Define the problem

Create a navigational an UI heiarchy to allow all of deem applications to exisit 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 recogonzing 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

Contextual Based UI

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

- Filter, Sort

Content Specific UI

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

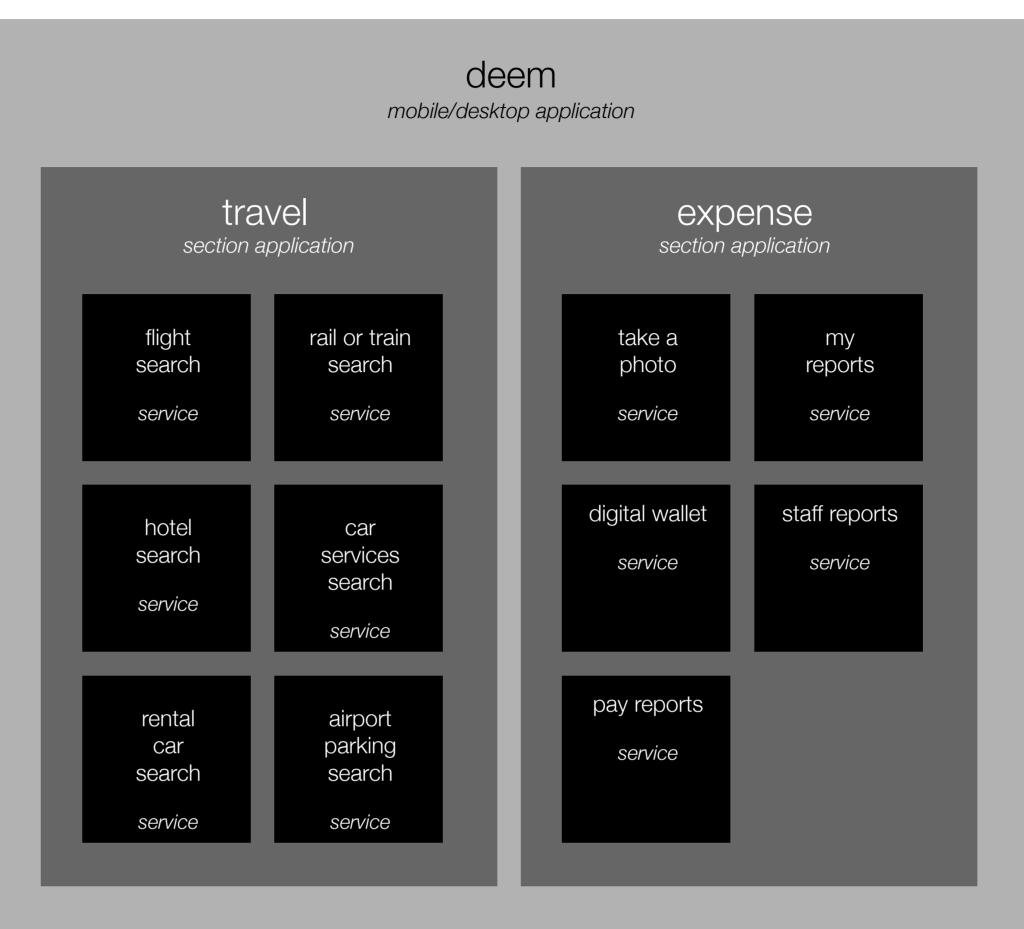
- Purchase Remove from cart

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

• Edit, Delete, Print New Report, Export, Attach Reciept

• Flight Detail - Seat Maps Link • Purchase - Return Policy

Deem Application, Sections and Services



Deem is the application

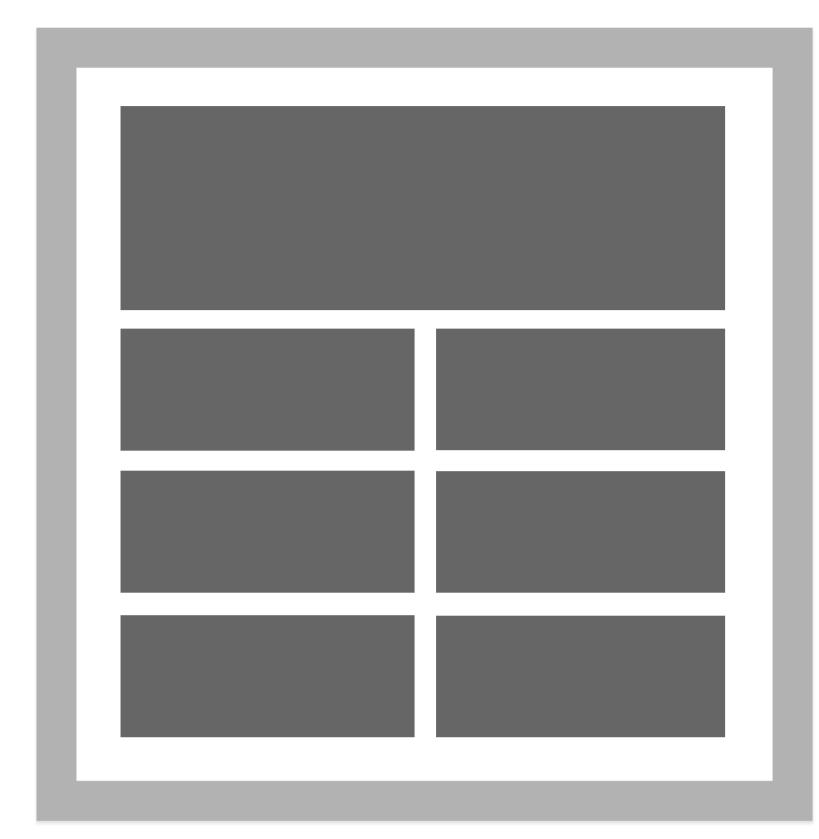
Travel is a Section Application it is composed of the following Services

- 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



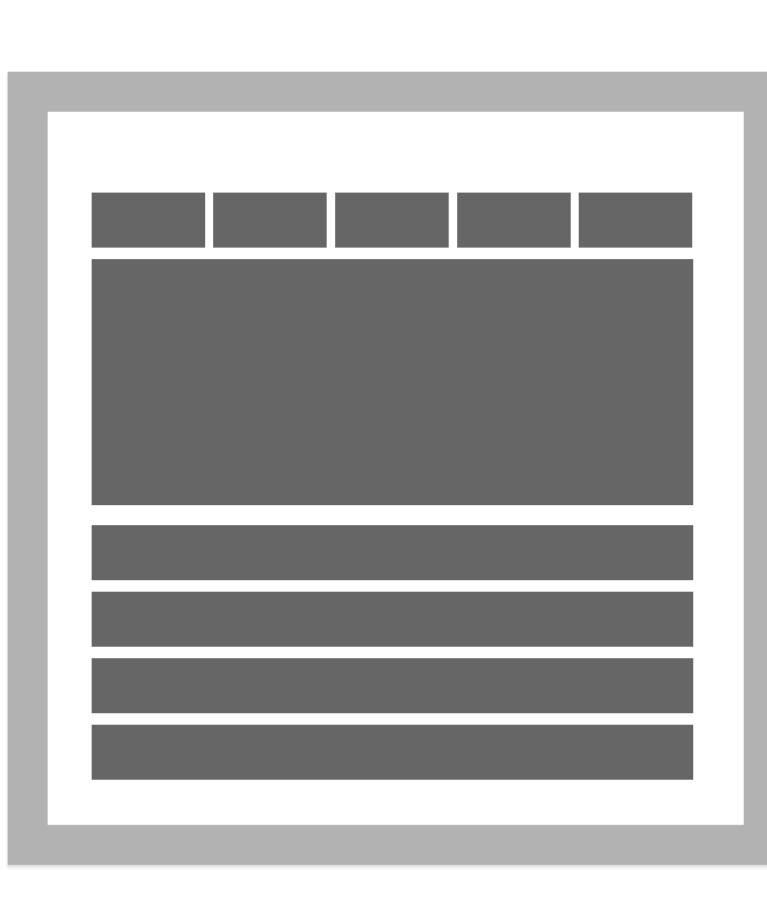
Hub Page

Hub page 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.

grouping.

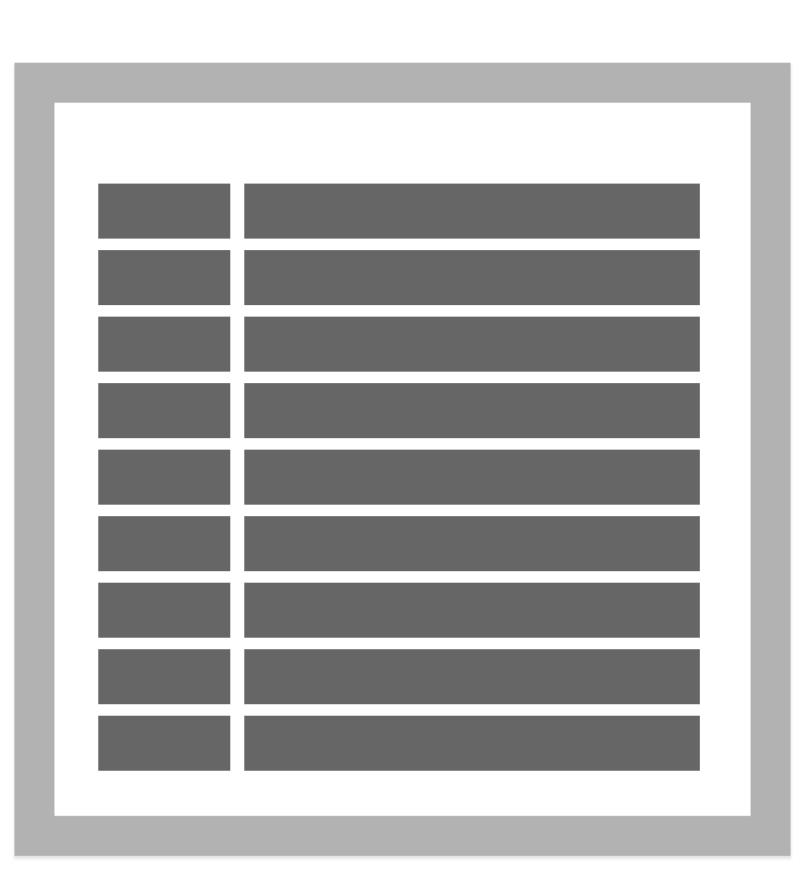
Deem App Pages

- Upcoming Reservations
- Transaction History

- Shipping Application
- Offers application
- Spend application
- Expense application

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

- Travel Application
- Purchase 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.

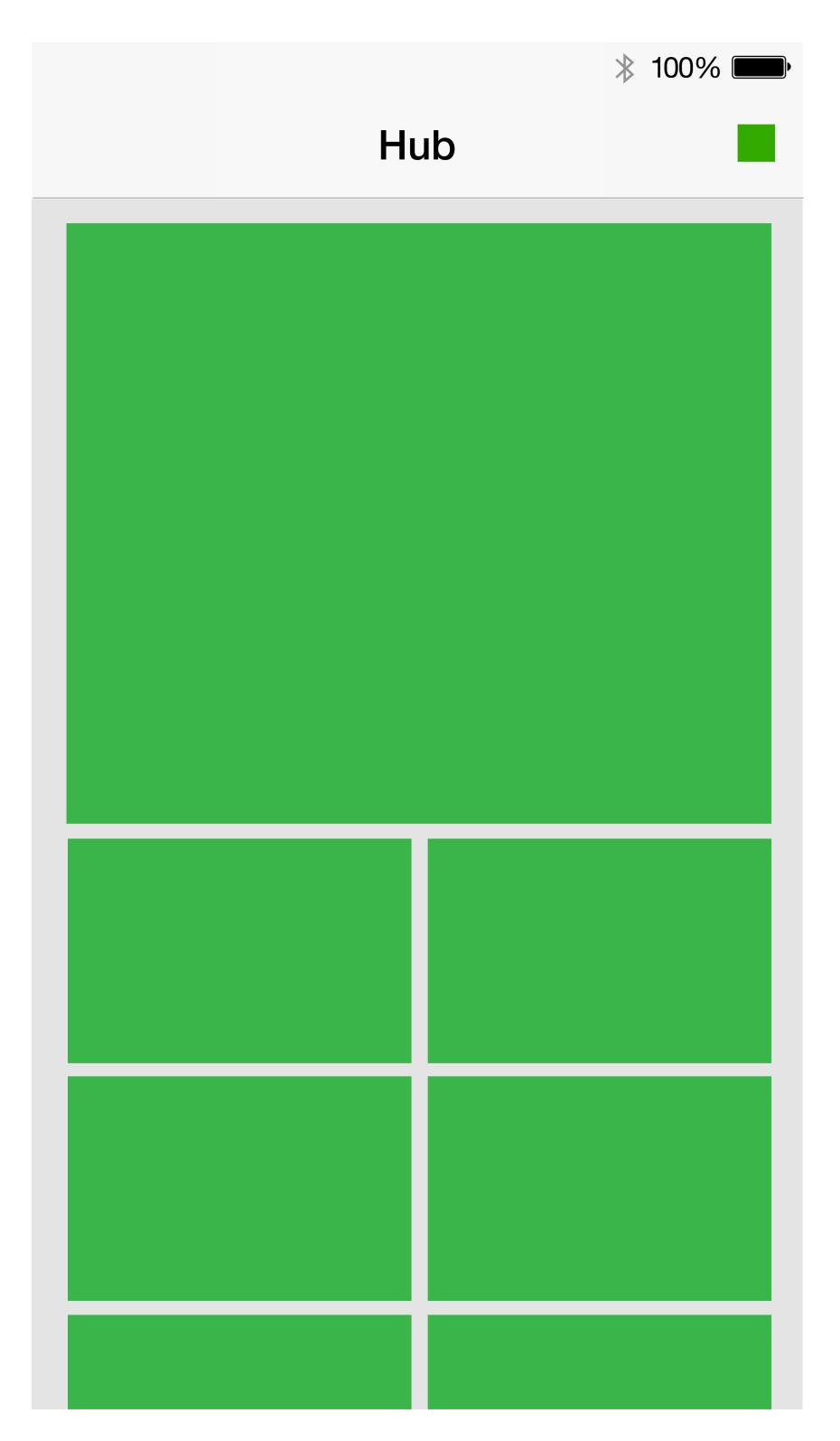
The detail page consists of item details or functionality. Detail pages may contain a lot of information or may contain a single object, such as a picture or video.

Deem Details Pages

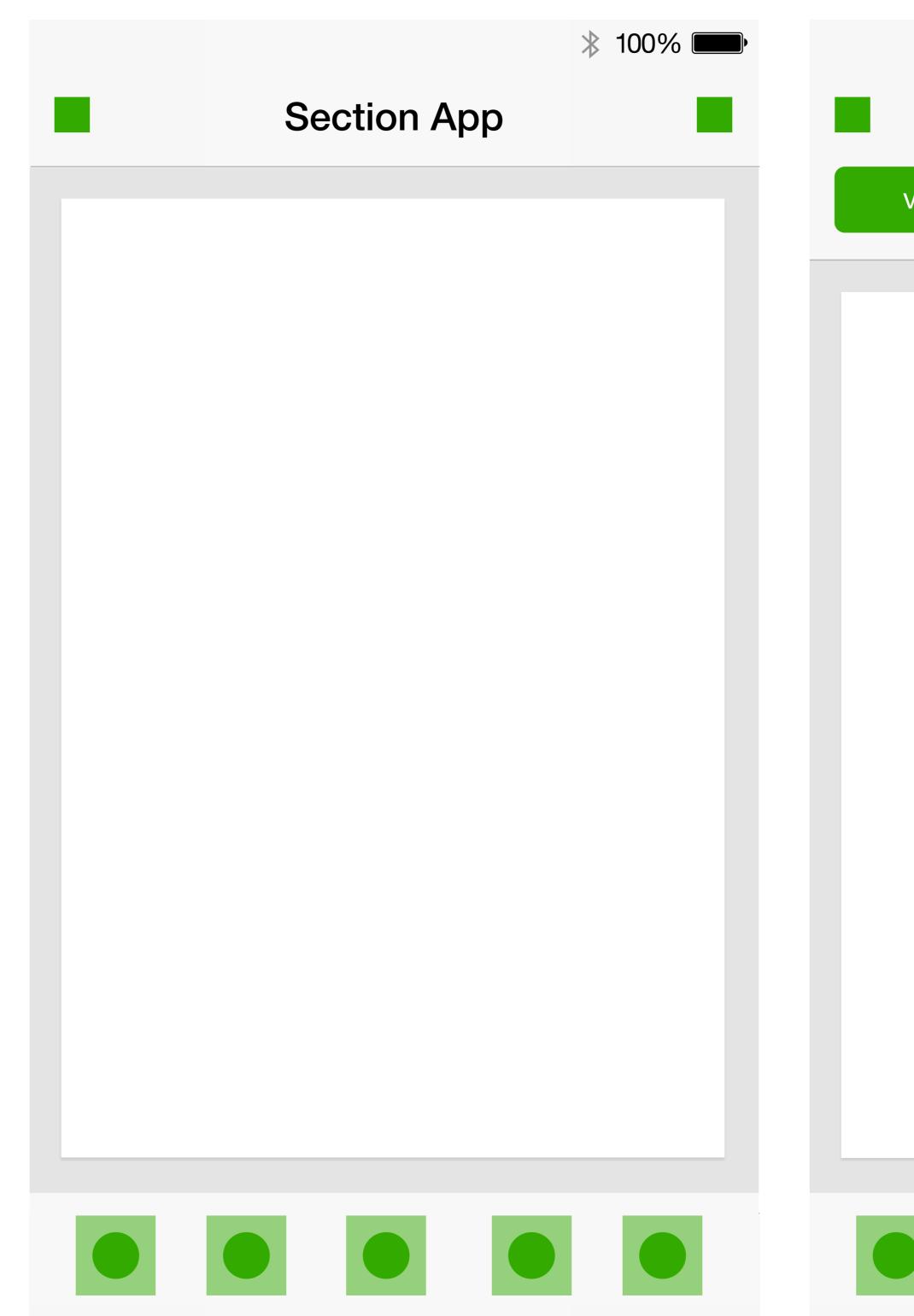
- A specific flight
- A specific offer
- A specific hotel
- A specific product
- A specific shipment details
- A itineary
- A specific driver or car
- Credit Card Forms
- Transaction Pages



Abstract of Hub Page



Abstract of App Sections Pages



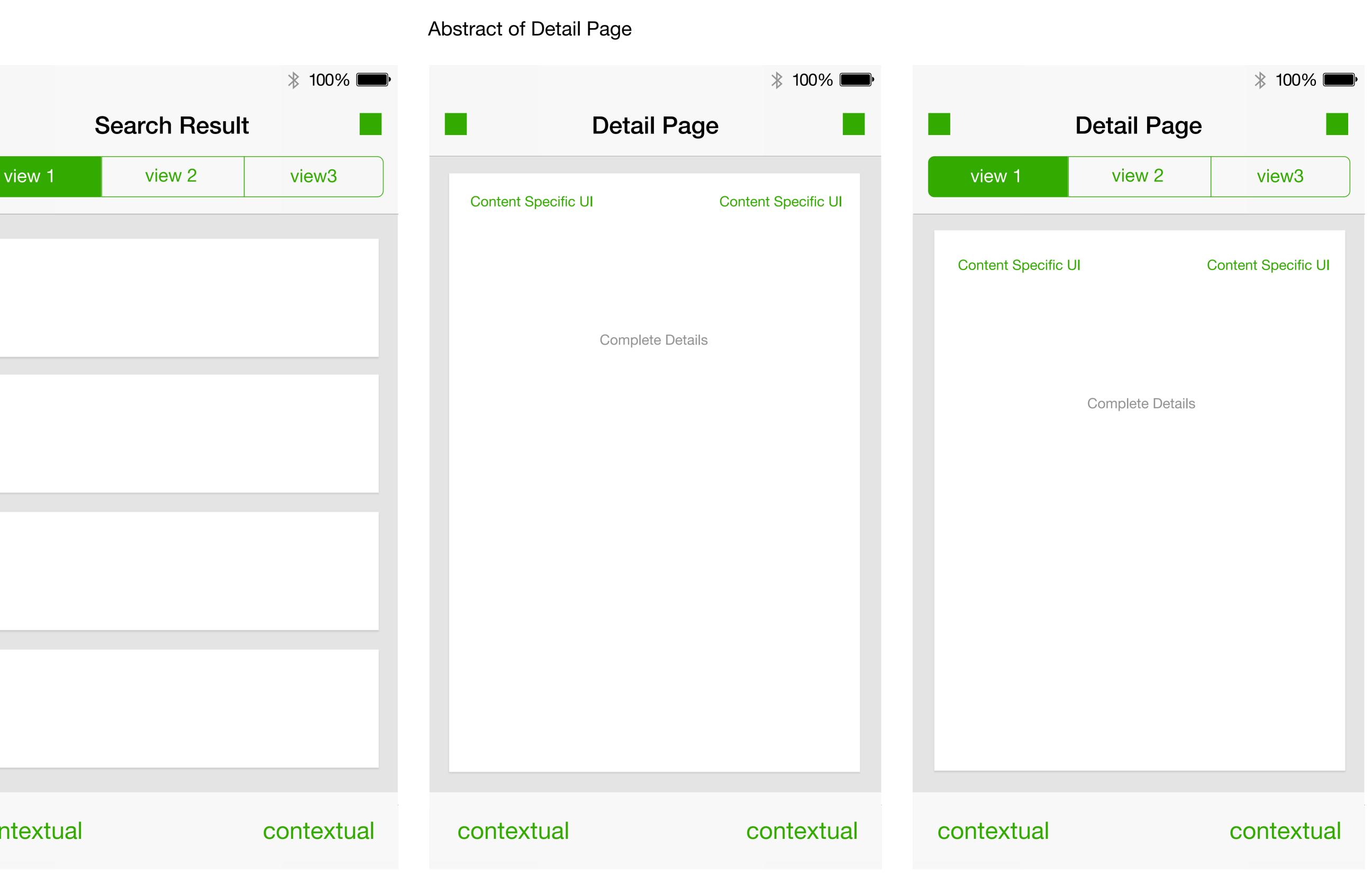
App sections pages have tabs as primary naviagtion.

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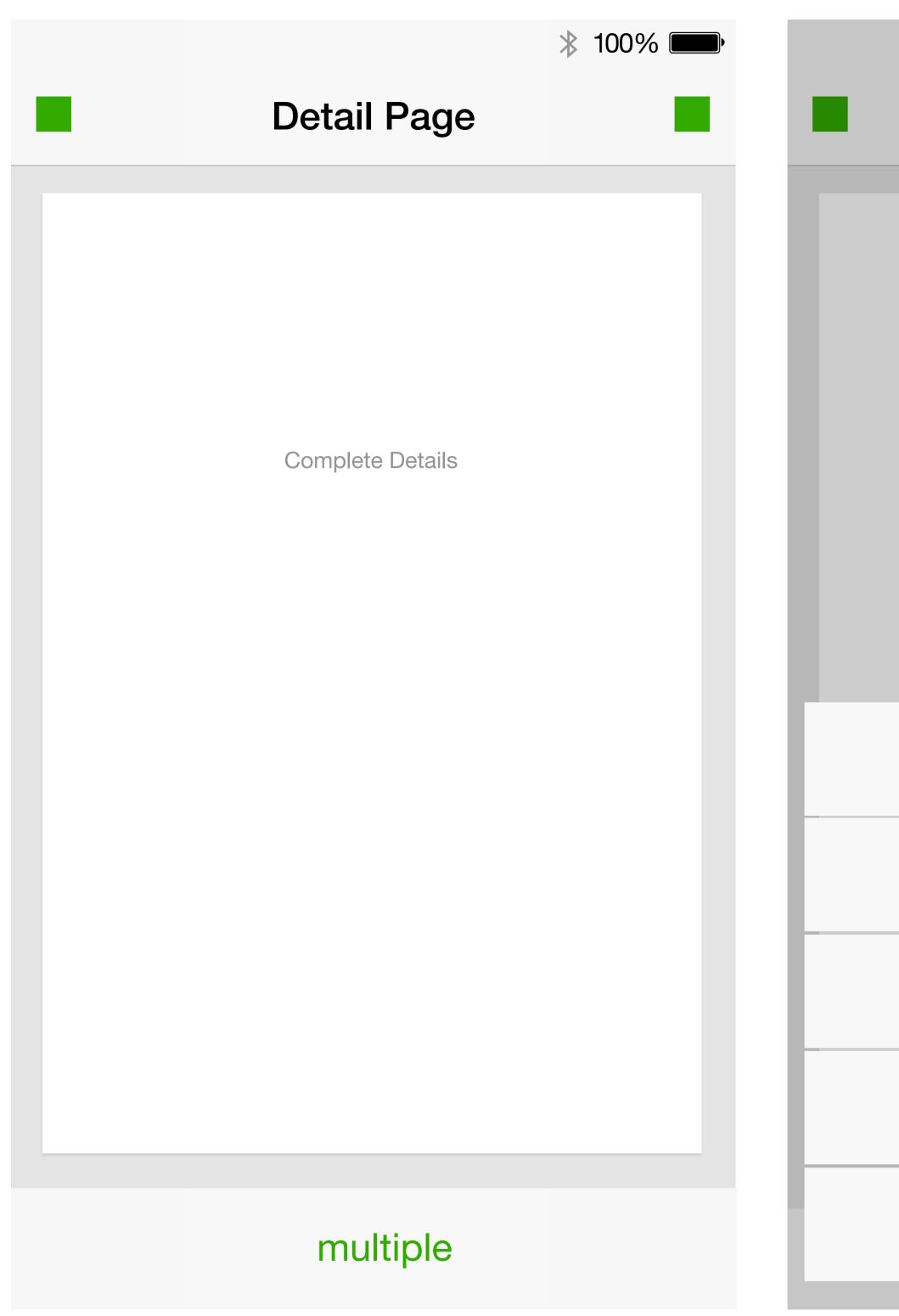
Abstract of a Search Results Page

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

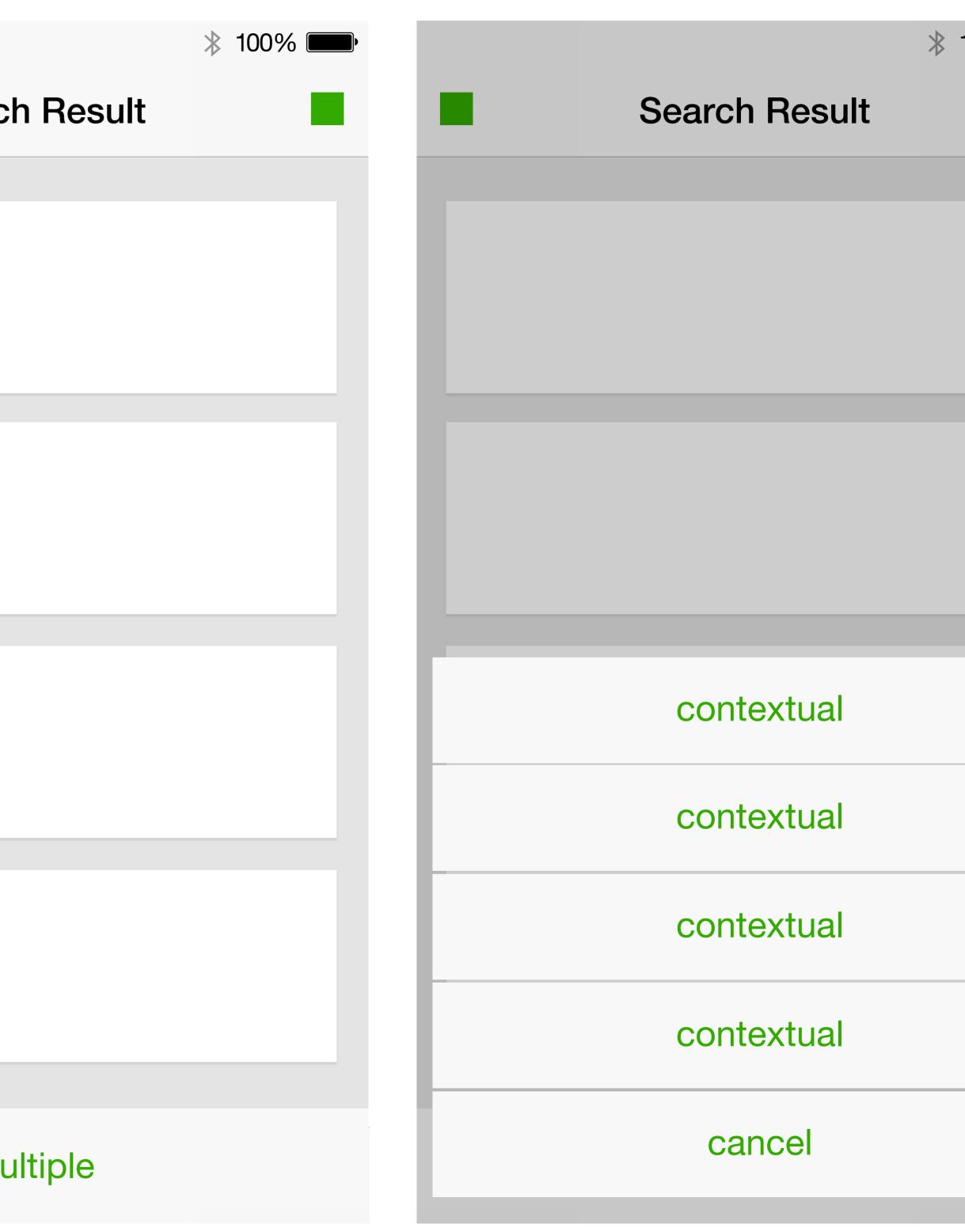


Abstract of Detail Pages and Search Results with multiple UI options.



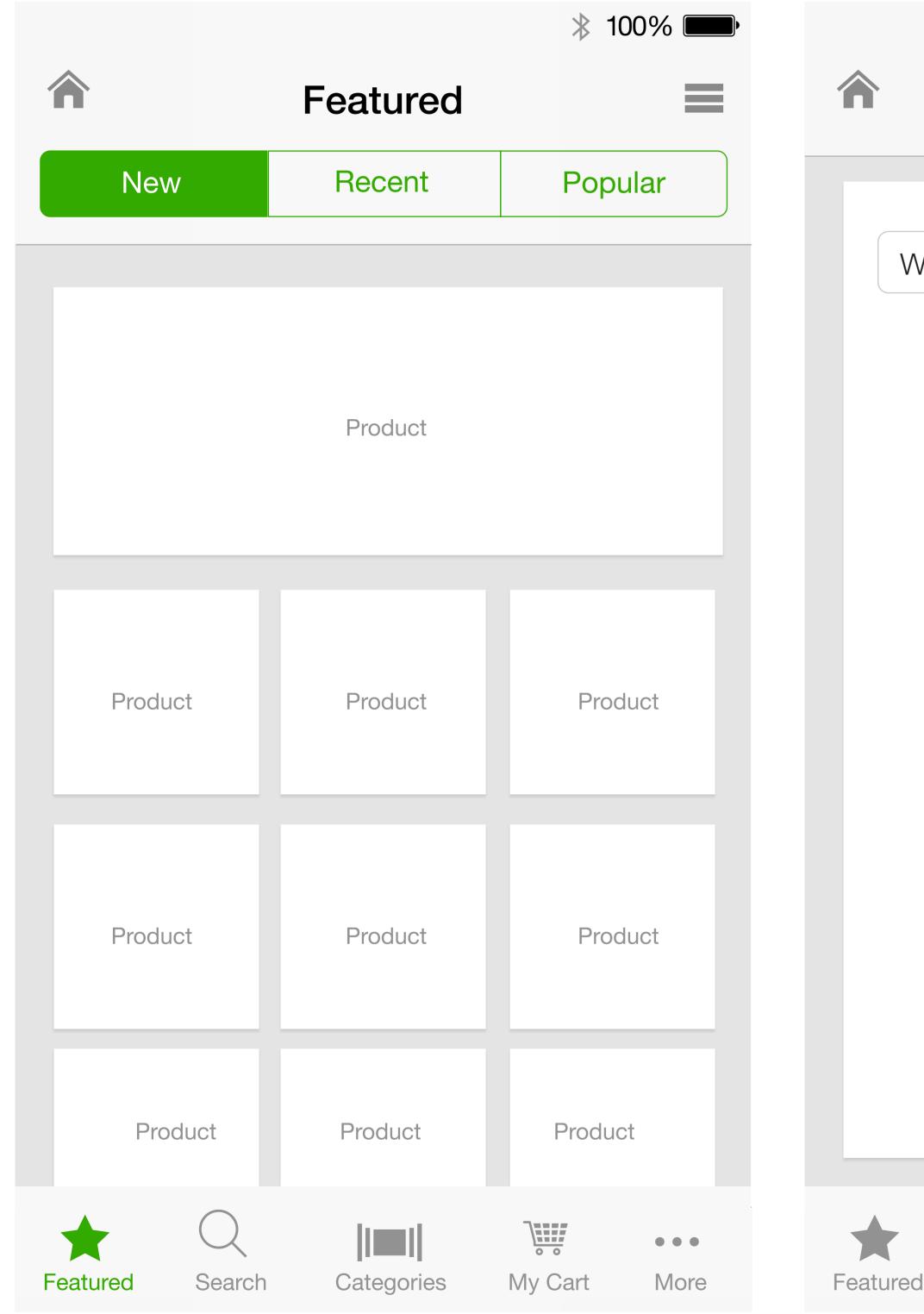
Multiple UI options can be presented with a modal.

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| Detail Page | | Search |
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| Complete Details | | |
| contextual | | |
| cancel | | mul |
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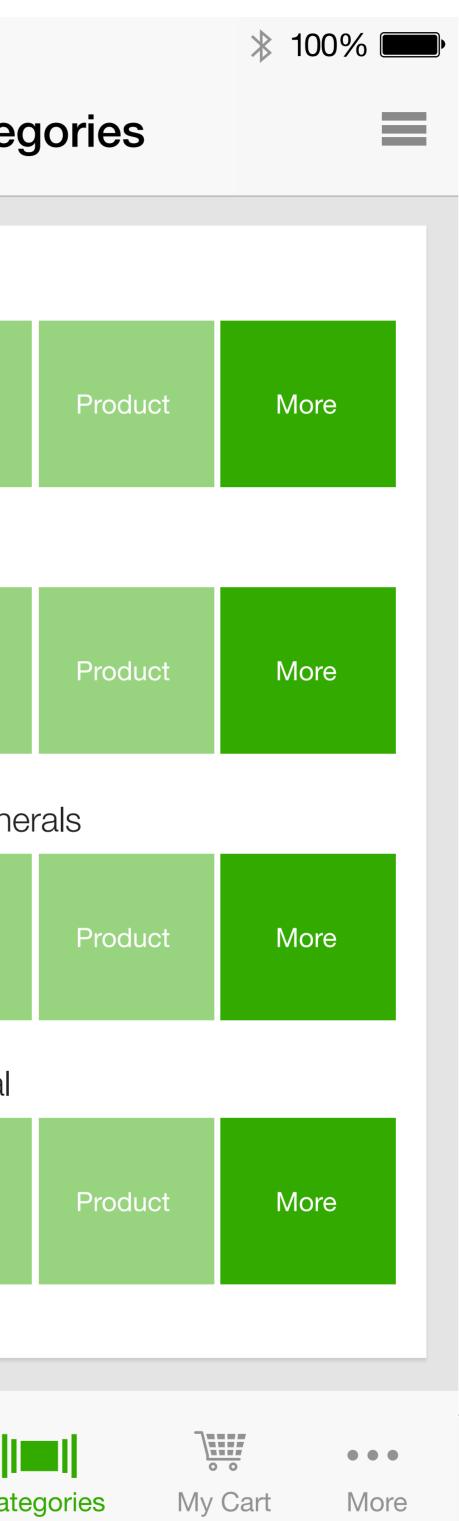


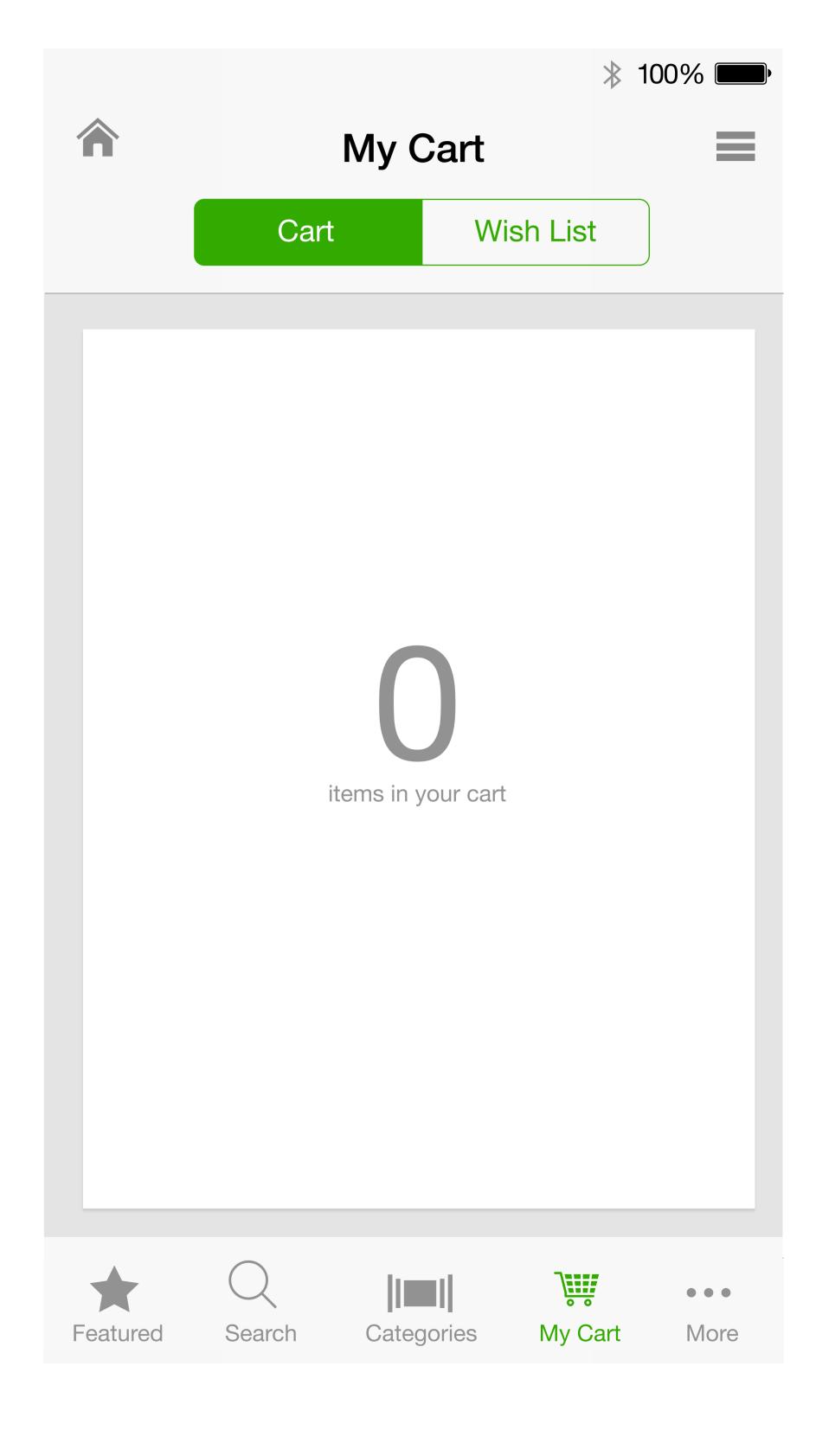
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Purchase Application - Section Pages



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| Trending Searches | | Pr | roduct Product | |
| Windows Laptops | | Offic | ce Furniture | |
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| Printers Cartridges | | Clea | aning and Janitorial | |
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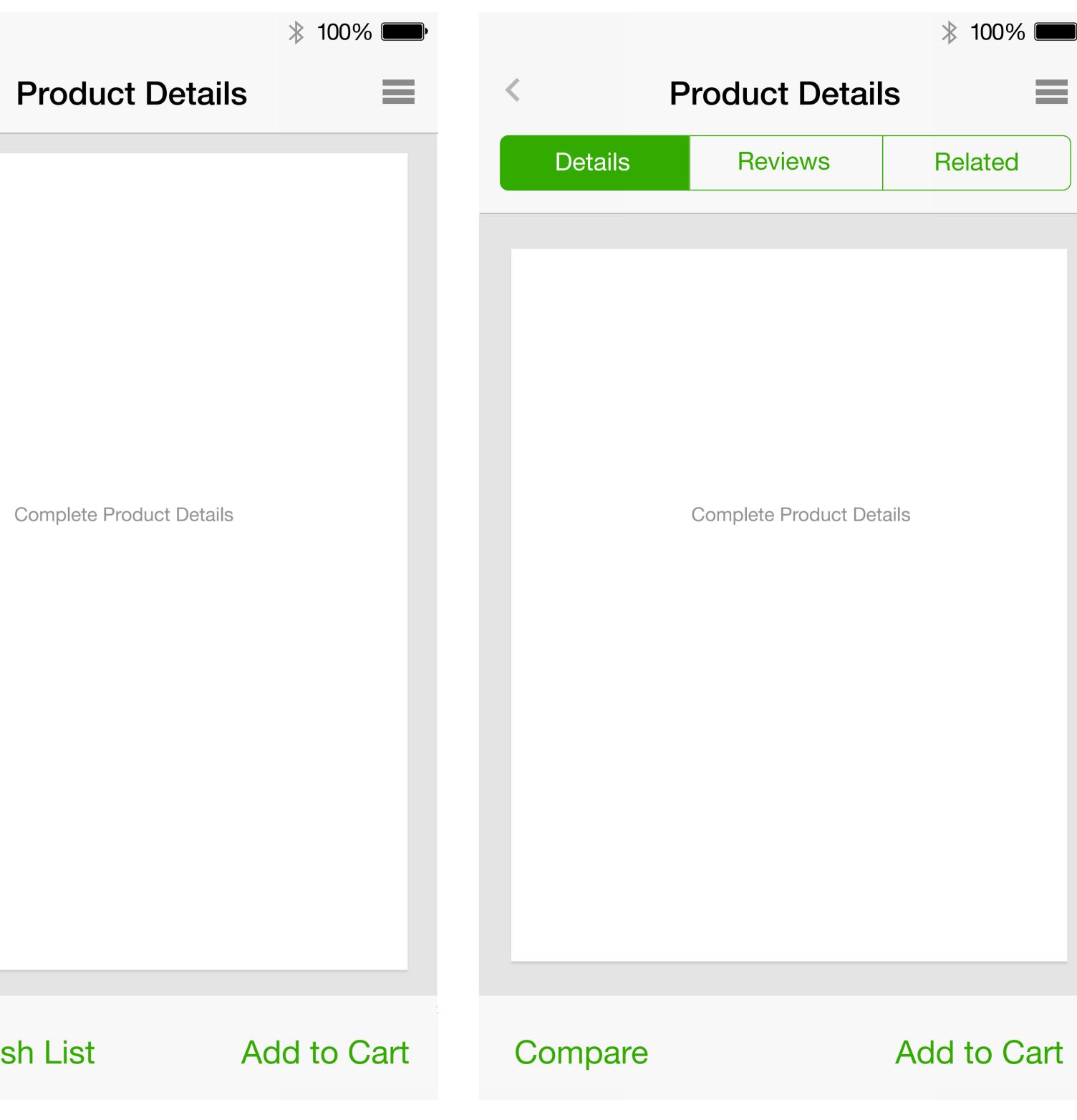


Purchase Application - Search Results Pages

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| | Product Result | | |
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Purchase Application - Detail Pages



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Travel Application - Section Pages

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| Round Trip | One-way | Multi-city | | | | | | | | | |
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| Flight Searc | ch | | Search Near | | | Diekup | Location | | Piekup | Location | |
| Flying from: | | | | | | | Location | | | Location | |
| Flying to: | | | Check in | Check Out | | Date: | Time | | Date: | Time | |
| | | | Guests | | | | | | | | |
| Departing | Returning | | | | | Drop Of | fLocation | | Drop O | ff Location | |
| Adults (18+) | Children (|)-17) | | | | | | | | | |
| | | | | | | Date: | Time | | Date: | Time | |
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| S | earch Flights | | | Search Hotels | | | Search Rental Ca | Irs | | Schedule a Ride | |
| Flights Hotels | | a Ride | Flights Hotel | | | Flights | | t a Ride | Flights | | a Ride Rail |

Travel Application - Search Results

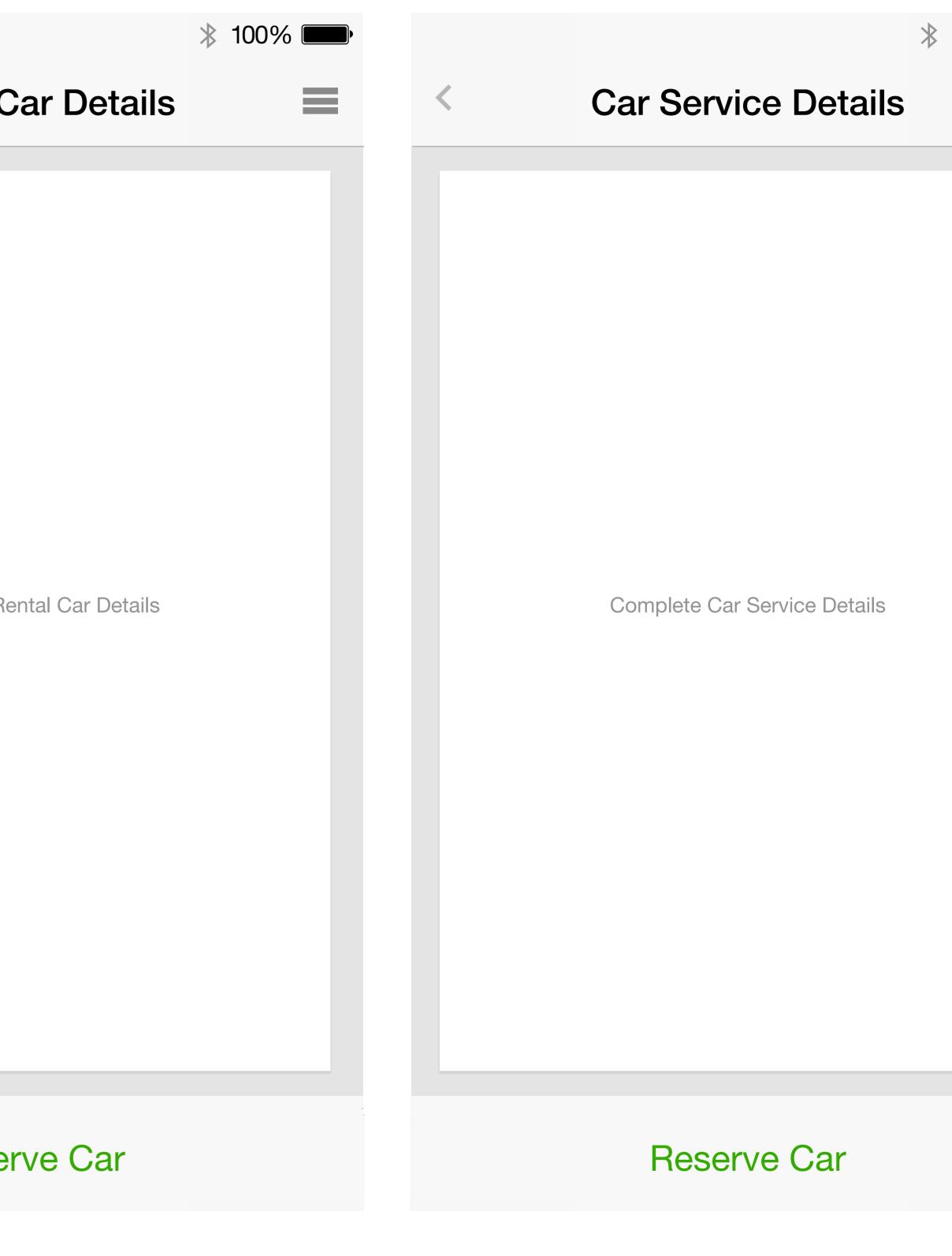
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| Flight Results | \equiv | < | Hotel Results | \equiv | < | Rental Car Results | = | < | Car Services Results | |
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| Flight Result | Flight Result | | | | | Rental Car Result | | | Car Service Result | |
| | | | Hotel Result | | | | | | | |
| Flight Result | | | | | Rental Car Result | | | | | |
| | | | Hotel Result | | | | | Car Service Result | | |
| Flight Result | | | | | | Rental Car Result | | | | |
| | | | Hotel Result | | | | | Car Service Result | | |
| Flight Result | Flight Result | | Hotel Result | | Rental Car Result | | | | | |
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| Flight Result | | | | | | Rental Car Result | | | | |
| Filter | Sort | Filter | | Sort | Filter | | Sort | Filter | | |

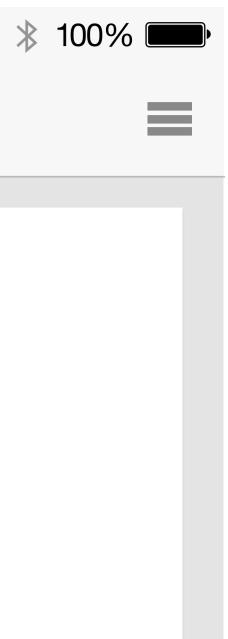


∦ 100% 페 • Flight Details < Complete Flight Details **Book this Flight**

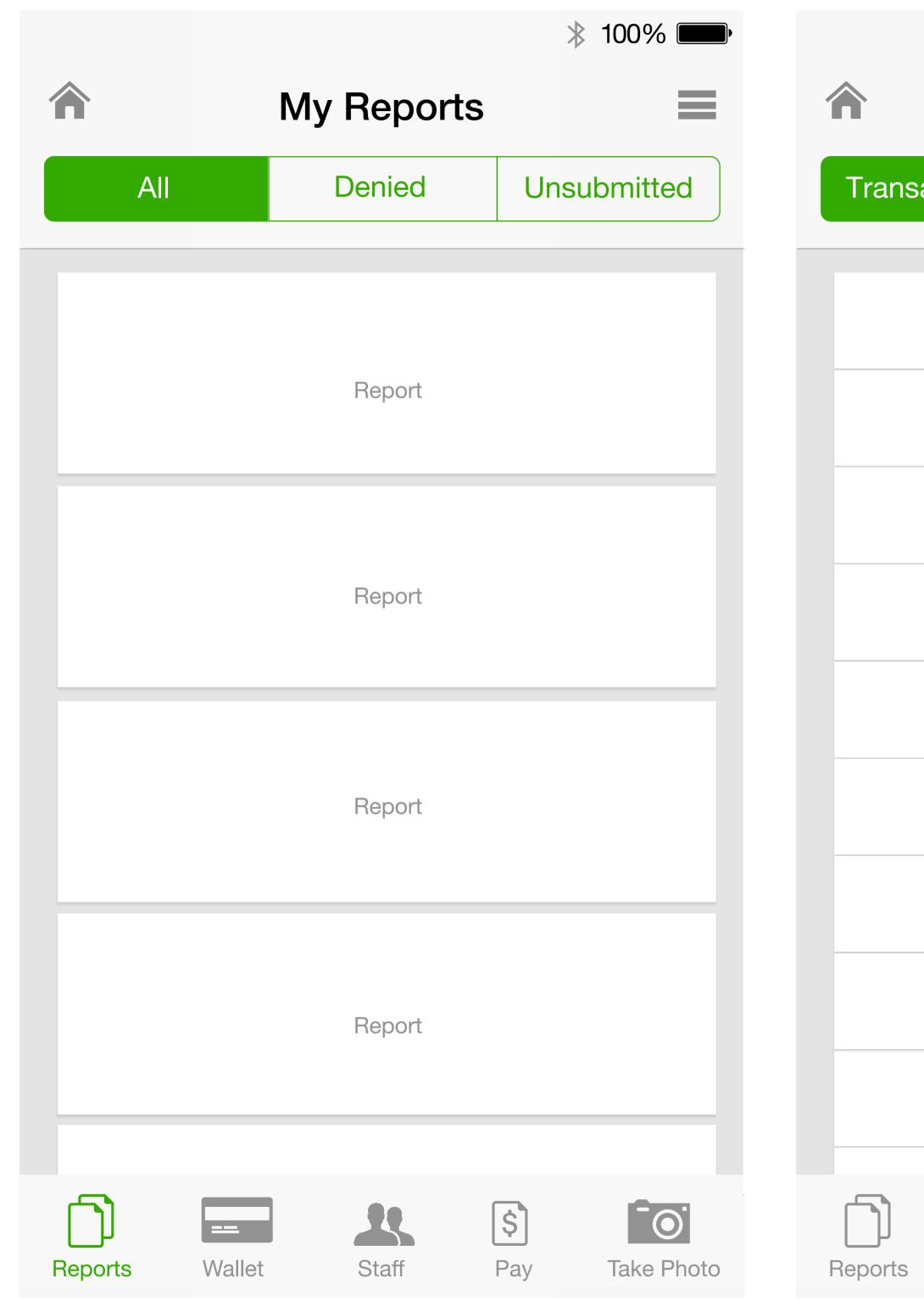
Travel Application - Detail Pages

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| lotel | Photos | Reviews | | |
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| | Book This Roo | m | | Reser |
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Expense Application - Section Pages

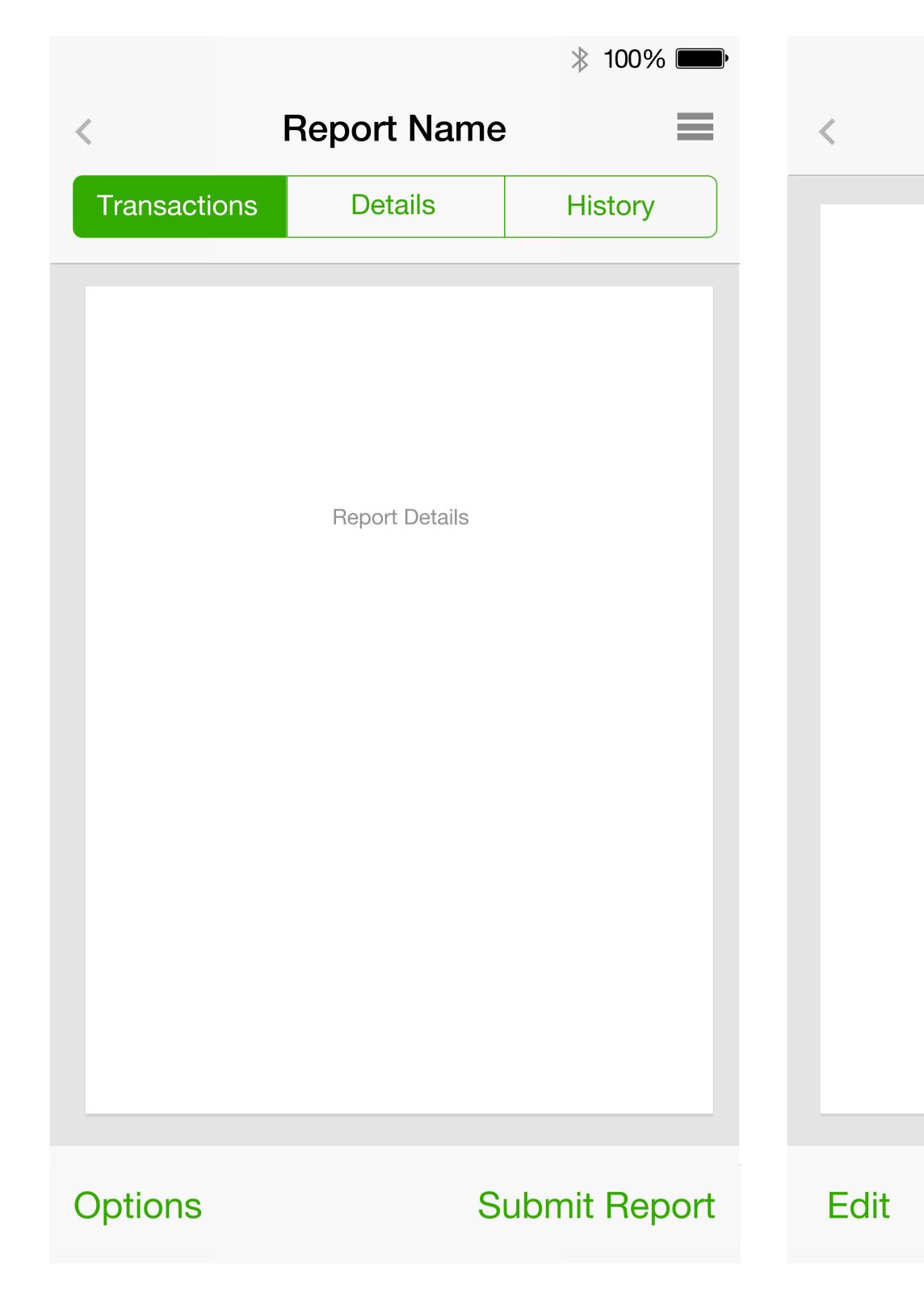


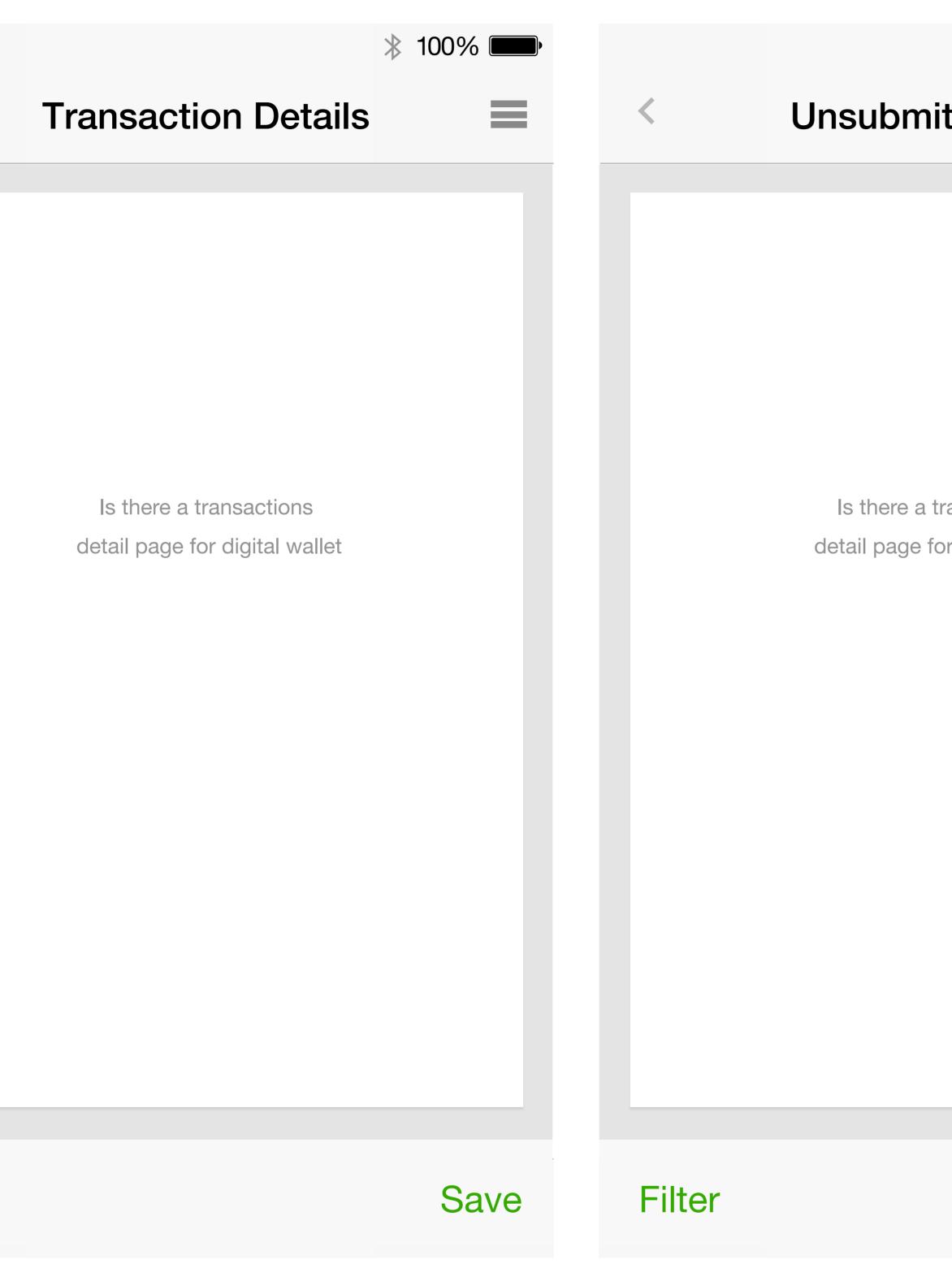
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Expense Application - Detail Pages





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