CA Lottery | Rewards Program
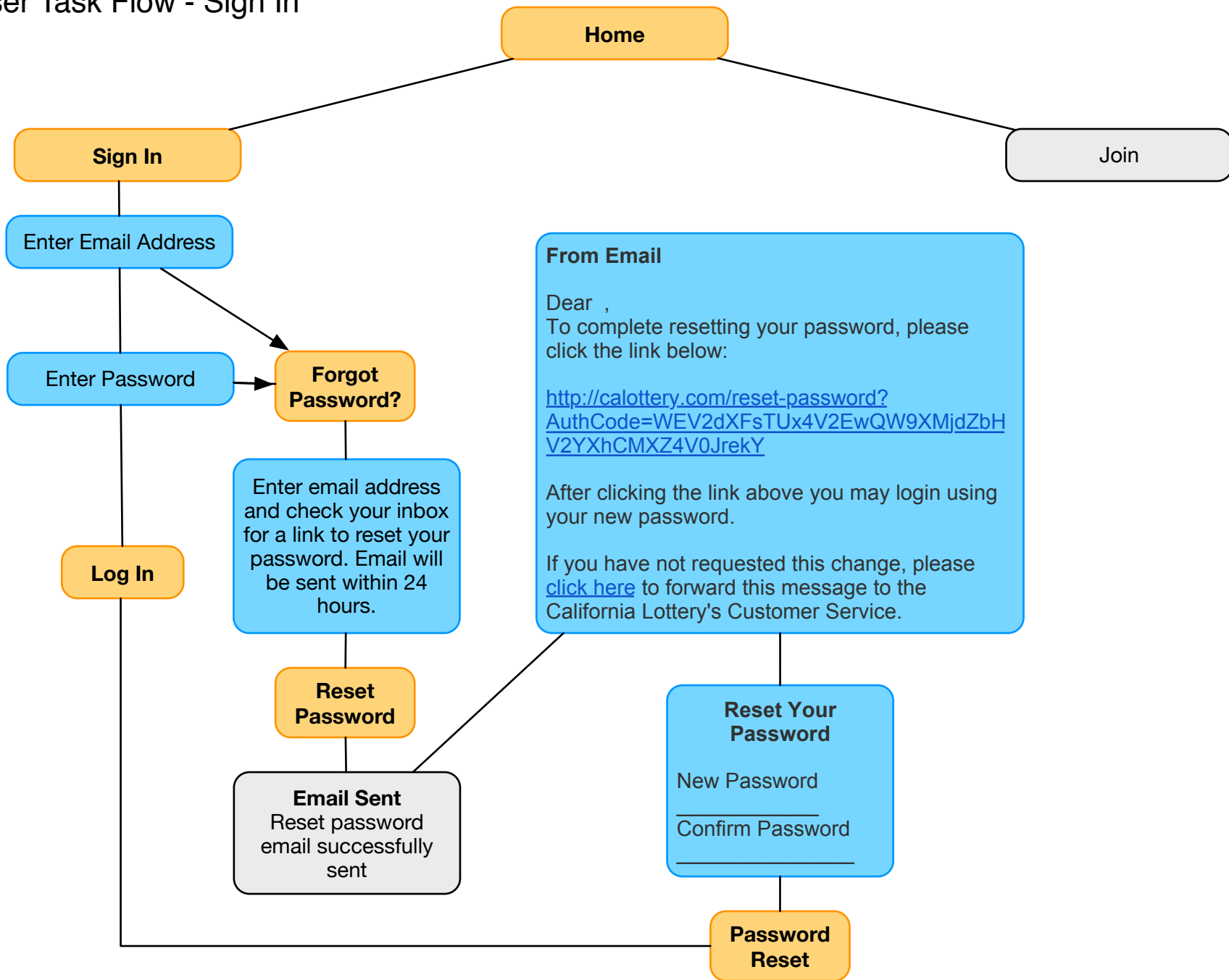
Sign In & Join
Wireframes Depicting Sign In and Tiered Join
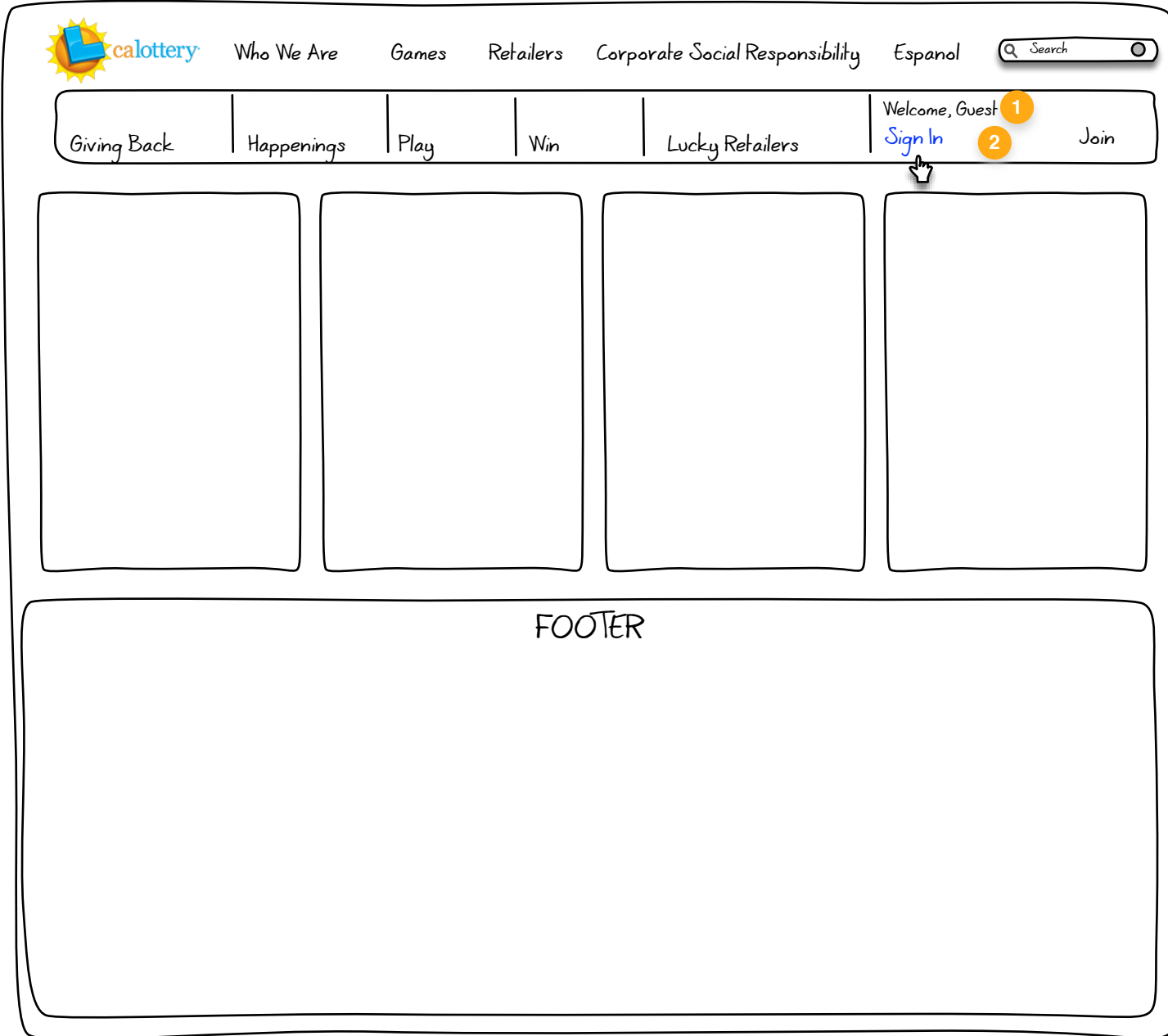
ICF | **OLSON** 1 to 1

ICF | **OLSON** 1 to 1

User Experience Task Flow I Sign In

User Task Flow - Sign In

Home

Sign In

Join

Enter Email Address

Enter Password

Forgot Password?

Log In

Enter email address and check your inbox for a link to reset your password. Email will be sent within 24 hours.

From Email

Dear ,
To complete resetting your password, please click the link below:

http://calottery.com/reset-password?AuthCode=WEV2dXFsTUx4V2EwQW9XMjdZbHV2YXhCMXZ4V0JrekY

After clicking the link above you may login using your new password.

If you have not requested this change, please click here to forward this message to the California Lottery's Customer Service.

Reset Password

Reset Your Password

New Password
_____
Confirm Password
_____

Email Sent
Reset password email successfully sent

Password Reset

ICF | **OLSON** 1 to 1

v. 1

Home Page

calottery

Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   🔍 Search

Giving Back	Happenings	Play	Win	Lucky Retailers	Welcome, Guest **1**
					Sign In **2** Join

FOOTER

Notes
1) **Remove My Account**, user has not set up an account.
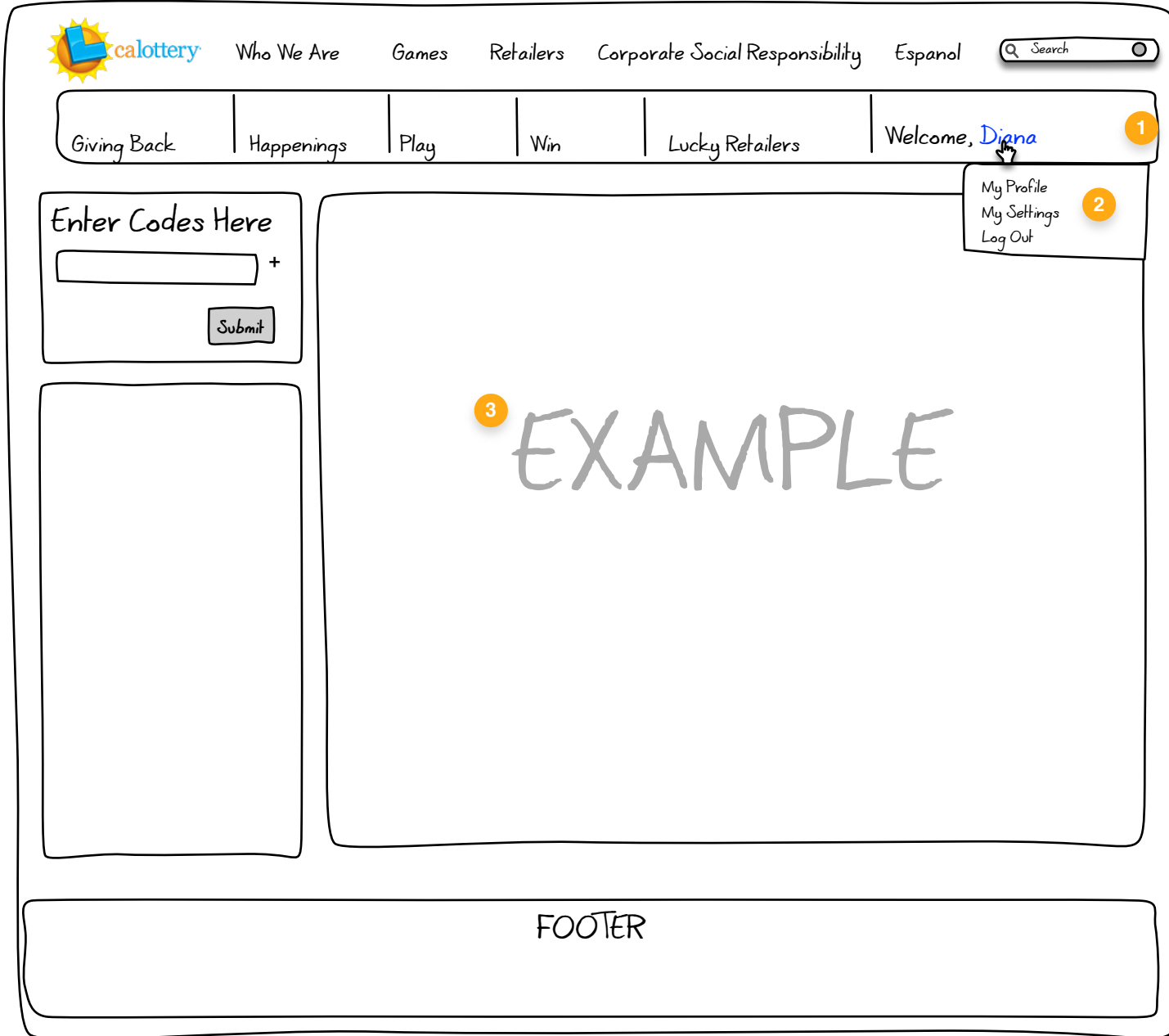2) **Sign In** and **Join** are more visible.

Home Page - Display Sign In Layer

CA Lottery logo / Navigation

calottery

Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   Search

Giving Back | Happenings | Play | Win | Lucky Retailers | Welcome, Guest
Sign In **(1)**

Player Rewards **(2)**

Earn Points for Prizes

The games are just beginning. Player Rewards give you another chance to win prizes by redeeming our player points!

(3) Diana.Prince@themyscira.com

(4) *********************

(5) ☒ Remember me

(6) Sign In

(7) Forgot your password?

(8) Not Registered? Register Now!

(9) By signing into the Lottery's website, you agree to the Terms of Service

FOOTER

Notes

1) Remove **Join** link to focus user on task.
2) Consider rotating **CTA** that support the benefits of joining CA Lottery.
3) **Username** field with users credentials. If not "remembers" display
4) **Password** has been saved and displays as hidden.
5) **Remember me** is selected. If not selected, above fields display placeholder text inline.
6) **Sign In** has substantial visual weight
7) **Password recovery** link
8) **Register** link
9) **Terms of Service** link. (Consider part of the Join process and remove from Sign In process.)
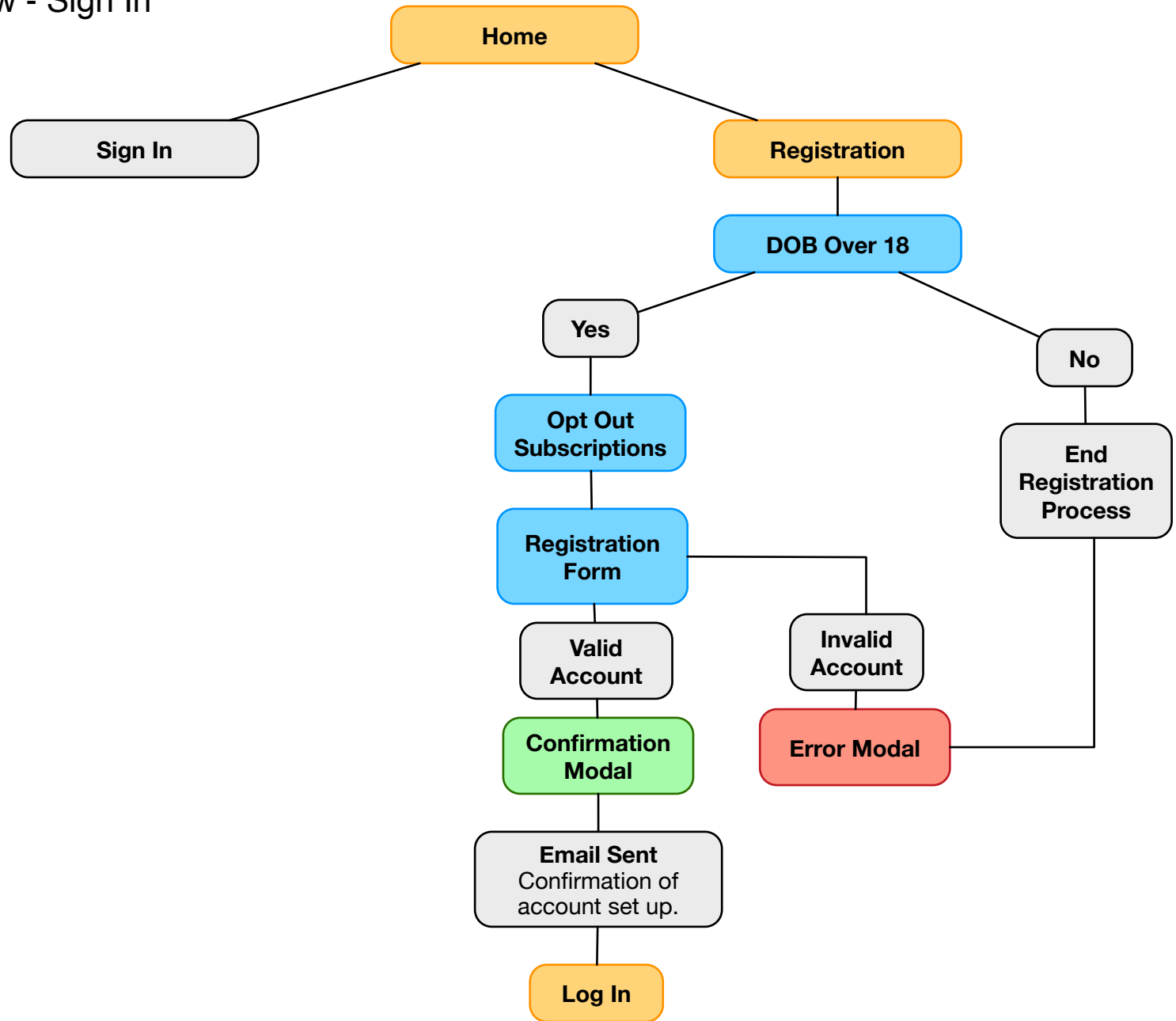
Home Page

Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   Search

Giving Back | Happenings | Play | Win | Lucky Retailers | Welcome, Diana   **1**

My Profile   **2**
My Settings
Log Out

Enter Codes Here

+

Submit

3 EXAMPLE

FOOTER

ICF | OLSON   1 to 1

User Experience Task Flow | Register

ICF | **OLSON** 1 to 1

User Task Flow - Sign In

```
                              ┌──────────┐
                              │   Home   │
                              └──────────┘
                             /            \
                  ┌──────────┐        ┌──────────────┐
                  │  Sign In │        │ Registration │
                  └──────────┘        └──────────────┘
                                            │
                                      ┌──────────────┐
                                      │ DOB Over 18  │
                                      └──────────────┘
                                        /          \
                                 ┌──────┐          ┌──────┐
                                 │ Yes  │          │  No  │
                                 └──────┘          └──────┘
                                    │                  │
                          ┌──────────────┐     ┌──────────────┐
                          │   Opt Out    │     │     End      │
                          │ Subscriptions│     │ Registration │
                          └──────────────┘     │   Process    │
                                 │             └──────────────┘
                          ┌──────────────┐
                          │ Registration │──────┐
                          │     Form     │      │
                          └──────────────┘      │
                                 │         ┌──────────┐
                          ┌──────────┐     │ Invalid  │
                          │  Valid   │     │ Account  │
                          │ Account  │     └──────────┘
                          └──────────┘          │
                                 │         ┌──────────────┐
                          ┌──────────────┐ │ Error Modal  │
                          │ Confirmation │ └──────────────┘
                          │    Modal     │
                          └──────────────┘
                                 │
                          ┌──────────────┐
                          │  Email Sent  │
                          │Confirmation of│
                          │account set up.│
                          └──────────────┘
                                 │
                          ┌──────────┐
                          │  Log In  │
                          └──────────┘
```

Home Page - Join

| calottery | Who We Are | Games | Retailers | Corporate Social Responsibility | Espanol | 🔍 Search |

| Giving Back | Happenings | Play | Win | Lucky Retailers | Welcome, Guest Sign In | Join ① |

FOOTER

Notes

1) Select **Join** link to redirect to reg form.
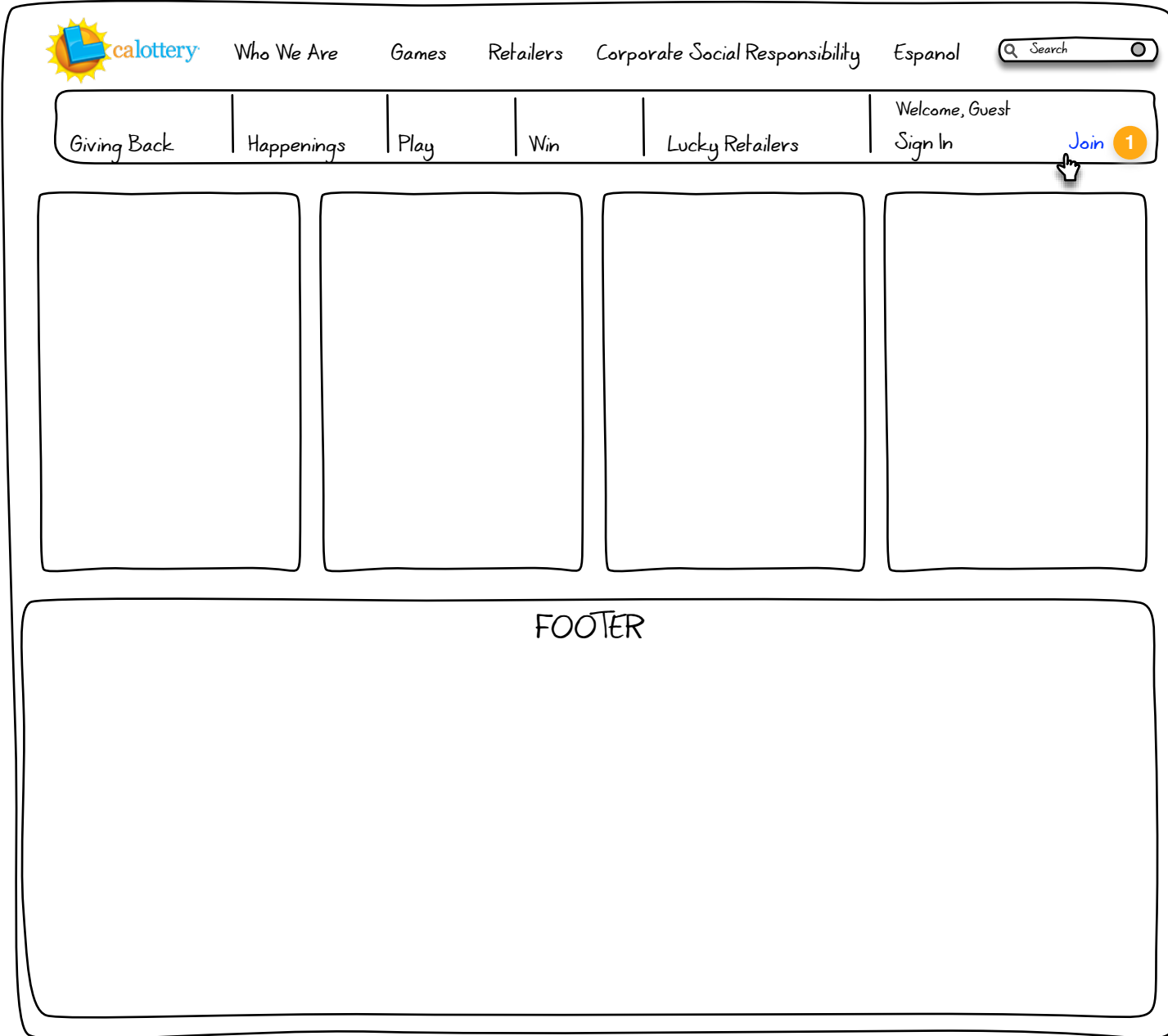
Home Page – DOB Qualifier
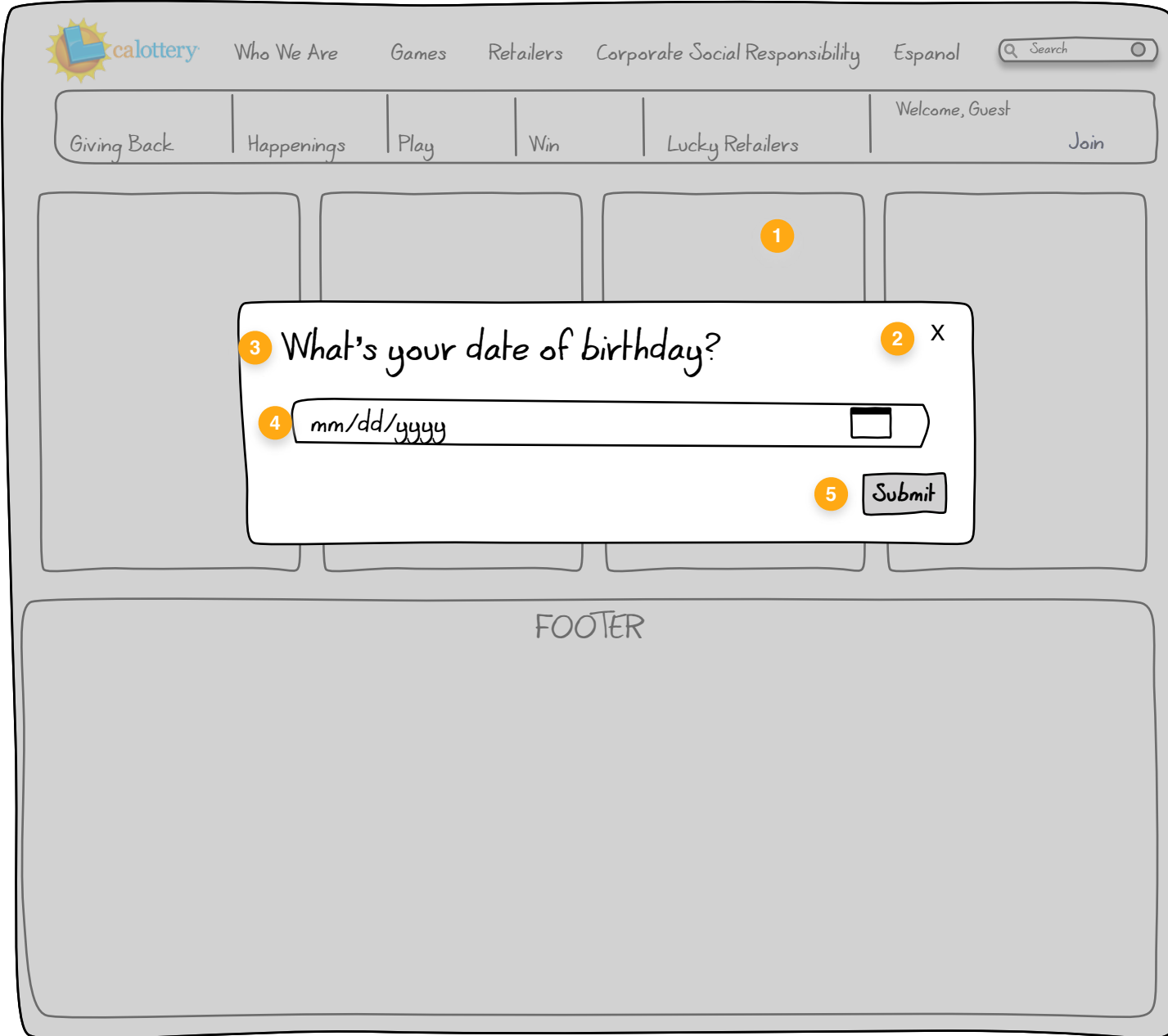
calottery   Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   Search

Giving Back | Happenings | Play | Win | Lucky Retailers | Welcome, Guest
                                                              Join

1

3 What's your date of birthday?   **2** X

4 mm/dd/yyyy

5 Submit

FOOTER

Notes

1) **Lightbox** effect to minimize background and maximize modal dialogue box.
2) Error Message with **X** to **close**.
3) Header displays question asked (**DOB**)
4) **Date pattern** TBD but should allow either data entry or calendar selector.
5) **Submit** to validate DOB.

Home Page - DOB Validation

calottery

Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   Search

Giving Back | Happenings | Play | Win | Lucky Retailers | Welcome, Guest
Join

1

Oh no, you're not old enough. 3

2 X

4 See you in 2018 when you turn 18. What a bummer.

5 OK

FOOTER

Notes
1) **Lightbox** effect to minimize background and maximize modal dialogue box.
2) Error Message with **X** to **close**.
3) Header displays main issue.
4) **Error Message** which tells user when to return.
5) **OK** to close modal. (Define where user should be redirected.)

Join - Opt Out of Promotions

Notes

1) Conversational toned **header**.
2) **Instructional** text.
3) Descriptive **header**
4) **Opt Out** for email promos and alerts.
5) **Opt In** to sign up for additional programs. User can select link to review.
6) On hover, display tool tip.

Program Name
Description of program.
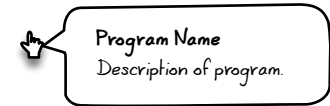
7) **Next** button to submit and move to next screen.

---

calottery

Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   🔍 Search

Giving Back | Happenings | Play | Win | Lucky Retailers | Welcome, Guest
Join

1 # What would you like to sign up for?

2 We have a few programs and are always coming up with new fun games. Sign up for what you like. You can always change your mind later.

3 ## CA Lottery Sign Ups

4 ☒ **6** Yes, sign me up for email promos & alerts. I want to know the latest on CA Lottery!

☒ Yes, sign me up Jackpot Capital. I'm the captain of my office pool!

5 ☒ Yes, sign me up 2nd Chance. Who doesn't want another shot at prizes!

☒ Yes, sign me up Player Rewards. I want cool stuff!

7 [Next]

FOOTER

Join – User Information

Version 1

calottery®   Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   🔍 Search ⭕

| Giving Back | Happenings | Play | Win | Lucky Retailers | Join ① |

② Almost done!

③ We have a few bit's of information we need to get you set up. Remember to use your legal name or you may not be able to claim sized if you win. Your privacy is super important to us.

④ Your Information

⑤ Legal First Name   ⓘ   Middle Initial (optional) ⑥

⑦ Legal Last Name   Suffix (optional) ▼ ⑧

⑨ Phone & Mailing Address

⑩ Area Code   Primary Phone

⑪ Mailing Address

Apt, Suite, Bldg. (optional)

⑫ ZIP Code   Enter ZIP Code for City and State

Continued on next page.

Notes

1) **Join** becomes displays and sign in does not display.
2) Conversational toned **header**.
3) **Instructional** text with link to privacy policy.
4) Descriptive **field headers**
5) **Legal First Name** for placeholder text to reenforce direction. ⓘ symbol will display further details.
6) **Middle Initial (optional)** is not a required field.
7) **Legal Last Name** placeholder text to reenforce direction.
8) **Suffix (optional)** drop down. If selected, display suffix types.
9) **Display 9 - 12** if user opts in for programs that require Tier 2 authentication.
10) **Area code** and **primary phone** number fields.
11) **Mailing address** and secondly address (optional) fields. Validation against Experian, display error inline. (See example at end of document.)
12) **ZIP Code** validation pattern to display city and state.
13) **Email Address** field validates for syntax, display validation inline. (See example at end of document.)
14) **Confirm email address**, consider removing
15) **Create password** with instructional icon to inform user on password best practices
16) **Confirm password** validation
17) **Cancel** and **Submit** buttons.

Join - Email & Password

Continued from previous page.

Notes

13 **Email & Password**

14 Email Address

15 Confirm Email Address

16 Create Password ⓘ

17 Confirm Password

18 Cancel | Next

FOOTER

Ho Join – Validate Email Modal

Version 1

Validation Modal

calottery | Who We Are | Games | Retailers | Corporate Social Responsibility | Espanol | Search

Giving Back | Happenings | Play | Win | Lucky Retailers | Join

(1)

(2) X

(3) Woo hoo! Check your email!

(4) We will be sending you an email confirmation shortly. Select the link in the email to complete your Join.

OK **(5)**

FOOTER

CA Lottery

Hon Join – Duplicate Email

Notes
1) **Lightbox** effect to minimize background and maximize modal dialogue box.
2) Error Message with **X** to **close**.
3) Header displays main issue.
4) **Message** (to be crafted).
5) **OK** to close modal. (Define where user should be redirected.)

Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   Search

Giving Back | Happenings | Play | Win | Lucky Retailers | Join

Email account already exists.

Would you like to sign in using this email address? If you haven't registered this email address please contact us at XXX-XXX-XXXX.

X

OK

FOOTER
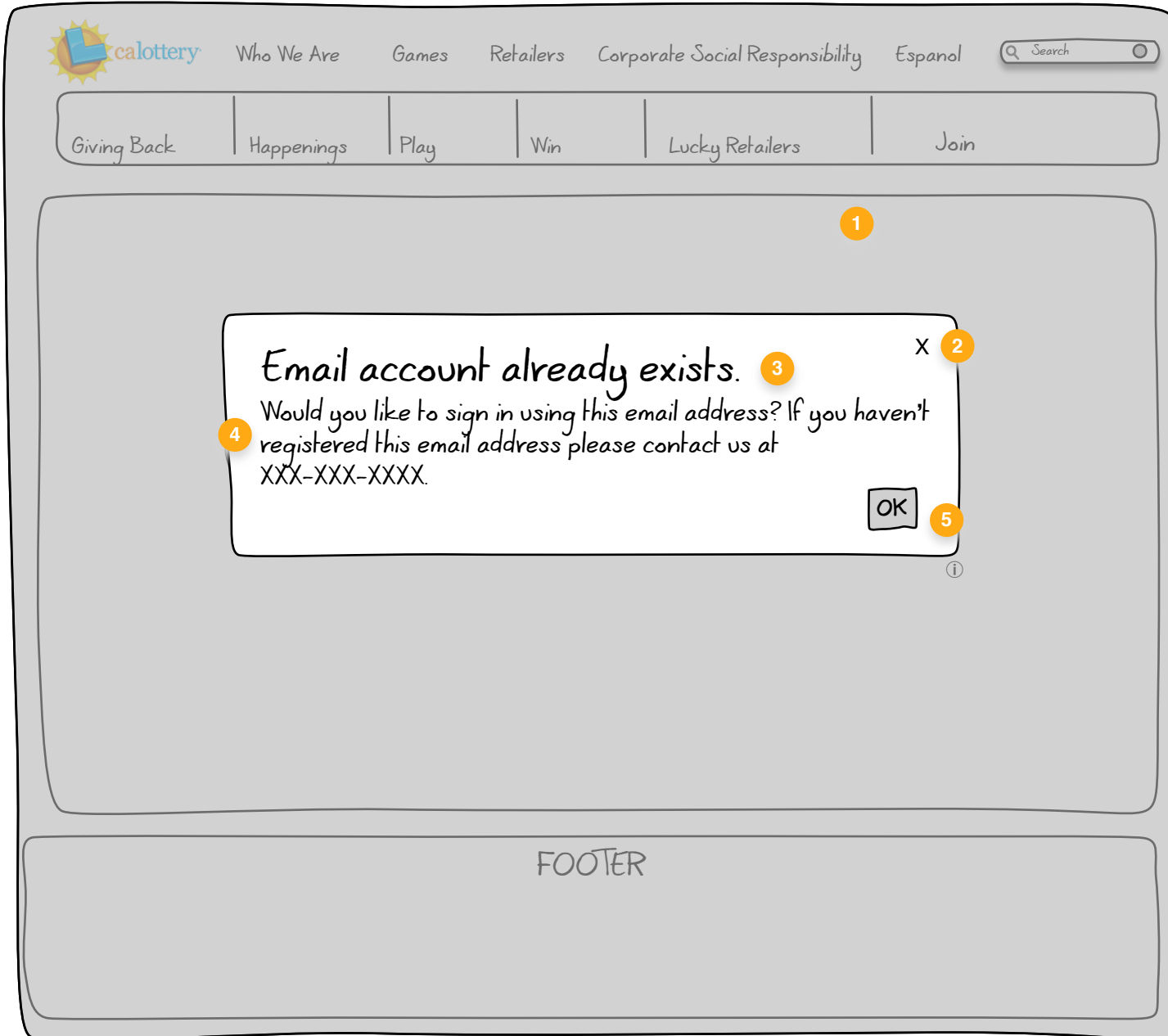
Pattern - Inline Validation

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Who We Are   Games   Retailers   Corporate Social Responsibility   Espanol   Search

Giving Back | Happenings | Play | Win | Lucky Retailers |

Inline Error Pattern

1 Diana.Prinse@.xom   X **2**

3 Incorrect email address. Please enter a correct email address.

Inline Validation Pattern

4 Diana.Prinse@.xom   ✓

ZIP Code Pattern

1
First Name | Last Name
Company Name (optional)
Area Code | Primary Phone
Street Address
Apt, Suite, Bldg, Gate Code. (optional)
ZIP Code | Enter ZIP for City and State

2
First Name | Last Name
Company Name (optional)
Area Code | Primary Phone
Street Address
Apt, Suite, Bldg, Gate Code. (optional)
95757 | Elk Grove, CA

3
First Name | Last Name
Company Name (optional)
Area Code | Primary Phone
Street Address
Apt, Suite, Bldg, Gate Code. (optional)
95757 | ✓ Elk Grove, CA / Other
United States | ☐ This is a business address ❓

4
First Name | Last Name
Company Name (optional)
Area Code | Primary Phone
Street Address
Apt, Suite, Bldg, Gate Code. (optional)
City | **5** | CA | **6** | 95757

Notes
1) Display ZIP Code field and message to the right.
2) User enters Zip Code
3) Once ZIP Code is entered display City drop down and State
4) If Other is selected display #5
5) User can enter city
6) State is CA only