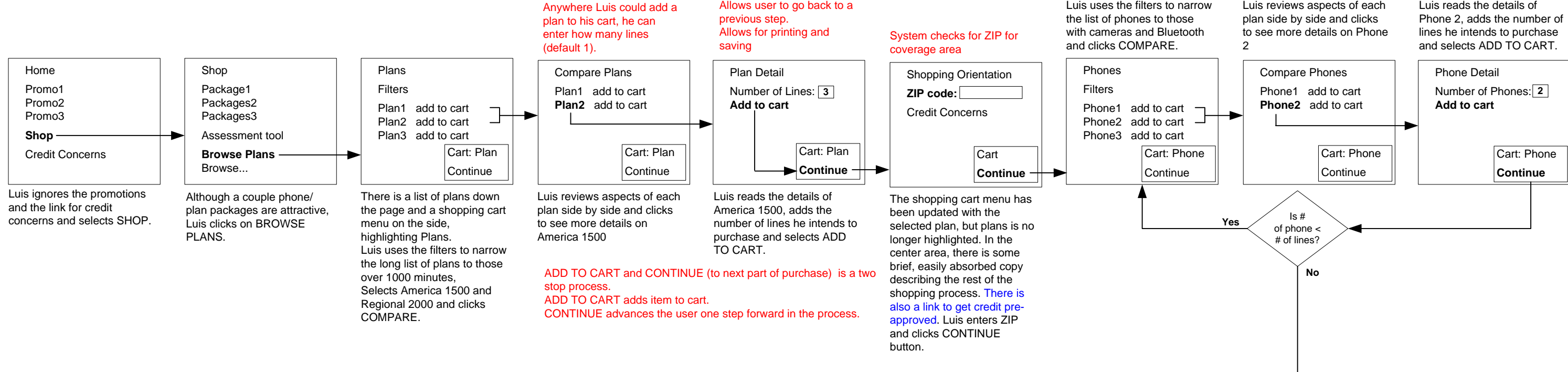


**Persona:** Researcher—Luis (Lu) Hurtado

**Scenario:** Escorted Shopping Cart/Comparison Tools

**Task:** Purchase a plan that shares at least 1200 minutes with three phones. Two phones to have cameras and Bluetooth. Third phone will be best under \$50 model. Additionally, add text messages service.



The shopping cart menu escorts the user through the purchase path. Highlights were they are in the process. Moves user forward in the process. Allows user to go back to a previous step. Allows for printing and saving

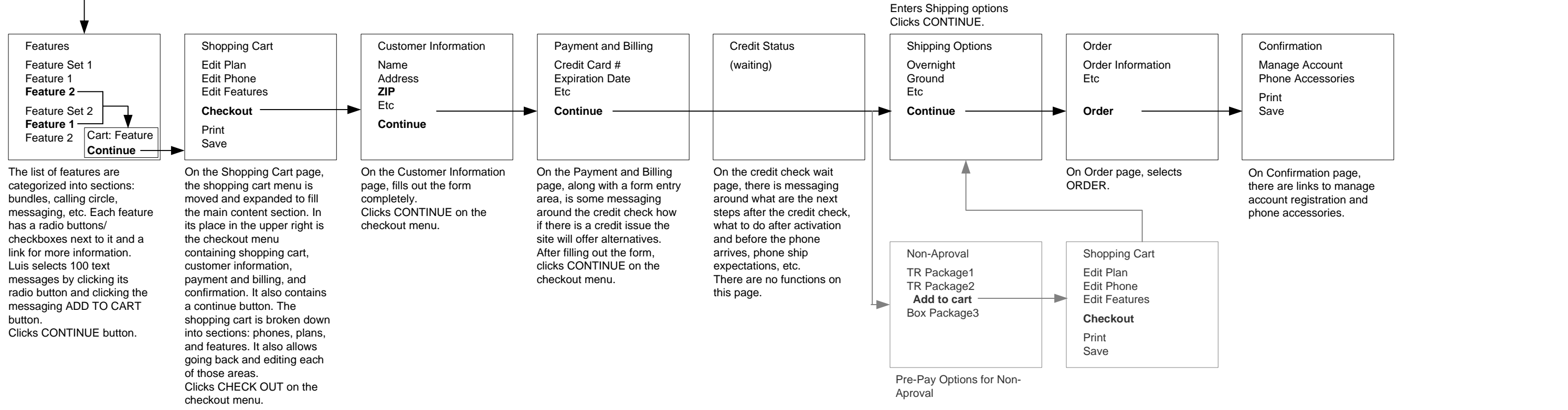
Anywhere Luis could add a plan to his cart, he can enter how many lines (default 1).

System checks for ZIP for coverage area

There is a list of phones down the page. The shopping cart menu highlights Phones. Luis uses the filters to narrow the list of phones to those with cameras and Bluetooth and clicks COMPARE.

Luis reviews aspects of each plan side by side and clicks to see more details on Phone 2

Luis reads the details of Phone 2, adds the number of lines he intends to purchase and selects ADD TO CART.



The list of features are categorized into sections: bundles, calling circle, messaging, etc. Each feature has a radio buttons/checkboxes next to it and a link for more information. Luis selects 100 text messages by clicking its radio button and clicking the messaging ADD TO CART button. Clicks CONTINUE button.

On the Shopping Cart page, the shopping cart menu is moved and expanded to fill the main content section. In its place in the upper right is the checkout menu containing shopping cart, customer information, payment and billing, and confirmation. It also contains a continue button. The shopping cart is broken down into sections: phones, plans, and features. It also allows going back and editing each of those areas. Clicks CHECK OUT on the checkout menu.

On the Customer Information page, fills out the form completely. Clicks CONTINUE on the checkout menu.

On the Payment and Billing page, along with a form entry area, is some messaging around the credit check how if there is a credit issue the site will offer alternatives. After filling out the form, clicks CONTINUE on the checkout menu.

On the credit check wait page, there is messaging around what are the next steps after the credit check, what to do after activation and before the phone arrives, phone ship expectations, etc. There are no functions on this page.

Enters Shipping options Clicks CONTINUE.

On Order page, selects ORDER.

On Confirmation page, there are links to manage account registration and phone accessories.

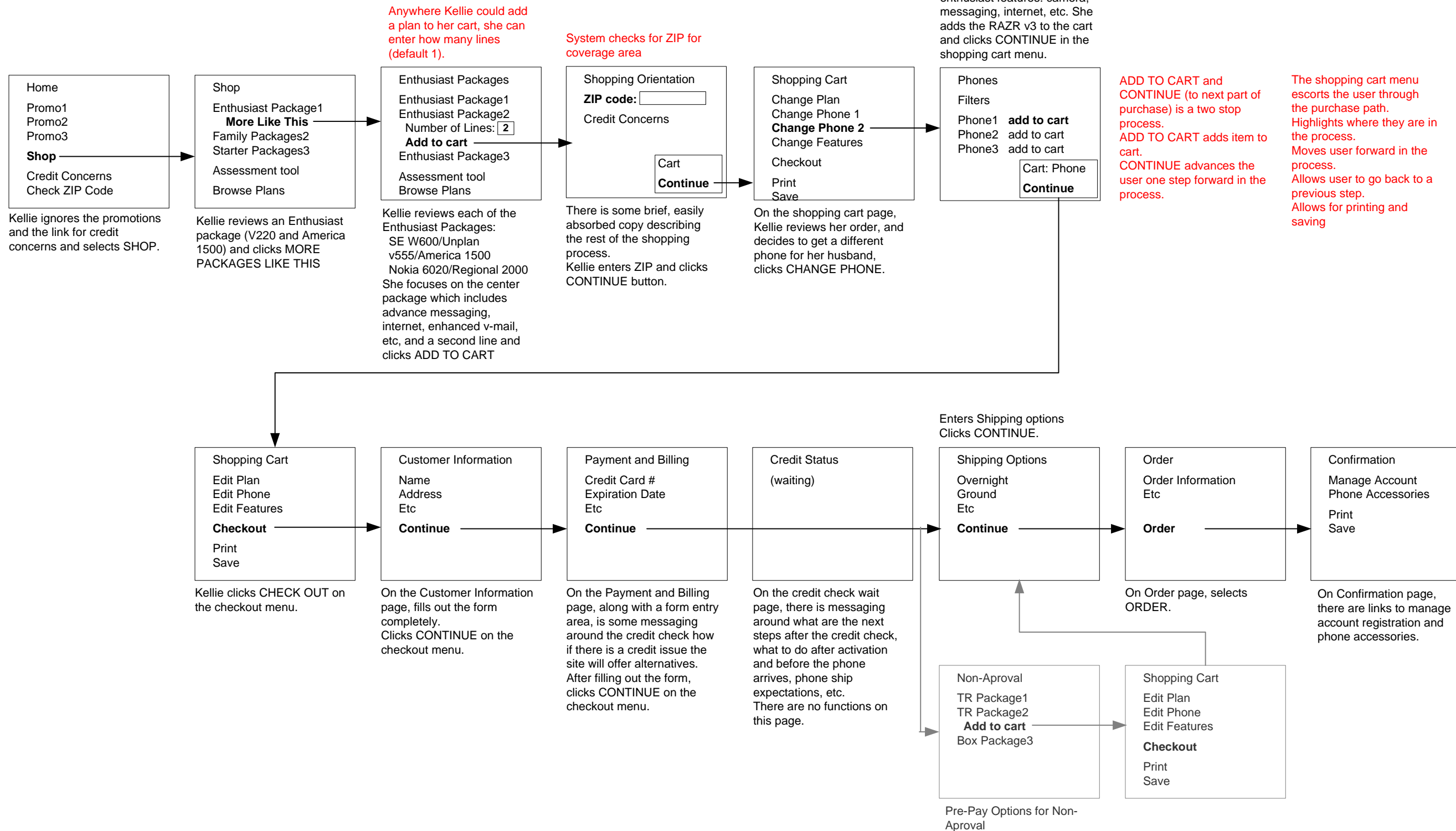


Pre-Pay Options for Non-Approval

**Persona:** Efficient Shopper—Kellie Williams

**Scenario:** Lifestyle Packages

**Task:** Buy a plan and 2 phones that is well suited for a lot of messaging, sharing photos and gaming.

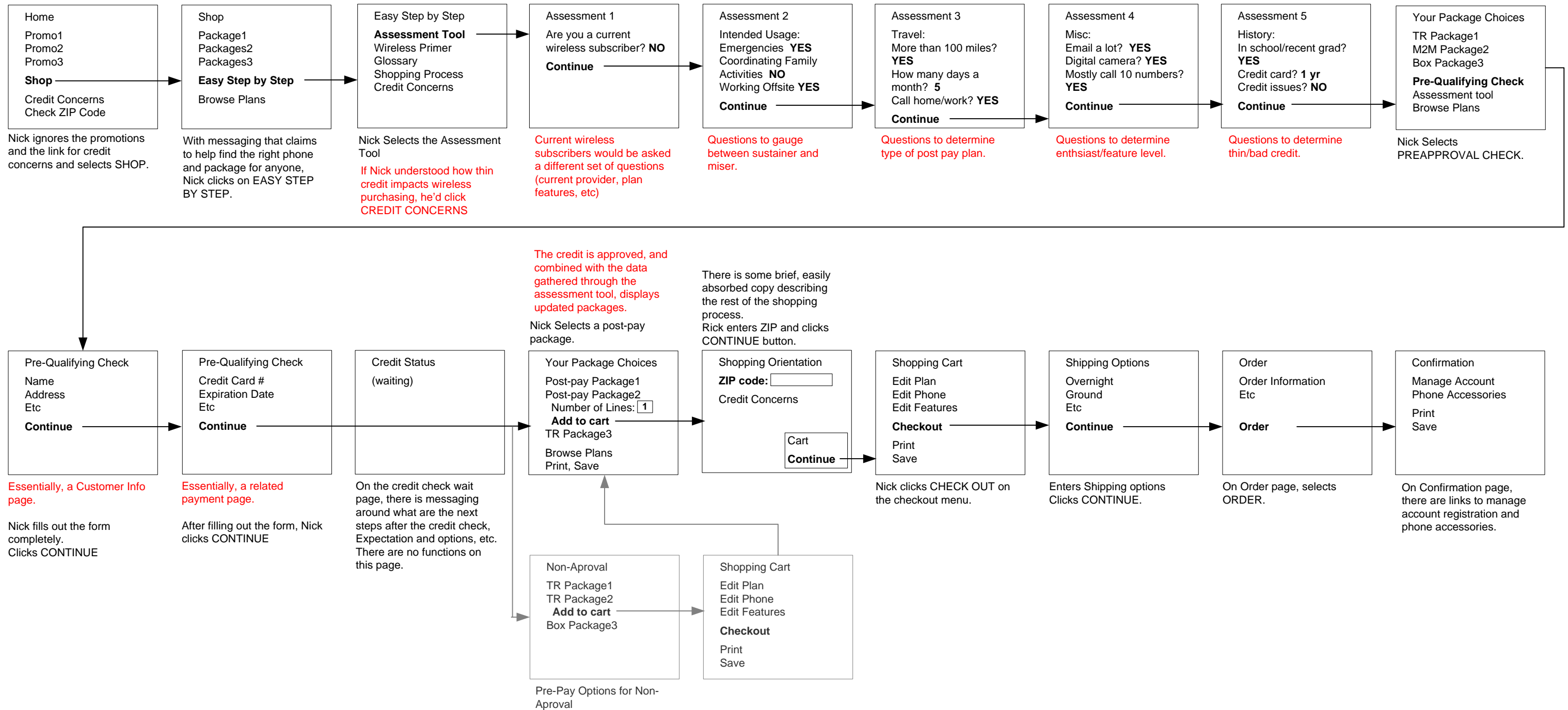


**Persona:** Novice Wireless Shopper—Nick Fischer

**Scenario:** Helping Hand

**Task:** Buy a plan and phone with no idea about intended usage needs

A package selection page loads which shows three packages: good, better best. Each of the plans are credit-challenged plans and the inexpensive phones. Another section has messaging around that the customer could qualify for even better plans/phones if they do a preapproval check first.

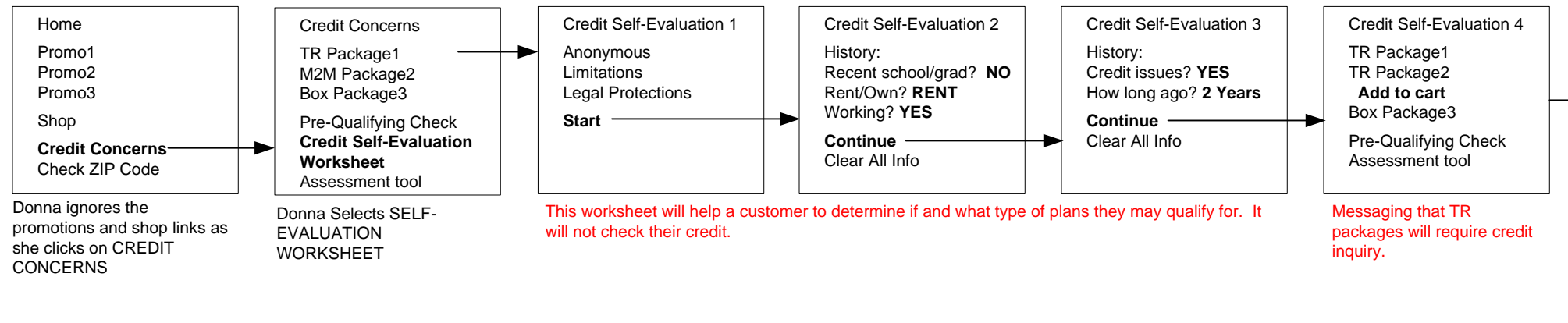


**Persona:** Credit-Challenged Shopper—Donna McMillion

**Scenario:** Pre-Pay Microsite

**Task:** Buy a plan with dignity, despite credit history

A package selection page loads which displays credit-challenged plans and the inexpensive phones. Other links are for preapproval and for a credit self-evaluation.



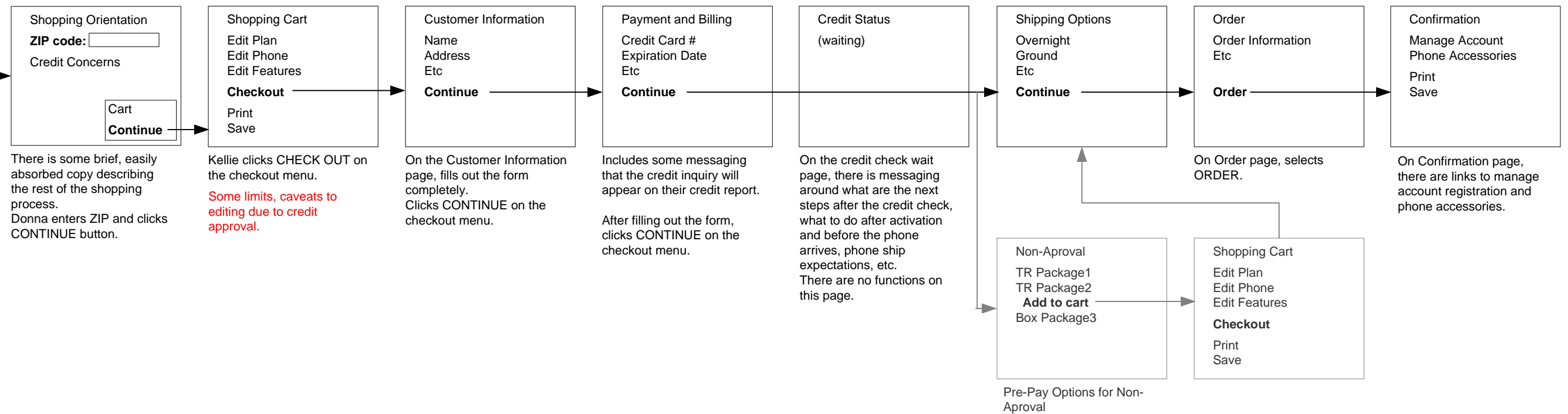
Donna ignores the promotions and shop links as she clicks on CREDIT CONCERNS

Donna Selects SELF-EVALUATION WORKSHEET

This worksheet will help a customer to determine if and what type of plans they may qualify for. It will not check their credit.

Messaging that TR packages will require credit inquiry.

System checks for ZIP for coverage area



There is some brief, easily absorbed copy describing the rest of the shopping process. Donna enters ZIP and clicks CONTINUE button.

Kellie clicks CHECK OUT on the checkout menu. Some limits, caveats to editing due to credit approval.

On the Customer Information page, fills out the form completely. Clicks CONTINUE on the checkout menu.

Includes some messaging that the credit inquiry will appear on their credit report. After filling out the form, clicks CONTINUE on the checkout menu.

On the credit check wait page, there is messaging around what are the next steps after the credit check, what to do after activation and before the phone arrives, phone ship expectations, etc. There are no functions on this page.

Enters Shipping options Clicks CONTINUE.

On Order page, selects ORDER.

On Confirmation page, there are links to manage account registration and phone accessories.

Pre-Pay Options for Non-Approval