

## Define the problem

Create a navigational an UI heierarchy to allow all of deem applications to exist in a single application.

The systems needs to accomodate & scale to allow new app sections to be created or removed allow new services to be added to app sections. It also needs to be unified in its format, the rationale is that customers are able focus on using the tool versus understanding the interface.

The interface needs to work at unifying all app sections, needs to be able to survive localization.

The navigation should also work with specific customers preferences, such as recognizing where one left off, or only displaying UI that is valid for a users permissions.

And it should only display app sections partners decided to display to their employees and needs to gracefully degrade to a single service

## Variations of Deem UI

### Primary Navigation UI

This is the primary navigation UI, Allow users to travel to the various app sections.

- Travel
- Purchase
- My account
- Expense
- Offers
- Dining

### Secondary Navigation UI

This is the navigational UI of a specific section app. Travel, for example:

- Trip Planner
- Hotel Search
- Rental Car Search
- Airport Parking
- Rail Search
- Car Services

### Alternative views of Data UI

- Submitted, Archived, Unsubmitted
- View 1, View 2, View 3
- Map View, List View, Tile View
- Roundtrip, one-way, MultiCity

### Contextual Based UI

UI or links is very specific to certain page layout or page function. Examples:

- Filter, Sort
- Edit, Delete, Print
- New Report, Export, Attach Reciept

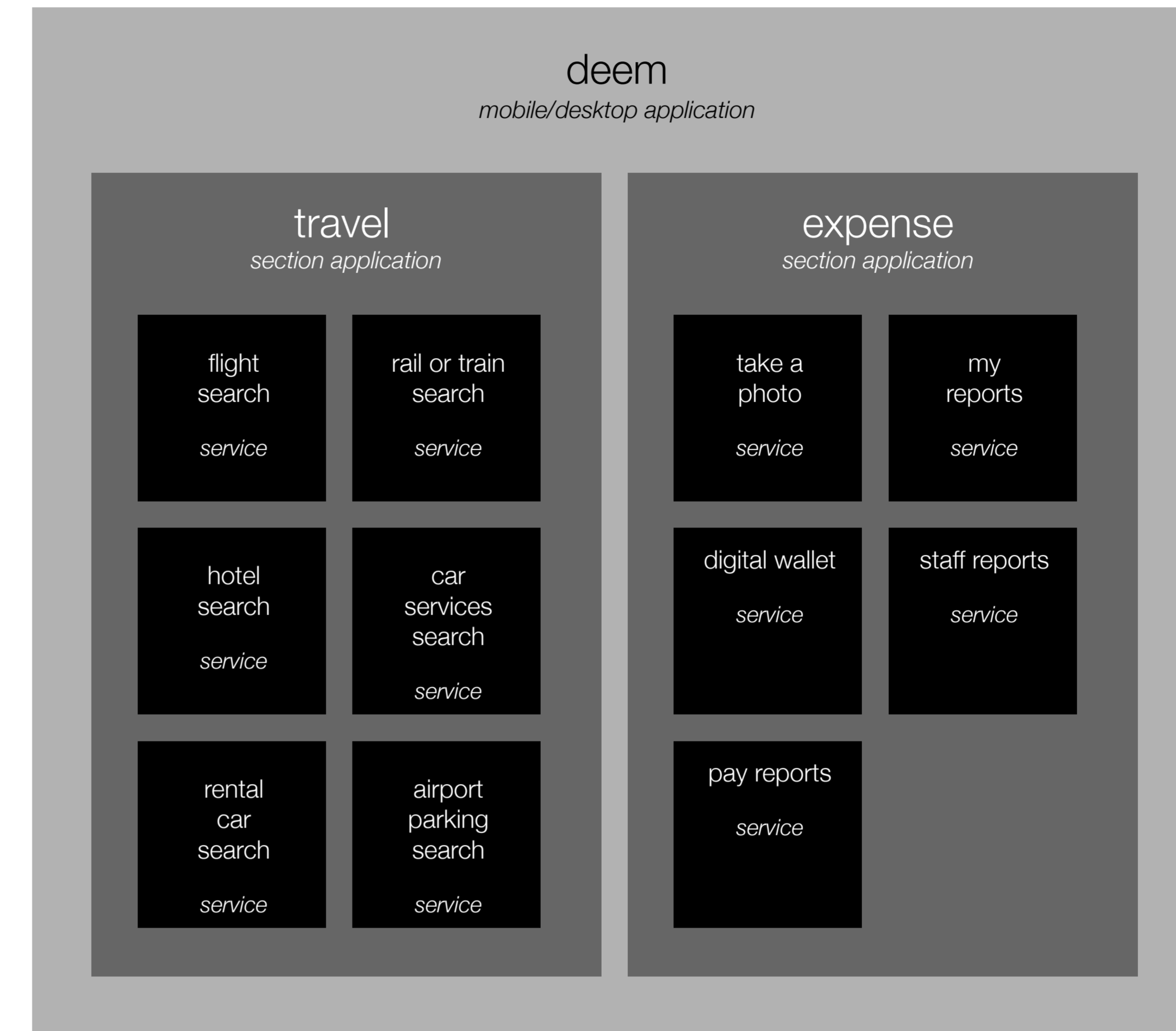
### Content Specific UI

UI or links is very specific to certain details page.

Examples:

- Flight Detail - Seat Maps Link
- Purchase - Return Policy
- Purchase - Remove from cart

## Deem Application, Sections and Services



### Deem is the application

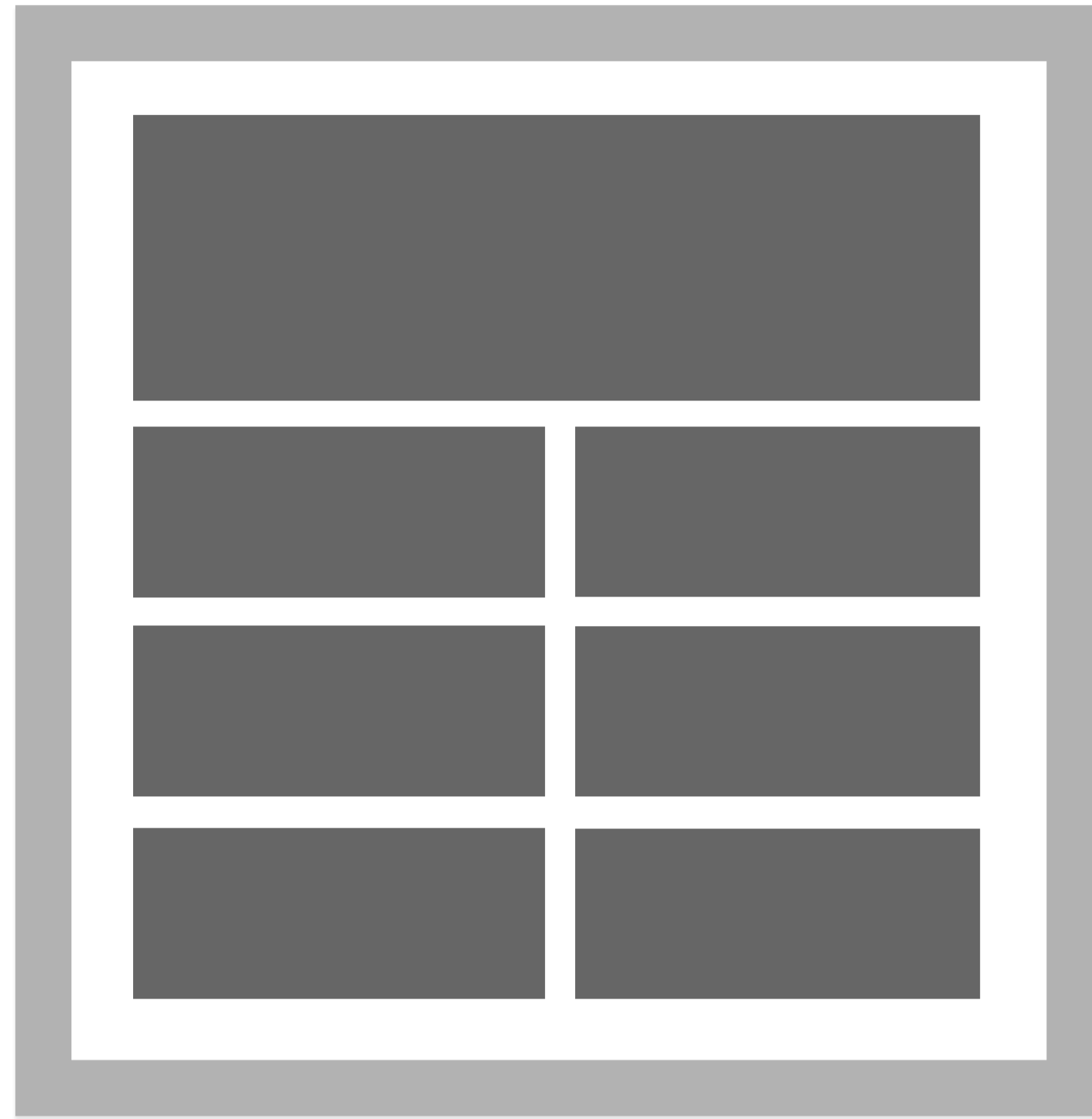
Travel is a Section Application it is composed of the following Services

- Flight
- Hotel
- Rental Car
- Airport Parking

Expense is a Section Application it is composed of the following Services

- Take a photo
- My Reports
- Digital Wallet
- Staff Reports
- Pay Reports

## Deem Page Categories



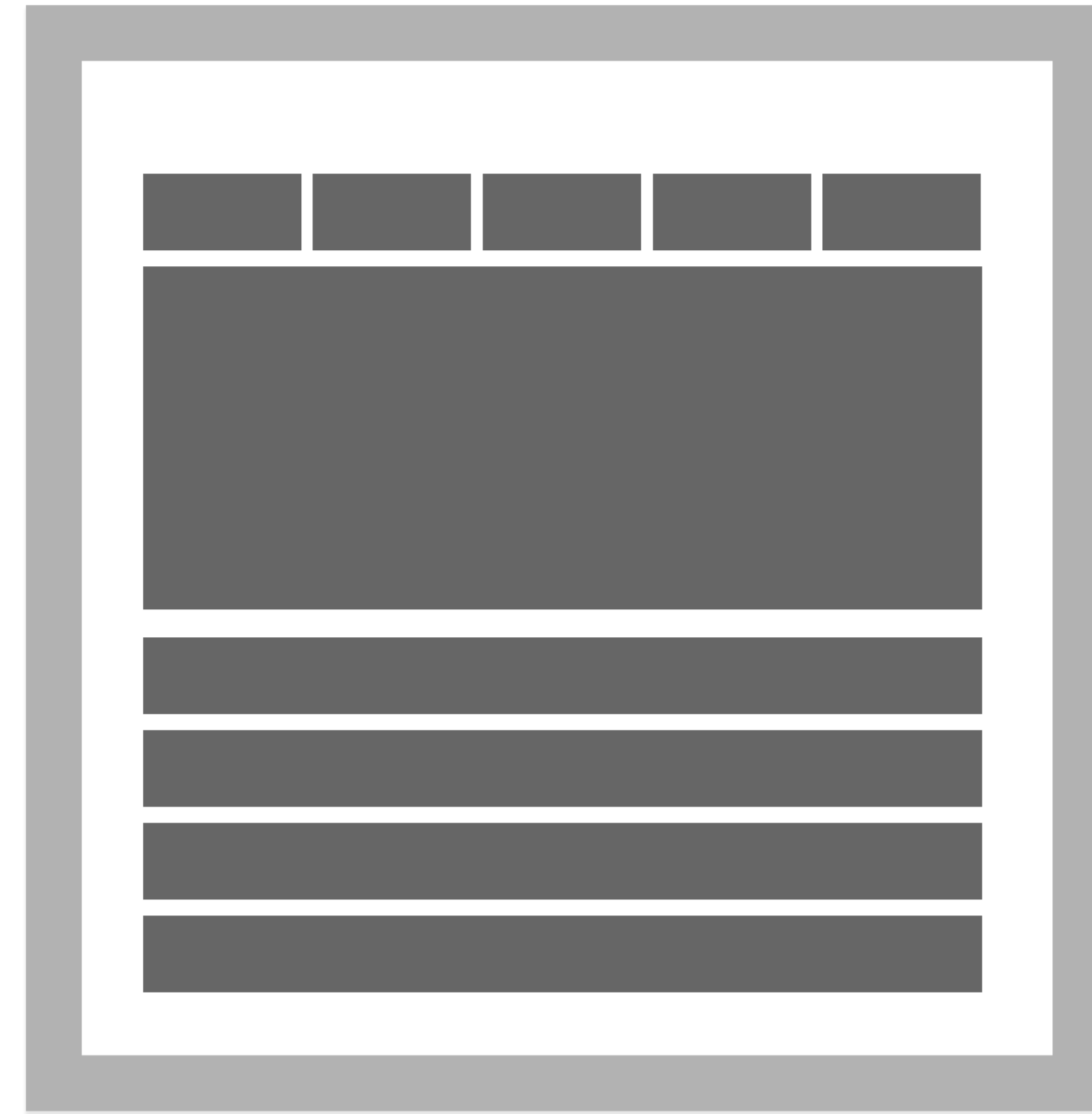
### Hub Page

Hub pages are the user's entry point to the app. Here content is displayed allowing users to get a glimpse of what's new and available.

The Hub consists of different categories of content or navigation each of which maps to the Section App pages.

### Deem Hub Pages

- Deem Authenticated Homepage



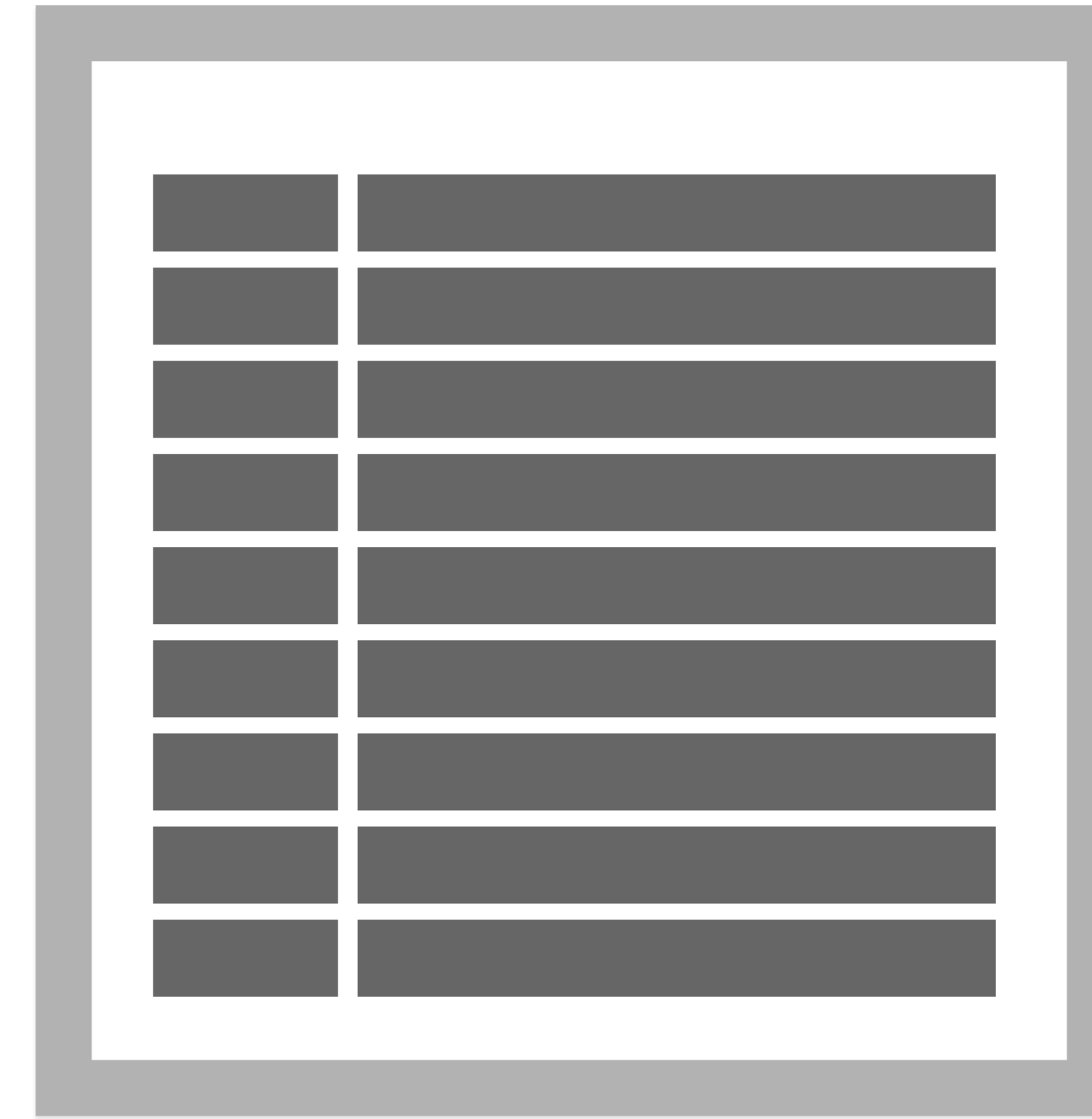
### App Section Pages

Section App pages are the second level of an app. Here content can be displayed in any form that best represents the scenario and content the section contains.

The section page consists of individual items, each of which has its own detail page. Section pages may also take advantage of navigation grouping.

### Deem App Pages

- Upcoming Reservations
- Transaction History
- Travel Application
- Purchase Application
- Shipping Application
- Offers application
- Spend application
- Expense application



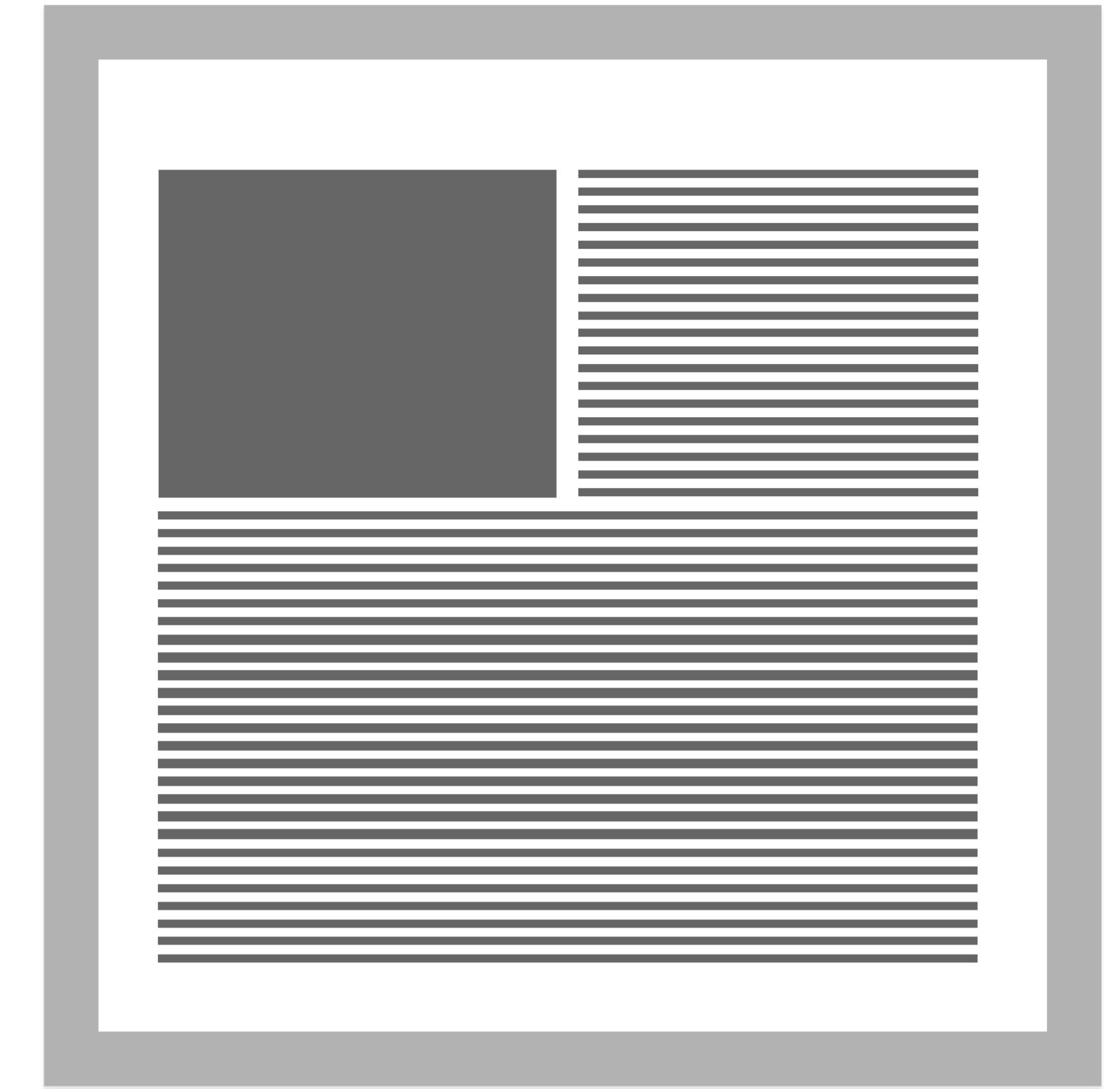
### Search Results

Hub pages are the user's entry point to the app. Here content is displayed allowing users to get a glimpse of what's new and available.

The Hub consists of different categories of content, each of which maps to the app's section pages.

### Deem Search Results

- Travel Search Results
- Purchase Search Results
- Shipping Price Results
- Offers Search Results
- Spend Search Results



### Detail Pages

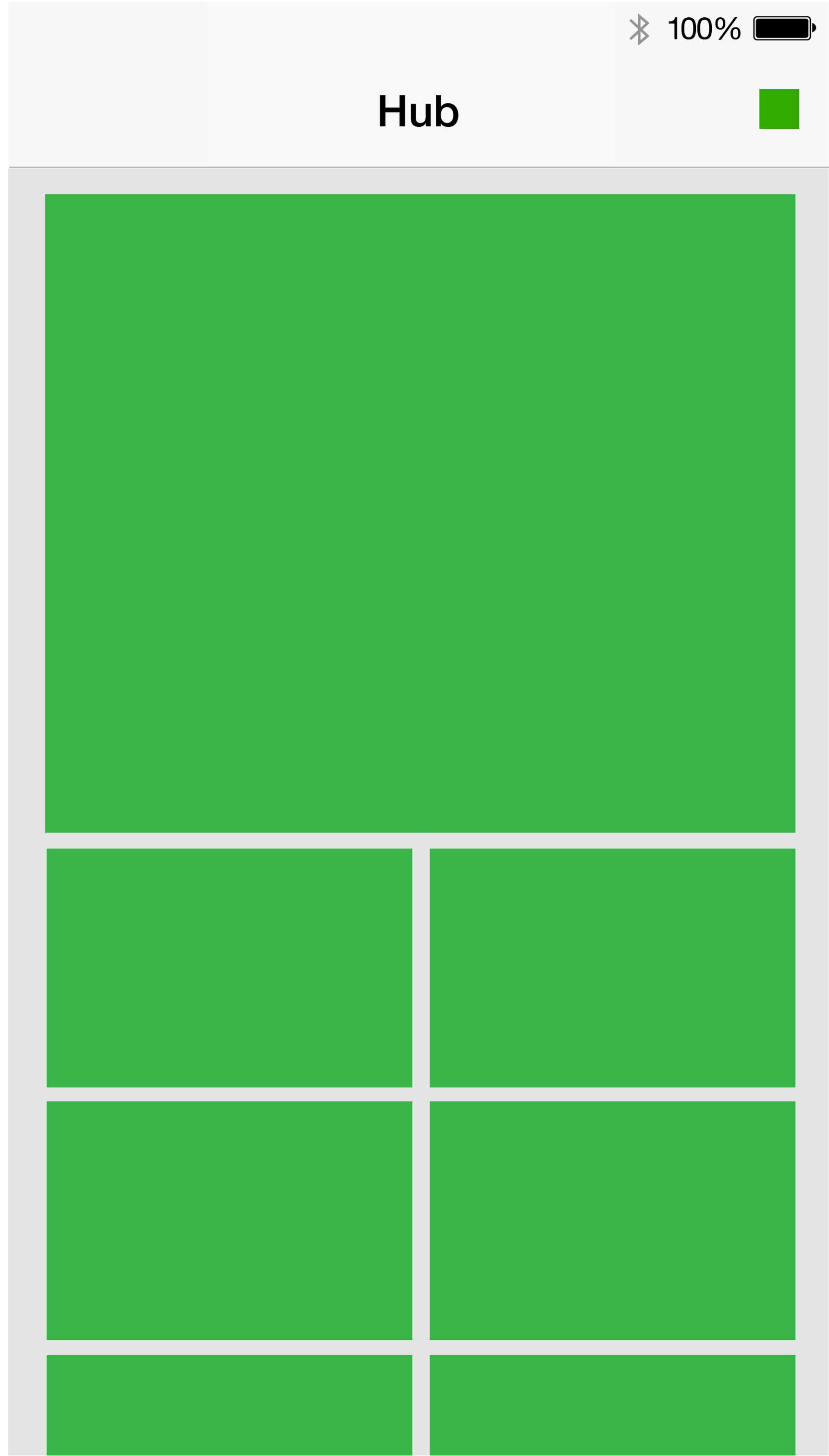
Here the details of individual items are displayed, the format of which may vary tremendously depending upon the particular type of content.

The detail page consists of item details or functionality. Detail pages may contain a lot of information or may contain a single object, such as a picture or video.

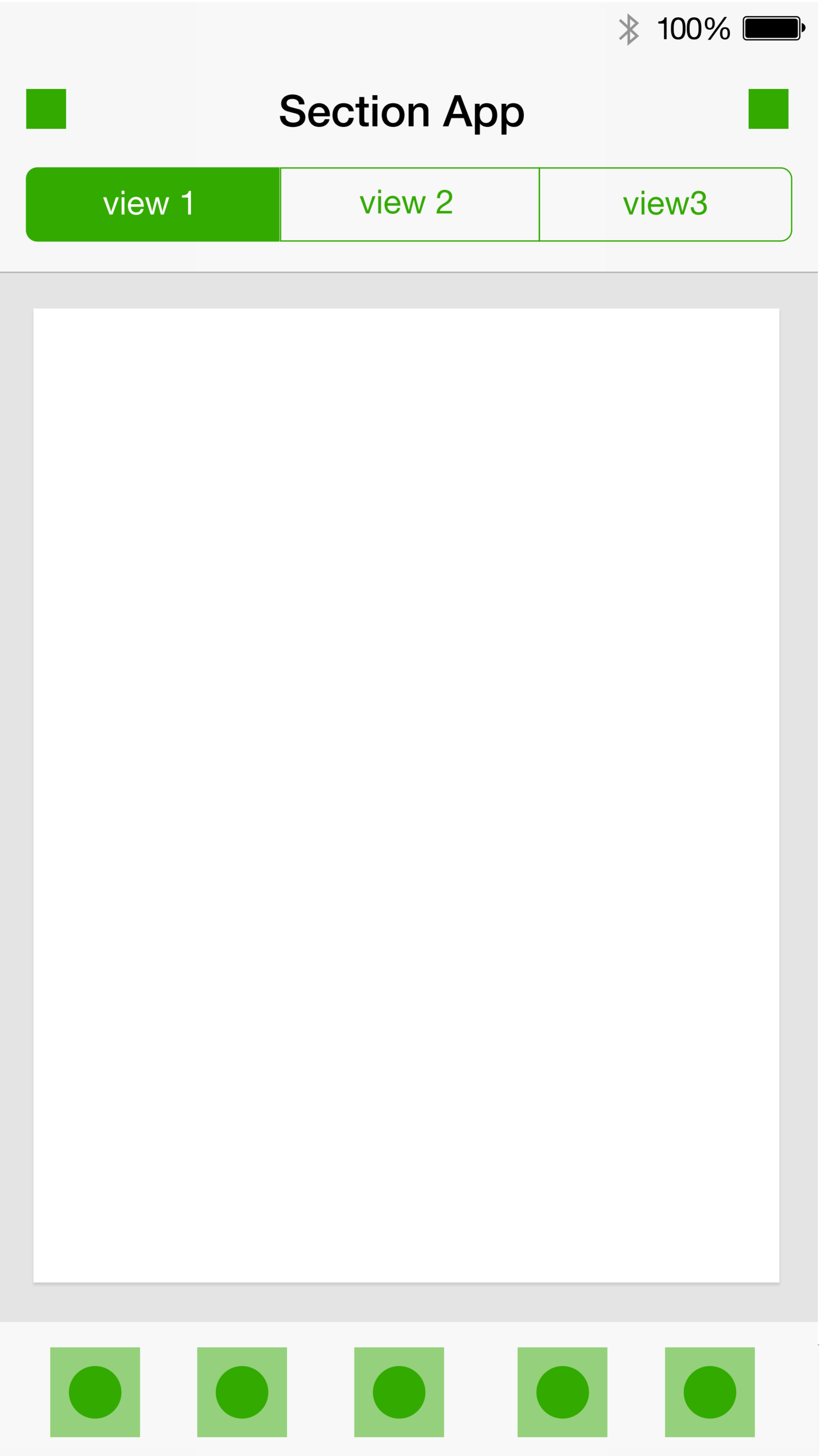
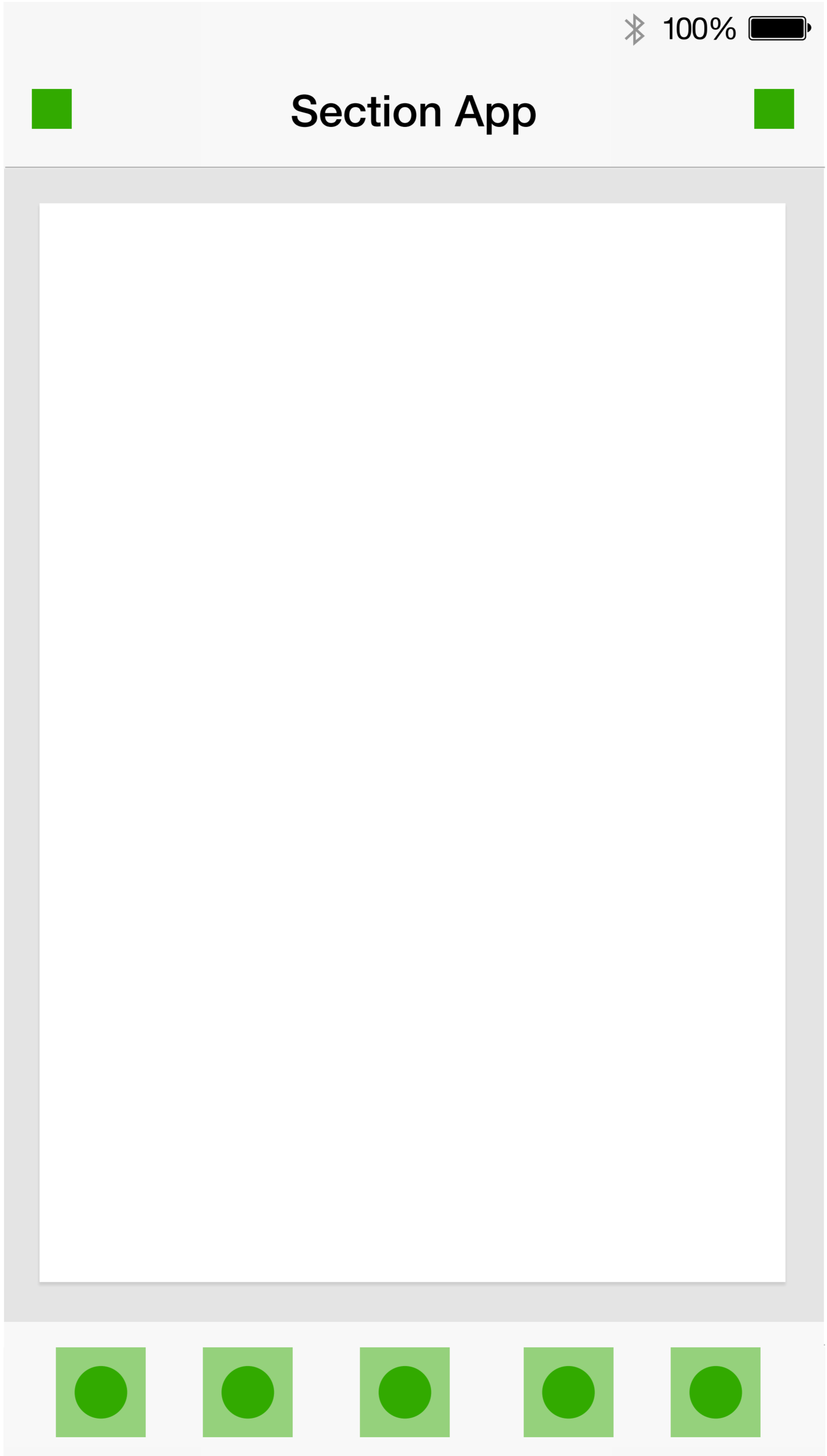
### Deem Details Pages

- A specific flight
- A specific offer
- A specific hotel
- A specific product
- A specific shipment details
- A itinerary
- A specific driver or car
- Credit Card Forms
- Transaction Pages

Abstract of Hub Page

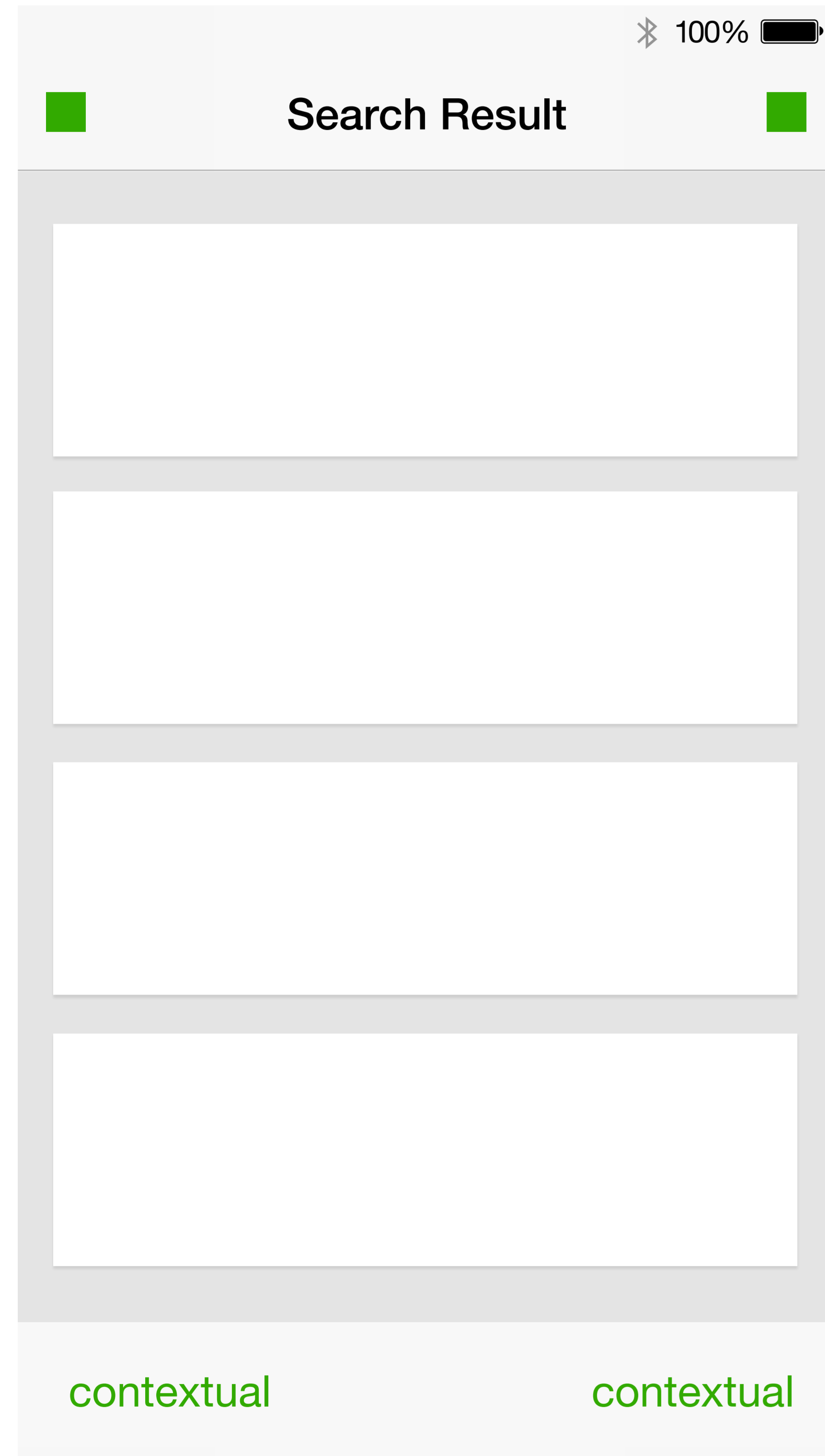


Abstract of App Sections Pages

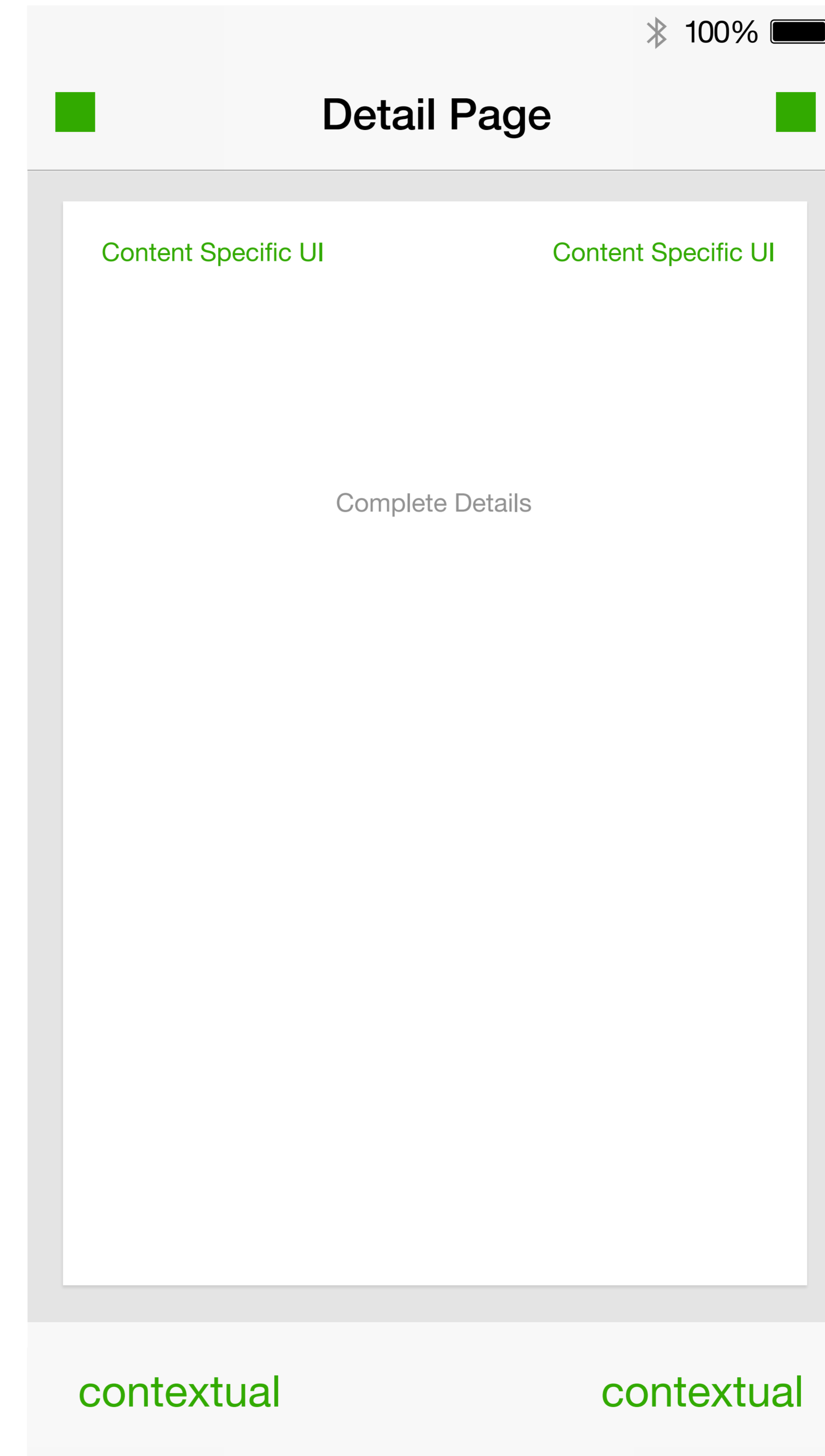


App sections pages have tabs as primary navigation.

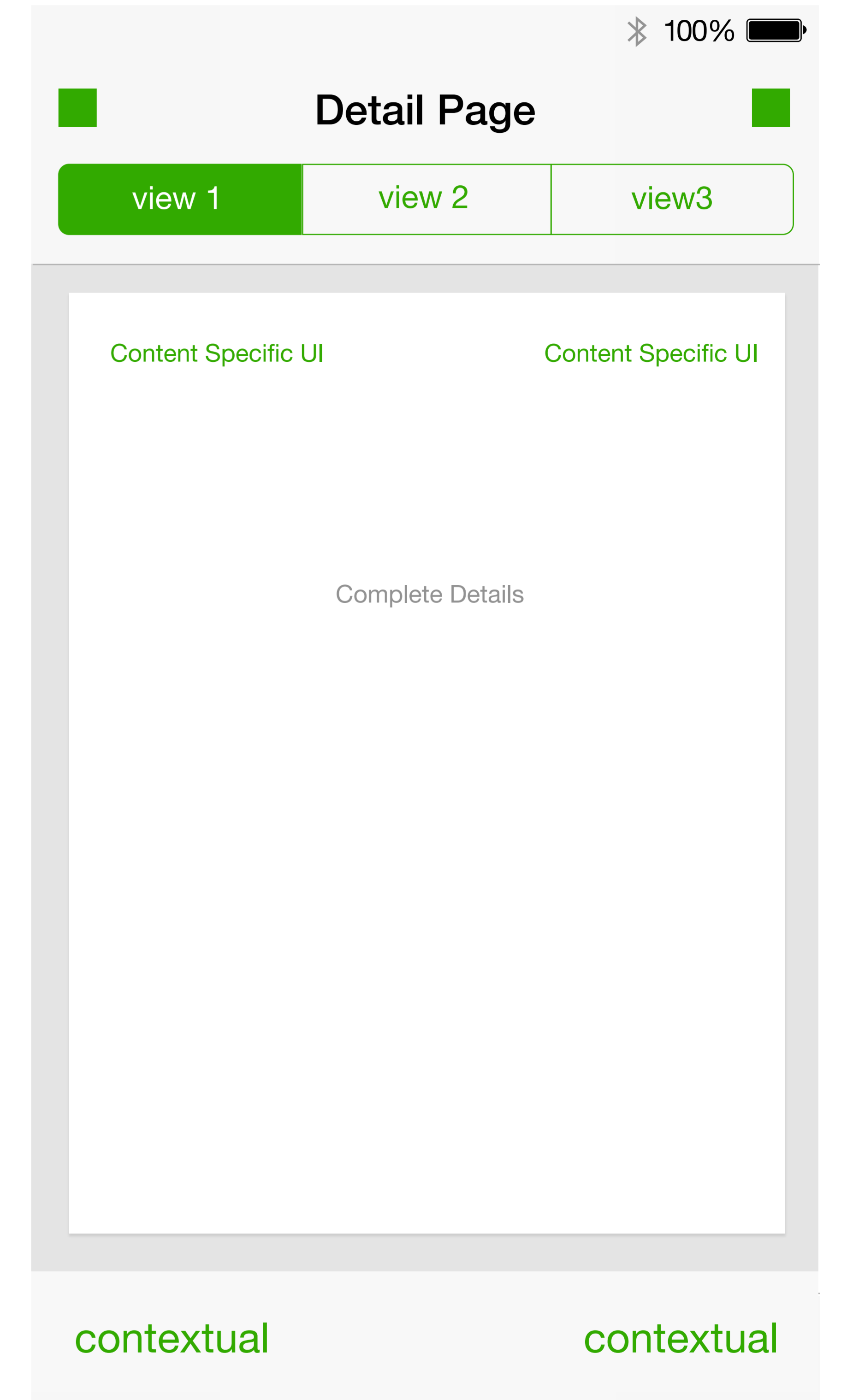
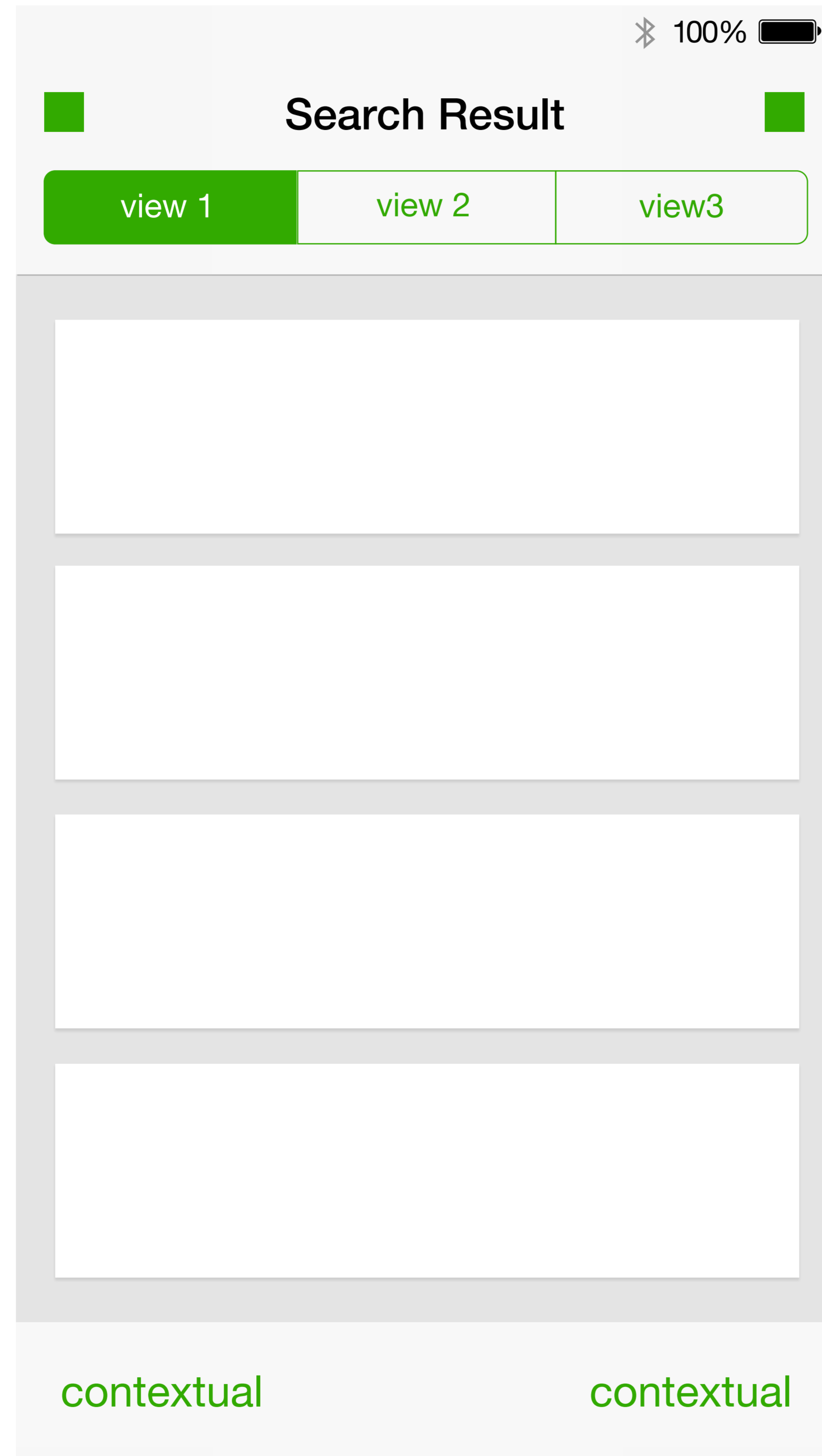
Abstract of a Search Results Page



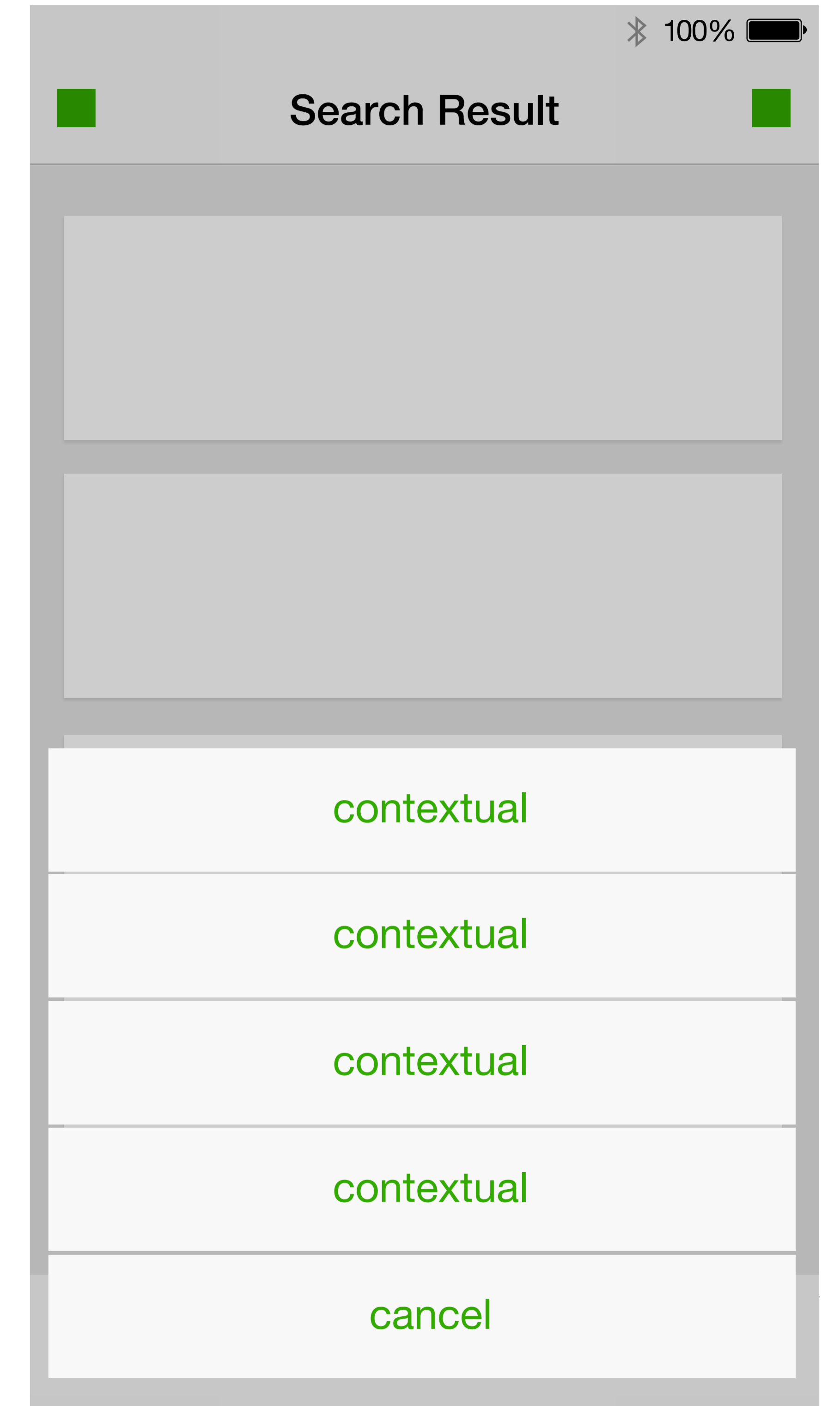
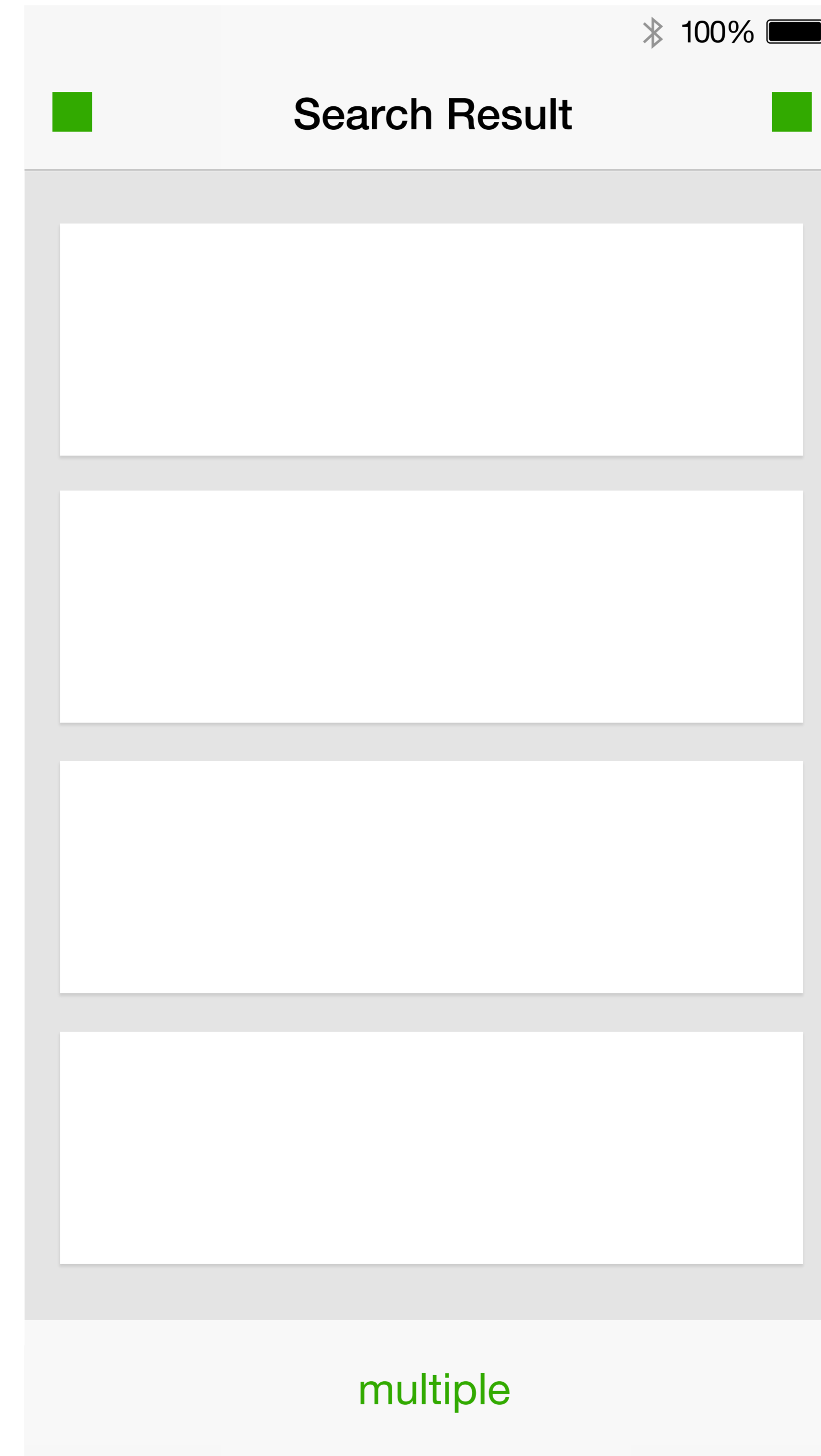
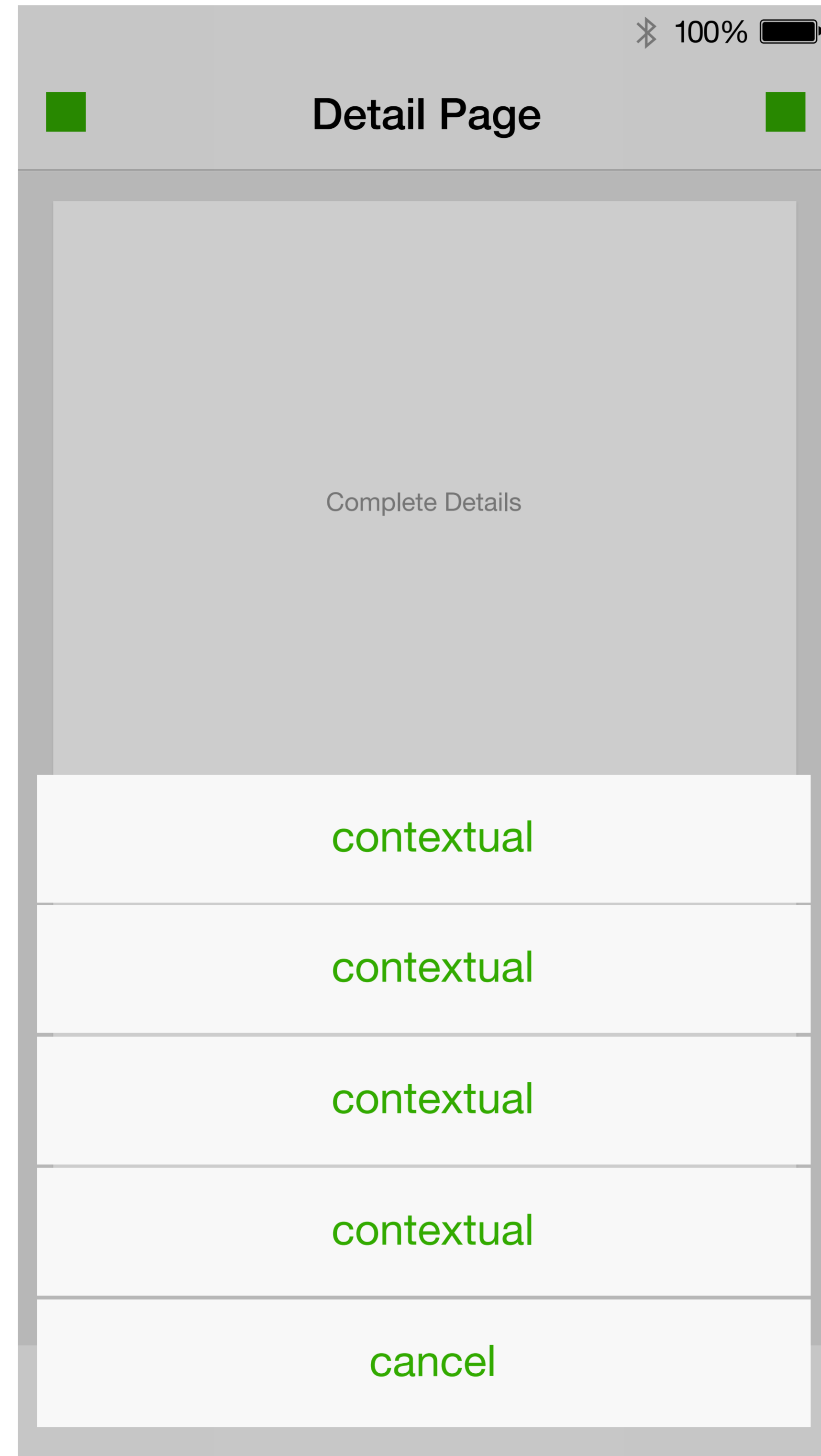
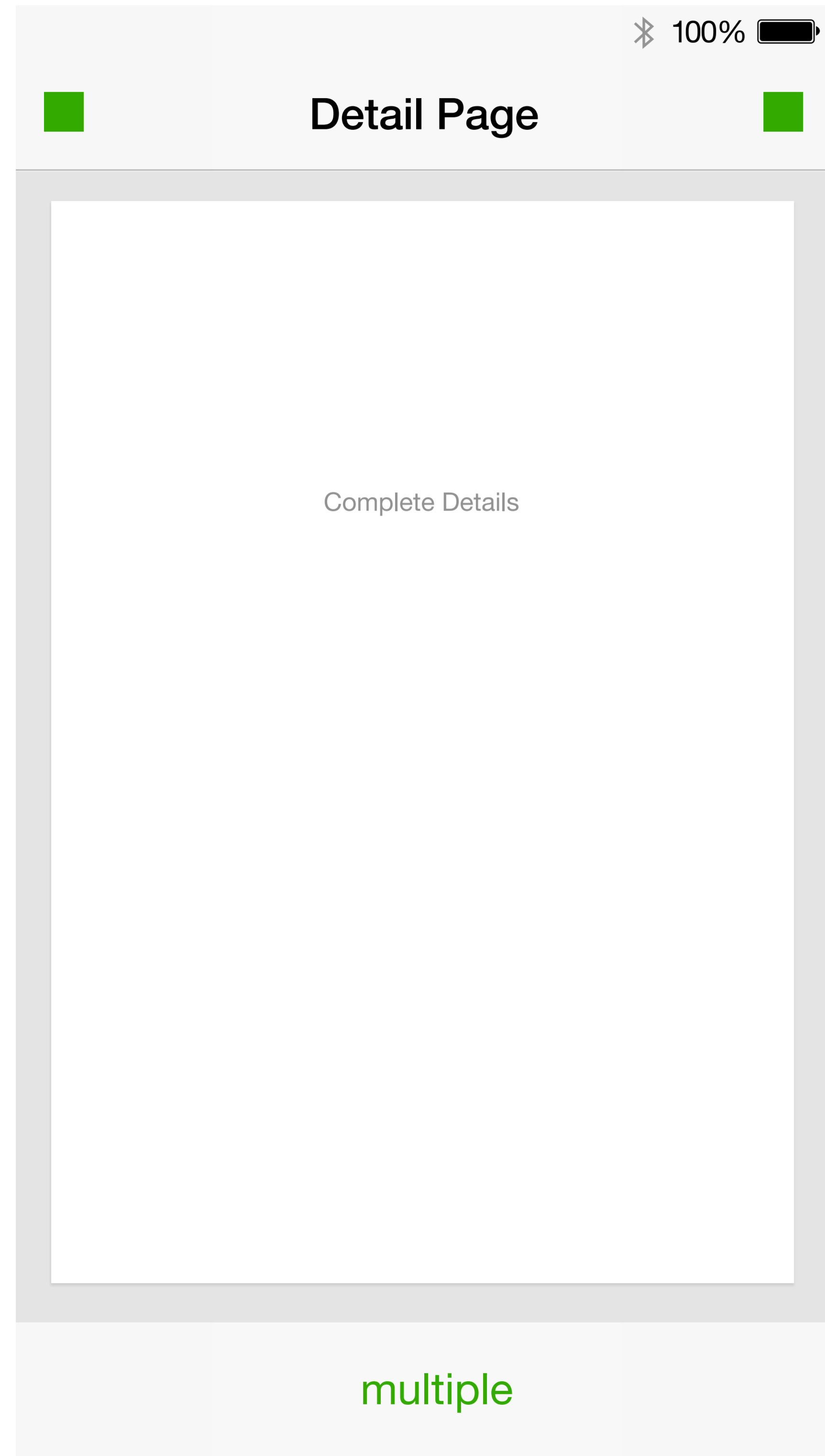
Abstract of Detail Page



Search results and detail pages have contextual UI based off content.

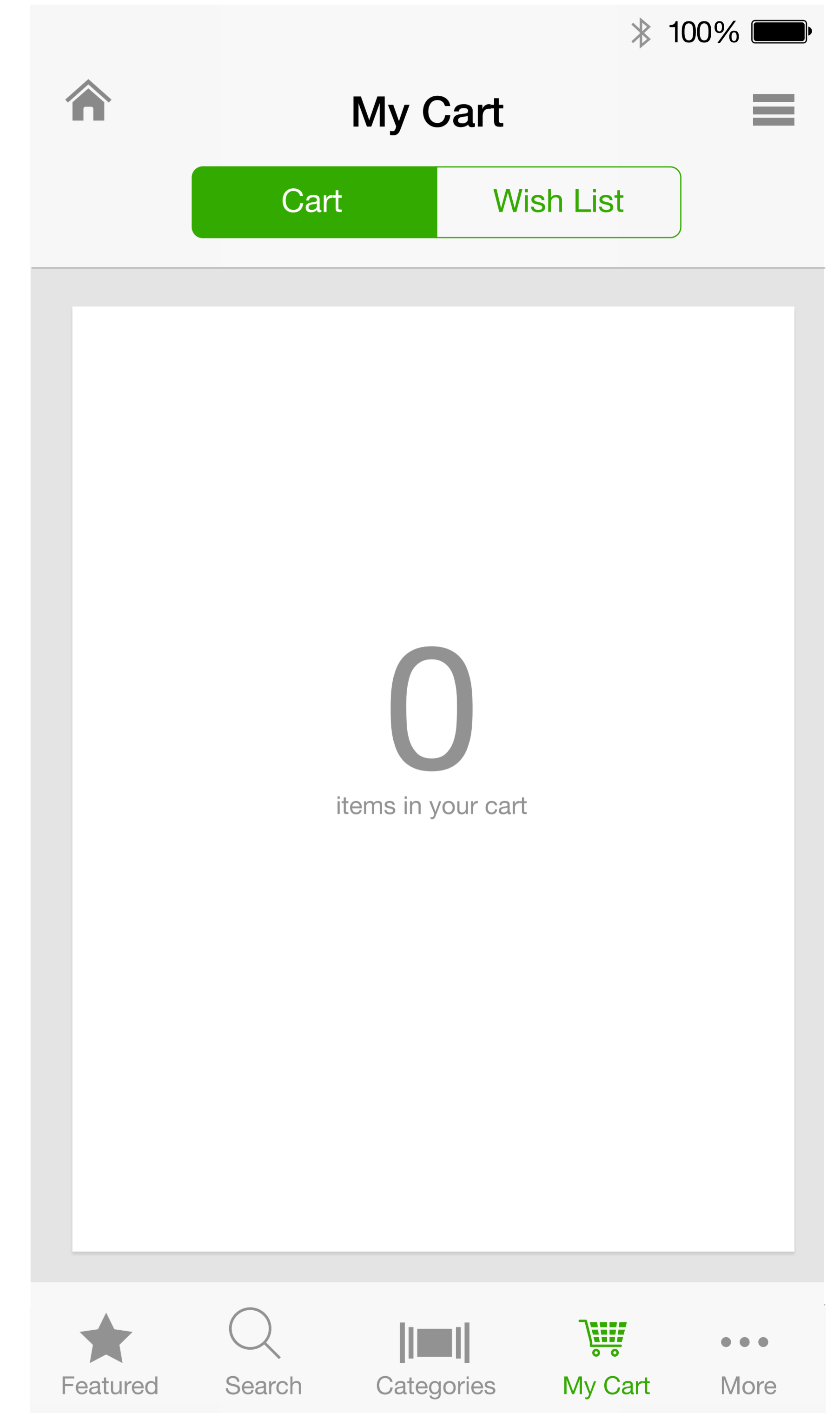
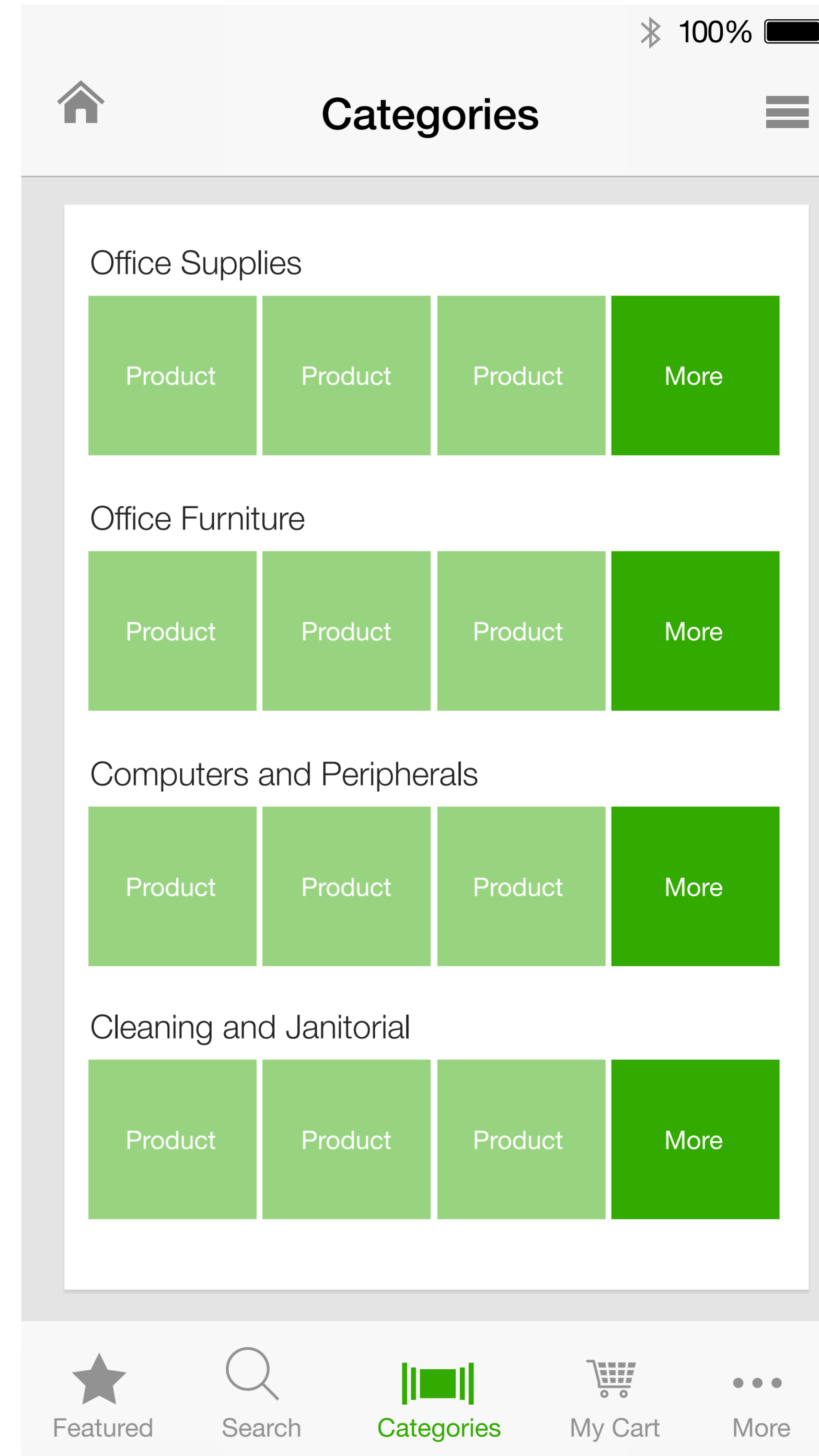
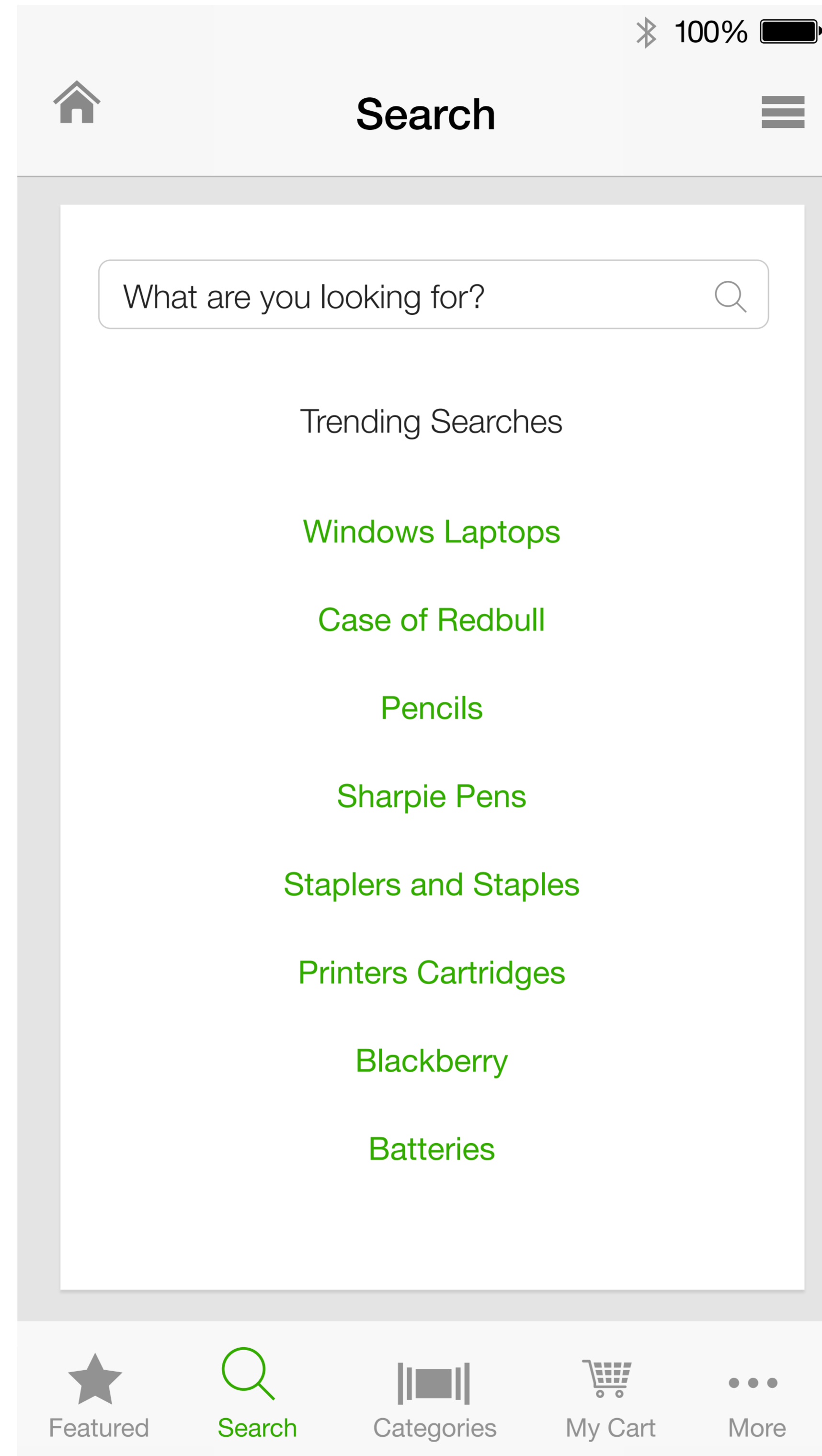
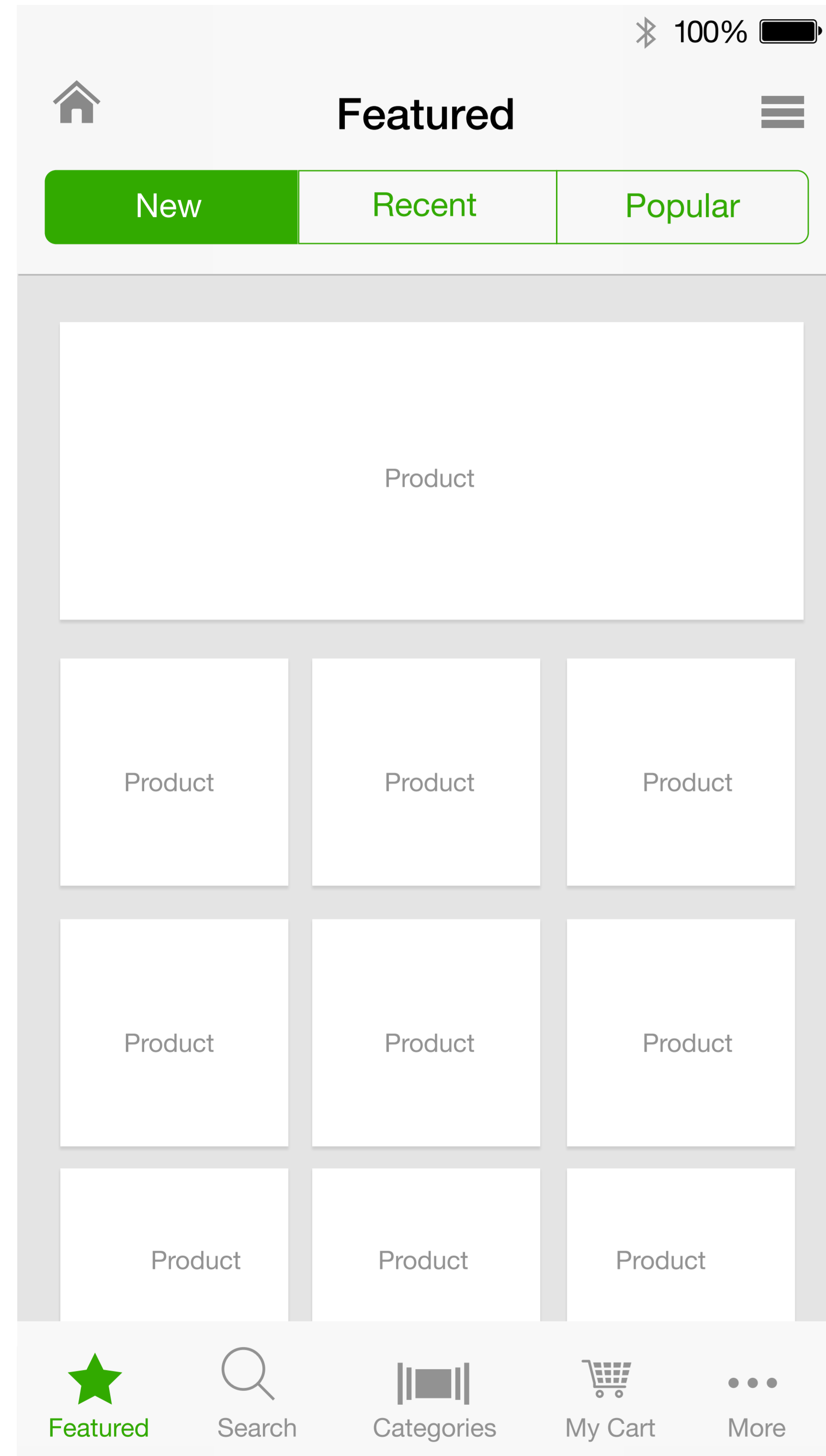


Abstract of Detail Pages and Search Results with multiple UI options.

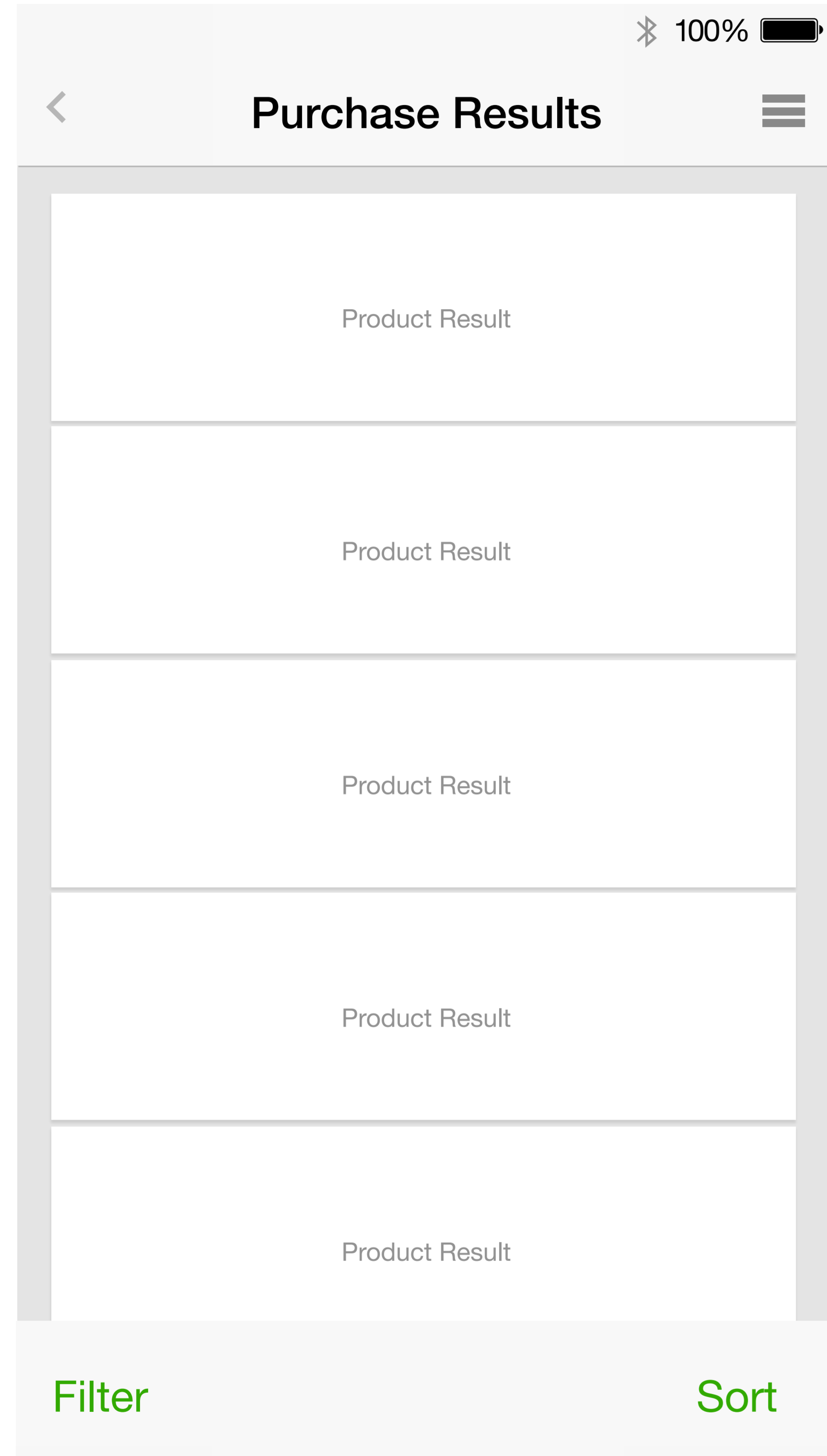


Multiple UI options can be presented with a modal.

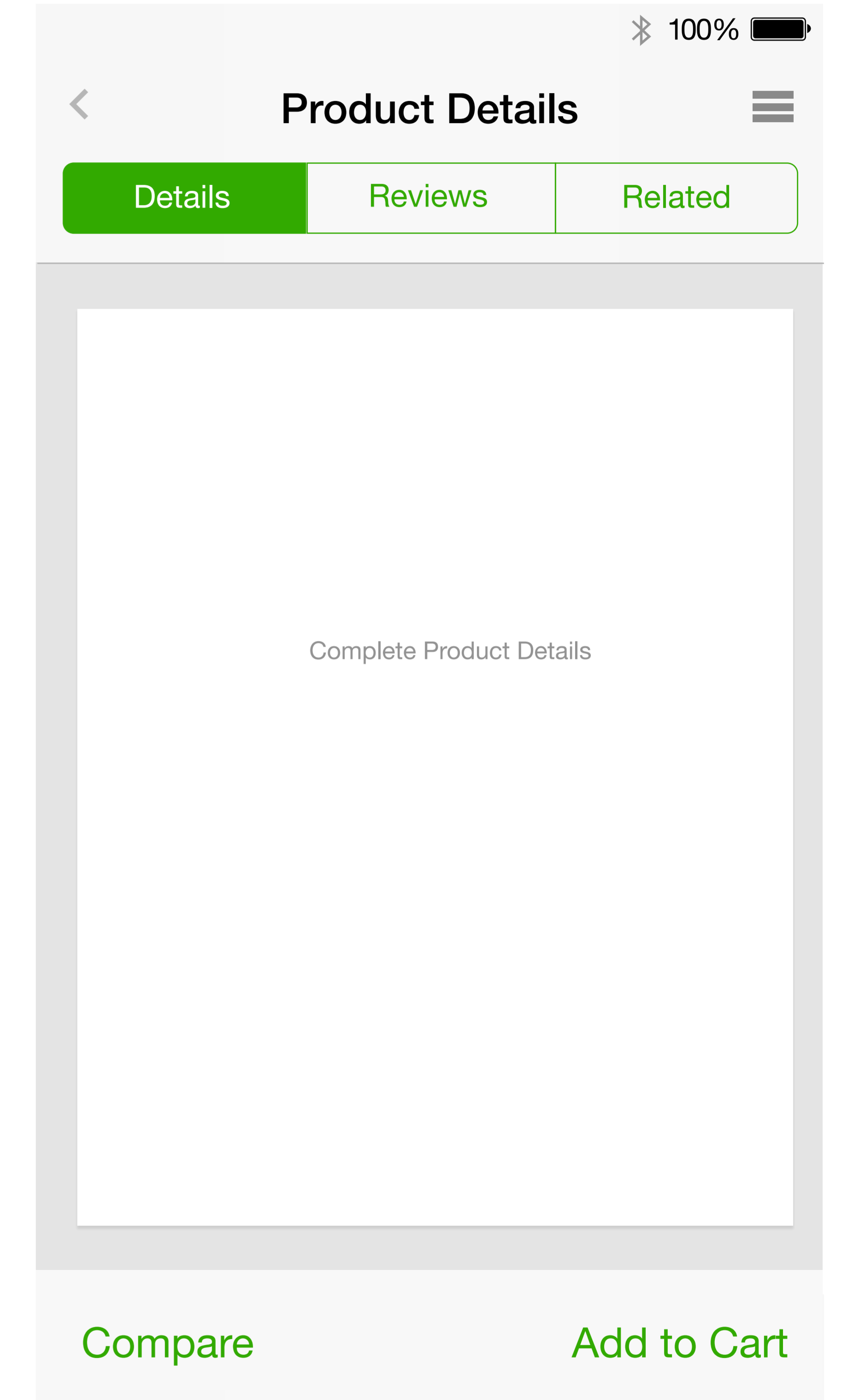
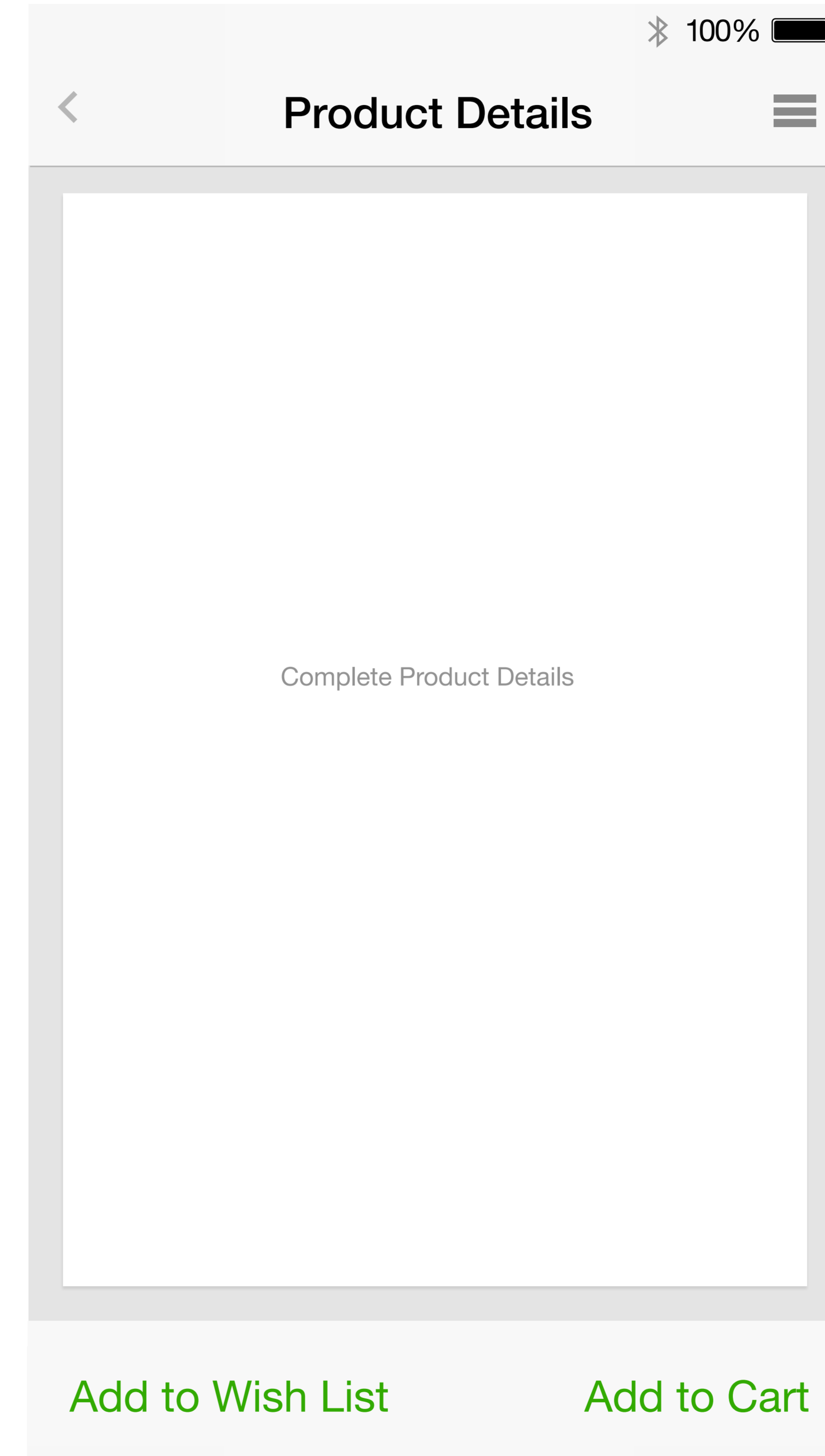
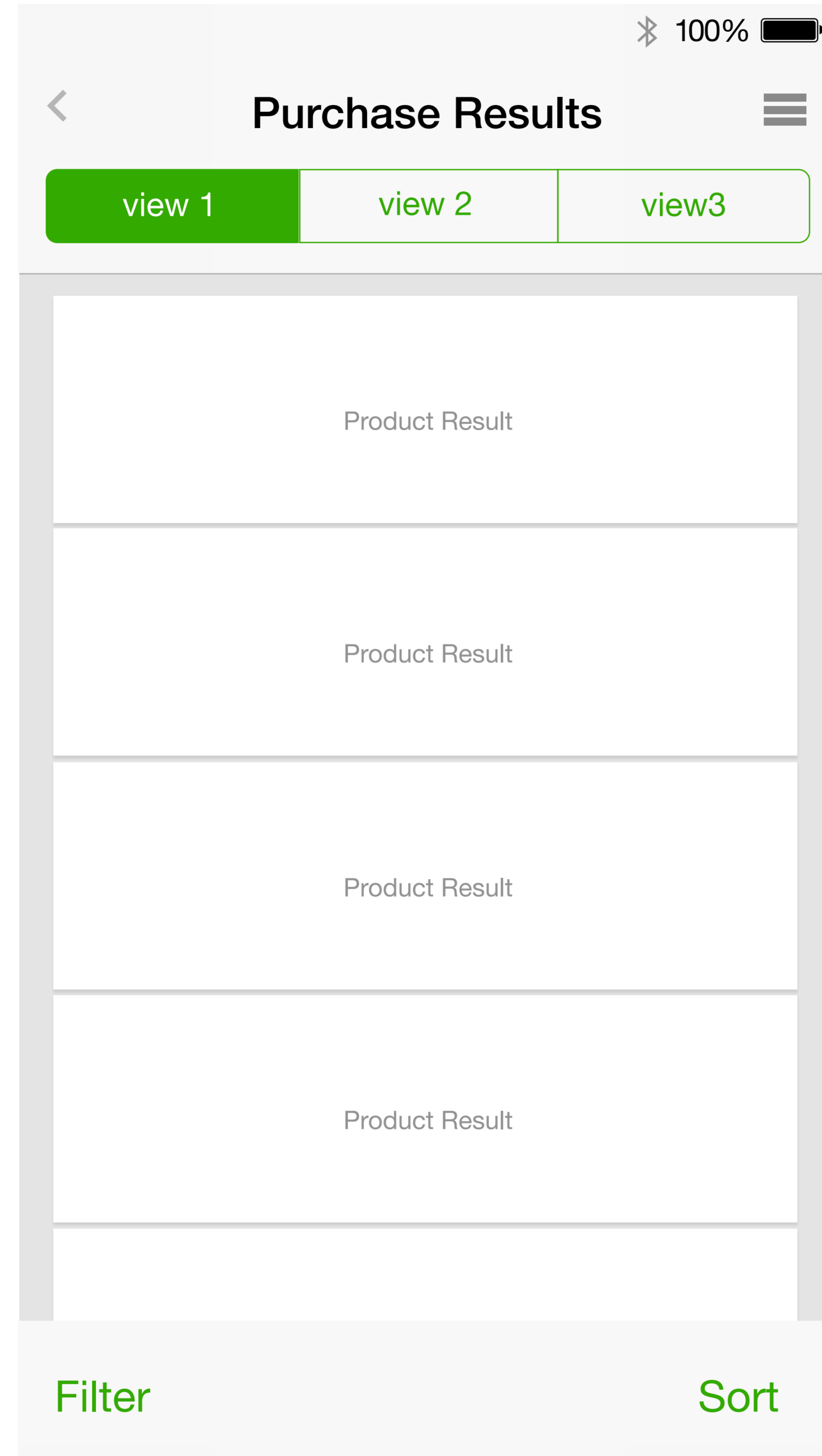
Purchase Application - Section Pages



Purchase Application - Search Results Pages



Purchase Application - Detail Pages



Travel Application - Section Pages

100%

Home **Flights**

Round Trip One-way Multi-city

### Flight Search

Flying from:

Flying to:

Departing  Returning

Adults (18+)  Children (0-17)

**Search Flights**

Flights Hotels Rental Car Get a Ride Rail

100%

Home **Hotels**

### Hotel Search

Search Near

Check in  Check Out

Guests

**Search Hotels**

Flights **Hotels** Rental Car Get a Ride Rail

100%

Home **Rental Car**

### Rental Car Search

Pickup Location

Date:  Time:

Drop Off Location

Date:  Time:

**Search Rental Cars**

Flights Hotels **Rental Car** Get a Ride Rail

100%

Home **Get a Ride**

### Car Services

Pickup Location

Date:  Time:

Drop Off Location

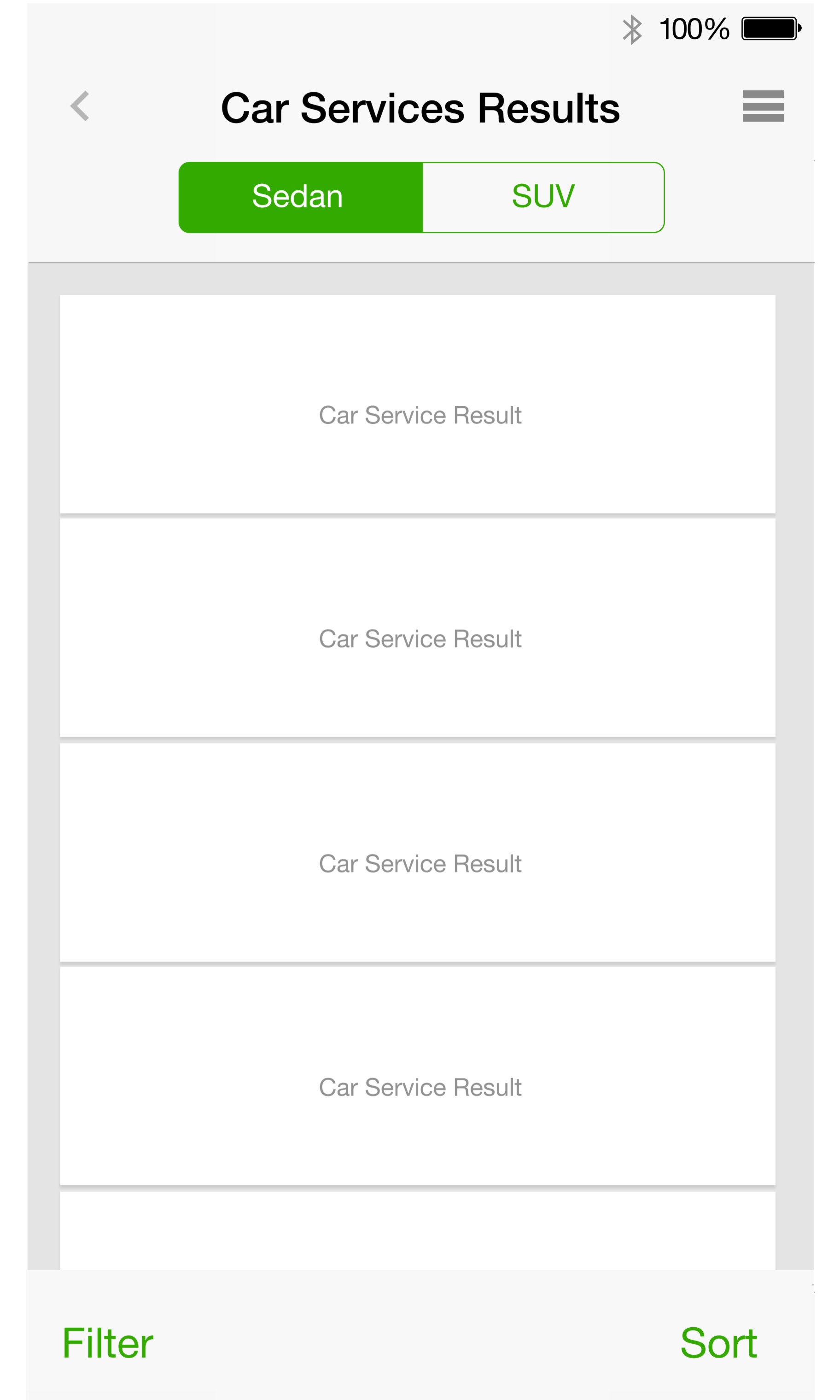
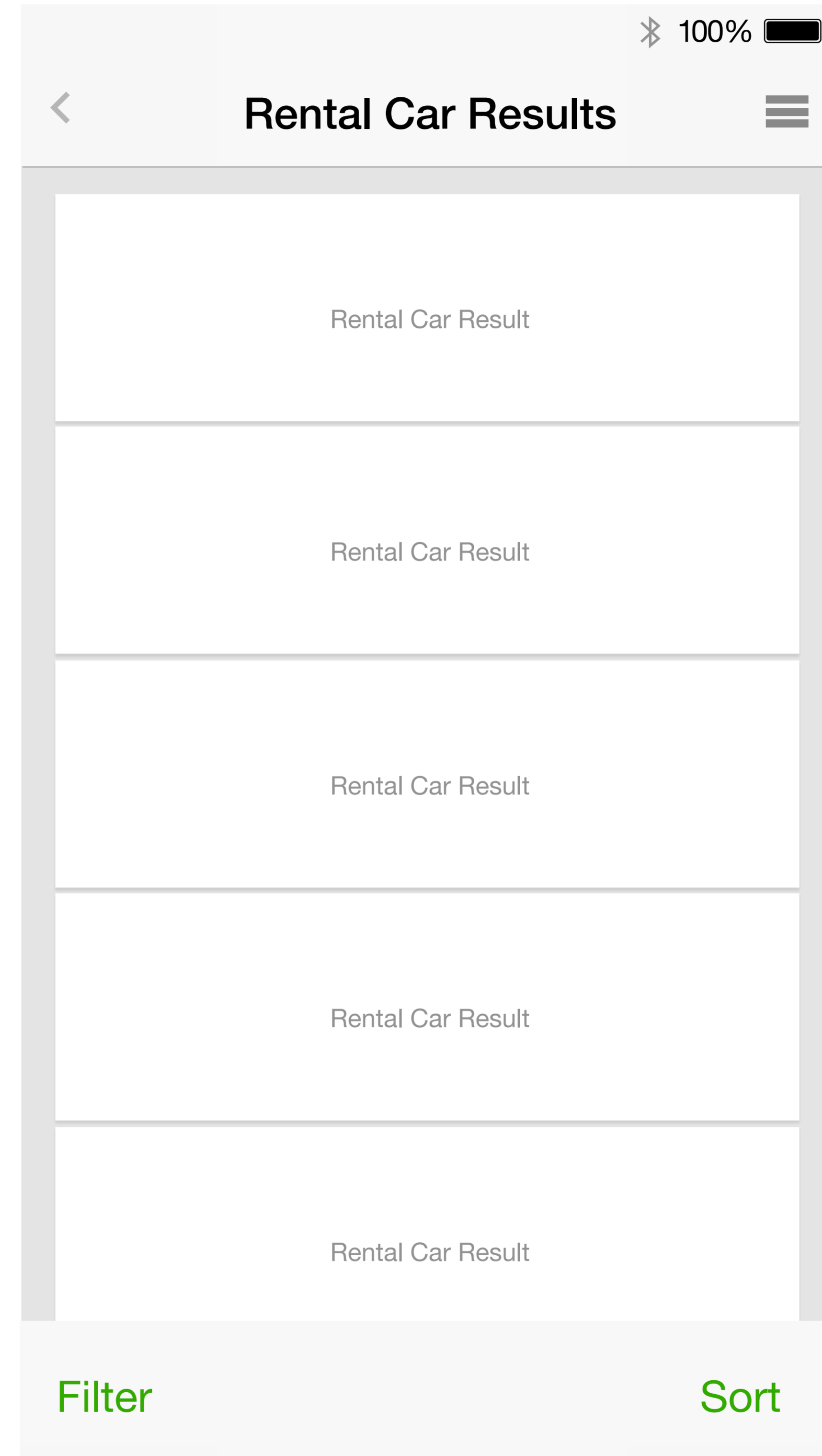
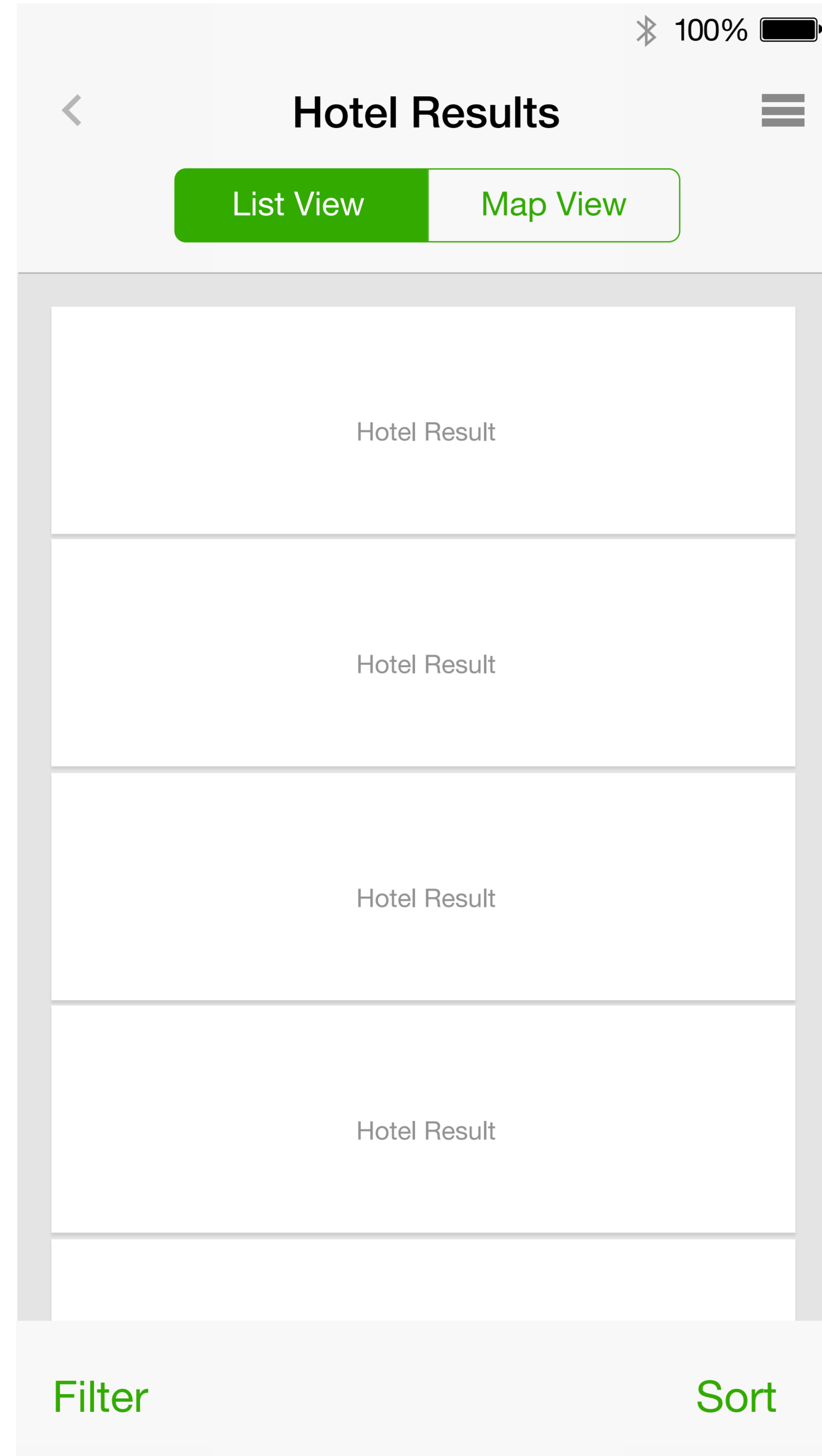
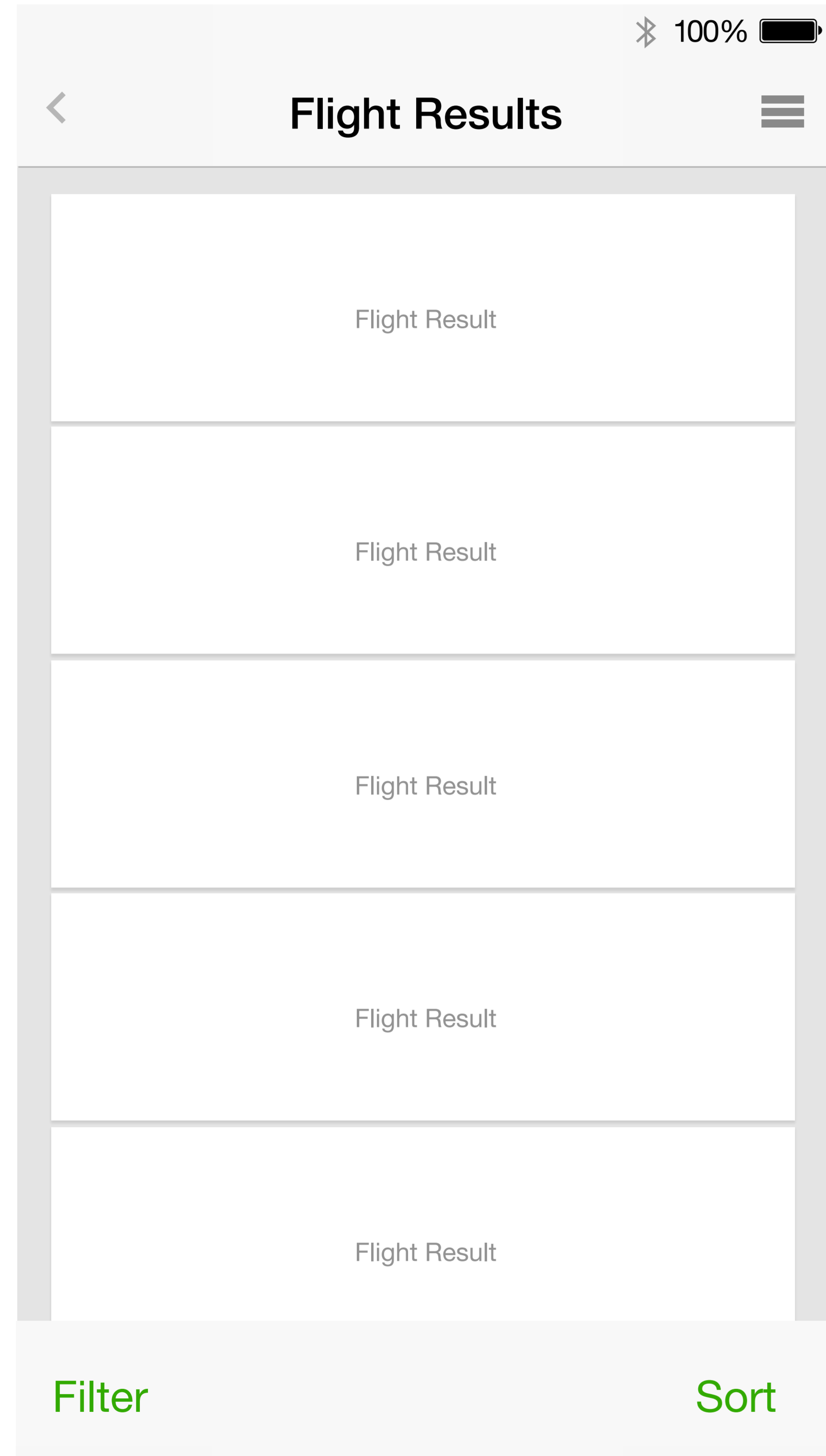
Date:  Time:

**Schedule a Ride**

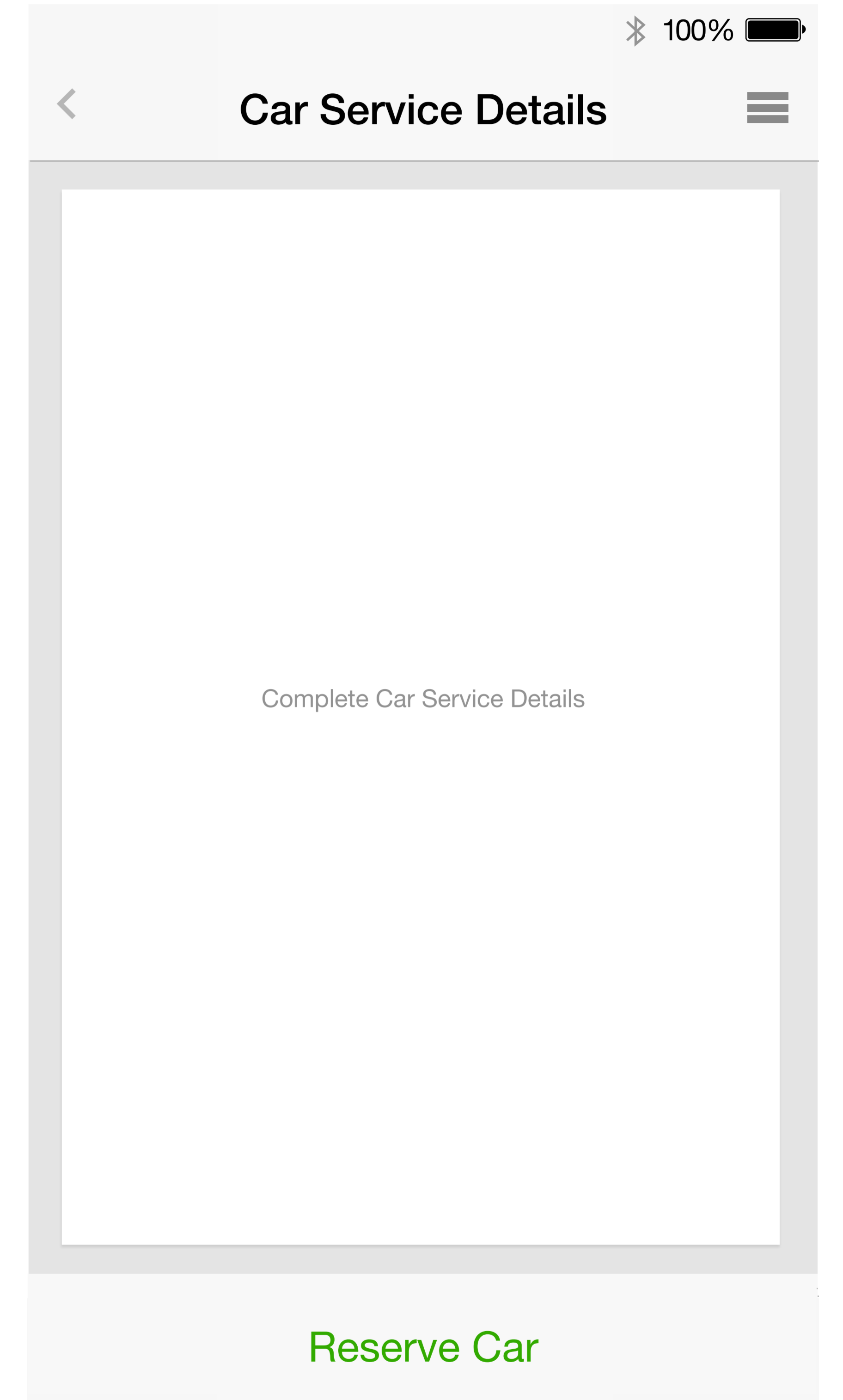
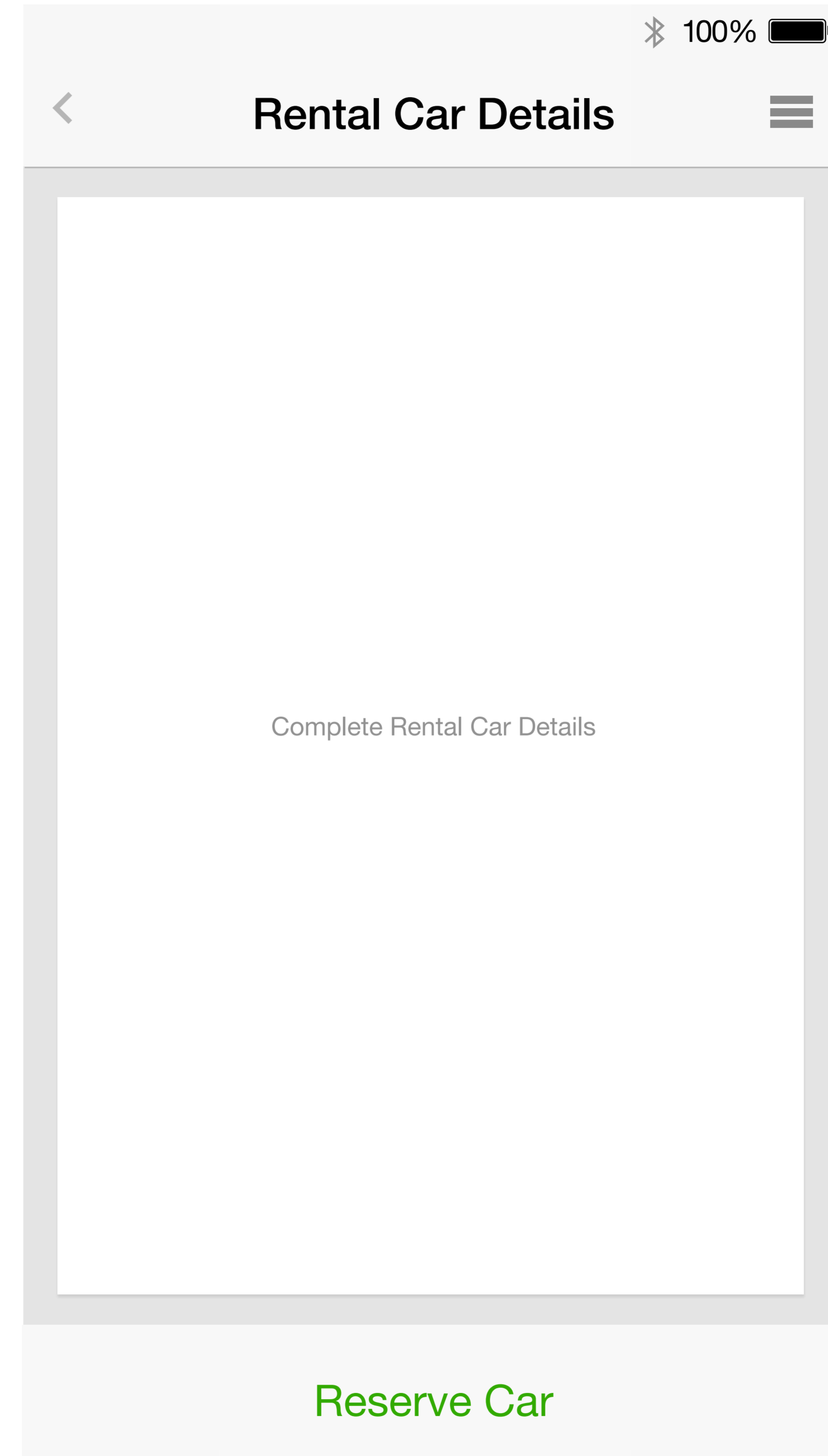
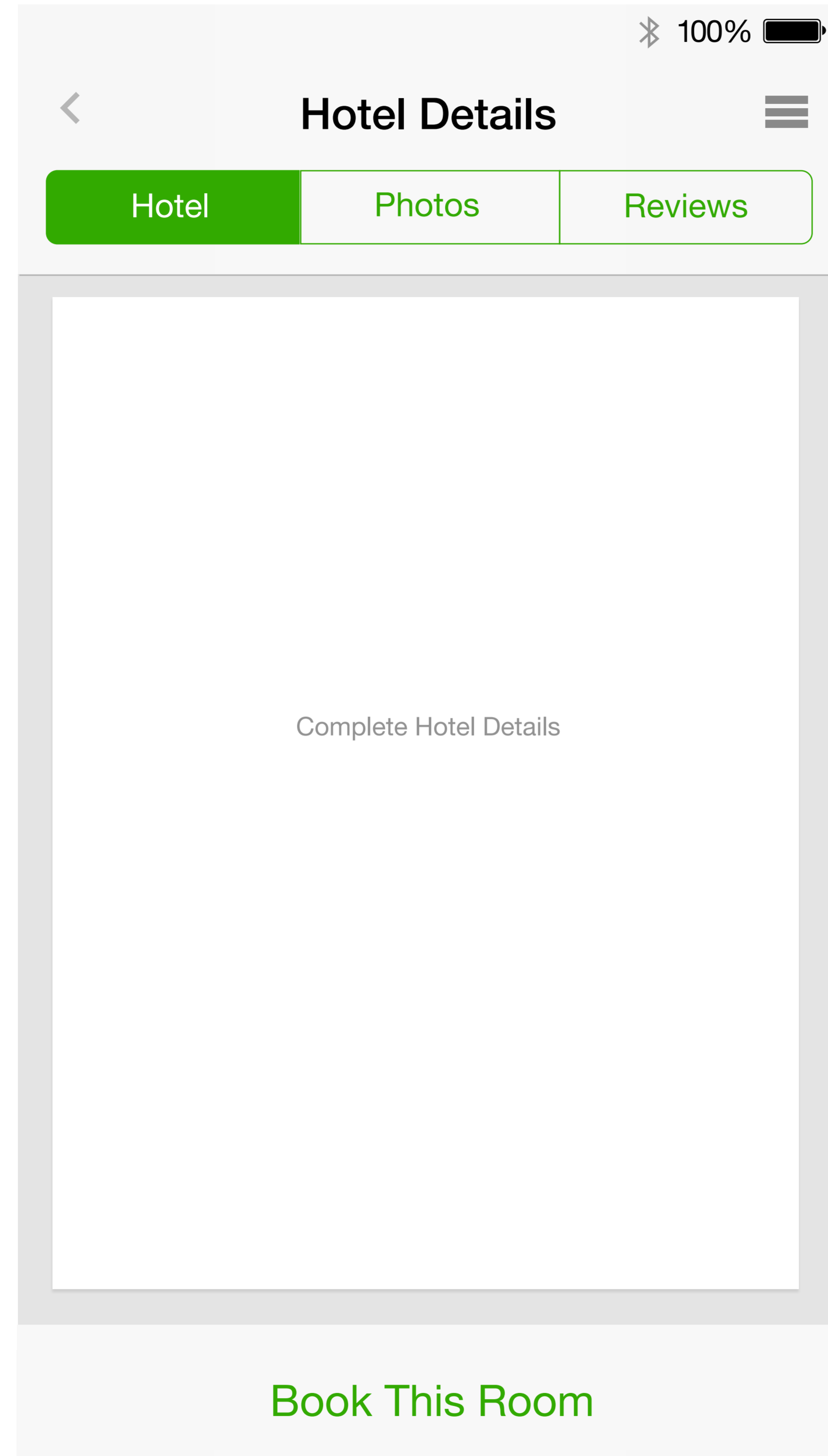
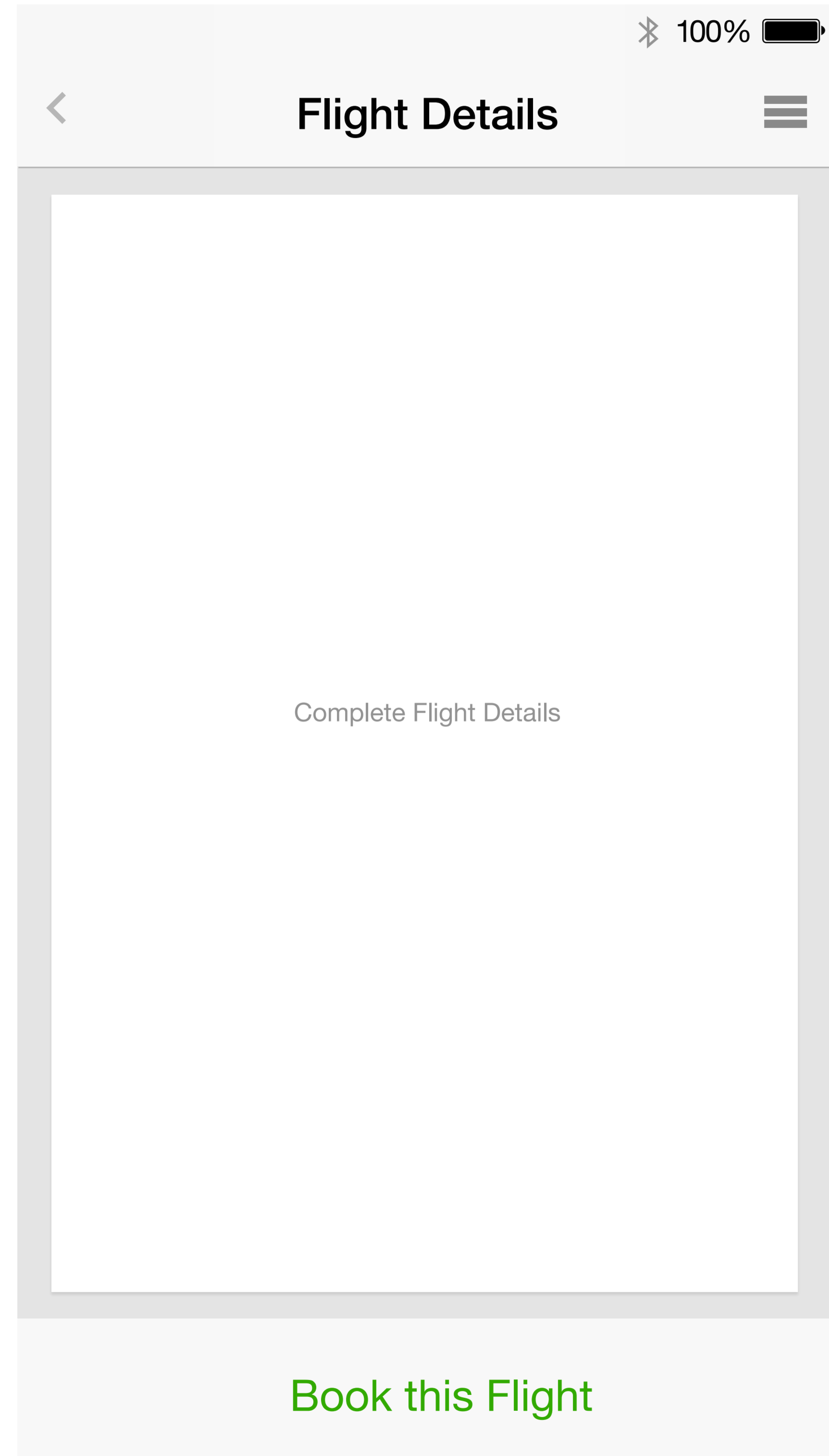
Flights Hotels Rental Car **Get a Ride** Rail



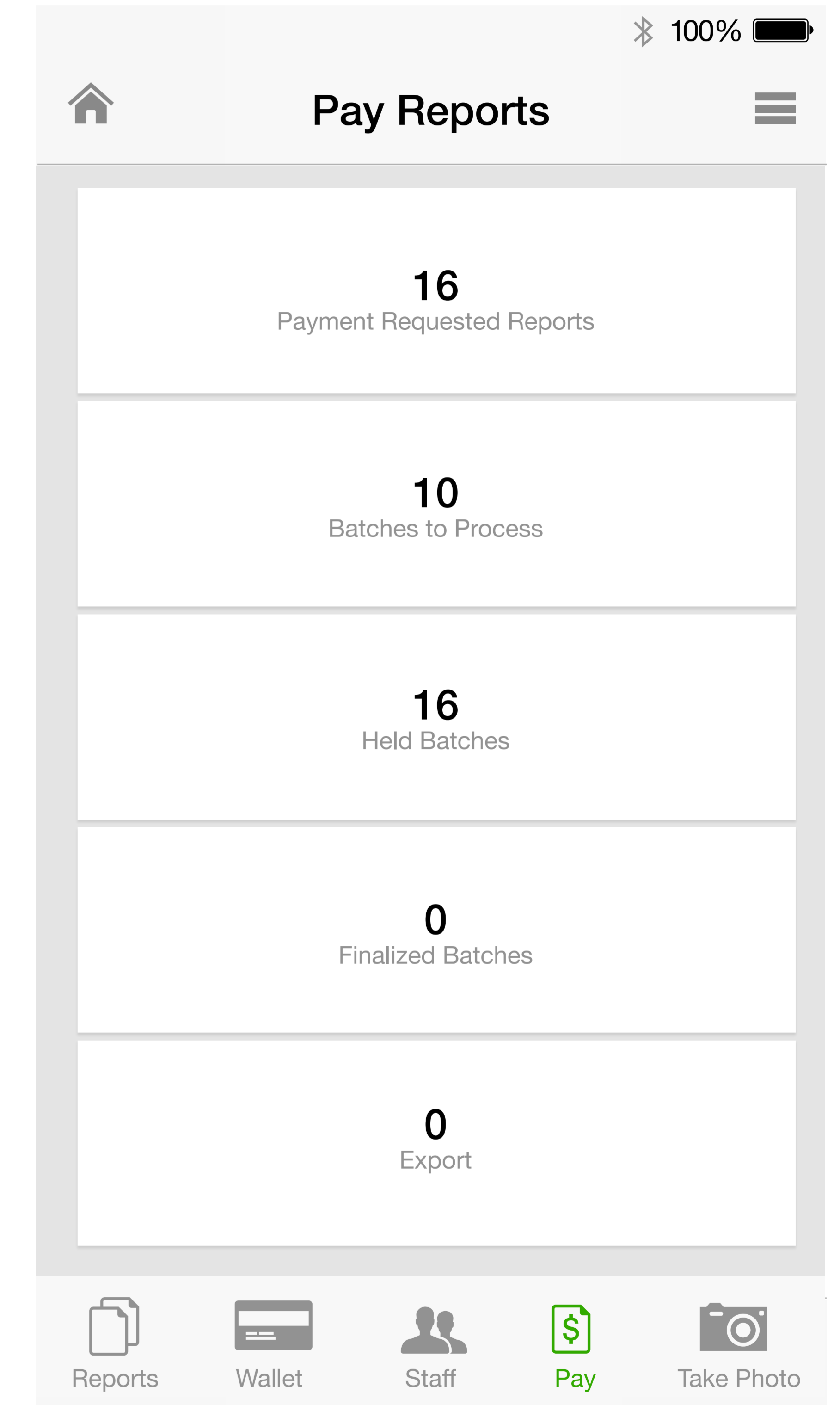
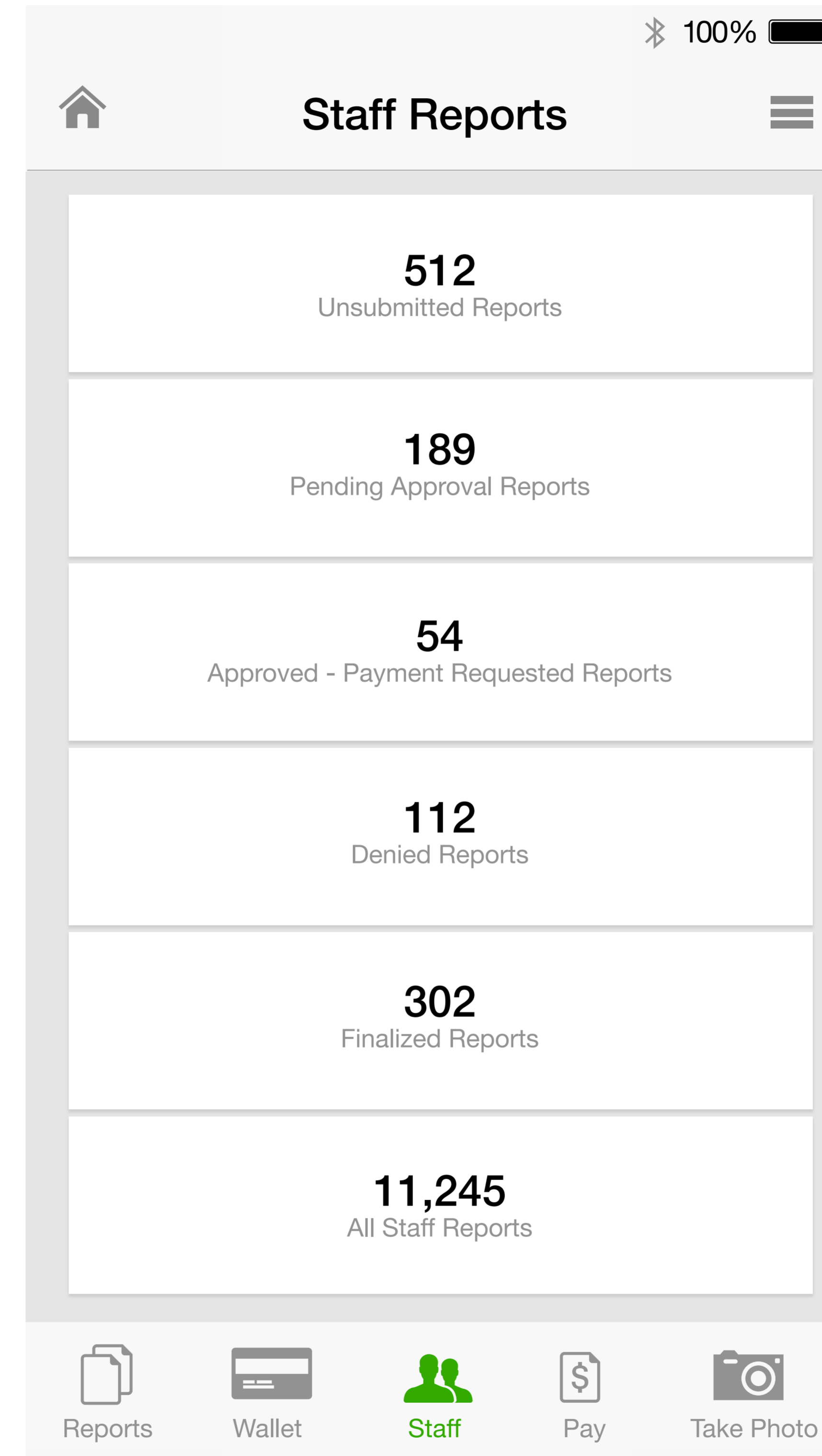
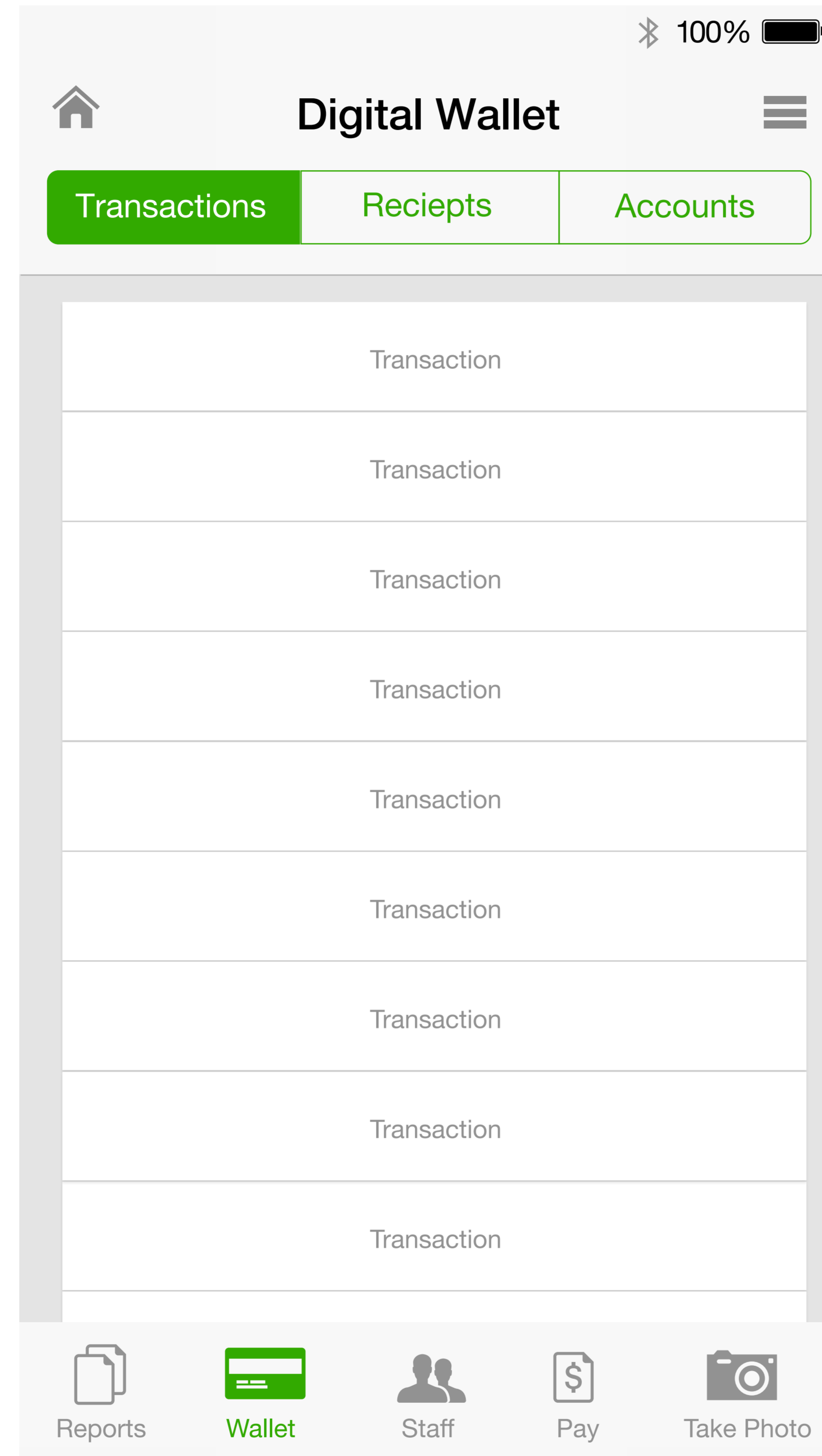
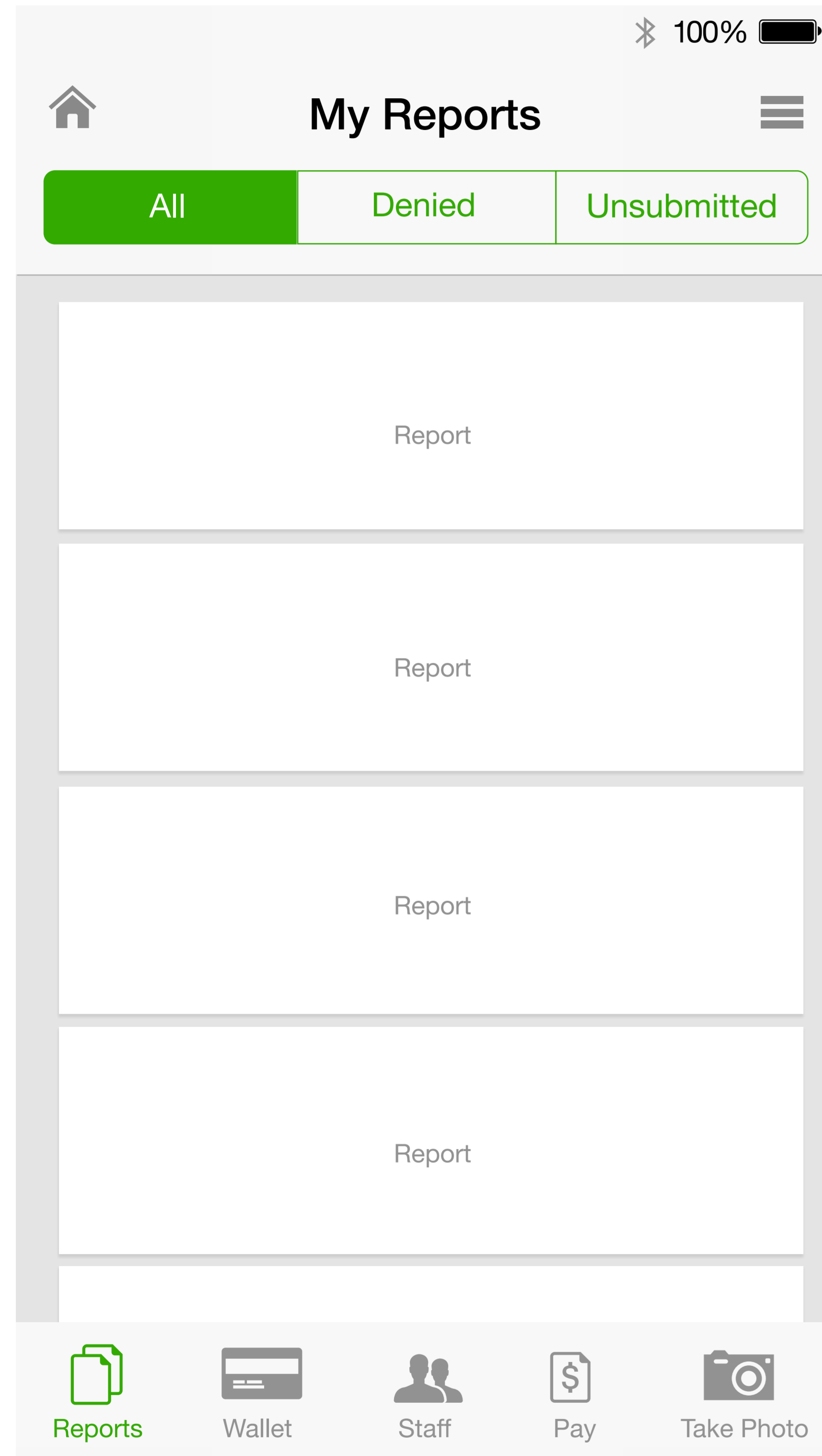
Travel Application - Search Results



Travel Application - Detail Pages



Expense Application - Section Pages



Expense Application - Detail Pages

