

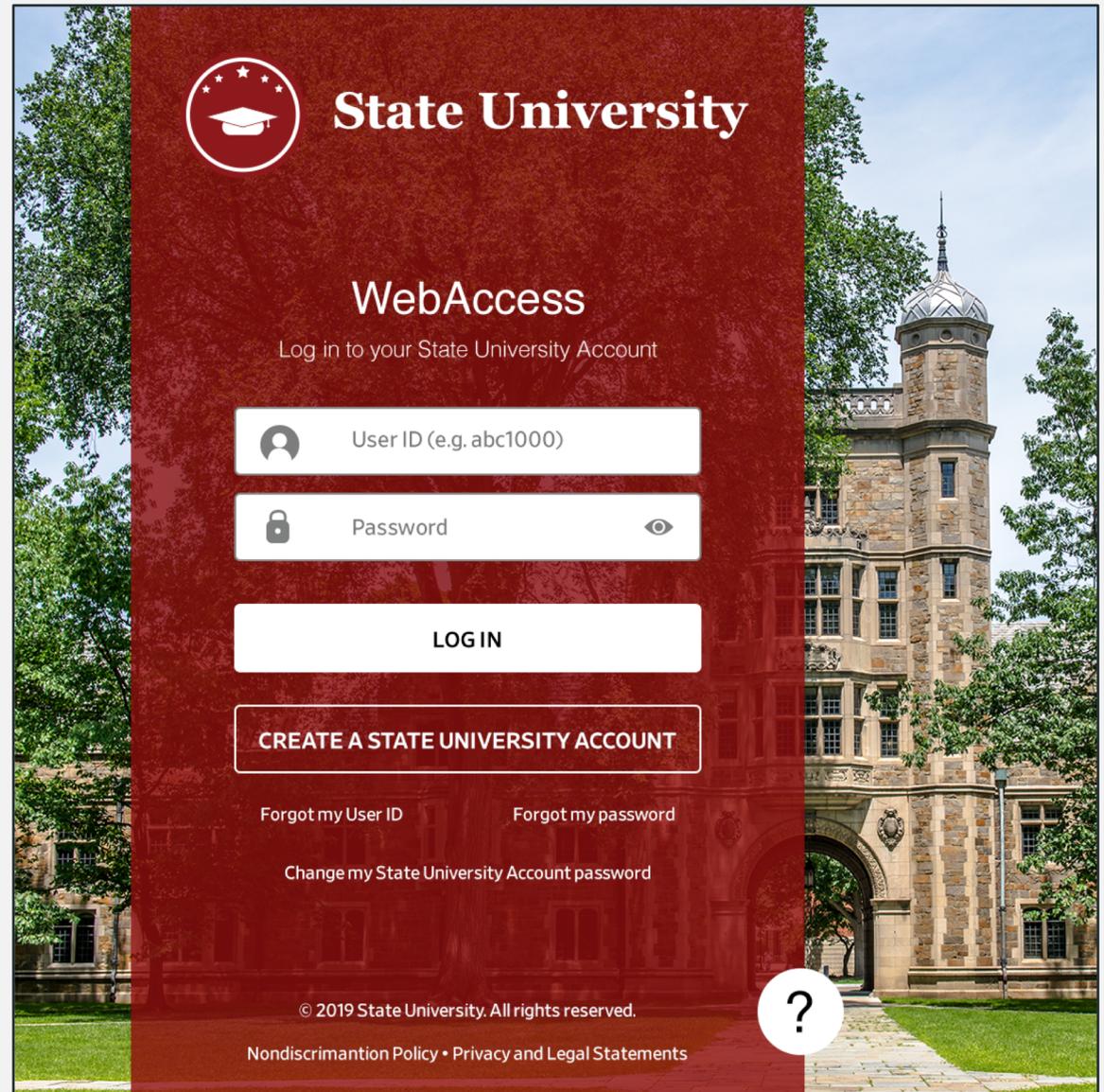
# USER JOURNEY OVERVIEW

# USER REGISTRATION

To begin the registration process, please visit the sign-up link provided by your college or university.

If you're unable to locate the link, please visit [WSJ.com/ActivateStudent](https://www.wsj.com/ActivateStudent) where you can search for your school access.

This will direct you to your university's single sign on page, where you should sign in with your school credentials.

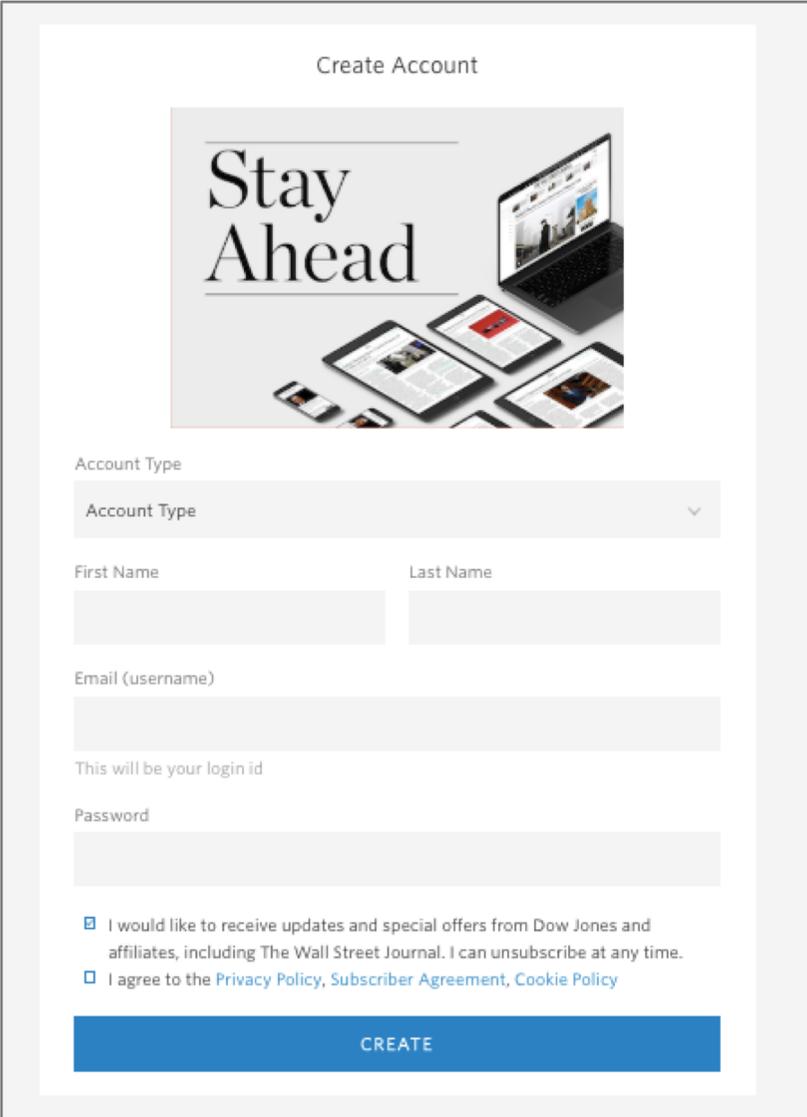


# USER REGISTRATION

After verifying your school credentials, you will be directed to WSJ.com to create your account. You will be responsible for completing the following fields:

- Account Type: Professor, Staff or Student
- First & Last Name
- Email Address
- Password
- Graduation Month & Year (Students Only)

Please note that your email address and password will become your login credentials when accessing content directly on WSJ.com or using our WSJ app.



The screenshot shows the 'Create Account' page for WSJ.com. At the top, it says 'Create Account' and features a banner with the text 'Stay Ahead' and images of a laptop and several smartphones displaying the WSJ app. Below the banner, the form includes the following fields and options:

- Account Type:** A dropdown menu with 'Account Type' selected.
- First Name:** A text input field.
- Last Name:** A text input field.
- Email (username):** A text input field.
- This will be your login id:** A label for the email field.
- Password:** A text input field.
- I would like to receive updates and special offers from Dow Jones and affiliates, including The Wall Street Journal. I can unsubscribe at any time.
- I agree to the [Privacy Policy](#), [Subscriber Agreement](#), [Cookie Policy](#)

A blue 'CREATE' button is located at the bottom of the form.

# USER REGISTRATION: CONFIRMATION PAGE

After successfully creating an account, you will be redirected to WSJ's confirmation page.

Click on "Okay, Let's Go" to customize your experience.

**THE WALL STREET JOURNAL.**

Redemption Successful



**Confirmation NO. o161110011**  
A receipt has been sent to your email.

---



**STUDENT DIGITAL PACK**

Thank you for subscribing. You now have full access to WSJ.com, mobile apps and our WSJ+ benefits program.

**OK, LET'S GO**

Contact Dow Jones | Privacy Policy | Cookie Policy  
© 2017 Dow Jones & Company, Inc. All Rights Reserved

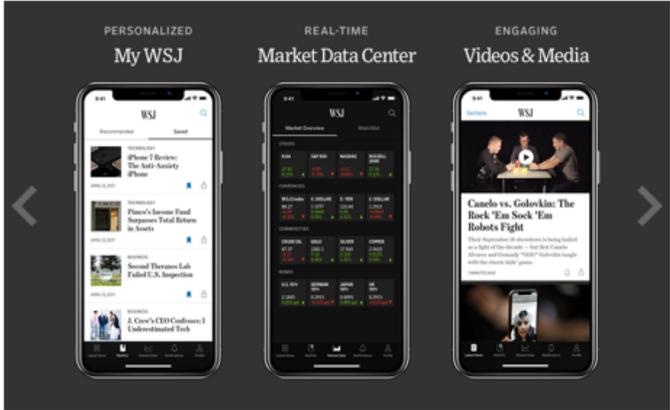
# USER REGISTRATION: MEMBERSHIP PORTAL

Users can explore opportunities provided with every WSJ membership including:

- Downloading the WSJ mobile app
- Taking advantage of exclusive events and offers through WSJ+
- Subscribing to curated newsletters
- Joining the WSJ social channels

**THE WALL STREET JOURNAL.**

Stay Mobile With The News You Love



Power your news experience with WSJ apps. Optimized for iOS and Android, WSJ apps deliver all the breaking news, markets data and analysis you need on the go.

Enter your cell number below and we'll text you a link to the WSJ apps

[TEXT ME A LINK](#)

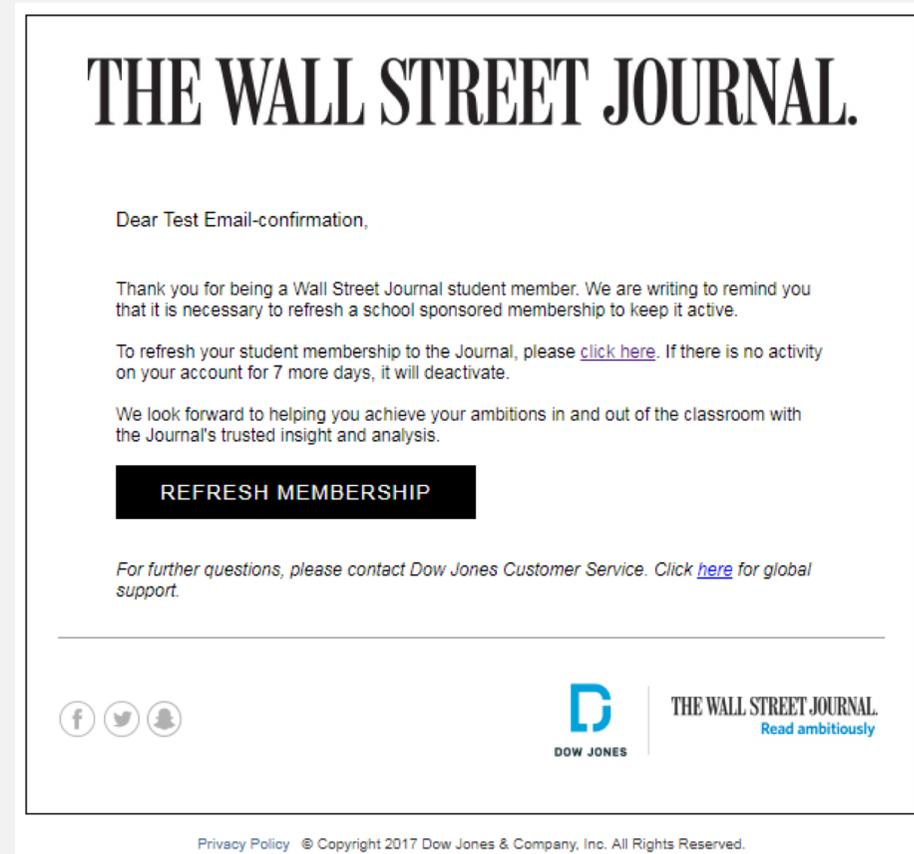
[SKIP AND CONTINUE](#)

# REFRESHING ACCESS – FACULTY & STAFF

# REFRESHING ACCESS TO CONTENT

Faculty and staff will need to refresh their access to WSJ content each year to confirm they are still affiliated with the university.

All faculty and staff users will receive an email notification seven days prior to their refresh. By clicking “Refresh Membership” or the “Click here” prompt in the email, users will be directed to refresh their access for another year.



**THANK YOU**