

4G EXPERIENCE

Revolution Experience

What are we trying to do

4G Experience Statement

Surface “aha moments” on the value of 4G by designing an experience that educates, excites and intrigues on “Why Sprint 4G?”

What are our guiding attributes

4G Experience Pillars

The Sprint 4G Site Experience

Value

Coverage, pricing

Viral / Social

Engaging

Customer Focused

Simple

Personalization

Integrated

The Sprint 4G Messaging

Value

Simple

Trust

Advance Technology (Evolution)

Leader

Value

Portfolio Solution

Network

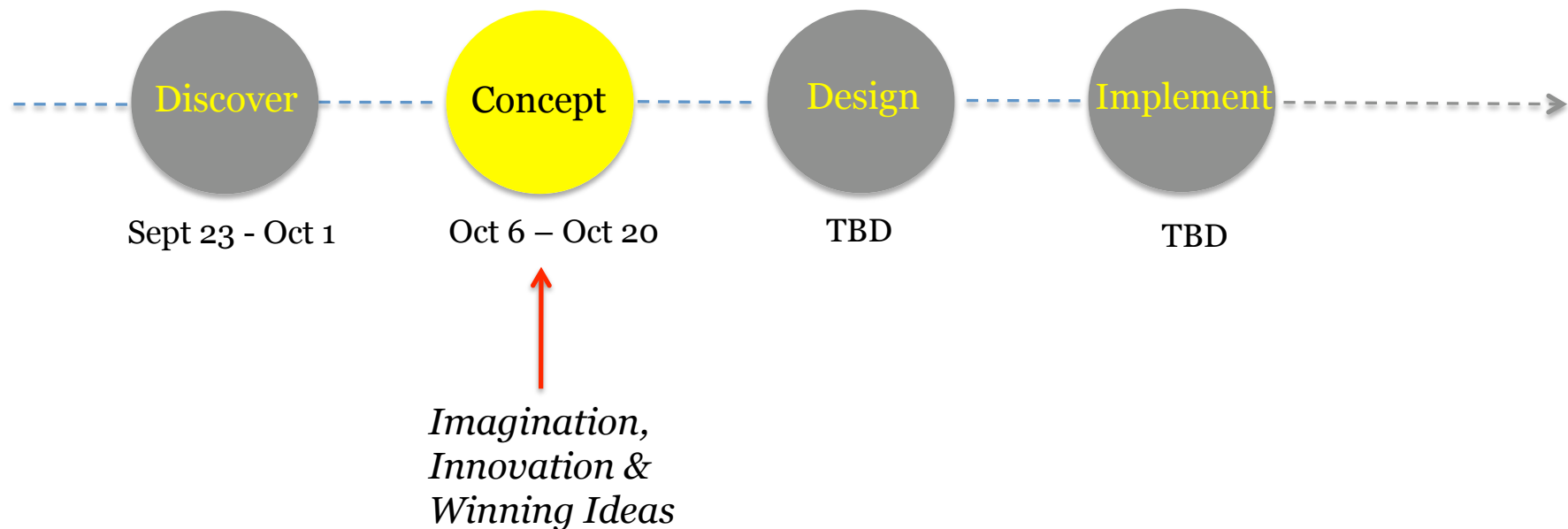
How are we going to “do it”

4G Experience Mission

- *Surface the power and richness of the Sprint brand & its 4G offering*
 - Discover what it’s like to be a 4G customer with Sprint
 - “Why should you choose Sprint?”
 - It’s meant to simplify and elevate your life
- *Speak in a tone that convinces on the “value” of Sprint’s 4G to one’s life*
 - Focus more on the human insight and aspect of what 4G brings to life
 - It’s important not to get too tactical and lose the opportunity to communicate benefits of the product attributes.
 - **Tell the story** of the benefits!
 - The resonating value stories are buried & the customer has to connect them.
- *Growing the significant meaning of 4G to the entire site*

You are here.....

Our Creative Journey Together



Ground Rules for Collaboration

We are standing at an intersection.....

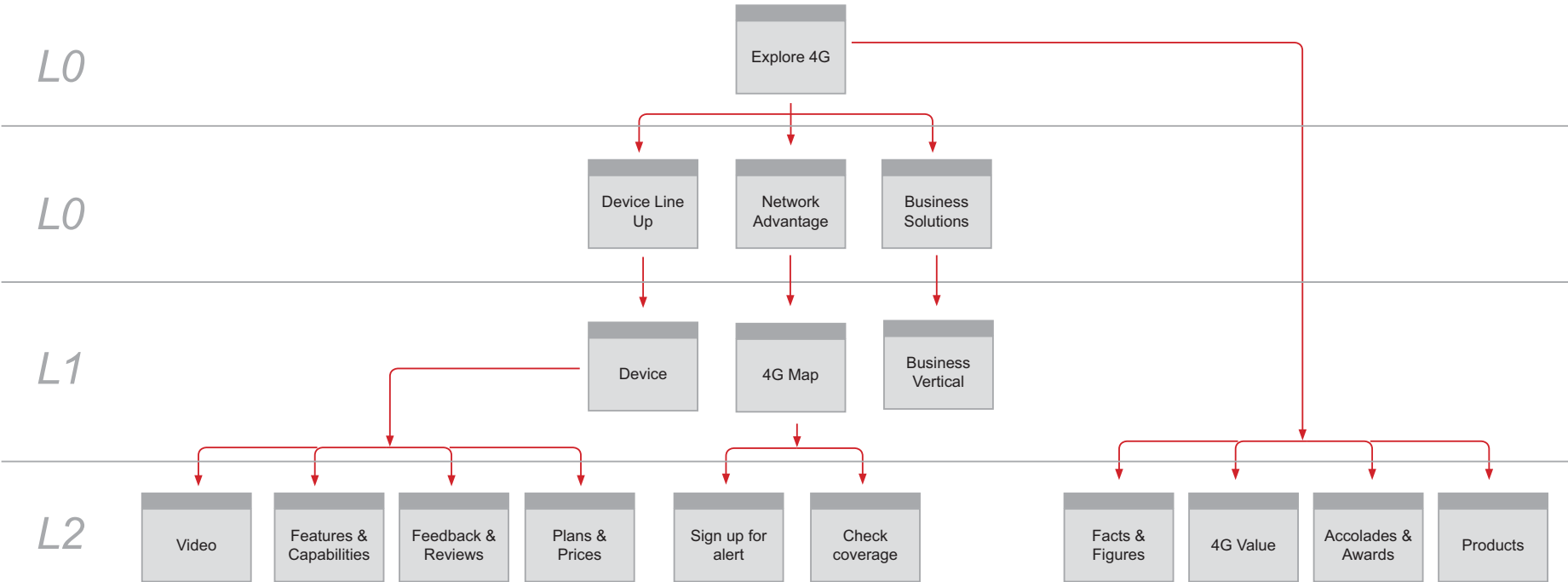
To make best use of our time, please remember.....

- ▶ *We are at “an intersection”...“Directionally we can go left, right or keep going straight”...*
- ▶ *Today’s discussion with you is to **bring our “ideas, imagination and vision” & capture a reaction**, allowing you to think about critical pieces that help ‘define a direction’ to take the concept forward...*
- ▶ *Detailed Design is the next phase where our teams will flush out granular design details.*

4G Sitemap

Sprint **4G**
Version 1.0 published October 12, 2010 2:17 PM by Ornelas, Orlando (oornelas@sapient.com)

Site Map



4G Intro



Find a store | Business Search

My Sprint Shop Digital Lounge Community Support Chat Esther Brady Home (456789012) Sign out

Skip

*“Say goodbye to your sluggish
3G limited bandwidth.”* —Ubergizmo

Explore 4G Device Lineup Network Advantage Business Solutions

4G Intro



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Explore 4G | **Device Lineup** | **Network Advantage** | **Business Solutions** |

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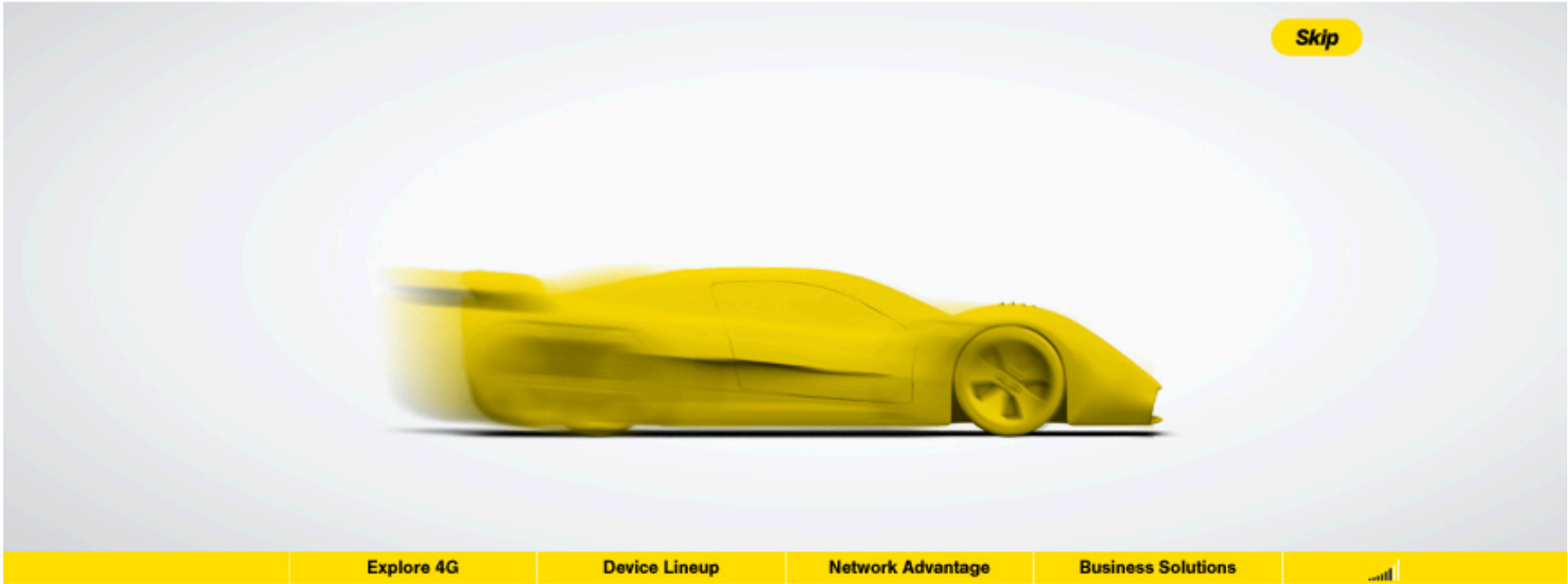
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4G Intro



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“That Evo, it’s the first time that I’ve ever regretted being an iPhone user.”

—Brian Brushwood

Explore 4G

Device Lineup

Network Advantage

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What problem are we solving for the Explore 4G page?

Page Goal: Give user access to all 4G content with an emphasis on video.

Is this aligned with the business req?

Assumptions

- Leveraging content assets
- Reusing established design assets
 - Video player
 - RIA bottom nav
- User is authenticated accessing name, zip, upgrade eligibility and current device
- Content is personalized and targeted to user

Questions

- What type of content will we have for Explore 4G that may inform the navigation?
- Does 3G have a presence or voice as the secondary network?
- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused?

Explore 4G

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Welcome back, Sue

Phasellus eget nisl lorem, ut tempus nisl. Vivamus vel tortor nulla, non vestibulum augue. In felis augue, scelerisque vitae accu.

Products

Aenean non nisl arcu. Phasellus condimentum felis ac neque rhoncus eget rhonfelis, nec hendrerit mauris

4G Value

Morbi fringilla est non tellus volutpat eget egestas nunc convallis. Etiam feugiat libero vitae tortor mollis sit amet

Explore 4G

Share this video

Facts & Figures

3G	<div style="width: 40%;"></div>
4G	<div style="width: 80%;"></div>

Integer viverra ultrices dictum. In commodo pulvinar viverra. Aliquam nec diam ut arcu

Allocades & Awards

HTC EVO 4G recieved Mechanics Breakthrough Award

[Explore 4G](#)

[Device Line Up](#)

[Network Advantage](#)

[Business Solutions](#)

What problem are we solving for Device Line Up page?

Page Goal: Give user access to all devices teasing them with viral content to peak their interest. Is this aligned with the business req?

Assumptions

- Page displays all devices to user in 1st release regardless of segment; user has access to all devices
- Based on user, page will display devices in different order or give certain devices more relevance
 - Biz user will see biz devices first
- Will evolve to a Product Category page when multiple devices are available; sends user to a “wall” page with filtering capabilities
- There are 5-7 4G devices
- Each device has a social component to leverage
- User is authenticated; content TBD
- Content is personalized and targeted to user

Questions

- When do we expect more devices informing the Device Line Up page to evolve to a Product Category page?
- What other 4G devices are we missing for 1st release?
- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused?

4G Device Lineup

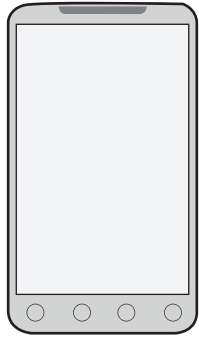
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My Sprint Shop Digital Lounge Community Support
Chat Sue Brady Home (5551234567) Sign Out

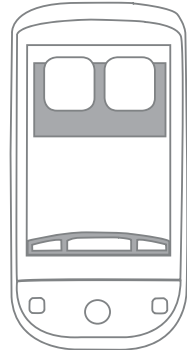
Welcome back, Sue

4G is in alive and kicking in Chicago, ready for the 4G experience? Nullam porta lectus ultricies lie sagittis.

Device Line Up



HTC EVO™ 4G
8 Awards
1251 FaceBook fans
2343 Twitter followers



Samsung Epic™ 4G
112 user submitted movies



U600



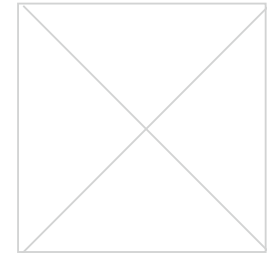
OverDrive™
5321 Twitter followers



250U
19 reviews



4G Desktop Modem



Dell™ Inspiron™ Mini 1012
51 forums

- [Explore 4G](#)
- [Device Line Up](#)**
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What problem are we solving for the Device page?

Page Goal: : Giving user access to all personalized Device/4G centric content. *Is this aligned with the business req?*

Assumptions

- Leveraging existing content assets
 - Features & Capabilities
 - Plans & Pricing
- Page is 4G centric only speaking to 4G
- Plans & Pricing are specific to device
- Device has a social component to leverage
- User is authenticated accessing name, zip, upgrade eligibility and current device; content TBD
- User is sent to purchasing tool flow after clicking upgrade
- Content is personalized and targeted to user

Questions

- Are we missing other type of content that will inform the navigation for a device?
- Will the nav elements change per device?
- Is the design different then shop detail page? How so? If not, how do we design it so it doesn't duplicate the shop detail page?
- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused?

4G Device Default

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Welcome back, Sue

4G is in alive and kicking in Chicago, ready to upgrade your Samsung Instinct? Upgrade and save \$150.⁰⁰

[Upgrade](#)

Videos



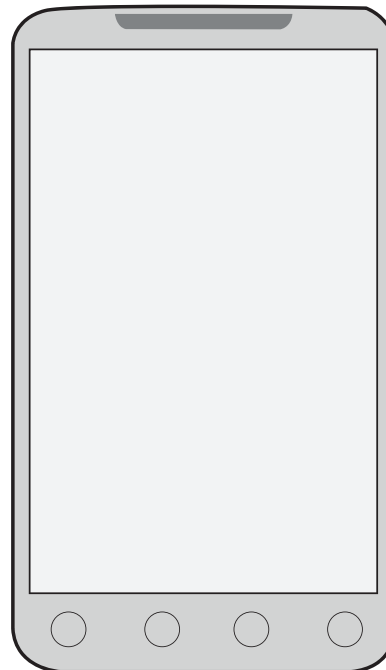
Features & Capabilities

Nos dolenis estrum acipsun tesciis at velis odipsam quam, odi dolore, quat volo.

- Visual voicemail
- Android 2.2
- 8 mp camera
- 3G/4G hotspot
- 4.3 in screen
- Qik
- 1 GB memory ROM
- Digital compass

[See all](#)

360° View | grab EVO and play



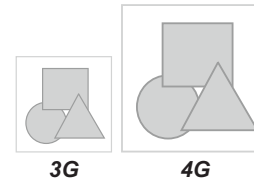
HTC EVO[™] 4G

Feedback & Reviews ★★★★★



Kaletta Harris *"Finally on the Evo bandwagon!"* about an hour ago

Plans & Pricing



To harness the full potential of 4G, you need the right tools. Sprint has a variety of 4G-ready devices and plans to connect you to 4G power.

[Explore 4G](#) | [Device Line Up](#) | [Network Advantage](#) | [Business Solutions](#)

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What problem are we solving for the Device Video page?

Page Goal: Show personalized video(s) to the user creating a connection, credibility and confidence with the user. *Is this aligned with the business req?*

Assumptions

- Leveraging existing design assets for consistency
- Videos are user segment specific
- Biz rules governed the order of videos; filtering will be incorporated in future releases
- User is authenticated accessing name, zip, upgrade eligibility and current device; content TBD
- User interactions for viewing, viewing all thumbnails, sharing, etc... will be incorporated or leveraged
- Top right hand corner nav will display all device nav elements: features & capabilities, feed & reviews, plans & pricing
- Content is personalized and targeted to user

Questions

- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused

4G Device Video



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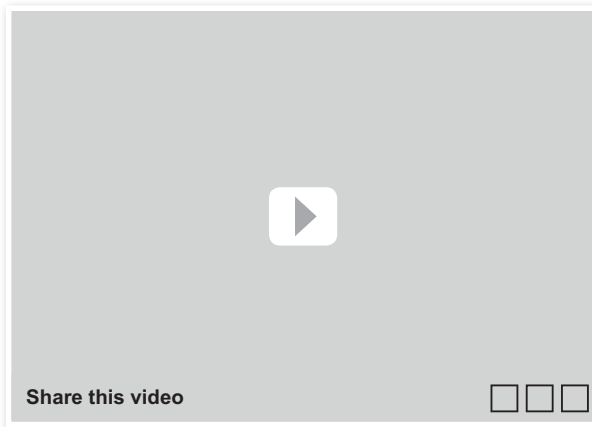
Welcome back, Sue

4G is in alive and kicking in Chicago, ready to upgrade your Samsung Instinct? Upgrade and save \$150.⁰⁰

[Upgrade](#)

Videos

[Device Line Up](#) > [EVO](#)



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4G Device Video Roll

The screenshot displays the Sprint website interface. At the top, there is a navigation bar with links for "Find a store", "Business", and "Cart", along with a search bar. Below this is a secondary navigation bar with "My Sprint", "Shop", "Digital Lounge", "Community", and "Support". A "Chat" button and a "Sign in" button are also present. The main content area features a "Videos" overlay window. This window has a title "Videos" and a large video player area with a play button. Below the player are navigation controls, including a set of six thumbnail boxes and arrows for navigation. To the left of the video player, there is a sidebar with the heading "4G Solutions that work" and a list of categories: "Education", "Financial", "Retail", and "Government". At the bottom of the page, there are four buttons: "Explore 4G", "Device line up", "Network advantage", and "Business solutions". The footer contains a "Site map" link, a phone number "1-800-2-SPRINT", and various links for "Find a store", "Email sign up", "About us", "Contact us", "Terms of use", "Privacy policy", and "Copyright notices". A copyright notice for 2010 Sprint.com is also visible.

What problem are we solving for the Features page?

Page Goal: Show all device features in an immerse experience: rotating visuals, videos.

Is this aligned with the business req?

Assumptions

- Leveraging existing content assets
- Features will have video content incorporated
- User can “grab” and view ALL angles of the device accessing different features
- User is authenticated accessing name, zip, upgrade eligibility and current device; content TBD
- Admin user has software knowledge to plot features on X/Y coordinates of device
- Top right hand corner nav will display all device nav elements: features & capabilities, feed & reviews, plans & pricing
- Content is personalized and targeted to user

Questions

- Will this page act differently for other types of devices?
- Do we display ALL features or 4G centric features?
- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused?

4G Device Features

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Welcome back, Sue

4G is in alive and kicking in Chicago, ready to upgrade your Samsung Instinct? Upgrade and save \$150.00

[Upgrade](#)

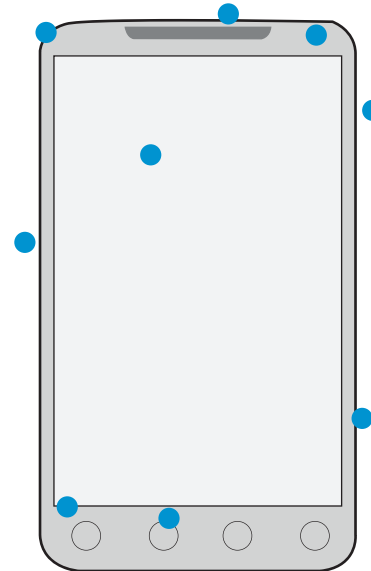
[Device Line Up > EVO](#)

Features & Capabilities

360° View | grab EVO and play

Nos dolenis estrum acipsun tesciis at velis magnat odipsam quam, odi dolore, quat volo

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> - Visual voicemail - 8 mp camera - 4.3 in screen - 1 GB memory ROM - Android™ 2.2 - Music capable - Touchscreen - Memory card slot - Supports multiple simultaneous users | <ul style="list-style-type: none"> - Access to 4G speeds that are up to 10x faster than 3G - Dual-mode 3G/4G device, access to dependable 3G speeds and accelerated - Dual cameras - 1 GHz processor - Mobile Hotspot capable | <ul style="list-style-type: none"> - Music capable - Sprint TV@ - GPS Navigation enabled - Web browsing capable - Email capable Camera - Bluetooth® Wireless - Voice activated dialing |
|---|--|---|



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What problem are we solving for Feedback & Reviews page?

Page Goal: Communicate the social / viral feedback of the device building user confidence that this device is for them. *Is this aligned with the business req?*

Assumptions

- Able to detect friends with EVOs is technically feasible
- Biz rules will govern what is displayed per user: facebook, twitter, review, community, youtube, user generated content; currently displaying 3 social components
- Pagination will be incorporated
- User is authenticated accessing name, zip, upgrade eligibility and current device; content TBD
- Content is specific to device
- Device has social media components
- Page will have uploading interactions
- Content is personalized and targeted to user

Questions

- What social components / sites are we incorporating? How many do we need to display? Currently displaying 3 (facebook, twitter, 3rd party reviews) of 6 (community, youtube, user generated content)
- How do we deal with unfavorable user feedback?
- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused?



Welcome back, Sue

4G is in alive and kicking in Chicago, ready to upgrade your Samsung Instinct? Upgrade and save \$150.⁰⁰

[Upgrade](#)

Facebook [See more](#)

3 friends on Facebook already have the EVO, what do they think?...



[Jennifer Kim](#)
University of Toronto



[David MacDonald](#)
Sapient Corporation



[Brian White](#)

Feedback & Reviews

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Sprint's 4G train keeps rolling. Minneapolis-St. Paul & Pittsburgh go live. Sprint 4G now available in 55 cities. <http://bit.ly/b7KjQx>
9:16 AM Sep 30th via CoTweet

Sprint launches 4G service in Orlando. <http://bit.ly/a9uMMA>
9:10 AM Sep 20th via CoTweet

A baby on the way means a lot to think about. Check out our mobile apps that can help you prepare for the big day. <http://bit.ly/9tJs2g>
9:28 AM Sep 17th via CoTweet

Transform your HTC EVO 4G into a personal navigation device for the car and protect it while on-the-go <http://bit.ly/dt7ZzZ>
4:52 PM Sep 13th via CoTweet

Reviews [See more](#)

"The first 4G phone in the US, the HTC Evo ...ticks just about all the boxes for my ideal phone."
- Financial Times 10/19/10 [Read more](#)

"Let's just say it: HTC's Evo 4G is the best Android phone out there. Its combination of speed, size and power mean that everyone else is officially playing catch-up."
- Gizimodo 10/19/10 [Read more](#)

HTC EVO 4G is a monster of a smartphone and we've only just grazed the surface of its potential.
- Slashgear 10/19/10 [Read more](#)

- [Explore 4G](#)
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What problem are we solving for the Prices & Plans page?

Page Goal: *Communicate to users the specific plans needed for a specific device. Is this aligned with the business req?*

Assumptions

- Conscious decision not to display user plan content due to the additional cost
- User is authenticated accessing name, zip, upgrade eligibility and current device; content TBD
- Content is personalized and targeted to user

Questions

- What is the purpose of this page?
- What personalized attributes can we leverage to add value to the user?
- Will we have video for a plan page? Social content? Plan grid?
- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused?



[Device Line Up](#) > [EVO](#)

Welcome back, Sue

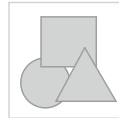
4G is in alive and kicking in Chicago, ready to upgrade your Samsung Instinct? Upgrade and save \$150.⁰⁰

[Upgrade](#)

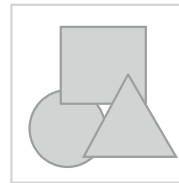
Prices & Plans

More access. More phone.

Introducing the new HTC EVO™ 4G from Sprint. Connect at 3G speed across the country or at crazy-fast 4G speed in over 30 markets and counting. Enjoy movies and streaming videos on one of the largest screens around, choose from over 35,000 apps to download from Android Market™ and more. Only on the Now Network™. While on the Sprint network get unlimited web, messaging and calling to every mobile in America.



3G



4G

Everything Data Plans starting at: \$69.⁹⁹/month

Requires \$10/mo Premium Data add-on for the HTC EVO 4G. New line activations require a two-year agreement.

Add Sprint Mobile Hotspot capability to your plan. Turn your HTC EVO 4G into a mobile hotspot for up to eight devices for just \$29.99/mo.**

[Learn more](#)

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What problem are we solving for the Network Ad page?

Page Goal: *Show the benefit of 4G with digestable, engaging info graphics. Is this aligned with the business req?*

Assumptions

- Page doesn't leverage current coverage map functionality
- Sign up functionality will be incorporated
- User is authenticated accessing name, zip; content TBD
- Content is personalized and targeted to user

Questions

- Should this page compare 4G with 3G? If so, what message are we sending to the user if 4G is not available in their area?
- What content will we have that will inform the navigation? And in what format? Video?
- What pillar(s) do we emphasize: viral, value, engaging, integrated, customer focused?



Welcome back, Sue

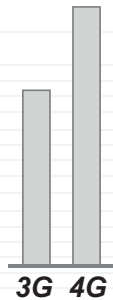
Integer viverra ultrices dictum. Inmodr viverra. Aliquam nec diam ut arcu molestie iaculis. Nam ornare, turpis nec. Sprint 4G is now available in over 45 markets and counting. [See all 4G cities here.](#)

Network Advantage

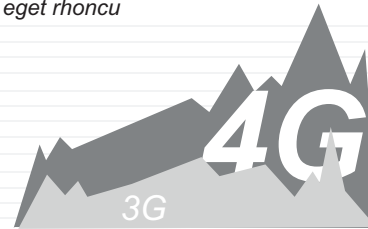
Libero magna, mattis vitae hendrerit eu, tempus vitae sapien. Praesent vestibulum nunc sed

3G	4G

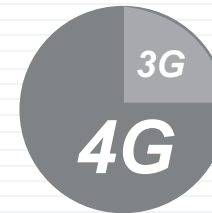
Proin non nisi tortor. Nulla facilisi. In mi tellus, imperdiet sit amet luctunon nisl arcu. Phasellus



In tempor consectetur purus at pretium. Integer molestie volutpat adipiscing. Morbi nec dui nibh, in rhoncus dolor. Aenean non nisl arcu. Phasellus condimentum felis ac neque rhoncus eget rhoncu



Donec justo orci, commodo vitae condimentum et, venenatis non felis. Integer eu diam metus. Aliquam ac tortor dui. Phasellu.



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Sue Brady
Home (5551234567)



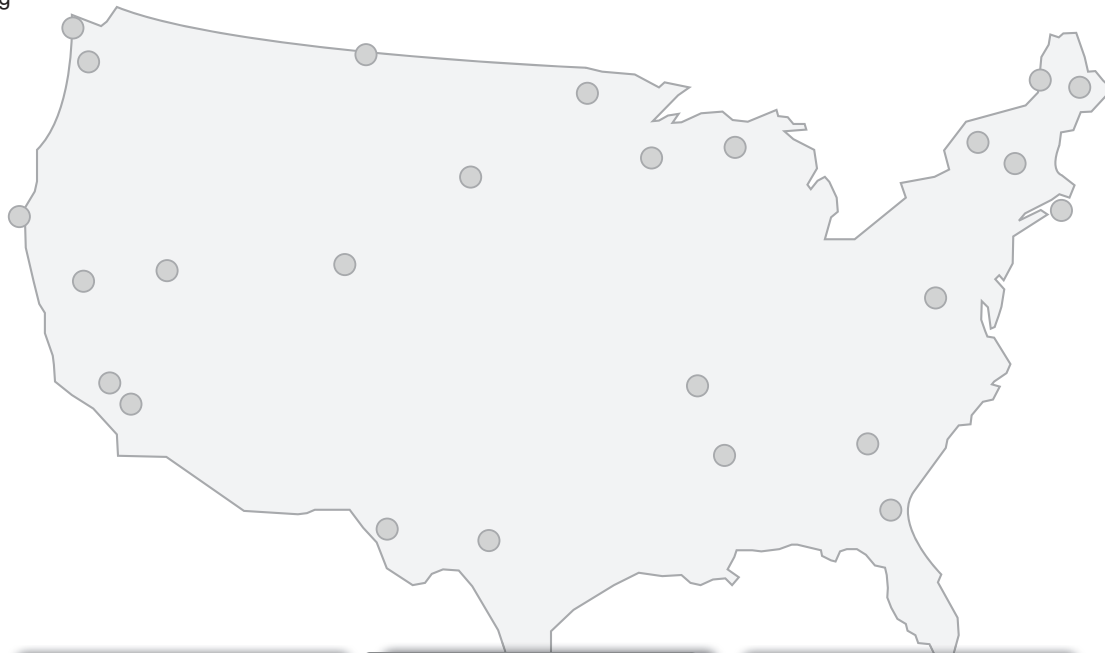
[Sign Out](#)

Welcome back, Sue

Sprint 4G is available in over 50 markets and counting and on select devices.
Don't see your city? [Sign up](#) for an email notification
[Check coverage](#) in your 4G city

4G Cities

[Network Advantage](#) > [4G Cities](#)



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Welcome back, Sue

Sprint 4G is available in over 50 markets and counting and on select devices.
Don't see your city? [Sign up](#) for an email notification
[Check coverage](#) in your 4G city

4G Cities

City 1
coming Oct '10

City 3

City 2
coming Dec '10

City 4

City 5

[Network Advantage](#) > [Zoom out to all states](#)

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What problem are we solving for Business?

Page Goal: Give user access to all 4G Business content with an emphasis on video.

Is this aligned with the business req?

Assumptions

- For the 4G experience we are funneling all business users into the same experience
- We might be able to tailor the experience for large business (based on number of devices on account) users but not for small business users in less they self identify in some manner. If we can do this then the same template will be leveraged for both experiences but the content would change.
- User is authenticated accessing name, zip, upgrade eligibility and current device

Questions

- Are there different products or use cases that would be of more interest to the large business user versus the SOHO?
- Will the business solutions page contain a video?
- Do these verticals make sense or do you think we might need more or redefine them?

4G Business Solutions Landing – Option 1



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Sprint business solutions that work

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 - [Transportation](#)
 - [Education](#)
 - [Financial](#)
 - [Retail](#)
 - [Hospitality](#)
 - [Government](#)

Mobile broadband on the go

Searching for those illusive mobile hotspots is a thing of the past with a mobile broadband router you can connect multiple devices on Sprint's 4G mobile network.

[See more >](#)



Broadband router
\$100.⁰⁰

Share this video □ □ □

4G Accolades

Sprint 4G network rated best in it's class for delivering unperceived service to its customers.

CNet rates Sprints 4G network as the best.

Sprint's risk free guarantee

Try us out for 30 days if your not satisfied, cancel and it's free.

[Learn more](#)

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4G Business Solutions Landing – Option 2

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Sprint business solutions that work

4G Solutions that work

- [Health care](#)
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- [Hospitality](#)
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Driving solutions that make a difference in your business. Whether you a large, medium or small business we have the right solution for you. *Il magnisqui numquam idebis quia corescim aut deles moloritin con eossit, qui untusdanim im conesti.*

4G Accolades

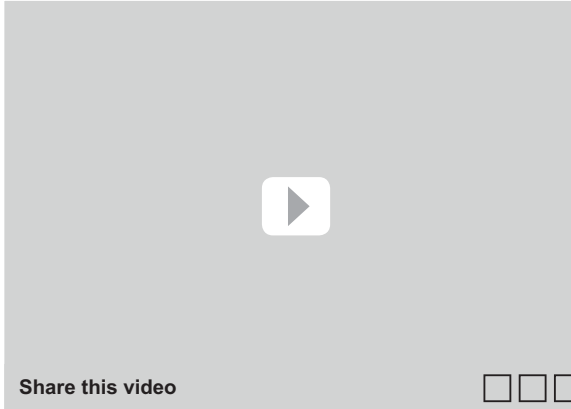
Sprint 4G network rated best in it's class for delivering unperceived service to its customers.

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Try us out for 30 days if your not satisfied, cancel and it's free.

[Learn more](#)



Share this video

	AVERAGE DOWNLOAD SPEEDS
4G	3 - 6 Mbps
3G	600 Kbps - 1.4 Mbps

With 4G you can:

- Access company intranets and applications remotely
- Increase productivity and improve customer service
- Monitor operations of manufacturing facilities continuously
- Make corrections and send notifications in real time

[Explore 4G](#) | [Device line up](#) | [Network advantage](#) | [Business solutions](#)

What problem are we solving for Business?

Page Goal: Provide the Business user vertical specific content on relevant to 4G.

Is this aligned with the business req?

Assumptions

- For the 4G experience we are funneling all business users into the same experience
- We might be able to tailor the experience for large business (based on number of devices on account) users but not for small business users in less they self identify in some manner. If we can do this then the same template will be leveraged for both experiences but the content would change.
- User is authenticated accessing name, zip, upgrade eligibility and current device

Questions

- Is it safe to assume that the content listed in the wireframe sufficiently summarizes the content that will be available or desirable for the business user? Right now this includes:

Photos of business users
Solutions schematic
links to white papers
accolades
video content

We are not assuming that all pages will have all this content but the template that we are creating will be able to accommodate these content types depending on the business case.

4G Business Vertical - Landing

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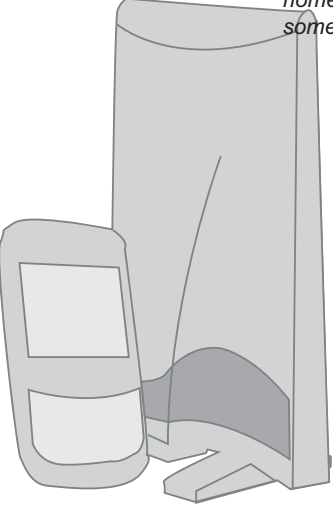
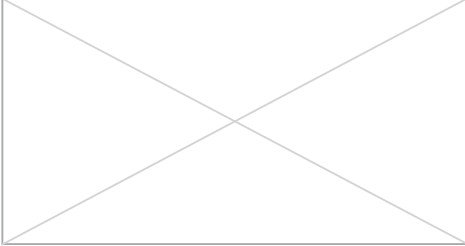
Keeping track of your assets

[4G Solutions that work](#)

- [Health care](#)
- [Transportation](#)
- [Education](#)
- [Financial](#)
- [Retail](#)
- [Hospitality](#)
- Government


"Using the 4G broadband router I was able to set up and provide real time surveillance of our remote locations to our home office. This has help reduce the cost it takes to have someone monitor these areas in person."

With 4G broadband routers you can replace the need for a T1 connection and not sacrifice speed. This helps reduce cost, improve productivity and ensure blah.....

[Contact Sprint](#)

Video



White papers

- [Case study 1](#)
- [Paper 1](#)
- [Case study 2](#)

[Explore 4G](#)

[Device line up](#)

[Network advantage](#)

[Business solutions](#)

4G Business Vertical Landing

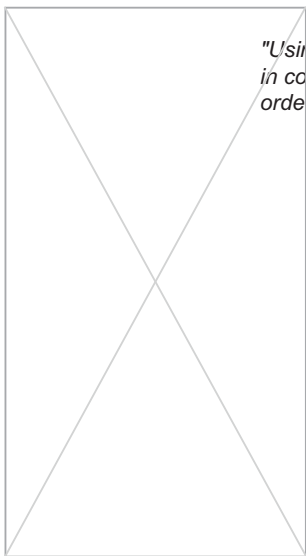
[Find a store](#) | [Business](#) | [Cart](#)

[My Sprint](#) | [Shop](#) | [Digital Lounge](#) | [Community](#) | [Support](#)

[Chat](#) | [Sign in](#)

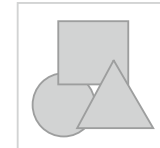
Innovate your business

- [4G Solutions that work](#)
- Health care
 - Health care 1
 - [Transportation](#)
 - [Education](#)
 - [Financial](#)
 - [Retail](#)
 - [Hospitality](#)
 - [Government](#)



"Using the Overdrive at our trade shows we are able to keep in constant contact with our productions servers and ensure orders could be submitted with multiple devices."

With the Overdrive companies can connect up to 5 devices to a 4G internet connection allowing you to stay constantly in contact with your home office. Implementing this solution at trade shows allows Derek's team to reduce the cost for his company to do business by removing the dependency on costly services that other companies at the trade show had to endure. See his video and read the case study that allowed his company to save hundreds of dollars.



Overdrive
\$69.⁹⁹/month

[Get it today](#)

Video



White papers

- [Case study 1](#)
- [Paper 1](#)
- [Case study 2](#)

- [Explore 4G](#)
- [Device line up](#)
- [Network advantage](#)
- [Business solutions](#)

4G User Flows



4G User Flows

Version 1.0 published October 03, 2010 by Orlando Ornelas (oornelas@sapient.com) and Mike MacLennan (mmaclennan@sapient.com)

Brian - Techie & Professional

Discover and learn the Sprint 4G network and devices and purchase a device



User goal: Interested in learning about the network 1st and device 2nd and purchasing a device

User state: New prospect, ZIP cookie'd

Goals:

- Stay up to current technical and web trends
- Be the first to use new technologies and products
- Be an expert in their field / industry

Needs:

- Quick, stable and accessible internet ANYTIME, ANYWHERE
- Approval of friends and neighbors is important to them
- Easily and quickly transition to new products without missing a step

Possible entry points:

- Brian is on cnet.com reading about the EVO and the 4G network
- Brian clicks on a EVO cube ad

Interaction:

- Brian enters ZIP code, site recognizes 4G in area

1st page on 4G site:

- Brian lands on EVO product page as a new,
- Systems captures users: Geo location, Browser, History, Entry point
- System serves tech related content via different content assets: tech video, technical site reviews, User generated content, general social media content, etc...

2nd possible page:

- Brian is interested in the 4G network, he first visits the advantage and informational pages; other possible pages of interest:
 - Plans
 - Testimonials
- System serves tech related content via different content assets: Video, 3rd site reviews, User generated content, poll results, etc...

3rd possible page:

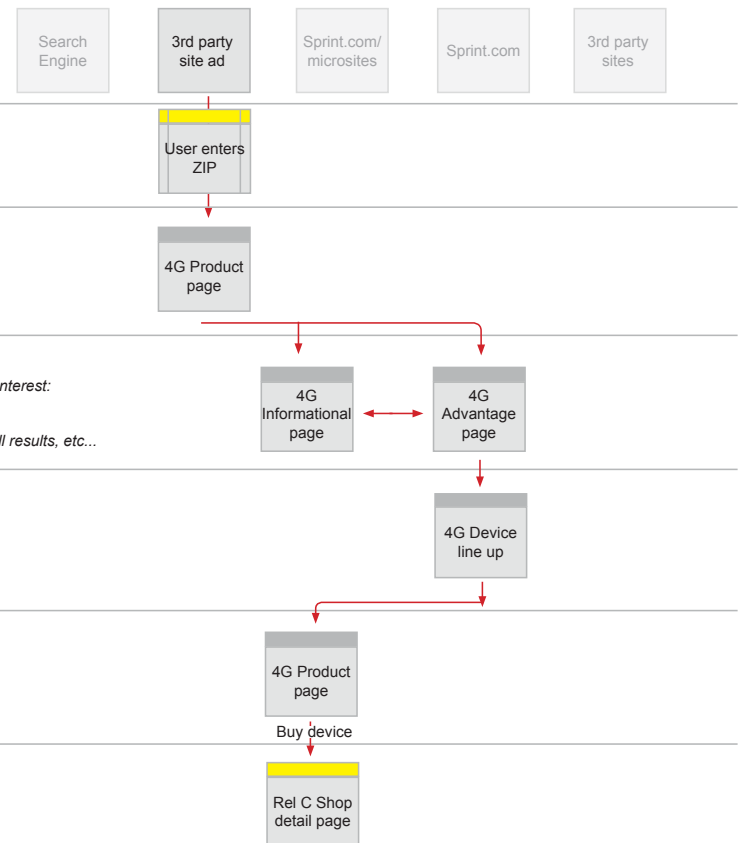
- Brian is informed about the 4G network and navigates to the device line up
- Brian compares different 4G devices
- Brian selects the EVO device

4th possible page:

- Brian views 4G EVO details: video, gallery, etc...
- System serves tech related content via different content assets: tech video, technical site reviews, User generated content, general social media content, etc...
- Brian clicks on the "learn more" button

Destination:

- Brian is sent to the Release C device details page
- Brian enters the Purchasing Tool flow



- Pages not identified in the flow doesn't mean they're not accessible to the user; this flow represents the optimal flow to complete the task; all pages are most likely accessible but not represented here

4G User Flows

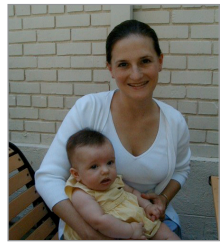


4G User Flows

Version 1.0 published October 03, 2010 by Orlando Ornelas (oornelas@sapient.com) and Mike MacLennan (mmaclennan@sapient.com)

Esther - Budget-Conscious Families

New user then authenticates and wants to make an informed 4G EVO upgrading decision



User goal: Interested in upgrading to the 4G EVO

User state: Existing, Authenticated

Goals:

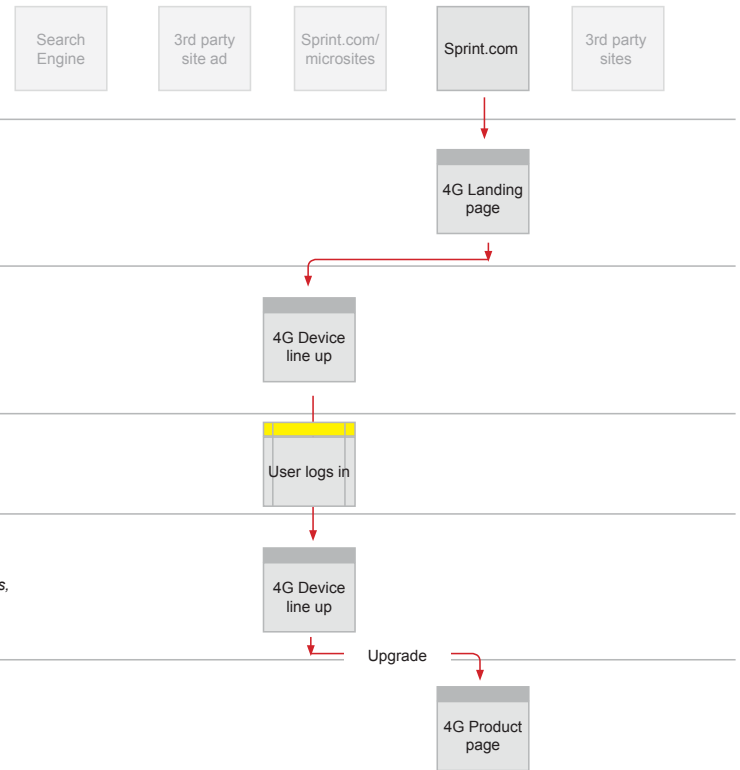
- Not overspend or spend outside of the budget
- Cut cost whenever, wherever possible
- Save more, spend less

Needs:

- Needs technology to compliment lifestyle but does not need technology for everyday use
- Is dependent on her friends for advice and guidance when purchasing new products

Possible entry points:

- Esther is using a community computer and types in sprint.com in the browser
- 4G imagery captures her attention, Esther clicks on the 4G link and is sent to the site



1st page on 4G site:

- Systems recognizes Esther as a New User
- System captures: Geo location, Browser, History, Entry point,
- System serves "user acquisition" content via different content assets: video, 3rd party site reviews, User generated content, general social media content, blogs, etc.....

2nd possible page:

- Esther compares different 4G devices
- Esther selects the EVO device
- System serves "user acquisition" content speaking benefits of a faster, stable network, etc...

Interaction:

- Esther logs in via FRED

3rd possible page:

- Systems recognizes users: device, plan, account info, upgrade eligibility, billing address, etc...
- System updates content to reflect Esther's current device, updates devices and prices to upgrade prices with rebates, discounts and instant savings, etc...
- System compares Esther's current device with the EVO
- Esther selects the EVO device

4th possible page:

- Esther views 4G EVO details: video, gallery, etc...
- Other possible pages she may navigate to:
 - 4G Advantage
 - 4G Informational
 - Plans
- System serves cost savings and plan related content via different content assets: video, FaceBook friends with EVOs and/or "like" EVO fanpage, User generated content, EVO twitter posts, etc...
- System compares Esther's current device with the EVO

- Pages not identified in the flow doesn't mean they're not accessible to the user; this flow represents the optimal flow to complete the task; all pages are most likely accessible but not represented here

4G User Flows



4G User Flows

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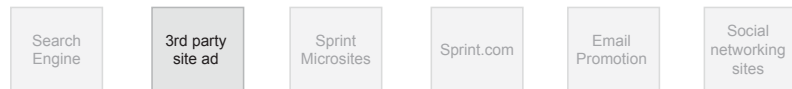
Sheldon Cooper - Small Business owner

Saw an advertisement on a web site about 4G and employee tracking and wants to learn more about what 4G offers.



Possible entry points:

In this example Sheldon has clicked a 3rd party site ad taking them to the Business solutions page. The intention is that business users would be directed to the Business solutions page from these other advertisements.



1st page on 4G site:

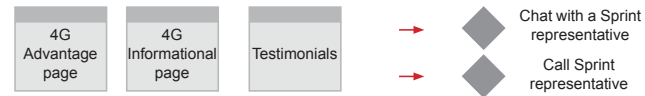
Sheldon is taken to the business solutions page whereby they will potentially view videos and written content illustrating the capabilities of the 4G network. Such media might include the following promotional material making business more affordable

- Video conferencing stories
- Moving large files
- Promotional material about home and away plans



2nd possible pages:

Sheldon might then click any one of the additional pages which would be entirely tailored to the business experience. Ideally if the user is fully authenticated then we should be able to show them an even more tailored experience including use of account eligibility, promotions, sprint premier membership etc.



User Goal: Interested in learning about 4G offerings.

User State: Unauthenticated

Goals:

- Keeping his overhead costs as low as possible his goal.
- Ensure he can contact his employees at a moments notice.
- Needs a solution that is flexible enough to grow with him.
- To see who's able to work and estimate when

Needs:

- At the very least to be able to contact and monitor his employees when they are on site at a job.
- Has to keep cost down in order to maximize the profits of his company

Additional pages of interest in flow:

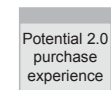
Sheldon wouldn't be as interested in the device line-up as his interest is in exploring the capabilities and real world applications of 4G but he might find a product for personal use and then look deeper into the 4G experience.



Again eventually in the purchase experience the user would and could inevitably link into the Sprint 2.0 shop experience. For the SOHO user this might be a viable entry point into the purchase experience as they are commonly not considered a business with other providers. Please note in the 2.0 experience the user can contact sprint, call sprint or go to store.



Through this flow they may find that purchasing is the viable option and can do this from the product page - additionally they may also seek out other avenues to learn more or even purchase through visiting a store etc.



- Pages not identified in the flow doesn't mean they're not accessible to the user; this flow represents the optimal flow to complete the task; all pages are most likely accessible but not represented here

William Wolowitz - Large Business owner

Currently uses Sprint as their business provider but has seen promotions about 4G and wants to see how his company can benefit from it.



1st page on 4G site:

User is taken to the business solutions page whereby they will potentially view videos and written content illustrating the capabilities of the 4G network. Such media might include the following promotional material making business more affordable

- Real time streaming of monitoring sites
- Real time geolocation services
- Cost saving and business enable stories

2nd possible pages:

Equally for William the advantage, informational and testimonials are pages of priority in the user experience and the story we are trying to show and for the most part these pages will be visited and showcase the highlighted information presented on the Business solutions page. It is at this point that this user will more feasibly contact their sprint representative having been so convinced of the experience. But they may also be interested in the products and thus browse to the device line up page.

User goal: Wants to see how his company can benefit from it.

User state: Authenticated

Goals:

- I need solutions that works, are reliable and are easy to use.
- Connectivity is important and I need it anywhere that we work.
- Money isn't an option for a new technology that saves us time and makes or job easier.

Needs:

- A simple solution that works both in an out of the field.
- Large files are often required to be transferred.
- We need a solution that makes this easier to do.

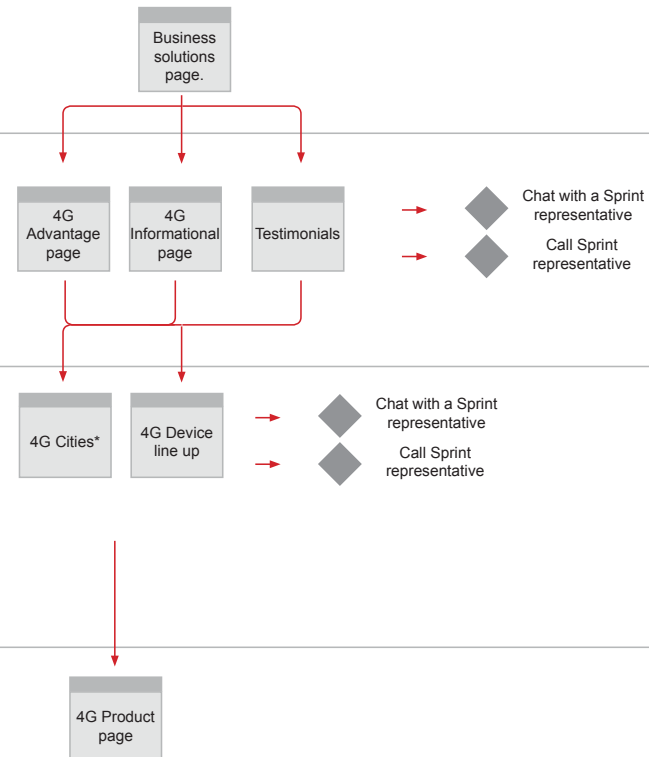
Additional pages of interest in flow:

William may find interest in additional products that he may not have known about and may click-on such products including:

- Overdrive
- Mobile Broadband cards
- 4G desktop modem
- 4G packages

He may also be interested in what areas carry 4G to see if his team can leverage 4G in their off site locations and in fact this may also be a second possible page in his experience.

Again eventually in the purchase experience the user would and could inevitably link into the Sprint 2.0 shop experience. For the large business user this may not be the a common flow but the William may want to purchase a device for personal use. Please note in the 2.0 experience the user can contact sprint, call sprint or go to store.



- Pages not identified in the flow doesn't mean they're not accessible to the user; this flow represents the optimal flow to complete the task; all pages are most likely accessible but not represented here

* - Although this page was not identified in the SOW as a potential flow it may be important to include coverage as a separate page in the user experience however, this will be later as an outcome in the concept phase.

4G Device Default

Welcome back, Esther!
4G is alive and kicking in Chicago, ready to upgrade your Samsung Instinct? Upgrade and save **\$150**.
[Upgrade >](#)

Feedback
"This phone is great!"
— Joe the plumber
>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis facilis placerat nisl, sit amet condimentum erat feugiat quis.

Features
Another, cooler graph
360° View | Grab EVO to rotate

HTC EVO™ 4G

Videos
EVO Videos
Lorem ipsum, blah, blah, blah...
Lorem ipsum, blah, blah, blah...

Plans & Pricing
Another, cooler graph
Lorem ipsum, blah, blah, blah...

Explore 4G | Device Lineup | Network Advantage | Business Solutions

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4G Device Default – Interaction View

Find a store | Business

Sprint My Sprint Shop Digital Lounge Community Support Chat Esther Brady Home (456789012) Sign out

Welcome back, Esther!
4G is alive and kicking in Chicago, ready to upgrade your Samsung Instinct? Upgrade and save \$150. [Upgrade >](#)

HTC EVO™ 4G

Feedback
"This phone is great!"
- Joe the plumber

Features
Another, cooler graph

Videos
EVO Videos

Plans & Pricing
Another, cooler graph

Close 360° View

Explore 4G **Device Lineup** **Network Advantage** **Business Solutions**

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4G Device Video – Option 1


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Sprint My Sprint Shop Digital Lounge Community Support Chat Esther Brady Home (456789012)


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HTC EVO™ 4G
[Device Lineup : EVO >>](#)

Video



00:01 30:00

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4G Device Large Video Roll

The screenshot shows a video player on the Sprint website. The video content features a futuristic, white and yellow 3D-rendered scene on a sandy beach. In the center, a laptop displays the word "connected" in yellow. Surrounding the laptop are various 4G-enabled devices: a smartphone, a tablet, a camera, a game console, and a smart light bulb. Each device is connected to a yellow Wi-Fi signal icon. A yellow robotic arm is also visible on the left. The video player interface includes a progress bar at the bottom showing 00:01 / 30:00, a play/pause button, and a volume icon. The website navigation bar at the top includes links for "My Sprint", "Shop", "Digital Lounge", "Community", "Support", "Chat", and a user profile for "Esther Brady". A search bar and "Find a store" link are also present. The footer contains a "Site map" link, a list of utility links (Order by phone, Email sign up, About us, Contact us, Terms of use, Privacy policy, Copyright notices), and a copyright notice for © 2009 Sprint.com.

4G Device Feedback



Find a store | Business

My Sprint | Shop | Digital Lounge | Community | Support | Chat | Esther Brady Home (456789012) | Sign out

Welcome back, Esther!

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[Upgrade >](#)

HTC EVO™ 4G

[Device Lineup : EVO >>](#)

Facebook [See more](#)

3 friends on Facebook already have the EVO, what do they think?...

- Jennifer Kim**
University of Toronto
- David MacDonald**
Sapient Corporation
- Brian White**

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Sprint's 4G train keeps rolling. Minneapolis-St. Paul & Pittsburgh go live. Sprint 4G now available in 55 cities. <http://bit.ly/b7KjQx>
9:16 AM Sep 30th via CoTweet

Sprint launches 4G service in Orlando. <http://bit.ly/a9uMMA>
9:10 AM Sep 20th via CoTweet

A baby on the way means a lot to think about. Check out our mobile apps that can help you prepare for the big day. <http://bit.ly/9tJs2g>
9:28 AM Sep 17th via CoTweet

Reviews [See more](#)



"The first 4G phone in the US, the HTC Evo ... ticks just about all the boxes for my ideal phone."
- Financial Times 10/19/10 [Read more](#)



"Let's just say it: HTC's Evo 4G is the best Android phone out there. Its combination of speed, size and power mean that everyone else is officially playing catch-up."
- Gizmodo 10/19/10 [Read more](#)



HTC EVO 4G is a monster of a smartphone and we've only just grazed the surface of its potential.
- Slashgear 10/19/10 [Read more](#)

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4G Business Solutions Landing – Option 1



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My Sprint | Shop | Digital Lounge | Community | Support | Chat | Esther Brady Home (456789012) | Sign out

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- Transportation
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- Hospitality
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Sprint's 4G network rated best in its class for delivering unparalleled service to its customers.

– Magazine Title : See more accolades

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Mobile Broadband On The Go

Searching for those illusive mobile hotspots is a thing of the past.

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Overdrive™ 3G/4G

\$99.99

After \$50 mail-in rebate.

Explore 4G | Device Lineup | Network Advantage | Business Solutions

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4G Business Solutions Landing – Option 2

Find a store | Business Search

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Sprint Business
Solutions That Work

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Healthcare
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Education
Financial
Retail
Hospitality
Government

Overdrive

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Overdrive 3G/4G
\$99.99

Explore 4G Device Lineup Network Advantage Business Solutions

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