

From: Meier, Sharon

Sent: 7/27/2014 7:13:52 AM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79114998 - BOOKING.COM - 096981-0113 - Request for Reconsideration Denied - Return to TTAB - Message 5 of 41

Attachment Information:

Count: 7

Files: web6-1.jpg, web6-2.jpg, web6-3.jpg, web6-4.jpg, web6-5.jpg, web6-6.jpg, web7-1.jpg

http://www.wired.com/2014/06/the-super-slick-ux-of-virgin-americas-new-booking-site/
06/19/2014 02:28:40 PM

SUBSCRIBE NOW!
6 MONTHS FOR \$5
+ GET A FREE HAT!
Renew | Give a Gift | International

DESIGN | Air Travel | Virgin Atlantic

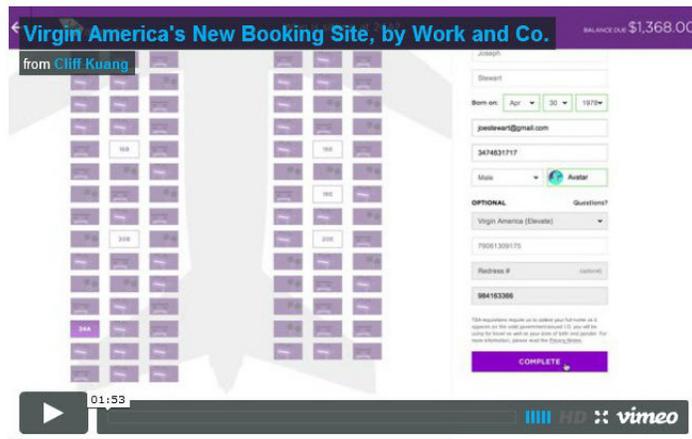
FOLLOW WIRED [Twitter] [Facebook] [RSS]

The Super-Slick UX of Virgin America's New Booking Site

BY JOSEPH FLAHERTY
06.16.14 |
1:27 PM |
PERMALINK

Share 0
Tweet 437

Share 388
Pin it 4



Even as Richard Branson was preparing a fleet of spaceships, Virgin America's terrestrial booking experience was stuck in the era of Internet Explorer. To fix it, Virgin's CMO tapped Luanne Calvert tapped [Work & Co.](#), a seven-person design studio startup that has previously worked with Google and Trip Advisor, and whose core team designed the HBO Go app in their previous roles at Hulu. The result is a clean approach to airplane booking

<http://www.wired.com/2014/06/the-super-slick-ux-of-virgin-americas-new-booking-site/>
06/19/2014 02:28:40 PM

Go app in their previous roles at Hype. The result is a clean approach to airplane booking that's mobile-first and strikingly pain free.

As a frequent flyer, Work & Co. co-founder Gene Liebel had a checklist of pet peeves and client requests to attend to. First off: The ads promising bargain vacations in Fort Lauderdale; the smiling models schilling credit cards, and the car rental offers. In other words, instead of using the site as a marketing tool, he wanted to strip it down to simply a booking destination.

These were all trade-offs that involved foregone revenue. But then again, one of Virgin's key goals was increasing the number of flights booked on mobile devices and tablets. High-consideration purchases like airline bookings are still fairly rare on smartphones, in part because the websites are built on Web 1.0 technology stacks and comprised of UI elements that are a nightmare to navigate on small screens. And so Virgin invested in a responsive website rather than a website-plus-app strategy, on hopes that the ease for users would more than make up for the relatively small amount of ad dollars flowing through the page.

THE RESULT IS A SITE THAT GETS FLYERS BOOKED NEARLY TWICE AS FAST, ON ANY KIND OF DEVICE.

This cross-platform approach required new thinking about old design patterns. Instead of using route maps to depict the cities the airline services, Work & Co. created iconic buttons that play off each city's landmarks and stereotypes. Lincoln represents DC, a terrier represents Boston, and a pair of gay walrus computer programmers represent San Francisco (of course). It's a bold departure from the standard approach, but according to Liebel, user tests proved its superiority.



Virgin America replaced a dull route map with characterful and colorful icons that capture the flavor of each city. *Image: Virgin America*

Work & Co.'s redesign is striking partially because it contains no photos. Most of the design is generously spaced buttons and text, but what it lacks in pictures it makes up for in humorous easter eggs with illustrated cameo appearances from Richard Branson, Travis Bickle, and even Scarlett Johansson *in flagrante delicto*.

Beyond the cutesy gloss is the first radical rethinking of the flight booking experience in a decade. The typical multi-page flow has been reduced to a single screen designed to fit the mental map of the user rather than forcing them through a legacy path dictated by outmoded technology. Each decision, from where to fly, on what date, and in which seat is presented independently, allowing the user to focus on their journey instead of a specious upsell. "We threw away a bunch of pull downs and other airline

<http://www.wired.com/2014/06/the-super-slick-ux-of-virgin-americas-new-booking-site/>
06/19/2014 02:28:40 PM

website standard conventions that were well past their due date," he says. "The new design replaces the concept of a back button with 'simply scroll up.'"

Oliver Dore, principal Developer at Work & Co. used an Angular MVC framework that was originally created by Google to make the booking flow behave more like an app than a web page. "It's not just design; it's a collaboration between designers and engineers who get design," says Liebel. The result is a site that gets flyers booked nearly twice as fast, on any kind of device, while building Virgin's reputation as a passenger focused airline.



Boarding passes can be accessed on the website, but for those who prefer paper, the team at Work & Co. also designed a version that's printed on letter sized sheets and meant to be folded to fit conveniently in a back pocket. "We made one side all about everything you need to get to your gate and other side everything the TSA needs," says Liebel.

Preparing for Takeoff

One thing many design aficionados fail to realize is just how [soul-crushingly difficult](#) it can be to make good ideas stick in massive, highly regulated, and fragmented organizations. It's easy to redesign a site in Photoshop or create a killer concept video to sell an idea, but the path from pitch meeting to production is usually turbulent.

Liebel gives credit to Virgin for preventing their high-concept approach from being homogenized. "Usually, you're dealing with digital group and they have to run the through legal, operations, and IT—that's where the quality usually drains out the bottom," he says. "But all of those groups were involved from the beginning and cared passionately about the guest experience."

 Share 0
 Tweet 437

 Share 388



Tags: [Air Travel](#), [Virgin Atlantic](#)
[11 Comments](#) | [Permalink](#)



WE RECOMMEND



Don't Wrap Your MacBook's Cable Around the Power Brick



How One Startup Found Success by Making an Obsessive User Its CEO



XP users beware: hackers are targeting you
- TECH PAGE ONE

RECOMMENDED BY 



SUBSCRIBE TO WIRED MAGAZINE



ADVERTISEMENT



HID Access Control

hidglobal.com/Access-Control

Looking To Review Your Security?
Download Our White Paper For Tips.



WIRED *design*

EDITOR

Cliff Kuang

STAFF WRITERS

Joseph Flaherty

Liz Stinson

Kyle VanHemert

SERVICES



Quick Links: [Contact Us](#) | [Login/Register](#) | [Newsletter](#) | [RSS Feeds](#) | [WIRED Jobs](#) | [WIRED Mobile](#) | [FAQ](#) | [Sitemap](#)





713,917 Hotels From 201 Websites



Company Profile

About Us

Business Model

Brand

Company Profile

History

Technology

Offices

Management

trivago Helping Children

Business Opportunities

Career

Press Center

Contact Us

trivago - the world's largest hotel search

Find the ideal hotel at the best price with trivago.

Founded 9 years ago, trivago is the largest hotel search and information website worldwide. Every month, 45 million users trust trivago as their **starting point for travel research**. trivago helps users find their **ideal hotel** and book it for the lowest possible rate by comparing prices from 201 booking sites. We want to give you the best travel experience you can get for your money. Don't settle for less!



trivago is what you make of it

... a truly unique company

Find out about trivago's unmatched [technology](#), our successful [business model](#) and [branding](#) approach. Learn about our [history](#), or keep up-to-date regarding our current [management](#) and [offices](#) around the world.

... a promising business opportunity

If you are a [booking site](#) or a [hotel owner](#), you will benefit from publishing your rates on trivago.

... an exciting place for new experiences

Get to know why trivago might be [your best choice](#) for seeking new challenges. We want trivago to not only be