



Delta Airlines

Delta Share

Created on Mon Jun 14 2010

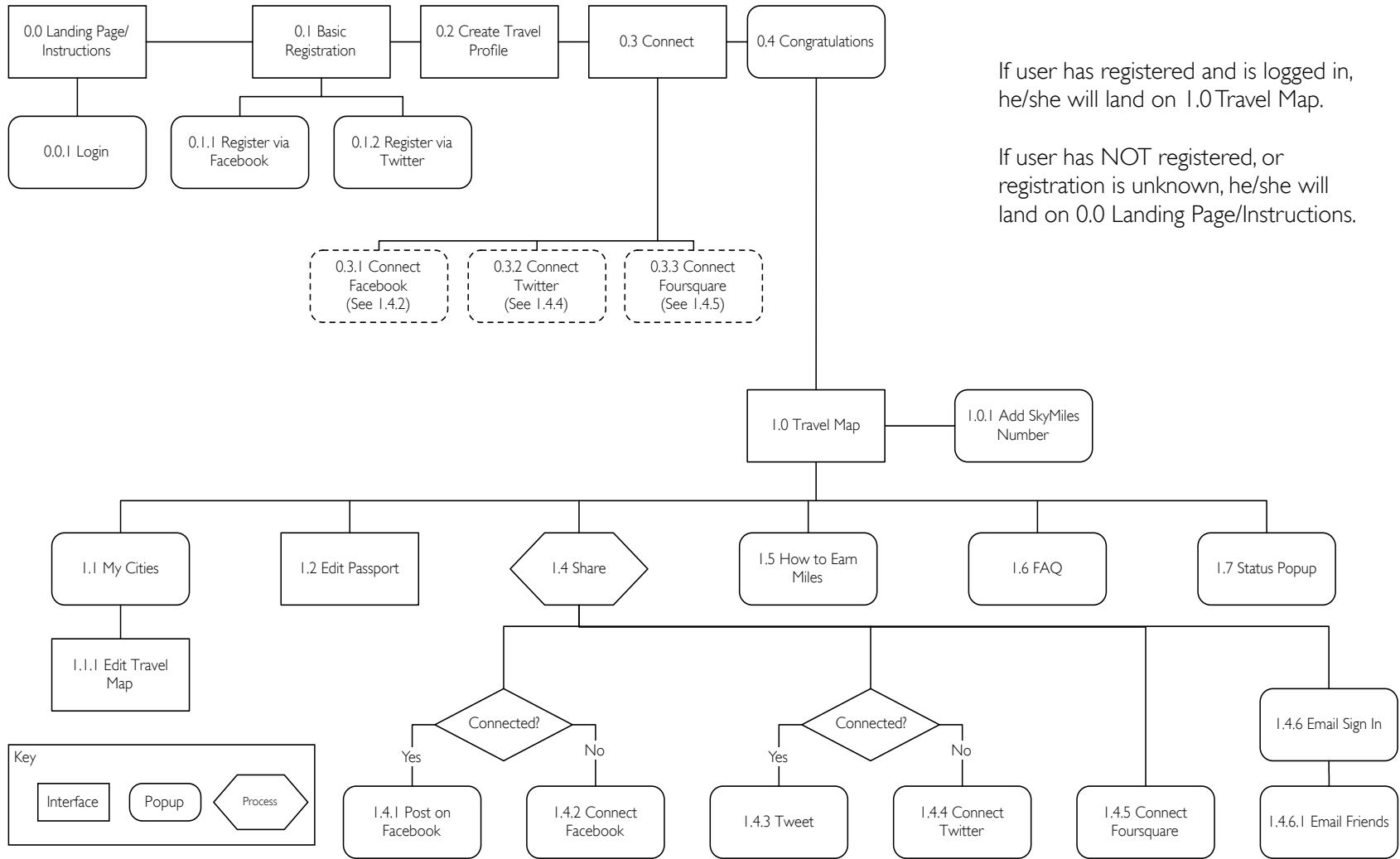
Modified on Wed Sep 15 2010

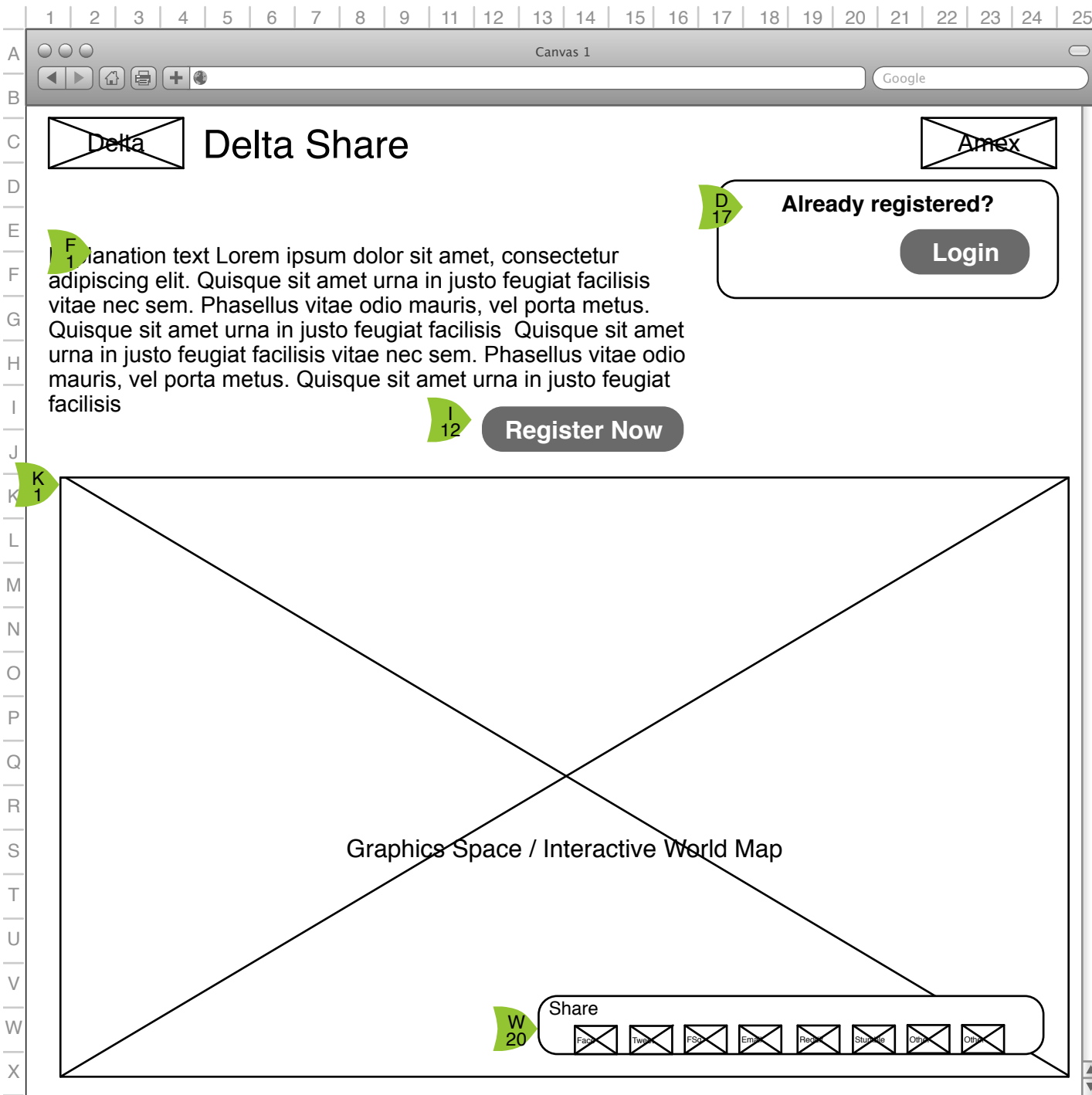
Created by Chris Nordling

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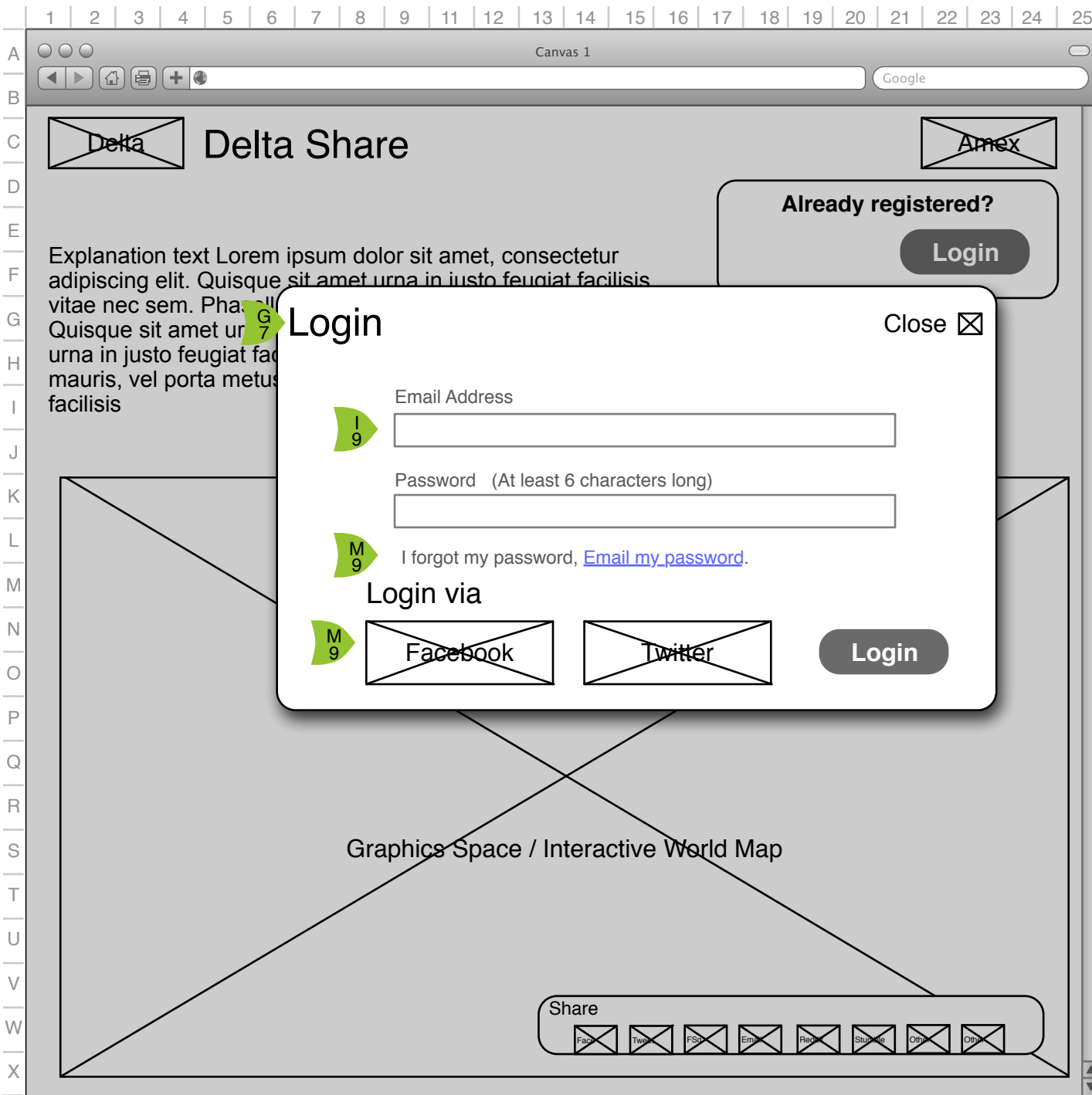
Sitemap





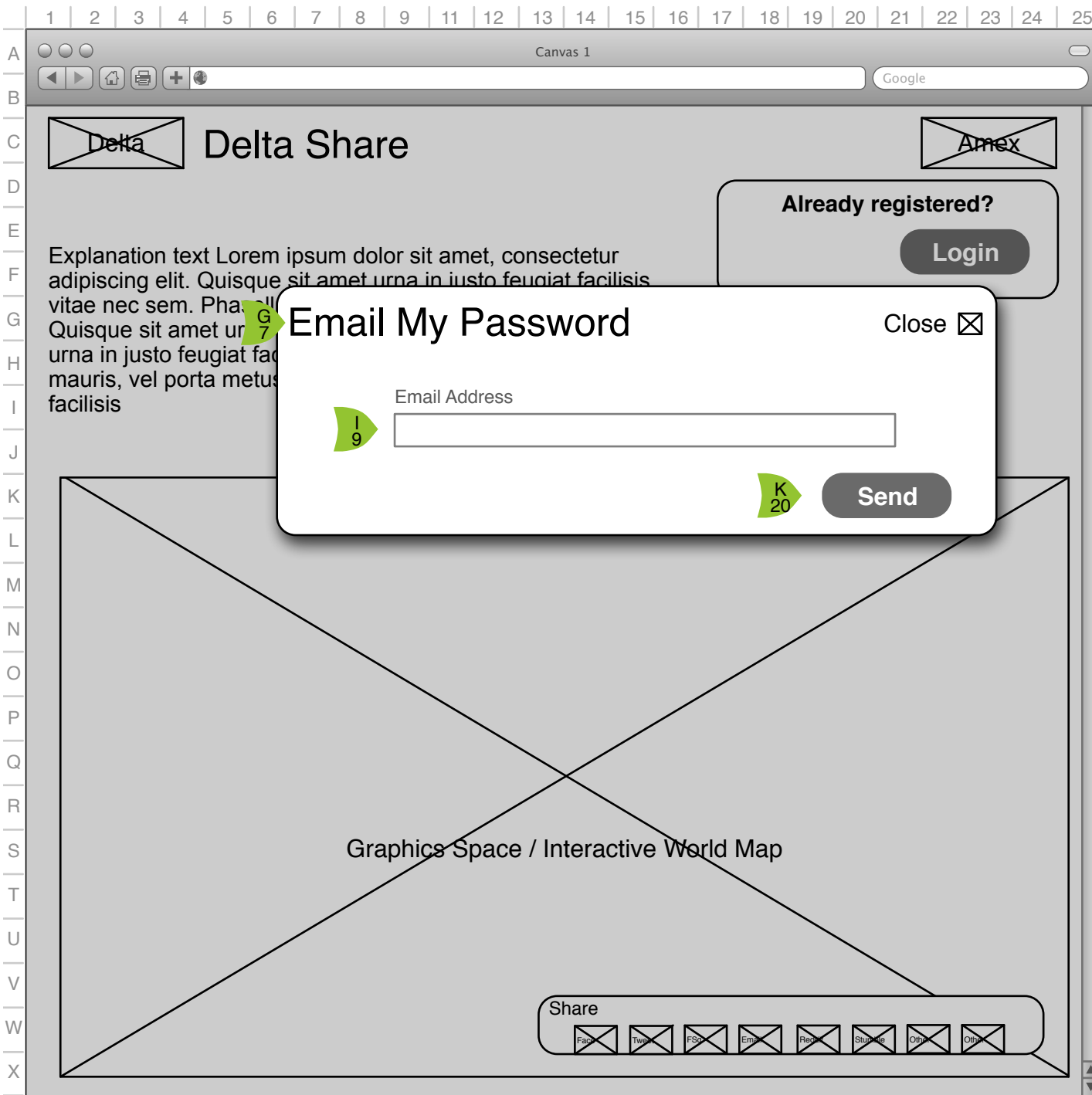
0.0 Landing Page

- F 1** The site title "Delta Share" is up front along with an explanation of how users who register will get SkyMiles.
- I 12** Users can 'Register Now,' which links to 0.1 Basic Registration.
- D 17** Users who have already registered can login quickly on the landing page. If they have registered and are still logged in, the user will go immediately to 2.0 Travel Map.
- K 1** Interactive/graphic space that explains the project and how users will interact with it.
- W 20** Throughout the experience there will be opportunities to share the application and the users' travel maps via Facebook, Twitter and Foursquare. On this page the share is the American Express standard share widget which includes Reddit, Stumbleupon and other options that are not included in the later pages. Content shared from this page will include the URL to this landing page.



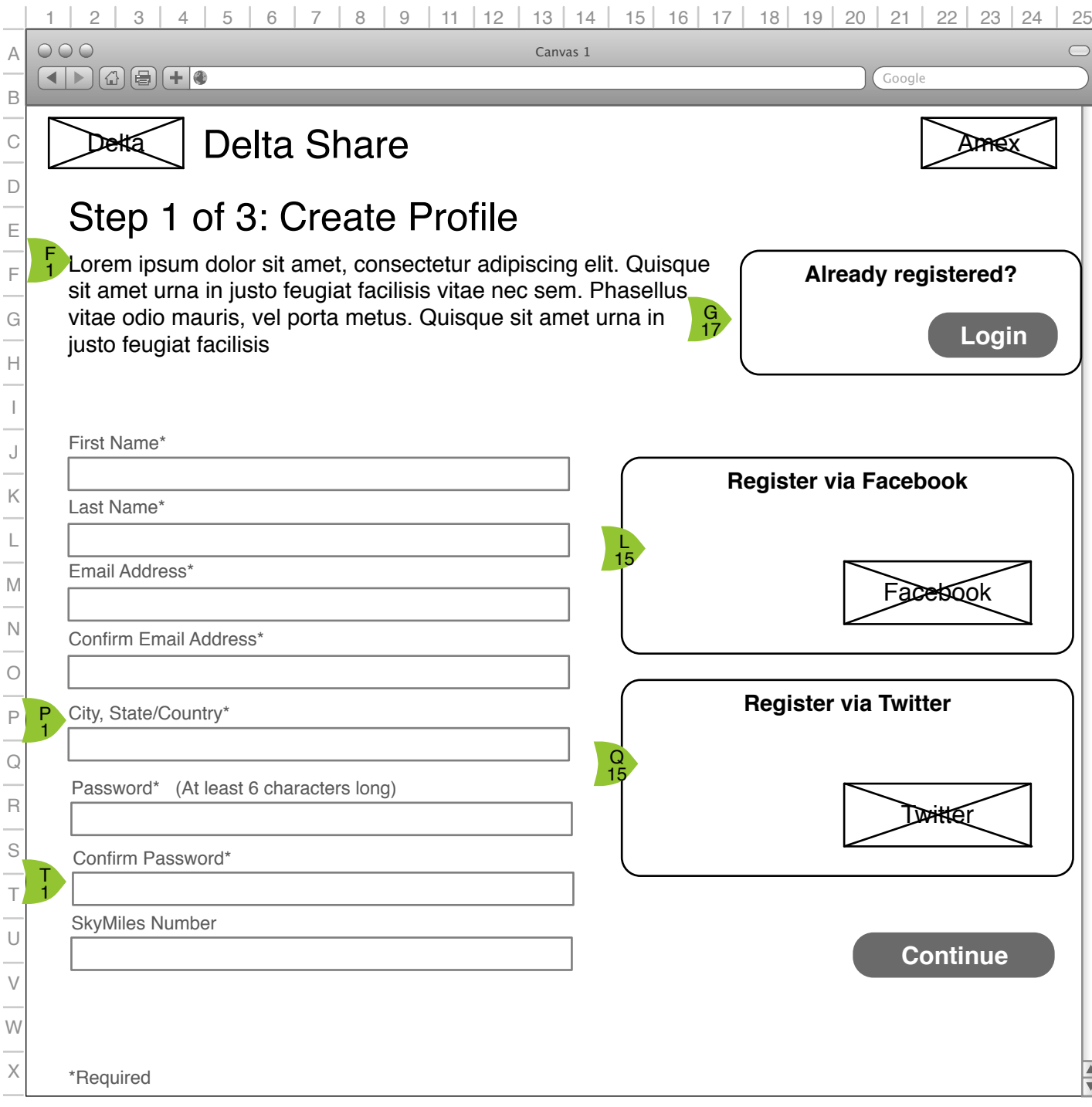
0.0.1 Login

- G 7** Popup in response to pressing the 'Login' button on 0.0 Landing Page. User is prompted for their email address and their password.
- I 9** Users can attempt login as many times as they want. If they make an error, this login popup is maintained but Email Address and Password labels are returned in red text.
- M 9** 'Email my password' links to 0.0.2 Email My Password.
- N 8** Users are also given the option to 'Login via' Facebook or Twitter which calls that websites login box (if user is not currently logged in to that site) or that site's permission box (see 0.1.1 Register via Facebook or 0.1.2 Register via Twitter).



0.0.2 Email My Password

- G 7** Popup in response to clicking "Email My Password" in 0.0.1 Login.
- I 9** Users must enter a valid email address. If not, an error message 'Please enter a valid email address.' is displayed.
- K 20** On click of 'Send' email is sent and this popup is closed.



0.1 Basic Registration

F 1 For new, users, the registration system asks for name, email address and password to create an account.

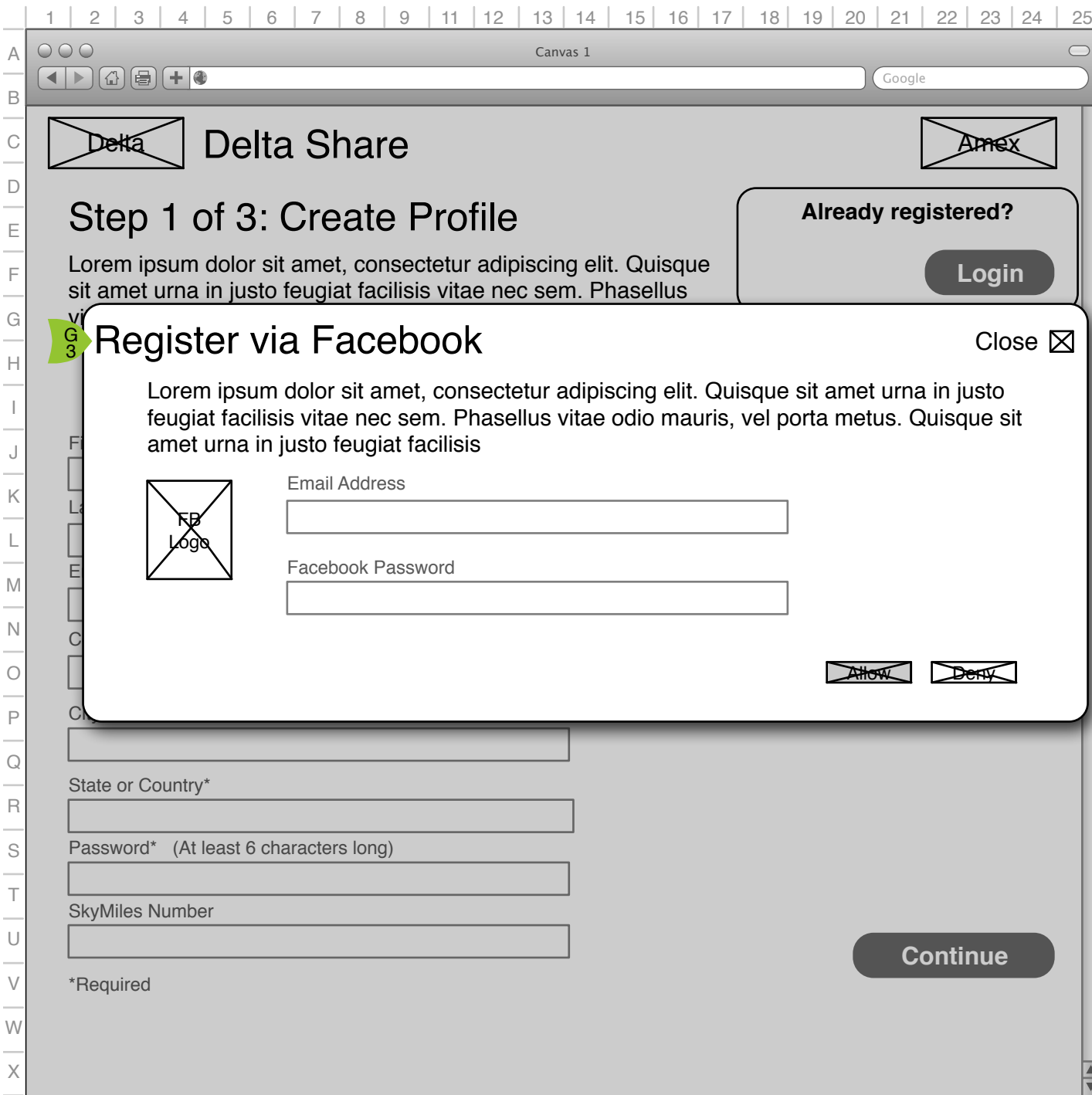
P 1 We ask for their current City, State or Country which is echoed in the user's profile.

T 1 The registration asks them for a SkyMiles number upfront, but also allows them to fill in their SkyMiles number later.

G 17 For those who missed the login in 0.0 Landing Page, the login is re-presented.

O 15 Users can also register via 'Facebook Connect.' which returns them to this page with everything filled in but Password, Confirm Password and SkyMiles Number.

Q 15 Users can also register via Twitter which acts the same as Facebook registration.

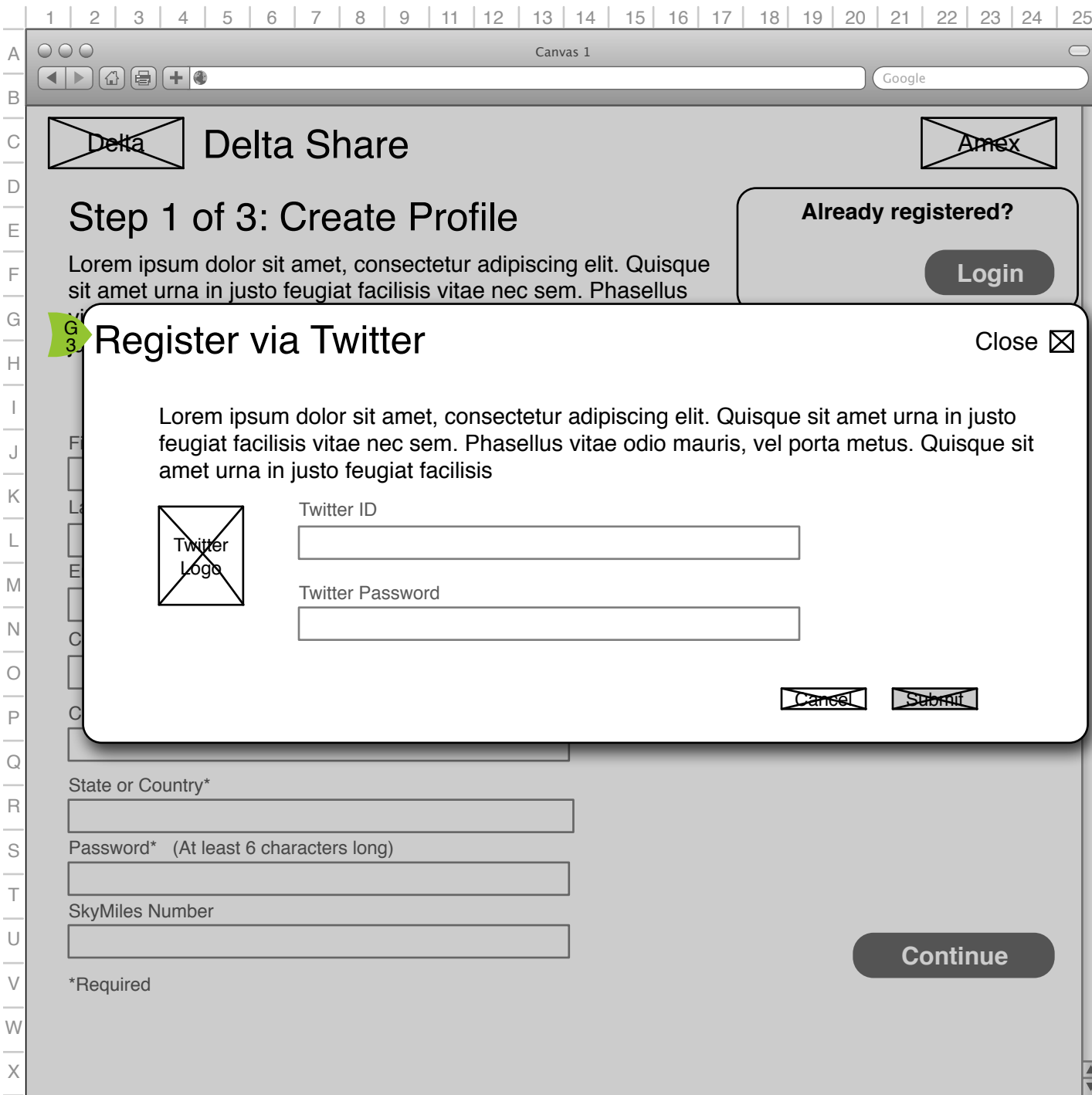


0.1.1 Register via Facebook

G 3

This popup is Facebook proprietary, so this layout is for placement only (FPO).

This process will allow the user to use their Facebook account to register for the application rather than fill out the form. On completion of this process the user is taken to 0.2 Create Travel Map. On return to site, the user is automatically taken to 1.0 Travel Map rather than to a login page based on an authentication token provided by Facebook.

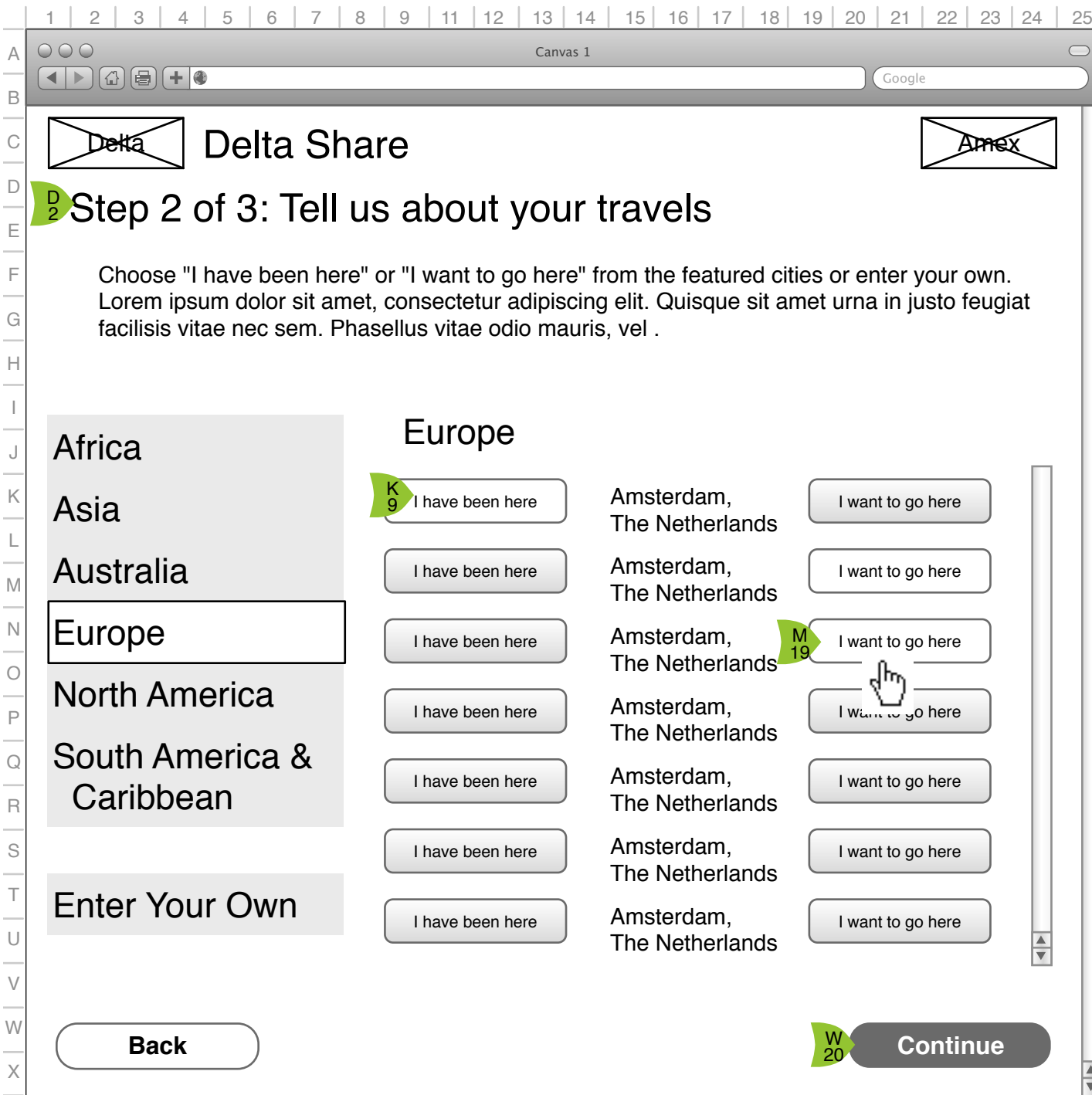


0.1.2 Register via Twitter



This popup is Twitter proprietary, so this layout is for placement only (FPO).

This process will allow the user to use their Twitter account to register for the application rather than fill out the form. On completion of this process the user is taken to 0.2 Create Travel Map. On return, the user is automatically taken to 1.0 Travel Map based on an authentication token given by Twitter to DeltaShare.



0.2 Create Travel Profile

D 2

Second step of registration is to designate where (of the highlighted cities) the user has visited or wants to go.

K 9

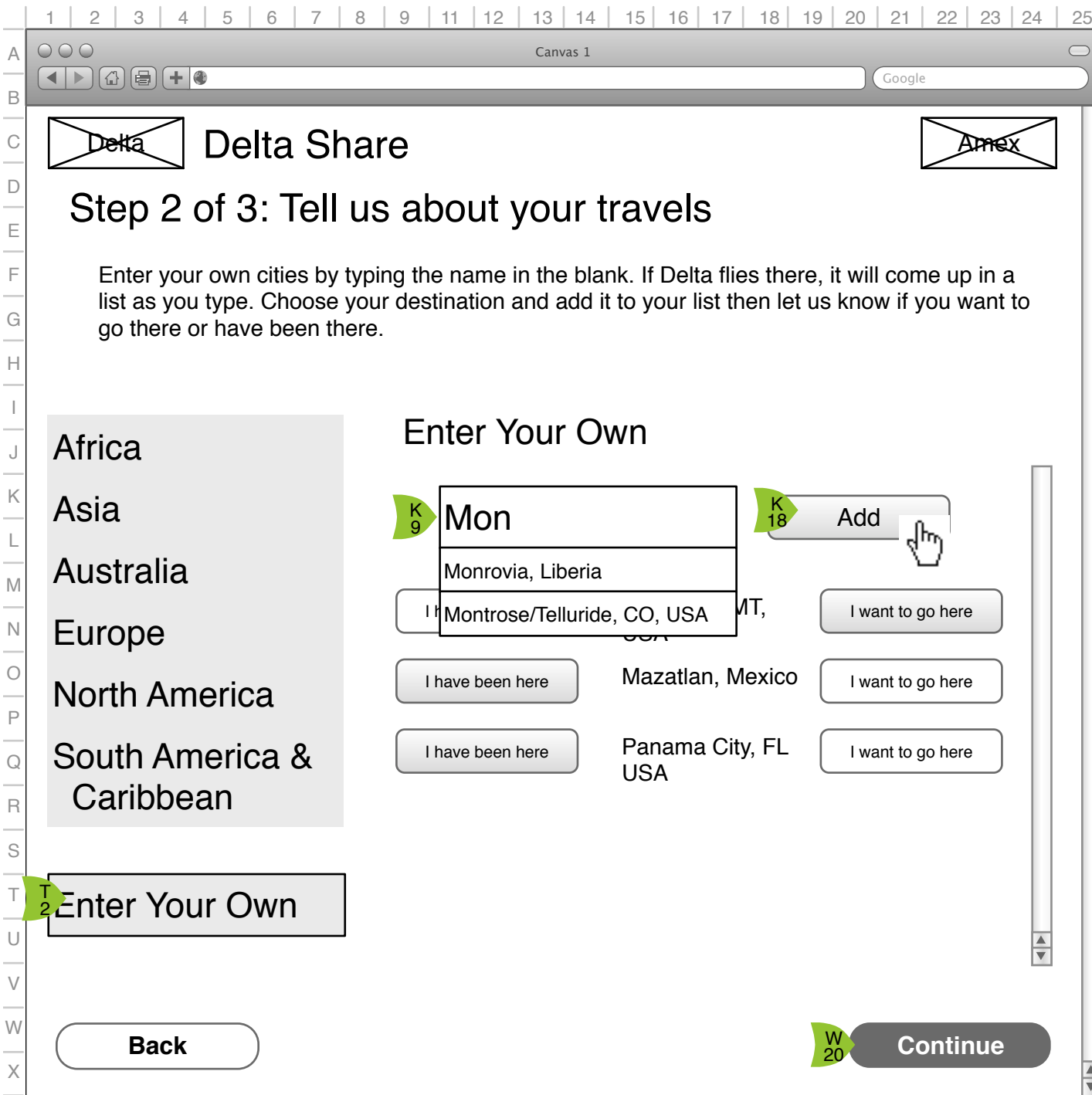
Each city is displayed in a list (city name, country/region name, alphabetically organized by city name). On either side of the list is a button that reads either I have been here or I want to go here.

M 19

As users click on the buttons to designate that they have visited or want to visit a city, the button 'lights up' to show it is selected. Users can leave cities with neither button selected.

W 20

On click of 'Continue,' user is taken to the next screen, 0.3 Connect



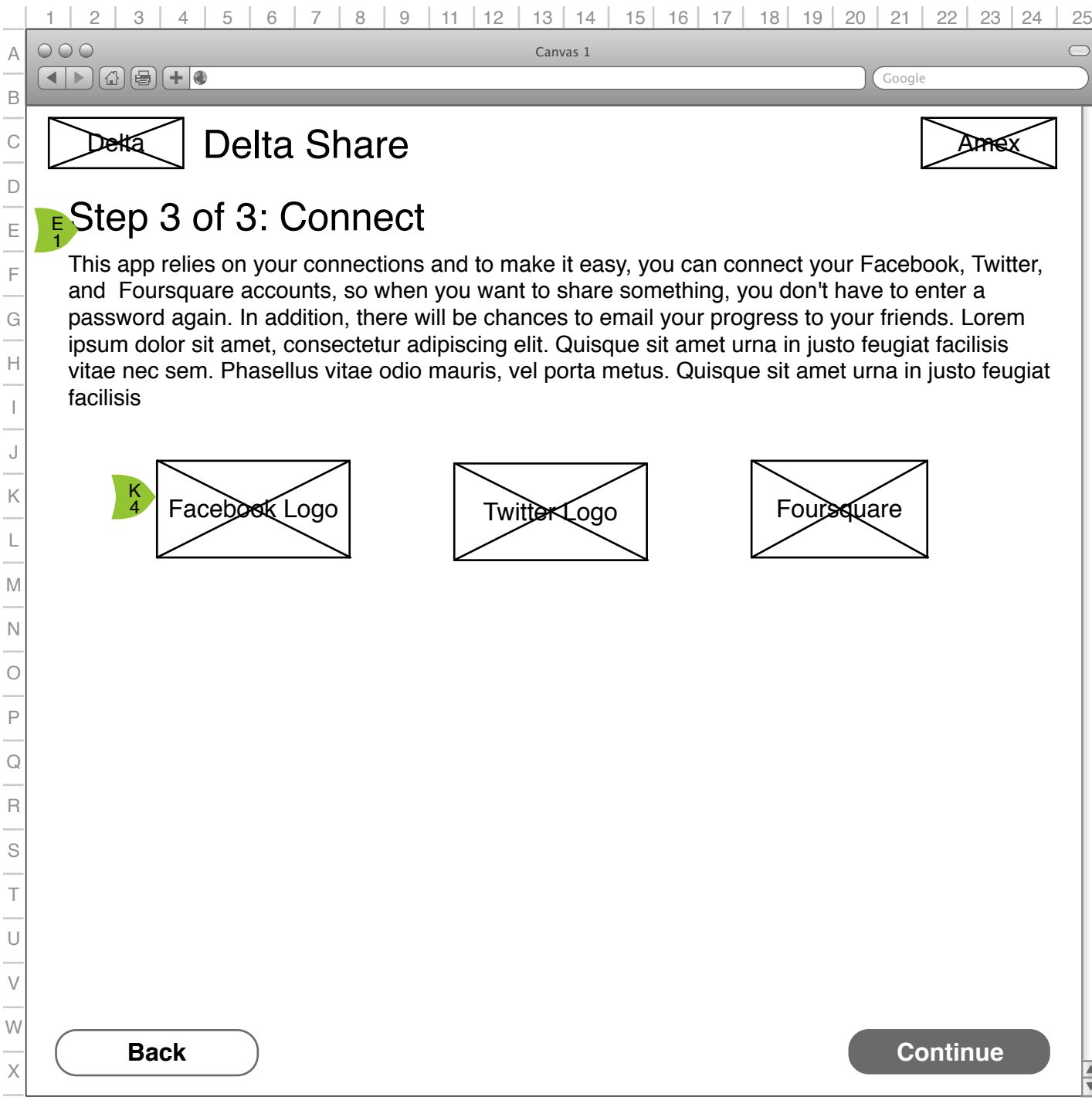
0.2.b Create Travel Profile

T 2 User has chosen 'Enter Your Own' and is presented an interface where he/she can type in a city name.

K 9 The user is given a box in which to type the name of the city to which he/she wishes to go or has been. As they type, the cities to which Delta flies that match the typing criteria are displayed as a drop down. This list is created when the second character is typed by the user and is updated every time he/she types a character after that.

K 18 The user can then choose to 'Add' the city to their ad hoc list. This city is added to their list below with two buttons on either side 'I have been here' and 'I want to go here.'

W 20 On click of 'Continue,' user is taken to the next screen, 0.3 Connect



0.3 Connect

E 1 Each of the supported connectable platforms (Facebook, Twitter, Foursquare) will be represented button/logos.

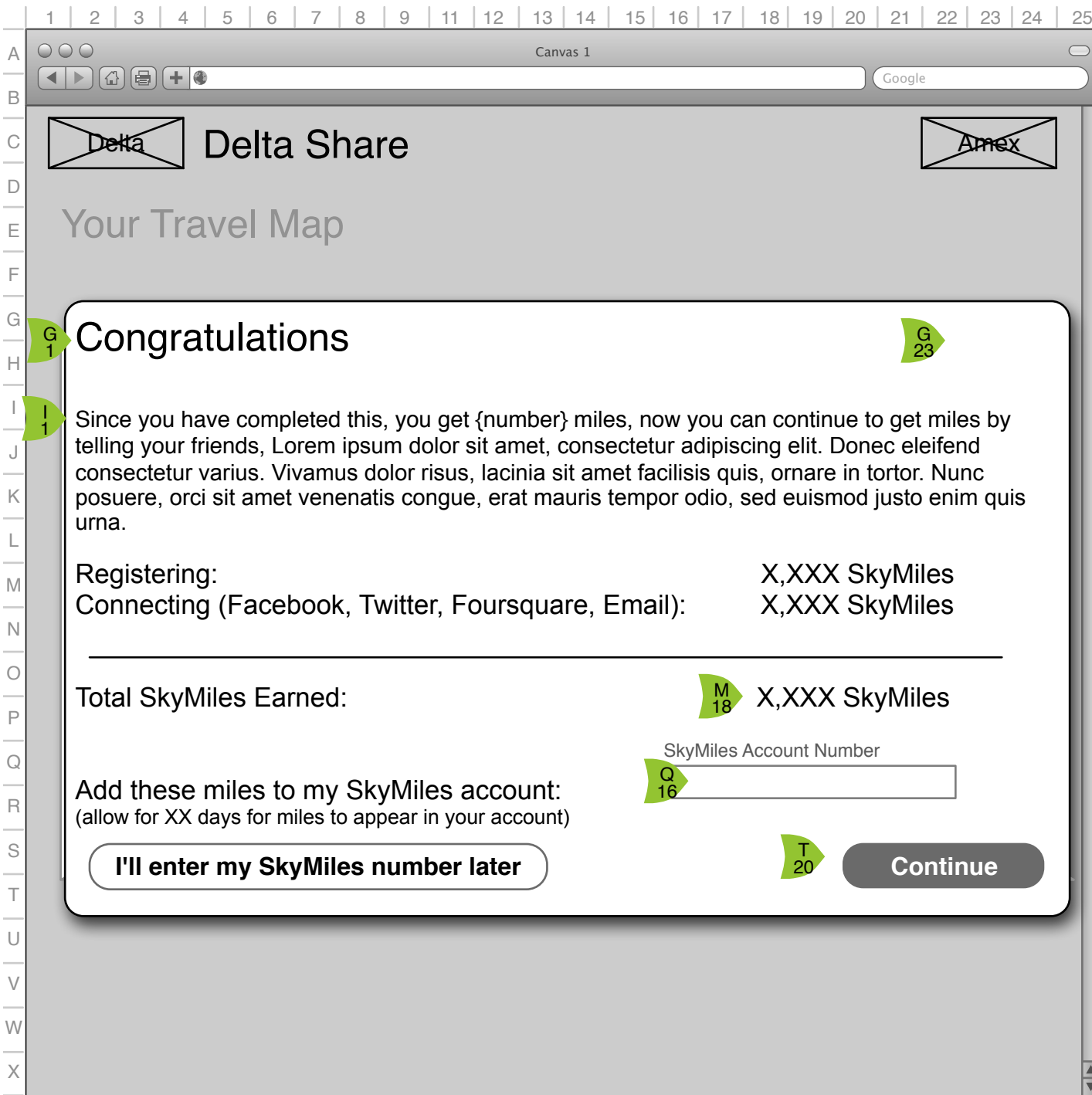
K 4 The user initiates connecting their service to DeltaShare by clicking on the representative button/logo.

Once the user connects Facebook and Twitter, their activities on the site may trigger postings.

Foursquare will be slightly different, in that the user will register his/her Foursquare account but interact with Foursquare to gain points rather than the DeltaShare interface.

Email, because it does not allow for saved registration credentials, will be mentioned in the registration section but will not be permanently connectable.

For details on connection popups, see 1.4.2 Connect Facebook, 1.4.4 Connect Twitter, 1.4.5 Connect Foursquare and 1.4.6 Email Sign In



0.4 Congratulations

G 1

The congratulations screen is a popup over the user's now-customized world map, the main interface for the application.

I 1

Text will explain that the user is now registered, that his/her activities will be posted and that he/she has earned SkyMiles just for registering, but there is the opportunity for more SkyMiles.

G 23

There is NO close button on this popup - an inconsistency to force users to choose 'Save' or 'I'll enter my SkyMiles Number Later.'

O 17

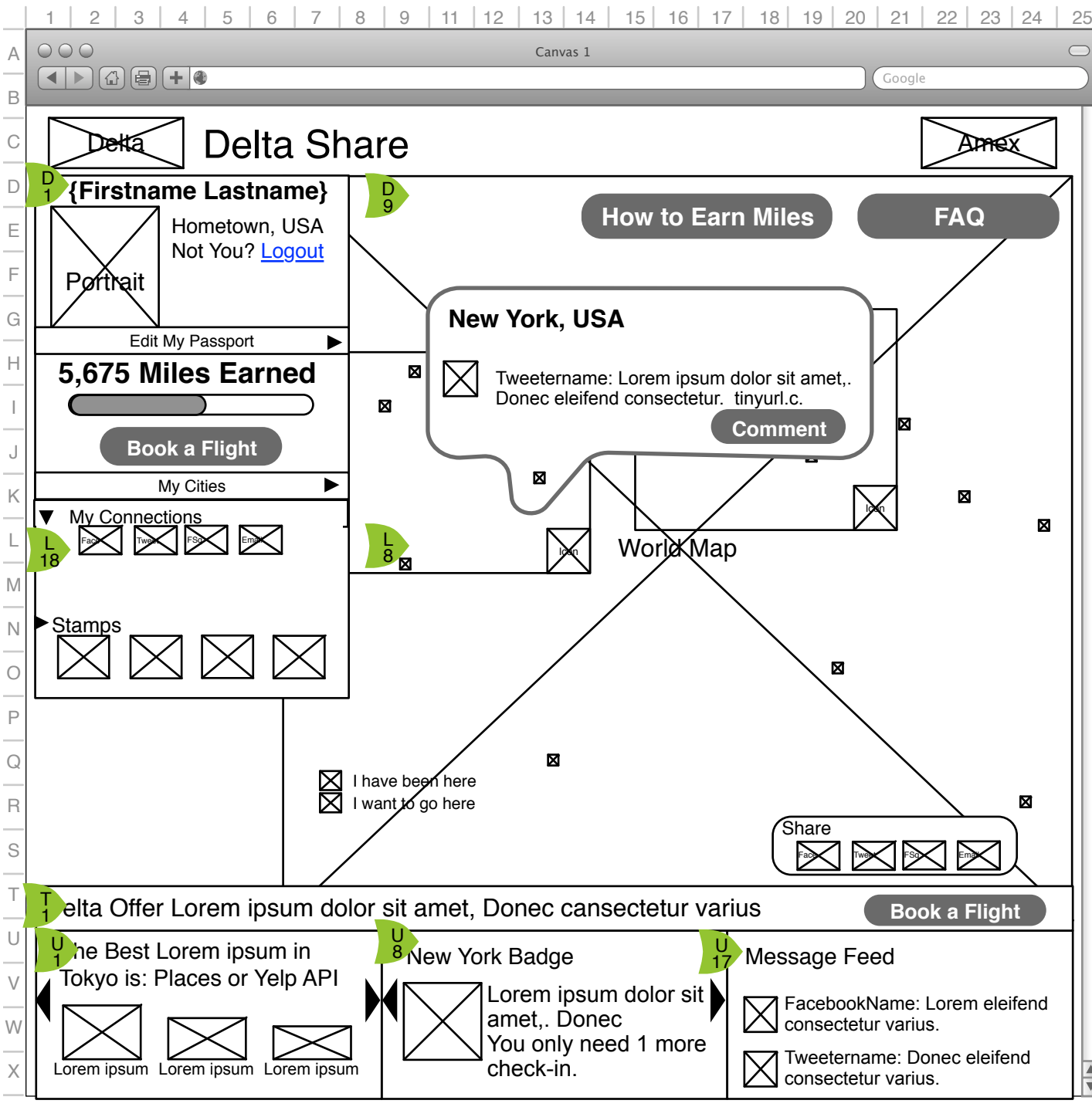
A tally of how many SkyMiles the user has earned is shown.

Q 16

If the user didn't fill in a SkyMiles number in 0.1, we ask again at this point. If the user doesn't do this, the miles are kept in the app and later opportunities are presented to send the miles to his/her account.

T 20

'Continue' will validate the SkyMiles #, save miles to the user's SkyMiles account, and close this popup (displaying 1.0 Travel Map). 'I'll enter...' button just closes the popup.



I.0.a Travel Map

D 1 The map page is the primary interface of this application. The user will by default see their profile (E1) with their stamps area collapsed (K1) superimposed over a world map. See page I.0.b, User Passport (Expanded) for details on the user passport

D 9 The world map will show the users' travel preferences via color coded dots. The map will show messages as they come in. See I.0.d, Incoming Messages for details.

L 8 Zoom boxes for North America and Europe. See I.0.c, Zoom Box for details.

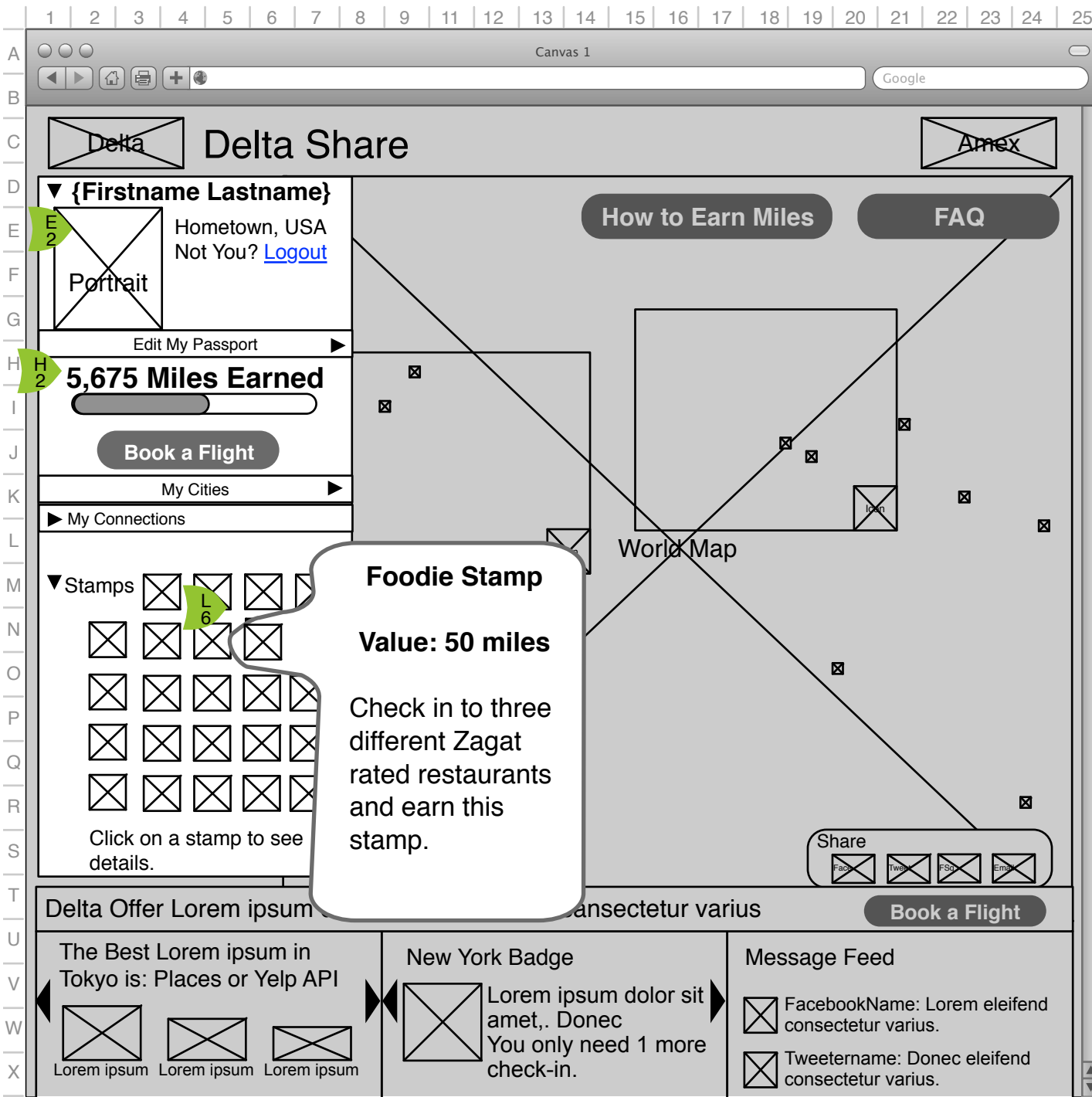
L 18 User can manage their connections by clicking on the social site icon. This allows user to make new connections to site.

T 1 Offers from Delta (dynamic) are displayed below the map. The "Book a Flight" button (also in Passport section) must have a dynamic target to link directly to offer pages or (default) the Delta flight booking page as needed.

U 1 Popular answers to the weekly challenge are in the lower left. User can scroll through a loop of current city challenges with arrows.

U 8 Stamps are promoted in the lower part of the profile section. Users can scroll through a loop of the stamps using arrows on left and right.

U 17 Messages from the twitterverse are displayed. See page Note on Twitter, Facebook and Foursquare Feeds.



1.0.b, User Passport (Expanded)

NOTE: The graying of the interface in this illustration is for focus purposes only and is not a feature that will be built into the actual interface.

E 2 The user profile is made up of two expandable/collapsible sections, the Profile and the Stamp sections. When fully expanded, the Stamps section shows all potential stamps.

H 2 The total miles earned in this promotion and a graph showing how close they are to the next threshold is reflected in the user passport IF they have entered a SkyMiles number. If they have not entered a SkyMiles number, this area is replaced with a button "Add My SkyMiles Number." See 1.0.1 Add SkyMiles Number.

L 6 On click of a stamp or stamp place a bubble is shown that names the stamp, explains how many miles it is worth (if any) and what the user must do to earn it.

New York, USA

Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.

Comment

- 1) Friends' Content
- 2) Content from DeltaShare
- 3) Content from anywhere that is about the city.

Chicago, USA Close

Week 4: Who has the best hot dog in Chicagoland?

Your Answer #besthotdog #chicago **Share**

Facebook Twitter

- Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.
- Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.
- Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.
- Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.
- Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.
- Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.
- Tweetername: Lorem ipsum dolor sit amet,. Donec eleifend consectetur varius.

Known Friends Content Determined by Friend of a Friend data from Facebook, Twitter, etc.

Content from within the Delta Share application that is about this city/subject.

Content from Twitter, Facebook, Foursquare and others that have hashtags that match the location and subject.

Note on Twitter, Facebook and Foursquare Feeds

On the travel map, a continuous feed of Tweets, Facebook postings, and Foursquare Check-ins, will be used to show activity around the globe and in specific cities.

This content will be gathered from the internet and from within this application.

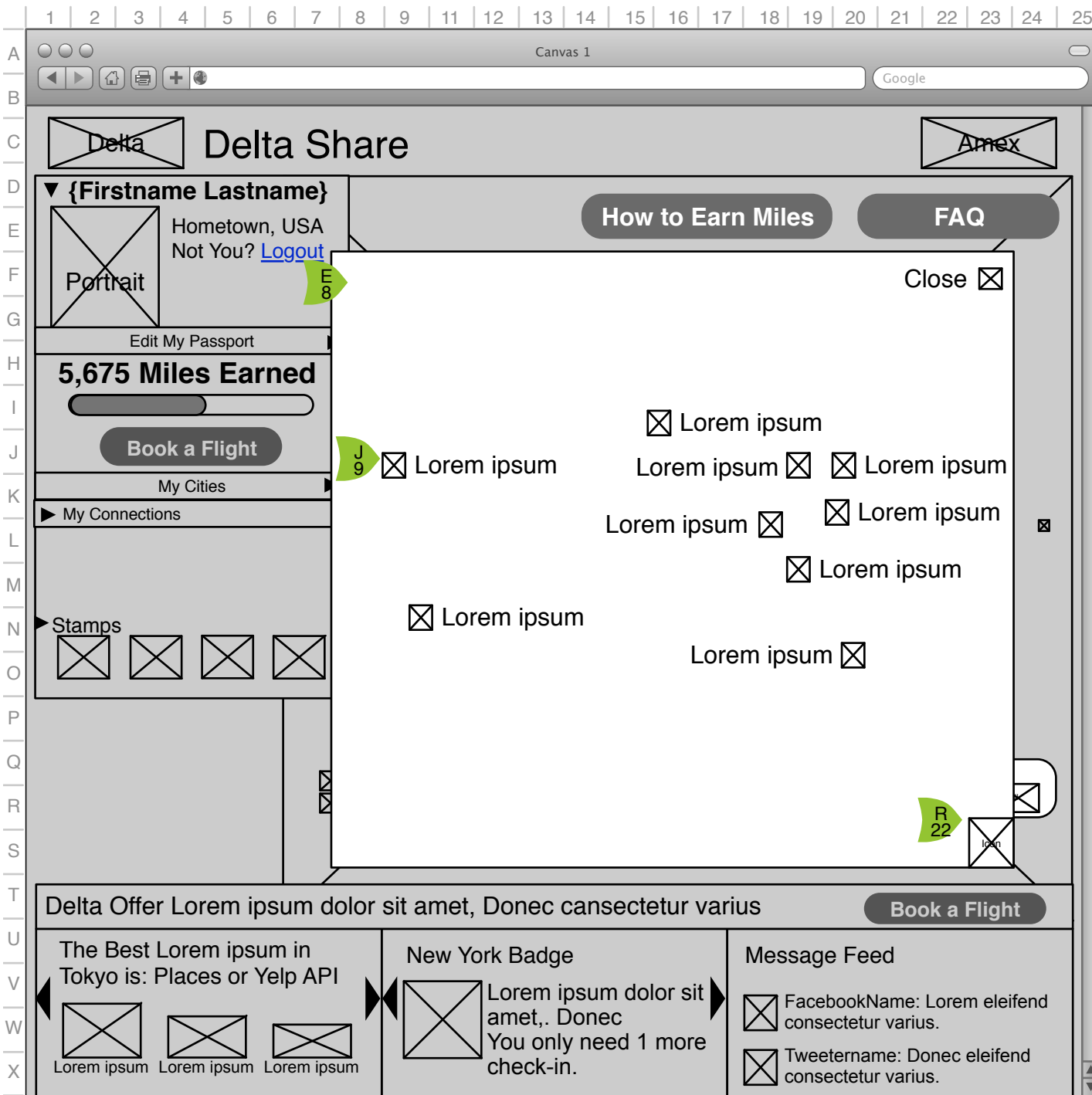
The information will then be categorized by location (user is writing about) and subject matter.

The information will then be displayed in order of 'familiarity' to the reader -

Information from his/her friends will be used first for both popup bubbles (See 1.0.0 Travel Map: Incoming Message) and for the city discussion (1.0 Travel Map: City Discussion Popup).

Information that is 'on point' – about the city and the subject up for discussion – gathered from the DeltaShare application is used second.

Finally, information taken from the internet that has matching hashtags is used to fill out the city discussion (or the Incoming Message balloon if there is a lack of content).



I.0.c, Zoom Box

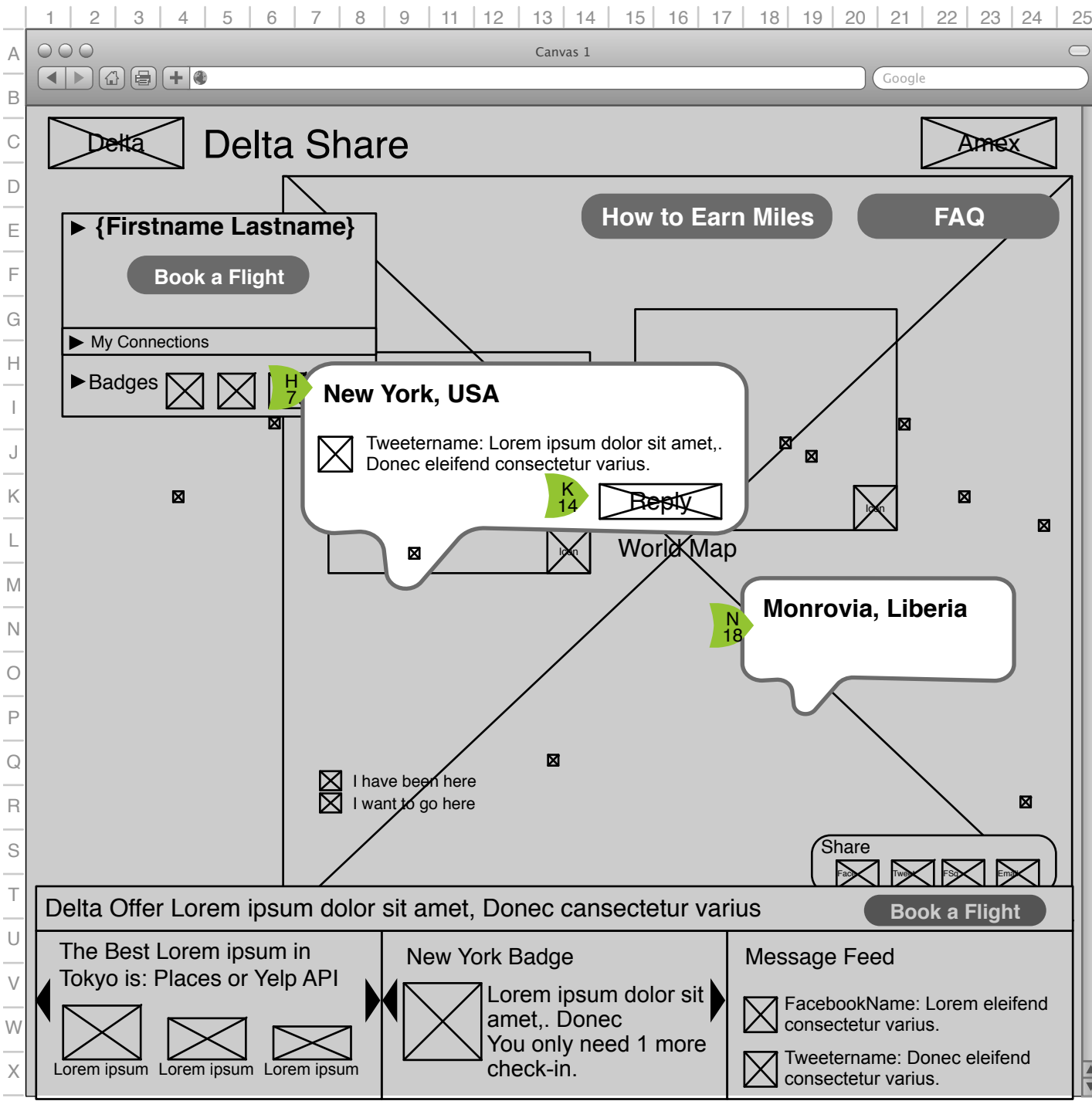
NOTE: The graying of the interface in this illustration is for focus purposes only and is not a feature that will be built into the actual interface.

In order to resolve the closely packed cities in North America and Europe, the interface will include pseudo zoom boxes for those two continents. On click of the zoom icon attached to the box, the box pops up over the map.

E 8 The zoomed map shows the continents cities with the same icons but labels are now presented to identify the cities.

J 9 Cities in the 'zoom' box do not have a rollover behavior since all cities are now labeled. On click, of city icon or label, the city discussion box is called. See I.0.e, City Discussion Box.

R 22 Clicking on the zoom icon (which is now a zoom out), the close button or clicking anywhere outside of the zoom box will close the zoom box.



1.0.0, Incoming Message

NOTE: The graying of the interface in this illustration is for focus purposes only and is not a feature that will be built into the actual interface.

H 7 As message come in, they are presented on the globe in a bubble originating from the city the message is about. One message is shown at a time, in a "random" order.

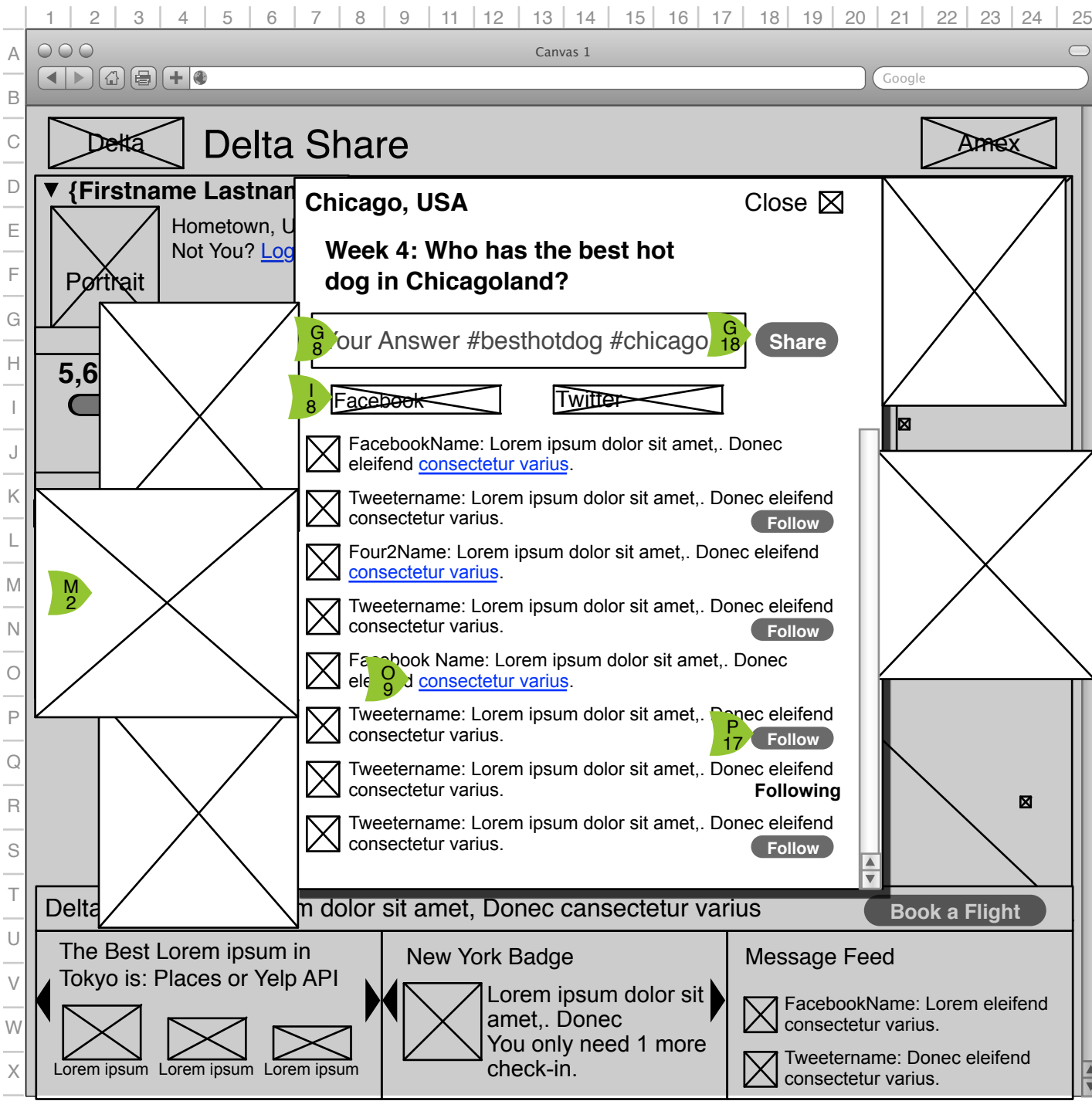
The user can also initiate the bubble popup by rolling over the associated city icon.

K 14 The box remains open for 10 seconds (or whatever time is deemed sufficient to read the message) and is clickable so user can click to see the full list of messages from that city.

On rollover of bubble, the bubble stays open until rollout.

On click, user is taken to city display (1.0 .e, City Discussion Box).

N 18 The user has the option to add non-featured cities. On rollover or click of these city icons, the city bubble pops up and shows the name or names of the cities represented by that icon. These city bubbles have no further functionality.



I.0.e City Discussion Box

G 8 On click of a city icon (dot on map) or the expand box in an incoming message popup, a larger City Discussion Box is popped up that shows the latest tweets/facebook posts or Foursquare check-ins and a 'question of the week' to prompt conversations.

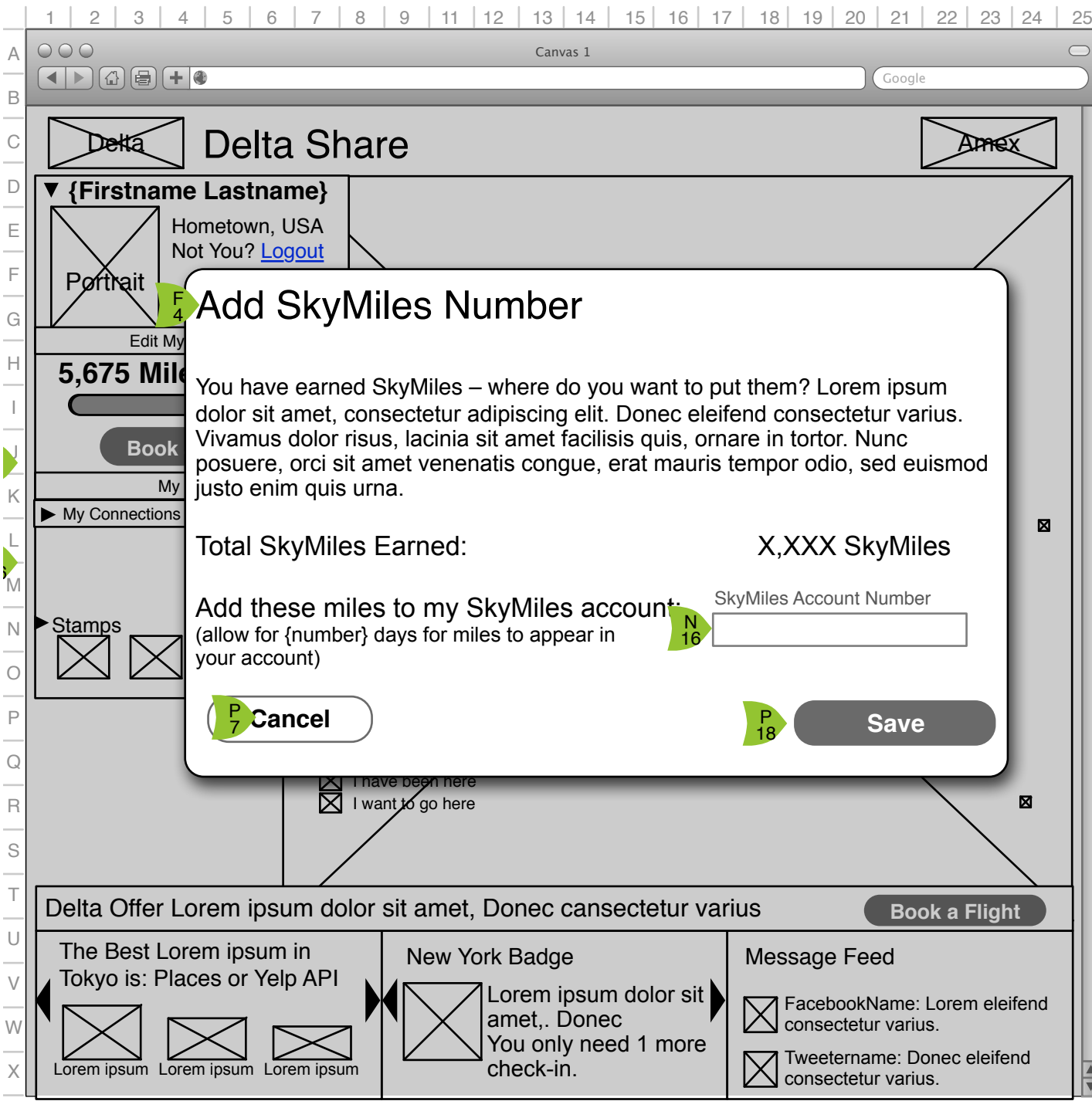
I 8 User chooses to post on Facebook or Twitter by use of buttons that are 'on' by default if the user has connected that service. User has the option to turn one off if desired, but turning both off prompts an error.

G 18 On click of 'Share' the user's message is moved into the conversation (for that user) and is sent to moderation queue. Once approved, it is posted on the user's Facebook and/or Twitter accounts.

M 2 Images of the city are loaded with the city popup.

O 9 If the message includes a link, it will be clickable but will call up a new browser (Keeping DeltaShare open in the background)

P 17 If user has connected his/her Twitter account, the option to "Follow" a tweeter is offered via a "Follow" button. If user clicks on 'Follow' a connection request is sent to Twitter and the button is changed to text 'Following' (R 18).



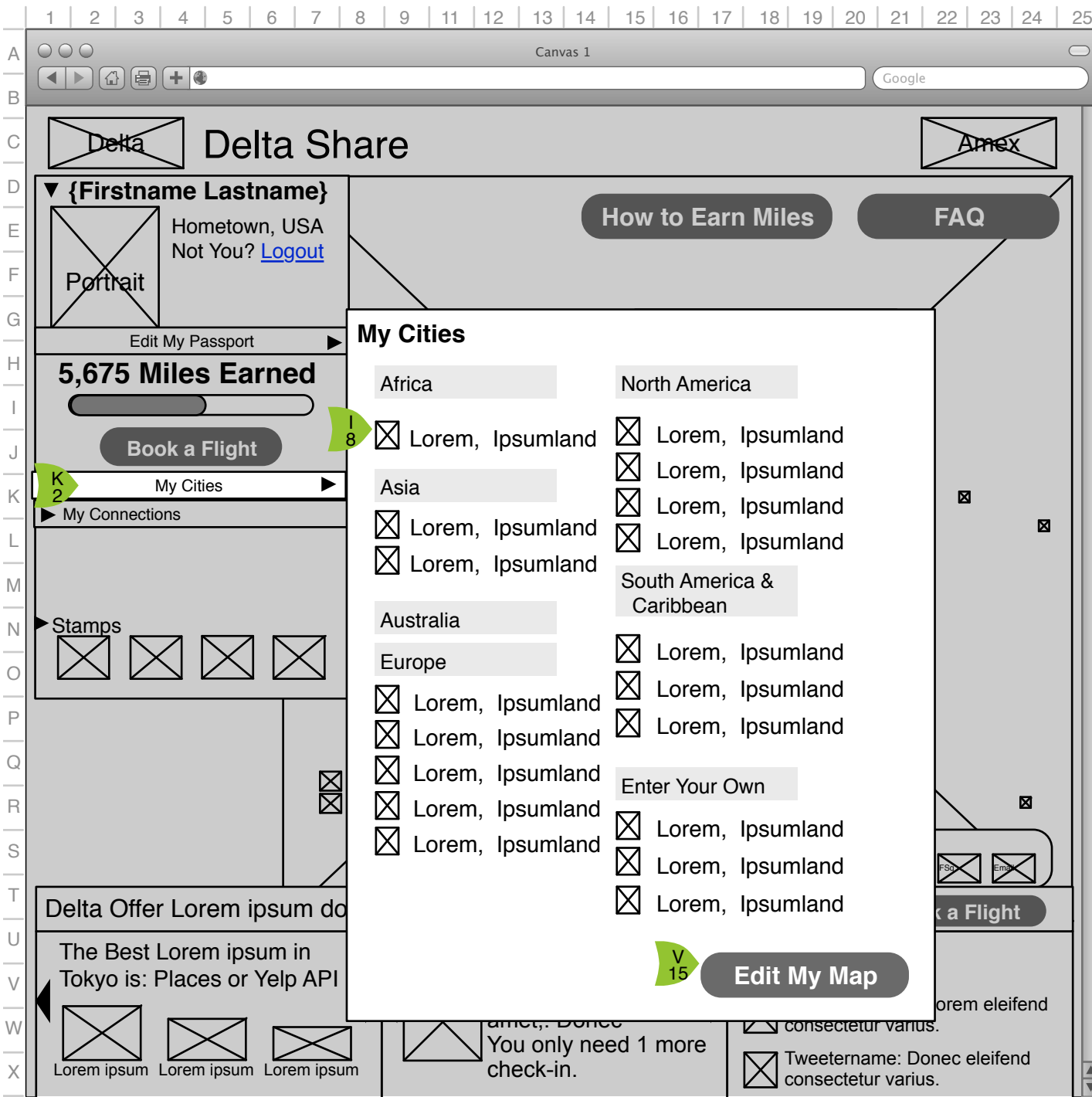
I.0.1 Add SkyMiles Number

F 4 On click of 'Add SkyMiles Number' button a popup is placed over screen. Add SkyMiles Number instructions appear. This makes it clear that any miles earned will be sent to the designated SkyMiles account.

N 16 Blank for user's SkyMiles number.

P 7 On click of 'Cancel,' nothing is saved and user is returned to I.0 Travel Map.

P 18 On click of 'Save,' user's entered SkyMiles number is validated, saved and popup is removed. 'Add SkyMiles Number' button is removed from I.0 Travel Map.



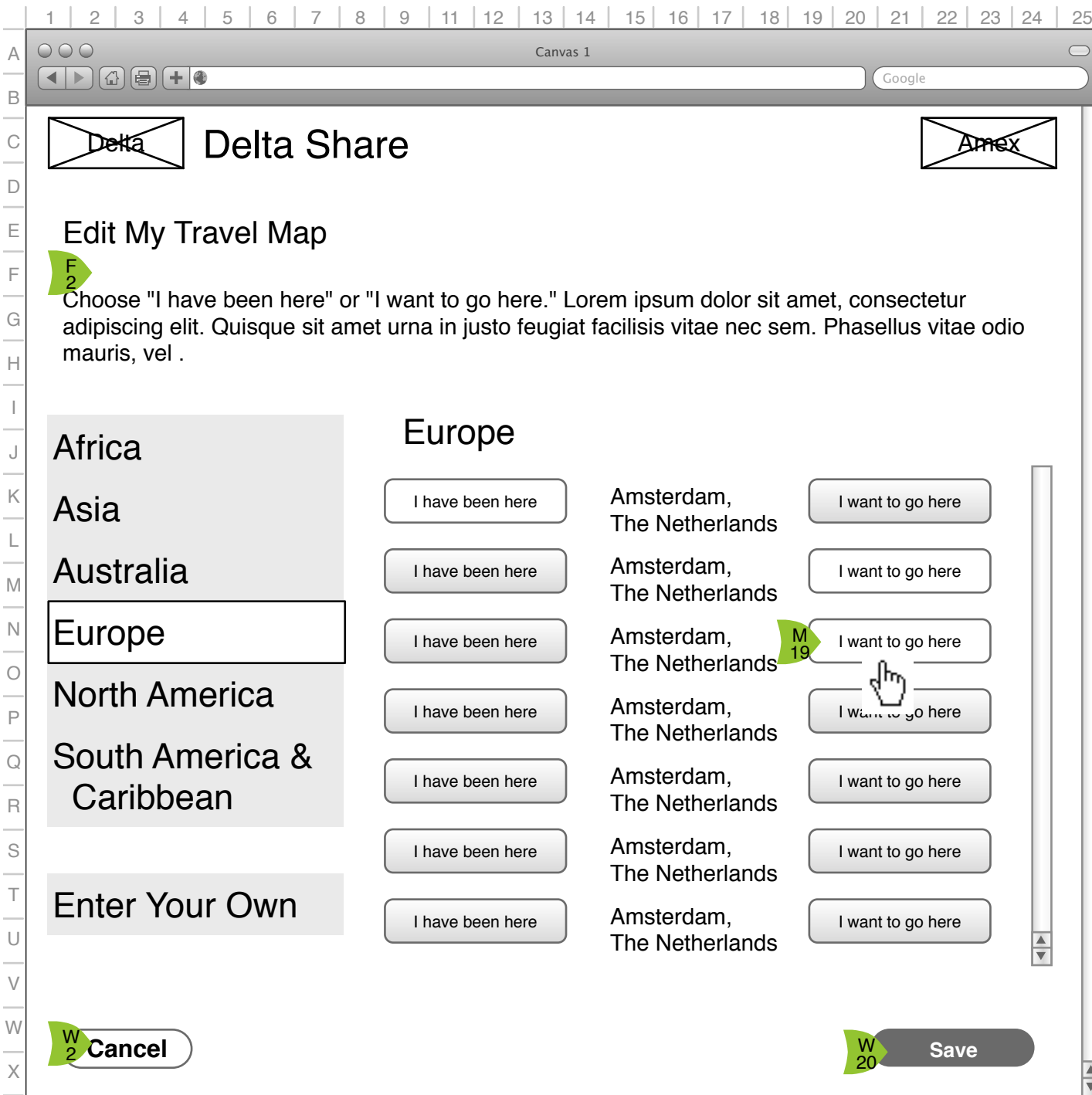
I.1 My Cities

NOTE: The graying of the interface in this illustration is for focus purposes only and is not a feature that will be built into the actual interface.

K 2 The user has clicked on My Cities to call up a floating City list. Each city is one the user has identified as one they want to visit or have visited and the associated icon shows that status.

I 8 On click of city or city name, this city box is removed and user is taken to the I.0.e City Discussion page.

V 15 User has the option to edit their map. Click of 'Edit My Map' brings user to I.1.1 Edit Travel Map.





1.1.1 Edit Travel Map

- F 2** On edit map, the profile section is removed and instructions are shown.
- W 2** 'Cancel' does NOT save any changes and returns the user to 1.0 Travel Map.
- W 20** 'Save' saves changes to the user's travel map and returns him/her to 1.0 Travel Map.

1 2 3 4 5 6 7 8 9 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

A Canvas 1

B

C  Delta Share 

D

E **Edit My Passport**

F **F 2** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris, vel porta metus.

G

H First Name*

I

J Last Name*

K

L Email Address*

M

N Confirm Email Address*

O

P City, State/Country*

Q

R Password* (At least 6 characters long)

S

T Confirm Password*

U

V **R 3** Email me status updates from DeltaShare

W Email me Delta offers

X **W 2** **Cancel** **W 20** **Save**

1.2 Edit Passport

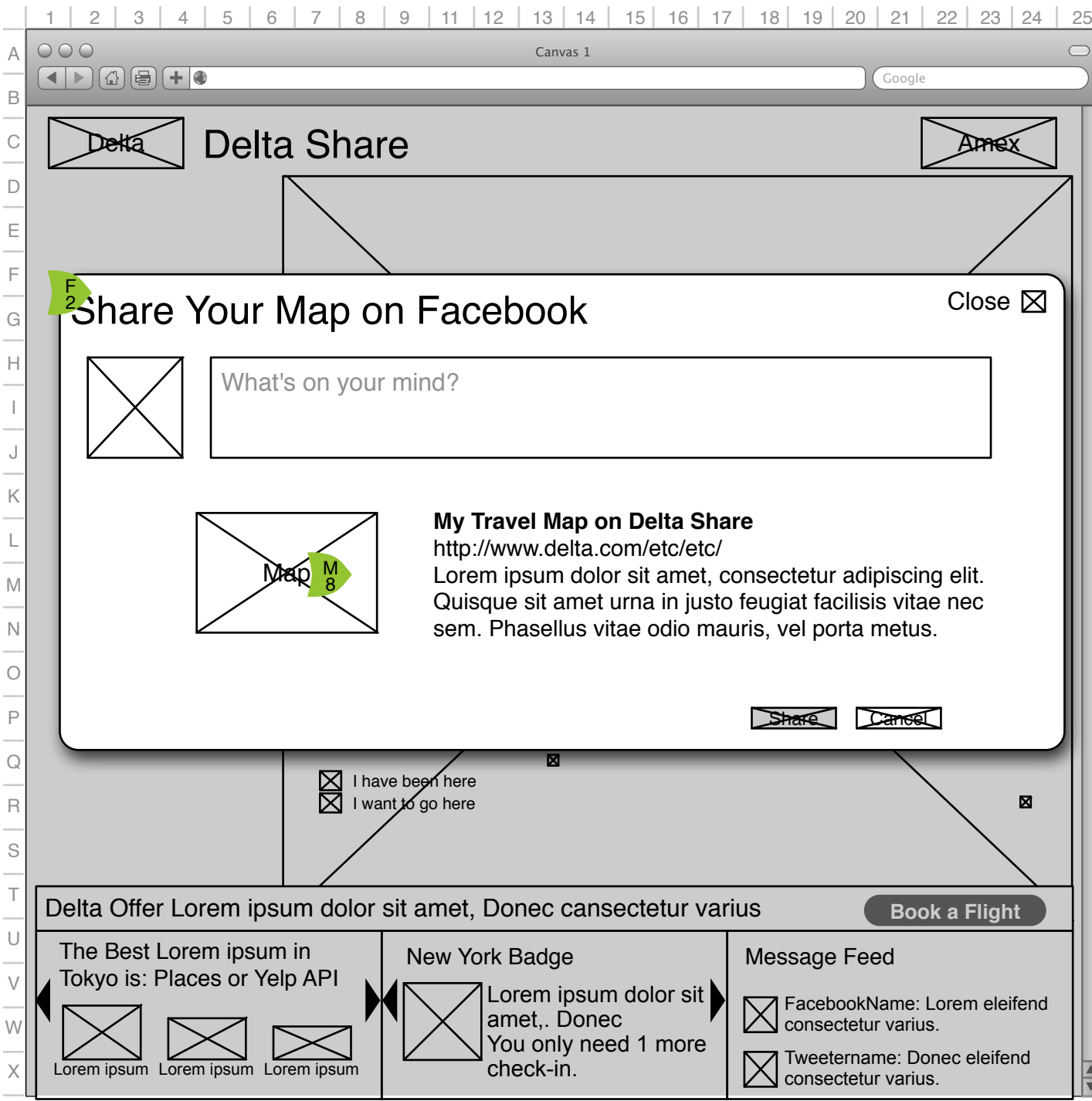
F 2 On edit map, the profile section is removed and instructions are shown.

R 3 SkyMiles Number only shows up if user has NOT entered their SkyMiles number previously. After entry, SkyMiles number is not editable by user.

U 3 User has the option to opt out of emails from this system. By default, all users are sent emails and this box is checked.

W 2 'Cancel' does NOT save any changes and returns the user to 1.0 Travel Map.

W 20 'Save' saves changes to the user's travel map and returns him/her to 1.0 Travel Map.

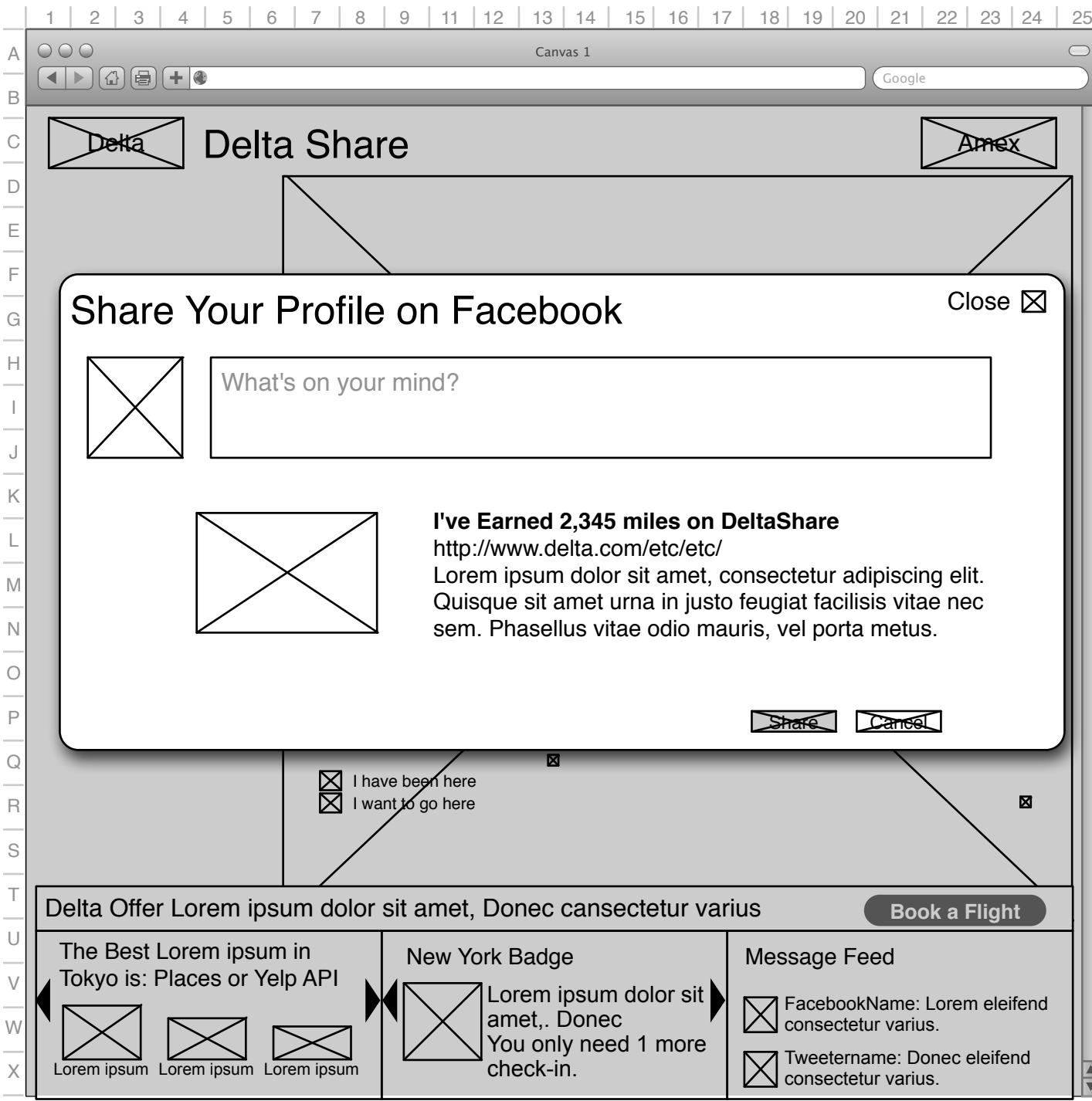


1.4.1.a Post Map on Facebook

F 2 Assuming the user has connected their Facebook account, when they click on a 'Share on Facebook' icon or button, Facebook's standard Share screen is shown.

M 8 The item shared depends on context. If the user chose 'Share' on the map page, an image of their travel map is shared.

This post on Facebook will also include a link back to DeltaShare.



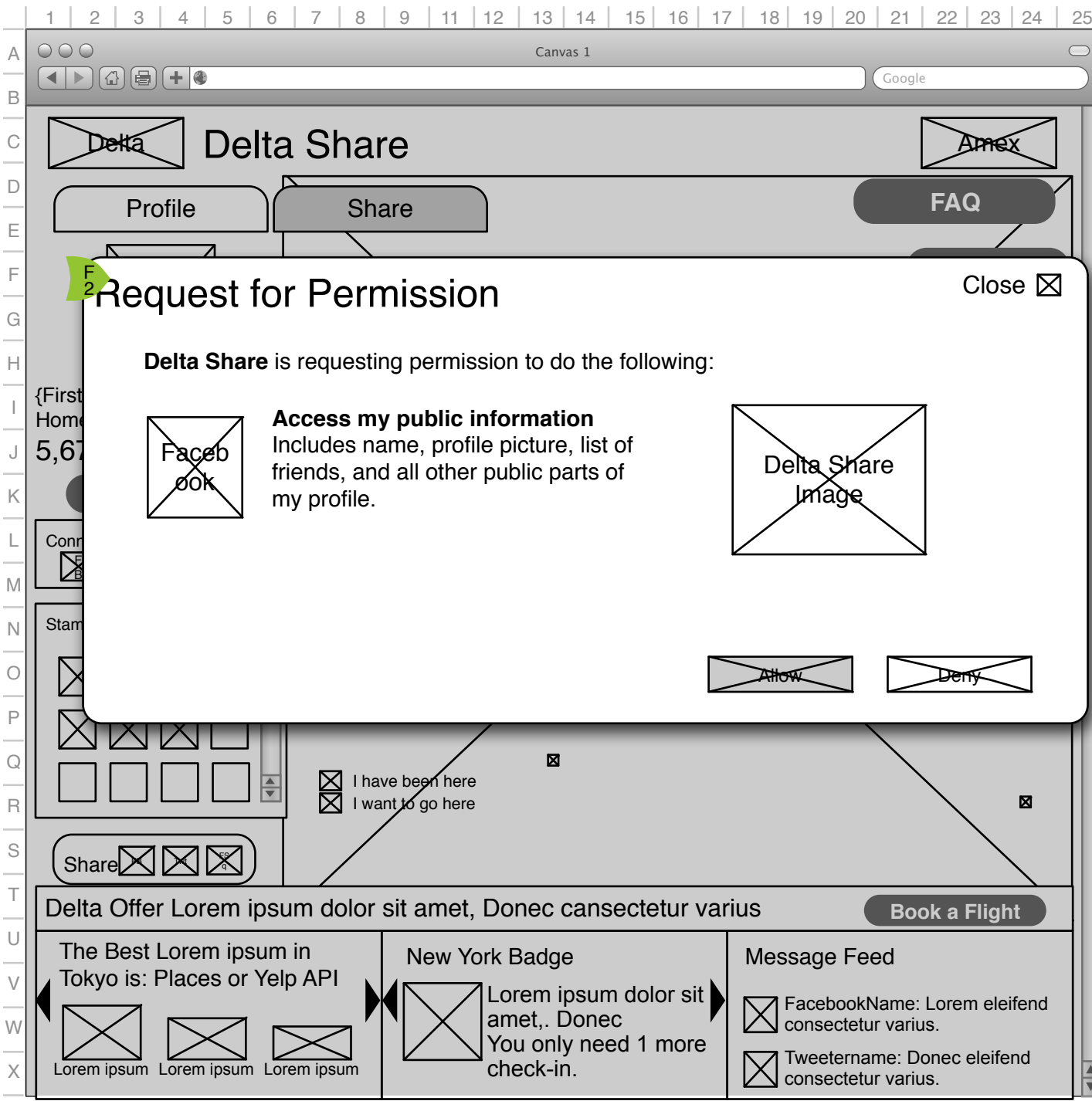
1.4.1.b Post Profile on Facebook

F2

Assuming the user has connected their Facebook account, when they click on a 'Share on Facebook' icon or button, Facebook's standard Share screen is shown.

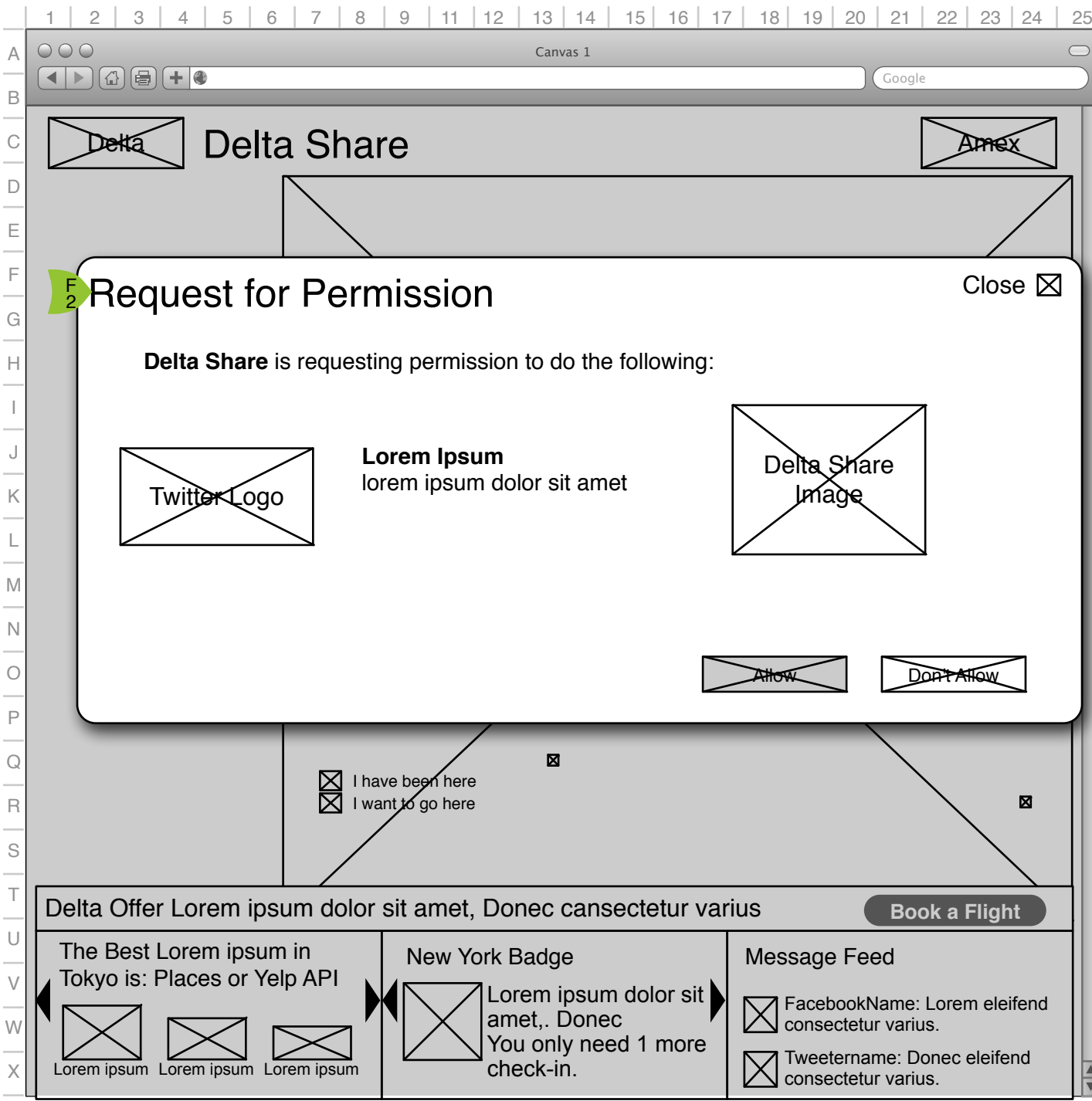
In this instance the user is sharing their profile, which will include their name, the number of miles they've earned and a list or display of stamps that the user has earned.

This post on Facebook will also include a link back to DeltaShare.



1.4.2 (and 0.3.1) Connect Facebook

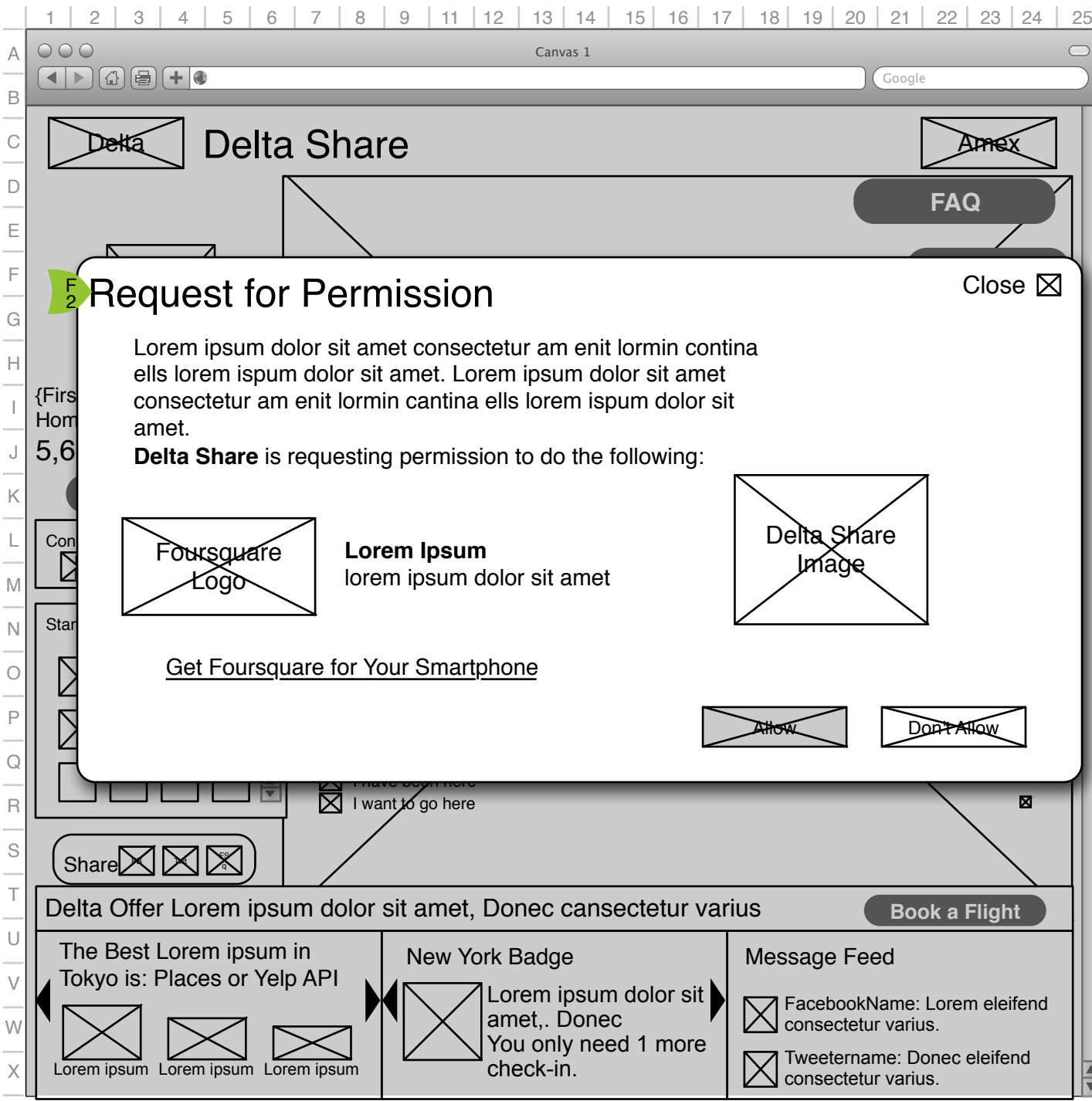
F 2 This is the standard 'Allow' box supplied by Facebook. It will allow the application to gather friends names and other user data needed to let user share this application with friends.



1.4.4 (and 0.3.2) Connect Twitter

F2

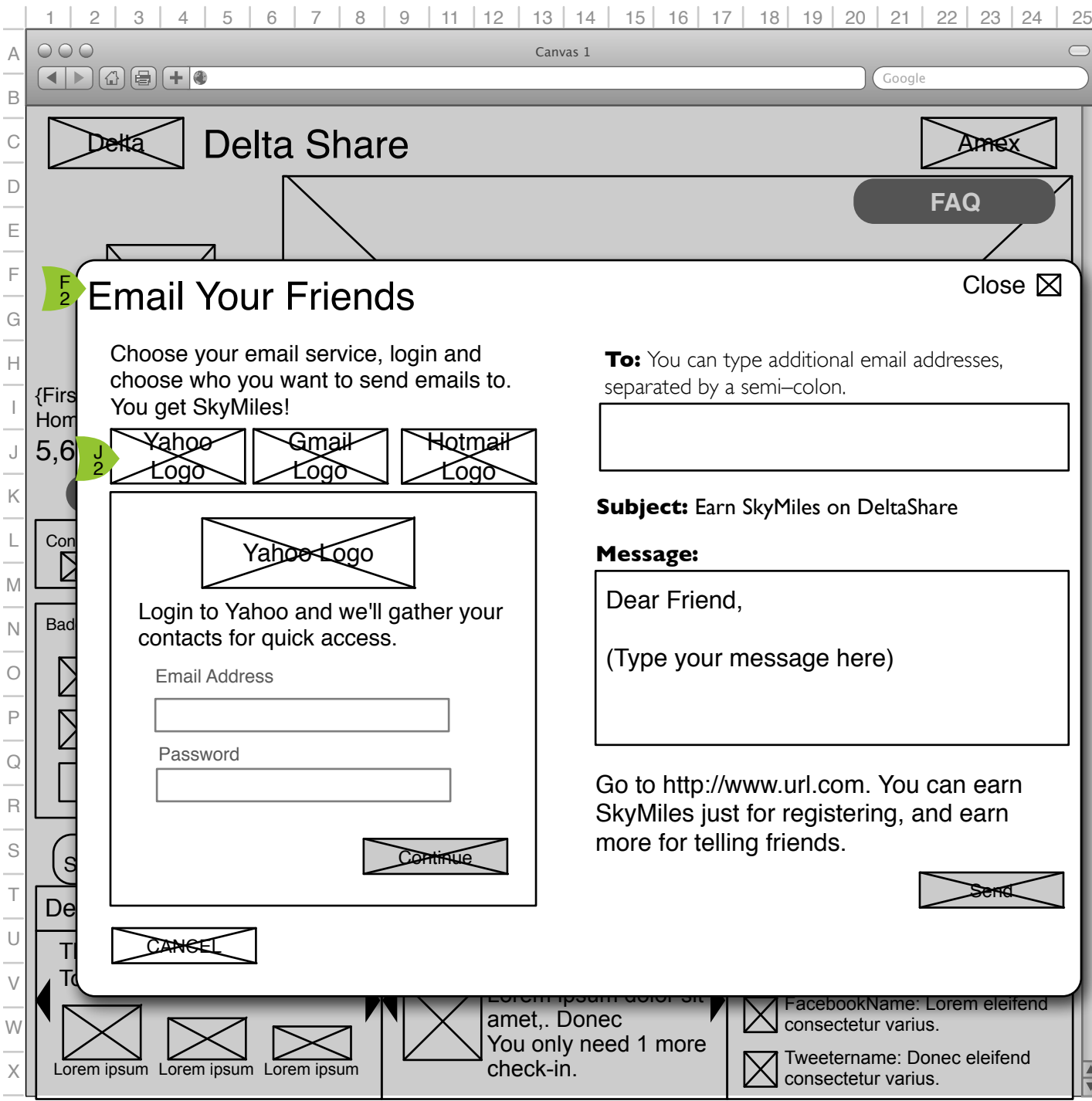
This is the standard 'Allow' box supplied by Twitter. It will allow the application to post messages to Twitter.



1.4.5 (and 0.3.3) Connect Foursquare

F 2 This is the standard 'Allow' box supplied by Foursquare. It will allow the application to post messages to Foursquare.

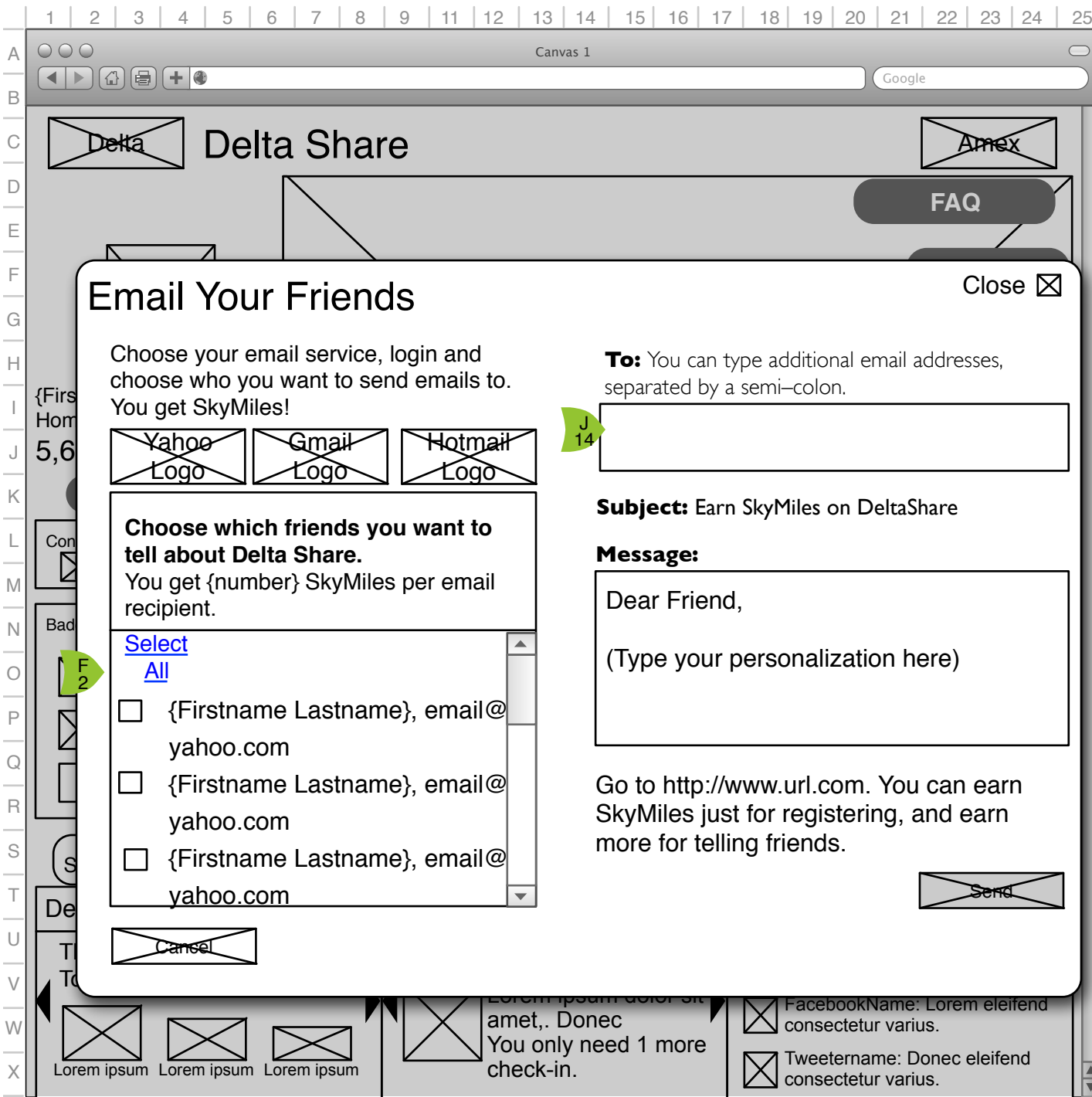
This box will also include instructions on how Foursquare will be used in the promotion (checking in for weekly challenges etc).



1.4.6 Email Sign In

F 2 When user has chosen the Email share button (wherever it appears) this box is displayed. It is a two step process popup that allows the user to gather email addresses from up to three services and send them a message.

J 2 The user clicks on one of the three logos for email services which in turn populates the box below with the form shown (Instructions, Email Address and Password). Once user fills that in and clicks continue, he/she is taken to 1.4.6.1 Email Your Friends.



1.4.6.1 Email Your Friends

O 2 On return of information from the email service, the users contact list is displayed in the box as shown. Each is near a checkbox (or button) that allows the user to choose that email.

J 14 When the user clicks on an email (or the checkbox or button) the email is displayed in the 'To:' box. The user can choose as many as they want from the list and even log in to other services to gather that contact list.

The user is also able to type in email addresses manually, as long as they are separated by a semi-colon.

N 14 The user can edit their personalization of the message (but not the text below it)

T 20 On click of 'Send' the users email(s) are sent and the form is blanked. A message next to the 'Send' button tells the user that the messages have been sent.

U 2 The user has the option to close the box (upper right) or to click the 'Cancel' button which closes the popup box.

1 2 3 4 5 6 7 8 9 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

A B C D E F G H I J K L M N O P Q R S T U V W X

Canvas 1

Google

C 2 How to Earn Miles Close

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet urna in justo feugiat facilisis vitae nec sem. Phasellus vitae odio mauris.

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I.5 How to Earn Miles

C 2 How to Earn Miles will spell out in detail each action that a user can take and how many miles they will earn.

Sections of this page will include information on how information is shared as well as information on how the stamp system works.

This page must also include the maximum number of miles a user can earn in this site and a link to the Terms and Conditions.

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Frequently Asked Questions (FAQ) Close

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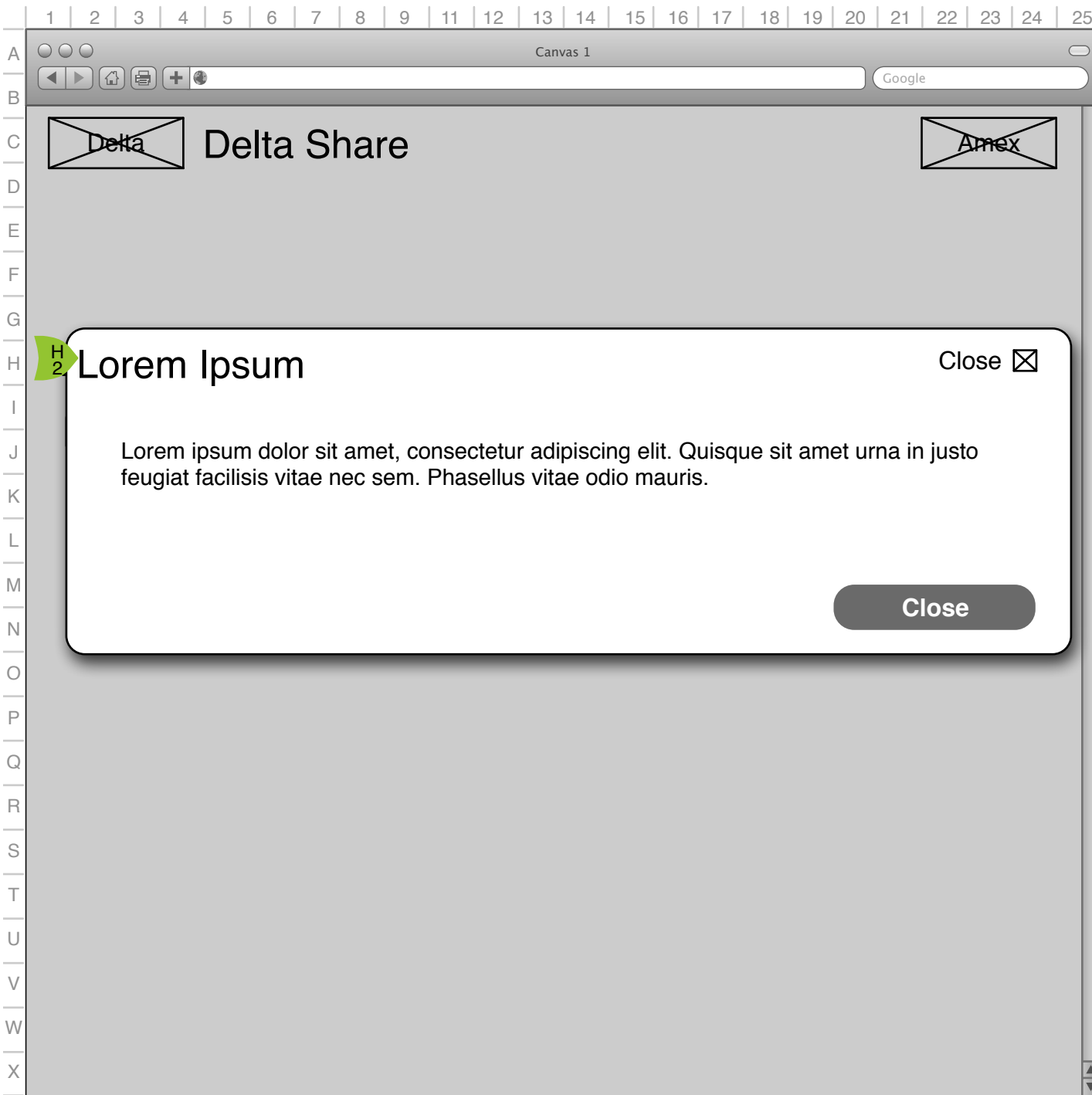
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I.6 FAQ

The FAQ is presented as a popup that lists each question in bold and the answer under it.

If the FAQ has enough structure or length, categories will be added as needed.



1.7 Status Popup

H 2 On login or on event that necessitates user notification, a 1.7 Status Popup is used.

This is a very simple popup consisting of a headline, content, a close button on the upper right and a close button on the lower right.

These popups are used when the user earns a new stamp, has crossed a point threshold, etc.

Appendix A: Earning SkyMiles

SkyMiles are earned in this application for a number of actions. The chart at the right is for casual reference only and should NOT be used as a guide for final values. SkyMiles values will be set in the admin tool. This page is meant to describe the general process, not final values.

Registration: Users who complete registration are given SkyMiles. In addition they may earn certain 'Stamps' while registering, which also carry a SkyMiles value.

Connecting: Users are awarded SkyMiles for each social site (Facebook, Twitter, Foursquare) they connect to the site.

Sharing: Users are given SkyMiles each time they join in a conversation (See 1.0.e City Discussion Box) and their message is posted on Facebook or Twitter.

Stamps: Activities in the site are also tallied and if certain requirements are met, the user is given a 'Stamp' which is shown on his/her passport. These Stamps also have a SkyMiles value that is given to the user.

	Mile Value
Registration	
Registration	1,000
Map Completion	500
Connecting	
Connect Facebook	500
Connect Twitter	500
Connect Foursquare	500
Sharing	
Facebook (Wall Posts)	25
Twitter (Tweets)	25
Foursquare (Check-ins)	25
Email Friend	50
Stamps	
Registration Stamps	
Deckhand (pick 2 destinations you've been to and 1 you want to go)	100
Skipper (pick 5 destinations you've been to and 3 you want to go)	100
Clam Chowder (select 2 cities on the east coast)	100
Pinot (select 3 cities in west)	100
Mazed and Confused (select 3 midwest cities)	100
Deep Fried (select 2 cities in the south)	100
Hopeless Romantic (select 3 European cities)	100
Far East (select 2 or more Asian destinations)	100
Latin Flavor (select 2 or more Latin destinations)	100
Share - Current City	
Connoisseur (3 favorite restaurants)	100
Groupie (3 favorite music venues)	100
Artiste (3 favorite museums, exhibits etc.)	100
Shoppaholic (3 favorite shopping areas)	100
Night Owl (3 favorite bars/clubs/lounges)	100
The Classics (3 tourist attractions)	100
Super fan (3 different sporting venues)	100
Share - Visited Cities	
[City] Stamp (answer 3 weekly questions in [city name])	100
Globetrotter (answer 3 weekly questions in 3 different international cities)	100
Roadtripper (answer 3 weekly questions in 3 different U.S. cities)	100
Explore (Check-in) Stamps	
I love [City Name] (checking in a 3 specific [city name] sites)	100
Milestone Stamps	
1,000 Miles Stamp	100
2,000 Miles Stamp	100
3,000 Miles Stamp	100
4,000 Miles Stamp	100
5,000 Miles Stamp	100
10,000 Miles Stamp	100
15,000 Miles Stamp	100
20,000 Miles Stamp	100

Finalize Date: 8/11/2010

Change log:

- 1) Added open city option to registration and edit map. Added 0.3.b to registration flow to illustrate user adding city. 8/12/2010
- 2) Updated 1.0.0, Incoming Message for non-functional city popup. 8/12/2010
- 3) Added My Cities and renumbered 1.1 Edit Travel Map to 1.1.1 Edit Travel Map. 8/12/2010
- 4) Added 1.7 Status Popup to sitemap and wires. 8/12/2010
- 5) Clarified bullet points for QA, added appendix on points system, badge system. Added Appendix A: Earning SkyMiles. 8/19/2010
- 6) Added 1.2 Edit Passport diagram 8/20/2010
- 7) Edited 1.2 Edit Passport to include email preferences 8/31/2010



Delta Airlines

Document Information

Created on Mon Jun 14 2010

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Created by Chris Nordling