

1

HotelClub Logo

2

Rolling hero images of travel destinations

3a

LANGUAGE

3b

CURRENCY

4

LOG OUT

5

MEMBERS

6

HOTEL FINDER

7

YOUR TRAVEL AGENT

8

CUSTOMER SERVICE

9

ABOUT US

10

PARTNERS

11

TRAVEL BLOG

Finding discount accommodation with HotelClub is easy, your Worldwide hotel booking service.

Fast secure access to over 60,000 hotels in 134 countries! **12**

13

Step 1: Sign Up or Sign in
(New Member Enticement and Member Login)

HotelClub's Dream Club – Great benefits
Lorem ipsum dolor sit amet, consectetur adipiscing

[JOIN NOW](#)

Already a member? Welcome back! Login here.

Email Password

[LOGIN](#)

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Step 2: Book and Search for Accommodation

CLASSIC SEARCH
MAP SEARCH

Check In

Check Out

Country

City/Region

Location

Star Rating

★★★★★

★★★★☆

★★★☆☆

15

Step 3: Enjoy Great Member Benefits and Specials

Fantastic Member Hotel Deal #1

Duis aute irure dolor in reprehenderit in voluptate velit esse

[READ MORE](#)

Fantastic Member Hotel Deal #2

Duis aute irure dolor in reprehenderit in voluptate velit esse

[READ MORE](#)

16

Weekly Deals *(Rolling?)*

Weekly Deal #1

Duis aute irure dolor in reprehenderit in voluptate velit esse

[READ MORE](#)

17

Last Minute Deals

Last Minute Deal #1	from \$\$\$
Duis aute irure dolor in	\$\$\$
Last Minute Deal #2	from \$\$\$
Duis aute irure dolor in	\$\$\$
Last Minute Deal #3	from \$\$\$
Duis aute irure dolor in	\$\$\$

18

Favourite Destinations

Favourite Destination #1	from \$\$\$
Favourite Destination #2	from \$\$\$
Favourite Destination #3	from \$\$\$
Favourite Destination #4	from \$\$\$
Favourite Destination #5	from \$\$\$
Favourite Destination #6	from \$\$\$

19

Latest Travel Blog Entry

Image

Blog: Six must see things anywhere!

[READ MORE](#)

Secure Site Partners **20**

Legal | Terms & Conditions | Partner Sites **21**

Annotated Notes

- 1** HotelClub logo and Home Page link
- 2** Rolling holiday images in banner
- 3a** Language selector
- 3b** Currency selector
- 4** Log out button
- 5** Member Profile Link
- 6** Hotel Finder link for accommodation searches
- 7** Your Travel Agent link for the additional travel searches eg: air travel & car hire
- 8** Customer Service link for FAQs and contact details
- 9** About Us Link to information about HotelClub
- 10** HotelClub Partners link
- 11** HotelClub Travel Blog Link
- 12** Website headline
- 13** Step 1 Panel: sign up enticement and member login
- 14** Step 2 Panel: accommodation search
- 15** Step 3 Panel: advertise member benefits and specials
- 16** Weekly Deals rolling ad
- 17** Last Minute Deals list
- 18** Favourite Destinations list
- 19** HotelClub Tavel Blog latest entry panel
- 20** Secure Site partner logos
- 21** Legal, T&Cs and Partner site links

POP UP WELCOME SCREEN AFTER LOGIN

HotelClub Member Welcome Screen

Welcome back Mr Blair Martin!

We hope you had a pleasant stay at XZY Hotel.

Are you planning another trip?

Yes, please take me to Hotel Finder **HOTEL FINDER**

No, please take me to my profile page **MEMBER PROFILE**

Step 1: Sign Up
(New Member Enrollment)
Member

HotelClub's Dream Club –
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Already a member? Welcome back!

Email Password

Member Hotel Deal #1
Duis aute irure dolor in reprehenderit in voluptate esse

Member Hotel Deal #2
Duis aute irure dolor in reprehenderit in voluptate esse

Weekly Deals (Rolling?)

Weekly Deal #1
Image
Duis aute irure dolor in reprehenderit in voluptate velit esse

Last Minute Deals

Last Minute Deal #1	Duis aute irure dolor in	\$\$\$
Last Minute Deal #2	Duis aute irure dolor in	\$\$\$
Last Minute Deal #3	Duis aute irure dolor in	\$\$\$

Favourite Destinations

Favourite Destination #1	from \$\$\$
Favourite Destination #2	from \$\$\$
Favourite Destination #3	from \$\$\$
Favourite Destination #4	from \$\$\$
Favourite Destination #5	from \$\$\$
Favourite Destination #6	from \$\$\$

Latest Travel Blog Entry

Image

Blog: Six must see things anywhere!

Secure Site Partners

Legal | Terms & Conditions | Partner Sites

Annotated Notes

- HotelClub logo and Home Page link
- Currency selector
- Log out button
- Member Profile Link
- HotelClub Travel Blog Link
- Pop-up Welcome Screen for returning members
- Personal welcoming statement addressing the returning member by name
- Verbal prompt engaging the user by asking them if they are planning another trip?
- Pre-determined responses
- 'Yes' response take the user to the Hotel Finder page
- 'No' response take the user to their profile page
- Secure Site partner logos
- Legal, T&Cs and Partner site links

MEMBER PROFILE PAGE

1 HotelClub Logo

2 Rolling hero images of travel destinations

3a LANGUAGE **3b** CURRENCY **4** LOG OUT

5 MEMBERS **6** HOTEL FINDER **7** YOUR TRAVEL AGENT **8** CUSTOMER SERVICE **9** ABOUT US **10** PARTNERS **11** TRAVEL BLOG

MEMBER TOOLBOX **12**

- ACCOUNT SUMMARY**
- UPDATE YOUR PROFILE
- HOTEL FINDER
- MANAGE YOUR BOOKING
- YOUR BOOKING HISTORY
- YOUR SAVED SEARCHES
- REVIEW A HOTEL
- MEMBER REWARDS
- MEMBER SPECIALS
- THE LEGAL STUFF

Hello Blair, below is your membership profile and account summary. **13**

Member Profile **14**

Name: Blair Martin
 Email: b.martin@gmail.com
 Address: Unit 380
 The Apartments
 Paddington NSW
 Phone: 0404 040 040

Member Rewards Balance **15**

Member Level: Platinum
 Rewards Balance: USD \$55.00
 Valid Until: 31 December 2012

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

How was your stay at XZY Hotel? **16**
 Would you like to rate it?

Rating the hotels you stay in can help fellow HotelClub members when choosing their own accommodation.

TAKE SURVEY

For your next stay in XYZ City **17**
 HotelClub Recommends

Image Recommended Hotels
 Duis aute irure dolor in reprehenderit in voluptate velit esse **READ REVIEWS**

Secure Site Partners **18**

Legal | Terms & Conditions | Partner Sites **19**

Annotated Notes

- HotelClub logo and Home Page link
- Rolling holiday images in banner
- a Language selector
- b Currency selector
- Log out button
- Member Profile Link (Highlighted)
- Hotel Finder link
- Your Travel Agent link
- Customer Service link
- About Us Link
- HotelClub Partners link
- HotelClub Travel Bog Link
- Member Toolbox – Secondary Navigation for the member area.
- Personal greeting to user
- Member Profile details
- Member Rewards balance
- Optional task for the member to rate the last hotel they stayed in
- HotelClub recommendation of hotels in the same city as the member's last trip
- Secure Site partner logos
- Legal, T&Cs and Partner site links