

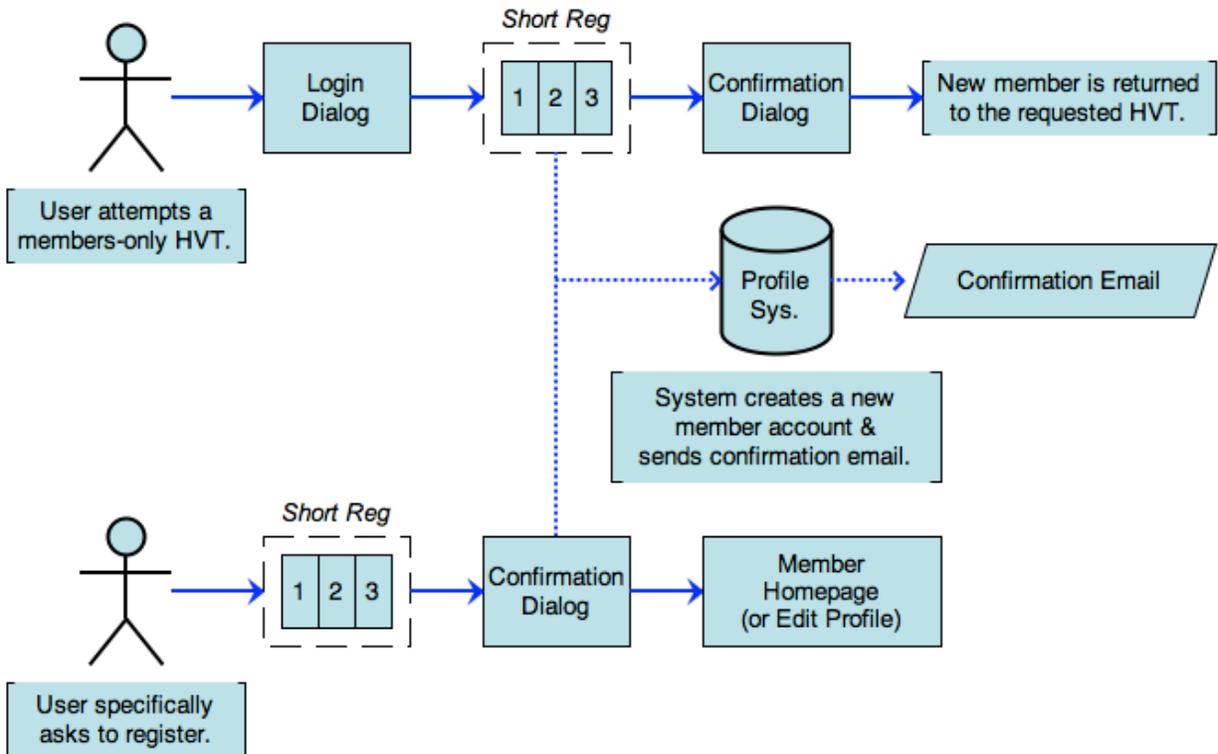
Login & Registration

Functional Specifications

1. User Flows

Objective: Replace the menagerie of registration flows on the core sites with a consistent, optimized user experience. These flows are based on Betty's "Short Reg" UX and validated by subsequent testing.

When an anonymous user attempts to perform a members-only action, the Login Dialog is displayed; this dialog also prompts non-members to register. Registration-specific calls to action (e.g. "Join Now!") may skip the Login Dialog and jump directly to the first registration step.



List of Triggering Events:

- Save Recipe
- Rate Recipe
- Add to Grocery List
- Write a Review

- Post a Comment
- Post to Message Boards
- Upload a Photo

- View Member-Exclusive Recipe
- View Member-Exclusive Download
- Create a Member-Generated Recipe

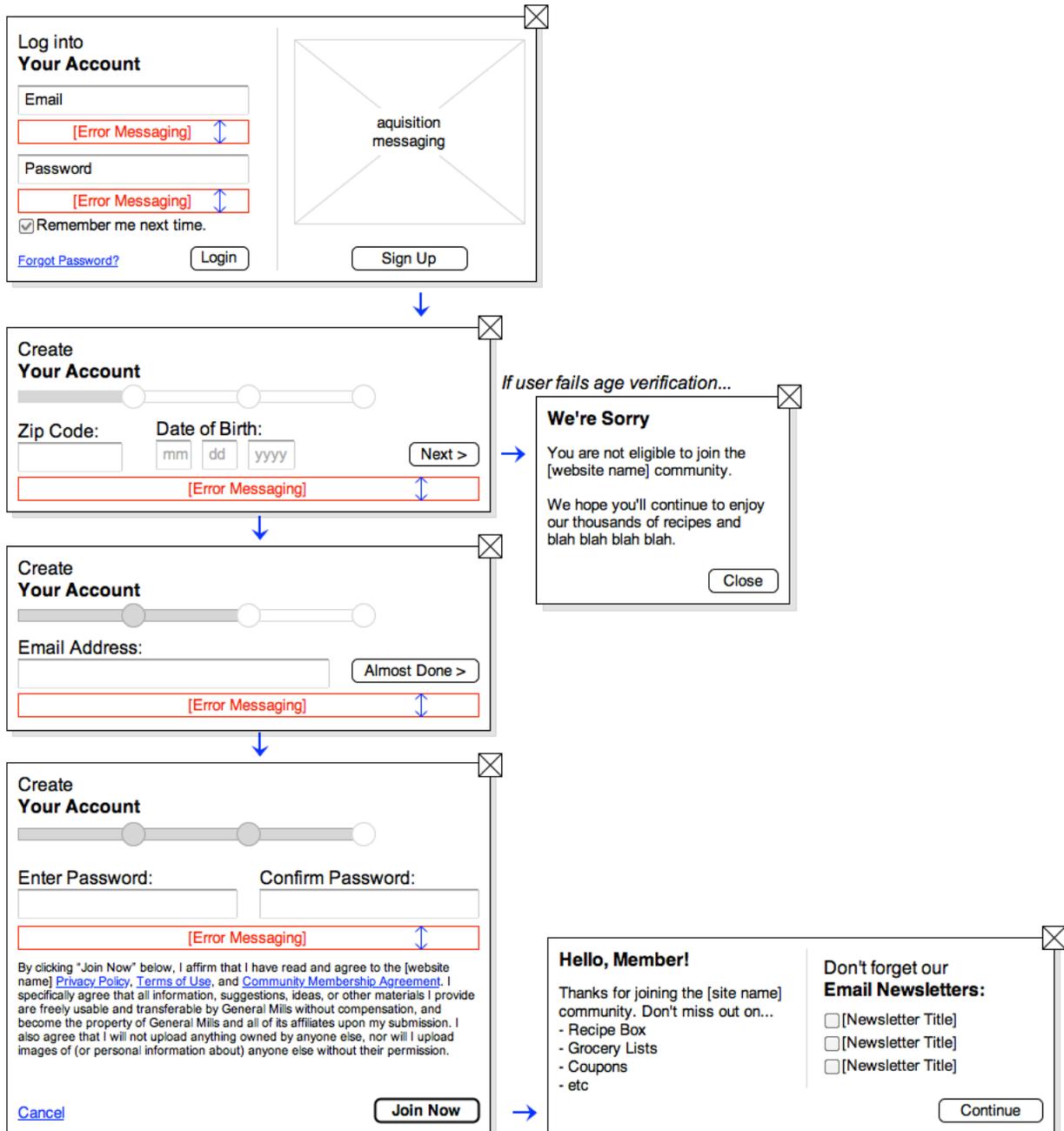
- Print Coupons
- Enter Sweepstakes/Contest
- Vote (e.g. Best Of...)
- Subscribe to Newsletter

Overview

The registration dialog performs age verification first, to prevent ineligible users from wasting their time, and returns users directly to the requested HVT after confirmation. (This may require certain HVT-related parameters to be passed through the registration process.)

Newsletter opt-in is always an optional step. Prompting users to subscribe AFTER they've completed registration maximizes conversion, which provides us with new opportunities to prompt the member to subscribe in the future.

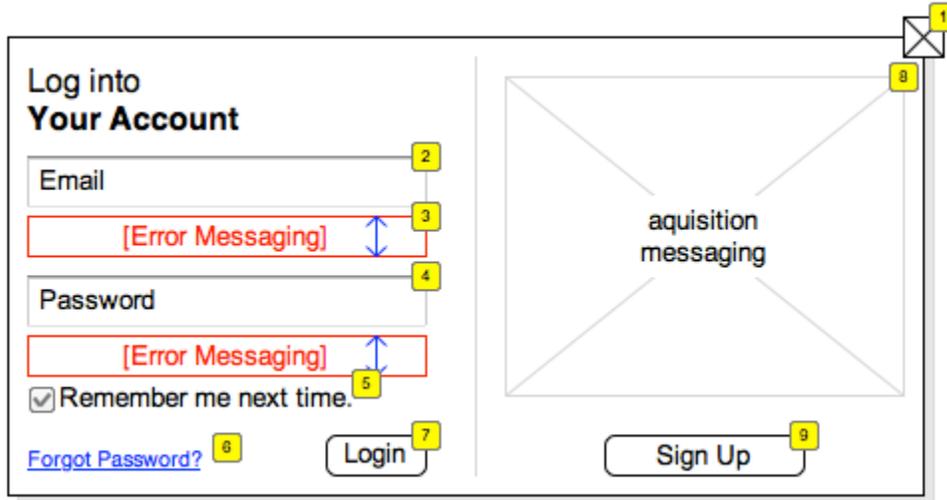
All field labels/default text and button labels should be authorable in Sitecore, for ongoing A/B tests.



2. Components

2.1. Login Dialog

2.1.1. User Interface

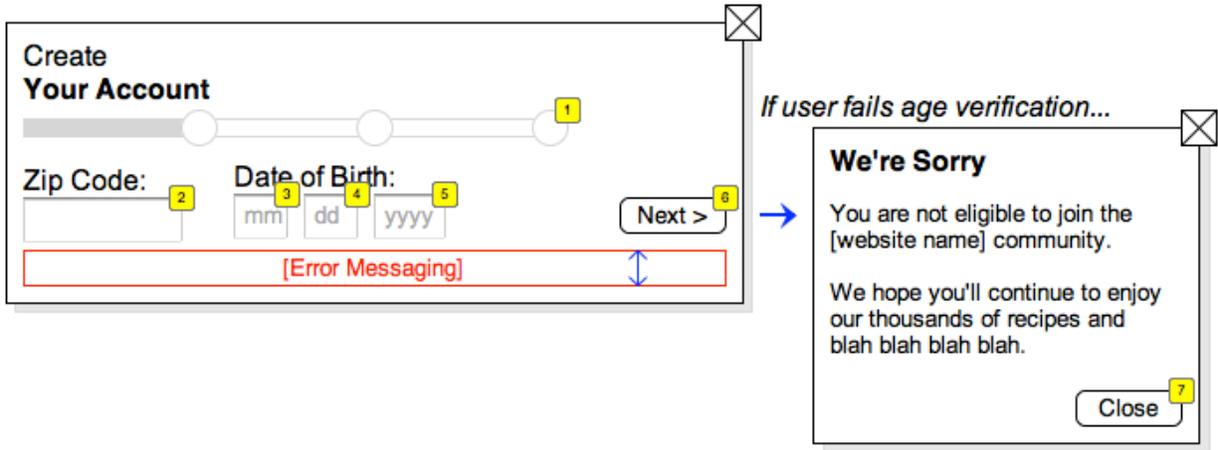


2.1.2. Specifications

| # | Label | Description | Source | Questions |
|---|-----------------------|---|------------|---|
| 1 | static image link | On click, close dialog without performing any action. | UX | |
| 2 | textbox | - Validate email address format. - Validate that email address is not already associated with an account on this site. | UX | |
| 3 | dynamic text | Display error messages here. Resize panel and move other elements down to accommodate. | UX | All error messages are site-specific. |
| 4 | textbox | Mask input. | UX | See separate list of BC.com error messages. |
| 5 | checkbox | Default to checked state. When checked, allow user to have "known" status on subsequent sessions. (When unchecked, log user out at the end of the session.) | UX | |
| 6 | static text link | Load "Forgot Password" page. | UX | Not documented. |
| 7 | button | On click, perform all validations. If successful, log member in and reload current page. Dismiss Login dialog. | UX | |
| 8 | dynamic text + images | Display HTML content based on point of origin. (Admin may specify different confirmation text for newsletter subscribers, HVTs, coupons, etc.) | iMarketing | List of triggering events TBD. |
| 9 | button | On click, display Registration screen. | IA | Carry over any data the user has already entered in the "Email" and "Password" fields, if possible. |

2.2. Zip Code + DOB

2.2.1. User Interface



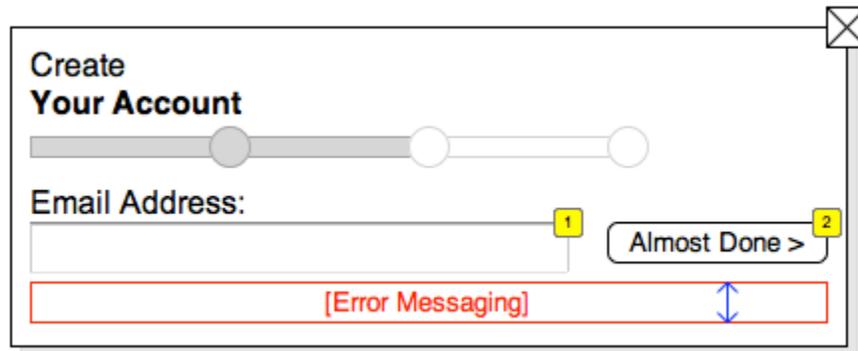
2.2.2. Specifications

| # | Label | Description | Source | Questions |
|---|--------------|--|--------|---|
| 1 | static image | Progress indicator | Design | |
| 2 | textbox | 5-digit postal code (US only) | IA | |
| 3 | textbox | Month, 1-2 digits | IA | |
| 4 | textbox | Day, 1-2 digits | IA | |
| 5 | textbox | Year, 4 digits | IA | |
| 6 | button | On click, validate input fields. If successful, validate age; if fail, display "Not Eligible" screen. If pass, display "Community Agreement" screen. | IA | See Legal guidelines for minimum age requirement. |
| 7 | button | On click, close dialog and return user to originating page (if applicable). | IA | |

2.3. Email Address

On some sites, user may also be required to set their Screen Name during this step.

2.3.1. User Interface



2.3.2. Specifications

| # | Label | Description | Source |
|---|---------|--|--------|
| 1 | textbox | -Remove default text when field receives input focus. -Allow user to enter their email address. - Validate email address format. - Validate that email address is not already associated with an account. | IA |
| 2 | button | On click, validate input fields. If successful, display next screen. | IA |

2.4. Password + Legal

2.4.1. User Interface

The screenshot shows a 'Create Your Account' dialog box. At the top, there is a progress bar with three circles. Below it are two text input fields: 'Enter Password:' (annotated with a yellow '1') and 'Confirm Password:' (annotated with a yellow '2'). A red box labeled '[Error Messaging]' (annotated with a yellow '3') is positioned below the password fields, with a blue double-headed arrow indicating its height. Below the error box is a paragraph of legal text (annotated with a yellow '3') starting with 'By clicking "Join Now" below, I affirm that I have read and agree to the [website name] Privacy Policy, Terms of Use, and Community Membership Agreement. I specifically agree that all information, suggestions, ideas, or other materials I provide are freely usable and transferable by General Mills without compensation, and become the property of General Mills and all of its affiliates upon my submission. I also agree that I will not upload anything owned by anyone else, nor will I upload images of (or personal information about) anyone else without their permission.' At the bottom left is a blue 'Cancel' link (annotated with a yellow '4') and at the bottom right is a 'Join Now' button (annotated with a yellow '5'). A close button (X) is in the top right corner.

2.4.2. Specifications

| # | Label | Description | Source |
|---|---------------------|--|--------|
| 1 | textbox | -Remove default text when field receives input focus. -Allow user to enter their password; mask input as they type. - Validate against minimum complexity requirements (see GMIT). | UX |
| 2 | textbox | -Remove default text when field receives input focus. -Allow user to re-enter their password; mask input as they type. - Validate that input matches previous field. | UX |
| 3 | static text + links | Links should open in a new window. | IA |
| 4 | static text link | On click, close dialog without creating account. | UX |
| 5 | button | On click, validate input fields. If successful, display Confirmation screen. | IA |

2.5. Confirmation

2.5.1. User Interface

Hello, Member!

Thanks for joining the [site name] community. Don't miss out on...

- Recipe Box
- Grocery Lists
- Coupons
- etc

Don't forget our Email Newsletters:

[Newsletter Title]

[Newsletter Title]

[Newsletter Title]

Continue

2.5.2. Specifications

| # | Label | Description | Source | Questions |
|---|--------------|---|------------|-------------------------------------|
| 1 | dynamic text | Display text based on point of origin. (Admin may specify different confirmation text for newsletter subscribers, HVTs, coupons, etc.) | iMarketing | Targeted confirmation messages TBD. |
| 2 | checkbox | <ul style="list-style-type: none">- Display one checkbox per newsletter for this site; labels are dynamic.- Default to unchecked state. When checked, subscribe this member to the selected newsletter(s).- If user is already subscribed to a newsletter, display that box as checked. | UX | |
| 3 | button | <ul style="list-style-type: none">- On click, close dialog and execute originally requested HVT (or other action).- If none, display "Done" label; on click, close dialog & reload page.- Subscribe user to selected newsletters, if any. | UX | |

2.6. Screen Name Dialog

Display this dialog when a user clicks the "What should we call you?" link in the Member's Area (see "Screen Name" wireframes) or attempts to perform any action that requires a screen name (e.g. posting a review, uploading a photo) and has not already set their screen name.

2.6.1. User Interface

The dialog box is titled "What should we call you?". It contains the following text: "To protect your privacy, all posters are required to create a nickname. This is how you'll be known in the Betty Crocker community. It will appear on anything you post, from reviews to original recipes." Below this, it says "We recommend:" followed by three blue links: "suggestion 1", "suggestion 2", and "suggestion 3". Underneath is the prompt "Enter your nickname:" followed by a text input field. To the right of the input field is a "thumbs down" icon. Below the input field, it states "Nicknames must be X-Y characters and contain no spaces or special punctuation." At the bottom left is a blue "Cancel" link, and at the bottom right is a "Save" button. Numbered callouts (1-6) point to: 1. Close button (X icon), 2. Suggestion links, 3. Text input field, 4. Thumbs down icon, 5. Cancel link, and 6. Save button.

2.6.2. Specifications

| # | Label | Description | Source |
|---|--------------------|--|--------|
| 1 | dynamic text | If an error is encountered, display error message instead of this text. | IA |
| 2 | dynamic text links | Use email address to suggest available screen names (e.g. john.doe@hotmail.com = john99, jdoe42, doe13, etc.) On click, display screen name in text field. | IA |
| 3 | textbox | Allow user to enter a screen name. Dynamically validate input for format and uniqueness as user types. | IA |
| 4 | dynamic image | If textbox input is not valid, display "thumbs down" icon. If textbox input is valid, display "thumbs up" icon. | IA |
| 5 | text link | On click, discard changes and close dialog. | IA |
| 6 | button | On click, save changes and close dialog. | IA |