



Priority 1

1

Overview

The first page serves to allow the user to see the benefits for signing up. In order to get him/her into the sign-up funnel we clearly state the benefits of the service. This should be a clear message accompanied with pictures that quickly tell the story and briefly describe the promise the site makes to the user.

Priority 2

Alternative Layouts

We may want to have several different layouts here and test them for success on sign-up and click-through ratios.

Dynamic Messaging

If a user receives an unsolicited invite, this welcome screen could have different messaging displaying some manner of detail from the user who referred him/her to MeKey.

Priority 3

Priority 1

Overview
For users who have already signed in and whose session is timed out.

Priority 2

Session Duration
How long should the user's session be kept alive?
Should it be maintained even after the user closes the window or exits the site?

Priority 3

Alternative Login Types
If we offer multiple sign-up types (step 3) then we will need to have multiple login-types.

Priority 1	Priority 2	Priority 3
<p>Sign-up Form - Facebook Connect</p> <p>This is the sign-up form. Using facebook connect, the process should be a "one-click" process where Facebook handles the payload. It comes in the format of a facebook interstitial that displays on the MeKey site itself. It asks the user if she wishes to let MeKey connect to her profile. If the user selects "yes" then we are then able to connect to the user's profile content through the Facebook API. If not, then a decline code is sent to us where we can encourage the user to trust us with alternative messaging.</p> <p>Upon success, user is redirected automatically to Step 4.</p>	<p>Denial Page</p> <p>Page that we re-direct user to in order to encourage them to trust us by logging in with FB Connect or an alternative login method (such as email, OpenID, etc.)</p>	<p>Alternative Login Types</p> <p>Email Address Open ID MySpace Connect Plaxo Connect AOL/AIM MSN/MSM</p>

Priority 1	Priority 2	Priority 3
<p>Add Mobile Phone</p> <p>The user must associate a mobile phone to her MeKey account. This process therefore takes the user through the steps necessary for us to confirm that she is the owner of the mobile phone which will allow her to send messages to MeKey. It's a simple process. First the user enters her mobile phone number and submits the form. At that point she should receive a unique 6-digit code on her phone. The user then inputs that unique code into the new confirmation form which as appeared on her browser (replacing the phone number submission form). If her entered code matches what we sent via SMS, then the phone is confirmed. If not, then the user may re-try.</p> <p>Upon success, user is redirected automatically to Step 5.</p>	<p>Limited tries</p> <p>The user is limited to 3 tries per 24-hour period.</p> <p>Graphics</p> <p>This page should clearly describe the process visually.</p>	<p>Abandonment Reminder Messaging</p> <p>If the user abandons the process at this stage, then we will be able to send a message once a day via facebook to have the user complete the sign-up process.</p>

Priority 1	Priority 2	Priority 3
<p>FB Connect Invites</p> <p>The user will be able to invite other Facebook contacts to join MeKey by adding the App or visiting the site (or both?).</p> <p>Upon success, user is redirected automatically to Step 6.</p>	<p>Already connected users</p> <p>Facebook offers a method for searching a member's contacts by email address. Those members should be automatically added to the user's MeKey list of friends as well.</p>	<p>Question</p> <p>What is the key benefit to having the App versus having an off-site experience only?</p>

Priority 1	Priority 2	Priority 3
<p>Importing One's Social Stream</p> <p>Here the user is asked to add her ID's from other sites she may be a member of starting with those we've already guessed for her based on email address or username we've searched and found on her behalf. Adding those profiles should be a one-click process for each. Each of those profiles can then be associated a level of security for each.</p> <p>Level 1 is "Professional" for those sites that are safe for work.</p> <p>Level 2 is "Casual" for those sites that are more casual in nature.</p> <p>Level 3 is "Dating" for those sites that are dating-related only (such as Match.com).</p> <p>Level 4 is for "Friends and Family" content which should be limited only to family and friends.</p> <p>Level 5 should be "personal" for content that should be guarded and not shared with anyone without expressly permitting.</p>	<p>Notifications</p> <p>As we pull in new content from the user's other social presences, we will want to send notifications and post these updates to her wall for her friends to see (but only based on the level of access each friend has).</p>	<p>Brands Discussion</p> <p>It may be a good idea to give brands a way of connecting to users here instead. Discuss.</p>

Priority 1

Priority 2

Priority 3

TBD
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