

Artifact Presentation

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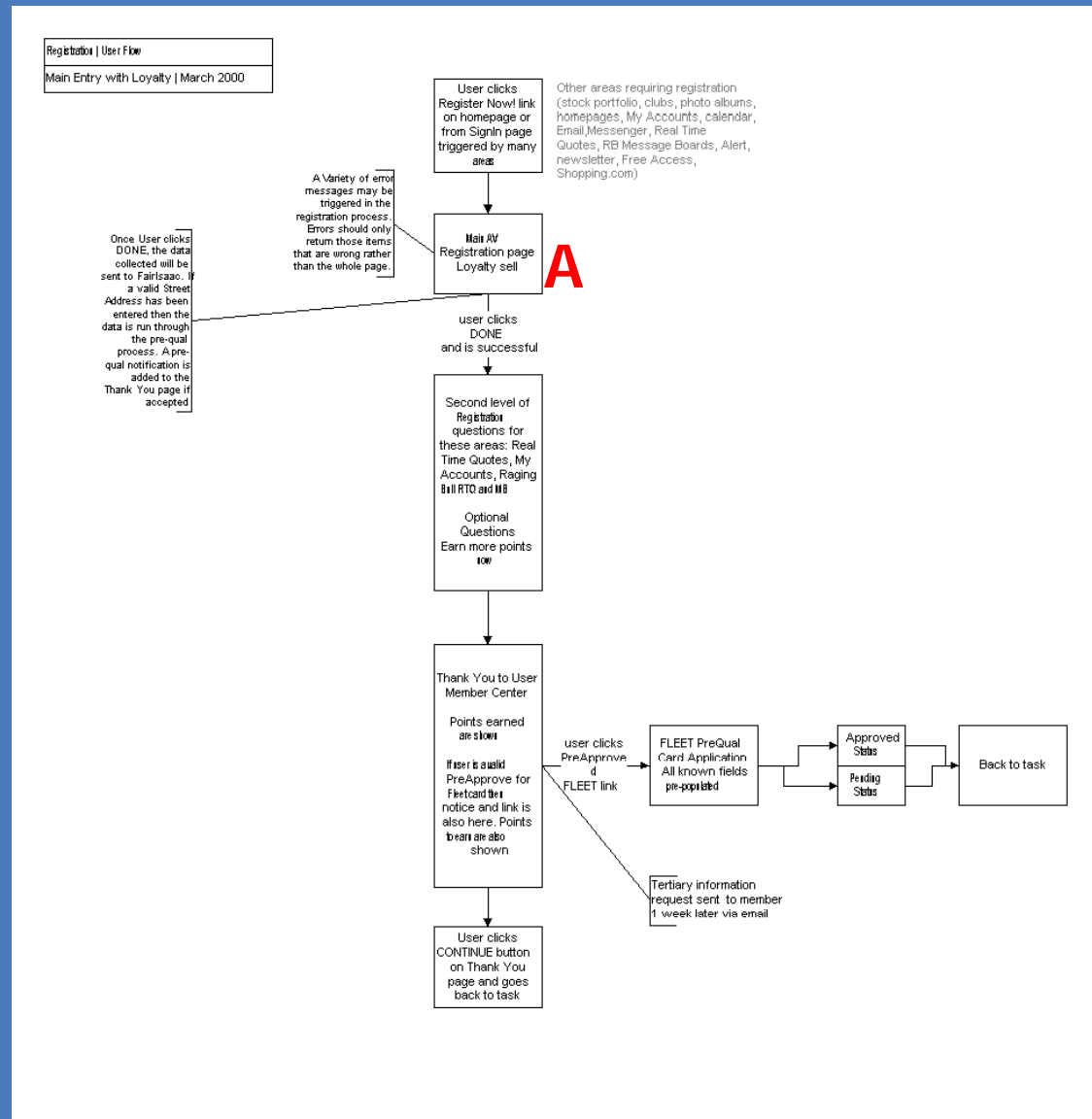
AltaVista

Advance For Design
Telluride | August 11 - 13

AltaVista Registration Process

User flow of a customer moving through the registration process. Key decision points are indicated and actions that follow.

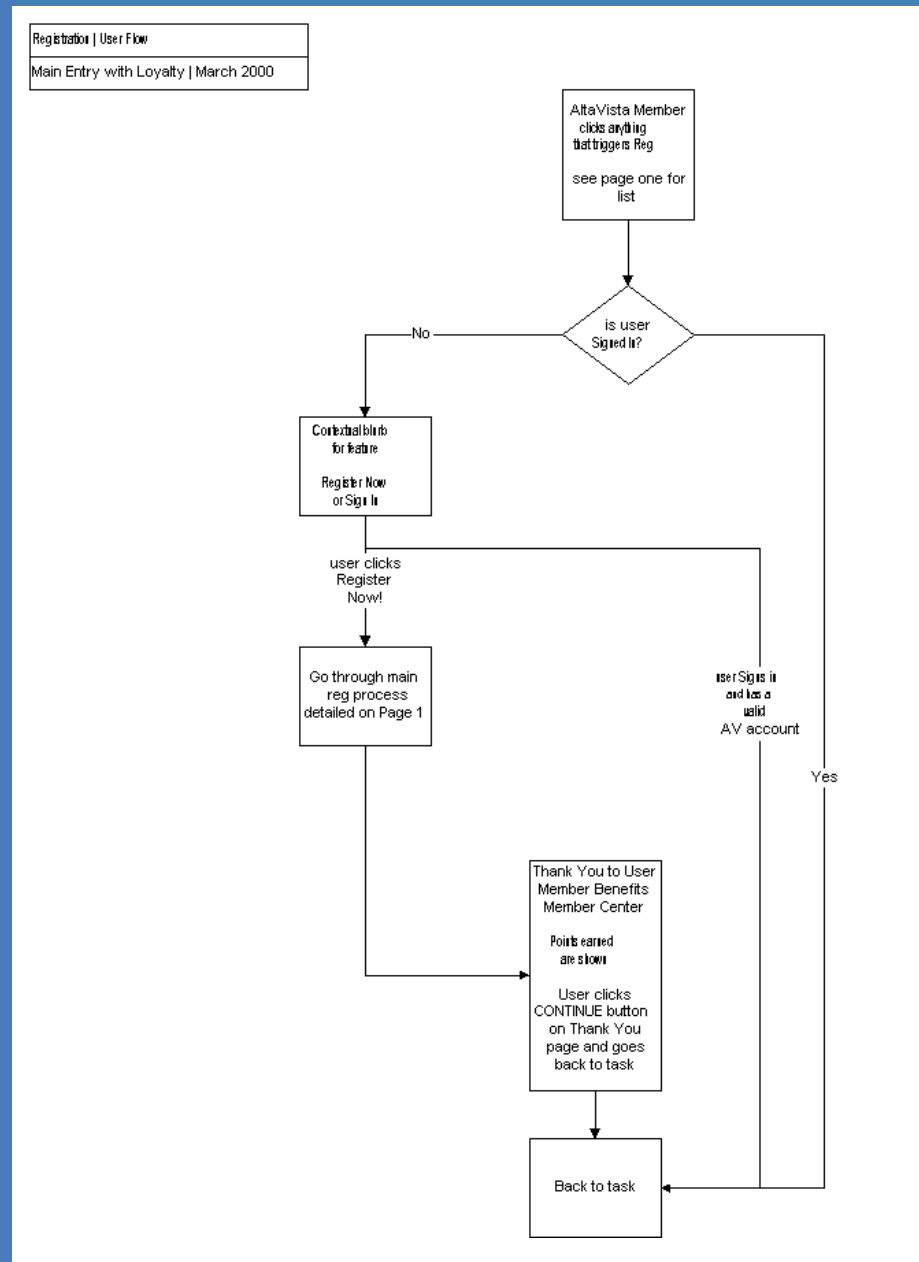
This diagram is then used with Product Marketing to flesh out the details of the marketing requirements and with the Engineering team to help define their functional specs.



AltaVista Registration Process

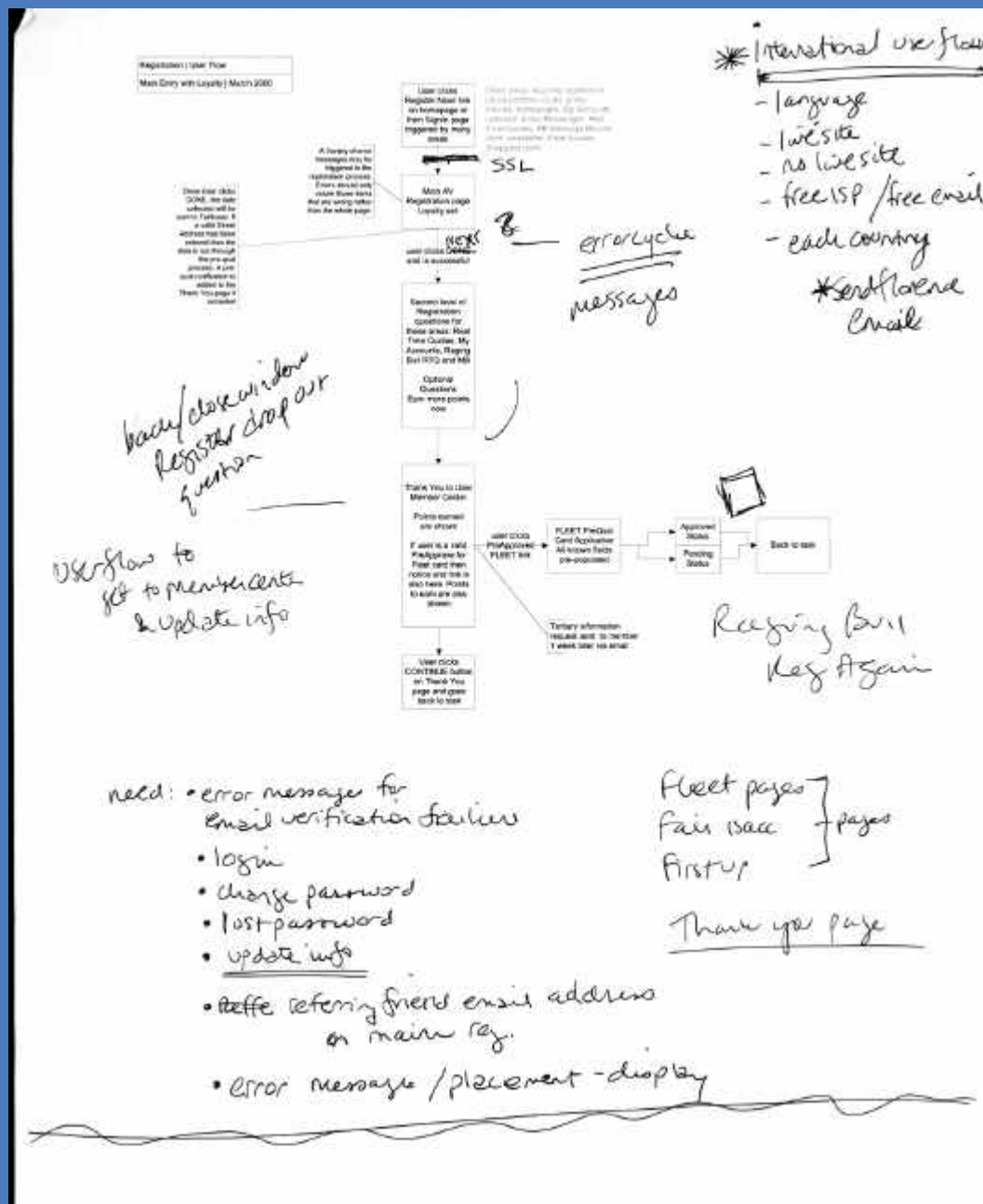
Page 2 of the user flow document shows another entry point for the user on the site and the actions they go through to register in this context.

In general, every entry point that would trigger registration is examined and the flow is adapted to the context of the path.



AltaVista Registration Process

User flow of a customer moving through the registration process with annotations. This document is used as a tool with Engineering and Marketing and as decisions are made and technical limitations understood, the document is marked up to indicate changes needed.



AltaVista Registration Process

Main Registration screen maps to the first box on the user flow. Here is where all the details of the functional definition are explored.

<div>Registration User Flow</div> <div>Main Registration page</div>		<div>Standard AltaVista Navigation - Network Nav</div>	
<div>Welcome to AltaVista Rewards!</div> <div>The AltaVista Rewards program recognizes and rewards our Members for their loyalty.</div> <div>In three easy steps you start earning up to 1500 points for registering 1000 points per day for browsing AltaVista Shopping 25 points for every click on a qualified merchant link 45 points for every \$1 spent with a qualified merchant</div> <div>Your AltaVista membership also entitles you to Free internet access Free Email A personalized Startup page on My Live! Automatic alerts about stock or news events Real time stock quotes And much more!</div> <div>Privacy Policy</div> <div>AltaVista will never sell or distribute personally identifiable information to anyone without your consent. For more information, please see our Privacy Policy.</div> <div>TRUSTEE LOGO</div>		<div>Become an AltaVista Rewards Member Today! Earn your first 250 points by completing sections 1, 2 & 3</div> <div><div>1</div><div>Choose The Country You Live In</div><div>United States <input type="text"/> International Restrictions</div></div> <div><div>2</div><div>Choose your AltaVista Member ID and Password</div><div>For both MemberID and password, begin with a letter and include only letters (a-z), numbers (0-9), and the underscore (_). Do not include any spaces.</div><div>Choose A Member ID <input type="text"/> example: bigdawg_24</div><div>Password <input type="password"/></div><div>Confirm Password <input type="password"/></div><div>If you forget your password, we'll ask you to answer one of the questions below</div><div>Password Reminder Question <input type="text"/> - select one - <input type="text"/></div><div>Password Reminder Answer <input type="text"/> example: Rover</div><div>And we'll send your password to the email address indicated here.</div><div>Current Email Address <input type="text"/></div><div>If you don't have an Email address, you can set one up now. <input type="checkbox"/> Yes, activate an AltaVista email address. Your Email address will be [AltaVista Member Name]@altavista.com</div></div> <div><div>3</div><div>Customize Your AltaVista</div><div>This information will be used to customize your AltaVista web pages and to personalize any Emails we might send to you.</div><div>First Name <input type="text"/></div><div>Last Name <input type="text"/></div><div>Street Address (optional) <input type="text"/> example: 591 Garden Lane</div><div>City <input type="text"/> State <input type="text" value="AL"/></div><div>Zip Code <input type="text"/></div><div>Gender <input checked="" type="radio"/> Male <input type="radio"/> Female</div><div>U.S. law prohibits AltaVista from registering anyone under the age of 13 without parental permission. Please verify your age below.</div><div><input checked="" type="radio"/> I am 13 or older and my birthdate is: Month <input type="text"/> Day <input type="text"/> <input type="text"/></div><div><input type="radio"/> I am less than 13 years old</div></div> <div><div>Earn 750 more points right now!</div><div>As we add more and more point earning opportunities, we'd like to tell you about them! We'll give you 750 more points just to let us communicate with you.</div><div>750 pts <input type="checkbox"/> Yes, I want AltaVista to tell me about new point earning opportunities by email.</div></div> <div><div>Next</div><div>By clicking the Next button, you agree to our Terms of Service. All registration data is safeguarded by AltaVista's Privacy Policy</div></div>	

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AltaVista Registration Process

Main Registration screen with functional and marketing changes annotated.

Registration / User Profile
Main Registration page / March 2005

check hotmail - reg powers

Welcome to AltaVista
Service provided by
Euro-Online AG
This page is secure

Browse a Member

128 Signing up for Membership is fast, easy and safe. AltaVista will store all the information to enable you to access your account. For more information, read our [Privacy Policy](#).

1 Choose your country:
[Country Name]

2 Choose your AltaVista Member Name and Password:
AltaVista Member Name:
Password:
Confirm Password:
If you forget your password, [click here](#) to retrieve it.
Question Mark? Select one question:
Your Address:
Current Email Address:
If you don't have an email address, you can set one up now.
[Yes, I want to set up an email address]
[No, I don't want to set up an email address]

3 Customize Your Address:
This information will be used to customize your AltaVista web pages and to personalize any e-mails we might send to you.
First Name:
Last Name:
Country:
City:
State:
Zip:
Phone:
Fax:
E-mail:
Web Site:
Company:
Occupation:
Interests:
Hobbies:
Sports:
Pets:
Other:
Referring friend:
WAP = how to tag WAP users
Nifty naming?

4 Complete your registration:
[Complete registration] [Back] [Cancel]

Handwritten notes and annotations:

- * language to fill form out in - choose language having many
- * different fields for int'l. addresses
- * progress indicator for pages 1 of x almost done
- * Score = where? login / what pieces
- Referring friend
- WAP = how to tag WAP users
- Nifty naming?
- check hotmail - reg powers
- Registration always legal (?)
- leave type WAP - comes from special place
- copy for why we need this
- Trustee under 14?
- mail categories
- pop up on back button or close window statement & 1 question

AltaVista Registration Process

Screenshot of final Main Registration screen as published live on AltaVista.com.

altavista:

[Search](#) | [Comparison Shop](#) | [Channels](#) | [Rewards](#) | [Email & Tools](#)

Welcome to AltaVista!

Your AltaVista Membership also entitles you to

- Free Internet Access
- Free Email
- A personalized Startup page on My AltaVista
- Automatic alerts about stock or news events
- Real Time stock quotes

And much more!

Privacy Policy

AltaVista will never sell or distribute personally identifiable information to anyone without your consent. For more information, please see our [Privacy Policy](#)

REVIEWED BY
TRUSTe
site privacy statement

Become an AltaVista Member Today!

1 Choose The Country You Live In

United States

International Restrictions for the AltaVista Rewards Program

2 Choose Your AltaVista Member ID and Password

For both MemberID and password, begin with a letter and include only letters (a-z), numbers (0-9), and the underscore (_). Do not include any spaces.

Choose a Member ID

Example: bigdawg_24

Password

Confirm Password

If you forget your password, we'll ask you to answer one of the questions below.

Password Reminder Question

select one question

And, the answer is . . .

We'll send your password to the Email address indicated here.

Current Email Address

☐ If you don't have an email address, AltaVista will reserve one for you.
Yes, reserve an AltaVista Email address for me.
Your Email address will be [AltaVista Member ID]@altavista.com

3 Customize Your AltaVista

This information will be used to customize weather reports, lottery results, maps and other helpful features.

First Name

Last Name

(optional) Street Address

Example: 591 Garden Lane

City

State

Zip Code

Gender

☐ Male ☐ Female

U.S. law prohibits AltaVista from registering anyone under the age of 13 without parental permission. Please verify your age below.

☐ I am less than 13 years old

☐ I am 13 or older and my birthdate is

Month

Day

(use 4 digits for year)

From time to time, we have exclusive offers for our Members. Would you like us to tell you about them by email?

☐ Yes, I want AltaVista to tell me about special offers by email.

Next >>

By clicking the Next button, you agree to our [Terms of Use](#). All registration data is safeguarded by AltaVista's [Privacy Policy](#).

[Help](#) | [Feedback](#) | [Privacy](#)

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