

 **RTP** | Resort Technology Partners

Blackstone Group

Final Discovery Presentation

April 25, 2005

Agenda

Presentation Layer

Highlights of Final Usability Study

Guided OneScreen Solution

Homepage Wire Frame

Information Architecture Presentation

Custom Booking Engine Solution

Rich Media Recommendations

Mood Boards

The Edgewater

Redefined Beach House Bungalow

All Suite

Beachy

Ocean Views

Near Naples

Golf

Friendly

Private

Relaxed

Comfortable

Whimsical

Modern Kitsch

The Registry Resort

New Redefined Luxury

Active Resort

Luxury without formality

Comfortable

Golf

Spa

Tennis

Great Food

Groups

Conferences

Near Naples

Full Service

“Affluent shoppers expect a different luxury experience online. Rather than being dazzled by exclusivity, extravagance and entertainment, they expect convenience, confidence and control.”

Forrester Research

Leisure Travelers/Online

Leisure travelers will visit approximately four sites before they make a reservation.

What They Do:

- 65% Check Availability
- 62% Decide Where To Stay
- 60% Find Places To Go
- 57% Plan Things To Do and See
- 39% Read Visitors Reviews
- 26% Read Journalists Review

State of The Industry

- US leisure online travel revenue will increase to \$63.60B in 2005, up \$10.0B from LY and is forecasted to hit \$74.4B next year.
- 47% of leisure travelers booked a travel reservation online in 2004, up from 38% two years ago
- 75% booked a hotel reservation and 65% booked an airline reservation

Comparison Shopping – More Competition

"The weakest overall issue is in pricing," said Daniel Taras, Vice President of iBusiness at iPerceptions, a company that surveys website users and analyzes company websites. "People think that they can get better pricing elsewhere, so they find a rate on the hotel site, and then shop around for a better price at other websites."

What Is Important for Registry & Edgewater websites:

- Distinguish the Brand (not a one size fits all solution)
- Sell the Value Proposition
- Tell the Story via High Impact tools
- Make it Easy for the User to Do Business
- Turn a looker into a BOOKER
- Build An Ongoing Relationship
- Measure Performance & Results
- Always Improve

Usability Research & Findings

April 2005

Usability Research April 2005

Objectives:

- Identify and quantify key issues with the OneScreen
- Prioritize critical user needs
- Pinpoint the top opportunities for advancement

Usability Research April 2005

Tasks:

1. Check for availability
2. Select a room
3. Submit a reservation
4. Select a Package
5. Submit a reservation

Usability Research April 2005

Current OneScreen Baseline Information:

4 Pages:

- Home page widget (if available)
- Primary reservation screen
- Terms & Conditions
- Confirmation

The average number of clicks to complete the process: 23

Usability Research April 2005

Current HTML packages Baseline Information:

6 pages:

- Package Description
- Room Selection
- Review
- Contact & Credit Form
- Review
- Confirmation

The average number of clicks to complete the process:

24

Usability Research April 2005

20 OneScreen issues
were identified and rated by

- Severity
- Frequency
- Persistence

Usability Research April 2005

Severity Ratings: Ranging from 5 -1 (high to low)

5. Defect is **critical** and results in system or data loss.
Customer is unable to achieve work goals.
4. Defect is a **severe inhibitor** to accomplishing work goals.
In some cases, user can not complete task.
3. Defect causes user to **change work strategy** to get around interface problem.
2. Defect **causes irritation** to the user but no real loss in the ability to accomplish task.
1. Cosmetic or detail defects that are **distracting** to the user.
Issues can accumulate and give the product an “unfinished” impression to the user.

Usability Research April 2005

Frequency & Persistence Ratings

- Frequency: the number of times an issue is repeated as a user attempts to complete a task.
- Frequency ratings: **Common, Infrequent, Rare**
- Persistence is assigned based on an issue's continuing without change. Highly persistent is more difficult to overcome.
- Persistence ratings: **High, Medium, Low**

Usability Research April 2005

Prioritizing the Issues:

Category 1: High

(High Priority, High Impact issues)

Category 2: Medium

(Priority and High Impact issues)

Category 3: Low

(Important Issues)

Category 1 Issues: High Priority (High)

Issue #	Rating	Frequency	Persistence
1. Loss of Data (browser back button)	5	Common	Medium
2. Adult Toggle/Control Design	4	Common	Low
3. Calendar Design	4	Common	High
4. Legend Design	4	Common	Medium
5. Calendar/Room Conflicts	4	Common	Medium
6. Room Availability/Rates	4	Common	Medium
7. Verify Function of Quick Reservation	4	Low	Medium

Category 2: Priority & High Impact Issues (Medium)

Issue #	Rating	Frequency	Persistence
1. Form Design & Layout	3 – 4	Common	Med – High
2. Package Integration (Functional)	3 – 4	Common	Medium
3. Links from OneScreen (Design)	3 – 4	Common	Medium
4. Display of Dead Months	3 – 4	Common	Medium
5. Placement and Treatment of Reset	3	Common	High
6. Availability Error from Widget	3	Infrequent	High
7. Terms & Conditions Design	3	Common	High
8. Room Preferences	3	Common	High

Category 3: Important Issues (Low)

Issue #	Rating	Frequency	Persistence
1. Credit Card Error on Confirmation	2 – 3	Infrequent	Low
2. Find Modify/Cancel	2 – 3	Common	Low
3. New Window Generation/Spawn	2 – 3	Common	Medium
4. Form Field Ambiguity	2	Common	Medium
5. Credit Card Image Display	1	Common	High

Visual Map of OneScreen Issues/Recommendations

File Edit View Go Bookmarks Tools Help

← → ↻ × 🏠 📄

Issue #1

16 participants (57%) experienced a loss of data when using the BACK button. [The BACK button is active because OneScreen opens in the same browser window.]

Recommendation:

1. Open OneScreen in new browser window. [Note: when opening in a new window, make sure that hitting the HOME link brings the user to the original window for HOME. On another site that employs the new browser window - this has the potential of creating endless windows opening with no data being forwarded.]

Issue #2

12 participants (44%) clicked on the adult summary area. Most participants did not find this in a satisfactory amount of time, and needed prompting from the moderator to continue with the task. Other roadblocks include its location, size/prominence and the perception that they had already provided this information

Recommendations:

2. Pass any information forward throughout the user experience. While the +/- is "cool" and streamlined, the intuitive cue for the user are form fields, so have the # inside a field that can either be changed via the +/- OR manually by the user.
3. Bring it higher and visually emphasize it to bring attention. Give this more prominence on the page - this is critical to successful results.

Credibility impacts usability.

A company's credibility and capability is directly proportionate to the perception of functionality and ease of use. Each time a user is prompted to input information that they have input previously, the trust and faith level drops.

Issue #3

Frustration over the specific functionality of the calendar disrupted the feeling of success - users understood that it was clickable and changes occurred, but what they were accomplishing was not clear. [Another hit to credibility.]

Recommendation:

4. contextual help (popup layers, as they mouse over the areas) [heuristic #4]
5. Employ "normal" symbols for instant user recognition (i.e. "X" for not available).
6. Reinforce date selection with form fields, so that the user can select dates both by viewing it in form format or enter dates via the form format.

Recommendation:

Based on the heuristics of usability (the "rules of thumb" or general guidelines that are accepted widely when assessing usability), one can know:

1. Users will have little tolerance for errors encountered in the booking process.
2. Users must be able to immediately recognize any errors
3. When users encounter errors, they must be able to recover from them immediately
4. Help and documentation should prevent users' error-recovery efforts from resulting in additional errors.
5. All labeling must be instantly recognizable and understandable rather than simply learnable.
6. Users must understand the system status at all points in the booking process.

Issue #4

(4) The legend is difficult to find, and the "blinking" of the screen to read the detail of each element without seeing the calendar (points of relativity) caused confusion. (11) The Reset button was not seen at all.

Recommendation:

7. Allow the user to view the legend, the details and their "active" window. (see Recommendation #4.) Offering the RESET button at this point, when the user is confused, could help alleviate confusion.

Issue #5

Information about room selection, availability and detail is not clearly tied to the calendar actions, not attention getting, and not easy to view.

Recommendation:

8. Allow short descriptions to be seen with each type of room, and allow all descriptions to be viewed for comparative value.
9. Allow the image to be in a popup that can be expanded, thus giving more space to text that currently can be viewed 3 lines at a time in narrow scrolling space.

Issue #6

There is no system feedback to alert the user that dates are incorrectly chosen.

Recommendations:

10. Make sure the user is always aware of errors and the way to resolve those errors. [Heuristics #2,3, 6]

COMMENTS

The Conditions screen (after clicking on "Finish Reservation" must be agreed to but is difficult to scan (small print, small screen).

Likewise, the Confirmation page is small and offers no way to "cut and paste" to save to the user's calendar, or "print" version.

Recommendations

15. Offer the "conditions" above "finish reservation" as a link, with a check box stating, "checking this box means you agree...". The link can "popup" the conditions to be read, as needed.

Issue #7

(7) Form is difficult to use - it's very small, the form labels disappear so the user must click out to remember what field they are in. Also, some system intuition is expected (i.e. entering CO as state should pre-fill country to USA). (17) The credit card icons occupy valuable space and offer no interactive benefit to the user.

Recommendation:

11. Enlarge the area for form fields.
12. Create a small delay when user tabs/clicks to the next field so the label is seen for a few more seconds.
13. Offer a 'reset' button for starting over.
14. Move the icons below to less valuable real estate for reference only.

Fifteen Beacon

Click buttons below to select check-in date, check-out date, rooms, adults and children

	sun	mon	tue	wed	thu	fri	sat
Apr							
May							
Jun							
Jul	3	4	5	6	7	8	9
Aug	10	11	12	13	14	15	16
Sep	17	18	19	20	21	22	23
Oct	24	25	26	27	28	29	30
Nov							
Dec							
Jan							
Feb	1	2	3	4	5	6	7
Mar	8	9	10	11	12	13	14
reset	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31				

Legend: click for details

Home Special Packages Travel Agents Corporate Modify/Cancel Add Air and Car Rental

Choose a room below and availability will be displayed on the calendar

	average daily rate
Classic Room	US\$350.00
Traditional Room	US\$395.00
Studio Room	US\$450.00
One Bedroom Suite	US\$995.00

Our Studio Rooms include a luxurious sitting area with views of historic Beacon Street.

View General Terms & Conditions

Fill out the form below and click "Finish Reservation" to complete your reservation

check in:	May 26, 2005
check out:	May 28, 2005
room type:	studio room
nights:	2
adults:	1
rooms:	1
children:	0
amount:	US\$900.00
taxes:	US\$112.05
total:	US\$1012.05
\$	
elizabeth	mullinaux
529 Harrison St.	
Denver	co
usa	80266
kailualisa@gmail.com	
7202984025	
VISA	
elizabeth mullinaux	00:09
4111111111111111	888
annual info	
comment/request	
* fields with an asterisk are required	
<input type="checkbox"/> include me in future email campaigns	
finish reservation	

Usability Research April 2005

Package Reservation Process (HTML)

A total of 9 issues were identified

Usability Research April 2005

Category 1: High Priority , High Impact Issues (High)

Issue #	Rating	Frequency	Persistence
1. Stuck in Group Area	5	Rare	Medium
2. Room Occupancy Settings	4 – 5	Unknown	High
3. Availability Selection Model	4	Driven by Availability	High

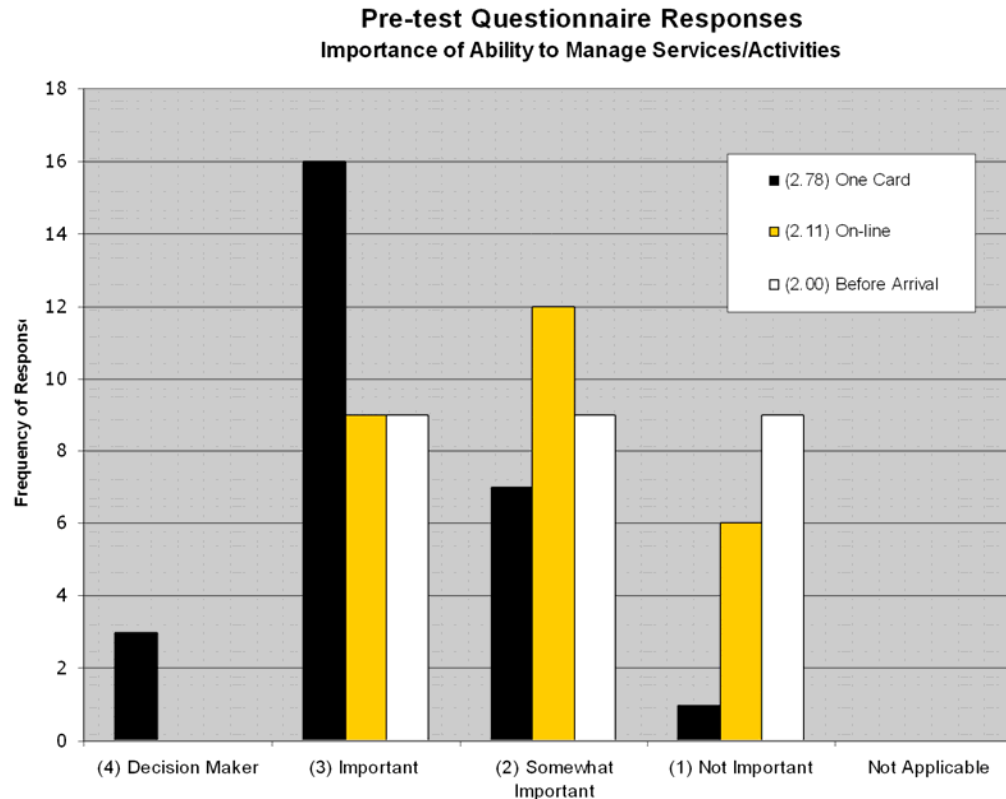
Category 2 & 3: Priority & High Impact Issues (Medium/Low)

Issue #	Rating	Frequency	Persistence
1. Calendar Design	3	Infrequent	Low
2. Package Options/Preferences	3	Common	Medium
3. Credit Card Selection	3	Rare	Low
4. Display/Visibility of T & C	3	Low	Medium
5. Overall Reservation Process	2	Common	Med – High
6. Persistent Information/Profile	2	Common	Medium

Pre-Test Questionnaire & Task Assessments

1. How important is it to you to be able to make arrangements for activities like a tennis lesson or spa treatment anytime before you arrive at the hotel?
2. How important is it to you to be able to make arrangements for and reserve activities online like a tennis lesson or spa treatment as part of the room reservation process?
3. How important is it to you to be able to purchase the room and all services or activities on one credit card before you arrive at the hotel?

Importance of Managing Services/Activities

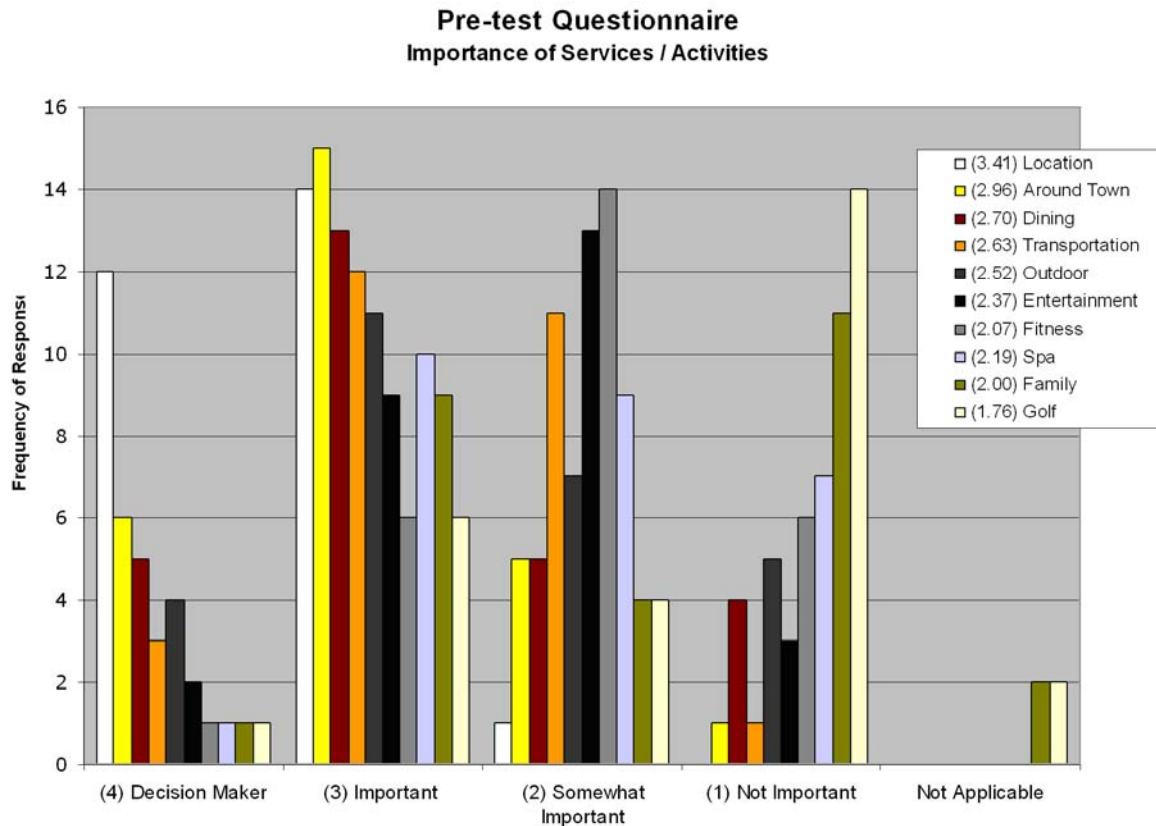


Being able to purchase the room as well as services and activities on one credit card was important.

Being able to make arrangements or reservations for services or activities online was somewhat important.

Being able to make arrangements or reservations for services or activities before arrival was split between important and not important.

Importance of Services/Activities

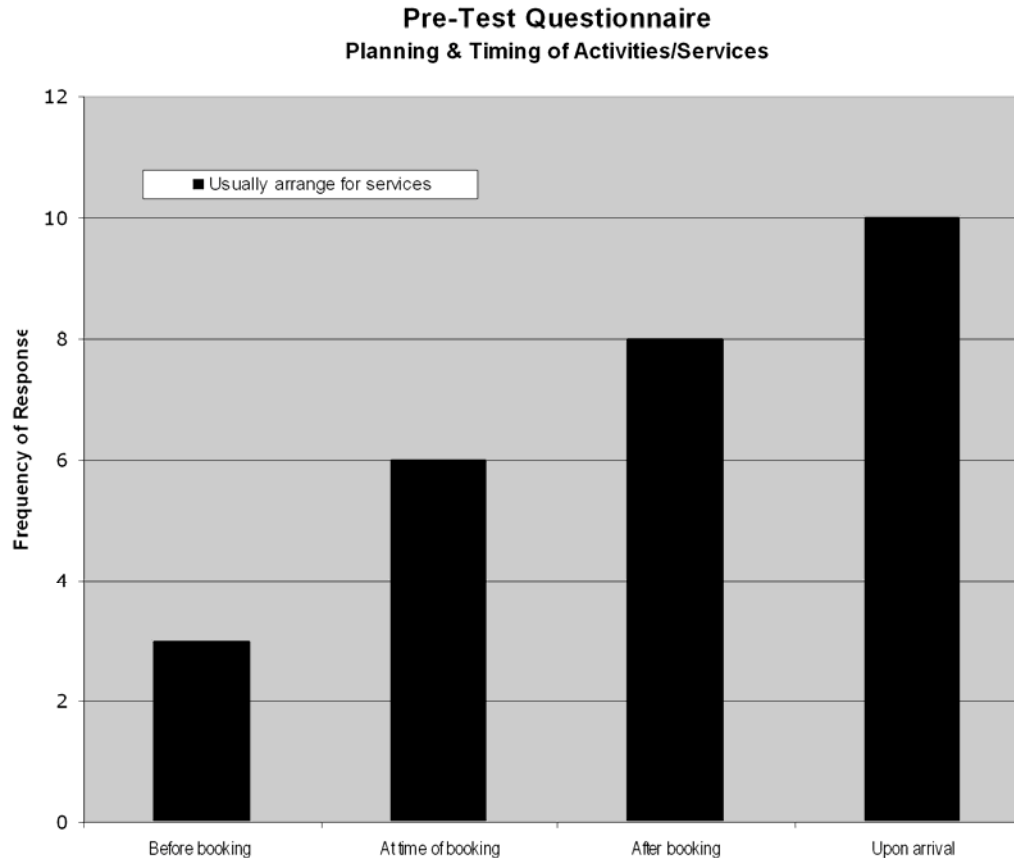


The most important criteria as indicated by the majority of the participants was location and around town activities.

Transportation & Dining were important.

Golf was the least important.

Planning of Services/Activities



The most common user experience for arranging activities is when arriving at the resort. However, based on an online experience, the most likely time to book is after the booking is complete.

Task Assessment

Westminster Responses

Responses for the Westminster					
	Excellent	Good	Acceptable	Unacceptable	Prohibitive
Task 1: Book a package					
<i>The ease with which I was able to work was:</i>		✓	✓ ✓		
<i>The number of steps it took me to complete the task was:</i>	✓ ✓		✓ ✓		
<i>The supply of information I wanted, needed or was looking for was:</i>	✓		✓ ✓		
<i>The supply of room and services I wanted, needed or was looking for was:</i>	✓	✓ ✓			
Task 2: Book a room					
<i>The ease with which I was able to work was:</i>		✓ ✓		✓ ✓	
<i>The number of steps it took me to complete the task was:</i>			✓ ✓	✓ ✓	
<i>The supply of information I wanted, needed or was looking for was:</i>	✓		✓ ✓	✓	
<i>The supply of room and services I wanted, needed or was looking for was:</i>	✓	✓	✓ ✓		

✓✓ Most frequent response

✓ Second most frequent response

Task Assessment

Greenbrier Responses

Responses for the Greenbrier					
	Excellent	Good	Acceptable	Unacceptable	Prohibitive
Task 1: Book a package					
<i>The ease with which I was able to work was:</i>		✓ ✓	✓ ✓		
<i>The number of steps it took me to complete the task was:</i>	✓			✓ ✓	
<i>The supply of information I wanted, needed or was looking for was:</i>	✓	✓	✓	✓ ✓	
<i>The supply of room and services I wanted, needed or was looking for was:</i>			✓ ✓	✓	
Task 2: Book a room					
<i>The ease with which I was able to work was:</i>			✓ ✓	✓ ✓	
<i>The number of steps it took me to complete the task was:</i>			✓ ✓	✓	
<i>The supply of information I wanted, needed or was looking for was:</i>			✓ ✓	✓	
<i>The supply of room and services I wanted, needed or was looking for was:</i>		✓ ✓	✓ ✓	✓ ✓	

✓✓ Most frequent response

✓ Second most frequent response

OneScreen Positive Findings

- Presentation of booking steps on one page
- Calendar visibility and selection model - more than just a drop-down or an icon to a calendar
- Dynamic availability
- Display of room photos and descriptions
- Both daily room rate and total reservation cost are provided
- Best rate information
- Screens do not constantly refresh
- Not forced to go back to other pages to change information
- The OneScreen cancellation page

OneScreen Quotes

“Very good that it [the form] keeps a summary for me.”

“Actually nicer than most websites. Can see date on calendar so I can see if I chose the right dates.”

“What I did like is when you click on available dates the available rooms popped up.”


“I think this is kind of neat -- that the amount of the room comes up for each night.”

“By being able to see not only the date but also a date on a calendar, it makes it easy to confirm that I am selecting/meeting the right date.”


Guided OneScreen Recommendation





User Clicks “Reservations”

Steps 1, 2 & 3

We want to make your experience as easy and fun as possible. Follow the steps as numbered below to book a room, or roll over an area for additional help. You may also click on the  for additional help.

room availability > # of travelers > room details > traveler information

LEGEND 

-  Available date
-  Selected date
-  Check out only
-  Unavailable date

1 Room Availability - select the dates by clicking on the calendar or using the drop down fields below the calendar:

April

sun	mon	tue	wed	thu	fri	sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Check in:


Check out:

2 Tell us how many people will be staying

of travelers: adults

children

of rooms:

3 View the rooms, read about them, see some photos, and check the rates. 

GARDEN SUITE		
BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY		picture
RESERVE THIS ROOM		
GOLF VIEW		
BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY		picture
RESERVE THIS ROOM		
OCEAN VIEW		
BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY		picture
RESERVE THIS ROOM		
PENTHOUSE		
BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY		picture
RESERVE THIS ROOM		
CORNER PENTHOUSE		
BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY		picture
RESERVE THIS ROOM		

[Best Rate Guarantee](#)


[Photo Gallery](#)

[We respect your privacy](#)

[FAQs](#)

[Activities](#)

[General terms and conditions](#)

 **RTP** | Resort Technology Partners

User Clicks “Reservations”

Steps 1, 2 & 3

We want to make your experience as easy and fun as possible. Follow the steps as numbered below to book a room, or roll over an area for additional help. You may also click on the [?](#) for additional help.

LEGEND

Available date

Selected date

Check out only

Unavailable date

?

Click to select your dates of travel. If a room type has been selected, these dates are available. If no room has been selected, clicking on these days will show what rooms will be available.

Close this window

These are dates you have selected as part of your dates of travel, from check in to check out.

Close this window

These dates can only be selected if they are your check-out date. They can only appear at the end of a selected date range.

Close this window

1

Room Availability - select the dates by clicking on the calendar or using the drop down fields below the calendar:

April

sun

mon

tue

wed

thu

fri

sat

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

May

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

Check in:

Check out:

2

Tell us how many people will be staying

of travelers: adults

children

of rooms:

3

View the rooms, read about them, see some photos, and check the rates.

GARDEN SUITE

BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY

picture

RESERVE THIS ROOM

GOLF VIEW

BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY

picture

RESERVE THIS ROOM

OCEAN VIEW

BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY

picture

RESERVE THIS ROOM

PENTHOUSE

BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY

picture

RESERVE THIS ROOM

CORNER PENTHOUSE

BEST RATE GUARANTEE, DESCRIPTION, PRICING PER DAY

picture

RESERVE THIS ROOM

Best Rate Guarantee

Photo Gallery

We respect your privacy


FAQs

Activities

General terms and conditions

Some dates are not clickable. Either these dates are in the past, or we do not have enough of those rooms available. Try another room type if your desired dates are not clickable.

Close this window





 RTP | Resort Technology Partners

User Selects a Room

Step 4

We want to make your experience as easy and fun as possible. Follow the steps as numbered below to book a room, or roll over an area for additional help. You may also click on the [?](#) for additional help.

room availability > # of travelers > room details > **traveler information**

LEGEND [?](#)
 Available date
 Selected date
 Check out only
 Unavailable date

Your reservation details:
Garden Suite
+ Breakfast in Bed
+ Wine and Cheese picnic

pictures

pictures

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
ph#: Toll Free: 800-247-9810 |

Check In: Friday, April 29th, 2005
Check Out: Wednesday, May 4th, 2005

2 Adults, 2 Children

TOTAL: \$3500.00

FAQs

Contextual Help
[how can I add more to my package?](#)
[Will I get a confirmation email?](#)

FAQs






BEST RATE GUARANTEE
[what's this?](#)

4 Fill the information out and "finish reservation": [?](#)

* First name Middle name * Last name
* Address
Address
*City *State *ZIP Country
*Phone #1 ☒ cell ☐ office ☐ fax ☐ other Phone #2 ☒ cell ☐ office ☐ fax ☐ other

ROOM REQUESTS ☐ King bed ☐ Early check in ☐ Non smoking
☐ connecting suites ☐ Late Check out ☐ Close to elevator
☐ extra pillows ☐ Double beds ☐ roll away bed
Please note: room requests will be honored as much as possible, but are not guaranteed.

Name on Card
Type of card

Visa     

MasterCard
American Express
Diners
JCB

[I don't see my card listed here](#)

Exp. date MO/YEAR [We value your privacy and security](#)
CVN # [what's this?](#)

☒ I would like to create a log in and password, and save my information.
☐ I would like to create a log in and password, but don't save my information.

Comments, Requests [Special requests, preferences, etc.](#)

☐ [I have read the terms and conditions and agree with it all.](#)

COMPLETE MY RESERVATION

User Receives Confirmation

Step 4 Continued

We want to make your experience as easy and fun as possible. Follow the steps as numbered below to book a room, or roll over an area for additional help. You may also click on the [help icon](#) for additional help.

Your reservation details:

Garden Suite
+ Breakfast in Bed
+ Wine and Cheese picnic
Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
ph#: Toll Free: 800-247-9810

Check In: Friday, April 29th, 2005
Check Out: Wednesday, May 4th, 2005

2 Adults, 2 Children

TOTAL: \$3500.00

[Directions from the Airport](#)
[Property Map](#)

[Important Phone #s](#)

Contextual Help
[how can I add more to my package?](#)
[Will I get a confirmation email?](#)

BEST RATE GUARANTEE
[what's this?](#)

[About Naples](#)
[Weather Report](#)
[What to Pack](#)

[Privacy](#)
[Security](#)

4 Thank you for choosing to stay with the Registry! [?](#)

Thank you for choosing the Registry Resort. We are committed to your having the best experience, so let us know what else we can do for you.

See you soon!

[MAKE A NEW RESERVATION](#)

[CREATE A LOG IN AND PASSWORD](#)

Create the ultimate experience - have a limo pick you and your loved one up. Select from our fleet of Rolls Royces, Bentleys and Mercedes.

Book a limousine now and get free champagne and strawberries!

[BUY](#)

Did you book your Golf time yet? Click here, and you can add everything you need to have a great time at the golf course, including a guest membership for the week!

\$100 off your 4th round if you book now...

[BUY](#)

[E-mail this itinerary](#)

[View printable version](#)

[Download to handheld](#)

[Add to calendar](#)

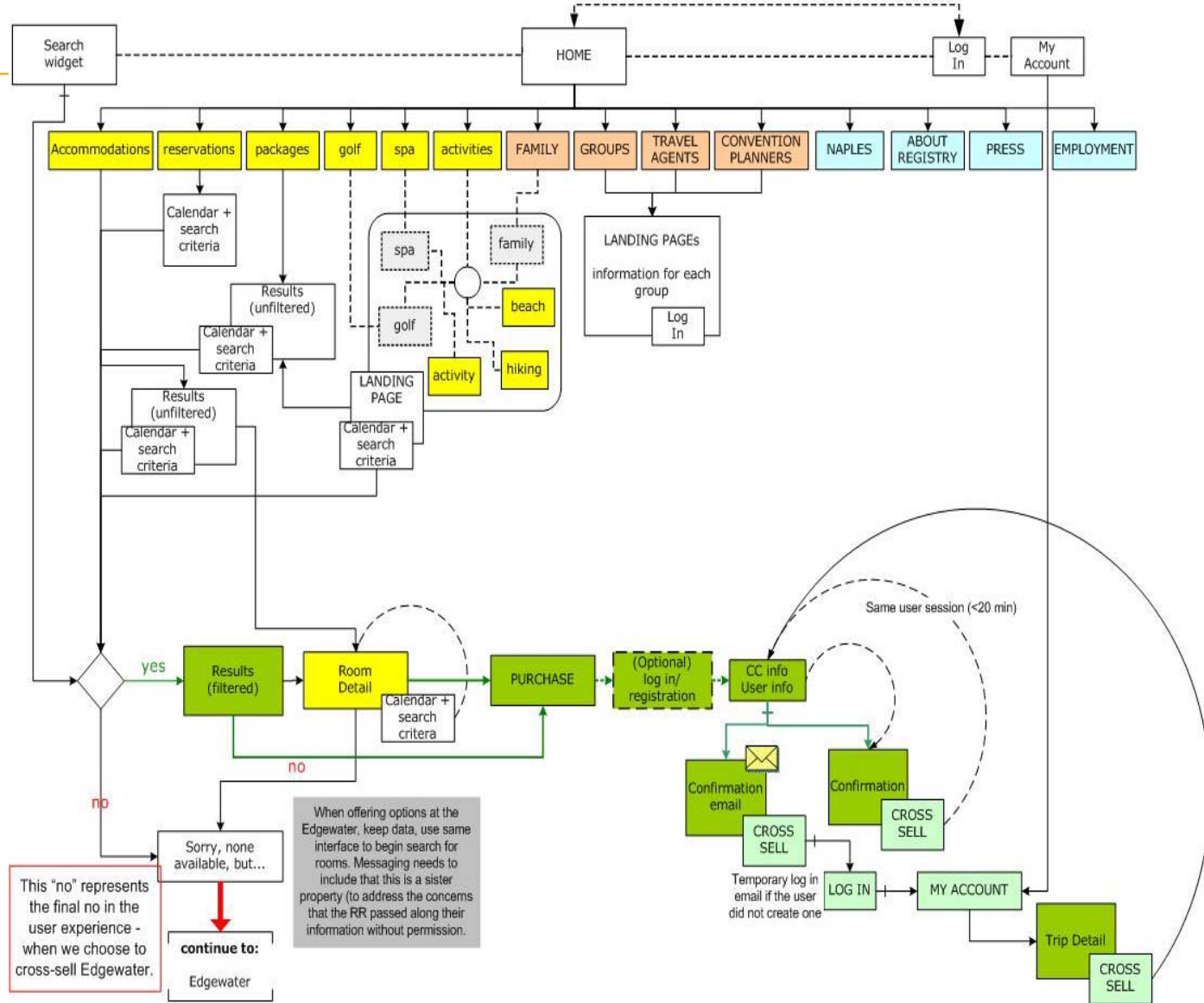
Custom Booking Engine Solution

Building Customer Trust in Hotel eCommerce

- Trust in an online vendor before accessing its website.
- Branding & Usability (graphic design and ease of use).
- Competence - information about Company and Products & Services, Security and Privacy.
- Relationship Management - interactions with the company over time, both before and after a purchase

Source: Interactions to Transactions: Designing the Trust Experience for Business-to-Consumer Electronic Commerce, Eindhoven University of Technology (The Netherlands, 2003)

Functional Flow Diagram



Homepage Wire Frame

Logo / Branding®		Registry Resort & Club 475 Seagate Drive Naples, Florida 34103 Toll Free: 800-247-9810
RESERVATIONS ACCOMMODATIONS PACKAGES GOLF SPA ACTIVITIES		MY ACCOUNT LOGIN
Search for Accommodations Check In: <input type="text" value="MM / DD / YYYY"/> Check Out: <input type="text" value="MM / DD / YYYY"/> Number of Travelers: Adults: <input type="text" value="2"/> Children: <input type="text" value="2"/> Best Rate Guarantee What's This? <input type="button" value="Search"/>	Words	Rich Media
Be the first to know Sign up for our email newsletter! Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec. Email Address: <input type="text"/> <input type="button" value="Submit"/> Privacy Policy		
FAMILY GROUPS TRAVEL AGENTS		
RESERVATIONS ACCOMMODATIONS PACKAGES GOLF SPA ACTIVITIES NAPLES ABOUT REGISTRY PRESS EMPLOYMENT PRIVACY		

Reservations

Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Garden Suite
Golf Suite
Corner Penthouse
Ocean View

Photo Gallery
Contextual Help / FAQs

Select Dates

PREV MONTH

NEXT MONTH

March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In

MM / DD / YYYY

Check Out

MM / DD / YYYY

Number of Travelers

Adults

2

Children

2

Reservations

1 SELECT DATES
SELECT ROOM2 ENTER GUEST INFORMATION3 RECEIVE CONFIRMATION →

Select your dates

A few words of orientation. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit.

Select dates in the left hand column

Resort Photography

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Accommodations Screen

Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Garden Suite
Golf Suite
Corner Penthouse
Ocean View

Photo Gallery
Contextual Help / FAQs

Select Dates

PREV MONTH

NEXT MONTH

March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In

MM / DD / YYYY

Check Out

MM / DD / YYYY

Number of Travelers

Adults

2

Children

2

Accommodations

1 SELECT DATES
SELECT ROOM2 ENTER GUEST INFORMATION3 RECEIVE CONFIRMATION →

Garden Suite

Select to Compare

View Room Details

Book this Room

Make a Package

Book this Package

\$ Price Per Day Breakdown

Best Rate Guarantee
What's This?

Add breakfast in bed

Add golf membership

Wine & Cheese Picnic

Add spa treatment for 2

Golf Suite

Select to Compare

View Room Details

Book this Room

Make a Package

Book this Package

\$ Price Per Day Breakdown

Best Rate Guarantee
What's This?

Add breakfast in bed

Add golf membership

Wine & Cheese Picnic

Add spa treatment for 2

Corner Penthouse

Select to Compare

View Room Details

Book this Room

Make a Package

Book this Package

\$ Price Per Day Breakdown

Best Rate Guarantee
What's This?

Add breakfast in bed

Add golf membership

Wine & Cheese Picnic

Add spa treatment for 2

COMPARE SELECTED

ALL RESULTS | MORE RESULTS

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

RTP | Resort Technology Partners

Select to Compare Screen

Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Garden Suite
Golf Suite
Corner Penthouse
Ocean View

Photo Gallery
Contextual Help / FAQs

Select Dates

PREV MONTH

NEXT MONTH

March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In

MM / DD / YYYY

Check Out

MM / DD / YYYY

Number of Travelers

Adults

2

Children

2

Compare


1 SELECT DATES
SELECT ROOM

2 ENTER GUEST INFORMATION

3 RECEIVE CONFIRMATION →

Garden Suite


Select Another Room



Specifications


2 Bedroom
1 Bath
1200 Square Feet

Floor Plan



Golf Suite


Select Another Room



Specifications


2 Bedroom
1 Bath
1300 Square Feet

Floor Plan



Corner Penthouse

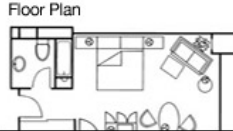
Select Another Room



Specifications

2 Bedroom
1 Bath
1400 Square Feet

Floor Plan



List of Comparable Features

Best Rate Guarantee
What's This?

View Room Details

Book this Room

Best Rate Guarantee
What's This?

View Room Details

Book this Room

Best Rate Guarantee
What's This?

View Room Details

Book this Room

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Details Screen

Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Garden Suite
Golf Suite
Corner Penthouse
Ocean View
Photo Gallery
Contextual Help / FAQs

Select Dates
◀ PREVIOUS MONTH NEXT MONTH ▶
March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2


April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In: MM / DD / YYYY
Check Out: MM / DD / YYYY
Number of Travelers: Adults: 2 Children: 2

Accommodations
1 SELECT DATES
2 SELECT ROOM
3 ENTER GUEST INFORMATION
RECEIVE CONFIRMATION →

Garden Suite
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.
Price Per Day Breakdown
View Other Suites
Book this Room
Best Rate Guarantee
What's This?
Make a Package
Add breakfast in bed
Add golf membership
Wine & Cheese Picnic
Add spa treatment for 2
Book this Package

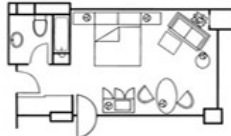

VIRTUAL TOUR
◀ PREVIOUS PHOTO | NEXT PHOTO ▶

Features

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.

Specifications

- 2 Bedroom
- 1 Bath
- 1200 Square Feet

Floor Plan

To reserve this room, you can...
Use our on-line reservations service
Email us at Reserv@naplesresort.com
Call the Hotel at 239-597-3232

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Information Page


Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Shopping Cart



Garden Suite

- Breakfast in Bed
- Wine and Cheese picnic

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

Dates
Check In Friday, April 29, 2005
Check Out Wednesday, May 4, 2005

Number of Travelers
Adults 2
Children 2





Contextual Help
[How can I add more to my package?](#)
[Will I get a confirmation email?](#)
[Frequently asked questions](#)

Best Rate Guarantee
[What's This?](#)

Guest Information

1 SELECT DATES
SELECT ROOM 2 ENTER GUEST INFORMATION 3 RECEIVE CONFIRMATION →

*First Name Middle Name *Last Name
*Address 1
Address 2
*City *State *Zip *Country
*Phone 1 Phone 2 *Required

Creditcard Information
☐ Same as above
First Name Middle Name Last Name
Address 1
Address 2
City State Zip Country
Card Type Visa     I don't see my card listed here
Exp. date MM / YYYY We value your privacy and security.
CVN # XXX What's this?
☐ I would like to create a log in and password, and save my profile and credit card information
☐ I would like to create a log in and password, but don't save my credit card information

Room Requests
☐ King bed ☐ Early check in ☐ Non smoking
☐ Connecting suites ☐ Late check out ☐ Close to elevator
☐ Extra pillows ☐ Double beds ☐ Roll away bed
☐ I have read and agree to the terms and conditions

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Confirmation Screen


Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Itinerary







Garden Suite
+ Breakfast in Bed
+ Wine and Cheese picnic

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

Dates
Check In: Friday, April 29, 2005
Check Out: Wednesday, May 4, 2005

Number of Travelers
Adults: 2
Children: 2

 [E-mail this itinerary](#)
 [View printable version](#)
 [Download to handheld](#)
 [Add to calendar](#)

Contextual Help
[How can I add more to my package?](#)
[Will I get a confirmation email?](#)
[Frequently asked questions](#)


Best Rate Guarantee
[What's This?](#)

Confirmation

1 SELECT DATES
SELECT ROOM 2 ENTER GUEST INFORMATION 3 RECEIVE CONFIRMATION →

Thank you

Thank you for choosing the Registry. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.

 Your Itinerary can be found in the left column. [Make a new reservation](#) [Create a login and password](#)

Book Your Tee Time at the Naples Grande

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)

Arrive in Style

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)

Reserve a private gulf tour

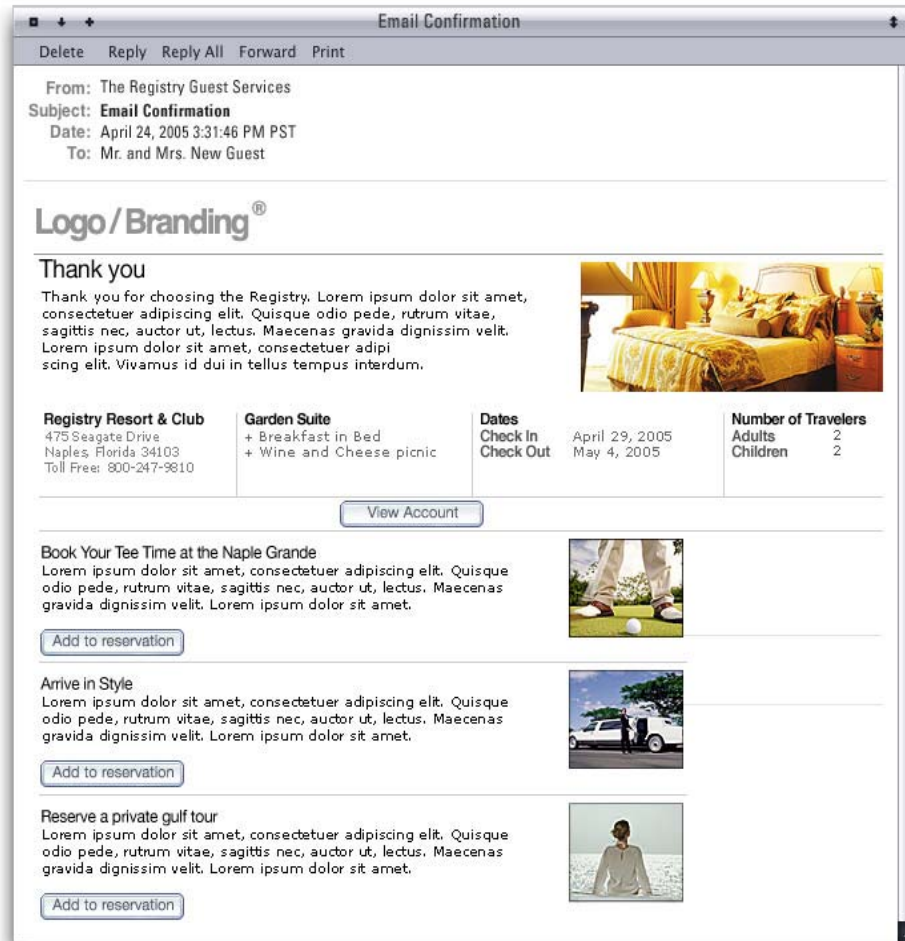
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Email Confirmation



Log in Screen

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

Logo/Branding®

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Search for Accommodations
Check In: MM / DD / YYYY
Check Out: MM / DD / YYYY
Number of Travelers: Adults 2 Children 2
Best Rate Guarantee
[What's This?](#)
Search
Be the first to know
Sign up for our email newsletter!
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec.
Email Address: **Submit**
[Privacy Policy](#)

Login
Log in to view your current reservation or your saved reservations
Username or Email Address
☐ Remember my name for faster sign in
Password
[Forgot your password?](#)
Submit

FAMILY | GROUPS | TRAVEL AGENTS
RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

My Account Page

Logo / Branding®



Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9610

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

My Account


Reserved Rooms and Packages

VIEW	NAME		CHECK IN	CHECK OUT	ADULTS	CHILDREN
View	Garden Suite Breakfast in Bed...		04/29/2005	05/04/2005	2	2
View	Golf Suite		04/29/2005	05/04/2005	1	0

Make a new reservation


Book Your Tee Time at the Naples Grande
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)




Arrive in Style
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)



Reserve a private gulf tour
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)



FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Itinerary Detail


Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Selected Itinerary







Garden Suite
+ Breakfast in Bed
+ Wine and Cheese picnic

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

Dates
Check In Friday, April 29, 2005
Check Out Wednesday, May 4, 2005

Number of Travelers
Adults 2
Children 2


 [E-mail this itinerary](#)
 [View printable version](#)
 [Download to handheld](#)
 [Add to calendar](#)

Contextual Help
[How can I add more to my package?](#)
[Will I get a confirmation email?](#)
[Frequently asked questions](#)

Best Rate Guarantee
[What's This?](#)

My Account

Reserved Rooms and Packages

NAME	CHECK IN	CHECK OUT	ADULTS	CHILDREN
 Garden Suite Breakfast in Bed...	04/29/2005	05/04/2005	2	2
View Golf Suite	04/29/2005	05/04/2005	1	0

Make a new reservation

Book Your Tee Time at the Naple Grande

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)

Arrive in Style

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)

Reserve a private gulf tour

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet.

[Add to reservation](#)

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Ancillary Services

[About Taj](#) [Press Room](#) [Contact Us](#) [Register Tata.com](#)





Rambagh Palace, Jaipur, India



Taj Hotel Locator 

STAY AT TAJ HOTELS & WIN!

Make a reservation on the Taj website, complete your stay before June 30, 2005, and get rewarded. » [Know more](#)

Reservations
Taj Hotel Finder
Taj Spas
Food and Wine
Event Planning
Taj Holidays


Book a Private Jet

About Taj | Press Room | Contact Us | Register | Tata.com

Reservations
Taj Hotel Finder
Taj Spas
Food and Wine
Event Planning
Taj Holidays

TAJ
Hotels Resorts
and Palaces

Reservations



Authentication

You are reserving the following :

HOTEL » The Taj Mahal Hotel	» Begin a new search
CITY » NEW DELHI	» Book a private jet for your travel
Arrive : Saturday, April 30, 2005	
Depart : Monday, May 02, 2005	
Room(s) : 1	
Adult(s) : 1	
Child : 0	
Room Type : Deluxe room City/ pool view @ USD 165 Tajhotels.com Rate / night	
Resident of India : No	

Up-Sell/Cross Sell Opportunities

It's Not What You Offer, It's How You Offer It

Gift Certificates

Spa

Golf

Dining

Tennis

Kid's Camp

Cabana Rental

Limo Services

Helicopter Tour

Upon-Arrival Room Svc

Breakfast in Bed

Honeymoon Package

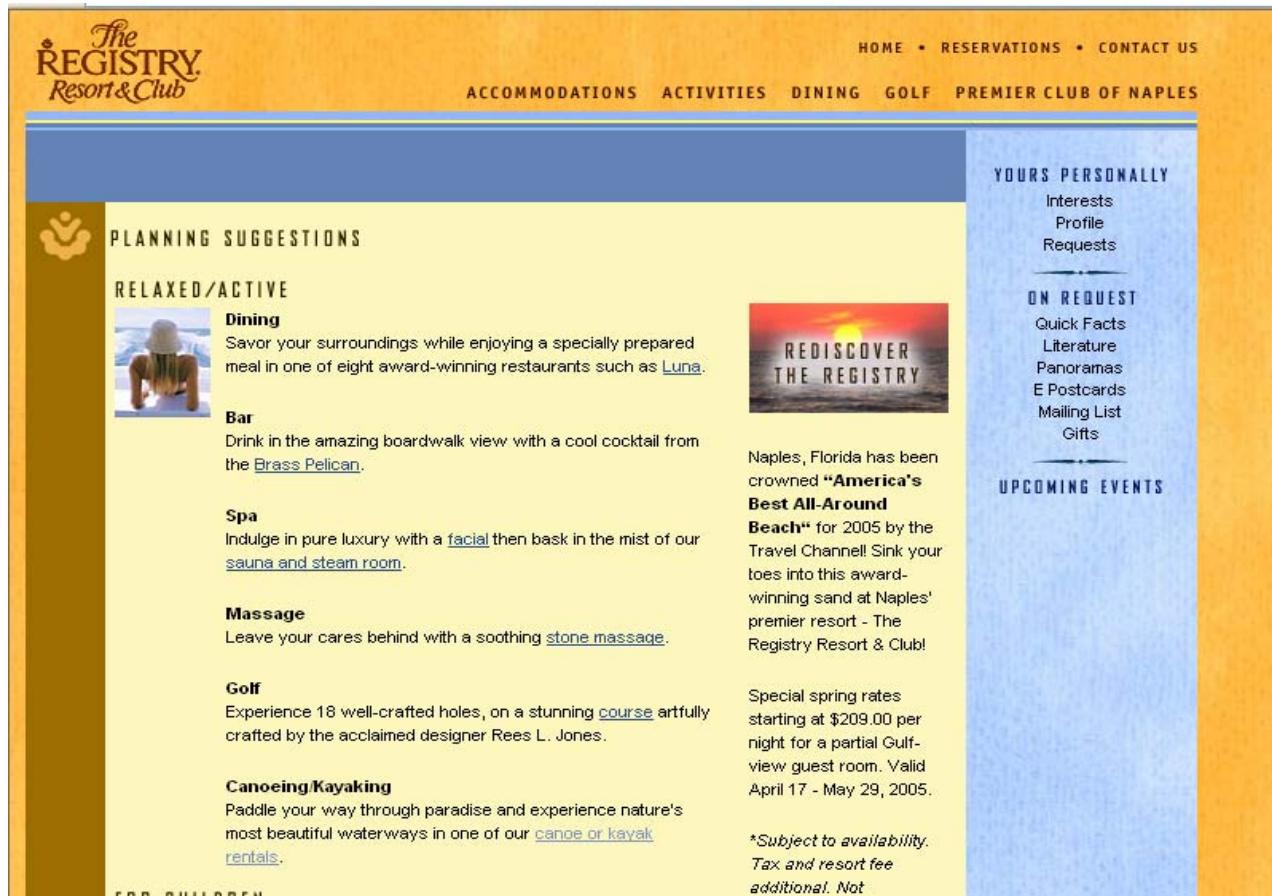
Retail Goods

Sportfishing

Sunset Cruise

Vacation Planner

Opportunity – Drive Revenue through the Vacation Planner Tool



The Registry Resort & Club website interface. The header includes the logo and navigation links: HOME • RESERVATIONS • CONTACT US. Below the header is a secondary navigation bar with ACCOMMODATIONS, ACTIVITIES, DINING, GOLF, and PREMIER CLUB OF NAPLES. The main content area is divided into sections: PLANNING SUGGESTIONS (RELAXED/ACTIVE), YOURS PERSONALLY, ON REQUEST, and UPCOMING EVENTS. The PLANNING SUGGESTIONS section includes links for Dining, Bar, Spa, Massage, Golf, and Canoeing/Kayaking. The YOURS PERSONALLY section includes links for Interests, Profile, and Requests. The ON REQUEST section includes links for Quick Facts, Literature, Panoramas, E Postcards, Mailing List, and Gifts. The UPCOMING EVENTS section includes a link for Special spring rates.

The Registry Resort & Club

HOME • RESERVATIONS • CONTACT US

ACCOMMODATIONS ACTIVITIES DINING GOLF PREMIER CLUB OF NAPLES

PLANNING SUGGESTIONS

RELAXED/ACTIVE

Dining
Savor your surroundings while enjoying a specially prepared meal in one of eight award-winning restaurants such as [Luna](#).

Bar
Drink in the amazing boardwalk view with a cool cocktail from the [Brass Pelican](#).

Spa
Indulge in pure luxury with a [facial](#) then bask in the mist of our [sauna and steam room](#).

Massage
Leave your cares behind with a soothing [stone massage](#).

Golf
Experience 18 well-crafted holes, on a stunning [course](#) artfully crafted by the acclaimed designer Rees L. Jones.

Canoeing/Kayaking
Paddle your way through paradise and experience nature's most beautiful waterways in one of our [canoe or kayak rentals](#).

REDISCOVER THE REGISTRY

Naples, Florida has been crowned **"America's Best All-Around Beach"** for 2005 by the Travel Channel! Sink your toes into this award-winning sand at Naples' premier resort - The Registry Resort & Club!

Special spring rates starting at \$209.00 per night for a partial Gulf-view guest room. Valid April 17 - May 29, 2005.

**Subject to availability. Tax and resort fee additional. Not*

YOURS PERSONALLY
[Interests](#)
[Profile](#)
[Requests](#)

ON REQUEST
[Quick Facts](#)
[Literature](#)
[Panoramas](#)
[E Postcards](#)
[Mailing List](#)
[Gifts](#)

UPCOMING EVENTS

Golf Landing Page

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9610

Logo / Branding®

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | **GOLF** | SPA | ACTIVITIES

Golf Package One
Another Golf Package
Package Three

Photo Gallery
Contextual Help / FAQs

Select Dates

PREV MONTH

NEXT MONTH

March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In

MM / DD / YYYY

Check Out

MM / DD / YYYY

Adults

Children

Number of Travelers

2

2

Golf

Rich Media

Interactive Map

Link to Packages

The Naples Grande Experience

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Increase Conversion

- Book within 8 clicks or within 8 minutes
- Full disclosure/No ambiguity
- Best Rate Guarantee
- Maximizing user ability without making the user THINK
- Simple, Intuitive & Consistent
- Fulfilling Customer Expectation

Increase Basket Size

- Comparison Functionality (show all available on one page view)
- Compare side by side (value)
- Customer-created dynamic packaging
- Ease of shopping (post-purchase upsell)
- My Account/Vacation Planner

Facilitate Booking

- Enhance Vacation Planner functionality to drive booking
- Easy to Use Format/Form Labels
- Contextual Help
- Saving the Profile Information
- Shopping Cart View Concurrent entering Credit Card information

Top Tier Recommendation

To support the targeted goals of:

- Increasing Conversion
- Increasing Basket Size
- Facilitating Booking

RTP has designed a Custom Booking Engine Solution that will not only achieve these goals, but allow the Blackstone Group to leapfrog their competition and bring the online travel experience to a new level of user expectation.

Second Tier Recommendation

To support a turn-key solution using the Current OneScreen product, RTP has illustrated how specific enhancements can significantly improve the user experience by:

- expanding functionality
- leveraging common user behaviors
- guiding the user through contextual cues

Rich Media Recommendations

Homepage Wire Frame

Logo / Branding®		Registry Resort & Club 475 Seagate Drive Naples, Florida 34103 Toll Free: 800-247-9810
RESERVATIONS ACCOMMODATIONS PACKAGES GOLF SPA ACTIVITIES		MY ACCOUNT LOGIN
Search for Accommodations Check In: <input type="text" value="MM / DD / YYYY"/> Check Out: <input type="text" value="MM / DD / YYYY"/> Number of Travelers: Adults: <input type="text" value="2"/> Children: <input type="text" value="2"/> Best Rate Guarantee What's This? <input type="button" value="Search"/> Be the first to know Sign up for our email newsletter! Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec. Email Address: <input type="text"/> <input type="button" value="Submit"/> Privacy Policy	Words	Rich Media
FAMILY GROUPS TRAVEL AGENTS RESERVATIONS ACCOMMODATIONS PACKAGES GOLF SPA ACTIVITIES NAPLES ABOUT REGISTRY PRESS EMPLOYMENT PRIVACY		

Accommodations Screen

Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Garden Suite
Golf Suite
Corner Penthouse
Ocean View

Photo Gallery
Contextual Help / FAQs

Select Dates

PREV MONTH

NEXT MONTH

March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In

MM / DD / YYYY

Check Out

MM / DD / YYYY

Number of Travelers

Adults 2

Children 2

Accommodations

1 SELECT DATES
2 ENTER GUEST INFORMATION
3 RECEIVE CONFIRMATION

Garden Suite

Select to Compare

View Room Details

Book this Room

Make a Package

Book this Package

Golf Suite

Select to Compare

View Room Details

Book this Room

Make a Package

Book this Package

Corner Penthouse

Select to Compare

View Room Details

Book this Room

Make a Package

Book this Package

Price Per Day Breakdown

Best Rate Guarantee

What's This?

Add breakfast in bed




Add golf membership

Wine & Cheese Picnic

Add spa treatment for 2

COMPARE SELECTED

Results 1-3 of 7



FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

RTP | Resort Technology Partners

Details Screen

Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES

Garden Suite
Golf Suite
Corner Penthouse
Ocean View
Photo Gallery
Contextual Help / FAQs

Select Dates
◀ PREVIOUS MONTH NEXT MONTH ▶
March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2


April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In: MM / DD / YYYY
Check Out: MM / DD / YYYY
Number of Travelers: Adults: 2 Children: 2

Accommodations
1 SELECT DATES
2 SELECT ROOM
3 ENTER GUEST INFORMATION
RECEIVE CONFIRMATION →

Garden Suite
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.
Price Per Day Breakdown
View Other Suites
Book this Room
Best Rate Guarantee
What's This?
Make a Package
Add breakfast in bed
Add golf membership
Wine & Cheese Picnic
Add spa treatment for 2
Book this Package
Features
• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae
• Sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit
• Consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum
To reserve this room, you can...
Use our on-line reservations service
Email us at Reserv@naplesresort.com
Call the Hotel at 239-597-3232


VIRTUAL TOUR
◀ PREVIOUS PHOTO | NEXT PHOTO ▶
Specifications
2 Bedroom
1 Bath
1200 Square Feet
Floor Plan

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Landing Page

Logo / Branding®

Registry Resort & Club
475 Seagate Drive
Naples, Florida 34103
Toll Free: 800-247-9810

MY ACCOUNT | LOGIN

RESERVATIONS | ACCOMMODATIONS | PACKAGES | **GOLF** | SPA | ACTIVITIES

Golf Package One
Another Golf Package
Package Three

Photo Gallery
Contextual Help / FAQs

Select Dates

◀ PREV MONTH NEXT MONTH ▶

March 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

April 2005

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Check In

Check Out

Number of Travelers

Adults

Children

Golf

Rich Media

Interactive Map

Link to Packages

The Naples Grande Experience

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque odio pede, rutrum vitae, sagittis nec, auctor ut, lectus. Maecenas gravida dignissim velit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus id dui in tellus tempus interdum.

FAMILY | GROUPS | TRAVEL AGENTS

RESERVATIONS | ACCOMMODATIONS | PACKAGES | GOLF | SPA | ACTIVITIES | NAPLES | ABOUT REGISTRY | PRESS | EMPLOYMENT | PRIVACY

Thank You