

MOHIT SANTRAM
PORTFOLIO SAMPLES
McGARRYBOWEN
CHASE.COM



MOHIT SANTRAM
UX PRODUCT DESIGNER

CONTACT
@msantram
mohit@santram.net



Chase.com: [LOG ON >](#)

- Home
- Activate 5% Cash Back
- Earn Extra Cash Back
- Redeem for Rewards
- Learn More & Apply

[Activar el 5% de reembolso en efectivo](#)

SO YOU CAN TAKE YOUR CASH BACK TO NEW HEIGHTS.



NOT A CARDMEMBER? **5%** CASH BACK ON UP TO \$1,500 IN COMBINED PURCHASES IN BONUS CATEGORIES EACH QUARTER
1% UNLIMITED CASH BACK ON ALL OTHER PURCHASES
\$100 BONUS
NO ANNUAL FEE
[LEARN MORE](#)

<p>ALREADY A CARDMEMBER? EARN 5% CASH BACK AT</p> <p>Gas stations Starbucks** Movie theaters</p> <p>Current cardmembers will earn 5% cash back on up to \$1,500 in combined purchases from 1/1/14 - 3/31/14.</p> <p>ACTIVATE 5%</p>	<p>NOT A CARDMEMBER? APPLY TODAY.</p> <p>5% Cash back on up to \$1,500 in combined purchases in bonus categories each quarter 1% Unlimited cash back on all other purchases</p> <p>\$100 Bonus NO ANNUAL FEE</p> <p>LEARN MORE</p>	<p>ANOTHER WAY TO EARN EXTRA CASH BACK.</p> <p>cash back BOOST</p> <p>Enjoy rewarding offers from popular retailers.</p> <p>LEARN MORE</p>
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[Activar el 5% de reembolso en efectivo](#)

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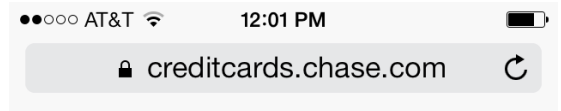
The listed merchants are in no way affiliated with Chase, nor are the listed merchants considered sponsors or co-sponsors of this program. All trademarks are the property of their respective owners.

*Offer limited to purchases at participating Starbucks® locations, at StarbucksStore.com, and through the Starbucks mobile phone application (including Starbucks Card purchases and reloads).

Para hablar con un especialista de servicio al cliente en español acerca de su tarjeta Chase Freedom, llámenos a cualquier hora al 1-888-446-3308.

Visit us on: [f](#) View Chase Freedom FAQs | [Chase.com](#) | [Contact Us](#) | [Privacy](#) | [Terms of Use](#) | [Español](#) | [Security](#) | [Press Room](#) | [AdChoices](#) ▶

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Start earning cash back. Apply today.

NO ANNUAL FEE

Get 5% cash back on up to \$1,500 in combined purchases in bonus categories each quarter
Get 1% cash back on all other purchases.
Get a \$100 bonus to start.

[LEARN MORE & APPLY](#)

Already have Chase Freedom?

Activate 5% CASH BACK

January 1 - March 31, 2014
 Cardmembers will earn 5% cash back on up to \$1,500 in combined purchases in these categories*:

- Gas stations
- Movie theaters
- Starbucks® stores*

Activate by March 14, 2014

[ACTIVATE 5% NOW](#)

* For Terms and Conditions and Frequently Asked Questions, please [Click Here](#).


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CHASE freedom
Returning Users: [LOG ON >](#)

Home
Activate 5% Cash Back
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5% CASH BACK

on up to \$1,500 spent at¹



Amazon.com

[Select Department Stores](#)

from October 1st - December 31st, 2013

You always earn a full 1% cash back on all other purchases!²

[See Merchants](#) [FAQ](#)

ACTIVATE 5% CASH BACK

ACTIVATE FOR FREE

5% ACTIVATION TOOLS

CHECK ACTIVATION STATUS

[Did you activate?](#) As long as you activate before September 15th, 2013 deadline, you'll earn 5% Cash Back for category purchases for the whole quarter.

SIGN UP REMINDERS

[Sign up](#) for text and email reminders to activate your Chase Freedom card.

CASH BACK CALCULATOR

Use your Chase Freedom® credit card for all of your purchases to see your Cash Back add up!

1. See [Terms & Conditions](#) and [Frequently Asked Questions](#).

2. See [Rewards Program Rules & Regulations](#) for details.

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NOTES

Prominence has been given to the Activate 5% Cash Back Form. The form validates the structure of the user's information but does not validate the content in line. Upon submission, the correctly formatted information will be validated against the database. All secondary links and information, e.g. See Merchants, FAQ, Activate Deadline, and activate in Spanish, have reduced prominence but are grouped together. 5% Activation Tools are simple, direct, and only show actionable ones.

CHASE freedom
Returning Users: [LOG ON >](#)

Home
Activate 5% Cash Back
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ALL SET! Your 5% Cash Back Has Been Activated!


Remember you save 5% each quarter in select categories with a \$1,500 cap & 1% on all other purchases!

Shop Amazon & Select Department Stores from October 1st - December 31st, 2013.


[See Categories](#) | [Activate Another Card](#) | [Sign Up For Text Reminders](#) | [Inscribase Gratis Ahora Mismo](#)

INTRODUCING A NEW WAY TO EARN EXTRA CASH BACK

We've hand picked some of the best offers from Chase Ultimate Rewards so you can get what you want — when you want to.




5% CASH BACK for activating bonus categories. + 10% CASH BACK for shopping through Ultimate Rewards. = 15% CASH BACK TOTAL!




SHOP NOW

5% CASH BACK for activating bonus categories. + 10% CASH BACK for shopping through Ultimate Rewards. = 15% CASH BACK TOTAL!



SHOP NOW

5% CASH BACK for activating bonus categories. + 10% CASH BACK for shopping through Ultimate Rewards. = 15% CASH BACK TOTAL!



SHOP NOW

SEE MORE OFFERS

Earn 5% cash back on up to \$1,500 spent at gas stations, theme parks, and Kohl's from 10/01 - 12/31/13

1. See [Terms & Conditions](#) and [Frequently Asked Questions](#).

2. See [Rewards Program Rules & Regulations](#) for details.


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NOTES

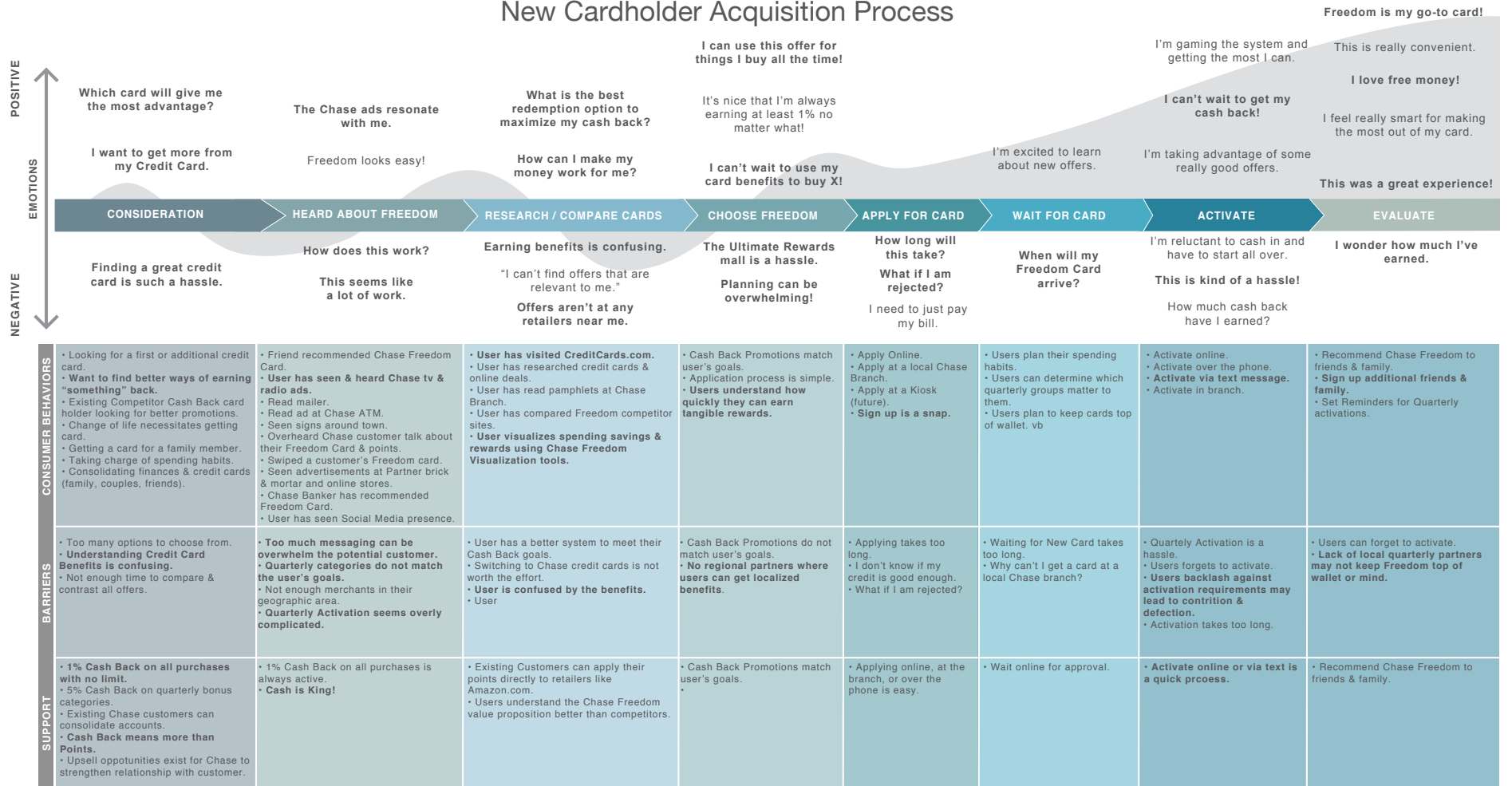
After users have activated their Chase Freedom Card, they will be presented with a daughter window which will allow them to set Text & Email Reminders along with getting further information. Once they close this daughter window, the parent window will be refreshed to show additional information. This page illustrates what will be displayed starting October 1st, 2013. The activation messaging is featured, followed by stackable Cash Back Boost touts.



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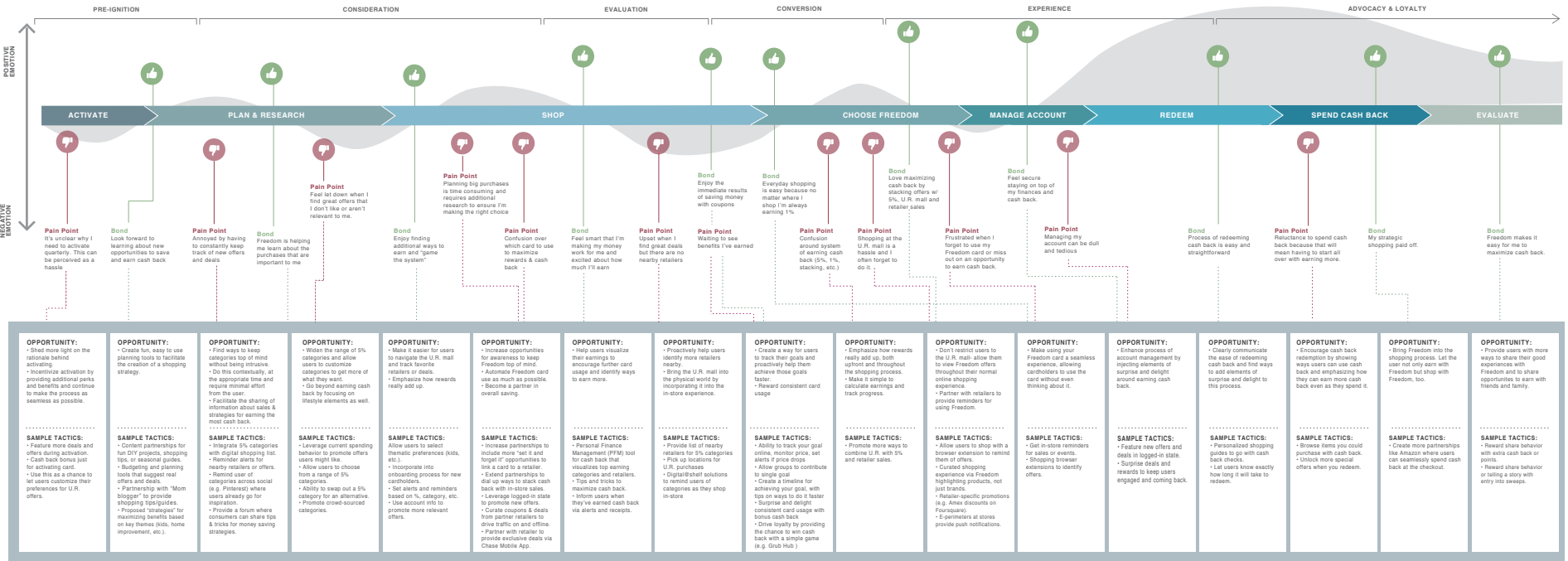
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CARDHOLDER CONSUMER EXPERIENCE MAP New Cardholder Acquisition Process



FREEDOM CONSUMER EXPERIENCE MAP

Identifying Opportunities - Customer Acquisition



STARTUPS

venmo Log in

free payments with friends

the payment anthem

Connect with Facebook

Karen Bonna Rainert, Kuan Huang and 60 other friends use Venmo.

Sign up with Email

download our mobile app rated ★★★★★ on iPhone and Android

Monday, August 12, 13

STEP BY STEP

HOME STORES **FIT** JOBS SHINE

SHARE LEGAL / IMPRINT

FIND YOUR FIT

There are many possibilities for a career path from retail on to the corporate level. There are key elements of success, however there is no single best formula for advancement.

LEARNING RETAIL
LEVEL 1
Retail Professional & Advanced Retail Professional

START MANAGING
LEVEL 2
Shopping Site Management (Assistant Store Manager)

DRIVING RETAIL
LEVEL 3
Retail Management (Store Manager)

LEADING RETAIL
LEVEL 4
District Manager

Monday, August 12, 13

DASHBOARDS

KEENTHEMES METRO-INC

Select a theme Purchase

Dashboard statistics and more

Home Dashboard

JUNE 30, 2013 - JULY 29, 2013

1349 New Feedbacks

549 New Orders

+89% Brand Popularity

12.5M\$ Total Profit

Site Visits

Activities

Server Load

General Stats

Server Stats

Monday, August 12, 13

VISUALIZATIONS

7.71 7.43 7.71 6.71

DESIGN CREATIVITY USABILITY CONTENT

29 JUL

7.54 AVERAGE

See what's what.

Mint automatically organizes your spending into categories—like rent, gas, clothes, lattes—and shows you where your money goes in easy-to-understand charts.

Learn more about auto categorization. >

Choose your goals.

Just click on what you want to accomplish with your money. Mint gives you the simple steps for getting there, along with free advice, gentle reminders, and encouragement.

Learn more about creating goals. >

Get and stick to a plan.

It's easier to stick to a budget designed for your lifestyle. Mint automatically creates one tailored just for you and keeps you on track with email and mobile alerts, bill reminders, and more.

Learn more about budgets. >

Monday, August 12, 13



Q3: TRAVEL / SUMMER UX STRATEGY

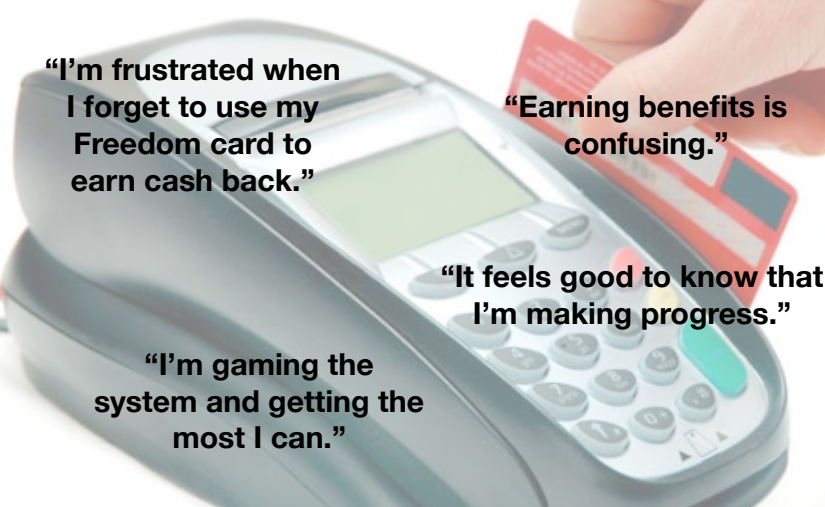
August 14, 2013



mcgarrybowen

Wednesday, August 14, 13

MINDSET



“I’m frustrated when I forget to use my Freedom card to earn cash back.”

“Earning benefits is confusing.”

“It feels good to know that I’m making progress.”

“I’m gaming the system and getting the most I can.”

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Wednesday, August 14, 13

AUGUST 14, 2013 | UX STRATEGY | 16

TACTICS

- Get inspiration from content partners and other Freedom users
- Tracking tools to visualize cash back
- Contextual tips and advice for maximizing cash back
- Account analysis for customized ways to earn
- Share goal with others and work towards goals together

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Wednesday, August 14, 13

AUGUST 14, 2013 | UX STRATEGY | 17

OPPORTUNITIES

- Tracking Tools
- Visualizations
- Aspirational Emotions / Desires

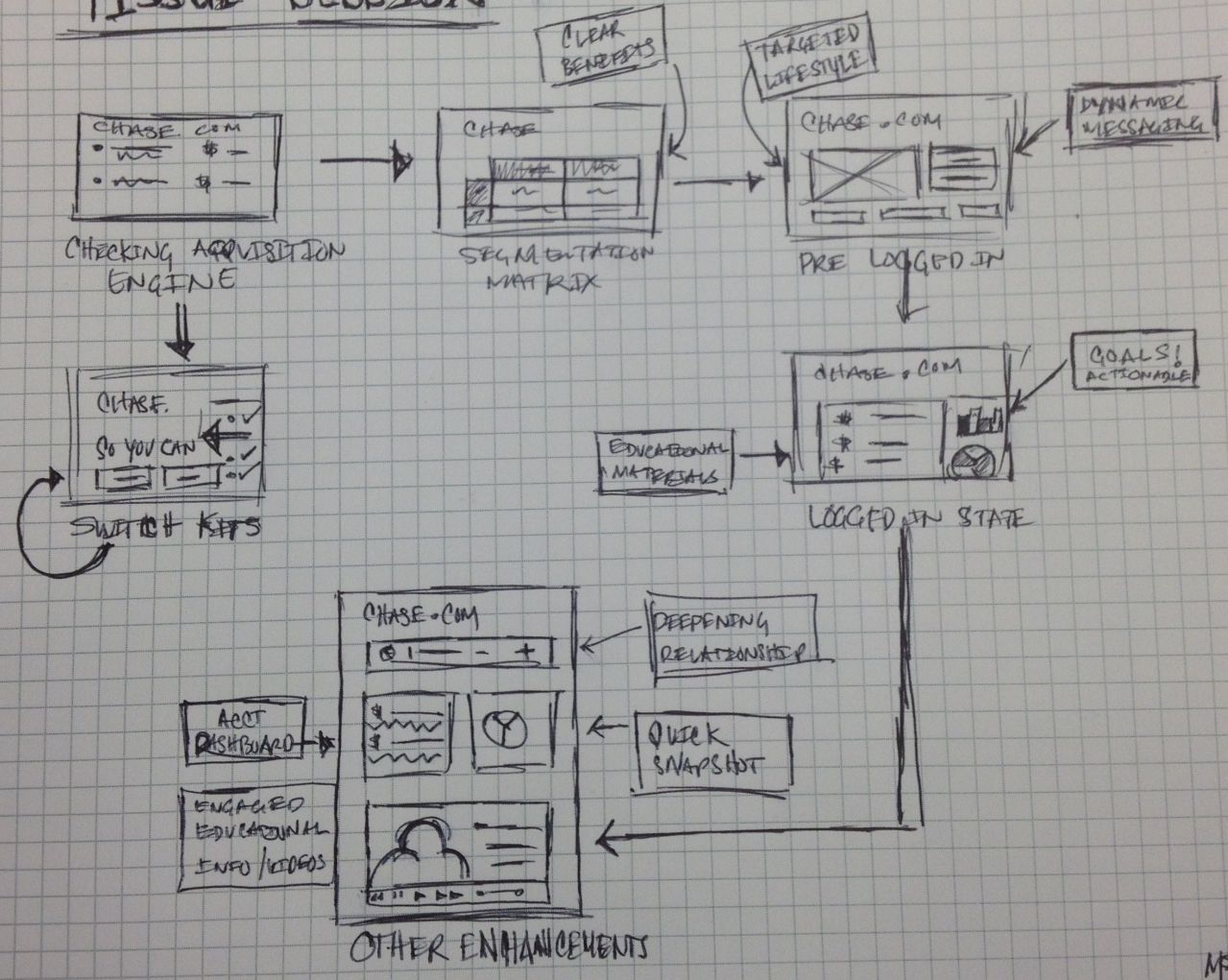
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Wednesday, August 14, 13

AUGUST 14, 2013 | UX STRATEGY | 18

06.23.13

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MSK