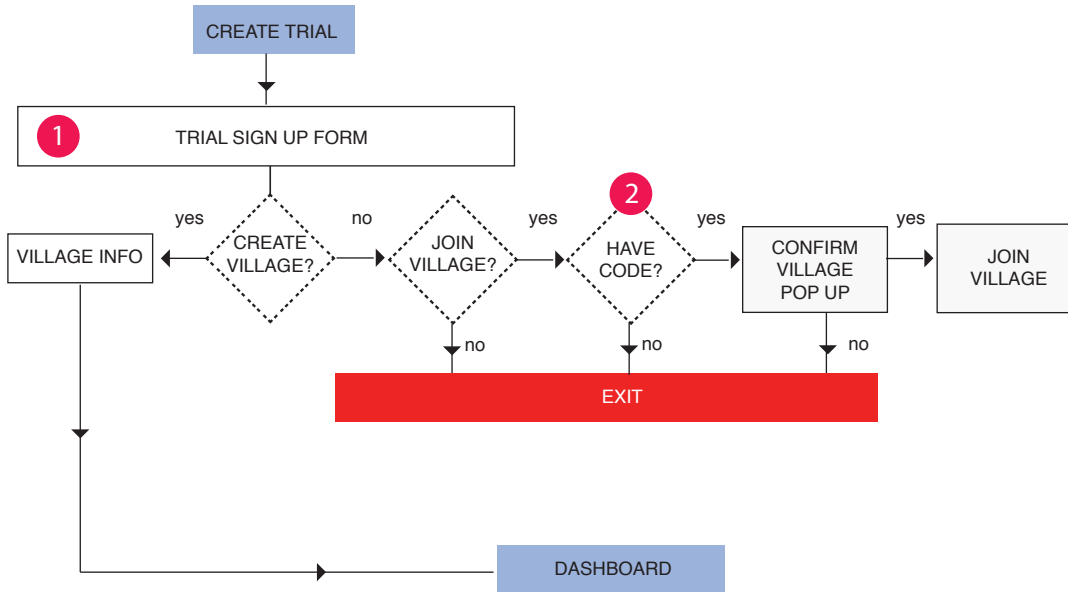
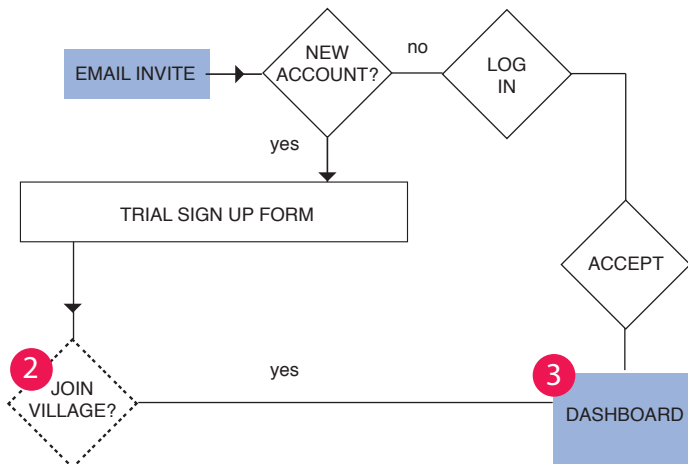


Creating an Account - Current Flow

Create Account from Web



Join A Village From Email



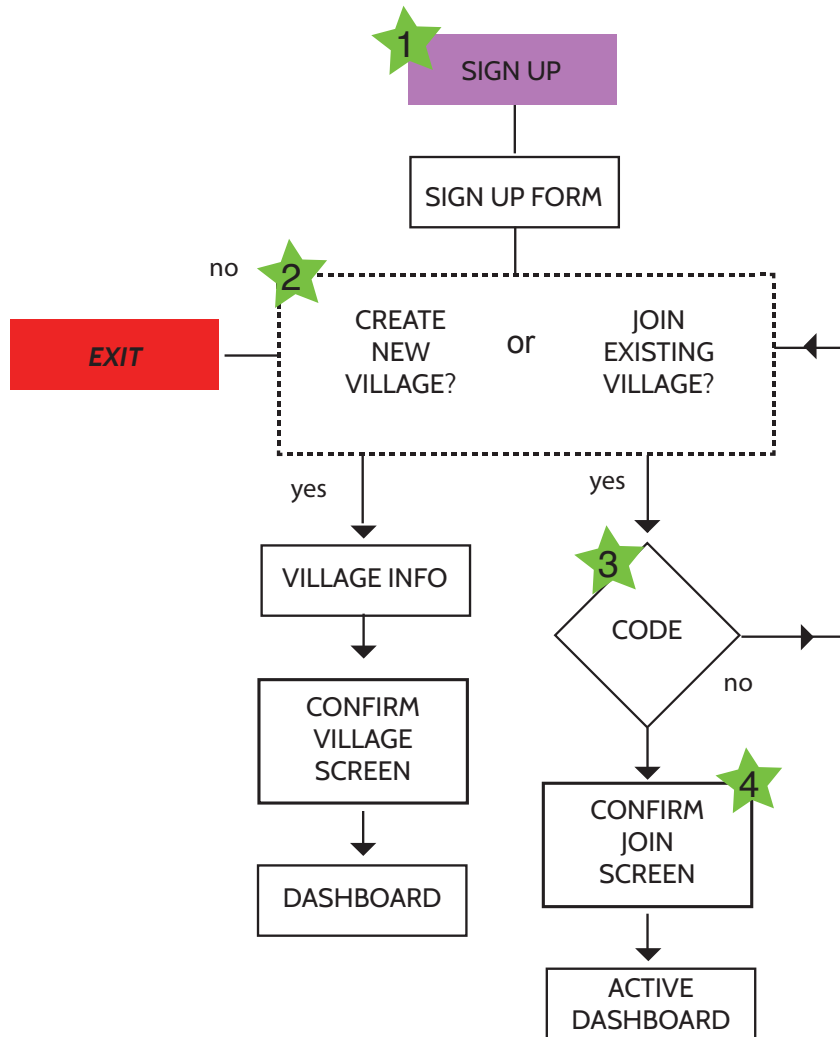
Feedback

- 1 Should not route invited members through the same “trial” sign up page. It implies they will have to pay Caring Village when the trial expires. The invited user should only see invitation forms.
- 2 A new user (anticipating an invitation) may be disappointed to have gone through all the process of setting up an account only to learn they need a code to join a particular village. We should be informing the users about each path before they take action or before they are pushed to new pages.
- 3 The user is pushed out to the dashboard without any warning or information about where they are heading next.

Extra Notes

The language is too ambiguous and users are getting confused when they sign up or sign in. Also, Join Village, Join Caring Village, Trial Account etc. are all labels that require a lot of thinking and ultimately slowing down the process to get the user into the application.

Creating an Account - Revised Flow Option A (better)



1

Keep the label simple and familiar. Updating the navigation on CV.com homepage will separate the account functions from the menu navigation. Group the sign up and login features separately from main menu navigation. Include a “next” button at the bottom to prepare the user for another STEP after they “sign up”.

2

Introduce a vertical split navigation bringing both options to the foreground. Provide users with informative content telling them what each option is for “creating” or “joining” a village at this point.

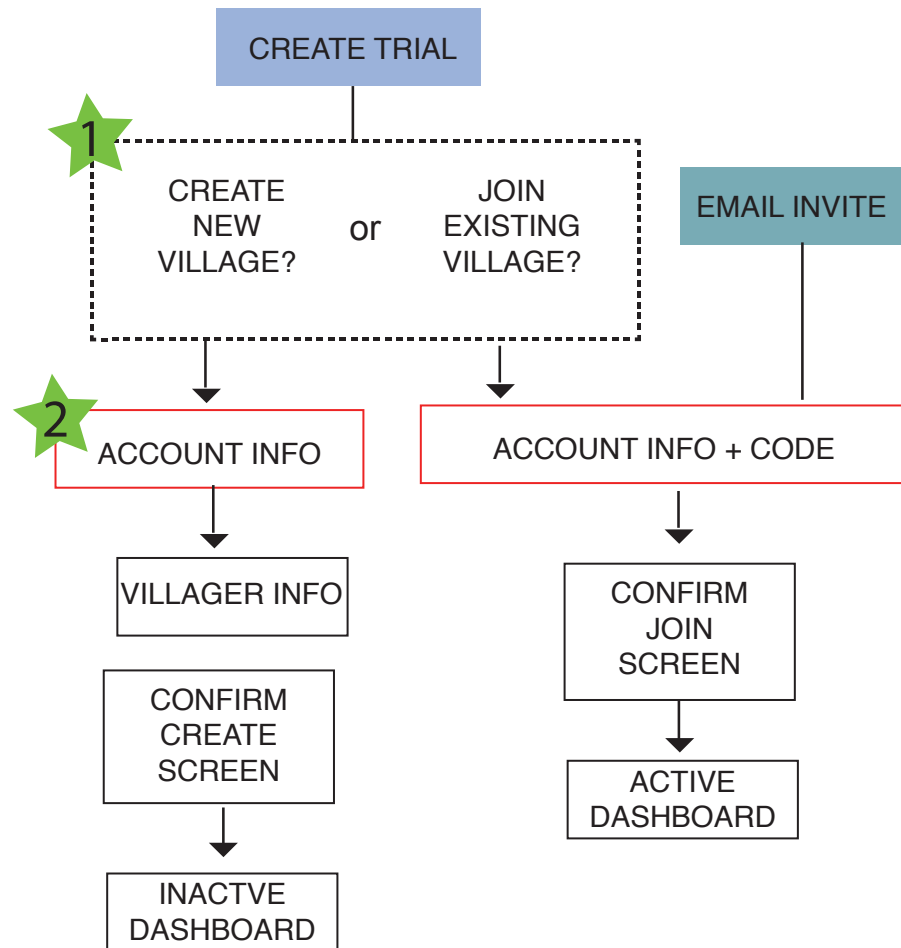
3

To prevent users from not having this information ready, provide text on the previous screen, requiring the promo code to join a village.

4

Give the user an opportunity to review the village information before joining. Include the village name, profile photo and location. Let them know they will be entering the Village dashboard.

Creating an Account - Revised Flow Option B (best)



1

Ensure your mission critical information is up front and easily visible for new visitors.

2

Do not collect account information until the user is where they are supposed to be. Users are reluctant to give up account information until they know what they are getting in return.

Extra Notes

EMAIL INVITE - Suggest using a CTA in email instead of URL. Include the code to join but make that a link as well. Otherwise it appears that the user will have to memorize the code when they go to the site. Too much perceived effort.

JOIN VILLAGE SIGN UP FORM - New form only for invited members that captures same account information but has no language about a "trial".

CONFIRM SCREEN JOIN - Give the user an opportunity to review the village information before joining. Include the village name, profile photo and location. Let them know they will be entering the Village dashboard.