

Home Page

LOGIN

- Email address
- Password

CTA: Login

CTA: Forgot password

CTA: Sign-up

PROMO - Performance Membership

- CTA: Membership benefits
- CTA: Sign-up

Specials - pre-login

- Teaser offer / text

CTA: Sign-up

CTA: Login

About Membership

OVERVIEW CONTENT

- Membership benefits
- Offer "teaser"

CTA: Sign-up

CTA: Login

Retailers - pre-login

- Find a retailer

CTA: Get directions

CTA: More details

Retailer detail page - pre-login

- Retailer info

CTA: Visit retailer site

CTA: Click-to-call

Forgot password 1

FORM

- Email address

CTA: Send reset instructions via email

Forgot password 2

CONFIRMATION

- Confirmation text
- Next steps

CTA: Resend instructions

Forgot password - FCB

AUTOMATED EMAIL

- Instruction text
- Reset link

CTA: Reset password

Welcome! - FCB

AUTOMATED EMAIL

- Thank you text
- CTA: Find parts
- CTA: Go to My Account Summary

Login successful

Login successful

Login / Sign-up

Sign-up

Sign-up & next

Next or skip

Send email on submit

My Account - Summary

PROFILE

- First name
- Last name
- Email address
- Phone #
- Mailing address
- City
- State / Province
- Country

CTA: Save profile changes

COMMUNICATION PREFERENCES

- Email opt-in
- Direct mail flyer opt-in

CTA: Save preferences

PREFERRED RETAILER

- Select / display preferred retailer
- Update preferred retailer

CTA: Save preferred retailer

WEBSITE BROWSING PREFERENCES

- Region
- Language

Retailers - post-login

- Flag current preferred retailer
- Find a retailer

CTA: Make preferred retailer

CTA: Get directions

CTA: More details

Retailer detail - post-login

- Retailer detail
- Display applicable ad squares (for TRP retailers only)

CTA: Visit retailer site

CTA: Click-to-call

Sign-out

CONFIRMATION - Signed out

- Display sign-out confirmation text

CTA: Find a retailer

CTA: Find parts

CTA: Return to login

Go back to login

Login to update profile

Submit: Only required info filled out

Submit: All sign up info filled out

Sign-up 4a

CONFIRMATION - Lead gen only

- Confirmation text
- Next steps

CTA: Login and update profile

CTA: Find parts

Sign-up 4b

CONFIRMATION - Membership

- Confirmation text
- Next steps
- Display "Annual Offer"

CTA: View current offers

CTA (sign up started on home pg): Go to My Account Summary

Sign out successful

Automatically logged in

My Account - Savings

MY SAVINGS SUMMARY

- Current special offers
- Total offers redeemed
- Total amount saved

MY SPECIAL OFFERS

- Special offer title
- \$ amount off
- Image
- Limited time details
- Social sharing options

CTA: Click-to-call

My Account - Rewards

OVERVIEW CONTENT

- How do Performance Rewards work?

REWARDS LADDER

- Current reward offer
- Redemption details

CTA: View other special offers

View special offers

Specials - Post-login

- List all special offers
- Social sharing options

CTA: Find a retailer

My Account - History

LIST RECENT TRANSACTIONS

- Transaction date
- Product name
- Savings
- Offer code

Change Password

FORM - Password

- Enter new password
- Re-enter new password

CTA: Update password

Update password

Change Password

CONFIRMATION

- Confirmation text

CTA: My Account Summary

Password reset link clicked; open browser

LEGEND

POST-login pages

PRE-login pages

FCB-managed emails