

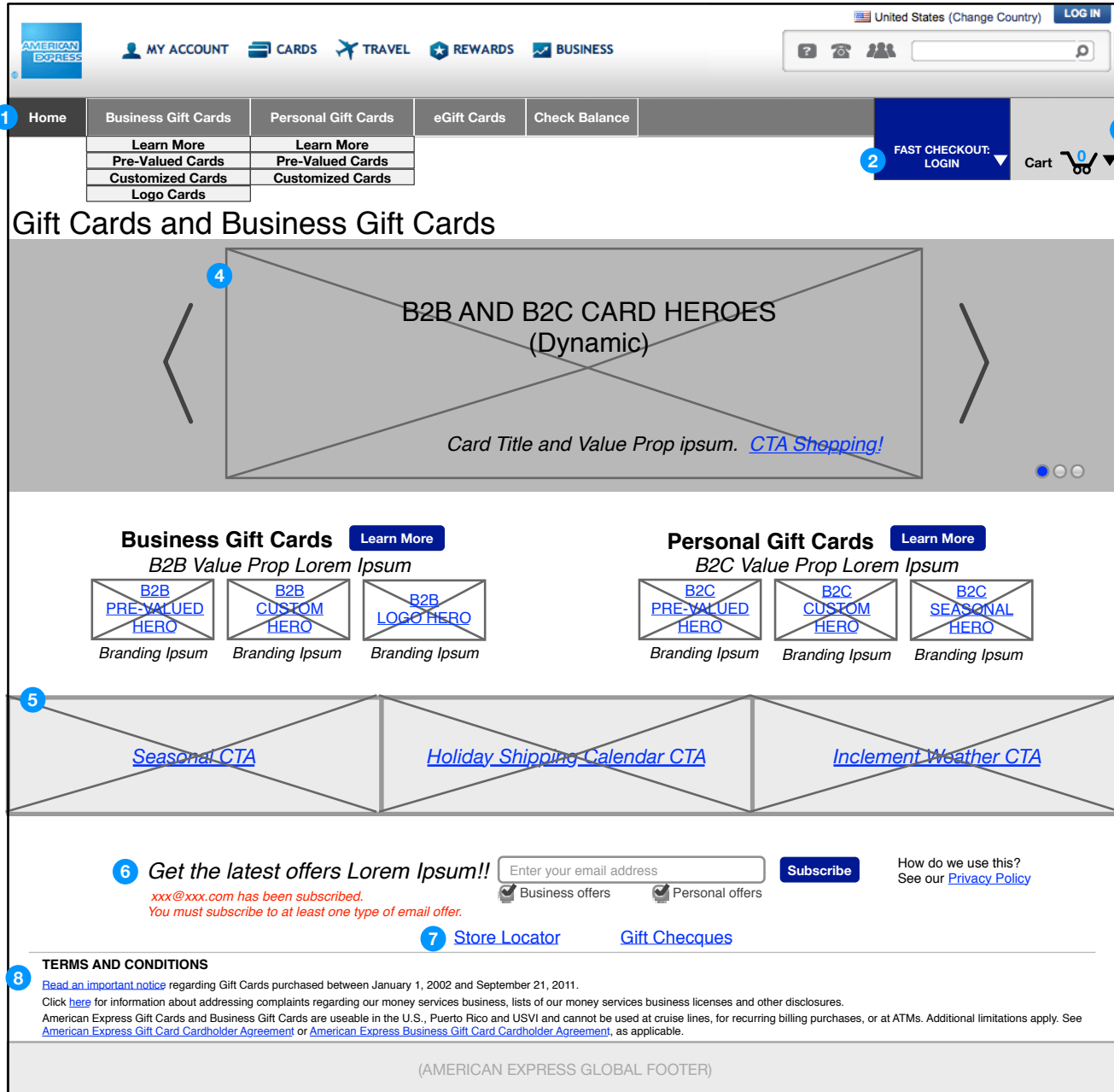
AMEX GIFT CARDS RESPONSIVE WIREFRAMES

CLIENT **American Express**

AUTHOR **Arcade**

FILE NAME **301 Wireframes | AMEX GiftCards 072814**

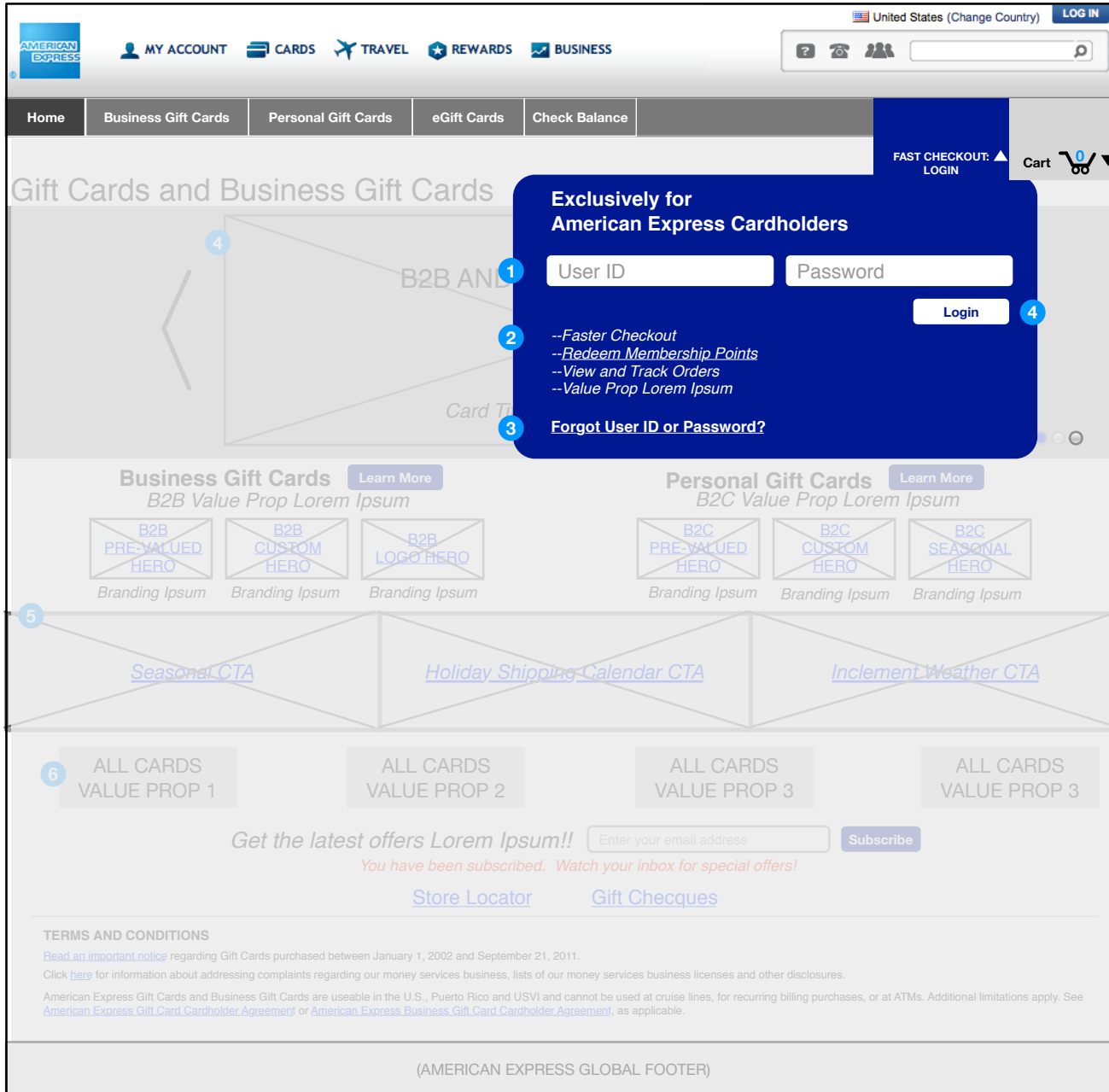
VERSION **3.01**



NOTES


- 1 Global persistent iNav. Remains throughout shopping experience but does not appear during checkout. 'Business Gift Cards' and 'Consumer Gift Cards' buttons are toggles which upon click reveal sub-navigation.
- 2 CTA for User Login. Button toggles open Login module. Implemented to appear as part of iNav but will actually be separate object.
- 3 Dynamic cart indicator. Toggles open/closed to reveal contents. Icon indicates number of items in cart. Implemented to appear as part of iNav but will actually be separate object.
- 4 Dedicated B2B and B2C Card heroes, branding promises and value props. Dynamically cycles through card images. For each card image, contains short branding description and CTA to shop for that card. Clicking on link or image takes user to shopping experience for that card.
- 5 Secondary marketing CTA messaging
- 6 Email capture CTA. User enters email address, selects type of offer and clicks subscribe. Confirmation or error message replaces branding text.
- 7 Constant footer links to store locator and gift cheques page experiences.
- 8 Global persistent Footer Terms & Conditions links.

1.0.1 Login Module



NOTES

- 1 Login module toggles open to reveal entry fields for User ID and password.
- 2 Branding Value Props showing advantages to logging in.
- 3 Link to standard americanexpress.com lost password functionality.
- 4 Selecting 'Login' validates entry fields. If data is incorrect, takes user to standard americanexpress.com invalid login page. If correct, closes module and swaps login button with 'My Orders' button.


MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS
United States (Change Country) LOG OUT

Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance
1 My Orders Cart 0

Gift Cards and Business Gift Cards

B2B AND B2C CARD HEROES
(Dynamic)

Card Title and Value Prop ipsum. [CTA Shopping!](#)

Business Gift Cards [Learn More](#)

B2B Value Prop Lorem Ipsum

B2B PRE-VALUED HERO B2B CUSTOM HERO B2B LOGO HERO

Branding Ipsum Branding Ipsum Branding Ipsum

Personal Gift Cards [Learn More](#)

B2C Value Prop Lorem Ipsum

B2C PRE-VALUED HERO B2C CUSTOM HERO B2C SEASONAL HERO

Branding Ipsum Branding Ipsum Branding Ipsum

[Seasonal CTA](#)

[Holiday Shipping Calendar CTA](#)

[Inclement Weather CTA](#)

Get the latest offers Lorem Ipsum!!

xxx@xxx.com has been subscribed. You must subscribe to at least one type of email offer.

 Business offers Personal offers
 [How do we use this? See our Privacy Policy](#)

TERMS AND CONDITIONS

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Click [here](#) for information about addressing complaints regarding our money services business, lists of our money services business licenses and other disclosures.

American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See [American Express Gift Card Cardholder Agreement](#) or [American Express Business Gift Card Cardholder Agreement](#), as applicable.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 When successfully logged in, Login module switches to My Orders button. Clicking this button takes user to order management process for that username.

1.0 Shopping: Cart

United States (Change Country) LOG OUT

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance

My Orders Cart 3

B2B Brand Promise Headline

Branding Sub-Promise Lorem Ipsum Sequiat Dolor

B2B CUSTOM CARD CTA

B2B VALUE PROP (DYNAMIC)

B2B VALUE PROP (DYNAMIC)

B2B LOGO CARD CTA

Show All Cards

Add a Custom Message

LINE 1: (No Message)

LINE 2: Max. 21 characters: numbers, letters and spaces only

This message will be embossed on all Cards in this order.
Select a message from our list in Line 1, write your own in Line 2, or use a combination of both

For all Business Gift Cards:

- Must provide valid business name and address
- Maximum order value is \$75,000. For businesses wishing to order over \$75,000, please call 1-800-316-4420
- Recipients may obtain a free replacement after a Card's valid thru date passes by calling Customer service at 1-877-297-4438

TERMS AND CONDITIONS

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Fee Free (No Purchase Charge) promotions related to the American Express Gift Card are intended for user presented with the offer and is not valid on Gift Card purchases made through partner sites. Purchase must be made via the link provided with Fee Free (No Purchase Charge) offer.

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American Express does not ship American Express Gift Cards or Business Gift Cards, which are ordered from this web site, to the states of HI and VT.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 Cart Toggle button opens and closes cart area. Number indicates number of items in cart. If no items are in cart, toggling open displays message "Your cart is currently empty." Cart button changes visual state to emphasize if cart has contents.
- 2 Item listing in card. For each item shows mini hero image, Card Title, Card Value, Quantity, Purchase Charge/Card, Total Sub-Order Value. User can dynamically change quantity using up/down arrows within entry field box within cart, which recalculates all values.
- 3 If item is a Custom Card, chosen Custom Message is displayed. Selecting 'Edit' changes the Custom Message text to entry fields pre-filled with chosen message text, and allows user to dynamically edit. Edit button swaps to 'Apply'. Selecting apply closes editing ability and displays new Custom Message text.
- 4 System dynamically displays range of available to ship date for each item
- 5 Selecting 'checkout' takes user out of shopping area and begins checkout process.

1.0.1 Dump Cart Warning

The screenshot shows the American Express website interface for B2B gift cards. At the top, there is a navigation bar with the American Express logo, user account options (MY ACCOUNT, CARDS, TRAVEL, REWARDS, BUSINESS), and a 'LOG OUT' button. Below this is a secondary navigation bar with links for Home, Business Gift Cards, Personal Gift Cards, eGift Cards, and Check Balance. A 'My Orders' button and a shopping cart icon with '3' items are also visible.

The main content area features a 'B2B Brand Promise Headline' and a 'Card Title' section. A 'Choose \$ Value' slider is set to 200, with options for 25, 50, 100, 200, 500, 1000, and a 'Customize' option. A 'Choose Amount between X and Y:' input field is present. A summary table shows 'Fee card: \$X.XX', 'Total (before shipping) \$XX.XX', and a 'Time discount' section with a 'Go to My Cart' button.

A modal warning box is overlaid on the page, containing the following text:

You are about to lose the contents of your cart
You have chosen to leave this shopping area before completing your order. If you continue, please be aware that you will lose the contents of this cart.
If you would like to complete this order first, please select "Return To Current Order".

The modal has two buttons: 'Return to Order' (green) and 'Continue' (black).

Below the modal, there is an 'Add a Custom Message' section with two lines for text entry. Line 1 has a dropdown menu with '(No Message)' selected. Line 2 is a text input field. A note states: 'Max. 21 characters: numbers, letters and spaces only. This message will be embossed on all Cards in this order. Select a message from our list in Line 1, write your own in Line 2, or use a combination of both.'

At the bottom, there is a 'TERMS AND CONDITIONS' section with a link to 'Read an important notice' regarding Gift Cards purchased between January 1, 2002 and September 21, 2011. It also includes information about 'Fee Free (No Purchase Charge) promotions' and 'American Express Gift Cards and Business Gift Cards' usage.

The footer contains the text: (AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 If user changes shopping product silo at any point in shopping process, user is presented with a warning that the contents of his cart will be lost. User can return to underlying shopping process or checkout process by selecting 'Return to Order', otherwise selecting 'Continue' will empty the cart and take the user to the selected shopping experience.

NOTES

- 1 B2B product-specific learn more page. Upper area of page contains dynamic value prop hero/explanatory text, dynamic testimonials area and video module.
- 2 Video module has face of still from video or placeholder image if video is not produced by site launch. If video available, clicking on still reveals video player and starts video. Player has standard video controls.
- 3 Dedicated sections for Pre-Valued, Custom and Logo Products. Each section contains detailed explanatory product text, as well as benefits and feature/promises lists.
- 4 Each product silo contains CTA button to shop for that product. Clicking on button takes user to shopping experience for respective product silo.

1 B2B Brand Promise Headline
Branding Sub-Promise Lorem Ipsum Sequiat Dolor

2 B2B VALUE PROP (DYNAMIC)

3 Card Title
CARD HERO

Value	Quantity	Fee
Select Value	2	\$XX.XX
\$Value A	2	\$XX.XX
\$Value B	2	\$XX.XX
\$Value C	2	\$XX.XX
\$Value D	2	\$XX.XX

Total \$XX.XX (before shipping)
Any error messages appear here

5 Add to My Cart **6 Checkout**

8 Important Information for Business Gift Cards

- Must provide valid business name and address
- Orders must be less than \$100,000, including purchasing and shipping charges, otherwise please call (800) 316-4420
- After a Card's valid thru date passes, Recipients may obtain a free replacement by calling Customer Service at (877) 297-4438
- We cannot ship to the states of HI or VT, P.O. boxes, APO/FPO addresses or internationally

9 B2B CARD-HERO 1

B2B SEASONAL CARD

B2B CARD-HERO 2

B2B CARD-HERO 3

B2B CARD-HERO 4

B2B CARD-HERO 5

B2B CARD-HERO 6

B2B CARD-HERO 7

[Store Locator](#) [Gift Cheques](#)

TERMS AND CONDITIONS
Read an important notice regarding Gift Cards purchased between January 1, 2002 and September 21, 2011.
Click here for information about addressing complaints regarding our money services business, lists of our money services business licenses and other disclosures.
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American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See American Express Gift Card Cardholder Agreement or American Express Business Gift Card Cardholder Agreement, as applicable.
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(AMERICAN EXPRESS GLOBAL FOOTER)


NOTES

- 1 B2B branded messaging. Tone and design targeted directly to B2B customer pain points and needs/wants.
- 2 Dedicated areas allow for dynamic rotation of value proposition promises as well as seasonal featured products.
- 3 Product Carousel. User can move forward/backward with arrow navigation. All products feature card title and hero image.
- 4 Card Shopping module. For each card, dynamically populates with Card Value dropdown showing all possible pre-loaded values for that card and Quantity entry box.

For each dropdown/quantity combination, fee amount is dynamically displayed, as well as total order value (before shipping).

System also displays available to ship time for that product.
- 5 Selecting 'Add to Cart' places order within cart, and returns slider and quantity values back to default (empty) values.
- 6 Checkout button dynamically appears when cart has contents.
- 7 Cart will toggle open and have visual change of state as user adds items to cart to confirm action.
- 8 Important buying decision information CTA is prominently displayed. User can reveal details by opening twisty.
- 9 List of all available B2B card designs. First card in series is the landing page (generic) card. Then seasonal wildcard(s) always appear directly after first card in series. Clicking on a card design advances carousel to that design. Selected design is highlighted relative to all other cards shown.

2.2 B2B Custom Shopping (Logged In)


MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS
United States (Change Country) LOG OUT

Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance

B2B Custom Brand Promise Headline

Branding Sub-Promise Lorem Ipsum Sequiat Dolor

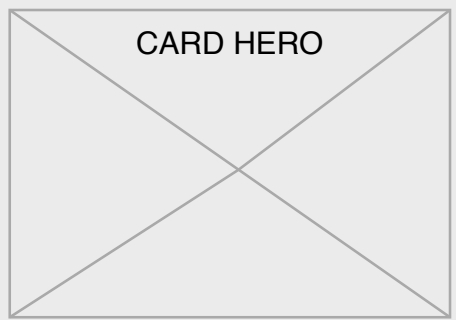
1 B2B VALUE PROP (DYNAMIC)

B2B VALUE PROP (DYNAMIC)

B2B VALUE PROP (DYNAMIC)

B2B VALUE PROP (DYNAMIC)

Custom Card



Value	Quantity	Fee
\$ Enter between \$25-3000	2	\$XX.XX
Total \$XX.XX (before shipping)		
Any error messages appear here		

3 Custom Message:

LINE 1:

LINE 2:

Maximum 21 characters per line: Numbers, letters and spaces only

I understand that the message displayed on the preview image will appear on ALL Cards in this order. Note: color, size and placement of message may appear differently on the actual Card(s).

Available to ship in X to Y days

Add to My Cart Checkout

4 Important information for Business Custom Gift Cards

- Must provide valid business name and address
- Orders must be less than \$100,000, including purchasing and shipping charges, otherwise please call (800) 316-4420
- After a Card's valid thru date passes, Recipients may obtain a free replacement by calling Customer Service at (877) 297-4438
- We cannot ship to the states of HI or VT, P.O. boxes, APO/FPO addresses or internationally
- Custom message will be embossed on all Cards in this order.

[Store Locator](#) [Gift Cheques](#)

TERMS AND CONDITIONS

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American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See [American Express Gift Card Cardholder Agreement](#) or [American Express Business Gift Card Cardholder Agreement](#), as applicable.

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NOTES

- 1 B2B Custom Shopping Page functions similar in layout to B2B Pre-Valued, but contains only the custom card image, with no carousel.
- 2 Custom Card shopping module is similar to B2B Pre-valued cards, except user is allowed to enter a custom dollar amount.
- 3 Dynamic area allows user to add a custom message.
- 4 Important buying decision information CTA is prominently displayed. User can reveal details by opening twisty.

AMERICAN EXPRESS

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

United States (Change Country) LOG OUT

Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance

My Orders Cart 3 00

1 Dynamic B2C Brand Promise Value Prop Hero

2 Dynamic Testimonial Sub-Hero

3 PRE-VALUED CARD HERO

Pre-Valued Card
 Product explanatory description text causing urge to convert to buy. Ullamco laboris nisi ut aliquip ex ea commodo consequat:
Benefit A *Feature Promise X*
Benefit B *Feature Promise Y*
Benefit C *Feature Promise Z*

Shop Now! 4

CUSTOM CARD HERO

Custom Card
 Product explanatory description text causing urge to convert to buy. Ullamco laboris nisi ut aliquip ex ea commodo consequat:
Benefit A *Feature Promise X*
Benefit B *Feature Promise Y*
Benefit C *Feature Promise Z*

Shop Now!

eGIFT CARD HERO

eGift Card
 Product explanatory description text causing urge to convert to buy. Ullamco laboris nisi ut aliquip ex ea commodo consequat:
Benefit A *Feature Promise X*
Benefit B *Feature Promise Y*
Benefit C *Feature Promise Z*

Shop Now!

Get the latest offers Lorem Ipsum!!
 xxx@xxx.com has been subscribed.
 You must subscribe to at least one type of email offer.

Enter your email address

Business offers Personal offers

[Store Locator](#) [Gift Cheques](#)


How do we use this?
 See our [Privacy Policy](#)

TERMS AND CONDITIONS
[Read an important notice](#) lorem ipsum sequiat dolor. Demonstratum delenda est prognosticat.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 B2C product-specific learn more page. Upper area of page contains dynamic value prop hero/explanatory text, dynamic testimonials area and video module.
- 2 Video module has face of still from video or placeholder image if video is not produced by site launch. If video available, clicking on still reveals video player and starts video. Player has standard video controls.
- 3 Dedicated sections for Pre-Valued, Custom and Logo Products. Each section contains detailed explanatory product text, as well as benefits and feature/promises lists.
- 4 Each product silo contains CTA button to shop for that product. Clicking on button takes user to shopping experience for respective product silo.



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Home
Business Gift Cards
Personal Gift Cards
eGift Cards
Check Balance

My Orders

Cart 3

1 B2C Brand Promise Headline

Branding Sub-Promise Lorem Ipsum Sequiat Dolor

2

B2C VALUE PROP (DYNAMIC)

B2C VALUE PROP (DYNAMIC)

B2C VALUE PROP (DYNAMIC)

B2C VALUE PROP (DYNAMIC)

Card Title

CARD HERO

Available to ship in X to Y days

Value	Quantity	Fee
Select Value ▼	2	\$XX.XX
\$Value A je ▼	2	\$XX.XX
\$Value B je ▼	2	\$XX.XX
\$Value C je ▼	2	\$XX.XX
\$Value D		

Total \$XX.XX (before shipping)

Any error messages appear here

Add to My Cart

Checkout

▼ Important information for Personal Gift Cards

3

- After a Card's valid thru date passes, Recipients may obtain a free replacement by calling Customer Service at (877) 297-4438
- We cannot ship to the states of HI or VT, P.O. boxes, APO/FPO addresses or internationally
- Orders must be less than \$100,000, including purchasing and shipping charges, otherwise please call (800) 316-4420
- Orders greater than \$200 are not eligible for USPS shipping

Or cards for all occasions:

B2C CARD HERO 1

B2C SEASONAL CARD

B2C SEASONAL CARD

B2C SEASONAL CARD

B2C CARD HERO 2

B2C CARD HERO 3

B2C CARD HERO 4

B2C CARD HERO 5

B2C CARD HERO 6

B2C CARD HERO 7

B2C CARD HERO 8

B2C CARD HERO 9

B2C CARD HERO 10

B2C CARD HERO 11

B2C CARD HERO 12

[Store Locator](#)
[Gift Cheques](#)

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NOTES

- 1 Consumer Pre-Valued cards acts functionally similar to B2B Pre-Valued shopping experience but contains B2C branded messaging. Tone and design targeted directly to B2C customer pain points and needs/wants.
- 2 Dedicated B2C CTAs and Logo Promises modules. Mixture of dynamic and dedicated static elements. CTA for Custom Card takes user to Custom Card Shopping page. Remaining areas allow for dynamic rotation of value proposition promises as well as seasonal featured products.
- 3 Important buying decision information CTA is prominently displayed. User can reveal details by opening twisty.

3.2 B2C Custom Shopping (Logged In)



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Home
Business Gift Cards
Personal Gift Cards
eGift Cards
Check Balance

My Orders
Cart 3

B2C Custom Brand Promise Headline

Branding Sub-Promise Lorem Ipsum Sequiat Dolor

- 1 B2C VALUE PROP (DYNAMIC)
- 2 B2C VALUE PROP (DYNAMIC)
- 3 B2C VALUE PROP (DYNAMIC)
- 4 B2C VALUE PROP (DYNAMIC)

Custom Card

CARD HERO

Available to ship in X to Y days

Value	Quantity	Fee
\$ <input type="text" value="Enter between 25-3000"/>	<input type="text" value="2"/>	\$XX.XX

Total \$XX.XX (before shipping)
Any error messages appear here

Embossed Recipient's Name:
Max 21 characters for first and last name, 1 character for middle initial. Letters and spaces only.

- 3

Personalized Message: (optional)

FROM

TO

MSG

Add to My Cart
Checkout

Important Information for Personal Custom Gift Cards:

- After a Card's valid thru date passes, Recipients may obtain a free replacement by calling Customer Service at (877) 297-4438
- Orders must be less than \$100,000, including purchasing and shipping charges, otherwise please call (800) 316-4420
- We cannot ship to the states of HI or VT, P.O. boxes, APO/FPO addresses or internationally

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(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 B2C Custom Shopping Page functions similar in layout to B2C Pre-Valued, but contains only the custom card image, with no carousel or 'Show All Cards' link.
- 2 Custom Card shopping module is similar to B2C Pre-valued cards, except user is allowed to enter a custom dollar amount.
- 3 Dynamic area allows user to add recipient's name and a custom message as per existing site. As user types recipient's name, animation of that name appears on card image.

4.0 eGift Shopping (Logged In)

301 Wireframes | AMEX GiftCards 072814



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Home
Business Gift Cards
Personal Gift Cards
eGift Cards
Check Balance

My Orders

Cart 0

eGift Brand Promise Headline

Exclusively for American Express Cardholders Lorem Ipsum Sequiat Dolor

1

eGIFT VALUE PROP (DYNAMIC)

eGIFT VALUE PROP (DYNAMIC)

eGIFT VALUE PROP (DYNAMIC)

eGIFT VALUE PROP (DYNAMIC)

eGift Card

CARD HERO

2

Value	Fee
\$ <input type="text" value="Enter between 25-100"/> .00	\$XX.XX
Total \$XX.XX	
Any error messages appear here	

3 Personalize Your eGift Card: (optional)

From

To

Msg

4 Checkout

How do eGift Cards Work? **5**

- You may only place one order at a time. If you choose to make another order, please note that multiple orders cannot exceed \$250 within a seven day period
- Your recipient will be sent an e-mail within minutes of purchase containing instructions on how to activate the eGift Card
- Funds do not expire. No inactivity fees or other post-purchase fees

- After activation, use the eGift Card for online shopping or phone orders at merchants in the United States that accept American Express® Cards
- Because there is no physical card associated with an eGift Card, it may not be accepted by merchants for in-store purchases
- American Express eGift Cards are not available for purchase to residents of HI or VT.

[Store Locator](#) [Gift Cheques](#)

TERMS AND CONDITIONS

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(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1** eGift Shopping Page functions similar in layout to B2C custom, but with fields specific to eGift experience.
- 2** eGift shopping module is similar to B2C Custom, with eGift specific fields.
- 3** Dynamic area allows user to add sender's name and a custom message.
- 4** Selecting Checkout bypasses the cart and takes the user directly to the checkout experience.
- 5** Constant important information about how eGift cards work is shown immediately below shopping experience.

5.0 Check Balance (Guest)

301 Wireframes | AMEX GiftCards 072814

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United States (Change Country) LOG IN

AMERICAN EXPRESS

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance

FAST CHECKOUT: LOGIN Cart 0

Check Your Balance

To view your available funds and transaction history, please enter the information below.
When entering the Card number, do not put any spaces between numbers.

Card Number

1

Cancel Continue

3-Digit Security Code [Where is my Code?](#)

2

E-Mail Address (optional)

3 Cancel Continue

4 For your protection, we require the 3-digit number printed at the back of your Card that appears after and to the right of your account number on the signature panel.

Any error messages appear here.

(AMERICAN EXPRESS GLOBAL FOOTER)


NOTES

- 1 Initial Check Balance screen follows the functionality of the existing site. User is first presented only with entry field to enter card number. As user clicks in field, underscores appear to indicate how many card numbers fit in the field.

If user clicks 'Cancel' the entry field is blanked out. If user clicks 'Continue' the system validates the card number. If there are any errors, a message is displayed below the action buttons.

If a valid card number is entered then the area immediately below on the grey panel is presented.
- 2 Upon validated card number entry, user is presented with additional entry fields for Security Code and optional email address. Cancel and Continue buttons for the page then move below these additional fields.
- 3 Clicking 'Cancel' Clears the Security Code and email fields. Clicking 'Continue' has system validate entries. If invalid, displays error message. If valid, takes user to 5.1 Transaction History for that card number.
- 4 If user clicks on 'Where is my Code?' a tooltip is presented with additional information. User can close tooltip using X button.

5.1 My Account (Guest)



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG IN

Home
Business Gift Cards
Personal Gift Cards
eGift Cards
Check Balance

FAST CHECKOUT: LOGIN
Cart 0

My Account [Logout](#)

1 Card Number: XXXX-XXXXX-3454X

Status: Active

Available Balance: \$XXXX.XX

Your transactions for the last 30 days appear below. To view additional transactions, please select a different date. Transactions appear in 30-day periods. Please note that your available balance may reflect transactions that are still pending.

View the past 30 days starting from:

3 07/30/14 Go

4

December 2008

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Close

5 Transaction Date	Post Date	Description	Reference Number	Amount
MM/DD/YYYY	MM/DD/YYYY	Lorem Ipsum Max XX Characters	Lorem Ipsum Max XX Char.	\$9,999.99
MM/DD/YYYY	MM/DD/YYYY	Lorem Ipsum Max XX Characters	Lorem Ipsum Max XX Char.	(\$9,999.99)

6 Lorem Ipsum Error Message

7 [Read an important notice](#) regarding Gift Cards purchased between August 22, 2010 and January 30, 2011.
[Read an important notice](#) regarding Gift Cards purchased between January 1, 2002 and September 21, 2011.

[Click here](#) for information about addressing complaints regarding our money services business, lists of our money services business licenses and other disclosures.

Fee Free (No Purchase Charge) promotions related to the American Express® Gift Card are intended for user presented with the offer and is not valid on Gift Card purchases made through partner sites. Purchase must be made via the link provided with Fee Free (No Purchase Charge) offer.

American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See [American Express Gift Card Cardholder Agreement](#) or [American Express Business Gift Card Cardholder Agreement](#) or [Target American Express Gift Card Cardholder Agreement](#) or [Hilton American Express Gift Card Cardholder Agreement](#), as applicable.

American Express does not ship American Express Gift Cards or Business Gift Cards, which are ordered from this web site, to the states of HI and VT.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 Gift Card My Transaction History follows current site experience. Upon successful login, user is presented with information about his gift card, as well as a table showing the last 30 days of card transactions. Information displayed includes Card number (partially anonymized), card status, and available balance.
- 2 Tooltip explaining what a Pending Transaction is.
- 3 Transaction history shows transactions from 30 days ending in date entered in entry field. Field defaults to current date. Clicking on entry field launches standard calendar icon functionality as pop-over. Once date is selected, user clicks 'Go' button and table is updated.
- 4 Standard calendar picking function. Defaults to current date. Earliest available date is 1/1/2008. Clicking on a date populates that date in the entry field and closes the calendar pop-over. User can also close calendar by clicking on Close button.
- 5 Transaction History table. Defaults to showing last 30 days of transactions from current date. Each transaction is a separate row. Table is default sorted by Transaction Date, with most recent transactions first. Table row is banded to increase ease of visibility. Each table column has up/down arrow controls to sort by that column.
- 6 If card has no transactions within 30 days of date selected, error message is displayed.
- 7 Links to standard Gift Card Terms and Conditions.

2 Pending Transactions: A pending transaction is a transaction authorized by us but not yet submitted by the merchant for processing. A Transaction for a purchase in other than U.S. dollars will be shown in U.S. dollars and reflects the converted U.S. dollar amount on the date it is authorized. A Pending Transaction amount may be different from the final transaction amount subtracted from your Available Balance if the conversion rate on the date we authorized the transaction is different than the conversion rate on the day we process the transaction.

United States (Change Country) LOG IN

AMERICAN EXPRESS

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

1 Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance

FAST CHECKOUT LOGIN Cart

T&C Page Title 2

3 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia [deserunt mollit anim id est laborum](#).

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure [dolor](#) in reprehenderit in [voluptate](#) velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia [deserunt mollit anim id est laborum](#).

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure [dolor](#) in reprehenderit in [voluptate](#) velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Deserunt mollit anim id est laborum](#)

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(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 Generic Template to be used for each individual Terms and Conditions page.

Applies to the following pages:


- 8.0a B2C Cardholder Agreement
- 8.0b B2B Cardholder Agreement
- 8.0c Money Services Disclosure
- 8.0d Business Purchaser T&C
- 8.0e Hilton Gift Card T&C
- 8.0f Target Gift Card T&C
- 8.0g Card Act Transition Disclosure

All pages contain global Amex header/footer, and Gift Card iNav. iNav state has all buttons unselected.

- 2 Title of respective disclosure.
- 3 Text from respective disclosure as existing on current site. Combination of flat text and hyperlinks. See copy deck for exact language.

NOTES

- 1 Login gateway to checkout experience. Existing AmEx cardholders provided entry fields for registered username and password.
- 2 Branding messages showing advantages to using logged in process. May be implemented as icons.
- 3 Link to standard americanexpress.com forgotten username/password process
- 4 Selecting 'Cancel' takes user back to shopping page for type of cart contents without cart contents being forgotten.
- 5 'Selecting' Login validates entry fields. If incorrect, provides error message, otherwise logs user in and takes user to 1.4a Shipping Leaf of Checkout process.
- 6 Selecting 'Continue as Guest' takes user to 9.2a Shipping Leaf of Checkout process in non-logged in state.
- 7 If user selects Pay with Points link, popover appears with further explanation.



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

1 Checkout
[Need Help?](#)

1 Shipping

2 Need Help?

3 Card Icon 1

3 B2B or B2C Design Title - \$25
 Quantity: 3

\$Value Total
\$Fee Total

Purchase Charge: \$Value/Card

Order Available to Ship: within X to Y days

4 Choose a Shipping Method:

Standard Shipping (\$4.95) - X to Y days

2nd Day Air (\$15.95) - Z days

Fastest Method (\$Most Expensive) - K Days

Premium Unlimited Shipping - Q Days

5 CTA Icon

Get Unlimited Next-Day Shipping!
 Enroll in Premium Shipping
[Learn More](#)

6 Shipping Address Use My Addresses

OR IF LOGGED IN

Shipping Address [Edit](#)

Tim Murphy
550 Madison Avenue

American Express Shipping Policy

- We cannot ship to the states of HI or VT, P.O. boxes, APO/FPO addresses or internationally
- All packages over \$5,000 require a signature upon receipt
- Orders greater than \$200 are not eligible for USPS shipping

Address A on file Line 1
 Address B on file Line 1
 Address C 25+ char truncate...

8 [Back to Cart](#) **9** [Continue](#)

2 Payment

3 Verify

Card Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX

Shipping: 0.00

Order Total: \$XXXX.XX

Enter Promotion Code [Apply](#) Promo Error Msg


>discounted

10 [TERMS AND CONDITIONS](#)
Lorem Ipsum sequiat dolor imperium rex.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1** Checkout process occurs on a single, dynamic page that steps user through the checkout process. At any step in the process user is allowed to go back to previous steps. Page accordions open/close to appropriate process step.
- 2** Selecting Help launches pop-over with CTAs to Amex Help/Support
- 3** Individual cart item. Shows mini-hero, Card Title, Card Value, Quantity, Purchase Charge/Card, Available to Ship time, and sub-order Total. If user selects 2 or more unique card designs/values/quantities, each unique item appears in a separate line.
- 4** User is dynamically presented with all available shipping methods listed (including Premium Unlimited Shipping if available and logged in) in ascending price order in radio buttons.
- 5** CTA to sign up for Unlimited Next Day Shipping Plan appears if user is logged in.
- 6** Shipping Address fields appear below the last cart item. User enters ZIP code and system dynamically resolves to city and state. User Entry errors are presented in red. If logged in, Name + Address Line 1 on file is presented as default and user can edit. User is also allowed to select an address from My Addresses dropdown. Dropdown shows 10 FIFO Address Line 1's of payment addresses on file. Addresses >25 characters are truncated. New entered addresses are autosaved.
- 7** State dropdown does not include HI or VT as an option.
- 8** Selecting 'Back to Cart' launches popover saying that personal data may be lost if abandoning checkout and, if accepted, takes user back to Home Page with cart toggled open.
- 9** Selecting 'Continue' validates field values and, if correct, closes the Shipping accordion leaf and advances user to the Payment accordion leaf
- 10** User can enter promo codes at any point in checkout process. Selecting 'Apply' applies code, recalculates total and changes visual state to indicate discount applied. Invalid code displays error message.
- 11** Order totals displayed at all times. As user selects shipping method, order value is dynamically recalculated.




MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Checkout

Need Help?

1 Shipping



Custom Message-Business - \$376
Quantity: 3


Custom Message: [Edit](#) **1**
Lorem Ipsum Line 1
Lorem Ipsum Line 2

\$Value Total
\$Fee Total

Purchase Charge: \$Value/Card

Order Available to Ship: within 5 business days (M-F)
Choose a Shipping Method:

- Standard Shipping (\$4.95) - X to Y days
- 2nd Day Air (\$15.95) - Z days
- Fastest Method (\$Most Expensive) - K days
- Premium Unlimited Shipping - Q days



Get Unlimited Next-Day Shipping!
Enroll in Premium Shipping
[Learn More](#)

Shipping Address Use My Addresses

Any required Error message appears here Lorem Ipsum

Shipping Address [Edit](#)

OR IF
LOGGED
IN

Tim Murphy
550 Madison Avenue

American Express Shipping Policy **2**

- We cannot ship to the states of HI or VT, P.O. boxes, APO/FPO addresses or internationally
- Custom Message cards and all packages over \$5,000 require a signature upon receipt

2 Payment

3 Verify

Enter Promotion Code: [Apply](#) Promo Error Msg

Card Value Subtotal: XXXX.XX
 Purchase Charges: XXXX.XX
 Shipping: XX.XX
Order Total: \$XXXX.XX

TERMS AND CONDITIONS
[Lorem Ipsum](#) sequiat dolor imperium rex.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1** Shipping leaf for B2B Custom Cards follows B2B Pre-Valued process, with the addition of fields showing the Custom Message. User is allowed to edit the message by selecting 'Edit', upon which the message changes to entry fields.
- 2** Shipping policy changes to reflect B2B Custom Cards requirements.

[MY ACCOUNT](#)
[CARDS](#)
[TRAVEL](#)
[REWARDS](#)
[BUSINESS](#)

United States (Change Country)
LOG OUT

Checkout

[Need Help?](#)

1 Shipping

Custom Message-Personal - \$376

Quantity: 3

Embossed Name: Tim Murphy

Custom Message: [Edit](#)

From: Lorem Ipsum Line 1

To: Lorem Ipsum Line 2

Message: Lorem Ipsum Line 3

Purchase Charge: \$Value/Card

\$Sub-Total

\$Fee Total

Order Available to Ship: within 5 business days (M-F)

Choose a Shipping Method:

- Standard Shipping (\$4.95) - X to Y days
- 2nd Day Air (\$15.95) - Z days
- Fastest Method (\$Most Expensive) - K days
- Premium Unlimited Shipping - Q days

Get Unlimited Next-Day Shipping!

Enroll in Premium Shipping

[Learn More](#)

Shipping Address [Use My Addresses](#)

Any required Error message appears here Lorem Ipsum

OR IF
LOGGED
IN

Shipping Address [Edit](#)

Tim Murphy
550 Madison Avenue

American Express Shipping Policy 2

- We cannot ship to the states of HI or VT, P.O. boxes, APO/FPO addresses or internationally
- Custom Message cards and all packages over \$5,000 require a signature upon receipt

[Back to Cart](#)

Continue

2 Payment

3 Verify

Enter Promo Code: [Apply](#) Promo Error Msg

Card Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX

Shipping: XX.XX

Order Total: \$XXXX.XX


TERMS AND CONDITIONS

[Lorem Ipsum](#) sequiat dolor imperium rex.

(AMERICAN EXPRESS GLOBAL FOOTER)


NOTES

- 1 Shipping leaf for B2C Custom Cards follows B2C Pre-Valued process, with the addition of fields showing the Custom Message. User is allowed to edit the message by selecting 'Edit', upon which the message text changes to entry fields with current message pre-filled.
- 2 Shipping policy changes to reflect B2C Custom Cards requirements.

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESSUnited States (Change Country) LOG OUT

Checkout [Need Help?](#)

1 Recipient



eGift - \$85

Custom Message:
From: *Lorem Ipsum*
To: *Lorem Ipsum*
Message: *Lorem Ipsum*
350 characters max
Lorem Ipsum Sequiat diolor est

\$Sub-Total
Purchase Charge: **\$Fee Total**

2 Recipient's Info:

?

Any error messages appear here

[3 Back to eGift Shopping](#)

2 Payment

3 Verify

Enter Promo Code: [Apply](#) Promo Error Msg

Card Value Subtotal: XXXX.XX
Purchase Charges: XXXX.XX 4
Order Total: \$XXXX.XX

TERMS AND CONDITIONS
[Lorem Ipsum](#) sequiat dolor imperium rex.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 Recipient leaf for eGift card follows B2C Pre-Valued Shipping structure, with the Recipient's information replacing the shipping information. User is allowed to edit the custom message by selecting 'Edit', upon which the message text changes to entry fields with current message pre-filled.
- 2 Recipient info name carried forward and pre-filled from shopping page. Remaining fields based on fields from existing site.
- 3 Selecting 'Back to eGift' takes user back to 4.0 eGift shopping page where user can edit value of card.
- 4 eGift checkout contains no Shipping Charges line.

1 Premium Shipping Plan for American Express Cardholders

Unlimited Shipping Icon

Benefits of the Plan

- UNLIMITED NEXT-DAY SHIPPING on any gift card order on americanexpress.com/gift for one year
- NO LIMIT to how often you use it per year
- NO MINIMUM PURCHASE so you get free next-day shipping on every order, big or small

How It Works

- Log in to your American Express online account before checkout
- Choose "Premium Shipping (Next Day) \$99/year" as your shipping method on your order
- Enjoy unlimited next-day shipping for one year

2 You are about to leave checkout

You may lose any unsaved payment and shipping information if you continue. Unsaved information can be re-entered the next time you proceed through checkout.

If you would like to complete this order first, please select "Return To Current Order".

Return to Order **Continue**

3 Help

If you have any questions about American Express Gift Cards, lorem ipsum dolor sequiat est.

Contact Us 8am to Midnight, Eastern Time, 7 days a week at:

877-297-4438

For Business Orders over \$75,000 please call 800-316-4420.

Or view our [Frequently Asked Questions](#)

NOTES

- 1 Clicking the CTA for the Unlimited Next Day Shipping Plan launches popover with more details about plan. User can close window by clicking 'X'.
- 2 If user selects 'Back to Cart' from Checkout process, user is presented with a warning that personal information may be lost. User can return to checkout process by selecting 'Return to Order', otherwise selecting 'Continue' will take the user to the shopping experience page based on the contents of his cart, with his cart toggled to an open position.
- 3 Selecting Help launches pop-over with CTAs to Amex Support Phone Numbers and standard AMEX FAQs page anchored to the Gift Cards section. User can close window by clicking 'X'.

[MY ACCOUNT](#)
[CARDS](#)
[TRAVEL](#)
[REWARDS](#)
[BUSINESS](#)

United States (Change Country)
Log out

Checkout

1 Shipping

Card
Icon 1

B2B Design Title or Custom Card - \$25

Quantity: 3

Custom Message:
Lorem Ipsum Line 1
Lorem Ipsum Line 2

\$Value Total

\$Fee Total

Purchase Charge: \$Value/Card

Ship To

Tim Murphy
550 Madison Avenue
29th Floor
New York, NY 10001
212-555-4653

Available to Ship: within 24 hours
Delivers: 2nd Day Air

[Need Help?](#)

2 Edit

2 Payment

Payment Method List of Available Cards/Types

Debit/Credit Card Number Security Code

Expires Month Year

4 Billing Information 5 Use Shipping Address

First Name Last Name

Company Name (optional)

Street Address

Apt., Suite, Bldg. (optional)

City State ZIP Code

Area Code Primary Phone Ext. (opt.)

Email Address

Birth Date (mm/dd/yyyy)

Any required Error message appears here Lorem Ipsum

MR LOGO

Use Membership Rewards Points (Optional)

Sorry, this card is not eligible to Pay with Points

Available Points: **25,271**

Points Needed for this Order: **6,190**

Pay entire order with Points and we'll waive the purchase charges!

Points to Use: Minimum 1000 Apply Order Credit: (\$Credit)

Error message appears here Lorem Ipsum

9 Company Info 10 Use Billing Address 10 Use Shipping Address

Company Name

Address of Record

Apt., Suite, Bldg. (optional) Tax ID

City State ZIP Code

Area Code Primary Phone Ext. (opt.)

Any required Error message appears here Lorem Ipsum

OR IF LOGGED IN

9 Company Info

Arcade Inc.
550 Madison Avenue

11 Back to Cart

12 Continue

3 Verify

Enter Promotion Code: Apply Promo Error Msg

Card Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX

Shipping: XX.XX

13 Membership Rewards Points Credit: (XXXX.XX)

Order Total: \$XXXX.XX


Total Cost After Credit: \$XXXX.XX

TERMS AND CONDITIONS

[Lorem Ipsum](#) sequiat dolor imperium rex.

NOTES

- 1 As user advances to Payment accordion leaf, Shipping accordion leaf contracts to show shipping choices selected. Displays mini-hero Card Name, Card Value, Quantity, Available to Ship time, Delivery method and estimated date and sub-total. If a Custom Card order, selected Custom Message text will also display.
- 2 Selecting Edit closes payment leaf, and takes user back to Shipping leaf, which reverts to 9.2a state and allows user to edit Shipping values that are pre-filled with their selections.
- 3 If logged in, dropdown dynamically populates with all available payment methods, displays default card for this User ID as first choice and pre-fills fields. If not logged in, dropdown does not display and typing in card # auto detects payment type and displays in dropdown area.
- 4 If logged in and using card on file, Payment leaf Billing Information and Company Info fields are presented with info associated with username and card on file.
- 5 If logged in and using card payment on file, Billing Information is presented with Address Line 1 attached to card and cannot be edited. If using card payment not on file, user can select checkbox to use same address as shipping address. See functional specifications for complete business rules about field(s) display.
- 6 When user's cursor is in the email field, dynamic text displays regarding account updates and includes link to Privacy Statement.
- 7 Tooltips are provided for unusual values. Error messages are displayed in field in red.
- 8 If logged in pay with points module displays. Displays user's total available points and points need to pay entire order. User can then select apply to use chosen number of points to create a credit against his order. Selecting 'Apply' causes system to calculate credit value display in sub-totals column and update Order totals. When user clicks in points entry field, modal popover with statement credit terms and other key information appear, which user can then dismiss. If card is not eligible to use points, then only module title and error message display.
- 9 If logged in, Company info is presented with info on file and cannot be edited. If not logged in or no address is on file, checkboxes allowing users to use Billing of Shipping Addresses appear.
- 10 Tooltips appear for further explanation of Company Address of Record and Tax ID. Tax ID capture field appears only if order is >\$10K or \$1000 or greater card is in cart.
- 11 Selecting 'Back to Cart' launches popover saying that personal data may be lost if abandoning checkout and, if accepted, takes user out of Checkout back to Shopping experience page for that cart content, cart toggled open.
- 12 Selecting 'Continue' validates entered Payment data, closes Payment leaf and advances user to Confirmation leaf.
- 13 If user pays entire order with points, purchase charges are eliminated. If paying with any amount of points, a credit sub-total line and total cost after credit line are dynamically inserted in the Order Total areas.



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Checkout

[Need Help?](#)

1 Shipping

Edit

Card Icon 1
B2C Design Title or Custom Card - \$25

Quantity: 3

Embossed Name:
Tim Murphy

Custom Message:
From: Lorem Ipsum Line 1
To: Lorem Ipsum Line 2
Message: Lorem Ipsum Line 3

Ship To

Tim Murphy
550 Madison Avenue
29th Floor
New York, NY 10001
212-555-4653

Purchase Charge: \$Value/Card

\$Value Total

\$Fee Total

Available to Ship: within 24 hours

Delivers: 2nd Day Air

2 Payment

1 Payment Method

Expires

Billing Information Use Shipping Address

Any required Error message appears here Lorem Ipsum

Additional Information

Lorem ipsum account updates. [Privacy Statement](#)

Use Membership Points (Optional)

Sorry, this card is not eligible to Pay with Points

Available Points: **25,271**

Points Needed for this Order: **6,190**

Pay entire order with Points and we'll waive the purchase charges!

Points to Use: **Order Credit: (\$Credit)**

Error message appears here Lorem Ipsum

A statement credit will be applied to your Card Account within 48 hours. If the credit is processed after your Card Account's statement closing date, it will appear in your next monthly billing statement. In any case, you are responsible for paying the amount due on your Card Account by the due date.

3 OR IF LOGGED IN

Billing Information

Tim Murphy
550 Madison Avenue

3 Verify

Enter Promotion Code Promo Error Msg

Card Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX

Shipping: XX.XX

Membership Rewards Points Credit: (XXXX.XX)


Order Total: \$XXXX.XX

Total Cost After Credit: \$XXXX.XX

TERMS AND CONDITIONS
Lorem ipsum sequiat dolor imperium rex.

NOTES

- 1 B2C Payment leaf follows B2B payment leaf, except Company Name field is optional and Company Info fields are not displayed. Field for Social Security number displayed if \$1000 card or greater is in cart.
- 2 DOB and SSN do not display for logged in customers
- 3 If logged in and using credit card on file, for Billing Information, Name and Address Line 1 is presented only and cannot be edited.




MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Checkout

[Need Help?](#)

1 Recipient



eGift - \$85
Custom Message:
From: Lorem Ipsum
To: Lorem Ipsum
Message: Lorem Ipsum
350 char max.

Purchase Charge: \$Value/Card

Recipient
Tim Murphy
murphy@arcade.com

\$SubTotal

\$Fee Total

Edit

2 Payment

1 Payment Method 2

American Express ?

Debit/Credit Card Number Security Code

Expires Month Year

Billing Information

First Name M.I. (opt) Last Name

Street Address

Company Name, Apt., Suite (optional)

City State ZIP Code

Area Code Primary Phone Ext. (opt.)

Any required Error message appears here Lorem Ipsum

Additional Information

Email Address

Birth Date (mm/dd/yyyy) ?

Use Membership Points (Optional)

Sorry, this card is not eligible to Pay with Points

Available Points: **25,271**

Points Needed for this Order: **6,190**

Pay entire order with Points and we'll waive the purchase charges!

Points to Use: Minimum 1000 Apply Order Credit: **(\$Credit)**

Error message appears here Lorem Ipsum

A statement credit will be applied to your Card Account within 48 hours. If the credit is processed after your Card Account's statement closing date, it will appear in your next monthly billing statement. In any case, you are responsible for paying the amount due on your Card Account by the due date.

3

OR IF
LOGGED
IN

Billing Information
Tim Murphy
550 Madison Avenue

[Back to eGift Shopping](#)
Continue

3 Verify

Enter Promotion Code Apply Promo Error Msg

Card Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX


Membership Rewards Points Credit: (XXXX.XX)

Order Total: \$XXXX.XX

Total Cost After Credit: \$XXXX.XX

NOTES

- 1 eGift Payment leaf follows B2C Payment leaf, with input fields taken from current website experience.
- 2 American Express is the only valid payment method.
- 3 If logged in and using credit card on file, for Billing Information, Name and Address Line 1 is presented only and cannot be edited.



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Checkout

[Need Help?](#)

1 Shipping

Edit

<div style="border: 1px solid #ccc; padding: 5px; text-align: center;">Card Icon 1</div>	<p>B2B/B2C Design Title or B2B/B2C Custom Card - \$26</p> <p>Quantity: 3</p> <p>Embossed Name: Tim Murphy</p>	<p>Custom Message: From: Lorem Ipsum Line 1 To: Lorem Ipsum Line 2 Message: Lorem Ipsum Line 3</p>	<p>Purchase Charge: \$Value/Card</p>
			<p>\$Value Total</p> <p>\$Fee Total</p>

Ship To
Tim Murphy
550 Madison Avenue
29th Floor
New York, NY 10001
212-555-4653

Available to Ship: within 24 hours
Delivers: 2nd Day Air

2 Payment

Edit

Billing Information
Tim Murphy
550 Madison Avenue
29th Floor
New York, NY 10001
212-555-4653
murphy@arcade.com

Payment Method
American Express card ending in 3009

OR
IF
B2C

Billing Information
Tim Murphy
550 Madison Avenue
29th Floor
New York, NY 10001
212-555-4653
murphy@arcade.com

Payment Method
American Express card ending in 3009

3 Verify

Please verify we have your information correctly. You can edit anything incorrect by using the edit buttons, otherwise select 'Place Order'. Once orders are submitted they cannot be changed.

A receipt will be displayed immediately after you place your order.

[Continue Shopping](#)

Place Order

Enter Promotion Code

Apply
Promo Error Msg

Card Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX

Shipping: 0.00

Order Total: \$XXXX.XX

2 >discounted


TERMS AND CONDITIONS
[Lorem Ipsum](#) sequiat dolor imperium rex.

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 Verification leaf provides prompt to confirm information before placing order. Users can edit previous leaves with Edit button. User can also select 'Place Order' to process order and continue to Receipt.
- 2 If user enters valid promotion code, subtotal line for applied discount indicates 'discounted' and there is a change of visual state to the price to indicate the new promo price.

9.2c eGift Verify



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT

Checkout

[Need Help?](#)

eGift
Icon

eGift - \$85
Custom Message:
 From: Lorem Ipsum
 To: Lorem Ipsum
 Message: Lorem Ipsum
 350 char max.

Purchase Charge: \$Value/Card

\$SubTotal

\$Fee Total

Recipient
 Tim Murphy
 murphy@arcade.com

2

Payment

<p>Billing Information Tim Murphy 550 Madison Avenue 29th Floor New York, NY 10001 212-555-4653 murphy@arcade.com</p>	<p>Payment Method American Express card ending in 3009</p>
--	--

3

Verify

Please verify we have your information correctly. You can edit anything incorrect by using the edit buttons, otherwise select 'Place Order'. Once orders are submitted they cannot be changed.

A receipt will be displayed immediately after you place your order.

[Continue Shopping](#)

Place Order

Enter Promotion Code [Apply](#) Promo Error Msg


Card Value Subtotal: XXXX.XX
 Purchase Charges: XXXX.XX
Order Total: \$XXXX.XX

TERMS AND CONDITIONS
[Lorem Ipsum](#) sequiat dolor imperium rex.

(AMERICAN EXPRESS GLOBAL FOOTER)


NOTES

- 1 eGift Verification leaf follows physical card experience and provides prompt to confirm information before placing order. Users can edit previous leaves with Edit button. User can also select 'Place Order' to process order and continue to Receipt.



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT



Receipt/Thank You



[Need Help?](#)

Thank you for ordering the American Express Gift Card.
Your Order Reference Number is 11076299.
Your Order Submission Date is June 25, 2014
You will receive an status email within 2 business days and your My Orders area will be updated within 24 hours.

Charges for your request will be billed to the payment method on file when the product is shipped.

Special Offer
CTA

Order Information

		\$Value Total	\$Fee Total
 Card Icon 1	B2B Design Title - \$25 Quantity: 3	Purchase Charge: \$Value/Card	
OR IF CUSTOM			
 Card Icon 2	B2B Custom Message - \$376 Quantity: 3 Custom Message: Lorem Ipsum Line 1 Lorem Ipsum Line 2	Purchase Charge: \$Value/Card	

Ship To Tim Murphy 550 Madison Avenue 29th Floor New York, NY 10001 212-555-4653	Available to Ship: within 24 hours Delivers: 2nd Day Air
--	---

Billing Information Tim Murphy 550 Madison Avenue 29th Floor New York, NY 10001 212-555-4653 murphy@arcade.com	Payment Method American Express card ending in 3009 Membership Rewards Points used: 6142
---	---

	Card Value Subtotal: XXXX.XX Purchase Charges: XXXX.XX Shipping: 0.00 Membership Rewards Points Credit: (XXXX.XX)
	Order Total: \$XXXX.XX Total Cost After Credit: \$XXXX.XX

4 Print Record
5 My Orders


Banner Ad CTA

6 Begin New Order

(AMERICAN EXPRESS GLOBAL FOOTER)


NOTES

- 1 Dynamic message provides order reference number and information on when user will receive status emails.
- 2 Opportunity to push Special Offer for repeat purchasers via CTA area.
- 3 Summary of Order information from previous leaves.
- 4 Selecting 'Print Record' button launches popover with printer-friendly layout of order receipt page. User can then print this screen to their printer connection.
- 5 If logged in, 'My Orders' button appears here, which when selected takes user to Order Management pages.
- 6 Selecting 'Begin New Order' takes user back to the Gift Cards Home page 1.0 with their cart emptied out. Users then can continue shopping.
- 7 Opportunity to place dynamic CTA advertisement for Gift Card products or other American Express Cross-Sell.



[MY ACCOUNT](#)
[CARDS](#)
[TRAVEL](#)
[REWARDS](#)
[BUSINESS](#)

United States (Change Country)
[LOG OUT](#)



Receipt/Thank You



[Need Help?](#)

Thank you for ordering the American Express Gift Card.
Your Order Reference Number is 11076299.
Your Order Submission Date is June 25, 2014
You will receive an status email within 2 business days and your My Orders area will be updated within 24 hours.

Charges for your request will be billed to the payment method on file when the product is shipped.

Special Offer
CTA

Order Information

	<p>B2C Design Title - \$25 Quantity: 3</p>		<p>Purchase Charge: \$Value/Card</p>	<p>\$Value Total \$Fee Total</p>
OR IF CUSTOM				
	<p>B2C Custom Message - \$376 Quantity: 3</p> <p>Embossed Name: Tim Murphy</p>	<p>Personalized Message: From: Lorem Ipsum Line 1 To: Lorem Ipsum Line 2 Message: Lorem Ipsum Line 3</p>	<p>Purchase Charge: \$Value/Card</p>	<p>\$Value Total \$Fee Total</p>

Billing Information
Tim Murphy
550 Madison Avenue
29th Floor
New York, NY 10001
212-555-4653
murphy@arcade.com

Payment Method
American Express card ending in 3009
Membership Rewards Points used: 6142

Card Value Subtotal: XXXX.XX
 Purchase Charges: 0.00
Membership Rewards Points Credit: (XXXX.XX)
Order Total: \$XXXX.XX
Total Cost After Credit: \$XXXX.XX

Print Record

My Orders


Begin New Order

Banner-Ad CTA

(AMERICAN EXPRESS GLOBAL FOOTER)


NOTES

- 1 B2C Receipt follows B2B structure, but replaces recipient and billing Information with appropriate titles and values. Dynamic message provides order reference number and information on when user will receive status emails.
- 2 Opportunity to push Special Offer for repeat purchasers via CTA area.
- 3 Summary of Order information from previous leaves.
- 4 Selecting 'Print Record' button launches popover with printer-friendly layout of order receipt page. User can then print this screen to their printer connection.
- 5 If logged in, 'My Orders' button appears here, which when selected takes user to Order Management pages.
- 6 Selecting 'Begin New Order' takes user back to the Gift Cards Home page 1.0 with their cart emptied out. Users then can continue shopping.
- 7 Opportunity to place dynamic CTA advertisement for Gift Card products or other American Express Cross-Sell.



MY ACCOUNT
CARDS
TRAVEL
REWARDS
BUSINESS

United States (Change Country)
LOG OUT



Receipt/Thank You


[Need Help?](#)

Thank you for ordering the American Express Gift Card.
 Your Order Reference Number is 11076299.
 Your Order Submission Date is June 25, 2014
 You will receive an status email within 2 business days and
 your My Orders area will be updated within 24 hours.

Charges for your request will be billed to the payment
 method on file when the product is shipped.

Special Offer
CTA

Order Information

	<p>eGift - \$85 Custom Message: From: Lorem Ipsum To: Lorem Ipsum Message: Lorem Ipsum 350 char max.</p>	<p>\$SubTotal</p> <p>\$Fee Total</p>
<p>Recipient Tim Murphy murphy@arcade.com</p>		<p>Purchase Charge: \$Value/Card</p>

<p>Billing Information Tim Murphy Arcade, Inc. 550 Madison Avenue 29th Floor New York, NY 10001 212-555-4653 murphy@arcade.com</p>	<p>Payment Method American Express card ending in 3009 Membership Rewards Points used: 6142</p>
--	--

Card Value Subtotal:	XXXX.XX
Purchase Charges:	XXXX.XX
Shipping:	0.00
Membership Rewards Points Credit:	(XXXX.XX)
Order Total:	\$XXXX.XX
Total Cost After Credit:	\$XXXX.XX

4 Print Record

5 My Orders

6 Begin New Order

Banner Ad CTA

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 eGift Receipt follows B2C structure, but replaces Billing Information with appropriate titles and values. Dynamic message provides order reference number and information on when user will receive status emails.
- 2 Opportunity to push Special Offer for repeat purchasers via CTA area.
- 3 Summary of Order information from previous leaves.
- 4 Selecting 'Print Record' button launches popover with printer-friendly layout of order receipt page. User can then print this screen to their printer connection.
- 5 If logged in, 'My Orders' button appears here, which when selected takes user to Order Management pages.
- 6 Selecting 'Begin New Order' takes user back to the Gift Cards Home page 1.0 with their cart emptied out. Users then can continue shopping.
- 7 Opportunity to place dynamic CTA advertisement for Gift Card products or other American Express Cross-Sell.

10.0 Activate eGift Card (Guest)

301 Wireframes | AMEX GiftCards 072814

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AMERICAN EXPRESS

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

United States (Change Country) LOG IN


Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance

FAST CHECKOUT: LOGIN Cart

Activate Your American Express eGift Card

You're almost ready to start shopping with your American Express eGift Card!

Type the characters that appear below:

1 

Please do not include spaces

2 **Activate**

Any error messages appear here.

Need Help? Contact a Customer Service Representative at **1-866-608-3754**

3 [Terms and Conditions](#)

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

- 1 eGift Card activation follows existing site experience. From welcome email, eGift Card recipient is provided link, which when clicked takes user to this screen. INav is displayed in completely unselected state.

User is presented with a CAPTCHA random generated code. User must type code into entry field.
- 2 Clicking 'Activate' validates code. If valid takes user to 10.1 Confirmation page. Otherwise, provides error.
- 3 Terms and Conditions link takes user to 8.0a B2C Cardholder Agreement.

10.1 eGift Activation Confirm (Guest)

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AMERICAN EXPRESS


MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

United States (Change Country) LOG IN

Home Business Gift Cards Personal Gift Cards eGift Cards Check Balance

FAST CHECKOUT: LOGIN Cart

 Your eGift Card is activated and ready to download



eGIFT
CARD HERO

You're ready to start shopping with your American Express eGift Card!

- [Download and Save Your Card](#)
- Lorem Ipsum download instructions may require software sequiat dolor constratum. [Get Adobe Reader](#)

[Optional Sender Message 350 characters]

- Lorem ipsum sequiat dolor!!!

consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

Love,
Dolor

Need Help? Contact a Customer Service Representative at 1-866-608-3754

- [Terms and Conditions](#)

(AMERICAN EXPRESS GLOBAL FOOTER)

NOTES

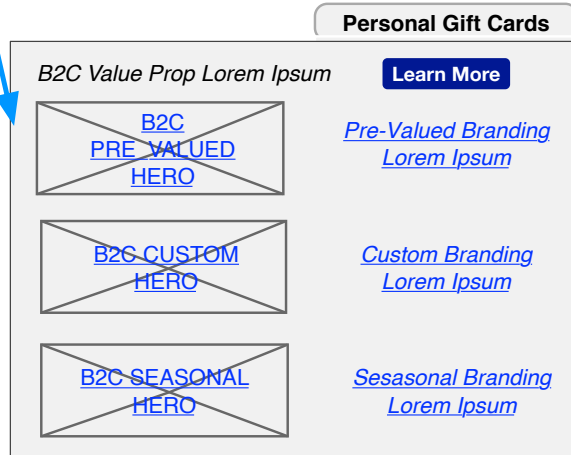
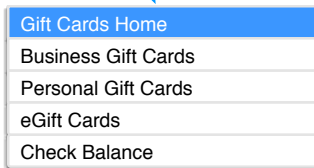
- eGift activation confirmation follows existing site experience. User is presented with eGift Card Hero, and CTA to download card image as pdf. Clicking 'download' saves pdf of screen to user's default downloads location.

INav is displayed in completely unselected state.
- CTA language alerting user that they will need Adobe Reader to view download file and provides link to Adobe's Get Reader page.
- If Sender created optional message text as part purchase order, then this text is displayed here.
- Terms and Conditions link takes user to 8.0a B2C Cardholder Agreement.

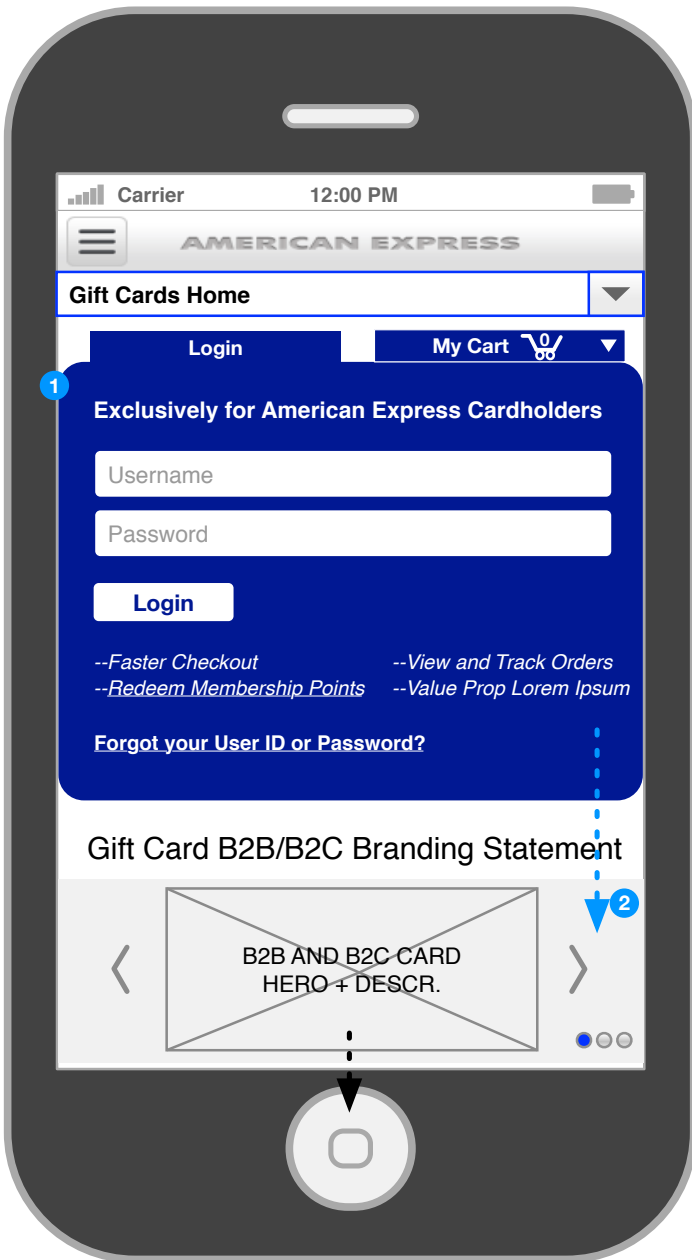


NOTES

- 1 Standard American Express mobile header and footer. Header scrolls up and away as user scrolls upwards.
- 2 Standard mobile persistent iNav dropdown. Remains throughout shopping experience but does not appear during checkout. 2nd level nav title takes user to first item in desktop 3rd level nav list.
- 3 Persistent Nav buttons for Login and Cart (toggle) remain throughout shopping experience but do not appear during checkout.
- 4 Dedicated B2B and B2C Card heroes, branding promises and value props. Dynamically cycles through card images. For each card image, contains short branding description and CTA to shop for that card. Clicking on link or image takes user to shopping experience for that card.
- 5 Secondary Marketing CTA messaging
- 6 Email capture CTA. User enters email address and taps subscribe. Confirmation or error message appears below.
- 7 Global persistent Footer Terms & Conditions links.



1.0.1 Login Module (Phone)



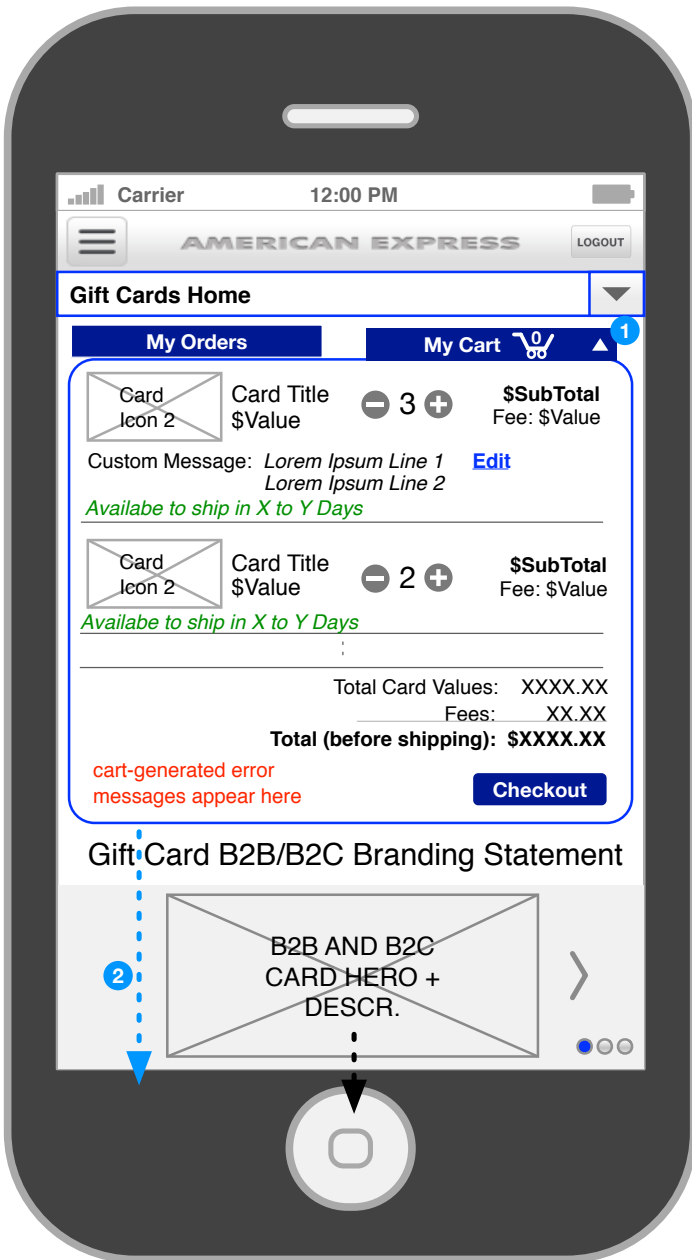
NOTES

- 1 Tapping Login button reveals Login module as in desktop version.
- 2 Remainder of page is pushed downwards.



NOTES

- 1 Upon login, Login button is replaced by My Orders button.
- 2 Upon login, standard American Express mobile logout button appears



NOTES

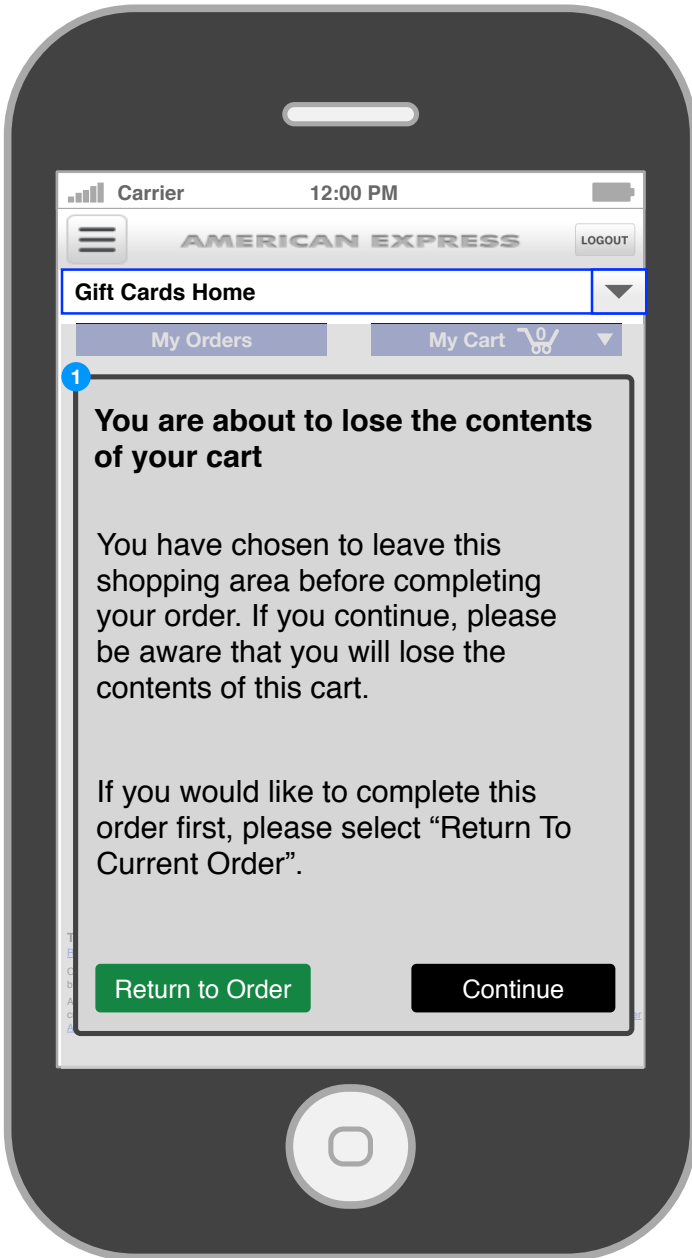
- 1 Tapping My Cart button reveals cart module as in desktop version.
- 2 Remainder of page is pushed downwards.

1.0.1 Dump Cart Warning (Phone)

301 Wireframes | AMEX GiftCards 072814

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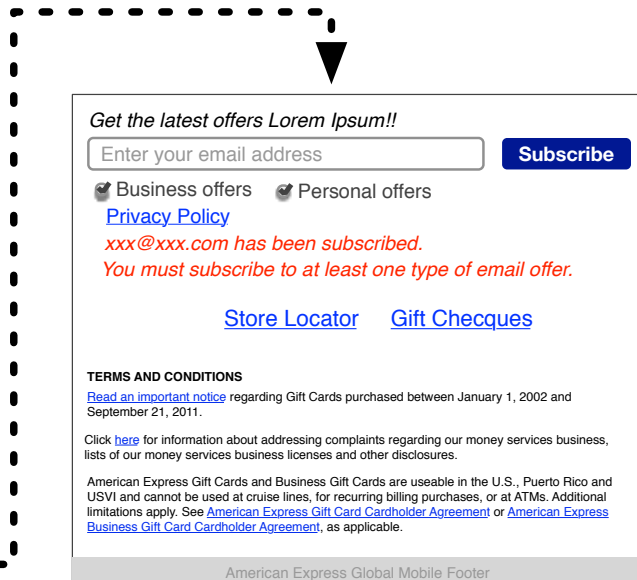
NOTES

- 1 Dump cart warning implemented similarly as in desktop version

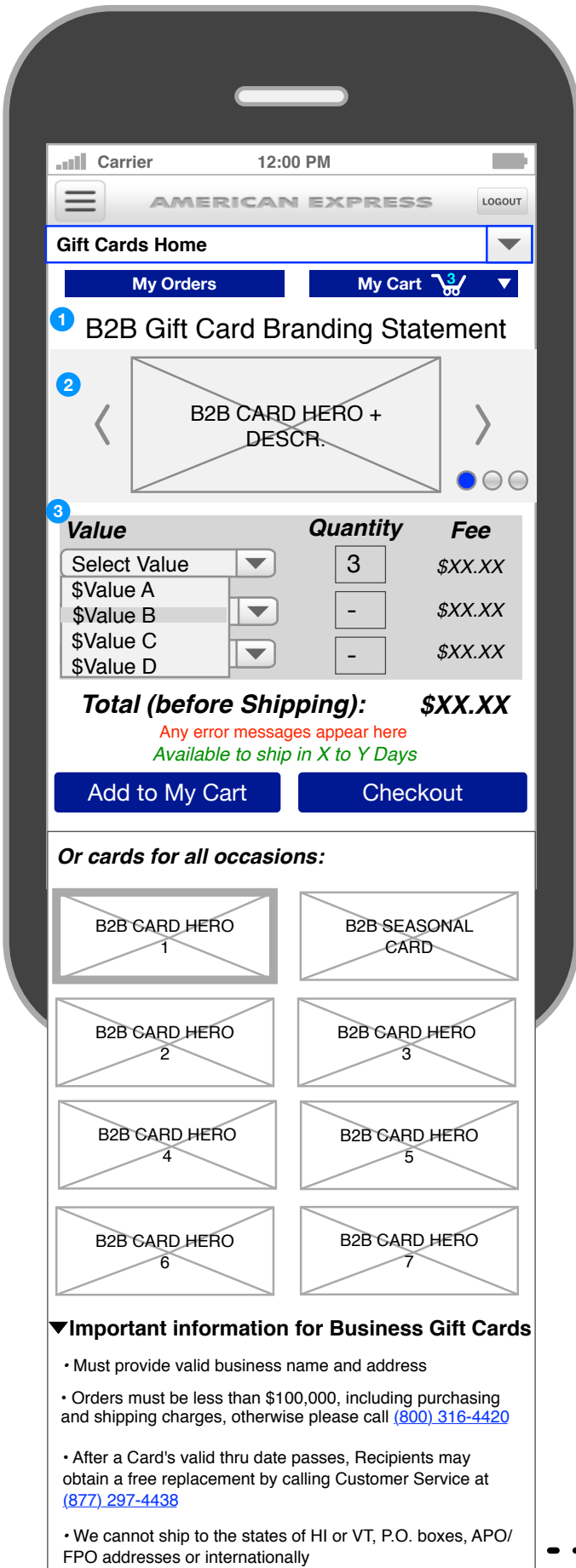


NOTES

- 1 B2B Learn More experience mirrors the desktop experience.
- 2 When video content is available, tapping on still image launches video in default phone video player program.
- 3 For each B2B product silo, user can choose tab to access content.
- 4 For each product silo, CTA button takes user to respective shopping experience.

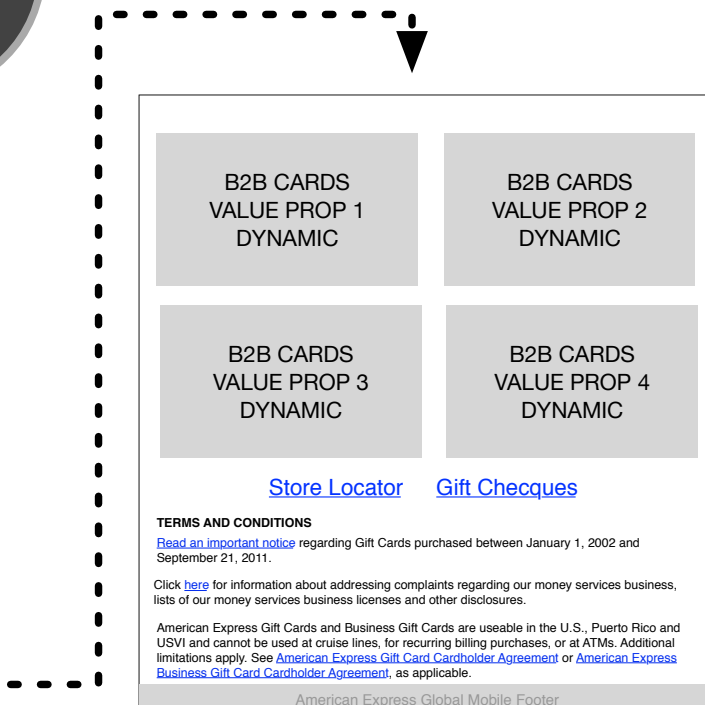


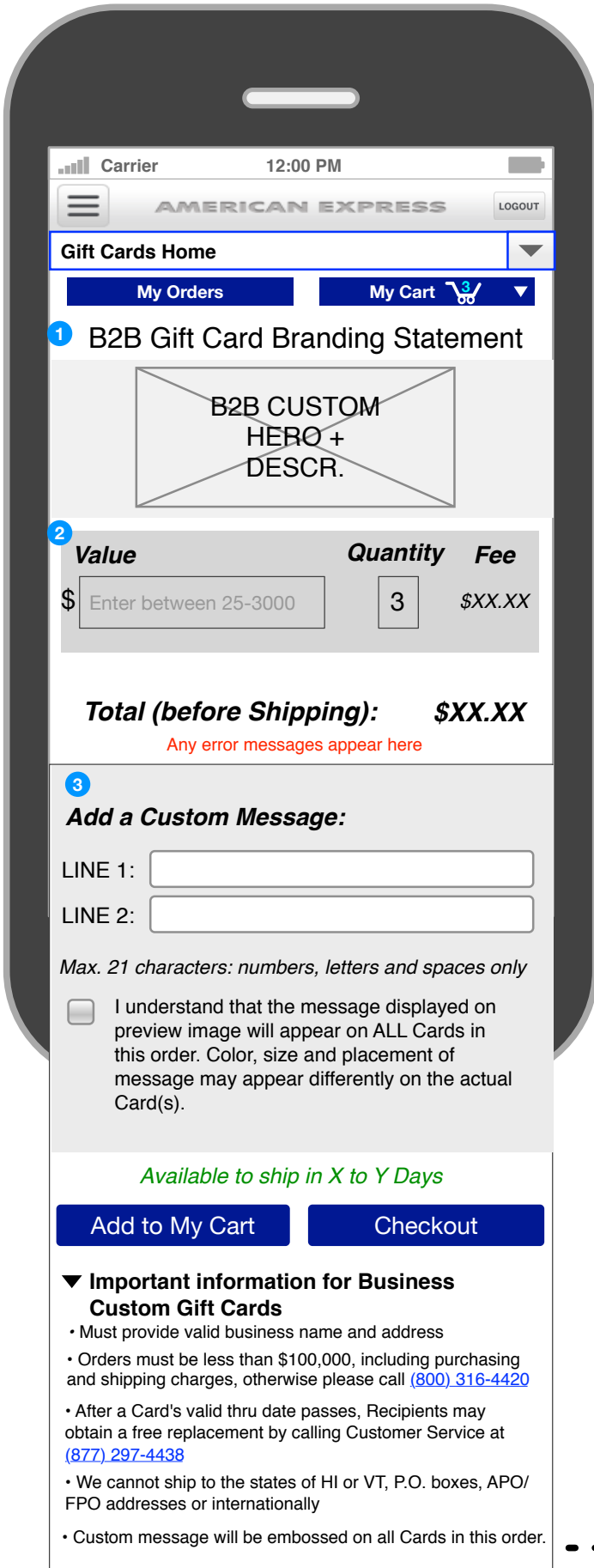
2.1 B2B Pre-Valued Shopping (Phone)



NOTES

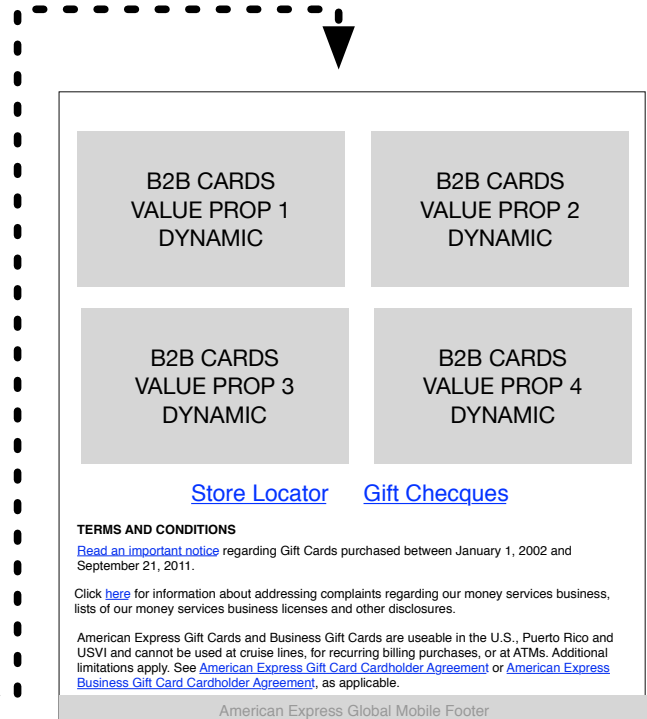
- 1** B2B Pre-Valued shopping experience mirrors the desktop experience.
- 2** For each B2B card hero/description, user can swipe left/right to next/preceding card.
- 3** Shopping pick values mirrors desktop experience.





NOTES

- 1 B2B Custom shopping experience mirrors the desktop experience.
- 2 Shopping pick values mirrors desktop experience.
- 3 Custom message functionality mirrors the desktop experience.





NOTES

- 1 B2B Learn More experience mirrors the desktop experience.
- 2 When video content is available, tapping on still image launches video in default phone video player program.
- 3 For each B2B product silo, user can choose tab to access content.
- 4 For each product silo, CTA button takes user to respective shopping experience.

Get the latest offers Lorem Ipsum!!

Enter your email address

Subscribe

Business offers Personal offers

[Privacy Policy](#)

xxx@xxx.com has been subscribed.

You must subscribe to at least one type of email offer.

[Store Locator](#)

[Gift Cheques](#)

TERMS AND CONDITIONS

[Read an important notice](#) regarding Gift Cards purchased between January 1, 2002 and September 21, 2011.

Click [here](#) for information about addressing complaints regarding our money services business, lists of our money services business licenses and other disclosures.

American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See [American Express Gift Card Cardholder Agreement](#) or [American Express Business Gift Card Cardholder Agreement](#), as applicable.



NOTES

- 1 B2C Pre-Valued shopping experience mirrors the desktop experience.
- 2 For each B2C card hero/description, user can swipe left/right to next/preceding card, or select Show All to get to complete list.
- 3 Shopping pick values mirrors desktop experience.

▼

▼ Important information for Personal Gift Cards

- After a Card's valid thru date passes, Recipients may obtain a free replacement by calling Customer Service at [\(877\) 297-4438](tel:8772974438)
- We cannot ship to the states of HI or VT, P.O. boxes, APO/ FPO addresses or internationally
- Orders must be less than \$100,000, including purchasing and shipping charges, otherwise please call [\(800\) 316-4420](tel:8003164420)
- Orders greater than \$200 are not eligible for USPS shipping

B2C CARDS
VALUE PROP 1
DYNAMIC

B2C CARDS
VALUE PROP 2
DYNAMIC

B2C CARDS
VALUE PROP 3
DYNAMIC

B2C CARDS
VALUE PROP 4
DYNAMIC

[Store Locator](#) [Gift Checques](#)

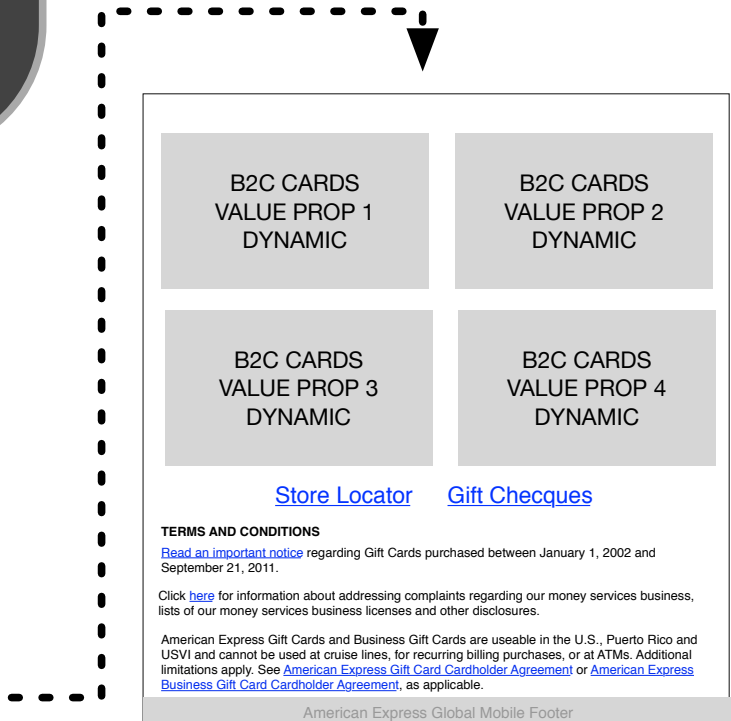
TERMS AND CONDITIONS
[Read an important notice](#) regarding Gift Cards purchased between January 1, 2002 and September 21, 2011.
 Click [here](#) for information about addressing complaints regarding our money services business, lists of our money services business licenses and other disclosures.
 American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See [American Express Gift Card Cardholder Agreement](#) or [American Express Business Gift Card Cardholder Agreement](#), as applicable.

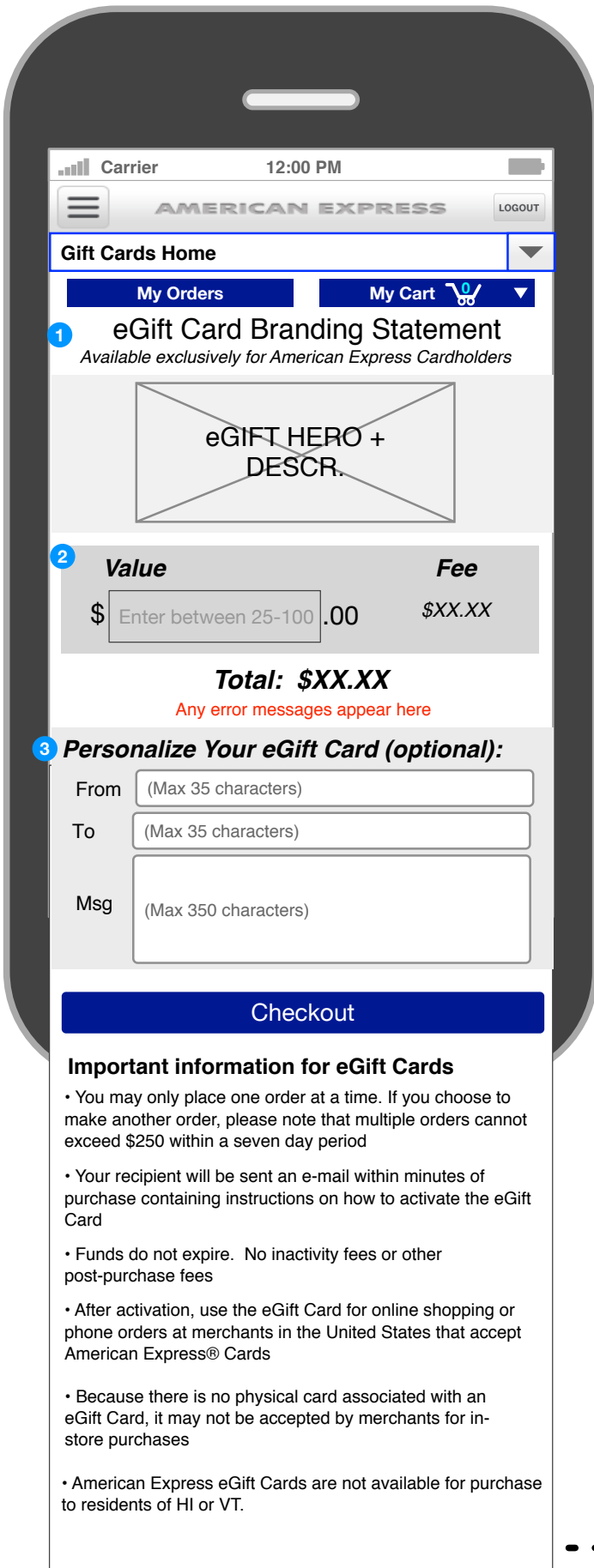
American Express Global Mobile Footer



NOTES

- 1 B2C Custom shopping experience mirrors the desktop experience.
- 2 Shopping pick values mirrors desktop experience.
- 3 Custom message functionality mirrors the desktop experience.



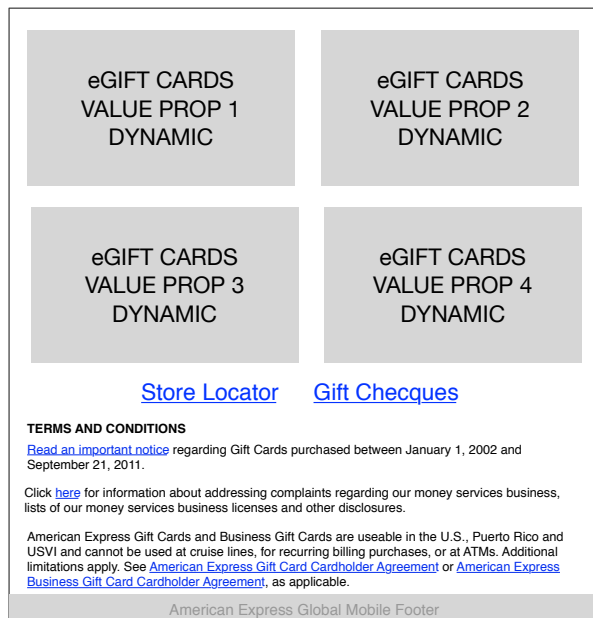


NOTES

- 1 eGift shopping experience mirrors the desktop experience.
- 2 Shopping pick values mirrors desktop experience.
- 3 Recipient and custom message functionality mirrors the desktop experience.

Important information for eGift Cards

- You may only place one order at a time. If you choose to make another order, please note that multiple orders cannot exceed \$250 within a seven day period
- Your recipient will be sent an e-mail within minutes of purchase containing instructions on how to activate the eGift Card
- Funds do not expire. No inactivity fees or other post-purchase fees
- After activation, use the eGift Card for online shopping or phone orders at merchants in the United States that accept American Express® Cards
- Because there is no physical card associated with an eGift Card, it may not be accepted by merchants for in-store purchases
- American Express eGift Cards are not available for purchase to residents of HI or VT.



[Store Locator](#) [Gift Checques](#)

TERMS AND CONDITIONS

[Read an important notice](#) regarding Gift Cards purchased between January 1, 2002 and September 21, 2011.

Click [here](#) for information about addressing complaints regarding our money services business, lists of our money services business licenses and other disclosures.

American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See [American Express Gift Card Cardholder Agreement](#) or [American Express Business Gift Card Cardholder Agreement](#), as applicable.

5.0 Check Balance (Guest) (Phone)

301 Wireframes | AMEX GiftCards 072814

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Carrier 12:00 PM

AMERICAN EXPRESS

Gift Cards Home

Login My Cart

1 Check Your Balance

To view your available funds and transaction history, please enter the information below. When entering the Card number, do not put any spaces between numbers.

Card Number

Cancel Continue

3-Digit Security Code [Where is my Code?](#)

E-Mail Address (optional)

Cancel Continue

Any error messages appear here.

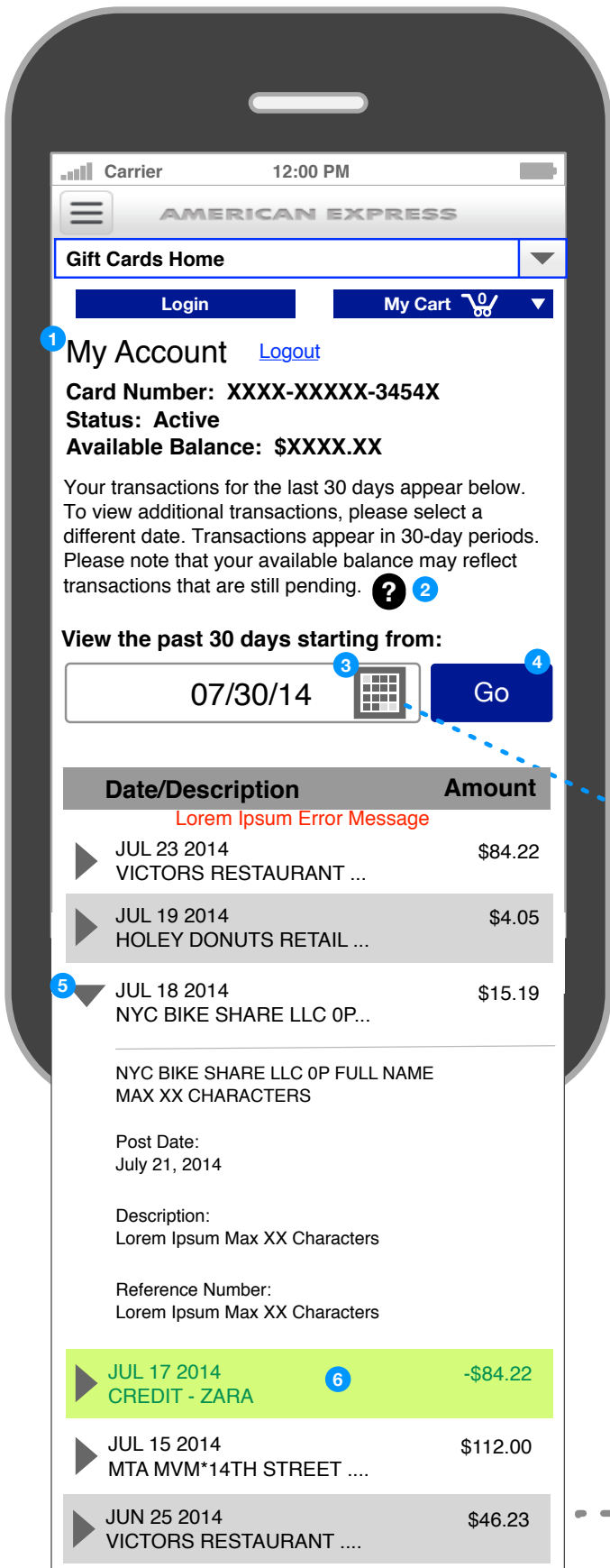
American Express Global Mobile Footer

NOTES

- 1 Check balance mirrors the desktop experience.
- 2 'Where's My Code' tooltip appears as overlay.

2

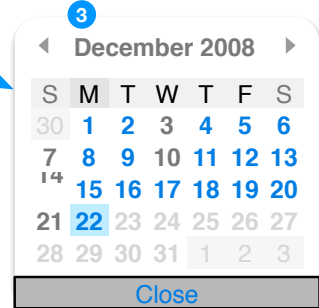
For your protection, we require the 3-digit number printed at the back of your Card that appears after and to the right of your account number on the signature panel.



NOTES

- 1 My Transactions history follows desktop experience.
- 2 Tooltip follows standard mobile experience.
- 3 Tapping anywhere in date field launches calendar picker as overlay. Tapping on date in calendar overlay populates date in entry field and closes overlay. User can also close overlay using 'Close' button.
- 4 Tapping 'Go' generates table data.
- 5 Individual transaction data is the same as in desktop experience, however, each entry is first presented in condensed form inside a blind. Table columns are not sortable. If user taps transaction entry, row expands to show detailed transaction information, mirroring information available in the desktop experience.
- 6 Different visual treatment indicates credit amounts.

2 Pending Transactions: A pending transaction is a transaction authorized by us but not yet submitted by the merchant for processing. A Transaction for a purchase in other than U.S. dollars will be shown in U.S. dollars and reflects the converted U.S. dollar amount on the date it is authorized. A Pending Transaction amount may be different from the final transaction amount subtracted from your Available Balance if the conversion rate on the date we authorized the transaction is different than the conversion rate on the day we process the transaction.



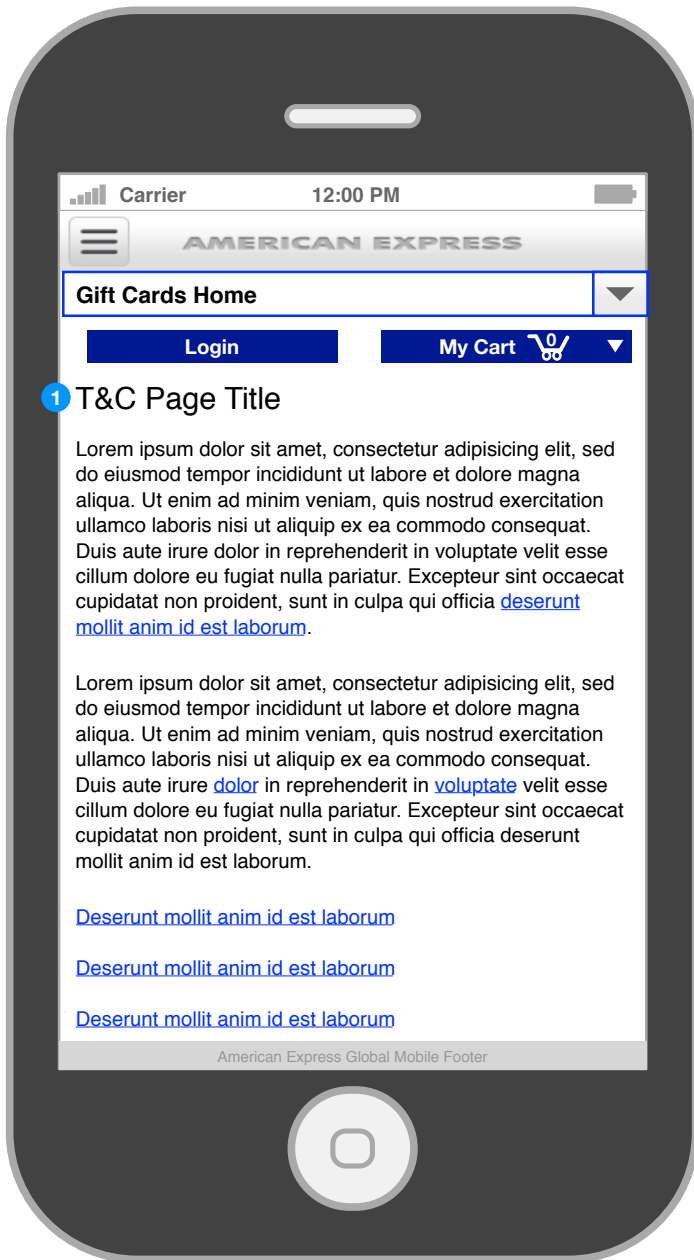
[Read an important notice](#) regarding Gift Cards purchased between August 22, 2010 and January 30, 2011.
[Read an important notice](#) regarding Gift Cards purchased between January 1, 2002 and September 21, 2011.

[Click here](#) for information about addressing complaints regarding our money services business, lists of our money services business licenses and other disclosures.

Fee Free (No Purchase Charge) promotions related to the American Express® Gift Card are intended for user presented with the offer and is not valid on Gift Card purchases made through partner sites. Purchase must be made via the link provided with Fee Free (No Purchase Charge) offer.

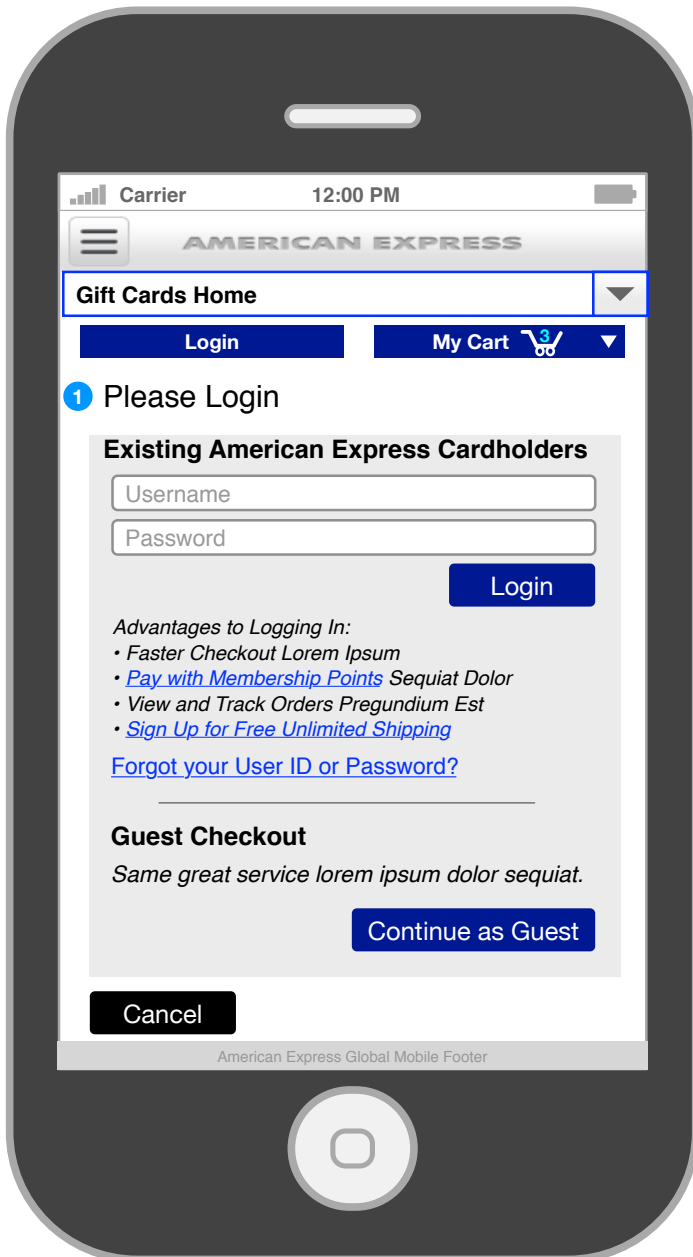
American Express Gift Cards and Business Gift Cards are useable in the U.S., Puerto Rico and USVI and cannot be used at cruise lines, for recurring billing purchases, or at ATMs. Additional limitations apply. See [American Express Gift Card Cardholder Agreement](#) or [American Express Business Gift Card Cardholder Agreement](#) or [Target American Express Gift Card Cardholder Agreement](#) or [Hilton American Express Gift Card Cardholder Agreement](#), as applicable.

American Express does not ship American Express Gift Cards or Business Gift Cards, which are ordered from this web site, to the states of HI and VT.



NOTES

- 1 T&C template mirrors the desktop experience.



NOTES

- 1 Login gateway mirrors the desktop experience.
- 2 Tapping on the Pay with Membership Points link causes popover to appear with more information about program.

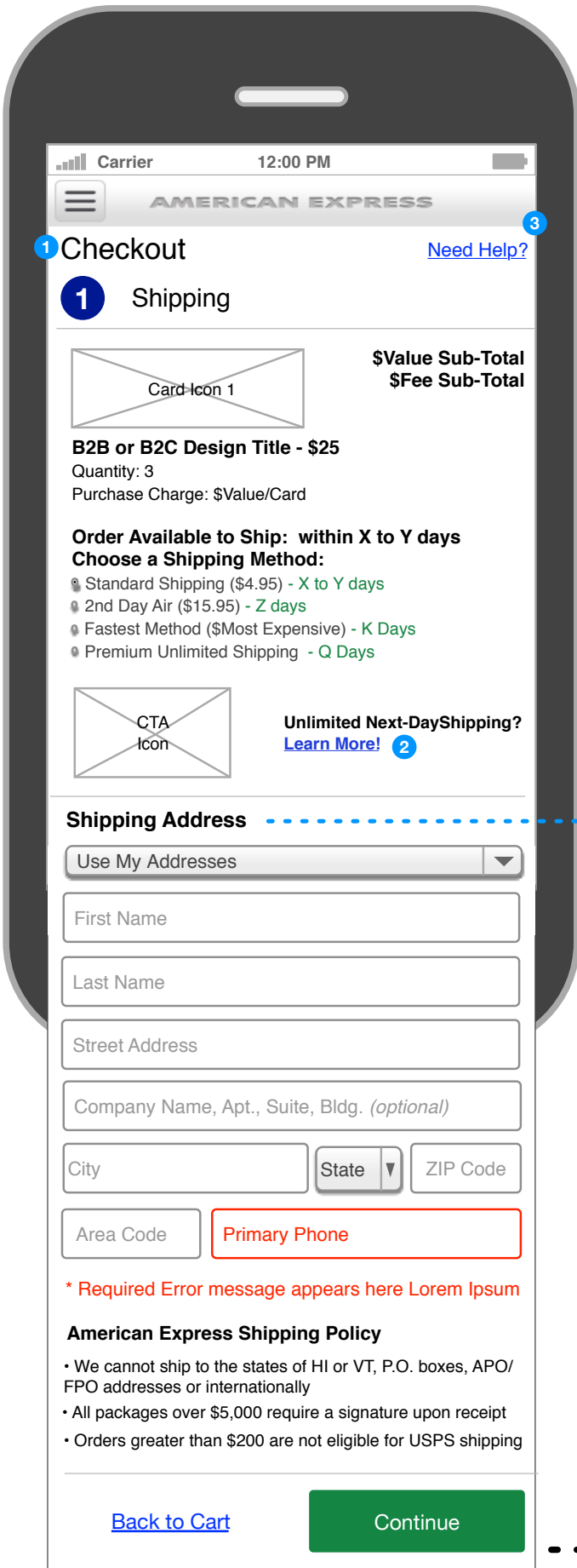
2

Use Membership Rewards Points for all or part of your American Express Gift Card purchase

1. Place the Gift Card you want to buy in your Cart.
2. Login with your Card Account. You will see your points balance and the points needed for your purchase.
3. Select a card enrolled in the Membership Rewards Program and choose to Use Some or All points. Minimum 1,000 point required.

[Read the FAQs](#)

X



NOTES

- 1 Checkout experience mirrors the desktop experience.
- 2 Tapping on Unlimited Shipping link causes popover to appear with more information about program.
- 3 Tapping on Need Help causes popover to appear with CTA to call center.
- 4 Constant Promo Entry and Sub-Total/Totals Area. Attached to bottom of phone screen. As users scroll up or down this area remains in constant position, until user reaches end of page, at which point Terms and Conditions appears after it upon scroll.

Alternate display if logged in

Shipping Address [Edit](#)
 Tim Murphy
 550 Madison Avenue

2 Payment

3 Verify

Enter Promotion Code [Apply](#)

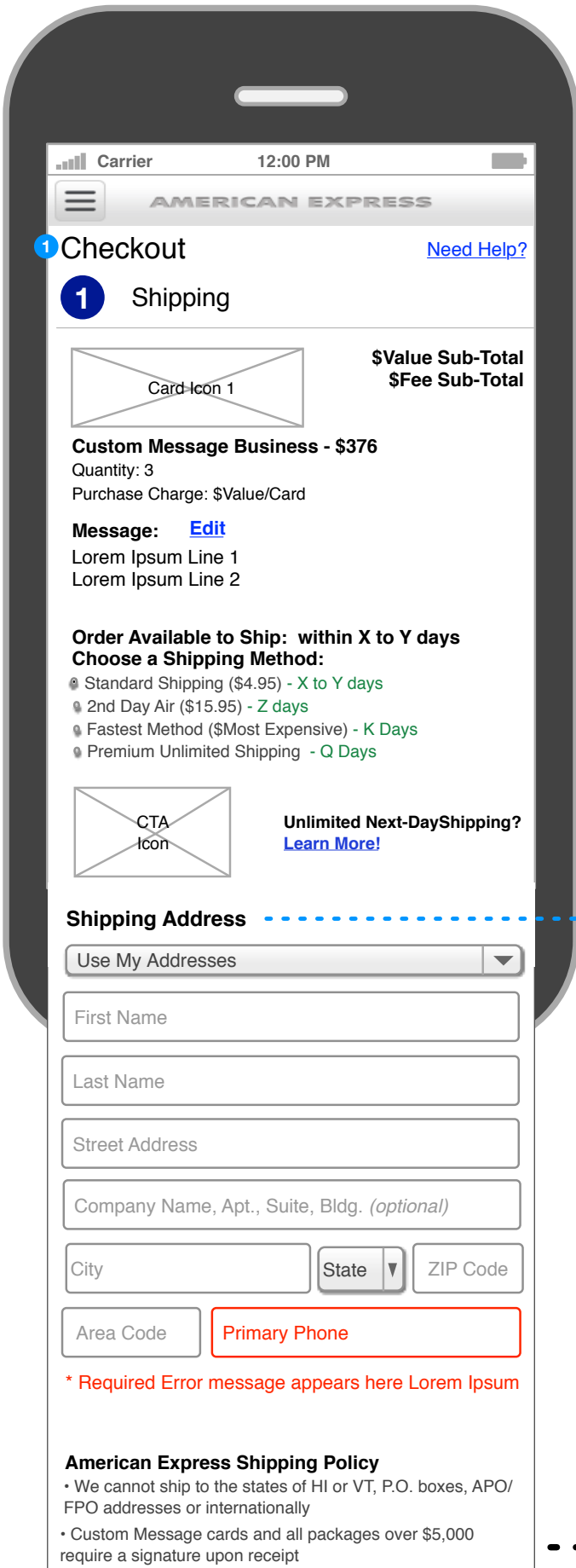
Promo Error Messaging

	Cart Value Subtotal: XXXX.XX
	Purchase Charges: XXXX.XX
>discounted	Shipping: 0.00
	Order Total: \$XXXX.XX

TERMS AND CONDITIONS
[Lorem Ipsum](#) sequiat dolor imperium rex.

American Express Global Mobile Footer

9.2a B2B Custom Checkout: Shipping (Phone)



NOTES

- 1 Checkout experience mirrors the desktop experience.

Alternate display if logged in

Shipping Address [Edit](#)

Tim Murphy
550 Madison Avenue

[Back to Cart](#)

Continue

2 Payment

3 Confirmation

Enter Promotion Code [Apply](#)

Promo Error Messaging

Cart Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX

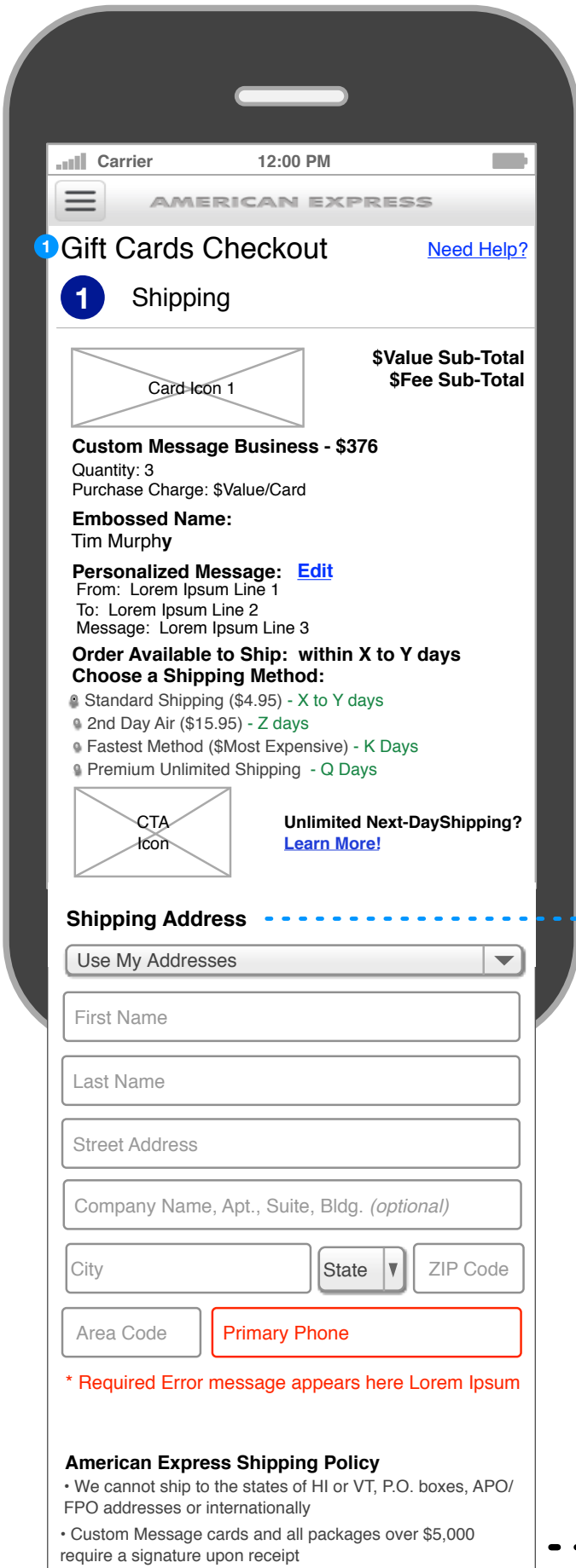
Shipping: XX.XX

Order Total: \$XXXX.XX

TERMS AND CONDITIONS
[Lorem Ipsum](#) sequiat dolor imperium rex.

NOTES

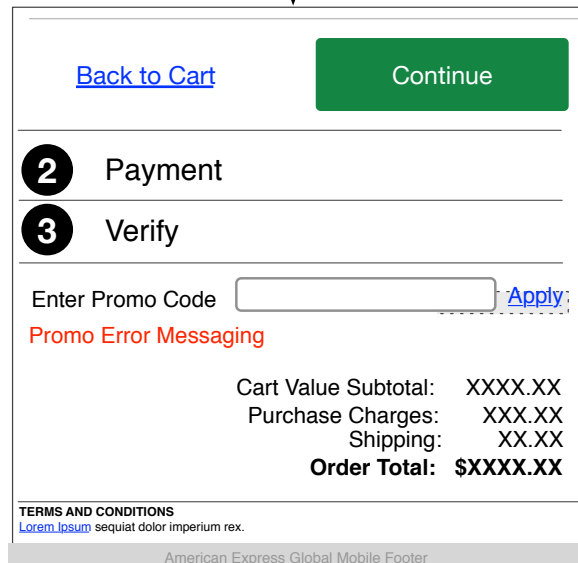
- 1 Checkout experience mirrors the desktop experience.



Alternate display if logged in

Shipping Address [Edit](#)

Tim Murphy
550 Madison Avenue



9.2a eGift Checkout: Recipient (Phone)

301 Wireframes | AMEX GiftCards 072814

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51

The wireframe shows a mobile app interface for the eGift checkout process. At the top, the status bar shows 'Carrier' and '12:00 PM'. Below is the 'AMERICAN EXPRESS' header with a menu icon. The main content is titled 'Checkout' with a 'Need Help?' link. A progress indicator shows '1 Recipient' as the current step. The recipient information section includes a placeholder for an 'eGift Icon', a table for '\$Value Sub-Total' and '\$Fee Sub-Total', and a 'Custom Message' field with 'From: Lorem Ipsum' and 'To: Lorem Ipsum'. Below this is the 'Recipient's Info' section with input fields for 'Pre-filled First Name', 'Pre-filled Last Name', 'Email', and 'Confirm Email'. A red error message 'Any error messages appear here' is shown below the email fields. At the bottom of this section are links for 'Back to eGift Shopping' and a green 'Continue' button. The next steps in the process are '2 Payment' and '3 Verify'. The 'Verify' section includes a 'Promo Error Messaging' area with a 'Enter Promo Code' field and an 'Apply' button. A summary table shows 'Card Value Subtotal: XXXX.XX', 'Purchase Charges: XXX.XX', and 'Order Total: \$XXXX.XX'. At the very bottom, there is a 'TERMS AND CONDITIONS' link and the text 'Lorem Ipsum sequiat dolor imperium rex.' and the footer 'American Express Global Mobile Footer'.

Carrier 12:00 PM

AMERICAN EXPRESS

1 Checkout [Need Help?](#)

1 Recipient

eGift Icon	\$Value Sub-Total
	\$Fee Sub-Total

eGift - \$85

Custom Message:
From: Lorem Ipsum
To: Lorem Ipsum
Message: Lorem Ipsum
350 characters max
sequiat dolor escuturm est

Recipient's Info:

Pre-filled First Name Pre-filled Last Name

Email ?

Confirm Email

Any error messages appear here

[Back to eGift Shopping](#) [Continue](#)

2 Payment

3 Verify

Enter Promo Code [Apply](#)

Promo Error Messaging

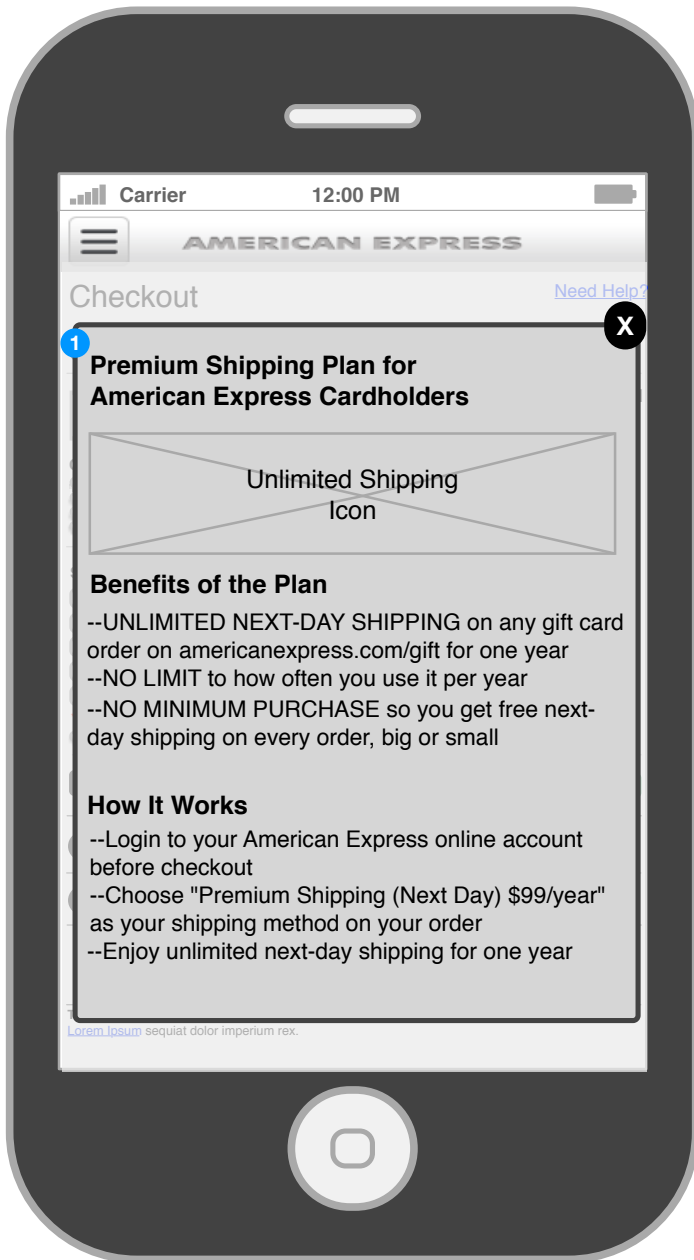
Card Value Subtotal:	XXXX.XX
Purchase Charges:	XXX.XX
Order Total:	\$XXXX.XX

[TERMS AND CONDITIONS](#)
Lorem Ipsum sequiat dolor imperium rex.

American Express Global Mobile Footer

NOTES

- 1 Checkout experience mirrors the desktop experience.



NOTES

- 1 Popover experiences mirrors the desktop experience.

(Other Popovers)

You are about to leave checkout

You may lose any unsaved payment and shipping information if you continue. Unsaved information can be re-entered the next time you proceed through checkout.

If you would like to complete this order first, please select "Return To Current Order".

[Return to Order](#)

[Continue](#)

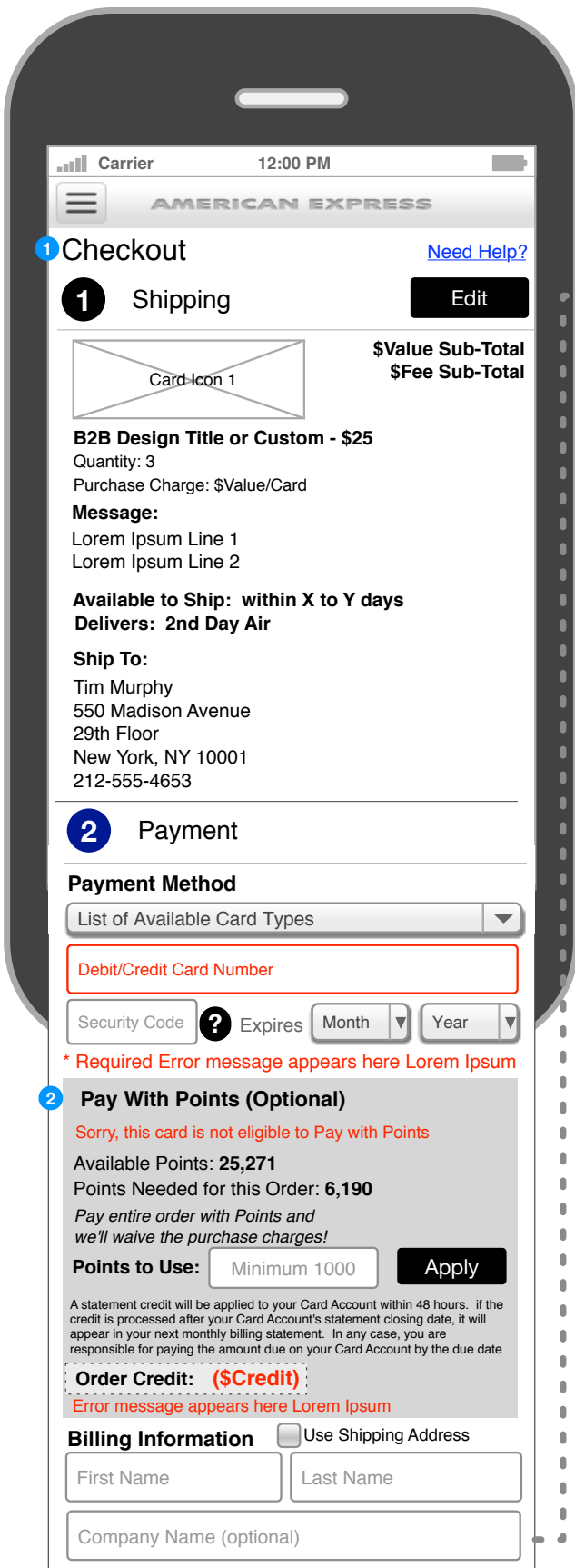
Help

If you have any questions about American Express Gift Cards, Contact Us 8am to Midnight, Eastern Time, 7 days a week at:

[877-297-4438](tel:877-297-4438)

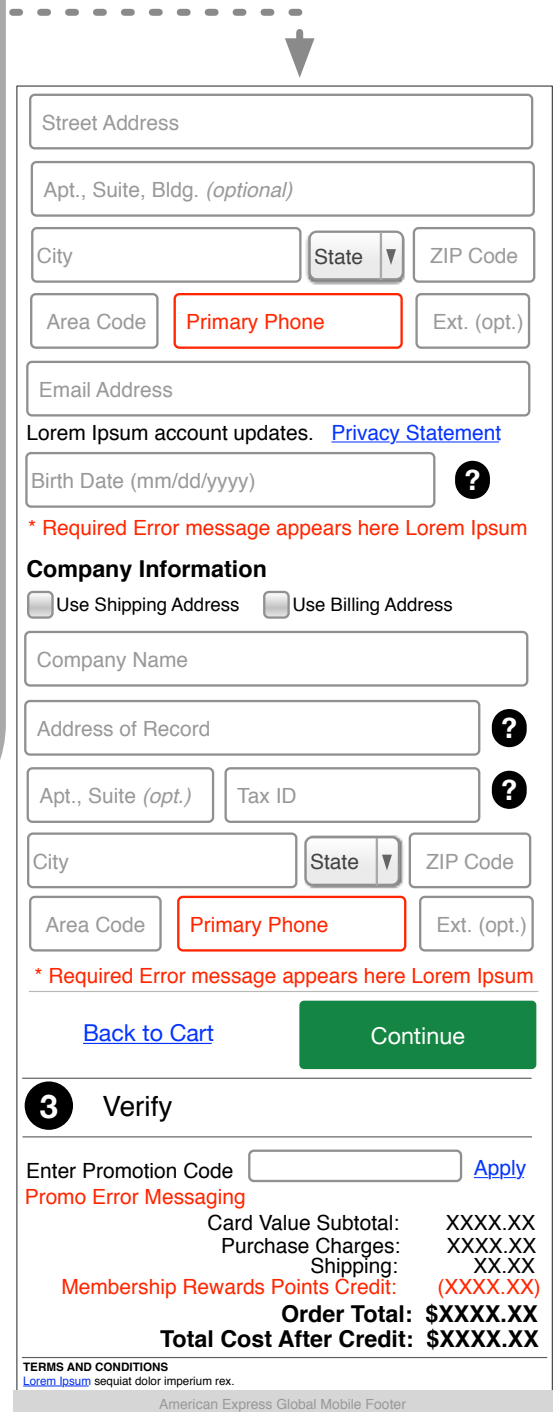
For Business Orders over \$75,000 please call [800-316-4420](tel:800-316-4420).

Or view our [Frequently Asked Questions](#)



NOTES

- 1 Payment experience mirrors the desktop experience.
- 2 Points module follows desktop experience and only appears if logged in.
- 3 If logged in and using card on file, fields are collapsed and pre-displayed with information on file. See desktop wireframe for rules.

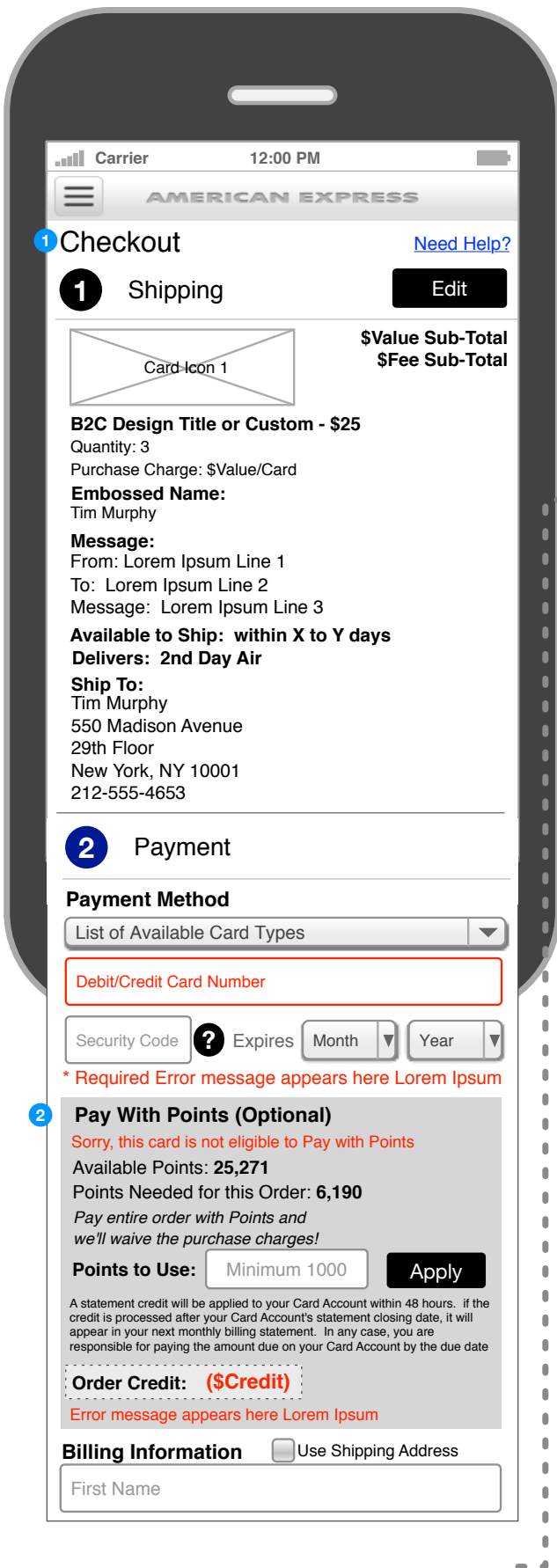


Billing Information

550 Madison Avenue

Alternate displays if logged in

Company Info
Arcade Inc.
550 Madison Avenue



NOTES

- 1 B2C Pre-Valued Payment leaf follows B2B Pre-Valued payment leaf, except Company Name field is optional and Company Info fields are not displayed. Field for Social Security number displayed if \$1000 card or greater is in cart.
- 2 Points module follows desktop experience and only appears if logged in..
- 3 DOB and SSN do not display for logged in customers
- 4 If logged in and using card on file, fields are collapsed and pre-displayed with information on file. See desktop wireframe for rules.

4
Billing Information
 Tim Murphy
 550 Madison Avenue

State ▼

Primary Phone

* Required Error message appears here Lorem Ipsum

Additional Information

Lorem Ipsum account updates. [Privacy Statement](#)

?

?

* Required Error message appears here Lorem Ipsum

[Back to Cart](#)

Continue

3
Verify

[Apply](#)

Promo Error Messaging


Cart Value Subtotal: XXXX.XX
 Purchase Charges: XXXX.XX
 Shipping: XX.XX

Membership Rewards Points Credit: (XXXX.XX)
Order Total: \$XXXX.XX
Total Cost After Credit: \$XXXX.XX

TERMS AND CONDITIONS
[Lorem Ipsum](#) sequiat dolor imperium rex.

American Express Global Mobile Footer

Carrier
12:00 PM



1 Checkout Need Help?

1

Recipient

Edit

eGift Icon

\$Value Sub-Total

\$Fee Sub-Total

eGift - \$26

Purchase Charge: \$Value/Card

Custom Message:

From: Lorem Ipsum 25 max
 To: Lorem Ipsum 25 max
 Message: Lorem Ipsum
 350 character max
 Lorem ipsum sequiat dolor

Recipient:
 Tim Murphy
 murphy@arcade.com

2 Payment

Payment Method

American Express
▼

Debit/Credit Card Number

Security Code
?

Expires

Month

▼

Year

▼

* Required Error message appears here Lorem Ipsum

2 Pay With Points (Optional)

Sorry, this card is not eligible to Pay with Points

Available Points: **25,271**

Points Needed for this Order: **6,190**

Pay entire order with Points and we'll waive the purchase charges!

Points to Use: Apply

A statement credit will be applied to your Card Account within 48 hours. if the credit is processed after your Card Account's statement closing date, it will appear in your next monthly billing statement. In any case, you are responsible for paying the amount due on your Card Account by the due date

Order Credit: (\$Credit)

Error message appears here Lorem Ipsum

Billing Information Use Shipping Address

First Name

M.I. (Opt)

Last Name

Street Address

Company Name, Apt., Suite (optional)

NOTES

- 1 eGift Payment leaf follows desktop experience.
- 2 Points module follows desktop experience and only appears if logged in.
- 3 If logged in and using card on file, fields are collapsed and pre-displayed with information on file. See desktop wireframe for rules.



City

State ▼

ZIP Code

Area Code

Primary Phone

Ext. (opt.)

* Required Error message appears here Lorem Ipsum

Additional Information

Email Address

Lorem Ipsum account updates. [Privacy Statement](#)

Birth Date (mm/dd/yyyy)
?

* Required Error message appears here Lorem Ipsum

[Back to eGift Shopping](#)
Continue

3 Verify

Enter Promotion Code

Apply

Promo Error Messaging

Cart Value Subtotal: XXXX.XX

Purchase Charges: XXXX.XX

Membership Rewards Points Credit: (XXXX.XX)

Order Total: \$XXXX.XX

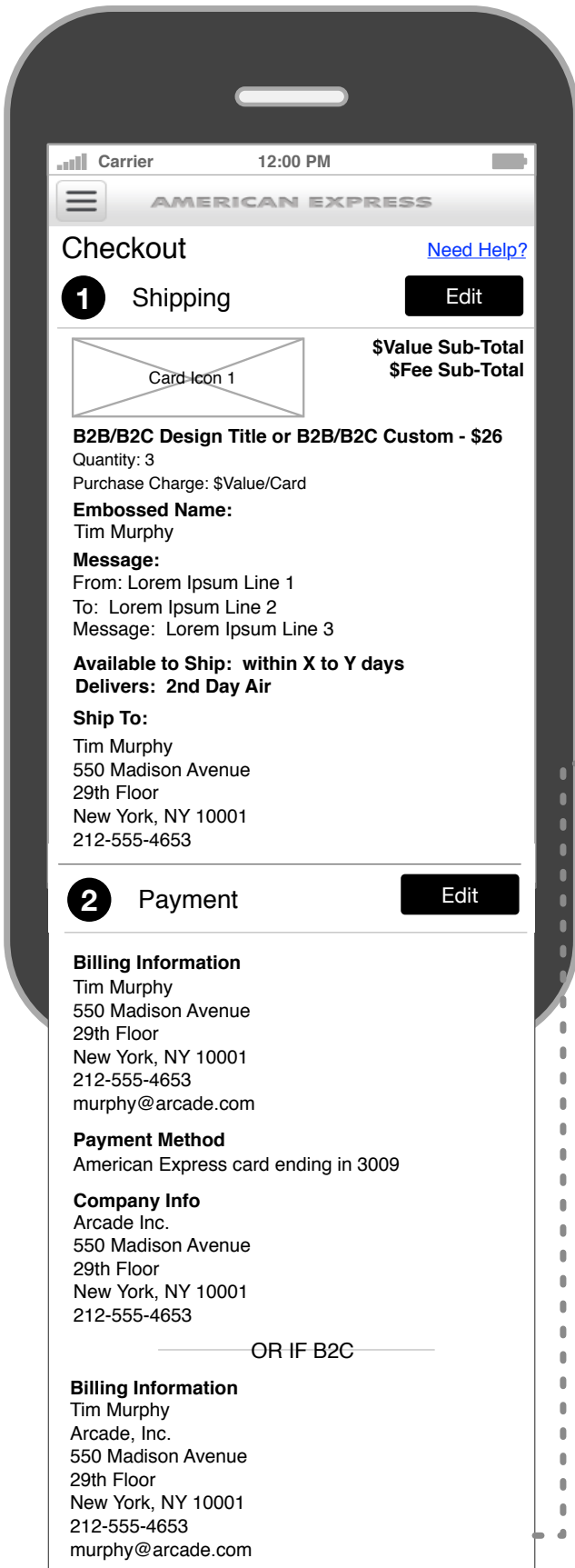
Total Cost After Credit: \$XXXX.XX

TERMS AND CONDITIONS

[Lorem Ipsum](#) sequiat dolor imperium rex.

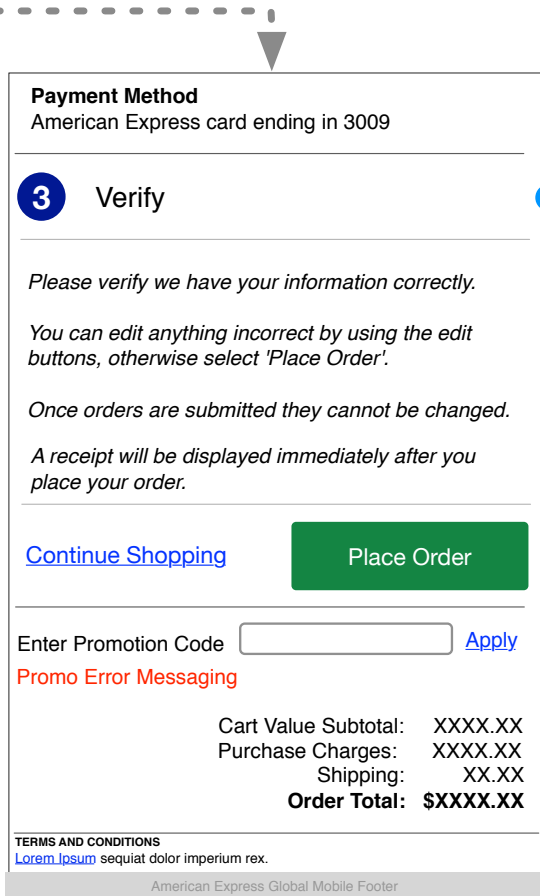
American Express Global Mobile Footer

3
Billing Information
 Tim Murphy
 550 Madison Avenue



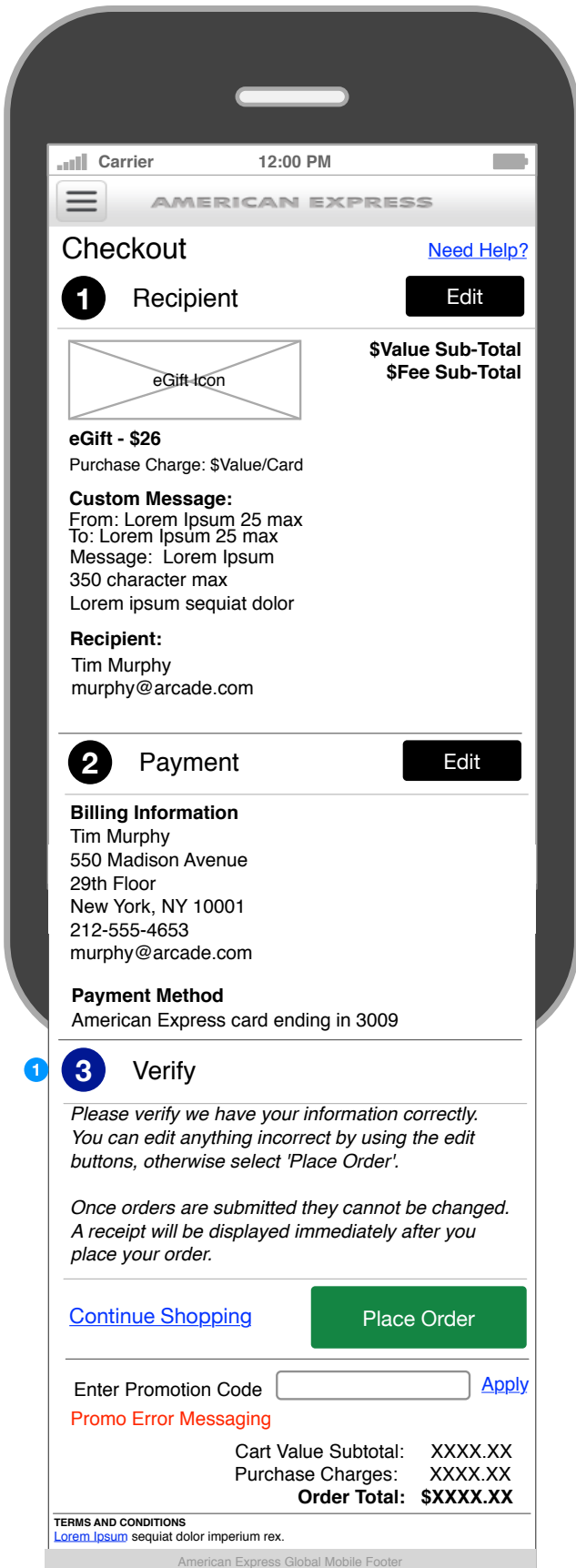
NOTES

- 1 Confirmation leaf provides prompt to confirm information before placing order. Users can edit previous leaves with Edit button. User can also select 'Place Order' to process order and continue to Receipt.



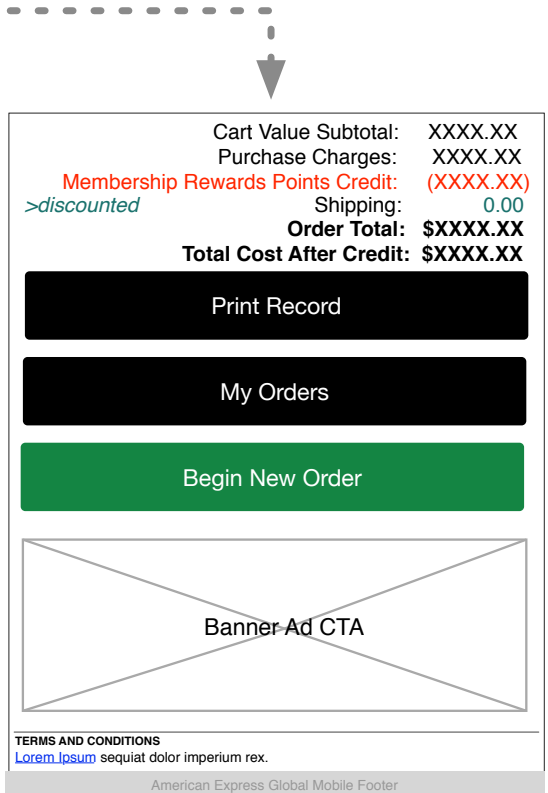
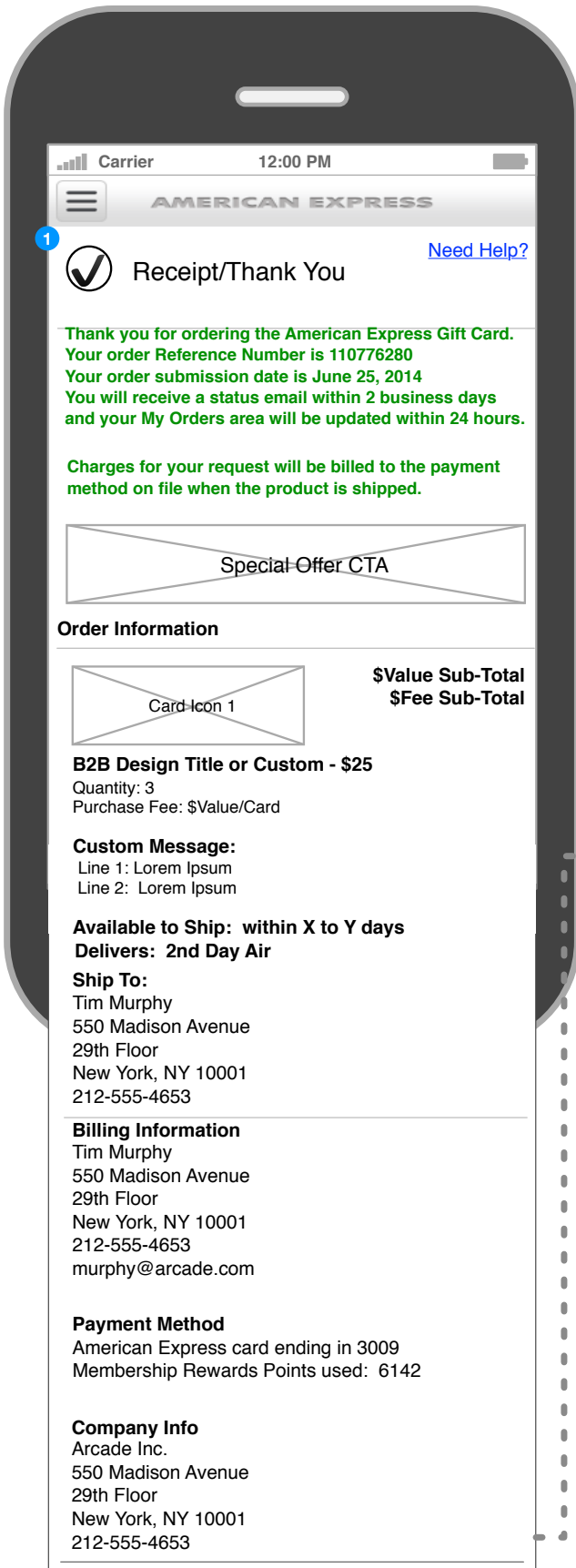
NOTES

- 1 Verify leaf provides prompt to confirm information before placing order. Users can edit previous leaves with Edit button. User can also select 'Place Order' to process order and continue to Receipt.



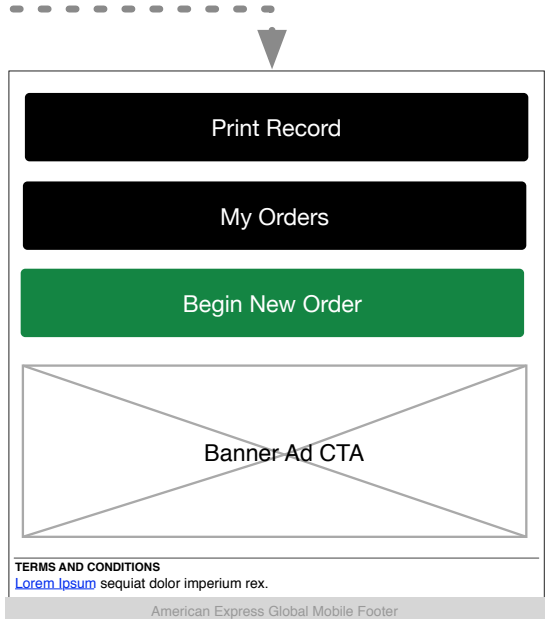
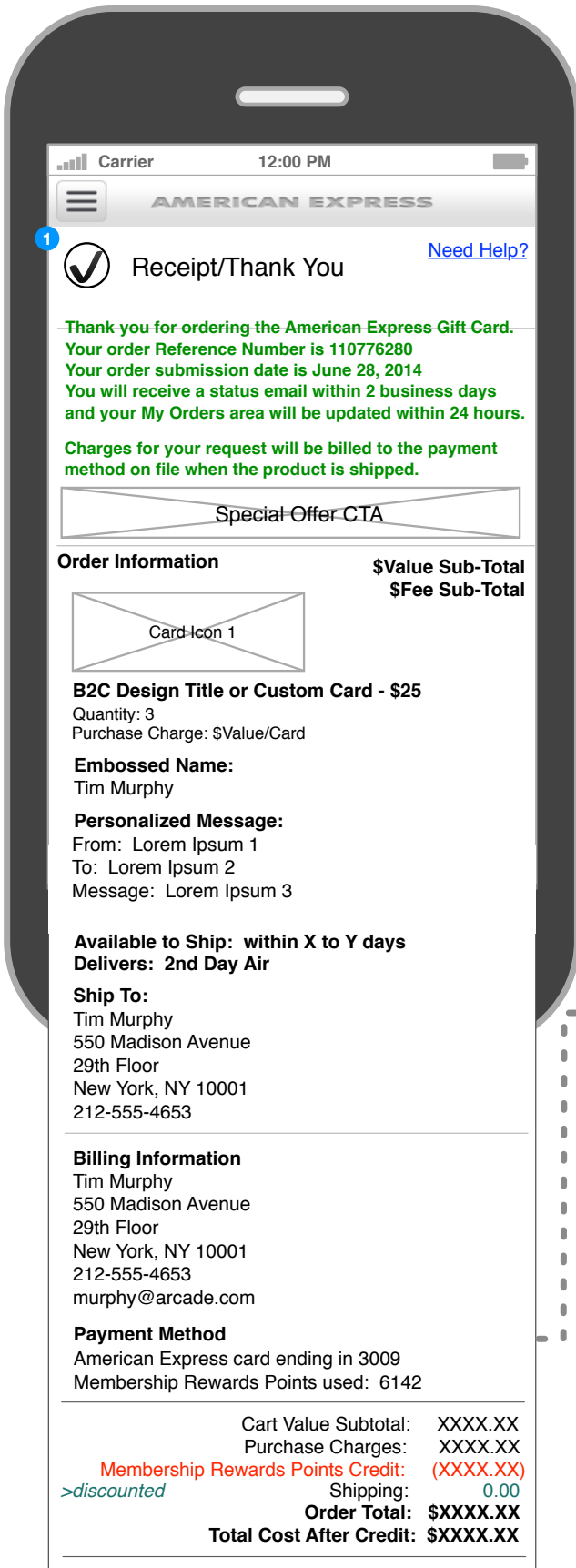
NOTES

- 1 Receipt experience mirrors desktop experience.



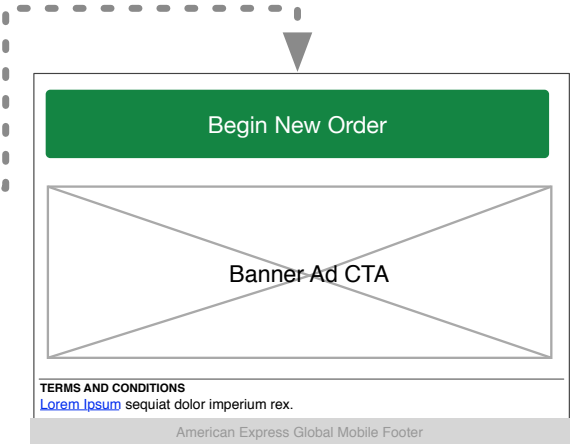
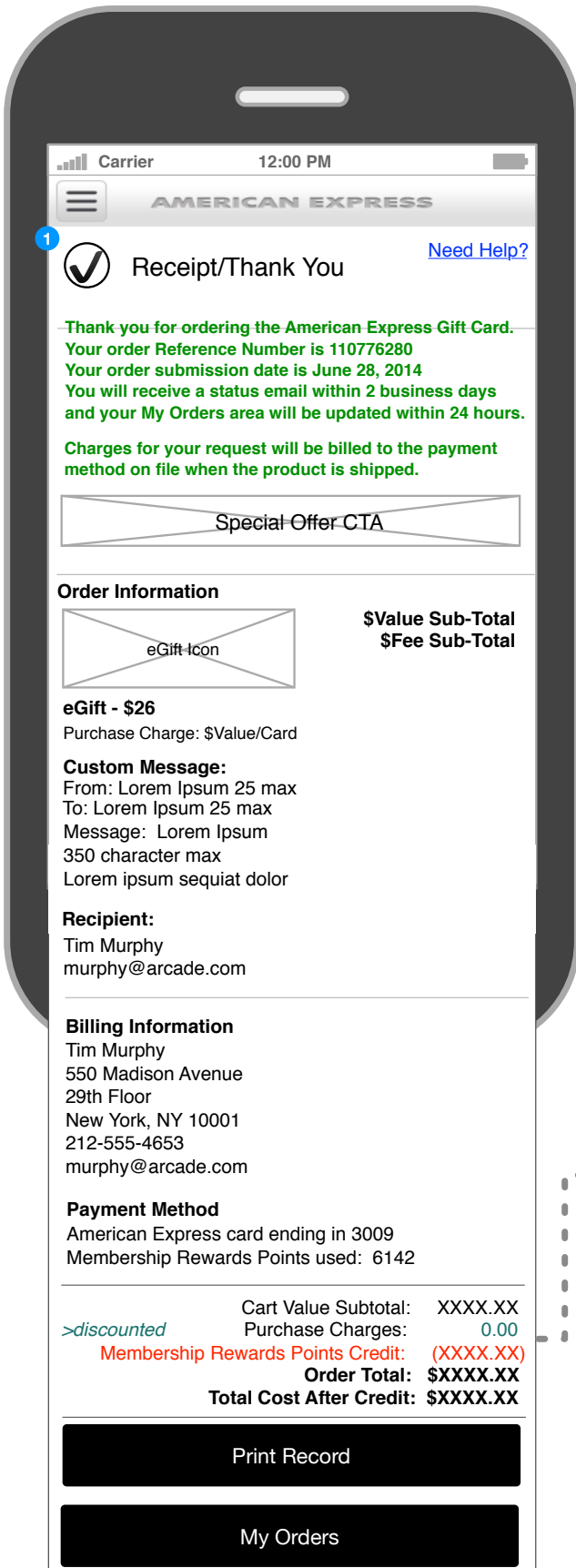
NOTES

- 1 Receipt experience mirrors desktop experience.



NOTES

- 1 Receipt experience mirrors desktop experience.

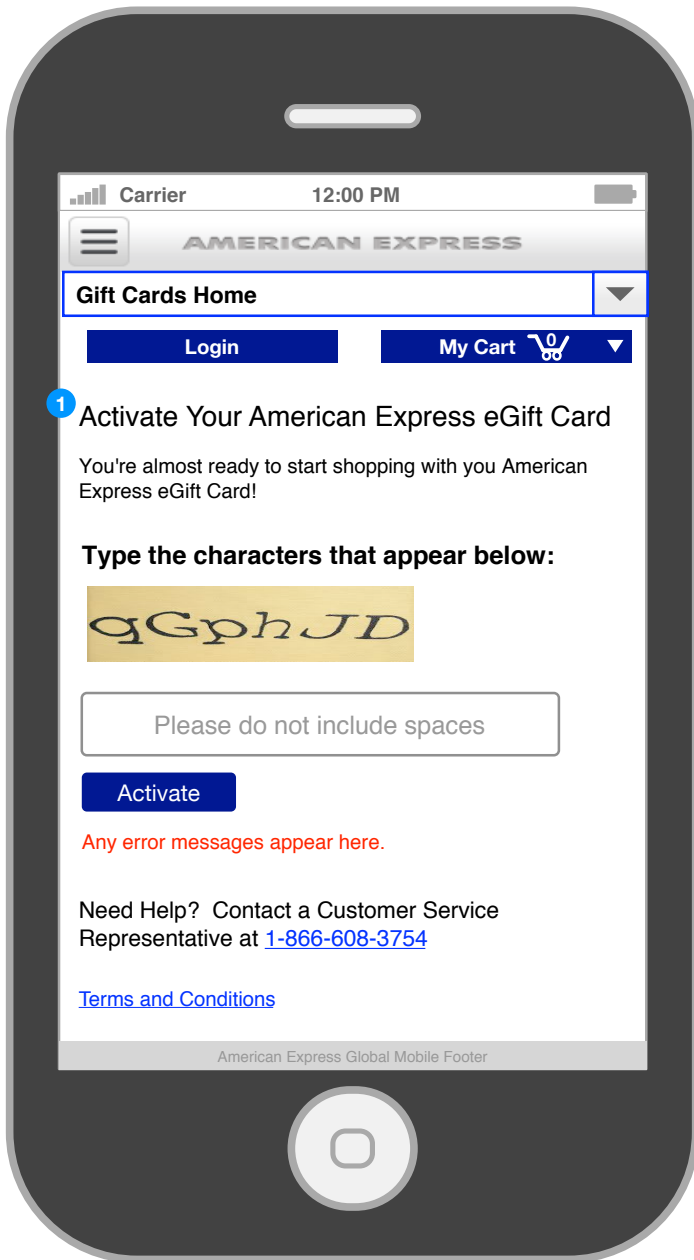


10.0 Activate eGift Card (Guest) (Phone)

301 Wireframes | AMEX GiftCards 072814

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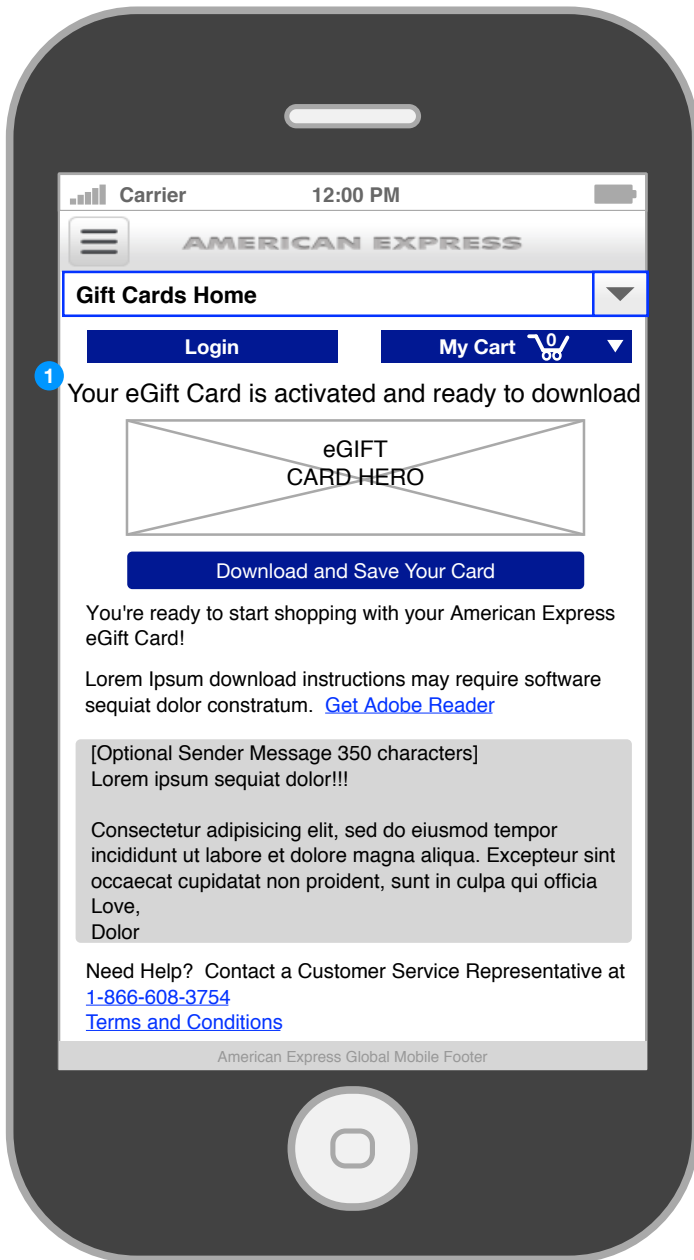
61



NOTES

- 1 eGift Card Activation mirrors the desktop experience.

10.1 eGift Activation Confirm (Guest) (Phone)



NOTES

- 1 eGift Card Activation Confirmation mirrors the desktop experience.