

# Wireless Broadband - Shop & Purchase

PI 7 Handoff



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## AGENDA

01

# Overview

02

# Scope

03

# Prototype

04

# PI7 Omni Reference Design

05

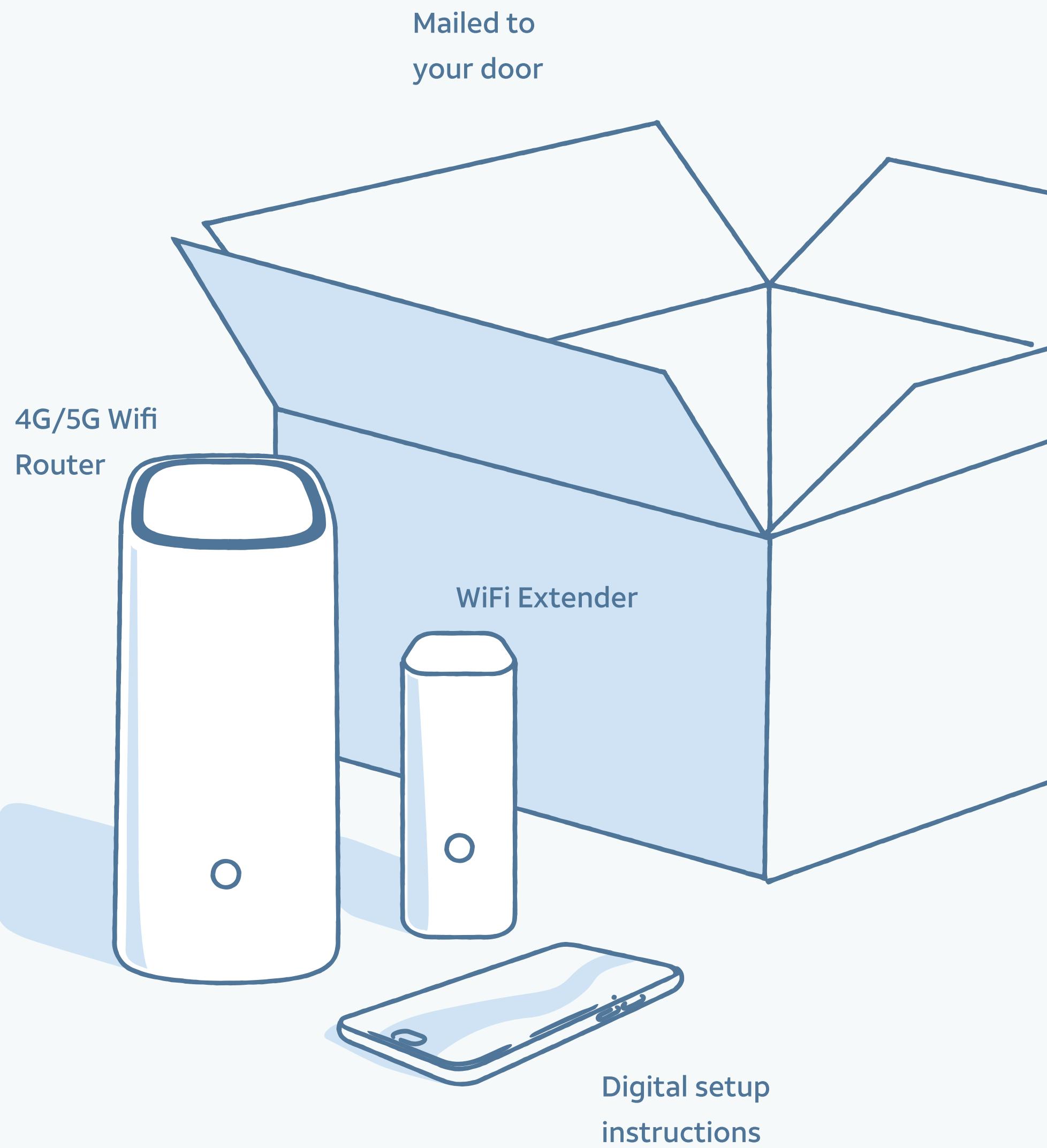
# Additional Handoff Materials

# The Wireless Broadband Opportunity

**Deliver home internet over our wireless network.** For certain people, Wireless Broadband will be a faster, more stable solution that they can set up themselves.

**Retire our legacy DSL service.** Instead, we'll serve customers through this simpler, cheaper product that relies on consolidated infrastructure.

**Build up our new tech stack.** Focusing on Wireless Broadband allows us to focus on getting key enablers and shared functionality, like BSSe, right before piling on additional products and millions of customers.



## SCOPE OVERVIEW

# Now, an important message about PI7

- PI7 development starts in August 2021
- Our designs are aligned to PI7 epics
- PI7 excludes key functionality that will be available when Wireless Broadband launches. For example :
  - **Autopay only?** Requiring autopay is a hotly debated topic. Other forms of payment may be explored in future PIs.
  - **Wait, no Wi-fi extenders?** When WBB launches, customers will be able to add WiFi extenders to their order. It's not in PI7 and so it isn't reflected in our designs (yet).

## EPICS ( PI 7 )

EPICS ( PI 7 )	DESIGN SQUAD
Service Availability and Address Qualification	Shop
Display and Select Offer based on Availability and Service Address	Shop
Customer Input Data	Purchase
Customer Notification and Preferences	Purchase
Credit Check	Purchase
Shipping Estimation and Selection	Purchase
Collect Payment Information and Store	Purchase
Create Account ID	Purchase
Terms, Conditions, and Disclosures	Purchase
Review Order and Submit	Purchase
Retrieve and Reserve TN (Technical Enabler)	No Design Needed
Order Confirmation	Purchase
Shipping and Shipping Notifications	Onboarding
Self Install and Service Activation	Activation
Smart Home Manager Enhancements	Activation
Anniversary Billing Assignment upon Activation	Activation
Initial Anniversary Billing/Process Payment/Digital Invoice	Account MGMT

## ■■■ DESIGN TECHNOLOGY

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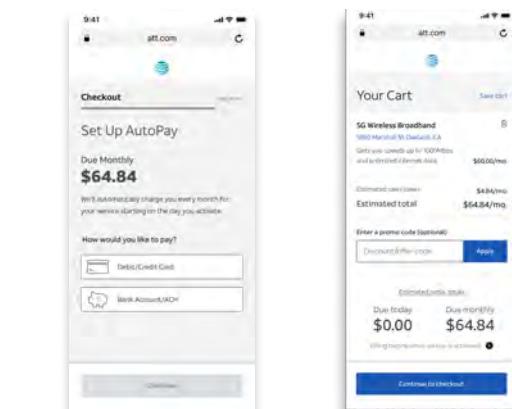
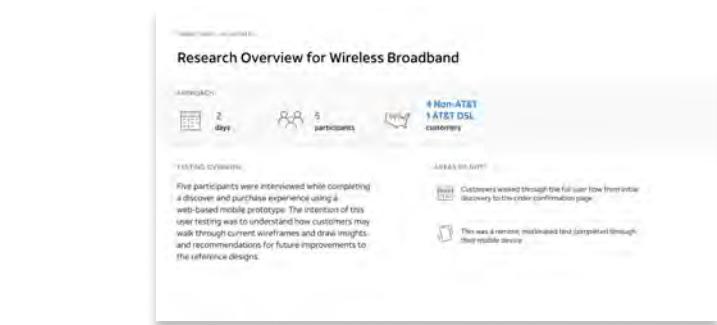
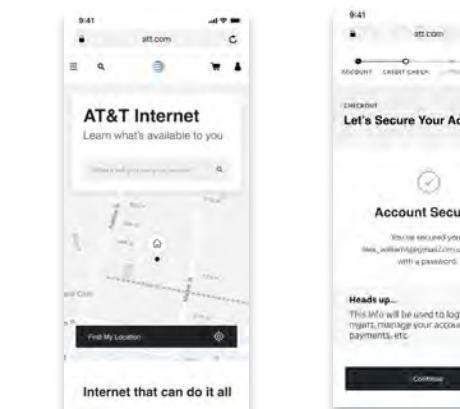
## SCOPE OVERVIEW

# The play by play

Demo 1	5/17-5/21	EPIC USER FLOW	5/24-5/28	USER JOURNEY	5/31-6/04	LO-FI WIREFRAMES	6/07-6/11	RESEARCH READOUT	6/14-6/18	HI-FI WIREFRAMES	6/21-6/25	HANOFF	Demo 2
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- Epic User Flow Creation
- Discovery and Big Idea Creation
- Research

- Lo-Fi Wireframes
- User Flow Progression
- Market/Competitive Research



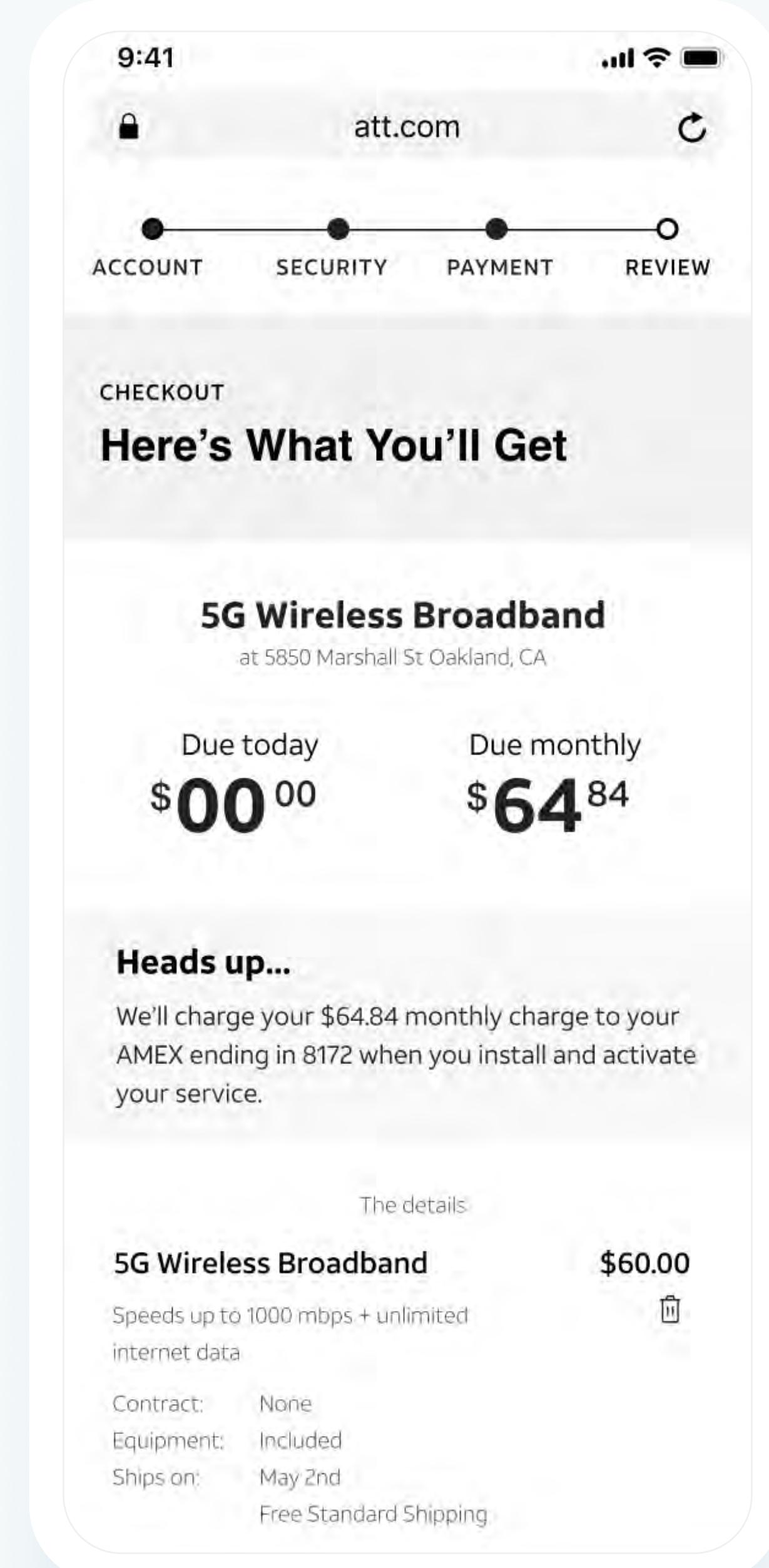
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# From Discovery to Checkout

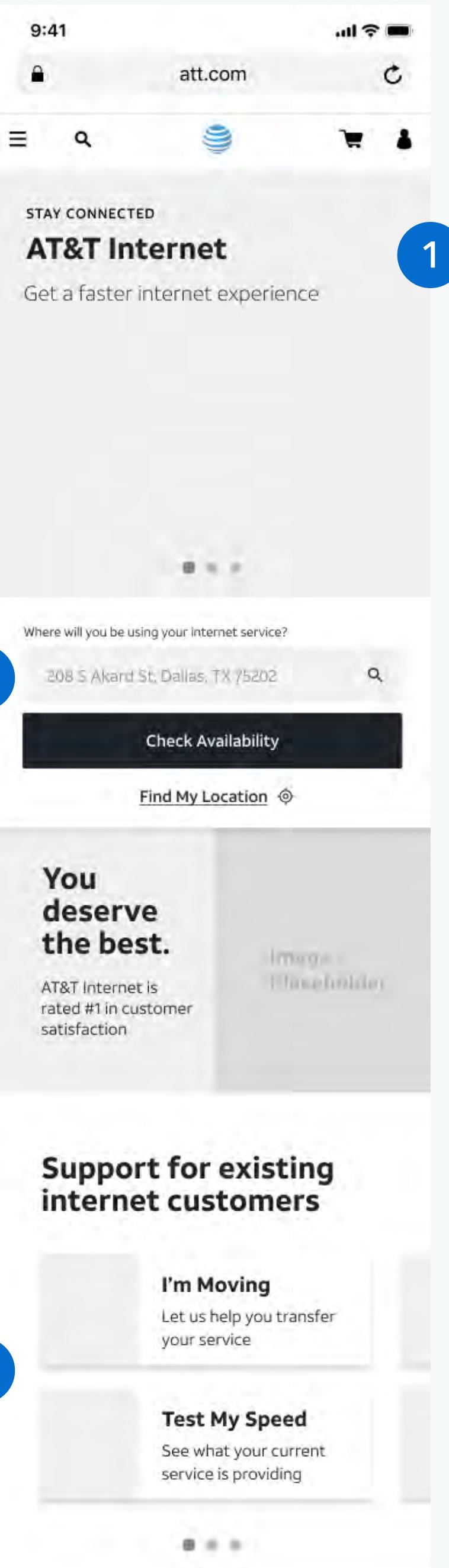
- 1. Make online ordering simple** so that customers confidently purchase the best internet service available.
- 2. Collect & verify customer data** so we can keep customers up-to-date with their service and avoid account management issues.
- 3. Build digital momentum** so that customers adopt self-service tools.



# Screen by Screen Breakdown

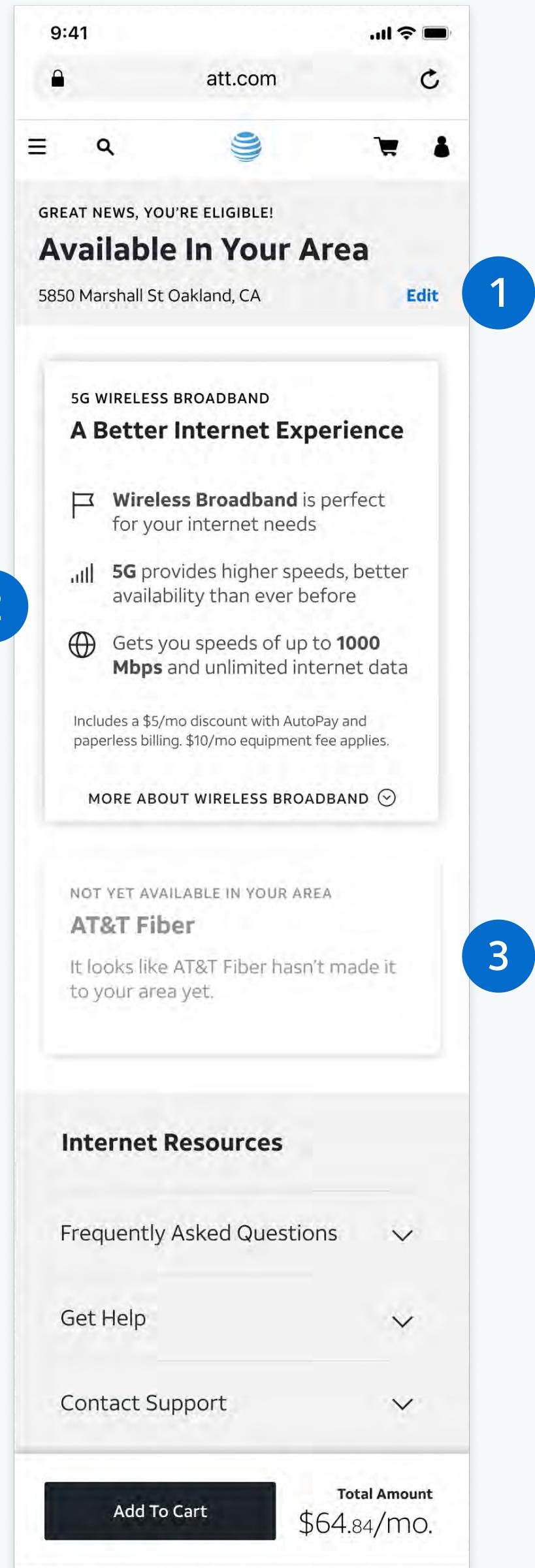
# Internet Landing Page

- 1 Plan-Agnostic Features.** Customers want a prominent display of the benefits that AT&T provides as a service. This means giving them a taste of what features could be available to them without the confusion of showing plans they won't be eligible for.
  
- 2 Eligibility Check.** To instill trust we prominently prompt an eligibility check via the address, to ensure we can provide service to the customer at that location.
  
- 3 Supporting Customers.** Customers may need support if they are already using our products, future PIs will explore this more but our team built in a flexible card to meet those needs.



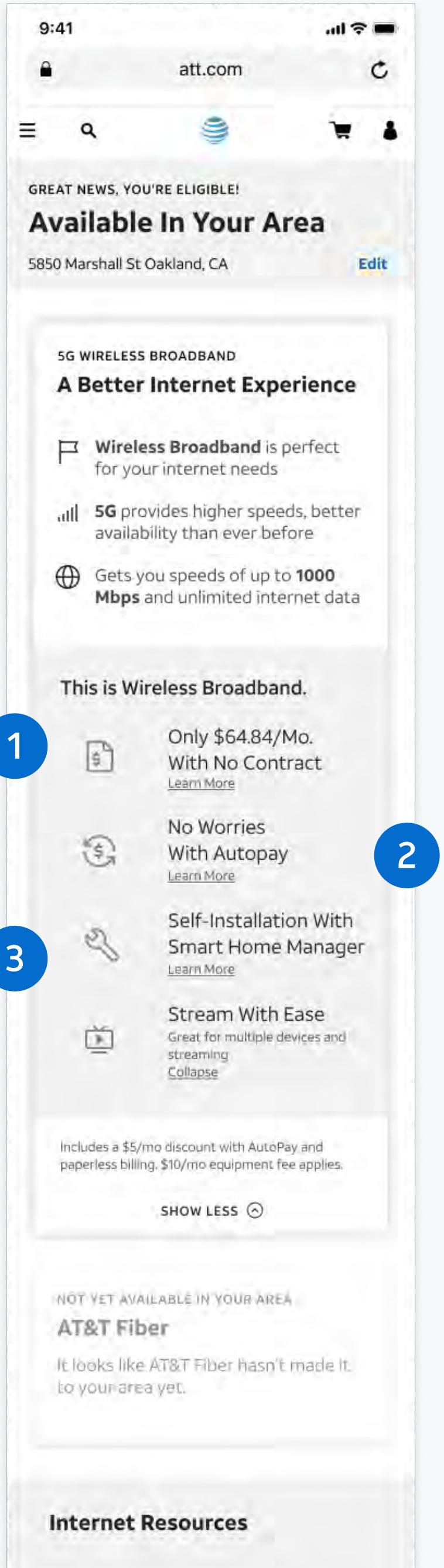
# Wireless Broadband Product Page

- 1** **Update Address.** Customers see that the results reflected are for their entered address and have the ability to edit it, displaying a modal address entry which lets them know their cart may be affected.
  
- 2** **Eligible Service.** Customers are shown the product available at their address and highlights of what the service will provide them, as well as the ability to learn more.
  
- 3** **Product Transparency.** To be completely transparent with customers, we also display the options not available in their area so they know AT&T isn't hiding deals or trying to upsell something that isn't the right fit.



# Wireless Broadband Product Page Expanded

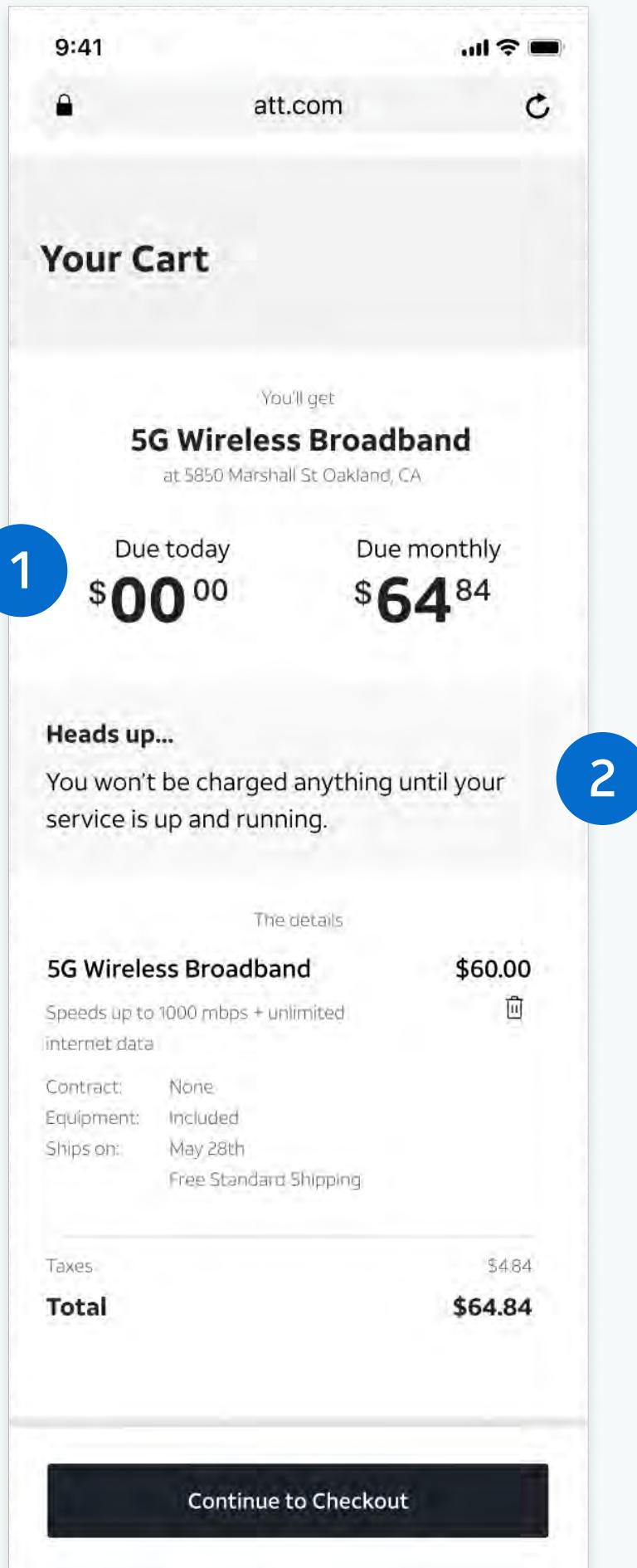
- 1** **Clear Pricing and Commitment.** Customers should be reassured of what they are agreeing to financially, and can see they are not being tied down by a contract.
  
- 2** **AutoPay.** As a mandatory part of the checkout process (for the CI), we set up the concept of AutoPay early on to help the customer feel at ease by the time they need to enter payment information in checkout.
  
- 3** **Installation Expectations.** To manage expectations of installation ahead of time, we introduce Smart Home Manager and self-installation before the customer adds to cart.



# Cart

**1** **Clear Pricing.** Pricing for both monthly and one-time is included and positioned front and center to provide confidence and familiarity with their payment and pricing.

**2** **Remind and Inform.** Comforting reminders of what to think about when it comes to payments and charges allows the customer to be aware of what's ahead and reduce any potential friction points.

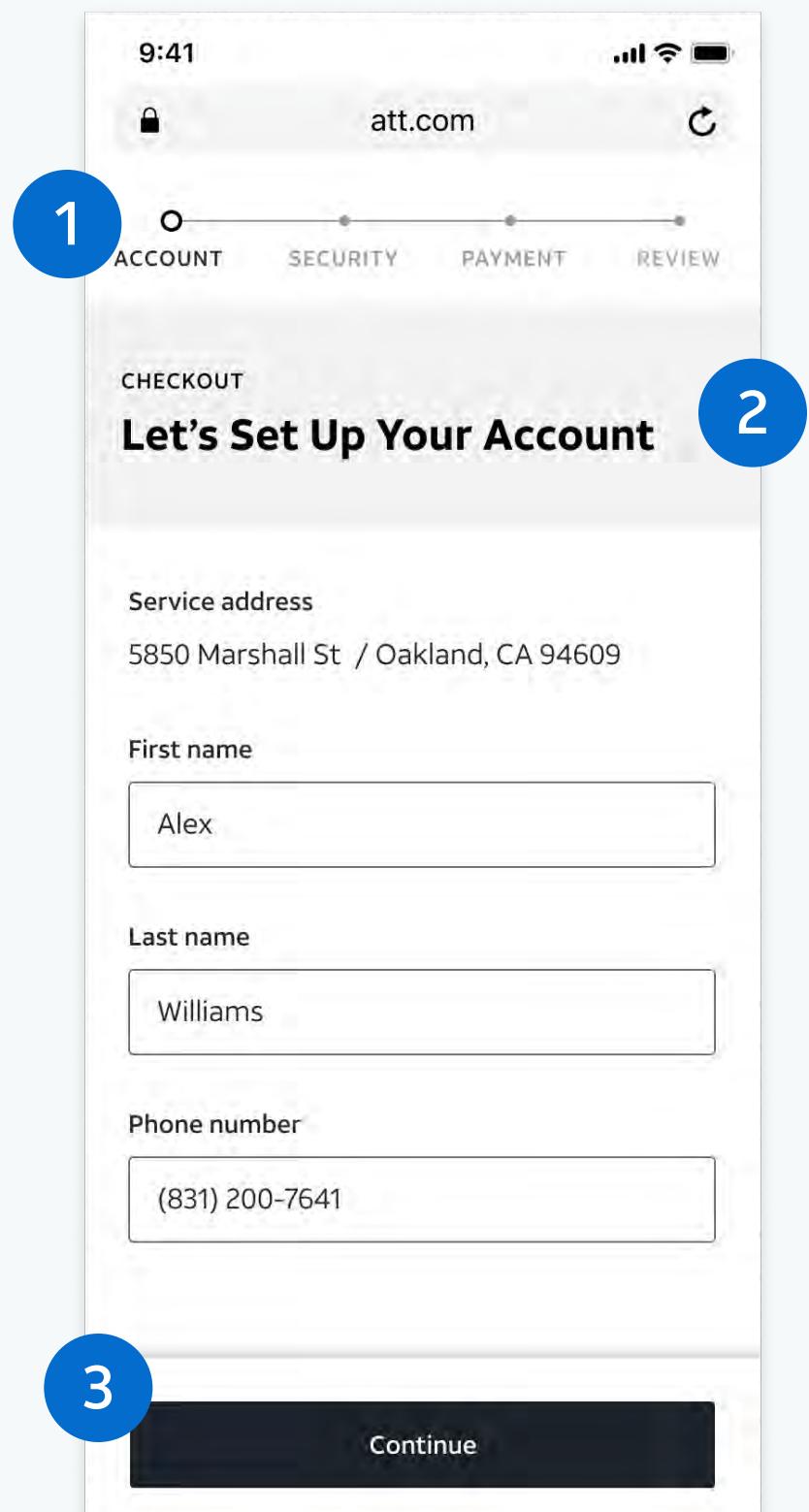


# Account Setup

**1 Progress Tracker.** Provide familiarity and understanding of where the customer is in the checkout flow, and what is upcoming, to prevent questions and potential cart abandonment.

**2 Clear Header.** Page title allows for clear understanding of what the customer needs to do at each step.

**3 Pagination in the Checkout Flow.** Breaking up the checkout into a series of simple and concise pages by key actions allows for a clear understanding of what to do at each step.



# Verification - Drivers License

- 1** **Auto-fill Details.** When possible, bring across already completed information to allow for a quicker checkout process.
  
- 2** **Multiple Credit Check Options.** Easy selection between Social Security and ID allows for a more comforting verification experience.
  
- 3** **Inform and Remind.** Acknowledge the customer's potential friction with a verification step and relate with them to provide additional confidence and trust with what they are doing.

9:41 att.com

ACCOUNT SECURITY PAYMENT REVIEW

CHECKOUT

**Let's Set Up Your Account**

Name **1**  
Alex Williams

Date of birth  
06 / 20 / 1977

Your Social Security # or ID Information

Social Security # **2** ID Information

ID Type ID State  
Driver's License CA

Your driver's license number  
.....

**3** Your info is secure, and nothing we do will impact your credit

This info helps us verify you and allows us to set up service at your location

Continue

# Verification - Social Security

- 1** **Auto-fill Details.** When possible, bring across already completed information to allow for a quicker checkout process.
  
- 2** **Multiple Credit Check Options.** Easy selection between Social Security and ID allows for a more comforting verification experience.
  
- 3** **Inform and Remind.** Acknowledge customers potential friction with a verification step and relate with them to provide additional confidence and trust with what they are doing.

9:41 att.com

ACCOUNT SECURITY PAYMENT REVIEW

CHECKOUT  
Let's Set Up Your Account

Name **1**  
Alex Williams

Date of birth  
MM / DD / YYYY

Your Social Security # or ID Information  
**2**

Social Security # ID Information

Social security number  
XXX - XX - XXXX

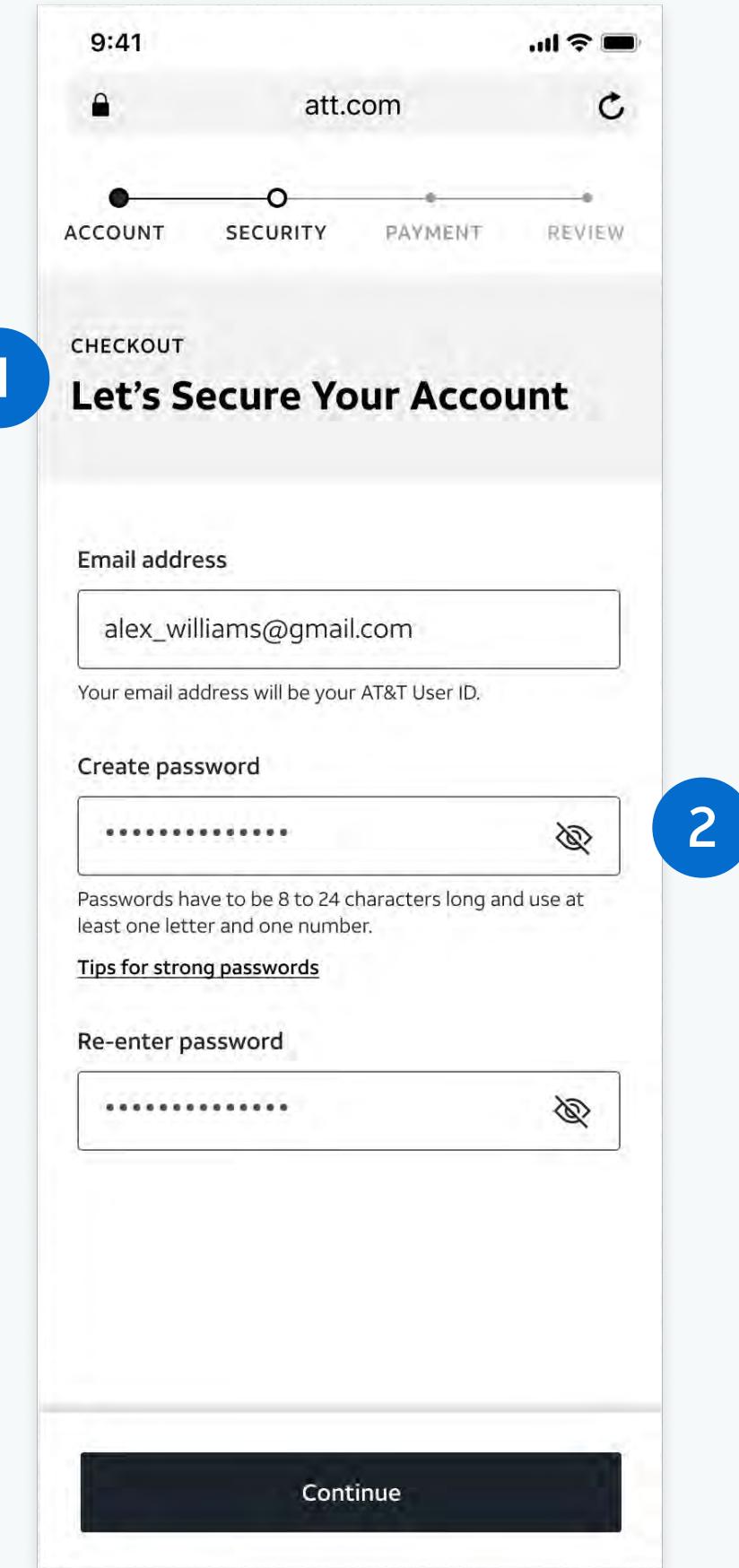
**3** Your info is secure, and nothing we do will impact your credit  
This info helps us verify you and allows us to set up service at your location

Continue

# Email & Password Creation

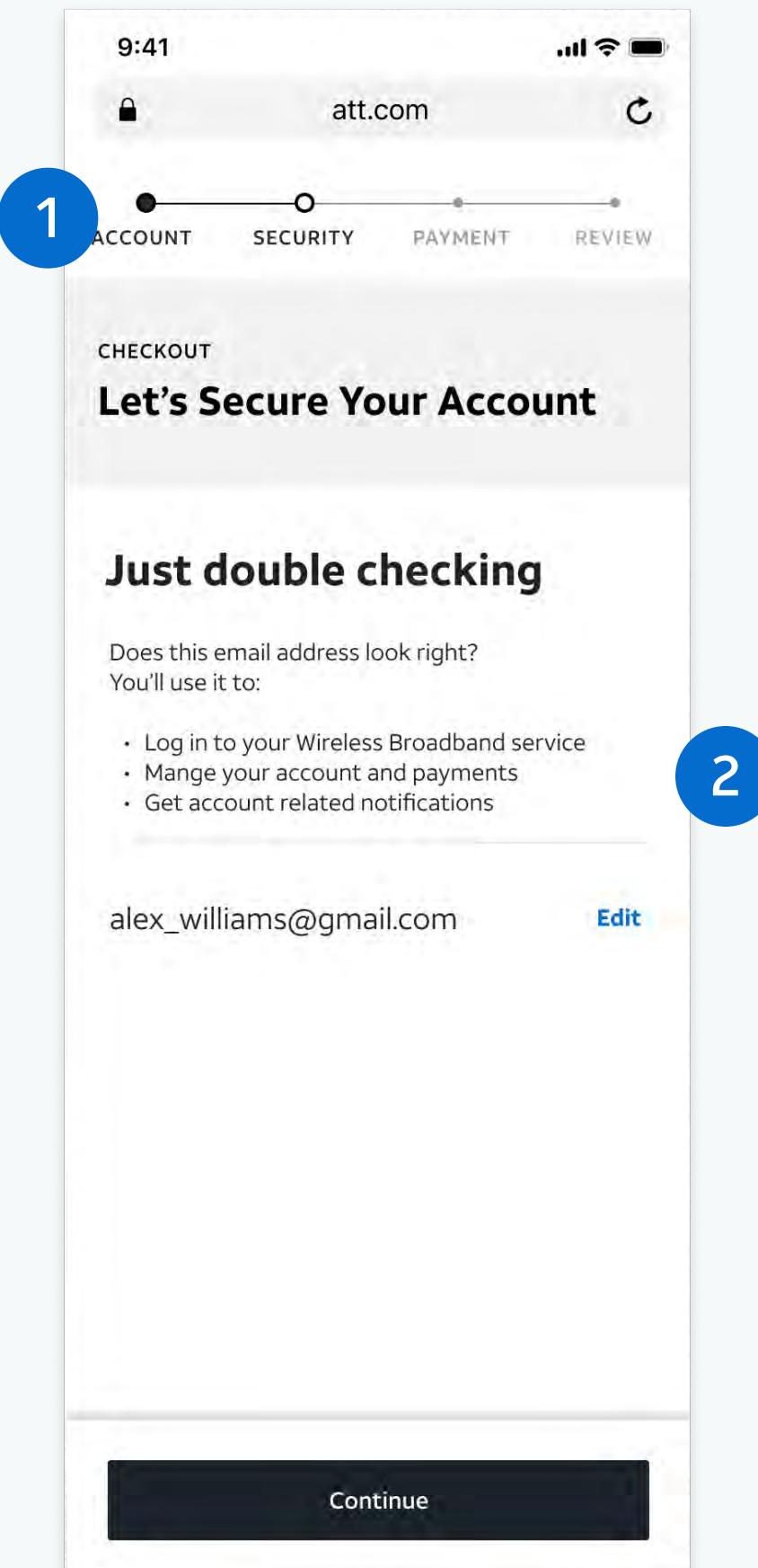
**1 Pro-active Header.** By providing an impression of security and action, the customer is more informed and at ease in the reasoning behind providing key information.

**2 Password Creation.** Prompting the customer for email and password within the checkout flow allows for greater security and connection into the post-purchasing experience.



# Email Verification

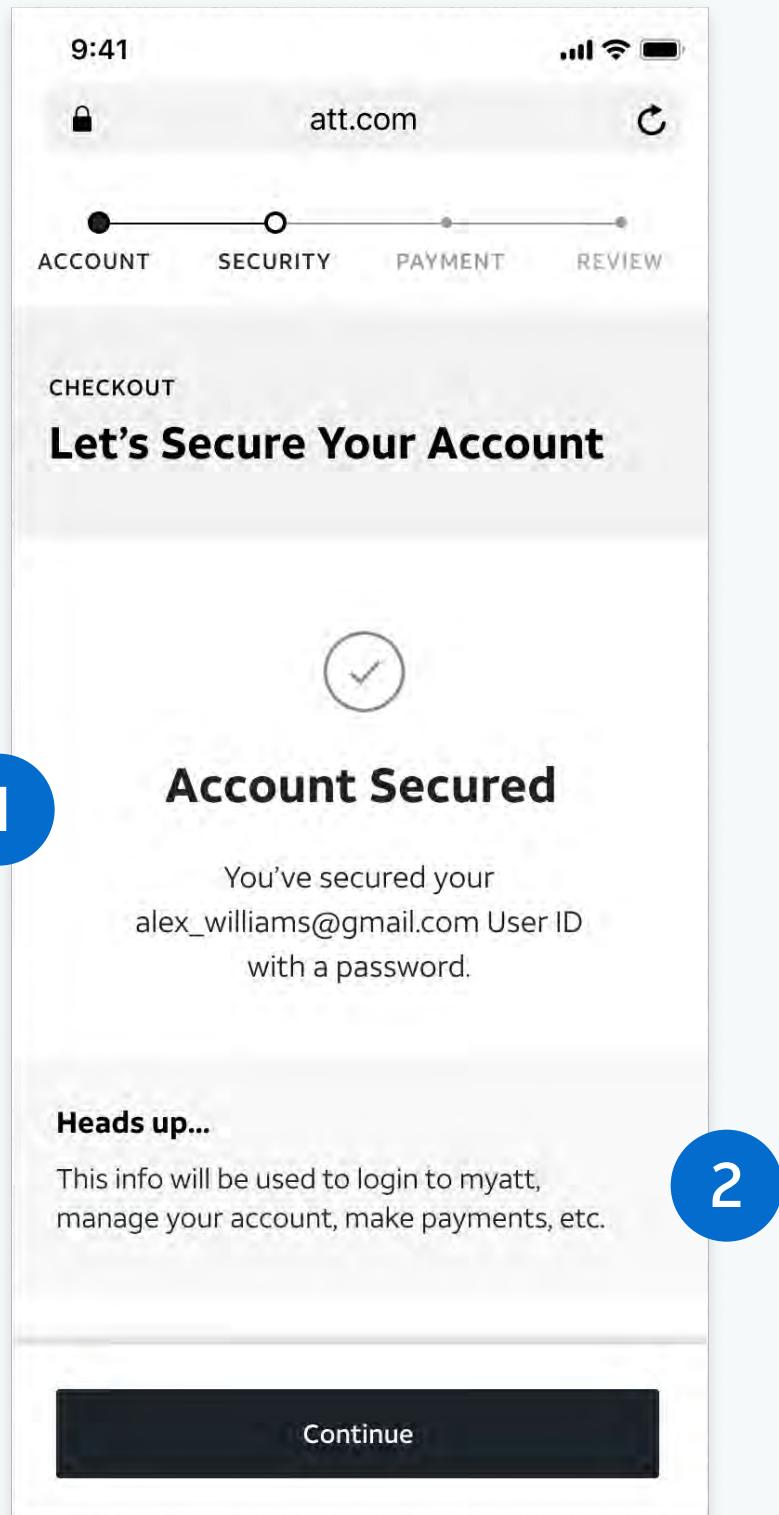
- 1 Progress Tracker.** Progress tracker persists throughout the checkout flow to remind the user at what point they are in the flow and what is upcoming.
- 2 Remind of value at each step.** With each decision or action the customer goes through, they are reminded of the value and reasoning behind what is being asked of them.



# Account Confirmation

**1 Security Confirmation.** To confirm that the account security steps have been completed, the customer is shown an affirmation that their password is created and account is secured.

**2 Inform and Remind.** Customer is made aware of the ways in which they will use this new login across their AT&T account so they can understand what's ahead and reduce any potential friction points.

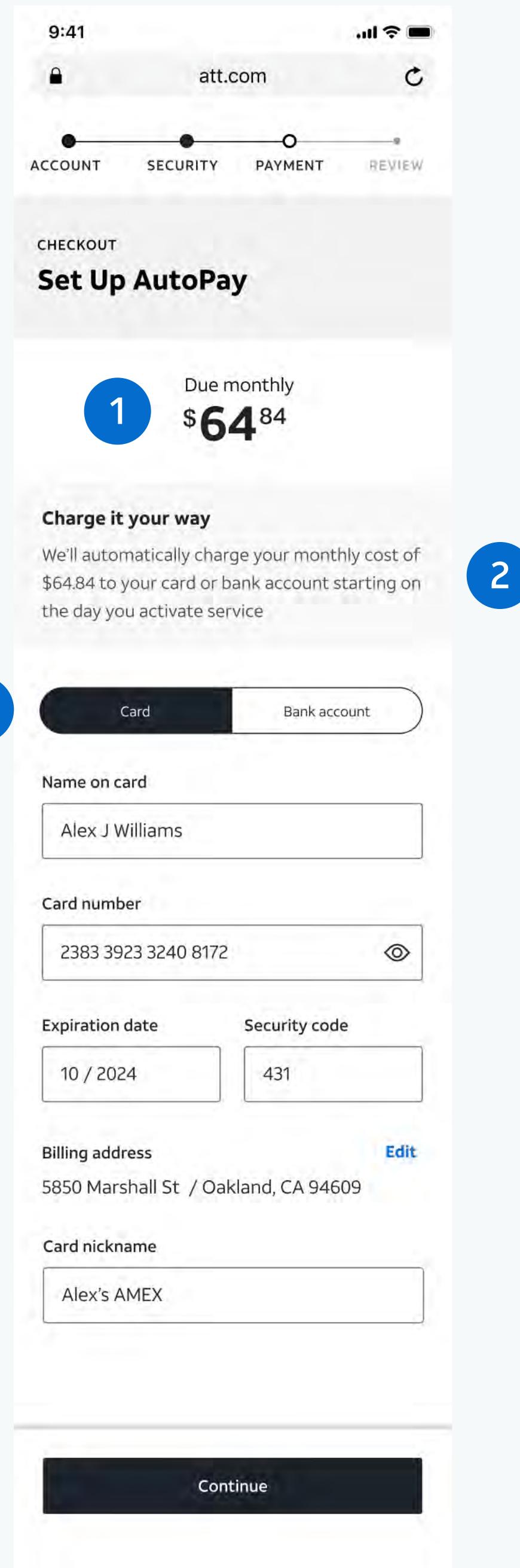


# Payment - Credit Card

**1** **Clear Pricing.** Pricing for monthly is included and positioned front and center to provide confidence and familiarity with their payment.

**2** **Inform and Remind.** Acknowledge the customer's potential friction with payments and relate with them to provide additional confidence and comfort with what they are doing.

**3** **Multiple Payment Options.** Easy selection between Credit Card and Bank Account allows for more flexibility in payments.

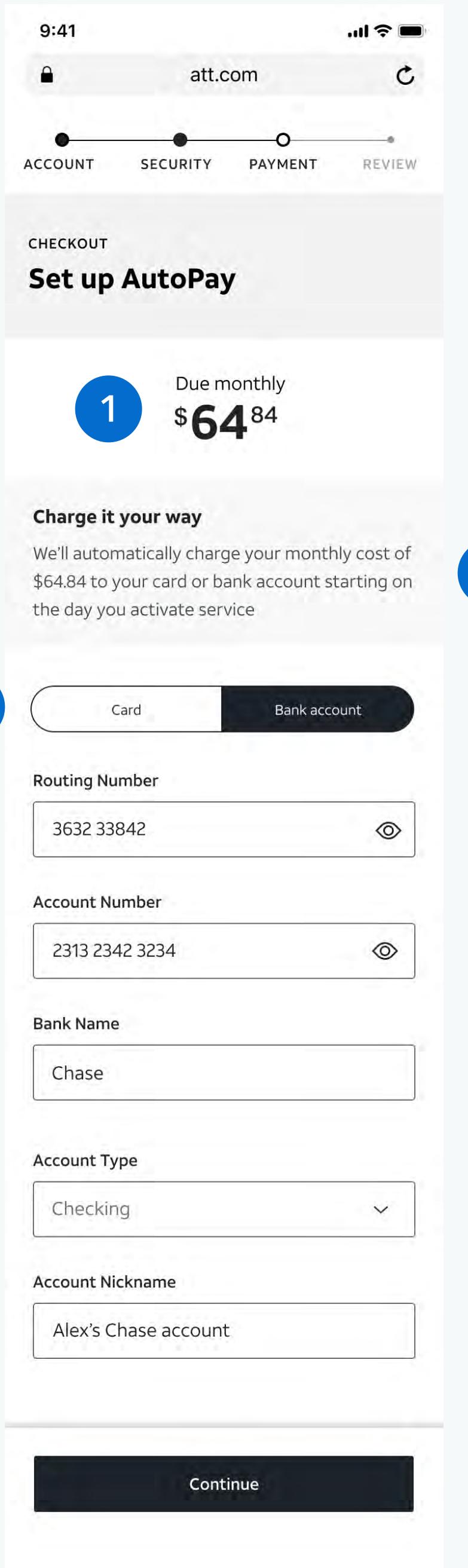


# Payment - ACH

**1** **Clear Pricing.** Pricing for monthly is included and positioned front and center to provide confidence and familiarity with their payment.

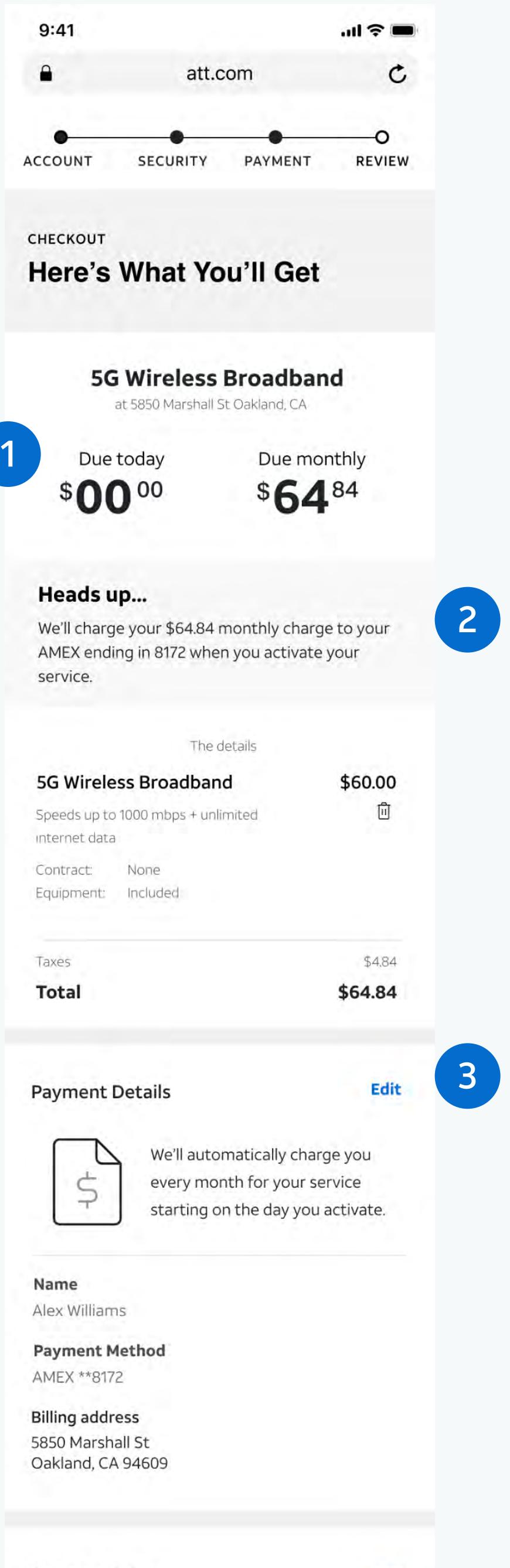
**2** **Inform and Remind.** Acknowledge the customer's potential friction with payments and relate with them to provide additional confidence and comfort with what they are doing.

**3** **Multiple Payment Options.** Easy selection between Credit Card and Bank Account allows for more flexibility in payments.



# Order Summary

- 1** **Clear Pricing.** Pricing for monthly and one time is included and positioned front and center to provide confidence and familiarity with their payment.
  
- 2** **Inform and Remind.** Acknowledge the customer's potential friction with payments and relate with them to provide additional confidence and comfort with what they are doing.
  
- 3** **Easy Edit Interaction.** Editing at the payments, shipping and order levels allows customers to easily review and edit specific segments of their order.

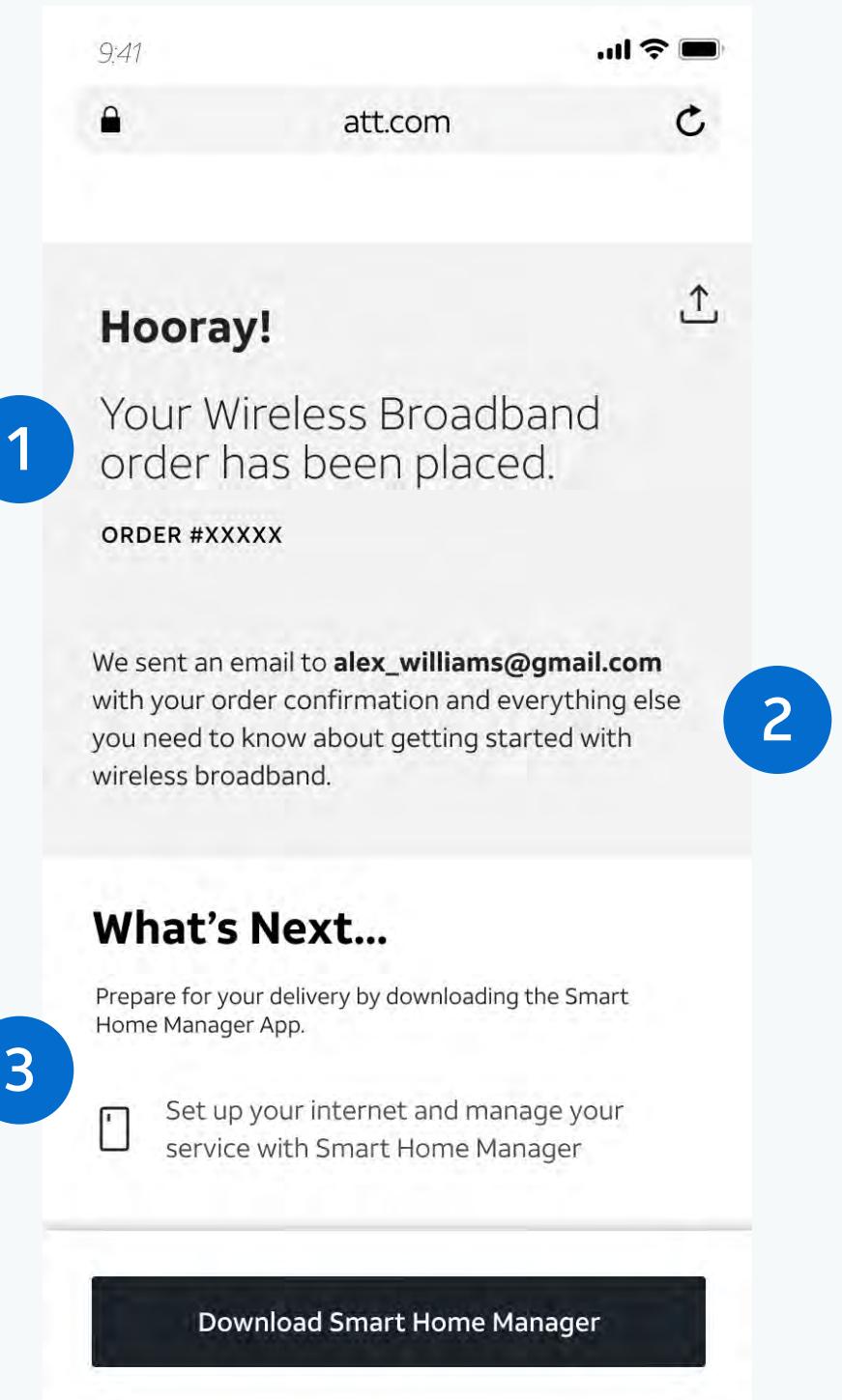


# Order Confirmation

**1** **Excitement and Joy at each step.** Provide a feeling of excitement and accomplishment once the purchase is complete (and throughout).

**2** **Directing to Confirmation.** Customer knows where to go to review their purchase and prepare for installation.

**3** **Looking Forward.** To increase trust and decrease friction points, customers are informed of the next steps surrounding delivery and encouraged to download Smart Home Manager.



# Confirmation Email

- 1** **Excitement and Joy at each step.** Provide a feeling of excitement and accomplishment once the purchase is complete (and throughout).
  
- 2** **Promote Key Actions and Next Steps.** Help promote next steps and continue the interaction with key next steps and actions such as delivery and view account.
  
- 3** **Clear Order Details.** Prioritize key details of the order within the email and summary to allow for easy scanning of what is important.

