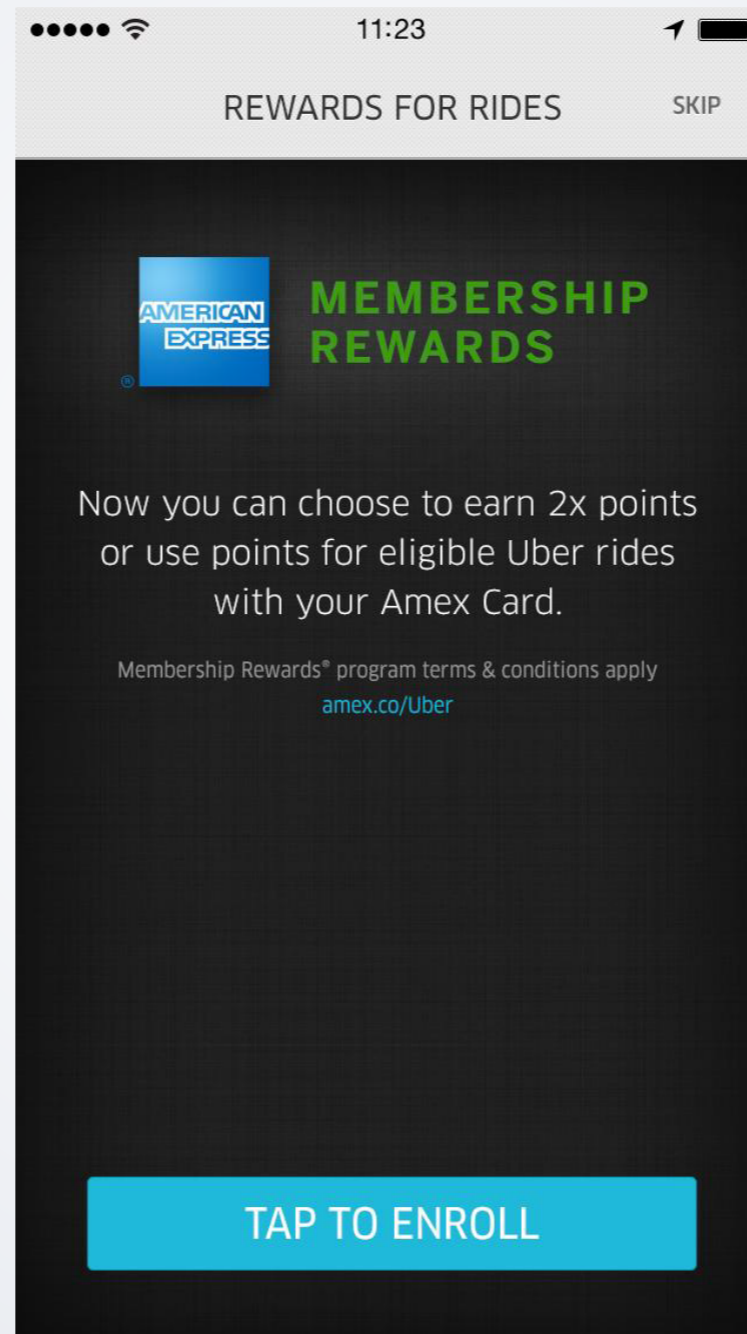


Uber + Amex User Mocks

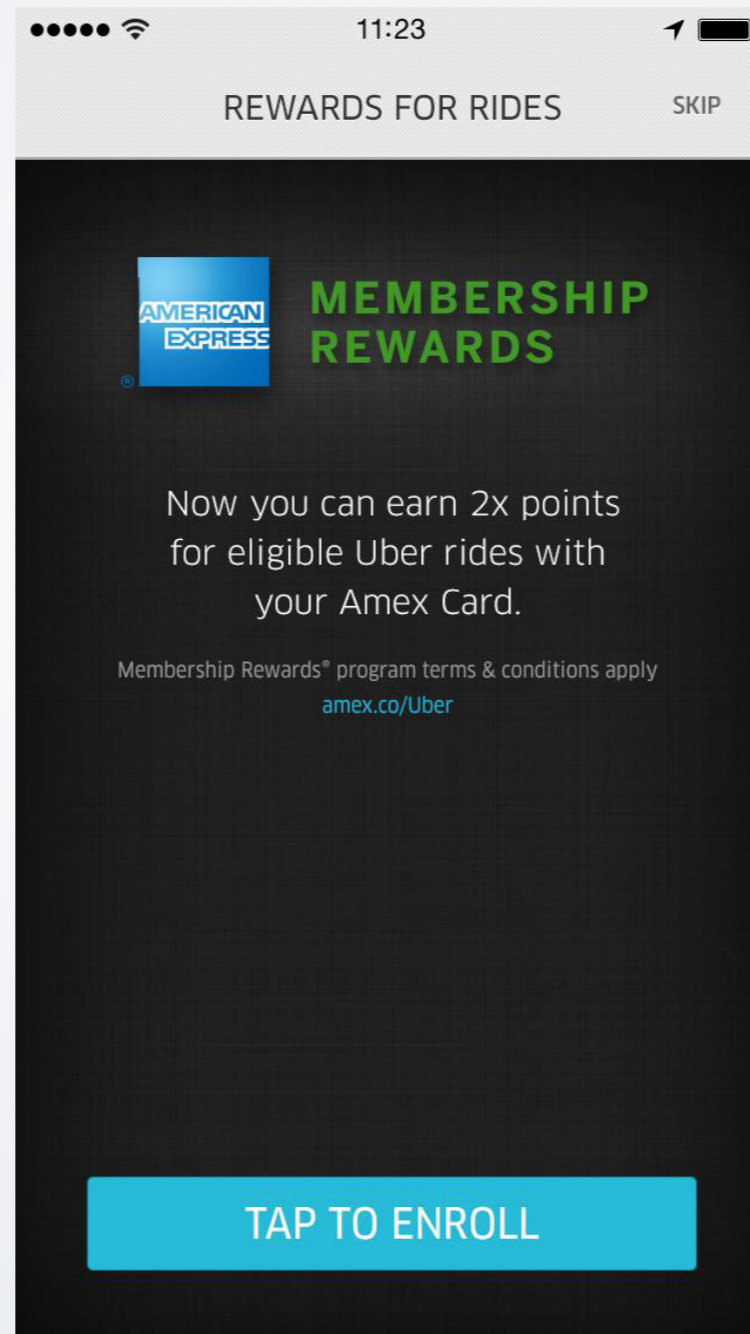
May 2014



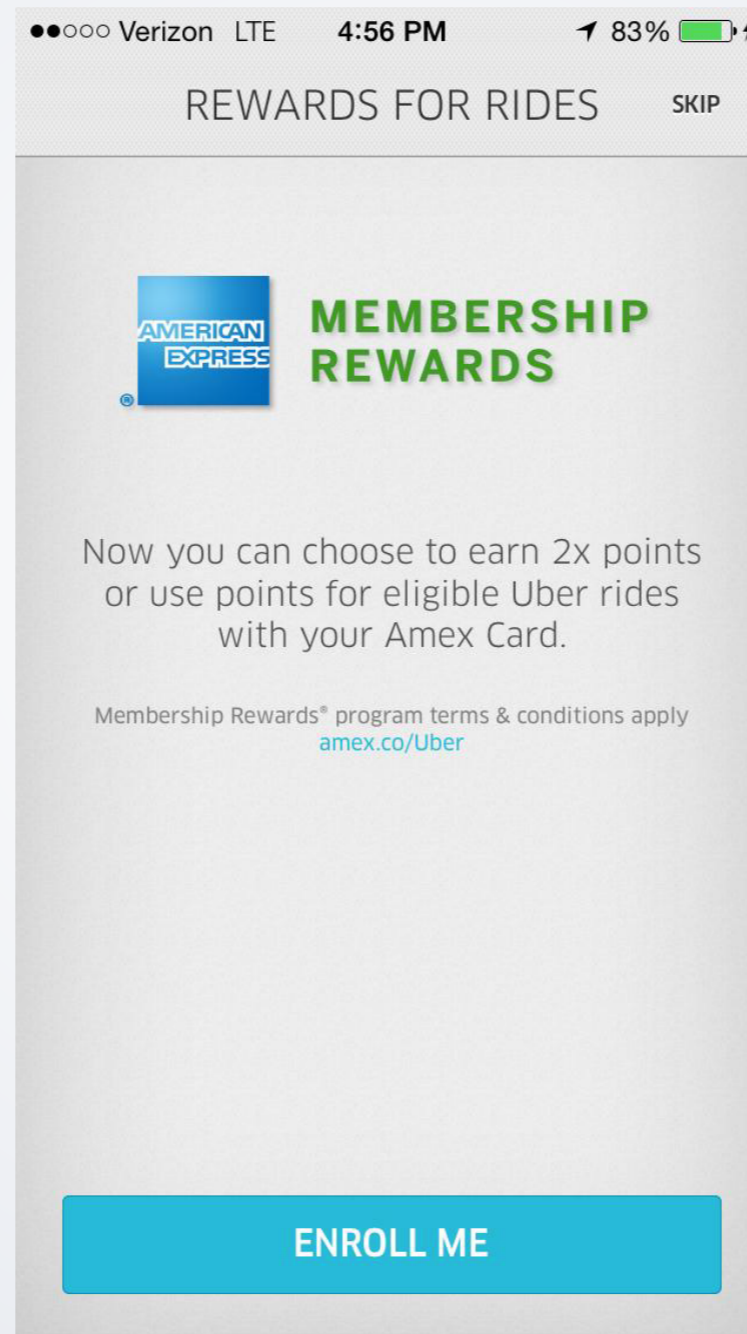
Promotional Message: New User, MR Eligible, Earn and Burn



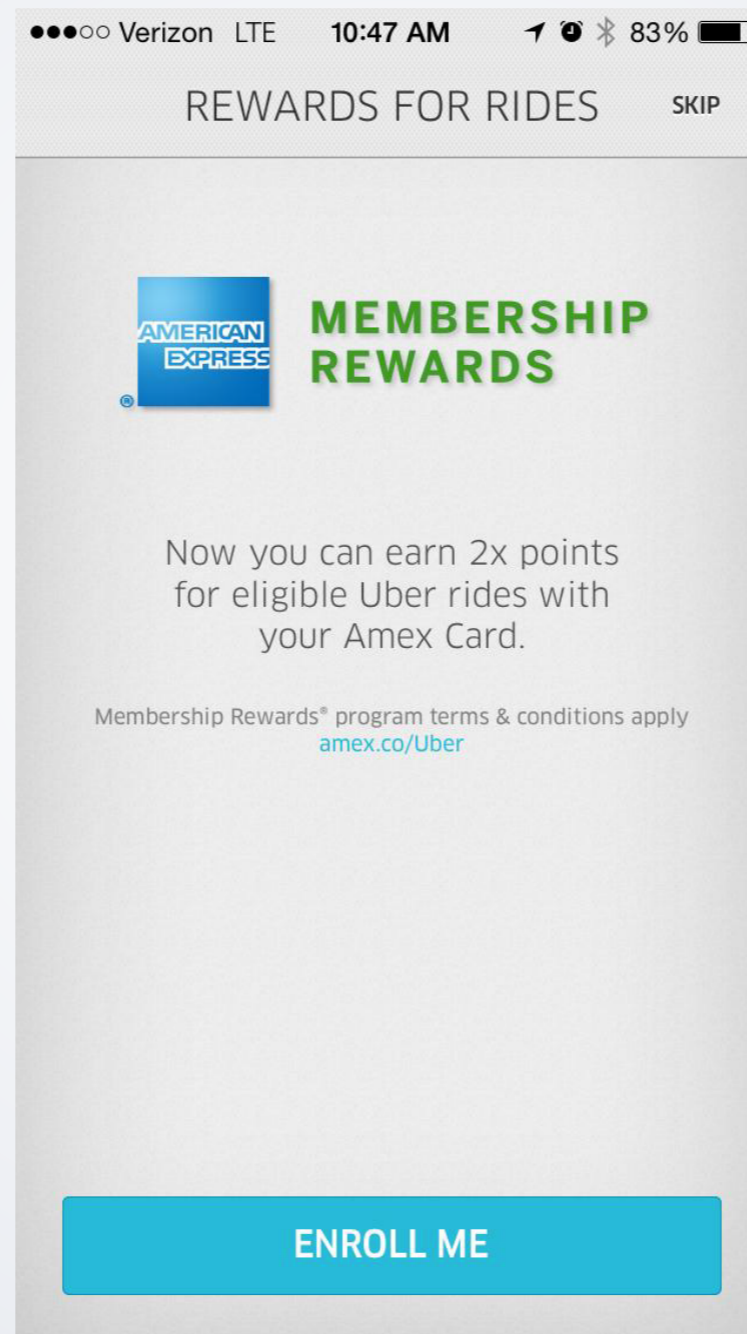
Promotional Message: New User, MR Eligible, Earn-Only



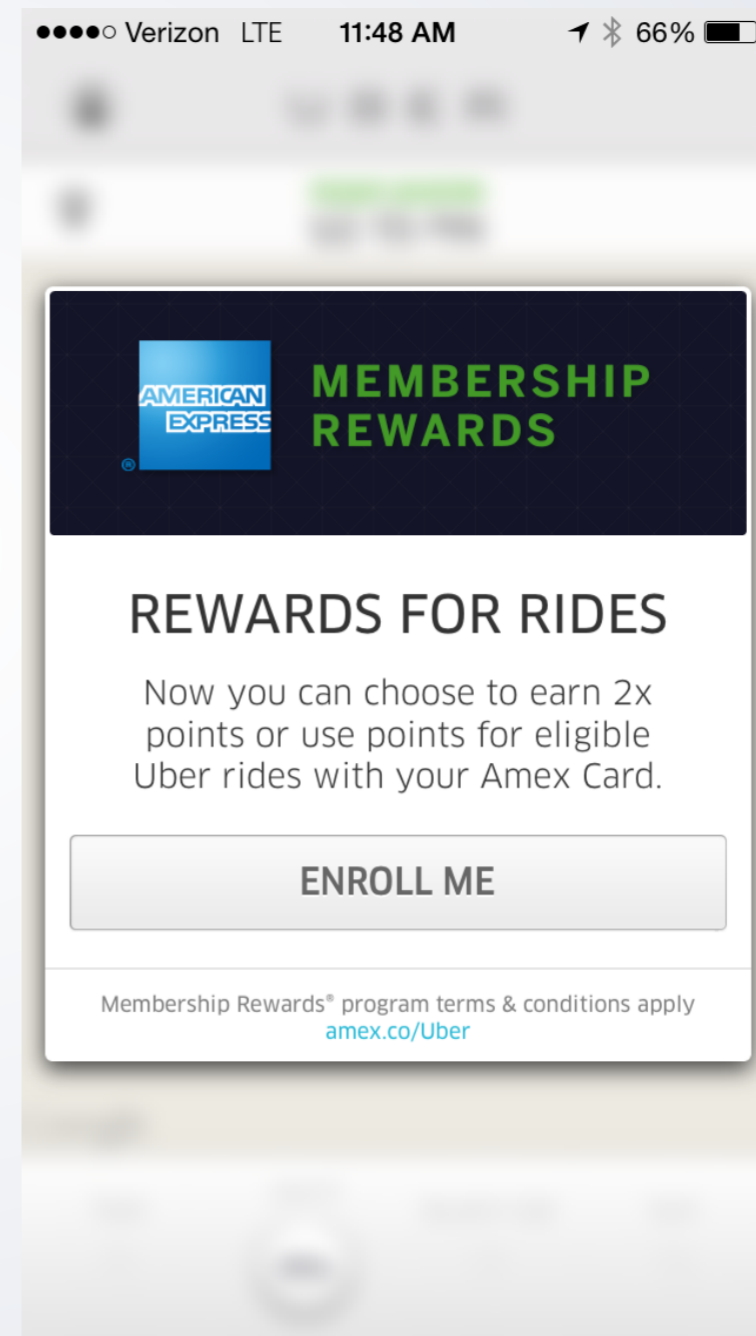
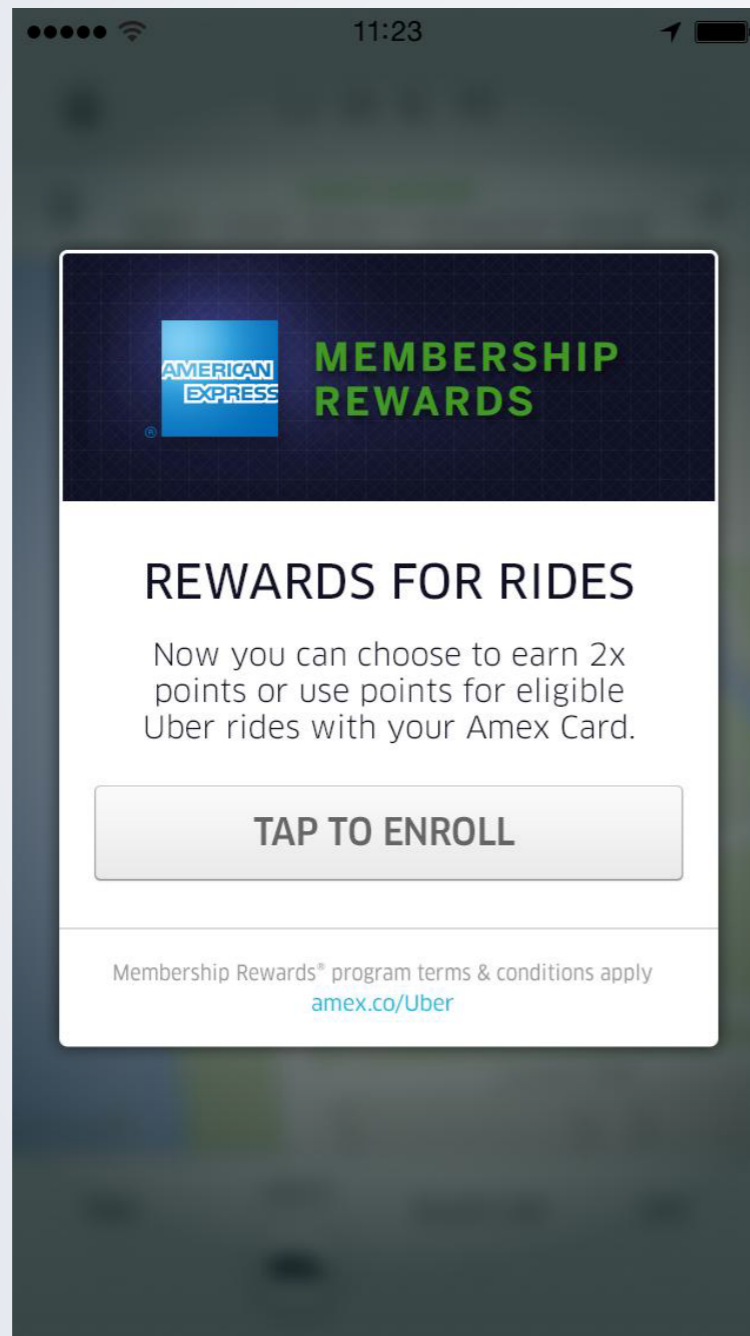
Promotional Message: Existing User, MR Eligible, Earn and Burn



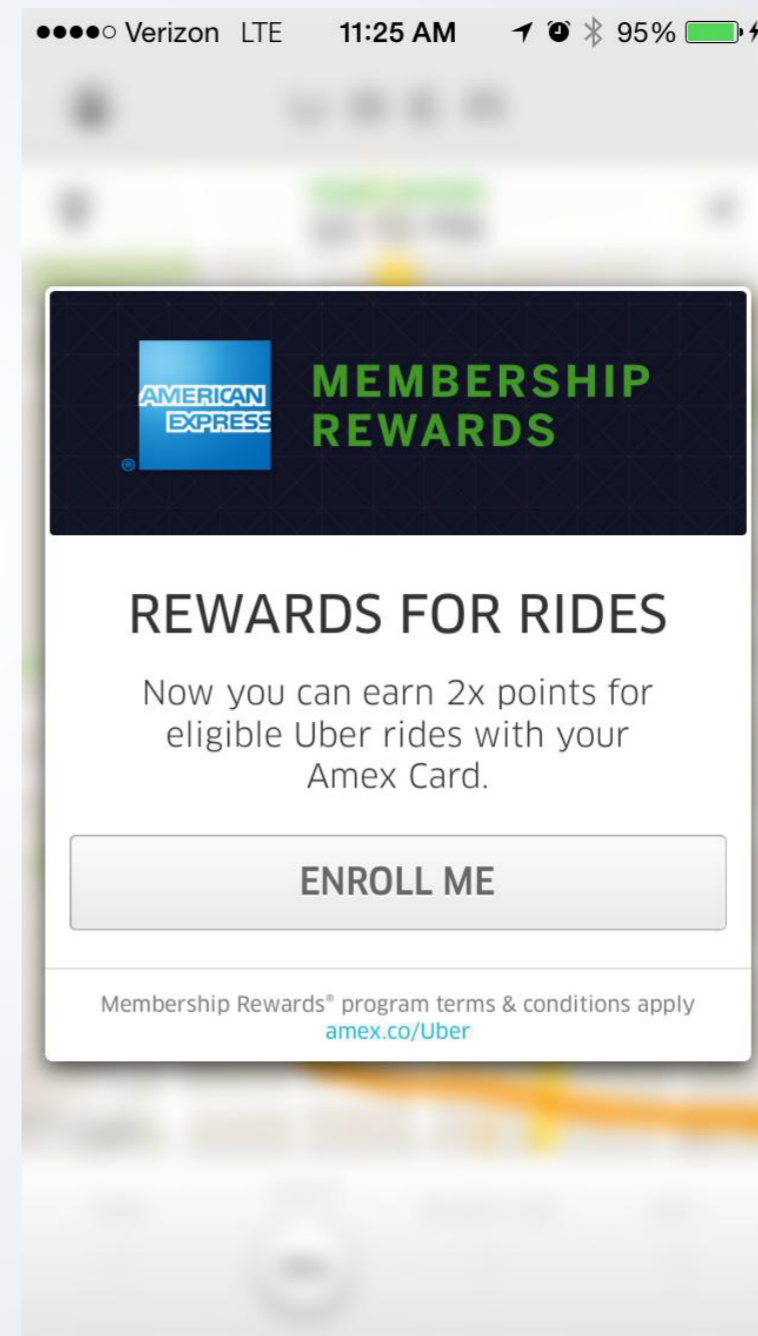
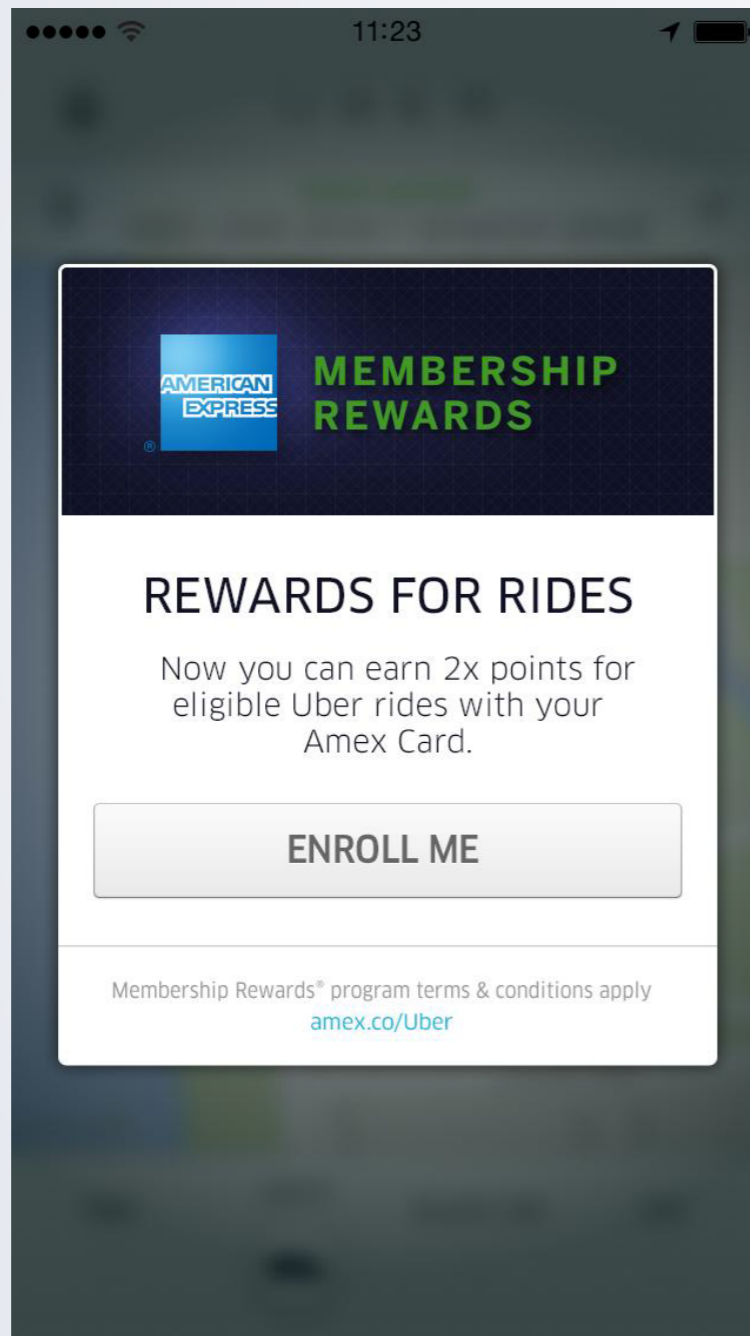
Promotional Message: Existing User, MR Eligible, Earn-Only



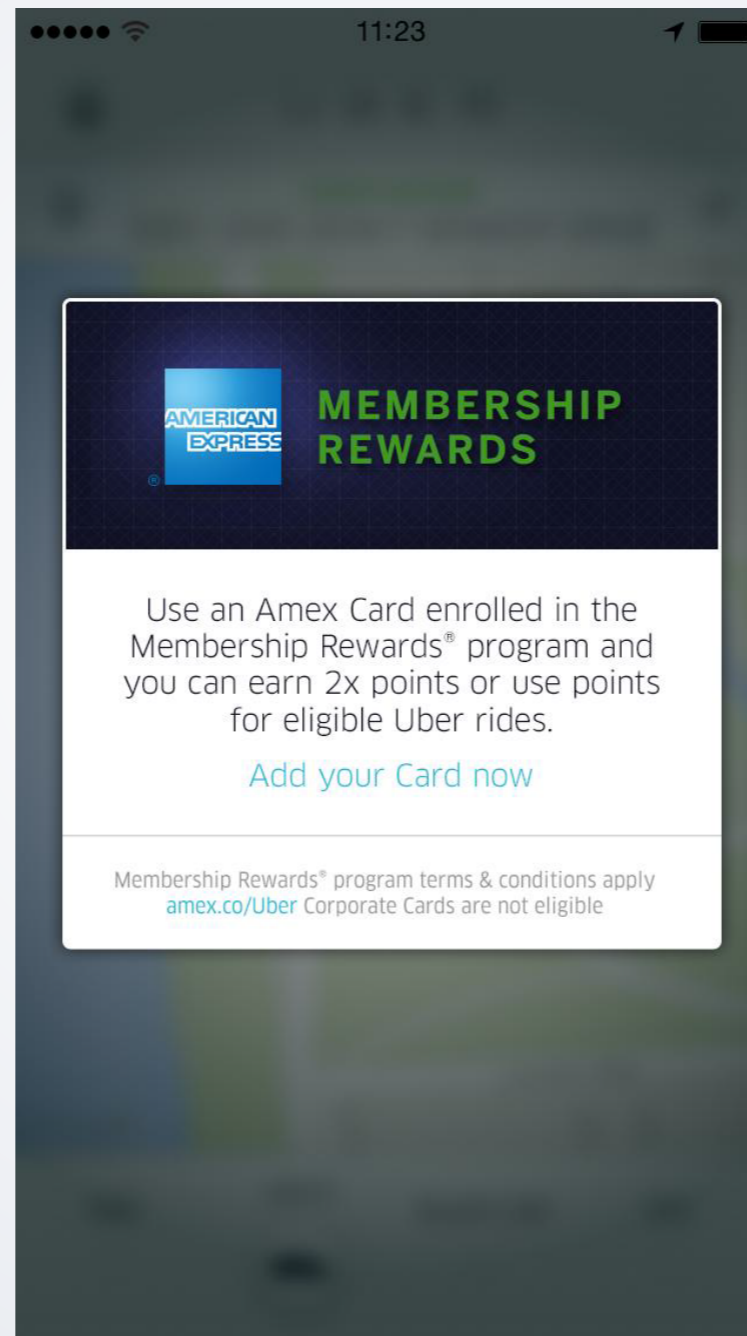
Promotional Interstitial: Existing User, MR Eligible, Earn and Burn



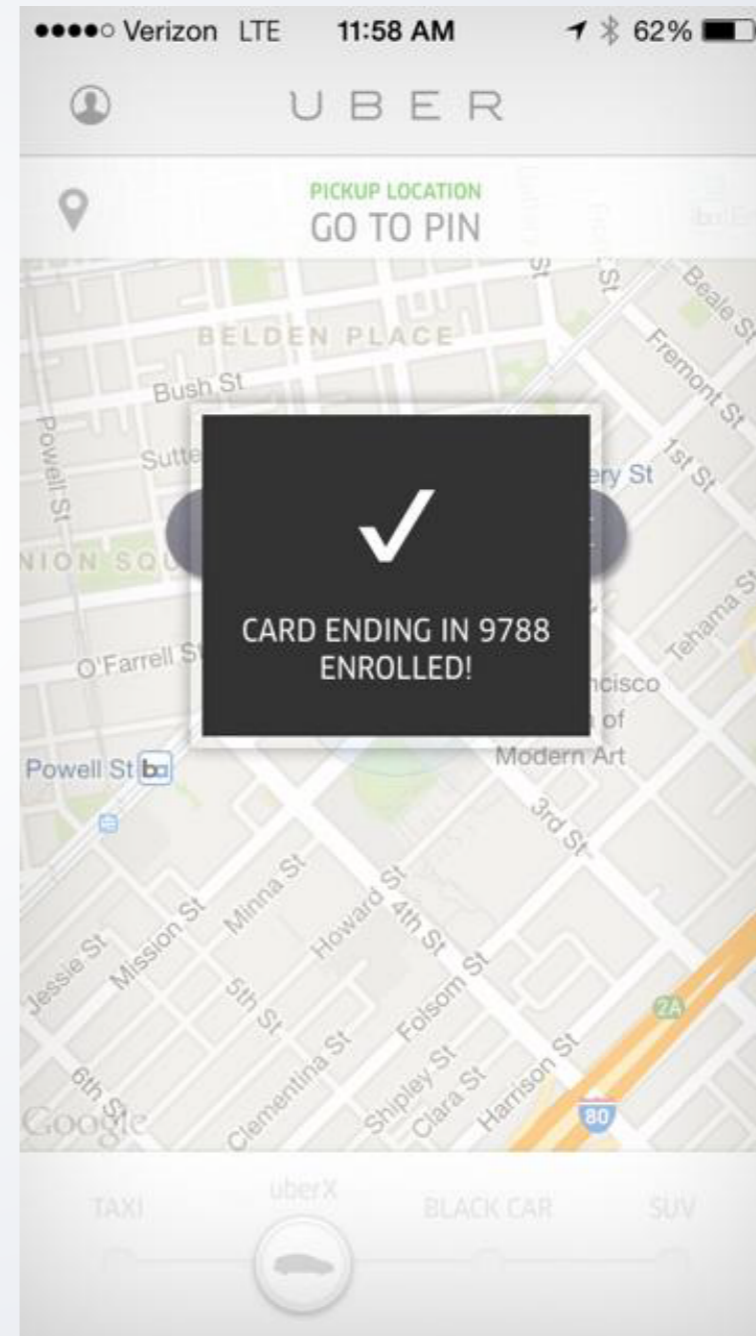
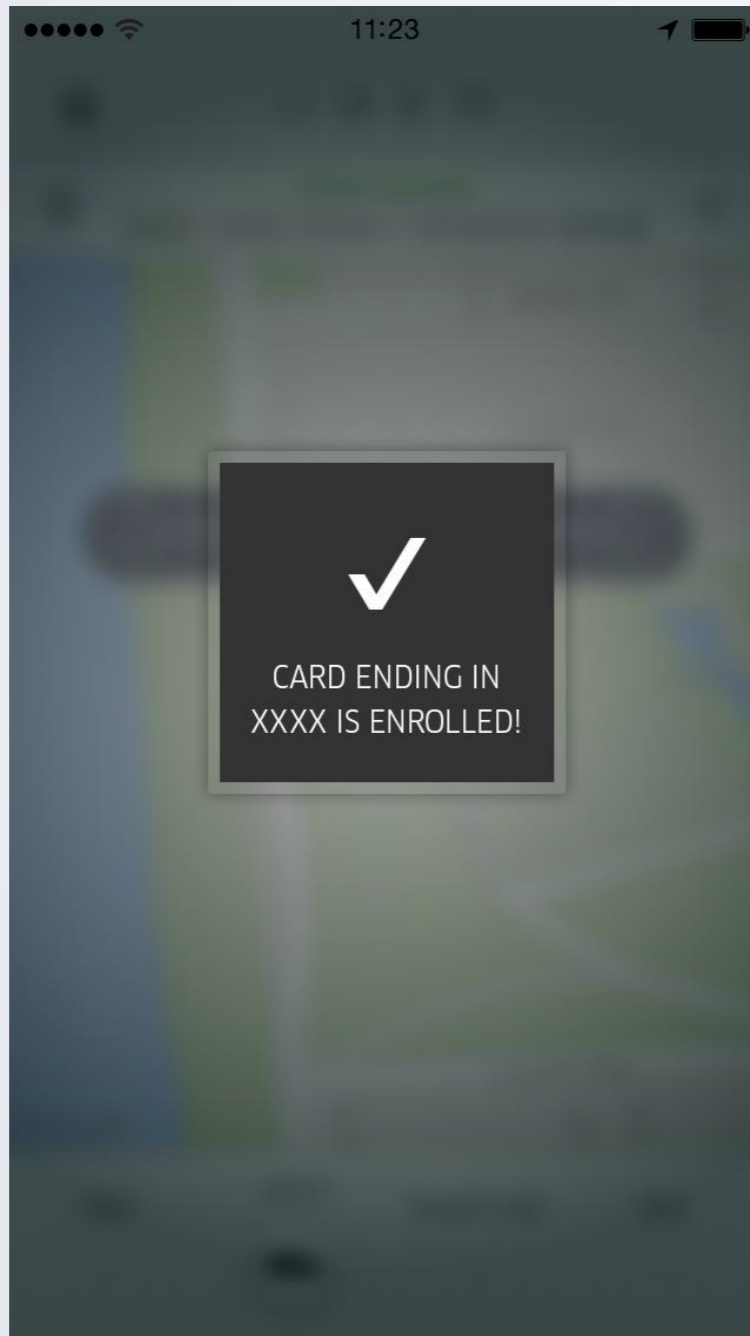
Promotional Interstitial: Existing User, MR Eligible, Earn-Only



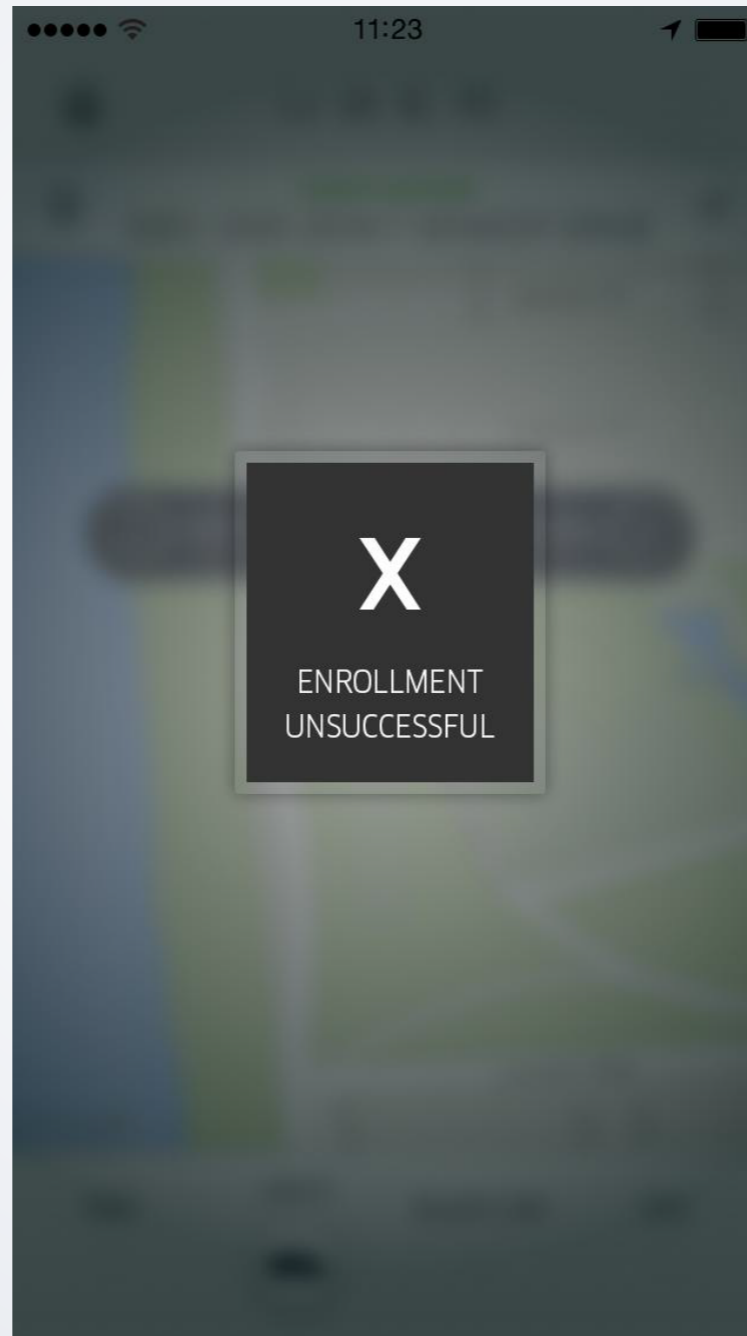
Promotional Interstitial: Existing User, Non-MR, Non AXP-CM



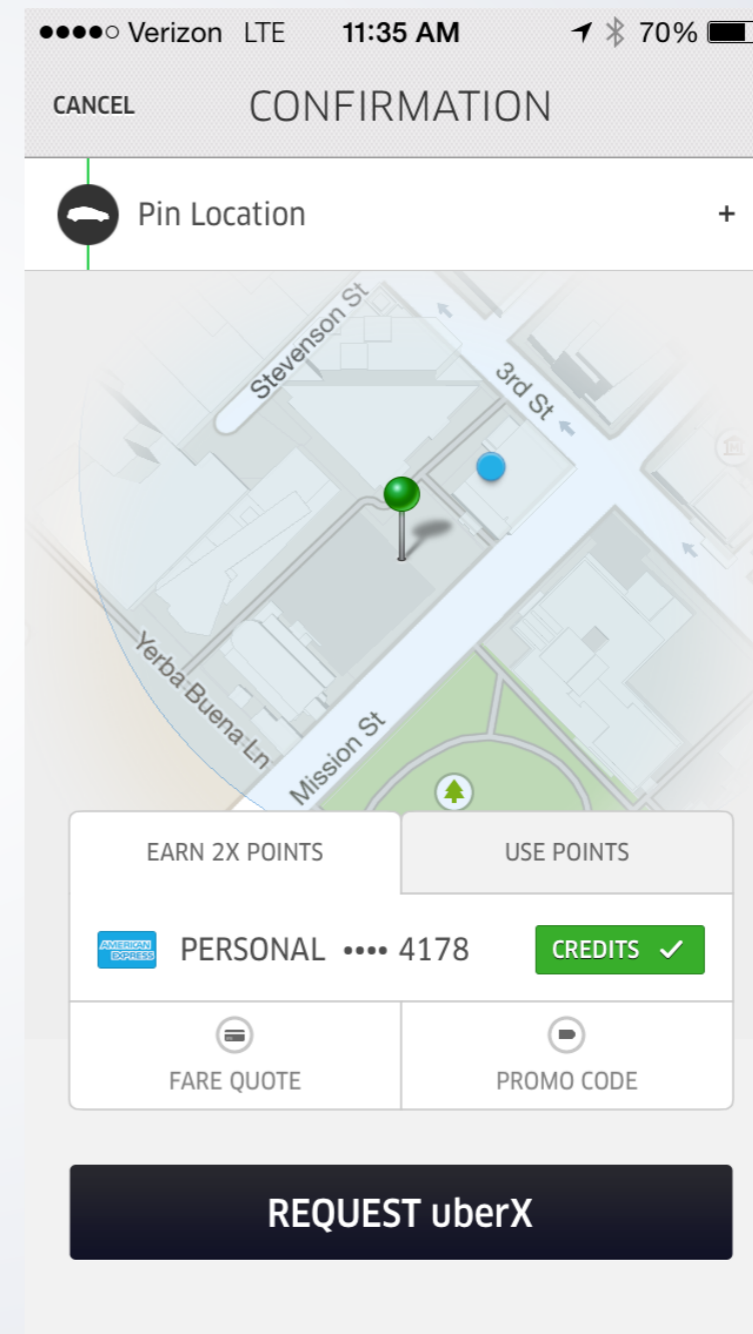
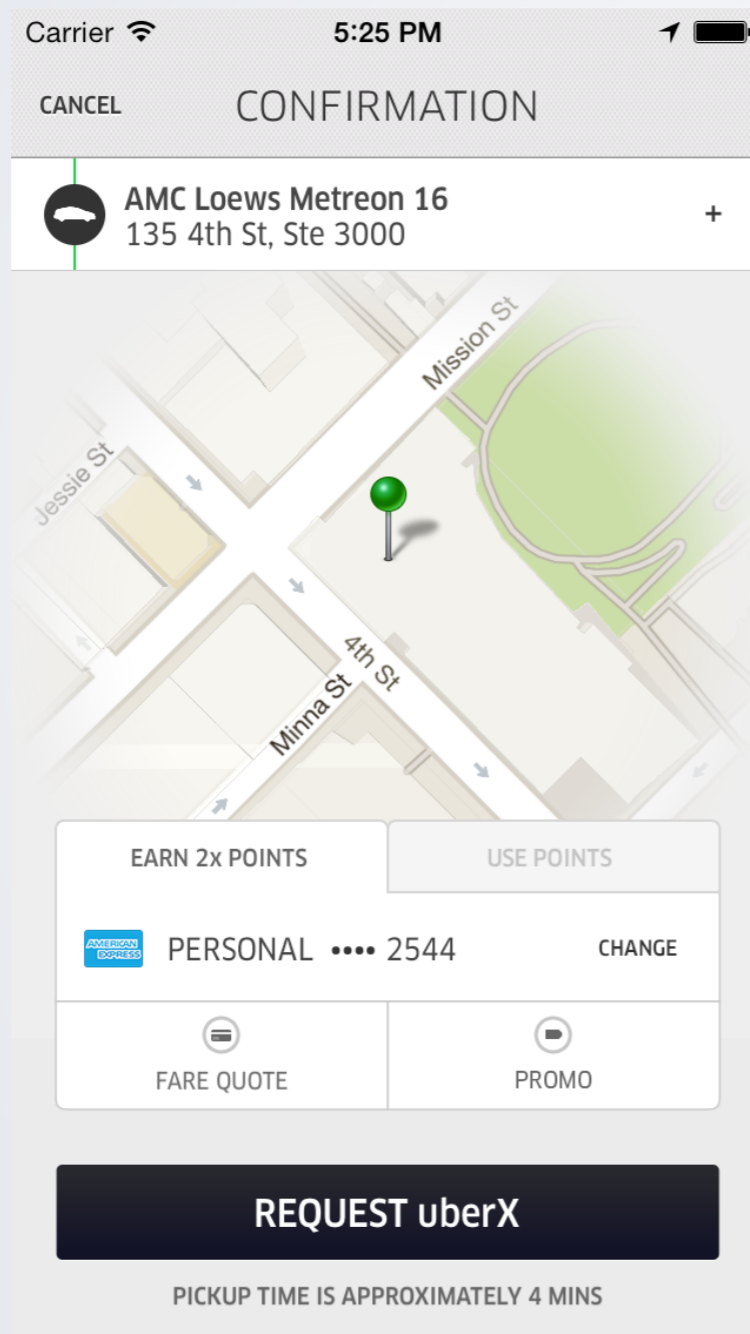
Enrollment Confirmation Screen – Successful Enrollment



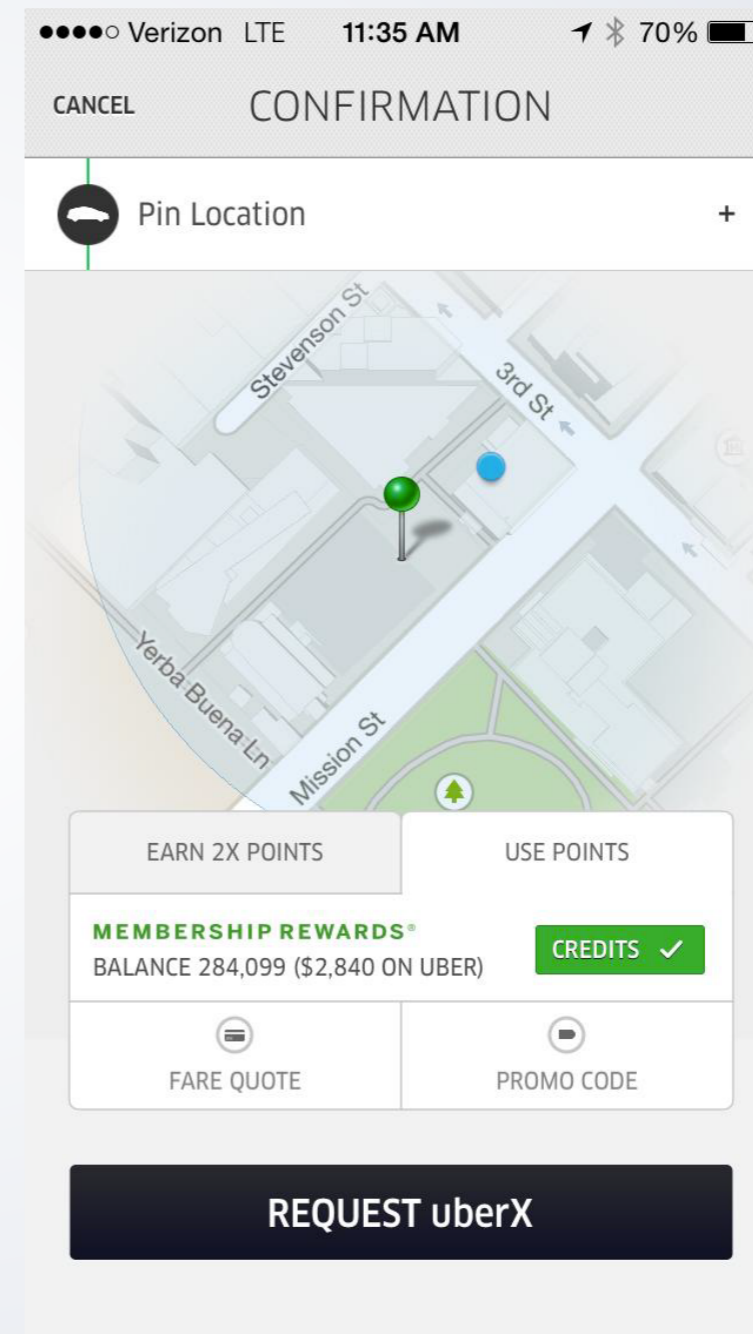
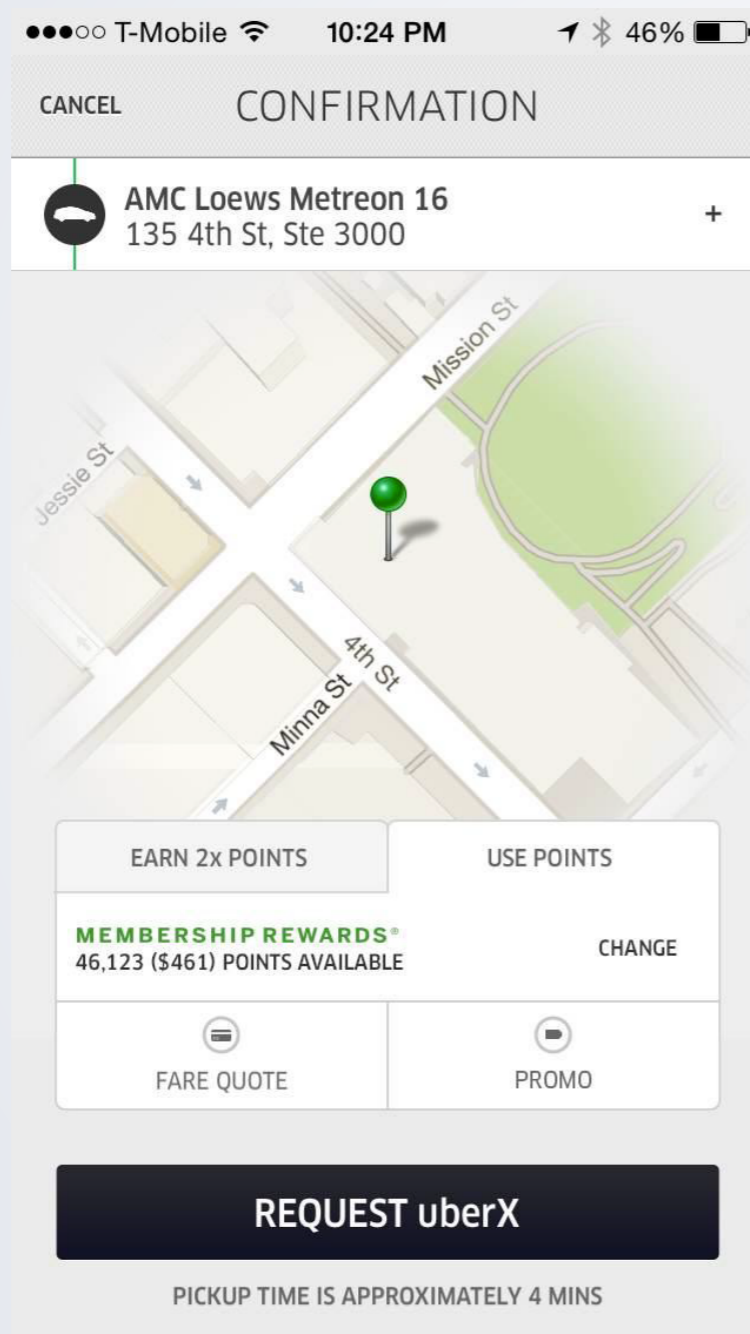
Enrollment Confirmation Screen – Unsuccessful Enrollment



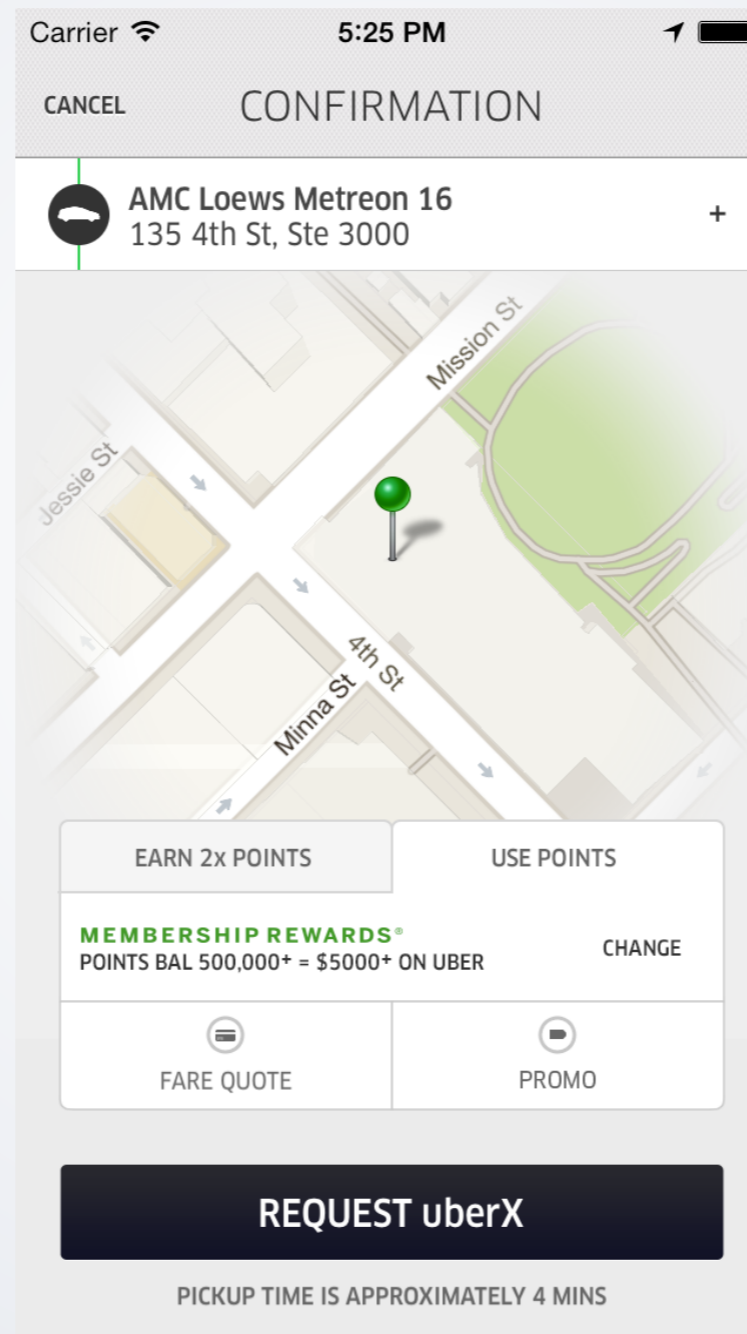
Request Uber Screen: Option to Earn



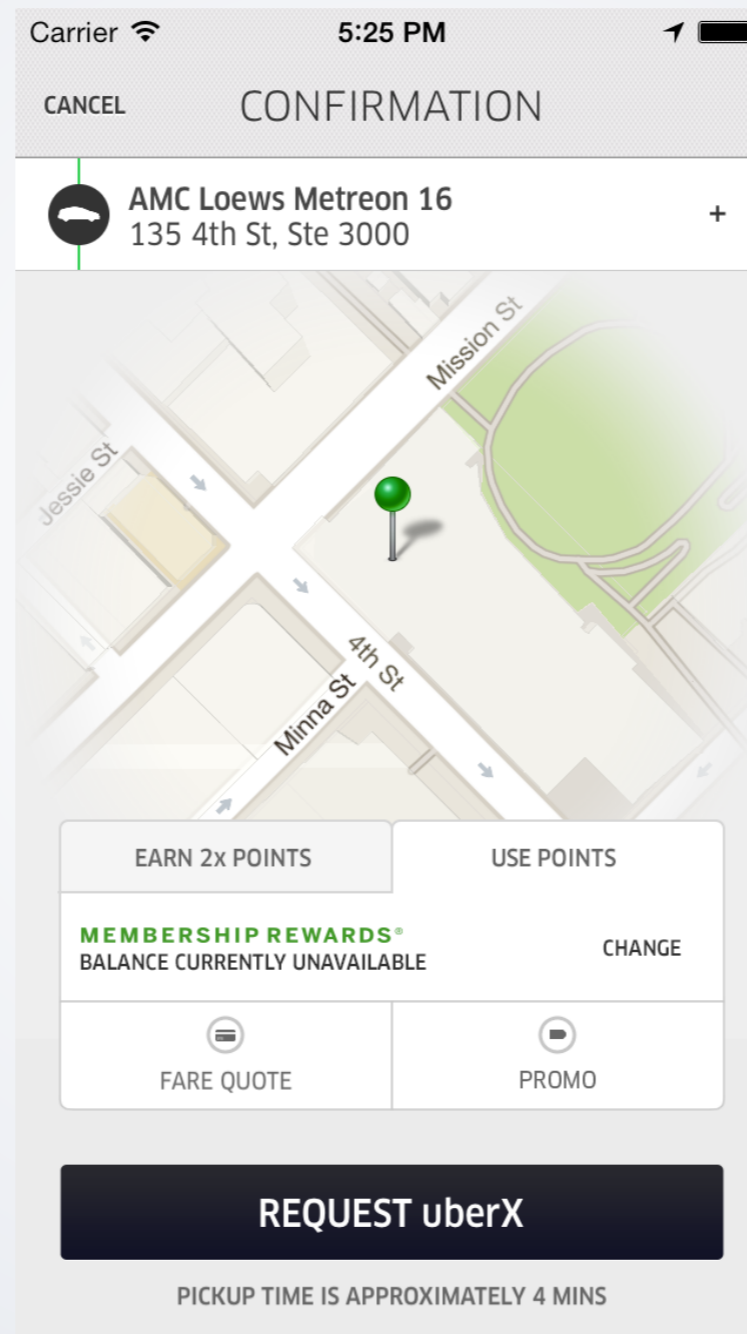
Request Uber Screen: Option to Use Points – Less Than 500K Points






Request Uber Screen: Option to Use Points – Greater than or equal to 500K Points





Request Uber Screen: PWP API Error



Fare Quote

Carrier  5:28 PM  

FARE QUOTE 

 AMC Loews Metreon 16
135 4th St, Ste 3000

1151 Church Street

uberX

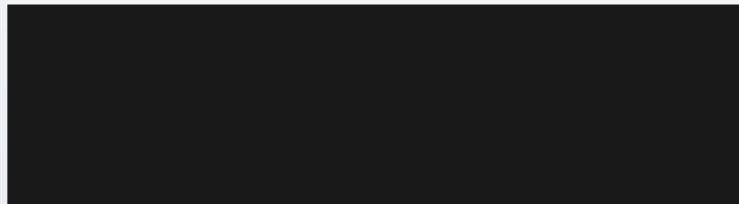
\$16-19

1600 - 1900
MEMBERSHIP REWARDS® POINTS

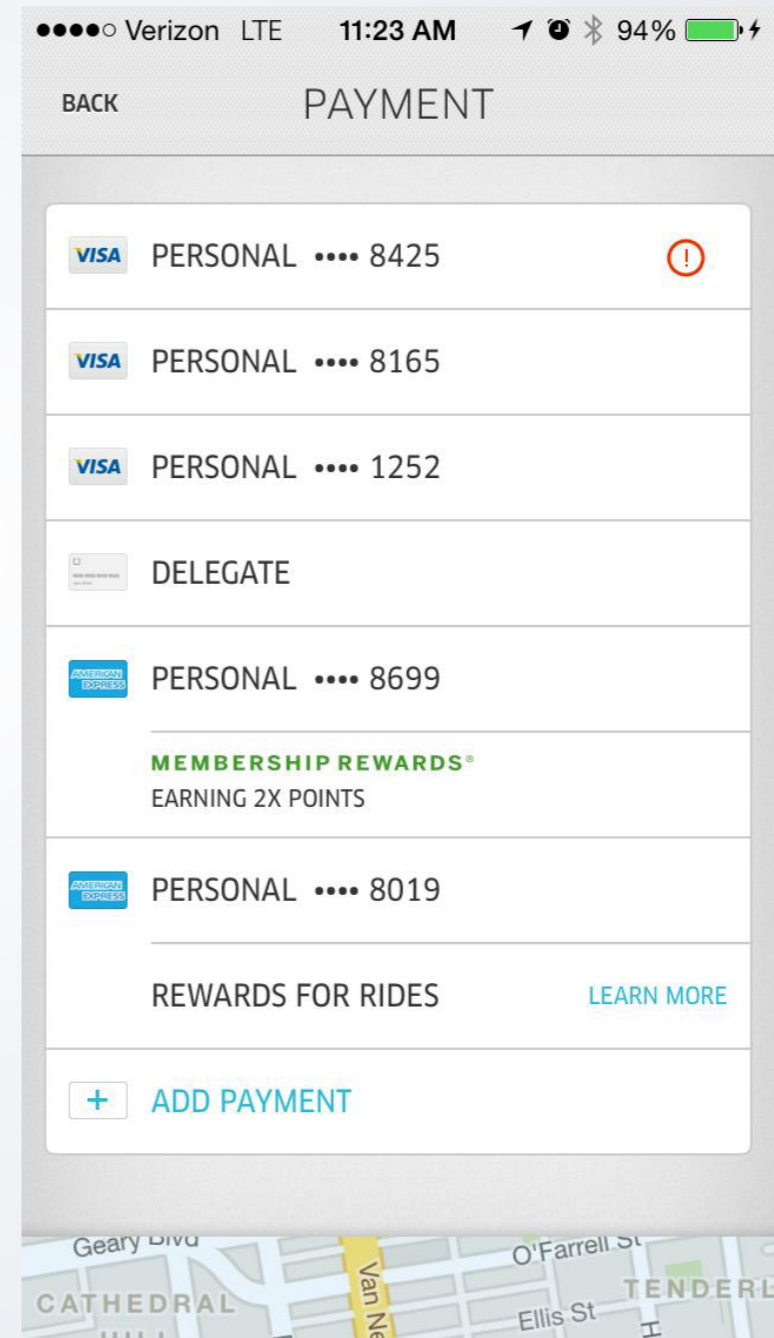
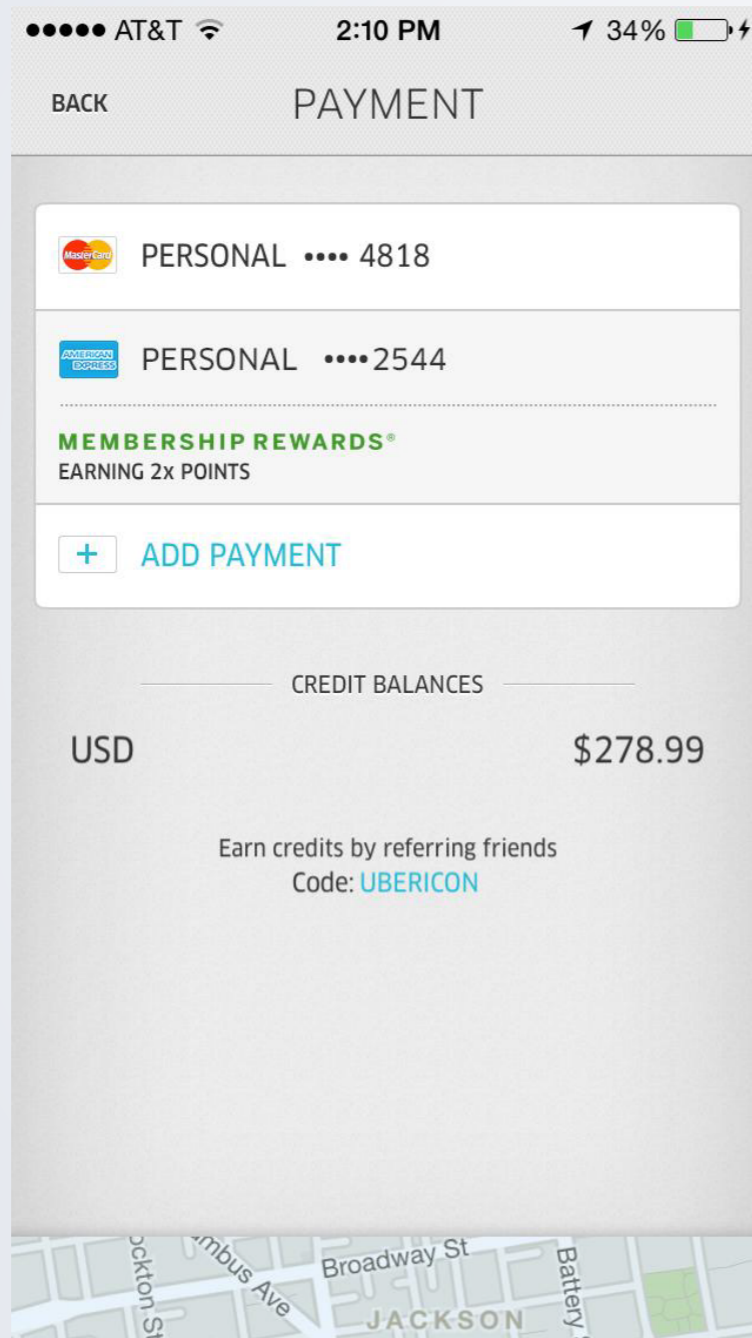
If your fare exceeds the available points balance, you'll be charged the full fare.

Fares may vary due to traffic, weather, and other factors.
Estimate does not include discounts or promotions.

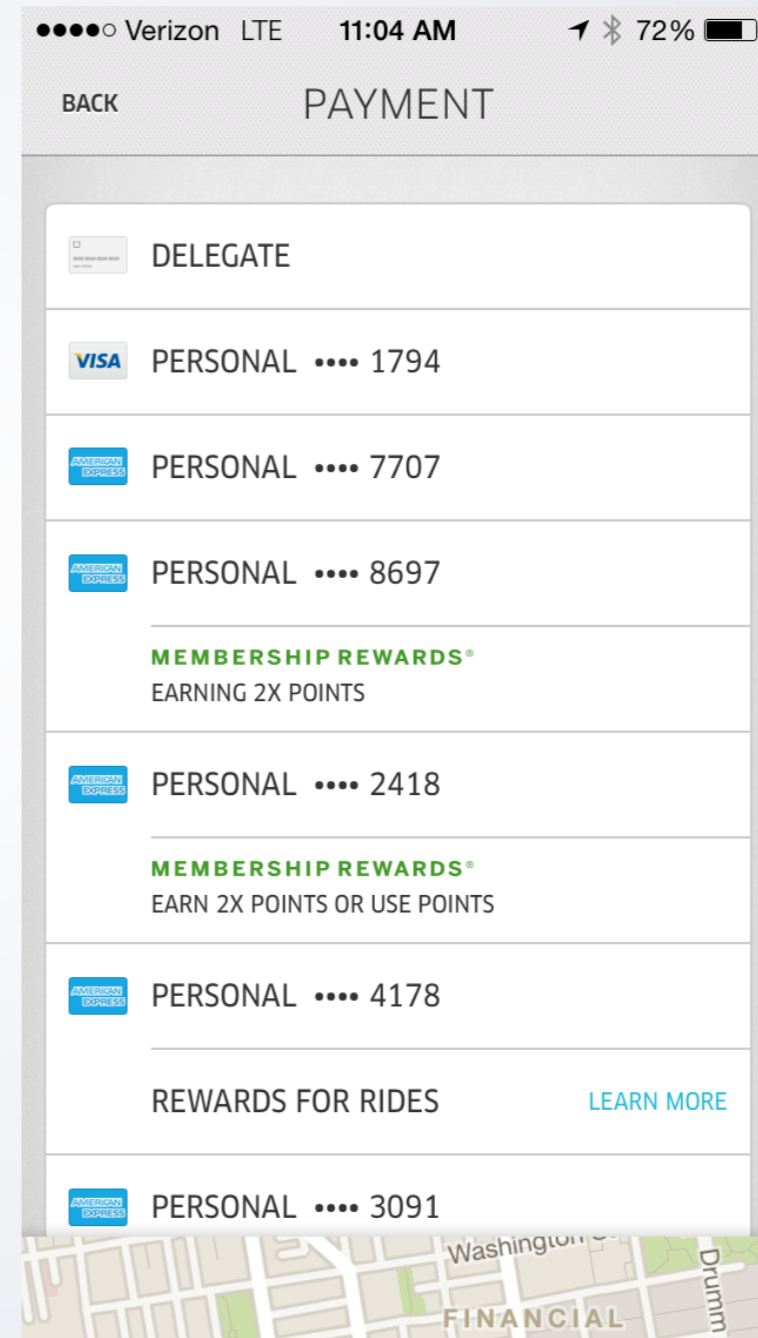
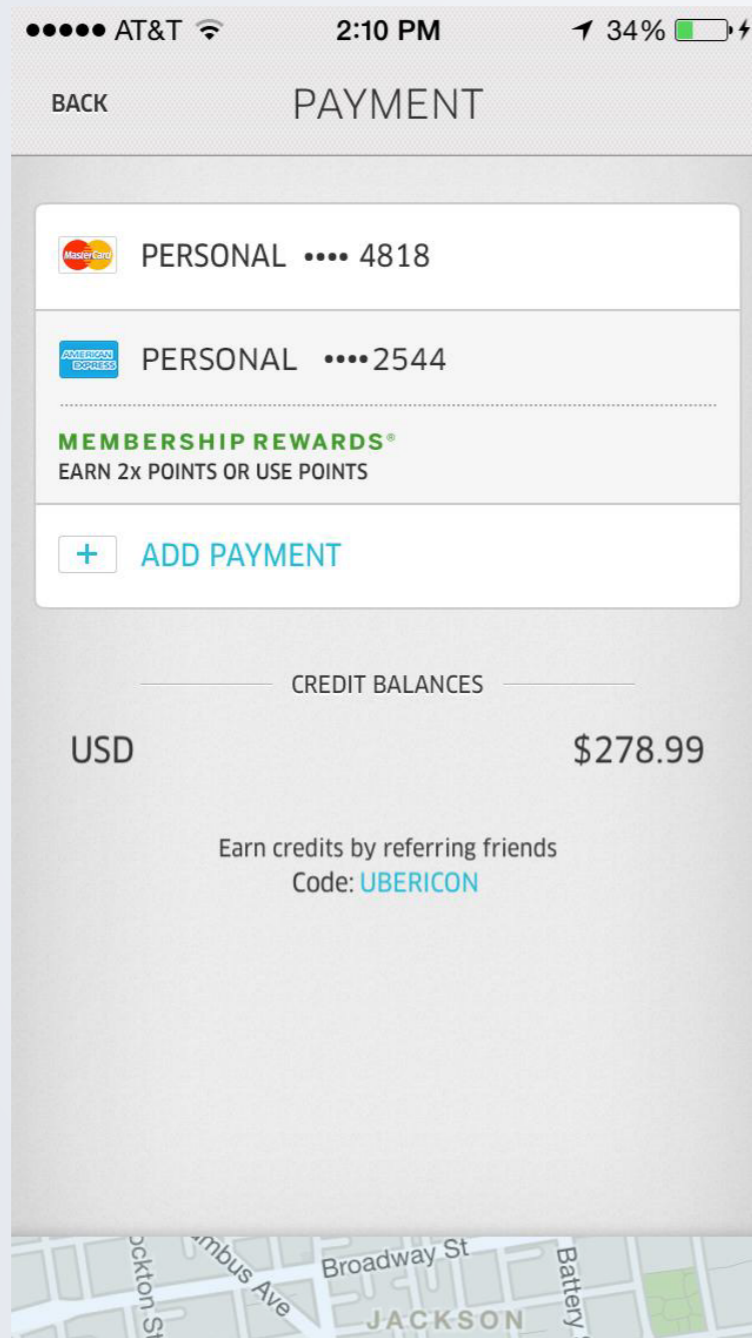
[ENTER A NEW DESTINATION](#)



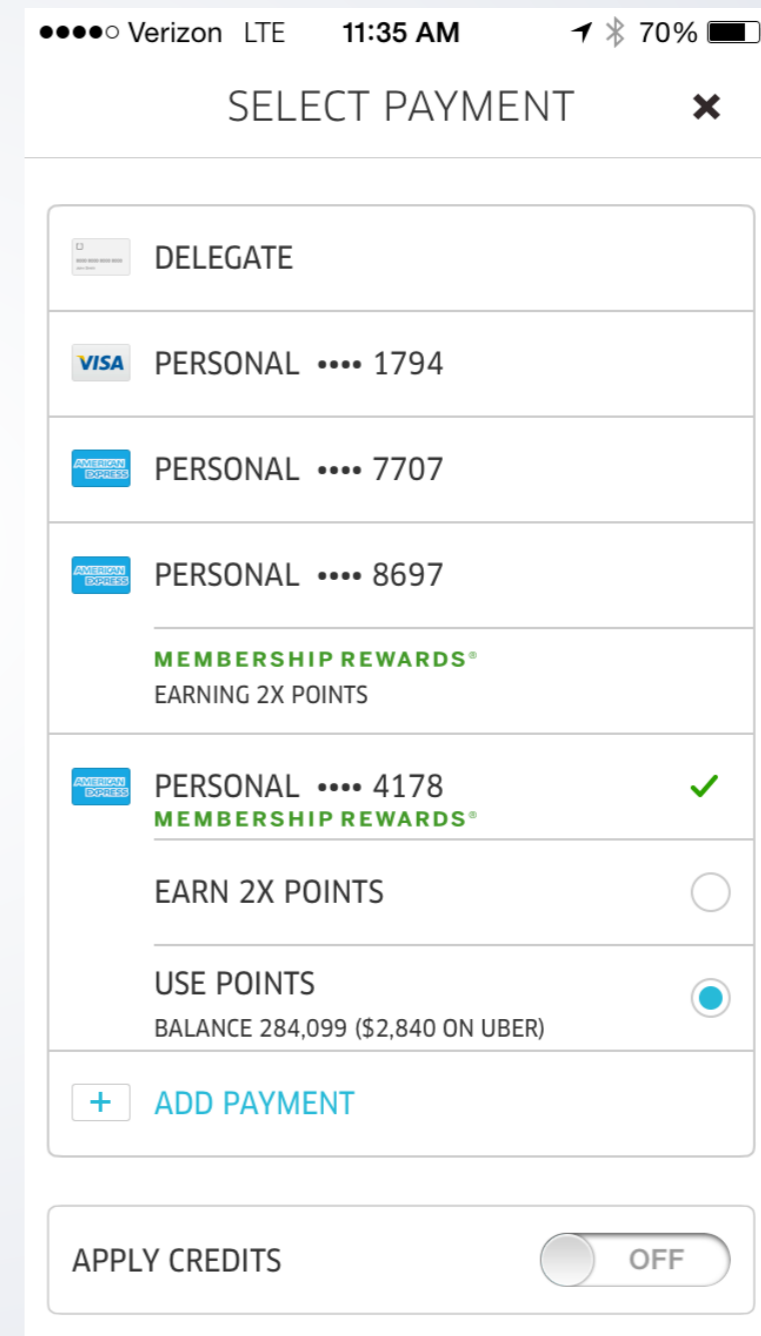
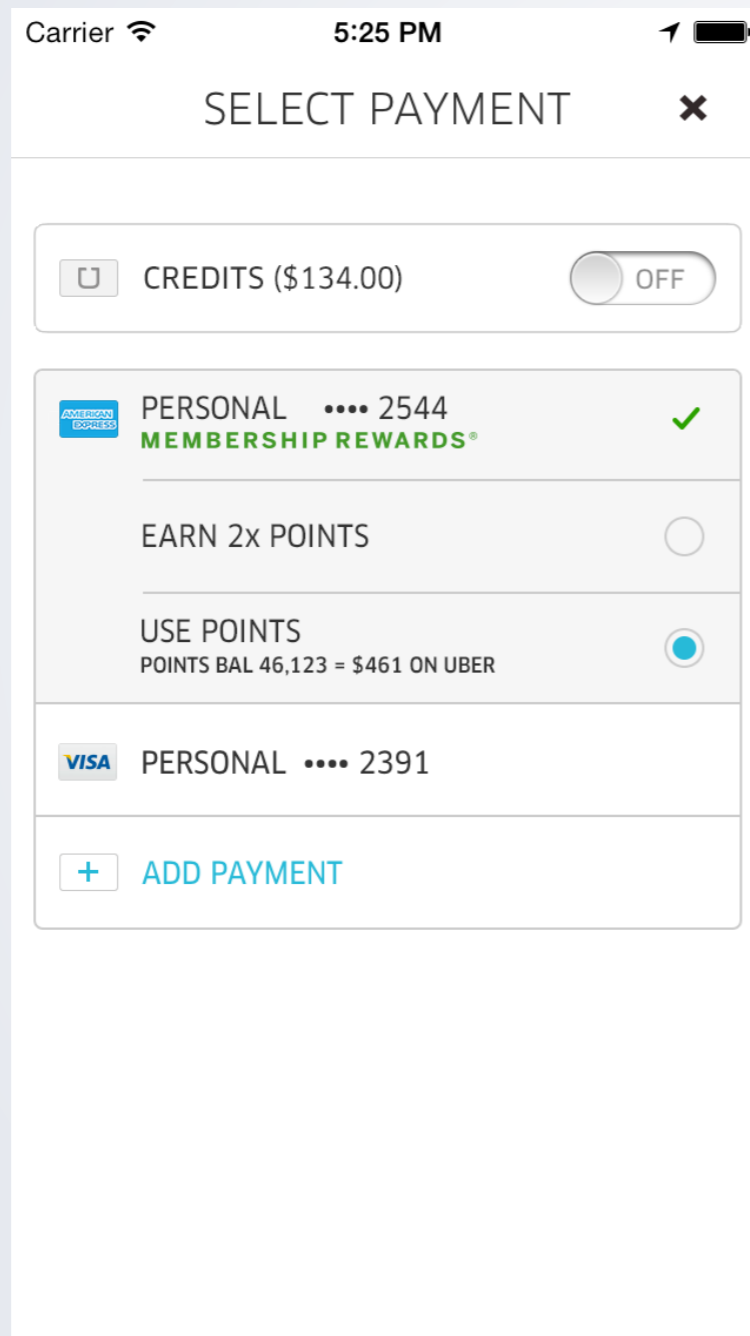
Select Payment Screen (from Settings): Earn-Only



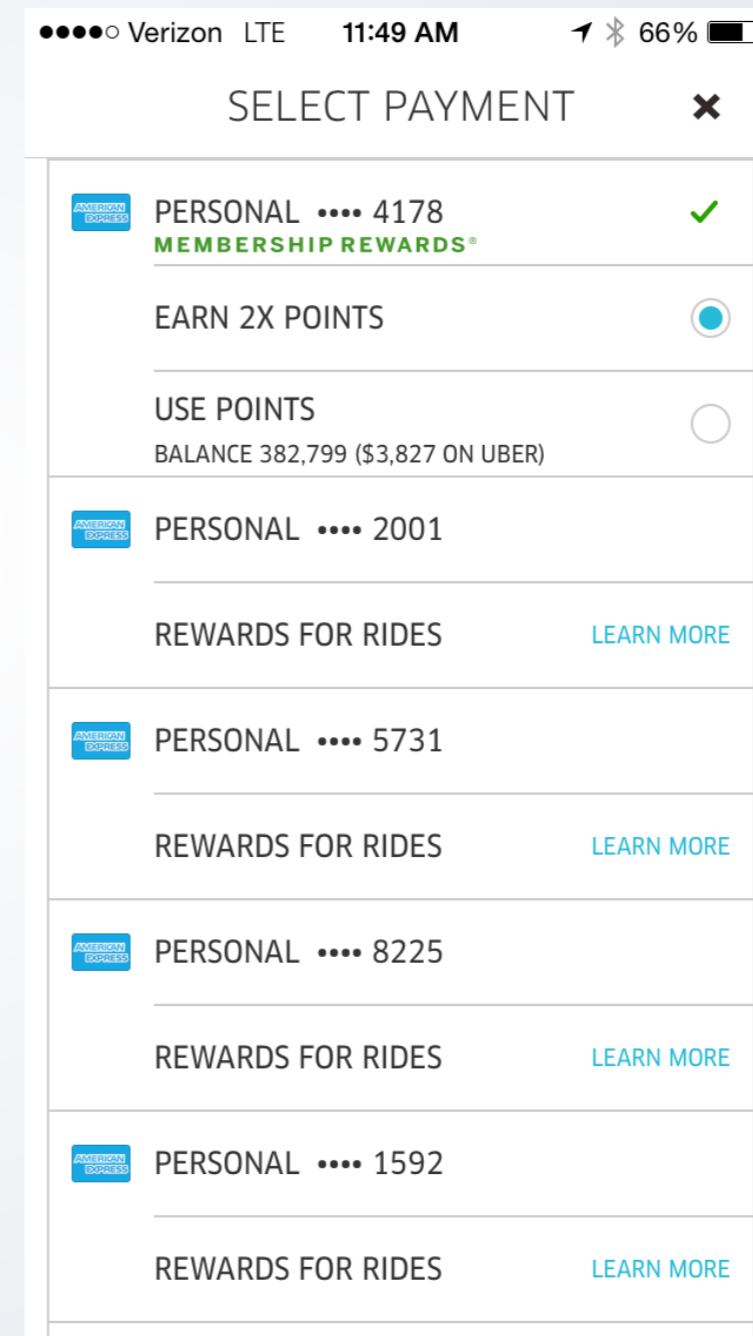
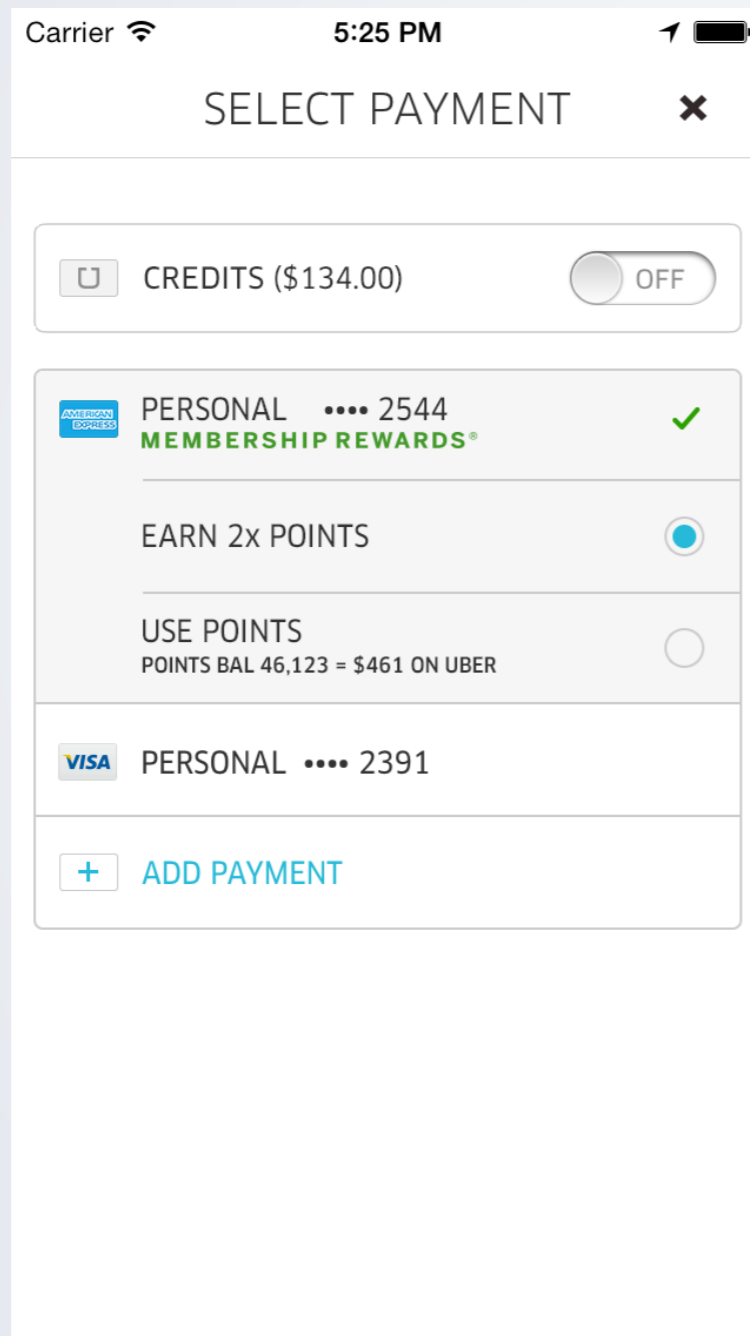
Select Payment Screen (from Settings): Earn and Burn



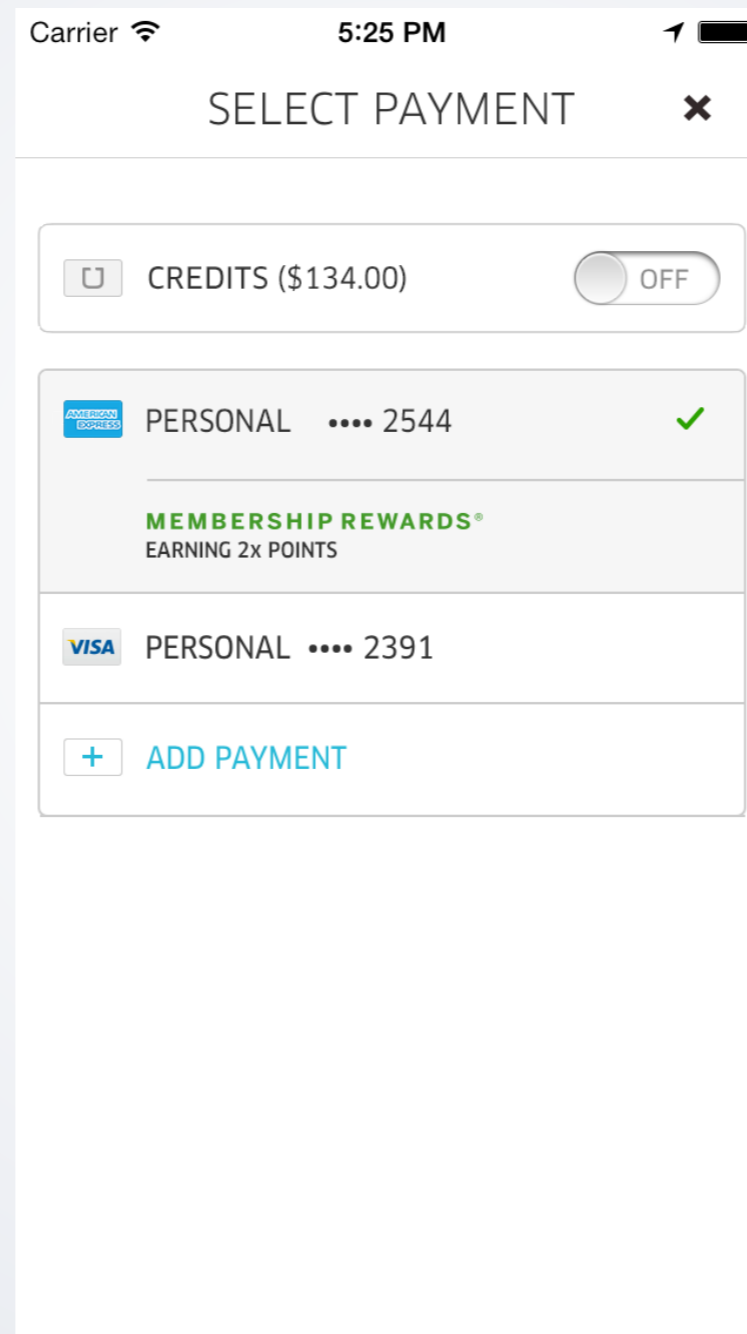
Select Payment Screen (from Trip Settings), Use Points



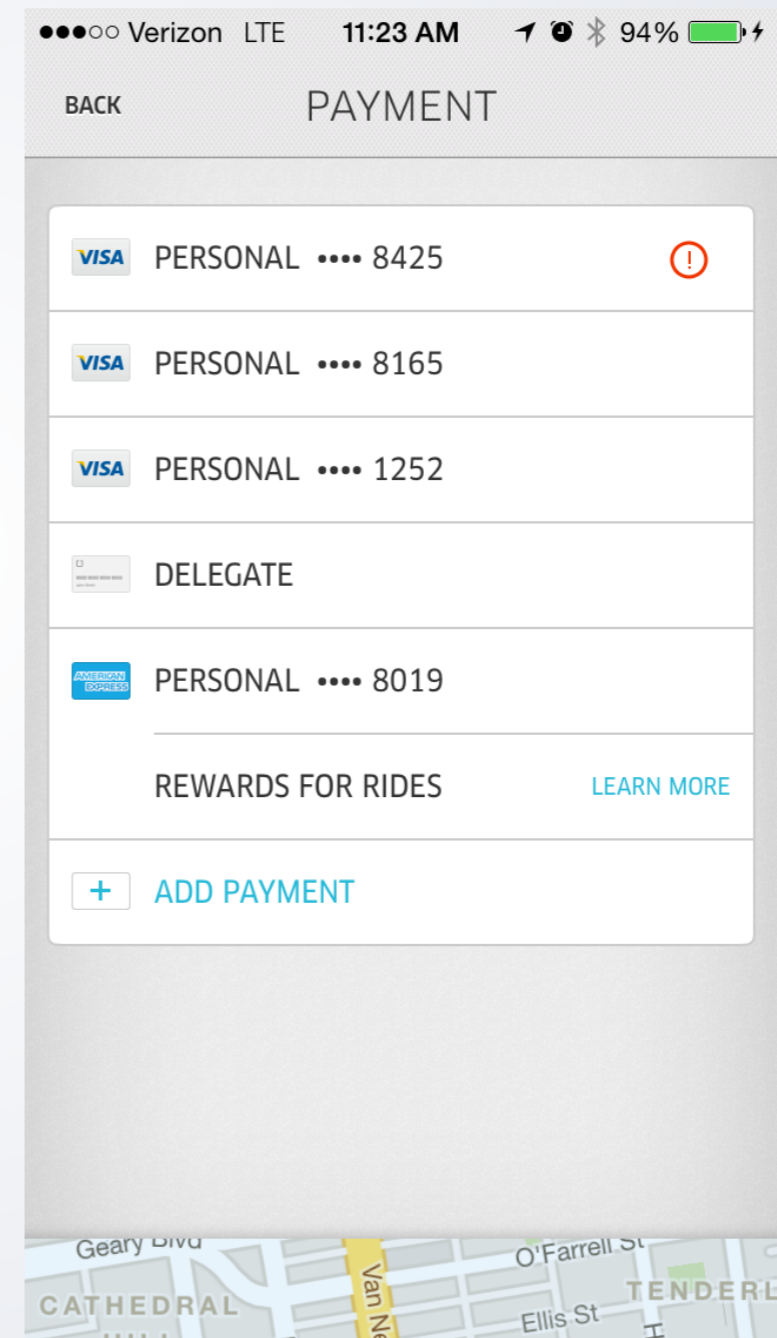
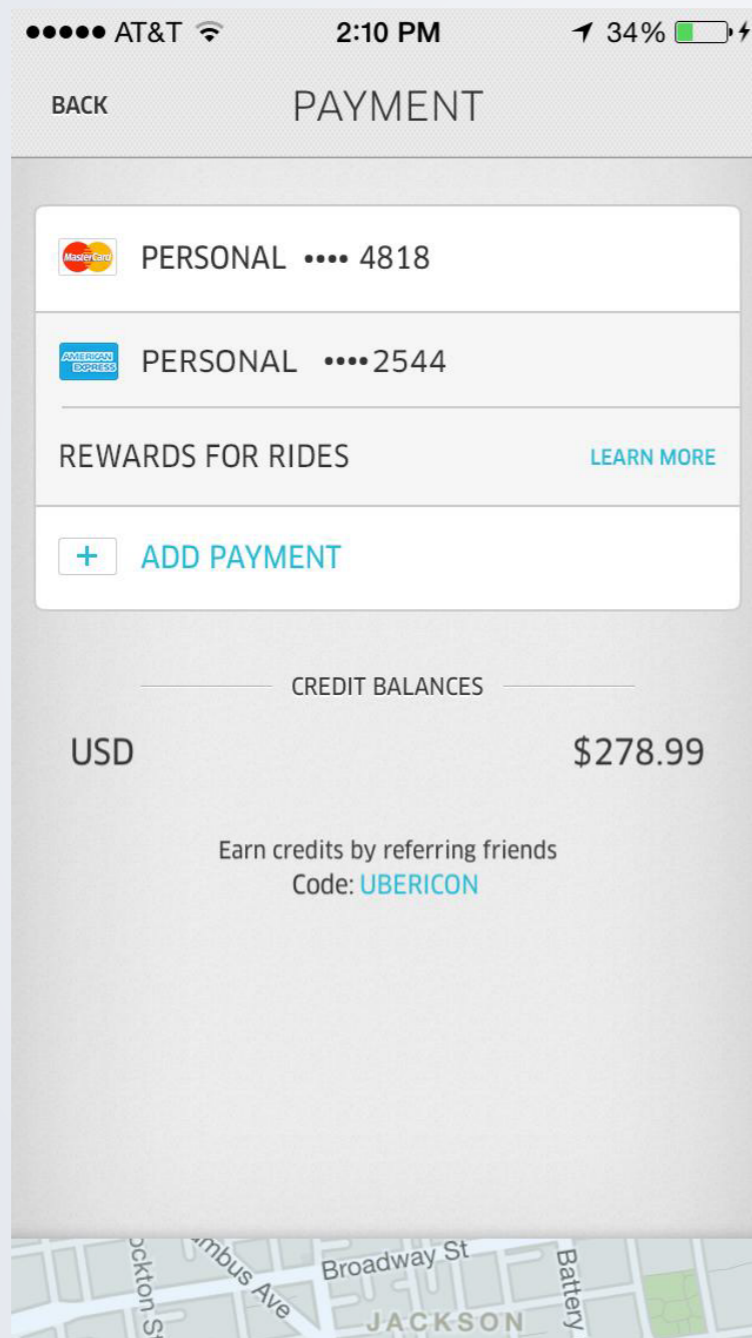
Select Payment Screen (from Trip Settings), Earn Points



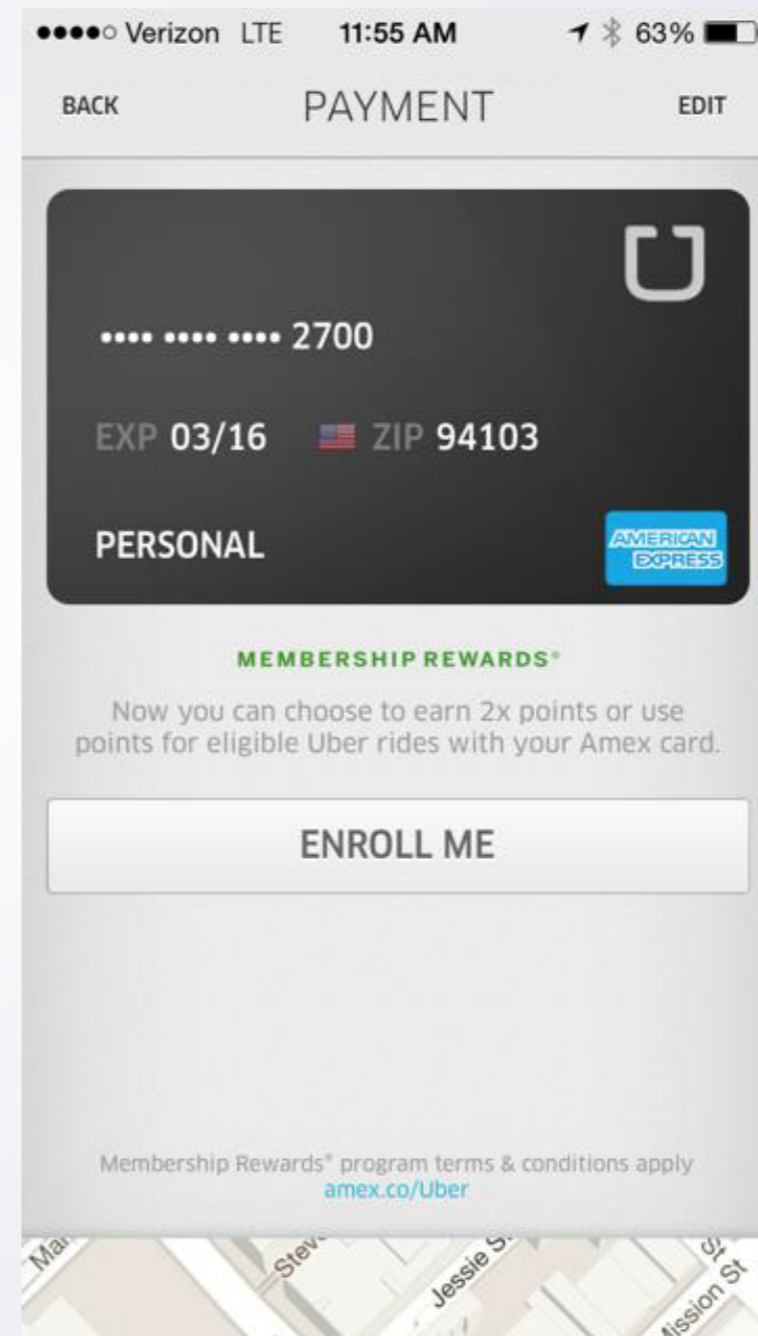
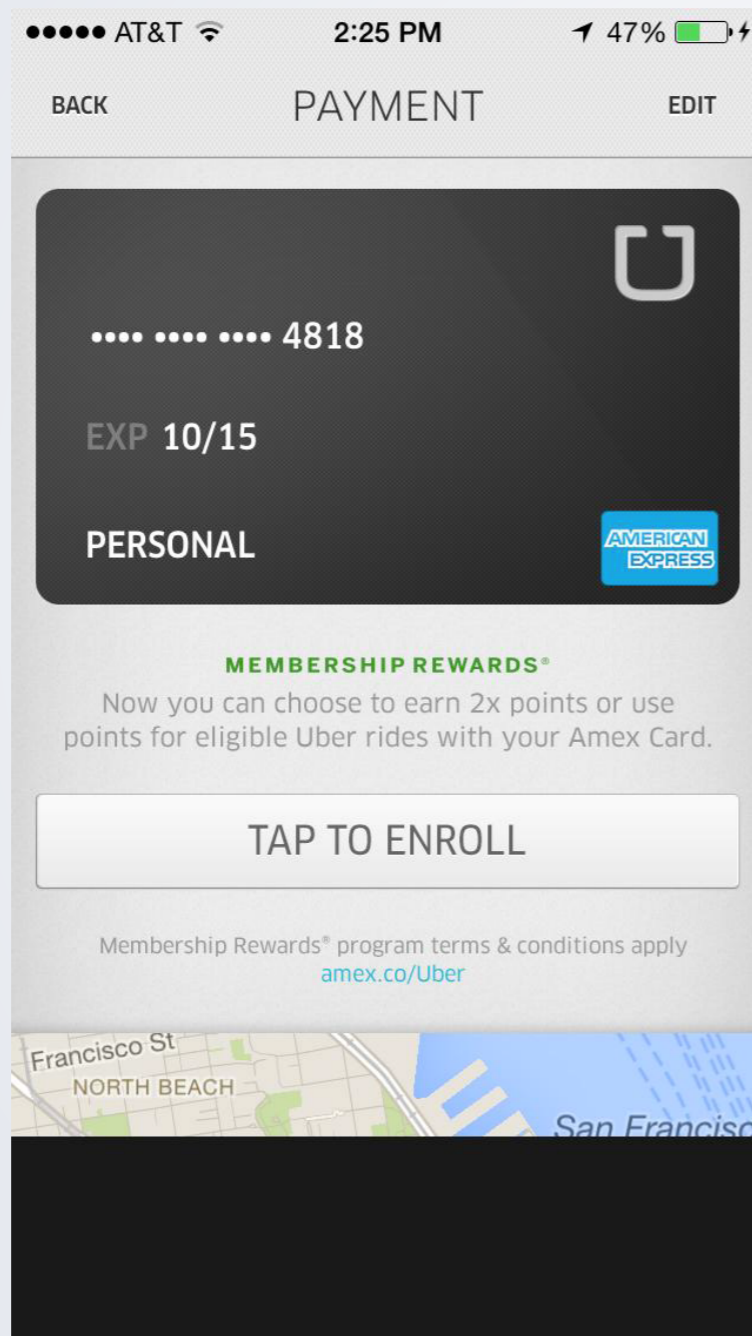
Select Payment Screen (from Trip Settings) Earn Only



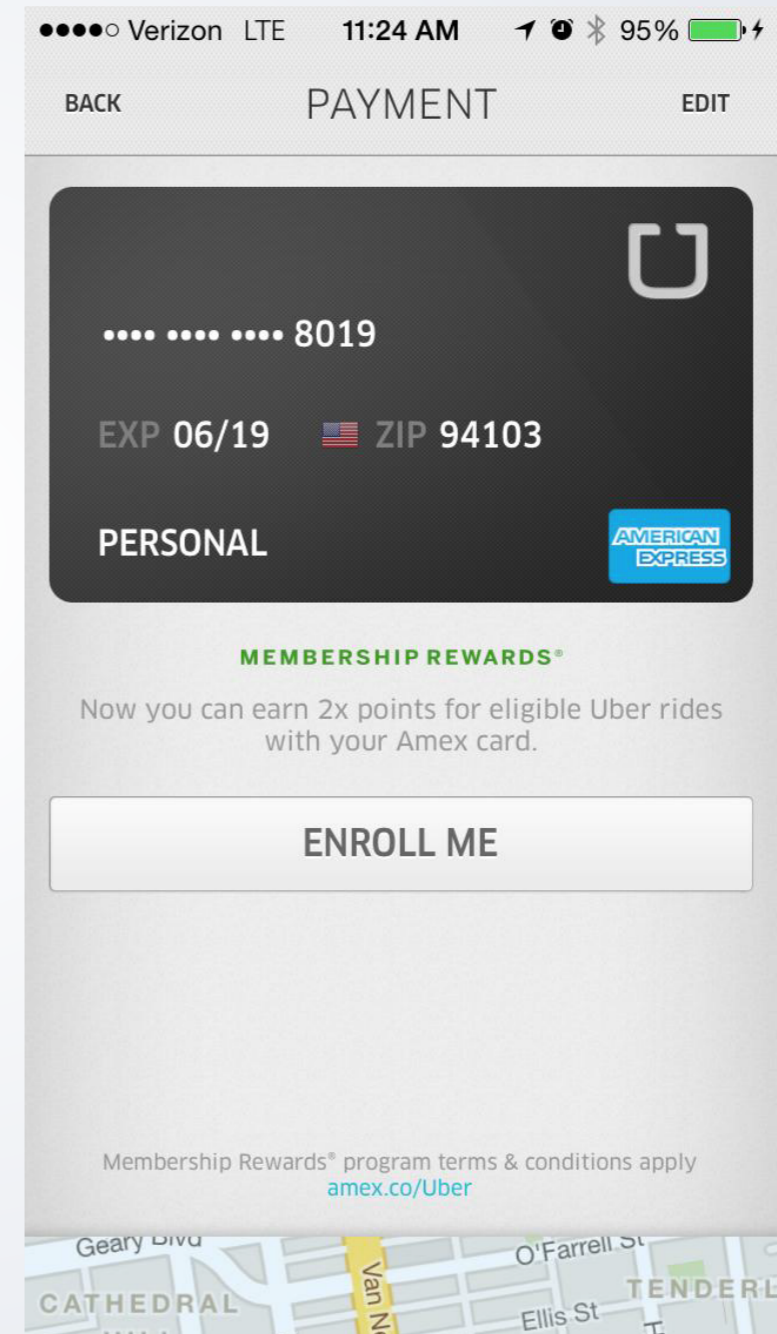
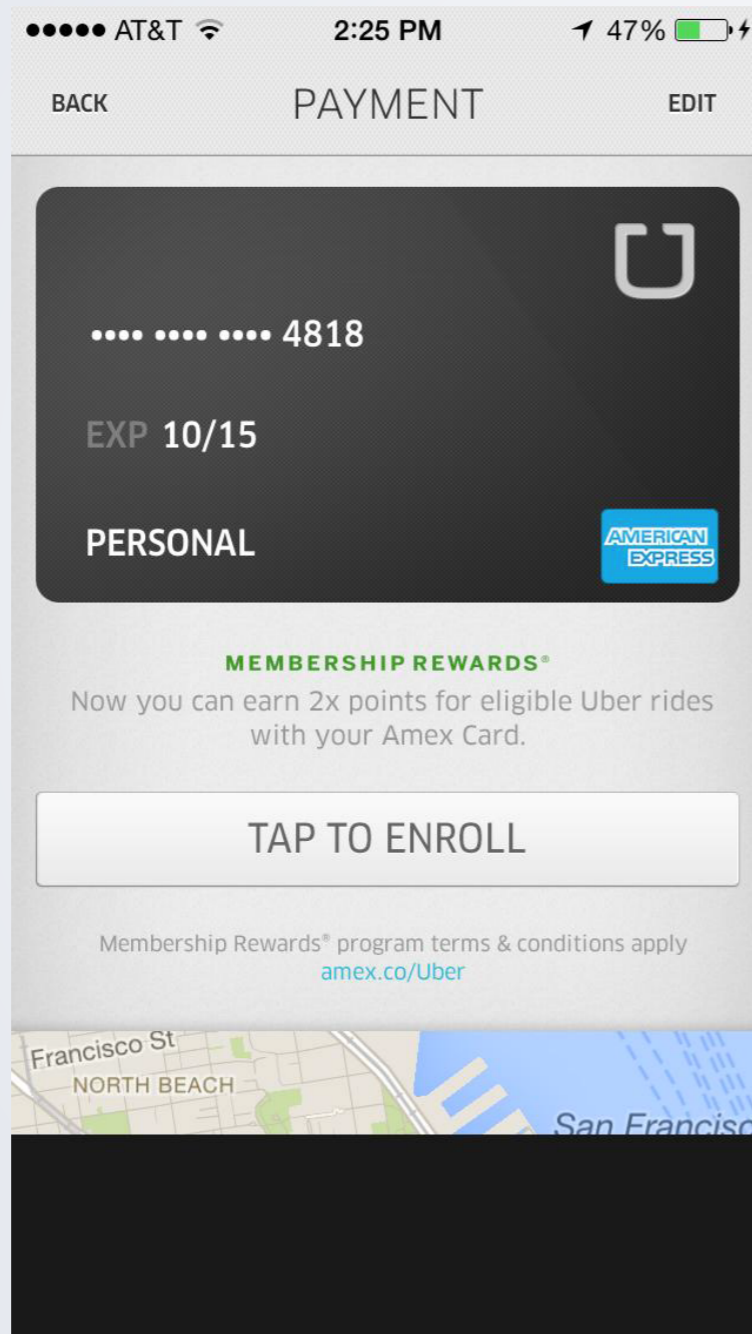
Ignore Promo Interstitial, Eligible MR Card, Not Enrolled (from Settings)



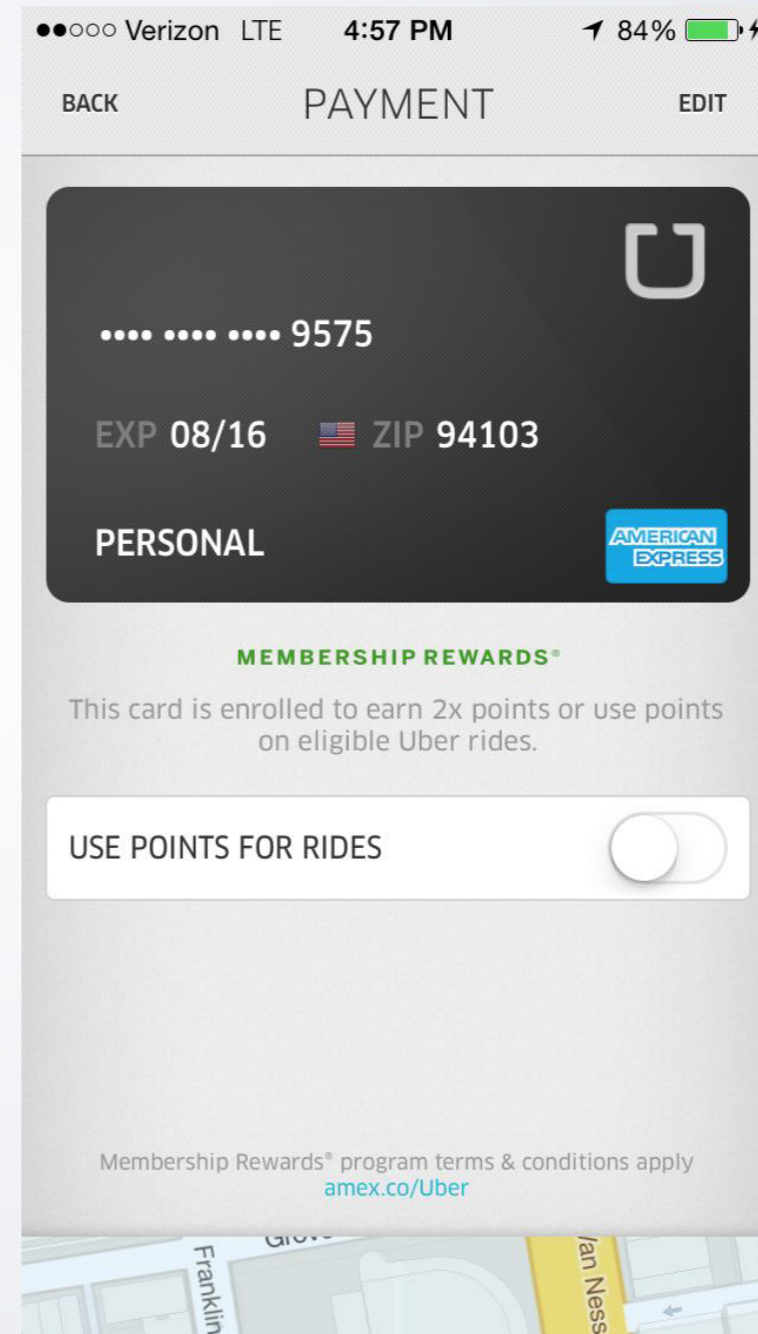
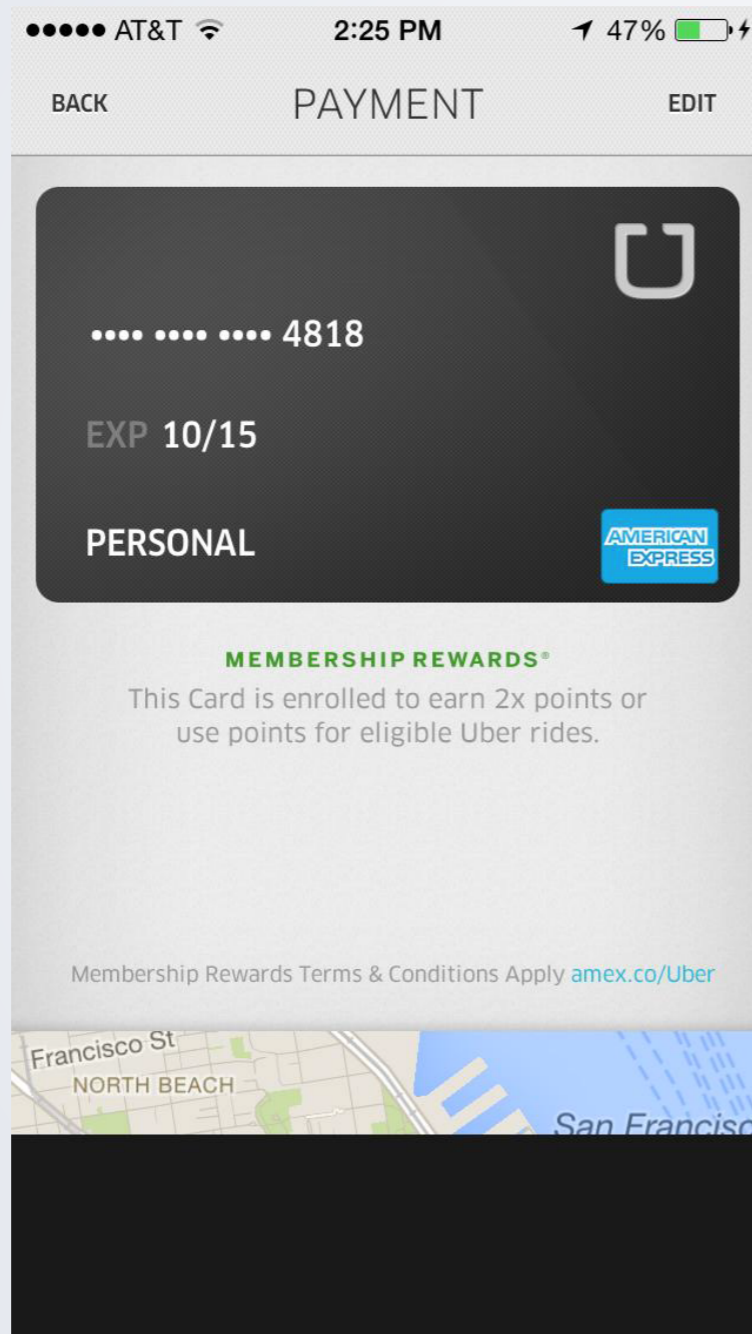
Edit Payment Screen: In-App Opt-In, Earn and Burn Eligible



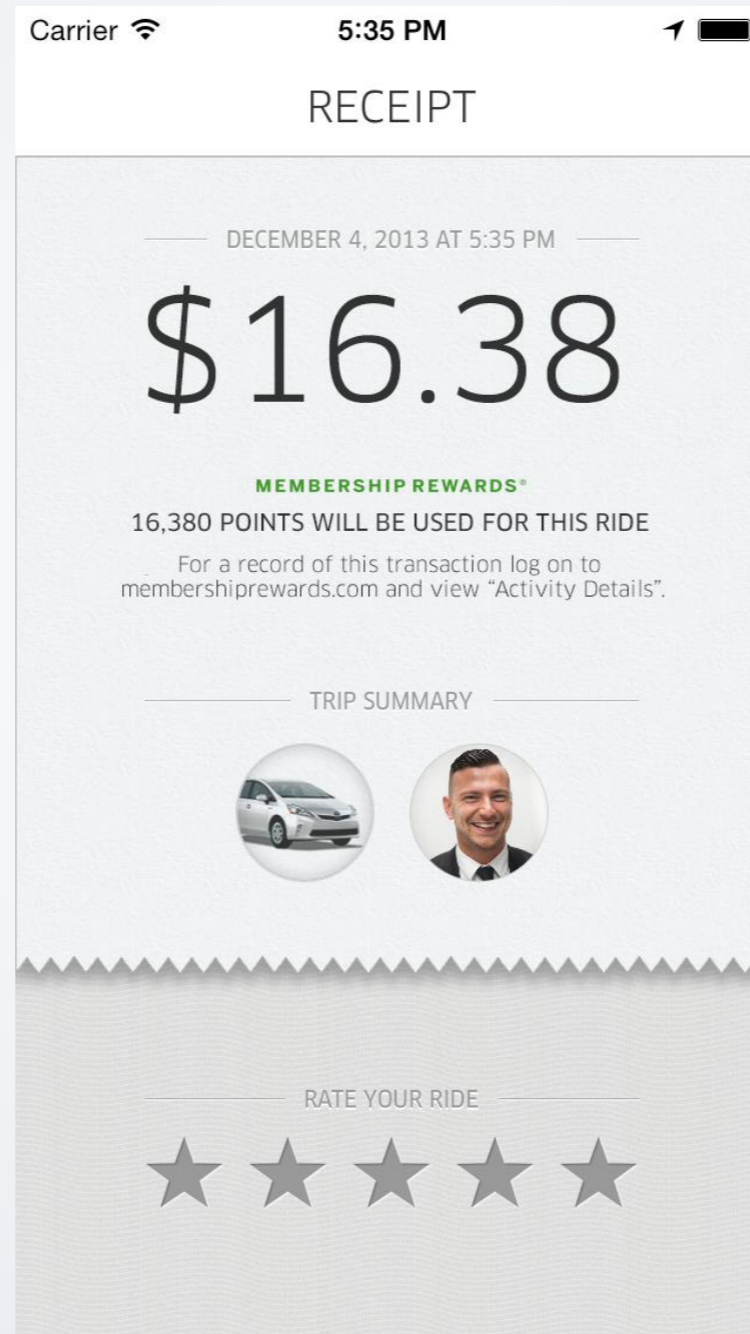
Edit Payment Screen: In-App Opt-In, Earn-only Eligible



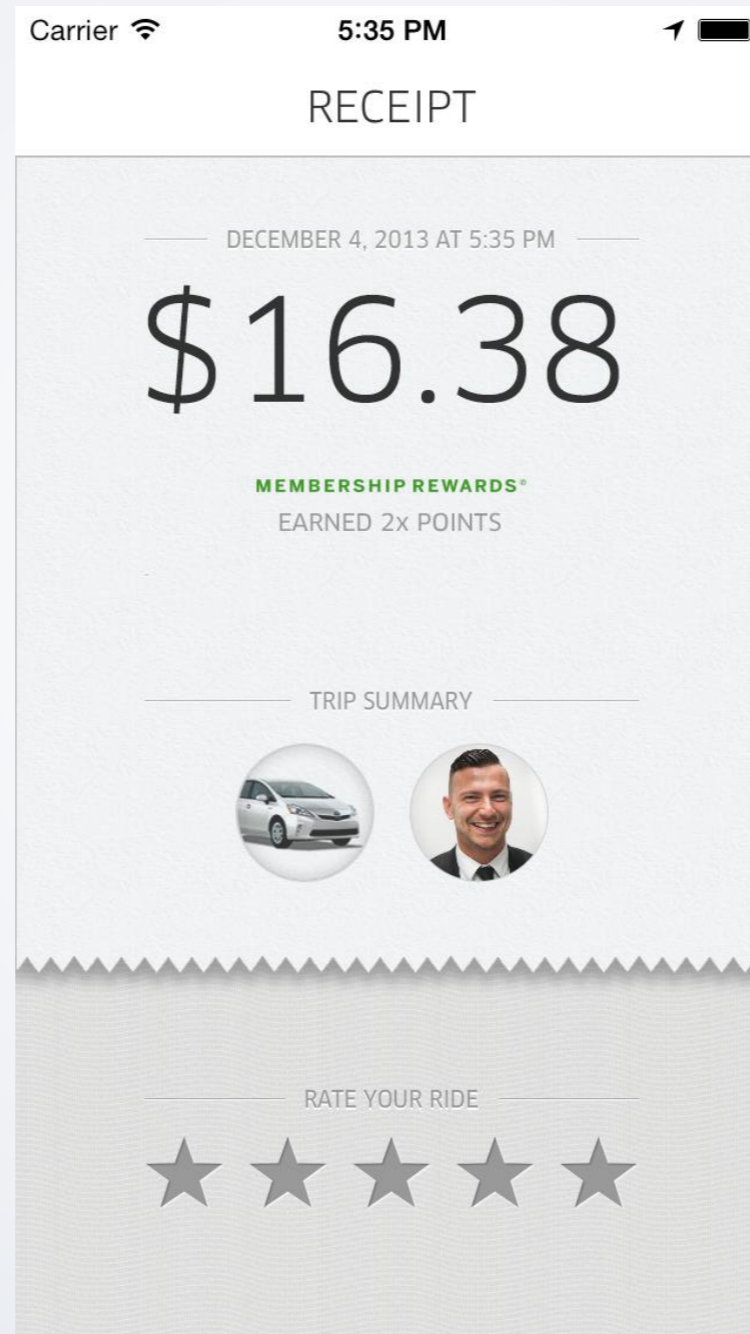
Edit Payment Screen: In-App Opt-Out



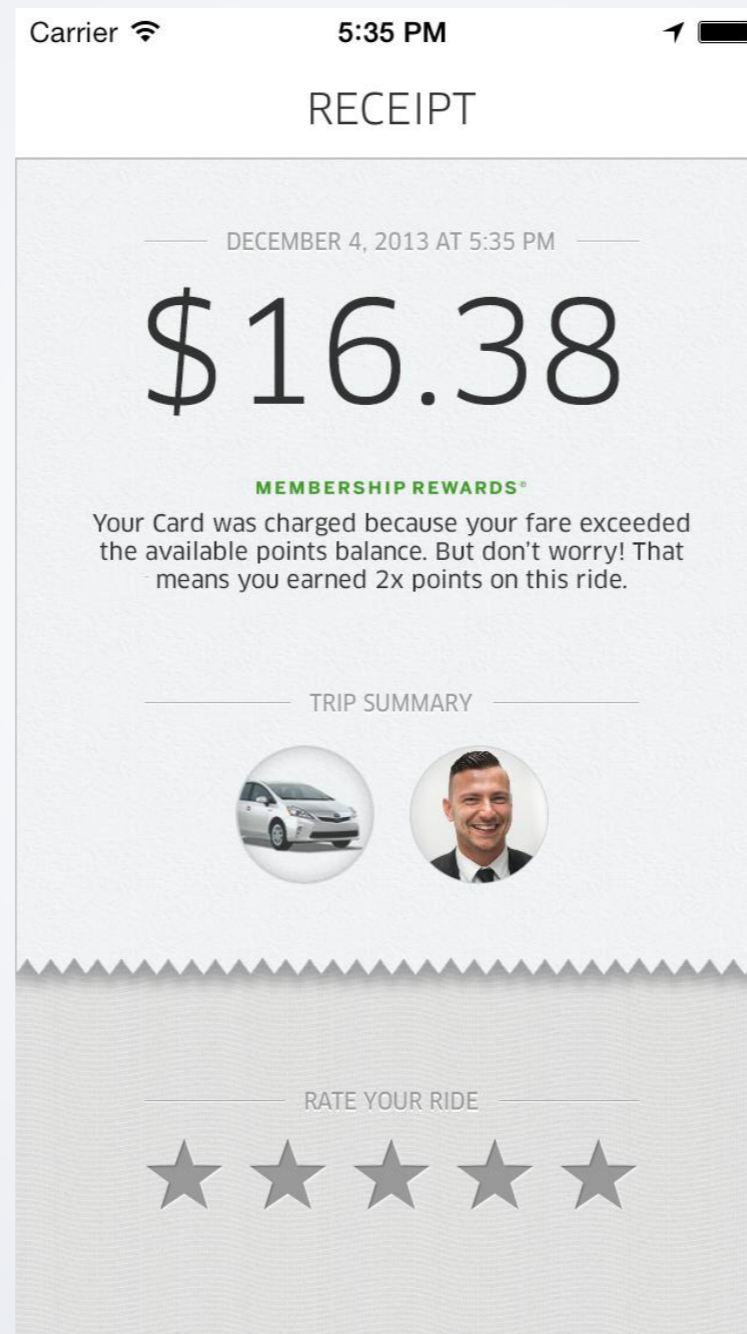
In-App Receipt: Successful Points Transaction



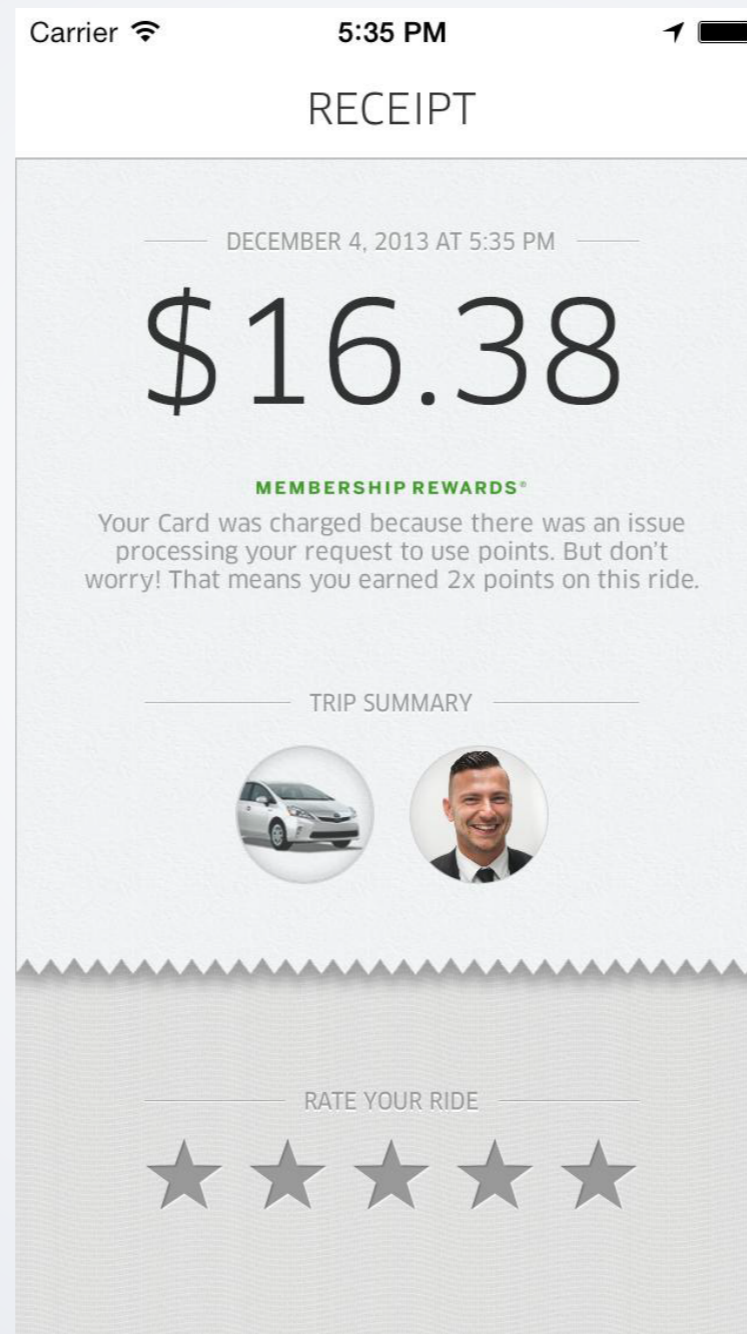
In-App Receipt: Points Earned Message



In-App Receipt: Insufficient Funds Error Message



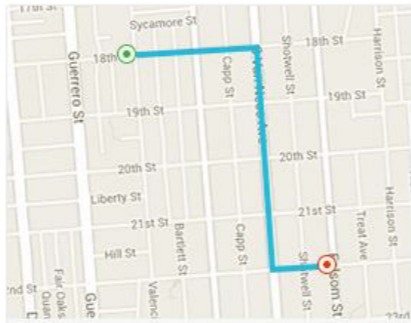
In-App Receipt: General Error Message



Email Receipt: Successful Points Transaction

UBER JANUARY 21, 2014

\$0.00 Thanks for choosing Uber, Josh



9:07 AM
1720 Clay Street, San Francisco, CA


9:33 AM
700-706 Mission Street, San Francisco, CA

CAR	MILES	TRIP TIME
uberX	1.81	00:13:12


FARE BREAKDOWN


Base Fare	3.00
Miles	1.73
Trip Time	1.18
Sub Total	\$5.91
Membership Rewards® points	-591





CHARGED

 Personal **** 2455 **\$0.00**

For a record of this transaction log onto membershiprewards.com and view "Activity Details"

 You rode with Kenan

 **Uber Support**
Contact Us with questions about your trip
Leave something behind? [Track it down](#)

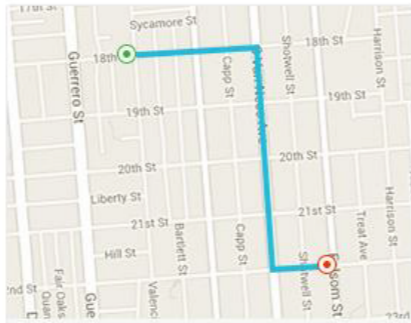
 **Give \$10, Get \$10**
Share code: [ubercasey](#)   

Email Receipt: Points Earned Message

UBER JANUARY 21, 2014

\$5.91

Thanks for choosing Uber, Josh



9:07 AM
1720 Clay Street, San Francisco, CA


9:33 AM
700-706 Mission Street, San Francisco, CA

CAR	MILES	TRIP TIME
uberX	1.81	00:13:12


FARE BREAKDOWN


Base Fare	3.00
Miles	1.73
Trip Time	1.18
Sub Total	\$5.91





CHARGED

 Personal **** 2455 **\$5.91**

YOU'VE EARNED 2x POINTS
MEMBERSHIP REWARDS®

You rode with Kenan

 **Uber Support**
Contact Us with questions about your trip
Leave something behind? [Track it down](#)

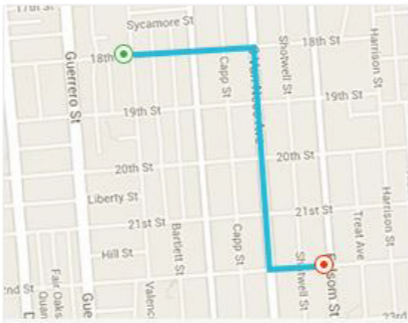
 **Give \$10, Get \$10**
Share code: [ubercasey](#)   

Email Receipt: Insufficient Funds Message

UBER JANUARY 21, 2014

\$5.91

Thanks for choosing Uber, Josh



9:07 AM
1720 Clay Street, San Francisco, CA

9:33 AM
700-706 Mission Street, San Francisco, CA


CAR	MILES	TRIP TIME
uberX	1.81	00:13:12


Your Card was charged because your fare exceeded the available Membership Rewards® points balance. But don't worry! That means you earned 2x points on this ride.

FARE BREAKDOWN


Base Fare	3.00
Miles	1.73
Trip Time	1.18
Sub Total	\$5.91





CHARGED

 Personal **** 2455 **\$5.91**



You rode with Kenan

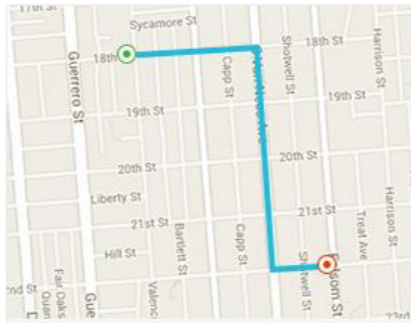
 **Uber Support**
Contact Us with questions about your trip
Leave something behind? [Track it down](#)

 **Give \$10, Get \$10**
Share code: [ubercasey](#)   

Email Receipt: General Error Message

UBER JANUARY 21, 2014

\$5.91Thanks for choosing Uber, Josh



9:07 AM
1720 Clay Street, San Francisco, CA

9:33 AM
700-706 Mission Street, San Francisco, CA


CAR	MILES	TRIP TIME
uberX	1.81	00:13:12


There was a processing error for this ride. If you have any questions please contact the number on the back of your Card.


FARE BREAKDOWN


Base Fare	3.00
Miles	1.73
Trip Time	1.18
Sub Total	\$5.91

CHARGED

 Personal **** 2455 **\$5.91**

You rode with Kenan

 **Uber Support**
Contact Us with questions about your trip
Leave something behind? [Track it down](#)

 **Give \$10, Get \$10**
Share code: [ubercasey](#) 