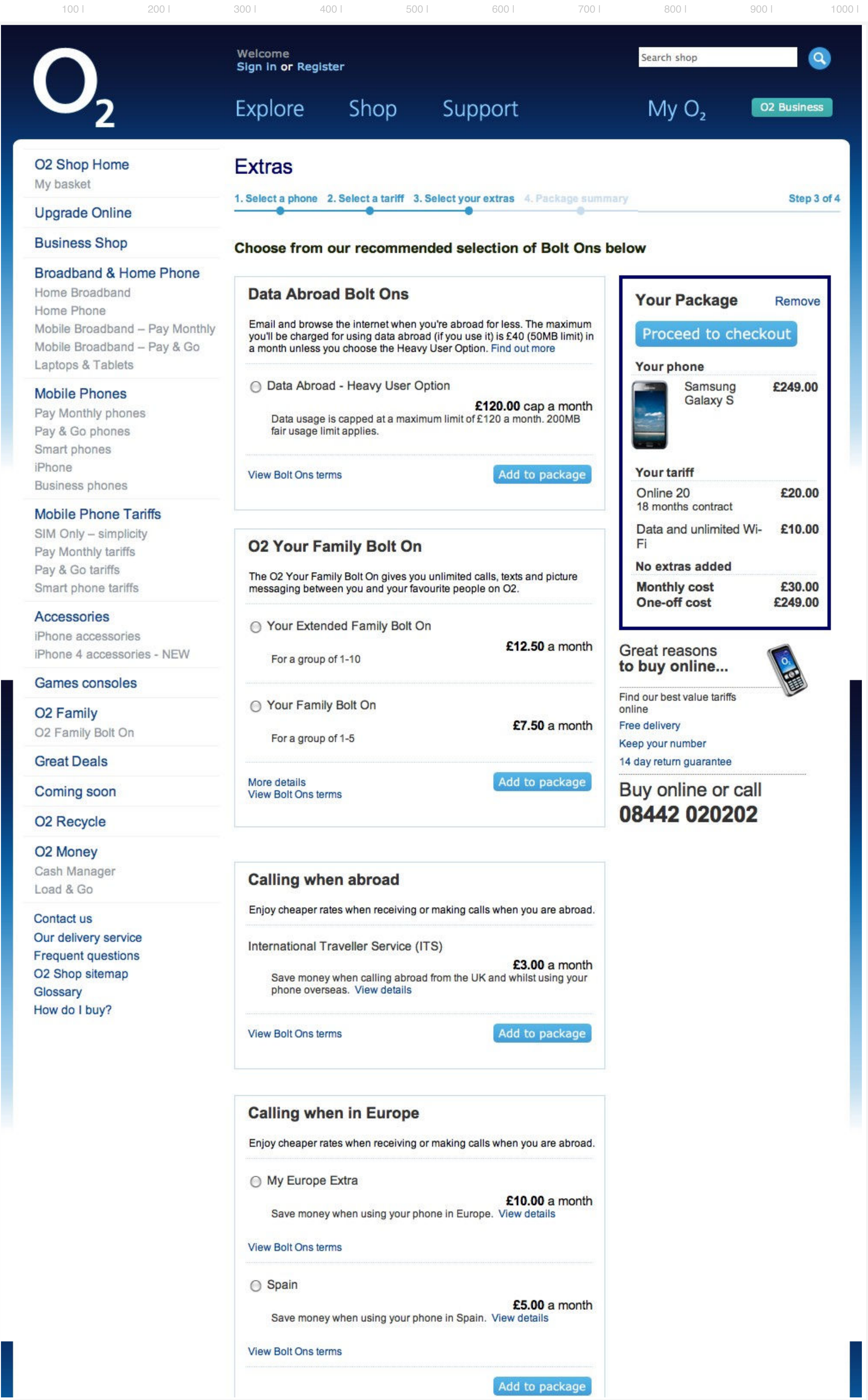
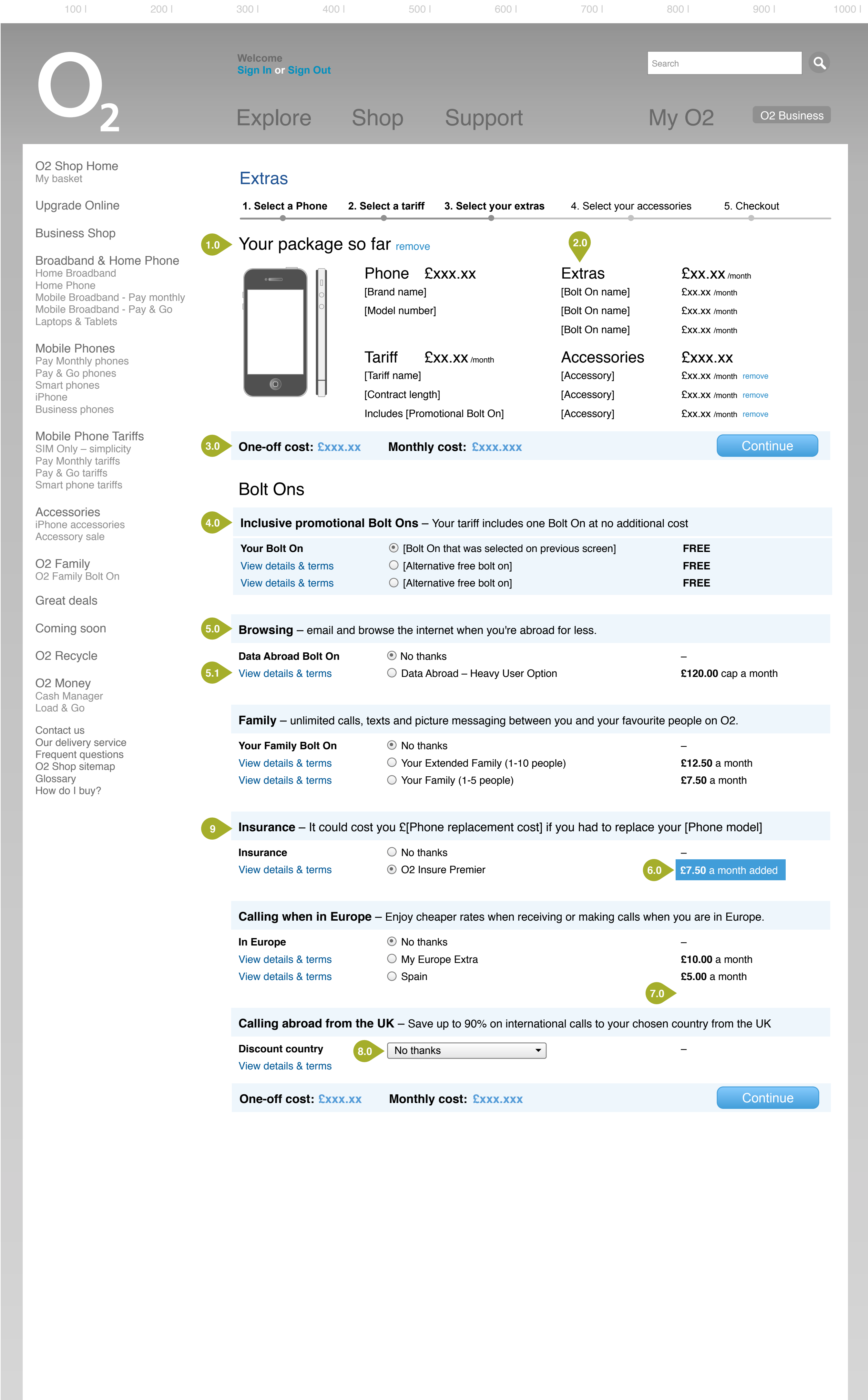


# Extras - Bolt Ons

## Proposed layout versus current layout



### Extras

The Extras page needs to be redesigned to cope with the introduction of several new Bolt Ons this quarter and moving Insurance from the summary page.

The new solution, uses the full width of the page, moves the Your Package area to the top of the page and alters the way we display Bolt Ons.

#### 1.0 Your package so far

Bigger image of phone, bigger information area too.

#### 2.0 Extras / Accessories

Initially these would be empty. As the customer makes selections from the *Extras* and *Accessories* section this area updates.

#### 3.0 Totals bar / Proceed to checkout

Updates with new totals as the customer makes choices on this page. *Proceed to checkout* takes the customer to the *Summary* page.

#### 4.0 Inclusive

This area displays the *Inclusive promotional Bolt Ons* if there are alternative choices that the customer can make. The *View details & terms* link will display the same information as all *Inclusive promotional Bolt Ons* are the same.

#### 5.0 Extras by group

After the *Inclusive Bolt Ons* area the *Extras* available to the customer are shown. They are grouped, highlighted by name and selectable by option. Radio buttons will be implemented with a default state *No thanks*. Customer selections will be reflected in the *Your package so far* section and in both the *Totals bars*.

#### 5.1 View details & terms

Displays a *lightbox* in the page with *Details* tab and *Terms* tab. This can be used to fully explain Bolt Ons and list any relevant Terms.

#### 6.0 Highlighting

When a customer selects an option, the price indicator should fade up to highlight and append the word *added*. This animation will draw the customer's attention to the change no matter where they are in the page and the remaining highlighted state will make it easy to scan the page to see what has been added.

#### 7.0 No Javascript

For customers visiting the site without Javascript, a *Select* button will appear beneath the price of the last option.

#### 8.0 Drop downs

When only a single option can be chosen from 3 or more options then a *drop-down* menu should be used instead of *radio buttons*. The price will then be updated.

#### 9.0 Insurance dynamic title

Phone make and replacement phone cost brought into this title dynamically (*surrounding wording TBD*)



# New Bolt Ons

## The new way to display Bolt Ons

1.0

**Inclusive promotional Bolt Ons** – Your tariff includes one Bolt On at no additional cost

<b>Your Bolt On</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> [Bolt On that was selected on previous screen]	<b>FREE</b>
<a href="#">View details &amp; terms</a>	<input type="radio"/> [Alternative free bolt on]	<b>FREE</b>
<a href="#">View details &amp; terms</a>	<input type="radio"/> [Alternative free bolt on]	<b>FREE</b>

2.0

**Data Top-Up Bolt Ons** – Add extra UK data to your mobile package for browsing, emailing and downloading.

<div>2.1</div> <b>Monthly extra data</b> <a href="#">View details &amp; terms</a>	<div>2.2</div> <input checked="" type="checkbox"/> 500MB UK Data	–
<div>2.3</div> <a href="#">View details &amp; terms</a>	<input type="checkbox"/> 1GB UK Data	<div>2.4</div> <b>£5.00</b> a month
		<b>£10.00</b> a month

<div>2.5</div> <b>One-off use extra data</b> <a href="#">View details &amp; terms</a>	<input type="checkbox"/> 500MB UK Data	–
<a href="#">View details &amp; terms</a>	<input type="checkbox"/> 1GB UK Data	<b>£5.00</b> a month
		<b>£10.00</b> a month

**Calling abroad from the UK** – Save up to 90% on international calls to your chosen country from the UK

<b>Discount country</b> <a href="#">View details &amp; terms</a>	<div>No thanks</div>	<div>3.0</div> –
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4.0

**Internet Tethering** – Use your handset as a modem and get data on your laptop on the move.

<b>Tethering</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
	<input type="radio"/> 500MB UK Data	<b>£7.50</b> a month

**Internet Tethering** – Use your iPhone as a modem and get data on your laptop on the move.

<b>iPhone Tethering</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
	<input type="radio"/> 500MB UK Data	<b>£7.50</b> a month

**Internet Tethering** – Use your iPhone as a modem and get data on your laptop on the move.

<b>iPhone Tethering</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
	<input type="radio"/> 750MB UK Data	<b>£7.50</b> a month

**Internet Tethering** – Use your iPhone as a modem and get data on your laptop on the move.

<b>iPhone Tethering</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
	<input type="radio"/> 1GB UK Data	<b>£7.50</b> a month

**Browsing** – email and browse the internet when you're abroad for less.

<b>Data Abroad Bolt On</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
	<input type="radio"/> Data Abroad – Heavy User Option	<b>£120.00</b> cap a month

**Family** – unlimited calls, texts and picture messaging between you and your favourite people on O2.

<b>Your Family Bolt On</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
<a href="#">View details &amp; terms</a>	<input type="radio"/> Your Extended Family (1-10 people)	<b>£12.50</b> a month
	<input type="radio"/> Your Family (1-5 people)	<b>£7.50</b> a month

**Insurance** – It could cost you £[Phone replacement cost] if you had to replace your [Phone model]

<b>Insurance</b> <a href="#">View details &amp; terms</a>	<input type="radio"/> No thanks	–
	<input checked="" type="radio"/> O2 Insure Premier	<b>£7.50</b> a month

**Calling when in Europe** – Enjoy cheaper rates when receiving or making calls when you are in Europe.

<b>In Europe</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
<a href="#">View details &amp; terms</a>	<input type="radio"/> My Europe Extra	<b>£10.00</b> a month
	<input type="radio"/> Spain	<b>£5.00</b> a month

**Messaging Bolt Ons** – Enjoy MMS messages at a reduced rate.

<b>MMS Picture Messaging</b> <a href="#">View details &amp; terms</a>	<input checked="" type="radio"/> No thanks	–
	<input type="radio"/> 50 MMS messages	<b>£5.00</b> a month

**New Bolt Ons display**

Redesigning the Bolt Ons allows us to move to a full width solution. The new solution makes several changes including correctly using radio buttons, by having one option selected by default (default here is No Thanks - this is indicative wording).

Other Bolt Ons have been demonstrated in this document, however this is not an exhaustive list. Using these constructions it should be possible to cater for all existing Bolt Ons.

Customers no longer need to *add to package* each individual Bolt On - making a selection will automatically *add to package*. Unless the customer doesn't have Javascript, in which case a button will appear at the bottom right of each Bolt On category.

**1.0 Inclusive Bolt Ons**

The *Inclusive Bolt Ons* are highlighted with a background colour to differentiate them from other Bolt On types. The selected option is determined by the customer on the previous step. When the *Inclusive Bolt On* cannot be changed i.e there is only one option, then this area is not displayed. The *Inclusive Bolt On* will be shown in the *Your Package Summary*.

**2.0 Bolt On category and one-liner**

The category of Bolt On and a single short line to orientate the customer.

**2.1 Bolt On type**

The name of the Bolt On type, can be more descriptive that just the category. Differentiates between different types of Bolt On in the same category.

**2.2 Bolt On option**

The Bolt On option selectable by the customer. These are the options for each Bolt On type i.e. amount of Data. They have a default option of *No Thanks*. Other options have prices associated with them.

**2.3 View details & terms**

Launches a *lightbox* that has *tabbed* content with full details for the Bolt On and full terms. As Bolt On options can have different terms and details, one of these links is displayed per Bolt On option.

**2.4 Price**

Zero price (–) displayed for *No Thanks* option - all other options display their *Price*.

**2.5 Example 2nd Bolt On type**

Shows an example of a second type of Bolt On that falls under the same category i.e. *Data Top-Up Bolt Ons*. These are shown together because the Bolt On types are not mutually exclusive even though the Bolt On options are.

**3.0 Using a drop down menu**

When only a single option can be chosen from 3 or more options then a *drop down* menu should be used instead of *radio buttons*. The price will then be updated. Additionally price could be shown next to the Bolt On option name in the drop down menu.

**4.0 Single option Bolt Ons**

Despite all of these Bolt Ons being for Internet Tethering, the customer is only displayed one Bolt On depending on their choices so far. Handset type and Monthly spend will determine which type of Internet Tethering Bolt On they see.