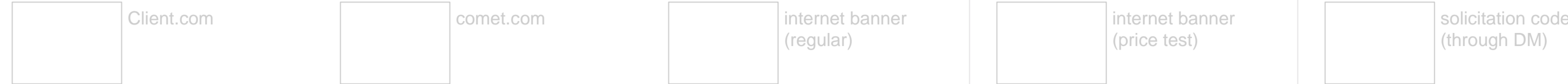


ENTRY POINTS



These entry points lead to champion pricing options.

This entry point leads to various pricing options, depending on the test.

The system will allow users to enter two invalid solicitation codes before defaulting them to the champion.

CONTENT BUSINESS RULES:
Default card settings will be determined by entry point.

Your Rewards
Earn Miles on United
Earn 5 miles for every \$1 spent!
[rules & regulations](#)

CHOOSE FROM 3 REWARDS

Your Look

CHOOSE FROM 6 DESIGNS

Your Rate
1.9% APR for 6 months
Prime + 5.9% thereafter
This rate is good if you want to transfer a balance.
[terms & conditions](#)

CHOOSE FROM 4 RATES

Cash Back!
• Earn 5% cash back when you charge your purchases at any one of these [online vendors](#).

Card Reader Technology
• Use your COMET card with a card reader to speed up online transactions.
• Your COMET card can remember all your passwords, safely and securely.

Web-Enabled Features
• Check your balance online!
• Pay your bill online!
• Customer service is just a click away!

APPLY FOR THIS CARD NOW!

user's selections are converted to a source code *linked as necessary*

SELECTION PAGES

CONTENT BUSINESS RULES:
The selections will be determined by the entry point.

<input checked="" type="radio"/> FOR PEOPLE WITH A LOW BALANCE TO TRANSFER 1.9% APR for 6 months Prime + 5.9% thereafter WHAT DOES THIS MEAN?	Your Look
<input type="radio"/> FOR PEOPLE WHO SPEND A LOT ON THEIR CARD 0 on purchase and 3.9% on balance transfers for 6 months Prime + 4.9% thereafter WHAT DOES THIS MEAN?	Your Rewards Earn Miles on United
<input type="radio"/> FOR PEOPLE WHO CARRY A BALANCE 2.9% APR for 9 months Prime + 6.9% thereafter WHAT DOES THIS MEAN?	<input type="button" value="OK"/>
<input type="radio"/> FOR PEOPLE WHO DO NOT CARRY A BALANCE no introductory rate 12.99% fixed fee WHAT DOES THIS MEAN?	<input type="button" value="OK"/>

USABILITY CONCERNS:
Linking to the other selection pages will confuse users. They may not realize they have to click OK to register their selection prior to moving to another card attribute.

Linking to the Application from the selection pages will also confuse users, leaving out a critical confirmation step in their thought process. In this flow, the selection pages should serve one purpose: allow customers to make a selection for a card attribute.

CHOOSE FROM 4 RATES

<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Your Rate 1.9% APR for 6 months Prime + 5.9% thereafter Your Rewards Earn Miles on United <input type="button" value="OK"/>
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CHOOSE FROM 6 DESIGNS

<input checked="" type="radio"/> NO REWARDS WHAT DOES THIS MEAN?	Your Look
<input type="radio"/> AIR MILES WHAT DOES THIS MEAN?	Your Rate 1.9% APR for 6 months Prime + 5.9% thereafter
<input type="radio"/> EXTRAORDINARY REWARDS WHAT DOES THIS MEAN?	<input type="button" value="OK"/>
<input type="radio"/> CASH REWARDS WHAT DOES THIS MEAN?	<input type="button" value="OK"/>

CHOOSE FROM 3 REWARDS

linked as necessary

This intermediate step is meant to eliminate concerns about losing application information should the user jump back to the selection page.

Application forms collect information and feed it to DynApp.

APPLICATION FORMS

TERMS & CONDITIONS

RULES & REGULATIONS

CONTENT BUSINESS RULES:
Each rewards program will have its own rules and regulations page.
Each rate will have its own terms and conditions page.

DYNAMIC APPLICATION