

1024 pixels wide

HOME 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

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

14 Step 2: Book and Search for Accommodation

CLASSIC SEARCH MAP SEARCH

Check In Check Out Star Rating
 ★★★★★
 ★★★★☆
 ★★★☆☆

Country City/Region Location

15 Step 3: Enjoy Great Member Benefits and Specials

Image Fantastic Member Hotel Deal #1
Duis aute irure dolor in reprehenderit in voluptate velit esse READ MORE

Image Fantastic Member Hotel Deal #2
Duis aute irure dolor in reprehenderit in voluptate velit esse READ MORE

16 Weekly Deals (Rolling?)

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

17 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	\$\$\$

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

20 Secure Site Partners

21 Legal | Terms & Conditions | Partner Sites

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
- Hotel Finder link for accommodation searches
- Your Travel Agent link for the additional travel searches eg: air travel & car hire
- Customer Service link for FAQs and contact details
- About Us Link to information about HotelClub
- HotelClub Partners link
- HotelClub Travel Blog Link
- Website headline
- Step 1 Panel: sign up enticement and member login
- Step 2 Panel: accommodation search
- Step 3 Panel: advertise member benefits and specials
- Weekly Deals rolling ad
- Last Minute Deals list
- Favourite Destinations list
- HotelClub Tavel Blog latest entry panel
- Secure Site partner logos
- 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 –
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Already a member? Welcome back!

Email Password

Great Member Deals and Specials

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

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12 MEMBER TOOLBOX

- 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**

14 Member Profile

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

15 Member Rewards Balance

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

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

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

TAKE SURVEY

17 For your next stay in XYZ City
 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