

SPECTRUM MOBILE Multi-Line Buyflow: Functionality

DESKTOP SCREENS

TABLE OF CONTENTS

OVERVIEW
SECTION 1: SELECTING THE NUMBER OF LINES
SECTION 2: LINE 1 COMPLETE & TEMPLATE LINE 2
SECTION 3: LINE 1 ONLY
SECTION 4: ADDING LINE 2
SECTION 5: ADDED LINE 2
SECTION 6: ADDING POPULAR/COMPATIBLE ACCESSORY
SECTION 7: ADDED POPULAR/COMPATIBLE ACCESSORY
SECTION 8: ADDING UNIVERSAL ACCESSORY
SECTION 9: ADDED UNIVERSAL ACCESSORY
SECTION 10: ADDING DUPLICATE LINE
SECTION 11: ADDED DUPLICATE LINE
SECTION 12: ADDING TABLET DEVICE
SECTION 13: ADDED TABLET DEVICE
SECTION 14: MINI CART
SECTION 15: LINES: VARIABLE ITEMS
SECTION 16: LINES: EDITING, DELETING, ETC
SECTION 17: ACCESSORIES: ADDING, EDITING, REMOVING, ETC
SECTION 18: ANCHOR LINKING [ADDED LINES & ACCESSORIES]
SECTION 19: LINE LIMIT



OVERVIEW

All steps in the buyflow leading up to the shopping cart will keep the same functionality currently being used on the Spectrum Mobile website.

THESE STEPS INCLUDE:

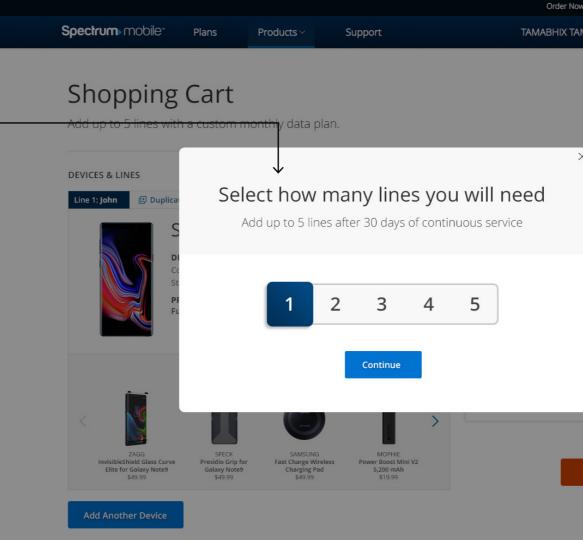
- 1. Home, Plans, Phone, and Tablet Pages (to select a device)
- 2. Device Details Page
- 3. Let's Get Started Page
- 4. Customer Login Page
- 5. "SSN/DOB" Page
- 6. "Customize Your Plan" Page



SELECTING THE NUMBER OF LINES

After selecting "Add to Cart" on the "Customize -Your Plan" page (part of the current Spectrum Mobile buyflow), users are directed to the new shopping cart for multi-line ordering. Before viewing their cart, the user must select how many lines they will need.

Existing customers will be allowed to add up to 5 lines to their shopping cart. New customers will only be allowed 2 lines (see page 7 for new customer functionality).



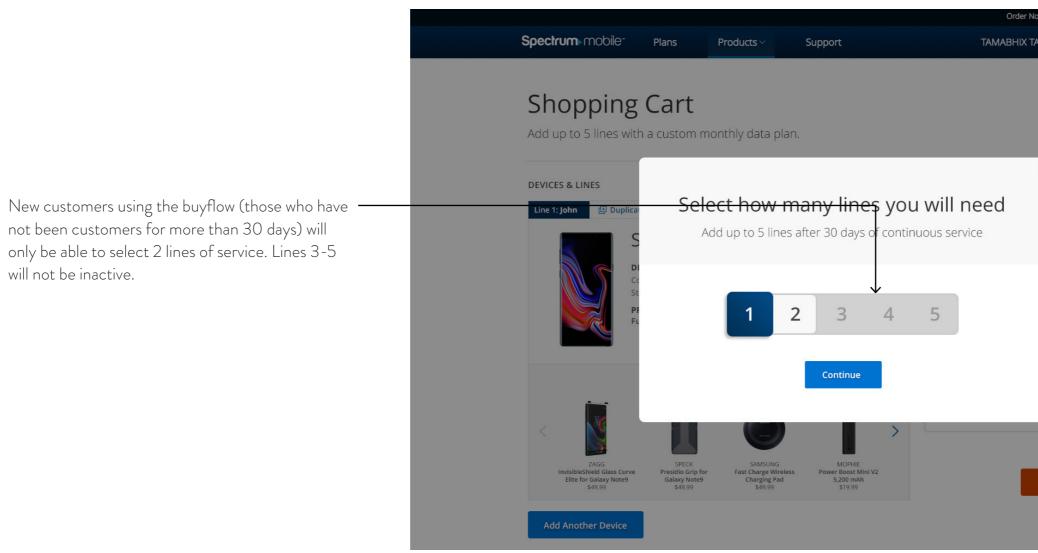


w: (855) 892-20	072 Find a Store	En Español	
MTOOL ~	0,)	
×			
	\$1,023.99 ~		
	Free		
Charges	\$98.16 ~		
	\$1,122.15		
Estima	ted Monthly Co	osts	
Continue t	to Checkout		

The user can exit the popup by selecting the -Order N "x" in the top right corner. If they do so, their Spectrum mobile-Plans Support shopping cart will reflect the 1 line they have TAMABHIX T already completed filling out information for. (See: "Line Section 3: Line 1 Only") Shopping Cart Add up to 5 lines with a custom monthly data plan. **DEVICES & LINES** Select how many lines you will need The tabbed slider allows the user to add up to 5 lines in their shopping cart. Add up to 5 lines after 30 days of continuous service 2 3 5 Once the user selects the number of lines Continue they want, they click "continue" to bring them into the shopping cart. MOPHIE Power Boost Mini V2 5,200 mAh \$19.99 SPECK Presidio Grip for Galaxy Note9 \$49.99 InvisibleShield Glass Curve Elite for Galaxy Note9 \$49.99 Fast Charge Wireless Charging Pad \$49.99



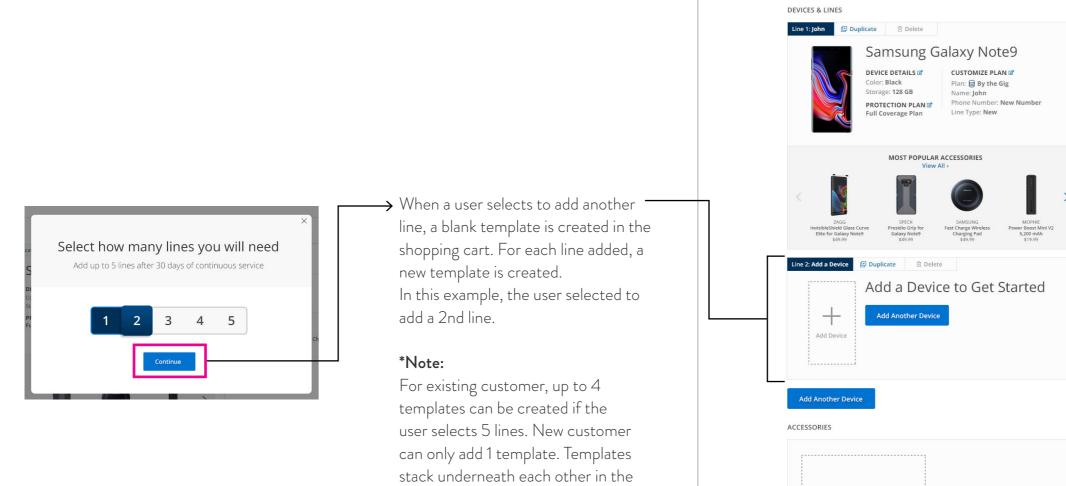
7	
ovr. (855) 892-2072 Find a Store E	n Español
antool~ 🔍 📜	
\downarrow	
×	3).
	·
\$1,023.99 ~	
Free	
Free	
Charges \$98.16 ~	
\$1,122.15	
),
Estimated Monthly Cost	5
Continue to Checkout	
continue to checkout	





w: (855) 892-20	072 Find a Store E	n Español	
MTOOL~	م)		
×			
	\$1,023.99 ~		
	Free		
Charges			
8	\$98.16 ~		
	\$1,122.15		
	¥1,122.13		
Estima	ted Monthly Cost	5	
Continue	to Checkout		

SECTION 2 LINE 1 COMPLETE & TEMPLATE LINE 2

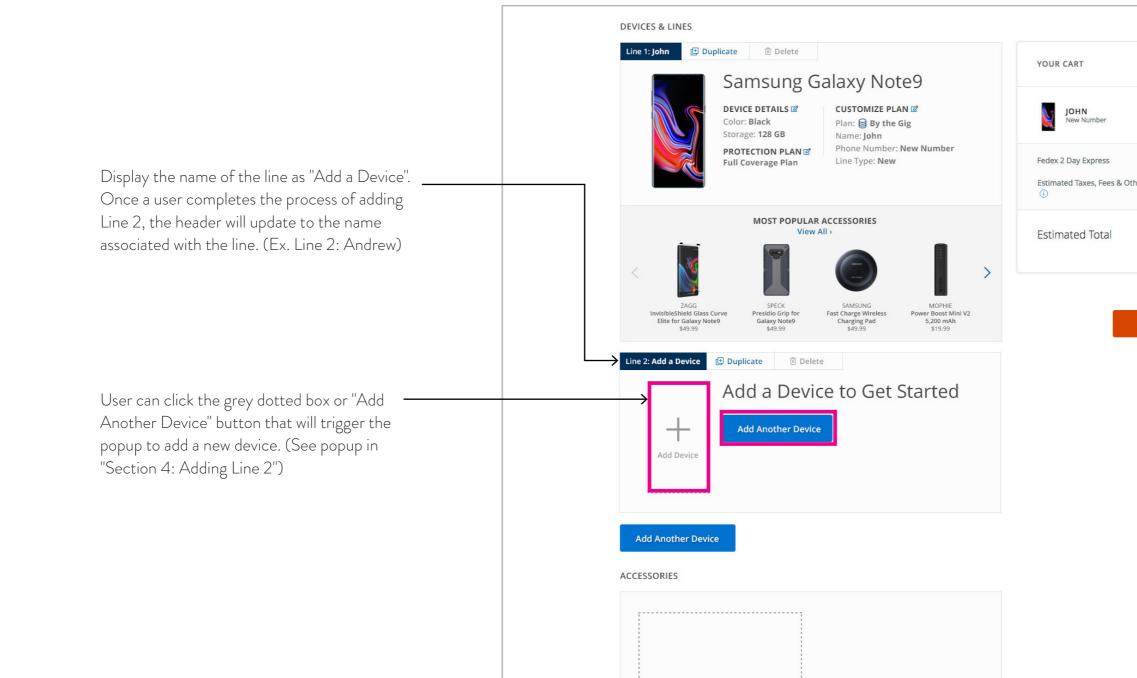


shopping cart.



YOUR CART			
TOOR CART			
JOHN New Number	\$1,0)23.99 ~	
Fedex 2 Day Express		Free	
Estimated Taxes, Fees & Oth	er Charges	\$98.16 ¥	
Estimated Total	\$1	,122.15	
	Estimated M	Nonthly Costs	
	Continue to Ch	eckout	
	Continue to Ch	eckout	
	Continue to Ch	eckout	
	Continue to Ch	eckout	
	Continue to Ch	eckout	
	Continue to Ch	eckout	
	Continue to Ch	leckout	
	Continue to Ch	leckout	
	Continue to CH	leckout	
	Continue to Ch	leckout	
	Continue to Ch	leckout	

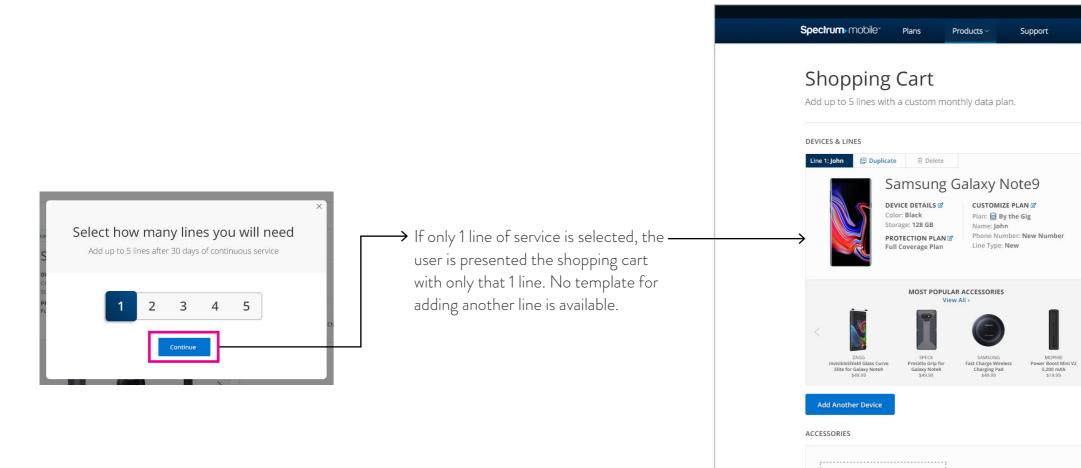
9





	\$1,023.99 ~	
	Free	
Other Charges	\$98.16 ~	
	\$1,122.15	
Estima	ted Monthly Cost	ts
Continue	to Checkout	
		_

SECTION 3

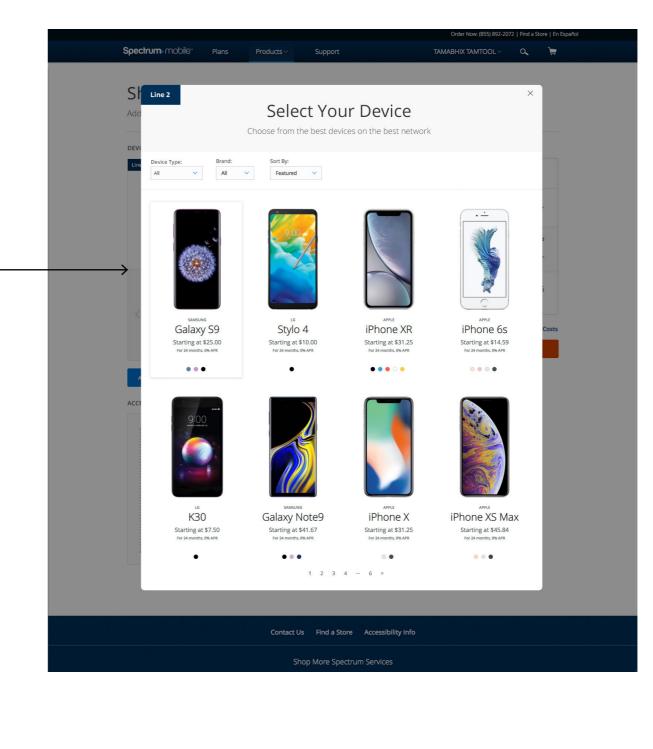




Order Now: (855) 892-2	072 Find a Store	e En E
TAMABHIX TAMTOOL \sim	۵,)
YOUR CART		
с јони		
New Number	\$1,023.99 ~	
Fedex 2 Day Express	Free	
Estimated Taxes, Fees & Other Charges	\$98.16 ~	
0		
Estimated Total	\$1,122.15	
Estima	ited Monthly C	osts
	to Checkout	
continue	to checkout	

SECTION 4 ADDING LINE 2

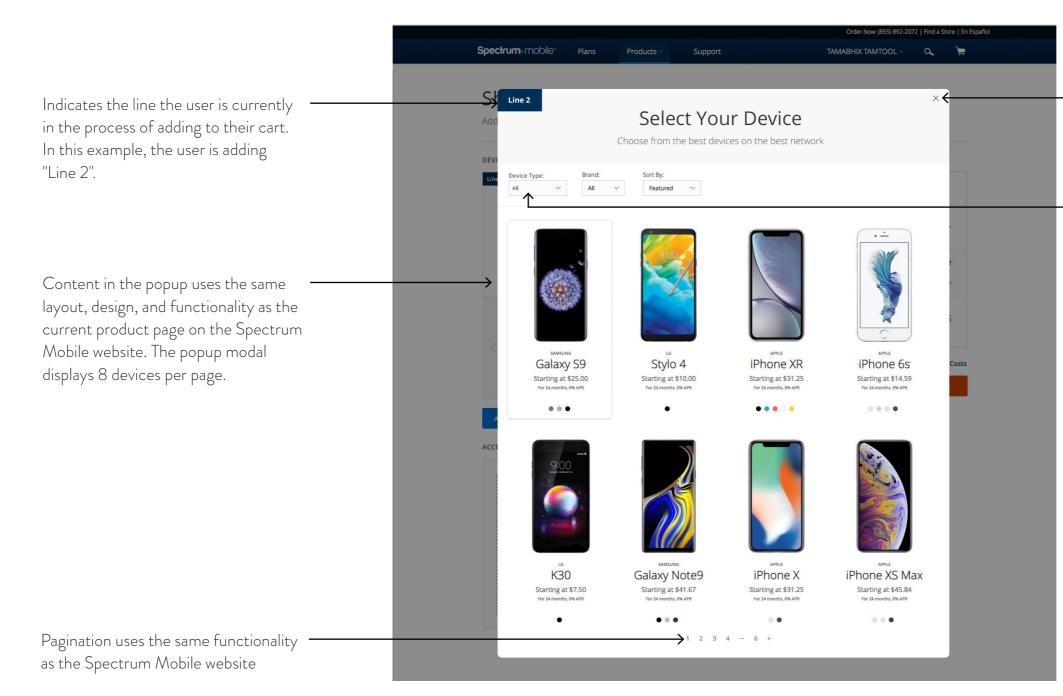
STEP 1: SELECT DEVICE



ine 2; Add a Device	Duplicate		to Get Started	
Add Device	Add Ano	ther Device		

Selecting one of the buttons opens a popup modal allowing the user to add a new line. Users can add a new line using the same process they did for Line 1 - first, by selecting their device.



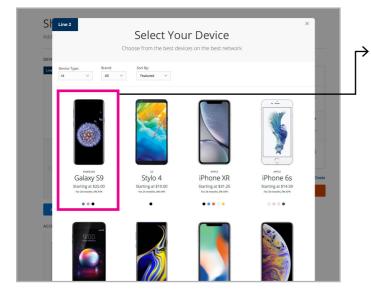




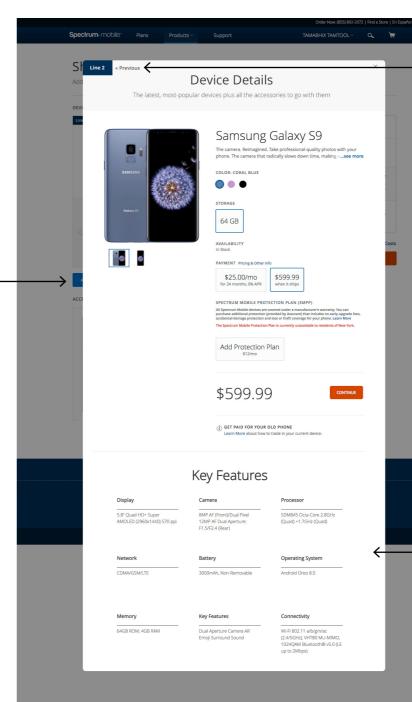
Exit the popup modal at any time by selecting the "x" button.

"Device Type" filter lets the user view phone or tablet devices.

STEP 2: DEVICE DETAILS



User selects a device using the same functionality as the Spectrum Mobile website. The user is then presented the "Device Details" popup modal.

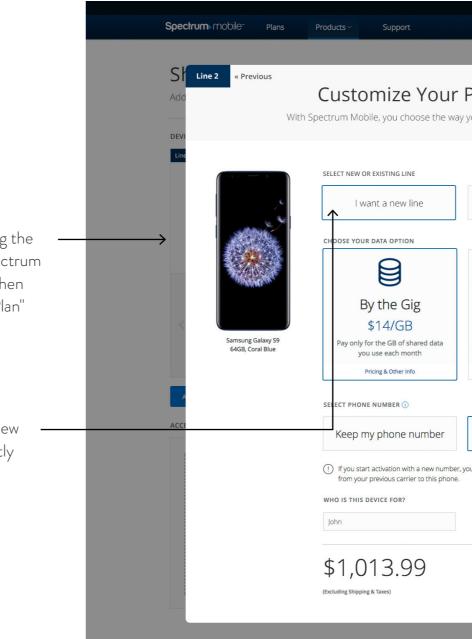


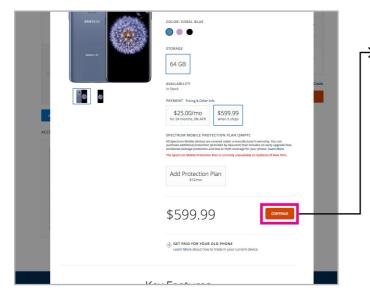


Users can navigate back to step 1 ("Select Your Device" Page) by selecting the previous button.

No river graphics or accessories will be displayed on the popup modals. (Only key features).

STEP 3: DEVICE DETAILS





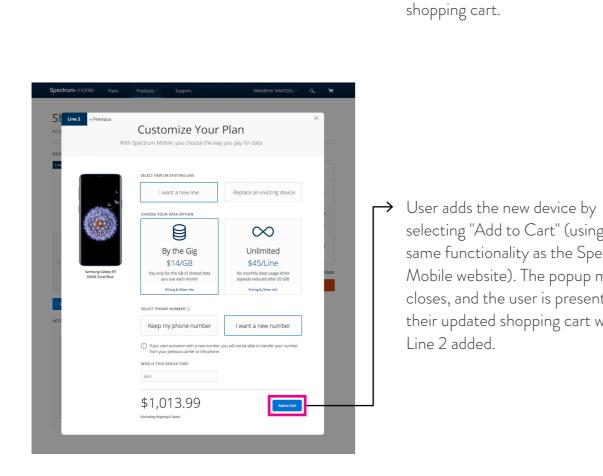
→ User selects "Continue" (using the same functionality as the Spectrum Mobile website). The user is then presented "Customize Your Plan" popup modal.

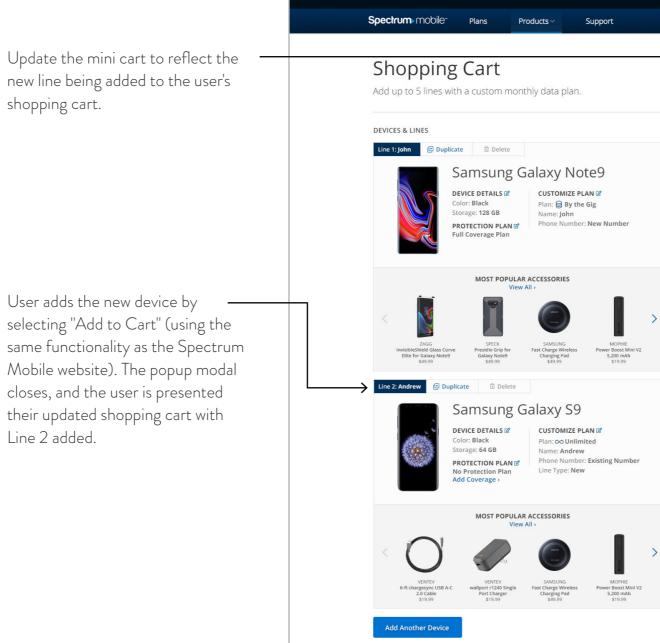
*Note:

Include new section "Select new or existing line" that is currently in production.

AMARHY TAMTOOL A Plan ay you pay for data Replace an existing device Unlimited \$45/Line Nonothly data usage limits Speeds reduced after 20 GB) Pring & Other Info I want a new number , coust limit not be able to transfer your number Addto Cart	Order Now: (855) 892-2	072 Find a St	tore En Españo
A ry you pay for data Replace an existing device Replace an existing device Unlimited \$45/Line No monthly data usage limits (speeds reduced after 20 GB) Pricing & Other Info L want a new number	TAMABHIX TAMTOOL \sim	٩	Ě
A you pay for data Replace an existing device			
Costs Unlimited \$45/Line No monthly data usage limits (speeds reduced after 20 GB) Pricing & Other Info Uwant a new number		×	
\$45/Line No monthly data usage limits (speeds reduced after 20 GB) Pricing & Other Info I want a new number r, you will not be able to transfer your number t	Replace an existing device		_
r, you will not be able to transfer your number 2.	\$45/Line No monthly data usage limits (speeds reduced after 20 GB)		3 Costs
Add to Cart]	
	Add to Cart	_	

SECTION 5 ADDED LINE 2

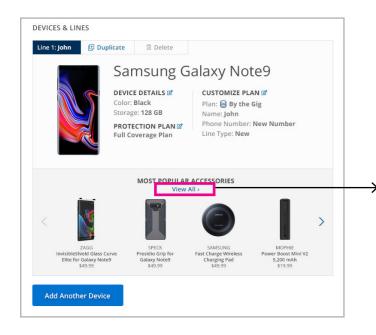




Order Now: (855) 892-2	2072 Find a Sto	re En
TAMABHIX TAMTOOL $\!$	٩	È
YOUR CART		
_		
MNDREW New Number	\$623.99 ~	·
ли јони		
New Number	\$1,023.99 \	·
Fedex 2 Day Express	Free	2
Estimated Taxes, Fees & Other Charges	\$157.17	
Estimated Total	\$1,805.15	5
	ated Monthly	Costs
Continue	to Checkout	

SECTION 6 ADDING POPULAR/COMPATIBLE ACCESSORY

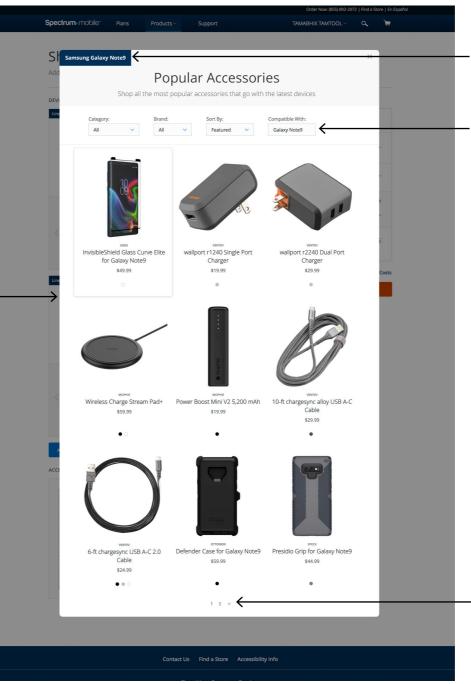
STEP 1: SELECT ACCESSORY



→ Selecting "View All" opens a popup modal allowing the user to view all popular/compatible accessories. (The popup modal uses the same functionality as the Spectrum Mobile website).

*Note:

Display 9 accessories at a time on the popup modal.



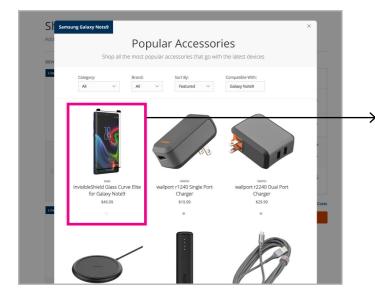


Display the name of the device the user is selecting accessories for.

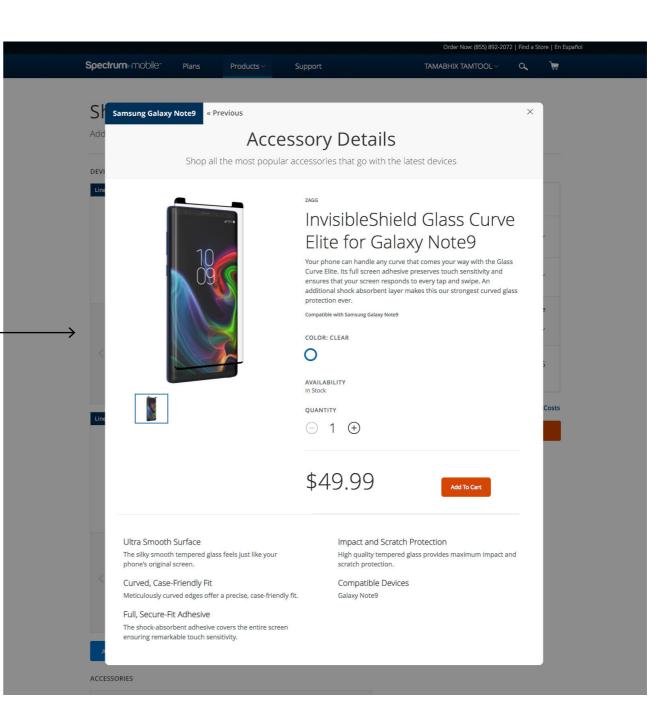
"Compatible With" should be preselected to correspond to the device the user is selecting accessories for.

Use the same pagination as the Spectrum Mobile website.

STEP 2: ACCESSORY DETAILS

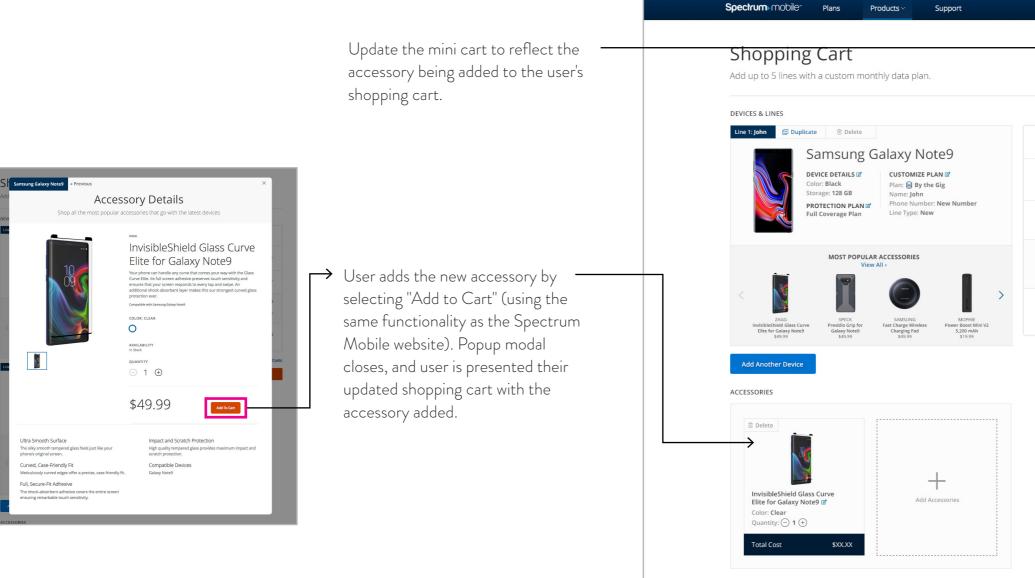


→ User selects the accessory using the same functionality as the Spectrum Mobile website. The user is then presented "Accessory Details" popup modal.





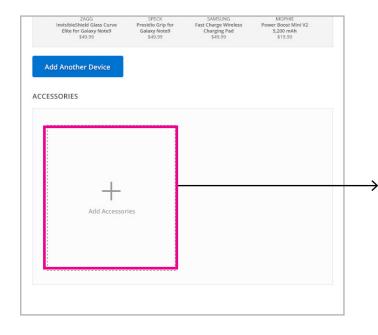
SECTION 7 ADDED POPULAR/COMPATIBLE ACCESSORY



		ore En I
TAMABHIX TAMTO	00L~ Q	Ë
OUR CART		
JOHN New Number	\$1,023.99	~
ZAGG INVISIBLESHIEI GLASS CURVE ELITE F GALAXY NOTE9	LD FOR \$49.99	~
GALAXY NOTE9		
edex 2 Day Express	Fre	e
stimated Taxes, Fees & Other C i)	harges \$102.90	~
stimated Total	\$1,176.88	8
	Estimated Monthly	Costs
Cor	ntinue to Checkout	

SECTION 8 ADDING UNIVERSAL ACCESSORY

STEP 1: SELECT ACCESSORY

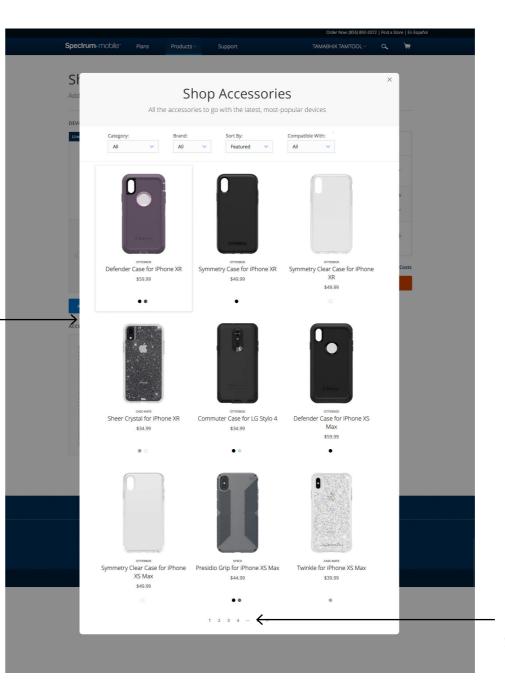


*Same process as "Adding Popular/ Compatible Accessory":

Selecting "View All" opens a popup modal allowing the user to view all universal accessories. (The popup modal uses the same functionality as the Spectrum Mobile website).

*Note:

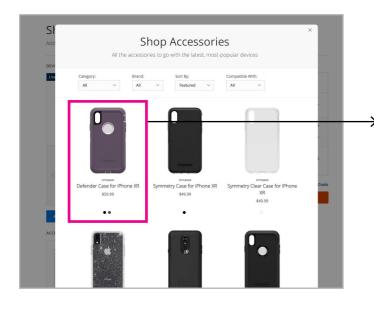
Display 9 accessories at a time on the popup modal.





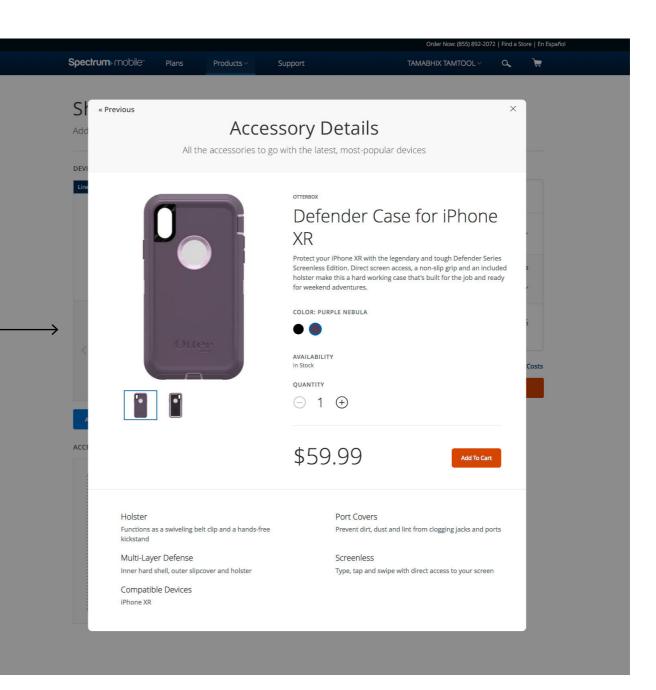
Use the same pagination as the Spectrum Mobile website.

STEP 2: ACCESSORY DETAILS

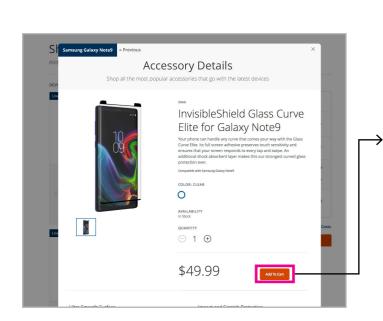


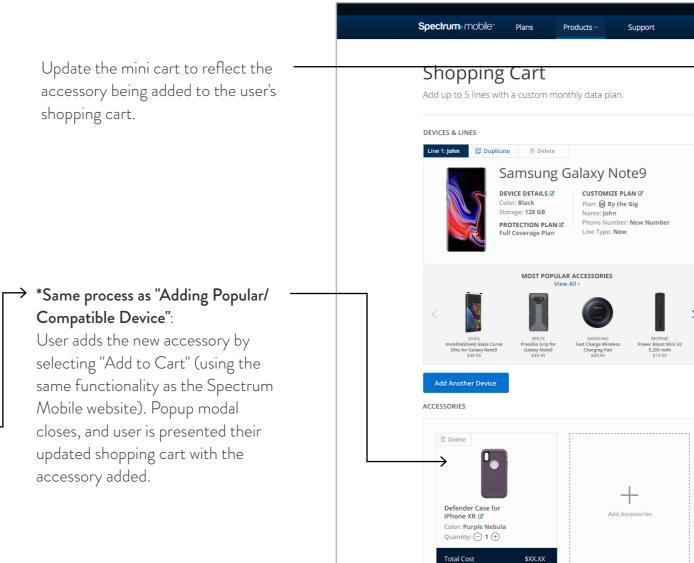
*Same process as "Adding Popular/ Compatible Accessory":

User selects the accessory using the same functionality as the Spectrum Mobile website. The user is then presented the "Accessory Details" popup modal.



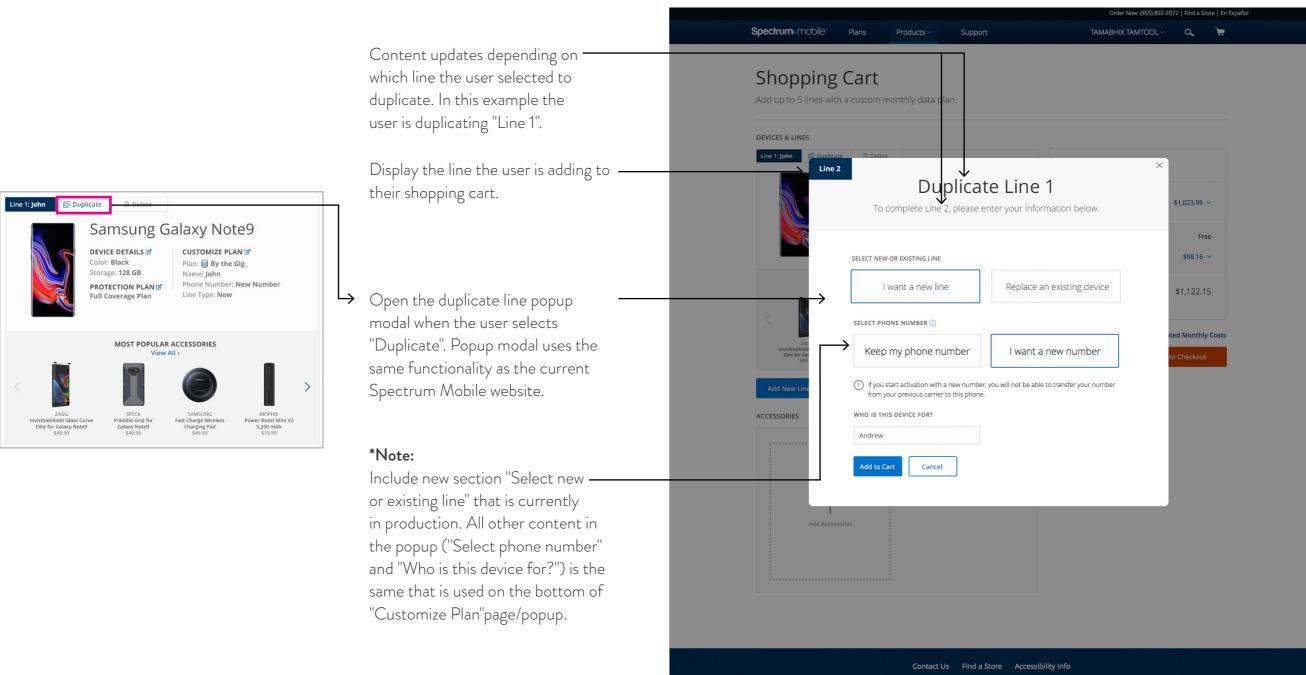
SECTION 9 ADDED UNIVERSAL ACCESSORY





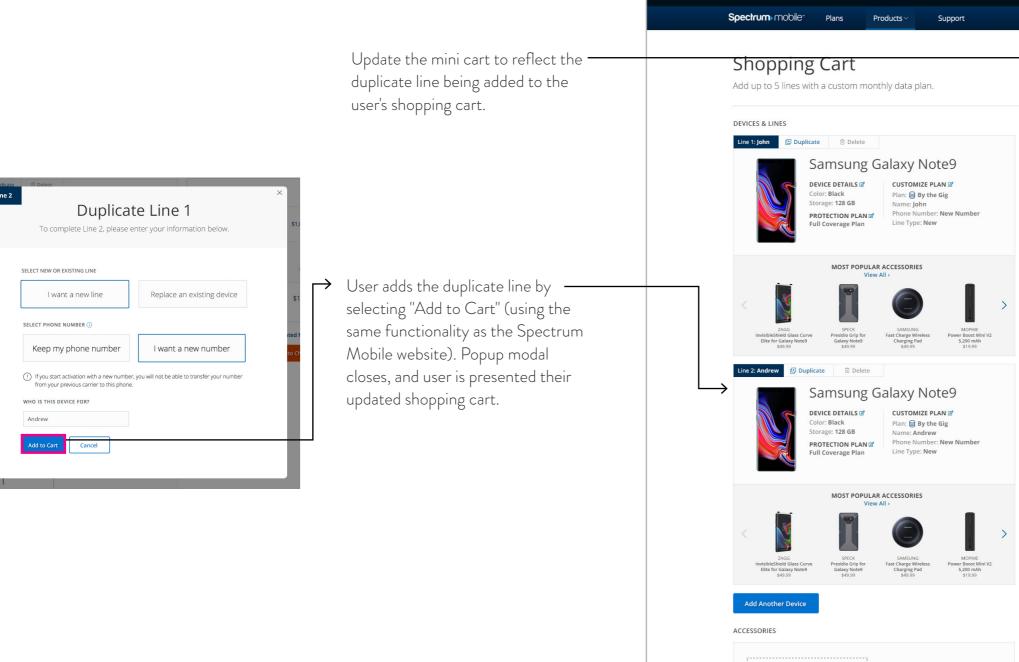
YOUR CART YOUR CART JOHN JOHN New Number S1,023.99 ~ OTTERBOX DEFENDER CASE \$59.99 ~ Fedex 2 Day Express Free Estimated Total \$1,187.84 Continue to Checkout
JOHN \$1,023.99 ~ Image: Strate of the strate of
JOHN \$1,023.99 ~ Image: Strate of the strate of
JOHN \$1,023.99 ~ Image: Strate of the strate of
JOHN \$1,023.99 ~ Image: Strate of the strate of
JOHN \$1,023.99 ~ Image: Strate of St
JOHN \$1,023.99 ~ Image: Strate of the strate of
New Number Image: Constraint of the second seco
New Number Image: Constraint of the second seco
Fedex 2 Day Express Free Estimated Taxes, Fees & Other Charges \$103.86 ~ ① \$1,187.84 Estimated Total \$1,187.84
Fedex 2 Day Express Free Estimated Taxes, Fees & Other Charges \$103.86 ~ ① \$1,187.84 Estimated Total \$1,187.84
Estimated Taxes, Fees & Other Charges \$103.86 ~ Estimated Total \$1,187.84 Estimated Monthly Costs
Estimated Taxes, Fees & Other Charges \$103.86 ~ Estimated Total \$1,187.84 Estimated Monthly Costs
Estimated Total \$1,187.84 Estimated Monthly Costs
Estimated Monthly Costs
Continue to Checkout

SECTION 10 ADDING DUPLICATE LINE





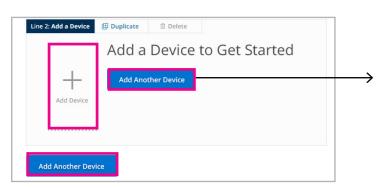
SECTION 11 ADDED DUPLICATE LINE



	0	rder Now: (855) 892-2	072 Find a Sto	ore En
	TAMAB	HIX TAMTOOL $^{\vee}$	ď)
		1		
	YOUR CART			
	ANDREW New Number		\$1,023.99	~
		\downarrow		
	JOHN New Number	r	\$1,023.99	~
	Fedex 2 Day Expres		Fre	
	Estimated Taxes, Fe	ees & Other Charges	\$157.17	~
>				
	Estimated Tota	al	\$2,205.1	5
		Estima	ted Monthly	Costs
		Continue	to Checkout	
>				

SECTION 12 ADDING TABLET DEVICE

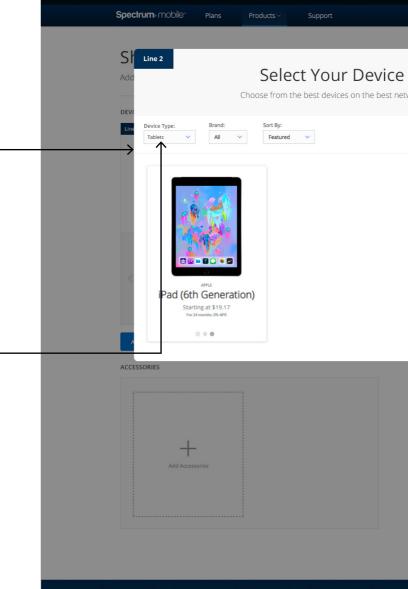
STEP 1: SELECT DEVICE



*Same process as "Adding Line 2" – Selecting one of the buttons opens a popup modal allowing the user to add a new line. Users can add a new line using the same process they did for Line 1 - first, by selecting their

Users can filter by "Device Type" to view tablet devices.

device.



Contact Us Find a Store Accessibility Ir

Shop More Spectrum Services



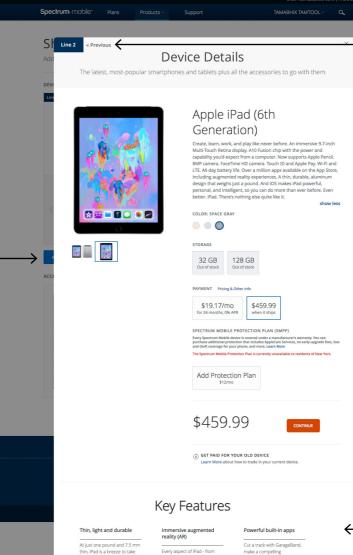
	Order N	ow: (855) 892	-2072 Find a	Store En Espa	iñol	
TAM	MABHIX T/	AMTOOL~	۵,	j		
			×			
2						
etwork				-		
				;		
				Costs		
nfo						
						1

STEP 2: DEVICE DETAILS

St Line 2 Add	Select Your Device Choose from the best devices on the best network	x
	Brand: Sort By: All V Featured V	
IPAG (6h G Surge Surge	eneration) E\$19.17 cm.met	e Coste

*Same process as "Adding Line 2" — \rightarrow User selects a device using the same functionality as the Spectrum Mobile website. The user is then presented

the "Device Details" popup modal.



Thin, light and durable	Immersive augmented reality (AR)		
At just one pound and 7.5 mm thin, iPad is a breeze to take wherever you go. It's built to be durable, so you can take it anywhere.	Every aspect of iPad - from display to processor to motion sensors - is designed to make AR apps more magical than before.		
Wi-Fi + LTE: go online anywhere	Multitask easily		

with iMovie. 10 hours of battery life With all-day battery life, iPad gives you more time to surf, write, draw, work, shop and whatever else you need to do

between charges.

make a compelling presentation with Keynote, or shoot and edit a short film

Powerful enough to use With Wi-Fi and LTE, you're multiple apps at once: Do always free to catch up on research on the web while making a FaceTime call to a colleague at the same time. favorite shows, send an ema on the fly, or post vacation photos during your trip.

Keep stuff safe and

organized

Two great cameras

iCloud keeps things like photos, files and notes safe and conveniently available on all your iOS devices. or experience the latest augmented reality apps.

A10 Fusion chip Engineered for performance. Incredibly fast when you want to edit a 4K video, play games FaceTime calls and more...

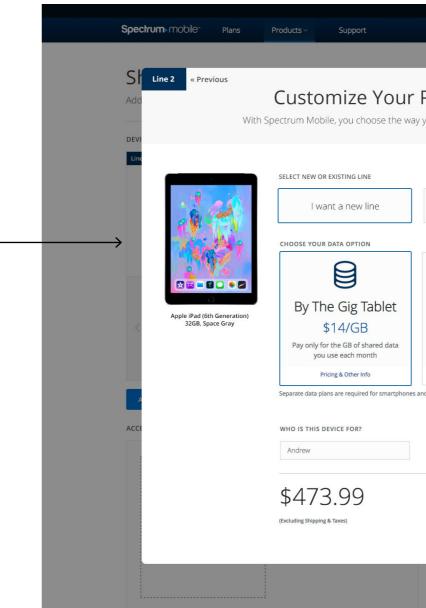
Built-in front and back cameras allow you to shoot gorgeous photos and video: scan documents, make

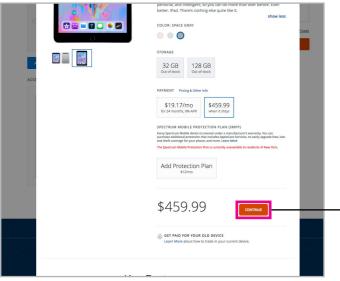


Users can navigate back to step 1 ("Select Your Device" Page) by selecting the previous button.

No river graphics or accessories will be displayed on the popup modals. (Only key features).

STEP 3: CUSTOMIZE PLAN



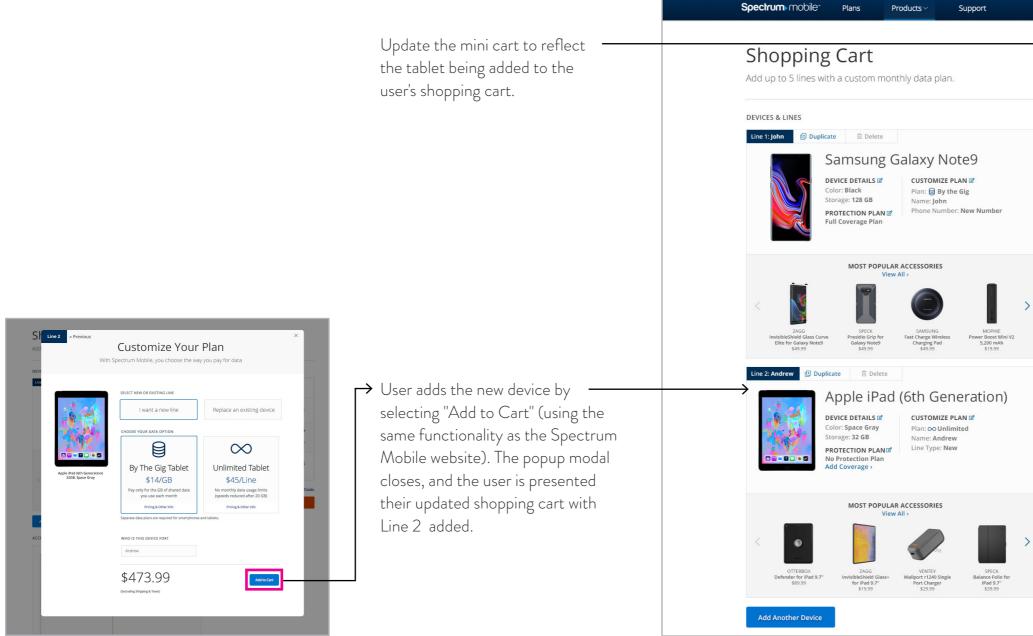


\rightarrow *Same process as "Adding Line 2" -

User selects "Continue" (using the same functionality as the Spectrum Mobile website). The user is then presented "Customize Your Plan" popup modal.

	Order Now: (855) 892-2	072 Find a Sto	ore En Español	
		٩,	È	
• Plan ay you pay fo	r data	×		
Replac	e an existing device			
No mor (speeds	mited Tablet 45/Line hthly data usage limits reduced after 20 GB) rriging & Other Info		2 5 Costs	
	Add to Cart			

SECTION 13 ADDED TABLET DEVICE



Order Now: (855) 892-2		
	۵,	Ë
YOUR CART		
ANDREW	\$623.99 ~	
¥		
JOHN	\$1,023.99 ~	
New Number		
Fedex 2 Day Express	Free	
Estimated Taxes, Fees & Other Charges	\$157.17 ~	
Estimated Total	\$1,805.15	
Estima	ated Monthly (Costs
Continue	to Checkout	

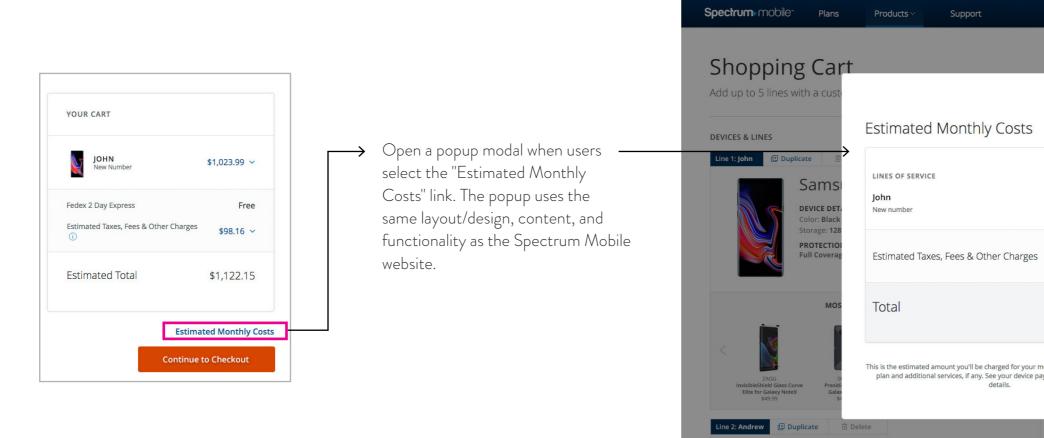
SECTION 14 MINICART

— For this "Continu	<	YOUR CART
Spectrur	\$1,023.99 ~	JOHN New Number
	Free arges \$98.16 ~	Fedex 2 Day Express Estimated Taxes, Fees & Other Ch (j)
	\$1,122.15	Estimated Total
	stimated Monthly Costs	
	stimated Monthly Costs	



s version of the mini cart, remove the nue Shopping" currently in use on the um Mobile website.

ESTIMATED MONTHLY COSTS



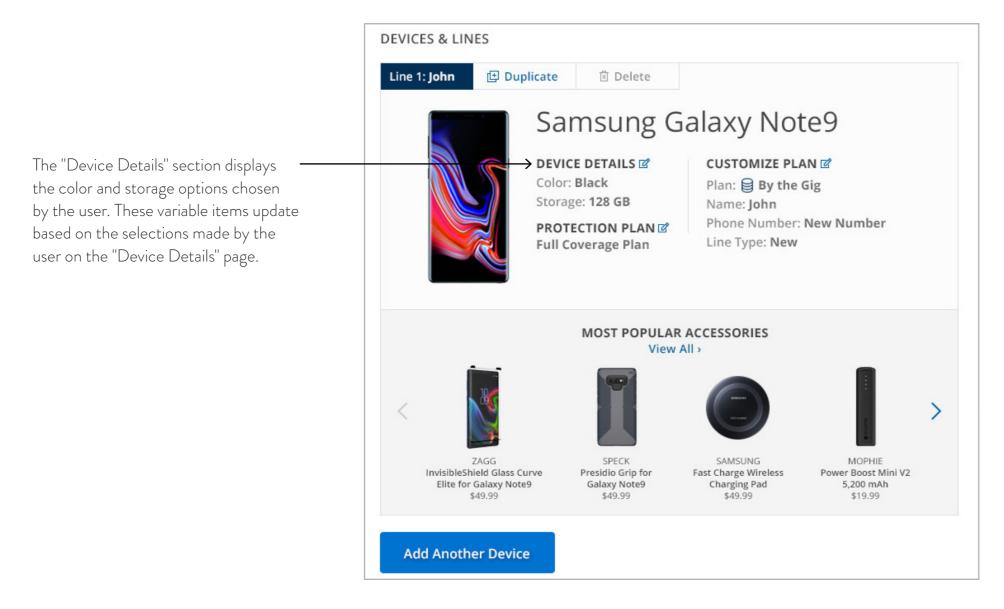
Samsung Galaxy S9



Ord	ler Now: (85	5) 892-207	2 Find a Sto	re En Espa
TAMABH	IX TAMTC	OL~	Q,)
	×			
MONTHLY COSTS				
\$14.00 ~				
41.60 T			\$623.99 ~	,
\$1.29 ~		\$	\$1,023.99 ~	
¢45.00			Free	
\$15.29 + Gig usage	er C	harges	\$157.17 ~	e
mobile service, device payment payment plan agreement for			\$1,805.15	5
		Estimate	d Monthly	Costs
	Col	ntinue to	Checkout	

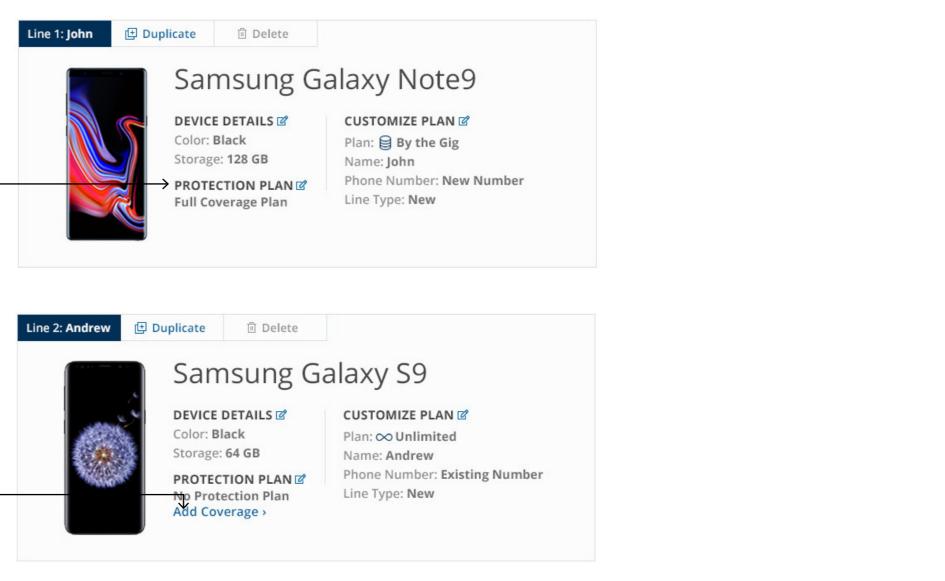
SECTION 15 LINES: VARIABLE ITEMS

DEVICE DETAILS



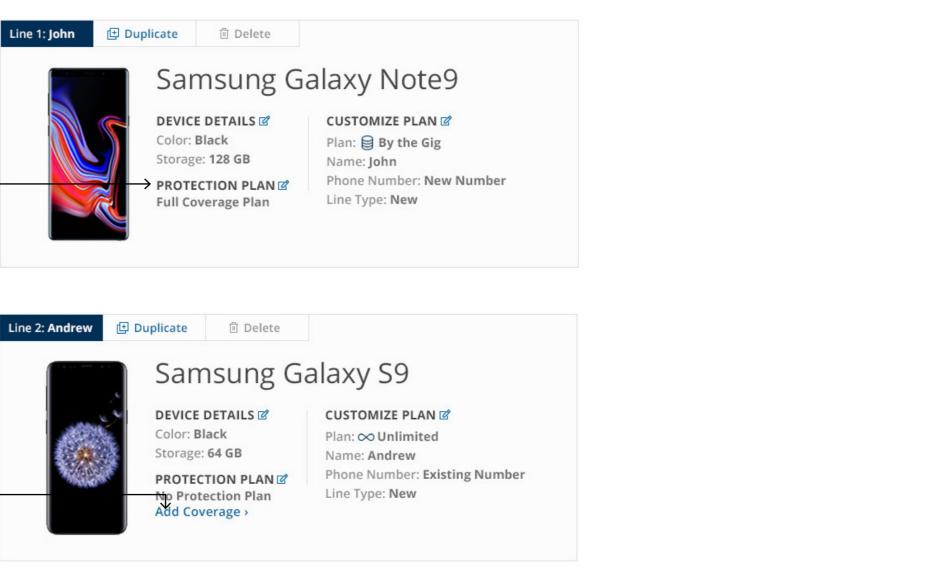


PROTECTION PLANS



FULL COVERAGE PLAN

The "Protection Plan" section displays whether or not the user chose to add SMPP. If users select to include SMPP, display option: "Full Coverage Plan".



NO PROTECTION PLAN

If users select to NOT include SMPP, display option: "No Protection Plan" with the addition of the link "Add Coverage". If users select "Add Coverage", they are shown the edit popup modal (see page 51) where they can add SMPP.



CUSTOMIZE DATA PLAN

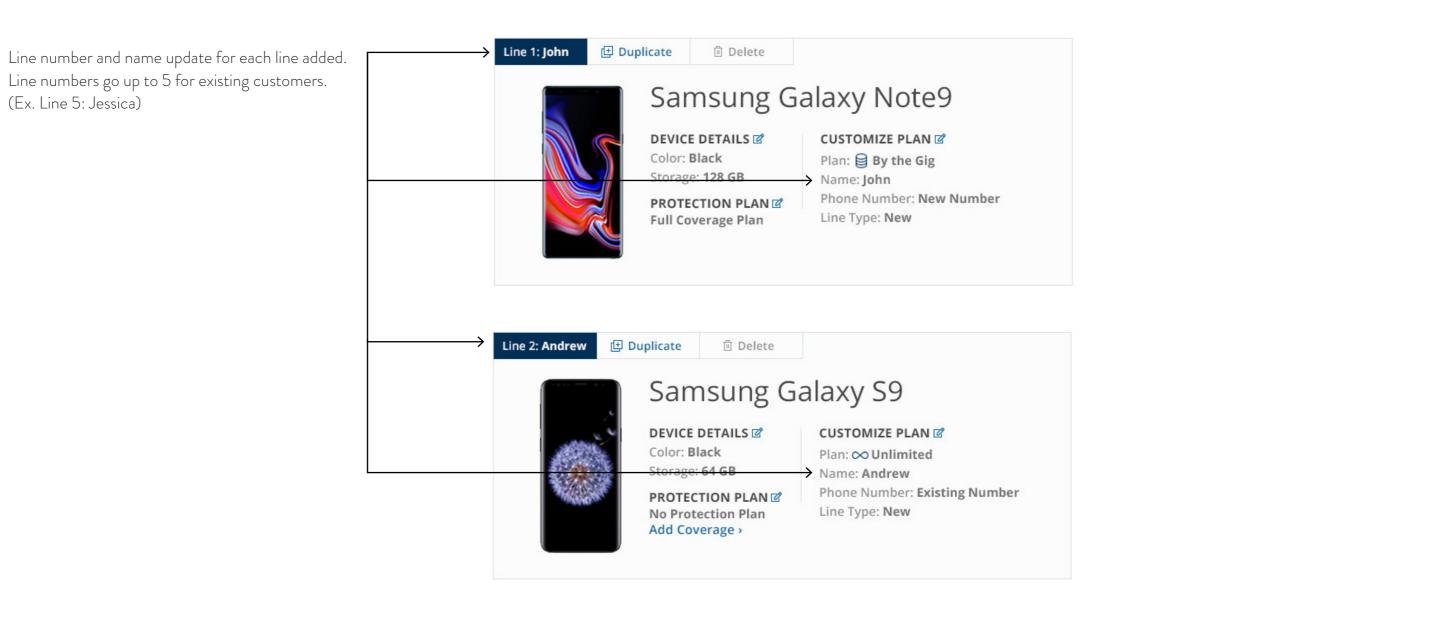
🖽 Duplicate 🗓 Delete Line 1: John Samsung Galaxy Note9 DEVICE DETAILS CUSTOMIZE PLAN Color: Black DATA PLAN: "BY THE GIG" →Plan: 😝 By the Gig Storage: 128 GB Display "By the Gig" and icon when users selects this data plan. Name: John Phone Number: New Number PROTECTION PLAN Line Type: New Full Coverage Plan

	Line 2: Andrew	🕀 Duplicate	🗓 Delete	
		Sam	nsung G	alaxy S9
DATA PLAN: "UNLIMITED" Display "Unlimited" and icon when users select this data plan.		Color: B Storage: PROTEC	: 64 GB CTION PLAN 🗹 ection Plan	CUSTOMIZE PLAN Plan: ∞ Unlimited Name: Andrew Phone Number: Existing Number Line Type: New



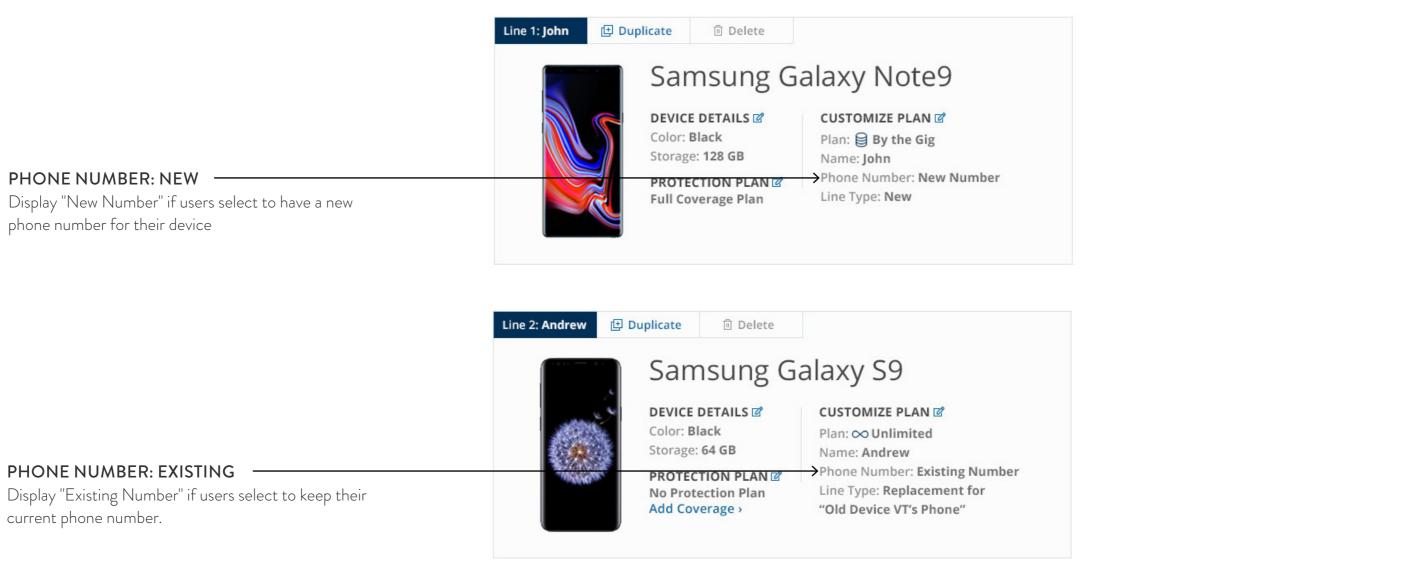


LINE NAME & NUMBER





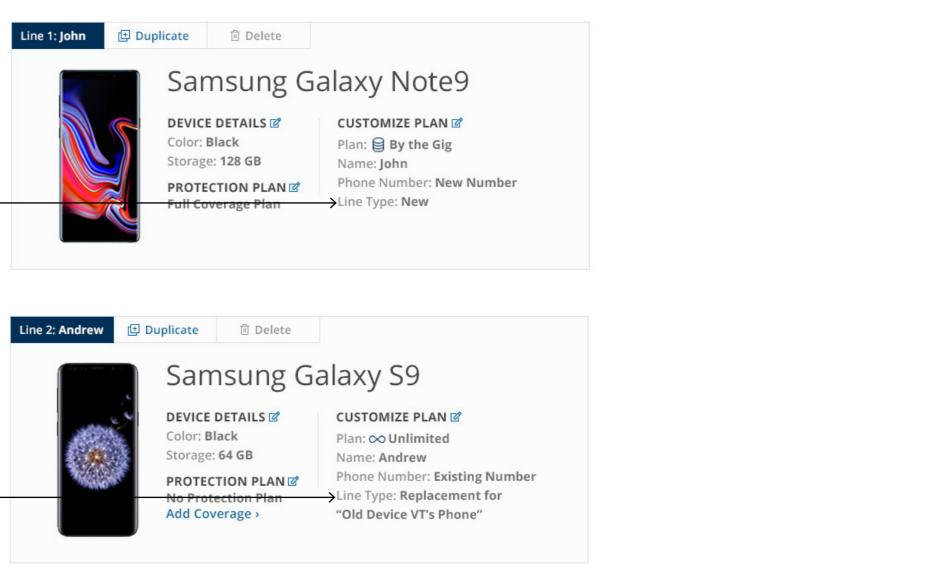
PHONE NUMBER



	Line 2: Andrew 🕒 Duplicate	
	Samsung Galaxy S9	
	DEVICE DETAILS II CUSTOMIZE PLAN II Color: Black Plan: ∞ Unlimited Storage: 64 GB Name: Andrew	
PHONE NUMBER: EXISTING Display "Existing Number" if users select to keep their current phone number.	PROTECTION PLAN Phone Number: Existing Number No Protection Plan Add Coverage > "Old Device VT's Phone"	



LINE TYPE



LINE TYPE: NEW LINE

Display "New" when users select "I want a new line" on the customize plan page/popup.

Line 2: Andrew	🕀 Duplicate	🖻 Delete	
	Sam	nsung G	alaxy S9
	Color: Bl		CUSTOMIZE PLAN ☑ Plan: ∞ Unlimited
	Storage: PROTEC No Prote	64 GB TION PLAN 🗹	Name: Andrew Phone Number: Existing Number →Line Type: Replacement for
	Add Cov	erage >	"Old Device VT's Phone"

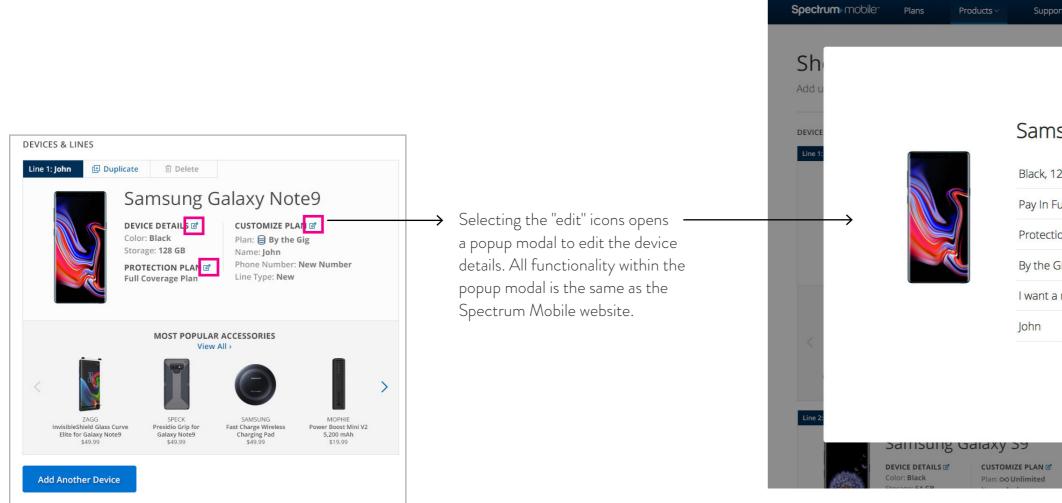
LINE TYPE: REPLACE DEVICE

Display "Replacement for [device name]" when users select "replace an existing device" on the customize plan page/popup.



SECTION 16 LINES: EDITING, DELETING, ETC.

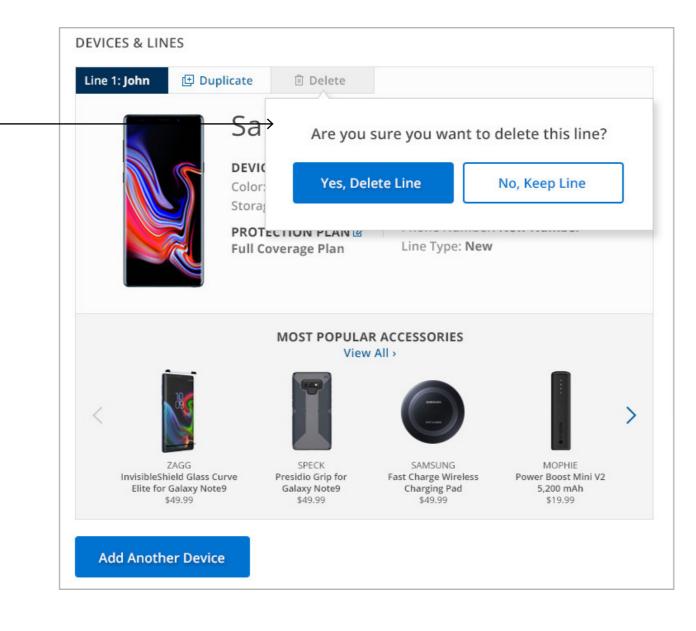
EDIT LINE



	Order Now: (855) 892-20	72 Find a	Store En Español
port		9	Ĕ
		\times	
nsung Galaxy I	Note9		
128 GB	Edit		
Full, \$999.99 when it ship)S Edit		· ~
ction Plan	Edit		
e Gig, \$14/GB	Edit		
a new number	Edit		ree
	Edit		· ·
	Done		15
			ly Costs
			ıt
đ			

DELETE LINE

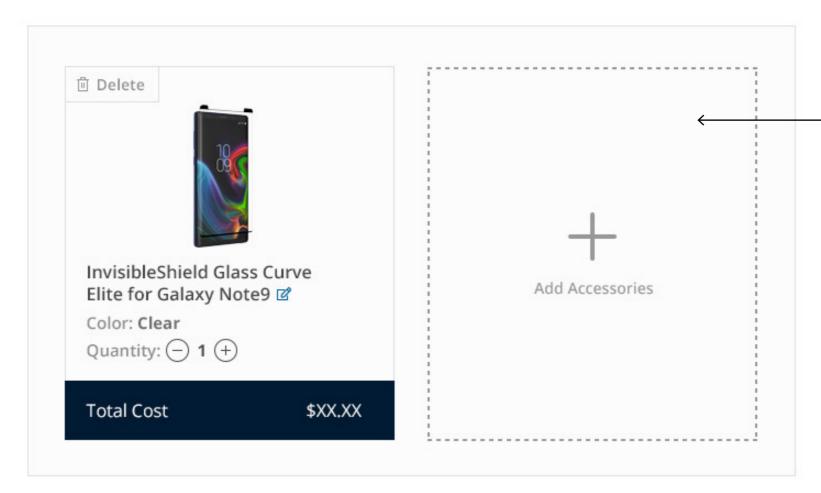
When users select the delete button, they are prompted with a popup asking them to confirm or deny the action.





SECTION 17 ACCESSORIES: ADDING, EDITING, REMOVING, ETC.

ADD ACCESSORIES





For each accessory added, the "Add Accessories" call-to-action and grey outline moves to the right or stacks underneath. Only display two accessories per row.

ADD ACCESSORIES: CAROUSEL

The accessory carousel functions the same as the Spectrum Mobile website. (When user clicks arrows, four accessories slideout and four new accessories slide-in.)

*Note:

Accessories will be displayed in same order as the are currently on the Spectrum Mobile website. The accessories change depending on which device the user has in their cart. No.

ZAGG InvisibleShield Glass Curve Elite for Galaxy Note9 \$49.99 MOST POPULAR ACCESSORIES



SPECK

Presidio Grip for

Galaxy Note9

\$49.99



Fast Charge Wireless

Charging Pad

\$49.99



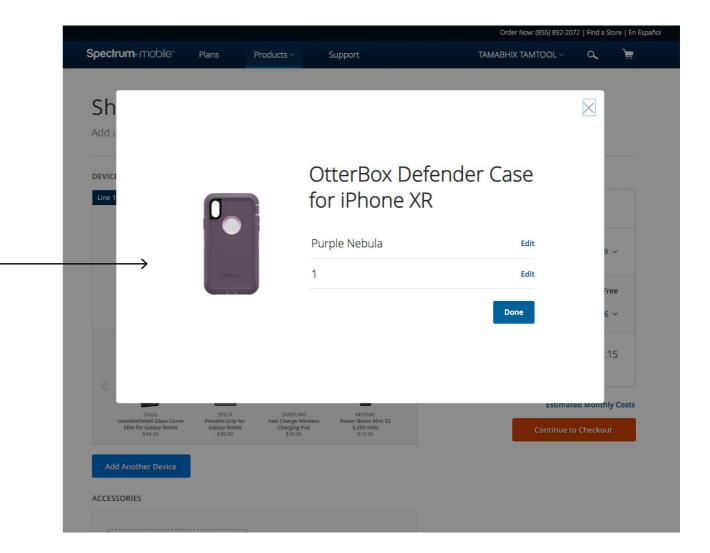
MOPHIE Power Boost Mini V2 5,200 mAh \$19.99



EDIT ACCESSORY



Selecting the "edit" icons opens a popup modal to edit the accessory details. All functionality within the popup modal is the same as the Spectrum Mobile website.



QUANTITY & TOTAL COST

ACCESSORIES

	تَّ Delete	
		+
Display accessory name, color, and quantity. User can use plus and minus selectors to adjust the quantity.	InvisibleShield Glass Curve Elite for Galaxy Note9 🗹 Color: Clear Quantity: - 1 +	Add Accessories
Update the price for each accessory	Total Cost \$XX.XX	

added using the "quantity" selector.



DELETE ACCESSORY





SECTION 18 ANCHOR LINKING [ADDED LINES & ACCESSORIES]

ADDED LINES/ACCESSORIES

After the user has selected "Add to Cart", link the user down the page using an anchor link to the exact item in their shopping cart. Since each item added to the cart will increase the length of the page, we want to be sure user's can locate their newly added lines.

*Note:

This functionality is especially important on mobile devices - and when users add up to 5 lines and accessories (making the shopping cart page very long).

Line 2	: Andrew 🕒 Duplic	ate 🖻 Delete			
	Ca Stu	Coverage >	CUSTOMIZE PLA Plan: co Unlimit Name: Andrew	ed Existing Number Icement for	
		MOST POPULAR View		•	
<	O			and a second	>
	VENTEV 6-ft chargesync USB A-C 2.0 Cable \$19.99	VENTEV wallport r1240 Single Port Charger \$19.99	SAMSUNG Fast Charge Wireless Charging Pad \$49.99	MOPHIE Power Boost Mini V2 5,200 mAh \$19,99	
Add	d Another Device	I			
ACCESS	SORIES				



csumated wontiny costs

tinue to Checkout

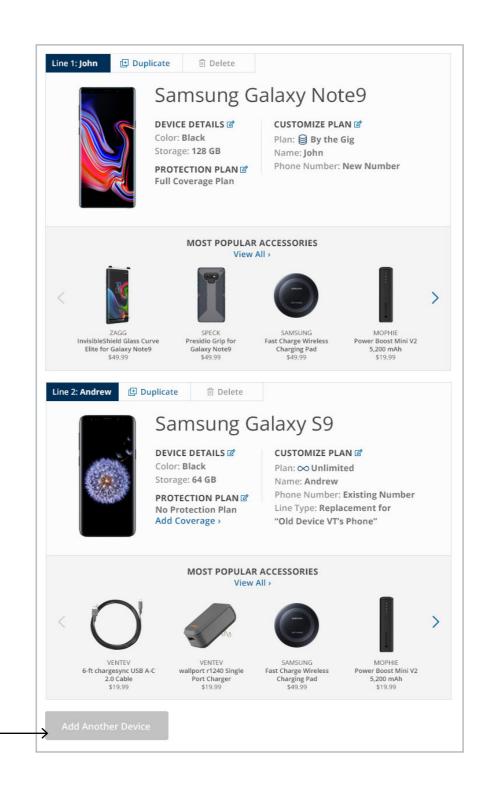
SECTION 19 LINE LIMIT

Once a user has added the maxiumum – allowed number of lines to their shopping cart, the "Add Another Device" button becomes inactive/ unclickable.

*Note:

For new customers, the button becomes inactive after 2 lines have been added. (See example)

For existing customers, the button becomes inactive after 5 lines have been added.





THANK YOU



Mediaboom | 73 Church Street, Guilford, CT | www.mediaboom.com | info@mediaboom.com | 203.453.3537