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1 Introduction: Use Cases

1.1 What they are
Use Case Scenarios are the first step in identifying the interactive functionality in a site. The Scenarios provide, where appropriate, high-level detail in several different areas: the processes a user may complete in a site, and the functions necessary to allow the user to complete these processes.

1.2 What they are not
Please note that the scenarios are only the first step in identifying the interactive functionality in a site. The Scenarios act as a blueprint for the Functional Requirements for the site, but by no means do they represent the final guideline.

1.3 Use cases can contain the following sections:

- **Description:** Summarizes the unit of functionality performed by the system.
- **Actors:** A list of people or other systems that interact with the system to perform the unit of work or use case.
- **Pre-conditions:** Indicate the required state of the system before the use case can be started.
- **Basic Course:** Provides a step-by-step description of the interaction between the actors and the system to achieve the unit of functionality. The basic course is the primary path the actors will use to perform the task.
- **Alternate Course:** A secondary path that actors may choose to achieve the unit of functionality.
- **Post conditions:** The state of the system after the use case is exercised.
- **Issues:** A special type of secondary scenario that indicates error conditions that may arise during the interaction.
- **Exceptions:** A list of unresolved questions that are captured during the requirements gathering phase (issues should be resolved before use cases can be considered complete).
- **Notes:** The resolved issues, assumptions made concerning the use case, and any other remarks that may have been captured during development.
- **Risks:** The potential risks identified during the use case requirements gathering.

2 Registration for CBSnews.com

2.1 Brief Description
Registration is required for certain interaction with cbsnews.com. Interactions may include signing up for email or wireless alerts, responding to blogs and commenting on articles, or watching the CBS Evening News with Katie Couric simulcast.

Currently the registration flow is inconsistent across products. The screen layouts can also be improved to better match user expectations.
2.2 **Actors**
Visitors to the CBSNews.com web site.

2.3 **Pre-Condition**
Visitor wants to find out about news events available from the CBSNews.com web site.

3 **Basic Flow: Visitor is not a registered user**

3.1 **Visitor chooses to “register”**

3.2 **Visitor fills in information for:**

3.2.1 ID
3.2.2 Password
3.2.3 Retype Password
3.2.4 First Name
3.2.5 Last Name
3.2.6 ZIP Code
3.2.7 Birth Date
3.2.8 Email Address

3.3 **Visitor agrees to the terms and conditions**
Visitor agrees to the terms and conditions of using the CBSNews.com web site by acknowledging that they read the text.

3.4 **Visitor submits the information**
Visitor clicks on a button to submit the registration information.

3.5 **Visitor receives confirmation**
Upon registering and signing up for alerts, a registered user will receive a confirmation indicating that they will receive these services; or, upon registering a user can watch the evening news simulcast.

3.6 **Post Condition**
Visitor is now a registered user of all CBS web sites, partners and affiliates. These sites include but are not limited to the following affiliate sites:

- CBSSports.com
- CBSNews.com
- CBS.com
- TheShowBuzz.com
- NFL.com
- NCAAasports.com

Comment [RAS1]: We can explain to the user what we mean by a common or unified registration... that they can use this ID on other CBS sites... and if they already have an ID to use it here.
4 Alternative Flows: Not Registered Visitor

4.1 Email Alerts
Visitor is not a registered user and wants to receive news alerts in her email inbox.

4.1.1 Visitor chooses to sign up for email alerts.

4.1.2 Visitor is presented with text validating that she is choosing to receive email alerts.

4.1.3 Visitor is presented with the types of email alerts available:
   1. CBS Evening News e-mail newsletter.
   2. News Summary
   3. Delivery Options
      - Weekdays:
        - Morning
        - Afternoon
        - Evening
      - Weekends:
        - Afternoon
   4. Breaking News alerts
   5. Today on CBS News
   6. 48 Hour Investigates
   7. 60 Minutes
   8. The Early Show
   9. CBS News Sunday Morning
   10. ShowBuzz Newsletter
   11. Public Eye Newsletter
   12. The Skinny
   13. CBS News SPACE Newsletter

4.1.4 Visitor selects which newsletter(s) she wants to receive.

4.1.5 Visitor submits her choices or clears (Resets) selections made.

4.1.6 Visitor enters Basic Flow at step 3.2

4.2 Wireless Alerts Using Mobile Phone
Visitor is not a registered user and wants to sign up to receive wireless alerts using her mobile phone.

4.2.1 Visitor chooses to receive wireless alerts.

4.2.2 Visitor sees advertisement or clicks on wireless alert link and is presented with text explaining wireless alerts and how to receive them.

4.2.3 Visitor enters a [keyword] on her mobile phone and submits it to the number provided (e.g., 99888).
Use Case Specification: Registration

4.2.4 Visitor receives a confirmation and "Welcome" text message on her mobile phone.

4.2.5 Visitor receives a test text message on her mobile phone and must navigate to the URL in the message. **Note:** This is a test to determine the phone’s capabilities: Video, Picture, or Text and is determined by the phone Model and Carrier – user experience is different.

4.2.6 Visitor navigates to URL.

4.2.7 Visitor must go to the link in the test text message.

4.2.8 Once visitor goes to the URL, a message is sent to her mobile phone indicating exactly what capabilities she has (text only OR video/pictures/text)?

4.2.9 Visitor is on wap.cbsnews.com site if her phone has more than text only capabilities; else she only receives text messages.

4.3 Wireless Alerts Using Web Site

Visitor is not a registered user and wants to sign up to receive wireless alerts using the web site registration method.

4.3.1 Visitor chooses to receive wireless alerts.

4.3.2 Visitor sees advertisement or clicks on wireless alert link and is presented with text explaining wireless alerts and how to receive them.

4.3.3 Visitor chooses to subscribe using the web site.

4.3.4 Visitor enters Basic Flow at step 3.2

4.3.5 Visitor is presented with a web page to enter her mobile phone number.

4.3.6 Visitor enters her mobile phone number and submits it via the web page.

4.3.7 Visitor receives a confirmation web page and a "Welcome" message on her mobile phone and the next steps to test her phone.

4.3.8 Visitor receives a test text message on his mobile phone and must navigate to the URL in the message. **Note:** This is a test to determine the phone’s capabilities: Video, Picture, or Text and is determined by the phone Model and Carrier – user experience is different.

4.3.9 Once visitor goes to the URL, a message is sent to her mobile phone indicating exactly what capabilities she has (text only OR video/pictures/text)?

4.3.10 Visitor is on wap.cbsnews.com site if her phone has more than text only capabilities; else she only receives text messages.

4.4 Watch Evening News

Visitor is not a registered user, and wishes to watch the Evening News on her computer.

4.4.1 Visitor is new to the CBSnews.com web site and has not registered.

4.4.2 Visitor clicks on CBS Evening News link for simulcast between [insert time] EST/EDT. **Note:** Registration is not required at times outside of this window.

4.4.3 CBS News Video window appears and visitor is presented with text explaining...
Use Case Specification: Registration

4.4 Visitor chooses to "register"
4.4.4 Visitor chooses to "register"
4.4.5 Visitor enters Basic Flow at step 3.2
4.4.6 Simulcast plays.

4.5 Comment on Story/Blog
Visitor is not a registered user and wants to write a response to something she read.
4.5.1 Visitor is new to the CBSnews.com web site and has not registered.
4.5.2 Visitor reads story/blog and wants to comment on it.
4.5.3 Visitor chooses to "register".
4.5.4 Visitor enters Basic Flow at step 3.2
4.5.5 Visitor is taken back to the story/blog and enters her comments.

4.6 Am I am Member?
4.6.1 Insert.

Comment [RAS4]: First and Last Name are not currently required to register for the Evening News simulcast.
Comment [RASS]: If user clicks on link for evening news video times other than 6:30-11:00, no registration is prompted. Otherwise reg is prompted. This is done to protect the local market and hopefully avoid out of time zone users from seeing the show prior to its locally scheduled air time. We may not want to change this process.
Comment [RAS6]: Once the user has completed the registration, they should be automatically logged in and able to enter comments. We should be able to determine where a user came from story or blog page and take them to the page already logged in.
5 Alternative Flows: Registered Visitor - Not Logged In

5.1 Email Alerts
Visitor is a registered user [not logged in] and wants to receive news alerts in his email inbox.

5.1.1 Visitor has registered with CBSNews.com or affiliate web site.
5.1.2 Visitor chooses to sign up for email alerts.
5.1.3 Visitor is presented with text describing email alerts.
5.1.4 Visitor is presented with the types of email alerts available:
   1. CBS Evening News e-mail newsletter.
   2. News Summary
   3. Delivery Options
      Weekdays:
      • Morning
      • Afternoon
      • Evening
      Weekends:
      • Afternoon
      Format: (HTML or Text Format)
   4. Breaking News alerts
   5. Today on CBS News
   6. 48 Hour Investigates
   7. 60 Minutes
   8. The Early Show
   9. CBS News Sunday Morning
   10. ShowBuzz Newsletter
   11. Public Eye Newsletter
   12. The Skinny
   13. CBS News SPACE Newsletter
5.1.5 Visitor selects the newsletter(s) he wants to receive.
5.1.6 Visitor submits his choices or clears (Resets) selections made.

5.2 Wireless Alerts Using Web Site
5.2.1 Insert?

5.3 Watch Evening News
Visitor is a registered user, and wishes to watch the Evening News on his computer.

5.3.1 Visitor has registered with CBSNews.com or affiliate web site.
5.3.2 Visitor clicks on CBS Evening News link for simulcast between 6:15 - 11:00 EST/EDT. **Note:** Registration is not required at times outside of this window.
5.3.3 CBS News Video window appears and visitor is presented with text explaining...
CBS News

Use Case Specification: Registration

the simulcast and login fields.

5.3.4 Visitor chooses to log in to CBSNews.com
5.3.5 Simulcast plays in the player.

5.4 **Comment on Story/Blog**
Visitor is a registered user and wants to write a response to something he read.

5.4.1 Visitor reads a story/blog and wants to comment on it.
5.4.2 Visitor chooses to log into CBSNews.com
5.4.3 Visitor enters her comments and submits the text.

5.5 **Manage Email Alert Subscription(s)**
Visitor is a registered user [not logged in] and wants to add, cancel or modify her subscriptions.

5.5.1 Visitor wishes to change his email alert subscription.
5.5.2 Visitor chooses to log into CBSNews.com
5.5.3 Visitor can do the following:
   - Subscribe to email alerts
   - Unsubscribe to email alerts
   - Change email address
   - Add additional email address
   - Temporarily suspend email alerts

5.5.4 Visitor submits changes.
5.5.5 Visitor is presented with a confirmation of his changes.

5.6 **Manage Wireless Alert Subscription**
Visitor is a registered user [not logged in] and wants to add, cancel or modify his subscriptions.

5.6.1 Visitor wishes to change his wireless alert subscription.
5.6.2 Visitor chooses to log into CBSNews.com
5.6.3 Visitor can do the following:
5.6.4 Subscribe to wireless alerts
5.6.5 Unsubscribe to wireless alerts
5.6.6 Change mobile number
5.6.7 Add mobile number
5.6.8 Control the number of alerts to receive per day
5.6.9 Control the time boundaries for receiving alerts
5.6.10 Enter local time zone
5.6.11 Temporarily suspend wireless alerts
5.6.12 Visitor submits changes.
5.6.13 Visitor is presented with a confirmation of his changes.

Comment [RAS8]: The Publish button could be disabled at this point. The button would not be enabled until the user clicks or enters into the ID or Password fields. The login fields are located on the story level and at the top of every page. Interaction should be the same when user enters the fields as per the display of the Publish button.

Comment [RAS9]: 2 email addresses: business, home

Comment [RAS10]: Currently only CBS News To Go mobile alerts are available on CBSNews.com but there are other alerts on the horizon.
Use Case Specification: Registration

5.7 Forgot ID
Visitor is a registered user [not logged in] and cannot remember ID.
5.7.1 Visitor cannot remember ID.
5.7.2 Visitor clicks on a link to retrieve ID.
5.7.3 Visitor is prompted to enter his email address.
5.7.4 Visitor submits information.
5.7.5 Visitor receives confirmation on screen that his ID is being sent to the email address provided.
5.7.6 Visitor receives an email with his ID.

5.8 Forgot Password
Visitor is a registered user [not logged in] and cannot remember Password.
5.8.1 Visitor cannot remember Password.
5.8.2 Visitor clicks on a link for his Password.
5.8.3 Visitor is prompted for his ID and birth date.
5.8.4 Visitor submits information.
5.8.5 Visitor receives confirmation on screen that his new Password is being sent to the email address provided.
5.8.6 Visitor receives an email with his new Password.

5.9 Change First Name
Visitor is a registered user [not logged in] and wants to change his First Name.
5.9.1 Visitor chooses to log into CBSNews.com
5.9.2 Visitor clicks on Profile page.
5.9.3 Visitor changes text in First Name field.
5.9.4 Visitor submits information.
5.9.5 Visitor receives confirmation on screen that his change has been made.
5.9.6 Visitor's name change is reflected on screen.

5.10 Change Last Name
Visitor is a registered user [not logged in] and wants to change his Last Name.
5.10.1 Visitor chooses to log into CBSNews.com
5.10.2 Visitor clicks on Profile page.
5.10.3 Visitor changes text in Last Name field.
5.10.4 Visitor submits information.
5.10.5 Visitor receives confirmation on screen that his change has been made.
5.10.6 Visitor's name change is reflected on screen.

5.11 Change Password
Visitor is a registered user [not logged in] and wants to change his password.
5.11.1 Visitor chooses to log into CBSNews.com

Comment [RAS11]: This could be a challenge question like: "What was your Mother's maiden name?"
Use Case Specification: Registration

5.11.2 Visitor clicks on Profile page.
5.11.3 Visitor types new password.
5.11.4 Visitor re-types new password.
5.11.5 Visitor submits information.
5.11.6 Visitor receives confirmation on screen that his password has been changed.

5.12 Delete ID for CBS Sites
Visitor is a registered user [not logged in] and does NOT want to be a registered user on all or any CBS web sites.
5.12.1 Visitor chooses to log into CBSNews.com
5.12.2 Visitor clicks on Profile page.
5.12.3 Visitor clicks on link to delete membership.
5.12.4 Visitor is presented with a list of sites at which they are currently members.
5.12.5 Visitor can select sites to which they do not want to be members.
5.12.6 Visitor submits information.
5.12.7 Visitor receives confirmation on screen that their membership(s) has been canceled.
5.12.8 Visitor receives email confirmation that their membership(s) has been canceled.

5.13 Unsubscribe to Wireless Alerts via Mobile Phone – alt flow?
Visitor attempts to unsubscribe to wireless alerts using his mobile phone.
5.13.1 Visitor texts the keyword to unsubscribe to wireless alerts.
5.13.2 Visitor receives a confirmation message that his wireless alert subscription has been successfully unsubscribed.

5.14 Unsubscribe to Wireless Alerts via Web – alt flow?
Visitor attempts to unsubscribe to wireless alerts using the web.
5.14.2 Visitor enters the subscription web page for wireless alerts.
5.14.3 Visitor de-selects the wireless alert(s).
5.14.4 Visitor submits the information.
5.14.5 Visitor receives a message that his mobile number has been successfully unsubscribed.

5.15 Subscription Attempt Immediately after Unsubscribing – alt flow?
Visitor unsubscribes a mobile number and then attempts to quickly (within a few minutes) re-subscribe to the same number.
5.15.1 Visitor successfully unsubscribed from wireless alert(s).
5.15.2 Visitor decides (subscribe again) to wireless alerts.
5.15.3 Visitor enters his wireless phone number.
5.15.4 Visitor submits the information.
Use Case Specification: Registration

5.15.5 Visitor receives a message that his mobile phone number is pending for wireless alerts.

5.15.6 (Once the database is updated – usually within 30 minutes) Visitor receives confirmation message that his mobile phone number will receive alerts.

5.16 Am I am Member?

5.16.1 Insert.
6 Alternative Flows: Registered Visitor - Logged In

6.1 Email Alerts
Visitor is a registered user [logged in] and wants to receive news alerts in her email inbox.
6.1.1 Visitor enters flow 5.1.2.

6.2 Watch Evening News
Visitor is a registered user [logged in] and wishes to watch the Evening News on her computer.
6.2.1 Visitor enters flow 5.3.2.

6.3 Comment on Story/Blog
Visitor is a registered user [logged in] and wants to write a response to something she read.
6.3.1 Visitor enters flow 5.4.1.

6.4 Manage Email Alert Subscription(s)
Visitor is a registered user [logged in] and wants to add, cancel or modify her subscriptions.
6.4.1 Visitor enters flow 5.5.3.

6.5 Manage Wireless Alert Subscription
Visitor is a registered user [logged in] and wants to add, cancel or modify her subscriptions.
6.5.1 Visitor enters flow 5.6.3.

6.6 Change Password
Visitor is a registered user [logged in] and wants to change her password.
6.6.1 Visitor enters flow 5.10.2

6.7 Delete ID for CBS Sites
Visitor is a registered user [logged in] and does NOT want to be a registered user on all or any CBS web sites.
6.7.1 Visitor enters flow 5.11.2
7 Exceptional flows (error flow)

7.1 Subscribe for Wireless Alerts via Web – Land Line Phone Number Entered
Visitor attempts to register and subscribe to wireless alerts via the web and enters a
land line phone number.

7.1.1 Visitor chooses to receive wireless alerts.
7.1.2 Visitor sees advertisement or clicks on wireless alert link and is presented
with text explaining wireless alerts and how to receive them.
7.1.3 Visitor proceeds to a page to enter a mobile phone number.
7.1.4 Visitor [incorrectly] enters a land line based phone number.
7.1.5 Visitor submits the information.
7.1.6 Visitor receives an email indicating that the phone number submitted is not
able to receive wireless alerts.

7.2 Subscribe for Wireless Alerts using an existing Mobile Number
Visitor subscribes to wireless alerts on the website but uses a phone number that
already is configured to receive alerts.

7.2.1 Visitor chooses to receive wireless alerts.
7.2.2 Visitor sees advertisement or clicks on wireless alert link and is presented
with text explaining wireless alerts and how to receive them.
7.2.3 Visitor is presented with a web page to enter his mobile phone number.
7.2.4 Visitor enters a mobile phone number (one that is already configured to
receive alerts).
7.2.5 Visitor submits the information.
7.2.6 Visitor receives a message that the mobile number entered is already
configured to receive alerts.

7.3 Subscribe for Wireless Alerts with Incomplete Number
Visitor subscribes to wireless alerts on the website but does not enter all of the digits
necessary for a valid mobile phone number.

7.3.1 Visitor chooses to receive wireless alerts.
7.3.2 Visitor sees advertisement or clicks on wireless alert link and is presented
with text explaining wireless alerts and how to receive them.
7.3.3 Visitor is presented with a web page to enter his mobile phone number.
7.3.4 Visitor enters a mobile phone number (but it is missing digits).
7.3.5 Visitor submits the information.
7.3.6 A message appears informing the visitor that he did not enter all of the digits
for his mobile phone number.
7.3.7 Visitor dismisses the message.
7.3.8 The field or fields are highlighted in red where there are missing digits.
7.3.9 Visitor enters the complete mobile phone number. The red highlights
disappear.

Comment [RAS12]: Explore a means of recognizing this fault before the submission
process is completed. Can this be done and how?

Comment [RAS13]: This does not have to be a pop-up window. There error could be
displayed within the frame of the current page.
Use Case Specification: Registration

7.3.10 Visitor submits the information.

7.4 Phone Number Change with Existing ID
Visitor has an ID and is logged in to CBSNews.com and chooses to subscribe to receive wireless alerts on a different mobile phone. Note: The user is currently presented with an “unsubscribe message”.

7.4.1 Visitor is logged into CBSNews.com.
7.4.2 Visitor clicks on wireless alerts and views subscription option(s).
7.4.3 Visitor selects wireless alert(s).
7.4.4 Visitor submits the information.
7.4.5 Visitor receives an “Unsubscribe message” because his mobile phone number is already configured to receive alerts.
7.4.6 Visitor is prompted to change his mobile phone number.

7.5 Text an Unexpected Word to 99888
Visitor attempts to text the keyword listed on the web advertisement so he can receive alerts but enters the wrong word.

7.5.1 Visitor sees an advertisement for wireless alerts and reads instructions.
7.5.2 Visitor mistakenly texts an invalid keyword to 99888.
7.5.3 Visitor receives a message that his submission for his wireless alerts could not be recognized.
7.5.4 The instructions are repeated in the email.

7.6 Text a Blank Message to 99888

7.6.1 Visitor sees an advertisement for wireless alerts and reads instructions.
7.6.2 Visitor mistakenly texts a blank message to 99888.
7.6.3 Visitor receives a message that his submission for his wireless alerts could not be recognized.
7.6.4 The instructions are repeated in the email.

7.7 ID Already Taken

7.7.1 Insert.
7.7.2 Insert.
8 Issues

8.1 No "unregister" Flow Available
Currently there is no ability to delete a user registration.

8.2 Registration to Select CBS Web Sites
Currently there is no ability to be a registered user for select CBS web sites – it is an all or nothing venture.

8.3 Add or Manage Multiple Devices
Currently there is no ability to add or manage multiple devices (mobile phones, pagers, smart phones, [?]) to receive alerts.

8.4 Simultaneous logins?
User is simultaneously logged in at multiple locations (web pages).

8.5 Texting a Blank Message to 99888
Currently a situation can occur when texting a blank message to 99888. If the user has already signed up for alerts for any CBS product (News or Sportsline) texting a blank message to 99888 will unsubscribe them.

Sections/Things to add (?):
User doesn’t realize they are a member already
• user registers again

User thinks they have an id but don’t – how do we help user?
• Prompt with search/challenge question

What happens when a user cancels their membership and wants to signup again using same login ID?
1. submits info
2. ID exists already
3. is this you?
4. answer challenge question
5. on correct answer = user gets ID again
6. on wrong answer = reattempt; else denied and prompted to create new ID
9 Questions

9.1 Ref alternative flow 3.2: how will the user “agree” to the EULA agreement?
10 Risks