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OF WOLLONGONG
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PROJECT UI INTERFACE PROTOTYPES

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Contents

Wireframe concepts3

 Login screen.....3

 Main loyalty program screen.....4

 Offer detail screen.....7

 User Profile screen8

 Coupon screen.....9

 About screen10

Mockup Content.....11

 Login Screen:11

 Home Screen:12

 Offer Detail Screen:13

 Profile Screen:14

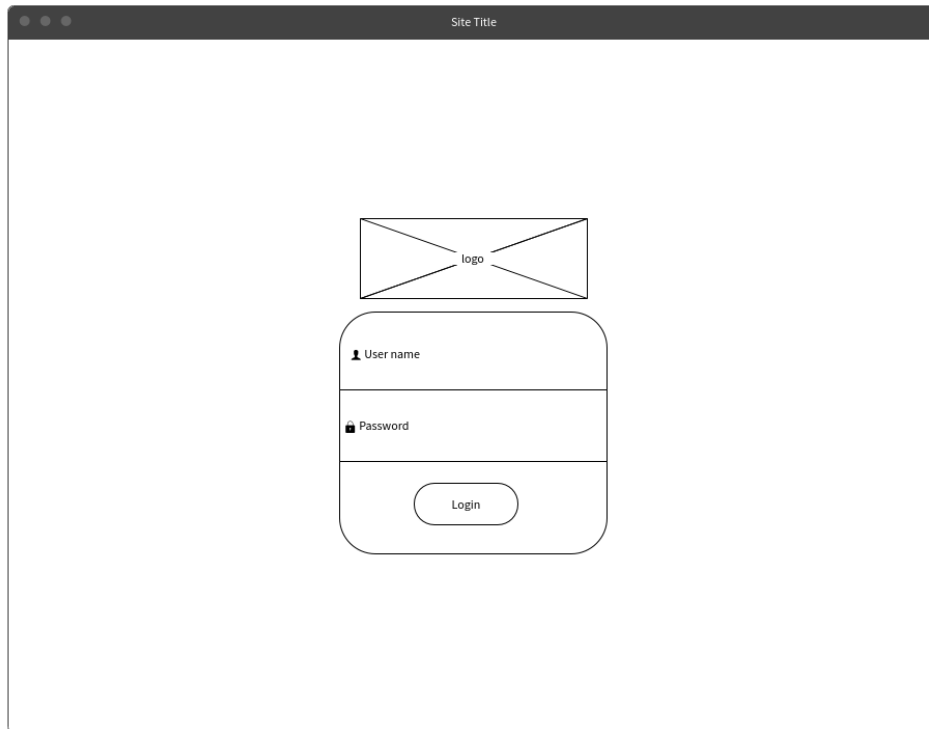
 About Screen:15

 Coupon Screen:16

Navigation structure17

Wireframe concepts

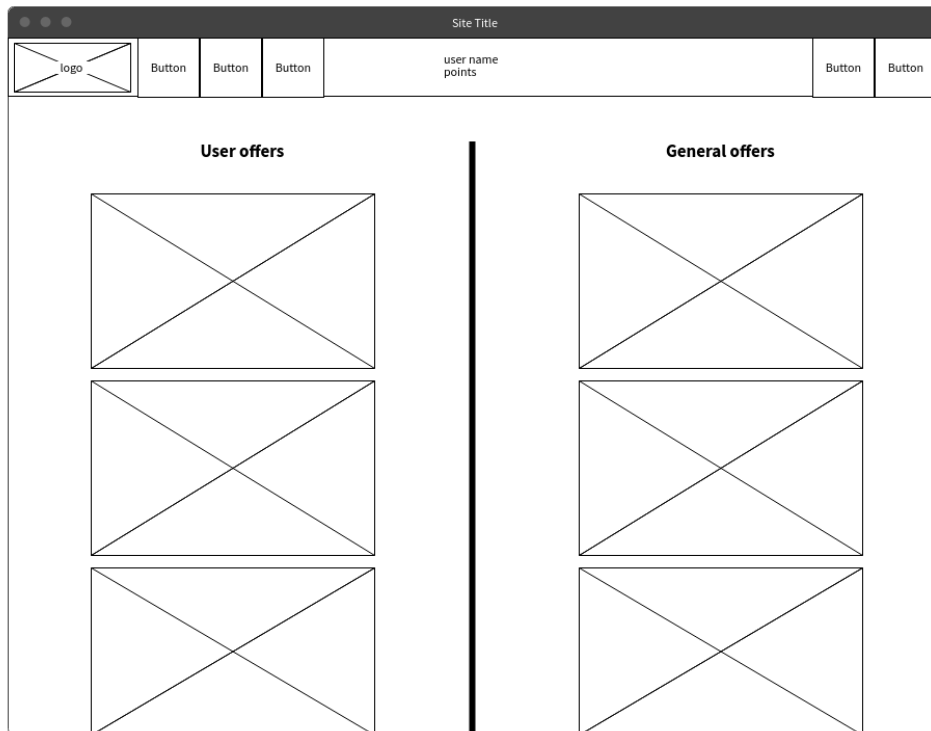
Login screen



this is the wireframe concept for the login screen for the FlyDreamAir loyalty program this will be the screen layout that users will be presented with when attempting to login to the system. It has a basic minimalist layout with the company logo close to the centre of the screen just above the login form and large enough to make it the dominant element, this makes it clear to users where they are and what they are about to login to. The login form has been styled in such a way that it does not look like a normal web form this makes it more eye catching to the user but still looks enough like a login for that the user will be able to identify what it is. The form is within a box in the centre of the screen just below the company logo, the corners of the box have been rounded to soften the look and feel of this screen. The form fields have icons next to them to visually indicate to the user what the field for as well as a place holder within the field labelling the fields, this helps reduce the amount of space taken up around the fields and make the form look less cluttered and a button that matches the shape of the box around it giving a sense of consistency with the softness.

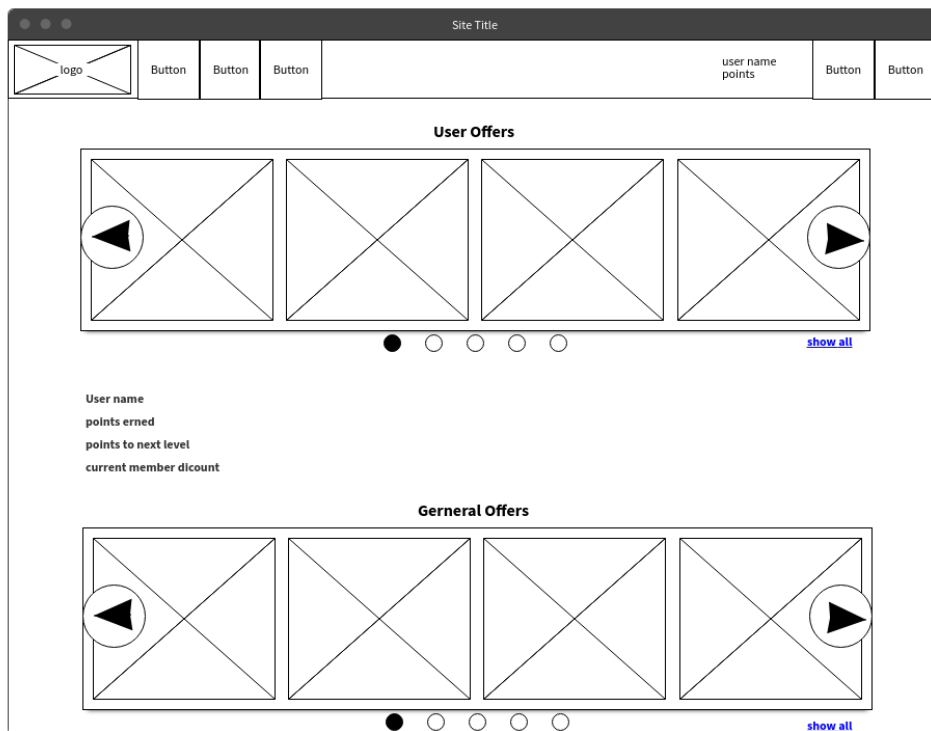
Main loyalty program screen

The main screen went through a few design changes before landing on the layout we eventually chose to use.



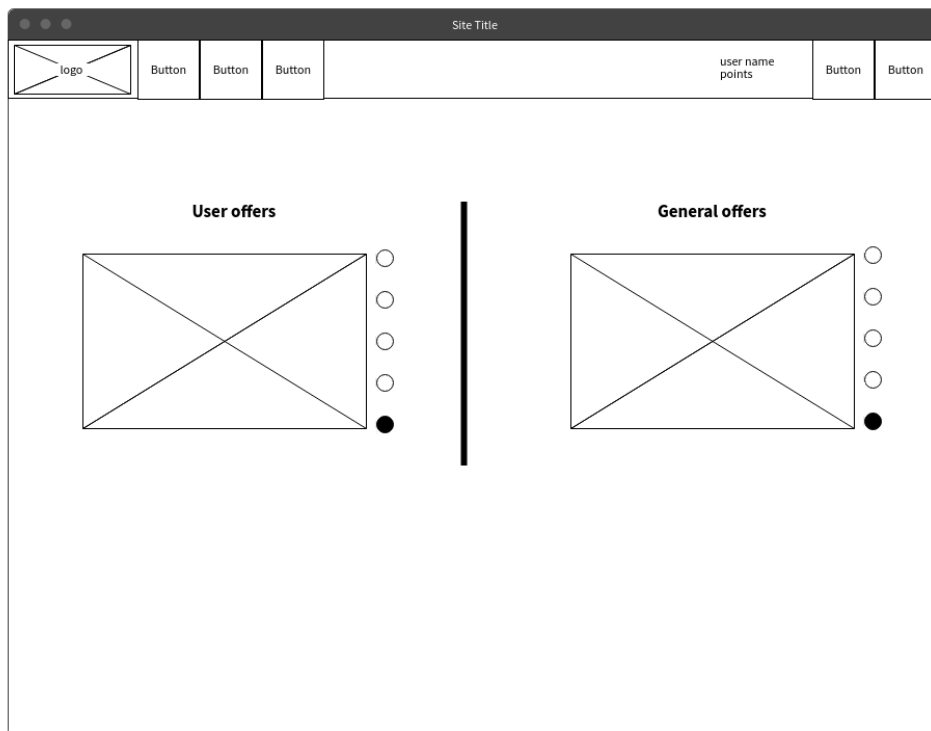
This wireframe of the main screen was the first we came up with for the main screen, it features a simple navigation bar across the top of the page where the company logo is displayed on the left big enough to be seen and identified and with enough padding around the logo to make it stand out from the rest of the elements around it and not overwhelmed by them. Then next to the logo there is navigation buttons that will take the user if clicked on to the other parts of the web site. On the right there is two more buttons an about that will be a link to the companies “About me” and the logout, they have been put there to distinguish them from the other user navigation features and to prevent accidental logouts while navigating the site.

The main section of the page is where all the offers available to the user are displayed in a list, there are two lists one for user specific offers and the other will be general offers that would be available to all members. However, with this lay out the user will have to do a lot of scrolling to see all the offers and it made the page feel over cumbersome.



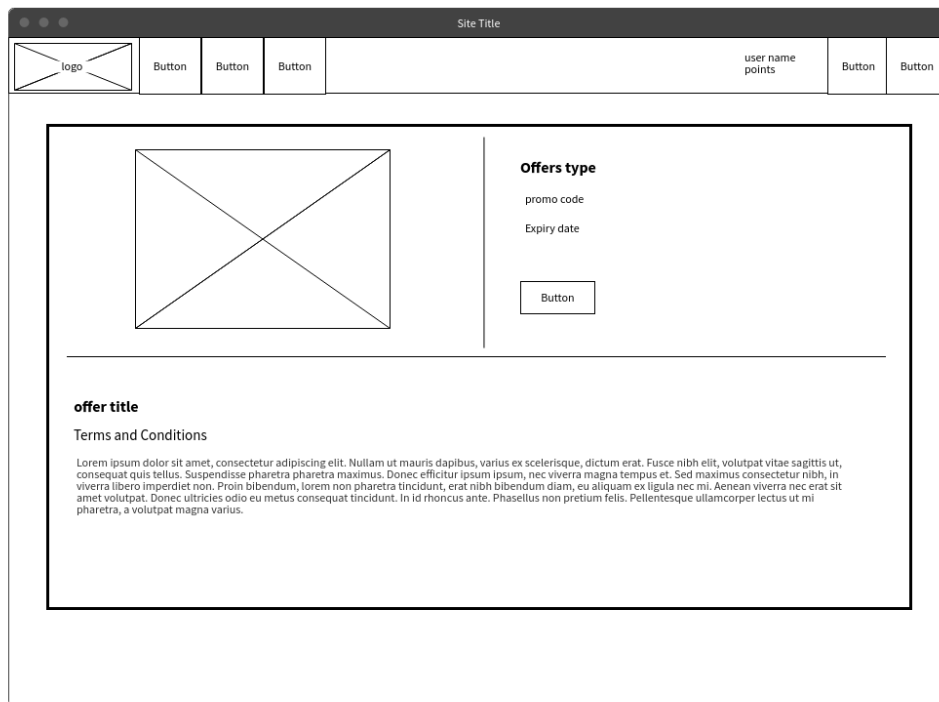
This wireframe is the second rendition of the main screen it features the same navigation bar at the top but the user name and points information has been moved to the right of the bar to make the bar feel less cluttered but still provide the user with the information needed while logged in.

With this screen we moved the lists from the previous wireframe and made them horizontal carousels which significantly reduced the need to scroll the page to see all the offers available these carousels auto scroll at a set interval. And added in some user specific information to the account between the carousels to space them out. However, this layout made the page feel over cluttered with information and a lot of things going on with the carousels that the user may feel lost in all that is going on with this screen.



This is the wireframe layout that was eventually chosen to be our main screen it blends the best of both of the other two lay outs providing a minimalist design that is not cluttered and all available offers will be seen without the need of lots of scrolling as the carousels will loop through the offers and allow manual scrolling of the carousels, this keeps the focus of the user on the offers they have available with out over loading the user with lots of information.

Offer detail screen



This is the wireframe concept for the offer details, this screen will be presented to the user when a user clicks on an offer displayed to them, it provides the user with detailed information about the offer and allows the user to use the offer. The screen has been separated into three sections the first is the image of the offer that allows the user to visually identify what offer they are looking at based on the image. Then there is the basic offer details on the right of the image that details the offers title, promocode, expiry date, how many points are needed for the offer and an accept button. At the bottom section there is the terms and condition information for the offer. Each section is clearly marked and labelled.

User Profile screen

Site Title

logo Button Button Button user name points Button Button

User information

User name:
E-mail:
phone Number:
member Number:
points:
member status:
date joined:

Update contact details

E-mail:
phone number:

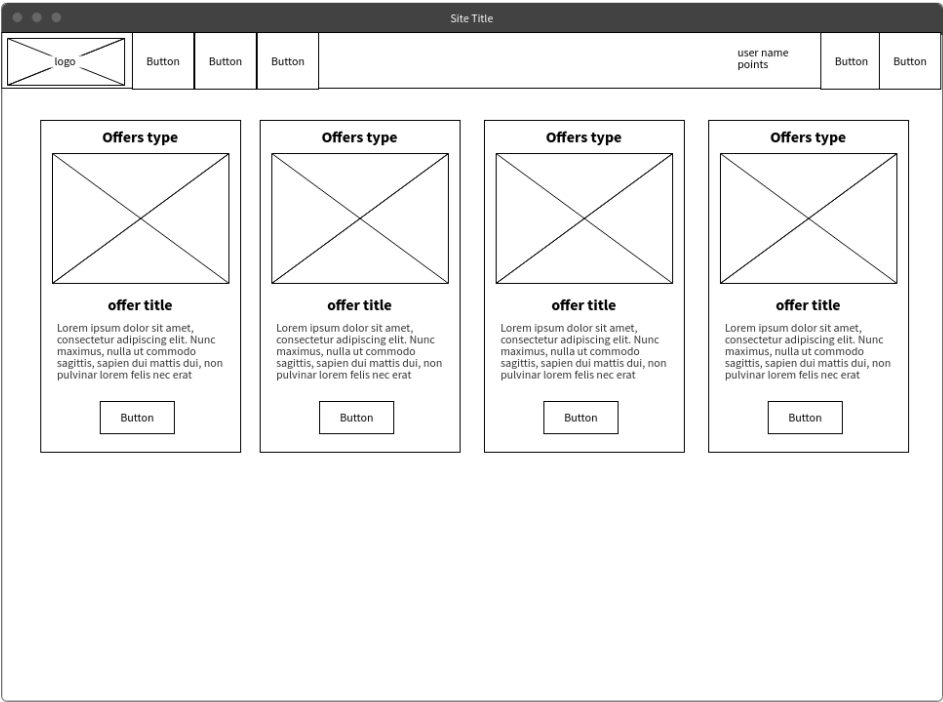
Update password

Password:
Confirm Password:

Button

This is the wire frame concept for the user profile screen this will be the screen that users will be presented with when viewing their user information, on this screen users will be able to update their contact details in the system as well as change their password. As with the main loyalty program screen this user profile screen has the same top navigation bar to keep the flow of consistence between the screens and allows for users to navigate to any other screens. The first part of this is the user information that will display all the user details relevant to the user account, the next part is the update part where the user will be able to change there contact details and password. These parts could have been on separate screens, but we thought that it was more appropriate to combine them in the one place but clearly marked and labelled to allow the user to identify the different sections.

Coupon screen



This is the wireframe concept for the coupon screen which users will be presented with when viewing available coupons that will be updated on a regular basis providing users with more ways to benefit from this system. The top navigation bar as with all the other screens is the same as it provides a consistent element that ties the screens together and allows the user to navigate to the other screens from any of the screens. The main part of this screen is the coupons that will be arranged in a grid on the screen allowing users to view all the different types of coupons available at that time.

About screen

The wireframe shows a web browser window titled "Site Title". The top navigation bar contains a logo placeholder, three buttons, a user name and points display, and two more buttons. The main content area features the "FlyDreamAir" logo and a "Subscribe to newsletter" form with fields for name and email address, a checked checkbox, and a submit button. The bottom section is titled "About us" and contains a block of Lorem Ipsum text, followed by a "call us (phone number)" label and a button.

Site Title

logo Button Button Button user name points Button Button

FlyDreamAir

Subscribe to newsletter

name

Email address

☒ CheckBox

Button

About us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ut mauris dapibus, varius ex scelerisque, dictum erat. Fusce nibh elit, volutpat vitae sagittis ut, consequat quis tellus. Suspendisse pharetra pharetra maximus. Donec efficitur ipsum ipsum, nec viverra magna tempus et. Sed maximus consectetur nibh, in viverra libero imperdiet non. Proin bibendum, lorem non pharetra tincidunt, erat nibh bibendum diam, eu aliquam ex ligula nec mi. Aenean viverra nec erat sit amet volutpat. Donec ultricies odio eu metus consequat tincidunt. In id rhoncus ante. Phasellus non pretium felis. Pellentesque ullamcorper lectus ut mi pharetra, a volutpat magna varius.

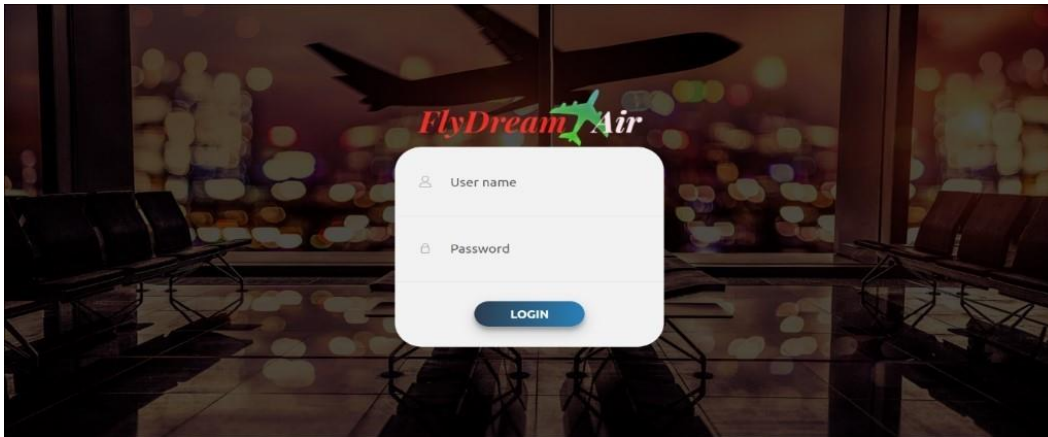
call us (phone number)

Button

This is the wireframe concept for the about screen where a user will be able to view information and contact details of FlyDreamAir it also features a form to allow users to receive newsletters from FlyDreamAir. The screen was split into two parts the first is the newsletter subscription form at the top of the page being the first thing users are most likely going to see, increasing the likelihood that users will subscribe to the newsletter, then the second part is all the company information and contact details. Again, this screen features the top navigation bar for users to quickly navigate to other screens and provide a common element across all the screens tying them together to indicate to the user that they are all a part of the same webpage.

Mockup Content

Login Screen:



This screen has the added mock-ups to showcase the login feature for the FlyDreamAir loyalty program web application. In this screen, the background image shows that this website mainly focuses on the loyalty programs service for the flight bookers. So, a picture containing a flight with the inside airport view has been kept in the background. There is a logo of this loyalty program written as the name of the organization “FlyDreamAir” with a flight symbol, colored red for the word “FlyDream” and green-blue shade for the “flight symbol” and white for the word “Air”. In the center, there is a container as a form in a very light gray color with a smooth border-radius of 40px. Inside this form, there are two input layers for login username and password with animations such as user symbol, lock symbol, and line on hover in a strong pink color. Throughout the entire application, only the font-family of Ubuntu with the properties such as regular and bold has been used for the text. Login input is a text format and the password input is in dots in black color. There is a button after the input spaces in the color gradient from very dark blue to strong blue with the shadow. On hover, the displays in a very light gray color. Inside the button, the text Login is styled with properties such as uppercase, 18 px font size, bold and white color.

Home Screen:



This screen contains the navigation bar in the header part of the page with the same color properties as buttons on the entire website. The same navigation bar is used throughout the FlyDreamAir website. The navigation is placed at the top with margin 0 and has a division to navigate to different pages such as Home, Profile, Coupons, About, and Logout. The logo image is displayed in the foremost place of the navigation bar and also displays the user information with credit points. The text color used here is white. On hover, each division will display in white text with gray background colors. To the current screen in the navigation bar, the particular division highlights in Soft blue color. In the footer part, there is a text to mention the copyrights in white color with a very dark blue background. In the center, there is a row flex container with two columns to display the user offers and general offers, with the groove border and background with a very pale blue color. Inside each column, the images for the offers are displayed using the vertical carousel with the image fixed size width 640px & height 360px and carousel slider in dark cyan color with a border size of 3 px.

Offer Detail Screen:

FltDreamAir

Home

Profile

Coupons

Hi Mr. User!
Credit Points: 100

About

Logout

CARNIVAL CRUISE LINE

7 NIGHT CANADA CRUISE

FROM \$638

Booking Date: September 08, 2021

September 15, 2021

Exclusive Offer for Standard Chartered Bank Users

Get 10% Cashback Up To ₹1,000 On Domestic Flight(s) with Standard Chartered Credit And Debit Cards.

Promocode: PRFT10C2D

Expires: Jan 31, 2021

USE CODE

Get 10% Cashback Upto ₹1,000 on Domestic Flight Bookings. Offer Valid Only On Standard Chartered Credit And Debit Cards

Terms & Conditions:

- User gets 10% Cashback up to ₹1,000 on flight ticket booking.
- Offer is valid only for Standard Chartered Credit and Debit cards.
- Offer is valid only on Domestic flight bookings.
- No minimum order value for flight ticket booking.
- Offer is valid only for one time usage per user.
- Offer is valid only on the first eligible transaction per card per Tuesday during the Offer Period.
- Convenience Fee, Insurance, Zero Cancellation Protection & any ancillaries purchased will be excluded from the total booking amount for calculation of Cashback.
- Offer is not valid on Standard Chartered Corporate Credit and Debit cards.
- To get Cashback, the user should have a verified mobile number on Paytm.
- Cancelled orders will not be eligible for Cashback.
- Paytm reserves its absolute right to withdraw and/or alter any terms and conditions of the offer at any time without prior notice.

Book your flight tickets NOW!

Conditions Apply

Copyright © 2020 FltDreamAir Loyalty Program. All rights reserved.

This screen has the same header and footer as the home page. In the center content space, there is a row container with the same properties as designed on the home page. In the row container, there are three columns to display the offer image with the fixed size height: 260px & width: 390px, aligned to the central place in the flex. The buttons and text are set with the default properties of this website. Only the promo code and expiry dates will display in light gray and red colors respectively.

Profile Screen:

The screenshot displays a web application's profile page. At the top, a dark blue header contains navigation links: 'Home', 'Profile' (highlighted), 'Coupons', 'About', and 'Logout'. The main content area is titled 'User Information' and lists user details: 'User Name:', 'E-mail:', 'Phone Number:', 'Member Number:', 'Points:', 'Member status:', and 'Date Joined:'. Below this list is a horizontal line. Underneath the line is a light blue container with two columns. The left column, titled 'Update Contact details', contains input fields for 'E-mail:' and 'Phone Number:', followed by a 'SAVE' button. The right column, titled 'Change Password', contains input fields for 'Password:' and 'Confirm password:', followed by a 'SAVE' button. At the bottom of the page, a dark blue footer contains the text: 'Copyright © 2020 FlyDreamsAir Loyalty Program. All rights reserved.'

User Information

User Name:
E-mail:
Phone Number:
Member Number:
Points:
Member status:
Date Joined:

Update Contact details

E-mail:

Phone Number:

SAVE

Change Password

Password:

Confirm password:

SAVE

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This screen has the same header and footer as the home page. In the center content space, there is a form to display the user details and under that, there is a row container with the same properties as designed in the home page, with two columns to edit the email, phone number, and password in the form box with a thin border and save buttons in each column. The buttons and text are set with the default properties of this website.

About Screen:

FlyDreamAir

Subscribe to our Newsletter

Name

Email address

☒ Daily Newsletter

SUBSCRIBE

About us

Dream Air Travel is a travel agency provides the highest ethical standard and hospitable service .
The company operates in the Philippines with an over 12 years of successful experiences of airline, travel and tourism and aviation industry crew members .
Dream Air Travel excites you with its booking services fit your personal needs which guarantee your safety, comfort and budget. We value customer relationship and have dedicated friendly staff to ensure hassle free experience for all passengers, it happens through the entire journey. We handle all booking professionally making sure custom-made itinerary is provided to each client. We deliver fast, reliable and 24/7 customer support and enjoy returns that you expect.

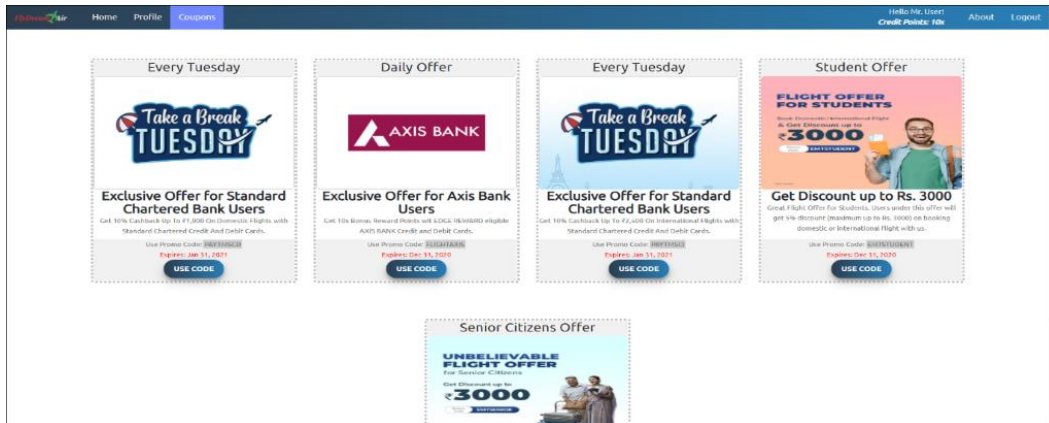
Call us Today +63 920 429 0012*

GET IN TOUCH

Copyright © 2020 FlyDreamAir Loyalty Program. All rights reserved.

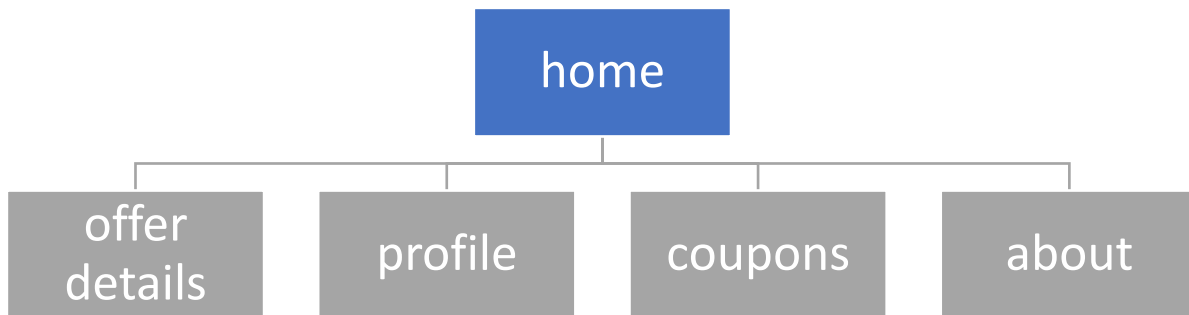
This screen shows the information about the organization in detail. All the text displayed on this page is aligned center and the same ubuntu font property is used. A jumbotron with a light gray background is placed at the top of this screen after the navigation bar to get the input texts to subscribe using the default html property. Additionally, there are buttons with the default property of this website to subscribe and get in touch with functionalities.

Coupon Screen:



This screen displays a variety of coupons with the same navigation bar header and copyrights footer sections. In the center, the coupons are displayed in a row and column containers with different coupon sections inside such as header, image, content, and promo code with a button. Each column container is styled with the 5px dotted gray color border and center-aligned block. The buttons and text are set with the default properties of this website. Only the promo code and expiry dates will display in light gray and red colors respectively.

Navigation structure



This is the navigation structure for the loyalty management system for FlyDreamAir after a user logs into the system they will start at the home page and from there they would be able to navigate to the offer details page, the user profile page and the about page.