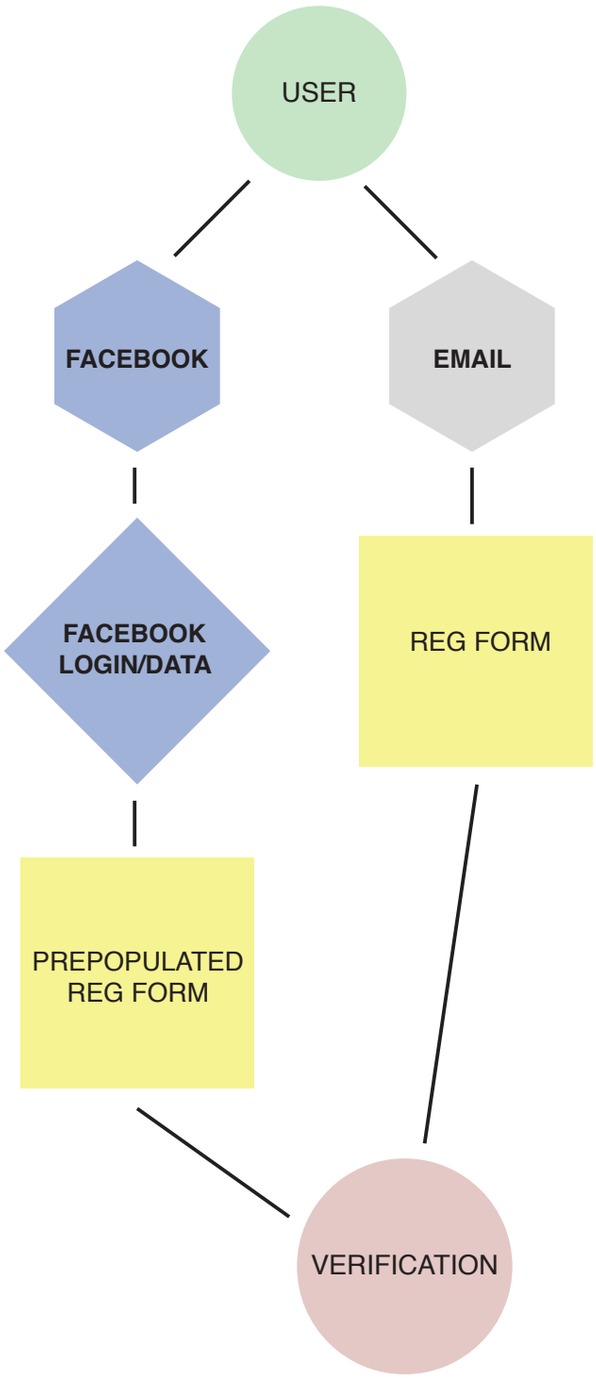
SOCIAL LOGIN

To decrease the amount of barriers to entry for users to increase conversion rates on registration from user info collection to the verification step.

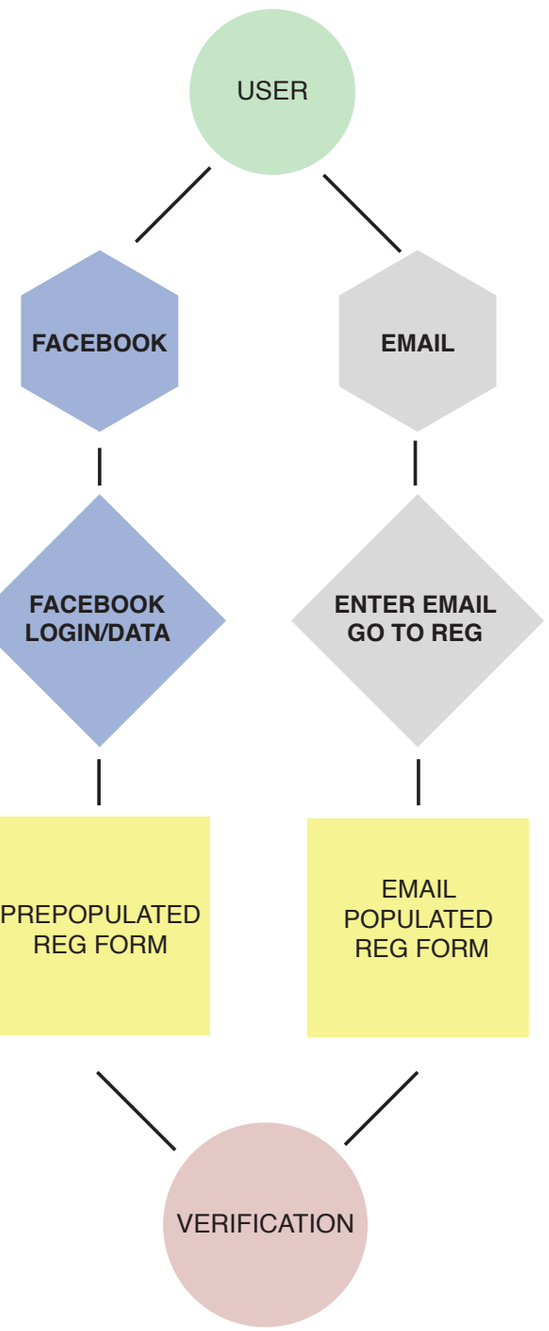
Content Sections

1. **Reg/sign in/ forgot PW modal**
2. **Reg page new flow & consolidation**
3. **My account page (customer info)**
4. **Log in page restructure hierarchy**
5. **PW recovery page**

NEW USER REG FLOW

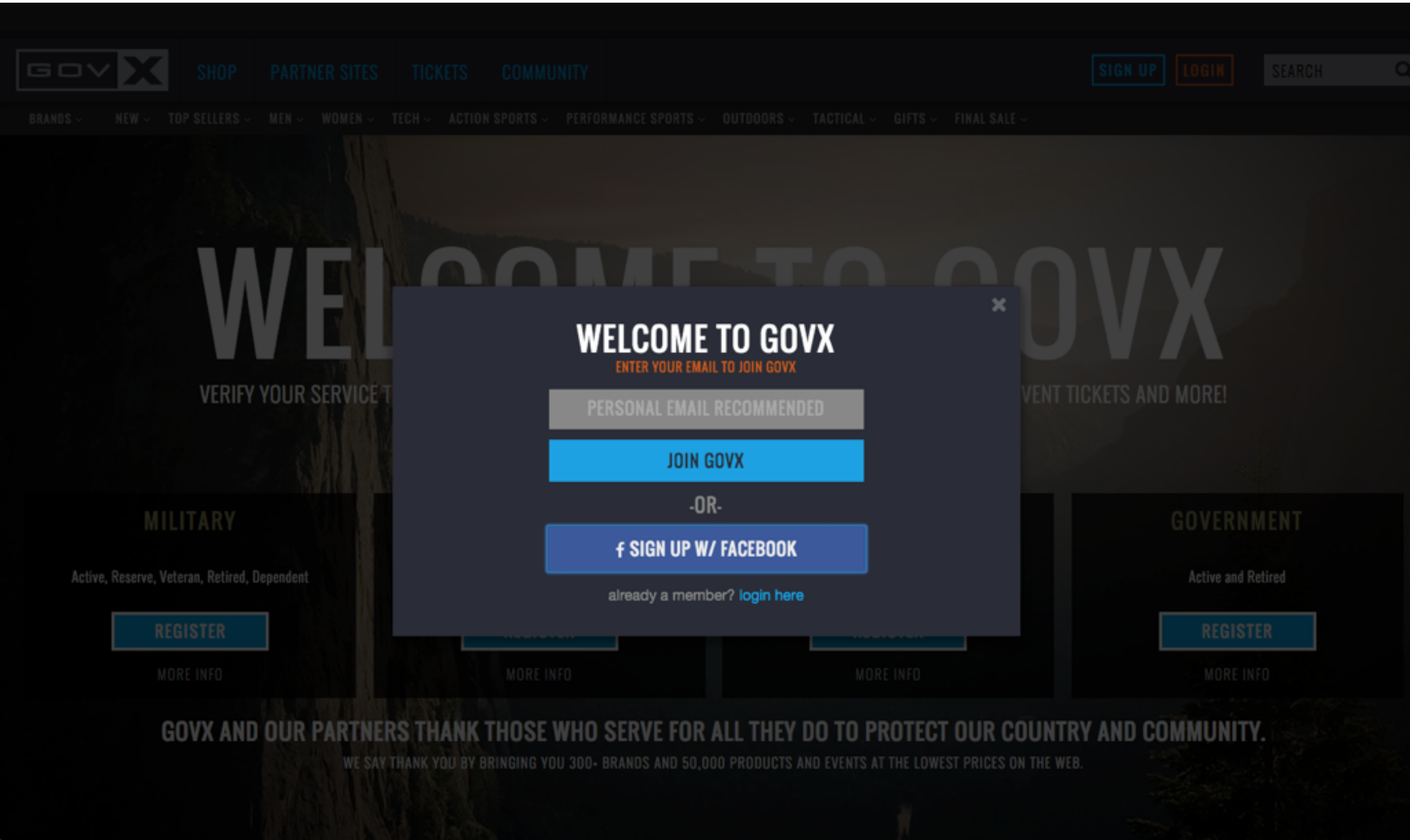


NEW USER MODAL REG FLOW



CURRENT REG FLOW

Reg/login Modal


GOVX
SHOP
PARTNER SITES
TICKETS
COMMUNITY
SIGN UP
LOGIN
SEARCH
BRANDS
NEW
TOP SELLERS
MEN
WOMEN
TECH
ACTION SPORTS
PERFORMANCE SPORTS
OUTDOORS
TACTICAL
GIFTS
FINAL SALE
WELCOME TO GOVX
ENTER YOUR EMAIL TO JOIN GOVX
PERSONAL EMAIL RECOMMENDED
JOIN GOVX
-OR-
SIGN UP W/ FACEBOOK
already a member? login here
VERIFY YOUR SERVICE T
VENT TICKETS AND MORE!
MILITARY
Active, Reserve, Veteran, Retired, Dependent
REGISTER
MORE INFO
MORE INFO
MORE INFO
GOVERNMENT
Active and Retired
REGISTER
MORE INFO
GOVX AND OUR PARTNERS THANK THOSE WHO SERVE FOR ALL THEY DO TO PROTECT OUR COUNTRY AND COMMUNITY.
WE SAY THANK YOU BY BRINGING YOU 300+ BRANDS AND 50,000 PRODUCTS AND EVENTS AT THE LOWEST PRICES ON THE WEB.

GOVX SHOP PARTNER SITES TICKETS COMMUNITY SIGN UP LOGIN SEARCH

BRANDS NEW TOP SELLERS MEN WOMEN TECH ACTION SPORTS PERFORMANCE SPORTS OUTDOORS TACTICAL GIFTS FINAL SALE

WELCOME TO GOVX

VERIFY YOUR SERVICE T… VENT TICKETS AND MORE!

‹ NEW MEMBER LOGIN

CURRENT MEMBER LOGIN

PLEASE ENTER YOUR EMAIL AND PASSWORD BELOW.

ENTER YOUR EMAIL

ENTER YOUR PASSWORD

REMEMBER ME FORGOT OR NEED A PASSWORD?

LOGIN

or

LOGIN W/ FACEBOOK

MILITARY

Active, Reserve, Veteran, Retired, Dependent

REGISTER

MORE INFO

GOVERNMENT

Active and Retired

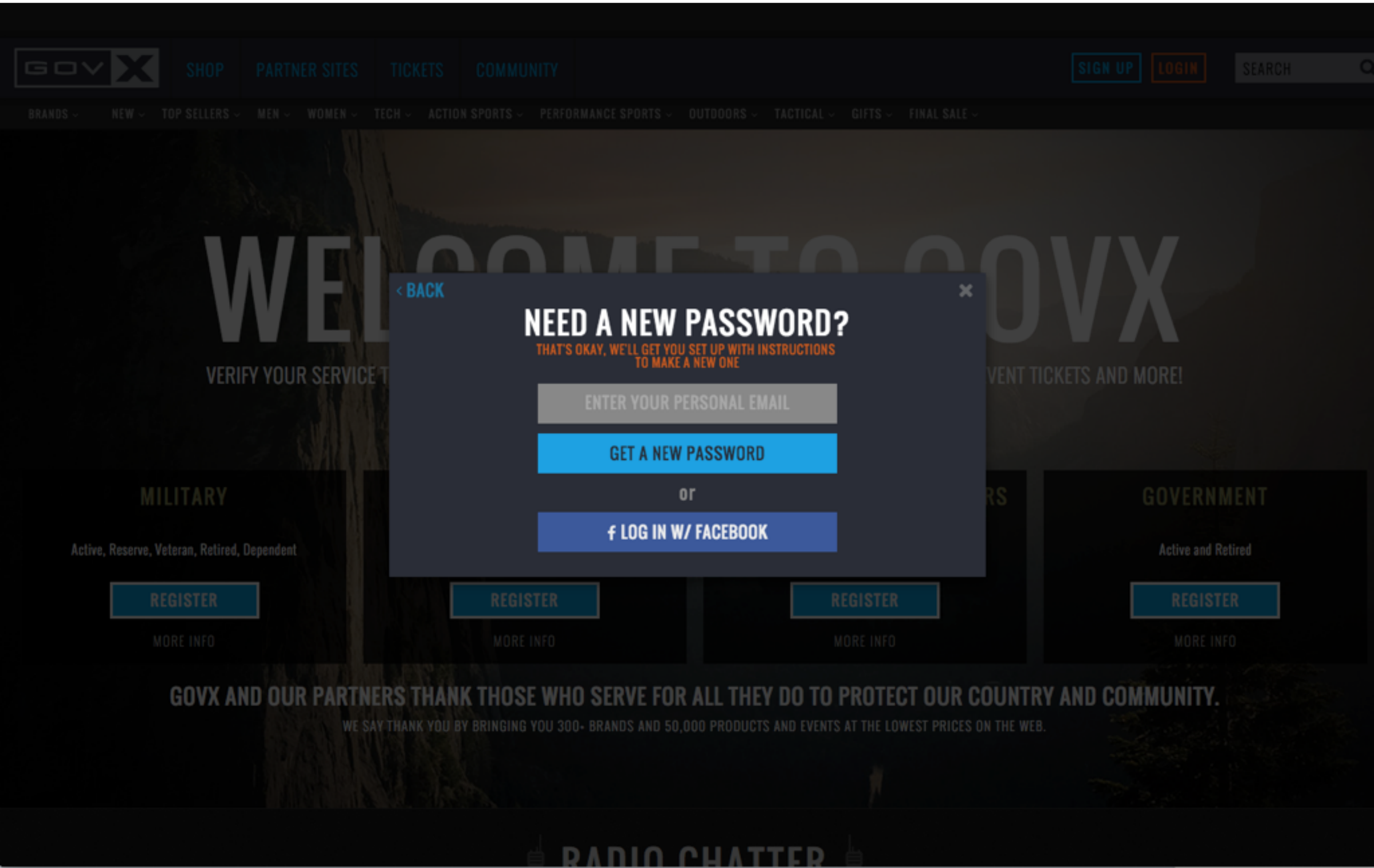
REGISTER

MORE INFO

GOVX AND OUR PARTNERS THANK THOSE WHO SERVE FOR ALL THEY DO TO PROTECT OUR COUNTRY AND COMMUNITY.

WE SAY THANK YOU BY BRINGING YOU 300+ BRANDS AND 50,000 PRODUCTS AND EVENTS AT THE LOWEST PRICES ON THE WEB.

RADIO CHATTER

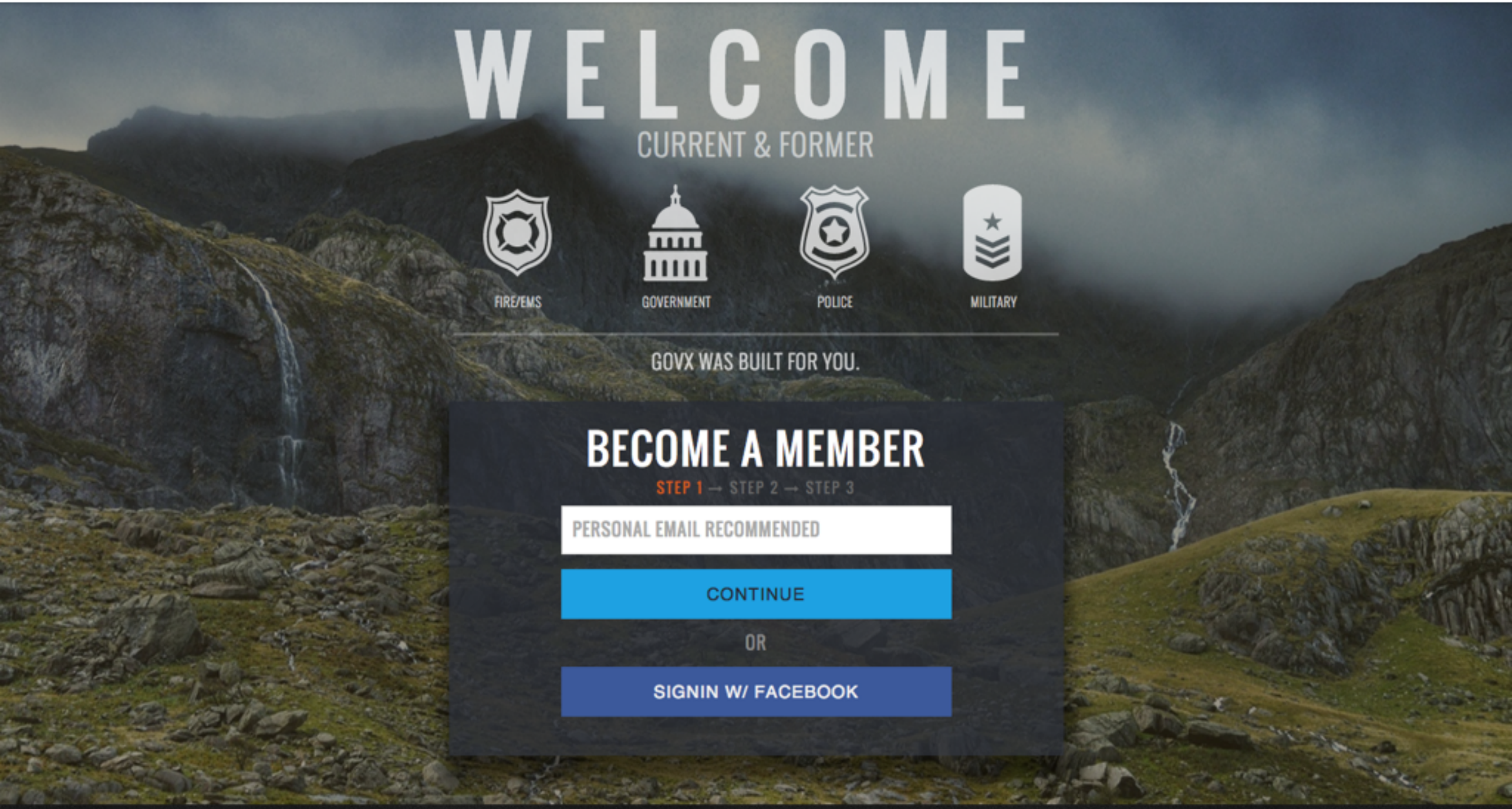

GOVX
SHOP
PARTNER SITES
TICKETS
COMMUNITY
SIGN UP
LOGIN
SEARCH
BRANDS
NEW
TOP SELLERS
MEN
WOMEN
TECH
ACTION SPORTS
PERFORMANCE SPORTS
OUTDOORS
TACTICAL
GIFTS
FINAL SALE
WELCOME TO GOVX
VERIFY YOUR SERVICE T
VENT TICKETS AND MORE!
BACK
NEED A NEW PASSWORD?
THAT'S OKAY, WE'LL GET YOU SET UP WITH INSTRUCTIONS TO MAKE A NEW ONE
ENTER YOUR PERSONAL EMAIL
GET A NEW PASSWORD
or
LOG IN W/ FACEBOOK
MILITARY
Active, Reserve, Veteran, Retired, Dependent
REGISTER
MORE INFO
REGISTER
MORE INFO
REGISTER
MORE INFO
GOVERNMENT
Active and Retired
REGISTER
MORE INFO
GOVX AND OUR PARTNERS THANK THOSE WHO SERVE FOR ALL THEY DO TO PROTECT OUR COUNTRY AND COMMUNITY.
WE SAY THANK YOU BY BRINGING YOU 300+ BRANDS AND 50,000 PRODUCTS AND EVENTS AT THE LOWEST PRICES ON THE WEB.
RADIO CHATTER

additional improvements

1. **restyle the modal to take on a more immersive full page experience.**
2. **add in copy to tell the user why to sign up or login, our value proposition.**
3. **add in tool tips that describe each input field and describe the process. regarding FB.**

Registration page

Step 1


WELCOME
CURRENT & FORMER
FIRE/EMS
GOVERNMENT
POLICE
MILITARY
GOVX WAS BUILT FOR YOU.
BECOME A MEMBER
STEP 1 → STEP 2 → STEP 3
PERSONAL EMAIL RECOMMENDED
CONTINUE
OR
SIGNIN W/ FACEBOOK

BECOME A MEMBER

STEP 1 → **STEP 2** → STEP 3

AFFILIATION:

Military

BRANCH/DEPT.:

Army - Retired

DATE OF BIRTH:

- Month - | - Day - | - Year -

LAST YEAR OF SERVICE:

- Year -

Yes *No*

I consent to allow GovX, on my behalf, to use limited registration information to access Defense Manpower Data Center ("DMDC") for the sole purpose of confirming my military status. What's DMDC?

FIRST NAME:

bob

LAST NAME:

sagget

EMAIL:

bobsagget2@gmail.com

CREATE A PASSWORD:

••••••••••

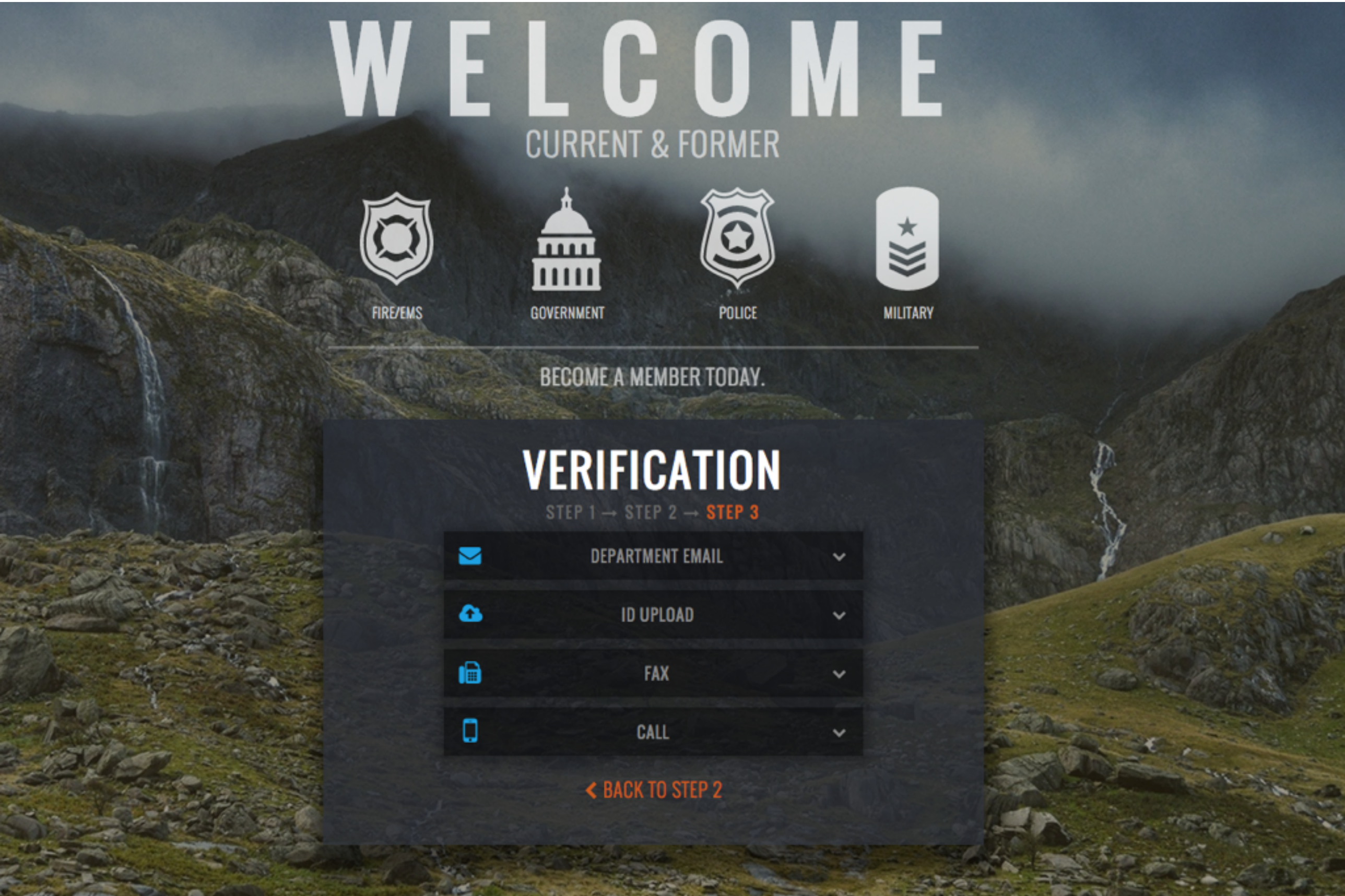
GENDER:

MALE FEMALE

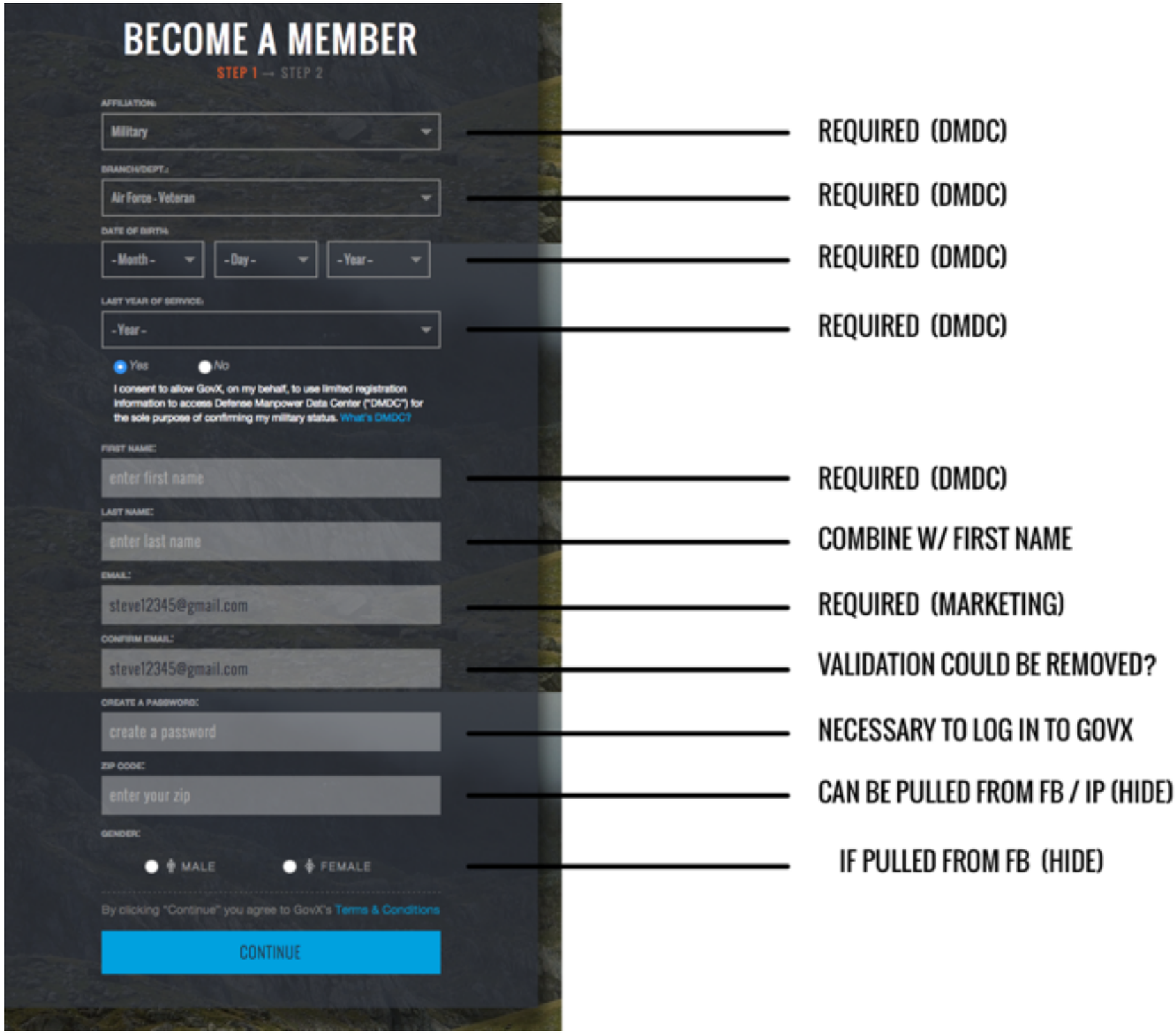
By clicking "Continue" you agree to GovX's Terms & Conditions

CONTINUE

Step 3


WELCOME
CURRENT & FORMER
FIRE/EMS
GOVERNMENT
POLICE
MILITARY
BECOME A MEMBER TODAY.
VERIFICATION
STEP 1 → STEP 2 → STEP 3
DEPARTMENT EMAIL
ID UPLOAD
FAX
CALL
BACK TO STEP 2

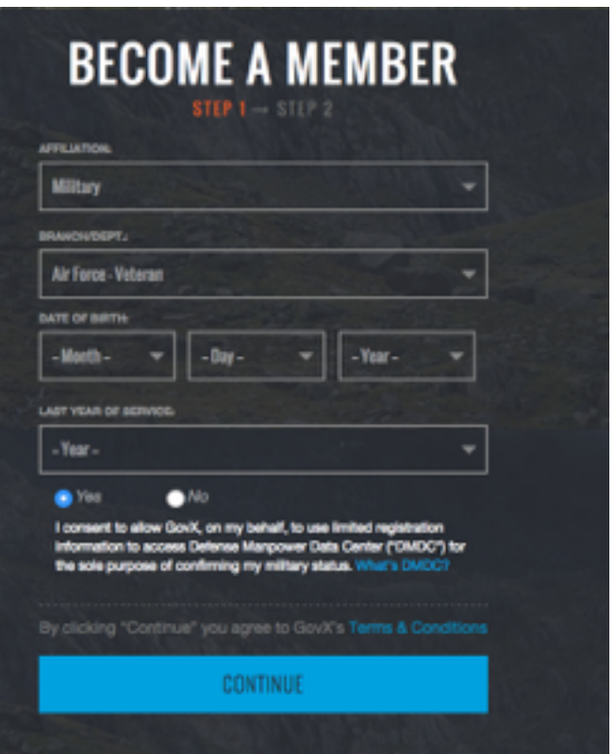
current reg fields



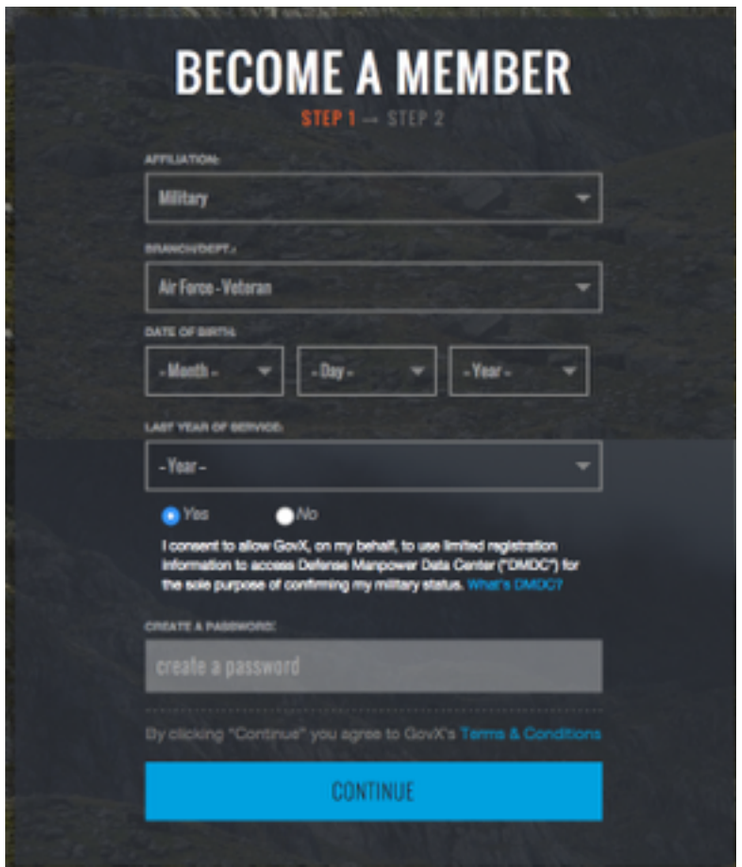
POTENTIAL SIGN UP FORM SIZE CHANGE

*if we hide the fields that have data input in them from social log in we could have incorrect data for dmdc.

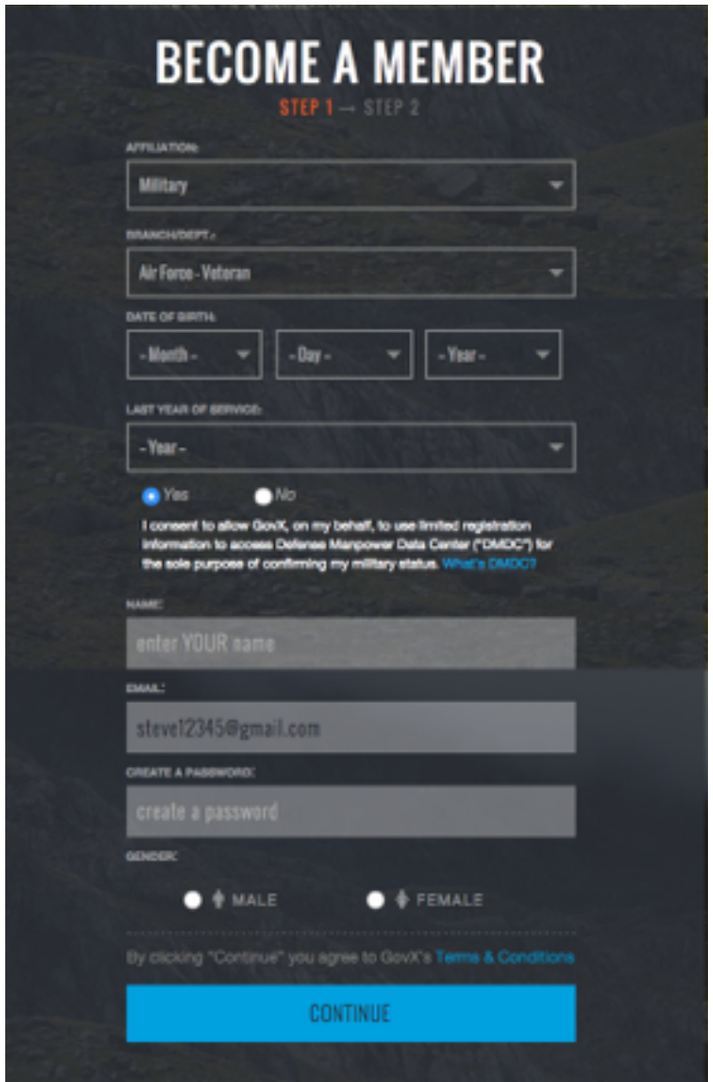
USER W/ FB SIGN IN NO PW



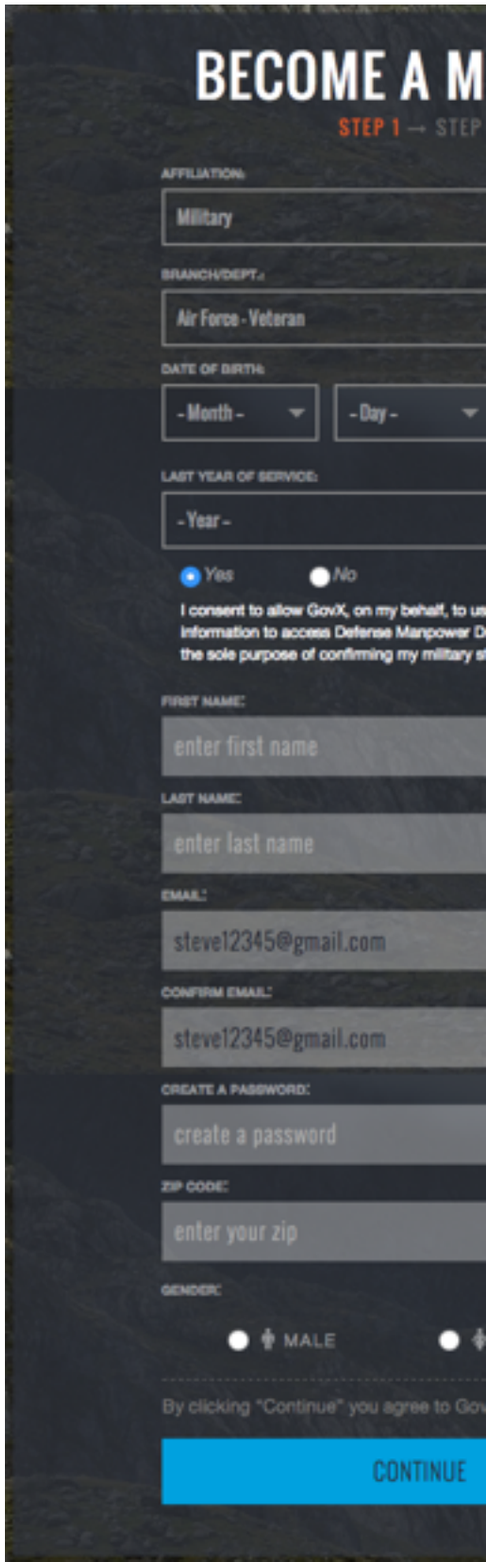
USER W/ FB SIGN IN W/ PW



GENERAL COMBINATION OF FIELDS



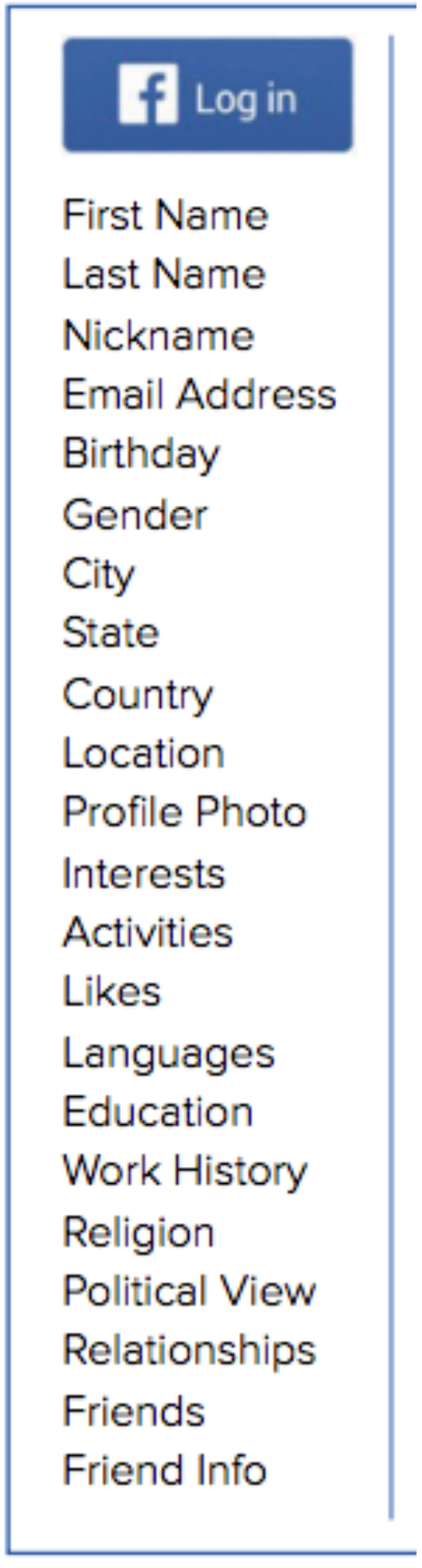
CURRENT REG FORM



Recommendations

1. **remove confirm email field**
2. **hide zip field and populate with IP or social city/state.**
3. **combine the first and last name onto one line**
4. **if using social media to login hide gender if we can pull it from Facebook.**
5. **if logging in with Facebook hide password field. (possibly put a note in so people can add a password if they want during this phase.)**
6. **update the animation of the jQuery steps to slide the content over rather than show hide so it is more intuitive.**

My account page



list of content we can pull from Facebook if the user allows us to.

my account

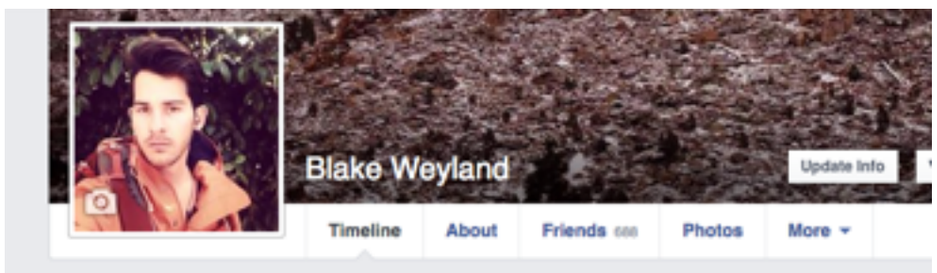
update add fb preferences

FACEBOOK PREFERENCES

link with facebook unlink facebook

UPDATES WITH AJAX

pull in Facebook profile photo and add to top of my account, place Facebook preferences small below this image.



Login page

MEMBER LOGIN

EMAIL:

ENTER YOUR EMAIL

PASSWORD:

PASSWORD

REMEMBER ME

FORGOT OR NEED A PASSWORD?

LOGIN

OR

LOGIN TO GOVX USING YOUR FACEBOOK ACOUNT.

FACEBOOK

NOT A GOVX MEMBER? SIGN UP HERE.

PW recovery page

NEED A NEW PASSWORD?

EMAIL:

ENTER YOUR EMAIL

GET A NEW PASSWORD

OR

RELOGGIN WITH FACEBOOK:

FACEBOOK