

American Express

Butterfly Sitelet - Product Information Page

Wireframes

29 September, 2005

Wireframes - V1

DIGITAS

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PERSONAL CARDS

Manage Your Account | Offers | Shopping | Rewards | Entertainment | More About Your Card | Apply for A Card

WHERE TO USE


tellus vel tell us dapibus porta. Etiam quis risus a odio imperdet.

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Activate Butterfly



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BUTTERFLY IS

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Butterfly FAQs

Gold Card Benefit

| | | | |
|---|---|---|---|
| Travel > | Shopping > | Lifestyle > | See Others > |
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Shared Card Benefit

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footer

Page Description:

1. **Primay Messaging Area:** Displays the focal features of the Butterfly Card. The messaging will inform users how and where to use Butterfly and excitement about this unique product.
- 2, 3, 4. **Quick Links:** The quick links provide navigation to the flash demo of Butterfly, the card activation, and the FAQs page for users who arrived at this page via welcome kits.
5. **Branding Element:** A strong graphic element used for expressing the uniqueness and individual brand of the Butterfly Card.
6. **Exclusive Benefits and Up-sell:** Displays Card benefit names with explanatory text and links to details of those benefits. This section should be used to highlight benefits unique to the Gold Card (Rewards Gold, Rewards Plus, and Rewards Preferred) wherever possible.
7. **Other Card Benefits:** Displays benefits not highlighted in other sections of the page, relevant acquisition messages and a link to the Card Benefit Listing page. Benefits should be displayed using the order,
 - Loyalty
 - Revenue
 - Servicing
 - Acquisition

VISUAL DESIGN KEY


- 1 Priority
- ★ Fixed

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2 [Go to Demo >>](#) [Activate Butterfly >>](#) [FAQs >>](#)



3

1 **WHAT IS ...**


tellus vel tell us.dapibus porta. Etiam quis risus a odio imperdet. tellus vel tell us.dapibus porta. Etiam quis risus a odio imperdet. tellus vel tell us.dapibus porta.

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Meet Butterfly



Watch it fly

Gold Card Benefit 4

| | | | |
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| Travel > | Shopping > | Lifestyle > | See Others > |
| | | | |

Shared Card Benefit 5

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View Butterfly Demo >>

Activate Butterfly Now >>

Go to Butterfly FAQs >>

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| Travel > | Shopping > | Lifestyle > | See Others > | | |
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