

arnoldworldwide

information architecture

CLIENT	jetBlue
PROJECT	Loyalty Program Re-design
JOB NUMBER	

DOCUMENT	Vision/Recommendation
VERSION	1.0
LAST SAVED	12/12/00 6:01 PM

FILE NAME	jetblue_schematic.vsd
AUTHOR	Deb Brown

IA Vision/Strategy

Methodology

The goal of a web-based loyalty program for jetBlue is to cement a positive image of the brand in the minds of its best customers by rewarding them for their business. And while this certainly not a novel concept in and of itself, we believe we can execute it in a way that demonstrates jetBlue's prowess in making flying simple, cheap and pleasant. To form our strategy we identified:

- User groups and their focus.
- JetBlue's Brand Essence and how that translates to online experiences.
- JetBlue's objectives for the appreciation program.

User Groups

Key attributes of Overall Target Audience:

Adults 18-54

Business travelers, family, mature market, college students

Key attributes of Appreciation Program Audience:

Loyal flyers

People who book travel online

Online Brand Experience

With this information we can extrapolate that as Internet users our audience is:

- ° Internet savvy -- They are not experts, but are comfortable with online activities.
- ° They know how to use the internet as a tool.
- ° They are familiar with online booking systems.

It follows that our audience will expect the jetBlue site to be:

- ° Smart - it knows what the user wants and gets them in and out of transactions quickly and painlessly.
- ° Straightforward, easy to use and friendly in its visual and verbal communication.
- ° Useful, so that online booking provides efficiencies as well as rewards.

Based on what our experience of the jetBlue brand we also believe the site should be:

- ° Clean - The design should be uncluttered and attractive.
- ° Modern - The site should reflect a progressive sensibility.
- ° Irreverent - The tone of the writing should reflect a company that is not satisfied with the status quo. And would never expect its passengers to be.

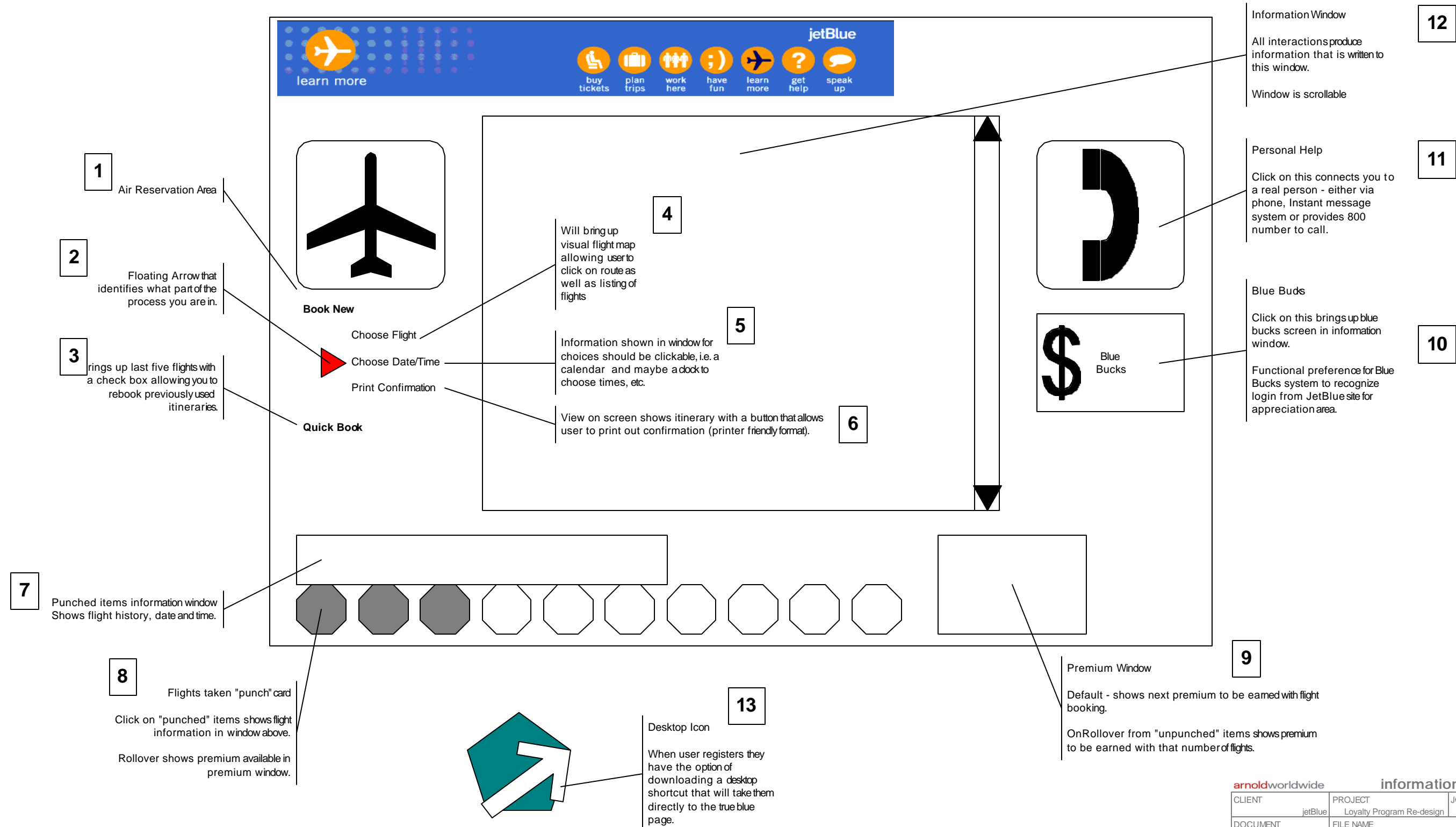
IA Strategy:

Our strategic recommendations for the user interface and experience for the appreciation program are:

1. A single screen interaction point When the user is in the appreciation program area they are presented with a single screen with a centered information window that refreshes. The tools are positioned permanently around the viewing screen so that every actionable activity is available all the time. In fact the user interface and functionality of the appreciation program will feel more like an application with a tool bar than an Internet site.
2. Application type sensibilities and functionality To ensure the user remains focused on current activity and presented information, the inactive elements and actions will be greyed out at all times until activated by a user rollover or click. The end result will be an experience that is intuitive and elegantly simple.
3. User Interaction For further ease of use, point and click mouse activity will be used whenever possible. This will keep the user from having to move frequently between the keyboard and mouse and will really express the jetBlue's progressive thinking. By promoting an economy of movement the sites design will be a sort of ergonomics brought to the Web. What's more, this type of interaction will quite easily transfer to wireless and PDA applications in the future.

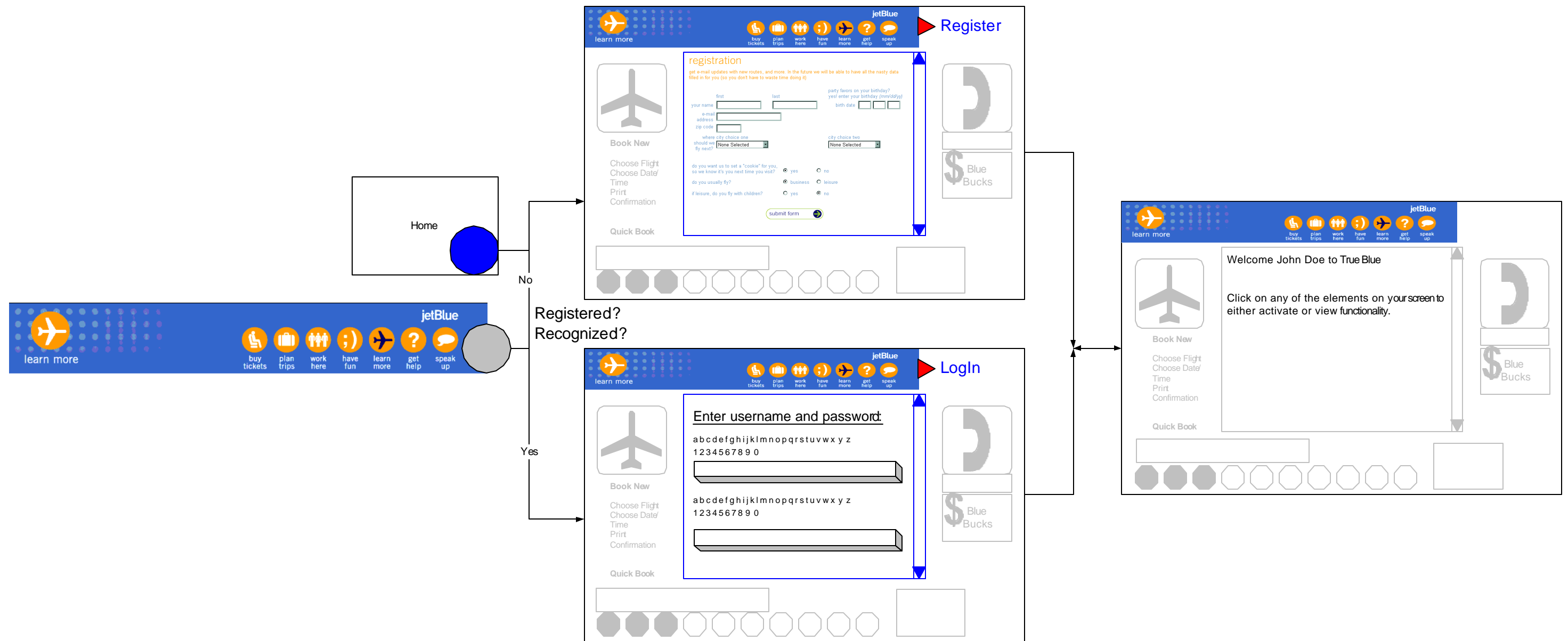
arnoldworldwide		information architecture	
CLIENT	jetBlue	PROJECT	Loyalty Program Re-design
DOCUMENT	Vision/Recommendation	FILE NAME	jetblue_schematic.vsd
AUTHOR	Deb Brown	VERSION	1.0
		LAST SAVED	12/12/00 6:01 PM

UI Description



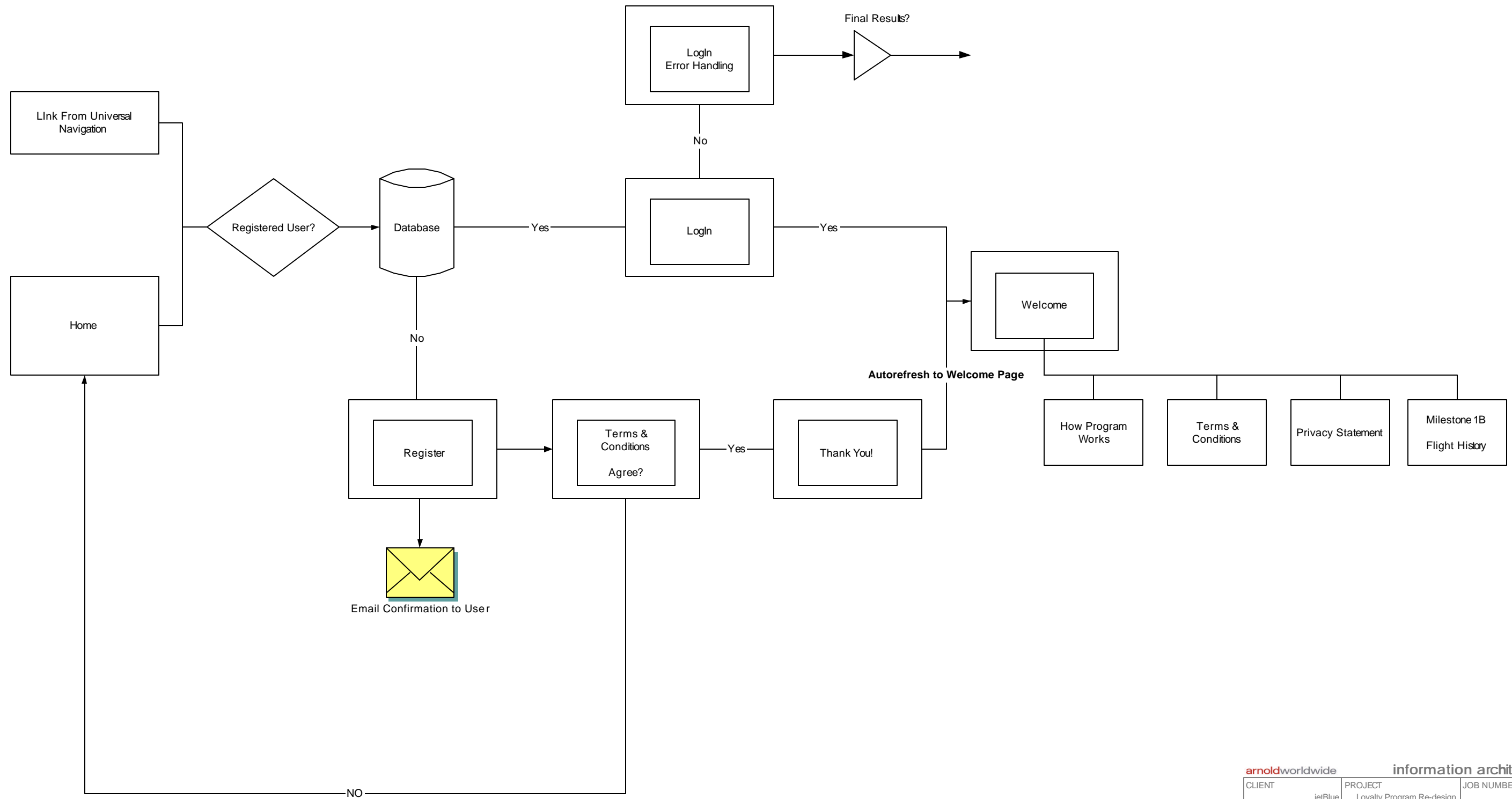
arnoldworldwide		information architecture	
CLIENT	jetBlue	PROJECT	Loyalty Program Re-design
DOCUMENT	Vision/Recommendation	FILE NAME	jetblue_schematic.vsd
AUTHOR	Deb Brown	VERSION	1.0
		LAST SAVED	12/12/00 6:01 PM

Flows



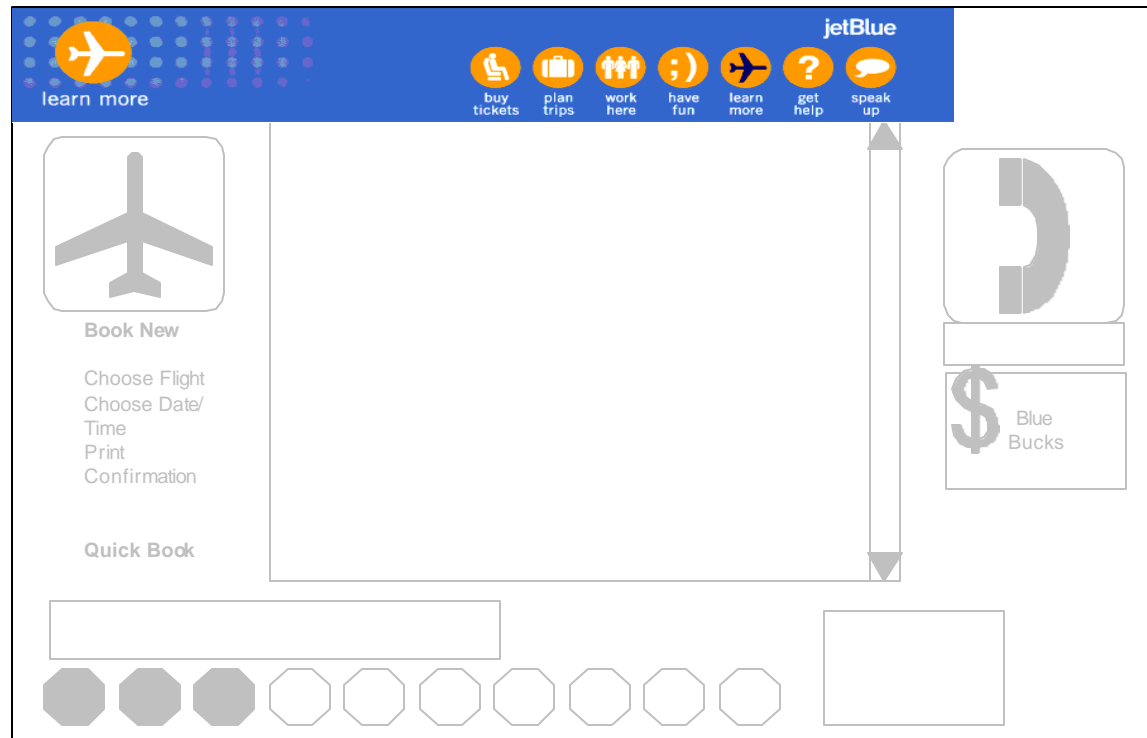
arnoldworldwide		information architecture	
CLIENT	jetBlue	PROJECT	Loyalty Program Re-design
DOCUMENT	Vision/Recommendation	FILE NAME	jetblue_schematic.vsd
AUTHOR	Deb Brown	VERSION	1.0
		LAST SAVED	12/12/00 6:01 PM

Milestone 1A-B Exp Flows

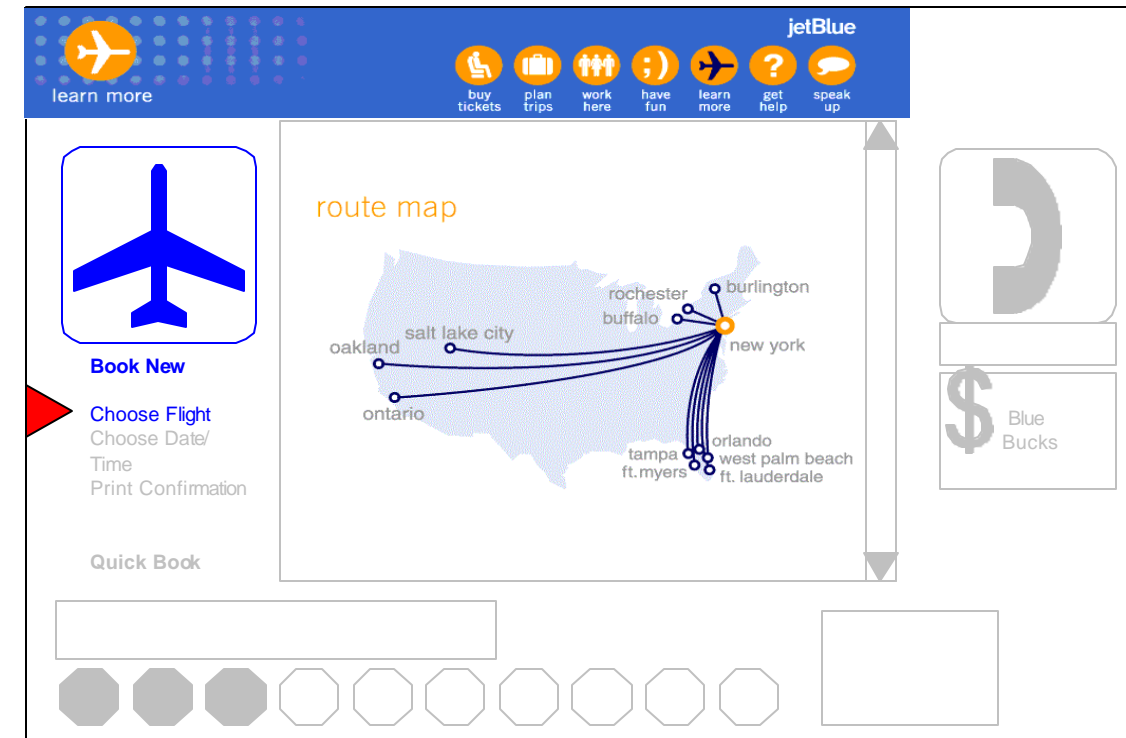


Interface Description

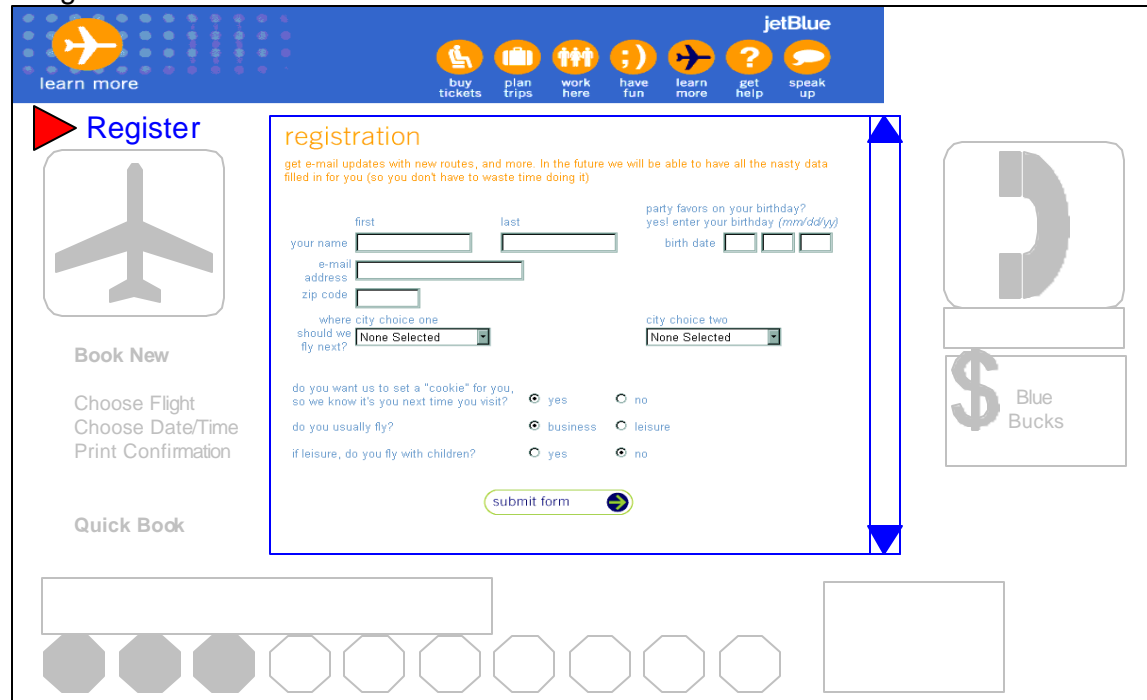
OffState View



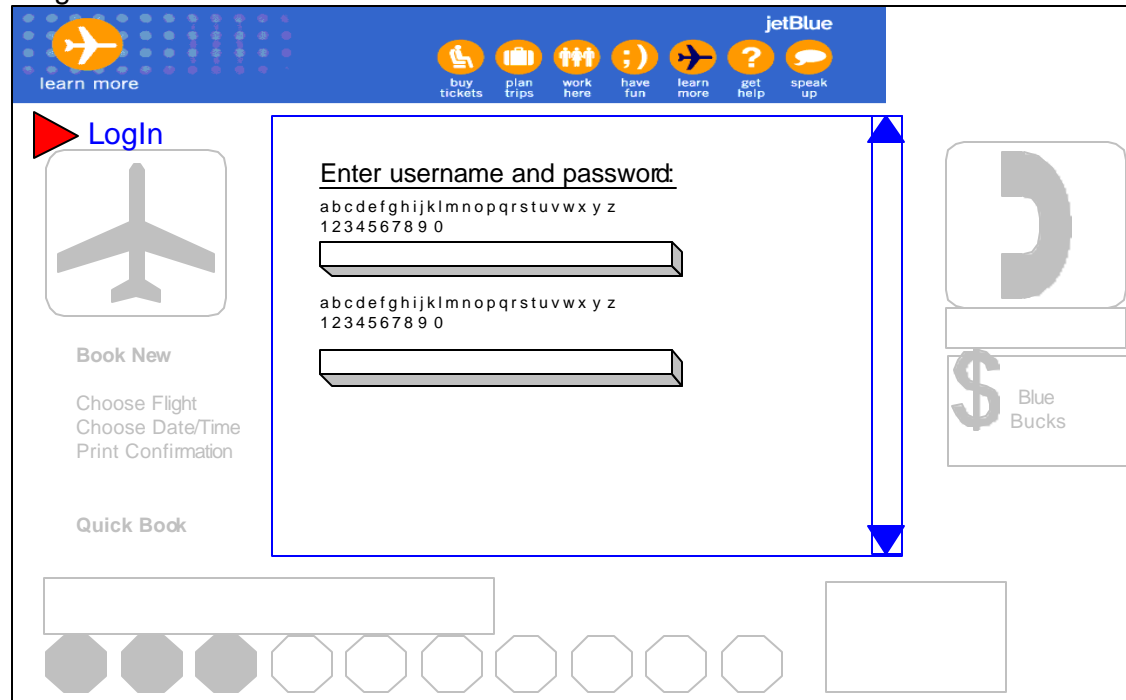
Choose A Flight



Registration View



LogIn View



arnoldworldwide		information architecture	
CLIENT	jetBlue	PROJECT	Loyalty Program Re-design
DOCUMENT	Vision/Recommendation	FILE NAME	jetblue_schematic.vsd
AUTHOR	Deb Brown	VERSION	1.0
		LAST SAVED	12/12/00 6:01 PM