

# CONFIDENTIAL SUPERSEARCH™ PROJECT PROPOSAL

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# I. Project Summary

## TRAVELZOO® SUPERSEARCH™

SuperSearch™ is a new intelligent, online tool that allows users to search multiple travel sites in one location, which makes the search process more efficient. Users simply input their information once and then SuperSearch™ provides them with a list of relevant sites. Each time a users click on a search result, SuperSearch™, pre-populates the search criteria, and launches a new browser window for the selected site.

For example, instead of having to re-enter their departure and destination locations, dates of travel, and number of passengers each time they want to search a different site, SuperSearch™ allows them to enter the information once, and then choose which travel provider/supplier sites they would like to search.

SuperSearch™ is intelligent in the sense that it provides users with the most relevant options. Most importantly, we gather user feedback, which is incorporated into an algorithm that helps us determine which sites are most relevant. This intelligence continues to sharpen as Travelzoo aggregates and analyzes more and more data about travel company Web sites from thousands of users. With every search, SuperSearch™ will become more intelligent by analyzing and incorporating user data, ensuring that the results will be valuable to the consumer and effective for advertisers.

Like other current Travelzoo services, we link consumers to the travel companies directly. We're simply a facilitator, not a booking engine, and this benefits both the advertiser and the consumer.

## MARKET OPPORTUNITY

The internet is growing at an exponential rate. e-traveling is growing at an even greater pace. Initially people began using the Web to do their traveling research and collect data. Today, the traveling economy is transforming Internet into a commercial tool to de-centralize the distribution of the goods and services. Consumers are excited because of the convenience and choice. The natural progression is a centralized connection point, or a virtual distribution spot – for both advertising and commercial transactions that are customized for the individual. SuperSearch™ enables consumers to find the best travel deal and offers a direct link for marketers to target consumers with exceptional search results.

## VALUE PROPOSITION FOR ADVERTISERS

SuperSearch™ enables an ongoing trusting relationship between consumers and advertisers. Advertising with Travelzoo is an efficient way to increase traffic and build direct relationships with valuable new customers. Benefits include:

- Qualified audience – Reach consumers who are shopping for a specific type of travel and are actively searching for fares and flights for the particular routes that you serve.
- Direct booking – Drive leads and sales directly to your website, where you can manage the reservation and the relationship. Moreover, we do not aggregate rates compare your rates side-by-side with competitors, which focuses the user only on price.
- Flexible investment – You determine the price you pay for each visitor based on your own marketing goals and budget.
- Cost efficient – Pay only for consumers who click over to your website, attracting those who are truly interested in your offer. Moreover, your link will only be displayed if you serve that route, which increases ROI.
- Easy execution – No content restrictions or requirements.

## VALUE PROPOSITION FOR CONSUMERS

SuperSearch™ enables consumers to find the best travel deal. This service is a free, easy-to-use tool that saves time and money and preserves existing connections to favorite travel sites:

- Saves time – enter search criteria only once and SuperSearch™ allows users to search multiple travel sites, resulting in fewer clicks.
- Saves money – find the best flight or hotel options through SuperSearch™'s recommended sites, which are based on user feedback. Searches automatically include nearby airports for further savings.
- Wider selection than current booking engines – Broad search universe of travel providers, including online travel agencies, major airlines, low-cost carriers, and airfare consolidators.
- Direct Booking – SuperSearch™ brings users directly to their favorite travel sites, with whom they already have relationships.
- Easy-to-Use – SuperSearch™ is free to consumers and does not require users to download software or register on the site.

## PROJECT OBJECTIVE: DELIVERABLES

1. To create fast loading SuperSearch™ pages with 30k per page limit (including art and code) for design comps.
2. Create the new layout for the SuperSearch™ page including buttons, tabs and headers built in HTML.
3. Create a SuperSearch™ logo and 'masthead' incorporating the name SuperSearch™ and a visual icon integrated with the existing Travelzoo logo.

The critical design challenge for this initial project is to visually illuminate the function of the SuperSearch™ tool so that users will immediately understand how to utilize SuperSearch™ before reading the text. Winning proposals will address this challenge in a clear and distinctive way.

Important note: It is part of SuperSearch's fundamental business model to require users to click on each site for their ultimate search results. Please do NOT address or propose consolidated/integrated search results from multiple sites as a part of the recommended UI/navigation for this product.

## ABOUT THE GRAPHIC DESIGNER

**Patrick Phonsakkhwa:** Entrepreneur, Artist, Designer, Experienced Designer, Visual Designer, Interaction Designer, and Programmer.

Experienced and award winning Web Designer and Developer. Creator of IDEALPAD Design Studio with more than 7 years of experience in corporate brand development, brand managing, graphic design, package design, communications system design, web development, database and contents integration, marketing, and advertising for small businesses to large corporations.

Patrick Phonsakkhwa, currently a creative and marketing director at Aionic Agency. Prior to joining Aionic in 2002, Mr. Phonsakkhwa had worked with web e-commerce, print media, corporate brand development, trade show, online and offline marketing/advertising, and human factors design.

He also served as Creative Director and managed medium to large scale web sites at Miranet.com, San Jose, CA, the fifth largest web services and consulting firm in Silicon Valley and as a web production manager for Gift Logic, a scalable, centralized product gift registry engine for the creation and management of user affinity groups.

In 2002, He received 2<sup>nd</sup> place Web Guild Award for web design contest.

In 2000 and 2001 Mr. Phonsakkhwa was the recipient of the coveted Joey Award for Excellence in Interactive Web Sites, presented by the San Jose Film Commission.

## II. Introducing Travelzoo® SuperSearch™



Masthead Travelzoo ® SuperSearch™



SuperSearch™ Logo

To create a logo for SuperSearch™ we selected red, black, and gray color pallets. Where red convey power and black and grey often associated with elegance and sophistication. The use of magnifying glass is commonly defining search on the web. By integrated the crisp, clean, uncluttered lines of these sans serif fonts: Myriad, recognizable icons, shapes into a logo's design this will make SuperSearch™ logo easy to recognized and memorable.



### Icons

These icons were created with Travelzoo Brand personas in mind. By using round corners and sharp corners this gives the icons a firm and welcoming appearance. With soft red and orange colors, the icons appeared calming, approachable, and friendly.

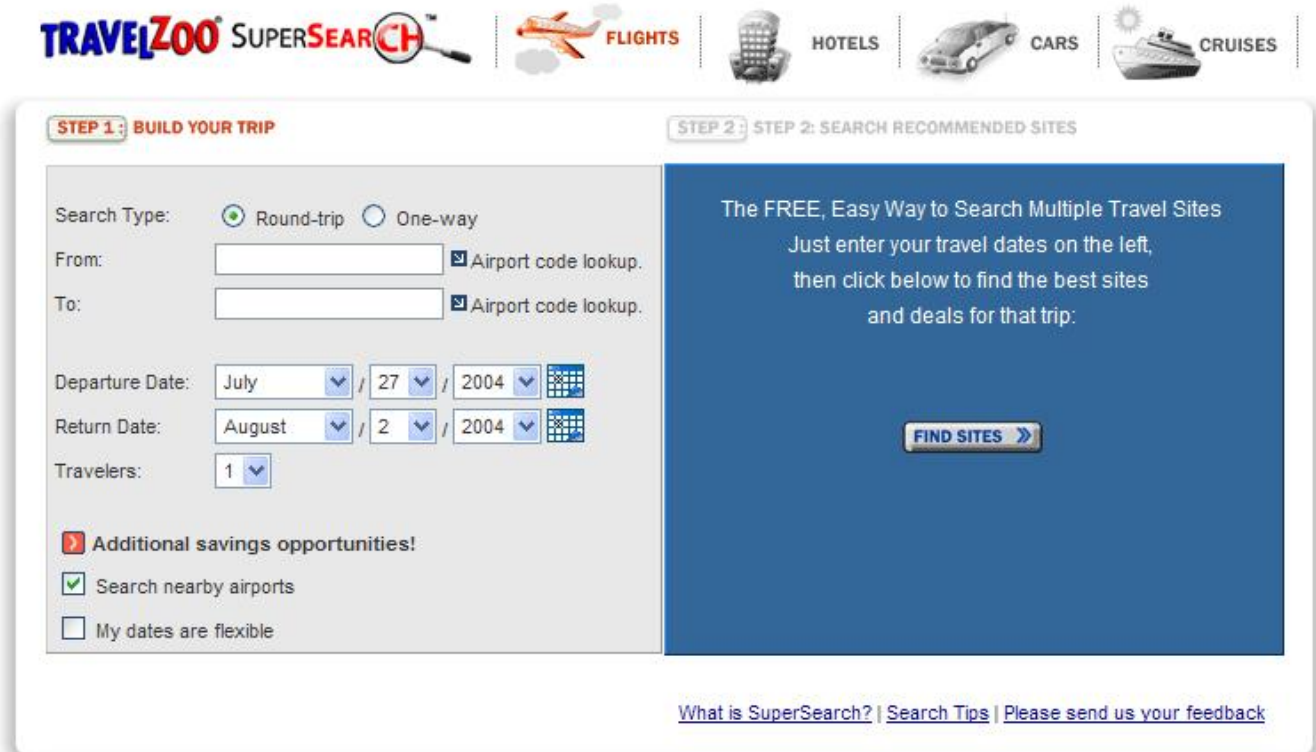
These icons are fun and entertaining-but never silly or over casual.

### III. Design recommendations / Comps.

Each design and layout is carefully implemented to fit the layout of Travelzoo current site. With a standard 800 x 600 resolution and 216 browser safe colors palette, Mac and PC users can experience the site at the highest quality.

All designs and layouts are implemented for multiple browser technologies such as, Microsoft Internet Explorer, Netscape Navigator, Opera, and AOL.

#### SUPERSEARCH™ LAYOUT 1



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#### Introducing Travelzoo ® SuperSearch™ Flights at 29K

##### Step 1: Build your trip

##### Step 2: Search recommended sites and you are done.

By visually illustrating the steps of the Travelzoo ® SuperSearch™ process, the user will immediately understand how easy it is to utilize SuperSearch™ functionalities.

With similar looks to most booking tools on other sites the user should know how to use the site with little or no instructional text.



### **SuperSearch™ the Web**

After the user clicks on the, “FIND SITES” button; he/she will experience the actual SuperSearch™ functionality where they are taken to a search page. The search page is shows a graphic animation of SuperSearch™ searching the web for the best travel deal for the user. Behind the scenes of the search page lies the actual search algorithm of SuperSearch™.

With the caption “SuperSearch™ is searching multiple travel sites”, this page visually illustrates the function of the SuperSearch™ tool.

### **Benefits**

The searching process also creates an identity for SuperSearch™ where the user can see that the tool is performing the task that the user requested. With this identity users can easily connect to SuperSearch™ at an emotional level. The images of trust, honesty, reliability, and a hardworking persona are created.

### **Draw back**

The user will need a few more seconds to load the results page. This will create an extra step before getting to the search results.

### **Suggestion**

The search results page is html-based and highly optimized for fast loading, and it will only take only a few seconds to load. Creating brand awareness, value, loyalty, personality and emotional connection for Travelzoo® SuperSearch™ is clearly worth a few seconds.

This process is widely implemented by major travel sites. This will position the SuperSearch™ brand along with other major travel sites.

STEP 1: BUILD YOUR TRIP

STEP 2: SEARCH RECOMMENDED SITES

Search Type: Round-trip  
 From: San Jose (CA) -- SJC  
 To: New York (JFK) -- JFK

Departure Date: July / 27 / 2004  
 Return Date: August / 2 / 2004  
 Travelers: 1

Search nearby airports

**Search Results**

For trips from San Jose (CA) to New York, Travelzoo recommends--based on consumer ratings--the following sites:

- 
- 
- 
- 
- 

**Smart Alert!** Search these sites for nearby airports which can sometimes offer exceptional value:

- 

\* These sites were recommended because these carriers sometimes offer attractive fares for nearby airports.

[What is SuperSearch?](#) | [Search Tips](#) | [Please send us your feedback](#)

STEP 1: BUILD YOUR TRIP

STEP 2: SEARCH RECOMMENDED SITES

Boston     Los Angeles     Paris  
 Chicago     Miami     Philadelphia  
 Dallas     New Orleans     San Francisco  
 Las Vegas     New York     Seattle  
 London     Orlando     Washington, DC

Other City:

State:

Country:

Check-in Date:  /  /

Check-out Date:  /  /

Guests:

Rooms:

The FREE, Easy Way to Search Multiple Travel Sites  
 Just enter your travel dates on the left,  
 then click below to find the best sites  
 and deals for that trip:

**FIND SITES >**

[What is SuperSearch?](#) | [Search Tips](#) | [Please send us your feedback](#)

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Introducing Travelzoo® SuperSearch™ Hotels

STEP 1: BUILD YOUR TRIP


STEP 2: SEARCH RECOMMENDED SITES


Boston     Los Angeles     Paris  
 Chicago     Miami     Philadelphia  
 Dallas     New Orleans     San Francisco  
 Las Vegas     New York     Seattle  
 London     Orlando     Washington, DC


Other City:   
 State:    
 Country:   
 Check-in Date:      
 Check-out Date:      
 Guests:    
 Rooms:

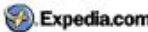
**Search Results**


We recommend these sites:












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Travelzoo © SuperSearch™ Hotels Results

## SUPERSEARCH™ LAYOUT 2




**STEP 1: BUILD YOUR TRIP**STEP 2: SEARCH RECOMMENDED SITES


-  **FLIGHTS**
-  **HOTELS**
-  **CARS**
-  **CRUISES**

Search Type:  Round-trip  One-way

From:

To:

Departure Date:  /  /  

Return Date:  /  /  

Travelers:

**Additional savings opportunities!**

Search nearby airports

My dates are flexible

The FREE, Easy Way to Search Multiple Travel Sites  
Just enter your travel dates on the left,  
then click below to find the best sites  
and deals for that trip:

[FIND SITES >>](#)

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### Introducing Travelzoo® SuperSearch™ Flights at 25K

This layout puts the search categories right beside the search fields and makes the search look more integrated.

STEP 1: BUILD YOUR TRIP

STEP 2: SEARCH RECOMMENDED SITES

- FLIGHTS
- HOTELS
- CARS
- CRUISES

Search Type: Round-trip  
From: San Jose (CA) -- SJC  
To: New York (JFK) -- JFK

Departure Date: July / 27 / 2004  
Return Date: August / 2 / 2004  
Travelers: 1

Search nearby airports

<< New search ...

Search Results

For trips from San Jose (CA) to New York, Travelzoo recommends--based on consumer ratings--the following sites:

- Search Travelocity
- Search Hotwire  
Fly. Sleep. Drive. Cheap.
- Search CheapTickets
- Search Expedia
- Search AA.com
- Search JetBlue.com
- more recommended sites -- Search

**Smart Alert!** Search these sites for nearby airports which can sometimes offer exceptional value:

\* These sites were recommended because these carriers sometimes offer attractive fares for nearby airports.

[What is SuperSearch?](#) | [Search Tips](#) | [Please send us your feedback](#)

**STEP 1: BUILD YOUR TRIP**

STEP 2: SEARCH RECOMMENDED SITES



FLIGHTS



HOTELS



CARS



CRUISES

- Boston
- Los Angeles
- Paris
- Chicago
- Miami
- Philadelphia
- Dallas
- New Orleans
- San Francisco
- Las Vegas
- New York
- Seattle
- London
- Orlando
- Washington, DC

Other City:

State:

Country:

Check-in Date:  /  /

Check-out Date:  /  /

Guests:

Rooms:

The FREE, Easy Way to Search Multiple Travel Sites  
Just enter your travel dates on the left,  
then click below to find the best sites  
and deals for that trip:

**FIND SITES** >>

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**Introducing Travelzoo® SuperSearch™ Hotels 29K**

**STEP 1: BUILD YOUR TRIP**

FLIGHTS

HOTELS

CARS

CRUISES

Boston     Los Angeles     Paris  
 Chicago     Miami     Philadelphia  
 Dallas     New Orleans     San Francisco  
 Las Vegas     New York     Seattle  
 London     Orlando     Washington, DC  
 Other City:   
 State:    
 Country:   
 Check-in Date:      
 Check-out Date:      
 Guests:    
 Rooms:

**STEP 2: SEARCH RECOMMENDED SITES**

**Search Results**

We recommend these sites:

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**Travelzoo © SuperSearch™ Hotels Results**

**NOTE:**

More layouts are also available at Travelzoo project site

<http://www.idealpad.com/travelzoo/>

## IV. Services and Capabilities

### **BRAND DEVELOPMENT AND BRAND MANAGING**

Logo Development, Build brand awareness, and develop brand handbook.

### **BRAND MATERIALS DEVELOPMENT**

Signage, banners, promotional literature, stationary, marketing and communications systems, and packages.

### **WEB DESIGN & DEVELOPMENT**

Web design, programming, interactive web development, databases, hosting, co-location, and dedicated servers.

### **REDESIGN CORPORATE BRAND IDENTITY**

Brand research and development, re-build brand awareness, and develop brand handbook.

### **WEB SITE REDESIGN & DEVELOPMENT**

Redesign website, programming, system integration, database integration, testing, Launch and promote a new web site.

### **MARKETING & ADVERTISING**

Print ads, magazine ads, online marketing, animation banners, email marketing, advertising plan, promotional items, etc...

### **TRADE SHOW & EXHIBITS**

Exhibits development, displays design and panel integration, large scale printing, lighting, and print material development.

## V. Proposed rates and fees

### **RATE**

Hourly rate is \$40 per hour.

### **STANDARD TERMS**

Terms are 50% deposit before start. The remaining balance for the project price is due upon completion of the project. Any additional fees (i.e. Setup fees, Professional fees, support fees, and maintenance fees, etc...) are billed monthly.

## VI. Example of other work

For my most recent work visit my online portfolio at <http://www.Idealpad.com/>