First of all I see that we are adding a new group to the database – the registrants for email alerts only. Answering to your question, we can set a certain limitation for a user to see that pop up after his free subscription for the email alerts is expired, but we have a little concern in this regards.

Right now the subscription for a free trial means that the user will receive the email alerts anyway. In this very case that adding one more type of user as a Registrant for the email Alerts only is an excessive functionality. What are your thoughts in this regards?

The incentive for the viewer to register is to get the email alerts, even though he is not signing up for a free trail.  Therefore, we want this functionality.

(ok we can keep this functionality. Just wanted to make sure that we are not making the logics too complex. In terms of registration it could be not really evident for the user and may lead to additional confusion, since we are giving him a choice not to sign up for a free trail. As when he receives the email alert, a big portion of the articles will be locked and he will have to sign up for a free trial or paid subscription anyway)

Due to the fact that we amended logics a little bit we have 4 types of users right now and we need to fix the scenario for each.

( pop-up #1 - an introductionary pop up with 3 options for the user [log in, register for email alerts, subcribe for a free trial

pop-up #2 - Thank you for registration pop-up

pop-up #3 - Thank you for free trials

pop-up #4 - Thank you  - registrant upgrade

pop-up #5 - Thank you message - expired trails)

1.1 The user is new to the system and not logged in. He sees the pop up #1 where he can choose and option (to sign up for a free trial, registered for email alerts and log in). If he chooses the free trial option he will see the thank you pop up #3 and will have to wait until he is contacted by the sales manager who will provide him with an SSO login and password  (While this he will have a possibility to see the public content of the web-site).

Getting the credentials from the sales manager he will log in through the third party system and will get the access to the web-site content. If he registers for email alerts only he will get a “Thank you” pop-up and no access to the system (pop-up #2), only the ability to get the email alerts while a certain period of time. YES

1.2 The User is a free trialists and not logged in. He gets to the web-site and sees the pop-up #1, chooses the log in option. Gets to the website and sees only public content if he is logged off.  Yes, he logs in via the SSO

1.3 The user is free trialist and is logged in, gets to the website and sees all the content. Yes. If the free trialist has been given a cookie, the SSO will recognize him and login him in automatically.

1.4 The user is a premium subscriber and not logged in , gets to the website and sees the pop-up #1, chooses the log in option. Gets to the website and sees all the available content.  Yes.

1.5 The user is a premium subscriber and is logged in, gets to the web-site and sees all the available content.  Yes

1.6 The user is a free trialist with the expired trial period and is logged in. If the trial period has expired, the user would not have access to the premium content. The SSO will check on a regular basis to see if the user is still valid. If not, he will be logged off. If he goes to the site, he’ll get popup #5.

(We can still show the user some sort of reminder, that the trial period is nearly over. It could be a better trigger to upgrade your account while you are not logged off yet)

Gets to the web-site and while clicking on any article sees the pop-up that asks him to upgrade the account. Not message #4, message #5.  If he becomes a subscriber, then he will use his new username/password to login.  If he becomes a registrant – ie, wants to get only the email alert – he will have access only to the public portion of the site.(So you want to likmit the number of options for the user to become a registrant, right? ) After the timeout he is logged off automatically.

1.7 The user is a free trialist with the expired trial period and is not logged in. Gets to the web-site and sees the pop-up #1.  No, gets message #5.  Same logic at 1.6.

1.8 The user is a registrant for the email alerts, is not logged in since he do not have an access to the system. If he has already registered, he will have gotten a cookie.  The computer will recognize him and not offer him a popup for an initial two week period.  After 2 weeks. he will get popup #4 asking him to upgrade.  If he does not upgrade after 4 weeks, his registration expires, but we keep his information.  He would then see popup #1 when he visits the site.  If he re-registers, he will get the registration thank you popup. #2.  The cycle begins again.  If he doesn’t upgrade after a second 4 weeks, his registration would expire and he would not be able to re-register. I will draft another message for this. Every time he visits the site he would get popup #1. (We mentioned this option as the user can register and than come to the website from a different device, no coockie available. We envisage that in this case he will have to re-register)

Sees the pop-up #1 only. If he tries to reregister for the email alerts, he sees the “Thank you for registration email”. Getting back on the web-site he sees the pop up that introduces him the options to register for a free trail (“thank you pop-up”).  - pop up#4

Note that if the Registered for the email alerts user will decide to sign up for the Free trial his status in the database will be updated. He will still have the possibility to see the public content of the web-site only.  If the registrant for email alerts upgrades to a free trial, then he’d have access to all the content. (ok)

How would you call the user types in the system? Would it be (trail users, premium subscribers etc)? We need this indications to put them into the system and being able to sort them.

Looking forward to your comments.