

EPT: GoPhone Sales Specifications

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Version 2.2

Documentation Wiki:

[EPT GoPhone Sales Wiki](#)

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Business Goal:

Increase online sales for prepaid phones with a sales experience that aligns to prepaid phone buyer's needs and expectations.

KPIs:

Online Sales Lift

Reduce Abandonment

Increase Transfers

Increase Accessory Attachments

Primary Users:

TYPE A: First time Prepaid Phone Buyer

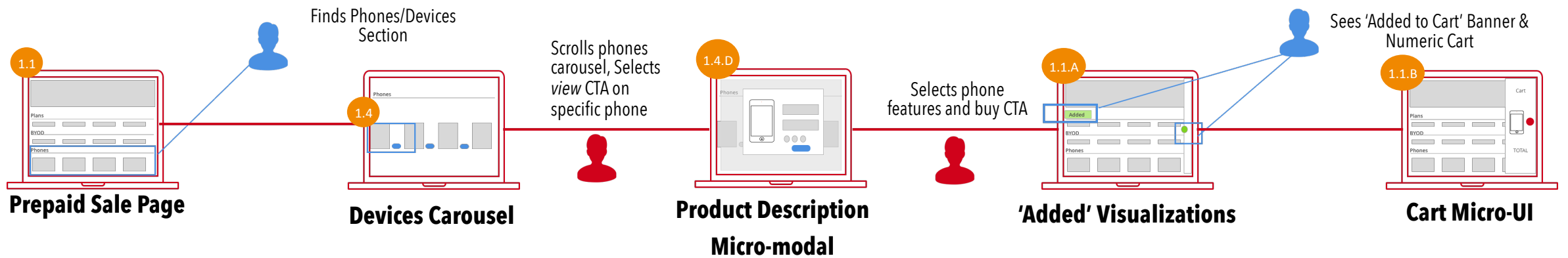
TYPE B: Existing Prepaid Phone owner transferring to AT&T

TYPE C: Existing Post-paid customer buying Prepaid

Further user details can be found in User Research Page on [EPT: GoPhone Wiki](#)

2.1 Phone Viewing and Selecting Flow

User story 2: As **Type A** customer, I can view phone details, select phone options with add to cart within context of shopping page.



1.4.D Product Modals: Devices

DESCRIPTION: Micro Modal that displays product image, description, phone price and associated features to be selected before buying.

PURPOSE: To provide product information and features within context of Sales Page 1.1



ELEMENTS: 1.4.D Product Model

	TYPE	LABEL	CONTENT	DEFAULT	BEHAVIOR	COMMENTS
A	Transparent Overlay	Model Page Background	–	65% Transparency (Sandbox Ref: M-65)	Standard	
B	Dynamic Modal	Product Features Modal	Product Image, Name, Color, Storage, Plan, Price Buy CTA		Close (X), Standard display	Includes Micro UI B.1 – B.6
B.1	Image Carousel	Phone Image Carousel	–	Front/Back Image	Standard	
B.2	Radio Selection	Color Option Radio	–	Black Selection	Standard	