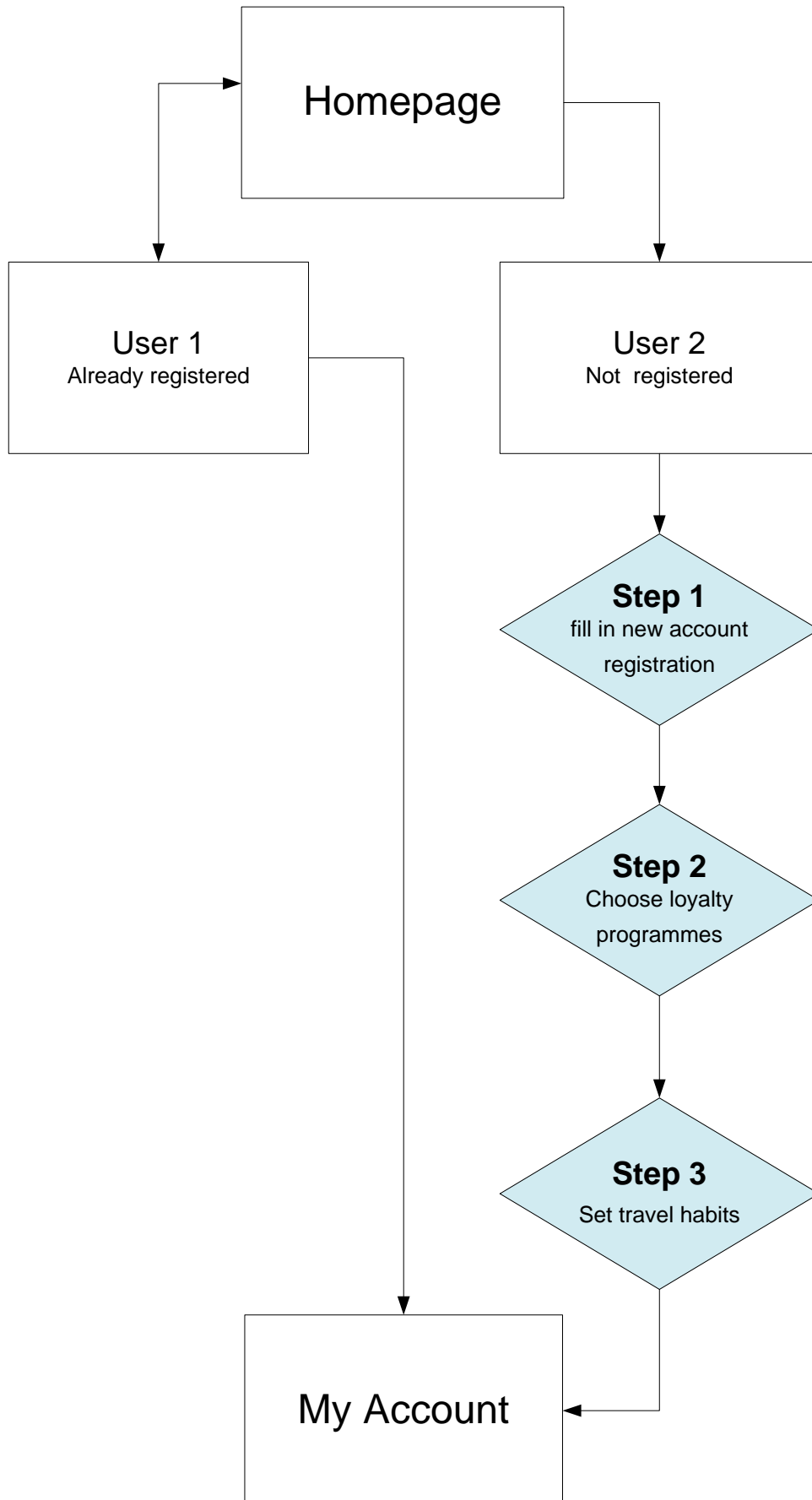


# Flow chart

Sunday, April 11, 2010

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# Competitor analysis

Sunday, April 11, 2010

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## Competitors



## Key findings

- Registration navigation at the top
- New account registration simpler
- Registration forms are much shorter
- Data fields are grouped together
- No programmes offered during sign-up
- No marketing data is captured during sign-up

# Login page

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## Log in

### Log in to your account

Email address:

Password:

[Forgot your password?](#)

Remember me

Login

### Not registered yet?

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Quis blandit quam elementum .
- Fusce eget urna a lectus
- Nulla porta euismod leo et

Register now

# New account registration

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## New account registration

### Login details

*Email address:	<input type="text"/>
*Confirm email address:	<input type="text"/>
*Password	<input type="text"/>
*Confirm password	<input type="text"/>
*Select security question	<input type="text"/>
*Answer	<input type="text"/>

6-10 characters

### Your details

*Title	<input type="text"/>
*Job title	<input type="text"/>
Company	<input type="text"/>
*First name	<input type="text"/>
*Last Name	<input type="text"/>
*Date of Birth (dd/mm/yyyy)	<input type="text"/>
*Nationality	<input type="text"/>
*Gender	<input type="text"/>
*Phone No.	<input type="text"/>

### Address details

*Country	<input type="text" value="United Kingdom"/>
*Post code search	<input type="text"/> <input type="button" value="Find address"/>

# Loyalty programmes

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## Loyalty programmes



Join one of our loyalty programmes and you can earn rewards every time you travel

### Frequent Traveller

- I would like to become a Eurostar Frequent Traveller.

Lorem ipsum dolor sit amet, consectetur adipisicing Maecenas posuere pharetra egestas.

Vestibulum ante ipsum primis in faucibus orci et ultrices posuere cubilia Curae; Duis ultrices, tellus eu molestie

### Euro Star pus

- I would like to join Eurostar Plus.

Lorem ipsum dolor sit amet, consectetur adipisicing Maecenas posuere pharetra egestas.

Vestibulum ante ipsum primis in faucibus orci et ultrices posuere cubilia Curae; Duis ultrices, tellus eu molestie

- Yes, I am already a member of the Eurostar Frequent Traveller scheme.**

Lorem ipsum dolor sit amet, consectetur adipisicing Maecenas posuere pharetra egestas.

Membership number

- I don't want to join a loyalty programme.**

Lorem ipsum dolor sit amet, consectetur adipisicing Maecenas posuere pharetra egestas.

Vestibulum ante ipsum primis in faucibus orci et ultrices posuere cubilia Curae; Duis ultrices, tellus eu molestie

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# Travel habits page

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## Your travel habits

### For what reason do you normally travel on Eurostar?

- Business
- Leisure (holidays, day trips, short breaks)
- Leisure (visiting friends and relatives or travelling to a second home)

### How many times did you travel last year?

- none
- 1-2 times
- 3-4 times
- 5-10 times
- 11 times or more

What is your seating preference?



Do you have any food preferences?

## Email communication preferences

- I would like to receive exclusive special offers, news, events and promotions information by email.
- I agree to the Eurostar.com and Eurostar Plus [Terms and Conditions](#) and [privacy policy](#) (you must tick this box to continue).

# My account page

Sunday, April 11, 2010

Welcome Shebul Miah | My Account | 20 Points | Log out



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[Home](#) > [My account](#)

## Welcome Shebul MIAH

Your membership number: is 308381 100 0321 8403

The minute you and your friends and family start booking with this membership number you'll be able to keep track of all the points you earn and view them in your account.

[Book a journey now](#) and you can start earning points straight away.

### Your e-vouchers

For every 300 points you earn you'll receive an e-voucher worth £20 or €20. Which currency would you like to receive your e-vouchers in?

### Change my account details

- [Change my password](#)
- [Change your personal details](#)
- [Change contact details](#)
- [Change travel](#)
- [Email preferences](#)

### Can we help you?

- [Frequently Asked Questions](#)
- [Contact us](#)
- [Email us](#)
- [Customer care](#)

### Previous bookings

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### Preferred journeys

Lorem ipsum dolor sit amet, consectetur adipiscing Maecenas posuere pharetra egestas.

### Preferred travellers

Lorem ipsum dolor sit amet, consectetur adipiscing Maecenas posuere pharetra egestas.