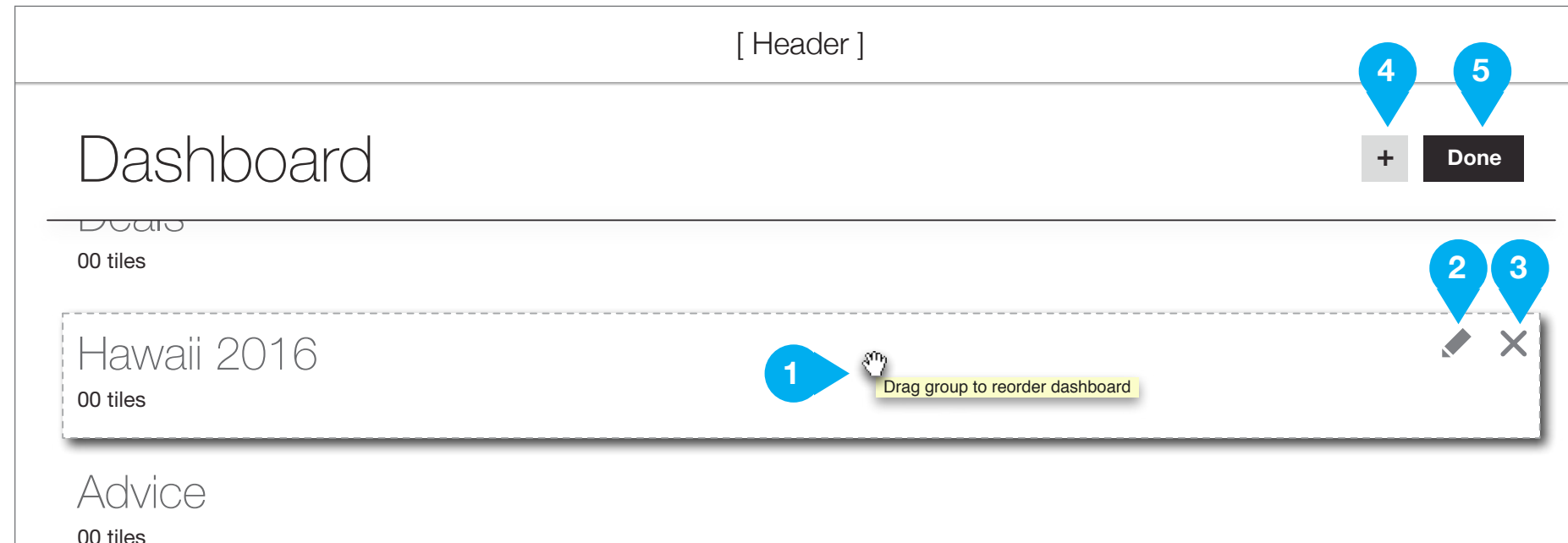
Note: The Timeline view is a Phase 2 feature.

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.



New Group Overlay

New Group

Group Name

Create Group Cancel

Edit Group Overlay

Edit Group

Group Name

Notification

On Off

Save Cancel

Confirm Delete Dialog

Delete Group

Do you want to delete this group? Morbi adipiscing purus posuere nunc adipiscing lacinia.

Yes No

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.



[Header]



Dashboard



+ Done



▼ Hot
00 tiles  



▲ Recent
▼ 00 tiles  

▲ Deals
▼ 00 tiles  

▲ Hawaii 2016
▼ 00 tiles  

▲ Advice
▼ 00 tiles  

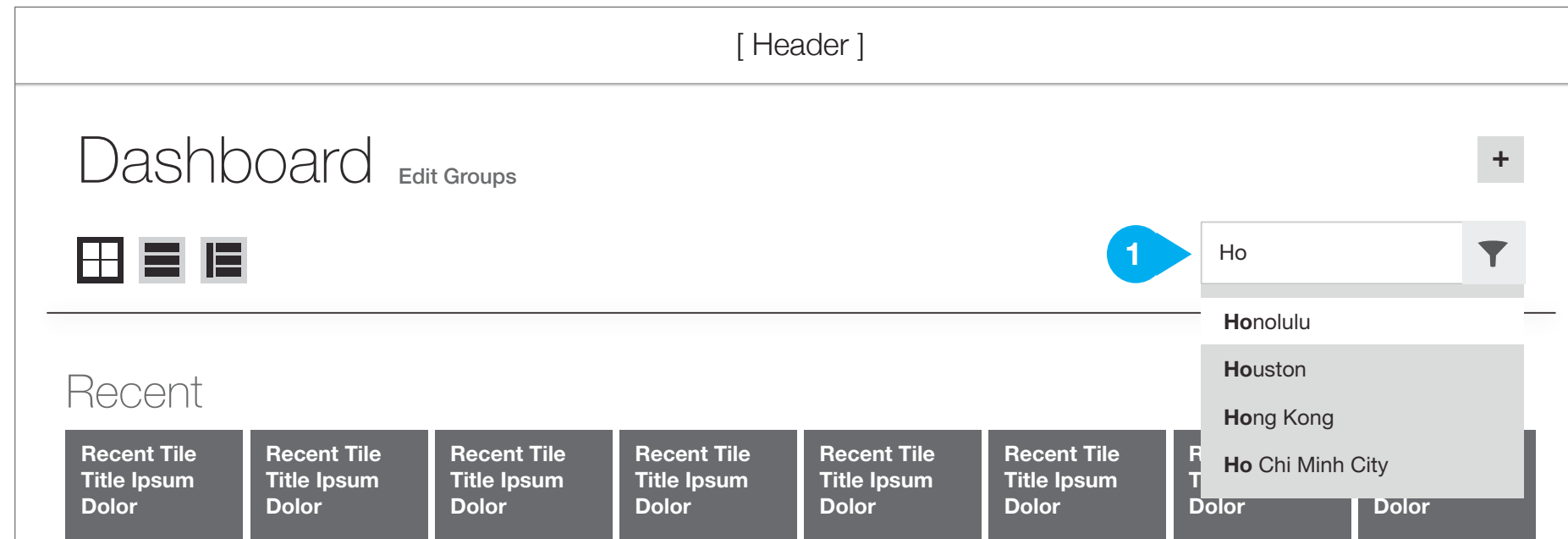
▲ Expired
▼ 00 tiles  

▲ Trash
00 tiles  

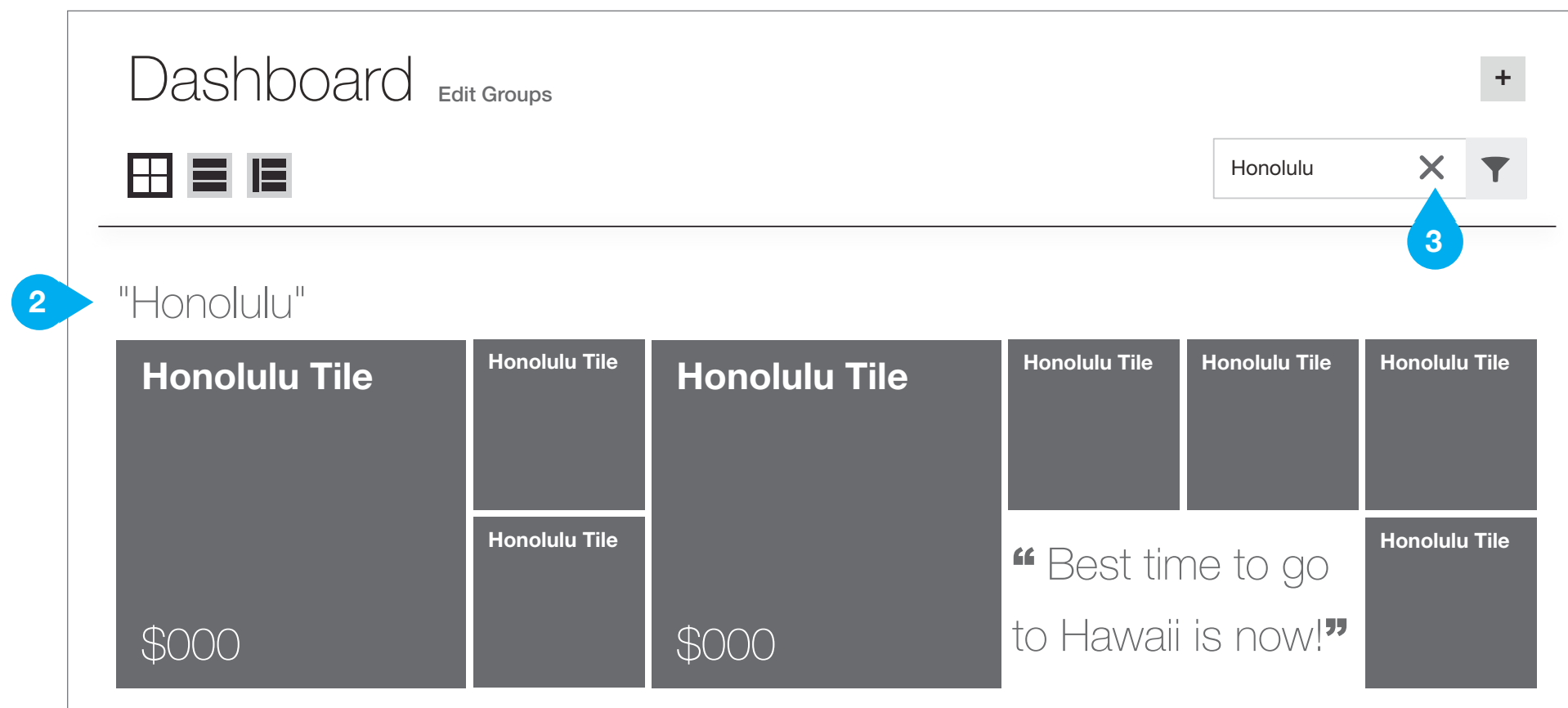
EDIT GROUP - DEGRADED EXPERIENCE

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

Quick Find - Suggestions



Find Group (Temporary)



QUICK FIND

Quick Find is 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.

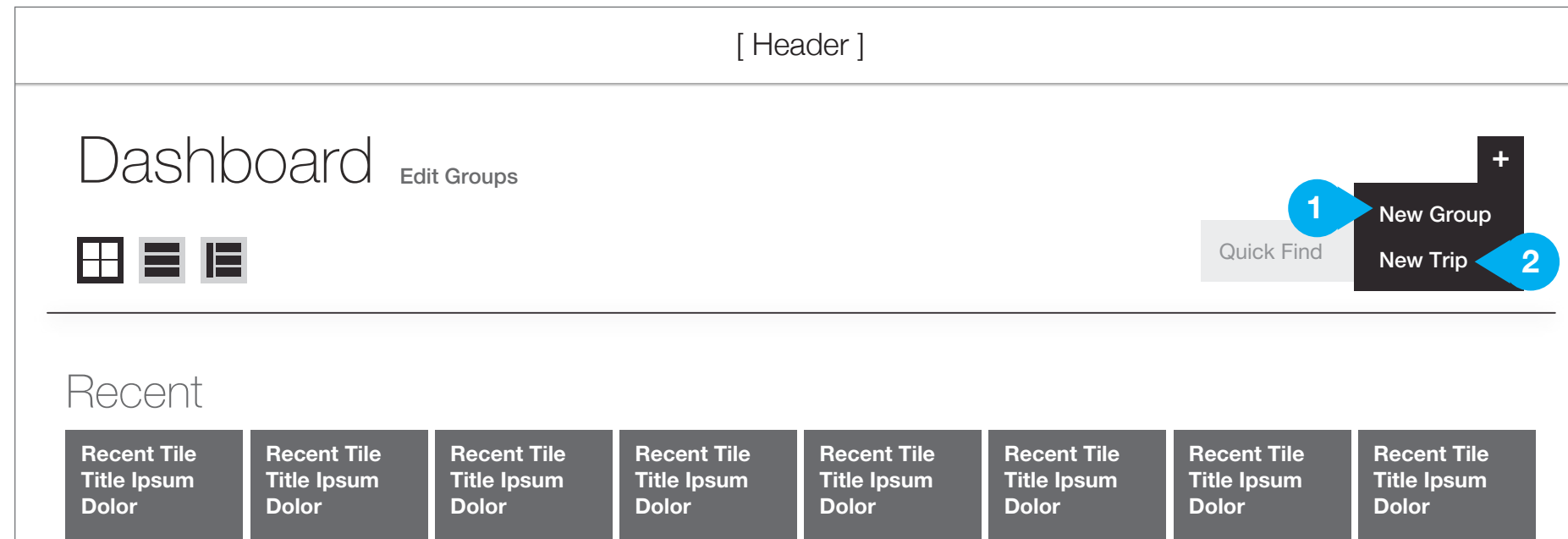
2 Quick find Results of Tiles

A temporary group containing the results.

3 Dismiss Quick find

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

Quick Add Drop Down Menu



New Group Overlay

The "New Group Overlay" form is a simple dialog box. It has a title "New Group" and a label "Group Name" above a text input field. At the bottom, there are two buttons: "Create Group" (marked with a blue callout '3') and "Cancel".

New Trip Overlay

The "New Trip Overlay" form is a more complex dialog box. It has a title "New Trip" and several fields: "From" (Seattle Tacoma International Airport - Seattle, WA (SEA)), "To" (Honolulu International Airport - Honolulu, HI (HNL)), "Airline" (United Airlines), and "Trip Type" (Select Tile Type). There is also a "Non-Stop" checkbox which is checked. At the bottom, there are two buttons: "Create Trip" (marked with a blue callout '4') and "Cancel".

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.

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**

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**

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**

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.

[Header]

Dashboard

Edit Group

Quick Find

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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Hawaii 2016

User Defined Tile Title Ipsum

\$000

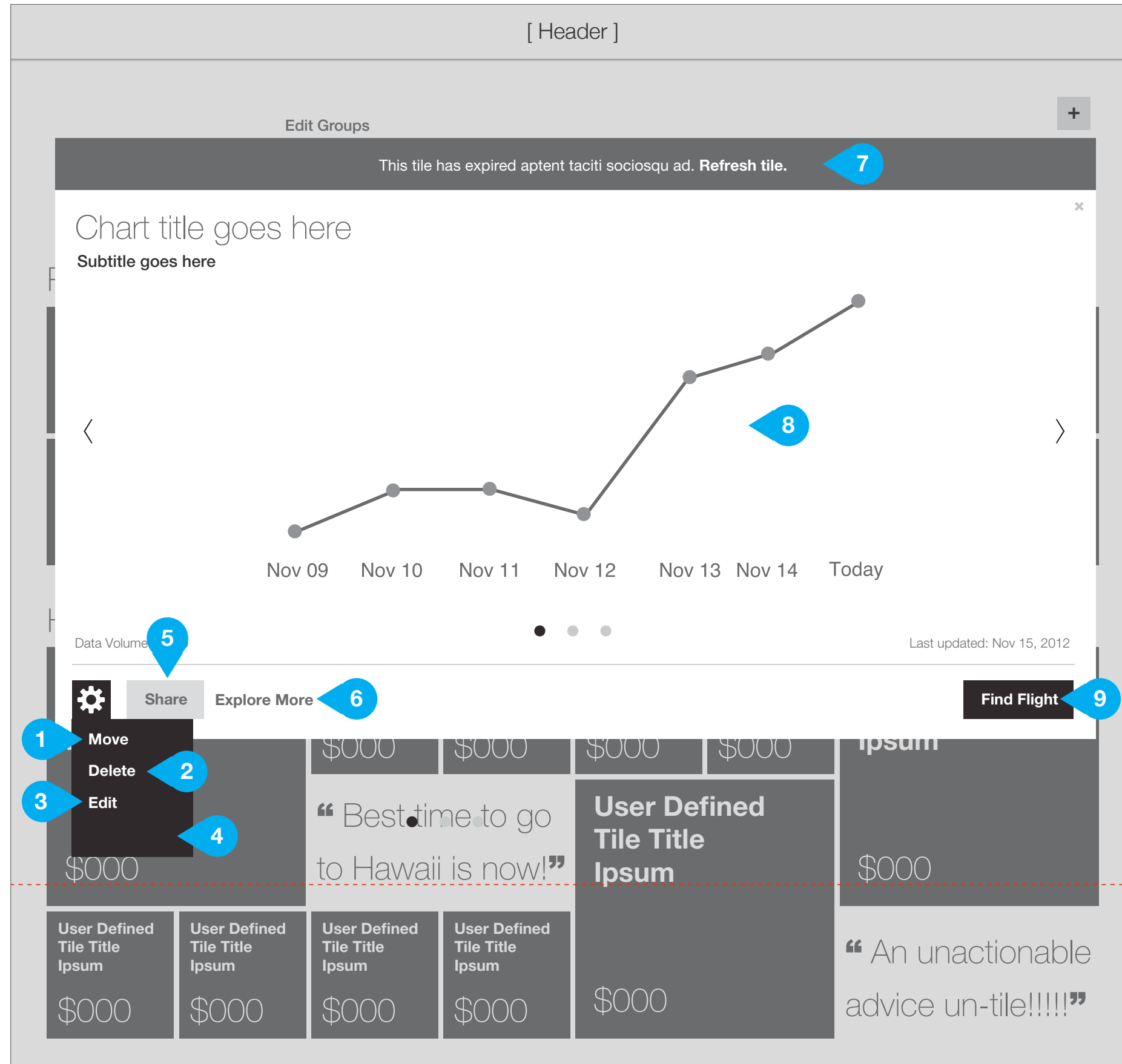
“Best time to go to Hawaii is now!”

“An unactionable advice un-tile!!!!”

\$000

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.



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

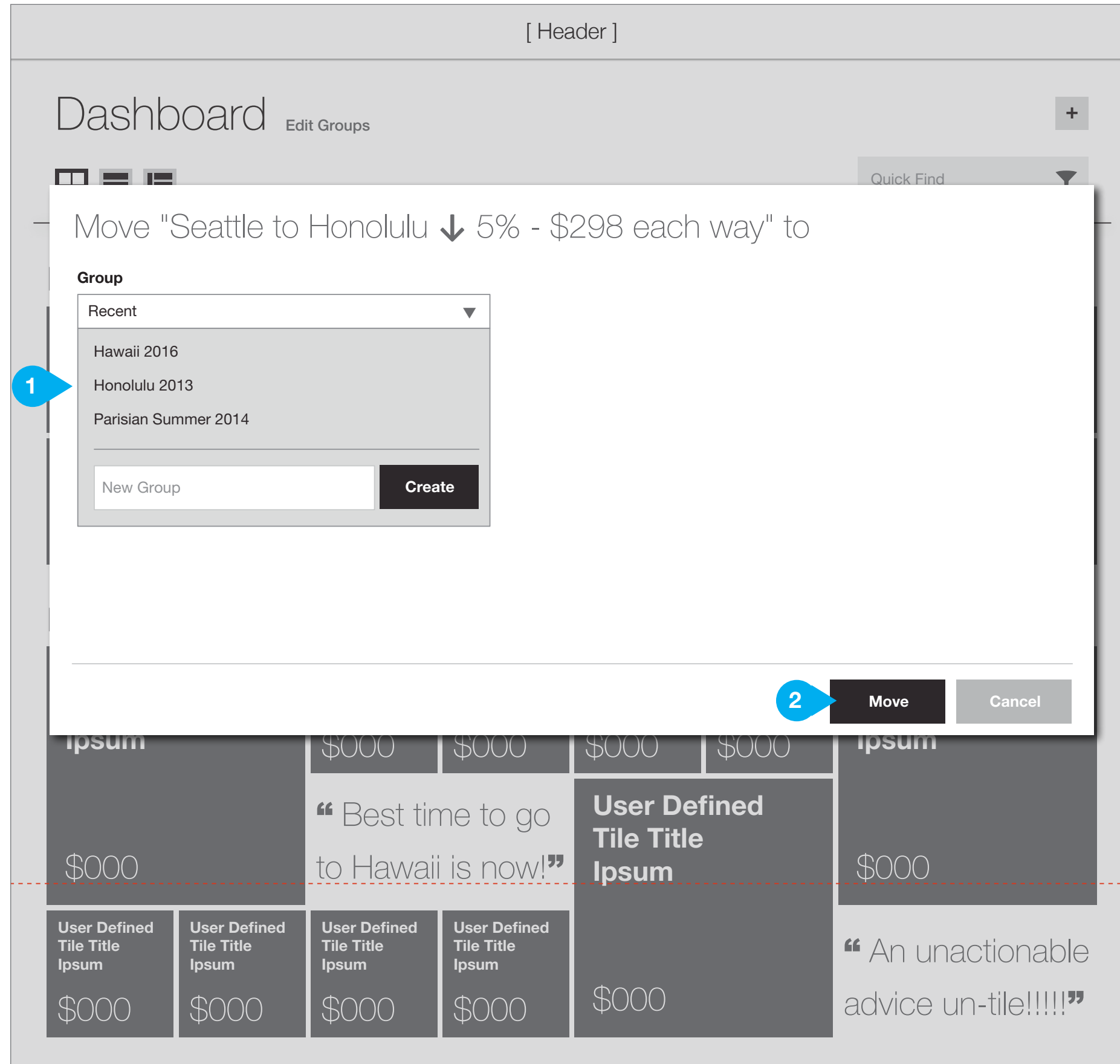
The refresh band is visible only if the tile is expired. Clicking on the Refresh text turns the tile into Edit mode with the trip type automatically set to Anytime. Users can then change the type or save the tile as is.

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.



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.

[Header]

Dashboard Edit Groups +

Quick Find ▼

Edit "Seattle to Honolulu ↓ 5% - \$298 each way"

From
Seattle Tacoma International Airport - Seattle, WA (SEA)

To
Honolulu International Airport - Honolulu, HI (HNL)

Airline
United Airlines ▼ Non-Stop

Trip Type
Date Range

Date Range
12/01/2012 📅 12/31/2012 📅

1 Save Cancel

\$000

“ Best time to go to Hawaii is now!”

User Defined Tile Title
Ipsum

\$000

User Defined Tile Title
Ipsum

User Defined Tile Title
Ipsum

User Defined Tile Title
Ipsum

User Defined Tile Title
Ipsum

\$000

\$000

\$000

\$000

\$000

\$000

“ An unactionable advice un-tile!!!!”

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.

[Header]

Dashboard Edit Groups +

Quick Find ▼

"Seattle to Honolulu ↓ 5% - \$298 each way" Preference

Airlines
Optional brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

All Busiest Most Popular Favorites Only

Cabins
Optional brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

All Economy Premium Economy Business First

Stops

Nonstop 1 max 2+

Notify By
Optional brief explanation curabitur vel velit fringilla mi sollicitudin ultricies.

All Email SMS Social Native App

Notify When

Drops Increases Both

Notification Frequency

Real-Time Daily Weekly

1 **Save** **Cancel**

User Defined Tile Title Ipsum
\$000

User Defined Tile Title Ipsum
\$000

User Defined Tile Title Ipsum
\$000

User Defined Tile Title Ipsum
\$000

\$000

“ An unactionable advice un-tile!!!! ”

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.

[Header]

Edit Groups +

This tile has expired aptent taciti sociosqu ad. **Refresh tile.**

Chart title goes here
Subtitle goes here

Date	Value
Nov 09	Low
Nov 10	Medium
Nov 11	Medium
Nov 12	Low
Nov 13	High
Nov 14	Higher
Today	Highest

Data Volume: 0,000 Last updated: Nov 2, 2012

1 Share Explore More 1 Traveller **Find Flight**

ipsum \$000 \$000 \$000 \$000 ipsum

“ Best time to go to Hawaii is now!”

User Defined Tile Title
Ipsum \$000

User Defined Tile Title
Ipsum \$000

User Defined Tile Title
Ipsum \$000

User Defined Tile Title
Ipsum \$000

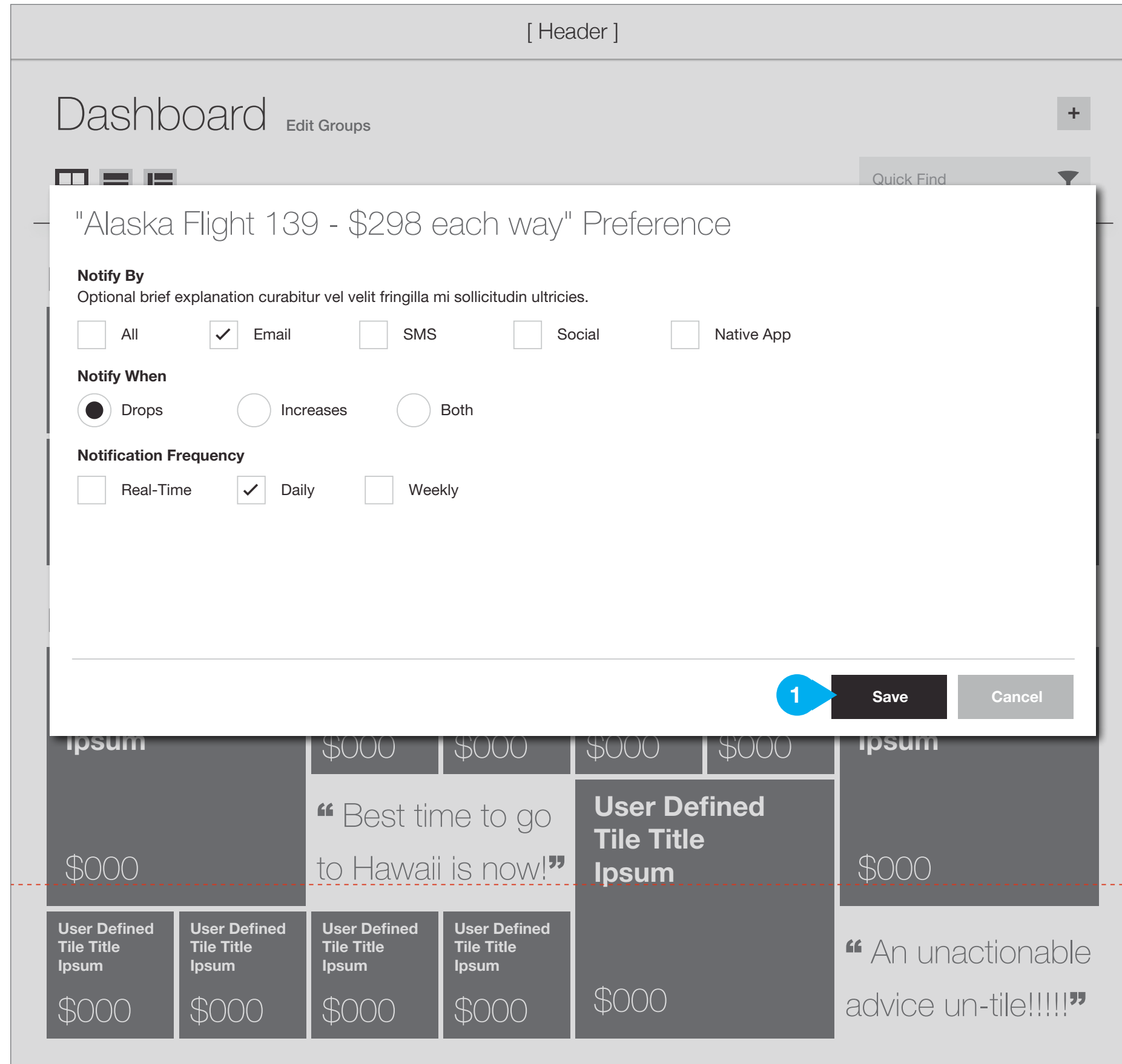
“ An unactionable advice un-tile!!!!”

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.



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.

DASHBOARD PAGE PREFERENCE

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

Preferences

- Personal
- Favorites
- Devices
- Notifications

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

Default View

Tile List Timeline

Dashboard Snapshot

Frequency Daily Weekly Monthly

Deliver To Email Social

Newsletter

Frequency Real-Time Daily Weekly


Deliver To Email Social

Monitor Tiles

Airlines	<input checked="" type="checkbox"/> All	<input type="checkbox"/> Busiest	<input type="checkbox"/> Most Popular	<input type="checkbox"/> Favorites Only
Cabins	<input checked="" type="checkbox"/> All	<input type="checkbox"/> Economy	<input type="checkbox"/> Premium Economy	<input type="checkbox"/> Business
	<input type="checkbox"/> First			
Stops	<input checked="" type="radio"/> Nonstop	<input type="radio"/> 1 Max	<input type="radio"/> 2+	
Notify By	<input checked="" type="checkbox"/> All	<input type="checkbox"/> Email	<input type="checkbox"/> SMS	<input type="checkbox"/> Social
	<input type="checkbox"/> Native App			
Notify When	<input checked="" type="radio"/> Drops	<input type="radio"/> Increases	<input type="radio"/> Both	
Notification Frequency	<input checked="" type="checkbox"/> Daily	<input type="checkbox"/> Weekly	<input checked="" type="checkbox"/> Monthly	

Miscellaneous Pages

1 Price Change - SEA to HNL \$219 each way down 20%
Price change details (click here if is content not displaying properly)

2  and buy confident

3 \$450 ▼ -4.64 (-0.79%) Round Trip

7 ★★★★★ Best deal you'll ever get

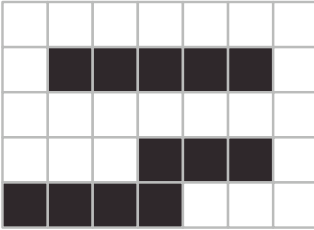
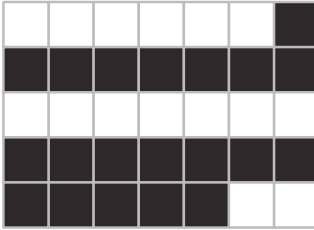
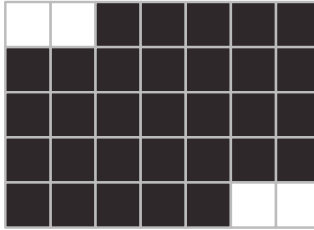
4 **Find Flights**

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

8 **Seat Availability**

	Dec 2012	Jan 2013	Feb 2013
			

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:   

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**

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

Price Change - SEA to HNL \$219 each way down 20%
Price change details (click here if its content not displaying properly)

farecompare and buy confident **\$450** -4.64 (-0.79%) Round Trip **Find Flights**

Limited Seats Available -- Act Quickly!

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

Deal Rank
★★★★★
Best deal you'll ever get

Seat Check
Dec 2012 Jan 2013 Feb 2013

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.

Share this deal on:

Airlines that have yet to meet the price

	Alaskan Airlines	3h 30 mins nonstop	Notify me
	United Airlines	3h 30 mins nonstop	Notify me
	Hawaiian Airlines	3h 30 mins nonstop	Notify me

Market Share

Description of chart Cras convallis rutrum dolor hendrerit
33% Airline Name
33% Airline Name
33% Airline Name

Route Loyalty Info
Alliance Name Minimum Mileage and Segment

33% Airline Name
33% Airline Name

4 **Route Loyalty Info**
Alliance Name Minimum Mileage and Segment
Alliance Name Minimum Mileage and Segment

5 **Fare Summary**

Carriers	Lorem Ipsum Dolor, Lorem Ipsum Dolor, Lorem Ipsum Dolor
First Travel	Lorem Ipsum Dolor
Last Travel	Lorem Ipsum Dolor
Blackouts	Lorem Ipsum Dolor
Days of Week	N/A
Seasons	N/A
Fare Code	Lorem Ipsum Dolor
Base Price	\$990
Surcharges	\$231
Taxes	\$139

6 **Route Monitor History**

Thu 10/11/12 (Added to Dashboard) >
Today >


Cheapest Price	\$450
Cheapest Nonstop Price	\$878
Target Price	\$121
Cheapest Airline	United Airlines

Notifications >

7 [Footer]

8 Donec sed ipsum sem. Donec posuere hendrerit libero, pulvinar viverra nisi elementum id. Fusce bibendum consequat dictum. Nunc eleifend hendrerit elit ac sollicitudin. Quisque in est nisi. Nunc non magna at magna pulvinar rhoncus nec nec nulla. In faucibus, ligula eu varius consequat, ligula mi hendrerit justo, gravida sollicitudin est massa id est. Proin adipiscing posuere nisi, sed rhoncus ante sollicitudin nec. Etiam commodo mattis turpis, in accumsan massa lobortis eu. In magna elit, laoreet et molestie eu, laoreet ut turpis. Duis in lectus nibh, vitae pellentesque justo. Donec eu gravida nibh. In in enim ut neque dignissim pulvinar a nec quam. In vel metus nec velit fermentum eleifend. Aliquam fermentum libero tortor, eu fringilla uma. In condimentum sollicitudin augue non consequat.

1 Alaska Flight 216, 12-Nov - SEA to HNL [down] 20%
Price change details (click here if its content not displaying properly)

2  and buy confident




3 \$450 -4.64 (-0.79%)
Round Trip **Book Now**

Sale Ends Today

6 Have more people? Click here to change the number of travelers.

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

Itinerary

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

Outbound SEATAC Intl Airport (SEA) ▶ San Fancisco Intl Airport (SFO) 2h 00m
Seattle, WA
Wed 10/15/2012 Departing: Wed 9:50am Arriving: Wed 11:50am

Ideal Layover San Fancisco Intl Airport (SFO) 50m




San Fancisco Intl Airport (SFO) ▶ Honolulu Intl Airport (HNL) 5h 00m
San Francisco, CA Honolulu, HI
Departing: Wed 12:30am Arriving: Wed 5:30am

Inbound Honolulu Intl Airport (HNL) ▶ SEATAC Intl Airport (SEA) 7h 00m
Honolulu, HI Seattle, WA
Thu 11/13/2012 Departing: Wed 11:00pm Arriving: Thu 6:00am

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

Book on:

Orbitz Priceline Travelocity

8 Stop notifications for this trip Share this trip on:   

[Footer]

Donec sed ipsum sem. Donec posuere hendrerit libero, pulvinar viverra nisl elementum id. Fusce bibendum consequat dictum. Nunc eleifend hendrerit elit ac sollicitudin. Quisque in est nisl. Nunc non magna at magna pulvinar rhoncus nec nec nulla. In faucibus, ligula eu varius consequat, ligula mi hendrerit justo, gravida sollicitudin est massa id est. Proin adipiscing posuere nisl, sed rhoncus ante sollicitudin nec. Etiam commodo mattis turpis, in accumsan massa lobortis eu. In magna elit, laoreet et molestie eu, laoreet ut turpis. Duis in lectus nibh, vitae pellentesque justo. Donec eu gravida nibh. In in enim ut neque dignissim pulvinar a nec quam. In vel metus nec velit fermentum eleifend. Aliquam fermentum libero tortor, eu fringilla urna. In condimentum sollicitudin augue non consequat.

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

[Header]

Flights Hotels Packages

Round-Trip One-Way Multi-City

From Seattle, WA - Seattle-Tacoma Intl Airport (SEA) To Honolulu, HI - Honolulu Intl Airport (HNL)

Departing Returning 1 Traveler Non-Stop

Deal Expired 1d 6h ago!

Price Change Alert
\$450 -4.64 (-0.79%) Round Trip

Seat Found On:
 United Airlines
 Hawaiian Airlines
 Show all

Trip Type: Holiday (Christmas) Edit

Recent Tile Title Ipsum Dolor

Hawaii 2016

User Defined Tile Title Ipsum \$000

“ Best time to go to Hawaii is now! ”

User Defined Tile Title

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.

[Header]

Blog

1 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](#)

Subscribe via RSS

Search Blog

Browse Categories

[Category Link](#) [Category Link](#)

[Category Link](#) [Category Link](#)

[Category Link](#)

[Category Link](#)

[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

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 nisi 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 nisi 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 nisi sed turpis volutpat non elementum neque mollis. Nam lobortis gravida nibh ut tempor.

[More Duis Adipiscing Pellentesque Eros](#)

Order Articles

[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.

[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.

f Share 29.6K

Tweet 12.5K

in Share 5404

Google + 2891

Subscribe via RSS

Search Blog

Browse Categories

Category Link Category Link

Category Link Category Link

Category Link

Category Link

Category Link

Recent Tweets by @farecomparedeal

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

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

5

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

[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.

TABLET

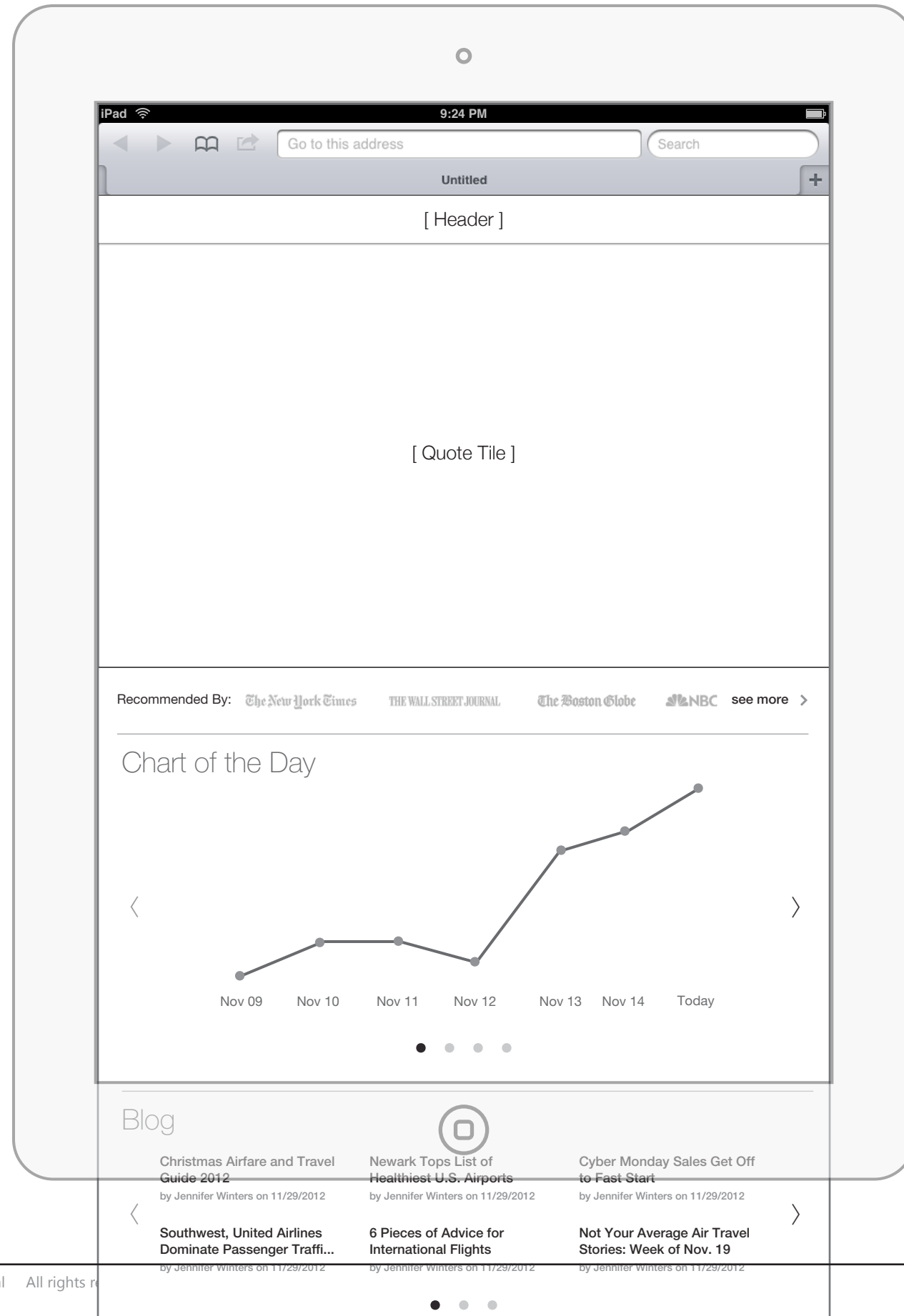
Home page

(Tablet)

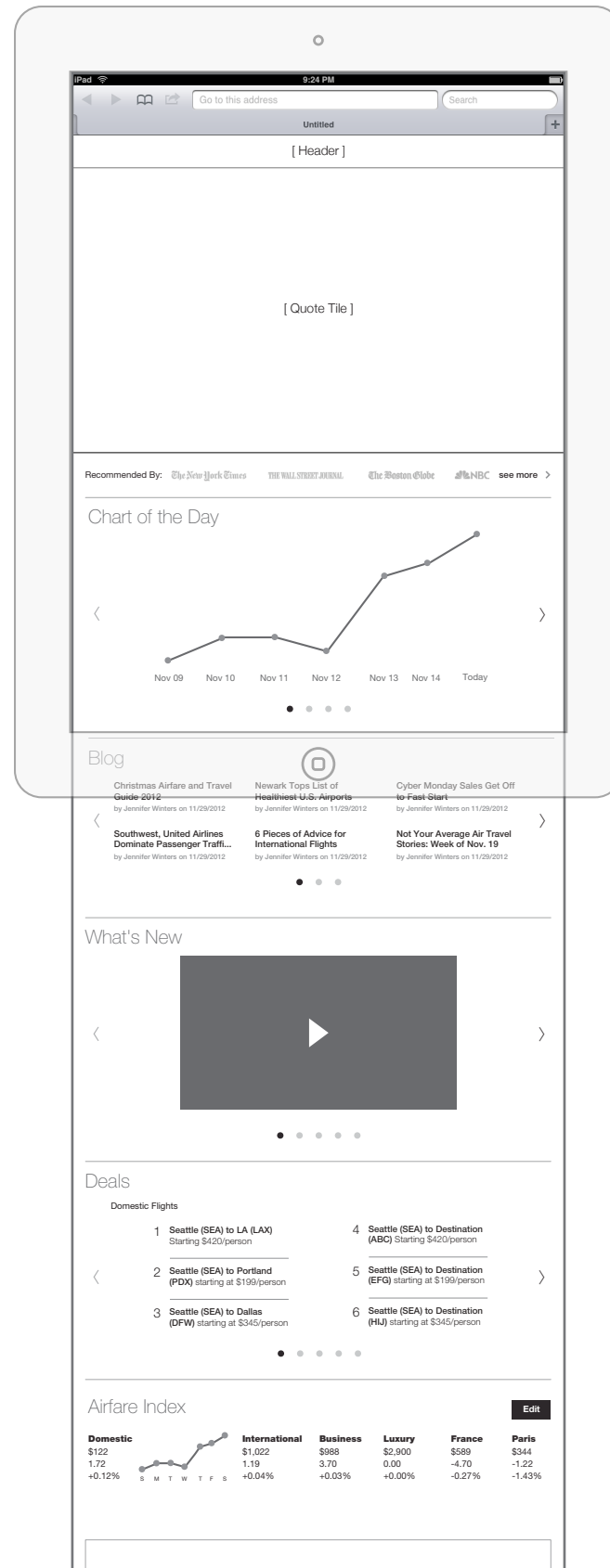
HOMEPAGE

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

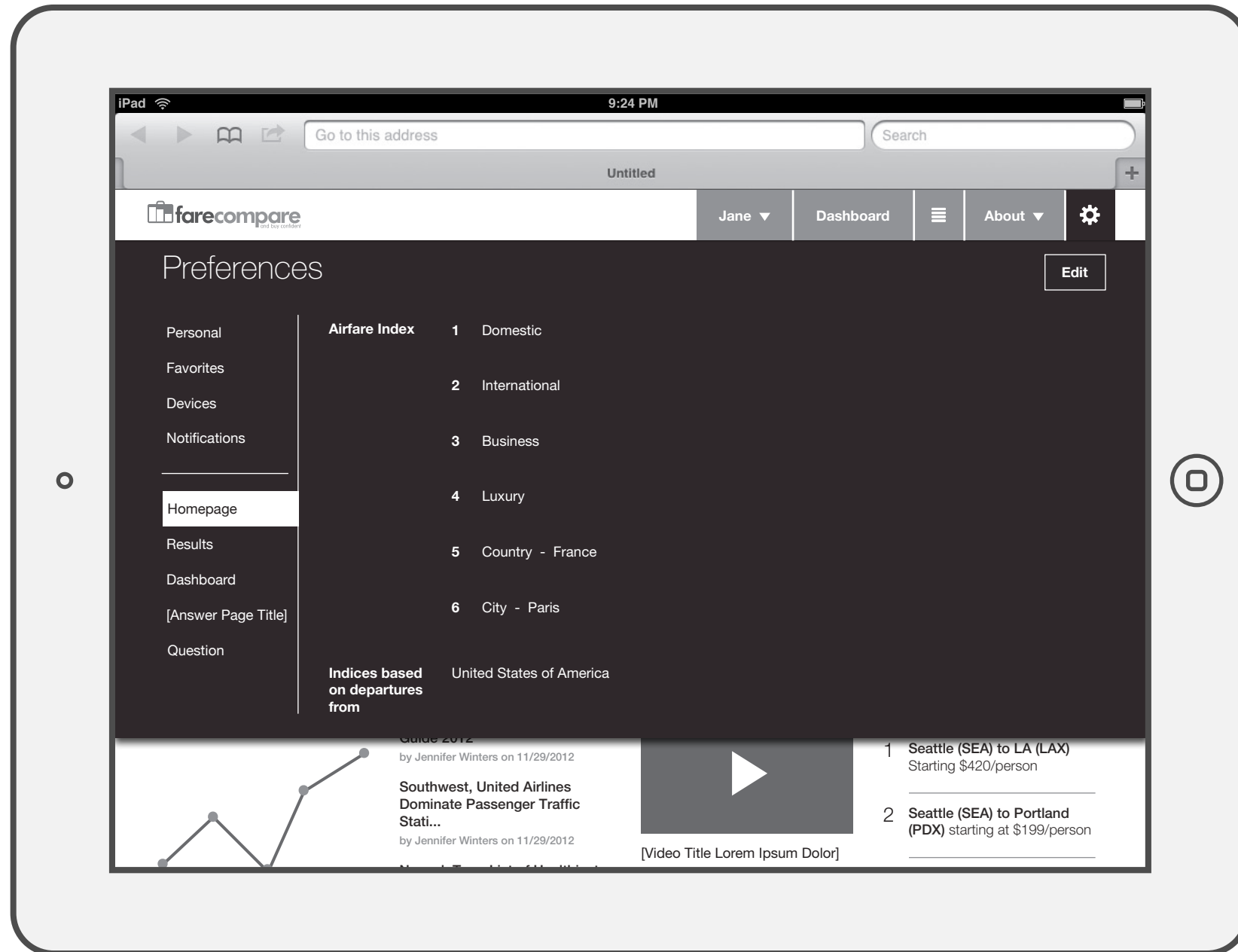
In portrait view, the page content is rearranged to be displayed vertically. The Header, Quote tile, and Chart of the Day will appear above the fold.



HOMEPAGE

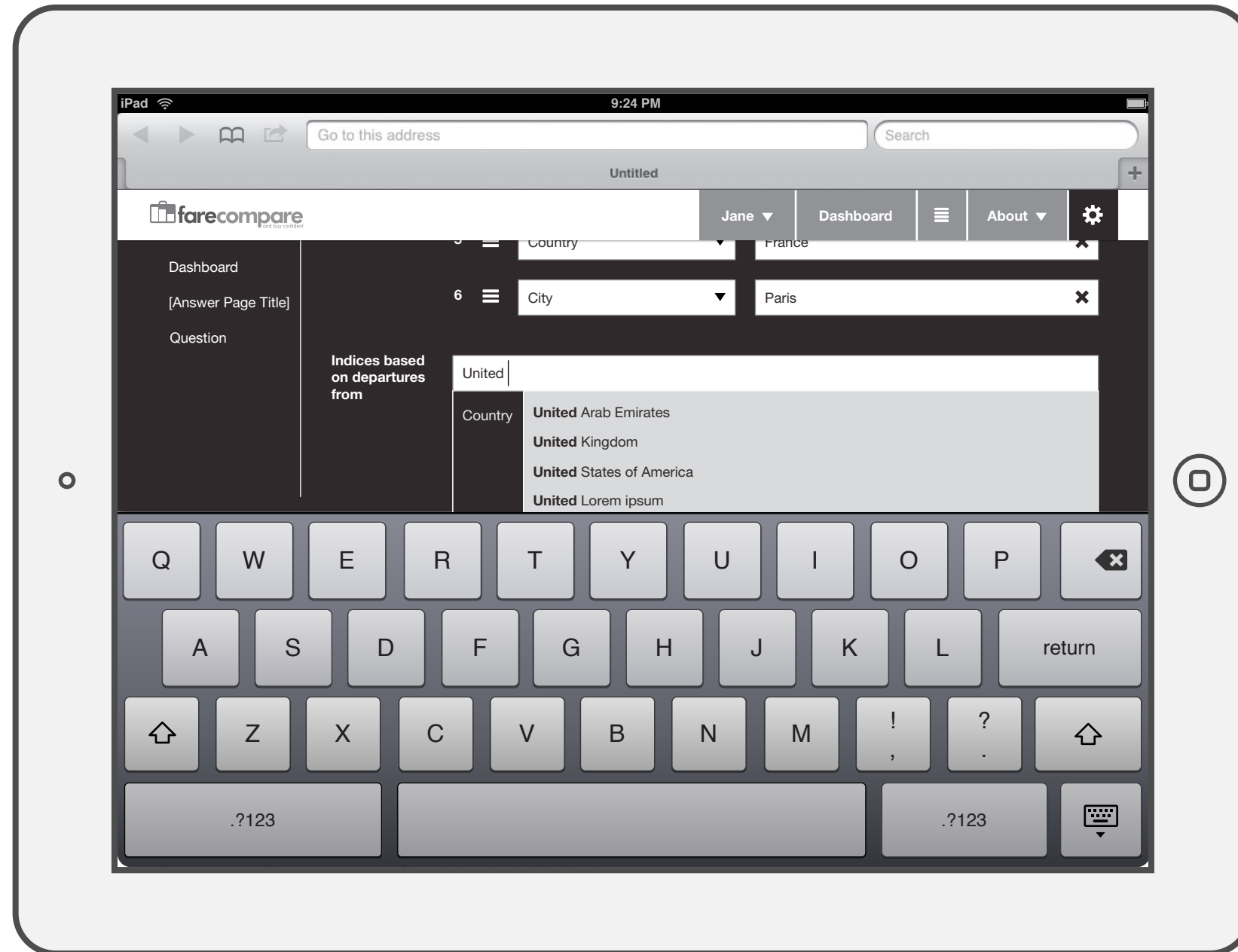


HOMEPAGE - PREFERENCE



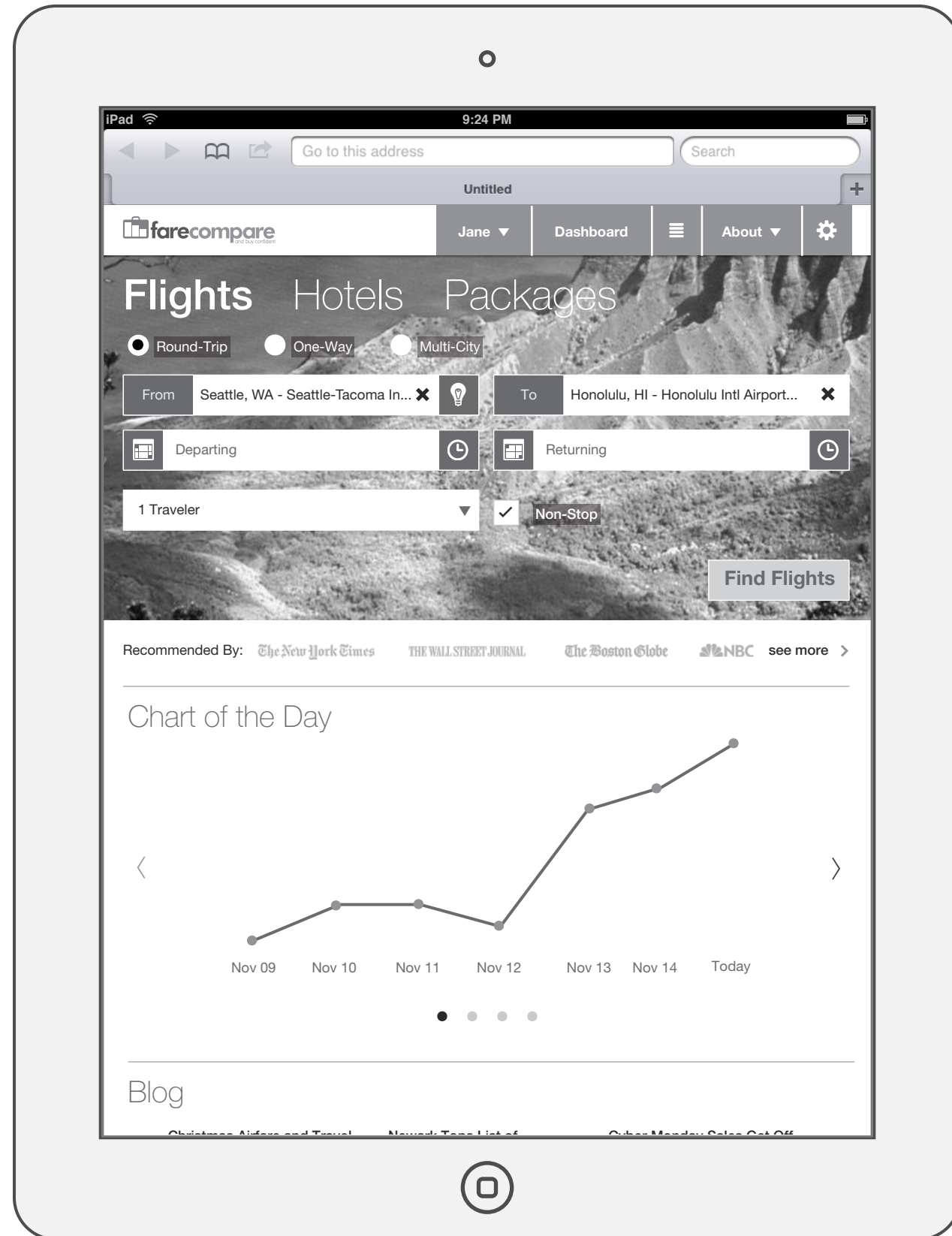
HOMEPAGE - PREFERENCE (EDIT MODE)

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



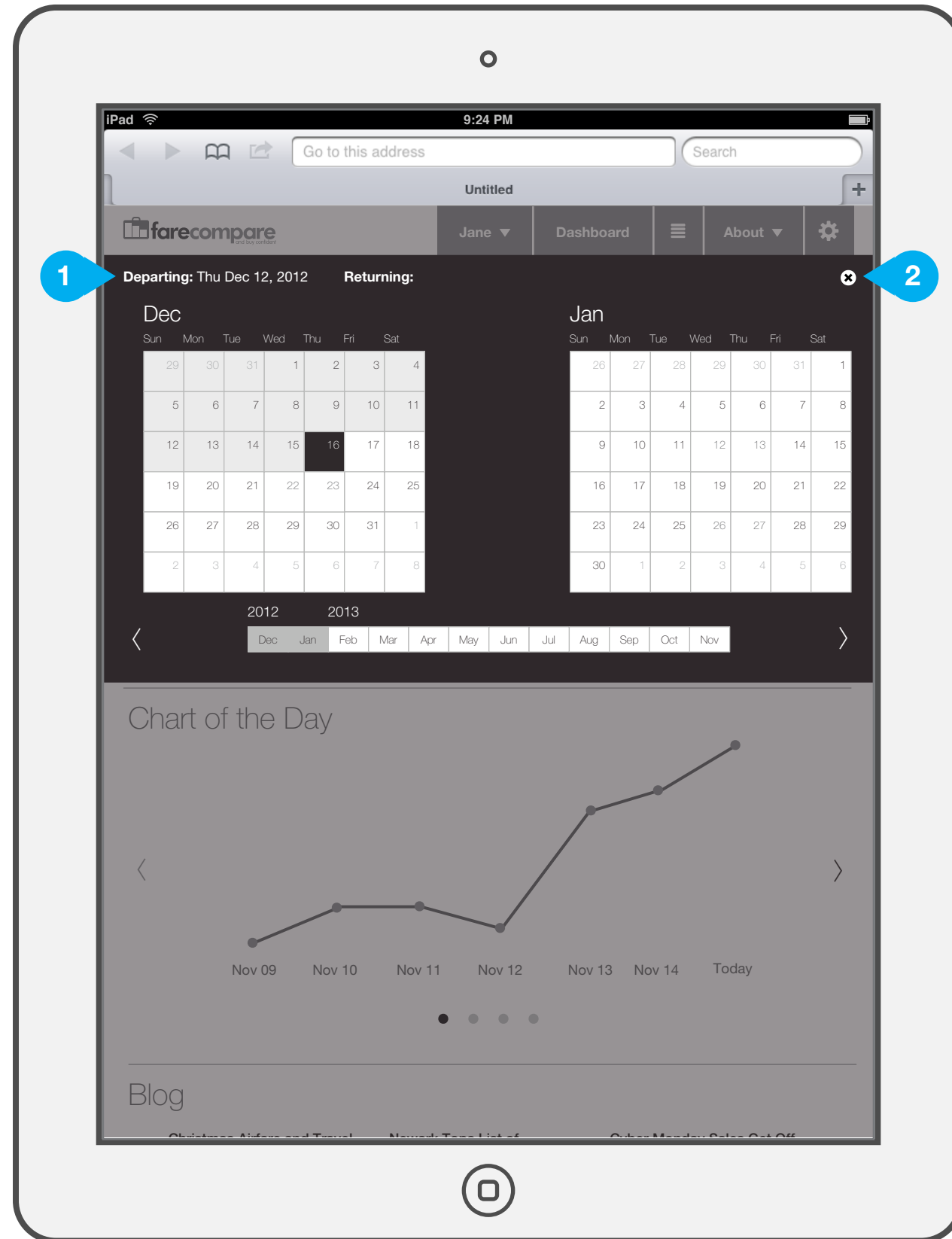
Quote Tile

(Tablet)



QUOTE TILE (PORTRAIT VIEW)

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



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

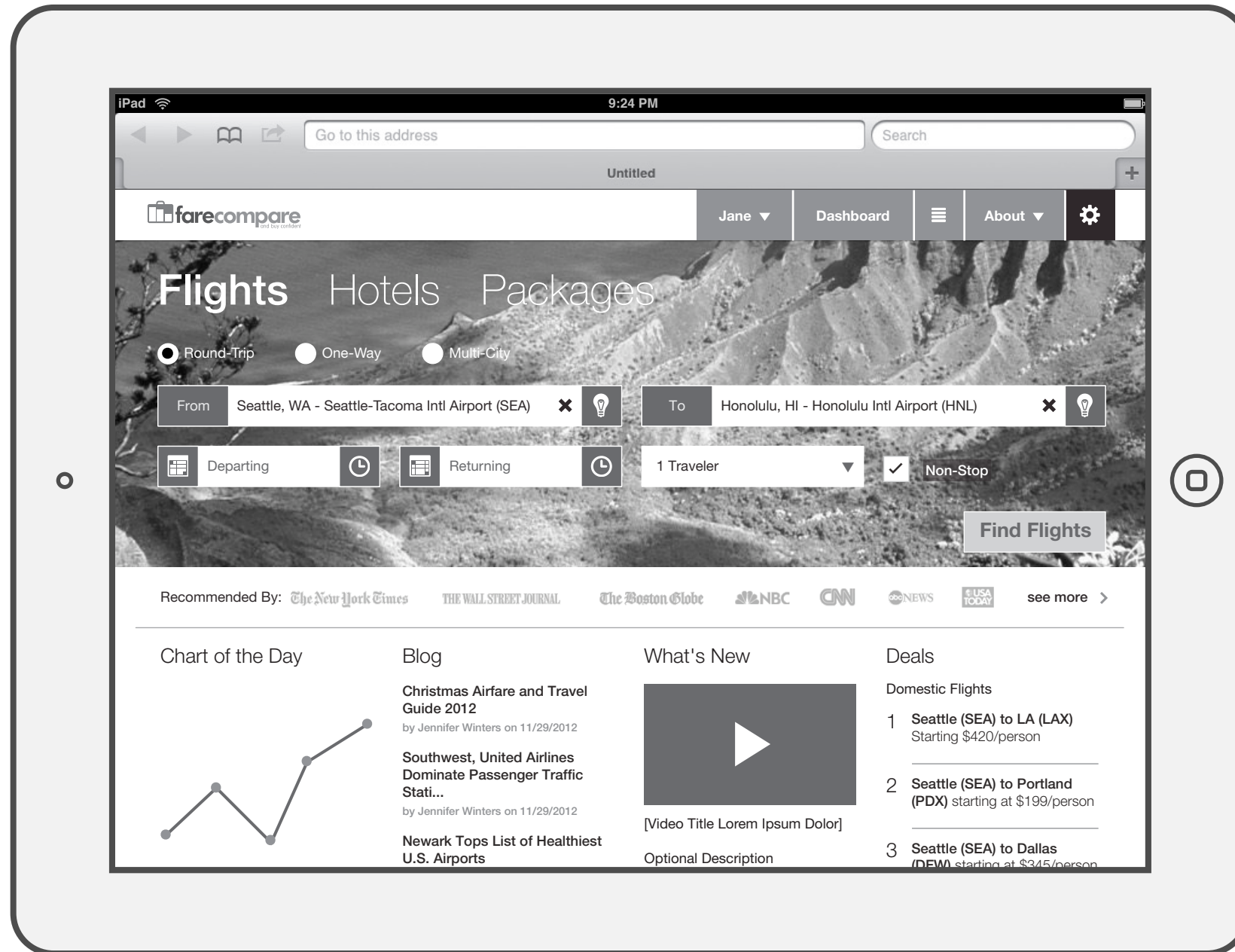
Informs users of selected dates.

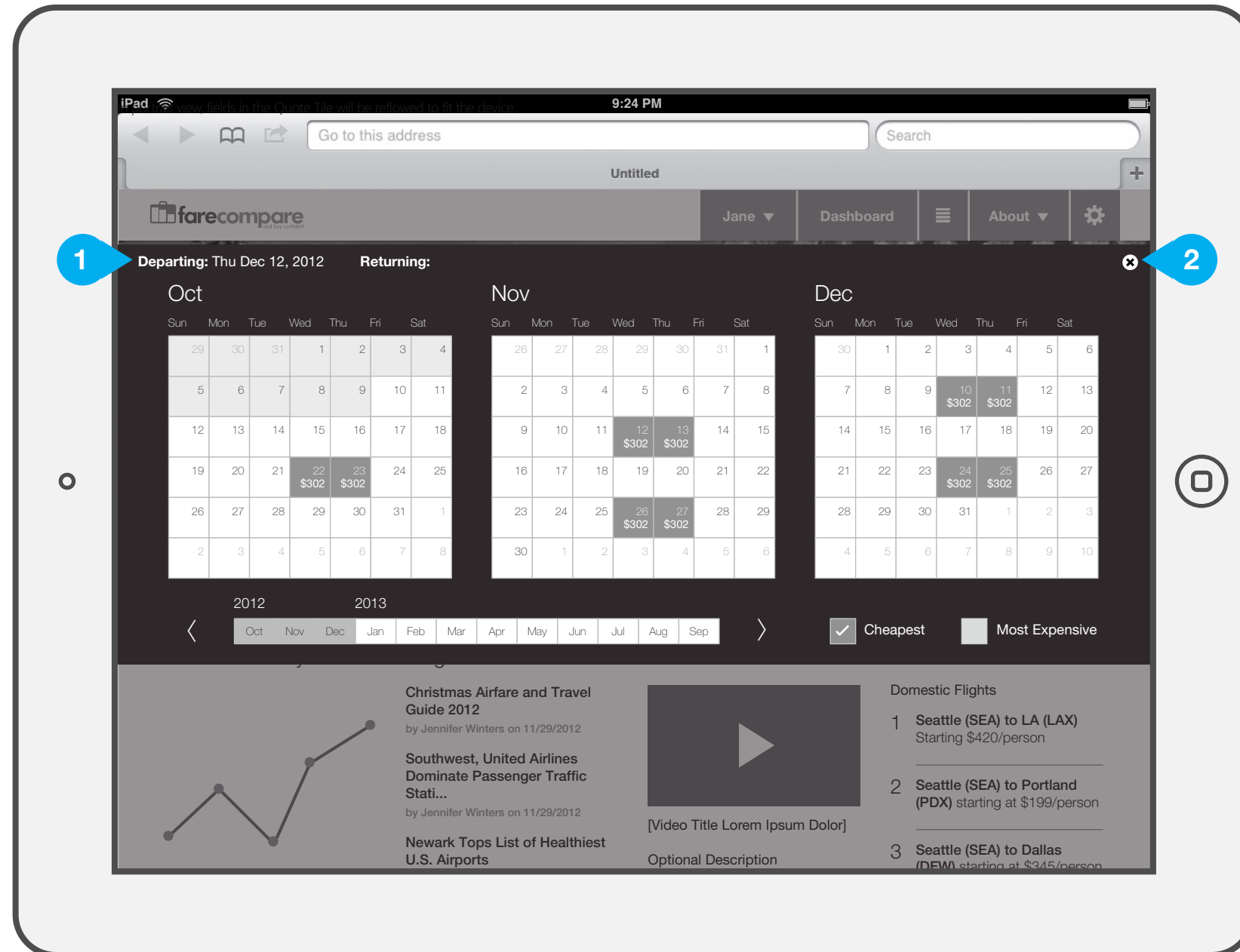
2 Exit

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.

QUOTE TILE (LANDSCAPE VIEW)

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





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

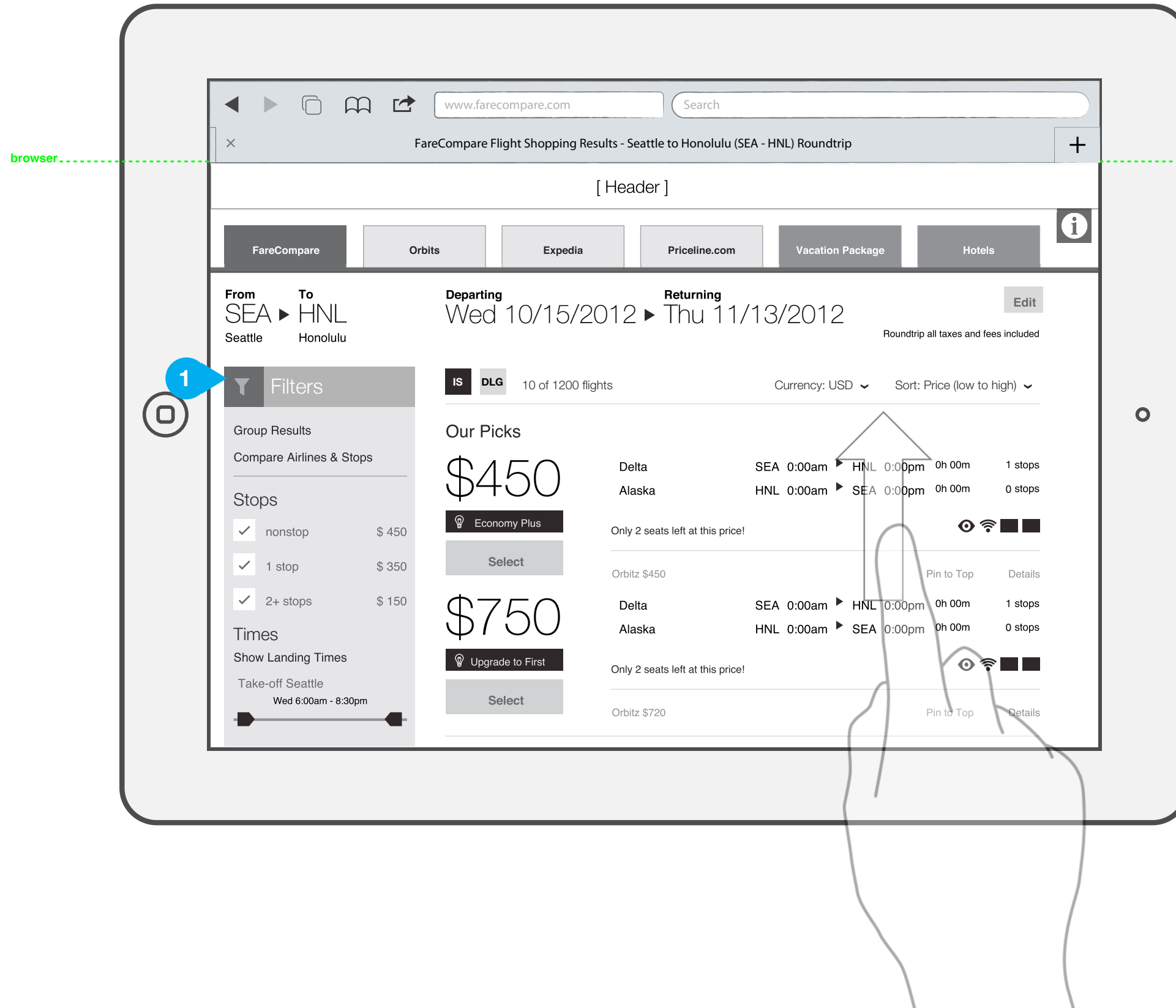
Informs users of selected dates.

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.

Results Page

(Tablet)



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

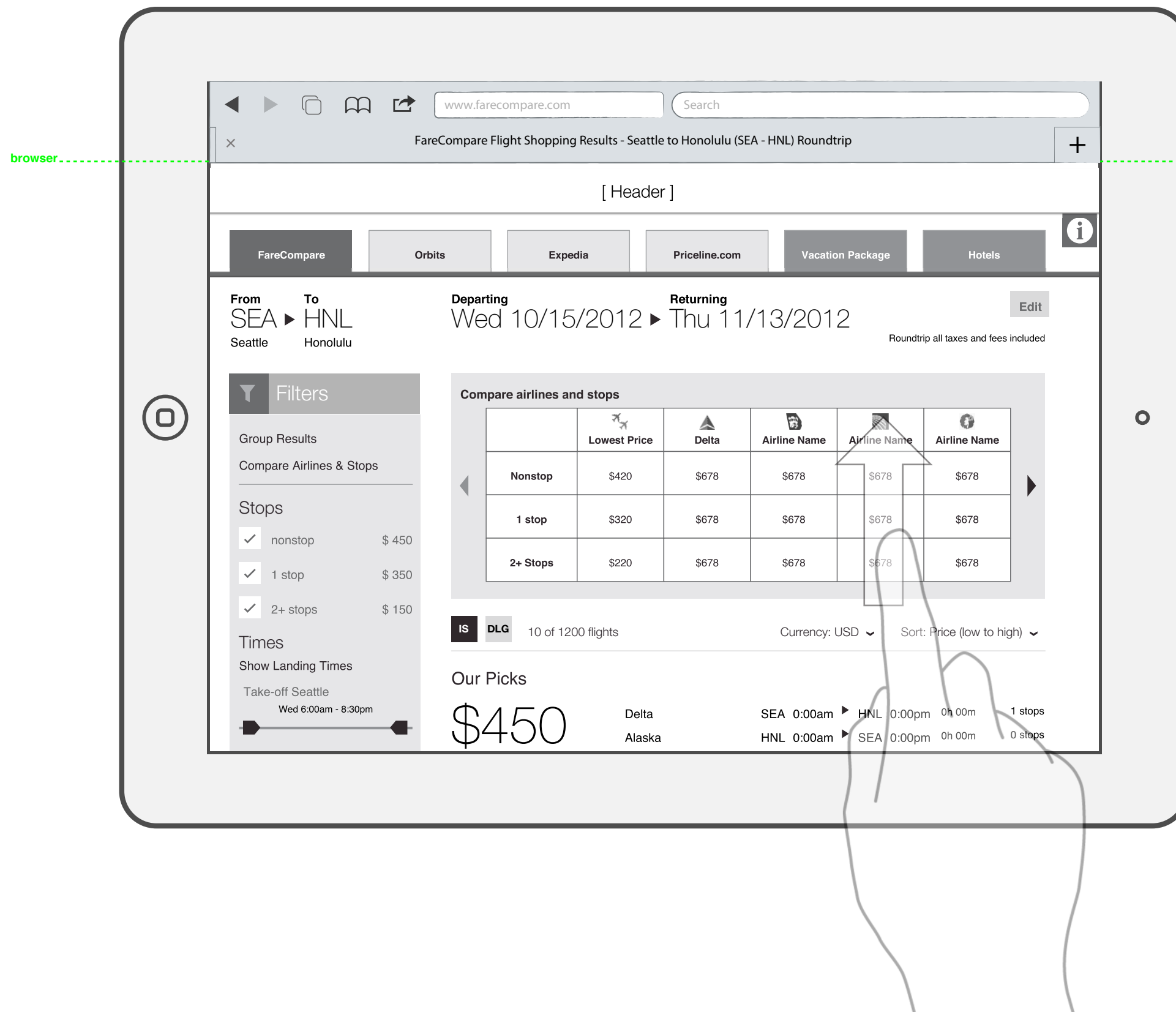
Filter icon will have consistent position on the left side of the page above filters on desktop and tablet landscape experience. On a tablet portrait mode all filters will be minimized into a drop down, like on the phone.

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.

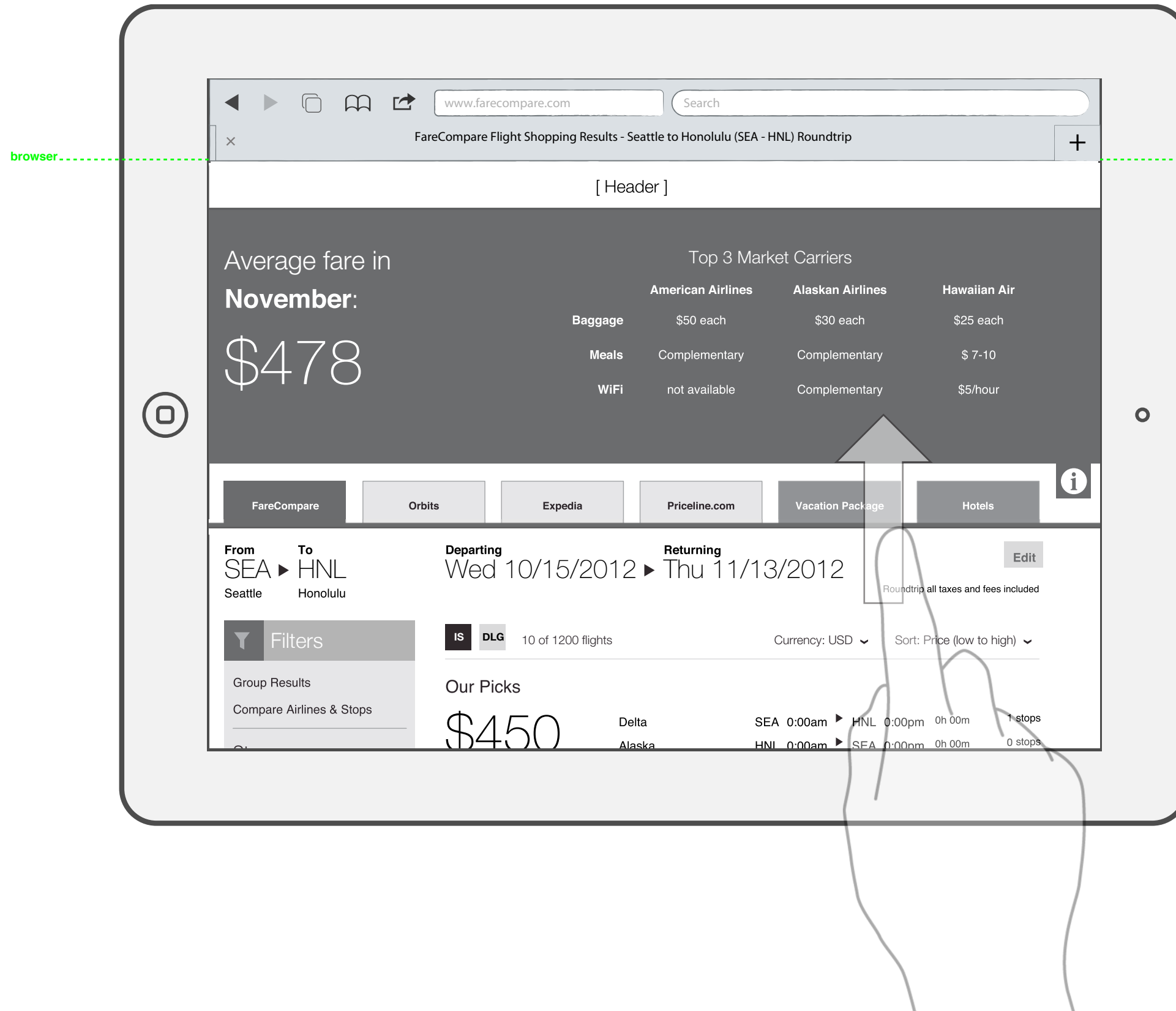


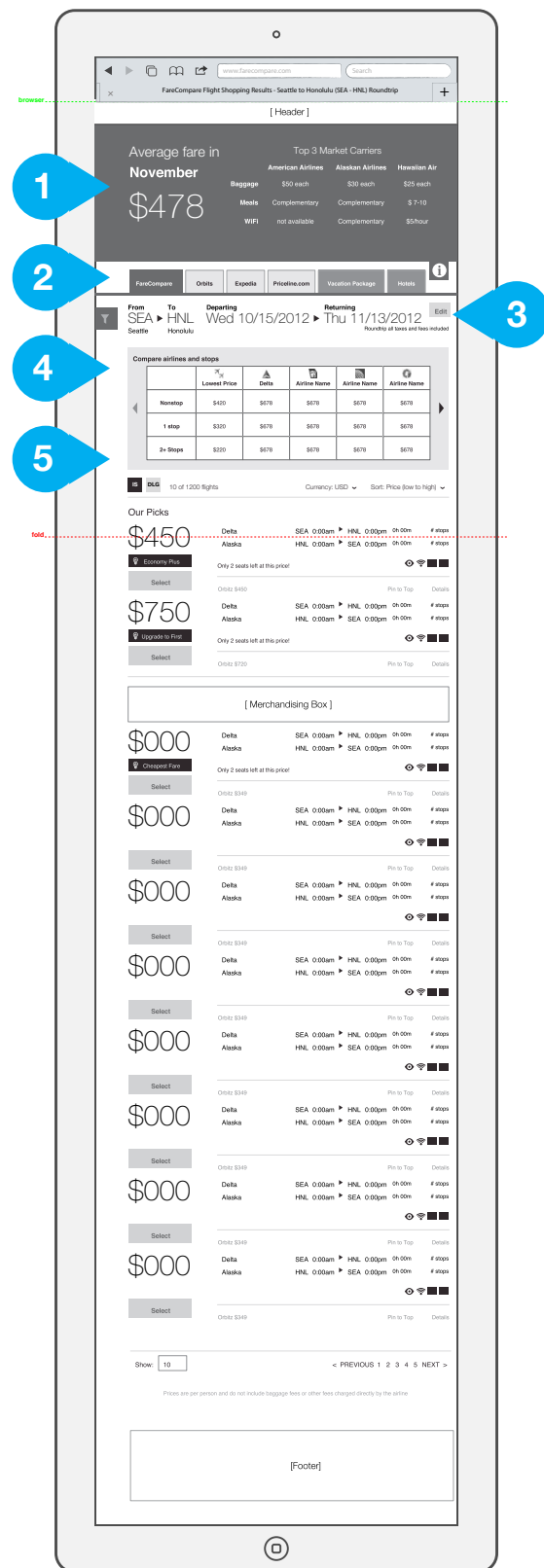
RESULTS PAGE WITH PAGE - LEVEL ADVICE

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.





RESULTS PAGE - FULL VIEW

Complete view of the Results page in a portrait mode

1 Page-level advice

All content will be reflow 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

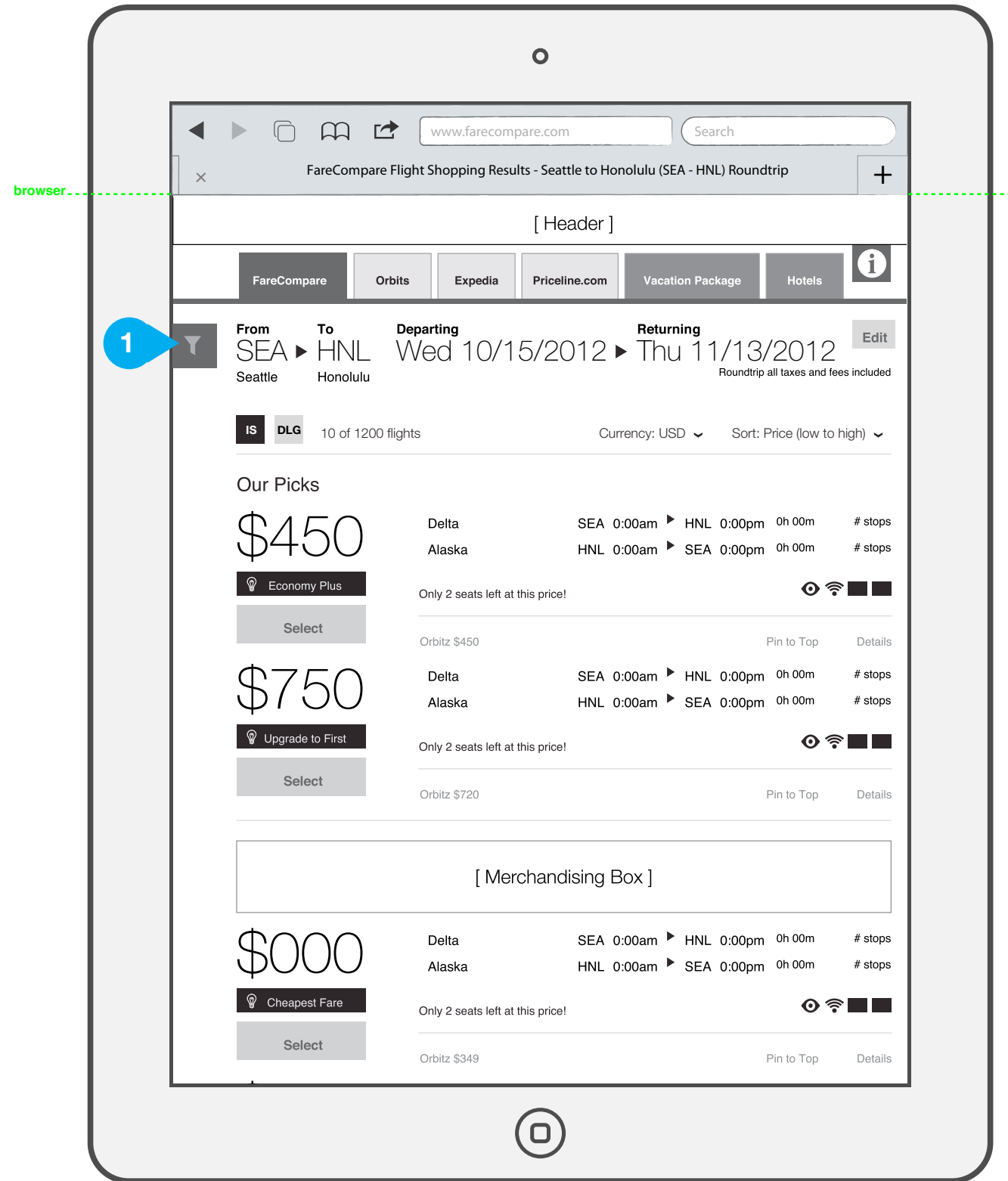
Route Info will be closer

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.

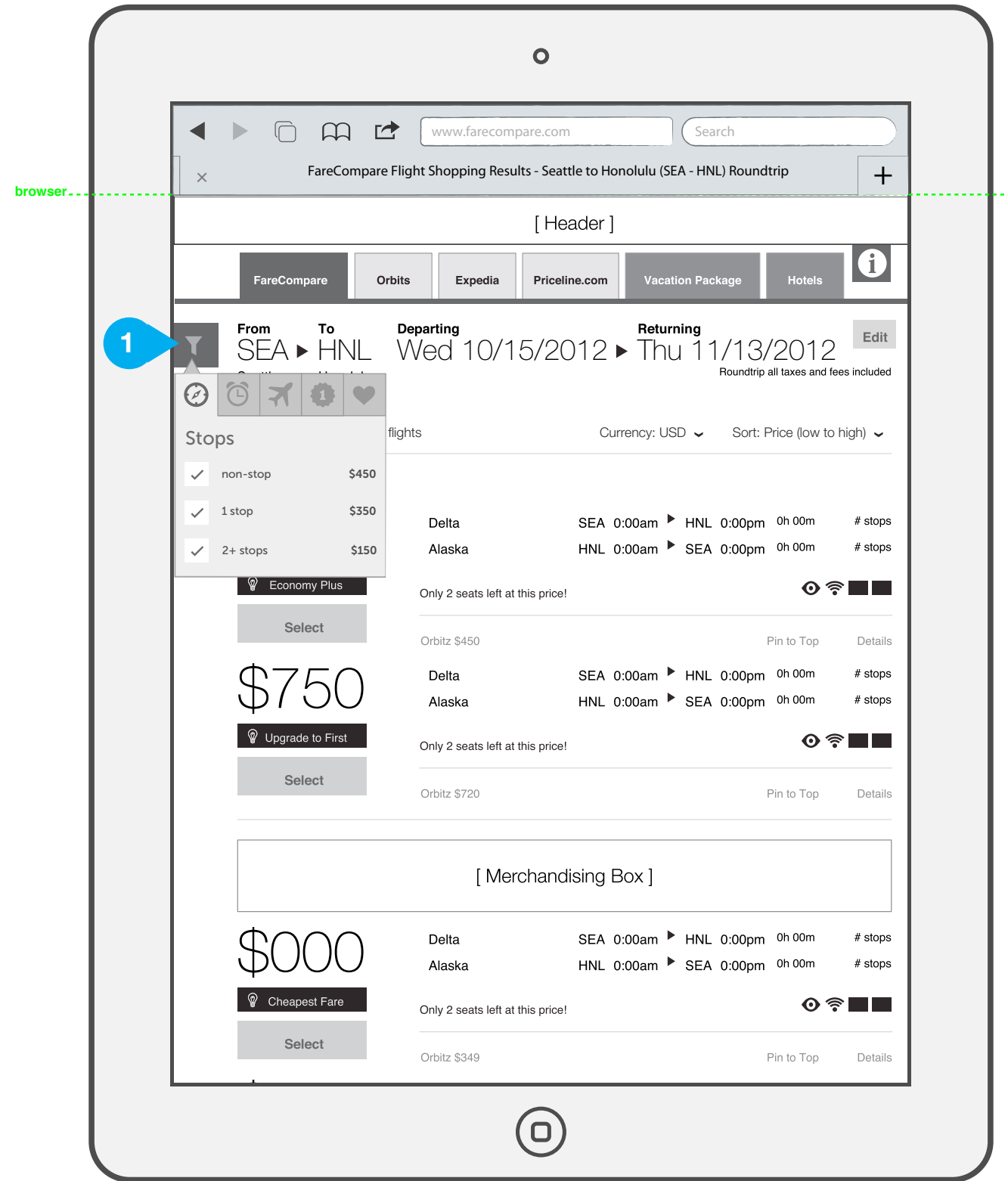


RESULTS LIST (ITINERARY SUMMARY VIEW)

Search results will be the same as desktop experience.

1. Filters minimized

Consistent experience between portrait tablet mode and phone.



FILTERS REVEAL

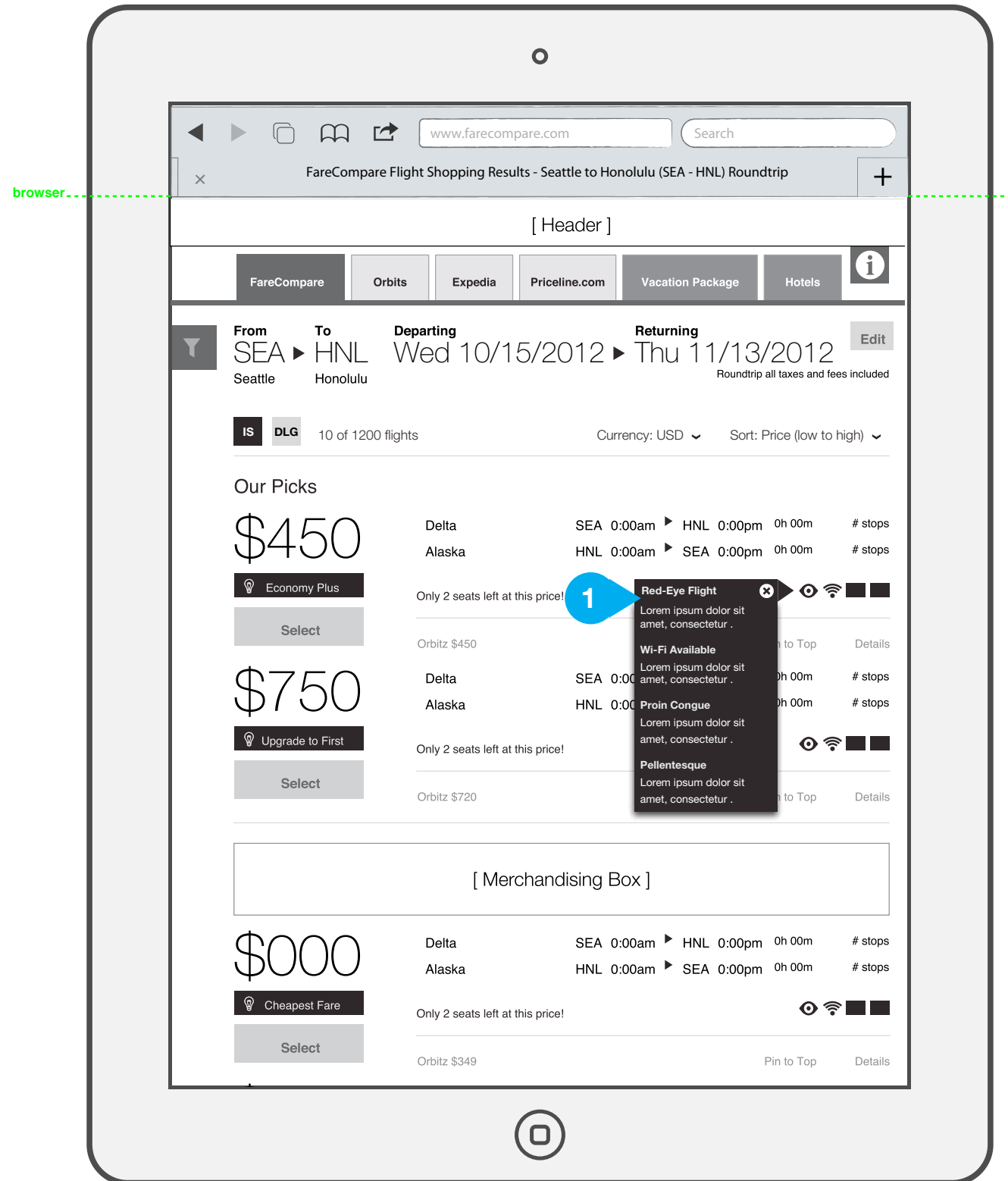
1. Filters drop down

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.

ITINERARY ADDITIONAL INFORMATION

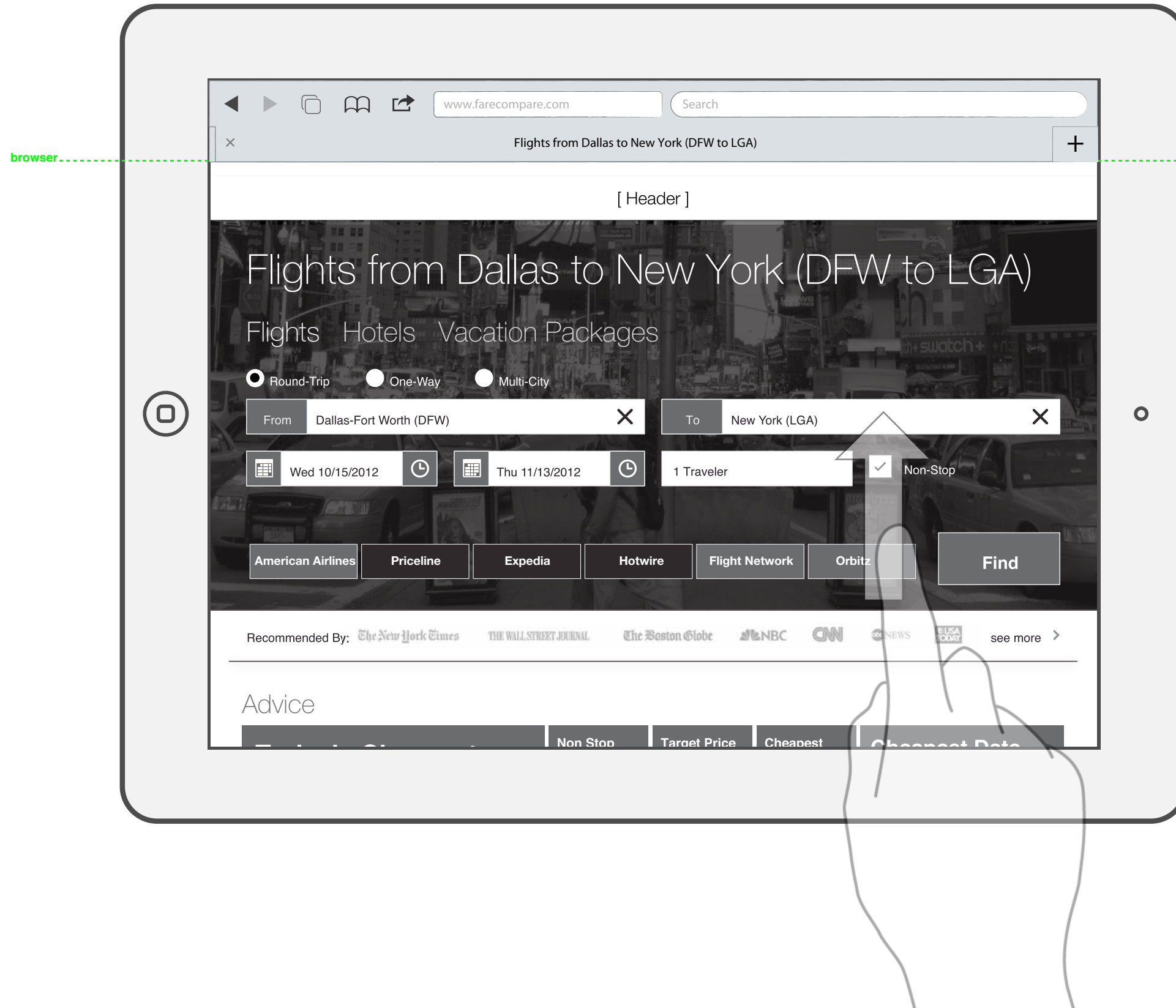
1 Additional Information

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.



Answer Page

(Tablet)

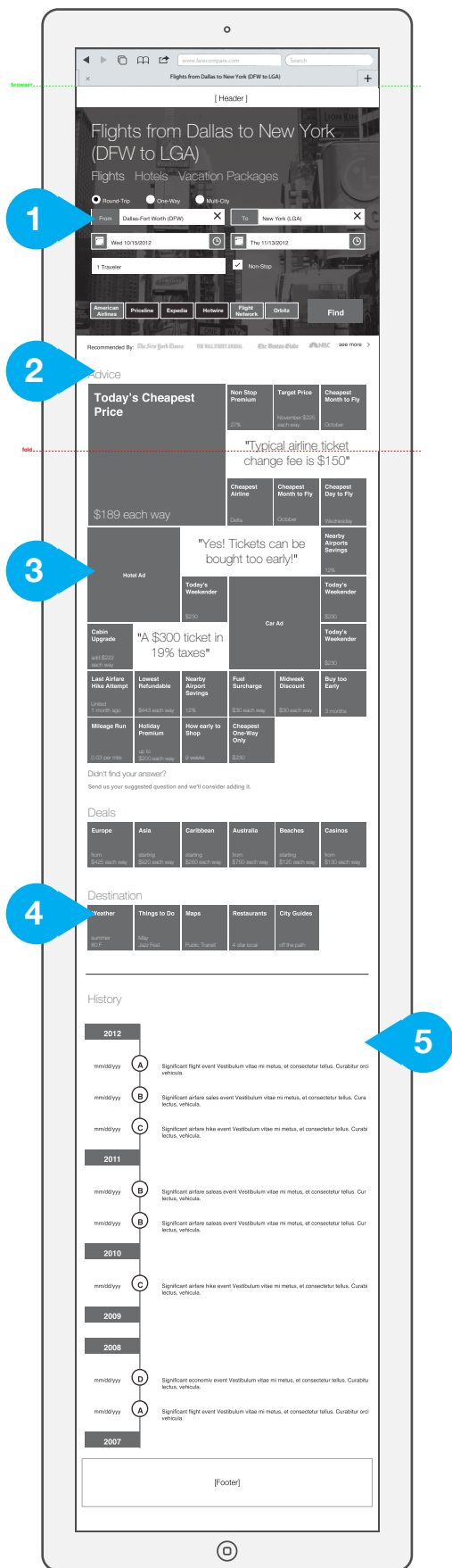


ANSWER PAGE (LANDSCAPE)

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.



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

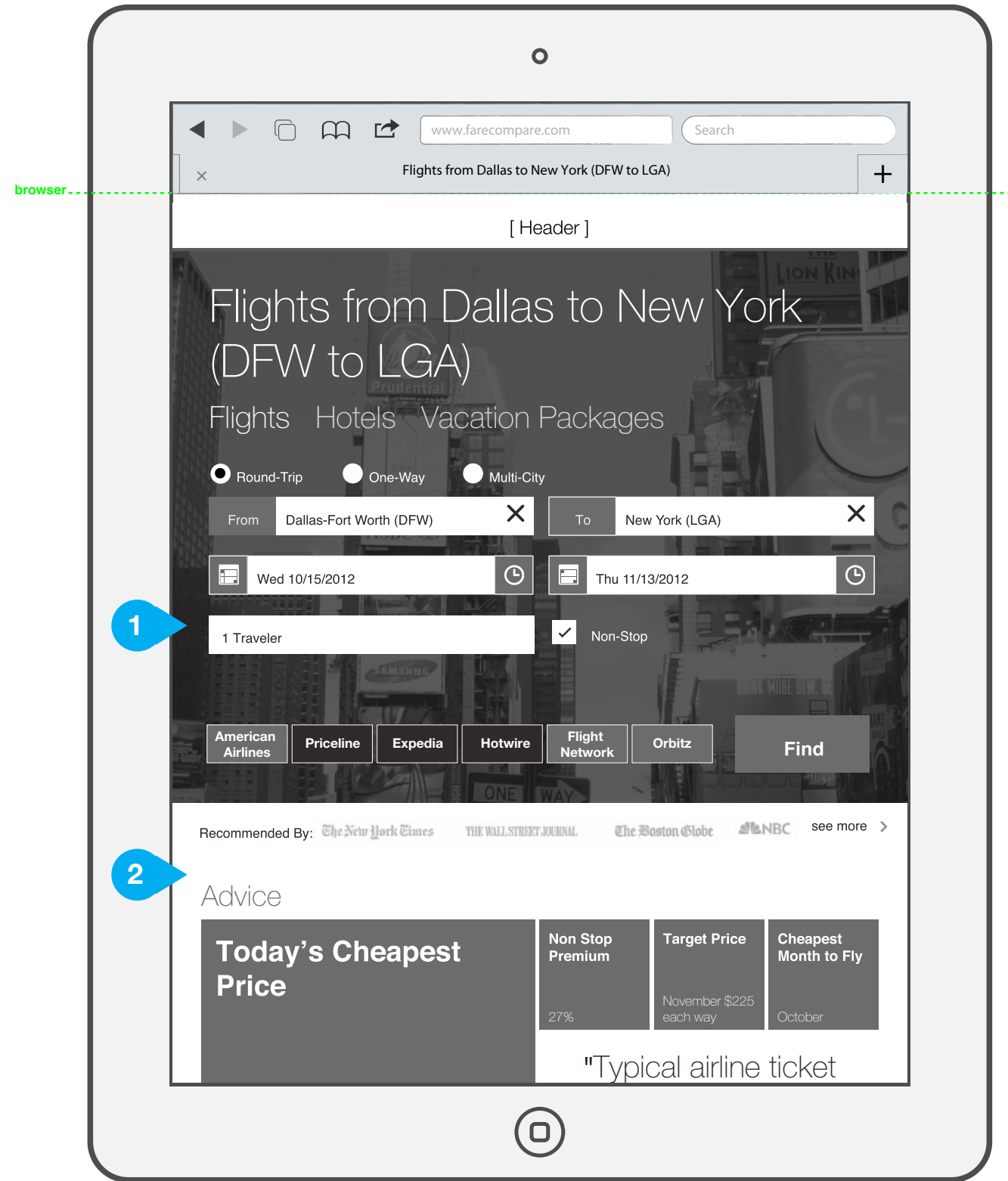
Tiles will reflow down the page

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.



QUOTE TILE

1 Quote tile

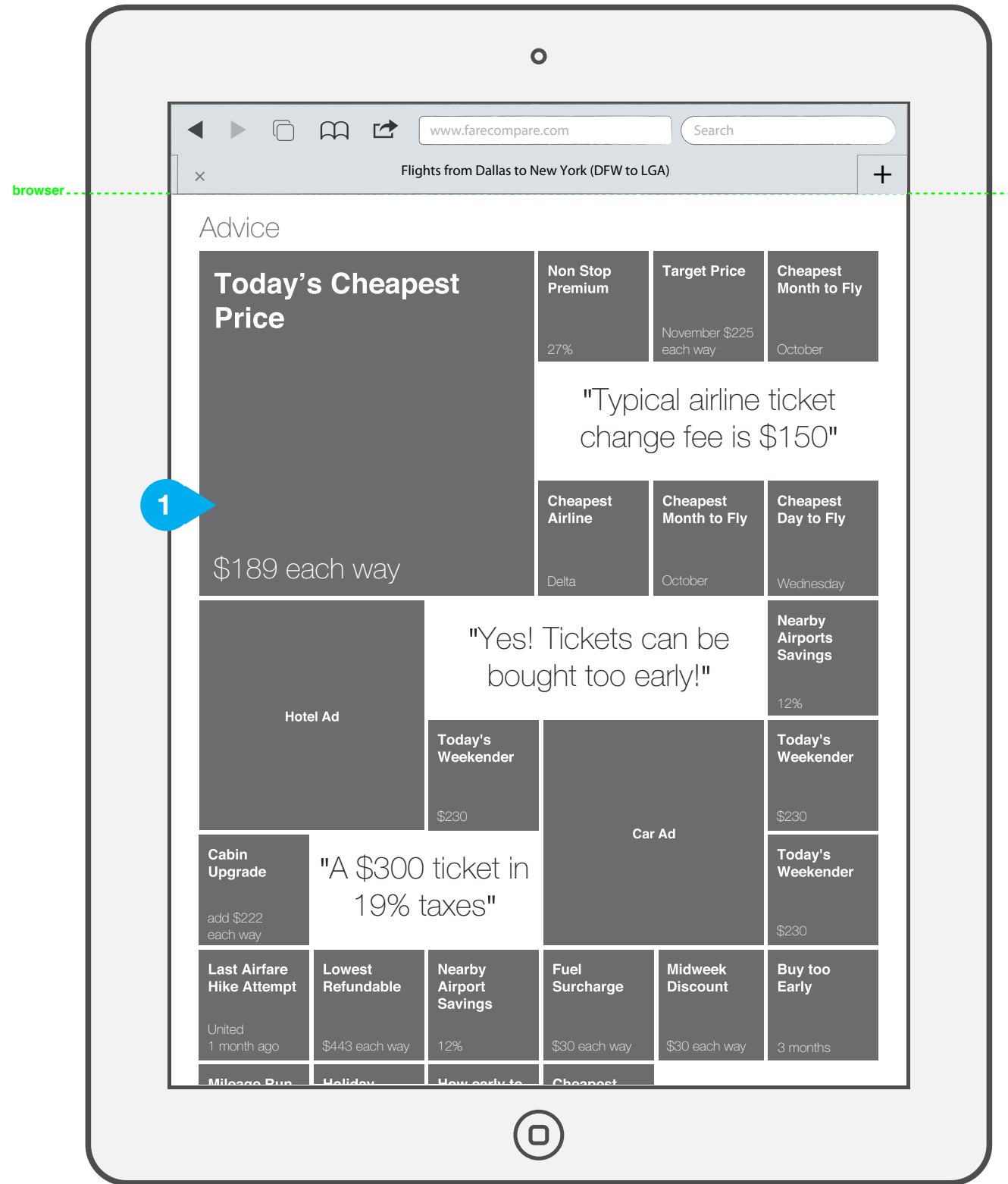
Quote tile will have form fields stuck over each other.

2 Recommended by

This section will have less references.

ADVICE GROUP

1 Advice tile group
Tiles will reflow down the page



ADVICE TILE REVEAL

1 Content

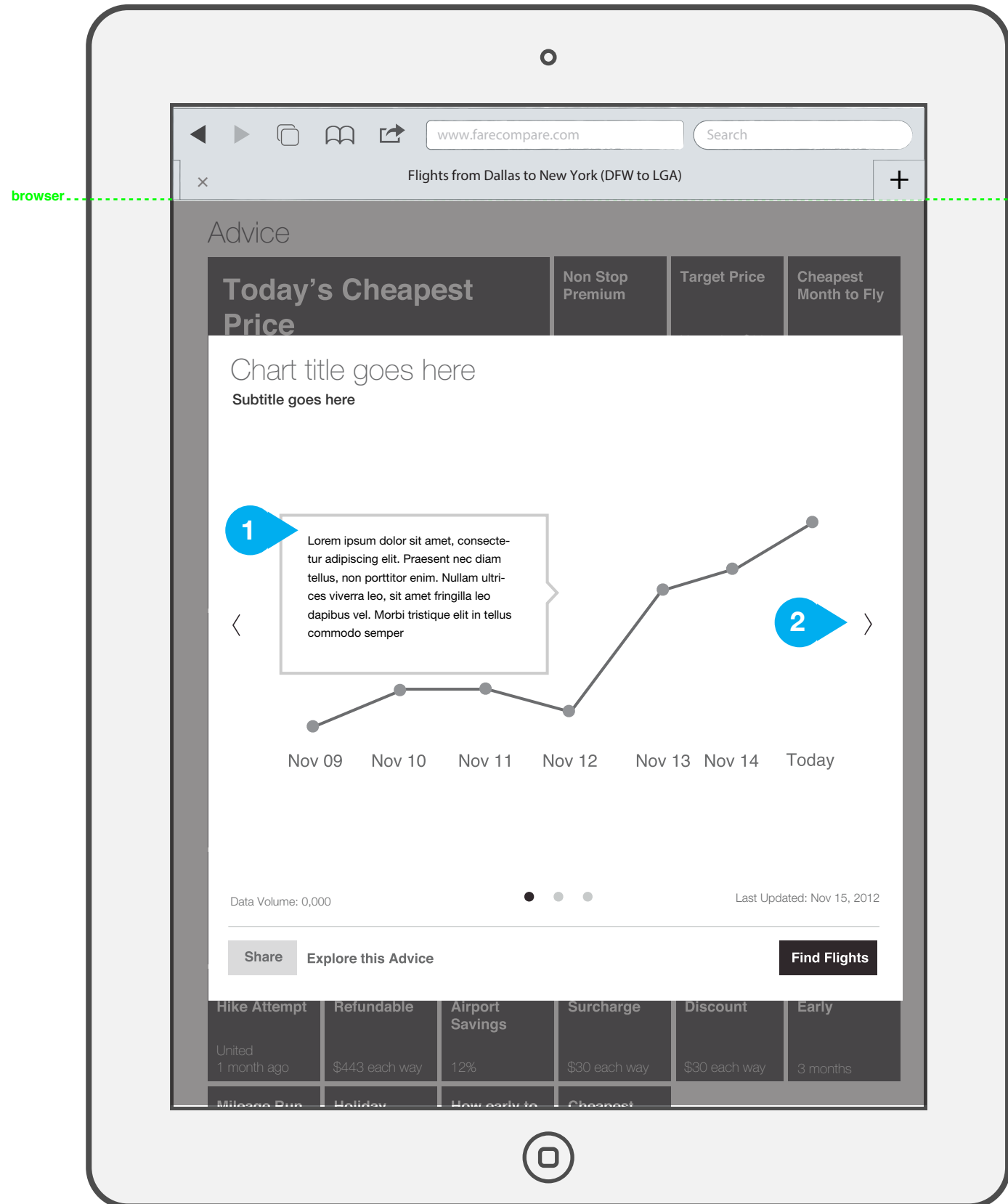
Text will appear on tap. The primary functionality for this text is SEO purposes as well as for visually impaired users, whos audio readers will read this content to the user.

2 Chart

Will advance on swipe and on tapping of the chevrons.

3 Tile Edit options

Same functionality as desktop experience. See page 29.



ADVICE TILE REVEAL - SHARE

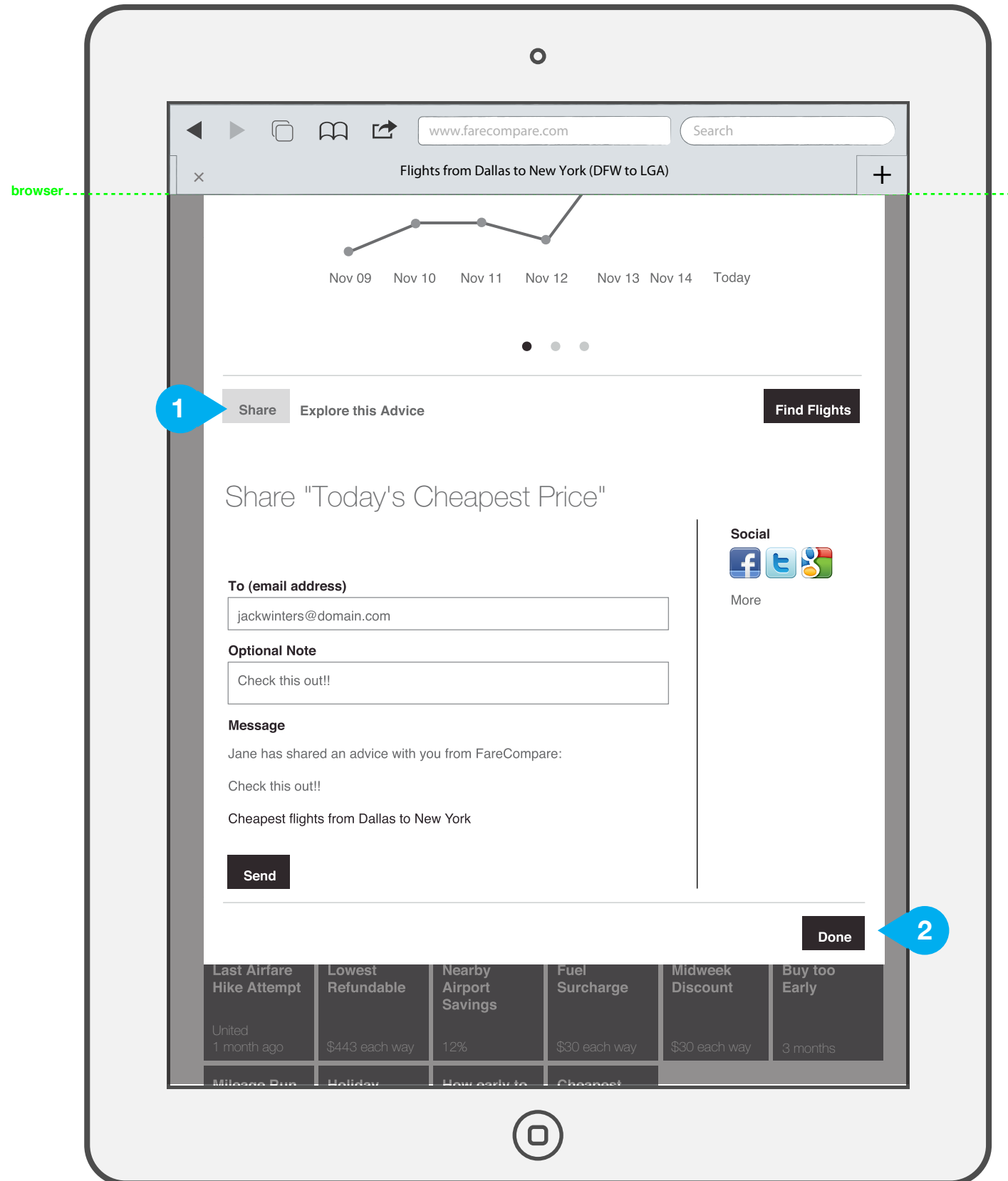
1. Share button.

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)

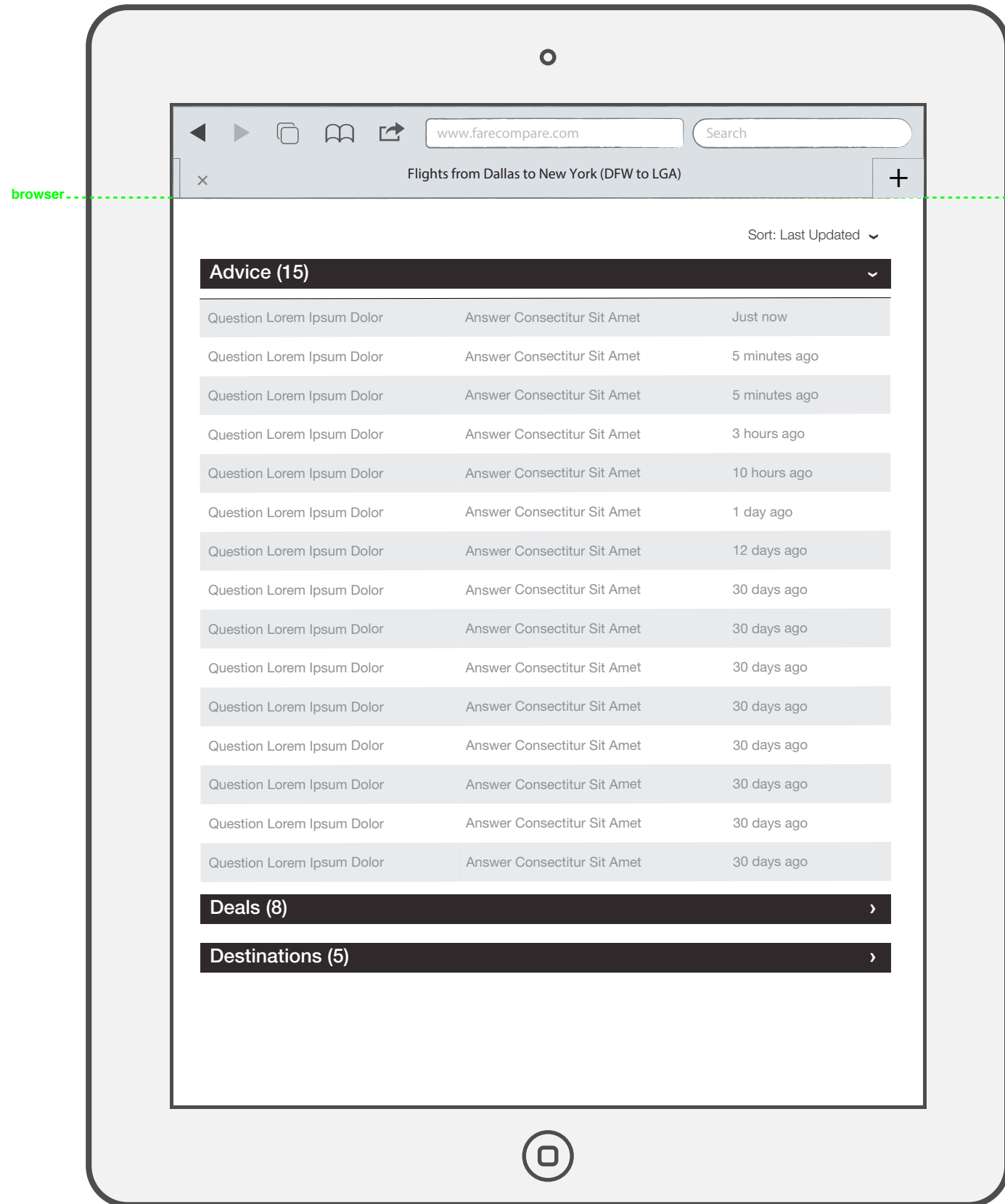
2 Done

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



LIST VIEW

Page will resize content by bringing columns closer together.



Dashboard Page

(Tablet)

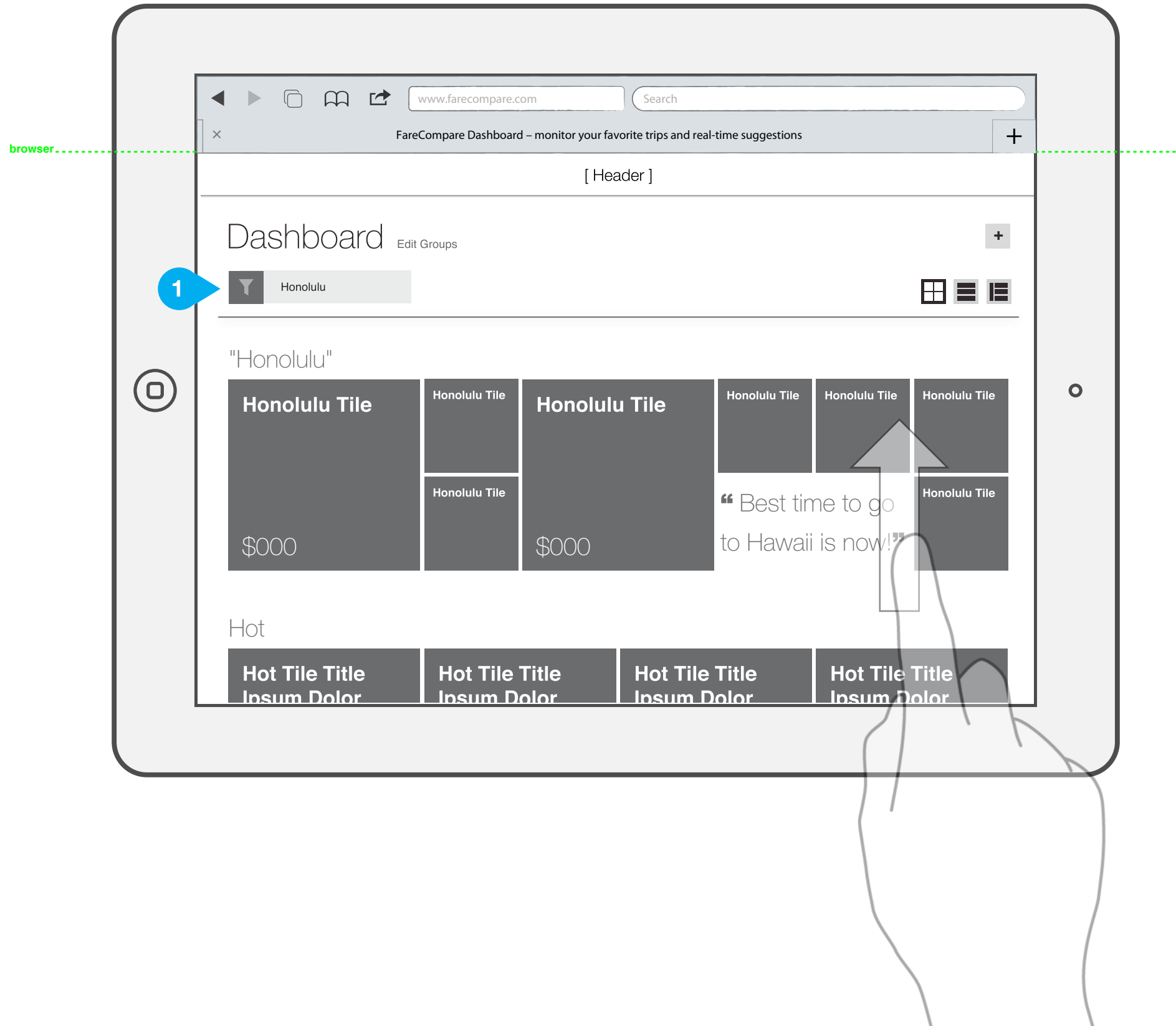
DASHBOARD LANDSCAPE MODE

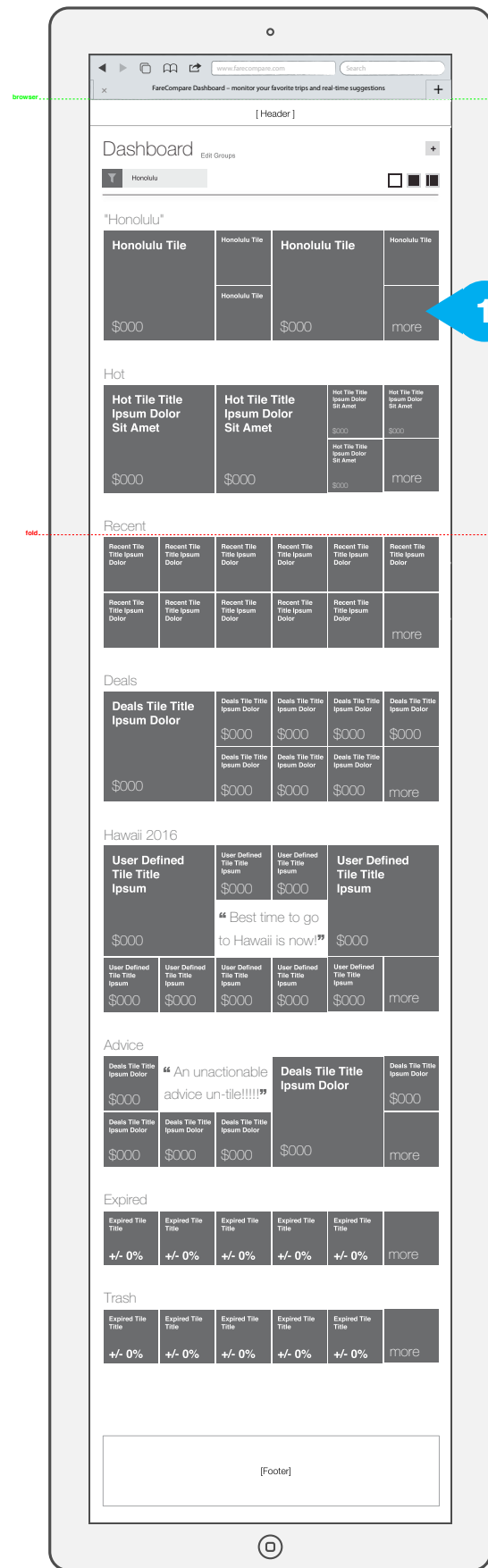
In the landscape mode users will be able to see first group of tiles preview and pick of the following group

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

1. Filter 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.





DASHBOARD

Complete view of the Dashboard page in a portrait mode

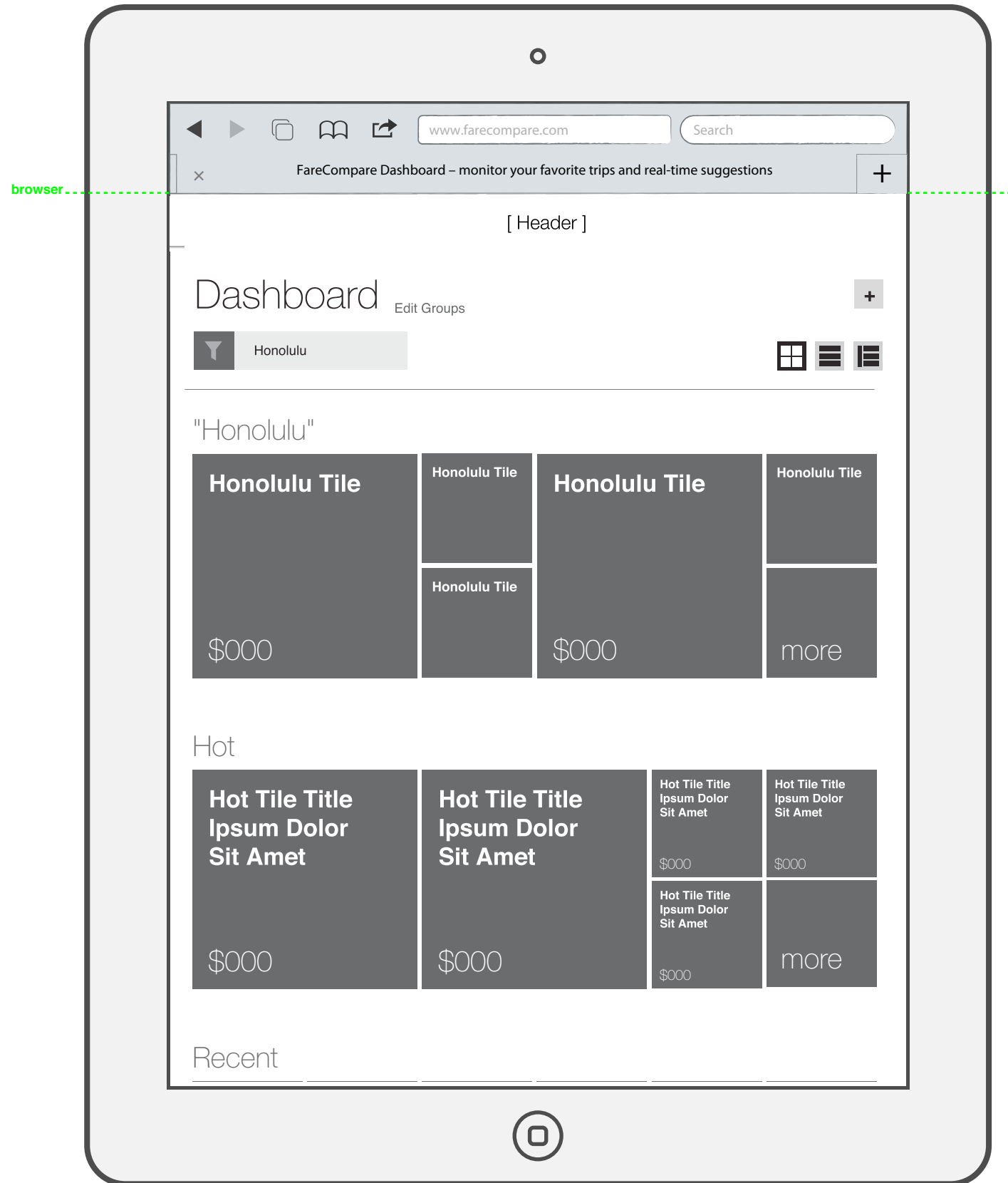
1. More

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.

DASHBOARD HEADER

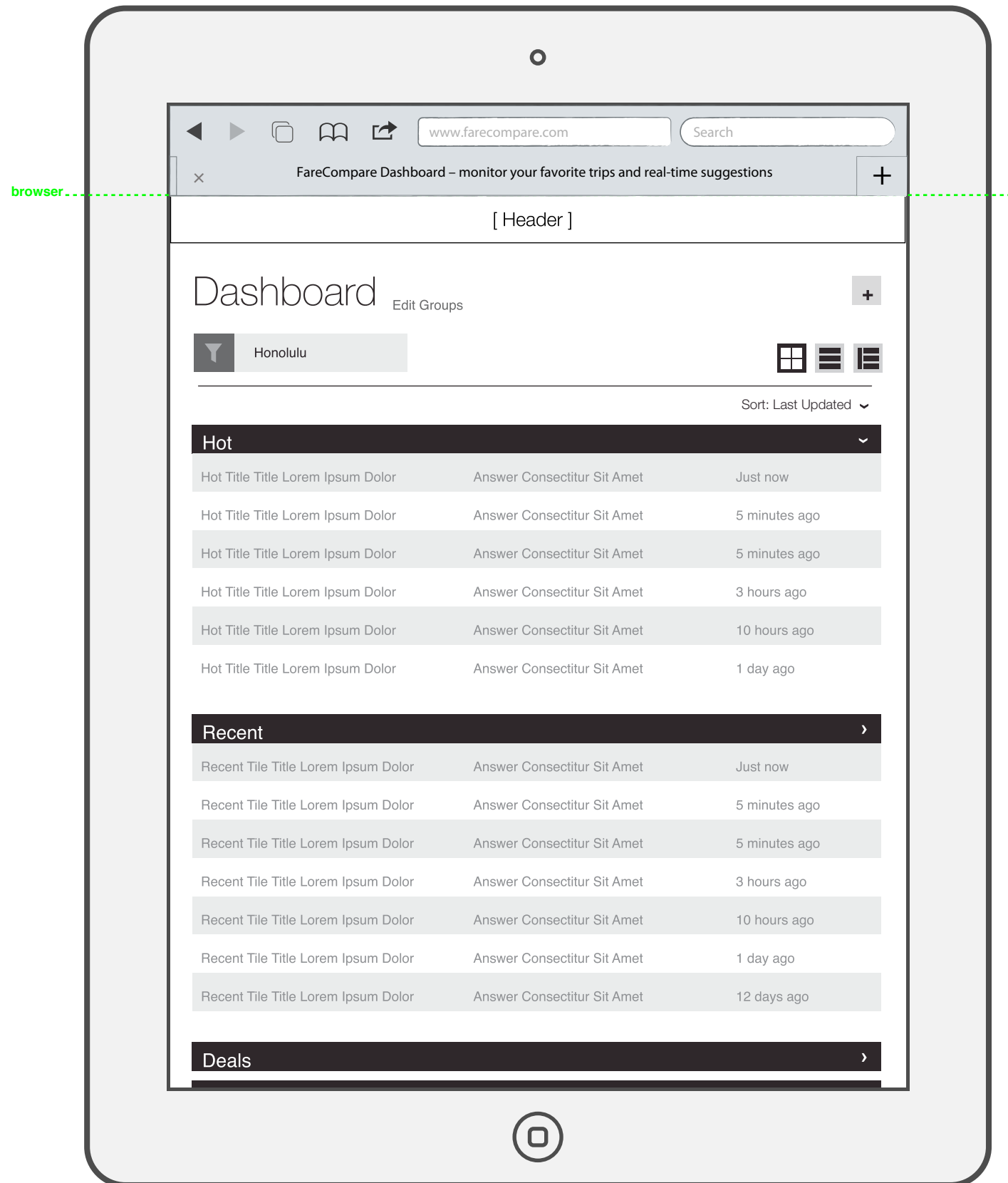
The Dashboard Header is fixed on top on vertical scroll.

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



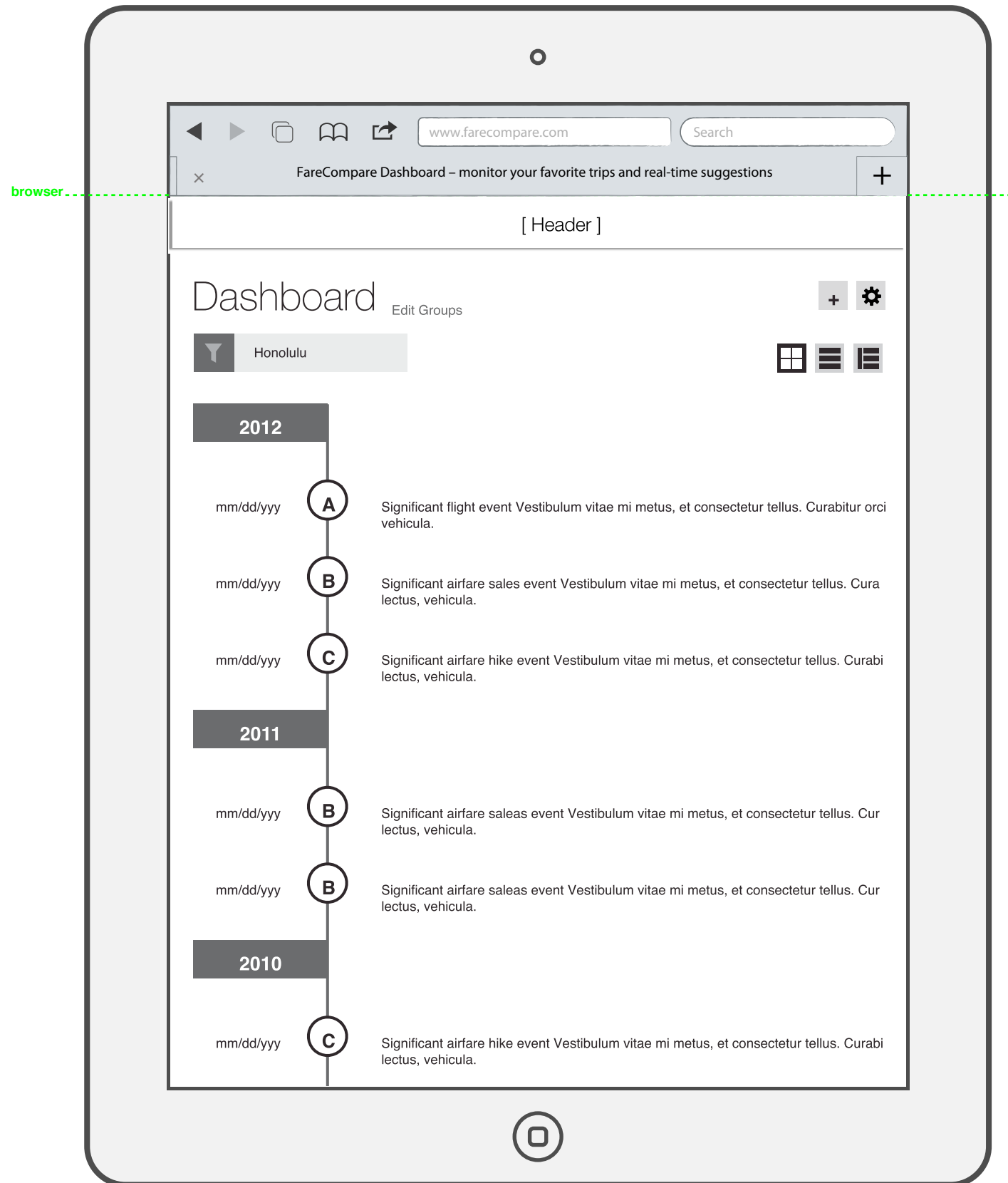
DASHBOARD HEADER - TOGGLE LIST

Page will resize content by bringing columns closer together.



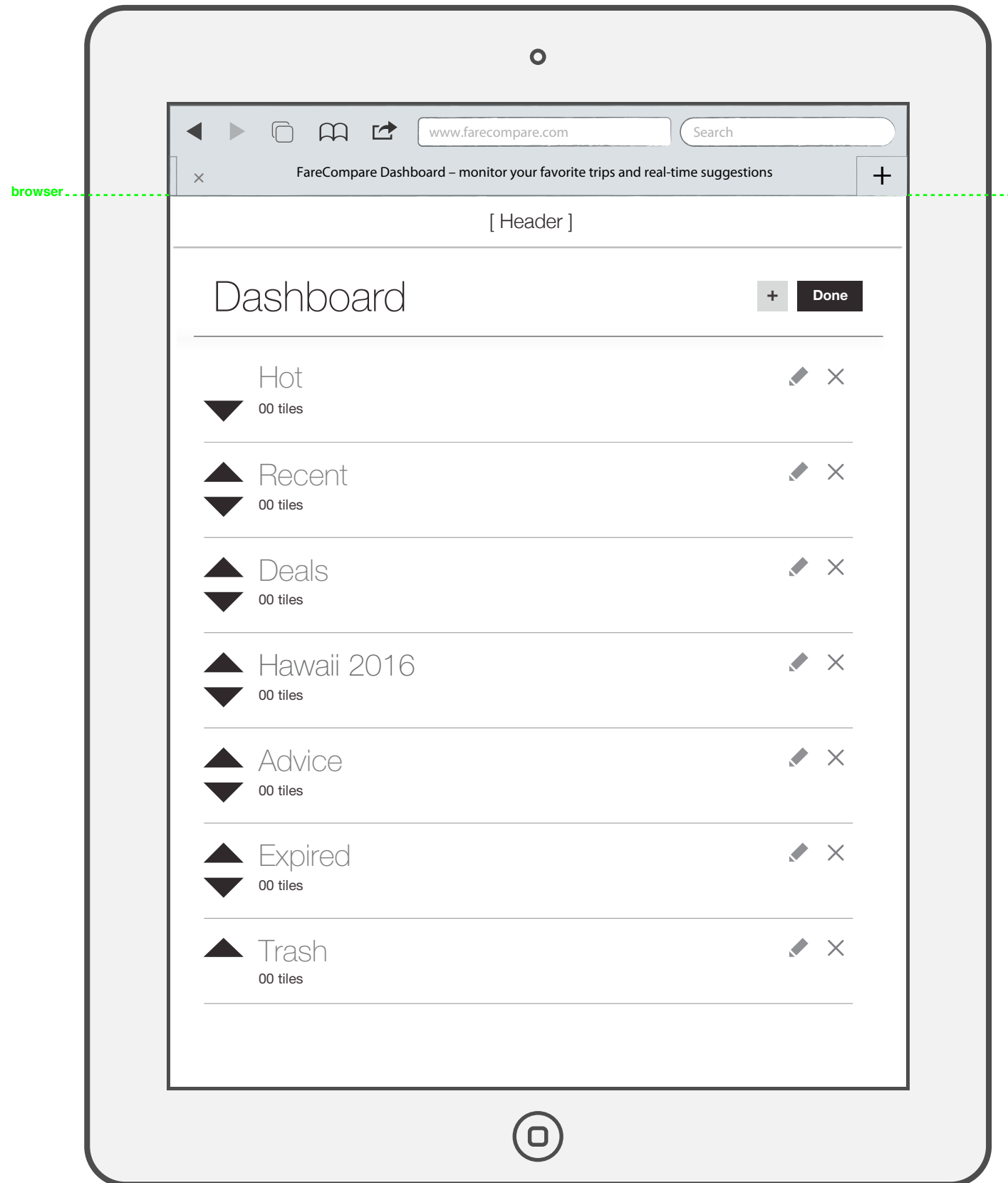
DASHBOARD VIEW TOGGLE - TIMELINE

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



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.



ROUTE MONITOR TILE REVEAL

1 Content

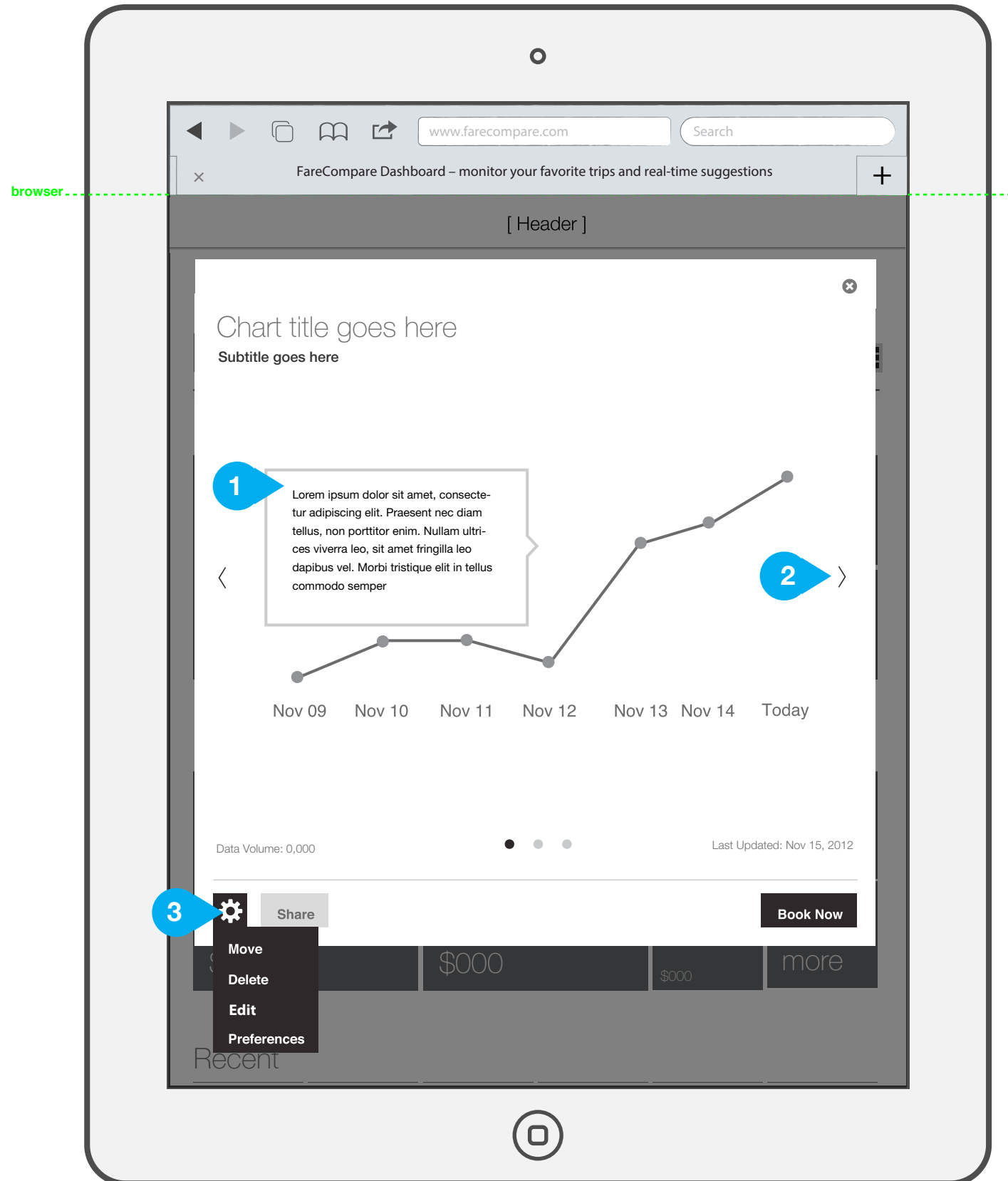
Text will appear on tap. The primary functionality for this text is SEO purposes as well as for visually impaired users, whos audio readers will read this content to the user.

2 Chart

Will advance on swipe and on tapping of the chevrons.

3 Tile Edit options

Same functionality as desktop experience. See page 29.

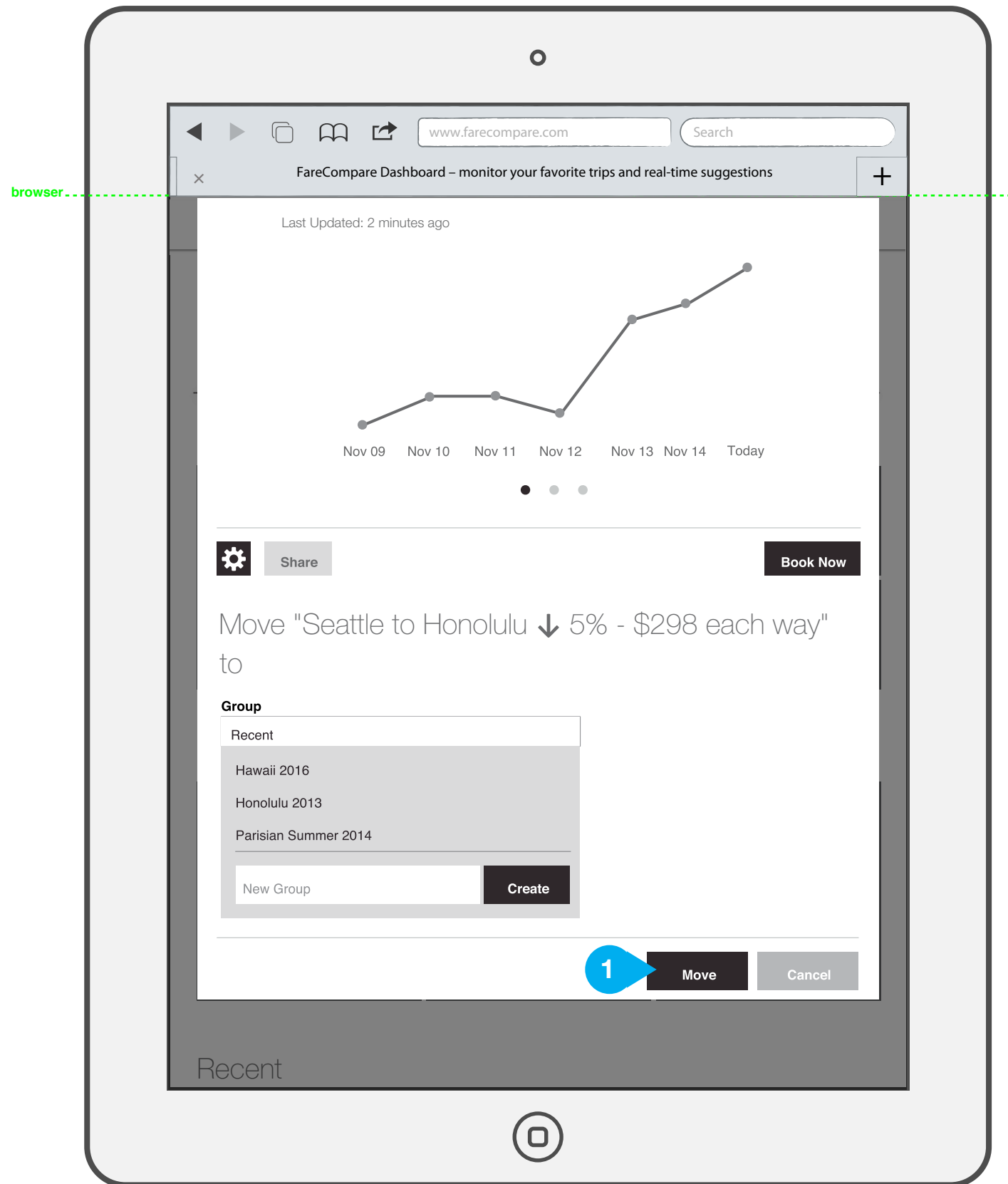


ROUTE MONITOR TILE REVEAL- MOVE

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.

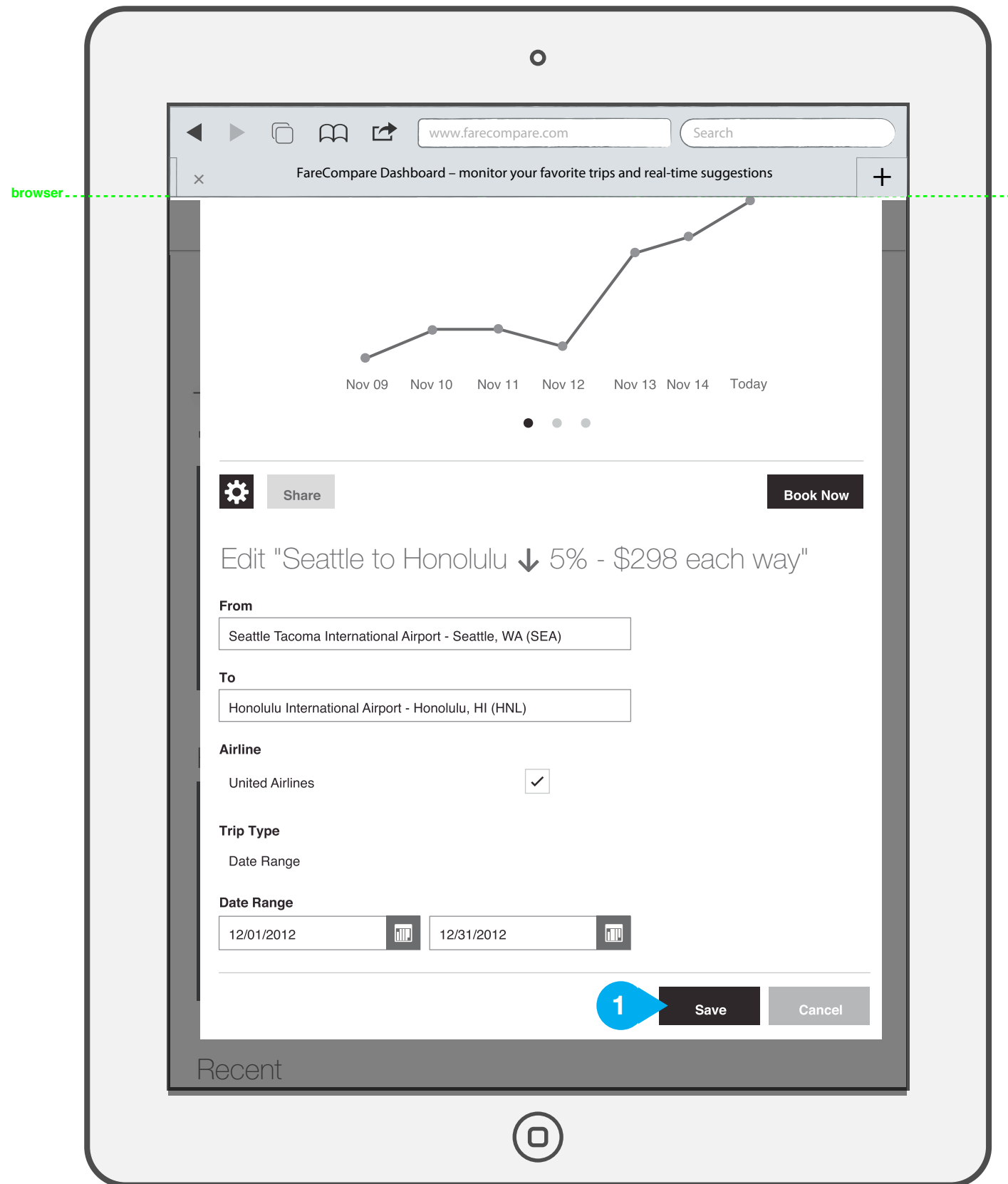


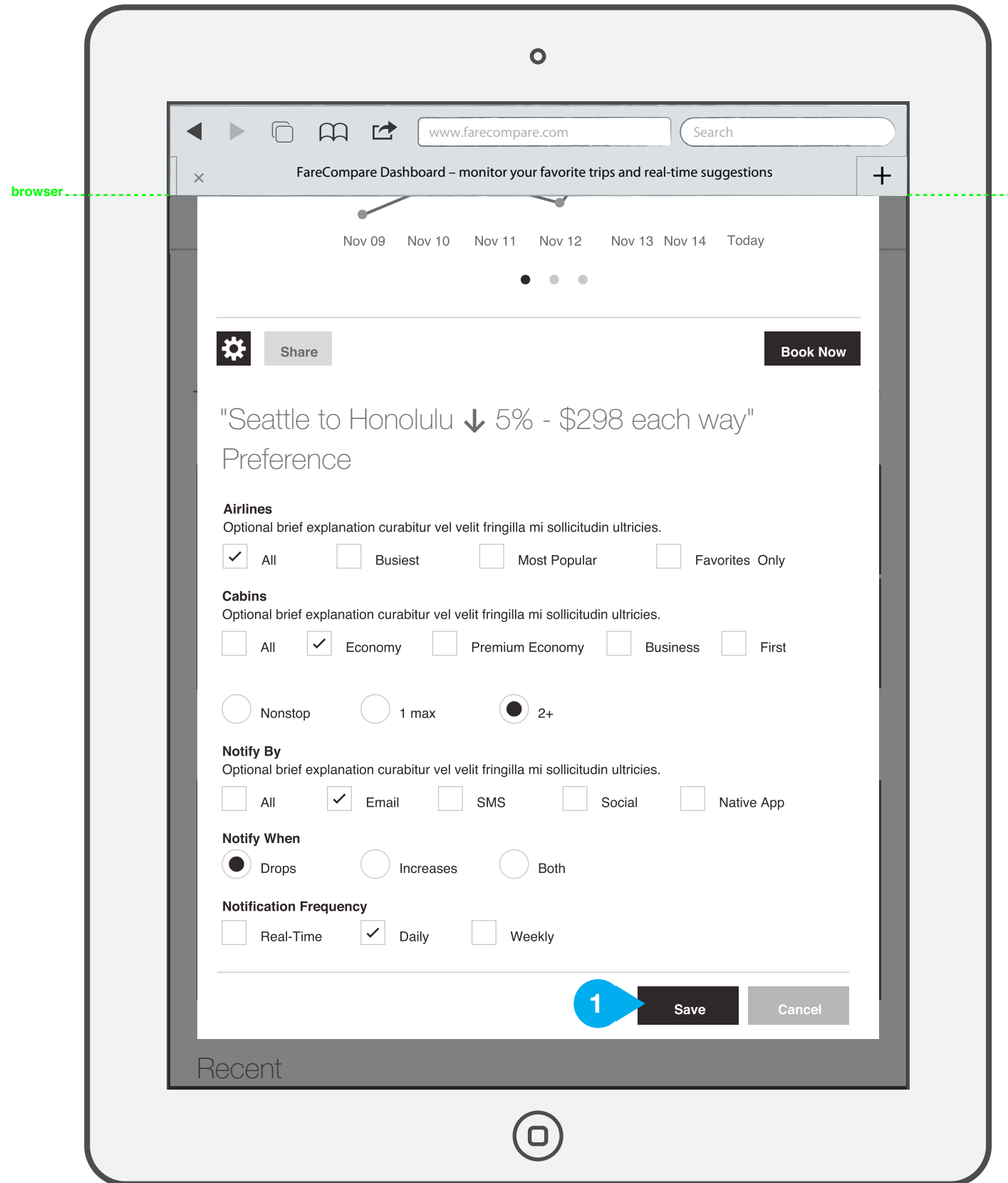
ROUTE MONITOR TILE REVEAL - EDIT

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.



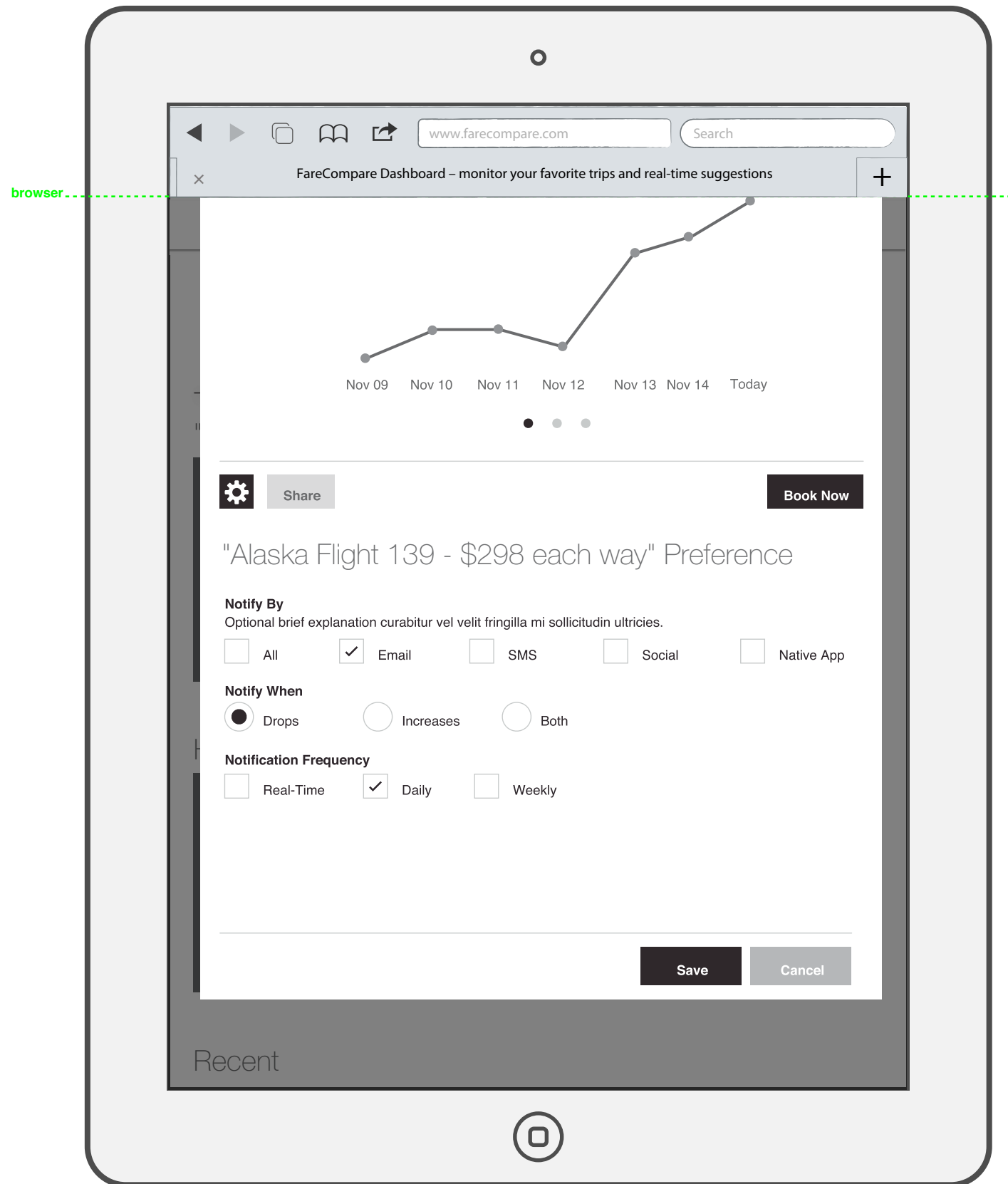


ROUTE MONITOR TILE REVEAL - PREFERENCE

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.

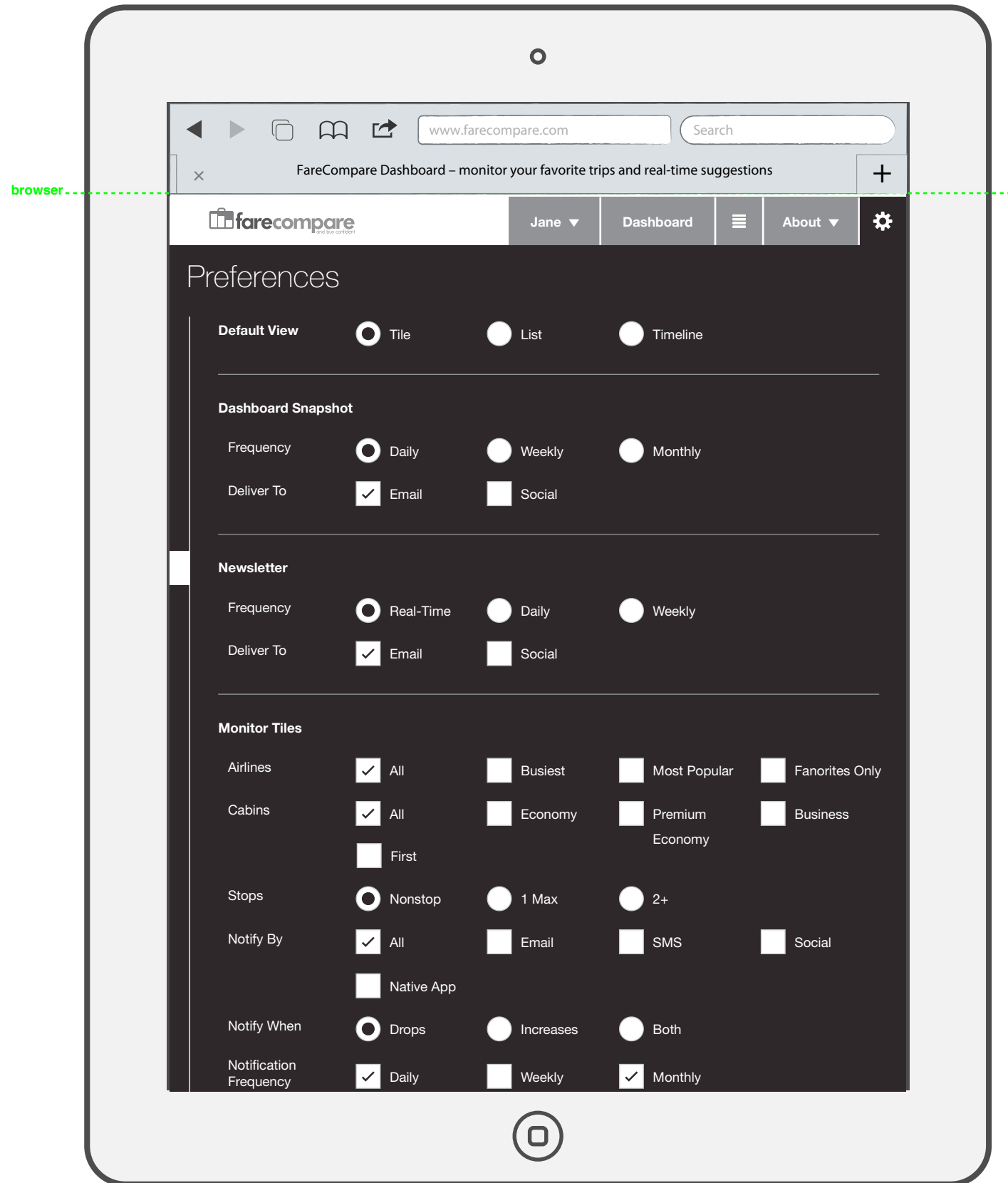


FLIGHT MONITOR TILE REVEAL - PREFERENCE

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.



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.

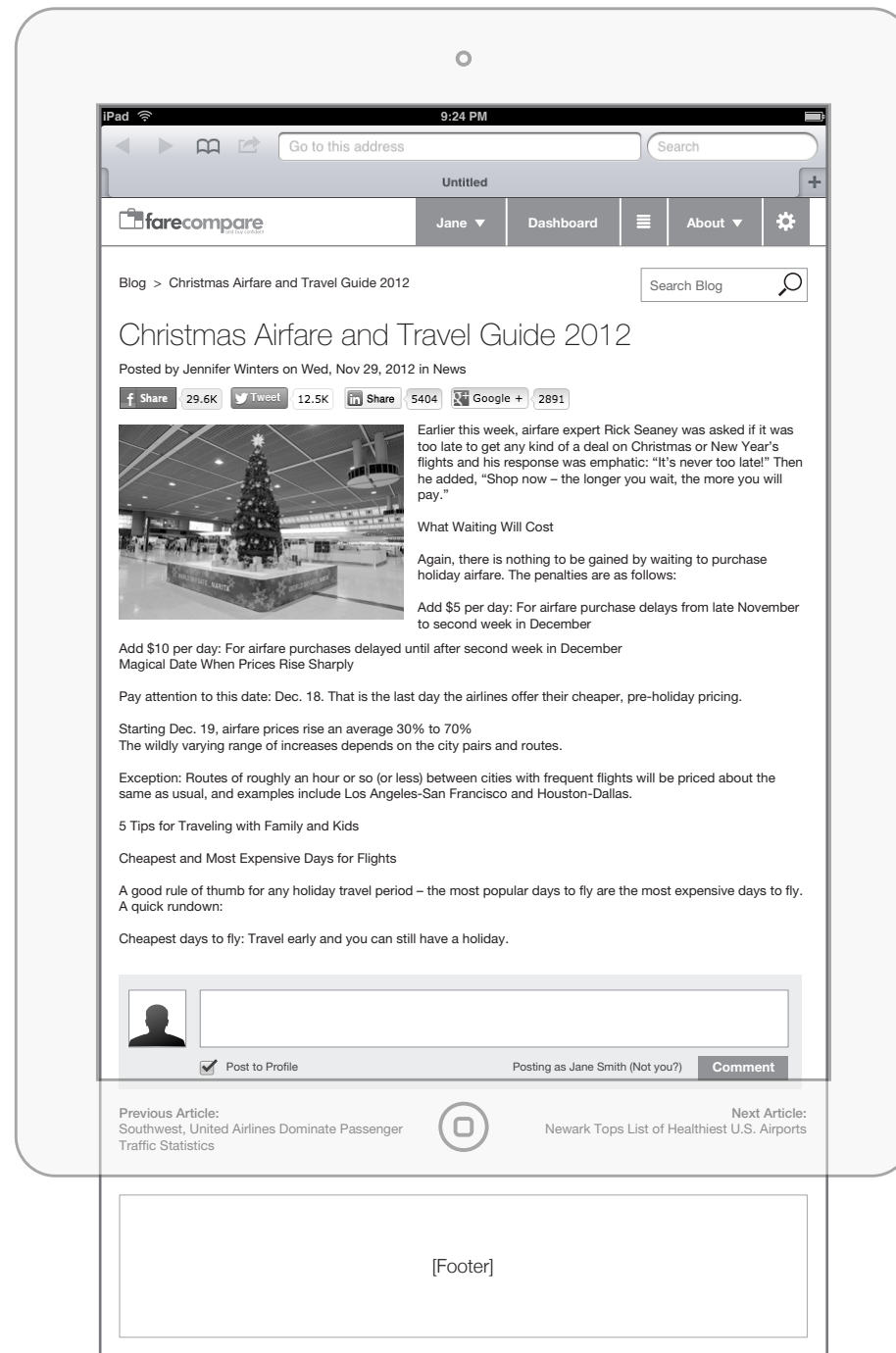
Miscellaneous Pages

(Tablet)

ARTICLE LIST

The wireframe shows an iPad displaying a mobile-optimized version of the FareCompare website. The browser interface includes a status bar at the top with 'iPad', signal strength, and the time '9:24 PM'. Below the browser address bar is the FareCompare logo and a navigation menu with links for 'Jane', 'Dashboard', 'About', and a settings icon. The main content area is titled 'Blog' and features a search bar labeled 'Search Blog'. The article list contains three entries, each with a title, author information, a small image, a text snippet, and a 'More' link. The first article is 'Christmas Airfare and Travel Guide 2012' by Jennifer Winters, featuring an image of an airport terminal. The second and third articles are placeholder text 'Duis Adipiscing Pellentesque Eros' with images of a woman on a laptop and a hand holding a credit card. A 'Order Articles' link is located at the bottom of the article list, and a '[Footer]' placeholder is at the very bottom.

ARTICLE



[Footer]

PHONE

Home Page

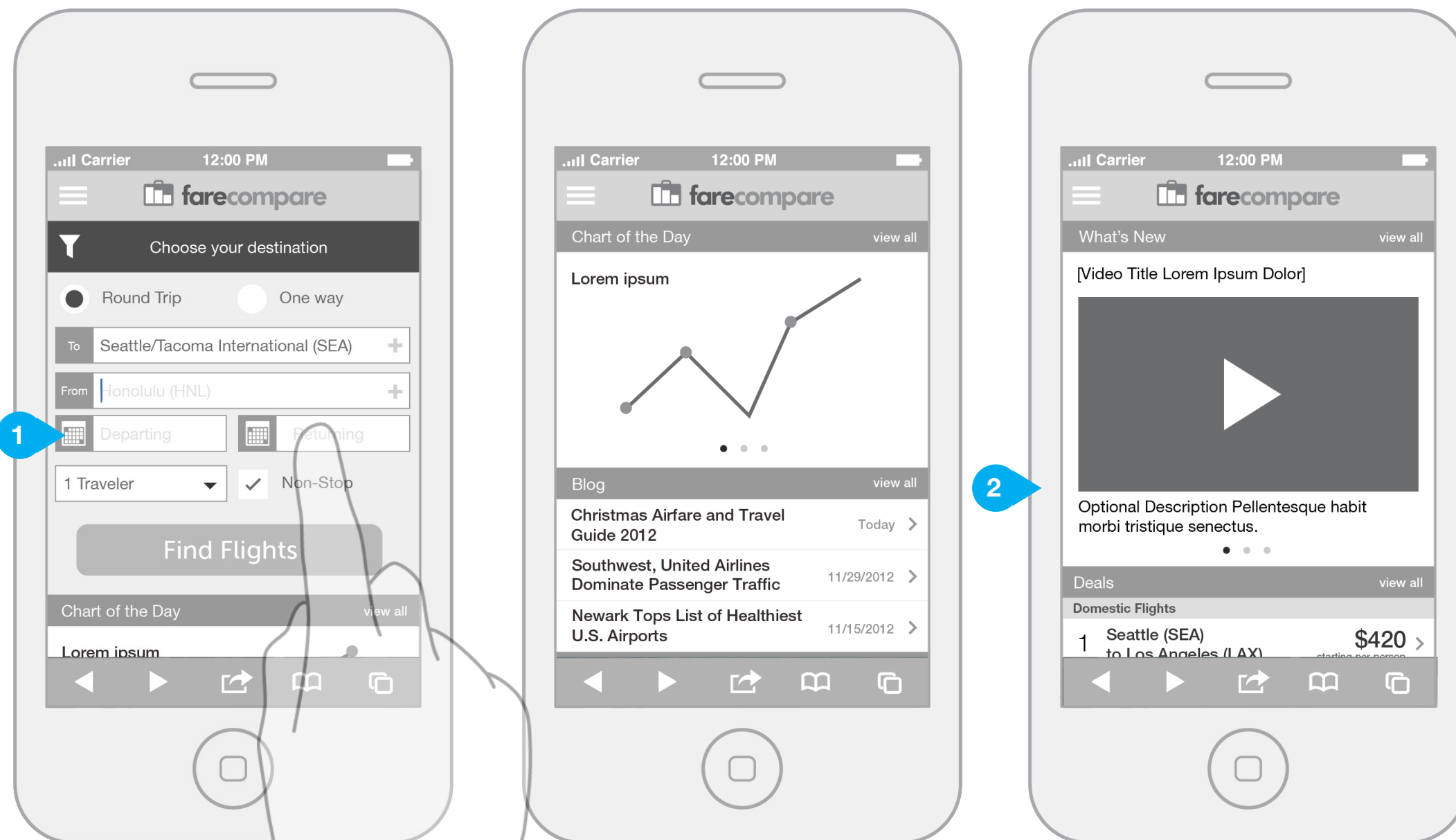
(Phone)

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



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 will 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

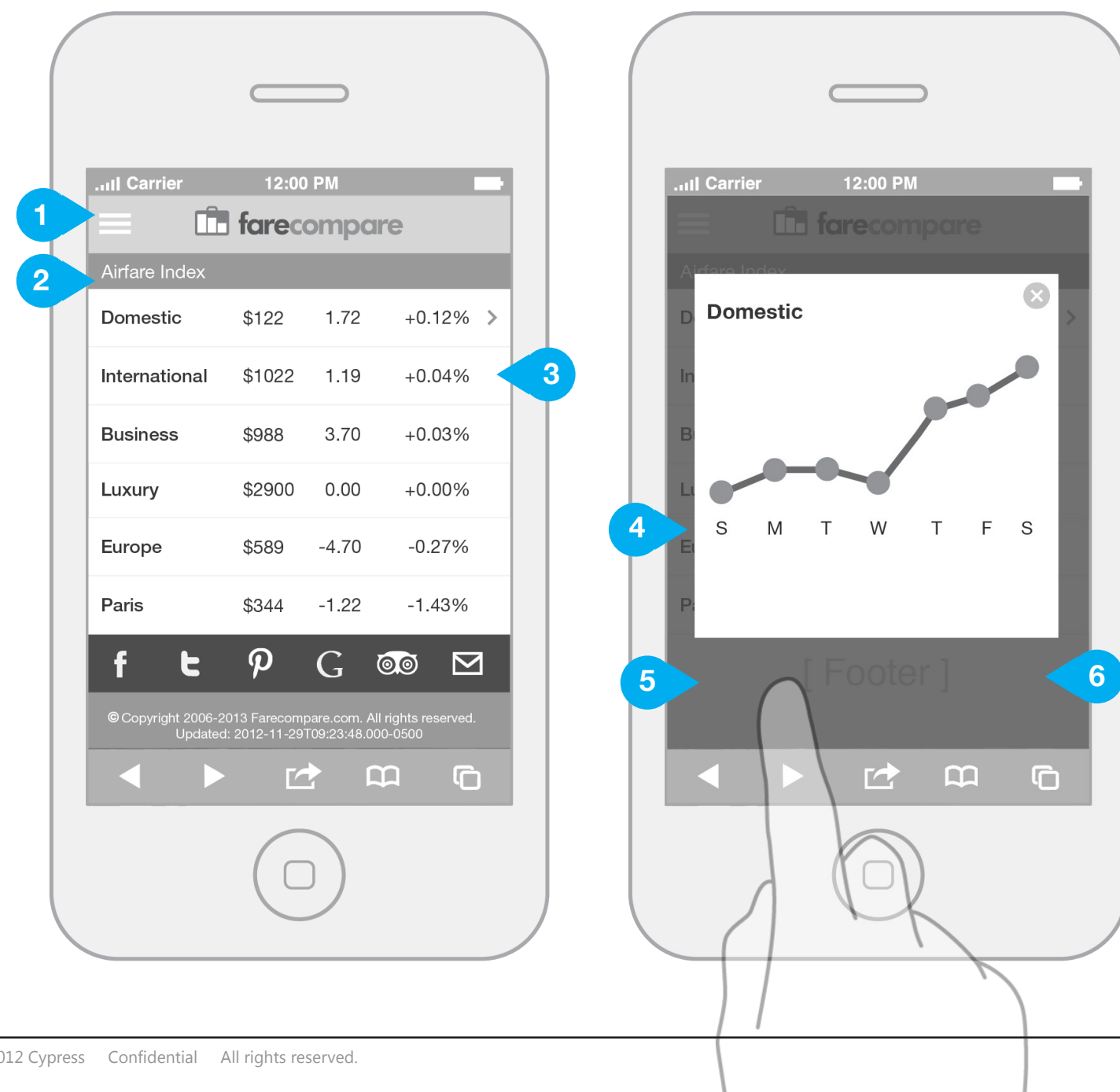
Dynamically generated

5 Share (via web)

This button shares the specific page content
See next page

6 Find Flights

Takes users to the quote tile



Menu & Preferences

(Phone)

LOGIN & SIGN UP

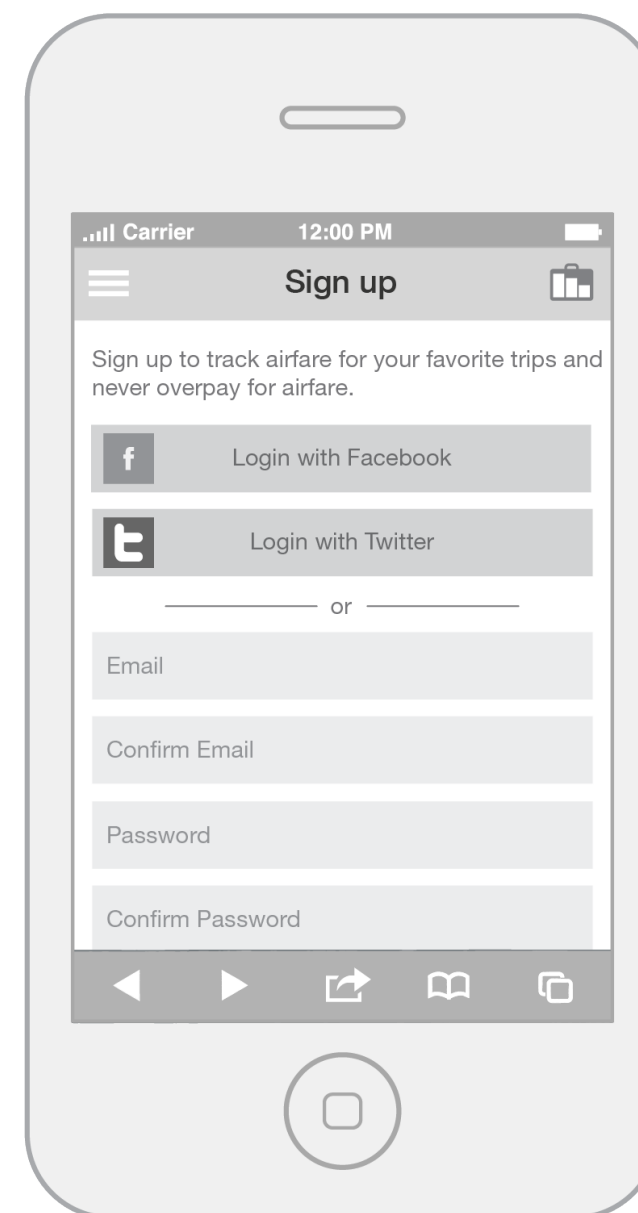
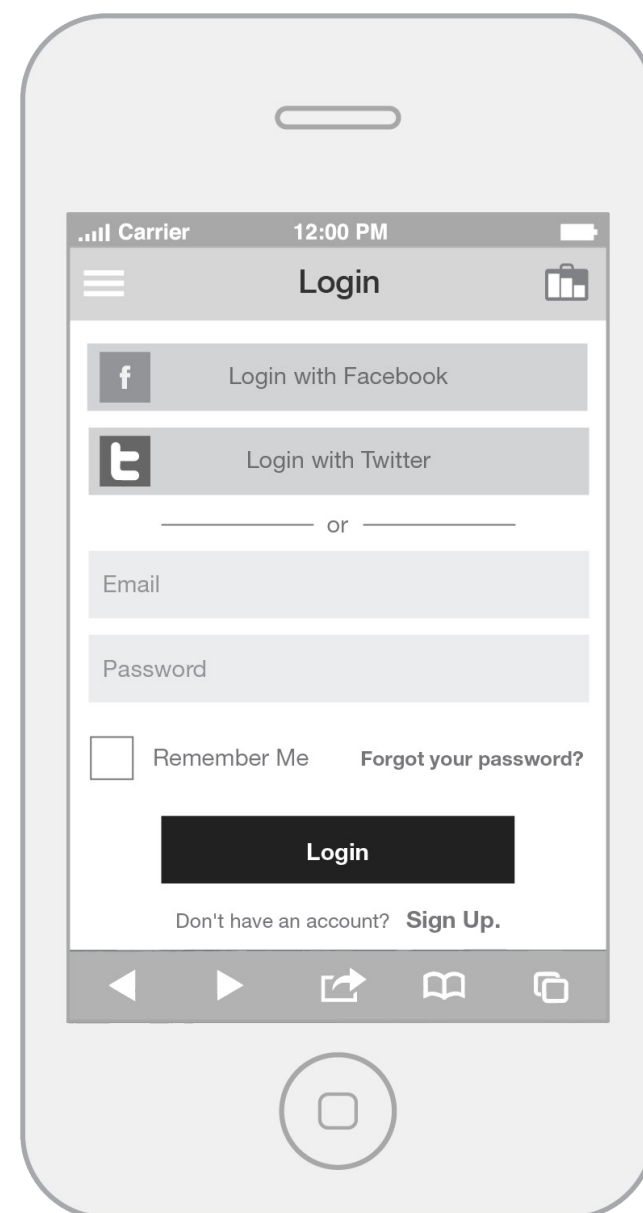
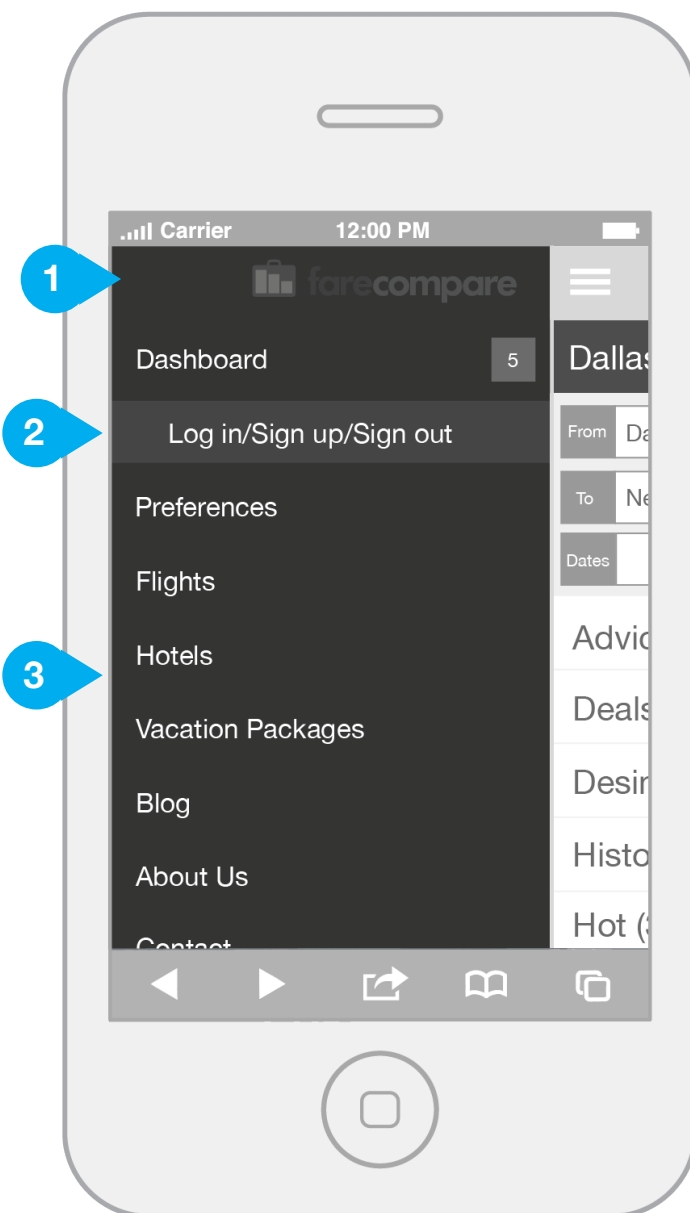
1 Logo stays in the same position and fades

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



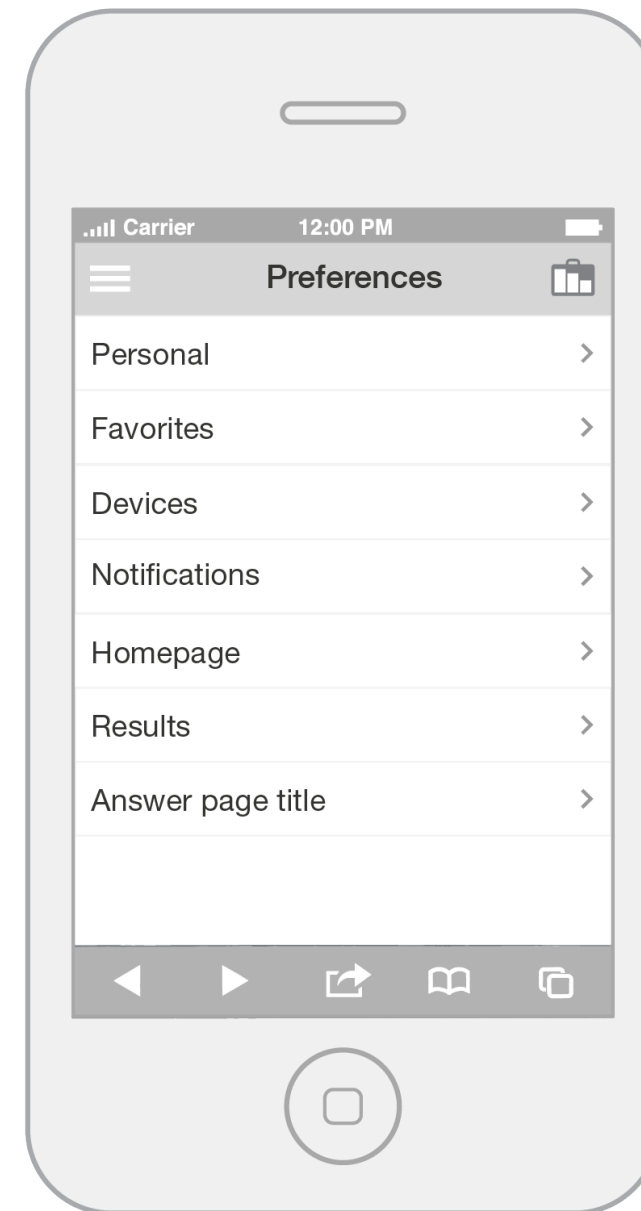
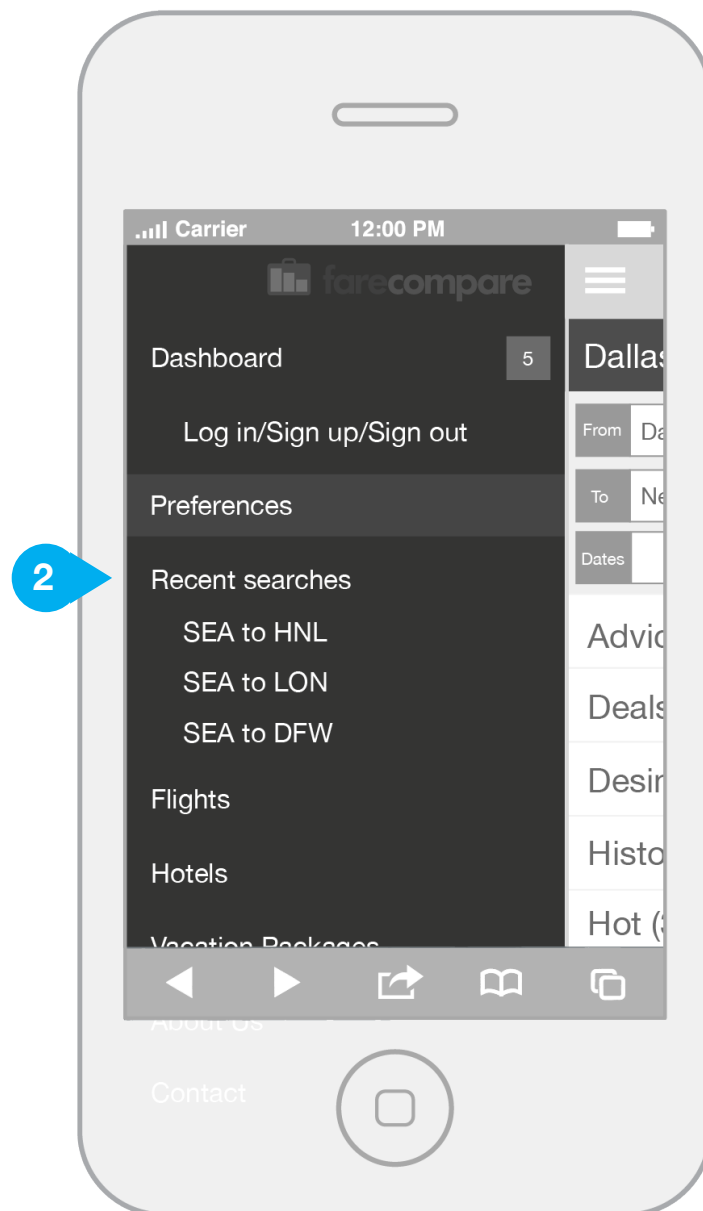
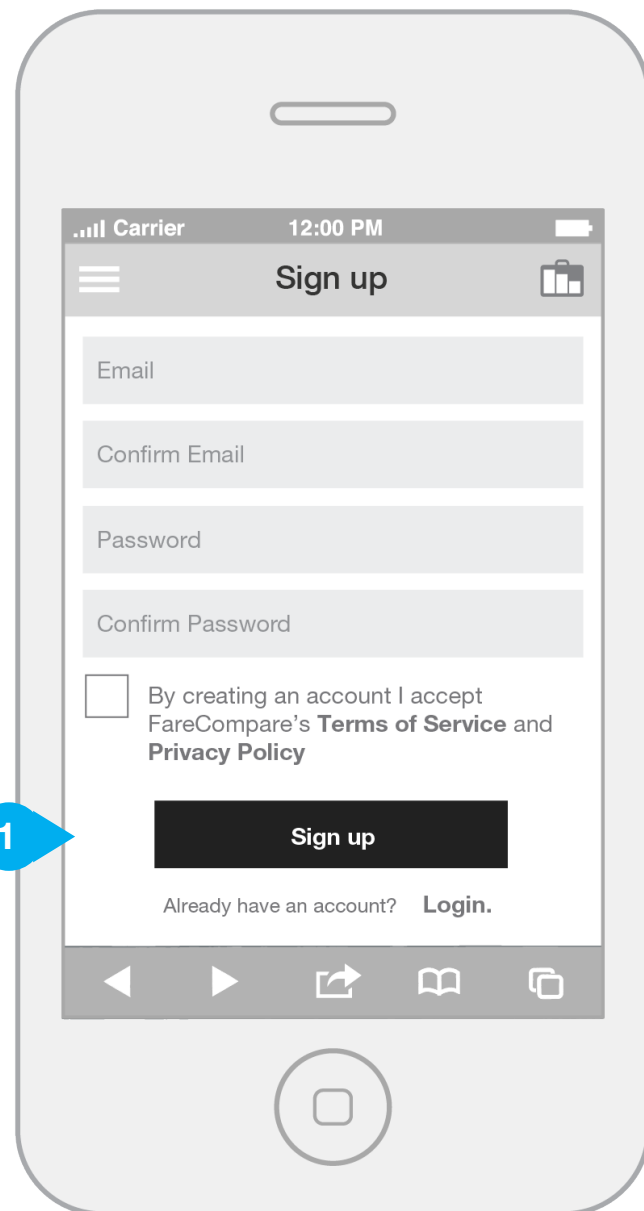
PREFERENCE MENU

1 Scoll up

2 Preferences

Alternate view with recent searches - Dev needs to verify fuctionality

3 Preference menu



PREFERENCE SETTINGS

1 Homepage preferences, subheader

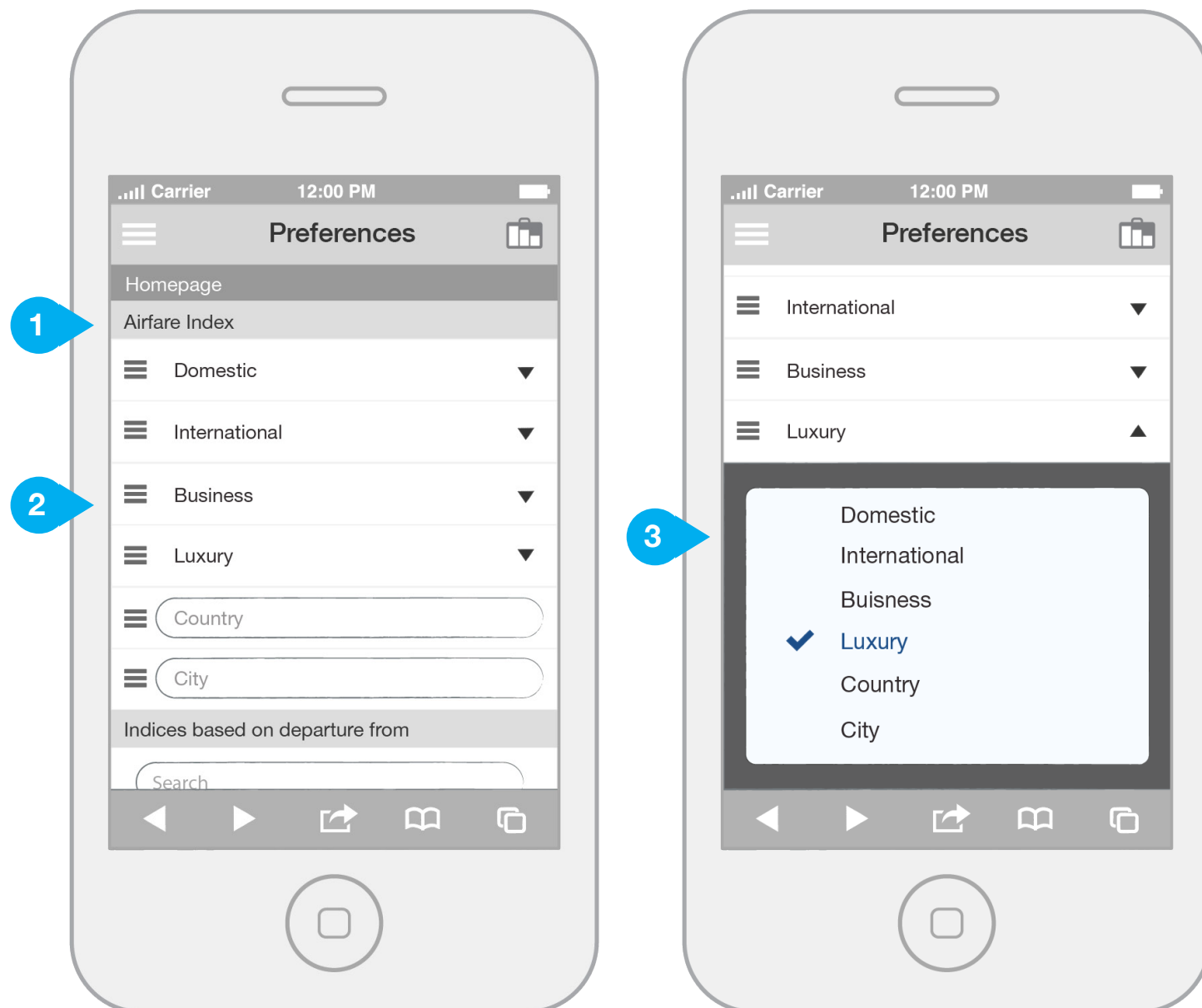
2 Reorder

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.



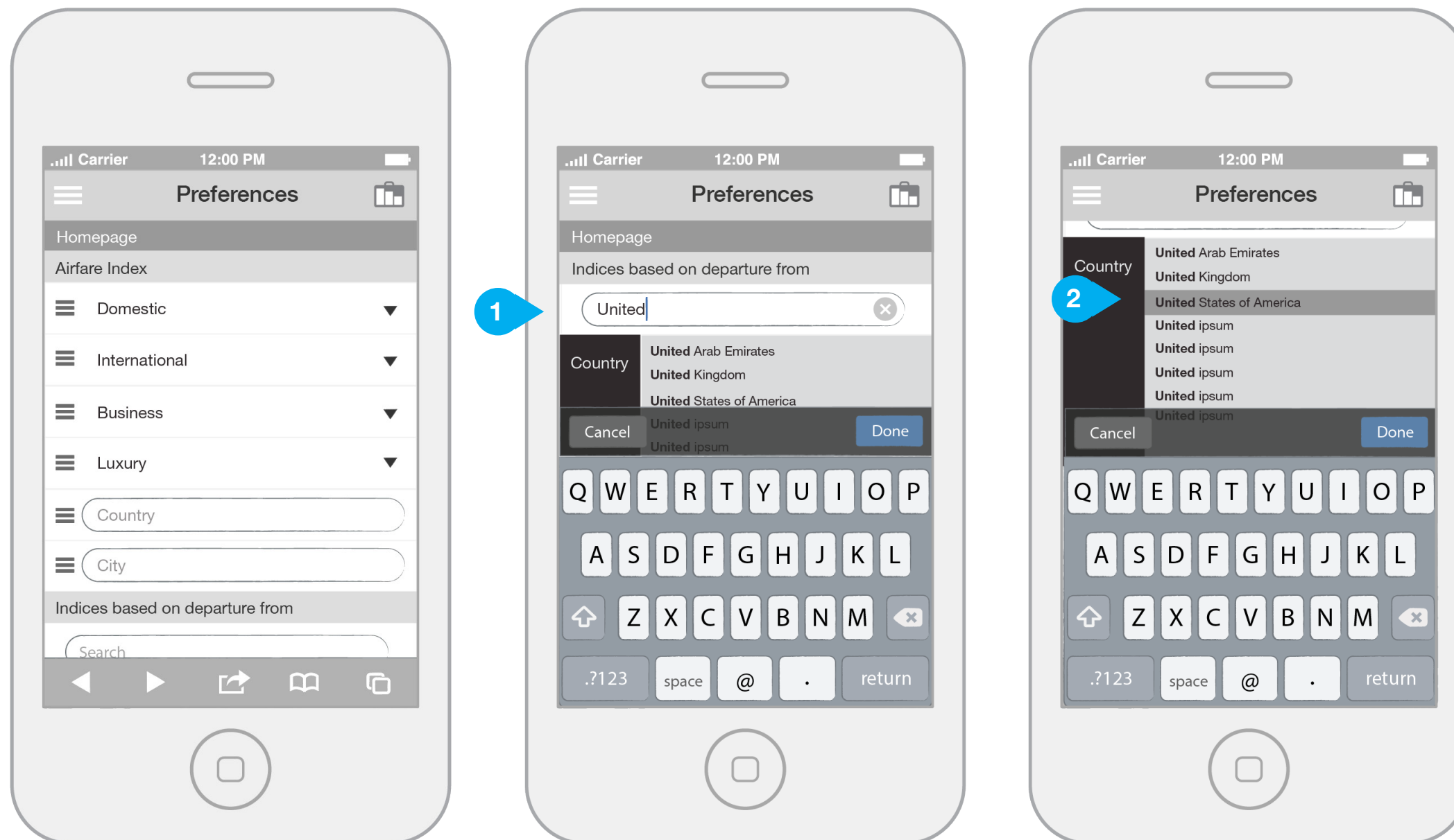
PREFERENCE SETTINGS

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.



PREFERENCE SETTINGS

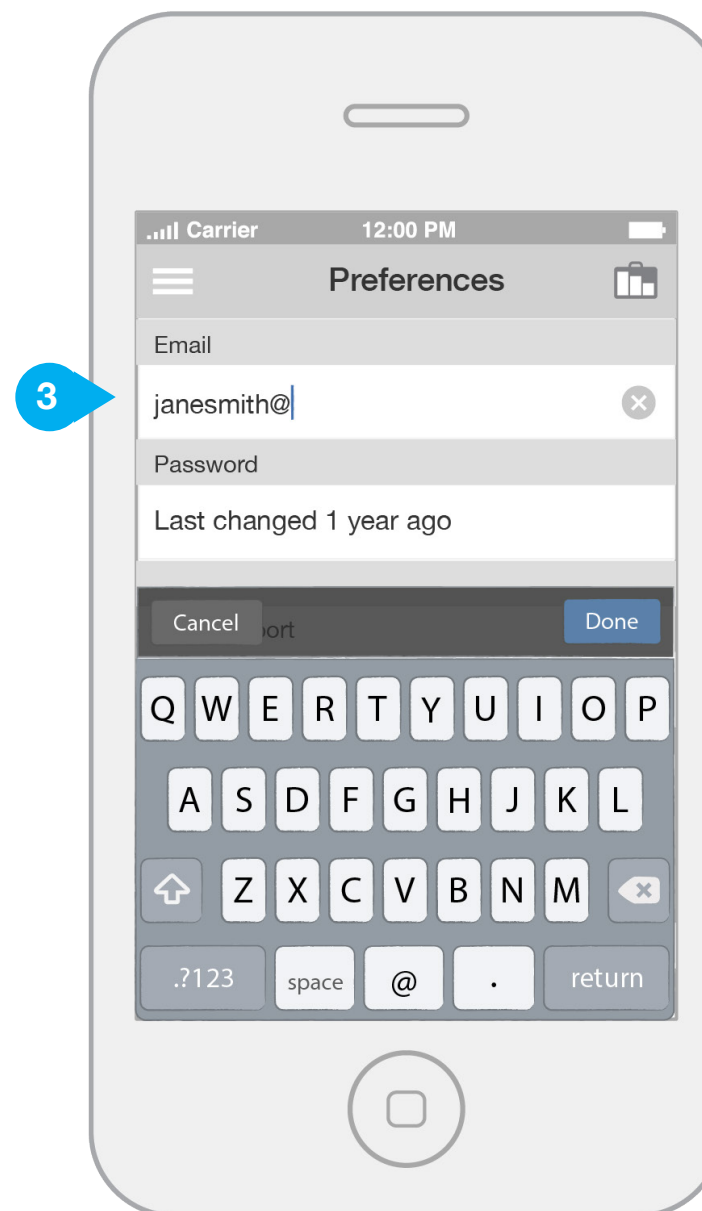
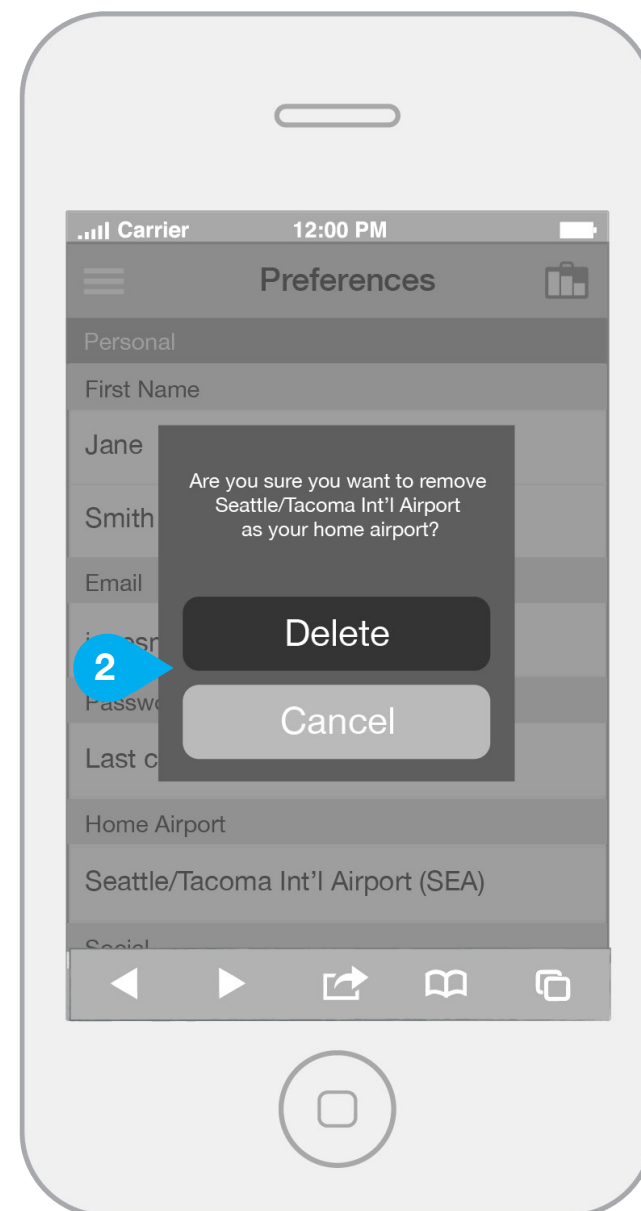
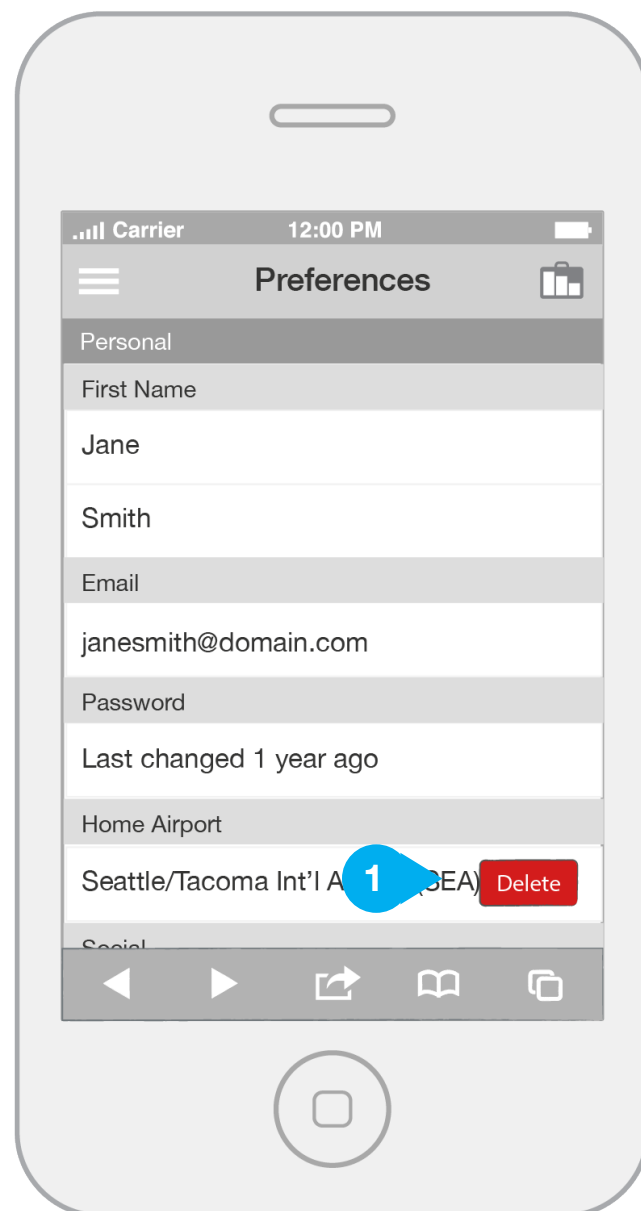
1 Delete

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.



Quote & Results Page

(Phone)

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

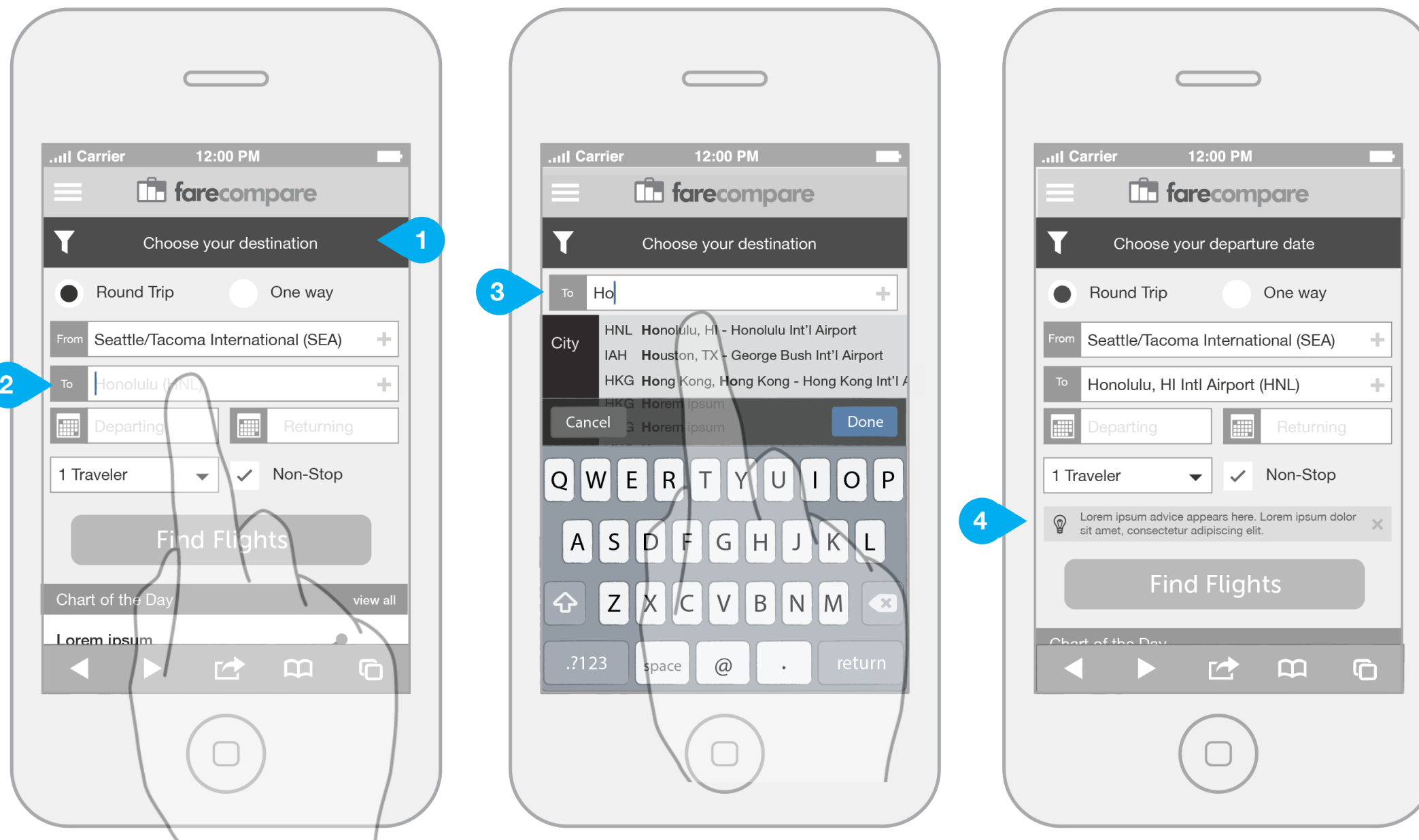
2 Destination

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



QUOTE CALENDAR

1 Advance Calendar

2 Selected Departure Date

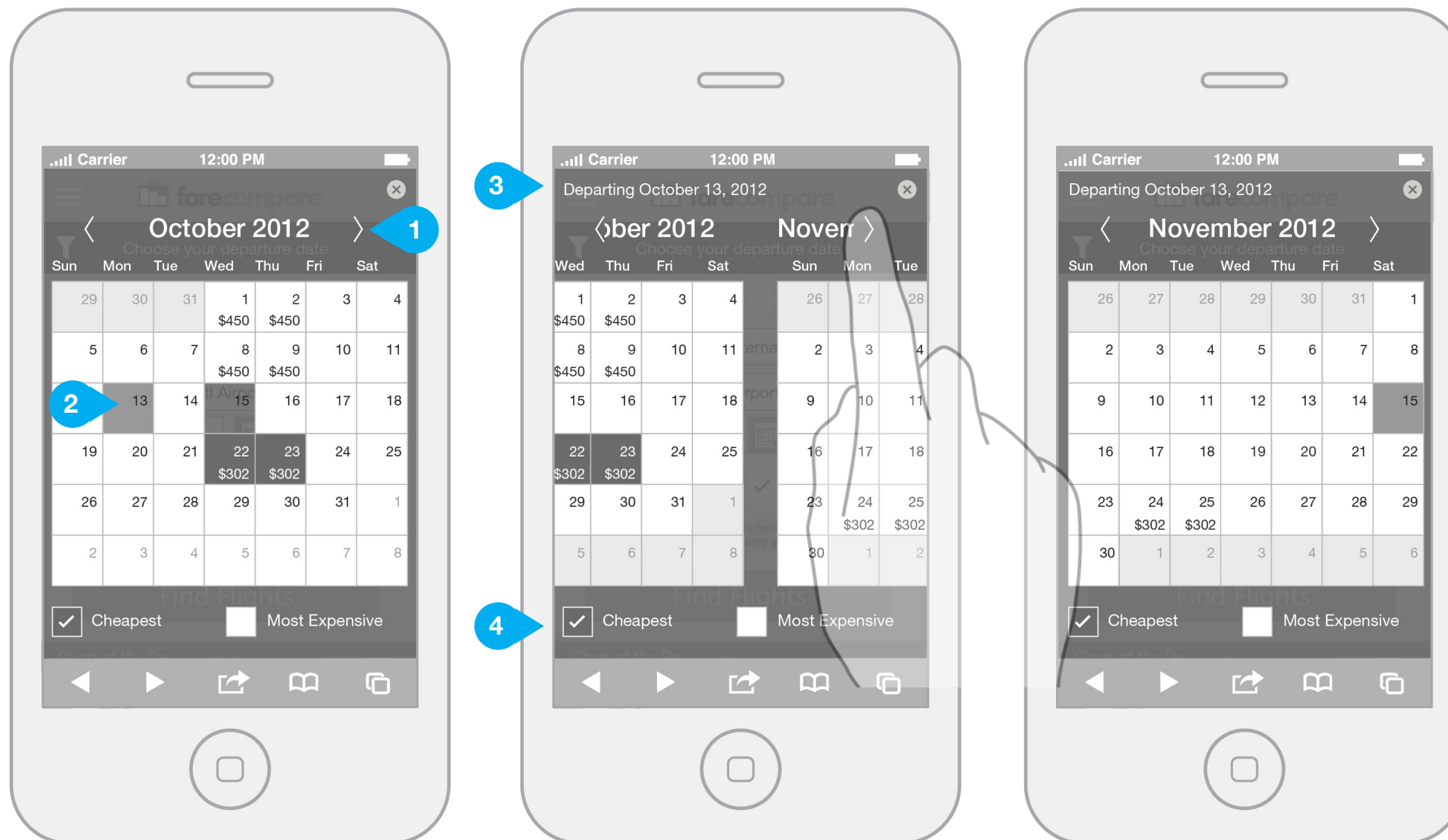
3 Departure date

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.



QUOTE CALENDAR

1 Advance Calendar (six months)

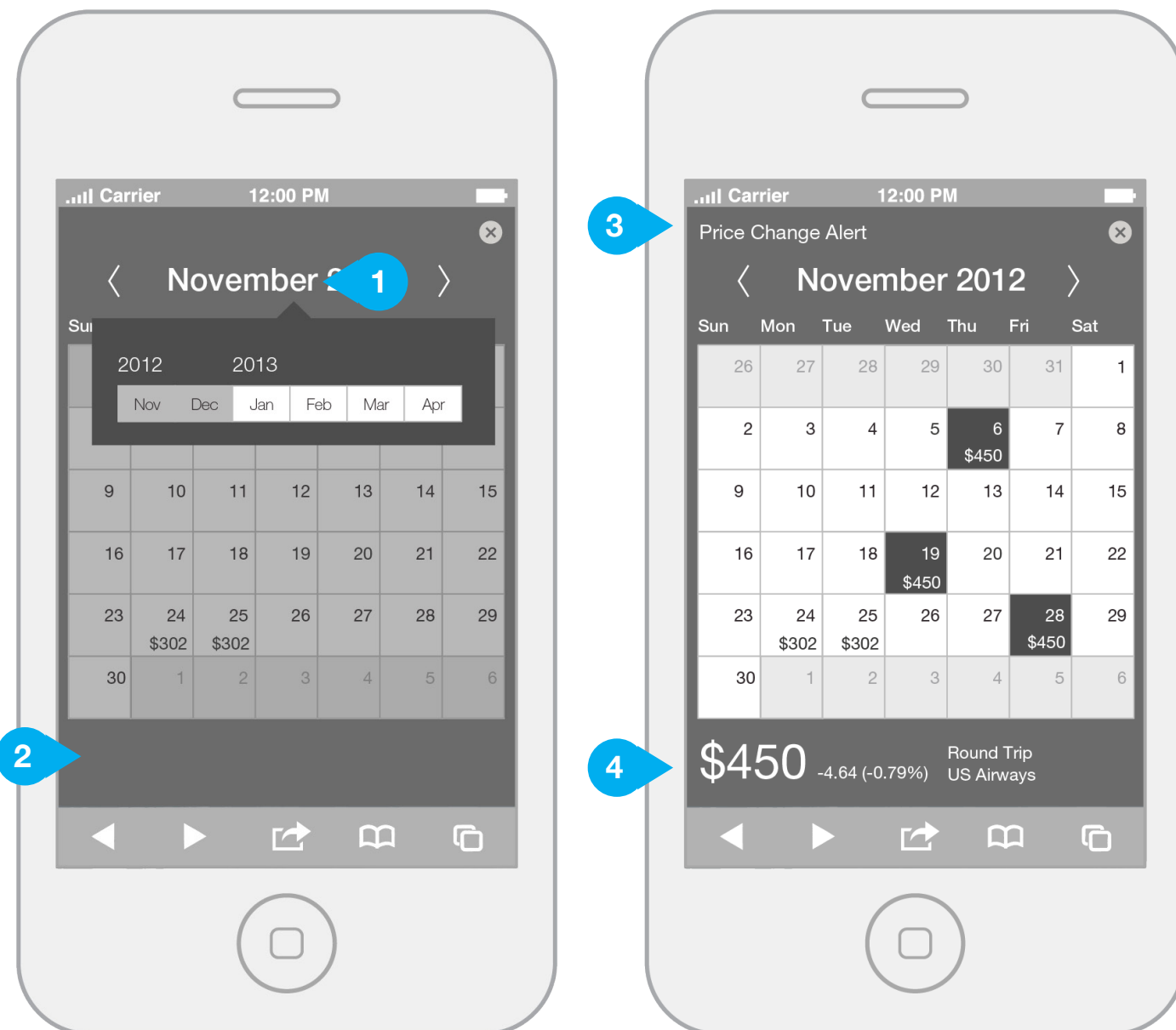
Tapping in the month title, reveals a six month advance

2 When a legend 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



QUOTE RESULTS

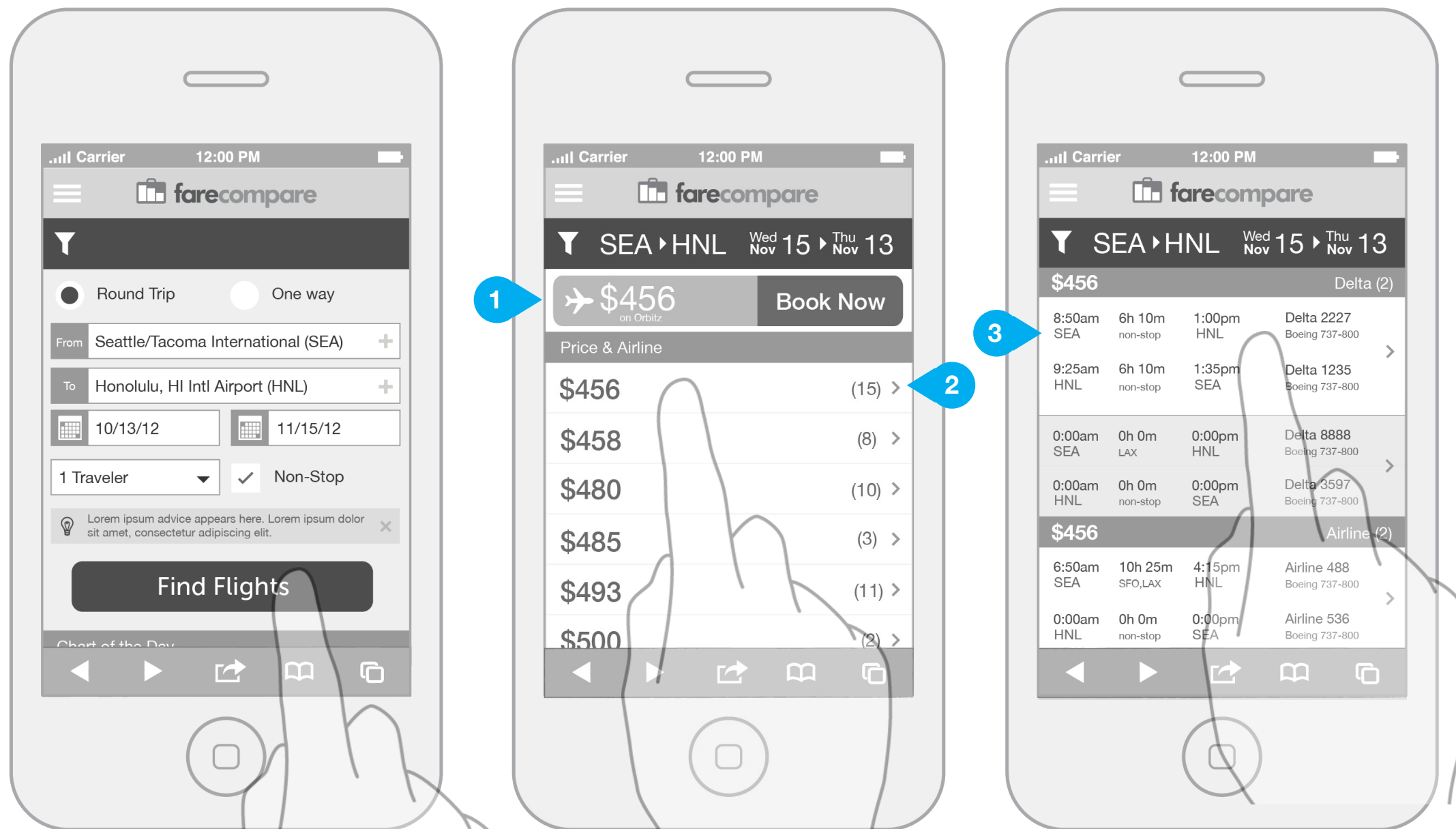
1 Sponsored fare

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



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

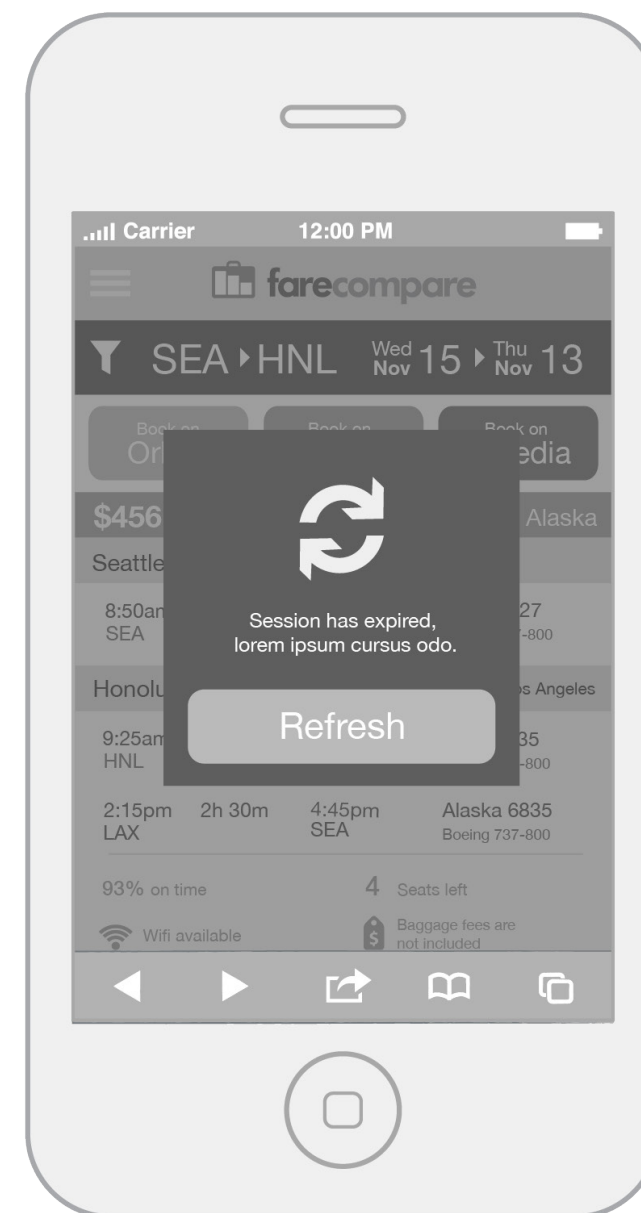
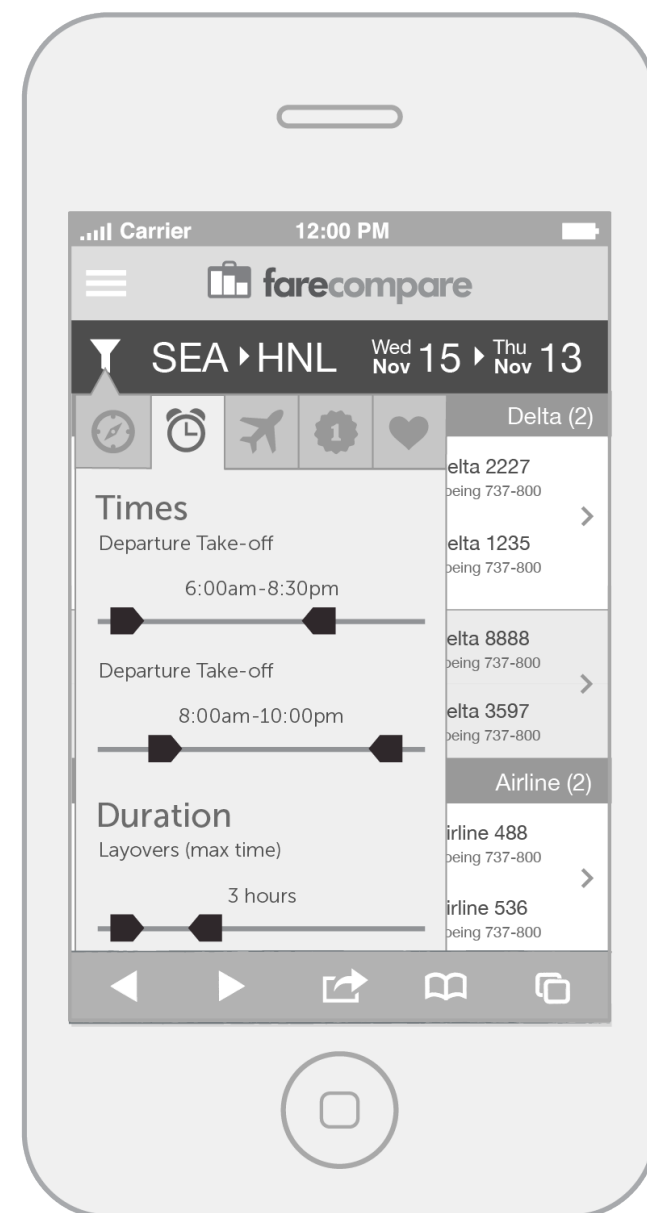
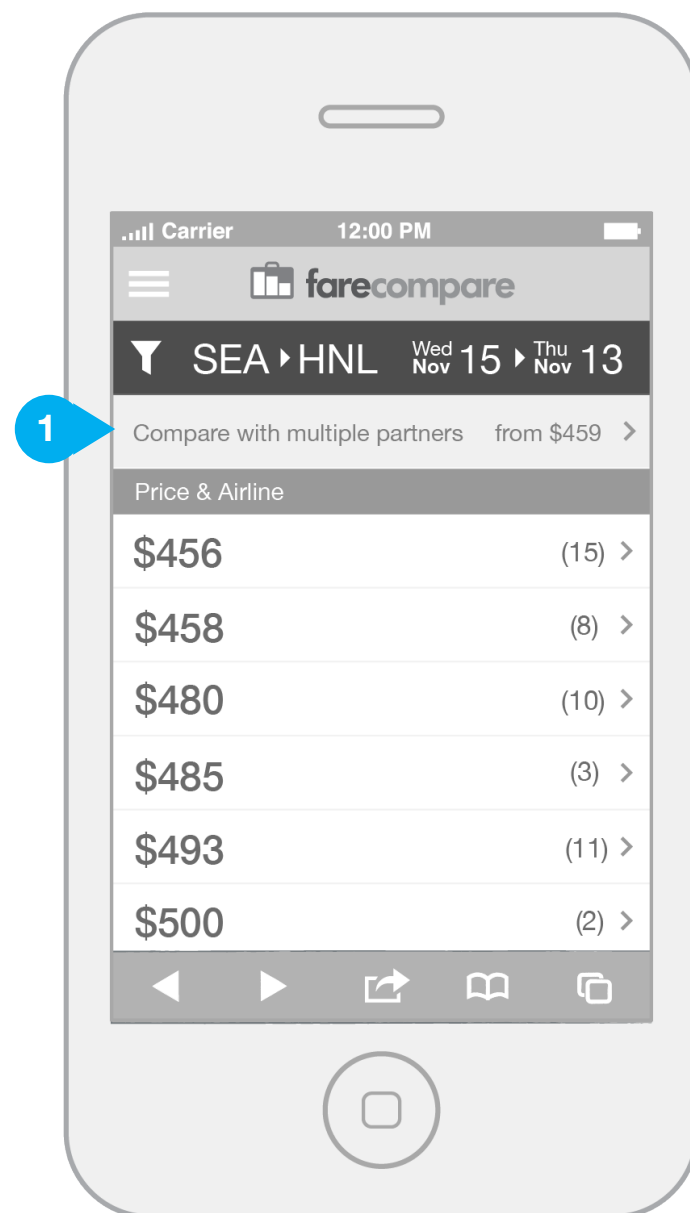


ADDITIONAL SCREENS

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

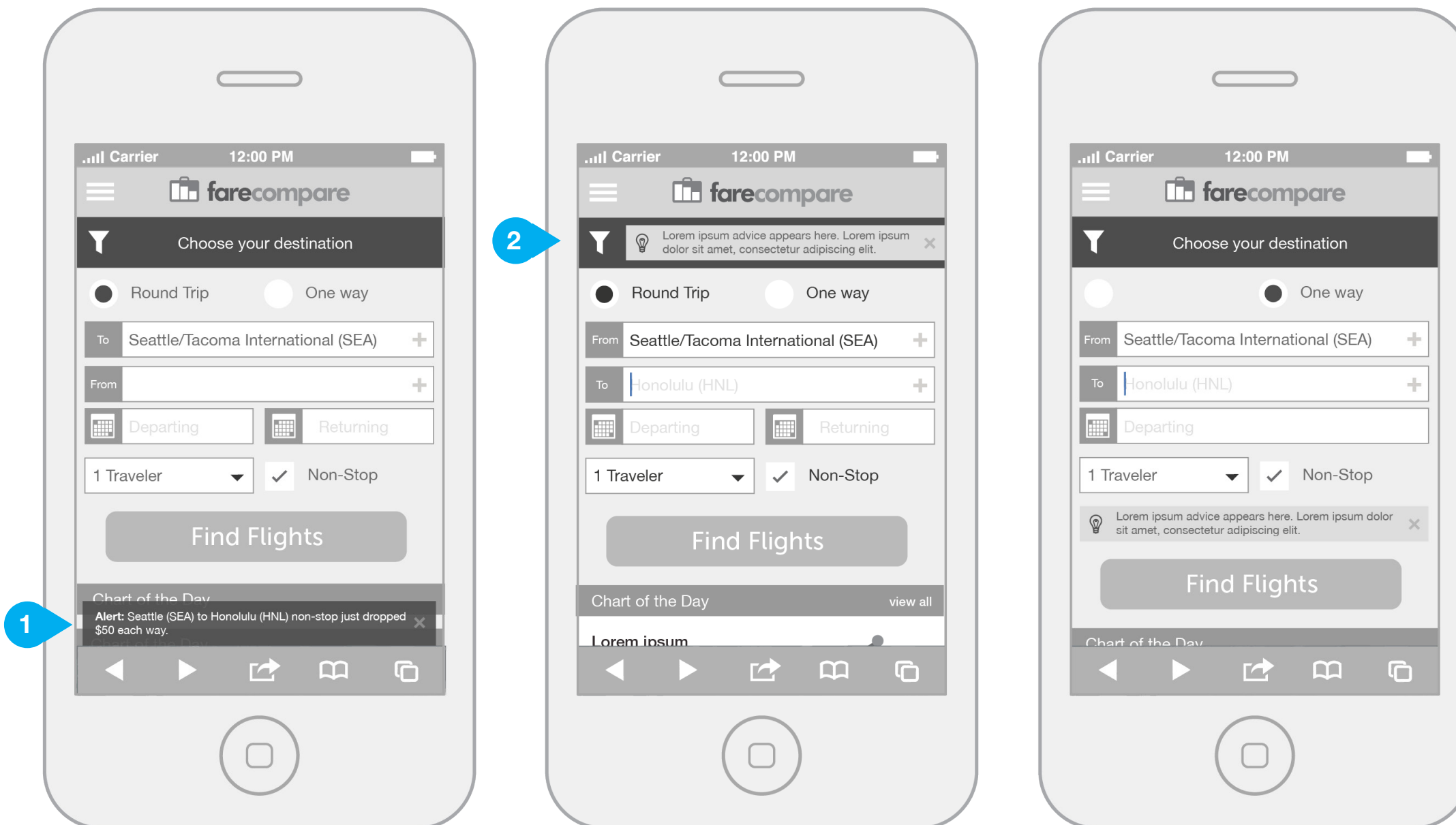


ADDITIONAL SCREENS

1 Alternate alert appears from browser footer

2 Alert overlays guidance bar

3 One Way



Answer Page

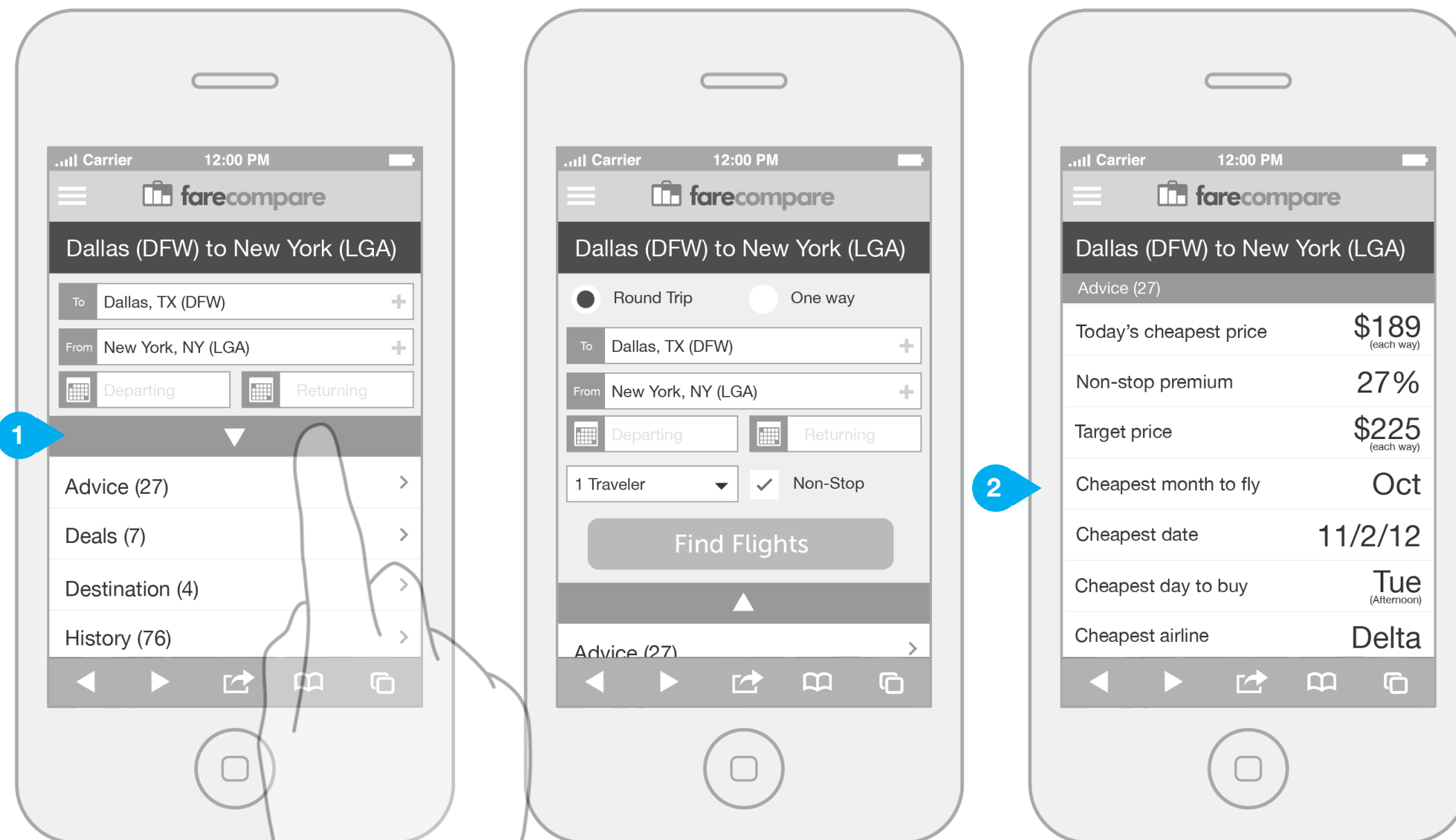
(Phone)

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



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 will 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

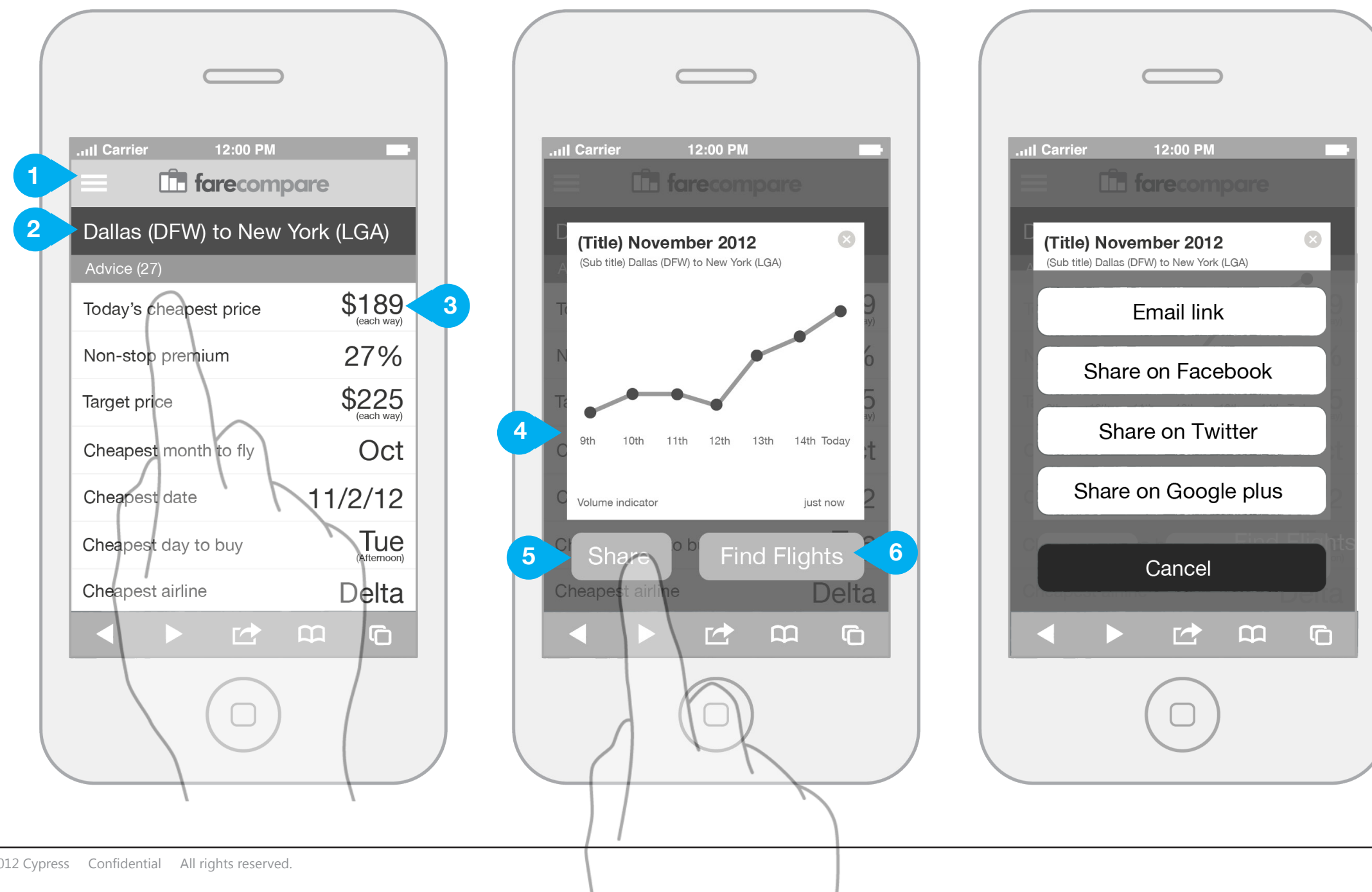
Dynamically generated

5 Share (via web)

This button shares the specific page content
See next page

6 Find Flights

Takes users to the quote tile



ADVICE TILE REVEAL - SHARE

Clicking on the Share button shows the native share UI

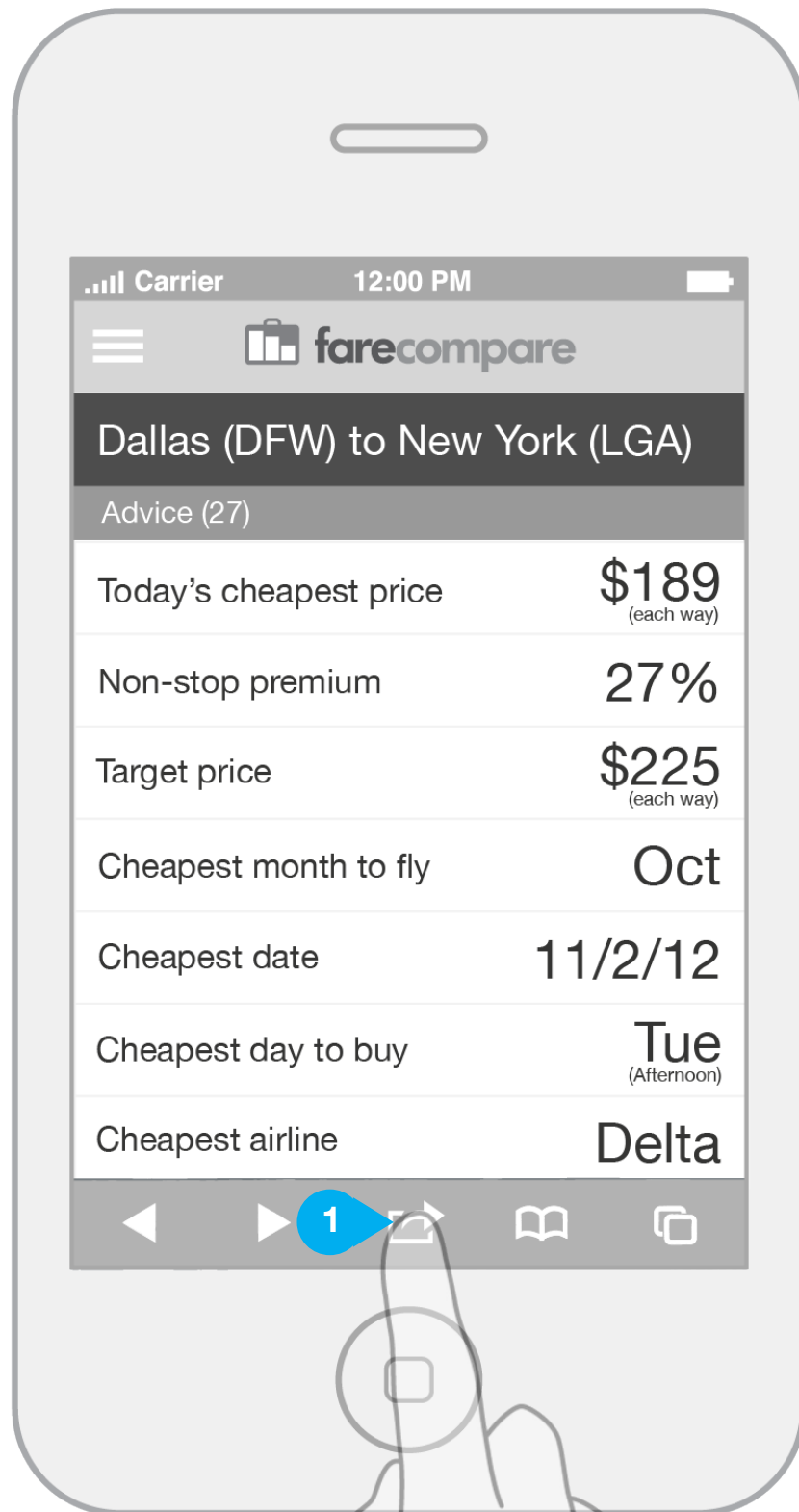
- 1 Email**
Generates native email UI
- 2 Facebook in browser**
- 3 Twitter in browser**



ADVICE TILE REVEAL - SHARE

1 Browser share

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



Dashboard Page

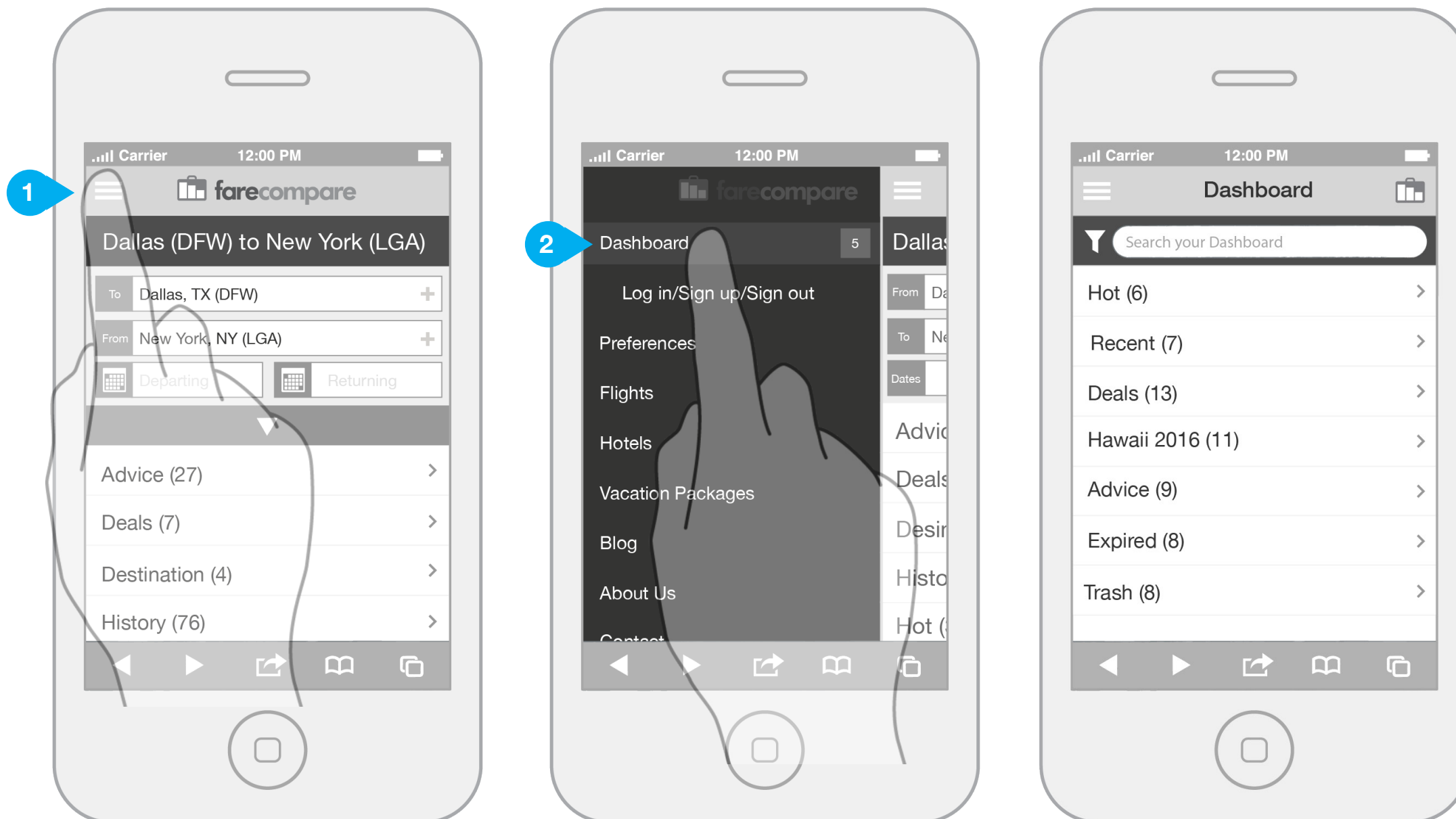
(Phone)

DASHBOARD PAGE

1. Menu navigation

Users tap the navigation menu icon to reveal deeper navigation list

2. Tap on Dashboard



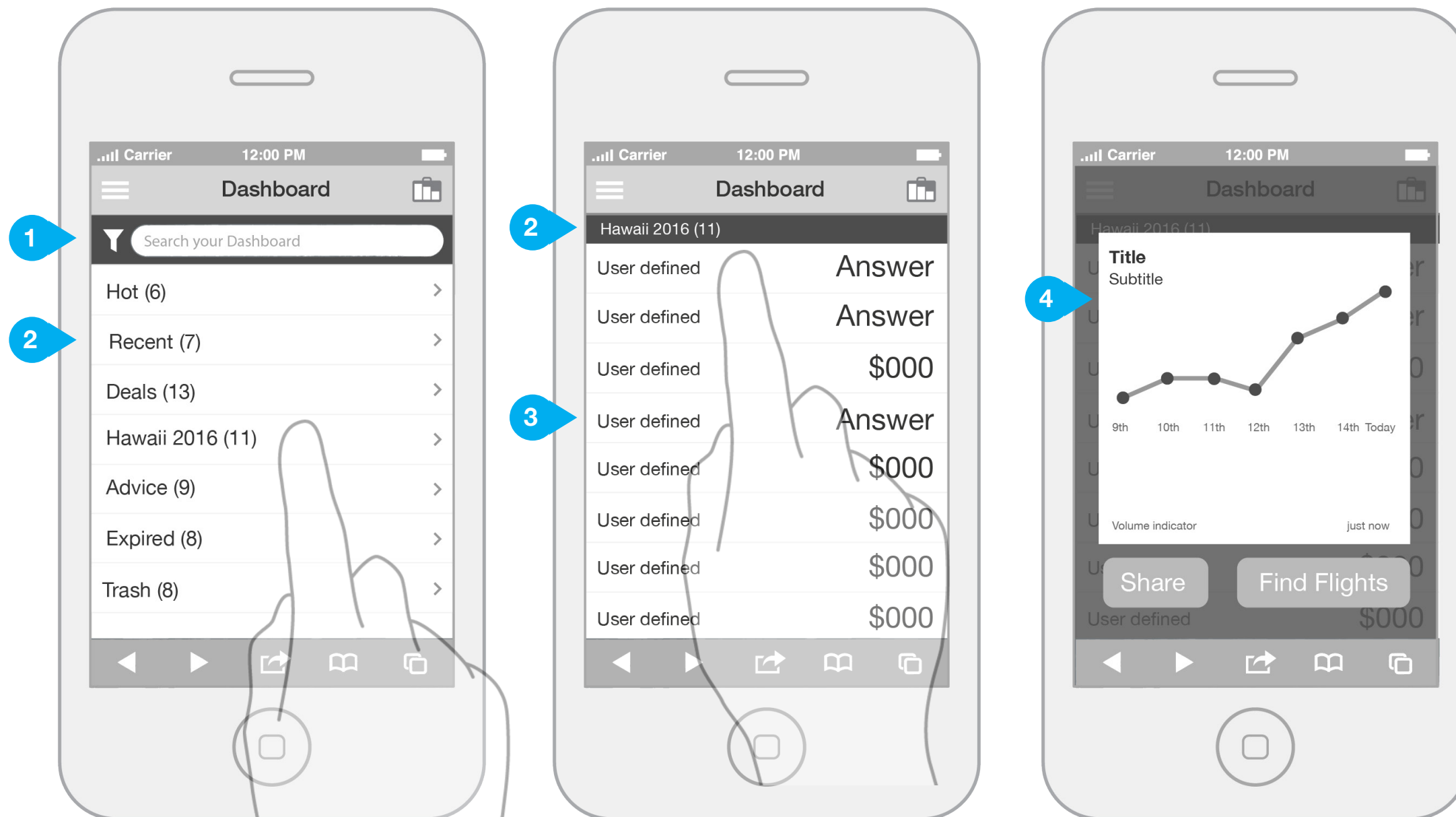
DASHBOARD PAGE

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.



QUICK FIND

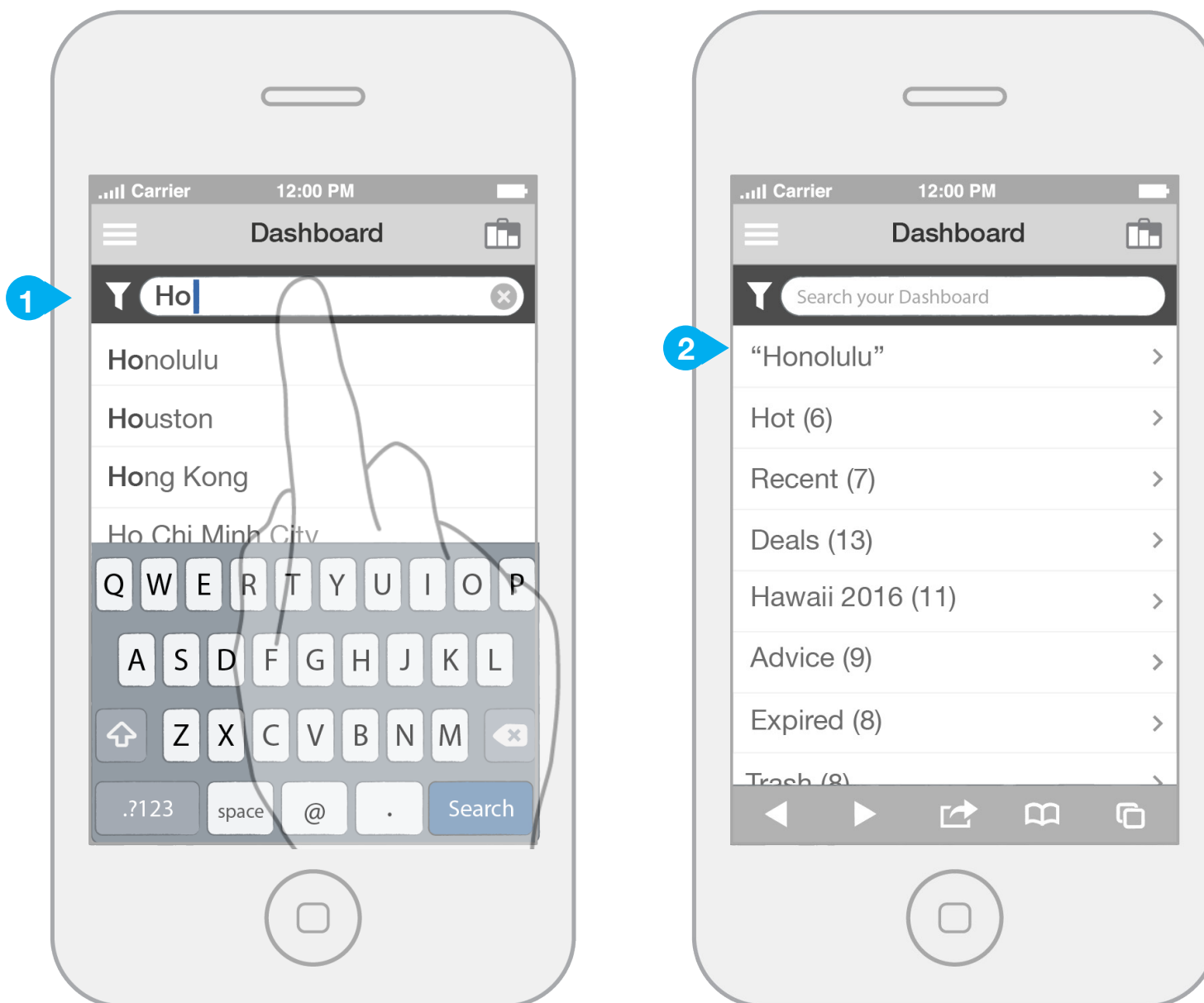
Quick Find is a feature that allows users to find tiles in their Dashboard.

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 taps 'Honolulu' from the result list, the new group appears in the dashboard.



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