



MY ACCOUNT - LANDING PAGE

ANNOTATED WIREFRAMES



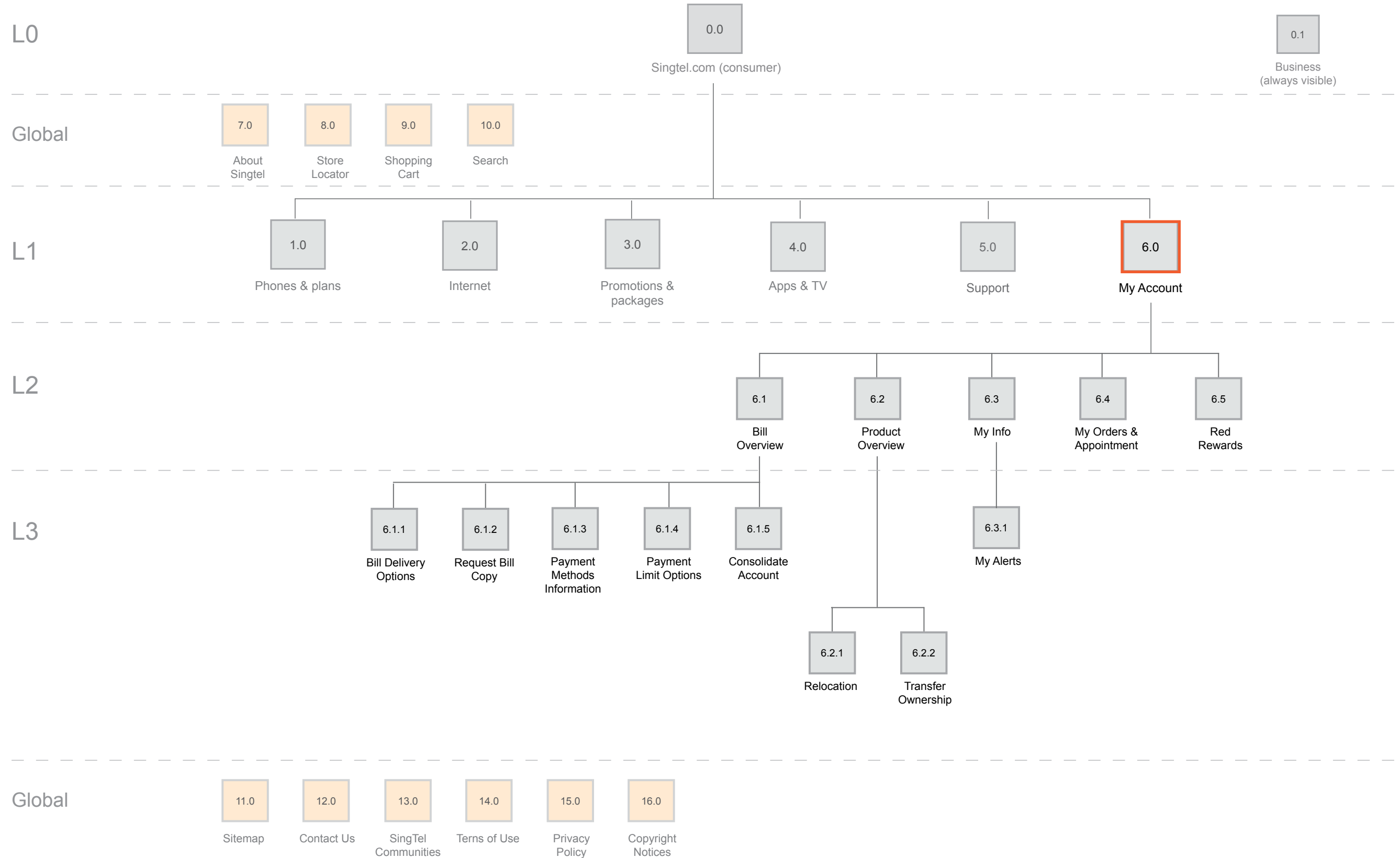
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Created by Leonie Hurkx (lhurkx@sapient.com) and Orlando Ornelas (oornelas@sapient.com)

Table of Contents

Table of Contents	2
Change Log	3
All pages	3
6.0 My Account landing page	3
Product details	3
1.0 Site Map	
My Account Site Map	5
2.0 Page Flow	
My account landing page flow.	7
3.0 Wireframes	
6.0 My Account landing page (1/2)	9
6.0 My Account landing page (2/2)	10
Product module	11
Landing page interactions	12
Recontract recommendations (1/2)	13
Recontract recommendations (2/2)	14

1.0 Site Map

My Account Site Map



2.0 Page Flow

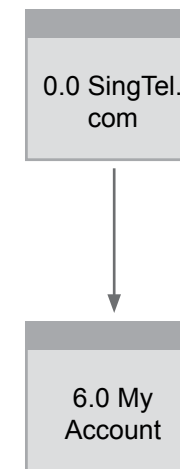
My account landing page flow

Use Goal:

- View alerts/notifications; account activity
- View/access all accounts and products
- View account bills with link to pay
- View current product usage
- View usage trends and recommendations per product
- View plans and services per product with capability to change
- Access Red Rewards

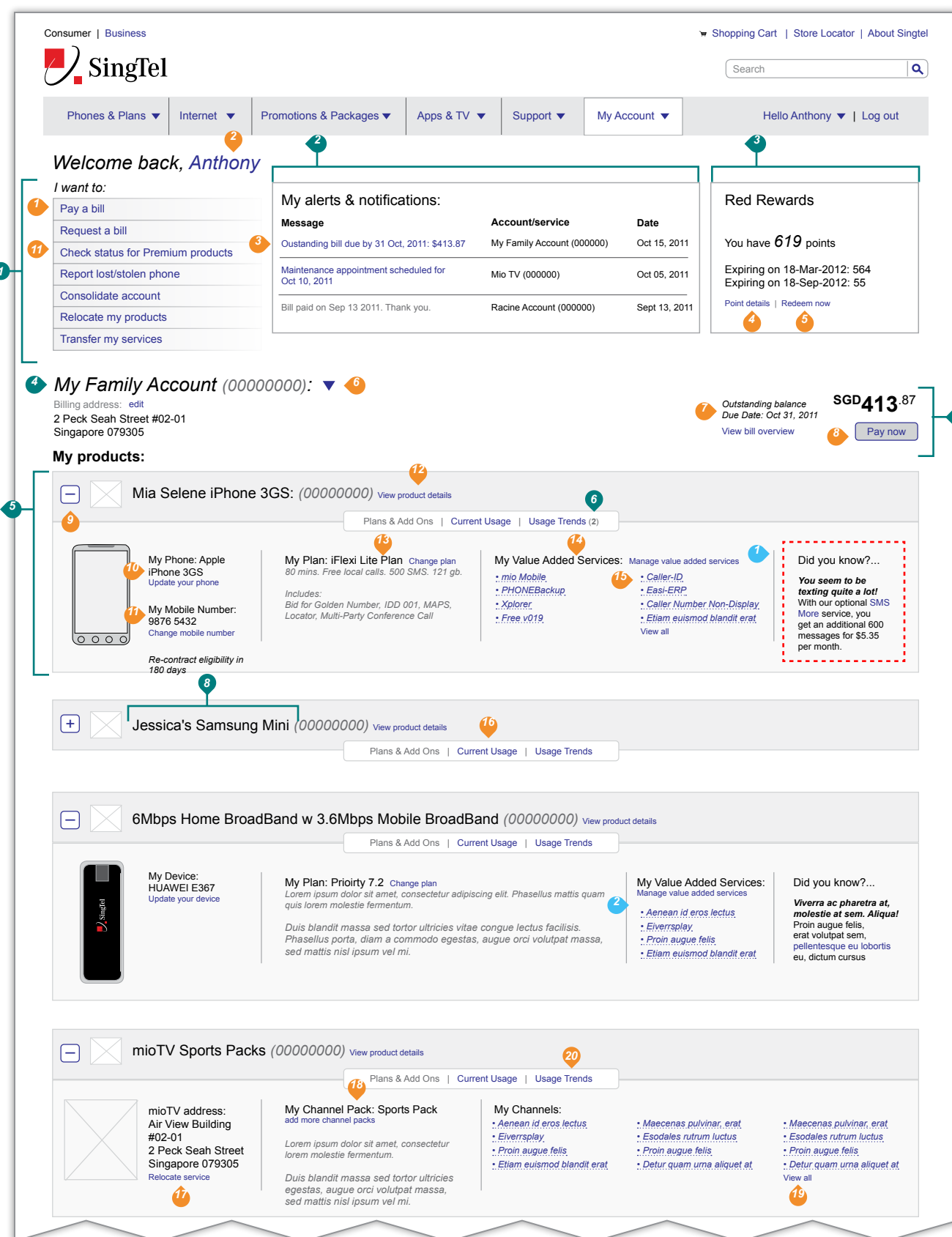
User State:

Logged in as One-pass user.



3.0 *Wireframes*

6.0 My Account landing page (1/2)



The user wants to see a complete accounts and products overview. An account 'dashboard'.

Module's Behavior

- 1 I want to: Module** - Business rules to display "I want to" links are TBD. The module supports a minimum of 5 links and maximum of 8 links.
- 2 My alerts & notifications Module** - This module will contextualize to the user. It shows personal messages related to actionable and activity items. Most messages are clickable and direct the user to the page where the content lives so the user can see more details (The content for the messages can also be found on these pages). The module supports a minimum of 1 alert/notification and maximum of 4.

Action items

- Pay bill
- Red rewards expiring
- Eligibility for recontract/bill rebate

Link

- Bill overview page
- Red rewards microsite
- Product details page

Activity items

- Relocation
- Consolidation of accounts
- Transfer of ownership (transfer of your service to new owner + new service waiting for your acceptance)
- Termination of services
- Change bill address
- Bill paid
- Appointments (repair, relocation, delivery, installation)
- Placed order
- Premium product available at venue

Link

- My account activity page
- My account activity page
- My account activity page
- none
- none
- My account activity page
- My account activity page
- My account activity page

Different user actions after user clicks on an alert/notification will dictate what appears when user returns to My Account. Module behavior after user clicks on a alert/notification is TBD by business strategy.

- 3 Red rewards Module** - Current display rules apply.
- 4 Billing address Module** - See page 12 of this document.
- 5 Product Module** - This module shows the product details. Details vary based on the product type. (TBD) Default state when the user arrives on my account landing page: All product modules are collapsed. (Only when there is one product under an account it will be expanded)

There are 3 different views for the product details section:

Plans & Value Added Services - the layout displays 4 content areas: product detail (required), plan detail (required if applicable), services detail (required if applicable) and recommendations (optional). The individual content areas, except the products details, can expand in width if needed. See 6mbp Homeboard Band and MioTV Sports Pack example.

- Product Details display:

- product image or generic place holder
- product name
- product contextual links (i.e. for mobile: change mobile number, update phone)
- product re-contract eligibility

UI Behavior Specification

ID	UI	Event	System response
1	Text Link	Mouse Click	• Directs the user to the page named in the link.
2	Text Link	Mouse Click	• Directs the user to the 'My profile' page
3	Text Link	Mouse Click	• Directs the user to the page where the message details live (see 'My alerts & notifications Module' behavior description).
4	Text Link	Mouse Click	• Current State: Directs the user to the existing 'Red Rewards' site to the account summary page.
5	Text Link	Mouse Click	• Current State: Directs the user to the existing 'Red Rewards' site to the Red Rewards Catalogue page.
6	Drop down list	Mouse Click	• Shows action options for your account. See page 12.
7	Text Link	Mouse Click	• Directs the user to the '6.1_Bill Overview' page
8	Button	Mouse Click	• Directs the user to the current payment flow
9	Graphical Icon	Mouse Click	• Expands or contracts the product section (depending on its previous state) • Expanded state: Product details are shown (e.g. Mia Selene iPhone 3GS) • Contracted state: Product details are not shown. (e.g. Jessica's Samsung Mini)
10	Text link	Mouse Click	• Shows the 'Update device' pop-up (see 6.2_Product Overview, page 11)
11	Text Link	Mouse Click	• Opens the Premium redemption overlay. See 6.4_AccountActivity_Document.pdf page 14-16 for flows and page 9-11 for annotations

Content

- 1 Did you know?** - Shows a personalized offer based on the user behavior of the product. A link is provided in the offer to direct the user to a page where they can get more information about the product or buy the product.
- 2 My Plan, My device/phone, My value added services, etc...** - Each item that belongs to the product has a title starting with 'My' indicating that this is part of the product the user owns.

6.0 My Account landing page (2/2)

Racine (00000000): Billing address: edit
51 Bencoolen Street #02-01
Singapore 189630

Payment made on: **SGD59.80**
Oct 14, 2011
View bill overview Pay now

My products:

- MioPlan Bundle (00000000)**
 - My Phone: <personalization name> <product name>
 - My Mobile Number: 1234 5678
 - My Plan: iFlexi Lite Plan
 - My Value Added Services: .mio Mobile, .PHONEBackup, .Xplorer, .Free v019
- MioTV Sports Pack (00000000)**
- 15Mbps Home BroadBand w 7.2Mbps Mobile BroadBand (00000000)**

FAQ

Useful links

Did you know?...

The user wants to see a complete accounts and products overview. An account 'dashboard'.

Module's Behavior

- Plan Details display:
 - Plan Name
 - Plan description
 - product contextual links (i.e. for mobile: change plan)
- Services Details display:
 - minimum 1; maximum 4 per column (max 3 columns) with a "view all" link
 - on hover, each link will display service description
- Recommendations Details display:
 - maximum 1 recommendation
 - a recommendation can be based on trends or Singtel upselling content (i.e. Amped)

6 (#) - Displays the number of recommendations in the Usage Trend tab: maximum 2 recommendations per product

7 **Payment Display Rules** - due date; if bill paid, display date of payment received (see Racine Account pg 11)
- outstanding bill
- call to action to view bill details
- call to action to pay bill; if bill paid, button is inactive (see Racine Account pg 11)

8 **Product Name Display Rules** - On Default, displays product name from catalog or personalized name. User can personalized from contextual links or from Product Overview page. Personalize name

9 **FAQ Module** - See '6.2.3_Relocation'_Document' page 9

10 **Useful Links Module** - Shows links that might be useful for the user depending on their behavior. It can cover any of the links/topics in the 'I want to' Module see page 9.

11 **Bundle Display Rules** - displays products group into 1 bundle, all functionality is at a product level. Default state when the user arrives on my account landing page: All product modules are collapsed. (Only when there is one product under an account it will be expanded)

12 **Did You Know Display Rules** - displays Singtel recommendations of mobile content and services NOT attached to trends. This is real estate dedicated to cross sell Singtel content (i.e. Amped)

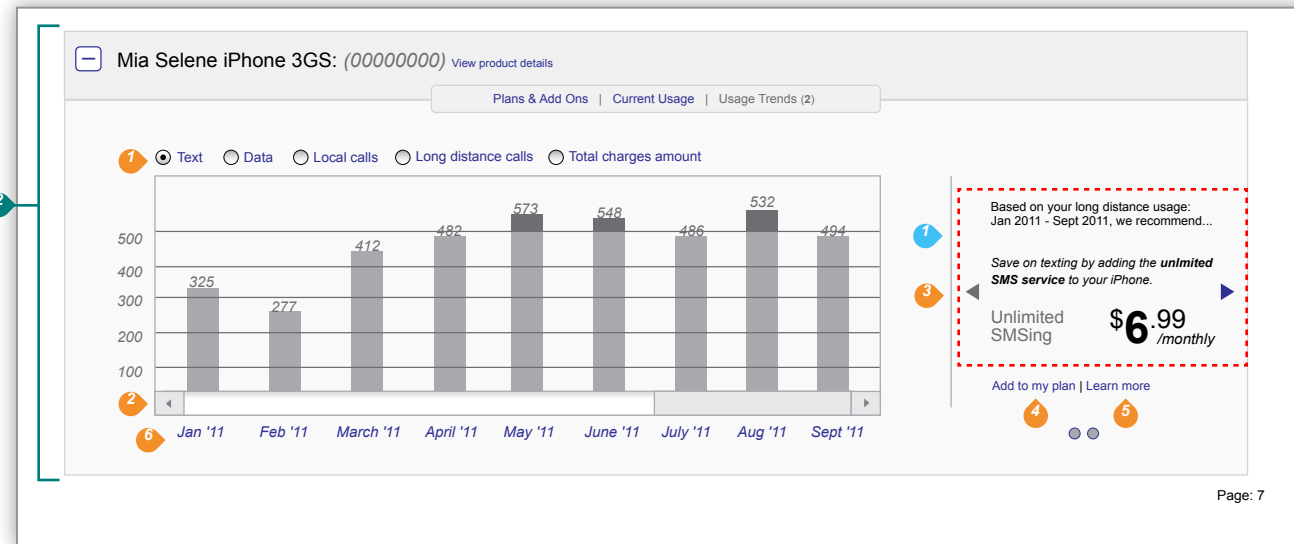
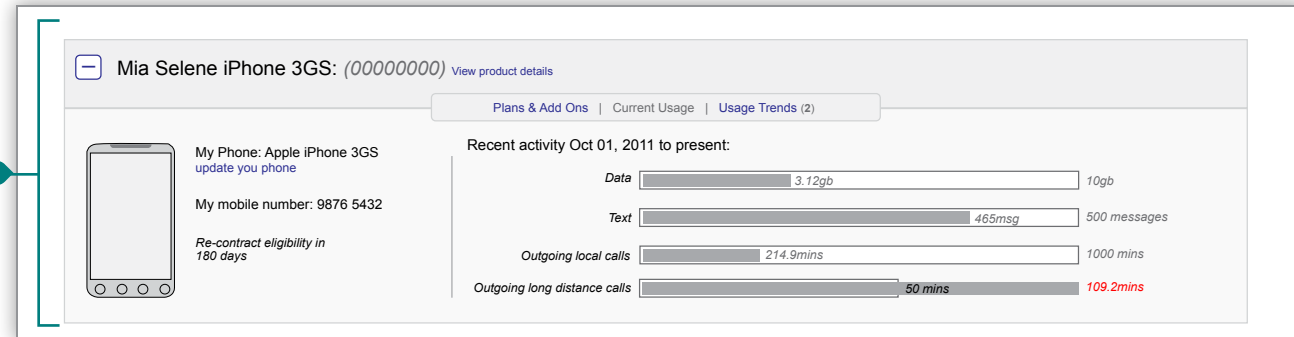
UI Behavior Specification (ID's shown on wireframe previous page)

ID	UI	Event	System response
11	Text link	Mouse Click	• Directs the user to the '6.2.3 Change mobile number' wizard. The user will skip step 1 of the wizard.
12	Text link	Mouse Click	• Directs the user to the '6.2_Product Overview page'
13	Text Link	Mouse Click	• TBD (When eShop is ready)
14	Text Link	Mouse Click	• Directs the user to the 6.2_Product Details page, bottom section "Your Add-ons"
15	Text Link	Hover	• Displays service description
16	Text Link	Mouse Click	• Shows the Current Usage view (see page 11) for that particular product annotations • If no content exist, link is inactive
17	Text Link	Mouse Click	• Directs the user to the '6.2.3_Relocation' wizard.
18	Text Link	Mouse Click	• Directs the user to the "change plan" flow (TBD)
19	Text Link	Mouse Click	• Directs the user services section of the 6.2 Product Overview page
20	Text Link	Mouse Click	• Shows the Usage Trends view (see page 11) for that particular product annotations • If no content exist, link is inactive

Content

3 **Useful links** - Shows links that might be useful for the user depending on their behavior. It can cover any of the links/topics from the 'I want to' Module see page 9. An explanation of the feature is provided with a link to the feature location.

Product module



User is looking at the 'Current Usage' and the 'Usage Trends' tab of the product module.

Module's Behavior

- 1 **Current Usage:** if available displays current usage up to this point and what is currently available. if not available, the link is not clickable. Current usage display per product are TBD by business.
 - Displays product details content from the the "plans & add ons" tab
- 2 **Usage Trends:** display usage trends and if available, recommendations based on trends. Trends/data to display per product are TBD by business.
 - Filters display:
 - if applicable, provide filters to view different types of data per product (i.e. for mobile display: text, long distant calls, data, etc..)
 - Trend display:
 - displays a graph of the past 12 months summarizing usage per month/ billing cycle
 - display scroll bar to view past months
 - Recommendation Details display: Shows a personalised offer based on the usage trends.
 - minimum 0; maximum 2 recommendation
 - a recommendation is based on usage trends or Singtel upselling content (i.e. Amped)
 - business rules displaying recommendations are TBD

UI Behavior Specification

ID	UI	Event	System response
1	Radio button	Mouse Click	<ul style="list-style-type: none"> • Shows the data in the graph related to the radio button name. The graph refreshes.
2	Scroll bar	Click & drag	<ul style="list-style-type: none"> • Shows the data for the remaining months.
3	Graphical icon	Mouse Click	<ul style="list-style-type: none"> • Shows the next available offer • Only displays if more than 1 recommendation exist • 2 recommendation maximum • Dots in the bottom of the module indicate the number of offers.
4	Text link	Mouse Click	<ul style="list-style-type: none"> • TBD (when eShop is ready)
5	Text link	Mouse Click	<ul style="list-style-type: none"> • TBD (when eShop is ready)
6	Text link	Mouse Click	<ul style="list-style-type: none"> • Brings the user to Bill Overview page of the month selected.

Content

- 1 **Personalised offer** - Shows a personalised offer based on the usage trends. Content is TBD.

Landing page interactions

Module's Behavior

- 1 **Billing address Module** -
 - displays house, block or tower number
 - displays street name
 - displays city
 - displays zip code
 - call to action to "edit"

- 2 **Drop Down Menu Links** - displays links that are specific to account changes:
 - personalize account
 - consolidate
 - pay bill
 - transfer services

UI Behavior Specification

ID	UI	Event	System response
1	Graphical Icon	Mouse Click	<ul style="list-style-type: none"> • Shows or hides drop down list (depends on previous state)
2	Text link	Mouse Click	<ul style="list-style-type: none"> • See annotations on 6.2_ProductOverview_Document pg 9
3	Text link	Mouse Click	<ul style="list-style-type: none"> • Send user to 6.1.5 Consolidate Accounts page
4	Text link	Mouse Click	<ul style="list-style-type: none"> • Sends user to current "pay" flow
5	Text link	Mouse Click	<ul style="list-style-type: none"> • Send user to 6.2.4 Transfer Ownership page
6	Text link	Mouse Click	<ul style="list-style-type: none"> • displays form fields (see behavior module 3)
7	Button	Mouse Click	<ul style="list-style-type: none"> • updates billing address for account in user profile • displays new address
8	Button	Mouse Click	<ul style="list-style-type: none"> • displays default view

Recontract recommendations (1/2)

Consumer | Business Shopping Cart | Store Locator | About SingTel

Phones & Plans | Internet | Promotions & Packages | Apps & TV | Support | My Account | Hello Anthony | Log out

Welcome back, Anthony

I want to:

- Pay a bill
- Request a bill
- Check status for Premium products
- Report lost/stolen phone
- Consolidate account
- Relocate my products
- Transfer my services

My alerts & notifications:

Message	Account/service	Date
Outstanding bill due by 31 Oct, 2011: \$413.87	My Family Account (000000)	Oct 15, 2011
Maintenance appointment scheduled for Oct 10, 2011	Mio TV (000000)	Oct 05, 2011
Bill paid on Sep 13 2011. Thank you.	Racine Account (000000)	Sept 13, 2011

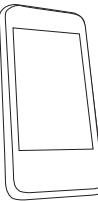
Red Rewards

You have **619** points

Expiring on 18-Mar-2012: 564
Expiring on 18-Sep-2012: 55

[Point details](#) | [Redeem now](#)

You're eligible to recontract Mia Selene's iPhone 3GS, we have a couple of recommendations for you...



Best Selling Phone !

iPhone 4 Black, 32 GB


3.9 ★★★★★ 18

0.00 with iFlexi Plus

[Select Phone](#)

phone only price ~~SGD254.00~~

[View details](#)



CNET Editor's Pick [Read Review](#)

Sony Ericsson Xperia X8

3.1 ★★★★★ 8

39.00 with 3G Flexi Plus

[Select Phone](#)

phone only price ~~SGD124.00~~

[View details](#)

My Family Account (00000000): Outstanding balance **SGD413.87**

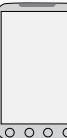
Billing address: [edit](#)
2 Peck Seah Street #02-01
Singapore 079305

Due Date: Oct 31, 2011 [View bill overview](#) [Pay now](#)

My products:

Mia Selene iPhone 3GS: (00000000) [View product details](#)

Plans & Add Ons | Current Usage | Usage Trends (2)



My phone: Apple iPhone 3GS
[update your phone](#)

My Mobile number: 9876 5432
[change mobile number](#)

Re-contract eligibility in 180 days

My plan: iFlexi Lite Plan [Change plan](#)
80 mins. Free local calls. 500 SMS. 121 gb.

Includes:
Bid for Golden Number, IDD 001, MAPS, Locator, Multi-Party Conference Call

My Value added services: [Manage value added services](#)

- mio Mobile
- PHONEBackup
- Explorer
- Free v019

Did you know?...


You seem to be texting quite a lot! With our optional SMS More service, you get an additional 600 messages for \$5.35 per month.

+ **Jessica's Samsung Mini (00000000)** [View product details](#)

Plans & Add Ons | Current Usage | Usage Trends

- **6Mbps Home BroadBand w 3.6Mbps Mobile BroadBand (00000000)** [View product details](#)

Plans & Add Ons | Current Usage | Usage Trends



My Product: HUAWEI E367
[update your device](#)

My plan: Priority 7.2 [Change plan](#)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus mattis quam quis lorem molestie fermentum.

Duis blandit massa sed tortor ultricies vitae congue lectus facilisis. Phasellus porta, diam a commodo egestas, augue orci volutpat massa, sed mattis nisi ipsum vel mi.

My Value added services: [Manage value added services](#)

- Aenean id eros lectus.
- Eiverrisplay.
- Proin augue felis.

Did you know?...

Viverra ac pharetra at, molestie at sem. Aliqua! Proin augue felis, erat volutpat sem, pellentesque eu lobortis perennium cursus

My account landing page making soft recontracting recommendations.

Module's Behavior

- 1 **Recontract product module** - This space is allocated to make soft recommendations when a user is eligible for recontracting. The module will re-use what is on the phone wall page recommendation module personalized area; reference page 11 in 1.x_Mobile_Document for annotations
 - minimum of 1; max of 2 promos

Business detailing when it appears and doesn't are TBD

Page: 13

Recontract recommendations (2/2)

Racine (00000000): ▼
 Billing address: edit
 51 Bencoolen Street #02-01
 Singapore 189630

Payment made on: **SGD59.80**
 Oct 14, 2011
[View bill overview](#) [Pay now](#)

My products:

MioPlan Bundle (00000000)

Plans & Add Ons | Current Usage | Usage Trends (2)

My Phone: <personalization name>
 <product name>
[View product details](#)
[Update your phone](#)

My Mobile number:
 1234 5678
[change mobile number](#)

Enjoying bill rebate since 01-02-12 of \$5 per month

My Plan: iFlexi Lite Plan [Recontract](#)

80 mins. Free local calls, 100 SMS, 121 gb.

Includes:
 Bid for Golden Number, IDD 001, MAPS, Locator, Multi-Party Conference Call

My Value added services: [Manage value added services](#)

- mio Mobile
- PHONEBackup
- Xplorer
- Free v019
- Caller-ID
- Easi-ERP
- Caller Number Non-Display
- Etiam euismod blandit erat
- Maecenas pulvinar, erat
- Esodales rutrum luctus
- Proin augue felis
- Detur quam urna aliquet at

My Product: SingTel Home Line
[View product details](#)

My Mobile number:
 1234 5678
[change mobile number](#)

Re-contract eligibility in 180 days

My Plan: SingTel Home Line [Change plan](#)
 SingTel Home Line is your most reliable mode of communication from home. Besides providing crystal-clear calls, it is also a springboard to a host of integrated services catering to your family's needs.

Includes:
 Bid for Golden Number, IDD 001, MAPS, Locator, Multi-Party Conference Call

My Value added services: [Manage value added services](#)

- Calling Line
- Call Waiting
- Call Transfer
- Remote Command
- Phone Mail
- Caller ID

My Product: Huawei E5832
[View product details](#)

Re-contract eligibility in 180 days

My Plan: Premium 21 [Change plan](#)
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. In quis ligula nec massa suscipit suscipit. Morbi eu mi nulla. Nullam in pretium quam.

Maecenas volutpat ullamcorper odio ac congue. Cras elementum venenatis mauris, non ornare nibh tincidunt id. Suspendisse porta libero

Did you know?...
Viverra ac pharetra at, molestie at sem. Aliqua!
 Proin augue felis, erat volutpat sem, pellentesque eu lobortis eu, dictum cursus

MioTV Sports Pack (00000000) [View product details](#)

Plans & Add Ons | Current Usage | Usage Trends

15Mbps Home BroadBand w 7.2Mbps Mobile BroadBand (00000000) [View product details](#)

Plans & Add Ons | Current Usage | Usage Trends (1)

FAQ

- Cras eget nibh metus. Vivamus felis augue, laoreet a ornare?
- Ornare odio dictum sed. Donec diam urna, venenatis ac semper ac?
- Maecenas nulla leo, accumsan at pulvinar eget, suscipit et elit. Pellentesque habitant?

[see more](#)

Useful links

Do you want to merge your bills?
 You can consolidate two accounts and receive one bill by using the consolidate accounts wizard.

Are you moving to a new location?
 The relocation wizard guides you through the process of moving your services.

Do you want to transfer a service to a new owner?
 You can do this by using the Transfer of ownership wizard.

Did you know?...
 AMPedTM, an unsurpassed music experience
 Besides unlimited music downloads, mobile customers can join an inclusive music community, enjoy exclusive showcases and breakthrough music services

[Learn more](#)

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Page: 10

My account landing page making soft recontracting recommendations.

Module's Behavior

1 Recontract link - When a user clicks on "recontract" link from anywhere in My Account AND has a bill rebate, an overlay will display messaging to continue to recontract and lose rebate or keep bill rebate only.

UI Behavior Specification

ID	UI	Event	System response
1	Cancel or x (Button)	Mouse Click	• Closes overlay
2	confirm (button)	Mouse Click	• Directs the user to the eShop flow for recontracting

Content

1 Bill rebate - If user is participating in a bill rebate discount, system will display bill rebate discount and starting date of bill rebate.

Plans & Add Ons | Current Usage | Usage Trends (2)

iFlexi Lite Plan [Recontract](#)

80 mins. Free local calls, 100 SMS, 121 gb.

Includes:
 Bid for Golden Number, IDD 001, MAPS, Locator, Multi-Party Conference Call

Add Ons: [Manage add ons](#)

- mio Mobile
- PHONEBackup
- Xplorer
- Free v019
- Caller-ID
- Easi-ERP
- Caller Number Non-Display
- Etiam euismod blandit erat
- Maecenas pulvinar, erat
- Esodales rutrum luctus
- Proin augue felis
- Detur quam urna aliquet at

Mobile number:
 1234 5678
[change mobile number](#)

Enjoying bill rebate since 01-02-12 of \$5 per month

SingTel Home Line
[View product details](#)

Mobile number:
 1234 5678
[change mobile number](#)

Re-contract eligibility in 180 days

Huawei E5832
[View product details](#)

Re-contract eligibility in 180 days

Bill Rebate

You are currently enjoying bill rebate in your <mobile name>

By proceeding to recontract your mobile plan, you will no longer enjoy bill rebate on your selected mobile service subscription plan.

Service Number: 98765432
 Service Plan: iFlexi Lite Plan

[Cancel](#) [Confirm](#)

Premium 21 [Change plan](#)
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. In quis ligula nec massa suscipit suscipit. Morbi eu mi nulla. Nullam in pretium quam.

Maecenas volutpat ullamcorper odio ac congue. Cras elementum venenatis mauris, non ornare nibh tincidunt id. Suspendisse porta libero

Did you know?...
Viverra ac pharetra at, molestie at sem. Aliqua!
 Proin augue felis, erat volutpat sem, pellentesque eu lobortis eu, dictum cursus