

Demographic field touchpoints - Oct 2012

Current use cases												
Note: The actual paths are a little more complicated; e.g., there are multiple ways to get to social from anon barrier -- login form in upper right and by click to the reg form and then choosing social												
Highlights indicate unique branches												
ID	User start state (article limit)	Process entry point	User choice	Next	Login / social linkage action & acct type	Next	User choice - demographics	Next	User end state (article limit)	ID		
A1	Anonymous (5 article limit)	Masthead reg link	Register	Long reg page	Create new full	Newsletter form	--	[return to start]	Full reg (10)	A1		
A2			Social	Short linking page	Create & link new partial	Demographics form page (user can skip/dismiss)	Provide demographics	[return to start]	Full reg (10)	A2		
A3					Link existing full	[return to start]	--	Full reg (10)	A4			
A4					Link existing partial	[return to start]	--	Partial reg (5)	A5			
A5					Register	Long reg page	Create new full	Newsletter form	--	[return to start]	Full reg (10)	A6
A6		'Registration barrier' (Anonymous users after 5 articles)		Social	Long linking page	Create & link new full	[return to article]	--	Full reg (10)	A7		
A7						Link existing full	[return to article]	--	Full reg (10)	A8		
A8						Link existing partial	'Demographics barrier' [see 'Partial reg' cases below]			A9		
A9						Subscribe	[Subscription process]	?	[return to article]	--	Subscriber (∞)	A10
A10						Activate	[Activation process]	?	[return to article]	--	Subscriber (∞)	A11
A11						Log in	--	Log in w/ full	[return to article]	--	Full reg (10)	A12
A12						Log in w/ partial	'Demographics barrier' [see 'Partial reg' cases below]			A13		
A13						Comment >> Reg/login popup	Social	Short linking overlay	Demographics form overlay (user can skip/dismiss)	Provide demographics	[return to start]	Full reg (10)
A14		Create & link new partial	Demographics form overlay (user can skip/dismiss)	Provide demographics	[return to start]				Full reg (10)	A16		
A15		Link existing full	[return to start]	--	Full reg (10)				A18			
A16		Link existing partial	Demographics form overlay (user can skip/dismiss)	Provide demographics	[return to start]				Full reg (10)	A19		
A17		Skip demographics	[return to start]	Partial reg (5)	A17							
A18		Log in w/ full	[return to start]	--	Full reg (10)				A21			
A19		Log in w/ partial	[return to start]	--	Partial reg (5)				A22			
A20		Complete profile	Demographics page	-->	Provide demographics				[return to start]	Full reg (10)	P1	
A21		Subscribe	[Subscription process]	--	[return to start]				--	Subscriber (∞)	P2	
A22		Activate	[Activation process]	--	[return to start]	--	Subscriber (∞)	P3				
F1	Full reg (10 article limit)	'Pay barrier' (Full reg' users after 10 articles)	Subscribe	[Subscription process]	--	[return to start]	--	Subscriber (∞)	F1			
F2			Activate	[Activation process]	--	[return to start]	--	Subscriber (∞)	F2			