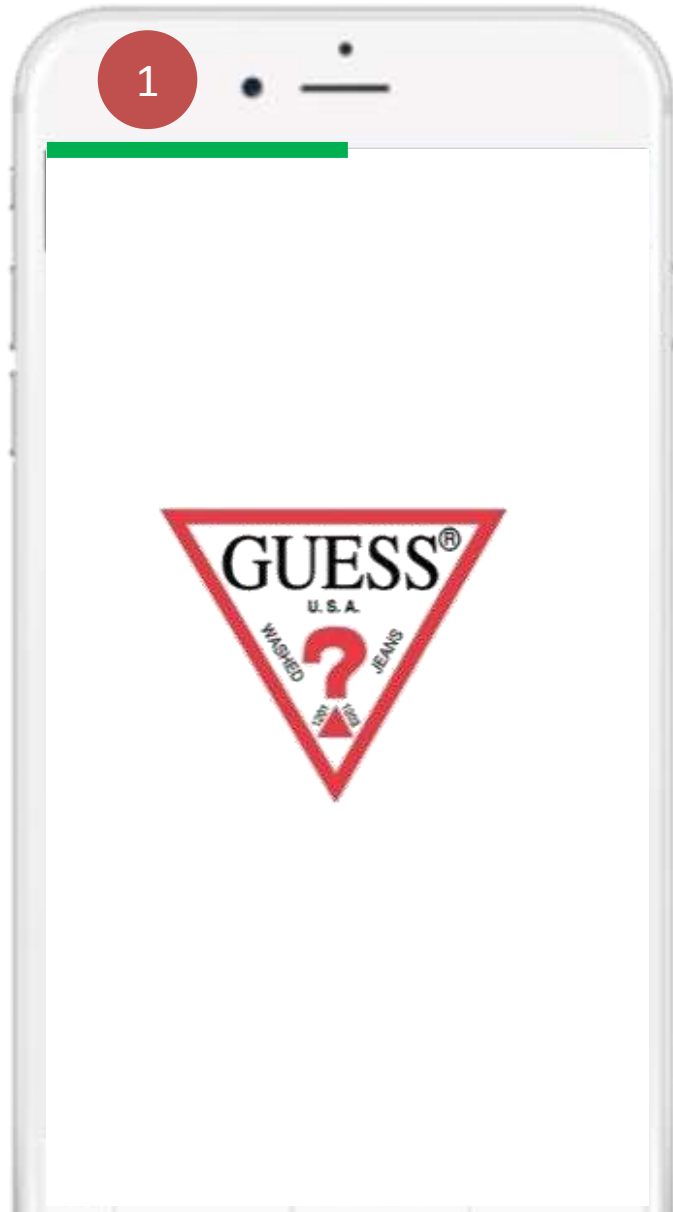# Member Center Function Wechat

September 2016

1. Loading Page

1. Click member center Menu Bar in WeChat Official Account
2. Redirect to loading page with progress bar on top of the page
3. Go to member center if this customer has registered; or go to registration page

Idea for WAS visual design: Instead of the green bar:

Big logo/big question mark in the middle and then will be gradually being fulfilled with color | Outer Logo Frame being Fulfilled

2. Error Page

1. When anything wrong to open the page
2. Show this page to say sorry and let the customer to try again later

3. Registration page

注册

手机号　　　　XXXXXXXXXXX

验证码　　　　　XXXX

性别　　　。男　　　。女

出生日期　日/月/年 (年份可选)

偏好语言　简体中文/繁体中文/ENGLISH

。　我已经阅读并且同意
用户许可协议

提交

1. When the customer submit registration application and become our member, go to welcome page

2. If the customer wants to read the terms and conditions, click and redirect to 13

4. Welcome page

GUESS®
U.S.A.

恭喜您

您已经成功注册为
GUESS的会员，快来
体验专属你的会员权
益吧~~

您是否愿意完善您的
个人信息，可以获得
额外丰厚礼遇哦~~

| 是的 | 不，谢谢 |

1. Welcome he/she to enjoy member benefit
2. Ask he/she if he/she is willing to complete personal info to get extra benefit
3. If yes go to personal information completeness page
   If no go to member center homepage

For WAS design:
Too much text: something simpler like this?

- Congratulations you are now member → key message
- We want to know you, can we?
    - Yes,
    - No, Thank you

Also change size of the fonts according to the importance of the words: see example for inspiration on the right

5. Personal information

个人信息补全

GUESS®

姓名	XXX
Email*	XXX@XXX
所在城市与省份	XXX

。我愿意GUESS的调研并帮助
提高GUESS的产品和服务

爱好多选 。音乐。健身。旅游。美容
（最多4项） 。美食。游戏。阅读。其他

职业信息。家庭主妇。上班族
。学生。自由职业者。其他

婚姻状态 。已婚 。未婚

子女状况 。男孩 。女孩
0 0
1 1
2 2

提交

For BF:
Don't include this as we can see from purchase history

Don't ask this way. We can create a concept on this: Customer Experience Improvement Plan (its equivalent in Chinese). So:
Text something like （to be translated properly）：我愿意加入 GUESS 顾客<u>体验改善组</u>，帮GUESS提高
In case they want to understand the program, click the hyperlink and redirect to 14 new slide

For WAS:
Advice if missing any category, or any of them should write in other words

For BF:
As per last meeting Three Categories right? Student / Work / 主妇

For BF/WAS:
Delete the question: 请问您是否有孩子
Keep only the second one, it is enough and do Scrolling down to choose the number of kids

*可通过滑动选择孩童数量与性别信息

男 女

孩子性别 ☐ ☐

6. Member center homepage

6

会员昵称和头像

会员码

会员档案 8

TM/JD绑定 9

等级

优惠券 10

订单查询 11

积分中心 12

完善个人信息 6

活动入口

品牌新闻

for WAS:

- In this page can insert a KV on top. Preferably an image that represents the spirit of a club (more than one person, happy and smiley, welcome gestures
- The order and position of the different items should follow a logical distribution as well, according to customers preferences (it is clear that customer enters here to check his/her points, so there should be especial location for that, and so forth)

SAMPLE

往期目录   精选阅读   联系我

天猫京东账号绑定可以从主页拿出来放到新建一个菜单入口

活动入口可以从主页拿出来放到新建一个菜单入口

品牌新闻可以从主页拿出来放到新建一个菜单入口

6. Member center homepage

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会员昵称和头像

会员码

姓名（可修改）
手机号码
性别
生日
偏好语言（可修改）
Email（可修改）
是否愿意接受调研（可修改）
最喜欢去的门店
最常购买的品类

保存

For BF:
Should not be this page be the same as the one in slide 6? So the customer can modify/add some information in only one page?

For this slide, it just shows customer profile, so it's necessary.
If the customer want to add any information he/she didn't fulfill before, he/she can go back to slide 6.
If the customer has fulfilled all information before and get the coupon, we will remind he/she by popup, sorry he/she has attended the personal info completeness, and please go to newest brand campaign.

1. For member to check the information he/she submit before
2. Some of the field can be revised and resubmit
3. If the customer did not complete his/her personal information then relevant fields will be hidden

9. TM/JD binding page

天猫账号绑定
天猫账号：
订单号：

京东账号绑定
京东账号：
订单号：

提交

1. For member binding TM/JD account to accumulate purchase points.
2. If the customer is pervious TM member before huiyuantong launch, then he/she has to bind TM account and order number.
   If the customer registered after huiyuantong launch then the backend bind his/her TM account automatically
3. For JD, there is the only way to bind which is to fulfill JD account and order number.
4. TM/JD account cannot be revised after binded

10. Coupon page

可用优惠券
优惠券1 描述&有效期
优惠券2 描述&有效期
.
.
失效优惠券
优惠券1 描述&失效日期
优惠券2 描述&失效日期
.
.

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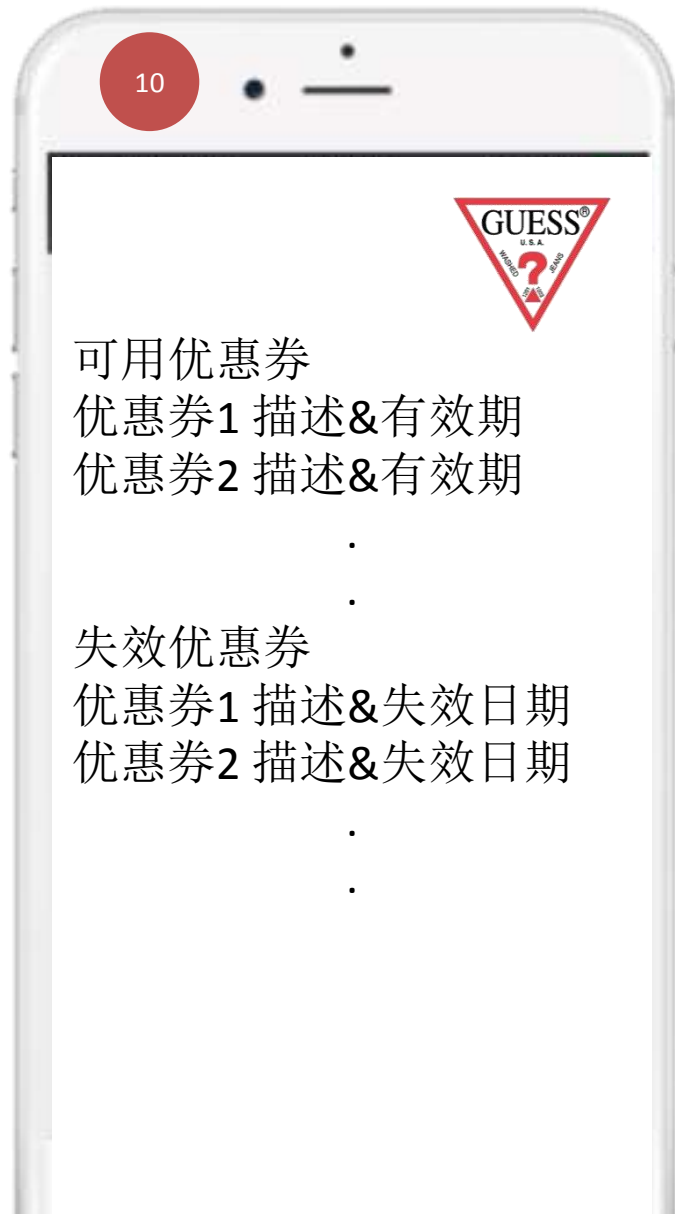
1. Check all the coupons in member account
2. Color active coupons
3. Gray inactive coupons

For BF:
Will need to add terms and conditions for the different coupons, so may need to add more pages with T&C to be accessible by tapping the coupon
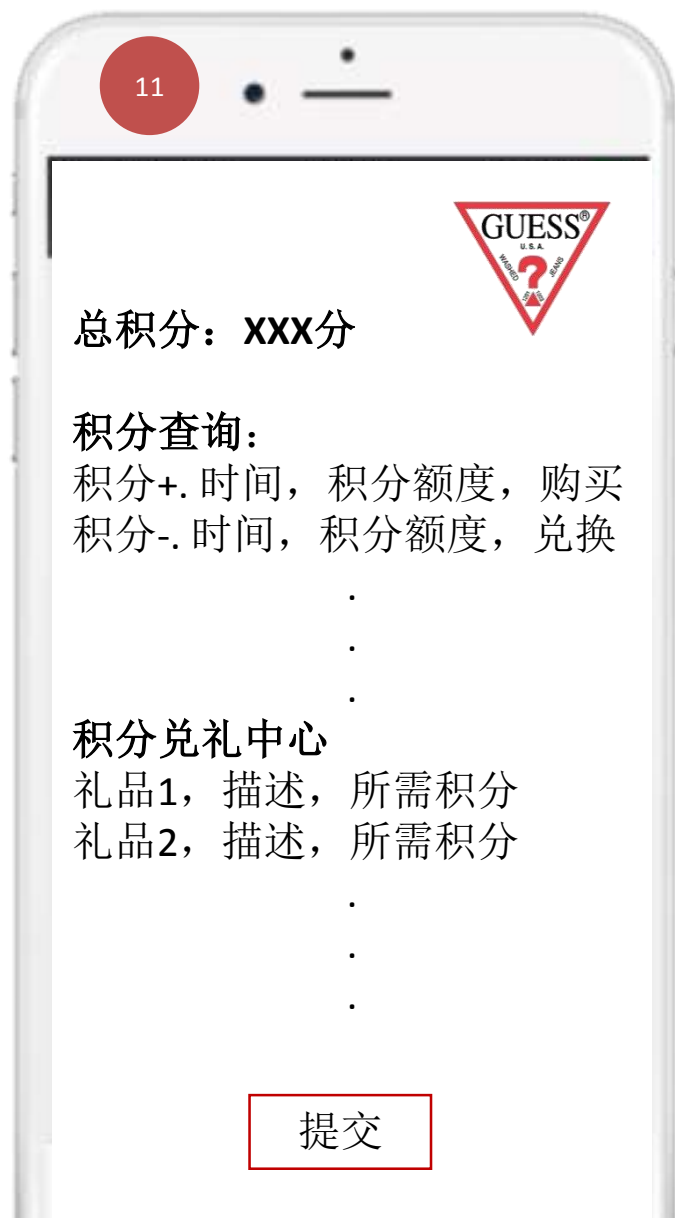
We suggest do not have extra pages. We can click certain coupon and the coupon bar can unfold the coupon information.

11. Order history
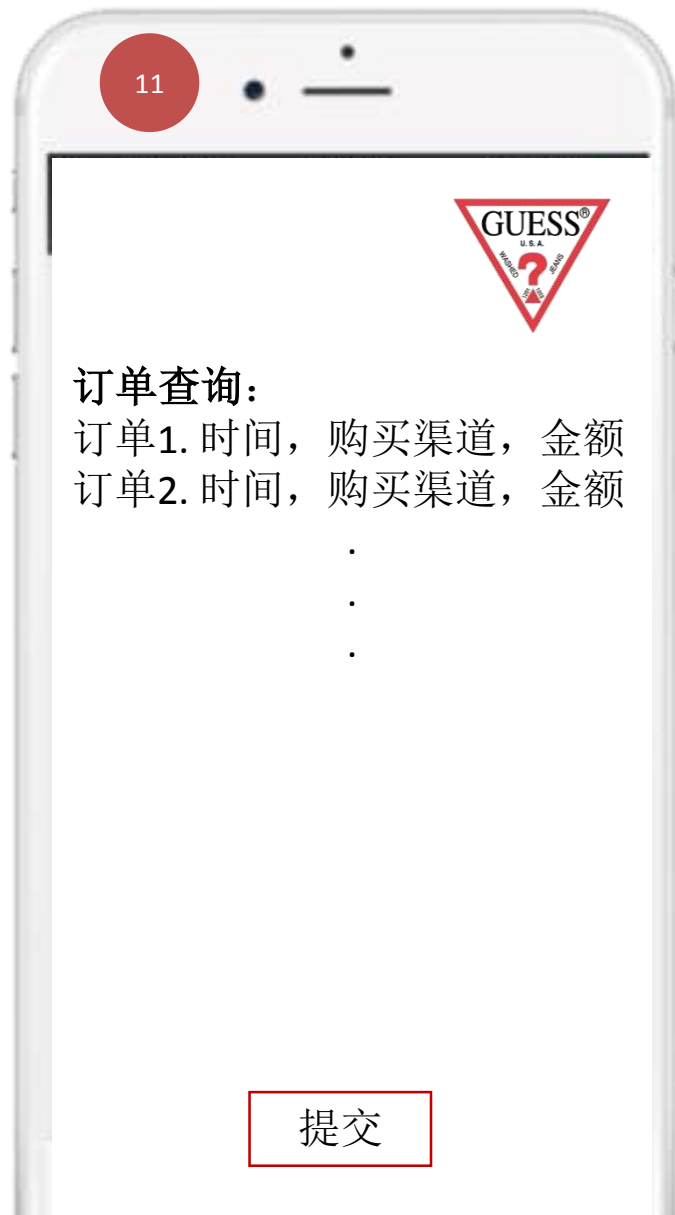
1. Check all the order history in member account including online and offline order history

12. Points center

总积分：**XXX分**

积分查询：
积分+. 时间，积分额度，购买
积分-. 时间，积分额度，兑换
.
.
.

积分兑礼中心
礼品**1**，描述，所需积分
礼品**2**，描述，所需积分
.
.
.

提交

1. Check all the order history in member account including online and offline order history
2. Points redemption center
    For customer to redeem their points
3. According to current total points, color redeemable gift and grayed unredeemable gift.

13. Terms and conditions page
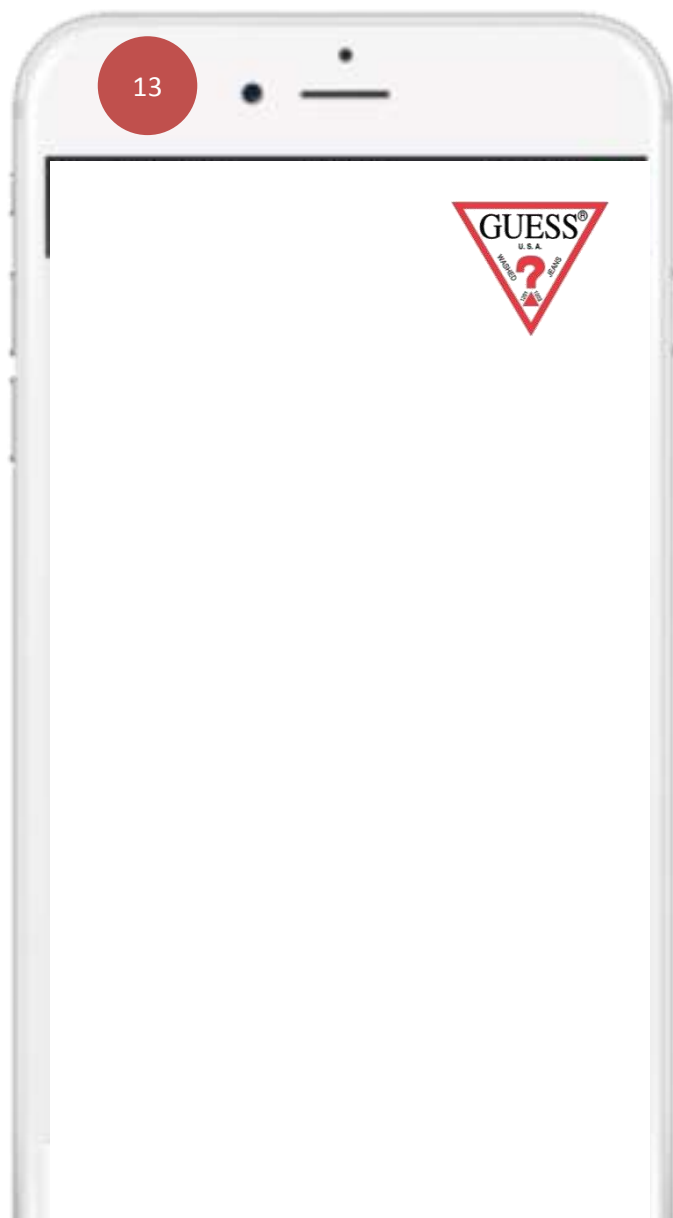
会员条款

本服务条款（下称"使用条款"）适用于您对GUESS会员中心的访问和使用。我们还制定了"隐私保护政策"以及适用于本网站上各种活动的其它条款、法律声明及条件，包括可能适用于购买产品或服务及本网站特定部分或功能（如竞赛、促销或其它类似功能）的条款与条件，前述所有条款与条件均已通过引用的方式纳入本使用条款中，而且应与使用条款一同构成GUESS（"我们"、"我们的"及与此相关的任何类似表述）与您之间的一份契约（下称"条款"）。根据本条款,我们将依法收集、处理、利用、国际传输您的个人资料,您亦将收到GUESS品牌的营销信息。

机时公司及其关联方和相关法人团体

1. 接受使用条款及其它条款
2. 隐私保护政策
3. 居住国
4. 网站、内容及商标的所有权
5. 您对网站的使用
6. 用户通信及用户内容
7. 用户生成内容规则
8. 账号、密码及安全
9. 产品
10. 通往本网站的链接；本网站上的第三方链接
11. 网站与内容的变更
12. 第三方商业合作伙伴
13. 免责声明；责任限制；损害赔偿
14. 管辖法律；效力瑕疵；弃权；效力存续；纠纷解决
15. 条款终止
16. 其它协助

13. Customer Experience Improvement Plan

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Here to explain what the Customer Experience Improvement Plan is, and explain the benefits they can get from it:

IN GUESS, we are committed to our customers, and so to provide best-in-class experience for them.
在GUESS，我们致力于服务我们的客户，为他们提供卓越典范的消费者体验。

As our special customer, we would love to listen to your voice, and that is why GUESS has launch this plan . Your opinion, ideas and previous experiences will be listened and rewarded.
作为我们尊敬的消费者，我们很乐意倾听您的声音，这也是GUESS推出这个计划的最重要的原因。如您愿意将您的观点，想法和经验与我们分享，我们将会回馈以相应的奖励。

As a part of the CEIP, you accept to be eligible to participate in GUESS periodical activities with research purposes, with the aim of keep improving ourselves.
作为协议的一部分，您的接受将被视为有资格参加GUESS 定期活动，该系列活动的研究目的是不断改进我们的服务。

For each activity, you are free to decide to participate or not. In case you decide to help us, your kind support will be properly rewarded. You can also decide not to be part of this plan at any time by clicking no.
对于该活动，您有充分的自由来选择是否参与。一旦您决定帮助我们，我们将对您的倾力支持予以相应的丰富回馈。您同样可以勾选【不】，我们将默认您不参与这项活动。

Last of all, It is worth mentioning that all the research activities will be strictly confidential, and your privacy will be preserved with the utmost care.
最后，我们保证所有调研活动所涉及的信息将是机密的，您的隐私会获得最大化的保护。

User flow

① 扫描二维码 → ② Loading page

② Loading page → ③ 注册页面

③ 注册页面 → ④ 填写信息及验证手机号码

④ 填写信息及验证手机号码 → ⑤ 是否要完善个人信息

⑥ 是 → ⑦ 完善个人信息页面 → ⑧ 填写个人信息 → ⑨ 会员中心主页

⑥ 否 → ⑦⑨ 会员中心主页

会员中心主页 ⑧ ⑩ →

- 查看订单信息
- 查看积分及积分兑换
- 查看优惠券
- 查看个人档案
- 天猫/京东账号绑定
- 未完善过个人信息的人可以回到完善个人信息页面；完善过的人弹框提示已经参加过活动
- 点击会员中心主页下方会员服务条款跳转条款页面