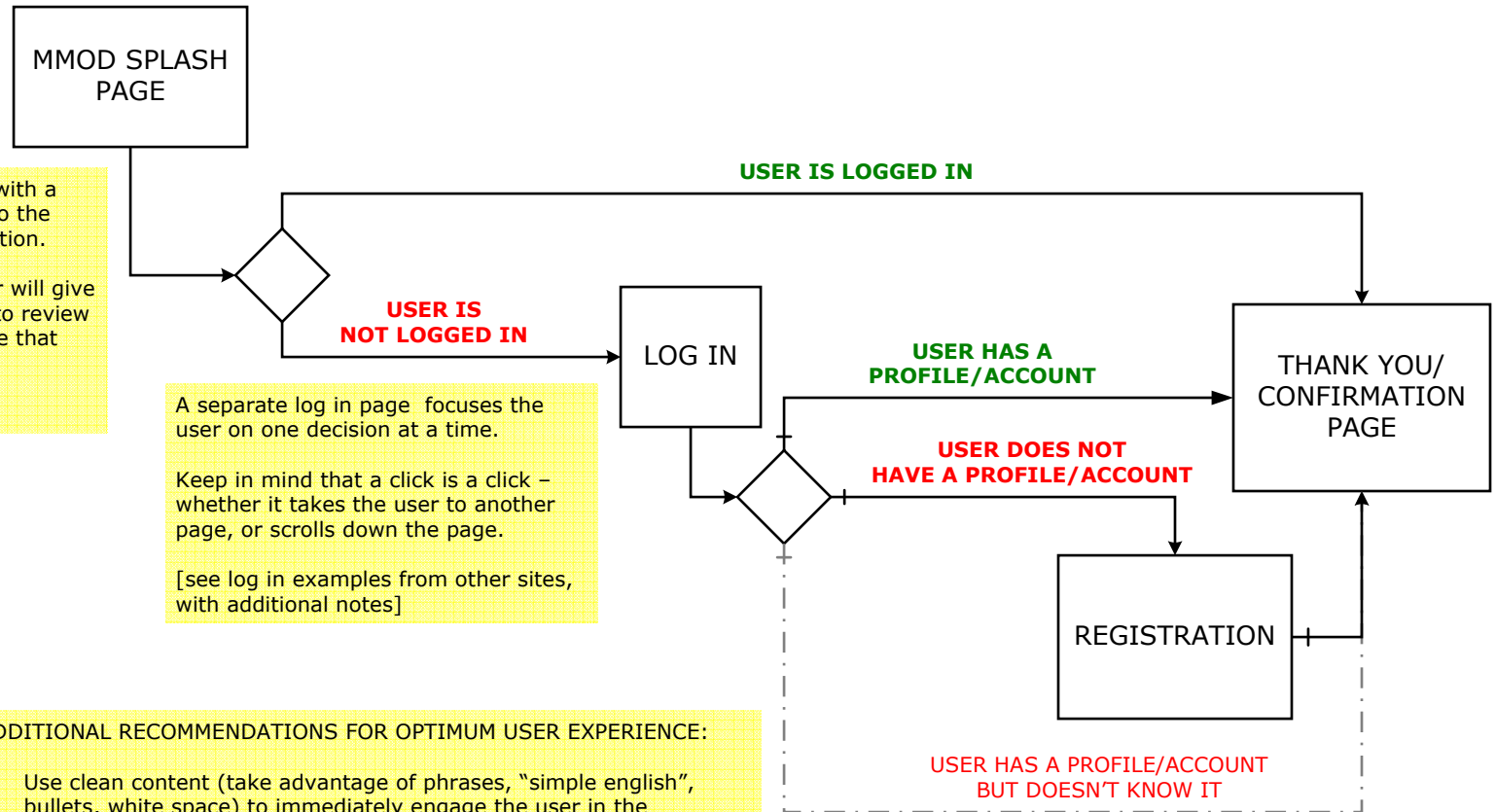


|                              |             |                               |                  |
|------------------------------|-------------|-------------------------------|------------------|
| Client<br>Chris Lyn-Sue      | Page 1 of 2 | Prepared by<br>Lisa Mullinaux | Date<br>11/29/07 |
| Process<br>MMOD Registration |             | Approved by                   | Date<br>12/20/06 |

**Our challenge is to create the need in our users to register/sign up now, instead of a day closer to MMOD.**

A clean splash page with a very clear message to the user – THE Call to Action.

Assume that the user will give this page 3 seconds to review and accept, so ensure that the content is easily understood.



A separate log in page focuses the user on one decision at a time.

Keep in mind that a click is a click – whether it takes the user to another page, or scrolls down the page.

[see log in examples from other sites, with additional notes]

**ADDITIONAL RECOMMENDATIONS FOR OPTIMUM USER EXPERIENCE:**

- Use clean content (take advantage of phrases, “simple english”, bullets, white space) to immediately engage the user in the experience
- Keep content above the fold (optimize for 1024x768, keep key content within the 800x600 folds) so user can grasp all key information in a glance.
- Incorporate breadcrumbs. Breadcrumbs communicate both what the user can anticipate, and how many steps the user has left in the process. For example:

MMOD sign up > Log In/Register > **Profile** > Confirmation

Keep in mind the potential of a user thinking that they do not have a profile with CBS, and uses their unique screenname that they KNOW no one else has, only to be told that the screenname is taken.

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## GameCenter Glog for Superstars flow

