# EQUINSX

# JOIN FLOW

MAY 2016

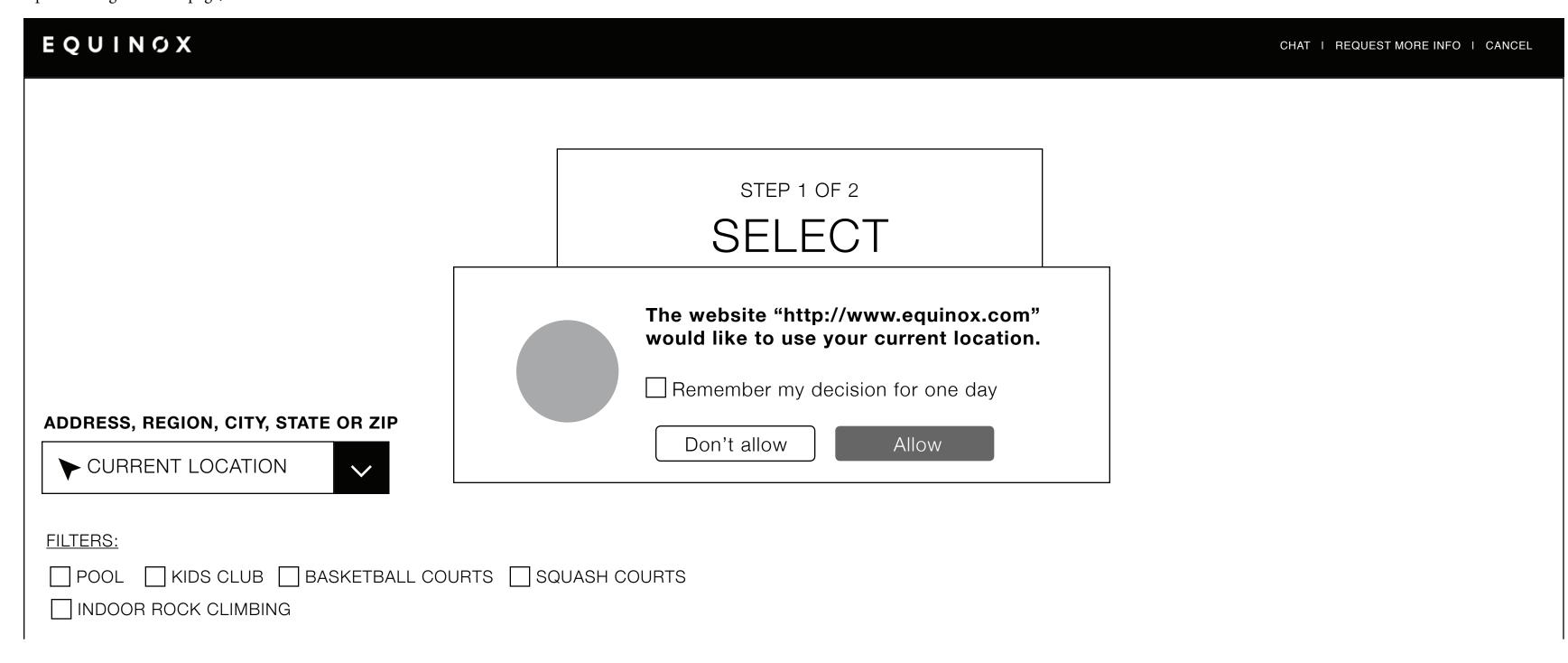
WIREFRAME

COPY TBD

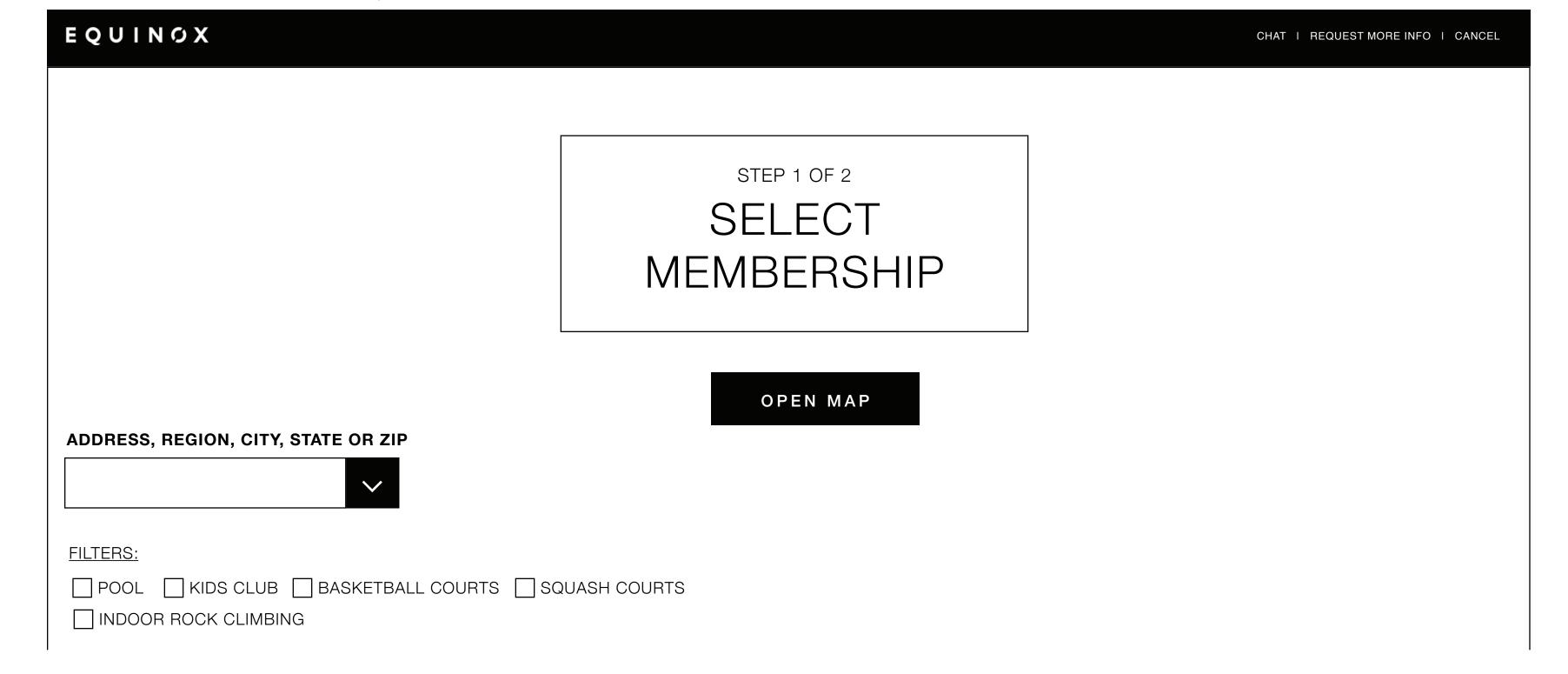
\*\*FINAL VISUAL DESIGN MAY BE IN BLACK BACKGROUND.

#### Step 1. Select a membership (Wifi location)

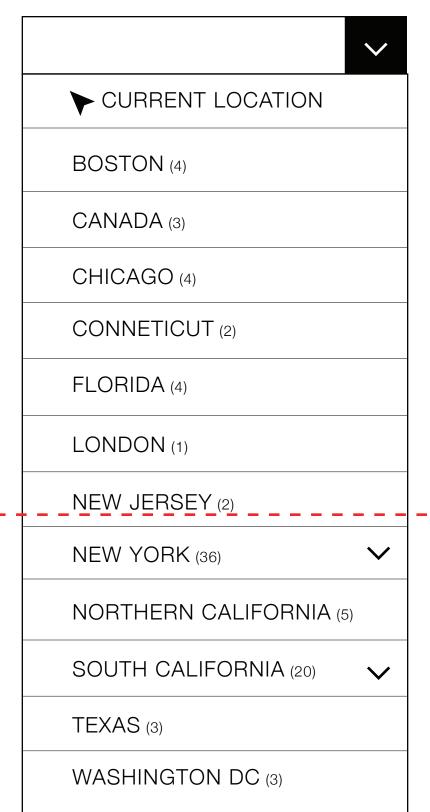
Upon landing on to this page, use users's current location as a location selection.



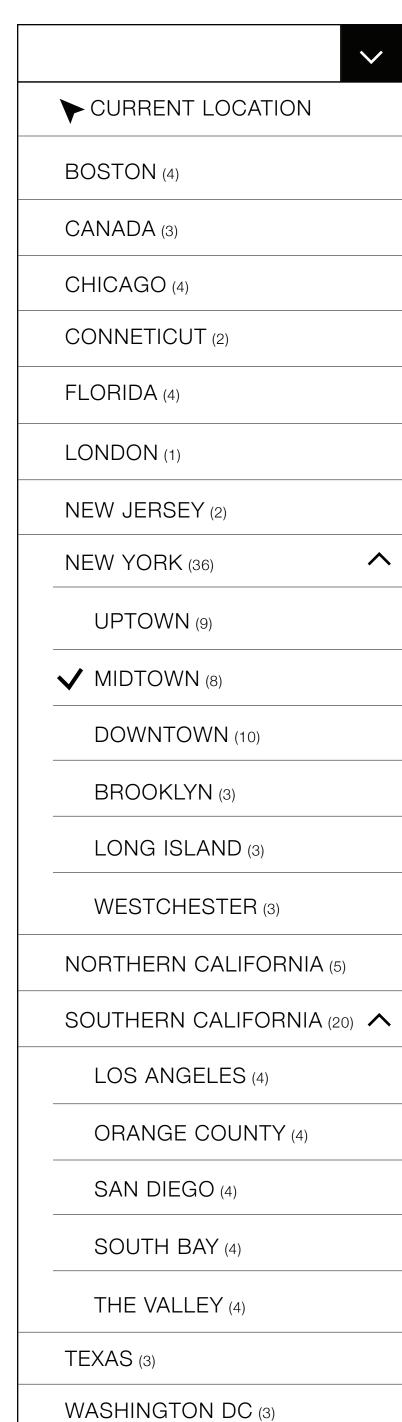
User can either allow, not allow, or allow for one day.



#### Dropdown list items:



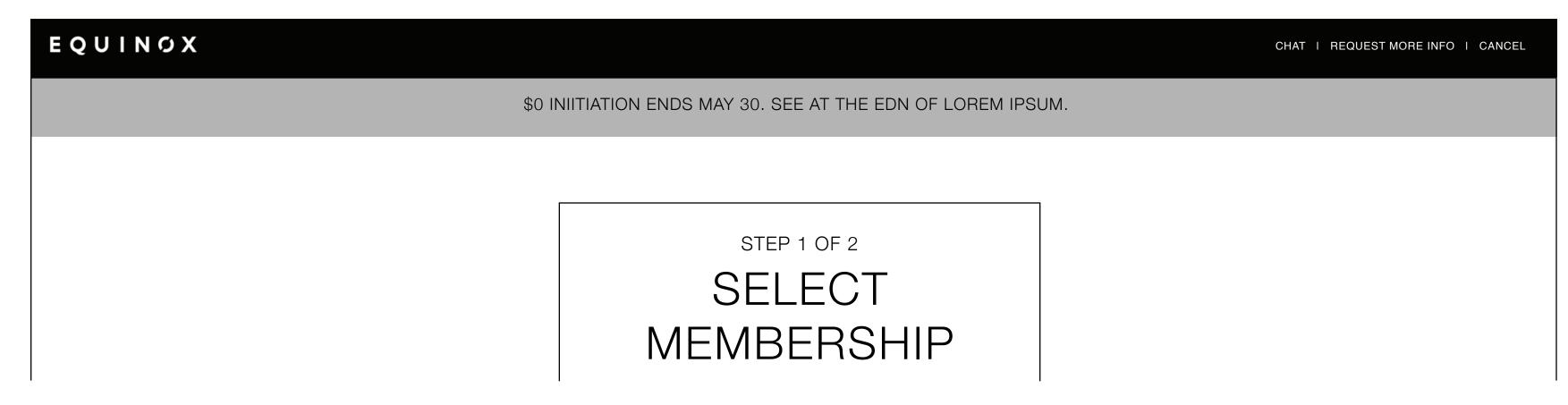
By default, regions with sub-regions (E.g., New York, and South California) are collapsed.
User can redo the current location mapping by selecting the 'current location' on the top of the list.



Users can expand ones with down arrow to see sub regions. User can also select one-level higher region to include all sub-regions. This is single select list.

#### Nation-wide Promotion

Top of the page

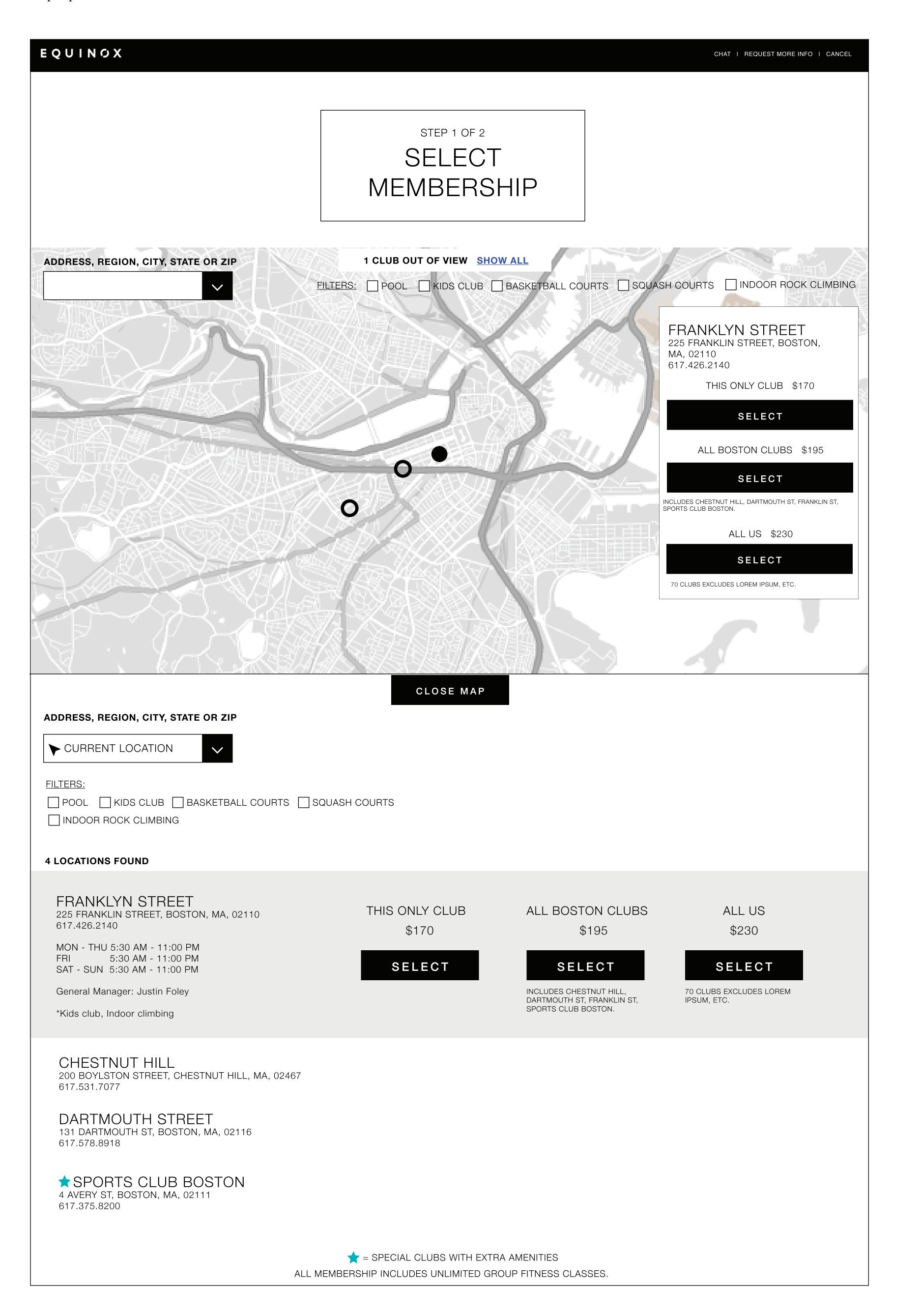


When there is a nation-wide promotion, display on top of the page, below the global navigation throughly the join flow, except the confirmation page.

#### Under club module

#### FRANKLYN STREET THIS ONLY CLUB ALL BOSTON CLUBS ALL US 225 FRANKLIN STREET, BOSTON, MA, 02110 617.426.2140 \$170 \$195 \$230 MON - THU 5:30 AM - 11:00 PM 5:30 AM - 11:00 PM SELECT SELECT SELECT SAT - SUN 5:30 AM - 11:00 PM 70 CLUBS EXCLUDES LOREM IPSUM, ETC. General Manager: Justin Foley INCLUDES CHESTNUT HILL, DARTMOUTH ST, FRANKLIN ST, SPORTS CLUB BOSTON. \*Kids club, Indoor climbing \$0 INIITIATION ENDS MAY 30. SEE AT THE EDN OF LOREM IPSUM.

Also on the bottom of the club membership types.



User can either select their location from the drop down list, or type any address, city, region, state, or zip code.

EQUINOX			CHAT I REQUEST MORE INFO I CANCEL
	STEP 1 OF 2		
	SELEC		
	MEMBERS	SHIP	
ADDRESS, REGION, CITY, STATE OR ZIP	OPEN MAI	P	
BROOKLYN, NY			
FILTERS:  POOL KIDS CLUB BASKETBALL COURTS	M SOLIASH COLIDTS		
☐ INDOOR ROCK CLIMBING	SQUASH COURTS		
3 LOCATIONS FOUND			
BROOKLYN HEIGHT			
1 PARK AVE, NEW YORK, NY 10016, 212.779.1727	THIS ONLY CLUB	ALL NY CLUBS	ALL US
MON - THU 5:30 AM - 11:00 PM	\$175 	\$230	\$275 
FRI 5:30 AM - 11:00 PM SAT - SUN 5:30 AM - 11:00 PM	SELECT	SELECT	SELECT
General Manager: Justin Foley		INCLUDES CHESTNUT HILL, DARTMOUTH ST, FRANKLIN ST,	70 CLUBS EXCLUDES LOREM IPSUM, ETC.
*Kids club, Indoor climbing		SPORTS CLUB BOSTON.	
DUMBO			
1 PARK AVE, NEW YORK, NY 10016, 212.779.1727			
WILLIAMSBURGH			
1 PARK AVE, NEW YORK, NY 10016, 212.779.1727			
	ALL MEMBERSHIP INCLUDES UNLIMITED G	ROUP FITNESS CLASSES.	

This is a Google plug-in for predictable location search, same as Starbucks.
User must type full region name or select from the list.
It cannot do keyword search- hitting 'Enter' key will not return any search result.

#### REGION, CITY OR STATE



EQUINOX CHAT I REQUEST MORE INFO I CANCEL

STEP 2 OF 2

## PAYMENT

### PERSONAL INFO

FIRST NAME	LAST NAME
EMAIL	PHONE NUMBER
ADDRESS	ADDRESS ADDITIONAL
CITY	STATE ZIPCODE
BILI	ING INFO
<u></u>	ng and personal information are the same.
NAME ON CARD	ng and personal information are the same.
	I
ADDRESS	ADDRESS ADDITIONAL
CITY	STATE ZIPCODE
CREDIT OR DEBIT CARD	EXPIRATION SECURITY CODE
	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \

June Dues \$150.33 (Prorated from May 1-13) July Due \$205.00 Initiation Fee \$100.00  Total Due Today \$455.33  You won't be charged until you review on the next page.
July Due \$205.00 Initiation Fee \$100.00  Total Due Today \$455.33
Initiation Fee \$100.00  Total Due Today \$455.33
Total Due Today \$455.33
You won't be charged until you review on the next page.

REVIEW

Terms will be determined baesd on current logic.

EQUINOX CHAT | REQUEST MORE INFO | CANCEL REVIEW PURCHASE YOUR MEMBERSHIP YOUR PAYMENT PERSONAL INFO PARK AVE BRICK SUSKO BRICKSUSKO@EMAIL.COM 901. 234. 5678 100 BROADWAY 1 PARK AVE NEWYORK, NY 10001 NEW YORK, NY 10016 BILLING INFO 212.779.1727 VISA ENDING -1234 \$175/ mo 07/2017 **EDIT** <u>EDIT</u> Upon clicking the button, your card will be charged for \$455.33 and your membership will be activated. \$150.33 June Dues (Prorated from May 1-13) July Due \$205.00 \$100.00 Initiation Fee \$455.33 Total Due Today "Enjoy your unlimited class access, one-time free personal training session, and lorem ipsum doral sit!" MEMBERSHIP AGREEMENT Your agreement starting today, 5.16.16, has an obligation period of twelve months. You have three (3) days to cancel with no obligation. agree to the MEMBERSHIP TERMS & CONDITIONS. understand that the monthly dues will be \$230.00 and will be transferred on the 23rd day of each month beginning June 2016 on the credit card used for payment today. PURCHASE

Select club access

YOUR MEMBERSHIP

### **PARK AVE**

1 PARK AVE NEW YORK, NY 10016 212.779.1727

\$175/ mo

**EDIT** 

YOUR MEMBERSHIP

### **NY ACCESS**

HOME CLUB

PARK AVE

1 PARK AVE NEW YORK, NY 10016 212.779.1727

\$230/ mo

<u>EDIT</u>

INCLUDES CHESTNUT HILL, DARTMOUTH ST, FRANKLIN ST, SPORTS CLUB BOSTON.

YOUR MEMBERSHIP

### **DESTINATION ACCESS**

HOME CLUB

**PARK AVE** 

1 PARK AVE NEW YORK, NY 10016 212.779.1727

\$275/ mo

<u>EDIT</u>

70 CLUBS EXCLUDES LOREM IPSUM, ETC.

EQUINOX

# WELCOME TO THE CLUB

John, now you are a member of Equinox club. Your credit card was charged \$XXX.XX on your Visa ending -XXXX. Your membership barcode is 100709584.

Activate your online account to easily update your payment preferences or to see schedules.

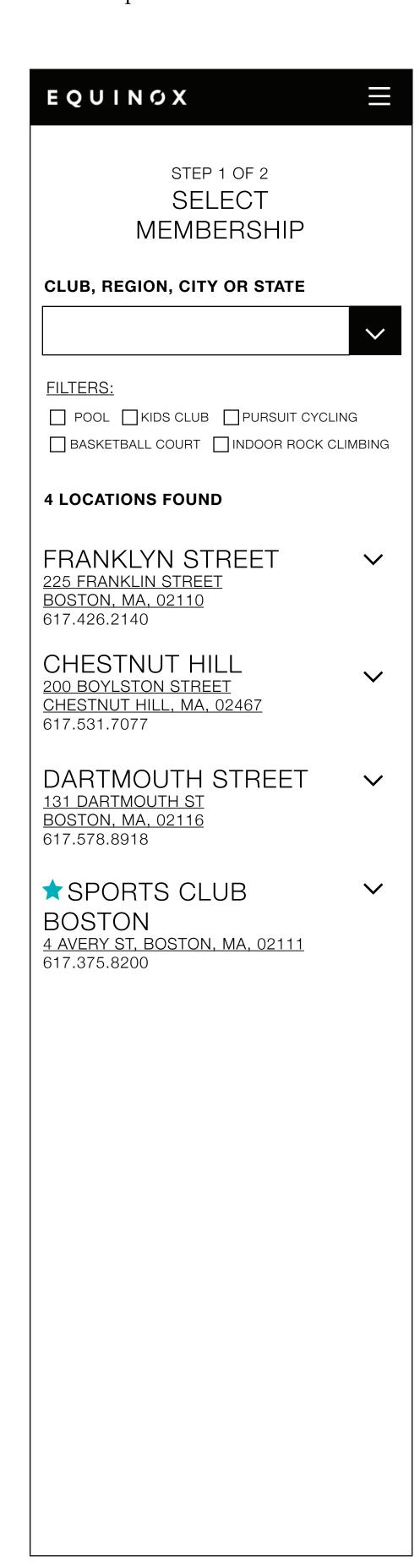
ACTIVATE ACCOUNT



SHOP GIFT CARDS CAREERS EDUCATION CONTACT US PRESS RELEASES

TERMS AND CONDITIONS DIGITAL EXPERIENCE FAQ PRIVACY POLICY

Mobile Step 1.



EQUINOX	$\equiv$
STEP 1 OF 2 SELECT MEMBERSHIP	
CLUB, REGION, CITY OR STATE	
	<b>~</b>
FILTERS:  POOL KIDS CLUB PURSUIT CYCLING BASKETBALL COURT INDOOR ROCK CLIMI	BING
4 LOCATIONS FOUND	
FRANKLYN STREET  225 FRANKLIN STREET  BOSTON, MA, 02110 617.426.2140	^
THIS ONLY CLUB \$170	
SELECT	
ALL BOSTON CLUBS \$195	
SELECT	
INCLUDES CHESTNUT HILL, DARTMOUTH ST, FRAN ST, SPORTS CLUB BOSTON.	IKLIN
ALL US	
\$230	
SELECT  70 CLUBS EXCLUDES LOREM IPSUM, ETC.	
CHESTNUT HILL 200 BOYLSTON STREET CHESTNUT HILL, MA, 02467 617.531.7077	<b>~</b>
DARTMOUTH STREET  131 DARTMOUTH ST, BOSTON, MA,  02116	<b>~</b>

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RTMOUTH ST, FRANKLIN
JS
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PSUM, ETC.
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467
TREET ~