Goal: To find the perfect romantic city break

A. Complex evaluation
A complex evaluation recognises that people need to move freely between often unrelated variables until they reach a decision. In this example it’s about deciding where out of all the options they want to get away to.

B. Controlled evaluation
In a controlled evaluation people move between known variables in order to make a decision. The interaction should allow people to alter each variable and see the effect on the outcome. Here it’s about putting together the final package and price.

C. Direct connection
In a direct connection people expect to be able to move from one step to the next without deviation. In this case it’s about moving seamlessly through the payment and confirmation process.