



Starwood Hotels & Resorts

Property Page Expansion
User Interface Specification
Site Map, Page Flows and Wireframes



Property Page Expansion	Version: 1.6
User Interface Specification	Last Modified: 5/6/2005

User Interface Specification

1. Introduction

This document outlines the proposed user interface requirements and solution for the property page expansion (PPE) project. The primary goal of the project is to increase the amount of content available online in order to support vacation research and booking on Starwood brand sites.

1.1 Purpose

This document identifies the basic navigation, page layout and interaction of the site, and includes site maps, page flows and wireframes to be reviewed by project stakeholders for approval. Design, copy and technology requirements are outlined in additional documentation.

1.2 Scope

The solution outlined in this document cover the scope of the property page expansion as outlined in the Property Page Expansion Vision Document and Functional Requirements Specification.

The goal of the property page expansion is to improve content and more effectively highlight property selling points within the property pages of all Starwood brand sites (including Starwood Preferred Guest). The property page redesign project includes changes to:

- Property Overview
- All property sub pages
 - Guest Rooms
 - Local Area
 - Restaurants & Lounges
 - Hotel Services
 - Meetings & Events
 - Property Special Offers
- Select areas of the booking path as needed to support room class content displayed within the property page.

1.3 Definitions, Acronyms, and Abbreviations

1.3.1 Acronyms and Abbreviations

Term	Definition

1.3.2 Site Map

The site map outlines all pages included in the site and indicates site structure. Numbers included within the site map refer to the associated wireframe within this document.

1.3.3 Process Flows

Process flows provide a page-by-page guide to the navigation and interaction the user may encounter with the site. It illustrates the various pathways in which the user may take to achieve his/her goal. Although the user can at all times access the global navigation, for the purpose of this project, it may not be described here.

Property Page Expansion	Version: 1.6
User Interface Specification	Last Modified: 5/6/2005

1.3.4 Wireframes

Wireframes are annotated schematics of pages on the site. It depicts the format, information and standard components to be included on each page. Most pages are shown in a uniform size for documentation convenience, but page length may vary and pages will scroll as appropriate. Due to the dynamic nature of the site, the order of the wireframes should not be considered linear, however pages that are related in functionality are grouped together to show related features or functionality.

Please note:

- **Copy in the wireframes is for placement purposes only.** Final copy will be indicated in the associated copy deck provided by the project copywriter.
- **Wireframes are purely for schematic and structural purposes; they do not imply the final layout or graphic look and feel of the site.** The visual design will be determined by the project graphic designer once the basic structure outlined in the wireframes is approved.
- Unless noted in the wireframes or process flow, existing site pages that are linked to or from the wireframe have not been changed.
- The screen number and page title of the wireframe corresponds to the number on the associated site map and process flow.
- Numbered callouts in the wireframes correspond to the numbers in the page element description table following the wireframe.

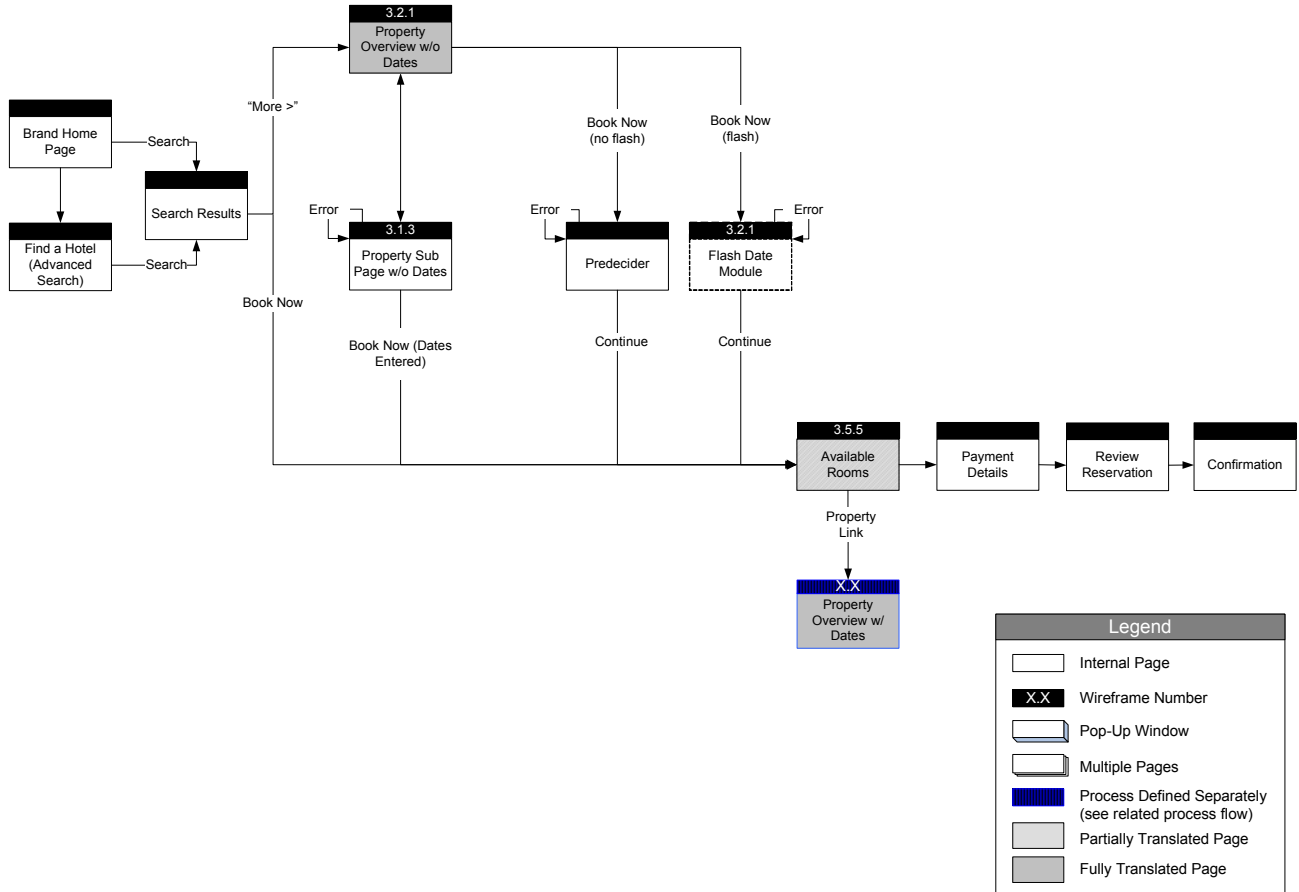
1.4 References

Please check for the most updated copy of the User Interface Specification document (along with associated functional requirements, copy decks and visual design) on the Starwood Project Center (SPC) in the Analysis, Architecture and Design section at:



2.2.2 Booking Flow – No Dates Entered

Users must enter dates before reaching the “Available Rooms” page with rates shown. If dates are not entered during the search process, they can be entered in the flash module on the property overview page or in the “Rooms & Rates” module on any property sub page.



Property Page Expansion	Version: 1.6
User Interface Specification	Last Modified: 5/6/2005

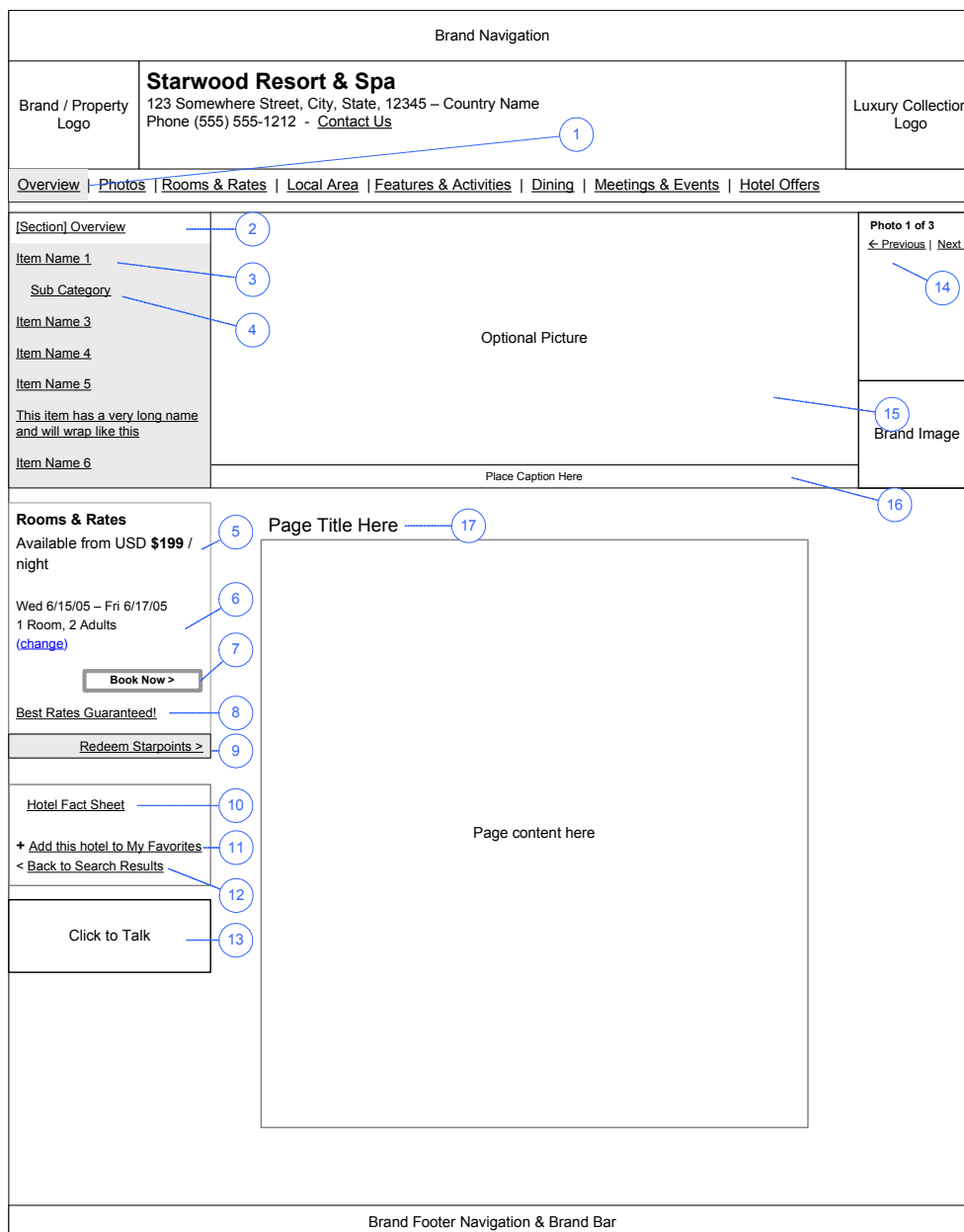
3. Wireframes

3.1 Property Inner Page Templates - DEVELOPMENT REFERENCE ONLY

The following property inner page templates provide an overview of standard components found across all property sub pages and are shown here as a guide for the developers. No additional content requirements are outlined in wireframes 3.1.1 – 3.1.4.

3.1.1 Four Points, Sheraton, Westin and W Property Inner Page Template (With Dates)

This wireframe outlines the basic template for all standard Four Points, Sheraton, Westin and W sub pages (i.e. Rooms & Rates, Local Area, Features & Activities, etc.). The rooms and rates module displays the lowest available price available for dates previously entered by the user. The most common way to reach this type of page is through the main property navigation along the top of the page.



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ID #	Element Name	Element Type	Associated Requirements	Description
1	Main Navigation	Text		<p>The main property navigation categories will be standard, but specific category labels may vary per brand (i.e. "Hotel Offers" may be "Hotel Exclusives" for Luxury Collection and St. Regis). Clicking on a main navigation item will bring users to the default overview page for that section. Highlight the selected section within the main nav. Main navigation categories (along with the associated wireframe section in this document) include:</p> <p>Overview (3.2) Photos (3.3) Rooms & Rates (3.4) Local Area (3.6) Features & Activities (3.7) Dining (3.8) Meetings & Events (3.9) Hotel Offers (3.10)</p>
2	Sub Navigation - Default Selection	Text		<p>The sub navigation will provide links to all sub pages within a main property navigation category. The first item listed in the sub navigation will be the section overview, which is displayed by default when the associated main navigation category is selected. If there is no sub navigation for the section (i.e. Photos) the sub navigation area will not show.</p>
3	Sub Navigation - Primary Level	Text		<p>Navigation will be flexible and include standard naming for common sub pages (i.e. "Standard Amenities" in Guest Rooms) and custom names for unique property items (i.e. "The Centre for Wellbeing" for the Phoenician Spa). Sub navigation names may wrap to maximum of two lines. Highlight the primary sub nav item when selected by the user.</p>
4	Sub Navigation - Secondary Level	Text		<p>The secondary level of navigation in the sub nav is a subset of a primary sub navigation item and should be indented underneath. Highlight the secondary level nav item when selected by the user.</p>
5	Reservation Module – Rate display	Text		<p>Display the lowest rate for the least expensive room type available in the hotel for dates previously entered by the user. If dates were not previously entered by the user, display the form fields (3.1.3).</p> <p>If rooms are not available for the dates entered display an error message instead of the "Available</p>