DRAFT

Shopping flow stub

User chooses to "Save"
OR
System determines user
can go no further without
being logged in

screen-145
Already have
an account?
Modal

Log in or
create new
account?

Log
In

New
Account

Log In / Existing
account stub

screen-152
Create
Account
Notice Modal

screen-151
Create
Account

Is this a
voluntary
"Save" (user
initiated)?

Yes, user opted
to register

No, user was
required to register

Account Dashboard
stub

screen-162
Privacy Policy

screen-165
Contact
Information

System
pings
Experian...

Does
city/town
match
USPS?

Yes

No

screen-175
Contact
Preferences

screen-169
Identity
Information

screen-167
Address
Normalization

This could
alternatively be
a modal window
overlaying
screen-165

Did Experian
make a
positive ID
match?

Yes

No

screen-183
Self-Validate
Identity

screen-186
Unable to
confirm you

Do user's
answers provide
a high enough
score?

No

Stub: User reviews
data: can fix data
and try again or
take offline offramp

Stub: ????

Yes,
Success!

Map-XX

User can save [what?] and
return later

Complete Account:
Cleared to Submit Application

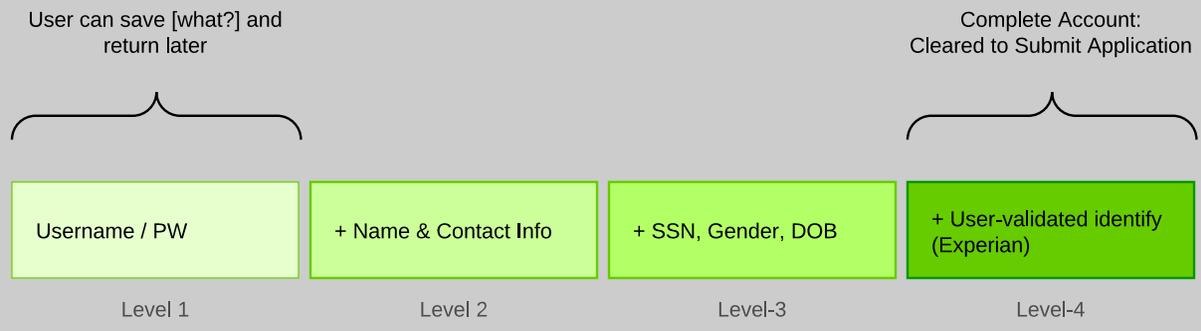| Username / PW	+ Name & Contact Info	+ SSN, Gender, DOB	+ User-validated identify (Experian)
Level 1	Level 2	Level-3	Level-4

Important Note: Creating an Account

At NY HBE you can shop for insurance for yourself, your family, or a friend, or someone unrelated to you like a friend or neighbor.

To move forward we need to know who YOU are. You will tell us later on who you are shopping for, if it's not you.

OK, I understand

Create Account

Create an account for yourself, whether you're shopping for someone else today or you and your family.

Create a username *

| * Indicates required information |

Username field instructions here (length requirement, character type, etc

Create a password *   Repeat your password *

Password field instructions here (length requirement, character type, etc

Email address   Repeat email address

Optional   Optional

Choose a security question *

Select one ▼

Your answer *

Choose a second security question *

Select one ▼

Your answer *

Choose a third security question *

Select one ▼

Your answer *

Prove you're human

C A P T C H A   PENDING

I already have an account   Next

About account creation

• Creating an account is easy and saves you time when you want to return and pick up where you left off.

• An email address is not required to shop on the NY-HX (?) but entering one here gives you the ability to retrieve your username later should you forget it.

• These bullets are (wordy) placeholders but you get the point.

Terms used on this page

Security question
Definition of security question here. This is conceptual. Maybe we wrap these into hover helps instead. Not sure yet. -Jeff M

Wireframe: Create Account
Sprint-02

Author:
Jeff McNeil – UX Lead

Created:
August 21, 2012

Page Action:
User creates their account so they can log back in later and pick up where they left off

Map reference(s):
• Map-10

Change Log:
N/A

Navigation / Progress meter
sidebar here

Privacy policy

* Indicates required information

Before we can collect any more information from you we need to let you know
about what kind of information we collect, what we do with the information, and
how it is kept.

Privacy policy here

Download / Print PDF
capability

💡 About Privacy Policy

• blah blah blah this is some
content about all the data
collection, etc.

◯ I accept the Priacy Policy

◯ I DO NOT accept the Priva

Make this 1
checkbox
instead

Next

DRAFT

Wireframe: Contact Info
Sprint-XX

Author:
Jeff McNeil – UX Lead

Created:
August 21, 2012

Page Action:

User entry point(s):
1.

User destination(s):
•

Map references:
• Map-XX

Change Log:
N/A

Contact information

* Indicates required information

sdsdfsdfsdfsdf

First name *

Middle name *

☐ No middle name

Last name *

Suffix

None ▼

Email address *

perhaps@prepopulated.com

Repeat email address *

perhaps@prepopulated.com

Mailing address *

Line 1

Line 2 (optional)

City *

State *

NY ▼

ZIP Code *

Primary phone number *

Ext.

This is the best phone number to reach you on.

Other phone number

Ext.

This is another number we can try if we don't reach you at the primary number.

Next

💡 About contact information

• blah blah blah this is some content about all the data collection, etc.

Wireframe: Contact Info
Sprint-XX

Author:
Jeff McNeil – UX Lead

Created:
August 21, 2012

Page Action:

User entry point(s):
1.

User destination(s):
•

Map references:
• Map-XX

Change Log:
N/A

Your city or town

* Indicates required information

The US Postal system is telling us that your city/town may also be called something different. Could you let us know which one of these you'd like us to send your mail to?

City/town name *

○ 123 Main St
  Apt 2
  Newton, NY 20023

○ 123 Main St
  Apt 2
  NEWTON HLDS, NY 20023-2317

Next

💡 Placeholder

• blah blah blah

Footer Placeholder

Wireframe: Contact Info
Sprint-XX

Author:
Jeff McNeil – UX Lead

Created:
August 21, 2012

Page Action:

User entry point(s):
1.

User destination(s):
  •

Map references:
  • Map-XX

Change Log:
N/A

Help us identify you

* Indicates required information

So that we can prevent insurance fraud and protect your identity from being used by someone else, please provide the following information.

Date of birth*

| MM | / | DD | / | YYYY |

Gender *

◯ Male   ◯ Female

Social Security Number *

[   ] - [   ] - [   ]   ☐ No Social Security Number ❓

Next

💡 What do you do with my information?

• blah blah blah this is some content about all the data collection, etc.

Footer Placeholder

Wireframe: Contact Info
Sprint-XX

Author:
Jeff McNeil – UX Lead

Created:
August 21, 2012

Page Action:

User entry point(s):
1.

User destination(s):
•

Map references:
• Map-XX

Change Log:
N/A

Navigation / Progress meter
sidebar here

Contact preferences

Let us know the best way to contact you should we need to.

Preferred language - spoken *

| English ▼ |

Preferred language - written *

| English ▼ |

Preferred contact method *

◯ Mail   ◯ Email   ◯ Phone   ⬤ Text

Which of these is your cell phone?
Standard text messaging rates apply, depending on your plan.

◯ 212-555-1342
◯ 212-923-9238
Use another number

If you choose email or text we still may have to contact you by mail or phone if there's an urgent matter.

This screen contains interactivity: click on "Text" radio button to see.

💡 **Placeholder**

• blah blah blah

Skip   Next

Wireframe: Contact Info
Sprint-XX

Author:
Jeff McNeil – UX Lead

Created:
August 21, 2012

Page Action:

User entry point(s):
1.

User destination(s):
•

Map references:
• Map-XX

Change Log:
N/A

Navigation / Progress meter
sidebar here

💡 About account creation

• Creating an account is easy
and saves you time when you
want to return and pick up
where you left off.

Who are you shopping for today?

NY-HX lets you.sds,djkasfjksdfjksdf

○ **Yourself**
or you and your family

✓ 👤 You

✓ 👤 Your family (optional)

○ **Other people in your household** (not you)

✗ 👤 You

✓ 👤 Your family

○ **Someone else**

That's nice of you! Don't worry, doing
this is totally cool with us. We'll just
ask you to identify yourself.

Next

DRAFT

Footer Placeholder

Wireframe: Create Account
Sprint-XX

Author:
Jeff McNeil – UX Lead

Created:
August 21, 2012

Page Action:
User creates their account so
they can log back in later and
pick up where they left off

User entry point(s):
1.   User enters this page by clicking to register from the
      homepage (Would they really be likely to do that though?)
2.   User enters this page from a "Save and leave" type of action
      during plan browsing
3.   User who is shopping and continues down enrollment
      pathway

User destination(s):
   • Thank you for registering page (?) – [Entry points 1 & 2]
   • Contact Info screen [Entry Point 3]

Map references:
   • Map-XX

Change Log:
N/A