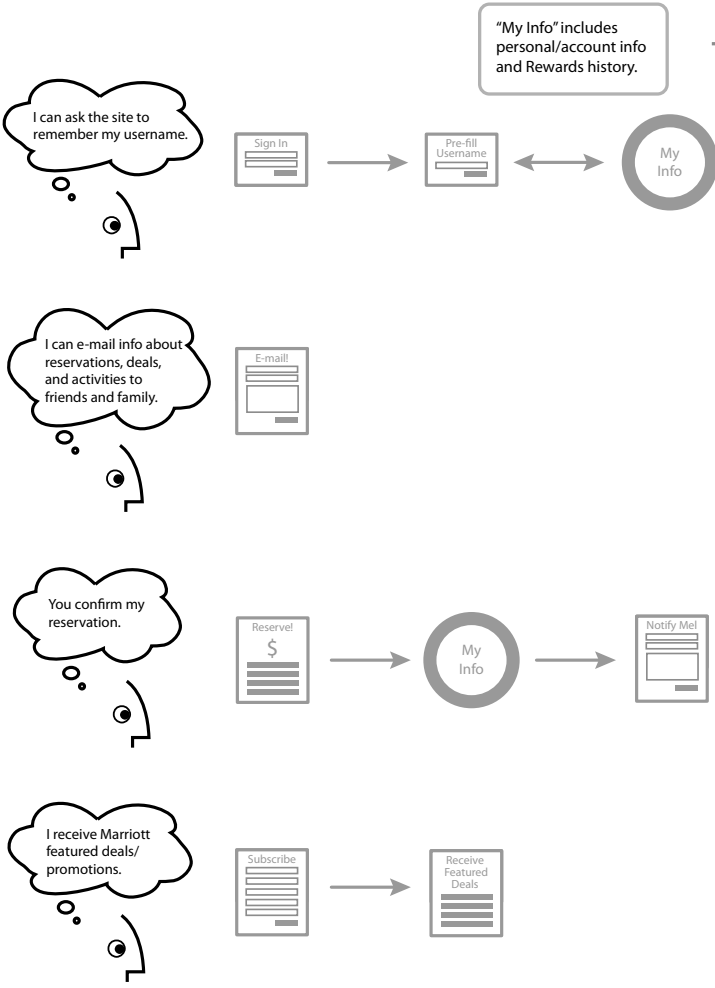




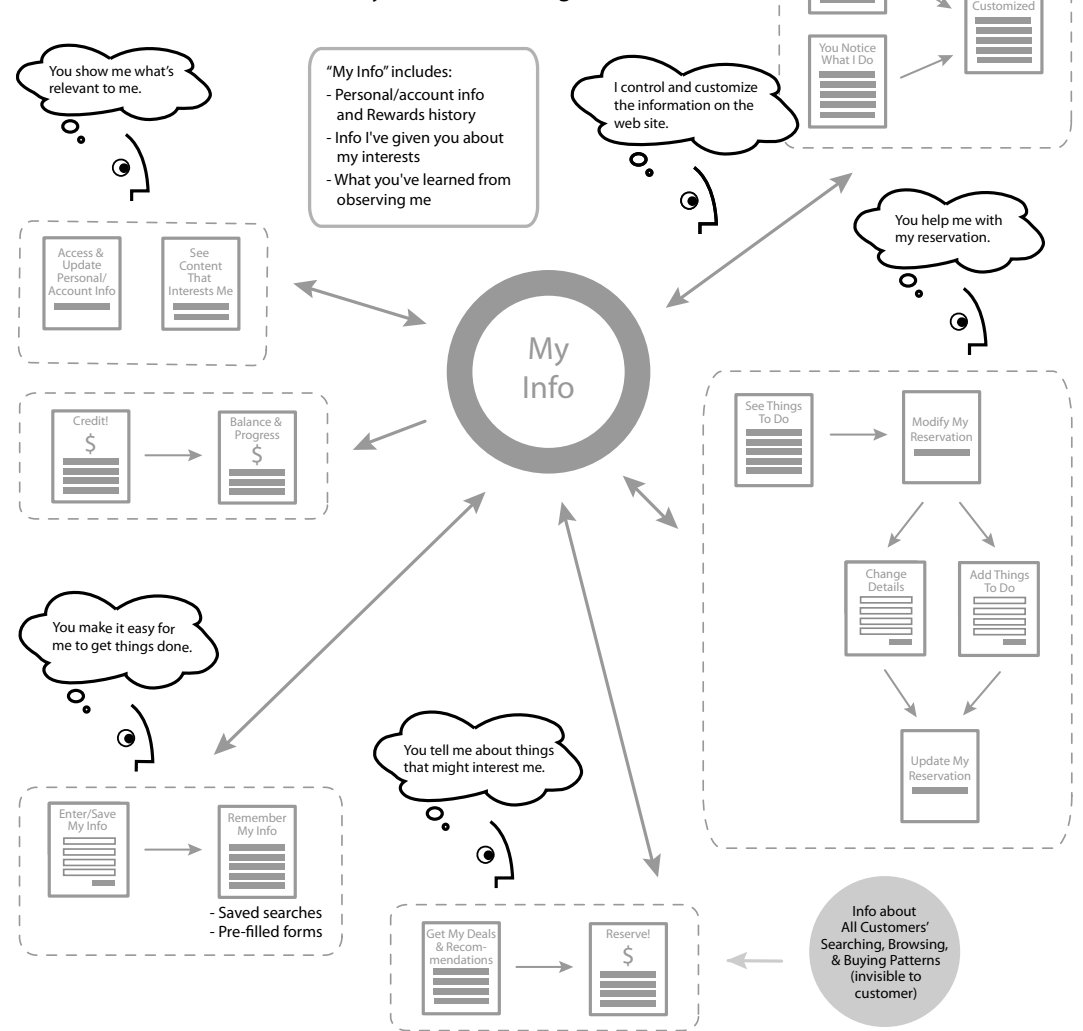
Enhanced Recognition “cookies” Research :: User Model for How M.com Remembers Customers



Current “You don’t know me.”



Future “You know me, and you do something about it.”



Sign In | Create an Account | Look Up Reservations Home | International Sites | Help | Contact Us | Site Map

Marriott Logo

Find & Reserve | Deals | Destinations | Events & Meetings | Marriott Rewards

Join Marriott Rewards (MegaBonus / Marriott promo intro copy)

Intro copy: Ricky will provide this plus copy for the box at right. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna.

Links for these customers:

- MR, want online acct
- Quick rez, want to join

Privacy Statement (MU)

Contact Information *Required

Mr Mrs Dr Ms Miss

*First Name Middle Name

*Last Name Jr, Sr, II, III, etc

*Email

*Address Home Business

*City State *Zip/postal code

*Country Non-USA state/province

Phone Home Business Mobile

[Why provide my phone number?](#)

Sign In Information

*User name (at least 6 characters)

*Password (at least 6 characters) *Re-enter password

*Password reminder (up to 32 characters)

Marriott Rewards Program Options

*Earning preference: Points Miles/other program [Learn more](#)

Airline/other program Frequent flyer/other program number

Marriott Rewards Account Update & Newsletter

Send email version (Approximate frequency: 1 email a month) [View sample](#)

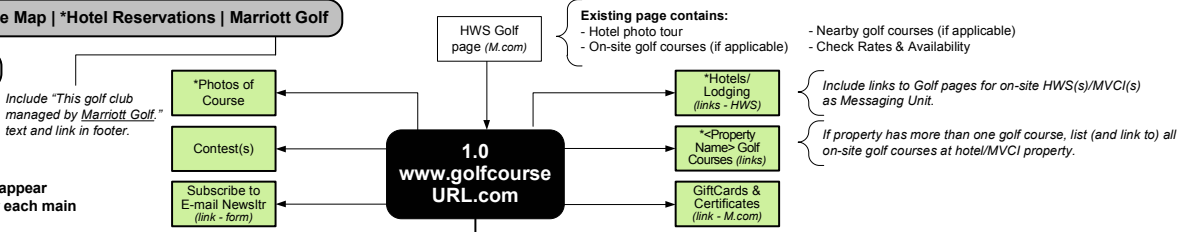
Join Form Facts

	Before	After
Form Length in Pixels	2485 (4+ Screens)	1330 (2 Screens)
Number of Fields on Initial Form Screen	44	26
Total Number of Steps	2	1
Includes Email Sign-up	Yes (p. 2)	No (except account update)
Allows for Sign-up While Making Reservation	No	Coming soon (April)
Number of Email Addresses Allowed	2	1
Number of Mailing Address Allowed	1	1
Number of Phone Numbers Allowed	4	1

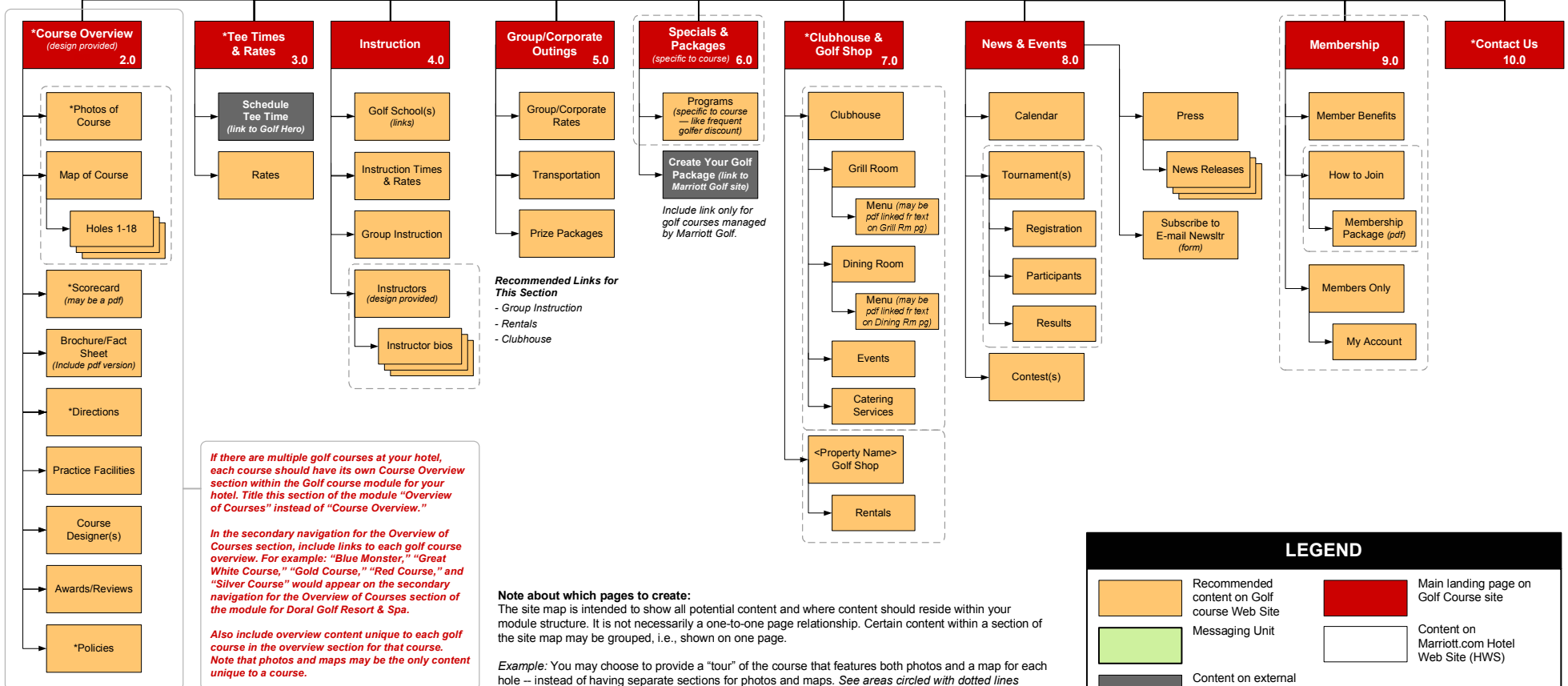


Global Footer - Part One (11.0): Golf Careers | *Contact Us | Site Map | *Hotel Reservations | Marriott Golf

Global Footer - Part Two (11.0): Terms of Use | Privacy Policy



The Golf course module's main landing pages are in red: these pages appear on the main navigation for the module. The pages listed directly below each main landing page make up the secondary navigation for that landing page.



Note about which pages to create:
 The site map is intended to show all potential content and where content should reside within your module structure. It is not necessarily a one-to-one page relationship. Certain content within a section of the site map may be grouped, i.e., shown on one page.

Example: You may choose to provide a "tour" of the course that features both photos and a map for each hole – instead of having separate sections for photos and maps. See areas circled with dotted lines above for sets of pages whose content may be grouped within one page.

Please keep pages short: no more than two vertical screen lengths is the general guideline.

LEGEND

- Recommended content on Golf course Web Site
- Messaging Unit
- Content on external Web Site
- Main landing page on Golf Course site
- Content on Marriott.com Hotel Web Site (HWS)

*Indicates required content