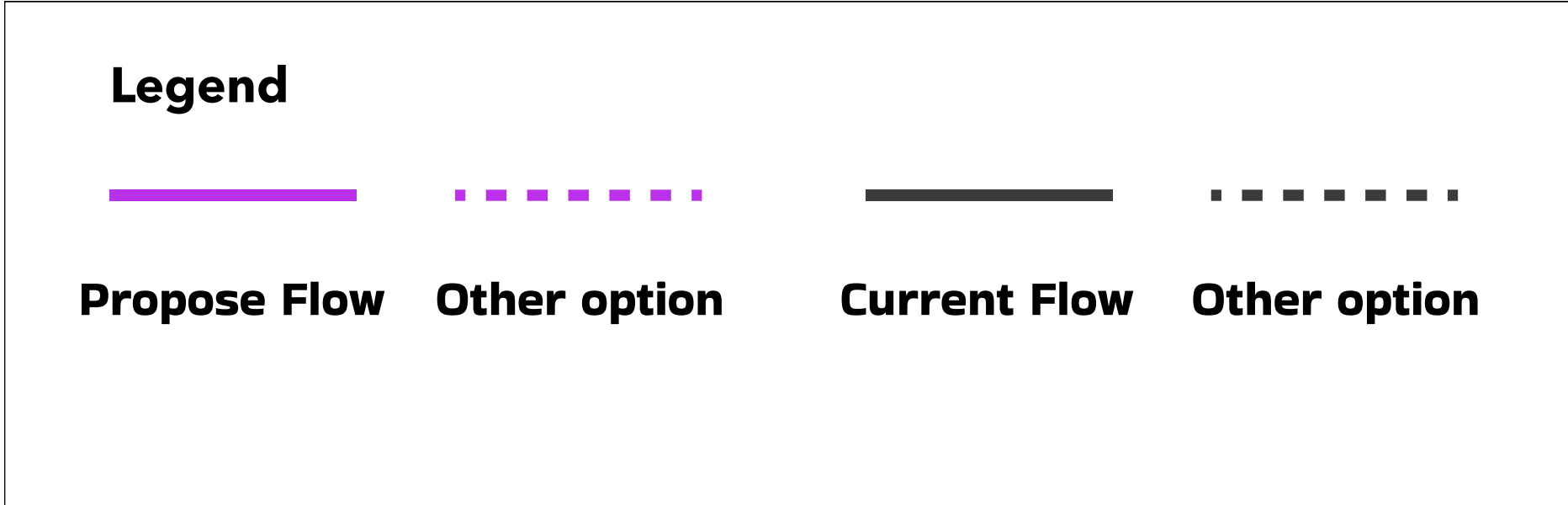


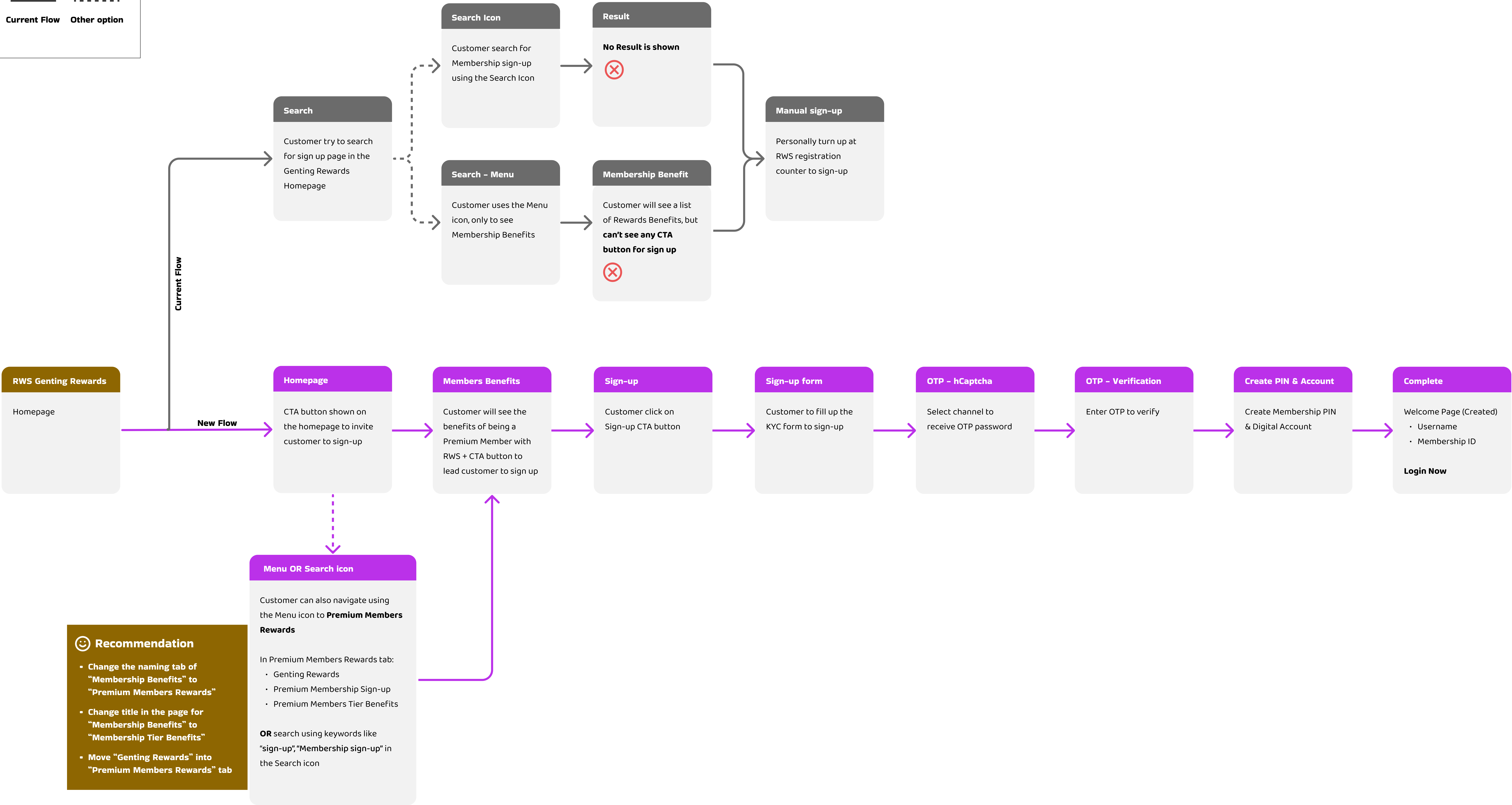
Comparison of Current vs New Process Flow



WHY?
Customer wants to sign up for RWS premium membership program

Problem statement
Existing processes are manual

How Might We
Improved customers experiences



- Recommendation**
- Change the naming tab of "Membership Benefits" to "Premium Members Rewards"
 - Change title in the page for "Membership Benefits" to "Membership Tier Benefits"
 - Move "Genting Rewards" into "Premium Members Rewards" tab

Proposed Style Guide

Brand Color:



Primary Color: #d1b585

Font Family: Cabin

Cabin

Style: Regular
Font size: 50pt

Cabin

Style: Bold
Font size: 50pt

Cabin

Style: Regular
Font size: 50pt

Cabin

Style: Bold
Font size: 50pt

Cabin

Style: Regular
Font size: 25pt

Cabin

Style: Bold
Font size: 25pt

CTA Button



Primary Button



Secondary Button

Icons



Proposed Mockup for Online Premium Membership Sign-up

Join our Premium Membership and Enjoy Exclusive Access to Premium Services



Become a Premium Member today and unlock exclusive privileges
as you ascend through the prestigious membership tiers.

SIGN UP

Already a member?
[Login](#)

Enjoy these benefits when you sign up as a Premium Member



Premium Gift



Invites to
Exclusive Events



Premium Services
by integrated resort

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Genting Rewards

Premium Membership Sign up

Premium Members Tier Benefits

Join our Premium Membership and Enjoy Exclusive Access to Premium Services



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SIGN UP

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Premium Gift



Invites to
Exclusive Events



Premium Services
by integrated resort

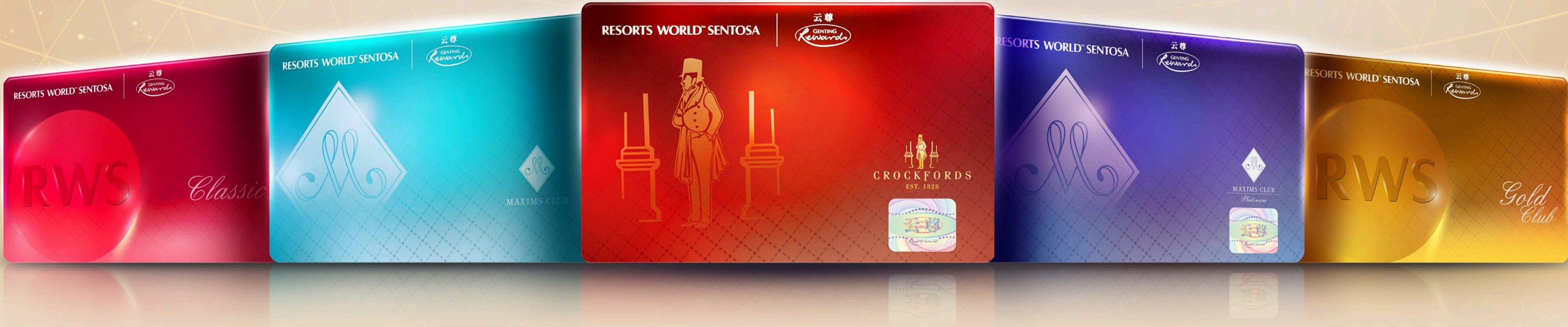
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Not a Premium Member yet?
Join today to unlock exclusive privileges.

SIGN UP

Already a member?
[Login](#)

Membership Tier Benefits

Exceptional moments await you at Resorts World Sentosa. With a diverse array of uniquely themed hotels to choose from, indulge in luxurious hotel stays, immerse in world-class entertainment and attractions, and relish in an outstanding repertoire of international cuisines.

As an esteemed Genting Rewards Member, enjoy a wide range of rewards and privileges including stay, play, shop and dine benefits. With a wide variety of games and unrivalled hospitality, expect a first-class experience, every time.

STAY	▼
PLAY	▼
SHOP	▼
DINE	▼
BIRTHDAY PRIVILEGES	▼

* [Birthday Privileges](#)
Terms & Conditions Apply

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- 1

Personal Details
- 2

Digital Account
- 3

Complete

Sign up for your Premium Membership

Already have an account? [Login here](#)

First Name / Give Name
(As printed on your Singapore NRIC or Passport)

First Name / Give Name

Last Name / Surname
(As printed on your Singapore NRIC or Passport)

Last Name / Surname


Date of Birth
(You need to be at least 18 years old)

DD

MM

YYYY

Mobile Number



+65

▼

Mobile Number

Email Address

Email Address

Referral Code (Optional)

Marketing Communications


☐ I wish to receive marketing updates via email, text messaging and/or telephone as described [here](#). I also consent to RWS processing my biometric data and using facial recognition technology for the Purposes.

Terms of Use

☐ I understand and agree to both the [Premium Membership programme terms and conditions](#) and the [processing of my personal data](#) , and warrant that the declarations [here](#) are true.

☐

I am human


hCaptcha
[Privacy](#) - [Terms](#)

SIGN UP

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OTP Verification


Please select a channel to receive the one-time password (OTP) as part of the verification process.



Email OTP


☒

I am human


hCaptcha
Privacy - Terms

PROCEED

CANCEL

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OTP Verification


An email containing a one-time password (OTP) has been sent to your email address T*****@GMAIL.COM

Enter OTP

Resend a new OTP in 04:53

VERIFY

CANCEL

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- 1

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- 2

Digital Account
- 3

Complete

Create Membership PIN

Create your 4 Digit Card PIN

Your 4 digit PIN will be used for RWS Rewards transactions Resort World Sentosa

Create PIN

Confirm PIN

- 4 digits number PIN
- No consecutive (eg. 1234) numbers
- No identical (eg. 1111) numbers

Create Digital Account

(Username and Password)

Digital Account

This **digital account (username and password)** will be used to login into our digital platforms. Your existing membership ID and PIN will still be required for Premium Members Rewards transactions at Resort World Sentosa.

Username

THISISATEST34

- At least 6 Characters
- Contain letters (a-z)
- Contain number (0-9)
- Alphanumeric Only

Password

Confirm Password

- At least 8 Characters
- Contain letters (a-z)
- Contain number (0-9)
- Contain a symbol
- An uppercase character (A-Z)

CREATE

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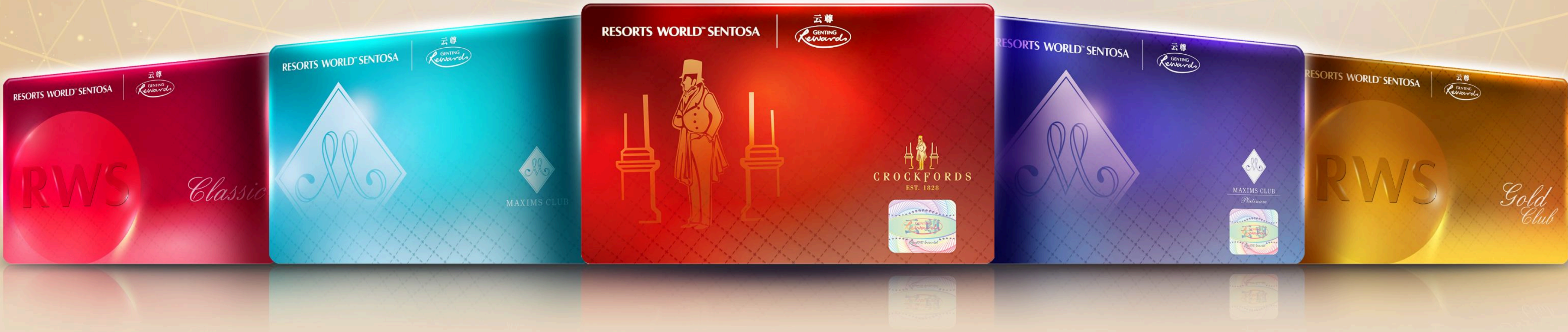
|

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- 1 Personal Details
- 2 Digital Account
- 3 Complete

Welcome, THISISATEST

Digital Account

Access your Premium Members account with your newly created Username and Password.

Username
THISISATEST34

Membership Card

Your Membership ID and PIN will be required for Premium Members Rewards transactions at Resort World Sentosa.

Membership ID
105132959

LOGIN NOW

Begin experiencing the Exclusive Advantages of being a Premium Member at RWS.

LEARN MORE



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