

EPSILON[®]

Uplift Enrollment Process

Recommendations

RECOMMENDATIONS

In order to improve the completion rate of the Uplift registration process we have the following recommendations:

Use a single column form layout.

This makes forms faster & easier to fill out, with less confusion than multiple column forms.

- See <http://baymard.com/blog/avoid-multi-column-forms> for research/more information.

Label fields.

Currently the forms on Uplift use placeholder text as field labels. This causes the field to lose context when filled out. Recommend moving the label above text fields when content has been filled out. This also improves form accessibility.

- See <http://useyourinterface.com/post/143257132841> for an example.

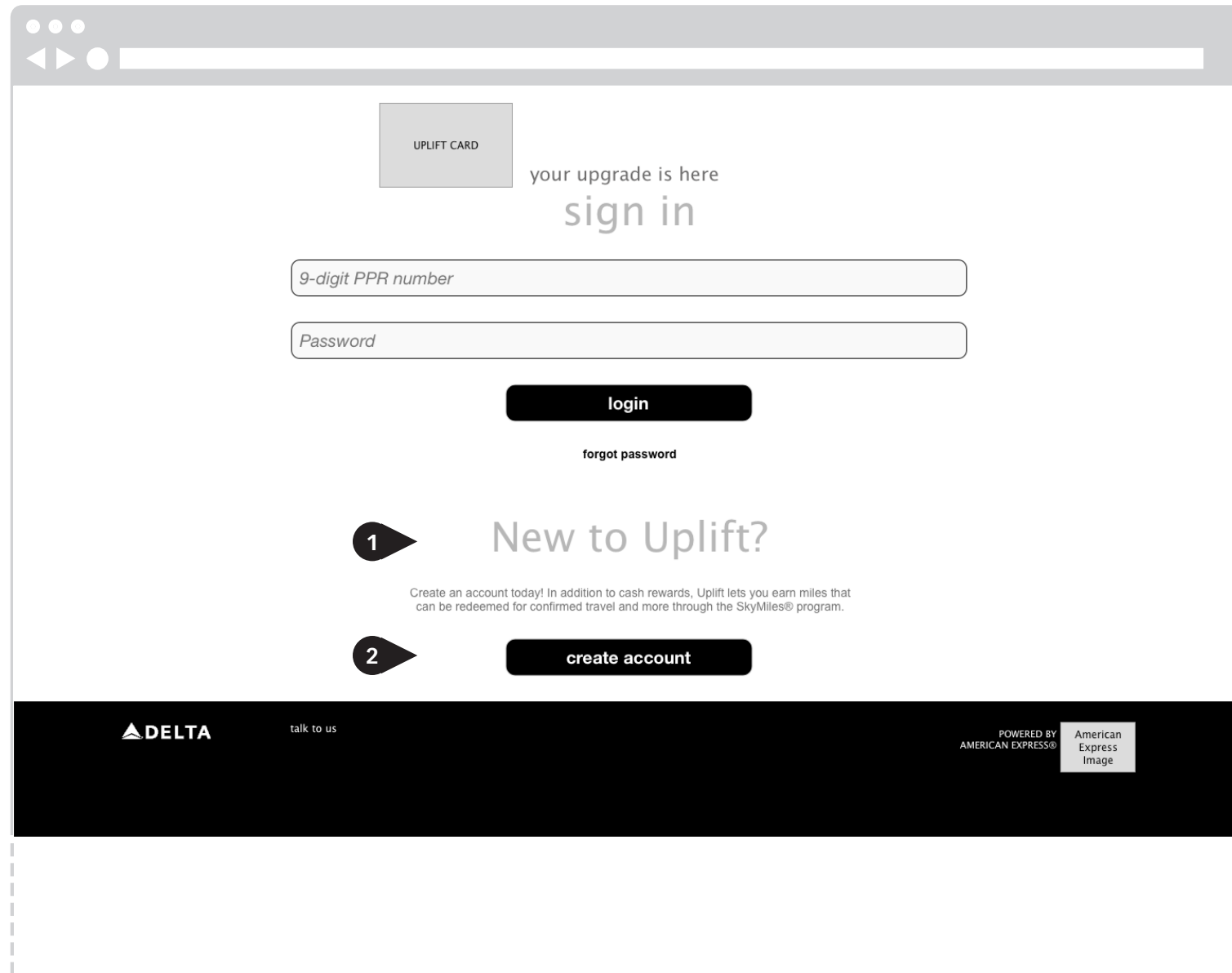
Capture information as needed.

Move address capture to pamphlet ordering, and SkyMiles # to redemption.

Create accounts without email verification.

Email delays should not prevent account creation. To ensure communication between program & user, still recommend sending out a verification email, and flagging users as verified/non-verified. Non-verified users should be reminded to verify upon login.

Landing Page



ANNOTATIONS

- 1 Registration call out made more prominent so that it doesn't blend in with forgot password prompt.
- 2 Create account cta made into a button to clearly define action.

Registration: Step 1

UPLIFT CARD

your upgrade is here

create account

step 1 of 3 **1**

Please confirm you are eligible to access this site if you are a Domestic U.S., Puerto Rico or U.S. Virgin Islands-based Active Payroll status employee of Delta Air Lines (Mainline only) or MLT Vacations by entering the information below.

Last Name **2**

RES3

9-digit PPR number

3 990000040

Birth Date (mm/dd)

continue

DELTA talk to us

POWERED BY AMERICAN EXPRESS® American Express Image

ANNOTATIONS

- 1** Still listed as 3 step registration process. Email verification step has been removed, however accepting the Rules & Regulations was not given a step number, making the registration process longer than reported, so it is now labeled as step 3.
- 2** When text has been entered into a field, the label moves above it in order to preserve context.
- 3** Fields are left aligned and widened in order to create consistency with the rest of the form.

Registration: Step 2

UPLIFT CARD

your upgrade is here

1 go back

create account

step 2 of 3

2

As part of the enrollment, complete the form below. When you select "continue," an email will be sent to the address you provide.

9-digit PPR number
990000040

First Name
Delta

Last Name
RES3

How to reach me:
 email call **3**

email
sample@delta.com **4**

telephone (optional)

password

confirm password

5 continue

DELTA talk to us

POWERED BY AMERICAN EXPRESS® American Express Image

ANNOTATIONS

- 1** Go back button moved to top left to prevent accidentally clicking it instead of continue.
- 2** Form changed to a single column layout to make field order more obvious/improve ease of completion.
- 3** Selecting "call" should make telephone field mandatory. Currently this field is skipped when tabbing through fields, slowing down completion for some users, and making the form inaccessible for others.
- 4** Prepopulated email field. User can change if they wish.
- 5** Removed Address, SkyMiles, and email confirmation from form.

Email Confirmation:

Recommend sending a verification email. Since the information in the email field is visible, it should be assumed to be correct. If they don't receive the confirmation email, they will have an opportunity to revalidate it when the reminder comes up ([Page 7](#)).

SkyMiles:

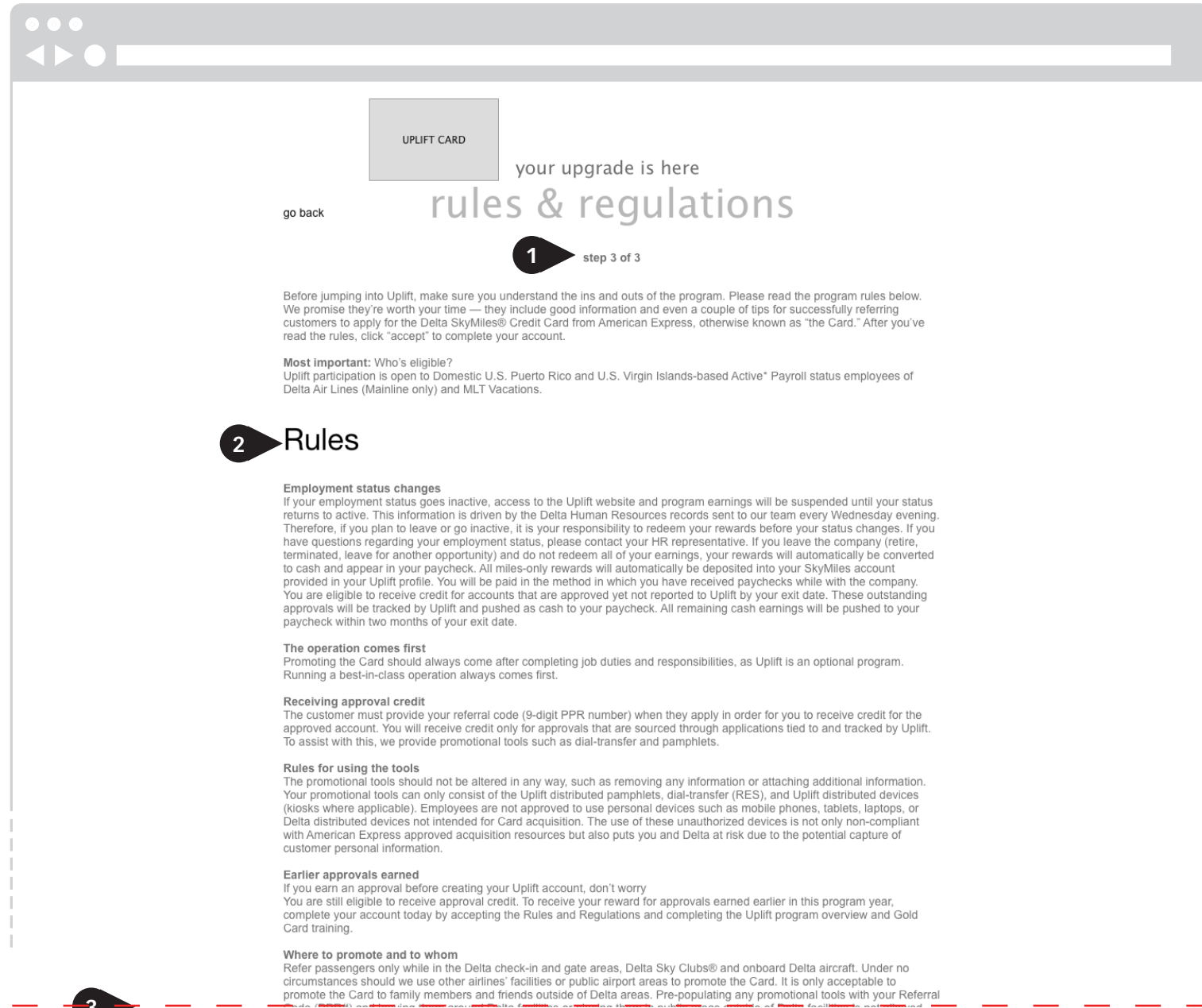
Move prompt to redemption

Address:

Move prompt to ordering materials.

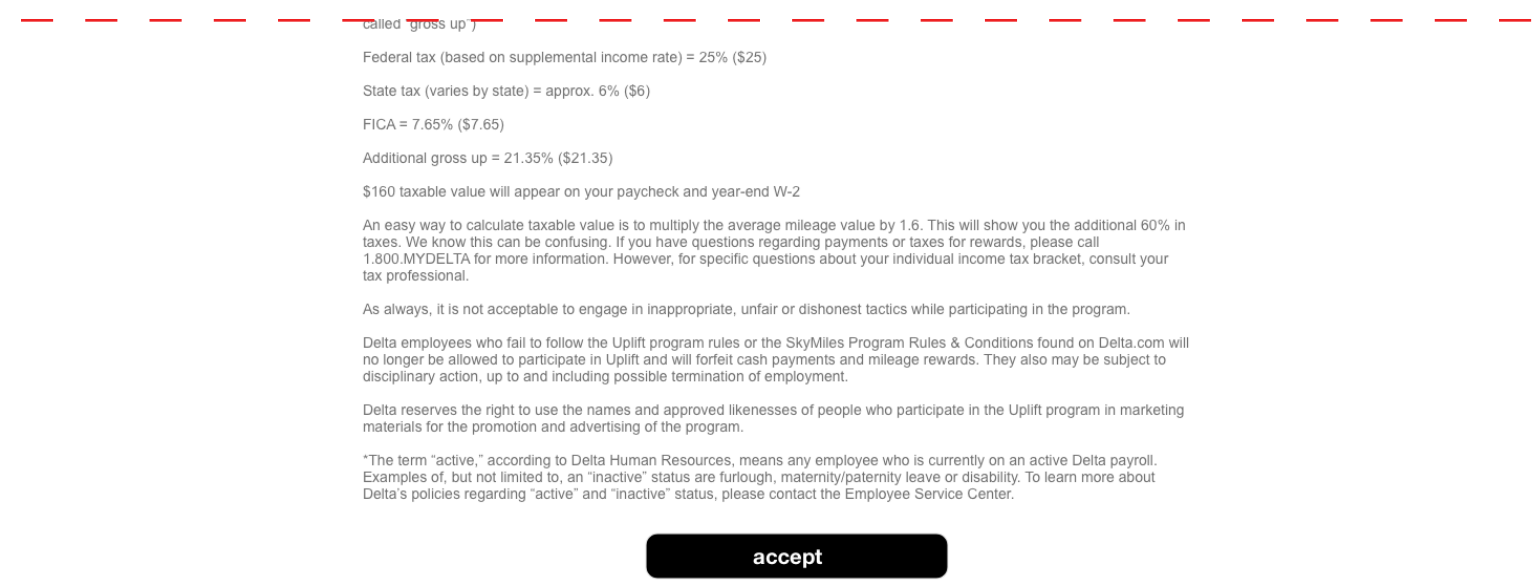
SkyMiles & Address can also still be entered on the profile page.

Registration: Step 3



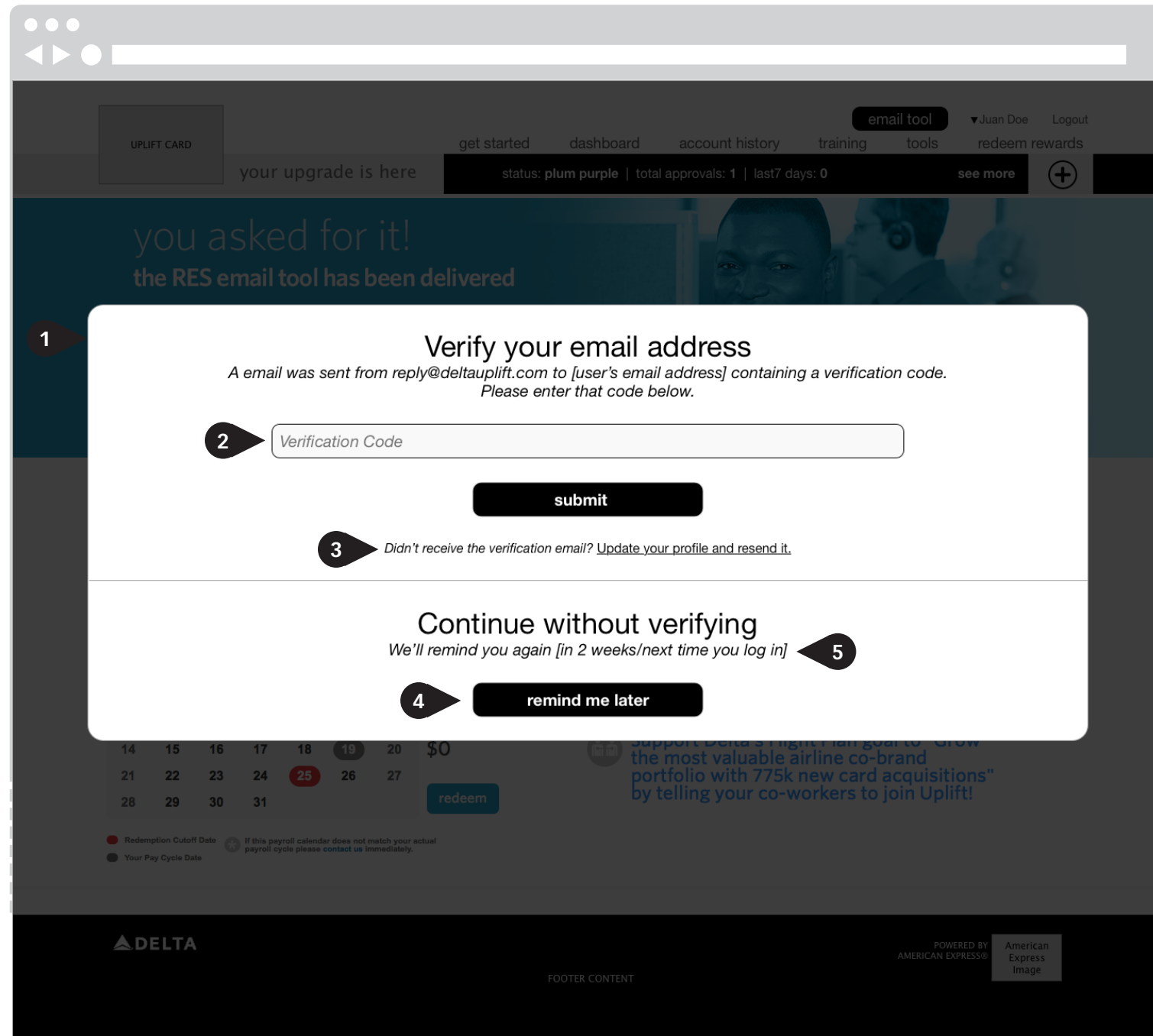
ANNOTATIONS

- 1 Labeled as a step.
- 2 Since these are rules/regulation for signing people up for the credit card, and not website T&Cs. Recommend actually displaying them in whole on the page. Presenting in full and giving adequate design treatment should make it easier for users to absorb key points.
- 3 (Not all content shown.)



accept

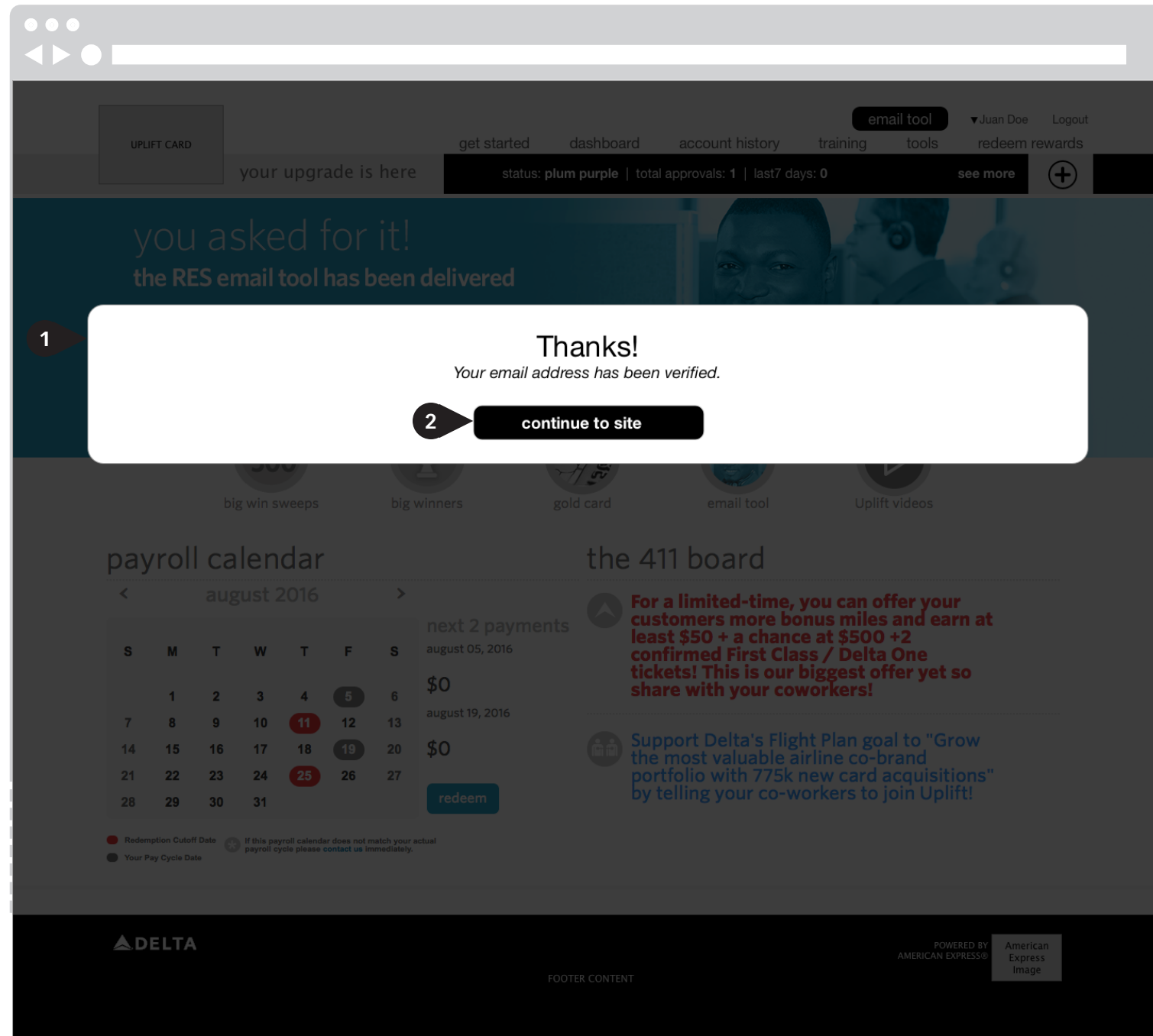
Homepage: Email Confirmation Prompt



ANNOTATIONS

- 1** If a user has not verified their email address, they will be reminded to do so upon first login. If they dismiss the reminder they will be reminded to do so after 14 days, and then every time they log in after that.
- 2** Entering the verification code and pressing submit will mark their email address as verified and they won't see this reminder ever again (unless they change their email address in their profile.)
- 3** Clicking this link dismisses the modal (same as pressing "remind me later") and takes the user to their profile page.
- 4** Pressing "remind me later" dismisses the reminder
- 5** Text value reflects cadence.

Homepage: Email Verified



ANNOTATIONS

- 1 Once the verification code has been entered, display a success message.
- 2 Dismisses modal.

Pamphlet Order: No Address

The wireframe shows a user interface for ordering pamphlets. At the top, there is a navigation bar with links for 'get started', 'dashboard', 'account history', 'training', 'tools', and 'redeem rewards'. A user profile section shows 'email tool', 'Juan Doe', and 'Logout'. A status bar indicates 'status: plum purple | total approvals: 1 | last 7 days: 0' with a 'see more' button and a plus icon.

The main content area is divided into two columns. The left column contains:

- A 'personalized pamphlet' section with a 'Pamphlet Image' placeholder.
- An 'Order' section with the text '1 box = 25 pamphlets' and a 'Select Quantity' dropdown menu. Below it, it says 'Maximum order: 2 boxes/week'.
- An 'Address' section with a message: '1 Since it's your first time, we'll need your address. Changes will be saved to your profile. Cannot deliver to PO Box Addresses.' Below this are input fields for 'Address 1', 'Address 2', 'City', 'State' (with a dropdown arrow), and 'Zip'.
- An 'order tools' button at the bottom of the left column.

The right column contains a large 'Promo Area' placeholder.

The footer includes the Delta logo, 'FOOTER CONTENT', 'POWERED BY AMERICAN EXPRESS', and the American Express logo.

ANNOTATIONS

- 1 If a user does not have an address associated with their profile, add instructions to enter.
- 2 Recommend using an address form auto-completer to reduce friction. (See <https://developers.google.com/maps/documentation/javascript/examples/places-autocomplete-addressform> for an example)
- 3 If user attempts to press order tools without a complete address, deliver error message about needing an address.

Pamphlet Order: Profile w/ Address

The wireframe shows a user profile page for ordering pamphlets. At the top, there is a navigation bar with links for 'get started', 'dashboard', 'account history', 'training', 'tools', and 'redeem rewards'. A user menu shows 'email tool', 'Juan Doe', and 'Logout'. A status bar indicates 'status: plum purple | total approvals: 1 | last7 days: 0' with a 'see more' button and a plus icon. The main content area is titled 'personalized pamphlet' and features a 'Pamphlet Image' placeholder. Below this is an 'Order' section with a quantity selector set to '1 box = 25 pamphlets' and a note 'Maximum order: 2 boxes/week'. A 'Verify Address' section is highlighted with a circled '1' and contains a warning: 'Address changes will be updated in your profile. Cannot deliver to PO Box Addresses.' The address form includes fields for 'Address 1' (123 Street Street), 'Address 2', 'City' (Somewhere), 'State' (NY), and 'Zip' (10001). An 'order tools' button is located below the form. The footer contains the Delta logo, 'FOOTER CONTENT', and a 'POWERED BY AMERICAN EXPRESS' logo with an 'American Express Image' placeholder.

ANNOTATIONS

- 1 If a user does have an address use existing "Verify Address" header, and remove first time prompt.

Redeem Rewards

UPLIFT CARD your upgrade is here

email tool Juan Doe Logout

get started dashboard account history training tools redeem rewards

status: plum purple | total approvals: 1 | last 7 days: 0 see more

approvals

cash

You earned this cash balance from the approvals you received. Click "select to add" to indicate the amount you would like to have deposited into your next paycheck.

| | | | |
|-----------------------|--------|---------------------------|------------|
| cash balance | \$50 | | |
| level | earned | total available to redeem | |
| plum purple | 1 of 4 | \$50/approval | ✓ unselect |
| approvals 0 remaining | 1 | cash x \$50 \$50 | done |

activities

Now that was easy! You have earned miles to use in the SkyMiles® program from participating in an Uplift activity. You could have simply enrolled in the program, completed a training module, submitted a winning tip, or joined us at an event. Either way, we appreciate your support and here's our way of saying **thank you!**

| | | |
|----------------------------------|---------------------------|-----------------|
| activity completed | total available to redeem | |
| completed program overview | 1,500 miles | 1 select to add |
| completed gold card training | 1,500 miles | select to add |
| completed platinum card training | 1,500 miles | select to add |
| completed platinum card training | 1,500 miles | select to add |

continue

DELTA

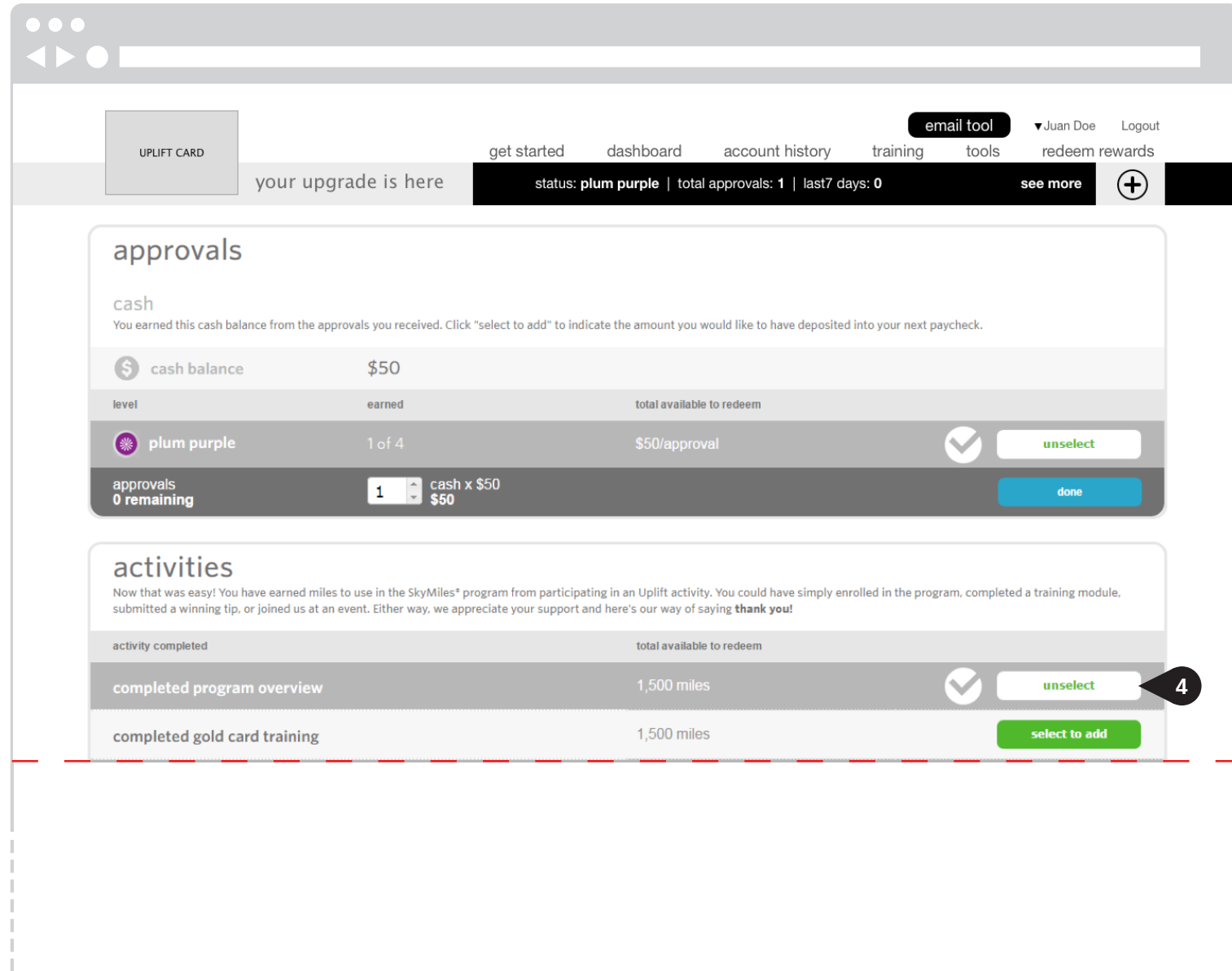
POWERED BY AMERICAN EXPRESS American Express Image

FOOTER CONTENT

ANNOTATIONS

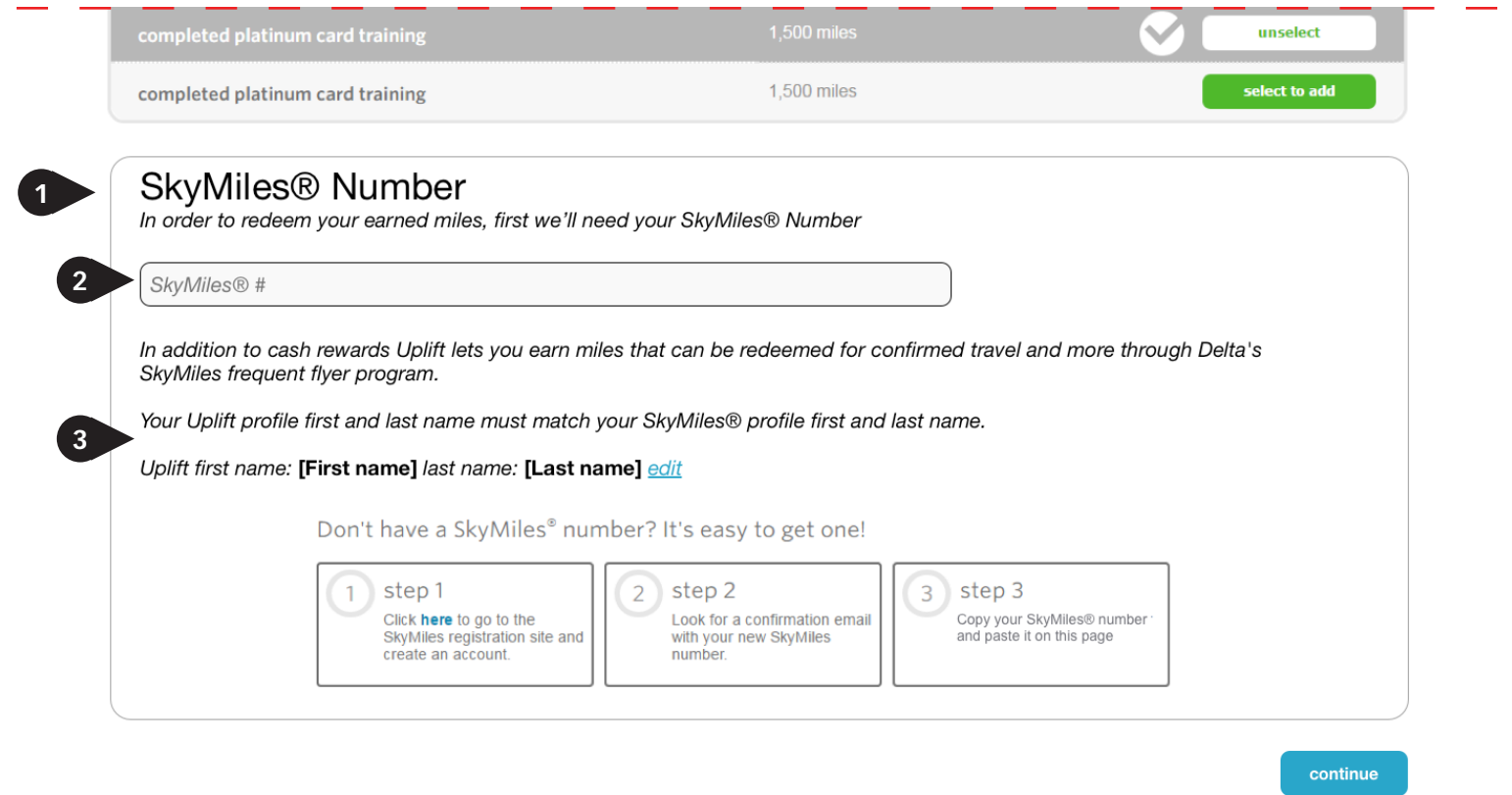
- 1 If a user does not have a SkyMiles # in their profile, selecting any miles redemption should trigger a prompt. (See next page)

Redeem Rewards: SkyMiles Prompt



ANNOTATIONS

- 1 If a user doesn't have a SkyMiles account associated with their profile, a SkyMiles number area will be added when a miles redemption is selected.
- 2 Entering a SkyMiles account and hitting continue updates user's profile.
- 3 Display profile first and last name and a link to the profile edit screen.
- 4 Unselecting all miles rewards dismisses prompt.



1 SkyMiles® Number
In order to redeem your earned miles, first we'll need your SkyMiles® Number

2

In addition to cash rewards Uplift lets you earn miles that can be redeemed for confirmed travel and more through Delta's SkyMiles frequent flyer program.

3 *Your Uplift profile first and last name must match your SkyMiles® profile first and last name.*
 Uplift first name: **[First name]** last name: **[Last name]** [edit](#)

Don't have a SkyMiles® number? It's easy to get one!

1 step 1

Click [here](#) to go to the SkyMiles registration site and create an account.

2 step 2

Look for a confirmation email with your new SkyMiles number.

3 step 3

Copy your SkyMiles® number and paste it on this page

Profile Page: Email not confirmed

UPLIFT CARD your upgrade is here

get started dashboard account history training tools redeem rewards

email tool Juan Doe Logout

status: plum purple | total approvals: 1 | last7 days: 0 see more

my profile

Use the form below to view or update your account.

9-digit PPR number
990000040

First Name
Delta

Last Name
RES3

Birth Date (MM/YY)
01/01

email
sample@delta.com

1 Unverified email address Please verify.

2

telephone (optional)

How to reach me:
 email call

Address

Cannot deliver to PO Box Addresses.

Address 1
123 Street Street

Address 2

City
Somewhere

NY

Zip
10001

ANNOTATIONS

- 1 If a user has not verified their email address, an alert should be displayed in the profile page. Clicking "Please verify" launches verification modal.
- 2 Updating the email address and saving should automatically send out verification email.

SkyMiles® Number

In addition to cash rewards Uplift lets you earn miles that can be redeemed for confirmed travel and more through Delta's SkyMiles frequent flyer program. Just for enrolling in Uplift you earn miles!

Your Uplift profile first and last name must match your SkyMiles® profile first and last name.

SkyMiles® #

Don't have a SkyMiles® number? It's easy to get one!

| | | |
|--|---|---|
| <p>1 step 1</p> <p>Click here to go to the SkyMiles registration site and create an account.</p> | <p>2 step 2</p> <p>Look for a confirmation email with your new SkyMiles number.</p> | <p>3 step 3</p> <p>Copy your SkyMiles® number and paste it on this page</p> |
|--|---|---|

Password

Passwords are required to be a minimum of 6 characters in length. Leave these blank unless you want to change your password

password

confirm password

save updates

Profile Page: Email not confirmed

The wireframe shows a browser window with a dark theme. The top navigation bar includes 'UPLIFT CARD', 'your upgrade is here', and a menu with 'get started', 'dashboard', 'account history', 'training', 'tools', and 'redeem rewards'. A user profile section shows 'email tool', 'Juan Doe', and 'Logout'. Below this, a status bar indicates 'status: plum purple | total approvals: 1 | last7 days: 0' and a 'see more' button. The main content area is titled 'my profile' and features a white modal box for email verification. The modal has three sections: 1. 'Verify your email address' with a message 'A email was sent from reply@deltauplift.com to [user's email address] containing a verification code. Please enter that code below.' and a 'Verification Code' input field with a 'submit' button. 2. 'Didn't receive the verification?' with an 'Email' input field containing 'example@delta.com' and a 'resend' button. 3. A 'come back to this later' button. Below the modal, the 'Address' section is partially visible, showing a warning 'Cannot deliver to PO Box Addresses.' and input fields for 'Address 1' (123 Street Street), 'Address 2', 'City' (Somewhere), a state dropdown (NY), and 'Zip' (10001).

ANNOTATIONS

- 1 Entering the verification code and pressing submit will mark their email address as verified and they won't see the verification reminder ever again (unless they change their email address in their profile.)
- 2 Updating email address here updates it in the user's profile.
- 3 Dismisses modal