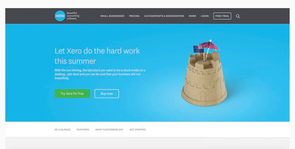
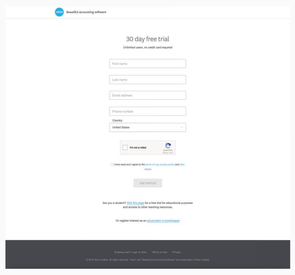
Xero:
www.xero.com

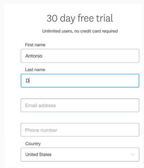
STEP 1: Enter URL and land on homepage. Click on top right free trial..



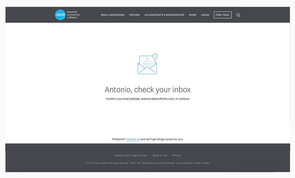
STEP 2: After clicking on free trial on the top right, users land on this page with the form fields.



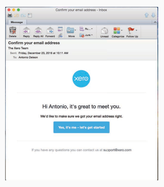
STEP 2A: When inputting within the text field, simple animations appear. When you click within the form field, the form field subject moves to the top left and becomes smaller .



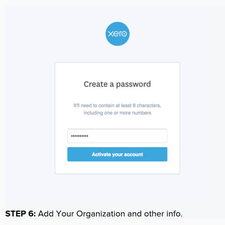
STEP 3: After filling out forms and clicking onget started, you receive a greeting to check your email.



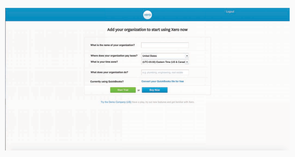
STEP 4: Check email and clicked on Yes, it's me - let's get started button.



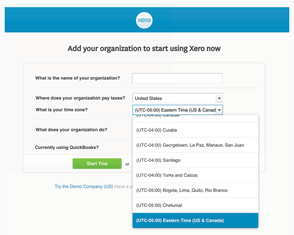
STEP 5: Created a password.



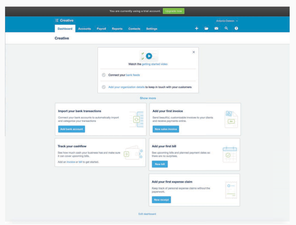
STEP 6: Add Your Organization and other info.



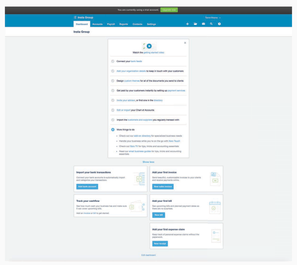
STEP 6A: Sample drop down menu.



STEP 7: Clicked on start trial button. Land on dashboard.



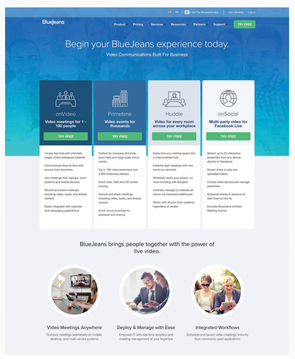
STEP 7: Clicked on show more.



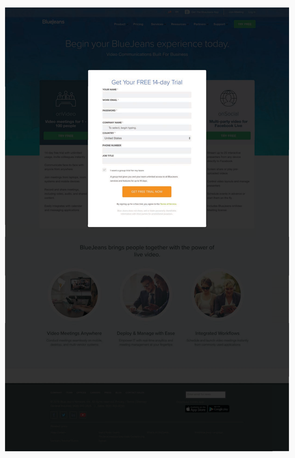
BlueJeans
www.bluejeans.com

STEP 1: Enter URL and land on homepage. Click on top right try free.

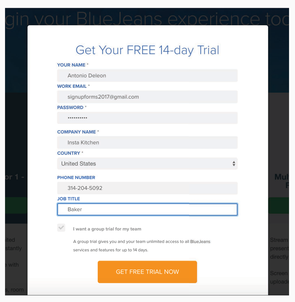
STEP 2: After clicking on try free on the top right, users land on this page that shows different products.



STEP 3: Clicked on TRY FREE OnVideo. First column to the left. Modal / Lightbox window pops up with form fields.

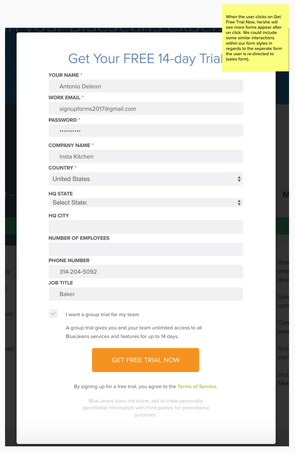


STEP 3A: Clicking within the form fields, the stroke of the form field selected and form subject lines turn blue.

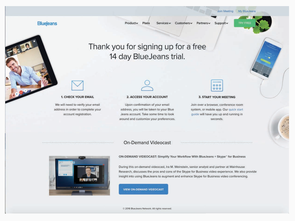


STEP 3B: After finishing filling out the form fields, clicked on GET FREE TRIAL NOW and more forms emerge below country and before phone number. **HQ State / HQ City / Number of Employees.**

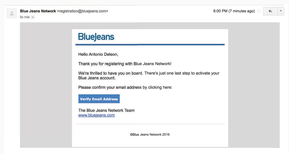
When the user clicks on Get Free Trial Now, he/she will see more forms appear after the fact. Bluejeans uses similar interactions within our form styles in regards to the separate form the user is re-directed to (sales form).



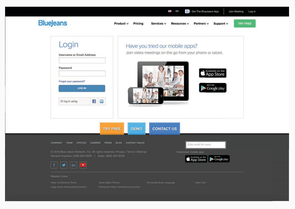
STEP 4: After filling out the extra form fields, HQ State, HQ City, and Number of Employees, click GET FREE TRIAL NOW. Land on a page which says thank you for singing up and shows simple 1-3 steps and also a video at the bottom.



STEP 5: Check email to verify email address to complete registration.

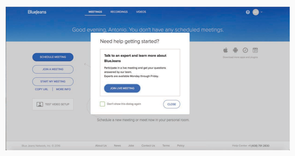


STEP 6: Clicked verify email address call to action button. Land on Bluejeans login page.

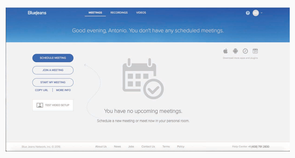


BlueJeans Continued
www.bluejeans.com

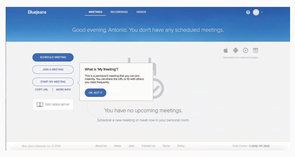
STEP 7a: After logging in, users land on dashboard with help modal window / lightbox.



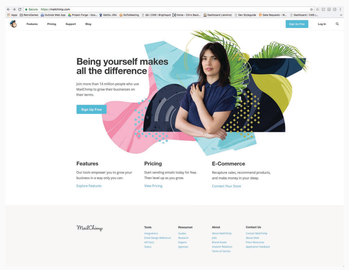
STEP 7b: After clicking on the close button, user sees complete dashboard.

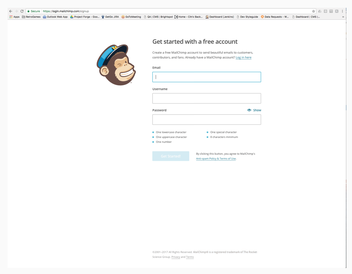


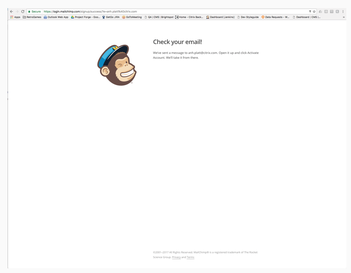
STEP 7c: User sees helpful tips.

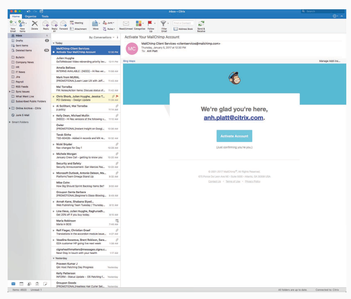


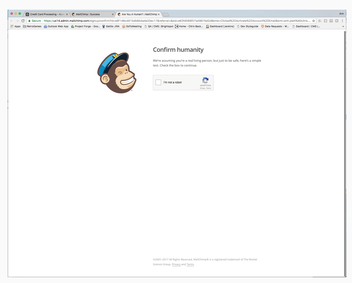
MialChimp
mailchimp.com

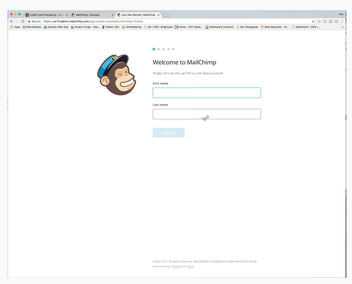


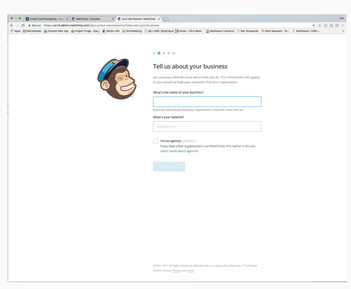


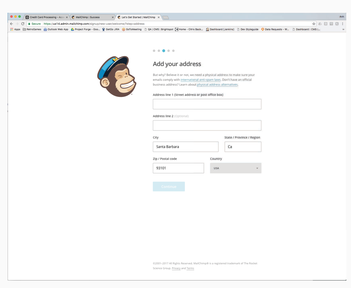


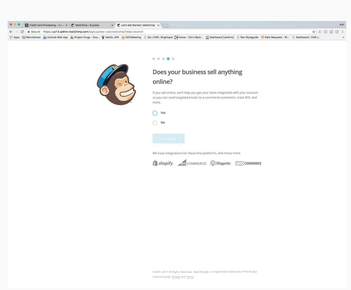




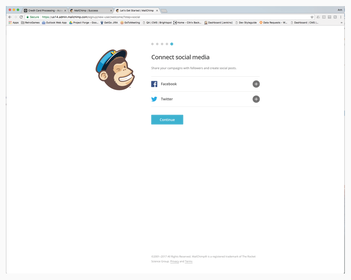


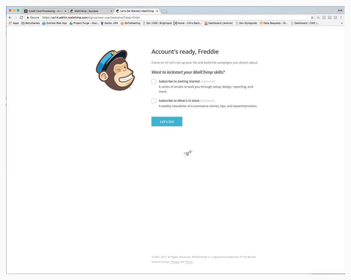


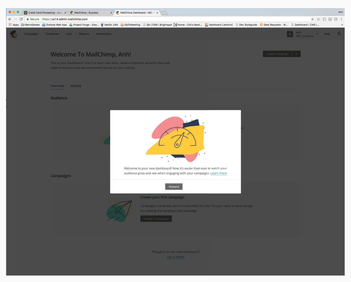


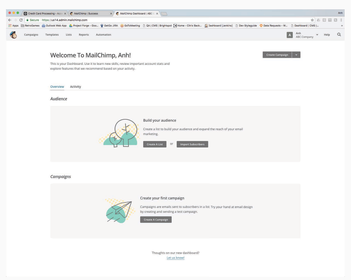


MialChimp continued
mailchimp.com







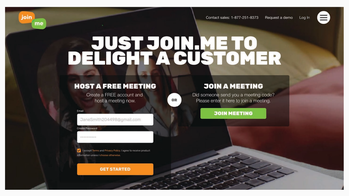


Join.Me
join.me

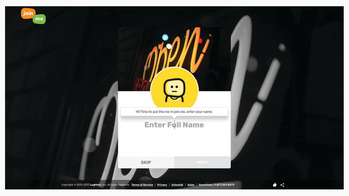
STEP 1: Enter URL and land on homepage. Click on Get Started.

STEP 2: After clicking on Get started, email form field, create a password form field, and checkbox for terms and privacy policy appears.

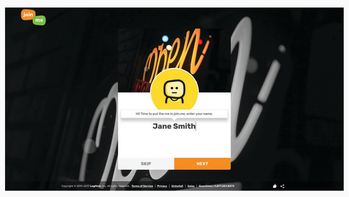
STEP 3: Filled out email address, created a password, checked box for terms and privacy policy.



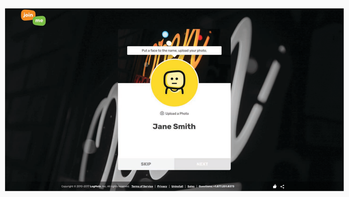
STEP 4: Page changes, to let users enter his/her name. Users can skip these steps that will be coming up step by step or enter their name and press the next button.



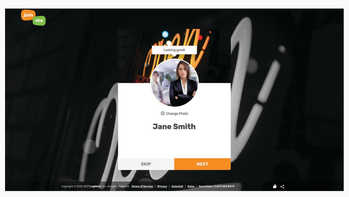
STEP 5: User enters name and call to action button next changes to orange. Click next.



STEP 6: Asks the user to upload a photo.

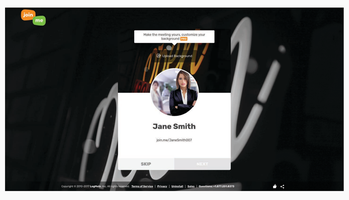


STEP 7: Uploaded a photo and next button turns orange. Clicked Next.

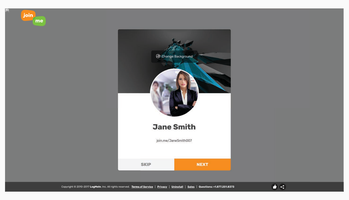


STEP 8: Asks user to create a personal link. Created link and click next.

STEP 9: Asks user to upload a background.

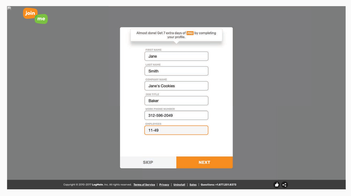


STEP 10: Uploaded a background image and clicked next.

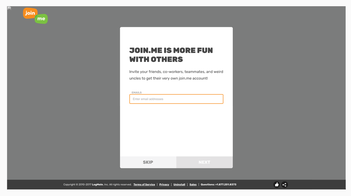


Join.Me continued
join.me

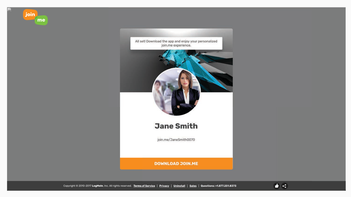
STEP 11: Asks user to fill out more information. Get an extra 7 days of pro by completing your profile? That's an amazing gift! Filled out information and pressed next.



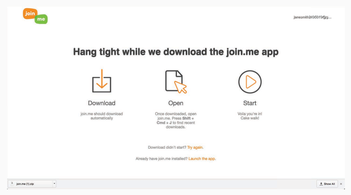
STEP 12: Asks users to invite others. Pressed Skip.



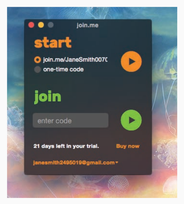
STEP 13: Downloaded Join.Me by pressing the orange call to action button.



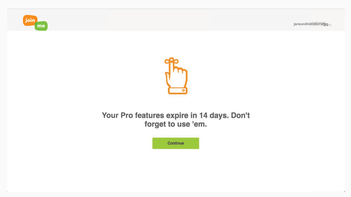
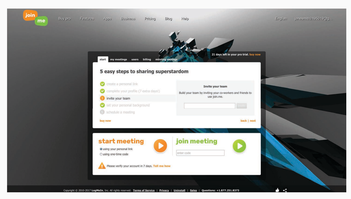
STEP 14: After clicking Download Join.Me, the program downloads to the users computer. The user is shown this step sequence landing page.



STEP 15: After download and installing, started join.me



STEP 16: After trying out the software, closed and was re-directed to this page below.



STEP 17: Clicked on the continue button and users und up on the dashboard.