

User Matrix

through....	User is seeking...			
	Destination	Vacation Type	Specific Resort	Unknown/Unsure (Blank Slate)
Web Search	(1) Valerie searches for Patagonia .	(2) Lauren searches for a Spa Getaway .	(3) Tim searches for Auberge du Soleil , Napa.	(10) Jerry is browsing for a vacation next year .
Distribution Partner	(4) Tad is reading an article about Kauai .	(5) Bill is buying a book on Ecotourism .	(6) Joan researches The Oriental , Bangkok on Yahoo Travel.	
Direct Customer	(7) Phil's custom RSS touts a new New Zealand video tour.	(8) Tyler is booking his Honeymoon .	(9) Christine gets a newsletter with a deal for Las Brisas , Acapulco.	(11) Elaine is impulse shopping for a getaway in two weeks .

Web Search

(1) Valerie searches for Patagonia

Valerie wants to do something different for her vacation this year. She's heard that Patagonia is an amazing place, so she searches for "Patagonia Travel" on Google. One of the top results is "Video Guide to Patagonia by Voyages." Perfect. Video is the best way to see what it's really like.

Valerie clicks on the link and is taken to the Patagonia page on the Voyages website. Central on the page is the video player. Valerie clicks on the large play button in the middle of the player and the tour begins. It's a 2-minute overview that also points out the other video available about Patagonia that cover specific aspects of the region—fishing, whale watching, mountains, etc.

Valerie watches a couple of the other short video clips. She also reads some of the comments from other users, which all speak of the unbelievable beauty of Patagonia. Valerie is loving this and wants her husband to look at this while he's at work, so she uses the Email to a Friend function which allows her to add her own message: "Fred, We have to go!"

After she sends the message, Valerie clicks on the "Travel Package Deals for Patagonia" link which takes her seamlessly to the reservation engine. She begins playing around with different dates, finds a time that she thinks will work for her and her husband and sees the packages available. She picks the Spa Living package and saves her itinerary so she can make the reservation later after chatting with her husband.

(2) Lauren searches for Spa Getaway

Last time Lauren and her friends met at Pinkberry, they decided they needed a girls' weekend away from their husbands. Lauren's the go-to person in the group for anything internet, so she was put to work to find the perfect place at a good price.

Lauren goes to Yahoo and searches for Spa Getaway. She's a visual person and immediately goes to the Video Results. One of the top results is "Nirvana--A look at the World's Greatest Health Resorts: Southwest US Getaways." This looks interesting. Staying in the Southwest would certainly make traveling easier. Lauren clicks on the thumbnail which takes her to the Voyages site.

The page she lands on is titled "Southwest US Spas" and is part of the Spa Vacation section of the site, which is divided into locations. She sees the player for the "Nirvana" video and begins playing. As each spa is covered in the video, information for that spa is highlighted next to the video. The first two seem a bit too spiritual, so she skips to the third video segment by clicking on it in the information pane to the right. This is the El Monte Sagrado in Taos, New Mexico. Beautiful, small, and most importantly lots of spa services to pamper the girls.

Lauren clicks on "See packages for El Monte Sagrado." She finds the dates that the girls had agreed on and decides she's going whether or not the rest of the gang comes along. Lauren books her package right there and then. After booking, Lauren sees the message, "Invite your friends and family to join you." She clicks on it, enters the names and email addresses of her friends along with a personal note and clicks "Invite." Her friends receive a custom email with an embedded video segment of the El Monte Sagrado. with a link that takes them directly to this package for easy booking. Kathy and Jane book, but Sue decides to check out other options on the site and book her own vacation.

(3) **Tim searches for Auberge du Soleil**

Everybody talks about the Auberge and Tim wants to surprise his boyfriend Dan with a lavish weekend away for their fifth anniversary. Before he books it, he wants to know if it's really worth the cost and the hype. Tim goes to Google and searches for Auberge du Soleil. He sees the official site in the top results, but also sees a result titled, "Deals on Conde Nast Traveler's Top 10 US Resorts," with the text excerpt highlighting the Auberge. Hmm. It must be a great place.

Tim clicks on the link and is taken to the Voyages site. There's a Top 10 list with Conde Nast Traveler branding. Scanning the list reveals the Auberge at number 3. Tim clicks on the link and is taken to the detail page for Auberge where he watches the video presentation of the hotel. Dan's gonna love this place, although Tim is hoping to hide the fact that they have wireless internet.

Tim clicks on "See Packages for Auberge du Soleil." He is taken to the transaction engine pages. He immediately unchecks "Air Travel" as they will be driving from San Francisco. The list of deals is automatically modified for "Hotel Only." Tim picks a package that also includes a tour of 5 vineyards. It's best they are driven around if they are going to go wine tasting. Tim enters all his info and selects, "Remember My Info: Create an Account" as he makes his reservation. He is asked to supply a username and password, and then his transaction is done...just as Dan gets home from work.

Distribution Partner

(4) **Tad is reading an article about Kauai**

Tad has always been a fan of the Lonely Planet books, so when he wanted to get some information on Kauai, he went right to the Lonely Planet site. He navigates to the Kauai section and reads some of the Bluelist entries to get a feel for what real people did on the island. Tad likes reviews and comments by real people. On the At a Glance page, Tad sees a video player and clicks the big play button.

The video playing is "Kauai in a Minute" presented by Voyages. At the end of the video, Tad is presented with two options in the video window: "Book a Kauai Vacation Package" and "Learn More about Kauai." Tad always wants more info, so he clicks on Learn More and is taken to the Kauai Destination detail page on the Voyages Site.

Tad sees there are several more videos to choose from, several photo albums, a list of special deals, and something called "Been There." It's videos of Kauai taken by actual vacationers just like him. Perfect. Tad watches three different videos and is completely sold on Kauai. The third video, which was the most impressive,