



**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

**Search Site**  

**HAWAIIAN AIRLINES.**  

**HAWAIIAN MILES**  
Sign In | Join Now | Learn About

**Plan**  
**Book**  
**Manage**

**Aloha**  
We're glad you're here

**Book** **Check-In** **Change** **Manage**  
New Travel Online Flight or Seats Flight Details

Flights | Hotels | Cars | Vacation Packages

Departing From:  Departing Date:

Going To:  Returning Date:

Trip Type: Round Trip Passengers: 1

View refundable fares **Find Flights** 

[View routes & schedules](#) 

**Hello Anne!**  
Travelling from Kahului to Hilo? Check out our recent travel specials, tailored for our frequent flyers!  
  
[Learn More](#)  [Not Anne?](#)

**Featured Fares**  
Maui – Portland  
Honolulu – Portland  
San Jose – Honolulu  
Oakland – Honolulu  
Los Angeles – Honolulu  
**\$333**  
[Special Offers](#) 

**Vacation Packages**  
Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.  
  
  
  
[Plan Your Trip](#) 

**News & Alerts**  
Relevant travel alert notification, or interesting or important news article.  
Lorem ipsum dolor sit amet.  
[Read More](#) 

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails  Enter email address   Mobile Alerts  Be a fan on Facebook  Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

## 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

## Rotating Hero States

The screenshot shows the Hawaiian Airlines website home page. At the top left is the Hawaiian Airlines logo. To its right is a search bar with a magnifying glass icon and a US flag. Below the search bar is the Hawaiian Miles logo with links for 'Sign In', 'Join Now', and 'Learn About'. A navigation menu on the right includes 'Book New Travel', 'Check-In Online', 'Change Flight or Seats', and 'Manage Flight Details'. Below this are links for 'Flights', 'Hotels', 'Cars', and 'Vacation Packages'. The main booking form has fields for 'Departing From', 'Departing Date', 'Going To', 'Returning Date', 'Trip Type' (set to 'Round Trip'), and 'Passengers' (set to '1'). There is a 'View refundable fares' checkbox and a 'Find Flights' button. A link for 'View routes & schedules' is also present. The central hero state features a purple background with a Hawaiian Airlines plane and the text 'Hawaiian Rated #1'. It includes a gold seal for 'Quality and Performance Airline Quality Rating #1 AQR' and text stating 'Hawaiian Airlines was named the nation's top-ranked carrier for service quality in 2008 in the 19th Annual Airline Quality Rating.' with a 'Read More' button. On the left, there are three stacked buttons: 'Plan', 'Book', and 'Manage'. Below the hero state are four columns: 'Hello Anne!' with a map of Hawaii and a 'Learn More' button; 'Featured Fares' listing routes like Maui - Portland and Honolulu - Portland with a '\$333' price tag and a 'Special Offers' button; 'Vacation Packages' with icons for a plane, suitcase, and car, and a 'Plan Your Trip' button; and 'News & Alerts' with a 'Read More' button. The footer contains a navigation menu with links for 'Programs', 'Services', 'About Us', 'Help', 'Sitemap', 'Contact Us', and 'Privacy'. Below the navigation menu is an email sign-up form for 'Get Low Fares Emails', mobile alerts, and social media links for Facebook and Twitter. The copyright notice is '© 2011 Hawaiian Airlines. All rights reserved.'

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

The screenshot displays the Hawaiian Airlines website home page. At the top left is the Hawaiian Airlines logo. To its right is a search bar with a magnifying glass icon and a US flag. Below the search bar is a 'HAWAIIANMILES' banner with links for 'Sign In', 'Join Now', and 'Learn About'. A navigation menu includes 'Book New Travel', 'Check-In Online', 'Change Flight or Seats', and 'Manage Flight Details'. Below this are links for 'Flights', 'Hotels', 'Cars', and 'Vacation Packages'. The main search form includes fields for 'Departing From', 'Departing Date', 'Going To', 'Returning Date', 'Trip Type' (set to 'Round Trip'), and 'Passengers' (set to '1'). There are checkboxes for 'View refundable fares' and a 'Find Flights' button. A link for 'View routes & schedules' is also present. The central hero state features a background image of a Hawaiian landscape with a large red hibiscus flower. The text reads: 'Find your Island Adventure. From whale watching to awe-inspiring surf conditions, pick a great time to travel to the Islands. Starting from \$392 round trip.' A 'Learn More' button is at the bottom of the hero state. On the left side, there are three vertical buttons: 'Plan', 'Book', and 'Manage'. Below the hero state are four content blocks: 'Hello Anne!' with a map of Hawaii and a 'Learn More' button; 'Featured Fares' listing routes like Maui - Portland and Honolulu - Portland with a '\$333' price tag and a 'Special Offers' button; 'Vacation Packages' with icons for an airplane, suitcase, and car, and a 'Plan Your Trip' button; and 'News & Alerts' with a 'Read More' button. The footer contains a navigation bar with links for 'Programs', 'Services', 'About Us', 'Help', 'Sitemap', 'Contact Us', and 'Privacy'. Below the navigation bar is a 'Get Low Fares Emails' section with an email input field and a 'Mobile Alerts' section with a mobile phone icon. Social media links for Facebook and Twitter are also present, along with the copyright notice '© 2011 Hawaiian Airlines. All rights reserved.'

The screenshot shows the Hawaiian Airlines website home page. At the top left is the Hawaiian Airlines logo. To its right is a search bar with a search icon and a US flag. Below the search bar is the Hawaiian Miles logo with links for 'Sign In', 'Join Now', and 'Learn About'. A navigation menu on the left includes 'Plan', 'Book', and 'Manage'. The main hero section features a 'Featured Vacation Package' for Maui, with a large 'Maui' text overlay and a 'Learn More' button. To the right of the hero is a flight booking form with tabs for 'Book', 'Check-In', 'Change', and 'Manage'. The form includes dropdowns for 'Departing From', 'Departing Date', 'Going To', and 'Returning Date', as well as 'Trip Type' (set to Round Trip) and 'Passengers' (set to 1). A 'Find Flights' button is at the bottom right of the form. Below the hero section are four columns: 'Hello Anne!' with a map of Hawaii and a 'Learn More' button; 'Featured Fares' listing routes like Maui-Portland and Honolulu-Portland with a '\$333' price tag and a 'Special Offers' button; 'Vacation Packages' with a 'Plan Your Trip' button; and 'News & Alerts' with a 'Read More' button. The footer contains a navigation bar with links for 'Programs', 'Services', 'About Us', 'Help', 'Sitemap', 'Contact Us', and 'Privacy'. Below the navigation bar is an email sign-up section for 'Get Low Fares Emails' and social media links for Facebook and Twitter. The copyright notice at the bottom right reads '© 2011 Hawaiian Airlines. All rights reserved.'

**HAWAIIAN AIRLINES.**

Search Site

**HAWAIIANMILES**  
Sign In | Join Now | Learn About

**Plan** Come Explore Hawaii  
Plan your perfect trip

**Book**  
Manage

Hawaii Travel Deals > Mainland Travel Guides >  
Trip Planner > Maps >  
Hawaii Travel Guides > Hawaii Information >

**Book** **Check-In** **Change** **Manage**  
New Travel Online Flight or Seats Flight Details

Flights | Hotels | Cars | Vacation Packages

Departing From  Departing Date   
Going To  Returning Date   
Trip Type Round Trip Passengers 1  
 View refundable fares **Find Flights >**  
View routes & schedules >

**Hello Anne!**  
Travelling from Kahului to Hilo? Check out our recent travel specials, tailored for our frequent flyers!  
  
Learn More > Not Anne?

**Featured Fares**  
Maui – Portland  
Honolulu – Portland  
San Jose – Honolulu  
Oakland – Honolulu  
Los Angeles – Honolulu  
**\$333**  
Special Offers >

**Vacation Packages**  
Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.  
  
Plan Your Trip >

**News & Alerts**  
Relevant travel alert notification, or interesting or important news article.  
Lorem ipsum dolor sit amet.  
Read More >

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails  Enter email address > Mobile Alerts Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

### 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.

**HAWAIIAN AIRLINES.**

Search Site  

**HAWAIIANMILES**  
Sign In | Join Now | Learn About

**Plan**  
**Book**  
**Manage**

**Pick Your Paradise**  
Book your perfect trip

Find a Flight >    Activities >  
Vacation Packages >    Programs >  
Car Rentals >    Services >  
Hotels >

**Book**    **Check-In**    **Change**    **Manage**  
New Travel    Online    Flight or Seats    Flight Details

Flights | Hotels | Cars | Vacation Packages

Departing From:     Departing Date:

Going To:     Returning Date:

Trip Type: Round Trip    Passengers: 1

View refundable fares

[View routes & schedules >](#)    [Find Flights >](#)

**Hello Anne!**  
Travelling from Kahului to Hilo? Check out our recent travel specials, tailored for our frequent flyers!  
[Learn More >](#)        Not Anne?

**Featured Fares**  
Maui – Portland  
Honolulu – Portland  
San Jose – Honolulu  
Oakland – Honolulu  
Los Angeles – Honolulu  
**\$333**  
[Special Offers >](#)

**Vacation Packages**  
Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.  
[Plan Your Trip >](#)

**News & Alerts**  
Relevant travel alert notification, or interesting or important news article.  
Lorem ipsum dolor sit amet.  
[Read More >](#)

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails    Enter email address       Mobile Alerts     Be a fan on Facebook     Follow our Twitter    © 2011 Hawaiian Airlines. All rights reserved.



**HAWAIIAN AIRLINES.**

Search Site

**HAWAIIANMILES**  
Sign In | Join Now | Learn About

**Plan**  
**Book**  
**Manage**

**Manage Your Travel**  
With Hawaiian Airlines

My Account > HawaiianMiles >  
View Reservations > Web Check-in >  
Change Reservations > Flight Status >

**Book** **Check-In** **Change** **Manage**  
New Travel Online Flight or Seats Flight Details

Flights | Hotels | Cars | Vacation Packages

Departing From  Departing Date   
Going To  Returning Date   
Trip Type  Passengers

View refundable fares  
[View routes & schedules >](#) [Find Flights >](#)

**Hello Anne!**  
Travelling from Kahului to Hilo? Check out our recent travel specials, tailored for our frequent flyers!  
[Learn More >](#) Not Anne?

**Featured Fares**  
Maui – Portland  
Honolulu – Portland  
San Jose – Honolulu  
Oakland – Honolulu  
Los Angeles – Honolulu  
**\$333**  
[Special Offers >](#)

**Vacation Packages**  
Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.  
[Plan Your Trip >](#)

**News & Alerts**  
Relevant travel alert notification, or interesting or important news article.  
Lorem ipsum dolor sit amet.  
[Read More >](#)

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails   Mobile Alerts Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

# Home Page

Footer: Hover Navigation

Search Site  

**HAWAIIAN AIRLINES.**

**HAWAIIAN MILES**  
Sign In | Join Now | Learn About

Plan  
Book  
Manage

# Aloha

We're glad you're here

Book **New Travel** | Check-In **Online** | Change **Flight or Seats** | Manage **Flight Details**

Flights | Hotels | Cars | Vacation Packages

Departing From  | Departing Date

Going To  | Returning Date

Trip Type **Round Trip** | Passengers **1**

View refundable fares

[View routes & schedules](#) | [Find Flights](#)

**Hello Anne!**  
Travelling from Kahului to Hilo? Check out our recent travel specials, tailored for our frequent flyers!  
[Learn More](#)

**Featured Fares**  
Maui – Portland  
Honolulu – Portland  
San Jose – Honolulu  
Oakland – Honolulu  
Los Angeles – Honolulu  
**\$333**  
[Special Offers](#)

**Vacation Packages**  
Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.  
[Plan Your Trip](#)

**News & Alerts**  
Relevant travel alert notification, or interesting or important news article.  
Lorem ipsum dolor sit amet.  
[Read More](#)

Corporate and Special Interest | Wedding Wings | Meetings and Groups | For Travel Agents

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails    Mobile Alerts  Be a fan on Facebook  Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

**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

**Plan** | Book | Manage

## Come Explore Hawaii

Plan your perfect trip

- 1 Quick Planner**  
Tell us about your travel desires, and we'll build you a free custom itinerary.  
[Get Started Now >](#)
- 2 Trip Themes**  
Plan a vacation that fits your lifestyle. Family Time, Romance...over 20 themes to choose from.  
[Explore Themes >](#)
- 3 Browse**  
Start with a blank canvas and create your perfect vacation experience.  
[Browse Now >](#)
- 4 Dream Trips**  
Select complete trip itineraries created by our experts and by other travelers.  
[Choose Itinerary >](#)

**Vacation Packages**  
Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.  
[Plan Your Trip >](#)

**Vacation Toolbox**  
**Destination Guide:** Learn about the islands of Hawaii plus all of the cities we fly to.  
**Maps:** Create and print maps showing: Hotels, Restaurants, Beaches, Shopping and much more!  
**Personal Shopper:** Find the perfect items to take on your trip without having to search.  
**Free Activities:** Free for everyone. Download and print these fun things to do on your trip.

**Share Your Experiences, Learn From Others**  
**Share:** Share your travel experiences and give advice to other travelers.  
**Rate and Review:** Rate & review the places you've visited.  
**City Experts:** Our City Experts give you insider tips about their favorite destinations.

Search Site

**HAWAIIAN AIRLINES**  
**HAWAIIAN MILES**  
[Sign In](#) | [Join Now](#) | [Learn About](#)

Departing From  Departing Date   
 Going To  Returning Date   
 Trip Type  Passengers   
 View refundable fares  
[View routes & schedules >](#)  
[Find Flights >](#)

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy  
 Get Low Fares Emails   Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

### Navigation

On secondary pages, the main nav shifts to the top of the page, and features a hover state to display all the sub page links.

**Plan** | Book | Manage

Hawaii Travel Deals | Trip Planner | Hawaii Travel Guides | Mainland Travel Guides | Maps | Hawaii Information

## Come Explore Hawaii

Plan your perfect trip

- 1 Quick Planner**  
Tell us about your travel desires, and we'll build you a free custom itinerary.  
[Get Started Now >](#)
- 2 Trip Themes**  
Plan a vacation that fits your lifestyle. Family Time, Romance...over 20 themes to choose from.  
[Explore Themes >](#)
- 3 Browse**  
Start with a blank canvas and create your perfect vacation experience.  
[Browse Now >](#)
- 4 Dream Trips**  
Select complete trip itineraries created by our experts and by other travelers.  
[Choose Itinerary >](#)

**Vacation Packages**  
Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.  
[Plan Your Trip >](#)

**Vacation Toolbox**  
**Destination Guide:** Learn about the islands of Hawaii plus all of the cities we fly to.  
**Maps:** Create and print maps showing: Hotels, Restaurants, Beaches, Shopping and much more!  
**Personal Shopper:** Find the perfect items to take on your trip without having to search.  
**Free Activities:** Free for everyone. Download and print these fun things to do on your trip.

**Share Your Experiences, Learn From Others**  
**Share:** Share your travel experiences and give advice to other travelers.  
**Rate and Review:** Rate & review the places you've visited.  
**City Experts:** Our City Experts give you insider tips about their favorite destinations.

Search Site

**HAWAIIAN AIRLINES**  
**HAWAIIAN MILES**  
[Sign In](#) | [Join Now](#) | [Learn About](#)

Departing From  Departing Date   
 Going To  Returning Date   
 Trip Type  Passengers   
 View refundable fares  
[View routes & schedules >](#)  
[Find Flights >](#)

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy  
 Get Low Fares Emails   Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

**HAWAIIAN AIRLINES.**

Search Site

**HAWAIIAN MILES**  
Sign In | Join Now | Learn About

Plan | Book | Manage

## Hawaii Travel Guide

Come explore all the Hawaii travel destinations served by Hawaiian's award-winning, non-stop flights. From lush rainforests to lava flows to beautiful white sand beaches, nothing matches the beauty and diversity of the Hawaiian Islands. For our kama'aina we invite you to explore the many exciting gateway cities we serve on the U.S. Mainland. Before you book travel to Hawaii or the Mainland, please use the guide below to learn more about all of these great destinations.

[Hawaii \(Big Island\)](#) | [Oahu](#) | [Kauai](#) | [Maui](#) | [Lanai](#) | [Molokai](#)

Seattle  
Portland  
Sacramento  
Oakland  
San Francisco  
San Jose  
Las Vegas  
Los Angeles  
San Diego  
Phoenix  
Honolulu  
Kahului  
Maui  
Hilo  
Kona  
Big Island of Hawai'i  
Lanai  
Molokai  
Oahu  
Kauai  
Lihue  
Manila  
Pago Pago, Samoa  
Papeete, Tahiti  
Sydney, Australia

**Find Flights**

Departing From  Departing Date

Going To  Returning Date

Trip Type  Passengers

View refundable fares

[View routes & schedules >](#)

[Find Flights >](#)

**Vacation Packages**

Save money by booking your flight, hotel room, and rental car with us, all in one stop! Plan mainland to Hawaii or island to island packages.

[Plan Your Trip >](#)

[Programs](#) | [Services](#) | [About Us](#) | [Help](#) | [Sitemap](#) | [Contact Us](#) | [Privacy](#)

Get Low Fares Emails  Enter email address  Mobile Alerts Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

# Book

# Main Book Page and Hover Navigation

**HAWAIIAN AIRLINES**

Search Site

**HAWAIIANMILES**  
Sign In | Join Now | Learn About

Plan | **Book** | Manage

*Pick Your Paradise*  
Book your perfect trip

Flights | Rental Cars | Hotels | Packages | Activities

Where can we take you?

Seattle  
Portland  
Sacramento  
Oakland  
San Francisco  
San Jose  
Las Vegas  
Los Angeles  
San Diego  
Phoenix  
Sydney, Australia  
Hilo  
Kona  
Maui  
Kahului  
Motokai  
Lana'i  
Honolulu  
O'ahu  
Lihue  
Kaua'i  
Manila  
Pago Pago, Samoa  
Papeete, Tahiti

**Find Flights**

Departing From  Departing Date

Going To  Returning Date

Trip Type  Passengers

View refundable fares

View routes & schedules >

**Find Flights** >

**Featured Fares**

Maui – Portland  
Honolulu – Portland  
San Jose – Honolulu  
Oakland – Honolulu  
Los Angeles – Honolulu

**\$333**

**Special Offers** >

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails   Mobile Alerts Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

## Navigation

The main tab features a hover state for sub page links, and the main page shows a more image based nav system.

**HAWAIIAN AIRLINES**

Search Site

**HAWAIIANMILES**  
Sign In | Join Now | Learn About

Plan | **Book** | Manage

Find a Flight | Vacation Packages | Car Rentals | Hotels | Activities | Programs | Services

*Pick Your Paradise*  
Book your perfect trip

Flights | Rental Cars | Hotels | Packages | Activities

Where can we take you?

Seattle  
Portland  
Sacramento  
Oakland  
San Francisco  
San Jose  
Las Vegas  
Los Angeles  
San Diego  
Phoenix  
Sydney, Australia  
Hilo  
Kona  
Maui  
Kahului  
Motokai  
Lana'i  
Honolulu  
O'ahu  
Lihue  
Kaua'i  
Manila  
Pago Pago, Samoa  
Papeete, Tahiti

**Find Flights**

Departing From  Departing Date

Going To  Returning Date

Trip Type  Passengers

View refundable fares

View routes & schedules >

**Find Flights** >

**Featured Fares**

Maui – Portland  
Honolulu – Portland  
San Jose – Honolulu  
Oakland – Honolulu  
Los Angeles – Honolulu

**\$333**

**Special Offers** >

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails   Mobile Alerts Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

The screenshot displays the Hawaiian Airlines website's vacation packages section. At the top, there is a search bar and the Hawaiian Miles logo with links for 'Sign In', 'Join Now', and 'Learn About'. Below this are navigation tabs for 'Plan', 'Book', and 'Manage'. The main heading is 'Vacation Packages' with the subtext 'Book your perfect trip'. The page is divided into several sections:

- Oahu:** Described as the "Heart of Hawaii" with boutiques, beaches, and scenic beauty. Includes a link to 'Oahu Vacation Packages'.
- Maui:** Described as a tropical wonderland for activities like golf, surf, hike, and sightseeing. Includes a link to 'Maui Vacation Packages'.
- Kauai:** Described as the "Garden Isle" with dramatic cliffs and cascading waters. Includes a link to 'Kauai Vacation Packages'.
- Kona:** Described as the west side of the Big Island with world-class fishing and 300 days of sunshine. Includes a link to 'Kona Vacation Packages'.
- Hilo:** Described as a secret spot with volcanoes, waterfalls, and sparkling beaches. Includes a link to 'Hilo Vacation Packages'.
- Las Vegas:** Promoted as a lucky vacation package to Vegas. Includes a link to 'Las Vegas Vacation Packages'.
- Interisland Vacation Packages:** Promoted as a sure bet for savings when booking to the Neighbor Islands. Includes a link to 'Book an interisland vacation package'.
- Mainland U.S. Vacation Packages:** Promoted as amazing vacation packages beyond Hawaii. Includes a link to 'Book a mainland vacation package'.

On the right side, there is a 'Find Flights' search form with fields for 'Departing From', 'Departing Date', 'Going To', and 'Returning Date'. It also includes options for 'Trip Type' (Round Trip) and 'Passengers' (1). Below the search form is a 'Featured Fares' section listing routes like Maui - Portland, Honolulu - Portland, San Jose - Honolulu, Oakland - Honolulu, and Los Angeles - Honolulu, with a price of \$333. A 'Special Offers' link is also present.

At the bottom, there is a footer with navigation links for 'Programs', 'Services', 'About Us', 'Help', 'Sitemap', 'Contact Us', and 'Privacy'. It also includes a 'Get Low Fares Emails' sign-up form and social media links for 'Mobile Alerts', 'Be a fan on Facebook', and 'Follow our Twitter'. The copyright notice reads '© 2011 Hawaiian Airlines. All rights reserved.'

**HAWAIIAN AIRLINES**

Search Site

**HAWAIIANMILES**  
Sign In | Join Now | Learn About

Plan | **Book** | Manage

## Kauai - Lihue

Aloha at your fingertips

1 Find Flights | 2 **Select Flights** | 3 Passengers | 4 Select Seats | 5 Payment | 6 Confirmation

Departing From: Seattle, WA | Going To: Kauai-Lihue | Departing Date: 12/30/2010 | Returning Date: 01/10/2011 | Trip Type: Round Trip | Passengers: 2 | Refresh Search

Departing: Thursday, December 30, 2010: Seattle, WA to Kauai - Lihue

Dec 27	Dec 28	Dec 29	<b>Thursday, Dec 30</b>	Dec 31	Jan 1	Jan 2
\$517	\$404	\$517	<b>\$387</b>	\$297	<b>\$254</b>	\$359

Flight Information	Coach	Coach Plus	First Class
HA 21: Seattle to Honolulu 9:20 am - 1:35 pm	<b>\$387</b>	\$442	Sold Out
HA 183: Honolulu to Lihue 3:36 pm - 4:13 pm			
HA 21: Seattle to Honolulu 9:20 am - 1:35 pm	\$387	\$442	Sold Out
HA 239: Honolulu to Lihue 4:35 pm - 5:12 pm			
HA 21: Seattle to Honolulu 9:20 am - 1:35 pm	\$387	\$442	Sold Out
HA 1113: Honolulu to Lihue 5:31 pm - 6:07 pm			

**Your Itinerary**

**DEPARTING - Coach**  
December 30, 2010  
9:20 am - 4:13 pm  
Seattle, WA (SEA)  
to Kauai - Lihue (LIH)

**RETURNING -**  
Not yet selected

Depart ticket: \$387  
Return ticket:

**TOTAL: \$387 USD**  
(2 passengers)

Additional taxes and fees apply

Choose Returning Flight

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails

Mobile Alerts

Be a fan on Facebook

Follow our Twitter

© 2011 Hawaiian Airlines. All rights reserved.

### 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.

**HAWAIIAN AIRLINES**

Search Site

Hello, **Anne Marie Hogan**  
 Member #: 303012392  
 Miles: 10,586 [Sign Out](#)

[Plan](#) [Book](#) [Manage](#)

## Kauai - Lihue

Aloha at your fingertips

1 > 2 > 3 > 4 > 5 > 6  
 Find Flights Select Flights Passengers Select Seats Payment Confirmation

### Travel Confirmation

DEPARTING FLIGHT	CLASS	PASSENGERS	SEATS
<b>HA21</b> Thursday, December 30, 2010 9:20 am - 1:35 pm Seattle, WA (SEA) to Oahu - Honolulu (HNL) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	21A 21B
<b>HA183</b> Thursday, December 30, 2010 3:36 pm - 4:13 pm Oahu - Honolulu (HNL) to Kauai - Lihue (LIH) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	15C 15D

RETURNING FLIGHT	CLASS	PASSENGERS	SEATS
<b>HA514</b> Monday, January 10, 2011 11:10 am - 11:42 pm Kauai - Lihue (LIH) to Oahu - Honolulu (HNL) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	10A 10B
<b>HA22</b> Monday, January 10, 2011 2:45 pm - 10:20 pm Oahu - Honolulu (HNL) to Seattle, WA (SEA) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	18E 18F

COST SUMMARY	TOTAL CHARGES
Cost per traveler ..... \$686	\$1439.60 was charged to:
Taxes and fees ..... \$33.80	VISA *****5150
Subtotal ..... \$719.80	held by: Anne Marie Hogan on 12/15/2010
Passengers ..... 2	No discounts were applied to this purchase.
<b>TOTAL COST \$1439.60</b>	A confirmation will also be sent to your email account.

### Kauai Golf Courses

**Set Course for Paradise: Kauai Golf Vacations**

**Prince Course at Princeville at Hanalei**, rated "#1 Course in Hawaii" and "#5 Course in the World" by Golf Digest, seaside course designed by Robert Trent Jones, Jr. at Par 72, 6,960 yards.

**Poipu Bay Golf Course**, home of the PGA Grand Slam of Golf 1994-2006, seaside course designed by Robert Trent Jones, Jr. at Par 72, 7,034 yards.

**Kiele Course at Kauai Lagoons Golf Club**, seaside course designed by Jack Nicklaus, at Par 72, 7,070 yards.

[Learn more >](#)

[Print page >](#)

Programs | Services | About Us | Help | Sitemap | Contact Us | Privacy

Get Low Fares Emails  Mobile Alerts Be a fan on Facebook Follow our Twitter © 2011 Hawaiian Airlines. All rights reserved.

**HAWAIIAN AIRLINES**

[Plan](#) [Book](#) [Manage](#)

## Mahalo, Anne!

Your confirmation code is: **JFEIWA**

DEPARTING FLIGHT	CLASS	PASSENGERS	SEATS
<b>HA21</b> Thursday, December 30, 2010 9:20 am - 1:35 pm Seattle, WA (SEA) to Oahu - Honolulu (HNL) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	21A 21B
<b>HA183</b> Thursday, December 30, 2010 3:36 pm - 4:13 pm Oahu - Honolulu (HNL) to Kauai - Lihue (LIH) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	15C 15D

RETURNING FLIGHT	CLASS	PASSENGERS	SEATS
<b>HA514</b> Monday, January 10, 2011 11:10 am - 11:42 pm Kauai - Lihue (LIH) to Oahu - Honolulu (HNL) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	10A 10B
<b>HA22</b> Monday, January 10, 2011 2:45 pm - 10:20 pm Oahu - Honolulu (HNL) to Seattle, WA (SEA) Nonstop	Hawaiian Coach	Anne Marie Hogan Member #: 303012392 Tom Hogan Member #: 591613487	18E 18F

COST SUMMARY	TOTAL CHARGES
Cost per traveler ..... \$686	\$1439.60 was charged to:
Taxes and fees ..... \$33.80	VISA *****5150
Subtotal ..... \$719.80	held by: Anne Marie Hogan on 12/15/2010
Passengers ..... 2	No discounts were applied to this purchase.
<b>TOTAL COST \$1439.60</b>	

[Print email >](#) [Check-in online >](#)

**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.



# Manage

## Main Manage Page and Hover Navigation

This screenshot shows the Hawaiian Airlines website's 'Manage Your Travel' page. At the top, there is a navigation bar with 'Plan', 'Book', and 'Manage' tabs. The 'Manage' tab is active, and a hover navigation menu is visible, listing 'My Account', 'View Reservations', 'Change Reservations', 'HawaiianMiles', 'Web Check-in', and 'Flight Status'. The main content area features a 'Manage Your Travel' header, a sign-in section for HawaiianMiles, a 'Find Flights' section with dropdown menus for 'Departing From', 'Departing Date', 'Going To', 'Returning Date', 'Trip Type', and 'Passengers', and a '30,000 Bonus Miles' promotion. The footer includes a 'Get Low Fares Emails' form, social media links, and copyright information.

This screenshot shows the same Hawaiian Airlines 'Manage Your Travel' page, but with a standard navigation bar. The 'Manage' tab is active, and the hover navigation menu is not present. The layout and content are identical to the first screenshot, including the sign-in section, flight search tools, and promotional banners.

# 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.

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

# HawaiianMiles

## Earn Miles Page and Tertiary Navigation

### Tertiary Nav

To manage the wealth of links in this area, a hover state is provided to handle all tertiary links stemming from the persistent secondary nav.

# Services/Low Level Pages

The screenshot displays the Hawaiian Airlines website interface. At the top, there is a search bar and the Hawaiian Miles logo with links for Sign In, Join Now, and Learn About. Below this is a navigation bar with 'Plan', 'Book', and 'Manage' buttons. The main content area features a 'Welcome Aboard' section with the text 'Sit back, relax, and enjoy your flight' and a paragraph about the airline's hospitality. This is followed by five service categories, each with an image and a brief description: Complimentary Meals, Gourmet Meal Upgrades, Fresh Snacks, Champagne, Wine and Beer, and digEplayer. On the right side, there is a 'Find Flights' section with dropdown menus for Departing From, Departing Date, Going To, and Returning Date, as well as Trip Type and Passengers. Below this is a 'View refundable fares' link and a 'View routes & schedules' link. At the bottom of the page, there is a footer with links for Programs, Services, About Us, Help, Sitemap, Contact Us, and Privacy, along with a 'Get Low Fares Emails' form and social media links for Mobile Alerts, Facebook, and Twitter. The copyright notice at the bottom right reads '© 2011 Hawaiian Airlines. All rights reserved.'



**Mahalo!**