

**PRIMARY USER ROLES**

- prospective user
- worrier
- financial transactor
- technology enthusiast
- online shopper

**USER EXPERIENCE ISSUES**

- communicate a desire to build a relationship with the customer
- make critical functions available from anywhere in the site
- provide concise account summary
- be branded consistently
- convey "cool" image
- build trust and confidence
- differentiate this card from others
- accommodate new features
- show multiple cards

**HOW TO READ THIS DIAGRAM**

- circles represent Web pages
- some circles represent processes
- rectangles attached to circles represent page contents
- some pages exist on other sites
- some pages are accessible from anywhere in the site
- lines imply directionality
- some lines imply bi-directionality
- degree of shading represents anticipated frequency of traffic
- related requirements appear in small print near page name (all requirements for CMS appear in section 6.3 of the document)

**ACCEPTANCE**

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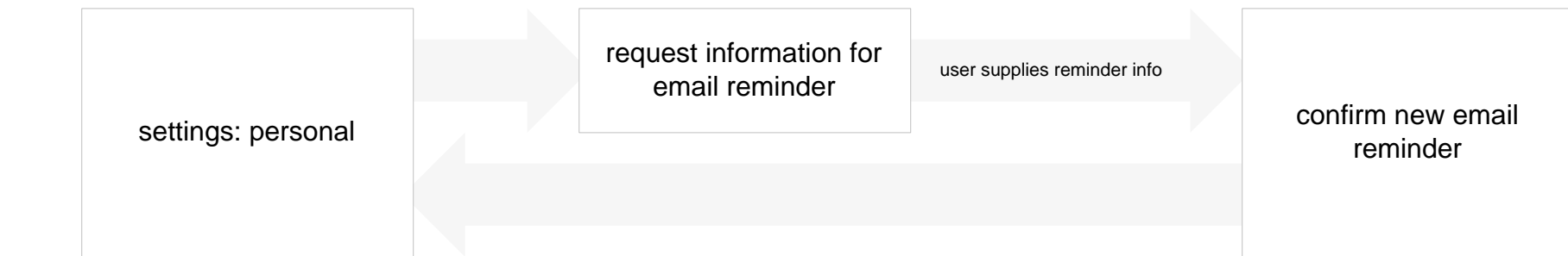
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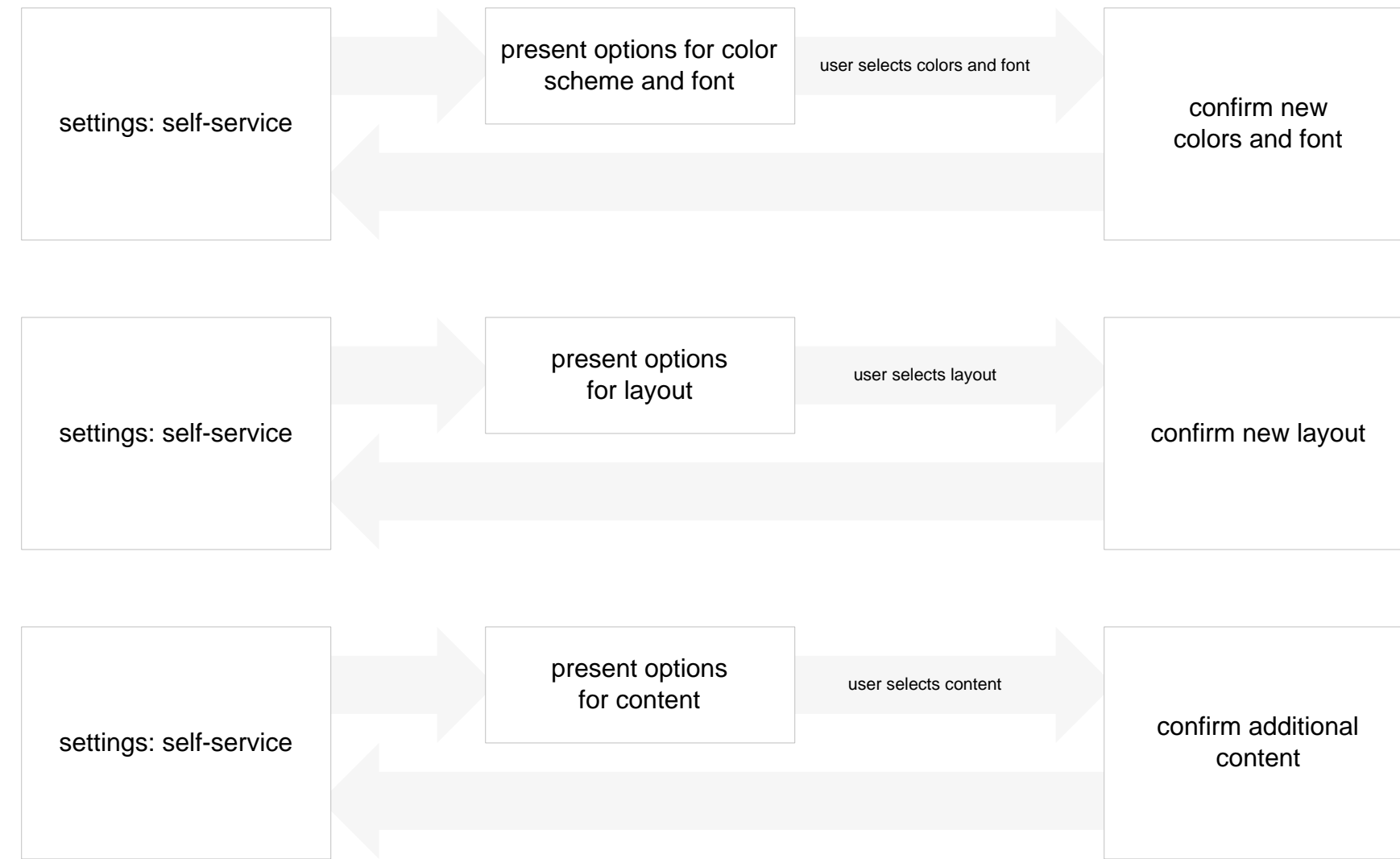
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**PERSONAL SETTINGS FLOWS**



**SELF-SERVICE SETTINGS FLOWS**



**ACCOUNT SETTINGS FLOWS**

