

CITIBANK INDIA GLOBAL MOBILE APP

OFFERS | Version : v0.2

Date : 31.05.2016

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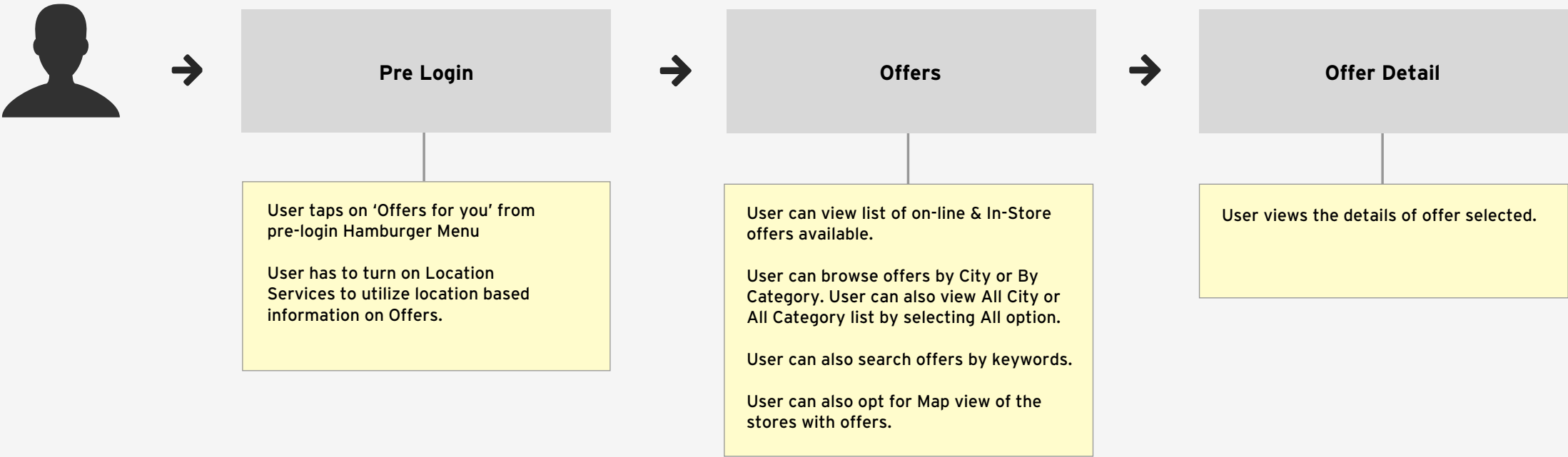
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Change Log

| Version | Date | Description |
|---------|------------|---|
| v0.1 | 06-05-2016 | Annotation and Interaction Document Created for Offers from Prelogin |
| v0.2 | 06-05-2016 | page 7,8,9,10,11 - Added 'available on credit card / debit card' for each offers. |

1.1 OFFERS - USER JOURNEY

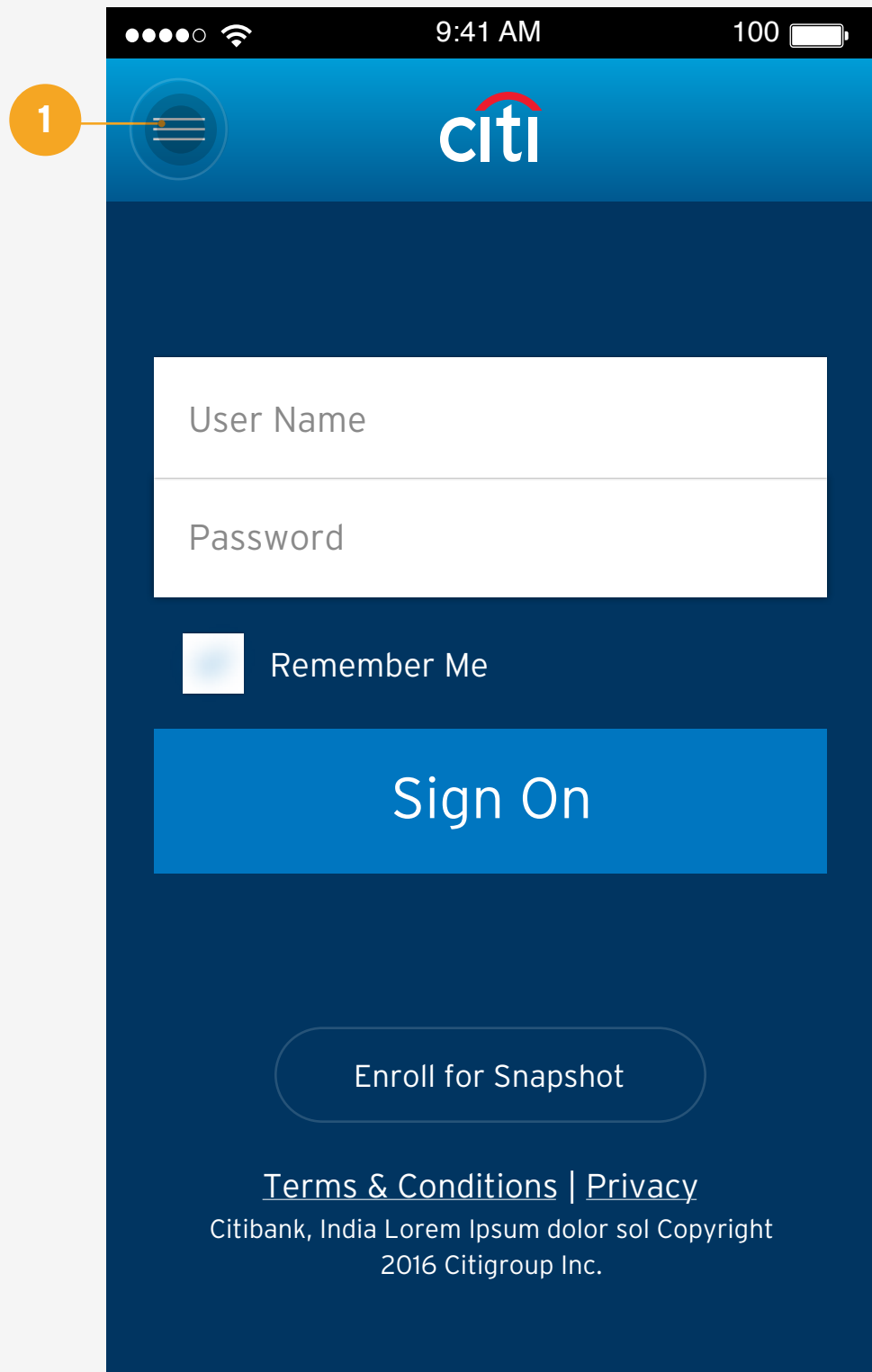
1.1.1 Offers - User Journey



1.2 OFFERS - INTERACTIONS & ANNOTATIONS

1.2.1 Offers - Hamburger Menu & Enabled/Disabled Location

Pre-login



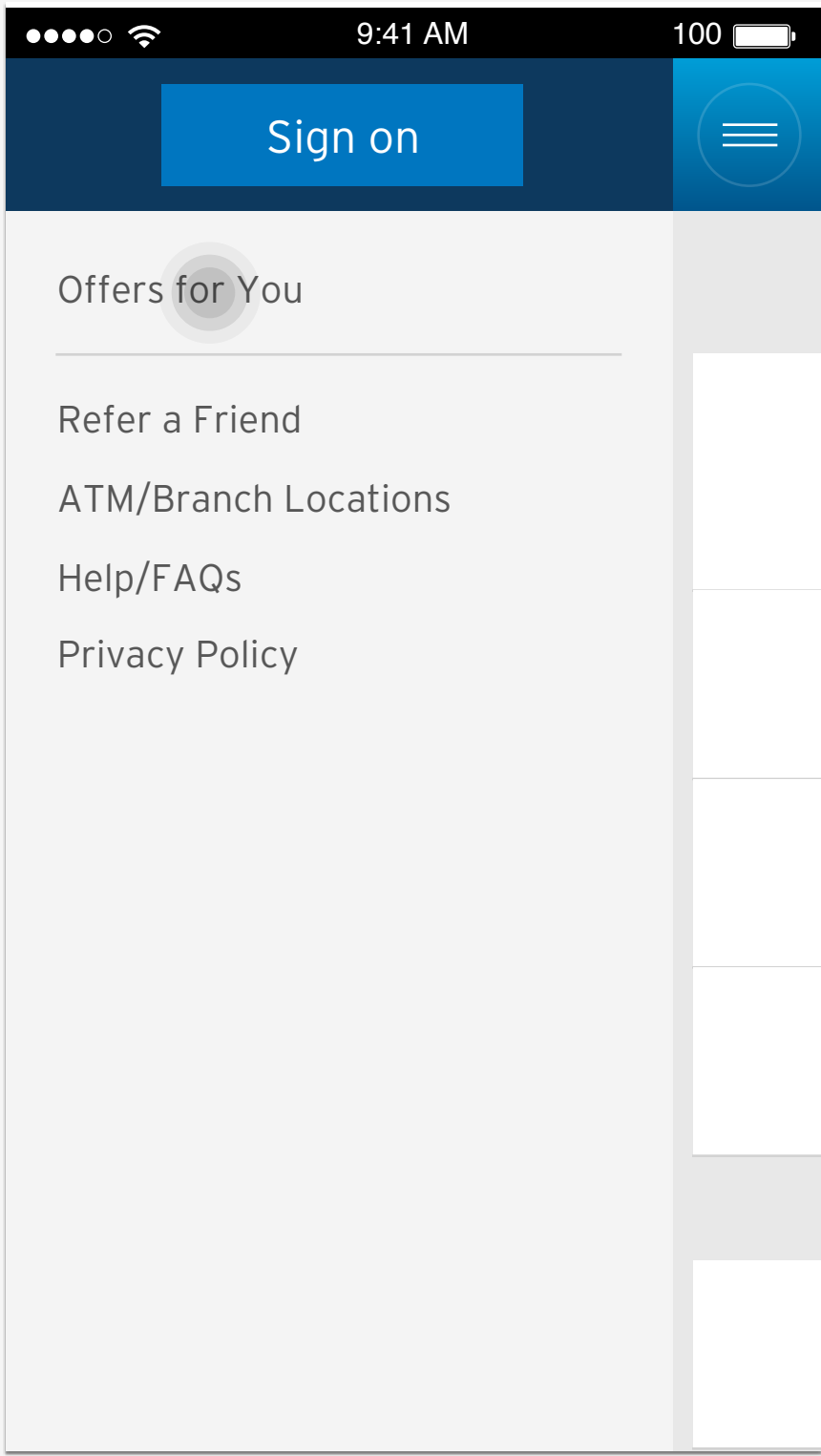
Description: User can access ‘Offers’ from the ‘Hamburger Menu’.

Interaction: onTap opens Hamburger Menu

Annotations:

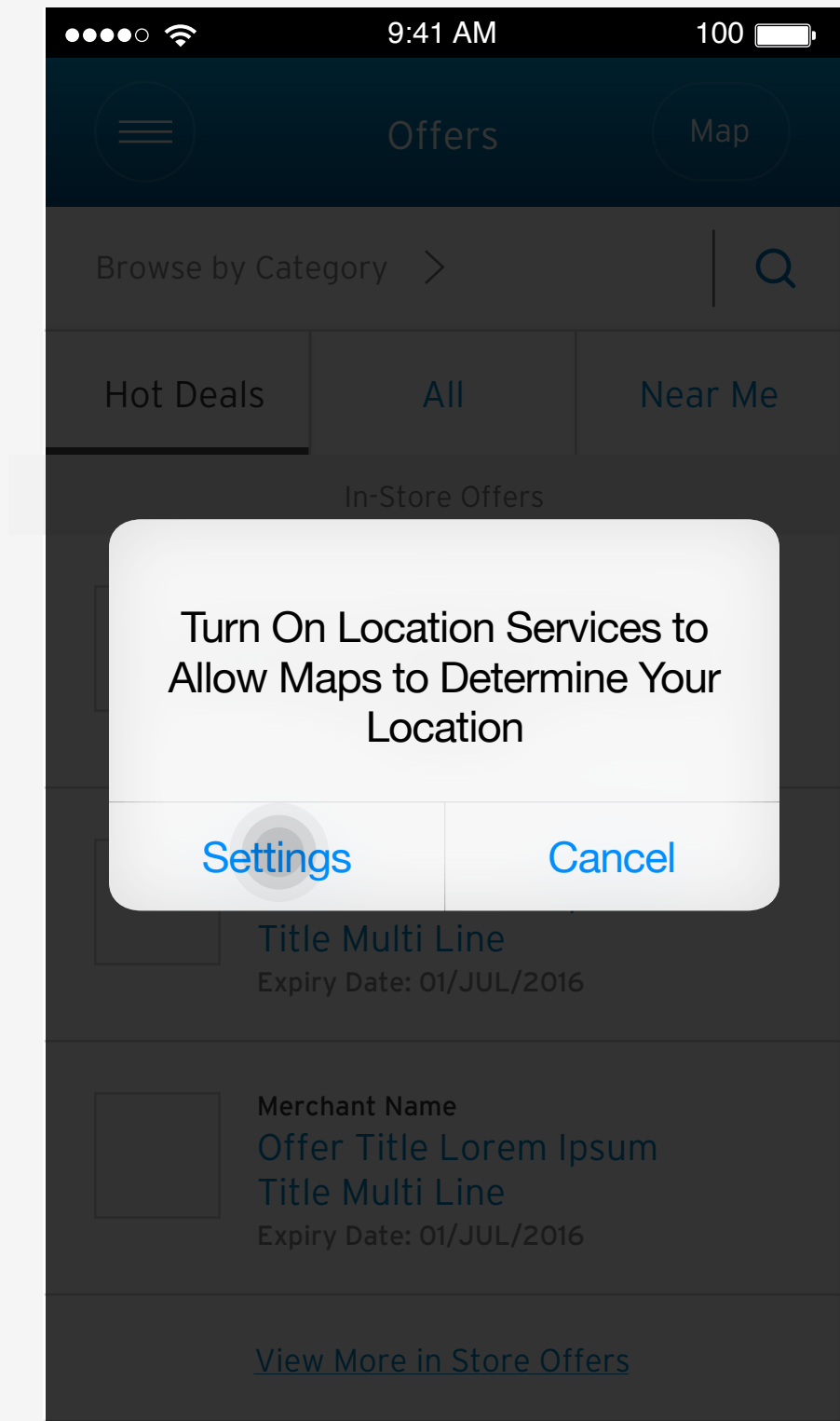
- 1 **Hamburger Menu** - onTap, user can view the offers available.

Hamburger Menu



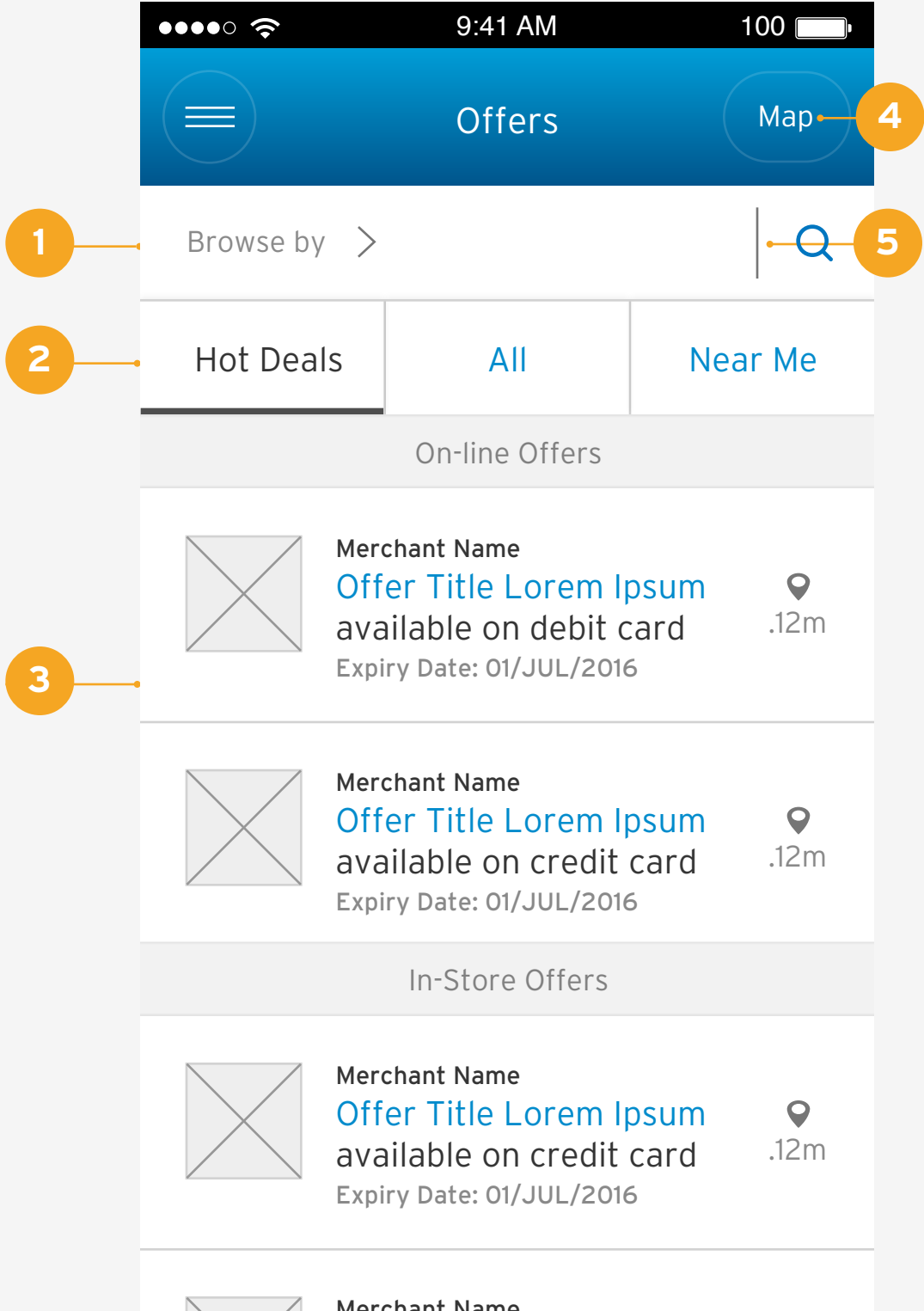
Interaction: onTap ‘Offers for You’ leads to Turn on Location overlay.

Turn on Location



Interaction: onTap ‘Settings’ CTA, user can turn on location services in their device to allow maps in order to determine the location.

Offers - List View for Enabled Location

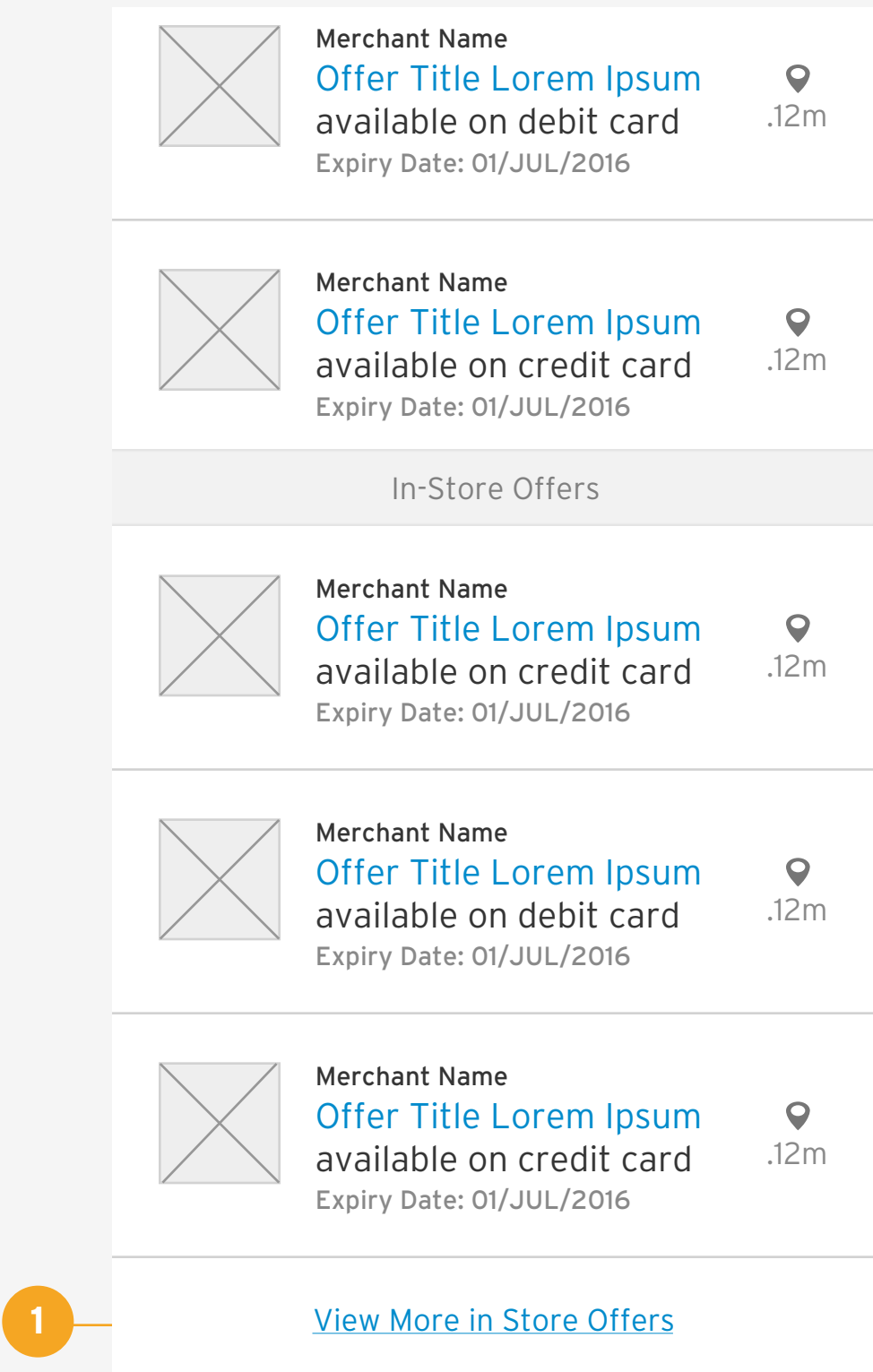


Annotations:

- 1 **‘Browse By’** - onTap, user can browse offers by cities or category.
- 2 **‘Hot Deals’** Tab - onTap, user can view the hot deal offers.
- 3 **‘Offer List’** - onTap, leads to detail view of the offer.
- 4 **‘Map’ button** - onTap, user can view the exact location of the merchant name and location details.
- 5 **‘Search’** icon - onTap, user can do a keyword search on available offers.

1.2.2 Offers - Hamburger Menu & Enabled/Disabled Location

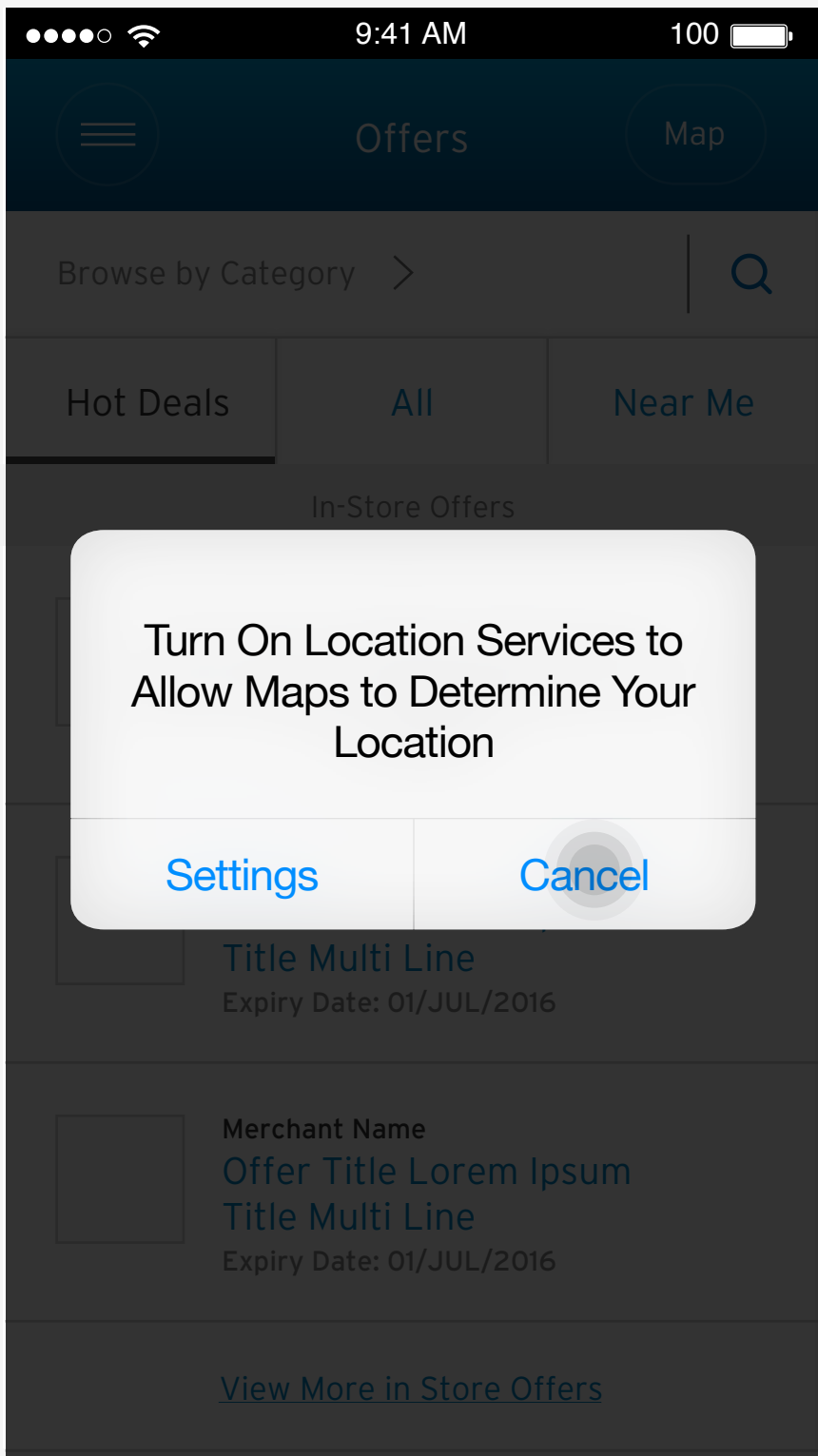
Offers - List View Continued



Annotations:

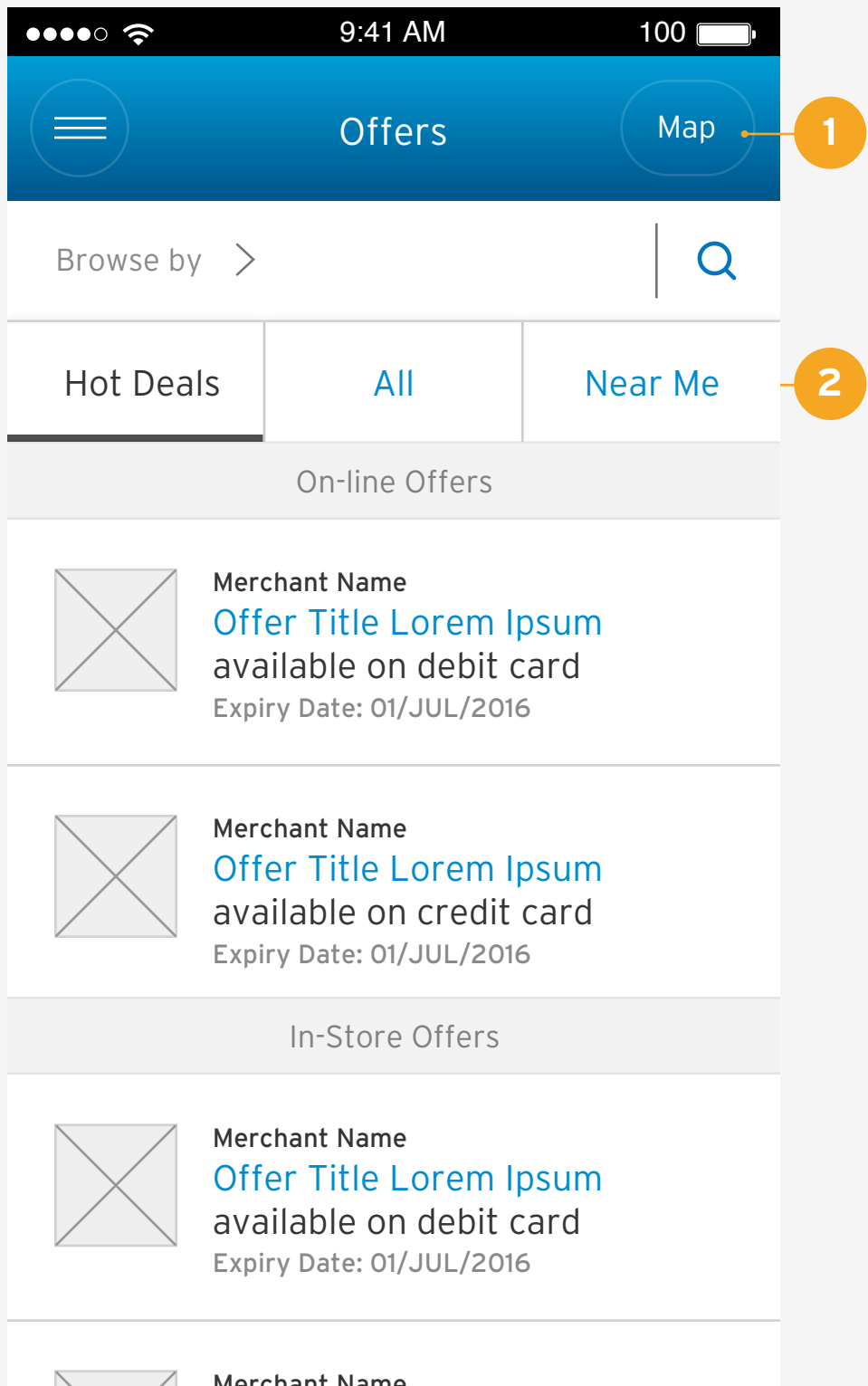
- 1 'View More in Store Offers' - CTA - onTap, leads to more offers page.

Turn on Location



Interaction: onTap 'Settings' CTA, user can turn on location services in their device to allow maps in order to determine the location.

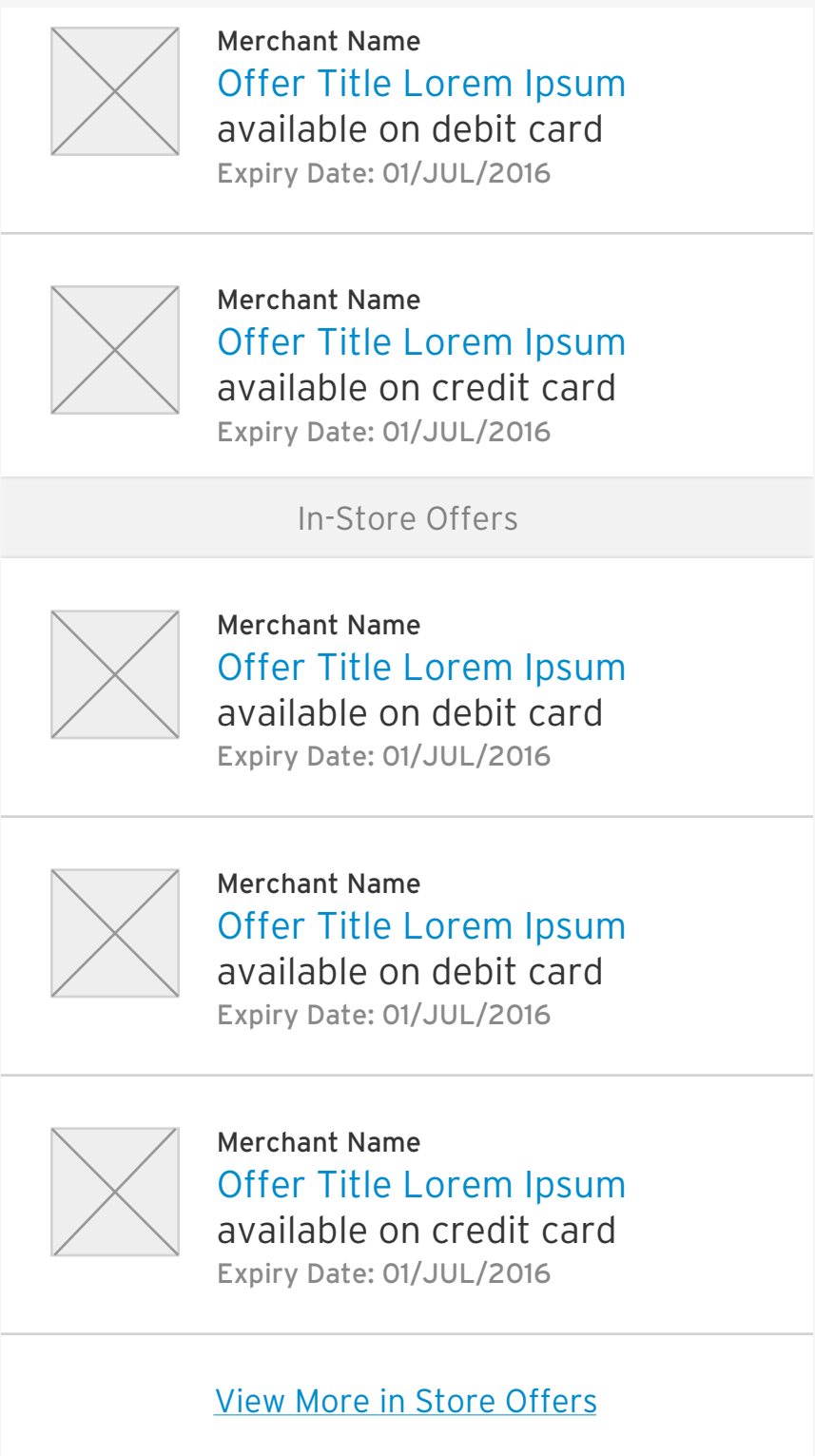
List View for Disabled location



Description: User can view the offer list even if they ignore to setting up locations.

- 1 'Map' button - onTap, user can view the alert overlay to setting up location if it is disabled.
- 2 'Near Me' Tab - onTap, user can view the alert overlay to setting up location if it is disabled.

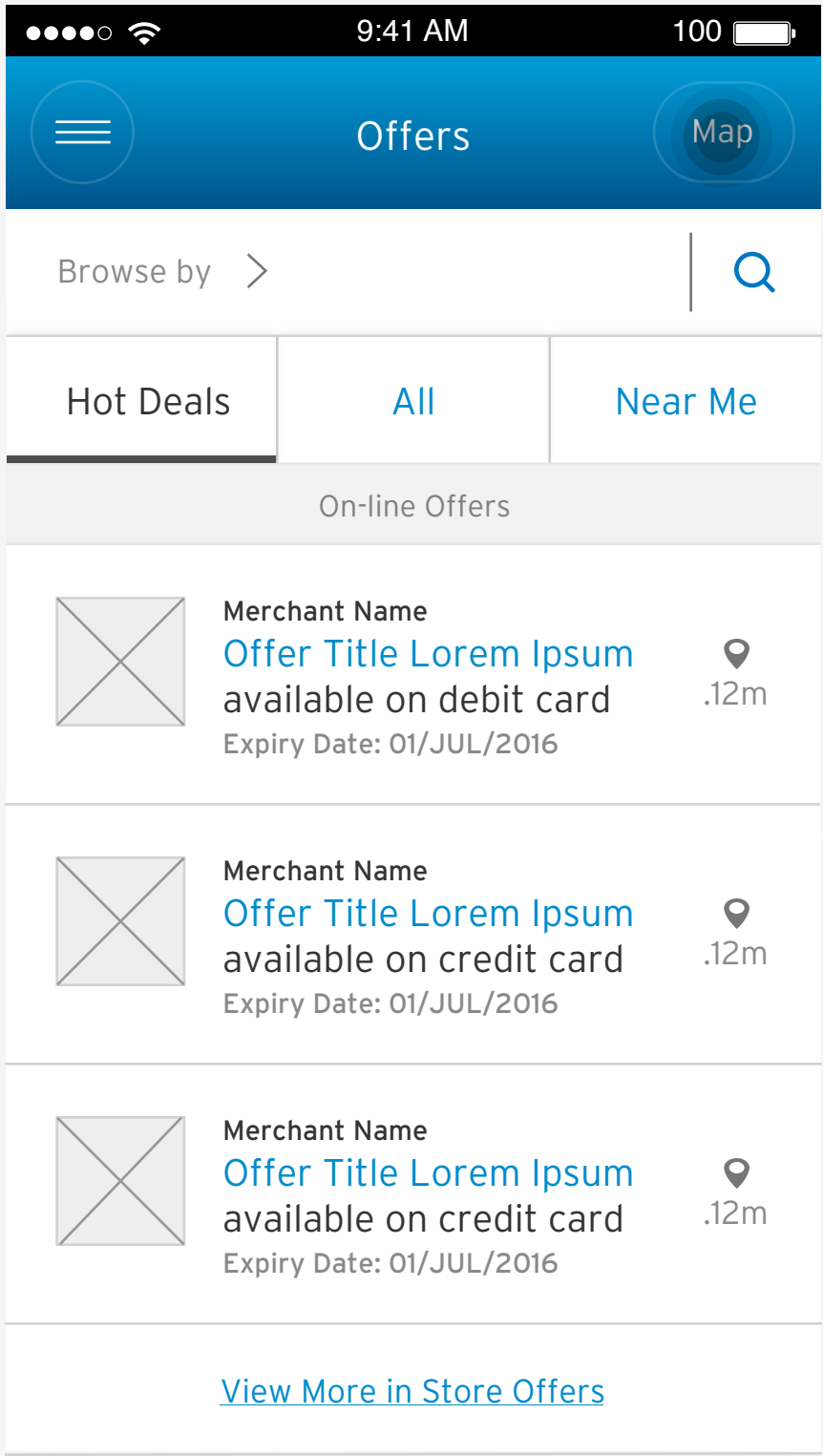
Offers - List View Continued



Description: User can view the offer list even if they ignore to setting up locations.

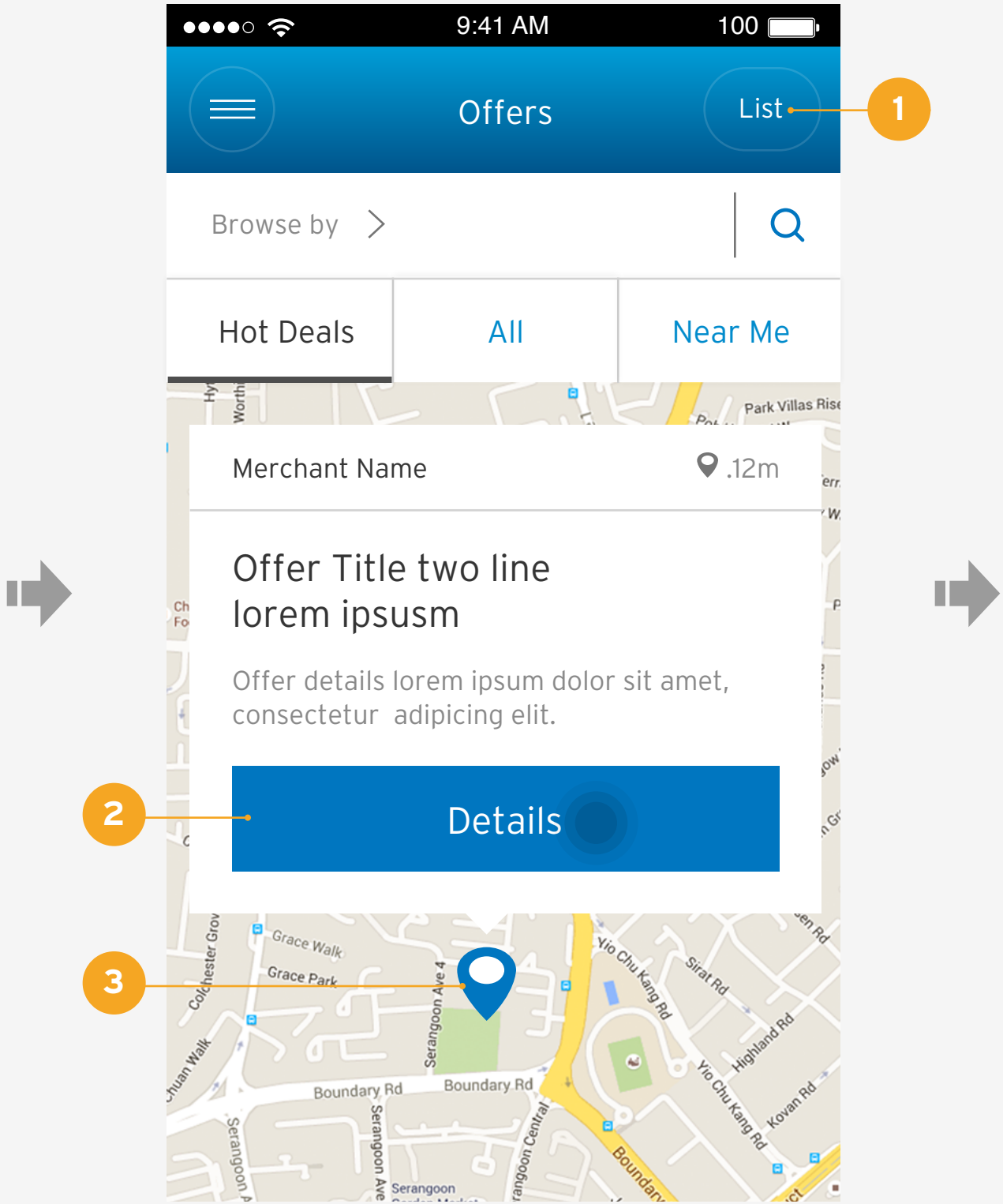
1.2.3 Offers - Map View & List View Detail

Offers - List View with Location



Interaction: onTap 'Map' leads user to 'Map View'

Map View

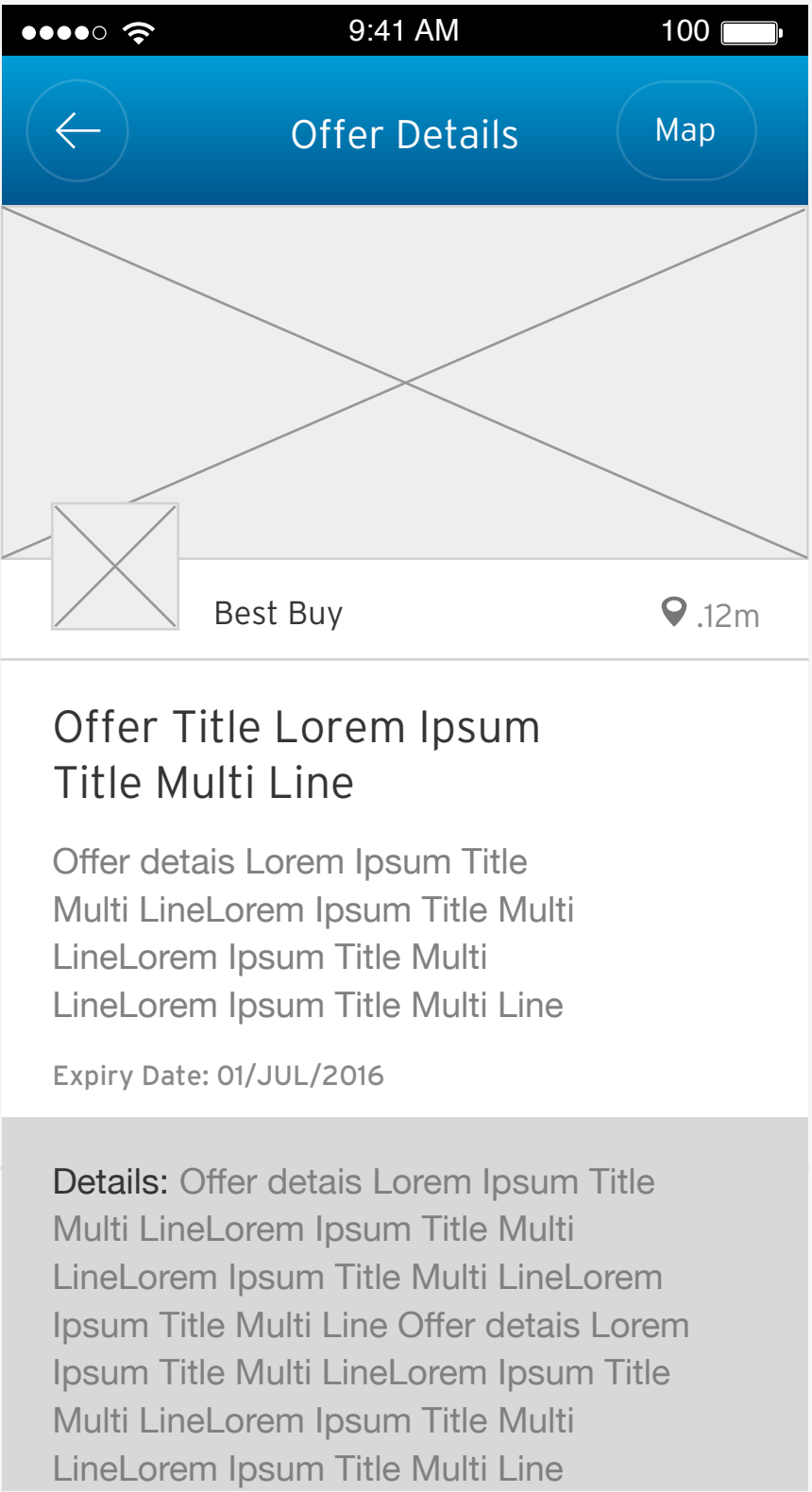


Interaction: onTap 'Details' CTA leads user to 'List View Details'

Annotations:

- 1 'List' button - onTap, user can view the offers by list view.
- 2 'Details' CTA - onTap, leads to detail view of the offer.
- 3 'Pointer' - Indicates the location of the store. User can zoom and know the location in precise if required.

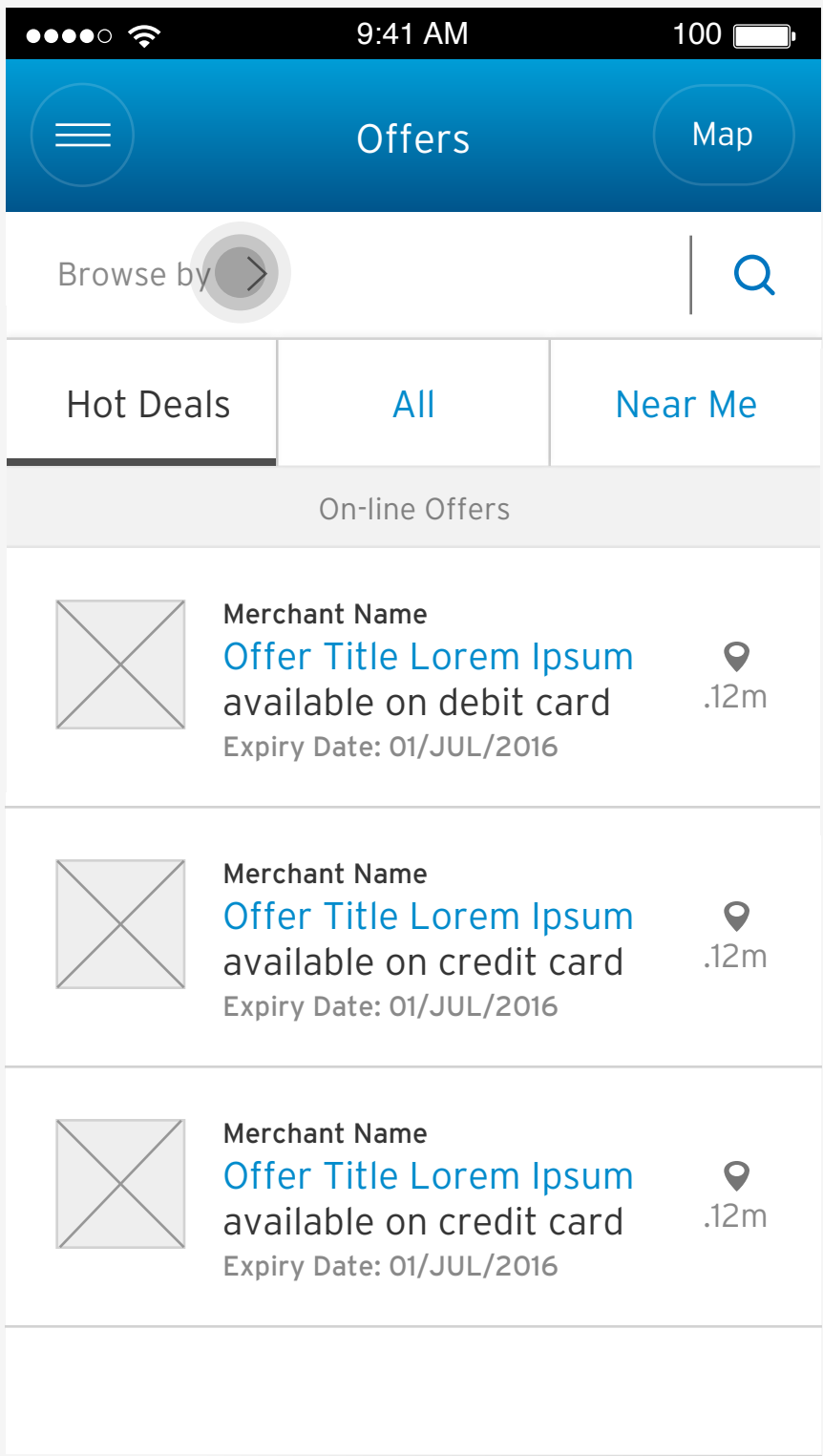
List View Details



Description: User can view the offer in detail.

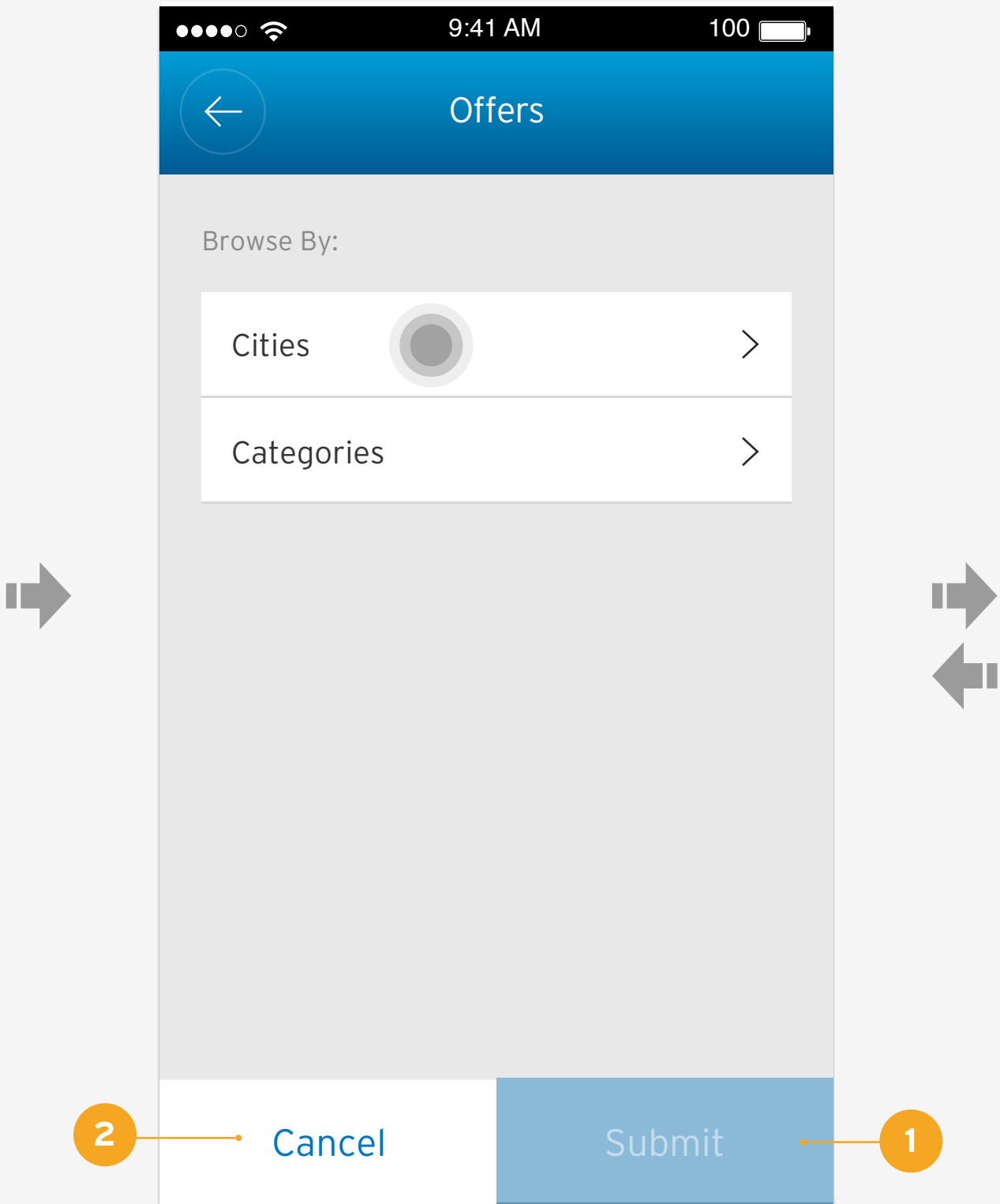
1.2.4 Offers - Filters

Offers - List View with Location



Interaction: onTap 'Browse by' leads to filters. User can browse the offers either by cities or categories.

Browse By

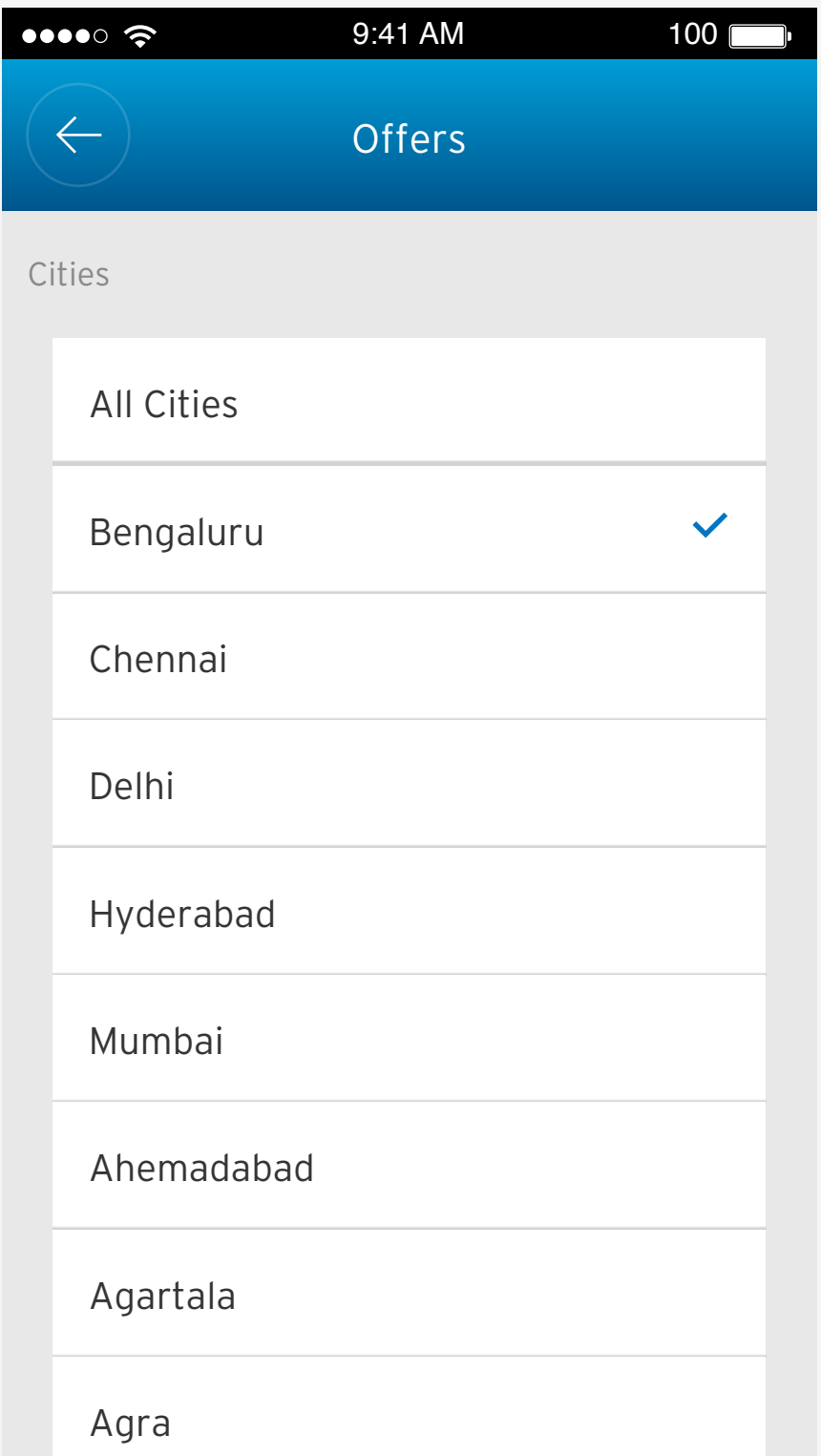


Interaction: onTap 'Cities' tile leads to 'Browse By Cities'.

Annotations:

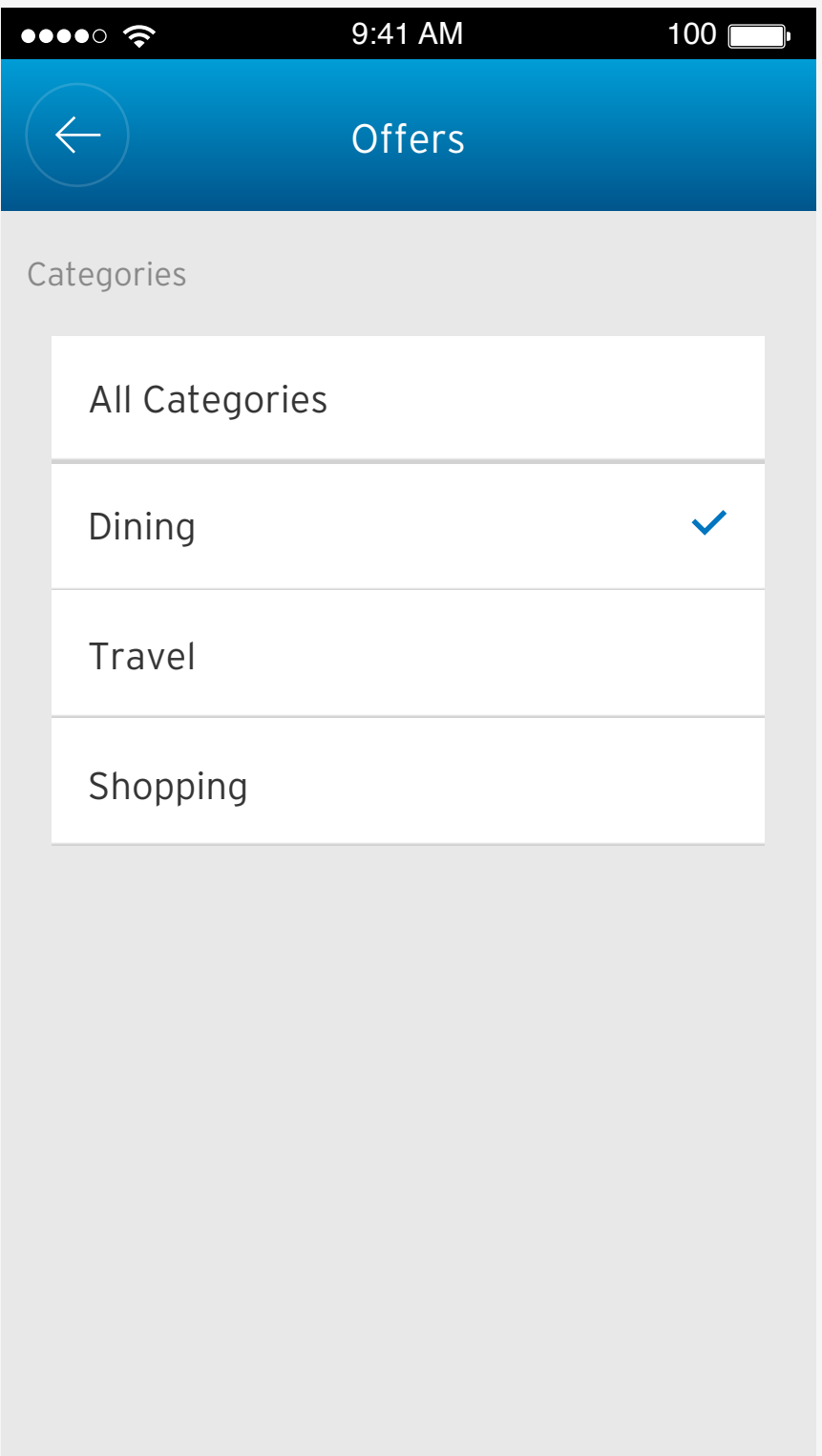
- 1 'Submit' button - onTap, user can view the offers list by choosing the specification. This CTA disabled untill any field filled up.
- 2 'Cancel' CTA - onTap, leads to take back into where user initiated.

Browse By Cities



Interaction: onTap, user can select city from the list. User can see the offers in all listed cities by tapping 'All' in top of the List.

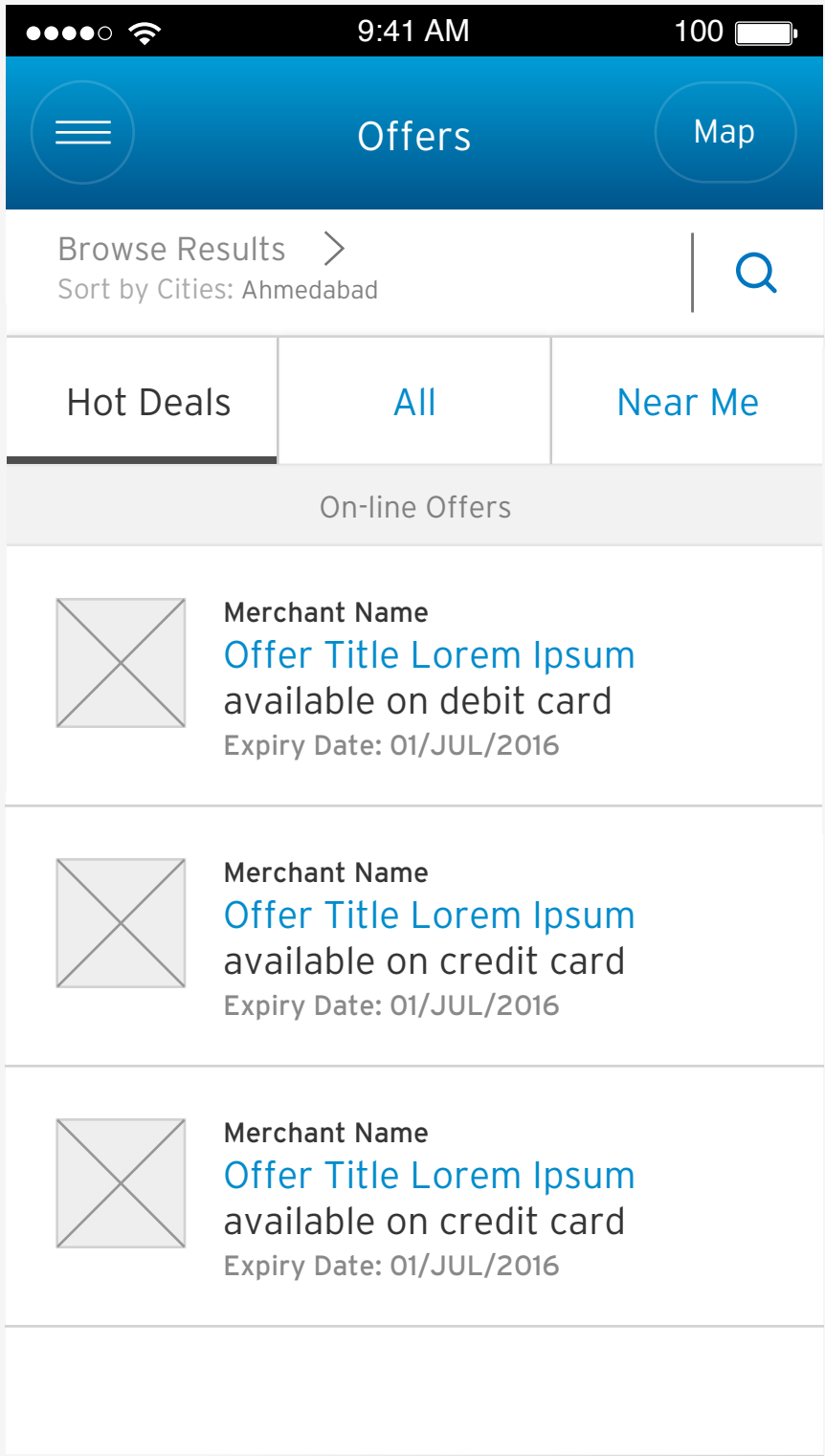
Browse By Categories



Interaction: onTap, user can select a category from the list. User can see the offers in all listed Categories by tapping 'All' in top of the List.

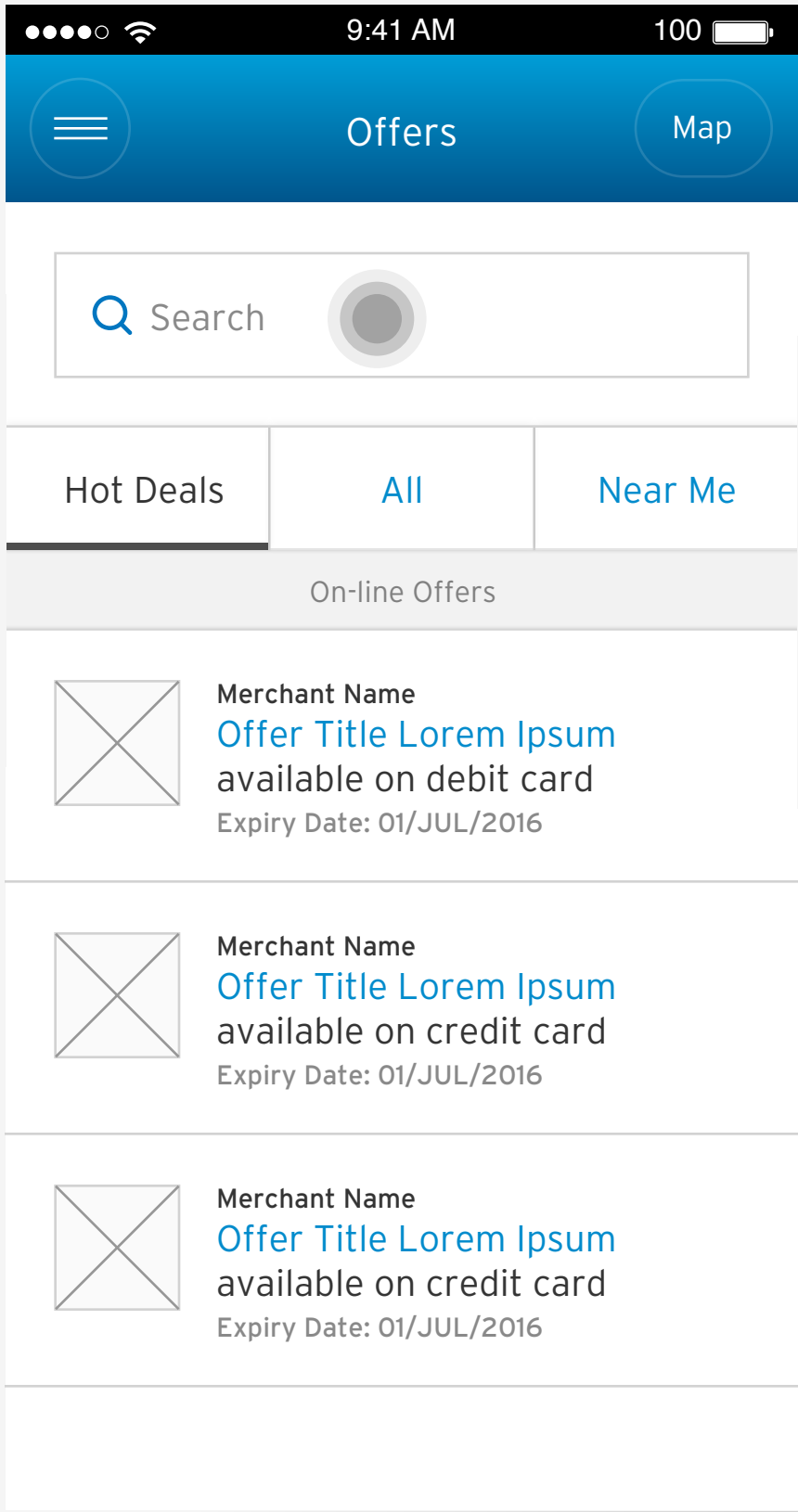
1.2.5 Offers - Browse & Search

Browse By Cities



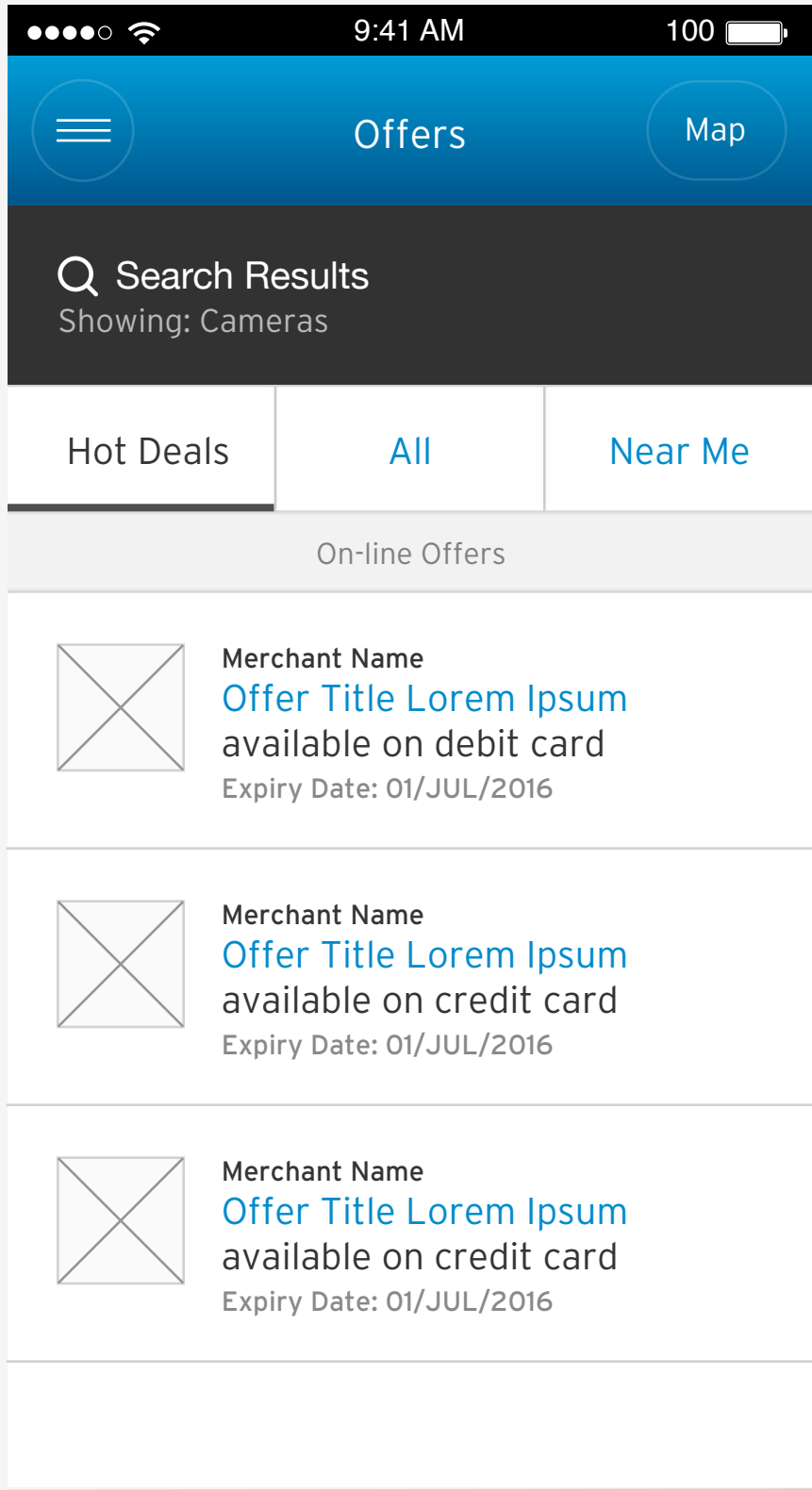
Description: User can view offers sorted by city.

Search



Interaction: onTap 'Search', user can do a keyword search on available offers.

Search



Description: User can view list of offers based on the searched keyword.