

HYATT®



**HYATT
GOLD PASSPORT
ACCOUNT FLOWS
COMPETITIVE
ASSESSMENT**

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Introduction

The purpose of this assessment is to consider best practices that can be applied to the experiences of creating, activating, or authenticating Hyatt Gold Passport member accounts.

We looked at several competitors in the hospitality industry and two other travel sites to compare loyalty account experiences and identify trends and best practices.



*Competitive
Assessment*

HYATT : ENTRY POINTS



STRENGTHS

- Header module provides persistent direct access authentication and access to enrollment
- Global navigation provides persistent access to Hyatt Gold Passport information
- Header module provides persistent access to brief articulation of benefits
- Header module provides persistent access to alternate flows: forgot password, help signing in

WEAKNESSES

- Account activation is not available

The screenshot displays the Hyatt website's header and main content area. The 'Hyatt Gold Passport Sign In or Join' dropdown menu is open, showing fields for 'HYATT GOLD PASSPORT # / USERNAME' and 'PASSWORD', a 'Remember Me' checkbox, and a 'SIGN IN' button. Below the sign-in options are links for 'Forgot Password' and 'Help Signing In'. A yellow banner below the sign-in options reads 'NOT A MEMBER? JOIN TODAY' and lists benefits: 'Enjoy free nights with no blackout dates', 'Receive special recognition', and 'Enjoy exclusive privileges'. A 'Join Hyatt Gold Passport' link is also present, along with a 'Close' button.

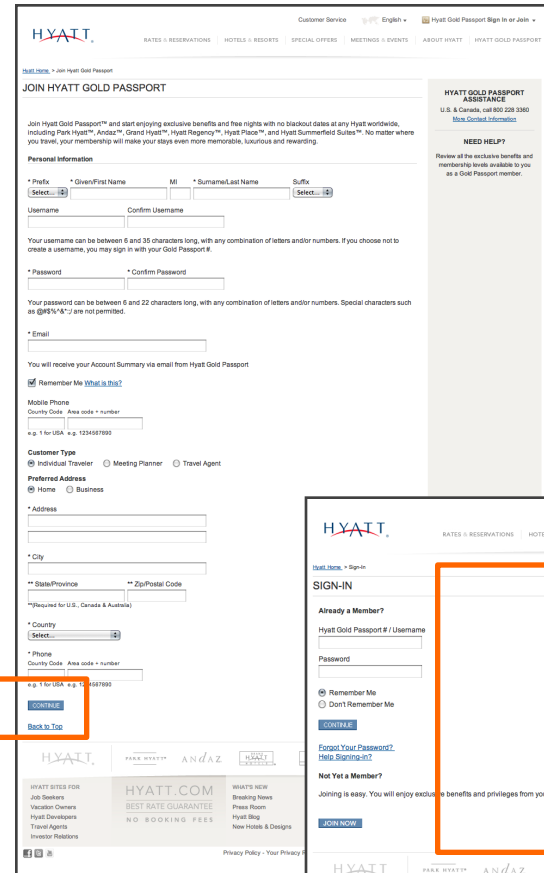
The main website content includes a search bar for 'FIND HOTELS' with fields for 'DESTINATION', 'CHECK-IN DATE', 'CHECK-OUT DATE', 'ROOMS', 'ADULTS', and 'CHILDREN'. There are also options for 'RATE TYPE' (Best Available Rate, Government, AAA/CAA Member, Senior Citizen) and 'SPECIAL OFFER CODE'. A promotional banner for 'WARM UP TO WINTER SAVINGS WITH AAA.' is visible, along with a 'AAA MEMBERS save 10% AND RECEIVE complimentary BREAKFAST' offer. The footer contains various links and social media icons.

STRENGTHS

- Account flow pages are structurally and visually consistent with one another as well as with other pages throughout Hyatt.com

WEAKNESSES

- Account flows do not give adequate indication of number of pages or steps: the enrollment flow has a call to action to continue – without context
- Page structure is not used effectively: the authentication page has a lot of unused space
- There are few calls-to-action within account flows to benefit information



HYATT : BOOKING



STRENGTHS

- Users are able to authenticate from within the booking flow

WEAKNESSES

- Step navigation does not give adequate indication of the number of pages or steps users will take along the booking path
- Information is not well grouped or prioritized

The screenshot displays three overlapping sections of the Hyatt website's booking interface:

- Sign-In Section:** Located on the left, it features a 'SIGN-IN' header, a 'Hyatt Gold Passport # / Username' field, a 'Password' field, and radio buttons for 'Remember Me' and 'Don't Remember Me'. A 'CONTINUE' button is at the bottom.
- Guest Information Section:** Located on the right, it shows 'GUEST INFORMATION' for 'Hyatt Regency Chicago' with address and contact details. A 'Verify' button with a checkmark icon is visible. A red box highlights a 'Sign In' link in the text: 'Are you a Gold Passport member? Sign In'.
- Rates Section:** Located at the bottom, it displays a table of room rates for 'Thu 27 Jan, 2011 - Fri 28 Jan, 2011'. The table includes columns for Room Type, Rate, and Total Price Per Room.

Room Type	Rate	Total Price Per Room
1 King Room	139.00	139.00 USD
Regency Club 2 Double Beds	198.00	198.00 USD
Deluxe 2 Double	174.00	174.00 USD

HYATT : ADDITIONAL CONSIDERATIONS



STRENGTHS

- The Hyatt Gold Passport landing provides engaging information about Hyatt's loyalty program and benefits
- Persistent access to information and account flows
- Consistent account experiences are available in eight languages

WEAKNESSES

- Account activation is not available
- Page structures are often ineffective

The screenshot displays the Hyatt Gold Passport landing page. At the top right, a navigation menu includes 'Hyatt Gold Passport Sign In or Join', which is highlighted with an orange box. Below the header, there is a large hero image of a resort pool. The main content area is divided into several sections: 'SIGN IN' with fields for 'HYATT GOLD PASSPORT # / USERNAME' and 'PASSWORD', a 'Remember Me' checkbox, and a 'SIGN IN' button; 'Join Hyatt Gold Passport' with a 'Join Now' link; 'My Account' with links for 'My Profile', 'Account Details', 'My Reservations', 'My Awards', and 'Contact Us'; 'Member Benefits' with a 'Membership Levels' link; and 'Earning Options' with links for 'Earn Points', 'Earn Miles', 'Convert Points to Miles', 'Combine or Purchase', and 'Earn Points With Me'. A 'HYATT GOLD PASSPORT EXCLUSIVES' section is also visible. A modal window is open over the sign-in form, showing the same fields and a 'Close' button. The footer contains various links and legal notices.

MARRIOTT : ENTRY POINTS



STRENGTHS

- Header module provides persistent direct access to authentication and access to enrollment and activation
- Header module provides access to alternate flows

WEAKNESSES

- Header module does not offer any context or explanation of the Marriott loyalty program

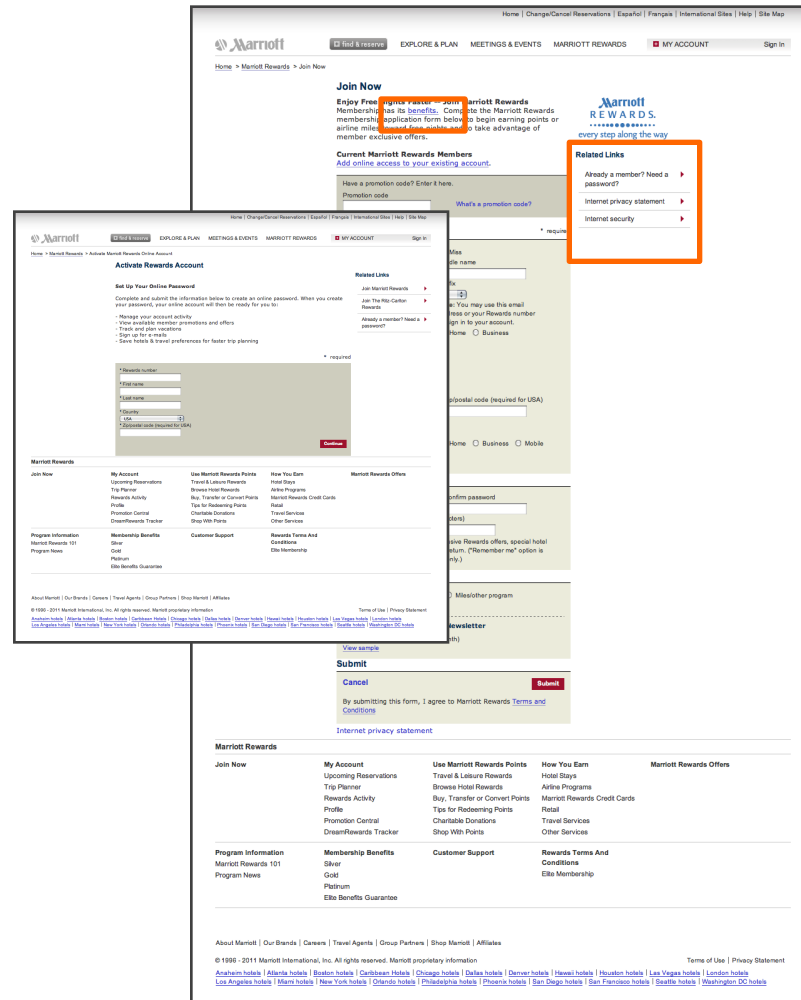
The image displays a screenshot of the Marriott website's header and a sign-in modal. The main navigation bar at the top includes links for Home, Change/Cancel Reservations, Español, Français, International Sites, Help, and Site Map. The primary navigation menu contains 'EXPLORE & PLAN', 'MEETINGS & EVENTS', 'MARRIOTT REWARDS', and 'MY ACCOUNT Sign In'. The 'MY ACCOUNT Sign In' link is highlighted with an orange box. Below the navigation, there are promotional banners for 'hotel deals', 'air + hotel', and 'meetings earn more double savings'. A search modal is open, showing fields for City or Airport Code, State, Country, Check-in date, Check-out date, No. of rooms, and Guests/room. The 'MY ACCOUNT' modal is also open, featuring fields for 'Email or Rewards No.' and 'Password', a 'SIGN IN' button, and a 'Remember me - Private computers only' checkbox. Links for 'Forgot password?', 'Set up online password', and 'Join Marriott Rewards' are provided at the bottom of the modal. The footer includes 'Shop Marriott', 'Bill Marriott's Blog', 'Marriott News Center', and 'Up to 4 Free Nights'.

STRENGTHS

- Account flows provide calls-to-action to benefit information
- Account activation exists as a distinct flow

WEAKNESSES

- The overall design of the Marriott account flow pages is generic and boxy



STRENGTHS

- Users are able to authenticate and enroll from within the booking flow
- Access to explanation of benefits as well as to a benefits “tutorial” is provided in the booking flow

WEAKNESSES

- Rewards information and functionality sometimes appears in separate pop-up windows which may sometimes confuse users

The collage consists of three main screenshots:

- Top-left:** A search form titled "find hotel deal meeting space". It includes fields for "City or Airport Code" (Chicago), "State (USA only)" (Illinois), "Country" (USA), "Check-in date" (1/26/11), "Check-out date" (1/27/11), "No. of rooms" (1), and "Guests/room" (1). A "Marriott Rewards number" field is highlighted with an orange box, along with a "Use Marriott Rewards points" checkbox.
- Top-right:** A browser window showing a "Using Marriott Rewards Points for Free Nights" page. It includes a "Marriott Rewards Glossary" section with sub-sections for "Bonus Points" and "E-certificates".
- Bottom:** A hotel booking page for "Renaissance Chicago Downtown Hotel". It shows "STANDARD RATES" (From 169.00 USD per night) and "MARRIOTT REWARDS OFFERS" (None available). A search options section at the bottom is highlighted with an orange box, containing a "Marriott Rewards number" field.

MARRIOTT : ADDITIONAL CONSIDERATIONS

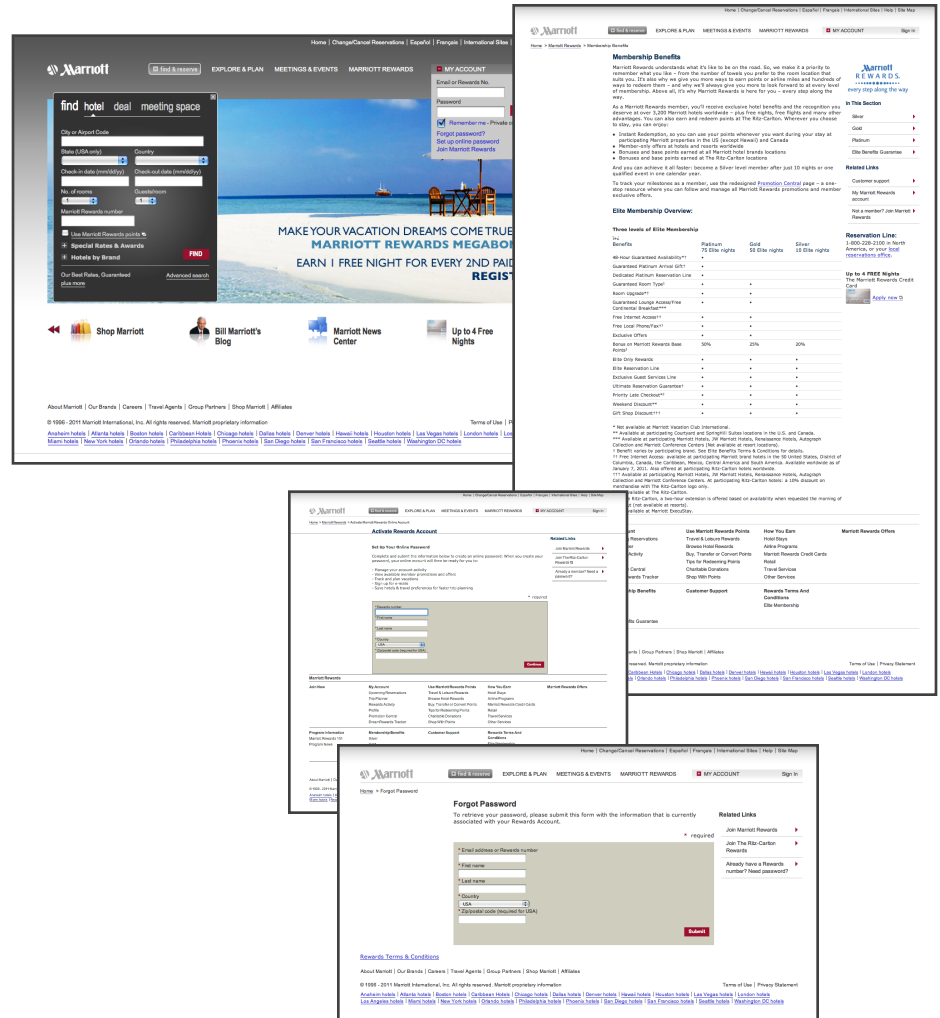


STRENGTHS

- Header module provides persistent access to key flows
- Consistency between account flow and alternate flow pages

WEAKNESSES

- Overall site design is inconsistent and unpredictable



STARWOOD : ENTRY POINTS

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STRENGTHS

- The Starwood SPG loyalty program is presented as a strong brand
- Basic information about the loyalty program is available within the account module

WEAKNESSES

- SPG and Starwood are separate sites with different visual design

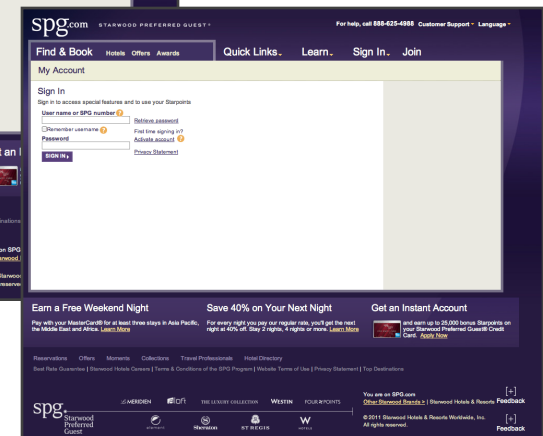
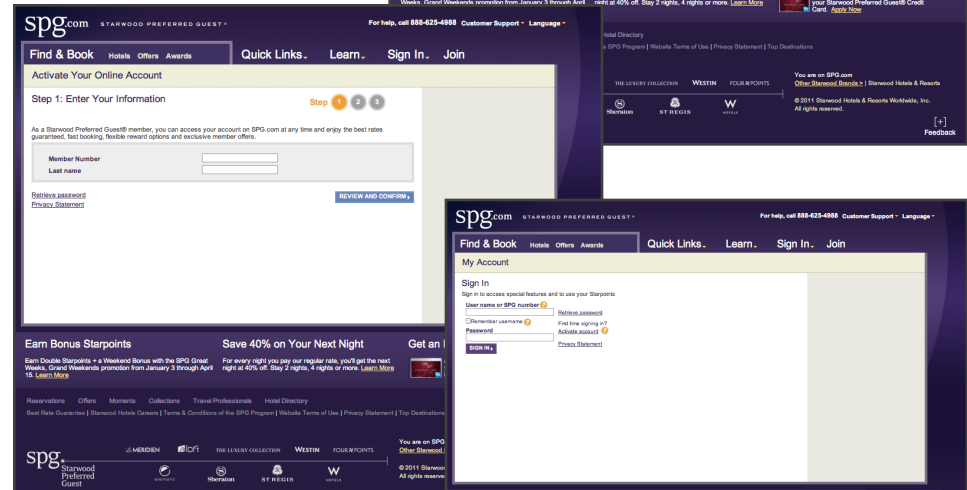
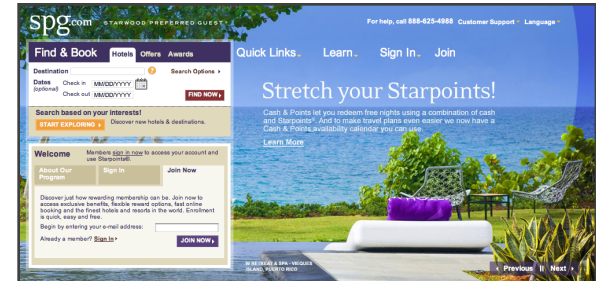
The image displays two screenshots of hotel websites. The top screenshot shows the Starwood Hotels and Resorts website, featuring a blue header with the Starwood logo and a navigation menu. The main content area includes a search bar with options for 'search by location', 'or by brand', and 'or by interest'. Below the search bar, there are sections for 'Top Destinations', 'Check in', 'Check out', 'Rooms', and 'Adults per Room'. The bottom screenshot shows the SPG.com website, featuring a blue header with the SPG logo and a navigation menu. The main content area includes a search bar with options for 'Find & Book', 'Hotels', 'Offers', and 'Awards'. Below the search bar, there are sections for 'Welcome', 'Sign In', and 'Join Now'. The bottom screenshot also features a large banner for 'Announcing SPG® Great Weeks, Grand Weekends' and a section for 'Earn Bonus Starpoints'.

STARWOOD : ACCOUNT FLOWS



STRENGTHS

- Account activation flow broken into three steps
- User can move easily between flows



STRENGTHS

- Auto-enrollment option appears toward the top of the guest information page

WEAKNESSES

- There is a lot of inconsistency across branded booking flows
- There is not always a clear call-to-action to authenticate from within the the booking flow
- There are no links to loyalty program information and benefits accessible within the booking flow

The screenshot displays the Sheraton Hotels & Resorts booking interface. It features a search bar with filters for destination (Chicago, Illinois, United States), check-in (01/28/2011), and check-out (02/27/2011). A 'Find Rooms & Rates' section is visible, along with a 'Join Starwood Preferred Guest' overlay. The overlay includes a 'Step 1: Enter Your Information' form with fields for email and a 'CONTINUE' button. Below the form, there are links for 'Retrieve password', 'First time signing in?', 'Activate account', and 'Privacy Statement'. A table of hotel options is shown, with the second row highlighted in orange, indicating a Starpoints benefit of 7000 Starpoints + USD 45.

Hotel Name	Price	Starpoints Benefit
1. Sheraton Gateway Suites Chicago O'Hare	From USD 96 >	From 7000 Starpoints + USD 45
2. Sheraton Gateway Suites Chicago O'Hare	From USD 139 >	From 2800 Starpoints + USD 45
3. Sheraton Suites Chicago Elk Grove	From USD 112 >	From 3000 Starpoints + USD 30

STARWOOD : ADDITIONAL CONSIDERATIONS



STRENGTHS

- Clear link in the authentication module to activate account if you are a first time visitor on the SPG landing page
- User is navigated to a page which allows the user to activate their account. This is a three step process
- From a property site, when user selects to authenticate they are redirected to an authentication page. This authentication page has a link for first time visitors as well

WEAKNESSES

- No global drop down

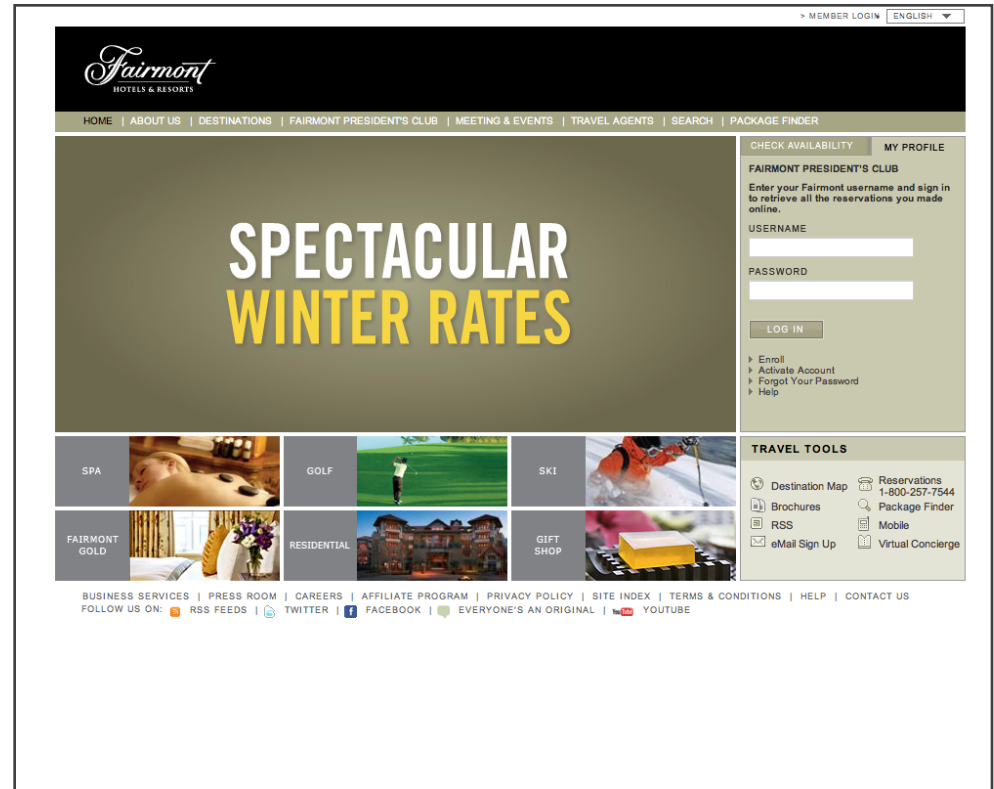
The image displays several overlapping screenshots of the Starwood Preferred Guest (SPG) website. The top-left screenshot shows the Sheraton Hotels & Resorts website with a 'Starwood Preferred Guest Account at a Glance' section. The top-right screenshot shows the SPG.com 'Find & Book' page with a 'Forgot Username and Password' form. The middle-left screenshot shows the SPG.com 'Activate Your Online Account' page, Step 1: Enter Your Information, with fields for Member Number and Last name. The middle-right screenshot shows the SPG.com 'Find & Book' page with a 'Welcome' message and a 'Sign In' button. The bottom screenshot shows the SPG.com footer with various brand logos and a copyright notice for 2011 Starwood Hotels & Resorts Worldwide, Inc.

STRENGTHS

- Module on home page gives access to enrollment, activation, and authentication flows

WEAKNESSES

- Module in header is non-interactive

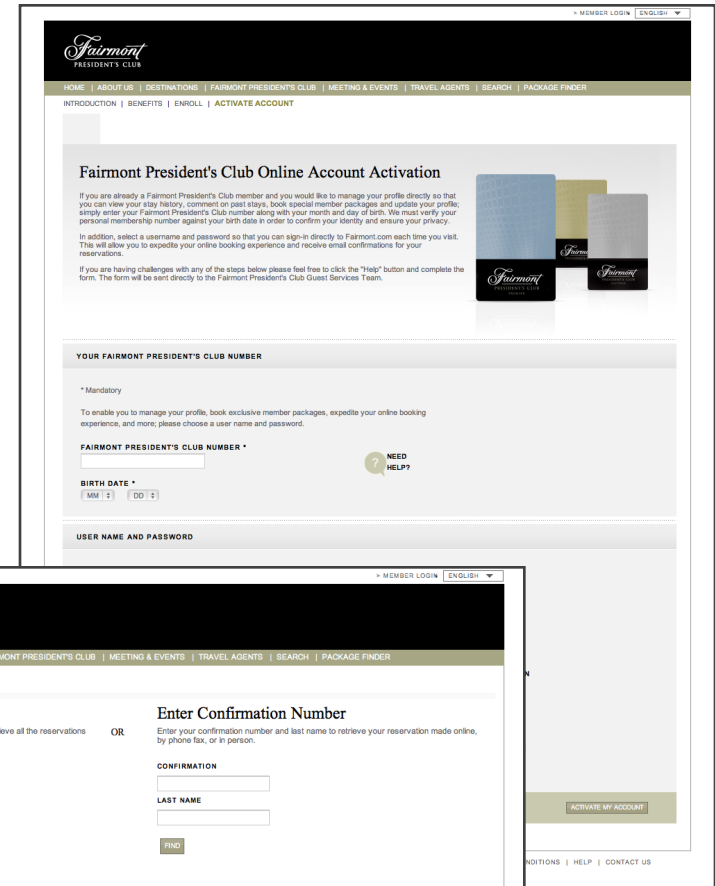


STRENGTHS

- Enrollment flow begins with a good degree of information
- Informational areas in enrollment flow are well defined
- Activation flow is brief

WEAKNESSES

- No cross linking between account flows



STRENGTHS

- Very clear call to action to authenticate or enroll in rewards upon initial reservation click through
- Thorough, compelling explanation of program benefits

WEAKNESSES

- Does a poor job of announcing the rewards program or providing a login within the home page booking widget

MEMBER LOGIN | ENGLISH

"EVERYONE'S AN ORIGINAL" - SHARE YOUR MEMORIES HERE >

TRAVEL & EVENTS | TRAVEL AGENTS | SEARCH | PACKAGE FINDER

TRAVEL | MEETINGS | DESTINATION GUIDE | MAP & DIRECTIONS | PHOTOS

CHECK AVAILABILITY | MY PROFILE

DESTINATION: Boston

HOTEL: Fairmont Battery Wharf

ARRIVAL DATE: 21 Jan 2011

DEPARTURE DATE: 22 Jan 2011

CHECK AVAILABILITY & RATES

Change or Cancel a Reservation > Advanced Search >

"EVERYONE'S AN ORIGINAL"

FAIRMONT PRESIDENT'S CLUB | MEETING & EVENTS | TRAVEL AGENTS | SEARCH | PA

SELECT A ROOM | 3 COMPLETE DETAILS | 4 CONFIRM

COMPLETE DETAILS

YOUR FAIRMONT PRESIDENTS CLUB NUMBER

Please sign in to retrieve your profile and speed up your reservation process.

NAME **PASSWORD**

Username

[Join Fairmont President's Club to create a travel profile.](#)

[Forgot Password?](#)

Fairmont President's Club Enrollment

Fairmont Hotels & Resorts' new elite guest recognition program, Fairmont President's Club, offers special benefits designed to reflect your individual travel preferences and offer an enhanced level of service. Membership is complimentary and your Fairmont President's Club experience begins the moment you arrive at any of our hotels with express check-in, and continues during your stay with complimentary high-speed internet access, free local calls, daily delivery either local or national newspaper and more.

As a valued, elite-tier member of Fairmont Hotels & Resorts' Guest Loyalty program, you will be recognized as a distinguished guest when staying with us. In addition, when you visit our affiliated hotels or resorts (Swire Hotels & Resorts and Raffles Hotels & Resorts), you will also have access to many of the membership benefits you enjoy at Fairmont Hotels & Resorts, including honoring your personalized preferences (listed in your membership profile) automatically recognized and honored. For information on our Privacy Policy, please visit [Privacy Policy](#).

TO BECOME A MEMBER, SIMPLY COMPLETE THE FOLLOWING ENROLLMENT FORM AND PRESS THE "ENROLL NOW" BUTTON

Please complete the form only in Latin characters (a-z, A-Z or 0-9).

PERSONAL TRAVEL INTERESTS (OPTIONAL)

Which of the following activities do you enjoy when you travel?

Select All

Cultural Events Family Travel Food & Wine Golf Ski Spa

FAIRMONT : ADDITIONAL CONSIDERATIONS



STRENGTHS

- Account flows are available in several languages
- Well organized presentation of benefits information

WEAKNESSES

- No cross linking between account flows

The screenshot displays the Fairmont website's account management section. At the top, there is a navigation bar with links for HOME, ABOUT US, DESTINATIONS, FAIRMONT PRESIDENTS CLUB, MEETING & EVENTS, TRAVEL AGENTS, SEARCH, and PACKAGE FINDER. Below this, a secondary navigation bar includes INTRODUCTION, BENEFITS, ENROLL, and ACTIVATE ACCOUNT. The main content area features a large image of a person at a gym, with the Adidas logo in the bottom left corner. To the right of the image is a login form titled 'FAIRMONT PRESIDENTS CLUB' with fields for USERNAME and PASSWORD, and a LOG IN button. Below the login form are links for 'Email', 'Activate Account', 'Forgot Your Password', and 'Help'. To the left of the login form, there are three columns of text: 'BENEFITS AT A GLANCE', 'IMPECCABLE SERVICE', and 'EXCLUSIVE SAVINGS'. At the bottom of the page, there is a footer with various links and social media icons.

HILTON : ENTRY POINTS

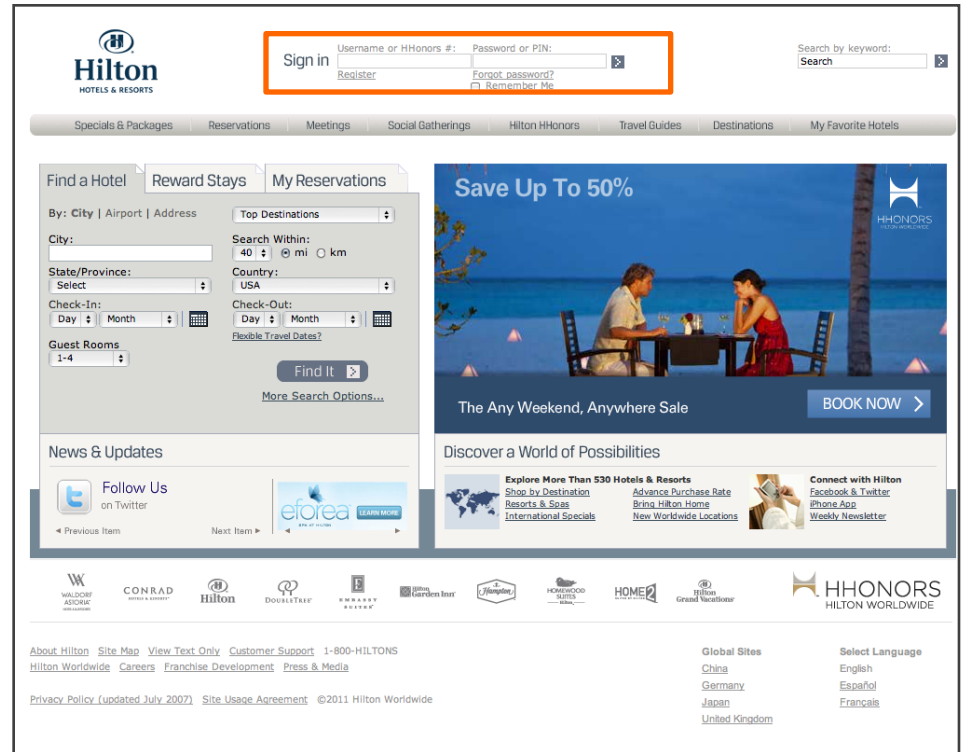


STRENGTHS

- Header module provides access to enrollment and authentication

WEAKNESSES

- Hilton Honors matches the Hilton Worldwide brand rather than the Hilton Hotel brand and has a different look and feel despite being included in the primary navigation



HILTON : ACCOUNT FLOWS

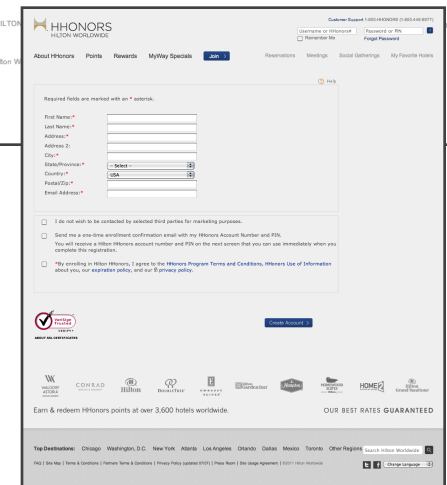
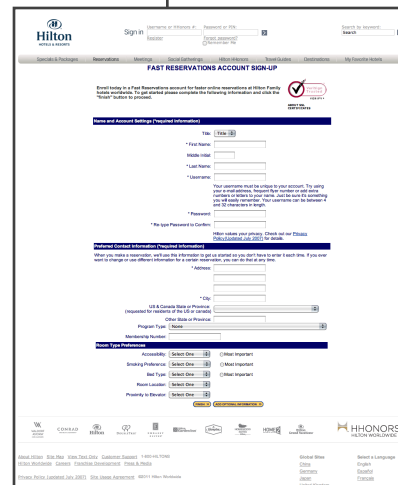
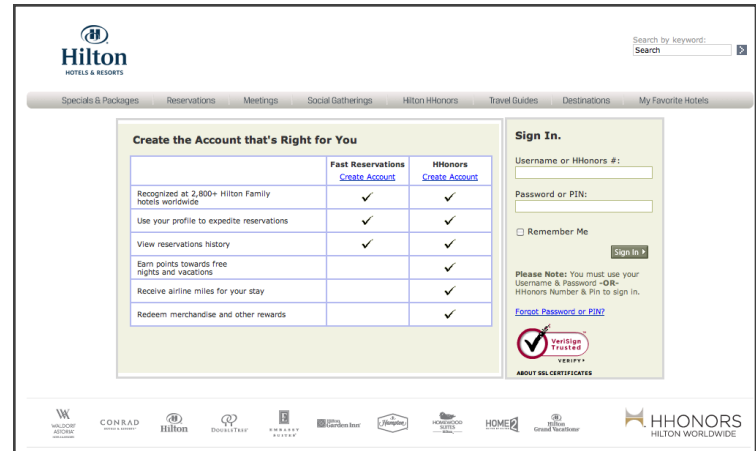


STRENGTHS

- Enrollment in Hilton Honors is quick

WEAKNESSES

- Enrollment in Hilton Fast Reservations is a longer, more involved process
- Hilton Honors does not have an activation flow
- Two membership programs may be confusing to users



STRENGTHS

- Clear opportunities to authenticate rewards program and book rewards travel from the home page and upon click through to the reservation details page

WEAKNESSES

- No pitch of rewards program or clear call to action to authenticate.
- Call to action to authenticate only occurs if you attempt to book rewards travel without first authenticating – a use case that is unlikely to happen much in real-world use.

The collage consists of four screenshots from the Hilton website:

- Top-left:** Home page showing the 'Sign in' button and 'Reward Stays' link highlighted with orange boxes.
- Top-right:** 'Find More Time' section with a 'Sign in' button highlighted with an orange box.
- Middle-right:** 'Select Your Reservation Details' section with a 'Sign in' button highlighted with an orange box.
- Bottom-right:** 'Sign In' page with a 'Sign in' button and a 'Not an HHonors member? Select the account that's right for you.' link highlighted with orange boxes.

HILTON : ADDITIONAL CONSIDERATIONS



WEAKNESSES

- Hilton Honors does not have an activation flow
- Two membership levels may be confusing to users
- Experience in German and Japanese is quite different from English language experience

Customer Support 1-800-HHONORS (1-800-446-8877)

Username or HHonors# Password or PIN

Remember Me [Forgot Password](#)

About HHonors Points Rewards MyWay Specials [Join](#) Reservations Meetings Social Gatherings My Favorite Hotels

Find a Hotel Reward Stays My Reservations

By: City / Airport / Address Top Destinations

City: Search Within: 40

State/Province: Country: USA

Check-In: Day Month Check-Out: Day Month

Hotels: All Hotels Guest Rooms: 1-4

[Find](#) [More Search Options...](#)

OUR BEST RATES GUARANTEED

Turn Points Into Experiences Worth Sharing™ [Join HHonors](#)

10 Distinct Hotel Brands Find the perfect hotel for every style, occasion, or budget.

Earn Rewards Fast Hilton HHonors gets you to free nights faster than any other rewards.

Instant Privileges Use your Hilton HHonors™ profile to save and share your preferences.

Free Stays Earn free stays at more than 3,600 hotels and resorts in 82 countries.

Hilton HOTELS & RESORTS

Search by keyword:

Specials & Packages Reservations Meetings Social Gatherings Hilton HHonors Travel Guides Destinations My Favorite Hotels

Create the Account that's Right for You

	Fast Reservations Create Account	HHonors Create Account
Recognized at 2,800+ Hilton Family hotels worldwide	✓	✓
Use your profile to expedite reservations	✓	✓
View reservations history	✓	✓
Earn points towards free nights and upgrades	✓	✓
Receive airline miles for your stay	✓	✓
Redeem merchandise and other rewards	✓	✓

Sign In.

Username or HHonors #:

Password or PIN:

Remember Me [Sign In](#)

Please Note: You must use your Username & Password - OR HHonors Number & PIN to Sign In.

[Forgot Password or PIN](#)

[Verify my account](#)

Waldorf Astoria Conrad Hilton Home2 Suites Hampton by Hilton Hilton Garden Inn Home2 Suites by Hilton

Global Sites: China, Germany, Japan, United Kingdom

Select a Language: English, Español, Français

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AN... FOLLOW HILTON HHONORS™ ON TWITTER

OUR BEST RATES GUARANTEED

Mexico Toronto Other Regions Search Hilton Worldwide

©2011 Hilton Worldwide [Change Language](#)

INTERCONTINENTAL : ENTRY POINTS



STRENGTHS

- Access to enrollment and authentication flows from module on home page

WEAKNESSES

- Access to enrollment and authentication flows from header on interior pages is an inconsistent experience

The screenshot displays the IHG website's Priority Club Rewards page. At the top, there is a navigation bar with links for Reservations, Meetings & groups, Packages, Customer care, Corporate information, and Careers. A search bar for Language/Country is also present. Below the navigation, a banner promotes the Priority Club Rewards program, highlighting benefits such as over 4,500 locations worldwide, points that never expire, and no blackout dates for reward nights. A 'Learn More' button is provided. The main content area is divided into several sections: a 'Sign In' section for existing members, a 'Find an IHG Hotel' search form with fields for City, Address, Attraction, Airport, Route, Country, Check-in/Check-out dates, and Adults/Children/Rooms; a 'Redeem Points For Stay' section with a 'Find Hotel' button; and a 'Lowest Internet Rate Guarantee' section. On the right, there are 'Featured Offers' and an 'Email Offers' sign-up section. The footer contains a grid of links for Corporate Information, Top Hotel Destinations, Hotel Packages, Affiliation Rates, and Priority Club Offers, along with logos for IHG brands and a TRUSTe security seal.

INTERCONTINENTAL : ACCOUNT FLOWS



STRENGTHS

- Enrollment form is relatively short

WEAKNESSES

- Multiple enrollment forms seem to be available to set up the same type of account
- Activation flow is hard to get to

PRIORITY CLUB REWARDS

Reservation | Member Benefits | Meetings & Events | Customer Support

Earn Points/Miles | Redeem Points | Offers | Partners | Voted #1

JOIN PRIORITY CLUB® REWARDS

With more than 4 400 hotels worldwide, your membership in Priority Club Rewards gives you more locations to choose from no matter where or when you travel. As the number one hotel loyalty program in the world, we've made it easier to join, easier to earn points, and easier to redeem points for amazing rewards. In other words...we've made it easier for you to go anywhere, anytime. Enjoy.

To begin your membership, please complete the form below.

* Indicates required field

Account Information

Country of Residence *

Title

First Name *

Last Name *

Email Address *

Verify Email Address *

Why do we collect your email address?

Create PIN (4-digit number) *

Make note of your PIN for future use.

ig Address

ew membership materials will be mailed to you after your first stay with us.

ess Type * Residence Business

Address *

*Additional Address Information

own *

ty/Province/State

Code

and Conditions

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

am at least 18 years old and lawfully able to accept these Terms and Conditions.

[Join Now](#)

TRUSTE

is & Conditions | Terms of Use | Privacy Statement | Hotel Development | Corporate in Program | A&C | Blog | RSS | InterContinental | Crowne Plaza | Hotel Indigo | n Europe | Staybridge Suites | Candlewood Suites

PRIORITY CLUB REWARDS

Reservation | Member Benefits | Meetings & Events | Customer Support

Earn Points/Miles | Redeem Points | Offers | Partners | Voted #1

JOIN NOW

Who says you can't have it all?

Easier to earn points, easier to redeem them for cool rewards and easier to belong... it's the travel rewards club you've always wanted. With more than 4,200 hotels to choose from, the largest selection of hotel locations in the world... you'll find Priority Club® Rewards makes it easy wherever you travel.

1. Personal Information *required information

Title

*First Name: Middle Name:

*Last Name: Suffix:

Contact Information Help

*Preferred Mailing Address: Business Residence

*Street Address:

If business is preferred address, enter business name above.

*Street Address (continued):

*City:

Required/Required for US/CA only

Non-US/Canada State/Province:

You may enter your State/Province here if your country is not US or Canada.

ZIP / Postal Code:

*Country:

*PIN:

*Verify PIN:

I certify that I am at least 18 years of age.

[Next](#)

TRUSTE

Desk Office | Home & Travel | Hotels | Member Terms & Conditions | Terms of Use | Privacy Statement | E-mail Management Center | Travel Development | Corporate Information | Travel Services | Corporate Rates | Rewards Program | Hotels | InterContinental | Crowne Plaza | Hotel Indigo | n Europe | Staybridge Suites | Candlewood Suites

INTERCONTINENTAL : BOOKING



STRENGTHS

- The ability to authenticate appears at the very beginning of the enrollment form

WEAKNESSES

- Multiple flows for the same enrollment process

The screenshot displays the InterContinental website's booking interface. At the top, the IHG logo and 'Priority Club' branding are visible. The main content area is titled 'CHICAGO MAGNIFICENT MILE' and includes a 'Reservation Desk' with options for 'Select: Preferences', 'Hotel', 'Room Rate', 'Guest Information', and 'Confirmation'. Below this is a 'Priority Club Members Sign In' section with a 'Login' button. The 'Guest Information' section contains a form for entering personal details, including name, address, phone number, and email. A 'Confirm Reservation' button is located at the bottom right of the form. A sidebar on the left provides 'Travel Dates' (Arrival: Tue 1 Feb 2011, Departure: Mon 7 Feb 2011, Nights: 6) and 'Change Your Current Selections' options. The footer contains various links such as 'Press Office', 'Careers', 'Phone & Email', and 'Hotels'.

INTERCONTINENTAL : ADDITIONAL CONSIDERATIONS



STRENGTHS

- Activation flow available from header drop down for some brands
- Enrollment is available in several languages

WEAKNESSES

- Activation flow can be tricky to get to

The screenshot displays the Priority Club Rewards website interface. At the top, there are navigation links for 'Join Now!', 'Learn More', and 'Don't remember me.' A dropdown menu is open, showing options for 'Reservation', 'Member Benefits', 'Meetings & Events', and 'Customer Support'. Below this, the 'ACCESS YOUR MEMBER PROFILE ONLINE' section is visible, with a list of options for logging in or creating a new account. The 'CREATE YOUR PIN' section is the primary focus, featuring a form with fields for 'Your Priority Club® member number', 'Your ZIP/Postal Code', 'First Name', and 'Last Name'. There are also fields for 'New PIN' and 'Verify PIN'. A checkbox indicates the user's age: 'I certify that I am at least 18 years of age.' The 'Submit' and 'Cancel' buttons are at the bottom of the form. The website footer contains various links such as 'Press Office', 'Phone & Email', 'Hotels', 'Member Terms & Conditions', 'Terms of Use', 'Privacy Statement', 'Email Management Center', 'Hotel Development', 'Corporate Information', 'Hotel Directory', 'International Sites', 'Affiliate Program', 'Mobile Apps', 'IHG', 'InterContinental', 'Crowne Plaza', 'Hotel Indigo', 'Holiday Inn', 'Holiday Inn Express', 'Staybridge Suites', and 'Candlewood Suites'. The copyright notice is '©2001-2011 IHG. All rights reserved. Most hotels are independently owned and operated.'

STRENGTHS

- Can access account flows from primary navigation

WEAKNESSES

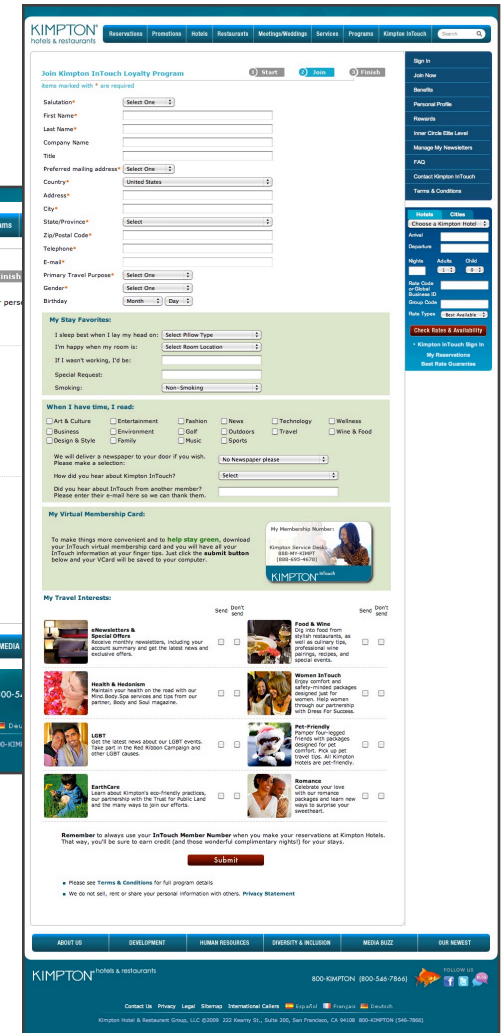
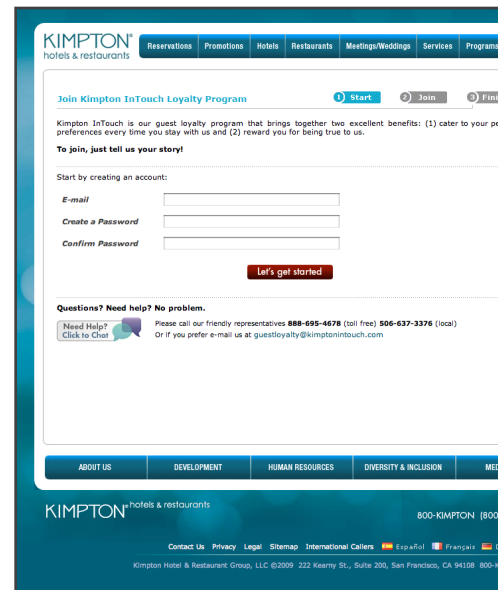
- Can't authenticate directly from home or other pages
- At least three links to the Kimpton InTouch informational page from the primary navigation

KIMPTON : ACCOUNT FLOWS



STRENGTHS

- Enrollment flow is broken into steps
- Most of the form falls under the second step, but information is grouped manageably
- They make it fun

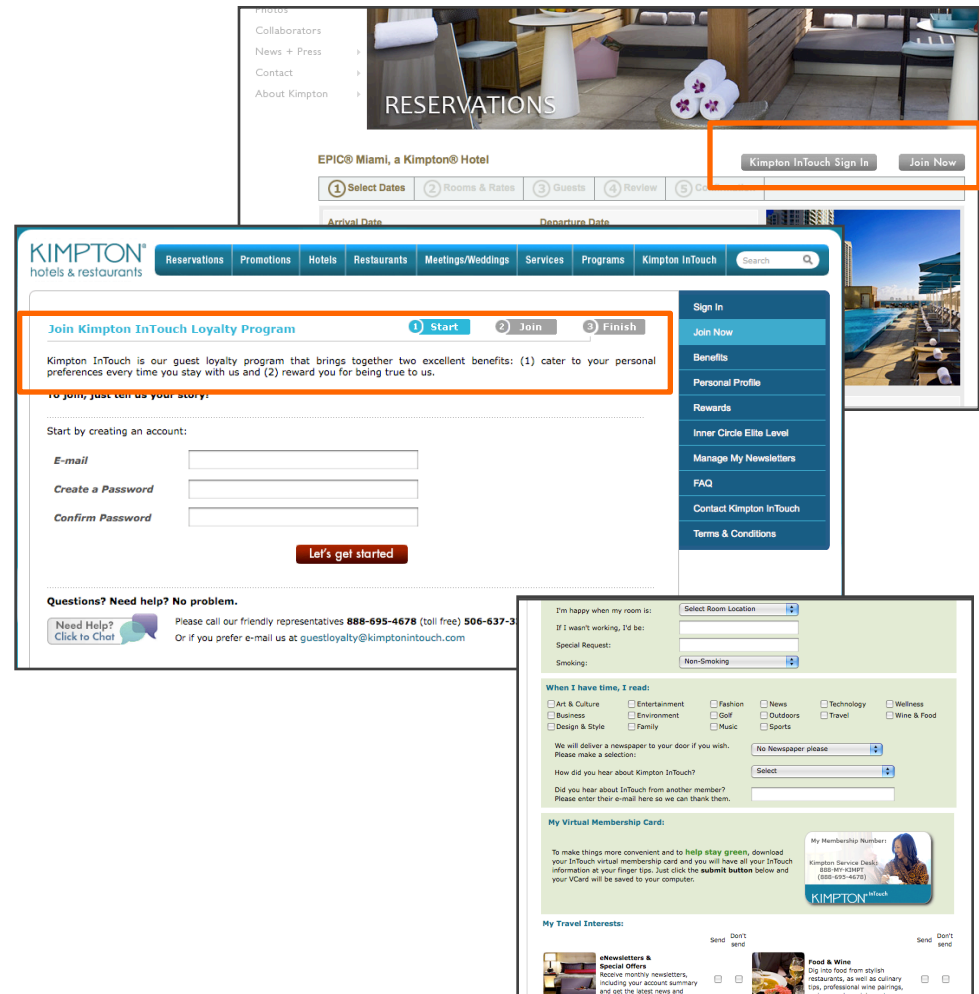


STRENGTHS

- Clear call-to-action to either authenticate for their rewards program or enroll within the booking path
- Provides a thoughtful 3-step enrollment process focused on understanding guest preferences

WEAKNESSES

- Specific benefits could be articulated more clearly



KIMPTON : ADDITIONAL CONSIDERATIONS

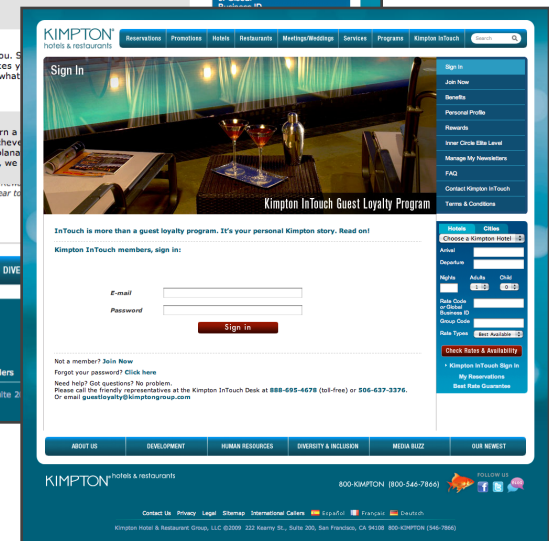
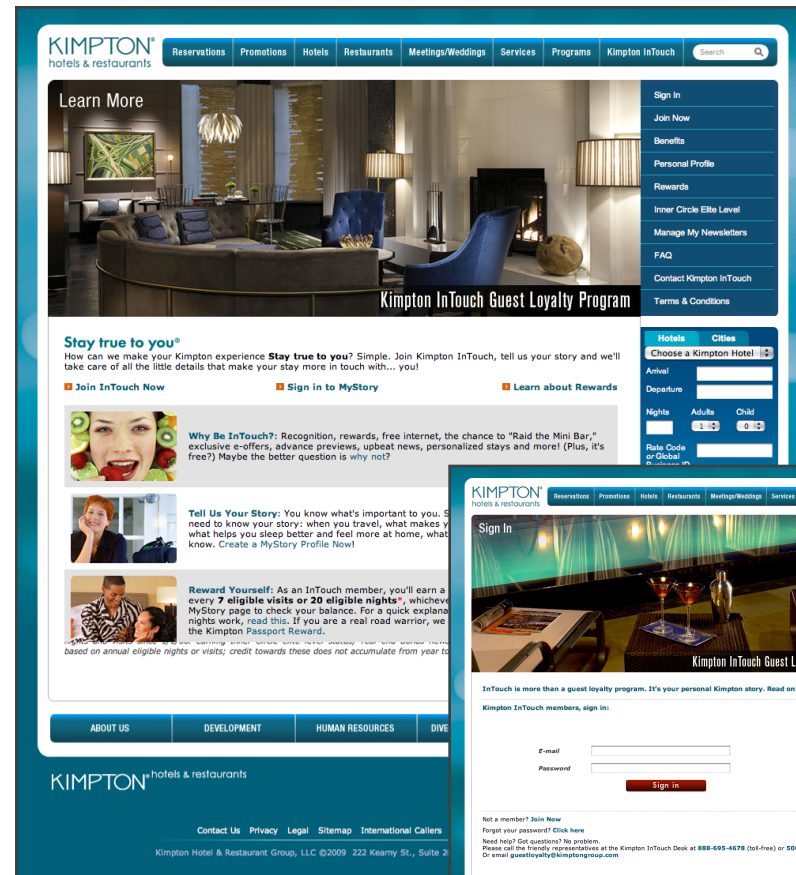


STRENGTHS

- Good presentation of benefits content

WEAKNESSES

- Lack of ability to authenticate from most pages of the site
- Limited language support



STRENGTHS

- Access to enrollment and authentication flows from module on home
- Access to benefits section from home
- Login module on left side of interior pages gives access to enrollment and authentication flows

WEAKNESSES

- Access to account from header is a static link

The screenshot displays the United Airlines website interface. Key elements include:

- Header:** United logo, navigation links for "My profile", "Worldwide sites", and "Customer service". A search bar is present with the text "Type your question... Ask".
- Navigation:** Dropdown menus for "Planning & booking", "Reservations & check-in", "Mileage Plus", and "Services & information".
- Main Content:**
 - Flights Section:** Includes "BOOK FLIGHT" and "REDEEM MILES" buttons, along with fields for "From", "To", "Departing", and "Returning".
 - Log in Module:** Located on the right side, it contains fields for "Mileage Plus # or email address" and "Password", with a "Log in" button.
 - Introduction:** A section titled "Introducing bundles" with a "CHOICEMENU" and promotional text.
 - Why united.com?:** A central section with "Top reasons" such as "Low Fare Guarantee", "Online check-in", "No booking fees", and "No cancellation fees".
 - United news and deals:** A section on the left with various offers like "E-Fares: Save on weekend getaways" and "Marriott MegaMiles".
 - Premier Travel:** A section on the right promoting "Opt for more comfort, more legroom and less waiting."
 - Mileage Plus Card:** A promotional image for the Mileage Plus Visa card, offering "Earn up to 30,000 Bonus Miles and no annual fee the first year".
- Footer:** Includes "United Air Lines, Inc.", "Stay connected to United:" with links for "Mobile", "Facebook", and "Twitter", and "A STAR ALLIANCE MEMBER".

STRENGTHS

- Enrollment flow gives access to activation flow and vice versa
- Enrollment and activation forms are consistent

WEAKNESSES

- Enrollment and activation are so similar they could be combined

The image displays two screenshots of the United Mileage Plus website. The top screenshot shows the 'Join Mileage Plus' page, which includes a form for personal information (Title, First name, Middle, Last name, Suffix, Address type, Address, City, State, ZIP code, Country, Phone number, Birth date) and a 'Why join?' section. The bottom screenshot shows the 'Create your united.com profile' page, which includes a form for existing members (Mileage Plus number, Title, Address type, Address, City, State, ZIP code, Country, Phone number, Birth date, Password, Security question, Security answer). A red box highlights the 'Mileage Plus number' field in the bottom screenshot.

STRENGTHS

- Ability to authenticate during booking flow to have profile information populated into booking fields
- Ability to auto-enroll once information has been entered

Hotel links: Getting started Sign in My Travel My Profile Contact Support

Hotel links: Getting started Sign in My Travel My Profile Contact Support

Already a registered user? Note: Travel services for united.com Hotels are provided through an agreement with WWTG.

New united.com Hotels user? Don't want to create an account? Access an itinerary created as a guest

UNITED My profile Workbooks sites Customer service

Planning & booking Reservations & check-in Mileage Plus® Services & information Search site

Looking for Continental Address services? Visit continental.com Shop for flights Special deals

Review Itinerary Review itinerary details and enter passenger information. Are you a Mileage Plus Member?

Flight info: Chicago, IL (ORD) Miami, FL (MIA) Depart: 08:00 PM Arrive: 10:10 PM Fare: 379.40 USD Cabin: Economy (Y)

Miami, FL (MIA) Chicago, IL (ORD) Depart: 08:00 AM Arrive: 09:19 AM Fare: 21.40 USD Cabin: Economy (Y)

Fare summary: Name: Adult1 Fares: 358.00 USD Additional taxes and fees: 21.40 USD Fare subtotal: 379.40 USD

Passenger information (Required)

Mileage Plus® members: Please log in to associate the itinerary with your Mileage Plus account and earn miles. The passenger information stored in your United.com profile will then be filed in below. Login Help? Contact Us? Forgot my password?

Mileage Plus number (or email address) Password Login

Remember me

Passenger information: Please verify that your traveler name matches the name on your government issued identification documents. (Given & Surname, Middle Initial, Last name)

Adult1 Title First name* Middle Initial/Name Last name* Suffix* (Optional)

Frequent flyer airline: United Frequent flyer number: (Optional)

Mail request: Standard (Optional)

Special request (not available for all partner airlines)

The following fields are required for check-in due to the Transportation Security Administration's (TSA) Secure Flight program. Use TSA advisory notice.

Date of birth* Month Day Year (Optional)

Gender* Select (Optional)

Do you have a redress number? What is it? (Optional)

Phone number: Home, work, or cell Contact number while traveling

Email: Email address for confirmation* Verify email address* (Optional)

Share the Itinerary (enter email address) Add another email address

Select seats

STRENGTHS

- Enrollment benefits are well presented on the Why united.com page

The image displays two screenshots of the United website interface. The top screenshot shows the 'Why united.com' page, which features a navigation bar with options like 'Planning & booking', 'Reservations & check-in', and 'Mileage Plus'. Below the navigation, there's a 'Login' section with links for 'Not a member?' and 'Sign up now'. The main content area is titled 'Why united.com?' and includes a large illustration of a family. To the right, there's a section titled 'Book, manage and check in for your travel at united.com' with a 'Book flights' button. Below this, there are 'Top reasons' listed: 1. Low Fare Guarantee, 2. Online check-in, 3. No booking fees, and 4. No cancellation fees. To the right of these reasons is a 'Simplify your travels' section with buttons for 'Book flights', 'Manage my reservations', and 'Check in'. At the bottom of this page, there's a 'PayPal is now accepted on united.com' banner and a 'Mileage Plus has a new look' section.

The bottom screenshot shows the 'Retrieve your password' page. It has a similar navigation bar. The main heading is 'Retrieve your password' and the sub-heading is 'Forgotten password retrieval'. There's a 'Login' section with 'Not a member?' and 'Sign up now' links. The main content area has a form with the label 'Please enter your Mileage Plus number:' and a text input field. Below the input field is a 'Continue' button. There's also a link for 'Forgot your Mileage Plus number?'. At the bottom of the page, there's a footer with 'About United', 'Investor relations', 'Business resources', 'Careers', and 'Site map'.

Find your Mileage Plus number [Help](#)

You can search for your Mileage Plus number online using either your email address or your name and address.

Search for my Mileage Plus number using my email address.

Email address

The email address you enter will be used only to find your Mileage Plus account number.

Search for my Mileage Plus number using only my name and address.

[Continue](#)

AMERICAN AIRLINES : ENTRY POINTS

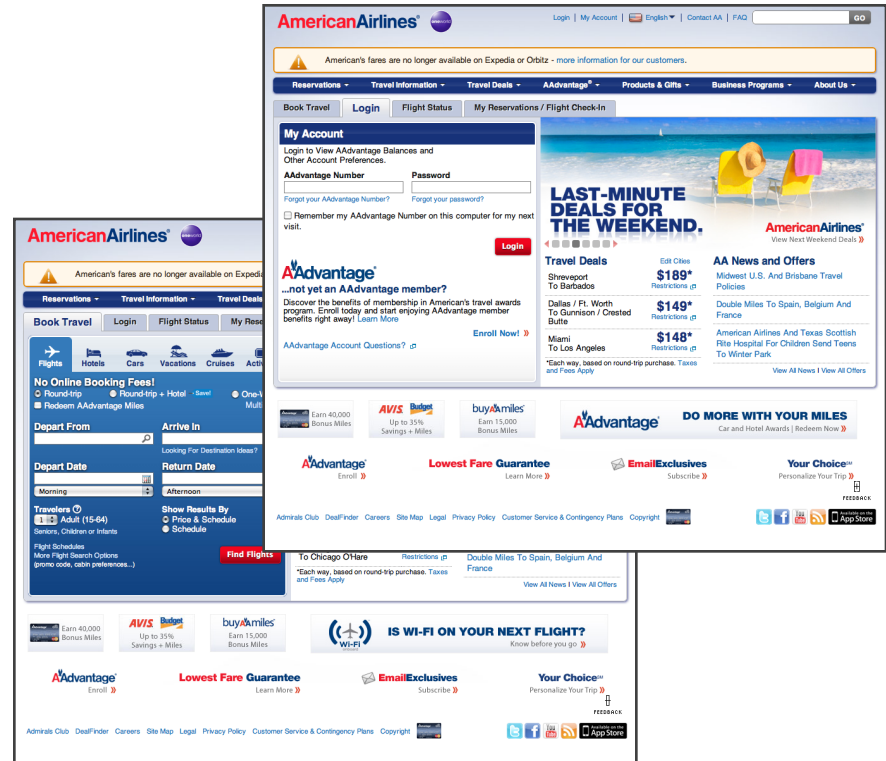


STRENGTHS

- Access to enrollment and authenticate from module on home page

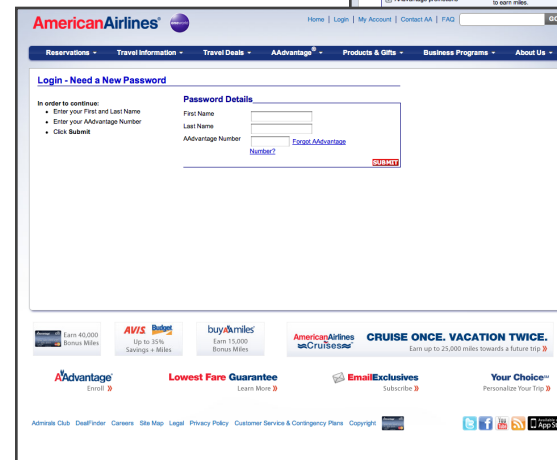
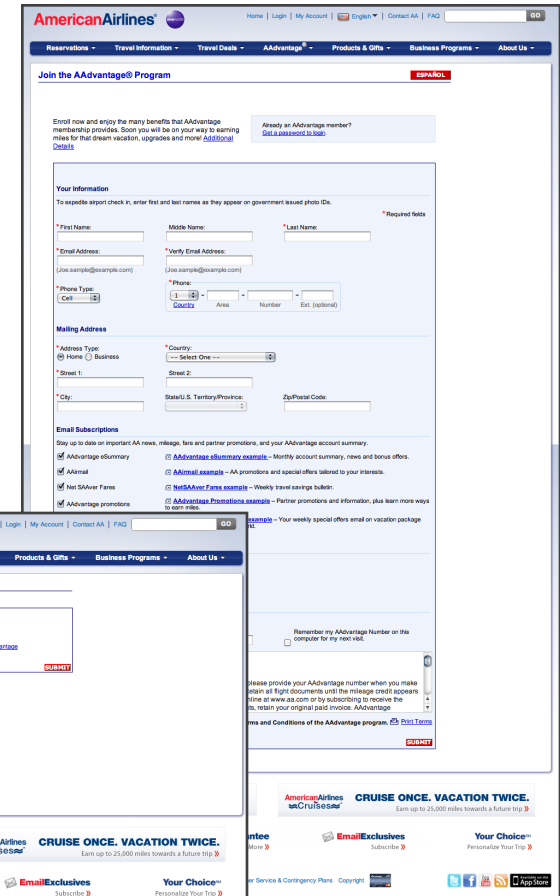
WEAKNESSES

- Static link in header



WEAKNESSES

- Layouts are longer than necessary and potentially confusing to users
- No activation flow



STRENGTHS

- Clear opportunities to authenticate into the rewards program/redeem rewards for current members

WEAKNESSES

- No clear call to action to enroll in the rewards program
- No communication of rewards program benefits

The screenshot shows the American Airlines website interface. At the top, there's a navigation bar with 'American Airlines' logo, 'Login | My Account | Eng', and a warning banner: 'American fares no longer offered on Orbitz, Expedia and its subsidiary, Hotwire - more info'. Below this is a menu with 'Reservations', 'Travel Information', 'Travel Deals', 'AAdvantage', and 'Products & Services'. A 'Book Travel' section includes 'Login', 'Flight Status', and 'My Reservations / Flight Check-In'. The main content area features 'No Online Booking Fees!' and a 'Redeem AAdvantage Miles' button highlighted with an orange box. Below this is a flight search form with 'Depart From' and 'Arrive In' fields. A table of flight options is shown below, with the first row highlighted: AA 321, 11:00 AM LGA, 12:40 PM ORD, \$111, \$253, \$477, \$767, \$938. Below the table is a pagination link: 'Page 1 from \$111 | Page 2 from \$111 | Page 3 from \$111 | Page 4 from \$111 | View All Results'. A modal window titled 'Optional Login' is open, containing two sections: 'AAdvantage members: To continue the booking process using your saved preferences, please login below.' with fields for 'AAdvantage Number' and 'Password', and a checkbox 'Remember my AAdvantage Number on this computer for my next visit.'; and 'Continue Without Login: If you do not wish to Login or you do not have an AAdvantage Membership.' A large 'OR' is placed between the two sections. At the bottom right of the modal is a 'CONTINUE' button. Links for 'Forgot/Need Password?', 'Forgot AAdvantage Number?', and 'Password Help FAQs' are at the bottom left of the modal.

AMERICAN AIRLINES : ADDITIONAL CONSIDERATIONS



STRENGTHS

- Site is available in several languages

WEAKNESSES

- Account activation flow is unavailable

*Findings &
Recommendations*

Several key topics emerged from the observations as relevant to consider when addressing Hyatt Gold Passport account flows

- Navigation to account flows should be easily accessible to users as appropriate
- Content about Hyatt Gold Passport should be accessible and compelling
- Forms should require no more or less information from users than necessary
- Enrollment process can be better organized and may differ depending on user flow and channel
- Functionality and content should be consistent across Hyatt
- Labels for account flows should be consistent and intuitive

Navigation to account flows should be easily accessible to users as appropriate

- The site should provide ample points of access to account flows.
- Links to account flows should be consolidated in the same areas – such as the persistent header module, account module on the Hyatt Gold Passport page etc.
- Cross links should appear so that users who start down the wrong flow can switch to the correct flow.
- It is beneficial to users to have the option to enroll when they are already entering in information for other purposes, such as during the booking flow.

SUPPORTING FINDINGS

- While links to enrollment and authentication are common across sites, there are inconsistencies regarding interactions and placement.
- The differences between enrollment and activation are sometimes as slight as just one or two questions different.

Content about Hyatt Gold Passport should be accessible and compelling

- Information about loyalty programs should be compelling and of sufficient quality and quantity.
- It should cite examples of benefits that are real and specific.
- Limited benefits content – highlights – should be pulled into the account and booking flows with clear links to the more extensive content.
- If there are different flows for different types of account activity – such as enrollment versus authentication – these differences should be clarified for users when possible.

SUPPORTING FINDINGS

- All of the sites considered feature areas of content in which the benefits of membership are specified.
- For some sites, this content is thorough and compelling. For most sites, compelling content is brief or non-existent.

Forms should require no more or less information from users than necessary

- Breaking flows into distinct areas of questions may obviate the need to break them into multiple pages.
- Where possible, forms should be shortened to their bare essentials. They should ask users only for information that is immediately actionable and will improve the user experience.
- While some sites ask users for information such as social security numbers and bank accounts, most rely on less objectionable information such as email address for activation, account number retrieval, etc.
- Most sites create one-to-one relationships between emails and unique accounts.

SUPPORTING FINDINGS

- Many of the sites considered do not break down account flows into distinct steps and multiple pages.
- Hyatt flows ask users for information that we know may not be currently used.
- (See also chart on next slide)

FINDINGS & RECOMMENDATIONS : FORMS : CHART



	Initial Security Credentials (When Loyalty Number is Known)	Information Required for Loyalty Number	Profile Information	Alternate Path
Marriott	First Name, Last Name, Rewards Number, Country, Zip/Postal Code (Required for USA)	Alternative process for Rewards Number is email address entry	Activity, address, phone, date of birth, credit card	Email Address or Rewards Number
Starwood	Last Name, Member #	Alternative process for SPG Member Number is email address entry	My Stays, address, language, credit card	Email Address or SPG Member Number
Hilton	Username or Hhonors #, Email address	Alternative process is contact Customer Service	Stays, phone, address, credit card	
InterContinental	First Name, Last Name, Priority Number, Zip/Postal Code, New PIN, Verify PIN	Alternative process for Priority Number is email address entry	Activity, address, phone, passport, date of birth, PIN, credit card	Email Address or Priority Number
Accor	Email address	Email address	N/A	
United	The Name and Address information you provide must match the Current Mileage Plus information	Search for your Mileage Plus using your email address or Search by Name and Address	Activity, cell, email, home, business, pager, fax, address, date of birth, sex, credit card, companion	
American	First Name, Last Name, AAdvantage Number	Process for for Aadvantage # is entry of email address, First Name, Last Name	Activity, cell, email, home, business, pager, fax, address, date of birth, sex, credit card, Bank account for E-Check , companion	
Southwest	First Name, Last Name, Acct. #, Zip Code	First Name, Last Name, State, Zip Code, Date of Birth	Activity, cell, email, home, business, pager, fax, address, date of birth, sex, credit card, SSN	

Enrollment process can be better organized and may differ depending on user flow and channel

- Long processes like enrollment should be better organized so that related questions are grouped together. Questions that are related to account versus profile should be differentiated.
- It should be clear to users what is mandatory and what is optional information.
- Enrollment can be a longer process when users have specifically chosen to enroll from the web
- Enrollment can be a quicker process when users are coming in from other flows such as booking or other channels such as mobile

SUPPORTING FINDINGS

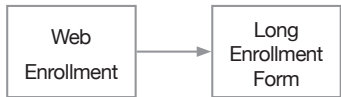
- Across sites, many of the questions asked during enrollment flows are also asked during booking flows.
- (See also chart on next slide)

FINDINGS & RECOMMENDATIONS : ENROLLMENT : CHART



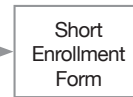
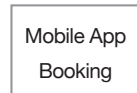
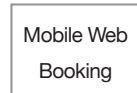
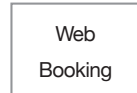
	REQUIRED INFORMATION FOR JUST BOOKING	REQUIRED INFORMATION FOR JUST ENROLLMENT	REQUIRED INFORMATION FOR BOTH	OPTIONAL INFORMATION FOR BOOKING	OPTIONAL INFORMATION FOR ENROLLMENT
Hyatt	Search Options Location Dates Hotel / Room / Rate Credit Card Cancellation Policy	Password	Name Address Email Phone	Room Preferences Airline Information Gold Passport #	Username Mobile Phone Customer Type Preferred Language Preferred Format
Marriott	Search Options Location Dates Hotel / Room / Rate Credit Card	Password Rewards Program Options	Name Address Email	Room Preferences Marriott Rewards # Company Telephone Comments	Promotion code Phone
Hilton	Search Options Location Dates Hotel / Room / Rate Credit Card Phone	[None]	Name Address Email	Room Preferences Special Accounts Company Hhonors # Tell us about your Travel Comments	[None]

FINDINGS & RECOMMENDATIONS : ENROLLMENT : CONCEPT



Long Form

When users explicitly choose to enroll in Hyatt Gold Passport, they will be more willing to invest the time in filling out account information as well as profile information.

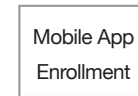
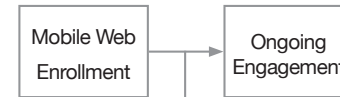


Short Form

When users are standing at a kiosk or speaking with a representative over the phone, the enrollment process should be as short as possible and focus on account information.

If the user is in the middle of the booking process, the site should make it as easy as possible for users to auto-enroll and quickly get back to booking.

The first time users sign in to their account through the web they can be prompted to complete their profile information.



Ongoing Engagement

For channels such as mobile, the structure of the enrollment process may allow users to complete a short form to start and then collect additional information gradually over time, rather than all at once on first enrollment or explicitly at time of first sign in.

Functionality and content should be consistent across Hyatt

- The unique and sophisticated voice of the Hyatt brand should be conveyed by all pages, even account forms.
- The user experience should be consistent between account flows and the rest of Hyatt.com.
- Hyatt is currently doing a great job with internationalization. As new solutions are created, Hyatt should continue to offer them in all of the Hyatt Gold Passport languages.
- Ultimately, all functionality should follow this pattern of consistency across languages – including account flows, booking flows, etc.

SUPPORTING FINDINGS

- Many of the sites look dated and off-brand.
- Forms and account flow pages often have a very different look and feel than standard pages.
- Some sites support account flows in multiple languages, but the experiences are often not consistent across languages. Several different page templates may be applied in different languages.

Labels for account flows should be consistent and intuitive

- Hyatt labeling is moderately consistent, but should be more consistent where possible. “Forgot Password” versus “Forgot Your Password” is unnecessary variation.
- Variation is acceptable if context calls for it. “Join Hyatt Gold Passport” is appropriate for a link whereas “Join Now” is more appropriate for a button.
- Activation should be labeled “Activate Account”. While other sites use labels such as “Need Password”, this may be difficult for users to differentiate from Forgot Password flow.

SUPPORTING FINDINGS

- Some sites are internally inconsistent regarding the labels they use for account flows, but some labels are consistent even across sites. For instance, all of the hotel competitors refer to authentication as sign in.
- (See also chart on next slide)

FINDINGS & RECOMMENDATIONS : LABELS : CHART



	AUTHENTICATION	ENROLLMENT	ACTIVATION	FORGOT PASSWORD	AUTO-ENROLL
Hyatt	Sign In	Join Hyatt Gold Passport Join Now	[Not Available]	Forgot Password Forgot Your Password?	[Not Available]
Marriott	Sign In	Join Marriott Rewards	Set up online password	Forgot Password?	Not a member yet? Enroll now
Starwood	Sign In	Join Now	Activate account	Retrieve password	Not a Starwood Preferred Guest?
Fairmont	Member Login Sign In Log In	Enroll	Activate account	Click here if you forgot your password?	[Not Available]
Hilton	Sign in	Register	[Not Available]	Forgot Password?	I would like to create an account
InterContinental	Sign In! Log in	Join Now!	Forgot/Need PIN#? Create a PIN	Forgot/Need PIN#?	[Not Available]
Kimpton	Sign In	Join Now	[Not Available]	Forgot your password? Click here	[Not Available]
United	Log in	Join Mileage Plus	Need password?	Forgot password?	Join Mileage Plus now Enroll me in Mileage Plus
American	Login	Enroll Now! Join the Aadvantage Program	[Not Available]	Forgot your password? Need a New Password	Enroll instantly at the end of making your reservation

Thank You.