

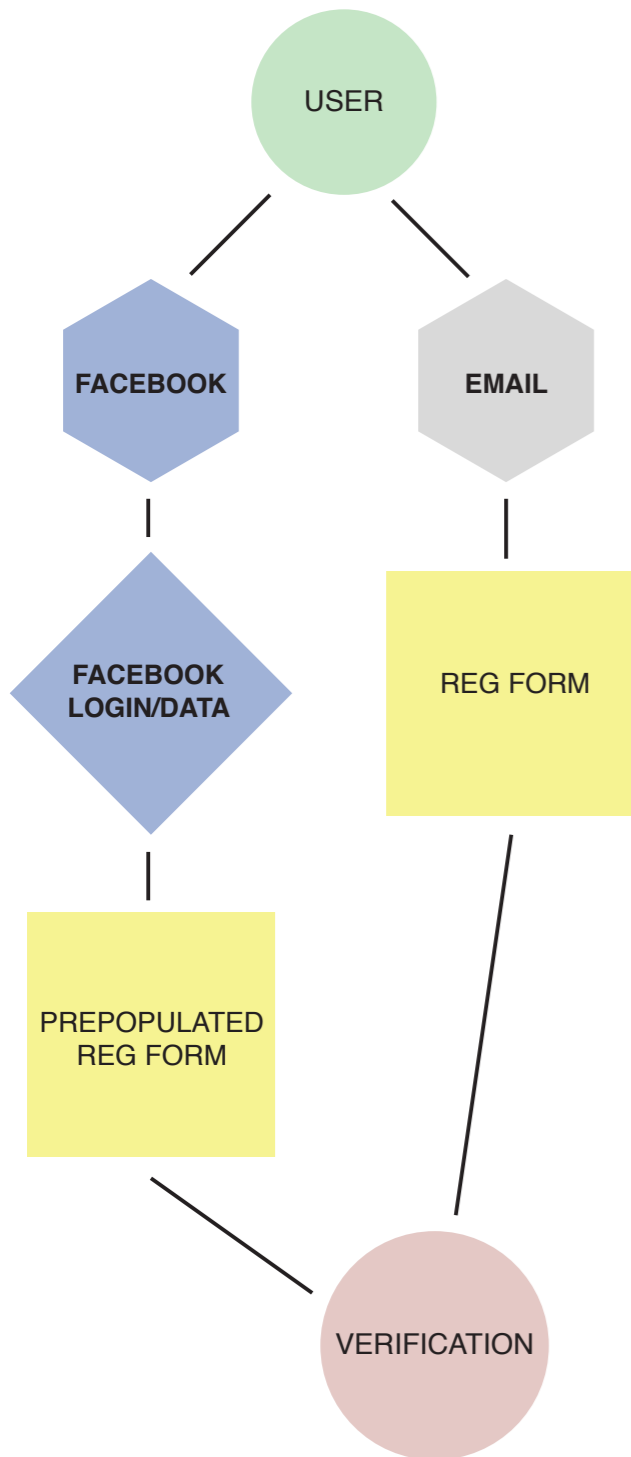
# **SOCIAL LOGIN**

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

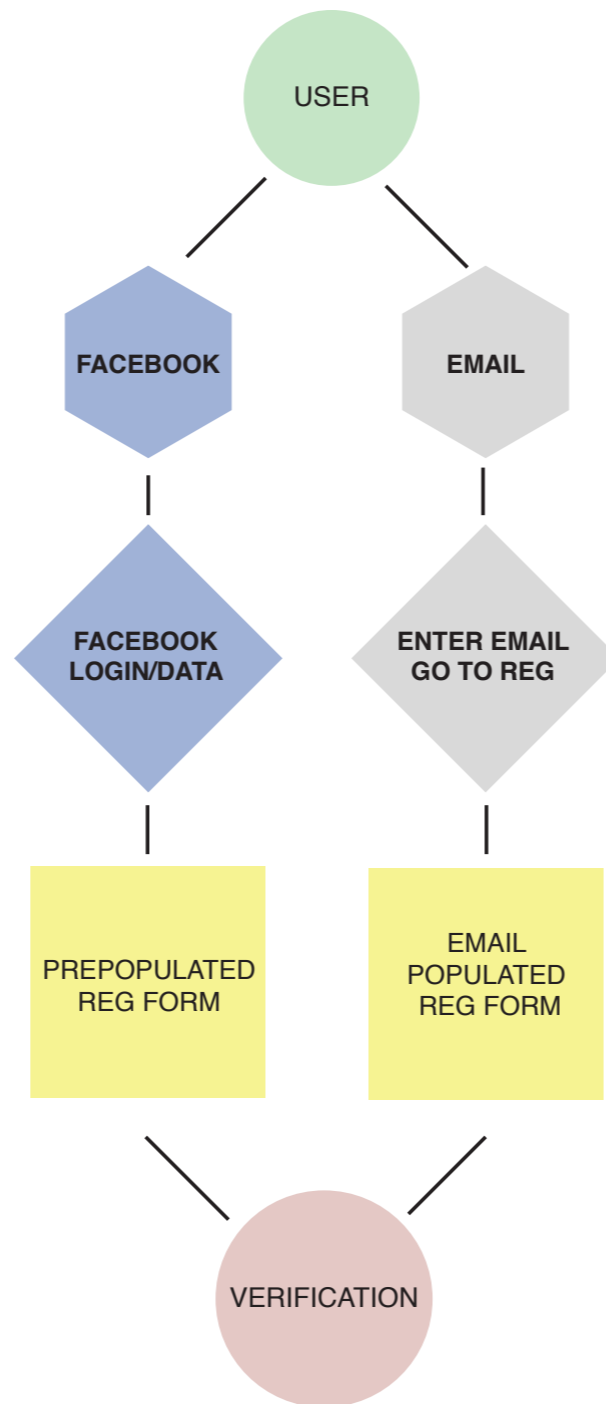
# Content Sections

- 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





# WELCOME TO GOVX

VERIFY YOUR SERVICE STATUS TO RECEIVE EXCLUSIVE DISCOUNTS ON EVENT TICKETS AND MORE!

**WELCOME TO GOVX**  
 ENTER YOUR EMAIL TO JOIN GOVX

PERSONAL EMAIL RECOMMENDED

JOIN GOVX

-OR-

f SIGN UP W/ FACEBOOK

already a member? [login here](#)

## 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.



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

EVENT TICKETS AND MORE!

## MILITARY

Active, Reserve, Veteran, Retired, Dependent

REGISTER

MORE INFO

< 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

## GOVERNMENT

Active and Retired

REGISTER

MORE INFO

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RADIO CHATTER

# WELCOME TO GOVX

VERIFY YOUR SERVICE TO

EVENT TICKETS AND MORE!

< BACK ×

## NEED A NEW PASSWORD?

THAT'S OKAY, WE'LL GET YOU SET UP WITH INSTRUCTIONS TO MAKE A NEW ONE

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.

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# 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**



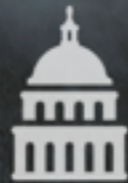
# Step 1

# 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



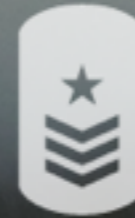
FIRE/EMS



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

**BECOME A MEMBER**  
STEP 1 → STEP 2

**AFFILIATION:**  
Military

**BRANCH/DEPT.:**  
Air Force - Veteran

**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:**  
enter first name

**LAST NAME:**  
enter last name

**EMAIL:**  
steve12345@gmail.com

**CONFIRM EMAIL:**  
steve12345@gmail.com

**CREATE A PASSWORD:**  
create a password

**ZIP CODE:**  
enter your zip

**GENDER:**  
 MALE  FEMALE

By clicking "Continue" you agree to GovX's [Terms & Conditions](#)

**CONTINUE**

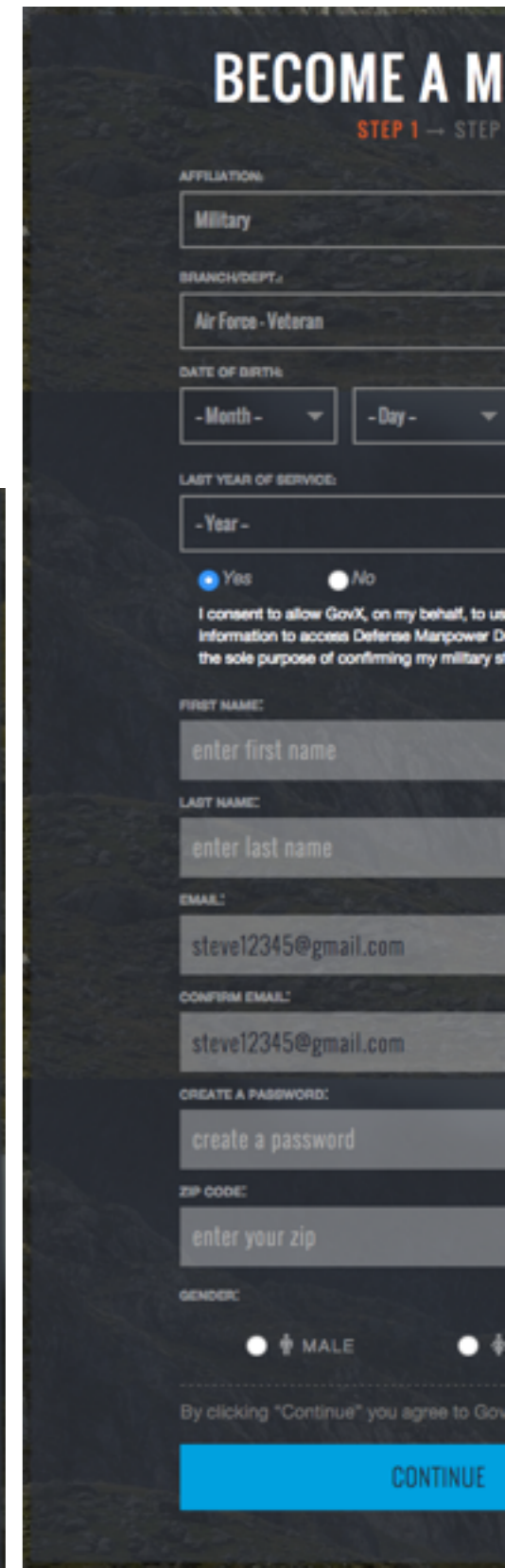
Annotations on the right side of the form:

- REQUIRED (DMDC)
- REQUIRED (DMDC)
- REQUIRED (DMDC)
- REQUIRED (DMDC)
- REQUIRED (DMDC)
- REQUIRED (DMDC)
- COMBINE W/ FIRST NAME
- REQUIRED (MARKETING)
- VALIDATION COULD BE REMOVED?
- NECESSARY TO LOG IN TO GOVX
- CAN BE PULLED FROM FB / IP (HIDE)
- IF PULLED FROM FB (HIDE)

# POTENTIAL SIGN UP FORM SIZE CHANGE

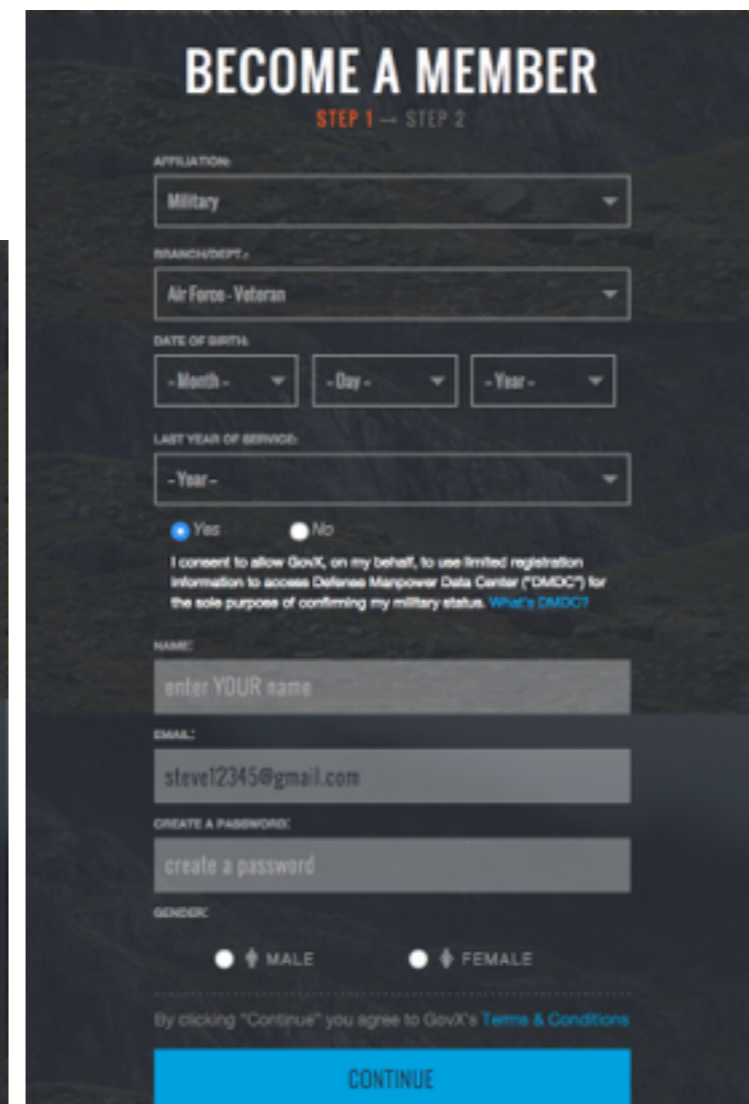
\*if we hide the fields that have data input in them from social log in we could have incorrect data for dmdc.

CURRENT REG FORM



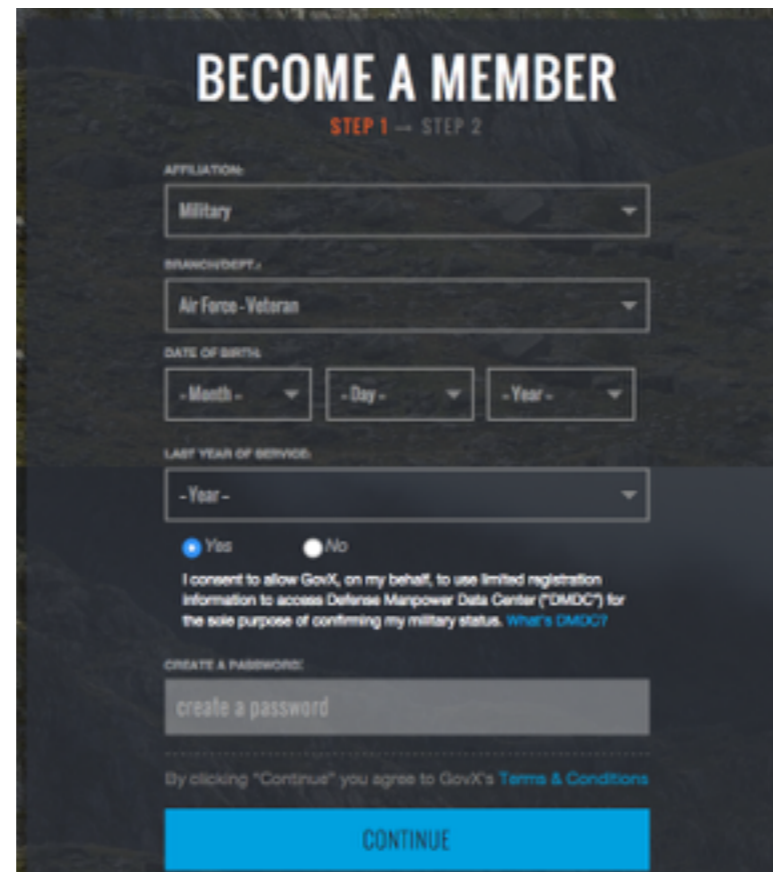
The current registration form is titled "BECOME A MEMBER" and is labeled "STEP 1" of a two-step process. It includes the following fields: "AFFILIATION" (dropdown menu with "Military" selected), "BRANCH/DEPT." (dropdown menu with "Air Force - Veteran" selected), "DATE OF BIRTH" (three dropdown menus for Month, Day, and Year), "LAST YEAR OF SERVICE" (dropdown menu with "- Year -" selected), a "Yes/No" radio button selection (with "Yes" selected), a consent statement: "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:" (text input field with placeholder "enter first name"), "LAST NAME:" (text input field with placeholder "enter last name"), "EMAIL:" (text input field with placeholder "steve12345@gmail.com"), "CONFIRM EMAIL:" (text input field with placeholder "steve12345@gmail.com"), "CREATE A PASSWORD:" (text input field with placeholder "create a password"), "ZIP CODE:" (text input field with placeholder "enter your zip"), "GENDER:" (radio buttons for MALE and FEMALE), and a "CONTINUE" button at the bottom.

GENERAL COMBINATION OF FIELDS



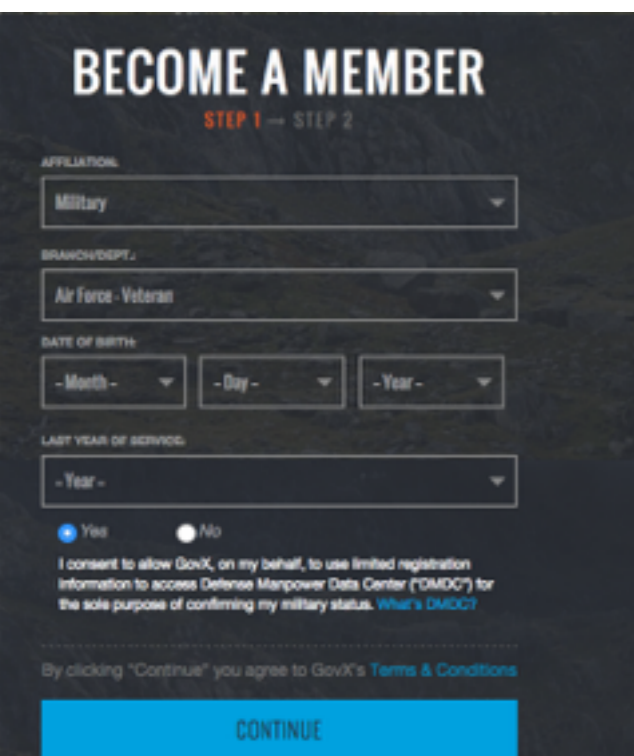
This form is titled "BECOME A MEMBER" and is labeled "STEP 1" of a two-step process. It includes the following fields: "AFFILIATION" (dropdown menu with "Military" selected), "BRANCH/DEPT." (dropdown menu with "Air Force - Veteran" selected), "DATE OF BIRTH" (three dropdown menus for Month, Day, and Year), "LAST YEAR OF SERVICE" (dropdown menu with "- Year -" selected), a "Yes/No" radio button selection (with "Yes" selected), a consent statement: "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?", "NAME:" (text input field with placeholder "enter YOUR name"), "EMAIL:" (text input field with placeholder "steve12345@gmail.com"), "CREATE A PASSWORD:" (text input field with placeholder "create a password"), "GENDER:" (radio buttons for MALE and FEMALE), and a "CONTINUE" button at the bottom.

USER W/ FB SIGN IN W/ PW



This form is titled "BECOME A MEMBER" and is labeled "STEP 1" of a two-step process. It includes the following fields: "AFFILIATION" (dropdown menu with "Military" selected), "BRANCH/DEPT." (dropdown menu with "Air Force - Veteran" selected), "DATE OF BIRTH" (three dropdown menus for Month, Day, and Year), "LAST YEAR OF SERVICE" (dropdown menu with "- Year -" selected), a "Yes/No" radio button selection (with "Yes" selected), a consent statement: "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?", "CREATE A PASSWORD:" (text input field with placeholder "create a password"), and a "CONTINUE" button at the bottom.

USER W/ FB SIGN IN NO PW



This form is titled "BECOME A MEMBER" and is labeled "STEP 1" of a two-step process. It includes the following fields: "AFFILIATION" (dropdown menu with "Military" selected), "BRANCH/DEPT." (dropdown menu with "Air Force - Veteran" selected), "DATE OF BIRTH" (three dropdown menus for Month, Day, and Year), "LAST YEAR OF SERVICE" (dropdown menu with "- Year -" selected), a "Yes/No" radio button selection (with "Yes" selected), a consent statement: "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?", and a "CONTINUE" button at the bottom.

# 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**



First Name  
Last Name  
Nickname  
Email Address  
Birthday  
Gender  
City  
State  
Country  
Location  
Profile Photo  
Interests  
Activities  
Likes  
Languages  
Education  
Work History  
Religion  
Political View  
Relationships  
Friends  
Friend Info

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



# my account

update add fb preferences

MY ACCOUNT - CUSTOMER INFO

CUSTOMER INFO ADDRESSES ORDERS RETURN REQUESTS CREDIT CARDS

**YOUR PERSONAL DETAILS**

FIRST NAME:  
Blake

LAST NAME:  
Weyland

EMAIL:  
blake@govv.com

**GENDER:**

MALE  FEMALE

**YOUR ADDRESS**

ADDRESS 1:  
ADDRESS 2:  
CITY:  
STATE:  
Select State  
ZIP CODE:  
92102

**YOUR NEWSLETTER PREFERENCE**

YES! EMAIL ME INFO ON THE LATEST NEW RELEASES FROM GOVV.

**YOUR CONTACT INFORMATION**

PHONE:  
FAX:  
MOBILE:

**YOUR SERVICE BRANCH**

AFFILIATION:  
Military

BRANCH/DEPT.:  
Air Force - Active

SAVE

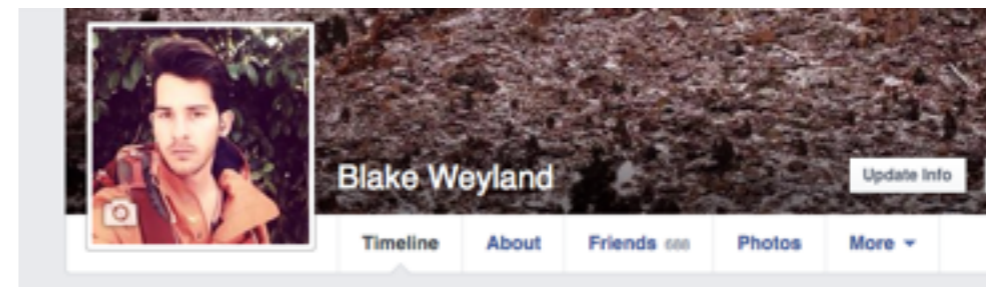


## FACEBOOK PREFERENCES

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 ACCOUNT.**

**f 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:**

**f FACEBOOK**