

Project Title: **Cross-sell Version Test**  
Functional Spec Location: TBD  
Schematics Contact: Ryan Sims (rsims@hotwire.com)  
Project Owner: Leland Zimmerman (lzimmerman@hotwire.com)

**Goals:**  
consolidate package x-sells in the purchase path without harming cross-quote, purchase rate  
remove the standalone car x-sell without harming purchase rate  
reduce the exit rate from the funnel

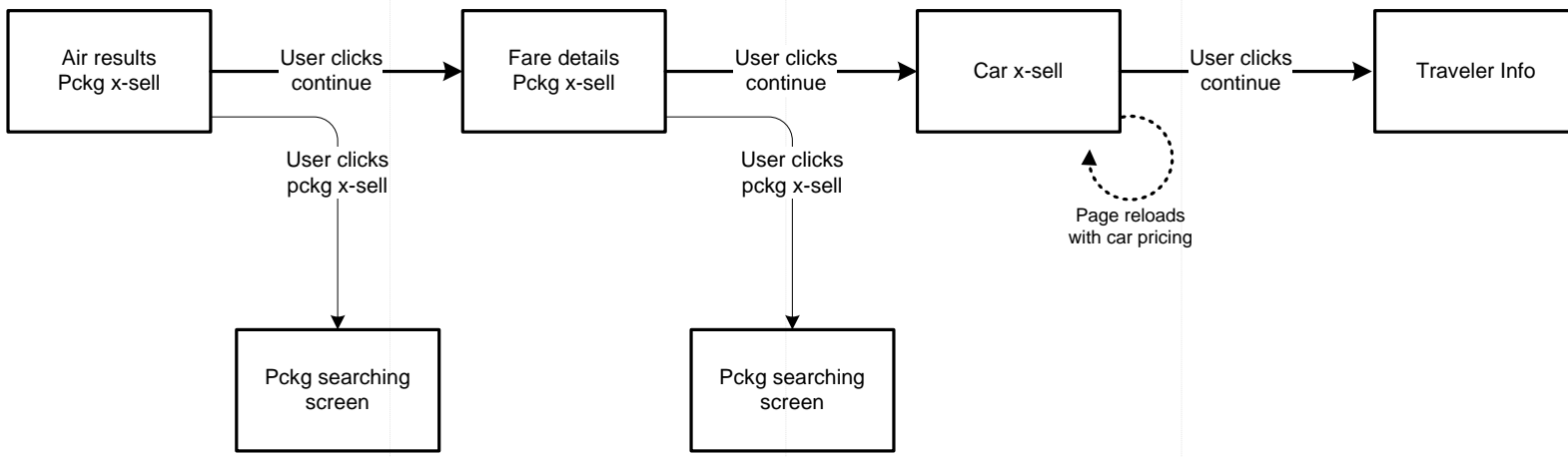
**Index**  
interaction flow  
air results v1 (control)  
fare details v1 (control)  
car cross sell v1 (control)

air results v2  
fare details v2

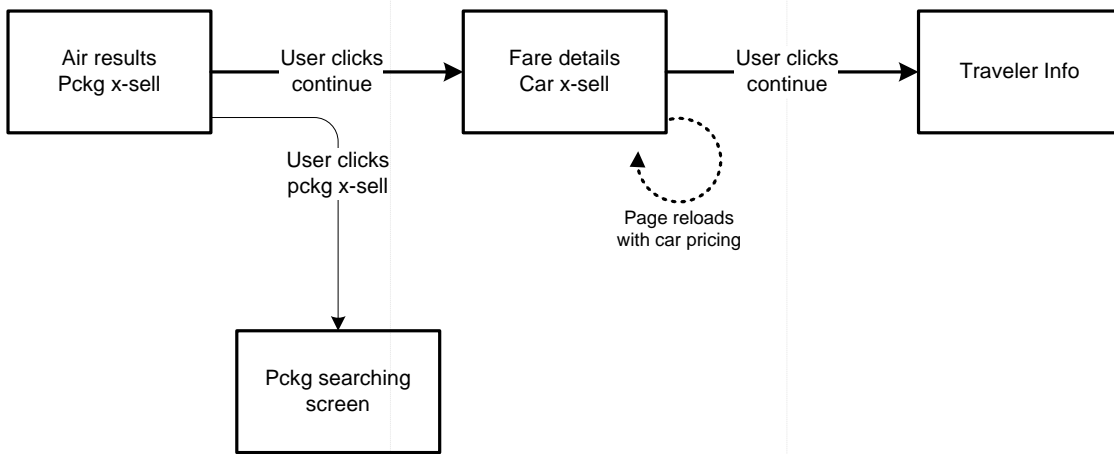
results v3  
fare details v3

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**Flow: Version 1 (Control)**



**Flow: Version 2 (All cross-sells on separate page)**





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### San Francisco, CA (SFO) to Chicago, IL (MDW)

Prices below include all taxes and fees, and are quoted in US dollars. Prices not guaranteed until booked.



Are your travel dates flexible? [Find fares from \\$169](#)

**\$199** roundtrip per person **Clearance Fare**

<b>Any time of day</b> outbound departure Fri, Jun 17 not a red-eye flight	San Francisco (SFO) to Chicago (MDW) <a href="#">Nonstop or 1 Stop</a>	<a href="#">Hotwire Airline Supplier</a>
<b>Any time of day</b> return departure Sat, Jul 2 not a red-eye flight	Chicago (MDW) to San Francisco (SFO) <a href="#">Nonstop or 1 Stop</a>	<a href="#">Hotwire Airline Supplier</a>

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**\$260** roundtrip per person **FlexSaver Fare**

<b>Afternoon</b> outbound departure Fri, Jun 17	San Francisco (SFO) to Chicago (MDW) <a href="#">Nonstop or 1 Stop</a>	<a href="#">Hotwire Airline Supplier</a>
<b>Morning</b> return departure Sat, Jul 2	Chicago (MDW) to San Francisco (SFO) <a href="#">Nonstop or 1 Stop</a>	<a href="#">Hotwire Airline Supplier</a>

**CONTINUE** ▶

**\$265** roundtrip per person **FlexSaver Fare**

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<b>Afternoon</b> return departure Sat, Jul 2	Chicago (MDW) to San Francisco (SFO) <a href="#">Nonstop or 1 Stop</a>	<a href="#">Hotwire Airline Supplier</a>

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**\$308** roundtrip per person **Regular Fare**

Regular fares offer **exact flight times** and airline names.

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**Staybridge Suites Schaumburg**  
★ ★ ★ ★ ★  
**Hotel features:** Suite, Complimentary Breakfast, Pool(s), Fitness Center, Kitchenette, High-Speed Internet Access, Laundry Facilities (self-service).

**\$2,709** per person  
All taxes and fees included.

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Includes: 1 room for 16 nights, 1 roundtrip fare

[Other Chicago, Illinois packages....](#)

Le Meridien Chicago	★ ★ ★ ★ ★	
Omni Chicago Hotel	★ ★ ★ ★ ★	
Eaglewood Resorts	★ ★ ★ ★ ★	

[View all Chicago, Illinois packages](#)

**We can help you book this trip.**  
Call **1-866-468-9473**.  
For faster service, mention ref. #1234567890.

**Change your search**

**Departing:**  
SFO - San Francisco

06/17/05

**Returning:**  
CHS - Charleston

07/02/05

**Tickets:**  
1

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- Peak travel alert!**
- Avoid peak travel dates to find lower fares
  - Leave a week later (Fri 6/24 – Sat 7/9)
  - Leave a week earlier (Fri 6/10 – Sat 6/25)

**Need exact flight times?**

- See Regular Fares from **\$308**

- Common Questions**
- When will I see my flight times?
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Note: This is the spec as of the release for PPI.

X-sell-vt\_v1.5.vsd -



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### About your trip

Please review the following details:

**Your total airfare: \$254 per person** (includes all applicable [tax recovery charges](#) and fees)

**Any time of day** outbound departure  
 Fri, Jun 17

San Francisco (SFO) to Chicago (MDW)  
[Nonstop or 1 Stop](#)

[Major US Airline](#)

**Any time of day** return departure  
 Sat, Jul 2  
 not a red-eye flight

Chicago (MDW) to San Francisco (SFO)  
[Nonstop or 1 Stop](#)

[Major US Airline](#)

[When will I see my flight details?](#)

### What you get:

- Offers reserved seating - you'll never fly standby.
- Offers immediate ticketing, shown right after booking.
- Is on a major US airline.  
 United, American, Northwest, Continental, US Airways, America West, Delta Air Lines, Hawaiian or Aloha
- [DYNAMIC TEXT FOR RED-EYE]
- [DYNAMIC TEXT FOR RED-EYE]
- [DYNAMIC TEXT FOR RED-EYE]

### Why you'll save:

Major airlines use Hotwire to fill seats that would otherwise go empty. By allowing our suppliers to remain anonymous and choose your flight times, we negotiate fares significantly lower than those you'll find on other travel sites -- even the airline's own!

- You'll find out the exact flight times and airline name immediately after booking.
- You won't collect frequent flyer miles.
- You can't get a refund or exchange this ticket.

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Inter-Continental The Barclay New York	★★★★★	
Millennium Hotel New York Broadway	★★★★☆	
The Roosevelt Hotel	★★★★☆	
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#### Your trip

San Francisco (SFO) to  
New York City (LGA)

Depart: Fri, 07/15/05  
Return: Mon, 07/18/05

No. tickets: **1**  
Price per person: **\$469.00**  
Fee per ticket: **\$7.00**  
Subtotal: **\$476.00**

**Total Price: \$476.00**  
Includes tax recovery charges  
and fees. Prices are in \$USD.

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### Book a car now at our lowest price!

Your pick-up and drop-off at Los Angeles Intl will be coordinated with your flight times. The driver must be 25 or older, and present a credit card for deposit. [Change driver's age or deposit type](#)

- Compact car + \$12.95 /day
- Economy car + \$12.95 /day
- Mid-size car + \$14.95 /day
- Standard car + \$15.95 /day
- Full-size car + \$16.95 /day
- No Thanks.

Car types:\*



\*All car types may not be available.

All cars include unlimited mileage.

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**1. Price summary module states**

This spec documents the existing behavior for the pricing module on the details page.

1.A. This is the default view of the summary module. This module does not exist on the x-sell page today - however it has been coded for the traveler info page. The same module should be reused here.

Your trip	
San Francisco (SFO) to New York City (LGA)	
Depart:	Fri, 09/02/05
Return:	Mon, 09/05/05
No. tickets:	<b>1</b>
Price per person:	<b>\$469.00</b>
Fee per ticket:	<b>\$5.00</b>
Subtotal:	<b>\$474.00</b>
<b>Total Price:</b>	<b>\$474.00</b>
Includes tax recovery charges and fees. Prices are in \$USD.	

1.B. After the customer selects a car from the cross-sell module, the price in the summary module should be updated using DHTML to the display below **without a page refresh**.

Your trip	
San Francisco (SFO) to New York City (LGA)	
Depart:	Fri, 09/02/05
Return:	Mon, 09/05/05
The price has changed. <a href="#">Click here to update your total price</a>	

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1.C. Here is the display after the customer refreshes the price - the car rental is added in, the price is updated. This module exists on the traveler info page.

Your trip	
San Francisco (SFO) to Charleston (CHS)	
Depart:	Wed, 08/31/05
Return:	Tue, 09/06/05
No. tickets:	<b>1</b>
Price per person:	<b>\$341.00</b>
Fee per ticket:	<b>\$5.00</b>
Subtotal:	<b>\$346.00</b>
Economy car Charleston (CHS)	
Car Rental Days:	<b>6</b>
Price Per Days:	<b>\$18.95</b>
Subtotal:	<b>\$113.70</b>
Taxes:	<b>\$35.06</b>
<b>Total Price:</b>	<b>\$494.76</b>
Includes tax recovery charges and fees. Prices are in \$USD.	



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<b>Any time of day</b> return departure Sat, Jul 2 not a red-eye flight	Chicago (MDW) to San Francisco (SFO) <a href="#">Nonstop or 1 Stop</a>	<a href="#">Hotwire Airline Supplier</a>

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<b>Afternoon</b> return departure Sat, Jul 2	Chicago (MDW) to San Francisco (SFO) <a href="#">Nonstop or 1 Stop</a>	<a href="#">Hotwire Airline Supplier</a>

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#### Staybridge Suites Schaumburg

★★★★★

**Hotel features:** Suite, Complimentary Breakfast, Pool(s), Fitness Center, Kitchenette, High-Speed Internet Access, Laundry Facilities (self-service).

**\$2,709** per person

All taxes and fees included.

[Tell me more](#)

Includes: 1 room for 16 nights, 1 roundtrip fare

[Other Chicago, Illinois packages....](#)

Le Meridien Chicago	★★★★★	
Omni Chicago Hotel	★★★★★	
Eaglewood Resorts	★★★★★	

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We can help you book this trip.  
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**Departing:**  
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**Returning:**  
CHS - Charleston

07/02/05

**Tickets:**  
1

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**Peak travel alert!**

- Avoid peak travel dates to find lower fares
- Leave a week later (Fri 6/24 – Sat 7/9)
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- [When will I see my flight times?](#)
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### About your trip

Please review the following details:

**Your total airfare: \$254** (includes all applicable [tax recovery charges](#) and fees)

**Total cost for your trip**

Tickets: **1**  
 Price per ticket: **\$249.00**  
 Fee per ticket: **\$5.00**

**Total Price: \$254.00**

All taxes and fees included.  
 Prices are in US Dollars.

**Afternoon** outbound departure  
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 San Francisco (SFO) to  
 Chicago (MDW)  
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**Morning** return departure  
 Sat, Jul 2  
 Chicago (MDW) to  
 San Francisco (SFO)  
[Nonstop or 1 Stop](#)  
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### What you get:

#### We guarantee that this flight...

- Offers reserved seating - you'll never fly standby.
- Offers immediate ticketing, shown right after booking.
- Is on a major US airline.  
United, American, Northwest, Continental, US Airways, America West, Delta Air Lines, Hawaiian or Aloha
- [DYNAMIC TEXT FOR RED-EYE]
- [DYNAMIC TEXT FOR RED-EYE]
- [DYNAMIC TEXT FOR RED-EYE]

### Why you'll save:

Major airlines use Hotwire to fill seats that would otherwise go empty. By allowing our suppliers to remain anonymous and choose specific flight times within your preferred travel window, we negotiate fares significantly lower than those you'll find on other travel sites -- even the airline's own!

- You'll find out the exact flight times and airline name immediately after booking.
- You won't collect frequent flyer miles.
- You can't get a refund or exchange this ticket.

**Book a car now at our lowest price!**



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### About your trip

Please review the following details:

**Your total airfare: \$254** (includes all applicable [tax recovery charges](#) and fees)

**Afternoon** outbound departure      San Francisco (SFO) to Chicago (MDW)      [Major US Airline](#)  
 Fri, Jun 17      [Nonstop or 1 Stop](#)

**Morning** return departure      Chicago (MDW) to San Francisco (SFO)      [Major US Airline](#)  
 Sat, Jul 2      [Nonstop or 1 Stop](#)

[When will I see my flight details?](#)

### What you get:

We guarantee that this flight...

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- Offers immediate ticketing, shown right after booking.
- Is on a major US airline.  
United, American, Northwest, Continental, US Airways, America West, Delta Air Lines, Hawaiian or Aloha
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- [DYNAMIC TEXT FOR RED-EYE]

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- You'll find out the exact flight times and airline name immediately after booking.
- You won't collect frequent flyer miles.
- You can't get a refund or exchange this ticket.

**Book a car now at our lowest price!**

<input checked="" type="radio"/> Economy car	<b>+ \$18.95/day</b>	<b>Economy car details:</b>  	<b>Typical Car Model</b> Hyundai Accent, Chevrolet Metro, or similar  <b>Passengers</b> 2 adults, 2 children <b>Luggage</b> 1 large, 1 small
<input type="radio"/> Compact car	<b>+ \$18.95/day</b>		
<input type="radio"/> Mid-size car	<b>+ \$21.95/day</b>		
<input type="radio"/> Standard car	<b>+ \$22.95/day</b>		
<input type="radio"/> Full-size car	<b>+ \$22.95/day</b>		
<input type="radio"/> No thanks, I don't need a car.			

All cars include unlimited mileage.

Your pick-up and drop-off at Los Angeles Intl will be coordinated with your flight times. The driver must be 25 or older, and present a credit card for deposit. [Change driver's age or deposit type](#)

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**1. Price summary module states**

This spec documents the existing behavior for the pricing module on the details page.

1.A. This is the default view of the summary module and price subhead.

Your trip	
No. tickets:	1
Price per person:	<b>\$341.00</b>
Fee per ticket:	<b>\$5.00</b>
Subtotal:	<b>\$346.00</b>
<b>Total Price:</b>	<b>\$494.76</b>
Includes tax recovery charges and fees. Prices are in \$USD.	

**Your total airfare: \$346** (Includes all applicable [tax and recovery charges](#) and fees)

1.B. After the customer selects a car from the cross-sell module, the price in the summary module and the subhead should be updated using DHTML to the display below **without a page refresh**.

Your trip	
The price has changed.	
<a href="#">Click here to update your total price</a>	

**Your total airfare:** The price has changed. [Click here to update your total price](#)

1.C. Here is the display after the customer refreshes the price - the car rental is added in, the price is updated. This module exists on the traveler info page.

Your trip	
No. tickets:	1
Price per person:	<b>\$341.00</b>
Fee per ticket:	<b>\$5.00</b>
Subtotal:	<b>\$346.00</b>
Car rental days:	6
Price per day:	<b>\$18.95</b>
Subtotal:	<b>\$113.70</b>
Taxes:	<b>\$35.06</b>
<b>Total Price:</b>	<b>\$494.76</b>
Includes tax recovery charges and fees. Prices are in \$USD.	

**Your total price: \$494.76** (Includes all applicable [tax and recovery charges](#) and fees)

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