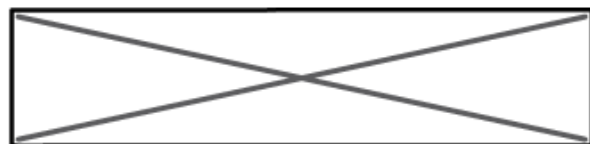


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For Single Sign On-in Free Basic Sign-up Only-microsites can use the "User API" to capture/create Free Basic Accounts. This provides partner sites with ability to maintain their look/feel and experience while consolidating account information for Developers who may have needs for multiple ATT APIs that span a larger ATT ecosystem.

Within the M2X site, both free access and premium access Call to Action (CTA) buttons should be prominently placed within the body of the page where developers focus their attention. These CTAs should be context specific too. For example, Premium Access buttons would only display when the user has logged on with their free basic account.

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Get Free Basic Access



Please take a minute to join the AT&T Developer Program.
It's 100% free to join and your membership will never expire.

Free Basic Access:

- ✓ Gives you free access to the Advertising, Speech, In-App Messaging, Device Capabilities, and Address Book APIs in a sandbox environment.
- ✓ Allows registration for up to three new apps for testing.

Premium Access:

- ✓ Requires a \$99 annual fee per organization.
- ✓ Grants full AT&T API Platform access and allows you to register more apps.
- ✓ Includes production access to AT&T Speech, Messaging (including In-App), Payment, Advertising, Device Capabilities, and Address Book APIs.

[Close](#)

Once the CTA is clicked from M2X, an interstitial modal is used to explain the key component(s) of free access. NOTE: Through recent usability testing, we have confirmed that the developer is only interested in the PRIMARY purpose for free access signup. For the developer portal, this means we'll message the developer based on where they are within the site and have that messaging related to the specific product they're interested in rather than providing extraneous information about developer wide APIs and tools or premium benefits.

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Get Free Basic Access and Join the AT&T Developer Program

To get started with Free Basic Access, please complete the information below.

Account Information

☆ Required Fields

First Name ☆

Last Name ☆

Username ⓘ ☆

Email ☆

Password ⓘ ☆

Verify Password ☆

☒ Send me the latest news and exclusive offers from the AT&T Developer Program (monthly newsletter, API information and updates, Program updates and alerts)

Also send updates for:

☒ Updates about Developer Program tutorials, how-to's, and educational videos

☒ Upcoming Developer Program Hackathons and Events (Developer Summit, DevLab and other sponsored events)



Enter text from image above ☆

Join Program

Already A Member? Sign In

NOTE: By clicking this button, you agree to the Developer Program Terms and Conditions and Free Trial Terms and Conditions

Page title for the form should reflect relevance of CTA button that was used to draw developer to this page.

Right column reintroduces primary reasons for signup; however, most developers do not read this info. Thus, the interstitial from previous slide plays a major role in acclimating users to the purpose and value of signup.

M2X team will want to update messaging to focus on M2X product rather than Black Flag APIs. Developer Program Membership should be mentioned but only as secondary message.

Developer Program Benefits

- Free Basic Access to use APIs (see details)
- Newsletter sign up
- View past webcasts
- Access Live Chat for support
- Participate in community forums

How do we handle M2X free basic access legal language? Do we simply update the DevPortal Terms and Conditions to include M2X Free Basic Access language? Or will the user have to sign two separate legal agreements (not preferred)?

Note the outdated language "Free Trial" needs to be updated to "Free Basic".



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Welcome to the AT&T Developer Program

Thanks for joining the AT&T Developer Program. Your account has been created and must be activated before you use it. We have sent an email with activation link to your registered email account. Please click on the link in email to activate your Developer Program account.

If you haven't received an email within 2 minutes, please [click here](#) to resend the activation email.

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For Developer Portal, developers must validate their email in order to complete their Free Basic Access signup.

With the User API for partner sites such as M2X, email validation may not be a requirement; however, DevPortal has experienced hacker account creations and partner sites that do not require email validation-but are part of the DevPortal federated single sign on community-may reintroduce this hack/mass account scenario. With this in mind, M2X may need to consider email validation.

Additionally, messaging for signup completion should reflect intent from Developer to signup on partner site, and Developer Program Membership should be mentioned but only as secondary message to product-related intent of signup.

Validation email (activate account)



Inbox x



developer.program@awsmail.att.com

to me ▾

12:53 PM (1 minute ago) ☆



Dear jeff,
Thank you for joining the AT&T Developer Program!

Please click the following URL to verify your email address:

<https://devpgm-uat-app.eng.mobilephone.net/developer/processLink.jsp?token=SHhaV0U0d2RkSVhhRFImRmtMbKjRjdNoQ0RxSVFJOUNJcnd3R2NMQ0J5cmlyN1FXTk8zVDYIMkl5bm8yWCUyQmpObHISN2dJdHVxczhTZkklMEQIMEFSd2FadTBjcndBJTNEJTNE&destPage=Zmxvdy9hcGIQbGF5Z3JvdW5kRmxvdy5kbz9hc3NldElkPTEyNjAwMDkzJmRic3RQYWdlPWWh0dHBzOi8vbWF0cmI4LmJmLnNsLmF0dGNvbXB1dGUuY29tL2FwcHM=>

Thank you.
AT&T Developer Program

If you would not like to receive subscription emails in future, you can manage your subscriptions at [Manage Subscriptions](#).

Emails sent by DevPortal for Free Basic Access.

With User API, partner sites can customize emails sent to Developers as part of Developer signup. Please note that Developer Program Membership should be mentioned; however, the primary intent of messaging should be relevant to purpose of signup within the context of the partner microsite.

Your Free Basic Access to the AT&T API Platform



Inbox x



developer.program@att.com

to me ▾

12:56 PM (0 minutes ago) ☆



Dear jeff,

Thanks for choosing the AT&T Developer Program! We're excited to see what you'll create with the AT&T APIs, tools and services that we offer. We also encourage you to take advantage of our online community and hope to meet you in person at one of our events soon.

As part of your membership, you can take advantage of free access to most of our APIs including Speech and In App Messaging. To help you quickly get started, we provide a variety of tools and resources that work across OS platforms to enable your app development success. We also provide a number of other resources to members of the AT&T Developer Program and encourage you take advantage of them. Take a look at the list below to learn more:

[Get hands-on with events & mobile app hackathons](#)

[Engage with other developers via our Community & Blogs](#)

[Optimize your efforts with our Application Resource Optimizer \(ARO\)](#)

Upgrading to Premium access will give you even more API's and services to choose from including our advertising and SMS API's. You can always manage your membership and email subscriptions in the [Manage My Account](#) section.

Last, your experience and feedback is very important to us. We want to hear from you to ensure we're improving everything we can today, tomorrow and beyond. Feel free to reach out to us anytime at support@developer.att.com with questions or comments.

Thanks for choosing AT&T. Happy coding!

The AT&T Developer Program

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Manage My Account

Within M2X experience once a user is logged in, the get started free CTAs change to "Upgrade" CTAs so that users understand additional functionality is provided in premium accounts.

[Upgrade to Premium Access](#)

Account Profile

[Account Settings](#)[Community Profile](#)

Organization

[Edit Organization Details](#)

Legal Agreements

[Manage Legal Agreements](#)

API Access

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Get Premium Access



- ✓ Requires a \$99 annual fee per organization.
- ✓ Grants full AT&T API Platform access and allows you to register more apps.
- ✓ Includes production access to AT&T Speech, Messaging (including In-App), Payment, Advertising, Device Capabilities, and Address Book APIs.

For more details, visit our [Pricing page](#).

[Get Premium Access](#)[or cancel](#)

To acclimate users to the "Premium Access" CTA, DevPortal presents an interstitial similar to the Free Basic experience so that developers understand what is offered in the premium account.

For M2X, this upgrade flow is not yet available via the Org API, so at this point the user will be redirected to a loggedIn "Partner Skinned" version of the DevPortal Premium Access Upgrade flow/experience (notice URL change).

To streamline development efforts and provide maintenance efficiencies, the recommendation will be to use existing flows, fields and templates and simply modify CSS so that header, footer and style elements match partner sites. Additionally, there will need to be copy/messaging as well as legal edits so that developers are aligned with signup relating to partner microsite.

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Upgrade to Premium Access

As part of the DevPortal experience, users must complete the organization info below. Since this information is standardized, there is likely no reason to modify other than CSS skinning for Header, Footer and Font Style coloring.

1

ORGANIZATION DETAILS

2

PURCHASE

3

REVIEW AND CONFIRMATION

Organization Details

☆ Required Fields

Enter your Organization name (company, school, government agency, yourself) ⓘ ☆

Organization Street Address 1 ⓘ ☆

Organization Street Address 2 ⓘ

City ⓘ ☆

State ☆

Country ☆

Postal Code ⓘ ☆

Organization Phone ⓘ ☆

Organization E-mail ⓘ ☆

Organization Website

Industry

Organization Description ⓘ ☆

Number of Employees ☆

DUNS Number

(9-digits)

Annual Revenue ☆

Cancel

Continue



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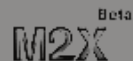
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Upon clicking "Continue" the developer is presented with an org confirmation modal.

Submit Organization Information



Please confirm that you would like to submit your organization information, or cancel to make changes.

[Confirm](#)[Cancel](#)[Terms of Use](#) [Privacy Policy](#) [Contact Us](#)

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Upgrade to Premium Access

1ORGANIZATION DETAILS

2PURCHASE

3REVIEW AND CONFIRMATION

Select Purchase ☆ Required Fields

PLAN	COST	TYPE CHARGE	POINTS PER MONTH	OVERAGE FEE
AT&T API Access	\$99 setup	annually	1,000,000 (INCLUDED)	\$1 per 2,000 points

Up to 1 million included points are available monthly to organizations with AT&T API Access. See T&Cs for important details and limitations.

- ☒ AT&T API Access
\$99.00
(Price does not include taxes and fees. If applicable, taxes, surcharges and fees will be added to the price and separately identified on the billing statement.)

Do you have a promotional code?

How will you pay?

- ☒ Credit Card
- ☐ Business AT&T Wireless Billing

API Platform Agreement
[View the API Platform Agreement PDF.](#)

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY. THESE TERMS AND CONDITIONS CONSTITUTE A LEGAL AGREEMENT BETWEEN YOU ("YOU") AND AT&T MOBILITY LLC, ON BEHALF OF ITSELF AND ITS AFFILIATES (COLLECTIVELY "AT&T").

AT&T Master License Agreement

THIS AT&T MASTER LICENSE AGREEMENT (this "Agreement" or "Master License Agreement") is entered into as of the date you click to Review and Acknowledge the terms hereof.

WHEREAS, AT&T is willing to grant You a limited license to use the Service

☐ ☆ By checking this box I confirm that I have read and agree to be bound by the Agreement above. If I am agreeing on behalf of my company, I represent that I have legal authority to bind my company to the terms of the Agreement above.

A valid payment method is required for any potential overage fees and future annual subscription fees.

[Learn more about the AT&T API Platform.](#)

Cancel

Continue

Due to intent of Developer, pricing differences and breadth and complexity of DevPortal offerings, it is strongly recommended to offer developer M2X premium access only.

Additionally, M2X has different pricing and messaging and will most likely need to modify plan table layout to accommodate unique M2X offer/plans.

M2X will maintain both Credit Card and Wireless Billing Payment offerings.

Please note that Wireless Billing flow is not represented within this wireframe set; however, M2X will only need CSS modifications for wireless flow to header/footer/styles as previously noted.

Question: How are legal agreements going to be handled for M2X separate from the devportal agreement?

Do we simply swap out the language here?

On DevPortal, we have a manage legal agreements section. How or where will M2X users manage legal agreements OR other aspects of their membership? Will we need to write another story to provide a M2X version of the Manage My Account section for M2X users?

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Upgrade to Premium Access

1 ✓

ORGANIZATION DETAILS

2

PURCHASE

3

REVIEW AND CONFIRMATION

Add Credit Card

A separate window should have automatically opened where you can setup a credit card. AT&T requires a credit card on file in case overages occur on your plan. Once you've purchased API Access, you can update your plan based on your API transaction needs. If the window did not open, it may be because you have your browser pop-up blocker enabled. You can click here to open the credit card setup window.



As part of a required security audit, DevPortal is required to use Express Pay via a pop-up modal which is unfortunately a poor user experience. We attempt to alleviate this mandate by explaining the requirement in messaging.

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Payment Information

Please tell us how you'd like to pay for your Developer's API order.

Payment Options

Please choose a credit card or pinless debit card and provide your payment information.

* Required field



* Cardholder Name

* Card Number
(No dashes or spaces)

* Expiration Date (Format MM/YY)

* Security Code
[What's this?](#)

* Billing Address

Billing Address 2

* Billing City

* Billing Country

* Billing State

* Billing ZIP code

Here's the Express Pay Credit Card Capture pop up form. Upon clicking "Continue" the user is returned to the devportal review/confirmation screen.

☐ I have read and agree to the [Terms and Conditions](#).

☐ I agree to the [Debit Card Transaction Policy](#).

Note: Selecting Continue won't submit your order yet!

[Cancel Order](#)

[Continue](#)

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Upgrade to Premium Access

1 ✓

ORGANIZATION DETAILS

2 ✓

PURCHASE

3

REVIEW AND CONFIRMATION

Review and Submit

AT&T API Access	\$99.00
Promotional Code Discount	- \$99.00
	\$0.00

Promotional Code
demopromo

After credit card information or wireless billing has been entered/approved, then users receive a summary of their purchase. In this example a promo has been entered and shows deductions based on the promo.

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Upgrade to Premium Access

1 ✓

ORGANIZATION DETAILS

2 ✓

PURCHASE

3 ✓

REVIEW AND CONFIRMATION

Congratulations!

Please check your inbox.

Access to the AT&T API Platform is pending. You will be able to gain access in approximately ten minutes using your AT&T Developer Program username and password. Thanks for your patience.

Below are details about your purchase:

Purchaser	skop, jeff
Organization Name	Att Internal jeffskop
Item Purchased	AT&T API Access

Upon confirming the review of purchase information, then users receive a congratulations page with a summary of their plan purchase.

Messaging will need to be updated to address the M2X audience and their purpose of purchase. Developer Program can be mentioned, but the primary messaging should indicate to the developer their M2X related purchases and intent.

[Home](#)

Home button goes back to M2X.ATT.COM

label for "Go to My Apps" needs to be updated to "Go to Blueprints" to match provisioning tool label on M2X and link to that page.

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developer.program@att.com

to me ▾

1:30 PM (2 minutes ago) ☆



Purchase Receipt

AT&T API Access: US \$99.00

Promotion [demopromo]: -US \$99.00

Credit Card Payment: US \$0.00 - No Charge

Purchase details:

Purchaser: skop, jeff

Organization Name: Att Internal jeffskop

Item Purchased: AT&T API Access

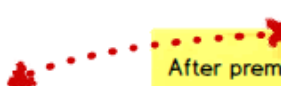
Date Purchased: July 30, 2014

Expiration Date: July 30, 2015

If you feel that this action has been in error, please [contact us](#) for further assistance.

Thank you,

AT&T Developer Program



After premium access is submitted/ completed, an email is sent to OPA indicating purchase details.

Subject of email should be updated to reflect intent of purchase. We may also consider changing signature line to reflect partner team messaging.

Question: How are legal agreements going to be handled for M2X separate from the devportal agreement?