BARKLEYREI

Phoenix CVB Wireframe Notes

Created: March 6, 2009

Revised: April 17, 2009

	Homepage	
1)	**Logo**	The Phoenix Tourism logo. This appears on every page and links to the homepage.
2)	**My Itinerary**	This is a link to the user's "My Itinerary." This area also displays the number of items in the visitor's "My Itinerary."
3)	**Audience Navigation**	This navigation appears on every page.
4)	**Quicklinks**	This contains the resource navigation links: About Phoenix, Getting Around, and Special Offers. This is a dropdown that displays these links.
5)	**Search**	This is a textbox where the user can enter a keyword to search by. If possible, have the functionality where keyword suggestions are provided as the user types a word The Search Options link opens a pop-up that displays what types of information to search, as seen in the next wireframe.
6)	**Weather Callout**	Display the type of weather (sunny, cloudy, etc.), current temperature, and time. Set parameters to not display above 99 degrees. This area links to "1.2 Weather"
7)	**Topical Navigation**	This navigation appears on every page.
8)	**Promotional Area**	This area is to be used to promote Phoenix as a great place to vacation and more than just a place to pass through. This area could contain Flickr photos and videos.
9)	**Visitor Guide Callout**	Have a callout to the Visitor Guides. This links to "19.0 Free Guides"
10)	**Questions Callout**	Have a callout that opens a form where the user can submit a question. The questions are emailed to the CVB.
11)	**Mobile PHX Callout**	Have a callout that links to the Mobile Phoenix page – "18.0 Mobile Phoenix"
12)	**Event Highlights/Search**	NOTE: Events Search and Event Highlights use a tab system where either the Highlights or the search appears. Both are displayed here to show the functionality of both. Initially Event Highlights appears.
12)	**Events Search**	Clicking on the text fields for start date and end date opens a calendar pop-up. The calendar icons open up the same calendar pop-up. The category dropdown contains a list of all the categories for events. Initially, "All Categories" is selected." Keywords is a text field. Find Events will take the user to an event's search results page.

Homepage, continued		
13)	**Event Highlights**	Feature up to 5 events. Display the event title and a brief description. The Event Title and "Read More" links to the event's detail page.
14)	**The Insider's Look**	This is a tabbed section that contains Blog articles, Photos, Videos, and Twitter. Initially, the Blog is selected and displayed. **For the Blog:** List 5 of the latest articles from the Phoenix Blog. The article links to the full article. "Read More" links to the Phoenix Blog's page. There are costs associated with pulling in blog articles into this website. The next wireframe displays the other tabbed sections
15)	**ARES Booking**	This is just being skinned. No functionality is being added. Just display the booking options and then have a link "Click to book attractions, packages, flights, and cars" that links to the ARES landing page.
16)	**Footer Navigation**	This navigation appears on every page

The Insider's Look tabs		
1)	**Photo**	Pull in images from Flickr. Clicking "Previous" and "Next" moves through the photos. "View more on Flickr" links to Phoenix's Flickr page.
2)	**Video**	Pull in videos from Youtube. The user can click Previous and Next to move through the videos. "View more on YouTube" links to Phoenix's YouTube page.
3)	**Twitter**	This combines the Phoenix Twitters feeds to broadcast short notes about current events, must-dos, and other new and exciting items. This section should be updated a minimum of three times per day. Display the 5 latest Tweets. "Follow Phoenix" links to Phoenix's Twitter page.

Global Search		
1)	**Search Options**	Clicking on "Search options" opens up an area where the user can select what they want to search within. Initially, all options are selected. Clicking on "Close," the "X" box, or "Search options" will close the option area.

2.0 Things to Do		
	Note:	This template displays video. An additional template will need to be created that does not contain video.
1)	**Navigation**	"Things to Do" is highlighted in the main navigation and its subnavigation is displayed. Audience navigation also appears.
2)	**Callouts**	Have a callout to "Mobile Phoenix" which links to "18.0 Mobile Phoenix." Have a callout to the Phoenix blog which links to "17.0 Phoenix Blog" Have a callout to Facebook that links to Phoenix's Facebook page. Have a callout to Twitter that links to Phoenix's Twitter page.
3)	**Image**	Image relevant to the current page
4)	**Breadcrumbs**	Breadcrumbs let the user know where they are, relative to the homepage.
5)	**Page Title**	Title of the page
6)	**Print, Share**	Have a link to Print the page, which opens up the user's print dialog box. "Share" is a button that displays all the different places a user can send this page's link to from email to facebook to digg and so forth
7)	**Copy**	Copy to promote what there is to do in Phoenix
8)	**Search**	User can search by keyword, category, and/or location
9)	**Category Dropdown**	This displays all of the subcategories for Things to Do. User can only select one item. Initially, "All Categories" is selected
10)	**Communities**	The locations dropdown contains all of the different Phoenix communities. Try to keep this minimal and the names intuitive. Initially, "All Communities" is selected.
11)	**View Map of Communities**	This links to a page that displays the Map of Communities as displayed in the next Wireframe
12)	**Featured Thing to Do (Video from a Local)**	Feature a very attractive thing to do in Phoenix. Display title and description of this attraction. The title links to a detail page of this attraction. Could display a photo along with the description. This area could also contain a video that the user can play on this page. Clicking on "Make Full Screen" makes the video bigger on this page. The video could be a tour led by a local Phoenix citizen of what they think are the best things to do in Phoenix.
13)	**Event**	Show top event(s)
14)	**Photos/Videos**	This area displays photos and videos. The photos appear in one tab and videos in the other. Initially, the photos tab is selected. The user can click on the photo for a larger image. Clicking "Previous" and "Next" moves through the photos." "View More" links to "1.4 Photos & Videos." The Video tab provides the same abilities. Photos and Videos are pulled in from the CMS. **NOTE:** There are multiple options for displaying video on a page. Each has a benefit and a downside.

2.0 Things to Do, Continued		
15)	**Top Rated**	This lists the top 1 to 10 rated attractions that are within the Things to Do section of the site. Display the attraction name, rating, and number of reviews. The attraction name links to that attraction's detail page. The list is from highest rated and down from there. The review rating and number of reviews displayed for an item is from the last time that item was indexed. Rated Items have to have at least 5 reviews.
16)	**Callouts**	Have a callout to the Visitor's Guide, which links to "19.0 Free Guides" Have a callout to the online chat.

Map of Communities		
	Note:	This is a Phase 2 item
1)	**Navigation**	"Map of Communities" appears in the navigation
2)	**Map**	This is a map of Phoenix and its communities. The user can click on the different communities. When a community is clicked on, the community is highlighted in the map and its information displays in the area below the map. Phoenix is initially highlighted.
3)	**Community Tabs**	Each community is a tab. Phoenix is initially selected.
4)	**Editable Region**	This information is used to display information about the selected community. This is an editable region, so text, photos, and video can be entered manually.

2.1 Arts & Culture		
1)	**Navigation**	"Arts & Culture" is highlighted in the navigation
2)	**Results total**	Display the number of results and the page that the user is on.
3)	**Pagination**	User can click on any of the numbers to go to that page or can click "Prev" and "Next" to move to the previous and next page.
4)	**Sort**	Users can click the column titles to reorder the list according to the selected criteria (name, rating, location). Initially, display is by name.
5)	**Listing Name**	Links to individual listing page
6)	**Rating**	This is the rating associated with the listing. If no rating exists, nothing would be displayed for this area for this listing.
7)	**Location**	Displays the location that is associated with the listing
8)	**Brief Description**	Displays the first 150 characters in the business listing description
9)	**Image**	This is the image associated with the business listing.
10)	**+ My Itinerary**	Clicking this button will add the listing to the user's Itinerary
11)	**See on map**	Users who click this link will be directed to the map at the bottom, where they will see the location and business information in a pop-up
12)	**Map**	All of the listings displayed on the results page are plotted on the map. User can click the dot to see listing information.

2.6 Outdoor Activities		
1)	**Navigation**	"Outdoor Activities" is highlighted and its subnavigation is displayed
2)	**Copy**	Copy about the outdoor activities. This page doesn't have a search since there is subnavigation and a keyword search will probably lead to a lot of null results
3)	**Featured Outdoor Activity**	Display a couple of featured activities
4)	**Video from a Locals**	This comes from the concept that there could be local Phoenix citizens who video tape their thoughts about the great things to do.

3.0 Places to Stay		
1)	**Navigation**	"Places to Stay" is highlighted in the navigation and it subnavigation is displayed.
2)	**Search**	User can search by keyword, category, and locations
3)	**Category Dropdown**	This displays all of the subcategories for Places to Stay. User can only select one item. Initially, "All Categories" is selected
4)	**Communities**	This works the same as for the search on Things to Do
5)	**ARES**	Display the ARES Hotel booking
6)	**Featured Places to Stay**	Feature a two to three places to stay in Phoenix. Display title and description of each place. The title links to a detail page of that place. Could display a photo along with the description. This area could also contain a video that the user can play on this page. This would work the same ways as explained for the Things to Do wireframe.
7)	**Photos/Videos**	This area displays photos and videos related to Places to Stay. Works the same way as displayed on the Things to Do page.
8)	**Top Rated**	This lists the top 5 to 10 rated places to stay that are within the Places to Stay section of the site. Display the place's name, rating, and number of reviews. The place's name links to that place's detail page. The list is from highest rated and down from there
9)	**Callouts**	Have a callout to the Visitor's Guide, which links to "19.0 Free Guides" Have a callout to the online chat.
10)	**Recently Reviewed**	List all of the past listings the user has gone to the detail pages of. The listing title links to that listing's detail page. User can check the listings they would like to add to their Itinerary and then click on the "+ My Itinerary" button.

4.0 Where to Stay		
1)	**Navigation**	"Where to Eat" is highlighted in the navigation and its subnavigation is displayed
2)	**Search**	User can search by type of food, cost, location, and keywords
3)	**Type dropdown**	This displays all the different types of food as noted in the Content Outline. The user can only select one type. Initially, "All Types" is selected.
4)	**Cost Dropdown**	This displays different levels of costs, which are displayed in the next wireframe
5)	**Locations**	This works the same as for the search on Things to Do
6)	**Featured Places to Eat**	Feature two to three places to eat. Display title and description of each place. The title links to a detail page of that place. Could display a photo along with the description. This area could also contain a video that the user can play on this page. This would work the same ways as explained for the Things to Do wireframe.
7)	**Video Tour (Video from a Local)**	This could be a video tour from "1.4 Photo/Video Tours." This could also be a video from local Phoenix citizens who video tape their thoughts about the great places to eat.
8)	**Photos/Videos**	This area displays photos and videos related to Places to Stay. Works the same way as displayed on the Things to Do page.
9)	**Top Rated**	This lists the top 5 to 10 rated places to eat that are within the Where to Eat section of the site. Display the place's name, rating, and number of reviews. The place's name links to that place's detail page. The list is from highest rated and down from there
10)	**Callouts**	Have a callout to the Visitor's Guide, which links to "19.0 Free Guides" Have a callout to the online chat.

4.0 Where to Eat, Cost dropdown		
1)	**Cost Dropdown**	This displays the options within the Cost dropdown

5.0 Trip Ideas		
1)	**Navigation**	"Trip Ideas" is highlighted in the navigation and its subnavigation is displayed
2)	**Copy**	Copy about the idea of Trip Ideas
3)	**Featured Trip Ideas**	List 3 or so featured trip ideas to give. Provide the title of the trip and description. Could include photos. Title links to that trip's detail page.

7.0 Meeting Planners		
1)	**Navigation**	"Meeting Planners" is displayed along with its subnavigation. Meeting Planners is no longer in the audience navigation. "Visitors" has now been added to the audience navigation.
2)	**Breadcrumbs**	The first link now says "Tourism Home" instead of "Home" so that Meeting Planners aren't confused where this link will take them.
3)	**Copy**	Brief copy about what the Phoenix CVB and this websites provides for Meeting Planners
4)	**Phoenix Convention Center**	This is a promotional area for the convention center. This is an editable area that can contain text, photos, and video. The title links to "7.1 Convention Center"
5)	**Hotels & Resorts**	This is a promotional area for the hotels and resorts. This is an editable are that can contain text, photos, and video. The title links to "7.2 Hotels & Resorts"
6)	**Hot Rates & Dates**	This is brief information on Hot Rates & Dates and a link to the Hot Rates & Dates page
7)	**Contact Us**	This displays phone and email info for the Resort Team and the City Wide Team. "Submit a Proposal Request" links to "7.8 Submit Proposal Request" "More Contact Info" links to "7.10 Contact Us"
8)	**Planning Guide**	Have a link and brief info about the planning guide. Have an image of the guide "View Online Guide" opens a new window that allows the user to interact with the guide. "Request Printed Guide" links "7.6 Planning Guide"
9)	**Promotion Toolkit**	Have a callout and link to "7.7 Promotion Toolkit." Provide a brief description of what the toolkit is
10)	**Getting Around**	Provide a link to "12.0 Getting Around." Provide a brief description of the getting around section provides.

7.7 Promotion Toolkit		
1)	**Navigation**	"Promotion Toolkit" is highlighted in the navigation and its subnavigation is displayed
2)	**Copy**	Copy explaining what the promotion toolkit it
3)	**Promotion Toolkit Items**	List out the subnavigation of the Promotion Toolkit section. For each section, display title and description. The title links to that section's page. This is an editable region so text, photos, and videos can be manually added.

7.8 Submit Proposal Request		
1)	**Navigation**	"Submit Proposal Request" is highlighted in the navigation and its subnavigation is displayed
2)	**Copy**	Copy explaining that there are multiple types of proposal requests
3)	**Subnavigation list**	List out all of the subnavigation items for "Submit Proposal Request." For each item, display the title and description. The title links to the appropriate page. The subnavigation is listed out to assist the user in knowing what type of RFP they should use.
4)	**Contact Info**	This area provides contact information for Convention Sales and Convention Services.

8.0 Travel Professionals		
1)	**Navigation**	"Travel Professionals" is highlighted in the navigation and its subnavigation is displayed. Travel Professionals no longer appears in the Audience Navigation. Visitors now appears in the audience navigation.
2)	**Breadcrumbs**	The first link now says "Tourism Home" instead of "Home" so that Travel Professionals aren't confused where this link will take them.
3)	**Copy**	Provide information about the services that the Phoenix CVB provides to travel professionals
4)	**Featured Trip**	Display a featured trip. Display title, description, possibly an image, and link to read more. The Trip Title and "Read More" links to that Trip's detail page
5)	**Photos/Videos**	This area displays photos and videos. The photos and videos display things that are important to travel professionals. The photos appear in one tab and videos in the other. Initially, the photos tab is selected. The user can click on the photo for a larger image. Clicking "Previous" and "Next" moves through the photos." "View More" links to "1.4 Photo/Video Tours." The Video tab provides the same abilities.
6)	**Contact Info**	Display general contact information. "Request Information" links to "8.7 Request Info" "More Contact Info" links to "8.8 Contact Us"
7)	**Planning Guide**	Have a link and brief info about the planning guide. Have an image of the guide "View Online Guide" opens a new window that allows the user to interact with the guide. "Request Printed Guide" links "7.6 Planning Guide"

9.0 Media		
1)	**Navigation**	"Media" is highlighted in the navigation and its subnavigation is displayed. Media no longer appears in the Audience Navigation. Visitors now appears in the audience navigation.
2)	**Breadcrumbs**	The first link now says "Tourism Home" instead of "Home" so that the Media aren't confused where this link will take them.
3)	**Copy**	Provide information about the services that the Phoenix CVB provides to the Media
4)	**Press Releases**	Display the last 5 Press Releases. Display the press release title and date. The title links to the full Press Releases. "More Press Releases" links to "9.2 Press Releases"
5)	**What's New**	This is an editable region. Display the latest highlighted What's New item. Display the news title, date, portion of the article, image, and link to read more. The title and "Read More" links to that news item's detail page. "More of What's New" " links to "9.1 What's New"
6)	**Contact Info**	Display general contact information. "Submit a Request for Assistance" links to "9.7 Request Assistance"
7)	**Tours & Trips**	Provide copy of how there are suggested tours and trips. Include link to "9.6 Tours & Trips."

9.1 What's New		
1)	**Navigation**	"What's New" is highlighted in the navigation and its subnavigation is displayed.
2)	**Highlights**	This is an editable region Display 3 to 5 highlights of the latest What's New letter. Display title, date, portion of the article, image, and link to read more. "Read More" links to the full article.
3)	**Submit News/Event item**	"Submit your news/event item" links to a form where the user enters their news/event item as seen in the next wireframe
4)	**Subscribe**	"Subscribe to the What's New newsletter" links to a form where the user enters in info to receive the newsletters.
5)	**More Link**	"More of What's New for February 2009" displays the rest of the "What's New" items for February.

9.1 What's New – With Search

	NOTE:	This is another option of What's New with a search capability
1)	**Search**	Can search by keyword, category, and issue year
2)	**Categories**	Dropdown that contains list of all categories that articles have been categorized
3)	**Issue Year**	Dropdown that contains list of current and past issue years
4)	**Event Dates**	User can enter a start date and end date. ***User can only search by dates if all articles are entered as events, otherwise this event search will not appear
5)	**Results**	This page initially displays all articles from all issues. The articles are displayed chronologically with the most recent article displayed first
6)	**Result Item**	Display Article Title, date, brief portion of the article, link to Read More, and image, if the article has one. The Article Title and Read More links to the full article page

9.1.1 February 2007

1)	**Search**	Can search by keyword and category
2)	**Categories**	Dropdown that contains list of all categories that articles have been categorized
3)	**Results**	This page initially displays all articles from all issues. The articles are displayed chronologically with the most recent article displayed first
4)	**Result Item**	Display Article Title, date, brief portion of the article, link to Read More, and image, if the article has one. The Article Title and Read More links to the full article page

9.1 What's New Submission Form		
1)	**Copy**	Explain the purpose of the form
2)	**Required Asterisk**	Make a note that the red asterisk represents a field that must be filled out. There is no need for this if nothing is required.
3)	**Title, Host**	Both the Title and Host are text fields
4)	**Associated Categories**	This is a list of categories that the event, program, or news item can be associated with. Each category is a checkbox that the user can click on to check or uncheck. Initially, none of the checkboxes are checked.
5)	**Description**	Text area. User can only enter 150 words.
6)	**Date**	Clicking on the text box or calendar icon opens a pop-up calendar where the user can select a date.
7)	**Name, Email, Website**	The Contact name, e-mail, and website are all text fields
8)	**Choose File**	Clicking this button opens a dialog box where user can browse for a file on their computer.
9)	**Submit**	This submits and emails the form to someone at the CVB.
10)	**Clear All**	This clears all the fields and sets the checkboxes to all being unchecked

1.4 Photo/Video Tours		
1)	**Navigation**	"Photo/Video Tours" is highlighted in the navigation
2)	**Photo/Video Tabs**	Tab system. Initially, Photo tab is selected
3)	**Photos**	List out the different photo tours which are done by type. Each photo tour title opens up a window in this page (lightbox) where the user can click through the photos. Display an image by each photo tour title.

1.4 Photo/Video Tours Video Tab		
1)	**Videos**	List out the different videos. Video can be played on this page. User can enlarge the video by clicking on the video title or a full screen button.
2)	**Description**	Description of the video

16.0 GLBT	
1) **Photo**	Image related to GLBT
2) **Breadcrumbs**	The first link now says "Tourism Home" instead of "Home" so that people aren't confused where this link will take them.
3) **Copy**	Copy to promote GLBT in Phoenix
4) **Featured Items**	Can feature activities, places, and events. These are editable areas so can have text, pictures, and video. Can feature just one item or multiple items in the callouts.
5) **Callouts**	Have a callout to the Visitor's Guide, which links to "19.0 Free Guides" Have a callout to the online chat.

1.3 Interactive Map	
1) **Navigation**	"Interactive Map" is highlighted in the navigation
2) **Copy**	Brief explanation about how to use the map
3) **Things to Do**	Clicking on this button will display a drop-down of all categories in this link. From there, users can click their desired category. When a category is clicked, all business listings within that category are displayed on the map.
4) **Places to Stay**	Clicking on this button will display a drop-down of all categories in this link. From there, users can click their desired category
5) **Places to Eat**	Clicking on this button will display a drop-down of all categories in this link. From there, users can click their desired category

1.3 Interactive Map Results	
1) **Map Results**	The map displays all results in the user's category. Users who click on a dot will see a pop-up that contains information specific to that listing.
2) **Listing Information**	Includes name, address, and phone number. The name links to that business' detail page.
3) **+ My Itinerary**	Allows users to add the listing to their Itinerary
4) **See on Map**	Displays this listing on the map
5) **Scrollbar**	Added to accommodate the full list of results.

11.3 Interactive Map Pop-Up	
1) **Pop-up**	This pop-up appears when a user clicks on a dot on the map. It includes the business name, address, phone number, URL, photo, and description.

7.2 Meeting Planners – Hotels & Resorts Search	
1) **Hotel/Resort Name**	This is a text field
2) **Number of Meeting Rooms**	This is a text field.
3) **Contact**	Display contact information for the Resort Team and City Wide Team. "Submit a Proposal Request" links to RFP page for Hotels & Resorts. "More Contact Info" links to "7.10 Contact Us"
4) **Passkey Group Reservations**	Provide copy that explains what this service is and a link to a page that gives a more detailed information about Passkey or to the Passkey website

7.2 Meeting Planners – Hotels & Resorts Search Results	
1) **Submit a Proposal Request**	"Submit a Proposal Request" links to RFP page for Hotels & Resorts.

7.2 Meeting Planners – Hotels & Resorts Search Again	
1) **Closing Search Area**	Clicking on "Search Again," "Close," or "Cancel" clears and closes this search area.

7.3 Meeting Planners – Venue Search	
1) **Venue Name**	This is a text field

Search Results – Refine	
1) **Refine options**	The user can select to see search results only of a certain type. The suggestions here is: Things to Do, Places to Stay, Where to Eat, Special Offers, Events, General Content
2) **Closing Refine Area**	Clicking on "Search Again," "Close," or "Cancel" clears and closes this refine area.

2.0 Things to Do Search Results	
1) **Search Again**	Keep the searching options still available on the search results page. The user can easily enter in keywords, choose a category, and/or choose a location.

Business Listing	
1) **More Images**	This link opens up a lightbox where the user can go through all the images of this business
2) **Write a Review**	Make sure to make this prominent

Business Listing Special Offers	
1) **View Coupon Button**	If there is a print version of the coupon, then have this button appear. Clicking on this button opens up the print version in a new window. Provide a link in this window for the user to print the coupon.
2) **View Package Button**	If there is a print version of the package, then have this button appear. Clicking on this button opens up the print version in a new window. Provide a link in this window for the user to print the package.

6.0 Events	
1) **RSS**	This links to a page where the user can add the Phoenix feed to their feed aggregator
2) **Features**	These sections can highlight important or upcoming events.
3) **Special Offer**	Display a special offer (coupon or package) that is related to an upcoming event. Display title of offer and description. The title links to that special offer's detail page.
4) **The Insider's Look**	This is a tabbed section that contains Blog articles and Twitter. Initially, the Blog is selected and displayed. **For the Blog:** List 5 of the latest articles from the Phoenix Blog. The article links to the full article. "Read More" links to the Phoenix Blog's page. There are costs associated with pulling in blog articles into this website. If possible, only pull in blog articles and tweets tagged as events.

6.0 Events Search, Search Again	
1) **Closing Search Area**	Clicking on "Search Again," "Close," or "Cancel" clears and closes this search area.

6.0 Events Detail Page	
1) **Venue and Address**	Display the venue name and its address. The Venue name is a link to that venue's detail page
2) **Photo**	This is a photo associated with the venue.

11.0 Special Offers Landing	
1) **Search Special Offers**	User can search by keyword or by category. Initially, "All Categories" is selected.
2) **Featured Packages**	Feature 3 to 5 packages. Provide a picture (if there is one), title, and brief description. The title links to that package's detail page. "More Packages" links to the Packages landing page.
3) **Featured Coupons**	Feature 3 to 5 packages. Provide a picture (if there is one), title, and brief description. The title links to that coupon's detail page. "More Coupons" links to the Coupons landing page.

5.3 Trip Idea Detail	
1) **List of business listings**	This is an editable region. List different activities, places to stay, events, and so forth that fit within this trip. Display listing name, brief description, and how much time to allow for doing this activity if appropriate. Listing name links to that listing's detail page.

Ask a Question	
1) **Navigation**	"Ask a Question" appears in the navigation
2) **Copy**	Copy to explain how to ask a question and fill out the form
3) **Fields**	Have text fields for Name, Email, and Question. The Email and Question fields are required.
4) **Submit**	This sends an email to the appropriate person at the CVB

13.0 My Itinerary No Items	
1) **My Itinerary Pop-Up**	Clicking on "My Itinerary" pops open the Itinerary
2) **Copy**	Explain what the Itinerary is and how it works. Make sure to mention how the user can access this trip plan with their mobile phone. Have a link to the "Mobile Phoenix"
3) **0 items**	This message will appear if the user has zero items in the Itinerary

13.0 My Itinerary Dropdown		
	NOTE:	This is what appears when the user clicks on "My Itinerary" on any page of the site.
1)	**View All Items …**	This button/link takes the user to the full Itinerary as seen in the next wireframe.
2)	**Item Info**	This is the featured item information. It displays information for the thumbnail that has been selected in the item list. Display: • Item's photo • Item's name – this links to the business' detail page • Address • Phone number • Email address – this opens the user's default email client's email window • URL – this links to this business' website • Portion of the description • Read More - Link to read more of the description which links to the business' detail page • Review and link to read reviews – Read Review links to the portion of the business' detail page where the reviews are displayed • Link for More Details – this links to the business' detail page
3)	**Item's List**	Display the last 5 added items. For each item display a thumbnail and business title. The title and thumbnail moves that business listing to the feature area of this page. Whatever thumbnail is displayed in the featured area, it is highlighted in some manner in the item's list.

13.0 My Itinerary Save		
1)	**Copy**	Explain what the Itinerary is and how it works. Mention the mobile page and site. Link to the mobile explanation page "18.0 Mobile Phoenix."
2)	**Listings**	Includes listing names (link to individual listing page), photo, and brief description
3)	**Remove**	Removes the listing from the Itinerary
4)	**Show on Map**	Opens a pop-up of this listing on the map
5)	**Save**	Users who click this button can add their email address to a cookie that allows the site to save their Itinerary beyond the normal cookie session
6)	**Callouts**	Have a callout to the Visitor's Guide, which links to "19.0 Free Guides" Have a callout to the online chat.
7)	**Map**	Displays all attractions in the Itinerary

13.0 My Itinerary Share	
1) **Copy**	Provide copy about how to share your trip
2) **Your Email**	Text field for user to enter their email address
3) **Friend's Email**	Text fields for user to enter another email address
4) **Message**	Text field