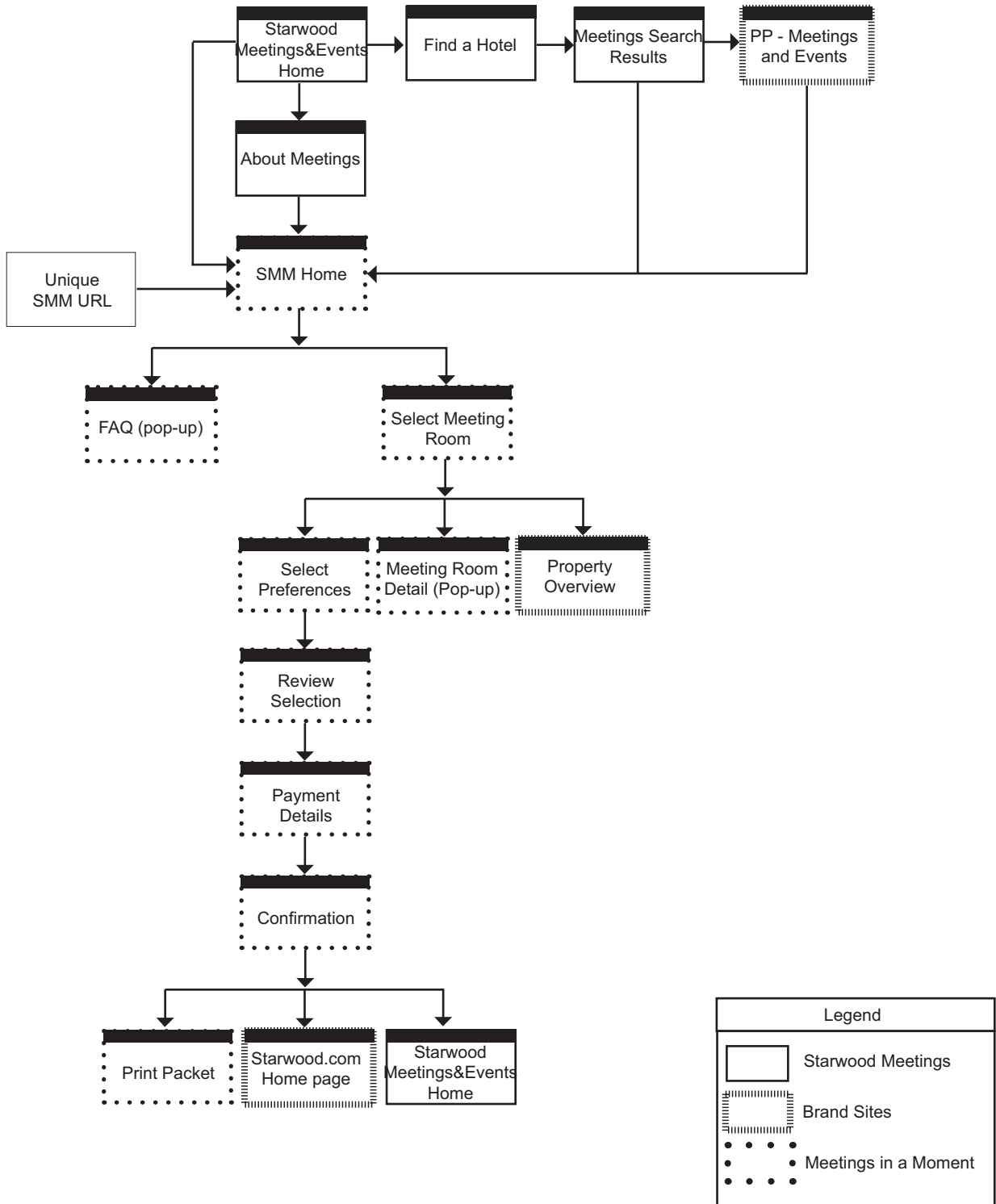
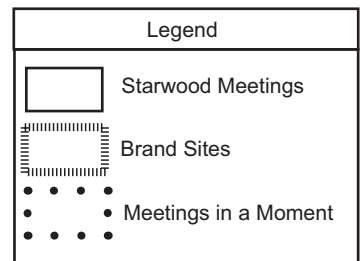
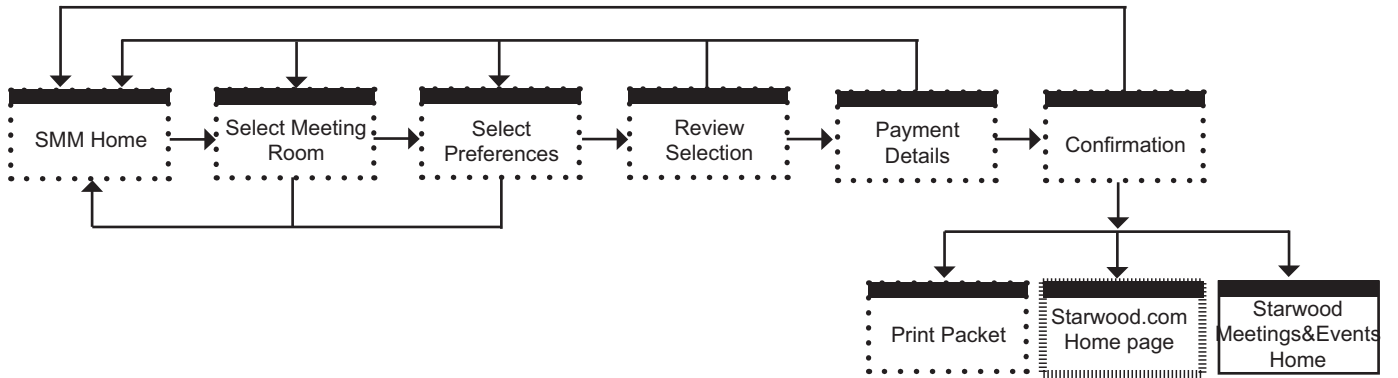


## 2. Concepts

### 2.1 Starwood Meetings in a Moment - Site Integration



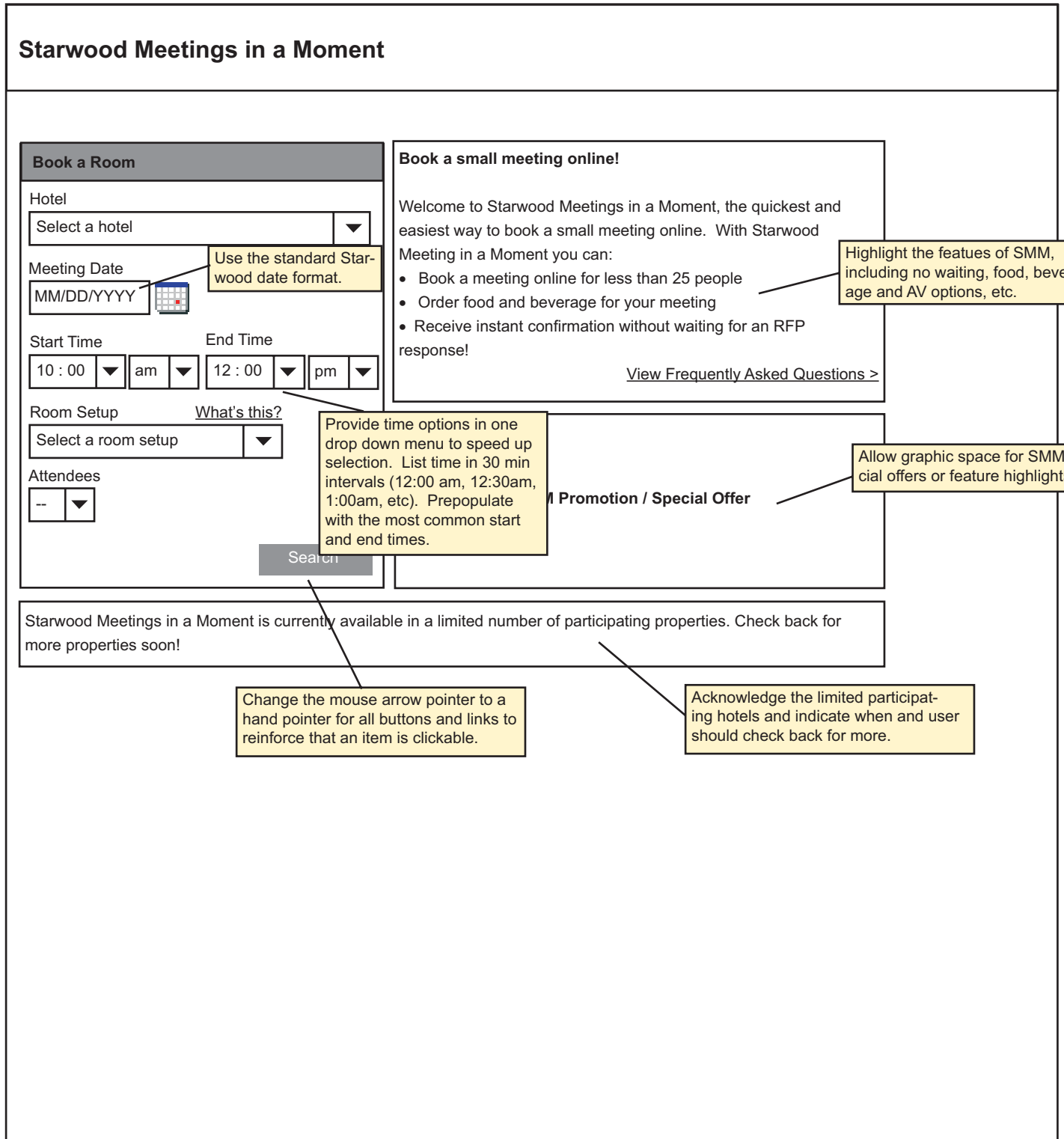
## 2.2 Starwood Meetings in a Moment - Booking Flow



### 3. Screens and User Interaction Model

#### 3.1 Starwood Meetings in a Moment Home Page

SMM will be hosted separately from Starwood Meetings and Events, with the goal of combining the booking flow into the



### 3.2 Select a Meeting Room

The user will select a hotel from the drop down menu on the main SMM home page search and be shown all matching, available rooms within the hotel. When more hotels are participating in SMM and a location search is implemented in the search, a general search results page will need to be built to display available meeting rooms across different hotels.

**Starwood Meetings in a Moment**

Guide users through the page by listing steps and descriptions of what is available.

**Step 1 of 5**

- 1) Select Meeting Room
- 2) Enter Meeting Preferences
- 3) Review Selection
- 4) Enter payment details
- 5) Receive confirmation

[New meeting search >](#)

**Modify Your Search**

Sheraton New York Hotel and Towers

Meeting Date  
07/19/2004

Start Time  
10 : 00 ▼ am ▼

End Time  
12 : 00 ▼ pm ▼

Room Setup [What's this?](#)  
Conference ▼

Attendees  
-- ▼

**Questions?**

[What if my meeting is larger than 25 people?](#)

[Meeting space question listed here.](#)

[More FAQs>](#)

**Select Your Ideal Room**

[Link back to the SMM home search to change hotel.](#)

[View measurements in square meters >](#) [Currency Converter >](#)

**1) Sheraton New York Hotel and Towers**

811 7th Avenue on 53rd Street  
New York, New York 10019 • United States  
Phone (212) 581-1000 • Fax (212) 262-4410  
[Visit the hotel's website >](#)

[Link to the brand property overview page for more hotel information.](#)

Summarize meeting details horizontally to save space and provide a clear association with the room information below.

Availability: July 19, 2004, 10:00am - 12:00pm [Conference Setup, 25 Attendees](#)

Meeting Room	Dimensions	Capacity	Rate	
<a href="#">Bedford Room</a>	25' x 15'	15	USD 100.00	<input type="button" value="Book Now &gt;"/>
<a href="#">Tolland Room</a>	28' x 13'	14	USD 200.00	<input type="button" value="Book Now &gt;"/>
<a href="#">Fiske Room</a>	28' x 19'	20	USD 300.00	<input type="button" value="Book Now &gt;"/>

[Link to room information in a pop-up window.](#)

Standard conversion option available on Starwood Meetings.

Display the name of the hotel selected, but do not carry through the drop down menu. Hotel names are very long and cannot wrap lines in a drop down menu. Users should also be focused on the meeting details, and have limited modify options.

Address common meeting planner concerns, encouraging them to feel confident in SMM and complete booking. If possible, open answers to specific questions in a DHTML pop-up. Link to more FAQs in a regular pop-up window.

### 3.2.1 Meeting Room Detail (pop-up)

If the user clicks on the meeting room name within the “select a meeting room” page (3.5.1), a pop-up window will open that displays a picture and detailed specifications for the meeting room.

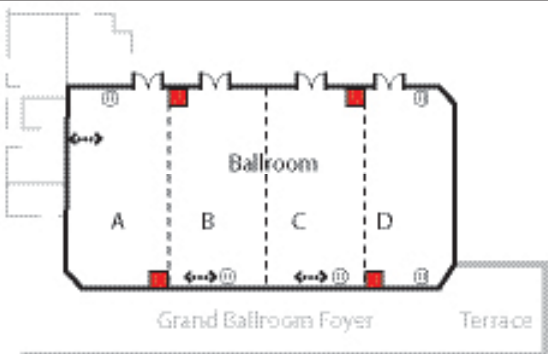
## Starwood Meetings in a Moment

\_ □ X
Starwood Meetings in a Moment - Room Detail

**Sheraton New York Hotel and Towers**  
Bedford Room

Allow users to print this window.


Print Details



Room Size: 76'x 96', 7,448 Sq. Ft., 14' Ceiling Height

Picture if available

**Capacity Chart** (Measurements in square meters)



Floor	Room Size	Total Sq. Ft.	Ceiling Height (min to max)	Rounds	Theater	Conference	Reception	Classroom	U-Shape	Hollow Square	Exhibit 10 x 10
1	76'x96'	7,448	10' - 14'	700	800	-	1000	450	-	-	-

This room is ideal for small meetings with natural light through 2 large windows. It is conveniently located near the restaurant.

Available Rooms at the Shearton New York Hotel and Towers:  
[Bedford Room](#)  
[Tolland Room](#)  
[Fiske Room](#)

Link to other available rooms returned in the availability search.

Close Window

### 3.2.2 FAQs (pop-up)

If the user clicks on the “Questions” links from within the SMM home page (3.5) or the SMM booking path (3.5.1 - 3.5.5) a pop-up window listing answers to the most common meeting planner questions will be shown.

## Starwood Meetings in a Moment

### Starwood Meetings in a Moment - Frequently Asked Questions



#### Starwood Meetings in a Moment - Frequently Asked Questions

1. [What is Starwood Meetings in a Moment?](#)
2. [Are special food requests possible?](#)
3. [What if I need to change the amount of food ordered?](#)
4. [Who will assist me when my group arrives at the hotel?](#)
5. [What if I need to change or cancel my reservation?](#)
6. [Can I bring my own audio visual equipment?](#)
7. [How can I be sure that the hotel receives my information and payment?](#)
8. [Is booking online safe?](#)
9. [Another Starwood Meeting in a Moment question added here.](#)
10. [As many Starwood Meeting questions as necessary can be added here.](#)

#### 1. What is Starwood Meetings in a Moment?

RFP stands for [Request for Proposal](#). Our easy-to-use online process allows you to request certain meeting requirements, find a facility to match your needs, and then submit your proposal to the facility.

[Back to top](#)

#### 2. Are special food requests possible?

There are just five simple steps. First you'll enter some general information about you and what you are looking for in a meeting facility. You will then receive a list of facilities matching your requirements. Once you select a hotel, all you have to do is review your proposal and when you're satisfied, submit it. You will be contacted by the individual hotel shortly thereafter.

[Back to top](#)

#### 3. What if I need to change the amount of food ordered?

Yes, but the more questions you answer the more suited the list of hotels will be to your needs. Simply fill in as much information as you can.

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#### 4. Who will assist me when my group arrives at the hotel?

Yes, you can read detailed descriptions of the hotel as well as view numerous images of the facility in a slideshow format.

[Back to top](#)

#### 5. What if I need to change or cancel my reservation?

Breakout rooms are additional meetings spaces that allow people from larger meetings to conduct discussion groups, committees, or work teams.

(CONTINUED)

3.3 Select Meeting Preferences (F&B, A/V)

Once a room is selected, the user will be able to order food and beverage and specify audio/visual requirements.

## Starwood Meetings in a Moment

**Step 2 of 5**

- 1) Select Meeting Room
- 2) Enter Meeting Preferences**
- 3) Review Selection
- 4) Enter payment details
- 5) Receive confirmation

[New meeting search >](#)

**Sheraton New York Hotel and Towers**

Meeting Date: **July 19, 2004**  
 Start Time: **10:00am**  
 End Time: **12:00pm**  
 Selected Room: **Bedford Room**  
 Room Set up: **Conference**  
 Attendees: **25**

**Questions?**

[Are special food requests possible?](#)

[What if I need to change the amount of food ordered?](#)

[Can I bring my own audio visual equipment?](#)

[More FAQs>](#)

### Enhance Your Meeting

Automatically update the total when a users selects # of people or # requested next to an item.

[Currency Converter >](#)

- 1) Order Food and Beverage
 

Please note: All food and beverage service will be located in the selected function space.

Type	Price (per person)	Delivery Time	Number of People	Total Price
Breakfast Pastries	USD 5.50	Please Select ▼	0 ▼	USD 0.00
Assorted Sandwiches	USD 6.99	Please Select ▼	0 ▼	USD 0.00
Assorted Beverages	USD 4.99	Please Select ▼	0 ▼	USD 0.00
- 2) Select Audio and Visual Options
 

Display item name and price next to each other for easy association. Also group drop down options for quick selection.

Item	Price (per item)	Number Requested	Total Price
Projector	USD 5.50	0 ▼	USD 0.00
Flip Charts	USD 6.99	0 ▼	USD 0.00
- 3) Note Additional Requests
 

If you have special requests for your meeting, please enter them in the space below. Please note that special requests cannot be guaranteed until confirmed by the hotel, but we will do our best to accommodate you.

→ [Continue](#)

### 3.4 Review meeting details

Once all meeting requirements have been selected the user will be able to view the details (including total price) along with the terms and conditions before proceeding to payment options.

## Starwood Meetings in a Moment

**Step 3 of 5**

- 1) Select Meeting Room
- 2) Enter Meeting Preferences
- 3) Review Selection**
- 4) Enter payment details
- 5) Receive confirmation

[New meeting search >](#)

[Link to Step 1 \(available rooms page\) for the current hotel selected.](#)

**Questions?**

[Who will assist me when my group arrives at the hotel?](#)

[What if I need to change or cancel my reservation?](#)

[More FAQs >](#)

Keep featured FAQs relevant to the stage of the booking process, providing contextual help.

[Link to step 2 \(enter meeting preferences\) and allow the user to modify the current selection.](#)

### Review Your Selections

#### Meeting Details

Total Meeting Cost (excluding tax, gratuity and incidentals): **\$484.50**

**Sheraton New York Hotel and Towers**  
811 7th Avenue on 53rd Street • New York, New York 10019 • United States  
Phone (212) 581-1000 • Fax (212) 262-4410

Repeat hotel details to reinforce selection made and provide an alternative contact option in case user feels uncomfortable booking online.

**Meeting Details (change)**

Meeting Date: **July 19, 2004**      Selected Room: **Bedford Room**  
Start Time: **10:00am**      Room Set up: **Conference**  
End Time: **12:00pm**      Attendees: **25**

Link to hotel pop-up window so users can double check room features if desired.

Room Rate: \$100.00

#### Food and Beverage (change)

Type	Number of People	Delivery Time	Price
Assorted Sandwiches	25	12 : 00 pm	USD 6.99 per person
Assorted Beverages	25		USD 4.99 per person

Food and Beverage: \$249.50

Display per person price so the user is reminded of the "good deal" per person, not just the high total.

#### Audio/Visual (change)

Item	Number Requested	Price
Projector	1	USD 125.00 each
Flip Chart	2	USD 5.00 each

Audio/Visual: \$135.00

Display sub totals for room rate, F&B and AV next to the section description. Repeat the final cost at the bottom of the page.

**Total Meeting Cost: \$484.50**  
*total cost excludes tax, gratuity and incidentals*

Your credit card will be held as a deposit at time of booking. Actual meeting room costs (including tax, gratuity and incidentals) will be charged at the time of the meeting.

#### Terms and Conditions

- Meeting room availability is subject to change. The hotel reserves the right to move meeting to equivalent space or cancel space at any time at the hotel's sole discretion.
- If meeting is cancelled anytime from date of booking to 15 days prior to scheduled meeting date, liquidated damages of 50% of booked charges will be assessed. If meeting is cancelled within 14 days of scheduled meeting date, liquidated damages of 100% of booked charges will be assessed.
- Party booking function space represents and warrants to the hotel that the meeting activity is for lawful

[Book this meeting package.](#)

[Cancel and return to the home page.](#)