


# Competitors

- Airlines
  - Delta
  - American Airlines
  - Southwest
  - United
- OTAs
  - Airbnb
  - Kayak
- Direct
  - IHG
  - Starwood
  - Marriot
  - Best Western

Airlines

# Delta\*

## -Skymiles Enrollment Page

NOTIFICATION PREFERENCES

Stay in the know when it comes to your Delta travel. Select the notifications you'd like to receive from us. See [privacy policy](#).

### Flight Updates & Special Notifications

**BEFORE YOU FLY UPDATES**  
Stay informed about any changes to your flight, from 2 months out to 2 days before your trip.

CONTACT ME AT


Add or update this selection at any time by visiting [My Profile](#).

**LAST-MINUTE UPDATES**  
Get updates about flights or gate changes closer to your flight. For irregular operations, we'll try all contact information, regardless of your preference.

CONTACT ME AT

**YOUR FLIGHT REMINDERS**  
Be reminded when you're able to check in, and get the current status of your flight via email.

**NEWS & SPECIAL OFFERS**  
Subscribe now and stay up to date on special offers, promotions, travel and SkyMiles information via email.



### EARN A \$50 STATEMENT CREDIT AND 50,000 BONUS MILEST<sup>†</sup>

Apply for the Gold Delta SkyMiles Credit Card from American Express

- \$50 Statement Credit after you use your new Card on a Delta purchase in your first 3 months
- 50,000 bonus miles after you make \$2,000 in purchases on your new Card in your first 3 months
- First checked bag free and Priority Boarding on Delta flights
- \$0 introductory annual fee for the first year, then \$95

<sup>†</sup> Terms and Restrictions Apply


☐ Yes! I'd like to apply now for a Card

\* Statement Credit will be issued approximately 8-12 weeks after making a Delta purchase

When you click Complete, you agree to all terms and conditions below.

**COMPLETE**


Notification preference located before Skymiles Credit Card Offer

HOME | NEED HELP? | CONTACT US | LOG IN

CREATE AN ACCOUNT

EARN MILES ON AND OFF THE PLANE  
AND TAKE FLIGHT WITH A HOST OF INDUSTRY-LEADING BENEFITS<sup>†</sup>

- Experiences that inspire you
- Truly exceptional service
- Access to Delta's premium airport lounges for your trip and profession
- Stay learning and much exclusive Medallion status for frequent travelers

PERSONAL INFORMATION

English (en-us) (v)

### Basic Info

Please make sure your full name is entered exactly as it appears on your government-issued identification. This Secure Flight Passenger Data is for use by the Transportation Security Administration only.

First Name:  Middle Name:  Last Name:  Suffix:

Gender:  Date of Birth:  Known Traveler Number:  Address Number:

☒ Save my Secure Flight Passenger Data

You check indicates your consent to store your Secure Flight Passenger Data consistent with our privacy policy. For Delta members, by checking this box, you also consent to Delta Air Lines, Inc. sharing your information with TSA to be considered for TSA Pre<sup>®</sup> and select TSA checkpoints.

### Login Info

Email:  Confirm Email Address:

Password:  Confirm Password:

Create a Username:

Establish Security Questions:  Question 1:  Answer 1:

Question 2:  Answer 2:

### Contact Info

Primary Mailing Address:  Address Type:

Country:  State:  Address Line 1:  Address Line 2:


City:  State/Province:  Postal Code:

Device Type:  Country Code:  Area Code:  Phone Number:

### Language Preference

This selection determines the language displayed when you visit Delta.com. We will also send communications to you in your selected language where possible.

Language:

NOTIFICATION PREFERENCES

Stay in the know when it comes to your Delta travel. Select the notifications you'd like to receive from us. See [privacy policy](#).

### Flight Updates & Special Notifications

**BEFORE YOU FLY UPDATES**  
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CONTACT ME AT


Add or update this selection at any time by visiting [My Profile](#).

**LAST-MINUTE UPDATES**  
Get updates about flights or gate changes closer to your flight. For irregular operations, we'll try all contact information, regardless of your preference.

CONTACT ME AT

**YOUR FLIGHT REMINDERS**  
Be reminded when you're able to check in, and get the current status of your flight via email.

**NEWS & SPECIAL OFFERS**  
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- \$50 Statement Credit after you use your new Card on a Delta purchase in your first 3 months
- 50,000 bonus miles after you make \$2,000 in purchases on your new Card in your first 3 months
- First checked bag free and Priority Boarding on Delta flights
- \$0 introductory annual fee for the first year, then \$95

<sup>†</sup> Terms and Restrictions Apply

☐ Yes! I'd like to apply now for a Card

\* Statement Credit will be issued approximately 8-12 weeks after making a Delta purchase

When you click Complete, you agree to all terms and conditions below.

**COMPLETE**

### TERMS AND CONDITIONS

All SkyMiles program rules apply. See Membership Guide & Program Rules for details. Terms and fees for Award Travel are the responsibility of the passenger and must be paid at the time the ticket is booked. Award Travel seats are limited and may not be available on all flights or in all markets. Partner offers subject to the terms and conditions of each individual offer. Offers valid where prohibited by law. Other restrictions may apply.

<sup>†</sup> Only qualified individuals 18 or over may apply for a Delta SkyMiles Credit Card. Additional Terms and Restrictions Apply.

### Connect With Us

- Mobile Apps
- Facebook
- Twitter
- Blog

### Get To Know Us

- About Delta
- Careers
- Compliance, Privacy & Security
- Legal
- Business Programs
- Corporate Travel
- Travel Agents

### Need Help?

- Email Us
- Talk To Us
- Travel Us
- Accessibility
- Browser Compatibility
- Site Map
- Login Help

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# Delta

## -Skymiles Enrollment Page

The screenshot displays the 'NOTIFICATION PREFERENCES' section of the Delta Skymiles enrollment page. It includes sections for 'Flight Updates & Special Notifications', 'BEFORE YOU FLY UPDATES', 'LAST-MINUTE UPDATES', 'YOUR FLIGHT REMINDERS', and 'NEWS & SPECIAL OFFERS'. Each section has a 'CONTACT ME AT' dropdown menu and a toggle button. The 'CONTACT ME AT' dropdown for 'YOUR FLIGHT REMINDERS' is open, showing options for 'Phone' and 'Email'. The toggle buttons for 'BEFORE YOU FLY UPDATES', 'LAST-MINUTE UPDATES', and 'YOUR FLIGHT REMINDERS' are green and labeled 'SELECTED'. The toggle button for 'NEWS & SPECIAL OFFERS' is blue and labeled 'SELECT'. A yellow circle highlights the 'CONTACT ME AT' dropdowns and the toggle buttons. A yellow arrow points from the text 'Drop down to choose contact type (phone number or email)' to the open dropdown menu. Another yellow arrow points from the text 'Button to toggle select/selected' to the toggle buttons. A red 'COMPLETE' button is at the bottom right.

NOTIFICATION PREFERENCES

Stay in the know when it comes to your Delta travel. Select the notifications you'd like to receive from us. See [privacy policy](#).

**Flight Updates & Special Notifications**

**BEFORE YOU FLY UPDATES**  
Stay informed about any changes to your flight, from 2 months out to 2 days before your trip.

CONTACT ME AT:

Add or update this selection at any time by visiting My Profile.

**LAST-MINUTE UPDATES**  
Get updates about flights or gate changes closer to your flight. For irregular operations, we'll try all contact information, regardless of your preference.

CONTACT ME AT:

**YOUR FLIGHT REMINDERS**  
Be reminded when you're about to check in, and get the current status of your flight via email.

**NEWS & SPECIAL OFFERS**  
Subscribe now and stay up to date on special offers, promotions, travel and SkyMiles information via email.

**EARN A \$50 STATEMENT CREDIT AND 50,000 BONUS MILES**  
Apply for the Gold Delta SkyMiles Credit Card from American Express.

- \$50 Statement Credit after you use your new Card on a Delta purchase in your first 3 months.
- 50,000 bonus miles after you make \$2,000 in purchases on your new Card in your first 3 months.
- First checked bag free and Priority Boarding on Delta flights
- \$0 introductory annual fee for the first year, then \$95

\*Terms and Restrictions Apply

☐ Yes! I'd like to apply now for a Card  
\* Statement Credit will be issued approximately 8-12 weeks after making a Delta purchase

When you click Complete, you agree to all terms and conditions below.

**COMPLETE**

Button to toggle select/selected

-If the button is selected, then the "Before you fly" and "last minute" updates show the drop down.

-Flight reminder and special offers are email only.

Drop down to choose contact type (phone number or email)

\*note: does not specify if home or mobile

### Overall

#### Pros:

- Allows users to select what device they want to be contacted
- Drop down goes away when not selected

#### Cons:

- Selected/select can confuse the user

# American Airlines\*

-AA Advantage Enrollment Page

Sign up for news and specials

☒ AAdvantage account summary

Your monthly mileage statement with the latest AAdvantage news and exclusive bonus mile offers. Plus, periodic program and airline news.

☒ AAdvantage promotions

Program and partner promotions, information and more ways to earn and redeem AAdvantage miles.

☒ AAVacations travel picks

Special offers on vacation package deals and hotels in the best destinations around the world.

☒ News and offers

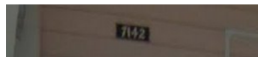
Airline promotions and offers tailored to your travel history and interests. Plus, product and service news.

☒ Flight deals

Weekly email featuring travel deals, special offers and packages. Plus, be the first to know about fare sales!

## Verification

Please type the characters you see in the box (case sensitive).



Enter characters •

\_\_\_\_\_

Located before verification.  
Note: Does not specify where  
news and specials are sent

[Plan Travel](#)

[Travel Information](#)

[Log In](#)

[Sign Up](#)

[Advantage](#)

[Your information](#)

[Booked travel](#)

[Your account](#)

## Your information

You are part of a test where we are testing our frequent flyer program. Please tell us a little about yourself. We need your first, middle and last name exactly as they appear on the ID you use when you travel. We are also asking for your gender and date of birth where these two are now required for the TSA.

### Your name

1 \* Required

Your name should match the ID you show at the airport. [Help](#)

First  Last

Initial

First name  Middle name  Last name

Gender  Select your gender

Preferred first name  Date of birth  Gender

City  State  Country

### Address

☒ Home ☐ Business

Country  Address 1  Address 2

City  State  Postal code

Email

### And phone

Primary email  Confirm primary email

Primary phone  Confirm phone

Cell  +1

### Your account

Username  Password  Confirm password

Security question 1  Answer 1

What year did you first travel?

Security question 2  Answer 2

What city were you born in?

Security question 3  Answer 3

What is your favorite color?

Phone code

Phone number

### Sign up for news and specials

☒

**Advantage account summary**

Receive monthly magazine delivered with the latest Advantage news and exclusive bonus mile offers. Plus, periodic program and airline news.

☒ **Advantage promotions**

Program and partner promotions, information and more ways to earn and redeem Advantage miles.

☒ **Airline tickets travel picks**

Special offers on vacation package deals and hotels in the best destinations around the world.

☒

**News and offers**

Receive promotions and offers related to your travel history and interests. Plus, product and service news.

☒ **Flight deals**

Instantly email featured travel deals, special offers and packages. Plus, be the first to know about fare sales!

### Verification

# American Airlines

## -BeNotified Enrollment Page

### Customize your alerts

#### Day-of-travel delays & cancellations

Flight delayed? Flight cancelled? Sign up for day of travel alerts and be the first to know any changes to the status of your flight.

☐ Phone ☒ Email ☐ Text

#### Schedule changes

We'll let you know if, for some reason, we make any changes to your flight. These changes are normally not last-minute alerts.

☒ Email

#### Baggage carousel

We will let you know where to get your bag so you don't have to worry.

☐ Email ☐ Text

#### Departure reminders

We know how busy you are. Sign up for departure reminder alerts and we'll send you a reminder with all the information for your flight.

☐ Email ☐ Text 4 hours prior

#### Gate changes

Avoid walking to the wrong gate. Sign up for gate change alerts and we'll help you get there.

☐ Email ☐ Text

### BeNotified

Sign yourself up to BeNotified and we'll send you flight updates. You can even add friends or family! Just remember, they'll see alerts for all your flights.

#### Primary contact

##### Your information

Contact name

TIFFANY ULEP

Primary email

ESMINTKAFFEE@GMAIL.COM

[Add another email](#)

Primary phone

+1 4802167540

[Add another phone](#)

Text

Country Number

\*Phone and data rates may apply. Text/SMS is available only in the U.S., Puerto Rico, U.S. Virgin Islands, the United Kingdom and Spain. Check our [list of countries](#).

#### Customize your alerts

##### Day-of-travel delays & cancellations

Flight delayed? Flight cancelled? Sign up for day of travel alerts and be the first to know any changes to the status of your flight.

☐ Phone ☒ Email ☐ Text

##### Schedule changes

We'll let you know if, for some reason, we make any changes to your flight. These changes are normally not last-minute alerts.

☒ Email

##### Baggage carousel

We will let you know where to get your bag so you don't have to worry.

☐ Email ☐ Text

[Add friends or family](#)

Continue

Different options for type of contact.

Note: Email is always present

#### Overall

##### Pros:

- Allows users to select what device they want to be contacted
- Always contact through email

##### Cons:

- Separate enrollment in another service takes too long and can confuse users

Able to add additional phone numbers and emails as well as a number to receive text

# Southwest\*

-New Member Enrollment Page

If user chooses no on Rapid Rewards, Communication Preferences options are reduced

**Rapid Rewards Enrollment**

Enroll in Rapid Rewards today and start earning towards your next vacation! No blackout dates and unlimited reward seats means that every seat on every flight is a reward seat and that makes your rewards within reach like never before.

Enroll in Rapid Rewards?

☐ Yes ☒ No

**Communication Preferences**

- ☒ **Click 'N Save** Weekly e-mail showcasing our best deals on flights, hotels, rental cars, packages & more.
- ☒ **Southwest In A Nutshell** An e-mail informing you of our latest contests, new routes, special product discounts, and more.

[Create My Account](#)

**Need help?**  
**Contact Us**  
Customer Service | FAQ

**Subscribe**  
**Click 'N Save®**  
Save big on travel each week. Sign up

**Connect with us**  
Twitter Facebook Instagram YouTube  
Nuts About Southwest Blog

Mobile Apps

# Southwest

## -New Member Enrollment Page

If user chooses yes on Rapid Rewards, Communication Preferences options for Rapid Rewards are shown.

First Name

**Rapid Rewards Enrollment**

Enroll in Rapid Rewards today and start earning towards your next vacation! No blackout dates and unlimited reward seats means that every seat on every flight is a reward seat and that makes your rewards within reach like never before.

**Enroll in Rapid Rewards?** ☒ Yes ☐ No

**Promotion Code (Optional)**

☐ I acknowledge that I have read and that I accept the [Rules and Regulations](#).\*

**Communication Preferences**

- ☒ **Rapid Rewards The Report** Monthly account statement recapping points earned & progress toward status.
- ☒ **Rapid Rewards Email Update** E-mail highlighting the latest ways to maximize your Membership.
- ☒ **Click 'N Save** Weekly e-mail showcasing our best deals on flights, hotels, rental cars, packages & more.
- ☒ **Southwest In A Nutshell** An e-mail informing you of our latest contests, new routes, special product discounts, and more.

[Create My Account](#)

Need help?  
**Contact Us**

[Customer Service](#) | [FAQ](#)

Subscribe  
**Click 'N Save**®

Save big on travel each week. Sign up

Connect with us



[Nuts About Southwest Blog](#)



[Mobile Apps](#)



# Southwest

## -Checkout Page

Drop down options for the type of contact (voice, email, text). Tells users that if a mobile number is given they consent on Receiving text messages

Search Flights → Select Flights → Price → Purchase → Confirmed

### Enter Traveler Info

✈ Who's Flying? \* Required

Passenger 1: First, Middle, and Last Name must match government-issued photo identification. (Adult)

First Name \* Middle Name Middle Name Last Name \* Suffix

Date of Birth \* Gender \* Add/Edit Disability Options

Optional

Rapid Rewards Account # Redress # Known Traveler #

### Preferred Method of Contact

Providing a preferred method of contact will allow us to inform you about a flight change or a delay by automated voice, SMS (text) or e-mail. This will not be used for marketing purposes.

Text Me \* ( ) - ( ) - ( )

If outside the U.S. 011 - ( ) - ( )

By selecting 'Text Me', Southwest Airlines will send SMS (text) notifications to the mobile (only) phone number provided. Standard text message rates apply. If a 'Stop' reply is sent, then all notifications to that number will be stopped for the existing and future itineraries.

### Would You Like to Add EarlyBird Check-In®?

**EarlyBird Check-In®**

- ✓ Automatic Check-In
- ✓ Better Boarding Position
- ✓ Earlier Access to Overhead Bins

☐ Yes, add EarlyBird Check-In for just \$12.50 per passenger, one-way.

☐ No, Thanks.

### Quick Air Links

- Check In
- Change Flight
- Check Flight Status

### Account Login

Enroll Now!

Account Number or Username

Password (Case Sensitive)

☐ Remember Me [Log In](#)

[Need help logging in?](#)

### Manage Travel

Don't have an upcoming trip?

Plan your next getaway!

[Start Now](#)

### Shopping Cart

**Air** [Modify](#) | [Remove](#)

Depart - Jul. 3  
PHX → LAX  
Return - Jul. 5  
LAX → PHX

**Total \$298.00**

We'll reserve the flight upon purchase completion.

**Trip Total \$298.00**

Not ready to book yet? Save this trip and book later.

[Save Flight](#)

### Rapid Rewards

Get **\$100** Statement Credit after first purchase & Earn **10,000**

# Southwest

-Flight notification Page

-One time notification  
-Email or text options

**Flight Status Notification**

[Create Notification](#) [View or Edit Notification](#)

Sign up for **ONE TIME** flight status messaging for your domestic U.S. or international itinerary, and we'll send you the latest arrival and departure information via e-mail or text.

**Important Note:** Flight status messaging is the only automated way to receive updates via e-mail or text for international itineraries at this time.

Please read the [Conditions of Use](#) prior to subscribing.

**\*Required**

**Flight Information:**  
☐ Arrivals ☒ Departures

**Send Notification By:**  
☐ E-mail ☒ Text (standard rates apply)\*

**\*Flight Number**  
 [Lookup Flight Number](#)

**\*Departure Date**

**\*From:**  
 Departure City or Airport Code

**\*To:**  
 Arrival City or Airport Code

**\*Phone Number (US Only)**  
()  -

**Alert Schedule:**  
**\*Remind Me**  
1 hour before

**\*Note:** Southwest Airlines will notify you via text messaging. Message and data rates may apply. Message delivery occurs in the same time zone as the arrival or departure for which you requested notification.

[Submit](#)

**Quick Air Links**  
[Check In](#)  
[Change Flight](#)  
[Check Flight Status](#)

**Hello, Tiffany** [Logout](#)  
[My Account](#)

**My Travel**

**UPCOMING FLIGHT**  
There are no upcoming flights at this moment. [Book a flight now!](#)

**My Rapid Rewards**

**Travel Tip:**  
**Changes on the Fly**  
If your flight has been delayed or disrupted, you can easily change your reservation online or on your phone with no change fees (applicable fare difference may apply).

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## Overall

### Pros:

- Users are able to choose what notifications are sent to them
- One time notifications (user won't feel like they are being solicited)

### Cons:

- Location of where the users are told they can have text messages sent

## -Mileage Plus Enrollment Page

Address type: ☒ Home ☐ Business or other

Street Address:

City/Town/Department:  State/Province/Region/County:

ZIP/postal code:  Country:

Enter either a home phone number or a business/other number below

Home Phone Number:  Ext./PIN (optional):  Country:

Business/Other Phone Number:  Ext./PIN (optional):  Country:

Home Airport (optional):

**E-mail Address Information**

Email Address:

E-mail Subscription Preferences:

☒ **United News & Deals**  
Stay informed about United Airlines fare sales and announcements, and receive special offers tailored to your travel plans so you can make the most of your journey.  
**Frequency:** Varies

☒ **MileagePlus Partner**  
Make the most of your membership — our wide array of travel, credit card and retail partners gives you hundreds of opportunities to earn miles on products and services you use every day.  
**Frequency:** Varies

☒ **MileagePlus Program**  
Keep up with MileagePlus, the world's most rewarding loyalty program. Learn more about how you can redeem miles for award travel, upgrades, merchandise, once-in-a-lifetime experiences and more.  
**Frequency:** Varies

☒ **MileagePlus Statement**  
Subscribe to My MileagePlus to stay up to date on your account and get personalized information and offers that fit your interests.  
**Frequency:** Monthly

**Personal Identification: Number (PIN)**

Please provide a 4-digit PIN that you will use to redeem award miles and sign in to My MileagePlus.

New PIN:

Re-type New PIN:

Field states home phone, but tells user if a mobile phone is provided they consent to receiving calls

Located when user is asked to provide Home phone

[illegible]

# United

## -Mileage Plus Enrollment Page

Address type:  
☒ Home    ☐ Business or other

Street Address:

City/Town/Department:       State/Province/Region/County:

ZIP/postal code:       Country:  
 United States ▼

Enter either a home phone number or a business/other number below. Providing your mobile phone number indicates that you consent to receiving automated calls regarding flight details from United.

Home Phone  
Number:  Ext./PIN (optional):  Country:

Business/Other Phone  
Number:  Ext./PIN (optional):  Country:

Home Airport (optional):

### E-mail Address Information

Email Address:

E-mail Subscription Preferences:

- |                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <b>United News &amp; Deals</b><br>Stay informed about United Airlines fare sales and announcements, and receive special offers tailored to your travel plans so you can make the most of your journey.<br><b>Frequency:</b> Varies                          |
| <input checked="" type="checkbox"/> | <b>MileagePlus Partner</b><br>Make the most of your membership — our wide array of travel, credit card and retail partners gives you hundreds of opportunities to earn miles on products and services you use every day.<br><b>Frequency:</b> Varies        |
| <input checked="" type="checkbox"/> | <b>MileagePlus Program</b><br>Keep up with MileagePlus, the world's most rewarding loyalty program. Learn more about how you can redeem miles for award travel, upgrades, merchandise, once-in-a-lifetime experiences and more.<br><b>Frequency:</b> Varies |
| <input checked="" type="checkbox"/> | <b>MileagePlus Statement</b><br>Subscribe to My MileagePlus to stay up to date on your account and get personalized information and offers that fit your interests.<br><b>Frequency:</b> Monthly  |

**Personal Identification Number (PIN)**

Please provide a 4-digit  that you will use to redeem award miles and sign in to My MileagePlus.

New PIN:

Re-type New PIN:

Sign In | My Account | Contact Us | Help
United States | English | Site Feedback

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[Home](#)
[Rewards & Benefits](#)
[Travel Information](#)
[Destinations](#)
[MileagePlus®](#)
[Frequent Flyer Services](#)
[About United](#)

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[Home](#)
[MileagePlus programs](#)
[MileagePlus enrollment](#)

## MileagePlus enrollment

United Airlines and the MileagePlus frequent flyer program provide the best combination of service and rewards for frequent travelers. With over 3,000 daily flights, United provides members with tremendous travel and mileage earning opportunities and benefits. [Learn more](#) about the MileagePlus program.

To enroll in the MileagePlus frequent flyer program, complete the form below and then click Enroll.

Already a MileagePlus member? Get [MileagePlus FLY help](#) or [sign in](#).

See us at [milesplus.com](#)

---

### Name

To comply with the [TSA Secure Flight program](#), the name, date of birth and gender on your MileagePlus account and flight reservations must exactly match your government-issued ID. Please enter the information below to exactly match the government-issued ID that you are using traveling. Note that any changes to this information must be made through the MileagePlus name change process or by contacting the MileagePlus Customer Care Center.

Title:	First Name:	Middle Name:	Last Name:	Suffix (optional):
(Not selected)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Travellers are required to enter a middle name/initial if one is listed on their government-issued photo ID.

---

### Contact Information

The address you provide below will become your primary United address. This is the address where you will receive MileagePlus information once you begin earning award miles.

Address Type: ☐ Business or other  
☒ Home

Street Address:

---

### ZIP/Postal code

Country:  United States

---

Enter either a home phone number or a business/other number below. Providing your mobile phone number indicates that you consent to receiving automated calls regarding flight details from United.

Home Phone Number:  Country:  United States

Business/Other Phone Number:  Country:  United States

Home Airport (optional):

---

### E-mail Address Information

Email Address:

E-mail Subscription Preference:  
☒ **United News & Deals**  
You'll receive all United-related fares sales and announcements, and receive special offers tailored to your travels so you can make the most of your journey.  
☐ **United News & Vacays**  
Stay informed about United deals like fare sales and announcements, and receive special offers tailored to your travels so you can make the most of your journey.  
☐ **MileagePlus Partner Frequency**  
Keep up-to-date on your membership — our mile rate of value, credit card and retail partners gives you hundreds of opportunities to earn miles on products and services you use every day.  
☐ **MileagePlus Program**  
Keep up-to-date with MileagePlus, the world's most rewarding loyalty program. Learn more about how you can redeem miles for award travel, upgrades, merchandise, once-in-a-lifetime experiences and more.  
☐ **MileagePlus Statement**  
Keep up-to-date with MileagePlus to stay up-to-date on your account and get personalized information and offers that fit your interests.  
☐ **Frequency (Monthly)**

---

### Personal Identification Number (PIN)

Please provide a 4-digit PIN that you will use to redeem award miles and sign in to fly MileagePlus.

New PIN:   
 Re-type New PIN:

---

### Username and Password

You have the option to create a username, which you can use in place of your email address when signing in to your account. You are required to create a unique password, which can be used to access all of your PINs.

Username (optional):  Your username must be at least four characters in length and use case-sensitive.

Password:  Your password must be at least eight characters in length (between 32 characters) and contain at least one letter and one number. Standard special characters (such as "!" "&" "<" ">" "&") are allowed.

Re-type Password:

---

### PIN/Password Reminder

If you forget your PIN or password, we will provide this reminder to access your account.  
 PIN Reminder: (cannot include any numbers)

---

### Security Question

If you forget your PIN, we will ask you for the answer to the security question you create to verify your identity. Please use English characters only when entering your security question.

**Security question examples:**

## Overall

Pros:

- Users are able to choose what notifications are sent to them
- Automatically have mobile notifications if user gives mobile number

Cons:

- Location of where the users are told they can have text messages sent
- Only be able to choose through email

## Email address information

- users can opt in/out of subscription services

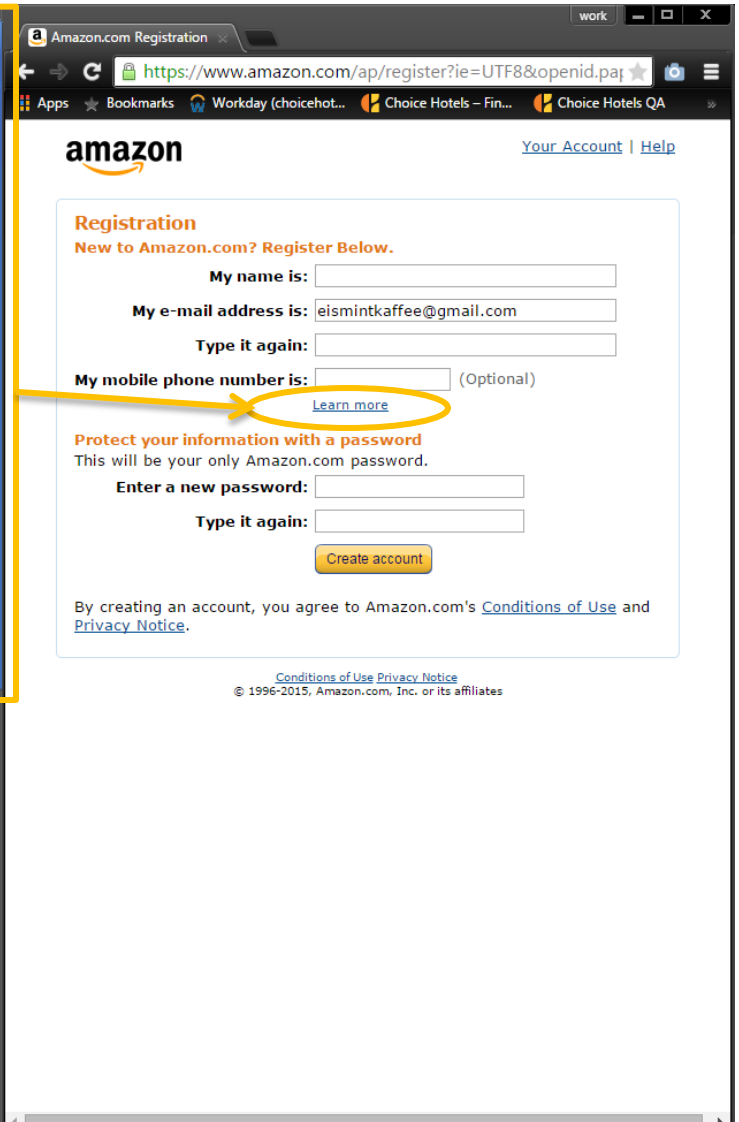
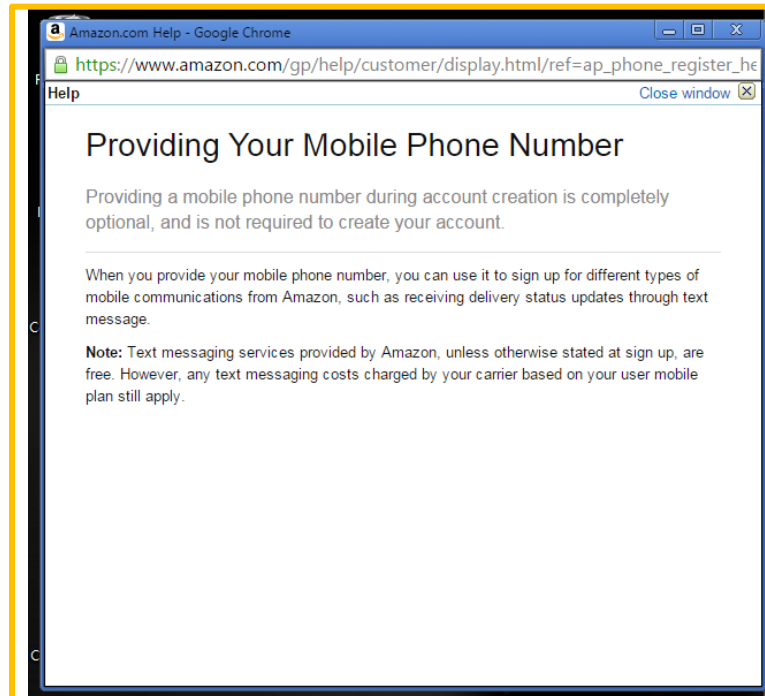
Retail

# Amazon

## -New Registration Page

-Ask users for  
Mobile number,  
but it is optional

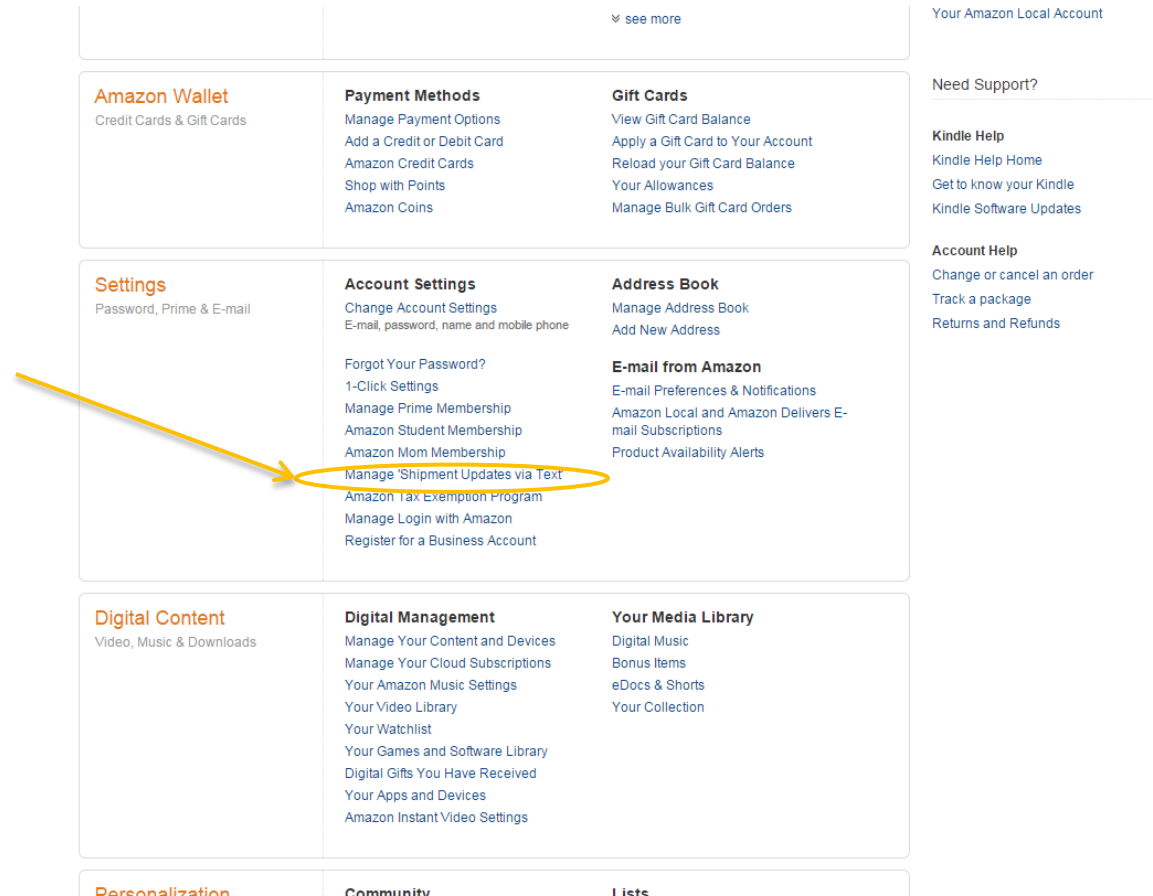
-Link to let users  
know that they  
are opt in to  
receive text  
messages



# Amazon

-Your Account Page

Link to manage updates  
via texts



The screenshot displays the Amazon 'Your Account' page layout. A yellow arrow originates from the text 'Link to manage updates via texts' and points to the link 'Manage Shipment Updates via Text' within the 'Account Settings' section. This link is also circled in yellow. The page is organized into a grid of categories, each with a title and a list of sub-links.

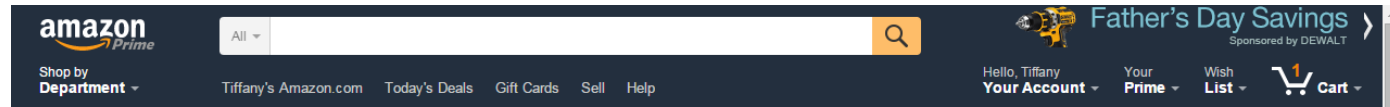
<a href="#">see more</a>			Your Amazon Local Account
<b>Amazon Wallet</b> Credit Cards & Gift Cards	<b>Payment Methods</b> <a href="#">Manage Payment Options</a> <a href="#">Add a Credit or Debit Card</a> <a href="#">Amazon Credit Cards</a> <a href="#">Shop with Points</a> <a href="#">Amazon Coins</a>	<b>Gift Cards</b> <a href="#">View Gift Card Balance</a> <a href="#">Apply a Gift Card to Your Account</a> <a href="#">Reload your Gift Card Balance</a> <a href="#">Your Allowances</a> <a href="#">Manage Bulk Gift Card Orders</a>	<b>Need Support?</b>  <b>Kindle Help</b> <a href="#">Kindle Help Home</a> <a href="#">Get to know your Kindle</a> <a href="#">Kindle Software Updates</a>  <b>Account Help</b> <a href="#">Change or cancel an order</a> <a href="#">Track a package</a> <a href="#">Returns and Refunds</a>
<b>Settings</b> Password, Prime & E-mail	<b>Account Settings</b> <a href="#">Change Account Settings</a> <a href="#">E-mail, password, name and mobile phone</a>  <a href="#">Forgot Your Password?</a> <a href="#">1-Click Settings</a> <a href="#">Manage Prime Membership</a> <a href="#">Amazon Student Membership</a> <a href="#">Amazon Mom Membership</a> <a href="#">Manage Shipment Updates via Text</a> <a href="#">Amazon Tax Exemption Program</a> <a href="#">Manage Login with Amazon</a> <a href="#">Register for a Business Account</a>	<b>Address Book</b> <a href="#">Manage Address Book</a> <a href="#">Add New Address</a>  <b>E-mail from Amazon</b> <a href="#">E-mail Preferences &amp; Notifications</a> <a href="#">Amazon Local and Amazon Delivers E-mail Subscriptions</a> <a href="#">Product Availability Alerts</a>	
<b>Digital Content</b> Video, Music & Downloads	<b>Digital Management</b> <a href="#">Manage Your Content and Devices</a> <a href="#">Manage Your Cloud Subscriptions</a> <a href="#">Your Amazon Music Settings</a> <a href="#">Your Video Library</a> <a href="#">Your Watchlist</a> <a href="#">Your Games and Software Library</a> <a href="#">Digital Gifts You Have Received</a> <a href="#">Your Apps and Devices</a> <a href="#">Amazon Instant Video Settings</a>	<b>Your Media Library</b> <a href="#">Digital Music</a> <a href="#">Bonus Items</a> <a href="#">eDocs &amp; Shorts</a> <a href="#">Your Collection</a>	
<b>Personalization</b>	<b>Community</b>	<b>Lists</b>	

# Amazon

-Text settings page

After user clicks on the link in the previous page, they are taken to this page where they can add their mobile number to receive SMS text messages.

Note: This is a one time process. If users want to opt out, they would have to send STOP via text.



[Your Account](#) > ['Shipment Updates via Text' Account Settings](#)

## My 'Shipment Updates via Text' Account Settings

You are not subscribed.

Sign-up for 'Shipment Updates via Text' to receive an SMS text message when your package is out for delivery, delivered or encounters a problem. Text messages will be sent between 7 AM and 8 PM Pacific time for all packages shipped after you complete the sign up process. This service is supported only for packages shipped from Amazon fulfillment centers and does not include packages shipped by Amazon Marketplace Sellers or Amazon Merchants.

**Frequency based on user orders. Message and data rates may apply.** For additional information, text **HELP** to 262966. You may opt-out at any time by sending **STOP** to 262966. [Terms and Conditions](#)

Mobile number

Sign-up

## Your Recently Viewed Items and Featured Recommendations

Inspired by your purchases



Page 1 of 9



# Amazon

-Text settings page

Users are sent a confirmation text once they put their mobile number.

The screenshot shows the Amazon Prime website header with the search bar and navigation links. Below the header, the breadcrumb trail reads: [Your Account](#) > [Shipment Updates via Text](#) Account Settings. The main content area is titled 'My 'Shipment Updates via Text' Account Settings'. It features a green checkmark icon and the text: 'We've sent you a text to confirm your mobile number.' Below this, a paragraph explains: 'You will receive an SMS text message between 7 AM and 8 PM Pacific time when your package is shipped, out for delivery, delivered or encounters a problem. Frequency based on user orders. Message and data rates may apply. For additional information, text HELP to 262966. You may opt-out at any time by sending STOP to 262966. Messages will be sent to the following mobile number: [Terms and Conditions](#)'. A label 'Mobile number' is followed by a redacted number '480-'. At the bottom, a section titled 'Your Recently Viewed Items and Featured Recommendations' displays a row of products under the subheading 'Inspired by your purchases'. The products include a USB hub, a smartphone, a cleaning brush, a Kii-YO device, a USB adapter, and a Super Mario 3D Land game box. The page number 'Page 1 of 9' is visible in the bottom right corner.

Overall

Pros:

- Automatically have mobile notifications if user gives mobile number

Cons:

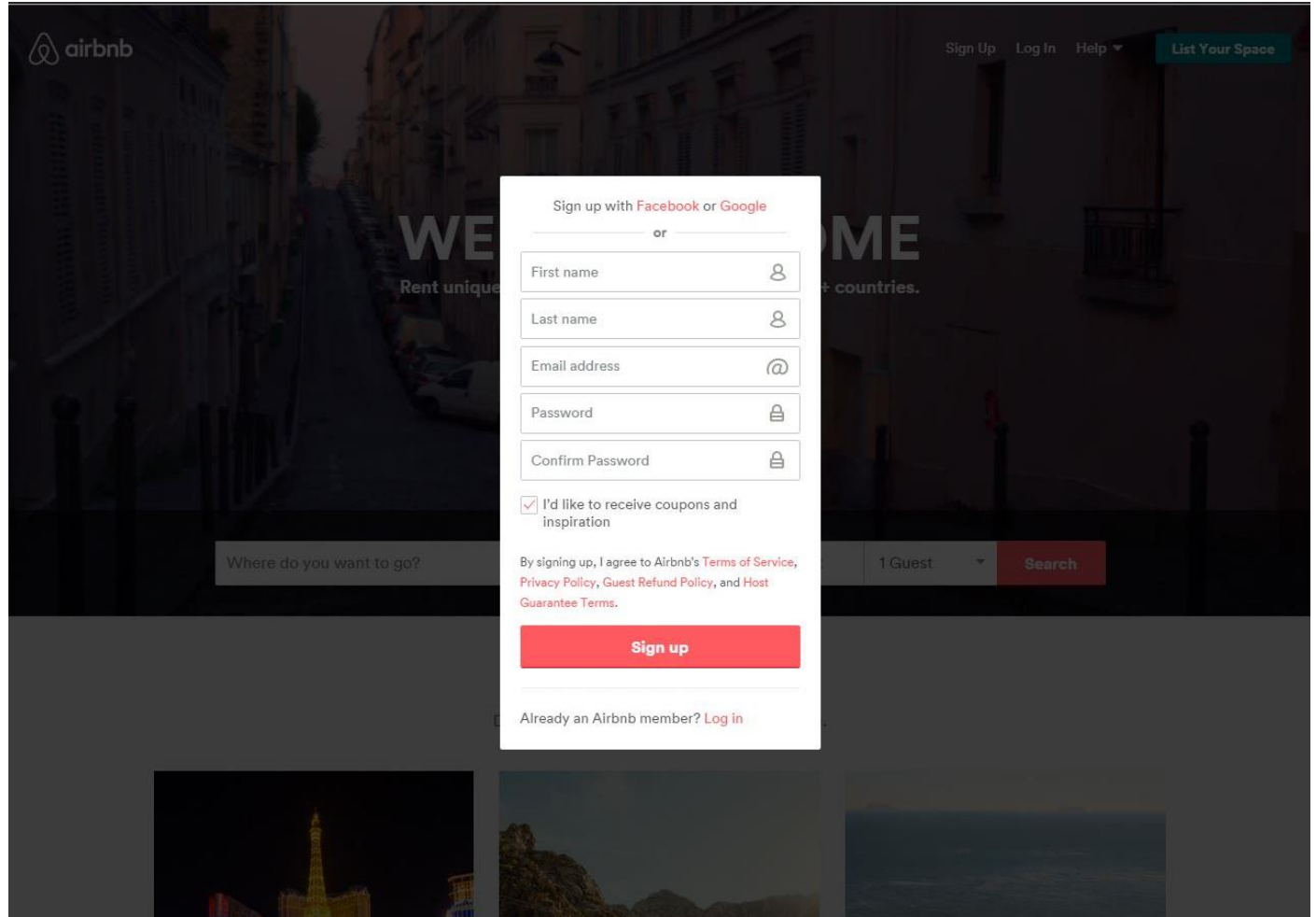
- Users may not click the 'learn more' link to read about text messages

OTAs

# Airbnb

-Sign up light box

No phone  
number field  
But there is a  
checkbox asking  
if they want to  
receive coupons  
and inspiration  
(via email?)

A screenshot of the Airbnb website with a sign-up light box centered over the main navigation and hero section. The light box is white with a thin border and contains the following elements: a header with 'Sign up with Facebook or Google' and 'or'; five input fields for 'First name', 'Last name', 'Email address', 'Password', and 'Confirm Password', each with a corresponding icon; a checkbox labeled 'I'd like to receive coupons and inspiration' which is checked; a line of text stating 'By signing up, I agree to Airbnb's Terms of Service, Privacy Policy, Guest Refund Policy, and Host Guarantee Terms.'; a prominent red 'Sign up' button; and a footer with the text 'Already an Airbnb member? Log in'. The background of the website is dark and shows a city street scene.

airbnb

Sign Up Log In Help ▾ List Your Space

WE  
Rent unique

ME  
+ countries.

Where do you want to go?

1 Guest ▾ Search

Sign up with Facebook or Google

or

First name

Last name

Email address

Password

Confirm Password

☒ I'd like to receive coupons and inspiration

By signing up, I agree to Airbnb's [Terms of Service](#), [Privacy Policy](#), [Guest Refund Policy](#), and [Host Guarantee Terms](#).

Sign up

Already an Airbnb member? [Log in](#)

# Airbnb

## -Notification settings page

Use text to stop notifications

Options

### Overall

#### Pros:

- Automatically have mobile notifications if user gives mobile number

- Users are able to choose what notification they can receive

#### Cons:

- On sign up, the mobile notification feature is not present, user may not know they have this option

The screenshot shows the Airbnb notification settings page. A yellow circle highlights the 'Mobile Phone' section, which includes instructions on how to stop mobile notifications by replying 'STOP' to 247262. A yellow oval highlights the 'Notify me when:' section, which lists four notification options: receiving messages from other users, reservation request updates, reservation requests, and account/listing changes. A yellow arrow points from the text 'Use text to stop notifications' to the 'Mobile Phone' section. Another yellow arrow points from the text 'Options' to the 'Notify me when:' section. The page also includes a sidebar with navigation links, a top navigation bar, and an 'Email Settings' section at the bottom.

airbnb

Where are you going? Browse

Tiffany Help List Your Space

Dashboard Inbox Your Listings Your Trips Profile Account

Notifications

Payment Methods

Payout Preferences

Transaction History

Privacy

Security

Settings

Invite Friends

Mobile Notifications / Text Messages

**Mobile Phone**

Receive mobile updates by regular SMS text message.

**Note:** For more information, text HELP to 247262. To cancel mobile notifications, reply STOP to 247262. Message and Data rates may apply.

You can add and verify phone numbers on your account from the [Edit Profile](#) section.

**Push Notifications**

Receive Push Notifications to your iPhone, iPod Touch or Android device.

Download the [Airbnb App](#) for iPhone, iPod Touch, or Android and receive advanced updates through Push Notifications instead of plain text messages.

**Notify me when:**

Applies to both text messages & push notifications.

- ☒ I receive a message from another person on Airbnb.
- ☒ My outstanding reservation request is accepted or declined.
- ☒ I receive a reservation request.
- ☒ Changes are made to my Airbnb account or listing

**Email Settings**

**I want to receive:**

You can disable these at any time.

- ☒ General promotions, updates, news about Airbnb or general promotions for partner campaigns and services, user surveys, inspiration, and love from Airbnb.
- ☒ Reservation and review reminders.

Save

# Kayak

-Sign up light box

The screenshot shows the Kayak website with a dark header containing the Kayak logo and navigation links for HOTELS, FLIGHTS, CARS, and PACKAGES. A 'Login' link is also present. A 'Hotels' light box is open, featuring a background image of a city skyline at night. The light box has a 'Sign up' tab selected and a 'Login' tab. It contains a 'Sign up' button, a 'Login' button, and a 'Sign up' button. Below the buttons, there is a checkbox labeled 'Email me KAYAK's favorite deals' which is circled in yellow. An arrow points from the text 'Email notification No SMS text notification' to this checkbox. The light box also includes a 'Sign up' button and a 'Login' button. Below the buttons, there is a checkbox labeled 'Email me KAYAK's favorite deals' which is circled in yellow. An arrow points from the text 'Email notification No SMS text notification' to this checkbox. The light box also includes a 'Sign up' button and a 'Login' button. Below the buttons, there is a checkbox labeled 'Email me KAYAK's favorite deals' which is circled in yellow. An arrow points from the text 'Email notification No SMS text notification' to this checkbox.

KAYAK HOTELS FLIGHTS CARS PACKAGES Login

Hotels

Los Angeles

Compare vs. K

✓ Priceline

Compare You could

Price Al

Be the first when fares

Hotels

You could save 25% or more on the same hotel.

By signing up you accept our terms of use and privacy policy.

Sign up Login

Email Address

Password

Home Airport

☐ Email me KAYAK's favorite deals

Sign up

Or login with

Facebook Google

\$159.00

Hilton.com

SUMMER 2015

Travel smarter this summer View now

Set Price Alert

Statue of Liberty

Golden Gate Bridge

City skyline

Email notification  
No SMS text notification

# Kayak

## -My Trips Settings

Payment Methods

eismintkaffee@gmail.com

**My Trips Settings**

[Add an email address](#)

History

### Share new trips with...

[Add an email address](#)

### My Trips alert settings

☒ **Booking receipt confirmations**

Alerts to let you know that we have received and processed booking receipts.

☒ **Flight status alerts**

Receive check-in reminders, flight status, and gate changes while you travel.

**Email Address:**

eismintkaffee@gmail.com **enable** → Traveler Notifications

[Add an email address](#)

**Mobile phone (SMS):**

+1 480-216-7540 (Main) **disable**  
[remove](#)

[Add a mobile phone](#)

Traveler Notifications ▼



Drop down for type of notification



Traveler Notifications ▼



Click icon for more info

**Traveler Notifications**

- 24 hr check-in reminder
- on-time departure
- departure delays
- departure gate changes
- flight cancellations
- connection information
- baggage claim

**Pick-up Notifications**

- on-time arrival
- arrival delays
- arrival information

**Drop-off Notifications**

- on-time departure
- departure delays
- flight cancellations

### Overall

#### Pros:

- Users are able to choose what type of notifications they can receive
- Users can disable/enable email or mobile
- hover for notifications

#### Cons:

- On sign up, the mobile notification feature is not present, user may not know they have this option

Direct Competitors

# IHG (Holiday Inn)

## -Guest Information Page

**Your Rate**

Average Nightly Rate: \$ 235.00 [USD](#)  
 Rate Type: Book Early & Save - Advance Purchase  
 Deposit Required:  
 A deposit for the entire stay is due at time of booking.  
 Estimated Total Price ± \$ 542.86 [USD](#)  
[View Rate Description and Rate Rules](#)

**Best Price Guarantee**  
 or your first night is free

**Modify or Cancel Policy**

Canceling your reservation or failing to arrive will result in forfeiture of your deposit. Taxes may apply.

[Special Request](#) (optional)



**Send Reservation Confirmation to Your Phone** (optional)

☐ I would like to receive my reservation confirmation on my mobile device via text message.

**Payment Information**

**IHG Rewards Club**  
 GET A \$50 STATEMENT CREDIT AFTER FIRST PURCHASE\*  
 PLUS EARN 60,000 POINTS  
 Price for this stay: \$542.86  
 Card Statement Credit: -\$50.00  
 Total after Statement Credit: \$492.86  
[LEARN MORE](#)

\*Price for stay and statement credit may post on separate statements.

Payment Card Type  Payment Card Number  Expiration Date

[Your Card is Safe](#)

A credit or debit card must be presented upon check in at the hotel.  
[Booking with a debit card?](#)

**IHG Rewards Club**

Reservations Offers About IHG

**Congratulations!**  
 You're getting the lowest price for our hotels. We guarantee it.

**Sign In** to Earn Your Points and Save Time with Automatic Form Completion

**Contact Information**

All fields are required unless specified as optional.

First Name  Last Name   
 Country   
 Address  Additional address information (optional)  
 City/Town  Postal Code   
 Email  Phone Number

**Payment Information**

**Best Price Guarantee**  
 or your first night is free

**Terms and Conditions**

☐ I certify that:

- I am at least 18 years of age and that at least one guest in my party will be at least 18 years of age upon check-in.
- I have read and understand the [site description and rate rules](#) for my reservation.

**Join IHG Rewards Club**  
 Earn 4700 points and enjoy other great benefits with your FREE membership.  
☐ Yes, instantly enroll me in IHG Rewards Club. [Terms and Conditions](#)  
☐ I am not interested at this time

**Disclaimer**  
 As exchange rates may fluctuate from the time a reservation is made until the actual stay, the confirmed rate is guaranteed in the hotel's base currency.  
 ‡ As taxes and service charges may fluctuate from the time a reservation is made until the actual stay and during the actual stay, the Total Price is an estimate. Estimated price includes Room rate, Extra person charges, Total tax and Total hotel charges. Other hotel-specific service charges may also apply. Check with hotel for details.

**SOCIAL MEDIA**  
[Facebook](#) [Twitter](#)

**COMPANY**  
 IHG Careers  
 Explore Hotels  
 IHG Global Brands  
 Partner Connect  
 IHG Agent

**Top Destinations**  
[Book online or call 1 877 424 2449](#)

**Best Price Guarantee**  
 or your first night is free

**Member Terms and Conditions**  
 Terms of Use  
 Privacy Statement  
 Site Map

**© 2015 IHG. All rights reserved. Most hotels are independently owned and operated.**

### Overall

Pros:

-after the phone number field, users are able to recall if they put a mobile number

Cons:

-if the number is not mobile, they will not be able to get text messages

-no opt in for promos

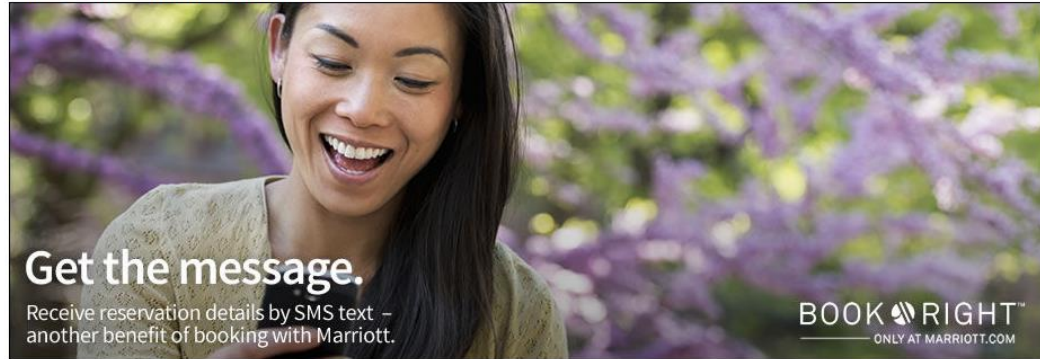


# Marriot

## -Information on SMS text confirmation page

Located on the  
confirmation  
page

### SMS Text Reservation Confirmation



You can have your reservation details texted to you. So when you're in the air or on the road, your details are as close as your mobile device.

To receive SMS text confirmation, select the "Send SMS/Text Confo" link on your reservation confirmation page. SMS text confirmation is currently available to customers in the United States, China and Hong Kong for worldwide bookings. More countries coming soon.

[Terms & Conditions](#)

Number: 88812542

Your reservation. Your reservation is guaranteed to your Visa card. An email sent to [john.smith@domain.com](mailto:john.smith@domain.com). We look forward to greeting you.

[Email](#) [Add to Outlook Calendar](#) [SMS/text confo](#) [Book more rooms](#)



More reasons to book directly with on Marriott. [Details](#)

# Marriot

## -Guest Information Page

### FREE in-room Wi-Fi + Mobile Check-In + other free member benefits

☒ Instantly join Rewards and enjoy the perks with each stay.

Password

Confirm Password

☒ Remember me (recommended for private computers only). [What's This?](#)

☒ I would like to receive account updates, program news and offers via email and direct mail.

☒ I would like to receive exclusive offers from select third parties.

By signing up, I agree to Marriott's [Terms of Use](#), [Privacy Statement](#) and [Data Protection Clause](#).

**Book Now**

MENU

COURTYARD  
Marriott

Courtyard Los Angeles Pasadena/Old Town  
180 North Fair Oaks Avenue Pasadena, CA 91103 USA  
+1 626 403 7800 Photos Hotel Details Currency calculator

Reservation Step 2 of 3

### Add Guest Information

Your Stay [edit](#)  
Check in: Friday, July 3, 2015  
Check out: Sunday, July 5, 2015  
Rooms: 1  
Total guests: 2

Room(s) [edit](#)  
Guest room, 1 King, Sofa bed  
2 nights at \$79.00 USD.  
412.10 USD (incl. est. taxes) total.  
[About this rate](#)

Room Preferences [edit](#)  
This hotel has a smoke-free policy.  
No room preferences were selected.

### Sign in for faster booking

Title

\* First name  \* Last name

\* Email address

Rewards number

Company name

Address  
\* Country  USA  
\* Address  \* City

\* State  \* Zip code

Select State

### For travel agents and planners

### Credit/Debit Card Information [Why we ask for this?](#)

Card holder name

\* Credit/Debit card number

VISA MASTERCARD DISCOVER AMERICAN EXPRESS

\* Expiration Month  \* Expiration Year

### FREE in-room Wi-Fi + Mobile Check-In + other free member benefits

☒ Instantly join Rewards and enjoy the perks with each stay.

Password

Confirm Password

☒ Remember me (recommended for private computers only). [What's This?](#)

☒ I would like to receive account updates, program news and offers via email and direct mail.

☒ I would like to receive exclusive offers from select third parties.

By signing up, I agree to Marriott's [Terms of Use](#), [Privacy Statement](#) and [Data Protection Clause](#).

**Book Now**



Top Destinations

Marriott For: Employers • Careers • Travel Agents • Group Partners • Hotel Developers • Affiliates • Investors • Community

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Our Best Available Rate Guarantee assures you receive the best rate when you book directly with us. If you find a lower publicly available rate within 24 hours of booking, we will match that rate plus give you 20% off the lower rate, subject to guarantee terms and exclusions. See our [Terms & Conditions](#) for details. Guarantee does not apply to Promotional, Rio Carbon Reserve, The Rio London, and Hotel Rio Madrid.

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-Located before booking room  
-Offers only for email and mail

## Overall

### Pros:

-users can choose the type of notification they receive

### Cons:

-located on confirmation page, user might miss this

# Best Western\*

## -Reservation page

### Special Offers

[Privacy Policy >](#)

On occasion, we will send you special offers by email. If you do not want to receive these email offers, please check the appropriate boxes below.

- ☐ Check this box if you do not want to receive promotions and marketing materials from Best Western International, its Affiliates and Subsidiaries
- ☐ Check this box if you do not want to receive promotions and marketing materials from third-party business partners of Best Western International

☐ I agree to the rate and room policies of this reservation

RESERVE

### Security and Privacy Policies

The security of your personal information is important to Best Western. Our site uses SSL encryption to ensure your personal information is sent directly to and can only be viewed by Best Western International, Inc. For more information, please view our [Privacy Policy >](#)

### Need Help?

-Located before reserving room  
-Note: if checked, then the user will not receive offers (users might skip over this and automatically get offers)

### Overall

#### Pros:

- users can choose the type of notification they receive
- location is right before 'reserve'

#### Cons:

- the description of the check boxes can confuse the user and trick them in to receiving notifications if they don't want to.

Best Western PLUS

Home | Explore Hotels | Rewards | Travel Planning | Deals & Offers | My Account | Sign In

Back to Hotel Search Results

Search | Rooms & Reserve | Confirmation

Not a Best Western Rewards Member?

Earn up to **5020** points for this stay to use towards a free night, active rewards, gift cards and more!

☐ Yes, sign me up for the Best Western Rewards program as part of my reservation so I can start earning rewards today.

☐ No thanks, I'll book without joining.

Already a Rewards Member?

Email or Member ID:

Password:

☐ I'm not a robot

Sign In

Reservations Help

Reservation Summary

**BEST WESTERN PLUS**  
Hollywood Hills Hotel  
15141 Hollywood Avenue  
Hollywood, CA, US  
Phone: 323.864.8181  
\$28 parking charge per night, valid all of days for this stay

Check-In: 07/03/15 3PM (15:00)  
Check-Out: 07/05/15 11AM (11:00)

Total Rooms: 1  
Total Occupants: 2

Reservation Amount: \$501.98  
Other Taxes & Fees: \$17.82  
**Total Stay: \$519.78 USD**

Room Details

ROOM 1: 1 KING BED Room Subtotal: \$599.78 USD  
Room Rate: \$599.78 USD  
Room Tax: \$0.00 USD  
Room Total: \$599.78 USD

Room Details: 1 King Bed, Non-Smoking, Executive Room, 42 Inch Led Tv, Microwave And Refrigerator, 10/11

Total Occupants: 2  
Room Rate: Flexible Rate (Review our hotel and room restrictive publicly available site. Changes and conditions are generally accepted, but always check during the booking process for any cancellation fees or policies applicable to your stay dates).

Other Taxes & Fees (Additional charges may apply): Tax: 14% \$79.28 USD, Tourism Assessment: 1.5% \$7.52 USD, Resort Fee: Per Night \$5.00 USD  
Cancellation Policy: Cancellation to your credit card fee will be \$50. A valid credit card must be presented at check-in.  
Child Policy: Children 15 And Under Are Free In Room With One Paying Adult In Existing Booking.

Guest Information

We take your guest's privacy seriously. View our [Privacy Policy](#) - If you have any questions, contact us at 1-800-888-8888 or email us at [privacy@bestwestern.com](#)

Select Profile Type:

\* First Name:

\* Last Name:

\* Address Line 1:

\* Address Line 2:

\* City:

\* State/Province:

\* ZIP/Postal Code:

\* Country:

\* Phone Number:

\* Email Address:

\* Confirm Email Address:

Best Western Rewards Number:

10 digit number beginning with 855555

Billing Information

☐ Billing information address is different than guest

The billing address provided must match the billing address for the selected credit card.

A valid credit card must be presented at check-in. If you are using a debit card, charges may be applied at the time of booking.

\* Credit Card Type:

\* Credit Card Number:

\* Expiration Date:

Special Requests:

We do our best to honor special requests, but they are not guaranteed and will be honored depending on availability at check-in.

Room 1:

Special Offers

On occasion, we will send you special offers by email. If you do not want to receive these email offers, please check the appropriate boxes below.

☐ Check this box if you do not want to receive promotions and marketing materials from Best Western International, its Affiliates and Subsidiaries

☐ Check this box if you do not want to receive promotions and marketing materials from third-party business partners of Best Western International

☐ I agree to the rate and room policies of this reservation

RESERVE

Security and Privacy Policies

The security of your personal information is important to Best Western. Our site uses SSL encryption to ensure your personal information is sent directly to and can only be viewed by Best Western International, Inc. For more information, please view our [Privacy Policy >](#)

Need Help?

Call 1-800-788-7234 (United States and Canada) | View Our Worldwide Reservations Numbers

Home | Affiliates | Travel | Rewards | Deals | Sign In | Privacy Policy

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Best Western | Chicago Hotels | Las Vegas Hotels | Denver Hotels | Atlanta Hotels | San Francisco Hotels | Miami Hotels | Washington DC Hotels | Orlando Hotels | New York City Hotels | Phoenix Hotels | San Antonio Hotels

-Guest reservation page

**\*Primary Telephone** Select Type ▼

Telephone Country Code United States(+1) ▼

Enter a mobile telephone number and opt in to receive your reservation confirmation via text. Message and Data rates may apply.

**Add another number (optional)**

Please enter your email address to receive confirmation of your reservation, stay related communications and messages about your potential hotel interests.

Email

Retype Email

**Credit Card Information** ([Privacy Policy](#))

Please present the credit card used to make this reservation upon check-in at the hotel. Please note: If you are

[illegible]

User can select the type of number. If the number is Mobile, then user is automatically opt in to receive text messages.

## Overall

Pros:

- automatically opt in for text notifications

Cons:

- the user cannot choose to receive promotions

- if the user only has a mobile number they may feel forced that are going to receive notifications.

# Design Suggestions

# Option 1

**3 REQUESTS (OPTIONAL)**

Special requests are subject to availability and may incur additional charges. Please note this information won't be viewed until checkin.

☐ ENROLL ME IN CHOICE PRIVILEGES TO EARN POINTS AND SEND ME SPECIAL OFFERS.

**MAKE RESERVATION >**

- Location: under requests before “make reservation”
- Create a checkbox to ask the user if they wants to receive their Reservation Confirmation via text.  
(note: the user might have not provided a mobile number)
- If the user checked “enroll me in choice privileges” have the other SMS text messaging options available.  
(see Southwest example)

**CHOICE HOTELS** HOME DEALS GROUPS VACATIONS EXPLORE **CHOICE privileges** SIGN IN

MAKE YOUR RESERVATION

**ARE YOU A CHOICE PRIVILEGES MEMBER?**  
Sign in to earn points

USERNAME:  PASSWORD:

**SIGN IN AND AUTO-FILL >** Don't have an account? You can enroll below.

**1 GUEST INFORMATION**

FIRST NAME:  LAST NAME:

EMAIL:  PHONE:

CHOICE PRIVILEGES NUMBER (OPTIONAL):

COUNTRY:

ADDRESS:  ADDRESS 2 (OPTIONAL):

CITY:  STATE/PROVINCE:  POSTAL CODE:

**2 CREDIT CARD INFORMATION**

CREDIT CARD COMPANY:  CARD NUMBER:

NAME ON CARD:  CARD EXPIRATION DATE:

**3 REQUESTS (OPTIONAL)**

Special requests are subject to availability and may incur additional charges. Please note this information won't be viewed until checkin.

☐ ENROLL ME IN CHOICE PRIVILEGES TO EARN POINTS AND SEND ME SPECIAL OFFERS.

**MAKE RESERVATION >**

**RESERVATION SUMMARY**

**RODWAY INN CONVENTION CENTER**  
1914 W. Olympic Blvd.  
Los Angeles, CA, 90006

Front Desk: (213) 360-9393  
Check-in: Thursday, June 11, 2015, 3:00 PM  
Check-out: Friday, June 12, 2015, 11:00 AM  
Rate Program: Best Available Rate

**ADD ANOTHER ROOM >**

**ROOM 1**  
1 Queen Bed, No Smoking (Max Occupancy: 2)  
1 Adult  
Room Charges: \$112.00

Subtotal: \$112.00  
Est. Taxes & Fees: \$17.36

**Grand Total: \$129.36**

**BEST INTERNET RATE GUARANTEE**

This reservation can not be cancelled.

By making this reservation, you acknowledge that you agree to the terms of the guarantee policy, rates and regulations, and the Terms of Use for this site.  
Our rate policy can be viewed at [www.choicehotels.com/rates](#). All reservations held for your hotel holds in excess of the rates shown online. Please contact the hotel directly if you have questions concerning the hotel's policy and cancellation practices.

**GUARANTEE POLICY**  
Your room will be held until 7:00 AM the morning following your scheduled arrival date. If you do not arrive and do not cancel your reservation by the cancellation deadline, your credit card will be charged 1 night's stay plus tax.

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**CHOICE HOTELS** **CHOICE privileges**

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# Option 2

**1 GUEST INFORMATION**

FIRST NAME\*

LAST NAME\*

EMAIL\*

PHONE\*

For phone numbers outside of the U.S. and Canada, please include the international dialing code

CHOICE PRIVILEGES® NUMBER (OPTIONAL)

-Under guest information after the user inputs their phone number, note if they put in a mobile number they are automatically opt in to receive reservation confirmation via text (see amazon example)

-Then under requests if they check “enroll me in choice privileges” have the other options for SMS text notifications available

**CHOICE HOTELS** HOME DEALS GROUPS VACATIONS EXPLORE **CHOICE privileges** SIGN IN

MAKE YOUR RESERVATION

ARE YOU A CHOICE PRIVILEGES MEMBER?  
Sign in to earn points

USERNAME  PASSWORD

[SIGN IN AND AUTO-FILL](#) >

Don't have an account?  
You can enroll below.

**1 GUEST INFORMATION**

FIRST NAME\*  LAST NAME\*

EMAIL\*  PHONE\*

For phone numbers outside of the U.S. and Canada, please include the international dialing code

COUNTRY\*

ADDRESS\*  ADDRESS 2 (OPTIONAL)

CITY\*  STATE/PROVINCE\*  POSTAL CODE\*

**2 CREDIT CARD INFORMATION**

CREDIT CARD COMPANY\*  CARD NUMBER\*

NAME ON CARD\*  CARD EXPIRATION DATE\*

**3 REQUESTS**

Special requests are subject to availability and may incur additional charges. Please note this information won't be viewed until checkin.

☐ ENROLL ME IN CHOICE PRIVILEGES TO EARN POINTS AND SEND ME SPECIAL OFFERS.

[MAKE RESERVATION](#) >

By making this reservation, you acknowledge that you agree to the terms of the guarantee policy, room terms and regulations, and the Terms of Use for this Site.

You are advised not to enter this reservation until you are fully satisfied with the terms of the reservation. Please contact the hotel directly if you have questions concerning the hotel's policy and cancellation practices.

**GUARANTEE POLICY**

Your room will be held until 7:00 AM the morning following your scheduled arrival date. If you do not arrive and do not cancel your reservation by the cancellation deadline, your credit card will be charged 1 night's stay plus tax.

**RESERVATION SUMMARY**

**ROADWAY INN CONVENTION CENTER**  
1914 W. Olympic Blvd.  
Los Angeles, CA, 90006

Front Desk: (213) 360-8393  
Check-in: Thursday, June 11, 2015, 3:00 PM  
Check-out: Friday, June 12, 2015, 11:00 AM  
Rate Program: Best Available Rate

[ADD ANOTHER ROOM](#) >

**ROOM 1**  
1 Queen Bed, No Smoking (Max Occupancy: 2)  
1 Adult  
Room Charges: \$112.00

[REMOVE](#) [MODIFY](#)

Subtotal: \$112.00  
Est. Taxes & Fees: \$17.36

**Grand Total: \$129.36**

**BEST IN RATE GUARANTEE**

This reservation can not be cancelled.

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