SABRE INITIAL GOLDEN PATH MOCKUP

BRINGING NUMBERS TO LIFE

L22.1

View this pdf page-by-page with your "left" and "right" arrow keys versus with your "up" and "down" arrow keys.

This best simulates the scenario sequences and animated transitions.

Created in 1995 with Aaron Marcus & Assoc.
American Airlines/SABRE Travel Information Network

Air Shopping Scenario v. 3

Detailed Design Example
American Airlines/SABRE Travel Information Network

Air Shopping Scenario v. 3

Screens 1 through 25
Hi, I'd like to fly from San Francisco to New York for Memorial day weekend. What is the cheapest fare?
$350, assuming you’re flying round-trip. Yes, I am, and that’s a good price. When would you like to leave and return?
I'd like to leave San Francisco on Friday morning and come back late on Monday Evening.
OK, I'm checking availability ...
OK, I'm checking availability...
OK, I'm checking availability...
OK, I'm checking availability...
OK, I'm checking availability...
OK, I'm checking availability ...
OK, I'm checking availability...
OK, I'm checking availability ...
OK, I'm checking availability ...
Well, the best fare I can get for you during those times is $860. Is that OK or would you like to find something for less?

*I want the $350 fare. What do I have to do?*
The lowest fare in this market is available on the following flights:

Seg 1:
- AA Flight 249 D: 2:32 AM
- AA Flight 257 D: 3:15 AM
- AA Flight 339 D: 1:53 AM

Seg 2:
- AA Flight 942 D: 3:15 AM
- AA Flight 752 D: 1:53 AM
- AA Flight 933 D: 2:32 AM

Let's see... You'll have to take Red-eyes there and back to get that fare. They all leave after midnight.

Wow, I can't deal with that. But I really want to go, so I guess it's back to the premium prices. What specific times were available?
Let's see... You'll have to take Red-eyes there and back to get that fare. They all leave after midnight.

*Wow, I can't deal with that. But I really want to go, so I guess it's back to the premium prices. What specific times were available?*
United flight 1234 from SFO to LGA costs $860. It leaves at 7:15 AM and arrives at 10:50 AM.
And for your return, United flight 4321 departs at 6:15 PM and arrives at 9:50 PM. These flights require a 14 day advance purchase, are not refundable, and require a minimum stay of five days. Hmm, that won't work either. I'll search for flights without minimum stayovers.
And for your return, United flight 4321 departs at 6:15 PM and arrives at 9:50 PM. These flights require a 14 day advance purchase, are not refundable, and require a minimum stay of five days. Hmm, that won't work either. I'll search for flights without minimum stayovers.
And for your return, United flight 4321 departs at 6:15 PM and arrives at 9:50 PM. These flights require a 14 day advance purchase, are not refundable, and require a minimum stay of five days. Hmm, that won’t work either. I’ll search for flights without minimum stayovers.
I have a Continental flight for $895 that leaves around 8:15 AM.
The return flight departs around 7:15 PM. Great, I'll take it.
End
American Airlines/SABRE
Travel Information Network

Detailed Design Example

Screen 26
END