

SOUTHWEST AIRLINES PORTAL 3.0

VISUAL DESIGN

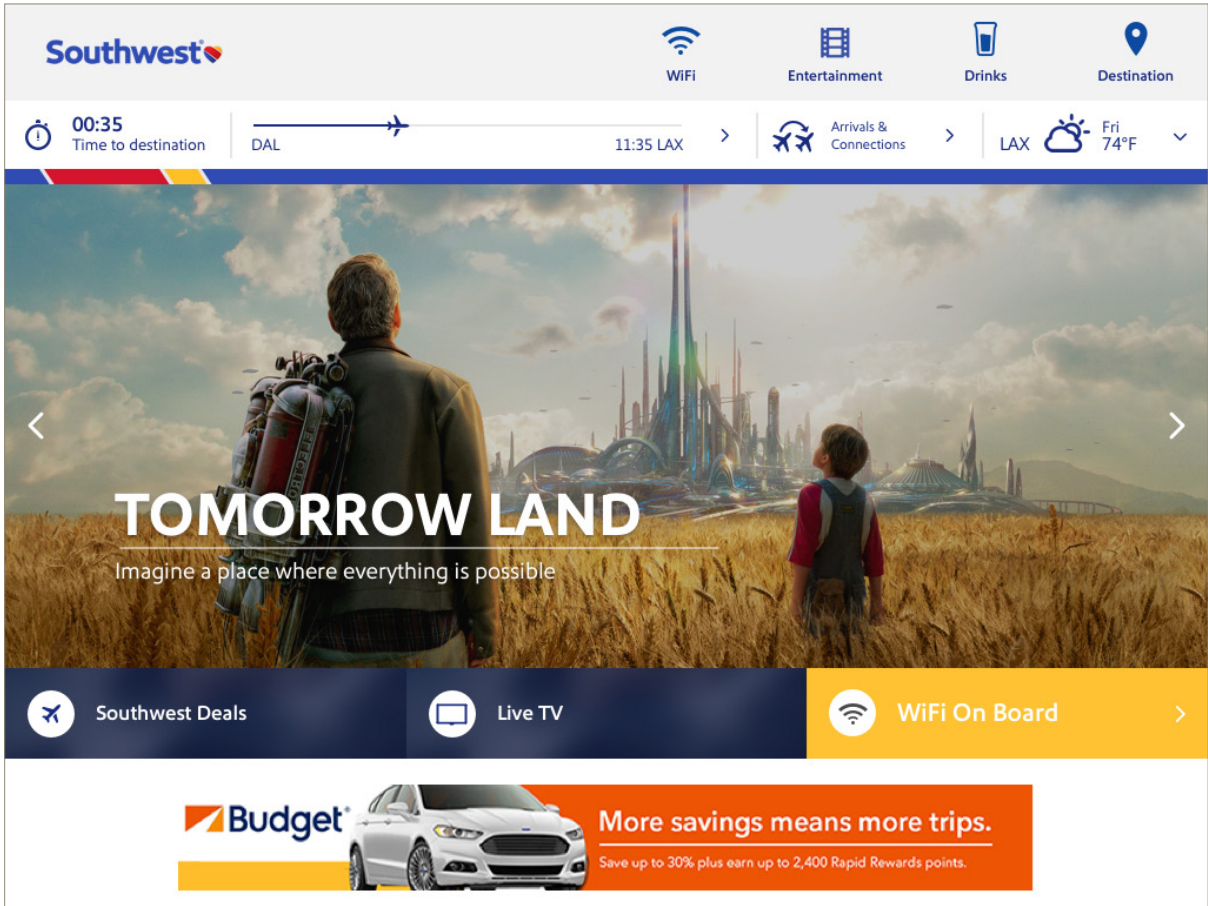
HOME

Landing

Landing page

Big hero cover to display the most recent movie or any content SWA wish to promote.

1.1 Home Landing (S1) (C).jpg



M - 1.1 Home Landing (S1) (C).jpg

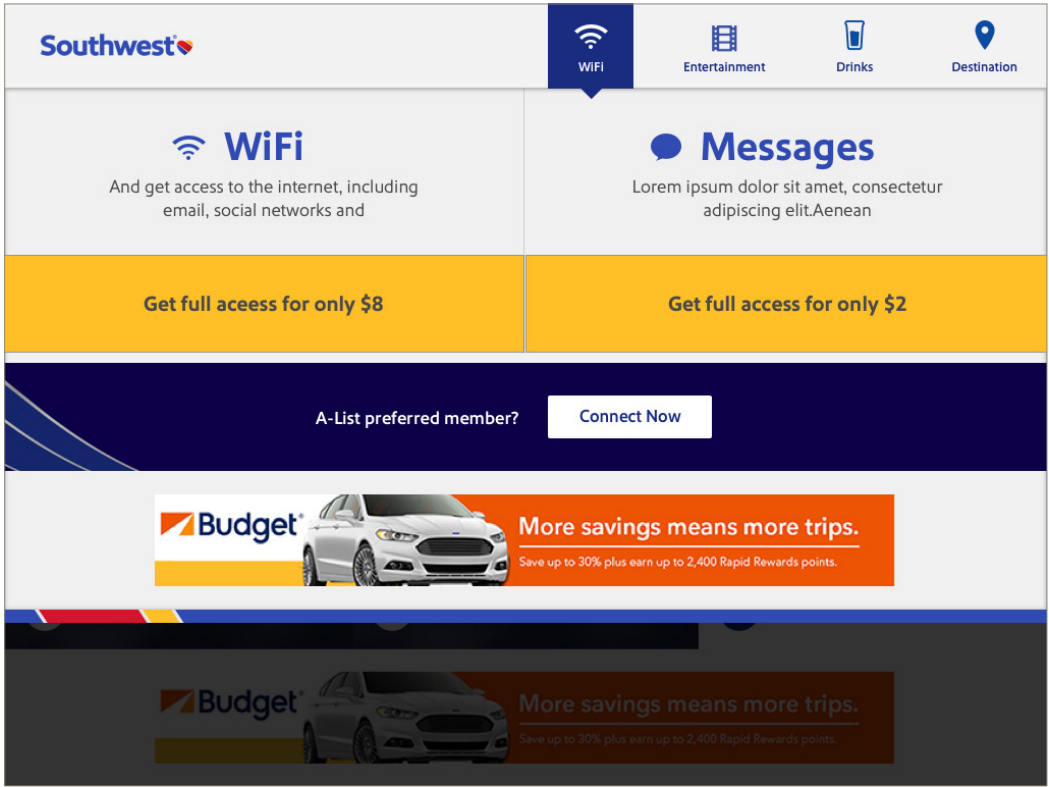


Fold

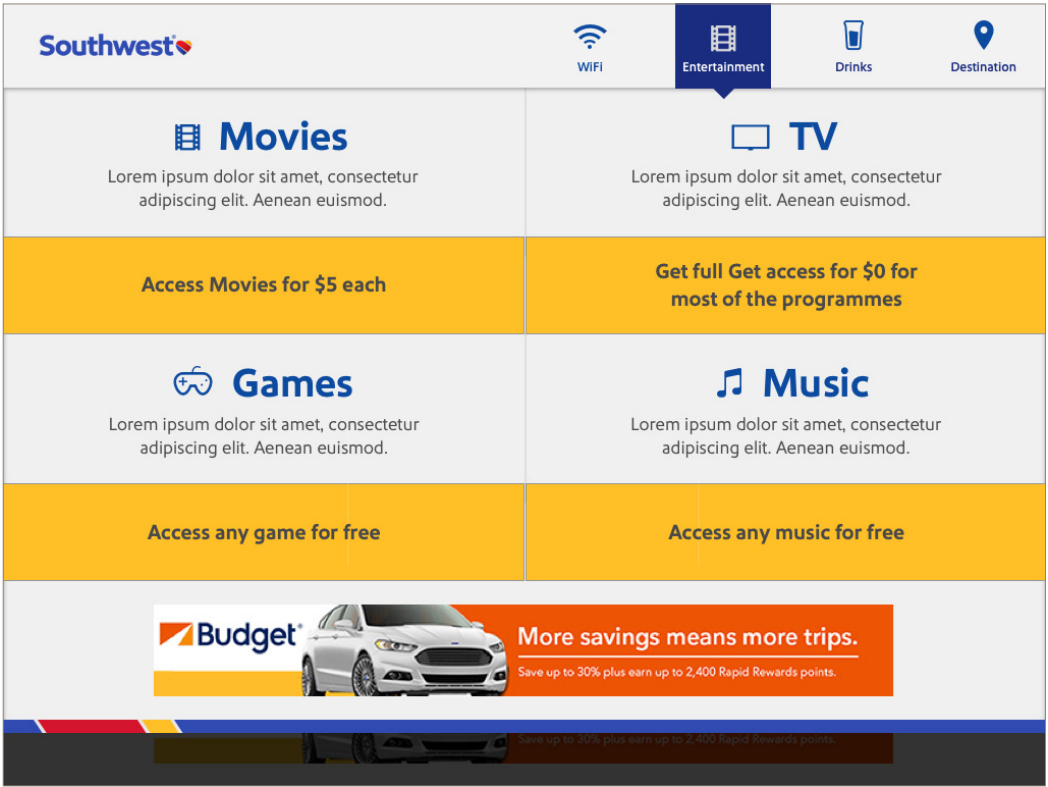
HOME

Menus Options

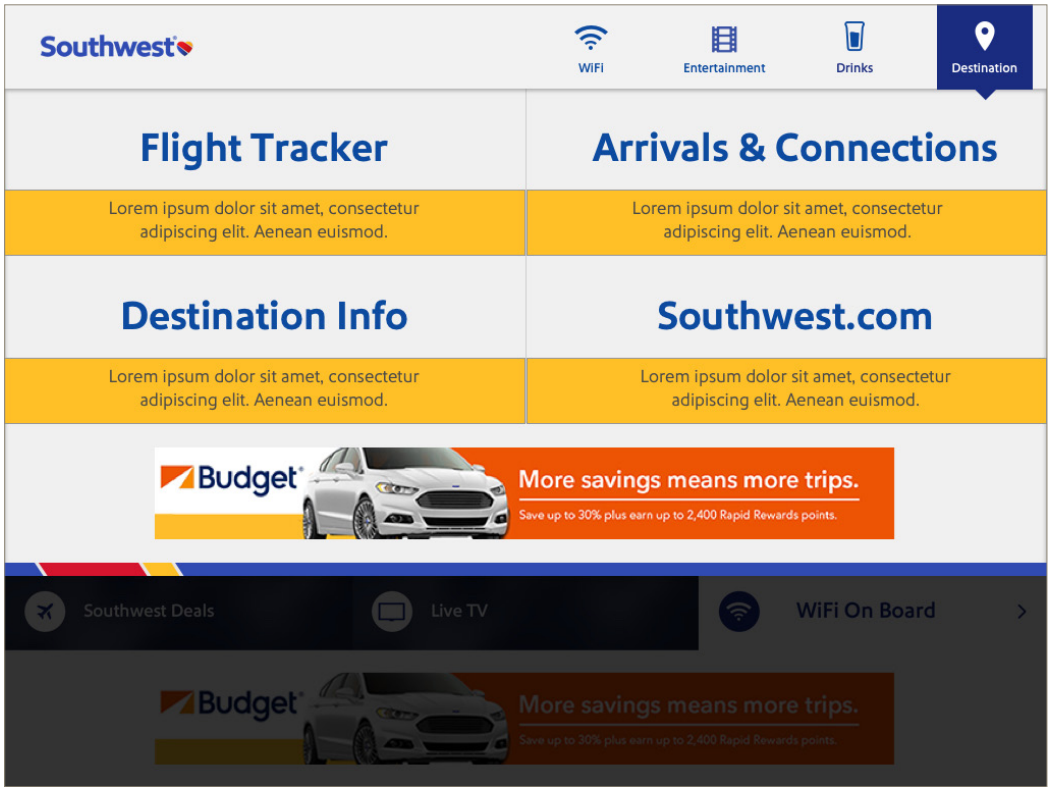
1.1.1 Wifi Menu (S1) (C).jpg



1.1.2 Entertainment Menu (S3)(K).jpg



1.1.3 Destination Menu (S3) (K).jpg



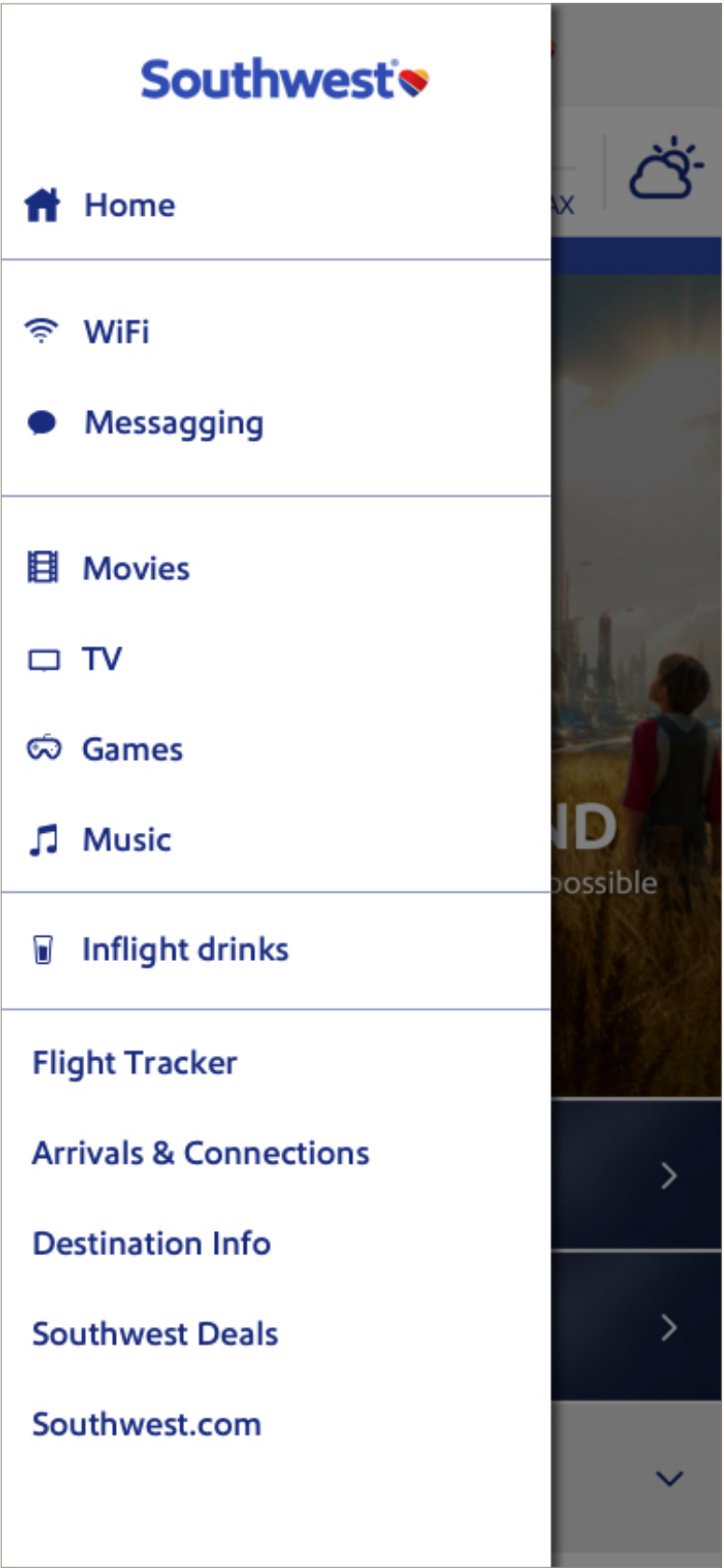
HOME

Menus

Landing page - Mobile Menu

On Tablet and desktop the menu will behave as a dropdown window for each section while on mobile it will be a burger menu style.

M - 1.1.4 burger menu mobile (S4)□K).jpg



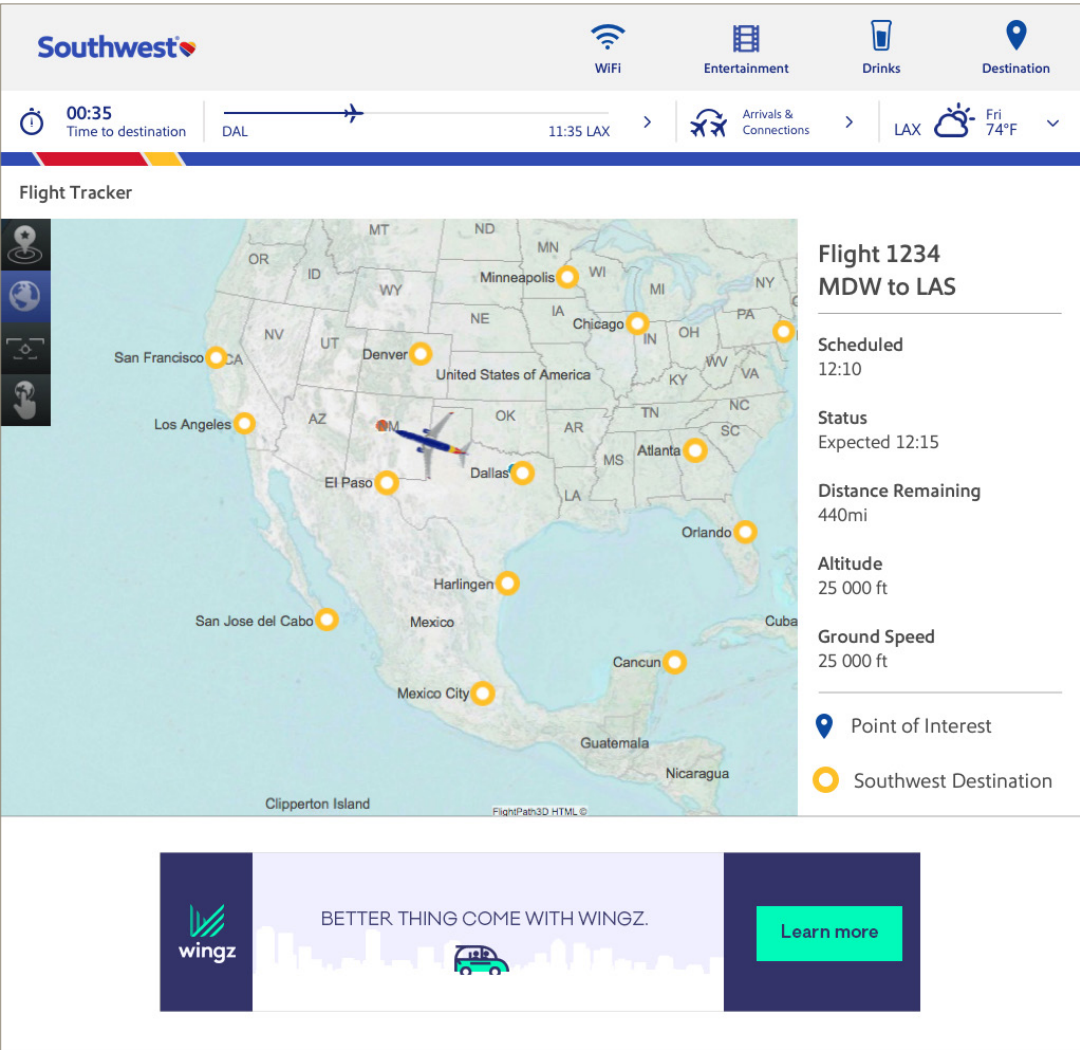
FLIGHT TRACKER

Home

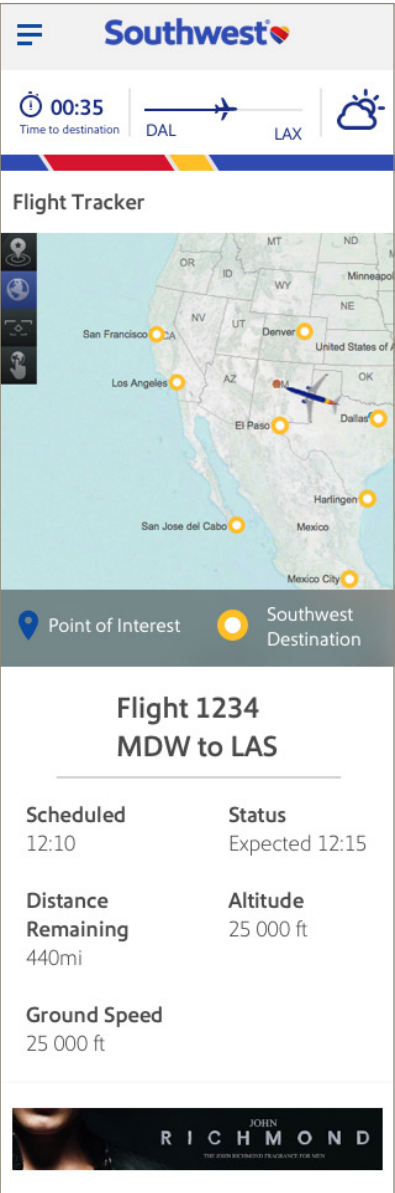
Flight Tracker Landing Page

Flight Tracking Map provided by an external company.

3.1 Flight Tracker Landing - Plane Map (S2)(K).jpg



M - 3.1 Flight Tracker Landing
Refer to the Mobile version of the flight tracking app.

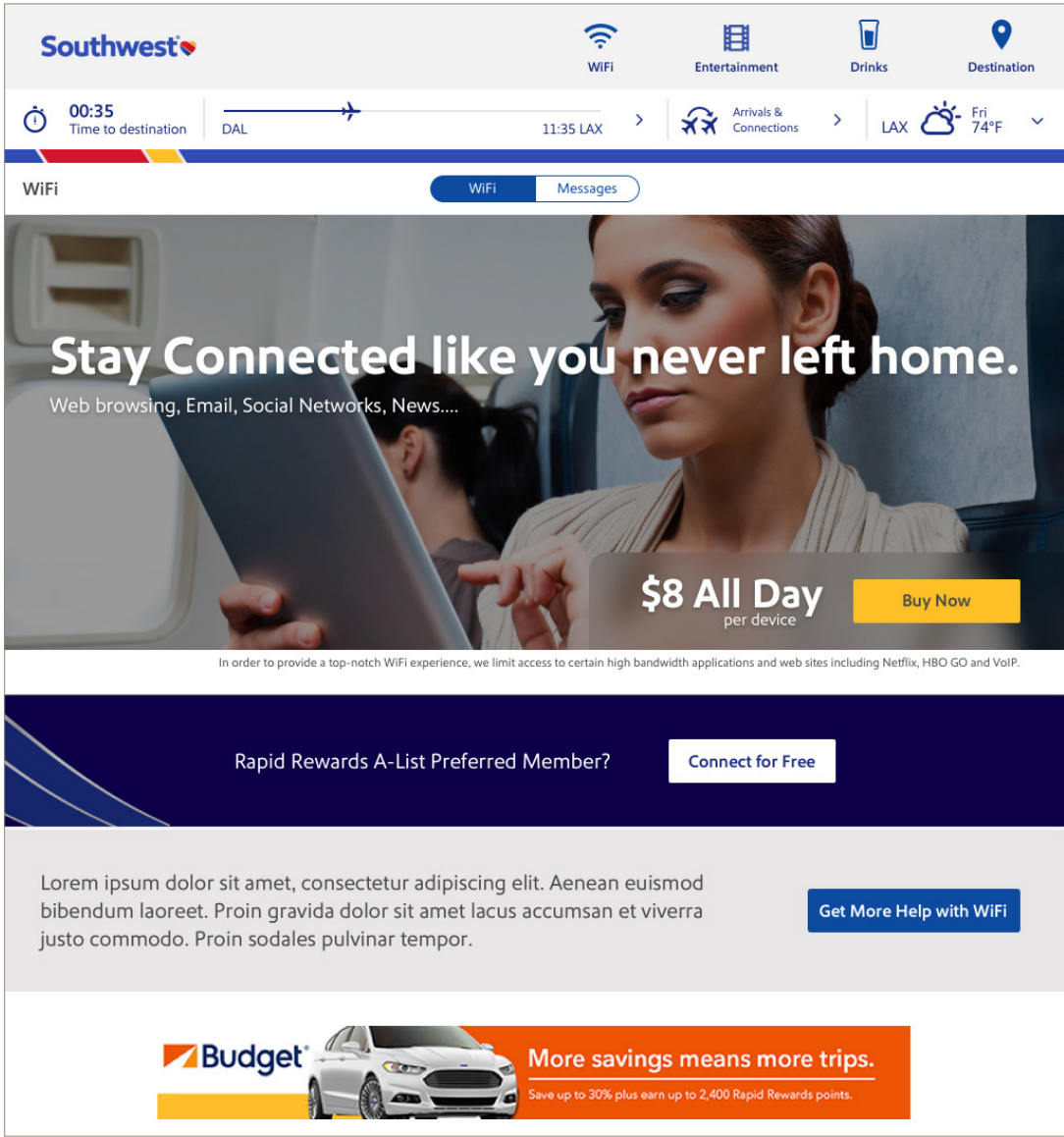


WIFI
Home

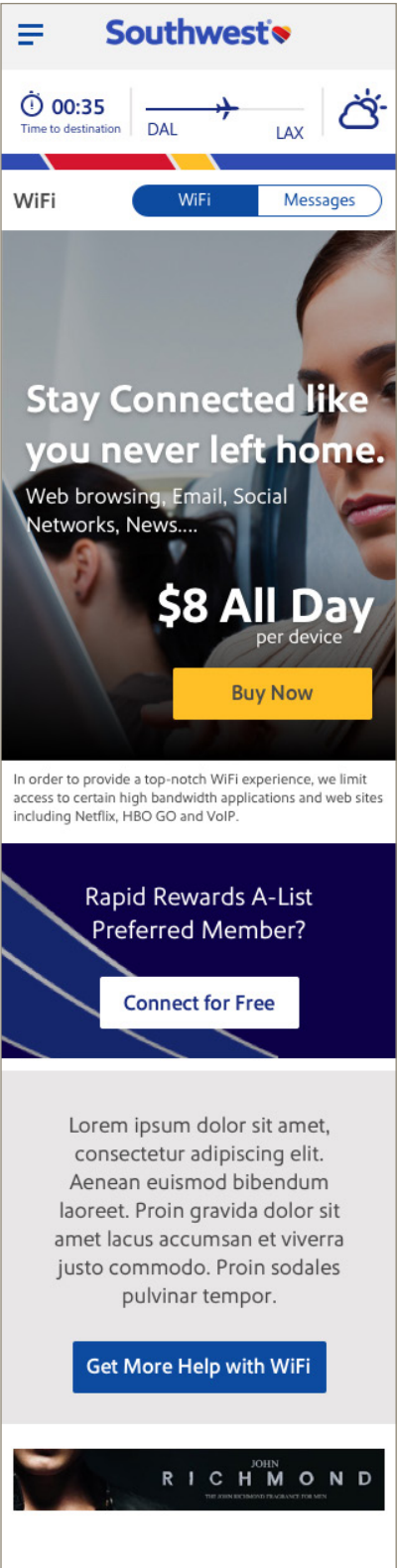
WiFi Landing Page

Big hero cover to promote the feature.

4.1.1 Wifi Landing (S2) (K).jpg



M - 4.1.1 Wifi Landing (S2) (K).jpg



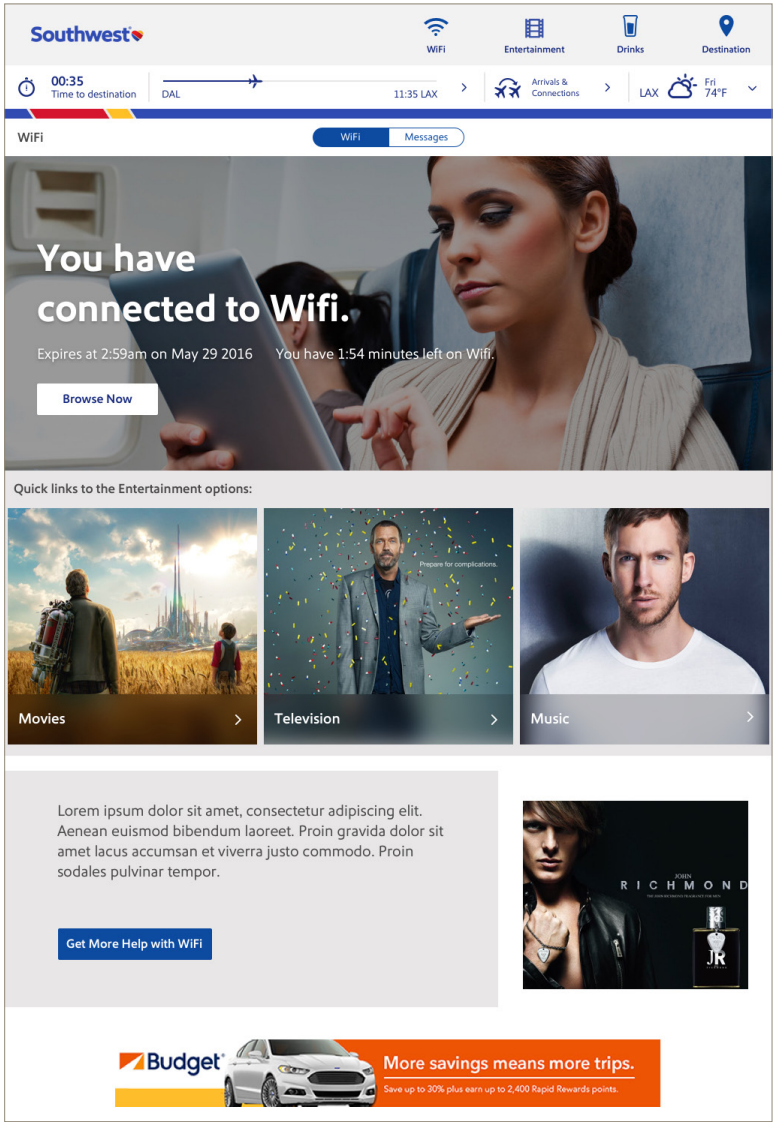
WIFI

Home

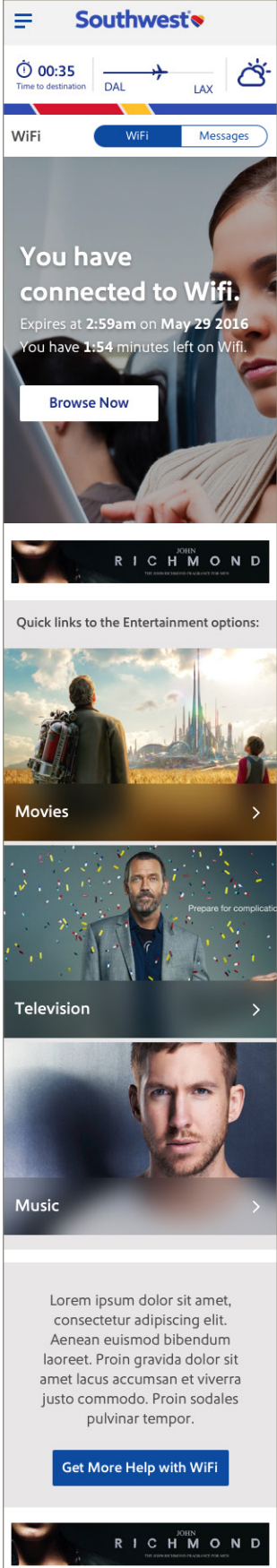
WiFi Landing Page - Connected

Big hero cover to promote the feature with confirmation text.

4.1.1.1 WIFI Landing After Purchase (S2) (K).jpg



M - 4.1.1.1 WIFI Landing After Purchase (S2) (K).jpg

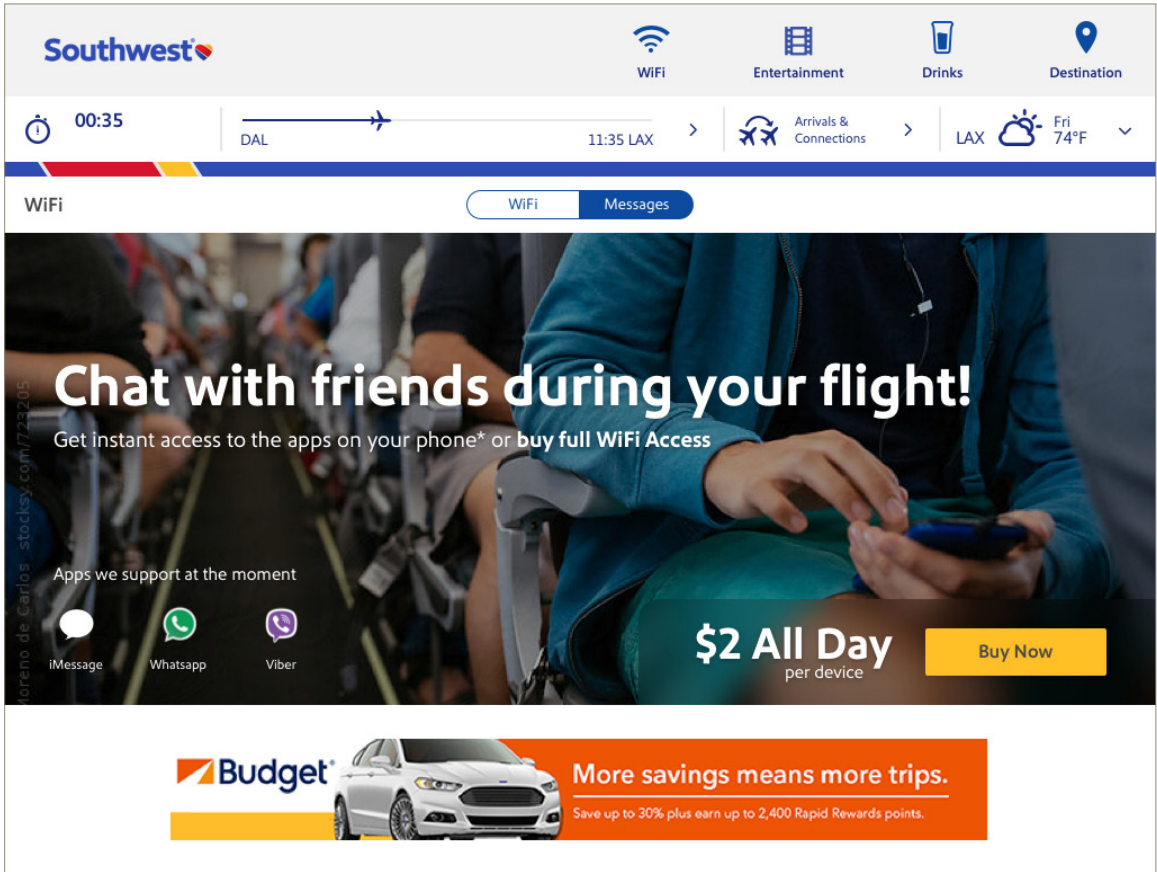


MESSAGING

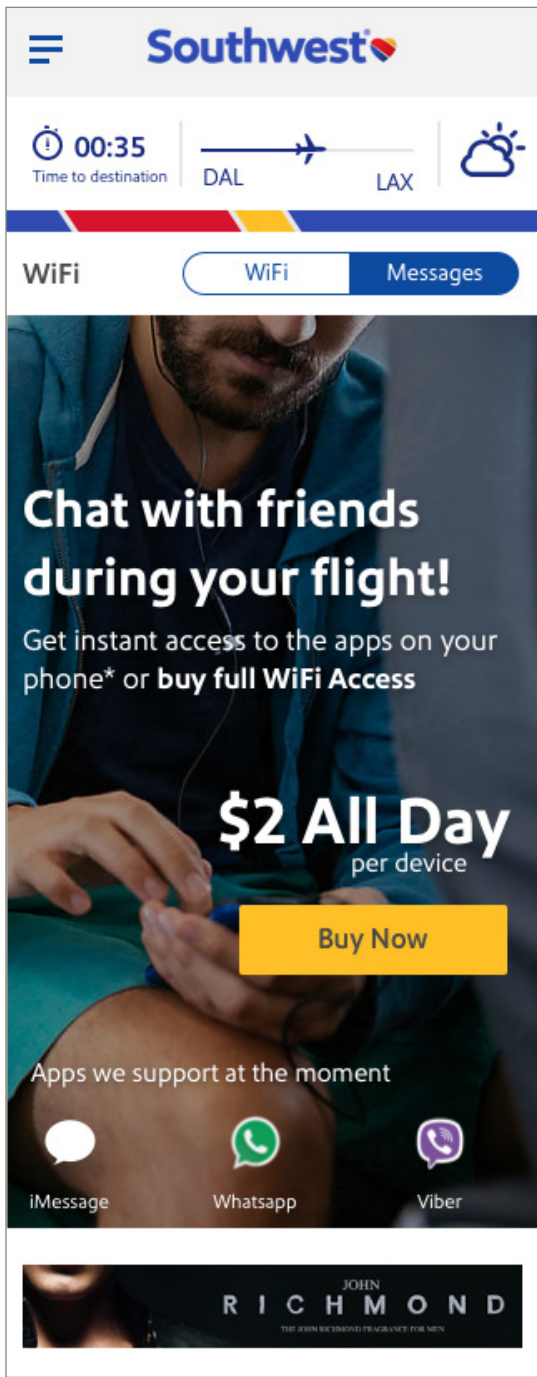
Landing Page

Chat With Friends
Big hero cover to promote the feature.

4.2.1 Message Landing (S2) (K).jpg



M - 4.2.1 Message Landing (S2) (K).jpg



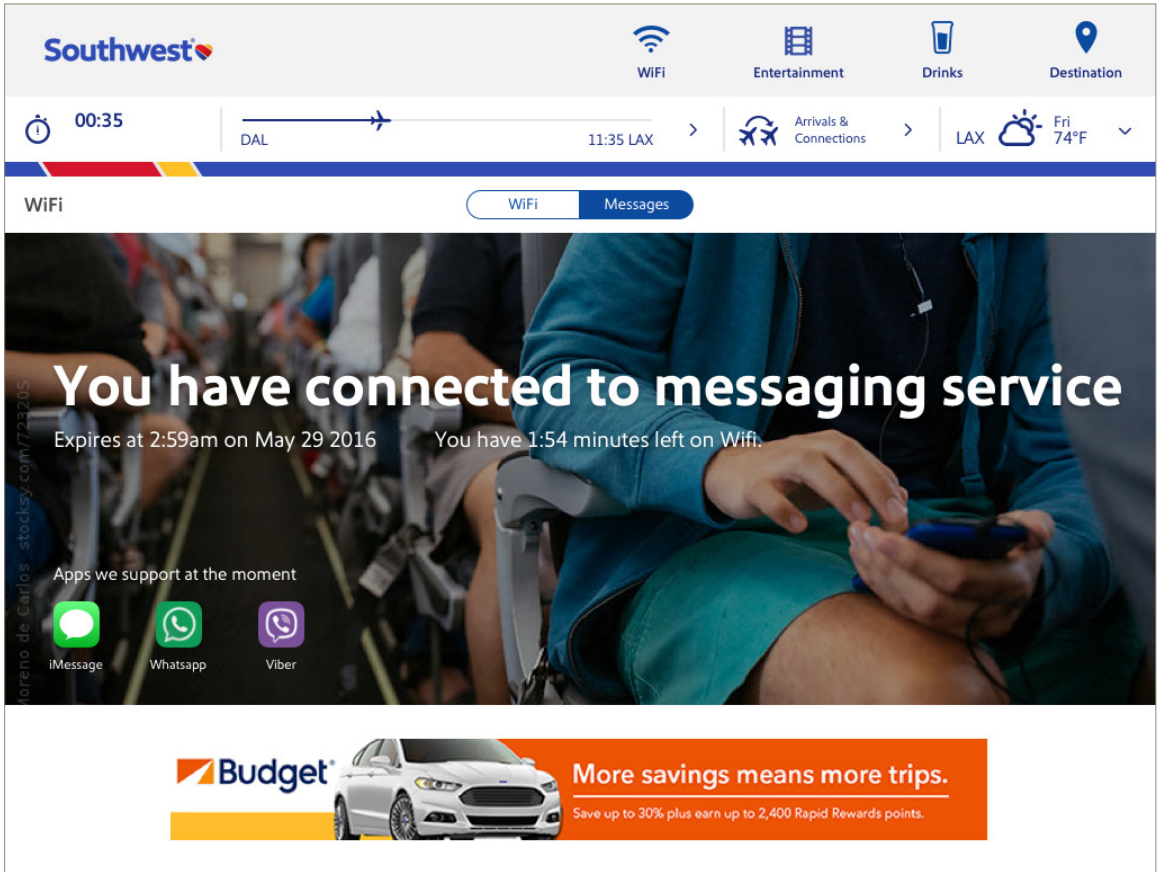
MESSAGING

Landing Page

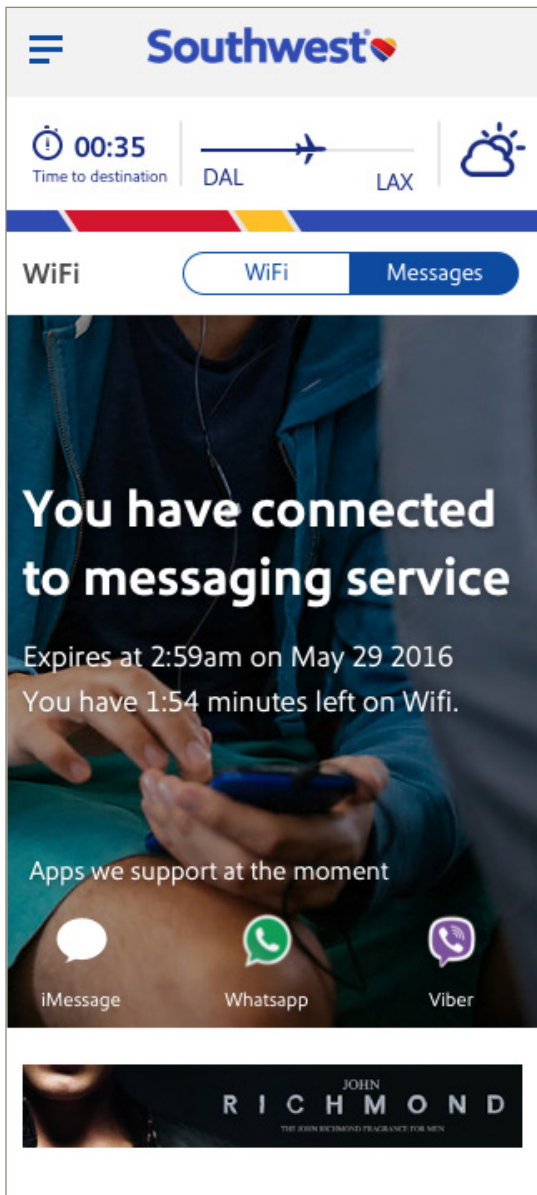
Chat With Friends - Connected

Big hero cover to promote the feature with confirmation text.

4.2.1.1 Message Detail after Purchase (U) (S2) (K).jpg



M - 4.2.1.1 Message Detail after Purchase (U) (S2) (K).jpg

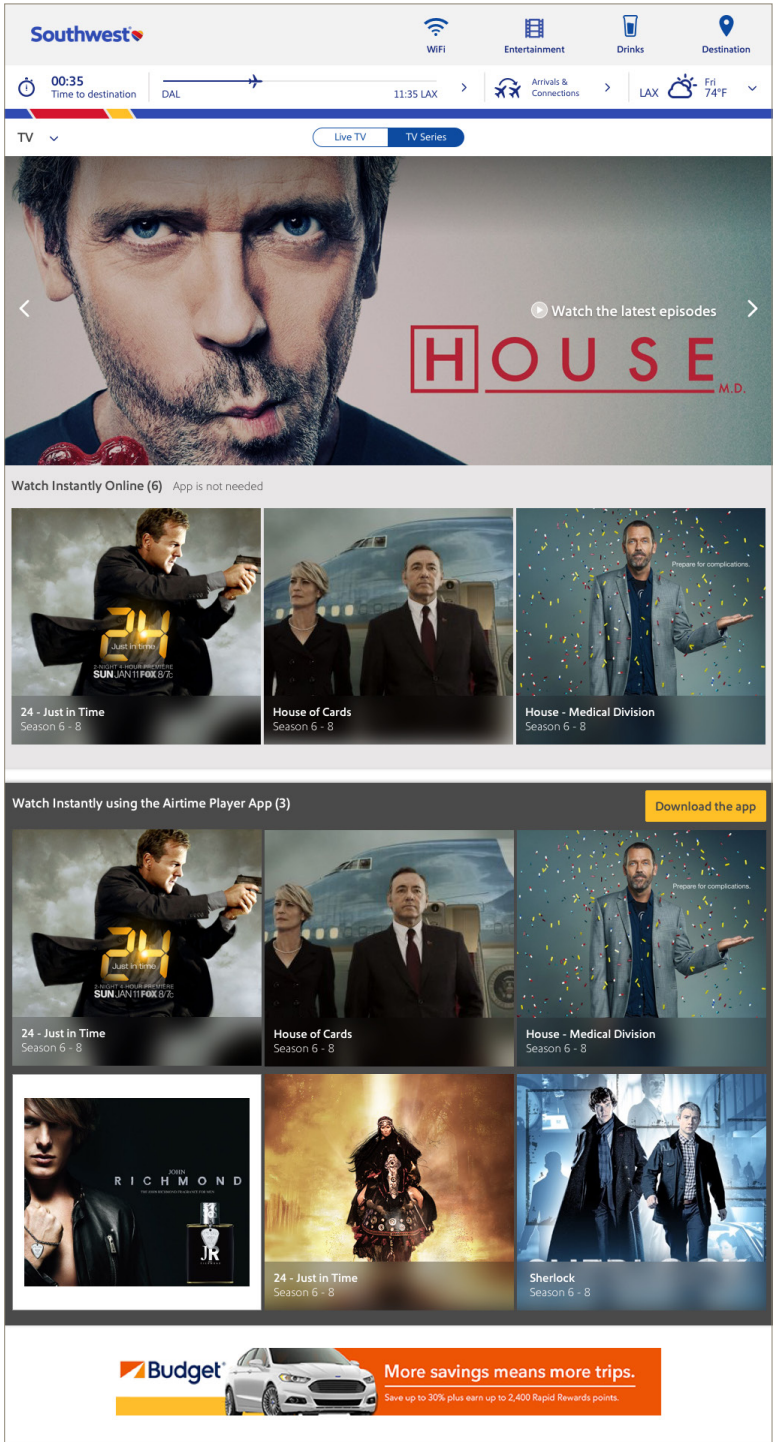


TV Landing page

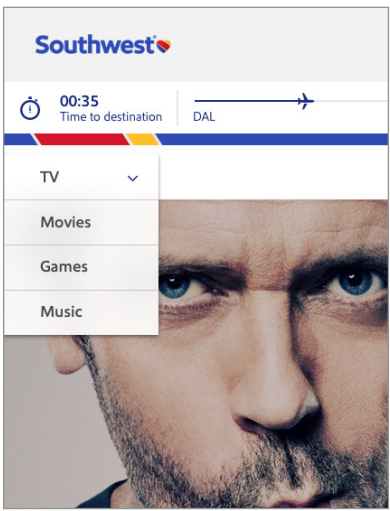
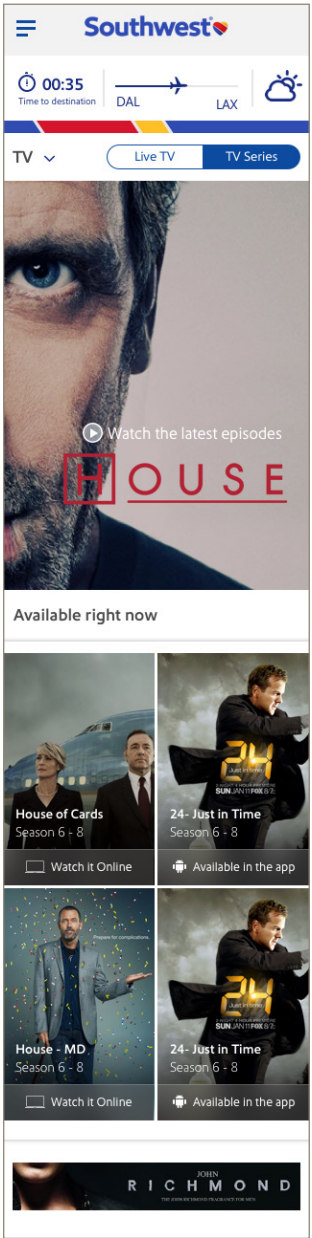
Big hero cover to display the most recent TV series or any content SWA wish to promote. Big TV square poster tiles allow the users to clearly understand the content also helped by the movie title at the bottom of each one.

On the mobile version the sections 'Watch instantly' and 'Watch instantly using the Airtime Player® App' merge together and they are differentiate by a different icon+caption, this to avoid confusion to the final users that might find themselves scrolling a long first section and not understanding why there's a second section below. In this way is clear even on a small display that we have two categories.

5.1.1.1 TV series Landing Android & IOS (S1)(C).jpg



M - 5.1.1.1 TV series Landing Android & IOS (S1)(C).jpg



Drop Down Menu Behaviour on Desktop and Tablet

TV Landing page - Synopsis

The big hero cover can display a synopsis of the related movie on tapping the related CTA

5.1.1.2 TV Synopsis Android & IOS (S1) (C).jpg

M - 5.1.1.2 TV Synopsis Android & IOS (S1) (C).jpg



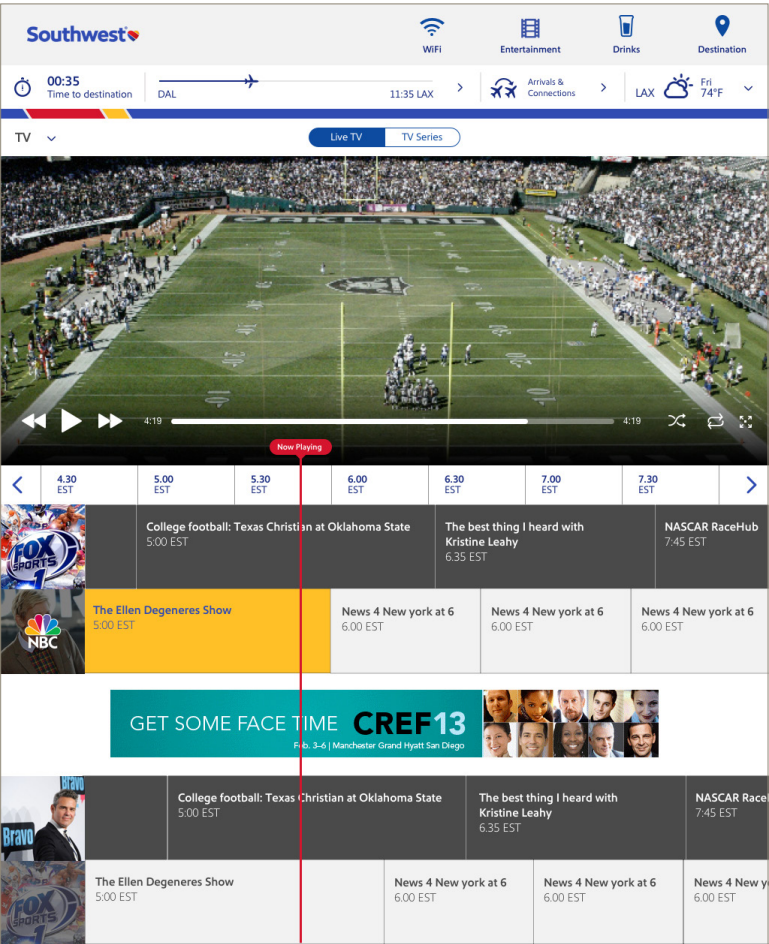
LIVE TV

Home

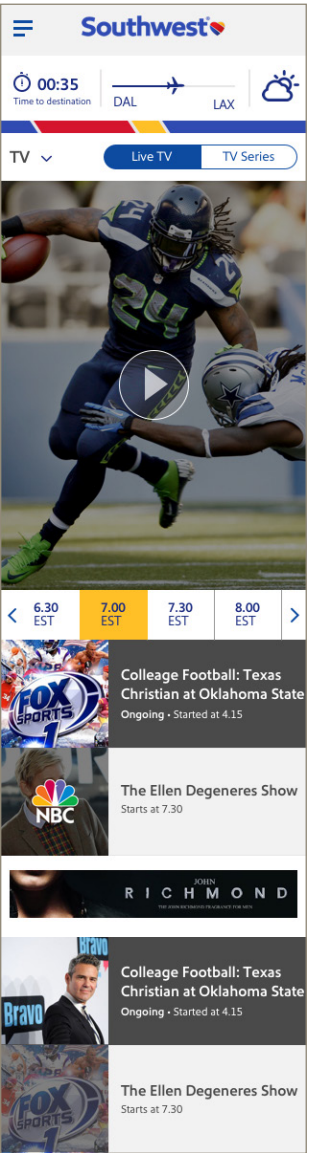
Live TV Landing page

Big hero cover to display the most recent interesting live event or any live content SWA wish to promote.
Big EPG section allow the users to clearly understand the upcoming program.

5.2.1 Live TV landing (S1) (C).jpg



M - 5.2.1 Live TV landing (S1) (C).jpg

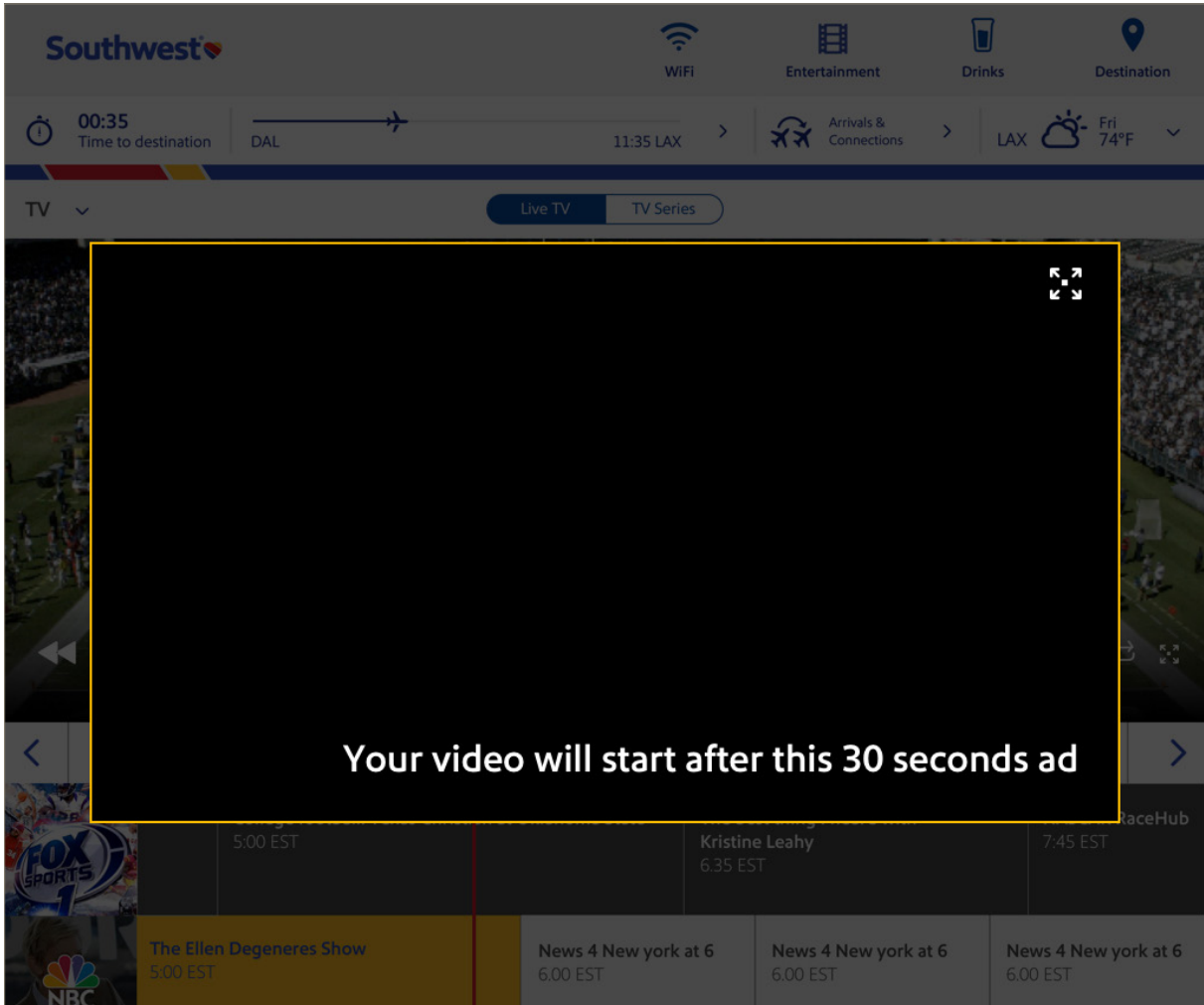


LIVE TV

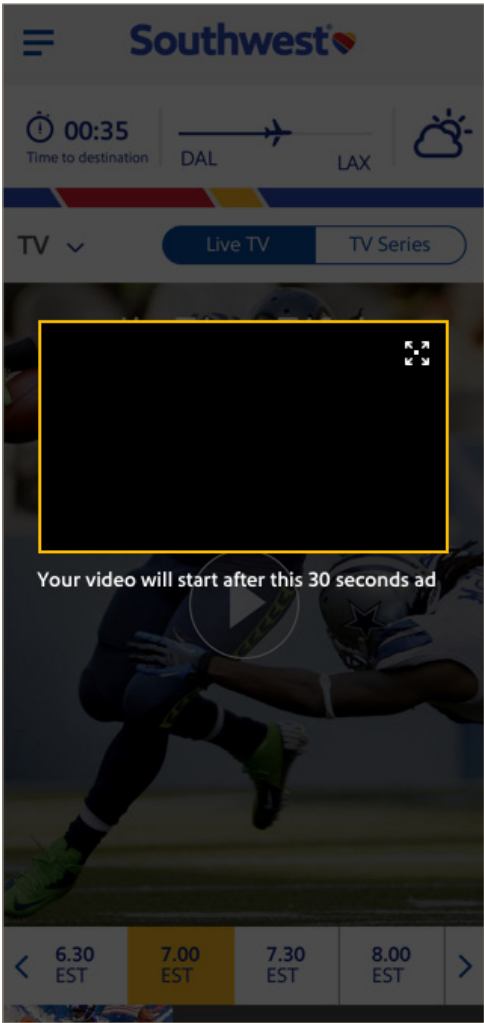
30s Ads

30 seconds Ads
before video Playing

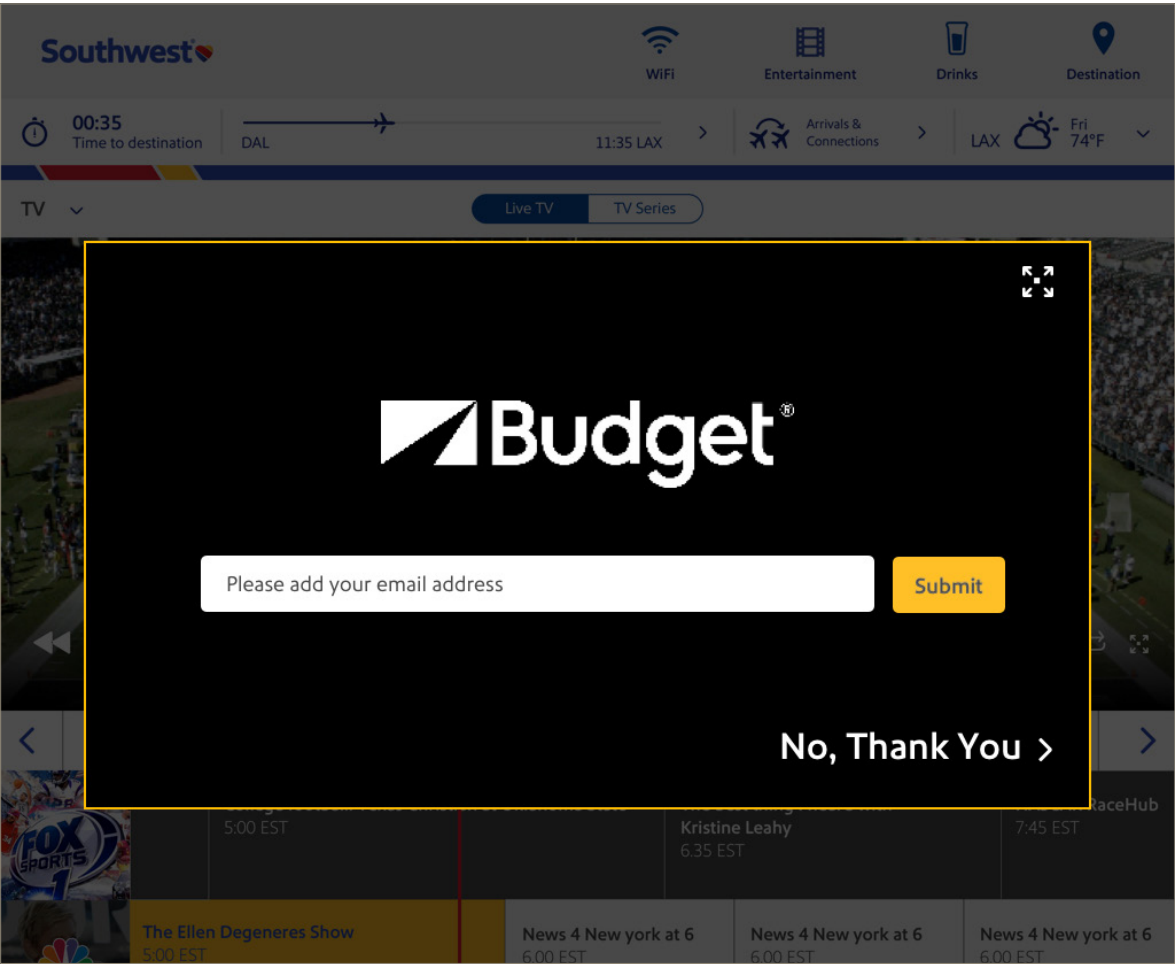
5.2.2 30s AD (S1) (C).jpg



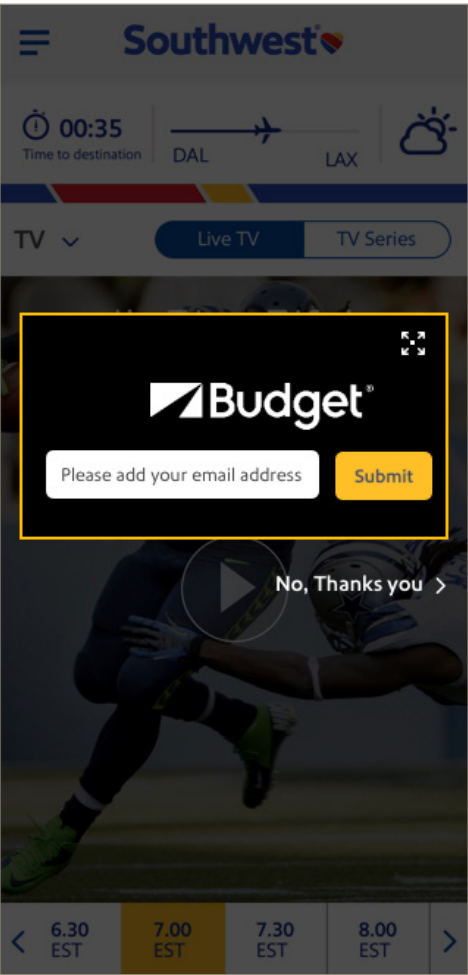
M - 5.2.2 30s AD (S1) (C).jpg



5.2.3 TV Ads End Page (S1) (C).jpg



M - 5.2.3 TV Ads End Page (S1) (C).jpg



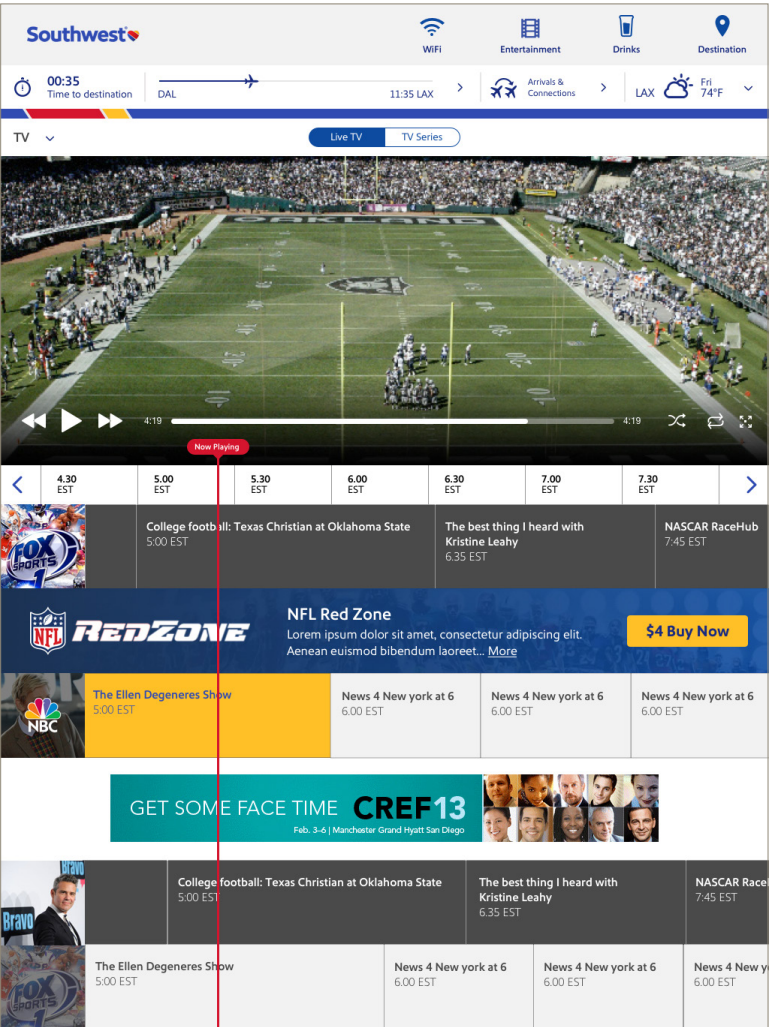
LIVE TV

NFL Landing Page

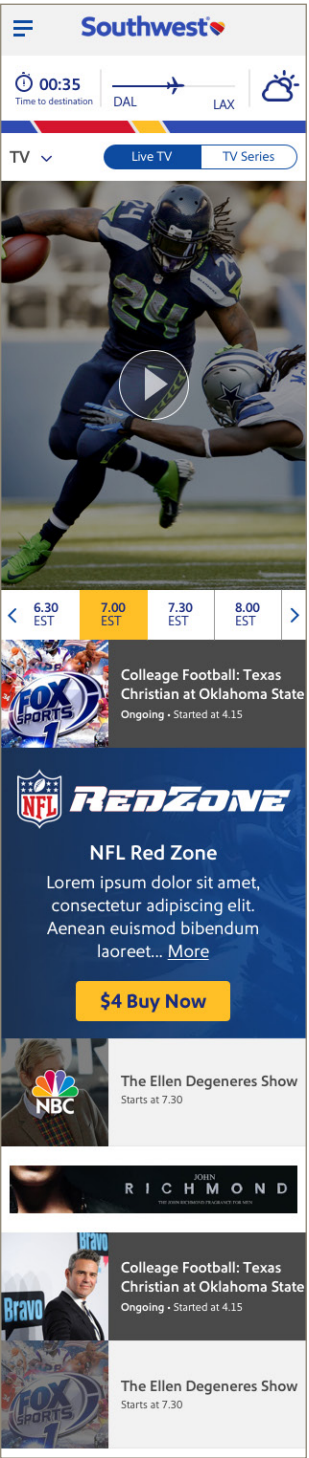
Live TV NFL Landing page

The EPG section allow SWA to introduce sponsored events that the final user can buy.

5.2.4.1 Live TV landing NFL (S1)(C).jpg



M - 5.2.4.1 Live TV landing NFL (S1)(C).jpg



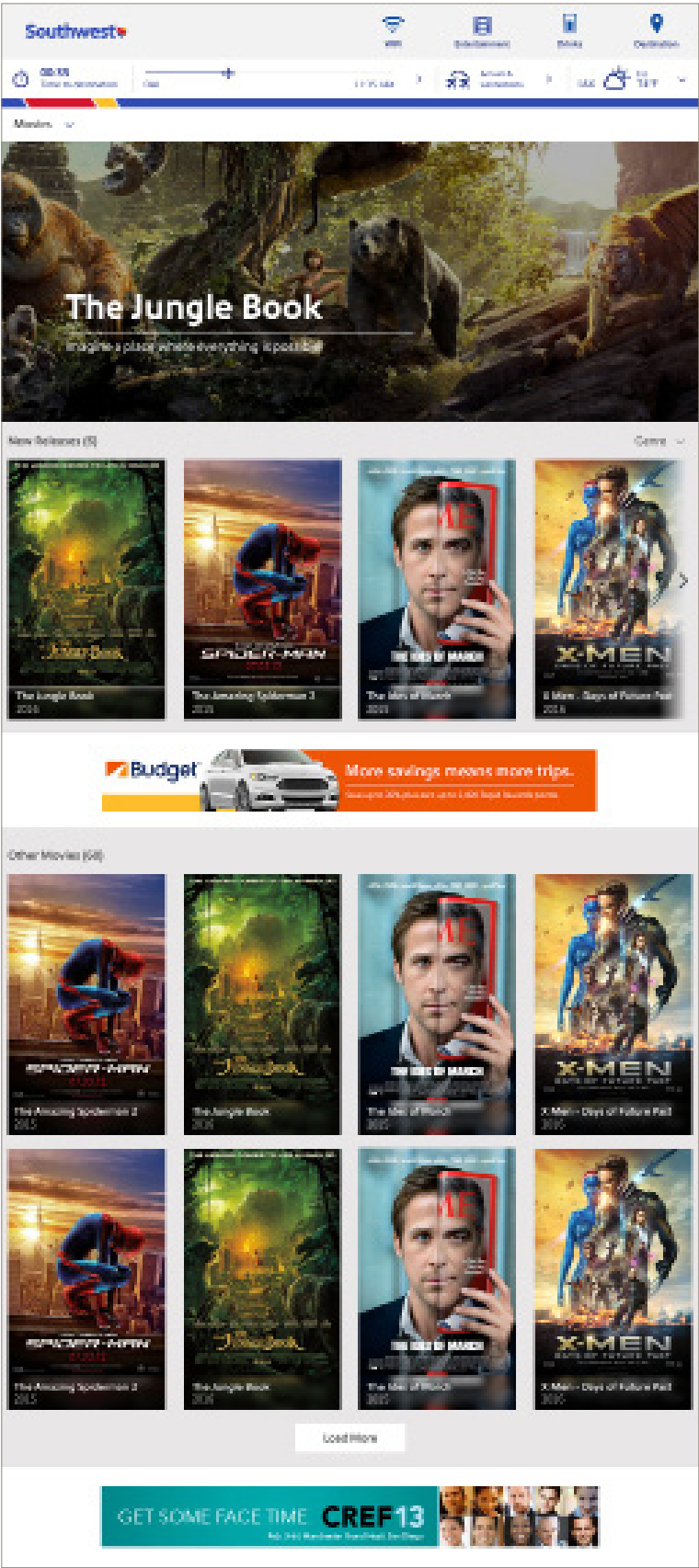
MOVIES

Home

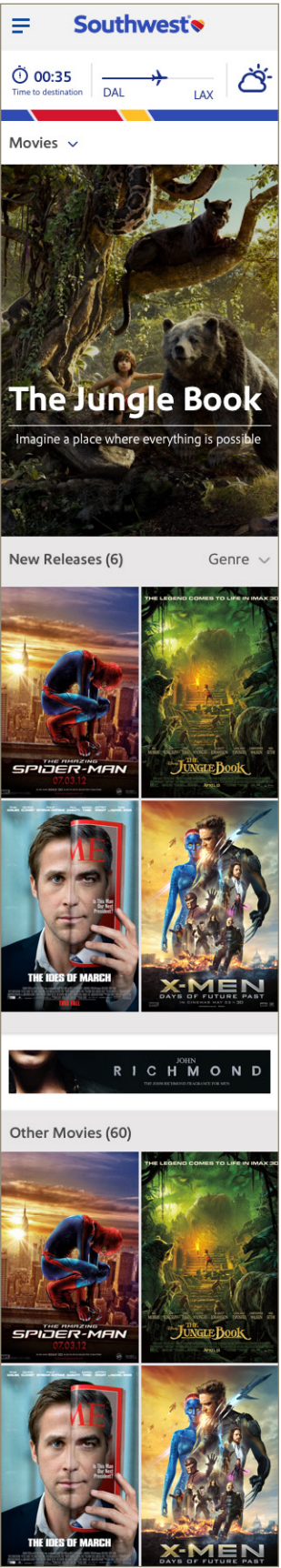
Movies Landing page

Big hero cover to display the most recent movie or any content wish to promote. Big movie poster tiles allow the users to clearly understand the content also helped by the movie title at the bottom of each one

5.3.1 Movies Landing (S2) (L)(K).jpg



M - 5.3.1 Movies Landing (S2) (L)(K).jpg



MOVIES

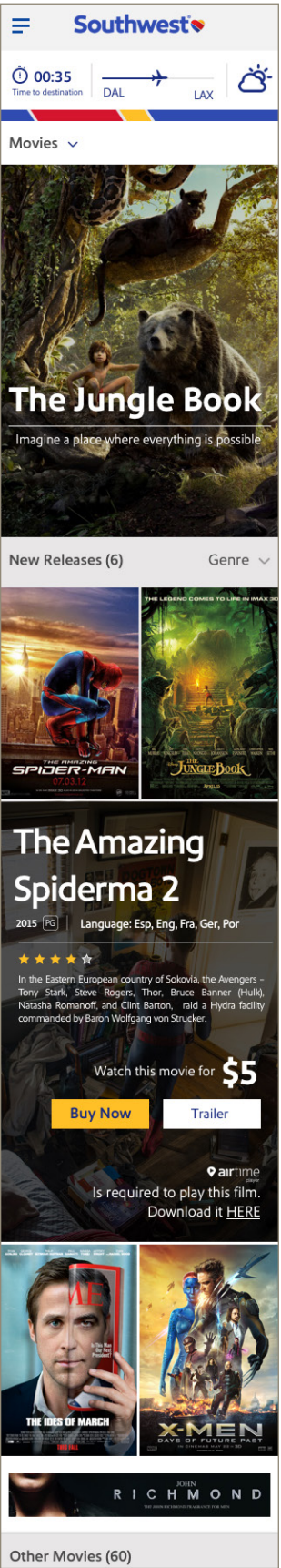
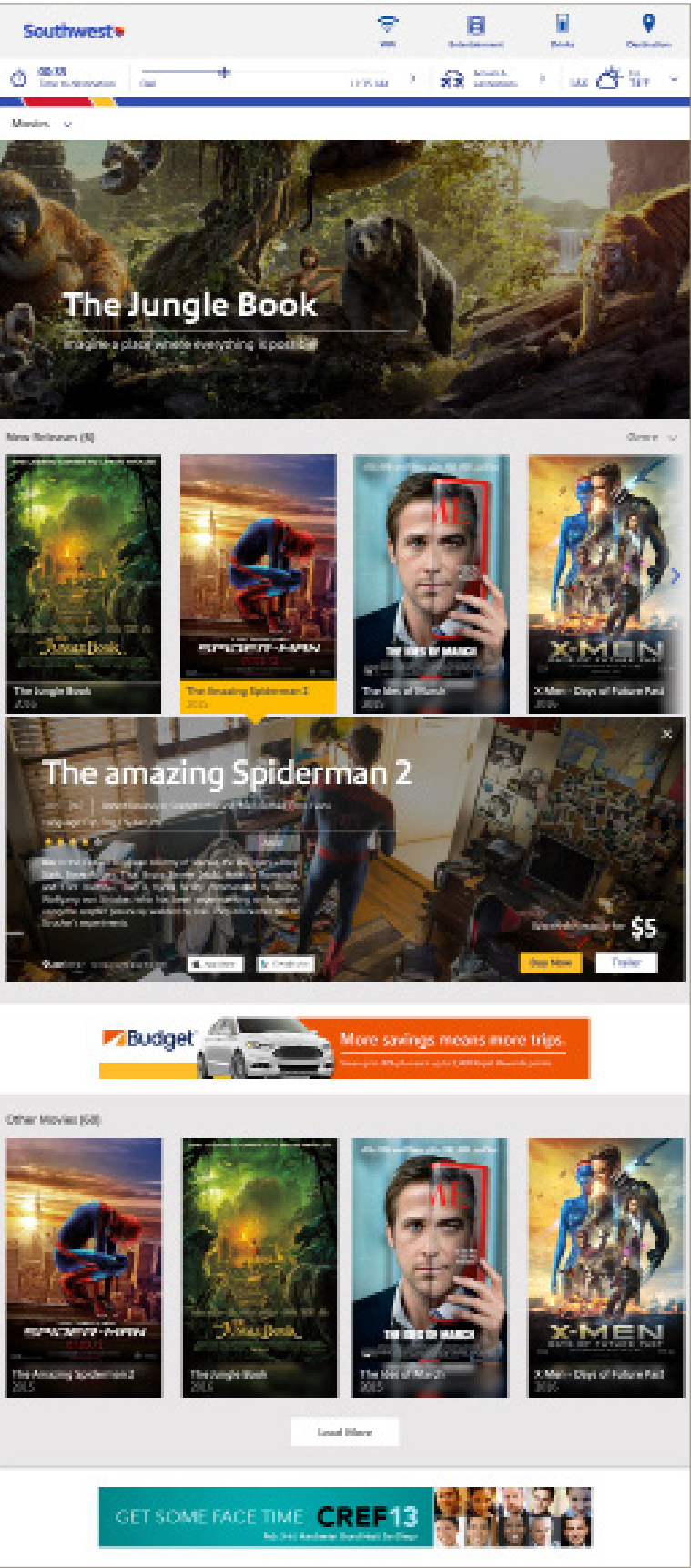
Home

Movies Landing page - Synopsis

The big hero cover can display a synopsis of the related movie on tapping the related CTA

5.3.2 Movies Synopsis (S2) (L) (K).jpg

M - 5.3.2 Movies Synopsis (S2) (L) (K).jpg



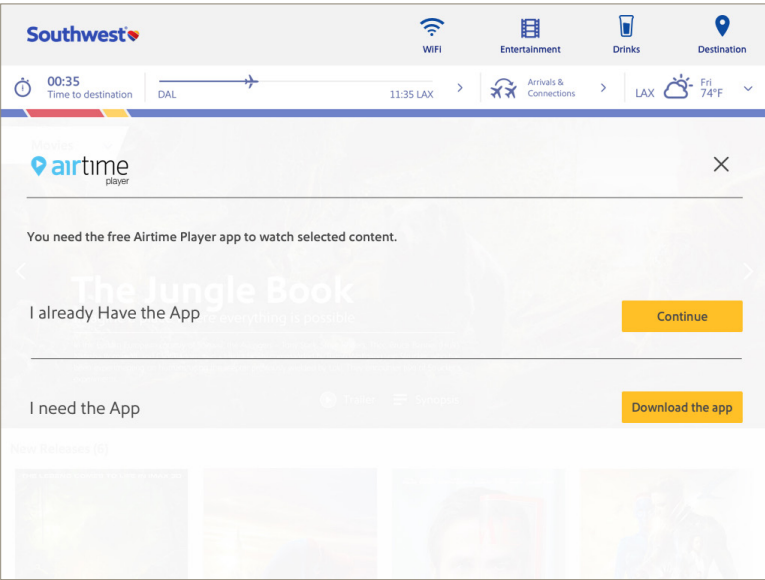
MOVIES

Pop Ups

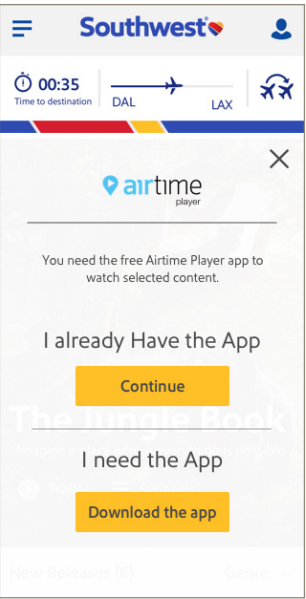
Movies Landing page - Pop Ups

Various scenarios Pop Ups

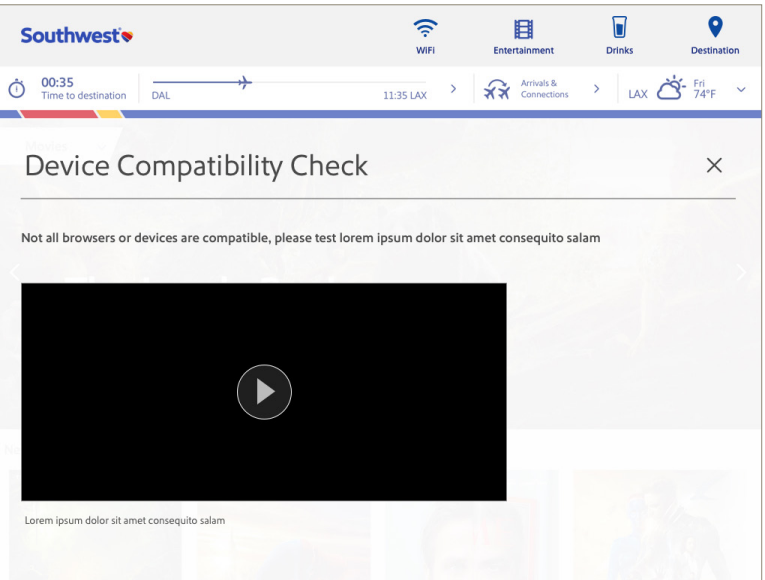
5.3.3.2.1 APP Enquiry (S2) (N).jpg



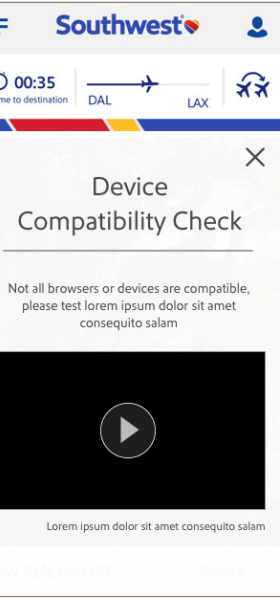
M - 5.3.3.2.1 App Enquiry (S2) (N)



5.3.3.2.2 Sample Video Test (S2) (K).jpg



M - 5.3.3.2.2 Sample Video Test (S2) (K).jpg



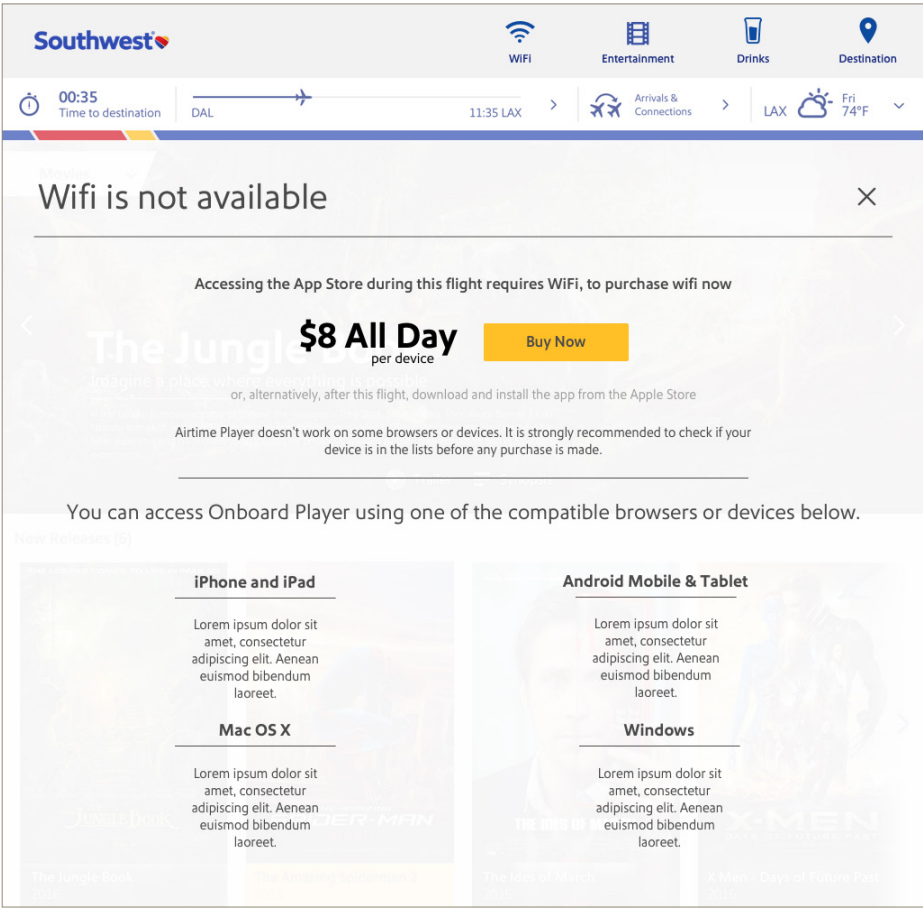
MOVIES

Pop Ups

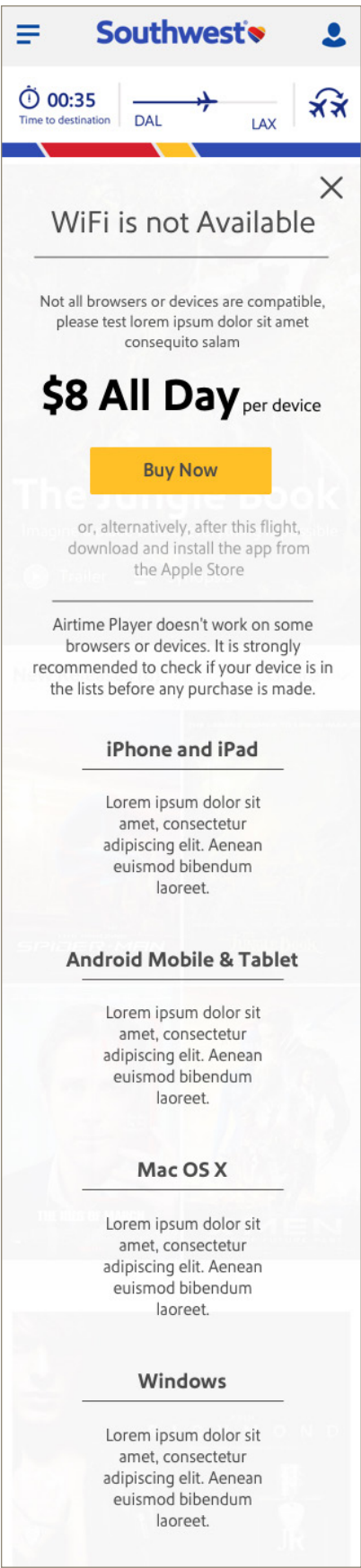
Movies Landing page - Pop Ups

Various scenarios Pop Ups

5.3.3.2.4 Wifi Prompt (S2) (N).jpg



<No intersecting link>



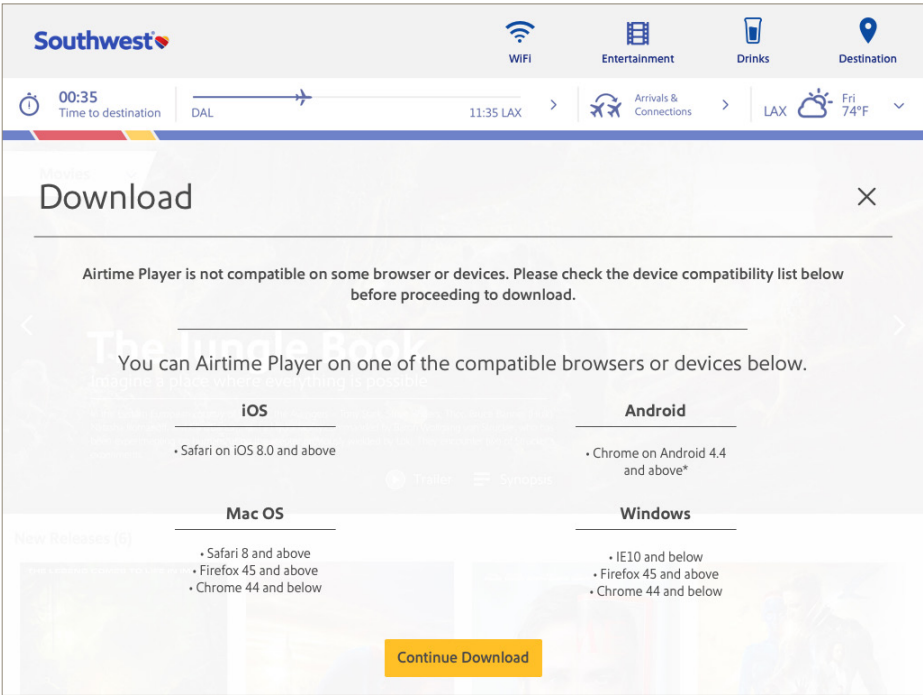
MOVIES

Pop Ups

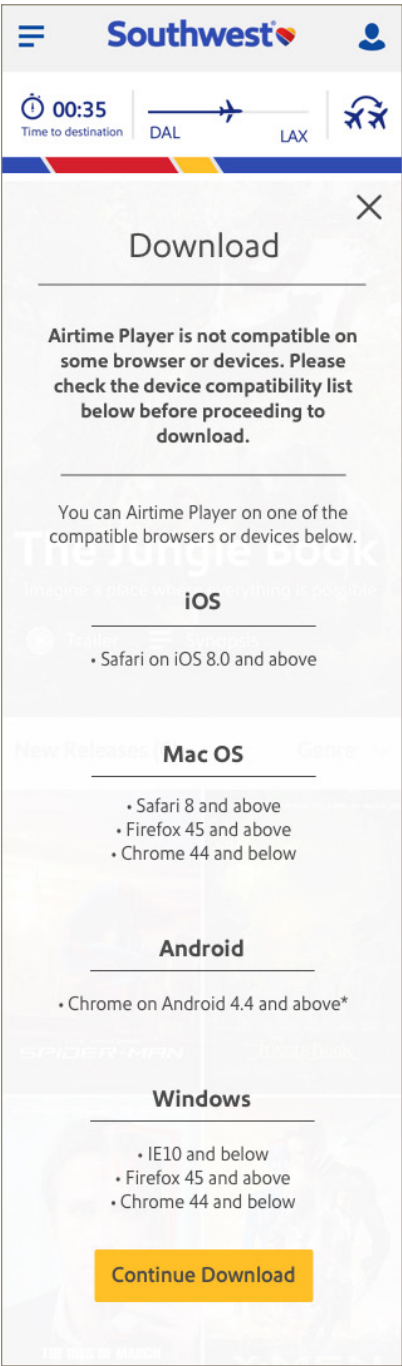
Movies Landing page - Pop Ups

Various scenarios Pop Ups

5.3.3.2.5 Non compatible device lists (S2) (K).jpg



M - 5.3.3.2.5 Non compatible device lists (S2) (K).jpg



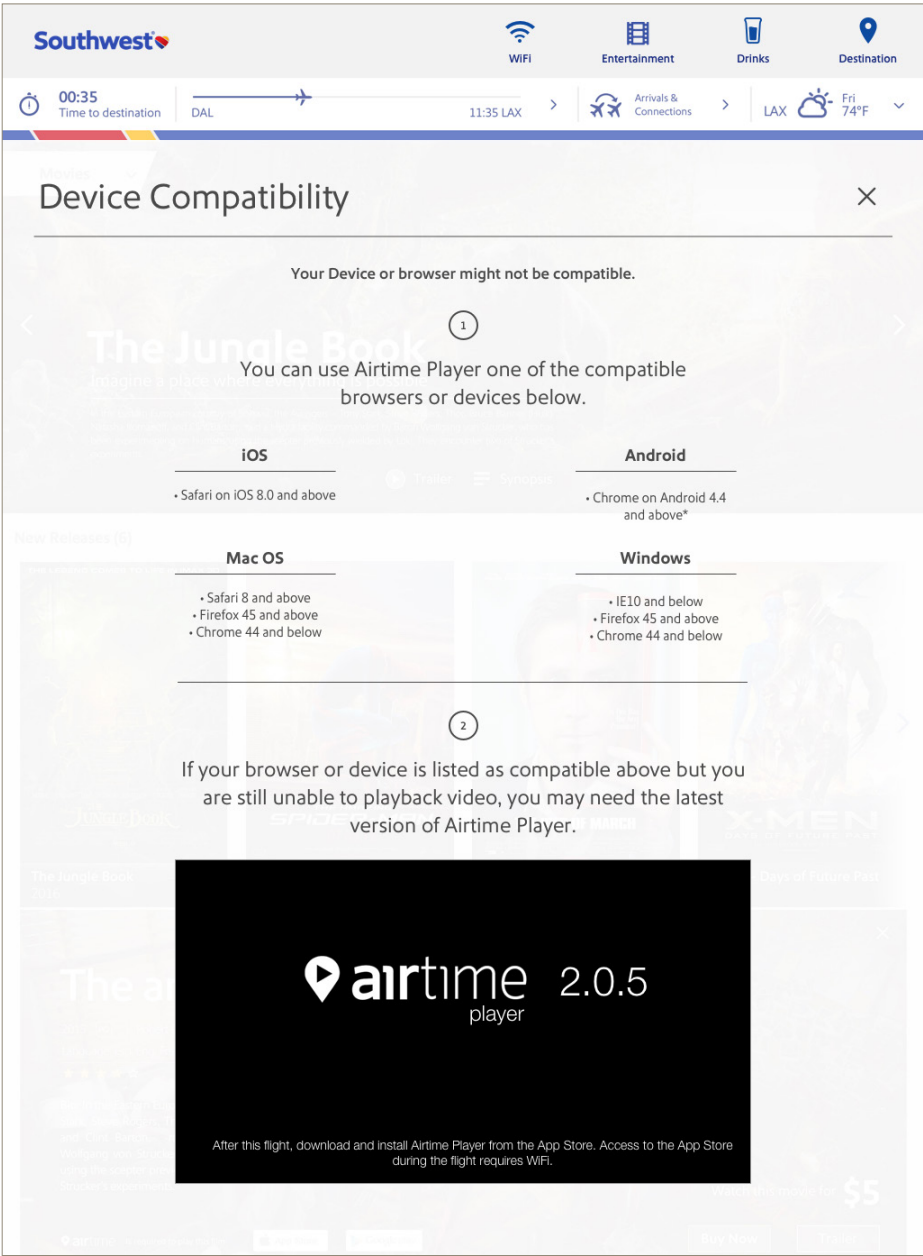
MOVIES

Pop Ups

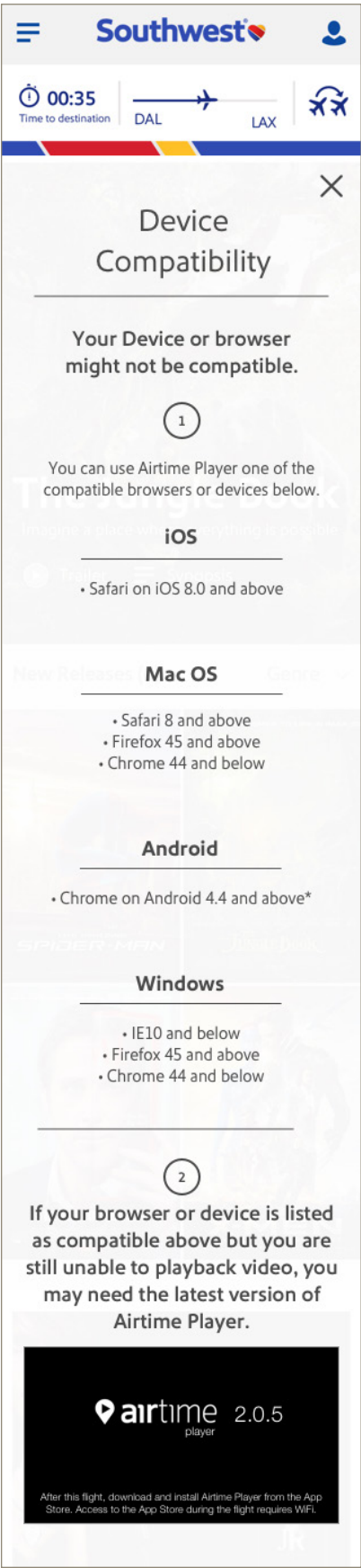
Movies Landing page - Pop Ups

Various scenarios Pop Ups

5.3.3.2.6 End Page (S2) (K).jpg



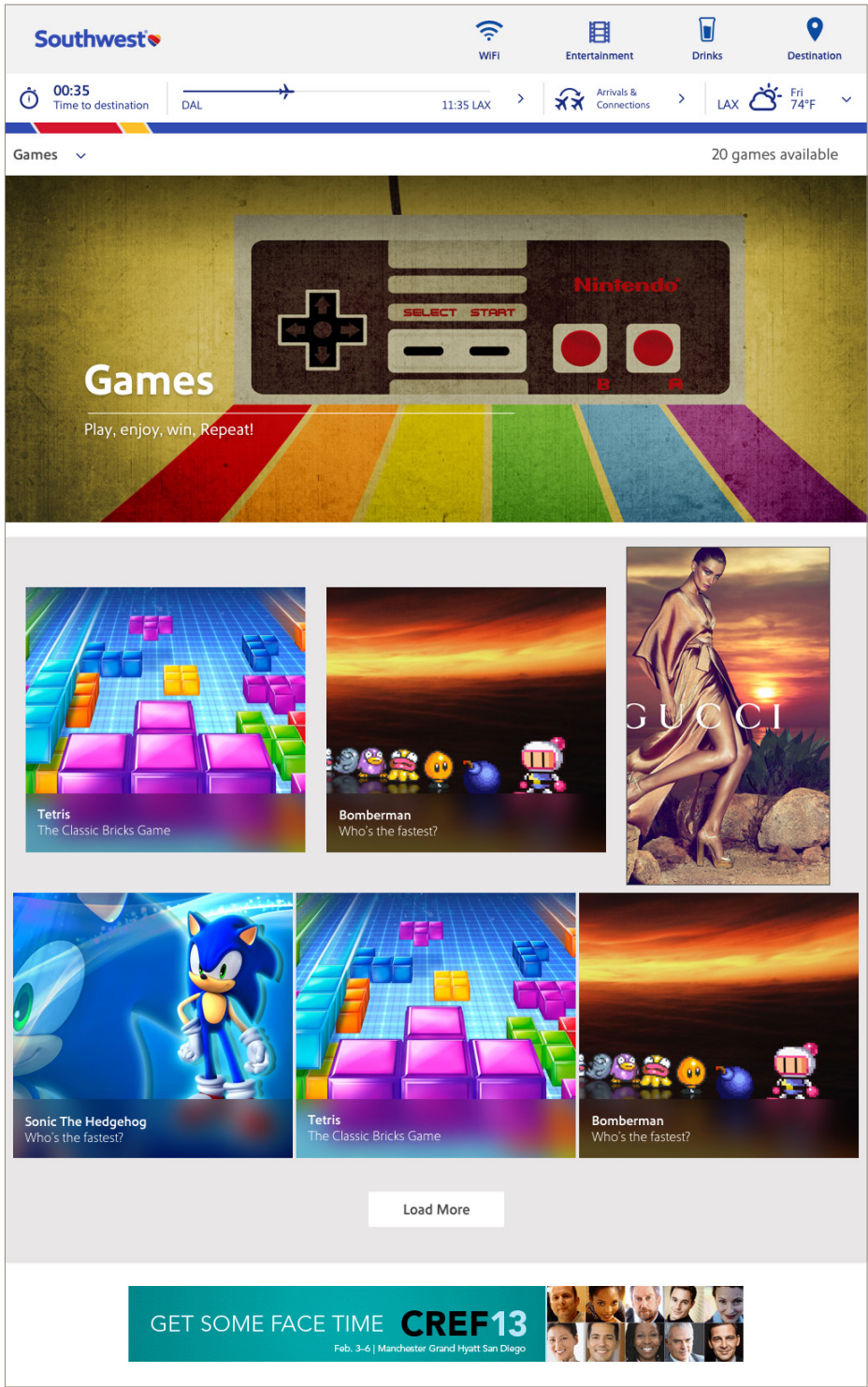
M - 5.3.3.2.6 End Page (S2) (K).jpg



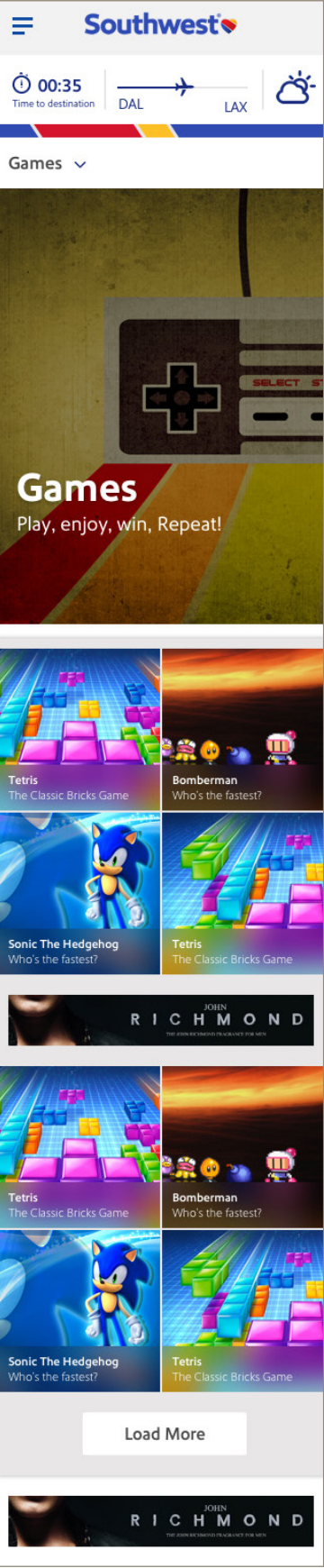
Games Landing page

Big hero cover to display the most important Games or any content SWA wish to promote.
Big square game cover tiles allow the users to clearly understand the content also helped by the game title at the bottom of each one.

5.4.1 Games Landing (S3)(K).jpg



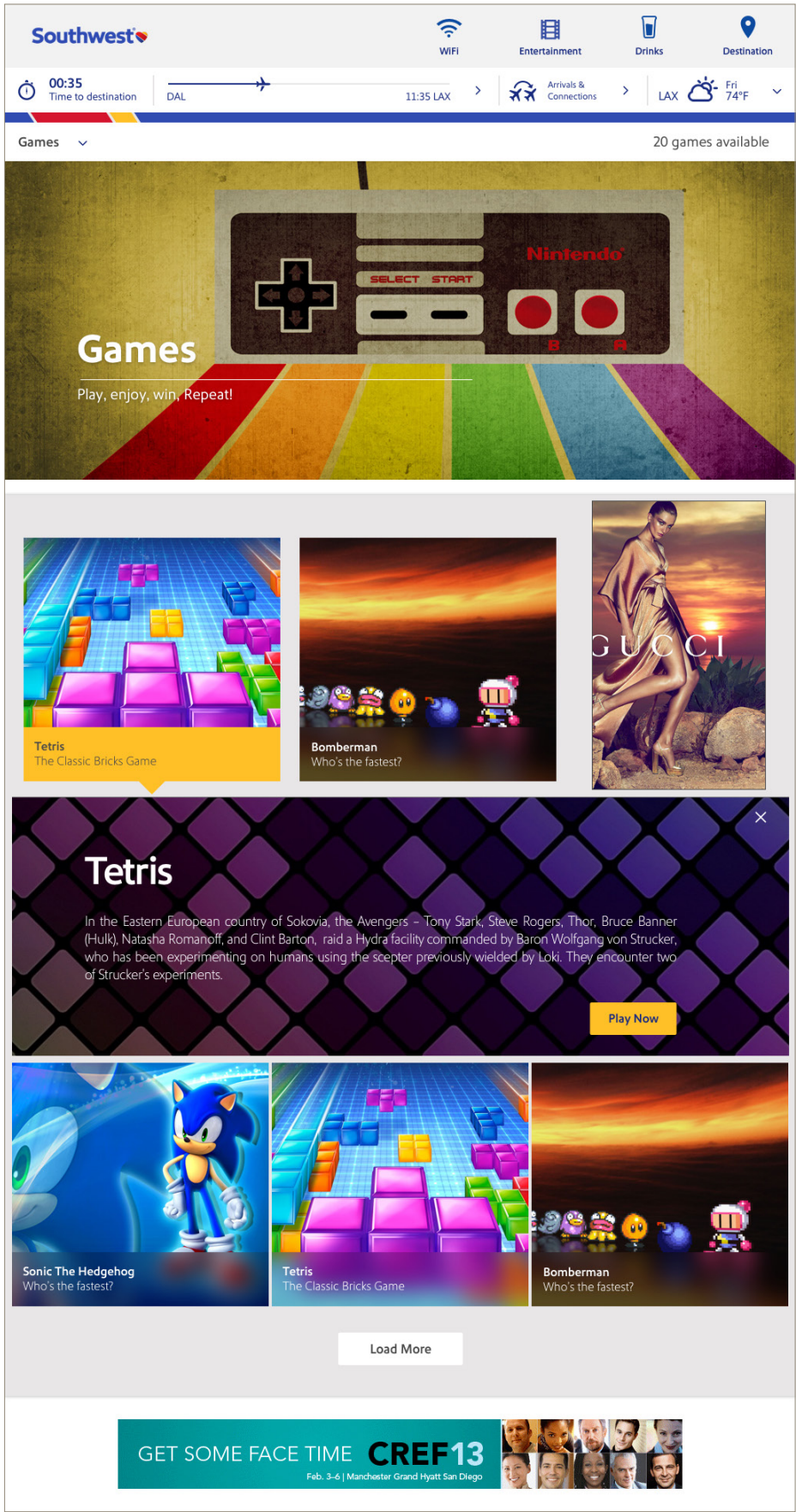
M - 5.4.1 Games Landing (S3)(K).jpg



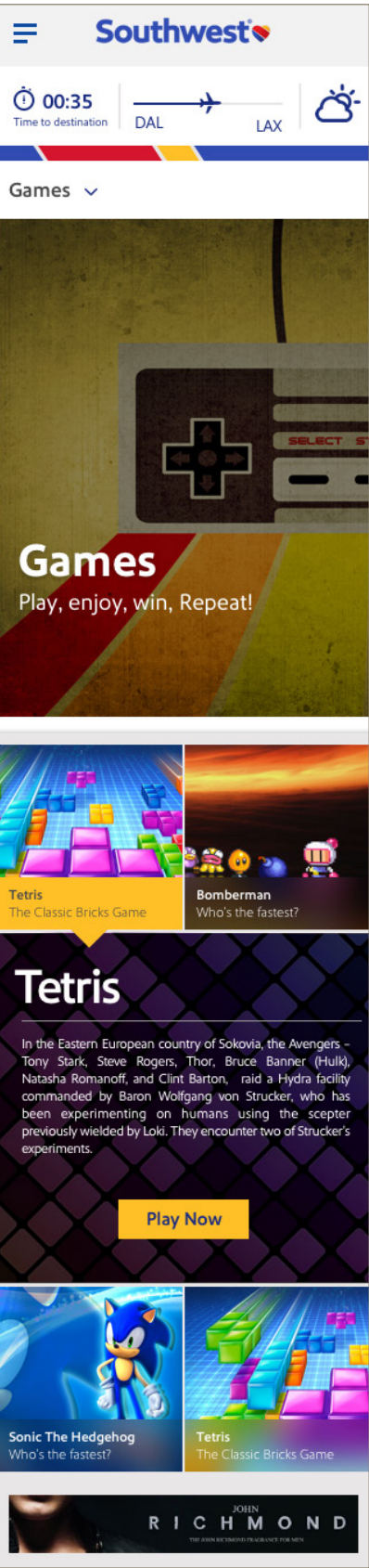
Games - Synopsis

Big hero cover to display the most important Games or any content SWA wish to promote.
Big square game cover tiles allow the users to clearly understand the content also helped by the game title at the bottom of each one.

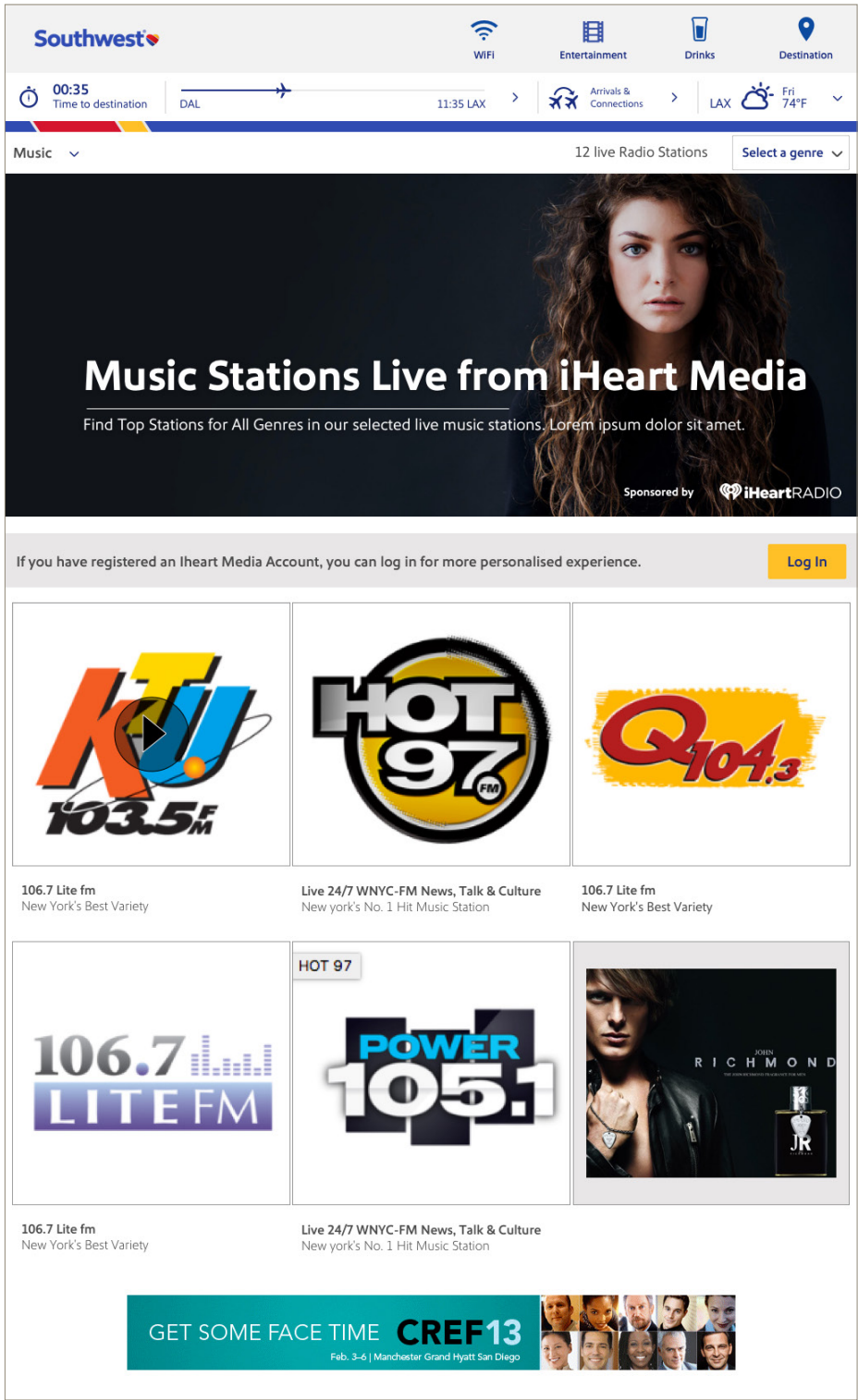
5.4.2 Games Synopsis (S3)(K).jpg



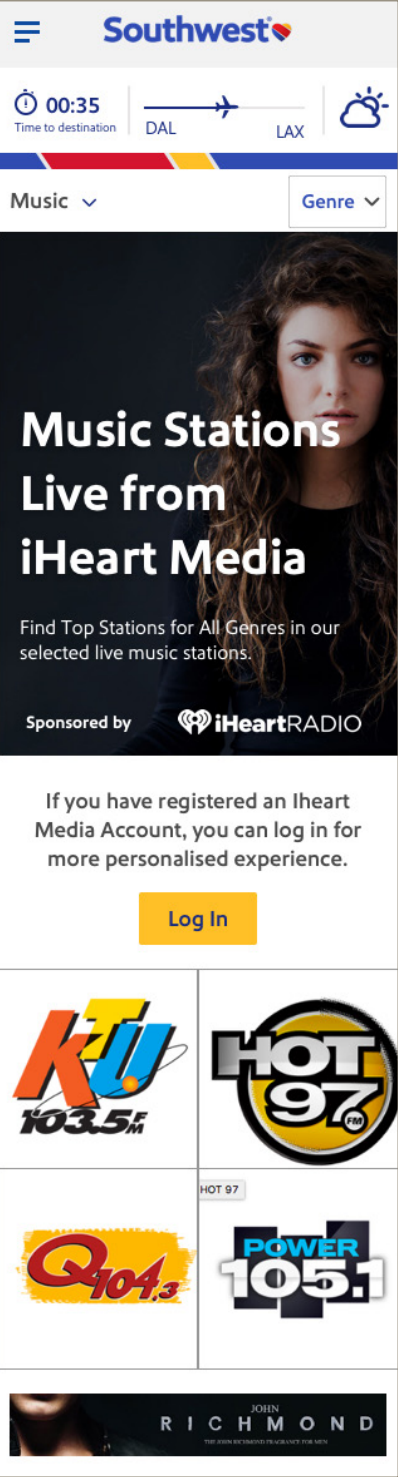
M - 5.4.2 Games Synopsis (S3)(K).jpg



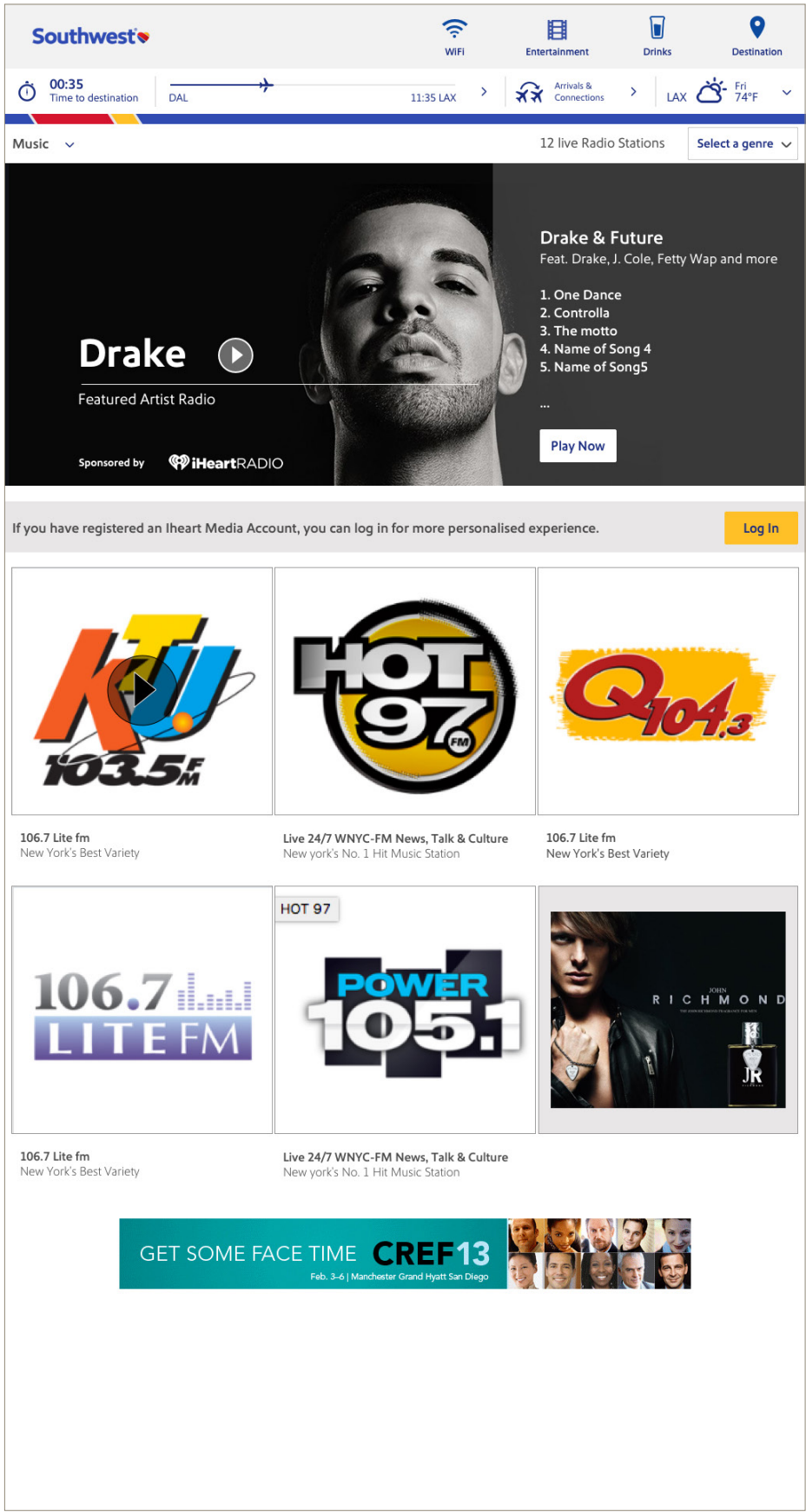
5.6.1 Music Landing Guest (S3).jpg



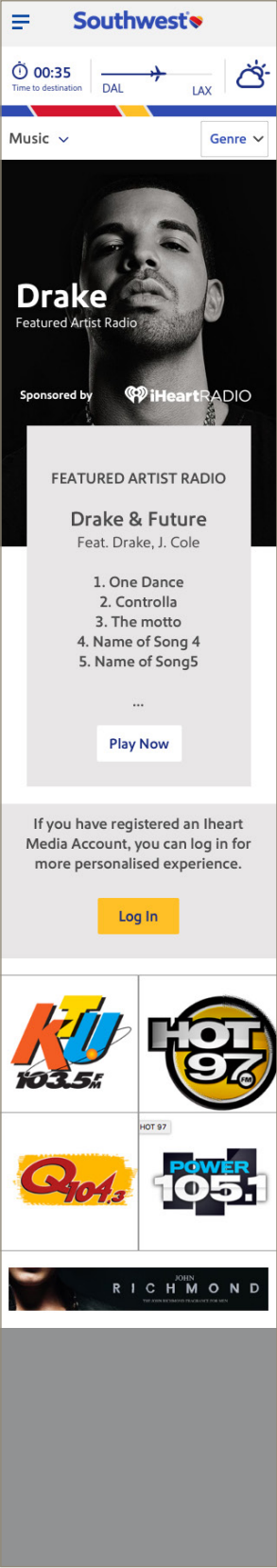
M - 5.6.2 Music Synopsis (S3) (K).jpg



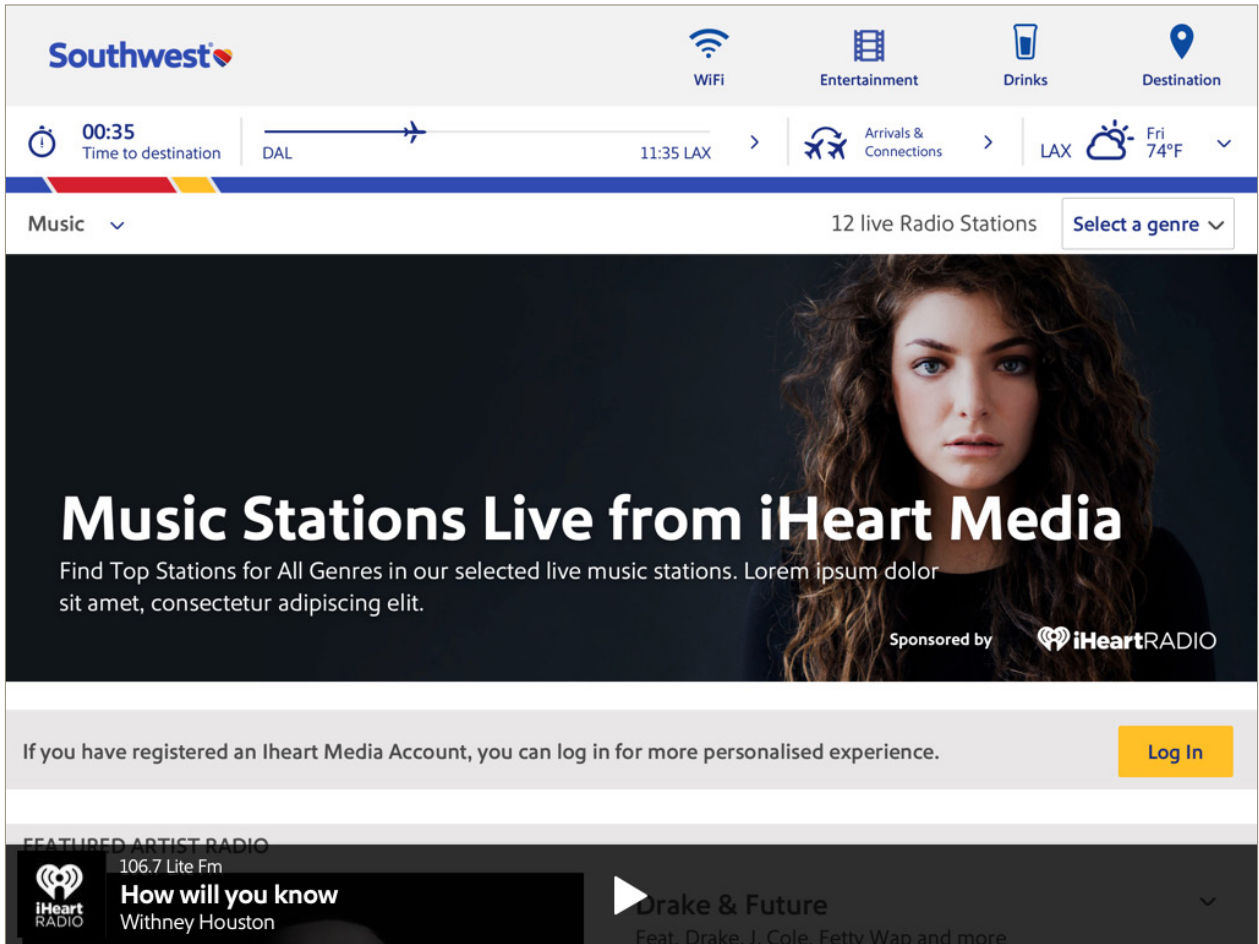
5.6.2 Music Featured Artist (S3).jpg



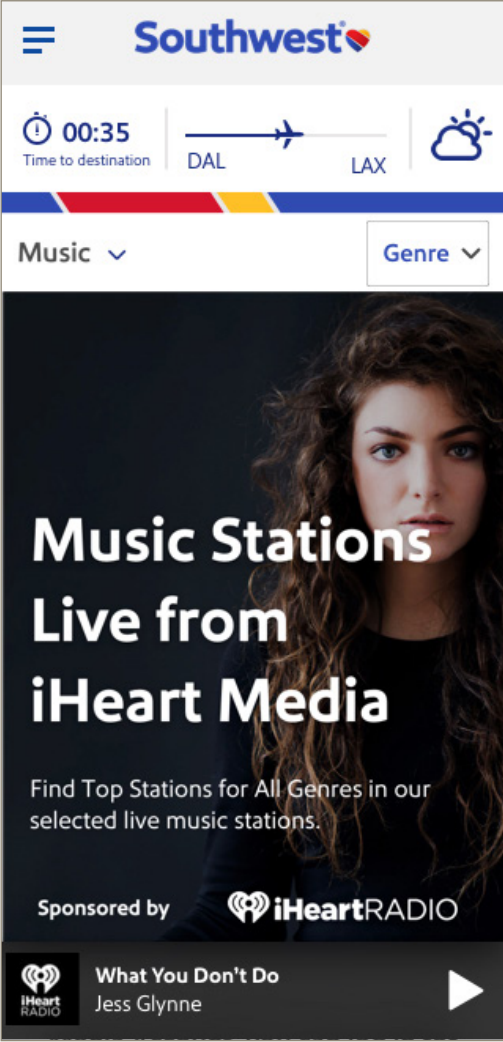
M - 5.6.2 Music Featured Artist (S3).jpg



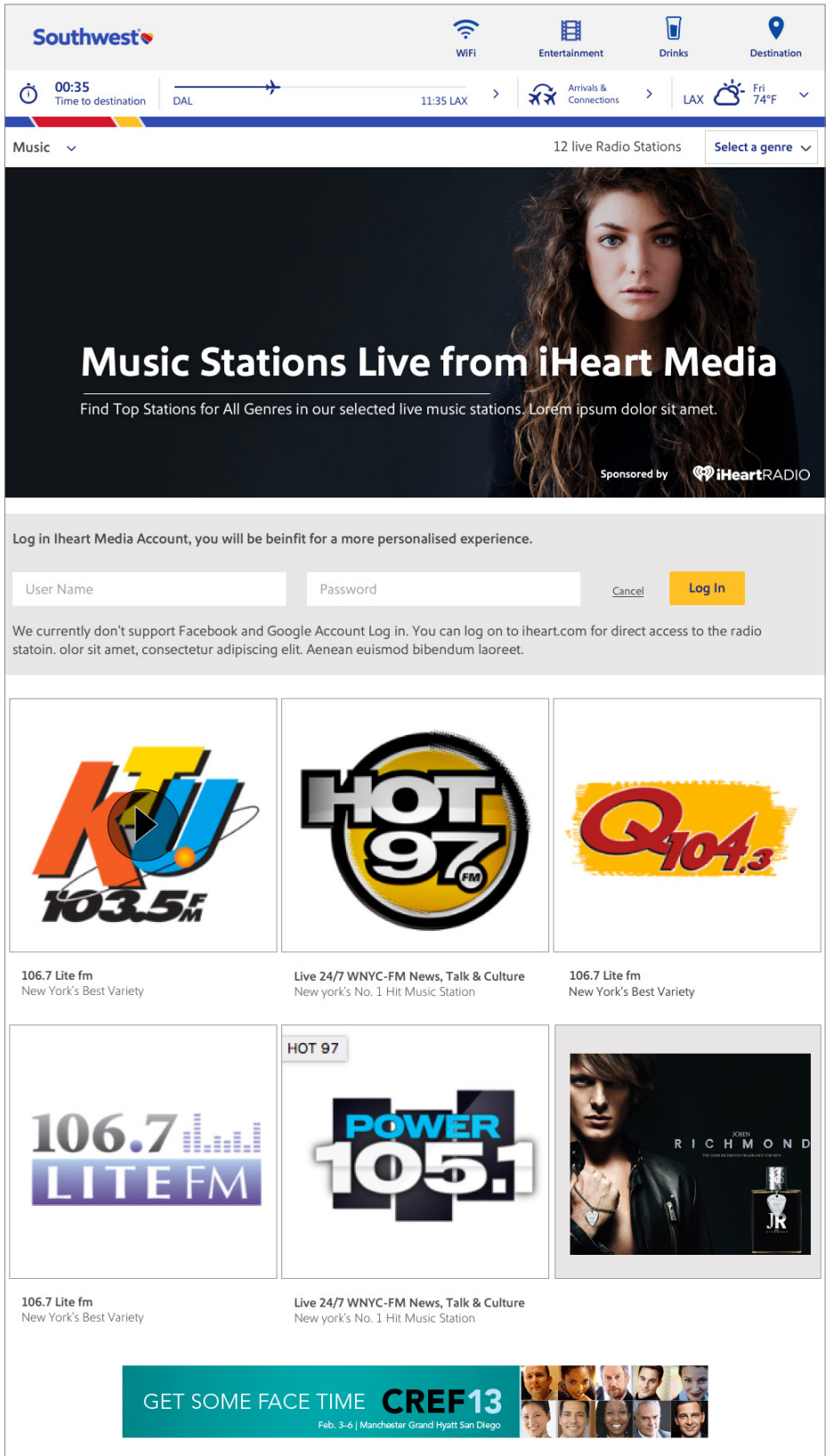
5.6.3 Music Playing Guest (S3).jpg



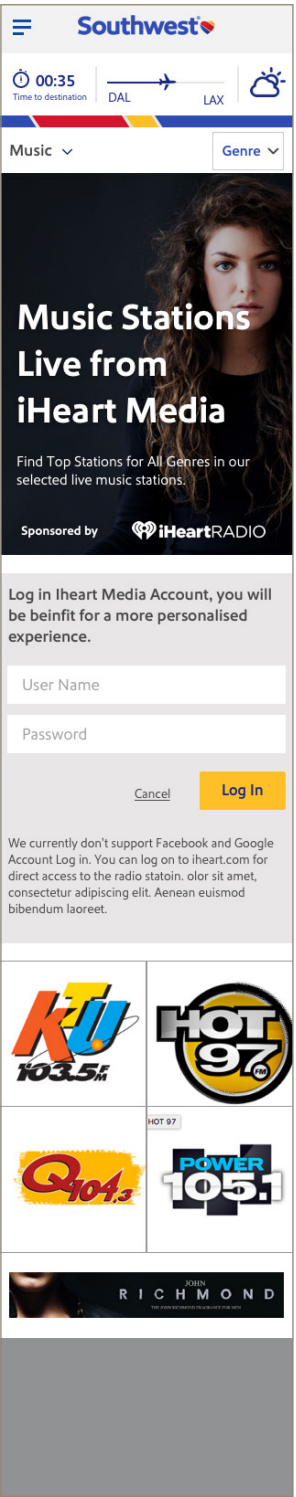
M - 5.6.3 Music Playing Guest (S3).jpg



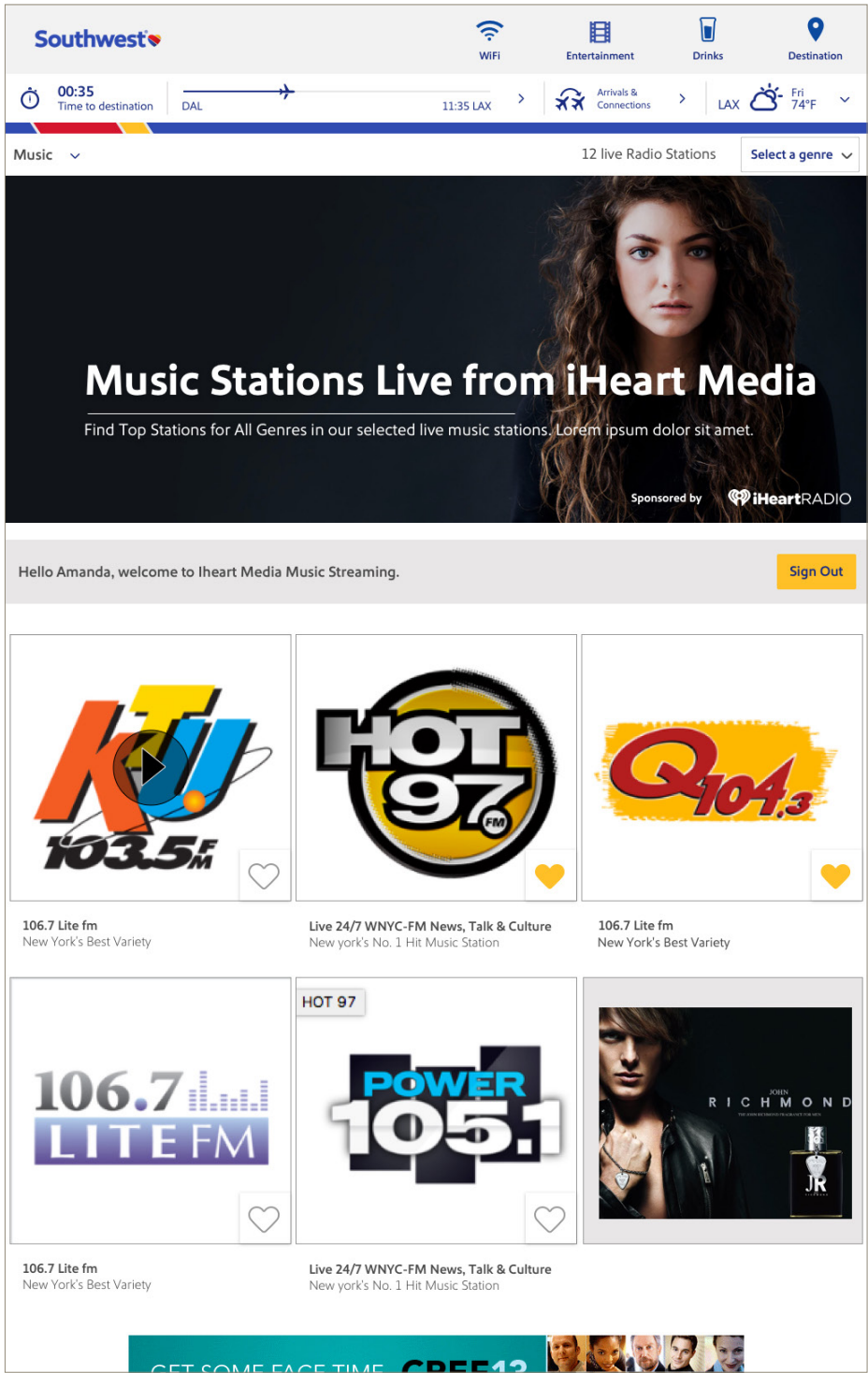
5.6.4 Music Log In Panel (S3).jpg



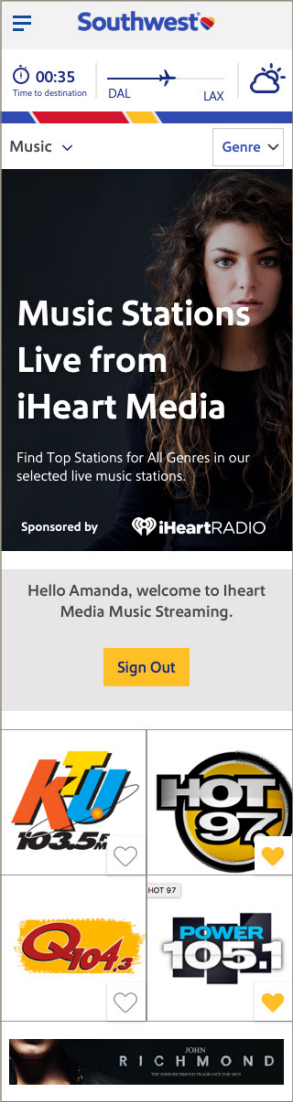
M - 5.6.4 Music Log In Panel (S3).jpg



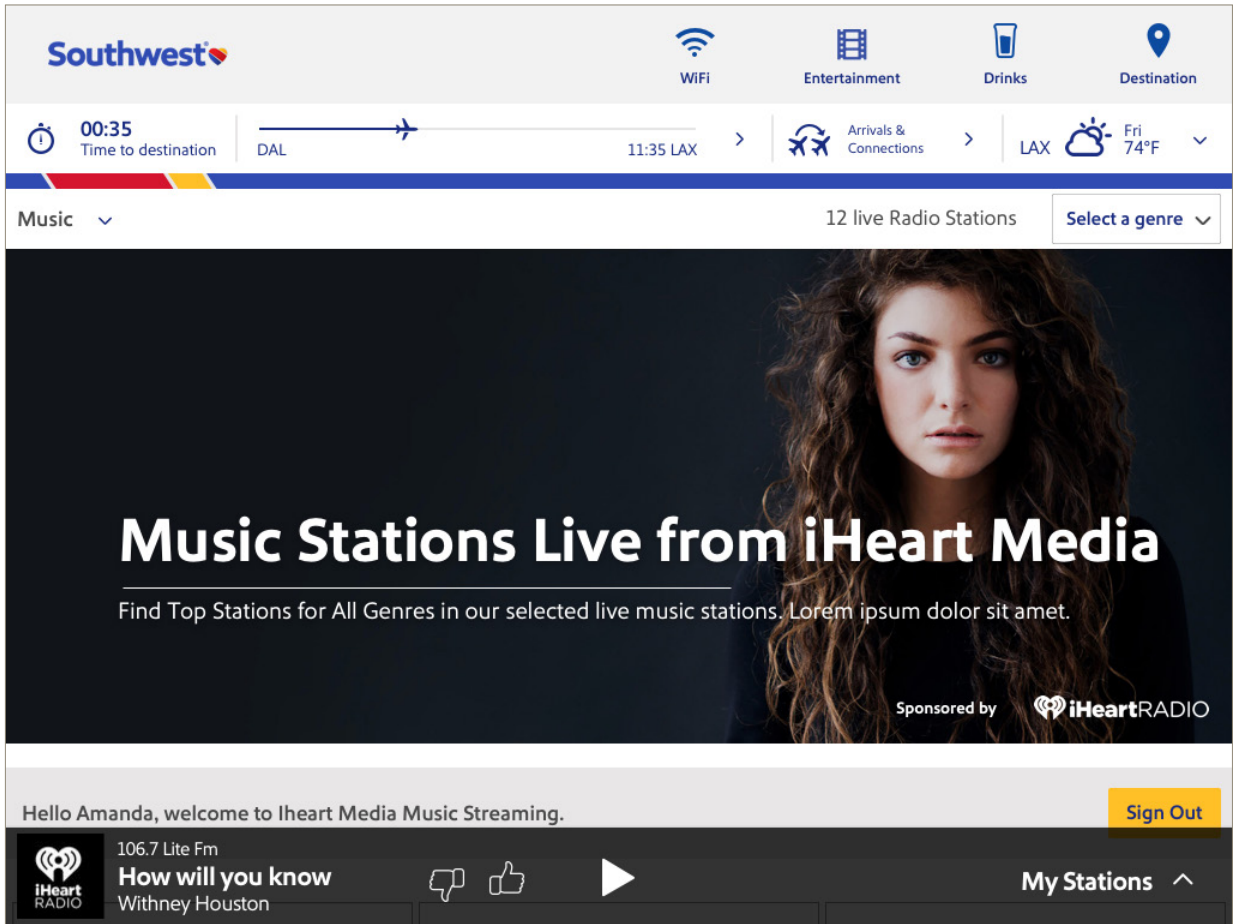
5.6.6 Music Landing Logged in (S3).jpg



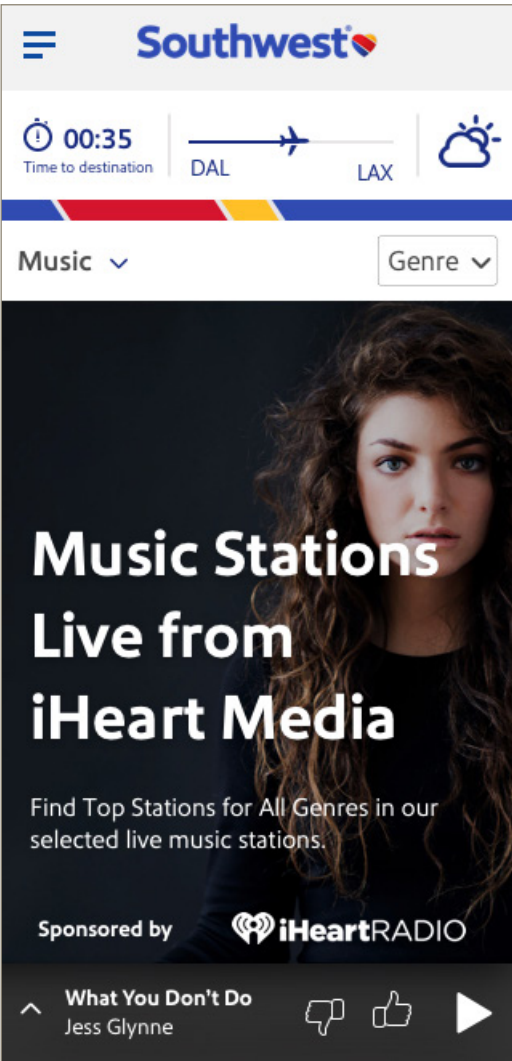
M - 5.6.6 Music Landing Logged in (S3).jpg



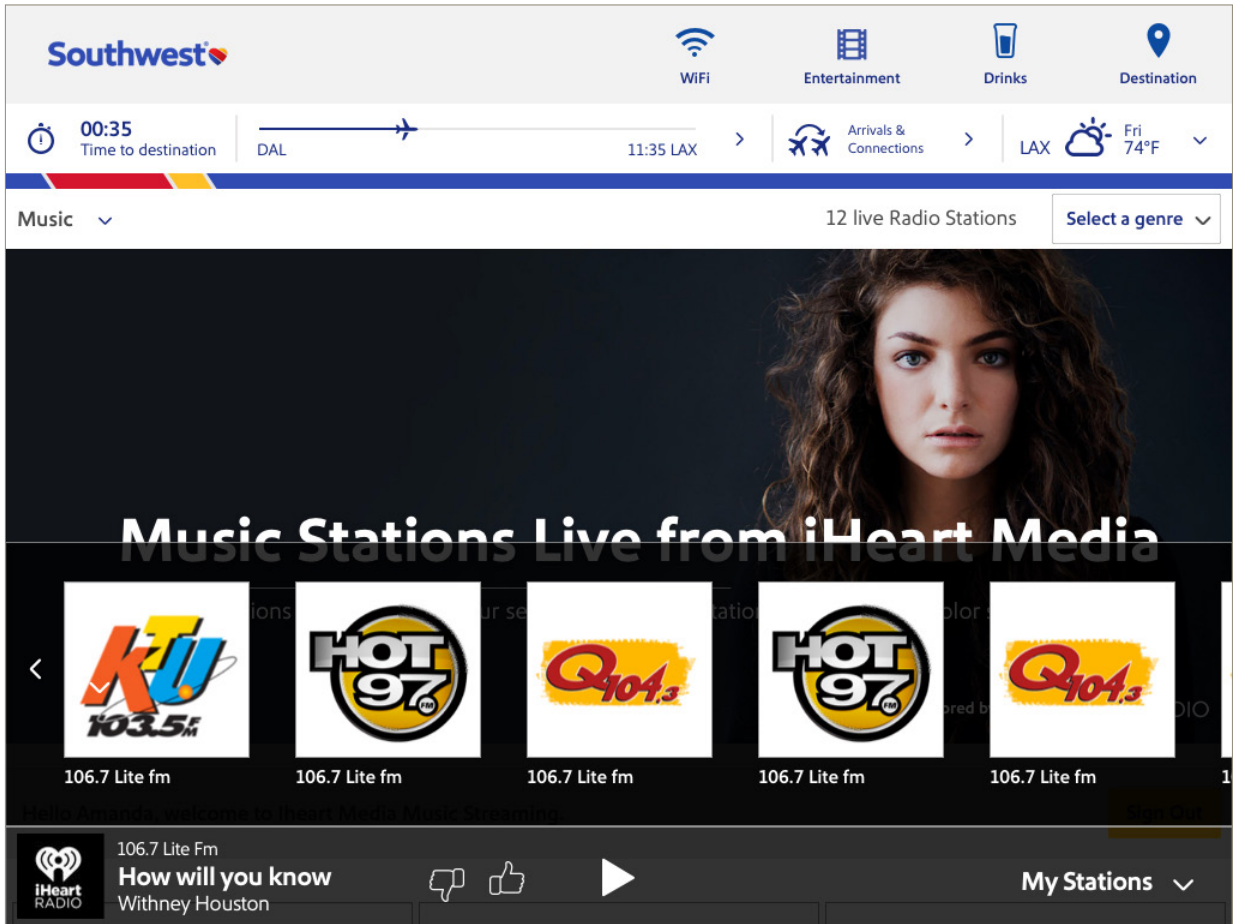
5.6.7 Music Playing Log in (S3).jpg



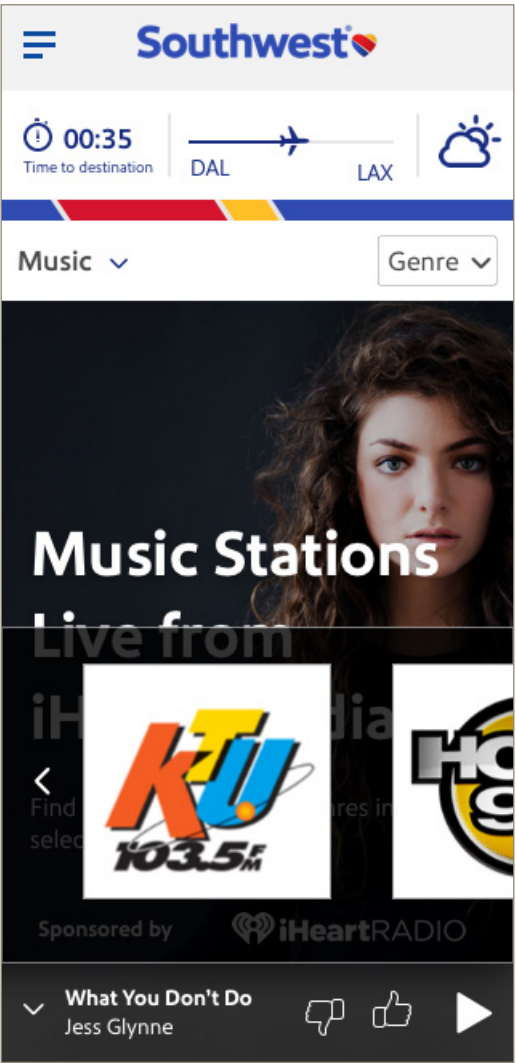
M - 5.6.7 Music Playing Log in (S3).jpg



5.6.7 Music Playing Log in (S3) Stations.jpg



M - 5.6.7 Music Playing Log in (S3) Stations.jpg



DESTINATION

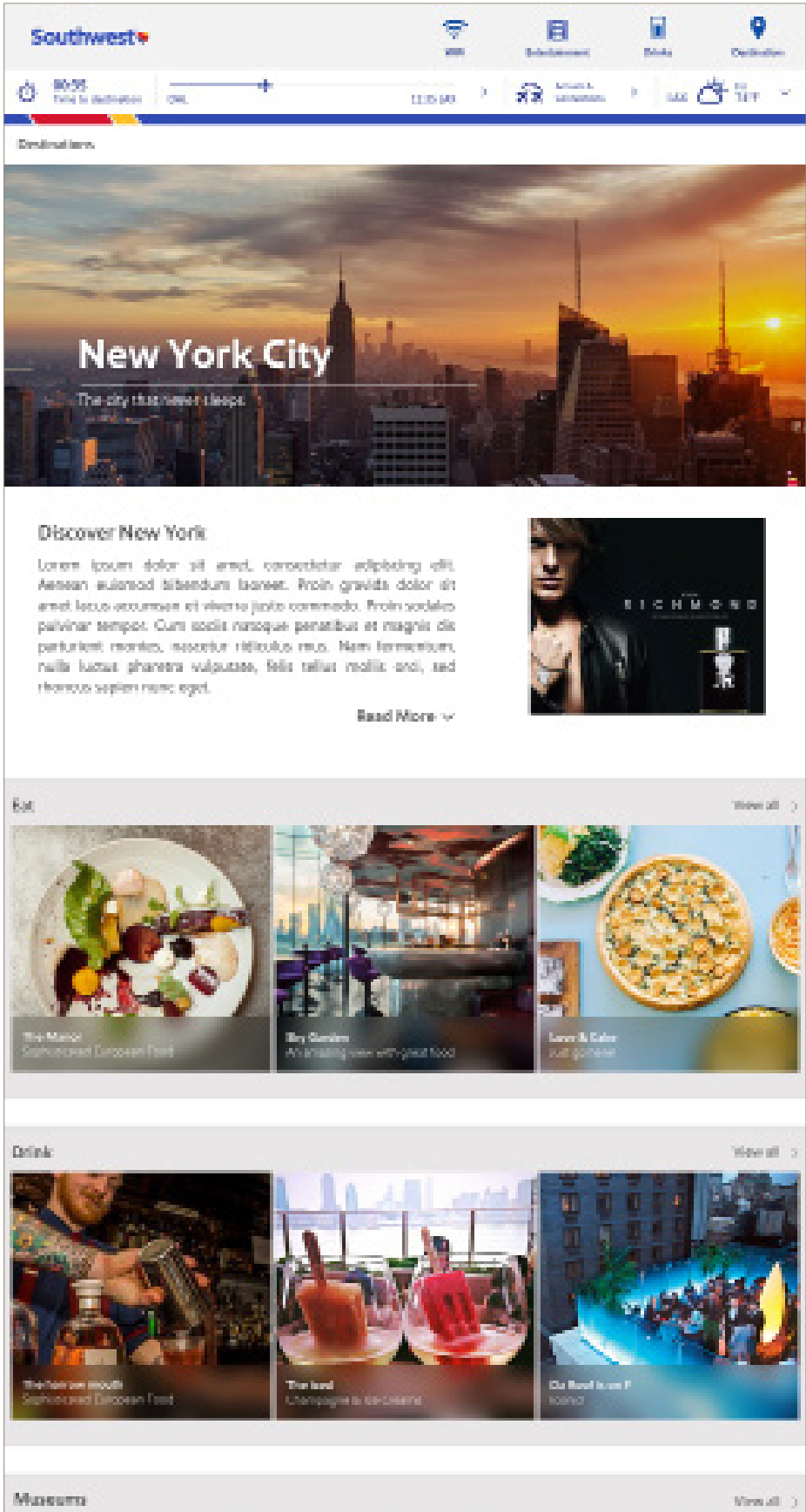
Landing Page

Destination - City

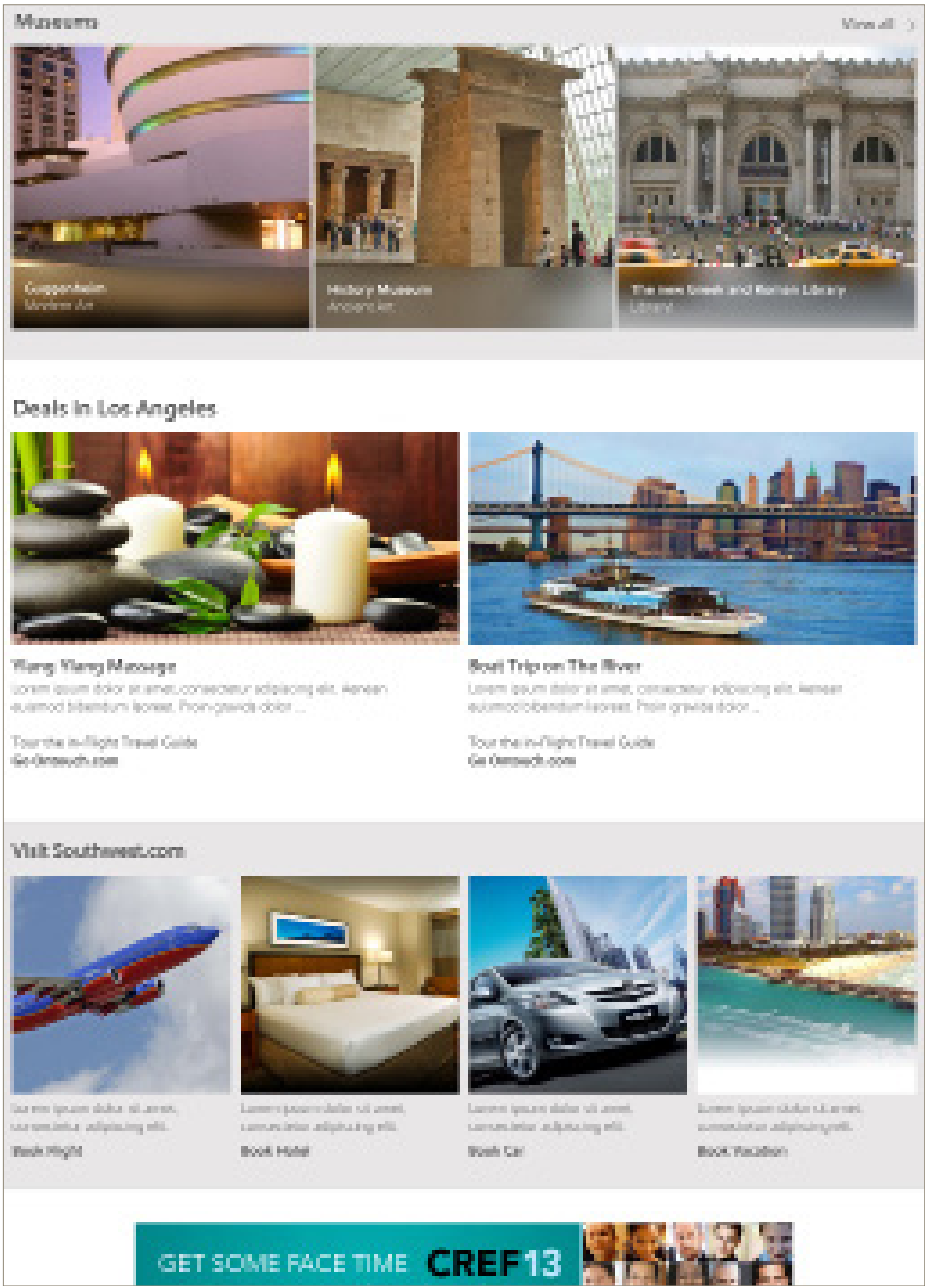
Big hero cover to promote the city with a little info and history below and tile based sections about various activities available in the city, provided by SWA partners.

At the bottom we find a section dedicated to southwest.com where the users can discover flights, hotels, rentals and vacations offered by SWA.

6.1 City Guide & Destination Deals Landing (S2)(K).jpg



... Continue from page on the left



DESTINATION

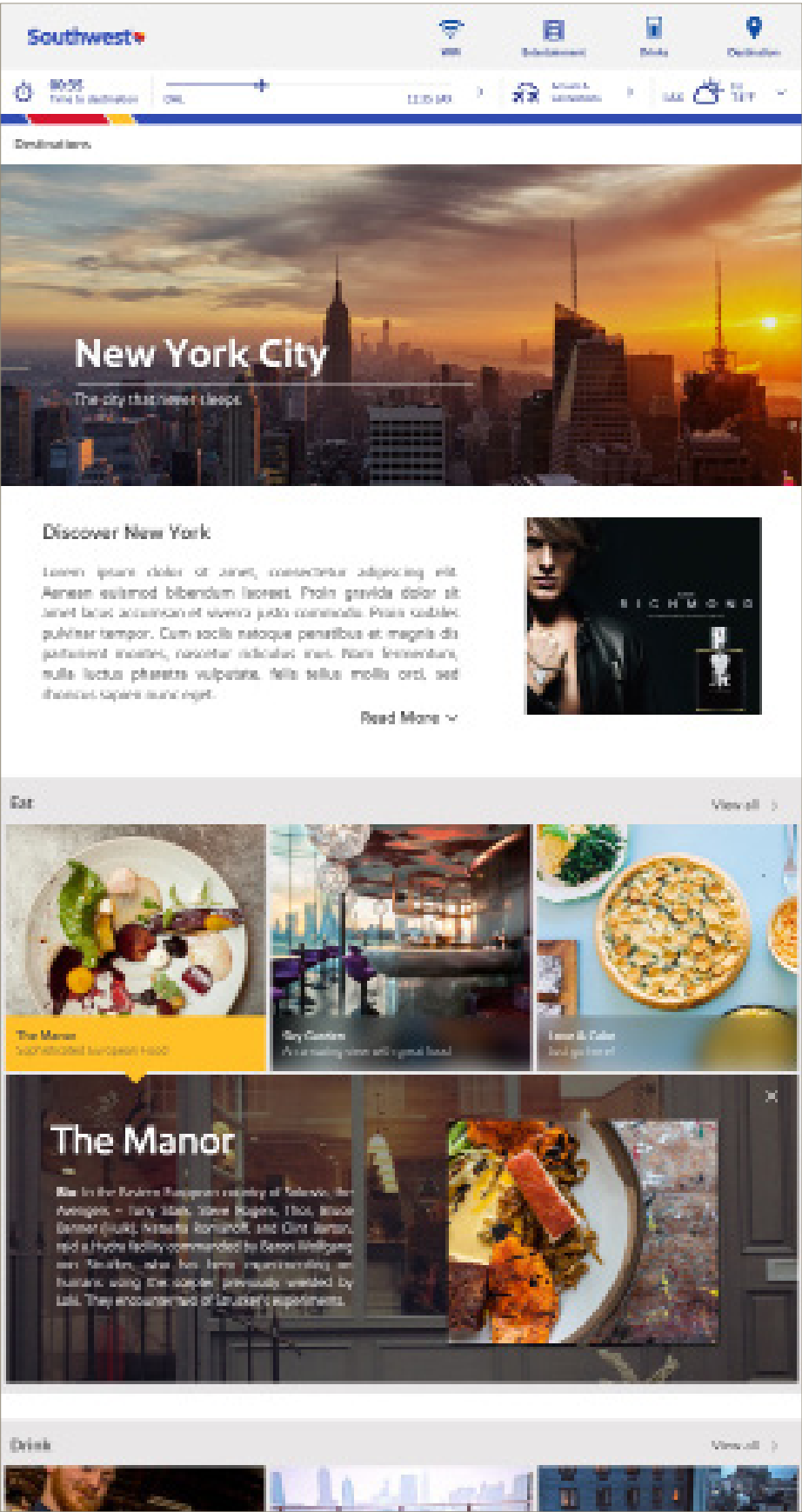
Landing Page - Tablet

Destination - City - Synopsis

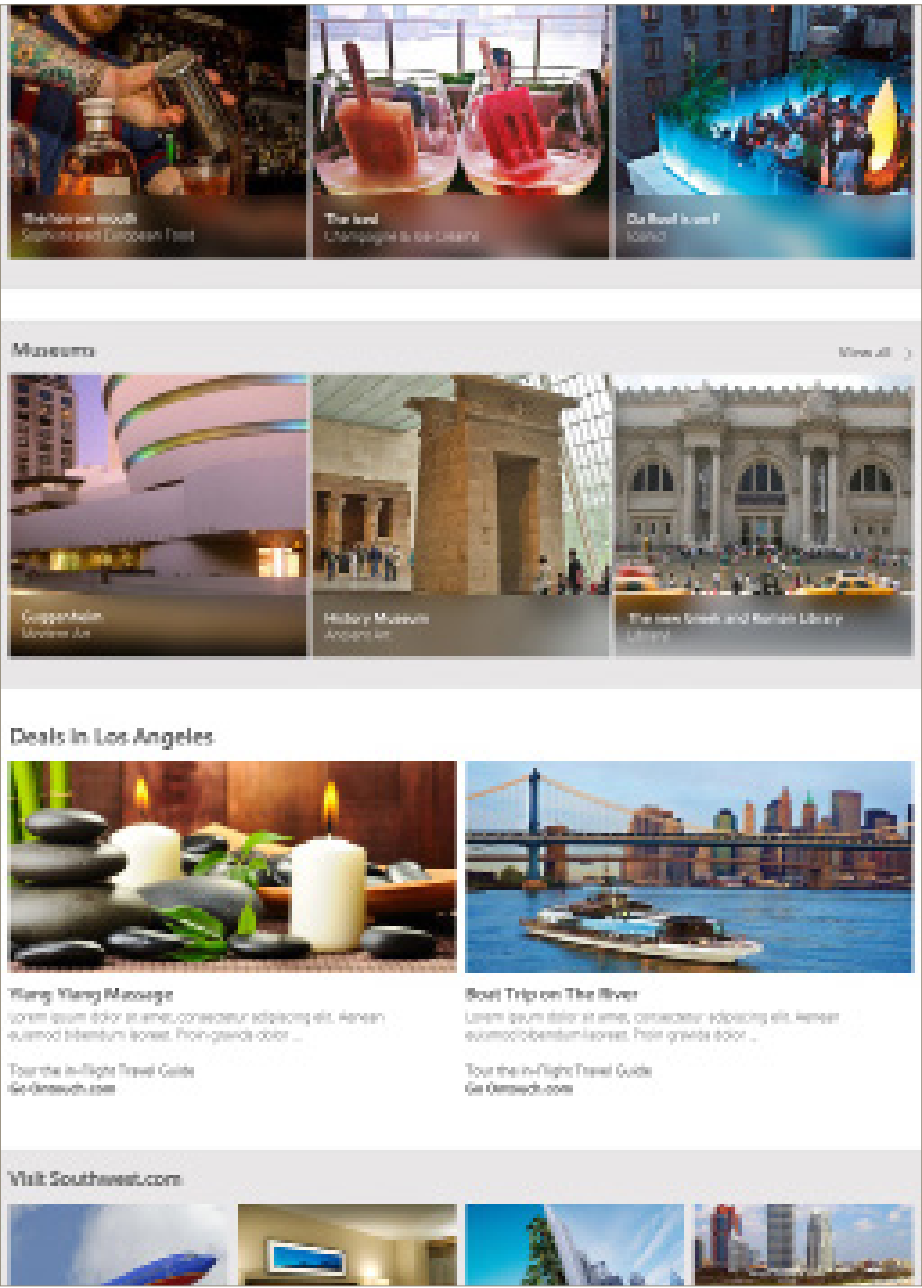
Big hero cover to promote the city with a little info and history below and tile based sections about various activities available in the city, provided by SWA partners.

At the bottom we find a section dedicated to southwest.com where the users can discover flights, hotels, rentals and vacations offered by SWA.

6.1CityGuide&DestinationDealsLanding(S2)(K)Synopsis.jpg



... Continue from page on the left



DESTINATION

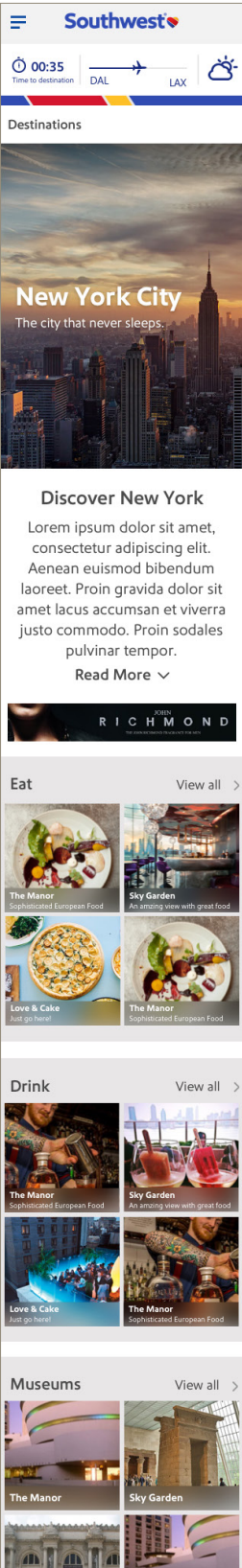
Landing Page - Mobile

Destination - City

Big hero cover to promote the city with a little info and history below and tile based sections about various activities available in the city, provided by SWA partners.

At the bottom we find a section dedicated to southwest.com where the users can discover flights, hotels, rentals and vacations offered by SWA.

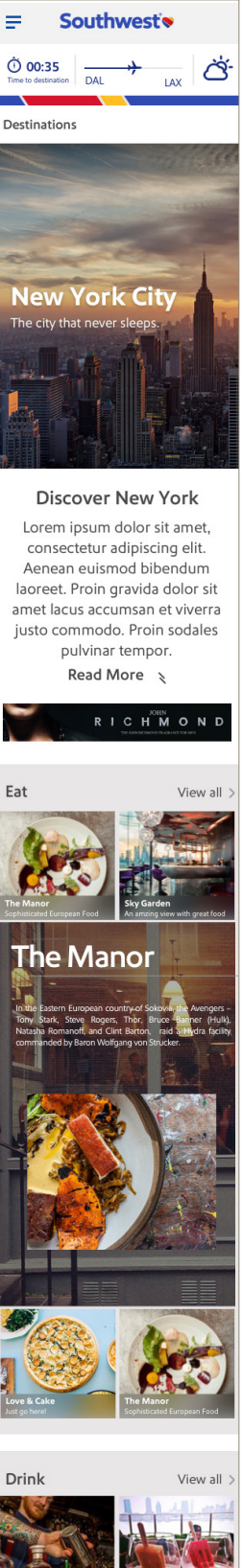
M-6.1CityGuide&DestinationDealsLanding(S2)(K).jpg



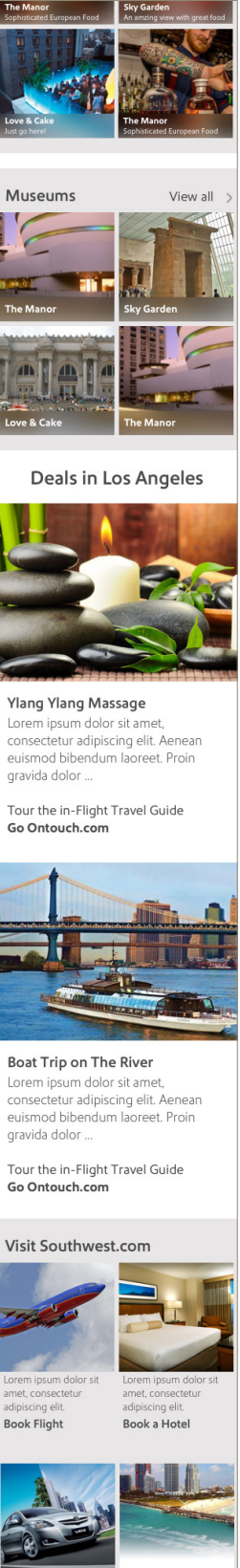
... Continue from page on the left



M-6.1CityGuide&DestinationDealsLanding(S2)(K)Synopsis.jpg



... Continue from page on the left



7.1 Inflight Drinks Landing (S2) (K).jpg

Southwest

WiFi

Entertainment

Drinks

Destination

00:35

Time to destination

DAL

11:35 LAX

Arrivals & Connections

LAX

Fri 74°F

Inflight Drinks

Inflight Drinks

This message can echo the holiday free drinks or promotions etc

Beverages Catalog

Feel free to browse our beverages catalog,
if you wish to purchase a drink, please ask a staff member

Soft Drinks

\$0 Bags fly free, and so do these beverages.

Seagram's® Ginger Ale

Coca Cola

Minute Maid® Orange Juice

Seagram's® tonic Water

Fanta

Minute Maid® Cranberry Apple Juice

Seagram's® Seltzer Water

Red Bull

Hot chocolate

Sprite ZeroTM

Mountain Dew

Community® co ee

Budget

More savings means more trips.

Save up to 30% plus earn up to 2,400 Rapid Rewards points.

Spirits

\$5 Lorem ipsum dolor sit amet, consectetur adipiscing elit

... Continue from page on the left

\$5 Lorem ipsum dolor sit amet, consectetur adipiscing elit

Vodka and Cran Apple

Gin and Tonic

Scotch and Ginger

Margarita

Fanta

Minute Maid® Cranberry Apple Juice

Bloody Mary

Red Bull

Hot chocolate

Bourbon and Ginger

Mountain Dew

Community® co ee

Mark your calendars: drinks are on us.

Travelling during holidays? If you are in the air with us, we'll get the festive started with a drink on the house - if you're of age, of course.

May 30 Memorial Day

June 18 Southwest Airlines Birthday

June 19 Father's Day

July 4 Independence Day

Budget

More savings means more trips.

Save up to 30% plus earn up to 2,400 Rapid Rewards points.

0.34

SOUTHWEST AIRLINES PORTAL

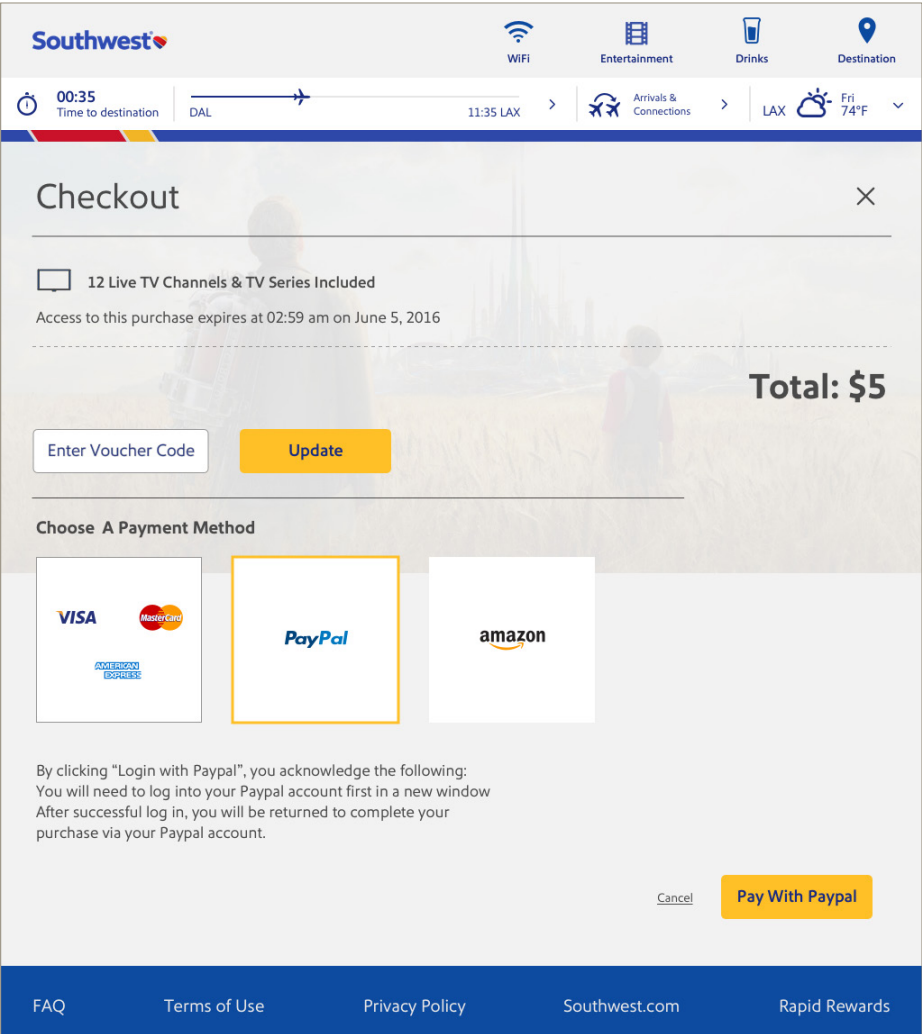
3.0

Copyright Panasonic Avionics Corporation 2016.
All Rights Reserved. Proprietary Information.

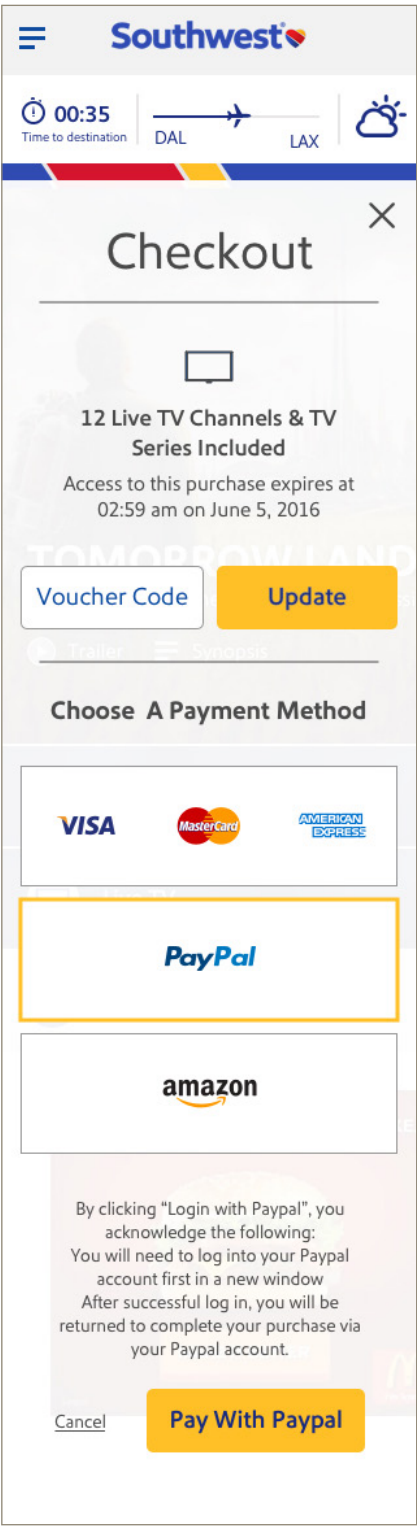
PAYMENT

Landing Page

8.1.1 Payment Paypal Step 1 (S3).jpg

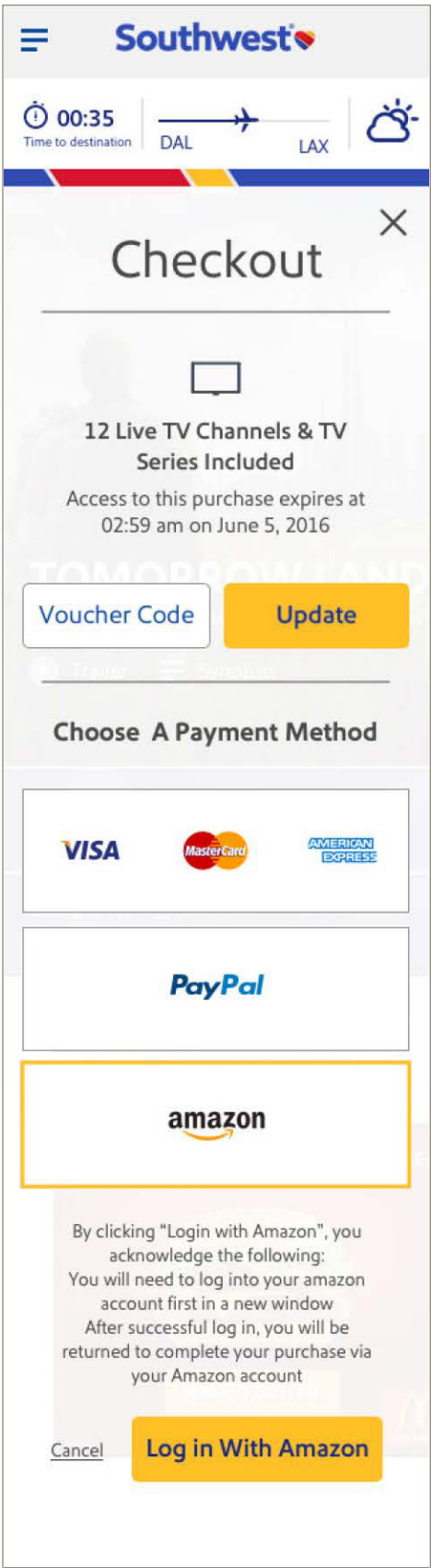
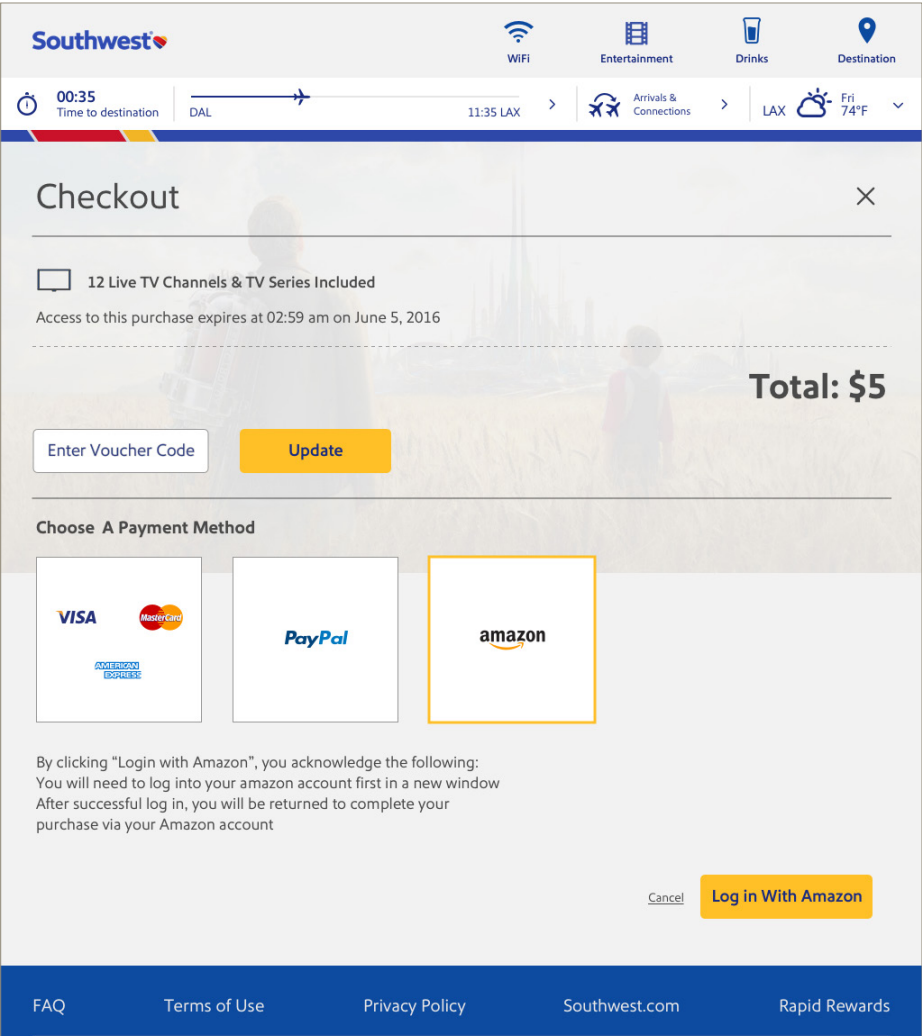


M - 8.1.1 Payment Paypal Step 1 (S3).jpg

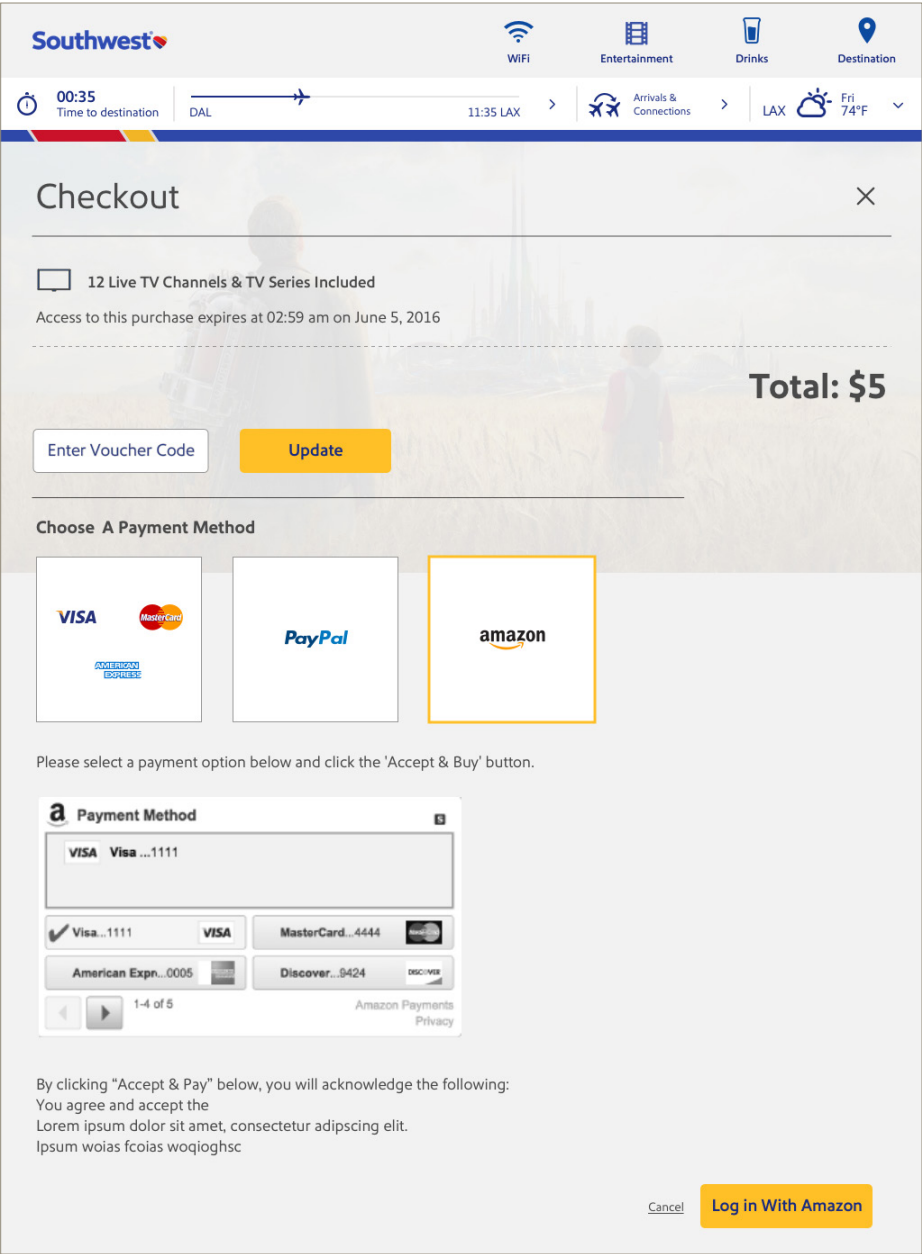


8.2.1 First time Payment Amazon Step 1 (S3).jpg

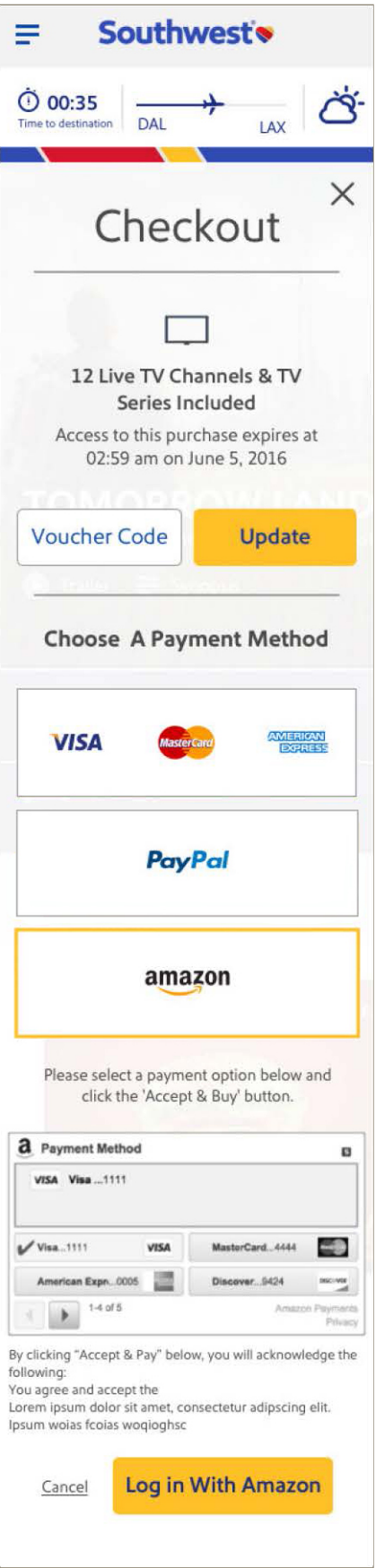
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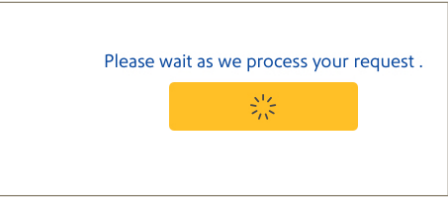
8.2.2 First time Payment Amazon Step 2 (S3).jpg



M - 8.2.2 First time Payment Amazon Step 2 (S3).jpg



8.2.3FirsttimePaymentAmazonStep2Processing(S3.jpg



PAYMENT
Landing Page

8.3.1.1 First time Payment Step 1 (S3).jpg

Southwest

WIFI

Entertainment

Drinks

Destination

00:35
Time to destination

DAL

11:35 LAX

Arrivals & Connections

LAX

Fri 74°F

Checkout

12 Live TV Channels & TV Series Included

Access to this purchase expires at 02:59 am on June 5, 2016

Total: \$5

Enter Voucher Code

Update

Choose A Payment Method

VISA

MasterCard

AMERICAN EXPRESS

PayPal

amazon

Card Number

Expiry Date

Month

Year

Security Code

Whats is This?

Billing Information

First Name

Last Name

Please note that your first and last name should match the name on the credit card you will be using

Email Address

Where we send invoice.

Billing Address

Billing Address 2

Town/City

Post Code*

Country*

By clicking "Accept & Save" below, you are agree to our [Terms & Conditions](#)

Cancel

Submit Payment

FAQ

Terms of Use

Privacy Policy

Southwest.com

Rapid Rewards

M - 8.3.1.1 First time Payment Step 1 (S3).jpg

Southwest

WIFI

Entertainment

Drinks

Destination

00:35
Time to destination

DAL

LAX

Arrivals & Connections

LAX

Fri 74°F

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12 Live TV Channels & TV Series Included

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amazon

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Month

Year

Security Code

Whats is This?

Billing Information

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Last Name

Email Address

Billing Address

Billing Address 2

Town/City

Postcode*

Country*

By clicking "Accept & Save" below, you are agree to our [Terms & Conditions](#)

Cancel

Submit Payment

8.3.1.2 Promotion Code (S3).jpg

Southwest

WIFI

Entertainment

Drinks

Destination

00:35
Time to destination

DAL

11:35 LAX

Arrivals & Connections

LAX

Fri 74°F

Checkout

☐

12 Live TV Channels & TV Series Included

\$5

Access to this purchase expires at 02:59 am on June 5, 2016

123351515515

Applied

-\$1

Total: \$4

Choose A Payment Method

VISA

MasterCard

AMERICAN EXPRESS

PayPal

amazon

Card Number

Expiry Date

Month

Year

Security Code

Whats is This?

Billing Information

First Name

Last Name

Please note that your first and last name should match the name on the credit card you will be using

Email Address

Where we send invoice.

Billing Address

Billing Address 2

Town/City

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Submit Payment

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Terms of Use

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Southwest.com

Rapid Rewards

M - 8.3.1.2 Promotion Code (S3).jpg

Southwest

DAL

LAX

00:35
Time to destination

Checkout

☐

12 Live TV Channels & TV Series Included

\$5

Access to this purchase expires at 02:59 am on June 5, 2016

123351515515

Applied

-\$1

Total: \$4

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VISA

MasterCard

AMERICAN EXPRESS

PayPal

amazon

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Expiry Date

Month

Year

Security Code

Whats is This?

Billing Information

First Name

Last Name

Email Address

Billing Address

Billing Address 2

Town/City

Postcode*

Country*

By clicking "Accept & Save" below, you are agree to our [Terms & Conditions](#)

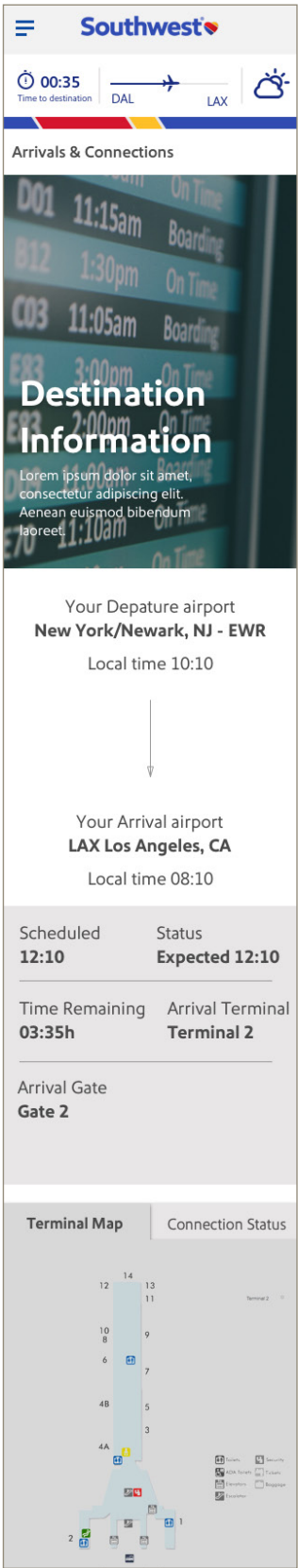
Cancel

Submit Payment

Home

Big hero cover.
In Addition to the main flight informations the user can also see a map of the terminal where he will land and the status of all connections.

9.0.1 Arrival & Connections Landing (S3)(K) connections Status.jpg



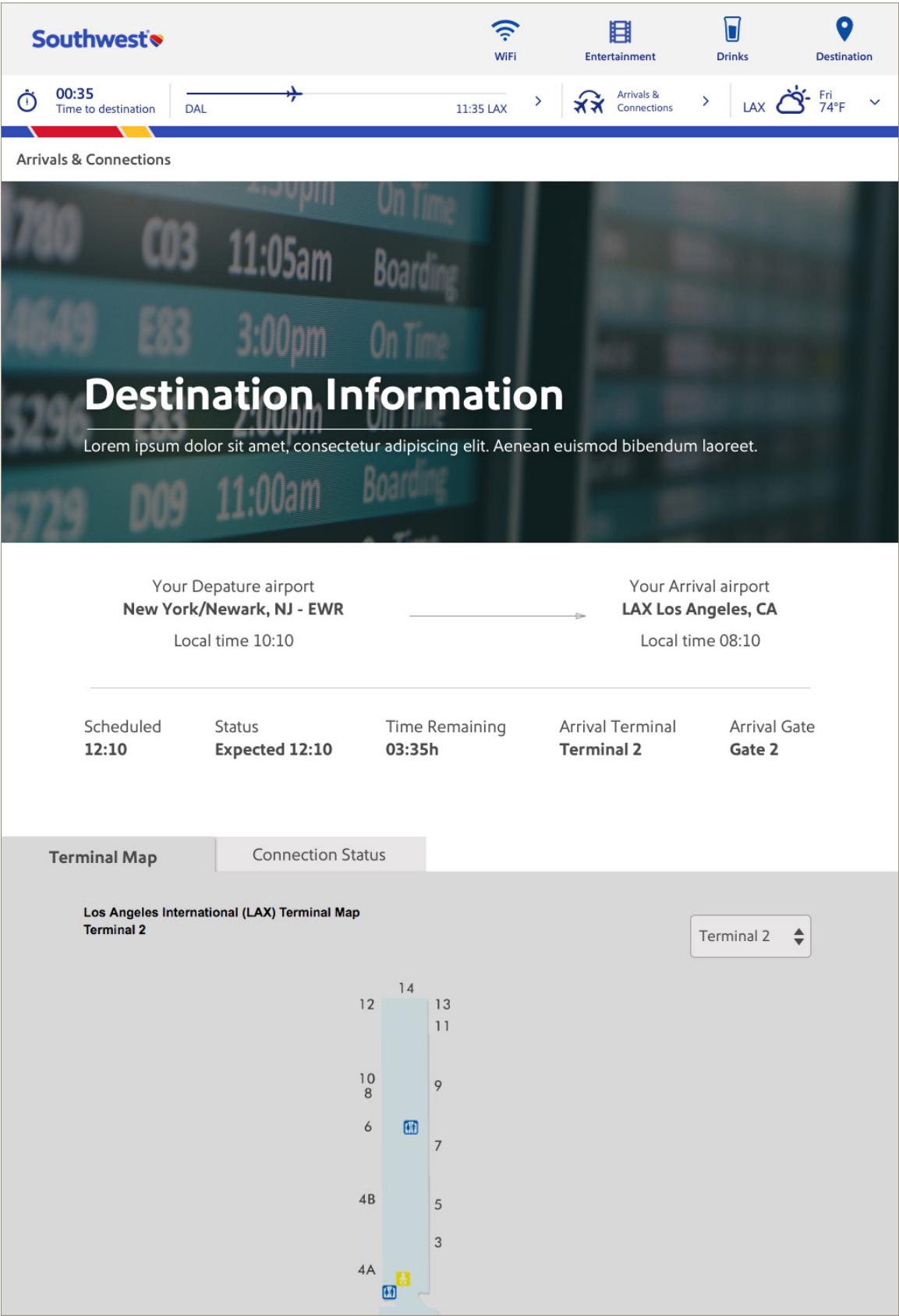
ARRIVALS & CONNECTIONS

Home

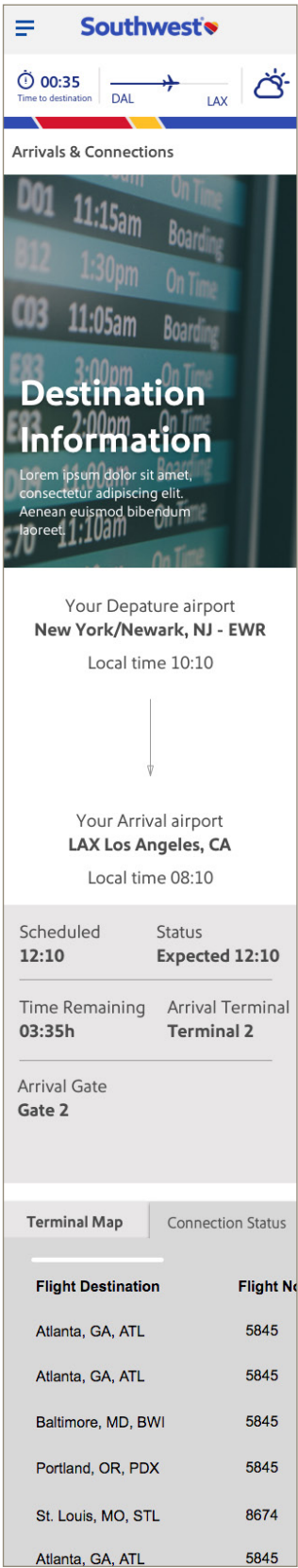
Arrivals & Connections - Terminal Map

Big hero cover.
In Addition to the main flight informations the user can also see a map of the terminal where he will land and the status of all connections.

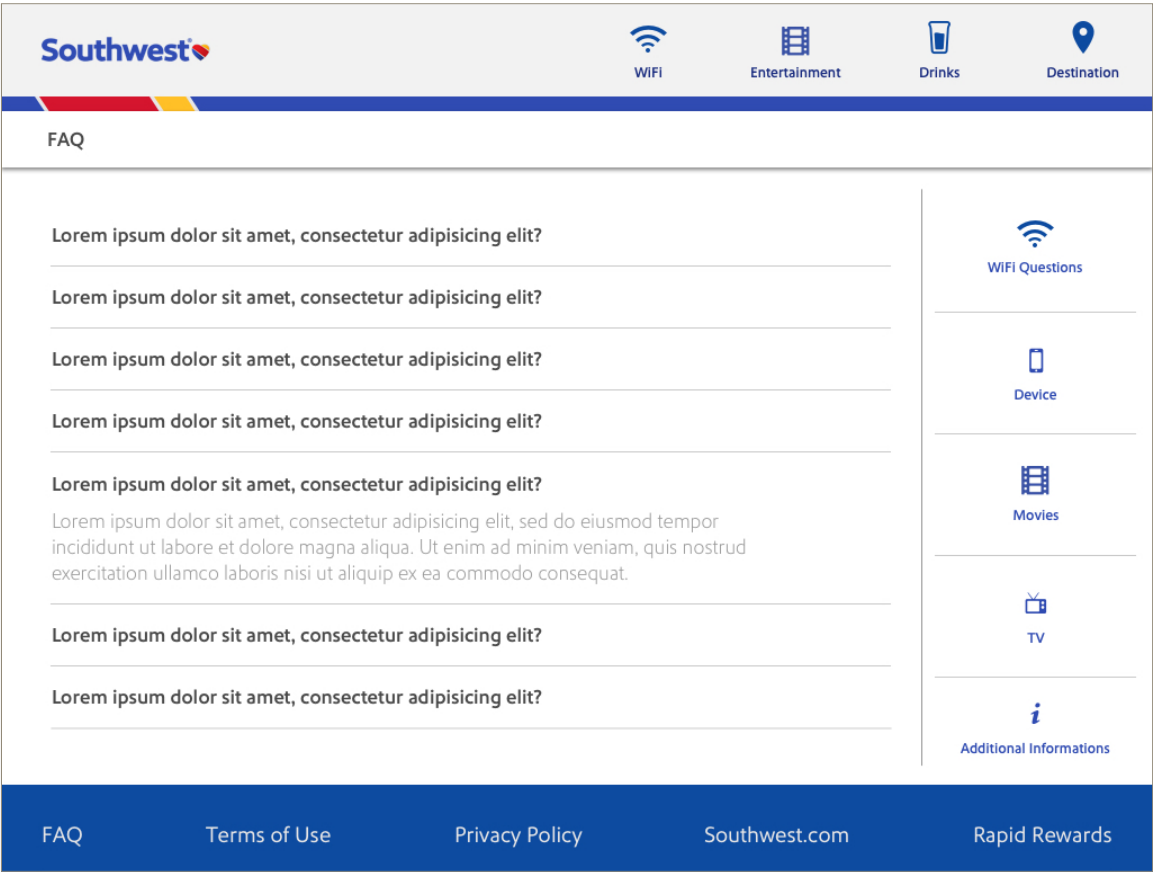
9.0.1 Arrival & Connections Landing (S3)(K) Terminal Map.jpg



M - 9.0.1 Arrival & Connections Landing (S3)(K)



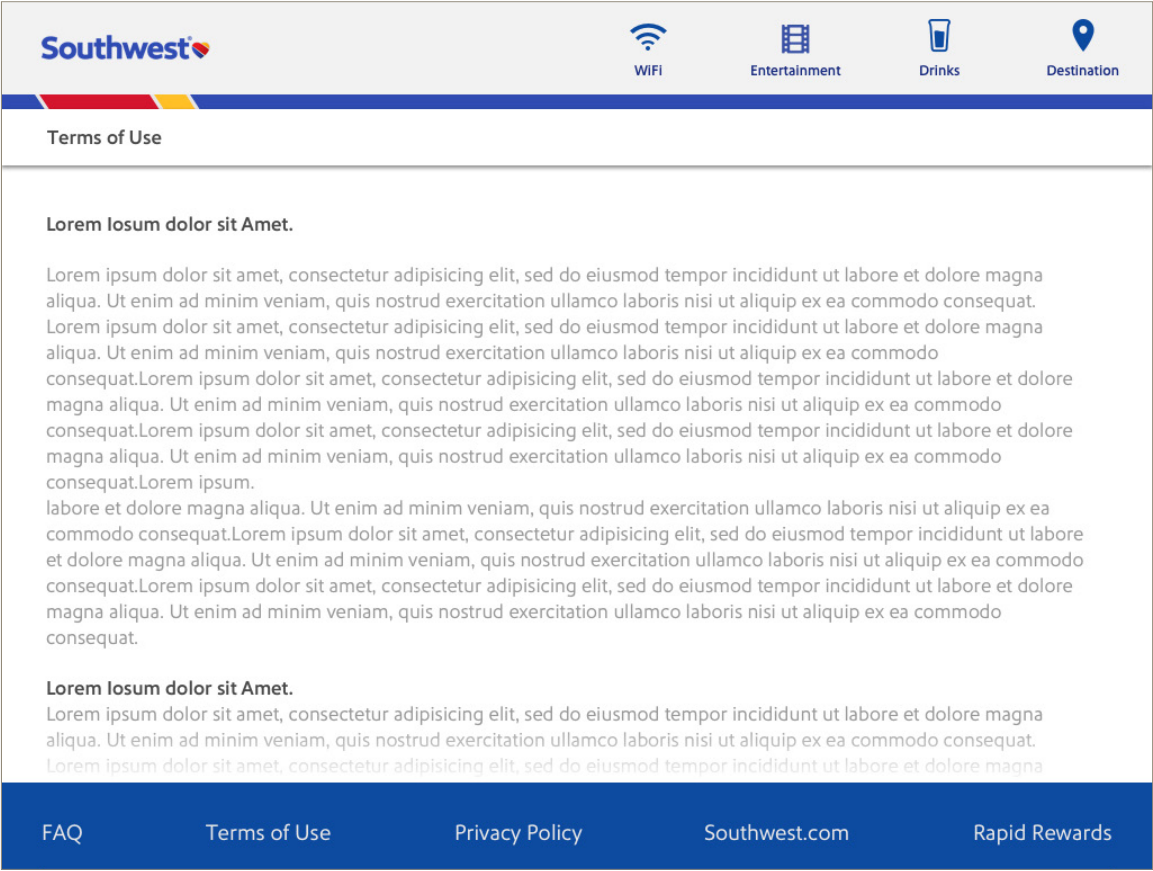
11.1.2 FAQ (U) (S3) (K).jpg



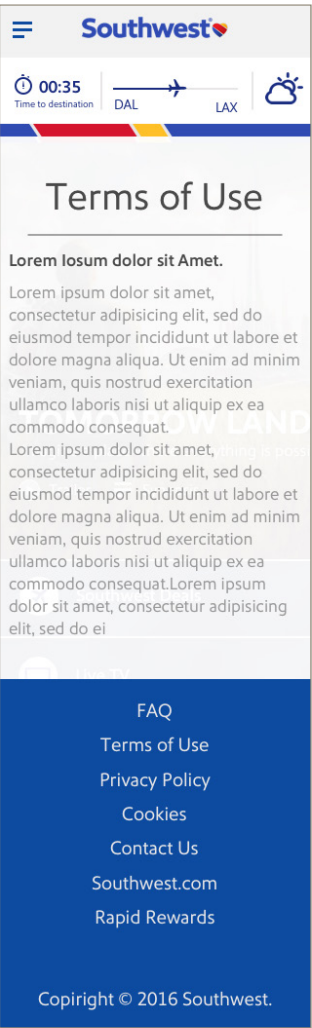
M - 11.1.2 FAQ (U) (S3) (K).jpg



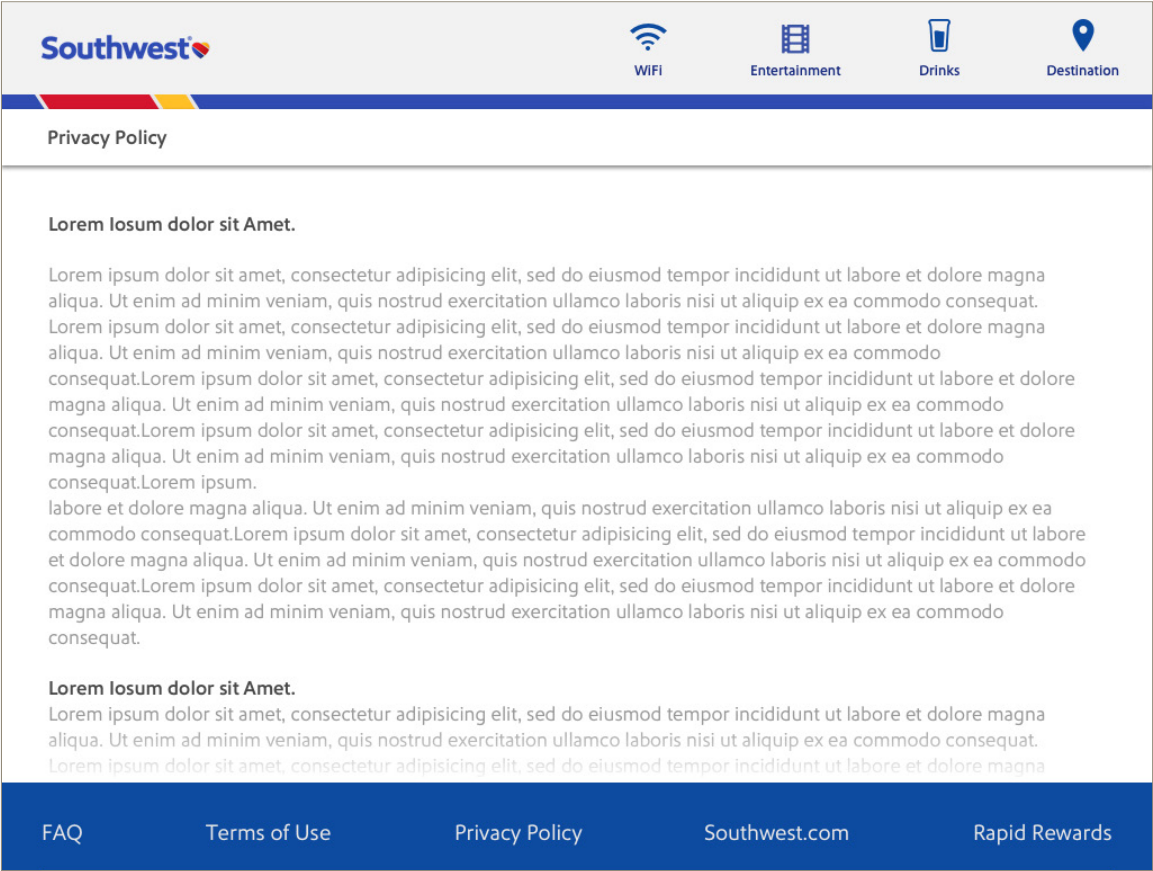
11.1.3 Terms of Use (K) (S3).jpg



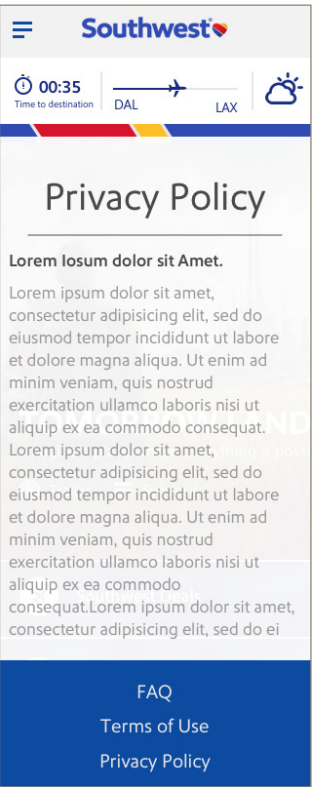
M - 11.1.3 Terms of Use (K) (S3).jpg



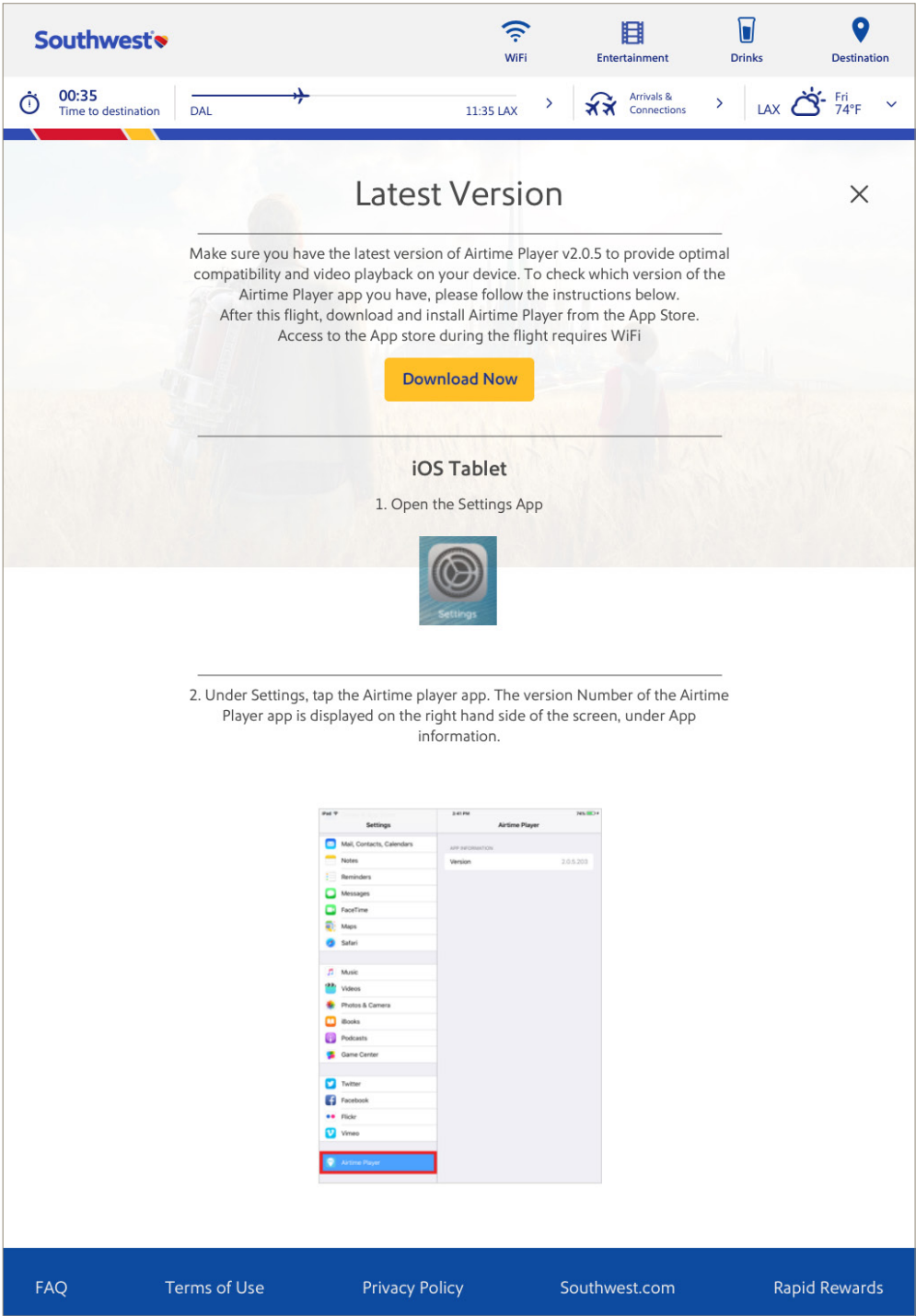
11.1.4 Privacy Policy (K) (S3).jpg



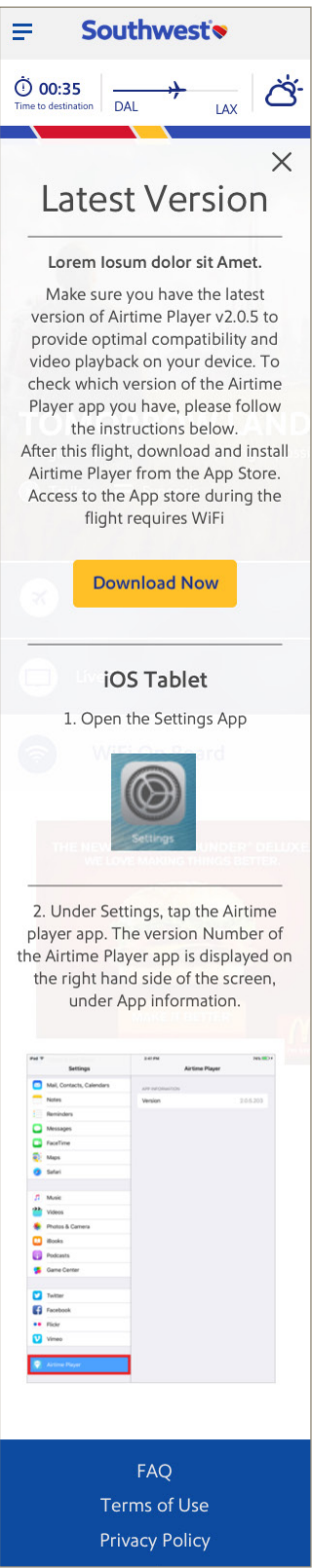
M - 11.1.4 Privacy Policy (K) (S3).jpg



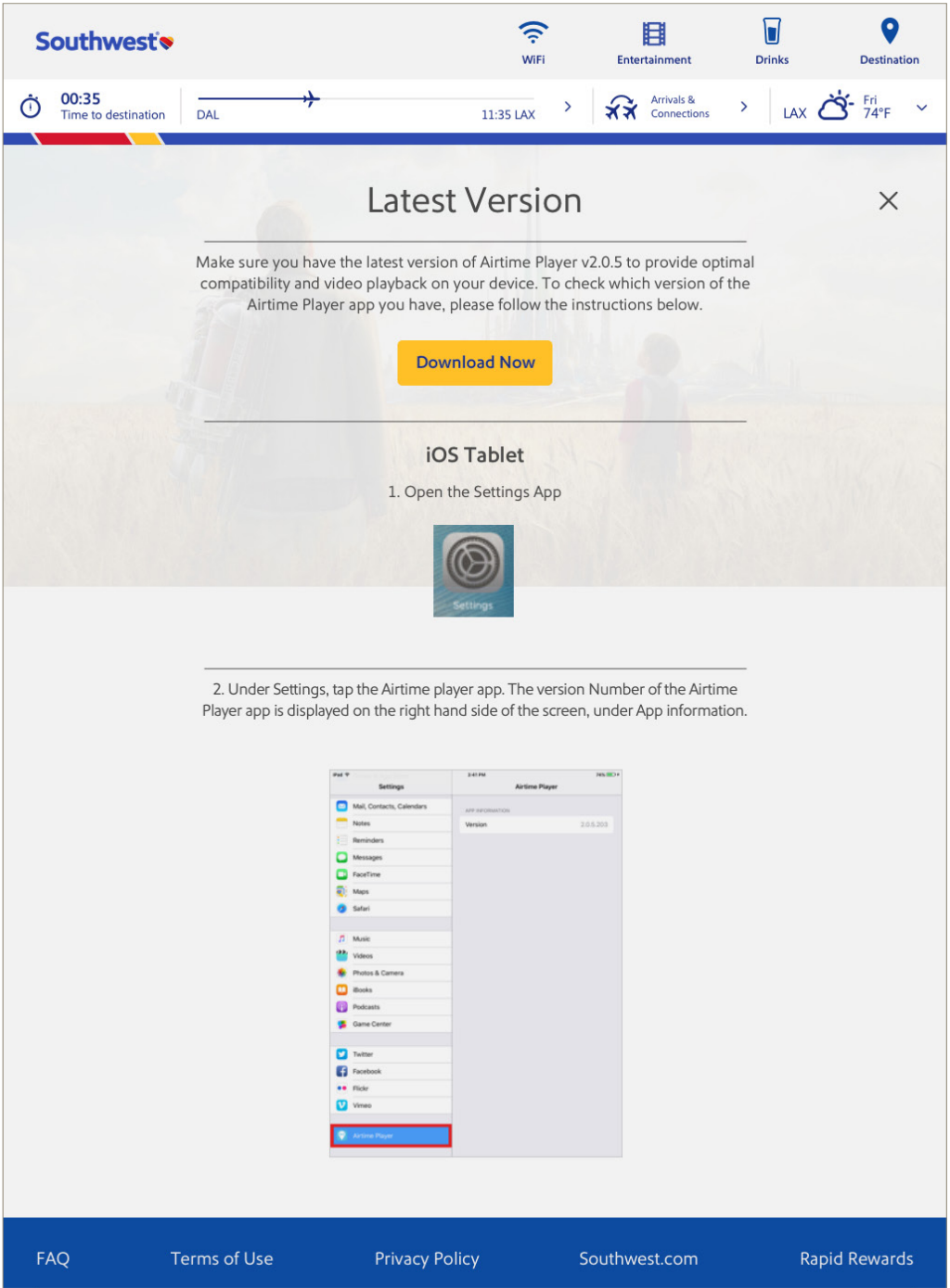
11.2.1 APP upgrading _ IOS Offline(S3)(C).jpg



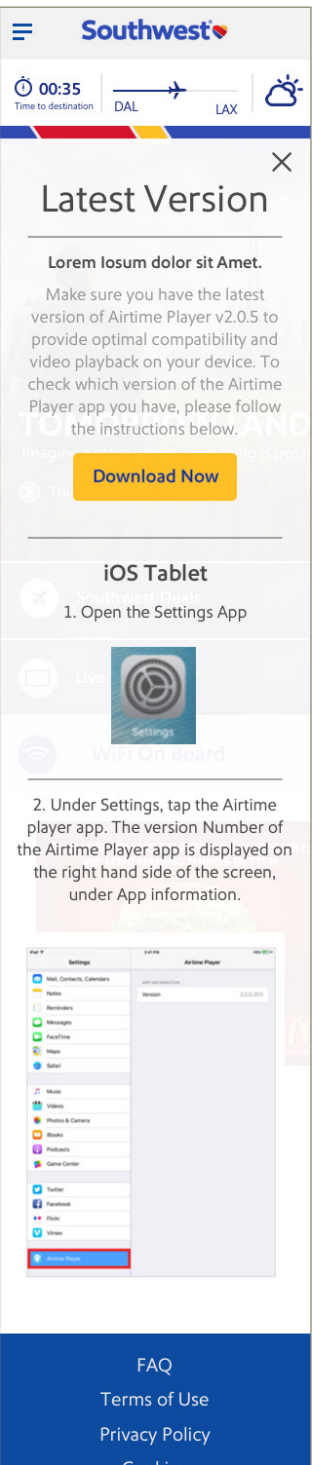
M - 11.2.1 APP upgrading _ IOS Offline(S3)(C).jpg



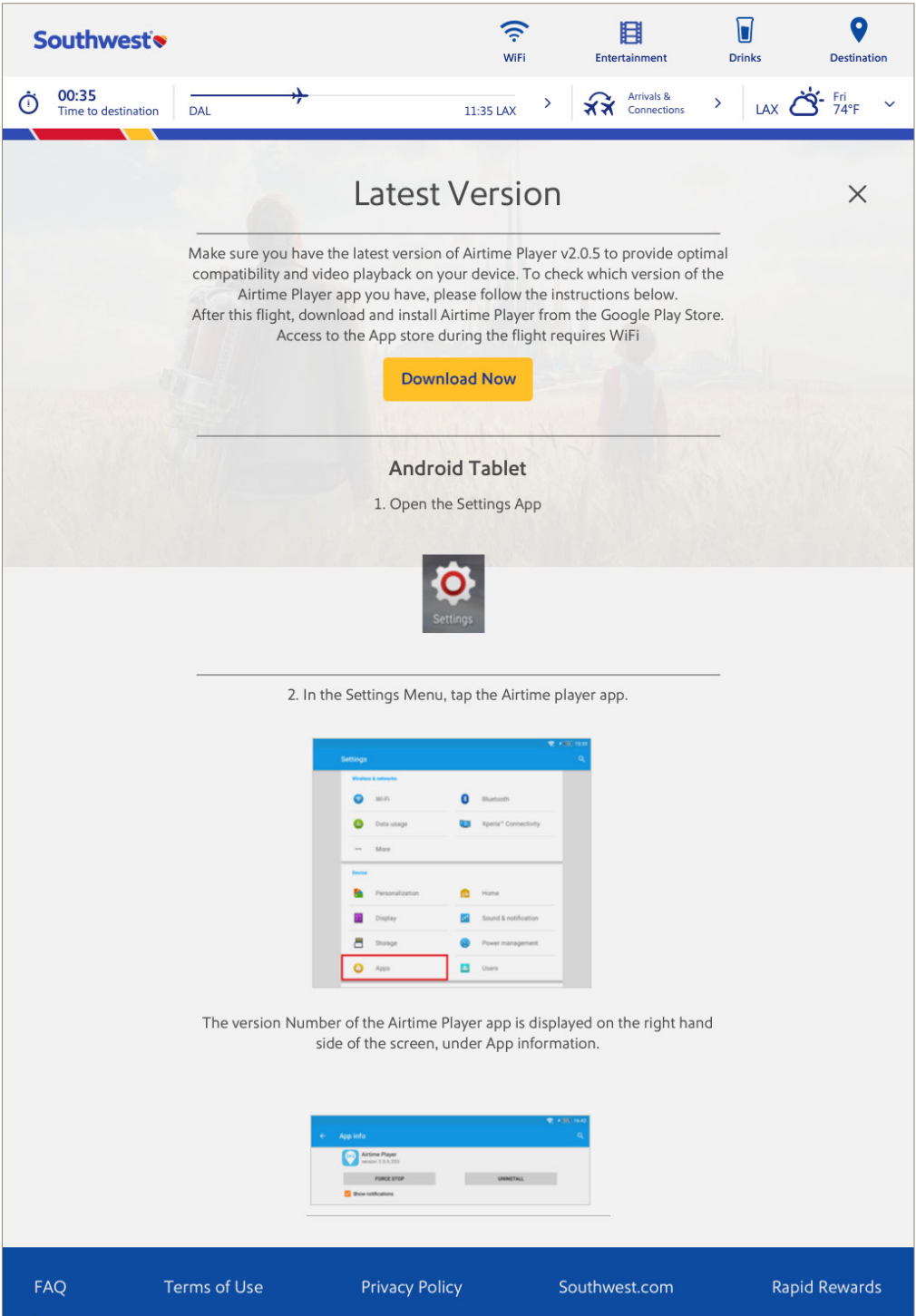
11.2.1 APP upgrading _ IOS online(S3)(C).jpg



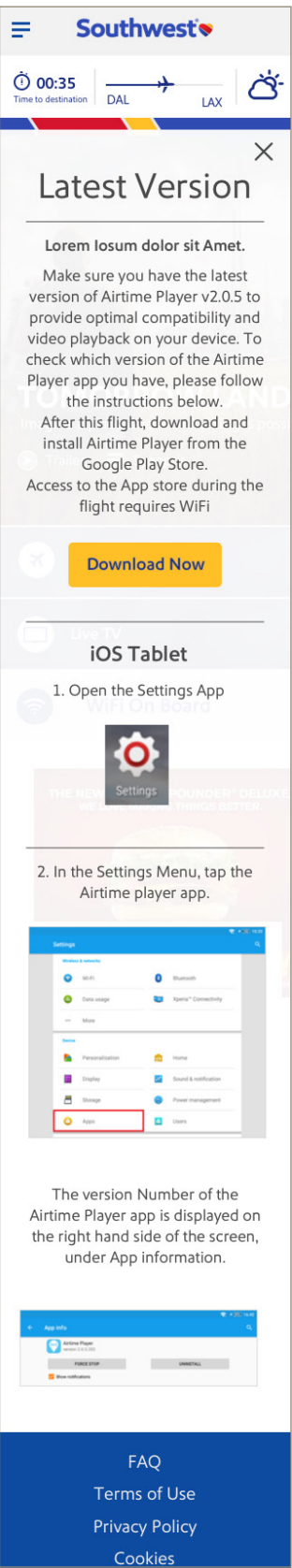
M - 11.2.1 APP upgrading _ IOS online(S3)(C).jpg



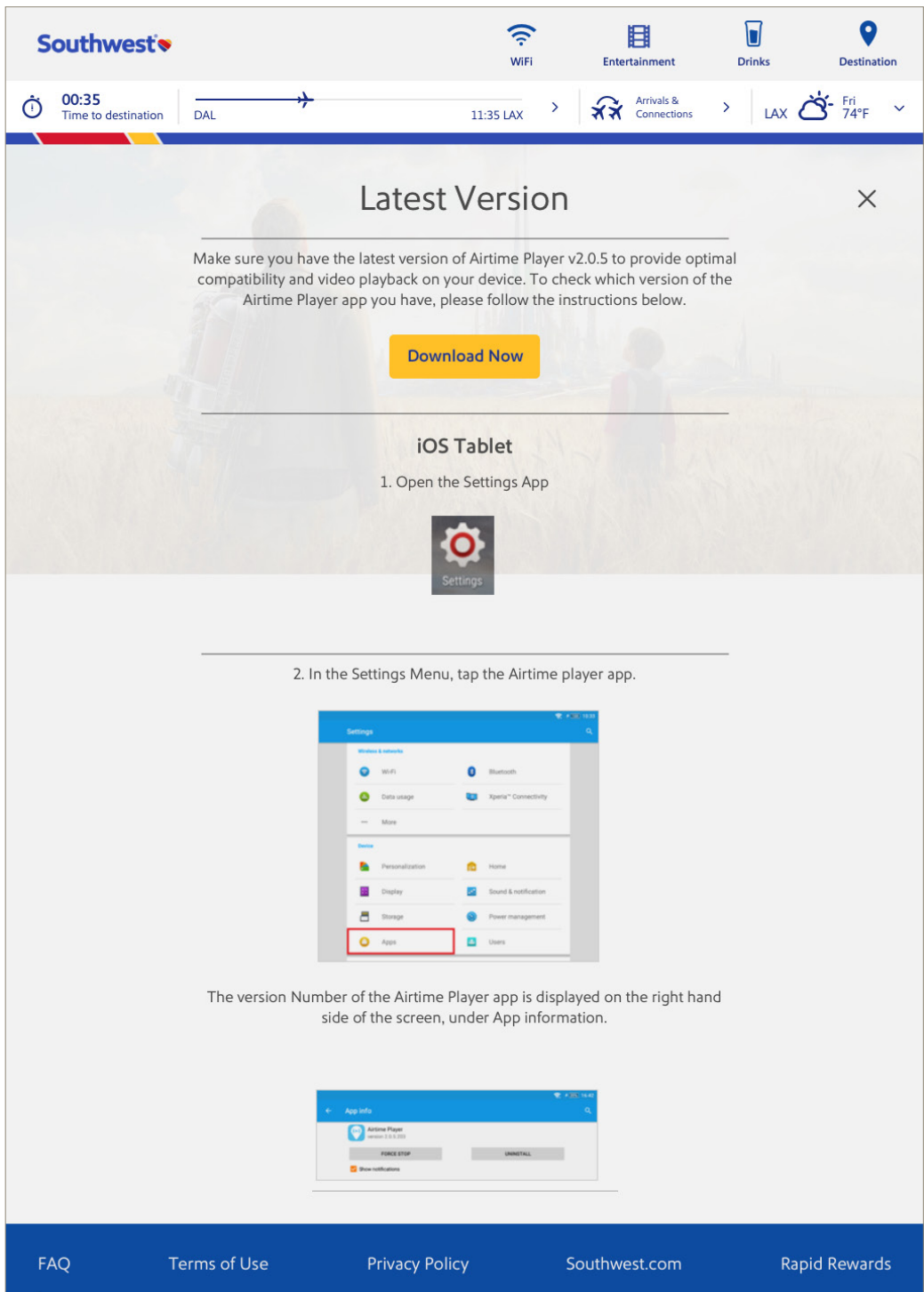
11.2.3 APP upgrading _ android offline (S3) (C).jpg



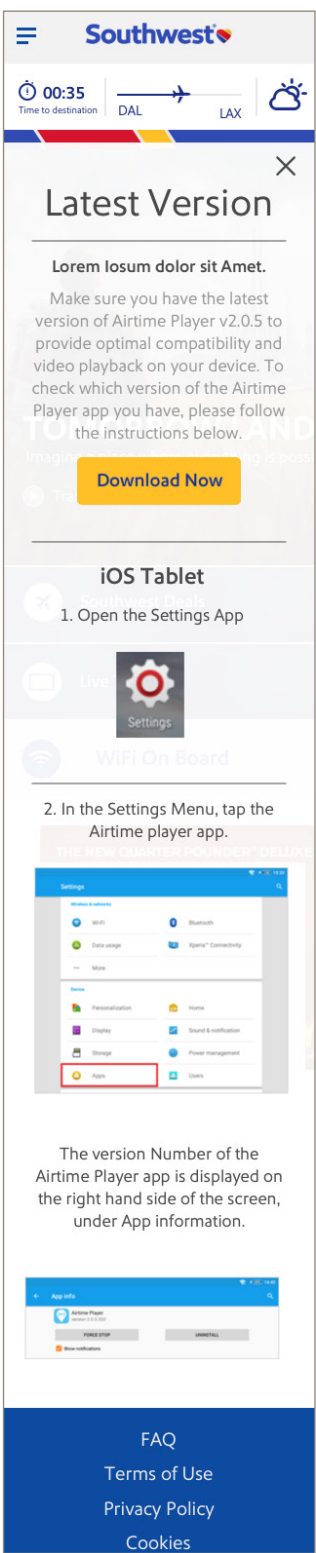
M - 11.2.3 APP upgrading _ android offline (S3) (C).jpg



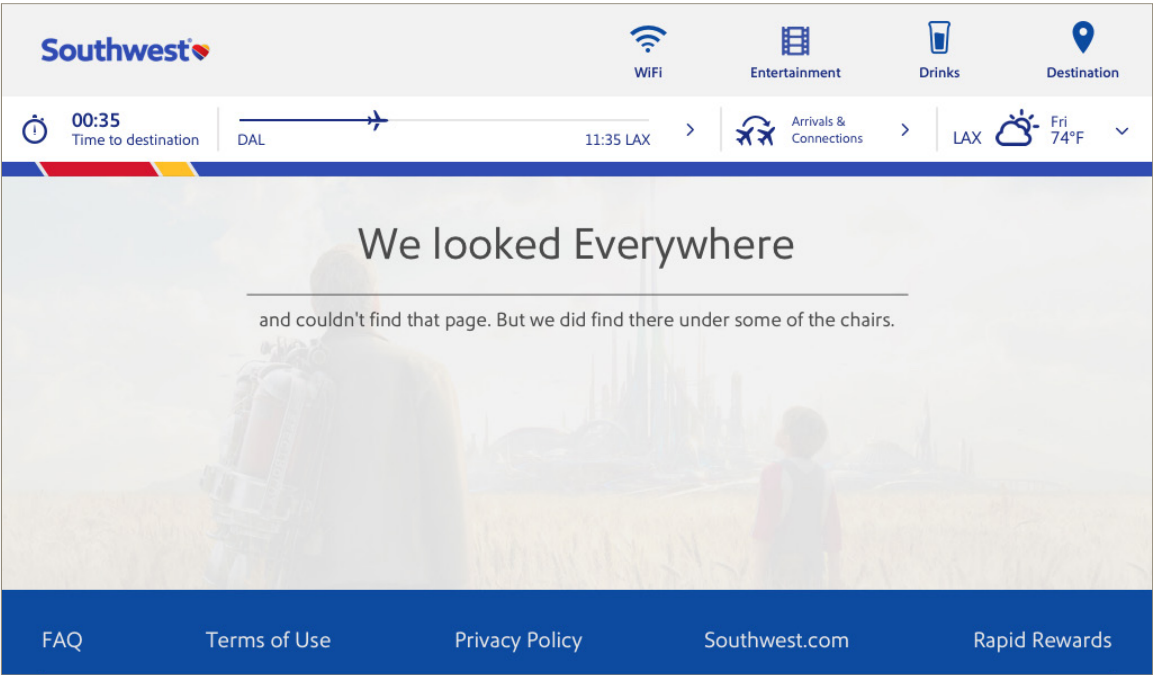
11.2.4 APP upgrading _ android online (S3) (C).jpg



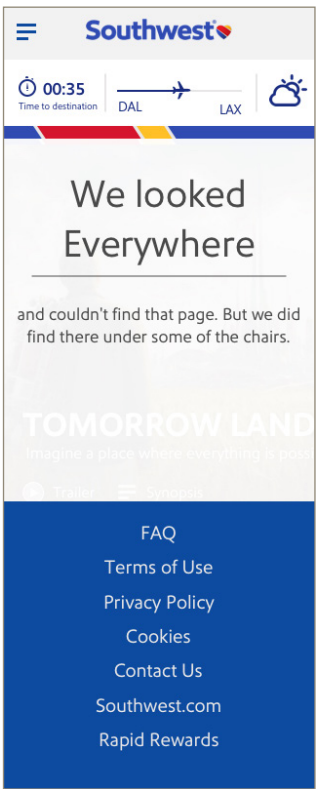
M - 11.2.4 APP upgrading _ android online (S3) (C).jpg



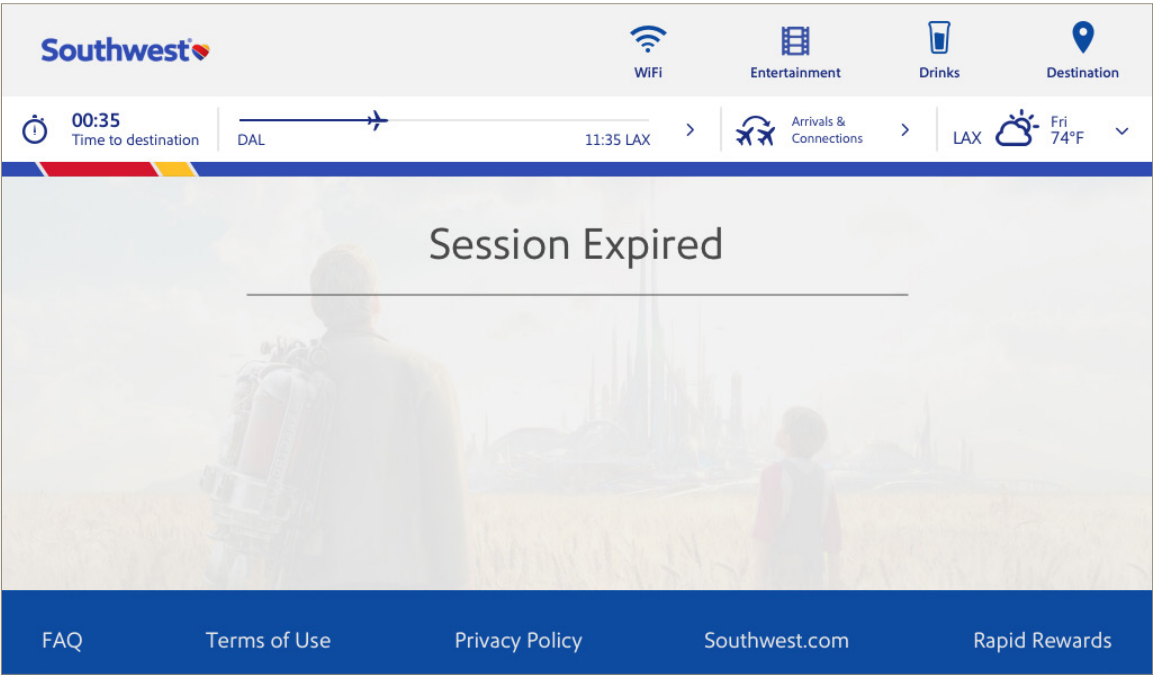
11.3 404 Error Page (S3) (K).jpg



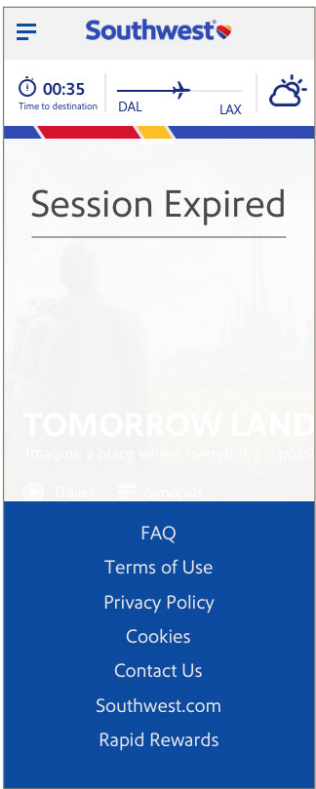
M -11.3 404 Error Page (S3) (K).jpg



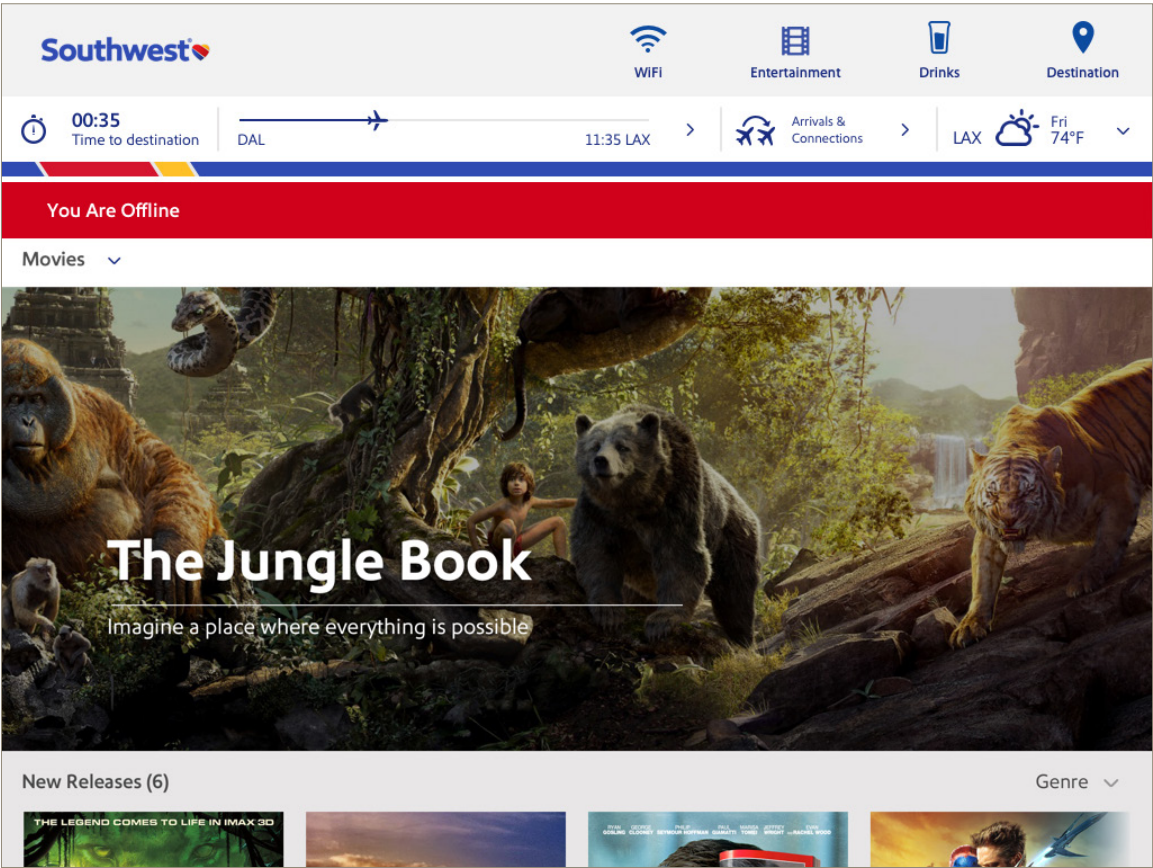
11.4 Session Expired Page (S3) (K).jpg



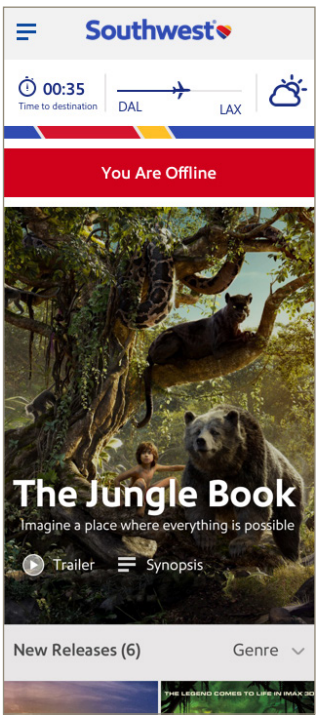
M - 11.4 Session Expired Page (S3) (K).jpg



11.5 Offline Notification (S3) (K).jpg



M - 11.5 Offline Notification (S3) (K).jpg

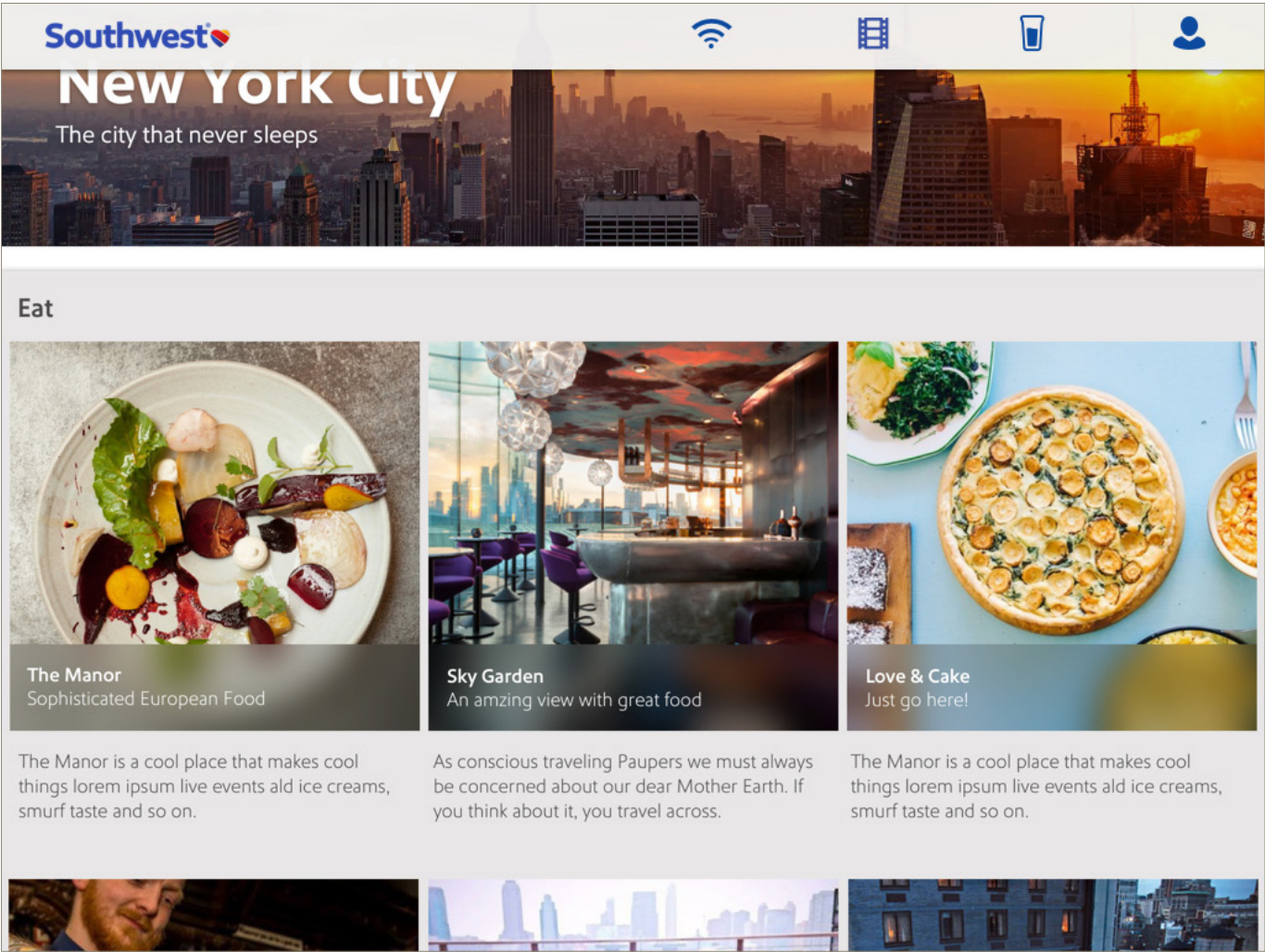


SCROLLING OPTIONS

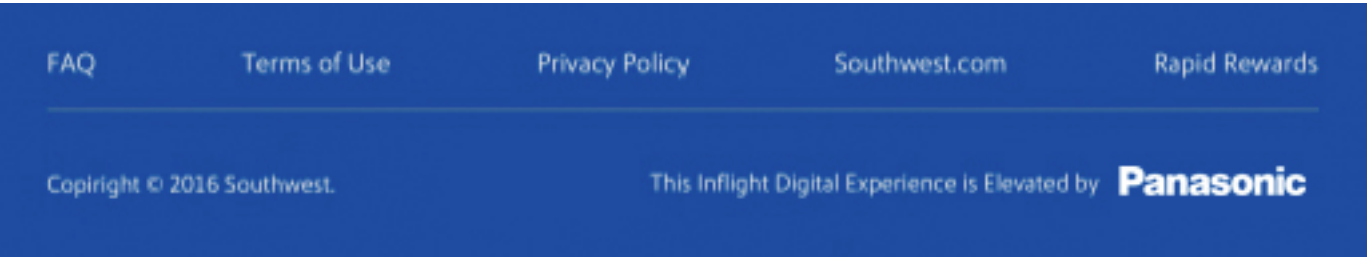
Header

Option 1 - Dynamic

On scroll the header shrinks giving the interface more breathing space to survive by displaying more content. the header also gets 95% transparent to allow the background scrolling behind to be slightly visible, giving the user a sense of continuity. The section titles disappear leaving only the icons , a minimal and more clean interface as a result. By scrolling up again the header goes back on his original shape, like iOS native behaviour.



Footer.jpg

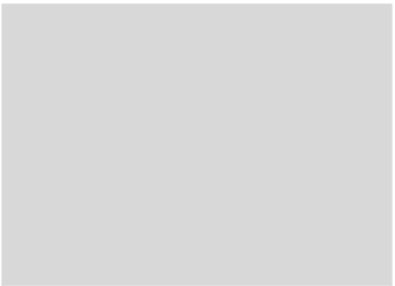
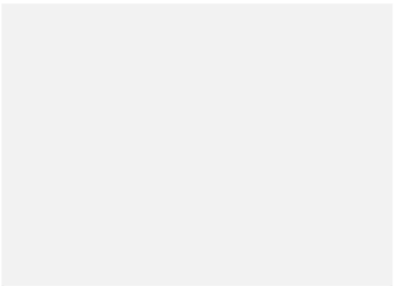
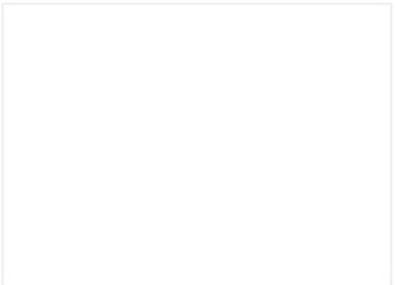


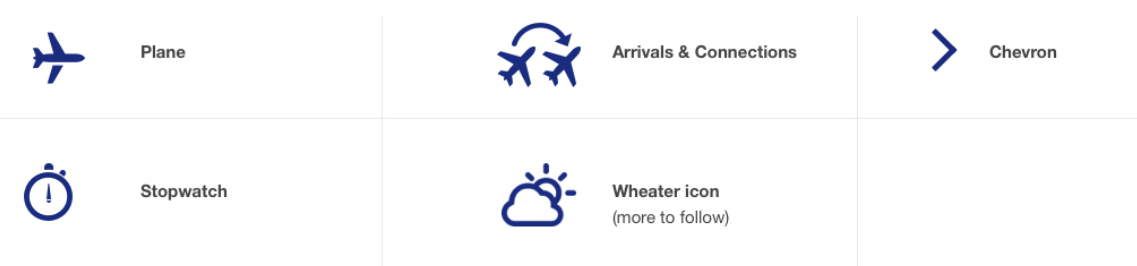
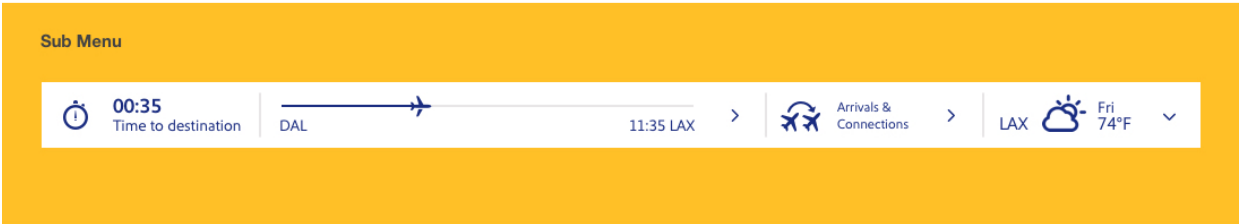
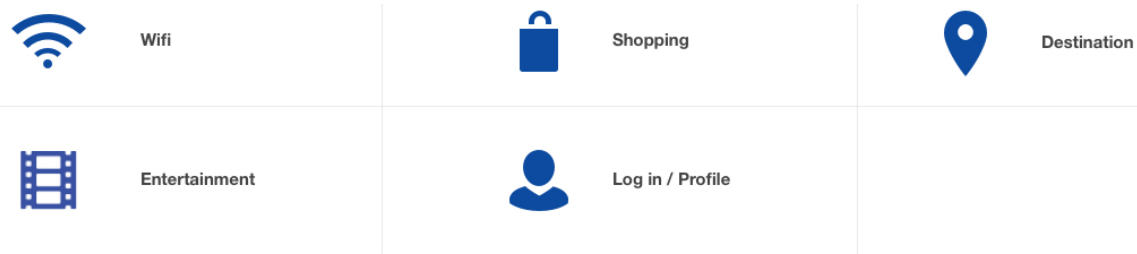
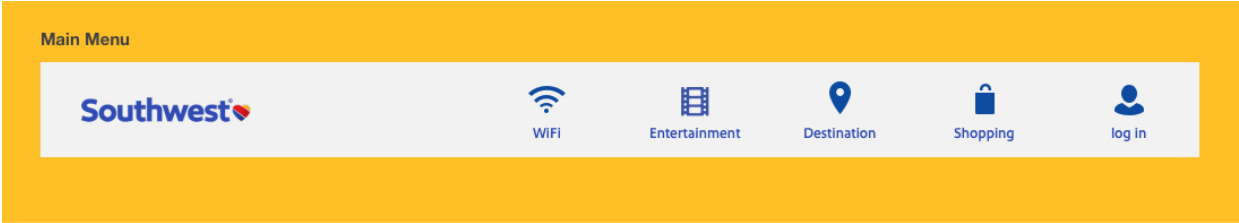
MOBILE FOOTER.jpg



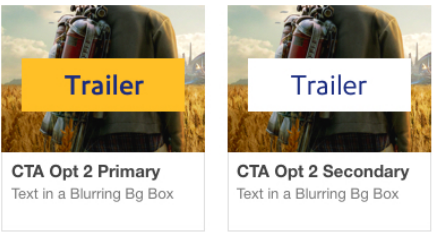
UI ELEMENTS & STYLES

Color Palette

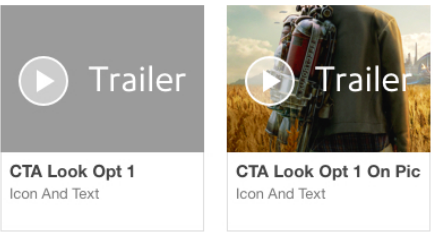
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 Color name #4A4A4A rgba(74, 74, 74, 100)	 Color name #D8D8D8 rgba(216, 216, 216, 1)	 Color name #F2F2F2 rgba(242, 242, 242, 1)	
 Color name #000000 rgba(0, 0, 0, 1)	 Color name #FFFFFF rgba(255, 255, 255, 0.5)		

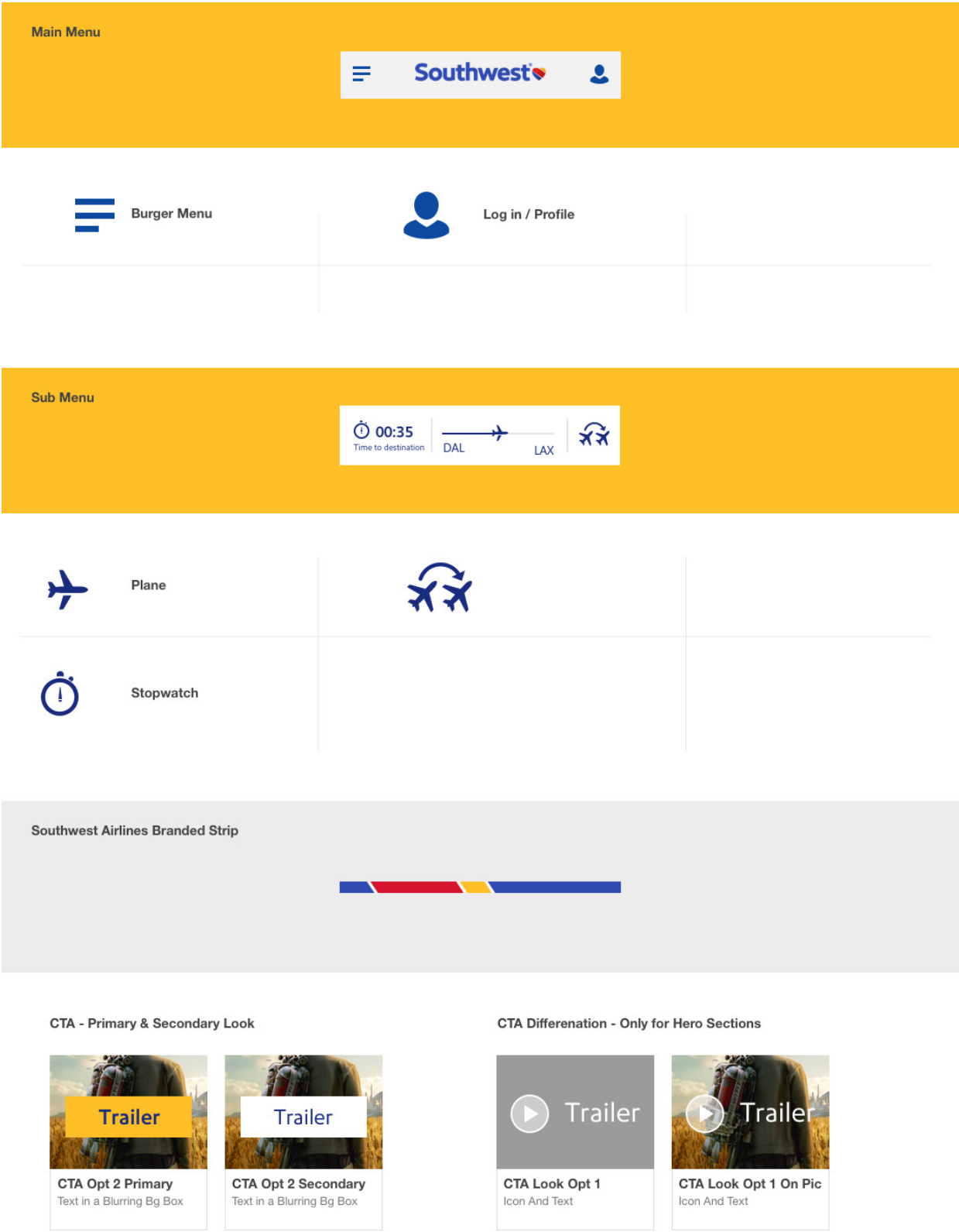


CTA - Primary & Secondary Look



CTA Differentiation - Only for Hero Sections





Forms

Empty State - Field Name

First Name

opacity: 0.5;
font-family: SouthwestSans-Regular;
font-size: 20px;
color: #4A4A4A;
letter-spacing: 0px;

Filled State

Amanda

font-family: SouthwestSans-Regular;
font-size: 20 px;
color: #4A4A4A;
letter-spacing: 0px;

Errors

Field Specific

Luca#gmail.com

34px

20px

Looks like your email is incorrect. Please try Again!

34px

Overall Error

Either the email or password is wrong. Please make sure you have entered all the information correctly.

Email Address

34px

Password

34px

☐ Save log in information on this device.

Sign In

0.58

SOUTHWEST AIRLINES PORTAL

3.0

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Fonts

Aa Zz
SouthwestSans-Regular

Aa Zz
SouthwestSans-Medium

Aa Zz
SouthwestSans-Light

Aa Zz
SouthwestSans-Bold

Aa Zz
ClearSans-Thin

H2 - Main section titles (Covers, Synopsis) TOMORROW LAND SouthwestSans-Bold / 52 px / 67 px Leading / #FFFFFF
Text style Live Tv SouthwestSans-Regular / 18 px / 23 px Leading / #4A4A4A
H4 Imagine a place where everything is possible SouthwestSans-Regular / 20 px / 26 px Leading / #FFFFFF H5 Watch the latest episodes SouthwestSans-Medium / 20 px / 26 px Leading / #FFFFFF
Text style TV SouthwestSans-Medium / 18 px / 23 px Leading / #4A4A4A Text style 24 - Just in Time SouthwestSans-Medium / 16 px / 20 px Leading / #4A4A4A
Text style Trailer SouthwestSans-Regular / 16 px / 20 px Leading / #FFFFFF
Text style App is not needed SouthwestSans-Light / 16 px / 20 px Leading / #0D4BA0
Text style Season 5 SouthwestSans-Regular / 12 px / 15 px Leading / #FFFFFF

THANK YOU