

PRODUCT MANAGER

• DESIGN BRIEF •

PROBLEM

WHAT IS THE GOAL OR BUSINESS OBJECTIVE?

WHAT 3 ELEMENTS ARE THE MOST IMPORTANT TO SOLVE THE PROBLEM?

1.

2.

3.

WHY ARE THESE ELEMENTS IMPORTANT TO SOLVE THE PROBLEM?

1.

2.

3.

WEBSITE ELEMENTS

IMAGES
DESCRIPTIONS

BUTTONS:
BOOK NOW
SOCIAL

INTERACTIVE ELEMENTS:
CALENDAR
FLIGHT TIMES
ADD BAGS
BOARD BASIS
PARTY SIZE
MAP

PROMOTIONAL MESSAGE
TRIP ADVISOR
REVIEWS