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**STAR WARS**  
THE  
**OLD REPUBLIC**

Final Startup Flow  
October 2011

# USERS NEED TO BE “READY TO PLAY”

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- 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

LOGIN TO SWTOR.COM

Email address:

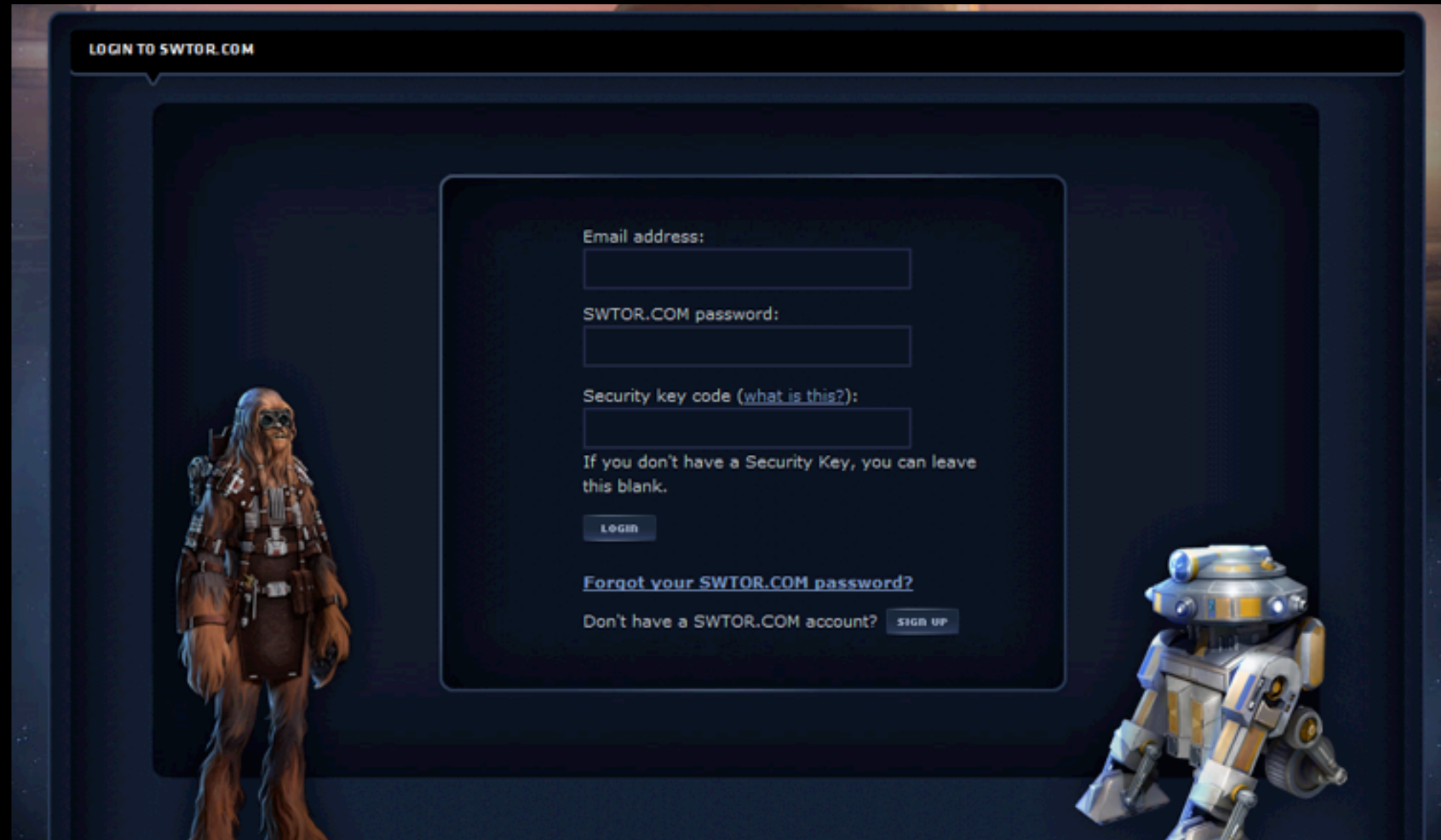
SWTOR.COM password:

Security key code ([what is this?](#)):

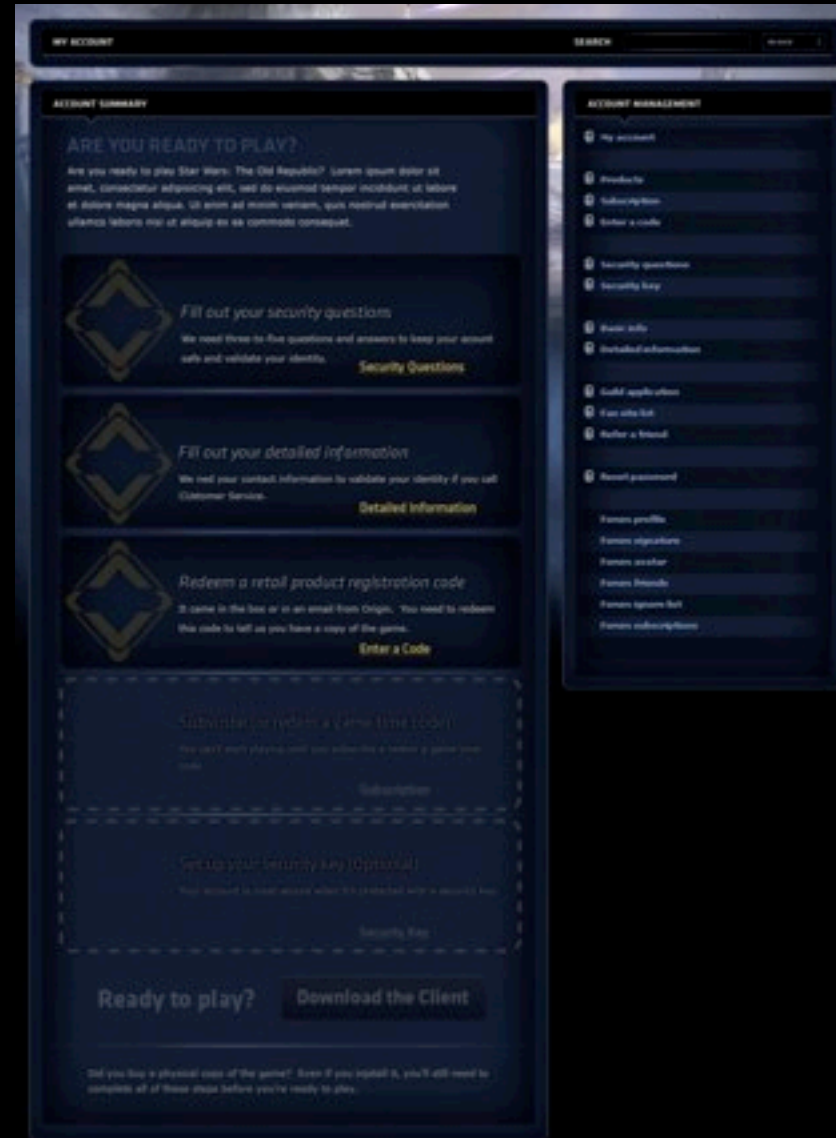
If you don't have a Security Key, you can leave this blank.

[Forgot your SWTOR.COM password?](#)

Don't have a SWTOR.COM account?

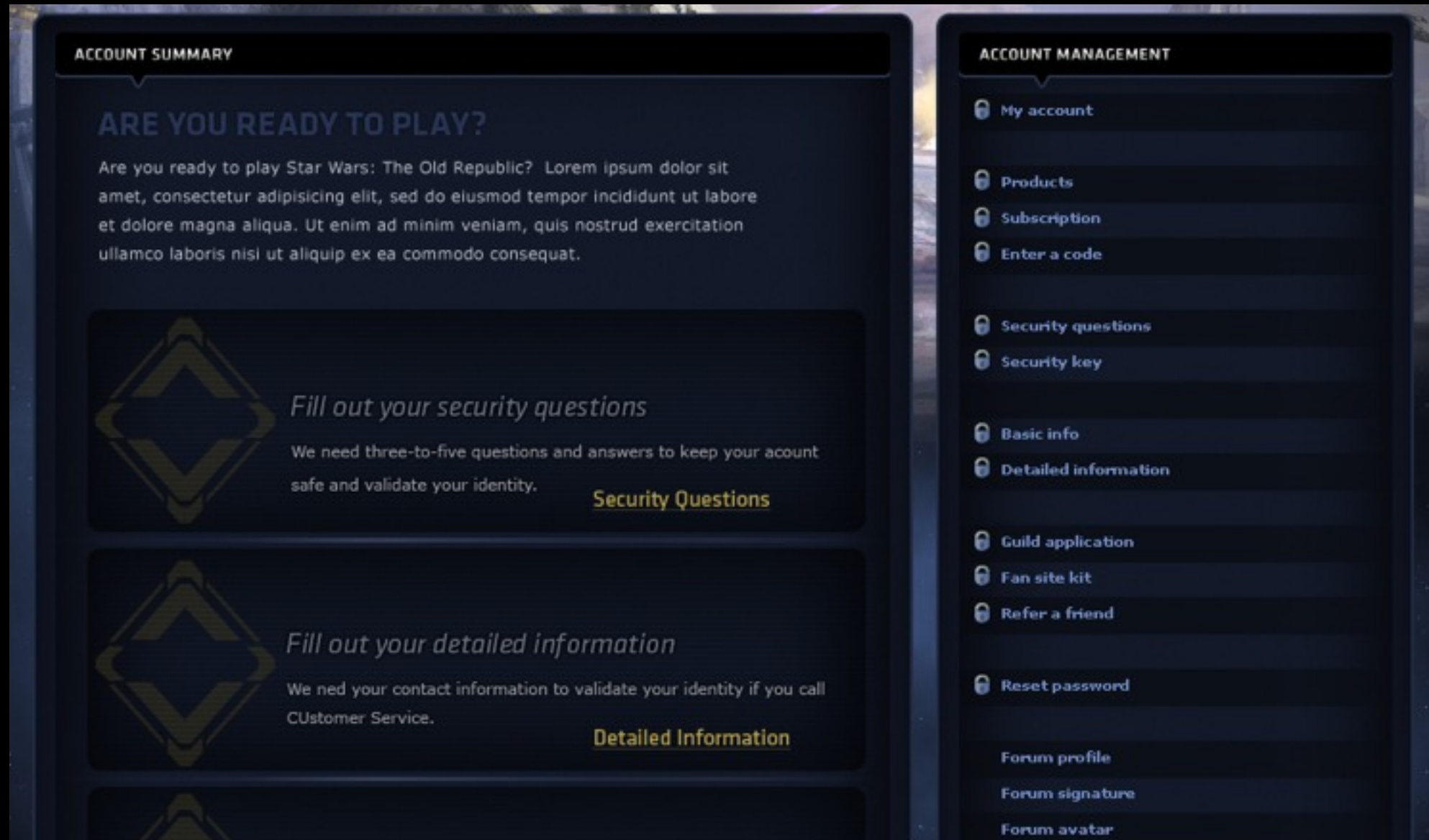


# SENT TO "READY-TO-PLAY" LANDER





# “READY-TO-PLAY” LANDER DETAIL



# “READY-TO-PLAY” LANDER DETAIL

safe and validate your identity. **Security Questions**

*Fill out your detailed information*  
We need your contact information to validate your identity if you call Customer Service. **Detailed Information**

*Redeem a retail product registration code*  
It came in the box or in an email from Origin. You need to redeem this code to tell us you have a copy of the game. **Enter a Code**

**Subscription**  
Subscribe (or redeem a game time code)  
You can't start playing until you subscribe or redeem a game time code.

**Detailed information**

- Guild application
- Fan site kit
- Refer a friend
- Reset password
- Forum profile
- Forum signature
- Forum avatar
- Forum friends
- Forum ignore list
- Forum subscriptions

# “READY-TO-PLAY” LANDER DETAIL

Subscribe (or redem a game time code)

You can't start playing until you subscribe a redem a game time code.

Subscription

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Set up your security key (Optional)

Your account is most secure when it's protected with a security key.

Security Key

**Ready to play?** [Download the Client](#)

Did you buy a physical copy of the game? Even if you ininstall it, you'll still need to complete all of these steps before you're ready to play.

# PURPOSE OF “READY-TO-PLAY” LANDER

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- 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

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- 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

**ACCOUNT SUMMARY**

## ARE YOU READY TO PLAY?

Are you ready to play Star Wars: The Old Republic? Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

*Five security questions!*  
My god, it's full of questions and answers.

*Full contact information!*  
It'll be easier for Customer Service to help you!

**ACCOUNT MANAGEMENT**

- My account
- Products
- Subscription
- Enter a code
- Security questions
- Security key
- Basic info
- Detailed information
- Guild application
- Fan site kit
- Refer a friend
- Reset password
- Forum profile
- Forum signature
- Forum avatar

# “ENTER A CODE” IS THE NEXT TO-DO

The screenshot displays the 'Enter a Code' section of the Star Wars: The Old Republic website. The main content area is divided into three sections:

- My god, it's full of questions and answers.** (with a background image of a character)
- Full contact information!** It'll be easier for Customer Service to help you! (with a background image of a character and a large checkmark icon)
- Redeem a retail product registration code**  
It came in the box or in an email from Origin. You need to redeem this code to tell us you have a copy of the game.  
[Enter a Code](#)

Below these sections is a dashed border containing:

- Subscribe (or redem a game time code)**  
You can't start playing until you subscribe a redem a game time code.  
[Subscription](#)

On the right side, there is a user profile menu with the following options:

- Basic info
- Detailed information
- Guild application
- Fan site kit
- Refer a friend
- Reset password
- Forum profile
- Forum signature
- Forum avatar
- Forum friends
- Forum ignore list
- Forum subscriptions

At the bottom right, there are two logos: the ESRB rating 'RP' (Rating Pending) and the TRUSTe Certified Privacy logo.



# A PRODUCT CODE LEADS TO “SUBSCRIBE”

The screenshot shows a website interface for Star Wars: The Old Republic. On the left, there is a vertical list of options, each with a gold checkmark icon:

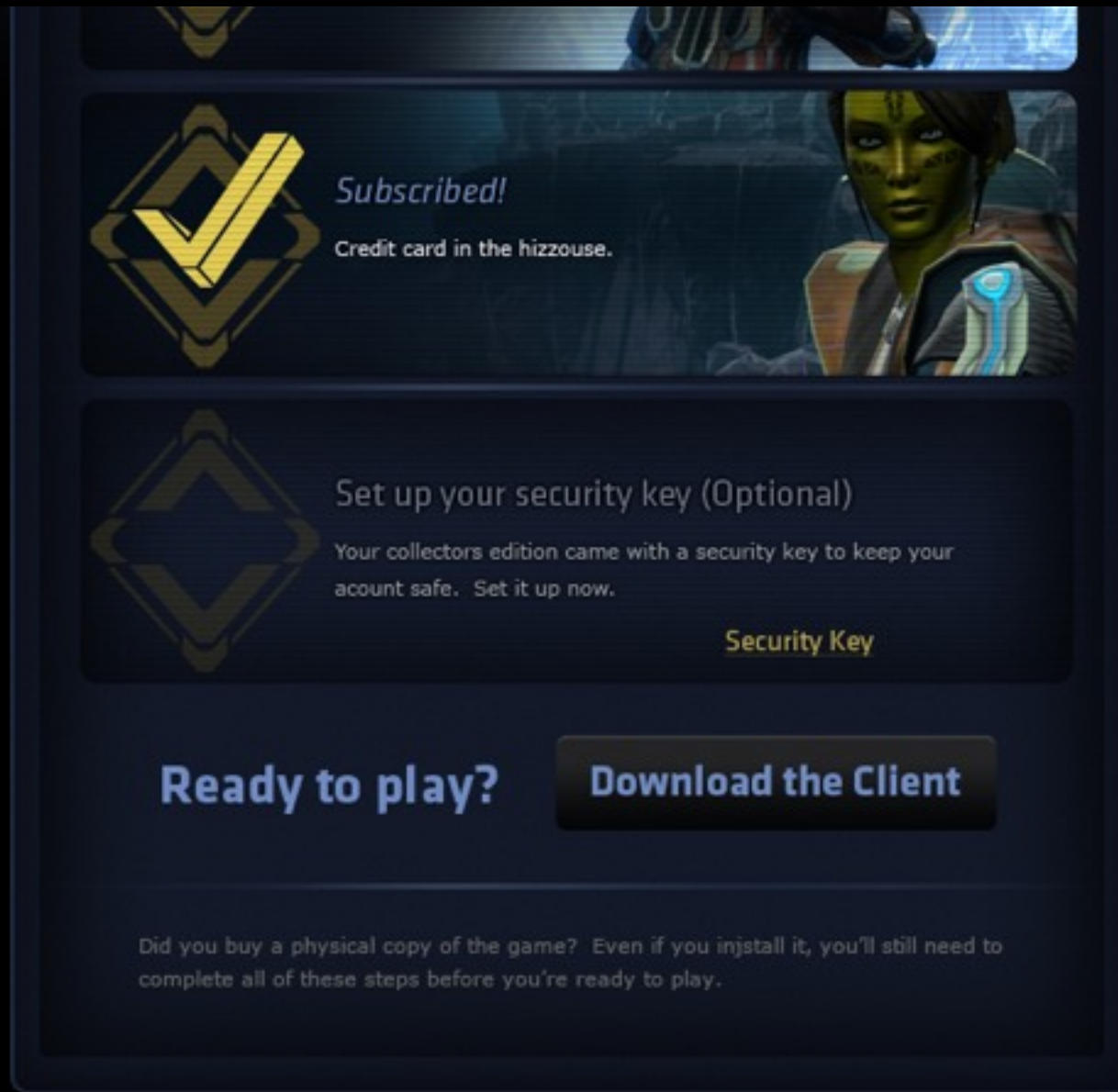
- My god, it's full of questions and answers.
- Full contact information!**  
It'll be easier for Customer Service to help you!
- Redeem a retail product registration code**  
Hot damn, a Collectors Edition.
- Subscribe (or redeem a game time code)**  
You can't start playing until you subscribe a redem a game time code.  
[Subscription](#)

On the right, there is a navigation menu with the following items:

- Detailed information
- Guild application
- Fan site kit
- Refer a friend
- Reset password
- Forum profile
- Forum signature
- Forum avatar
- Forum friends
- Forum ignore list
- Forum subscriptions

At the bottom right, there are two logos: the ESRB rating 'RP' (Rating Pending) and the TRUSTe Certified Privacy logo.

# SUBSCRIBING MEANS READY-TO-PLAY



**Subscribed!**  
Credit card in the hizzouse.

**Set up your security key (Optional)**  
Your collectors edition came with a security key to keep your account safe. Set it up now.

[Security Key](#)

**Ready to play?** [Download the Client](#)

Did you buy a physical copy of the game? Even if you install it, you'll still need to complete all of these steps before you're ready to play.



May contain content inappropriate for children. Visit [www.esrb.org](http://www.esrb.org) for rating information.






# COMPARE “NOT READY” TO “READY”

ACCOUNT SUMMARY

## ARE YOU READY TO PLAY?

Are you ready to play Star Wars: The Old Republic? Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



*Fill out your security questions*


We need three-to-five questions and answers to keep your account safe and validate your identity.

[Security Questions](#)

ACCOUNT SUMMARY

## YOU'RE READY TO PLAY!

Are you ready to play Star Wars: The Old Republic? Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



*Three security questions!*

Five would be better, but that's god enough.



Ready to play? [Download the Client](#)

Ready to play? [Download the Client](#)

# QUESTIONS?

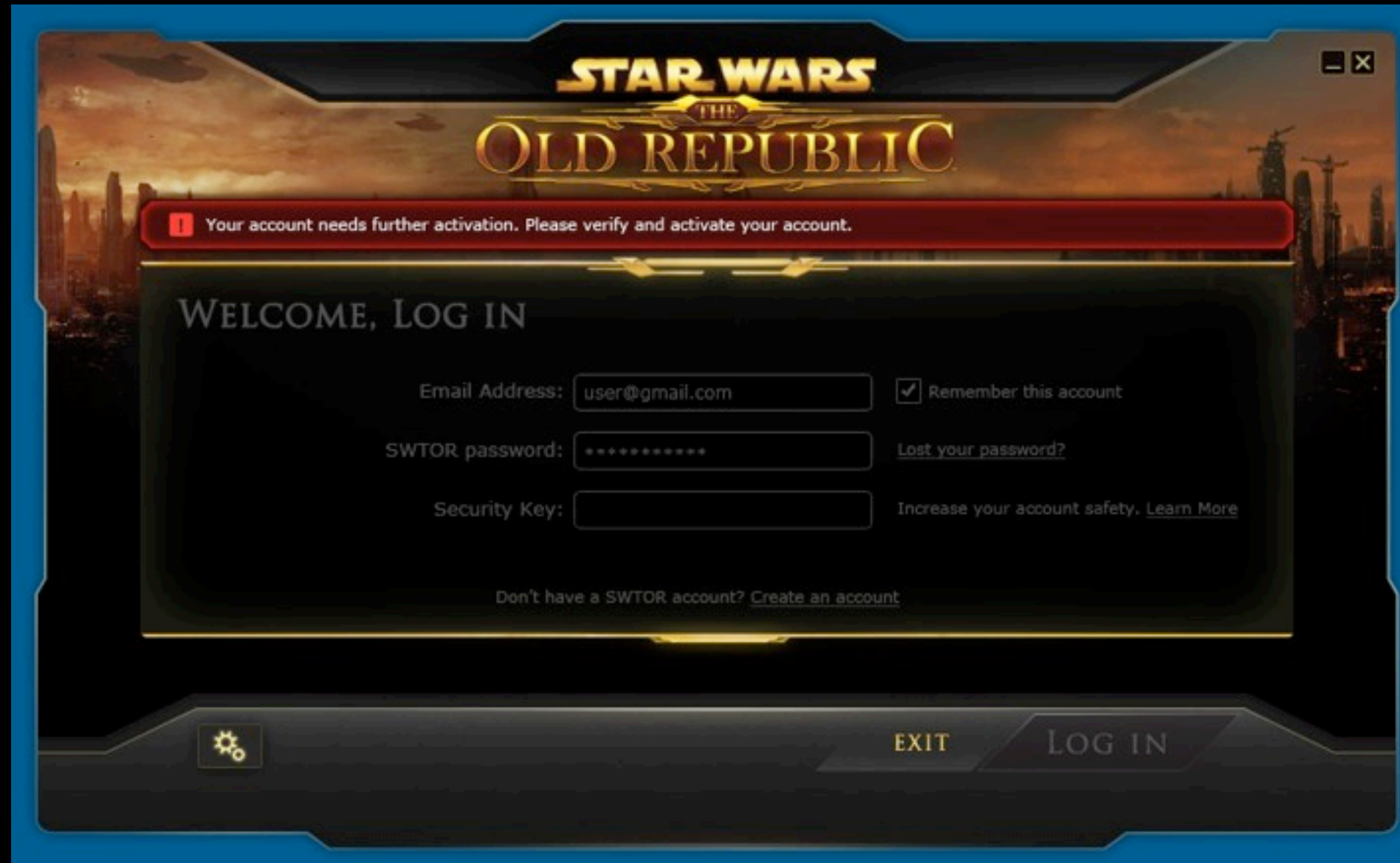
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# DETAILS, DETAILS

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- 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

## STAR WARS THE OLD REPUBLIC

PRODUCT REGISTRATION CODE

REDEEM YOUR CODE

1. GO TO [WWW.SWTOR.COM/REDEEM/GAME](http://www.swtor.com/redeem/game).
2. CLICK "REDEEM YOUR PRODUCT REGISTRATION CODE" (YOU WILL BE PROMPTED TO LOG IN OR CREATE A STAR WARS: THE OLD REPUBLIC™ ACCOUNT IF NEEDED).
3. ENTER AND CONFIRM YOUR PRODUCT REGISTRATION CODE WHEN PROMPTED.
4. FOLLOW THE ON-SCREEN INSTRUCTIONS TO COMPLETE YOUR REGISTRATION.
5. INSTALL THE GAME AND BEGIN PLAYING.



LUCASARTS

BIOWARE



ACCEPTANCE OF END USER AGREEMENT (EULA), PROPERLY INTERNET CONNECTION, AND ACCOUNT REGISTRATION WITH ENCLOSED ONE-TIME USE SERIAL CODE REQUIRED TO PLAY. MUST BE 13+ TO REGISTER. SERIAL CODE IS NON-TRANSFERABLE SINCE SERIAL, PAID SUBSCRIPTION AND WALK PAYMENT METHODS REQUIRED TO PLAY ONLINE DOWNLOAD OF THE PRODUCT REQUIRES ACCEPTANCE OF ONLINE END USER LICENSE AGREEMENT (EULA) AND INSTALLATION OF ONLINE APPLICATION SOFTWARE (WWW.LUCASARTS.COM/EULA, WWW.BIOWARE.COM/EULA AND WWW.EA.COM/EULA FOR DETAILS). AGREEMENT TO SHARE ACCOUNT INFORMATION WITH LUCASFILM ENTERTAINMENT COMPANY LTD. (LUCASFILM) IS REQUIRED. GAME INTENDED FOR PLAY ONLY WITHIN NORTH AMERICA AND EUROPE. PROMPT POLICY AND TERMS OF SERVICE AVAILABLE AT [WWW.SWTOR.COM](http://WWW.SWTOR.COM). ALL TERMS AND CONDITIONS TO PLAY THE GAME APPLY AT ALL TIMES. THE FIRST 30 DAYS OF SUBSCRIPTION FEES ARE INCLUDED IN THE PURCHASE PRICE OF THE PRODUCT. SUBSCRIPTIONS MAY BE CANCELLED AT ANY TIME. SEE [WWW.LUCASARTS.COM](http://WWW.LUCASARTS.COM) FOR DETAILS.

**TEEN**  
Blood and Gore  
Mild Language  
Sexual Themes  
Violence

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## STAR WARS THE OLD REPUBLIC

PRODUCT REGISTRATION CODE

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4. FOLLOW THE ON-SCREEN INSTRUCTIONS TO COMPLETE YOUR REGISTRATION.
5. INSTALL THE GAME AND BEGIN PLAYING.



SECURITY KEY SETUP

PLEASE VISIT  
[WWW.SWTOR.COM/SECURITYKEYSETUP](http://WWW.SWTOR.COM/SECURITYKEYSETUP)  
AND FOLLOW THE ON-SCREEN INSTRUCTIONS.



LUCASARTS

BIOWARE



ACCEPTANCE OF END USER AGREEMENT (EULA), PROPERLY INTERNET CONNECTION, AND ACCOUNT REGISTRATION WITH ENCLOSED ONE-TIME USE SERIAL CODE REQUIRED TO PLAY. MUST BE 13+ TO REGISTER. SERIAL CODE IS NON-TRANSFERABLE SINCE SERIAL, PAID SUBSCRIPTION AND WALK PAYMENT METHODS REQUIRED TO PLAY ONLINE DOWNLOAD OF THE PRODUCT REQUIRES ACCEPTANCE OF ONLINE END USER LICENSE AGREEMENT (EULA) AND INSTALLATION OF ONLINE APPLICATION SOFTWARE (WWW.LUCASARTS.COM/EULA, WWW.BIOWARE.COM/EULA AND WWW.EA.COM/EULA FOR DETAILS). AGREEMENT TO SHARE ACCOUNT INFORMATION WITH LUCASFILM ENTERTAINMENT COMPANY LTD. (LUCASFILM) IS REQUIRED. GAME INTENDED FOR PLAY ONLY WITHIN NORTH AMERICA AND EUROPE. PROMPT POLICY AND TERMS OF SERVICE AVAILABLE AT [WWW.SWTOR.COM](http://WWW.SWTOR.COM). ALL TERMS AND CONDITIONS TO PLAY THE GAME APPLY AT ALL TIMES. THE FIRST 30 DAYS OF SUBSCRIPTION FEES ARE INCLUDED IN THE PURCHASE PRICE OF THE PRODUCT. SUBSCRIPTIONS MAY BE CANCELLED AT ANY TIME. SEE [WWW.LUCASARTS.COM](http://WWW.LUCASARTS.COM) FOR DETAILS.

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CODE REDEMPTION

*Thank You for ordering!*

You need to redeem your retail product registration code to be ready to play.

**Redeem my retail product registration code**

[Where is my product registration code?](#) (Other questions? [See the Order FAQ.](#))

[No, thanks](#)

# I CLICK THE BUTTON AND THEN?

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- 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.*

# EMAIL VALIDATION (CODE BURN)

CODE REDEMPTION

*Thank you for validating your email!*  
You need to redeem your retail product registration code to be ready to play.

**Redeem my retail product registration code**

[Where is my product registration code?](#) (Other questions? [See the Order FAQ.](#))

[No, thanks](#)


# UPSELL (AFTER SUBSCRIBE)

UPGRADE

## ENHANCE YOUR EXPERIENCE

Upgrade your copy of Star Wars™: The Old Republic™

**UPGRADE TO:**



**STAR WARS:  
The Old Republic  
Digital Deluxe Edition**

Includes 5 Additional Digital Items:

- Flam Gun
- Training Droid
- HoloCams
- HoloCams
- STAR

**Buy Now!**  
Get Upgraded Instantly

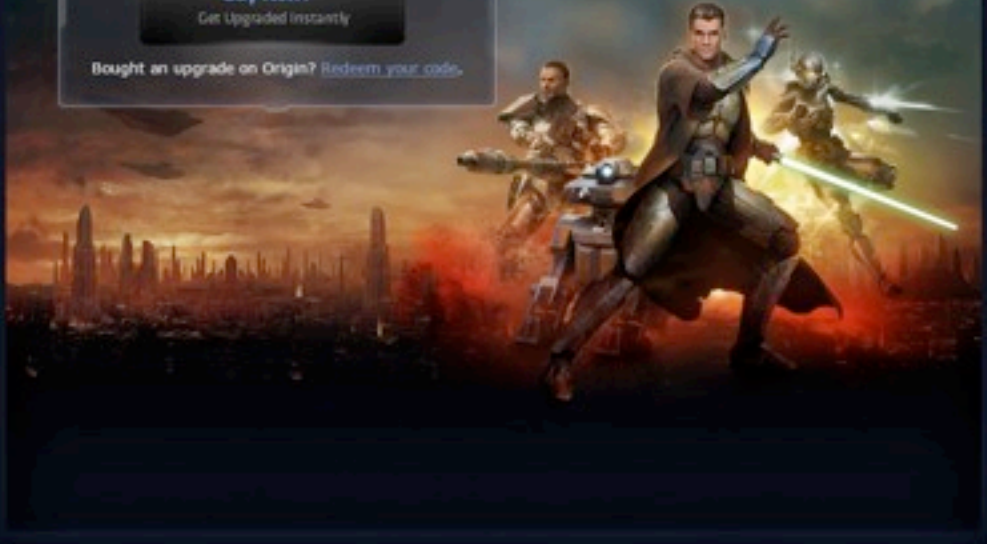
Bought an upgrade on Origin? [Redeem your code.](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacus dui, you currently own!

- STAR WARS: The Old Republic Digital Download Edition

Aliquam erat volutpat. Sed gravida pellenesque blandit. Sed adipiscing porta tellus vitae aliquam. Pellenesque sollicitudin mauris a massa imperdiet egestas. Duis trincidunt ipsum tristique erat semper sollicitudin. Proin sit amet dui id risus sodales vestibulum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacus dui, dapibus vel egestas non, convallis nec ipsum. Aliquam erat volutpat.





SECURITY KEY

*Thank you for using a security key!*  
Your account is safest with a security key attached to it.

**Set up my security key**

[Why should I use a security key?](#) (Other questions? [See the Security Key FAQ.](#))

[No, thanks](#)

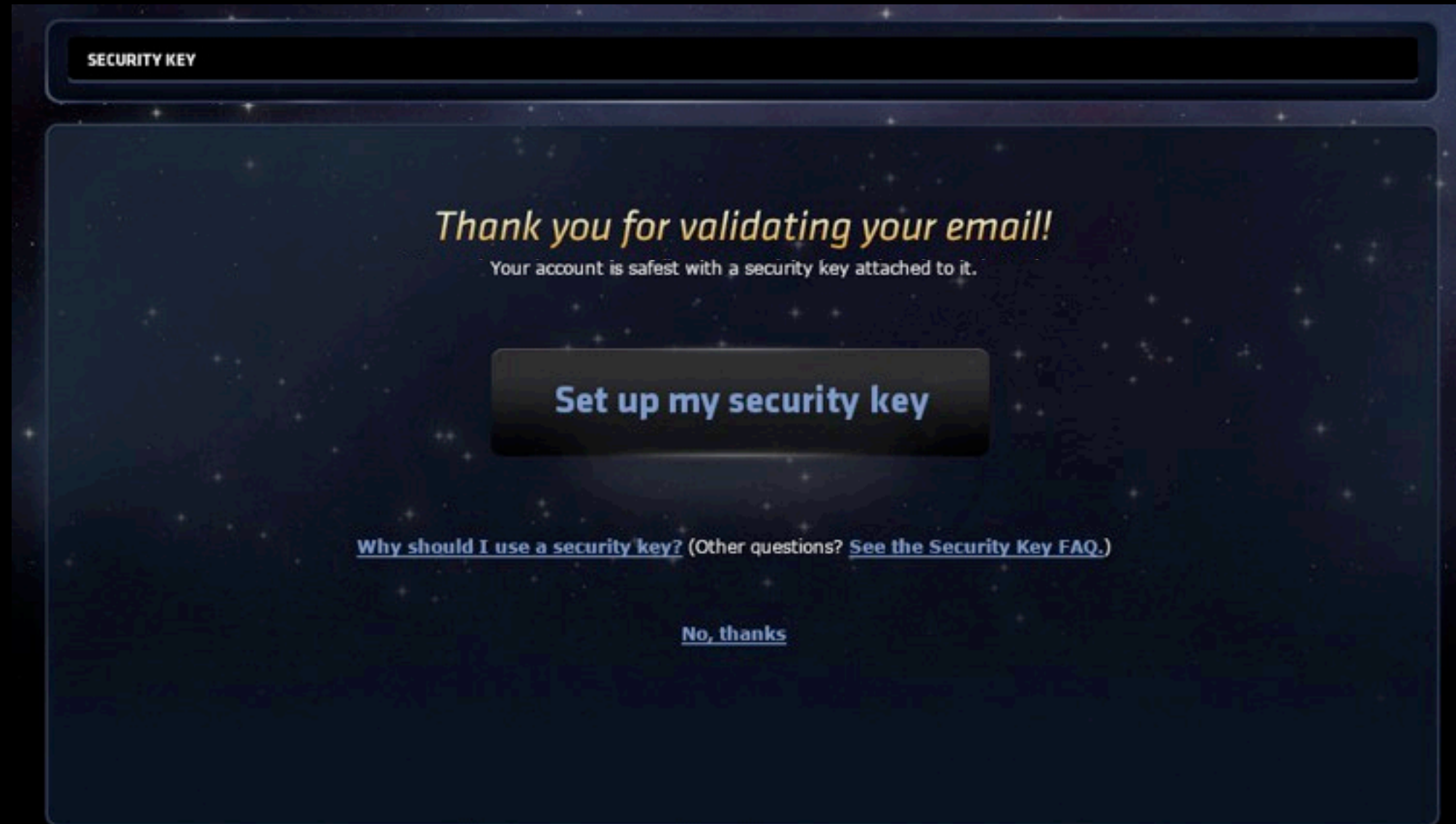


# I CLICK THE BUTTON AND THEN?

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- 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

**CHOOSE YOUR SECURITY QUESTIONS AND ANSWERS**

You will be asked a security question in certain circumstances such as:

- When you use a new computer or internet address to log on to your account
- When your character does something unusual

If you can't answer the question correctly, **your account will be locked** and you will need to contact [Customer Service](#), so it's important you supply valid questions and answers!

1. What street did you live on when you were a teenager?
2. In what city or town was your first job?
3. What is your favorite pet's name?
4. What is your favorite movie?
5. What is the last name of your maid of honor?

Need help? [Learn about security questions and answers.](#)

# CONTACT INFORMATION

DETAILED INFORMATION

CONTACT INFORMATION

\*First Name:

\*Last Name:

\*Country: United States

\*Address 1:

Address 2:

\*City:

\*State/Region: N/A


\* Zip/Postal Code:

\*Phone (Home):

Phone (Other):

\* Fields are required for consideration in game testing

# CODE REDEMPTION



ENTER CODE    VALIDATE CODE    COMPLETE REDEMPTION

**Redeem a game Code**

\* Card Code:

I have read and accept the [EA Game Card Terms and Conditions](#)

Cancel    Return »



# SUBSCRIBE

SUBSCRIPTIONS

OFFER SELECTION   PAYMENT OPTIONS   VERIFY & COMPLETE   RECEIPT

**There Are Multiple Ways To Play**  
Recurring Billing Subscriptions:

<b>SWTOR 90 day recurring package</b> Automatically billed every 90 days.	<b>\$ 30.00</b>
<b>SWTOR 30 day recurring package</b> Automatically billed every 30 days.	<b>\$ 10.00</b>
<b>SWTOR 180 day recurring package</b> Automatically billed every 180 days.	<b>\$ 180.00</b>

**OR**

Enter a code

[Continue to Payment Options »](#)

**Current Subscription:**  
SWTOR 90 day recurring package  
**Next billing date:**  
27 Dec 2011

**Payment method:**  
Mastercard XXXXXXXXXXXXXXX2215

**Subscription end date:**  
Recurrent

# SECURITY KEY


UPGRADE

## ENHANCE YOUR EXPERIENCE

Protect your Star Wars™: The Old Republic™ Account

**ORDER YOURS:**

**STAR WARS™: The Old Republic™ Security Key FOB**




**Enjoy These Benefits:**

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

**Order Now!**  
Secure My Account


**DOWNLOAD:**


**STAR WARS™: The Old Republic™ Security Key For iPad, iPhone, iTouch, Android**



**Enjoy These Benefits:**

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

 **Download**

 **Download**

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- **STAR WARS™: The Old Republic™ Digital Download Edition**

Aliquam erat volutpat. Sed gravida pellentesque blandit. Sed adipiscing porta tellus vitae aliquam. Pellentesque sollicitudin mauna a massa imperdiet egestas. Duis trindunt ipsum tristique erat semper sollicitudin. Proin sit amet dui id risus sodales vestibulum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacus dui, dapibus vel egestas non, convalis nec ipsum. Aliquam erat volutpat.

[No, Thanks](#)

## SET UP YOUR SECURITY KEY

**Security Keys protect your Star Wars™: The Old Republic™ account against theft and hacking!**

Use a Security Key to keep your account safe. There are several options for you to use a Security Key.

Order a [physical Security Key](#) for use with your account.

Download a Security Key app for use on your [iPhone, iPod Touch or iPad](#), or certain [Android phones](#).

## READY TO SET UP YOUR SECURITY KEY?

**Set up my security key**

Need help? [Security Key FAQ](#)

Remember, once you add a Security Key to your account, you will always need it to log into the web site or the game. If you lose the key, only [Customer Service](#) can remove and replace it.

# QUESTIONS?

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