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For over a century, WSJ has sustained a legacy of journalistic excellence and is the #1 most trusted newspaper for the 27<sup>th</sup> consecutive year, according to the Pew Research Center. WSJ products are also designed for a reader in Asia and Europe – which is different than the FT or the New York Times, that have one reading experience, no matter if you are in the UK, the US, France or Singapore. With the largest reporting team in the world - over 2000 reporters across 81 bureaus covering content in 3 languages (English, Chinese and Japanese), if there is one international business newspaper that you should read, it should be **The Wall Street Journal**.

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- Access anytime, anywhere with WSJ online and tablet and smartphone apps.

To get started using WSJ digital trial:

1. Access the WSJ link on <https://partner.wsj.com/enter-redemption-code/UDPT30afmd9g>
2. You will be asked to create an account
3. Once you establish your log-in credentials, you will be able to access [WSJ.com](https://www.wsj.com) via the school intranet or outside the network
4. You can also download the WSJ tablet and smartphone apps from your device's app store and log in using the credentials you've created

Please go through the attached Student Digital Guide to make the most of your access.

We hope you enjoy your subscription.

Read Ambitiously!

## *User Journey – Group access*

## Customer Journey: Registration - Multi-use Redemption Code Model w/Email Domain Restrictions and IP Whitelisting

1. You can distribute a link to the WSJ Registration page through your internal site (website, app, network) or via targeted email.
2. Your customer/member clicks on the link and is directed to the registration page.
3. Customers/members are prompted to provide their first and last name and an email address issued by their partner organization then accept policies before pressing Create.
4. Customer clicks to continue.

THE WALL STREET JOURNAL

Create Account

**STAY AHEAD**

First Name: Last Name

Email Address: Please use an email address issued by your partner organization. This will become your username.

Password: Show

Keep me informed about updates and offers from WSJ.com, Dow Jones, and affiliates.

I agree to the Privacy Policy, Subscriber Agreement and Cookie Policy.

**CREATE**

Already have an account? Sign in. WSJ+ Membership Conditions. Expand

THE WALL STREET JOURNAL

Create Account

**STAY AHEAD**

First Name: Nadia Last Name: Razi

Email Address: nadia\_razi@yopmail.com This will become your username.

Password: Show

Keep me informed about updates and offers from WSJ.com, Dow Jones, and affiliates.

I agree to the Privacy Policy, Subscriber Agreement and Cookie Policy.

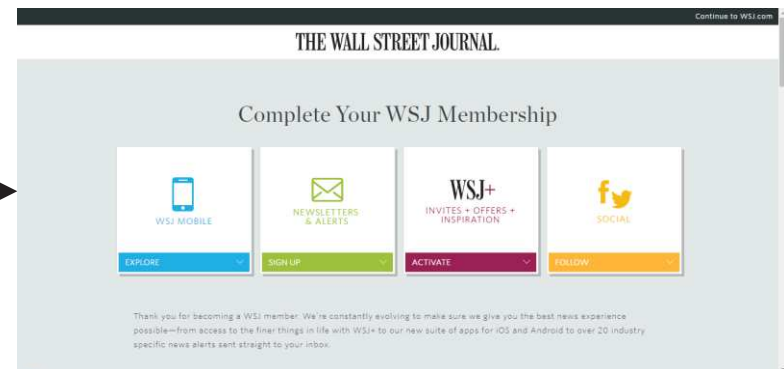
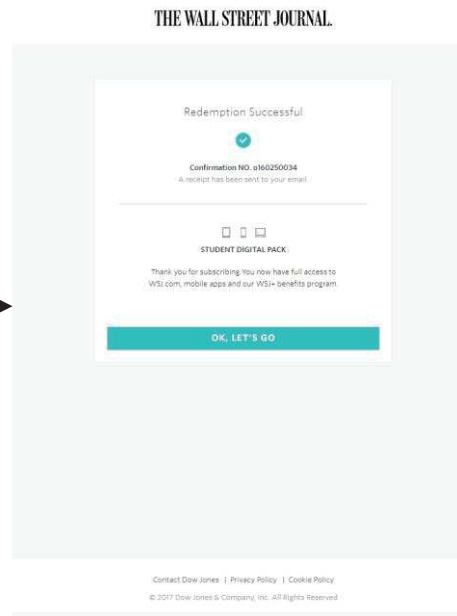
**CREATE**

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## Customer Journey: Registration - Multi-use Redemption Code Model w/Email Domain Restrictions and IP Whitelisting

5. Customer receives confirmation that their registration was successful and are given a Confirmation No. They also receive a Confirmation Email with their subscription details and a link to WSJ.com

6. Customer clicks OK, LET'S GO and is redirected to the Membership Portal to explore content, activate their complimentary WSJ+ membership, sign up for newsletters and follow us on social networks.



# Customer Journey: Registration - Multi-use Redemption Code Model w/Email Domain Restrictions and IP Whitelisting

7. Customer clicks on Continue to WSJ.com from the Membership Portal and lands on the WSJ.com home page.

**Note:** If the customer continues to WSJ.com in the same session they will be taken to the home page already logged in.

The screenshot shows the WSJ homepage with a user logged in as 'Nadia Razi'. The top navigation bar includes market data for DJIA Futures, S&P 500 F, Stoxx 600, U.S. 10 Yr, Crude Oil, and Euro. The main header features the WSJ logo and navigation links for Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Arts, Life, and Real Estate. A search bar is located in the top right. Below the header, there are promotional banners for 'RAISE YOUR ETFs' IQ' and 'JPM ETFS'. The main content area is divided into 'What's News' and 'Markets'. The 'What's News' section features a large article titled 'Threat of Carrier Heading to Korea Wasn't All It Seemed' with a video player. Below it are smaller articles: 'U.S. Taunted Over Aircraft Carrier Tale', 'Pence Reaffirms U.S.-Japan Alliance', and 'Pence: Japanese Economic Ties Can Improve'. The 'Markets' section includes a table of market indices and a line chart showing the DJIA performance over time.

| Index        | Value    | Change  | % Change |
|--------------|----------|---------|----------|
| DJIA         | 20523.28 | -113.64 | -0.55%   |
| S&P 500      | 2342.19  | -6.82   | -0.29%   |
| Nasdaq       | 5849.47  | -7.32   | -0.12%   |
| Russell 2000 | 1361.89  | 0.71    | 0.05%    |
| DJ Total Mkt | 24283.45 | -58.30  | -0.24%   |

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8. If the customer is not logged in they will see keys next to locked articles which can only be accessed by clicking Sign In from the home page.

9. Customer enters their email address/username and password and clicks Sign In.

10. Customer is now able to access all articles on WSJ.com.

**\*Note:** The IP whitelist only restricts access to the Registration page. Once registered, the users can access content as defined in the terms of the Partnership agreement.

