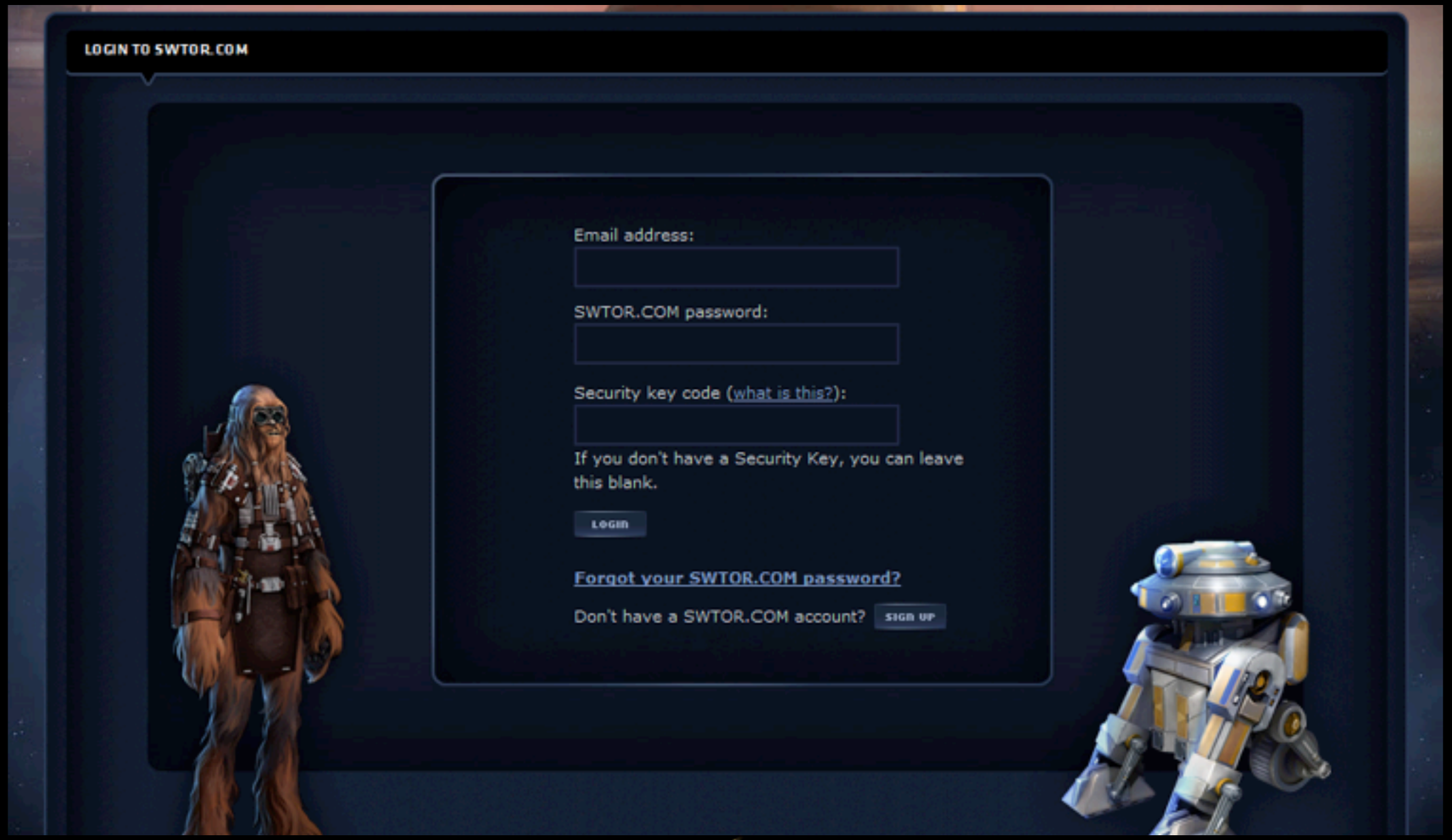
Final Startup Flow

October 2011

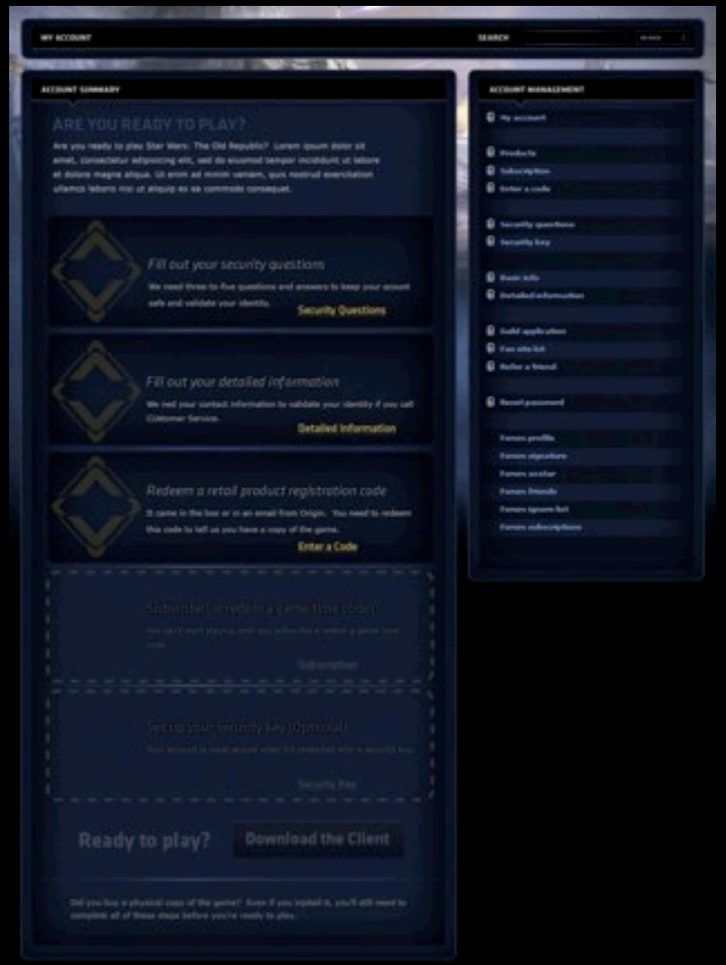
Users need to be "Ready to play"

- You got the launcher, try to log in, and the launcher says you need to log into the web site.
- You got a retail product key in the store or via email and the insert says you need to redeem it.
- You heard it's launch day and log in for fun.
- We'll talk about those processes after we see the common thread across all of them.

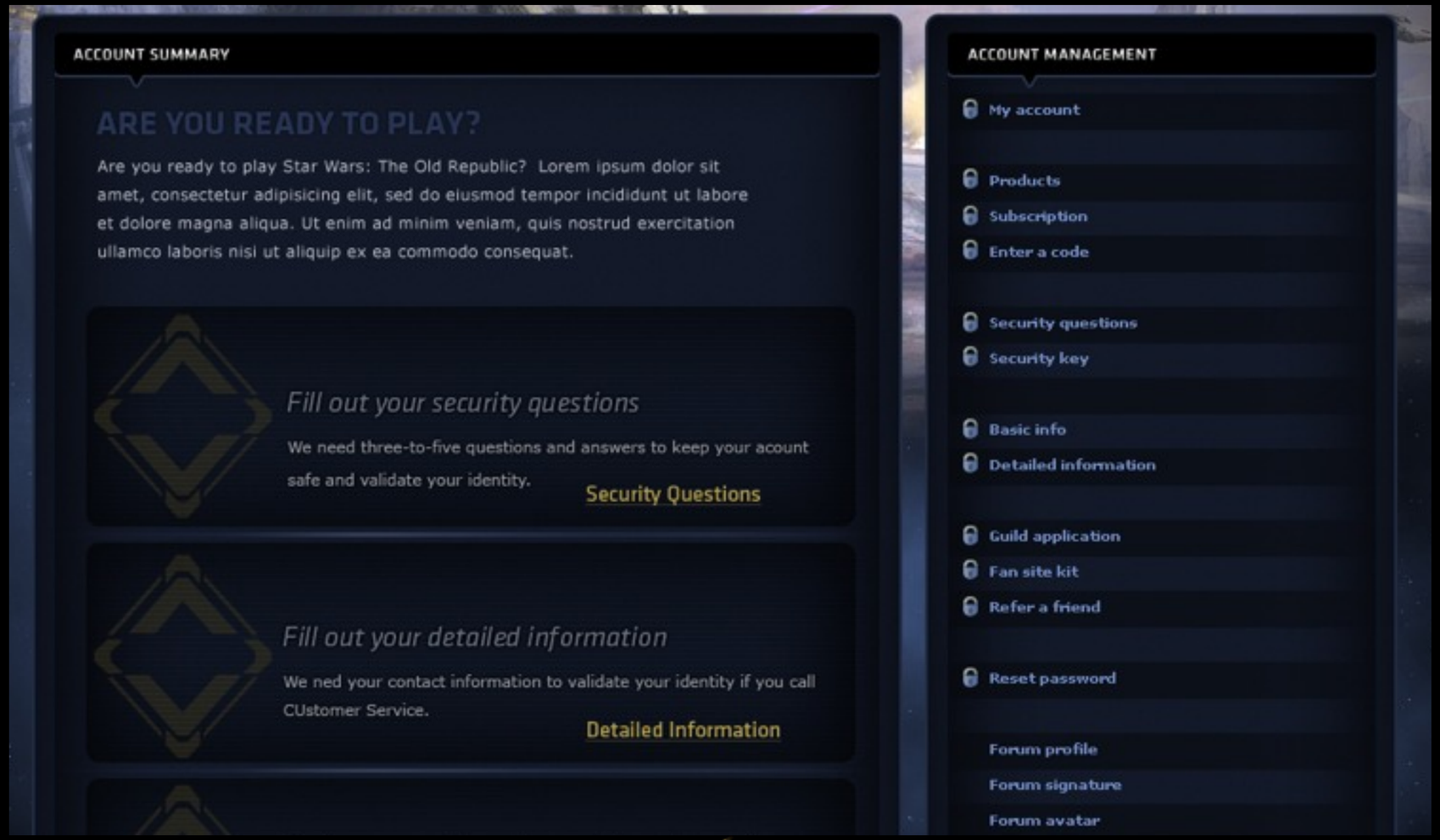
Motivated, existing user logs in



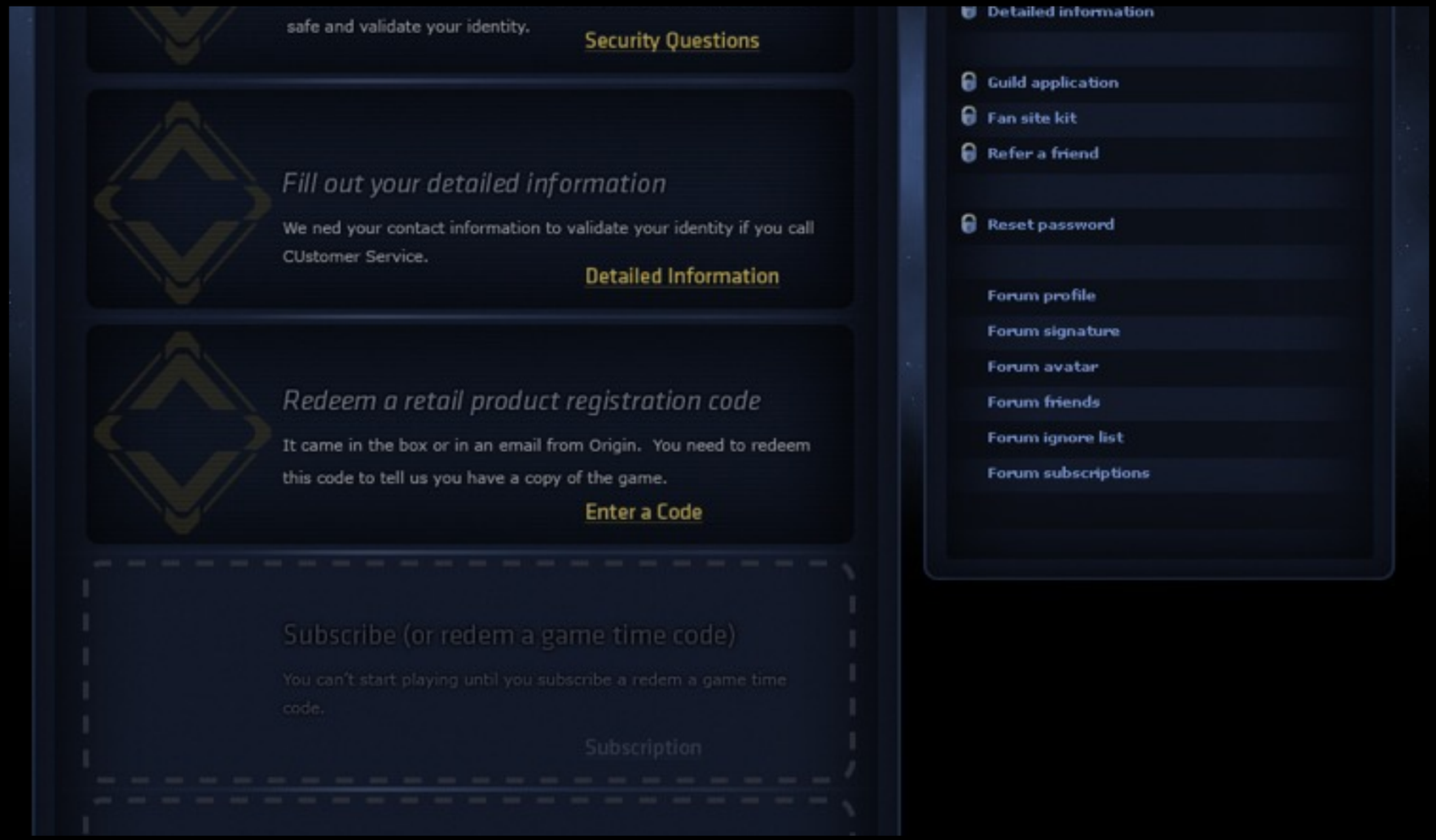
Sent to "Ready-to-play" lander



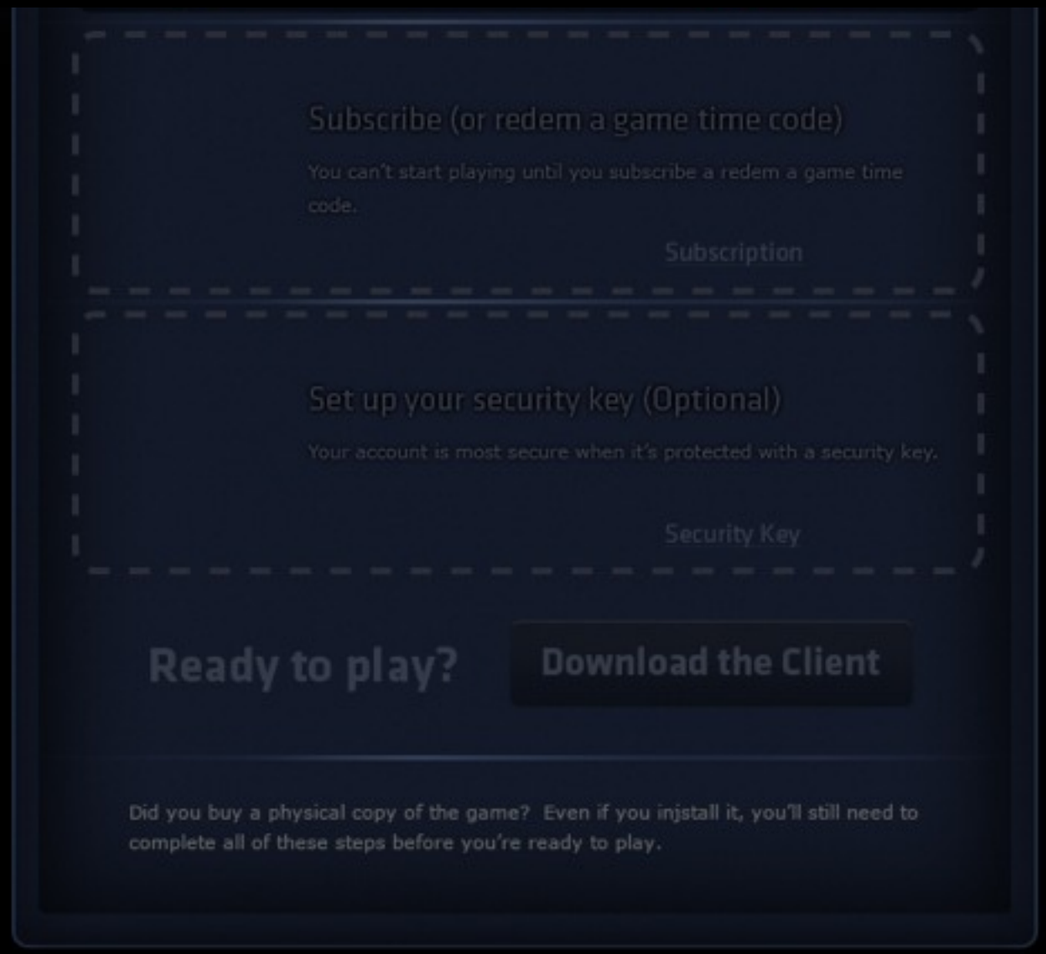
"Ready-to-play" lander detail



"Ready-to-play" lander detail



“Ready-to-play” lander detail



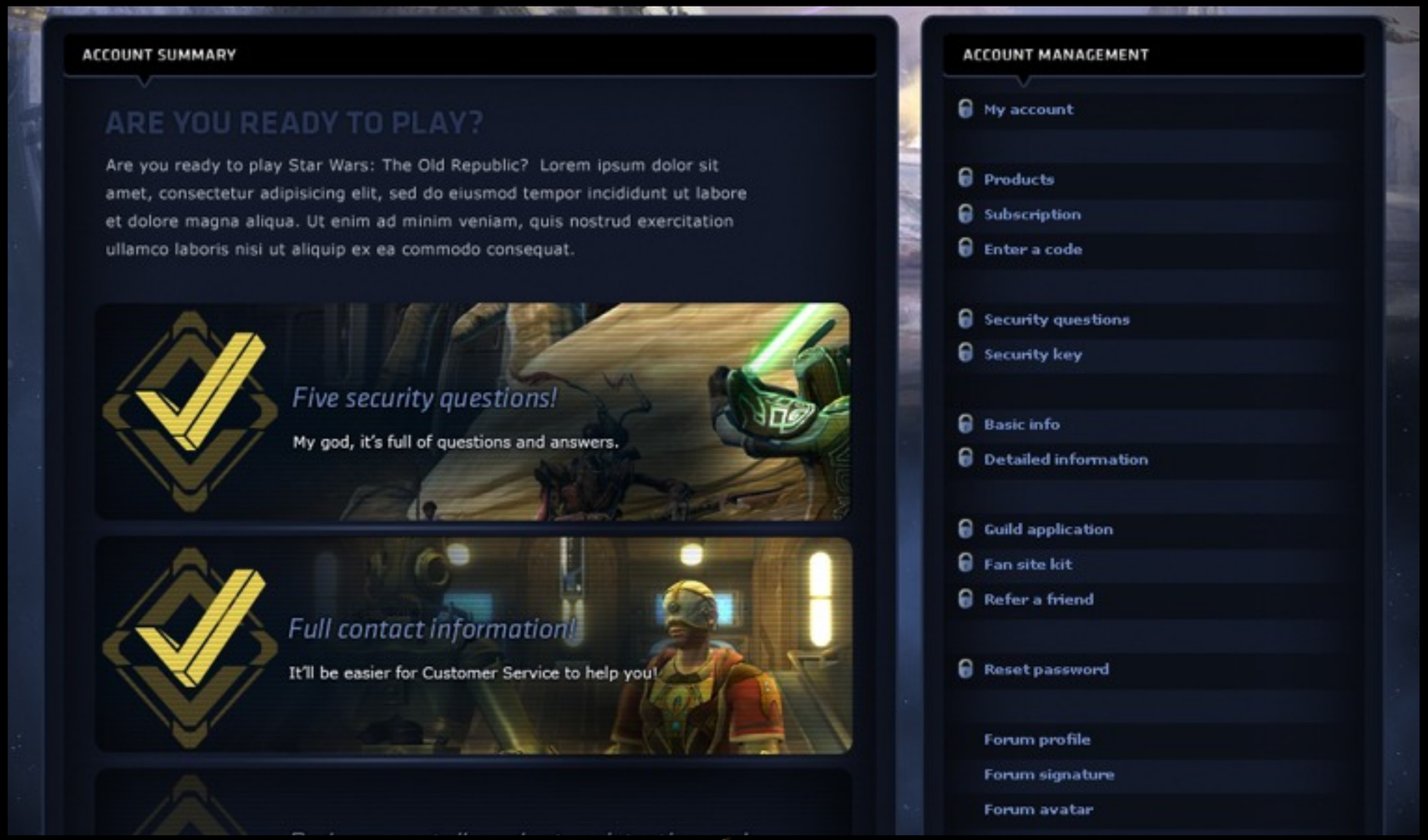
Purpose of "Ready-to-play" lander

- Walk users through providing:
  - Three to five security questions
  - Contact information, including phone number
  - A retail product registration code
  - A recurring billing subscription or a 60-day game time code
- Security key will be promoted, but is optional
- Each "to-do" is provided through *each existing flow*, with users redirected to the lander on completion.

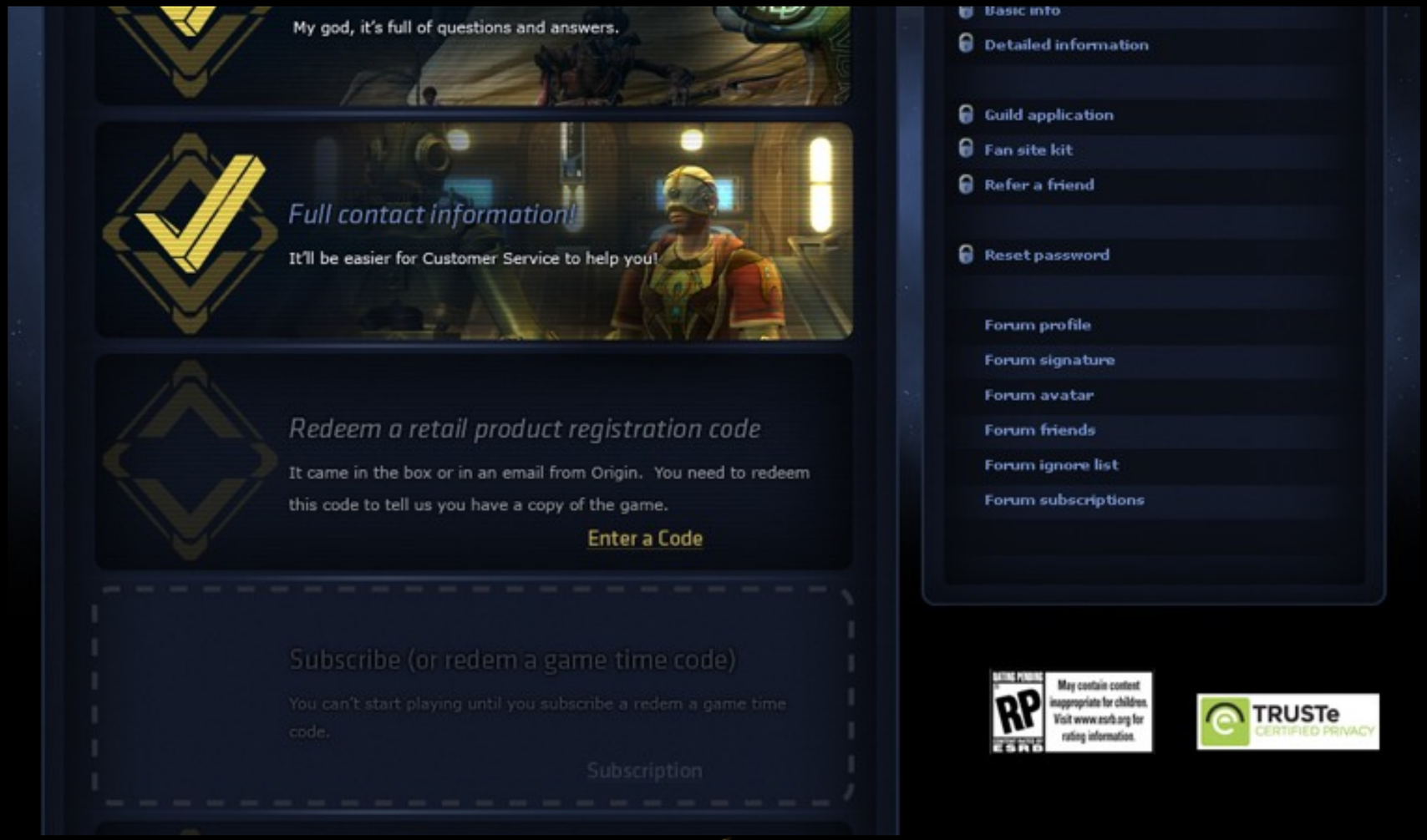
Partial progress for many users

- Many users will already have filled out:
  - Contact information
    - Required as part of tester signups
  - A retail product registration code
    - Users are sent through a flow similar to pre-orders
  - Security questions
    - This was required at log-in for a time

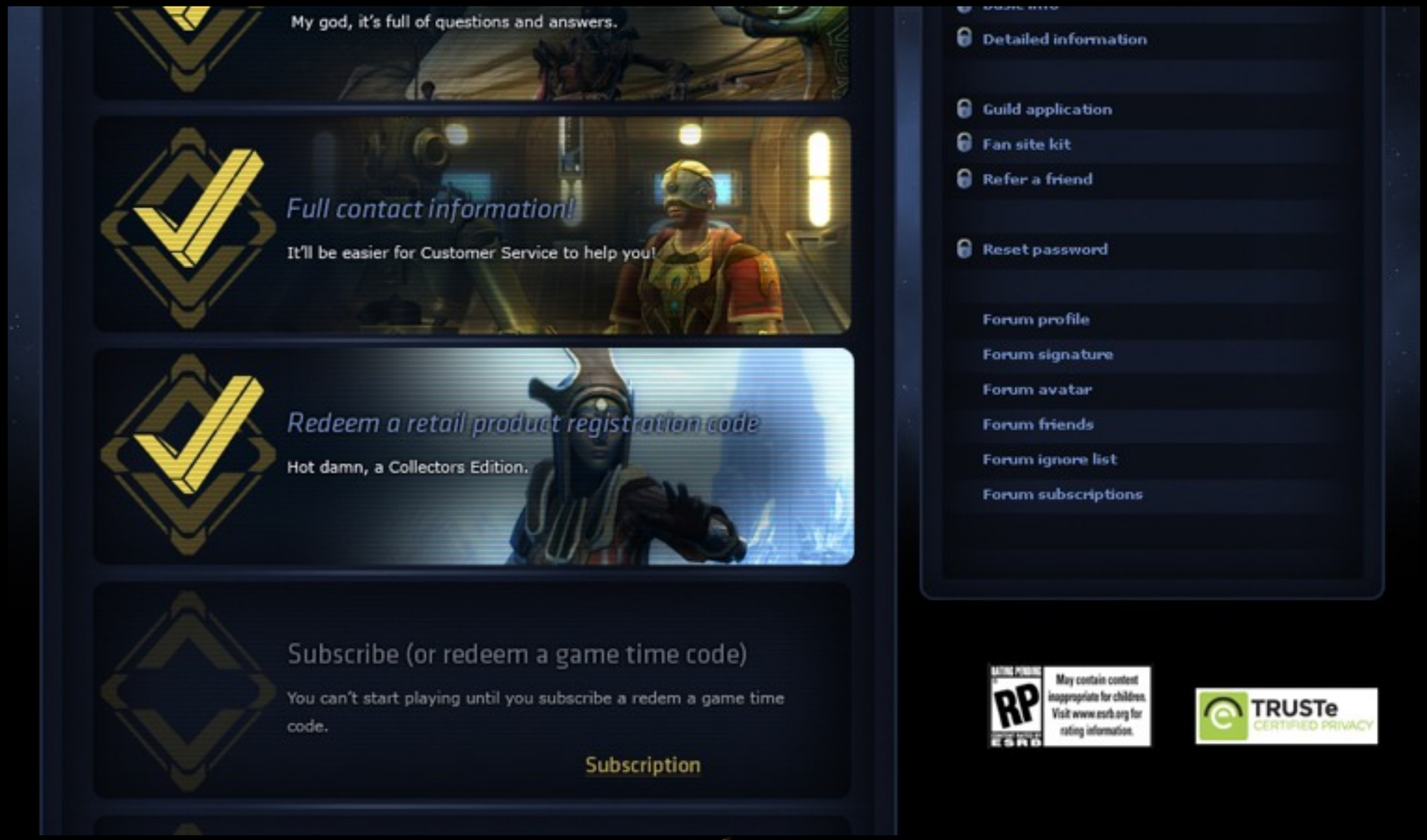
An active tester might see this



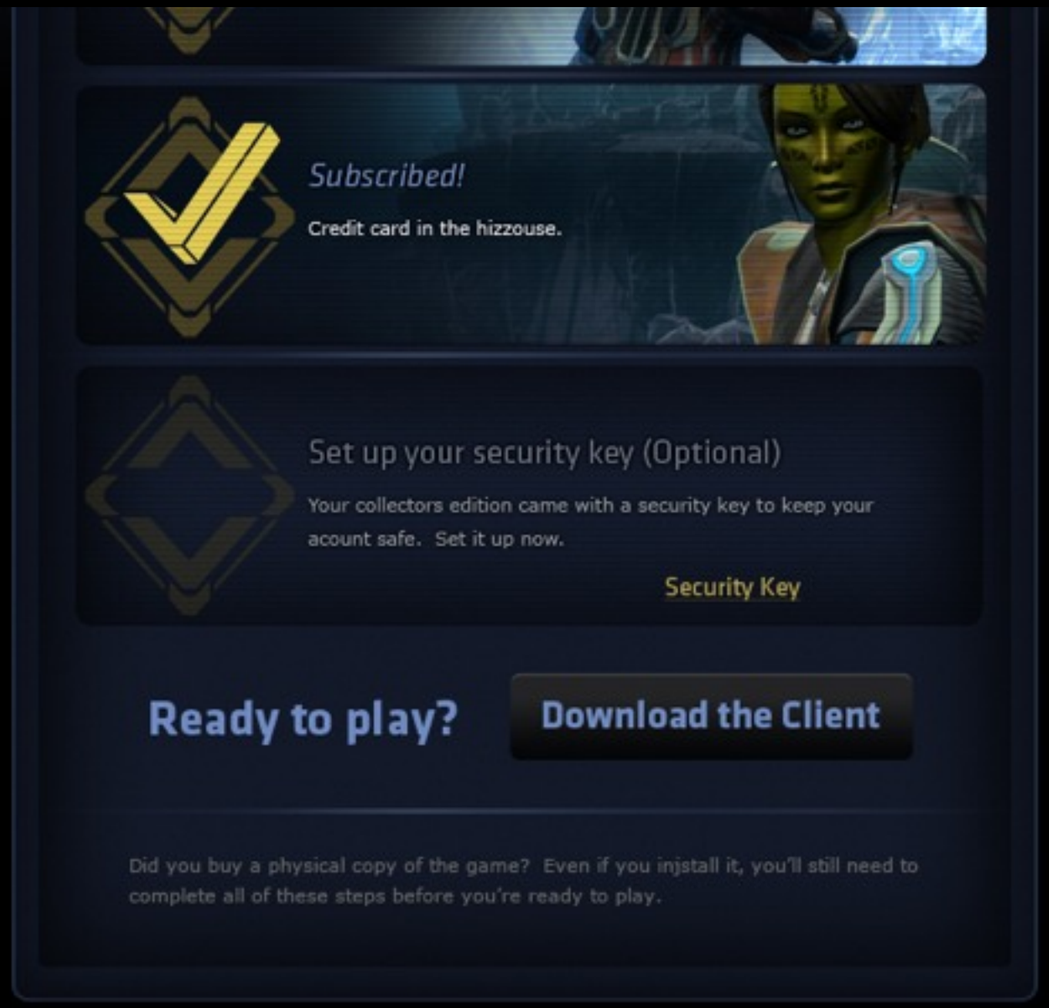
"Enter a code" is the next to-do



A product code leads to "subscribe"



Subscribing means ready-to-play



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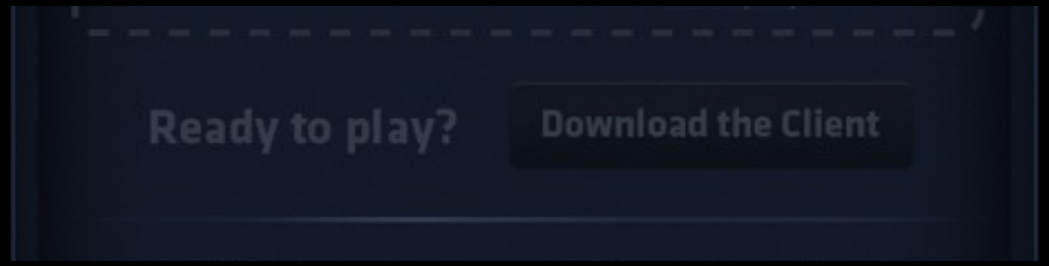
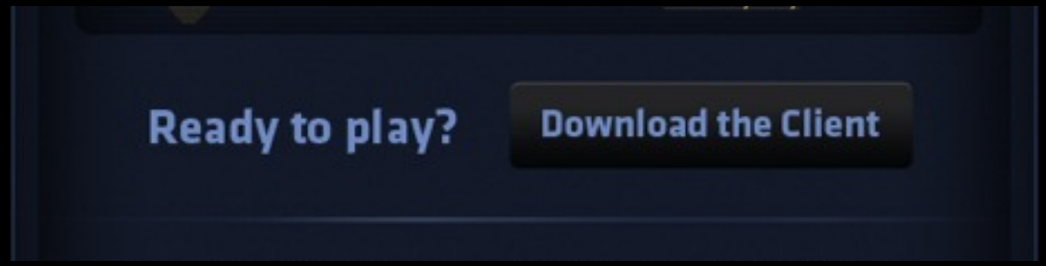
Compare "not ready" to "ready"





Questions?

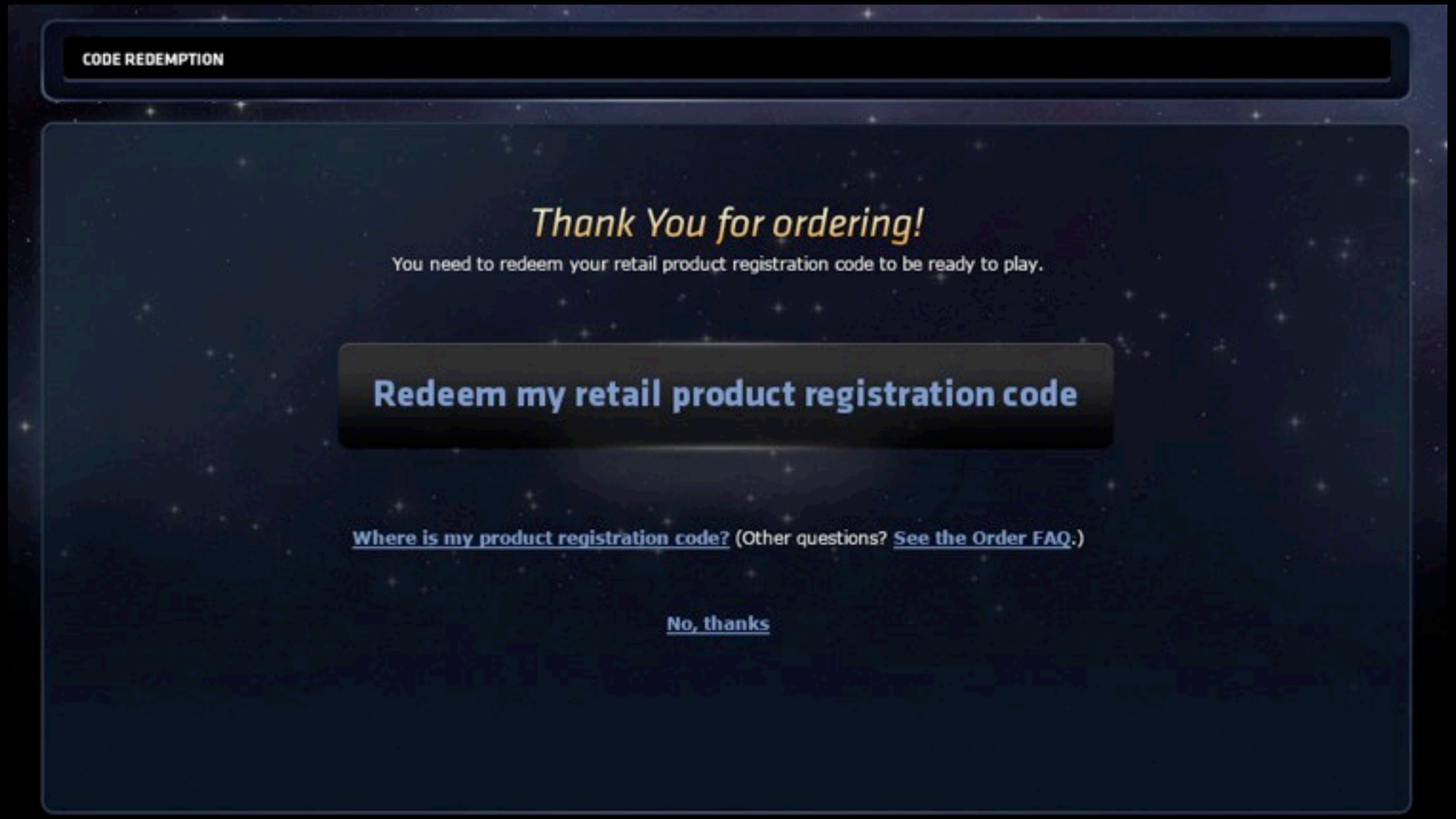
Details, details

- How does the launcher tell you to go to the web?
- What does the code insert in the retail box look like?
- What does the retail code burn process work like?
- Isn’t there an upgrade upsell thingus in here?
- I know we’ve approved all the individual processes already, but what do they look like, again?

Launcher appearance

Retail inserts

WWW.SWTOR.COM/REDEEM/GAME



I click the button and then?

- If you're logged in, you go right to Lockbox.
- If you're not logged in, you get prompted to log in, and then you go to Lockbox.
- If you don't have an account, you click the "Sign up" button on the login form and create one. When you validate your email you see the next screen, you get prompted to log in, and then you go to Lockbox.
- *This is exactly the same as pre-order code burns.*

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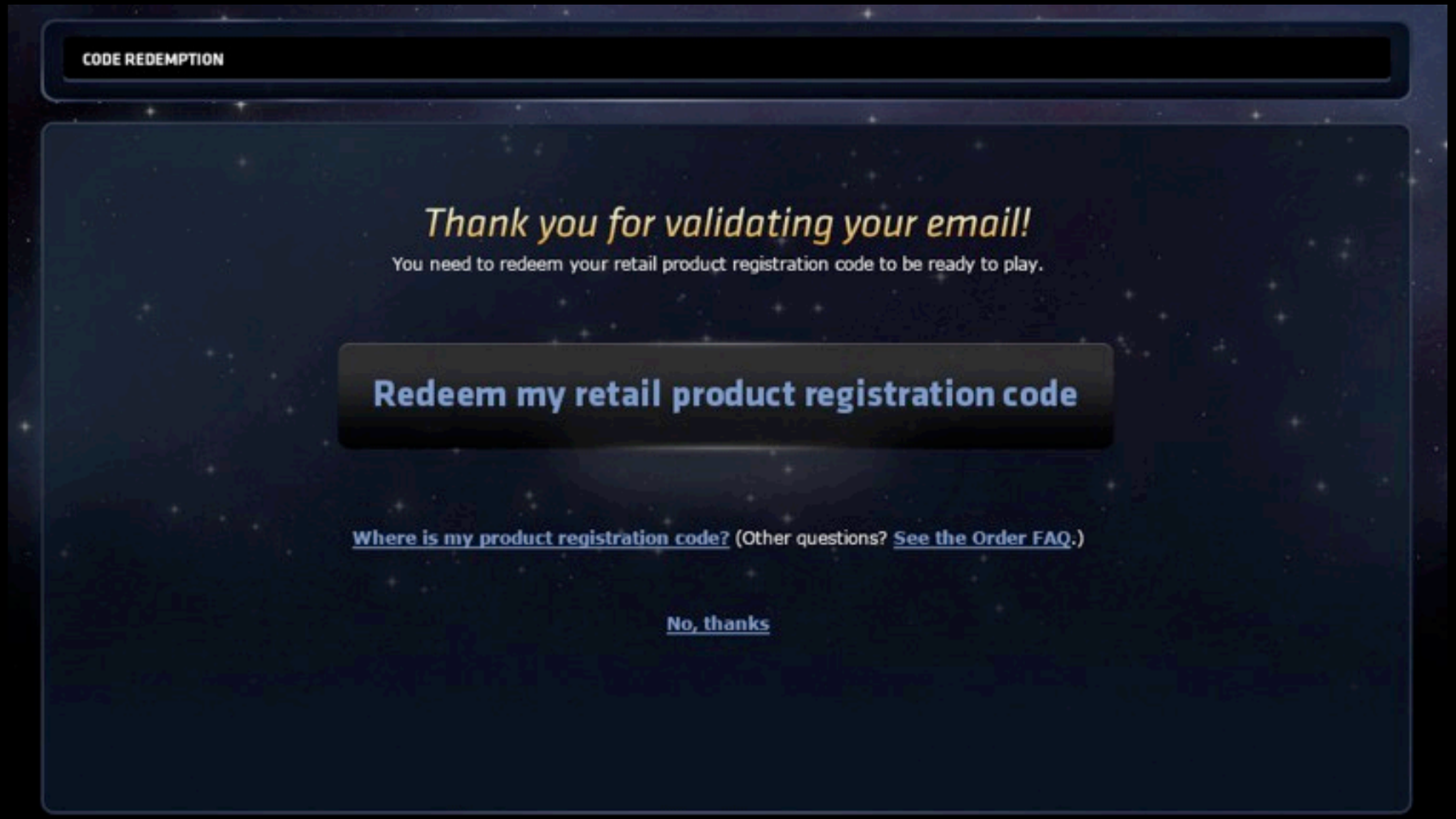
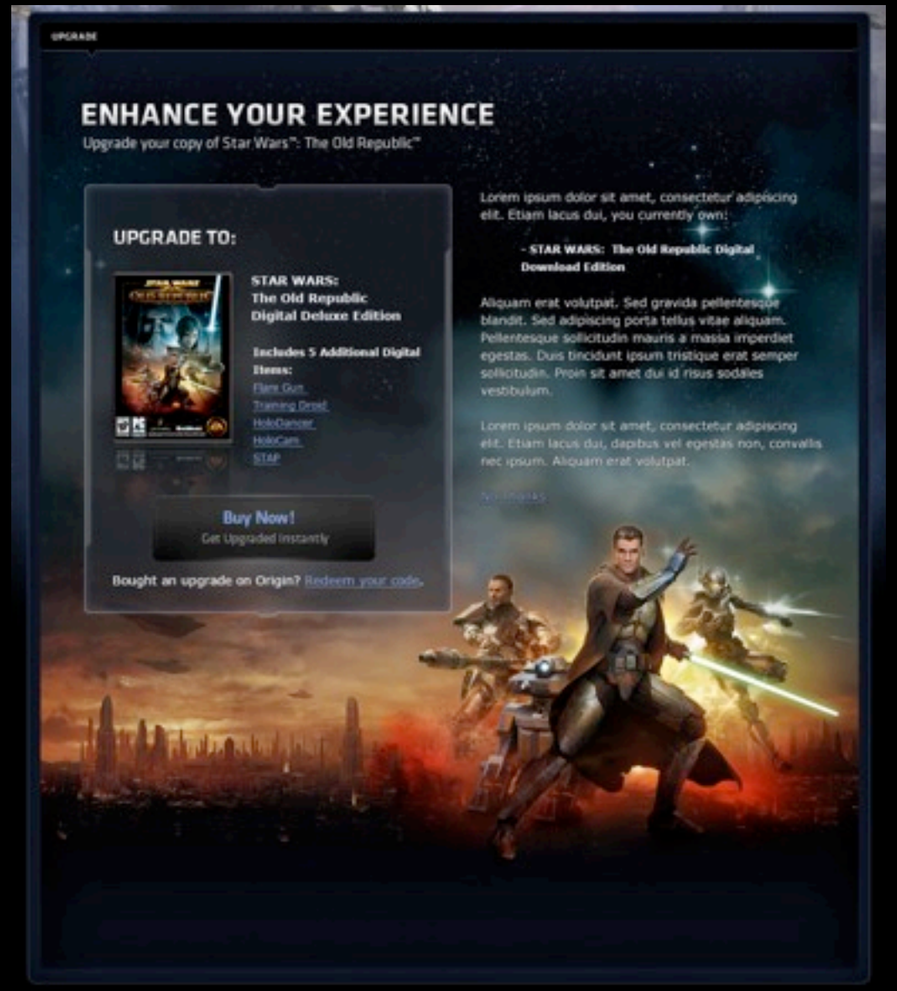
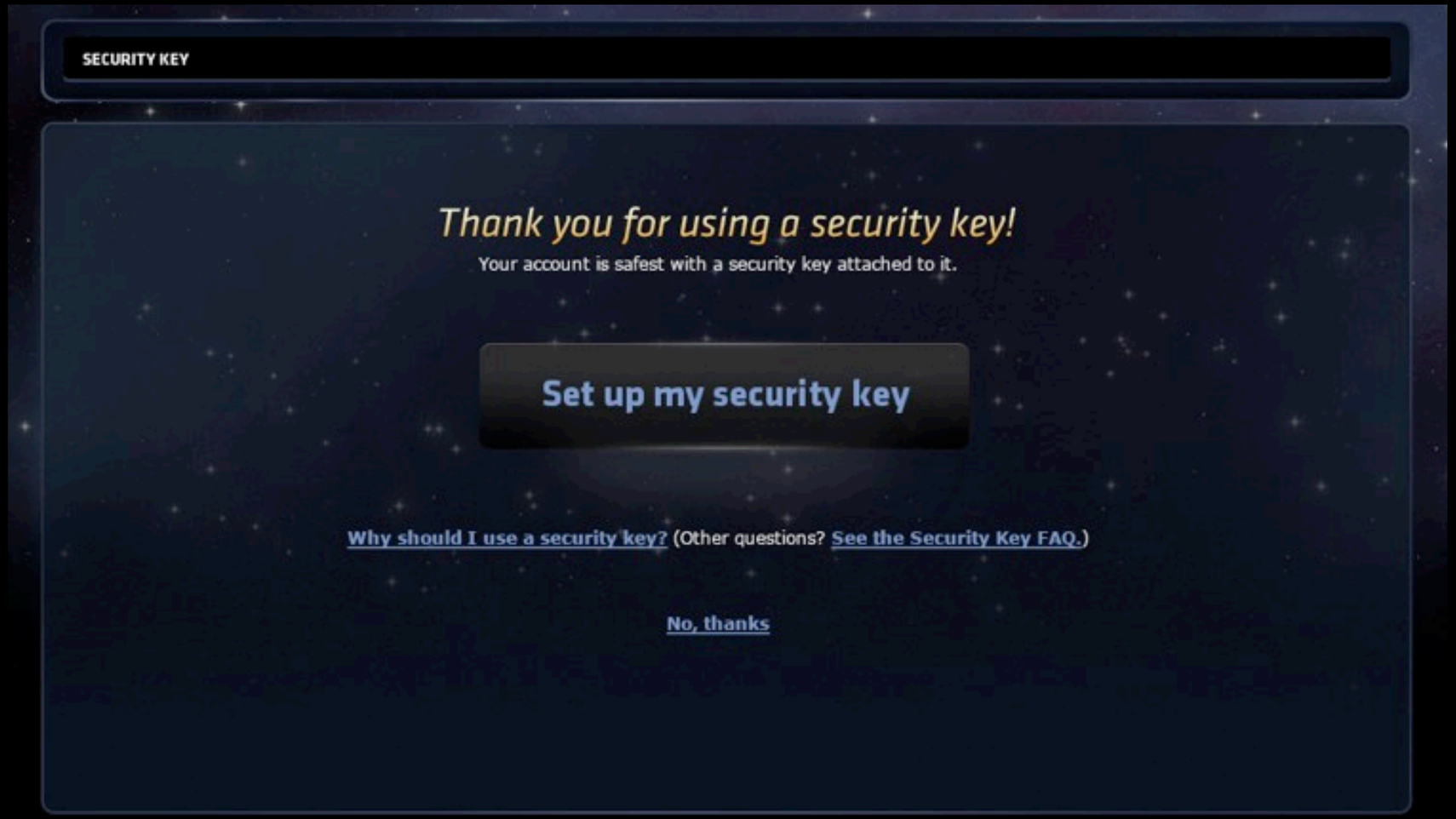
Email validation (code burn)



Upsell (after subscribe)



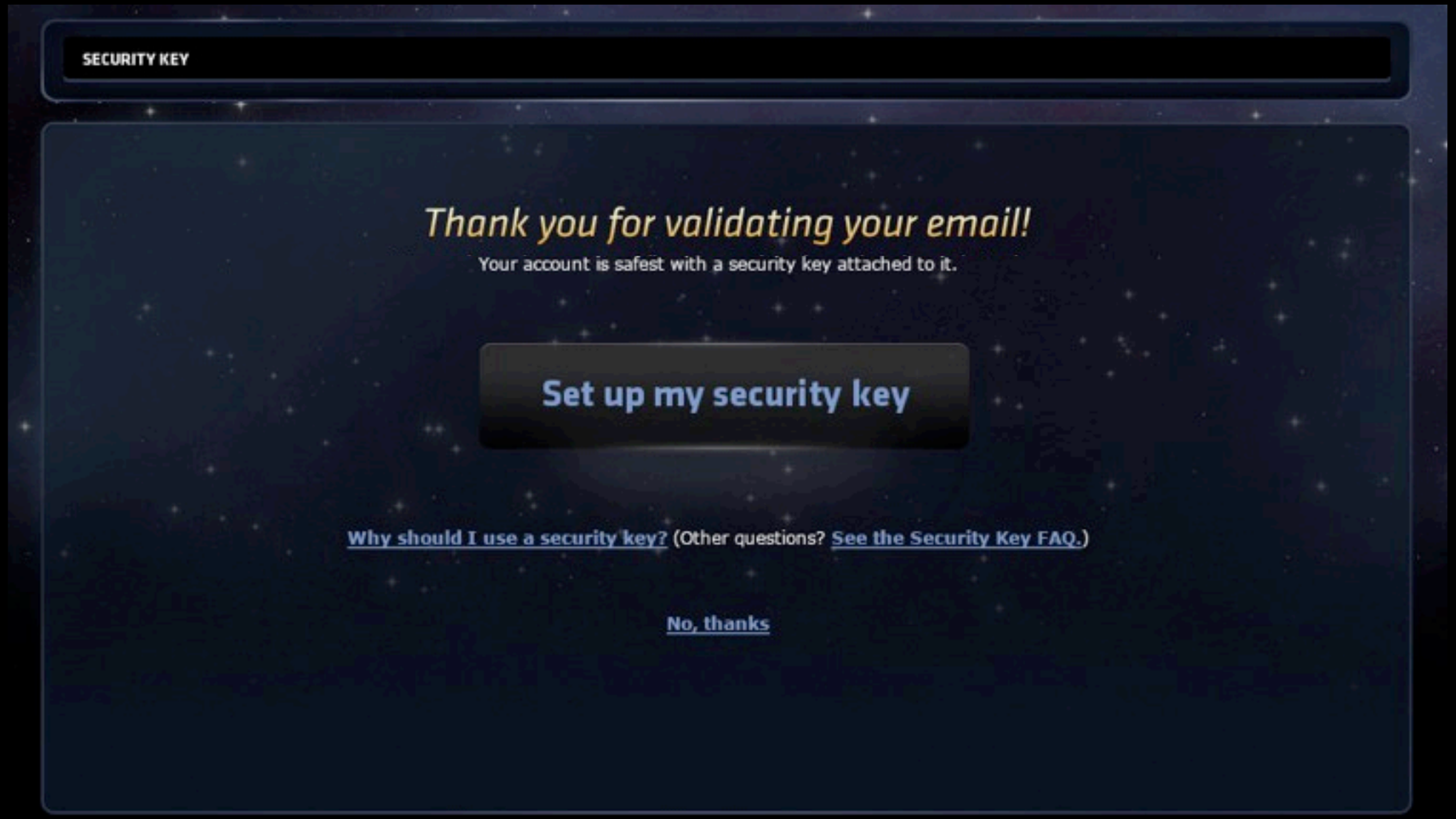
WWW.SWTOR.COM/SECURITYKEYSETUP



I click the button and then?

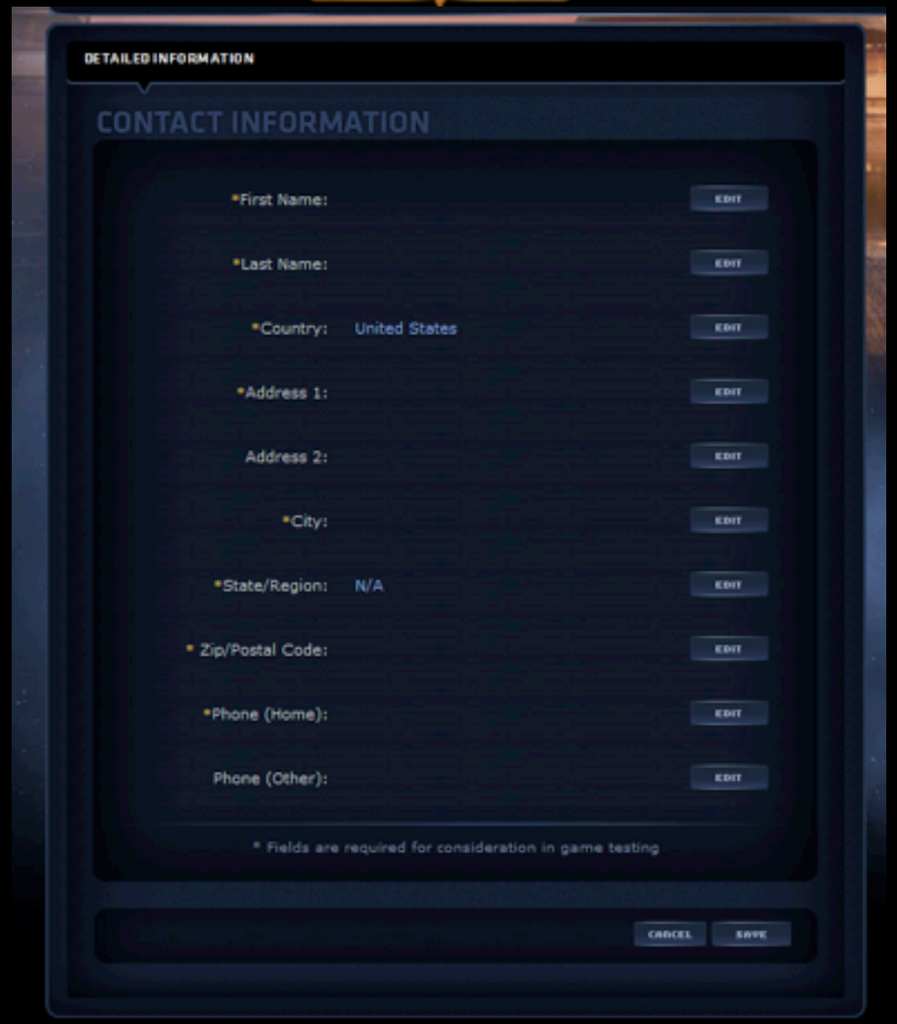
- If you're logged in, you go right to security key setup.
- If you're not logged in, you get prompted to log in, and then you go to security key setup.
- If you don't have an account, you click the "Sign up" button on the login form and create one. When you validate your email you see the next screen, you get prompted to log in, and then you go to security key setup.
- *This is exactly the same as with code burns.*

Email validation (security key)

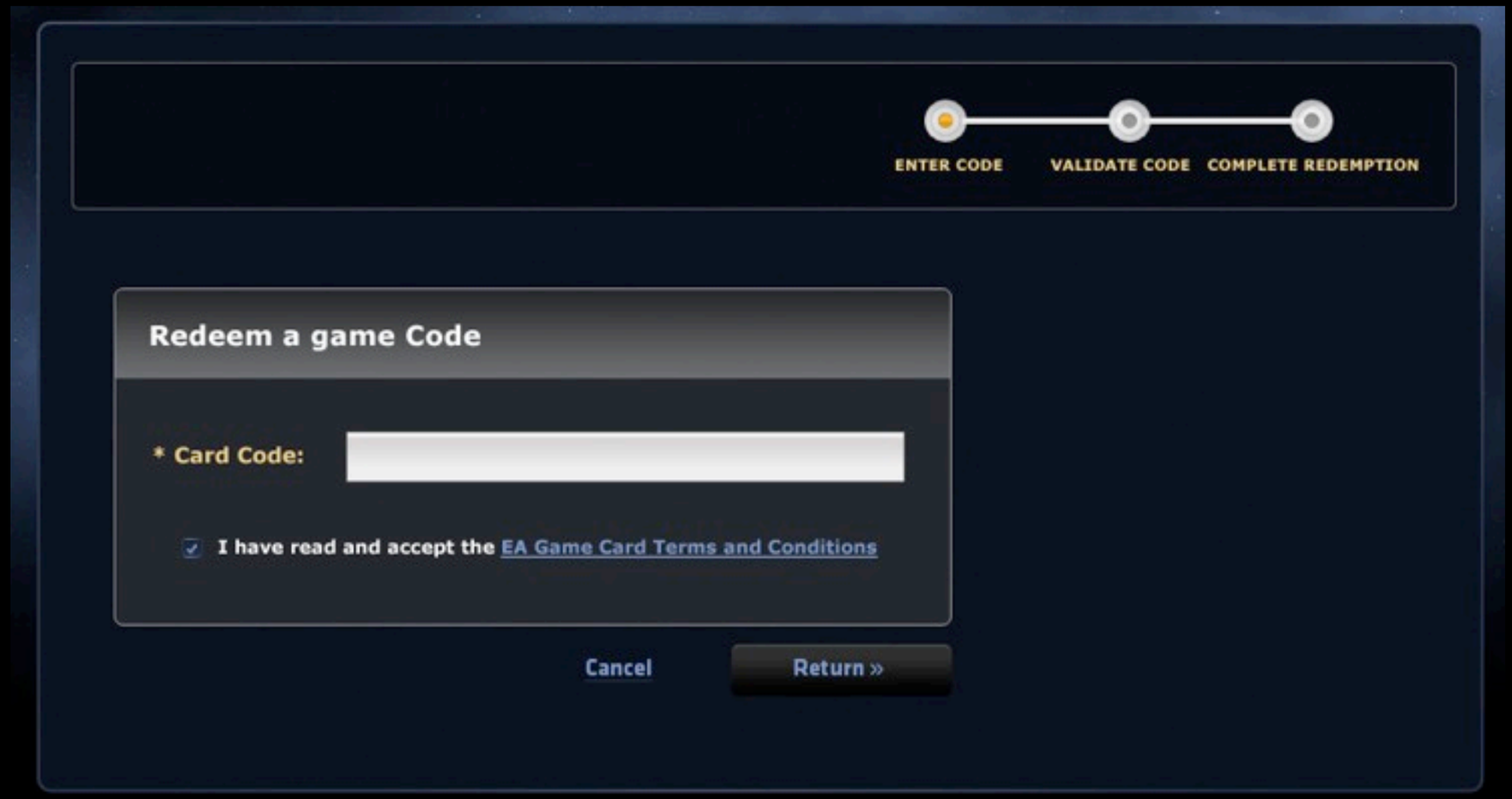


Security Questions

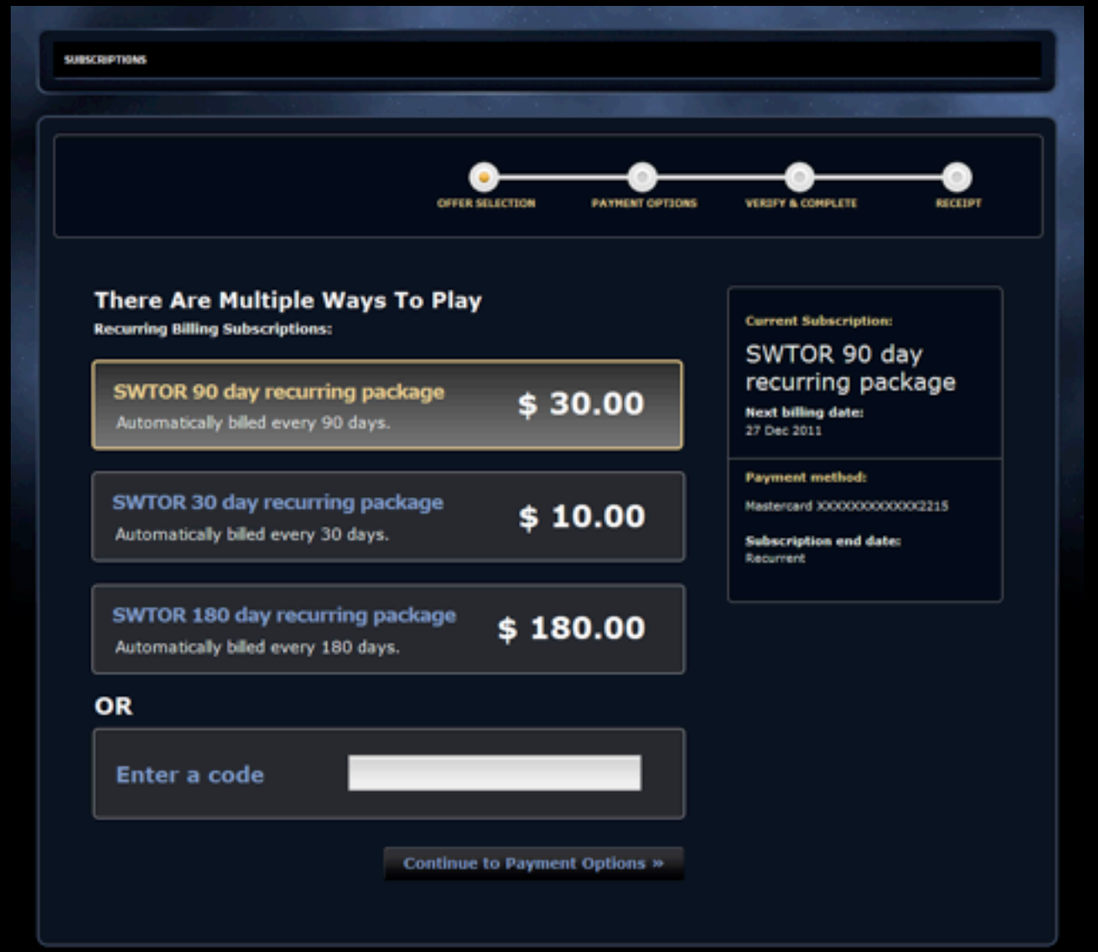
Contact information



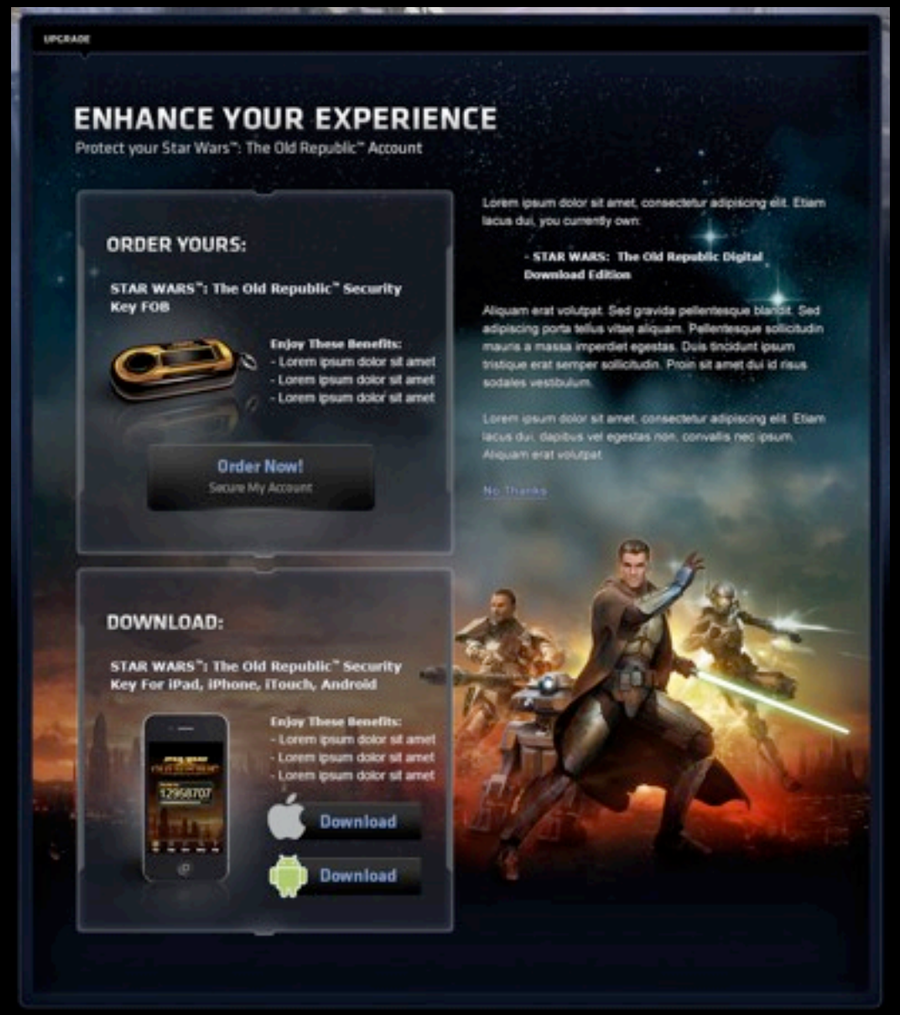
Code redemption

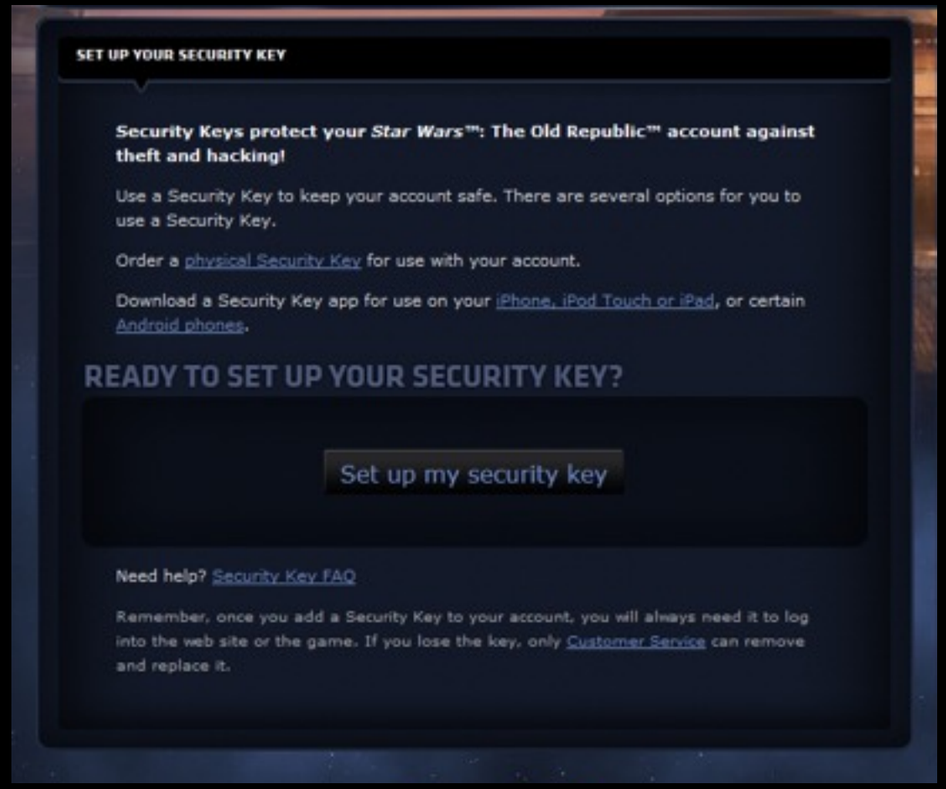


Subscribe


SUBSCRIPTIONS
OFFER SELECTION
PAYMENT OPTIONS
VERIFY & COMPLETE
RECEIPT
There Are Multiple Ways To Play
Recurring Billing Subscriptions:
SWTOR 90 day recurring package
Automatically billed every 90 days.
$ 30.00
SWTOR 30 day recurring package
Automatically billed every 30 days.
$ 10.00
SWTOR 180 day recurring package
Automatically billed every 180 days.
$ 180.00
OR
Enter a code
Continue to Payment Options »
Current Subscription:
SWTOR 90 day recurring package
Next billing date:
27 Dec 2011
Payment method:
Mastercard XXXXXXXXXXXX2215
Subscription end date:
Recurrent

Security key





Questions?