

# Phase 1 Magazine Gifting Flows

Confidential • Do not leave unattended on printer

Aradia Correnti • August 1, 2012 11:05 AM

# Gift Giver Flow

Confidential • Do not leave unattended on printer

Aradia Correnti • August 1, 2012 11:05 AM

# Detail Page

[a](#)
[www.amazon.com/gp/product/B00005NIOH?redirect=true&ref\\_=s9\\_ri\\_bw\\_g153\\_ri02](#)

[Disable](#)
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[Forms](#)
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[View Source](#)
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[Hello, Mike](#)
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[Newspapers](#)
[Manage Your Subscriptions](#)

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[Free Membership Preview](#)

**National Geographic**

[★★★★☆ \(236 customer reviews\)](#)
[Like](#) (232)

---

Cover Price: ~~\$74.88~~

Price: **\$15.00** (\$1.25/issue) & shipping is always free. [Details](#)

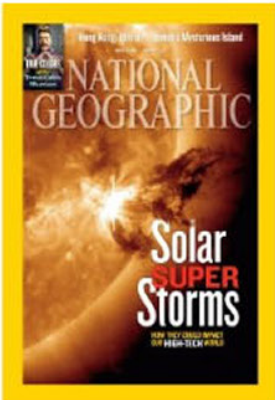
You Save: **\$56.88 (79%)**

Issues: 12 issues / 12 months

The first print issue should arrive in 6-10 weeks. For current subscribers, subscriptions will be extended by 12 issues. [Details](#)

**Manage your subscriptions:** Renew, cancel or change your address anytime with Amazon's [Magazine Subscription Manager](#).

Found a lower price? [Let us know](#).



[ZOOM](#)

[See larger image and other views \(with zoom\)](#)









[Share your own customer images](#)

[Add to Cart](#)
or 1-Click Checkout
 [Buy now with 1-Click](#)

Ship to:

☐ **This will be a Gift.**
[Why is this important?](#)

[Add to Wish List](#)

[Share](#)
[Email](#)
[Facebook](#)
[Twitter](#)
[Pinterest](#)

**Frequently Bought Together**





**Price For All Three: \$39.00**

[Add all three to Cart](#)
[Add all three to Wish List](#)

Some of these items ship sooner than the others. [Show details](#)

- ☒ **This item:** National Geographic Magazine **\$15.00**
- ☒ Smithsonian (1-year automatic renewal) Magazine **\$12.00**
- ☒ Popular Science (1-year auto-renewal) Magazine **\$12.00**

**Customers Who Bought This Item Also Bought**



Smithsonian (1-year automatic renewal)  
★★★★☆ (54)



Popular Science (1-year auto-renewal)  
★★★★☆ (210)



National Geographic Traveler  
★★★★☆ (26)



Time (1-year auto-renewal) Magazine  
★★★★☆ (217)



Popular Mechanics (1-year auto-renewal)  
★★★★☆ (248)



Reader's Digest (1-year) Magazine  
★★★★☆ (90)



Discover (2-year) Magazine  
★★★★☆ (137)



National Geographic Kids Magazine  
★★★★☆ (166)



Newsweek (1-year auto-renewal) [Print + Kindle]  
★★★★☆ (177)



Men's Journal (1-year auto-renewal)  
★★★★☆ (86)

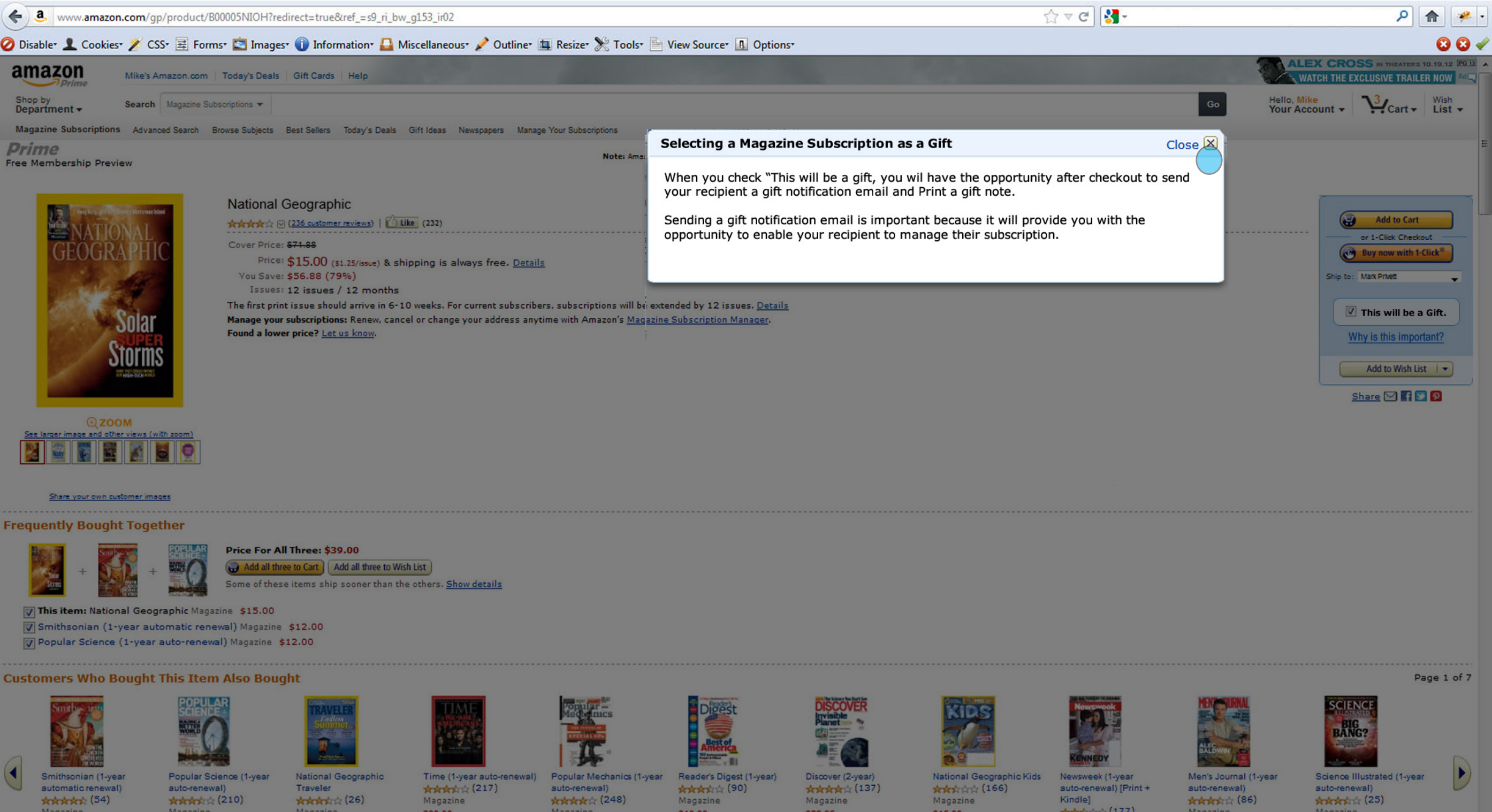


Science Illustrated (1-year auto-renewal)  
★★★★☆ (25)

Page 1 of 7

A Checkbox has been added to the Buy Box. This is consistent with Kindle content as well as other stores that appear on amazon.com.

# Detail Page - “Why is this important” Popover



When the customer clicks on “Why is this important?” this popover will appear. Final Text TBD.



## Detail Page w/Box Checked

[←](#)
[a](#)
[www.amazon.com/gp/product/B00005NIOH?redirect=true&ref\\_=s9\\_ni\\_bw\\_g153\\_ir02](#)

[☆](#)
[▽](#)
[↻](#)

[🏠](#)
[🔍](#)

[Disable](#)
[Cookies](#)
[CSS](#)
[Forms](#)
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[Options](#)

[amazon](#)
[Prime](#)

[Mike's Amazon.com](#)
[Today's Deals](#)
[Gift Cards](#)
[Help](#)

Shop by Department ▾

Search

Magazine Subscriptions ▾

Go

[Hello, Mike](#)
[Your Account ▾](#)

[3](#)
[Cart ▾](#)

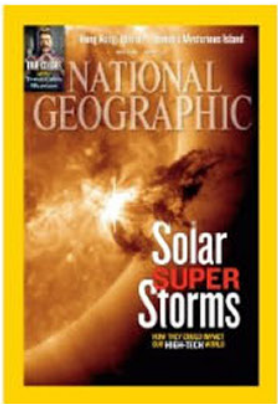
[Wish List ▾](#)

[Magazine Subscriptions](#)
[Advanced Search](#)
[Browse Subjects](#)
[Best Sellers](#)
[Today's Deals](#)
[Gift Ideas](#)
[Newspapers](#)
[Manage Your Subscriptions](#)

[Prime](#)

Free Membership Preview

Note: Amazon Prime shipping does not apply to magazine subscriptions.



[ZOOM](#)  
[See larger image and other views \(with zoom\)](#)









[Share your own customer images](#)

National Geographic

★★★★☆

(236 customer reviews)

Like (232)

Cover Price: ~~\$74.88~~

Price: **\$15.00** (\$1.25/issue) & shipping is always free. [Details](#)

You Save: **\$56.88** (79%)

Issues: 12 issues / 12 months

The first print issue should arrive in 6-10 weeks. For current subscribers, subscriptions will be extended by 12 issues. [Details](#)

Manage your subscriptions: Renew, cancel or change your address anytime with Amazon's [Magazine Subscription Manager](#).

Found a lower price? [Let us know](#).

Add to Cart

or 1-Click Checkout

Buy now with 1-Click

Ship to: Mark Prvett ▾

☒ This will be a Gift.

[Why is this important?](#)

Add to Wish List ▾

[Share](#)
[✉](#)
[f](#)
[t](#)
[p](#)

Frequently Bought Together





Price For All Three: **\$39.00**

Add all three to Cart

Add all three to Wish List

Some of these items ship sooner than the others. [Show details](#)

☒ **This item:** National Geographic Magazine **\$15.00**

☒ Smithsonian (1-year automatic renewal) Magazine **\$12.00**

☒ Popular Science (1-year auto-renewal) Magazine **\$12.00**

Customers Who Bought This Item Also Bought



Smithsonian (1-year automatic renewal)  
 ★★★★★ (54)



Popular Science (1-year auto-renewal)  
 ★★★★★ (210)



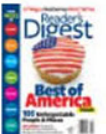
National Geographic Traveler  
 ★★★★★ (26)



Time (1-year auto-renewal)  
 ★★★★★ (217)  
 Magazine



Popular Mechanics (1-year auto-renewal)  
 ★★★★★ (248)



Reader's Digest (1-year)  
 ★★★★★ (90)  
 Magazine



Discover (2-year)  
 ★★★★★ (137)  
 Magazine



National Geographic Kids  
 ★★★★★ (166)  
 Magazine



Newsweek (1-year auto-renewal) [Print + Kindle]  
 ★★★★★ (177)



Men's Journal (1-year auto-renewal)  
 ★★★★★ (86)



Science Illustrated (1-year auto-renewal)  
 ★★★★★ (25)

Page 1 of 7

Once the Gift checkbox is checked:

- the system knows to add the “personalize this gift after purchase” note to the SPC
- the system knows to add the appropriate text to the TYP

# SPC w/New Verbiage

amazon.com

https://www.amazon.com/gp/buy/gift/handlers/continue.html/ref=ox\_gift\_continue\_top#d=1

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amazon.com

SIGN IN SHIPPING & PAYMENT GIFT-WRAP PLACE ORDER

Review Your Order

By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#)

Shipping Address:

Mark Privett  
605 5th Ave S  
Seattle, WA 98104  
United States  
Phone: 2062666718 [Change](#)  
[Ship to multiple addresses](#)

Billing Information:

VISA ending in 1111 [Change](#)

Billing Address:  
Kindle Testa  
1111 A St.  
Seattle, WA 98144  
United States [Change](#)

Gift Cards & Promotional Codes:

[Apply](#)

Place your order

Order Summary

Items (4): \$64.44  
Shipping & Handling: \$0.00  
Total Before Tax: \$64.44  
Estimated Tax To Be Collected: \$6.13  
**Order Total: \$70.57**

When will my magazine subscription arrive?  
How are shipping costs calculated?  
Amazon Prime Shipping has been applied to the eligible items in your order. (Why aren't all my items eligible?)

Items shipped from Amazon.com

Estimated delivery: Oct. 4, 2012 - Nov. 5, 2012



Cesars Way

\$11.99

Not eligible for Amazon Prime [\(Why?\)](#)

Quantity: 1 [Change](#)

Usually ships within 12 to 16 weeks.

- Digital subscription is available immediately after your order is placed

Sold by: Magazine Express, Inc.



National Geographic

\$15.00

Not eligible for Amazon Prime [\(Why?\)](#)

Quantity: 1 [Change](#)

Usually ships within 6 to 10 weeks.

Sold by: Synapse Services, Inc.

You can personalize this gift with a note after purchase.



Time (1-year auto-renewal)

\$30.00

Not eligible for Amazon Prime [\(Why?\)](#)

Quantity: 1 [Change](#)

Usually ships within 4 to 6 weeks.

Sold by: Synapse Services, Inc.

Choose a shipping speed:

☐ FREE Super Saver Shipping (5-8 business days)  
☒ Standard Shipping (3-5 business days)

Choose a shipping preference:

☒ Group my items into as few shipments as possible  
☐ I want my items faster. Ship items as they become available. [\(at additional cost\)](#)

Place your order

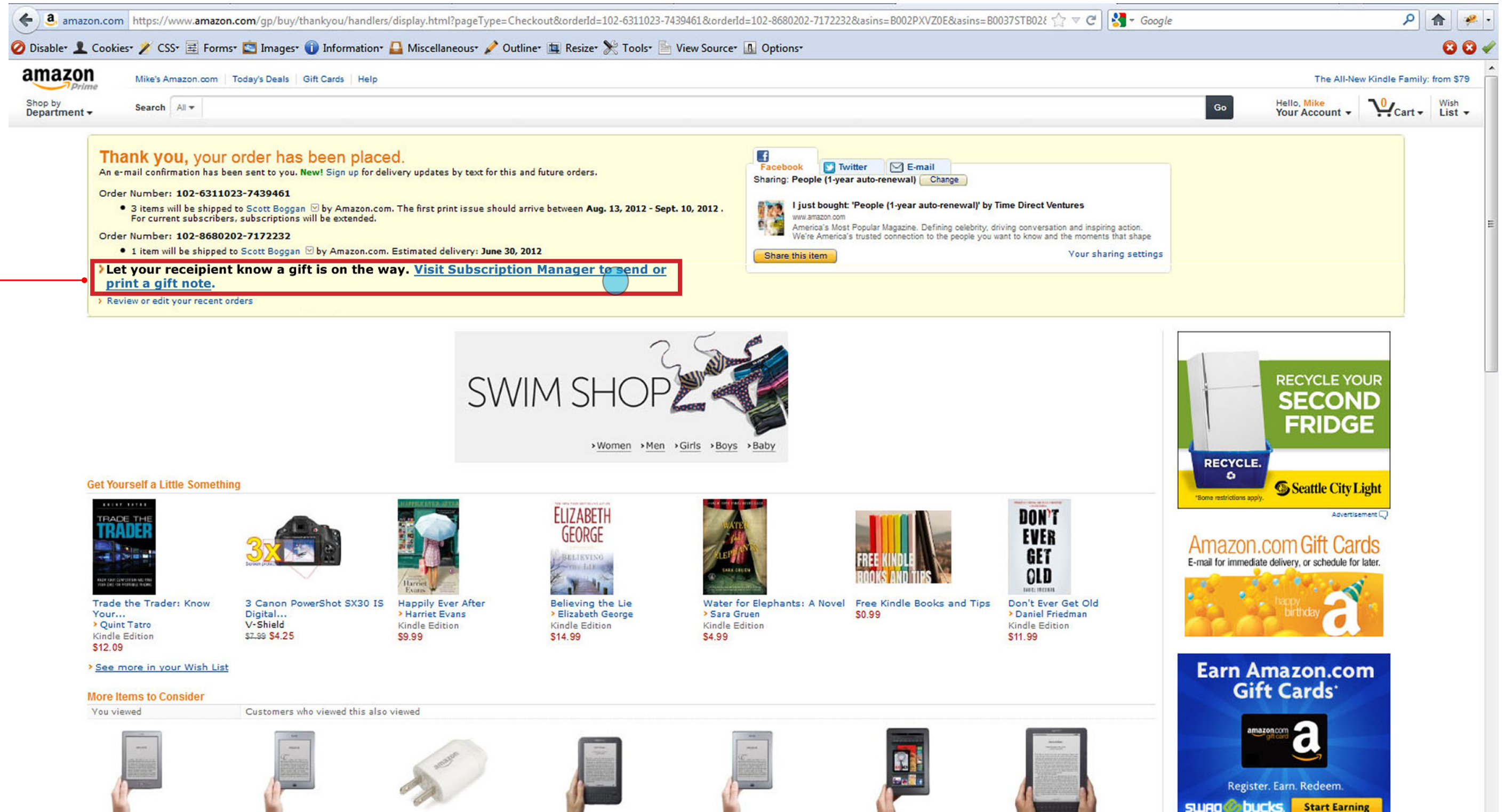
Because the customer clicked the "This will be a gift" checkbox on the DP, this text shows up in SPC.

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# Thank You Page w/New Link & Verbiage



→ The link to subscription manager has been replaced with the above text and link in order to clarify the next action the customer should take.

# Subscription Manager

amazon.comhttps://www.amazon.com/gp/magazines-subscription-manager/manager?ie=UTF8&ref\_=msm\_ya\_os&

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

Contact the Amazon.com Magazine Customer Service Experts any time at escalation-magazines@amazon.com, with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

**Your Account > Magazine Subscription Manager**

[Manage your Kindle subscriptions](#) | [Check for recent orders](#) [\(What's this?\)](#)

**Buy a magazine subscription from Amazon.com**  
Select this option if you want to shop for magazine subscriptions from Amazon.com.

Buy a magazine

**Add a magazine subscription bought elsewhere**  
Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

**New Magazine Order** [\(What's this?\)](#)



**National Geographic (1-year auto-renewal)**  
Issues: 12 issues/12 months  
**First Issue Delivery Estimate:** [\(What's this?\)](#)  
June 25, 2012 - July 23, 2012  
Any issues with this magazine subscription? [Report a problem](#)  
[National Geographic order history](#)



This is a gift subscription. [Email](#) or [print](#) a gift note.

Subscription status: **Active**  
Expiration date: Unknown  
[\(What's this?\)](#)  
Publisher account number: [\(What's this?\)](#)

Edit subscription

Cancel subscription

Remove from Subscription Manager  
This does not cancel your subscription.

**Need to renew?**  
Add 10 issues now for \$12.00

Renew subscription

Shipping address: Mark Privett  
605 5th Ave S  
Seattle WA 98104  
2062666718

Change address



**Inc.**  
Issues: 10 issues/12 months  
Any issues with this magazine subscription? [Report a problem](#)

Subscription status: **Unknown**  
Expiration date: Unknown  
[\(What's this?\)](#)  
Publisher account number: [\(What's this?\)](#)

Edit subscription

Cancel subscription

Remove from Subscription Manager  
This does not cancel your subscription.

**Need to renew?**  
Add 10 issues now for \$12.00

Renew subscription

Shipping address: Scott Boggan  
1120 16th Avenue  
Seattle WA 98122  
206-227-2414

Change address



**Library Journal**  
Issues: 20 issues/12 months  
Any issues with this magazine subscription? [Report a problem](#)

Subscription status: **Active**  
Expiration date: March 2013  
[\(What's this?\)](#)  
Publisher account number: Unknown

Edit subscription

Cancel subscription

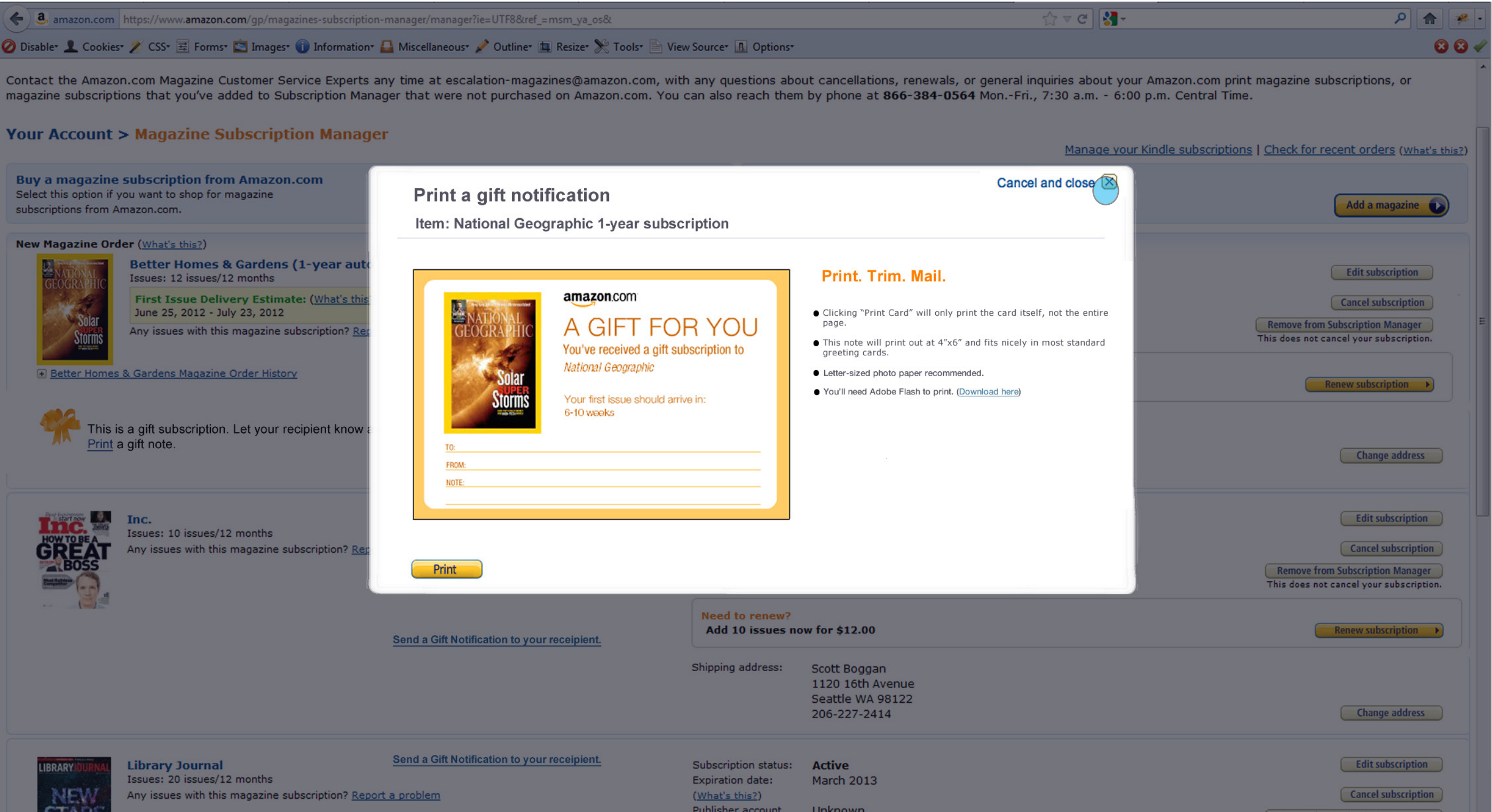
An icon and text have been added to enhance and replace the existing experience for sending or printing a gift note. Each link (Print/Email) will trigger a separate popover, appropriate to the action.

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# Print Gift Note Popover



This dialogue is a modified version of the updated Gift dialogue that RCX is planning to release. Upon clicking “print,” the popover will close and the browser’s Print dialogue will be invoked.

# Subscription Manager

amazon.comhttps://www.amazon.com/gp/magazines-subscription-manager/manager?ie=UTF8&ref\_=msm\_ya\_os&

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

Contact the Amazon.com Magazine Customer Service Experts any time at escalation-magazines@amazon.com, with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

**Your Account > Magazine Subscription Manager**

[Manage your Kindle subscriptions](#) | [Check for recent orders](#) [\(What's this?\)](#)

**Buy a magazine subscription from Amazon.com**  
Select this option if you want to shop for magazine subscriptions from Amazon.com.

Buy a magazine

**Add a magazine subscription bought elsewhere**  
Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

**New Magazine Order** [\(What's this?\)](#)



**National Geographic (1-year auto-renewal)**  
Issues: 12 issues/12 months  
**First Issue Delivery Estimate:** [\(What's this?\)](#)  
June 25, 2012 - July 23, 2012  
Any issues with this magazine subscription? [Report a problem](#)  
[National Geographic order history](#)



This is a gift subscription. [Email](#) or [print](#) a gift note.

Subscription status: **Active**

Expiration date: Unknown  
[\(What's this?\)](#)

Publisher account number: Unknown  
[\(What's this?\)](#)

Edit subscription

Cancel subscription

Remove from Subscription Manager  
This does not cancel your subscription.

**Need to renew?**  
Add 10 issues now for \$12.00

Renew subscription

Shipping address: Mark Privett  
605 5th Ave S  
Seattle WA 98104  
2062666718

Change address



**Inc.**  
Issues: 10 issues/12 months  
Any issues with this magazine subscription? [Report a problem](#)

Subscription status: **Unknown**

Expiration date: Unknown  
[\(What's this?\)](#)

Publisher account number: Unknown  
[\(What's this?\)](#)

Edit subscription

Cancel subscription

Remove from Subscription Manager  
This does not cancel your subscription.

**Need to renew?**  
Add 10 issues now for \$12.00

Renew subscription

Shipping address: Scott Boggan  
1120 16th Avenue  
Seattle WA 98122  
206-227-2414

Change address



**Library Journal**  
Issues: 20 issues/12 months  
Any issues with this magazine subscription? [Report a problem](#)

Subscription status: **Active**

Expiration date: March 2013  
[\(What's this?\)](#)

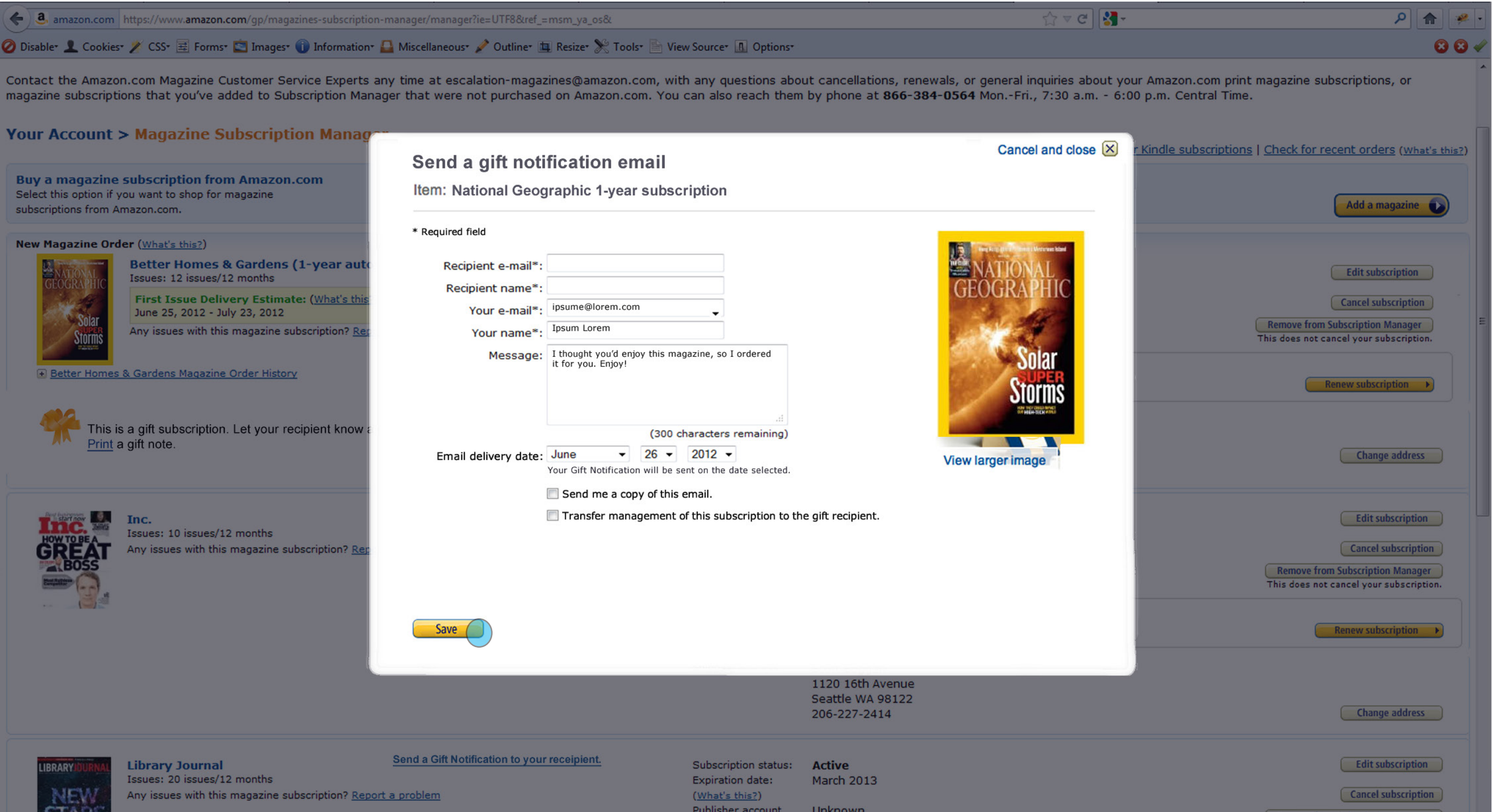
Publisher account number: Unknown

Edit subscription

Cancel subscription



# Gift Email Popover



- The Gift Email popover will contain boilerplate text.
- There will be a drop-down for any saved names other than that associated with the customer’s account.
- The giver’s name and email address will be pre-filled based on their account info.
- Upon clicking Save, the popover will close and a confirmation will display in Subscription Mgr (see next page).



# Subscription Manager

amazon.comhttps://www.amazon.com/gp/magazines-subscription-manager/manager?ie=UTF8&ref\_=msm\_ya\_os&

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

Contact the Amazon.com Magazine Customer Service Experts any time at escalation-magazines@amazon.com, with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

**Your Account > Magazine Subscription Manager**

[Manage your Kindle subscriptions](#) | [Check for recent orders](#) [\(What's this?\)](#)

**Buy a magazine subscription from Amazon.com**  
Select this option if you want to shop for magazine subscriptions from Amazon.com.

Buy a magazine

**Add a magazine subscription bought elsewhere**  
Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

**New Magazine Order** [\(What's this?\)](#)



**Better Homes & Gardens (1-year auto-renewal)**  
Issues: 12 issues/12 months  
**First Issue Delivery Estimate:** [\(What's this?\)](#)  
June 25, 2012 - July 23, 2012  
Any issues with this magazine subscription? [Report a problem](#)  
[National Geographic order history](#)

Subscription status: **Active**  
Expiration date: Unknown  
[\(What's this?\)](#)  
Publisher account number: [\(What's this?\)](#)

Edit subscription  
Cancel subscription  
Remove from Subscription Manager  
This does not cancel your subscription.

**Need to renew?**  
Add 10 issues now for \$12.00

Renew subscription

Shipping address: Mark Privett  
605 5th Ave S  
Seattle WA 98104  
2062666718

Change address



**Inc.**  
Issues: 10 issues/12 months  
Any issues with this magazine subscription? [Report a problem](#)

Subscription status: **Unknown**  
Expiration date: Unknown  
[\(What's this?\)](#)  
Publisher account number: [\(What's this?\)](#)

Edit subscription  
Cancel subscription  
Remove from Subscription Manager  
This does not cancel your subscription.

**Need to renew?**  
Add 10 issues now for \$12.00

Renew subscription

Shipping address: Scott Boggan  
1120 16th Avenue  
Seattle WA 98122  
206-227-2414

Change address



**Library Journal**  
Issues: 20 issues/12 months  
Any issues with this magazine subscription? [Report a problem](#)

Subscription status: **Active**  
Expiration date: March 2013  
[\(What's this?\)](#)  
Publisher account number: Unknown

Edit subscription  
Cancel subscription



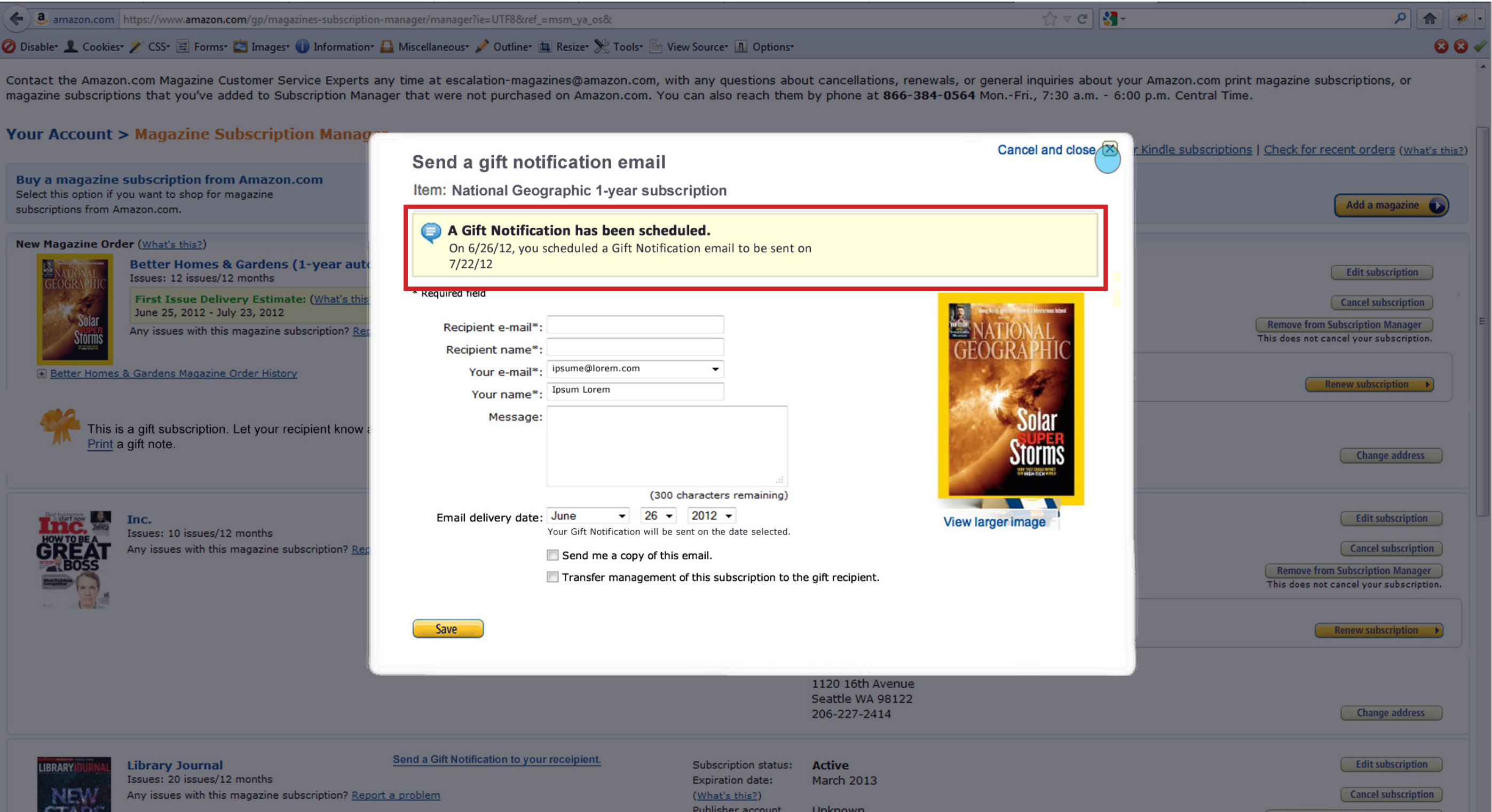
This is a gift subscription. [Email](#) or [print](#) a gift note.  
A gift notification email is scheduled to be sent on 7/20/12.

Once a gift email is scheduled, there will be a confirmation in Subscription Manager

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# Gift Email Popover - Post Save



After a gift email is already scheduled, and the customer clicks on “email” in Subscription Manager again, a message will appear in the popover.

# Recipient Flow - Option 1 (Recommended by Design Team)

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# Sign-In/Up

amazon.com

https://www.amazon.com/ap/signin?\_encoding=UTF8&openid.assoc\_handle=usflex&openid.return\_to=https%3A%2F%2Fwww.amazon.com%2Fgp%2Fdigital%2Ffiona%2Fgift%2FB006XZH48M%2F

Google

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

amazon

[Your Account](#) | [Help](#)

Sign In

What is your e-mail address?

My e-mail address is:

Do you have an Amazon.com password?

☐ No, I am a new customer.

☒ Yes, I have a password:

[Forgot your password?](#)

Sign in using our secure server

Sign In Help

Forgot your password? [Get password help.](#)

Has your e-mail address changed? [Update it here.](#)

[Conditions of Use](#) [Privacy Notice](#) © 1996-2012, Amazon.com, Inc. or its affiliates

If the customer already has an account, they can sign in. If not, they have the opportunity to sign in. **EITHER WAY, once the sign-in/up process is complete, the customer will be taken direction to Subscription Manager.**

# Subscription Manager w/Auto Renew

amazon.com

https://www.amazon.com/gp/magazines-subscription-manager/manager?ie=UTF8&ref\_=msm\_ya\_os&

☆

▼

↻

🌐

Disable

Cookies

CSS

Forms

Images

Information

Miscellaneous

Outline

Resize

Tools

View Source

Options

✔ You have successfully claimed ownership of this magazine from the gift giver.

Bookmark this page for future magazine subscription management

Contact the Amazon.com Magazine Customer Service Experts any time at [escalation\\_magazines@amazon.com](mailto:escalation_magazines@amazon.com), with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

Your Account > Magazine Subscription Manager

Manage your Kindle subscriptions | Check for recent orders (What's this?)

Buy a magazine subscription from Amazon.com

Select this option if you want to shop for magazine subscriptions from Amazon.com.

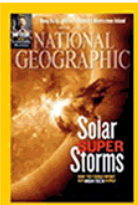
Buy a magazine

Add a magazine subscription bought elsewhere

Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

New Magazine Order (What's this?)



National Geographic (1-year auto-renewal)

Issues: 12 issues/12 months

First Issue Delivery Estimate: (What's this?)  
June 25, 2012 - July 23, 2012

Any issues with this magazine subscription? Report a problem

+ National Geographic order history

 This was a gift from Prince Humperdinck.

Subscription status: Active

Expiration date: Unknown  
(What's this?)

Publisher account number: Unknown  
(What's this?)

Need to renew?  
Add 10 issues now for \$12.00

Shipping address:  
Mark Privett  
605 5th Ave S  
Seattle WA 98104  
2062666718

Edit subscription

Cancel subscription

Remove from Subscription Manager  
This does not cancel your subscription.

Renew subscription

Change address



Inc.

Issues: 10 issues/12 months

Any issues with this magazine subscription? Report a problem

Subscription status: Unknown

Expiration date: Unknown  
(What's this?)

Publisher account number: Unknown  
(What's this?)

Need to renew?  
Add 10 issues now for \$12.00

Shipping address:  
Scott Boggan  
1120 16th Avenue  
Seattle WA 98122  
206-227-2414

Edit subscription

Cancel subscription

Remove from Subscription Manager  
This does not cancel your subscription.

Renew subscription

Change address



Library Journal

Subscription status: Active

Edit subscription

Subscription manager will clearly indicate which magazine is a gift and provide information on when the first issue is estimated to arrive. An alert will display at the top of the page to indicate that the customer has successfully taken ownership of the subscription.



# Subscription Manager - w/o Auto Renew

amazon.comhttps://www.amazon.com/gp/magazines-subscription-manager/manager?ie=UTF8&ref\_=msm\_ya\_os&

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

You have successfully claimed ownership of this magazine from the gift giver.

Bookmark this page for future magazine subscription management

Contact the Amazon.com Magazine Customer Service Experts any time at escalation-magazines@amazon.com, with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

Your Account > Magazine Subscription Manager

Manage your Kindle subscriptions | Check for recent orders (What's this?)

Buy a magazine subscription from Amazon.com

Select this option if you want to shop for magazine subscriptions from Amazon.com.

Buy a magazine

Add a magazine subscription bought elsewhere

Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

New Magazine Order (What's this?)



National Geographic (1-year auto-renewal)

Issues: 12 issues/12 months

First Issue Delivery Estimate: (What's this?)

June 25, 2012 - July 23, 2012

Any issues with this magazine subscription? Report a problem

+

National Geographic order history



This was a gift from Prince Humperdinck.

Subscription status: Active

Expiration date: Unknown (What's this?)

Publisher account number: Unknown (What's this?)

Auto-renewal status: Active (What's this?)

This subscription will be renewed on **March 15, 2013**, at the lowest available price on Amazon.com

Shipping address: Mark Privett  
605 5th Ave S  
Seattle WA 98104  
2062666718

Edit subscription

Cancel subscription

Remove from Subscription Manager

This does not cancel your subscription.

Turn off auto-renewal

Change address



Inc.

Issues: 10 issues/12 months

Any issues with this magazine subscription? Report a problem

Subscription status: Unknown

Expiration date: Unknown (What's this?)

Publisher account number: Unknown (What's this?)

Need to renew?  
Add 10 issues now for \$12.00

Shipping address: Scott Boggan  
1120 16th Avenue  
Seattle WA 98122  
206-227-2414

Edit subscription

Cancel subscription

Remove from Subscription Manager

This does not cancel your subscription.

Renew subscription

Change address

This state of the page reflects Auto-renew being active.

Amazon.com • Confidential • Aradia Correnti • August 1, 2012 11:05 AM

Phase 1 Magazine Gifting Flows Page 18

# Subscription Manager - for the GIVER after Gift has been Claimed

[Darren's Amazon.com](#) | [Today's Deals](#) | [Gift Cards](#) | [Help](#)

Shop by Department ▾

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Hello, **Darren**

Your Account ▾

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[Save up to 25% on Back-to-School Essentials](#)

[Learn more](#) about adding existing print magazine subscriptions not purchased on Amazon.com.

Contact the Amazon.com Magazine Customer Service Experts any time at [escalation-magazines@amazon.com](mailto:escalation-magazines@amazon.com), with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

[Your Account](#) > [Magazine Subscription Manager](#)

[Manage your Kindle subscriptions](#) | [Check for recent orders](#) [\(What's this?\)](#)

**Buy a magazine subscription from Amazon.com**  
Select this option if you want to shop for magazine subscriptions from Amazon.com.

Buy a magazine

**Add a magazine subscription bought elsewhere**  
Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

<< Previous 1 2 3 4 5 6 7 8 9 Next >>

**Popular Science**  
Issues: 12 issues/12 months  
**First Issue Delivery Estimate:** [\(What's this?\)](#)  
August 23, 2012 - September 06, 2012  
Any issues with this magazine subscription? [Report a problem](#)

This is a gift subscription to Darren, your gift has been claimed. [\(What's this?\)](#)

Subscription status: **Gift subscription has been claimed**  
[\(What's this?\)](#)

**Need to renew?**  
**Add 12 issues now for \$12.00**

Renew subscription

OR

Sign up for auto-renewal

**Auto-renewal:** You won't miss an issue; we will renew your subscription at the lowest price available on Amazon.com. [See details](#)

Once the recipient has claimed the gift, the Giver's view of Subscription Mgr changes. All the buttons except for those related to Renewal are removed.

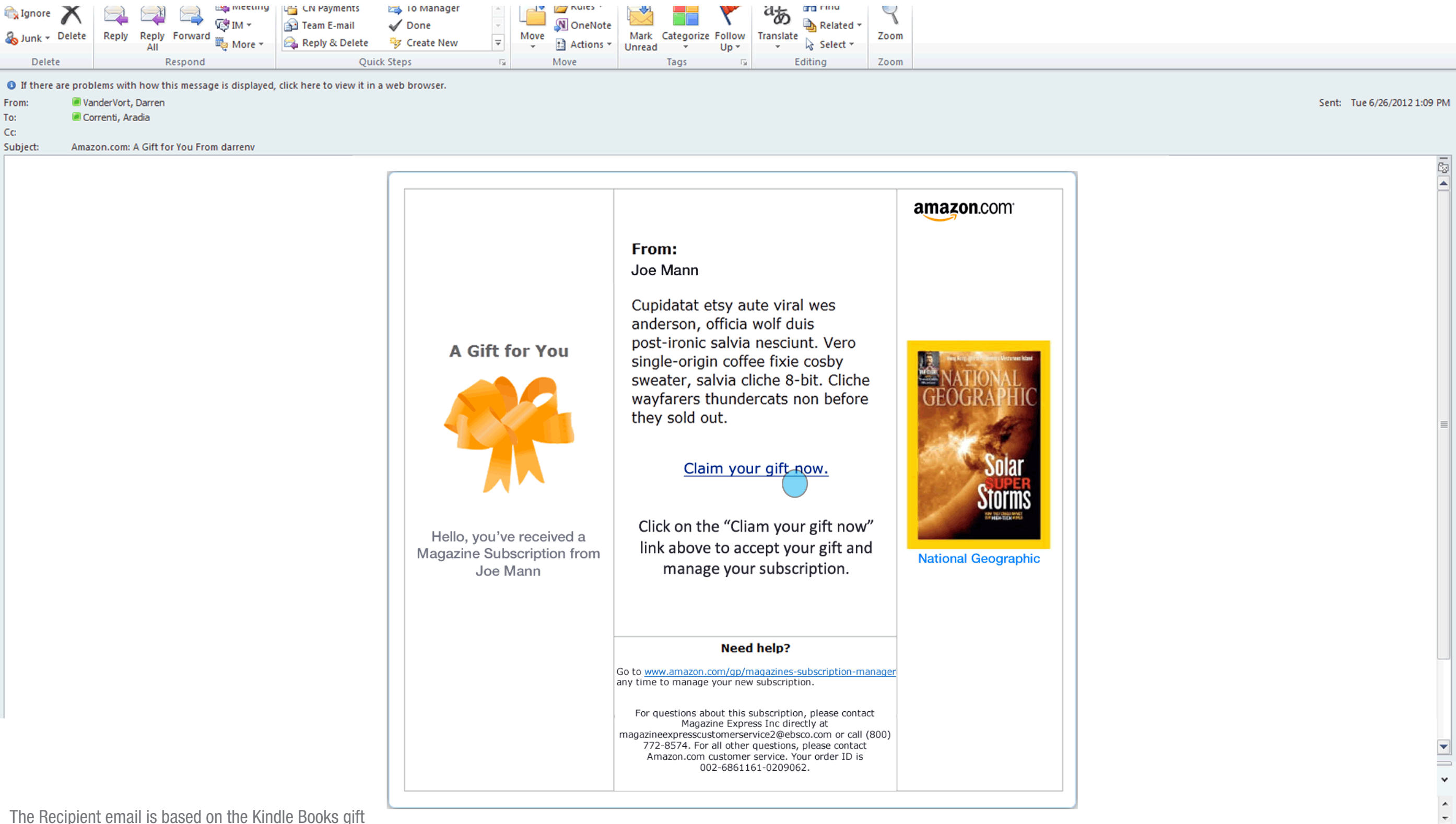
# Recipient Flow - Option 2

Confidential • Do not leave unattended on printer

Aradia Correnti • August 1, 2012 11:05 AM

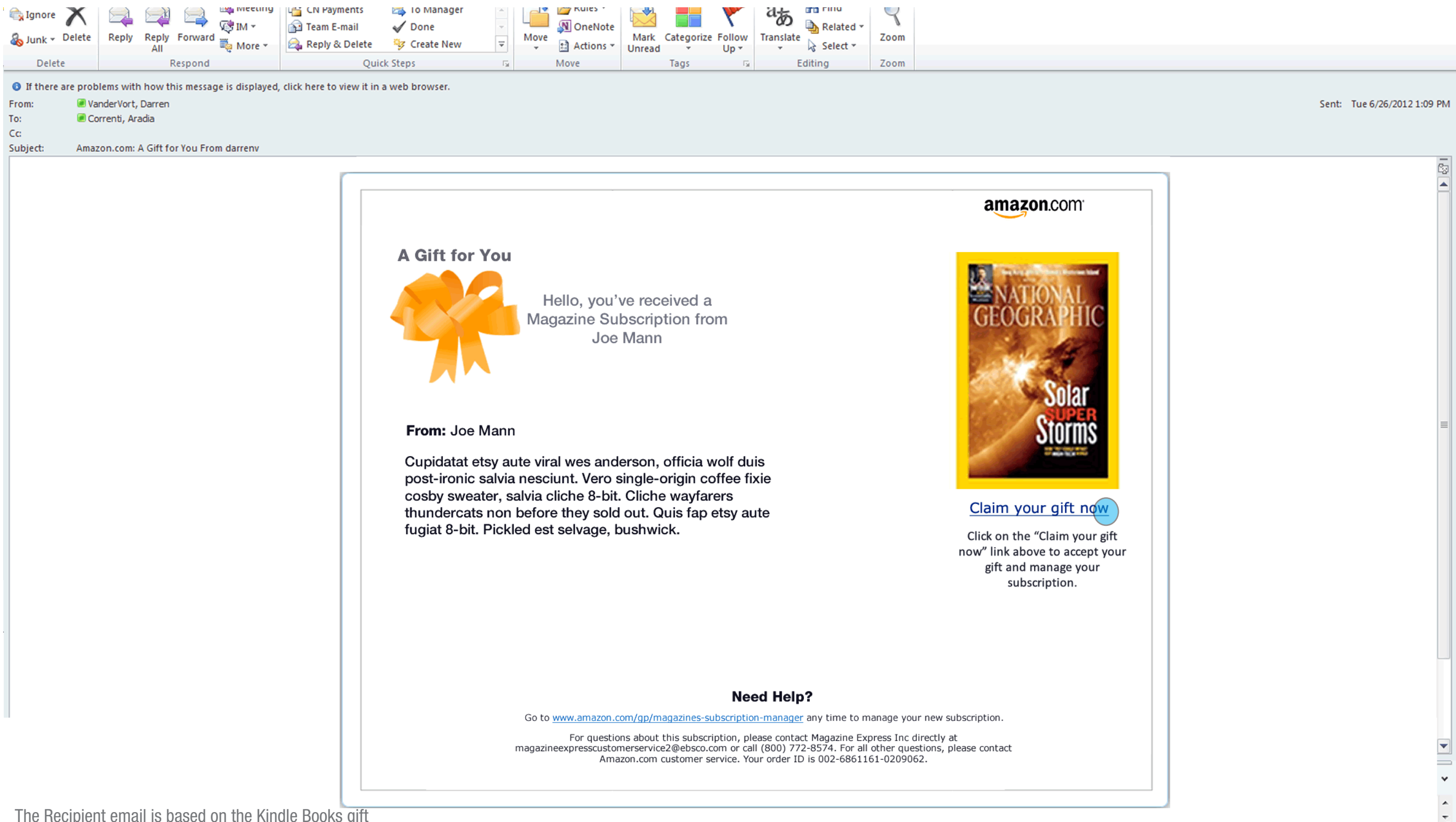


# Recipient Gift Email - Option 1



The Recipient email is based on the Kindle Books gift email. Please refer to the existing HTML for the Kindle gift email for specifications.

# Recipient Gift Email - Option 2



The Recipient email is based on the Kindle Books gift email. Please refer to the existing HTML for the Kindle gift email for specifications.

# Sign-In/Up

amazon.comhttps://www.amazon.com/ap/signin?\_encoding=UTF8&openid.assoc\_handle=usflex&openid.return\_to=https%3A%2F%2Fwww.amazon.com%2Fgp%2Fdigital%2Ffiona%2Fgift%2FB006XZH48M%Google

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

amazon

[Your Account](#) | [Help](#)

Sign In

What is your e-mail address?

My e-mail address is:

Do you have an Amazon.com password?

☐ No, I am a new customer.

☒ Yes, I have a password:

[Forgot your password?](#)

Sign in using our secure server

Sign In Help

Forgot your password? [Get password help.](#)

Has your e-mail address changed? [Update it here.](#)

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If the customer already has an account, they can sign in. If not, they have the opportunity to sign in. **EITHER WAY, once the sign-in/up process is complete, the customer will be taken direction to Subscription Manager.**



# Interstitial w/Sims

Your Account > Magazine Subscription Manager > Claim Your Gift

✔ Your gift subscription has been claimed!



## Popular Science

Issues: 12 issues / 12 months

First Issue Delivery Estimate: (What's this?)  
August 23, 2012 - September 06, 2012

Shipping address: Darren VanderVort  
1767 S 42nd St  
Tacoma WA 98418

 A gift from: Bob Smith

- > Visit the [Magazine Subscription Manager](#)
- > See more magazines in [Amazon's Magazines Store](#)

### Other magazines you might also enjoy:

|                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| <b>Popular Mechanics</b><br><del>(\$47.88)</del> \$6.00                             | <b>National Geographic</b><br><del>(\$71.88)</del> \$15.00                            | <b>Field &amp; Stream</b><br><del>(\$47.00)</del> \$9.97                              | <b>Science Illustrated</b><br><del>(\$24.94)</del> \$14.97                            | <b>Outdoor Life</b><br><del>(\$39.90)</del> \$9.97                                    | <b>Wired</b><br><del>(\$59.88)</del> \$19.99                                          |

In this version, an added page appears in the flow, providing basic information about the gift, as well as Sims.

# Subscription Manager w/Auto Renew

amazon.com

https://www.amazon.com/gp/magazines-subscription-manager/manager?ie=UTF8&ref\_=msm\_ya\_os&

Disable

Cookies

CSS

Forms

Images

Information

Miscellaneous

Outline

Resize

Tools

View Source

Options

You have successfully claimed ownership of this magazine from the gift giver.

Bookmark this page for future magazine subscription management

Contact the Amazon.com Magazine Customer Service Experts any time at [magsolution\\_magazines@amazon.com](mailto:magsolution_magazines@amazon.com), with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

Your Account > Magazine Subscription Manager

Manage your Kindle subscriptions | Check for recent orders (What's this?)

Buy a magazine subscription from Amazon.com

Select this option if you want to shop for magazine subscriptions from Amazon.com.

Buy a magazine

Add a magazine subscription bought elsewhere

Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

New Magazine Order (What's this?)

National Geographic (1-year auto-renewal)  
Issues: 12 issues/12 months  
**First Issue Delivery Estimate:** (What's this?)  
June 25, 2012 - July 23, 2012  
Any issues with this magazine subscription? [Report a problem](#)  
[National Geographic order history](#)

This was a gift from Prince Humperdinck.

Subscription status: Active  
Expiration date: Unknown  
Publisher account number: (What's this?)

Edit subscription  
Cancel subscription  
Remove from Subscription Manager  
This does not cancel your subscription.

Need to renew?  
Add 10 issues now for \$12.00

Renew subscription

Shipping address:  
Mark Privett  
605 5th Ave S  
Seattle WA 98104  
2062666718

Change address

Inc.  
Issues: 10 issues/12 months  
Any issues with this magazine subscription? [Report a problem](#)

Subscription status: Unknown  
Expiration date: Unknown  
Publisher account number: (What's this?)

Edit subscription  
Cancel subscription  
Remove from Subscription Manager  
This does not cancel your subscription.

Need to renew?  
Add 10 issues now for \$12.00

Renew subscription

Shipping address:  
Scott Boggan  
1120 16th Avenue  
Seattle WA 98122  
206-227-2414

Change address

Library Journal

Subscription status: Active

Edit subscription

Subscription manager will clearly indicate which magazine is a gift and provide information on when the first issue is estimated to arrive. An alert will display at the top of the page to indicate that the customer has successfully taken ownership of the subscription.

# Subscription Manager - w/o Auto Renew

amazon.comhttps://www.amazon.com/gp/magazines-subscription-manager/manager?ie=UTF8&ref\_=msm\_ya\_os&

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

You have successfully claimed ownership of this magazine from the gift giver.

Bookmark this page for future magazine subscription management

Contact the Amazon.com Magazine Customer Service Experts any time at escalation-magazines@amazon.com, with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

Your Account > Magazine Subscription Manager

Manage your Kindle subscriptions | Check for recent orders (What's this?)

Buy a magazine subscription from Amazon.com

Select this option if you want to shop for magazine subscriptions from Amazon.com.

Buy a magazine

Add a magazine subscription bought elsewhere

Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

New Magazine Order (What's this?)



National Geographic (1-year auto-renewal)

Issues: 12 issues/12 months

First Issue Delivery Estimate: (What's this?)

June 25, 2012 - July 23, 2012

Any issues with this magazine subscription? Report a problem

+

National Geographic order history



This was a gift from Prince Humperdinck.

Subscription status: Active

Expiration date: Unknown (What's this?)

Publisher account number: Unknown (What's this?)

Auto-renewal status: Active (What's this?)

This subscription will be renewed on **March 15, 2013**, at the lowest available price on Amazon.com

Shipping address: Mark Privett  
605 5th Ave S  
Seattle WA 98104  
2062666718

Edit subscription

Cancel subscription

Remove from Subscription Manager

This does not cancel your subscription.

Turn off auto-renewal

Change address



Inc.

Issues: 10 issues/12 months

Any issues with this magazine subscription? Report a problem

Subscription status: Unknown

Expiration date: Unknown (What's this?)

Publisher account number: Unknown (What's this?)

Need to renew?  
Add 10 issues now for \$12.00

Shipping address: Scott Boggan  
1120 16th Avenue  
Seattle WA 98122  
206-227-2414

Edit subscription

Cancel subscription

Remove from Subscription Manager

This does not cancel your subscription.

Renew subscription

Change address

This state of the page reflects Auto-renew being active.

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# Subscription Manager - for the GIVER after Gift has been Claimed

amazon

Prime

Darren's Amazon.com

Today's Deals

Gift Cards

Help

Shop by Department

Search

All

Go

Hello, Darren

Your Account

0 Cart

Wish List

Save up to 25% on Back-to-School Essentials

[Learn more](#) about adding existing print magazine subscriptions not purchased on Amazon.com.

Contact the Amazon.com Magazine Customer Service Experts any time at escalation-magazines@amazon.com, with any questions about cancellations, renewals, or general inquiries about your Amazon.com print magazine subscriptions, or magazine subscriptions that you've added to Subscription Manager that were not purchased on Amazon.com. You can also reach them by phone at **866-384-0564** Mon.-Fri., 7:30 a.m. - 6:00 p.m. Central Time.

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Buy a magazine

Add a magazine subscription bought elsewhere

Select this option if you want to manage a magazine subscription purchased elsewhere.

Add a magazine

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5

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Next >>



Popular Science

Issues: 12 issues/12 months

First Issue Delivery Estimate: (What's this?)  
August 23, 2012 - September 06, 2012

Any issues with this magazine subscription? [Report a problem](#)



This is a gift subscription to Darren, your gift has been claimed. (What's this?)

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Auto-renewal: You won't miss an issue; we will renew your subscription at the lowest price available on Amazon.com. [See details](#)

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Sign up for auto-renewal

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