



# 4G User Flows

WIREFRAMES - Release X



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# *1.0 Consumer and Business Flows*

## 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 cooked

**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:**

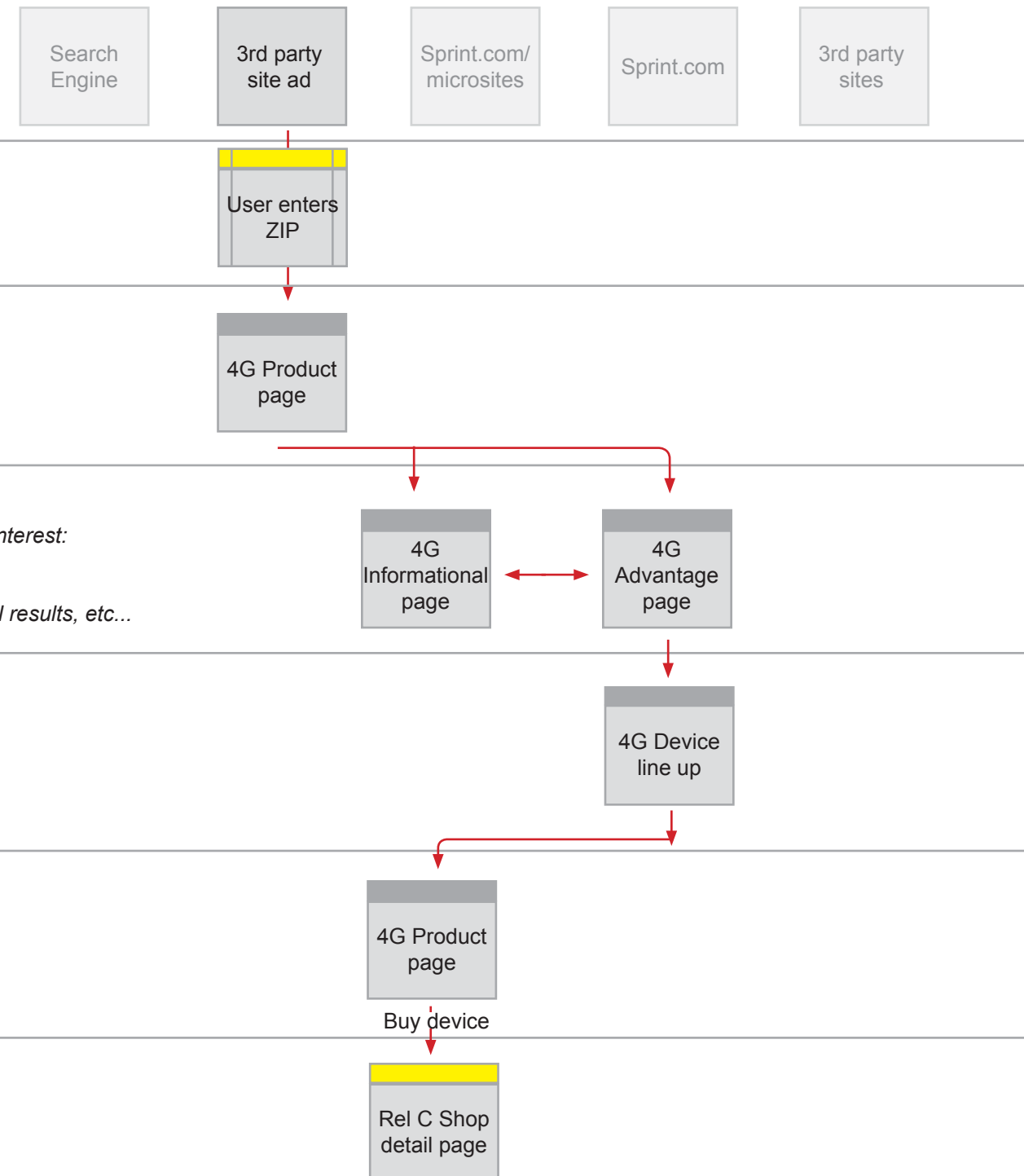
- Brian is informed about the 4G network and navigates to the device line up
- Brian compares different 4G devices
- Brian selects the EVO device

**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

# Sonny - Single & Stylish

After paying bill in MySprint, wants to explore the 4G EVO, Plans and Sprint 4G network and make an informed upgrading decision



**Possible entry points:**

- Sonny is on mysprint account, paying his bill and learning of his upgrade eligibility
- Sonny clicks on a "I want to" and is sent to the EVO product page

**1st page on 4G site:**

- Sonny lands on EVO product page as an existing, authenticated user
- Systems recognizes users: Geo location, Browser, History, Entry point, device, plan, account info, upgrade eligibility, billing address, etc...
- Sonny views 4G EVO details: video, gallery, etc...
- 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 Sonny's current device with the EVO

**2nd possible page:**

- Sonny is interested in the 4G EVO, but wants to get he whole picture and therefore visits the other relevant pages:
  - Plans
  - Testimonials
- System serves personalized content on plan cost savings compared to Sonny's current plan, speaks to the benefits of a faster, stable network, etc...

**3rd possible page:**

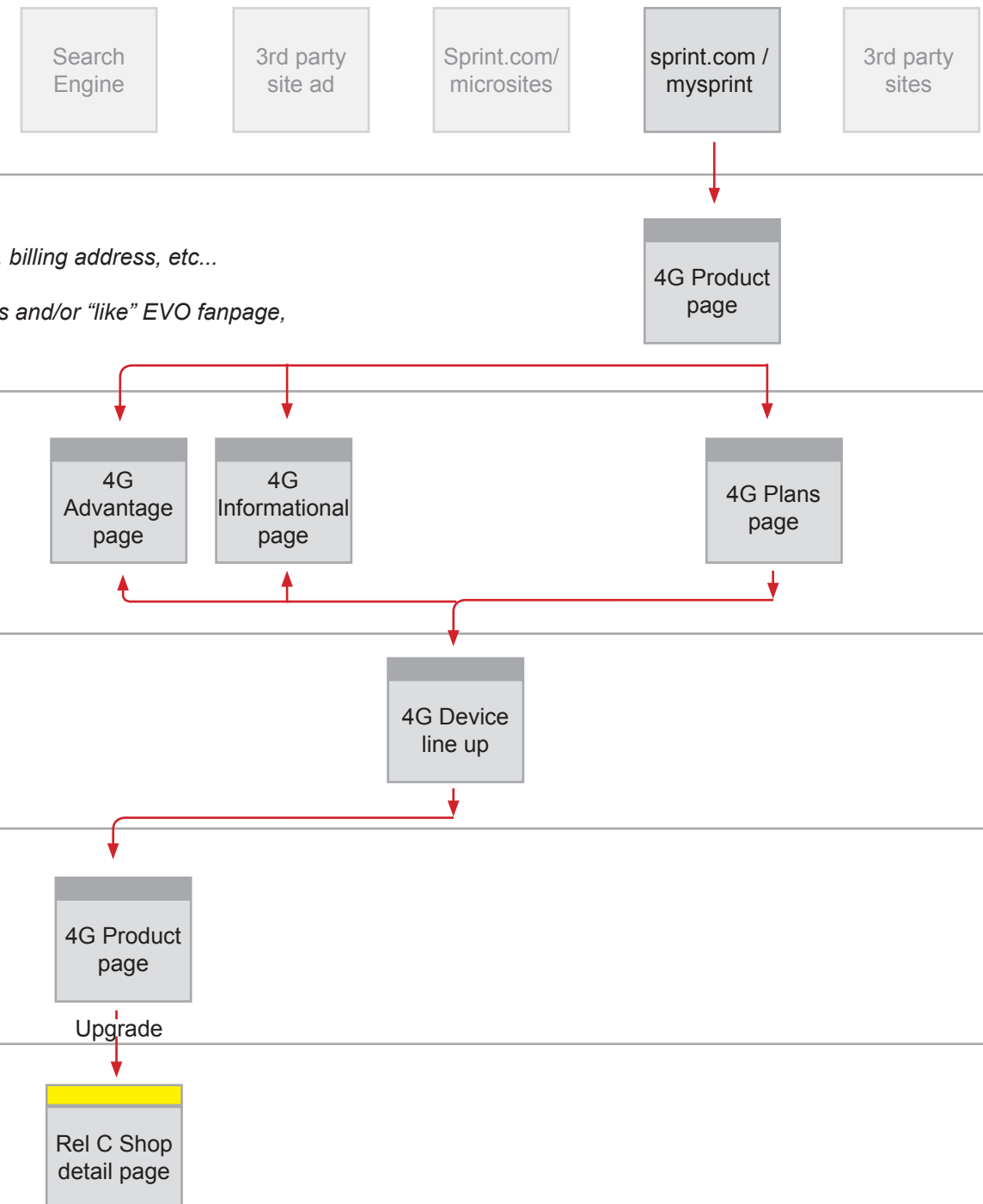
- Sonny is convinced and navigates back to the device line up
- Sonny selects the EVO device

**4th possible page:**

- Before Sonny clicks on "upgrade" button, he navigates to other products to get he whole picture:
  - Products

**Destination:**

- Sonny is sent to the Release C device details page
- Sonny enters the Purchasing Tool flow and upgrades



**User goal:** Interested in upgrading to the 4G EVO

**User state:** Existing, Authenticated

**Goals:**

- To keep up with current trends, products and the latest in technology
- To stay connected to friends, family and coworkers while on the go

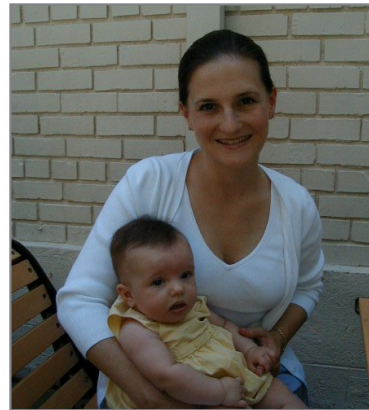
**Needs:**

- Needs a device with internet capabilities for a fast pace lifestyle
- Needs a device that support a variety of apps to connect with friends, pay bills, plan dates, 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

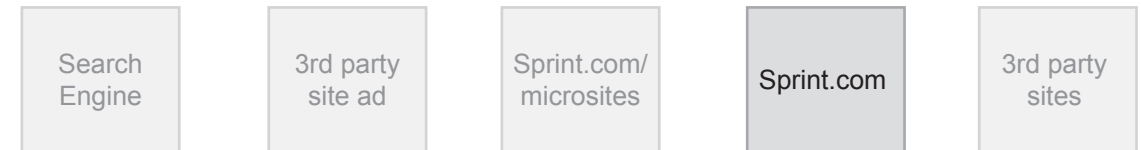
# Esther - Budget-Conscious Families

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



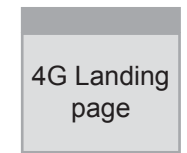
**Possible entry points:**

- 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.....



**User goal:** Interested in upgrading to the 4G EVO

**User state:** Existing, Authenticated

**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...

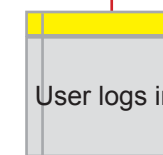


**Goals:**

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

**Interaction:**

- Esther logs in via FRED

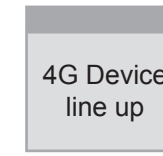


**Needs:**

- 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

**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



Upgrade

- 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

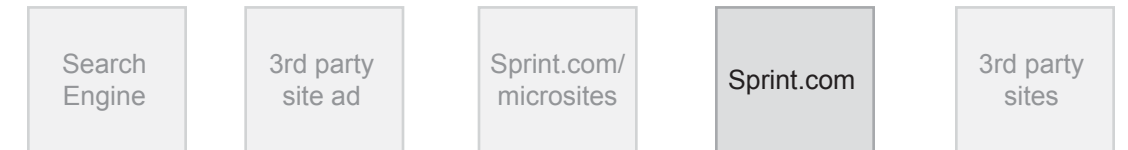
# Marek - Techie & Professional

## Wants to know when 4G will be available in current city: NYC



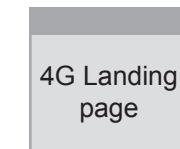
**Possible entry points:**

- Existing, unauthenticated, cookie'd user in NYC wants to know if 4G is available in NYC
- Marek enters from sprint.com



**1st page on 4G site:**

- Marek lands on the 4G landing page
- Systems captures users: Geo location, Browser, History, Entry point, device, plan, upgrade eligibility, etc...
- System serves content speaking to NYC's countdown for 4G via different content assets: youtube video, reviews of other cities, blogs, general social media content, etc...

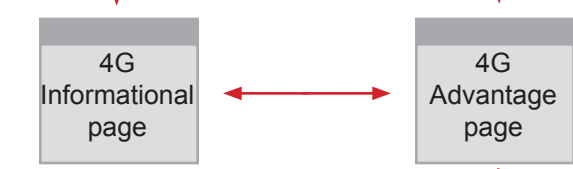


**User goal:** find out when 4G is available in NYC

**User state:** unauthenticated, cookie'd

**Destination:**

- Marek navigates to informational and advantage page and is fed content about upcoming NYC network
- Marek does not use coverage map because the content throughout the experience spoke to the new upcoming network in NYC



**Goals:**

- Stay up to current technical and web trends
- Prefers to be the first of his friends to use the latest gadgets rather than wait for version 2.0
- Be an expert in their field / industry

**Destination:**

- Marek signs up for email alert on the advantage page

**Additional pages of interest in flow:**

- After Marek signs up for an email alert, he may navigate to different pages:
  - Device line up and device product
  - Plans
  - Testimonials



**Needs:**

- Quick, stable and accessible internet ANYTIME, ANYWHERE
- Has to be efficient as possible
- Does not like to be bother with unnecessary details in work and daily life, always on the go

- 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

## Tiffany - Techie & Professional

# Wants to know when 4G will be available in her new home: Orlando, FL



**Possible entry points:**

- Tiffany is moving to Orlando from Chicago and wants to know when 4G will be available in Orlando
- Tiffany searches "4G network in Orlando FL"

**Destination:**

- Tiffany lands on the 4G advantage page
- Systems captures users': Geo location, Browser, History, Entry point
- System serves content speaking to the 4G network city expansion, etc...
- Tiffany uses the coverage map to find Orlando's coverage

**Destination:**

- Using the coverage map, Tiffany realizes Orlando has no coverage yet but signs up for an email alert

**Additional pages of interest in flow:**

After Tiffany signs up for an email alert, she may navigate to different pages to learn about the updates to 4G....

- 4G Informational
- Device line up and device product
- Plans.

**User goal:** find out when 4G will be in Orlando while living in Chicago

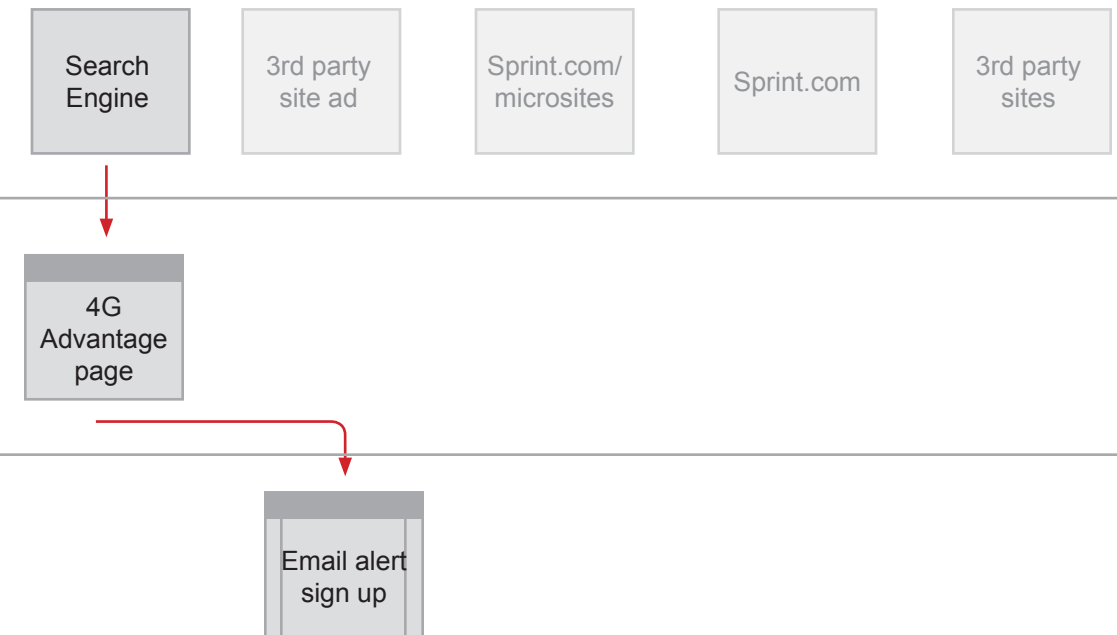
**User state:** New user

**Goals:**

- Stay up to current technical and web trends
- Prefers to be the first of his friends to use the latest gadgets rather than wait for version 2.0
- Be an expert in their field / industry

**Needs:**

- Quick, stable and accessible internet ANYTIME, ANYWHERE
- Has to be efficient as possible
- Does not like to be bother with unnecessary details in work and daily life, always on the go



# 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:**

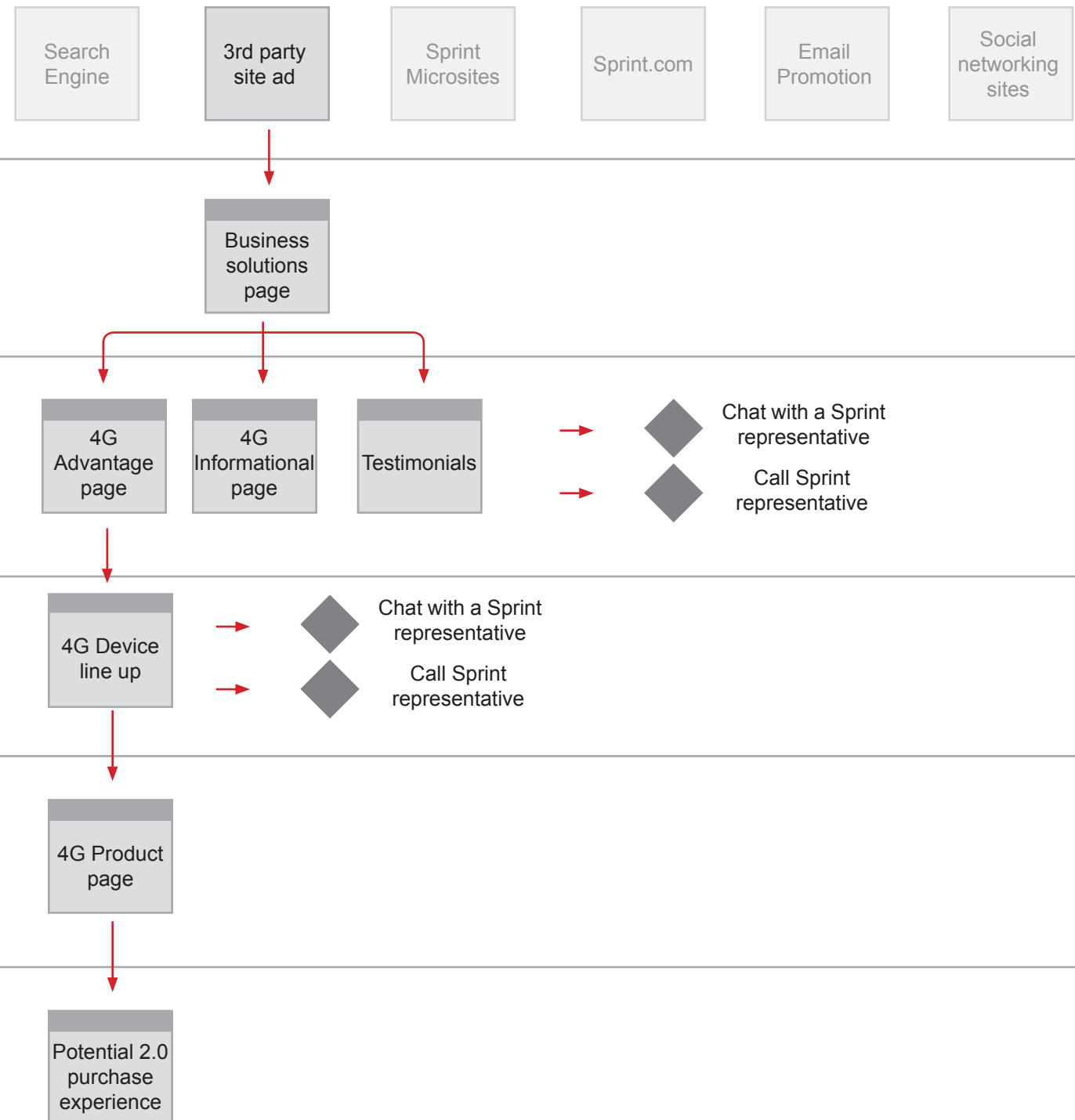
Sheldon might then click any one of the additional pages which would be entirely tailored to the business experience. Ideally if the user is fully authenticated then we should be able to show them an even more tailored experience including use of account eligibility, promotions, sprint premier membership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

**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.



**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

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## 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.

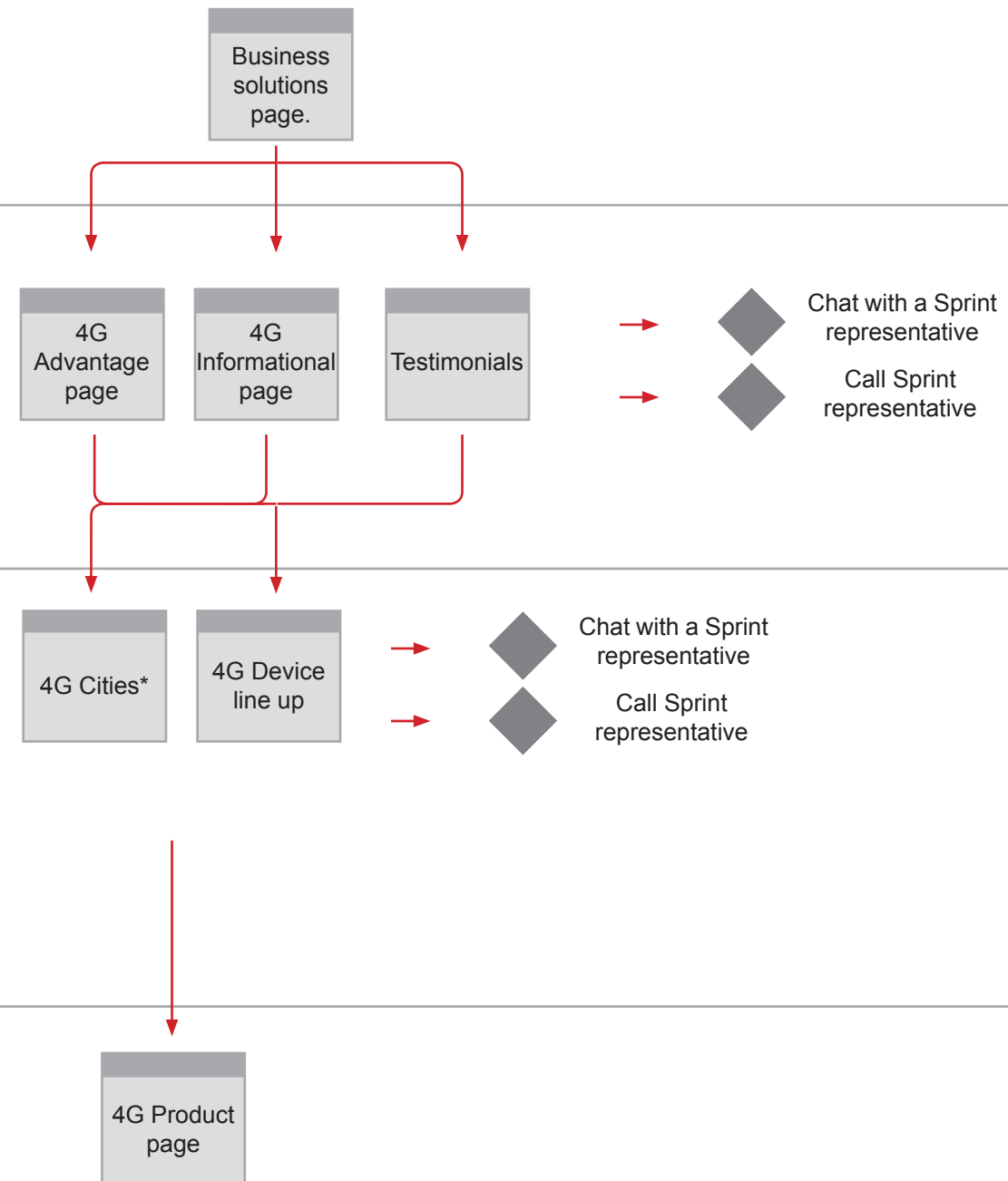
### Additional pages of interest in flow:

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.



**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.

- 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.