



Integrated Campaign Experience (ICE)

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Team: Digital Experience Design

Table of Contents

User Experience Goals	3
About	4
About Mobile	5
Sign In or Register	6
Login	7
Login - Register for Campaign Explicit	8
Login - Register for Campaign Error Messaging	9
Login - Enroll	10
My Offers - Dashboard	11
My Offers Continued	12
My Offers - No Hero	13
Booking Module	14
My Offers Mobile	15
User Flows	16
Login User Flow (Happy Path)	17
Login User Flow (Happy Path) Login LVP	18
Login User Flow (Happy Path) Login SVP	19
Login User Flow (Happy Path) Enroll LVP	20

Login User Flow (Happy Path) Enroll SVP	21
Bootstrap Grid	22
Layouts	23
Mobile and Tablet Interactions	24

For this project, we want to improve the User Experience in the following ways:

Redesign Campaign experience in line with UBE, incorporating global components, interactions, and responsive design.

IHG hosted experience means User will not have to sign in to Campaigns site separately.

Improved information architecture and path to book.

A

B

C

D

E

F

G

UHF Brand Bar + Utility Nav

Campaign Title

My Offers

About

Lorem Ipsum Dolor Amet

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly. Pancetta culpa laboris proident cupidatat filet mignon do magna pork tongue drumstick beef boudin bresaola enim. Commodó fatback pig, laborum non kevin ham hock cupim prosciutto aliqua esse.

GET STARTED

[Terms and Conditions](#)

IHG Rewards Club

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly. Pancetta culpa laboris proident cupidatat filet mignon do magna pork tongue drumstick beef boudin bresaola enim. Commodó fatback pig, laborum non kevin ham hock cupim prosciutto aliqua esse.

Earn

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly.

Redeem

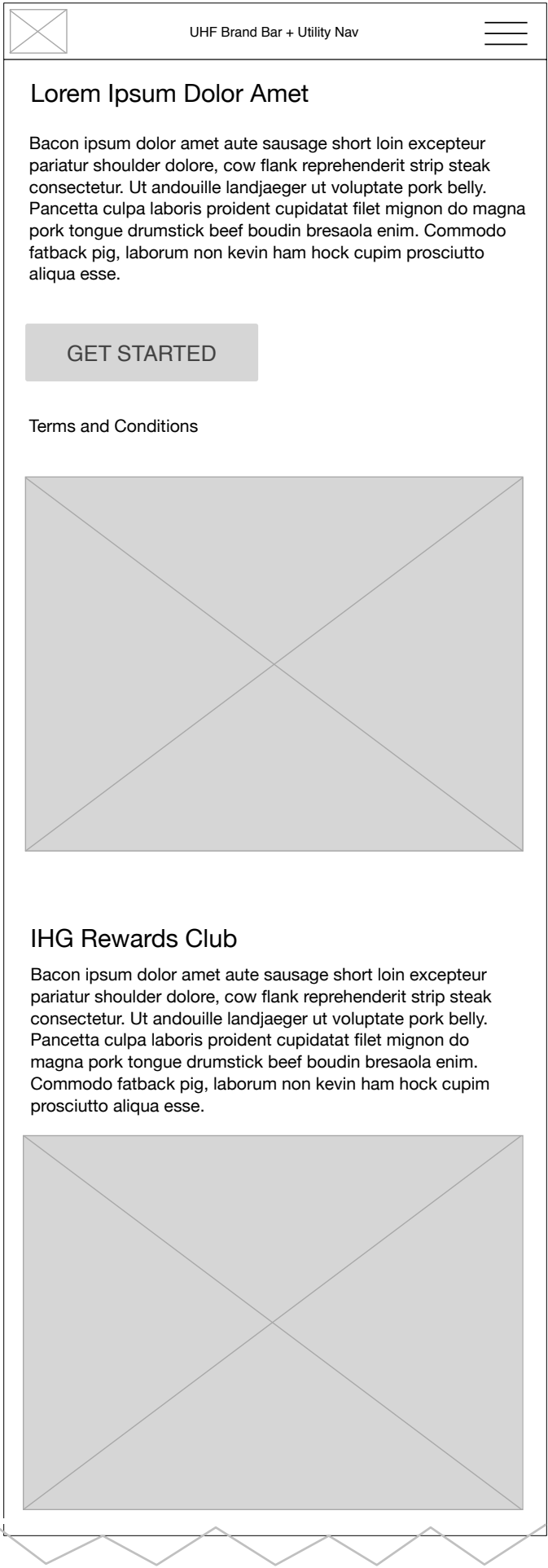
Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly.

Enjoy

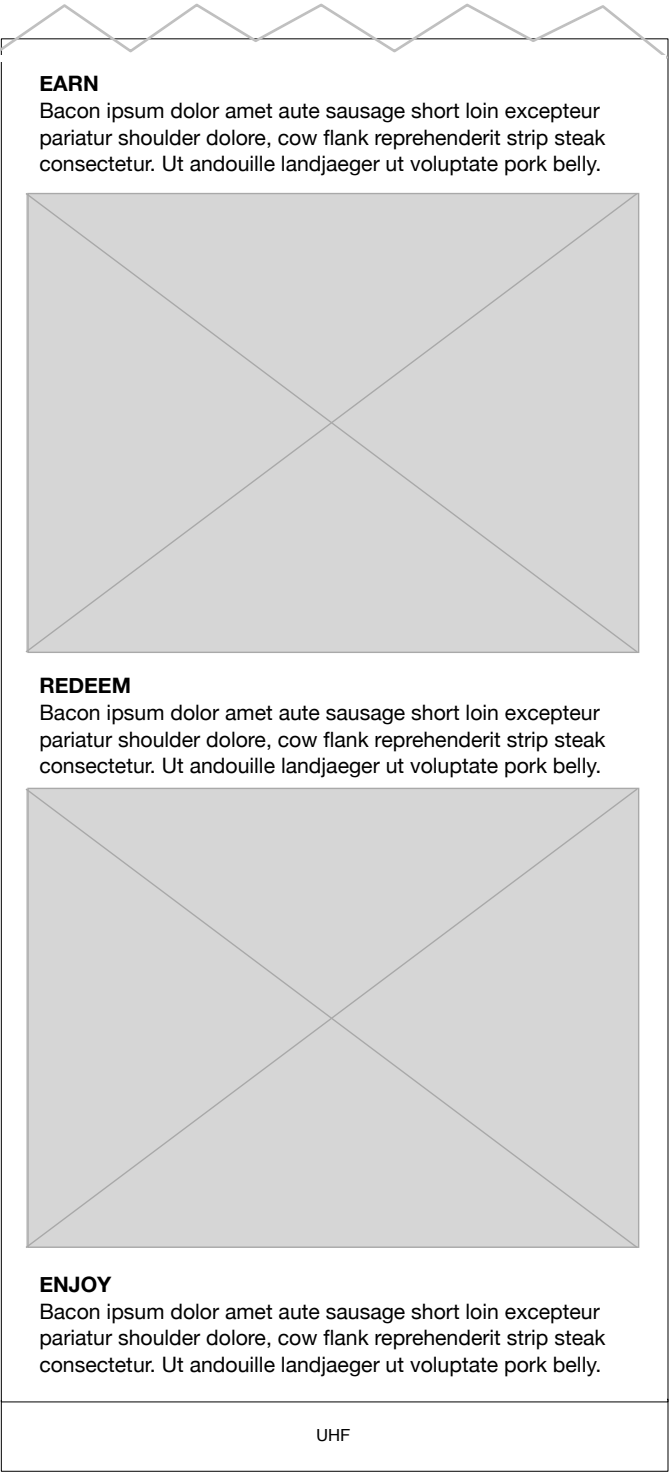
Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly.

UHF

A	UHF	Required
	Includes Brand Bar + Utility Nav. Utility Nav includes IHG Rewards Club Login and Language Selector.	
B	Brand Nav	Required
	On Click/Tap IHG Rewards Club logo opens IHG Rewards Club home in new window/tab Campaign Title opens Campaign Home in same window/tab. My Offers opens My Offers page in same window/tab. About opens Campaign About Page in same window/tab.	
C	Campaign Overview	Required
	Image, Header (H2) and body text describing the Campaign. This may include inspirational/aspirational copy and/or how to play copy.	
D	Get Started CTA	Required
	On click/tap Redirects User to Sign In or Register if User is Implicit/Anonymous. Redirects User to Dashboard if User is Explicit and Registered. Redirects User to Registration if User is Explicit and unregistered.	
E	Terms and Conditions	Required
	On click/tap Opens terms + conditions in a new window/tab	
F	IHG Rewards Club	Required
	Header (H2), body text, sub header (H3) and images with alt text describing IHG Rewards Club. Body text includes CTA to join IHG Rewards Club.	
G	IHG Global Footer	Required



Mobile



Sign In or Register

LVP

A

B

C

D

BRAND BAR

Utility Bar TBD (Refer to UBE documentation)

Sign in / Join

Campaign Text This is H1

Lorem ipsum doostang zoodles disqus groupon greplin oooy voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab.

SIGN IN

Not an IHG Rewards Club Member?

Lorem ipsum doostang zoodles disqus groupon greplin oooy voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab.

JOIN AND REGISTER

UHF

SVP





Sign In / Join





Campaign Text H1

Lorem ipsum doostang zoodles disqus groupon greplin oooy voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab.

SIGN IN

Not an IHG Rewards Club Member?

Lorem ipsum doostang zoodles disqus groupon greplin oooy voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab.

JOIN AND REGISTER

UHF



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B	Brand Nav	Required
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C	Hero	Required
	Image, carousel, or video, live text, optional CTA.	
D	Text	Required
	Welcome text.	
E	Sign In CTA	Required
	On Click/Tap Opens Wallet.	
F	Join CTA	Required
	On Click/Tap Advances User to Enrollment.	

A

B

LVP

BRAND BAR

Utility Bar TBD (Refer to UBE documentation)

Sign in / Join 

mpaign Text This is H1

eebly ning heekya handango imeem plugg dopplr jibjab

SIGN IN

ohn Smith?) Sign In

adipiscing elit, sed do eiusmod tempor incididunt ut ua.
Ut enim ad minim veniam, quis nostrud exercitation.

JOIN NOW

UHF

Sign In

Email or Member #

PIN #

☒ Remember Me

Forgot PIN?

SIGN IN

or

Sign in with Facebook

Sign in with Twitter

Joined IHG Rewards Club at a hotel?

Create a PIN 

Not an IHG Rewards Club Member?

Join Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

JOIN NOW

Learn about IHG Rewards Club

Earn Rewards

Redeem Rewards

Enjoy Benefits

SVP



 Sign In / Join





Sign In

Email or Member #

PIN #

☒ Remember Me

Forgot PIN?

SIGN IN

or

Sign in with Facebook

Sign in with Twitter

Joined IHG Rewards Club at a hotel?

Create a PIN 

Not an IHG Rewards Club Member?

Join Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

JOIN NOW

Learn about IHG Rewards Club

Earn Rewards

Redeem Rewards

Enjoy Benefits

UHF

A	UHF	Required
	Includes Brand Bar + Utility Nav. Utility Nav includes IHG Rewards Club Login and Language Selector.	
B	Brand Nav	Required
	On Click/Tap IHG Rewards Club logo opens IHG Rewards Club home in new window/tab Campaign Title opens Campaign Home in same window/tab. About opens Campaign About Page in same window/tab.	
C	Sign In Component	Required
	Default state for this page is OPEN. Drawers in from right, pushing page content to the left. Upon authentication, User is directed to either the dashboard, if they are registered, or the registration page, if they are not registered for the campaign.	

Login - Register for Campaign Explicit

LVP

A

BRAND BAR

B

Utility Bar TBD (Refer to UBE documentation)

Sign in / Join IHG Rewards Club

C

Campaign Text This is H1

D

Welcome back, John Smith! Thank you for being a Platinum Member. Doostang zoodles disqusgroupon greplin oooy voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab

Please opt in to Email Communications in order to receive campaign communication.

E

☐ Opt in to Email Communication

☐ Accept Terms and Conditions+

F

CONTINUE

UHF

User is directed to this page upon authentication if User is not registered for the campaign.

SVP

IHG Rewards Club

Sign In / Join

Campaign Text H1

Welcome back, John Smith! Thank you for being a Platinum Member. Doostang zoodles disqusgroupon greplin oooy voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab

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☐ Accept Terms and Conditions+

CONTINUE

UHF

IHG_ICE_v20150429
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IHG Digital Experience Design | Confidential

IHG®
InterContinental
Hotels Group

A	UHF	Required
	Includes Brand Bar + Utility Nav. Utility Nav includes IHG Rewards Club Login and Language Selector.	
B	Brand Nav	Required
	On Click/Tap IHG Rewards Club logo opens IHG Rewards Club home in new window/tab Campaign Title opens Campaign Home in same window/tab. About opens Campaign About Page in same window/tab.	
C	Hero	Required
	Image, carousel, or video, live text, optional CTA.	
D	Text	Required
	Welcome text.	
E	Check Boxes	Required
	Opt in to email and accept terms and conditions.	
	Opt In only shows if User is not opted in to Email Communications.	
	User must select both check boxes to continue.	
F	CTA	Required
	User advances to Dashboard.	

Login - Register for Campaign Error Messaging

LVP

BRAND BAR

Utility Bar TBD (Refer to UBE documentation)

Sign in / Join IHG Rewards Club

Campaign Text This is H1

A

Error message Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[CTA>](#)

Welcome back, John Smith! Thank you for being a Platinum Member. Doostang zoodles disqus groupon greplin oooy voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab

Please opt in to Email Communications in order to receive campaign communication.

☒ Opt in to Email Communication

☒ Accept [Terms and Conditions+](#)

CONTINUE

UHF

SVP

IHG Rewards Club

Sign In / Join

Campaign Text H1

Error message Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[CTA>](#)

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☒ Opt in to Email Communication

☒ Accept [Terms and Conditions+](#)

CONTINUE

UHF

IHG_ICE_v20150429
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IHG Digital Experience Design | Confidential

IHG

InterContinental
Hotels Group

A	Error	Required
	User receives an error message for any of the following reasons: - user does not have an email address on file - user is already registered for another campaign - user is miles-earner and not eligible for this type of campaign (to be used for Q3 campaign) - user is points-earner and not eligible for this type of campaign (to be used in future campaigns) Error message includes text and optional CTA.	

A

LVP Join and Register

Required

In LVP, campaign registration is combined with Rewards Club enrollment when User selects “Join Now” from Campaign Registration landing page.

Upon clicking “Join and Register” User is redirected to dashboard.

User is directed to mobile web enrollment.

Mobile Enrollment opens in a new window or tab.

Upon enrolling, User will need to use their new Rewards Club number and PIN to log in and register for the campaign.

Join IHG® Rewards Club

Unleash the power of your points. IHG® Rewards Club offers you more ways to redeem your points than any other hotel loyalty program. Experience the ultimate flexibility. Redeem when you want, for what you want, and there are no blackout dates. It's time to experience a loyalty program that actually rewards you. They're your points....YOU decide how to use them.

To begin your free membership, please complete the form below.



* Indicates required field

Account Information

Title

First Name *

Last Name *

Email Address *

Why do we collect your email address?

Verify Email *

Address

Create PIN *

(4-digit number)

Verify PIN *

Make note of your PIN for future use.

Mailing Address

Address Type *

☒ Residence ☐ Business

Street Address *

+ Additional Address Information

Country *

City/Town *

County/Province/State

Postal Code

Terms and Conditions

Please review the IHG® Rewards Club Global Membership Terms and Conditions . To complete your enrollment, you must indicate your acceptance and understanding of the Terms and Conditions by checking the box below.

* ☐

I certify that I am at least 18 years old and of lawful age, and I have read and accept the Membership Terms and Conditions.

A

Campaign Registration

Doostang zoodles disqusgroupon greplin oooj voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab

Please opt in to Email Communications in order to receive campaign communication.



Opt in to Email Communication



Accept Terms and Conditions+

JOIN AND REGISTER

Desktop

A

UHF Brand Bar + Utility Nav

B



Campaign Title

My Offers

About

C

Campaign Text H1

D

Points Earned

16,800 of 57,300 points

Offers Completed

2 of 5

Days Left to Earn

12

E

Earn up to 50,000 bonus points lorem ipsum dolor sit amet.

Earn 43,000 offer points plus 7,000 bonus points for a maximum earn of 50,000 lorem ipsum dolor sit amet.

My Offers

Point Value

Offer Description

Status

- A

UHF

Required

Includes Brand Bar + Utility Nav. Utility Nav includes IHG Rewards Club Login and Language Selector.
- B

Brand Nav

Required

On Click/Tap

IHG Rewards Club logo opens IHG Rewards Club home in new window/tab
Campaign Title opens Campaign Home in same window/tab.
About opens Campaign About Page in same window/tab.
- C

Campaign Header

Required

Image, cinemagraph (gif) or video of inspirational imagery to support campaign theme. H1 text.
- D

Dashboard

Required

Accordion component defaults OPEN.
Relevant campaign data such as total points earned, offers completed, days left to earn, progress graphic.
- E

Offers Header

Required

On click/tap

Text

Desktop

E

Earn up to 50,000 bonus points lorem ipsum dolor sit amet.
Earn 43,000 offer points plus 7,000 bonus points for a maximum earn of 50,000 lorem ipsum dolor sit amet.

F

My Offers

Point Value	Offer Description	Status
14,400	G H Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms <i>Completed stay at Hotel Name, City, ###/###/## - ##/###/##</i> View All +	I IN PROGRESS BOOK NOW
4,800	J Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms <i>Completed stay at Hotel Name, City, ###/###/## - ##/###/##</i>	COMPLETED
12,000	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms <i>Completed stay at Hotel Name, City, ###/###/## - ##/###/##</i>	COMPLETED
7,200	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	BOOK NOW
2,900	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	BOOK NOW
2,000	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	BOOK NOW
7,000	Bonus Offer: Complete 5 Offers to Unlock Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	

K

Please allow 5-7 days after checkout to collect points. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Full Terms and Conditions](#)

L

UHF

E	Offers Header	Required
	On click/tap Text	
F	Offers	Required
	On click/tap “In Progress” is shown upon User making a qualified booking. This status would remain In Progress until the points post or the offer is completed (some require multiple stays), which can take 1-3 weeks after check out. “Completed” is shown once points are awarded.	
G	Terms + Conditions	Required
	On click/tap Opens in new window/tab	
H	Completed Stay Data (multiple)	Required
	If more than one stay counts towards an offer, all stays will be listed. The most recent stay will display on top. One one stay is visible by default. On tap/click “View All” will expand to reveal all qualifying stays.	
I	Offer Progress Indicator	Required
	Image shows User progress towards offer completion.	
J	Completed Stay Data	Required
	Text. Stay data is displayed for completed offers to show which stay earned points for that offer.	
K	Footer Text	Required
	Includes disclaimer text, terms and conditions.	
L	IHG Global Footer	Required

UHF Brand Bar + Utility Nav

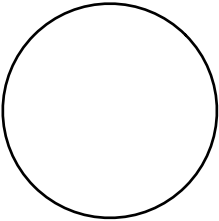


Campaign Title

My Offers

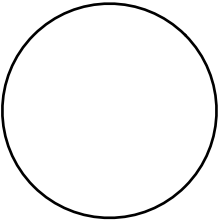
About

Points Earned



16,800 of 57,300 points

Offers Completed



2 of 5

Days Left to Earn

12

Earn up to 50,000 bonus points lorem ipsum dolor sit amet.
Earn 43,000 offer points plus 7,000 bonus points for a maximum earn of 50,000 lorem ipsum dolor sit amet.

My Offers

Point Value	Offer Description	Status
14,400	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	 IN PROGRESS Book Now
4,800	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	 COMPLETED
12,000	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	 COMPLETED
7,200	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	Book Now

UHF Brand Bar + Utility Nav

Campaign Title

My Offers

About

Campaign Text H1

Points Earned

16,800 of 57,300 points

Offers Completed

2 of 5

Days Left to Earn

12

Earn up to 50,000 bonus points lorem ipsum dolor sit amet.

Earn 43,000 offer points plus 7,000 bonus points for a maximum earn of 50,000 lorem ipsum dolor sit amet.

A

Find A Hotel

Destination*

City, Airport, Attraction, or Address

Check In

07/28/2014

Check Out

07/29/2014

Search

* Indicates a Required Field

More Options

My Offers

Point Value	Offer Description	Status
14,400	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms Completed stay at Hotel Name, City, ####/## - ##/##/## View All ±	IN PROGRESS
4,800	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms Completed stay at Hotel Name, City, ####/## - ##/##/##	COMPLETED
12,000	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms Completed stay at Hotel Name, City, ####/## - ##/##/##	COMPLETED
7,200	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	BOOK NOW
2,900	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	BOOK NOW
7,000	Bonus Offer: Complete 5 Offers to Unlock Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	

Please allow 5-7 days after checkout to collect points.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Full Terms and Conditions](#)

UHF

A

Reservation Module

Required

Condensed res module not visible by default. When toggled, opens in a drawer, pushing down page content (e.g., not an overlay). Res module position is fixed. If location of res module is not visible in the viewport, tap/click Book will scroll to open res module. See Global Component C1 annotations.

B

Book Now

Required

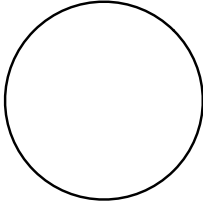
On Click/Tap
Click or tap toggles Reservation Module visibility, and scrolls user to res module if module is not in viewport. See Global Component C1 annotations.



UHF Brand Bar + Utility Nav

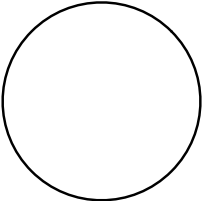
Campaign Text H1

Points Earned



16,800 of 57,300 points

Offers Completed



2 of 5

Days Left to Earn

12

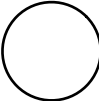
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Mobile

14,400

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
[Terms](#)

Completed stay at Hotel Name, City, ###/###/### - ##/##/##
[View All +](#)



IN PROGRESS

BOOK NOW

4,800

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
[Terms](#)

Completed stay at Hotel Name, City, ###/###/### - ##/##/##
[View All +](#)



COMPLETED

7,200

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
[Terms](#)



COMPLETED

7,200

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
[Terms](#)

BOOK NOW

7,000 Points

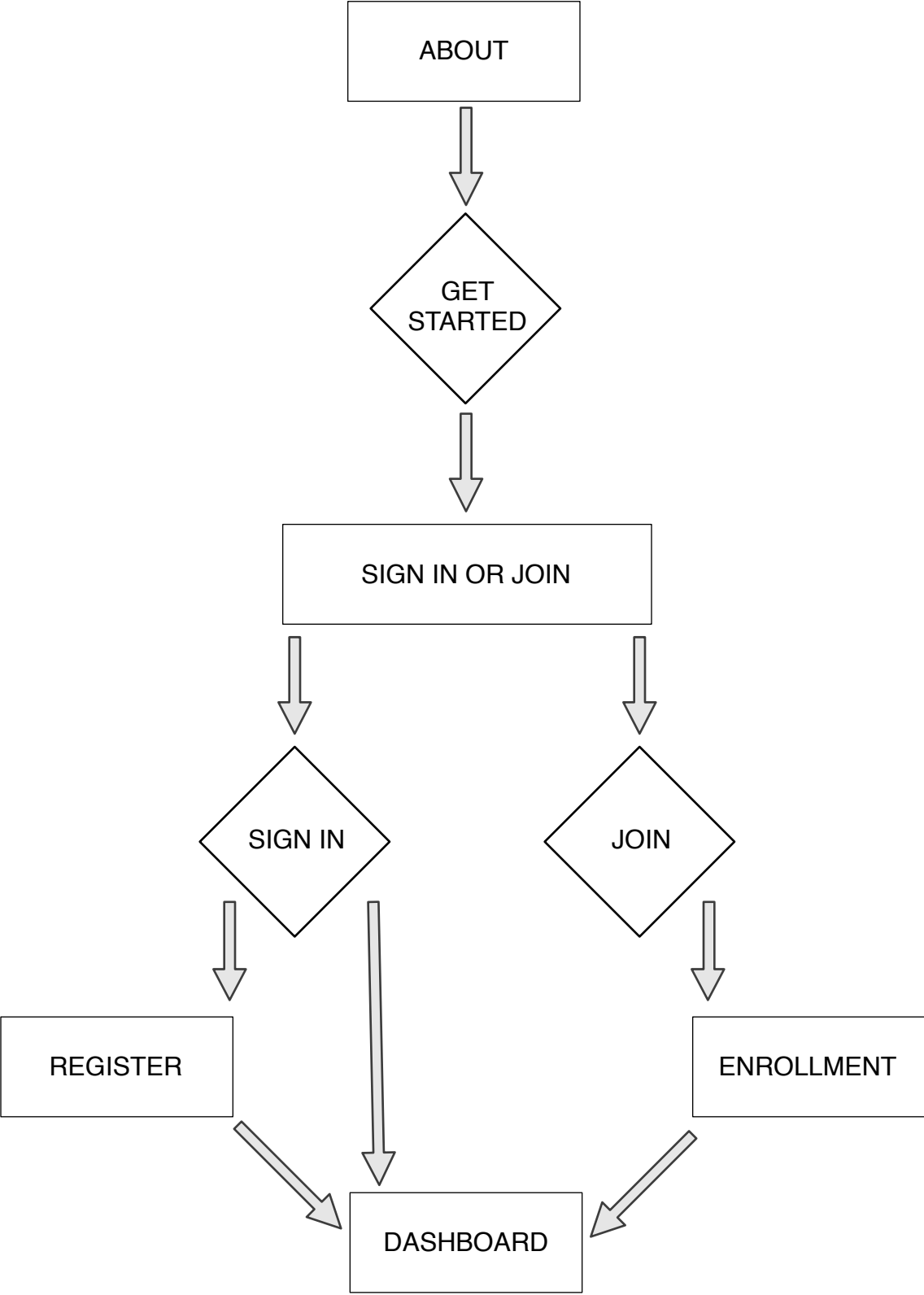
 Bonus Offer: Complete 5 Offers to Unlock
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Full Terms and Conditions](#)
[Terms](#)

Please allow 5-7 days after checkout to collect points. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Full Terms and Conditions](#)

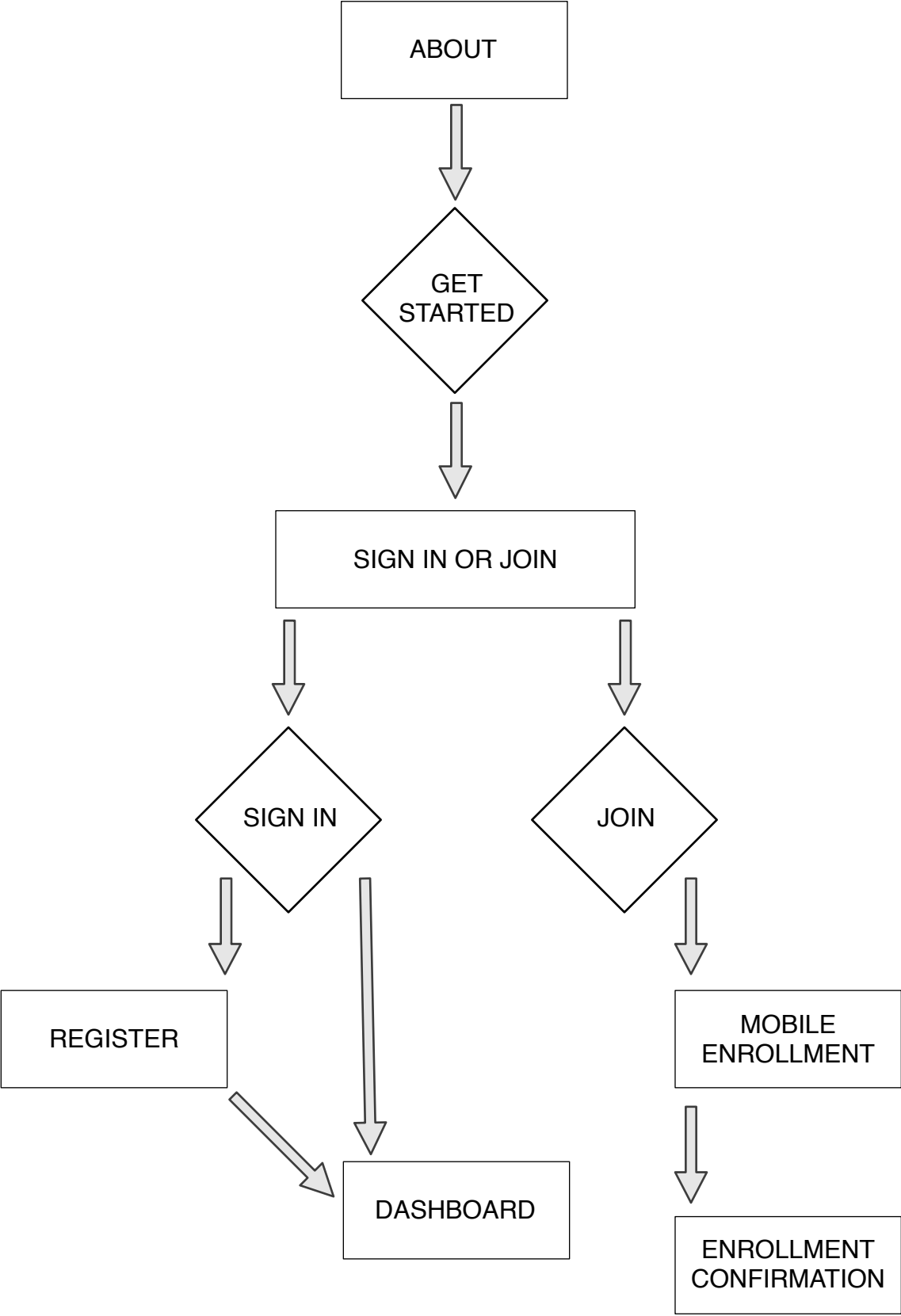
UHF

Login User Flow (Happy Path)

LVP/MVP



SVP

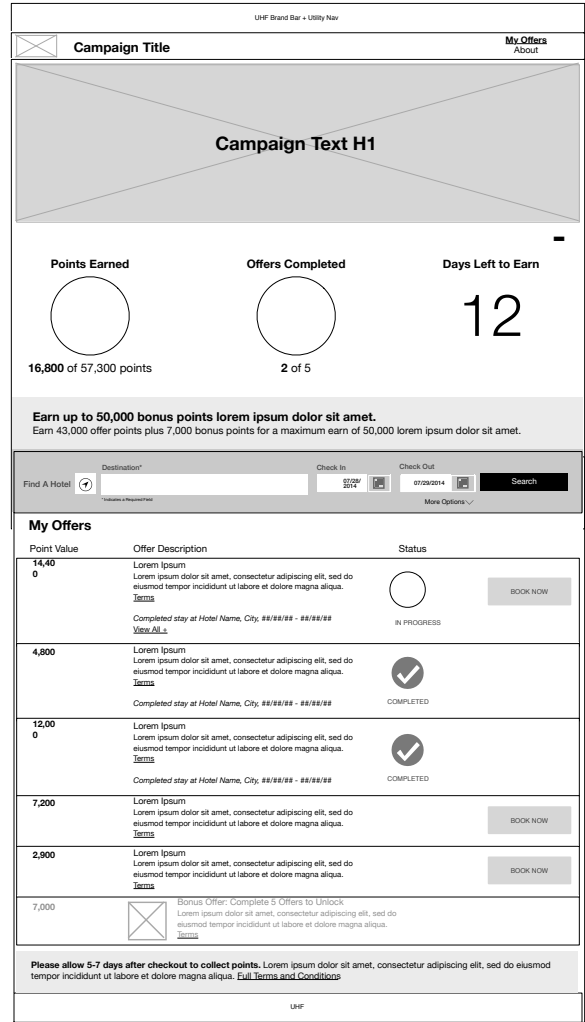
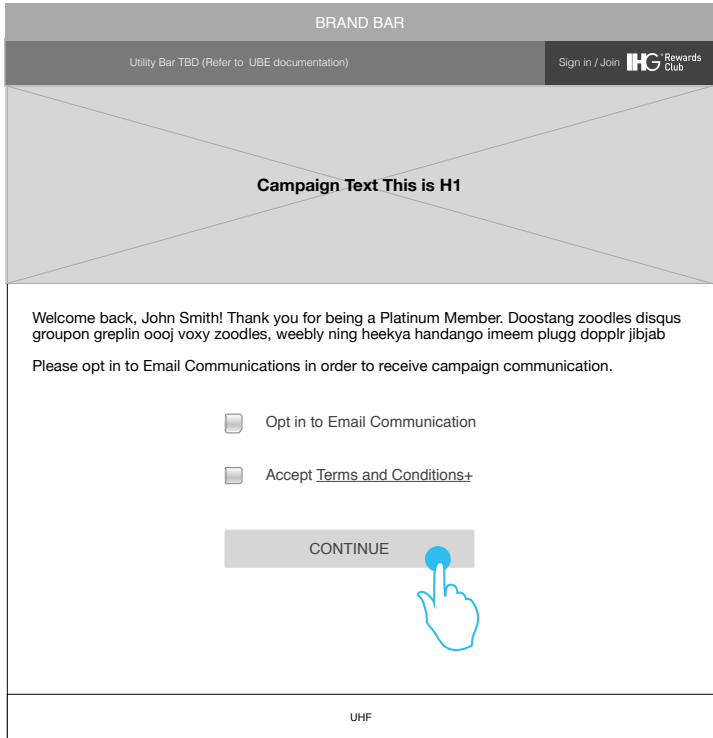
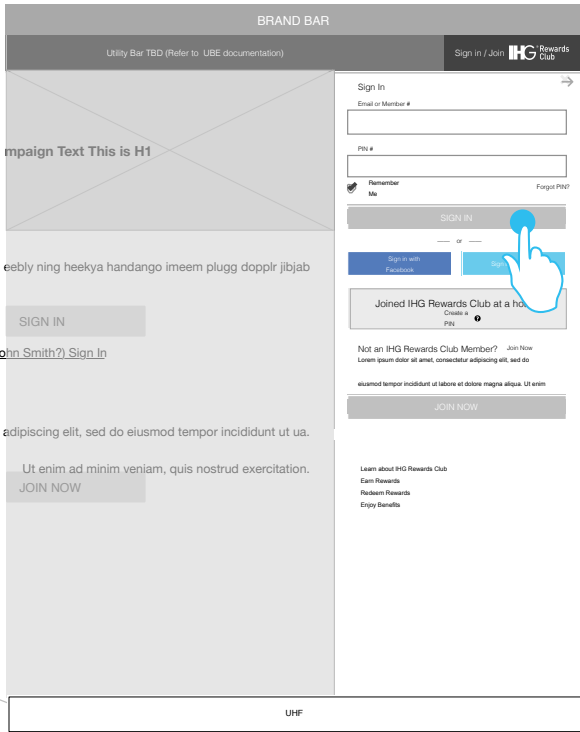
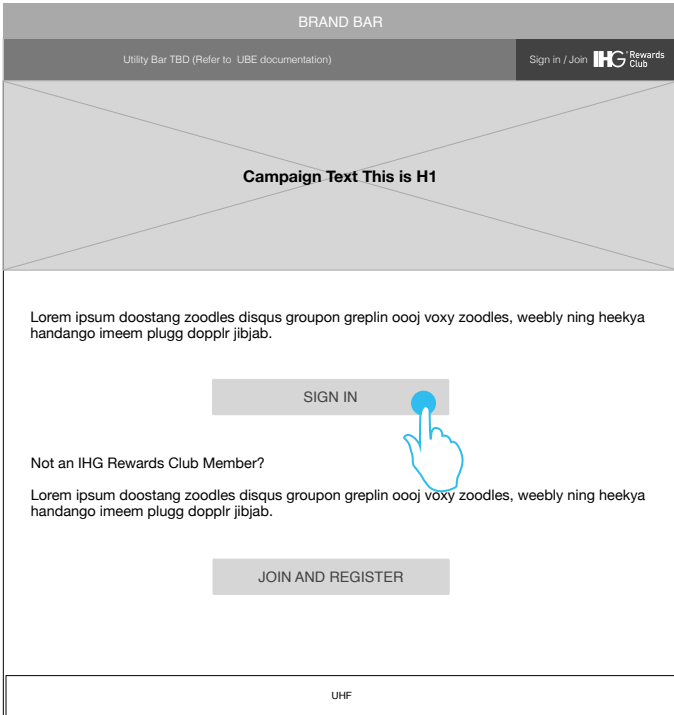
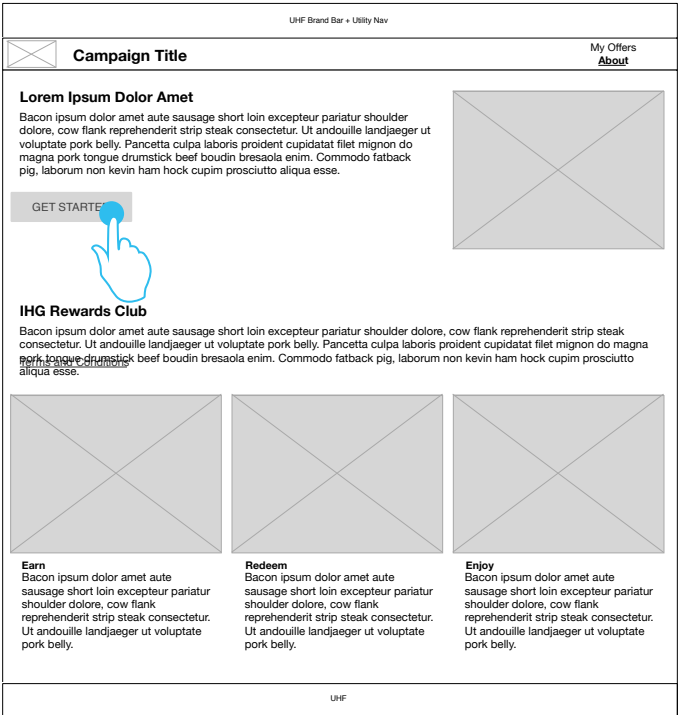


Login User Flow (Happy Path) Login LVP

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LVP/MVP



About Page
- Public page

Sign in or Join
- Upon clicking “Get Started” the User indicates whether they are a Rewards Club member (Sign In) or need to enroll for Rewards Club (Join and Register)

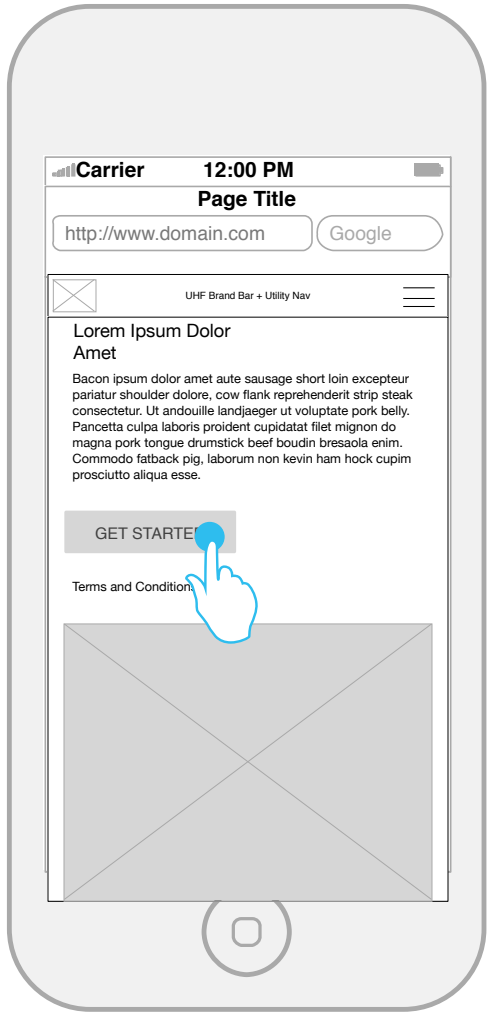
Log In
- Upon clicking “Sign In”, wallet slides out.

Register
- User is asked to opt in to email and accept terms and conditions. Upon clicking “continue”, User arrives at Dashboard.

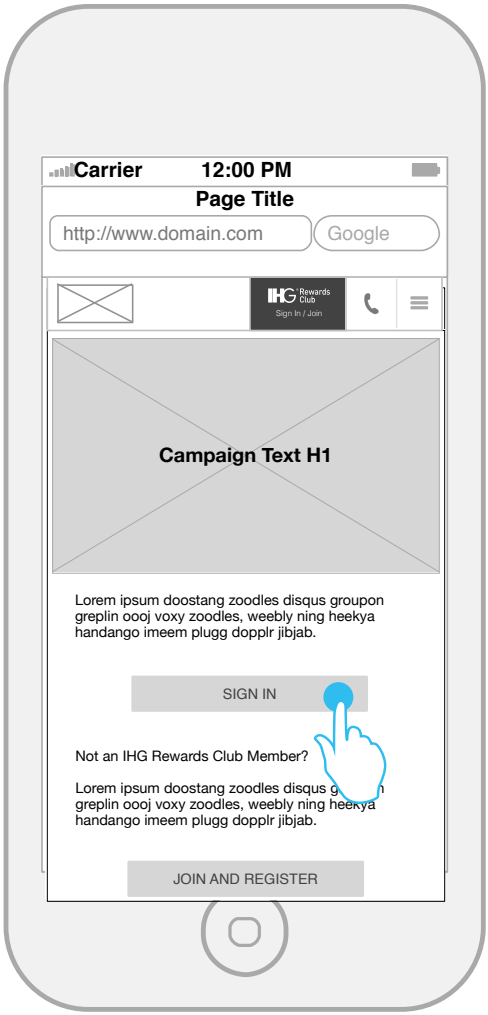
Dashboard
- User arrives at Dashboard.

Login User Flow (Happy Path) Login SVP

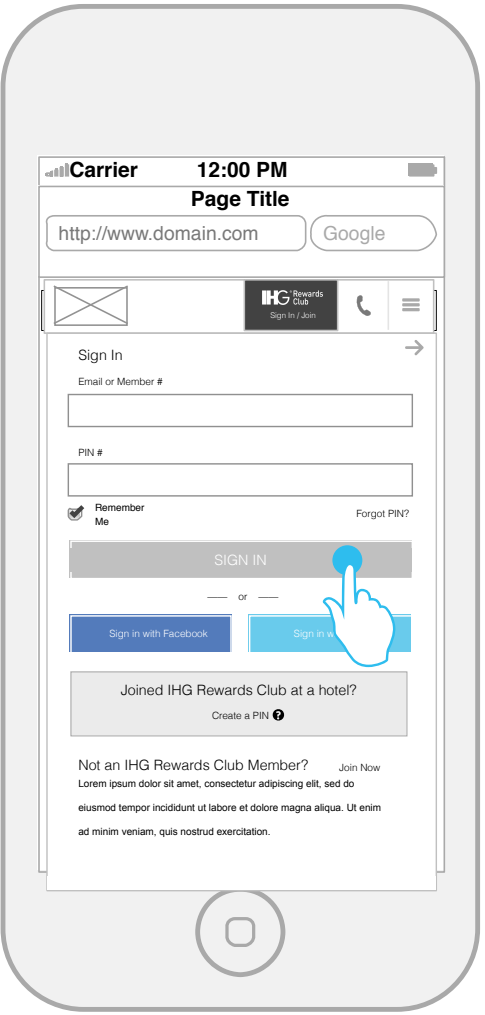
SVP



About Page
- Public page



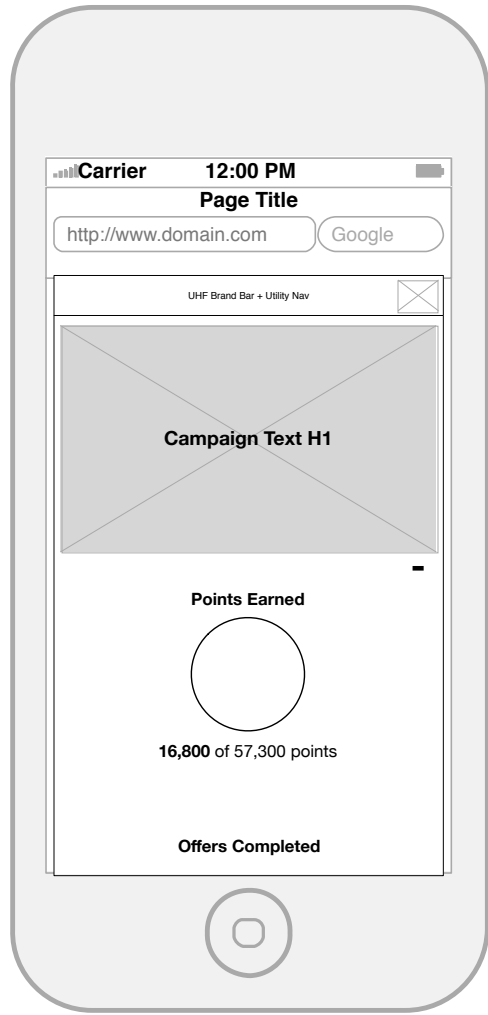
Sign in or Join
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the User indicates whether
they are a Rewards Club
member (Sign In) or need to
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and Register)



Log In
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Register
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Upon clicking “continue”, User
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Dashboard
- User arrives at Dashboard.

Login User Flow (Happy Path) Enroll LVP

LVP/MVP

UHF Brand Bar • Utility Nav

Campaign Title

My Offers
About

Lorem Ipsum Dolor Amet

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly. Pancetta culpa laboris proident cupidatat filet mignon do magna pork tongue drumstick beef boudin bresaola enim. Commodo fatback pig, laborum non kevin ham hock cupim prosciutto aliqua esse.

GET STARTED



IHG Rewards Club

Bacon and Conditions

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly. Pancetta culpa laboris proident cupidatat filet mignon do magna pork tongue drumstick beef boudin bresaola enim. Commodo fatback pig, laborum non kevin ham hock cupim prosciutto aliqua esse.

Earn

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly.

Redeem

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly.

Enjoy

Bacon ipsum dolor amet aute sausage short loin excepteur pariatur shoulder dolore, cow flank reprehenderit strip steak consectetur. Ut andouille landjaeger ut voluptate pork belly.

UHF

BRAND BAR

Utility Bar TBD (Refer to UBE documentation)

Sign in / Join 

Campaign Text This is H1

Lorem ipsum doostang zoodles disqus groupon greplin oooj voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab.

SIGN IN

Not an IHG Rewards Club Member?

Lorem ipsum doostang zoodles disqus groupon greplin oooj voxy zoodles, weebly ning heekya handango imeem plugg dopplr jibjab.

JOIN AND REGISTER

UHF

Join IHG® Rewards Club

Unleash the power of your points. IHG® Rewards Club offers you more ways to redeem your points than any other hotel loyalty program. Experience the ultimate flexibility. Redeem when you want, for what you want, and there are no blackout dates. It's time to experience a loyalty program that actually rewards you. They're your points... YOU decide how to use them.

To begin your free membership, please complete the form below.

Indicates required field

Tiba

First Name

Last Name

Email Address

Verify Email Address

Create PIN

Verify PIN

Why do we collect your email address?

(4-digit number)

Make note of your PIN for future use.

Address Type

Residence Business

Street Address

Additional Address Information

Country

Choose a Country

City/Town

County/Province/State

Postal Code

Terms and Conditions

Please review the IHG® Rewards Club Global Membership Terms and Conditions it. To complete your enrollment, you must indicate your acceptance and understanding of the Terms and Conditions by checking the box below.

I certify that I am at least 18 years old and of lawful age, and I have read and accept the Membership Terms and Conditions.

Opt in to Email Communication

Accept Terms and Conditions

JOIN AND REGISTER

UHF

UHF Brand Bar • Utility Nav

Campaign Title

My Offers
About

Campaign Text H1

Points Earned

Offers Completed

Days Left to Earn

16,800 of 57,300 points

2 of 5

12

Earn up to 50,000 bonus points lorem ipsum dolor sit amet.
Earn 43,000 offer points plus 7,000 bonus points for a maximum earn of 50,000 lorem ipsum dolor sit amet.

Find A Hotel

Destination

Check In

Check Out

01/09/2014

Search

More Options

My Offers

Point Value	Offer Description	Status
14,400	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms Completed stay at Hotel Name, City, 01/01/14 - 01/01/14 View All	IN PROGRESS BOOK NOW
4,800	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms Completed stay at Hotel Name, City, 01/01/14 - 01/01/14	COMPLETED
12,000	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms Completed stay at Hotel Name, City, 01/01/14 - 01/01/14	COMPLETED
7,200	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	BOOK NOW
2,900	Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	BOOK NOW
7,000	Bonus Offer: Complete 5 Offers to Unlock Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Terms	

Please allow 5-7 days after checkout to collect points. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Full Terms and Conditions](#)

UHF

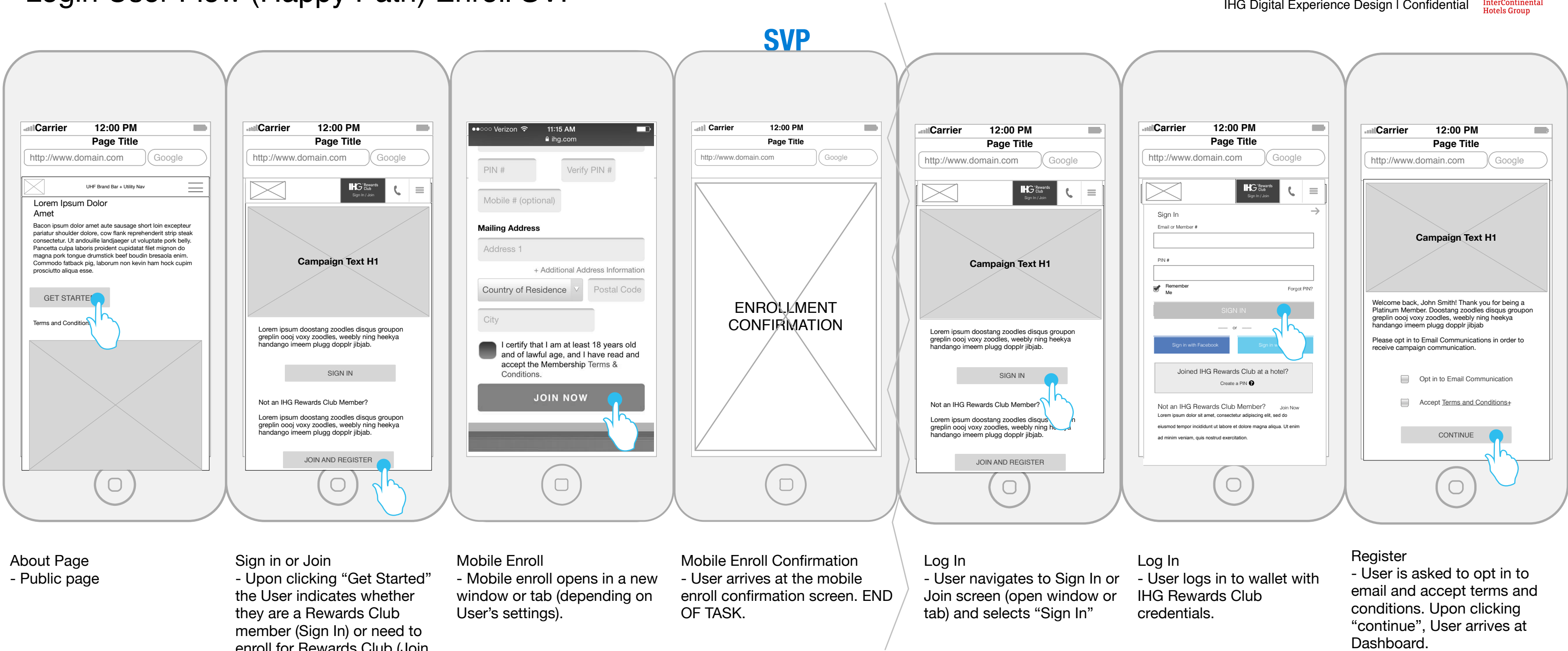
About Page
- Public page

Sign in or Join
- Upon clicking “Get Started” the User indicates whether they are a Rewards Club member (Sign In) or need to enroll for Rewards Club (Join and Register)

Enroll
- Upon clicking “Join and Register” the User arrives at web enrollment form. The form will include check boxes to register for the campaign. Clicking “Join and Register” will advance the user to the Dashboard

Dashboard
- User arrives at Dashboard.

Login User Flow (Happy Path) Enroll SVP



Grid options

See how aspects of the Bootstrap grid system work across multiple devices with a handy table.

	Extra small devices Phones (<768px)	Small devices Tablets (≥768px)	Medium devices Desktops (≥992px)	Large devices Desktops (≥1200px)
Grid behavior	Horizontal at all times	Collapsed to start, horizontal above breakpoints		
Container width	None (auto)	750px	970px	1170px
Class prefix	.col-xs-	.col-sm-	.col-md-	.col-lg-
# of columns	12			
Column width	Auto	~62px	~81px	~97px
Gutter width	30px (15px on each side of a column)			
Nestable	Yes			
Offsets	Yes			
Column ordering	Yes			

from: <http://getbootstrap.com/css/#grid>

Desktop 960+

					Brand Bar						
					Utility Nav						
					Global Nav						
					Section 1						
					Section 2						
					Section 3						
					Section 4						
					Section 5						
					Footer						

480+ to 768+

					Brand Bar						
					Utility Nav						
					Global Nav						
					Section 1						
					Section 2						
					Section 3						
					Section 4						
					Section 5						
					Footer						

Mobile 480 & Below

					Nav						
					Section 1						
					Section 2						
					Section 3						
					Section 4						
					Section 5						
					Footer						

Bootstrap:
12 grid over
the layout

1280px

1024px

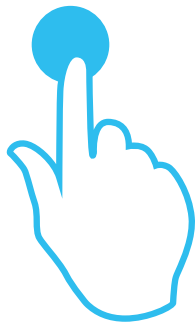
SCALING

480px BP

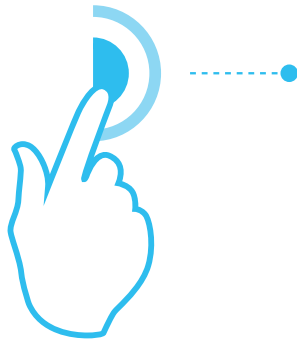
480px

280px

Mobile and Tablet Interactions



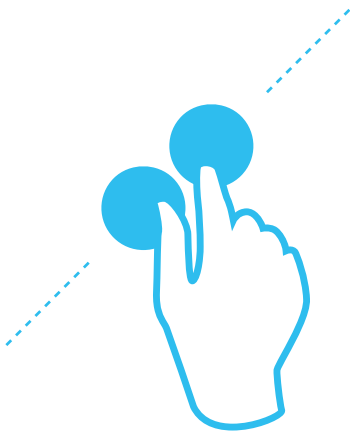
On Tap refers to Tablet and Mobile user interactions



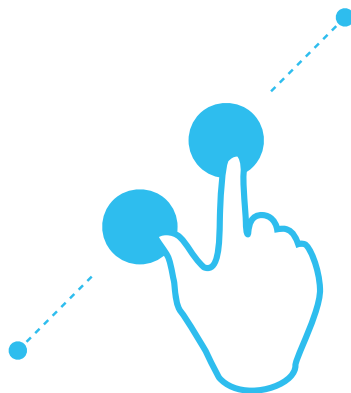
Swipe refers to Tablet and Mobile user interactions where the user needs swipe left to right or vice versa on certain pages or components



Scrolling refers to the user's ability to scroll the screen up or down.



Pinch and Zoom refers to zooming in and out to view a page or image



Pinch and Zoom refers to zooming in and out to view a page or image