## AMEX MOBILE SYSTEM MAP V.14 Auth/First-Use Primary Job Section XX Representative Screen View 1) Features intro (tutorial) 2) Pre-consent Emergency Notifications (across app) — Connections First-Use 3) Notify consent In-section Messaging 5) Opt in for persistent Log-in Keep me signed in Activate and Add a card Register for a MYCA account Forgot User ID or password Legal Terms Activity Post authentication First-use options Twitter Auth? Auth? Auth? Add or Activate a Card Emergency Notifications Messaging Messaging Messaging Messaging Messaging Nessaging Statement Ready Spend Threshold Event • Emergency Notifications • EveryDay Count Reminder Offer Redemption • Dining ( Fraud warning Use Points Error Payment Received Payment Due Reminder Credit warning Offer Expiring EveryDay Threshold Met Per-card Message Badge Count Use Points Promo Offer Reminder Alert/ Emergency Mode • Emergency Alerts priority • Remains snapped to interface across all sections Account Activity Load View (hidden New & Nearby Offers • Card Switcher • Snapshot by Card Points/Cash Rewards/Miles Balance Points/Cash Rewards/ • Statement Balance • Available Credit/ • Card Switcher • Servicing Links Outstanding Balance View & Pay Bill Miles Balance No Set Limit -- • Recent Charges - Manage My Cards Offers • Discover Offers • New Rewards - Cardmember Service Rewards Account Trackers (ROC, Goose) Account - Outstanding Balance - App Settings - Please Pay By - Using Amex Mobil Recent Payments MR bonus on charge Load View (Use Points) (Earn More) - Using Amex Mobile "New Days left until Payment Available Credit/ & Credits Earning Accelerator Indicators - Available Credit Load View Required No Credit limit View - Privacy/Legal & invites & Nearby" until addressed data-viz) - Log Out Min Payment Due SEGMENTED VIEWS (E1, E2, E3) Use Points All Eligible D1.2 Use Points Dining & Drinks D1.3 Use Points Entertainment Shopping D1.4 Use Points Shopping Use Points Promotions Use Points History Switch Cards C3 Previous Statements C2 Current Statement ROC Tracker (Goose, R.0) D2.2 Accelerator Details View • Add/Activate Remove Cards Manage my Cards • Links to Card Management Offers "History" (Total Savings) Gift Card Individual View • Enrolled Offers Saved to Card • Saved Promo Codes • Pre-purchased B1.2 Filter: Payments & Credits B1.2 B1.2 B1.2 Filter: Spend Threshold Filter: Top Merchant Payments History Make Payment View Gift Cards? E4 Offer Use Points Pending/ Spend Credit Limit and No Pre-set Spending Limit Disclosures Pay Bill Flow Previous Statement Individual View 1 2 Previous Statement Individual View 1 2 Previous Statement Individual View 3 Previous Statement Individual View 4 Views Messaging D2.1.X Payment Detail Generate PDF from T&Cs Flow Individual View 5 View **Terms & Conditions Update** Goose Views Statement Legal/EULA Updates? B2 Individual Offer \_\_\_\_ Using Amex Mobile F4 Privacy/ Legal/ Software Transaction Views within the view Contact Phone App C5. X Service Settings Numbers Push Notifications Settings F3.2 Keep me logged in preferences Remove Card Forgot ID/Password Feed (within Fa.5 Feedback (External Site) Terms & Legal Details F2.6 Call Us Details More Views Z2.X About Details the view) More More More Sent out | Manage | Manage | To Twitter to A3 | my Cards | my Cards | F2.4. X | app? F3.1. X F3.2. X