

# R. SHAWN WILLIAMS, MFA

UX/UI Samples




# Drive Safe & Save™
# The Next Big Idea

R. Shawn Williams, Donna Barkson, Nick Tippens

October 24,2018

# GOALS.

Capitalize on mobile app technology trends to stay relevant, innovative,  and competitive in the mobile apps market.

By doing so, increase Drive Safe & Save™ adoption and retention rates by adding value to our users.

# WHO?

Becky's a busy mom who uses technology to simplify her life.  She's tech savvy and will only use best-in-class apps. She values her time, her money and believes in giving back.

**How can Drive Safe & Save™ fit into her life?**

If it will save me time, I'm in!

Act like you know me!

Make it effortless!



## BIG IDEA #1:

# DRIVE FOR GOOD

## A PHILANTHROPIC VISION FOR DRIVE SAFE & SAVE™

Becky believes in giving back, she values brands that help communities, and she's on a tight budget.

**How can Drive for Good help Becky?**



# HOW?

By giving Becky an opportunity to earn donations for causes she believes in.

“Make it effortless!”

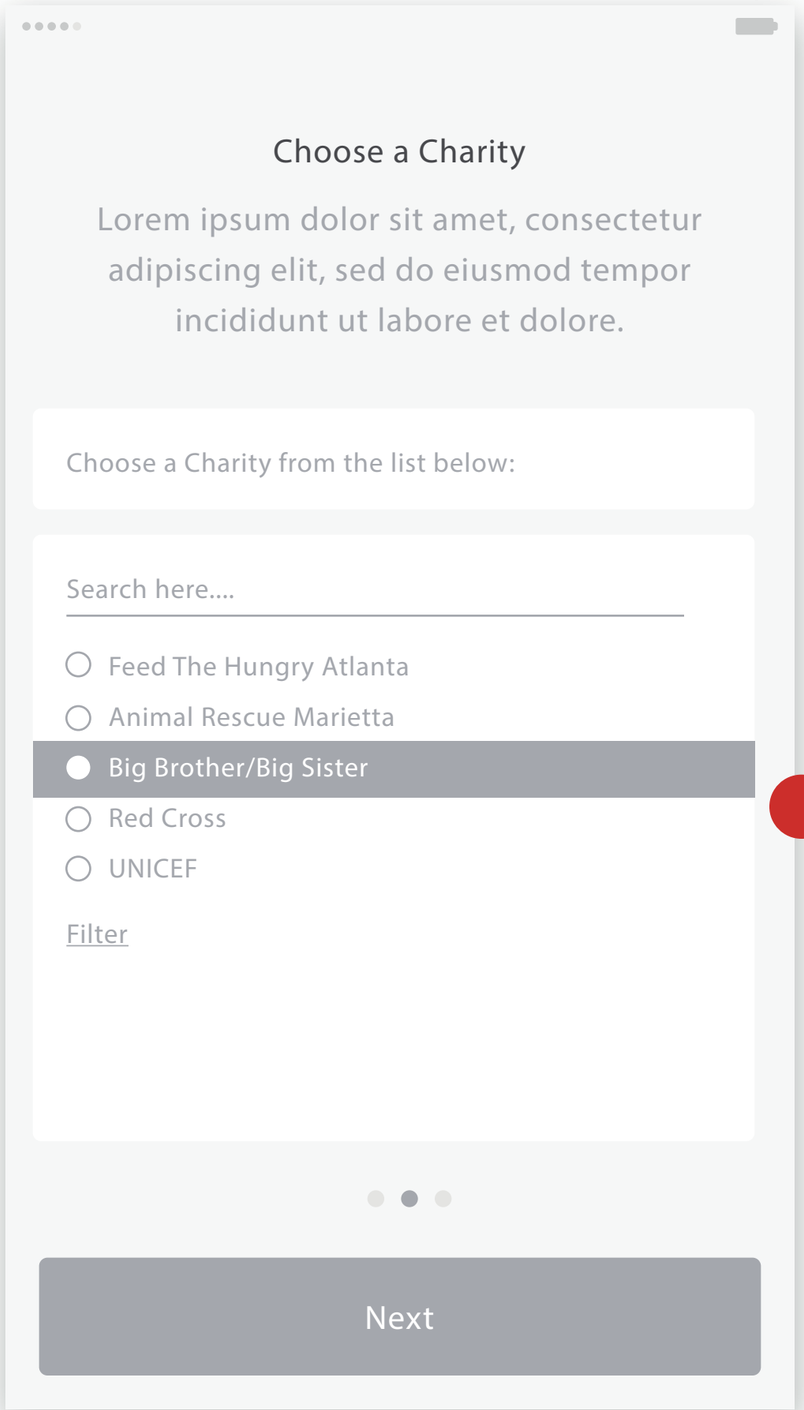
**For Becky, Drive for Good provides:**

- A way to donate without financial burden – aligns with Becky’s budget
- Charitable options already vetted and approved by State Farm – saves Becky time
- Social credibility (egoism) – share on social media
- A way to align her busy life with her value system – earn donations/ give back

**For State Farm®, Drive for Good provides:**

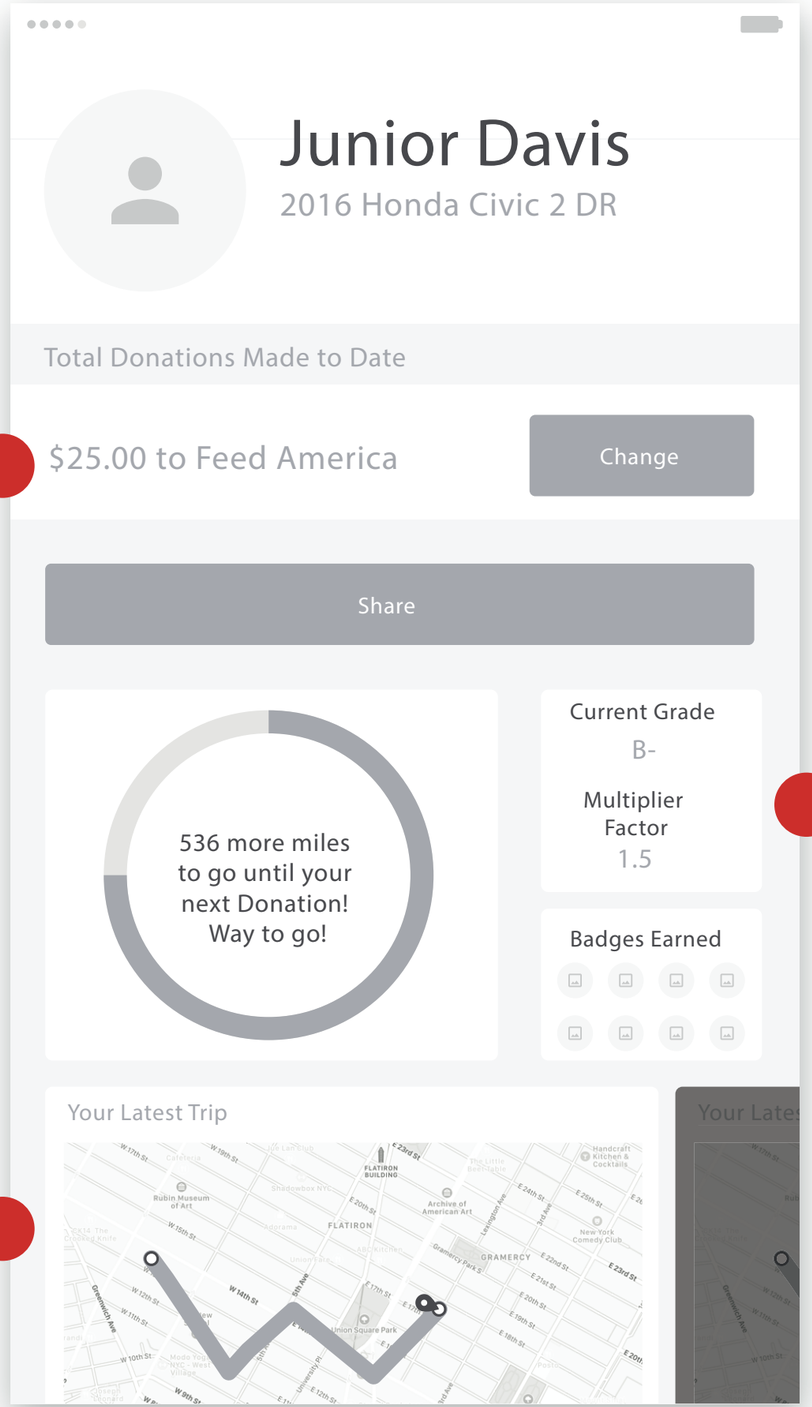
- An opportunity to build brand loyalty – consumers want to work with philanthropic companies
- An alternate or addition to the discount model - adding value and a driver to stay in program
- Huge public relations opportunities – partnerships with charitable organizations
- A means by which we help drivers be better drivers – donations based on driving scores

(Read Verifying Research, Verifying Research)




**Choose A Charity:**
Choose a charity your passionate about, already vetted by State Farm®!

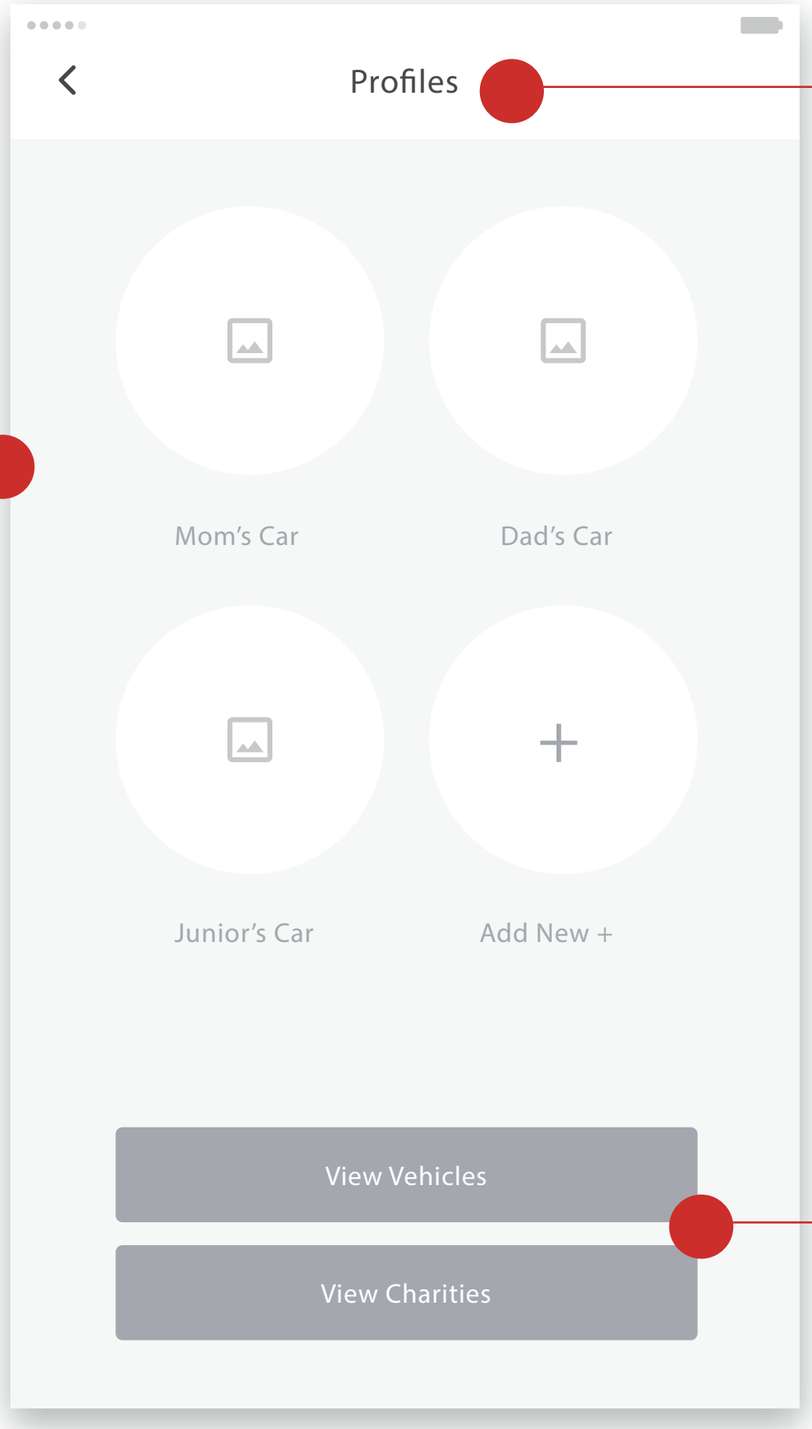
**Personalization:**
View or change charity.
Share on social media.




**Gamification:**
Donations based off of miles driven & driving score. Earn badges, too!

**Trip Details:**
View trips and scores with a swipe of your finger.

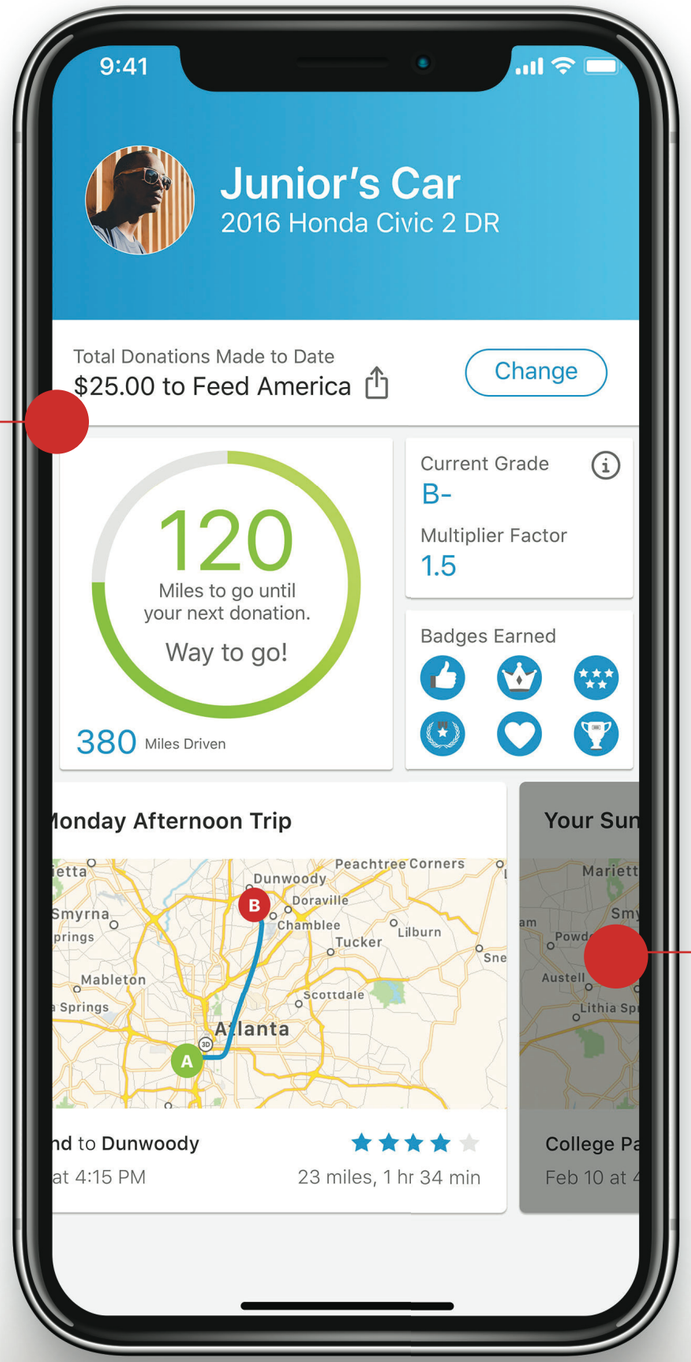
**User Based Profile:**
Create and add user profiles.




**Option for Non State Farm Customer:**
Offer a 30-Day trial

**Viewing Options:**
Find more details on charities and vehicles on the policy.

**Personalized dashboards for everyone in Becky's family!** Edit preferences like charity of choice and social media profiles.




**Earn good driving badges like, "Curve Champ" for high cornering scores.** Or, donation badges like, "Gold Heart," when you earn your first donation.

## BIG IDEA #2:

# YOU DRIVE, WE REWARD

### A “PUSH” REWARDS SYSTEM OPTIMIZING BEACON TECHNOLOGY

Becky works hard for her money, she’s on a tight budget, and she’s too busy to clip coupons or keep up with multiple rewards programs.

**How can You Drive, We Reward help Becky?**



# HOW?

By pushing rewards to Becky when she needs them and where she needs them.

“Act like you know me.”

*Location based services and personalization lead mobile app trends. “Research finds a strong correlation between personalization and customer satisfaction.” And, coupons continue to be a top trend for building strong connections between people and brands.*

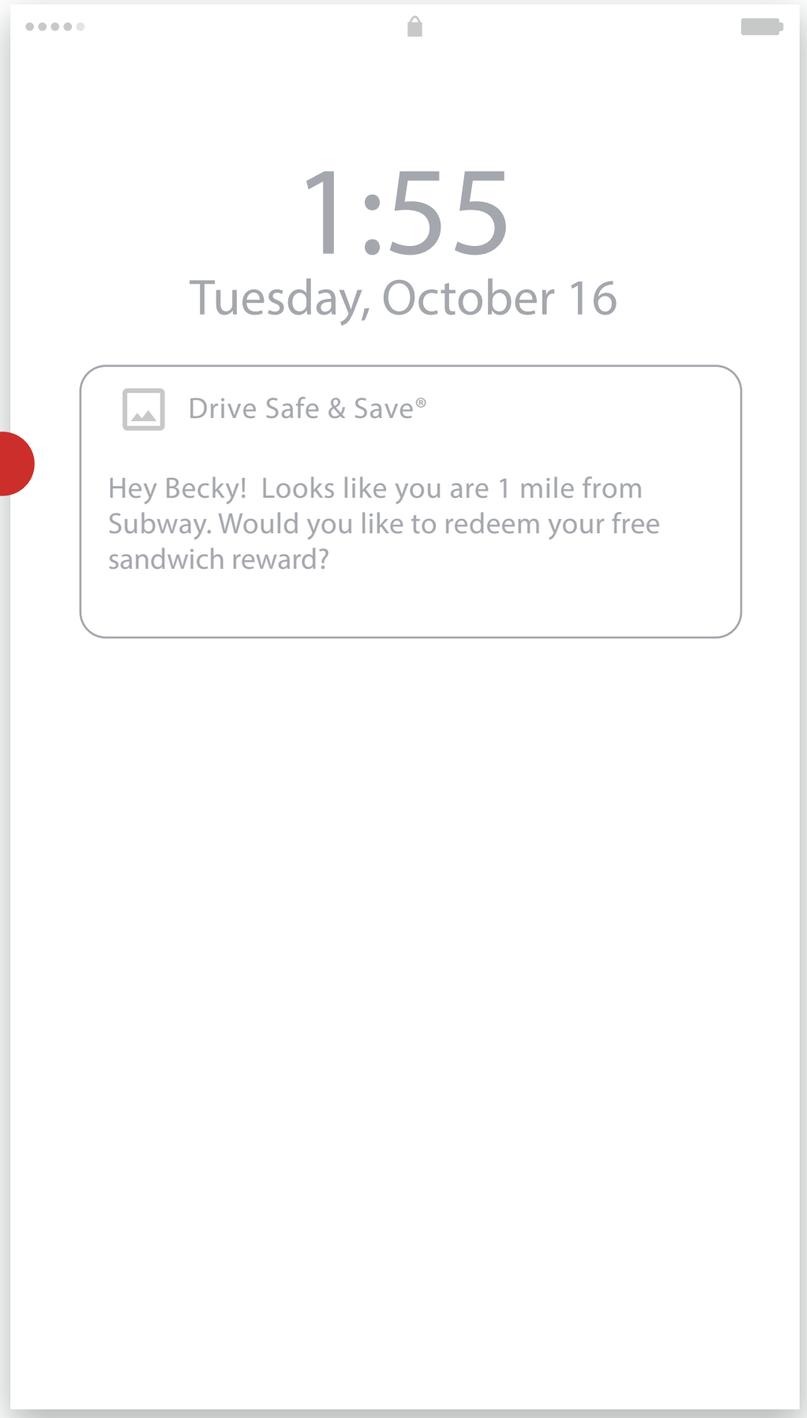
By incorporating Community Offers into Drive Safe & Save™, State Farm® capitalizes on the coupon trend by offering customers like Becky location based, personalized coupons that surface as our customers drive near an offer.

- **61% of consumers subscribe to mobile messaging because of incentives or coupons, combined with 55% who subscribe because of loyalty rewards points (Vibes)**

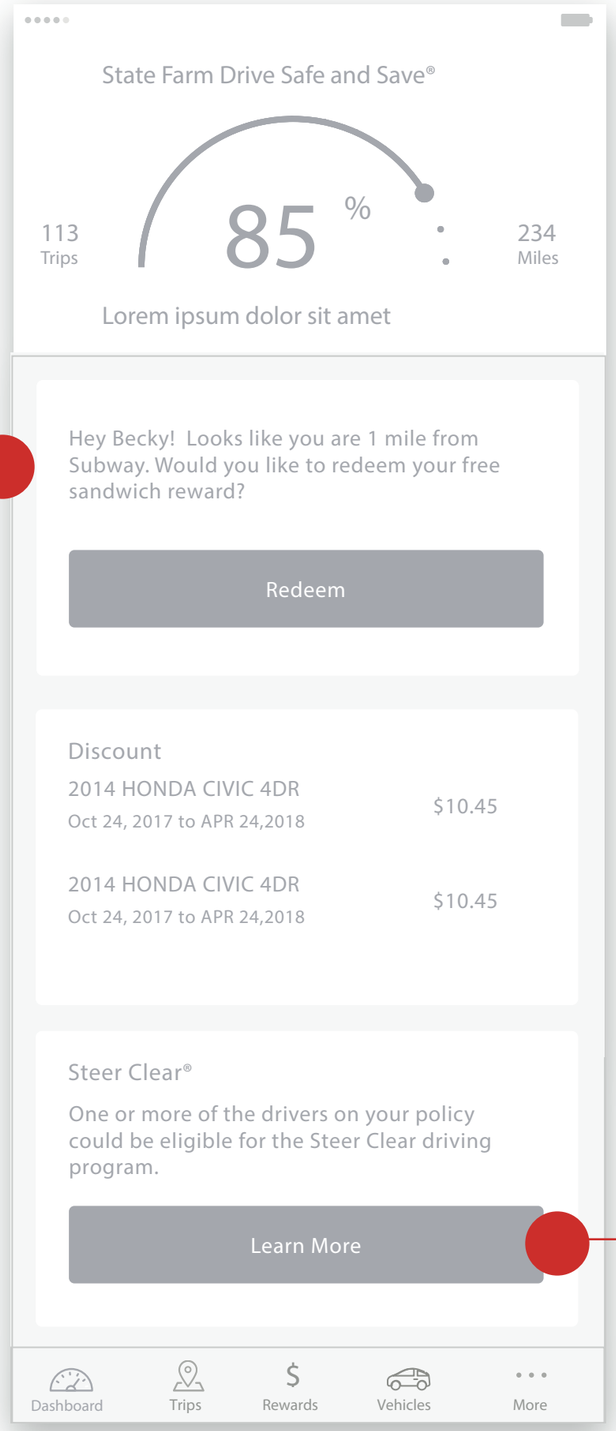
- **More than 75% of consumers and 93% of millennials use mobile while in a store to look for coupons and discounts (Valassis)**

**(Read more about loyalty trends)**

**Localization:**
Rewards & coupons pushed to you as you drive near an offer! It's all about accessibility.

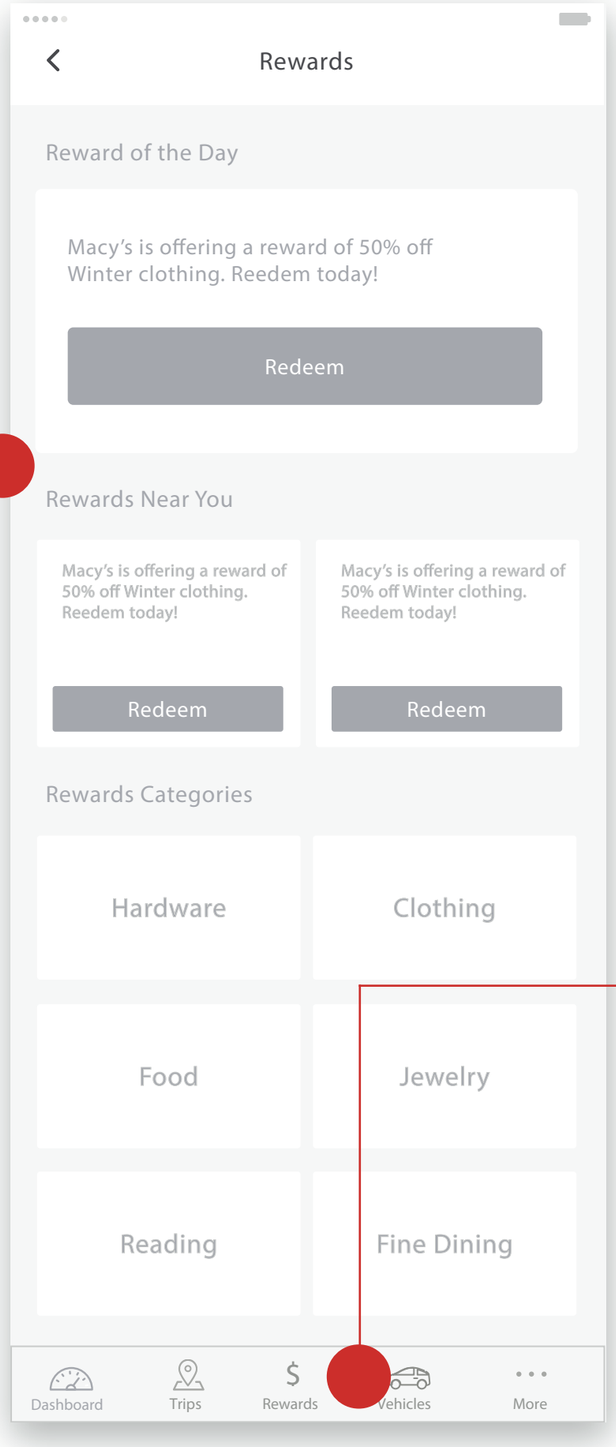


**Dashboard Localization:**
View local rewards in the dashboard experience.



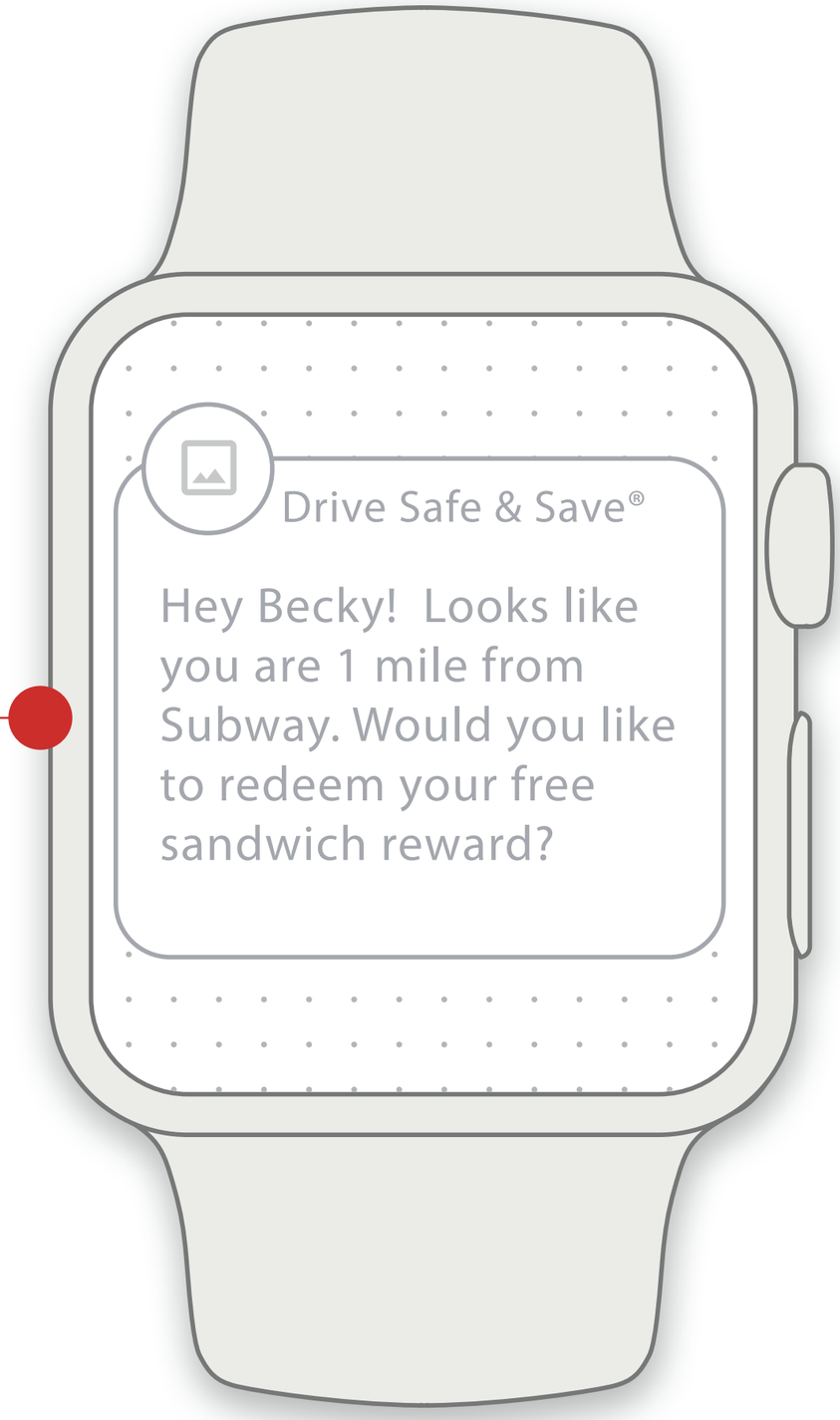

**Cross Selling Opportunities:**
Show related State Farm products or services.

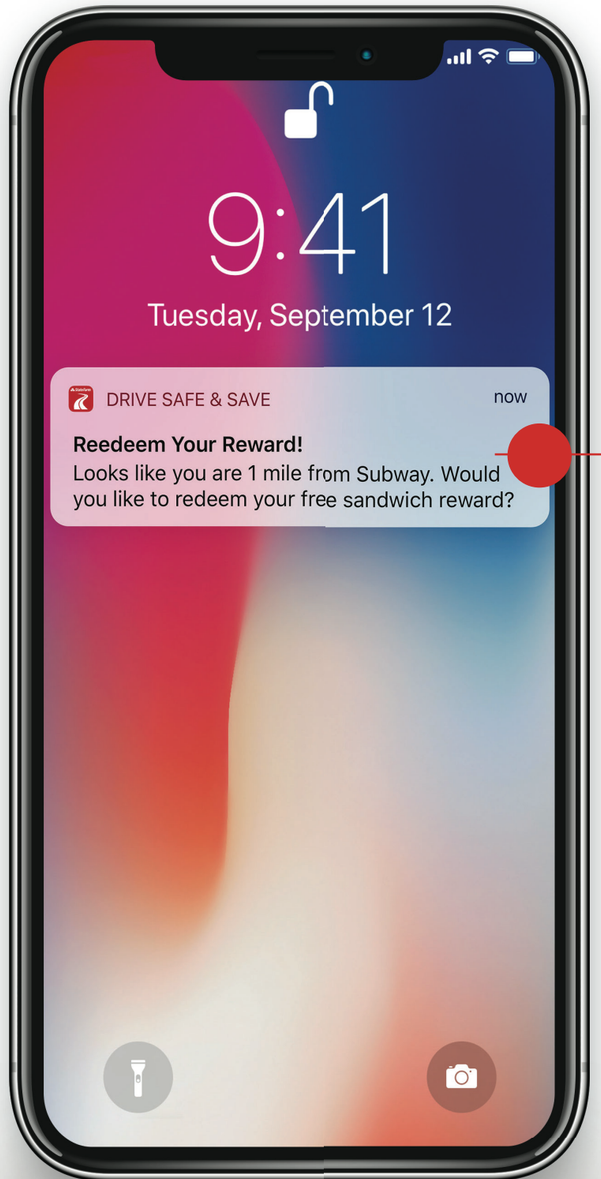
**Rewards Experience:**
Organize coupons by category, location and even a Promo of the Day!



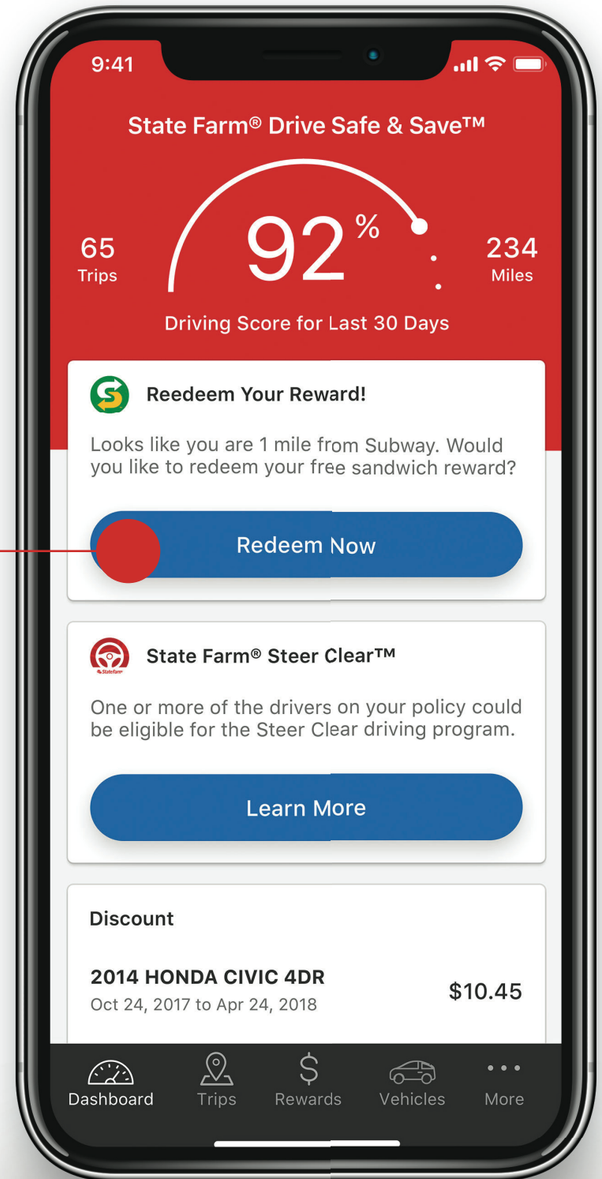

**Rewards Navigation:**
Easy navigation to enhance the  experience.

**Wearable:**
Push notifications to wearable device.






**Coupons pushed to Becky as she drives near a reward.** Becky loves how You Drive, We Reward uses technology to make her life easier. And she's saving money!



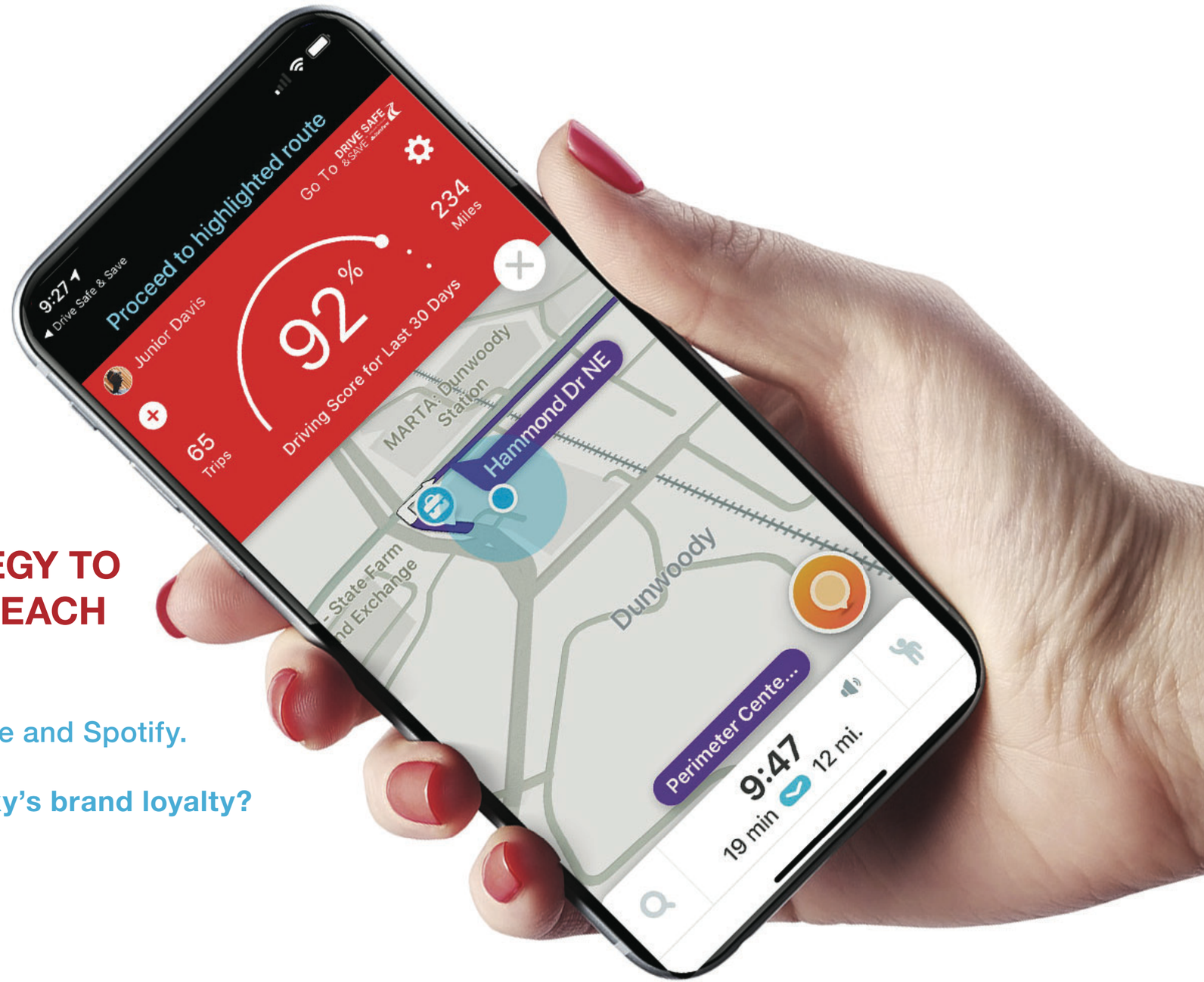
MODEL BREAKING

# FUTURE OF DSS ...AND BEYOND

## A BRAND PARTNERSHIP STRATEGY TO FURTHER ENTICE BECKY AND REACH NEW DEMOGRAPHICS.

Becky's already loyal to key brands like Waze and Spotify.

How can Drive Safe & Save™ build on Becky's brand loyalty?



# HOW?

Package DSS with the technology Becky already uses to simplify her life.

“If it will save me time, I’m in!”

*Brand partnerships as a strategy for growth continues to rise as companies like Nike and Apple partner together to break into new markets and to boost awareness.*

Other partnership examples:

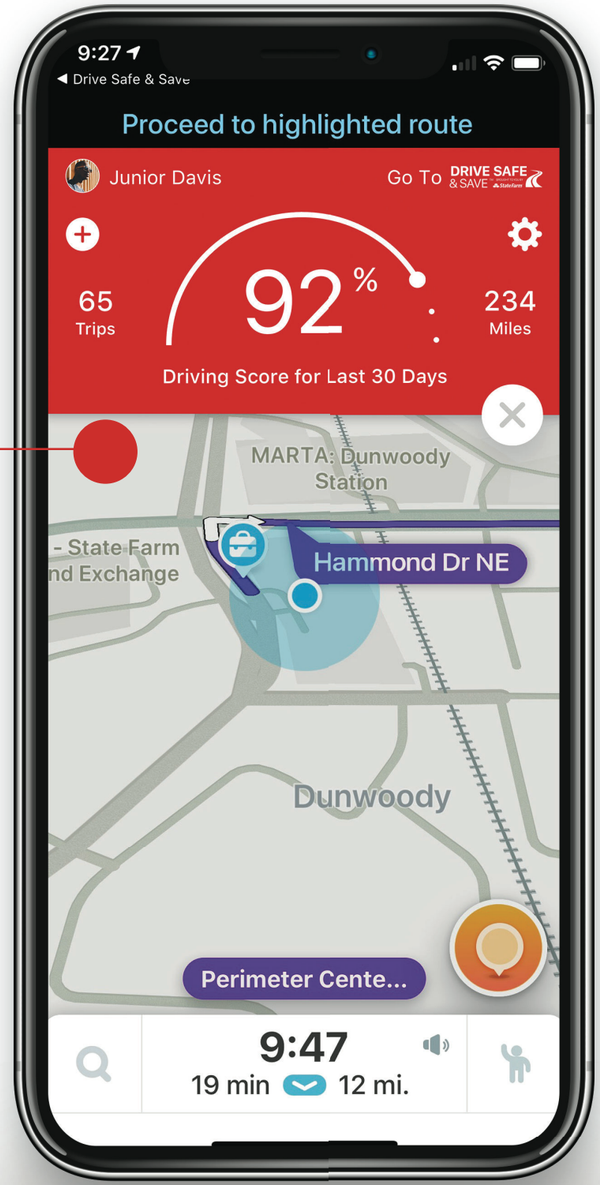
- Wyndham Rewards & Caesars Entertainment’s Rewards
- Delta Airlines & Lyft
- Spotify & Hulu

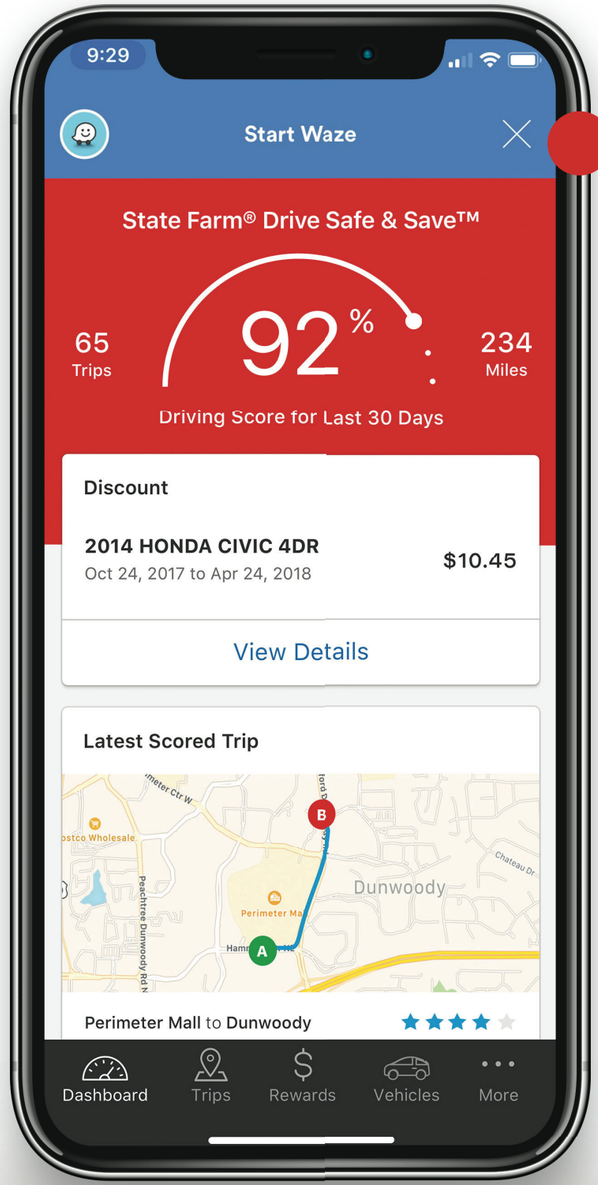
…and beyond

**For Example:**
Add Drive Safe & Save
to Car OS like Waze.



**Waze:**
DSS functionality within the Waze mobile app.




**DSS:**
Initiate a Waze trip within DSS with turn-by-turn navigation.

# THANK YOU.



State Farm®
Digital

# Drive Safe & Save™

Digital Strategy

STATE FARM CONFIDENTIAL INFORMATION –
Distribution on a Business Need to Know Basis Only

State Farm®

# Agenda

**One**

Design Strategy

**Two**

Direction

**Three**

Recent Concepts (Iterative)



STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only



# Design Strategy


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# The Premise

**Current**

The fewer miles you drive and the safer you drive, the more you could save on auto insurance.
(Save an initial 5% minimum when you sign up.)

**Future**

With **revitalized graphics and copy**, the **Drive Safe & Save** app will offer detailed info about an individual's driving behaviors. The new app will not only **strengthen the brand**, but will also help drivers become more cognizant of their driving behaviors.

We want to convey that State Farm **cares about drivers and their safety**, and we want to help them **drive safer**, **save money** on insurance, **get in less accidents** and **feel more empowered** behind the wheel – no matter what scenario comes their way.


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Executive Intent

- **Retain customers**
  - Decrease lapse/cancel ratio
  - Less expensive to keep and attract good customers
- **Decrease loss ratio of DSS participants**
  - DSS loss ratio is 7.1% (SF is 7.7%)
  - Lower frequency of claims
- **Reduce call center call volume**
  - Average 30,000 monthly DSS-related calls
- **Reduce number of unused beacons**
  - Approximately 46% of mailed beacons never used


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Target Users

- Relationship Seeker (SF Primary Consumer Segment)
- Demanding Local Shopper (DSS Primary Consumer Segment)
- Frequent Shoppers
- Self-Sufficient Shopper
- Passive Shoppers


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only



## Ian
**Independent Skeptic**

Late 20s
Living with Partner
Designer
Colorblind

*"I don't want to be vulnerable. I want my personal information guarded as well as possible."*

**Life Stage:** Starting Out
**Marketing Segment**
Frequent Shopper



## Becky
**Busy Working Mom**

Mid-30s
Married, 3 kids
Nurse
Lives with ADHD

*"I have so many ideas running through my head, I can hardly focus on one task at a time."*

**Life Stage:** New Adult
**Marketing Segment**
Demanding Local Shopper



## Will
**Worrying Dad**

Mid-40s
Married, 2 teens
Teacher

*"I have a very busy life. I like to figure things out on my own time."*

**Life Stage:** Active Adult
**Marketing Segment**
Self-Sufficient Shopper



## Linda
**Late Career Saver**

Early 50s
Single, mom's caregiver
Sales Manager

*"I want to be treated the way I treat my clients with good customer service."*

**Life Stage:**
Established Adult
**Marketing Segment:**
Passive



## Rae
**Retiree**

Mid 60s
Married, Adult Children
Retired
Impaired Vison

*"I don't enjoy my smartphone; the text is too small."*

**Life Stage:** Retired
**Marketing Segment:**
Relationship Seeker

# Personas

- Personal attributes
- Quotes
- Motivations
- Goals
- Frustrations
- State Farm opportunities








STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Marketing/Branding Goals

- Program awareness and understanding
- Smartphone compatibility
- Cross-selling capabilities


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Success Criteria by Digital

**Enhance mobile app experience by employing solution from Cambridge Mobile Telematics (CMT)**

- Improves phone data and battery drain
- Offers map and trip scores and near real-time driving feedback

**Setup**

- User registration
- Enrollment
- Manage credentials
- User authentication
- User de-authentication
- Vehicle-beacon relation
- Odometer reading

**Trip Recording**

- Record and send trips
- Currently recording trips
- List of trips
- Status of unprocessed trips
- Trip events


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Success Criteria by Digital

**Trip Grading**

- Global score
- Sub-scores
- Streaks
- Badges/achievements

**Rollout**

- Renewed mobile application

**Notification and Maintenance**

- Change beacons
- Maintenance messages
- Push notifications

**Support and Technical**

- FAQs
- Terms and conditions
- Phone support
- Provide agent information
- Diagnostic logging
- A/B testing
- In-app feedback

**Marketing**

- Cross-selling capabilities

**Analytics**

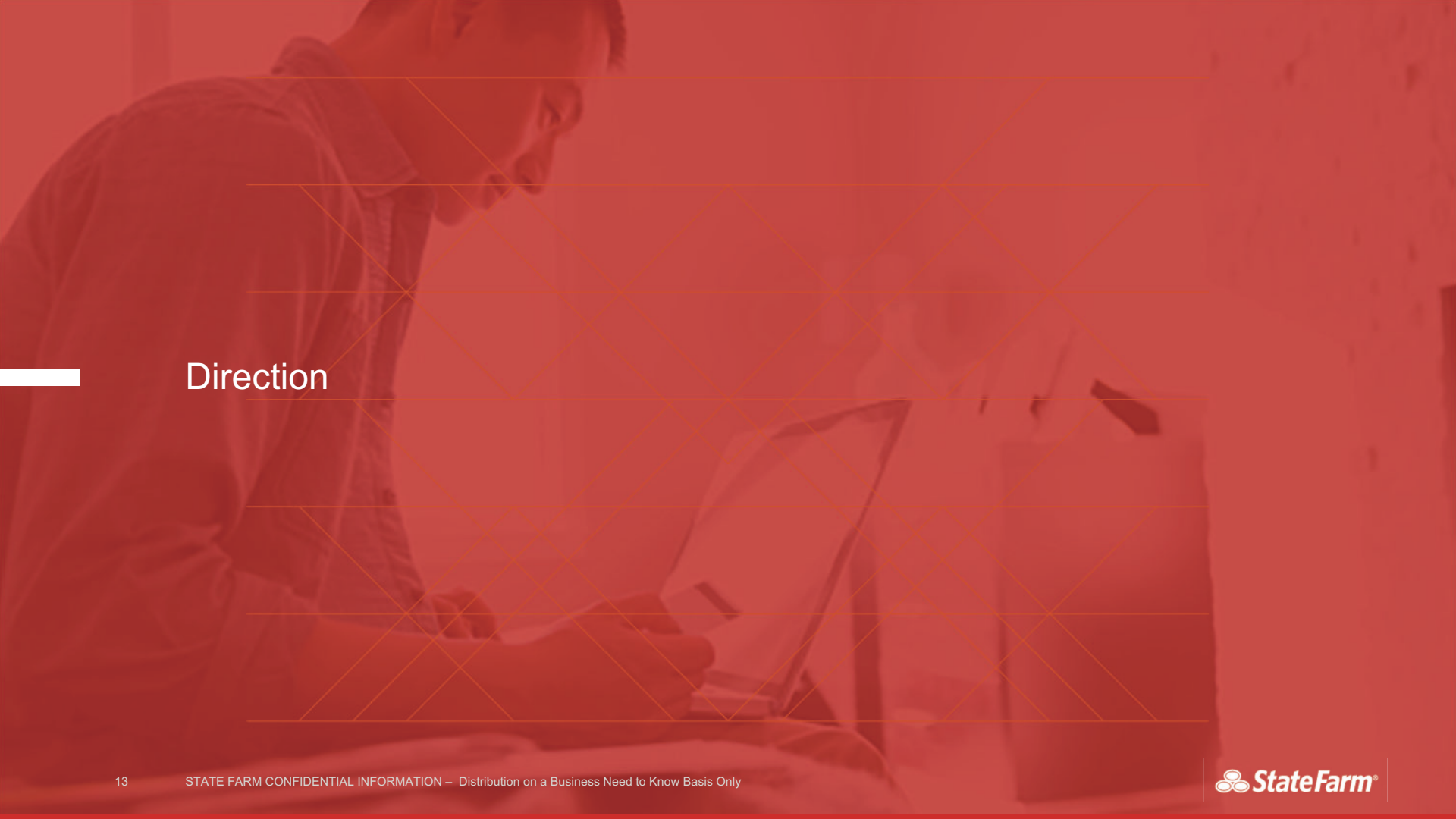
- Usage of analytics


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Critical Success Factors

- **Increase DSS Participation**
  - Goal is 1 million 2017; 2 million 2018
  - Retain customers
  - Incentives
- **Positively impact auto growth**
- **Reduce beacon reorder (96,000 beacons reordered per year)**
  - Never get to the customer
  - Customer removed from the program
- **Increase setup completion rate**
  - 54% success rate/goal is 60
- **Lower claim loss ratio** (7.7 for non-DSS/7.1 for DSS)
- **Increase positive ratings in app stores**


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only



# Direction


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

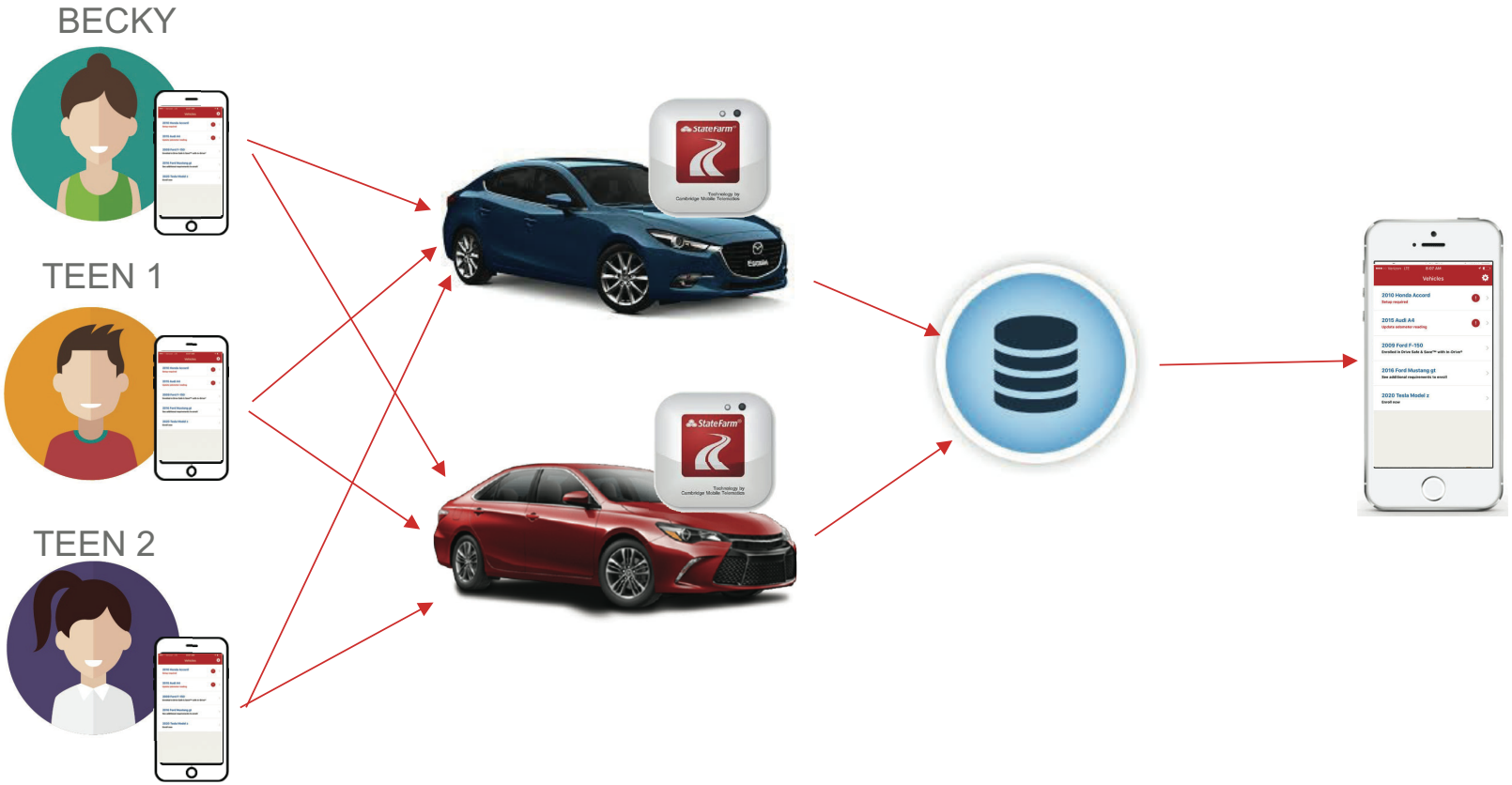
# Current: Vehicle-Based Feedback





STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

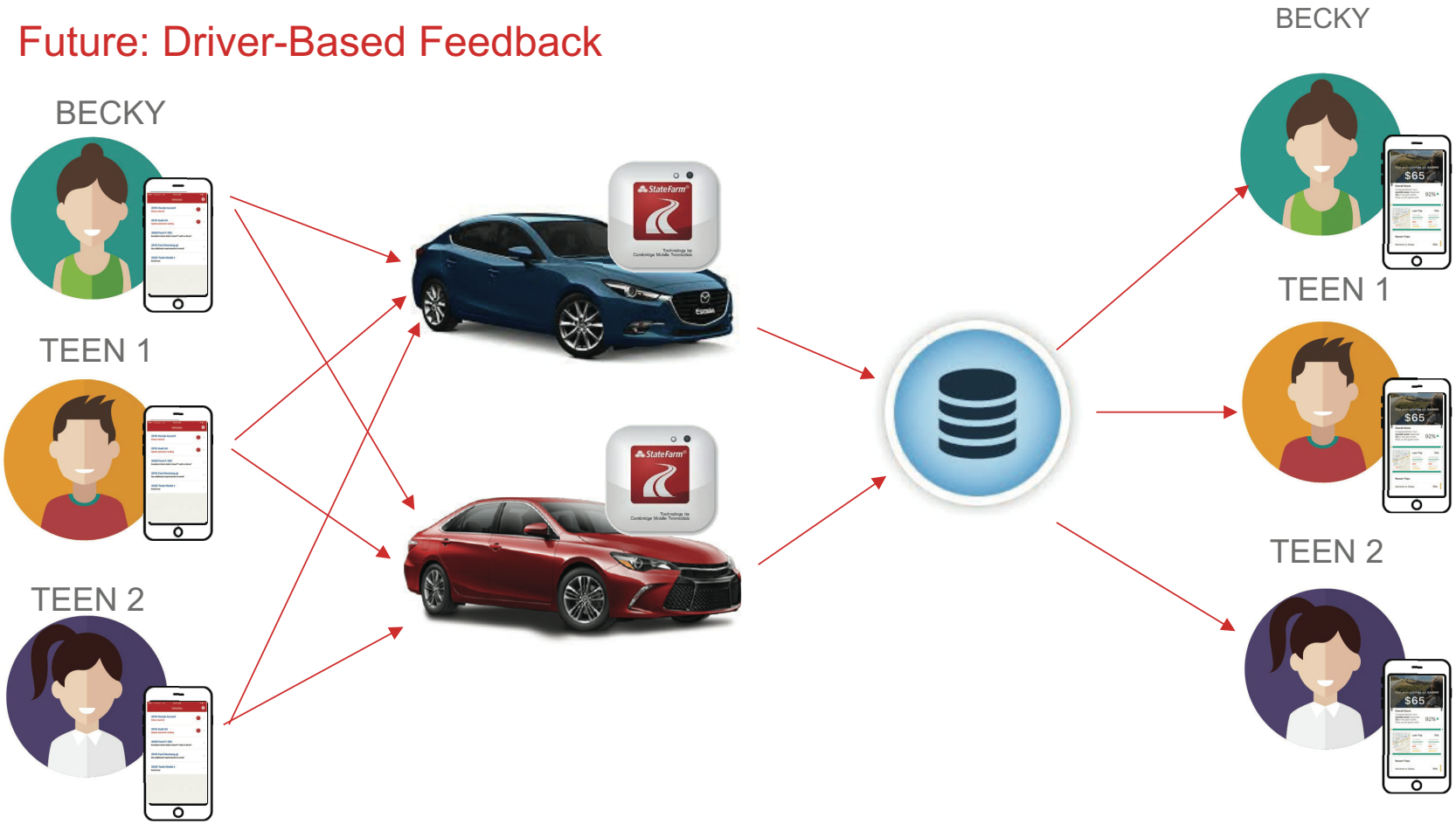
# Current: Vehicle-Based Feedback





STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Future: Driver-Based Feedback





STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Recent Concepts (Iterative)

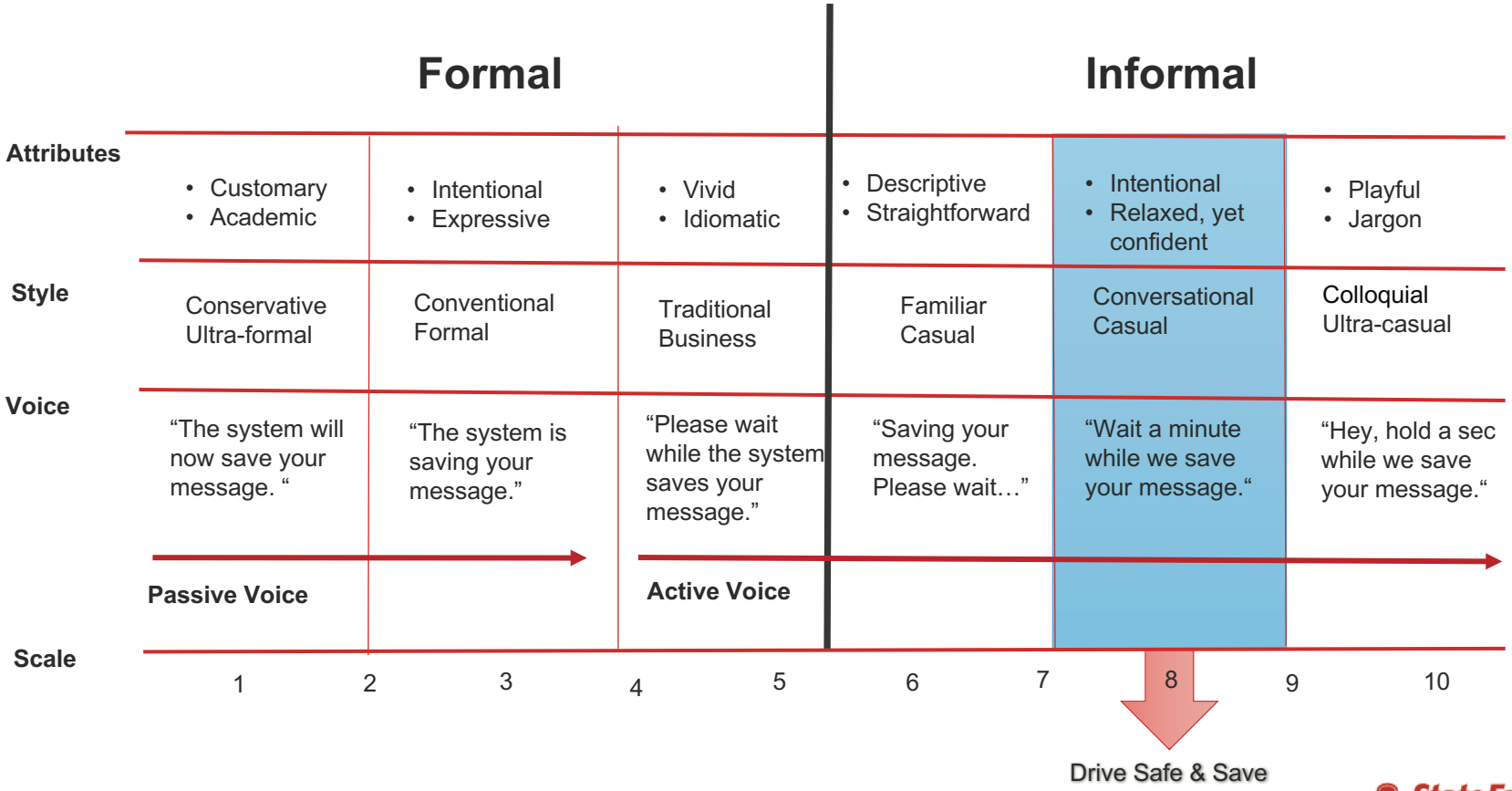

STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Content Style

- Consistently friendly, yet important
- Casual tone and style
- Conversational language
- Use of graphics and copy to make information easy to read and actions immediately identifiable
- Continuity of messaging, style and tone across app
- Data/analytics for measurement, customer insights


STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

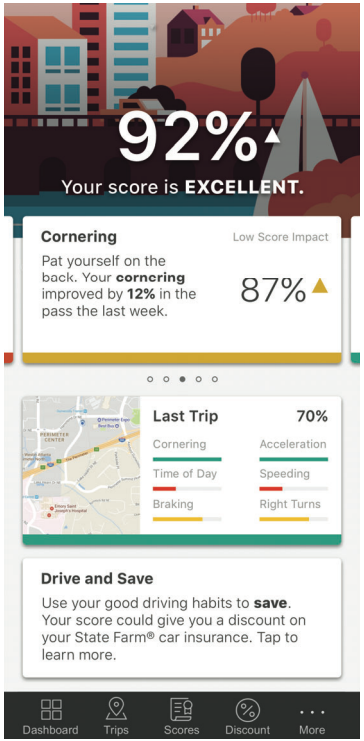
# Conversational Tone





STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

# Recent Concepts (Iterative)

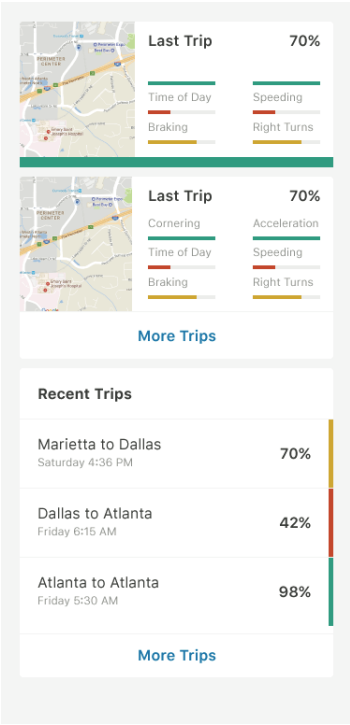



## Trip Recording

- Record/send trips
- Currently recording trips
- List of trips

## Trip Grading

- Global score
- Driving behavior scores
- Individual grades





STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only

STATE FARM CONFIDENTIAL INFORMATION – Distribution on a Business Need to Know Basis Only



# Reference Implementation

# Visual Design Document

Version 1.2.1 | 10.29.2014




© 2014 Virtusa Corporation.  All Rights Reserved.

# Contents

1.1 Partner Landing Page . . . . . 3
1.1 Partner Landing Page Mobile and Tablet View . . . . . 4
4.4 Partner Manage Profile Page . . . . . 5
4.4 Partner Manage Profile Page Mobile and Tablet View . . . . . 6
2.5 Developer Manage View Delete Test Transactions . . . . . 7
2.5 Developer Manage View Delete Test Transactions Page Mobile and Tablet View . . . . . 8
1.1 Developer Landing Page. . . . . 9
1.1 Developer Landing Page Mobile and Tablet View . . . . . 10
2.4 Partner Application . . . . . 11
2.2 Partner Application Page Mobile and Tablet View . . . . . 12

**Components . . . . . 13**

Login Modal . . . . . 14
Logout Modal . . . . . 15
Modal Error Message . . . . . 16
Confirmation Message . . . . . 17




# 1.1 Partner Landing Page

## Description

## Annotations

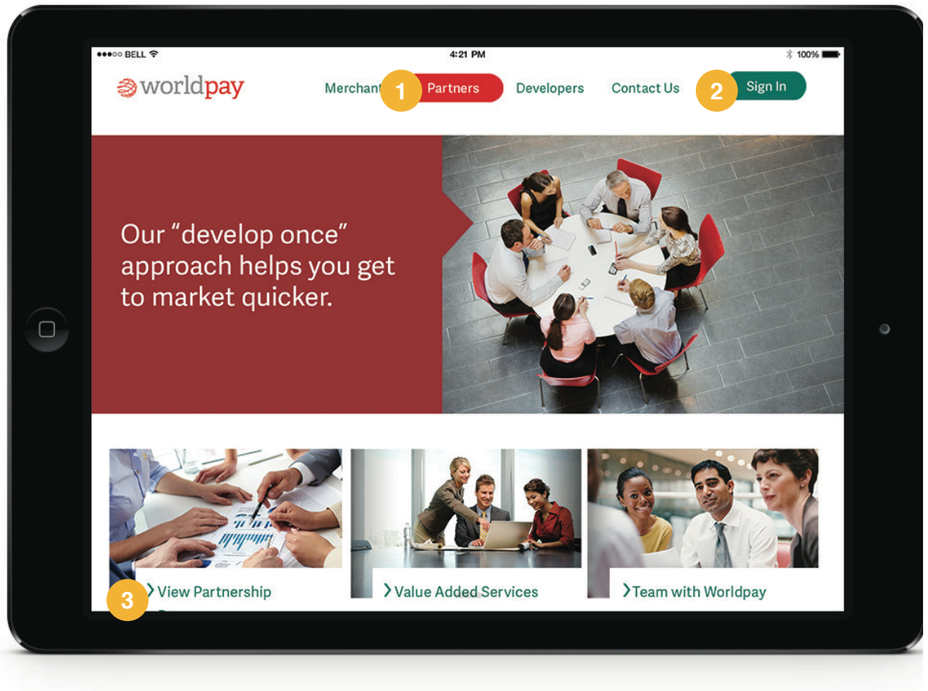
1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button and reversed text indicate which persona page user is in.

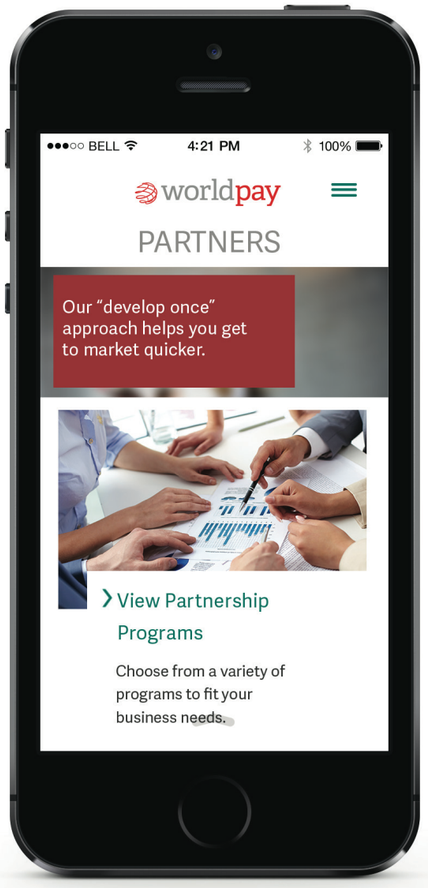
2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

3 **LINKS: Page Content**
Content Title is 30px. Page content will leverage #007867 and use line height of 1.5em.

Page content links will use the color green (# #007867). On hover links display green underline.

4 **CONTENT**
Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.




# 1.1 Partner Landing Page Mobile and Tablet View

## Description

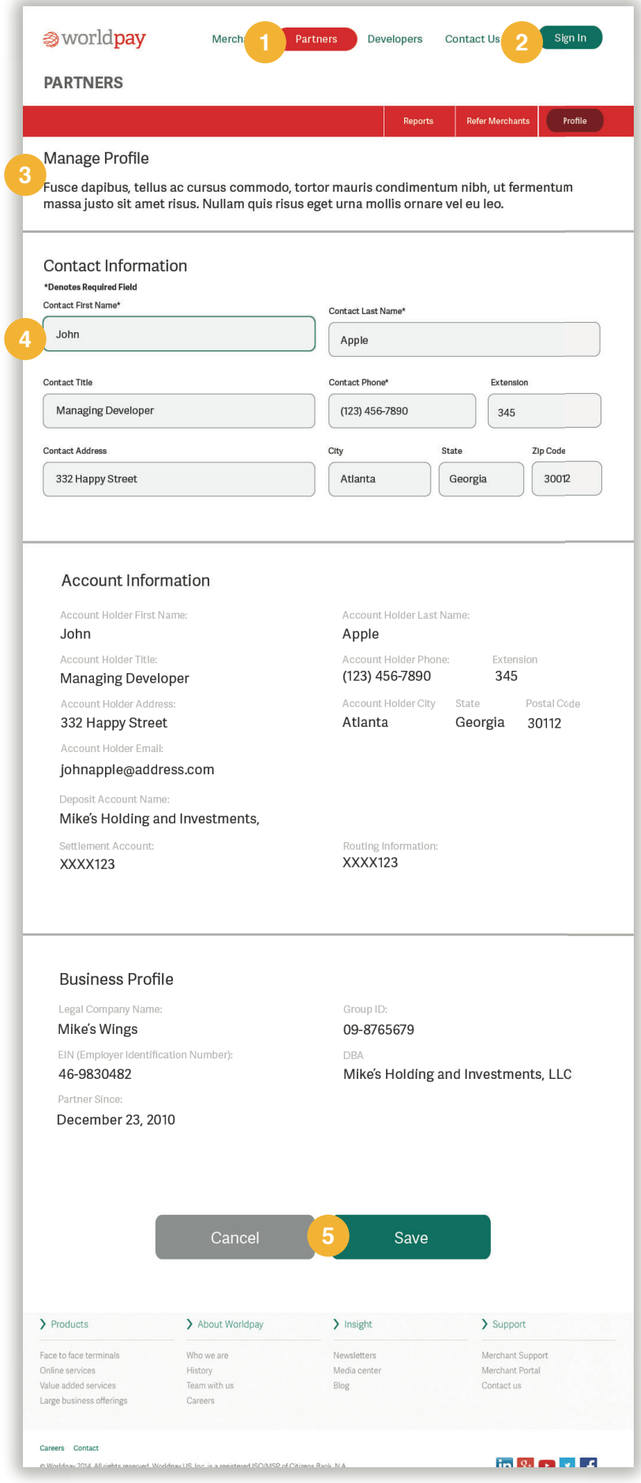
## Annotations

1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button and reversed text indicate which persona page user is in.

2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

3 **LINKS: Page Content**
Content Title is 30px. Content font size is 16px. Page content will be leverage #007867 and use line height of 1.5em.

Page content links will use the color green (# #007867). On hover links display green underline.




# 4.4 Partner Manage Profile Page

## Description

## Annotations

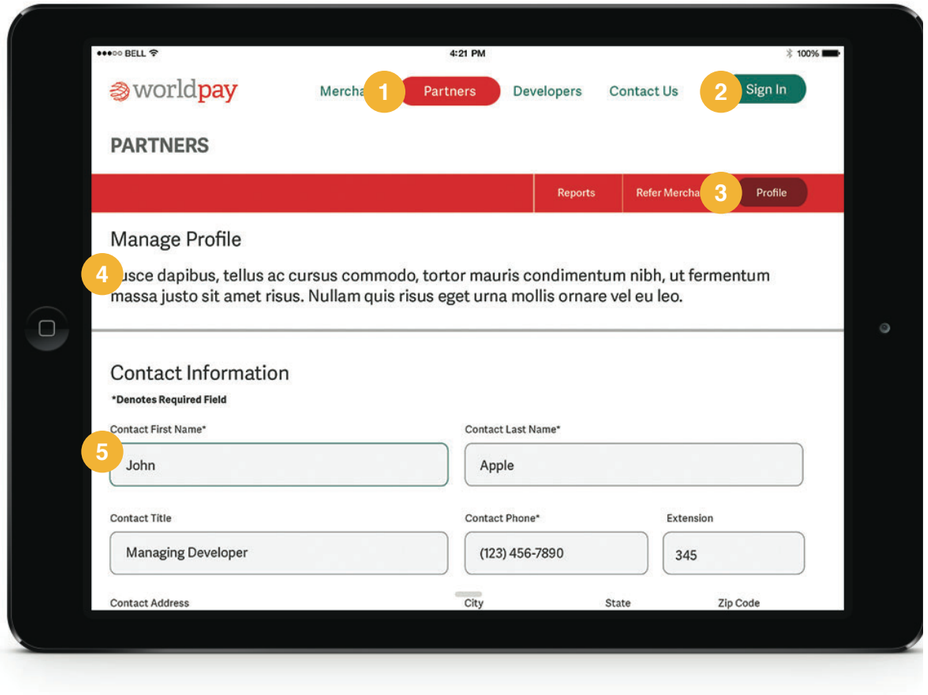
1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button (#e92425)and reversed text indicate which persona page user is in.

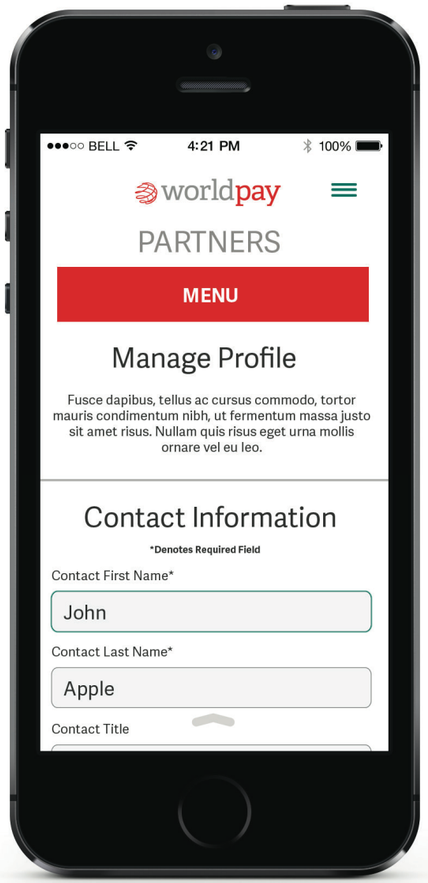
2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

3 **CONTENT**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

4 **FORM**
On user form, form highlights with color #e92425 while form is active. On form exit color will disappear and show a check mark or “x” mark depending on if user input fullfills form requirement.

5 **BUTTON: Submit**
Button color is Green #007867 on hover and click color will change to light green #01948a.




# 4.4 Partner Manage Profile Page Mobile and Tablet View

## Description

## Annotations

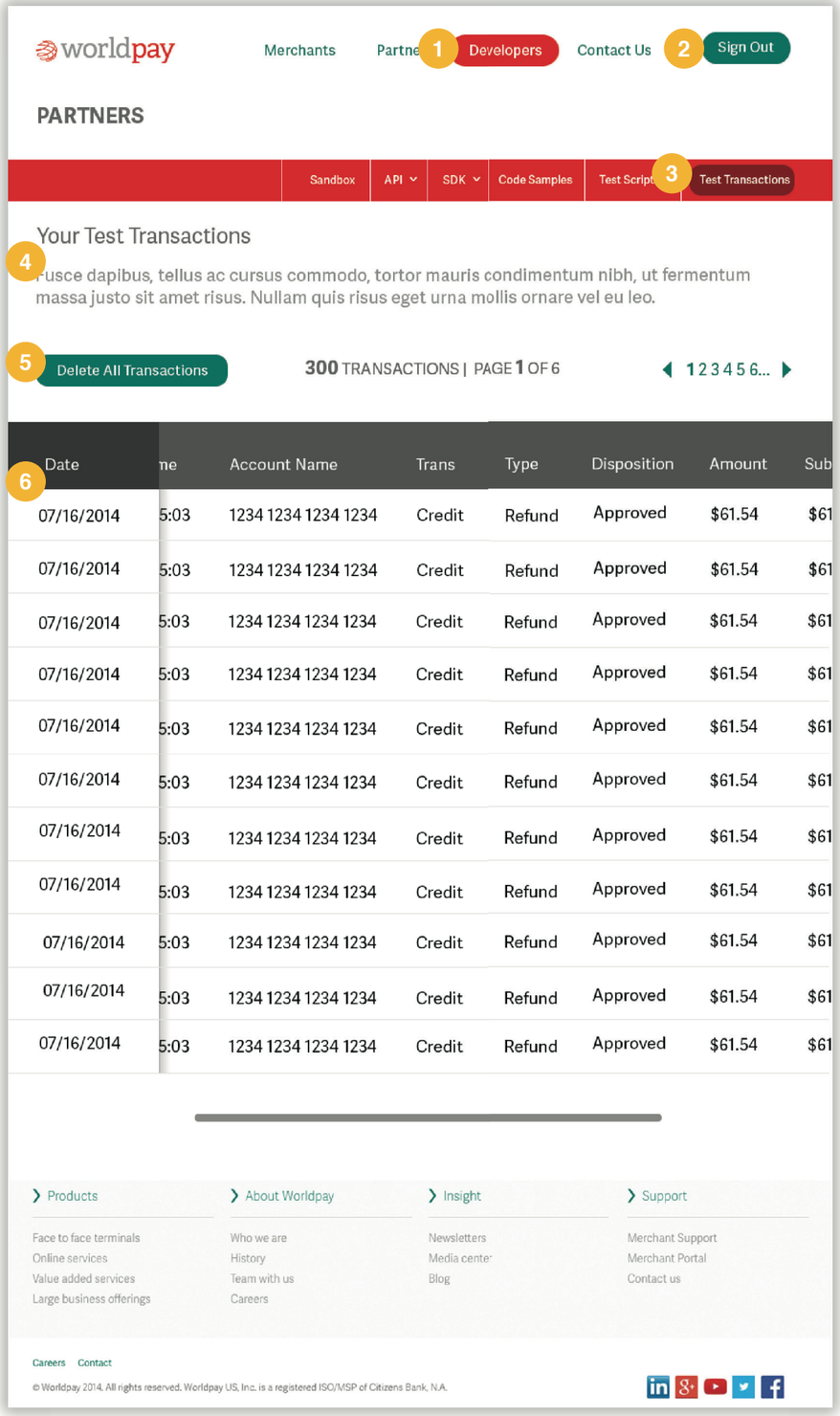
1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button (#e92425)and reversed text indicate which persona page user is in.

2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

3 **SUBNAVIGATION:**
Nav bar is #e92425. Current page is highlighted in subnavigation with color # 8b181b with reversed color for text.

4 **CONTENT**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

5 **FORM**
On user form, form highlights with color #e92425 while form is active. On form exit color will disappear and show a check mark or “x” mark depending on if user input fullfills form requirement.




# 2.5 Developer Manage View Delete Test Transactions

## Description

## Annotations

1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button (#e92425)and reversed text indicate which persona page user is in.

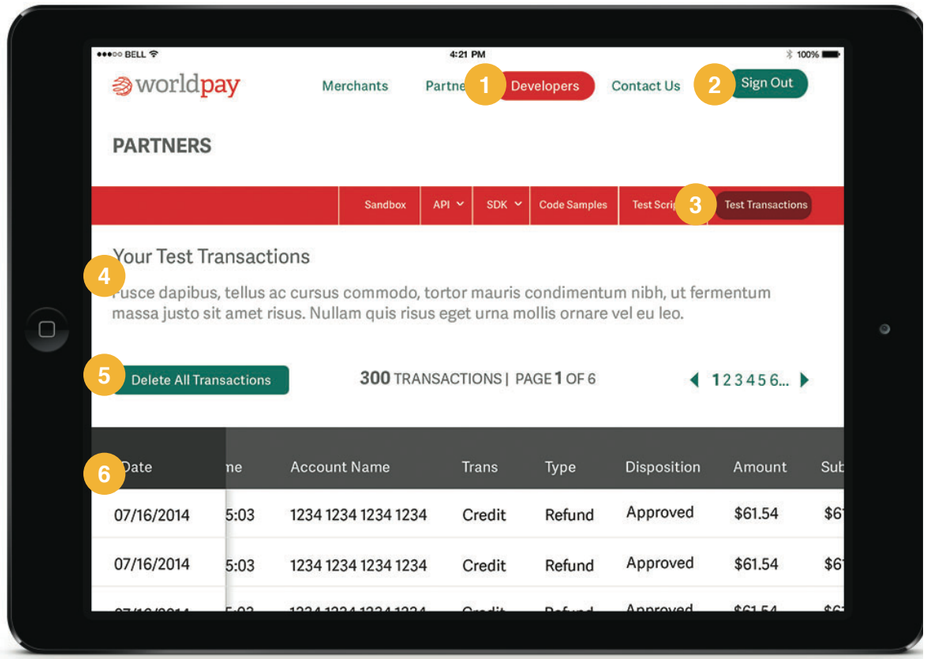
2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

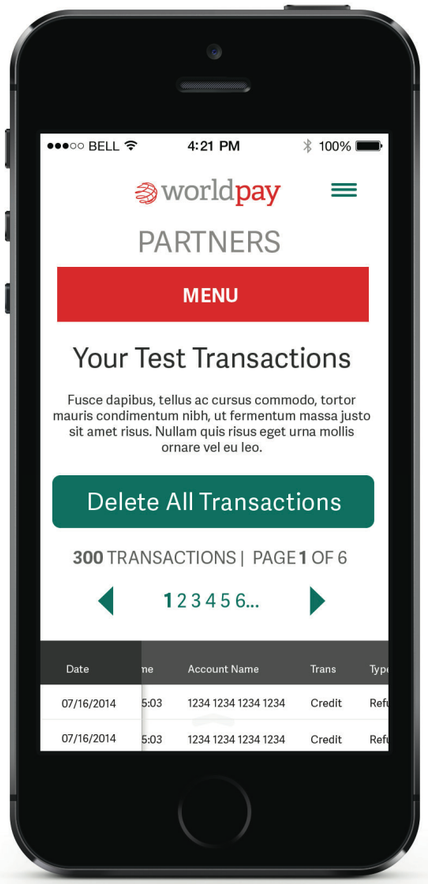
3 **SUBNAVIGATION:**
Nav bar is #e92425. Current page is highlighted in subnavigation with color # 8b181b with reversed color for text.

4 **CONTENT**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

5 **BUTTON: Submit**
Button color is Green #007867 on hover and click color will change to light green #01948a.

6 **TABLE:**
First column header background color is # 393939. The remaining color header background is # 565656.




# 2.5 Developer Manage View Delete Test Transactions Page Mobile and Tablet View

## Description

## Annotations

1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button (#e92425)and reversed text indicate which persona page user is in.

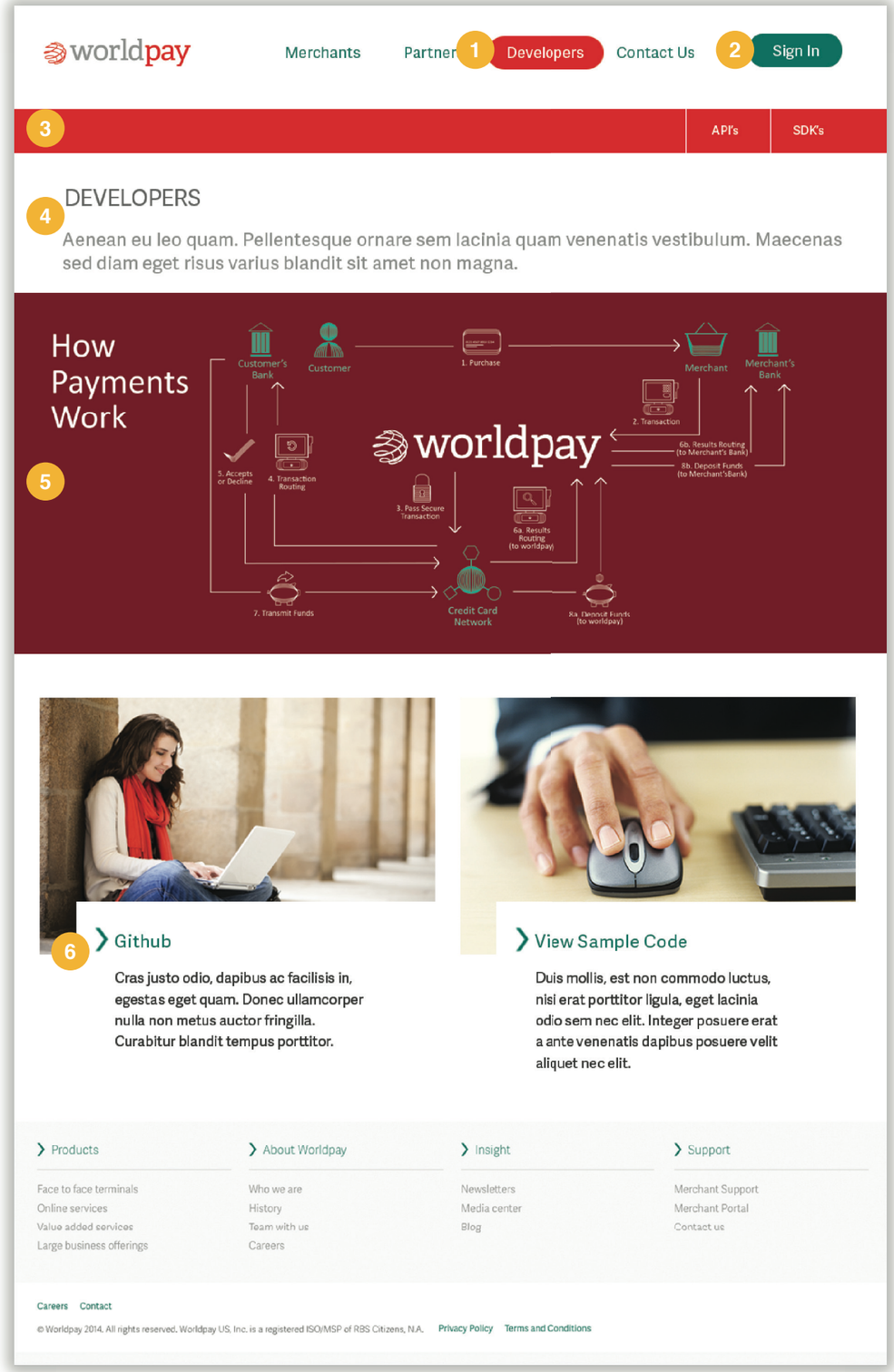
2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

3 **SUBNAVIGATION:**
Nav bar is #e92425. Current page is highlighted in subnavigation with color # 8b181b with reversed color for text.

4 **CONTENT**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

5 **BUTTON: Delete Transactions**
Button color is Green #007867 on hover and click color will change to light green #01948a.

6 **TABLE:**
First column header background color is # 393939. The remaining color header background is # 565656.




# 1.1 Developer Landing Page

## Description

## Annotations

1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button and reversed text indicate which persona page user is in.

2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

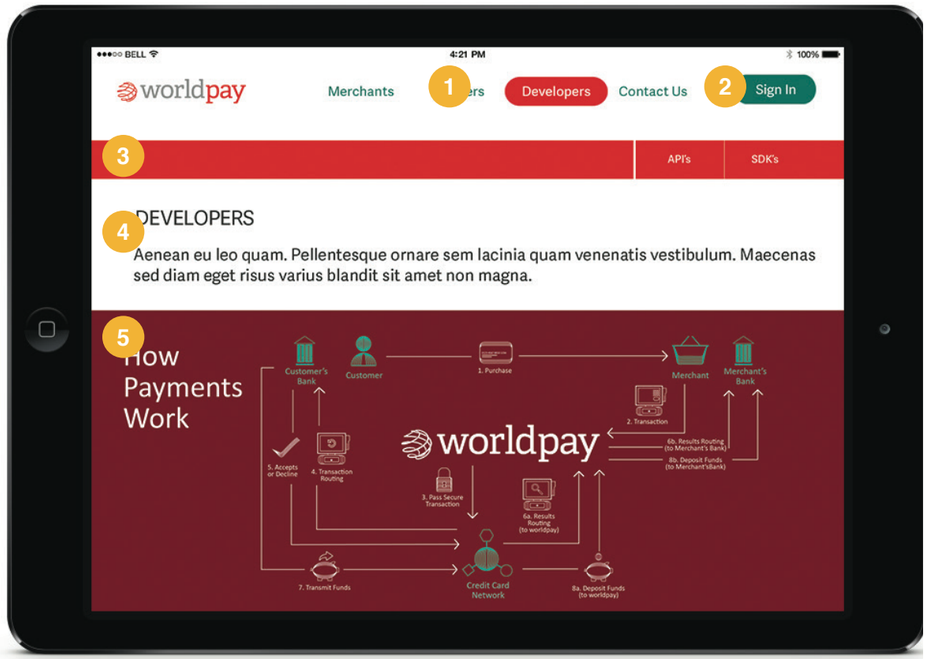
3 **SUBNAVIGATION:**
Nav bar is #e92425. Current page is highlighted in subnavigation with color # 8b181b with reversed color for text.

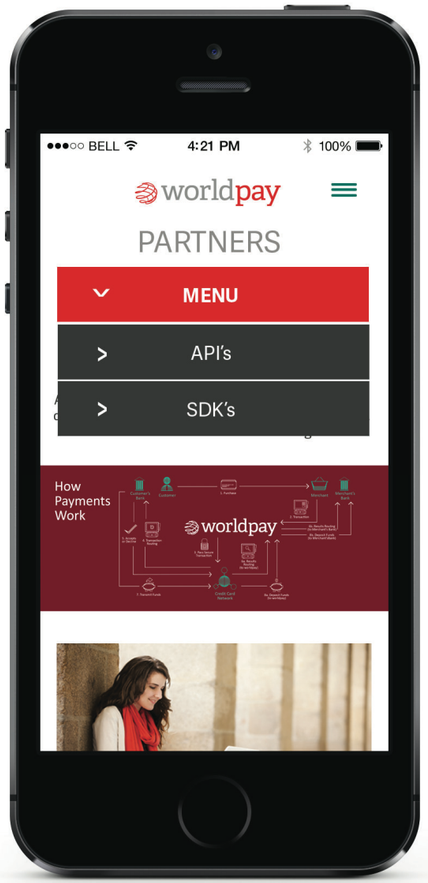
4 **CONTENT**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

5 **INFOGRAPHIC**
THIS IS SPEC ONLY. VIRTUSA NOT SUPPLYING INFOGRAPHIC.

6 **LINKS: Page Content**
Content Title is 30px. Page content will leverage #007867 and use line height of 1.5em.

Page content links will use the color green (# #007867). On hover links display green underline.




# 1.1 Developer Landing Page Mobile and Tablet View

## Description

## Annotations

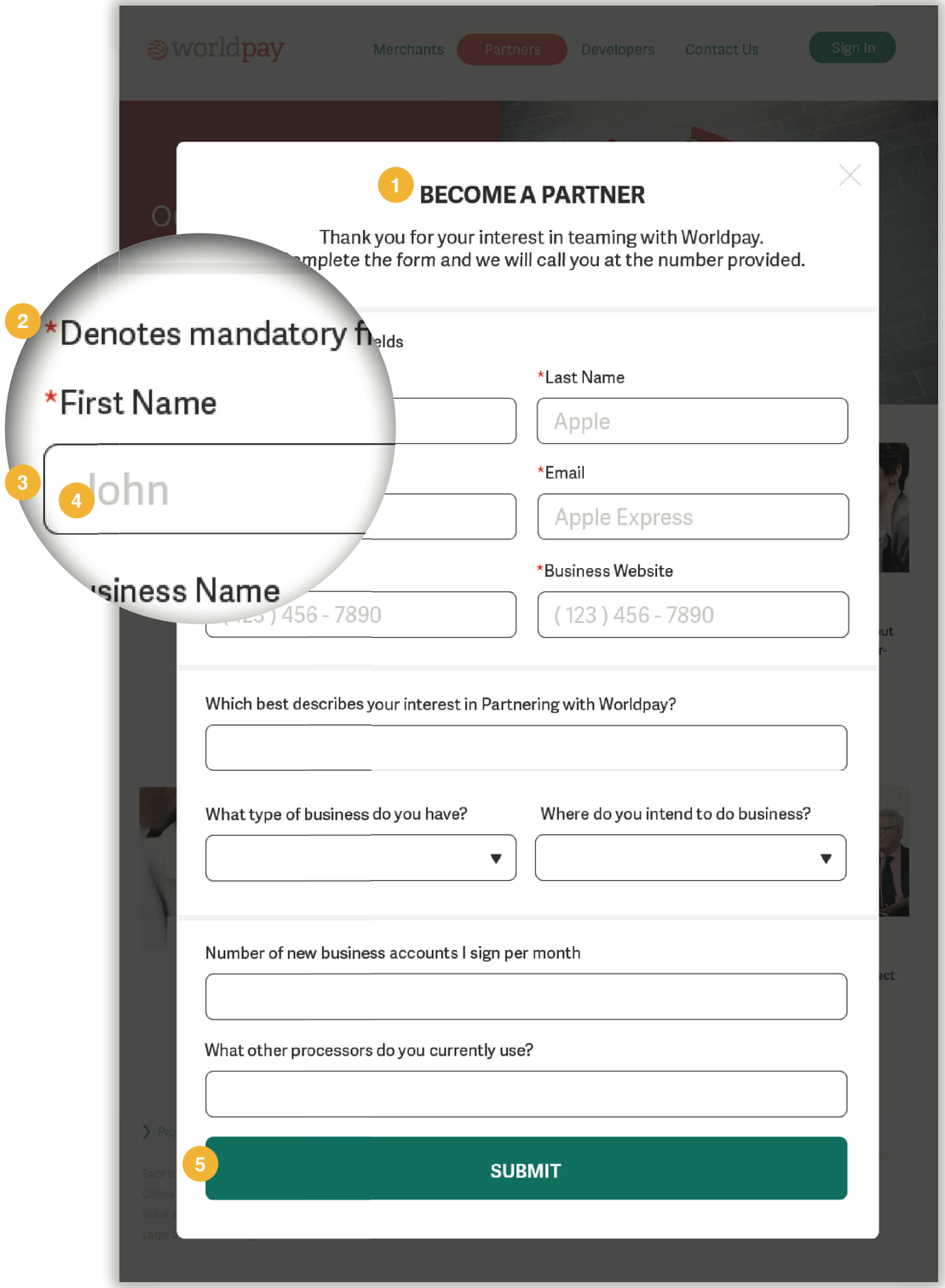
1 **NAVIGATION:**
On hover, links will have an underline. On normal state no links will have any underline. All navigational links (Merchant, Partner, Developer and Contact Us) will use the color green (# #007867). Red button and reversed text indicate which persona page user is in.

2 **BUTTON: Sign In**
Button color is Green #007867 on hover and click color will change to light green #01948a.

3 **SUBNAVIGATION:**
Nav bar is #e92425. Current page is highlighted in subnavigation with color # 8b181b with reversed color for text.

4 **CONTENT**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

5 **INFOGRAPHIC**
THIS IS SPEC ONLY. VIRTUSA NOT SUPPLYING INFOGRAPHIC.




## 2.4 Partner Application

### Description

### Annotations

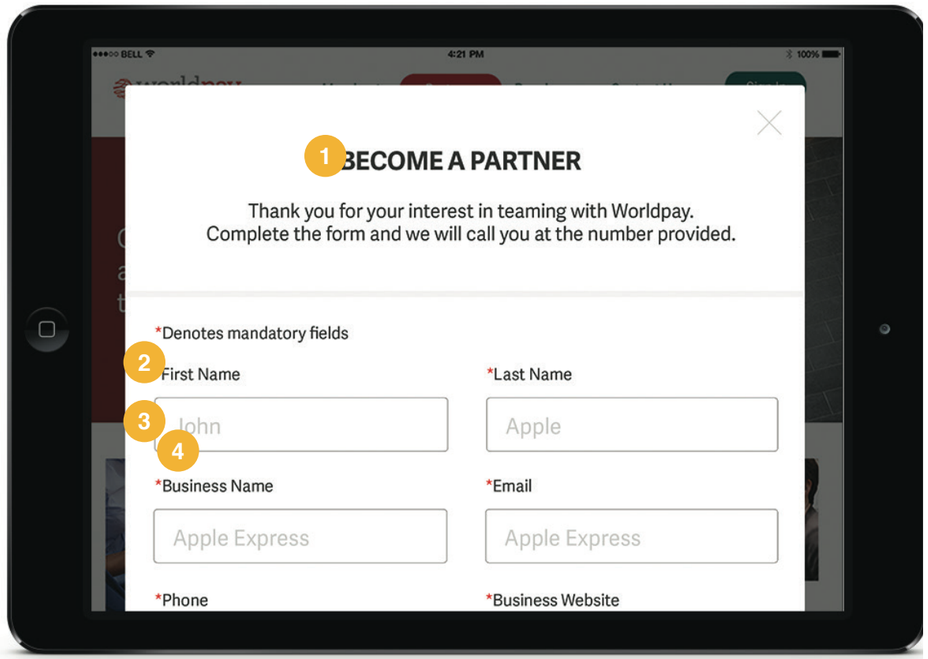
1. **CONTENT:**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

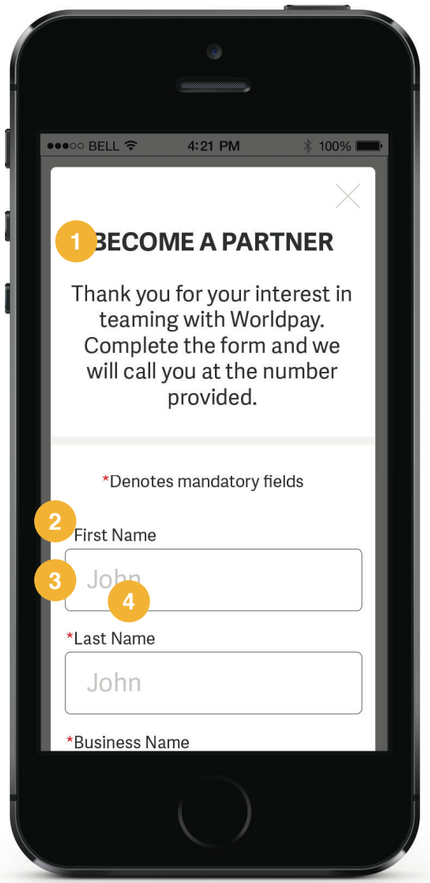
2. **LABEL:**
Font-size is 12px.

3. **FORM FIELD:**
Height should be 35px.

4. **PLACEHOLDER TEXT:**
Font-size is 14px.

5. **BUTTON: Submit**
Button color is Green #007867 on hover and click color will change to light green #01948a.




# 2.2 Partner Application Page Mobile and Tablet View

## Description

## Annotations

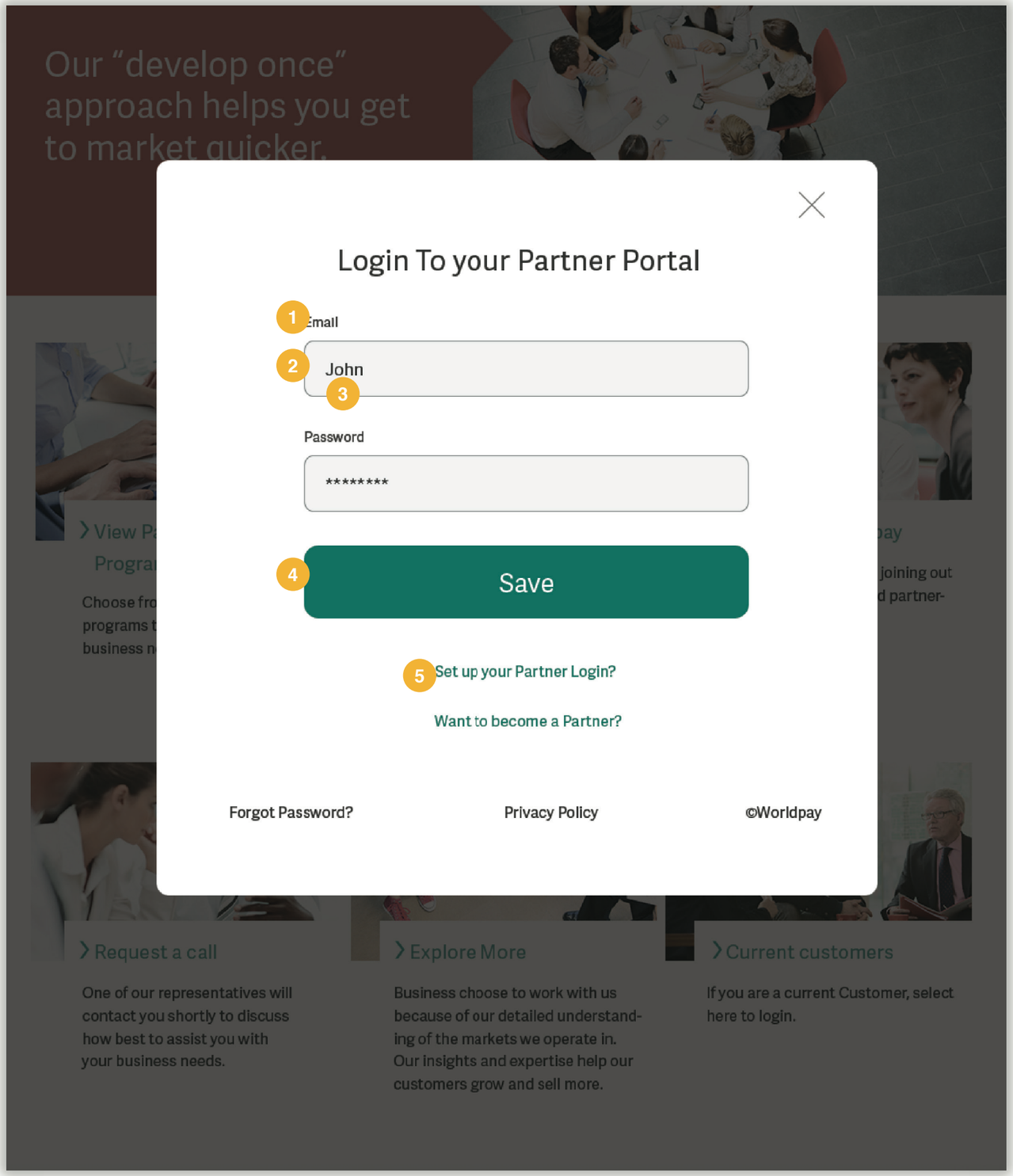
1. **CONTENT:**
Content Title is 30px. Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

2. **LABEL:**
Font-size is 12px.

3. **FORM FIELD:**
Height should be 35px.

4. **PLACEHOLDER TEXT:**
Font-size is 14px.

# Components

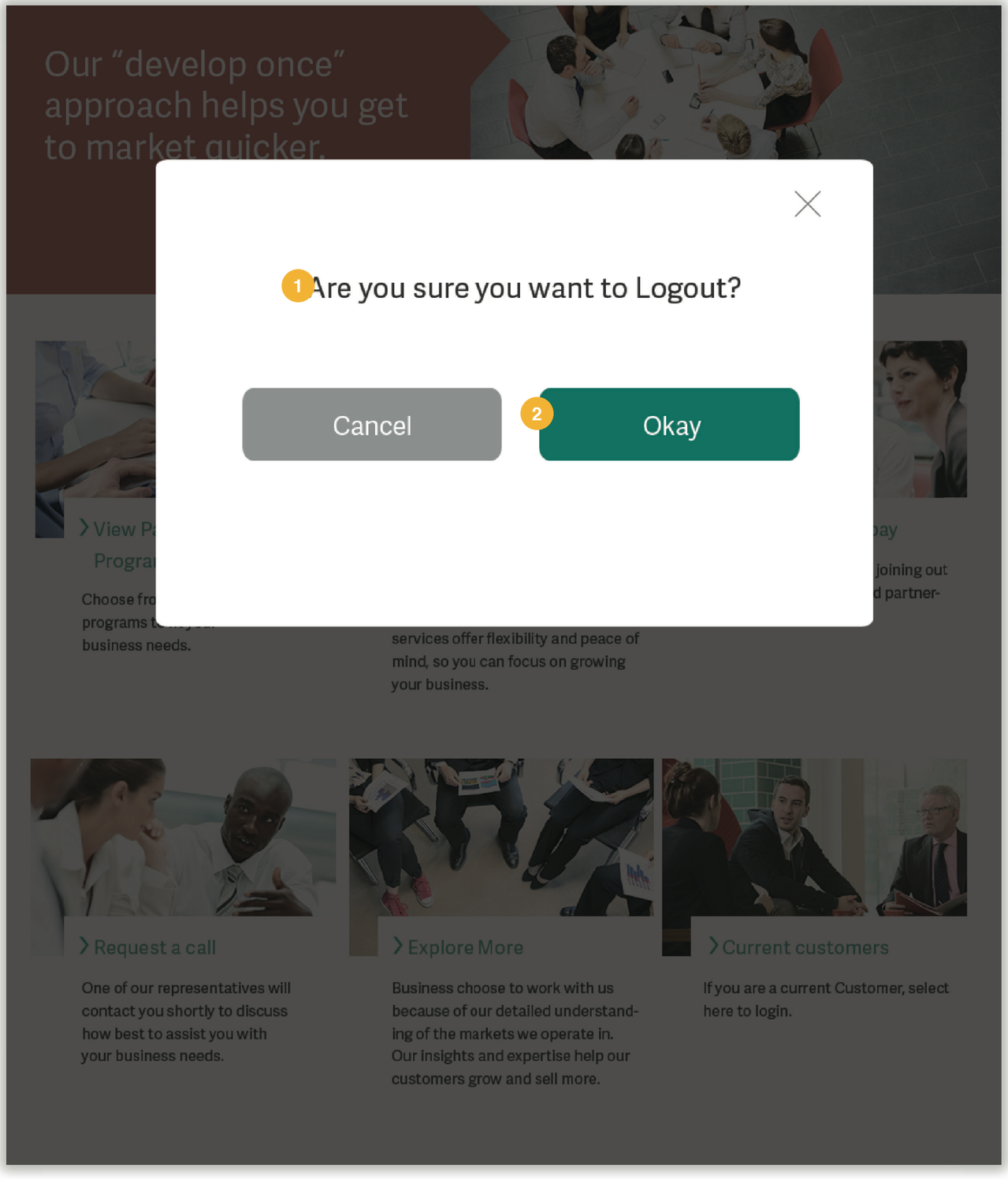



# Login Modal

## Description

## Annotations

1. **LABEL:**
   Font-size is 12px.
2. **FORM FIELD:**
   Height should be 35px.
3. **PLACEHOLDER TEXT:**
   Font-size is 14px.
4. **BUTTON: Save**
   Button color is Green #007867 on hover and click color will change to light green #01948a.
5. **LINKS: Page Content**
   Page content links will use the color green (# #007867). On hover links display green underline. Font size is 16px.



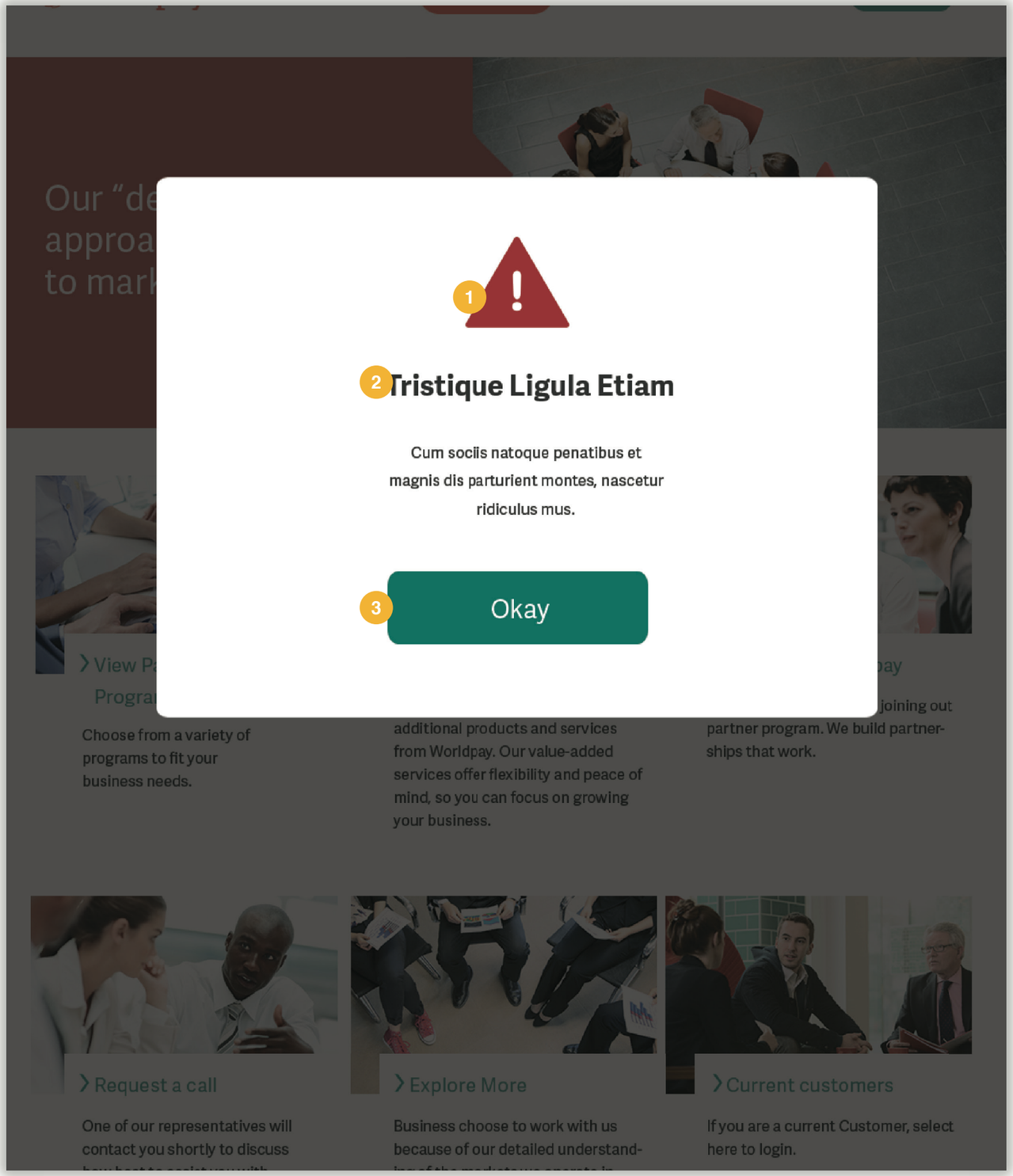

## Logout Modal

### Description

### Annotations

1. **CONTENT**
Content font size is 16px. All page content will be leverage #666666 and use line height of 1.5em.

2. **BUTTON: Save**
Button color is Green #007867 on hover and click color will change to light green #01948a.

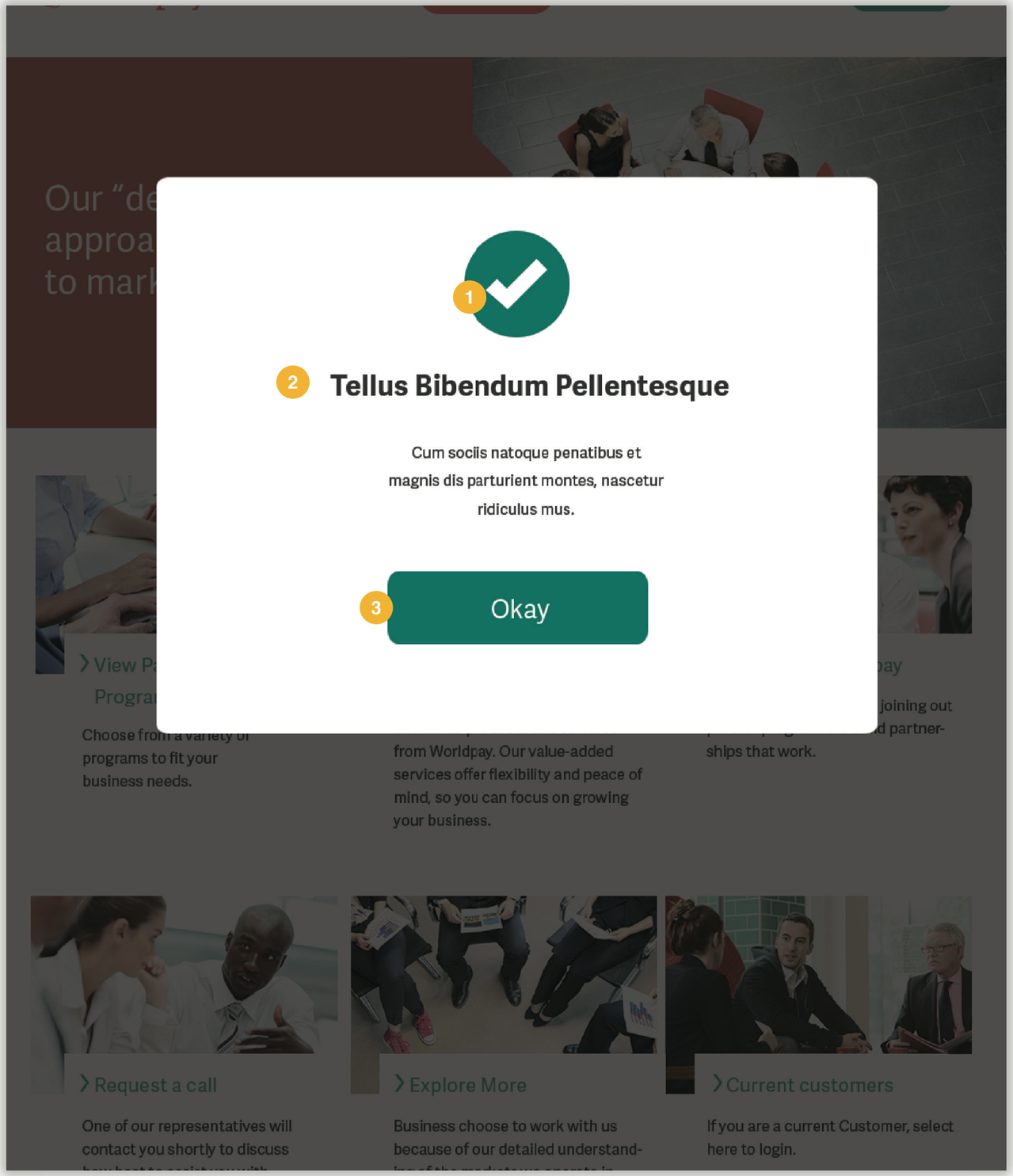



# Modal Error Message

## Description

## Annotations

1. **ICON: Error**
   Icon size is 400px x 347px. Icon color is a83434
2. **LINKS: Page Content**
   Content Title is 30px. Page content will leverage #007867 and use line height of 1.5em.
3. **BUTTON: Save**
   Button color is Green #007867 on hover and click color will change to light green #01948a.




## Confirmation Message

### Description

### Annotations

1. **ICON: Confirm**
   Icon size is 400px x 347px. Icon color is Green #007867

2. **LINKS: Page Content**
   Content Title is 30px. Page content will leverage #007867 and use line height of 1.5em.

3. **BUTTON: Save**
   Button color is Green #007867 on hover and click color will change to light green #01948a.

# ASD Extension Project

## Detailed Wireframes Document

Version 2.1 | 10.29.2014

© 2014 Virtusa Corporation.  All Rights Reserved.

## Revision History

| Date | Version | Description |
|---|---|---|
| June 30, 2014 | 2.1 | Changes made to Merchant and Partner wireframes per Worldpay Demo |

# Contents

**SPRINT 0 . . . . . 4**

**Merchant Flow Extension . . . . . 5**

1.1 Merchant Landing Page . . . . . 6
1.1 Merchant Landing Page Tablet and Mobile View . . . . . 7
1.3 Request A Call Back . . . . . 8
1.3 Request A Call Back Tablet and Mobile View . . . . . 9
1.3.1 Request A Callback Preferences . . . . . 10
1.3.1 Request A Callback Preferences Tablet and Mobile View . . . . . 11
1.3.2 Confirmation Screen . . . . . 12
1.3.2 Confirmation Screen Tablet and Mobile View . . . . . 13

**Developer Flow Extension. . . . . 14**

1.2 Developer Getting Started Bundle Landing Page . . . . . 15
1.2 Developer Getting Started Bundle Landing Page . . . . . 16
1.2 Developer Getting Started Bundle Landing Page (Tablet and Mobile) 17
1.3 Developer Mobile Library Download Starter Kit . . . . . 18
1.3 Developer Mobile Library Download Starter Kit (Tablet and Mobile) 19
1.4 Download Sample Code from Github . . . . . 20
1.4 Download Sample Code from Github (Tablet and Mobile) . . . . . 21
2.1 Create A Developer Account . . . . . 22
2.1 Create A Developer Account . . . . . 23

**Partner Flow Extension . . . . . 24**

1.1 Partner Landing Page . . . . . 25
1.1 Partner Landing Page . . . . . 26
2.4 Partner Application . . . . . 27
2.4 Partner Application . . . . . 28
1.2 Partner Application Confirmation . . . . . 29
1.2 Partner Application Confirmation . . . . . 30
2.9.1 Partner Login . . . . . 31
2.9.1 Partner Login . . . . . 32
1.1 Partner Landing Page (Logged In) . . . . . 33
1.1 Partner Landing Page . . . . . 34

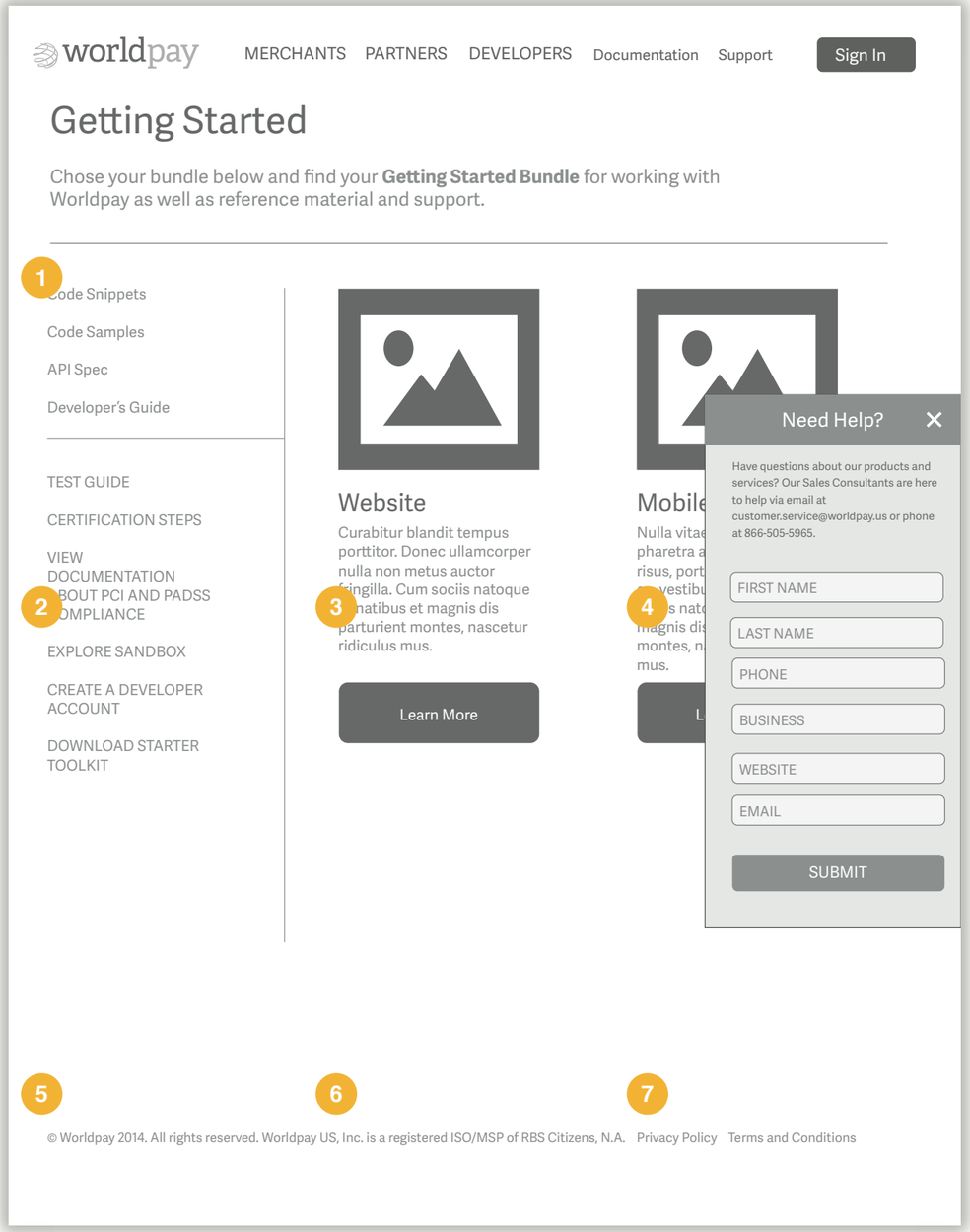
**Partner Flow Extension (Create Login and Password) . . . . . 35**

2.1 Partner Registration . . . . . 36
2.1 Partner Registration . . . . . 37
2.1.2 Partner Dashboard . . . . . 38
2.1.2 Partner Dashboard . . . . . 39
2.9.1 Partner Login . . . . . 40
2.9.1 Partner Login . . . . . 41

# *SPRINT 0*

# Merchant Flow Extension

The following wireframes represent the initial concept for the functional design of the High-Level Redesign.




## 1.1 Merchant Landing Page

**Description**
User arrives to Merchant Landing Page after clicking on "Merchants" on Onboarding Landing Page.

**Annotations**

1. **HERO UNIT:**
Rotating header displaying the most recent Merchant related Marketing opportunities.

2. **COMPONENT: Apply For Processing Services**
On click, user navigates to the Apply for Processing Services flow.

3. **COMPONENT: View Pricing**
On click, user navigates to View Pricing flow.

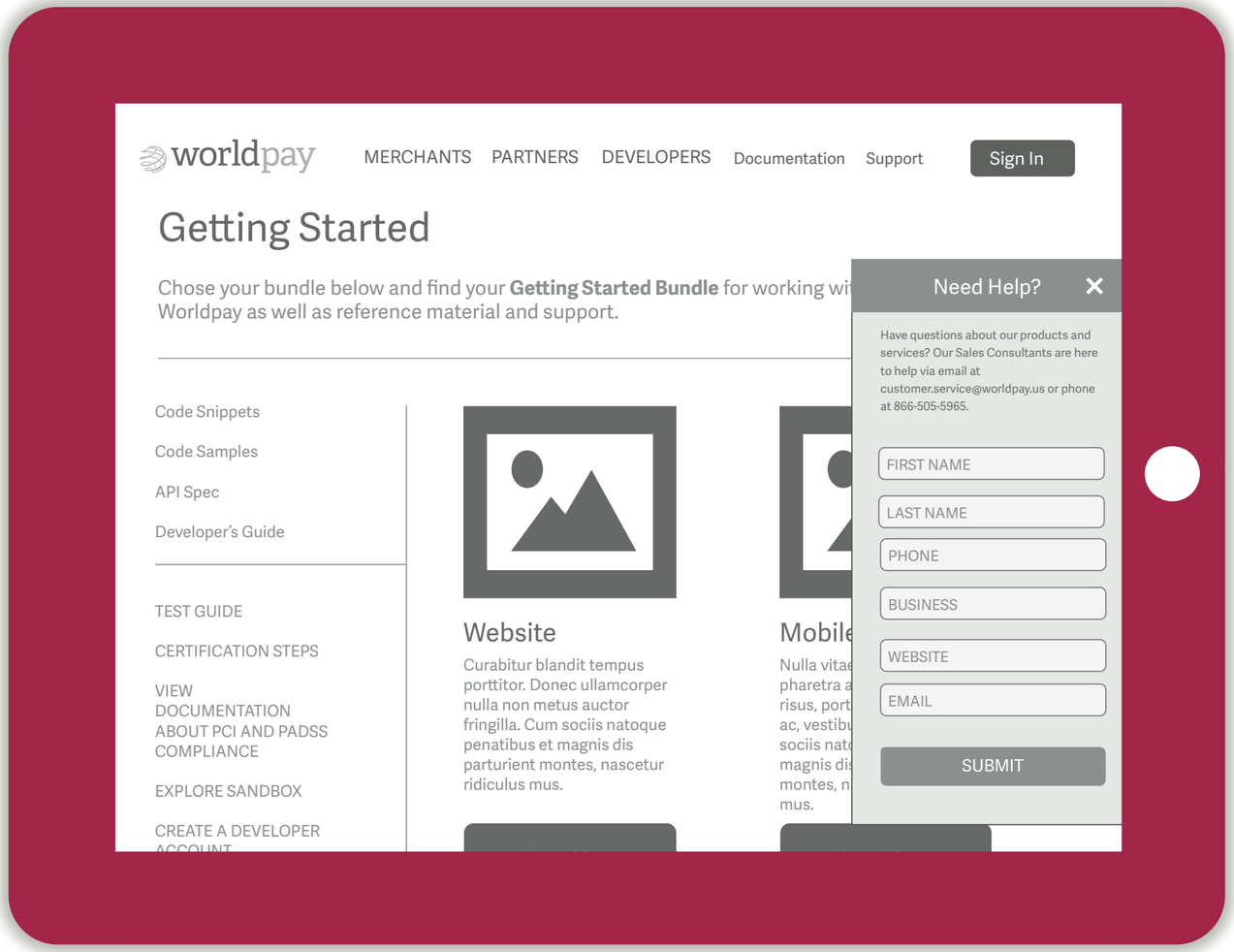
4. **COMPONENT: Supported POS**
On click, user navigates to Supported POS flow.

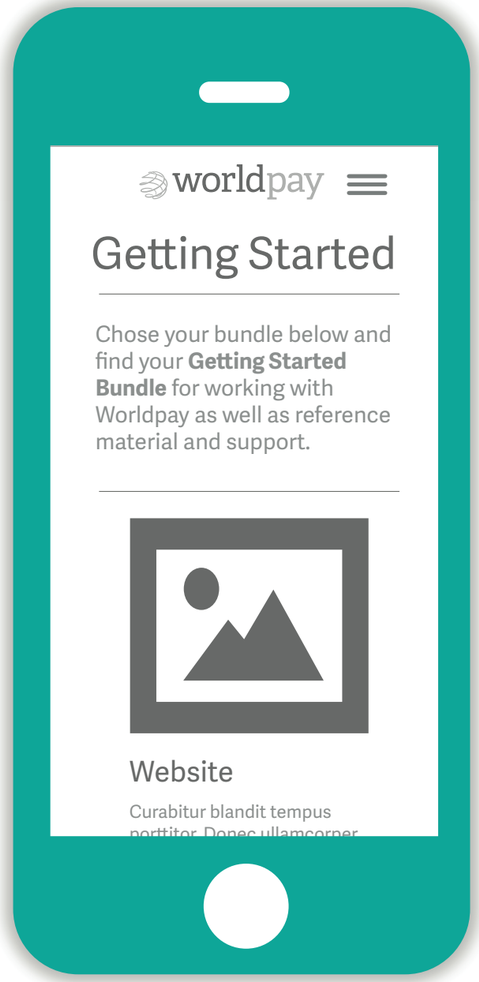
5. **COMPONENT: Request A Call**
On click, user is prompted to enter information into lead tracking form and select the "Request A Call Back" option.

6. **COMPONENT: Shop Services**
On click, user navigates to Learn More About Merchant Services flow.

7. **COMPONENT: Current Customers**
On click, user navigates to the Merchant Portal login form.

*If no SSO available user is navigated to the Merchant Portal landing page.



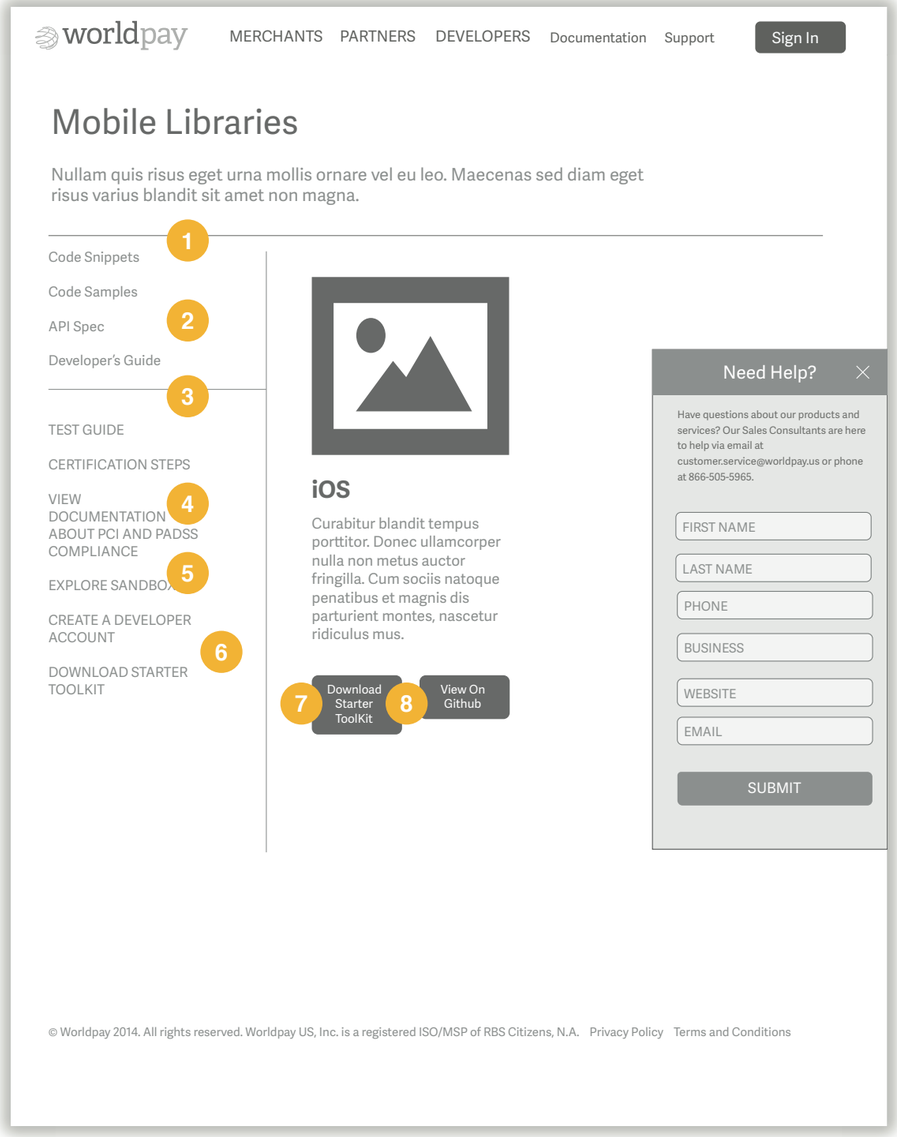




## 1.1 Merchant Landing Page Tablet and Mobile View

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

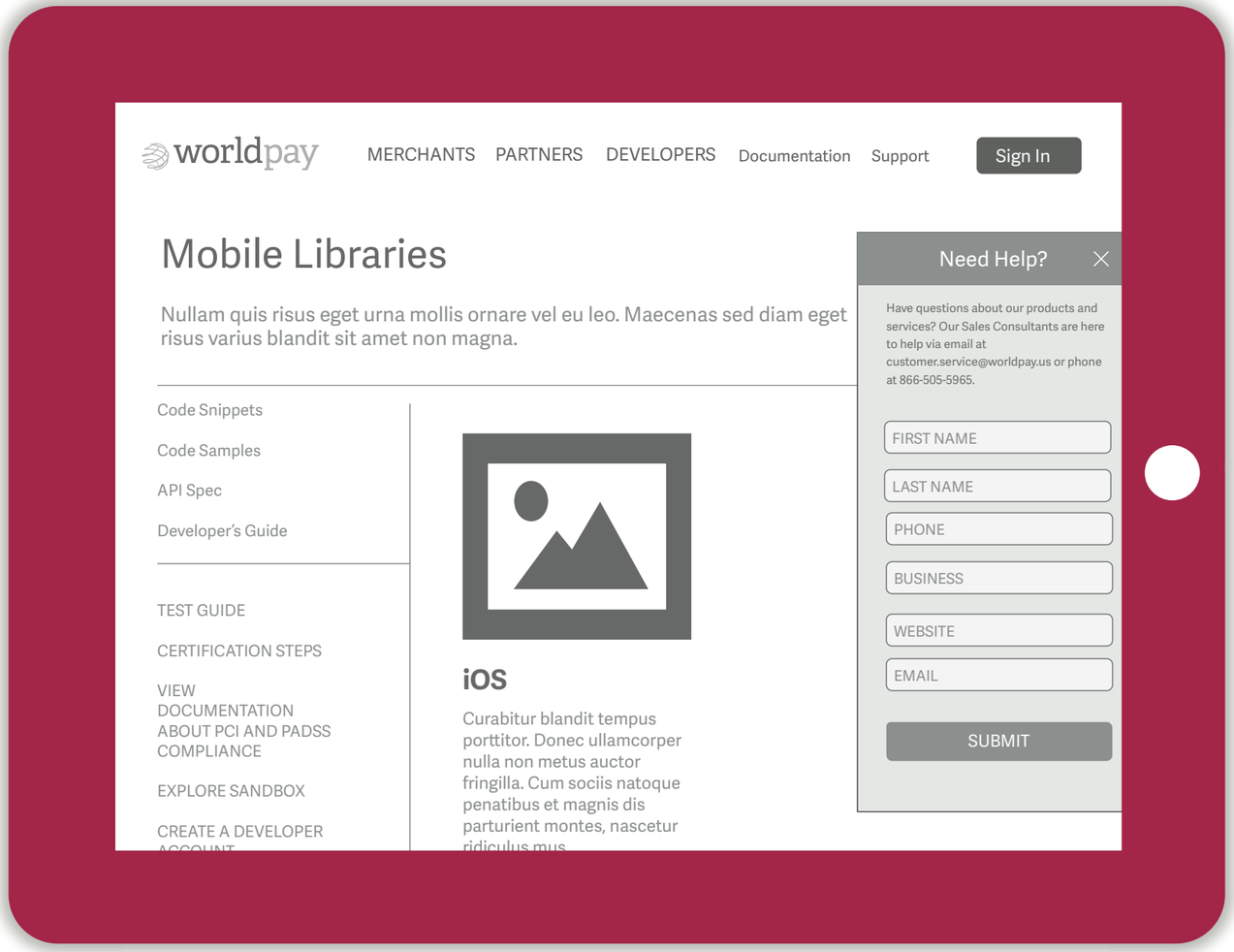


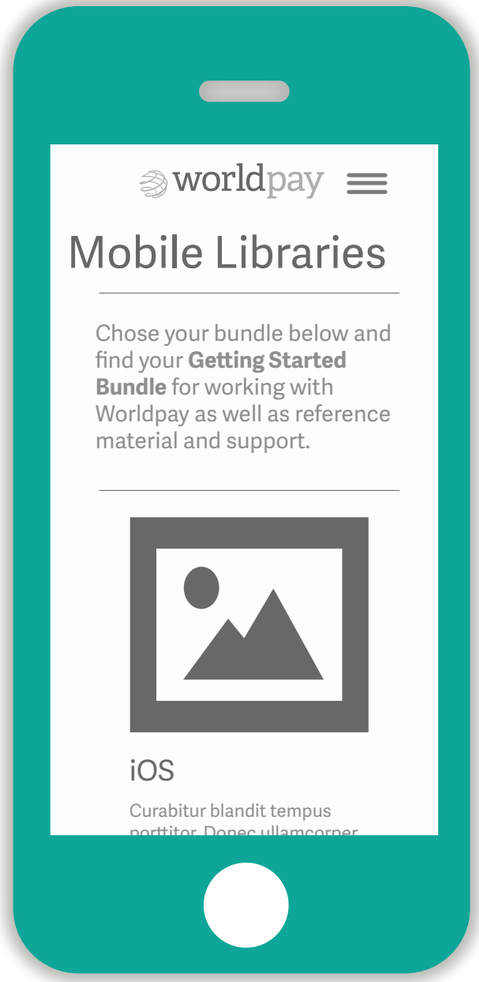

# 1.3 Request A Call Back

## Description

## Annotations

1. **INPUT FORM: First Name**
   User is prompted to input first name.
2. **INPUT FORM: Last Name**
   User is prompted to input last name.
3. **INPUT FORM: Business Name**
   User is prompted to input business name.
4. **INPUT FORM: Phone Number**
   User is prompted to input phone number.
5. **INPUT FORM: Email**
   User is prompted to input email.
6. **DROPDOWN MENU: Choose your industry**
   User is prompted to select from prepopulated industry list.
7. **DROPDOWN MENU: Annual Sales**
   User is prompted to select from prepopulated annual sales list.
8. **BUTTON: Request A Callback**
   On click, user navigates to Call Back preferences modal.



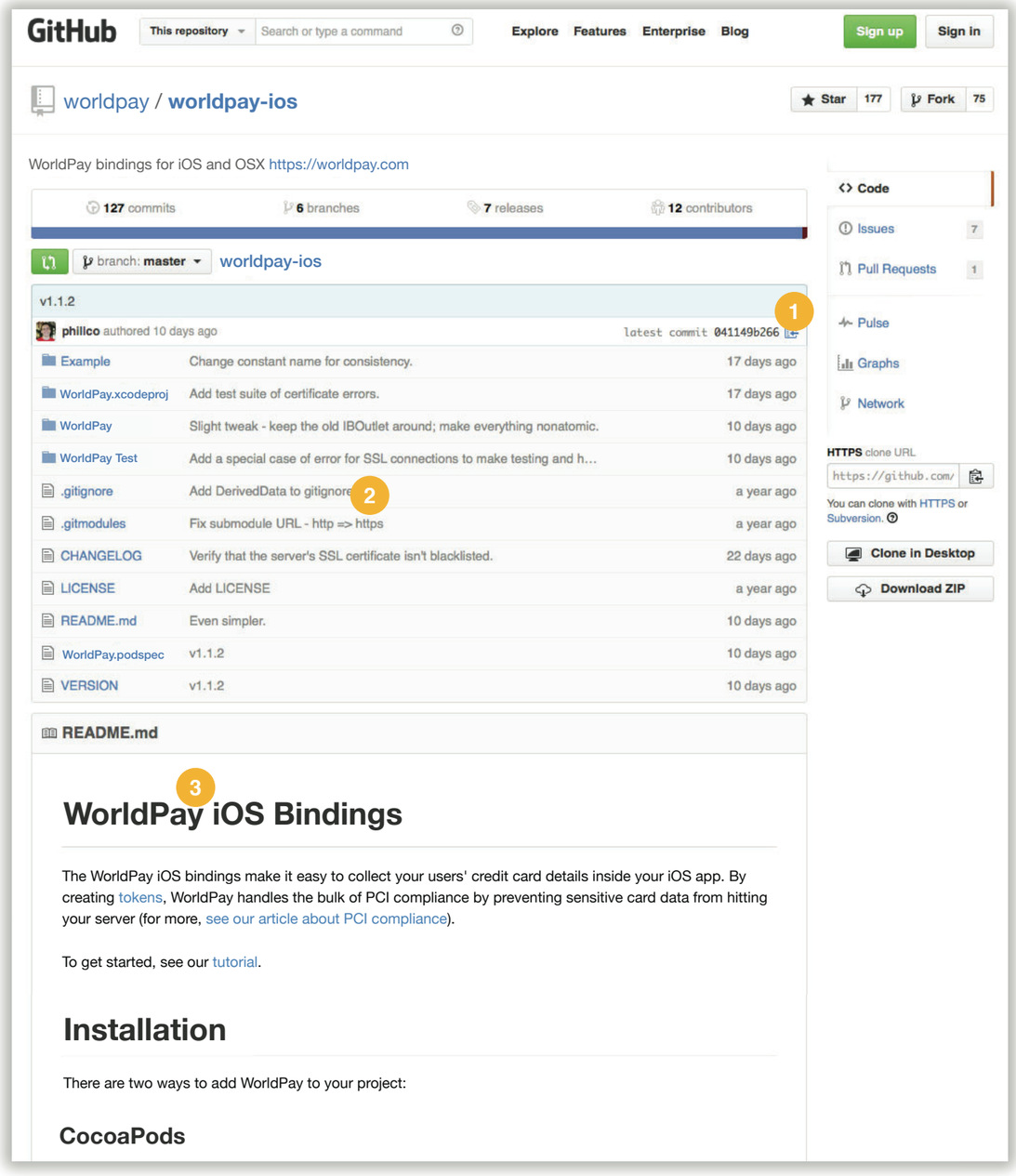




## 1.3 Request A Call Back Tablet and Mobile View

### Description

### Annotations

1. **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

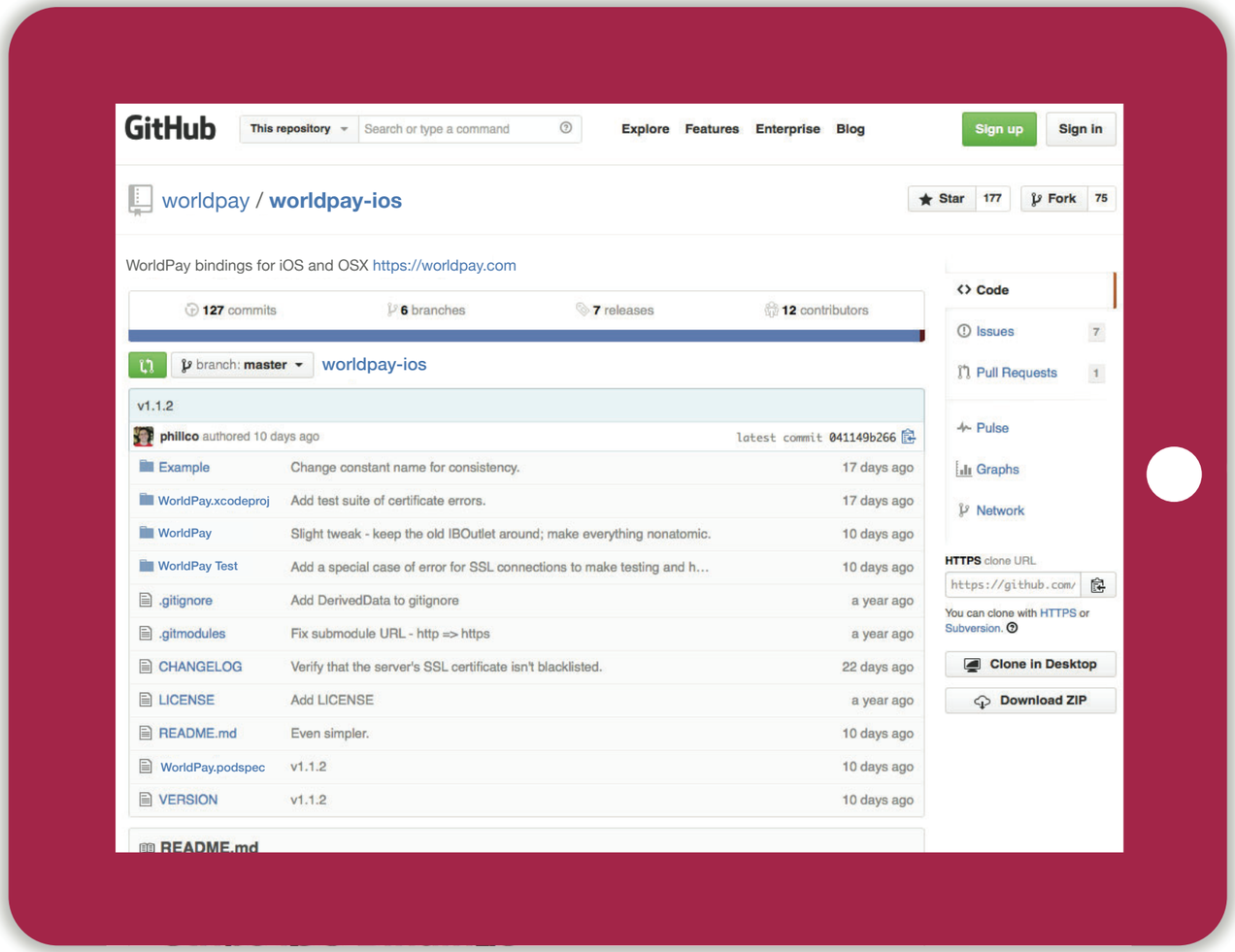


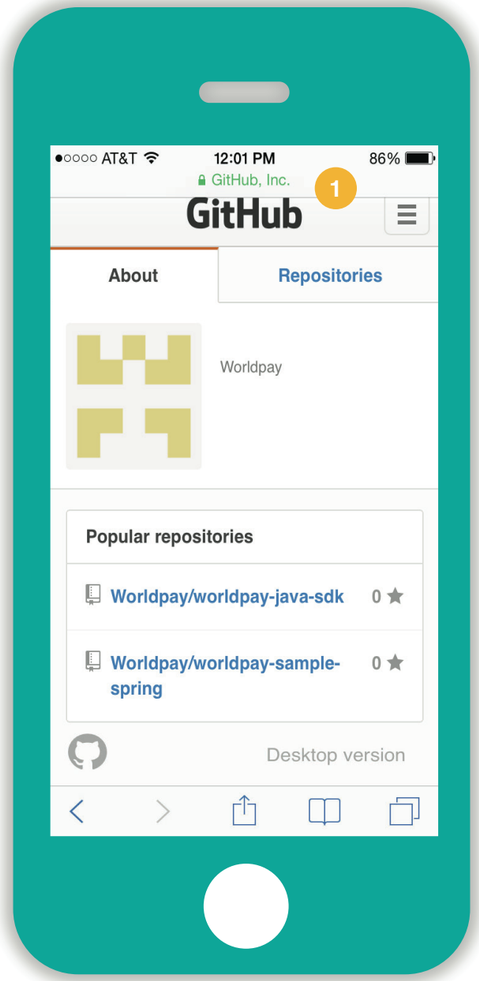

## 1.3.1 Request A Callback Preferences

**Description**
User navigates to page by clicking “Request A Callback button” on previous modal.

**Annotations**

1. **BUTTON: Dismissal**
   On click, user dismisses Callback preference modal.
2. **SELECTOR: Contact Preference**
   User selects contact preference.
3. **BUTTON: Submit**
   On click, user navigates to confirmation modal.



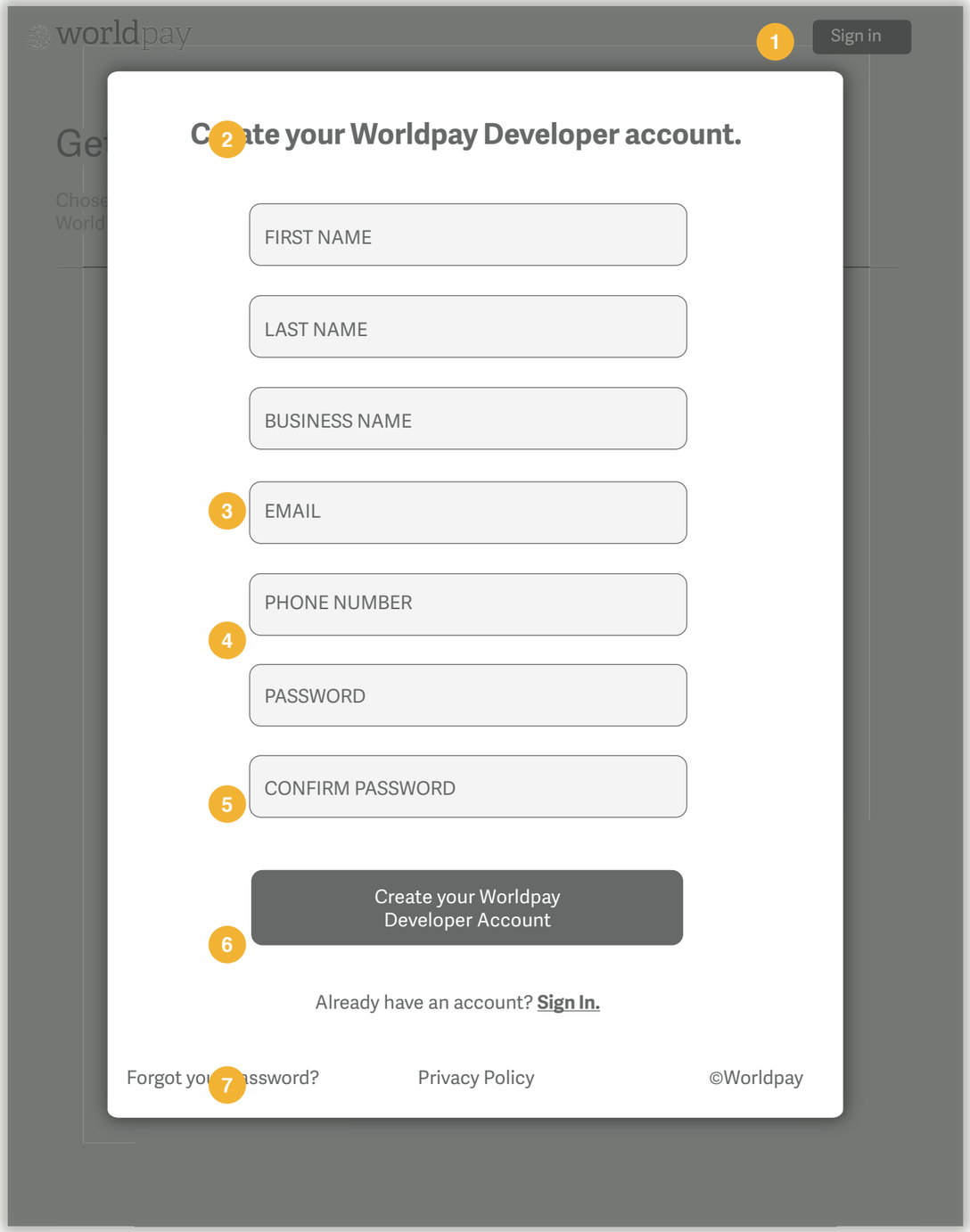




## 1.3.1 Request A Callback Preferences Tablet and Mobile View

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.




## 1.3.2 Confirmation Screen

**Description**
User navigates to page by clicking “Submit” on Request A Callball Preferemces modal.

**Annotations**

1. **BUTTON: Dismissal**
On click, user dismisses Callback preference modal.

2. **CONTENT: Thank You**
Content verifying users submission and explaining next steps.

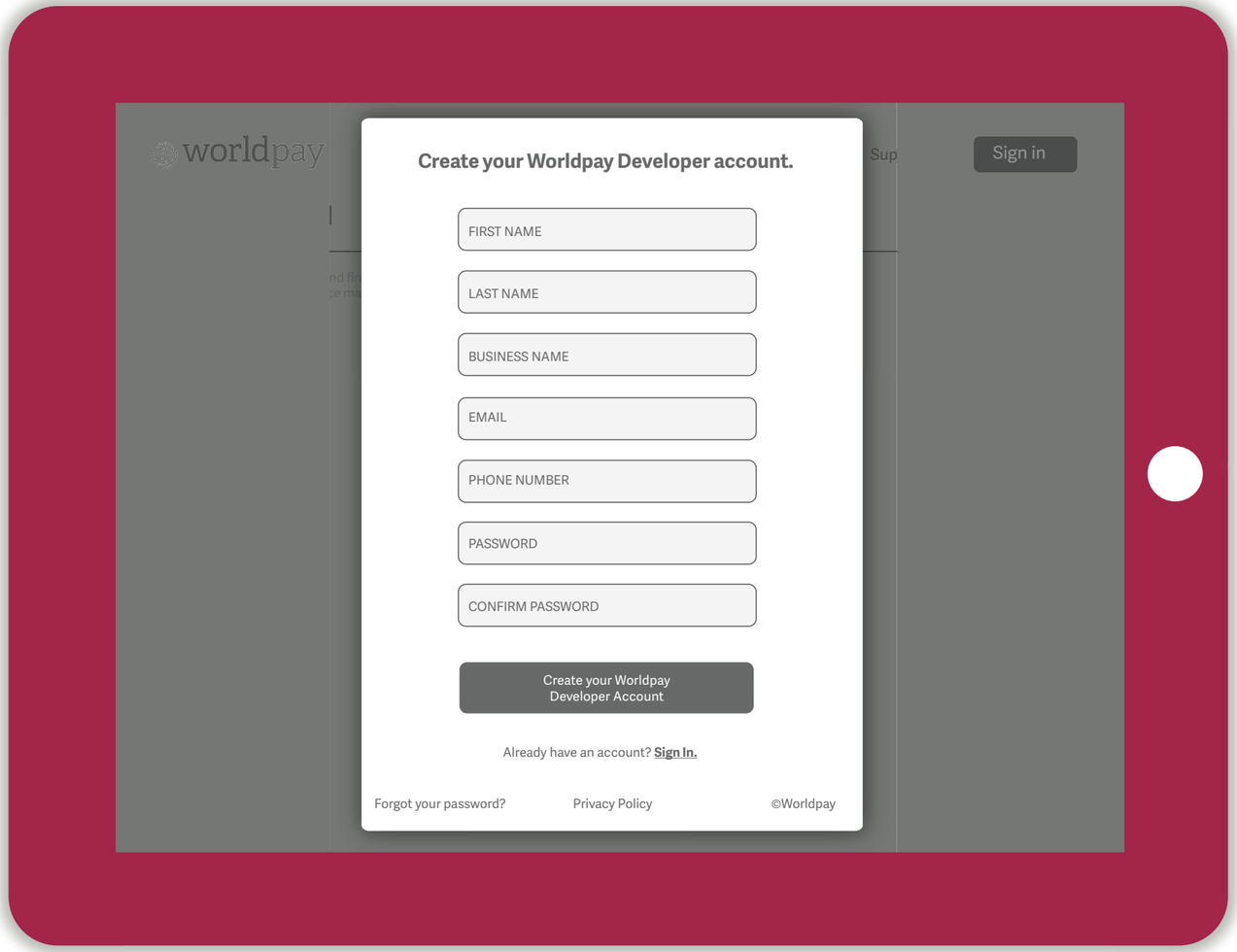
3. **BUTTON: Apply For Processing**
On click, user navigates to Apply For Processing flow.

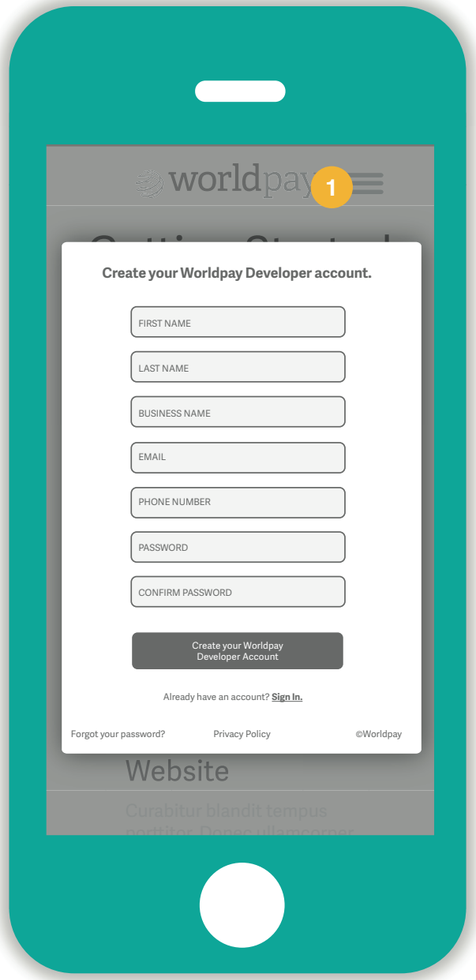
4. **BUTTON: View Pricing**
On click, user navigates to View Pricing flow.

5. **BUTTON: Supported POS**
On click, user navigates to Supported POS flow.

6. **BUTTON: Shop Services**
On click, user navigates to Shop Services flow.

7. **BUTTON: Current Customers**
On click, user navigates to Current Customers flow.




## 1.3.2 Confirmation Screen Tablet and Mobile View

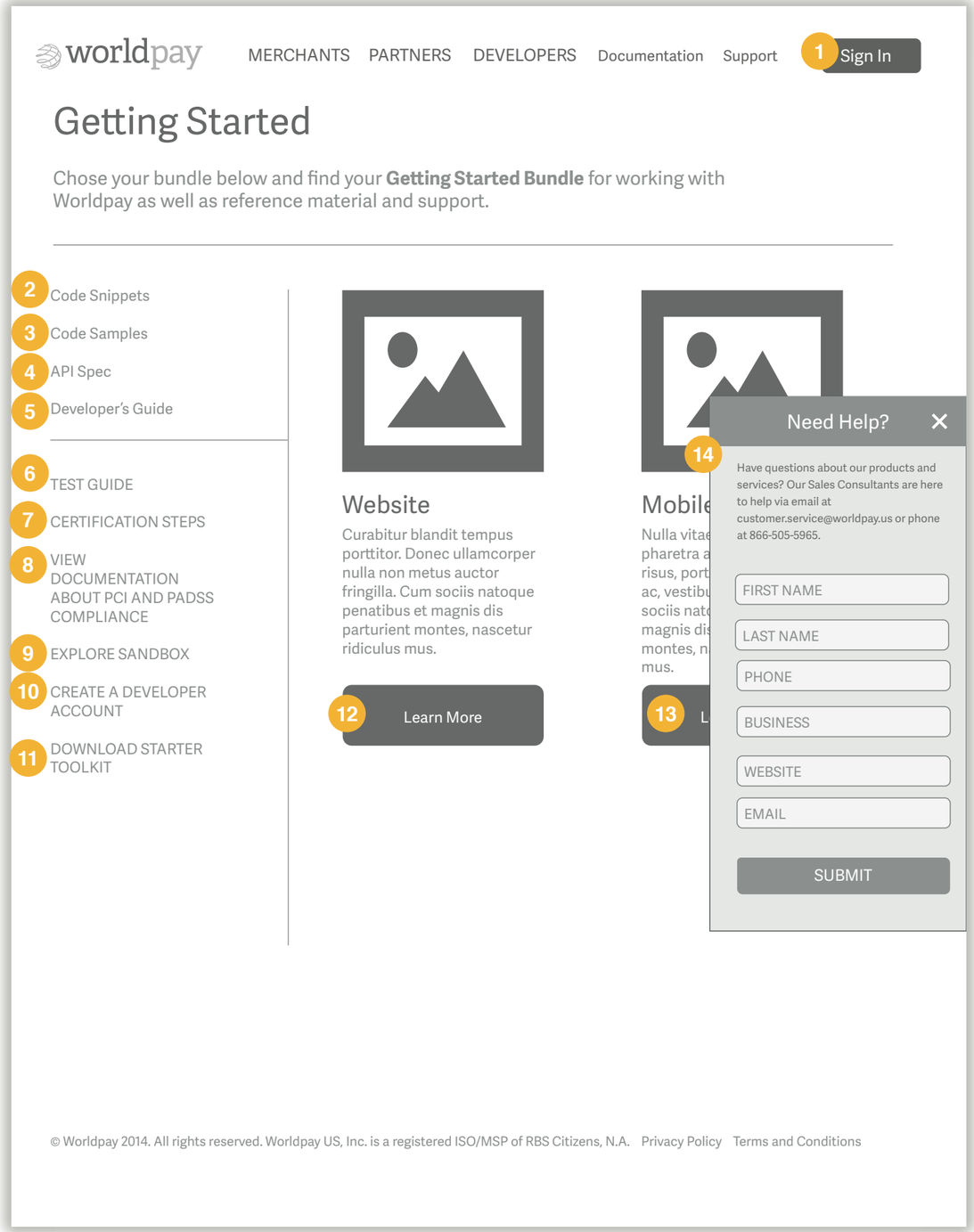
### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

# Developer Flow Extension

The following wireframes represent the initial concept for the functional design of the High-Level Redesign.

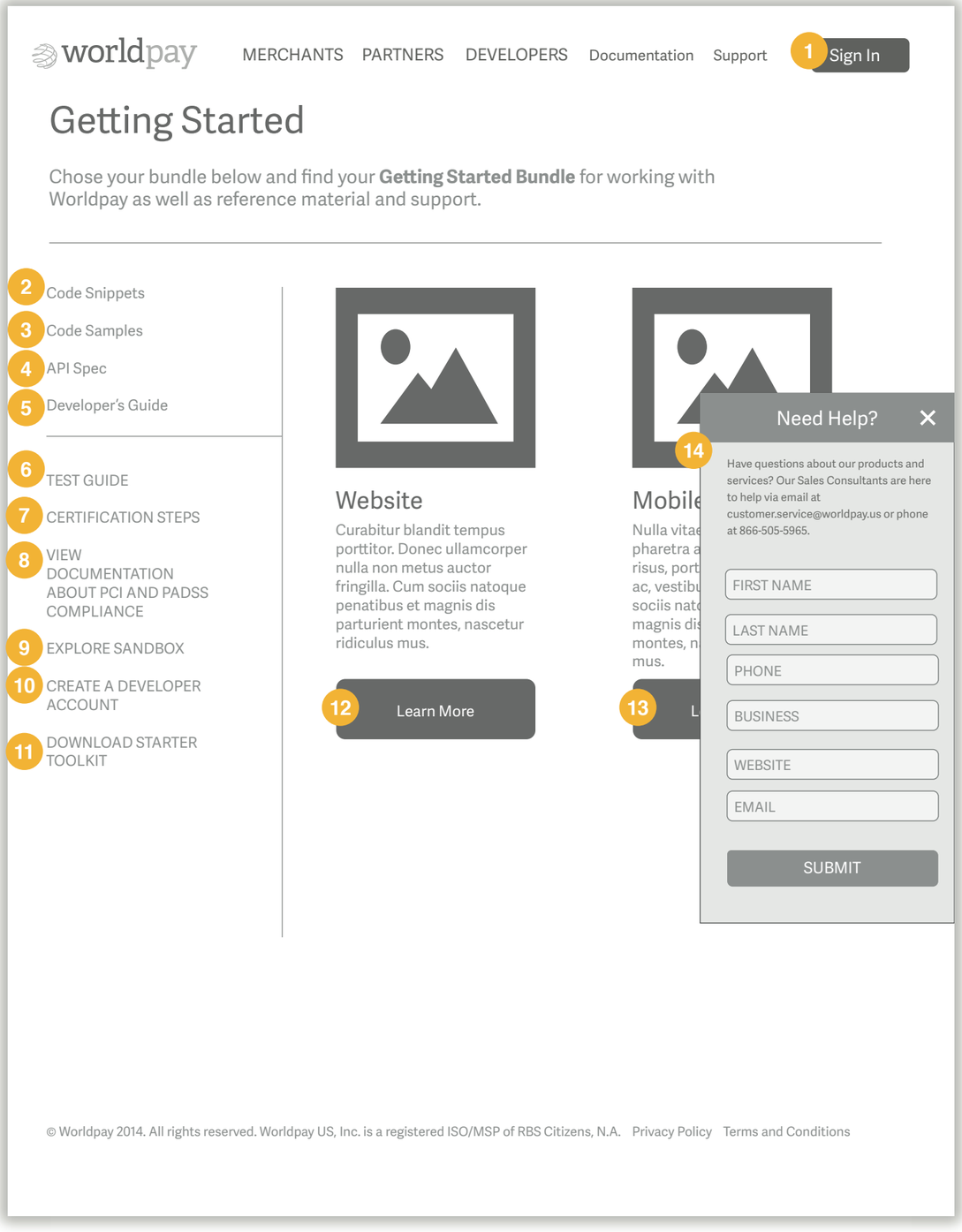



# 1.2 Developer Getting Started Bundle Landing Page

## Description

## Annotations

1. **CONTENT: Sign In**
   On click, user triggers Developer Sign In Modal.
2. **LINK: Code Snippets**
   On click, user navigates to Code Snippets page.
3. **LINK: Code Samples**
   On click, user navigates to Code Samples page where code can be filtered by language and industry.
4. **LINK: API Spec**
   On click, user navigates to API Spec page.
5. **LINK: Developer's Guide**
   On click, user navigates to Developer's Guide page.
6. **LINK: Test Guide**
   On click, user navigates to Test Guide page.
7. **LINK: Certification Steps**
   On click, user navigates to Certification Steps flow.
8. **LINK: View Documentation about PCI and PADSS Compliance**
   On click, user navigates to View Documentation about PCI and PADSS Compliance page.
9. **Link: Explore Sandbox**
   On click, user navigates to Explore Sandbox page.
10. **LINK: Create A Developer Account**
    On click, user navigates to Create A Developer Account page.




## 1.2 Developer Getting Started Bundle Landing Page

### Description

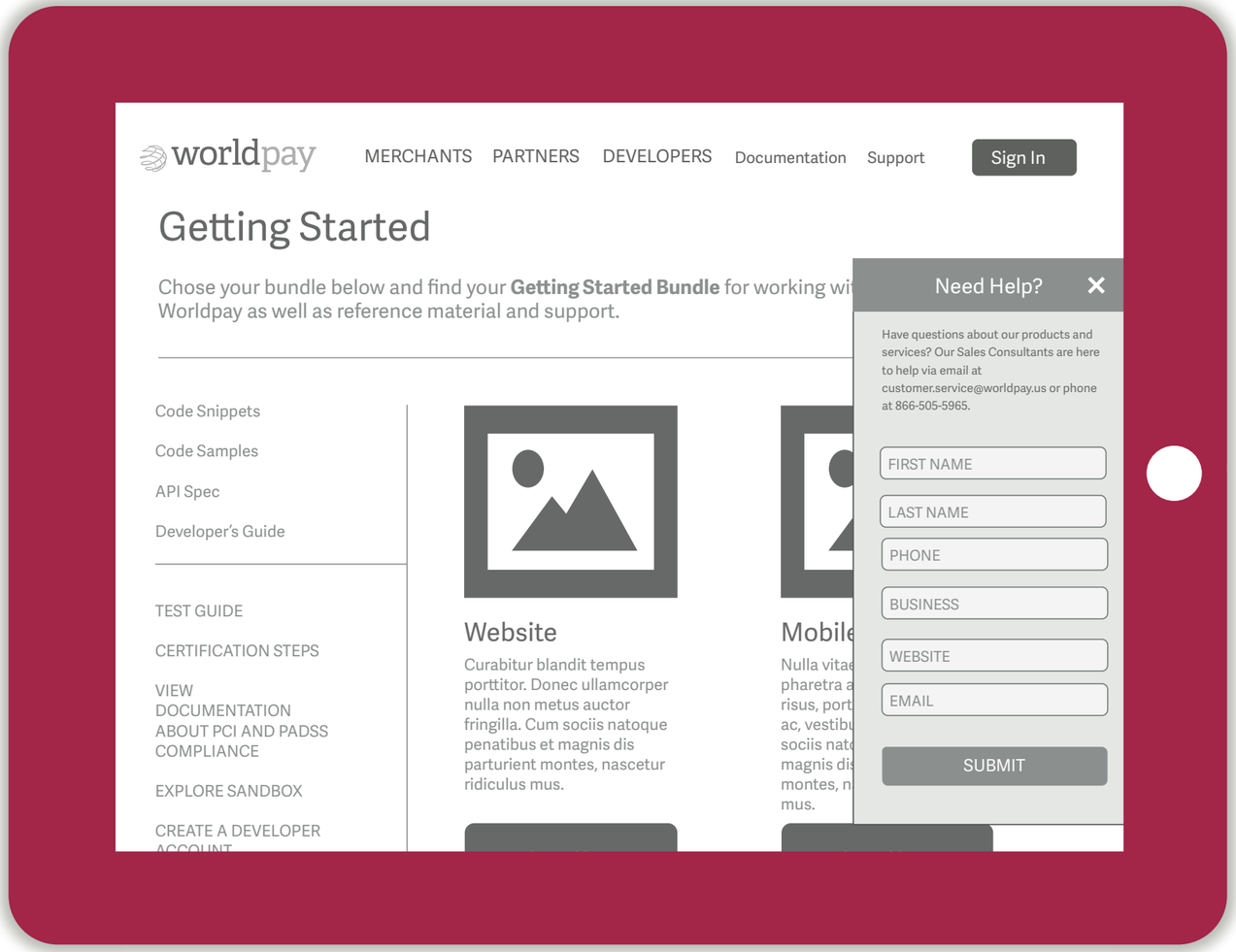
### Annotations

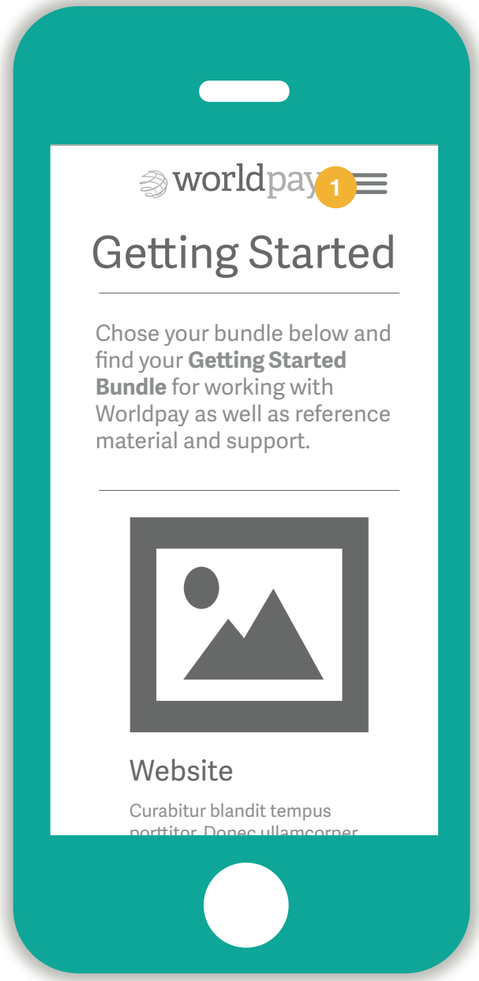
11 **LINK: Download Starter Kit**
On click, user navigates to Download Starter Kit page.

12 **LINK: Website/Learn More**
On click, user navigates to Website Libraries pages.

13 **LINK: Mobile/Learn More**
On click, user navigates to Mobile Libraries pages.

14 **MODAL: Lead Tracking/Need Help?**
Modal appears on page to assist user in accessing Worldpay representative.



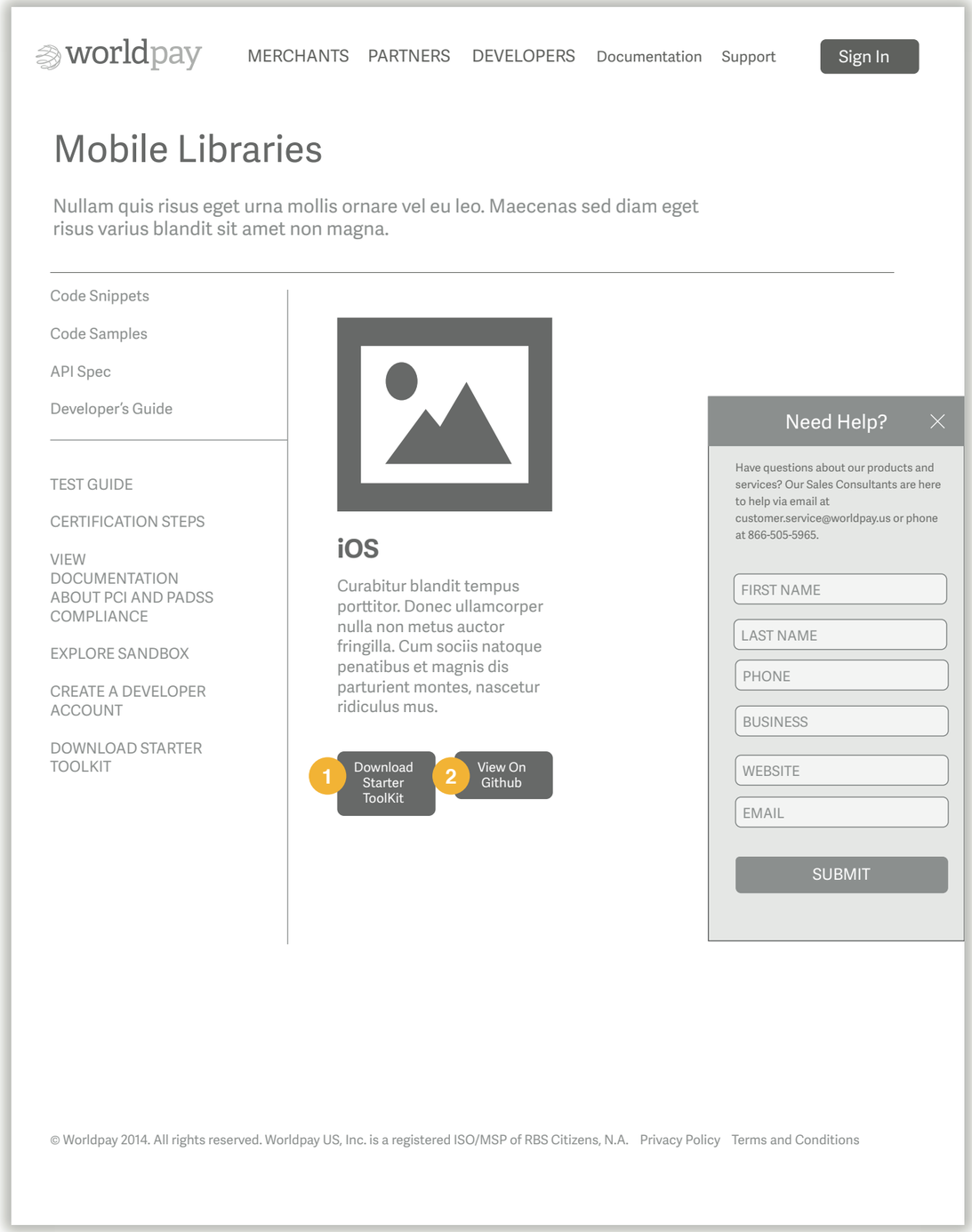




## 1.2 Developer Getting Started Bundle Landing Page (Tablet and Mobile)

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

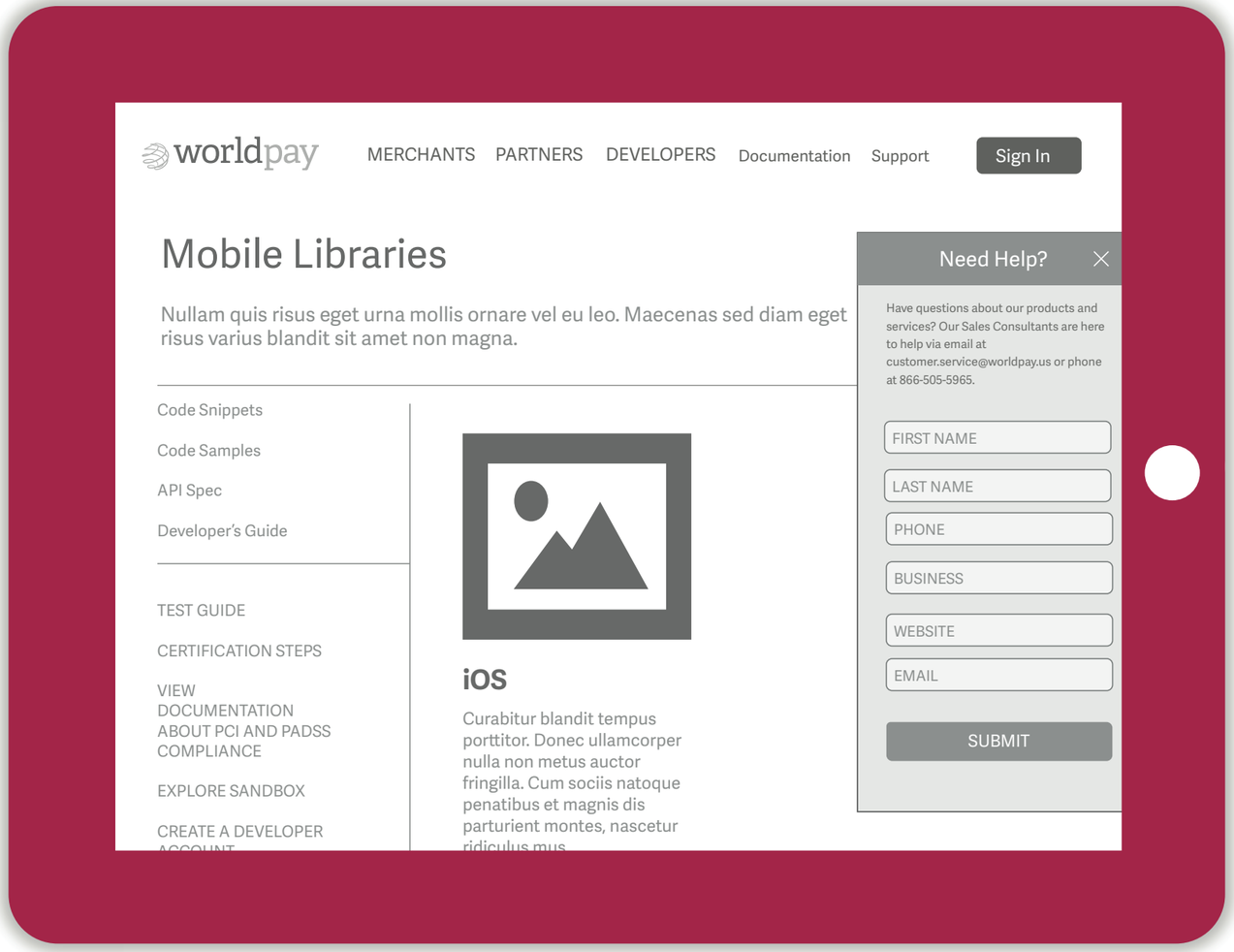


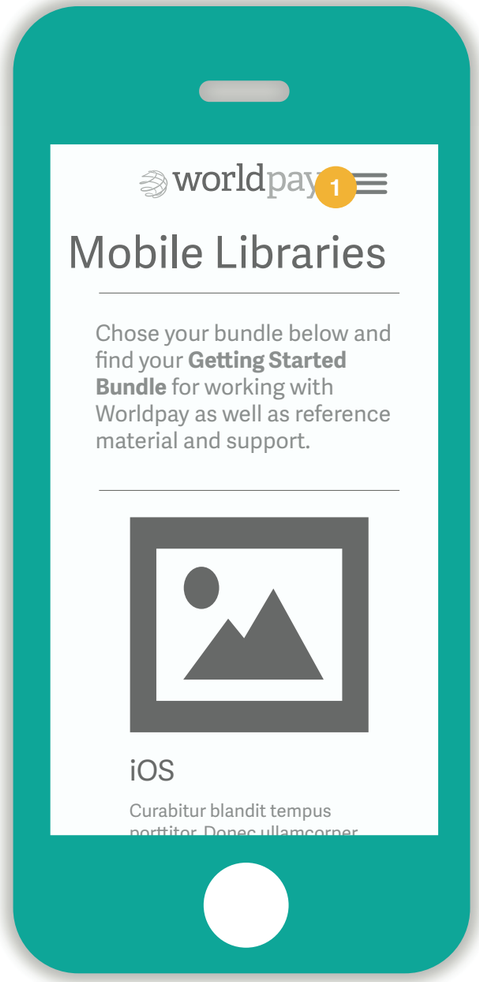

## 1.3 Developer Mobile Library Download Starter Kit

### Description

### Annotations

1. **BUTTON: Download Starter Kit**
   On click, user downloads starter kit.
2. **BUTTON: View On Github**
   On click, navigates to Worldpay section on Github.com



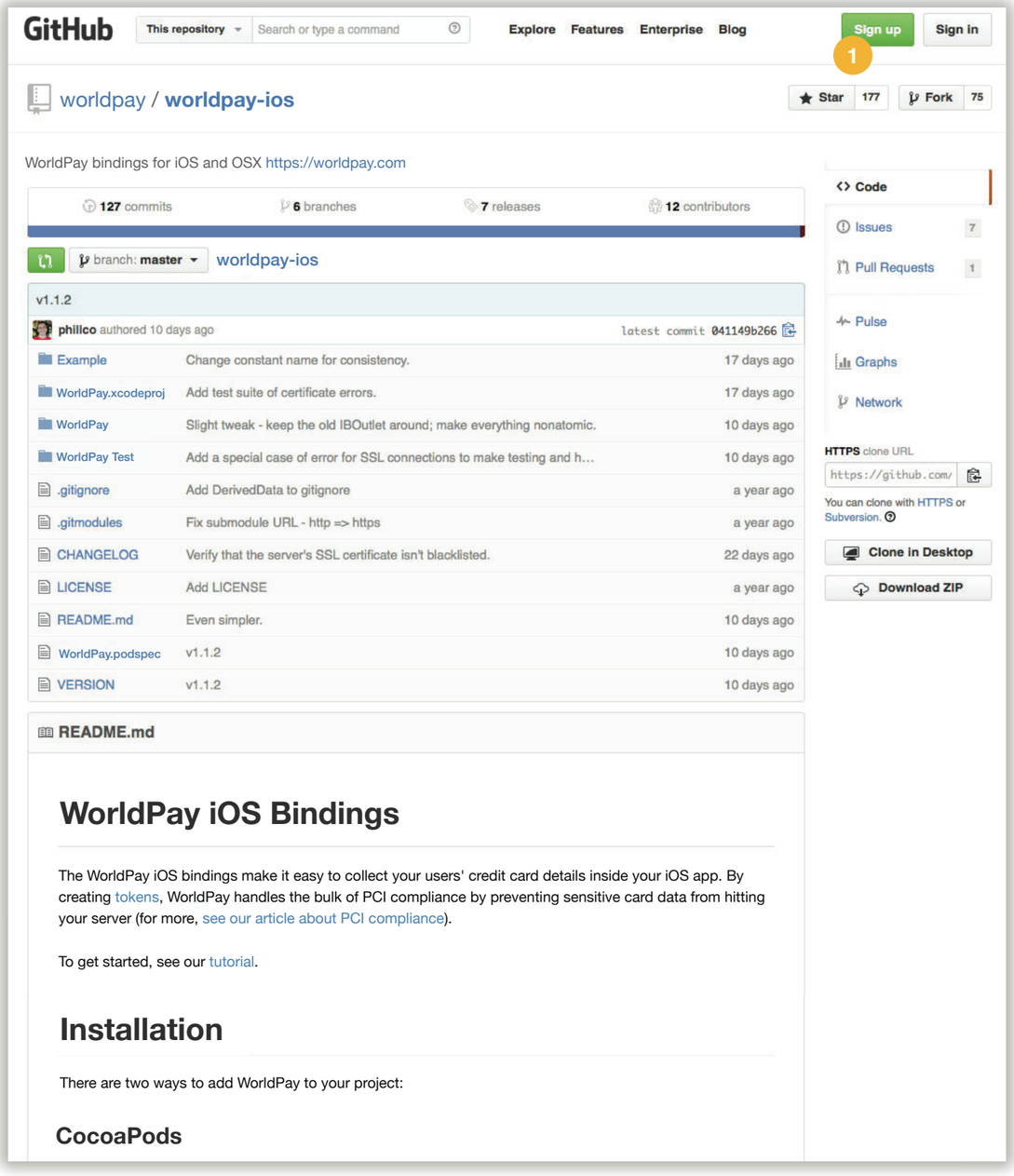




## 1.3 Developer Mobile Library Download Starter Kit (Tablet and Mobile)

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.



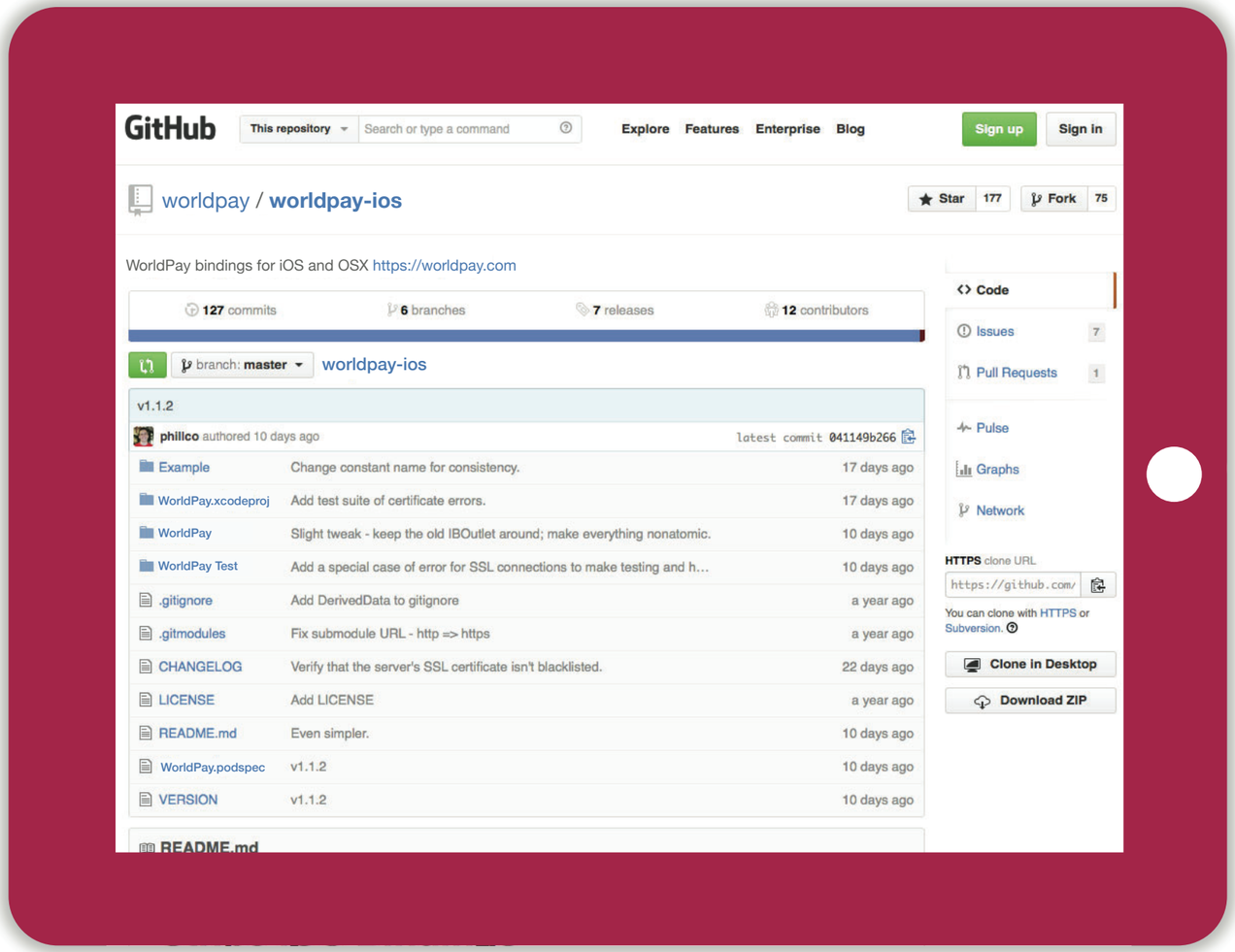

## 1.4 Download Sample Code from Github

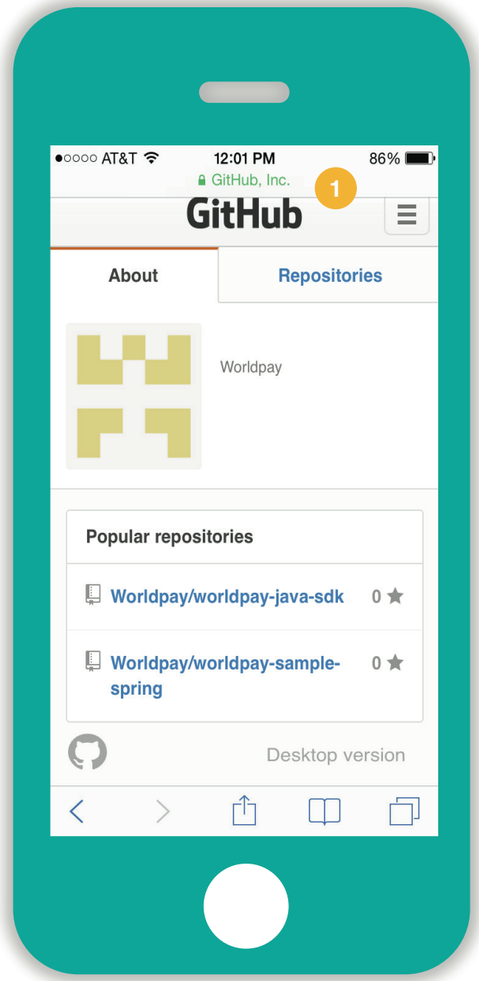
### Description

### Annotations

1 **PAGE: Worldpay section on Github.com**
On click, user triggers Developer Sign In Modal.

# 1.4 Download Sample Code from Github (Tablet and Mobile)

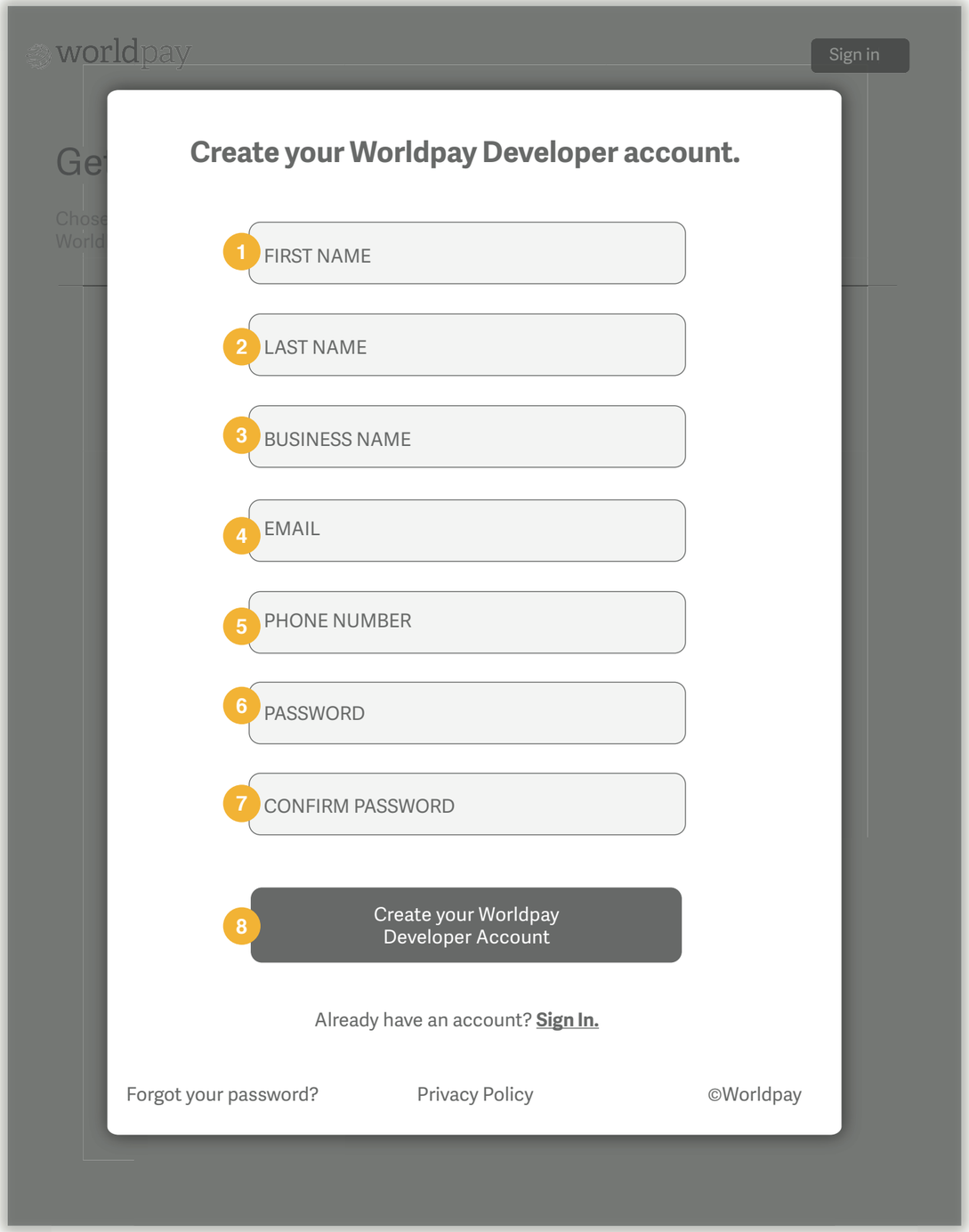



## Description

## Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.



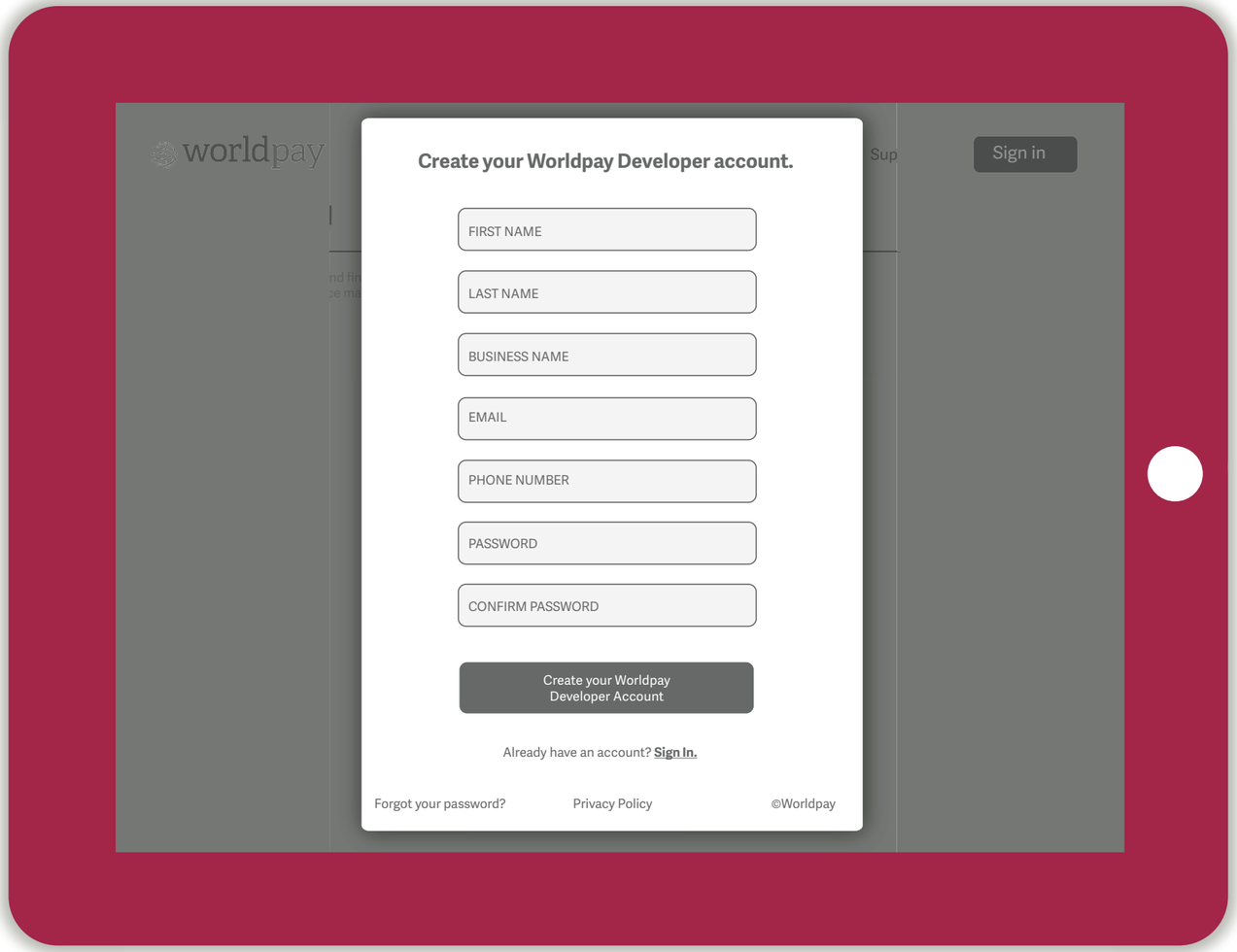

## 2.1 Create A Developer Account

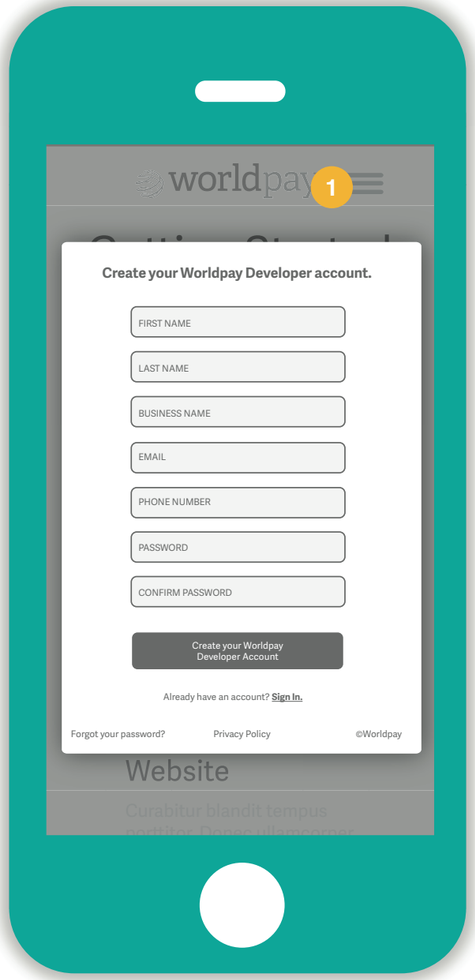
**Description**

**Annotations**

1. **INPUT FORM: First Name**
   User is prompted to input first name.
2. **INPUT FORM: Last Name**
   User is prompted to input last name.
3. **INPUT FORM: Business Name**
   User is prompted to input business name.
4. **INPUT FORM: Email**
   User is prompted to input email.
5. **INPUT FORM: Phone Number**
   User is prompted to input phone number.
6. **INPUT FORM: Password**
   User is prompted to input password.
7. **INPUT FORM: Confirm Password**
   User is prompted to confirm password.
8. **BUTTON: Create Your Worldpay Developer Account**
   On click, user confirms account.

# 2.1 Create A Developer Account



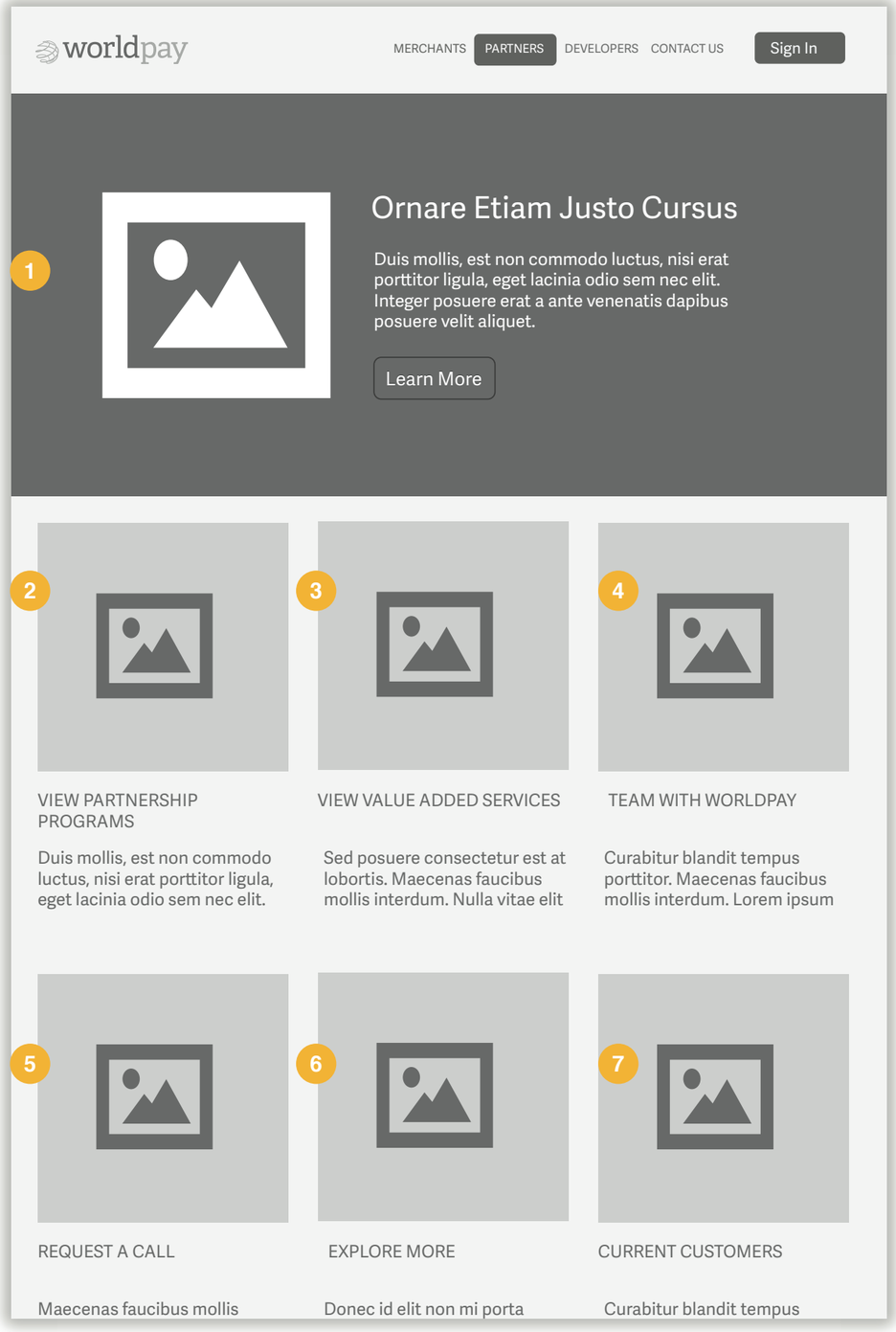

## Description

## Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

# Partner Flow Extension

The following wireframes represent the initial concept for the functional design of the High-Level Redesign.




## 1.1 Partner Landing Page

**Description**
User arrives to Partner Landing Page after clicking on “Partners” on Onboarding Landing Page.

**Annotations**

1. **HERO UNIT:**
Rotating header displaying the most recent Partner related Marketing opportunities.

2. **COMPONENT: View Partnership Programs**
On click, user navigates to the View Partnership Programs flow.

3. **COMPONENT: View Value Added Services**
On click, user navigates to View Value Added Services flow.

4. **COMPONENT: Team with Worldpay**
On click, user navigates to Team with Worldpay flow.

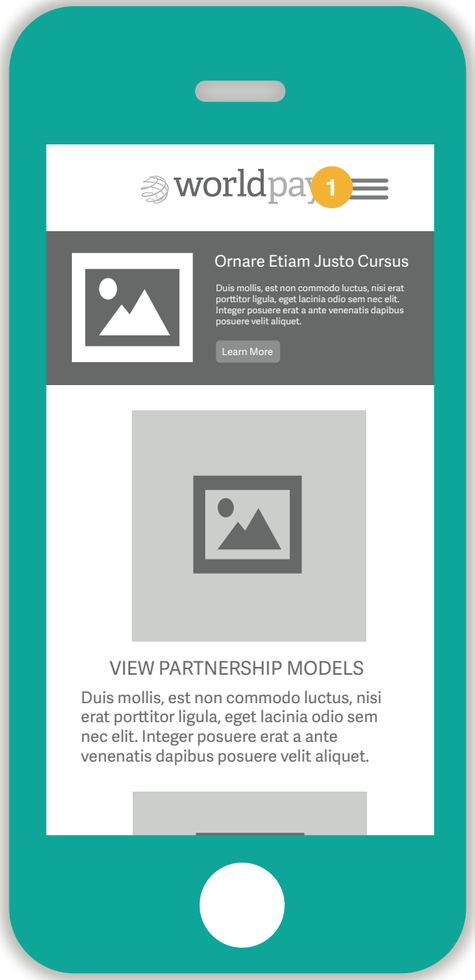
5. **COMPONENT: Request A Call**
On click, user navigates to Request A Call flow.

6. **COMPONENT: Explore More**
On click, user navigates to Explore More flow.

7. **COMPONENT: Current Customers**
On click, user navigates to Currnet Customers flow.

# 1.1 Partner Landing Page

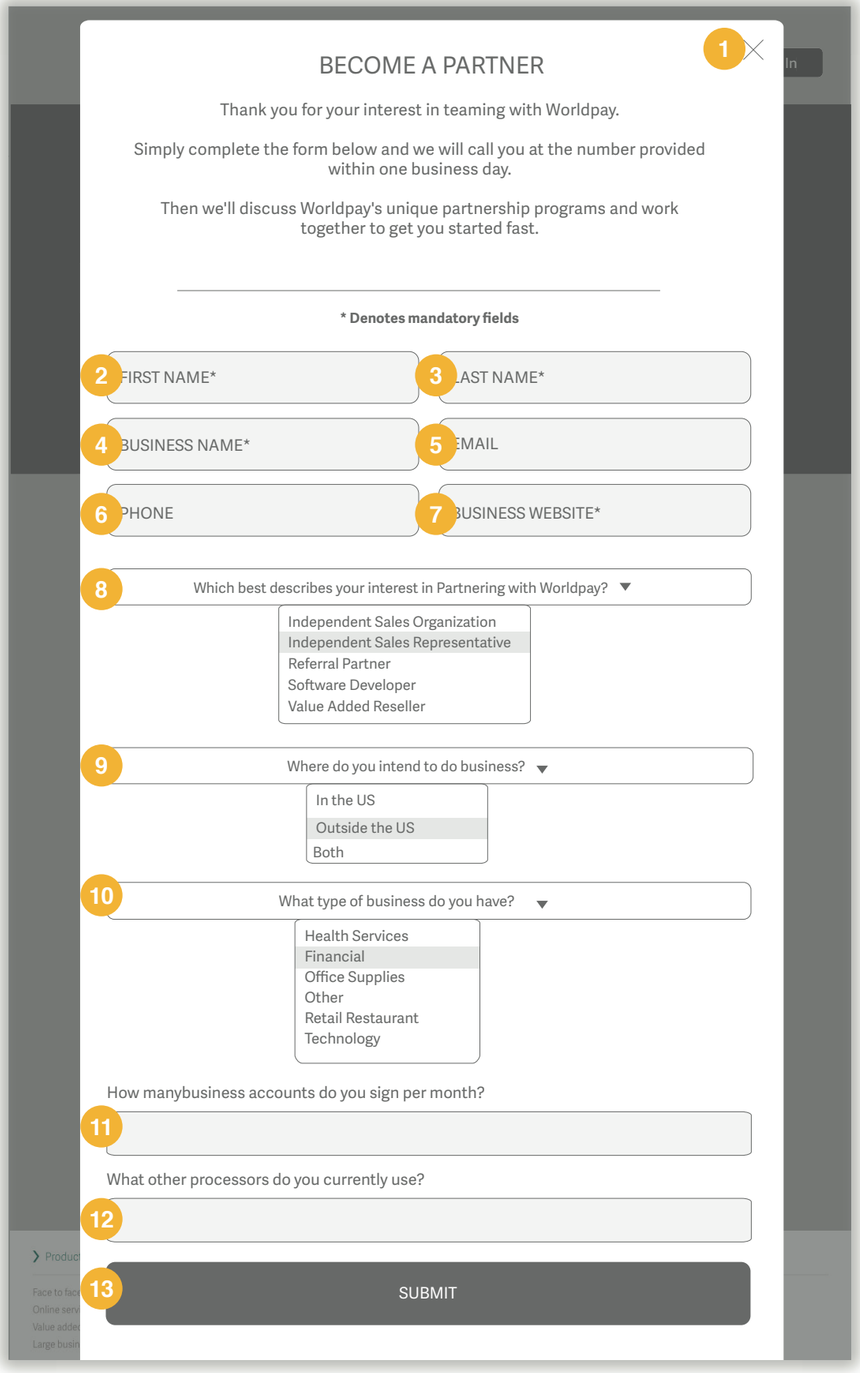



## Description

## Annotations

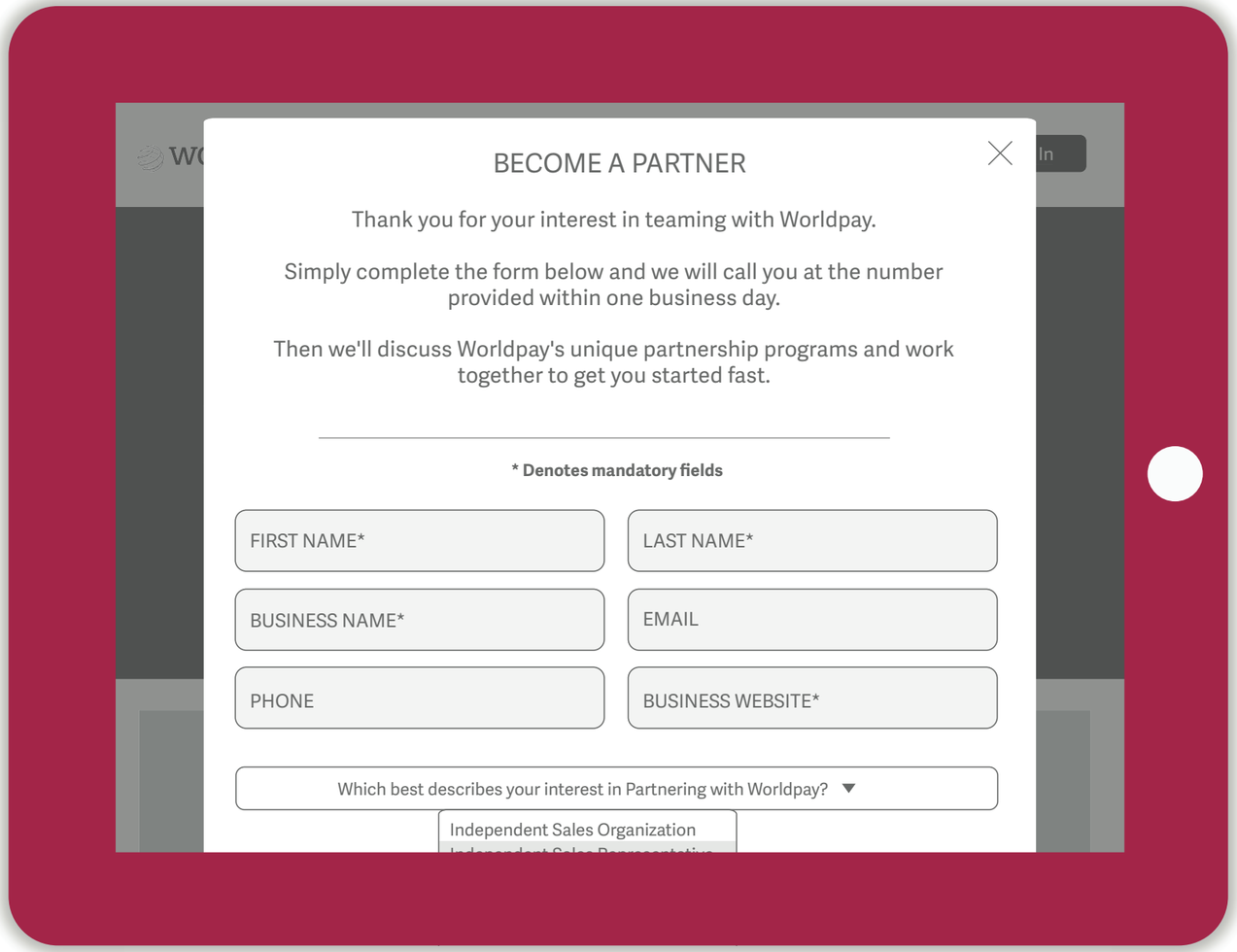
1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

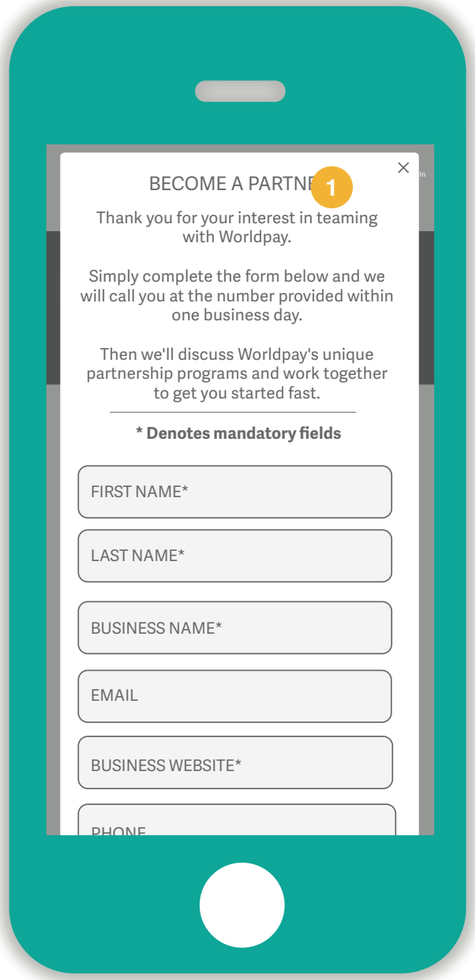



## 2.4 Partner Application

**Description**
**Annotations**

1. **BUTTON: Dismissal**
   On click, user dismisses Callback preference modal.
2. **INPUT FORM: First Name**
   User is prompted to input first name.
3. **INPUT FORM: Last Name**
   User is prompted to input last name.
4. **INPUT FORM: Business Name**
   User is prompted to input business name.
5. **INPUT FORM: Email**
   User is prompted to input email address.
6. **INPUT FORM: Phone**
   User is prompted to input phone number.
7. **INPUT FORM: Business Website**
   User is prompted to input business websiter url.
8. **DROPDOWN: Business Interest**
   User is prompted to select from prepopulated field.
9. **DROPDOWN: Business Intent Location**
   User is prompted to select from prepopulated field.
10. **DROPDOWN: Type of Business**
    User is prompted to input first name.
11. **INPUT FORM: Number of Business Accounts**
    User is prompted to input number of business accounts.
12. **INPUT FORM: Processors Currently In Use**
    User is prompted to input currently used processors.
13. **BUTTON: Submit**
    On click, user confirms form submission.



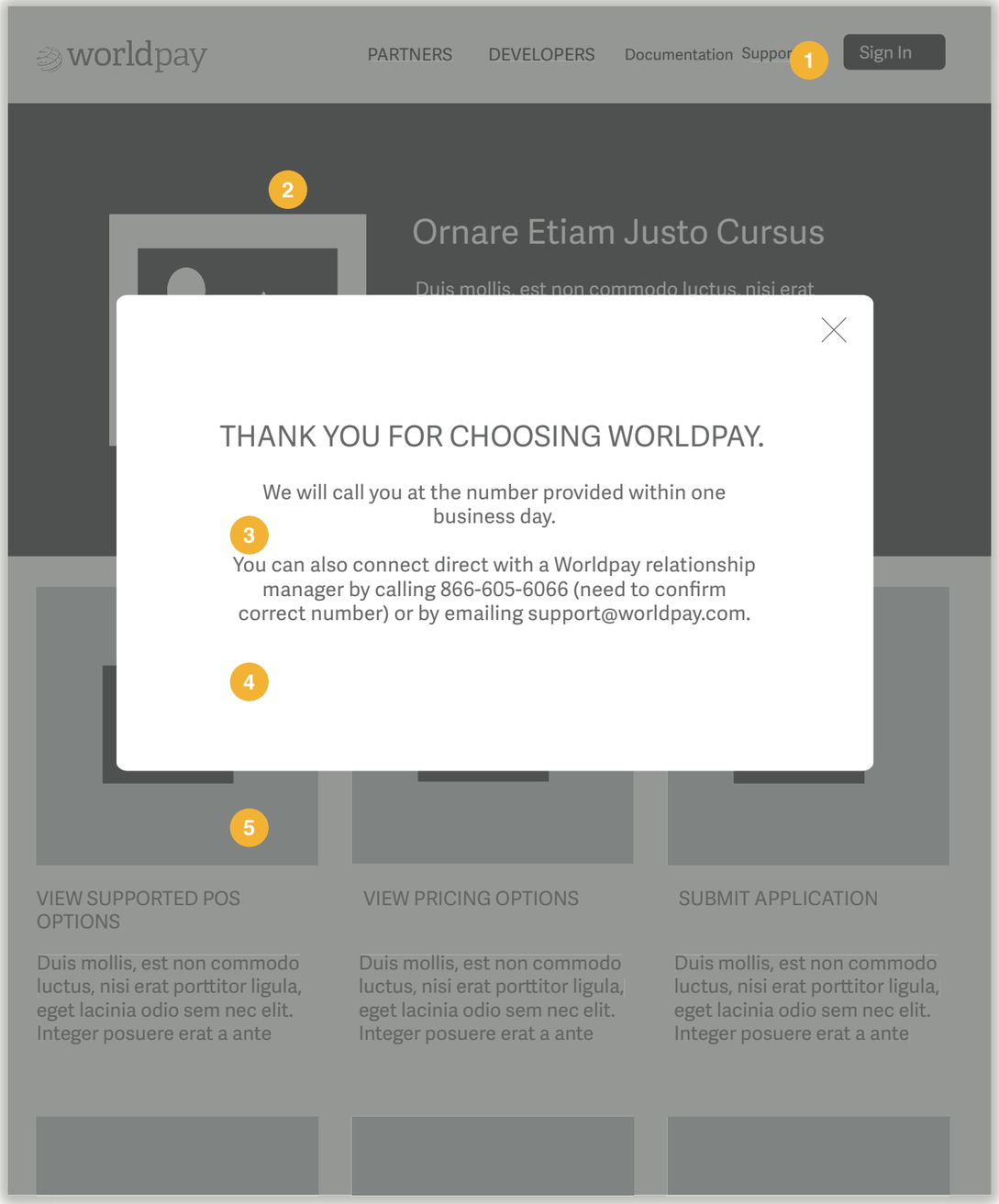




## 2.4 Partner Application

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

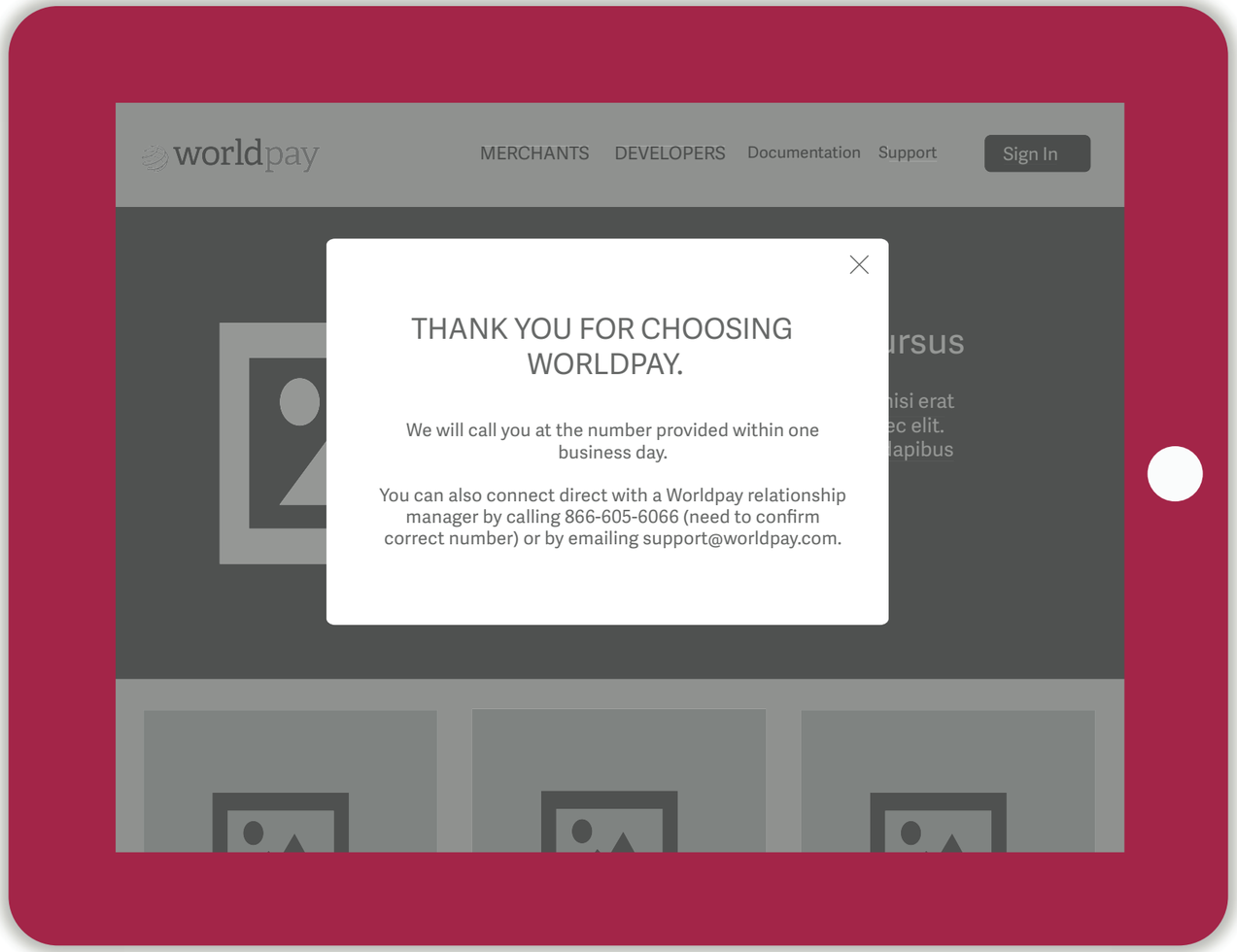


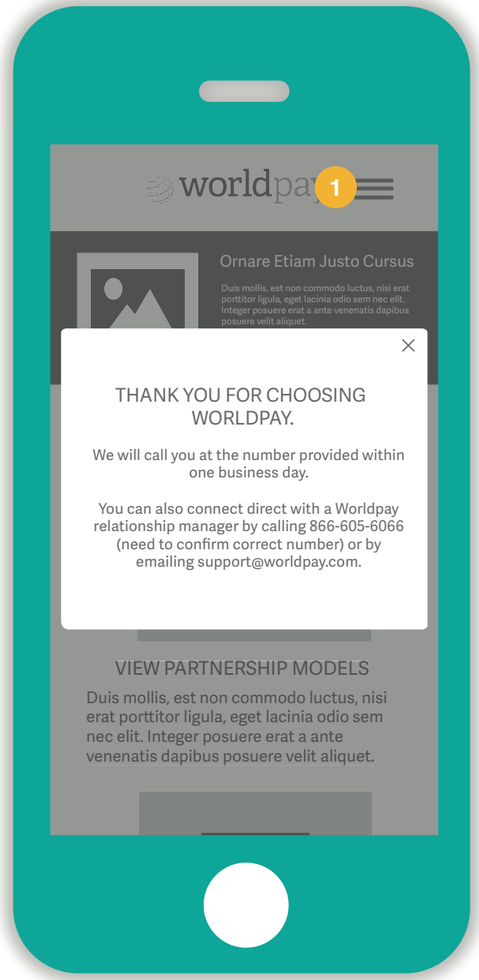

## 1.2 Partner Application Confirmation

### Description

### Annotations

1. **BUTTON: Dismissal**
   On click, user dismisses Callback preference modal.
2. **CONTENT: Thank You**
   Content verifying users submission and explaining next steps.
3. **BUTTON: View Value Added Services**
   On click, user navigates to “View Value Added Services” page.
4. **BUTTON: Learn More About Partnership**
   On click, user navigates to “Learn More About Partnership” page.
5. **BUTTON: Support**
   On click, user navigates to “Support” page.



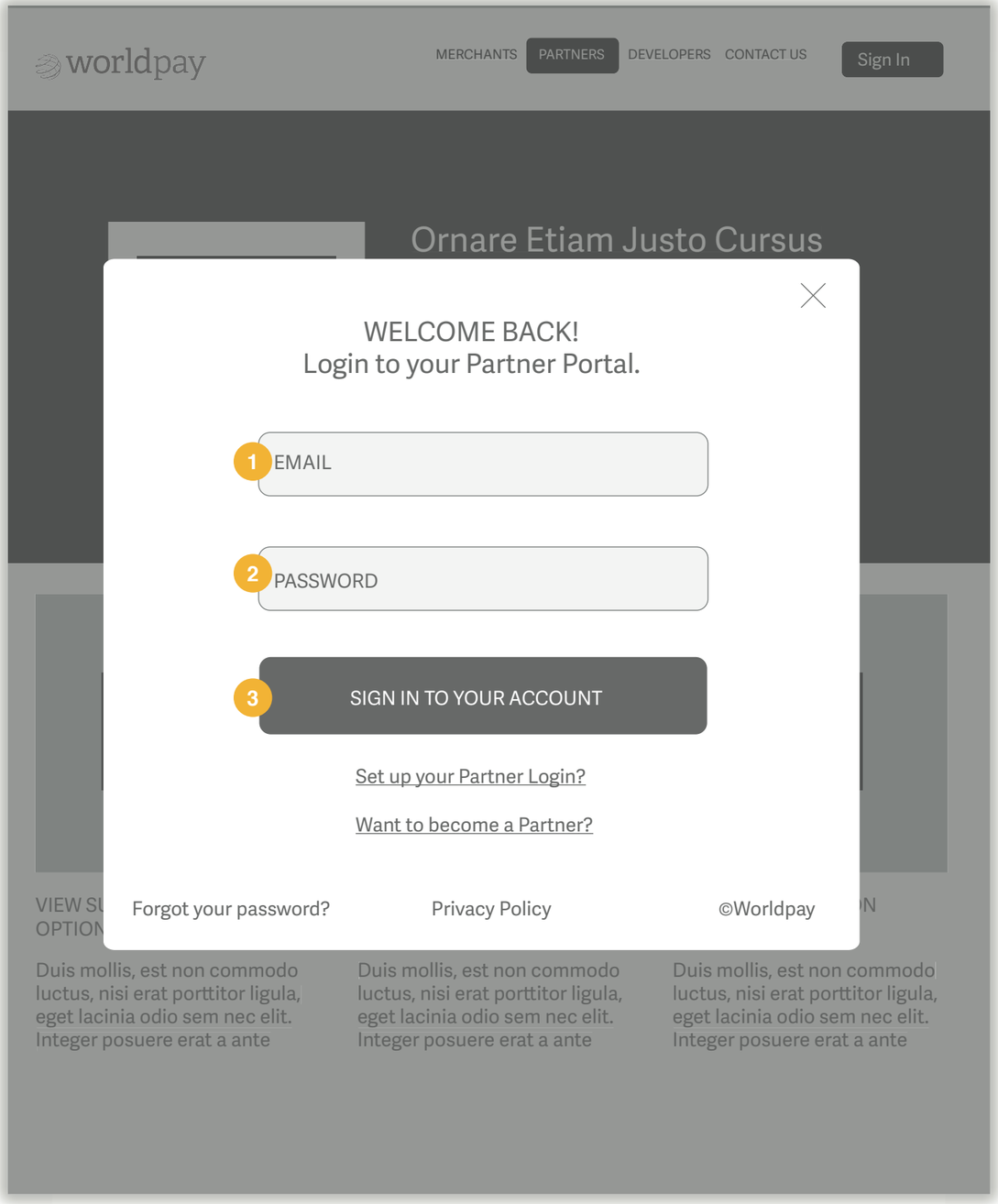




## 1.2 Partner Application Confirmation

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

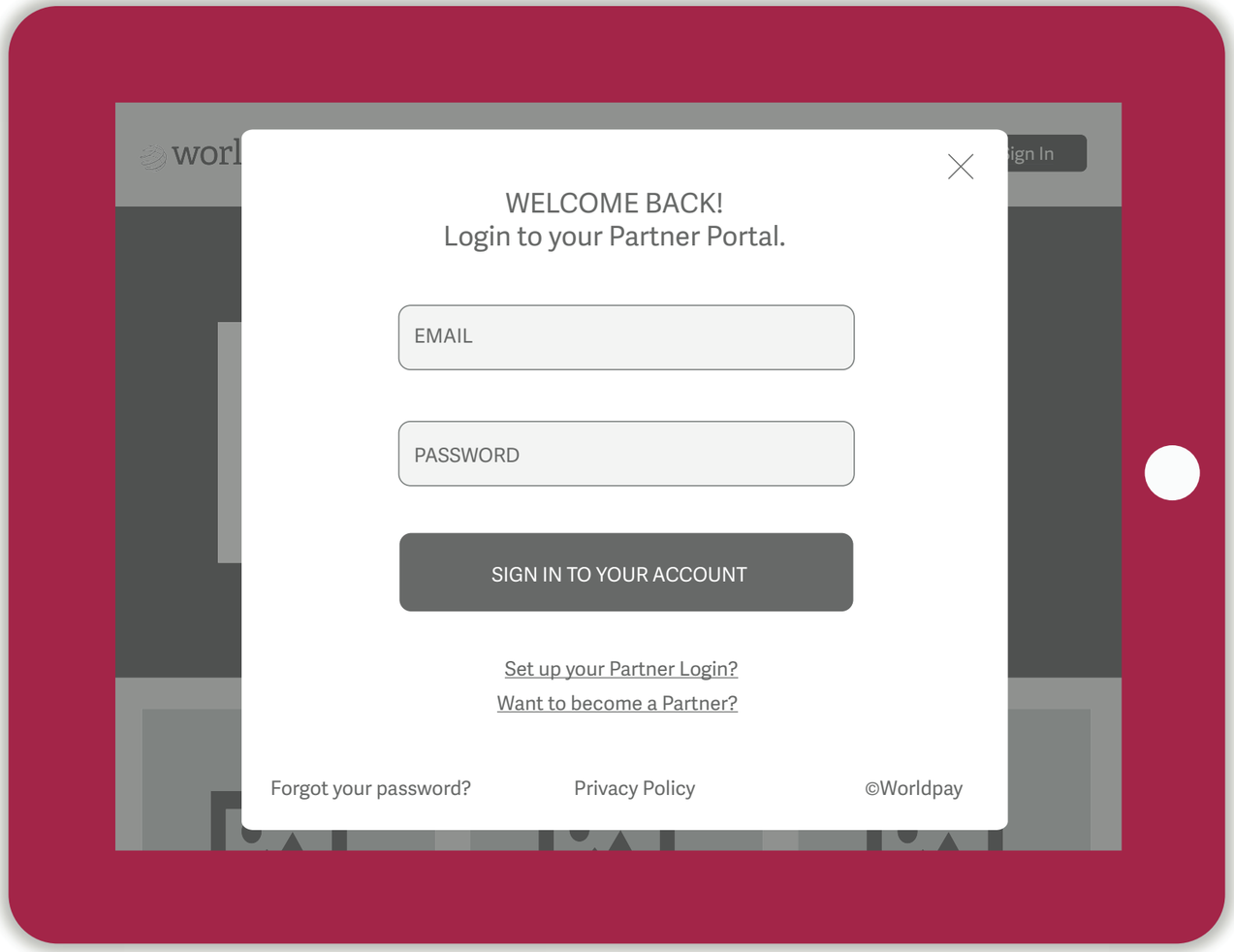


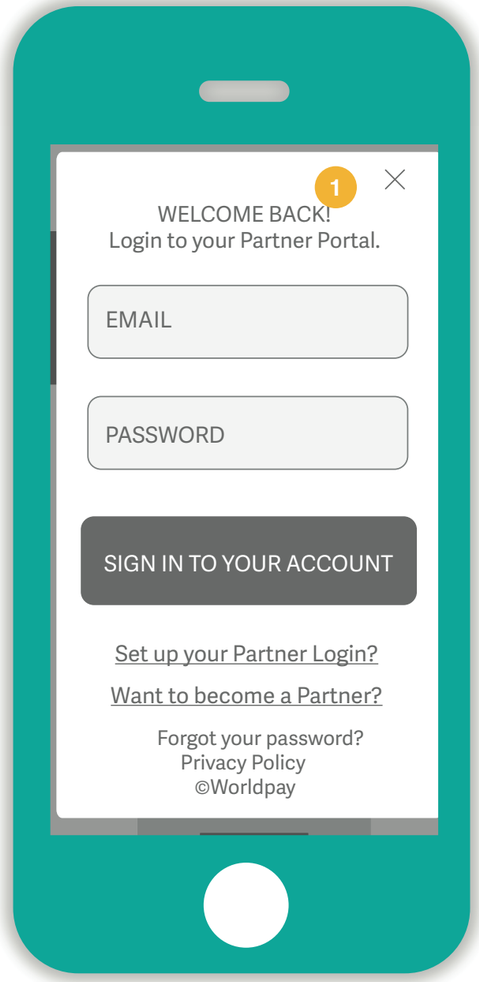

## 2.9.1 Partner Login

### Description

### Annotations

1. **INPUT FORM: Email**
   User inputs email address.
2. **INPUT FORM: Password**
   User inputs password.
3. **BUTTON: Sign In To Your Account**
   On click, user confirms submission and navigates to Partner Dashboard.



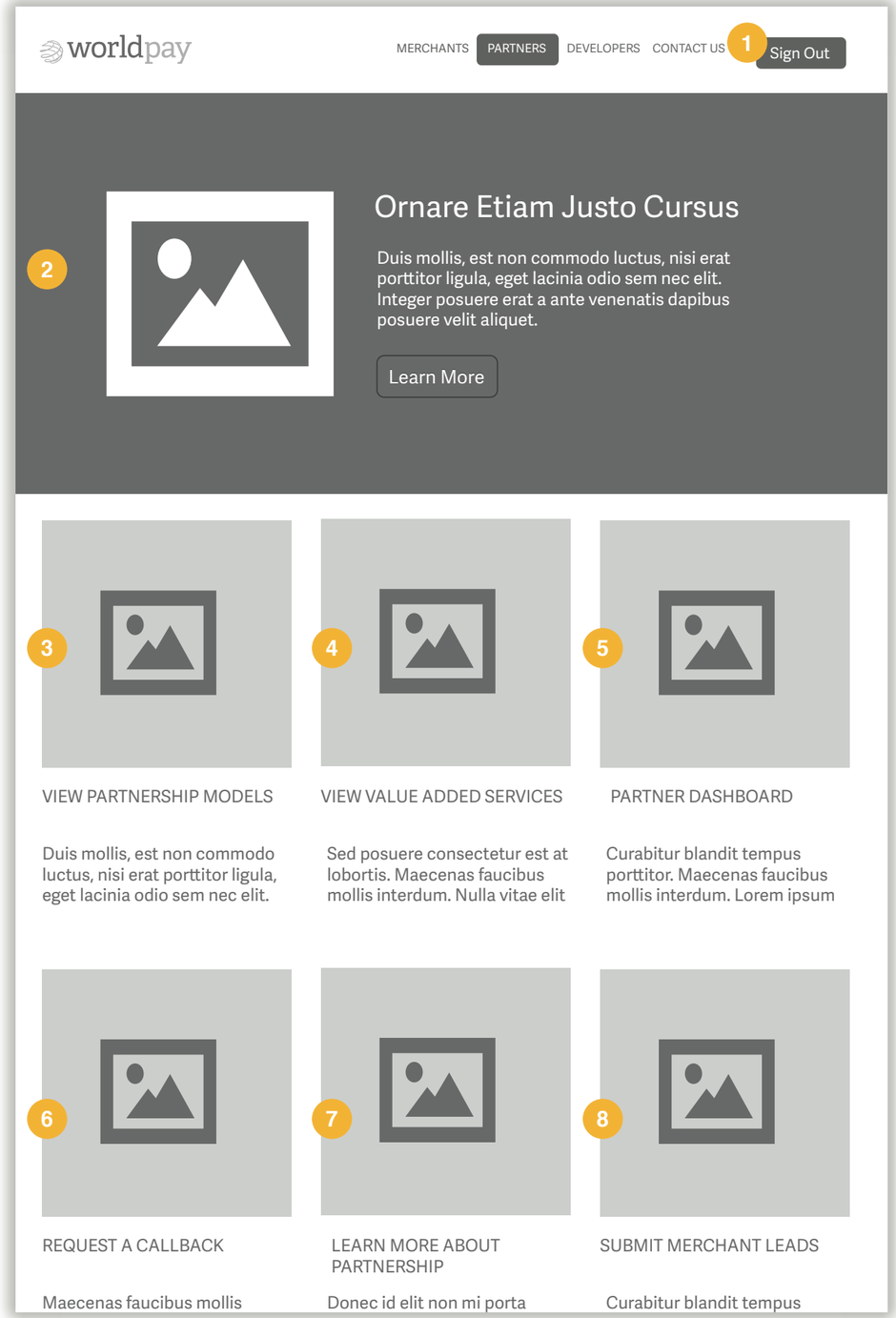




## 2.9.1 Partner Login

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.




## 1.1 Partner Landing Page (Logged In)

**Description**
User arrives to Partner Landing Page after clicking on “Partners” on Onboarding Landing Page.

**Annotations**

1. **BUTTON: Logout:**
On click, user can logout.

2. **HERO UNIT:**
Rotating header displaying the most recent Partner related Marketing opportunities.

3. **COMPONENT: View Partnership Models**
On click, user navigates to the View Partnership Models flow.

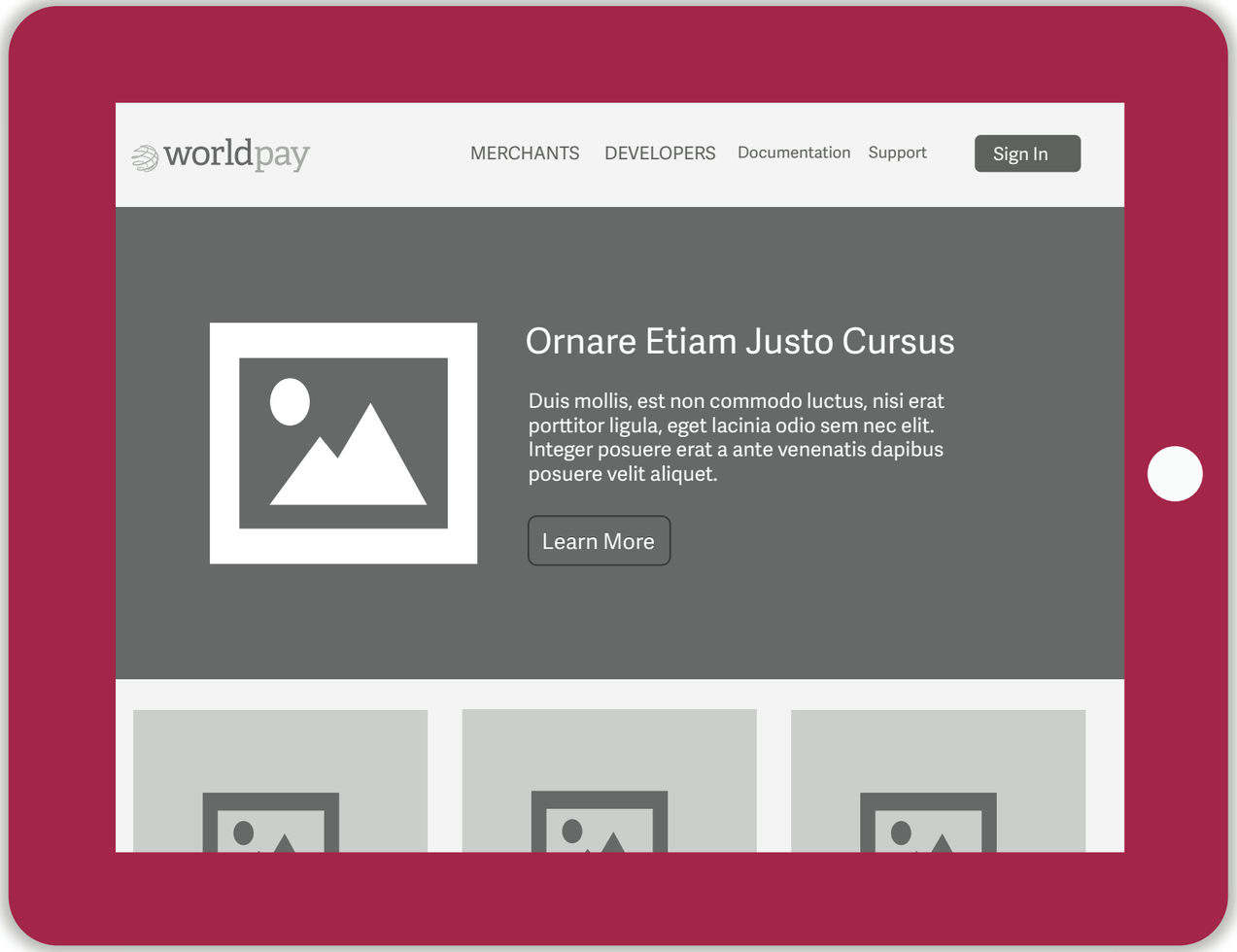
4. **COMPONENT: View Value Added Services**
On click, user navigates to View Value Added Services flow.

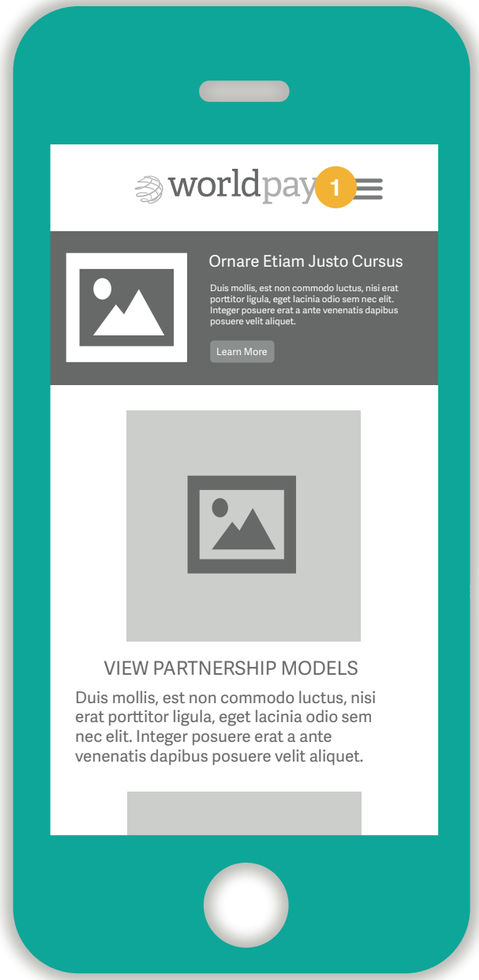
5. **COMPONENT: Partner Dashboard**
On click, user navigates to Partner Dashboard flow.

6. **COMPONENT: Request A Callback**
On click, user is prompted to enter information into lead tracking form and select the “Request A Call Back” option.

7. **COMPONENT: Learn More About Partnership**
On click, user navigates to Learn More About Partnership flow.

8. **COMPONENT: Submit Merchant Leads**
On click, user navigates to the Submit Merchant Leads flow.




## 1.1 Partner Landing Page

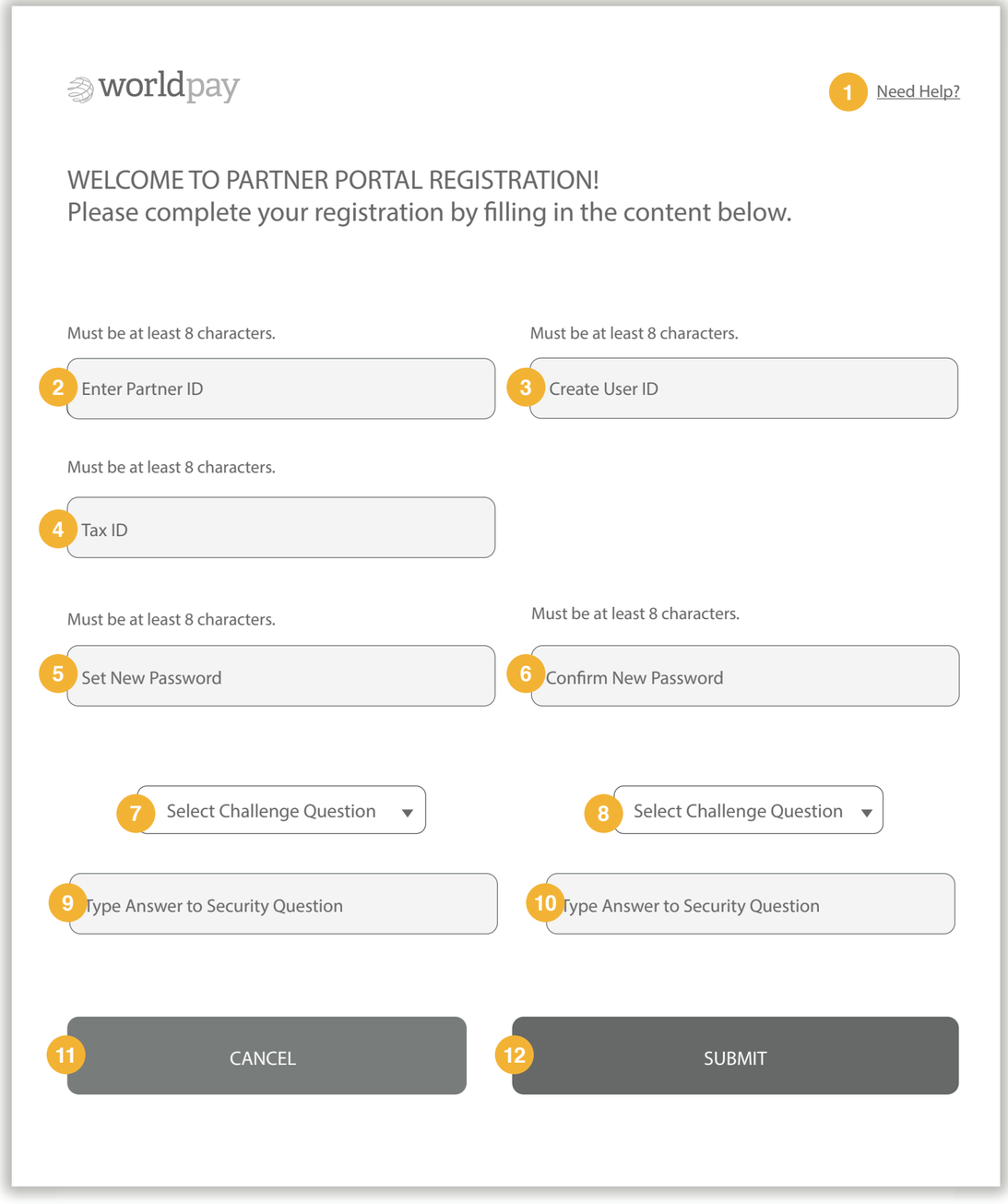
### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

# Partner Flow Extension (Create Login and Password)

The following wireframes represent the initial concept for the functional design of the High-Level Redesign.

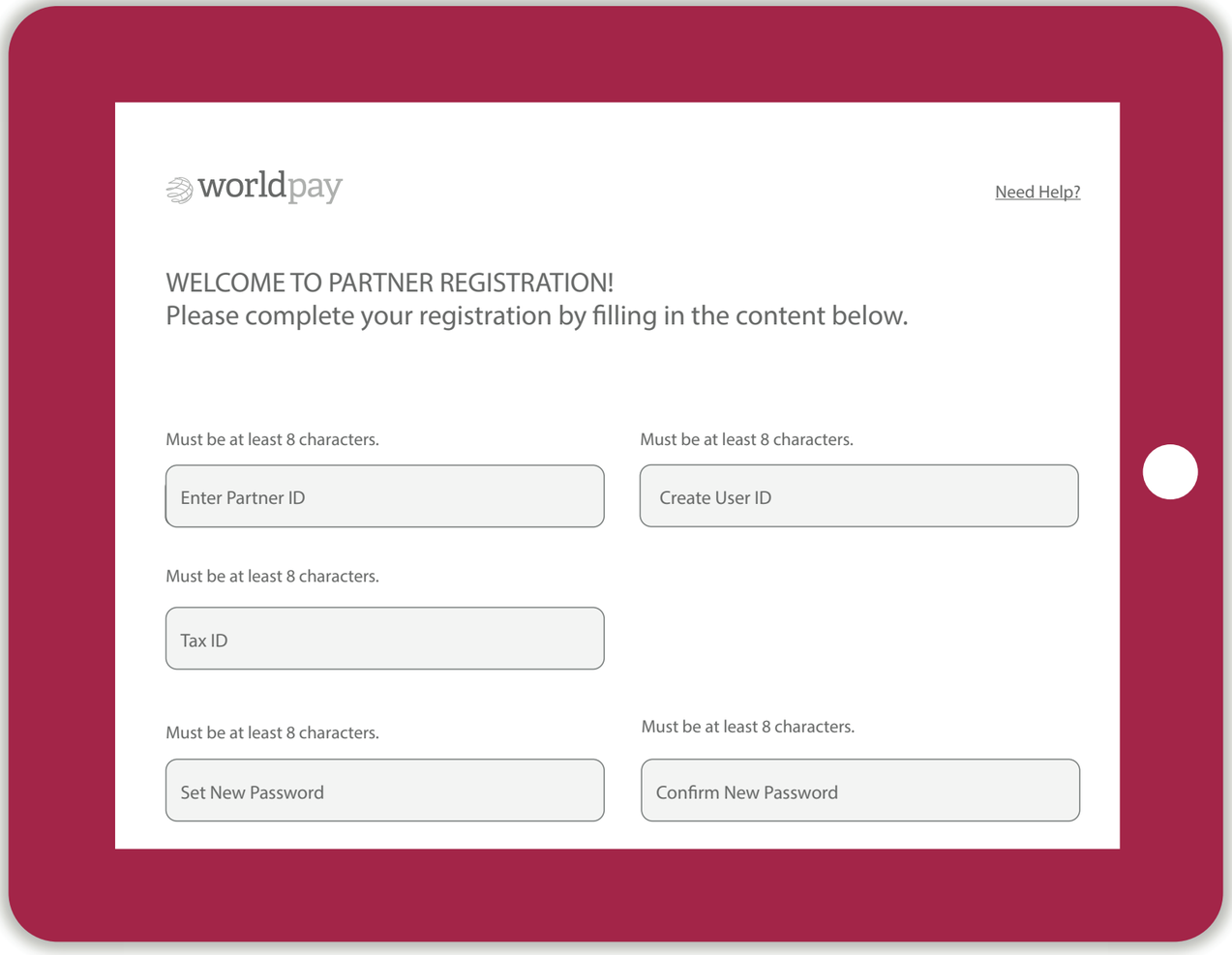


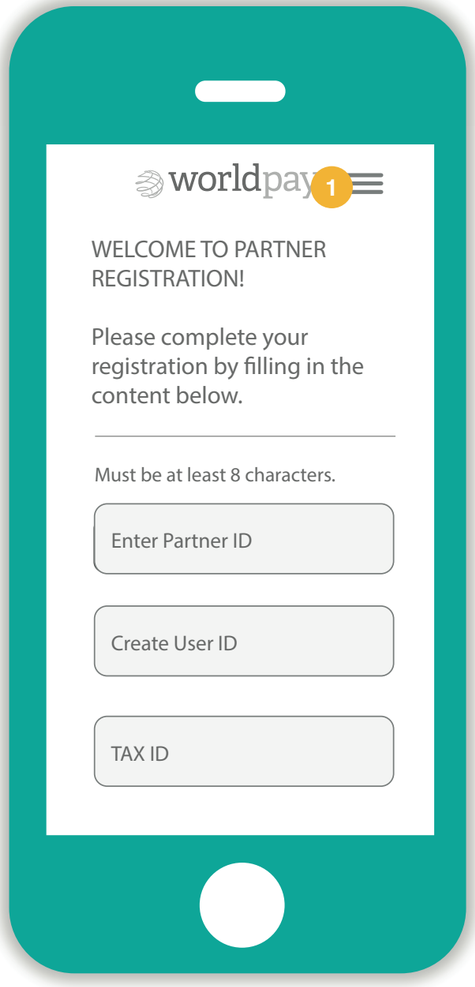

## 2.1 Partner Registration

### Description

### Annotations

1. **LINK: Need Help?**
   On click, user triggers modals informing the user the requirements for each form.
2. **INPUT FORM: Partner ID**
   User inputs Partner ID provided to user via email.
3. **INPUT FORM: Create User ID**
   User inputs User ID.
4. **INPUT FORM: Tax ID**
   User inputs Tax ID.
5. **INPUT FORM: Set New Password**
   User inputs new password.
6. **INPUT FORM: Confirm New Password**
   User confirm new password.
7. **DROPDOWN: Select Challenge Question**
   On click, user chooses from prepopulated list.
8. **DROPDOWN: Select Challenge Question**
   On click, user chooses from prepopulated list.
9. **INPUT FORM: Security Question Answer**
   User inputs response to security question.
10. **INPUT FORM: Security Question Answer**
    User inputs response to security question.
11. **BUTTON: Cancel**
    On click, user exits flow.
12. **BUTTON: Submit**
    On click, user continues flow.




## 2.1 Partner Registration

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

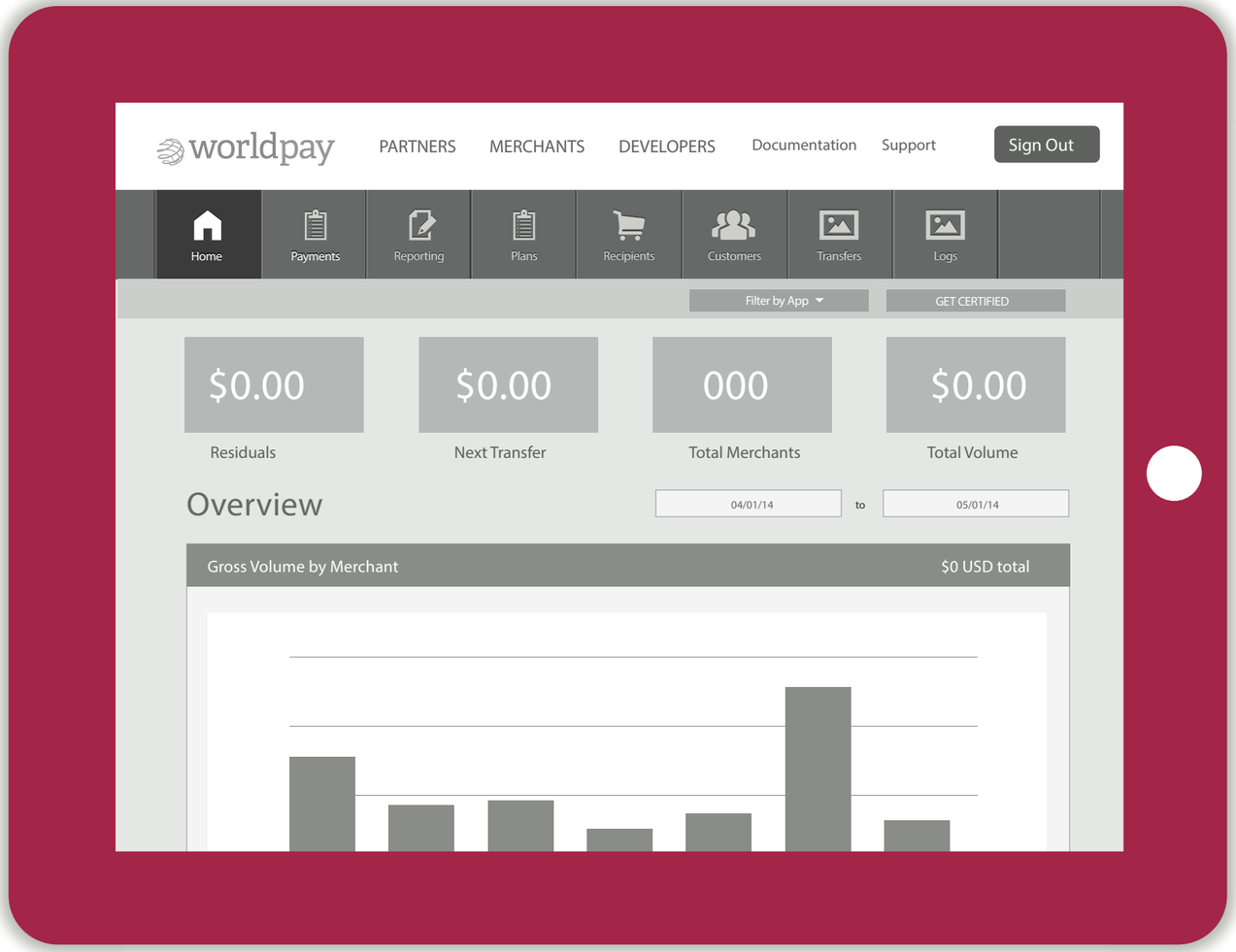


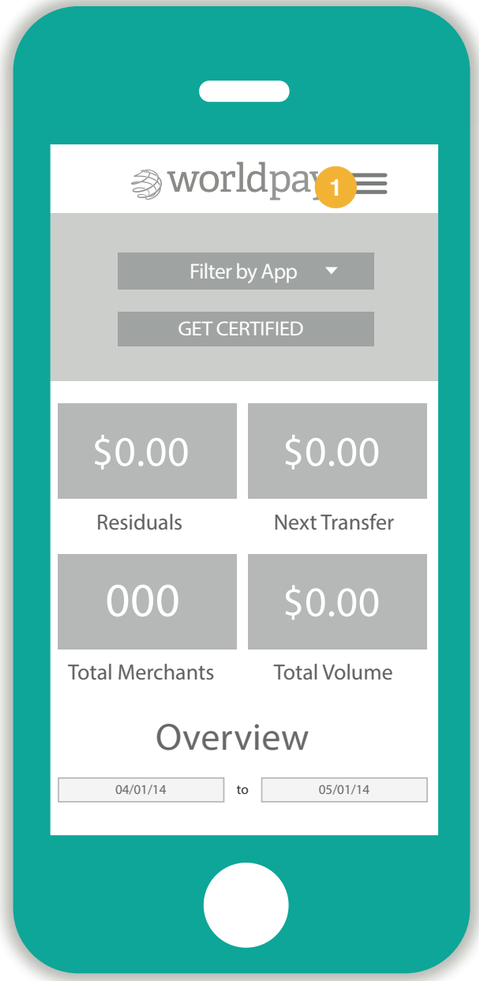

## 2.1.2 Partner Dashboard

### Description

### Annotations

1 **CONTENT: Partner Dashboard**
Partner Dashboard page.



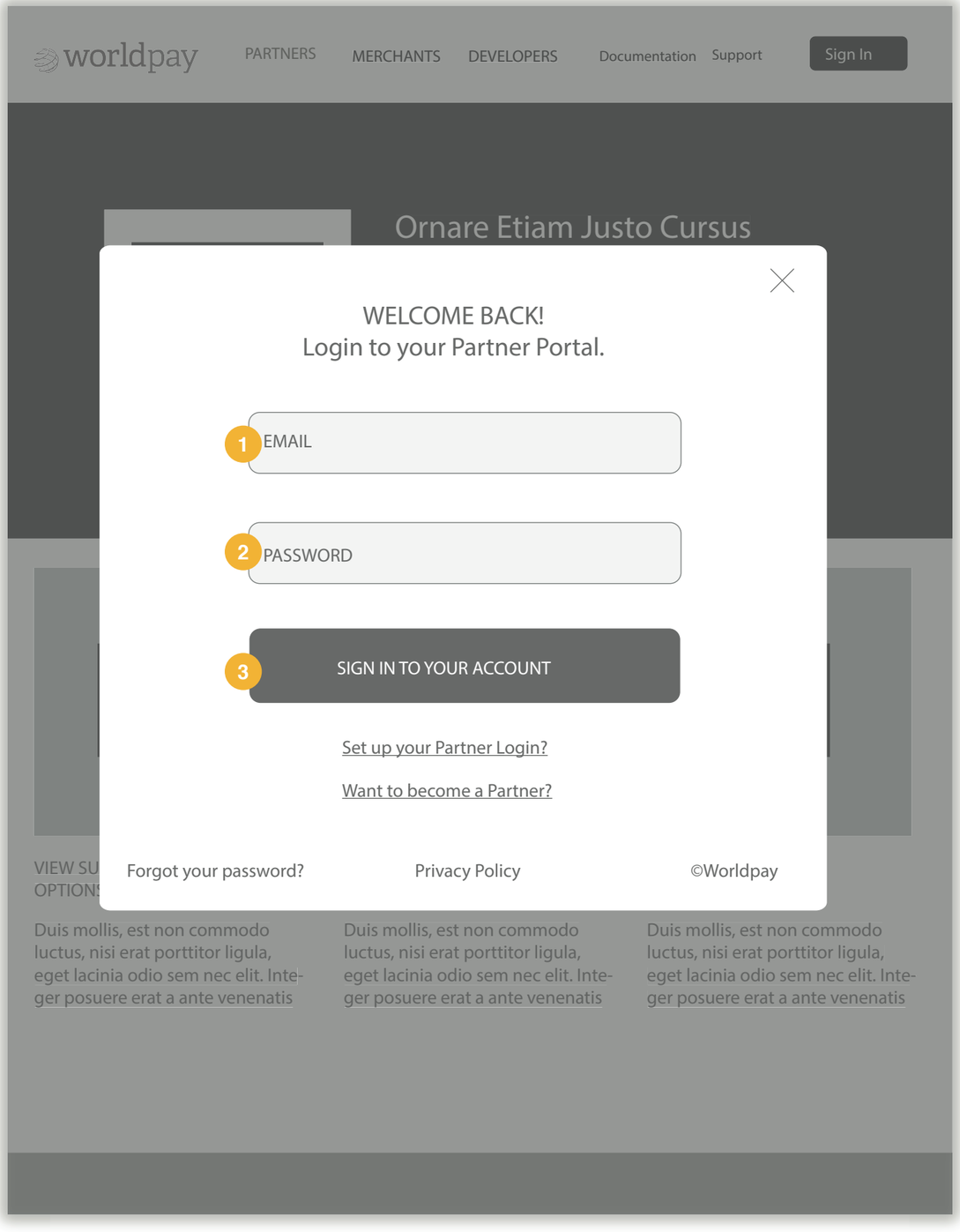




## 2.1.2 Partner Dashboard

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.

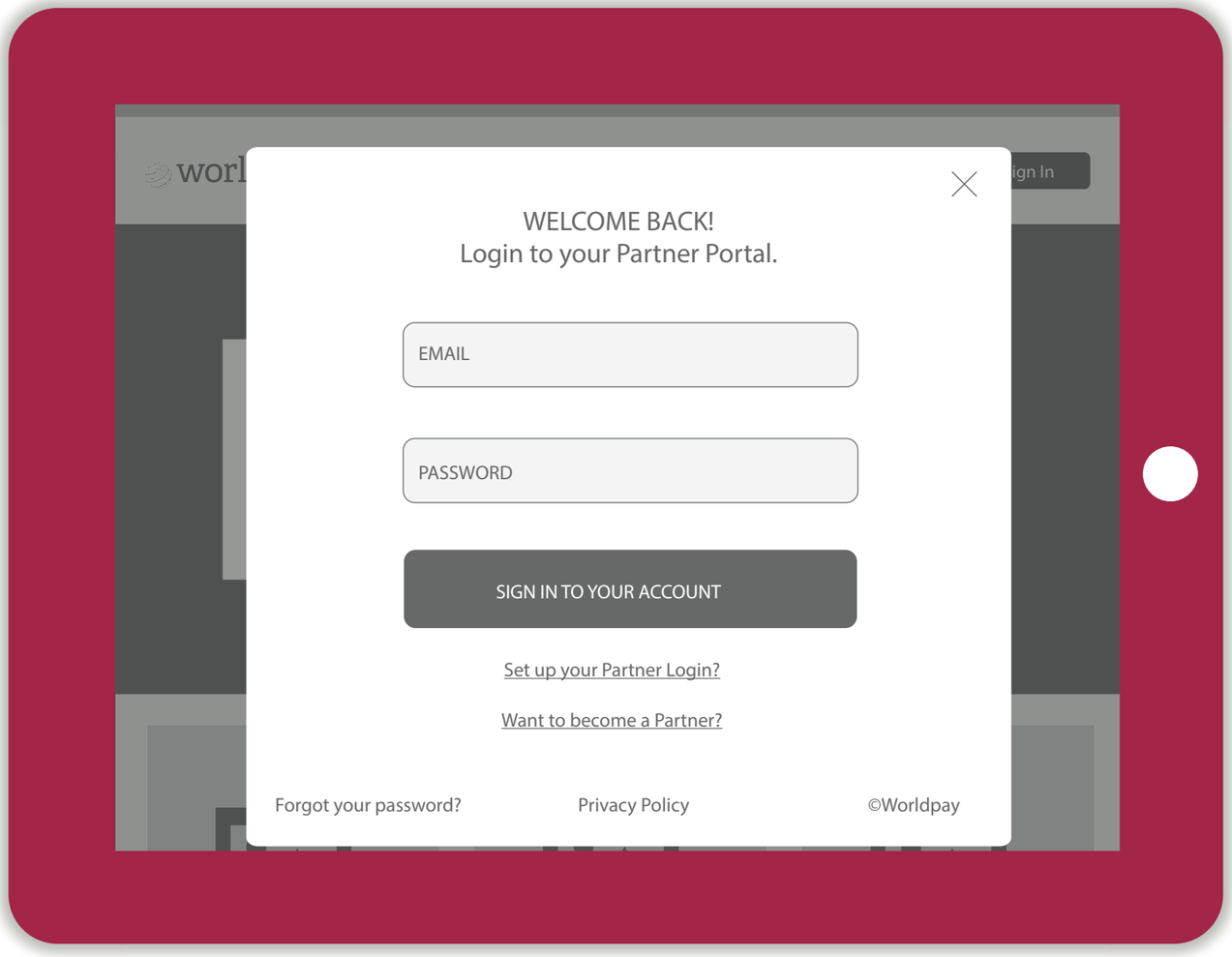


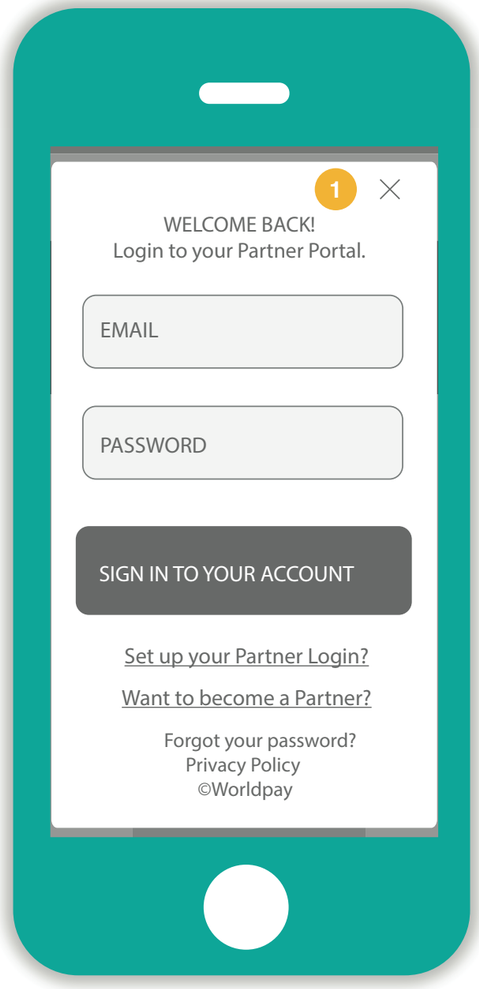

## 2.9.1 Partner Login

### Description

### Annotations

1. **INPUT FORM: Email**
   User inputs email address.
2. **INPUT FORM: Password**
   User inputs password.
3. **BUTTON: Sign In To Your Account**
   On click, user confirms submission and navigates to Partner Dashboard.




## 2.9.1 Partner Login

### Description

### Annotations

1 **COMPONENT: Navigation**
On Mobile Navigation condenses to hamburger icon. On click page slides to left and reveals navigation content.




**Firethorn Mobile Commerce UI**

# iPhone VISUAL DESIGN STYLE GUIDE Version 1.16



FIRETHORN
a Qua comm company

# REVISION HISTORY

REVISION DATE: February 7, 2011 1:16 PM

This document is intended to provide developers and designers with a detailed guide to the visual design specifications of Swagg's Android application.

Note that the actual content of the screens shown here may change as the project evolves throughout the design and development process. Please consult the wireframes and task flows to determine the specific content of these screens.

| Version | Date | Author | Description of Changes |
|---|---|---|---|
| 1.1 | | R. Shawn Williams | General Formatting and added image library |
| | | | |
| | | | |

## CONTENTS

CONTENTS 3
Test 4
PAGE TITLE 5

# CHANGELOG

CONTENTS 3
Test 4
PAGE TITLE 5

# Behaviors

## Orientation, Screen Size and Distances

**Orientation**
SWAGG is generally designed as portrait only. Because the primary orientation of the hardware and interface is portrait, SWAGG will use landscape layouts only when required by the content.

**Screen Size**
The SWAGG UI must scale to fit on larger, and higher resolution screens.

**Distances**
The minimum distance to the Nav Bar is 10px. In general, the distance from any object (e.g. textual content or buttons) to the sides of the screen is 8px.

- For full bleed lists, textual content starts 8px from the left border
- Buttons or icons on both sides of the list sit at the same distance
- Container and Selectable Lists, as well as all other full bleed controls sit 8px from the screen border.
  This is true for Application and Flow Space (the Flow Space Frame is not counted).
- The distance from either side for large primary and secondary Buttons (see Button rules) is 8px.

Screen distances do not change in Landscape mode.

**Application States**
Provided the user did not log out of the SWAGG application upon exit, restore the user to where s/he was in the application prior to leaving it. As the user moves through the SWAGG application, save the user's state to the finest level of detail possible for example:

- Restoring the user to list or carousel mode, depending on which mode the user was in upon navigating
  away from the application
- Restoring the user to a details view or screen presentation if that was the view the user was in upon navigating away from the application
- Maintaining the user's data entry from one screen to the next as the user navigates through application screens or if the user navigates away from the application

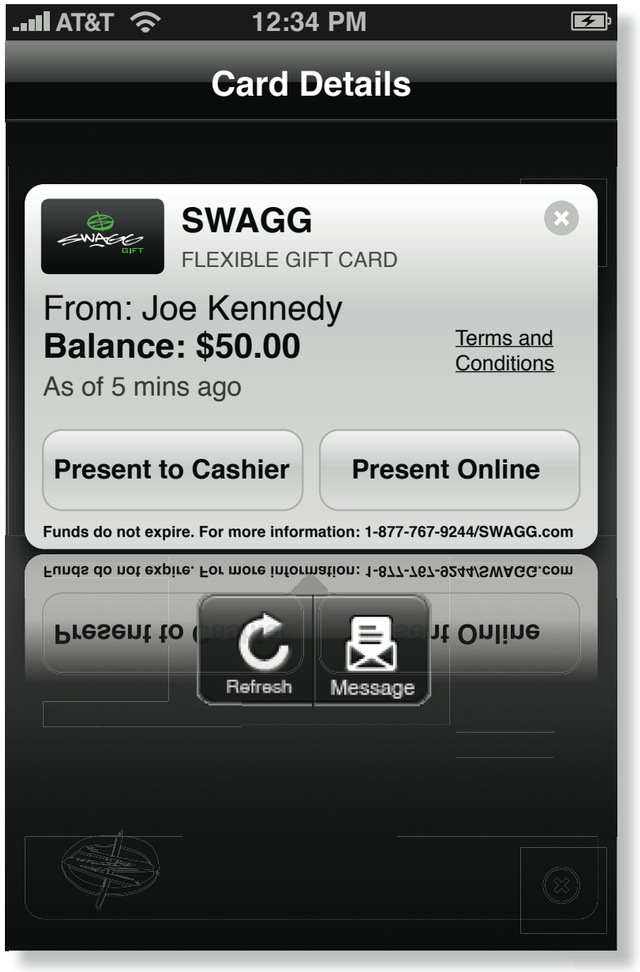
The application should be prepared to quit at any time. Therefore, save user data as soon as possible and as often as reasonable within a given session. However, the user should not be allowed to come back into a password protected mode; in this case, restore the user to the view s/he was on prior to accessing password protected functionality.When appropriate, finish user-initiated tasks in the background. When users initiate a task, they usually expect it to finish even if they switch away from a given application. If the SWAGG application is in the middle of performing a user-initiated task that does not require additional user interaction, the task must be completed in the background before suspending the application.

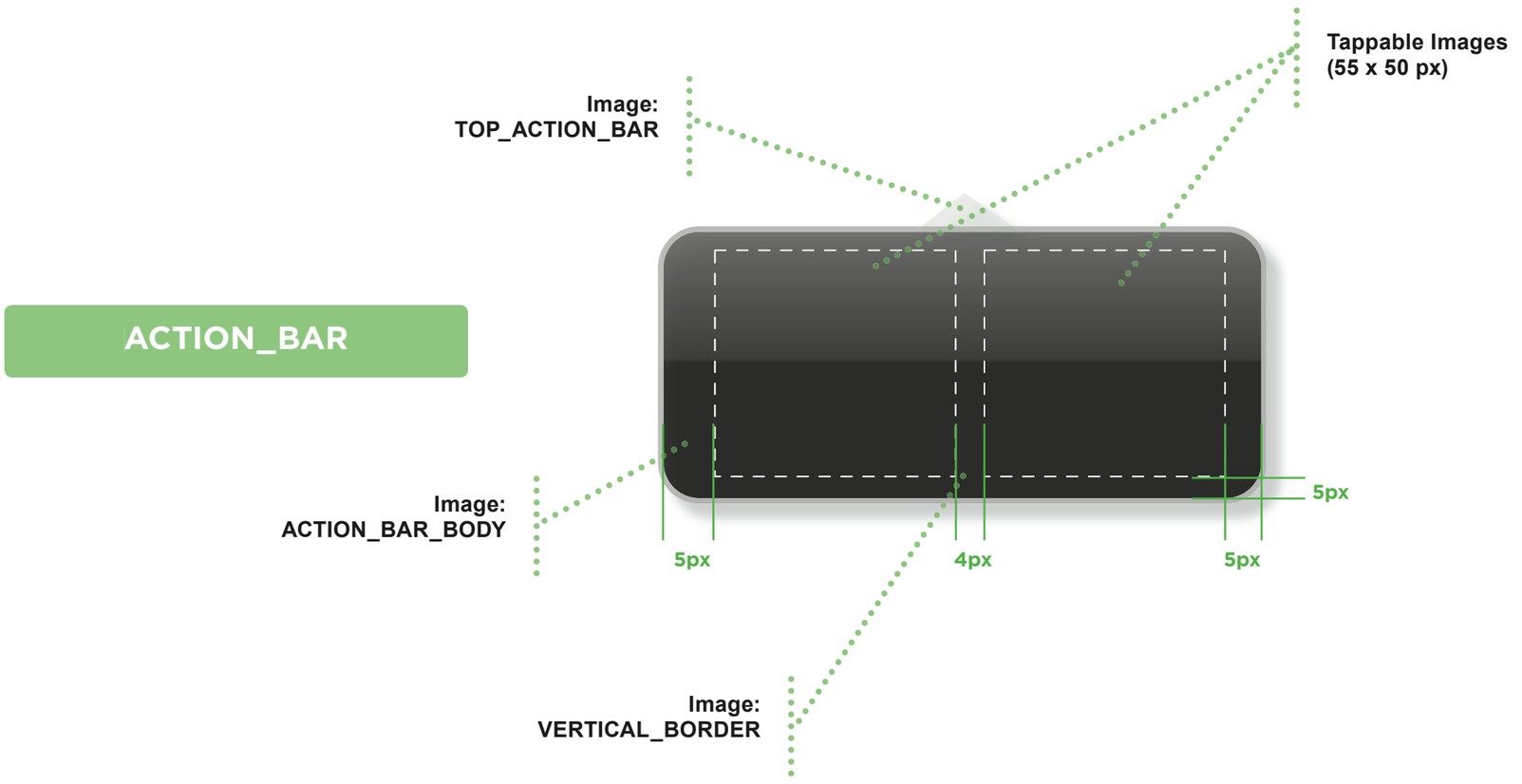
| Gesture | Description | Global Conventions |
|---|---|---|
| Tap | A tap is defined as a down and an up action pair which occur within a maximum radius, and within a certain amount of time | Often used to enable/disable full-screen views of content. W hen sw iping to scroll, used to stop scrolling. |
| Double Tap | A double tap is defined as two recognized tap events which occur within a specific amount of time and within a maximum radius between the two taps. | Can be used to zoom in to content in Web views. |
| Hold | A hold is defined as a constant down within the tap radius and of a minimum duration. | Used infrequently to invoke secondary information or controls. Do not use to invoke primary actions as it is not easily discoverable. |
| Drag | A drag is defined as a composite down, move motion (typically vertical, but could also be horizontal or diagonal) which exists over a larger distance than the maximum tap radius. | Used to scroll lists, pan, or move objects in the carousel. |
| Flick | A flick is a drag motion which embodies a certain amount of speed at the end. To be a flick, the ending motion must surpass a minimum speed, where the speed is determined by aggregating and averaging the moves over a time period. Flicks define both a speed and direction. | Used to move between views, scroll quickly through lists, or scroll through paginated lists. |
| Pinch/Stretch open or close | A pinch or stretch motion utilizes a thumb and index finger expand/close, usually on the Map screen, to zoom in or zoom out on a given area or region. | Used to zoom in or out on the active im age or view under the pointer. |

# Screen Components

## ACTION BAR

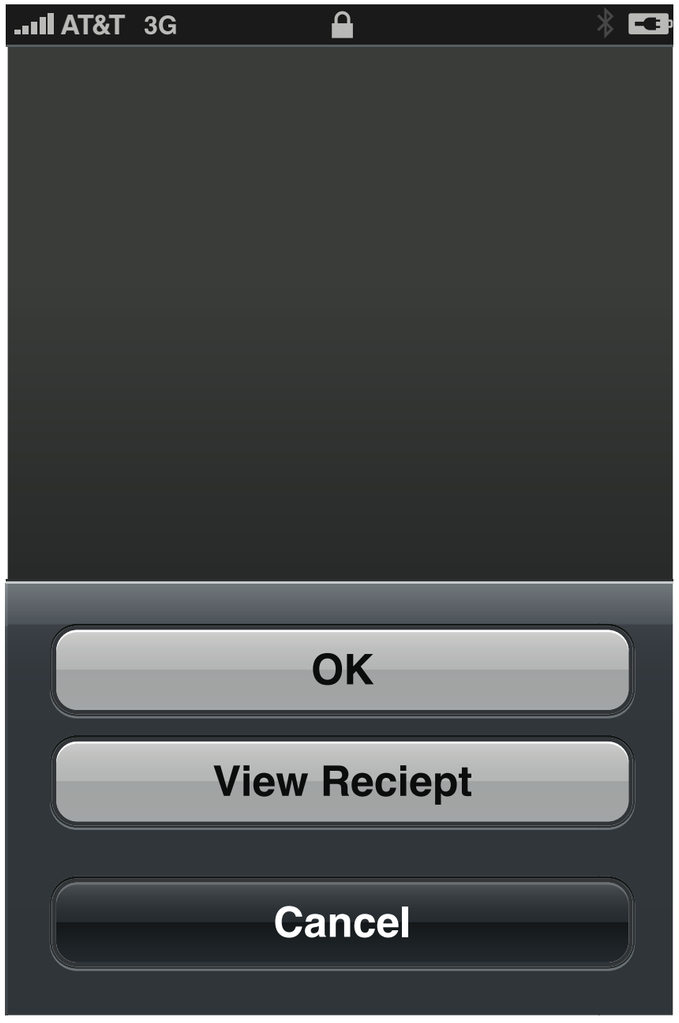
### Component Example:



## ACTION SHEET

### Component Example:




ACTION_BUTTON




ACTION_BUTTON_ALT




ACTION_BUTTON_REMOVE

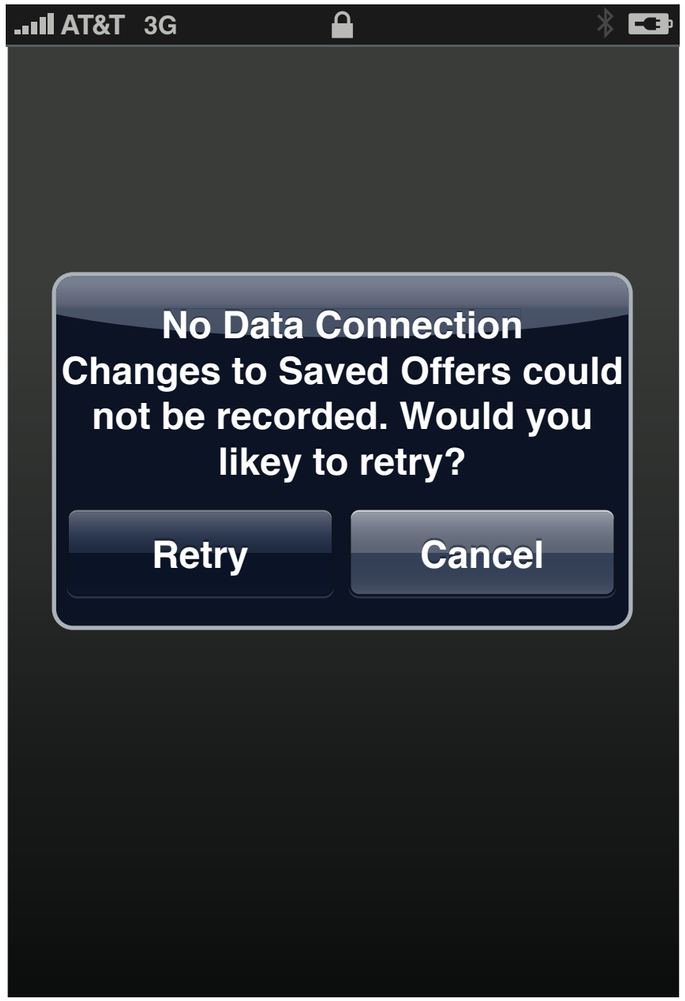



ACTION_SHEET_LABEL

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore.

## ALERT

### Component Example:

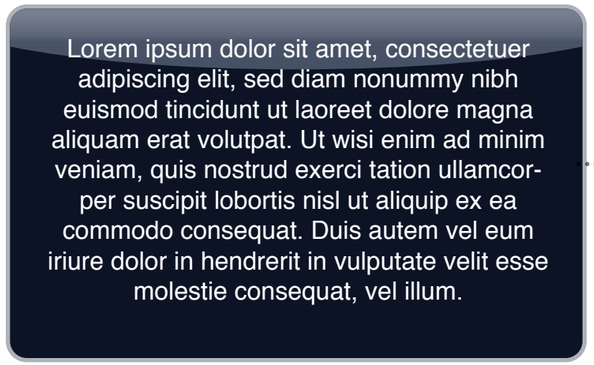



ALERT_TITLE




Standard iPhone Component

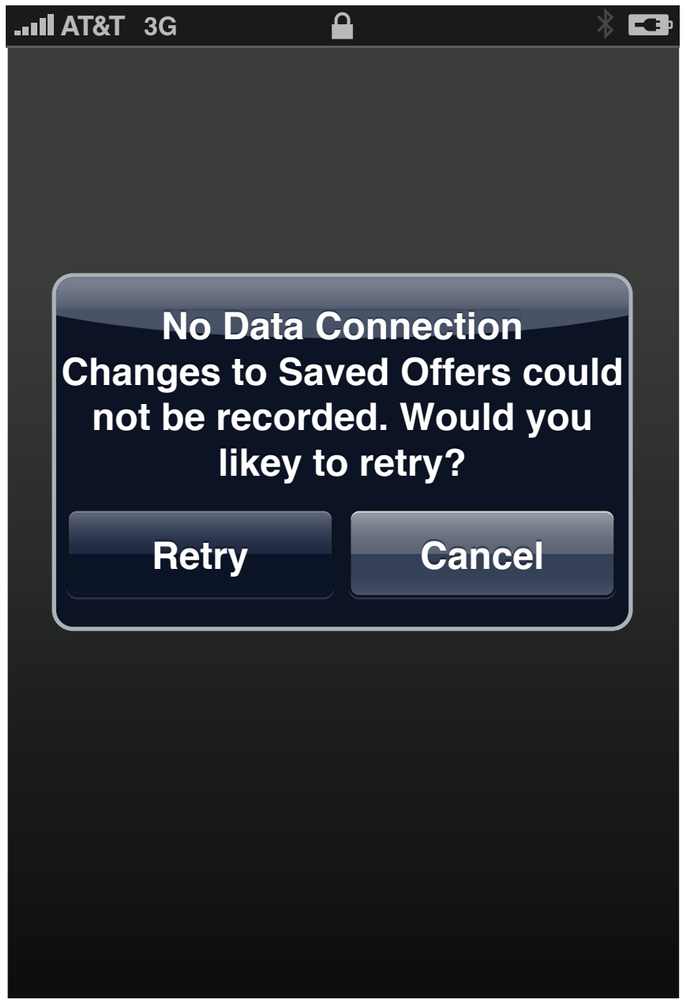
ALERT_CONTENT




Standard iPhone Component

## ALERT

### Component Example:




**ALERT_BUTTON**

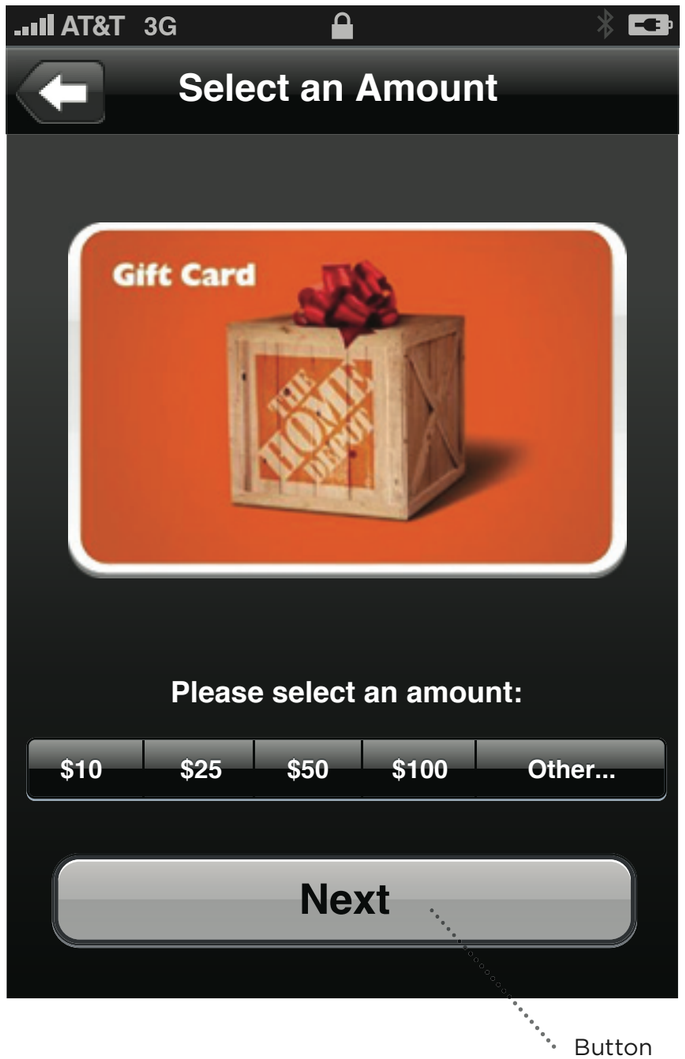
**Label** ..... Standard iPhone Component

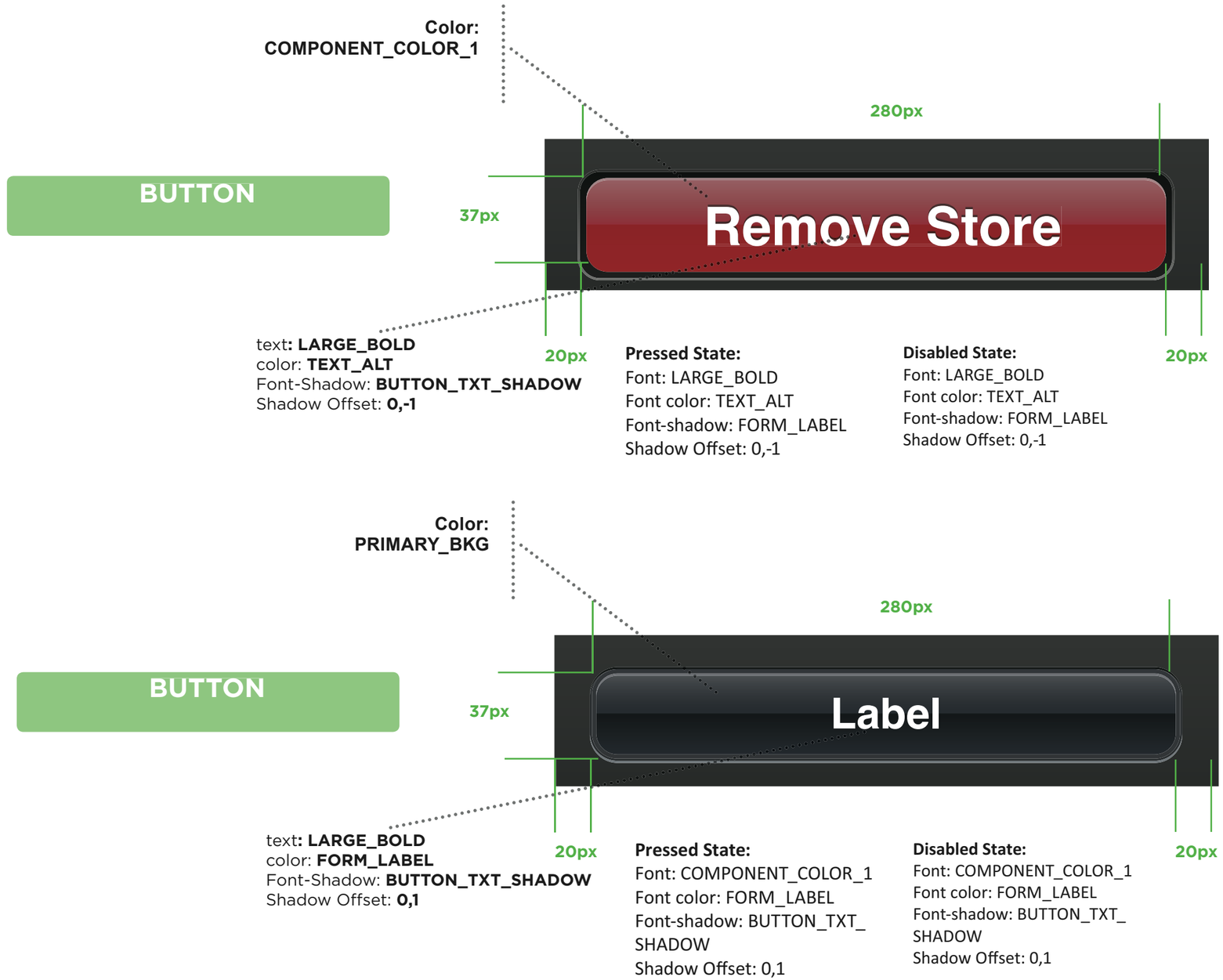
**ALERT_BUTTON_ALT**

**Label** ..... Standard iPhone Component

## BUTTONS

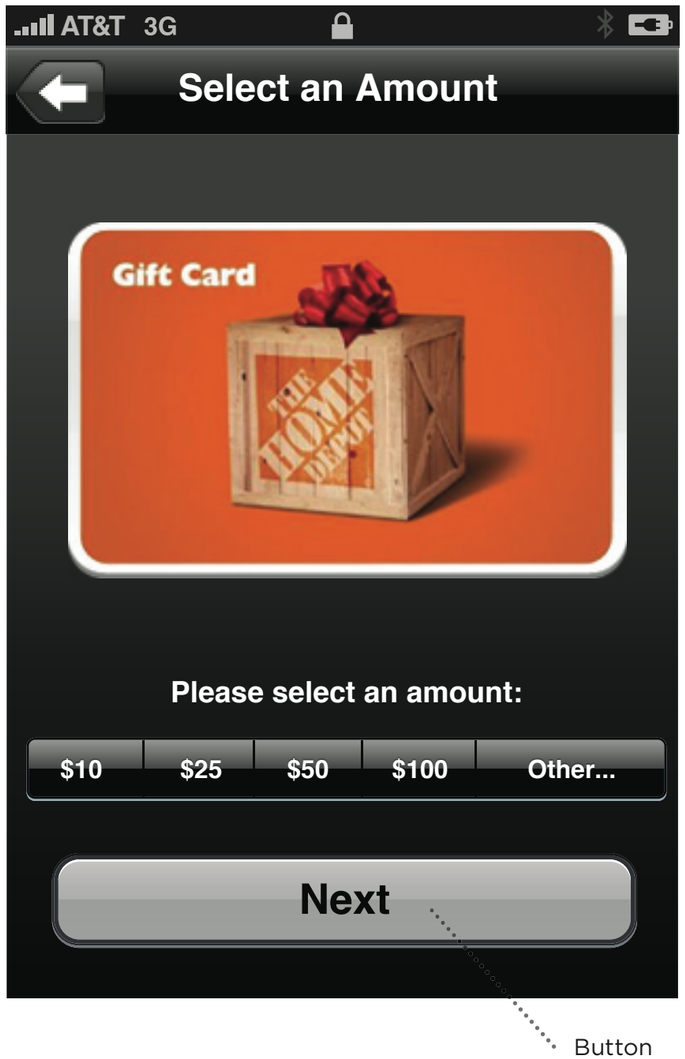
### Component Example:



## BUTTONS

### Component Example:




BUTTON_SWAGG

Color: COMPONENT_COLOR_1

280px

37px

Label

text: **LARGE_BOLD**
color: **FORM_LABEL**
Font-Shadow: **BUTTON_TXT_SHADOW**
Shadow Offset: **0,1**

20px

20px

**Pressed State:**
Font: SWAGG_LIGHT
Font color: FORM_LABEL
Font-shadow: BUTTON_TXT_SHADOW
Shadow Offset: 0,1

**Disabled State:**
Font: COMPONENT_COLOR_1
Font color: FORM_LABEL
Font-shadow: BUTTON_TXT_SHADOW
Shadow Offset: 0,1

BUTTON_SMALL

Color: PRIMARY_BKG

170px

30px

Label

text: **MEDIUM_BOLD**
color: **FORM_LABEL**

75px

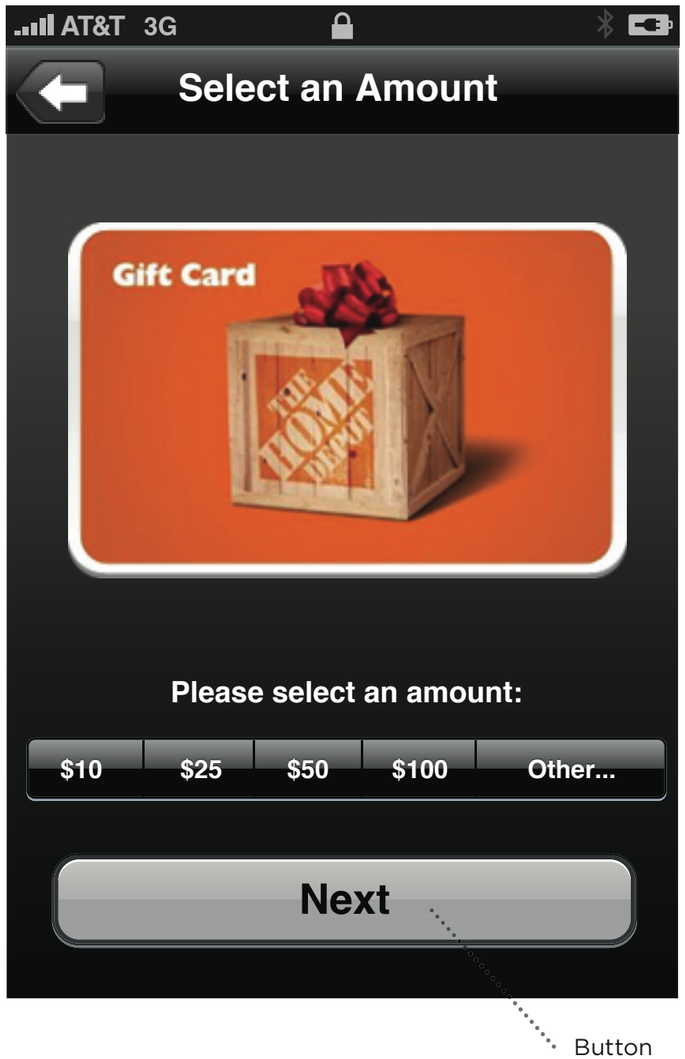
75px

**Pressed State:**
Color: COMPONENT_COLOR_1
Font color: TEXT_ALT

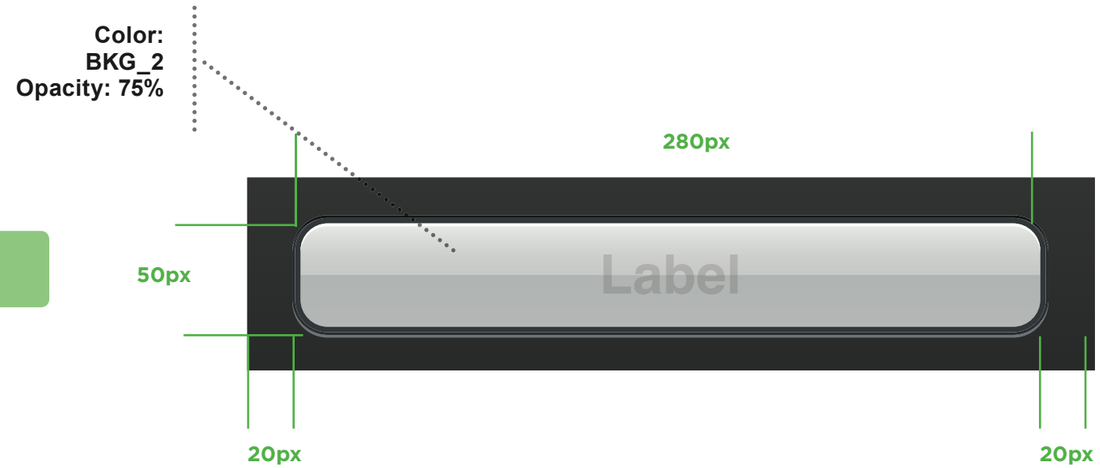
**Disabled State:**
Color: COMPONENT_COLOR_1
Font color: TEXT_ALT_DIM

## BUTTONS

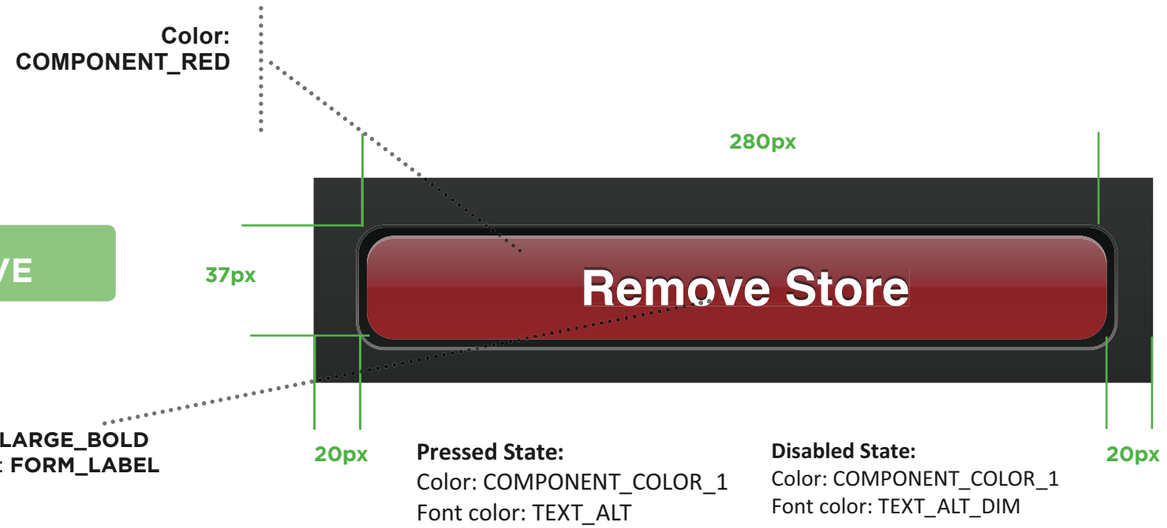
### Component Example:




BUTTON_OVERLAY




BUTTON_REMOVE




text: **LARGE_BOLD**
color: **FORM_LABEL**

**Pressed State:**
Color: COMPONENT_COLOR_1
Font color: TEXT_ALT

**Disabled State:**
Color: COMPONENT_COLOR_1
Font color: TEXT_ALT_DIM

**Card Details Screens**

Card Detail Screens are defined as those screens that provide a detailed, realistic view of a gift, reward or loyalty card in the SWAGG application. Cards can have portrait and landscaped views, depending on where they are presented in the application. The portrait view of the Card Detail screen as presented here is commonly used to provide a "realistic" detail-view of a gift or reward card throughout the SWAGG application. Landscaped views are often shown in Presentation Mode.

**Common Elements or Components on Card Detail Screens in Portrait View:**

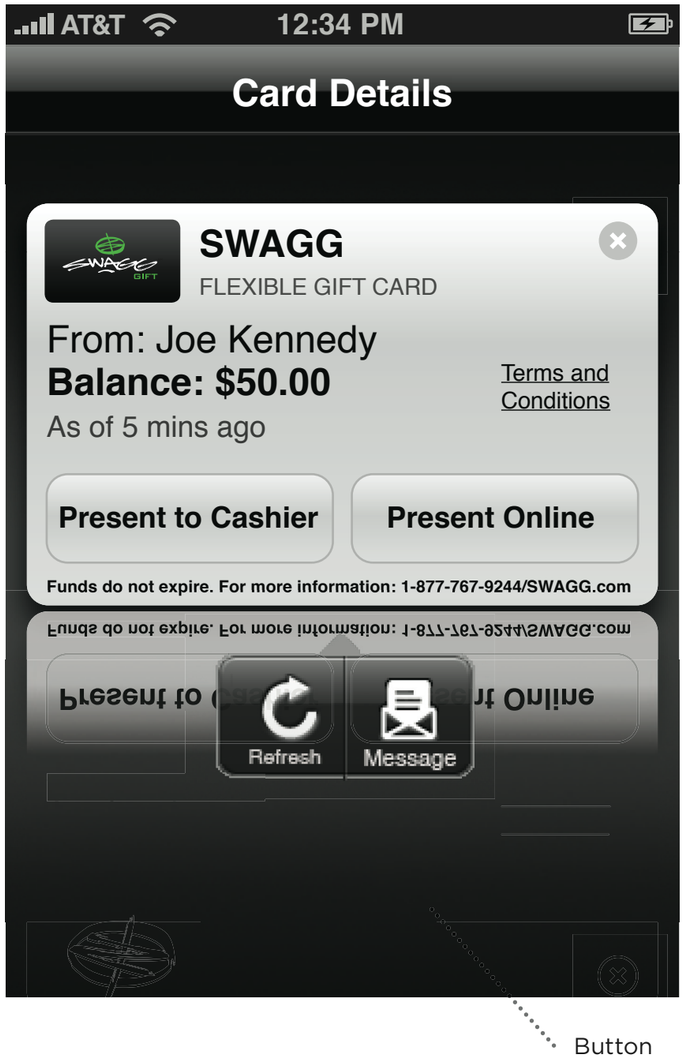
· Merchant logo or icon
· Text for Merchant name and card type
· Details on balance information
· Depending on the user's location within the application, buttons with calls to action for using the card (see Detailed Wireframes)
· Depending on the user's location within the application, may include Refresh and Remove functionality (see Detailed Wireframes)

**General Screen-type Rules for Card Detail Screens in Portrait View:**

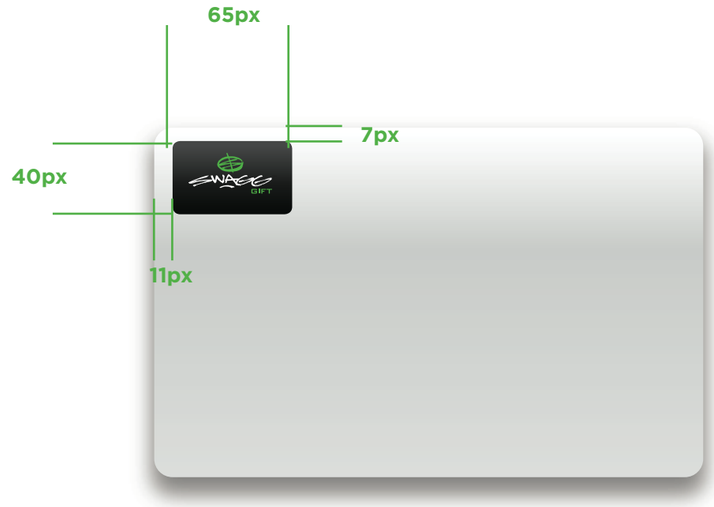
· Card Detail screens in portrait view (including carousel) should always have a reflection, including SWAGG or placeholder cards
· Tapping anywhere outside of the card back image or action bar closes the detail view

## CARDS DETAILS

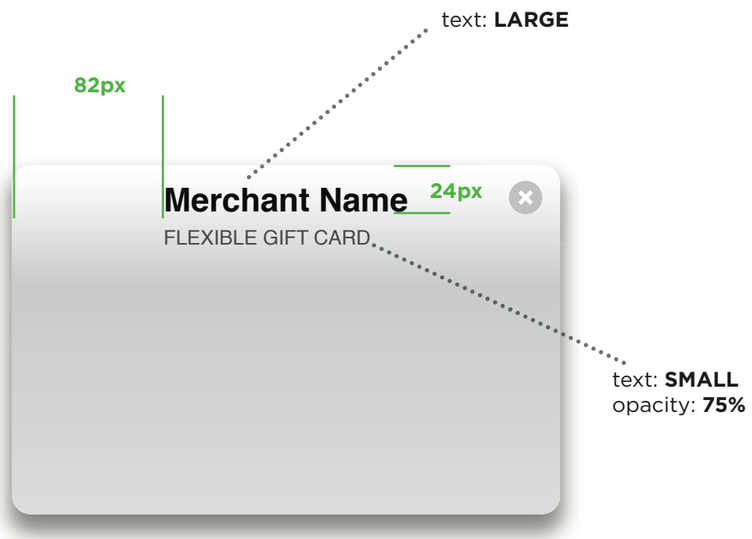
### Component Example:




CARD_LOGO

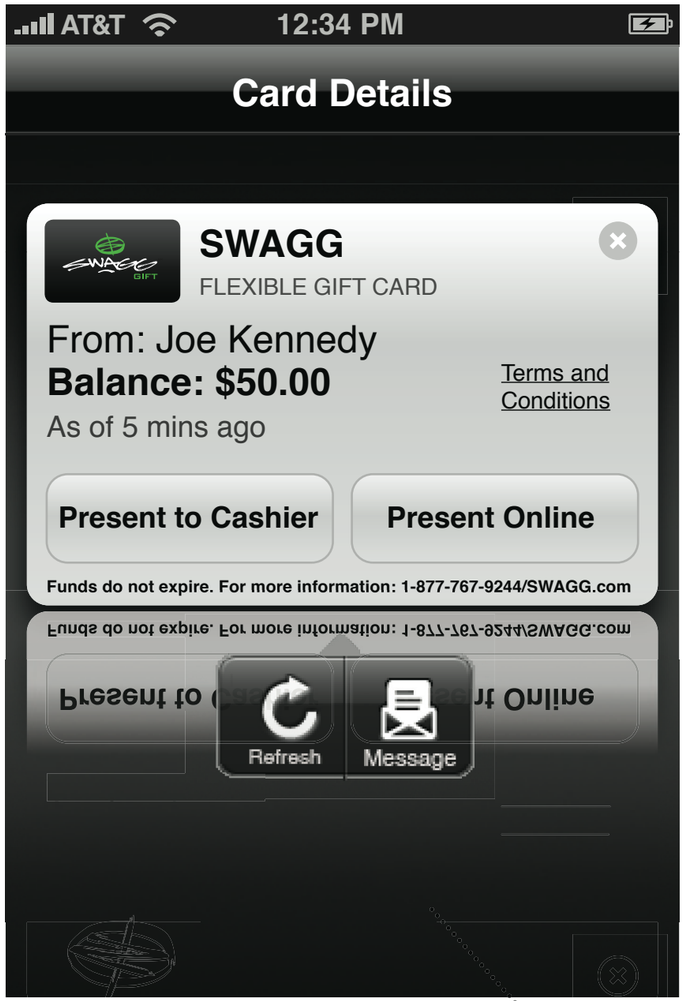



CARD_HEADER

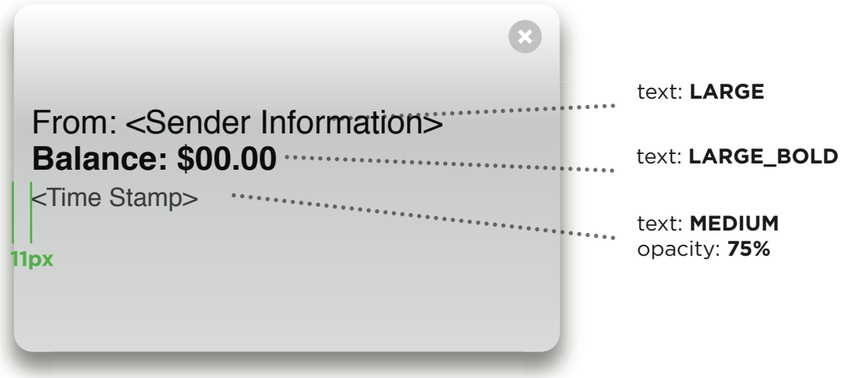


## CARDS DETAILS

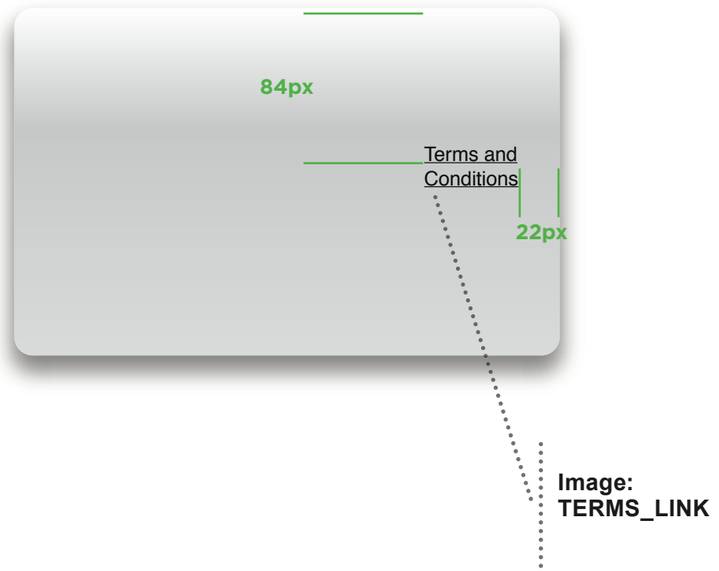
### Component Example:



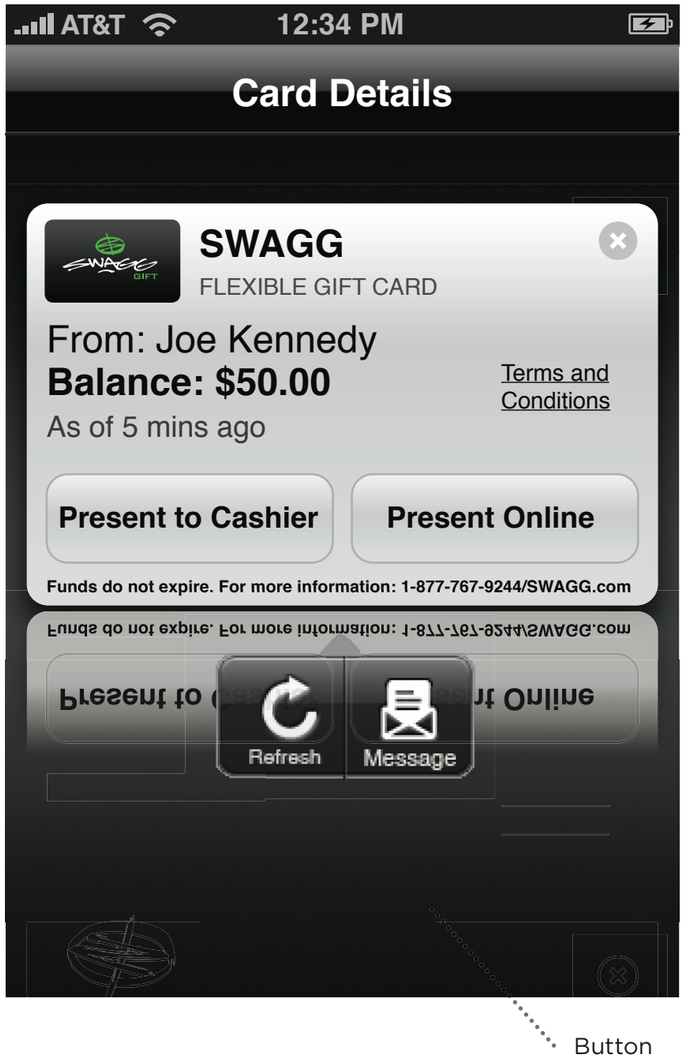

CARD_DATA



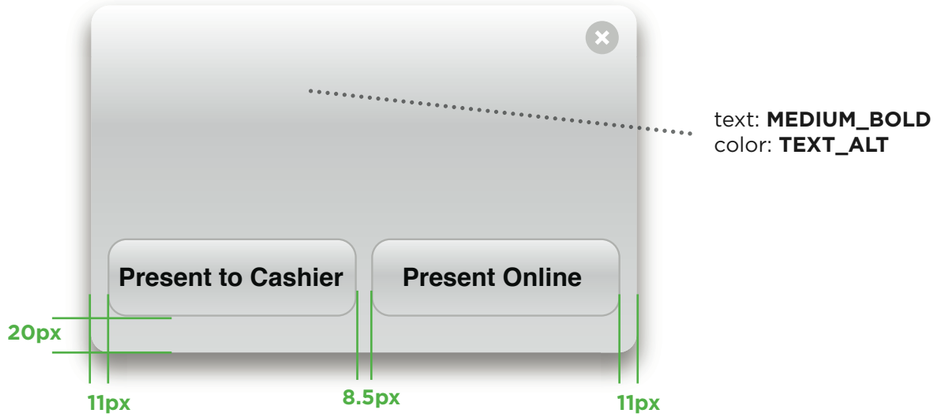

TERMS_CARD_BK



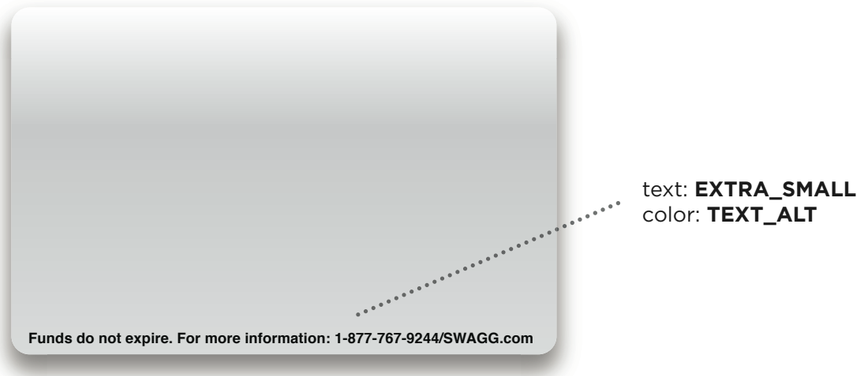
## Component Example:




BUTTONS_CARD_BK




EXP_INFO_CARD_BK



**Carousel View**

Carousel screens allow the user to “flip” through all cards s/he has acquired or added to the SWAGG application.  Filters allow the user to view cards by a specific type, or to see all of the cards s/he has acquired.

**Common Elements or Components on Carousels:** Filters by card type (All, Gift or Rewards)· A button allowing the user to buy additional gift cards
· Heading and introductory information
· A “Flip” icon that displays the detail view for the card
· A card view with a reflection
· An envelope icon when there is a text message with the card
· Balance information
· An indicator of the number of cards the user has and where s/he is in terms of card views

**General Screen-type Rules for Carousel View**

Cards in Carousel view should always have a reflection, including SWAGG or placeholder cards.
Carousel Versus List ViewsRetain the user’s selection or preference for Carousel versus the List view, both within a given session and when the user is between sessions. Depending on what the user has chosen, the application should maintain state for carousel vs. list view.  Additionally, retain user the user’s preference for carousel vs. the list view when restoring the application from a suspended or logged-off state.

## CAROUSEL 2

### Component Example:



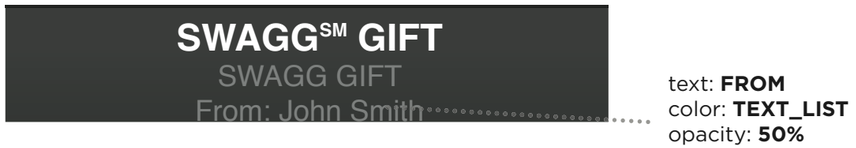

CARD_TITLE



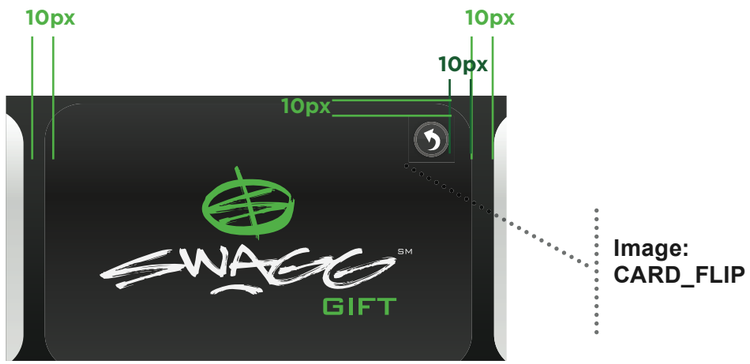

CARD_TYPE




CARD_FROM



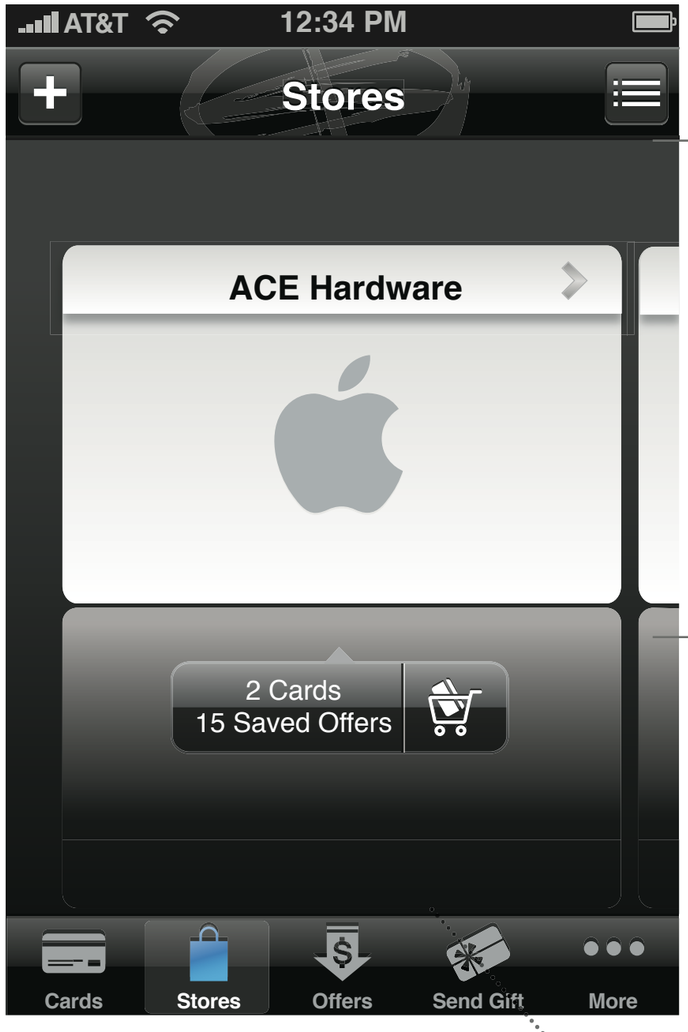

CAROUSEL_CARD



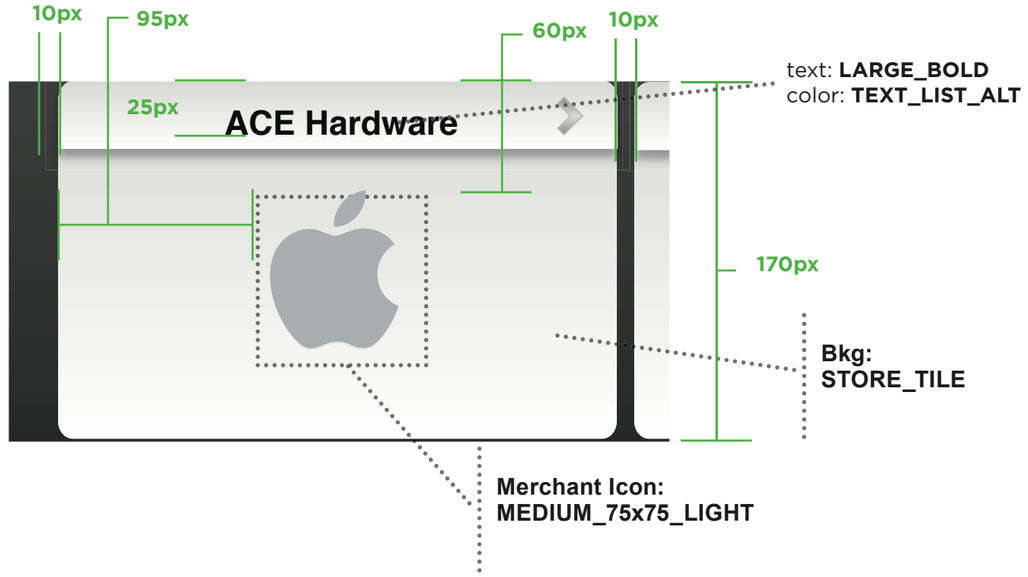

Max card art size: 265 x 170 px

## CAROUSEL 3

### Component Example:




**STORE_FRONT**

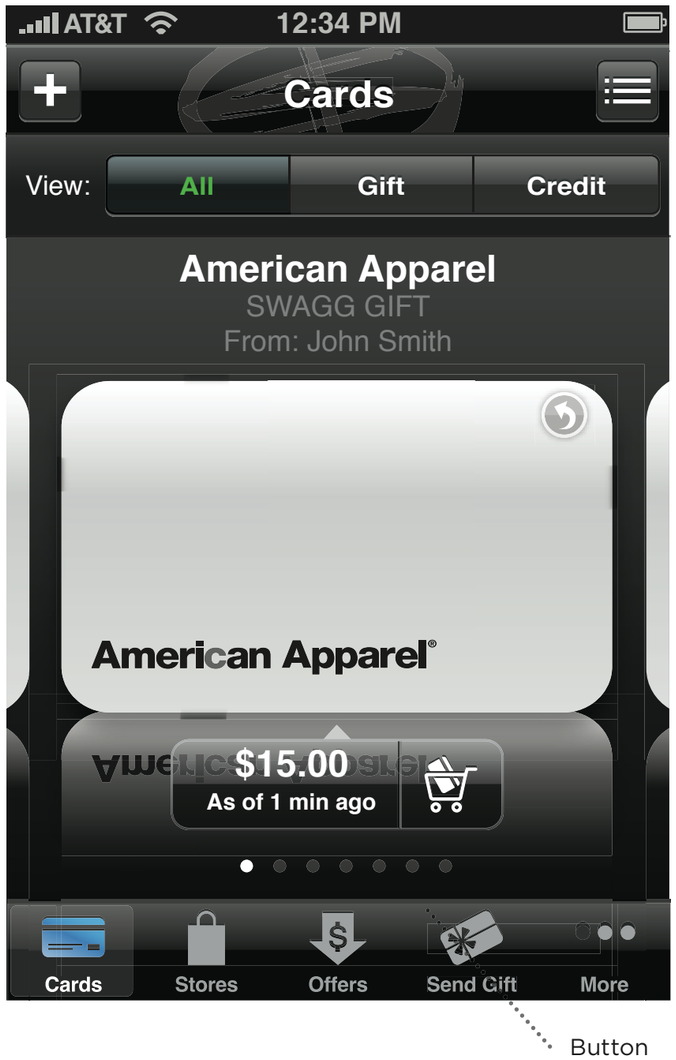



Is this image still being used?

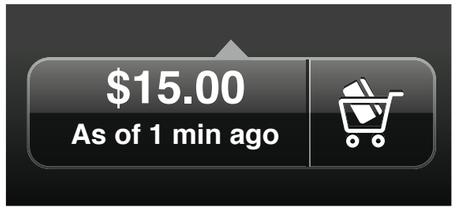
**WALKTHROUGH_TILE**

## CAROUSEL ACTIONS

### Component Example:



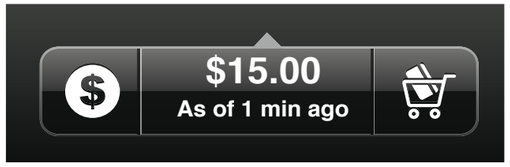

CARD_STATUS



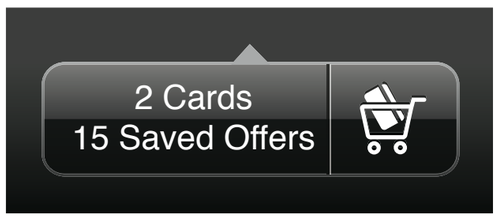

CARD_STATUS_CHKOUT



CARD_STATUS_LARGE




STORE_STATUS



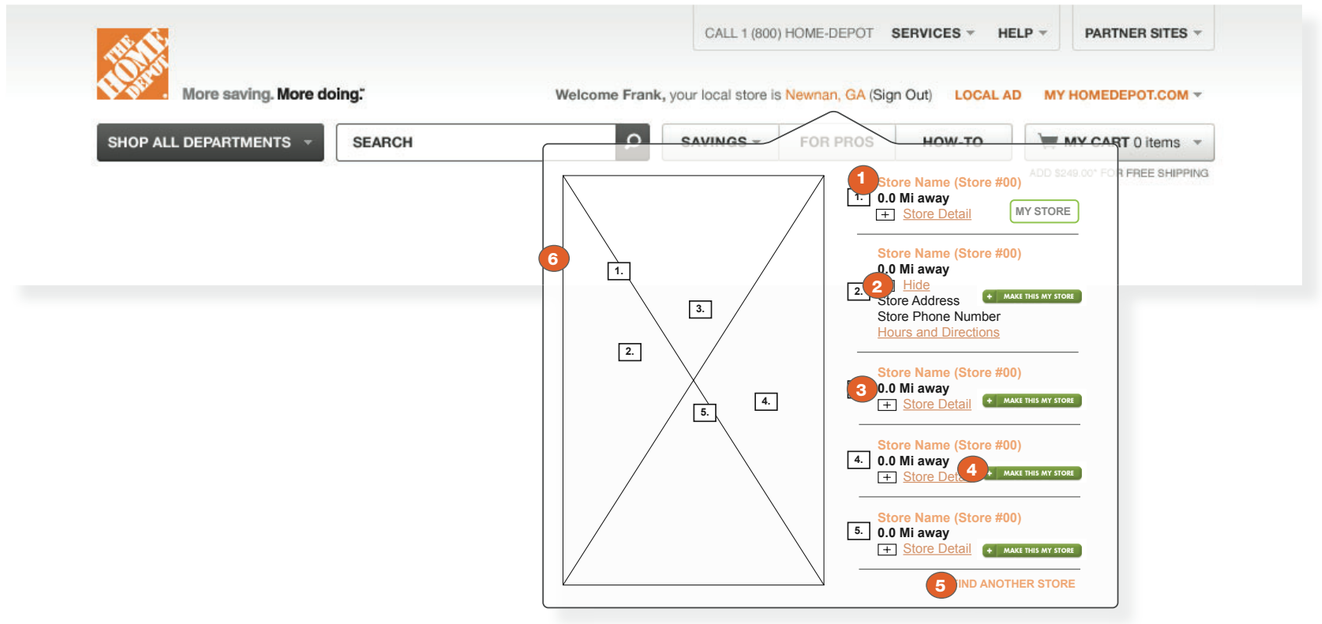
# BOPIS Phase 1

## User Experience

May 4, 2010

Author: R. Shawn Williams, UX Information Architect
Email: shawn_williams@homedepot.com

*Near-by Store Functionality Wireframe For Authenticated, Localized User*



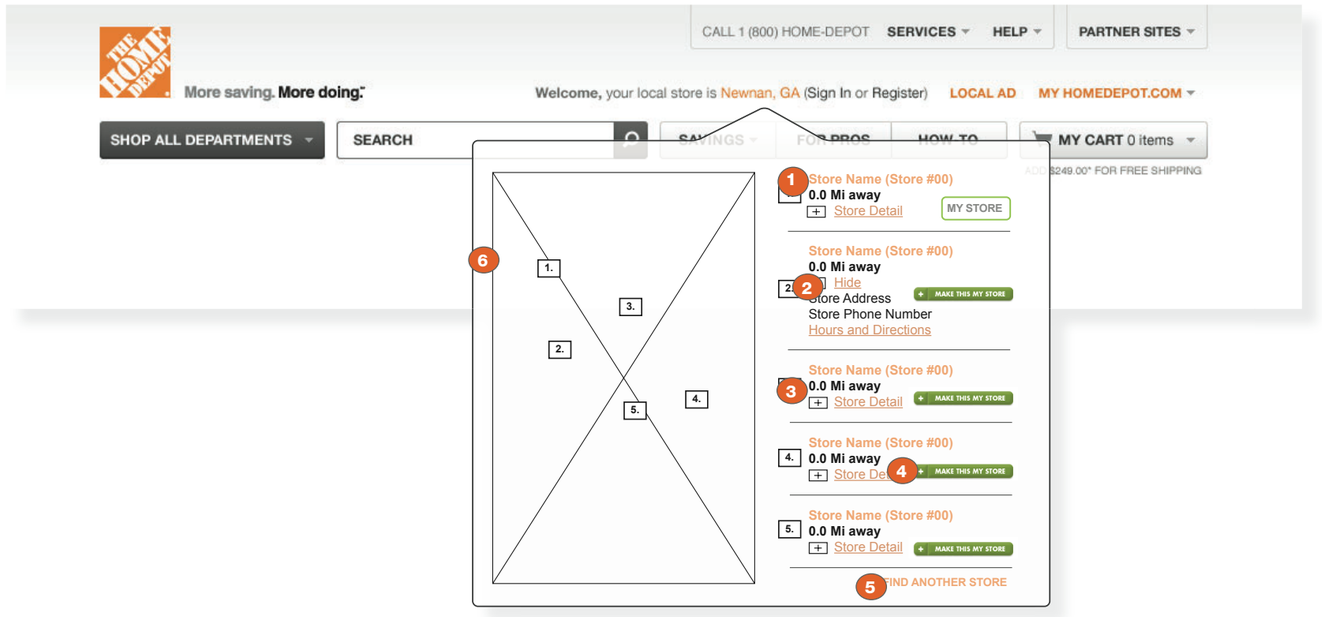

1. **STORE NAME/NUMBER-**
2. **STORE DETAIL-** User click here will trigger list showing further store information such as hours, store services, store events, and driving directions. User can also hide the information when finished.
3. **STORE DISTANCE-**Distance away from current localized store.
4. **STORE SELECTOR**- Store selector gives user the option to choose 1 out of 4 other displayed stores near the current localized store.

**Current store should stand out visually from the 4 nearby stores displayed.*

***User input overrides auto-localization*

5. **STORE DETAIL-** User click here will trigger automated list showing further store information such as hours, store services, store events, and driving directions.
6. **MAP**-Mapquest map visual representing the distance of the stores from each other. Icons will be numerically based to be consistent with the numerical order of the store list. Map heigh will expand and contract with the trigger of the show/hide functionality of the Store Detail.

*Near-by Store Functionality Wireframe For Unauthenticated, Localized User*



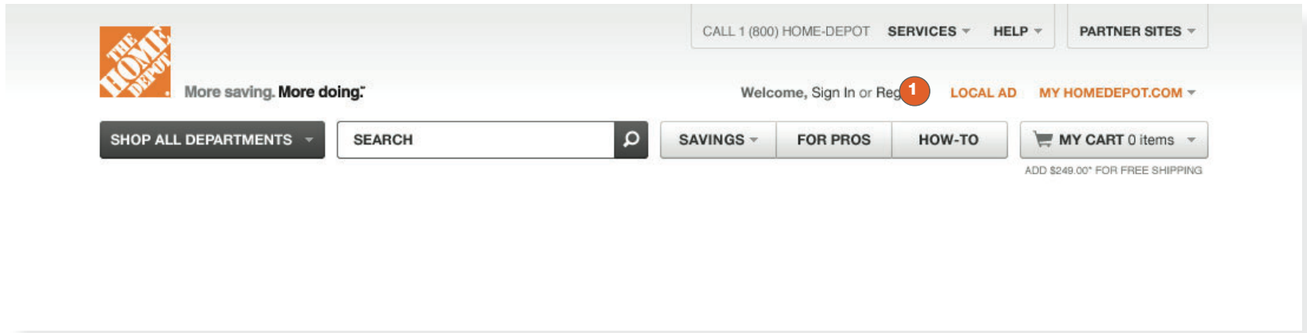

1. **STORE NAME/NUMBER-**
2. **STORE DETAIL-** User click here will trigger list showing further store information such as hours, store services, store events, and driving directions. User can also hide the information when finished.
3. **STORE DISTANCE-**Distance away from current localized store.
4. **STORE SELECTOR**- Store selector gives user the option to choose 1 out of 4 other displayed stores near the current localized store.

**Current store should stand out visually from the 4 nearby stores displayed.*

***User input overrides auto-localization*

5. **STORE DETAIL-** User click here will send user to find another store functionality in homedepot.com
6. **MAP**-Mapquest map visual representing the distance of the stores from each other. Icons will be numerically based to be consistent with the numerical order of the store list. Map heigh will expand and contract with the trigger of the show/hide functionality of the Store Detail.

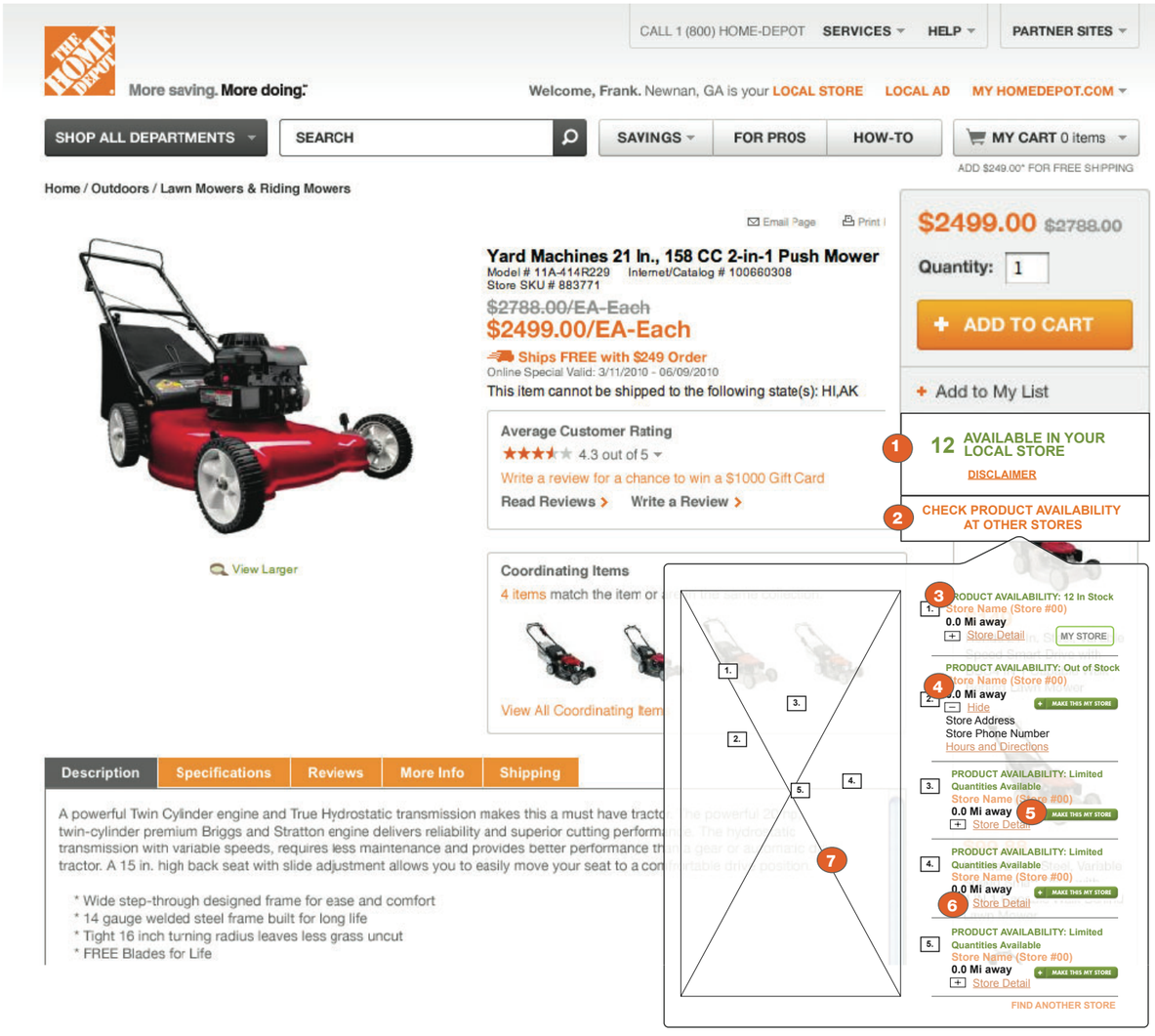
*Near-by Store Functionality Wireframe For Unauthenticated, Unlocalized User*




1. **STORE LOCATOR**-Store locator will send user to Find Your Local Store functionality embedded in homedepot.com.

**Displayed image does not reflect the correct unlocalized, unauthenticated state of the global header.*

*Inventory Functionality for PIP For Localized, Authenticated Users Wireframe*




1. **INVENTORY MESSAGE-**Display will automatically display the inventory levels for the user-selected or auto-localized store. Display will display one of three messages: Out of stock, Calculated Inventory Number, or Limited Quantities Available.
2. **INVENTORY MESSAGE FOR OTHER LOCAL STORES-** User click here will trigger list displaying 5 local stores with the PRIMARY VISUAL BEING THE INVENTORY LEVEL. Secondary visual should be store name and number.
3. **STORE NAME/NUMBER-**
4. **STORE DISTANCE-**Distance away from current localized store.
5. **STORE SELECTOR-** Store selector gives user the option to choose 1 out of 4 other displayed stores near the current localized store.

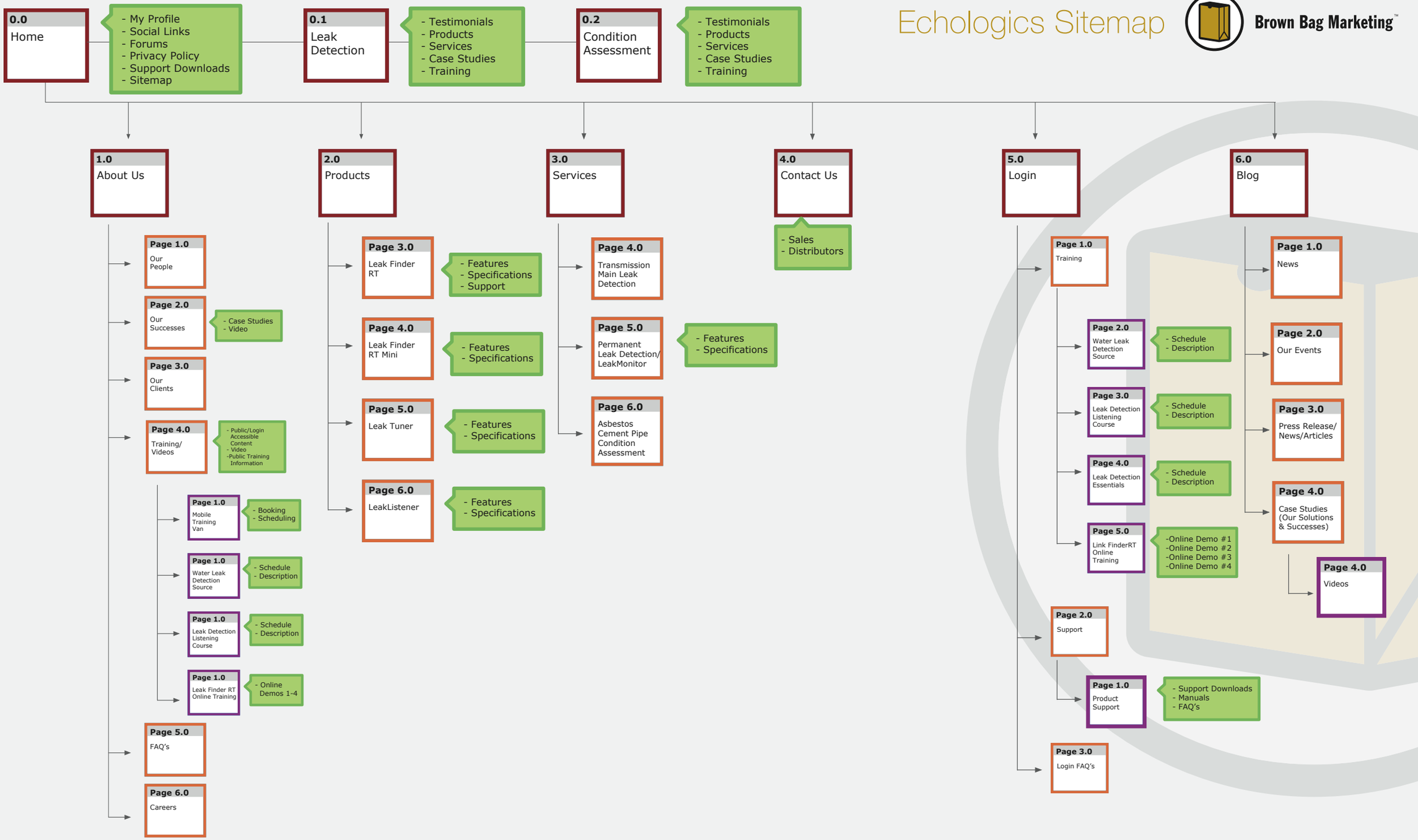
**Current store should stand out visually from the 4 nearby stores displayed.*

***User input overrides auto-localization*

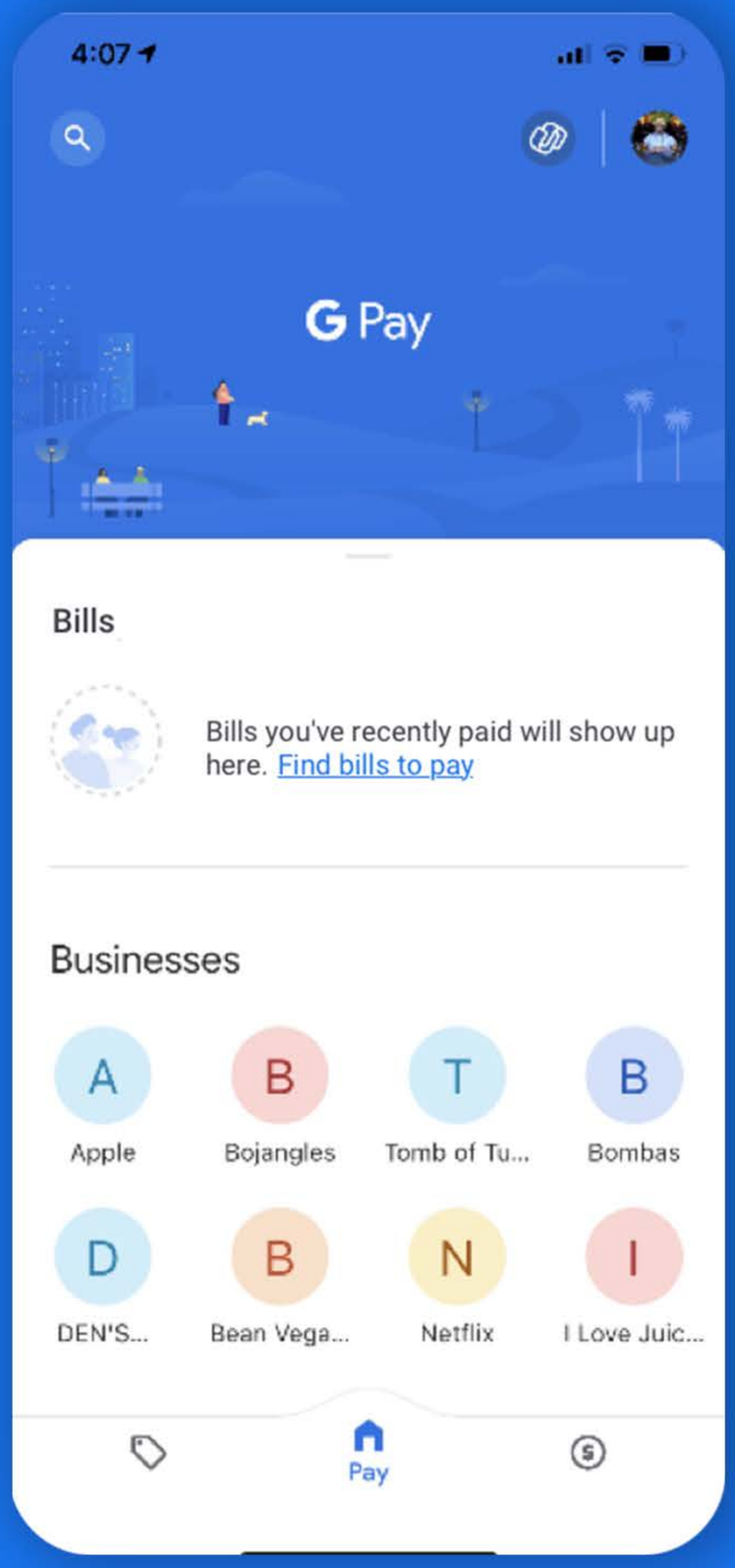
6. **STORE DETAIL-** User click here will trigger automated list showing further store information such as hours, store services, store events, and driving directions. User can also hide the information when finished.
7. **MAP-**Mapquest map visual representing the distance of the stores from each other. Icons will be numerically based to be consistent with the numerical order of the store list. Map heigh will expand and contract with the trigger of the show/hide functionality of the Store Detail.

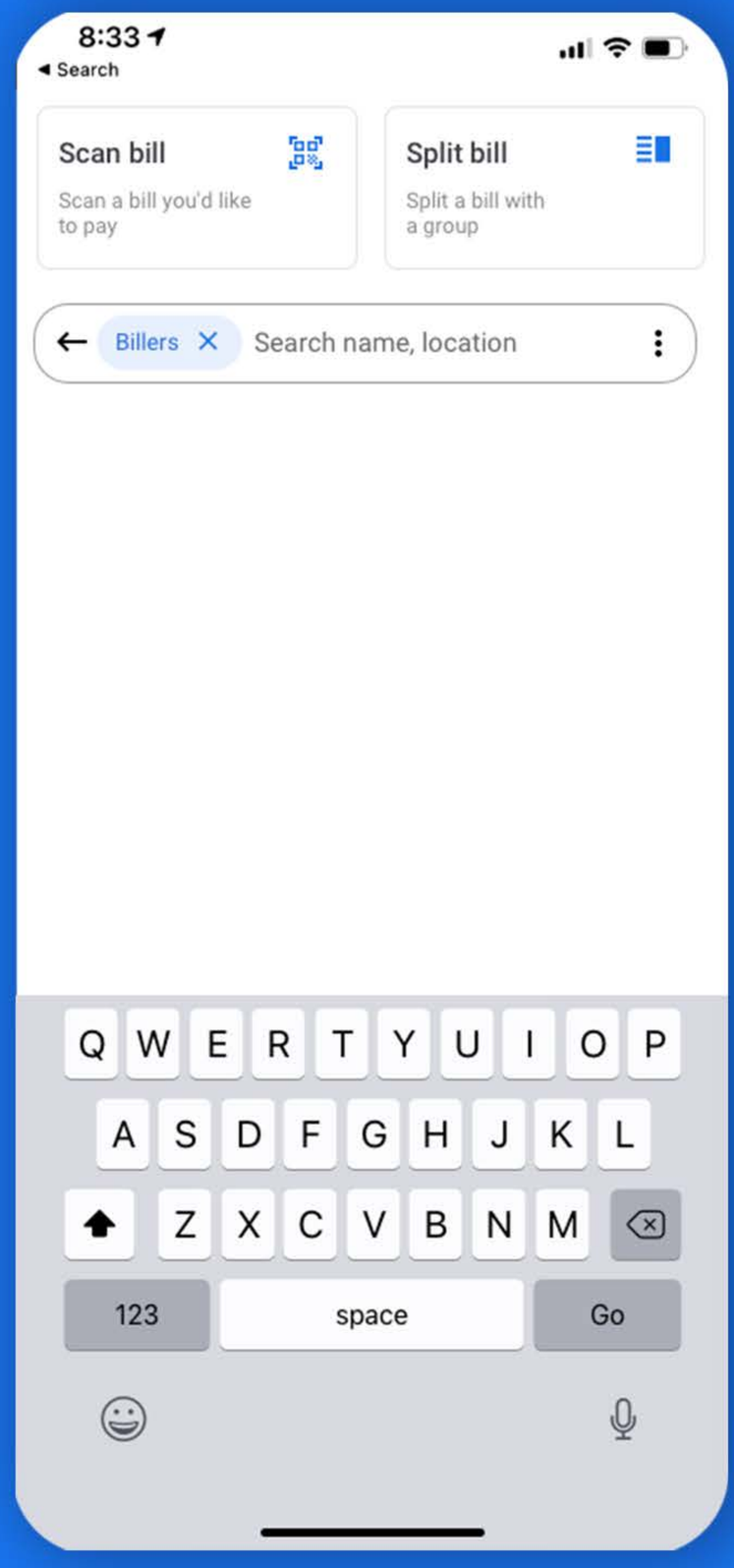
# Echologics Sitemap

Brown Bag Marketing™

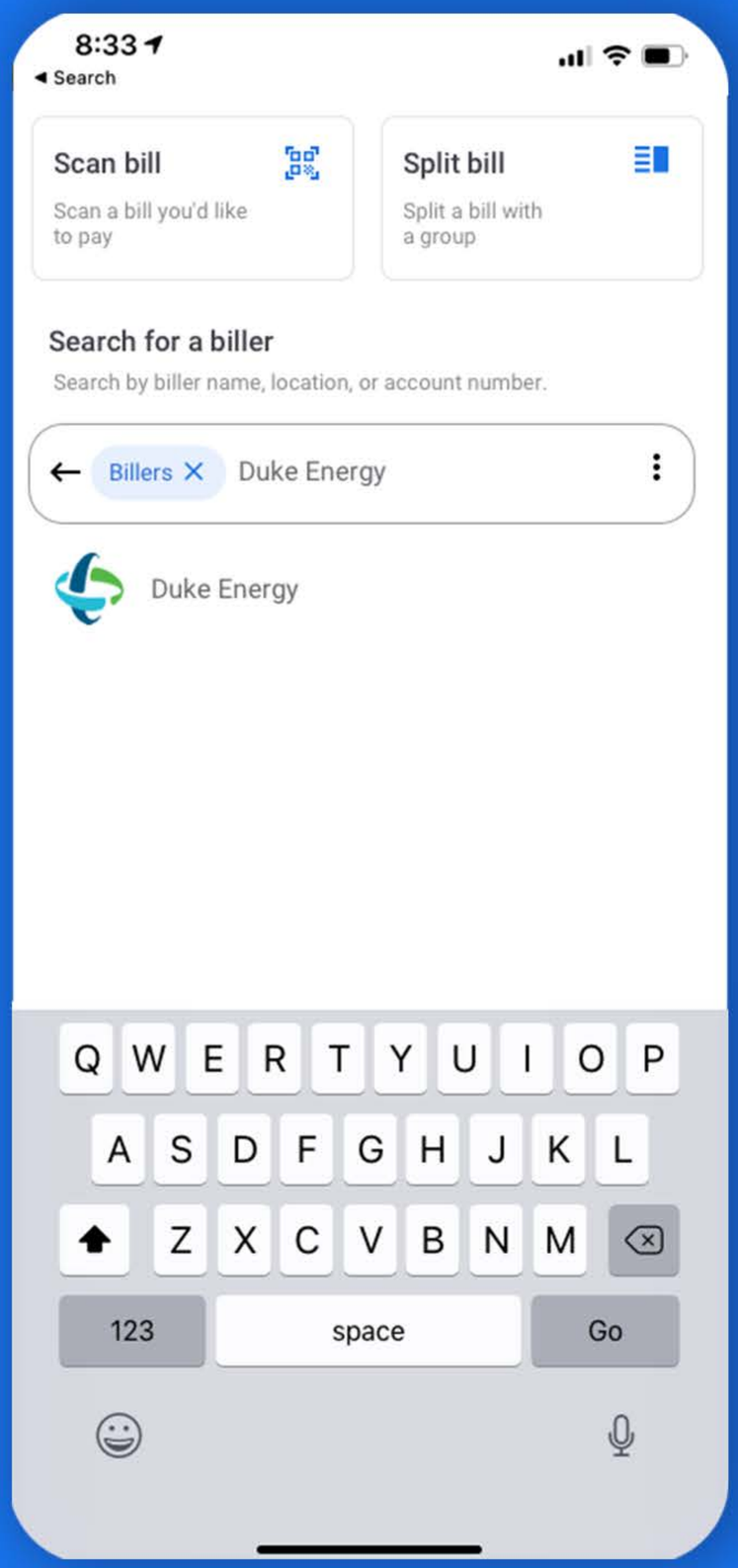


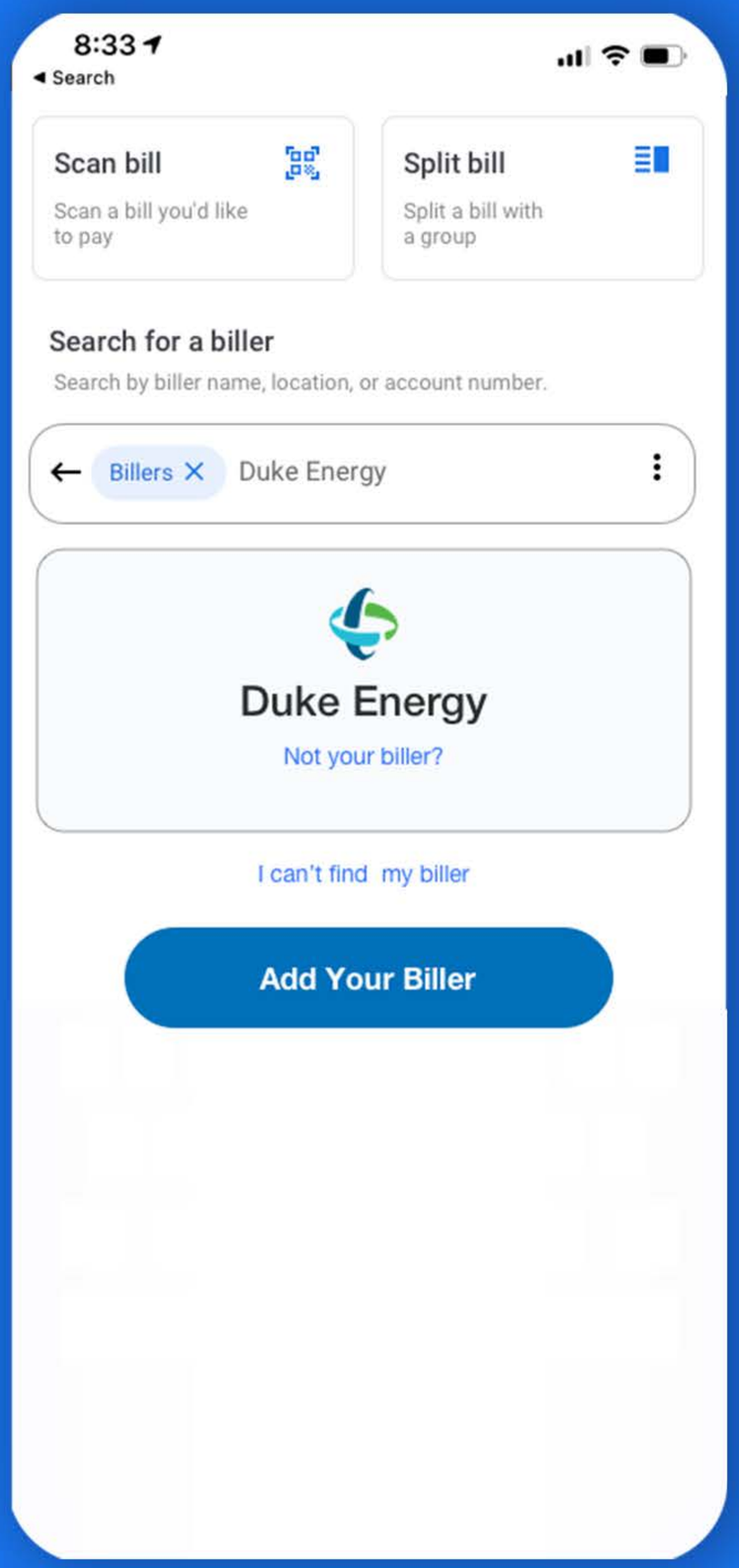
# Scan your bill & make a payment



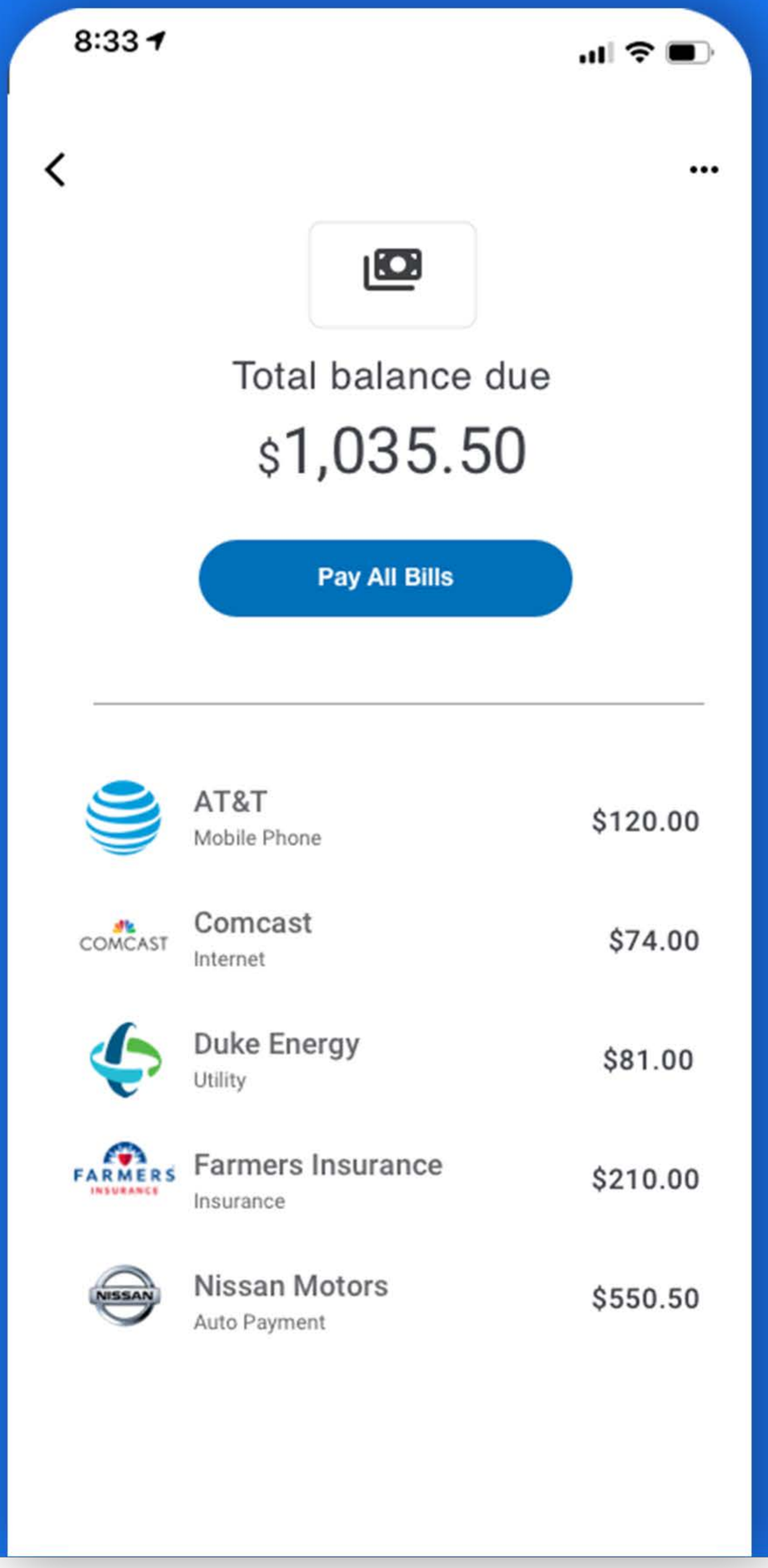



# Search for your billers

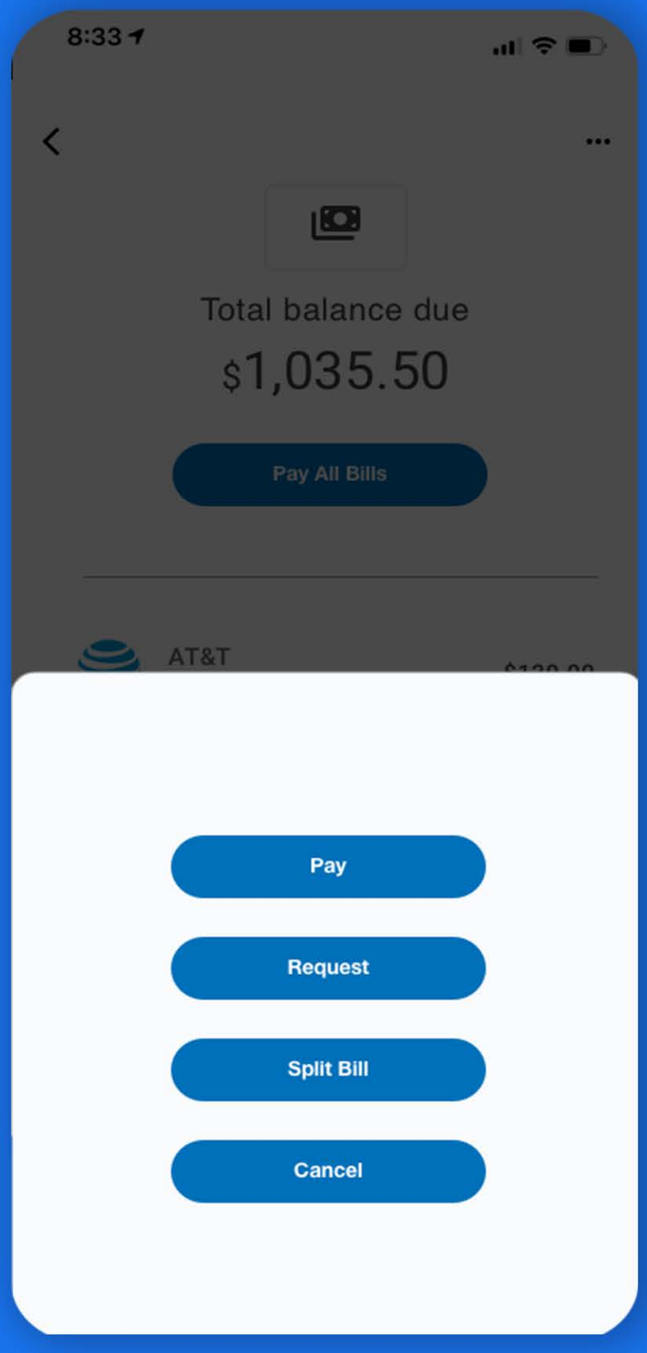


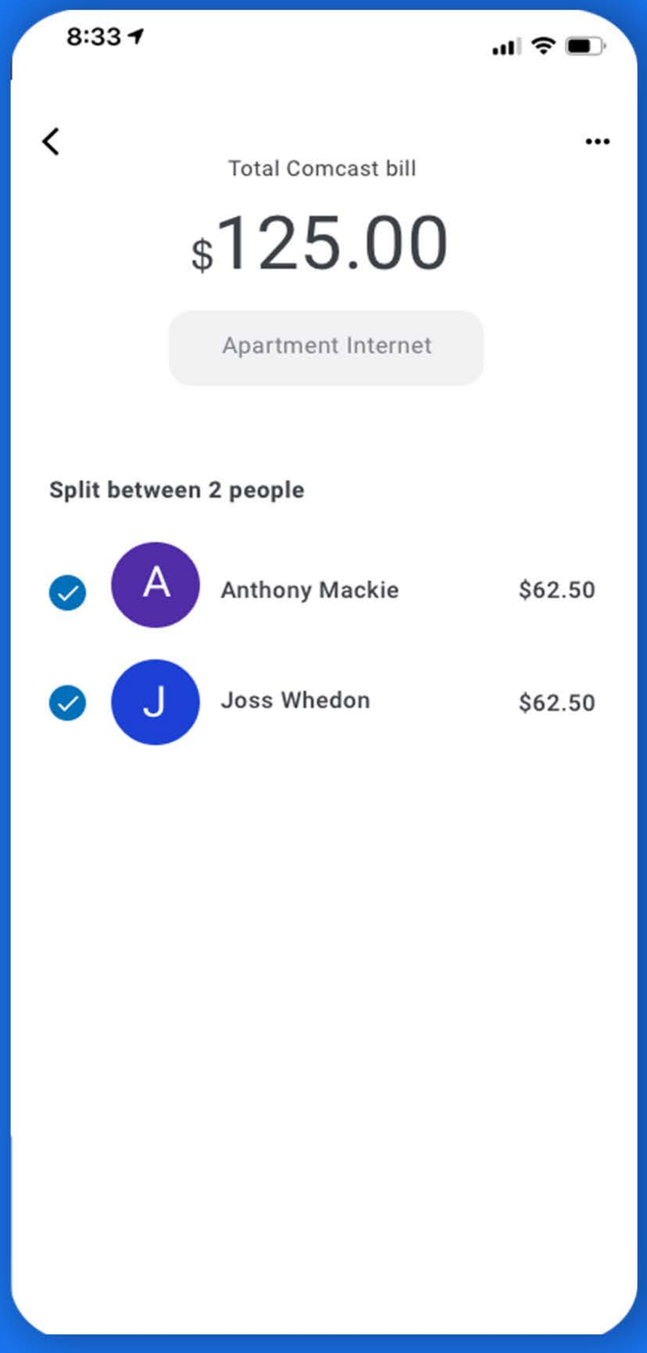



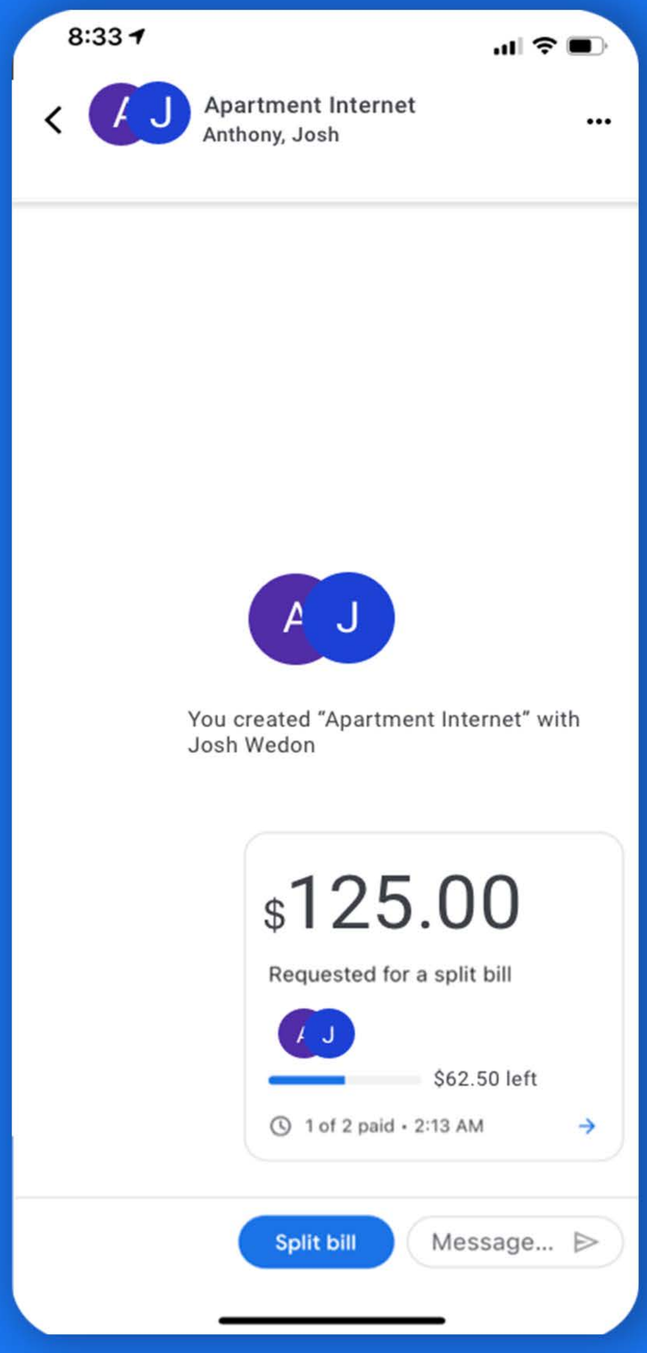
# Manage your bills



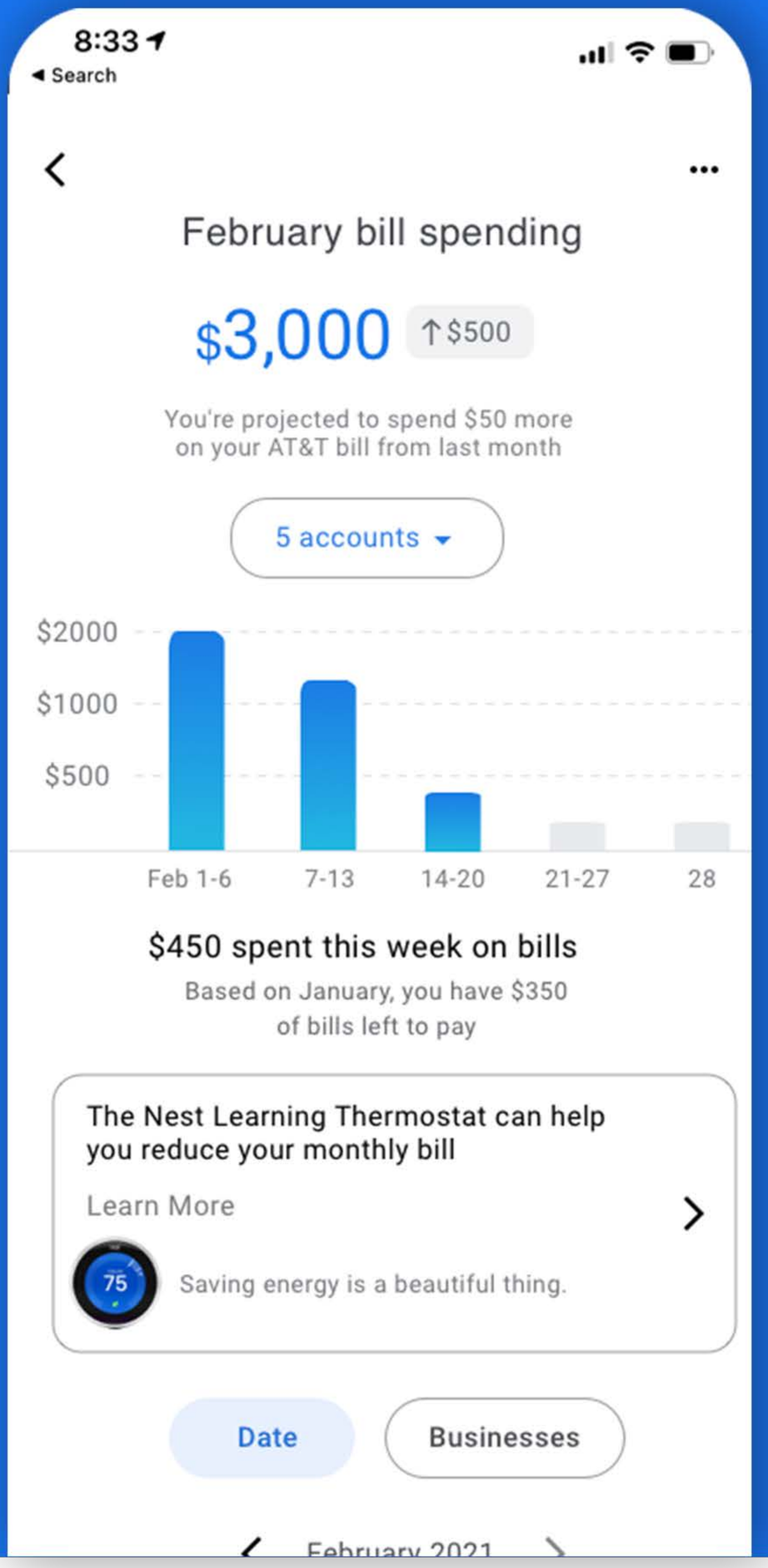
# Split your Internet bill with a group



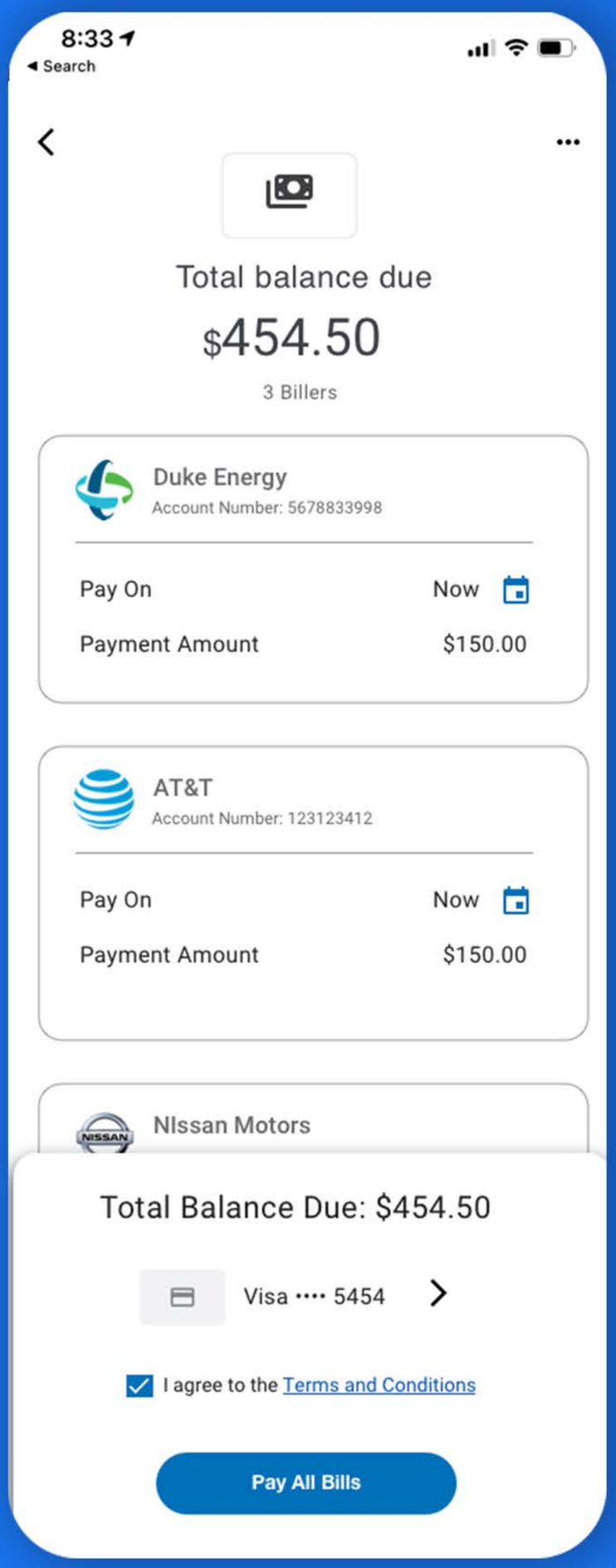



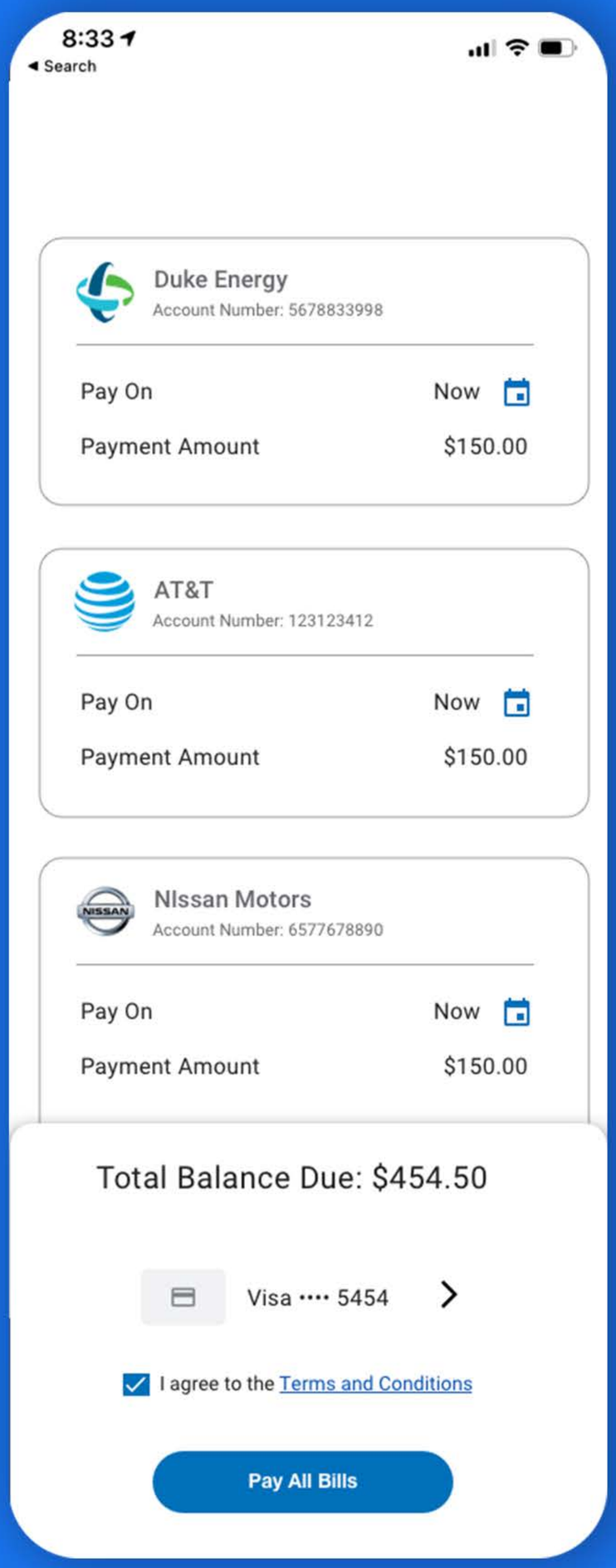



# Stay on top of your bill spending



# Pay multiple bills in one transaction



# Thank You For Your Time

**shawn@consultwill.com**
**www.consultwill.com**
**314-607-1432**