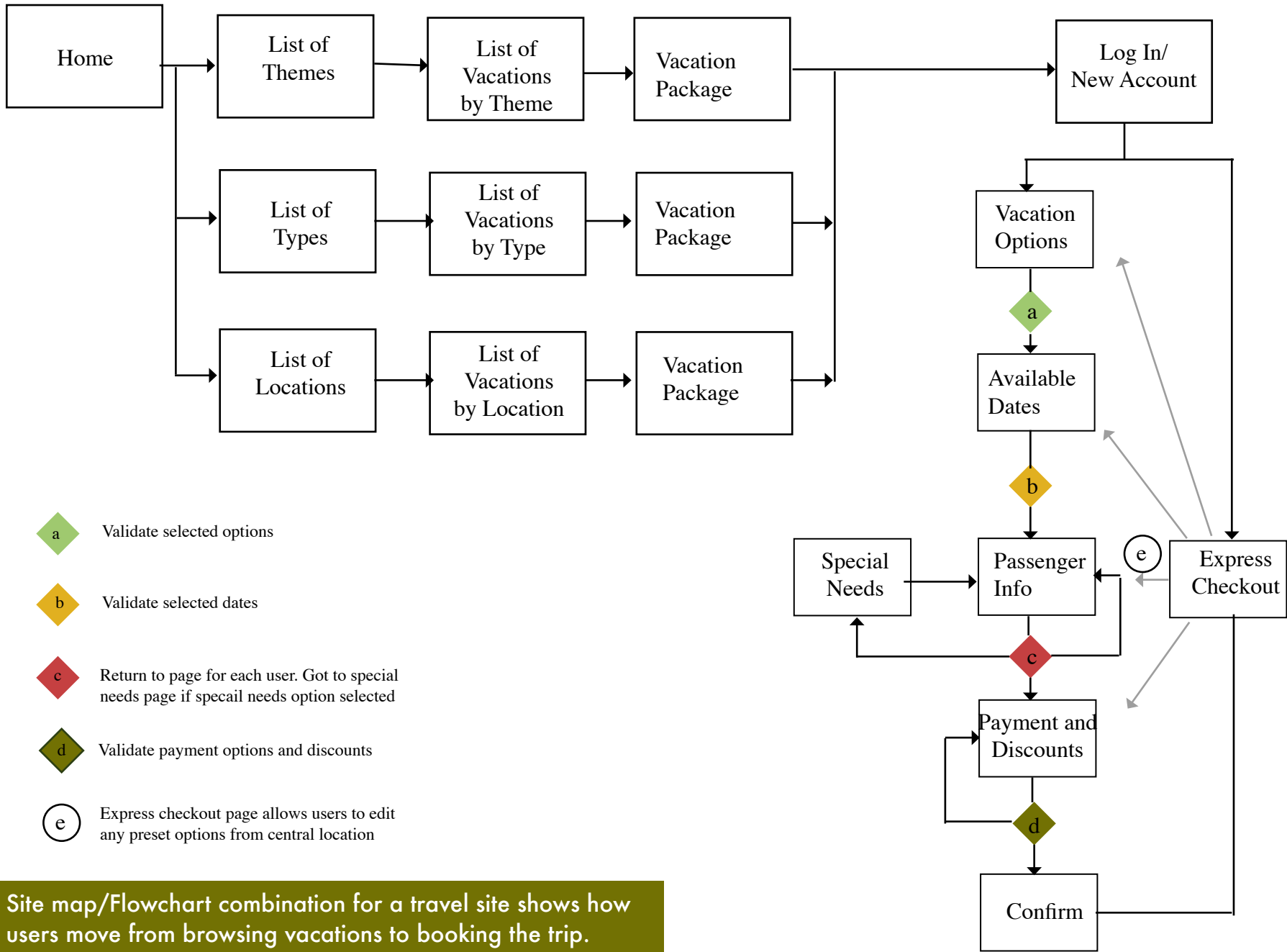


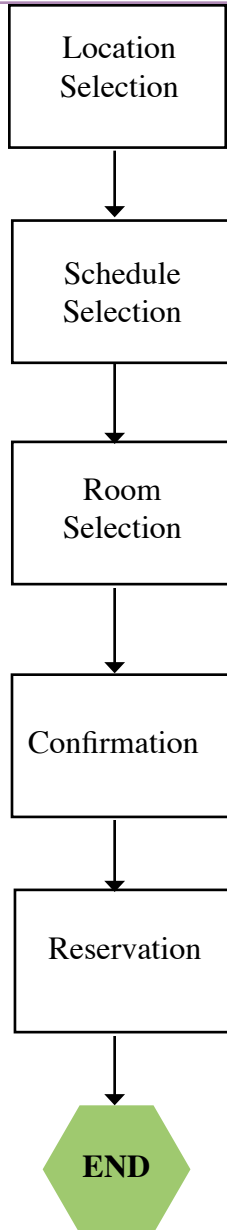
CONTINENTAL AIRLINES



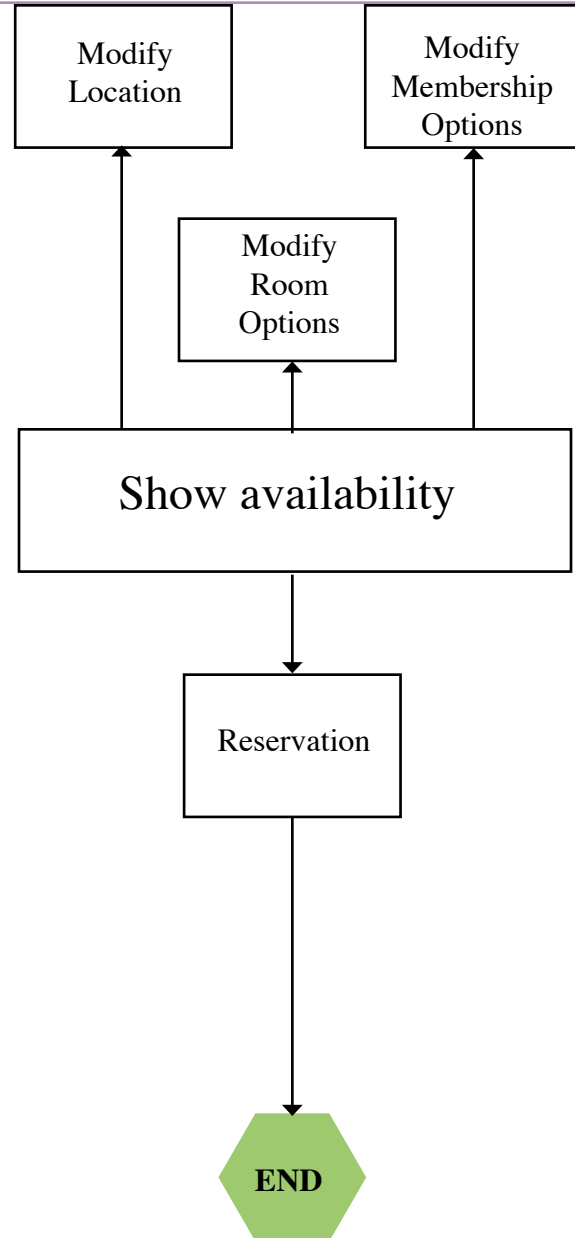
Site map/Flowchart combination for a travel site shows how users move from browsing vacations to booking the trip.

TASK: BOOKING A HOTEL ROOM - THREE FLOWS - THREE DIFFERENT SITES

COMPETITOR X



COMPETITOR B



COMPETITOR C

