

Add new subscription

All new subscriptions start from pages on GOV.UK

Content item or topic X

Get updates

What's your email?

Send updates about X

- ☐ When they happen
- Daily
- ☐ Weekly

You'll get about Y emails per day

"5 alerts + 1 digest with 32 links in it"

- ☐ Cool sign me up
- Nope too many

Refine subject X

We've sent you an email, click the link in it to confirm your subscription to X

Edit subscriptions

Editing subscriptions happens from notifications

Something triggers notification

Content

✉ Email

New subscription

Confirm

You're now signed up

Settings

Dashboard settings

Settings feature 1

Settings feature 2

Settings feature 3

✉ Email

Links

Edit settings

We don't trust you are who you say you are

We trust you are who you say you are

Do users care enough about frequency for use to model this as an explicit step in the journey?

Is it too soon to ask for email?
Do users need to preview first?

Do users refine based on the predicted frequency or content descriptions for topics?

What helps users to manage their accounts?