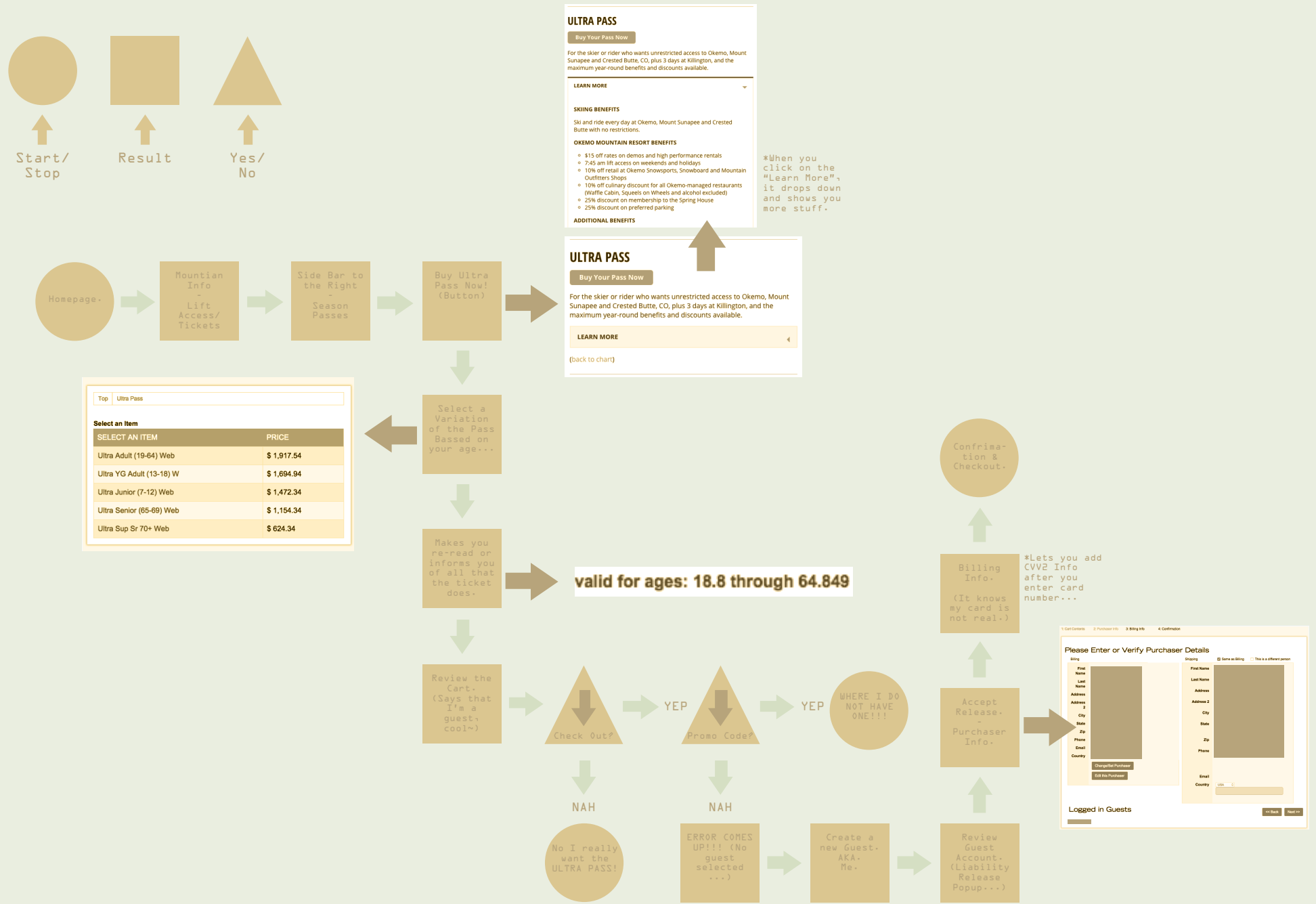


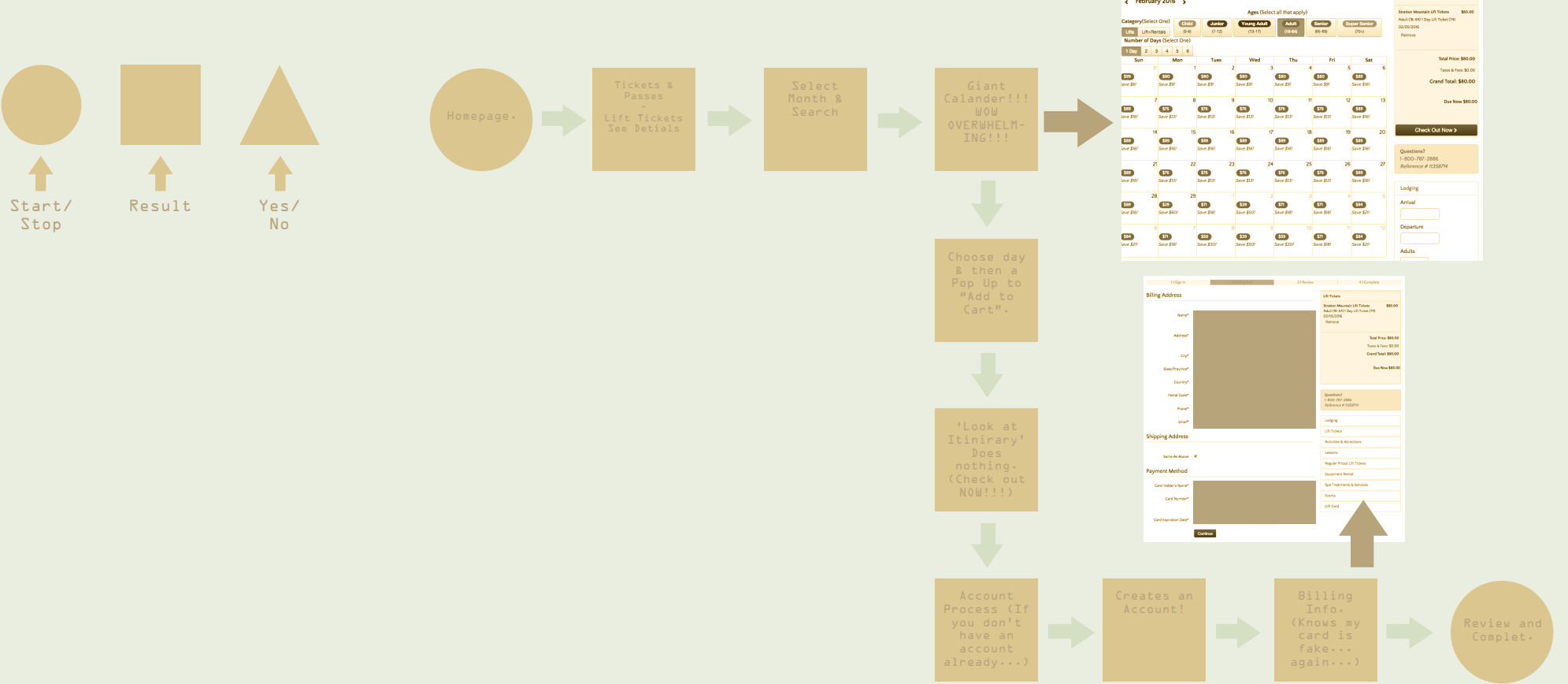
Process Flow (Part 3) - Rachel Zuppo

Three ski resorts in Vermont, USA that have nortic ski dates, just like Stowe.

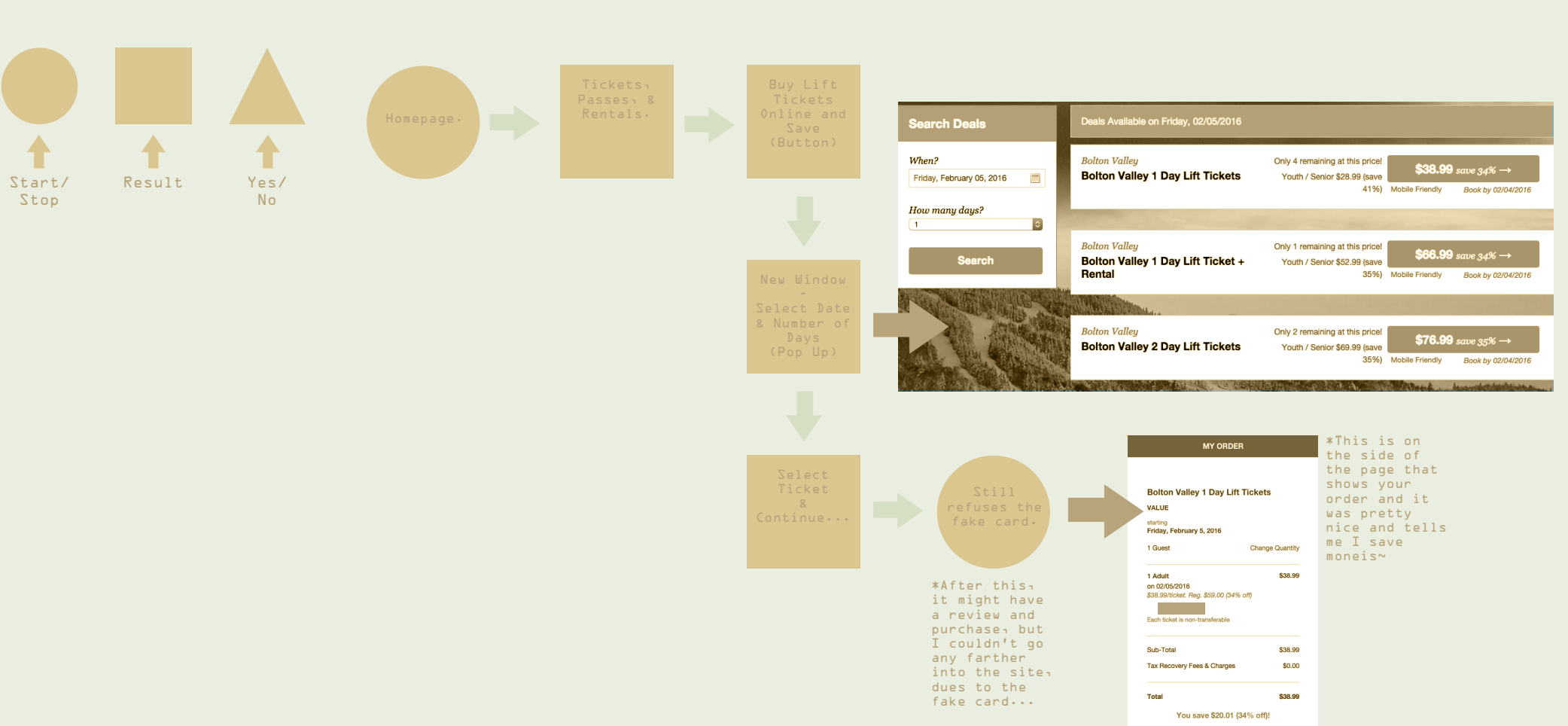
Process Flow- Okemo Mountain Resort, Vermont USA okemo.com



Process Flow- Stratton Mountain, Vermont USA stratton.com



Process Flow- Bolton Valley, Vermont USA boltonvalley.com



Goals & Anti-Goals (Part 3) - Rachel Zuppo

Here are some of the goals I wrote down in class. (A mix of everyone's thoughts.)

GOALS:

- Clear nave threowout the entire site.
- Easy checkout (Speedy) (Flows)
- Mobile/ Tablet Friendly
- Browser Friendly
- Explain Products Better
- ESC Card in Check out
- Guest Account Function
- Link Back to Main Site (noticable)
- Clarity of Info.
- Less Steps and Options
- Less Info
- Contact Info clear/ easy to find on Site
- Easy Refill Button
- Clear Requirements (About having the ESC etc.)
- Filter (Searching, Buying, Comparing)

ANTI-GOALS:

- Small size of text & poor higharchy
- Don't want users to be lost & confused...
- Unecessary Forms
- NO BROKEN LINKS
- No repeating info.
- No visual clutter

Revised Process Flow (Part 3) - Rachel Zuppo

Process flow for a new user of the "re-designed" Stowe store site.

Process Flow- "Typical new user coming to your "redesigned" (re-engineered) site. Looking for a single day ticket, picking all the necessary details, etc."

