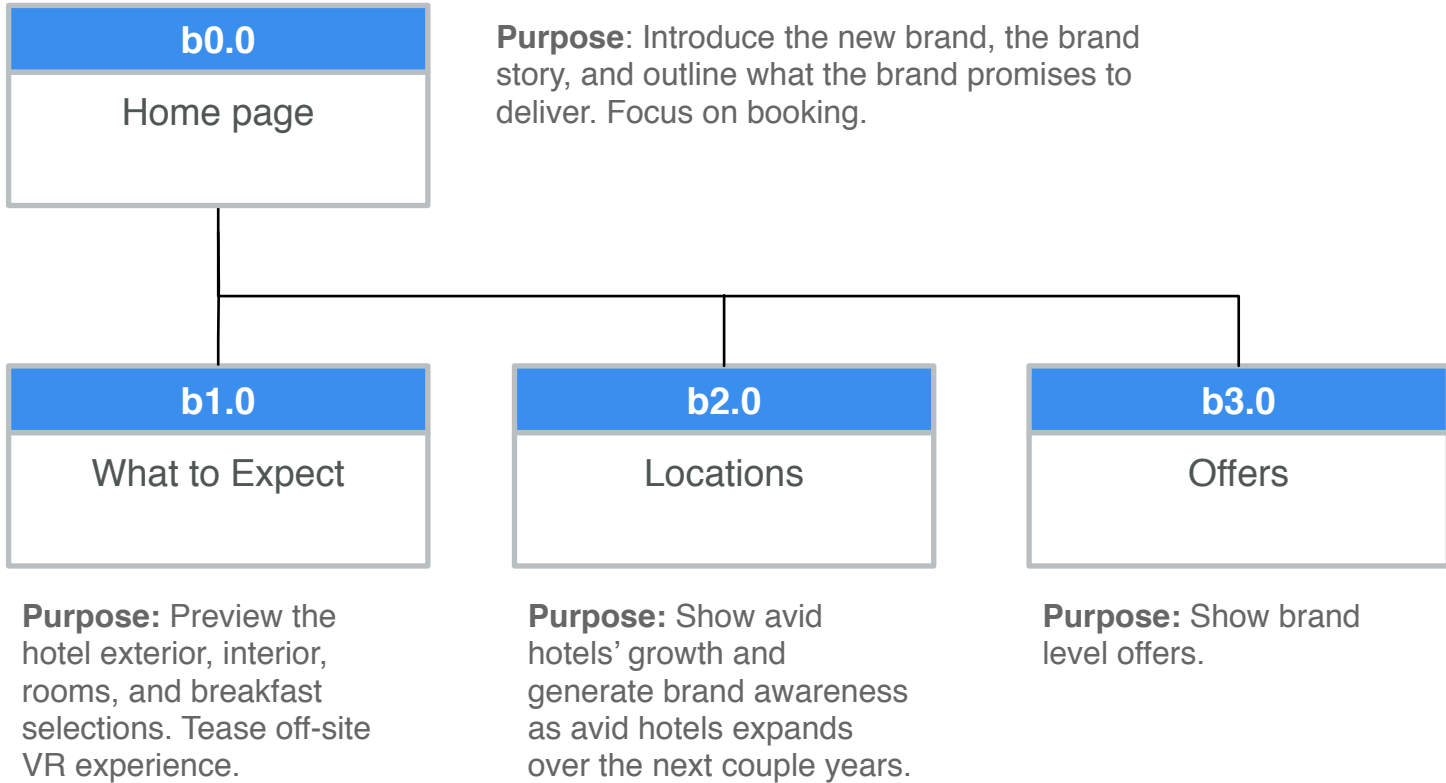
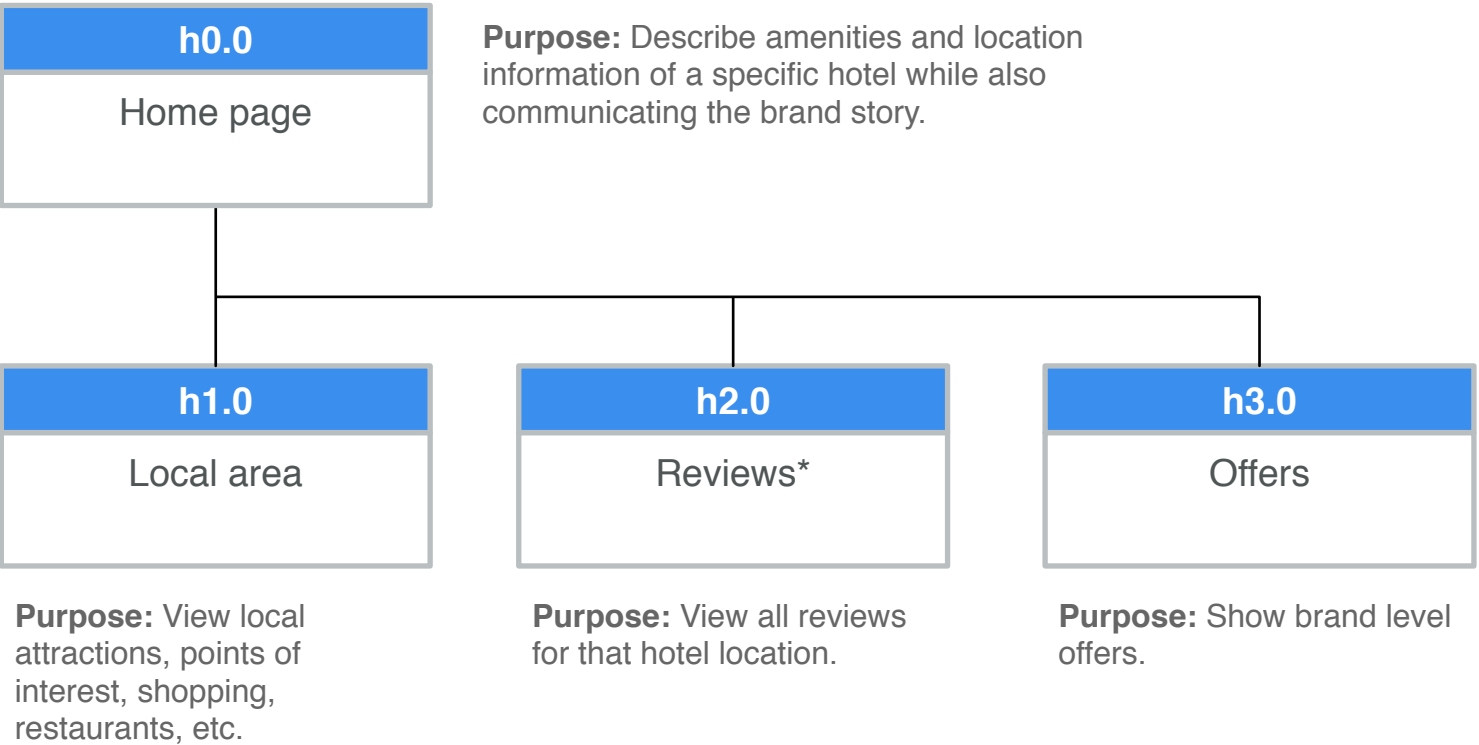


Site Map

Brand.com website



Hotel details website



(*) Will go live post-launch once there is a substantial number of reviews.

Brand.com Home Page, LVP

1.0 Navigation

- Links**
- Logo - on select, will navigate the user to brand.com home page [b0.0]
 - "Home" - (Current page in this view) on select, will navigate user to [b0.0]
 - "What to Expect" - on select, will navigate the user to [b1.0]
 - "Locations" - on select, will navigate the user to [b2.0]
 - "Offers" - on select, will navigate the user to [b3.0]

On Rollover
Links will change color as illustrated in the prototype.

On Tap/Click
Links will change color as illustrated in the prototype.

On Current Page
The label in the navigation for the current page will be a different color to indicate to the user that they are on that page, as illustrated in prototype.

2.0 Book Now CTA

On page load
Per current functionality, the button will be hidden on page load.

On scroll past Red Module
Per current functionality, when the user scrolls down past the Res Mod, the book now button will appear and the other navigation links will slide to left, as shown in the prototype.

On click
Per current functionality, when the user selects "Book Now," the page will scroll to the top of the booking module.

3.0 Hero

The Hero area is a static image with live text. This is NOT an interact slot. The header also has a smaller, custom height to allow for the Chase promo to appear below the reservation module while still being above the fold

4.0 Res Module

The res module incorporates a CLOSED search feature. The Region field is set to North America by default and will be hidden from view.

The "More Options" accordion has also been relocated to be left aligned to the destination field.

Otherwise, functionality is standard.

5.0 Chase Credit Card Offer (Interact)

This offer is managed by Interact.

On Click "Learn More"
Open up a new tab and navigate the user to the corresponding landing page. The link should be styled with a box and arrow icon indicating it links off-site.

6.0 Brand Signatures

- 6.1 On click**
Navigate the user to [b1.0] What to Expect AND anchor link them to the top of the section discussing sleep.
- 6.2 On click**
Navigate the user to [b1.0] What to Expect AND anchor link them to the top of the section discussing breakfast.
- 6.3 On click**
Navigate the user to [b1.0] What to Expect AND anchor link them to the top of the section discussing confidence.

7.0 What to Expect Promo

On Click "Take A Tour"
Navigate the user to [b1.0] What to Expect.

8.0 Marketing Promo (Interact)

This offer is managed by Interact. If Brand has no offer they wish to display, this promo area should be hidden.

On Click "Learn More"
Open up a new tab and navigate the user to the corresponding landing page. The link should be styled with a box and arrow icon indicating it links off-site.

9.0 BazaarVoice - Social Content

Title and intro copy to this section will be managed by AEM. Styling of social images will be managed by BazaarVoice.

10.0 Offers (Interact)

Title and intro copy to this section will be managed by AEM. This section contains three offers managed by Interact. These offers should always appear, with defined default and fail safe content. At least one of these slots needs to have a Chase Credit Card promotion.

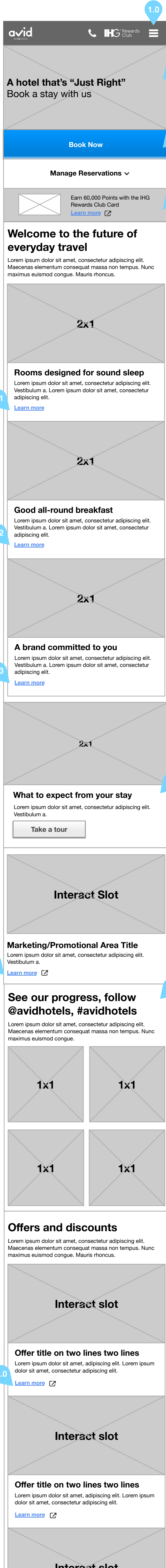
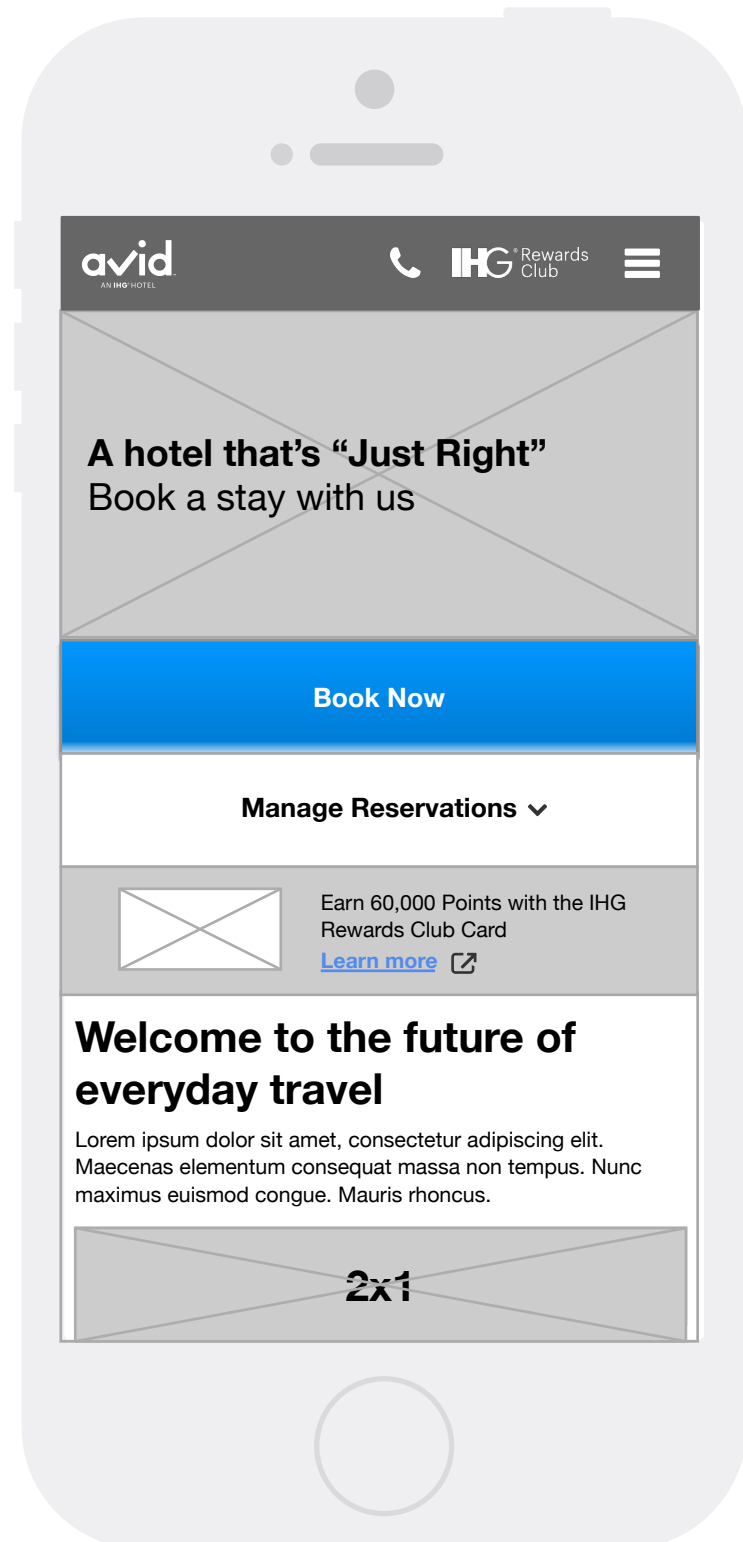
On Click "Learn More"
Open up a new tab and navigate the user to the corresponding offer landing page. The link should be styled with a box and arrow icon indicating it links off-site.

11.0 Breadcrumbs

Utilize standard breadcrumb functionality as used on Holiday Inn Express' Brand Refresh.

[b0.0] Brand.com Home XSVP

Brand.com Home Page, XSVP



1.0 Navigation

Navigation will follow UHF standard conventions. The hamburger menu will include all brand.com pages as.

Links

- Logo - on select, will navigate the user to brand.com home page [b0.0]
- "Home" - (Current page in this view) on select, will navigate user to [b0.0]
- "What to Expect" - on select, will navigate the user to [b1.0]
- "Locations" - on select, will navigate the user to [b2.0]
- "Offers" - on select, will navigate the user to [b3.0]

2.0 Hero

The Hero area is a static image with live text. This is NOT an interact slot. The header also has a smaller, custom height to allow for the Chase promo to appear below the reservation module while still being above the fold.

3.0 Book Now CTA

Behavior follows current reservation module functionality in XSVP.

On page load

Reservation module is collapsed, leaving just the Book Now CTA and the Manage Reservations CTA below it.

On tap

When the user selects "Book Now," the reservation module will expand beneath the "Book Now" button.

On scroll past

When the user scrolls down past the Book Now CTA, a sticky "Book Now" CTA will appear at the bottom of the screen.

4.0 Chase Credit Card Offer (Interact)

This offer is managed by Interact.

On tap "Learn More"

Open up a new browser window and navigate the user to the corresponding landing page. The link should be styled with a box and arrow icon indicating it links off-site.

5.0 Brand Signatures

5.1 On tap

Navigate the user to [b1.0] What to Expect AND anchor link them to the top of the section discussing sleep.

5.2 On tap

Navigate the user to [b1.0] What to Expect AND anchor link them to the top of the section discussing breakfast.

5.3 On tap

Navigate the user to [b1.0] What to Expect AND anchor link them to the top of the section discussing confidence.

6.0 What to Expect Promo

On tap "Take A Tour" Navigate the user to [b1.0] What to Expect.

7.0 Marketing Promo (Interact)

This offer is managed by Interact. If Brand has no offer they wish to display, this promo area should be hidden.

On tap "Learn More"

Open up a new browser window and navigate the user to the corresponding landing page. The link should be styled with a box and arrow icon indicating it links off-site.

8.0 BazaarVoice - Social Content

Title and intro copy to this section will be managed by AEM. Styling of social images will be managed by BazaarVoice.

9.0 Offers (Interact)

Title and intro copy to this section will be managed by AEM. This section contains three offers managed by Interact. These offers should always appear, with defined default and fail safe content. At least one of these slots needs to have a Chase Credit Card promotion.

On tap "Learn More"

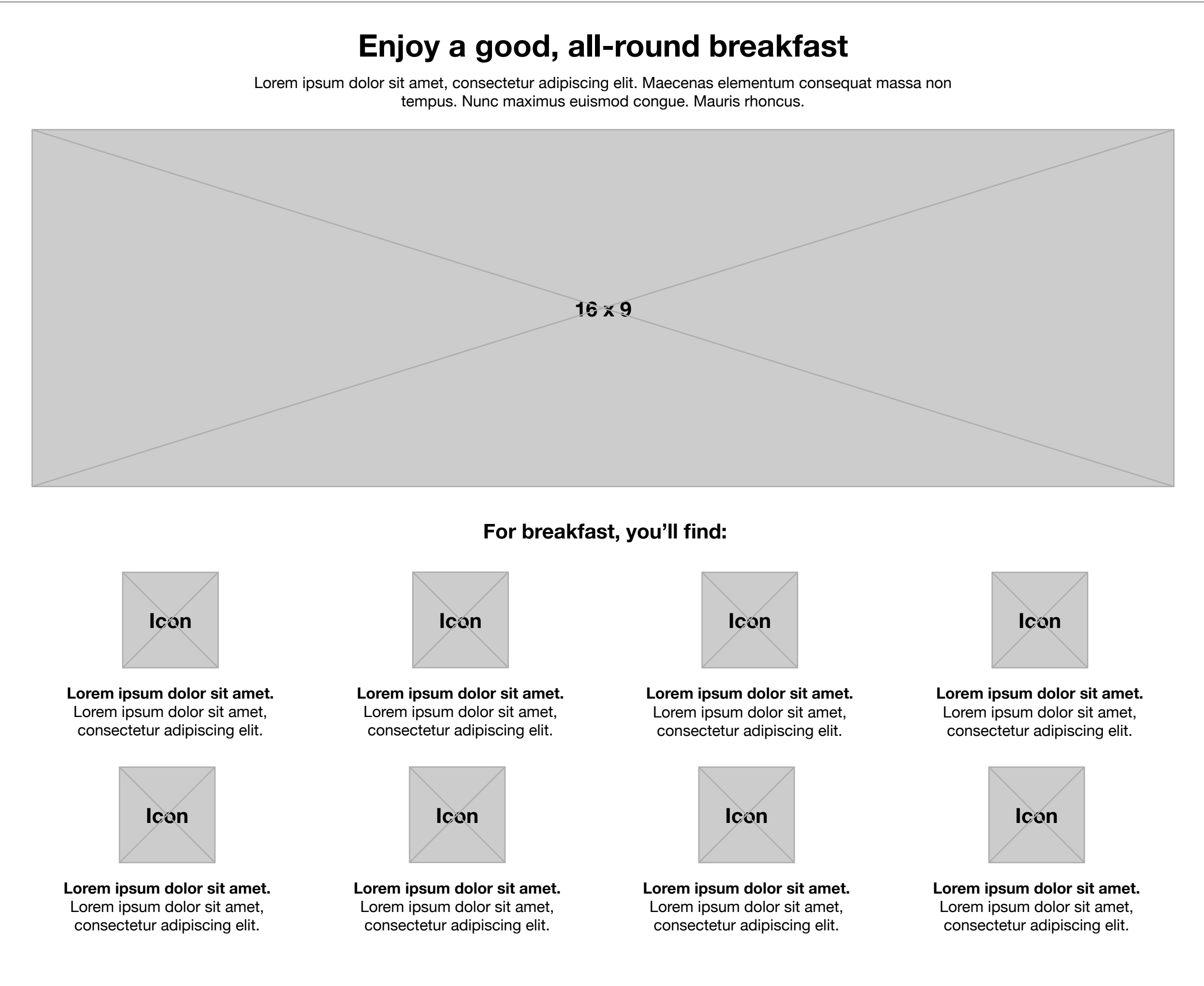
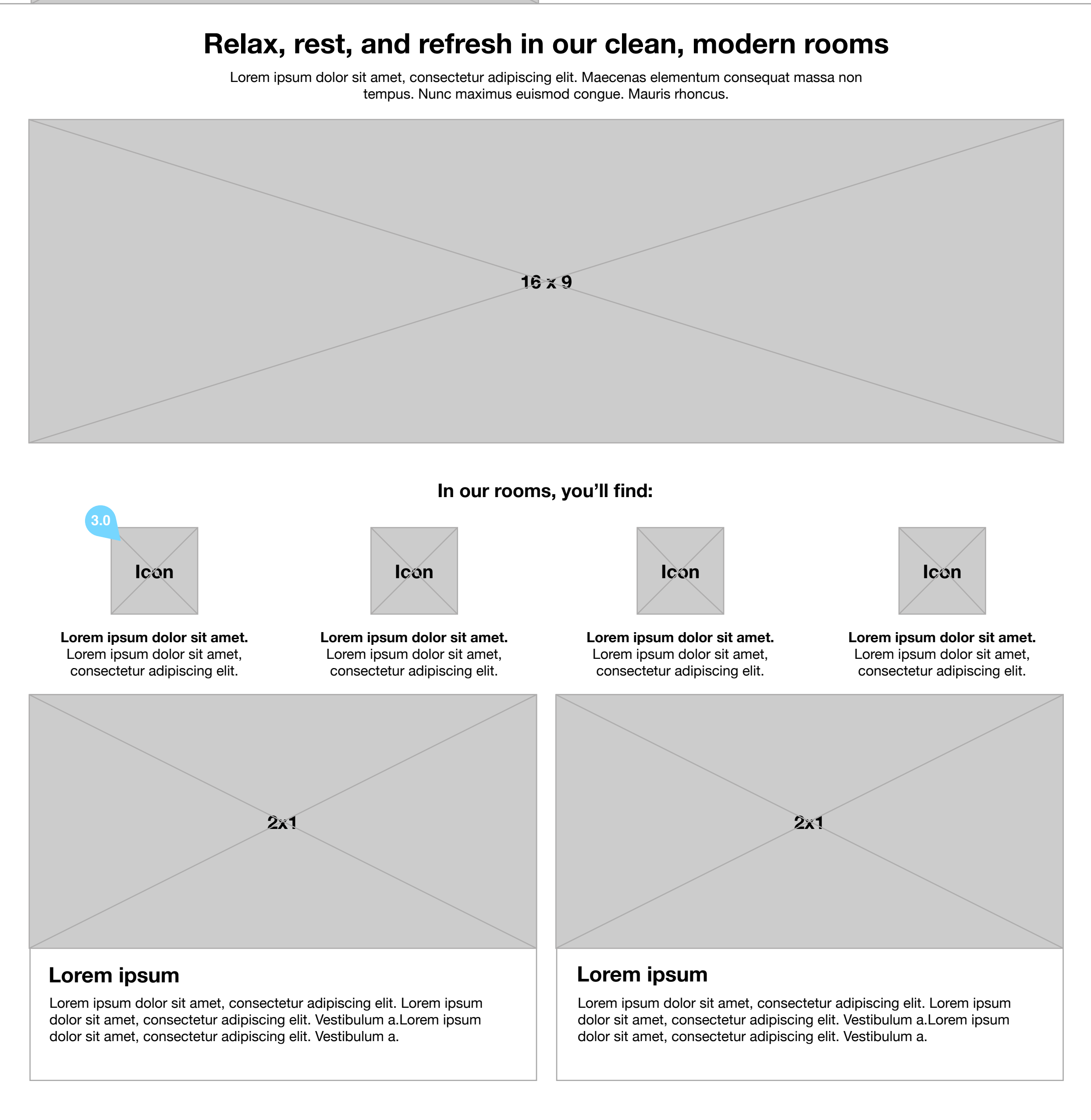
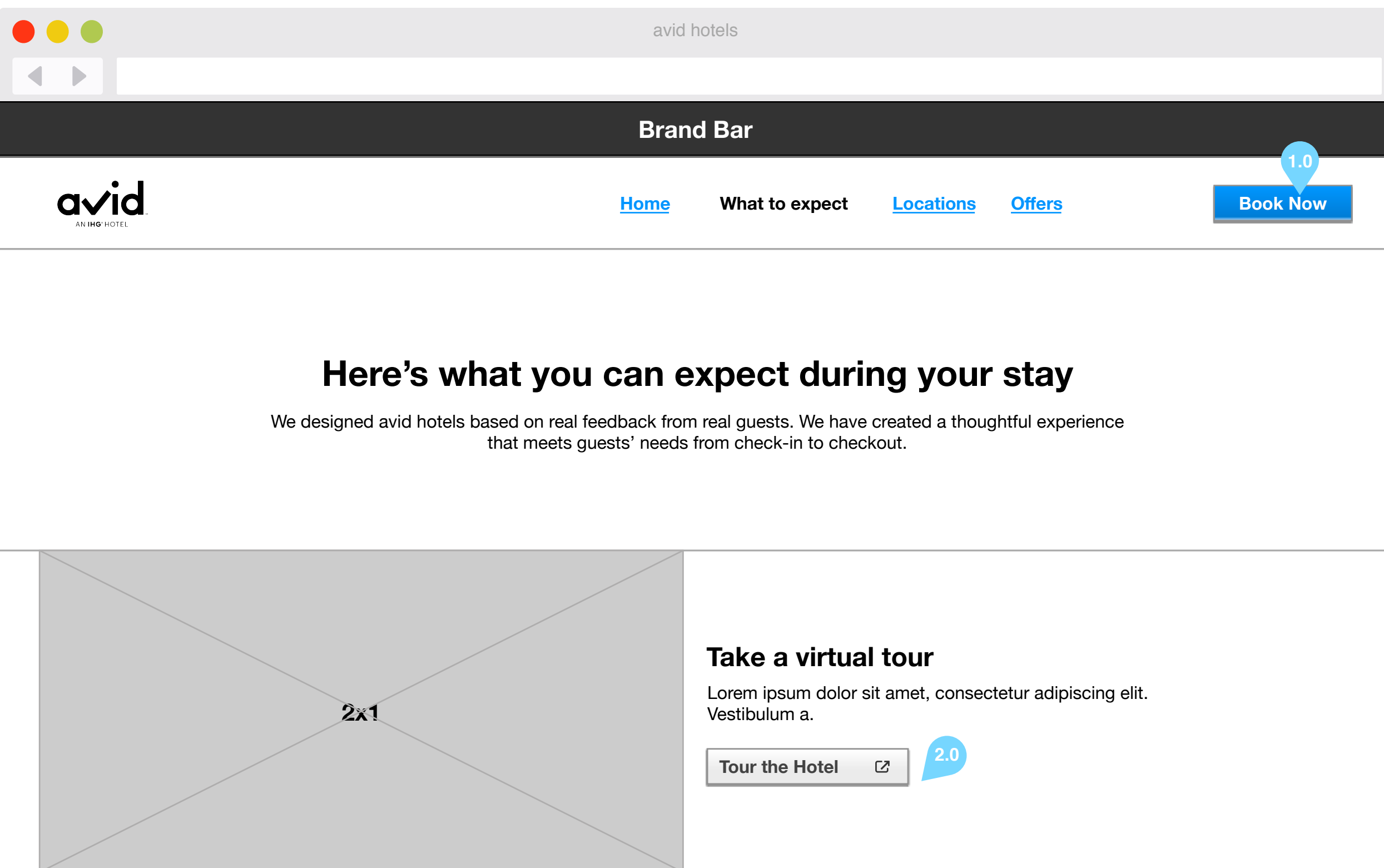
Open up a new browser window and navigate the user to the corresponding offer landing page. The link should be styled with a box and arrow icon indicating it links off-site.

10.0 Breadcrumbs

Utilize standard breadcrumb functionality as used on Holiday Inn Express' Brand Refresh.

[b1.0] Brand.com What to expect LVP

Brand.com What to expect Page, LVP



1.0 Book Now CTA

On page load
The button will be visible in the navigation bar.

On tap
Per current functionality, when the user selects "Book Now," the reservation module will expand out from beneath the navigation bar (reference the prototype).

2.0 Virtual Tour Promo

On tap "Take Virtual Tour"
Open up a new tab and navigate the user to the off-site VR experience. The link should be styled with a box and arrow icon indicating it links off-site.

3.0 Icon rows

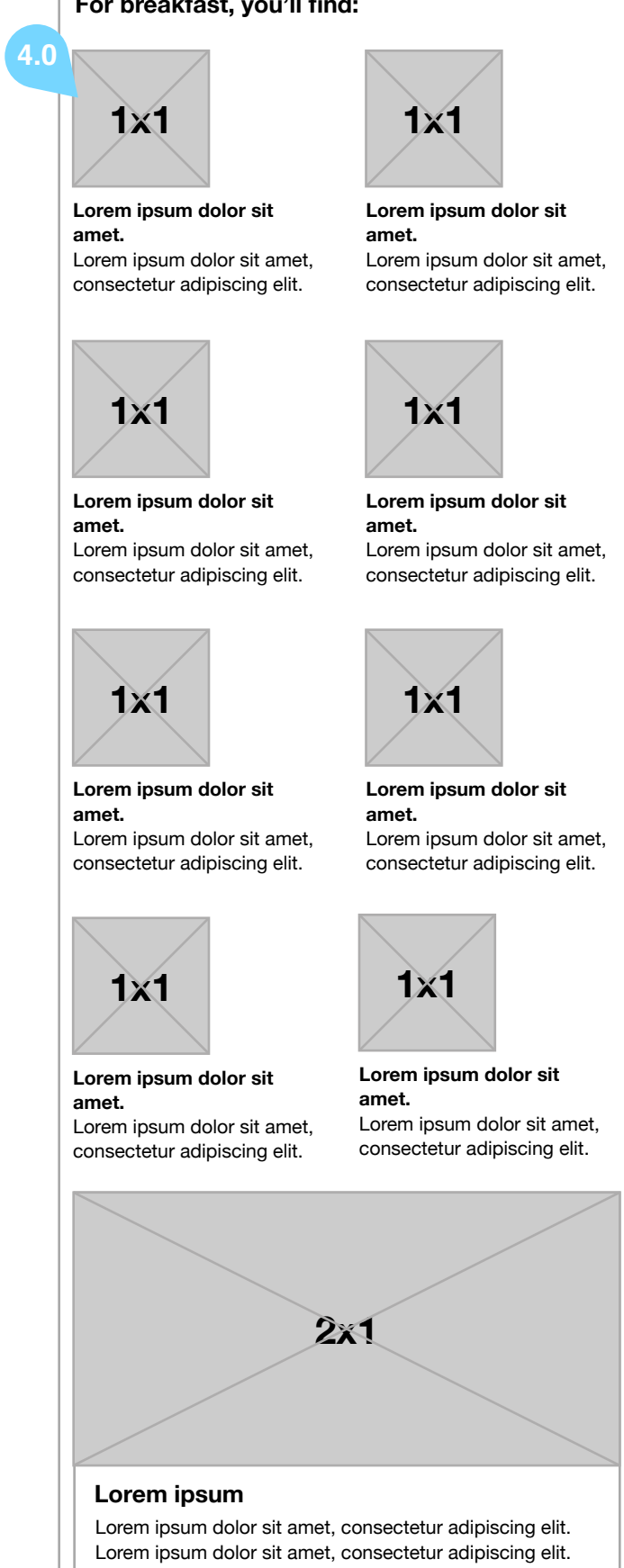
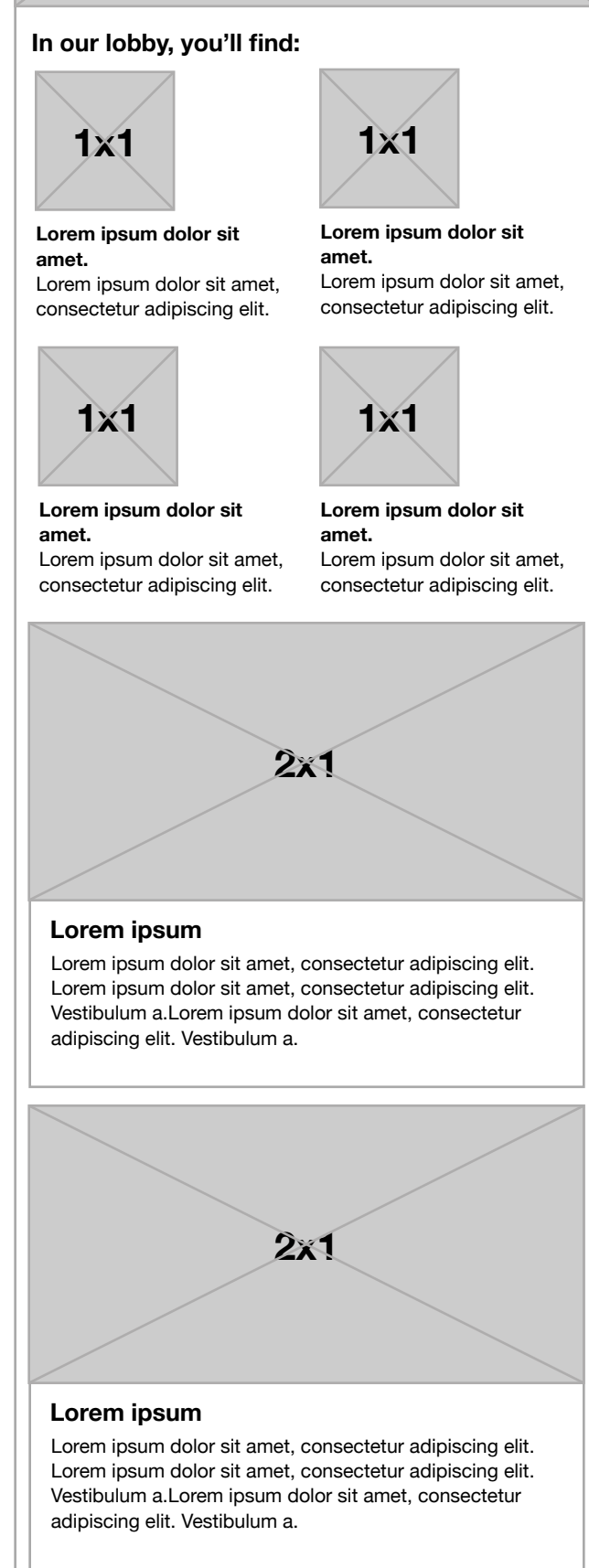
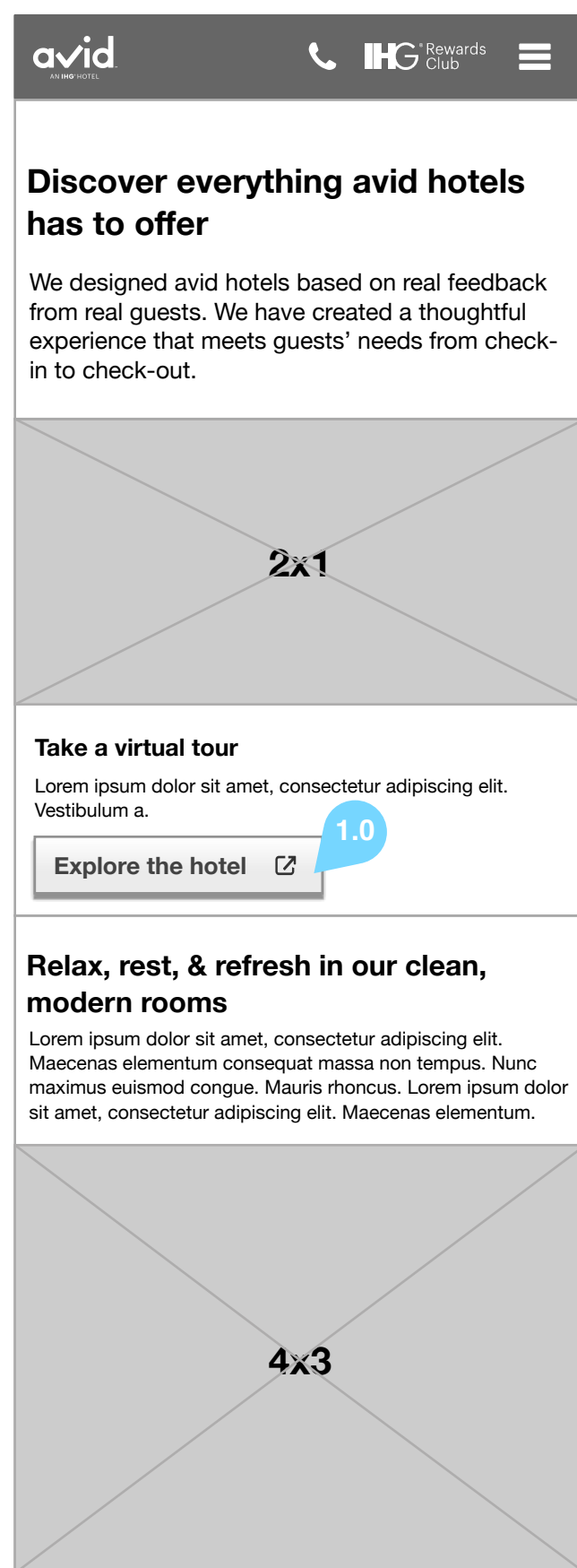
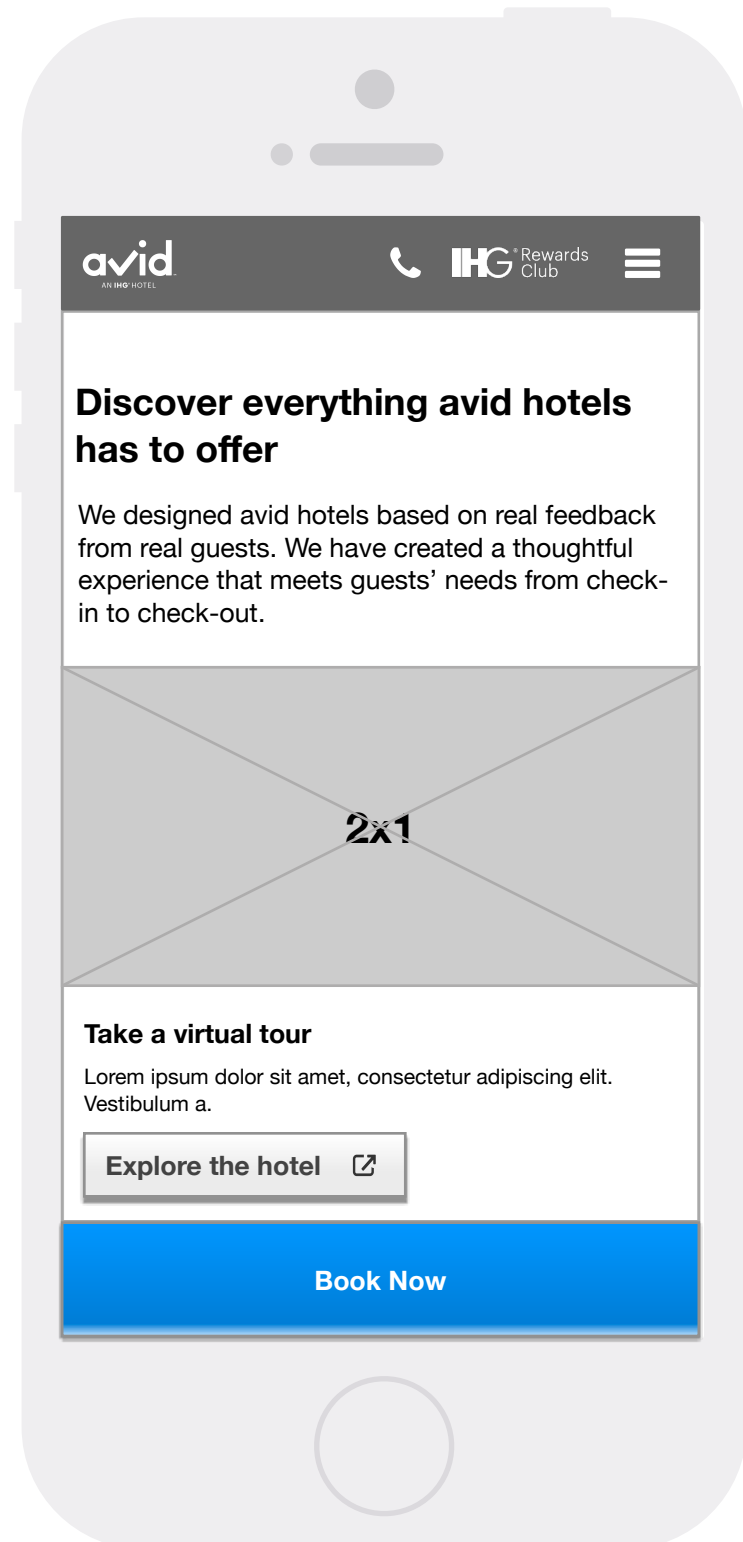
Rules
It's recommended that each icon rows contain exactly 4 icons and that there should be no more than 8 icons used in one section.

4.0 Breadcrumbs

Utilize standard breadcrumb functionality as used on Holiday Inn Express' Brand Refresh.

[b1.0] Brand.com What to expect XSVP

Brand.com What to expect Page, XSVP



1.0 Virtual Tour Promo

On tap "Take Virtual Tour"
Open up a new browser window and navigate the user to the off-site VR experience. The link should be styled with a box and arrow icon indicating it links off-site.

2.0 Icon rows

Rules
It's recommended that there should be no more than 8 icons used in one section.

3.0 Breadcrumbs

Utilize standard breadcrumb functionality as used on Holiday Inn Express' Brand Refresh.

4.0 Sticky Book Now CTA

On page load
The button will stick to the bottom of the screen.

On tap
Per current functionality, when the user selects "Book Now," the reservation module will expand out from beneath the navigation bar (reference the prototype).

Brand Bar

[Home](#)
[Local area](#)
[Reviews](#)
[Offers](#)
[Book Now](#)

avid hotels Oklahoma City
 310 Johnny Bench Dr, Oklahoma City, OK 73104
 1-888-888-8888
 ★★★★★ 4/5 (106 Reviews)

From **\$85 USD**

Find a hotel

Recently viewed

Manage reservations

Check-in: Check-out: [Check Availability](#)

[More options](#) ▼

Need help with booking? **1-800-555-5555**

2x1

Map

Distance From
Will Rogers World Airport
16.5 MI 26.5 KM
[Get directions](#)

Check-in: **2:00 PM** Check-out: **10:00 AM** Front desk: **1-555-555-5555** Questions? frontdesk@avidhotels.com

Free with every stay:

1x1

1x1

1x1

1x1

1x1

[Skip to more hotel information](#)

The same great avid hotels experience everywhere you are

2x1

Rooms designed for sound sleep

- Lorem ipsum dolor sit amet
- Donec eleifend non risus at gravida.
- Morbi et convallis metus.

[Learn more](#)

2x1

Good all round breakfast

- Lorem ipsum dolor sit amet
- Donec eleifend non risus at gravida.
- Morbi et convallis metus.

[Learn more](#)

2x1

Safe, Clean, Confident

- Lorem ipsum dolor sit amet
- Donec eleifend non risus at gravida.
- Morbi et convallis metus.

[Learn more](#)

See what our guests have to say

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus.

Design of reviews determined by Bazaar Voice

[Read all guest reviews](#)

Real photos from real guests, #avidhotels

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus.

1x1

1x1

1x1

1x1

Additional hotel information

1x1

Room description

▼

1x1

All-round, gran-n-go breakfast

- Lorem ipsum dolor sit amet. Donec eleifend non risus at gravida. Morbi et convallis metus. Lorem ipsum dolor sit amet. Donec eleifend non risus at gravida. Morbi et convallis metus.
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- Lorem ipsum dolor sit amet. Donec eleifend non risus at gravida. Morbi et convallis metus.

▲

1x1

Marketplace

▼

1x1

Parking

▼

1x1

Technology

▼

1x1

24-hr gym

▼

1x1

Pet policy

▼

1x1

Facilities

▼

1x1

Accessibility

▲

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About this hotel

[SEO Block] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus.

- 1.0 Navigation**
 - Links**
 - Logo - on select, will navigate the user to brand.com home page [b0.0]
 - "Home" - (Current page in this view) on select, will navigate user to [h0.0]
 - "Local Area" - on select, will navigate the user to [h1.0]
 - "Reviews" - on select, will navigate the user to [h2.0]
 - "Offers" - on select, will navigate the user to [h3.0]
 - On Rollover**

Links will change color as illustrated in the prototype.
 - On Tap/Click**

Links will change color as illustrated in the prototype.
 - On Current Page**

The label in the navigation for the current page will be a different color to indicate to the user that they are on that page, as illustrated in prototype.
- 2.0 Book Now Button**
 - On page load**

Per current functionality, the button will be hidden on page load.
 - On scroll past Red Module**

Per current functionality, when the user scrolls down past the Res Mod, the book now button will appear and the other navigation links will slide to left, as shown in the prototype.
 - On click**

Per current functionality, when the user selects "Book Now," the page will scroll to the top of the booking module.
- 3.0 Hotel Information Layer**
 - 3.1 Hotel Information**

The hotel name and address will be provided from HCM.
 - 3.2 Review Information**

Provided by BazaarVoice. On click, the # of reviews link will navigate the user to [h2.0] Reviews.
 - 3.3 Starting At Price**

The starting selling price will be displayed in LVP-MVP, but will be incorporated into the floating "Book Now" button in SVP and XSVP per current functionality.
- 4.0 Booking Module**
 - The "More Options" accordion has also been relocated to be left aligned to the destination field. Otherwise, functionality is standard.
- 5.0 Call for Booking Layer**
 - This layer is appended, but not part of the booking form and just included the phone number for booking questions..
- 6.0 Gallery**
 - The gallery component from the HIEX template is used here with the same functionality. Pictures used in the gallery will be specified in HCM.
- 7.0 Map**
 - The map component from the HIEX template is used here with the same functionality. The Point of Interest will be specified in HCM.
 - On click "Get Directions"**

Navigate the user to Google maps. Please note that this link should be styled with the box and arrow icon to indicate the user is leaving the page.
- 8.0 Hotel Check-in/Contact Info**
 - This layer is populated by HCM content and is custom to avid.
 - On click <email address>**

Open a user's email client and compose a new email to that address.
- 9.0 Executive Summary Layer**
 - 9.1** This layer contains brand-level content from AEM and will be consistent across every hotel. This layer contains exactly 5 icons, each with a single line title.
 - 9.2 On click**

Anchor link the user to the section titled "Additional Hotel Information" within this page.
- 10.0 Brand Signatures**
 - 10.1** This layer contains brand-level content from AEM and will be consistent across every hotel.
 - 10.2 On click "Learn More"**

Open up a new tab, navigate the user to [b1.0] What to Expect on the brand.com site, AND anchor link them to the top of the section discussing sleep. Please note that this link should be styled with the box and arrow icon to indicate the user is leaving the page.
 - 10.3 On click "Learn More"**

Open up a new tab, navigate the user to [b1.0] What to Expect on the brand.com site, AND anchor link them to the top of the section discussing breakfast. Please note that this link should be styled with the box and arrow icon to indicate the user is leaving the page.
 - 10.4 On click "Learn More"**

Open up a new tab, navigate the user to [b1.0] What to Expect on the brand.com site, AND anchor link them to the top of the section discussing confidence. Please note that this link should be styled with the box and arrow icon to indicate the user is leaving the page.
- 11.0 BazaarVoice - Reviews**
 - 11.1** Title and intro copy to this section will be managed by AEM. Styling of reviews will be managed by BazaarVoice.
 - 11.2 On click**

Selecting "Read all guest reviews" will navigate the user to [h2.0] Reviews,
- 12.0 BazaarVoice - Social Content**
 - Title and intro copy to this section will be managed by AEM. Styling of social images will be managed by BazaarVoice.
- 13.0 Additional Hotel Information**
 - 13.1** Title for this section comes from AEM.
 - 13.2** Each accordion item will have an icon and a label (coming from AEM).
 - On page load**

All accordions will be closed.
 - 13.3** Each accordion item will also have a carrot icon pointing down when the accordion is closed.
 - On click <entire accordion title>**

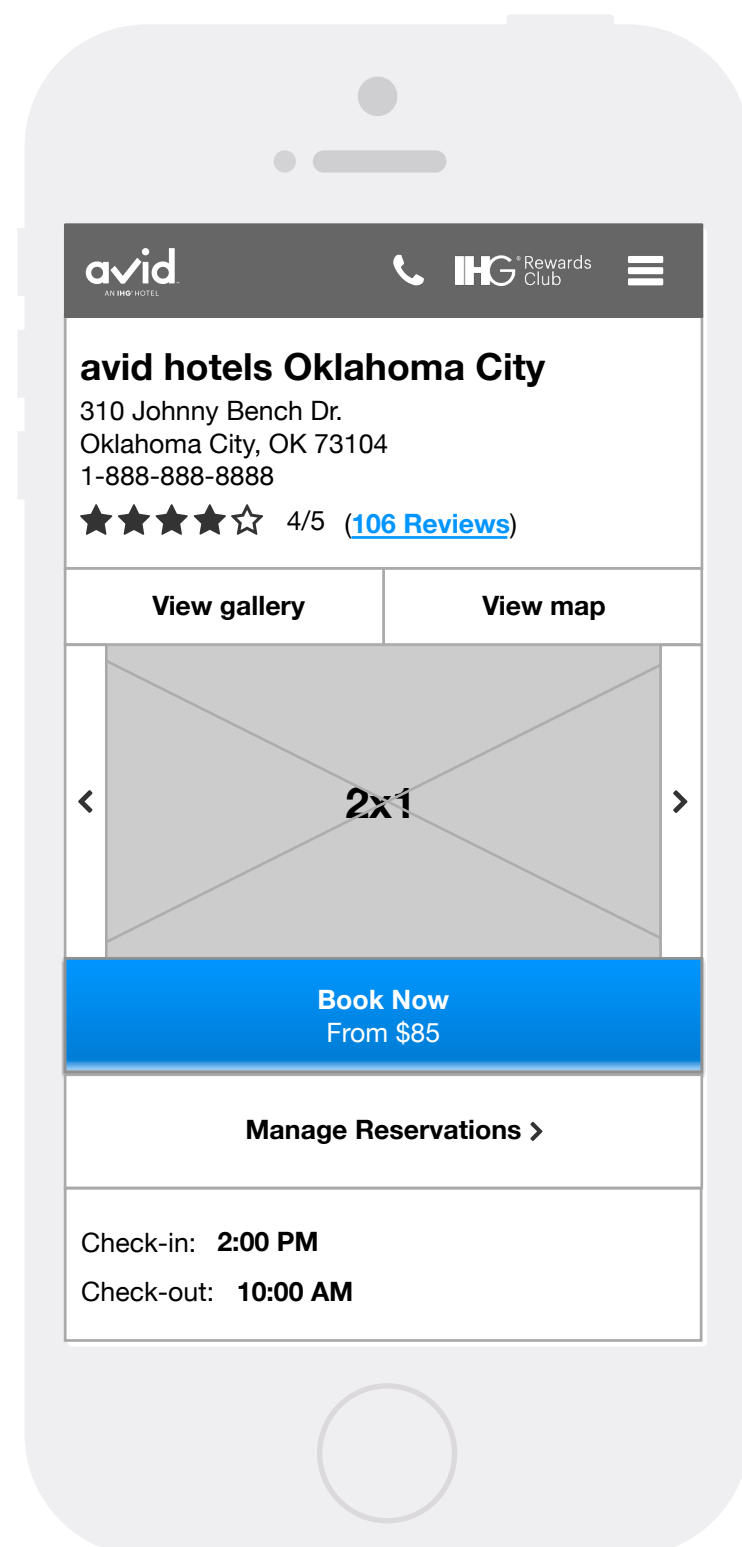
The accordion will expand to appear like <13.4> or <13.6> with the carrot facing upward.
 - 13.4** There will be two styles of open accordions. This first style is a single column of text within the container. This content will come from HCM.
 - On click <entire accordion title>**

The accordion will collapse to appear like <13.3> with the carrot facing downward. Reference the prototype for more detail.
 - 13.5** This shows the styling of the upward facing carrot for expanding accordion drawers.
 - 13.6** There will be two styles of open accordions. This second style is three column of text within the container. This content will come from HCM.
 - On click <entire accordion title>**

The accordion will collapse to appear like <13.3> with the carrot facing downward. Reference the prototype for more detail.
- 14.0 SEO Copy**
 - This block of copy is dedicated to assisting with SEO. The copy will from from an HCM field.
- 15.0 Breadcrumbs**
 - Utilize standard breadcrumb functionality as used on Holiday Inn Express' Brand Refresh.

avid hotels / Oklahoma City Hotels

UHF



1.0 avid hotels Oklahoma City 310 Johnny Bench Dr. Oklahoma City, OK 73104 1-888-888-8888 (106 Reviews)

2.1 View gallery View map HCM Content

3.0 2x1 HCM Content

4.0 Book Now From \$85 HCM Content

5.0 Manage Reservations > HCM Content

6.1 Check-in: 2:00 PM Check-out: 10:00 AM Front desk: 1-555-555-5555 Questions? frontdesk@avidhotels.com AEM Content

6.2 Free with every stay: AEM Content

- Icon Lorem ipsum
- Icon Lorem ipsum
- Icon Lorem ipsum
- Icon Lorem ipsum
- Icon Lorem ipsum

7.1 Skip to more hotel information AEM Content

7.2 The same great avid hotels experience everywhere you are AEM Content

2x1

7.2 Rooms designed for sound sleep Learn more 7.2

2x1

7.3 Good all-round breakfast Learn more 7.3

2x1

7.4 Safe, clean, confident Learn more 7.4

11.1 See what our guests have to say BazaarVoice

Design of reviews determined by Bazaar Voice

11.2 Read all guest reviews

12.0 Real photos from real guests, #avidhotels BazaarVoice

1x1 1x1

1x1 1x1

13.1 Additional hotel information HCM Content

13.2 Room description 13.3

13.4 All-round, grab-n-go breakfast 13.5

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13.6 Marketplace 13.4

13.4 Parking 13.4

13.4 Technology 13.4

13.4 24-hr gym 13.4

13.4 Pet policy 13.4

13.4 Facilities 13.4

13.6 Accessibility 13.4

- Lorem ipsum dolor sit amet. Donec eleifend non risus at gravida. Morbi et convallis metus.
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14.0 About this hotel [SEO Block] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum consequat massa non tempus. Nunc maximus euismod congue. Mauris rhoncus.

- 1.0 Navigation
 - Navigation will follow UHF standard conventions. The hamburger menu will include all brand.com pages as.
 - Links
 - Logo - on select, will navigate the user to brand.com home page [b0.0]
 - "Home" - (Current page in this view) on select, will navigate user to [h0.0]
 - "Local Area" - on select, will navigate the user to [h1.0]
 - "Reviews" - on select, will navigate the user to [h2.0]
 - "Offers" - on select, will navigate the user to [h3.0]
 - 2.0 Hotel Information Layer
 - 2.1 Hotel Information
 - The hotel name and address will be provided from HCM.
 - 2.2 Review Information
 - Provided by BazaarVoice.
 - On tap <# reviews> Navigate the user to [h2.0] Reviews.
 - 3.0 Gallery/Map
 - The gallery and map component from the HIEX template is used here with the same functionality. Pictures used in the gallery will be specified in HCM.
 - 4.0 Book Now CTA
 - On scroll past Book Now CTA
 - Per current functionality, when the user scrolls down past the Book Now CTA, a sticky "Book Now" CTA will appear at the bottom of the screen.
 - On tap
 - Per current functionality, when the user selects "Book Now," the reservation module will expand beneath the "Book Now" button.
 - Starting At Price
 - The starting selling price will be displayed in LVP-MVP, but will be incorporated into the floating "Book Now" button in SVP and XSPV per current functionality.
 - 5.0 Hotel Check-in/Contact Info
 - This layer is populated by HCM content and is custom to avid.
 - On tap <phone number> Use the user's native phone prompt to confirm if they wish to call that number.
 - On tap <email address> Open a user's email client and compose a new email to that address.
 - 6.0 Executive Summary Layer
 - 6.1 This layer contains brand-level content from AEM and will be consistent across every hotel. This layer contains exactly 5 icons, each with a single line title.
 - 6.2 On tap Anchor link the user to the section titled "Additional Hotel Information" within this page.
 - 7.0 Brand Signatures
 - 7.1 This layer contains brand-level content from AEM and will be consistent across every hotel.
 - 7.2 On tap "Learn More" Open up a new tab, navigate the user to [b1.0] What to Expect on the brand.com site, AND anchor link them to the top of the section discussing sleep. Please note that this link should be styled with the box and arrow icon to indicate the user is leaving the page.
 - 7.3 On tap "Learn More" Open up a new tab, navigate the user to [b1.0] What to Expect on the brand.com site, AND anchor link them to the top of the section discussing breakfast. Please note that this link should be styled with the box and arrow icon to indicate the user is leaving the page.
 - 7.4 On tap "Learn More" Open up a new tab, navigate the user to [b1.0] What to Expect on the brand.com site, AND anchor link them to the top of the section discussing confidence. Please note that this link should be styled with the box and arrow icon to indicate the user is leaving the page.
 - 11.0 BazaarVoice - Reviews
 - 11.1 Title and intro copy to this section will be managed by AEM. Styling of reviews will be managed by BazaarVoice.
 - 11.2 On tap Selecting "Read all guest reviews" will navigate the user to [h2.0] Reviews.
 - 12.0 BazaarVoice - Social Content
 - Title and intro copy to this section will be managed by AEM. Styling of social images will be managed by BazaarVoice.
 - 13.0 Additional Hotel Information
 - 13.1 Title for this section comes from AEM.
 - 13.2 Each accordion item will have an icon and a label (coming from AEM).
 - On page load All accordions will be closed.
 - 13.3 Each accordion item will also have a carrot icon pointing down when the accordion is closed.
 - On tap <entire accordion title> The accordion will expand to appear like <13.4> or <13.6> with the carrot facing upward.
 - 13.4 There will be two styles of open accordions. This first style is a single column of text within the container. This content will come from HCM.
 - On tap <entire accordion title> The accordion will collapse to appear like <13.3> with the carrot facing downward. Reference the prototype for more detail.
 - 13.5 This shows the styling of the upward facing carrot for expanding accordion drawers.
 - 13.6 There will be two styles of open accordions. This second style is three column of text within the container. This content will come from HCM.
 - On tap <entire accordion title> The accordion will collapse to appear like <13.3> with the carrot facing downward. Reference the prototype for more detail.
- 14.0 SEO Copy
 - This block of copy is dedicated to assisting with SEO. The copy will from from an HCM field.
- 15.0 Breadcrumbs
 - Utilize standard breadcrumb functionality as used on Holiday Inn Express' Brand Refresh.