

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|--|-----------------------------|--------------------------------|-------------------------------|----------|--------------|--|
| 0 | 1 | Learn: About SingTel products and services | Aim: to make an informed (purchase/signup) decision | | | | | Learn | |
| 1 | 1.1 | User wants to browse for products | | | | | | Learn | |
| 2 | 1.1.1 | Concise overview of available products | Read key information of product: price, brand, features, capabilities, user ratings | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.1.2 | Browse by filters: (examples) Brand, cost, features, types, operating system, style, sales | | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.1.3 | Sort by price, alpha, most popular, top selling | | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.1.4 | View picture of product | display a smaller image of product (thumbnail) | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.1.5 | View by grid or list | ability for a user to view products in different format | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.1.6 | Click on "call to action" to view further product info | | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.1.7 | Add to favorites / wish list | each module on catalog wall will have key product info: ability to add to wish list. Potential of SingTel to get direct information from customer which product he wants | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.1.8 | Share wish list (e.g. email) | Applicable for SingTel shop | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.1.9 | Select number of results | ability to view 10, 20 or all products with pagination | Obsolete by design | | Out of Scope | Both | Learn | Obsolete by design |
| 2 | 1.1.10 | Endless results | Similar to google images; important for performance. positive effect on conversion: keep the user on the page | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.1.11 | Read about upcoming products | Rational for low business value: don't want user to know too much, should better buy whats available today | 0.0_Inform_Document | | In Scope | Both | Learn | Content. Covered by the templates and modules toolkit provided in Inform deliverable |
| 2 | 1.1.12 | View popular products based on customers' intents | Example: display popular phones based on what customer has selected in the filter options. (Featured products based on customer search requests) | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.1.13 | View exclusive products/price plans for targeted groups. | Example: exclusive handsets pricing for SMU students. | 1.x_Mobile_Document | | Out of Scope | Both | Learn | Uses filters to surface specific content for targeted groups |
| 1 | 1.2 | User wants to learn about current promotions | | | | | | Learn | |
| 2 | 1.2.1 | View promo pertaining to usage behavior or existing user data/information (e.g. recontract eligibility) | designated space in catalog wall page to display relevant promos, targeted to customer (based on customer profile) | 1.x_Mobile_Document | | Out of Scope | Existing | Learn | |
| 2 | 1.2.2 | Sign up for alerts and deals pertaining to my interest (e-mail/SMS, e.g. for upcoming products) | Space allocated to sign up users for notifications or emails about upcoming products | 0.0_Inform_Document | | In Scope | Both | Learn | 7.1.2.x Event detail (Inform deliverable) |
| 2 | 1.2.3 | Browse for promotions | | 1.x_Mobile_Document | | In Scope | Both | Learn | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|---|-------------------------------|--------------------------------|-------------------------------|----------|--------------|--|
| 2 | 1.2.4 | Personalized offers: EDM after browsing session | User can opt-in to receive special promotions based on the products he browsed | out of scope | | In Scope | Both | Learn | Personalized offers are covered throughout the experience. The EDM is out of scope per line item 1.2.6 |
| 2 | 1.2.5 | Real time offers | | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.2.6 | Advertising opt-in and opt-out | Direct advertising: EDM/SMS | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.2.7 | Click on "call to action" to view further promotion info or to purchase | | 1.x_Mobile_Document | | In Scope | | Learn | |
| 1 | 1.3 | User wants to view detailed product information | | | | | | Learn | |
| 2 | 1.3.1 | Display product information: name, brand, description, specs, capabilities, synopsis, etc... | | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.3.2 | Display pricing module: Special online offers, Special online offers which include some added value bundles, etc... | Space allocated to view price based on external factors i.e plans, VASes, etc... Prices will change based on user's profile: re-contract, new, added promotions | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.3.3 | View related products / cross selling across products categories | Based on business rules, display module related products | 3.2.1_Bundles_Upsell_Document | | Out of Scope | Both | Learn | 3.0_Bundles |
| 2 | 1.3.4 | View what others are viewing when they are viewing the selected product | Example: Customer viewed iPhone 4 also viewed iPad 2 | 1.x_Mobile_Document | | Out of Scope | | Learn | |
| 2 | 1.3.5 | Recently viewed history | | 1.0_Homepage_Document | | Out of Scope | | Learn | |
| 2 | 1.3.6 | Order-placement for items that are out of stock but can be back ordered (incl. alert) | | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.3.7 | View messaging for out-of-stock items | Out of stock information (order placement for out-of-stock items covered in section 2.2) | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.3.8 | Select different colors | | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.3.9 | View images of product | | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.3.10 | High-quality zoom-functionality | | 1.x_Mobile_Document | | Out of Scope | Both | Learn | Image placeholder supports zooming |
| 2 | 1.3.11 | View video of product | | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.3.12 | 3D-images, rotation and zoom (360 degree views) | | 1.x_Mobile_Document | | Out of Scope | Both | Learn | Image placeholder supports 3D gallery |
| 2 | 1.3.13 | Download manuals, tutorials, etc... | | 5.0_Support_Document | | In Scope | Both | Learn | 5.1.x Product support detail |
| 2 | 1.3.14 | Online trainings/demos on products and services (e.g. applications) | | 5.0_Support_Document | | In Scope | Both | Learn | 5.1.x Product support detail |
| 2 | 1.3.15 | Find in store | reserve product in a nearby store | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.3.16 | View coverage | display map of coverage for selected plan | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.3.17 | View product simulator | real time product exploration | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.3.18 | Compare size view of the phone to popular items like playing cards, lipstick, iPod etc. | | 1.x_Mobile_Document | | In Scope | | Learn | Measurement in full tech spec. Also possible to use images on Phone detail page |
| 1 | 1.4 | User wants to know what others think about a product or service | | | | | | Learn | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|--|----------------------------------|--------------------------------|-------------------------------|----------|-------------|---|
| 2 | 1.4.1 | Display expert reviews (e.g.hardware zone, cnet, etc...) | pull in expert reviews from vendor | 5.0_Support_Document | | Out of Scope | Both | Learn | 5.6 Forum 5.1.x (support link to the forum) |
| 2 | 1.4.2 | Social data: customer rating, reviews, | Pull user ratings and reviews | 1.x_Mobile_Document | | In Scope | Both | Learn | |
| 2 | 1.4.3 | Twitter feed | display twitter feeds if product has twitter page | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.4.4 | View friends who own product | By signing in with facebook connect, view all my friends that have product or "liked" or commented on product | out of scope | | Out of Scope | Both | Learn | |
| 1 | 1.5 | User wants to compare products or services | user will have access to compare multiple related products | | | | | Learn | |
| 2 | 1.5.1 | Product comparison tool | Allow customers to select comparison based on predefined criterias | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 2 | 1.5.2 | Price plan comparison tool | Allow customers to select comparison based on predefined criterias | 1.x_Mobile_Document | | Out of Scope | Both | Learn | |
| 1 | 1.6 | User wants to find roaming arrangements for his travel | | | | | | Learn | |
| 2 | 1.6.1 | Roaming details/charges per country | Note: This is more applicable for SingTel.com. | 0.0_Inform_Document | | In Scope | Both | Learn | Content. Covered by the templates and modules toolkit provided in Inform deliverable |
| 1 | 1.7 | User wants to use interactive advisory tools to help him choose the right products or services | | | | | | Learn | |
| 2 | 1.7.1 | View guiding tour | process of creation and uploading guided tour might be time consuming. Available in Mio Tv | out of scope | | Out of Scope | Both | Learn | |
| 2 | 1.7.2 | Recommendation/advisory tool for plans (e.g. plan usage patterns) | user specified usage or current user data assuming that it is useful for users in context; interactive and personalised. This is available in BBOM | 1.x_Mobile_Document | | Out of Scope | Both | Learn | We have stickers and content about why recommendation was placed |
| 2 | 1.7.3 | Recommendation/advisory tool for bundles (e.g. combination of services and products) | | 3.2.1_Bundles_Learn_Buy_Document | | Out of Scope | Both | Learn | |
| 2 | 1.7.4 | Recommendation/advisory tool for products (e.g. functionality, manufacturer) | may not be useful for all products | 1.x_Mobile_Document | | Out of Scope | Both | Learn | We have stickers and content about why recommendation was placed |
| 2 | 1.7.5 | Recommendation/advisory based on lifestyle | should be mapped to how marketing align the consumer types. | out of scope | | Out of Scope | Both | Learn | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|--|--|--|--------------------------------|-------------------------------|----------|-----------------|---|
| 2 | 1.7.6 | Recommendation/advisory based on usage at SingTel | | 6.0 My Account_Document | | Out of Scope | Existing | Learn | We have stickers and content about why recommendation was placed |
| 2 | 1.7.7 | BroadBand Speed Test | Example: To test current speed and recommend higher speed plans value of this feature needs to be determined. Available on Singtel.com | out of scope | | Out of Scope | | Learn | |
| 1 | 1.8 | User wants to use utilities tools to understand contractual options | Learn in conjunction with personal usage / contract | | | | | Learn | |
| 2 | 1.8.1 | Check trade in value of product | | Minicart_Document & 9.0 Cart&checkout_Document | | Out of Scope | | Learn | Shopping cart page |
| 2 | 1.8.2 | Check-recontract-eligibility-status (without-login) | | out of scope | | Out of Scope | | Learn | |
| 2 | 1.8.3 | Check coverage | most useful for fiber | out of scope | | Out of Scope | | Learn | |
| 2 | 1.8.4 | View existing services (after login) | covered under Manage account. Existing on SNBB | 6.0 My Account_Document | | Out of Scope | | Learn | Dashboard |
| 2 | 1.8.5 | Check on type of vouchers that can be redeemed | | 9.0 Cart&checkout_Document | | Out of Scope | | Purchase | Shopping cart page |
| 1 | 1.9 | User wants to find options for calling family overseas with discount (e.g. IDD) | | | | | | Learn | |
| 2 | 1.9.1 | IDD details/charges per country | | 0.0_Inform_Document | | In Scope | | Learn | Content. Covered by the templates and modules toolkit provided in Inform deliverable" |
| 0 | 2 | Purchasing products or services | | | | | | Purchase | |
| 1 | 2.1 | User needs a transparent shopping status | | | | | | Purchase | |
| 2 | 2.1.1 | Put product into shopping cart | | 1.x_Mobile_Document & Minicart_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.1.2 | Select price plan for selected product | In future users can buy devices without adding a plan | 1.x_Mobile_Document & Minicart_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.1.3 | Mini Cart displaying latest product selections | What's the difference between mini cart, shopping cart and shopping basket? | 1.x_Mobile_Document & Minicart_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.1.4 | Shopping basket - always available in navigation | | 1.x_Mobile_Document & Minicart_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.1.5 | Accessible as soon as one product has been selected | | 9.0 Cart&checkout_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.1.6 | Displays total cost - hardware, plans and VASs | | Minicart_Document & 9.0 Cart&checkout_Document | | Out of Scope | | Purchase | shopping cart page |
| 2 | 2.1.7 | Display itemize product and cost | | Minicart_Document & 9.0 Cart&checkout_Document | | Out of Scope | Both | Purchase | shopping cart page |
| 2 | 2.1.8 | Save & retrieve shopping cart | low business value, because changing stock, bundles and services --> challenging to maintain and explain changes to customer | 9.0 Cart&checkout_Document | | Out of Scope | | Purchase | shopping cart page, saved for 1 week |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|--|--|--|--------------------------------|-------------------------------|----------|-----------------|---|
| 2 | 2.1.9 | Remove product from shopping cart | standard feature | 9.0 _Cart&checkout_Document | | Out of Scope | | Purchase | shopping cart page |
| 2 | 2.1.10 | Display discounts/discounted prices based on items in cart dynamically | | Minicart_Document & 9.0 _Cart&checkout_Document | | Out of Scope | | Purchase | shopping cart page |
| 2 | 2.1.11 | Show products bought in past | | 6.4 AccountActivity_Document | | Out of Scope | | Purchase | Order history |
| 1 | 2.2 | User wants to review his order | Shopping cart | | | | | Purchase | |
| 2 | 2.2.1 | View total monthly charges for plans, VASes, etc... | | Minicart_Document & 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | shopping cart page |
| 2 | 2.2.2 | View total 1 time charges for products | | Minicart_Document & 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | shopping cart page |
| 2 | 2.2.3 | View other related products in cart (cross-selling within shopping cart/purchase flow) | display related products for user purchasing more than one product i.e. multiple phones; 1 click add to cart may support VAS upselling (e.g. add insurance to phone purchase) - might be irritating for user at this stage of purchase flow. Support calculation of discounts incase of bundled products. | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page. We aligned that the product that is promoted in the cross-sell module should be simple so that all info about product can fit in the module and people don't navigate away from the shopping cart page to find more information |
| 2 | 2.2.4 | Ability for all customers to purchase any combination of products in any order | Users can add products to shopping basket in any order (e.g. shopping basket remembers different items in any order of selection) e.g. phone, re-contract HomeBB and MioTV | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page only. Mini cart is cleared each time user switches to other e-shop |
| 2 | 2.2.5 | Ability to purchase/ reserve out of stock products | | out of scope | | Out of Scope | | | |
| 2 | 2.2.6 | View total discounts | show all discounts that pertain to products, promos, bundles, etc.. | 1.0_Mobile_Document & 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page |
| 2 | 2.2.7 | View total extra cost and fees | currently displays deposits and surcharge, penalties are only displayed in T&C | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page |
| 2 | 2.2.8 | Change product | Go back to shopping flow to change product | 1.0_Mobile_Document & 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page |
| 2 | 2.2.9 | Change color | | 1.0_Mobile_Document & 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page |
| 2 | 2.2.10 | Change quantity / remove from cart | | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page. Change quality is not relevant for the type of products that will appear in the shopping cart |
| 2 | 2.2.11 | View and Change plan | Need access to user's current Plan to calculate total monthly charges | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | Shopping cart page, view functionality is combined with the change functionality |
| 2 | 2.2.12 | View current and Manage (e.g. Add/ Remove VASes/ Contents/ channel) | pertaining to VASes selected during shopping flow | Manage_VAS_Document | | Out of Scope | Both | Purchase | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|---|---|--------------------------------|-------------------------------|-----------|-----------------|--|
| 2 | 2.2.13 | Access to helpful tips | hover states, FAQs, definitions | 9.0_Cart&checkout_Document (all checkout steps) | | Out of Scope | Both | Purchase | |
| 2 | 2.2.14 | Remove items from cart | (duplicate) | out of scope | | Out of Scope | Both | Purchase | |
| 2 | 2.2.15 | Apply promo code(s) | User inputed promo codes | Minicart_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.2.16 | Redeem red reward points | | 1.0_VAS_Document | | Out of Scope | | Purchase | |
| 2 | 2.2.17 | RoBo link | Research online, buy offline | out of scope | | Out of Scope | Both | Purchase | Similar to the out of scope "wishlist" line item 1.1.7 |
| 2 | 2.2.18 | Save cart | Save cart to existing user's profile | 9.0_Cart&checkout_Document | | Out of Scope | Logged In | Purchase | Shopping cart page. Saved for 1 week |
| 2 | 2.2.19 | Retrieve cart | | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | User clicks on 'shopping cart' link in e-shop |
| 2 | 2.2.20 | Access to Wish list | | out of scope | | Out of Scope | Logged In | Purchase | |
| 2 | 2.2.21 | Continue shopping | After checkout process was finished | 9.0_Cart&checkout_Document | | Out of Scope | | Purchase | on shopping cart page |
| 2 | 2.2.22 | Step in buying flow devoted to product-specific requirements, e.g., for a phone, select a phone number or port a phone number | Need to determine what are product specific edge cases and place in appropriate context | 1.x_Mobile_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.2.23 | Ability to remove order | System will provide a "cancel" call to action with appropriate messaging to retain user from abandoning | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | Link on shopping cart page. User has to re-confirm order cancellation when he/she moves away from the summary page |
| 2 | 2.2.24 | Select trade in handsets | | Minicart_Document & 9.0_Cart&checkout_Document | | Out of Scope | | Purchase | on shopping cart page |
| 2 | 2.2.25 | Select voucher | | 9.0_Cart&checkout_Document | | Out of Scope | | Purchase | on shopping cart page |
| 1 | 2.3 | User wants to finalize his purchase | Checkout process | | | | | Purchase | |
| 2 | 2.3.1 | View summary of shopping cart | | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on summary page |
| 2 | 2.3.2 | View total monthly charges | | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on summary page |
| 2 | 2.3.3 | Access and understanding of total cost; e.g., selection of overnight delivery cost | Consistent space allocated to view total charges | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on summary page |
| 2 | 2.3.4 | View legal T&Cs | | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on payment page |
| 2 | 2.3.5 | Enter contact info: name, address, primary number, email address, etc... | | 9.0_Cart&checkout_Document | | Out of Scope | New | Purchase | on your details page |
| 2 | 2.3.6 | See pre populated forms | for existing user, pre-populate all applicable fields | 9.0_Cart&checkout_Document | | Out of Scope | Logged In | Purchase | shown if registered user wants to change the registration details on the summary page |
| 2 | 2.3.7 | Register a profile for Singtel | | 9.0_Cart&checkout_Document | | Out of Scope | New | Purchase | in overlay via subscription link on thank you page |
| 2 | 2.3.8 | View total charges | duplicate | out of scope | | Out of Scope | Both | Purchase | |
| 2 | 2.3.9 | Buy online, pick up in store | Affects online and retail channels. This needs to be evaluated further. | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on delivery/installation page |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|---|--------------------------------|--------------------------------|-------------------------------|----------|-----------------|--|
| 2 | 2.3.10 | Buy online, pick up at roadshow | | 9.0 _Cart&checkout_Document | | Out of Scope | | Purchase | on delivery/installation page |
| 2 | 2.3.11 | Gift wrapping option | | out of scope | | Out of Scope | | Purchase | Not relevant for the type of products being sold in the e-shop |
| 1 | 2.4 | User needs to be guided through the checkout process | | | | | | Purchase | |
| 2 | 2.4.1 | Access to customer service/ live chat | should be available across purchase process | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | |
| 2 | 2.4.2 | Set delivery appointment date and time | | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on delivery/installation page |
| 2 | 2.4.3 | Input and amend delivery address | | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on delivery/installation page |
| 2 | 2.4.4 | Input and amend multiple delivery and installation addresses | Send different products to different addresses; Multiple delivery address will incur multiple delivery charges. Will need to be evaluated further with business | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on delivery/installation page |
| 2 | 2.4.5 | Input and amend delivery options (e.g. Standard-Delivery, over-Night Express, Order-Online and pick up in local store) | additional costs for express delivery | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on delivery/installation page |
| 2 | 2.4.6 | Set installation appointment date and time | | 9.0 _Cart&checkout_Document | | Out of Scope | | Purchase | on delivery/installation page |
| 2 | 2.4.7 | Set multiple installation appointment date and time | | 9.0 _Cart&checkout_Document | | Out of Scope | | Purchase | on delivery/installation page |
| 2 | 2.4.8 | Display useful product related content (e.g. deliver estimations, select phone number, etc...) | | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on delivery/installation page |
| 2 | 2.4.9 | View summary of all inputted info | | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on summary page |
| 2 | 2.4.10 | Change inputted info | Go back to appropriate steps to modify user information | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on summary page |
| 1 | 2.5 | User wants an express checkout (1-click buy) | express checkout for oneclick order selection for recontract users. | | | | | Purchase | |
| 2 | 2.5.1 | 1-click buy | Single-step shopping process for logged-in user | 9.0 _Cart&checkout_Document | | Out of Scope | | Purchase | Only for registered users who are buying products that don't require delivery, installation or one-time payment) |
| 1 | 2.6 | User wants to pay using his preferred payment method | | | | | | Purchase | |
| 2 | 2.6.1 | Enter payment info (e.g. pay by credit card, debit card, bank account, PayPal, cash on delivery/invoice, add to my monthly charges, etc...) | | 9.0 _Cart&checkout_Document | | Out of Scope | Both | Purchase | on payment page |
| 2 | 2.6.2 | Select payment method for items delivered (select method of payment with courier. e.g. cash, nets, etc.) | | 9.0 _Cart&checkout_Document | | Out of Scope | | Purchase | on payment page |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|---|------------------------------------|--------------------------------|-------------------------------|-----------|-----------------|--|
| 2 | 2.6.3 | Sign up for re-occurring payment | also could be available on my account; service charges by bank affects business. (part of My Account) | out of scope | | Out of Scope | Existing | Purchase | |
| 2 | 2.6.4 | Sign up for paperless bill | also could be available on my account | 6.1.2_BillDeliveryOptions_Document | | Out of Scope | | Purchase | Is part of SingTel account (ONEPASS) sign up process |
| 1 | 2.7 | User wants to learn about recently purchased product | | | | | | Purchase | |
| 2 | 2.7.1 | View summary of purchase | Display order summary with confirmation number | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on thank you page |
| 2 | 2.7.2 | View product related info i.e. learn about your new product? | Surface helpful information pertaining to product: tutorials, manuals, FAQs pertaining to post shop, etc... | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on thank you page |
| 2 | 2.7.3 | Next steps & status | Product specific next steps e.g. phone call, delivery, changes to monthly bill, etc... | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on thank you page |
| 2 | 2.7.4 | View order confirmation e-mail | | 9.0_Cart&checkout_Document | | Out of Scope | Both | Purchase | on thank you page |
| 2 | 2.7.5 | View order confirmation via SMS | | out of scope | | Out of Scope | Both | Purchase | |
| 2 | 2.7.6 | e-mail notification on delivery/ installation-status/problems (e.g. product has been sent out) | | out of scope | | Out of Scope | Both | Purchase | |
| 2 | 2.7.7 | SMS notification on delivery status/problems | | out of scope | | Out of Scope | Both | Purchase | |
| 2 | 2.7.8 | View e-mail notification on installation-status/problems (e.g. installer has go down to the customer's place) | | out of scope | | Out of Scope | | Purchase | |
| 2 | 2.7.9 | View SMS notification on installation-status/problems | | out of scope | | Out of Scope | | Purchase | |
| 1 | 2.8 | User wants real time order tracking | | | | | | Purchase | |
| 2 | 2.8.1 | Real-time order tracking | | 6.4_AccountActivity_Document | | Out of Scope | | Purchase | Designed for Premium redemption products |
| 2 | 2.8.2 | Option to select new delivery time if order gets delayed | | 6.4_AccountActivity_Document | | Out of Scope | | Purchase | |
| 0 | 3 | Consume SingTel services and entertainment | | | | | | Consume | |
| 4 | 3.1 | User wants to use integrated communication-online | | out of scope | | | | Consume | |
| 2 | 3.1.1 | Integrated email client for SingTel mail accounts | User can use a browser based email client (like Gmail) on SingTel.com, to access his SingTel email account | out of scope | | Out of Scope | Logged-In | Consume | |
| 2 | 3.1.2 | Address book synchronisation | User can access his online address book (like Gmail) on SingTel.com and keep it in synch with the addresses stored on his mobile device | out of scope | | Out of Scope | Logged-In | Consume | |
| 2 | 3.1.3 | Calendar synchronisation | Calendar application on SingTel.com (like Google calendar) | out of scope | | Out of Scope | Logged-In | Consume | |
| 2 | 3.1.4 | SMS-to-friend | User can send SMS from a web interface (e.g. SingTel SMS chat) | out of scope | | Out of Scope | Logged-In | Consume | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|---|-----------------------------|--------------------------------|-------------------------------|----------|-------------|---|
| 4 | 3.2 | User wants to play a game on singtel.com | | out of scope | | | | Consume | |
| 2 | 3.2.1 | Online games | User can play (e.g. Flash based) games using his web browser: offering of a online games section in SingTel.com | out of scope | | Out of Scope | Both | Consume | |
| 2 | 3.2.2 | Download games | User can download games from SingTel.com, to play on his mobile device | out of scope | | Out of Scope | | Consume | |
| 1 | 3.3 | User wants to be informed about highlights on mioTV | | | | | | Consume | |
| 2 | 3.3.1 | Electronic Programing Guide | Features (e.g. alerts, reminders, etc..) are TBD | out of scope | | Out of Scope | Both | Consume | |
| 2 | 3.3.2 | SMS alert | Example: When new content is available, the customer receives SMS alert on the released time. | out of scope | | Out of Scope | | Consume | |
| 2 | 3.3.3 | Detailed information about the programme highlights | | 1.0_mioTV_Document | | Out of Scope | Both | Consume | |
| 2 | 3.3.4 | Movie trailers (Video content) | | 1.0_mioTV_Document | | Out of Scope | Both | Consume | |
| 2 | 3.3.5 | Overview of new channels/programs available | | out of scope | | Out of Scope | | Consume | |
| 1 | 3.4 | User wants to find downloads for fun and entertainment | | | | | | Consume | |
| 2 | 3.4.1 | Download ringtones, wallpapers, logos | | out of scope | | Out of Scope | | Consume | Per internal agreement, Apps is out of scope for "apps & TV." Apps content will follow "Manage VASes" buying experience |
| 2 | 3.4.2 | Download & consume music | | out of scope | | Out of Scope | | Consume | Per internal agreement, Apps is out of scope for "apps & TV." Apps content will follow "Manage VASes" buying experience |
| 1 | 3.5 | User wants to consume movies or TV programme | | | | | | Consume | |
| 2 | 3.5.1 | mioTV online video | | 1.0_mioTV_Document | | Out of Scope | Both | Consume | |
| 2 | 3.5.2 | Define TV channel favorites | | out of scope | | Out of Scope | Both | Consume | |
| 2 | 3.5.3 | Define favorite movies online and watch on TV | | out of scope | | Out of Scope | Both | Consume | |
| 2 | 3.5.4 | Consume live information on iPad while watching a live program on TV (Two screen experience) | | out of scope | | Out of Scope | Both | Consume | |
| 2 | 3.5.5 | Personalized special offerings for different users and user segments (e.g expat, silver, youth, etc...) | | 1.0_mioTV_Document | | Out of Scope | Both | Consume | |
| 2 | 3.5.6 | Set TV recording schedule | | out of scope | | Out of Scope | | Consume | |
| 2 | 3.5.7 | Users can choose interests and Mio recommends programs/channels | | out of scope | | Out of Scope | | Consume | |
| 0 | 4 | Managing My Account | | | | | | Manage | |
| 1 | 4.1 | User wants to sign into My Account | | | | | | Manage | |
| 2 | 4.1.1 | Access to password and user name management (e.g. reset, send forgotten data via e-mail/SMS) | Need to consider current user flow for retrieving | Header & Footer_Document | | Out of Scope | New | Manage | |
| 2 | 4.1.2 | Enter sign in credentials | | SignIn_Document | | Out of Scope | New | Manage | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|--|---|----------------------------------|--------------------------------|-------------------------------|-----------|---------------|--|
| 2 | 4.1.3 | Sign in with social media credentials (e.g facebook connect, twitter) | | 1.0_Homepage_Document | | Out of Scope | New | Manage | Sign in allowed only with one pass |
| 1 | 4.2 | User wants to register for My Account | | | | | | Manage | |
| 2 | 4.2.1 | View info about benefits of my account | Content needed to speak to the benefits of registering and using My Account | SignIn_Document | | Out of Scope | New | Manage | |
| 2 | 4.2.2 | Enter user info (e.g. name, phone number(s), address(es), email(s), password, etc...) for registration | Data inputs are TBD | 0.0_Registration_Document.pdf | | Out of Scope | New | Manage | |
| 2 | 4.2.3 | Enter product info for registration | Data inputs are TBD. Rational for low business value: These info are pulled from system, so no need to enter. | 6.2_ProductOverview_Document | | Out of Scope | New | Manage | |
| 2 | 4.2.4 | View registration confirmation page | Confirmation page with data inputs are TBD; need to consider current user flow for registering | 0.0_Registration_Document.pdf | | Out of Scope | New | Manage | |
| 2 | 4.2.5 | View registration confirmation email | Confirmation email with data inputs are TBD | 0.0_Registration_Document.pdf | | Out of Scope | New | Manage | |
| 1 | 4.3 | User wants to manage his account details | | | | | | Manage | |
| 2 | 4.3.1 | Edit, add, delete contact info (e.g. name, phone number(s), address(es), email(s), etc...) | | 0.0_Registration_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.2 | Change login info (e.g. security question, password, etc...) | Functionality currently lives in My Profile | 0.0_Registration_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.3 | View number of products / accounts user has | Access to multiple products in 1 account; access to many accounts | 6.0_MyAccount | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.4 | View and manage (e.g. add, remove, etc...) all secondary users under this primary user account | For instance, for a family of users Valuable to know users segments for marketing and targetting. | 6.0_MyAccount | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.5 | Upload profile picture | For instance, an avatar to a profile | out of scope | | Out of Scope | Logged In | Manage | Irrelevant; Feature not required |
| 2 | 4.3.6 | View details of devices associated with services | Thumbnail view of user's different products; should be able to identify which customer is using which device (CRM value) | 6.2_ProductOverview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.7 | Access to "quick links" (e.g. view usage, pay bill, view bill, moving information, etc..) | Links will be specific to page type: TBD and links are used to direct users to complete a task that will directly affect a KPI (e.g. increase revenue, call deflection) | 6.0_MyAccount | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.8 | Access to "quick links" to manage SingNet Email Account, including reading mails, set email alert, set vacation message, set email forwarding, subscribe/unsubscribe from mailing list | | out of scope | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.9 | Next best activity guidance | | 6.0_MyAccount | | Out of Scope | Logged In | Manage | Considered as recommended product by SingTel based on usage |
| 2 | 4.3.10 | Ability to personalize quick links | | 6.0_MyAccount | | Out of Scope | Logged In | Manage | Personalisation was not required based on discussions with SingTel |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|--|--|--|--------------------------------|-------------------------------|-----------|-------------|--|
| 2 | 4.3.11 | Ability to personalize their service page | Customers may prefer certain views and focus | out of scope | | Out of Scope | Logged In | Purchase | Customization was not required based on discussions with SingTel |
| 2 | 4.3.12 | View activity history | for what you have done in the My Account section | 6.4_AccountActivity | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.13 | Set preferred way of communication (e.g. mail, e-mail, SMS, phone) | allows to target customer efficiently | 6.3.1_MyAlerts_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.14 | Report stolen or lost device | reduce calls, less dispute | 6.0_MyAccount | | Out of Scope | | | |
| 2 | 4.3.15 | Transfer of service(s) | transfer plan to someone else | 6.2.4_TransferOwnership_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.16 | Consolidate accounts | Ability to consolidate billing accounts to single account. | 6.1.5_ConsolidateAccounts_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.17 | Set up online payments / auto pay (Giro) | | 0.0 Inform Document | | Out of Scope | Logged In | Manage | Content. Covered by the templates and modules toolkit provided in Inform deliverable |
| 2 | 4.3.18 | Schedule payment | details of transaction flow tbd. | out of scope | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.19 | Sign up for paperless bill and bill total notification (e.g. email, SMS) | | 6.1.2_BillDeliveryOptions_Document | | Out of Scope | Logged In | Manage | content page |
| 2 | 4.3.20 | Option to switch back to paper bill | | 6.1.2_BillDeliveryOptions_Document | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.21 | Set/change/delete and manage billing alerts | | 6.3.1_MyAlerts_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.22 | Intelligent alert management (e.g. sms/email alert when new content is available) | | 6.0_MyAccount | | Out of Scope | Logged In | Manage | sms alerts for new content not being designed. |
| 2 | 4.3.23 | Usage alerts | include mobile, mailbox quota, dialup usage | 6.0_MyAccount | | Out of Scope | | | |
| 2 | 4.3.24 | Change specific product content (e.g mobile phone number, relocation of service, etc...) | content vs. VAS vs. services, check If covered under @manage product | 6.2_ProductOverview_Document.pdf 6.2.3_ChangeMobileNumber_Document.pdf 6.2.3_Relocation_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.3.25 | Provide option to allow customers to share updates and information via social media or email | Eg, share change of mobile number, address, or "like" a mio tv program recently purchased. | out of scope | | Out of Scope | Logged In | Purchase | Real estate dedicated on footer and detailed pages; functionality dependent on social strategy ; sharing of mobile number, address is irrelevant |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|--|---|--|--------------------------------|-------------------------------|-----------|---------------|---|
| 1 | 4.4 | User wants to manage his products online | | 6.4 _AccountActivity_Document (not managing but having an overview of account changes) | | | | Manage | |
| 2 | 4.4.1 | Change, add, delete VASes (e.g. MioTV, Mio Home, Mobile, DEL, MobileBB, etc...) | Able to Buy and terminate Mobile VASes; priority on VAS, differentiation needed between mobile and broadband, will be later defined in detailed design. Include penalty info in any and mobile 3rd party contents | 6.2 _ProductOverview_Document.pdf | | Out of Scope | Logged In | Manage | Add is part of Purchase. Delete is part of manage |
| 2 | 4.4.2 | Change plan (upgrade) | Change plans for products | 1.x_Mobile_Document | | Out of Scope | Logged In | Purchase | |
| 2 | 4.4.3 | Change plan (downgrade) | | 1.x_Mobile_Document | | Out of Scope | Logged In | Purchase | |
| 2 | 4.4.4 | Recontract | Include view of top up charges & penalty info. Also allow customers to set alerts to their mobile to remind when they are eligible | 9.0 A_Cart&checkout_Recontract | | Out of Scope | Logged In | Purchase | |
| 2 | 4.4.5 | Display relevant VAS offers based on user usage | | 6.2 _ProductOverview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.4.6 | Access to "quick links" to relevant VASes (e.g. add a messaging, add a data plan, etc..) | Links will be specific to page type: TBD and links are used to direct users to complete a task that will directly affect a KPI (e.g. increase revenue, call deflection) | 6.0_MyAccount | | Out of Scope | | | |
| 2 | 4.4.7 | Set/change/delete and manage usage restrictions | | out of scope | | Out of Scope | Logged In | Manage | |
| 2 | 4.4.8 | Users can access personalised information about their device (settings, configuration, tips&tricks etc). | | 6.0_MyAccount | | Out of Scope | Logged In | Manage | |
| 2 | 4.4.9 | User can modify device settings online | | out of scope | | Out of Scope | Logged In | Manage | |
| 2 | 4.4.10 | User can manage his multi line nomination for bundles | Allow customer to view, nominate & denominate | 3.2.1 _Bundles_Nominations_Document | | Out of Scope | Logged In | Manage | |
| 2 | 4.4.11 | Retrieve password for service/ pdts | EG, SingNet, email, wireless@sg-passwords | out of scope | | Out of Scope | Logged In | Manage | |
| 1 | 4.5 | User wants to find services for his products online | | | | | | Manage | |
| 2 | 4.5.1 | Tips & Tricks/"How-tos" (e.g. info material from manufacturer) | can be found on other websites | 5.0_Support_Document | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.2 | Provide support information (SingTel specific) | reduce calls | 5.0_Support_Document | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.3 | Info & recommendation of matching accessories and other products (cross- and up selling) | less on accessories, but more on services | 6.0_MyAccount.pdf | | Out of Scope | Logged In | Manage | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|--|---|----------------------------------|--------------------------------|-------------------------------|-----------|---------------|--|
| 2 | 4.5.4 | Download of latest device software and software updates (pre-installed software) | direct customers where to find drivers etc. | out of scope | | Out of Scope | Logged In | Manage | Not relevant for the type of products being sold in the e-shop Per internal agreement, downloading content is out of scope for "apps & TV." |
| 2 | 4.5.5 | Download of additional software (e.g. extend-functionalities, additional applications) | SingTel related apps only | out of scope | | Out of Scope | Logged In | Manage | |
| | 4.5.6 | Download of additional software (e.g. extend functionalities, additional applications) | 3rd party software | out of scope | | Out of Scope | | | Not relevant for the type of products being sold in the e-shop Per internal agreement, downloading content is out of scope for "apps & TV." |
| 2 | 4.5.7 | Order replacement/repair service | context: mobile, want to provide information where to receive services | out of scope | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.8 | Order replacement/repair service | context: fix line | out of scope | | Out of Scope | | | Fixed line is not a product in eShop |
| 2 | 4.5.9 | Device insurance subscription | | 1.x_Mobile_Document | | Out of Scope | Logged In | | purchase flow - Add-ons |
| 2 | 4.5.10 | View re-contract eligibility for all service/device | For applicable products, show discount amount and time lines for re-contract availability | 6.0_MyAccount.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.11 | View product info (e.g. brand, name, etc...) | | 6.2_ProductOverview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.12 | View delivery status; Tracking of replacement or repair service | reduce calls; include premium & installation service | 6.4_AccountActivity_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.13 | Manage appointments online | e.g., installation for miotv | 6.4_AccountActivity_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.14 | Cancel appointment(s) | Currently canceling of app is for maintenance apps only | 6.4_AccountActivity_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.15 | View summary of all subscriptions for different users | | 6.0_MyAccount.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.16 | View and modify subscriptions for primary and secondary users (e.g. ring tones, 3rd party content, news, etc...) | | 6.2_ProductOverview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.5.17 | Manage & set mio TV recordings | | out of scope | | Out of Scope | Logged In | Manage | |
| 1 | 4.6 | User wants to manage her bills | | | | | | Manage | |
| 2 | 4.6.1 | Pay a total / portion of bill | not: progressive payment | out of scope | | Out of Scope | Logged In | Manage | no UI changes from current state needed |
| 2 | 4.6.2 | Select payment option (previously used bank account, banking account, credit/debit card, etc...) | | out of scope | | Out of Scope | Logged In | Manage | no UI changes from current state needed |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|---|--|--------------------------------|-------------------------------|-----------|---------------|--|
| 2 | 4.6.3 | Sign-up for auto bill (giro) | Credit card commissions are higher than giro | 0.0_Inform_Document | | Out of Scope | | | Content. Covered by the templates and modules toolkit provided in Inform deliverable |
| 2 | 4.6.4 | View payment history | | 6.1 Bill Overview_Document | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.5 | View bill | | 6.1 Bill Overview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.6 | Download bill | | 6.1 Bill Overview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.7 | Email bill | | 6.3.1_MyAlerts_Document | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.8 | View money saved-to-date from last bill(s) | | 6.0_MyAccount.pdf | | Out of Scope | Logged In | Manage | usage trends graphs |
| 2 | 4.6.9 | Change billing address | Ability to change billing address for billing account(s) | 6.0_MyAccount.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.10 | View payment confirmation | | 6.0_MyAccount.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.11 | View payment confirmation email/SMS | reduce calls | out of scope | | Out of Scope | Logged In | Manage | no UI changes from current state needed |
| 2 | 4.6.12 | View history (calls, texts, MMS) on different time frames | | 6.1 Bill Overview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.13 | Remaining minutes (pre-paid, post-paid) | | out of scope | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.14 | View minutes/texts which can be carried over in next period | time bank, makes sense if part of product construction; not applicable to SingTel | out of scope | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.15 | Recommendation/advisory tool (e.g. usage patterns) | Tool assisting user with data to help inform making adjustment to product, plans, services, etc... (Real Time Offers) | 6.1 Bill Overview_Document.pdf 6.0_MyAccount.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.16 | View service details for each of the product owned (e.g. minutes used, data used, etc...) | Specific details needed for specific product usage | 6.1 Bill Overview_Document.pdf | | Out of Scope | Logged In | Manage | |
| 2 | 4.6.17 | Terminate contract | want user to call in for cancellation - if there's a salvage tool, value goes up | out of scope | | Out of Scope | Logged In | Manage | out of |
| 0 | 5 | Inform: Find General Information About Singtel (Using generic content templates) | | 0.0_Inform_Document 5.0 About SingTel | | | | Inform | |
| 1 | 5.1 | User want to a read about Singtel news | | 0.0_Inform_Document 7.1 News & events | | | | Inform | |
| 2 | 5.1.1 | Chronological order of press releases | View news release chronologically | 0.0_Inform_Document | | Out of Scope | Both | Inform | 7.1.1 Press releases |
| 2 | 5.1.2 | Ability to tag press releases based on specific categorizes | | out of scope | | Out of Scope | Both | Inform | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|--|--|--------------------------------|-------------------------------|----------|---------------|--------------------------------------|
| 2 | 5.1.3 | News ticker | Simpler real-time info (as opposed to the Real Time Offers Widget), in the form of headlines that link to associated pages. Can also be leveraged for non-shop sections such as the home page (as in current design) | 0.0_Inform_Document | | Out of Scope | Both | Learn | 7.1 News & events |
| 2 | 5.1.4 | Filter News Release by Date (Year, Month) and Category (Consumer, Business, Group, Community, Network) | | out of scope | | Out of Scope | | Inform | |
| 1 | 5.2 | User want to learn about Singtel as a company | | 0.0_Inform_Document 5.0 About SingTel | | | | Inform | |
| 2 | 5.2.1 | Youtube channel | | out of scope | | Out of Scope | Both | Inform | |
| 2 | 5.2.2 | View corporate calendar | | out of scope | | Out of Scope | Both | Inform | |
| 2 | 5.2.3 | Stream video of events (e.g. community involvement, product releases, etc...) | | 5.0_Support_Document | | Out of Scope | Both | Inform | |
| 2 | 5.2.4 | Access to Singtel specific social channels (e.g. Linked In, Facebook, Twitter, etc..) | | 0.0_Inform_Document | | In Scope | Both | Inform | 12.0 Contact us |
| 1 | 5.3 | User wants to find investor information | | | | | | Inform | |
| 2 | 5.3.1 | View stock ticker | content (e.g. Share price, share price chart, volume, trends, history, etc...) in multiple formats | 0.0_Inform_Document | | Out of Scope | Both | Inform | 7.3 Investor relations |
| 2 | 5.3.2 | Ability to share content (e.g. email) | duplicate | out of scope | | Out of Scope | Both | Inform | |
| 1 | 5.4 | User wants to view past / current media campaigns (Using generic content templates) | | | | | | Inform | |
| 2 | 5.4.1 | Press kits etc. download images and videos, advertisements | | 0.0_Inform_Document | | In Scope | Both | Inform | 12.0 Media resources |
| 2 | 5.4.2 | Navigate and view archive videos | | 5.0_Support_Document | | In Scope | Both | Inform | |
| 2 | 5.4.3 | View current media campaigns | | 0.0_Inform_Document | | In Scope | Both | Inform | 7.1 News & events |
| 1 | 5.5 | User is interested in viewing all Singtel store and/or office location (Using generic content templates) | | | | In Scope | | Inform | |
| 2 | 5.5.1 | Enter point of reference and search | post code input or address input or latitude/longitude | 0.0_Inform_Document | | In Scope | Both | Inform | 9.0 Store locator |
| 2 | 5.5.2 | View list of stores and relevant content (e.g. address, phone number, office hours, distance from reference point, etc..) | Reference point e.g. nearest MRT station | 0.0_Inform_Document | | In Scope | Both | Inform | 9.0 Store locator |
| 2 | 5.5.3 | View sorting capabilities | TBD | 0.0_Inform_Document | | In Scope | Both | Inform | 9.0 Store locator |
| 2 | 5.5.4 | Map view with directions | from nearest reference point to location | out of scope | | Out of Scope | Both | Inform | |
| 2 | 5.5.5 | Overview of store types and what each store can do for the customer (e.g. SingTel Exclusive Retailer, Hello!, etc) | | 0.0_Inform_Document | | In Scope | | Inform | 9.0 Store locator |
| 1 | 5.6 | User wants to call a specific office at SingTel (Using generic content templates) | | | | | | Inform | |
| 2 | 5.6.1 | Directory of contact telephone numbers | | 0.0_Inform_Document | | In Scope | | Inform | 9.0 Store locator 10.0 Contact us |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|--|-----------------------------|--------------------------------|-------------------------------|----------|-----------------|---------------------------|
| 1 | 5.7 | User wants to read content about Singtel(Using generic content templates) | | | | | | Inform | |
| 2 | 5.7.1 | Subscription to RSS-Feeds (products, news, stock-exchange announcements, etc.) | | out of scope | | Out of Scope | Both | Inform | |
| 2 | 5.7.2 | Subscription to general newsletter(s) | | 0.0_Inform_Document | | In Scope | Both | Inform | 11.0 Newsletter |
| 2 | 5.7.3 | Subscription to personalised newsletter (explicit customisation by user regarding different topics) | | 0.0_Inform_Document | | In Scope | Both | Inform | 11.0 Newsletter |
| 1 | 5.8 | User wants to view career opportunities (Using generic content templates) | | | | | | Inform | |
| 2 | 5.8.1 | User wants to browse the available job openings on different criteria | | Micro site - out of scope | | Out of Scope | Both | Inform | not required |
| 2 | 5.8.2 | Sign up for career opportunity related alerts / emails | | Micro site - out of scope | | Out of Scope | Both | Inform | not required |
| 2 | 5.8.3 | User wants to select multiple jobs of his liking | | Micro site - out of scope | | Out of Scope | Both | Inform | not required |
| 2 | 5.8.4 | User needs to look at the status of applied job postings | | Micro site - out of scope | | Out of Scope | Both | Inform | not required |
| 1 | 5.9 | User wants to apply for a position | | | | | | Inform | not required |
| 2 | 5.9.1 | Upload resumes in different formats (e.g. PDF, word, etc...) | | Micro site - out of scope | | Out of Scope | Both | Inform | not required |
| 2 | 5.9.2 | Enter user contact info | | Micro site - out of scope | | Out of Scope | Both | Inform | not required |
| 2 | 5.9.3 | Receive email confirmation | | Micro site - out of scope | | Out of Scope | Both | Inform | not required |
| 0 | 6 | Enablers of the SingTel.com Experience | | | | | | Enablers | |
| 1 | 6.1 | User wants the system to help him find information | Search related features | | | | | Enablers | |
| 2 | 6.1.1 | System provides type ahead when user types in search field | | 0.5_Search Page | | In Scope | Both | Enablers | |
| 2 | 6.1.2 | Search by consumer terms | | functional spec | | In Scope | Both | Enablers | this is a functional spec |
| 2 | 6.1.3 | System provides images for products when user types in search field | | 0.5_Search Page | | Out of Scope | Both | Enablers | |
| 2 | 6.1.4 | SEO friendly (products) pages | | functional spec | | In Scope | Both | Enablers | this is a functional spec |
| 2 | 6.1.5 | Access to advance search | | 0.5_Search Page | | In Scope | Both | Enablers | |
| 2 | 6.1.6 | Centralized knowledge database | knowledge beyond help&support with all facts & information | 5.0_Support_Document | | In Scope | Both | Enablers | |
| 1 | 6.2 | User wants to search for information | | | | | | Enablers | |
| 2 | 6.2.1 | Site search | Search form including search results | 0.5_Search Page | | In Scope | | Enablers | |
| 2 | 6.2.2 | Highlighting search terms in result list | | 0.5_Search Page | | In Scope | Both | Enablers | |
| 2 | 6.2.3 | Display clustered results by sections: type, section, price, content, etc... | divide the results page in buckets: product, content, etc... | 0.5_Search Page | | Out of Scope | Both | Enablers | |
| 2 | 6.2.4 | Display filters | Faceted search | 0.5_Search Page | | Out of Scope | Both | Enablers | |
| 2 | 6.2.5 | Display sort tools | | 0.5_Search Page | | Out of Scope | Both | Enablers | |
| 2 | 6.2.6 | Display spelling correction/refinement recommendations ("Did you mean X?") | | 0.5_Search Page | | Out of Scope | Both | Enablers | |
| 2 | 6.2.7 | Display related search terms | | 0.5_Search Page | | In Scope | Both | Enablers | |
| 2 | 6.2.8 | Display a feature result displaying promotion(s) | | 0.5_Search Page | | In Scope | Both | Enablers | |
| 2 | 6.2.9 | Sitemap | | Header & Footer_Document | | Out of Scope | | Enablers | |
| 1 | 6.3 | Users want to create and share content | | | | | | Enablers | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|---|---|---|--------------------------------|-------------------------------|----------|-------------|--|
| 2 | 6.3.1 | Users can access and participate in communities | This will be to incorporate the existing forums. Design of no new forum is being done | 5.0_Support_Document | | In Scope | Both | Enablers | |
| 2 | 6.3.2 | Lifestyle/target-group specific forums and/or chat-rooms | | out of scope | | Out of Scope | Both | Enablers | |
| 2 | 6.3.3 | Social bookmarking | | out of scope | | In Scope | Both | Purchase | Real estate dedicated on footer and detailed pages; functionality dependent on social strategy |
| 2 | 6.3.4 | Share on multiple social sites (Facebook like, tweet this, etc...) | | 1.0_Mobile_Document | | In Scope | Both | Purchase | |
| 2 | 6.3.5 | Ability to add comment when sharing | | out of scope | | Out of Scope | Both | Purchase | Header & Footer_Document |
| 2 | 6.3.6 | Share with a friend (email sharing) | | 1.0_Mobile_Document | | In Scope | Both | Purchase | |
| 2 | 6.3.7 | Rewards for social network recommendations | | out of scope | | Out of Scope | Both | Purchase | |
| 1 | 6.4 | User is interested in giving feedback to Singtel | | | | | | Enablers | |
| 2 | 6.4.1 | View customer feedback forms and submit feedback online | | 0.0_Inform_Document | | Out of Scope | Both | Enablers | 10.0 Contact us |
| 2 | 6.4.2 | Online survey(s) | | out of scope | | Out of Scope | Both | Enablers | |
| 2 | 6.4.3 | Optional feedback-form after each completed process (e.g. buying-process) | Reuse of generic forms | out of scope | | Out of Scope | Both | Purchase | Not required |
| 2 | 6.4.4 | Provide feedback via social site (e.g. twitter, facebook, etc..) | | Header & Footer_Document | | Out of Scope | Both | Purchase | |
| 2 | 6.4.5 | Access to chat | | 1.x_Mobile_Document | | Out of Scope | Both | Purchase | |
| 2 | 6.4.6 | Access to toll free number | | 0.0_Inform_Document | | In Scope | Both | Enablers | 10.0 Contact us |
| 2 | 6.4.7 | Access to request a call back | | out of scope | | In Scope | Both | Enablers | not required |
| 1 | 6.5 | User needs to understand if something went wrong | | | | | | Enablers | |
| 2 | 6.5.1 | System error messaging | If system fails and cannot process order at any point, provide messaging to assist user in purchasing product. Applicable for whole shopping & purchase process | functional spec | | In Scope | All | Enablers | functional spec |
| 2 | 6.5.2 | Intelligent 404 pages | Provide guidance to user to help him find what he is looking for | functional spec | | In Scope | All | Enablers | functional spec |
| 1 | 6.6 | User needs to find instant help with a problem he faces | | | | | | Enablers | |
| 2 | 6.6.1 | Access to comprehensive Help/FAQ section | | 5.0_Support_Document | | In Scope | All | Enablers | |
| 2 | 6.6.2 | Self- help forums | This will be to incorporate the existing forums. Design of no new forum is being done | 5.0_Support_Document | | In Scope | Both | Enablers | |
| 2 | 6.6.3 | Online chat with customer service | duplicate to 2.4.1 | out of scope | | Out of Scope | | Enablers | |
| 2 | 6.6.4 | Offer alternative options to get in touch with support person | e.g. phone number if online help not sufficient | 0.0_Inform_Document | | In Scope | | Enablers | 10.0 Contact us global chat in Shop deliverables |
| 1 | 6.7 | User wants to print information | | Print preview wire on page 17 '6.2.3_Relocation_Document' | | | | Enablers | |

| pho [1] | Item # [2] | User Journey / User Goal / Feature [3] | Description / Examples | Associated Wireframes (web) | Associated Wireframes (mobile) | In scope of design for mobile | User [4] | Journey [5] | Comments |
|---------|------------|--|--|-----------------------------|--------------------------------|-------------------------------|-----------|-----------------|-----------------|
| 2 | 6.7.1 | Print-functionality is available on all pages (optimised layout for print-out, e.g. without navigation pane) | no need to provide print functionality across all pages, since browsers have a print button. The site should be have pages that are optimized for printing properly though | functional spec | | Out of Scope | Both | Enablers | functional spec |
| 2 | 6.7.2 | Print optimized version of product or tariff data | | functional spec | | Out of Scope | Both | purchase | |
| 1 | 6.8 | User wants to access all SingTel channels / sites with one single password | | | | | | Enablers | |
| 2 | 6.8.1 | Single sign-on | | Header & Footer_Document | | In Scope | Existing | Enablers | |
| | 6.9 | User wants to use SingTel.com with his mobile device | | | | | | Enablers | |
| 2 | 6.9.1 | Mobile friendly website | | functional spec | | In Scope | | Enablers | functional spec |
| 1 | 6.10 | User wants to share a product or service with his friends | | | | | | Enablers | |
| 2 | 6.10.1 | Option for users to comment on/write reviews of products | | 1.x_Mobile_Document | | In Scope | Logged In | Enablers | not required |
| 2 | 6.10.2 | Share with a friend... | | 1.x_Mobile_Document | | In Scope | Both | Enablers | |
| 2 | 6.10.3 | Share on social site... | duplicate (6.3.4) | out of scope | | Out of Scope | Both | Enablers | |
| 2 | 6.10.4 | Rating option of content/products | | 1.x_Mobile_Document | | In Scope | Logged In | Enablers | not required |
| 1 | 6.11 | User wants to get rewards for being a loyal customer | | | | | | Enablers | |
| 2 | 6.11.1 | Earn reward points based on usage, sharing / recommendations, etc... | | out of scope | | Out of Scope | Logged In | Enablers | |
| 1 | 6.12 | User wants to find information on (any topic) | | | | | | Enablers | |
| 2 | 6.12.1 | Flexible content template to support various types defined in content matrix | | 0.0_Inform_Document | | In Scope | | Enablers | |
| 1 | 6.13 | User wants an accessible site | | | | | | Enablers | |
| 2 | 6.13.1 | Ability to change font size of content body | having (+) / (-) icons | out of scope | | Out of Scope | | Enablers | |

[1] Levels (see Tab "Introduction for more details):

0 - Customer journey stage

1 - User goal

2 - Feature

[2] Unique ID per line-item (will be populated later)

[3] Title of User Journeys, User Goals and Features

[4] Existing vs. new users

[5] Column for the purpose of filtering by Journey