

# Hertz | Online Booking



# Wire Frames

THE FOLLOWING WIREFRAMES ARE A RECOMMENDATIONS FOR CONTENT, STRUCTURE AND USER EXPERIENCE **NOT** LAYOUT

1.0



Make a reservation | **Choose a car** | Add extras | Review & book | Confirmation

Change your reservation **2.0** | **1** | **2** | **3** | **4** | **5** | **3.0** Customer support

**Search** Reset form

**Filter the range:** **4.0**

**Car type**

- Mini (2)  Economy (3)
- Compact (4)  Intermediate (2)
- Standard (2)  Fullsize (2)
- Premium (2)  Luxury (2)
- Special (2)

[Go to our van hire site](#)

**Number of passengers**

- 2 Seats  4 Seats
- 6 Seats  5 Seats
- 7+ Seats

**Price per day**

40.00 GBP  150.00 GBP

**Efficiency**

MPG  15 75

CO2  300 50

**Transmission**

Manual  Automatic

**Hertz Collections - pick a guaranteed make and model**

- Green Collection** (3)
- Fun Collection** (2)
- Prestige Collection** (3)

**Important information**

- [Rental Qualifications and Requirements](#)
- [Rental Agreement](#)

**Available Cars** The rates listed represent the best available rates for the information provided

**Non-Flexible**

- Best value option
- Some restrictions
- Fees for changes to contract

**Flexible**

- Offers highest degree of flexibility
- No restrictions
- No charges for changes to contract

[Read more about Flexibility Package options](#)

**Results 1-8 9-16 17-21**

**Fiat Panda 1.1 or similar**

**Mini**

**172.67 GBP**

Online Prepaid Rate

6.0

Other Views - Click on image to change view

4
 2
 2
 M
 A/C

Non-Flexible

**Flexible**

Minimum age of driver: 26

**Ford Fiesta 1.25 Zetec or similar**

**Economy**

**172.67 GBP**

Online Prepaid Rate

**Ford Focus 1.8 Zetec Climate or similar**

**Compact**

**172.67 GBP**

Online Prepaid Rate

**Ford Mondeo 1.25 TDCI Zetec or similar**

**Intermediate**

**172.67 GBP**

Online Prepaid Rate

**Ford Focus 1.6 Zetec Estate or similar**

**Compact**

**172.67 GBP**

Online Prepaid Rate

**Ford Mondeo Estate 1.9 or similar**

**Economy**

**172.67 GBP**

Online Prepaid Rate

**Your Basket** **5.0**

show prices in

**Itinerary**

**Pick up:**   
 Location: London Heathrow Airport  
 Date & Time: Monday 18th Jan 2010 10:00

**Return:**   
 Location: London Heathrow Airport  
 Date & Time: Sunday 25th Jan 2010 10:00

7.0

## Notes:

**1.0. Choose Car page - Default View**  
 First view the user is presented with after entering itinerary on the homepage. Results are unfiltered and ordered by price. The default number of cars per page is 8.

**N.B. Hertz Students:** if the user has indicated that they are under 25 (option should be clearly marked on the home page) the default view would only show cars that are available under the Hertz Students scheme.

**2.0 Change Reservation button:** takes user back to homepage.

**3.0. Customer Support:** launches new window containing Customer Support page.

**4.0. Filter Bar:** allows user to filter results according to combination of selected boxes / sliders - view will update immediately as the user selects and deselects options / changes sliders. All numbers next to types indicate number available at chosen itinerary location on the required date - if none are available that option will be greyed out. If the user clicks on the type name, only cars within that category will be shown until other options are chosen. Wireframes show default configuration - Reset Form option will restore Filter to this.

**5.0. Dynamic Basket:** grows as user adds items. At this stage only the itinerary would be visible - the Continue button will only become available when a car is selected. Options in the itinerary bar can be changed by clicking the buttons which will take the user back to homepage (which would already be populated with present itinerary). If a car has already been selected, it should be automatically transferred to the new dates/location if possible. If not, this should be clearly indicated to the user, who will be prompted to select another car. **Important note:** the basket must always be visible to the user and so should move down to follow if the user has to scroll - see EasyJet for an example of this.

**6.0. Dynamic Results Pane:** user can open and close panes to view more details of car type. User can have as many open at one time as they wish to allow comparison. First car in list is in expanded view by default. The "Select" button will add chosen type into the basket - only one car can be in the basket, and will change if another is selected. Default Rate is Flexible and Pre-paid. If user toggles from Flexible to Non-flexible, prices shown on all cars are changed accordingly.

**7.0. Hertz Collections:** See next wireframe.

1.0



Make a reservation Choose a car Add extras Review & book Confirmation

Change your reservation

1

2

3

4

5

Customer support

Search

Reset form

Restore filter view

Car type

- Mini (2)
- Economy (3)
- Compact (4)
- Intermediate (2)
- Standard (2)
- Fullsize (2)
- Premium (2)
- Luxury (2)
- Special (2)

Go to our van hire site

Number of passengers

- 2 Seats
- 4 Seats
- 6 Seats
- 5 Seats
- 7+ Seats

Price per day

40.00 GBP - 150.00 GBP

Efficiency

MPG: 15 - 75

CO2: 300 - 50

Transmission

- Manual
- Automatic

2.0

Available Cars

- The rates listed represent the best available rates for the information provided
- Non-Flexible**
    - Best value option
    - Some restrictions
    - Fees for changes to contract
  - Flexible**
    - Offers highest degree of flexibility
    - No restrictions
    - No charges for changes to contract
- [Read more about Flexibility Package options](#)
- Results 1-8 9-16 17-21



3.0

**Fiat Focus 1.6 Diesel Compact** **172.67 GBP**  
Online Prepaid Rate

Non-Flexible

Flexible

Minimum age of driver: 26

[View Rate Details](#)

**Select**

Other Views - Click on image to change view

- 4
- 2
- 2
- M
- A/C

**VW Passat Blue Motion 1.9 Intermediate** **172.67 GBP**  
Online Prepaid Rate

[see details](#) **Select**

**Mercedes A 170 Intermediate** **172.67 GBP**  
Online Prepaid Rate

[see details](#) **Select**

Hertz Collections - pick a guaranteed make and model

- Green Collection** (3) [close](#)
- Fun Collection** (2) [view](#)
- Prestige Collection** (3) [view](#)

**Important information**

- [Rental Qualifications and Requirements](#)
- [Rental Agreement](#)

Your Basket

show prices in pounds sterling

**Itinerary**

**Pick up:** [change](#)  
Location: London Heathrow Airport  
Date & Time: Monday 18th Jan 2010 10:00

**Return:** [change](#)  
Location: London Heathrow Airport  
Date & Time: Sunday 25th Jan 2010 10:00

**Car** [change](#)  
Ford Focus 1.8 Zetec Climate or similar  
[View car details](#)

**Flexible Rate:** 1 Week, Unlimited milage  
[View your rate details](#)

**Car subtotal:** 000.00 GBP

**Discount**  
Rate Quote: Best

**Approximate total: 000.00 GBP**  
(includes taxes)

[More details about your quote](#)

**4.0** **Continue**

**Notes:**

**1.0. Choose Car page - Hertz Collection View**  
User has chosen the Green Collection option in the Collections box. Results are updated to show available models from the collection only. User can toggle between collections (buttons change their option tags as shown) but only one collection can be shown at any one time.

**2.0 Filter Bar** is frozen in current state, preserving user input. User either chooses the restore option or clicks on the close button next to Collection name to return filter to use. Results view then returns to previous state (as determined by filter options chosen.)

**3.0. Collections Banner:** opens with promotional details of Collection.

**4.0. Basket** shows that user has selected a car. As user can toggle between cars, the change option is not available. The Continue option is now available.

Logo

Change your reservation
Make a reservation
Choose a car
Add extras
Review & book
Confirmation
Customer support

**Search** Reset form

**Filter the range:**

**Car type**

Mini (2)  Economy (3)

Compact (4)  Intermediate (2)

Standard (2)  Fullsize (2)

Premium (2)  Luxury (2)

Special (2)

[Go to our van hire site](#)

**Number of passengers**

2 Seats  4 Seats

6 Seats  5 Seats

7+ Seats

**Price per day**

40.00 GBP  150.00 GBP

**Efficiency**

MPG  75

CO2  50

**Transmission**

Manual  Automatic

**Hertz Collections - pick a guaranteed make and model**

**Green Collection** (3)

**Fun Collection** (2)

**Prestige Collection** (3)

**Important information**

[Rental Qualifications and Requirements](#)

[Rental Agreement](#)

**Available Cars** The rates listed represent the best available rates for the information provided

**Non-Flexible**

- Best value option
- Some restrictions
- Fees for changes to contract

**Flexible**

- Offers highest degree of flexibility
- No restrictions
- No charges for changes to contract

[Read more about Flexibility Package options](#)

**Results 1-8** [9-16](#) [17-21](#)

**Fiat Panda 1.1 or similar**

**Mini**

**172.67 GBP**

Online Prepaid Rate

Other Views - Click on image to change view

4
 2
 2
 M
 A/C

Non-Flexible

**Flexible**

Minimum age of driver: 26

1.0

- Collision Damage Waiver
- Theft Protection
- Location Service Charge
- Vehicle Licensing Fee and Road Tax
- No cancellation fee
- Free unlimited mileage
- No fee for early or late return
- ✗ Does not include
  - Fuel
  - Additional Driver (both available as extras)

**Ford Fiesta 1.25 Zetec or similar**

**Economy**

**172.67 GBP**

Online Prepaid Rate

**Ford Focus 1.8 Zetec Climate or similar**

**Compact**

**172.67 GBP**

Online Prepaid Rate

**Added to basket** 4.0

**Ford Mondeo 1.25 TDCI Zetec or similar**

**Intermediate**

**172.67 GBP**

Online Prepaid Rate

**Ford Focus 1.6 Zetec Estate or similar**

**Compact**

**172.67 GBP**

Online Prepaid Rate

**Your Basket**

show prices in

**Itinerary**

**Pick up:**

Location: London Heathrow Airport  
Date & Time: Monday 18th Jan 2010 10:00

**Return:**

Location: London Heathrow Airport  
Date & Time: Sunday 25th Jan 2010 10:00

**Car**

**Ford Focus 1.8 Zetec Climate or similar**

- Economy 2.0
- 4-5 Door
- Manual

**Flexible Rate:** 1 Week, Unlimited mileage

**Total approximate price includes:**

- Collision Damage Waiver
- Theft Protection 3.0
- Location Service Charge
- Vehicle Licensing Fee and Road Tax
- Unlimited mileage

**Car subtotal:** 000.00 GBP

**Discount**  
Rate Quote: Best

**Approximate total:** 000.00 GBP (includes taxes)

5.0

**Important Information.**  
Price is guaranteed. Taxes, fees and extras, if not included in the rate, are subject to change.

What is the rate code for my quote?  
123456

**Notes:**

**1.0. Rate Details (Results Pane):** user has clicked on View Rate Details. Details will change depending on Rate option chosen (Flexible Rate is the default rate).

**2.0 Car Details:** user has clicked on the View Car Details option. The Flexible Rate link launches the "More about Flexibility Package options" overlay (see page 7).

**3.0. Rate Details (Basket):** user has clicked on the View Rate Details option.

**4.0. Added To Basket:** replaces the select button if user has selected the particular model.

**5.0. More About Rate Details:** user has clicked on the More About Your Rate option.



Change your reservation 1 **Choose a car** 2 Add extras 3 Review & book 4 Confirmation 5 Customer support

**Search** Reset form

**Filter the range:**

**Car type**

- Mini (2)  Economy (3)
- Compact (4)  Intermediate (2)
- Standard (2)  Fullsize (2)
- Premium (2)  Luxury (2)
- Special (2)

[Go to our van hire site](#)

**Number of passengers**

- 2 Seats  4 Seats
- 6 Seats  5 Seats
- 7+ Seats

**Price per day**

40.00 GBP  150.00 GBP

**Efficiency**

MPG  15 75

CO2  300 50

**Transmission**

- Manual  Automatic

**Available Cars** The rates listed represent the best available rates for the information provided

**Non-Flexible**

- Best value option
- Some restrictions
- Fees for changes to contract

**Flexible**

- Offers highest degree of flexibility
- No restrictions
- No charges for changes to contract

[Read more about Flexibility Package options](#)

**Results 1-8 9-16 17-21**

**Fiat Panda 1.1 or similar** **172.67 GBP**  
Online Prepaid Rate

Non-Flexible

Flexible

Minimum age of driver: 26

**Hide Rate Details**

- Collision Damage Waiver
- Theft Protection
- Location Service Charge
- Licensing Fee and Road Tax
- Mileage fee
- Unlimited mileage
- Early or late return
- Fuel included
- Insurance sum
- Insurance sum

**Theft Protection**

1.0

**Hide Rate Details**

Collision Damage Waiver

Theft Protection

Location Service Charge

Licensing Fee and Road Tax

Mileage fee

Unlimited mileage

Early or late return

Fuel included

Insurance sum

Insurance sum

	<b>Ford Fiesta 1.25 Zetec or similar</b>	<b>172.67 GBP</b>	Online Prepaid Rate	<input type="button" value="Select"/>
<input type="button" value="see details"/>	<b>Ford Focus 1.8 Zetec Climate or similar</b>	<b>172.67 GBP</b>	Online Prepaid Rate	Added to basket <input checked="" type="checkbox"/>
<input type="button" value="see details"/>	<b>Ford Mondeo 1.25 TDCI Zetec or similar</b>	<b>172.67 GBP</b>	Online Prepaid Rate	<input type="button" value="Select"/>
<input type="button" value="see details"/>	<b>Ford Focus 1.6 Zetec Estate or similar</b>	<b>172.67 GBP</b>	Online Prepaid Rate	<input type="button" value="Select"/>

**Hertz Collections - pick a guaranteed make and model**

- Green Collection** (3)
- Fun Collection** (2)
- Prestige Collection** (3)

**Important information**

- [Rental Qualifications and Requirements](#)
- [Rental Agreement](#)

**Your Basket**

show prices in

**Itinerary**

**Pick up:**

Location: London Heathrow Airport

Date & Time:

**Return:**

Location: Northern Perimeter Road (West) Hounslow, London GB

Date & Time:

2.0

[Directions](#)

Mon-Sun 24 hrs  
Tel: 020 8759 1125

**Car**

**Ford Focus 1.8 Zetec Climate or similar**

- Economy
- 4-5 Door
- Manual

**Flexible Rate:** 1 Week, Unlimited mileage

**Total approximate price includes:**

- Collision Damage Waiver
- Theft Protection
- Location Service Charge
- Vehicle Licensing Fee and Road Tax

**Car subtotal:** 000.00 GBP

**Discount**  
Rate Quote: Best

**Approximate total:** 000.00 GBP (includes taxes)

**Important Information.**  
Price is guaranteed. Taxes, fees and extras, if not included in the rate, are subject to change.

**What is the rate code for my quote?**  
123456

**Notes:**

**1.0. Rate Details callout:** launched when user clicks on icon and contains brief explanation of term.

**2.0 Location callout:** launched when user clicks on location name and contains address / contact details. The Directions link will download a .pdf file containing directions and useful information when clicked.

Logo

Make a reservation
2
Add extras
Review & book
Confirmation

Customer support

Search Reset form

Filter the range:

Car type

Mini (2)  Economy (3)

Compact (4)  Intermediate (2)

Standard (2)  Fullsize (2)

Premium (2)  Luxury (2)

Special (2)

[Go to our van hire site](#)

Number of passengers

2 Seats  4 Seats

6 Seats  5 Seats

7+ Seats

Price per day

40.00 GBP  150.00 GBP

Efficiency

MPG

15  75

CO2

300  50

Transmission

Manual  Automatic

Hertz Collections - pick a guaranteed make and model

[Green Collection](#) (3)

[Fun Collection](#) (2)

[Prestige Collection](#) (3)

Important information

[Rental Qualifications and Requirements](#)

[Rental Agreement](#)

**More about Flexible Rates**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Ford Focus 1.6 Zetec Estate or similar**

**Compact**

**172.67 GBP**

Online Prepaid Rate

**Ford Mondeo Estate 1.9 or similar**

**Economy**

**172.67 GBP**

Online Prepaid Rate

Shopping basket

in pounds sterling

London Heathrow Airport

Monday 18th Jan 2010 10:00

London Heathrow Airport

Sunday 25th Jan 2010 10:00

1.8 Zetec Climate or similar

1 Week, Unlimited milage

**Total: 000.00 GBP**

**Rate total: 000.00 GBP**

(includes taxes)

**Notes:**

**1.0. More about Flexible Rates overlay:** launched when user clicks on the Read More about Flexibility Options Link in the message box above the Search Results.

Logo

Change your reservation
1
2
3
4
5
Customer support

**1.0** Hertz recommends

Hertz customers who rented your car type added:

from **Products**  
[NeverLost®](#)

from **Cover**  
[Super Cover](#)

from **Extras**  
[Bicycle Rack](#)

Select this package

### Add a product - enhance your journey

View as a list Previous 1 | 2 Next 1 - 4 of 6

**2.0**

**NeverLost®**  
00.00 GBP

**Child Seats**  
00.00 GBP

**Infant Child Seats**  
00.00 GBP

**Mobile Phone**  
00.00 GBP

NeverLost satellite system. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede.

### Your Basket

show prices in pounds sterling

#### Itinerary

**Pick up:** change  
Location: [London Heathrow Airport](#)  
Date & Time: Monday 18th Jan 2010 10:00

**Return:** change  
Location: [London Heathrow Airport](#)  
Date & Time: Sunday 25th Jan 2010 10:00

#### Car

Ford Focus 1.8 Zetec Climate or similar change

+ [View car details](#)

Flexible Rate: 1 Week, Unlimited milage

+ [View your rate details](#)

**Car subtotal: 000.00 GBP**

Discount  
Rate Quote: Best

**Approximate total: 000.00 GBP**  
(includes taxes)

+ [More details about your quote](#)

**[Log in here for member's rate](#)**

**5.0**

Continue

### Need extra cover? Pick a policy to suit you

3.0

<span style="border: 1px solid #ccc; padding: 2px;">+</span>	<a href="#">Super Cover</a>	Total for trip 00.00 GBP	<span style="background-color: #333; color: white; padding: 2px 5px; border-radius: 15px;">Select</span>
<span style="border: 1px solid #ccc; padding: 2px;">+</span>	<a href="#">Personal Accident Insurance / Personal Effects Coverage</a>	Total for trip 00.00 GBP	<span style="background-color: #333; color: white; padding: 2px 5px; border-radius: 15px;">Select</span>
<span style="border: 1px solid #ccc; padding: 2px;">+</span>	<a href="#">Additional Driver</a>	Total for trip 00.00 GBP	<span style="background-color: #333; color: white; padding: 2px 5px; border-radius: 15px;">Select</span>
<span style="border: 1px solid #ccc; padding: 2px;">+</span>	<a href="#">Lorem ipsum</a>	Total for trip 00.00 GBP	<span style="background-color: #333; color: white; padding: 2px 5px; border-radius: 15px;">Select</span>
<span style="border: 1px solid #ccc; padding: 2px;">+</span>	<a href="#">Lorem ipsum</a>	Total for trip 00.00 GBP	<span style="background-color: #333; color: white; padding: 2px 5px; border-radius: 15px;">Select</span>
<span style="border: 1px solid #ccc; padding: 2px;">+</span>	<a href="#">Lorem ipsum</a>	Total for trip 00.00 GBP	<span style="background-color: #333; color: white; padding: 2px 5px; border-radius: 15px;">Select</span>

### Customise your choice

4.0

Other drivers who rented this car type added:

<span style="border: 1px solid #ccc; padding: 2px;">+</span>	<a href="#">Bicycle Rack</a>	Total for trip 00.00 GBP	<span style="background-color: #333; color: white; padding: 2px 5px; border-radius: 15px;">Select</span>
--	------------------------------	--------------------------	--

+ [Choose from more add-ons](#)

**Important information**  
[Rental Qualifications and Requirements](#)  
[Rental Agreement](#)

## Notes:

**1.0. Hertz Recommends box:** suggests a package of extras to go with the model chosen, one from each of the three page categories. If the user clicks on select, basket is updated to reflect this. NB. This could be an opportunity to offer a special package price in order to encourage uptake.

**2.0. Products Carousel:** contains 6 products. User can scroll through products using the arrow buttons. If the user rolls over the image, background changes and a brief overview given in the dialog underneath. When the user clicks on the price link, more details are given (see next wireframe) along with a selection button.

**3.0. Cover section:** user can either select option to place in basket or expand to see further details (see next wireframe)

**4.0. Customise your choice:** default view shows most popular suggested add-on and an option to view others.

**5.0. Log-in option:** if user is a member but has not logged in they are given the option here when continuing to the booking page (see page 10 wireframe). Prices in the basket will be updated to reflect this - any changes to subtotal and totals should be clearly indicated:

**Approximate total: 000.00 GBP**  
Updated to Members Rate (includes taxes)



1.0



Change your reservation

- Make a reservation
- Choose a car
- 3
- Review & book
- Confirmation

Customer support

**Hertz recommends**

Hertz customers who rented your car type added:

from **Products**  
[NeverLost®](#)

from **Cover**  
[Super Cover](#)

from **Extras**  
[Bicycle Rack](#)

Select this package

**Add a product - enhance your journey**

[View as a list](#)      Previous 1 | 2 Next 1 - 4 of 6

**NeverLost®**  
00.00 GBP

**Child Seats**  
00.00 GBP

**Infant Child Seats**  
00.00 GBP

**Mobile Phone**  
00.00 GBP

**Child Seats**      00.00 GBP Per Day

number of seats

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Total for trip 00.00 GBP**

Select

**Need extra cover? Pick a policy to suit you**

**Super Cover**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Total for trip 00.00 GBP** Select

**Personal Accident Insurance / Personal Effects Coverage**      **Total for trip 00.00 GBP** Select

**Additional Driver**      **Total for trip 00.00 GBP** Select

**Lorem ipsum**      **Total for trip 00.00 GBP** Select

**Lorem ipsum**      **Total for trip 00.00 GBP** Select

**Lorem ipsum**      **Total for trip 00.00 GBP** Select

**Your Basket**

show prices in

**Itinerary**

**Pick up:** change  
 Location: [London Heathrow Airport](#)  
 Date & Time: Monday 18th Jan 2010 10:00

**Return:** change  
 Location: [London Heathrow Airport](#)  
 Date & Time: Sunday 25th Jan 2010 10:00

**Car** change

**Ford Focus 1.8 Zetec Climate** or similar

[View car details](#)

**Flexible Rate:** 1 Week, Unlimited milage

[View your rate details](#)

---

**Car subtotal: 000.00 GBP**

**Extras**

Neverlost navigational system 00.00 GBP X

---

**Extras subtotal: 00.00 GBP**

**Discount**  
Rate Quote: Best

---

**Approximate total: 000.00 GBP**

[More details about your quote](#)

[Log in here for member's rate](#)

Continue

**Notes:**

**1.0. Add Extras expanded view:** view above the fold shows expanded Products and Cover sections.

**2.0. Added to basket icon**


**3.0. Product Image:** space can be used for a variety of rich media (animated gif, flash animation, video) depending on which would best demonstrate the product's function / use.

1.0

### Customise your choice

Other drivers who rented this car type added:

**Bicycle Rack** Total for trip 00.00 GBP [Select](#)

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris.

**Pre-paid tolls** Total for trip 00.00 GBP [Select](#)

**Lorum ipsum** Total for trip 00.00 GBP [Select](#)

**Lorum ipsum** Total for trip 00.00 GBP [Select](#)

**Lorum ipsum** Total for trip 00.00 GBP [Select](#)

**Lorum ipsum** Total for trip 00.00 GBP [Select](#)

**Hide add-ons**

### Notes:

1.0. Add-ons expanded view

**Important information**  
[Rental Qualifications and Requirements](#)  
[Rental Agreement](#)



Change your reservation

Make a reservation

Choose a car

**Add extras**

Review & book

Confirmation

Customer support

- 1
- 2
- 3
- 4
- 5

**Hertz recommends**

Hertz customers who rented your car type added:

[NeverLost®](#)

[Super Cover](#)

[Bicycle Rack](#)

Select this package

**Add a product - enhance your journey**

Original view

1.0

**NeverLost®** 00.00 GBP Per Day

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Added to basket**

---

**Child Seats** 00.00 GBP Per Day

number of seats

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Total for trip 00.00 GBP** Select

---

**Infant Child Seats** 00.00 GBP Per Day

number of seats

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Total for trip 00.00 GBP** Select

---

**Booster Car Seats** 00.00 GBP Per Day

number of seats

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Total for trip 00.00 GBP** Select

Mobile Phone

**Your Basket**

show prices in pounds sterling

**Itinerary**

**Pick up:** change  
 Location: [London Heathrow Airport](#)  
 Date & Time: Monday 18th Jan 2010 10:00

**Return:** change  
 Location: [London Heathrow Airport](#)  
 Date & Time: Sunday 25th Jan 2010 10:00

**Car** change

**Ford Focus 1.8 Zetec Climate** or similar  
+ [View car details](#)

**Flexible Rate:** 1 Week, Unlimited milage  
+ [View your rate details](#)

**Car subtotal: 000.00 GBP**

**Extras**

Neverlost navigational system 000.00 GBP ✕

**Extras subtotal: 000.00 GBP**

**Discount**

Rate Quote: Best

**Approximate total: 000.00 GBP**  
(includes taxes)

+ [More details about your quote](#)

**Log in here for member's rate**

#1 Club Number or User ID

password

2.0

[Forgotten your password?](#)

[Forgotten your Member Number?](#)

Continue

**Notes:**

**1.0. Add Products list view:** user can view Products as a list if the click on the option above carousel.

**2.0. Log-in expanded view:** contains options for forgotten password / user ID - when clicked an overlay is launched for user to enter their details (see next wireframe). User will be logged-in when they select "Continue" to be taken to the booking page.

**Forgotten password?**

Enter your details and we will immediately email a new password to you

Member Number

email address

Driver's Licence Number

Driver's Licence Issuing Country

**Re-send password**

Notes:

1.0. Forgotten password overlay

1.0



Make a reservation   Choose a car   Add extras   **Review & book**   Confirmation

Change your reservation

1

2

3

4

5

Customer support

**1.0 IMPORTANT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Enter your personal details**

\* Required Field

First Name \*   Last Name \*  
  

Email Address \*

Verify Email Address \*

Please send me text-based email only  
 I want to receive Hertz promotional offers

**Enter your Credit Card details**

\*Please note that the credit card presented at the counter when picking up your car MUST be the same as the one used here.

Credit Card Type\*   Credit Card Number\*   Expiry date\*  
select card      month   year

Home Mailing Address

City\*   Postcode / Zipcode \*  
  

Country\*  
United Kingdom

Phone Number\*

**2.0**

**+ Do you have arrival / flight information?**

If you have a Company Order / Billing Reference Number, enter it here

I Agree to the [terms and conditions](#) and I acknowledge that this is a prepaid rate..

More room, greener ride for only 5.50 GBP per day extra



**Ford Mondeo 1.25 TDCI Zetec**

Choose this offer

Your configuration will be used.

**3.0**

**Important information**  
[Rental Qualifications and Requirements](#)  
[Rental Agreement](#)

**Your Basket**

show prices in   pounds sterling

**Itinerary**

**Pick up:**     
Location: [London Heathrow Airport](#)  
Date & Time: Monday 18th Jan 2010 10:00

**Return:**     
Location: [London Heathrow Airport](#)  
Date & Time: Sunday 25th Jan 2010 10:00

**Car**

**Ford Focus 1.8 Zetec Climate** or similar  
 [View car details](#)

**Flexible Rate:** 1 Week, Unlimited mileage  
 [View your rate details](#)

**Car subtotal: 000.00 GBP**

**Extras**

Neverlost navigational system   000.00 GBP   
Child Seats x 2   000.00 GBP

**Extras subtotal: 000.00 GBP**

**Discount**  
Rate Quote: Best

**Approximate total: 000.00 GBP**  
(includes taxes)

**4.0**  

**+ More details about your quote**

By clicking on the "Book now" button, you confirm that you understand and accept our [Rental Qualification and Requirements](#)

**Book now**

**Notes:**

**1.0. Important Information box:** shows important location-specific messages (i.e. Mandatory FPO etc.).

**2.0. Flight information:** optional information, can be expanded by user if needed. NB. All required fields should be clearly marked.

**3.0. Car upsell:** offers the user the opportunity to upgrade their car choice (more room, greener, performance). If the user selects the offer, the basket is updated to reflect this. The contents of this section will now change to allow the user to swap back to their original choice.

**4.0. Pay On Return button:** allows user to change payment option - basket will update accordingly and a "change to Pre-pay" button will take its place. The icon next to "What is this?" launches an explanatory callout when clicked with content dependent on the state of the button.



Make a reservation    Choose a car    Add extras    **Review & book**    Confirmation

Change your reservation

1

2

3

4

5

Customer support

**IMPORTANT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Enter your personal details**

\* Required Field

First Name \*      Last Name \*

Email Address \*

Verify Email Address \*

- Please send me text-based email only
- I want to receive Hertz promotional offers

**Enter your Credit Card details**

\*Please note that the credit card presented at the counter when picking up your car MUST be the same as the one used here.

Credit Card Type\*      Credit Card Number\*      Expiry date\*

select card            month      year

(Do not include spaces/dashes)

Home Mailing Address

City\*      Postcode / Zipcode \*

Country\*

United Kingdom

Phone Number\*

**Do you have arrival / flight information?**

How are you travelling?      Number:

select Airline or train     

Frequent Traveller /Loyalty ?      Number:

none     

If you have a Company Order / Billing Reference Number, enter it here

I Agree to the [terms and conditions](#) and I acknowledge that this is a prepaid rate..

**Your Basket**

show prices in    pounds sterling

**Itinerary**

**Pick up:**    change  
 Location: [London Heathrow Airport](#)  
 Date & Time: Monday 18th Jan 2010 10:00

**Return:**    change  
 Location: [London Heathrow Airport](#)  
 Date & Time: Sunday 25th Jan 2010 10:00

**Car**    change

**Ford Focus 1.8 Zetec Climate** or similar  
 + [View car details](#)

**Flexible Rate:** 1 Week, Unlimited mileage  
 + [View your rate details](#)

**Car subtotal: 000.00 GBP**

**Extras**  
 Neverlost navigational system 000.00 GBP   
 Child Seats x 2 000.00 GBP

**Extras subtotal: 000.00 GBP**

**Discount**  
 Rate Quote: Best

**Approximate total: 000.00 GBP**  
 (includes taxes)

Change to PAY ON RETURN?

[What is this?](#)

**Pay On Return**  
 By your Return Date you confirm that you meet the qualification and requirements. [View details](#)  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede.

now

2.0

**Notes:**

- 1.0. Flight information expanded view.
- 2.0. Pay On Demand / Pre-pay explanation callout.

**1.0**

### Terms and Conditions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

More room, greener ride for only 5.50 GBP per day extra

Ford Mondeo 1.25 TDCI Zetec

Choose this offer

Your configuration will be used.

Book now

## Notes:

1.0. Rental Terms & Conditions overlay



Make a reservation   Choose a car   Add extras   Review & book   **Confirmation**

1   2   3   4   **5**

- Reservations ▶
- Special Offers ▶
- Locations ▶
- Vehicle Guide ▶
- Products & Services ▶
- Van Hire ▶
- #1 Club Number ▶
- Car Hire Partners ▶
- Customer Support ▶

Confirmation Number E43347321TD

# Thank You

## for your reservation 1234 TEST

Print this page

Download .pdf

**Name:** Jane Smith

**Last four digits of Credit Card:** XXXX XXXX XXXX 1234

[Online Check-in >](#)

[Modify / Cancel Reservation >](#)

[Make Another Reservation >](#)

### Your Itinerary

**Pick up:**

**Location:** London Heathrow Airport  
Northern Perimeter Road (West)  
Hounslow,  
London GB  
Mon-Sun 24 hrs  
Tel: 020 8759 1125

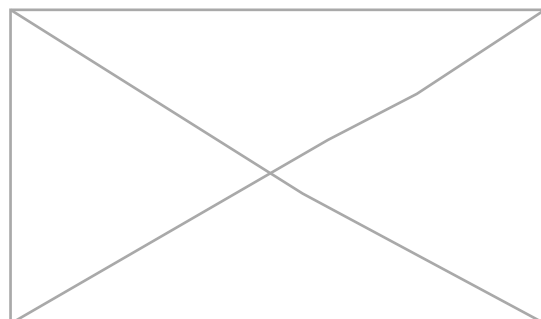
**Return:**

**Location:** London Heathrow Airport  
Northern Perimeter Road (West)  
Hounslow,  
London GB  
Mon-Sun 24 hrs  
Tel: 020 8759 1125

**Date & Time:** Monday 18th Jan 2010  
10:00

**Date & Time:** Sunday 25th Jan 2010  
10:00

### Your Car



**Ford Focus 1.8 Zetec Climate  
or similar**



**Car subtotal:      0000.00 GBP**

Notes:

Callout

Callout

Callout

Callout





Notes:

Your Extras	
Neverlost navigational system	000.00 GBP
Child Seats x 2	000.00 GBP
<b>Extras subtotal: 000.00 GBP</b>	
Your rate details	
<b>Flexible Rate:</b>	1 Week, Unlimited milage
<b>Rate Code:</b>	1234ABC
<b>Total approximate price includes:</b>	
<ul style="list-style-type: none"> <li>⊕ Collision Damage Waiver</li> <li>⊕ Theft Protection</li> <li>⊕ Location Service Charge</li> <li>⊕ Vehicle Licensing Fee and Road Tax</li> <li>⊕ Taxes (including extras)                             <ul style="list-style-type: none"> <li>• No cancellation fee</li> <li>• Free unlimited milage</li> <li>• No fee for early or late return</li> </ul> </li> </ul>	
<b>Discount Rate Quote:</b>	Best
<b>TOTAL APPROXIMATE PRICE: 0000.00 GBP</b>	
This rate is guaranteed. Additional fees are subject to change	

**RENTAL TERMS AND CONDITIONS**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis pede. Sed mauris. Duis tempor. Curabitur in nibh. Morbi pede. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras bibendum ornare nulla. Sed eu dui.

**Important information**  
[Rental Qualifications and Requirements](#)  
[Rental Agreement](#)

- [Online Check-in >](#)
- [Modify / Cancel Reservation >](#)
- [Make Another Reservation >](#)

**Thank You**