

User Journey – Group access

Customer Journey: Registration - Multi-use Redemption Code Model w/Email Domain Restrictions and IP Whitelisting

1. You can distribute a link to the WSJ Registration page through your internal site (website, app, network) or via targeted email.
2. Your customer/member clicks on the link and is directed to the registration page.
3. Customers/members are prompted to provide their first and last name and an email address issued by their partner organization then accept policies before pressing Create.
4. Customer clicks to continue.

THE WALL STREET JOURNAL

Create Account

STAY AHEAD

First Name Last Name

Email Address
Please use an email address issued by your partner organization. This will become your username.

Password

Keep me informed about updates and offers from WSJ.com, Dow Jones, and affiliates.

I agree to the Privacy Policy, Subscriber Agreement and Cookie Policy.

CREATE

Already have an account? Sign in.
WSJ+ Membership Conditions Expand

THE WALL STREET JOURNAL

Create Account

STAY AHEAD

First Name: Nadia Last Name: Razi

Email Address: nadia_razi@yopmail.com
This will become your username.

Password: [masked] Show

Keep me informed about updates and offers from WSJ.com, Dow Jones, and affiliates.

I agree to the Privacy Policy, Subscriber Agreement and Cookie Policy.

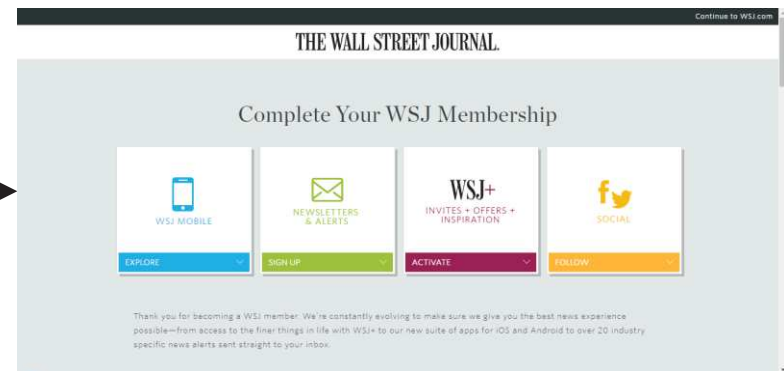
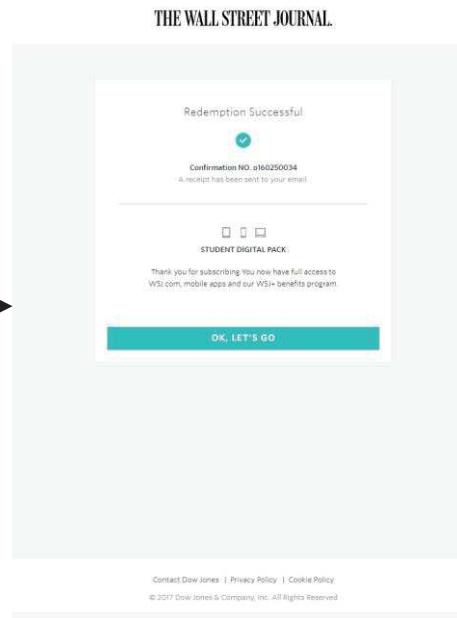
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5. Customer receives confirmation that their registration was successful and are given a Confirmation No. They also receive a Confirmation Email with their subscription details and a link to WSJ.com

6. Customer clicks OK, LET'S GO and is redirected to the Membership Portal to explore content, activate their complimentary WSJ+ membership, sign up for newsletters and follow us on social networks.



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7. Customer clicks on Continue to WSJ.com from the Membership Portal and lands on the WSJ.com home page.

Note: If the customer continues to WSJ.com in the same session they will be taken to the home page already logged in.

The screenshot displays the WSJ homepage with a dark navigation bar at the top containing market indices: DJIA Futures (20460, 0.13%), S&P 500 F (2343.50, 0.27%), Stoxx 600 (377.54, 0.32%), U.S. 10 Yr (-11/32, Yield 2.216%), Crude Oil (52.55, 0.27%), and Euro (1.0724, -0.05%). The main header features the WSJ logo, the date (April 19, 2017), and a search bar. Below the header is a promotional banner for JPMorgan's ETFs. The main content area is divided into 'What's News' and 'Markets'. The 'What's News' section highlights the article 'Threat of Carrier Heading to Korea Wasn't All It Seemed' with a video player. The 'Markets' section includes a table of market indices and a line chart showing the DJIA's performance over time.

Index	Value	Change	% Change
DJIA	20523.28	-113.64	-0.55%
S&P 500	2342.19	-6.82	-0.29%
Nasdaq	5849.47	-7.32	-0.12%
Russell 2000	1361.89	0.71	0.05%
DJ Total Mkt	24283.45	-58.30	-0.24%

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8. If the customer is not logged in they will see keys next to locked articles which can only be accessed by clicking Sign In from the home page.

9. Customer enters their email address/username and password and clicks Sign In.

10. Customer is now able to access all articles on WSJ.com.

***Note:** The IP whitelist only restricts access to the Registration page. Once registered, the users can access content as defined in the terms of the Partnership agreement.

