

Artifact Presentation

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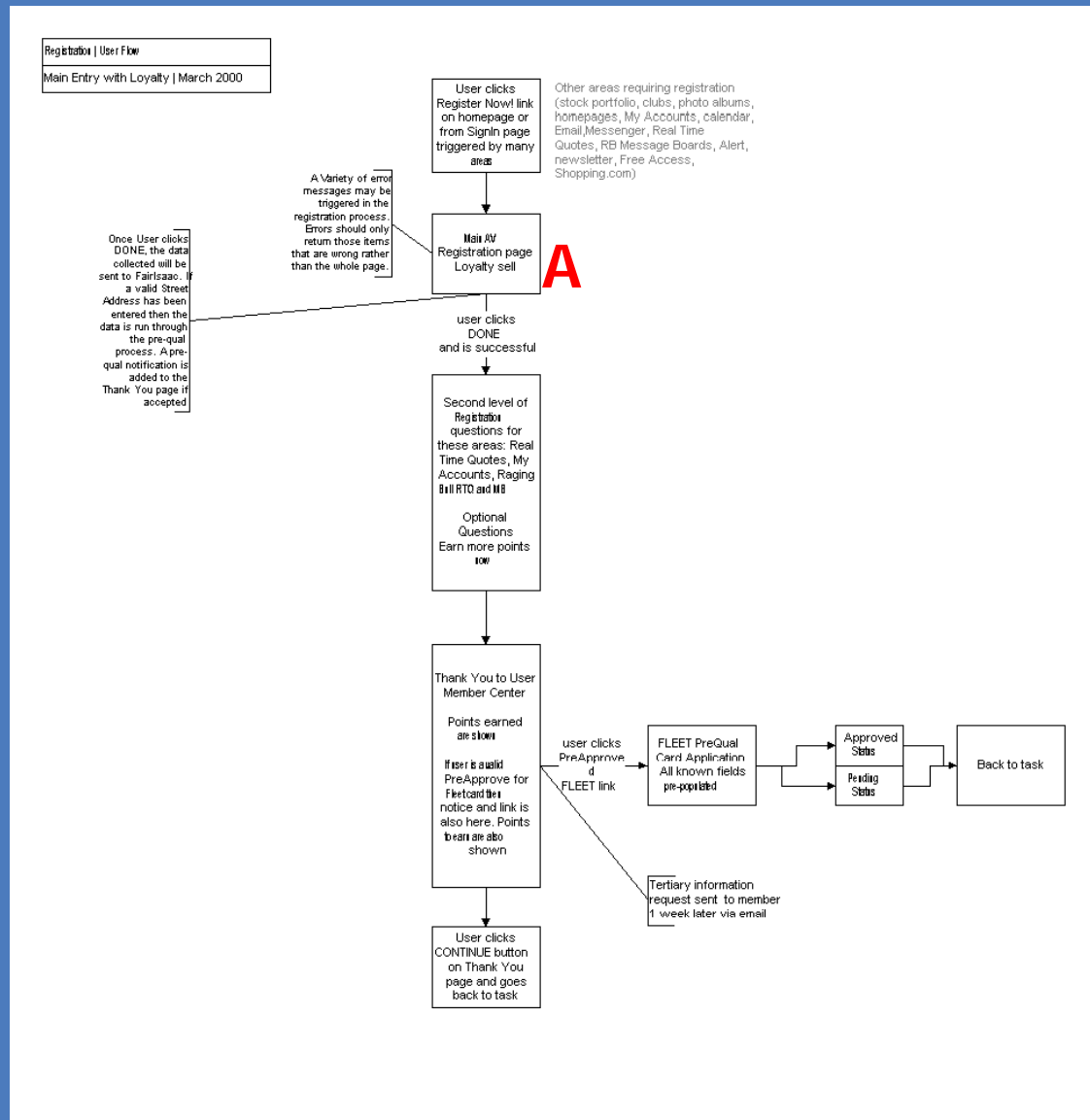
AltaVista

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.

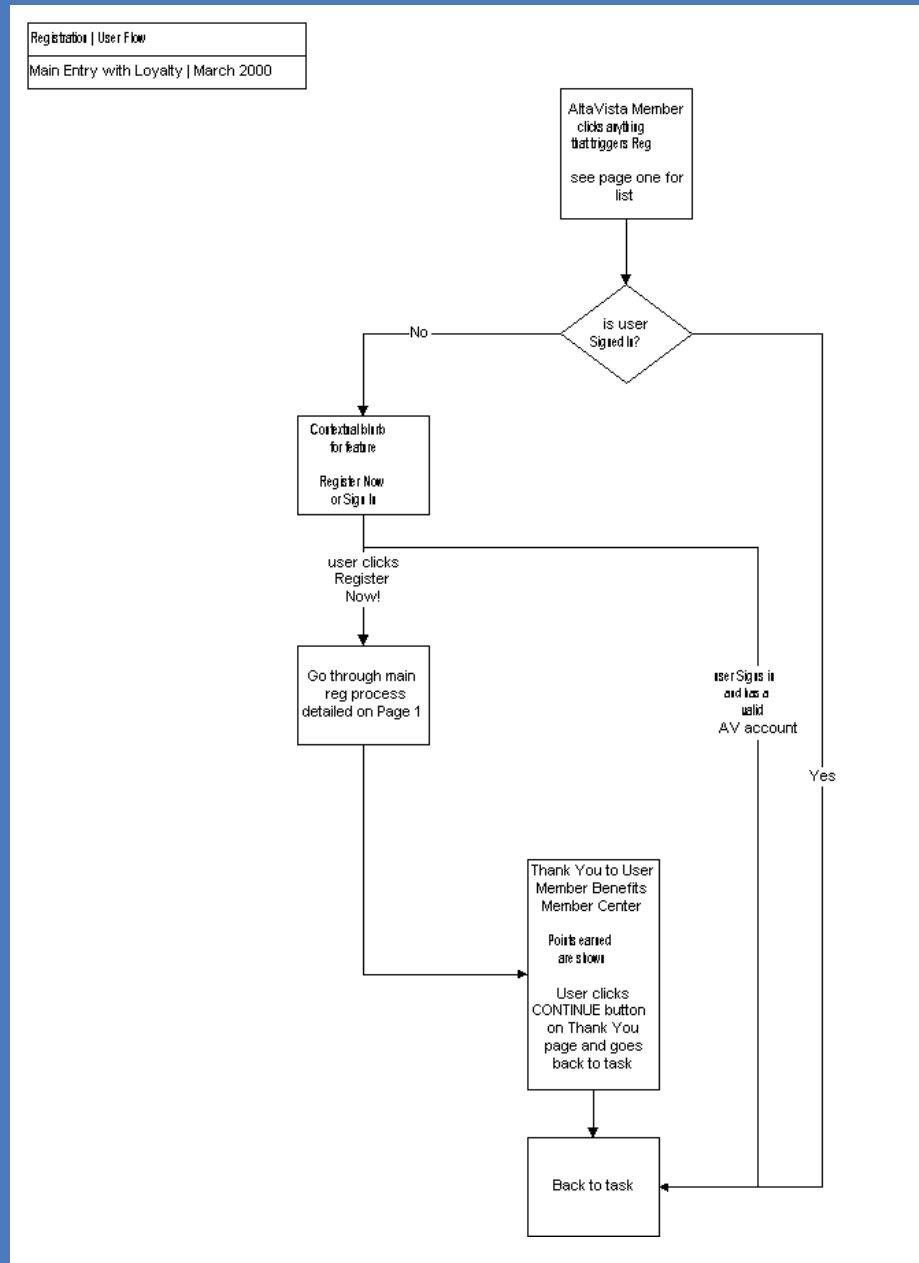
This diagram is then used with Product Marketing to flesh out the details of the marketing requirements and with the Engineering team to help define their functional specs.



AltaVista Registration Process

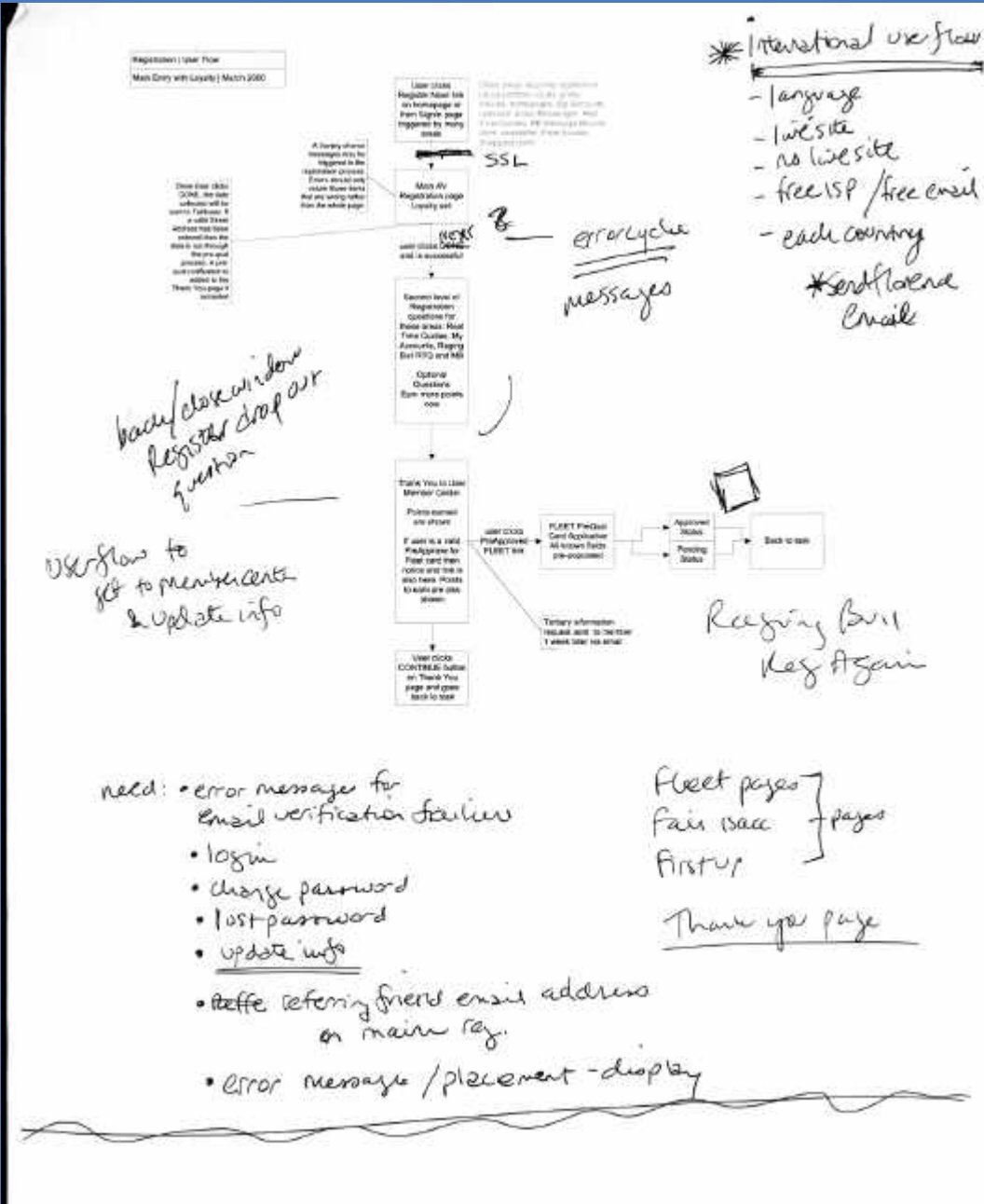
Page 2 of the user flow document shows another entry point for the user on the site and the actions they go through to register in this context.

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.

Registration | User Flow
Main Registration page

Standard AltaVista Navigation - Network Nav

Welcome to AltaVista Rewards!

The AltaVista Rewards program recognizes and rewards our Members for their loyalty.

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

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!

Privacy Policy

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

TRUSTEE LOGO

Become an AltaVista Rewards Member Today!

Earn your first 250 points by completing sections 1, 2 & 3

1 Choose The Country You Live In
United States

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

Password Reminder Answer example Rover

And we'll send your password to the email address indicated here.

Current Email Address

If you don't have an Email address, you can set one up now.

Yes, activate an AltaVista email address.

Your Email address will be [AltaVista Member Name]@altavista.com

3 Customize Your AltaVista
This information will be used to customize your AltaVista web pages and to personalize any Emails we might send to you.

First Name

Last Name

Street Address (optional) 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 13 or older and my birthdate is:

Month

I am less than 13 years old

Earn 750 more points right now!

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.

750 pts Yes, I want AltaVista to tell me about new point earning opportunities by email.

Next

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

A

AltaVista Registration Process

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

alta vista: 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](#)



Become an AltaVista Member Today!

1 Choose The Country You Live In International Restrictions for the AltaVista Rewards Program

United States

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

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.

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

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