

**Creative Presentation** 

seattle the **wunderman** network



# Concept: Pacific

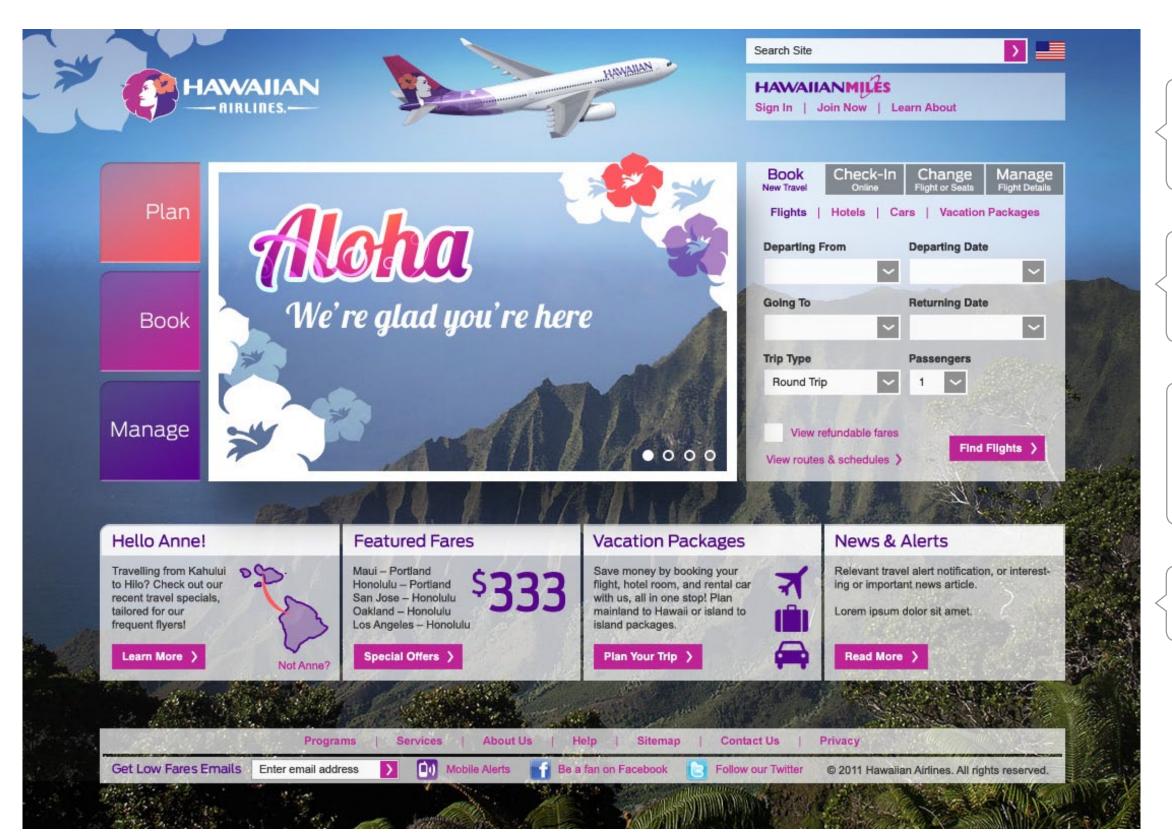
Boundless & Expansive

For most people, Hawaii is the ultimate destination. It evokes feelings of warmth and tranquility, and conjures daydreams of expansive, luscious, and mythical beauty. Hawaii represents a sweet release from the strict parameters and routines of daily life. A place where you can discover the best of yourself over and over again.

- The unrestricted beauty is enhanced by utilizing a very open and transparent modular layout, allowing the full screen imagery to shine through and provide the ambience it deserves.
- The postcard border design element leverages the background imagery to display hero and page content, while keeping the design open and cohesive. It also conveys notions of nostalgia, beckoning you back to the islands.
- The user experience is meant to be easy and logical, using hover states to display necessary links without cluttering the design at rest.
- Whether using the site to explore the possibilities the islands have to offer, or just booking a ticket, the experience is meant to be seamless, relaxing, and fun to use.



## **Home Page**



#### **Backgrounds**

Beautiful full screen imagery swaps out depending on the content and page to provide an immersive experience.

#### **Postcard Mechanic**

Nostalgic postcard frames are used to deliver special content and offers, while fully integrating the background imagery.

#### Typography

The richly treated script font infuses an open and relaxed feel in the main headlines, while a clean and modern sans serif font is used for navigation and subheads to keep things streamlined and legible.

#### Modular Approach

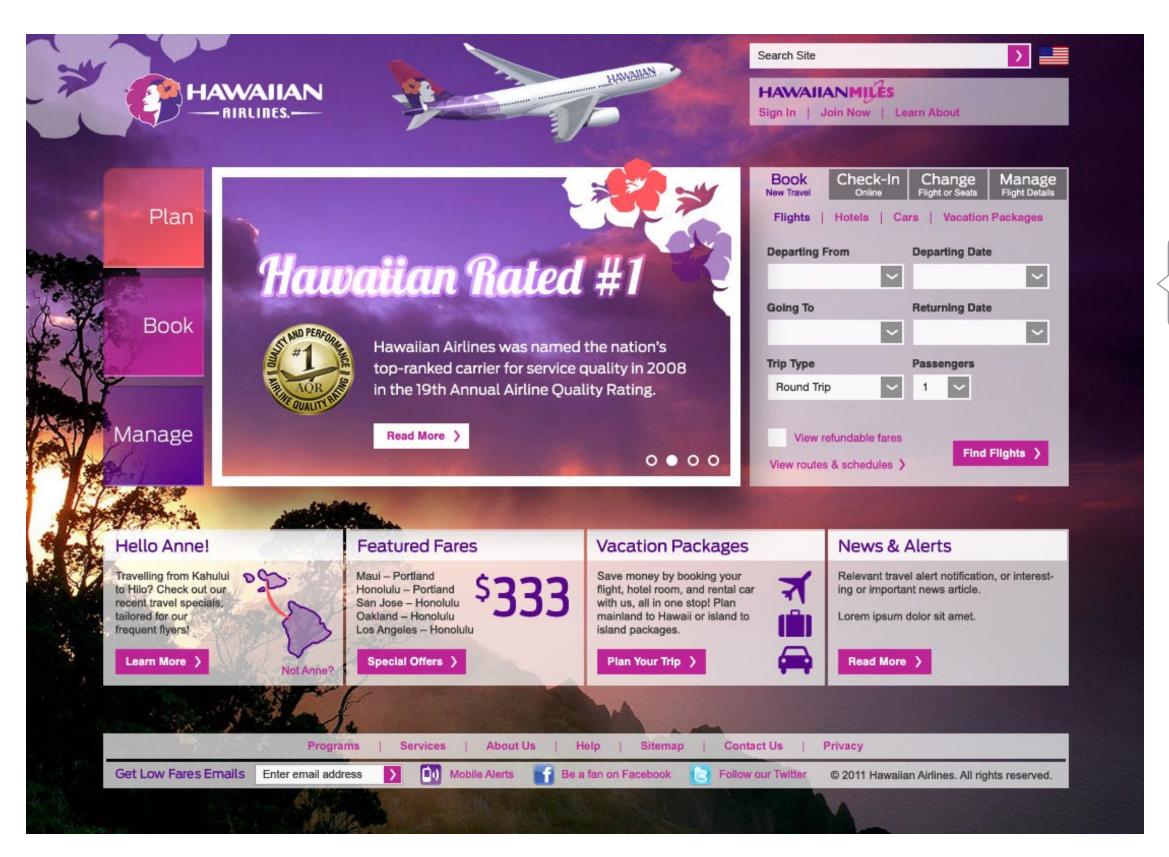
Content is neatly organized in transparent containers.







## **Home Page**

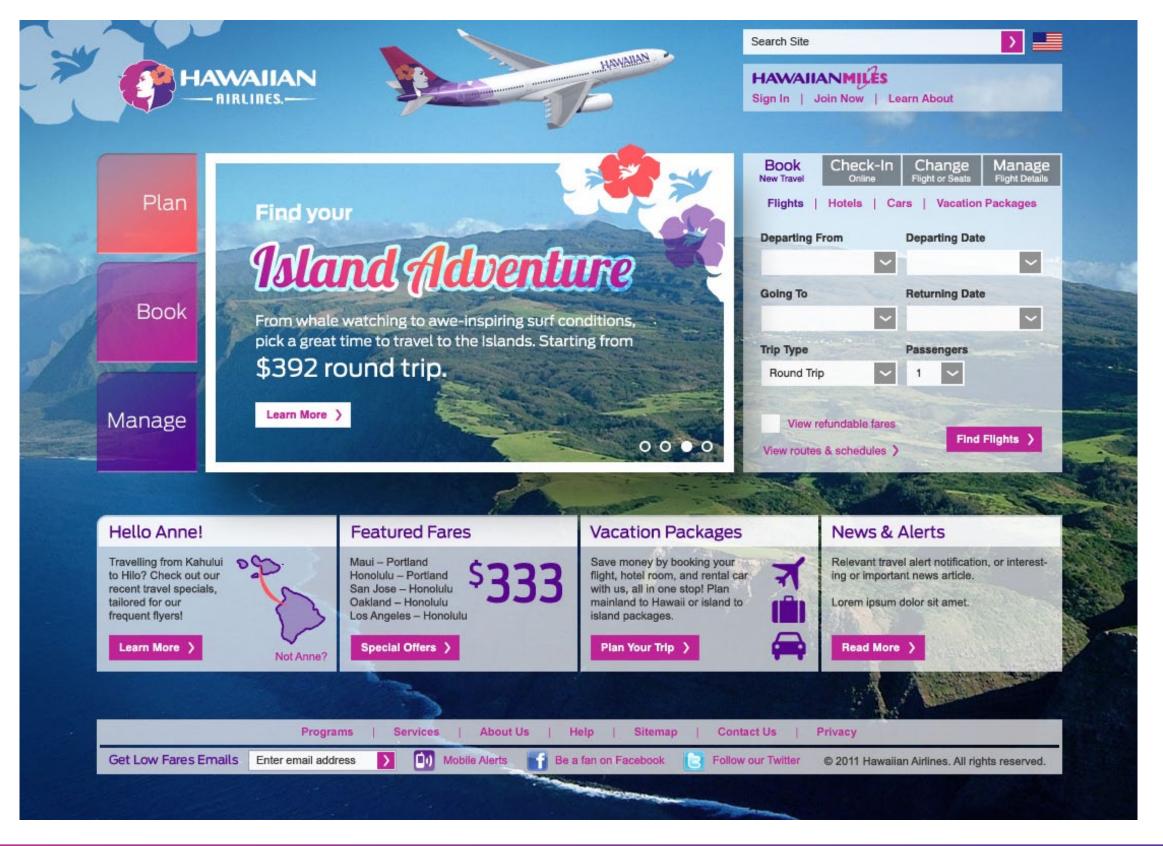


#### **Alternating Background**

As the hero content changes, so does the background as a way to keep it cohesive and engaging.











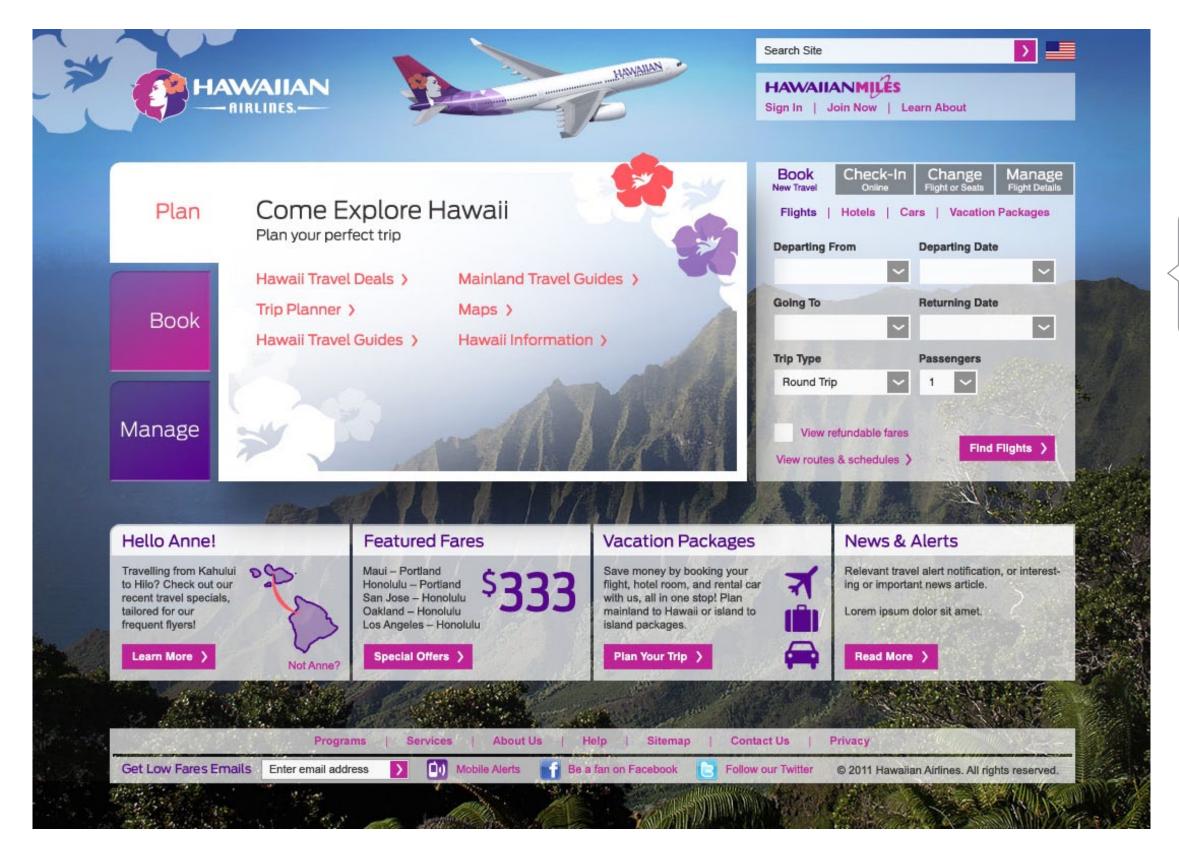
## **Home Page**









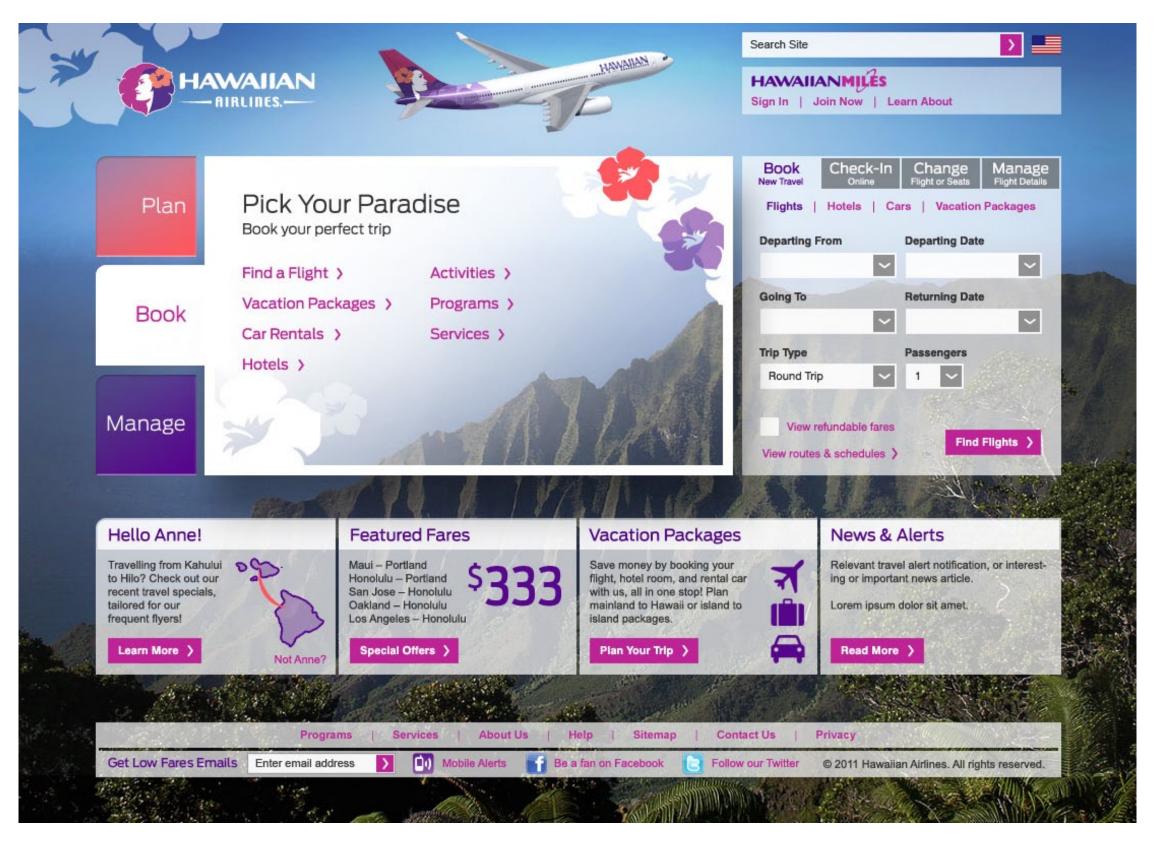


#### **Navigation**

Rolling over the main nav buttons will produce a hover state featuring all the sub page links. The window is partially transparent to keep the feel open and expansive.

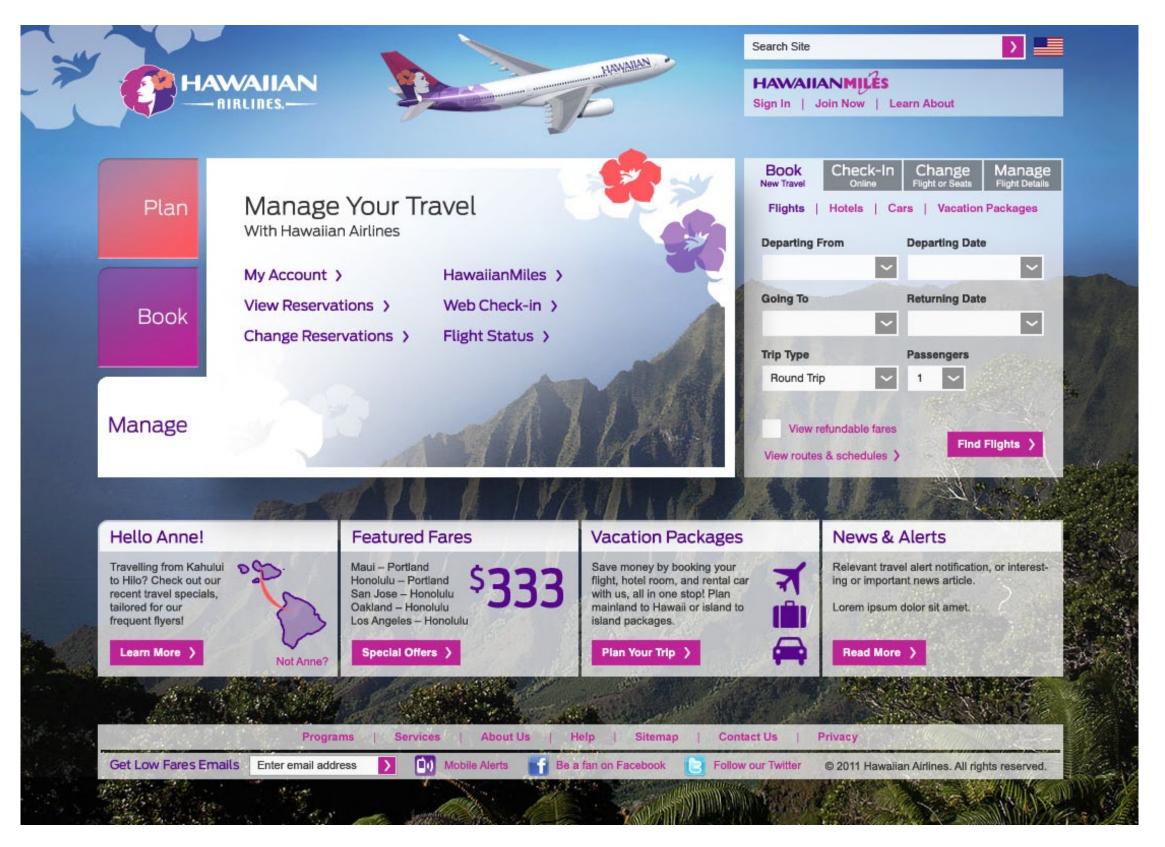




















#### **Footer Navigation**

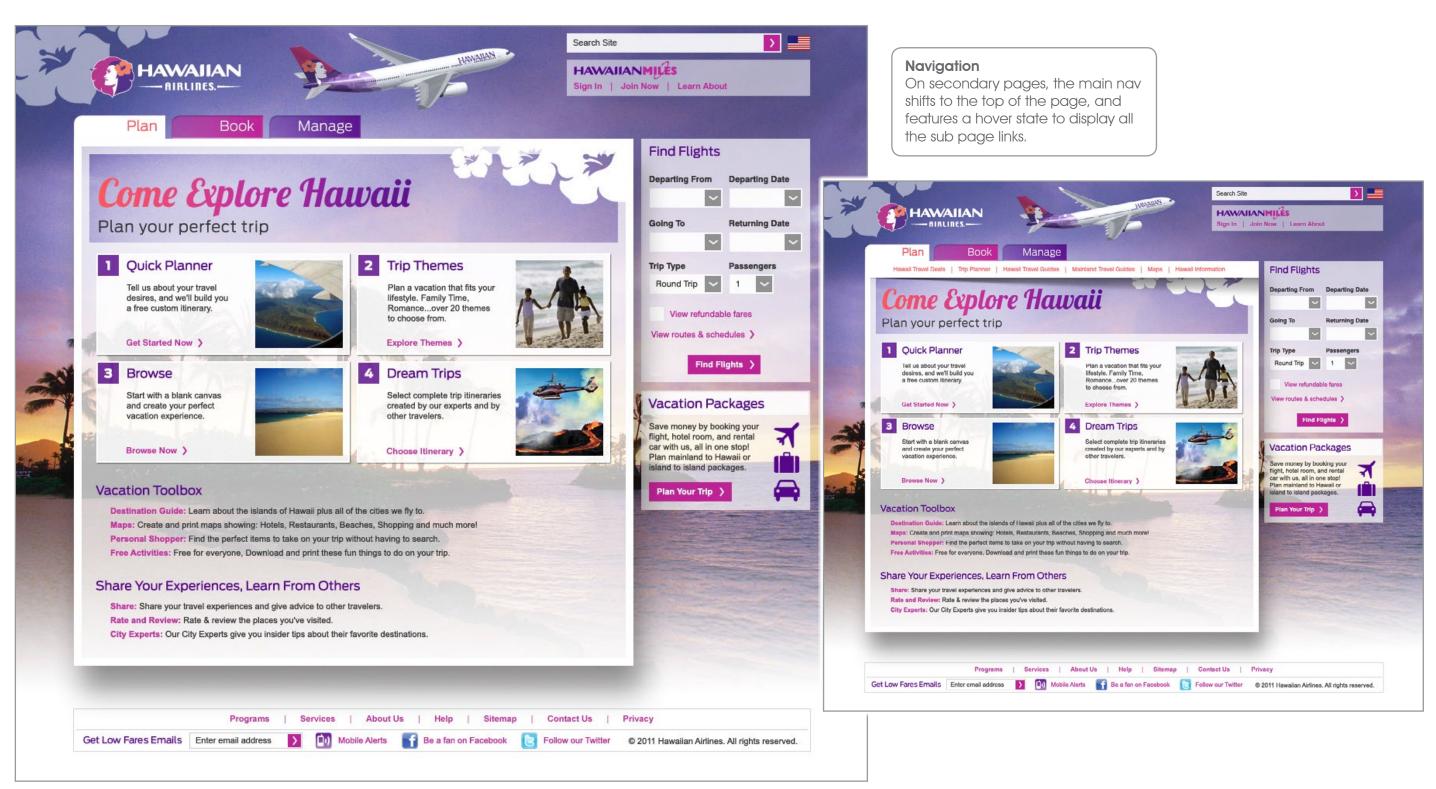
The footer contains additional lower level and social links. Applicable links feature a hover state on roll over, allowing for scalability of content without sacrificing clean design.





### Plan

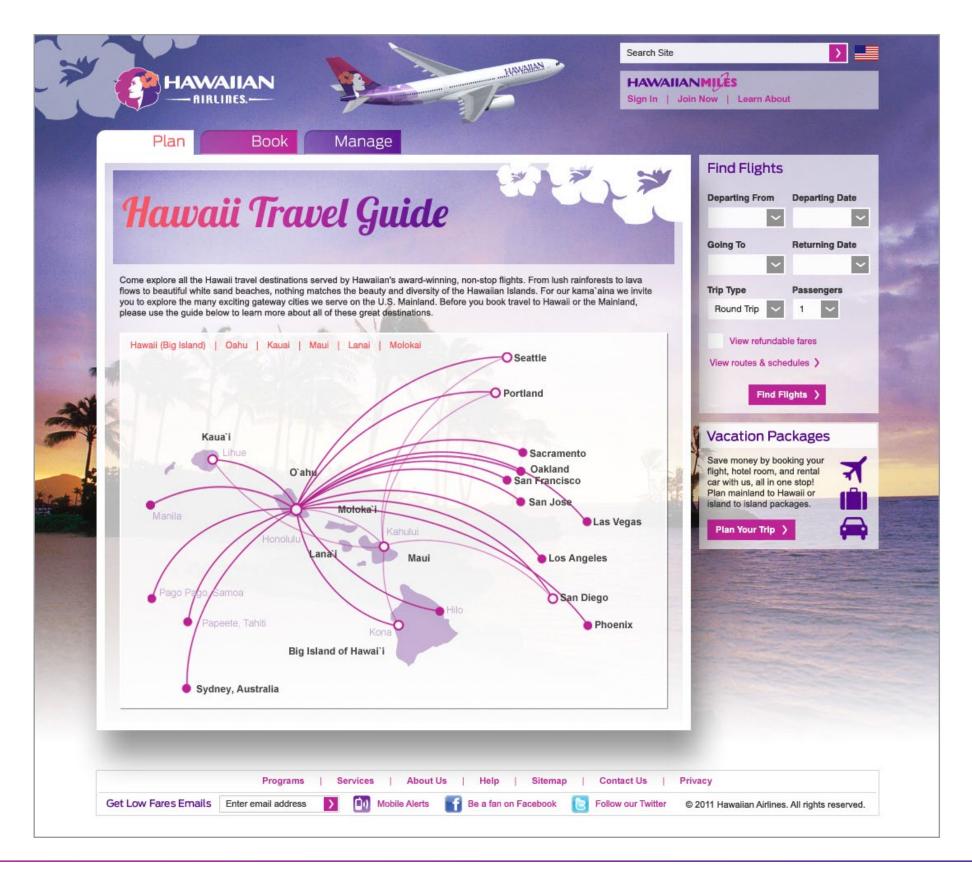
### Main Plan Page and Hover Navigation









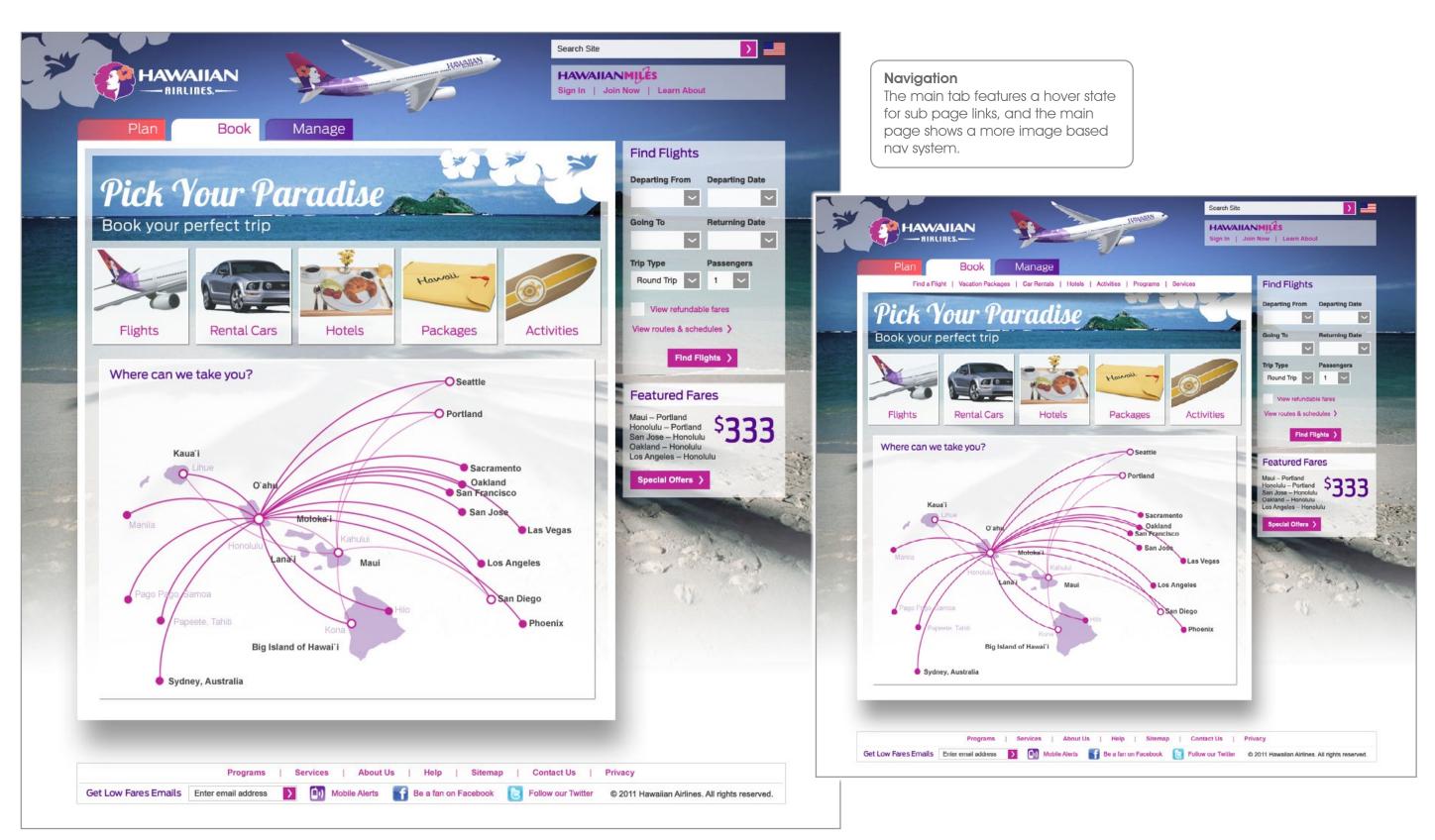






### Book

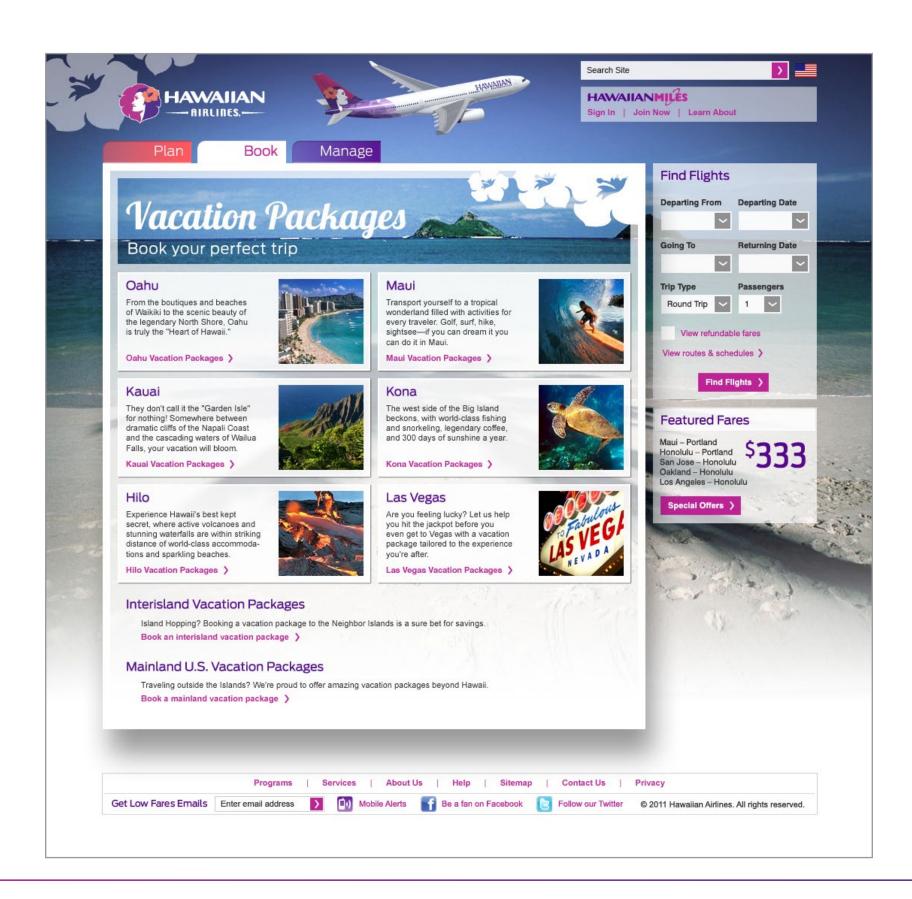
### Main Book Page and Hover Navigation





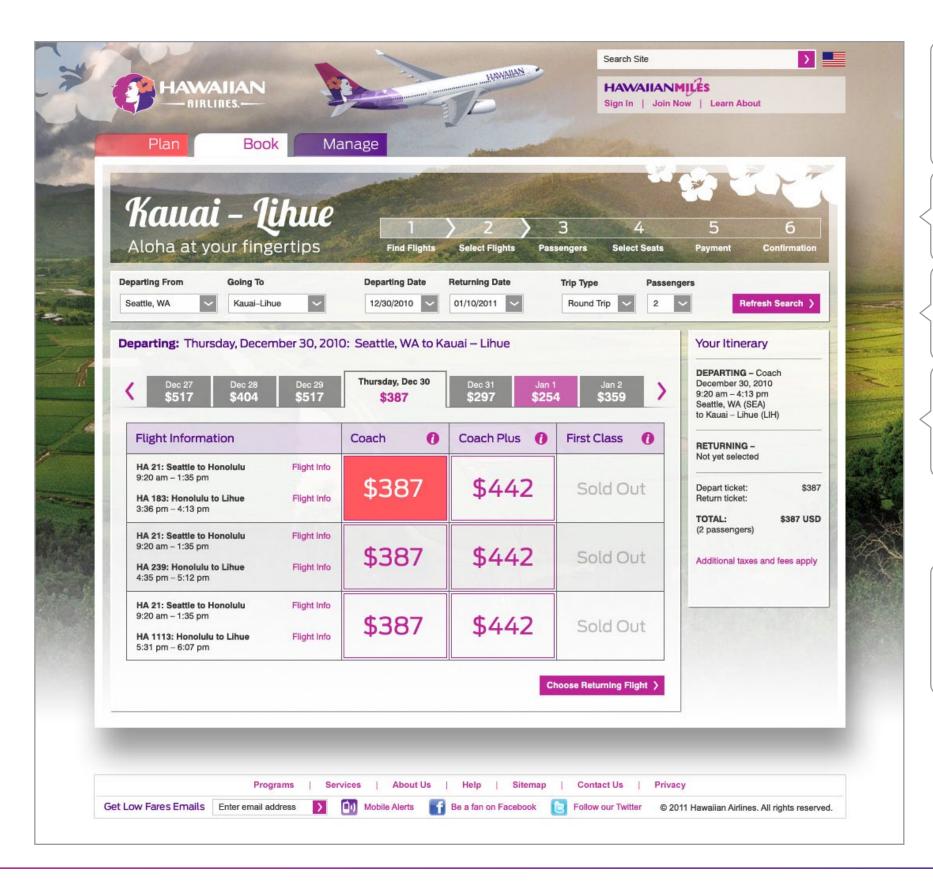












#### **Background**

Depending on the destination selected, the background will change to appropriately reflect it. If the destination is non-Hawaiian, a default background will be used.

#### **Progress Bar**

During the booking process, progress is highlighted to show the current step.

#### Search Flights

At any point, the option to enter new variables and refresh the search is available.

#### Itinerary

As flight information is being selected, the itinerary box automatically updates to reflect current choices.

#### Flight Selector

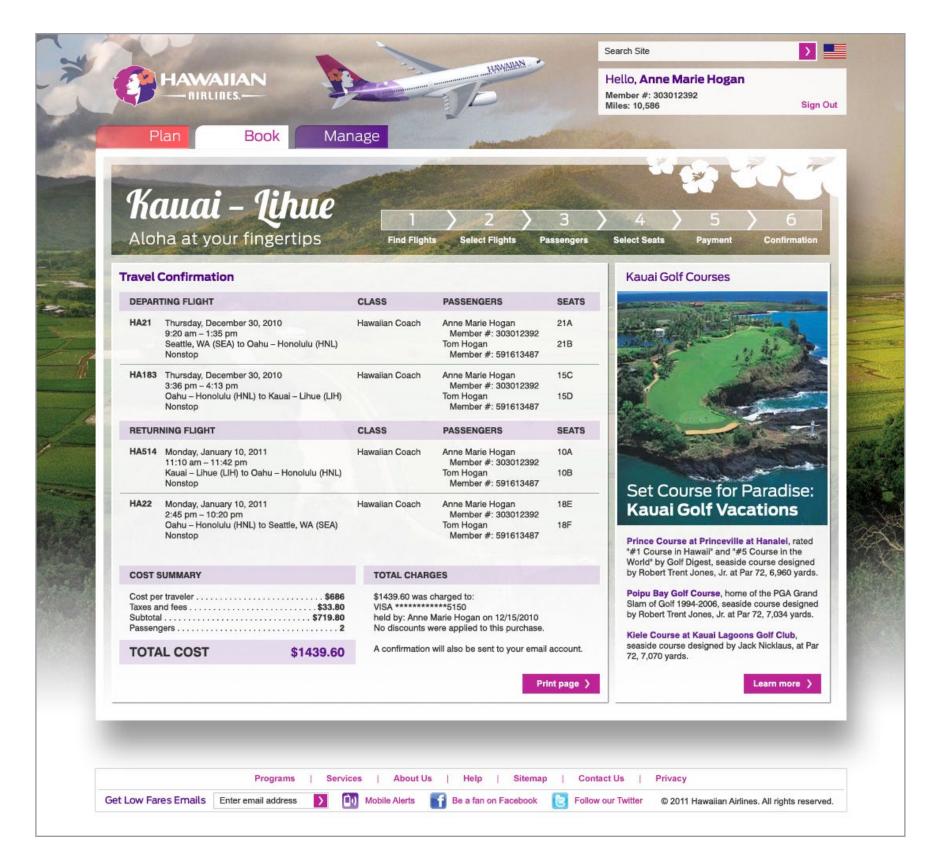
Based on variables entered, relevant flights display in a grid showing price and availability. The slider shows comparable prices within a week window around your selection.





### Book

### Confirmation Page and Email





#### Confirmation

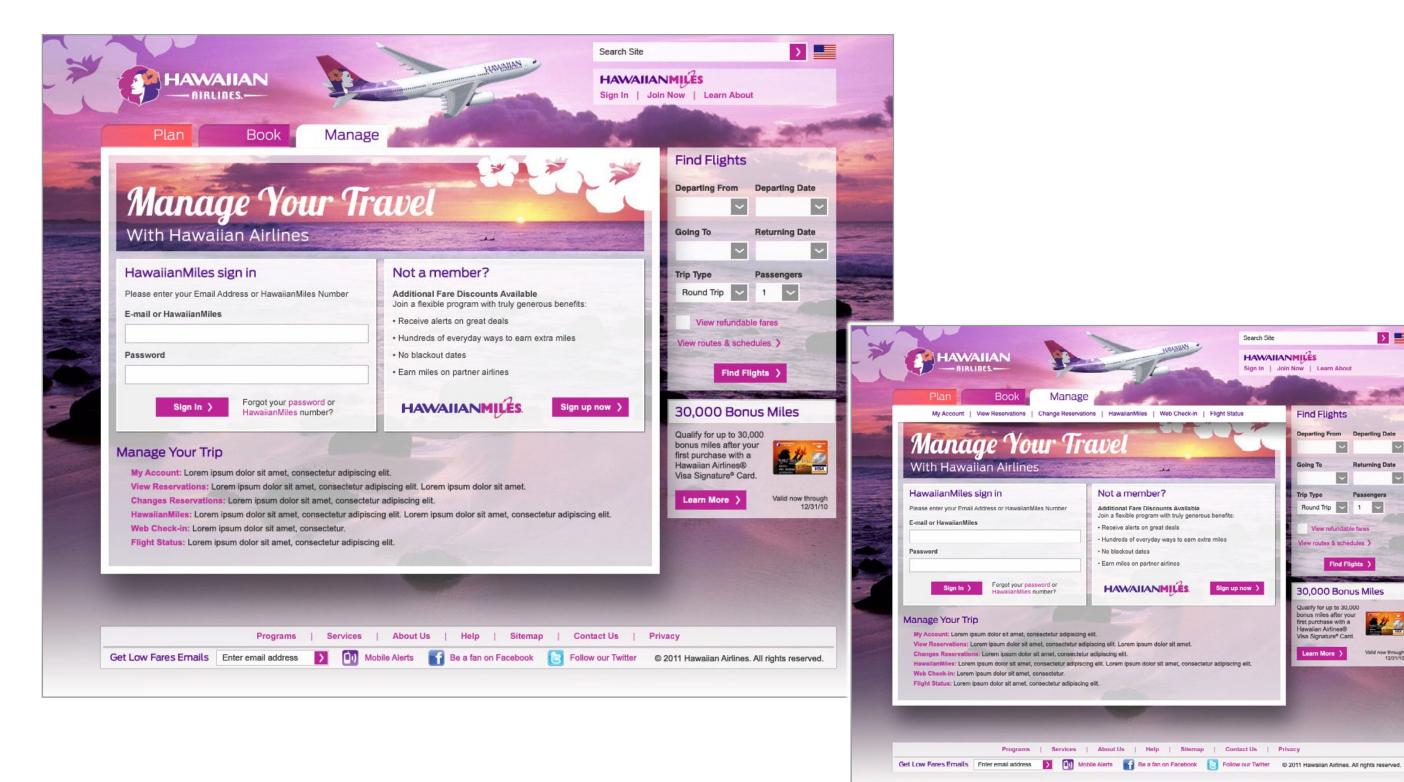
The confirmation page shows all the necessary info regarding your flight and transaction, and also features a right channel content box that serves up location related promotions, events, or information.











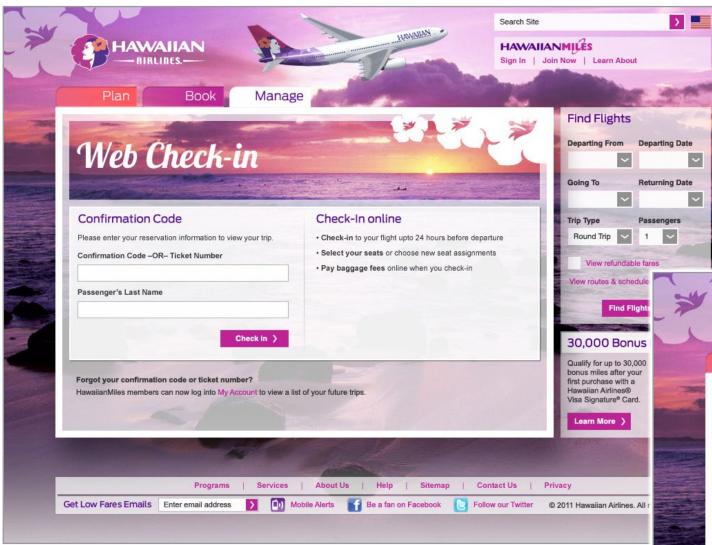


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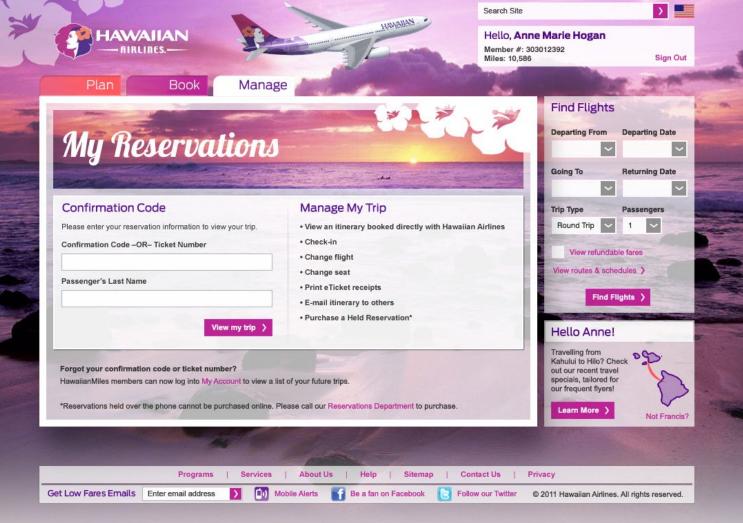
## Manage

### Web Check-In and My Reservations



#### Checking In

Logging in to your account is simple with confirmation code and last name. Once logged in, the right channel promotional box is tailored to your destination or habits on HawaiianAir.com.







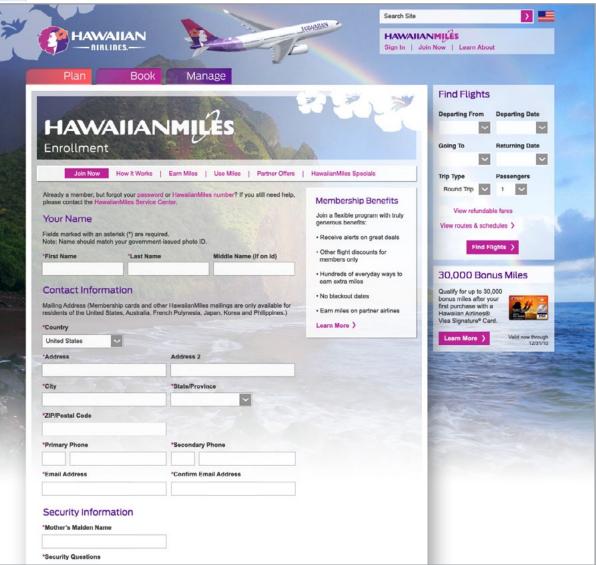
### **Hawaiian Miles**

### Main Page and Enrollment



#### Membership

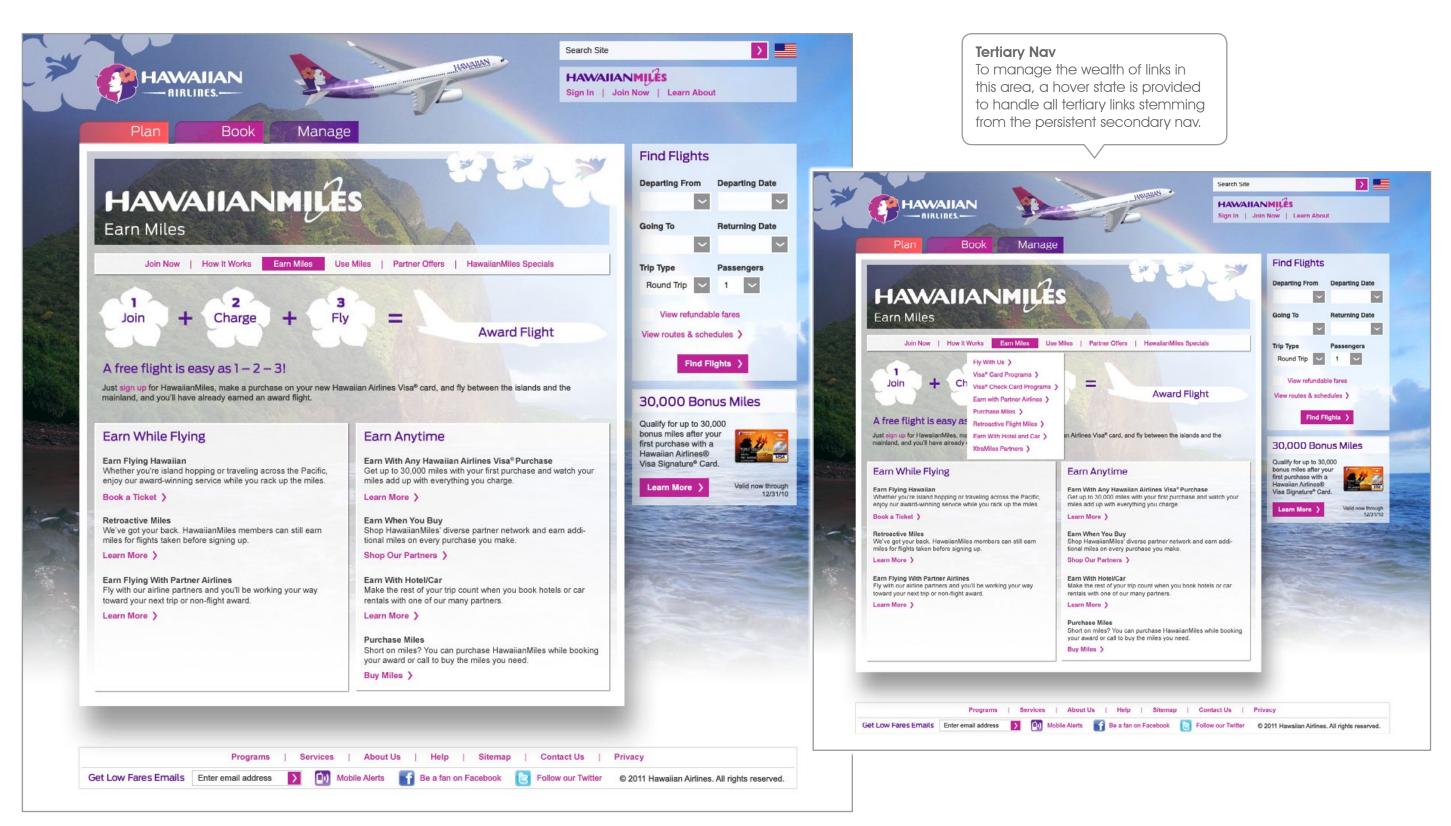
The HawaiianMiles section has yet again a distinctive look, and has a persistent secondary nav element.





### **Hawaiian Miles**

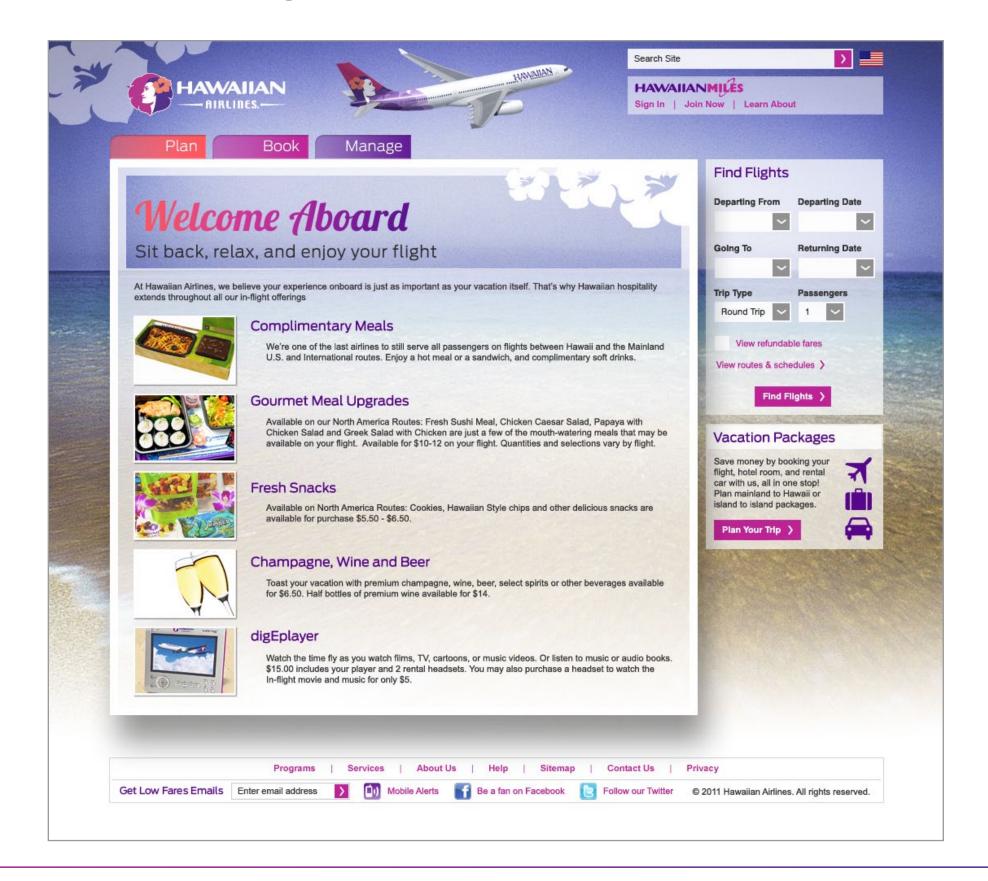
### Earn Miles Page and Tertiary Navigation







## Services/Low Level Pages







Mahalo!