



GLP

UX GUIDELINES

v1.0

BY: MUHAMMAD MURAD



Revisions / Change Control:

| Date | Version | Author | Reason |
|------|---------|--------|--------|
| | | | |
| | | | |

Sign-off:

| Sign-Off Person | Name | Date | Signature |
|-----------------|------|------|-----------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Reference Documents:

| No | Document | Path |
|----|----------|------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Table of Contents

| | | |
|----------|--------------------------------------|-----------|
| 1 | In Scope | 8 |
| 2 | Index | 9 |
| 3 | UX Objectives | 10 |
| 4 | Design Strategy | 10 |
| 4.1 | Use of neutral colours | 11 |
| 4.2 | Branding and Styling | 11 |
| 4.3 | Reusable pods and components | 11 |
| 4.4 | Icons | 11 |
| 4.5 | User testing | 11 |
| 5 | Outstanding Issues | 12 |
| 6 | Account Summary | 13 |
| 6.1 | UX Logic | 13 |
| 6.1.1 | Formulas (Mental Models) | 14 |
| 6.2 | Design logic | 15 |
| 6.2.1 | Configurable Pods | 15 |
| 6.3 | Account Summary – Linked Accounts | 18 |
| 6.3.1 | Interaction | 19 |
| 6.3.2 | Accessibility | 19 |
| 6.4 | Tiers | 20 |
| 7 | Statements and transactions | 21 |
| 7.1 | UX Logic | 23 |
| 7.2 | Help with statements | 26 |
| 7.3 | Design logic | 28 |
| 7.4 | Interaction | 30 |
| 7.5 | Accessibility | 30 |
| 7.6 | Linked account views | 31 |
| 7.7 | Detailed and summarised transactions | 33 |
| 7.7.1 | UX Logic | 35 |
| 7.7.2 | Design Logic | 35 |
| 7.8 | Migration | 36 |
| 7.8.1 | UX Logic | 37 |
| 8 | Linking and De-linking | 40 |

| | | |
|-----------|--|-----------|
| 8.1 | Linking..... | 40 |
| 8.1.1 | UX Logic..... | 41 |
| 8.1.2 | Design logic..... | 43 |
| 8.1.3 | Interaction | 43 |
| 8.1.4 | Accessibility..... | 44 |
| 8.2 | Linking and Avios partners | 48 |
| 8.2.1 | UX Logic..... | 48 |
| 8.2.2 | Design Logic | 54 |
| 8.2.3 | Accessibility..... | 54 |
| 8.3 | Auto linking and smart linking | 54 |
| 8.4 | De-linking | 59 |
| 9 | Two Factor Authentication (2FA)..... | 60 |
| 9.1 | Profile Settings | 60 |
| 9.1.1 | UX logic..... | 61 |
| 9.1.2 | Design logic..... | 62 |
| 9.2 | 2FA Plugin..... | 63 |
| 9.2.1 | UX logic..... | 63 |
| 9.2.2 | Design logic..... | 67 |
| 9.2.3 | Accessibility..... | 67 |
| 9.3 | Futuristic..... | 68 |
| 10 | Household Accounts | 69 |
| 10.1 | Pre-creation – HHA Landing..... | 70 |
| 10.1.1 | UX Logic..... | 71 |
| 10.1.2 | Design Logic..... | 72 |
| 10.1.3 | Accessibility | 72 |
| 10.2 | Post Creation – Head HHA Landing | 73 |
| 10.2.1 | UX Logic..... | 74 |
| 10.2.2 | Design logic..... | 76 |
| 10.2.3 | Accessibility | 76 |
| 10.3 | HHA Creation – Adding an existing member | 77 |
| 10.3.1 | UX logic..... | 78 |
| 10.3.2 | Design Logic..... | 79 |
| 10.3.3 | Accessibility | 80 |
| 10.4 | HHA – Add a new member | 83 |

| | | |
|-----------|---|------------|
| 10.4.1 | UX logic..... | 83 |
| 10.4.2 | Design Logic..... | 84 |
| 10.4.3 | Accessibility..... | 84 |
| 10.5 | Removing an HHA member..... | 88 |
| 10.5.1 | UX logic..... | 88 |
| 10.5.2 | Design Logic..... | 89 |
| 10.6 | Pending invites..... | 90 |
| 10.6.1 | UX logic..... | 91 |
| 10.6.2 | Design logic..... | 93 |
| 10.7 | Closing a Household account..... | 95 |
| 10.7.1 | UX logic..... | 96 |
| 10.7.2 | Design Logic..... | 97 |
| 10.8 | Change Head of Household..... | 97 |
| 10.8.1 | UX Logic..... | 98 |
| 10.8.2 | Design Logic..... | 99 |
| 10.9 | Head leaving household..... | 100 |
| 10.9.1 | UX Logic..... | 101 |
| 10.10 | Changing Household address (for BA)..... | 102 |
| 10.10.1 | UX Logic..... | 102 |
| 10.11 | Post Creation – Member Landing..... | 103 |
| 10.11.1 | UX Logic..... | 104 |
| 10.12 | Household member - Leaving the Household..... | 105 |
| 10.12.1 | UX Logic..... | 105 |
| 10.12.2 | Accessibility..... | 106 |
| 10.13 | Household member (BA) – Changing Address..... | 107 |
| 10.13.1 | UX Logic..... | 107 |
| 11 | Family and Friends..... | 108 |
| 11.1 | Pre Creation Landing – All Household members..... | 108 |
| 11.1.1 | UX Logic..... | 109 |
| 11.1.2 | Design Logic..... | 110 |
| 11.1.3 | Accessibility..... | 110 |
| 11.2 | Family and Friends – Post Head Landing..... | 111 |
| 11.2.1 | UX Logic..... | 112 |
| 11.2.2 | Design logic..... | 113 |

| | | |
|-----------|---|------------|
| 11.2.3 | Accessibility | 114 |
| 11.3 | Family and Friends – Add new Member | 115 |
| 11.3.1 | UX logic..... | 116 |
| 11.3.2 | Design logic..... | 117 |
| 11.3.3 | Accessibility | 117 |
| 11.4 | Family and Friends – Edit and Remove | 118 |
| 11.4.1 | UX logic..... | 119 |
| 11.4.2 | Design logic..... | 120 |
| 11.4.3 | Accessibility | 120 |
| 11.5 | Family & Friends - Member Landing..... | 121 |
| 11.5.1 | UX logic..... | 122 |
| 11.5.2 | Design Logic..... | 123 |
| 11.5.3 | Accessibility | 123 |
| 12 | Travel companions | 124 |
| 12.1 | Pre-creation – All Loyalty Members | 124 |
| 12.1.1 | UX Logic..... | 125 |
| 12.1.2 | Design Logic..... | 125 |
| 12.2 | Post-creation – All loyalty Members Landing | 126 |
| 12.2.1 | UX Logic..... | 127 |
| 12.2.2 | Design Logic..... | 127 |
| 12.2.3 | Accessibility | 128 |
| 12.3 | Travel Companions – Add a companion..... | 129 |
| 12.3.1 | UX logic..... | 130 |
| 12.3.2 | Design logic..... | 130 |
| 12.3.3 | Accessibility | 130 |
| 12.4 | Travel Companions – Edit and Remove | 131 |
| 12.4.1 | UX logic..... | 132 |
| 12.4.2 | Design logic..... | 133 |
| 12.4.3 | Accessibility | 133 |
| 13 | Third party nominee | 134 |
| 13.1 | Pre-Creation – All Loyalty Members | 134 |
| 13.1.1 | UX Logic..... | 135 |
| 13.1.2 | Design Logic..... | 135 |
| 13.2 | Post-creation – All Loyalty Members | 136 |

- 13.2.1 UX Logic..... 137
- 13.2.2 Design Logic..... 138
- 13.2.3 Accessibility..... 138
- 13.3 Third party nominee – Add a Nominee 139
 - 13.3.1 UX logic..... 141
 - 13.3.2 Design logic..... 141
 - 13.3.3 Accessibility..... 141
- 13.4 Third party nominee – Edit and Remove..... 142
 - 13.4.1 UX logic..... 143
 - 13.4.2 Design logic..... 144
 - 13.4.3 Accessibility..... 144

1 In Scope

As part of the GLP project following are in scope for UX changes

1. Account Summary
2. Statements and recent transactions
3. Combine My Avios
4. Transfer, gift and purchase Avios
5. Household accounts (HHA)
 - i. Family and Friends
 - ii. Travel Companions
 - iii. Third party nominees
6. Linking and de-linking accounts
7. 2FA
8. Loan facility
9. Content and copy for Pre-pin
10. Red paths
11. Emails and correspondence
12. Terms and conditions
13. Mobile App
14. Migration Issues

2 Index

For Cross Opco we have covered the following sections

1. Account Summary
2. Statements and recent transactions
3. Linking and de-linking accounts
4. 2FA
5. Household accounts
6. Family and Friends
7. Travel Companions
8. Third party nominees

To be completed by OpCos

1. Functional content
2. Red paths (to be detailed separately)
3. Emails and correspondence
4. OpCo specific requirements
5. Edge cases and low level requirements arising out of CLM unboxing
6. Improvements based on testing

3 UX Objectives

- 1) Implementing GLP in spirit.
- 2) Understanding business, system and user requirements.
- 3) Learning from the As is and progressing towards the To Be of GLP
- 4) Working through High and Low level requirements. Applying user focused requirements as and when necessary.
- 5) Producing design concepts that work across programmes irrespective of brand and presentation.

4 Design Strategy

The complex nature of GLP and applying a standard design across Op Cos poses a few challenges.

Presenting design concepts and formulas that work across Opcos

- 1) Testing designs with users from all Opcos.
- 2) Standard logic working as generic rules across channels and users
- 3) Simple design patterns that can be reused as blocks across different channels
- 4) The design approach is user centric rather than BAEC centric. For example when designing for a Household account we didn't think of what BAEC's existing systems require instead we have gone with what a user would need within a household.

4.1 Use of neutral colours

Changing colours within our proposed designs is quite easy. We have used neutral grey shades overlaid with brand colours. In our case we have used a few shades of blue found in our palette. You can leave the grey pods and cards as they are and change the blue to your own brand colour.

4.2 Branding and Styling

Using your own brand colour you can easily replace the blues and even the neutral greys used in our pods. You can have coloured icons or fonts to match your brand colours as well. All it takes is a simple CSS change.

4.3 Reusable pods and components

All designs have pods, card and components that can easily be lifted and applied to any design. Since it's adjusted to work for responsive it should fit in all designs and a programme can easily apply its branding.

4.4 Icons

The icons used in our designs will be designed and supplied separately. Alternately you can choose your own icons.

4.5 User testing

All concepts and mental models presented within this document are pre-testing hence we need to test to validate our designs.

5 Outstanding Issues

Cross Op Co sections that need to be re-visited include:

- 1) All topics covered so far are by no means complete as low level requirement analysis and user stories will flush out scenarios and screens not covered as part of this high level design work
- 2) Transfer Avios has to be covered for linked scenarios
- 3) Linking and de-linking for AGL
- 4) Once we get the system out of the box we will have more UX requirements lots of unknowns. Before joining HHA, after joining HHA leaving what will the system show in statements
- 5) Iberia loans (messaging in case figures don't add up)
- 6) ACM programme linking and auto-linking to be covered in detail.
- 7) User testing: All UX concepts are currently untested and may result in UX changes post testing which need to be factored by each Op Co
- 8) Red paths haven't been listed for all these concepts some AGL red-path scenarios around ATRP users are not covered.
- 9) All static and functional copy hasn't been planned and covered as part of these concepts
- 10) Emails are just placeholders without actual copy
- 11) Edge cases not covered for all concepts

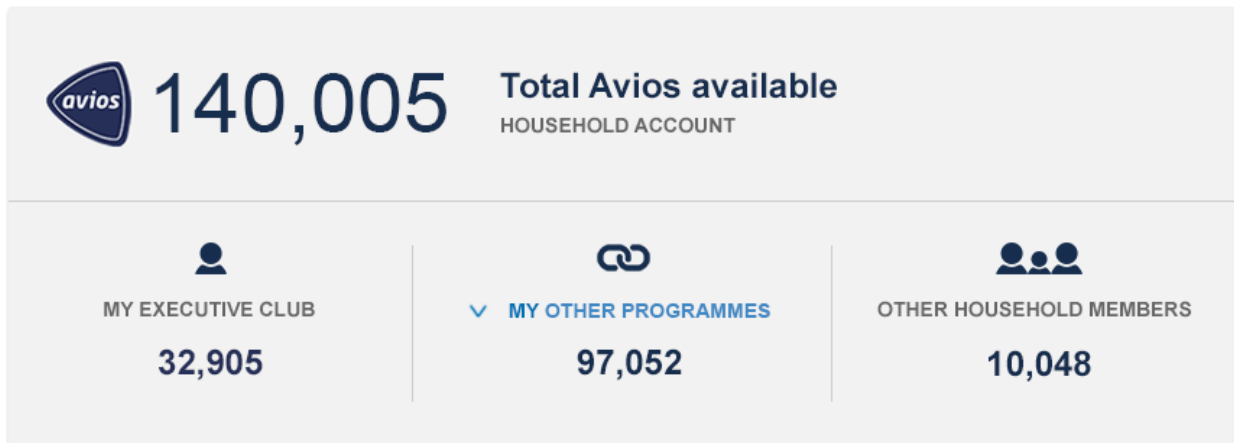
BA specific scenarios to be covered. Example GGL and Partner cards

PS: Visuals have placeholder copy which will be improved in future.

6 Account Summary

http://y6n9d0.axshare.com/#g=1&p=my_ec_my_links_hha

The impact is in all places where Avios balance is presented to the user.



6.1 UX Logic

- 1 We have repositioned our designs so the focus of all balances is the **“Total”**.
- 2 The intrinsic message and spirit of Linking Avios and Household accounts is pooling and sharing Avios so one gets more to spend.
- 3 This ties nicely with our *one balance* and *one Avios* approach. It also works with our Statements where a user has to make sense of proportions and what’s leaving which account.
- 4 This is the concept we need to test. If I link my accounts what is my total balance, if I join a household what is my total available household balance I can spend. You can still view your individual balances but the primary focus will be on Total available balance.

5 For Linked Accounts it will be total available linked balance that gets prominence in design, for a household it will be the total available household balance that takes the limelight.

We also need to test if the user would like to see Tiers sitting above Avios.

6.1.1 Formulas (Mental Models)

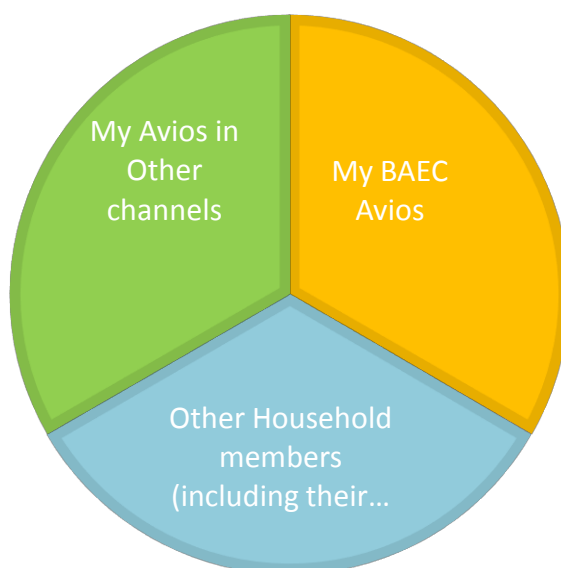
Linked Avios

My Total Avios = My channel Avios + My Avios in other channels

Household Accounts

Total Avios in a Household = My channel Avios + My Avios in other channels + Other household member contribution

MY HOUSEHOLD AVIOS



6.2 Design logic

- Simplistic design approach that can be reused across all channels. Widths may vary depending on your layout.
- The Avios logo acts as point of attraction announcing the starting point of Avios balances. Individual section icons add depth and grab attraction at focal points.
- Avios and tiers occupy separate blocks. This helps in gaining focus on individual subjects. All Avios/Tier related information is presented within their respective blocks.
- Pod splits. There are two strategies.
 - a. One is where we provide sections based on a user's current requirements. So if a user has his own account within the channel and linked accounts and no household we show three sections but if you have a household we show four.
 - b. Second strategy is where we always keep a section for links and household even if you don't have any. This allows us to promote Linking and Household.

This promotion can be based on information where we know that a user is eligible to link or create a household.

No matter how you present the pods Total Avios remains prominent.

6.2.1 Configurable Pods

If a user opts out we can save these within the profile settings or leave it as a quick link within reach so if in future a user needs to link or start an HHA he will. British Airways approach would be to promote linking if and when we know a user qualifies for linking.



140,005

Total Avios available
HOUSEHOLD ACCOUNT



MY EXECUTIVE CLUB

32,905



LINK YOUR AVIOS

[Learn more how Linking can benefit you](#)
[Not interested](#)



HOUSEHOLD ACCOUNTS

[What is a household account?](#)
[Not interested](#)

Fixed Pods



140,005



[Pool your Avios using a Household account](#)



70,005

Total Avios available
HOUSEHOLD ACCOUNT

MY EXECUTIVE CLUB

32,005

OTHER HOUSEHOLD MEMBERS

38,000



an IAG Company





140,005

Total Avios available
HOUSEHOLD ACCOUNT



MY EXECUTIVE CLUB

32,905



MY OTHER PROGRAMMES

97,052



OTHER HOUSEHOLD MEMBERS

10,048

6.3 Account Summary – Linked Accounts

http://y6n9d0.axshare.com/#g=1&p=ec_hha_linked-open



- From “My other programmes” pod a user will be able to get a breakdown of his total linked balance showing a linked programme and its balance.
- Within a household this will not show a breakdown of linked account balance of other members.
- For AGL it will only show the combined balance of programmes the user is a member of and not all within the AGL umbrella.
- Logos alone are sufficient. Strong branding with very little copy.

This is an extension of the branding concept used in linking.

6.3.1 Interaction

Clicking anywhere on **'My other programmes'** pod will slide open a breakdown of the linked balance showing all relevant linked programme logos. Clicking on the same region will roll it up to its original state.

A user will only get to see the programmes he has linked with. If logo images fail to load we need to have text replacement and accessibility tags as well.

6.3.2 Accessibility


A summary can be added for the clickable user hot spot opening the breakdown. All images should have text alternatives. In case an image is not shown we can display a text label.

For accessibility users it should also provide content for example "Avios group partners: Kulula and Flybe have a total of 12000 Avios"

6.4 Tiers



 **GOLD**
Your tier point collection year ends **25 June 2017**

580 Tier points earned in 2017  | **1,260** Total lifetime tier points 

 As a Gold member you can change your seat for free (excluding basic fares). [All Gold benefits](#)

[Progress to the next tier](#)

- For all those who have Tiers as part of their loyalty programmes can have Tiers as part of a separate pod.
- Avios and Tiers are placed in separate pods. The amount of information we need to provide for Avios is growing and can lead to complications if we don't create this separation.
- Apart from helping a user group and organize information relevant to Avios and Tiers this allows room to clearly understand the difference between Tier and Avios.
- User testing will allow us to determine the hierarchy of these pods. That is, if users would like to see Avios pod first or Tiers.

7 Statements and transactions

http://y6n9d0.axshare.com/#g=1&p=statements_1

Linked Statements

My recent transactions

[Help with statements](#)

| Transaction date | Programme | Description | Tier points | Total Avios |
|------------------|----------------|--|-------------|-------------|
| 26-Sep-17 | Executive Club | Reward flight: LHR to MAD Booking Reference: LNPTOT Details + | 0 | - 14,000 |
| 26-Mar-17 | Executive Club | Hotel Marriott Points to Avios | 20 | 12000 |
| 26-Mar-17 | Iberia Plus | Flight booking Check Iberia Plus for details | - | 12000 |

Household Statements

My recent transactions

[Help with statements](#)

| Posted date | Programme | Description | Tier points | Total Avios |
|-------------|-------------|---|-------------|-------------|
| 24-Sep-17 | Iberia Plus | Household account reward Reward flight: LHR to MAD By: Mr Penella Details + | 0 | - 14,000 |
| 26-Mar-17 | Iberia Plus | Household account award By: Mr Penella Check Iberia Plus for details | - | 12000 |

[View all transactions](#)



Details / breakdown

24-Sep-17

Iberia Plus

Household account reward

0

- 14,000

Reward flight: LHR to MAD

By: Mr Penella

[Details -](#)

Executive Club transaction by Household member **Manuel Parera Penella**

Household contributions ⓘ

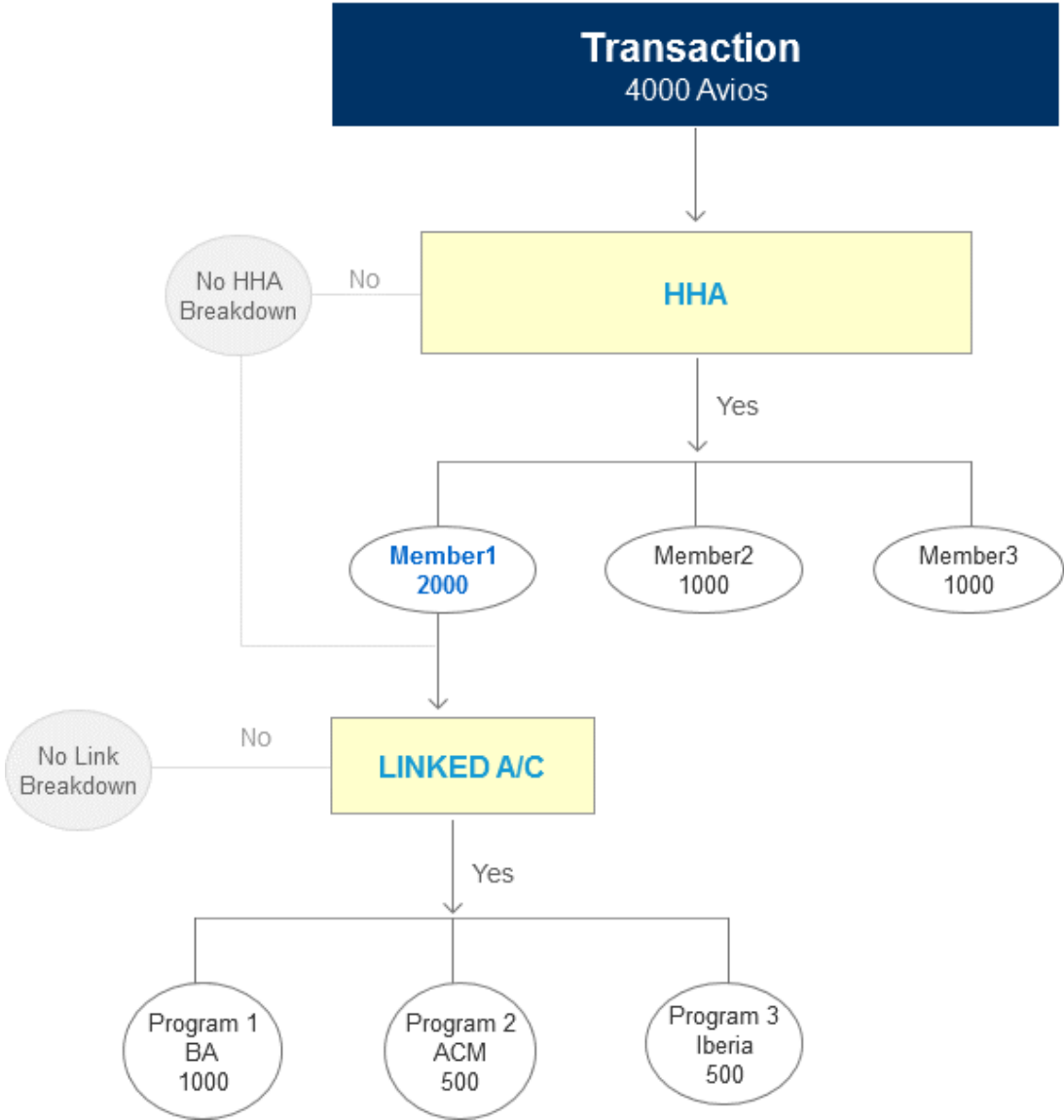
| | |
|------------------------------------|-----------------|
| Jill Francis | - 8000 |
| Emilio Emilio Jose Macias Gonzalez | - 1000 |
| Maria Cilleruelo Tobarra | - 2000 |
| Manuel Parera Penella | - 1000 |
| Carlos Fernandez Ramirez | - 1000 |
| Consuelo Fernandez | - 500 |
| Maria Cilleruelo Tobarra | - 500 |
| TOTAL | - 14,000 |

My contribution ⓘ

| | |
|-----------------|----------------|
| Executive Club | - 4000 |
| Iberia Plus | - 1000 |
| Avios programme | - 1000 |
| TOTAL | - 8,000 |

7.1 UX Logic

What **Member 1** can see in his statement?



As is – To be challenge

| Statement Scenarios | Transaction made by me | Transaction made by a family member |
|------------------------------|---------------------------------|-------------------------------------|
| No HHA, No Linked accounts | Redemption or cash In BA | - |
| No HHA, Yes Linked accounts | Redemption in BA and outside | - |
| Yes HHA, No Linked accounts | Redemption in BA and outside | Redemption in BA and outside |
| Yes HHA, Yes Linked accounts | Redemption in BA and outside | Redemption in BA and outside |

At the moment our transactions are channel focused and there is no concept of linking or displaying clear apportionment of Avios for a Household transaction.

Apportionments – Presenting proportionate distribution

Completeness of information would require Linked and/or Household account transactions to be transparently presented with all relevant proportions. *“If it affects me then I need to know.”*

There were two challenges in presenting statements.

1. Linked account transactions have to extract proportionate shares from all linked programmes.
2. Household linked account transaction not only have the linked account apportionment for individual members but will also have to cater to the Household account allocations.

Primary information

Mark, using his Executive Club, bought a reward flight from LHR to Madrid costing 5000 Avios. Avios were debited from the (HHA) account on 29 August 2017.

- How do we interpret transactions in our daily lives?
- What is the most important piece of primary information for a user to make sense of a transaction?
- Is this information sufficient to register a transaction in a user's mind? It should form a complete piece of information on its own. Without any ambiguities or confusions it should be treated as a summary /headline that conveys a complete message.
- Primary focus, again, is on **total transaction value** which is in-line with our 'Total Avios strategy'. Once a user knows how much has been taken then, if interested, he will require a breakdown.
- For accruals a user would want to know how many Tier points he has earned and how much Avios he has accrued

User Testing will help us establish whether this interpretation can be adopted for all our users or not.

Accruals

Accruals deal with Linked transactions and Household transactions differently;

- 1) If I only have a linked account and I've made a transaction. I will get an indicator telling me what the transaction was about and where it was made and by whom earning tiers and Avios.
- 2) If I'm in a household account then some of the personal information doesn't get shared with other Household members. Like what did I or another member buy and how much did he spend on this etc. The indicator will say that it's a "Household transaction".

Second level of information – the details

What is the next level of information a user would require in order to have complete understanding of a transaction?

Start by establishing a few facts and then build upon those facts by giving the user a second level of details. At this point there may be a third level or tertiary information stemming from queries but in this way we will register all details in a more organised and systematic way.

If I am in a Household or have linked accounts then it's necessary for me to know how Avios is being allocated across my linked accounts and amongst other household members.

- i. How much am I contributing?
- ii. How much everyone else within the household is contributing?
- iii. How is my contribution allocated across my linked accounts?

7.2 Help with statements [Help with statements](#)

Help with statements is a permanent link sitting on top of our transactions and statements this link will open a modal providing all help relating to the statements.

It will provide information on all columns presented to the user, allocation, the various linked and household views and the details link providing cost breakdown.

The concept of Total Avios spent on a transaction and cross channel accruals and redemption may also be highlighted.



Help with statements

| Posted date | Programme | Description | Tier points | Total Avios |
|-------------|----------------|--|-------------|-------------|
| 24-Sep-17 | Executive Club | Reward flight: LHR to MAD Booking Reference: LNPTOT Details + | 0 | - 14,000 |

Posted date

The date Avios were posted to your account

Programme

The introduction of Linked accounts has allowed users to link various programmes without merging their Avios. A transaction made in one programme will be visible in all your Statements.

Description

Details about this transaction. You may get a **details link** providing breakdown of your cost

Tier points

This is programme specific and you may not get tiers from other programmes listed here

Total Avios

Total transaction value. From Linked accounts and HHA perspectives

How cost allocation works for Linked and Household accounts

Showing with example

Close

7.3 Design logic

- i. We have limited design space to show a definite number of columns displaying our most important primary information upfront
- ii. We have different types of transactions that can be made in various channels hence proposing a **Transaction type** column that forms logical grouping and takes care of both requirements
- iii. Details about the transaction can be shown upfront. This may include showing consumption date as well as booking details.
- iv. For users interested in breakdown of costs we have introduced a “**Details**” link providing a complete breakdown of your transaction. (You can have a different label. This label is more generic so it covers both redemptions and accruals)
- v. This breakdown will enable the user to see :
 - Who made the transaction?
 - What are the contributions per Household member?
 - What is my total contribution for this transaction?
 - How is my contribution distributed?
 - Info/help icon taking the user to Help with your statements modal

The breakdown should accommodate at least 7 members with lengthy names and large Avios amounts.

What are we showing upfront?

A **reward flight** (from LHR to Madrid) **costing 5000 Avios** was bought using **Executive Club** and the Avios were debited from the (HHA) account on **29 August 2017**.

- i. The person initiating this transaction is a handy piece of information for Household account transaction but don't apply to all.
- ii. How much am I contributing was a challenge as we needed to come up with a standard that applies to all. Hence we've looked at the following scenarios:

Scenarios covered

- a) For those with **only one account** and no Household they will get to see their total contributions upfront
- b) If you have a **linked account** and no Household accounts then you see your total contribution upfront as this will tie in with the total balance shown in Account Summary.

We will give you a details link to breakdown so you can understand how this contribution is allocated.

- c) If you have **no linked** accounts but a **household account**. Then we will show you your total household spend upfront. A details link will show you a breakdown of how this spending is spread across all household members and who made this transaction.
- d) If you have a **linked account** and a **household account** both then we will show you the total transaction value upfront with a details link showing the household member contributions, your linked contributions and the person who made this transaction.

User Testing will help us establish whether this interpretation can be adopted for all scenarios.

7.4 Interaction

The details link should slide open a pod displaying the following as and when required:

- a. Person initiating the transaction
- b. Household member contributions along with their names
- c. My linked Avios contributions along with channel names

7.5 Accessibility

- The details link should provide information as to what to expect when this link is clicked.
- Household member contributions should provide context even when going through individual names and their contributions
- User's Linked Avios apportionment should provide the channel name + apportionment value to provide context.
- Info/help icon should be accessible with relevant Aria information informing the user what this is and where would it take you.

7.6 Linked account views

http://y6n9d0.axshare.com/#g=1&p=linked_accounts_1

The linked account is not directly related to a transaction. Through linkage this linked account is presenting a transaction that is being apportioned across channels.

The linked account or programme will show the following information:

- a. My total contribution
- b. Breakdown of my contribution showing channel apportionments using a details link

Scenario 1

1. You have 3 linked accounts BA, IB+ and Avios.com.
2. You are part of IB+ Household.
3. Mr Penella from your Household makes a redemption. Your contribution for this transaction is 2000.

Even if you go to BA you should get:

- Indication what this Avios is being taken for and who made this transaction?
- What is my total Avios contribution as this affects the total linked Avios figure shown above?
- Breakdown of apportionments within my accounts. The details should also cover total transaction value for context.
- Encourage user to go to Iberia+ for details.

| Posted date | Programme | Description | Tier points | Total Avios | | | | | | | | |
|---|----------------|--|-------------|-------------|----------------|--------|-------------|-------|-----------------|-------|--------------|----------------|
| 24-Sep-17 | Iberia Plus | Household account reward Reward flight: LHR to MAD By: Mr Penella | 0 | - 2,000 | | | | | | | | |
| <p>Details -</p> <p>Total Transaction: - 8,000</p> <p>My contribution ⓘ</p> <table border="0"> <tr> <td>Executive Club</td> <td>- 1000</td> </tr> <tr> <td>Iberia Plus</td> <td>- 500</td> </tr> <tr> <td>Avios programme</td> <td>- 500</td> </tr> <tr> <td>TOTAL</td> <td>- 2,000</td> </tr> </table> <p>Iberia Plus transaction by Household member Manuel Parera Penella Check Iberia Plus for details</p> | | | | | Executive Club | - 1000 | Iberia Plus | - 500 | Avios programme | - 500 | TOTAL | - 2,000 |
| Executive Club | - 1000 | | | | | | | | | | | |
| Iberia Plus | - 500 | | | | | | | | | | | |
| Avios programme | - 500 | | | | | | | | | | | |
| TOTAL | - 2,000 | | | | | | | | | | | |

Scenario 2

http://y6n9d0.axshare.com/#g=1&p=linked_programme_view

You have 3 linked accounts BA, IB+ and Avios.com. You make a reward booking in IB+. Even if you go to BA you should get:

- Total Avios and its breakdown because it's the same across all channels and all 3 are affected.
- Reward flight label and the journey so even if I'm looking at it after 1 year, from any channel, I can relate to it and be able to join the dots.

| Transaction date | Programme | Description | Tier points | Total Avios |
|------------------|-------------|---|-------------|-------------|
| 26-Sep-17 | Iberia Plus | Reward flight: LHR to MAD Details + | 0 | - 14,000 |

7.7 Detailed and summarised transactions

http://y6n9d0.axshare.com/#g=1&p=detailed_statements

Op Cos can either take the user straight to showing all transaction in one go with pagination. Or they can show a limited number of transactions on their landing page and allow the user to look at all if he/she wants.

My statement

140,005

MY TOTAL HOUSEHOLD AVIOS

90,005

MY LIFETIME TIER POINTS

British Airways transactions take up to 72 hours to appear. Partner transactions may take longer

All Month Date range

June

All transactions

Search

June's transactions

[Help with statements](#)

| Transaction | Posted | Description | Tier points | Avios |
|-------------|-----------|--|-------------|---------|
| 14-Jun-16 | 14-Jun-16 | Cabin bonus | 0 | 4,169 |
| 14-Jun-16 | 14-Jun-16 | Tier bonus | 0 | 1,042 |
| 12-Jun-16 | 12-Jun-16 | Reward flight: BORDEAUX - LONDON GATWICK Booking ref: ZL8WQ9 | 0 | 250 |
| 12-Jun-16 | 14-Jun-16 | Avios part-payment for flight Booking ref: ZL8WQ9 Details | 0 | -17,623 |

Balance carried forward 20,000 Avios

Transactions before 24 September 2017 [What's different?](#)

Ending balance 20,000 Avios

| | | | | | |
|-----------|-----------|----------------|---|---|---------|
| 18-Sep-17 | 19-Sep-17 | Executive Club | Avios part-payment Booking ref: ZL8WQ9 Part-payment for flight | 0 | -17,623 |
|-----------|-----------|----------------|---|---|---------|

[Previous](#)

[Next](#)

[Print](#)

Summarised transactions

http://y6n9d0.axshare.com/#g=1&p=summary_of_transactions

If your layout provides you with summarised transactions leading to a more detailed view you can use any of the following options:

1. Summary of transactions showing a details link. This details link will query the system and show it all within the transaction so the user don't have to navigate away from the summary. This will avoid putting extra load on the system and will allow the system to be queried as and when required for details. This is the preferred option.

| Transaction date | Programme | Description | Tier points | Avios |
|------------------|----------------|---|---------------------------|---------|
| 24-Sep-17 | Executive Club | Reward flight Details - | 0 | - 14000 |
| | | Reward flight: LHR to MAD | Booking Reference: LNPTOT | |
| | | Cost Breakdown ⓘ | | |
| | | Executive Club | - 4000 | |
| | | Iberia Plus | - 2000 | |
| | | Avios programme | - 8000 | |
| | | TOTAL | - 14,000 | |

2. Second option would be to remove the details link and leave the keywords this will not provide much value if you're looking at 5 transactions all with the keywords "Reward Flight"

7.7.1 UX Logic

1. A brief summary on top giving the user means to tally the balances if required.
2. Filters and Pagination allows the user to either browse through statements in a linear fashion or jump straight to the required set of statements based on date range.
3. **Transaction dates** are not easy to understand for the user. Especially when these are not your routine booking dates or purchase dates. Rather, these are your *consumption dates* and may be more pertinent to have them added within the description as part of details with a set of labels like; *date flown*, *pick-up* date for rentals, *purchase* date for e-shop, *check-in* date for hotels etc.

7.7.2 Design Logic

User test to see if our users can easily interact with filters and pagination.

Do they also understand all the entries within the statements or do we need to de-clutter and simplify the statements.


Example: An entry called “Adjustment” with zero values may not mean anything as Adjustment is ambiguous and zero values mean no impact.

7.8 Migration

http://y6n9d0.axshare.com/#g=1&p=migration_day_-_messaging_recent_transactions

Migration, generally will require a decision on the following for user communication:

- a. Email to user highlighting changes
- b. Central Messaging or Modal shown once upon login
- c. Contextual messaging within statements

| Transaction date | Programme | Description | Tier points | Avios |
|--|-----------|-------------|-------------|-------|
| <div style="border: 1px solid #ccc; padding: 10px;"><div style="display: flex; justify-content: space-between; align-items: center;"> The Executive Club has made some changes to your statements. What are the changes?x</div><p>Please click on "View all transactions" to view recent transactions</p></div> | | | | |
| <i>Balance carried forward 20,000 Avios</i> | | | | |

Migration day

For Executive Club the recent transactions pod will be empty as all recent transactions will be taken out and placed separately. So the users looking at their recent transactions a day ago wouldn't find these transactions on migration day. Hence these users need to be prepared for changes ahead of time.

a. Email to user highlighting changes

This will help prepare users prepare for the changes early and will not be surprised not to find their transactions within the recent transactions pod.

b. Central Messaging or Modal shown once upon login

This will be a message or modal showing a list of developments and changes in case the user has missed the emails. This will be only be a one-time only message /modal shown upon logging.

c. Contextual messaging within statements

Contextual messaging helps in explaining changes and updates relevant to the section. It's easier to comprehend if information is provided within their relevant sections.

This will be in both, summarised transactions and detailed statements view. The user can turn it off by clicking to close button which will remove this message even before the message expiry date.

d. Balance carried forward

Presenting starting balance to the user marking the start of new statements.

7.8.1 UX Logic

Seamless integration vs separate tables

The columns being added to the new table can support old format tables as well as. The only big difference would be the Avios value which will not show total Household or linked Avios. This can be explained using a marker or divider with some contextual help. Hence *seamless table* would be our first choice.

In case Comarch cannot integrate data from old tables into new we will provide separate tables accommodating old and new data with relevant titles. Filters will give users room to filter their results based on Month, date range or show all results with pagination controls.

My statement

140,005

MY TOTAL HOUSEHOLD AVIOS

90,005

MY LIFETIME TIER POINTS

British Airways transactions take up to 72 hours to appear. Partner transactions may take longer

All
 Month
 Date range

June

All transactions

Search

June's transactions



The Executive Club has made some changes to your statements. Avios presented is the Total Avios you or your Household have spent or earned. [What else has changed?](#)

| Transaction | Posted | Programme | Description | Tier points | Avios |
|--|------------|----------------|--|-------------|---------|
| 30-Sept-17 | 30-Sept-17 | Executive Club | Cabin bonus | 0 | 4,169 |
| 28-Sept-17 | 29-Sept-17 | Executive Club | Tier bonus | 0 | 1,042 |
| 24-Sept-17 | 25-Sept-17 | Iberia Plus | Reward flight: BORDEAUX - LONDON GATWICK Booking ref: ZL8WQ9 | 0 | 250 |
| <i>Balance carried forward 20,000 Avios</i> | | | | | |
| <i>Transactions before 24 September 2017 What's different?</i> | | | | | |
| <i>Ending balance 20,000 Avios</i> | | | | | |
| 18-Sep-17 | 19-Sep-17 | Executive Club | Avios part-payment Booking ref: ZL8WQ9 Part-payment for fligh | 0 | -17,623 |

Previous

Next

Print

My statement

140,005

MY TOTAL HOUSEHOLD AVIOS

90,005


MY LIFETIME TIER POINTS

British Airways transactions take up to 72 hours to appear. Partner transactions may take longer

All Month Date range

All transactions

Transactions from 24 September 2017

 The Executive Club has made some changes to your statements. Avios presented is the Total Avios you or your Household have spent or earned. [What else has changed?](#) X

| Transaction | Posted | Programme | Description | Tier points | Avios |
|---|------------|----------------|--|-------------|----------------|
| 30-Sept-17 | 30-Sept-17 | Executive Club | Cabin bonus | 0 | 4,169 |
| 28-Sept-17 | 29-Sept-17 | Executive Club | Tier bonus | 0 | 1,042 |
| 24-Sept-17 | 24-Sept-17 | Executive Club | Avios part-payment for flight Booking ref: ZL8WQ9 Details | 0 | -17,623 |
| <i>Balance carried forward 20,000 Avios</i> | | | | | |

Transactions before 24th September 2017

| Transaction | Posted | Description | Tier points | Avios |
|------------------------------------|-----------|--|-------------|----------------|
| <i>Ending balance 20,000 Avios</i> | | | | |
| 14-Jun-16 | 14-Jun-16 | Tier bonus | 0 | 1,042 |
| 12-Jun-16 | 14-Jun-16 | Reward flight: BORDEAUX - LONDON GATWICK Booking ref: ZL8WQ9 | 0 | 250 |
| 12-Jun-16 | 14-Jun-16 | Avios part-payment for flight Booking ref: ZL8WQ9 Details | 0 | -17,623 |


[Previous](#) [Next](#)

 Print

8 Linking and De-linking




8.1 Linking

http://y6n9d0.axshare.com/#g=1&p=preferred_separate_programmes

Iberia Plus  [Link](#)

Avios reward partners - Choose a programme

Link if you are a member of any of these programmes. If you have more than one accounts in a programme then please [contact us](#)

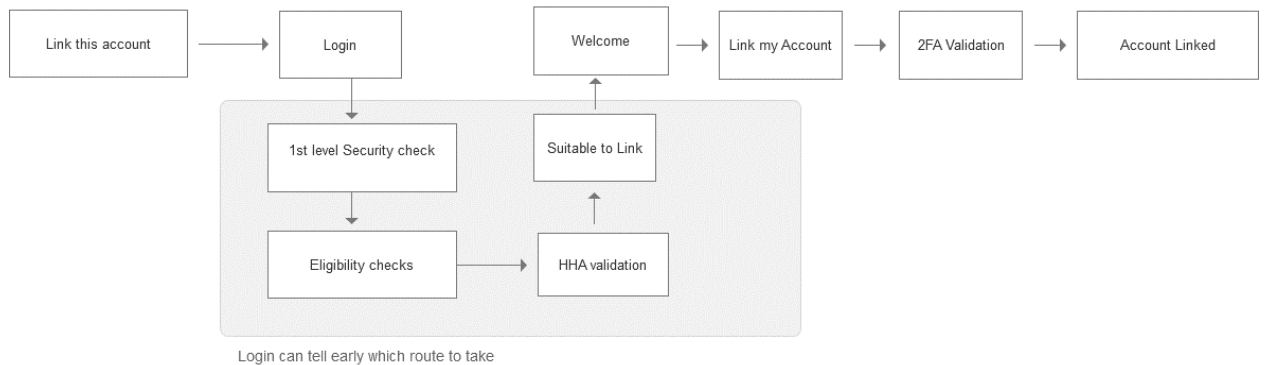
| | |
|---|----------------------|
|  Avios.com | Link |
| AERCLUB  | Link |
|  | Link |
| vueling CLUB | Link |

There are 4 parts to Linking and De-linking landing screens:

- 1) Introduction to linking which is a one liner informing how linking could be beneficial
- 2) Options available to link
- 3) Info-graphic showing how linking works

4) Linking and de-linking help section. Acting as a help centre we can address all relevant linking and de-linking questions here.

8.1.1 UX Logic



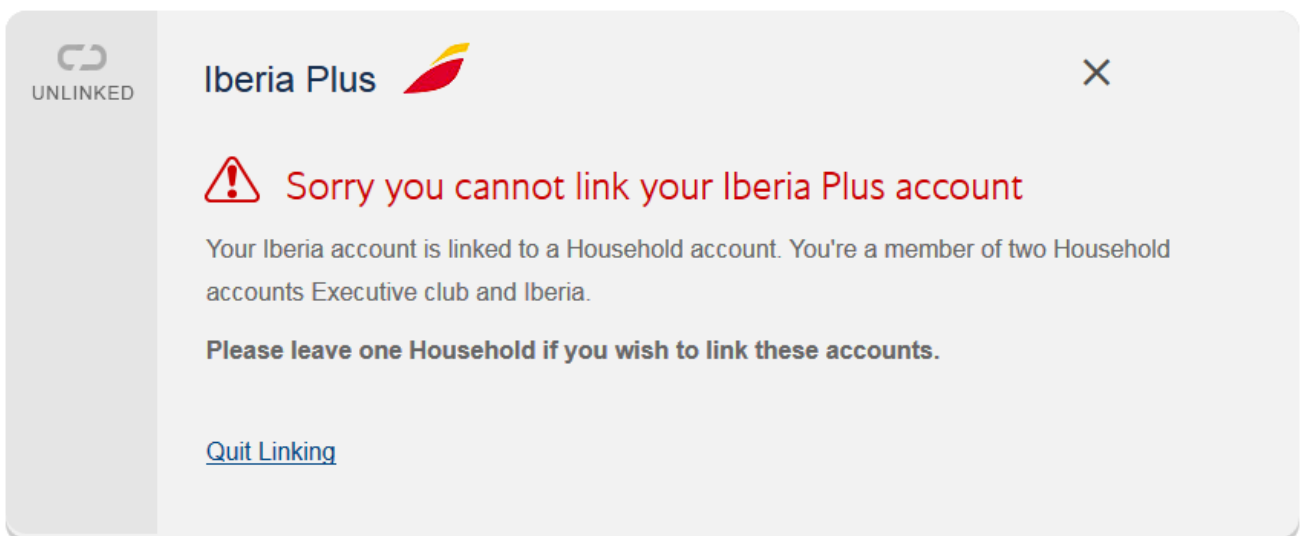
- i. Pre-linking stage and post-linking should both have Linking benefits and help for the user.
- ii. Linking should be a seamless process. All happening on the same page without just a few clicks.
- iii. Linking and de-linking should be simple and easy to manage.
- iv. Linking and de-linking actions and visual cues should be easy to identify.
- v. Use of branding for association and identity
- vi. Users should know what they are linking and how much?
- vii. The user should be provided with clear messaging showing if the link process was successful or not.
- viii. For unsuccessful flows the user should be informed of next steps
- ix. Grouping for AGL partners as and when required to support AGL's community model

- x. Smooth integration of 2FA causing as little annoyance and extra input from the user as possible

Validation

- After login there should be eligibility and Authentication checks where we allow or disallow the user to initiate linking. User should be provided with appropriate messaging based on outcomes.
- The system should also check if the host/parent account is linked to an HHA and if the target account is linked to another HHA.

At this point the system will present the user with appropriate messaging



8.1.2 Design logic

- i. Card layout using neutral colours enhanced by brand images providing clear linking and de-linking options.
- ii. Balance being linked is clearly visible to the user
- iii. A user can quit this journey anytime he wants.
- iv. Once the user finishes linking an account he should be able to start a new linking journey
- v. Quick and easy to link and de-link with logical chunks of information.

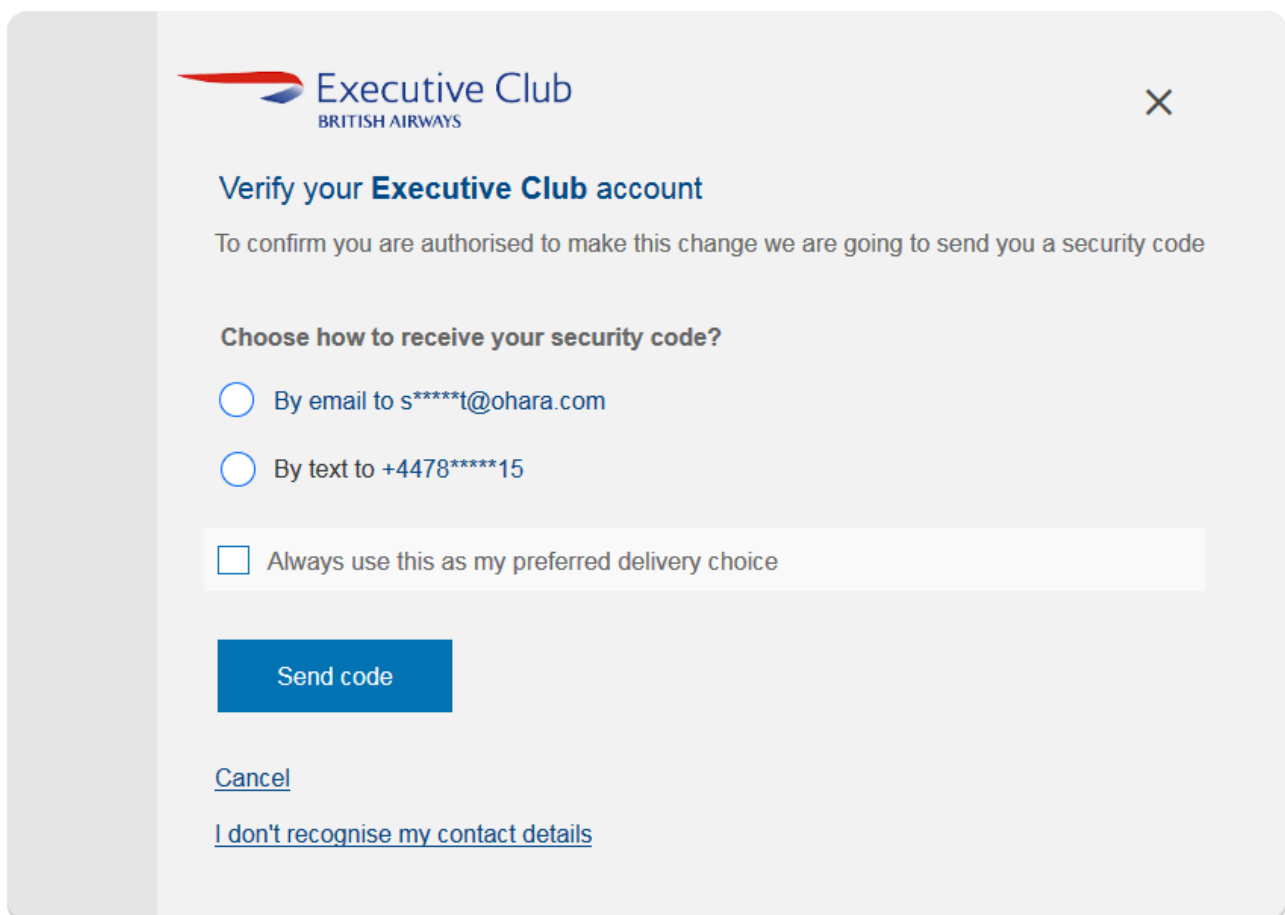
8.1.3 Interaction


- 1 When a user initiates a link or de-link by clicking our primary call to action the point of access becomes the point of focus and eventually the point of change.
- 2 The same pod will grow and shrink to accommodate content as required.
- 3 Simple card transitions slides and a flip should help achieve a smooth flow as highlighted in the following Axshare link.
- 4 These transitions are important to register a change in screen and grab user attention. The biggest challenge for such designs is to inform the user that the screen has changed and gain user input accordingly.
- 5 Overdoing transitions will not be helpful and subtle fades at times may not serve its purpose

http://y6n9d0.axshare.com/#g=1&p=preferred_separate_programmes

8.1.4 Accessibility

- a) Please see all images have alternate text in case an image fails to load.
- b) Every screen change should have appropriate Aria tags used explaining the change in screen.
- c) One linked the reader should read out that this option is linked. Hence it would be beneficial to maintain states for accessibility; linked/unlinked.
- d) The reader should clearly inform the user if these credentials belong to



 **Executive Club**
BRITISH AIRWAYS ×

Verify your **Executive Club** account

To confirm you are authorised to make this change we are going to send you a security code

Choose how to receive your security code?

By email to s*****@ohara.com

By text to +4478*****15

Always use this as my preferred delivery choice

[Send code](#)

[Cancel](#)

[I don't recognise my contact details](#)



Verify your **Executive Club** account

A text message with a security code was just sent to **+4478****15**


Enter the security code

Trust this device. Dont ask for codes again on this device

Verify

[Resend the code](#)

[Choose a different delivery method](#)

Iberia Plus 




Iberia Plus username

Password

 SHOW

Validate my account

Iberia Plus  ✕


Welcome to Iberia Plus

Your Iberia Plus balance is **500,000 Avios**

[Terms and Conditions](#)

[Link this account](#)

[Cancel](#)

Iberia Plus  ✕

Verify your **Iberia Plus** account

To confirm you are authorised to make this change we are going to send you a security code

Choose how to receive your security code?

By email to s*****t@ohara.com


By text to +4478*****15

Always use this as my preferred delivery choice

[Send code](#)

[Cancel](#)

[I don't recognise my contact details](#)

Iberia Plus  ✕

Verify your Iberia Plus account


A text message with a security code was just sent to **+4478*****15**


Enter the security code

Trust this device. Dont ask for codes again on this device

Verify


[Resend the code](#) [Choose a different delivery method](#)

 **LINKED** ✕

Iberia Plus 

✓ **Success**

Your **Executive Club** avios is now linked with your **Iberia Plus** avios. This does not change your login for these programmes




15,000 Avios

TOTAL TO SPEND WITH LINKED ACCOUNTS

Finish

[See what you can do with your new balance](#) [My Executive Club](#)

 **LINKED** **Delink**





Iberia Plus 

8.2 Linking and Avios partners

http://y6n9d0.axshare.com/#g=1&p=preferred_separate_programmes

Avios reward partners - Choose a programme

Link if you are a member of any of these programmes. If you have more than one accounts in a programme then please [contact us](#)

| | |
|--|----------------------|
|  Avios.com | Link |
| AERCLUB  | Link |
|  | Link |
| vueling CLUB  | Link |

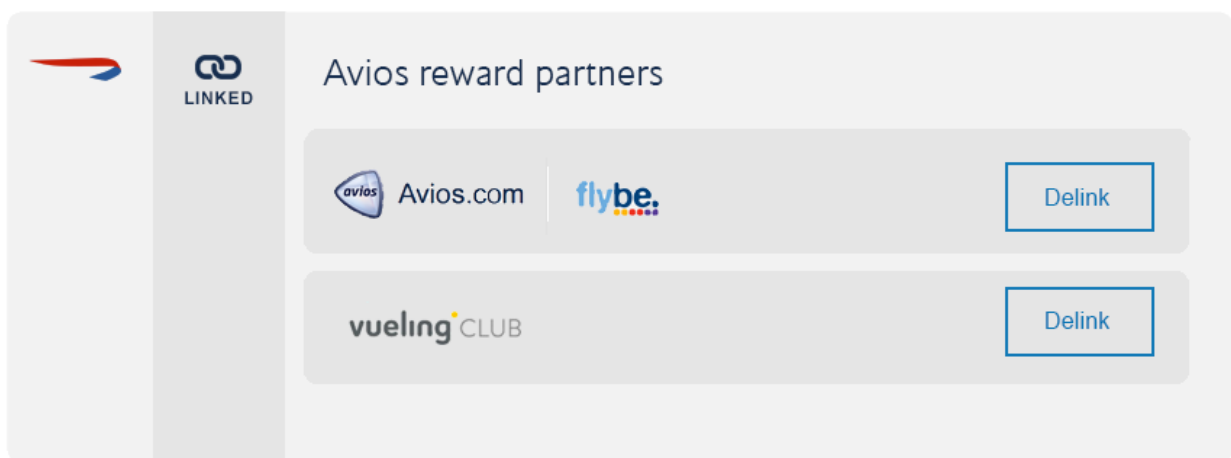
8.2.1 UX Logic

1. Avios partners have proven to be a challenge.
2. AGL community model does not exist for the user. Moreover Flybe and Kulula don't have their own programmes and rely on ATRP.
3. Vueling and Air Lingus have and may develop their programmes further. Hence their brands are more established and the users using these accounts may be looking for their specific airlines and loyalty clubs when linking.

4. For users holding multiple accounts within a programme we'll provide messaging (preferably at login as this is when they are thinking "which login shall I use I've got two").

http://y6n9d0.axshare.com/#g=1&p=linked_avios_programmes

http://y6n9d0.axshare.com/#g=1&p=aerclub_view



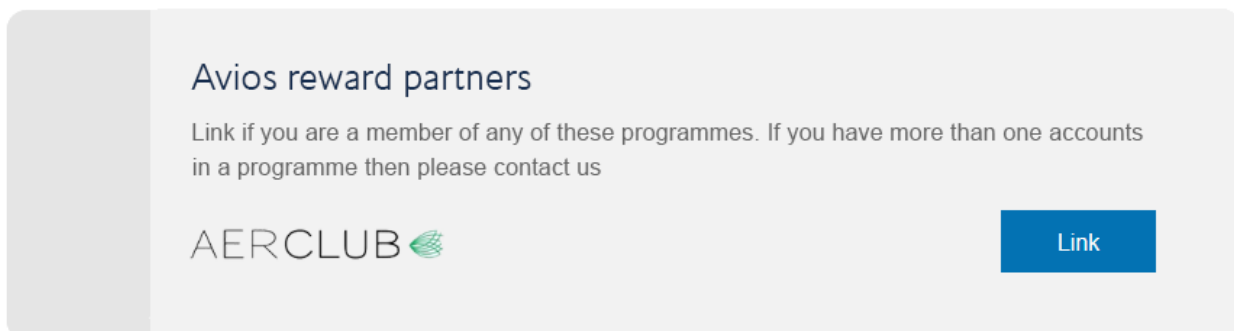
Avios reward partners

LINKED

Avios.com | flybe. | Delink

vueling CLUB | Delink

Programmes available to link



Avios reward partners

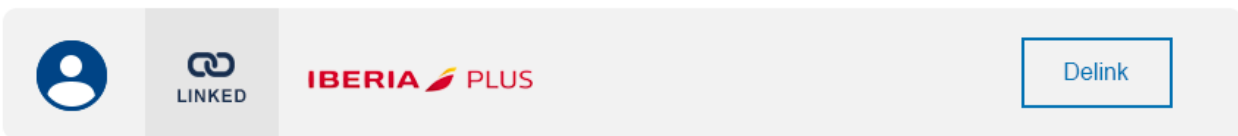
Link if you are a member of any of these programmes. If you have more than one accounts in a programme then please contact us

AERCLUB | Link

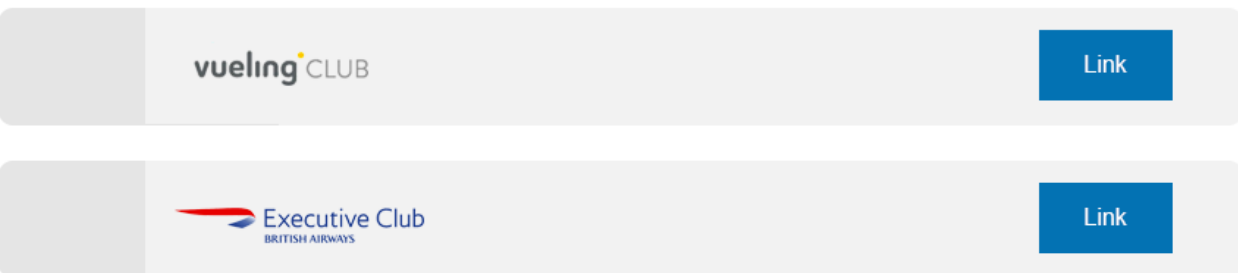
Your Avios reward partner account



Programmes linked with your Avios reward partner account



Programmes available to link with your Avios reward partner account




Auto linking multiple accounts

If you have two accounts linked outside or within the ACM model then the system should detect this and would allow you to link with those two accounts within the flow.

ACM enrolment and linking





When a user has already linked a programme from within ACM and enrolls with a new ACM member using the same profile at the end of enrolment he will have two ACM programmes linked. So now if the user joins IB+ or BAEC both these ACM programmes will be linked with the new programme.

Logic: BAEC is linked with Avios.com which is linked with Aer Club. Hence all 3 are linked.

 Avios.com ✕

Welcome to Avios.com

We have identified you have a linked Flybe account as well. We are going to link both your **Avios.com** and **Flybe** accounts automatically

Your total balance available to link is **8,000 Avios**

[Terms and Conditions](#)

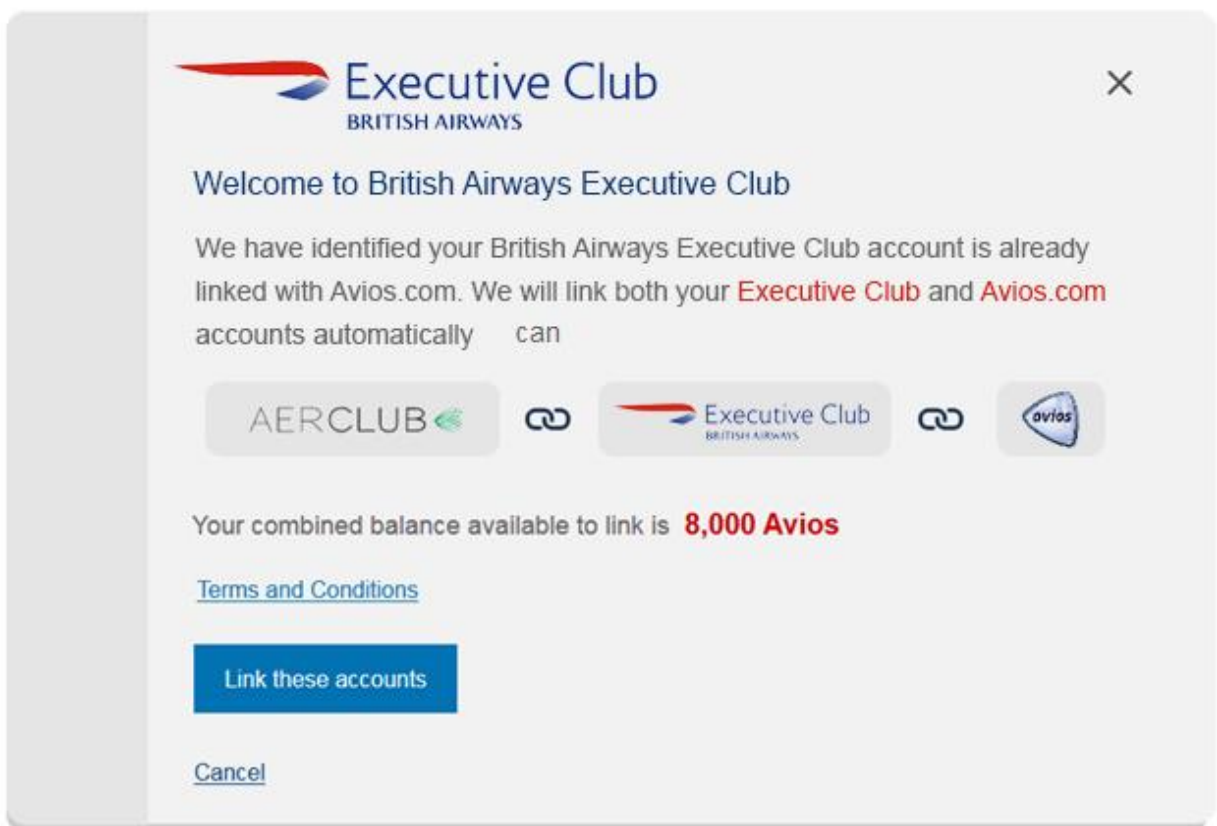
[Link these accounts](#)

[Cancel](#)

Linking a new programme

If a user has linked his Executive Club and Avios.com accounts. Now the user enrolls with Iberia plus. He then tries to link Iberia plus with BAEC.

The system will detect that your BAEC is already linked with Avios.com so end of this linking flow we will automatically link your BAEC and Avios.com as well.



Two 2FAs

One 2FA check is initiated at host/source side and the other on target side after login validation. UX will ensure users know where this 2FA is invoked and what details are being sought. (User testing should confirm if users are able to understand this difference)

Objective

The objective is to have individuality in brands and yet keep them grouped within one pod. This will avoid confusion for those who don't recognize some of the brands and may be hesitant if grouped.

Linking logic

Linking logic for these partners will allow the user to initiate a link with any of the partners. The system can then detect if this profile is linked to another AGL partner (one Avios account) it will then prompt the user and create a link with this partner.

If a user links with a partner and then goes to join a new partner which is using the same profile and one Avios account then this partner link could be automatically linked (if system supports) next time the user logs in.

De-Linking logic

If linking detects your one balance with multiple programmes and links these accounts in one go then de-linking from any of these accounts should de-link all your related programmes.

8.2.2 Design Logic

Grouping all partners within a pod and yet maintaining separate identities is the highlight of this design.

For those maintaining separate accounts we can have separate linked and de-link icons and call to actions.

Branding should be prominent and if possible accompanied by text. Text replacements should be supported in case of image load failures.

8.2.3 Accessibility

Users should be able to ascertain what is linked and what not. If it's grouped then the system should inform the user these programmes have been linked for you. Images should have supporting labels and text replacements.

8.3 Auto linking and smart linking

One ACM programme linking with another

- 1) If a user owns two separate accounts within ACM. Let's assume he has one with AerClub and another with Avios.com

When this user is trying to link both these accounts using the Link tool what will happen:

- a) Will the system allow the user to link the two ACM accounts and make note of the two profiles which can help with Autolinking? The system may also suggest merging on top of this.
- b) Will the system stop the user by showing an eligibility error saying your first name, last name or emails etc don't match? Much like CMA but CMA was physically moving Avios this doesn't.
- c) Knowing that these are two ACM accounts being linked the system will ask the user to merge instead of Link?

2) If a user using one profile has 3 accounts within ACM

- a. Will the default view be that all 3 programmes are shown with a link
- b. By showing a link next to these programmes we are encouraging users to think that programmes within the ACM model can be linked.
- c. Hence although separate programmes work for users with multiple accounts it will promote linking within ACM. With separate ACM programmes we are telling the user that you can connect within ACM as well

Detecting existing links within ACM programmes only

Post Enrolment

When a user has an ACM partner linked with either BA or IB+.

- 1) If the user then enrolls into another ACM programme with the same profile, the link has already been established hence the system can detect that this ACM profile is the same linking the two programmes within ACM and then inform the user that this ACM account is linked with BA or IB
- 2) If the user has BA linked with an ACM programme. He then enrolls with IB+ and tries to link IB+ with BA. The system can detect that this BA is already linked with an ACM programme.

Linking accounts

When a user has one profile for multiple ACM accounts.

- 1) When initiating a link with an ACM partner the system can detect if this profile is linked with multiple ACM accounts and can suggest linking more than one ACM partners in one go. This will not require Auto linking as the ACM partners are already using one linked profile and account.

| | | |
|-----------------------|------------------------|--|
| Post Enrolment | BA+IB | User has one account and enrolls in another (BA or IB) system can detect and suggest linking with BA if sure else can provide generic link options |
| | IB or BA+ACM1 | User has one account and enrolls in another (BA or IB) system can detect and suggest linking with BA if sure else can provide generic link options |
| | IB or BA +ACM1+ACM2 | Two scenarios here: |

| | | |
|--|----------------|---|
| | | <p>Enrols with BA then system can detect ACM programme and offer to initiate linking (no auto linking)</p> <p>Enrols with ACM2 and system detects and uses same profile as ACM1 which is already linked with BA. The user should see a link with both ACM 1 and ACM2. Upon completion of enrolment user should get a message showing these links.</p> |
| | ACM1+ACM2+ACM3 | <p>Upon enrolment:</p> <p>System detects previous profile and merges using one balance</p> <p>System allows you to have two accounts or three with different profiles</p> <p>The default view for such a scenario would show three ACM programmes with a link. This means that programmes within ACM model can be linked?</p> |

| | | |
|----------------|---------------------|---|
| Linking | BA+IB | Straight forward with one account linking with another |
| | IB or BA + ACM1 | User has a BA or IB account and tried to link with an ACM account where the user has only one ACM account. Again straight forward linking |
| | IB or BA +ACM1+ACM2 | <p>Two scenarios here:</p> <p>Here if you are logged into an ACM account the system should show that you have two ACM accounts ACM1 and ACM2 and both are linked. This is the default view. You will then go on to linking with BA or IB</p> |

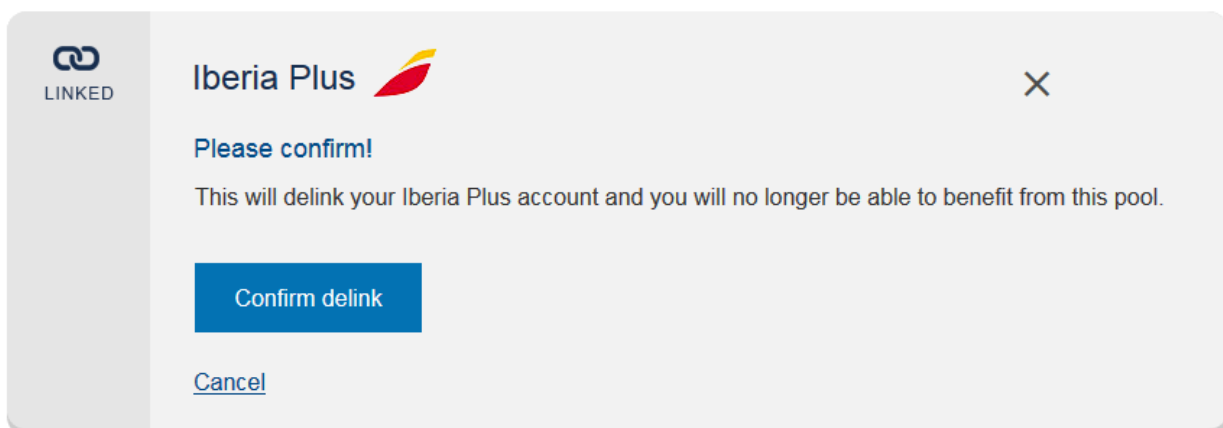
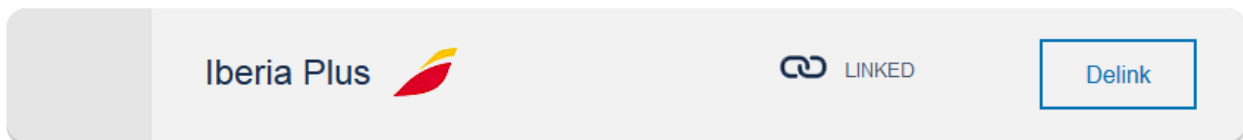
| | | |
|--|----------------|--|
| | | If you are logged into BA or IB and you have two ACM accounts that are already merged or linked then by selecting one you will be able to link with both. |
| | ACM1+ACM2+ACM3 | <p>If you have all separate accounts within ACM, all merged accounts or a combination of merged and separate.</p> <ul style="list-style-type: none"> • The system can allow you to link with a nudge to merge • The system can stop you from linking and only allow to merge • The system can show mismatch error and ask you to merge profiles |

| | | |
|---------------------|--------------|---|
| Auto Linking | Migration | System can detect matching profiles with BA, IB or any ACM accounts and ask users to accept or decline linking more than one accounts in one go |
| | Enrolment | <p>Upon completion of enrolment system can show a linked balance of the two accounts and ask the user the user to accept or decline.</p> <p>Note: This is different than just suggesting the user to link where the user upon willing will initiate the linking process. We just provide an option to link with what we think is a suitable match.</p> <p>So we have <u>two options</u> either suggest and leave the user to initiate a link or proactively link and seek consent</p> |
| | Link process | Since users with multiple profiles are allowed to link accounts , at the end of the linking process if the system learns that profile 1 and profile 2 are both linked to the same user and if profile 2 has other potential accounts that can be linked the system can proactively provide link and seek consent within linking. |

8.4 De-linking

The de-linking flow has been kept simple. It will not have any 2FA authentication hence a simple de-link button will start the flow.

The only screen required is “Confirmation”. Here we can inform and get a user’s consent that he really wants to de-link. We can also inform the user that he will be able link again if he de-links so the fear factor is minimized.



9 Two Factor Authentication (2FA)

9.1 Profile Settings

http://y6n9d0.axshare.com/#g=1&p=2fa_settings

Two factor authentication (2FA)


Protect your account with Two factor authentication

Your preferred delivery method


This enables us to use this delivery method everytime we have to invoke 2 Factor Authentication

Email to your preferred contact email s*****@ohara.com

Text to your preferred mobile number+4478*****15

 **Devices you trust**

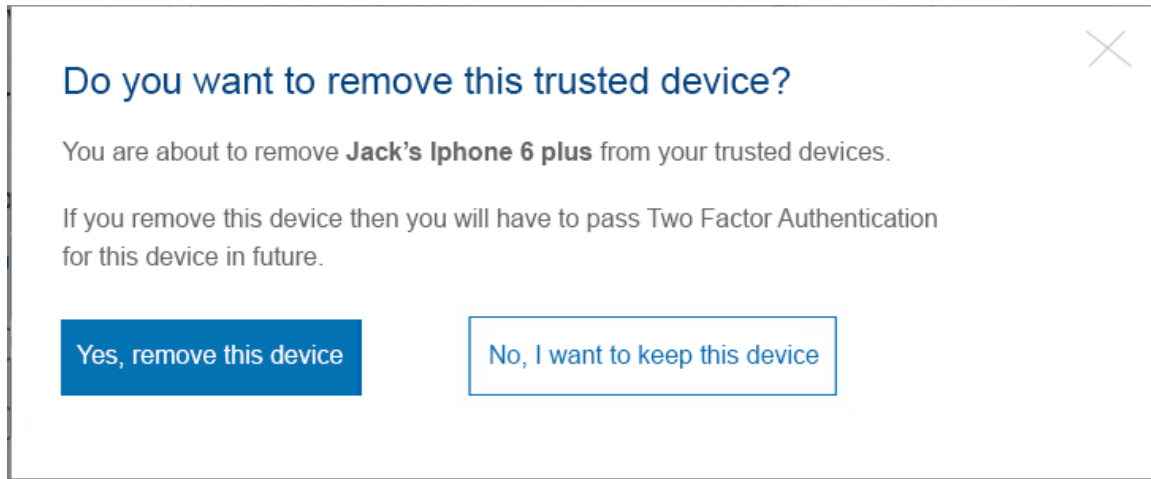
You can skip the second step on devices you trust, such as your mobile phone or your own computer

 Jack's iPhone 6 Plus [Remove](#)

For trusted devices; device details should be provided for identity.

Removing a Trusted device

http://y6n9d0.axshare.com/#g=1&p=removal_modal



9.1.1 UX logic

The profile settings section is quite important for storing two things:

- a) Preferred delivery method
- b) Devices you can trust

Within the 2FA flow when a user registers intention to store a preferred delivery method or a trusted device he gets a prompt to inform where his choices are stored in case he needs to change them in future.

If you change your mind you can change these settings by going to your profile

When a user clicks on “remove a trusted device” link from profile settings he is then prompted (modal) to confirm this action and informed of the consequences.

Upon confirmation the device will be removed and 2FA invoked on this device as and when required.

9.1.2 Design logic

Minimalist design approach that can be tweaked by any brand with their own brand colours and icons.

- Radio options for choice of delivery method as you can never not have a delivery choice.
- For trusted device we provide a remove link to remove the device from trusted zone

9.2 2FA Plugin

The 2FA plugin provides standard generic authentication logic that can be reused across channels and in various flows within our websites.

<http://y6n9d0.axshare.com/#g=1&p=2fa> - 2

Standards

We have some standard requirements for this plugin to be considered while preparing a flow or looking at UI for 2FA.

- The 2FA check may appear within any flow and at any point within a flow
- The user should be able to identify the change in flow and what the requirements are for this part of the flow
- The PRL provides a list of all the flows where 2FA would be implemented

9.2.1 UX logic

- i. For the user 2FA is a show stopper. The user would try to finish this as quickly as possible and go back to doing whatever he/she was trying to do.
- ii. Minimum steps to keep this stoppage as little as possible. Instead of showing the success screen the user is taken out of the 2FA flow and directly to the next screen of his original flow. This would resemble success. For example if a user was trying to link an Avios account then the *Link Success* screen would act as 2FA success as well.

- iii. Only for failures we should have a message allowing the user to request another passcode. The user should be informed of the number attempts he is allowed and expiry time limits wherever applicable.
- iv. There are two parts to 2FA verification

A. Choose how to receive your security code

How should we send the code?

Email code to h*****g@gmail.com

Text code to +4479*****57

Always send security codes this way

Send code

 **Cancel**

Don't recognise these details, please [contact us](#)

This section has the following features:

- a) This is the opening screen for 2FA. The user should know the screen flow has changed and what is being sought at this point.
- b) Engaging the user with a simple question, “Choose how to receive your code”?
- c) Masked email and mobile numbers to choose from
- d) An option to store a preferred delivery method. When a user checks this box the screen would toggle and provide a message saying these settings are stored in your profile.

If you change your mind you can change these settings by going to your profile

- e) If contact details are outdated or not being used by the user then there is a link “I don’t recognize my contact details” taking the user contact centre.

B. Enter the 6 digit security code

A text message with your security code has been sent to +4479*****57

Enter the security code

 Dont ask for codes again on this device
[Verify my account](#)

[➔ Resend the code](#)

[Choose a different delivery method](#)

[✕ Cancel](#)

- a) At this point in the 2FA journey if the passcode hasn't gone through to your chosen device then you can request to resend the code and you can choose a different delivery method.
- b) This is where a user can come across various errors like expired passcodes, system not responding and even incorrect entry of a passcode.
- c) Reconfirm chosen delivery method on top.
- d) Add an option to select this as trusted device. Again if the user selects this option he will get a message showing where these settings are being stored and if wants to remove this from trusted zone he can simply go to the profile page and change these settings.

9.2.2 Design logic

- i. All areas where we would want to grab user attention for example; options to choose a delivery method or inputs for six digit passcodes will have a bounding box surrounding these user input areas.
- ii. On white background we can use neutral grey and on grey we can have a white box narrowing user's attention to the important bits.
- iii. Clear radio options, checkboxes and call to actions should stay clear of clutter and noise.
- iv. Clear instructions and input areas defining what to do next.
- v. Neutral backgrounds mean they can be reused by any channel with own brand colours applied.

9.2.3 Accessibility

- i. The reader informs the user what 2FA is. Secondly how and what will happen after every step. Once the user has chosen a delivery method the reader should inform where the code is sent.
- ii. Quite important that the reader should present options like don't recognize my details or change delivery method and resend invite before asking for user's input. For users who are visually impaired and who cannot see these links below the primary call to action will be able to act according to their requirements.

9.3 Futuristic

As part of future improvements we can:

1. Add logged devices to the profile settings page and allow the user to select a device as a trusted device
2. Allowing mobile/tablet app prompts so a user can avoid entering 6 digit passcodes and opt for a simple Yes/No option.

10 Household Accounts

1. Pre creation – HHA Landing
2. Post creation – HHA Landing
 - a. Head of Household – Landing
 - i. Creating HHA
 - ii. Adding HHA members
 - iii. Removing a member
 - iv. Pending invites
 - v. Closing HHA
 - vi. Leaving HHA
 - vii. Change Head of HHA
 - viii. Change Address
 - b. Household member – Landing
 - i. Leaving HHA
 - ii. Changing address

10.1 Pre-creation – HHA Landing

[http://y6n9d0.axshare.com/#g=1&p=pre_hha_landing - 1st create](http://y6n9d0.axshare.com/#g=1&p=pre_hha_landing_-_1st_create)

My Executive Club Menu

- Manage My account
- My statement
- My upcoming flights
- My past bookings
- Update my personal information
- Saved Payment Cards
- My Household Account
- My Family and Friends
- My travel companions
- Manage third party nominee
- Executive Club items
- Combine my Avios
- Claim missing Avios

My Flightpath

Offers and news

Household accounts

A Household account allows you to pool all the Avios held by family, friends and partners living at the same address.

Why create a Household Account?

- Pool your Avios with up to six people* who live with you to increase your spending power.
- Avios can be earned and spent by all members in the Household.
- A Household account lets you invite [Family and Friends](#) to join too.

[Create a Household Account](#)

How to start a Household?

- You must have at least 2 people in a Household Account and they must live at the same address.
- Whoever creates the account becomes the Head of Household.
- A Household Account has a maximum of 7 slots. These are taken up by members and their linked accounts.

Linking your Avios can give you a boost...

- Pool Avios from all your Avios programmes
- If a member of a Household Account is also a member of another Avios earning programme, these can be linked to further increase the Avios available to spend.

[Tell me more about linking Avios](#)

[Create a Household Account](#)

Household Account help

[How can I benefit from a Household account?](#)

[What is the maximum number of members allowed?](#)

[Basic rules and requirements](#)

[Household Account FAQs](#)

Family and Friends

Once you have a Household Account, you can create a list of family and friends, so you can share your Household Avios with them.

[Tell me more](#)

10.1.1 UX Logic

- A. This screen should focus on some of the following objectives;
 - a. How can HHA benefit me?
 - b. How can I start a household?
 - c. What are the rules and limitations around Household creation?
 - d. All the pre-creation questions that come to mind should be addressed here?
 - e. I already have a linked account, how can linking play a role?

- B. Some important parts of this landing screen:
 - a. Creating interest using benefit focused approach
 - b. Educating using Infographic and supporting content to explain how HHA works?
 - c. Clear Call to Actions inviting to create a Household
 - d. Touching upon linking but not going into details as that should be covered by the Linking section. User can be redirected to this.

- C. Household account help section. This is quite important as the sections above may not cover all the information a user needs to start and manage a household hence this section can draw Q&A from a help centre or a repository of HHA questions covering all queries for Head and Member of HHA

- D. A Family and Friends section to attract attention by highlighting how HHA can benefit beyond HHA members.

10.1.2 Design Logic

A free flowing landing page with well-marked sections. Cutting down on lengthy pages keeping concise but complete.

Basic Idea: [Captive](#) + [Educate](#) + [Create](#)

- Info graphic using icons. You can add your own brand images or real images to explain.
- Heading and CTA's using brand colours can easily be replaced with your own brand colours.

10.1.3 Accessibility

Infographics must have alternate text summaries and explanations added for screen readers and image load failures.

10.2 Post Creation – Head HHA Landing

http://y6n9d0.axshare.com/#g=1&p=head_of_hha_-_landing

The screenshot displays the 'My Household account' management page. On the left is a 'My Executive Club Menu' sidebar with options like 'Manage My account', 'My statement', and 'My upcoming flights'. The main content area is titled 'My Household account' and shows 3 members sharing 15,000 Avios. It lists the Head of Household (Lee Head) and two other members (Arran Head and Ryan Head). There are sections for 'Pending invites' (two for Nicola Head) and 'Household Account help' with links to FAQs. At the bottom, there are sections for 'Family and Friends', 'Travel companions', and 'Executive Club partner cards'.

My Executive Club Menu

- Manage My account
- My statement
- My upcoming flights
- My past bookings
- Update my personal information
- Saved Payment Cards
- My Household Account
- My Family and Friends
- My travel companions
- Manage third party nominee
- Executive Club items
- Combine my Avios
- Claim missing Avios
- My Flightpath
- Offers and news

My Household account

3 members sharing a total of 15,000 Avios
You can add 4 more members to your account

[Add a new member](#) [Close Household account](#)

Head of Household

Lee Head
Membership number: 4531232 [Change Head](#) [Leave Household](#)

Other members

Arran Head
Membership number: 53423124 [Remove member](#)

Ryan Head
Membership number: 65400987 [Remove member](#)

Pending invites

Nicola Head
Date of birth: 16 July 1980
Gender: Female
Email: nicola@gmail.com
Invite expires: 12 Aug 2017

[Change email](#) [Resend invite](#) [Remove member](#)

Nicola Head
Date of birth: 16 July 1980
Gender: Female
Email: nicola@gmail.com
Invite expired

[Change email](#) [Resend invite](#) [Remove member](#)

Household Account help

- [How can I benefit from a Household account?](#)
- [What is the maximum number of members allowed?](#)
- [Basic rules and requirements](#)
- [Household Account FAQs](#)

Family and Friends

Once you have a Household Account, you can create a list of family and friends, so you can share your Household Avios with them.

[Add Family and Friends](#)

Travel companions

When you make bookings on ba.com for other people, having their details saved to your account can make things quicker and easier.

[Add Travel companions](#)

Executive Club partner cards

As a Gold member who has already reached 4,500 Tier Points, you are able to nominate a friend or family to receive a Silver partner card

[Nominate a partner card](#)

10.2.1 UX Logic

The post HHA landing screen for the Head of Household is divided into logical sections building up on information relevant to Managing your account.

Contextual functionality and links are added within these logical blocks to provide timely actions within proximity.

Sections and contextual functionality

- a. HHA Summary + Household actions
 - b. HHA Head – Head related actions
 - c. HHA Members – Member specific actions
 - d. Pending invites – Invite related actions
 - e. Managing HHA help for Heads and Members
 - f. Family and friends information
 - g. Travel Companions information
 - h. Partner cards and how you can nominate
- a. The summary section should provide vital slot count to the user. It should inform how many slots are taken, how many left and how much is the HHA total. This will provide a quick snapshot of your HHA account.

Two **Call to actions** are shown upfront. Adding a new member which gets registered early on top of the screen and Closing an HHA account. This will allow the user to initiate a batch removal process whereby all members are removed and HHA is closed.

- b. Head of household is prominently displayed with associated functional links; changing the head of household and leaving or quitting the household.
- c. The Members section allows the head to scan listed members have access to the removal flow.
- d. Pending invites section would list all the pending members. The user will be informed if pending invites are taking up slots.

Expiry dates for pending invites could be derived by number of configured days to date of invite. Expiry date can be handy piece of information so Head would give a nudge to the invitee especially if slots are being used by such invites.

The Head can change invitees **email** incase the invite was sent to the wrong email. Resend invite can be handy incase invite didn't reach the invitee or was mistakenly deleted, removing the invited member will allow the head to send a fresh invitation.

- e. Help section should cover all queries relevant to managing a household account and its members. It should also provide a link to a Household help center covering all HHA topics and rules in detail.
- f. In case the HHA has not started a family and friends list this will provide as a nudge to start one. If you already have a Family and friends list then this section will take you to your family and friends landing page.

- g. We can also provide a section for Travel Companions. If not already created then this will allow creation else it will take the user to post creation landing.
- h. At this point the user can nominate a partner using his Family and friends list (PS: This may be limited to Executive Club only)

10.2.2 Design logic

- a. Clearly defined cards and sections providing logical blocks and grouping.
- b. Grabbing user attention to separate sections and their contextual links using icons.
- c. Icons are for visual support only and should not be the only source of information for a link. Accompanying text label is important.
- d. Sections are cleanly stacked using headings, white breathing space and primary and secondary call to actions.
- e. Overlaying with brand colours allow brands to implement their own brand colours.

10.2.3 Accessibility

All sections must have summaries explaining where a user is what to expect. Icons should only be used for visual enhancement and not conveying vital information.

10.3 HHA Creation – Adding an existing member

<http://y6n9d0.axshare.com/#g=1&p=create> and add

<http://y6n9d0.axshare.com/#g=1&p=add> - 01


My Executive Club Menu

- Manage My account
- My statement
- My upcoming flights
- My past bookings
- Update my personal information
- Saved Payment Cards
- My Household Account
- My Family and Friends
- My travel companions
- Manage third party nominee
- Executive Club Items
- Combine my Avios
- Claim missing Avios
- My Flightpath
- Offers and news

Create a Household Account

i You need at least 2 to start a household account. You can have a total of **7 members** within a household
[Household account FAQs](#)


Head of Household

 **Lee Head**
membership number: 4531232

Household nominee 1

Is this nominee an Executive Club member?
 Yes No


| Membership number | Last name |
|--|-----------------------------------|
| <input type="text" value="876458854"/> | <input type="text" value="Head"/> |

 Remove nominee

Household nominee 2

Is this nominee an Executive Club member?
 Yes No

| Membership number | Last name |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |

 Remove nominee

I have read and agree to the terms and conditions for the [Executive Club Household Accounts](#)

We can reuse this to add new members to HHA as well. This particular flow has two objectives;

- i. Creating HHA
- ii. Adding HHA member

10.3.1 UX logic

1. Creating Household for the **first time**: User is provided with messaging informing you need to have at least two members to start a household.
2. Since you, the user, are starting this household you will be placed as the Head of household.
3. Head of household can add multiple members to your household in one go. This is where we give you a counter so you know how many HHA members you have left.
4. The Head can choose if he wants to add an existing member or new. In one attempt the head can add a mix of existing and new members.
5. Adding and removing members to HHA should be simple and easy to add multiple members and non-members.

6. Add an existing member flow:
 - a. Add a member details
 - b. Review details
 - c. Confirm invite sent
 - d. Send email to invitee
 - e. Invitee logs in confirms address validation (BA for now)
 - f. Join Success
 - g. Welcome email to member
 - h. Emails to all members informing new addition to HHA

7. Address validation will change member's current address to match the address of the Head of household. This is don't with user consent and once initiated it will only be changed by Call Centre Agents or if they quit the household.

10.3.2 Design Logic

1. Card layout allows the Head of household to easily add multiple members and scan all data entered.

2. Easy to add members and non-members alike with clear call to actions.

3. Easy to rebrand with own brand colours and styles.

10.3.3 Accessibility

Clear accessibility tagging and summaries for screen readers defining all blocks of information and call to actions.

Add a new member

You can add **2** more members to your Household account

[Household account FAQs](#)



Household nominee 1

Is this nominee an Executive Club member?

Yes No

Membership number

876458654

Last name

Head



Remove nominee

Add another member (2 left)

Confirm Household member details

These details have not yet been submitted. Please check that the details below are correct

Household nominee 1



Head

Membership number: 12345678

Email: Mav@gmail.com



[Amend details](#)

[Add to Household Account](#)

[X Cancel](#)

Invitation successful

Your nominated Household member has been added to your Household account as a Pending member



Thank you for adding a member to your Household Account

- Emails have been sent to your nominee.
- Nominees must respond to their emails to be included in your Household Account.
- You can check the progress of your application, resend nominee invites, or remove nominees from your [Household Account](#) page

[< Return to My Household Account](#)

[My Executive Club](#)

Household address validation

You have been invited to join a Household Account by **Lee Head**, who is the Head of Household.

[What is a Household Account?](#)

Your registered mailing address must be the same as the Head of Household, therefore **your address will be registered as:**

12b Fulwith Crescent, Gosforth, Newcastle-upon-Tyne, NE3 7UU

By accepting this invite, you are agreeing to the [terms and conditions of the Executive Club Household Accounts](#)

Accept and join Household

Reject invitation

Congratulations

✓ You have successfully joined the Household

You will shortly receive a confirmation email

[My Household Account](#)

[My Executive Club](#)

10.4 HHA – Add a new member

<http://y6n9d0.axshare.com/#g=1&p=add-new-01>

10.4.1 UX logic

1. This flow has the following parts:
 - a. Sending an invite
 - b. Member taking action on the invite
 - c. Household address validation and acceptance
 - d. New member registration

2. The registration flow for a new member invite is different than for existing members. *(PS: Date of birth exists in BA today but since Comarch systems cannot support this BA has decided to drop this from our requirements)*

3. For BA, **address validation** would require a prompt to the user where the user's address will be pre-filled to match the address of the head of household in the registration form. This will not be editable.
The two most important parts of this registration are the modals checking the date of birth and address validation.

4. Even if the date of birth fails the user is still encouraged to finish registration. The effort wouldn't go in vein.

10.4.2 Design Logic

1. Modals are used for complete attention and gain user attention.
2. The user should get clear messaging if validation fails.
3. Registration form should be clearly sectioned.
4. Validation should be supported with clear messaging and next steps should be clear.

10.4.3 Accessibility

Clear accessibility tagging and summaries for screen readers defining all blocks of information and call to actions.

The screenshot shows a web interface for adding a new member to a household account. On the left is a navigation menu titled 'My Executive Club Menu' with items like 'Manage My account', 'My statement', 'My upcoming flights', 'My past bookings', 'Update my personal information', 'Saved Payment Cards', 'My Household Account', 'My Family and Friends', 'My travel companions', 'Manage third party nominee', 'Executive Club Items', 'Combine my Avios', 'Claim missing Avios', 'My Flightpath', and 'Offers and news'. The main content area is titled 'Add a new member' and includes a sub-header 'You can add 2 more members to your Household account' and a link for 'Household account FAQs'. The form is for 'Household nominee 1' and asks 'Is this nominee an Executive Club member?' with radio buttons for 'Yes' and 'No' (selected). It contains input fields for 'Email' and 'Confirm email'. Below these are fields for 'Title', 'First name', and 'Last name'. The 'Date of birth' section has dropdowns for 'day', 'Month', and 'Year'. The 'Gender' section has radio buttons for 'Male' and 'Female' (selected). At the bottom of the form is a 'Remove nominee' button with a trash icon. Below the form is a button 'Add another member (4 left)'. At the very bottom, there is a checkbox for 'I have read and agree to the terms and conditions for the Executive Club Household Accounts' and a 'Continue' button.

Confirm Household member details

These details have not yet been submitted. Please check that the details below are correct

Nominee 1



Maverick Head

Date of birth: 16 July 2010

Email: Mav@gmail.com



[Amend details](#)

[Add to Household Account](#)

[X Cancel](#)

Invitation successful

Your nominated Household member has been added to your Household account as a Pending member



Thank you for adding a member to your Household Account

- Emails have been sent to your nominee.
- Nominees must respond to their emails to be included in your Household Account.
- You can check the progress of your application, resend nominee invites, or remove nominees from your [Household Account](#) page

[< Return to My Household Account](#)

[My Executive Club](#)

Household Account invitation

Dear Mrs Murad,

We are delighted to let you know that you have been invited to join a **British Airways** Executive Club Household Account.

When you become a Member of a Household Account, you can share your Avios with the other Members of the account. Any Member of the Household Account aged over 18 can spend Avios on reward flights, upgrades, and more.

Each Member will still collect Tier Points for themselves, which cannot be shared with other Members of the Household Account.

Firstly, you will need to join the Executive Club by completing an online form and accepting our Terms and Conditions. Then you will be able to join the Household Account.

[Accept your Household Account invitation](#)

We hope you enjoy all the benefits the Executive Club has to offer.

Warm regards,



James Hillier
From the Executive Club

Household address validation

You have been invited to join a Household Account by **Lee Head**, who is the Head of Household.

[What is a Household Account?](#)

Your registered mailing address must be the same as the Head of Household, therefore **your address will be registered as:**

12b Fulwith Crescent, Gosforth, Newcastle-upon-Tyne, NE3 7UU

By accepting this invite, you are agreeing to the [terms and conditions of the Executive Club Household Accounts](#)

Accept and join Household

Reject invitation

Register or join the Executive Club for free

Email address


Confirm email address

Choose password 

At least 6 characters using a mix of letters (English A-Z) and numbers

Confirm password

Welcome to the Executive Club



 You are now enrolled in the Executive Club and your account has been activated. A confirmation email will be sent to the address you gave us.



Your Executive Club membership number is 73991743

Please make a note of this, so you can add it to your bookings and collect the Avios and Tier points that you're entitled to. You can view your digital membership card when you log into your account on ba.com or use the BA app.

Now that you have joined as a Blue Member, you can:

-  collect Avios reward points to spend on flights and more
-  collect Tier Points to move through the levels of the Executive Club



| Membership number | My Avios | My Tier Points | My Lifetime Tier Points |
|-------------------|----------|----------------|-------------------------|
| | 0 | 0 | 0 |

Welcome to your Household Account

Dear Mrs Murad,

Welcome to your Executive Club Household Account, membership number:

Now you will be able to share Avios with the other Members of your Household Account and any Member can spend Avios on reward flights, upgrades and more.

[Find out more about spending your Avios](#)


Each Member will still collect Tier Points for themselves, which cannot be shared with other Members of the Household Account.

You will continue to collect Avios and Tier Points as you do currently.

We hope you enjoy all the benefits of your Household Account.

[Find out about the benefits of Blue membership](#)

Warm regards,



10.5 Removing an HHA member

http://y6n9d0.axshare.com/#g=1&p=removing_hha_member

10.5.1 UX logic

1. **Removing an HHA member** should be quite simple but come with caution.
2. Caution the user that the member is being removed and if there is a limited window to remove members then explicitly inform the user.

3. Send an email to the member being removed.
4. 6month validation messaging confirming six month validation and if possible how and when to initiate a removal.

10.5.2 Design Logic

- 1 Proper messaging is required for this process.
- 2 Month validation check should be clearly communicated if required.

Removal of Household member



Lee Head

Email: lee.head@ba.com

Membership number: 45632145

Confirm removal

- This will permanently remove this person from your Household
- The Household member being removed, will get an email confirming removal
- The member being removed will remain to be a member of Executive Club. Under 18s will be able to redeem Avios after 18

Remove member now

Confirmation of removal

Household account confirmation of removal

We have sent an email to Lee Head confirming removal from the Household.

[< Return to My Household Account](#)

[My Executive Club](#)

Removing a Household member

Sorry your request cannot be processed

You are only permitted to remove members from a Household once every 6 months

[< Return to My Household Account](#)





[My Executive Club](#)

10.6 Pending invites





[http://y6n9d0.axshare.com/#g=1&p=head of hha - landing](http://y6n9d0.axshare.com/#g=1&p=head%20of%20hha%20-%20landing)

[http://y6n9d0.axshare.com/#g=1&p=preferred_expired_invites automatically cancelled](http://y6n9d0.axshare.com/#g=1&p=preferred_expired_invites_automatically_cancelled)

Pending invites

| | | |
|---|--|--|
|  Nicola Head Email: nicola@gmail.com | Invite expires: 12 Aug 2017 | |
|  Change email |  Resend invite |  Cancel invite |

Expired invites

| | | |
|--|--|--|
|  Susan Head Email: nicola@gmail.com | Invite expired | |
|  Change email |  Resend invite |  Cancel invite |

10.6.1 UX logic

1. The head of the household can perform the following functions with a pending invite:

- Change email

http://y6n9d0.axshare.com/#g=1&p=change_email

- Resend invite

http://y6n9d0.axshare.com/#g=1&p=resend_invitation_confirmation

- Cancel invite

http://y6n9d0.axshare.com/#g=1&p=cancel_pending_invite

2. Change email will allow the head to resend invite to a different email in case the invitee email has changed or was incorrect. In order to support Comarch we can run a cancel invite for the previous invitation in the background before sending a new invite.
3. Resend invite could cancel old invite and send a fresh invite both in one go so there is no conflict of old and new invitation links.
4. Cancelling an invite will remove this invitation from the system rendering all previous invitation links as obsolete.
5. **Expiry dates** and expired invites. This is what we can calculate for the Head. The invitation sent date can act as starting point and by adding number of days from our rule we can get the expiry date.
6. Once the invitation expires we can send an email informing the Head and the invitee.
7. Once an invite expires we can set a trigger to cancel the invite at CLM side so we can release the slot for the user. (This is preferred action which may not be viable within existing scope)

10.6.2 Design logic

1. Simple one to two step processes should carry forward branding from Landing screen.
2. Clear simple to understand headings and messaging
3. The expiry dates and for invites already expired should be clearly highlighted as part of pending invites.

Change pending nominee email

If you click on update email an email will be sent to the nominee and confirmation will be sent to the Head of Household

Email address

Confirm email address

[Update & send email](#)

Invitation sent

✓ An email has been sent to: jane.walters@ba.com

The email contains a link which the nominee must click in order to enter the process to the join your Executive Club Household Account.

[< Return to My Household Account](#)

Cancel pending invite

Pending invite for the following member will be withdrawn



Lee Head

Email: lee.head@ba.com

Membership number: 45632145

Confirm invite cancellation

- This will remove the pending member from your Household.
- The pending Household member being removed, will get an email confirming removal

10.7 Closing a Household account

http://y6n9d0.axshare.com/#g=1&p=close_my_hha

Closing your Household Account

You are closing your Household Account

- This will permanently close your Household account and remove all your Household members
- You can also change the Head of Household if you want
- Any under 18s will keep on earning HHA even after removal but will only redeem once they reach 18

Removing household members

| Lee Head | Head of Household |
|--------------|-------------------|
| Paul Newman | |
| Sally Kirby | |
| James Walker | |

Close Household and remove members

Change Head of Household

10.7.1 UX logic

1. If you're allowed to open an account you should be allowed to close it as well. That shouldn't be a cumbersome process.
2. A user can, by removing individual household members eventually close a household account but this becomes irritating and not explained well to the user.

What this process does is create a loop or batch process whereby existing household members are removed till it reaches a point where only the head of household is left and your household will be dissolved.

3. This will allow the head to initiate this with one click rather than running around figuring out what to do or remove 6 members one by one.
4. This is a big step hence we need clear messaging for the Head alongwith the list of members shown upfront as this is what is being removed.
5. We can inform the Head that he can start another household if there are no restrictions.

10.7.2 Design Logic

1. Clearly caution the Head as this is a big change and is irreversible.
2. The call to action will clearly state that this will close HHA and remove all members.
3. Three parts to the removal screen: What's going to happen, who is being removed, call to actions allowing the head to quit this closure.

10.8 Change Head of Household

http://y6n9d0.axshare.com/#g=1&p=selecting_head_of_household

Change Head of Household

Changing the Head of Household

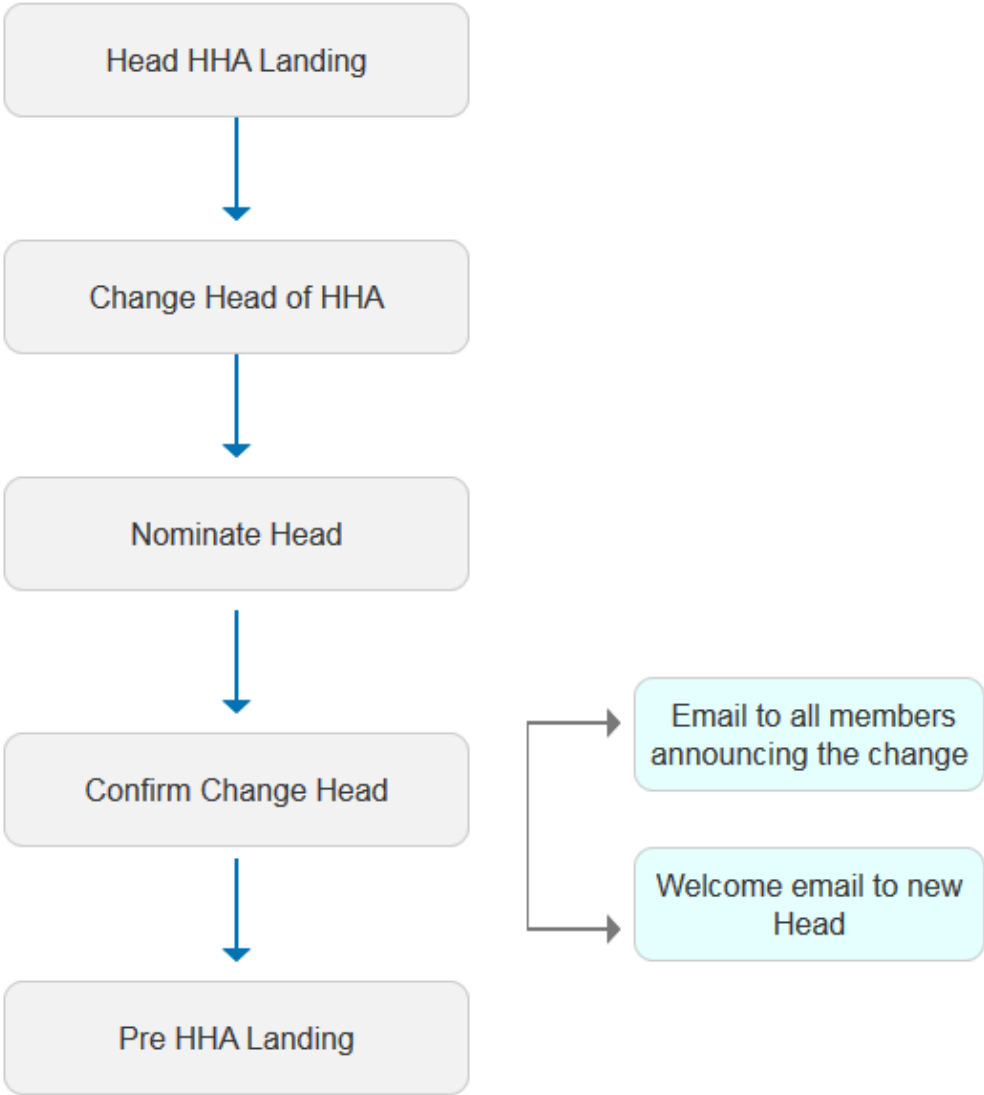
- You can only select an existing member to be the new Head of Household
- If you wish to quit the Household without closing it, please select a new Head of Household and ask them to remove you from the Account.

Select a new Head of Household

- Arran Head
- Ryan Head
- Nicola Head

Change Head of Household

Change Head of Household



1. Changing the head of household means the head will need to pick another member from the household to become the Head.

The process includes:

- i. Selecting a member from the Household
- ii. Confirming your selection
- iii. Email confirming the changes

Note: From UX perspective it would have been better if the nominee was allowed a say. So the person nominated would have the right to accept or decline to be the head.

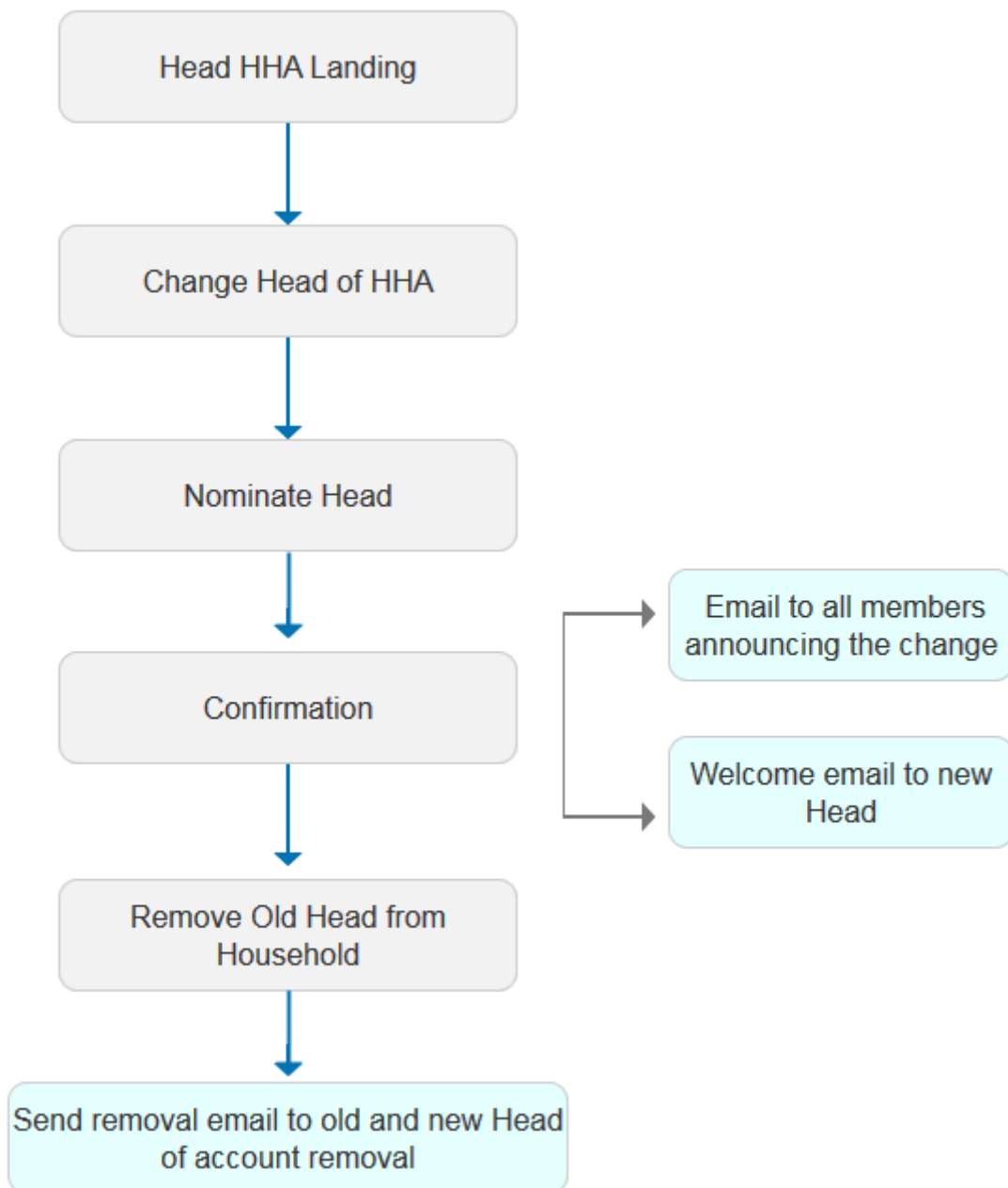
2. Once the new head is selected the old Head of Household will go to a member landing screen.
3. A welcome email will be sent to the new Head and an announcement to all members informing the change.

10.8.2 Design Logic

1. Provide a list of HHA members to choose from
2. Clear messaging as to what's going to happened to the Head's account

10.9 Head leaving household

<http://y6n9d0.axshare.com/#g=1&p=process>



10.9.1 UX Logic

1. This process has two sub-processes:
 - a. Change Head of Household
 - b. Remove old Head of household

2. Changing head of household is introduced in GLP. Making use of the change process and the removal function we can introduce this where the Head can quit or leave the HHA without calling call centre.

3. Pre-condition to leaving an HHA is that the Head must nominate another Head and make himself a normal member. Which is when he can easily be removed by the system.

4. An email will be sent to the new Head and old of this removal.

10.10 Changing Household address (for BA)

http://y6n9d0.axshare.com/#g=1&p=head_household

Home address

Please note that only the head of the household can change the address of the household account. Any address changes you make will update the accounts of all members in the household automatically.

If any members of your household would like to leave the Household Account or to register a different address you need to remove them from the Household Account.

Address Line 1

1 London Road

Address Line 2 (optional)

Address Line 3 (optional)

Town/City

NEW YORK

County/State (optional)

New York

Postcode/Zip (optional)

12345



10.10.1 UX Logic

When the head of household goes to change the address of the household clear messaging should be provided informing the Head that this will change the household address for all members within the household.


10.11 Post Creation – Member Landing

http://y6n9d0.axshare.com/#g=1&p=member_landing


My Household Account


 3 members sharing a total of 15,000 Avios  [Quit Household](#)

Head of Household

 **Lee Head**
Membership number: 4531232

Other members

 **Arran Head**
Membership number: 53423124

 **Ryan Head**
Membership number: 65400987

Household Account help

[How can I benefit from a Household account?](#)
[What is the maximum number of members allowed?](#)
[Basic rules and requirements](#)
[Household Account FAQs](#)

Propose Family and Friends

Once you have a Household Account, you can create a list of family and friends, so you can share your Household Avios with them.

Travel companions

When you make bookings on ba.com for other people, having their details saved to your account can make things quicker and easier.

[Add Travel companions](#)

10.11.1 UX Logic

1. Member landing page is quite similar to the Head landing screen. The only difference is that it's devoid of all functions the head can perform. It also doesn't have pending member invites shown. So a member is unaware of whose joining and this makes it all the more important to send an email out to all members informing when a new member joins.
2. The member will get a summary on top showing how valuable the HHA is by providing a total HHA balance and number of household members.
3. Member of the HHA can quit the household but the flow will be different than the flow for the Head of Household.
4. The member of the household will also get a list of all household members.
5. Household account help section will provide all HHA help explaining rules around day to day tasks for the member of the household.
6. Since only the Head of household can manage a family and friends list the member can propose nominees to the Head of household.
7. The member is allowed to add travel companions on his own. Hence this could be a nice place to provide some awareness on adding travel companions.

10.12 Household member - Leaving the Household

http://y6n9d0.axshare.com/#g=1&p=member_leaving_hha

Leaving the Household

Confirm leaving the Household

- This will permanently remove you from the Household
- If you leave you may not be able to join this Household for atleast 6 months
- The member being removed will remain to be a member of Executive Club. Under 18s will be able to redeem Avios after 18

Confirm leaving the household

✕ Cancel

10.12.1 UX Logic

1. Unlike the Head of household, if a member wants to leave a household he must ask the head or contact our call centre.
2. These two options are clearly laid out for the user with clear and easy to understand copy. (Copy provided above is a placeholder)

10.12.2 Accessibility

Screen readers should clearly state the two boxes as two options for the users.

The user should be informed that Choice 1 is where you contact the Head of household and choice 2 is where you contact our call centre and the link to the call centre.

10.13 Household member (BA) – Changing Address

<http://y6n9d0.axshare.com/#g=1&p=member>

Home address

Please note that only the head of the household can change the address of the household account.
If you wish change your address you will be removed from the Household.

You still wish to change your address then please either ask the Head of household to remove you from the household contact our call centre

Address Line 1

1 London Road

Address Line 2 (optional)

Address Line 3 (optional)

Town/City

NEW YORK

County/State (optional)

New York

10.13.1 UX Logic

The member of the household is not allowed to change the address. Member is clearly informed that any such change would take him out of the HHA. If he wishes to proceed then the choices are clearly presented.

11 Family and Friends

11.1 Pre Creation Landing – All Household members

<http://y6n9d0.axshare.com/#g=1&p=ff- first time>

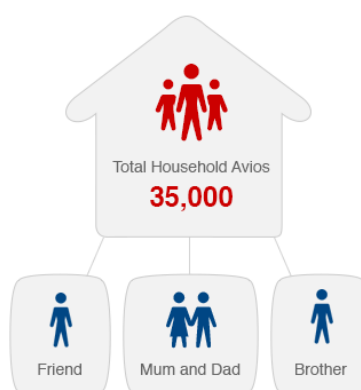
Family and Friends

With a Family and Friends list, you can spend your Household Avios on more people who are important to you, and who don't live at the same address as you.

Share your Household Avios with Family and Friends

- Share your Avios with people that aren't in your [Household Account](#)
- Your Family and Friends don't need to be members of the Executive Club
- There are no residential or geographical restrictions on who can benefit

[Start a Family and Friends list](#)



How to start a Family and Friends list

- You must have a [Household Account](#) before you can create a Family and Friends list
- Only the Head of Household can create and manage the members in a Family and Friends list.
- You can have up to 5 members in a Family and Friends list.
- Members can only be added or removed once in a 6 month period.

Family and Friends help

[How can I benefit from a Family and Friends list?](#)

[What is the maximum number of members allowed?](#)

[Basic rules and requirements](#)

[Family and Friends FAQs](#)

Executive club partners cards

As a Gold member who has already reached 4,500 Tier Points, you are able to nominate a friend or family to receive a Silver

[Nominate a partner card](#)

11.1.1 UX Logic

- A. This screen should focus on some of the following objectives;
- a. What if Family and Friends and how can it benefit me?
 - b. How can I start a Family and friends list?
 - c. What are the rules and limitations around Family and friends?
 - d. All the pre-creation questions that come to mind should be addressed here?
 - e. Users should know that F&F cannot exist without a Household account. This pre-condition has to be clearly communicated.
- B. Some important parts of this landing screen:
- a. Creating interest using a benefit focused approach
 - b. Educating the user using **Infographic** and supporting content to explain how Family members, relatives and friends can benefit from the combined Household balance?
 - c. Clear Call to Actions inviting to create a Family and friends list
 - d. Family and Friends help section. This is quite important as the sections above may not cover all the information a user needs to start and manage a F&F list hence this section can draw Q&A from a help centre or a repository of F&F questions covering all queries for Head and Member of a household

- e. For British Airways, a section covering Partner Cards can be added where the Household member will be able to nominate a partner.

11.1.2 Design Logic

- Highlight how a household balance can benefit friends, relatives and family members not living at the same address
- A free flowing landing page with well-marked sections. Cutting down on lengthy pages keeping concise but complete.

Basic Idea: Captivate + Educate + Create

- Info graphic using icons. You can add your own brand images or image cutouts using real people.
- Heading and CTA's using brand colours can easily be replaced with your own brand colours.


11.1.3 Accessibility

Infographics must have alternate text summaries and explanations added for screen readers and image load failures.

11.2 Family and Friends – Post Head Landing


http://y6n9d0.axshare.com/#g=1&p=head_ff_-_landing

My Family and Friends


 You have **4 members** in your Family and Friends list. You can add **1 more member**.
[Family and Friends rules](#)

[Add a new member](#)


My Family and Friends

 **Carlos Alberto Del Castillo Cabeza De Vaca** [Amend](#) [Remove](#)


Membership number: 7865432
Date of birth: 16 July 1980
Gender: Male
Email: dave@gmail.com

 **Sarah Head** [Amend](#) [Remove](#)

Membership number: N/A
Date of birth: 16 July 1980
Gender: Female
Email: steve@gmail.com

 **Nathan Davies** [Amend](#) [Remove](#)

Membership number: N/A
Date of birth: 16 July 1973
Gender: Male
Email: nathan1973@gmail.com

 **Julian Foster** [Amend](#) [Remove](#)

Membership number: 98987125
Date of birth: 16 July 1980
Gender: Male
Email: jfoster@gmail.com

Family and Friends help

[How can I benefit from a Family and Friends list?](#)
[What is the maximum number of members allowed?](#)
[Basic rules and requirements](#)
[Family and Friends FAQs](#)

Executive Club partner cards

As a Gold member who has already reached 4,500 Tier Points, you are able to nominate a friend or family to receive a Silver partner card

[Nominate a partner card](#)

11.2.1 UX Logic

The post F&F landing screen for the Head of household follows the same pattern as Household landing screen.

Contextual functionality and links are added within logical blocks to provide timely actions within proximity.

Logical sections and contextual functionality

- a. F&F Summary + related actions
 - b. F&F Members – Member specific actions
 - c. Managing F&F help for Heads and Members
 - d. Family and friends information
 - e. Partner cards and how you can nominate
-
- a. The summary section should provide vital information on how many members we have and can have. This will provide a quick snapshot of your HHA account.

A link to rules and a **Call to action** to add another member are shown upfront. Adding a new member gets registered early on top of the screen.
 - b. The Members section allows the head to scan listed members with their basic details.
 - c. The head can amend F&F member details like email change etc or remove the F&F member within context.

- d. Help section should cover all queries relevant to managing a household account and its members. It should also provide a link to F&F help center covering all F&F topics and rules in detail.
- e. A section for Travel Companions may be added as required. If not already created then this will allow creation else it will take the user to post creation landing.
- f. At this point the user can nominate a partner using his Family and friends list (PS: This may be limited to Executive Club only)

11.2.2 Design logic

- i. Generic design pattern used for HHA and F&F for standardised design practice.
- ii. Clearly defined cards and sections providing logical blocks and grouping.
- iii. Grabbing attention to sections and their contextual links. Use of icons help in this regard.
- iv. Icons are for visual support only and should not be the only source of information for a link. Accompanying text label is important.

- v. Sections are cleanly stacked using headings, white breathing space and primary and secondary call to actions.

- vi. Overlaying with brand colours allow brands to implement their own brand colours.

11.2.3 Accessibility

All sections must have summaries explaining where a user is what to expect. Icons should only be used for visual enhancement and not conveying vital information.

11.3 Family and Friends – Add new Member

http://y6n9d0.axshare.com/#g=1&p=add_new_member

Family and Friends

Add a new member

Please be aware you will not be able to remove this person from Family and Friends for atleast 6 months
Please ensure that the person's first and last names are as they appear on their passport



Member details

Title

First name

Last name

Email

Confirm email

Gender

Male Female

Date of birth

day

Month

Year

Executive Club membership number (if known)

By completing the information requested, you are confirming that you have the consent of each individual family member and/or friend to share their details with British Airways. We will notify your family member/friend that you have added them to your Family and Friends list and provide them with the opportunity to opt out in which case you will be notified and they will be removed from your list. The information provided about family members and/or friends will not be used for marketing purposes.

Add to Family and Friends

Member successfully added



Thank you

Mr Adam Sandler has been successfully added to your Family and Friends.

An email has been sent to the newly added member and all the Household members informing them of this addition.

[Rules around adding and removing family and friends](#)

[< Return to My Family and Friends](#)

[My Executive Club](#)

11.3.1 UX logic

1. Adding a new member to the F&F list is divided into a simple input form and confirmation.
2. The form will have 3 sections.
 - a) Information and caution that this F&F member will remain on the list for 6 months
 - b) Accessible form easy to focus and to add information
 - c) Ts and Cs and Call to Action
3. The form should be filled with correct information as that will be reused for pre-population of passenger information (for BA)
4. A confirmation message acknowledging addition will be provided to the user
5. The Ts and Cs could be hidden behind a show hide or a link.

11.3.2 Design logic

- i. Focussing on the form. Background colour follows up with the standard theme we have applied throughout the HHA and F&F journey.
- ii. Clear simple and accessible form for all users with clear call to actions.

11.3.3 Accessibility

- i. Please ensure the form is accessible to all users with tab indexing and summary explaining different sections
- ii. If Ts and Cs are hidden behind a show hide then please provide relevant Aria information for the reader.

11.4 Family and Friends – Edit and Remove


<http://y6n9d0.axshare.com/#g=1&p=edit>

<http://y6n9d0.axshare.com/#g=1&p=remove>

Family and Friends

Edit member details

Please be aware you will not be able to remove this person from Family and Friends for atleast 6 months
Please ensure that the person's first and last names are as they appear on their passport

 **Adam Sandler**

| | | |
|-------------------------------------|-----------------------------------|--------------------------------------|
| Title | First name | Last name |
| Mr <input type="button" value="v"/> | <input type="text" value="Adam"/> | <input type="text" value="Sandler"/> |

Email

Confirm email

Gender

Male Female

Date of birth

| | | |
|---|---|--|
| <input type="text" value="day"/> <input type="button" value="v"/> | <input type="text" value="Month"/> <input type="button" value="v"/> | <input type="text" value="Year"/> <input type="button" value="v"/> |
|---|---|--|

Executive Club membership number (if known)

By completing the information requested, you are confirming that you have the consent of each individual family member and/or friend to share their details with British Airways. We will notify your family member/friend that you have added them to your Family and Friends list and provide them with the opportunity to opt out in which case you will be notified and they will be removed from your list. The information provided about family members and/or friends will not be used for marketing purposes.

Removing from Family and Friends

Confirm removal

You have 24 hours to remove people from your Family and Friends list from the time you start making changes. After that you cannot change the people on your list for 6 months.



Lee Head

Email: lee.head@ba.com

Remove member now

11.4.1 UX logic

1. **Edit member** details will open up the “Add new member” form with all the fields and their relevant values in edit mode.
2. Easier for developers to maintain and for users to follow all the changes.
3. **Removing** a member from F&F will have two parts:
 - a. Caution providing information on consequences of your actions
 - b. Member whose being removed so you’re sure you want to remove this member from the F&F list

11.4.2 Design logic

1. Add and edit both reusing the same form and layout hence easier to manage.
2. Removal will explicitly mention who is being removed and if it's within a 6 month restriction then appropriate messaging to highlight this.

11.4.3 Accessibility

For editing member details it is quite important that Accessibility would have proper tags explaining what the label is and the value that is contained within the form field.

Example: The reader would read out "First Name" editable field "John" do you want to edit?

11.5 Family & Friends - Member Landing

http://y6n9d0.axshare.com/#g=1&p=member_ff_landing

My family and friends



You can have **1 member** added to your Family and friends list

[Rules around adding and removing members](#)

My Family and friends list



Nathan Barnett



Robert Jackson



Ian Laidler



Paul Hurst

Family and friends help

[How can I benefit from a Household account?](#)

[What is the maximum number of members allowed?](#)

[Basic rules and requirements](#)

[Household Account FAQs](#)

Executive Club partner cards

As a Gold member who has already reached 4,500 Tier Points, you are able to nominate a friend or family to receive a Silver partner card

[Nominate a partner card](#)

11.5.1 UX logic

1. HHA members may not be allowed to add or remove F&F list members but they can surely view how many they have and who they are and learn about F&F if they want to.
2. Gold members can manage their own F&F lists but when they join HHA they will only have one active F&F list.
3. The summary section provides members with a quick snapshot of where we are how many members and how many left. Plus they can also look at the rules around F&F.
4. The F&F list provides a quick summary of all F&F members
5. The F&F help area allows HHA members to learn a bit more about F&F and rules around these in more detail especially with removal restrictions and tiers
6. Nominating a partner card is a BA specific requirement which can come in handy at this point.

11.5.2 Design Logic

1. Consistency across all areas of HHA, F&F and with Head landing pages so as to create a standard across the whole HHA proposition.
2. Easy to manage pods for across Op Co brand implementation.

11.5.3 Accessibility

All pods should have summaries added for screen readers and for members it must convey vital information in the beginning that there are no actions available for this pod.

Example: Family and friends list, there are no available actions for this section. There are 6 members namely....

12 Travel companions

12.1 Pre-creation – All Loyalty Members

http://y6n9d0.axshare.com/#g=1&p=landing_page-pre_creation

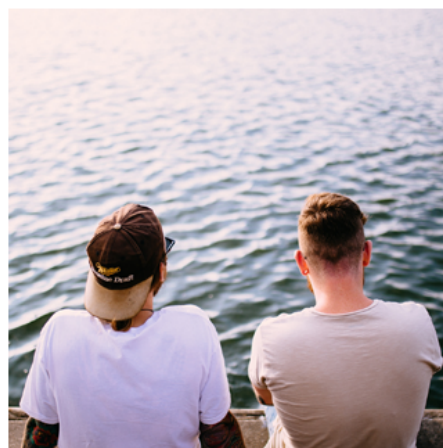
Travel companions

A travel companion list allows you to store the details of those who frequently travel with you, so you don't have to remember and add their details each time you make a booking.

Make bookings easier

- Details of up to 8 people that you travel with regularly can be saved.
- When you book flights, their details are filled in for you.
- Make bookings easier and faster.

Create a travel companion list



Travel companions help

[How can I benefit from a travel companions list?](#)

[What is the maximum number of members allowed?](#)

[Basic rules and requirements](#)

[Travel companions FAQs](#)

12.1.1 UX Logic

1. **Travel companions have nothing to do with HHA or F&F.** Explaining what Travel companions are and how this can help provide hassle free booking experience.
2. Help section should be able to provide answers to all your questions. How can I start adding travel companions? How many can I add etc?
3. This is where we can use friendly faces, people images or even artwork depicting companions travelling with you.
4. Clearly inform the user how he can benefit from pre-population of passenger information especially if these are your frequent companions. This is why adding a companion form should have all the basic data that matches your passport details so these can be picked up while booking.

12.1.2 Design Logic

1. This is where you can use brand photography to enhance the page. We don't need to explain the process of educate the user using an infographic so images can come in handy.
2. Creating a TC list should be cleanly and clearly presented to the user.

12.2 Post-creation – All loyalty Members Landing

http://y6n9d0.axshare.com/#g=1&p=landing - post_create - all_members

My travel companions



You have **2** travel companions. You can add **6** more.

[Travel companion rules](#)

Add a new travel companion

My travel companions



Josh Emberton
Email: bigj@gmail.com

Amend

Remove



Tyler Dixon
Email: tdix@gmail.com

Amend

Remove

Travel companion help

[How can I benefit from travel companions?](#)

[What is the maximum number of travel companions allowed?](#)

[Basic rules and requirements](#)

[Travel companion FAQs](#)

12.2.1 UX Logic

1. Post login landing screen would be the same for all loyalty members. There is no concept of head or members and there is no impact of HHA on Travel companions.
2. The landing screen would follow the same pattern as HHA and F&F:
 - a. Summary pod
 - b. Travel companion list and actions
 - c. Travel companion help section
3. **Summary pod:** Summary pod will provide a snapshot of your TC account and a call to action to add more companions.
4. **List of TC:** A list of companions along with associated actions.
5. **Help section:** This should address all Q&A related to Travel companions

12.2.2 Design Logic

1. Clearly defined pods addressing the three objectives: Summary, List and Help. Supplemented by clear contextual call to actions.
2. Icons used within these pods can be reused and rebranded as per your own brand requirements. You can implement your own brand styles on top of the grey neutrals.

12.2.3 Accessibility

Appropriate summaries as and where applicable along with contextual help for the readers and clear call to actions. Please don't replace **text + icon** actions with icons only as this will create accessibility and usability issues.

The icons used to provide visual depth only may be ignored for readers.

12.3 Travel Companions – Add a companion

http://y6n9d0.axshare.com/#g=1&p=add_a_tc

Add a travel companion

Please ensure that the person's first and last names are as they appear on their passport



Companion details

Title

First name

Last name

Gender

Male

Female

Date of birth

day



Month



Year



Select your programme

By completing the information requested, you are confirming that you have the consent of each individual family member and/or friend to share their details with British Airways. We will notify your family member/friend that you have added them to your Family and Friends list and provide them with the opportunity to opt out in which case you will be notified and they will be removed from your list. The information provided about family members and/or friends will not be used for marketing purposes.

Add to travel companions

12.3.1 UX logic

1. Adding a new member to Travel Companion list is divided into a simple input form and confirmation.
2. The form will have 2 sections.
 - a) Accessible form easy to focus and to add information
 - b) Ts and Cs and Call to Action
3. The form should be filled with correct information as this will be reused for pre-population of passenger information (for BA)
4. A confirmation message acknowledging addition.
5. The Ts and Cs could be hidden behind a show /hide or a link.

12.3.2 Design logic

- i. Design focus is on the form.
- ii. Clear simple and accessible for all users with clear call to actions.

12.3.3 Accessibility

- a) Please ensure the form is accessible to all users with tab indexing and summary explaining different sections
- b) If Ts and Cs are hidden behind a show hide then please provide relevant Aria information for the reader.


12.4 Travel Companions – Edit and Remove

http://y6n9d0.axshare.com/#g=1&p=edit_a_tc

http://y6n9d0.axshare.com/#g=1&p=remove_1

Edit a travel companion

Please ensure that the person's first and last names are as they appear on their passport

 Adam Sandler

| Title | First name | Last name |
|-------------------------------------|-----------------------------------|--------------------------------------|
| Mr <input type="button" value="v"/> | <input type="text" value="Adam"/> | <input type="text" value="Sandler"/> |

Gender
 Male Female

Date of birth

| | | |
|---|---|--|
| <input type="text" value="day"/> <input type="button" value="v"/> | <input type="text" value="Month"/> <input type="button" value="v"/> | <input type="text" value="Year"/> <input type="button" value="v"/> |
|---|---|--|

Select your programme

Frequent flyer number

By completing the information requested, you are confirming that you have the consent of each individual family member and/or friend to share their details with British Airways. We will notify your family member/friend that you have added them to your Family and Friends list and provide them with the opportunity to opt out in which case you will be notified and they will be removed from your list. The information provided about family members and/or friends will not be used for marketing purposes.

Confirm change

Removing a travel companion

Confirm removal

Please confirm you wish to remove this travel companion from your list.



Lee Head

Email: lee.head@ba.com

Remove travel companion

12.4.1 UX logic

1. **Edit member** details will open up the “Add new member” form with all the fields and their relevant values in edit mode much like the F&F form.
2. Easy to manage and use as it’s the same form reused across sections.
3. Adding a Frequent flyer programme and their FF numbers would help allocate Avios and pre-populate our passenger form

4. **Removing** a member from TC will have two parts:
- a. Caution providing information on consequences of your actions
 - b. Member whose being removed so you're sure you want to remove this member from the TC list

12.4.2 Design logic

Add and edit both reusing the same form and layout hence easier to manage.

12.4.3 Accessibility

For editing member details it is quite important that the reader reads out proper form labels and associated value for these form fields.

Example: The reader would read out "First Name" editable field "John" do you want to edit?

13 Third party nominee

13.1 Pre-Creation – All Loyalty Members

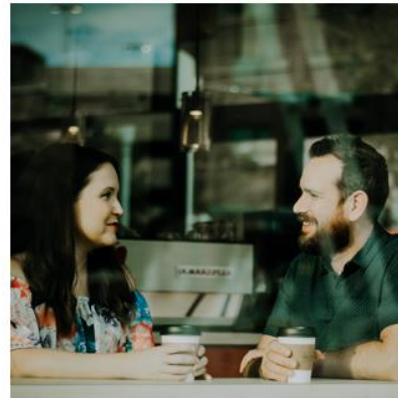
<http://y6n9d0.axshare.com/#g=1&p=landing - pre creation>

Third party nominee

You can nominate up to 5 people who can manage your account on your behalf.

What is a third party nominee?

- Nominees are granted access to your Household Account Avios balance, but are not permitted to update individual member accounts, unless they have been specifically nominated to do so.
- You can nominate up to 5 people to manage your Household Account on your behalf. British Airways can disclose data relating to your account to anybody you have nominated.
- You will be required to set up a separate password for nominees, which they will need when talking to the Executive Club Service Centre.



[Add a third party nominee](#)

Third party nominee help

[How can I benefit from a third party nominee?](#)

[What is the maximum number of nominees allowed?](#)

[Basic rules and requirements](#)

[Third party nominee FAQs](#)

13.1.1 UX Logic

1. **Third party nominee** is not easy to understand. Hence provided all the main features and points upfront.

If a user is able to understand what is a 3rd party nominee then he will understand the benefit. **Hence awareness leads to benefit which leads to action**

2. You can use brand photography or artwork to present the concept of third party nominees. This is where we can use friendly faces, images to support our message.
3. Help section should be able to provide answers to all your questions.
4. Clearly educate on how this works and provide clear call to actions leading to next steps.


13.1.2 Design Logic

1. This is where you can use brand photography to enhance the page.
2. Distinct sections explaining what Third party nominee is, how can I benefit, how can I find out more about them and how do I start?

13.2 Post-creation – All Loyalty Members







<http://y6n9d0.axshare.com/#g=1&p=landing> - post creation

My third party nominees

 You have **2** third party nominees You can add **3** more
[Third party nominee rules](#)

[Add a new nominee](#)

My third party nominees

| | | |
|---|---|--|
|  Josh Emberton Email: bigj@gmail.com |  Amend |  Remove |
|  Tyler Dixon Email: tdix@gmail.com |  Amend |  Remove |

Third party nominee help

[How can I benefit from third party nominees?](#)

[What is the maximum number of nominees allowed?](#)

[Basic rules and requirements](#)

[Third party nominees FAQs](#)

13.2.1 UX Logic

1. Post login landing screen would be the same for all loyalty members. There is no concept of head or members and there is no impact of HHA on Travel companions.

2. The landing screen would follow the same pattern as HHA and F&F:
 - d. Summary pod
 - e. Third party nominee list and actions
 - f. Third party nominee help section

3. **Summary pod:** Summary pod will provide a snapshot of your TPN account and a call to action to add more companions.

4. **List of Third party nominees:** A list of companions along with associated actions.

5. **Help section:** This should address all Q&A related to Travel companions

13.2.2 Design Logic

1. Clearly defined pods addressing the three objectives: Summary, List and Help.
2. Clear contextual call to actions for all nominees.
3. Icons used within these pods can be reused and rebranded as per your own brand requirements. You can implement your own brand styles on top of the grey neutrals.

13.2.3 Accessibility

Appropriate summaries as and where applicable along with contextual help for the readers and clear call to actions. Please don't replace **text + icon** actions with icons only as this will create accessibility and usability issues.

The icons used to provide visual depth only may be ignored for readers.

13.3 Third party nominee – Add a Nominee

http://y6n9d0.axshare.com/#g=1&p=add_nominee

Add a third party nominee



Nominee details

Title

First name

Last name

Gender

Male

Female

Password 

Confirm password

Please read our terms and conditions

Accept terms and submit

 Cancel



Dear Mr Murad

You have recently added Mr Muhammad Murad as a third party nominee, and they now have access to your Executive Club account.

When your nominee calls us, we will ask them to identify themselves by giving us selected characters from their password.

You can have up to five third party nominees on your account, so if you want to add more please visit ba.com.

[Add a new third party nominee](#)

You are responsible for your nominees so please make sure that you cancel access for any nominees who you no longer want to have access to your account.

[Manage third party nominees](#)

Best regards
The Club team



[About the Executive Club](#) | [Log in](#) | [Plan your journey](#) | [Contact us](#)



13.3.1 UX logic

1. Simple input form with a collapsed show/hide for Ts and Cs.
2. You can set a password for this nominee which can then be used for validation for third party nominees.
3. The Ts and Cs show hide is collapsed by default.
4. Confirmation acknowledging Third party nominee addition will be displayed after posting.
5. A confirmation email will also be sent to the member confirming this addition.

13.3.2 Design logic

- i. Design focus is on the form.
- ii. Clear simple and accessible for all users with clear call to actions.

13.3.3 Accessibility

- i. Please ensure the form is accessible to all users with tab indexing and summary explaining different sections
- ii. Ts and Cs hidden behind a show hide should be accessible to the user with relevant Aria information for the reader and a summary as to what's included.

13.4 Third party nominee – Edit and Remove

http://y6n9d0.axshare.com/#g=1&p=edit_nominee

http://y6n9d0.axshare.com/#g=1&p=remove_nominee

Change nominee details



Nominee details

Title

Miss

First name

Sam

Last name

Boyle

Gender



Male



Female

Password

.....

Confirm password

.....

Please read our terms and conditions

Accept terms and submit

Cancel

Remove your third party nominee

Confirm removal

Please confirm that you want to remove **Mr Lee Head** as a third party nominee from your Executive Club account



Mr. Lee Head

Remove third party nominee

✕ Cancel

13.4.1 UX logic

1. **Edit member** details will open up the “Add new member” form with all the fields and their relevant values in edit mode much like the F&F and TC forms.
2. Easy to manage and use as it’s the same form reused across sections.
3. **Removing** a member from TPN will have two parts:
 - a. Caution providing information on consequences of your actions
 - b. Member whose being removed so you’re sure you want to remove this member from the TPN list

13.4.2 Design logic

Please ensure that the Ts and Cs show hide is accessible and collapsed.

Removal should highlight the person being removed.

13.4.3 Accessibility

- For editing member details it is quite important that the reader reads out proper form labels and associated value for these form fields.

Example: The reader would read out “First Name” editable field “John” do you want to edit?

- Ts and Cs are accessible with proper Aria labels.