

Bloomberg Businessweek Microsite User Journey

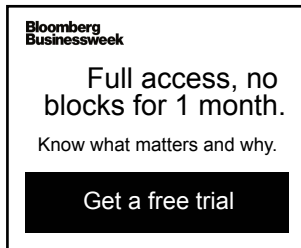
Assumptions

- offer is for Digital Access only
- price is \$15 every 12 weeks (after free month)
- doesn't include current Gift or Student options

Notes

- All copy is "suggestive"
- screen resolutions are approximate, mobile more exact, targeting iPhone 5
- mobile-first, responsive design

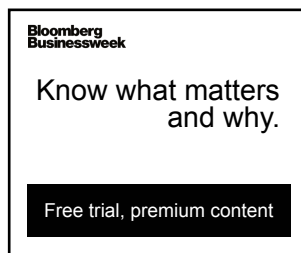
User Entry Point



Ad introducing offer

- appears to users who haven't browsed microsite at all, or only read an article or two
- could also be used on Businessweek.com (helpful message Registration limitation, for instance)

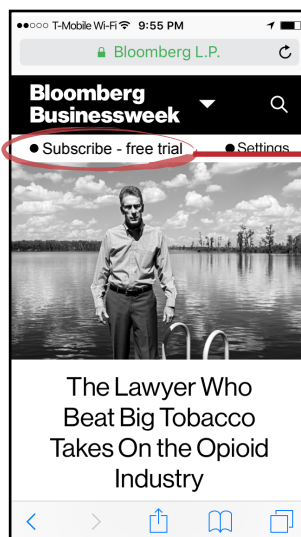
Microsite landing



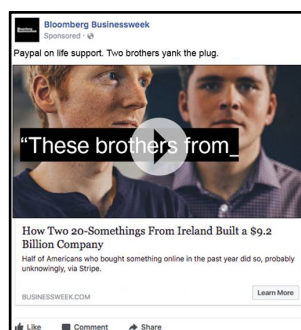
Ad emphasizing content, reinforcing brand statement

- appears to users who have previously viewed offer page

Browse Stories landing; topics navigation recommended to show off breadth of content



Suggestion for integrating trial messaging in navitioral throughout Businessweek.com - also goes to microsite? (to discuss)

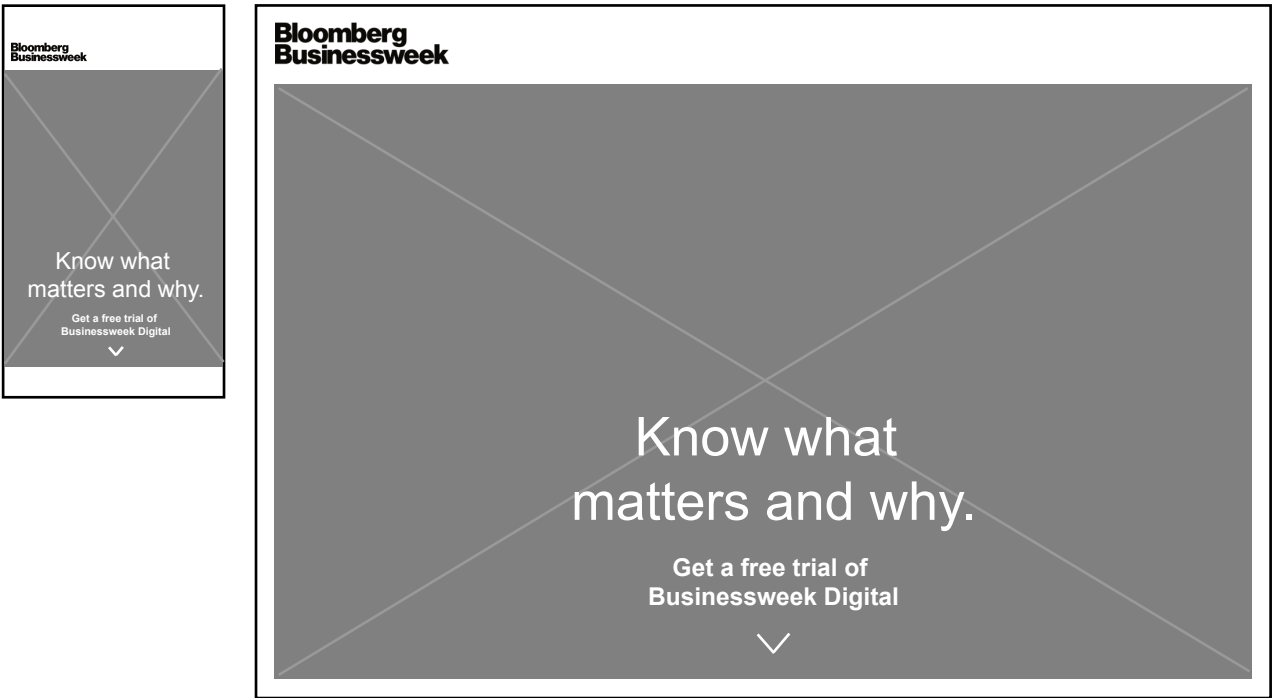


Social media placement for direct article link

Article; breadcrumb back to Browse Stories landing



Option 1 - One main page for site, no global nav



Option 2 - Browse stories on separate page



Option 1 - Landing

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Option 2 - Landing (Free trial)

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Option 2 - Read Article

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All Topics Market:

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Option 2 - Landing (Free trial)

Desktop

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
Opinion

How Two 20-Somethings from Ireland Built a 9.2 Billion Company

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
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