

American Express

OPEN SAVINGS - LANDING PAGE

Final Wireframes

High-Level Design - Non-secure Area

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OPEN SAVINGS: Landing Page

OS PARTNERS AREA

All the partners are grouped into three categories as below.
 Note 1: See page 6 for the partners' list in the current website.
 Note 2: The number of categories can be expanded up to five into one screen, corresponding to increases of OS partners in the future. When there are more than 50 partners, a search function is recommended.

Everyday Expenses

1. Staples (leaving 1/31/06)
2. FedEx
3. FedEx Kinko's
4. AT&T
5. United Health Allies
6. 1-800-flowers.com
7. USA Today

Travel and Dining

1. Hertz
2. Hyatt (joining Sept. 05)
3. Marriott Brands (joining Sept. 05)
4. Ruby Tuesday's (joining Sept. 05)

Business Services

1. ExpensAble
2. Constant Contact
3. Ceridian
4. Administaff
5. Business Filings
6. LogoWorks
7. Intuit (joining Oct. 05)

The screenshot shows the 'SMALL BUSINESS' section of the OPEN SAVINGS website. At the top, there is a navigation bar with links for HOME, PERSONAL CARDS, FINANCIAL SERVICES, TRAVEL, SMALL BUSINESS (selected), CORPORATIONS, and MERCHANTS. Below this is a sub-navigation bar with links for Manage Your Account, Apply for a Card, Loans & Lines of Credit, Rewards & Benefits, and Business Resources. The main content area is divided into several sections:

- OPEN SAVINGS:** A text block explaining the benefit, with buttons for 'View Your Savings' and 'Apply Today for Business Card'.
- FEATURED SAVINGS:** A section with logos for HYATT and Marriott, each with a yellow triangle icon indicating a dynamic feature.
- VIEW BY CATEGORY:** A section with a search bar and 'View All' link, containing three rows of partner cards:
 - Everyday Expenses:** FedEx (Save 5% Express and Ground Shipping), STAPLES (Save 2% Office Supplies), AT&T (Save 5% Local and Long Distance), USA TODAY (Save 10% 12 Month Subscription).
 - Travel and Dining:** Hertz (Save 5% Car Rentals), HYATT (Save 2% Hotel), Marriott (Save 5% Hotel), Ruby Tuesday's (Save 5% Casual Dining).
 - Business Services:** ExpensAble (Save 25% Expense Reporting), Constant Contact (Save 15% Email campaign Management), CERIDIAN (Save 20% Payroll Preparation), Administaff (Save 25% Human Resource Outsourcing).
- ADMINISTAFF:** A section with the text 'Human Resources www.administaff.com' and 'Terms and Conditions'.
- CROSS CELL:** A section at the bottom of the main content area.

Annotations on the right side of the page identify key areas:

- FEATURED AREA:** Points to the 'FEATURED SAVINGS' section, noting it displays top OS partners with high name recognition by flash animation, rotating two to three different features.
- ENGAGEMENT AREA:** Points to the 'ADMINISTAFF' section, noting it drives users to log in or apply.
- Another annotation points to the 'Terms and Conditions' text, noting that when users mouse down or click to one of the partners, the right column displays the terms and condition within the same page.




- Dynamic - personalized based on what we know about the visitor. Update content monthly, quarterly, or annually
- Flash Animation or Interactive Widget
- Future Element

OPEN SAVINGS: Landing Page

OS PARTNERS AREA:
VIEW ALL
All the partners are displayed under each categories.

This link allows the users to print a screen with all the partners with logos.

This link leads to each partner's site. Immediately after clicking this, a warning pop-up window shows up, indicating that users are leaving the American Express Web site (see pg. 5).

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-  Future Element

OPEN SAVINGS: Landing Page

OPEN SAVINGS

OPEN Savings is a built-in benefit of your Card, so all you have to do is use your Card to save. The savings are automatically listed on your monthly statement. And you can add OPEN Savings to any other discount you already have.

[View Your Savings](#) / [Apply Today for Business Card](#)

VIEW ALL [View By Category](#)

Everyday Expenses

logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.
logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.

Travel and Dining

logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.
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Business Services

logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	<p>Save 25 % Human Resource Outsourcing</p>
logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	logo	AOEIWL luoien laluem dlwoal thos.	

ADMINISTAFF




Human Resources
www.administaff.com

Terms and Conditions
Payment of the enrollment fee must be made with an American Express® Business Card. Participation and offers are subject to change without notice. Only valid in the US and directly through the American Express website. Terms and conditions apply.

[Go to ADMINISTAFF](#)

CROSS CELL

When users mouse down each thumbnail, the box and the content (logo & description) will be expanded as shown. It is recommended to implement this area with dynamic actionscript which can give smooth preview and transition.

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-  Future Element

Ex. 1











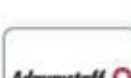





The screenshot shows a Microsoft Internet Explorer browser window displaying the Administaff website. The address bar shows the URL <http://www133.americanexpress.co...>. A warning window is open in the foreground, titled "OPEN FOR BUSINESS", with the text: "You are leaving the American Express website. The American Express Rules and Regulations, Privacy Statement, and Corporate Entity Disclosures are not applicable on our partner websites." and a "Close Window" button. The website content includes the Administaff logo, a navigation menu with links for Home, About HR Outsourcing, Our Services, Case Studies, Company Information, and Contact Us. A main banner features a photo of Arnold Palmer with the text: "Small business is good for America. Administaff is good for small business." and "Arnold Palmer, Small Business Legend". To the right, a blue box titled "Increase your competitive advantage with Administaff." lists benefits: Administrative Relief, Big Company Benefits, Reduced Liabilities, and A Systematic Way to Improve Productivity. Below this is a section "Is Administaff Right for Your Company?" with a video link "Watch 'Five Reasons To Choose Administaff'" and a "Take our Company Profile Test" link. A "Company Information" section lists links for About Administaff, Investor Relations, Corporate Governance, News Center, and Careers @ Administaff. The footer contains the slogan "Small business is good for America. Administaff is good for small business.™", a breadcrumb trail, copyright information "© 2005 Administaff. Privacy Policy :: Site Map", and the tagline "We take care of your people. So you can take care of your business.®". The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock at 11:10 AM.

Ex. 2

http://www133.americanexpress.com/osbn/Landing/savewithpartners.asp?us_nu=dd

OPEN SAVINGSSM
NO COUPONS. NO CODES. NO KIDDING

Just pay with your American Express[®] Business Card at these businesses and see the savings appear automatically on your next statement.

 > SAVE 5% Car Rentals <small>See Terms</small>	 > SAVE 5% Local and Long Distance <small>See Terms</small>
 > SAVE 5% Express and Ground Shipping <small>See Terms</small>	 > SAVE 5% Document Solutions <small>See Terms</small>
 > SAVE 2% Office Supplies <small>See Terms</small>	 > SAVE 5% Casual Dining <small>See Terms</small>
 > SAVE 5% Business Gifts <small>See Terms</small>	 > SAVE 40% Health Discount Program <small>See Terms</small>
 > SAVE 15% Email Campaign Management <small>See Terms</small>	 > SAVE 25% Expense Reporting <small>See Terms</small>
 > SAVE 25% Human Resource Outsourcing <small>See Terms</small>	 > SAVE 20% Payroll Preparation <small>See Terms</small>
 > SAVE 10% 12 Month Subscription <small>See Terms</small>	 > SAVE 20% Incorporate Your Business <small>See Terms</small>
 > APPLY FOR THE CARD	 > SAVE 15% Custom Logo Design <small>See Terms</small>