MARRIOTT INTERACTIVE DESIGNS

11/05/2015

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DESKTOP EXPERIENCE

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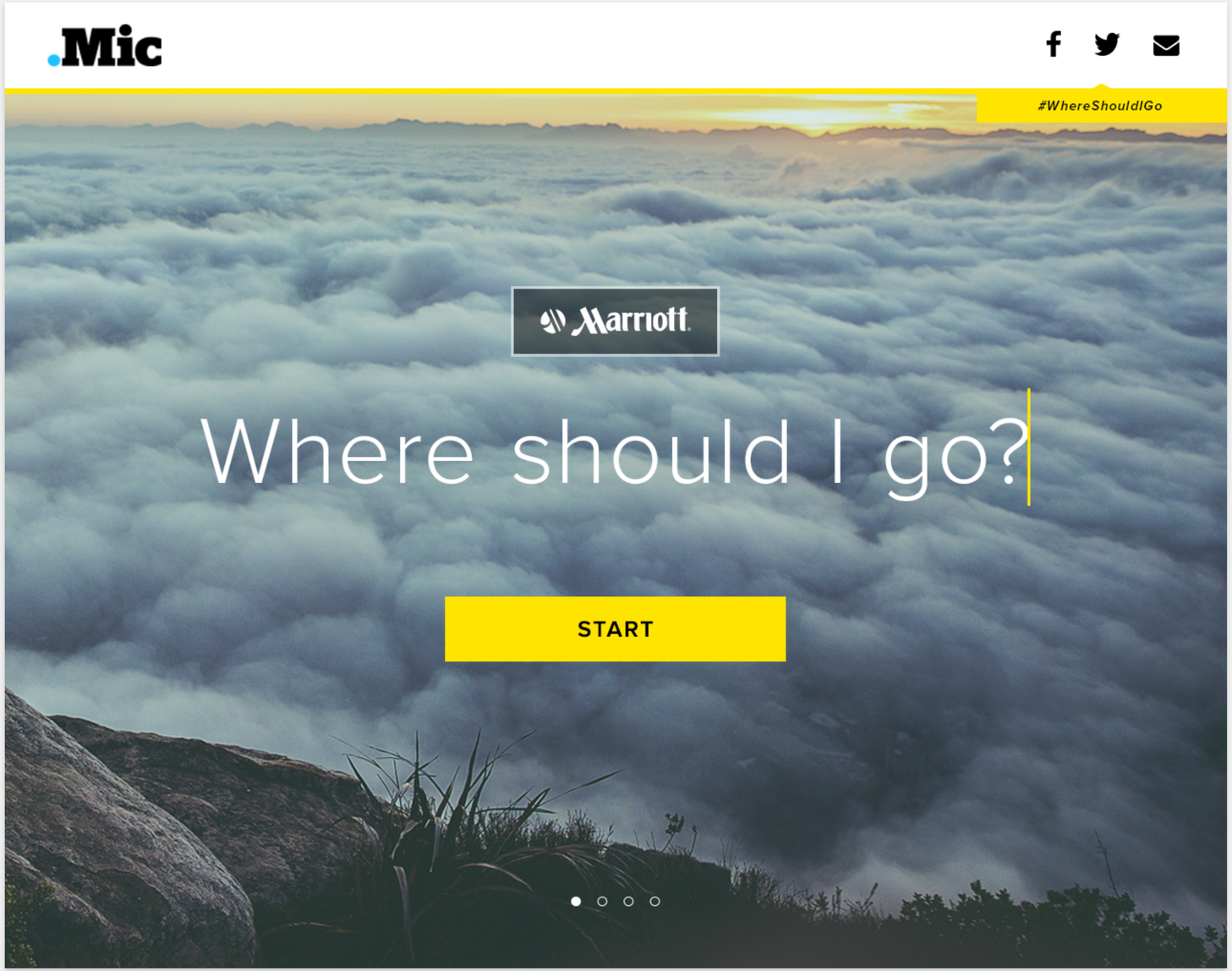
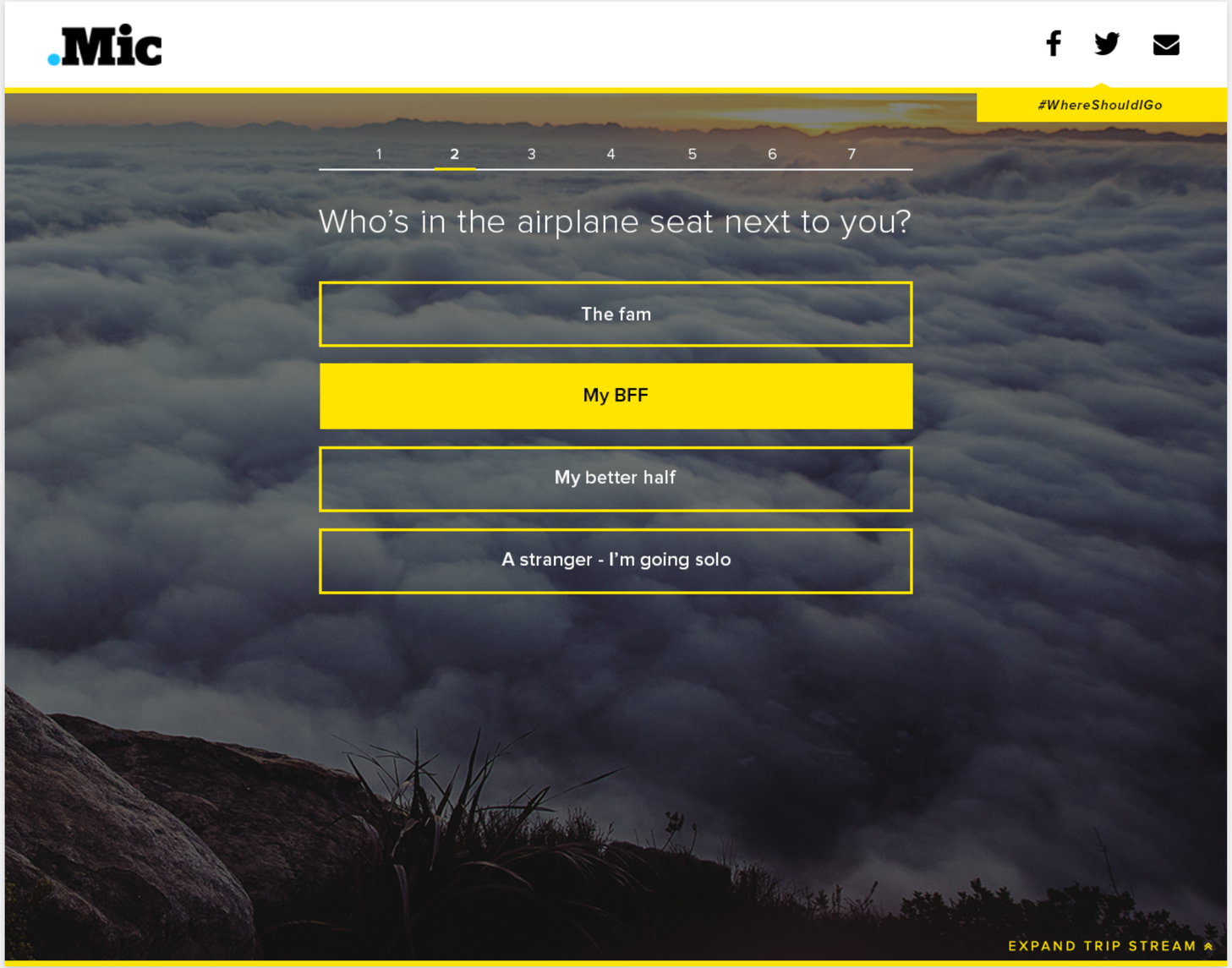


LANDING PAGE

The landing page will animate in with the “Where should I go?” title. The addition of the background image behind adds dynamism and a sense of wanderlust for the potential travelers. The user can start the quiz by clicking “START”.

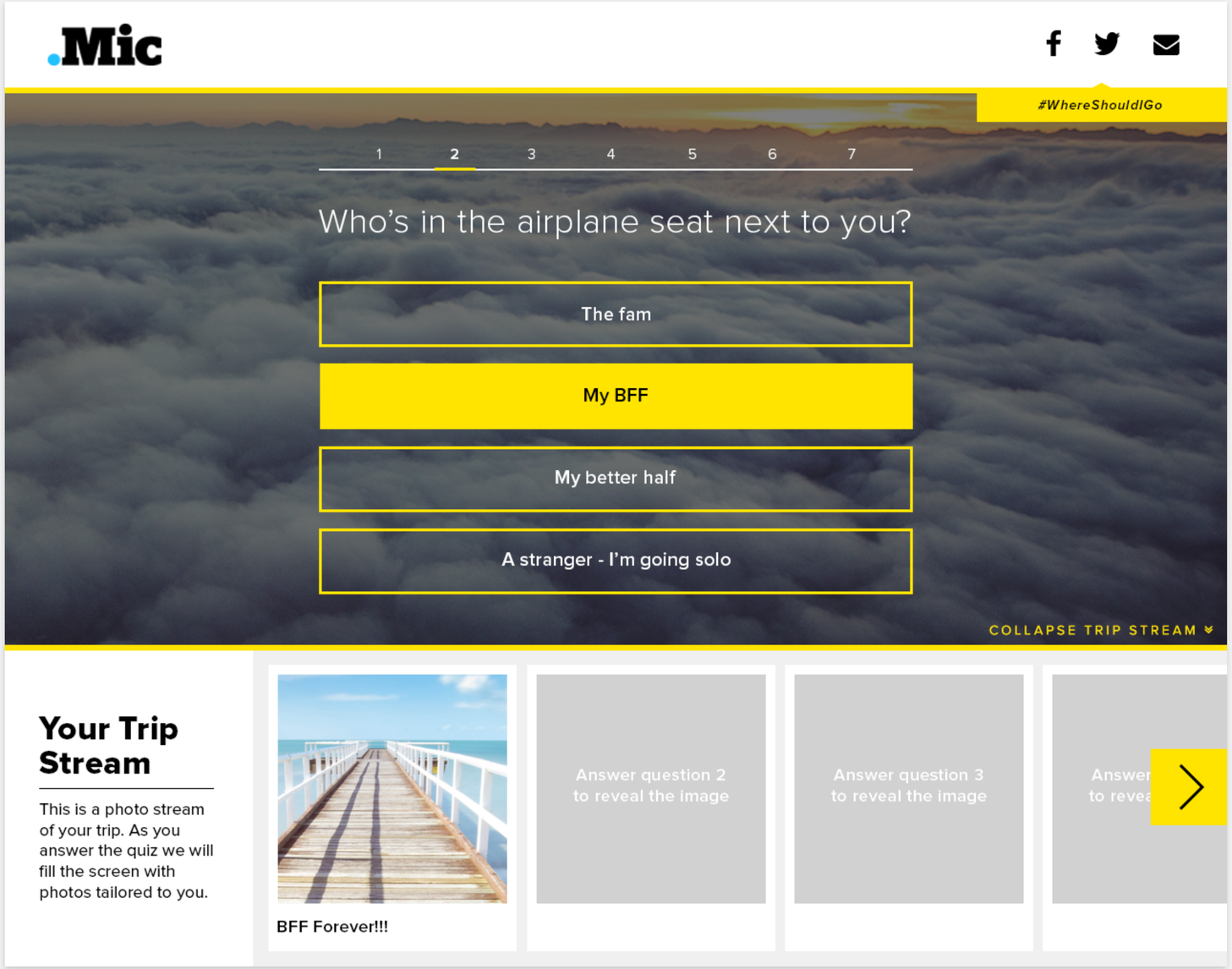
The navigation bar includes buttons to share the quiz via facebook, twitter, or email. Underneath the share buttons is the quiz’s hashtag. The nav bar is sticky and will always remain as the user scrolls, insure they can always share the quiz.



QUIZ QUESTION PAGE

The user will be walked through a 7-question quiz. Clicking or tapping an answer, will automatically select it. Once an answer is selected the question and answers fade away. The collapsed photo stream then expands to reveal the corresponding photo. The users sees the photo for 2 seconds and then the stream collapse again to reveal the next question.

QUIZ QUESTION PAGE



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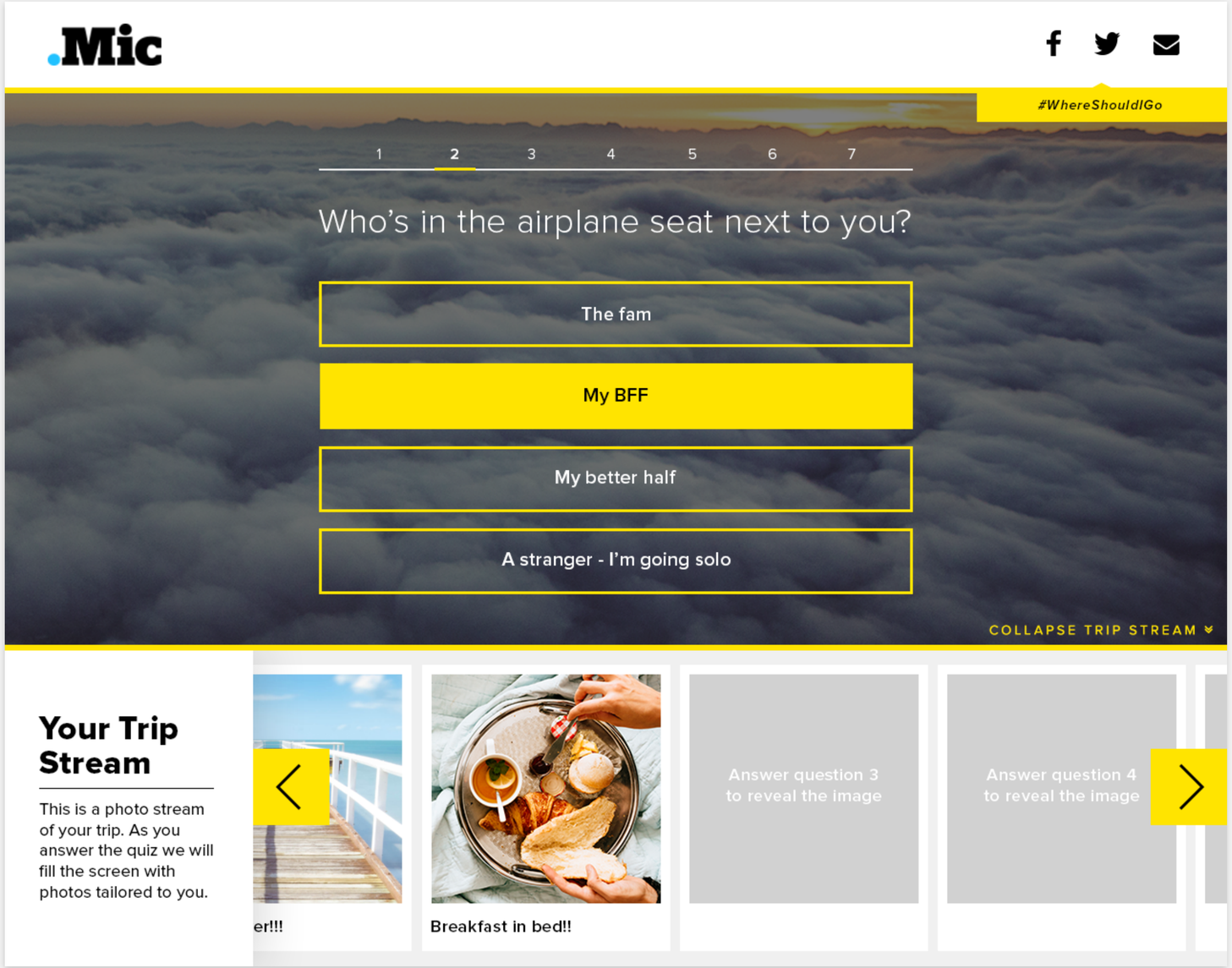

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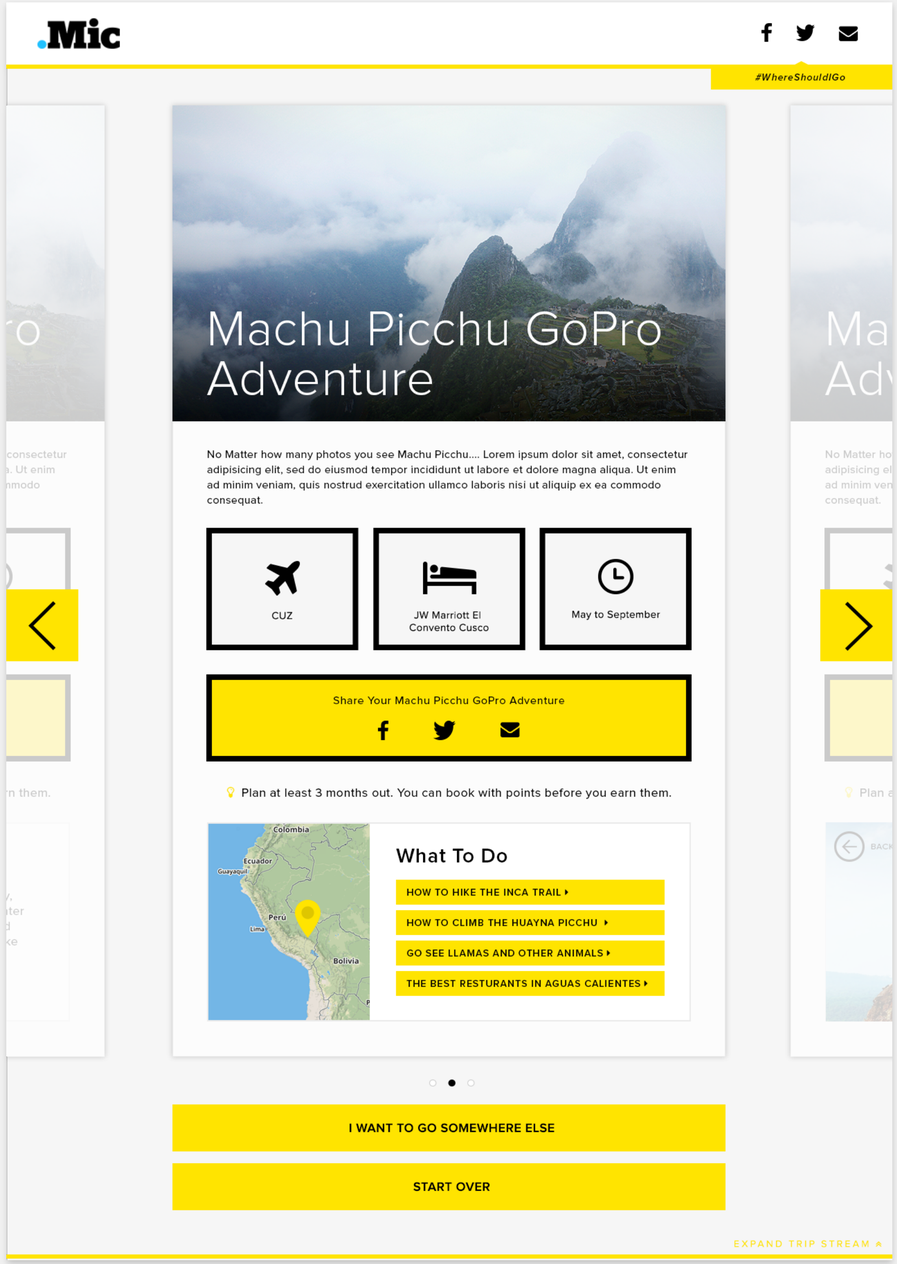

RESULTS PAGE OVERVIEW

Once the user completes the quiz, they will automatically be taken to the results page. The page consists of up-to three cards, depending on the results of the quiz, wherein each card contains a different travel destination result.

The card is broken up into four parts. The first is the destination information; location name, hero photo, description, & flight / hotel info.

The second part is the social share buttons; using these, a user can share their destination result card with their social network.

The third part is a “what to do” section. Here, users can see a map of the destination as well as four activities to do while they are there.

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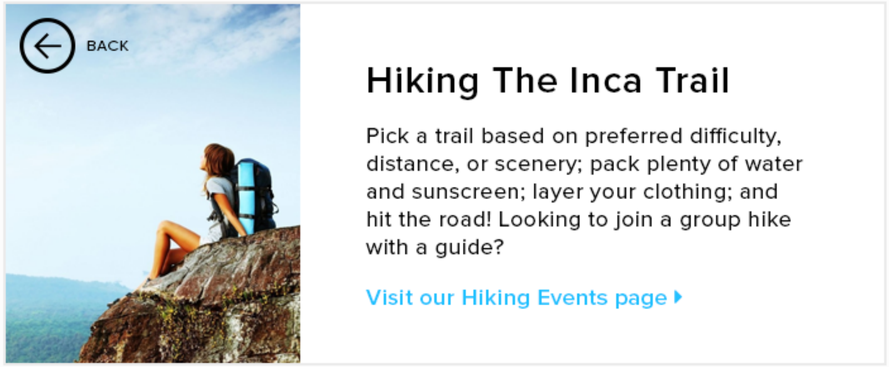

RESULTS PAGE
WHAT TO DO

The third part of the results page is a “what to do” section. Here, users can see a map of the destination as well as four activities to do while they are there. Clicking an activity will direct users to the matching slide on the section. Users can navigate back to the home slide by clicking the back button.

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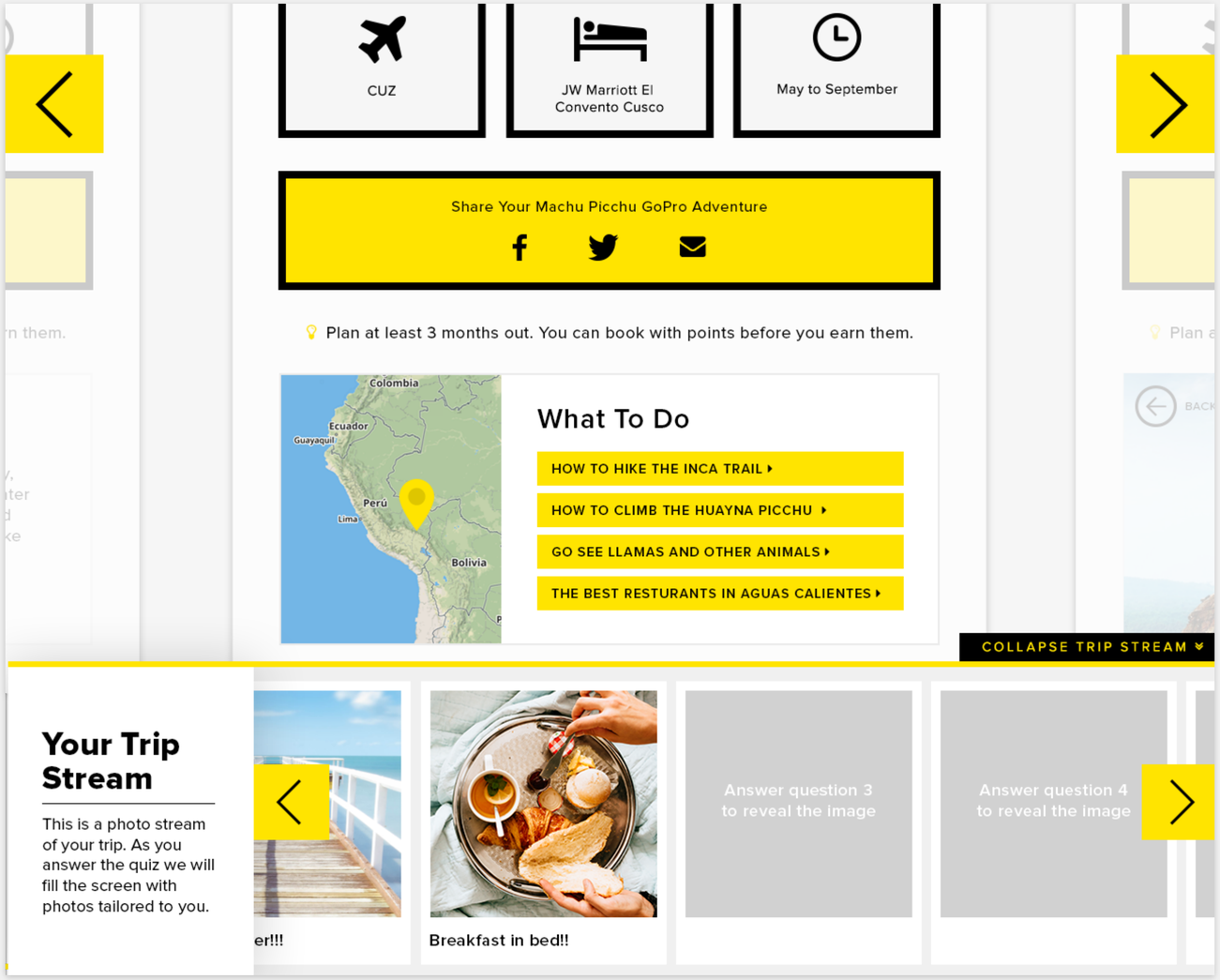

RESULTS PAGE

TRIP STREAM

The last part of the results page is the user's trip stream. By default, the stream will be collapsed on this page. Clicking the expand button, will slide the stream up and allow users to visually tab through their future trip.

MOBILE EXPERIENCE

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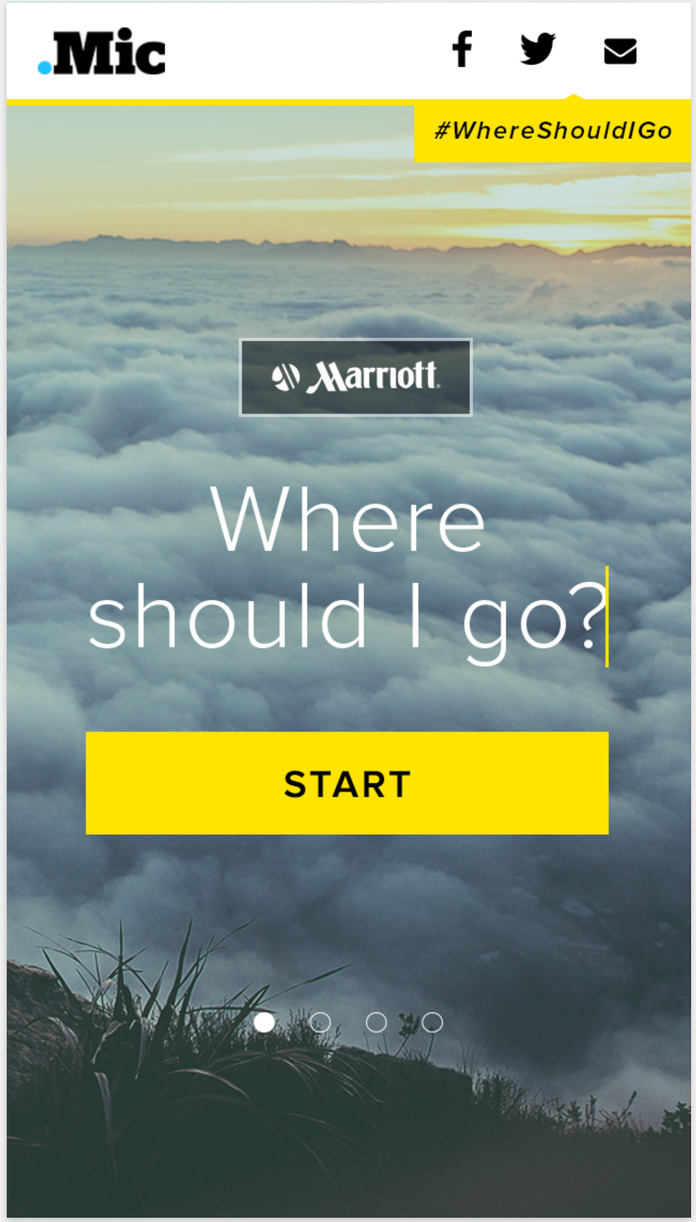

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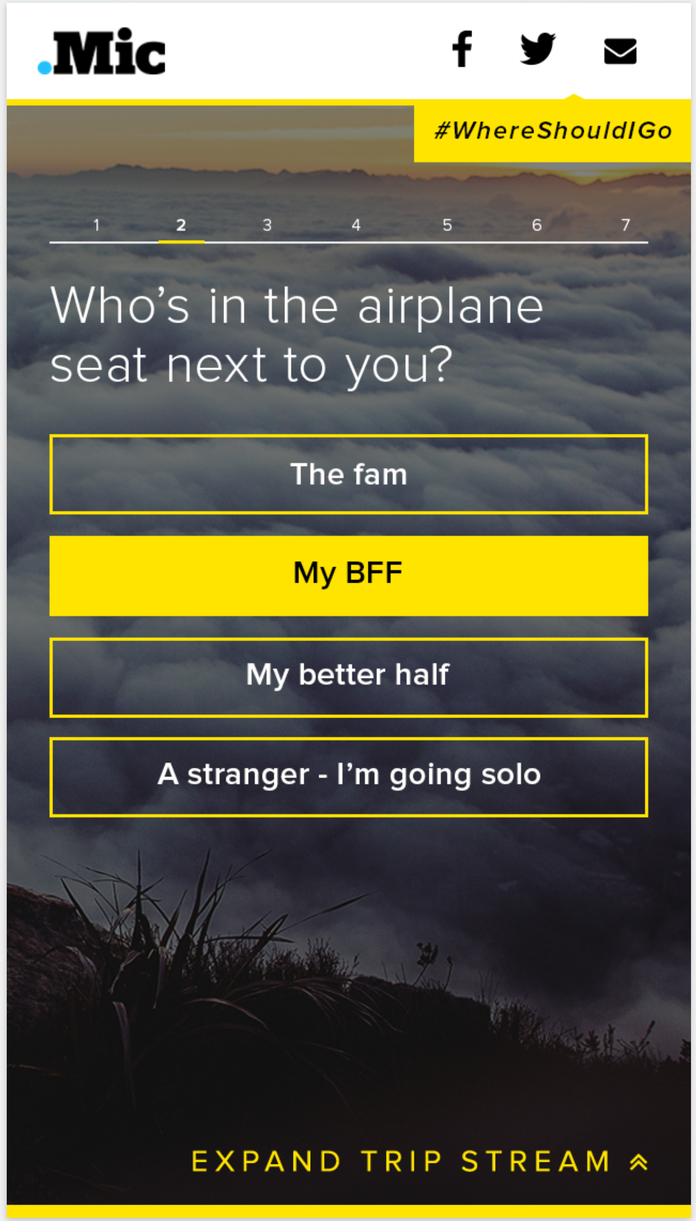

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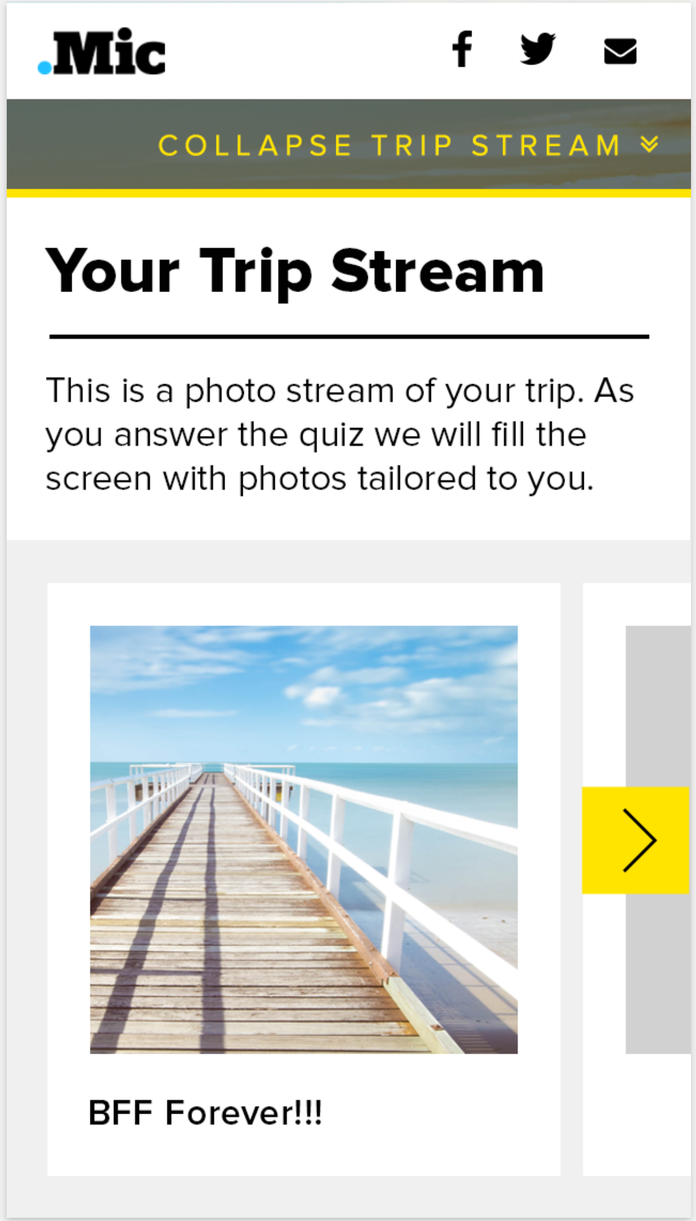

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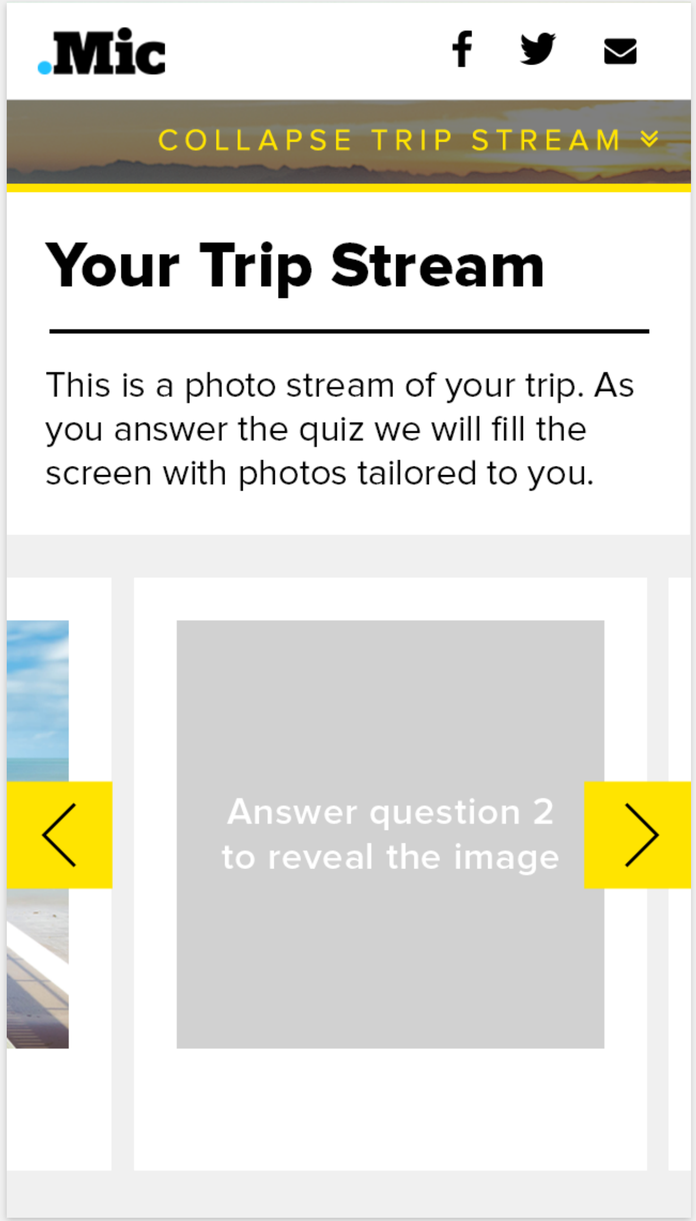

QUIZ QUESTION PAGE

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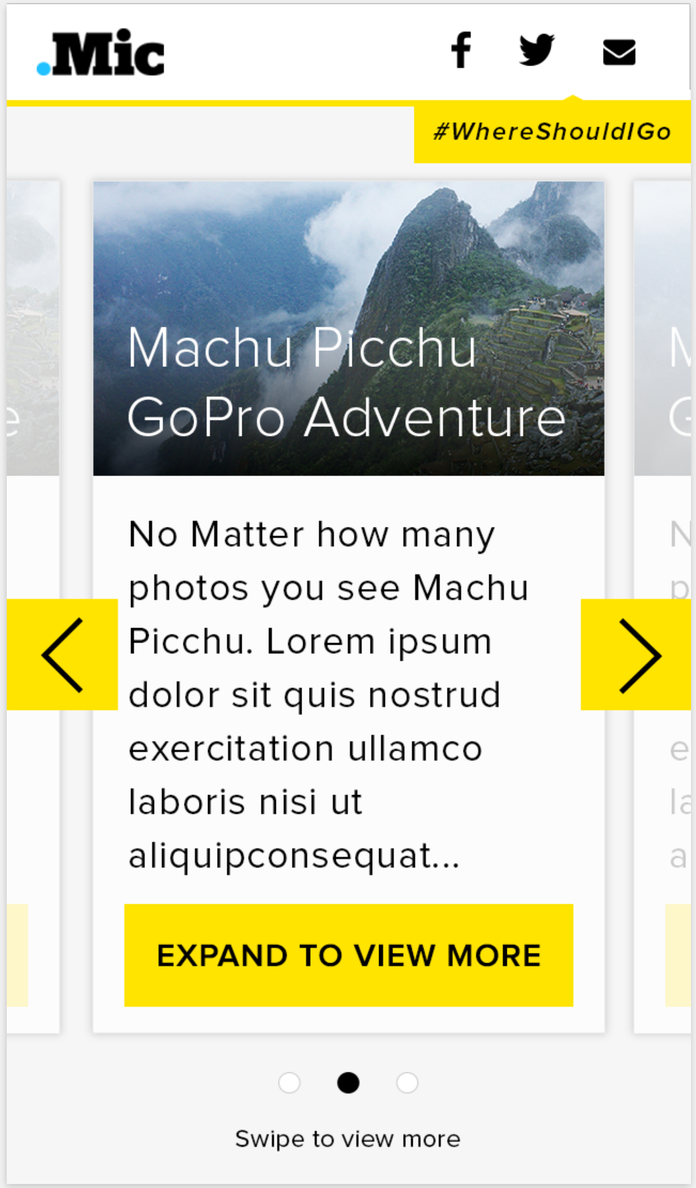

RESULTS PAGE OVERVIEW

Once the user completes the quiz, they will automatically be taken to the results page. The page consists of up-to three cards, depending on the results of the quiz, wherein each card contains a different travel destination result.

The condensed version of the card shows destination information; location name, hero photo, description, & flight / hotel info. To view more information the user can click the CTA to expand the card.

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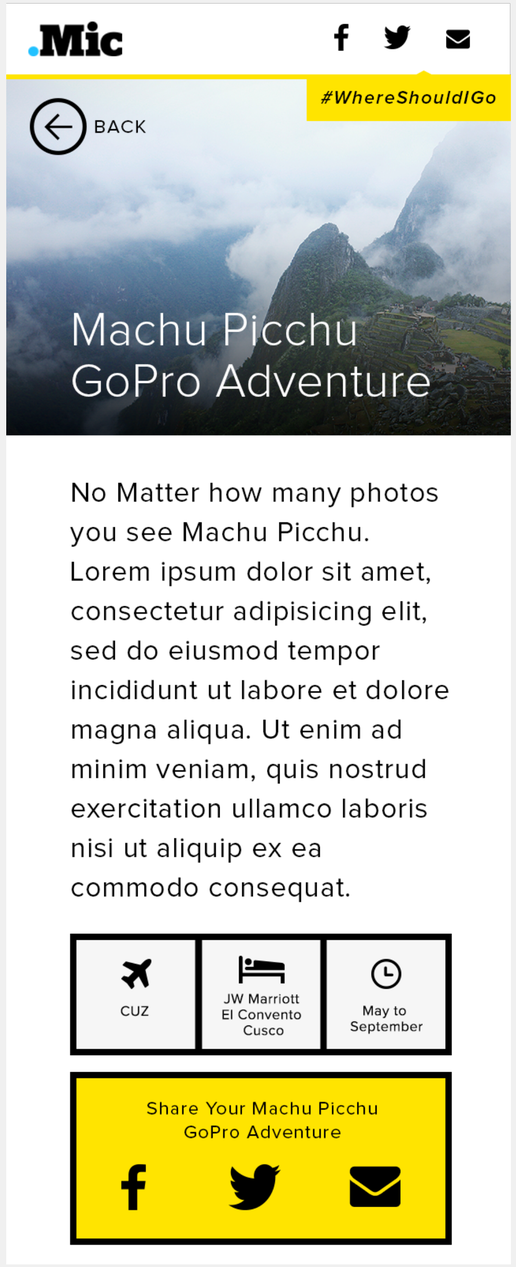
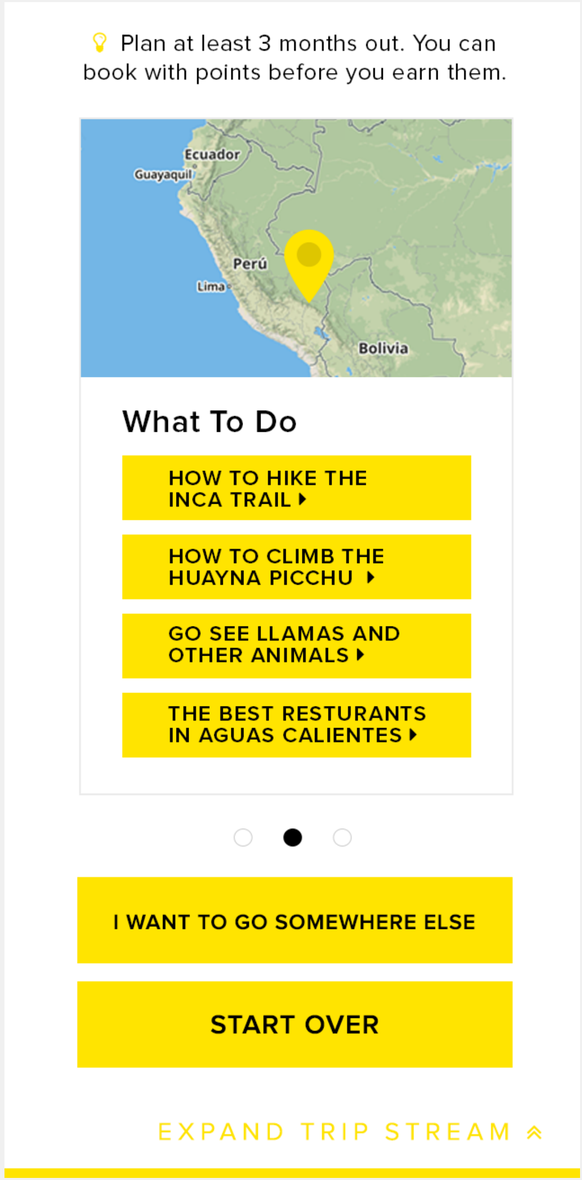




RESULTS PAGE EXPANDED

The expanded version of the card reveals more content including the social share buttons and a “what to do” section. Here, users can see a map of the destination as well as four activities to do while they are there.

Lastly there is a CTA section. Here users can click “I want to go somewhere else” to choose a different destination result card or click “start over” to begin the quiz over again.

The card contains a back button so users can always go back to the results page and view other destination cards.

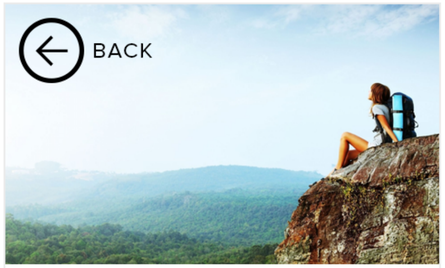
What To Do

HOW TO HIKE THE INCA TRAIL ▸

HOW TO CLIMB THE HUAYNA PICCHU ▸

GO SEE LLAMAS AND OTHER ANIMALS ▸

THE BEST RESTURANTS IN AGUAS CALIENTES ▸



Hiking The Inca Trail

Pick a trail based on preferred difficulty, distance, or scenery; pack plenty of water and sunscreen; layer your clothing; and hit the road! Looking to join a group hike with a guide?

Visit our Hiking Events page ▸

RESULTS PAGE
WHAT TO DO

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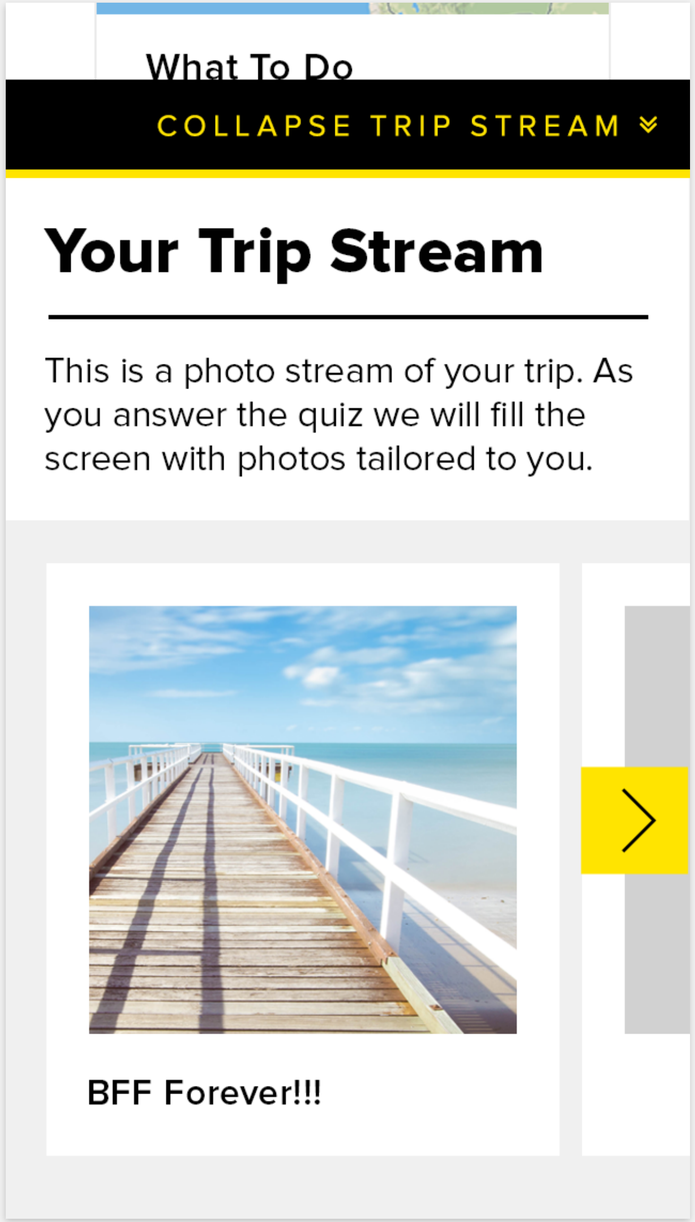

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TRIP STREAM

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MARRIOTT INTERACTIVE WIREFRAMES

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LANDING PAGE

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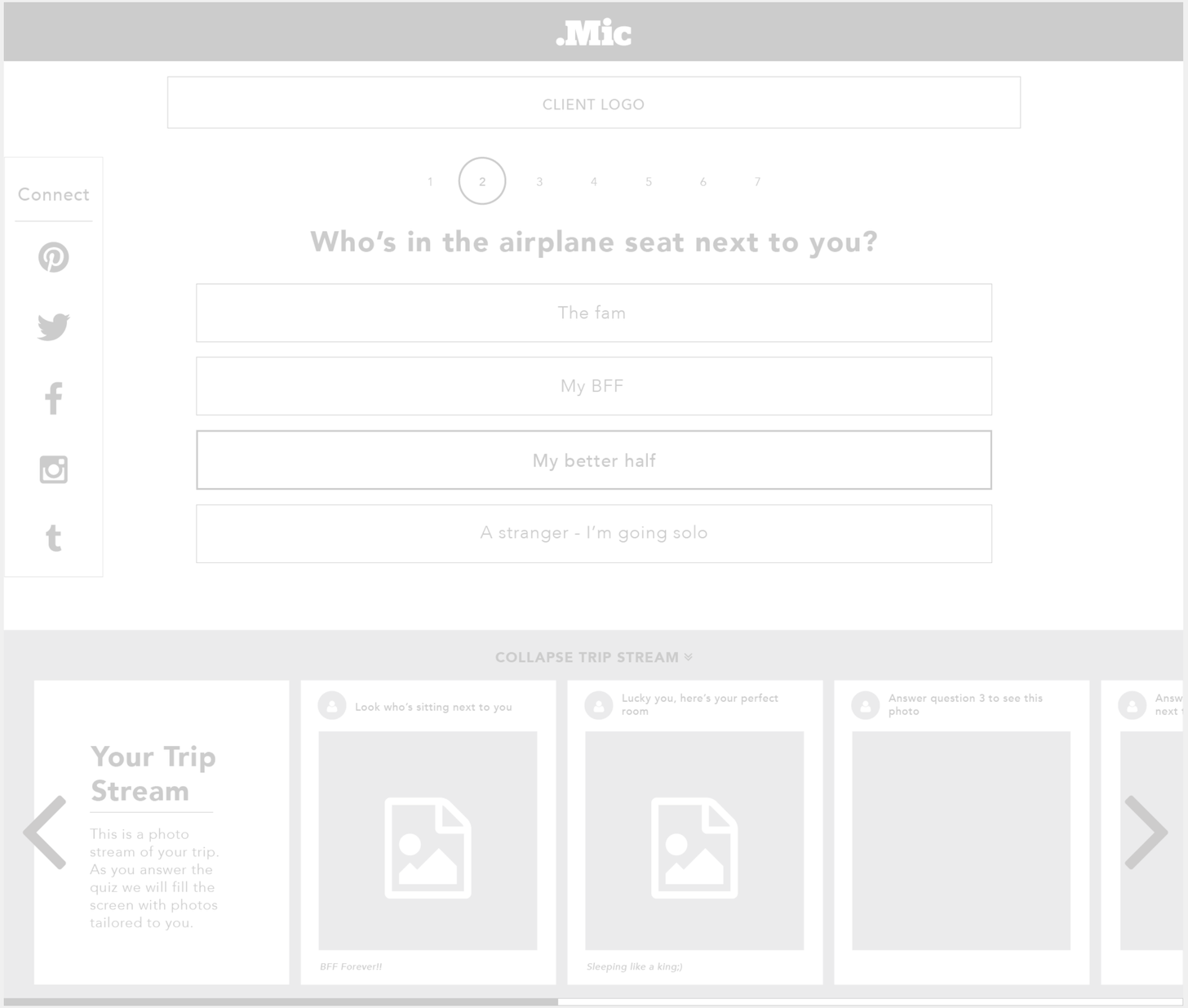
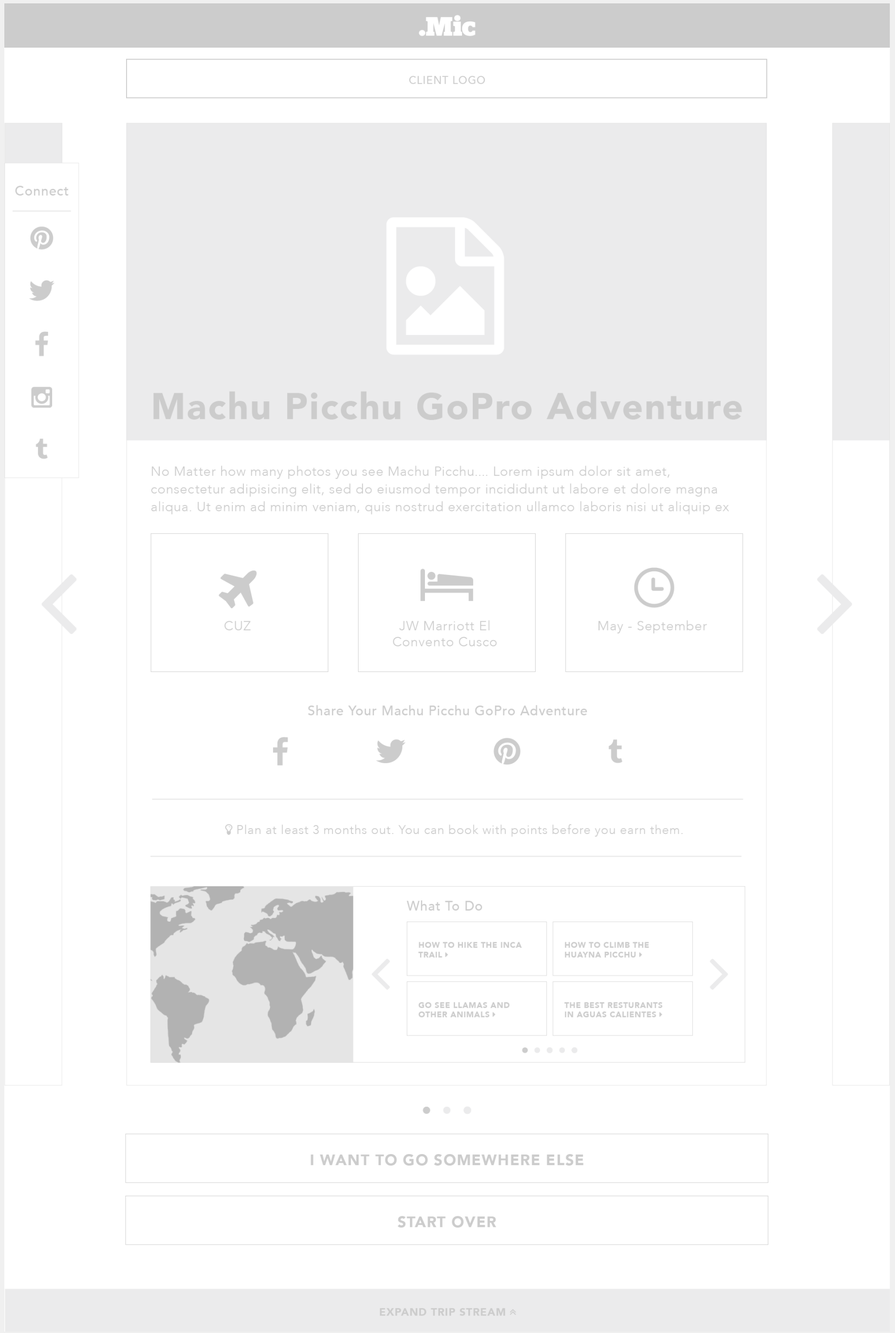


QUIZ QUESTION PAGE

The user will be walked through a 7-question quiz. Clicking an answer will take user to the next question automatically.

The quiz will feature a trip photo stream; the trip stream will populate an image (photo/illustration) for every question the user answers. The image will relate to the question just answered and will eventually create a photo stream of the users future trip.

Social media buttons are aligned to the left side of the screen to allow for social sharing. The social media panel follows the user as they scroll. The social media panel is on every quiz question page as well as the results page.



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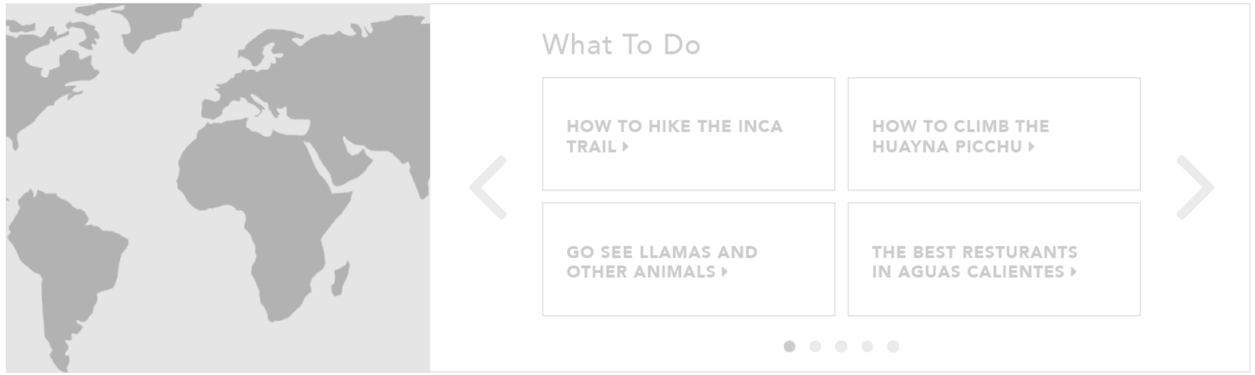

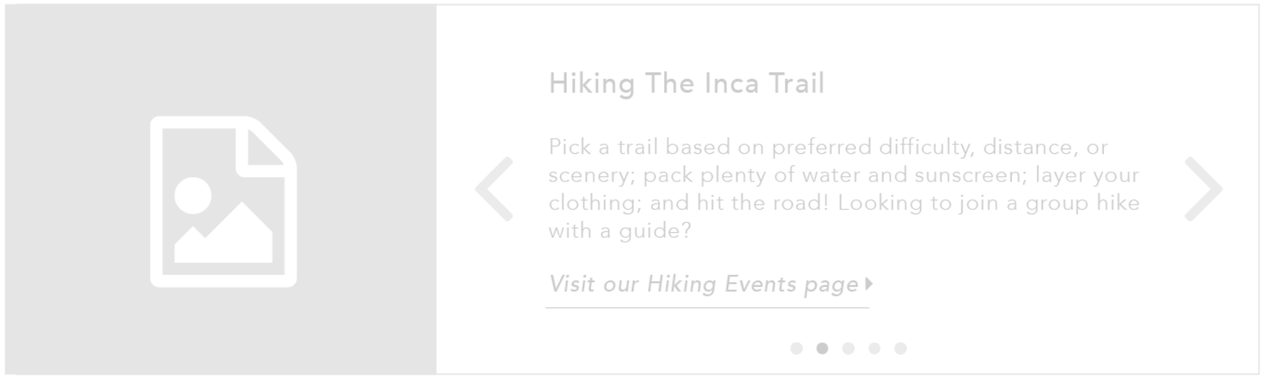

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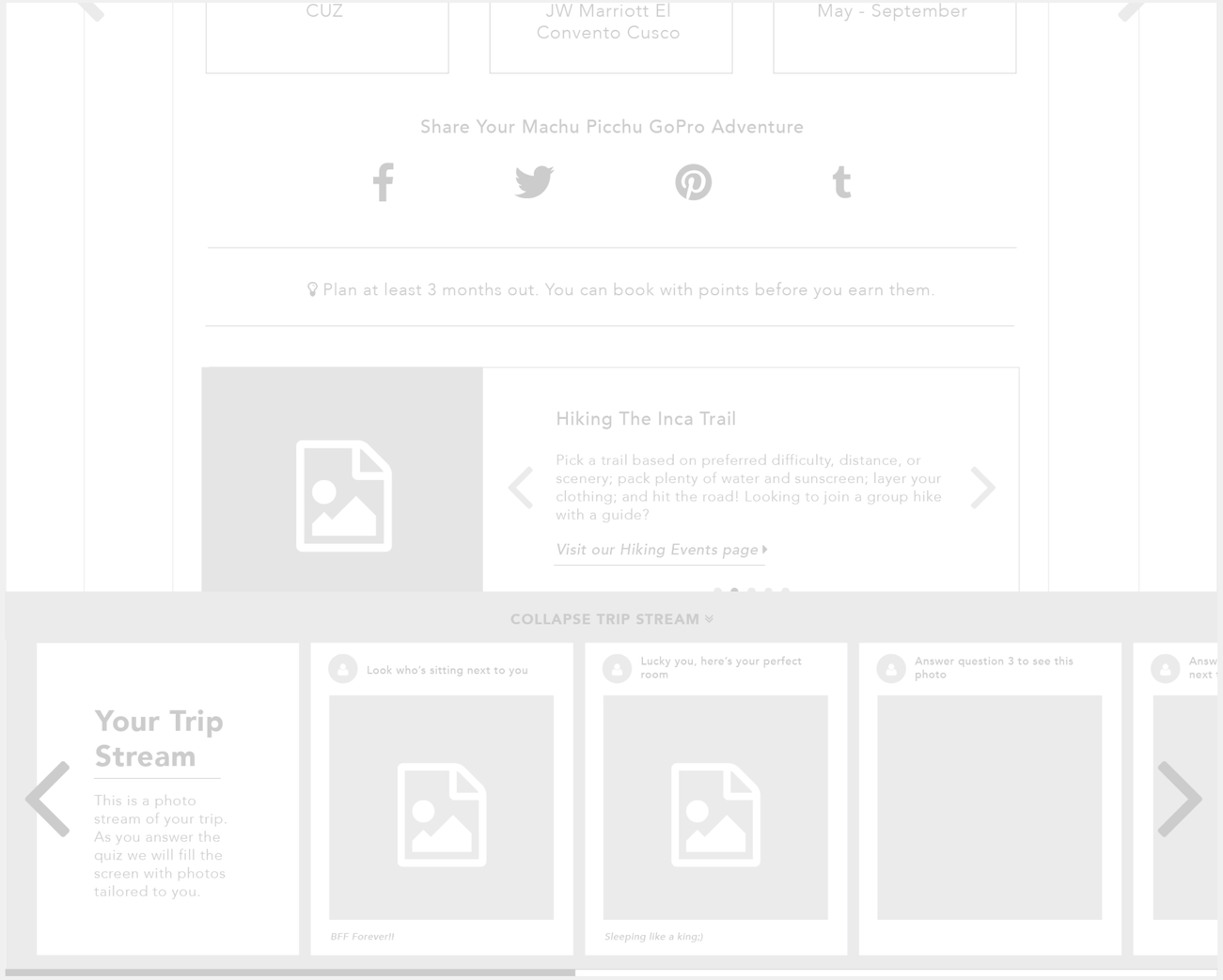

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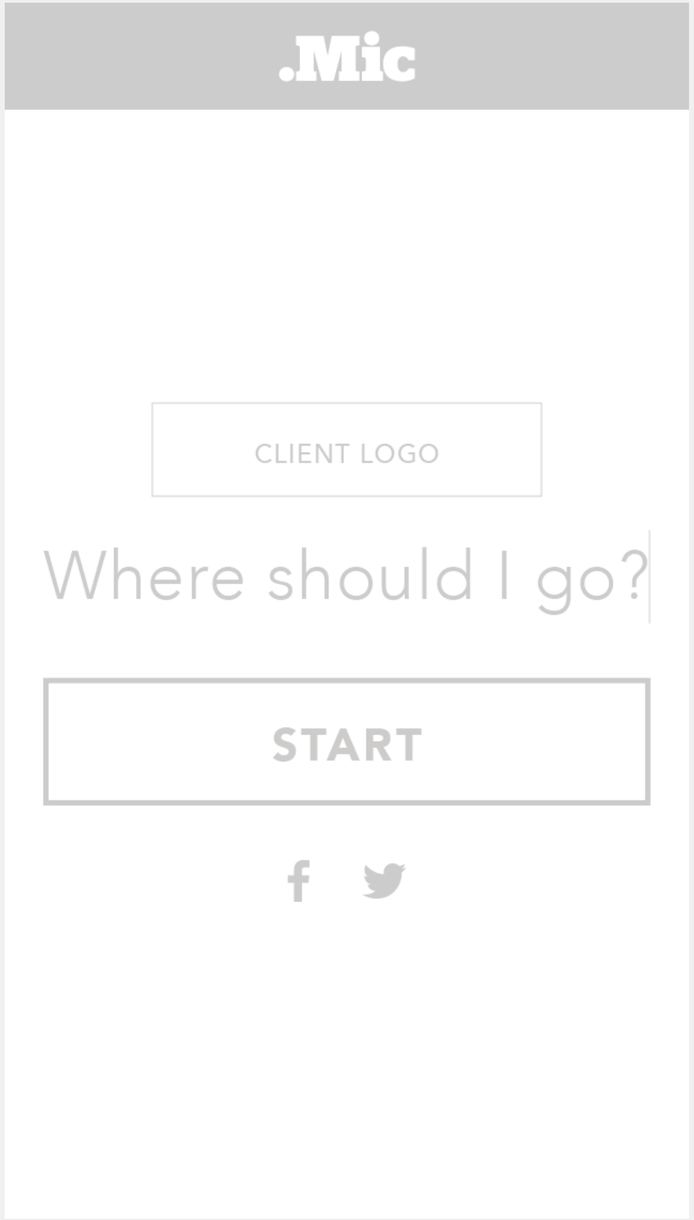

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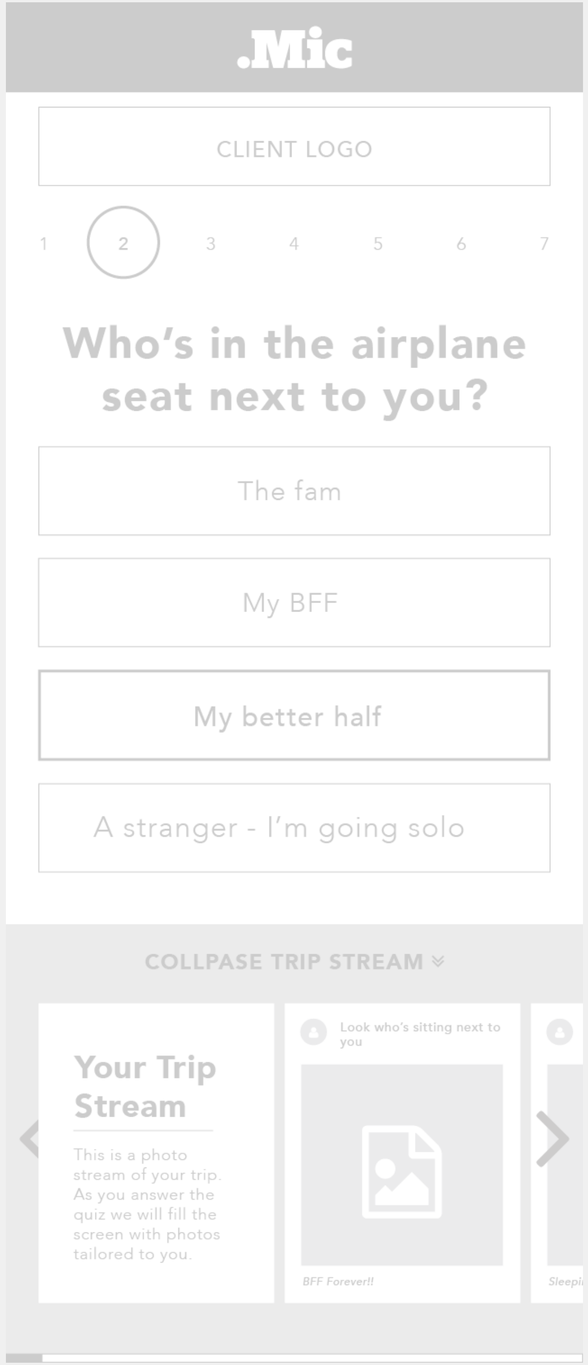

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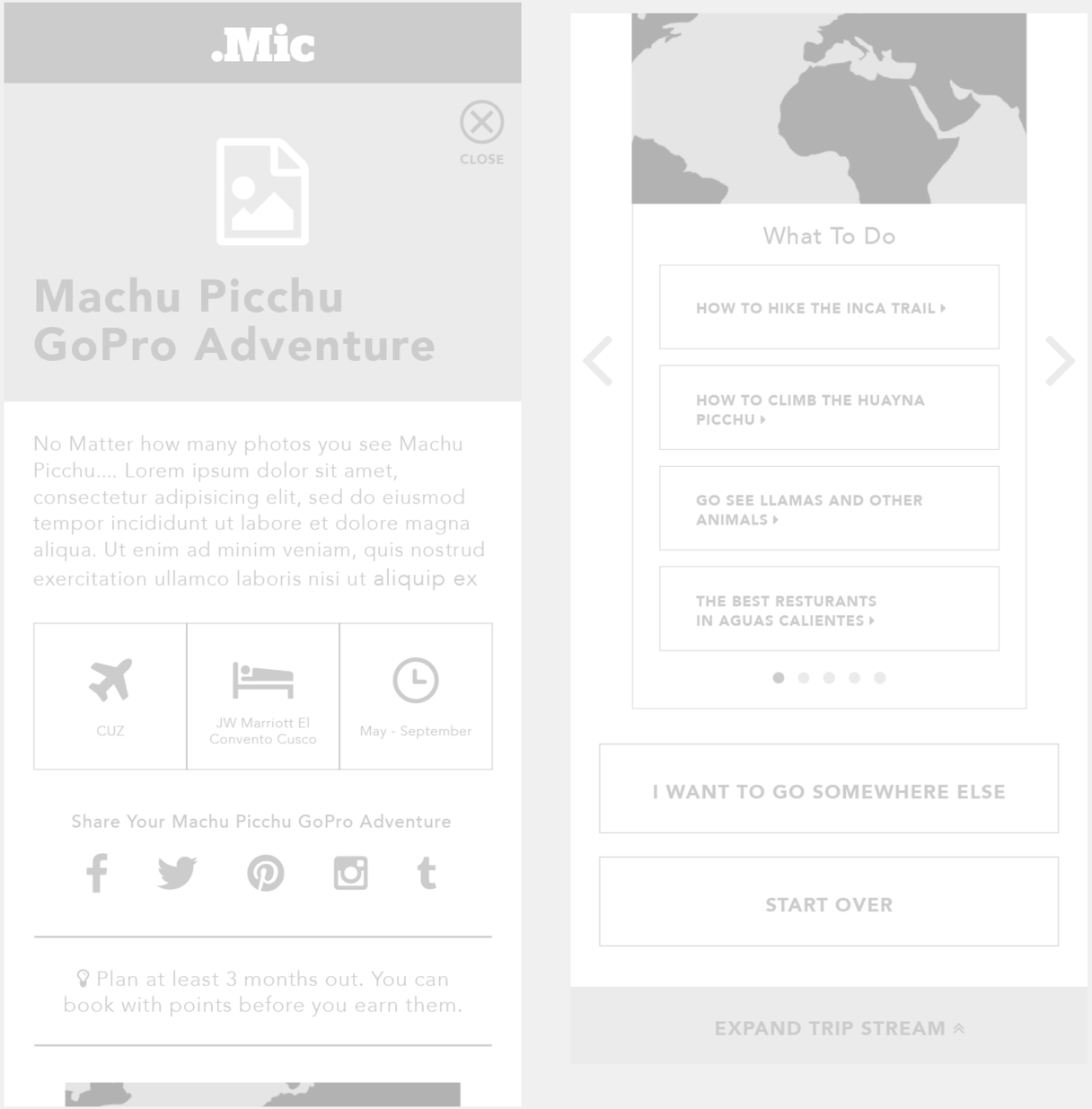

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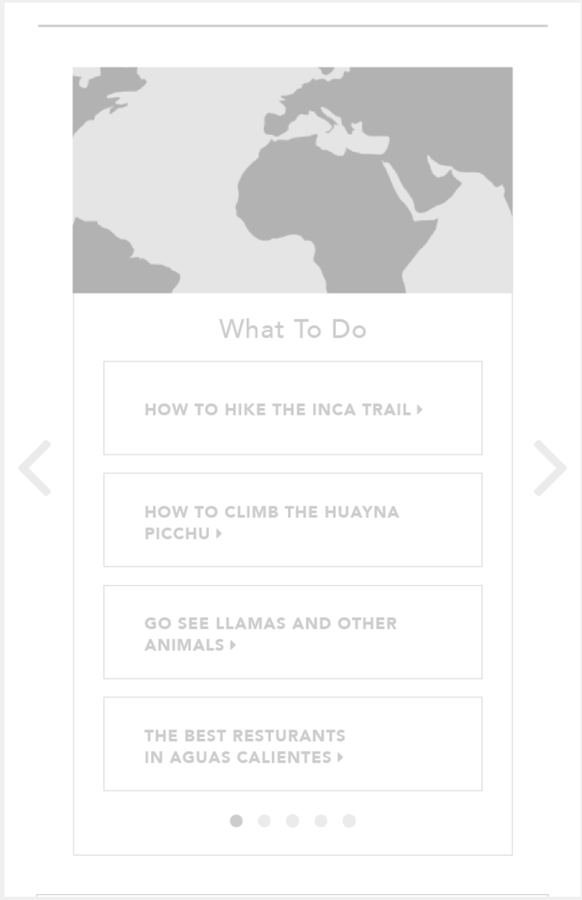

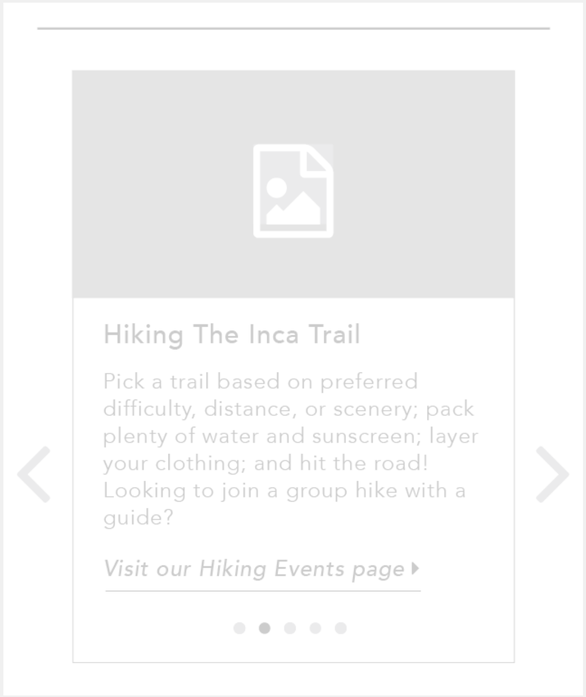

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