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0.0 My Map

1.0 {Register/Login/Log out}

2.0 My Profile

3.0 Share

4.0 About

1.1 Register

2.1 My Stamps

3.1 City Discussion

4.1 FAQ

1.1.1 Edit My Info

3.2 Share My Profile

3.1.1 Join City Discussion

4.2 How to Earn Miles

1.1.2 Edit My Map

2.3 Edit My Info

3.2 Share My Profile

1.1.3 Manage My Linked Accounts

2.4 Edit My Travels

3.3 Share My Map

1.1.3.1 Facebook

2.5 Manage My Linked Accounts

3.4 Check-in (Foursquare)

1.1.3.2 Twitter

2.5.1 Facebook

3.5 Email

1.1.3.3 Foursquare

2.5.2 Twitter

1.1.4 Registered

2.5.3 Foursquare

1.2 Login

1.3 Confirm Logout

1.3.1 Logged Out

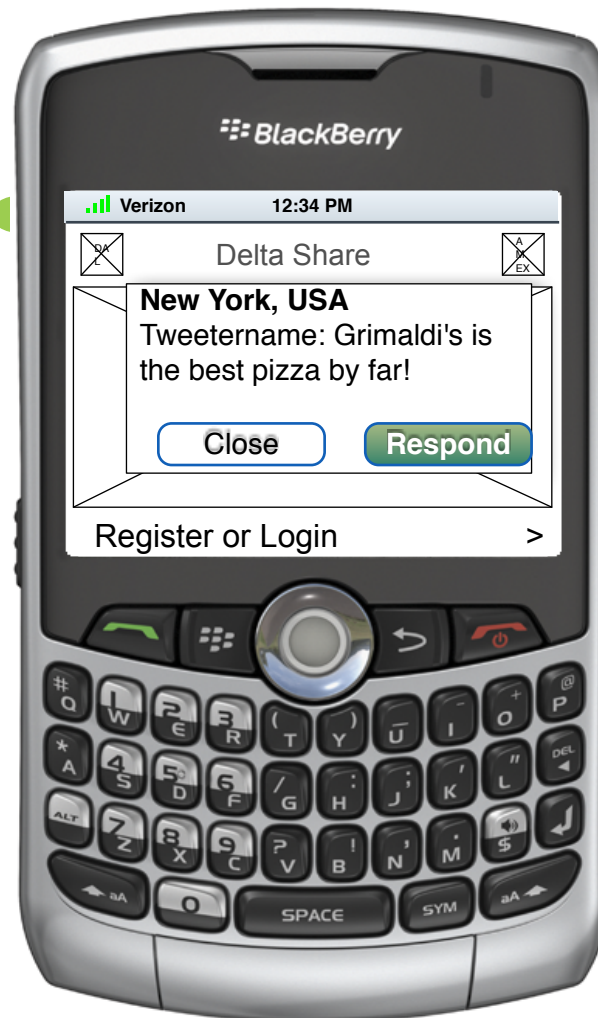
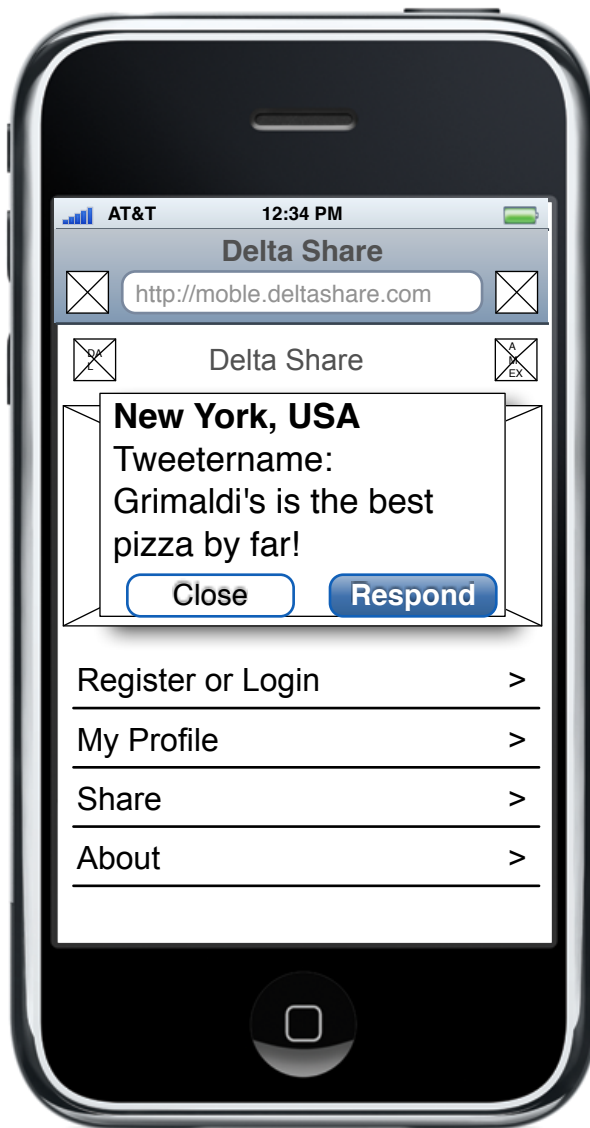
mobile.delta.com

0.0 Landing Page



- H 2** Landing page consists of a micro version of the world map and navigation to the main elements of the site.
- G 14** For smaller screens, truncation will occur. Shown is the Blackberry as an example.
- N 2** The button {Register | Login | Logout} is dynamic, changing based on the current user's login status. If unknown, the button label and destination is 'Register'. If the user is known to be registered but not logged in, then it reads 'Login' and its target is 1.2 Login. If user is logged in, then label and target is Logout.

0.0.0 Landing Page 2



1
3 Tweets and other posts are presented onscreen.

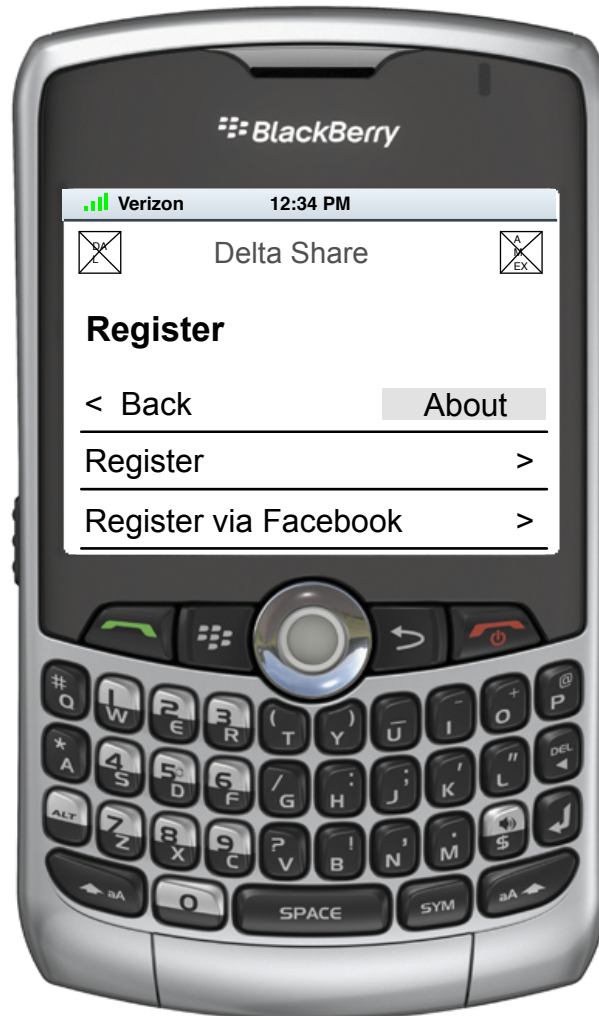
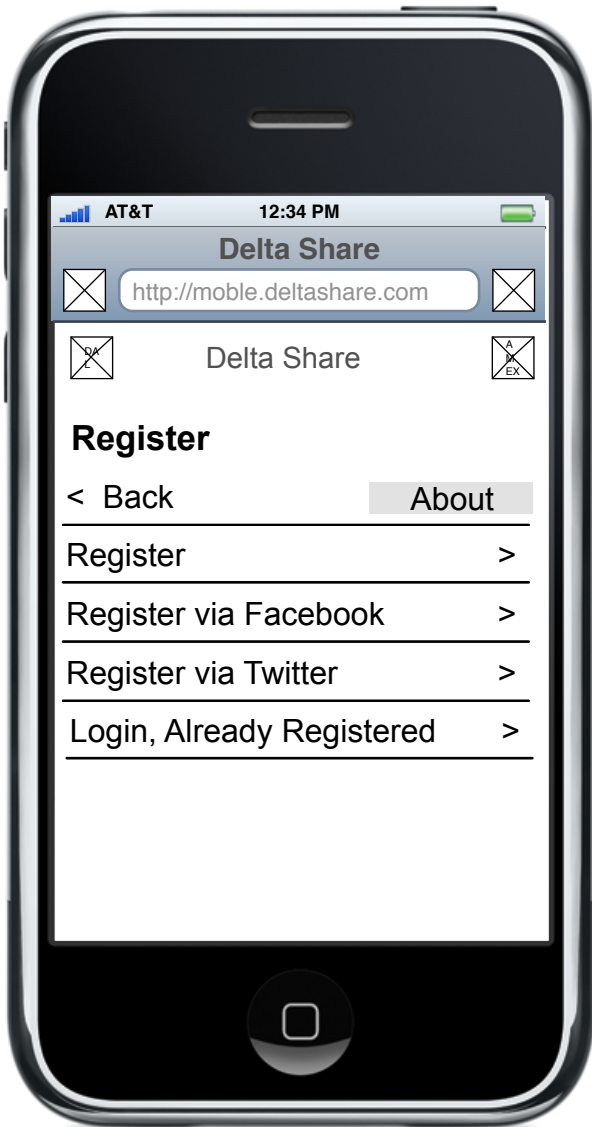
The information shown is taken from the following sources, in order of priority:

1) User's known friends postings related to this site (Facebook friends, Twitter friends etc.)

2) Posts by authors unknown to this user but taken from this interface (i.e. Tweets and Facebook posts sent in through this interface or the regular web interface.

3) Tweets and other posts that include hashtags that include a target city and the subject at hand for the city this week.

I.1 Register



L2 The user is presented a number of options to register for the site; Facebook, Twitter or manual registration.

Register via Facebook calls their protocol to register.

Register via Twitter calls the Twitter protocol and UI for registration.

Register links to I.1.1 Edit My Personal Info.

1.1.1 Edit My Info



*Required

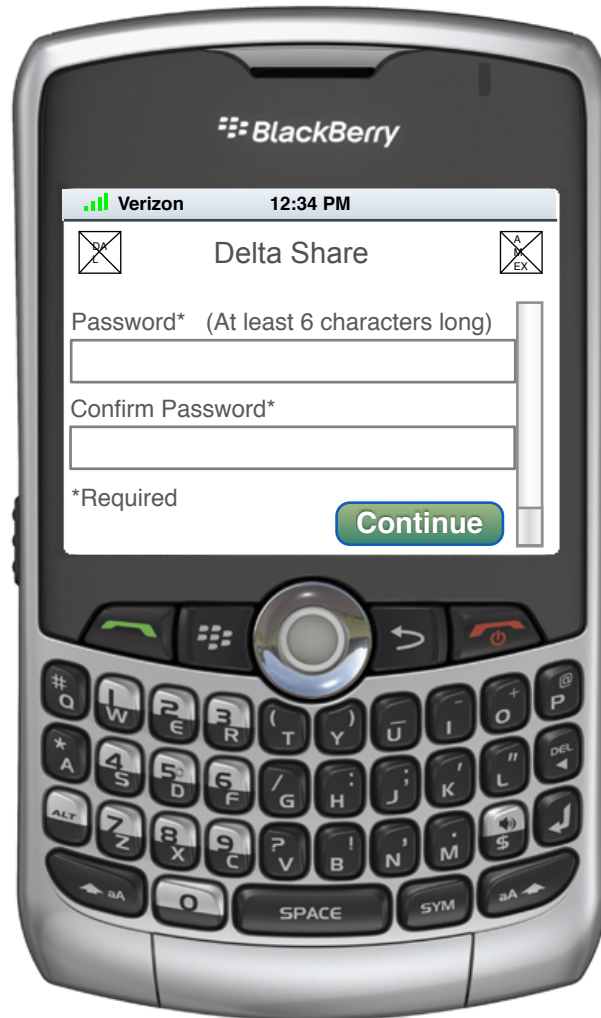


*Required

L2 On registration, user is asked to fill in a number of items (Name, email address etc. These are handled by the devices standard tools for form entry.

This screen is scrollable and is continued on the next screen.

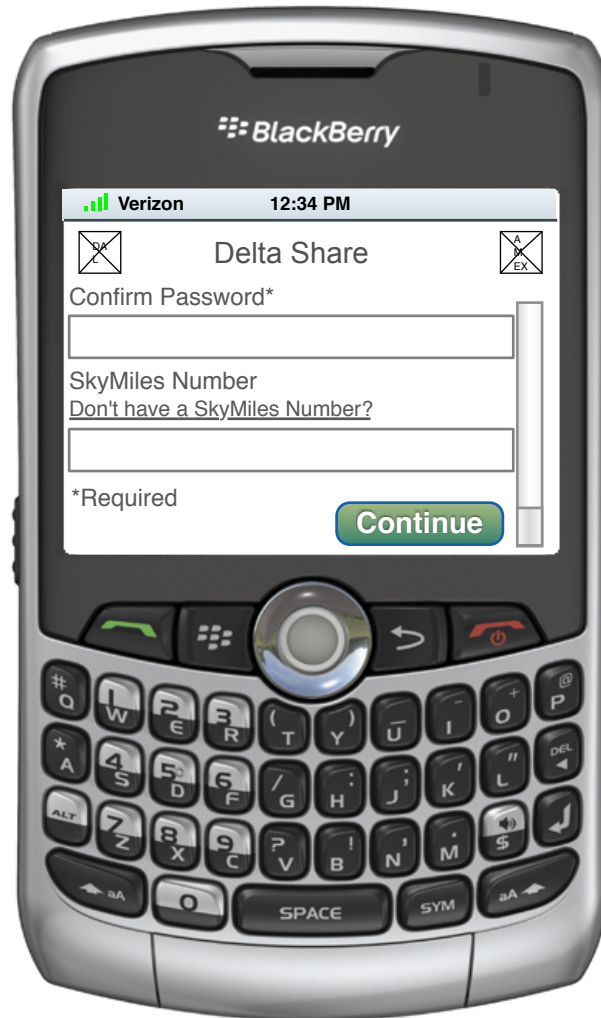
1.1.1 Edit My Info (continued)



L2 Data is entered and the user finishes this step by pressing continue.

Note that if the user does NOT include a SkyMiles number, their profile will include an 'Enter Your SkyMiles' button in place of their miles earned number.

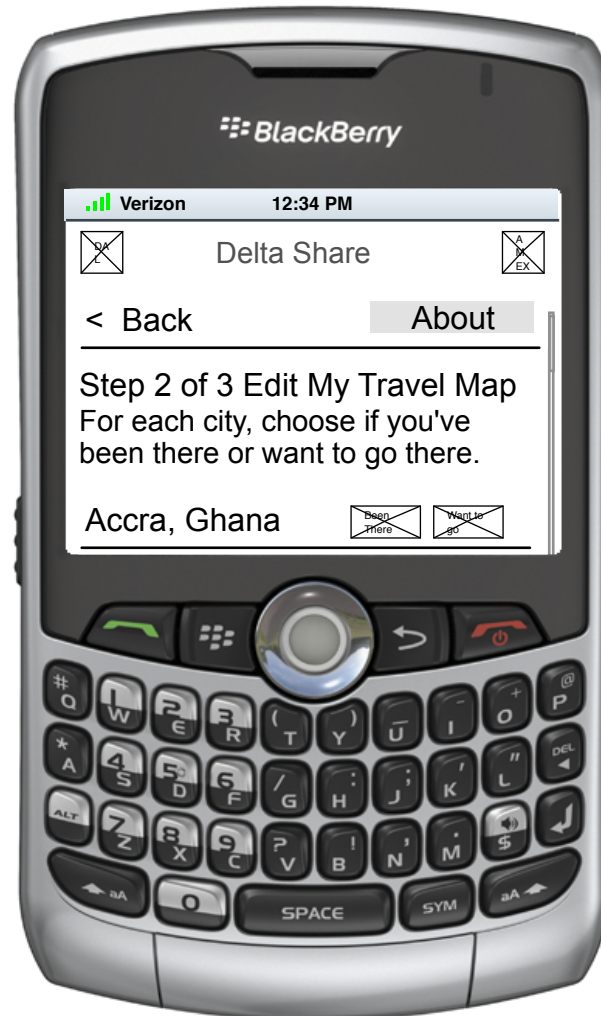
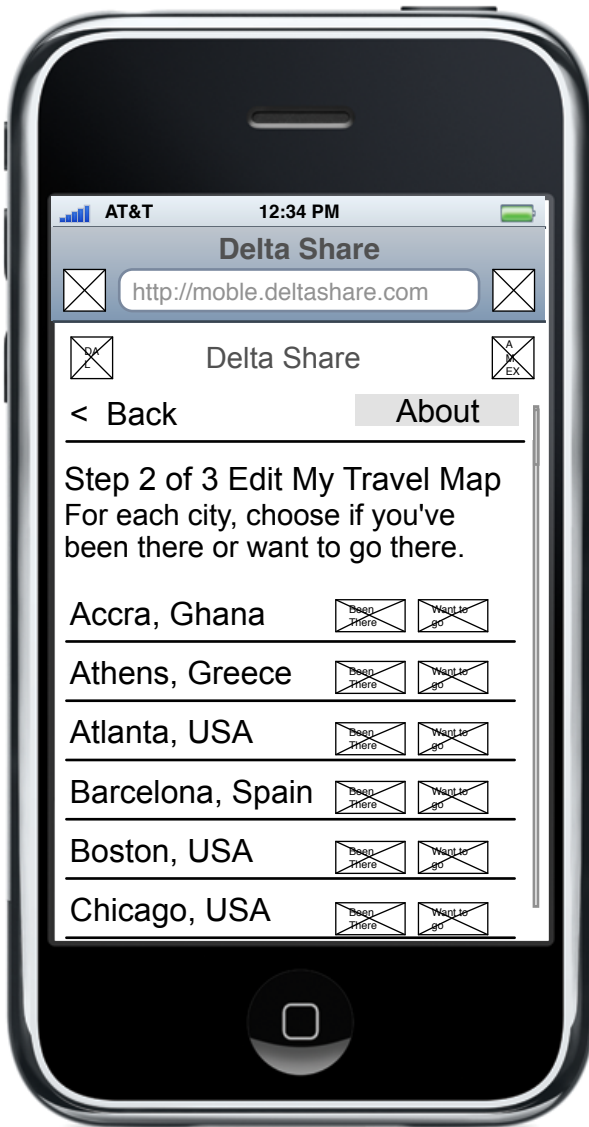
1.1.1 Edit My Info (continued) 2



L2 Data is entered and the user finishes this step by pressing continue.

Note that if the user does NOT include a SkyMiles number, their profile will include an 'Enter Your SkyMiles' button in place of their miles earned number.

1.1.2 Edit My Travels

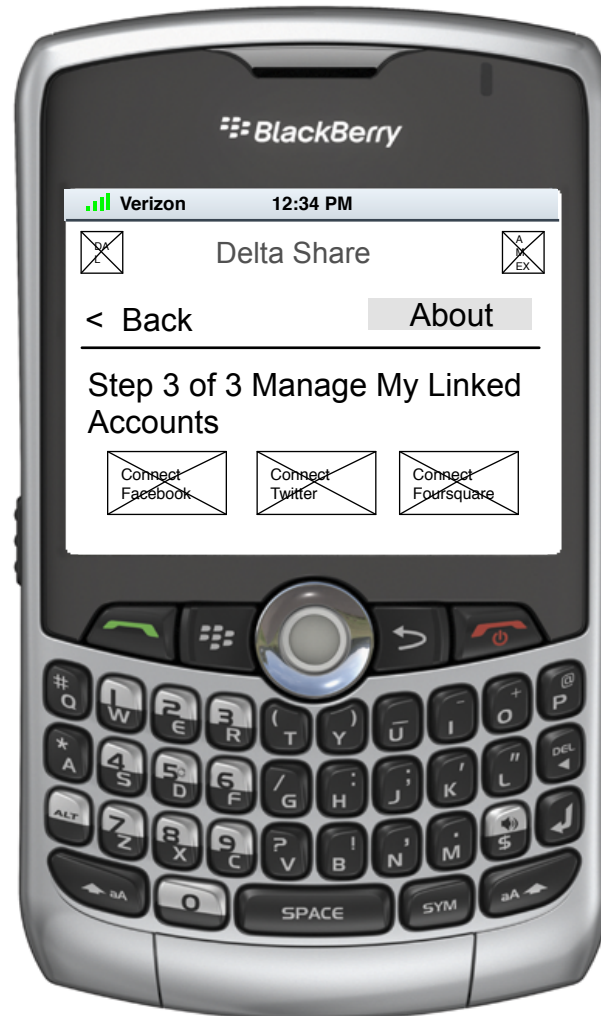
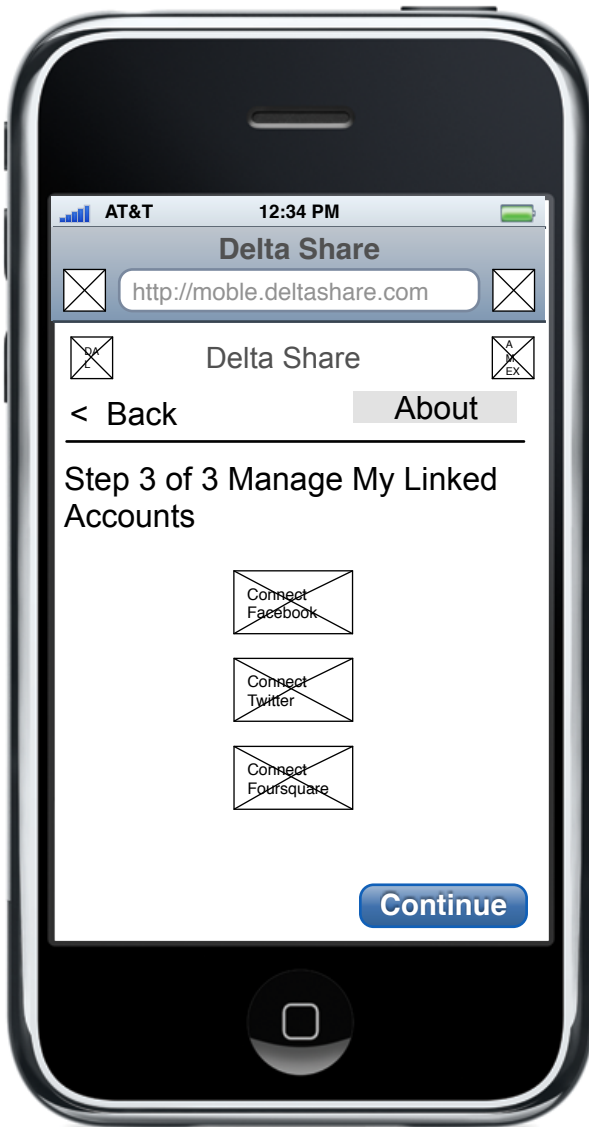


- L2 Each city in the promotion is listed in alphabetical order (approximated here) and each has a button/icon that allows the user to select if they have visited there or want to visit there. These buttons, on press, light up or graphically signal that they have been chosen.

1.1.3 Manage My Linked Accounts

M 5 Each of the social sites supported (Facebook, Twitter and Foursquare) are represented by a button. On press of the button, that service's connection protocol/window is displayed. On completion of that connection, the user is taken back to this page and the icon of the just connected service is 'turned on' or otherwise graphically shown to be connected.

On completion of this step, or if the user wants to skip it, the user can press 'Continue' to go to 1.1.4 Registered.



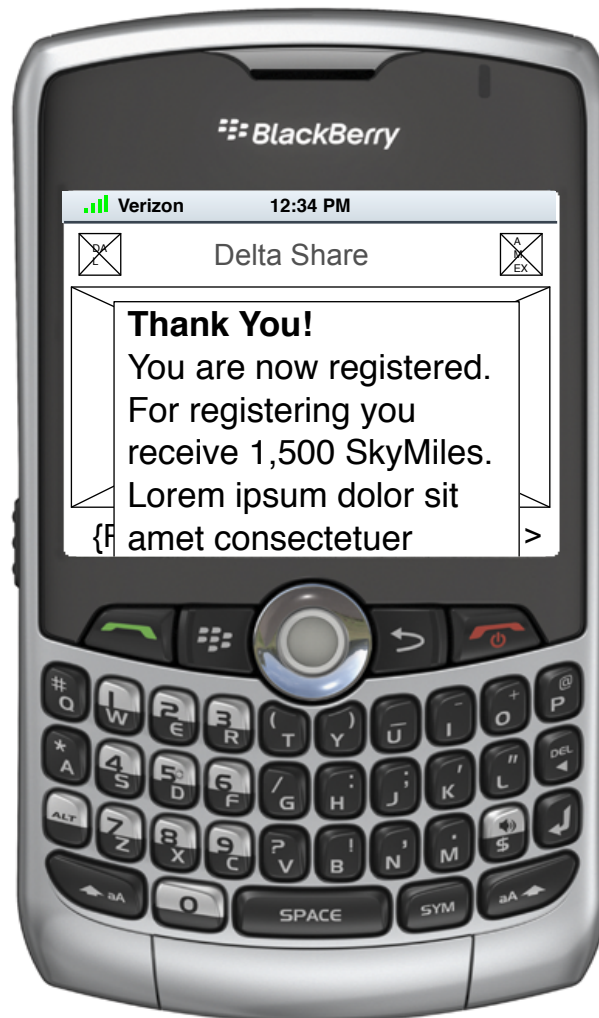
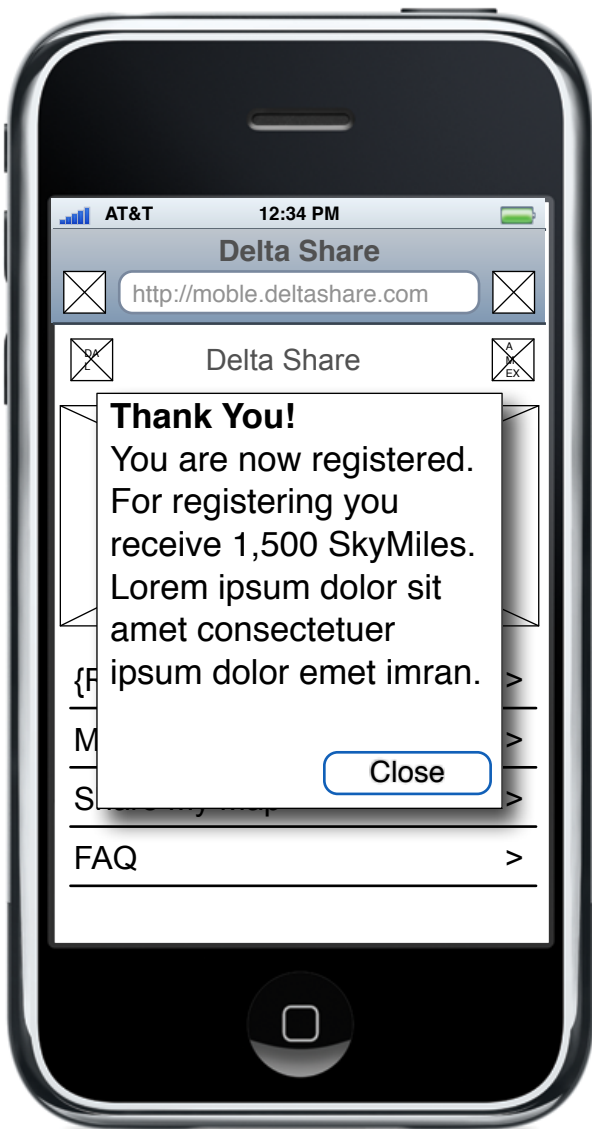
1.1.3.1 Connect Facebook



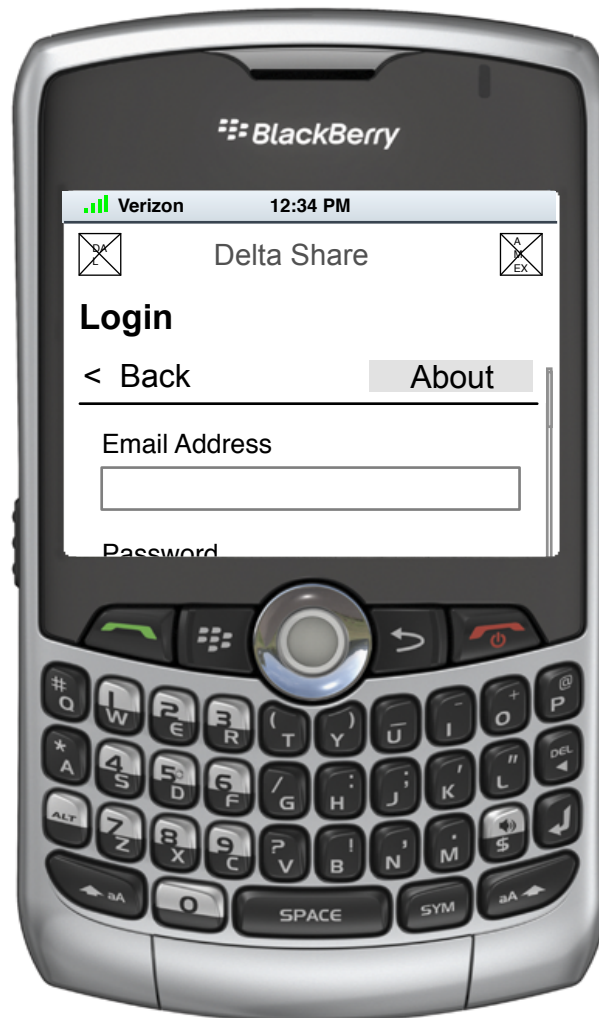
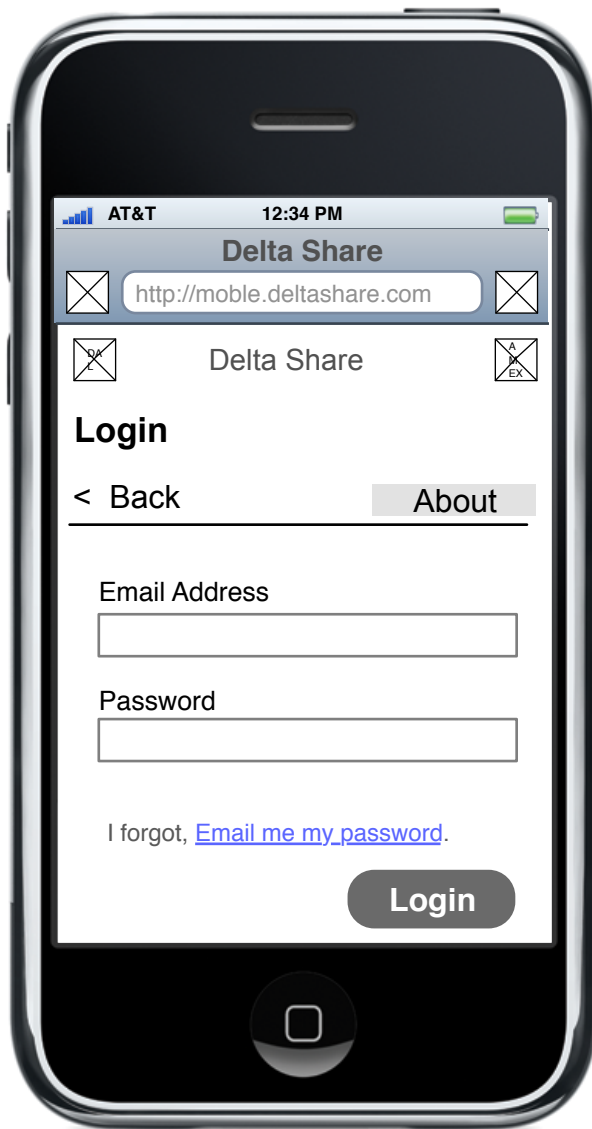
K 2 Each of the social sites supported (Facebook, Twitter and Foursquare) have their own connection screen which is proprietary. They will be displayed if/when the user presses their connection button in 1.1.3.

On completion of the connection, the user is taken back to 1.1.3 Manage My Linked Accounts

1.1.4 Registered



- 1 3 On completion of registration, the user is taken to 0.0 Landing Page with a popup thanking them for their registration.



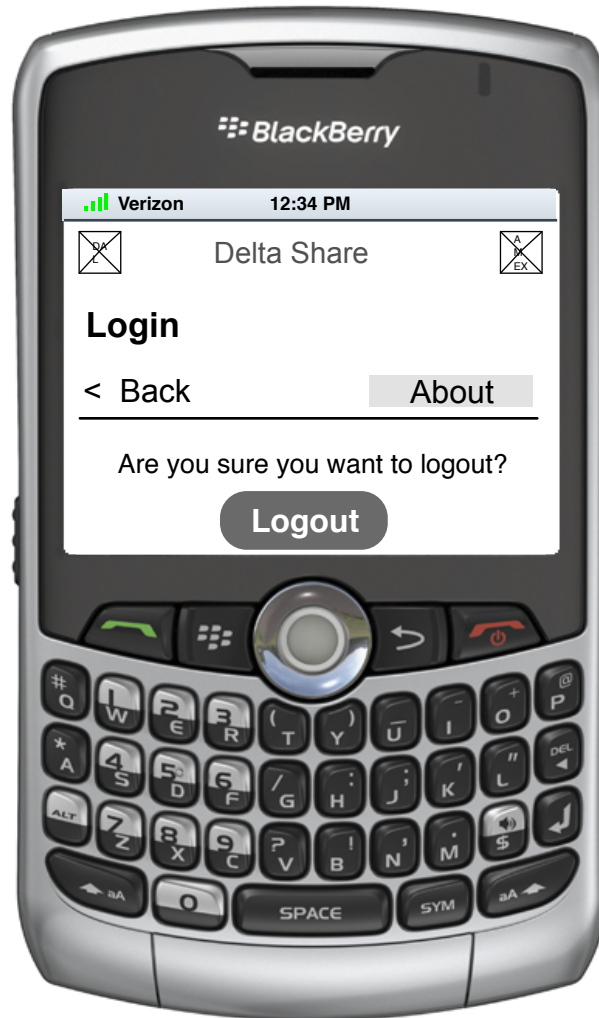
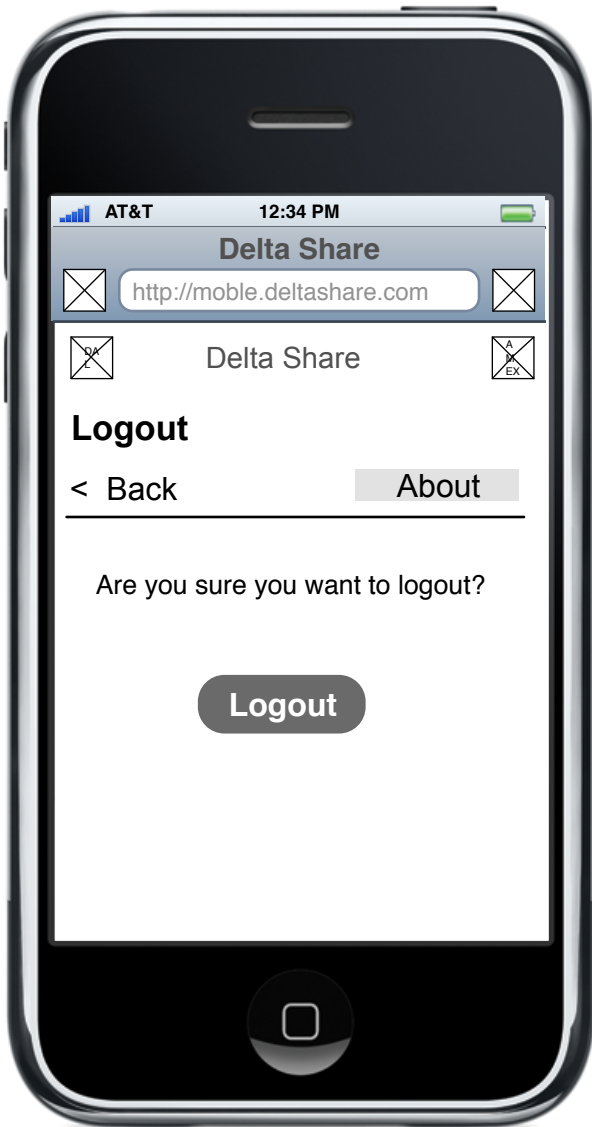
1.2 Login

K 2 On selection of the Login button user is shown a simple login page that asks for their Email Address and Password. On Login, user is taken to 0.0 Landing Page.

If user clicks 'Email me my password' his/her password is sent to the email entered in Email Address. If no address is present, this screen is redisplayed with Email Address in red.

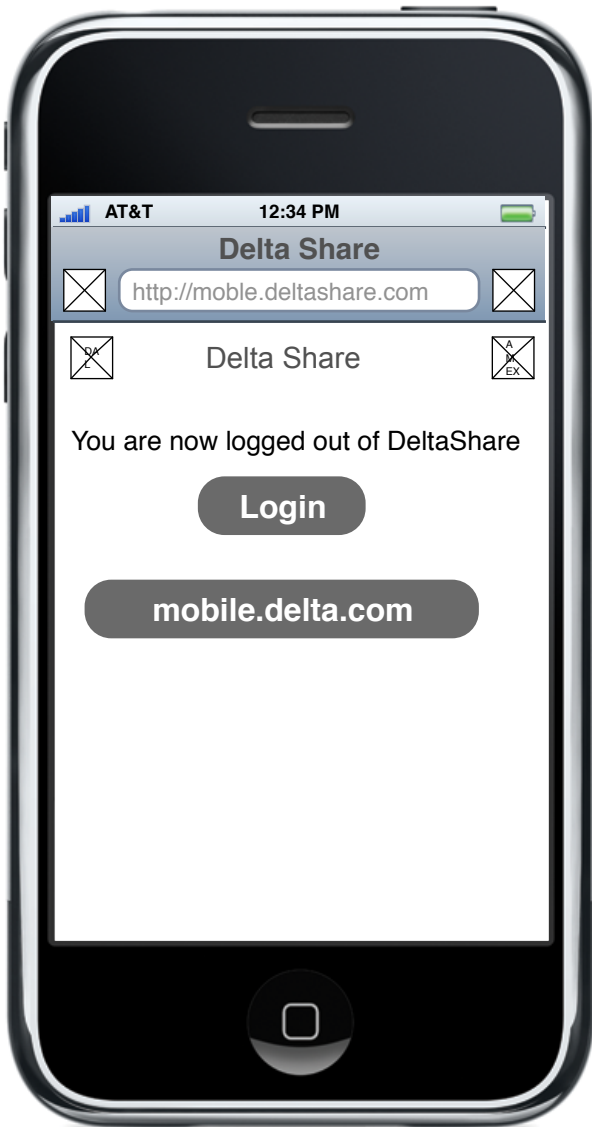
On 'Email me my password' completion, this link is changed to text, 'Password has been emailed'.

1.3 Confirm Logout

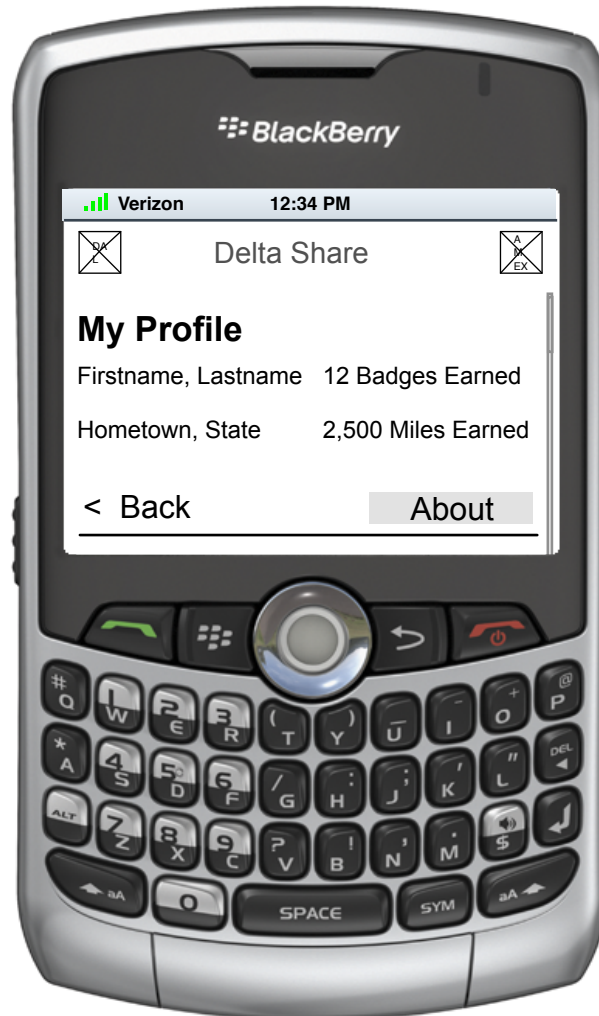
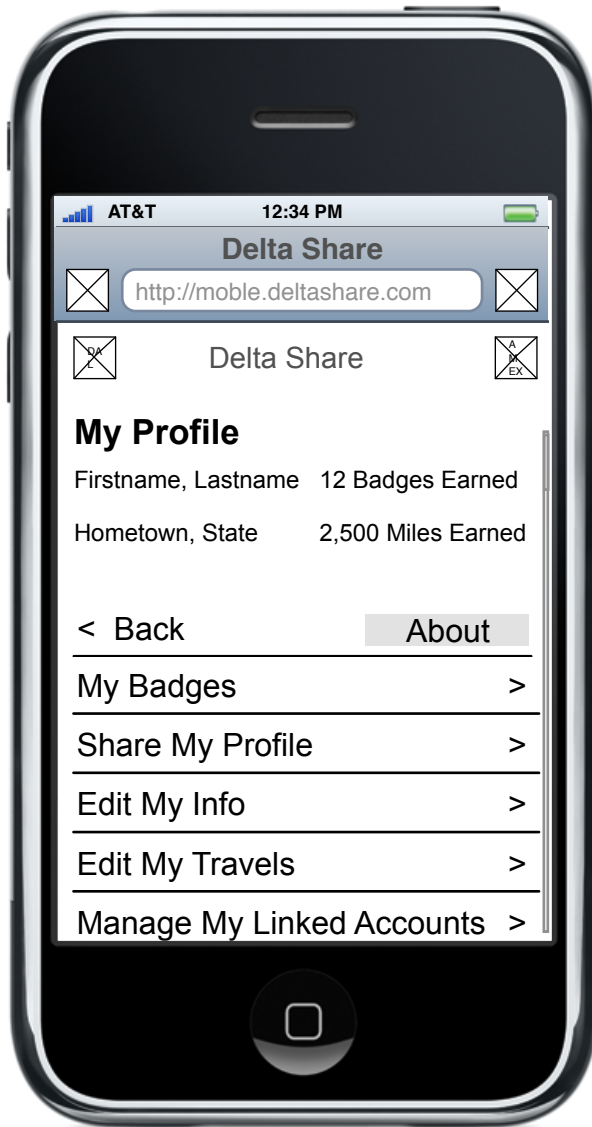


K 2 On click of 'Logout' button, user is taken to this page where they must confirm their desire to logout by pressing the Logout button. On click of button, user is taken to 1.3.1 Logged Out.

1.3.1 Logged Out



K 2 On click of 'Logout' button on I.3 Confirm Logout, user is taken to this page. User is given the option to login again via 'Login' button or to continue to mobile.delta.com. User can also navigate away by browser means.



2.0 My Profile

K 2 User's Profile is displayed (if they have one. If they have not registered, this screen will be a 'Register Now' button). This consists of their name, hometown, the number of badges they've earned and the number of miles they've earned.

N 2 My Badges links to 2.1 My Badges.

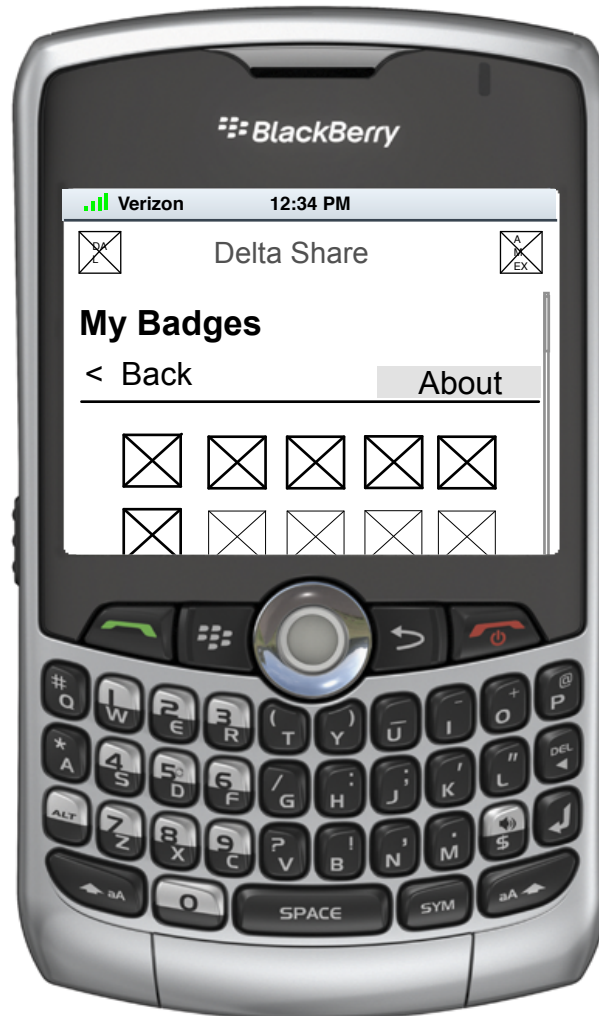
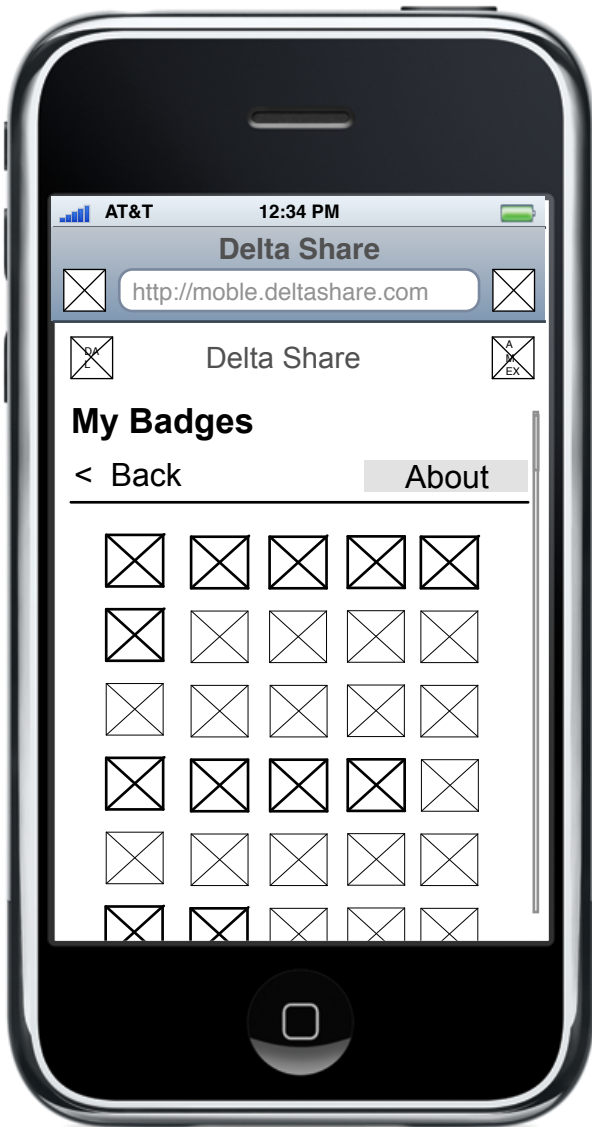
O 2 Share My Profile links to 2.2 Share My Profile.

P 2 This links to a page (not pictured) that is identical in function to 1.1.1 Edit My Info

Q 2 This links to a page (not pictured) that is identical in function to 1.1.2 Edit My Travel Map

R 2 This links to a page (not pictured) that is identical in function to 1.1.3 Manage My Linked Accounts

2.1 My Badges



K 2 On this page there is a space and graphic for all possible badges in the application. Those badges that the user has earned are 'on' graphically while those unearned are 'ghosted'.

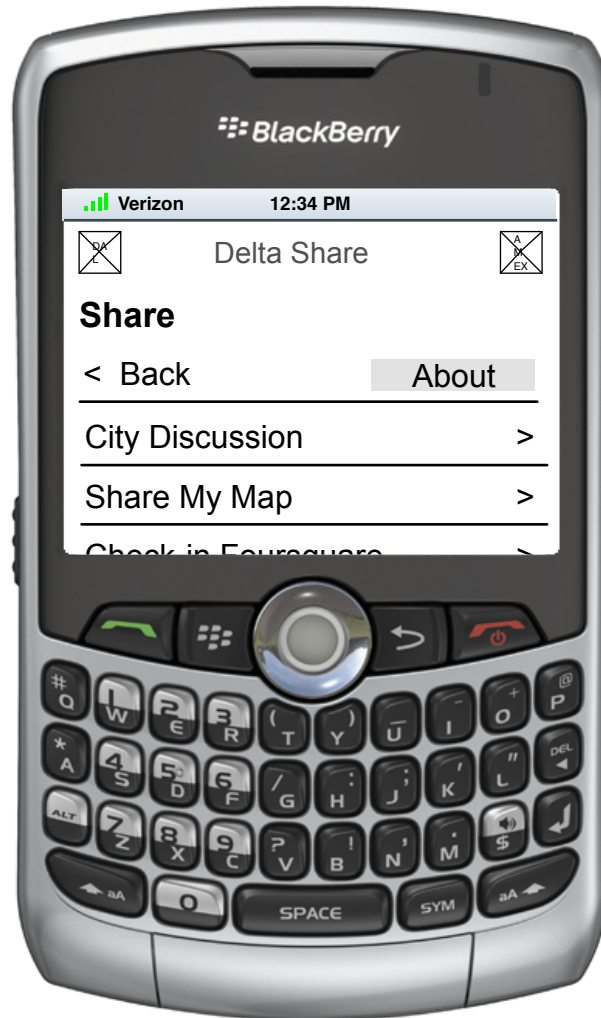
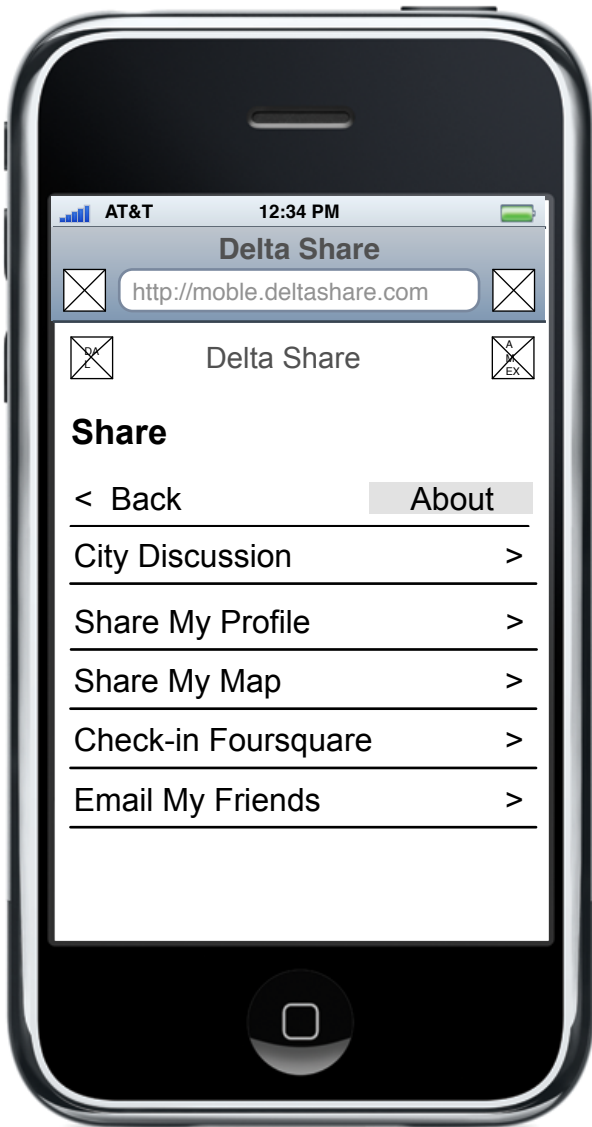
On press of a badge, the user is taken to 2.1.1 Specific Badge.

2.1.1 Specific Badge

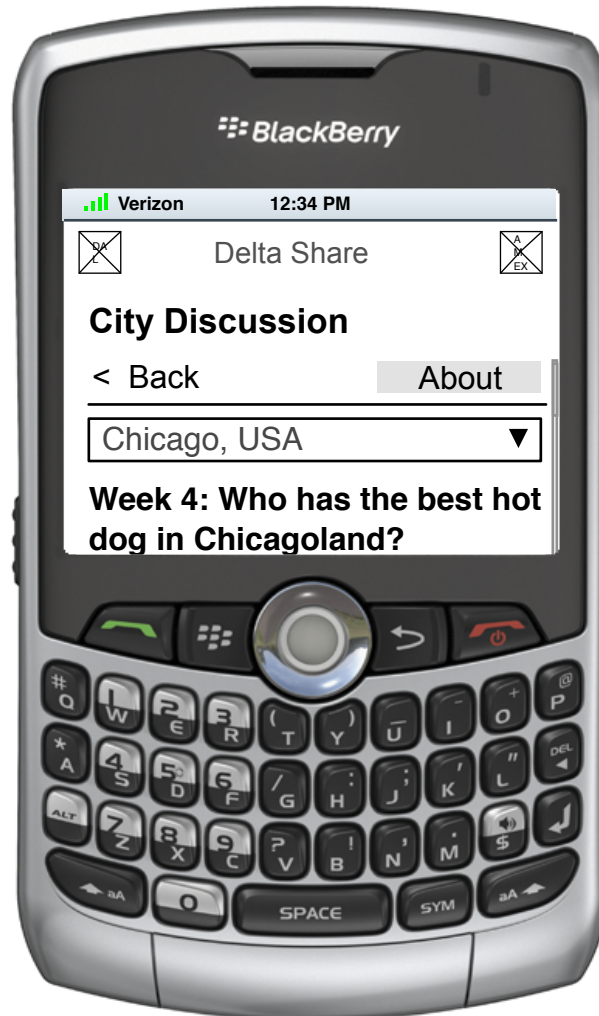
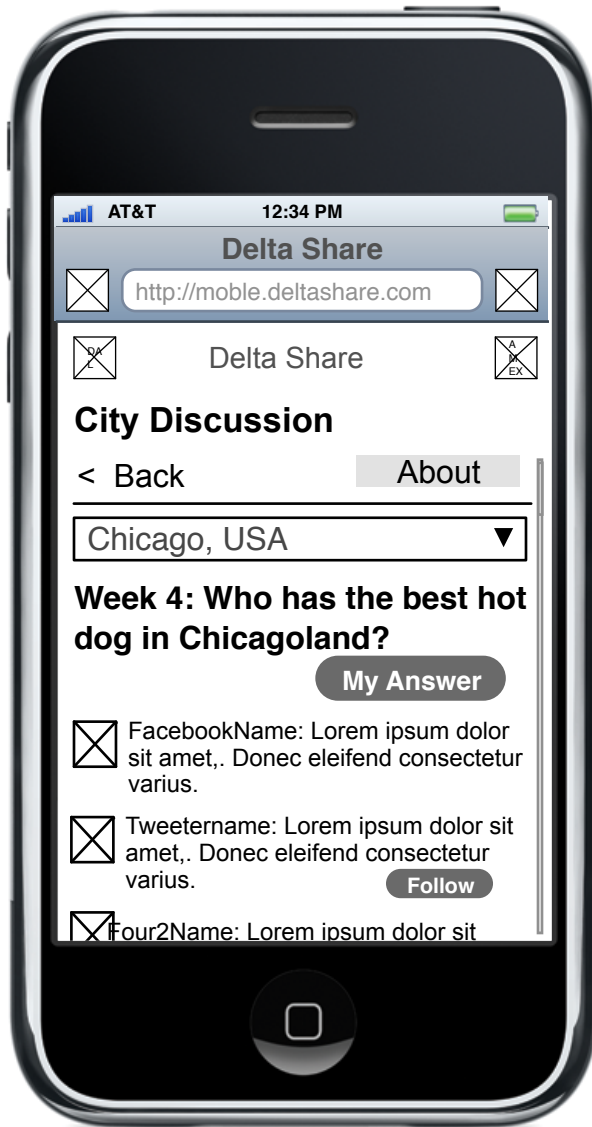


- K 2** On press of a badge in 2.1 My Badges, a popup is displayed that shows the specific badge. The badge is named, displayed, it's value in miles is shown as well as a description of how the user obtains that badge.

3.0 Share

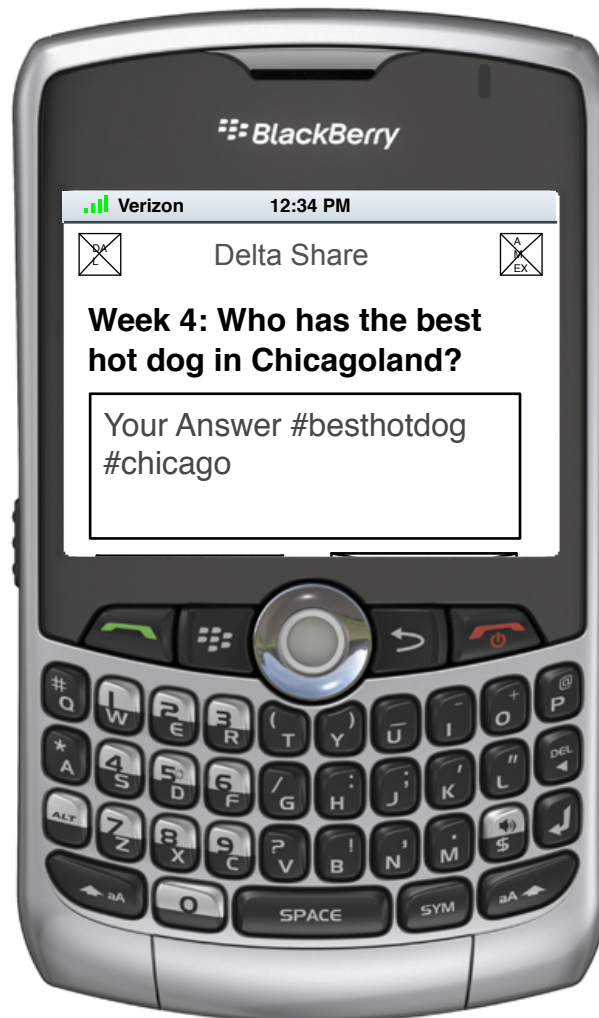
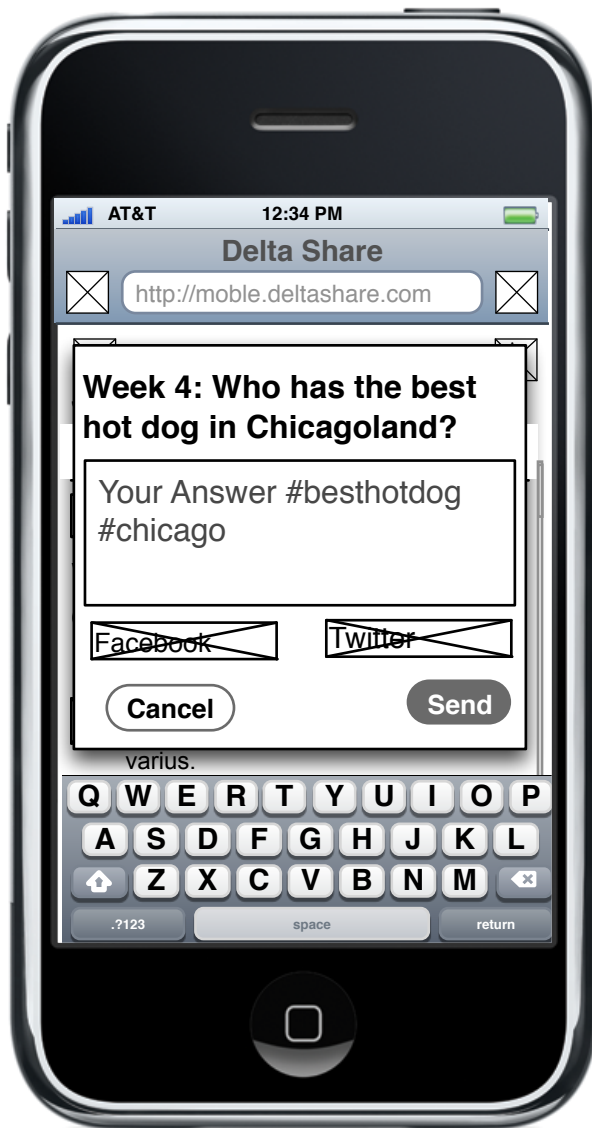


- K 2** On click of 'Share' this page is displayed.
- L 2** City Discussion is linked to 3.1 City Discussion
- M 2** Share My Profile links to 3.2 Share My Profile.
- M 2** Share My Map links to 3.3 Share My Map.
- N 2** IF the user has connected Foursquare, Check-in Foursquare links to 3.4 Check-in Foursquare. IF the user has NOT connected Foursquare, button links to 2.5.3 Foursquare
- O 2** Email My Friends links to 3.5 Email My Friends.



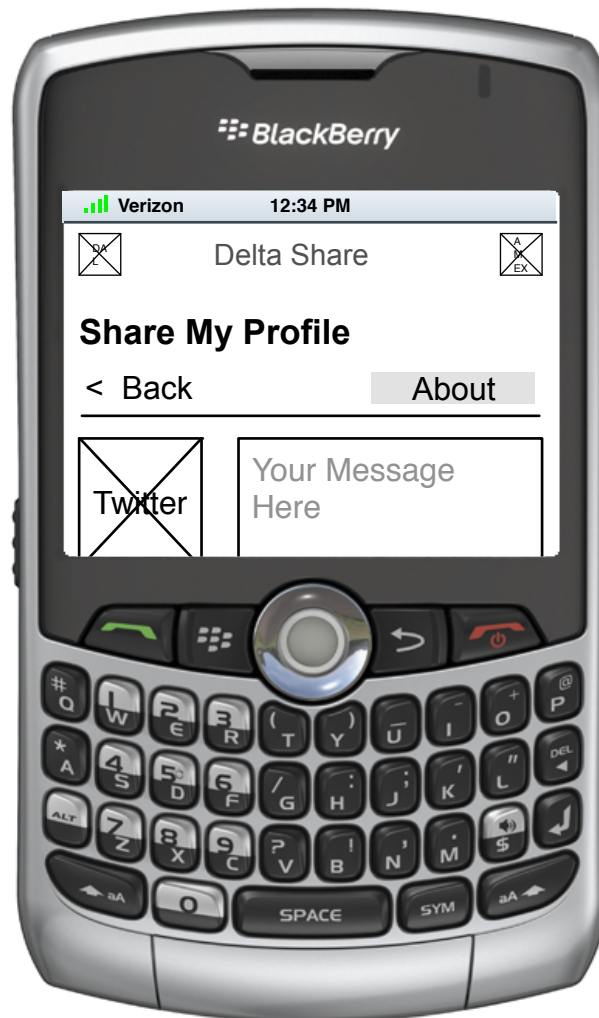
3.1 City Discussion

- K 2** On click of City Discussion in 3.0 Share the user is shown this page.
- L 2** The user can choose which city discussion to see by using the pulldown menu. All cities in the promotion are listed alphabetically.
- O 2** On selection of a city, the question/ challenge for the week is changed to that city, and the feed of tweets, posts etc. for that city is displayed below. This page is scrollable, showing the last 10 posts for this city.
- N 8** On click of 'My Answer,' user is taken to 3.1.1 Join City Discussion.
- O 8** On click of 'Follow' user's Twitter account is asked to follow the author of the tweet immediately above it. All tweets have their own 'Follow' button.



3.1.1 Join City Discussion

- K 2** On click of 'May Answer' in 3.1 City Discussion, a popup is displayed which repeats the city question and includes a text field and buttons to send answer to Facebook and Twitter.
- M 2** Facebook and Twitter images display to which service the user's message is sent. By default, the services that the user has connected are 'on'. User has the option to turn them 'off' by clicking them, but at least one service must be included to send a message (if both Twitter and Facebook are turned off, the 'Send' button is disabled).
- N 8** On click of Send, message is displayed in 3.1 City Discussion and message is sent to user's Twitter or Facebook (or both) account. This popup is also removed.



3.2 Share My Profile

K 2 On press of 'Share My Profile' on 2.0 My Profile, this page is displayed. It consists of an entry blank, two buttons representing Twitter and Facebook and 'Share' and 'Cancel' buttons.

L 2 On click of the Twitter image, it is 'turned on' to show the message will go to Twitter.

N 2 On click of the Facebook image, it is 'turned on' to show the message will go to Facebook.

If either 'on' image is clicked, that image is turned off.

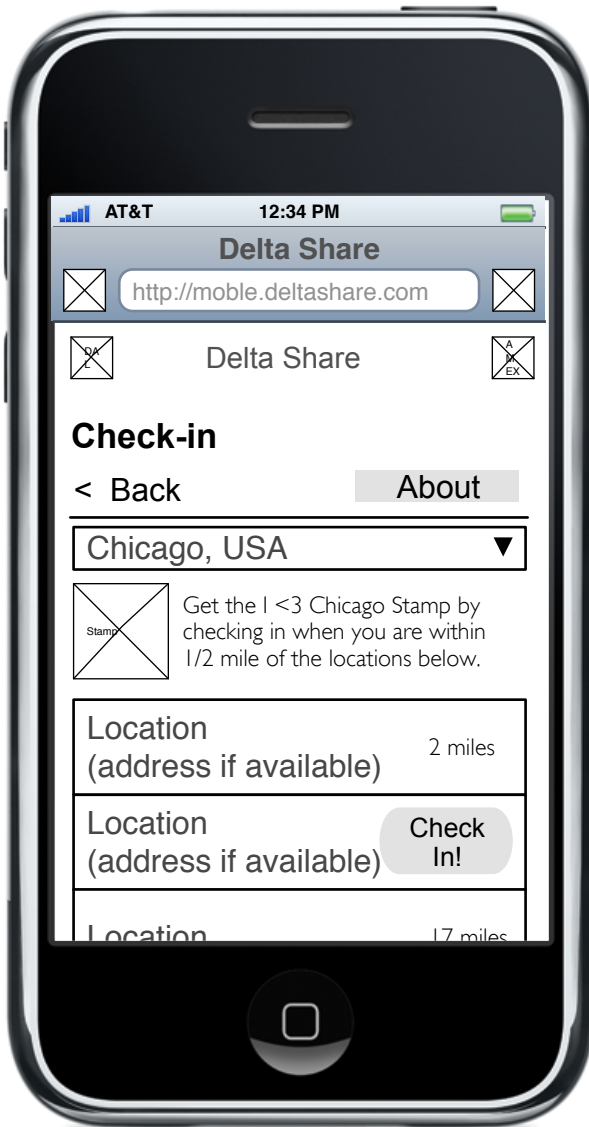
By default, the accounts which the user has connected are 'on'.



3.3 Share My Map

- K 2** On press of 'Share My Map' on 3.0 Share, this page is displayed. It consists of an entry blank, two buttons representing Twitter and Facebook and 'Share' and 'Cancel' buttons.
 - L 2** On click of the Twitter image, it is 'turned on' to show the message will go to Twitter.
 - N 2** On click of the Facebook image, it is 'turned on' to show the message will go to Facebook.
- If either 'on' image is clicked, that image is turned off.
- By default, the accounts which the user has connected are 'on'.
- N 2** On click of 'Share,' user's Map is sent to those service he/she chose.

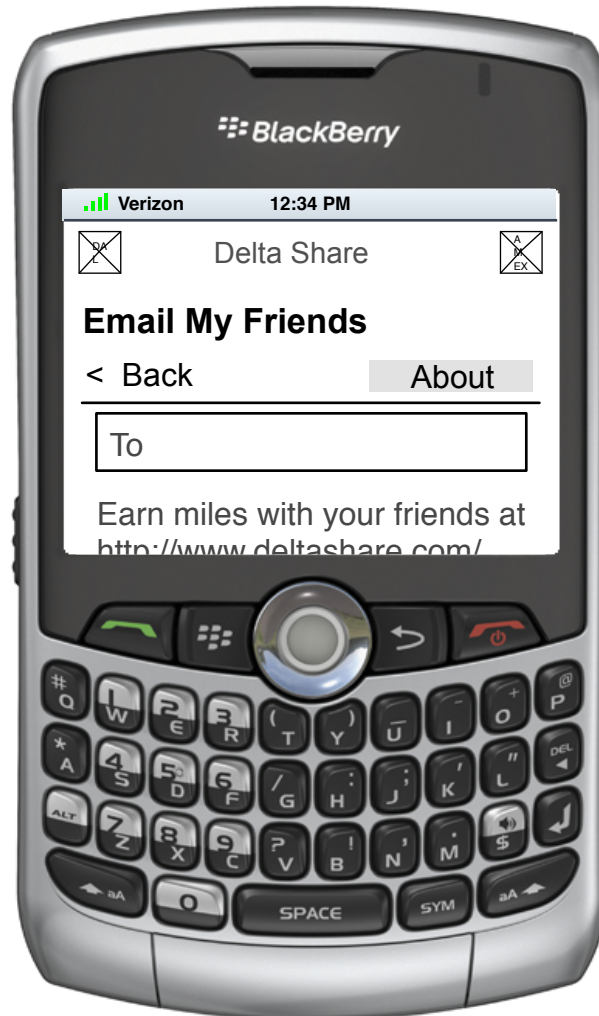
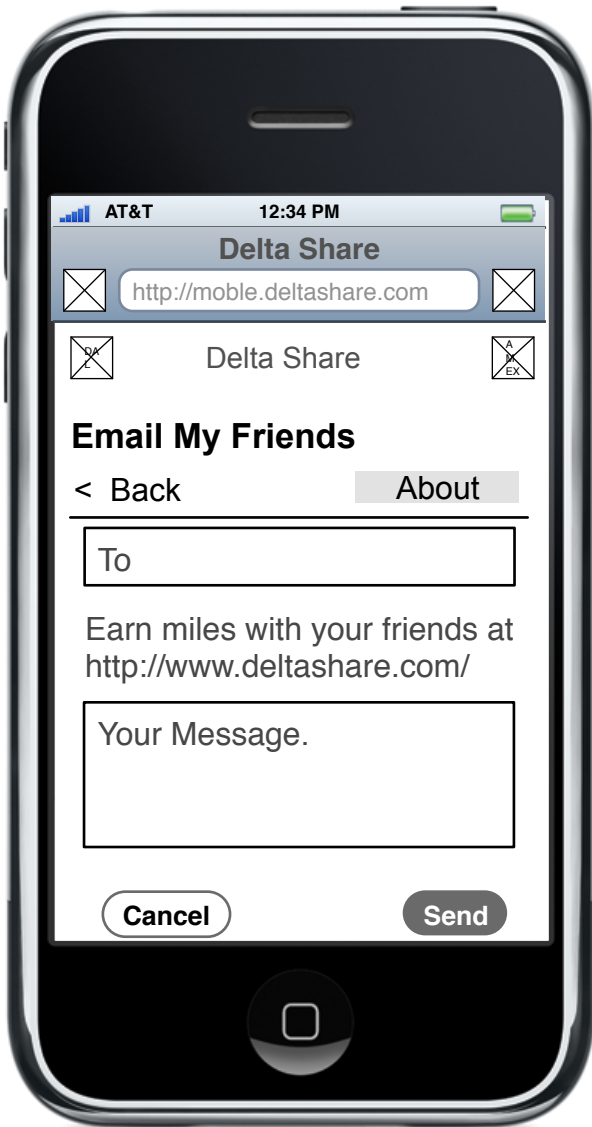
3.4 Check-in Foursquare



- L 2** Dropdown city menu - by default the city menu will show/select the city they are in (via geolocation), but the user can choose other cities.
- M 2** City stamp is shown as well as the text describing how to check in and how close user has to be.
- O 2** Each designated location is listed by name. If the location is beyond our designated check in radius, the distance is listed on the right. If the location is within the designated check in radius, the distance is replaced by a 'Check In!' button.

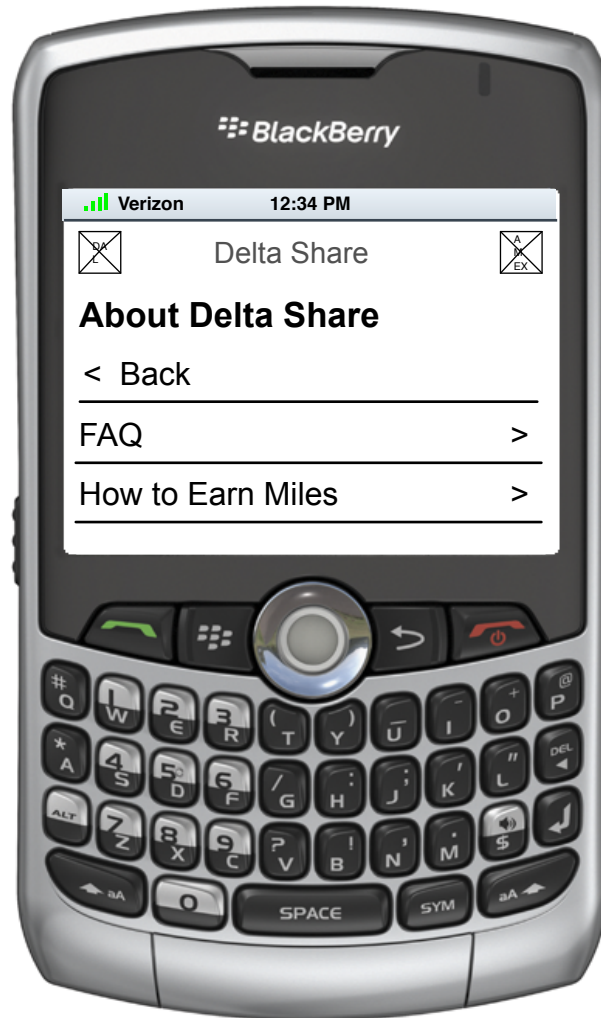
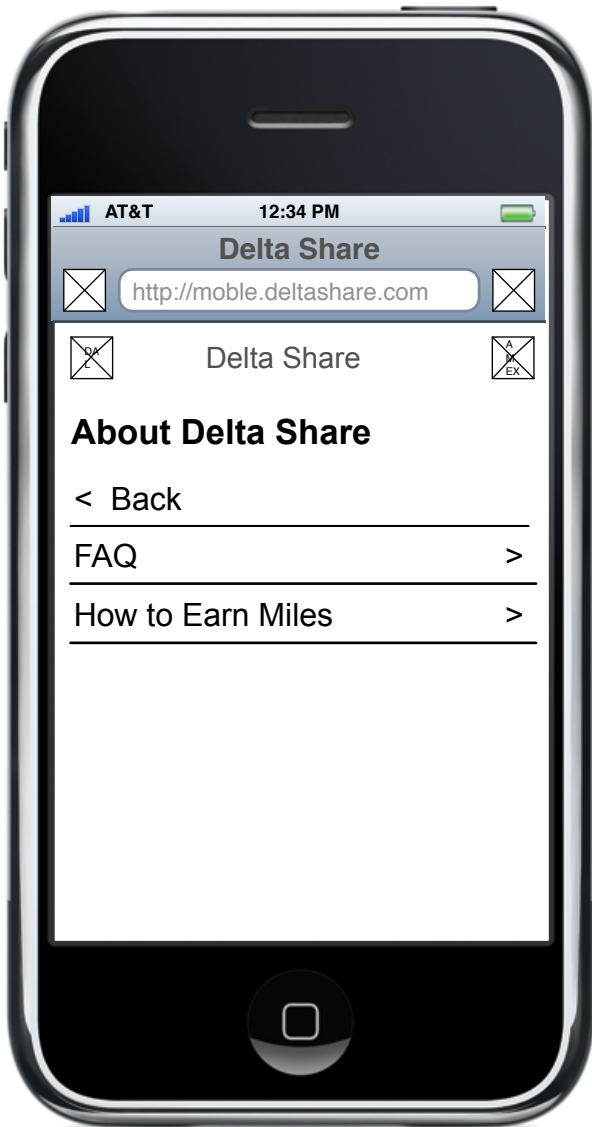
On click of 'Check In!', users check in to that location is sent to Foursquare. On receipt of acknowledgement from Foursquare, 'Check In!' button is replaced by message "Checked In".

3.5 Email



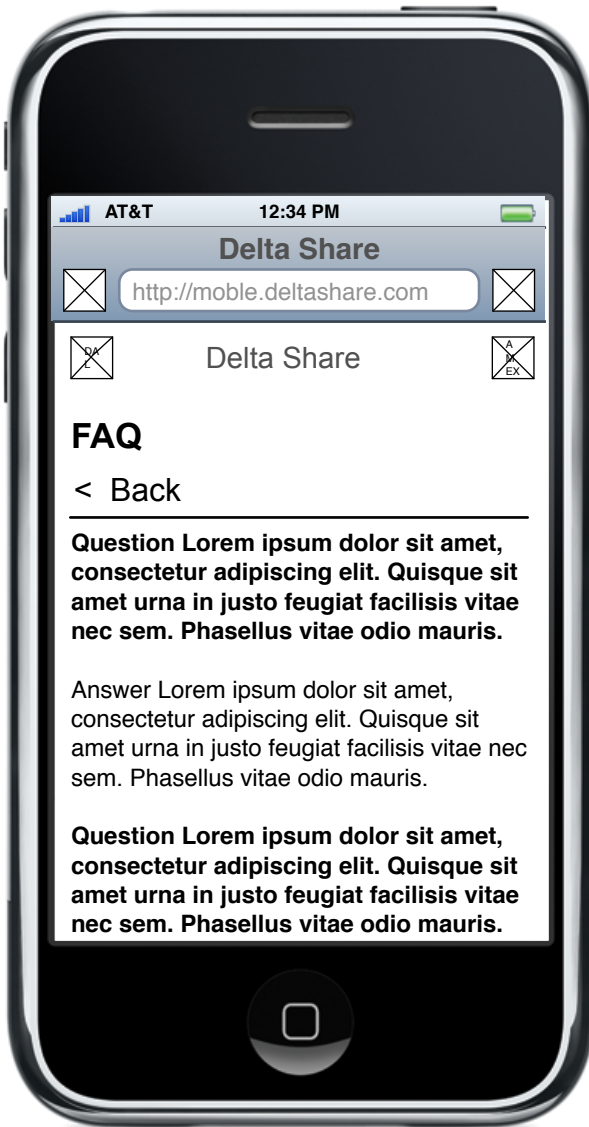
- K 2** On click of 'Email My Friends' user is given a standard email box where he/she can enter email addresses and a message. The subject is not editable and includes the URL of the DeltaShare site (Text TBD).
- R 8** On click of 'Send' user's message is sent with his/her email address as the reply-to address. User is then taken to 3.0 Share.

4.0 About



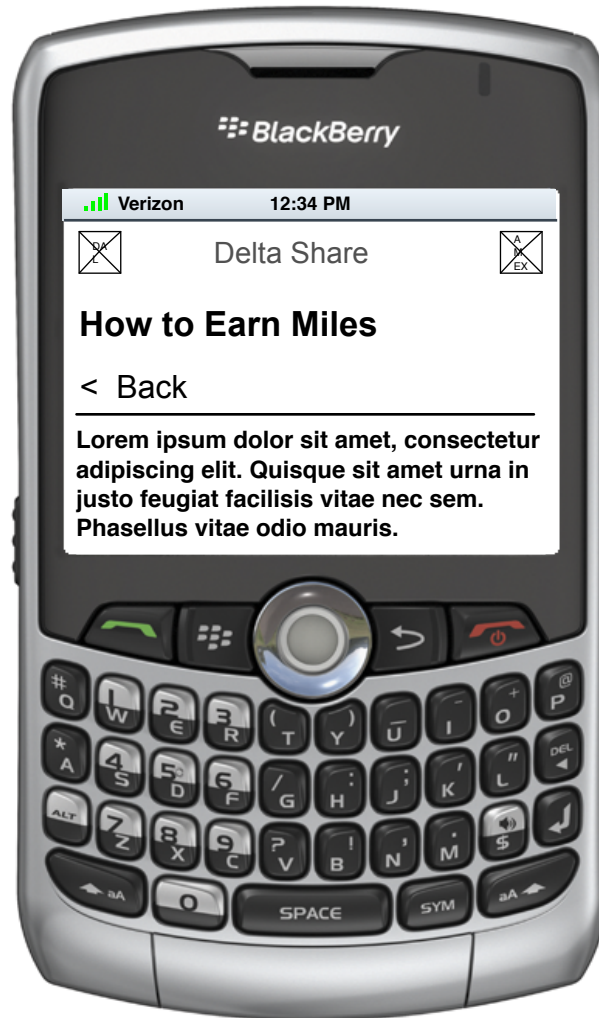
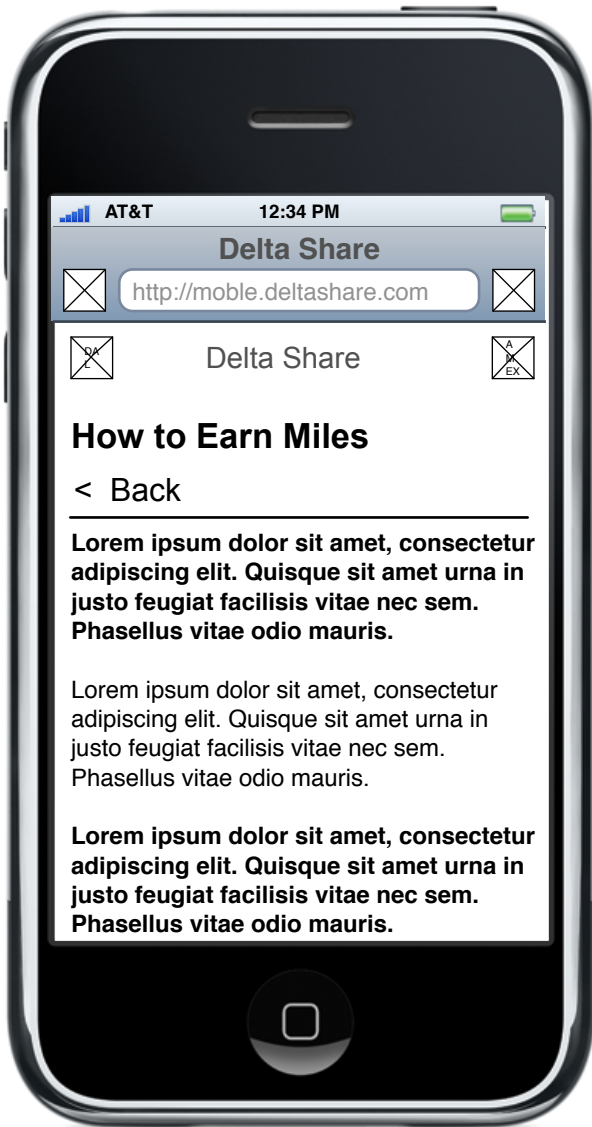
- L2 About has two sub options, FAQ which links to 4.1 FAQ and How to Earn Miles which links to 4.2 How to Earn Miles.

4.1 FAQ



K 2 On click of 'FAQ' on 0.0 Landing Page, the user is taken to this interface. It is a simple page that has a long list of text questions and answers.

4.2 How to Earn Miles



K 2 On click of 'How to Earn Miles' on 4.0 About, the user is taken to this interface. It is a simple page that has a long list of SkyMiles earning opportunities in the mobile app.