

SwapJoys Platform - User Journey Map

Milestone 2: Company Registration (Feature 1)

Project	SwapJoys Platform MVP
Milestone	2 of 8
Feature	Company Registration
Prepared by	Rebing Tech
Date	January 2026
Status	Ready for Client Approval

Journey Overview

Phase	Screens	User Goal
Phase 1	Registration	Create company account
Phase 2	Email Verification	Verify email ownership
Phase 3	Login	Access the platform
Phase 4	Profile Setup	Complete company details

Phase 1: Company Registration

Goal: New company creates an account on SwapJoys

Step	User Action	System Response
1.1	User visits SwapJoys website	Display landing page

1.2	Clicks "Register" or "Get Started"	Navigate to registration page
1.3	Enters email address	Validate email format
1.4	Enters password	Check password strength
1.5	Enters confirm password	Verify passwords match
1.6	Enters company name	Validate min 2 characters
1.7	Enters organization number	Validate Norwegian format (9 digits)
1.8	Enters address	Validate min 5 characters
1.9	Selects city from dropdown	Store selected city
1.10	Checks "Terms & Conditions"	Enable submit button
1.11	Clicks "Create Account"	Validate all fields
1.12	—	Create company record in database
1.13	—	Create owner user account
1.14	—	Add +50 welcome points to balance
1.15	—	Generate verification token (24hr expiry)
1.16	—	Send verification email
1.17	—	Redirect to "Check Your Email" screen

Success Criteria:

- Company record created
- User record created with Owner role
- 50 points added to company balance
- Verification email sent

Error Handling:

Error	Message	Action
Email exists	"Email already registered"	Show login link
Invalid email	"Please enter valid email"	Highlight field

Weak password	"Password requirements not met"	Show requirements
Passwords don't match	"Passwords do not match"	Highlight both fields
Terms not checked	"Please accept terms"	Highlight checkbox

Phase 2: Email Verification

Goal: User verifies email ownership to activate account

Step	User Action	System Response
2.1	User sees "Check Your Email" screen	Display user's email address
2.2	Opens email inbox	—
2.3	Opens email from SwapJoys	—
2.4	Clicks "Verify Email" button	Validate token
2.5	—	Check token not expired (24hr)
2.6	—	Mark email as verified in database
2.7	—	Display "Email Verified" success screen
2.8	—	Show +50 points welcome bonus
2.9	—	Start 5 second countdown
2.10	Clicks "Continue to Login" OR waits 5 seconds	Redirect to login page

Alternative Flow - Resend Email:

Step	User Action	System Response
2.A1	Clicks "Resend Verification Email"	Generate new token
2.A2	—	Invalidate old token

2.A3	—	Send new verification email
2.A4	—	Show confirmation message

Error Handling:

Error	Message	Action
Token expired	"Link has expired"	Show resend button
Token invalid	"Invalid verification link"	Show resend button
Already verified	"Email already verified"	Redirect to login

Phase 3: Login

Goal: Verified user logs into the platform

Step	User Action	System Response
3.1	User arrives at login page	Display login form
3.2	Enters email address	Validate format
3.3	Enters password	Mask characters
3.4	(Optional) Checks "Remember me"	Store preference
3.5	Clicks "Login"	Validate credentials
3.6	—	Check email is verified
3.7	—	Generate JWT token
3.8	—	Detect user role (Owner/Manager/Employee)
3.9	—	Redirect to appropriate dashboard

Alternative Flow - Forgot Password:

Step	User Action	System Response
3.B1	Clicks "Forgot Password?"	Navigate to forgot password page

3.B2	Enters email address	Validate email exists
3.B3	Clicks "Send Reset Link"	Generate reset token (1hr expiry)
3.B4	—	Send password reset email
3.B5	Opens email, clicks reset link	Validate token
3.B6	Enters new password	Validate password strength
3.B7	Enters confirm password	Verify passwords match
3.B8	Clicks "Reset Password"	Update password in database
3.B9	—	Delete reset token
3.B10	—	Redirect to login with success message

Error Handling:

Error	Message	Action
Wrong credentials	"Invalid email or password"	Clear password field
Email not verified	"Please verify your email"	Redirect to verification screen
Account suspended	"Account suspended"	Show contact support

Phase 4: Profile Setup

Goal: Owner completes company profile information

Step	User Action	System Response
4.1	User lands on dashboard	Display dashboard with profile prompt
4.2	Navigates to Company Profile	Load current company data
4.3	Reviews/edits company name	Validate min 2 characters
4.4	Reviews/edits organization number	Validate format
4.5	Reviews/edits email	Validate email format

4.6	Adds phone number	Validate Norwegian format
4.7	Reviews/edits address	Validate min 5 characters
4.8	Reviews/edits city	Select from dropdown
4.9	Adds postal code	Validate 4 digits
4.10	Clicks "Save Changes"	Validate all fields
4.11	—	Update company in database
4.12	—	Show success message

Alternative Flow - Cancel:

Step	User Action	System Response
4.C1	Clicks "Cancel"	Discard unsaved changes
4.C2	—	Reload original data

Error Handling:

Error	Message	Action
Invalid field	"Please check highlighted fields"	Highlight invalid fields
Server error	"Could not save. Please try again."	Keep form data

Complete Journey Flow

START



Registration

- User signs up and submits form
- System creates company & user
- 50 points awarded
- Verification email sent



Email Verification

- User clicks verification link
- System validates token
- Email marked as verified

- Bonus displayed



Login

- User logs in
- JWT generated
- Role detected
- Redirect to dashboard



Profile Setup

- Company profile completed
- Data saved successfully



END

Screen Summary

#	Screen Name	Entry Point	Exit Point
1	Registration Page	Landing page "Register"	Submit → Screen 2
2	Verification Pending	After registration	Email link → Screen 3
3	Email Verified	Valid token click	Button/Timer → Screen 4
4	Login Page	Direct or redirect	Submit → Dashboard
5	Forgot Password	Login "Forgot" link	Submit → Email sent
6	Reset Password	Email reset link	Submit → Screen 4
7	Company Profile	Dashboard navigation	Save → Dashboard

Validation Rules Summary

Field	Rules
Email	Required, Valid email format, Unique
Password	Required, Min 8 chars, 1 uppercase, 1 number
Confirm Password	Required, Must match password

Company Name	Required, Min 2 characters
Organization Number	Required, 9 digits (Norwegian format)
Address	Required, Min 5 characters
City	Required, Select from list
Phone	Optional, Norwegian format (+47)
Postal Code	Optional, 4 digits
Terms Checkbox	Required, Must be checked

Token Expiry

Token Type	Expiry Time
Email Verification	24 hours
Password Reset	1 hour
JWT Session	60 minutes (configurable)

Points Awarded

Action	Points
Complete Registration + Email Verification	+50 (Welcome Bonus)

Prepared by: Rebing Tech
Project: SwapJoys Platform MVP
Milestone: 2 of 8