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MAXD

Mobile AT&T Experience Document

roDEo

MEdia Mall Java Client

Version 2.5

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1.0 Introduction

1.1 Client Definition

This client design represents the most current understanding of technical requirements and capabilities. Where there are unresolved technical issues, this design assumes a best possible user experience.

1.2 Adjoining Documents

Type	File	Notes
Feature List	Feature list spreadsheet	
Usecase List	Usecase list spreadsheet	



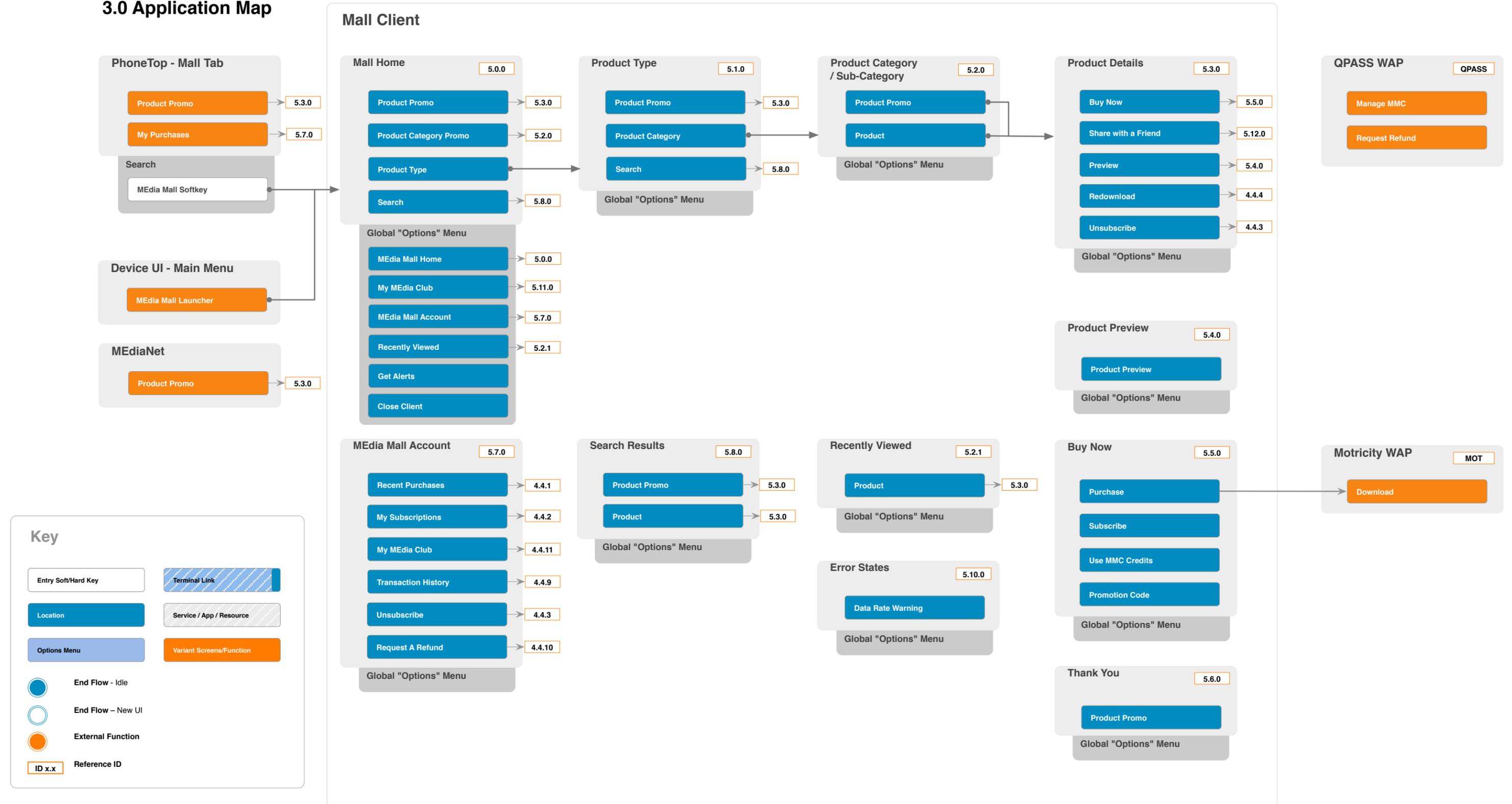
2.0 Revisions

2.1 Revision History

Version	Flow/Detail	Description
0.1	07.18.07	Templates defined
0.3	07.28.07	Hand-off flows and application map created. Revised application map. Removed references to MEdiaNet hand-offs.
0.4	08.06.07	Draft 1 of primary flows added
0.5	08.18.07	Updated from review 1
0.6	08.18.07	Search moved to top. Pagination modules removed.
0.9	08.28.07	Revised wireframes to reflect simplified page templates: -Scrolling lists -Redesigned Product Type screen -Simplified pagination model
1.0	09.06.07	FINAL Draft
2.3	11.06.07	FINAL Revisions
2.4	11.08.07	FINAL Version



3.0 Application Map

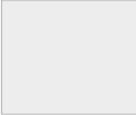


4.0 - Interaction Flows

User Flows detail the wireless experience through small scenarios or stories. Each user flow details users, screen order, and screen states.

The Legend below is a list of symbols and icons used throughout the user flows.

Flow Iconography Legend


Initial Screen


Intermediary Screen


Decision Point


User


Friend

 End Flow: Idle Screen

 End Flow: New UI Screen

 Primary Flow

 Secondary Flow

 Continued Flow

 Callout ID

 Screen Detail ID

Navigation Key Legend

[LSK]	Left Soft Key
[RSK]	Right Soft Key
[CHK]	Center Hard Key
[THK]	Top Hard Key
[RHK]	Right Hard Key
[BHK]	Bottom Hard Key
[LHK]	Left Hard Key

4.1 - 4.3 Browse & Search Flows

Browse Flows

- 4.1.1 Browse by Product Type
- 4.1.2 Browse by Category
- 4.1.3 Browse by Promotional Category
- 4.1.4 Browse by Subcategory
- 4.1.5 Browse by Promotion
- 4.1.6 Browse by Collection
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- 4.3.8 Learn about MyMEdia Club
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- 4.3.10 Share with a Friend: MEdia Terms of Use
- 4.3.11 Use Promotional Code

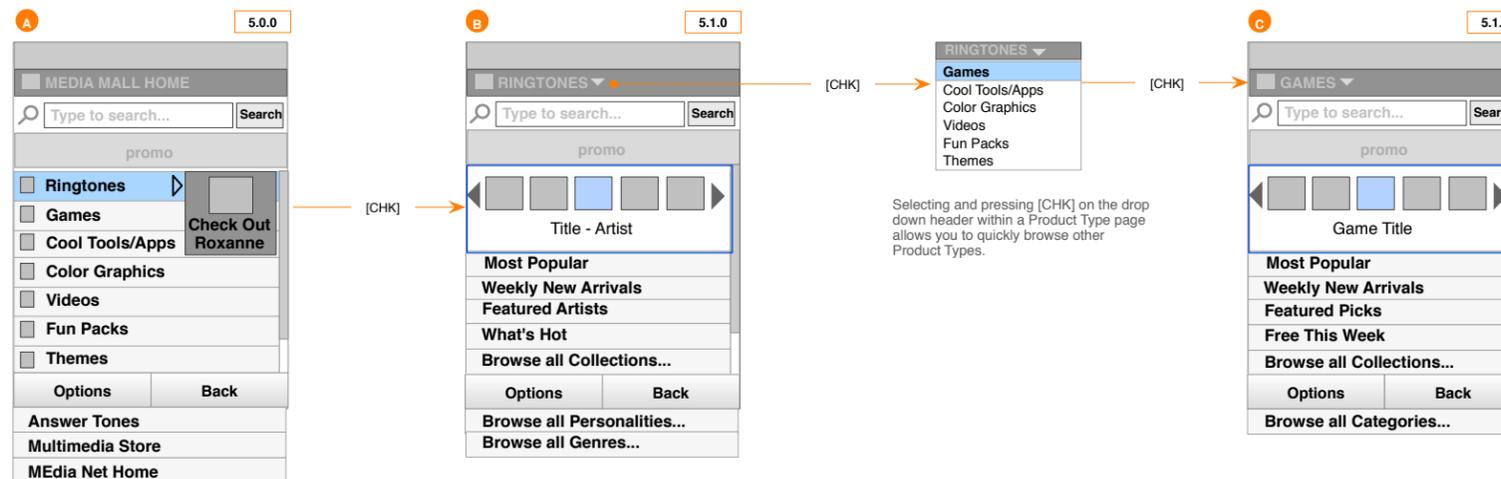
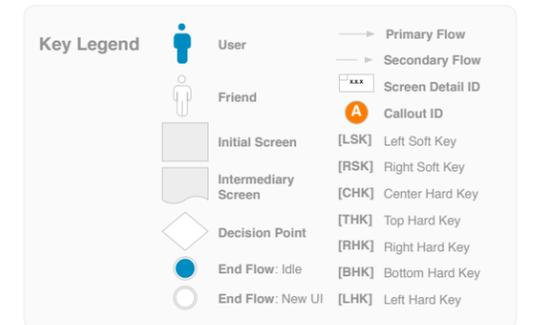
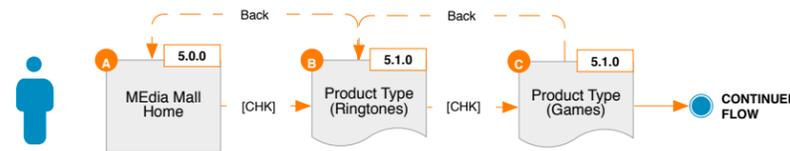


4.1.1 - Browse by Product Type

User wants to browse MEdiaMall by Product Type by browsing Ringtones and then Games.

From MEdia Mall Home [A], the user presses [CHK] on Ringtones and the Ringtones Product Type Page is displayed [B].

On the Ringtones Product Type Page [B], the user presses [CHK] on the Navigation Bar Drop Down, highlights Games, and presses [CHK]. The user arrives at the Games Product Type Page [C].



Selecting and pressing [CHK] on the drop down header within a Product Type page allows you to quickly browse other Product Types.

Default focus is on promo to encourage single-item purchase.

NOTE: An alternate of default focusing on Ringtones is a more desirable user experience, but would require reconsidering MMC as top of the Category list.



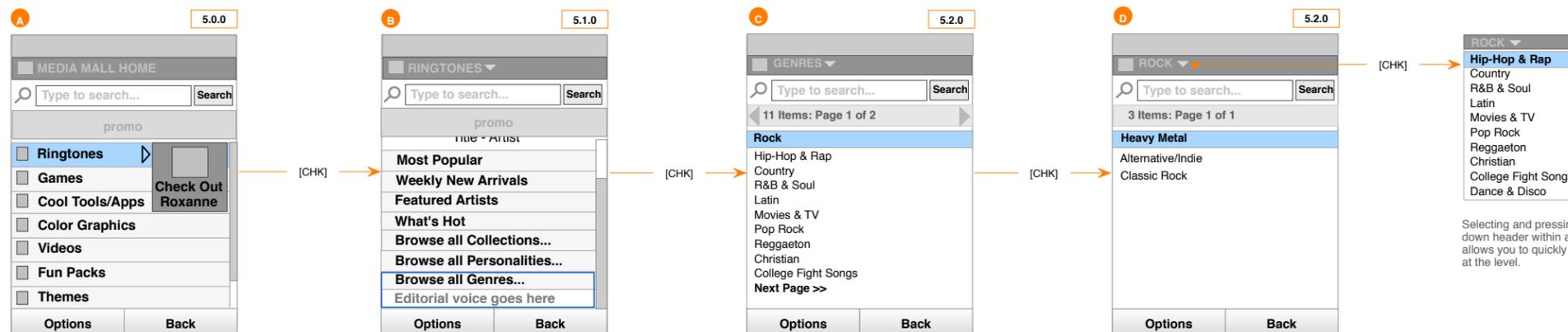
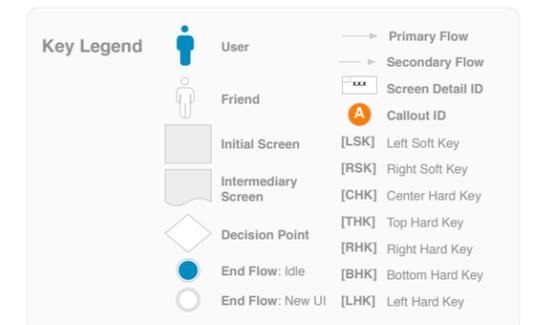
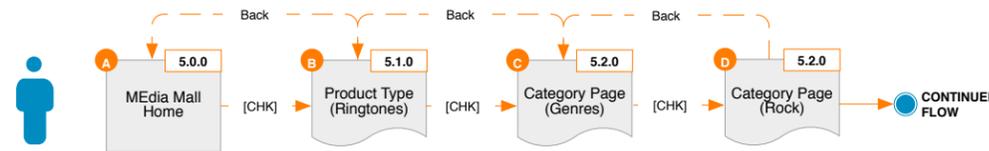
4.1.2 - Browse by Category

User wants to browse some Ringtones Categories within MEdia Mall.

From MEdia Mall Home [A], user presses [CHK] on Ringtones and the Ringtones Product Type Page is displayed [B].

On the Ringtones Product Type Page [B], the user presses down to highlight the Browse all Genres module and presses [CHK]. The Genres Category page [C] is displayed. The user highlights and presses [CHK] on "Rock", which launches the Subgenres Categories page [D].

The user can then presses [CHK] on the Navigation Bar Drop Down to browse other Ringtone Genres.



NOTE: This screen depicts the product type page scrolled down to the bottom of the page. Scrolling up to the top would reveal the promo carousel again.

Selecting and pressing [CHK] on the drop down header within a category page allows you to quickly jump to other pages at the level.

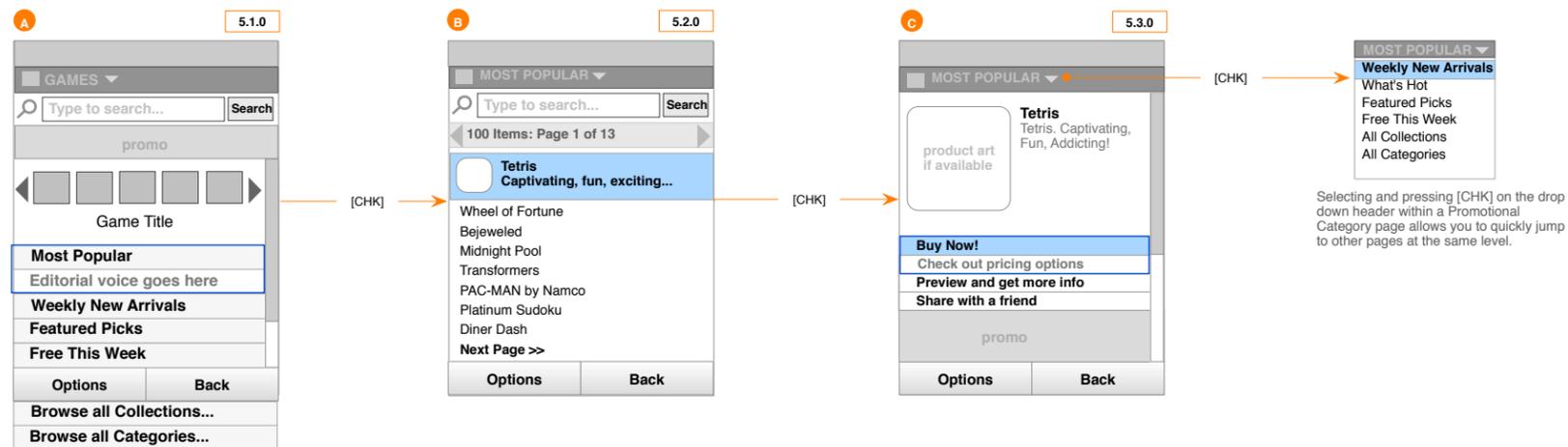
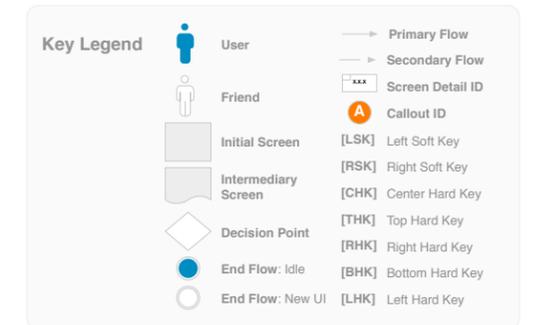
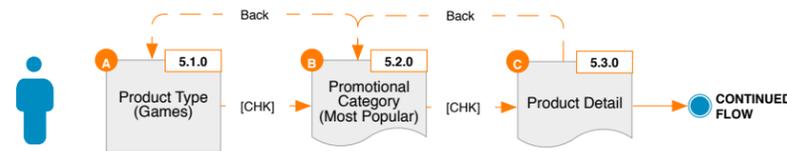


4.1.3 - Browse by Promotional Category

User wants to view the Top Selling Games in MEdia Mall.

On the Games Product Type Page [A], the user highlights the "Most Popular" module, and presses [CHK]. This launches a Promotional Category List of Most Popular [B]. The user can press [LHK] and [RHK] to browse the complete list of Most Popular. The user highlights and presses [CHK] on an item to launch the Product Detail page [C].

The user then presses [CHK] on the Navigation Bar Drop Down to browse other Games categories.



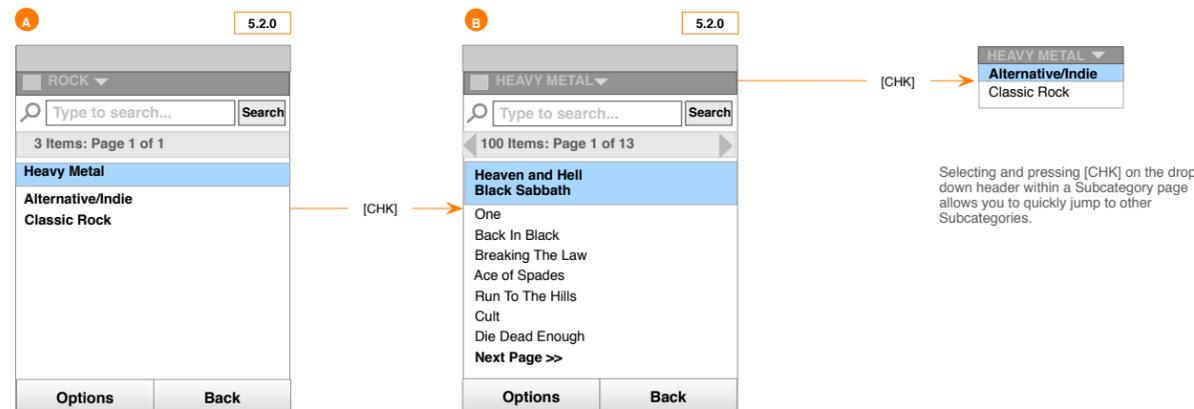
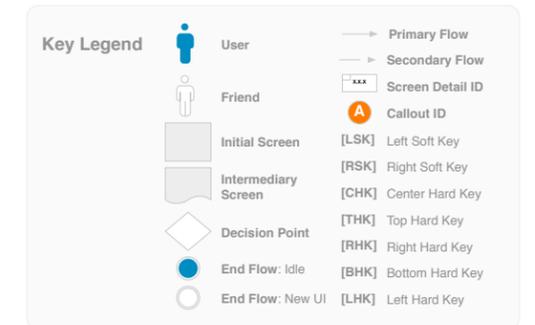
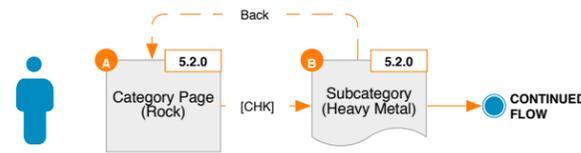


4.1.4 - Browse by Subcategory

User wants to view a subcategory of Rock Ringtones in MEdia Mall.

On the Rock Ringtones Category Page [A], the user highlights a subcategory and presses [CHK]. This launches a Subcategory page with a list of Ringtones in that Subcategory [B]. The user can press [LHK] and [RHK] to browse the complete list or select "Next" at the bottom of the page.

The user then presses [CHK] on the Navigation Bar Drop Down to browse other subcategories.



Selecting and pressing [CHK] on the drop down header within a Subcategory page allows you to quickly jump to other Subcategories.

4.1.5 - Browse by Promotion

User wants to find out more about a Promotion within MEdia Mall.

Promo Position 1:

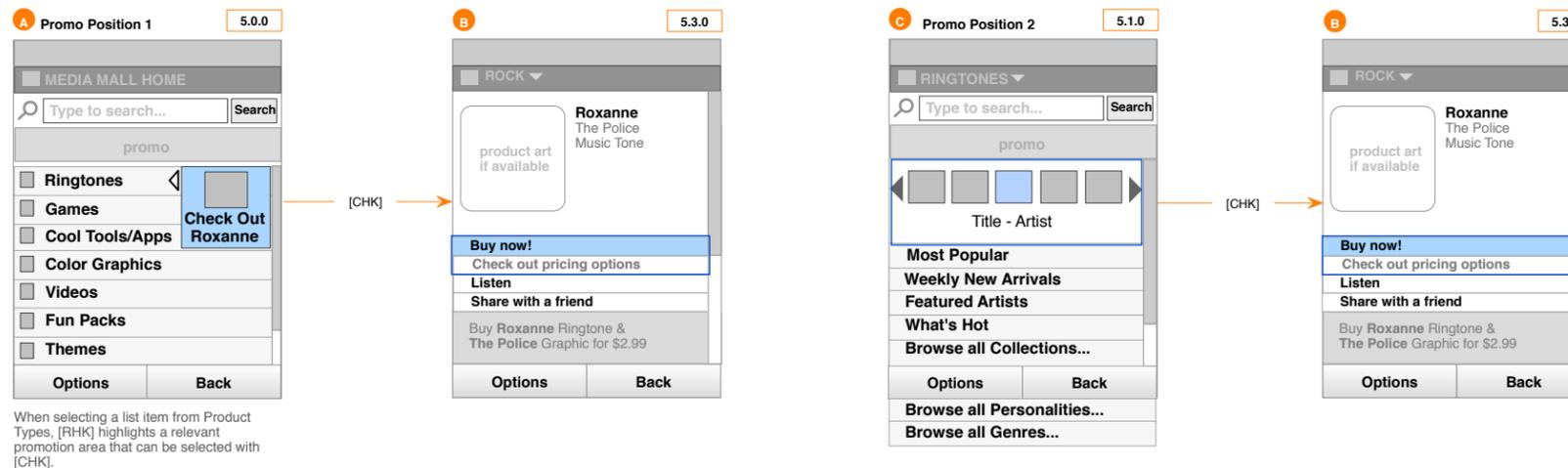
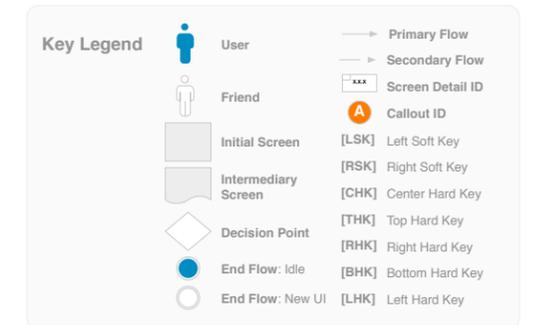
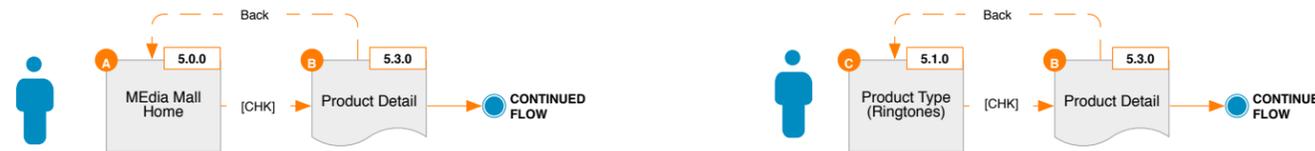
On the MEdia Mall Home Page [A], the user highlights Ringtones and presses [RHK] to highlight the dynamic promotion area, then presses [CHK].

A Product Detail page of the promotion item offers the user a variety of purchase-related actions [B].

Promo Position 2:

On the Ringtones Product Type Page [C], the user highlights an item in the promo area and presses [LHK] or [RHK] to scroll through a limited number of promotions. The user then presses [CHK] on the desired promotion.

A Product Detail page of the promotion item offers the user a variety of purchase-related actions [B].



4.1.6 - Browse by Collection

User wants to view a Collection of quick games in MEdia Mall.

Browse All Collections

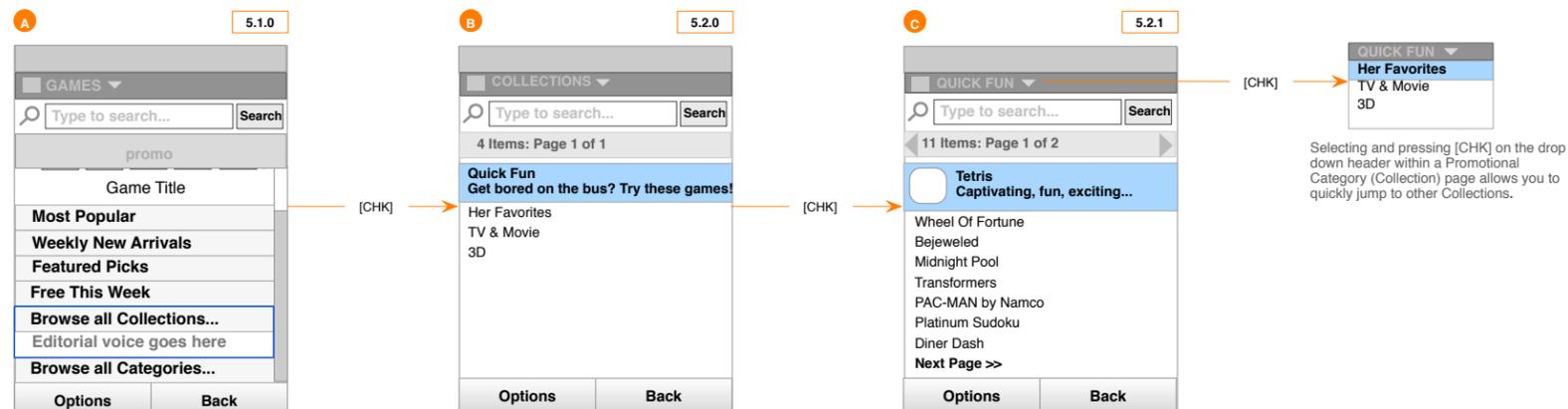
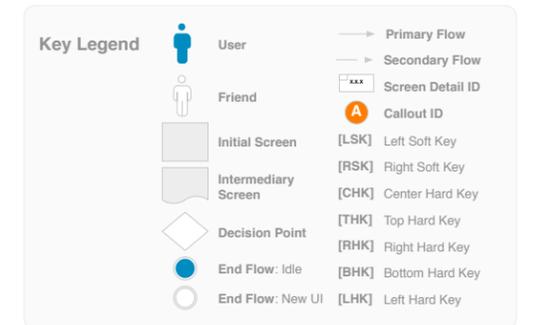
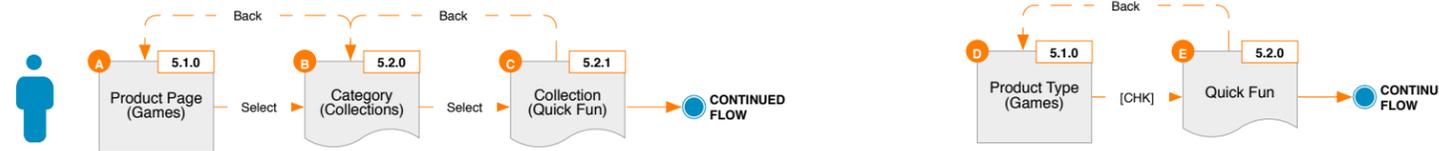
On the Games Product Page [A], the user highlights Browse all Collections and presses [CHK]. This launches a Category page (Collections) [B] with a list of promotional categories. User highlights a promotional category and presses [CHK]. This launches the Quick Fun Category page showing a list of Games found in that Collection [C].

The user then presses [CHK] on the Navigation Bar Drop Down to browse other Collections.

Browse Quick Fun

On the Games Product Type Page [D], the user highlights Browse Quick Fun and presses [CHK]. This launches the Quick Fun Category page showing a list of Games found in that Collection [E].

The user then presses [CHK] on the Navigation Bar Drop Down to browse other Collections.



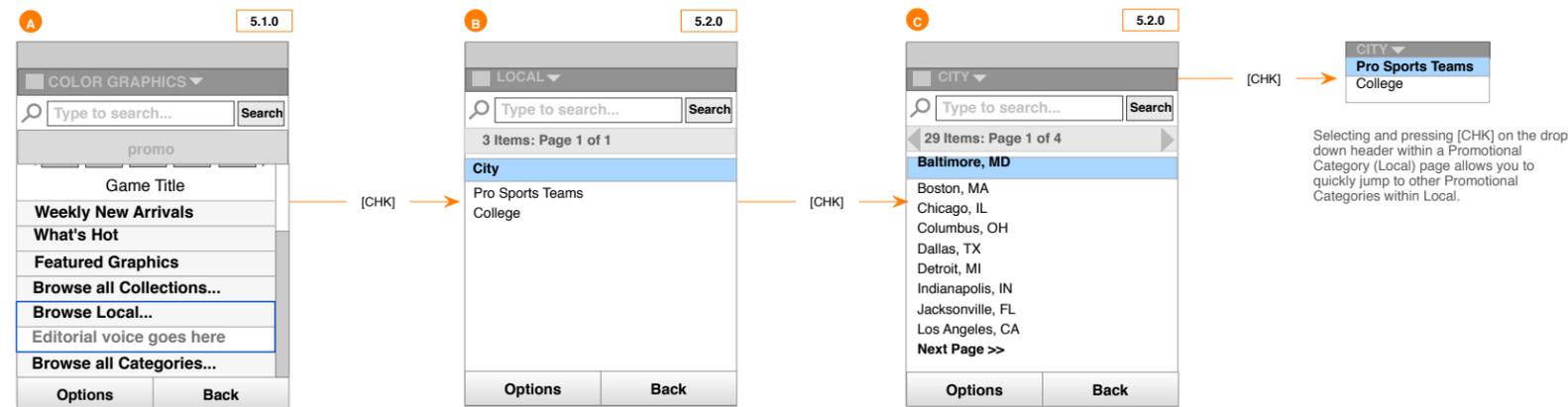
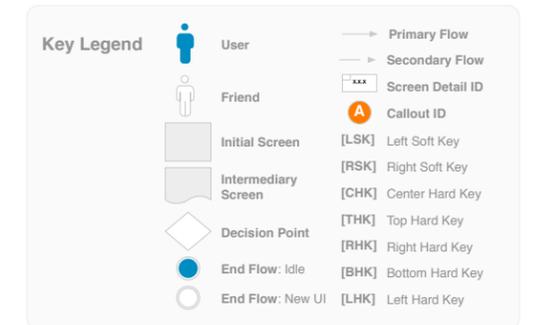
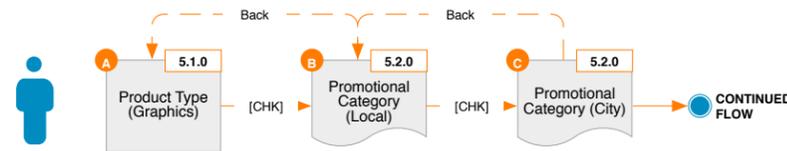


4.1.7 - Browse by Local

User wants to view a local directory of city graphics in MEdia Mall.

On the Color Graphics Product Type Page [A], the user highlights Browse Local and presses [CHK]. This launches a Promotional Category page (Local) with a list of subcategories found in that directory [B]. The user selects a subcategory to launch a subcategory page (City) with a list of cities [C]. The user can press [LHK] and [RHK] to browse the complete list or press [CHK] on "Next" at the bottom of the page.

The user then presses [CHK] on the Navigation Bar Drop Down to browse other directories.

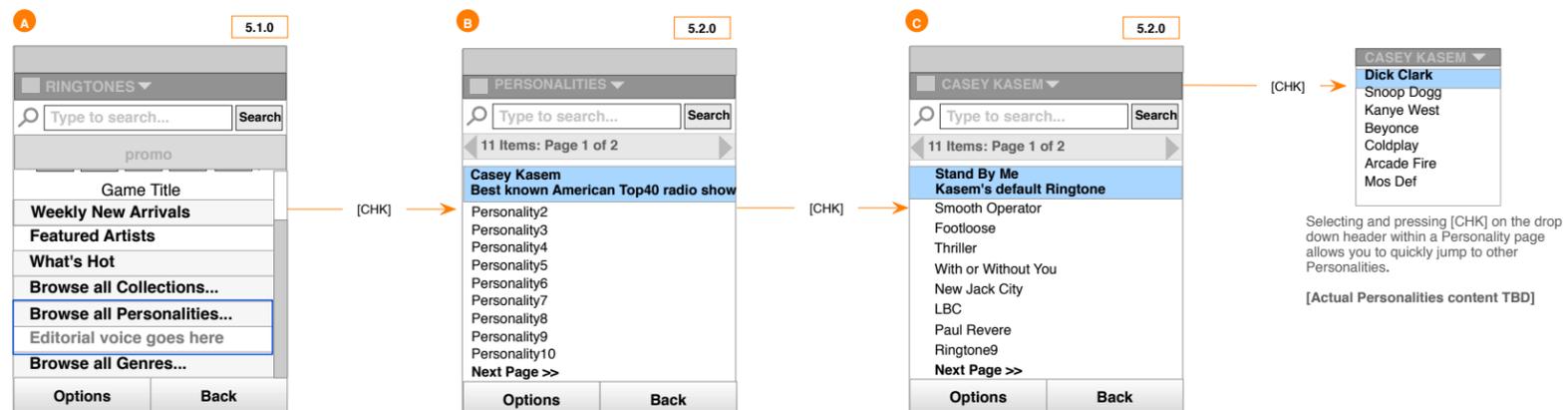
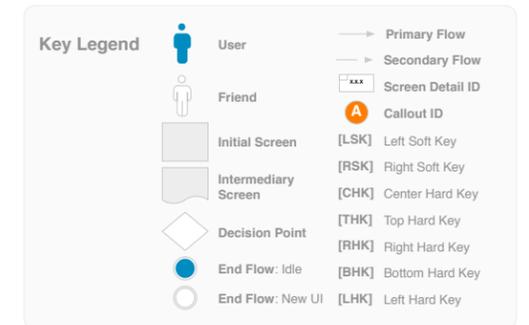
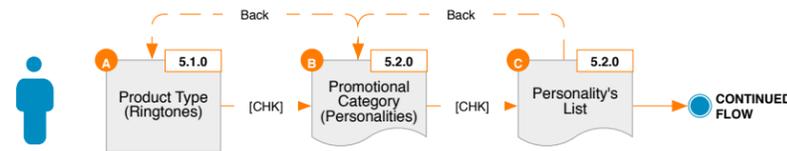


4.1.8 - Browse by Personality

User wants to view Ringtones selected by a music Personality in MEdia Mall.

On the Ringtones Product Type Page [A], the user highlights Browse all Personalities and presses [CHK]. This launches a Category page (Personality) with a list of Personalities [B]. The user highlights and selects a Personality which launches a Personality's List Category page [C] showing a list of Ringtones.

The user then presses [CHK] on the Navigation Bar Drop Down to browse other Personalities.

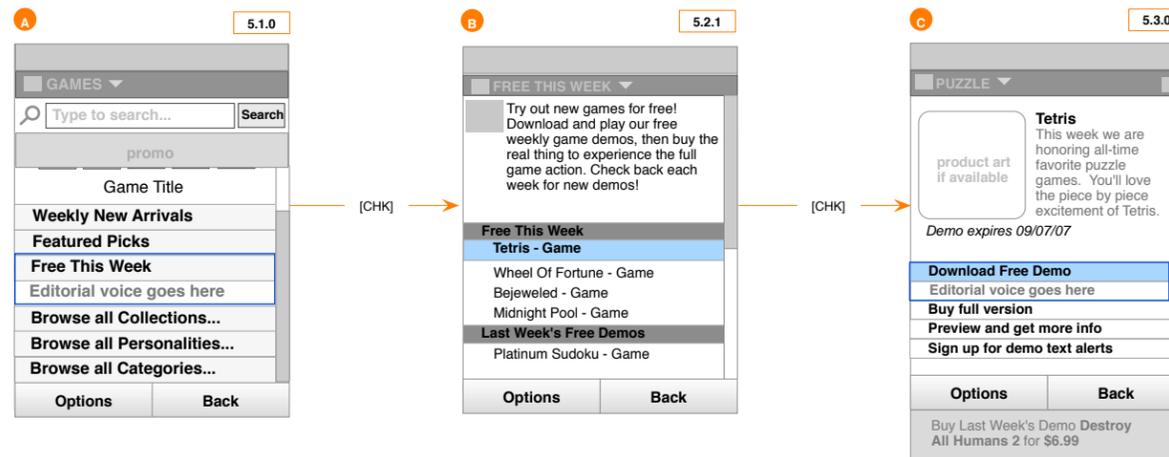
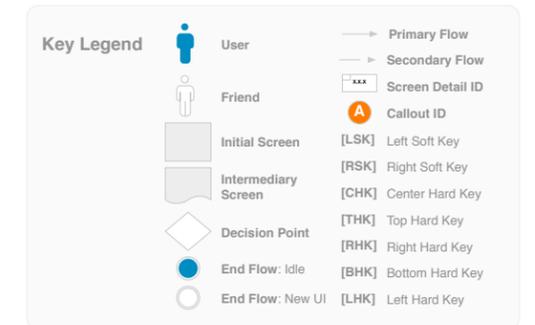
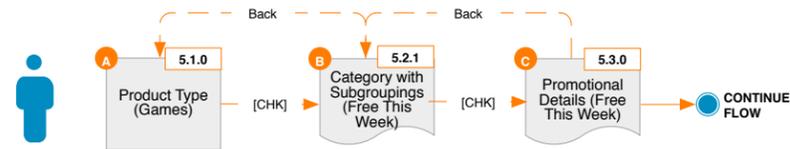




4.1.9 - Free This Week

User wants to view the game that is Free This Week.

On the Games Product Type Page [A], the user highlights "Free This Week" and presses [CHK]. This launches the "Free This Week" Listing Page [B]. Selecting a game from this screen launches a Product Details page with free demo content. When a product is featured as "Free This Week", the regular Product Details screen is replaced with the screen [C] depicted below.



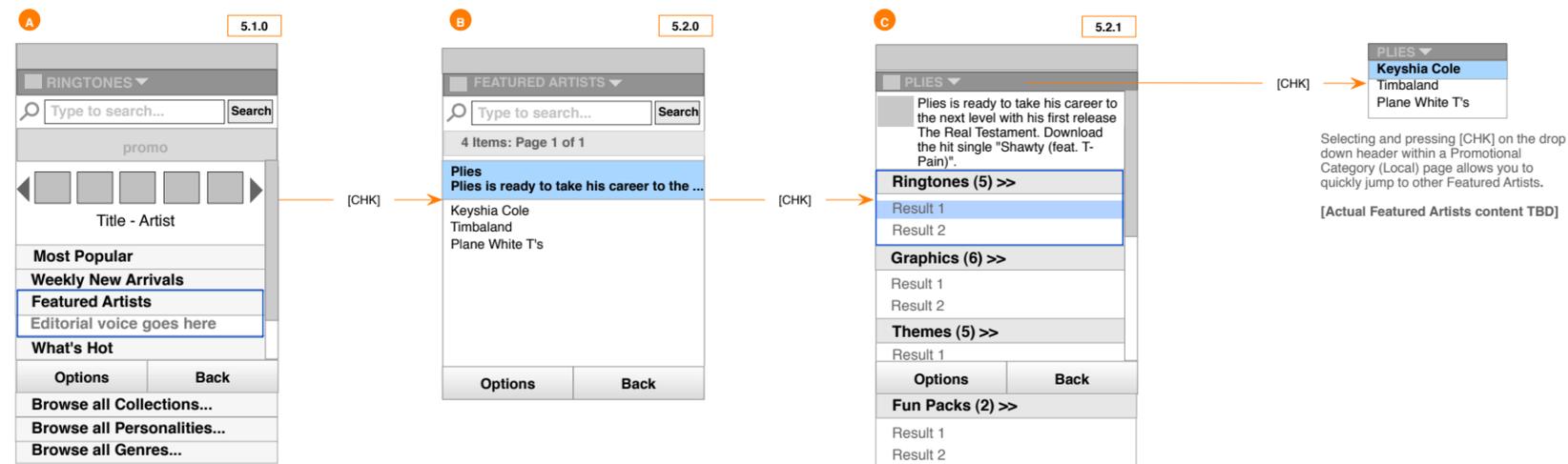
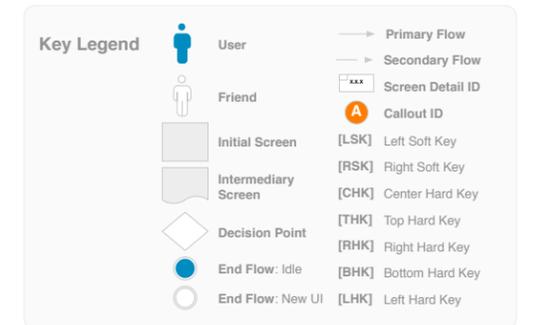
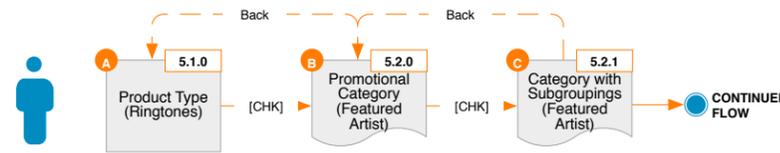


4.1.10 - Featured Artist

User wants to view a Ringtone by a Featured Artist in MEdia Mall.

On the Ringtones Product Type Page [A], the user highlights Featured Artist and presses [CHK]. This launches a Promotional Category page (Featured Artist) [B]. The user selects a Featured Artist and lands on a Category with Subgroupings page with editorial and modules for the various product type offerings [C]. Selecting a Product Type header will show a Category page with a full listing of available products for that category. Select a product result will take the user to that product's details page.

The user then presses [CHK] on the Navigation Bar Drop Down to browse other Featured Artists.

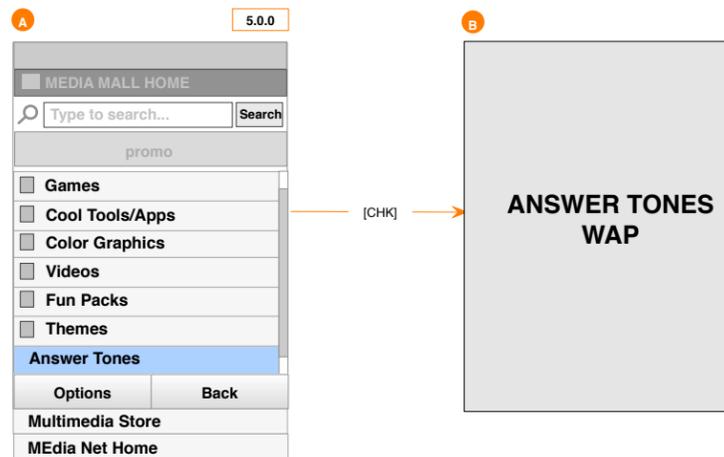
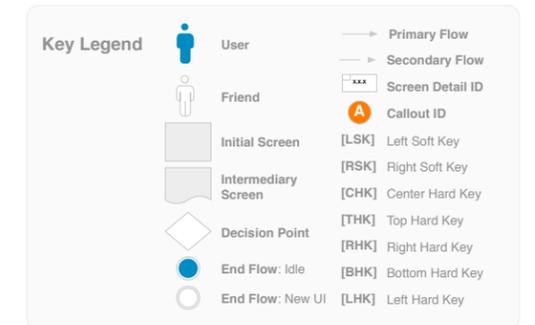
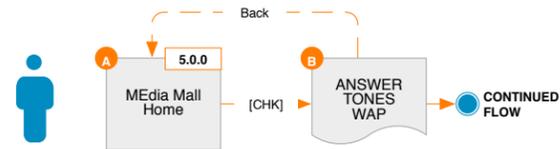




4.1.11 - 3rd Party URLs

User wants to view Answer Tones.

On the MEdia Mall Home Page [A], the user highlights Answer Tones and presses [CHK]. This launches the external Answer Tones WAP site. The MEdia Mall client closes automatically since the client is not designed to run two Java applications at the same time.

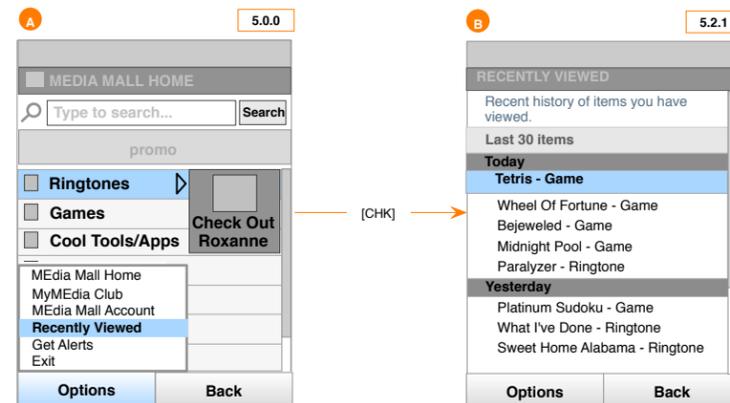
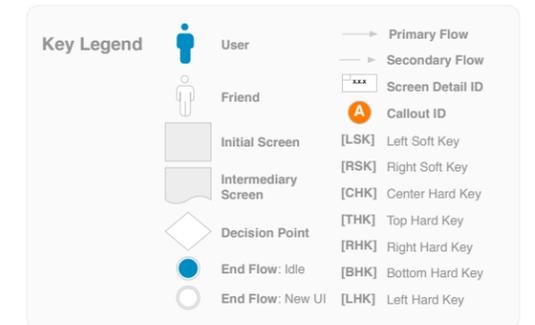
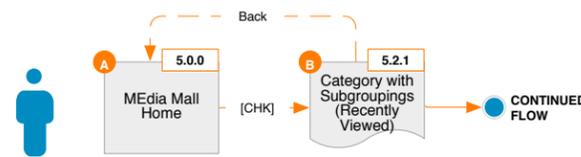




4.1.12 - Recently Viewed

User wants to see recently viewed items.

From MEdia Mall home screen [A], the user presses [LSK] Options and selects Recently Viewed. The Recently Viewed screen is displayed [B].

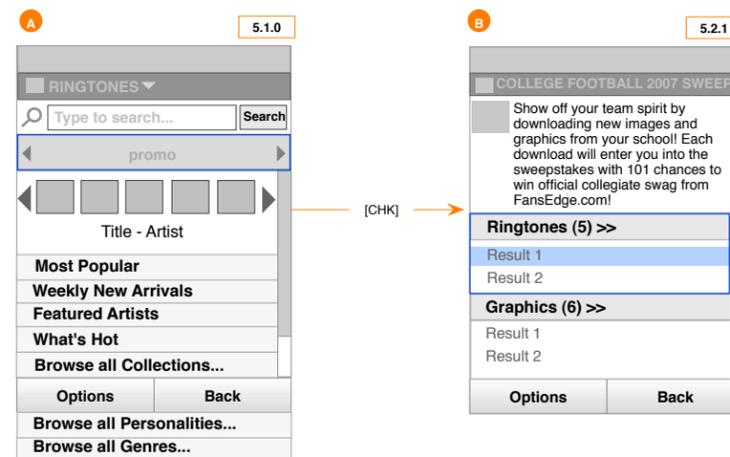
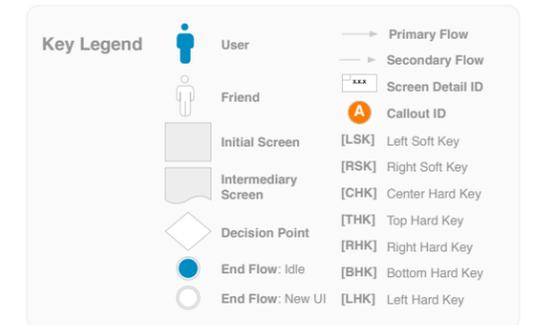
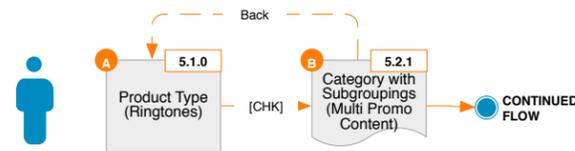




4.1.14 - Multi Promo Content

User wants to view a promotional category with multiple content types.

On the Ringtones Product Type Page [A], the user highlights the Promo flipper and presses [CHK]. This launches a Category with Subgroupings page (Multi Promo Content) [B].

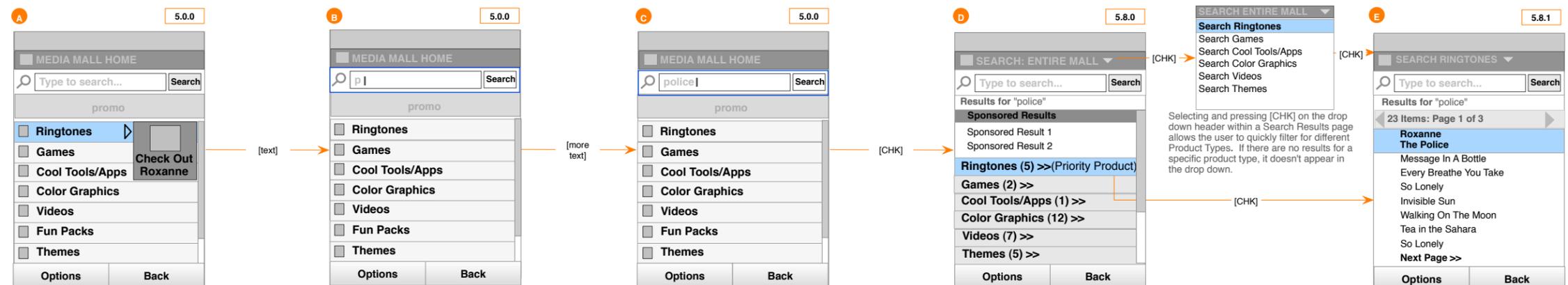
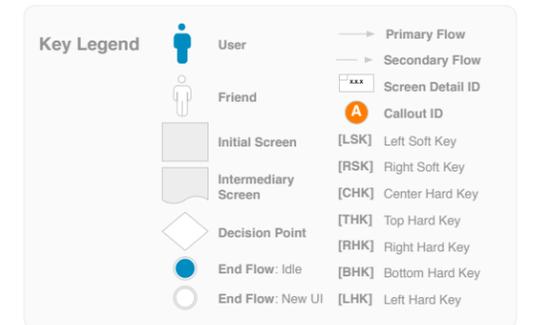
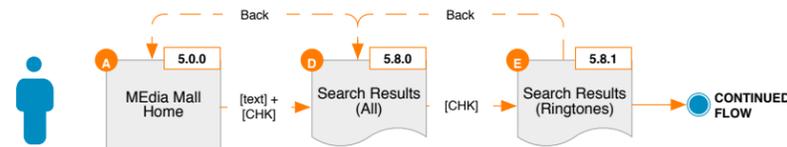


4.2.1 - Global Search / Search by Category

User wants to Search for a Ringtone by keyword.

On MEdia Mall Home Page [A], the user begins typing in a query [B] & [C], and presses [CHK]. On the Search Results Page [D], the user highlights "Ringtones" and presses [CHK]. Alternately, the user selects "Search Ringtones" from the dropdown menu.

The Search Results page now shows a list of only Ringtones products that match the user's search query [E].



SEARCH ENTIRE MALL
 Search Ringtones
 Search Games
 Search Cool Tools/Apps
 Search Color Graphics
 Search Videos
 Search Themes

Selecting and pressing [CHK] on the drop down header within a Search Results page allows the user to quickly filter for different Product Types. If there are no results for a specific product type, it doesn't appear in the drop down.

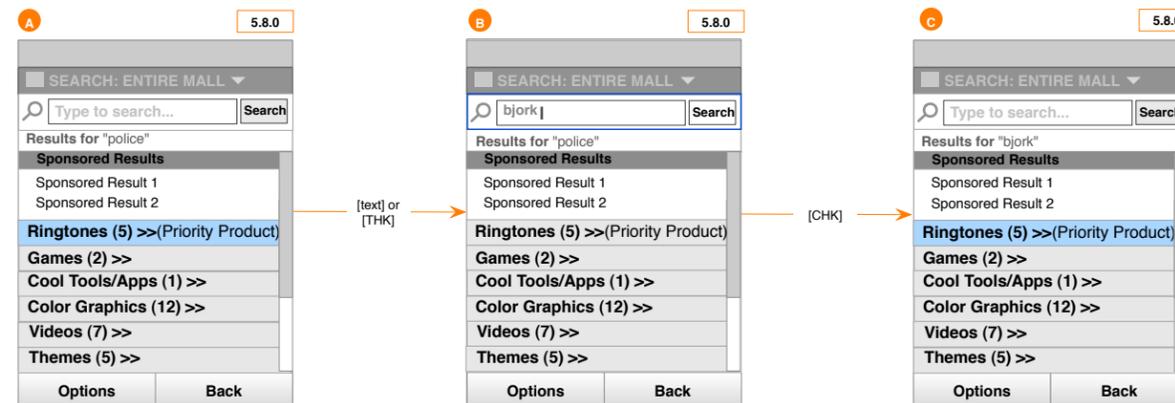
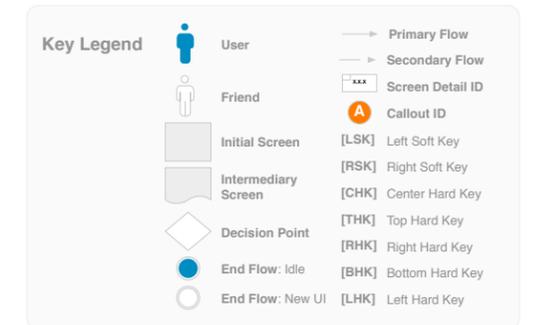
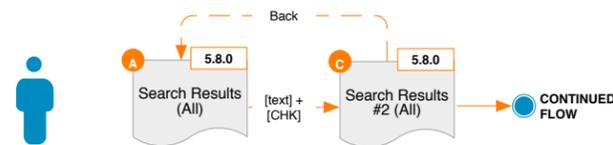
If user presses [BHK] or [THK] after typing a partial or complete search query, the text stays in the text field.



4.2.2 - Search Again

User was not satisfied with search results and wants to try a new query.

On Search Results page [A], the user begins typing in a different query [B], and presses [CHK], leading to a new Search Results page [C].



4.2.3 - No Search Results Found

User performs a search and the query returns no results.

From Home Page:

On MEdia Mall Home Page [A], the user begins typing in a query, and presses [CHK].

The Search Results Page shows no results [B], and offers the user relevant and appropriate products and areas of interest within the Mall. It also offers a potential alternate query with a similar spelling ("Did you mean...?"). Selecting "Did you mean...?" takes the user to the Search Results Page with new results displayed [C].

From Product Type Page:

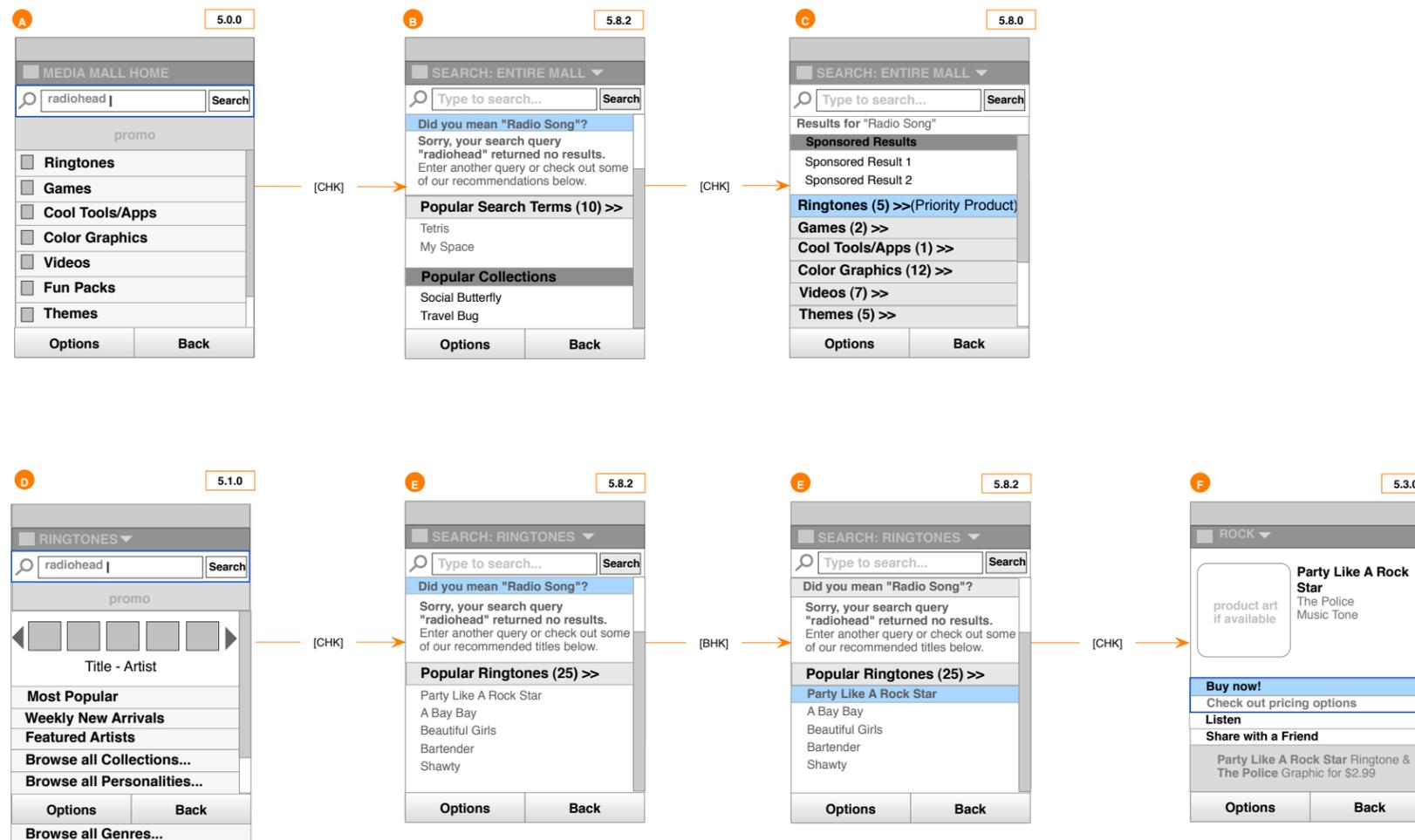
On Ringines Product Type Page [D], the user begins typing in a query, and presses [CHK].

The Search Results Page shows no results [E], and offers the user relevant and appropriate products within Ringines. It also offers a potential alternate query with a similar spelling ("Did you mean...?"). Selecting one of the relevant links would take the user to the product detail page [F].



Key Legend

	User		Primary Flow
	Friend		Secondary Flow
	Initial Screen		Screen Detail ID
	Intermediary Screen		Callout ID
	Decision Point	[LSK]	Left Soft Key
	End Flow: Idle	[RSK]	Right Soft Key
	End Flow: New UI	[CHK]	Center Hard Key
		[THK]	Top Hard Key
		[RHK]	Right Hard Key
		[BHK]	Bottom Hard Key
		[LHK]	Left Hard Key



4.3.1 - View Product Details

User wants to find out more about a Product.

Non-Ownership:

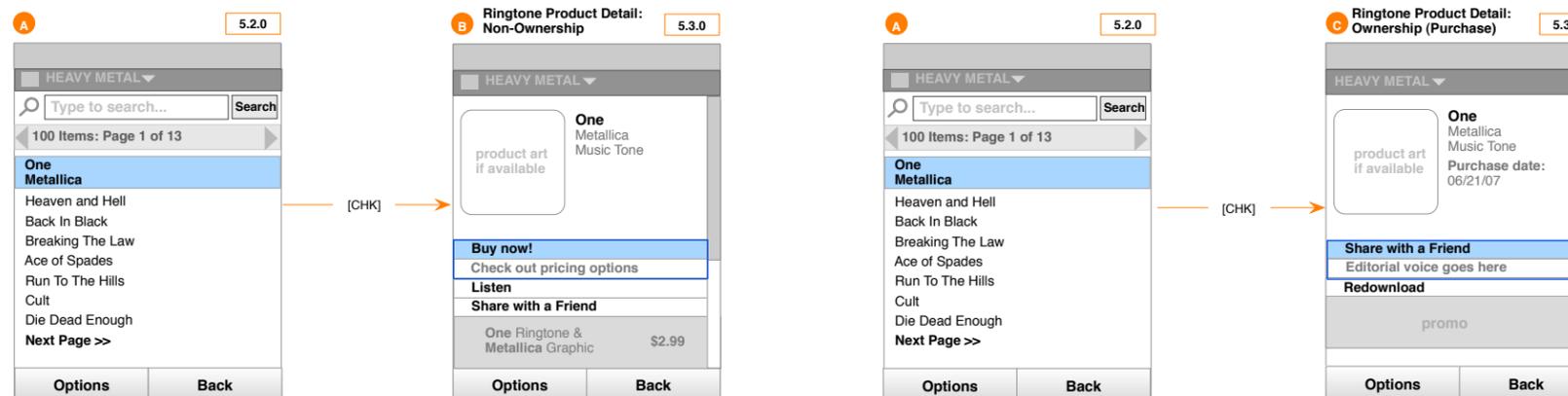
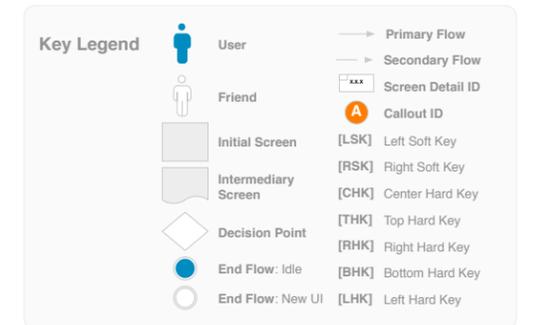
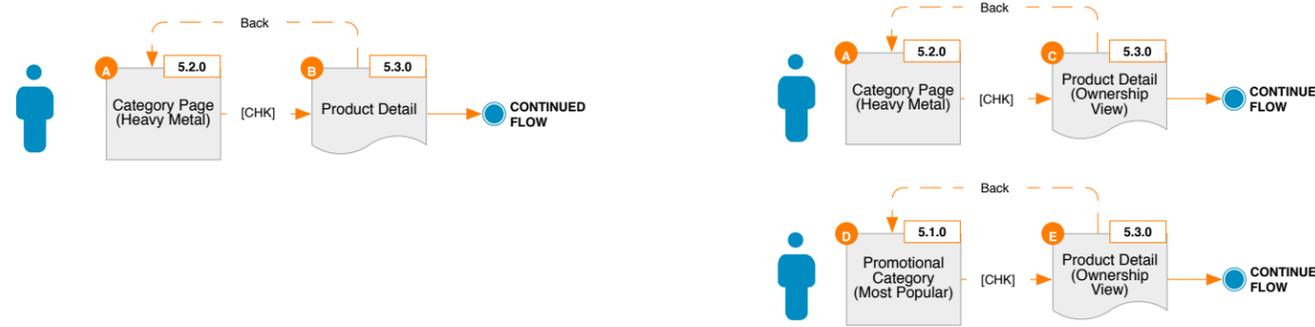
On the Rock Ringtones Category Page [A], the user highlights a product and presses [CHK]. The user is taken to a Product Details page of the promotion item, which offers a variety of purchase-related actions [B].

Ownership View (Purchase):

On the Rock Ringtones Category Page [A], the user highlights a product and presses [CHK]. The user is taken to a Product Details page of the promotion item, which offers a variety of ownership-related actions, as well as the ability to redownload. [C].

Ownership View (Subscription):

On the Rock Ringtones Category Page [D], the user highlights a product and presses [CHK]. The user is taken to a Product Details page of the promotion item, which offers a variety of ownership-related actions, including redownload and unsubscribe [E].



For a non-purchased Game, show text pertaining to purchase price: ex. "Starting at \$2.99"

4.3.2 - View Product Preview

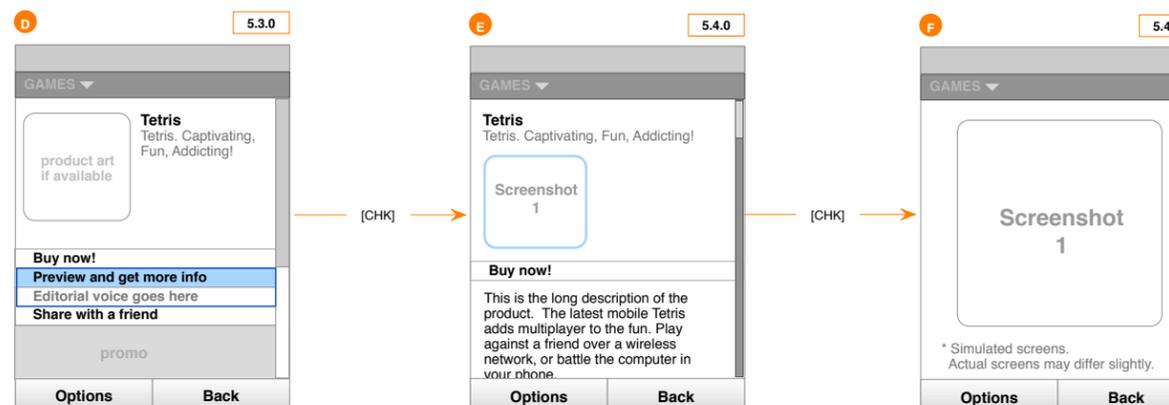
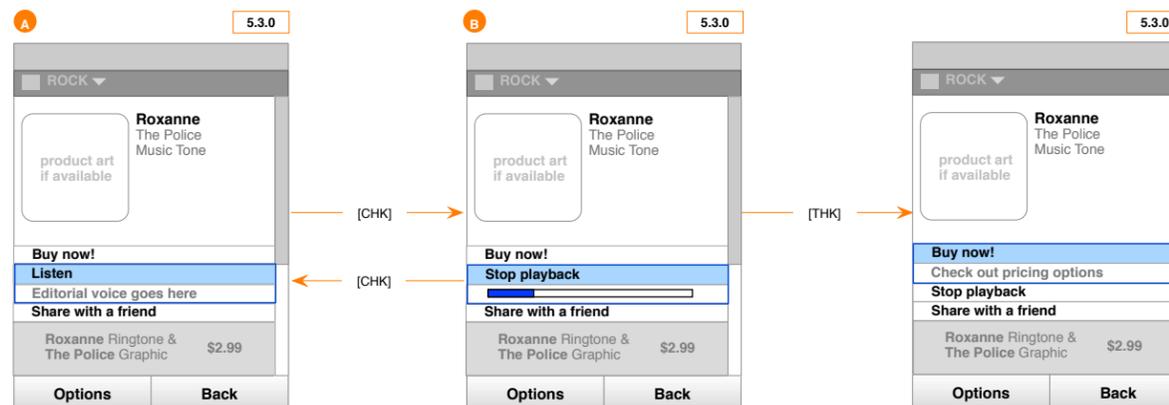
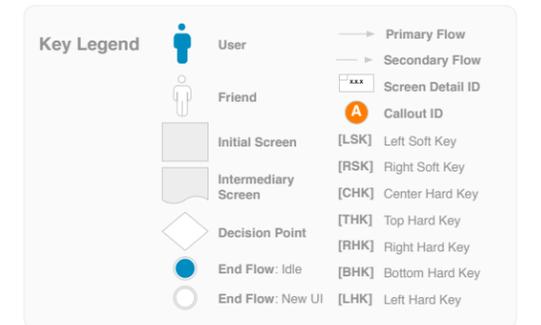
User wants to Preview an item before purchasing.

Ringtones:

On the Product Details Page [A], the user highlights Listen and presses [CHK]. The inline Audio Player appears, allowing the user to listen to the track [B]. Pressing [CHK] again stops the track [A]. The user can move focus via [THK] or [BHK] to other actions during the playback [C].

Games:

On the Product Details Page [D], the user highlights "Preview and get more info" and presses [CHK]. The Product Preview page appears, displaying any available screen shot thumbnails and describes the game in more detail [E]. When the user presses [CHK], on a screen shot thumbnail, the Screenshot page is displayed [F].



4.3.3 - Purchase/Subscribe & Download A Single Product

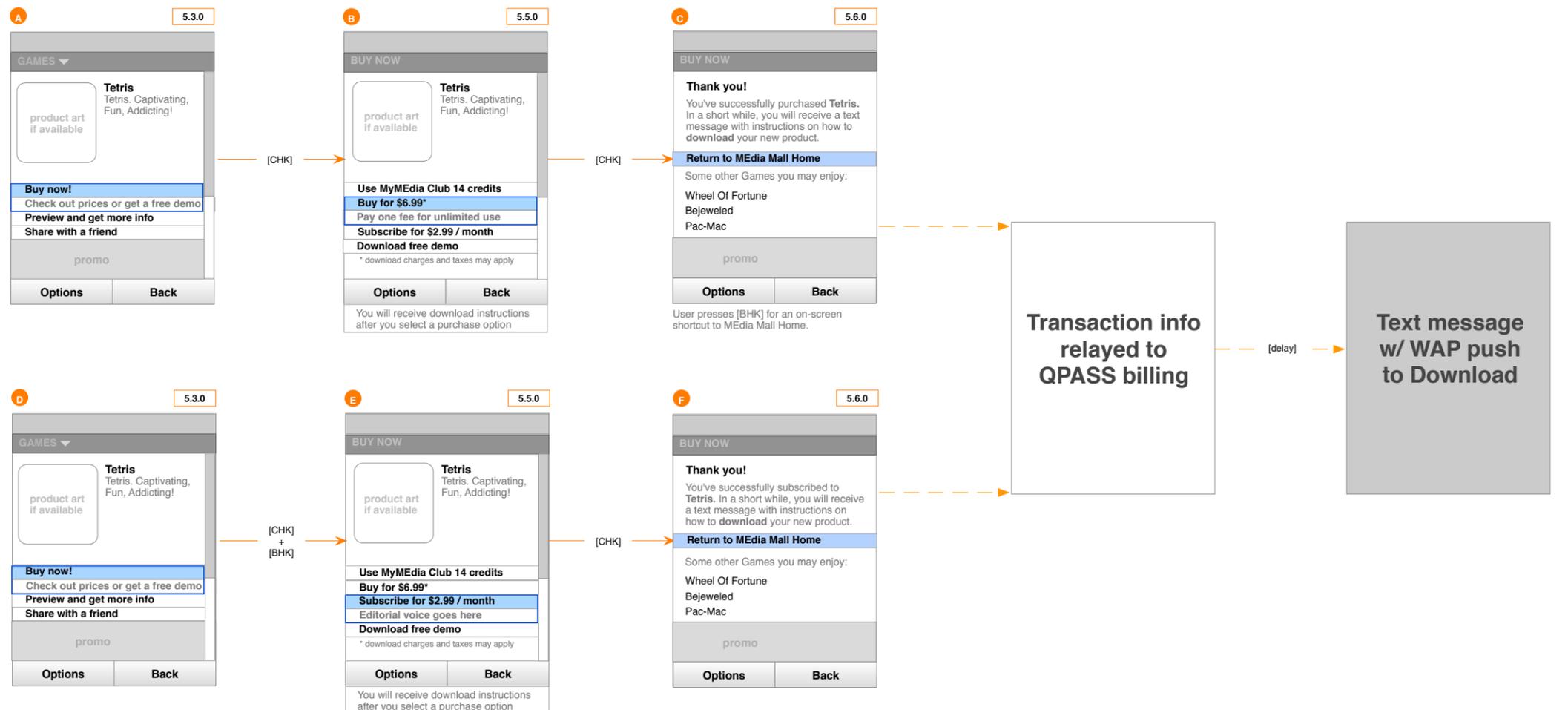
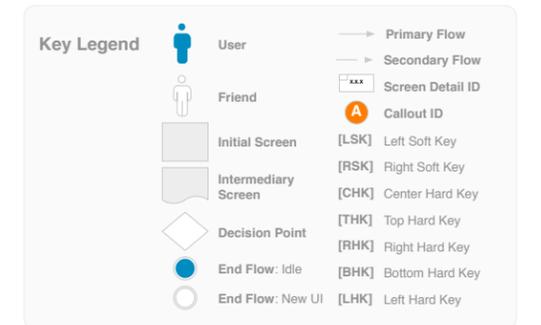
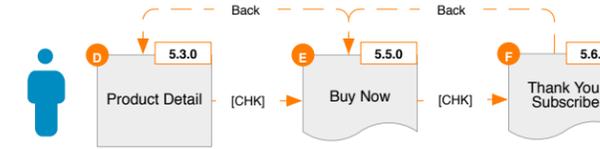
User wants to purchase and download a specific product from MEdia Mall.

Buy Outright:

On a Product Detail page [A], the user highlights "Buy Now!" and presses [CHK]. From a series of purchase options, the user highlights "Buy for \$6.99" and presses [CHK] [B]. A Thank You page is displayed, where the user can browse for other catalog items [C]. A text message arrives later which contains a link to download the product.

Subscribe:

On a Product Detail page [D], the user highlights "Buy Now!" and presses [CHK]. From a series of purchase options, the user highlights "Subscribe for \$2.99 / month" and presses [CHK] [E]. A Thank You page is displayed, where the user can browse for other catalog items [F]. A text message arrives later which contains a link to download the product.

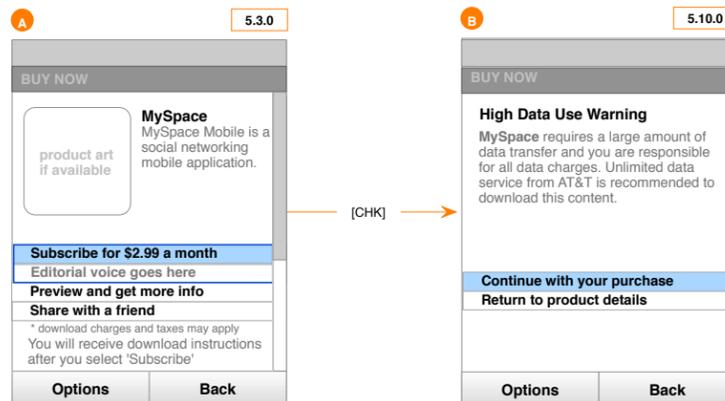
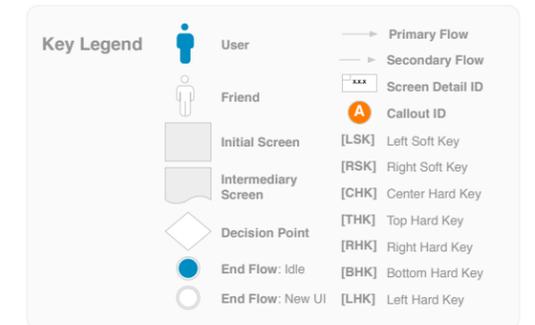




4.3.4 - Purchase/Subscribe: High Data Use Warning

User encounters a warning when trying to subscribe to a high data use product.

On a Product Detail page [A], the user highlights "Buy Now!" and presses [CHK]. A warning about High Data Use appears [B]. The user proceeds to purchase the item by pressing [CHK] on "Continue with your purchase".





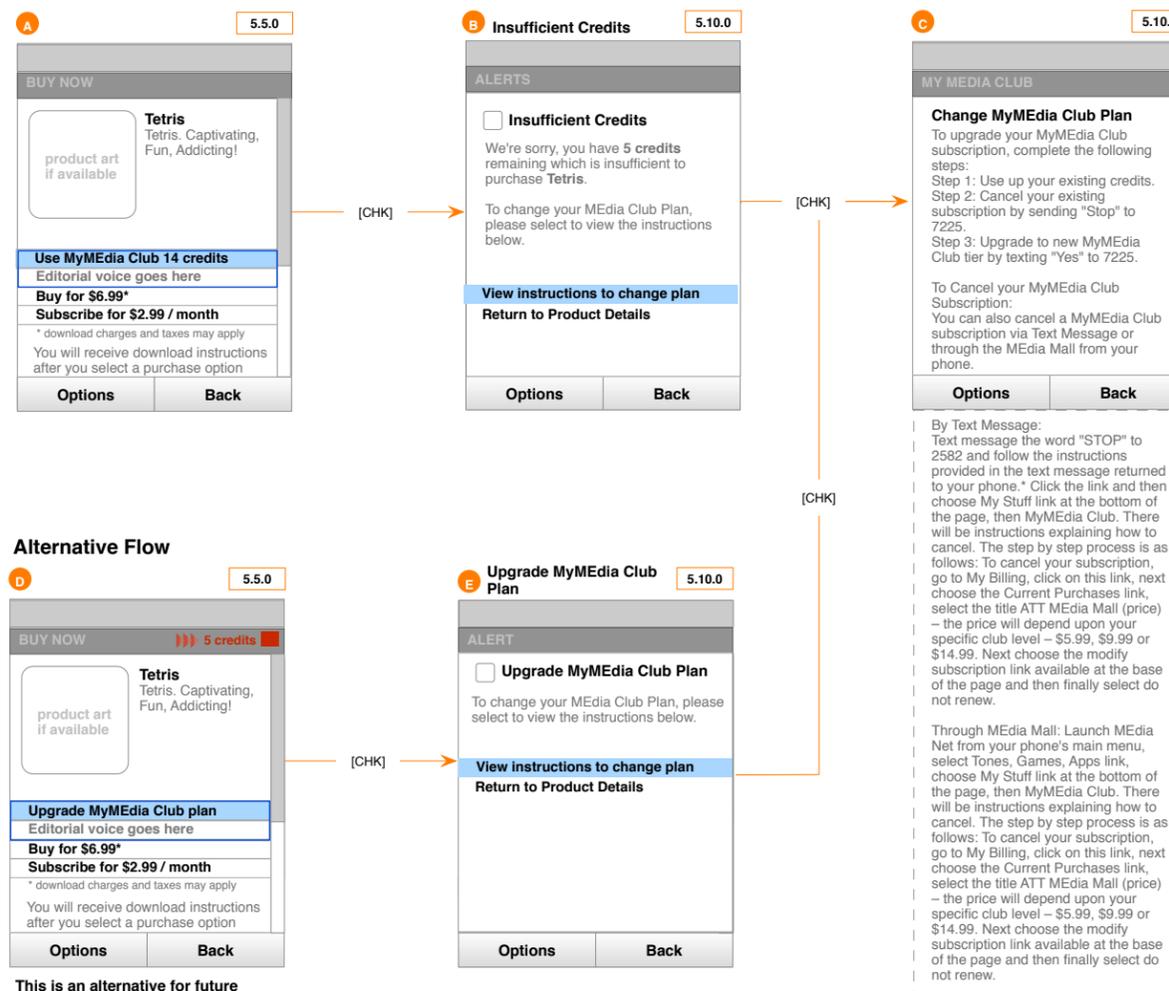
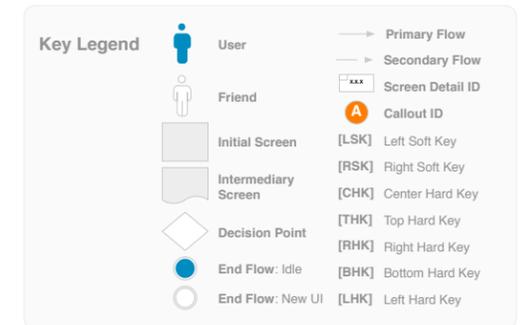
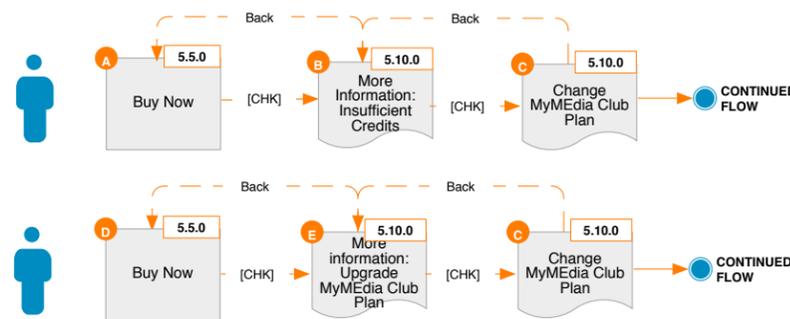
4.3.5 - Purchase/Subscribe: MMC Error Insufficient Credits

User encounters an "Insufficient credits" error when trying to use credits to make a purchase.

On a Buy Now page [A], the user receives an Error message [B] due to insufficient credits. Selecting "View instructions to change plan" link would take the user to Change MyMEdia Club Plan screen [C].

Alternative Flow:

On a Buy Now page [D], the credit purchase option is not available due to insufficient credits and is replaced with an "Upgrade MyMEdia Mall Club plan" action. Selecting this link would take the user to Upgrade MyMEdia Club Plan screen [E]. Selecting "View instructions to change plan" link would take the user to Change MyMEdia Club Plan screen [C].



By Text Message:
Text message the word "STOP" to 2582 and follow the instructions provided in the text message returned to your phone.* Click the link and then choose My Stuff link at the bottom of the page, then MyMEdia Club. There will be instructions explaining how to cancel. The step by step process is as follows: To cancel your subscription, go to My Billing, click on this link, next choose the Current Purchases link, select the title ATT MEdia Mall (price) – the price will depend upon your specific club level – \$5.99, \$9.99 or \$14.99. Next choose the modify subscription link available at the base of the page and then finally select do not renew.

Through MEdia Mall: Launch MEdia Net from your phone's main menu, select Tones, Games, Apps link, choose My Stuff link at the bottom of the page, then MyMEdia Club. There will be instructions explaining how to cancel. The step by step process is as follows: To cancel your subscription, go to My Billing, click on this link, next choose the Current Purchases link, select the title ATT MEdia Mall (price) – the price will depend upon your specific club level – \$5.99, \$9.99 or \$14.99. Next choose the modify subscription link available at the base of the page and then finally select do not renew.

This is an alternative for future consideration when the credit status can be displayed in the top right corner.

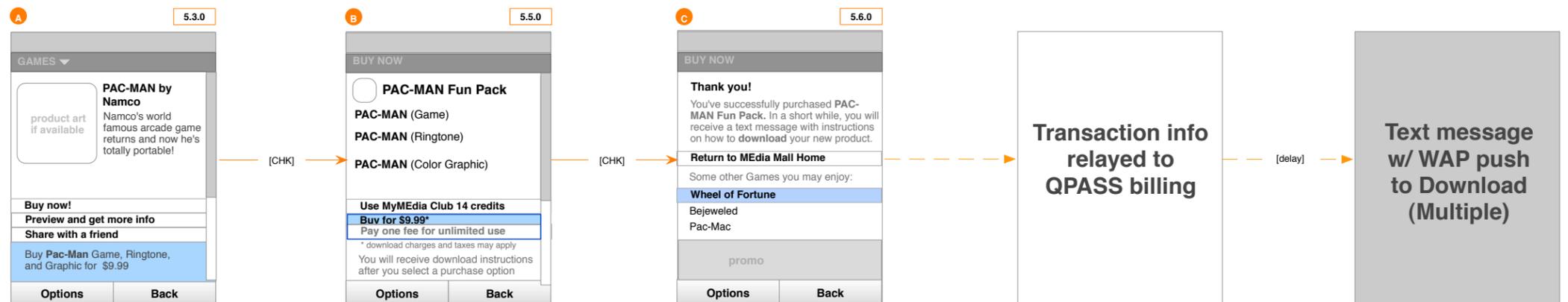
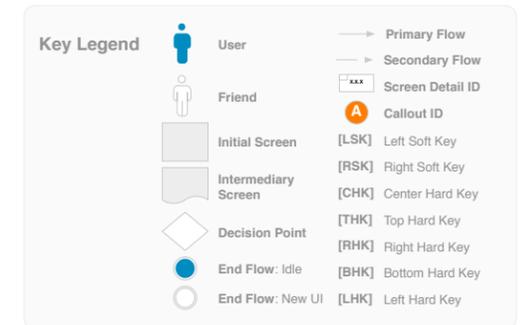


4.3.6 - Upsell, Purchase & Download a Fun Pack

User wants to purchase a Fun Pack from MEdia Mall.

On a Product Detail page [A], the user highlights a Fun Pack promotion and presses [CHK]. The user highlights one of several purchases options and presses [CHK] [B].

The user then arrives at a Thank You page, and can browse for other catalog items [C]. A text message arrives later which contains a link to download the product.



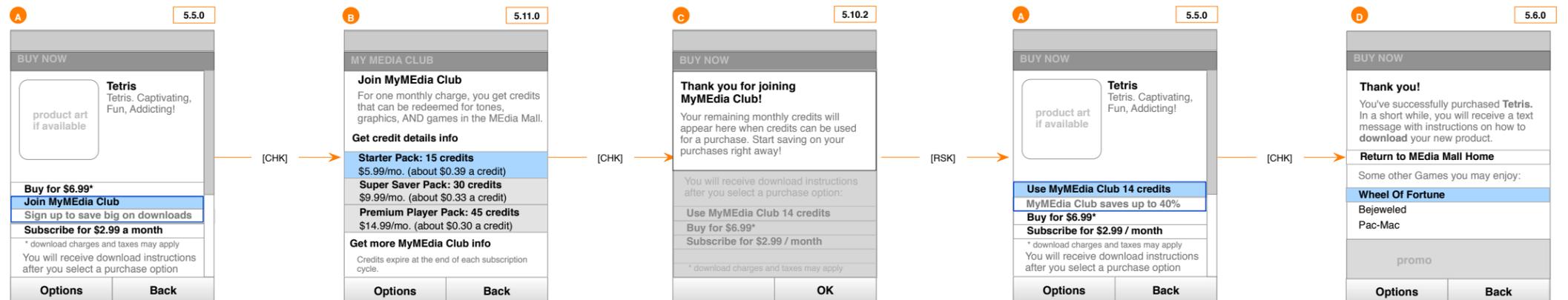
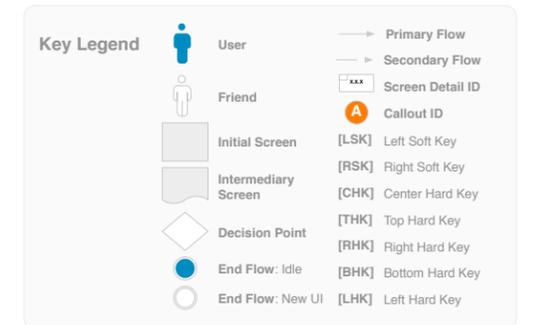
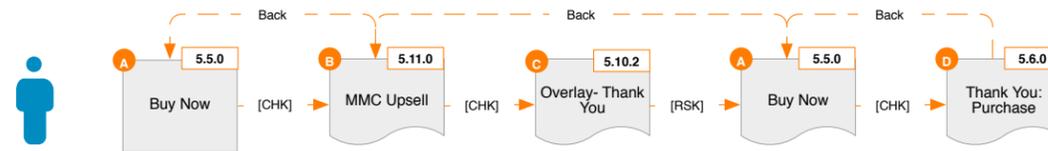
4.3.7 - Subscribe to MyMedia Club

User wants to purchase an item, and opts to join MyMedia Club first.

From the Buy Now screen [A], the user highlights a MyMedia Club upsell and presses [CHK]. On the MyMedia Club Upsell screen, the user highlights the desired package and presses [CHK] [B].

A pop-up window appears which confirms the purchase [C] and provides a brief introduction to credits. The user presses [RSK] OK to return to the Product Details page and uses credits to complete the purchase [A].

The user then arrives at a Thank You page, and can browse for other catalog items [D]. A text message arrives later which contains a link to download the product.



NOTE: UI will use the native treatment for pop-up messaging.



4.3.8 - Learn about MyMedia Club

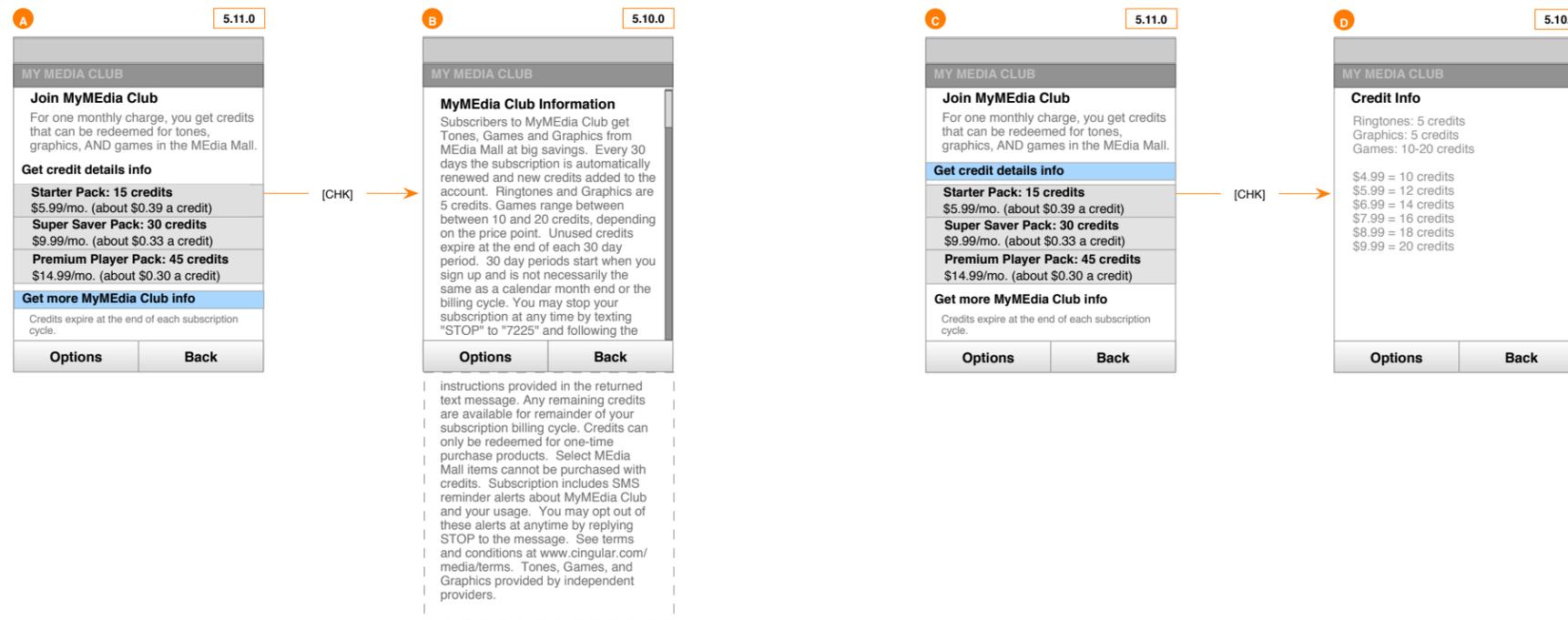
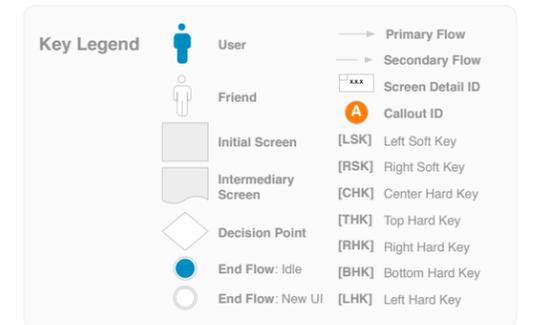
User wants to find out more information about MyMedia Club.

MyMedia Club Info

From the MyMedia Club upsell screen [A], the user highlights "Get more MMC info" and presses [CHK]. A screen appears which describes MMC in detail. [B] The user then presses [RSK] Back to return to the MMC upsell screen.

Credit Details Info

From the MyMedia Club upsell screen [C], the user highlights "Get credit details info" and presses [CHK]. A screen appears to present Credit Details Info [D]. The user then presses [RSK] Back to return to the MMC upsell screen.



4.3.9 - Share with a Friend

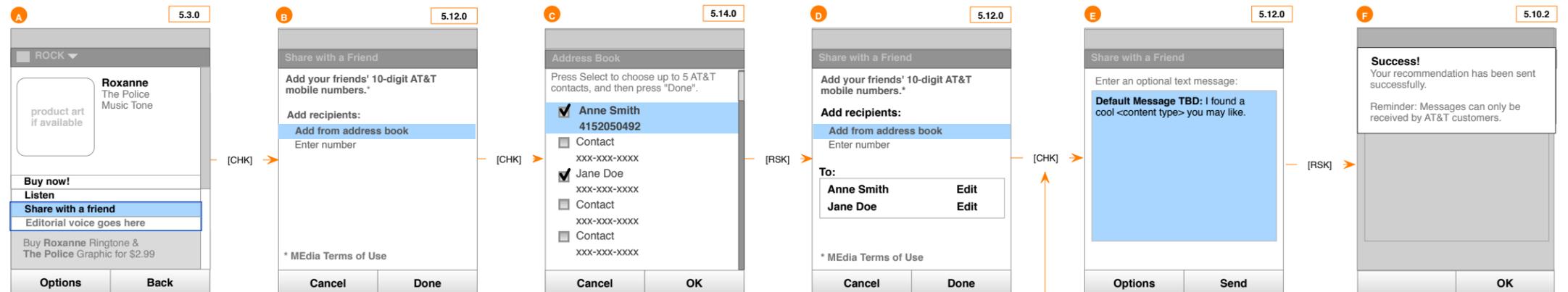
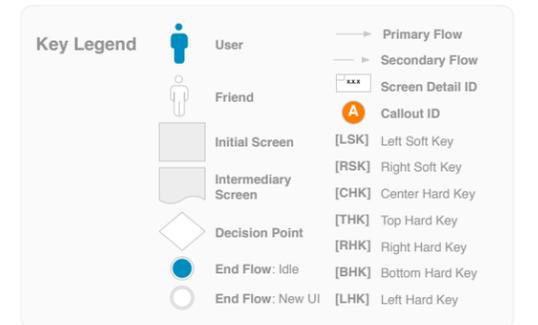
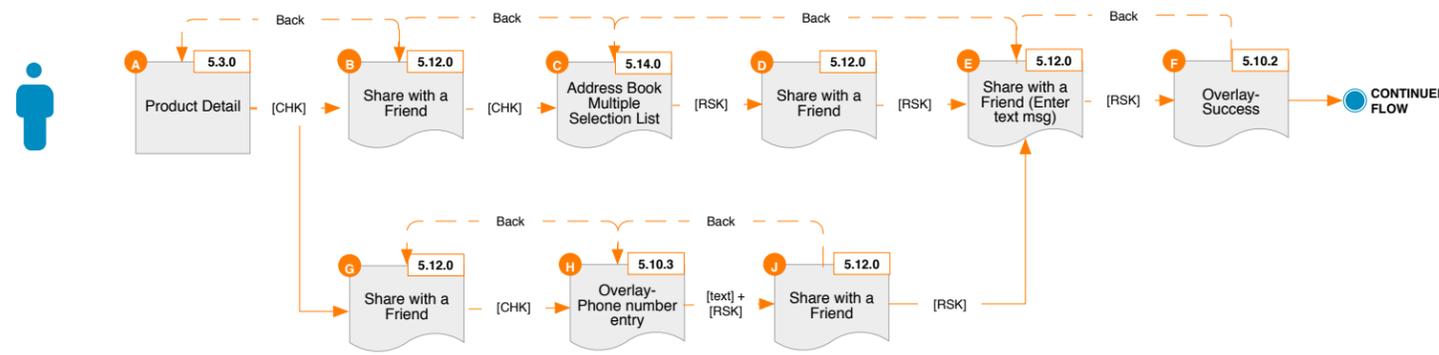
User wants to share a product with a number of friends via Share with a Friend.

From Address Book:

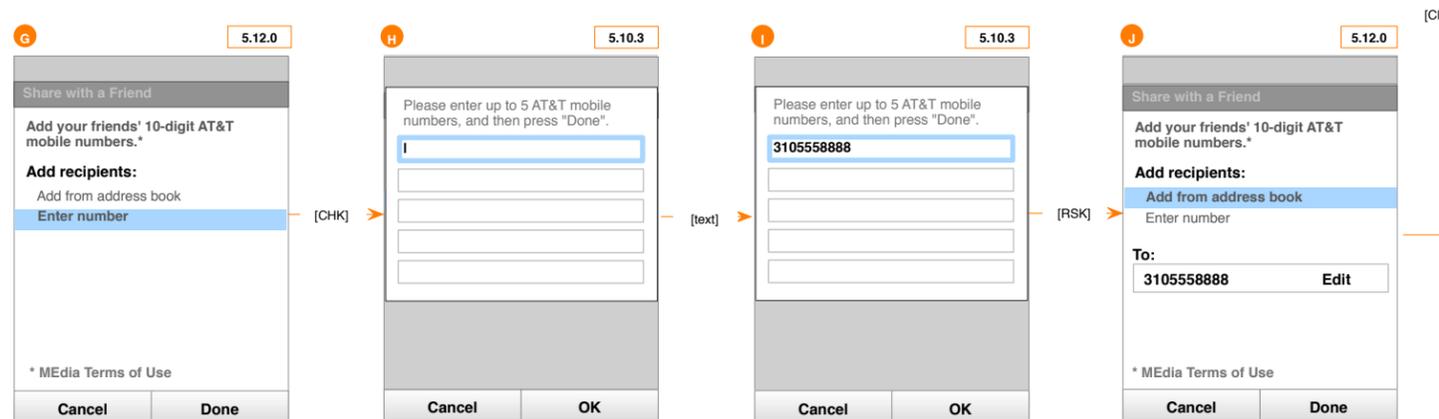
From the Product Detail screen [A], the user highlights "Share with a Friend" and presses [CHK]. This launches the Share with a Friend screen [B], where the user highlights "Add from address book" and presses [CHK], revealing the Address Book Multiple Selection List [C]. After selecting several contacts by pressing [CHK], the user presses [RSK] and returns to an updated Share with a Friend screen [D]. She can then edit the generic message in the text message box [E] and replace it with a customized message. When finished, the user presses [RSK] "Send", which sends the message to the identified recipients and displays a Success screen [F].

Manual Number Entry:

On the Share with a Friend screen [B], the user highlights "Enter number" and presses [CHK]. On the Enter Number(s) overlay [H], the user types in a phone number [I] and presses [CHK], which returns to the Share with a Friend screen showing the newly added number [J]. The user can then edit the generic message in the text message box [E] and replace it with a customized message. When finished, the user presses [RSK] "Send", which sends the message to the identified recipients and displays a Success overlay [F].



For devices that do not support integrated address book, "Add from address book" does not appear as an option.



The number of entry boxes changes based on how many recipients have already been added. Users will not be allowed to enter more than 5 recipients.



4.3.9.1 - Share with a Friend: Edit

User wants to edit the Share with a Friend recipient list.

Edit Name

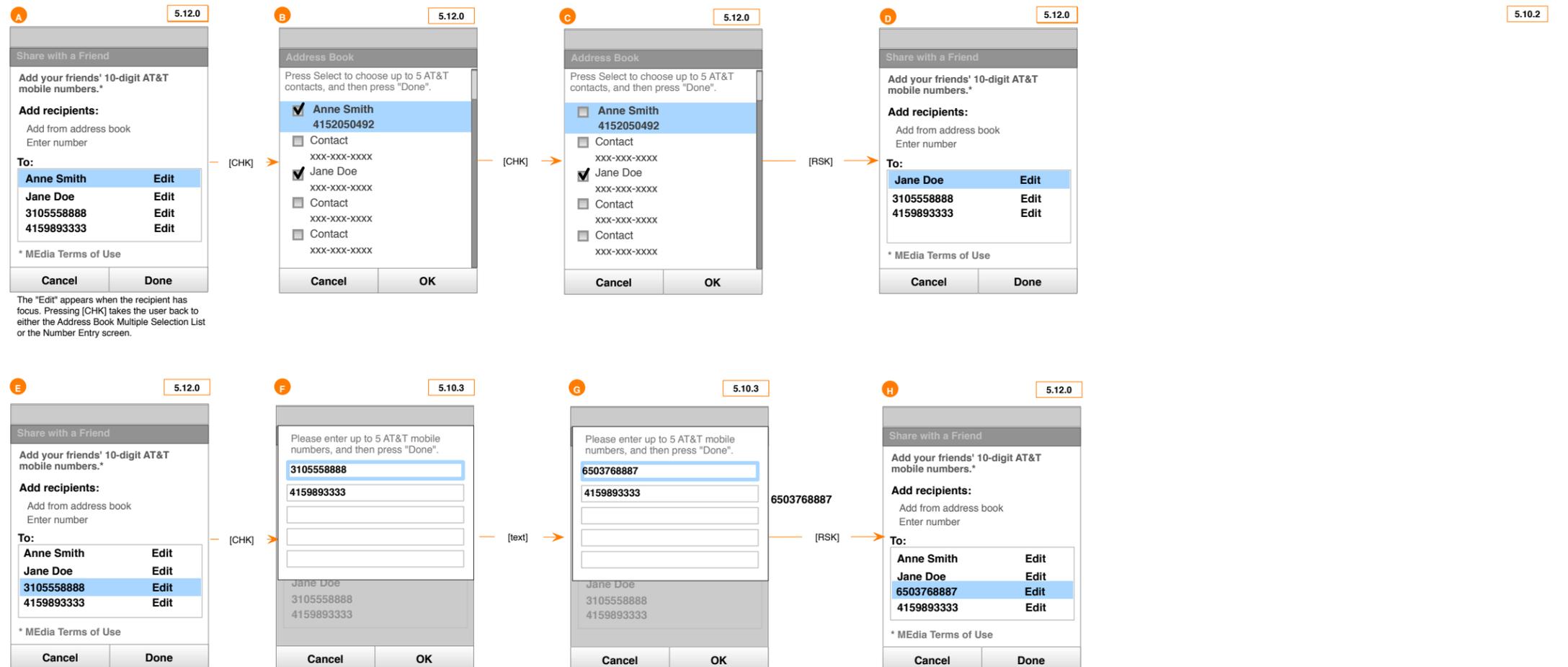
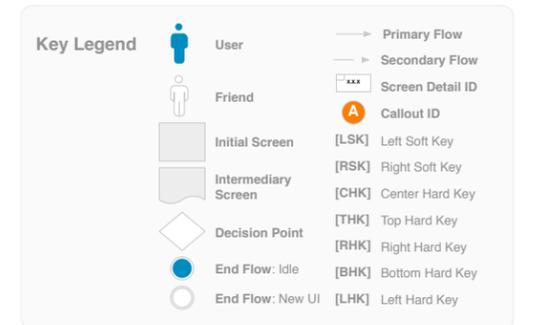
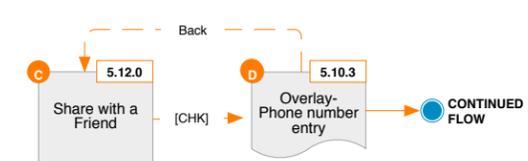
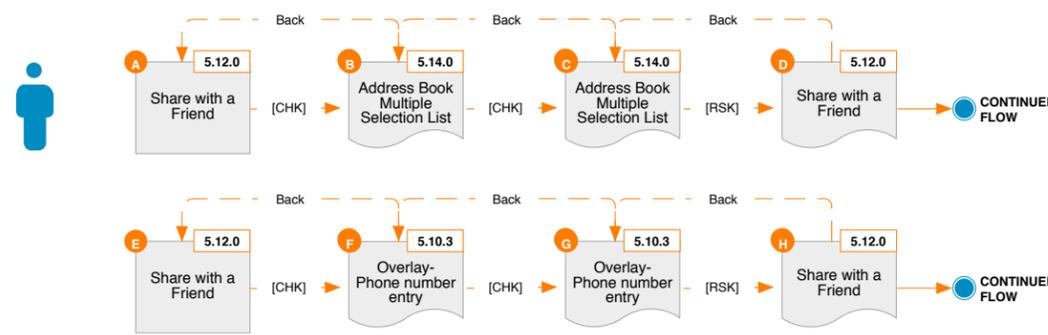
From the Share with a Friend screen [A], the user highlights the a recipient name to edit and presses [CHK].

The Multiple Selection screen [B] appears where the use can check or uncheck names. Default focus should be on the name that was selected from [A]. The user presses [RSK] OK when finished editing the list [C] and the revised recipient list appears on [D].

Edit Number

From the Share with a Friend screen [E], the user highlights the a recipient number to edit and presses [CHK].

The data entry overlay [F] appears with the existing numbers pre-populating the fields. Default focus should be on the field for the number that was selected in [E]. When done editing numbers [G], the user presses [RSK] OK and the revised recipient list appears on [H].

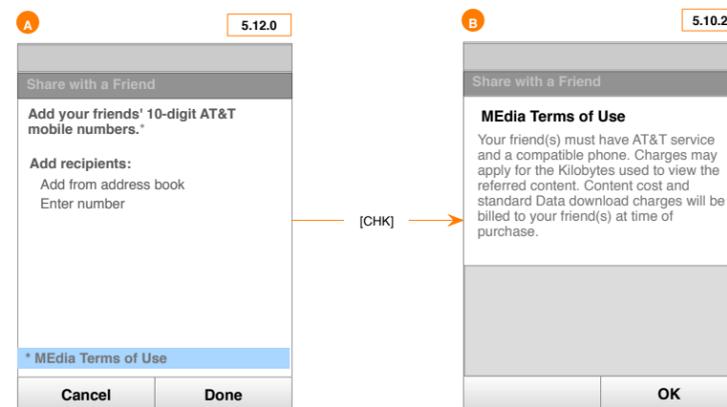
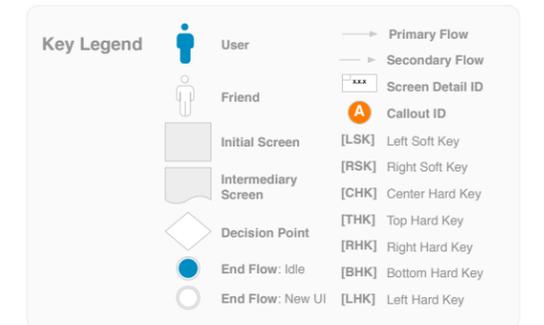
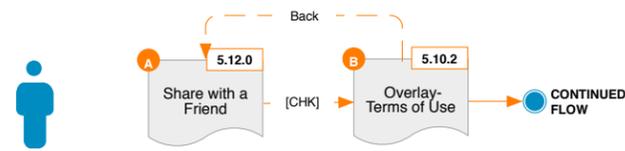




4.3.10 - Share with a Friend: Media Terms of Use

User wants to view the MEdia Terms of Use before using Share with a Friend.

From the Share with a friend page [A], the user presses [CHK] on "MEdia Terms of Use". This displays a page which explains the terms of use of the Share with a Friend feature [B].



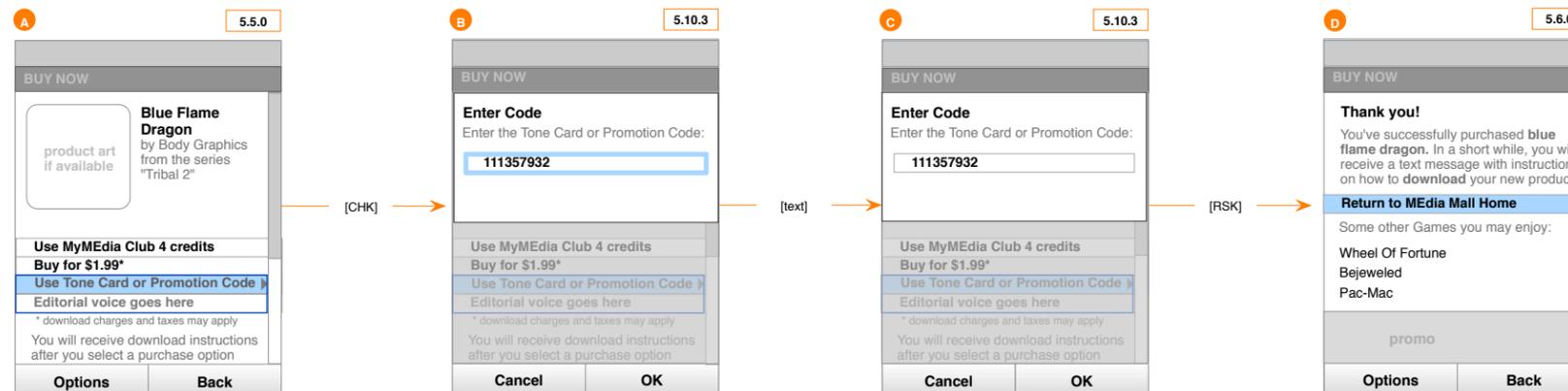
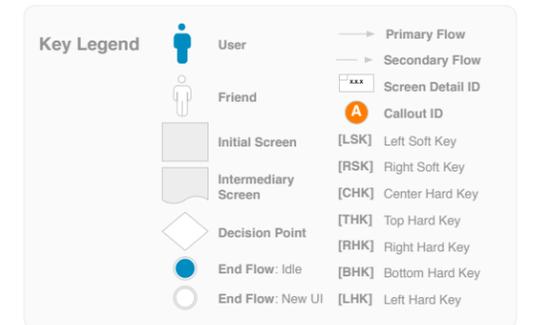
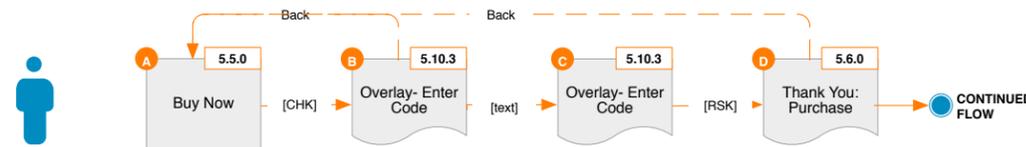
4.3.11 - Use Promotional Code

User wants to use a Tone Card or Promotional Code.

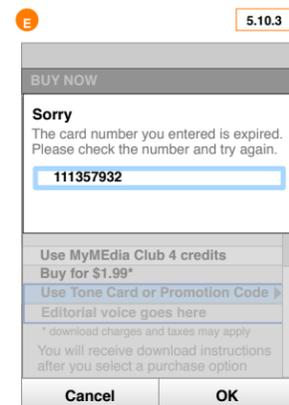
From the Buy Now screen [A], the user highlights "Use a Tone Card or Promotion Code" and presses [CHK]. On the Enter Code overlay screen [B], the user types in a code. He then presses [RSK] OK.

The user then arrives at a Thank You page, where he can browse for other catalog items [D]. A text message arrives later which contains a link to download the product.

In cases where there is an error with the code entered by the user, a description of the error appears in the overlay [E]. The user is allowed to re-enter the code or try a different code.



MEdia Download Card Error



The error message will change based on the current user error. The following errors are covered: invalid number, not enough credits, and expired card.



4.4 - Account Management Flows

User Flows detail the wireless experience through small scenarios or stories. Each user flow details users, screen order, and screen states.

The Legend below is a list of symbols and icons used throughout the user flows.

Flow Iconography Legend

Initial Screen **Intermediary Screen** **Decision Point** **User** **Friend**

● **End Flow: Idle Screen** → **Primary Flow**
○ **End Flow: New UI Screen** - - - → **Secondary Flow**
- // - → **Continued Flow**

Navigation Key Legend

[LSK] Left Soft Key
[RSK] Right Soft Key

[CHK] Center Hard Key
[THK] Top Hard Key
[RHK] Right Hard Key
[BHK] Bottom Hard Key
[LHK] Left Hard Key

ⓐ **Callout ID**
□ **Screen Detail ID**

4.4 Account Management Flows

Account Management Flows

- 4.4.1 Recent Purchases
- 4.4.2 My Subscriptions
- 4.4.3 Unsubscribe
- 4.4.4 Redownload
- 4.4.5 Redownload a Purchase after 24 hr
- 4.4.6 Redownload to A New Device
- 4.4.7 Redownload to the Same Device
- 4.4.8 Subscribe to MMC
- 4.4.9 Transaction History
- 4.4.10 Request a Refund
- 4.4.11 Unsubscribe to MMC
- 4.4.12 Change MMC Plan (removed)**
- 4.4.13 Get Alerts



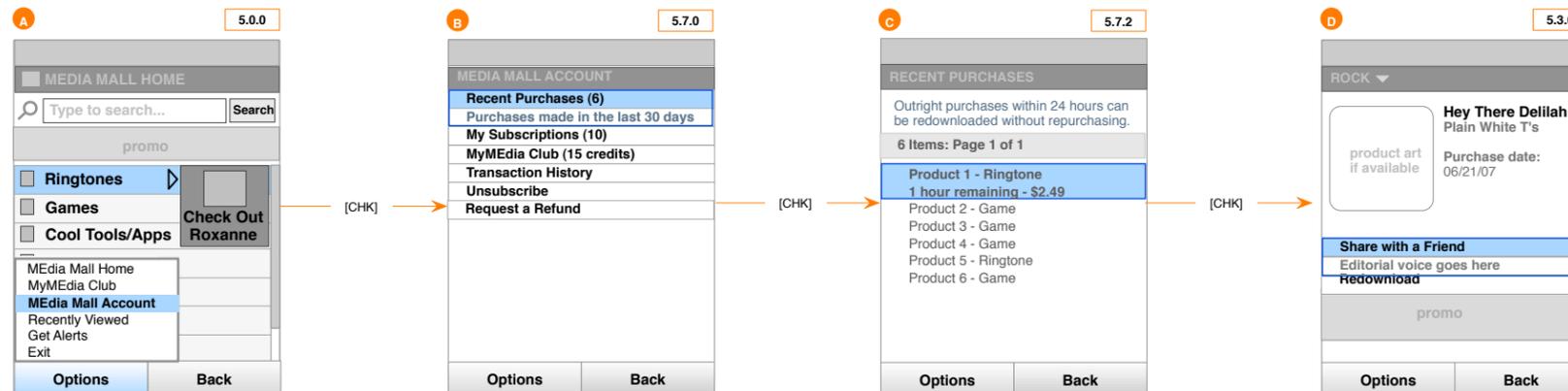
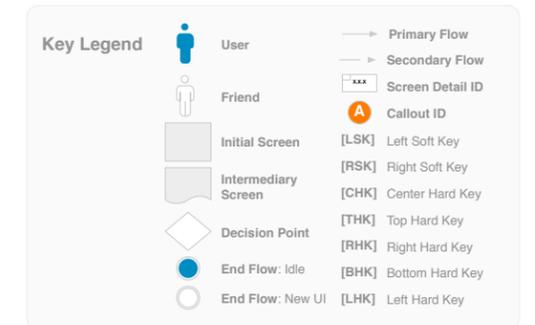
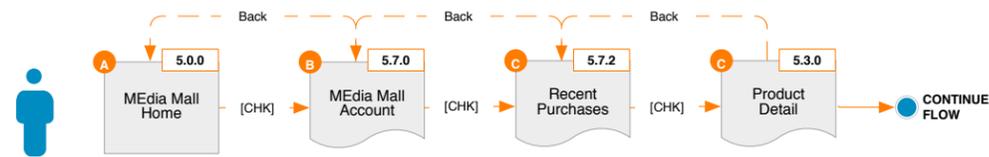
4.4.1 - Recent Purchases

User wants to see recent purchases.

From MEdia Mall home screen [A], the user presses [LSK] Options and selects MEdia Mall Account. MEdia Mall account screen is displayed [B].

From MEdia Mall Account screen [B], the user selects "Recent Purchases". Recent Purchases screen is displayed [C].

From Recent Purchases screen [C], the user selects a product. The Product Detail screen is displayed [D]. Since this screen represents a product that is already owned by the user, appropriate ownership level functions are made available.





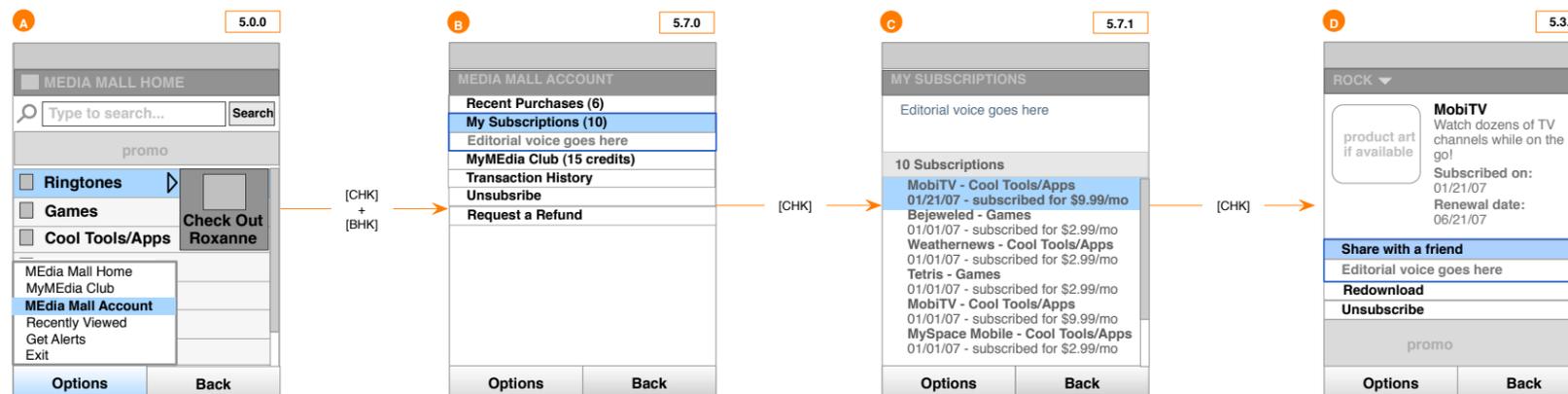
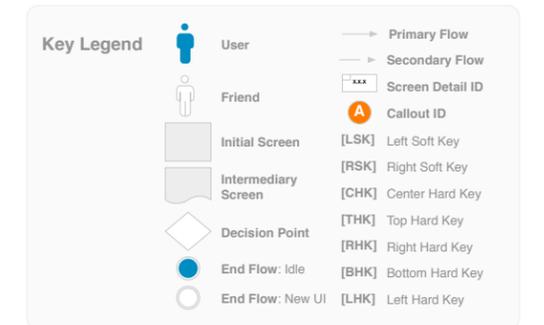
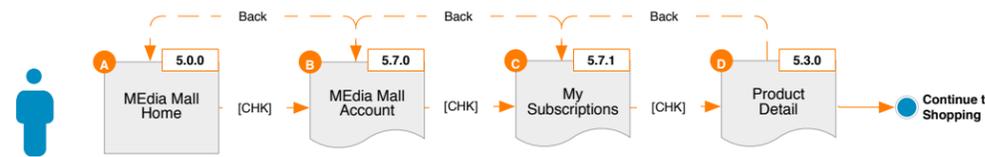
4.4.2 - My Subscriptions

User wants to manage their subscriptions.

From MEdia Mall home screen [A], user presses [LSK] Options and selects MEdia Mall Account. MEdia Mall account screen is displayed [B].

From MEdia Mall Account screen [B], user selects "My Subscriptions". My Subscriptions screen is displayed [C].

From My Subscriptions screen [C], user selects a product. The Product Detail screen is displayed [D]. Since this screen represents a product that is already owned by the user, appropriate ownership level functions are made available.



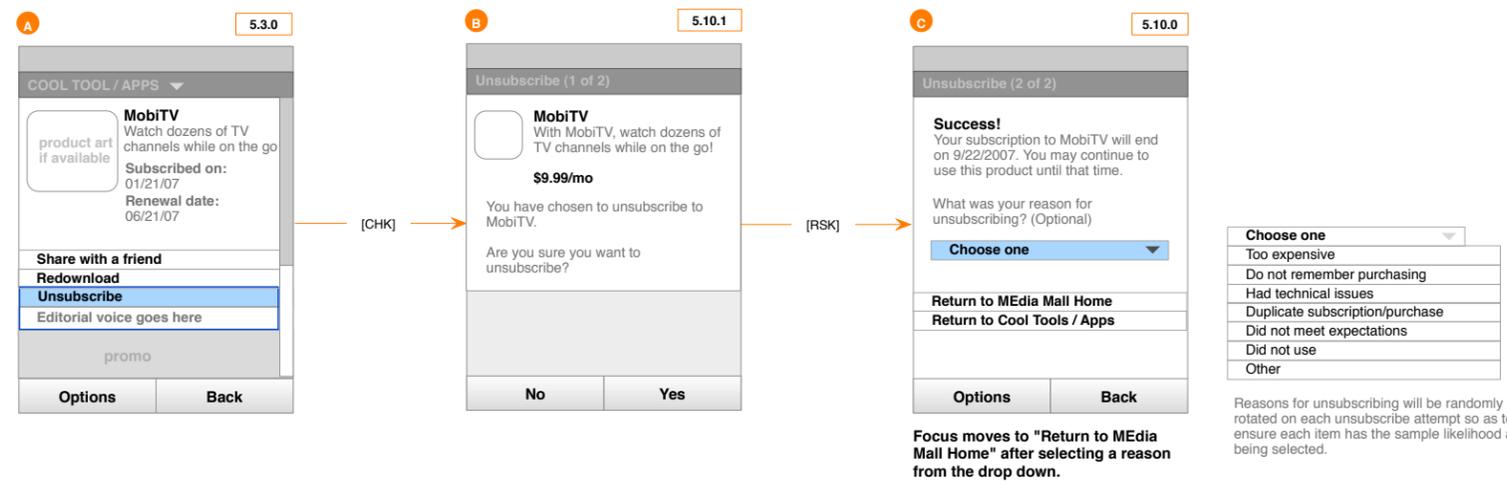
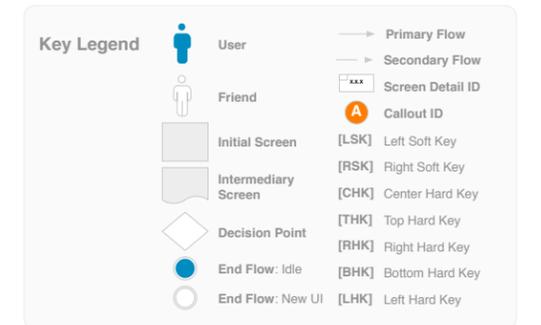
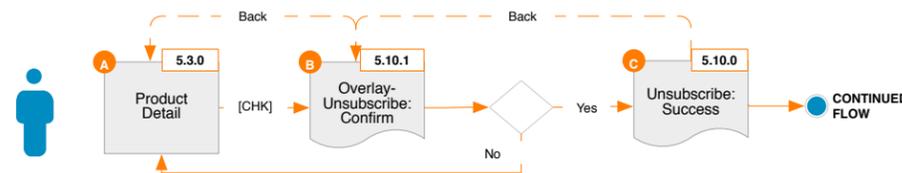


4.4.3 - Unsubscribe

User wants to unsubscribe to a product.

From a product detail screen [A], user selects "Unsubscribe" link. Unsubscribe confirmation overlay is displayed [B].

From Unsubscribe screen [B], user selects [RSK] "Yes". Unsubscribe information screen is displayed [C].

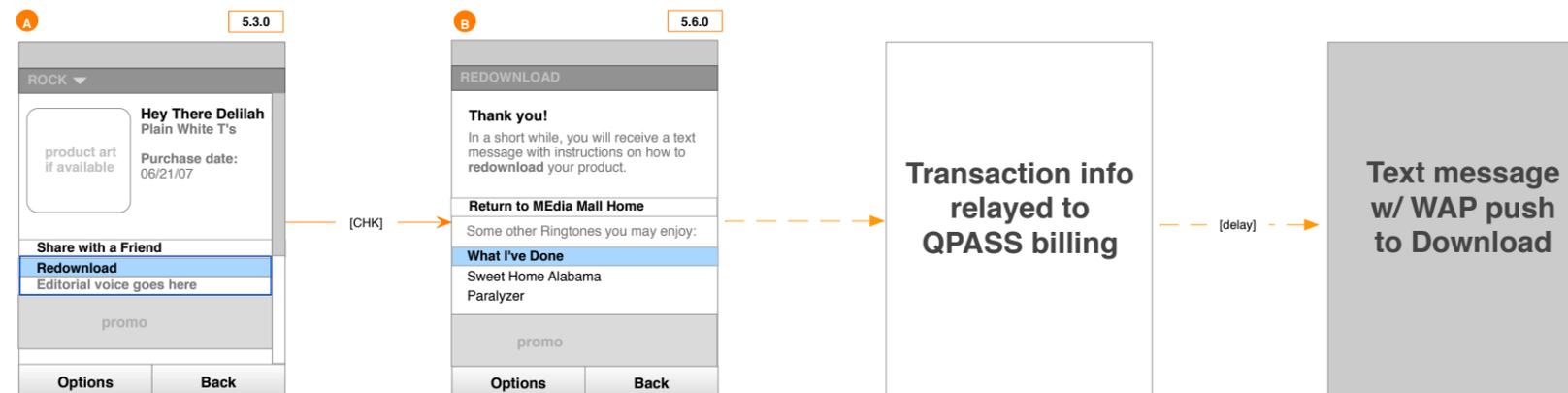
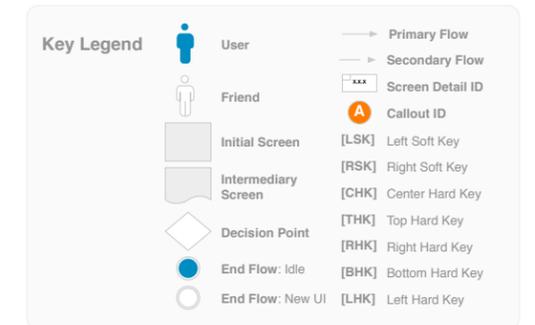
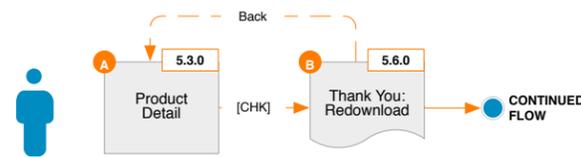


4.4.4 - Redownload

User wants to redownload a recent purchase.

From a product detail screen [A], user selects "Redownload" option. If within 24 hours, the redownload screen is displayed [B]. If after 24 hours, the redownload links user to flow 4.4.5.

Once Redownload screen is displayed, transaction is conducted via Motricity and QPASS.

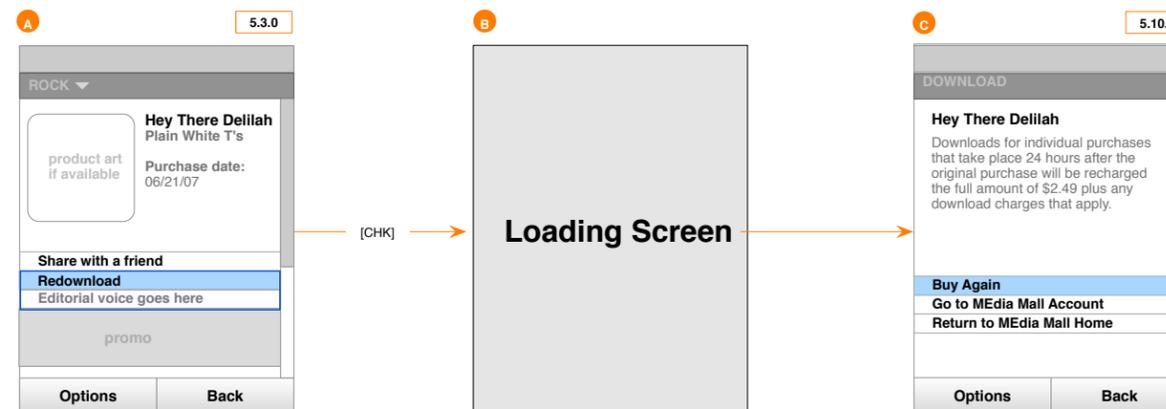
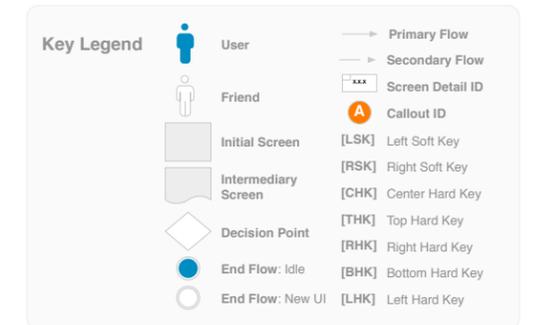
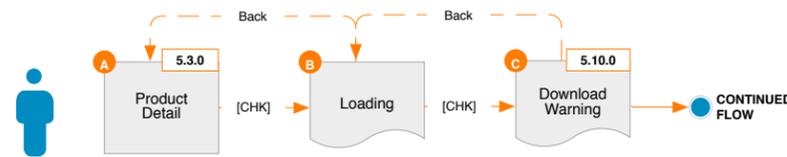


4.4.5 - Redownload a Purchase after 24 hr

User wants to redownload a recent purchase.

From a product detail screen [A], user selects "Redownload" option. After a subscription status check to the server [B], the user will see a Download Warning screen [C].

Once "Buy Again" is selected, the user continues to a purchase flow for that product.



4.4.6 - Redownload to A New Device

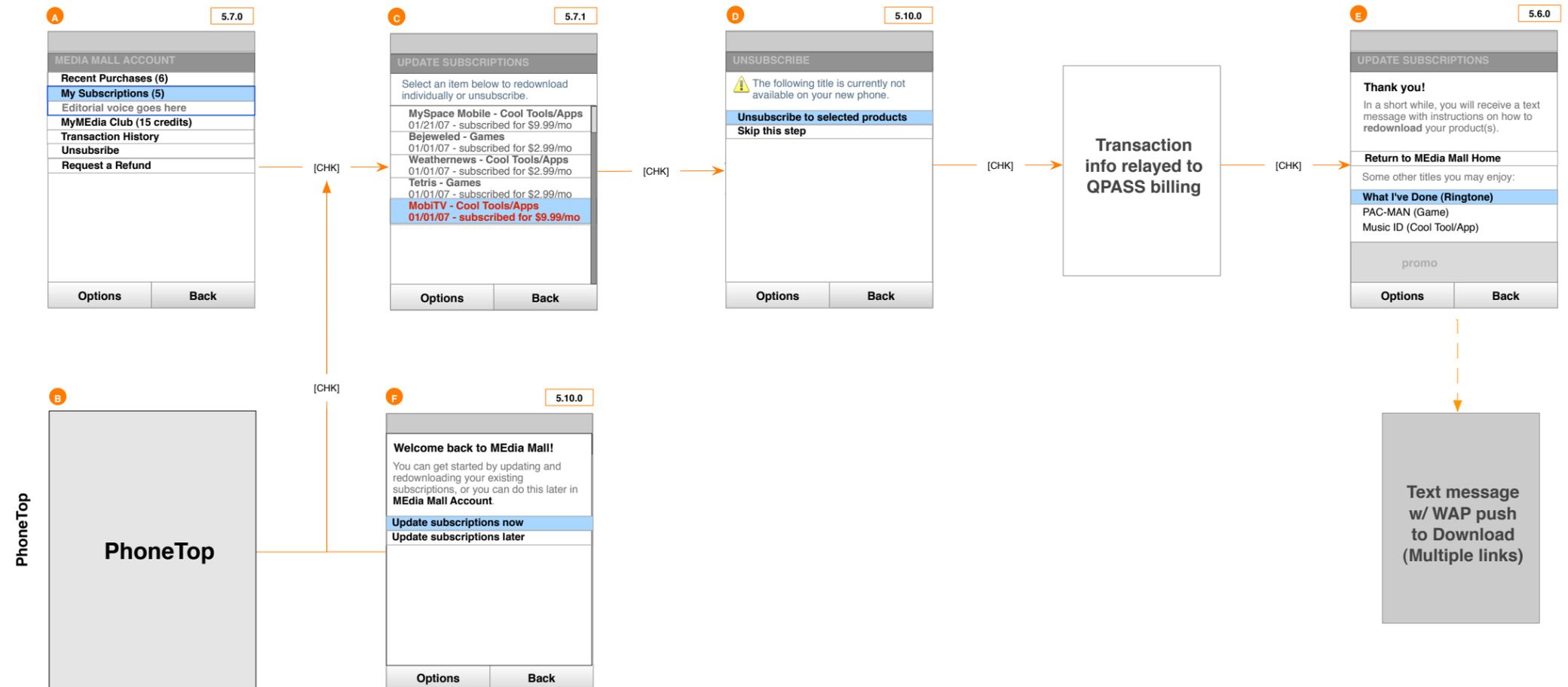
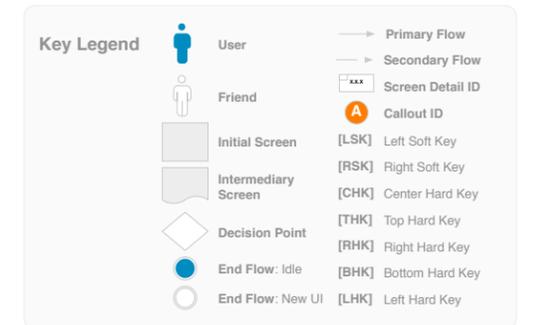
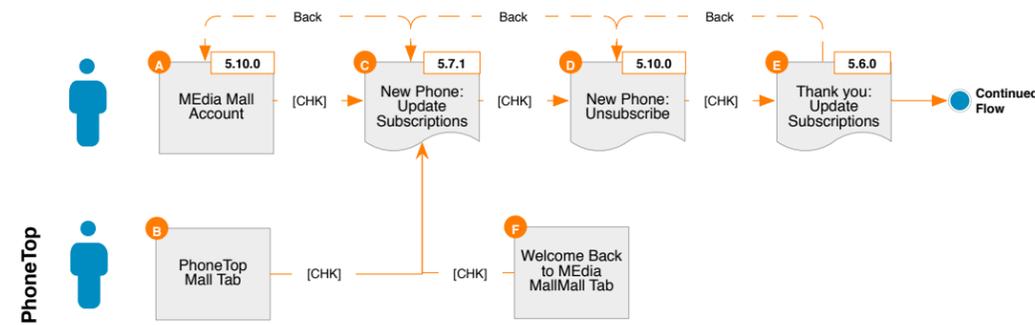
User wants to redownload purchased products to a new device.

From the MEdia Mall Account screen [A], the user selects "My Subscriptions" and Update Subscriptions screen [C] is displayed. Or user is on the MEdia Mall tab from PhoneTop [B] and selects "Update your subscriptions" to arrive at the Update Subscriptions screen.

From the Update Subscriptions screen, user selects MobiTV. A warning appears noting that it can not be redownloaded and the user is presented with the option to unsubscribe [D].

The user selects products for unsubscribing and selects "Unsubscribe to selected products". QPASS handles the transaction. The Thank you screen [E] appears and a text message is sent.

Alternative for future consideration
A Welcome Back screen [A] appears on initial MEdia Mall use on a new device. User selects "Update subscriptions now" and Update Subscriptions screen [C] is displayed.



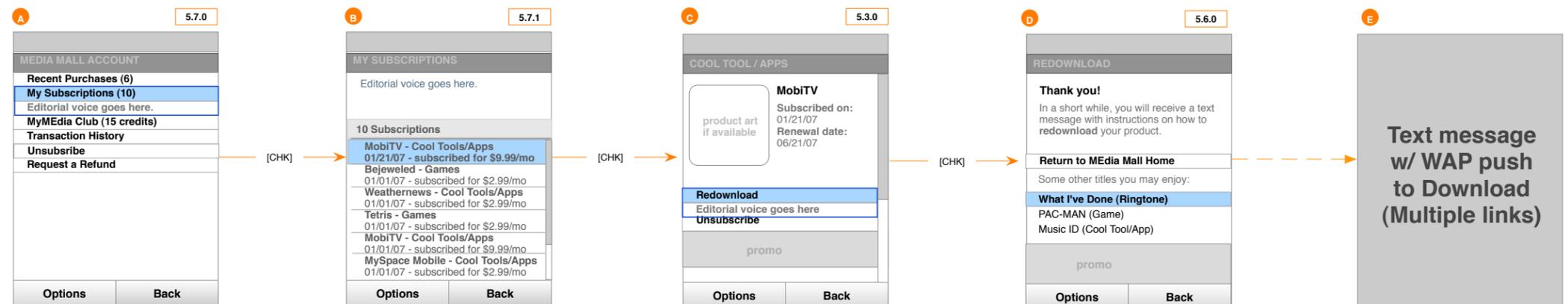
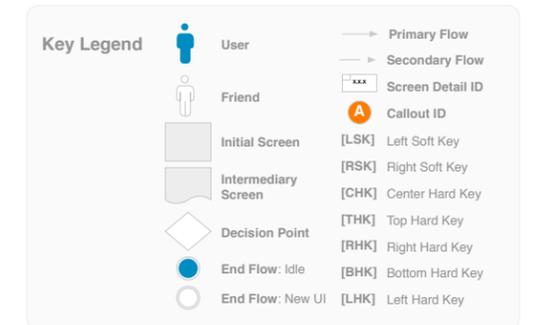
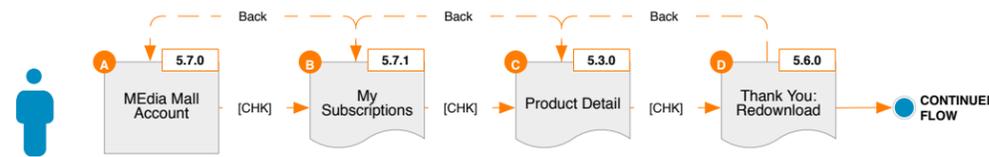
This overlay message is an alternative for future consideration when a welcome overlay can display an "update subscriptions" message.

4.4.7 - Redownload to the Same Device

User wants to redownload purchased products to the same device.

From MEdia Mall Account screen [A], user selects My Subscriptions [B] and then selects a subscription to redownload [C]. Thank You screen [D] appears.

Once the Thank You screen is displayed, transaction is conducted via Motricity and QPASS.



Redownload does not appear if product is not available on new device (ex. MobiTV).

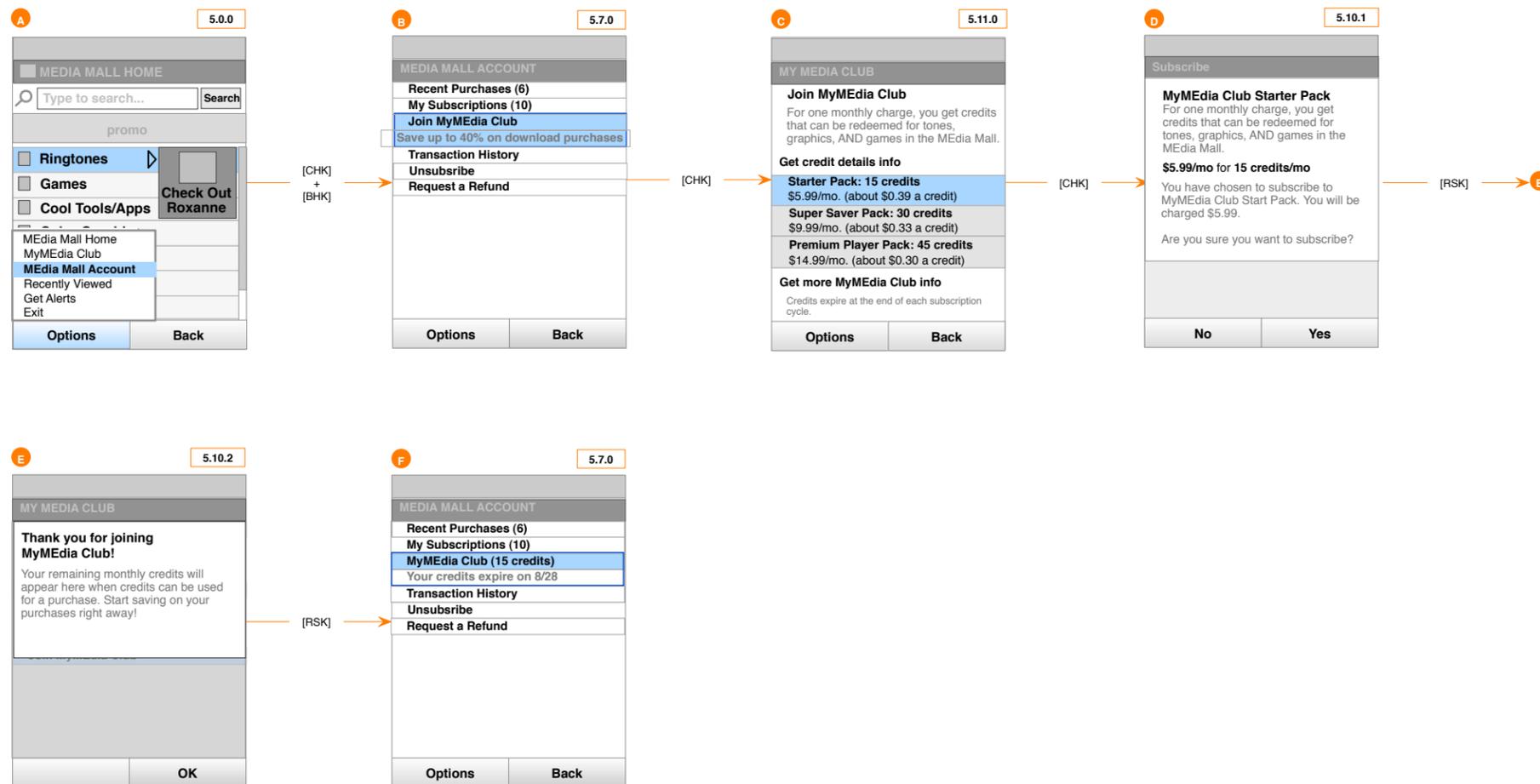
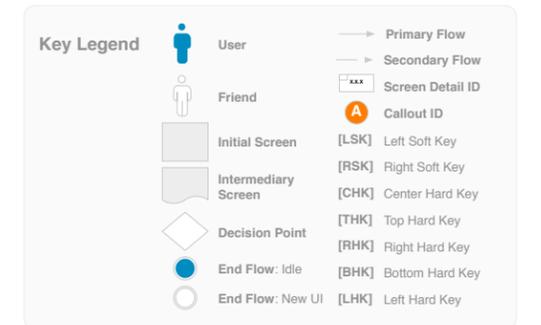
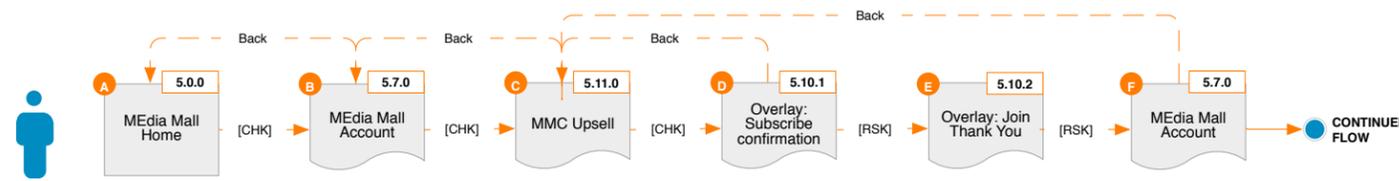
4.4.8 - Subscribe to MMC

User wants to subscribe to MyMedia Club via Account Management.

From MEdia Mall home screen [A], user presses [LSK] Options and selects MEdia Mall Account. MEdia Mall Account screen is displayed [B].

From MEdia Mall Account screen [B], user selects "Join MyMedia Club". The MyMedia Club Upsell screen is displayed [C].

On the MyMedia Club Upsell screen, the user highlights the desired package and presses [CHK]. The Subscribe confirmation overlay [D] appears and the user presses [RSK] Yes. The Thank You dialog appears [E], followed by the MEdia Mall Account screen, now showing remaining credits [F].



If the editorial voice here is not technically possible, then use generic language.



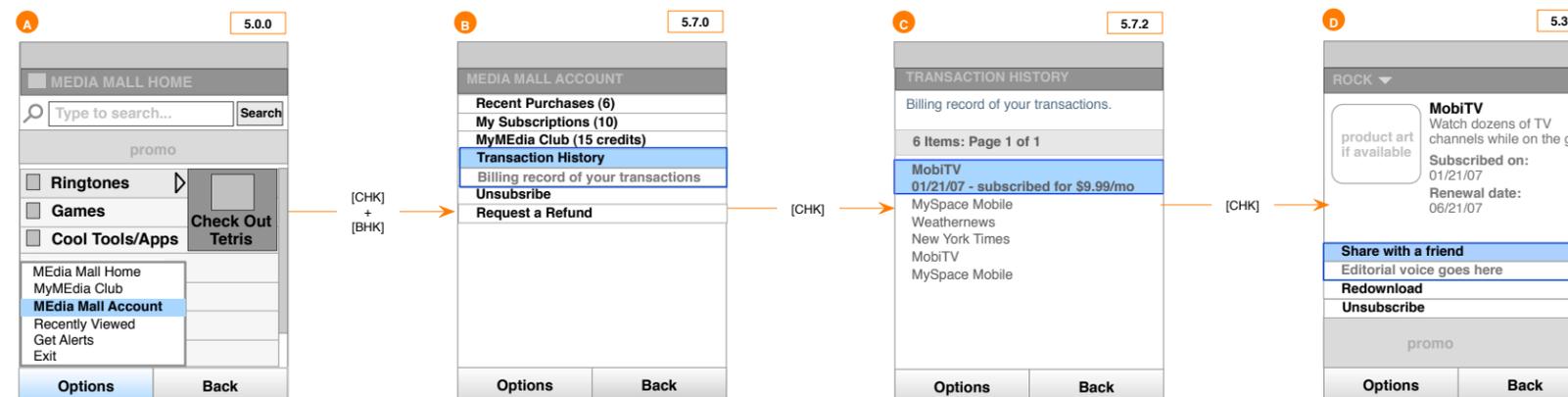
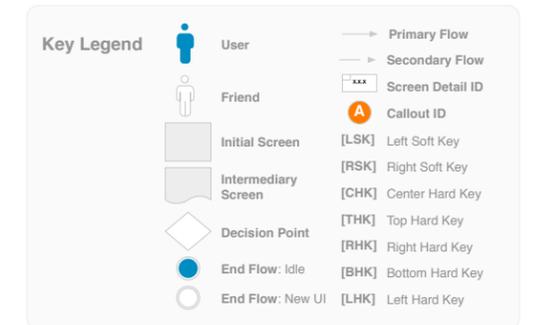
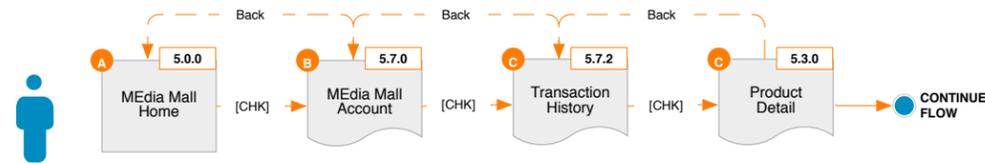
4.4.9 - Transaction History

User wants to view their transaction history.

From MEdia Mall home screen [A], user presses [LSK] Options and selects MEdia Mall Account. MEdia Mall account screen is displayed [B].

From MEdia Mall Account screen [B], user selects "Transaction History". Transaction History screen is displayed [C].

From Transaction History screen [C], user selects a product. The Product Detail screen is displayed [D]. Since this screen represents a product that is already owned by the user, appropriate ownership level functions are made available.



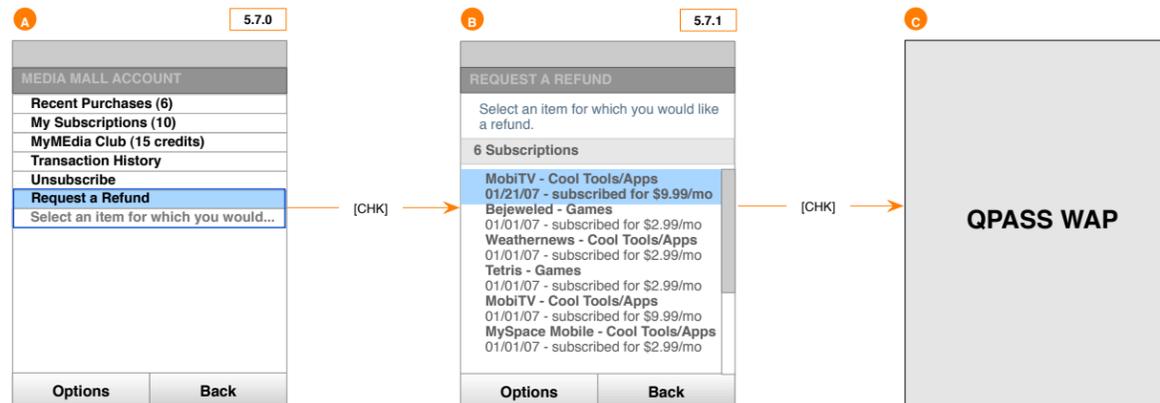
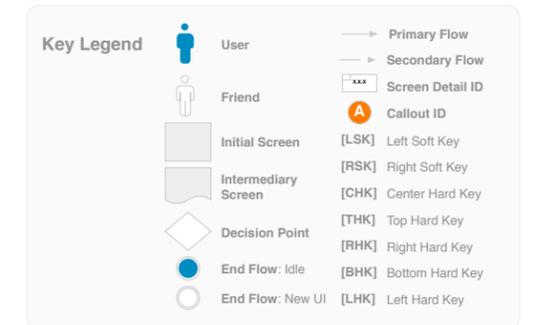
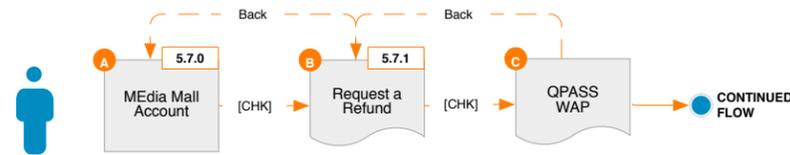


4.4.10 - Request a Refund

User wants to request a refund for a purchase.

From MEdia Mall Account screen [A], user selects "Request a Refund" link. Request a Refund screen is displayed [B].

From Request a Refund screen [B], user selects a product. QPASS WAP UI is displayed [C].



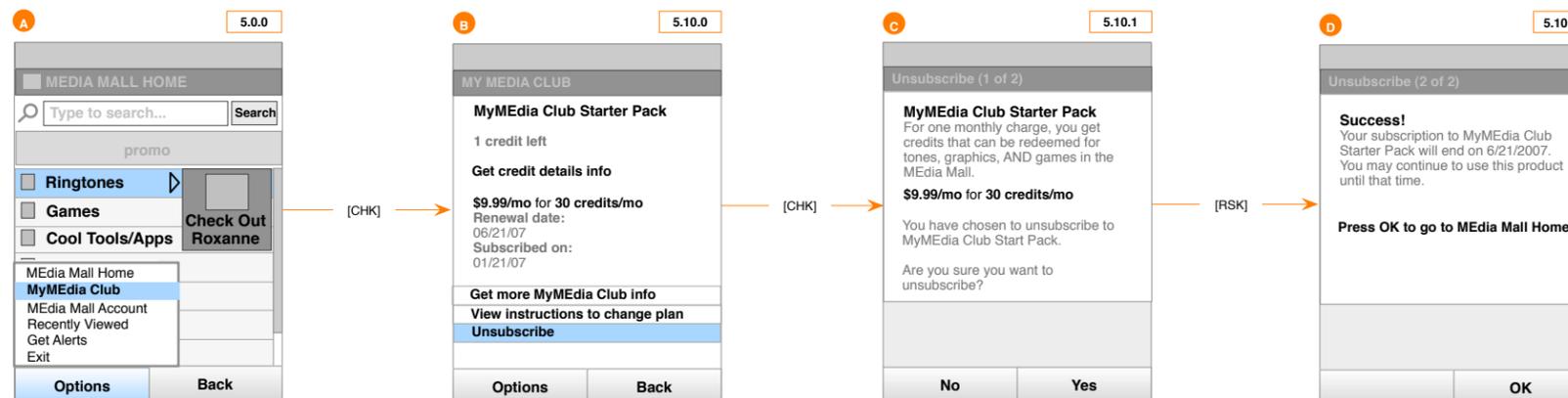
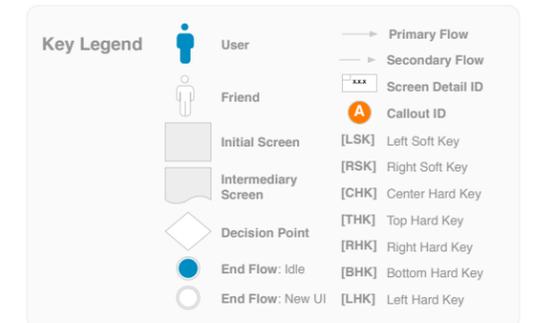
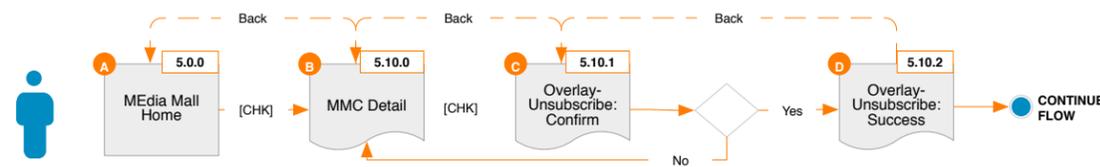
4.4.11 - Unsubscribe to MMC

User wants to unsubscribe to MyMedia Club via Account Management.

From MEdia Mall home screen **[A]**, user presses [LSK] Options and selects MyMedia Club. The MyMedia Club detail screen is displayed **[B]**.

From MMC detail screen **[B]**, user selects "Unsubscribe" link. Unsubscribe Confirmation overlay is displayed **[C]**.

From Unsubscribe overlay **[C]**, user presses [RSK] Yes. Unsubscribe confirmation screen is displayed **[D]**.

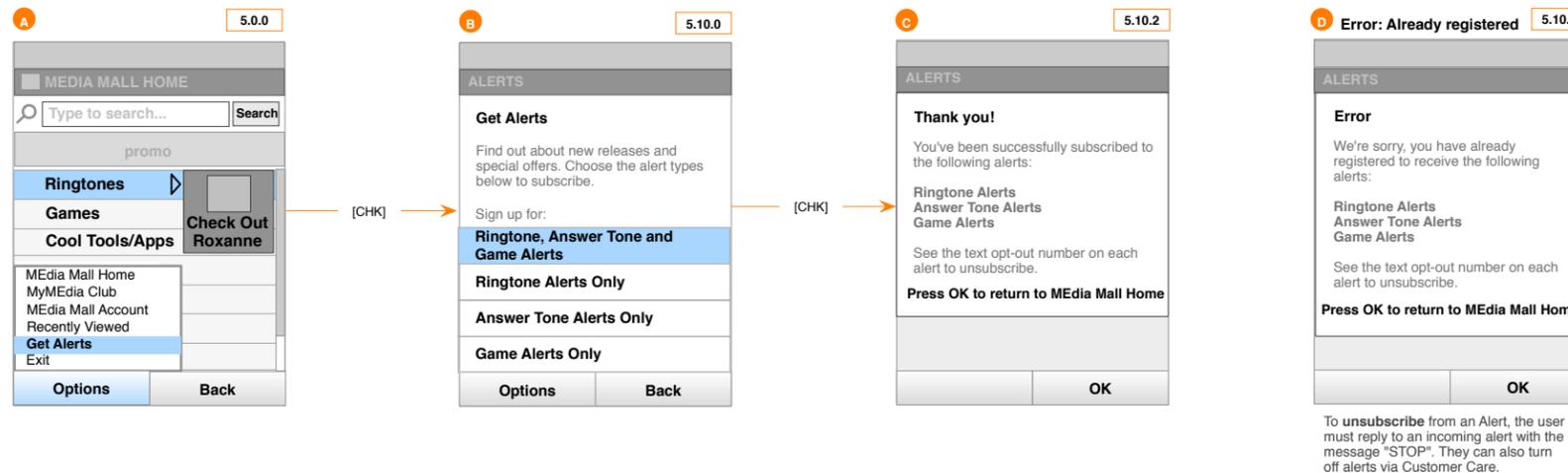
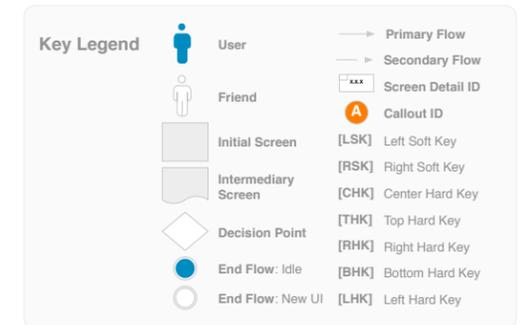
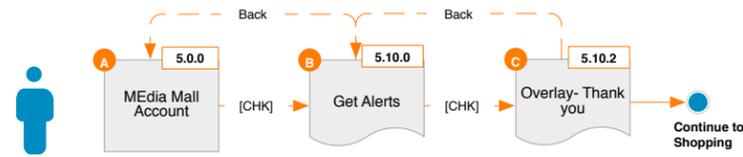


4.4.13 - Get Alerts

User wants to sign up for product Alerts via MEdia Mall Account.

From MEdia Mall Home [A], user presses [LSK] Options, selects "Get Alerts", and presses [CHK] to launch the Get Alerts page [B]. The user selects one of several options for Alerts, leading to a confirmation screen [C] confirming that the user has successfully signed up for the desired alert(s).

If the user has already signed up for the selected alert(s), an error screen [D] appears which describes the alerts they are already signed up for.

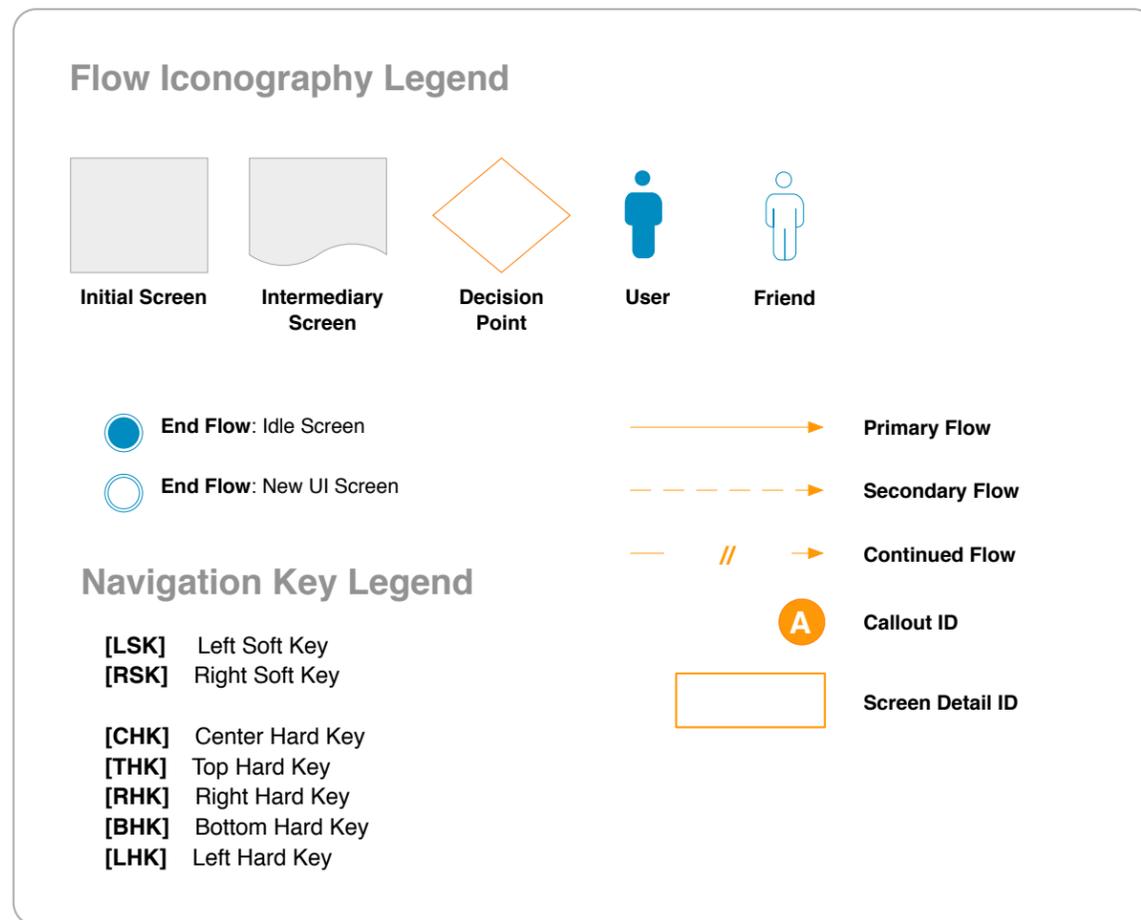




4.9 - Integration Flows

User Flows detail the wireless experience through small scenarios or stories. Each user flow details users, screen order, and screen states.

The Legend below is a list of symbols and icons used throughout the user flows.



4.9 Integration Flows

- 4.9.1 Hand-off to Mall Home
- 4.9.2 Hand-off from Search Results
- 4.9.3 Hand-off to Product Type
- 4.9.4 Hand-off to Product Type (cont.)
- 4.9.5 Hand-off to Product Category
- 4.9.6 Hand-off to Product Detail
- 4.9.7 Hand-off to Product Detail (cont.)

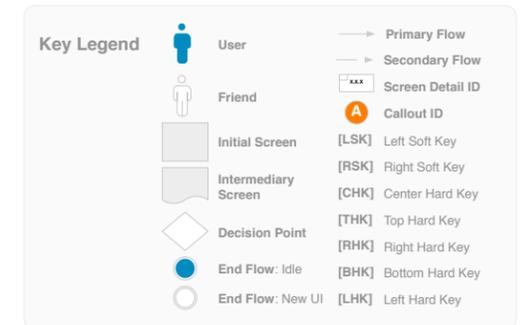
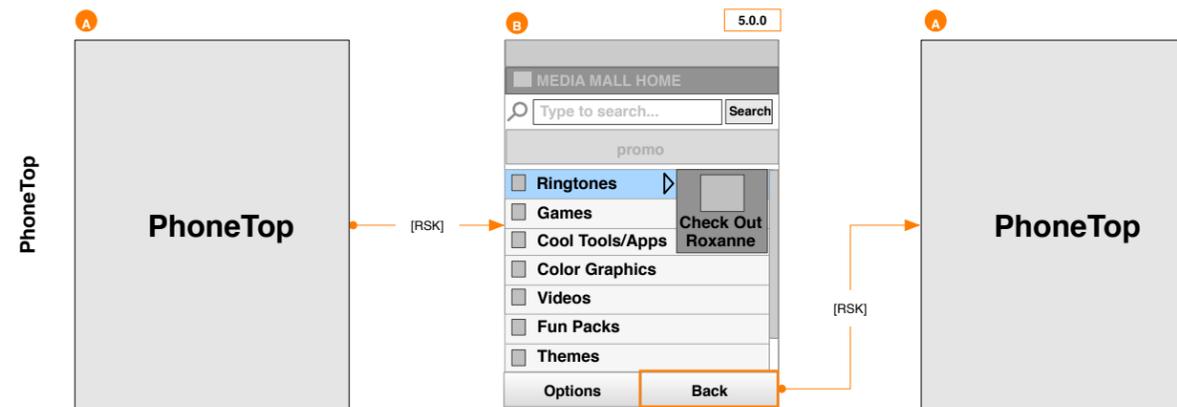
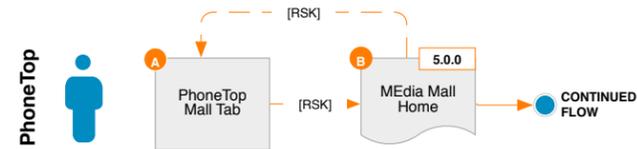


4.9.1 - Hand-off to Mall Home

From PhoneTop:

From the PhoneTop Mall Tab [A], user presses "Mall" [RSK]. Client is launched, defaulting to MEdia Mall Home screen [B].

From Mall Home [B], user closes mall client with "Back" [RSK], returning to PhoneTop Mall Tab [A].

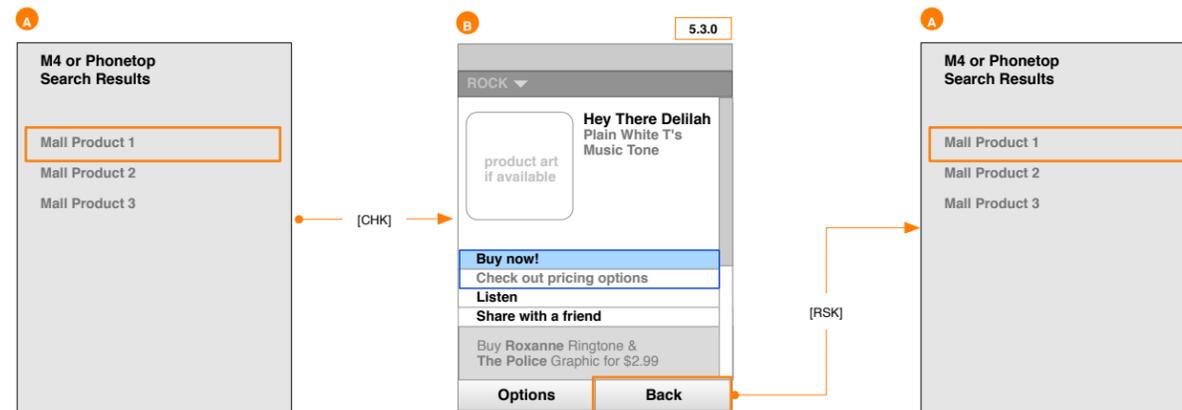
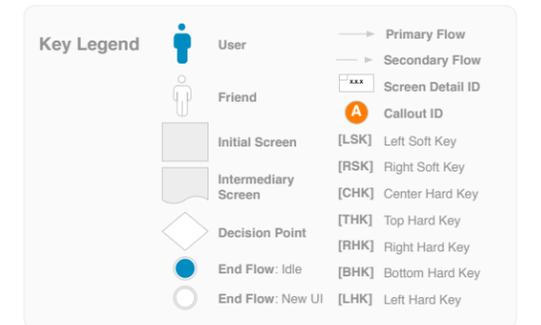
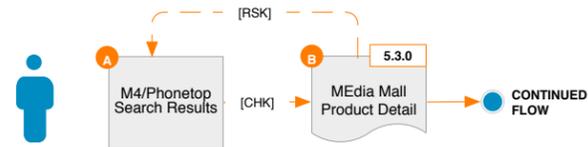




4.9.2 - Hand-off from Search Results

From Search Results:

From MEdiaNet or PhoneTop search results screens [A], user selects a product, launching the client and defaulting to the Product Detail screen [B].



4.9.3 - Hand-off to Product Type

From PhoneTop:

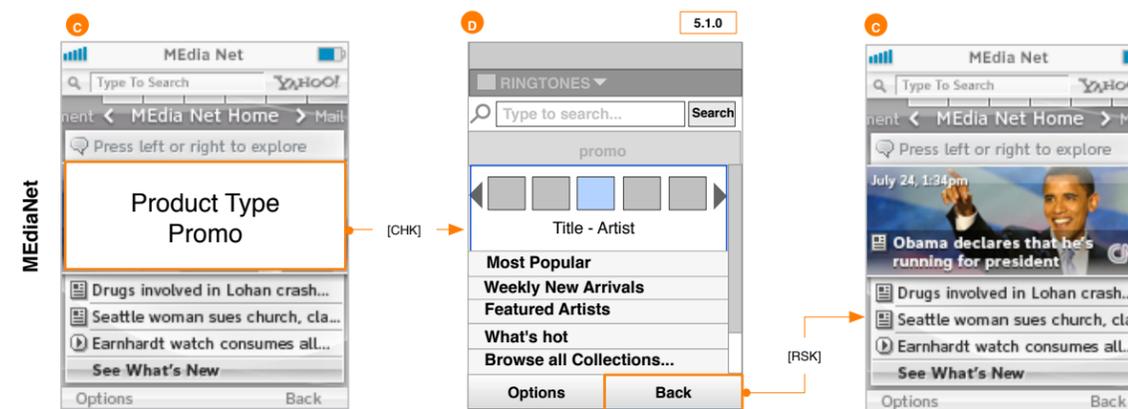
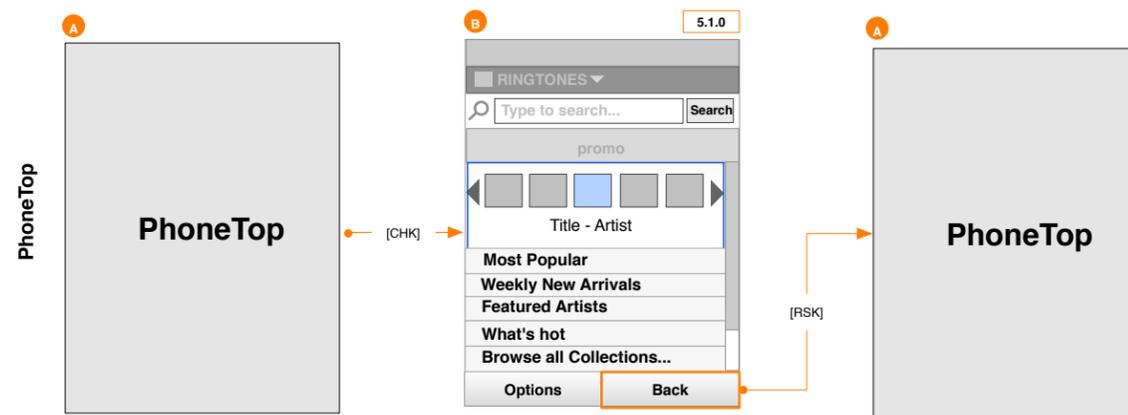
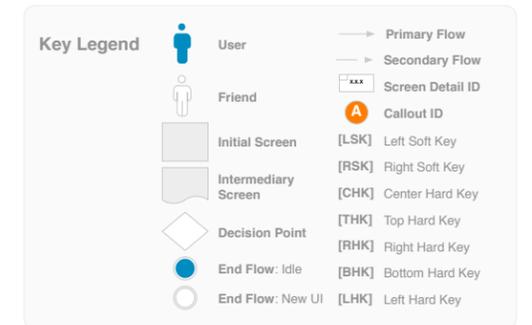
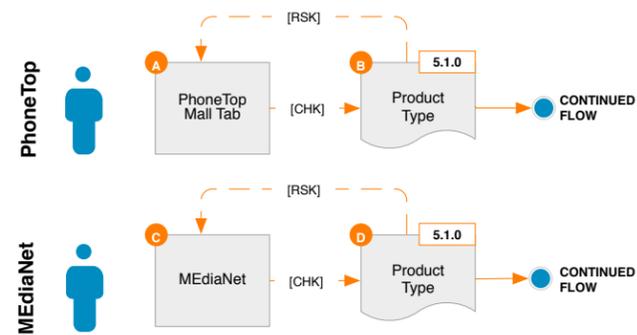
From the PhoneTop Mall Tab [A], user presses [CHK] on a product type promotion. Client is launched, defaulting to a Product Type page [B].

From the Product Category page [B], the user closes mall client with "Back" [RSK], returning to MEdiaNet Mall Tab [A].

From MEdiaNet:

From the MEdiaNet [C], user presses [CHK] on a product type promotion. Client is launched, defaulting to a Product Type page [D].

From the Product Type page [D], the user closes mall client with "Back" [RSK], returning to MEdiaNet [C].



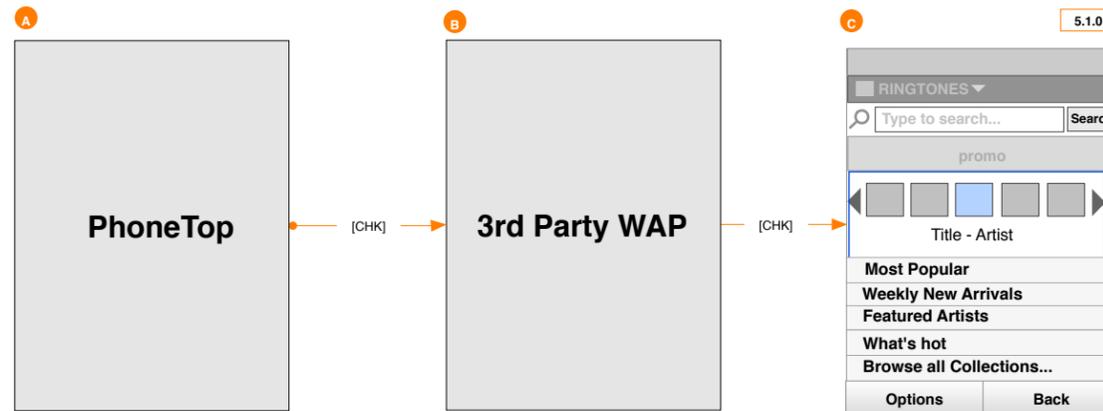
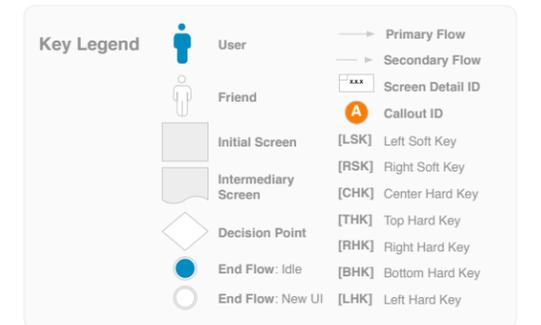
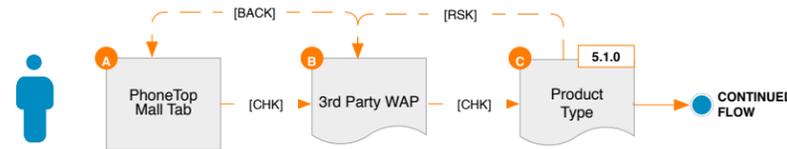


4.9.4 - Hand-off to Product Type (cont.)

From PhoneTop:

From the PhoneTop Mall Tab [A], user presses [CHK] on a 3rd party WAP promotion. WAP Browser is launched and lands on a 3rd Party WAP site promotion page [B].

From the 3rd party WAP site [B], user presses [CHK] and Client is launched, defaulting to Product Type [C].





4.9.5 - Hand-off to Product Category

From PhoneTop:

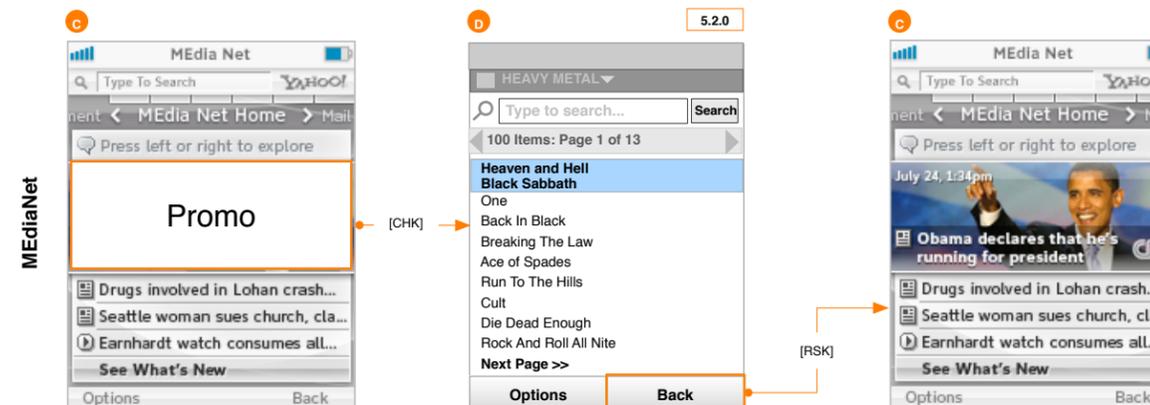
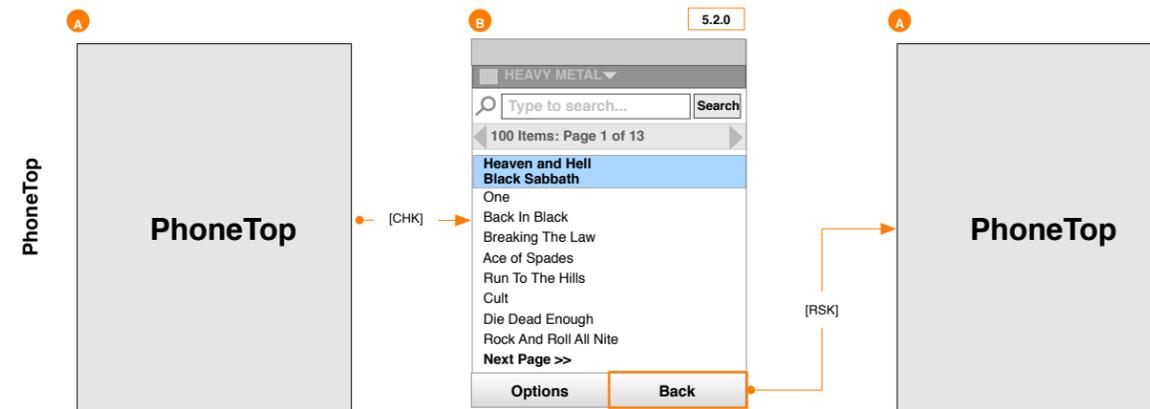
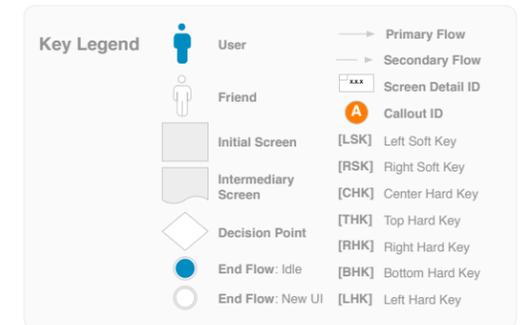
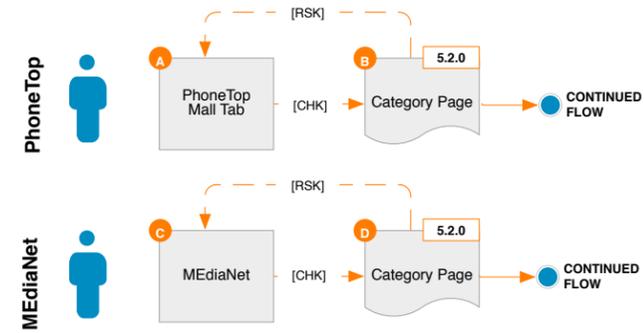
From the PhoneTop Mall Tab [A], user presses [CHK] on product list promotion. Client is launched, defaulting to a Category List of Ringtones [B].

From the Product Category page [B], the user closes mall client with "Back" [RSK], returning to MEdia Mall [A].

From MEdiaNet:

From the MEdiaNet [C], user presses [CHK] on a product list promotion. Client is launched, defaulting to a Category List of Ringtones [D].

From the Product Category page [D], the user closes mall client with "Back" [RSK], returning to MEdiaNet [C].



4.9.6 - Hand-off to Product Detail

From PhoneTop:

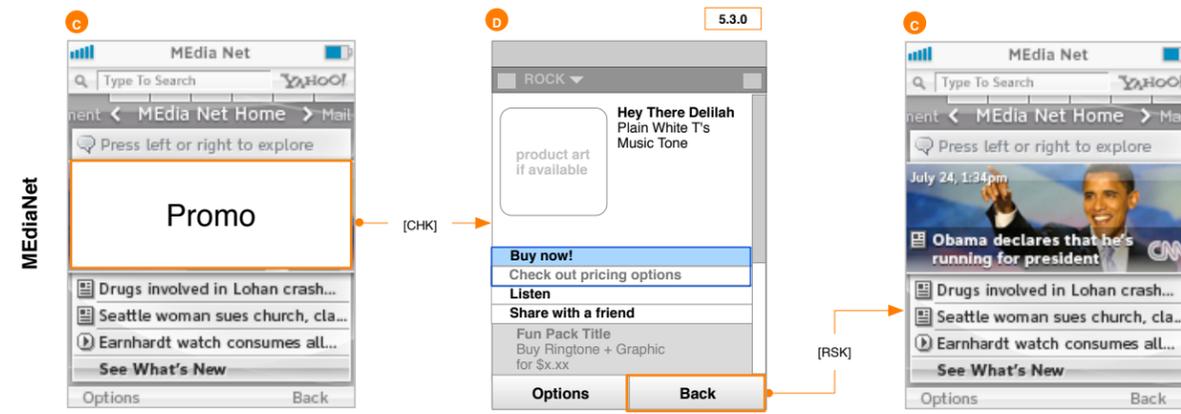
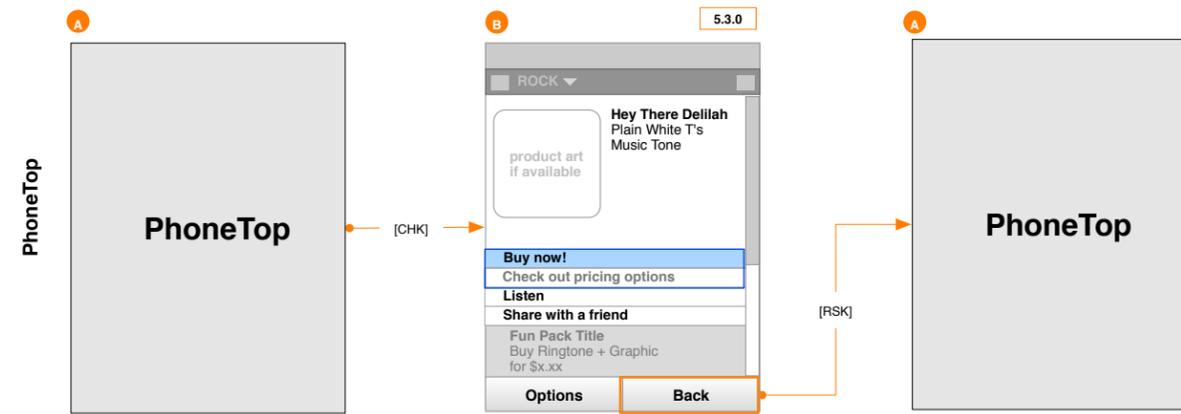
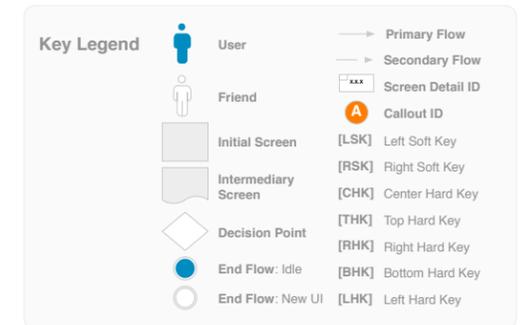
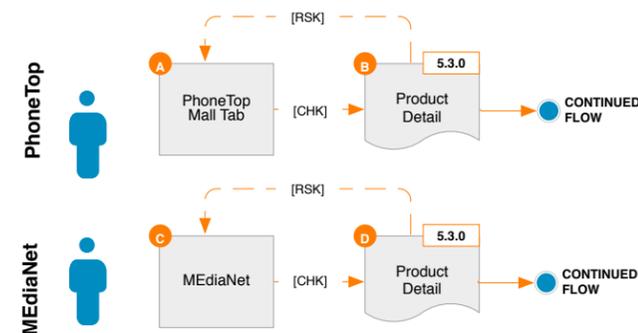
From the PhoneTop Mall Tab [A], user presses [CHK] on product promotion. Client is launched, defaulting to Product Detail screen [B].

From the Product Detail screen [B], the user closes mall client with "Back" [RSK], returning to MEdia Mall [A].

From MEdiaNet:

From the MEdiaNet [C], user presses [CHK] on product promotion. Client is launched, defaulting to Product Detail screen [D].

From the Product Detail screen [D], the user closes mall client with "Back" [RSK], returning to MEdiaNet [C].





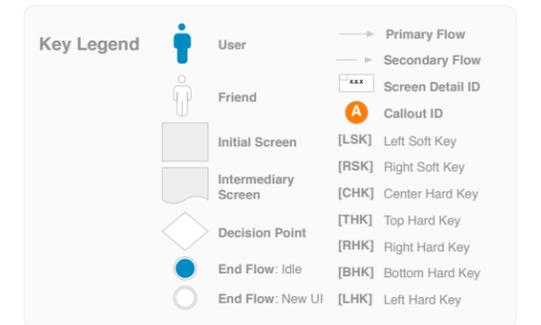
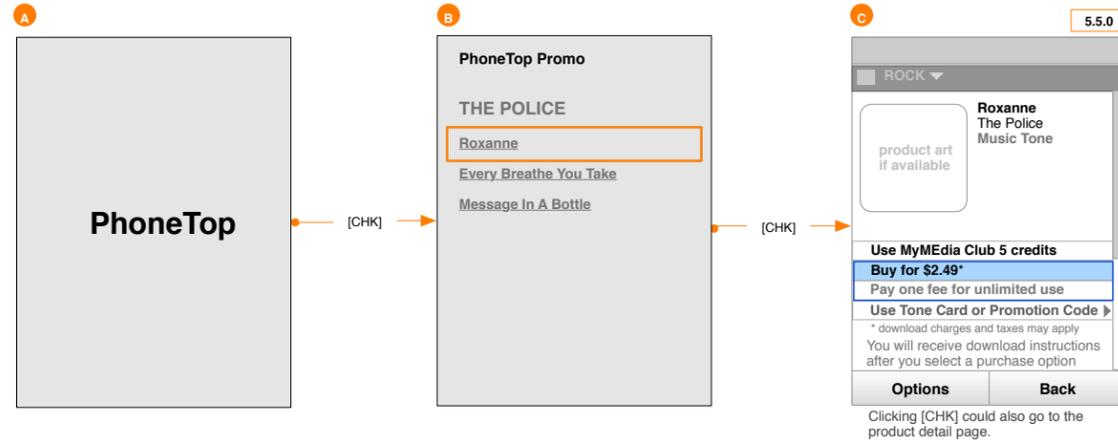
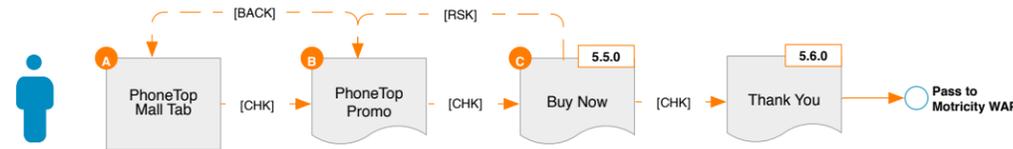
4.9.7 - Hand-off to Product Detail (cont.)

From PhoneTop:

It is possible to launch the MEdia Mall client from a PhoneTop Promo screen.

From the PhoneTop Mall Tab [A], user presses [CHK] on PhoneTop Promo. A PhoneTop Promo screen is displayed [B]. User selects 'Buy' on a product. Client is launched, defaulting to Buy Now screen [C].

From Buy Now [C] the user selects a purchase option. At this point Motricity passes transaction info to QPASS and displays thankyou/download screen.



5.0 - Screen Details

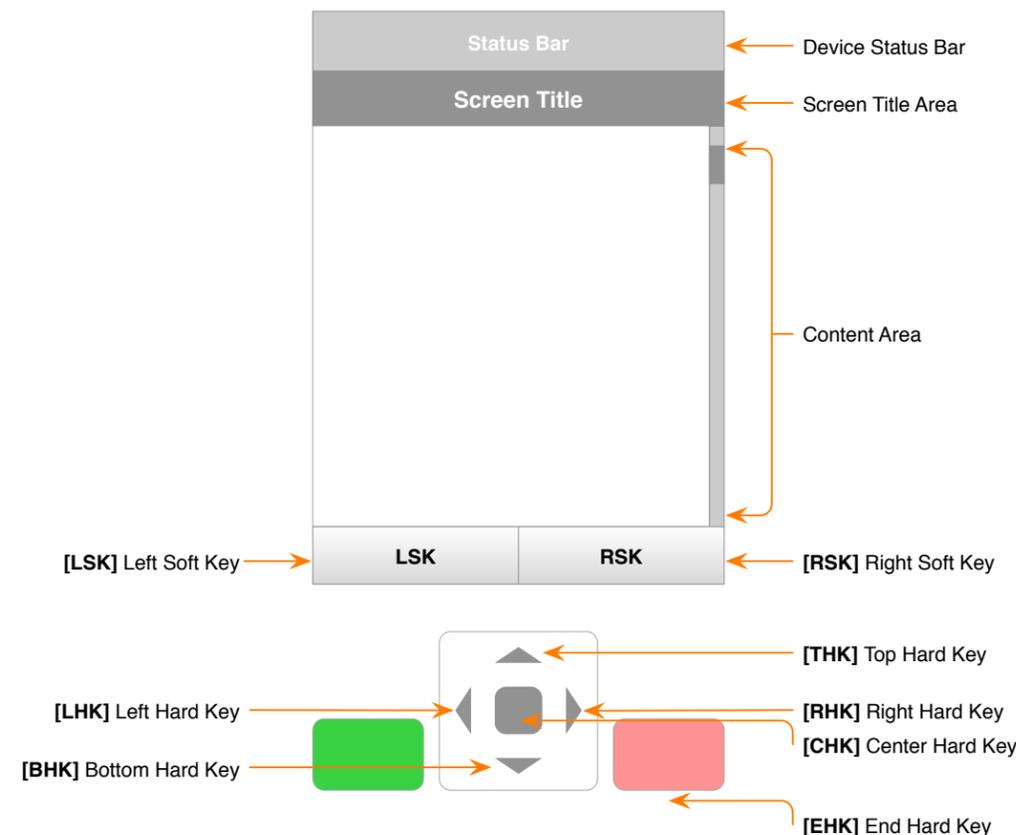
Screen Details or wireframes serve the central function in communicating the content and layout of each AT&T mobile screen for discussion and review, as well as a blueprint from which designers and developers will derive final screen designs.

The purpose of wireframes is to describe and detail the functional components that are on each screen of the application. Each functional component is placed on the appropriate screen for review and walk-through. This helps communicate our user interaction and navigation design. Each screen has a unique reference number that corresponds to the Application Map.

The **Action Tables** describe actions required to move from one screen to the next. Each soft and hard key action definition can be mapped back to the relevant Screen schematic. Soft key action tables define soft key appearance and pop up content. Hard key action tables define events that take place when a key is pressed on that device.

Annotations  are used when a called out component needs to be further described.

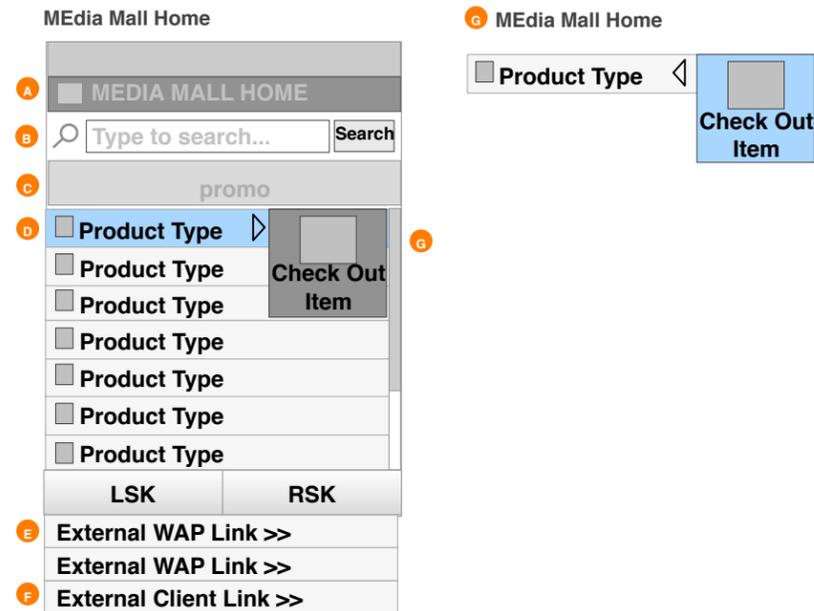
Screen Details Legend



5.0 Screen Details

- 5.0.0 MEdia Mall Home
- 5.1.0 Product Type
- 5.2.0 Category
 - 5.2.1 Category with Subgroupings
- 5.3.0 Product Detail
- 5.4.0 Product Preview
 - 5.4.1 Screen Shot
- 5.5.0 Buy Now
- 5.6.0 Confirmation
- 5.7.0 MEdia Mall Account
 - 5.7.1 Subscriptions
 - 5.7.2 Transactions
- 5.8.0 Search Results: Global
 - 5.8.1 Search Results: Product Type
 - 5.8.2 Search Results: No Results Found
- 5.9.0 Recently Viewed (moved to 5.2.1)**
- 5.10.0 Additional Information
 - 5.10.1 Confirm Action Overlay
 - 5.10.2 Continue Action Overlay
 - 5.10.3 Data Entry Overlay
- 5.11.0 MMC Upsell
- 5.12.0 Share with a Friend
- 5.13.0 Redownload to New Device (moved to 5.7.1)**
- 5.14.0 Multiple Selection List
- 5.14.0 Interstitial Promos (removed per request)**

5.0.0 - MEdia Mall Home



Annotations

- A. PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B. SEARCH MODULE**
Refer to Search Module Template 6.2.0.
- C. PROMO**
Refer to Promo Module Template 6.3.0 C (promo flipper) for details.
- D. PRODUCT TYPE**
The primary links on the home page are for the various product types sold within MEdia Mall. This element consists of a mini thumbnail graphic and a link. When the link is in focus, the promo element (G) on the right side of the screen changes to match the current product type in focus. Currently there are 7 major product types sold within the mall. A link will be added to this list as more products become available. Please refer to the page details table for exact titles and order.

- E. EXTERNAL WAP LINK**
This link treatment is used for mobile-specific AT&T products not sold in the MEdia Mall catalog. The element consists of the link and possibly a visual symbol, an indication that the link shown will open an external WAP page. The MEdial Mall client will close when this link is selected. Please refer to the page details table for exact titles and order.
- F. EXTERNAL CLIENT LINK**
This link treatment is used for other AT&T client applications. The element consists of the link and possibly a visual symbol, an indication that the link shown will open another application. The MEdial Mall client will close when this link is selected. When this item is in focus, the promo element (G) will alert the user that the link in focus will open a WAP page and close the client. Please refer to the page details table for exact titles and order.
- G. DYNAMIC PROMO**
This element includes a pre-loaded promotional graphic with its related item title and meta-data. The element changes based on which product type link (D) or external WAP link (E) is in focus. As the user presses down between product types, the dynamic promo follows to the right of the selected Product Type.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

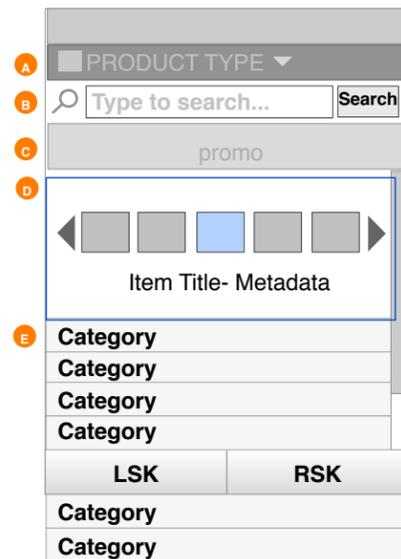
Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up. If moving to a Product Type, the dynamic promo is exposed. If focus is currently on the dynamic promo, focus remains on the promo as it moves to the newly targeted Product Type.
RHK	Move Focus Right
BHK	Move Focus Down. If moving to a Product Type, the dynamic promo is exposed. If focus is currently on the dynamic promo, focus remains on the promo as it moves to the newly targeted Product Type.
LHK	Move Focus Left
TEXT	Moves Focus to the Search field (D) and displays inputted text. Text insert will begin the interaction flow documented in 4.2.1.

Page Details Table

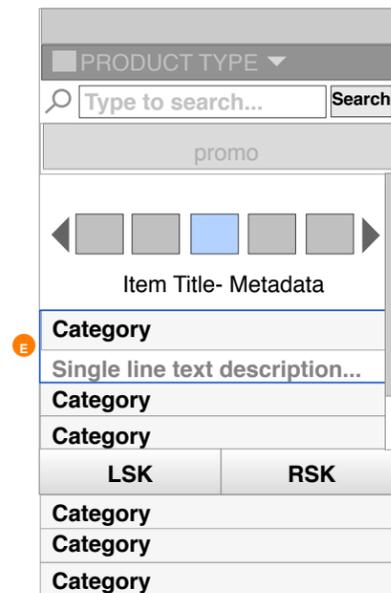
Element	Name
PAGE TITLE	MEdia Mall Home
PRODUCT TYPE	Ringtones Games Cool Tools/Apps Color Graphics Videos Fun Packs Themes
EXTERNAL WAP LINK	Answer Tones Multimedia Store
EXTERNAL CLIENT LINK	MEdia Net Home - This should be WAP for phones that don't have M4 and Client for phones that support M4/PhoneTop.
DEFAULT FOCUS	Focus should default to first product in list.

5.1.0 - Product Type

Product Type (Default Focus)



Non-Carousel Focus



Annotations

- A. PAGE TITLE DROP-DOWN**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B. SEARCH MODULE**
Refer to Search Module Template 6.2.0.
- C. PROMO BANNER**
Refer to Promo Module Template 6.3.0 for details.
- D. PROMO CAROUSEL**
Refer to Carousel Module Template 6.4.0 for details. Refer to the page details table for carousel content values by product type.
- E. CATEGORY**
Category Items link to Category template pages. All category items on Product Type template pages are at the same hierarchical level. Focus expands to two lines when a category is in focus. The entire category region is selectable.

For Collections, if there are less than 3 collections, display each as its own category. If there are 3 or more, display a single category titled "Browse Collections" that leads to a Category page (5.2.0) with a pagination module.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

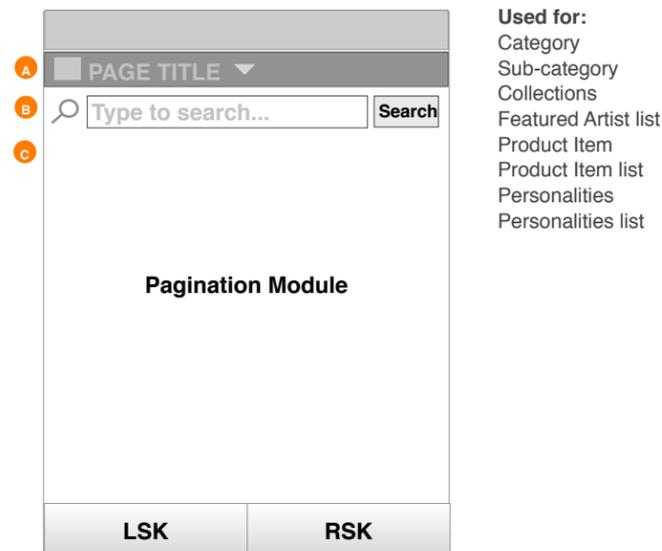
Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between modules; modules expand when in focus with the exception of the carousel module (D); Focus does not loop
RHK	Move Focus Right (looping focus) when within a carousel module (D); otherwise no effect. See carousel documentation for full details.
BHK	Move Focus Down between modules; Focus does not loop
LHK	Move Focus Left (looping focus) when within a carousel module (D); otherwise no effect. See carousel documentation for full details.
TEXT	Moves Focus to the Search field (C) and displays inputted text. Text insert will begin the interaction flow documented in 4.2.1.

Page Details Table

Element	Name
PAGE TITLE	Title = [Current Product Type Category] including: Ringtones Videos Games Fun Packs Cool Tools/Apps Themes Color Graphics
CAROUSEL	All product types: Promotional titles specific to the product type; Minimum Titles: 7, Maximum: 10; Merchandising Managers can decide which promotional category to pull titles from (i.e. Most Popular, Featured, What's Hot, etc.). There will still be a category link listed within module E regardless of which promotional category the titles are pulled from. Merchandising Managers should choose which titles are chosen as to limit redundancy with the Category pages.
CATEGORY	Ringtones: Most Popular, Weekly New Arrivals, Featured Artists, What's Hot, Browse All Personalities, Browse All Collections, Browse All Genres Games: Most Popular, Weekly New Arrivals, Featured Picks, Free This Week, Browse All Collections, Browse All Categories Cool Tools/Apps: Most Popular, Weekly New Arrivals, Featured Picks, Free This Month, Browse All Collections, Browse All Categories Color Graphics: Most Popular, Weekly New Arrivals, What's Hot, Browse All Collections, Browse All Categories Videos: Most Popular, Weekly New Arrivals, What's Hot, Featured Artists, Browse All Collections, Browse All Comedy Genres, Browse All TV/Movie Genres, Browse All Music Video Genres Fun Packs: Most Popular, Weekly New Arrivals, Browse All Categories Themes: Most Popular, Weekly New Arrivals, Featured Picks, Browse All Collections, Browse All Categories
DEFAULT FOCUS	Focus should default to middle item in the carousel.

5.2.0 - Category



Used for:
 Category
 Sub-category
 Collections
 Featured Artist list
 Product Item
 Product Item list
 Personalities
 Personalities list

Annotations

- A. PAGE TITLE DROP-DOWN**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B. SEARCH MODULE**
Refer to Search Module Template 6.2.0.
- C. PAGINATION MODULE**
Refer to Pagination Module Template 6.5.0 for details. For more information refer to the page details table.

Categories are tracked by number of clicks, and are dynamically displayed with the most frequently accessed categories at the top of the list.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

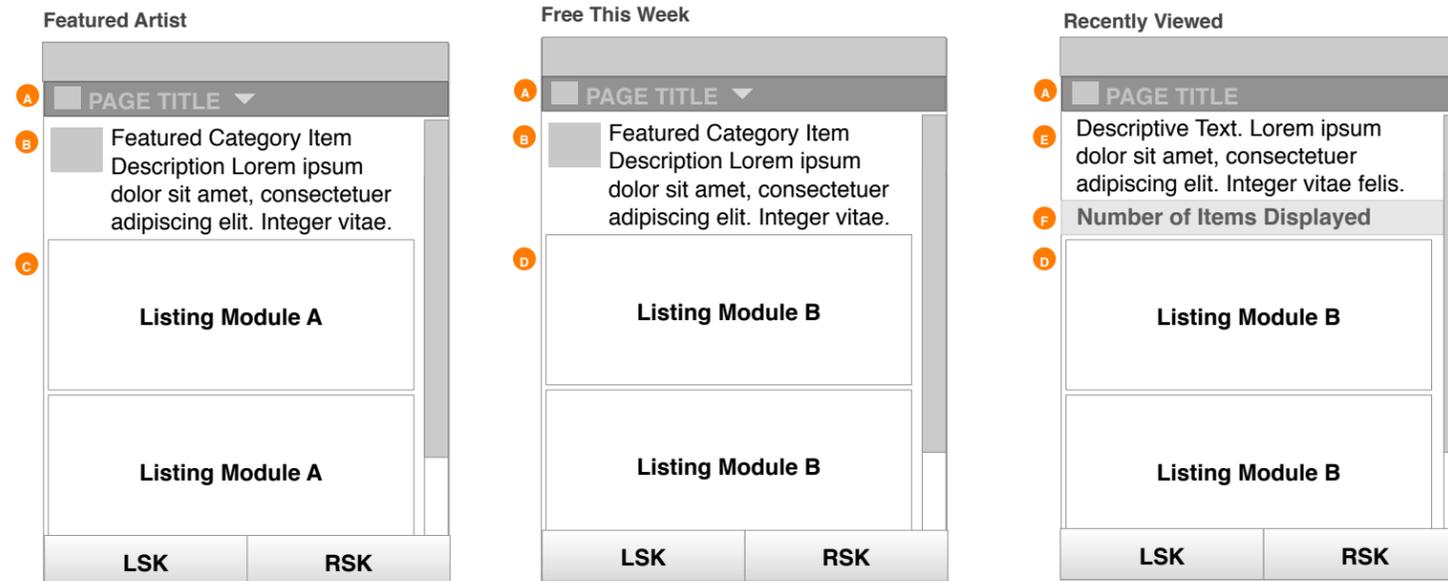
Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	Move Focus Right (Pagination Module only)
BHK	Move Focus Down
LHK	Move Focus Left (Pagination Module only)
TEXT	Moves Focus to the Search field (B) and displays inputted text. Text insert will begin the interaction flow documented in 4.2.1.

Page Details Table

Element	Name
PAGE TITLE	[Product Type Category]: Refer to taxonomy documentation
SUB-CATEGORY	Refer to taxonomy documentation
PRODUCT TYPE ITEM	Refer to taxonomy documentation
METADATA	The metadata appearing in the second line of each product type is as follows: Ringtones: Artist Games: First line of description Cool Tools/Apps: First line of description Color Graphics: First line of description Videos: First line of description Fun Packs: First line of description Themes: First line of description
DEFAULT FOCUS	Focus should default to first item in the Pagination Module list.

5.2.1 - Category with Subgroupings



Annotations

- A. PAGE TITLE DROP-DOWN**
Refer to Page Title Module Template 6.1.0 and the Page Details table.
- B. FEATURED DESCRIPTION**
This module has featured copy and a thumbnail image as available. Featured copy should be limited to a length which allows a portion of the second Listing Module to be visible on the screen on page load.
- C. LISTING MODULE A**
Refer to Listing Module Template A 6.6.0 for details. The number of listing modules displayed depends on how many product types are available for the feature category item.
- D. LISTING MODULE B**
Refer to Listing Module Template B 6.7.0 for details. The number of listing modules displayed depends on how many product types are available for the feature category item.
- E. DESCRIPTIVE COPY**
Descriptive copy will be displayed here.
- F. NUMBER OF ITEMS DISPLAYED**
This line informs the user of the number of items that will be displayed on this page (the total number of items in all listing modules). This line does not take focus. Refer to page details table for exact restriction.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

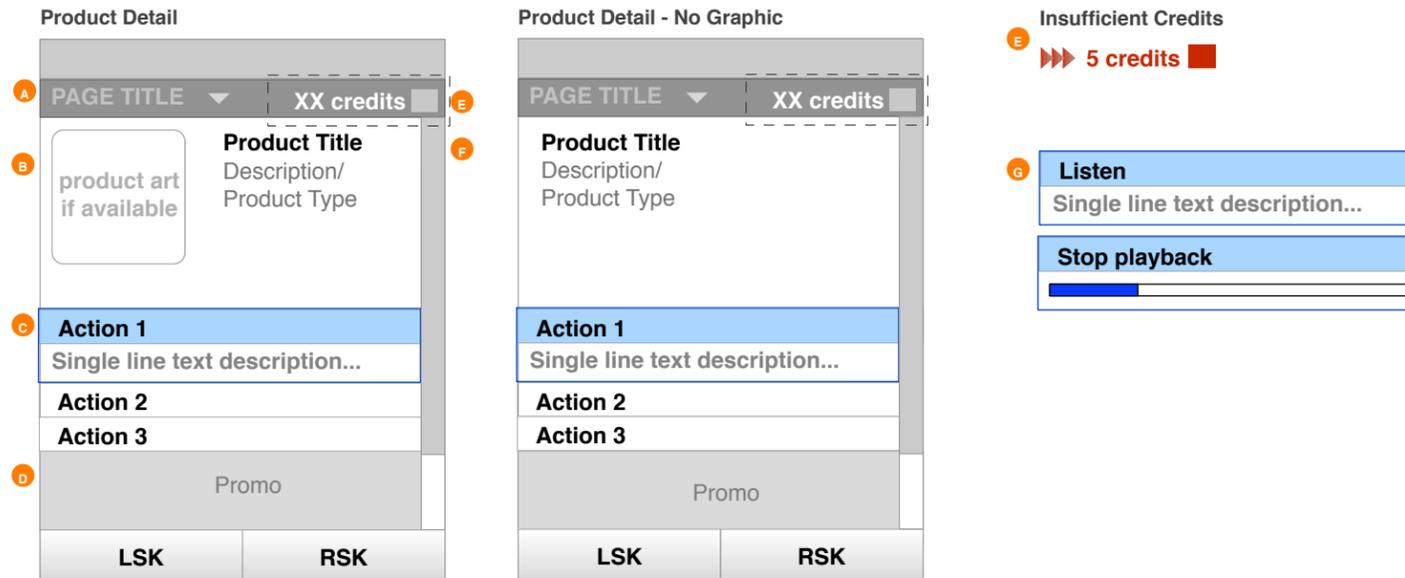
Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between elements of listing modules
RHK	Move Focus Right
BHK	Move Focus Down between elements of listing modules
LHK	Move Focus Left
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	Featured Artist Free This Week Recently Viewed
NUMBER OF ITEMS DISPLAYED	Recently Viewed lists will display up to the last 30 items viewed. Text will read: "Last [n] items viewed" where n is the number of items in the list.
DEFAULT FOCUS	Focus should default to the first linked item in the first listing module.

5.3.0 - Product Detail



- A. PAGE TITLE DROP-DOWN**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B. PRODUCT ART**
If product art is available, it appears next to the product title and related info.
- C. ACTION**
If the user owns/subscribes to the product, the options displayed are account management related. Otherwise buy options are displayed. The options also change based on the product type due to the variation between buy vs. subscribe, My MEdia club availability, and promotion card purchase options. Refer to page details table for more information. If the Purchase Blocker is set to "On", selecting any purchase option will generate a Purchase Blocker error. Focus expands to two lines when an action is in focus. The entire action region is selectable.
- D. PROMO**
Refer to Promo Module Template 6.3.0 for details.

- E. CREDIT INFO**
The MyMEdia Club (MMC) credit status information only appears on the non-ownership view of the product details template, if the user is subscribed to MMC, and the item can be purchased using MMC credits. The exact parameters will be determined by the final functionality available in the Get Tickets API. If it is only possible to display the MMC purchase options and not the user's MMC credits, the remaining MMC credit balance will be displayed on the Thank You screen. (See template 5.6.0).

INSUFFICIENT CREDITS: If the user has less MMC credits than the credit cost of the MMC item, the credit amount will visually indicate there are insufficient credits to complete a MMC purchase.

- F. PRODUCT TITLE, DESCRIPTION, AND BILLING INFO**
The product title is displayed on both the ownership and non-ownership views. If the user is viewing the ownership view, the billing info is displayed. Otherwise product info, related meta-data is displayed. Refer to the page details template for more information.

- G. AUDIO PLAYER**
The Audio Player appears only after the user selects the Listen action for a Ringtone product. When Listen is selected, playback begins, the Action changes to "Stop playback", and the playback status replaces the single line text descriptions.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

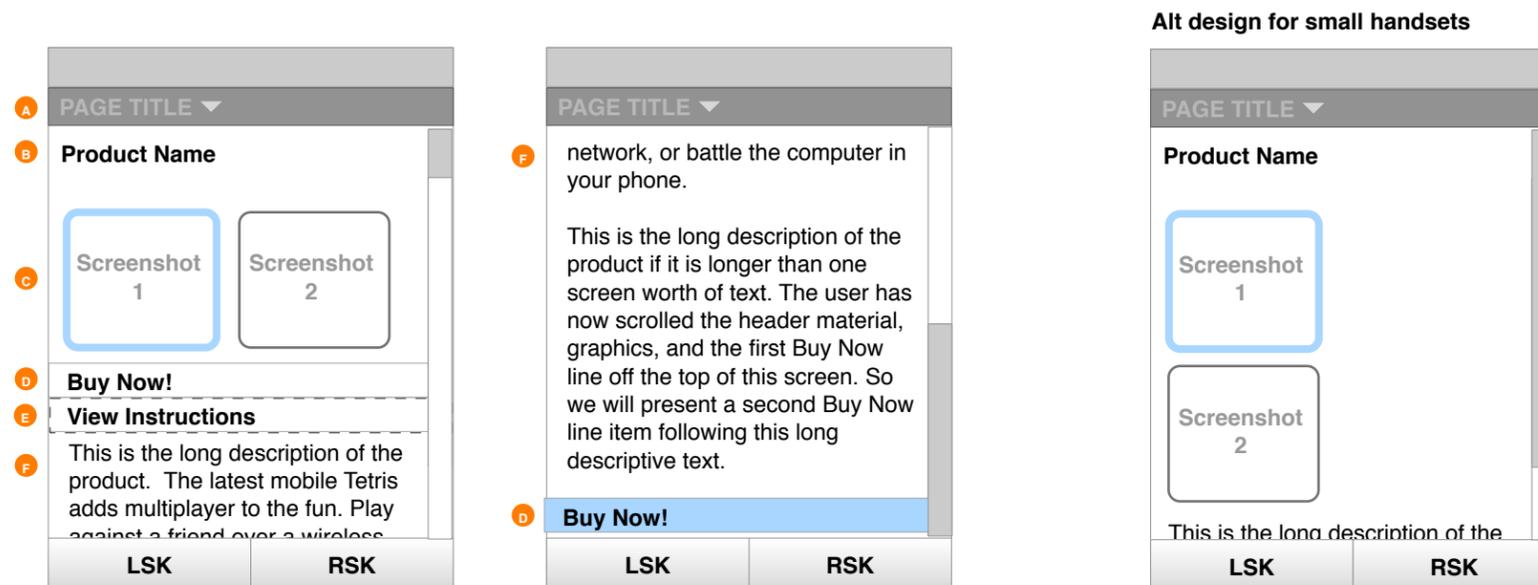
Hard Key Action Table

Navigation Key	Function
CHK	Open Selected Begin playback of audio if focus is on Listen Stop playback of audio if focus is on Stop playback
THK	Move Focus Up between action items
RHK	Move Focus Right between product details pages. Focus does not loop.
BHK	Move Focus Down between action items
LHK	Move Focus Left between product details pages. Focus does not loop.
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	[Product Type Category]: Refer to taxonomy documentation for dropdown categories.
ACTION	<p>Non-ownership view (in recommended order):</p> <ul style="list-style-type: none"> Action 1- Buy now Action 2- Preview and get more info (Games, Applications, Graphics, Themes) Listen (Ringtones, if audio is not playing) Stop playback (Ringtones, if audio is playing) * Action 2 only shown if previews available Action 3- Share with a friend <p>Ownership view (in recommended order):</p> <ul style="list-style-type: none"> Action 1- Share with a friend Action 2- Redownload (first 24 hours after purchase) Re-purchase (more than 24 hours after purchase) Action 3- Unsubscribe (subscriptions only)
PRODUCT DESCRIPTION	<p>Displays available text description and/or metadata for available product. If the description is longer than 3 lines, truncate to 3 lines ending with ellipsis. On smaller screens, the limit is 2 lines.</p> <p>For Ringtones, show Product Type "Music Tone"</p> <p>Non-ownership view: related product meta-data</p> <p>Ownership view:</p> <ul style="list-style-type: none"> Subscriptions- "Auto-renew on" + "date" (2 lines) Purchase- "Purchased on" + "date" (w lines)
DEFAULT FOCUS	Focus should default to the first Action.

5.4.0 - Product Preview



Annotations

- A PAGE TITLE DROP-DOWN**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B PRODUCT TITLE**
Product title is displayed here.
- C SCREEN SHOTS**
Up to 4 screen shot thumbnails should be displayed. Thumbnails should wrap as necessary.

Note: 60x60 graphic thumbnail should be used here.
- D BUY NOW**
Shortcut link which allows the user to go directly to the Buy Now purchase options for the product which is being previewed.

If the Buy Now link scrolls off the top of the screen because the Long Description will not fit on a single screen, a second Buy Now link will appear at the end of the Long Description.
- E VIEW INSTRUCTIONS**
The view instructions link is displayed only if instructions are available. Clicking the link opens 5.10.0.
- F LONG DESCRIPTION**
Long description of product is displayed here.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

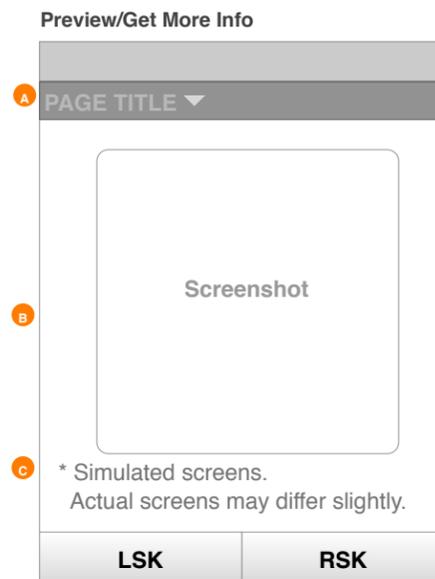
Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	Move Focus Right
BHK	If focus is on a Screenshot, move focus down to "Buy Now!"
LHK	Move Focus Left
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	[Product Type Category]: Refer to taxonomy documentation for dropdown categories.
DEFAULT FOCUS	Focus should default to the first Screenshot.

5.4.1 - Screen Shot



Annotations

- A PAGE TITLE DROP-DOWN**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B SCREEN SHOT**
Large 150x150 screen shot is displayed here.
- C IMAGE DISCLAIMER**
Since images vary between actual product and screenshots, a disclaimer appears to alert the user to this possible variance.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	No effect
THK	Move Focus Up on the product information view of the preview module if the description length is longer than one screen height; Does not loop.
RHK	Move Focus Right between product info and screenshots; Does not loop.
BHK	Move Focus Down the product information view of the preview module if the description length is longer than one screen height; Does not loop.
LHK	Move Focus Left between product info and screenshots; Does not loop.
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	[Product Type Category]: Refer to taxonomy documentation for dropdown categories.
DEFAULT FOCUS	No focus state.



5.5.0 - Buy Now

Buy Now

G Insufficient Credits
▶▶▶ 5 credits ■

A BUY NOW **XX credits** **G**

B product art if available **Product Title** Product Short Description **H**

C **Action 1** Single line text description... **Action 2** **Action 3** **Action 4**

D LSK RSK

D Use Tone Card or Promotion Code ▶

E * download charge disclaimer

F Purchase and download instructions

Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B PRODUCT ART**
If product art is available, it appears next to the product title and related info.
- C ACTION**
The options change based on the product type due to the variation between buy vs. subscribe, My Media club availability, and promotion card purchase options. Refer to page details table for more information. If the Purchase Blocker is set to "On", selecting any purchase option will generate a Purchase Blocker error. Focus expands to two lines when an action is in focus. The entire action region is selectable.
- D PROMOTIONAL CODE**
Promotional codes are only available for outright purchases for Ringtones and Graphics. Refer to the product details table for more information. Focus expands to two lines when this item is in focus. The entire action region is selectable.
- E DOWNLOAD CHARGE DISCLAIMER**
Since download charges and taxes vary by product, state of purchase, and the user's data plan, a disclaimer appears to alert the user to possible charges added to the product purchase price.

- F PURCHASE AND DOWNLOAD INSTRUCTIONS**
This copy informs the user about the steps taken to successfully complete a purchase and download.
- G CREDIT INFO**
The MyMedia Club (MMC) credit status information only appears on the non-ownership view of the product details template, if the user is subscribed to MMC, and the item can be purchased using MMC credits. The exact parameters will be determined by the final functionality available in the Get Tickets API. If it is only possible to display the MMC purchase options and not the user's MMC credits, the remaining MMC credit balance will be displayed on the Thank You screen. (See template 5.10.0).

INSUFFICIENT CREDITS: If the user has less MMC credits than the credit cost of the MMC item, the credit amount will visually indicate there are insufficient credits to complete a MMC purchase.
- H PRODUCT TITLE AND PRODUCT/BILLING INFO**
The product title and related info/meta-data is displayed.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between action items
RHK	No effect
BHK	Move Focus Down between action items
LHK	No effect
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	BUY NOW
PURCHASE AND DOWNLOAD INSTRUCTIONS	You will receive download instructions after you select a purchase option:
ACTION	<p>Action 1 (MMC member): Use MyMedia Club [X] credits (MMC purchase option)- Games, Ringtones, Videos, Graphics, Themes, non-MRC Applications</p> <p>Action 1 (not MMC member): Buy for [price] (purchase option)- Games, Ringtones, Videos, Graphics, Themes, Fun Packs</p> <p>Action 2 (MMC member): Buy for [price] (purchase option)- Games, Ringtones, Videos, Graphics, Themes, Fun Packs</p> <p>Action 2 (note MMC member): Join MyMedia Club (MMC purchase option)- Games, Ringtones, Videos, Graphics, Themes, non-MRC Applications</p> <p>Action 3: Subscribe for [price]/month (subscription option)- MRC Applications, some Games</p> <p>Action 4: Download Free Demo (free trial option) - This action only appears if a free trial is available for the product; product availability TBD</p>
PROMOTIONAL CODES	Available for Graphics and Ringtones. Descriptive Text TBD.
DOWNLOAD CHARGE DISCLAIMER	* download charges and taxes may apply
DEFAULT FOCUS	Focus should default to the first Action.



5.6.0 - Confirmation

Purchase Complete: Thank You

A	PAGE TITLE
B	Thank You! Instructive text: Lorem ipsum dolor sit amet, consectetur adipiscing elit Integer vitae felis.
C	MMC remaining credits text.
D	Continue Shopping Link
E	Return to MEdia Net Home
	Related products descriptive text.
F	Related Product Item 1
	Related Product Item 2
	Related Product Item 3
	LSK RSK
G	Promo

Annotations

- A. PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. Actual titles vary per message.
- B. TITLE AND TEXT**
Instructive title and text detailing the conf/warning/error message and telling the user what possible actions they have available to take next
- C. MMC CREDITS REMAINING TEXT**
If credit display is not possible on Product Detail and Buy Now pages (5.3.0 e, 5.5.0 g respectively), the remaining credit balance should be displayed on the Thank You page for all successful purchase transactions using MMC.
- D. CONTINUE SHOPPING LINK**
This link allows the user to a category or MEdia Mall home page after they've completed a purchase. Refer to Page Details Table for additional details.
- E. RETURN TO MEDIA NET HOME**
This link only appears if the user entered into MEdia Mall from a MEdia Net page. Selecting this link will close MEdia Mall and open the MEdia Net client.
- F. RELATED PRODUCT ITEM**
Related Product Items link to Product Detail pages. These items are all related to the item the user just completed purchasing. The logic for which items are displayed comes from the Dynamic Recommendations Engine. Focus does not expand. If an item's name and optional meta-data information is cut-off, the entire row will marquee only when in focus. Certain product types have associated exposed meta-data. See page details table for meta-data listing.
- G. PROMO**
Refer to Promo Module Template 6.3.0 for details.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	No effect
BHK	Move Focus Down
LHK	No effect
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	Purchase Complete
CONTINUE SHOPPING LINK	Return to MEdia Mall Home
META-DATA	Ringtones: Artist Name Video: Video Length
DEFAULT FOCUS	Focus should default to the first Related Product Item.



5.7.0 - MEdia Mall Account

MEdia Mall Account

	PAGE TITLE
A	Recent Purchases (#) Purchases made in the last 30 days
B	My Subscriptions (#)
C	MvMEdia Club (# credits)
D	Transaction History
E	Unsubscribe
F	Request a Refund
G	
	LSK RSK

Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B - G** For each of these items, focus expands to 2 lines to display 1 line of descriptive text, truncated if necessary. The entire action region is selectable.
- B RECENT PURCHASES**
Selecting this item displays the Recent Purchases screen (template 4.4.1). The number displayed to the right is the number of recent purchases that are viewable within Recent Purchases.
- C MY SUBSCRIPTIONS**
Select this item displays the My Subscriptions screen (template 4.4.2). The number displayed to the right is the number of subscriptions viewable within My Subscriptions.

- D MY MEDIA CLUB**
Subscribed state: if user is currently subscribed to MyMEdia Club, the label "My MEdia Club" is used, followed by the number of credits currently associated with the subscription. Expiration date is displayed below.
Non-subscribed state: if user is not currently subscribed to MyMEdia Club, an alternate option will be displayed: "Join MyMEdia Club". In this case, the subscribe to MMC flow will... (flow 4.4.8)
- E TRANSACTION HISTORY**
Selecting this item displays the Transaction History screen (template 4.4.9).
- F UNSUBSCRIBE**
Selecting this item displays the Unsubscribe screen.
- G REQUEST A REFUND**
Selecting this item displays the Request Refund screen (template 4.4.10).

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

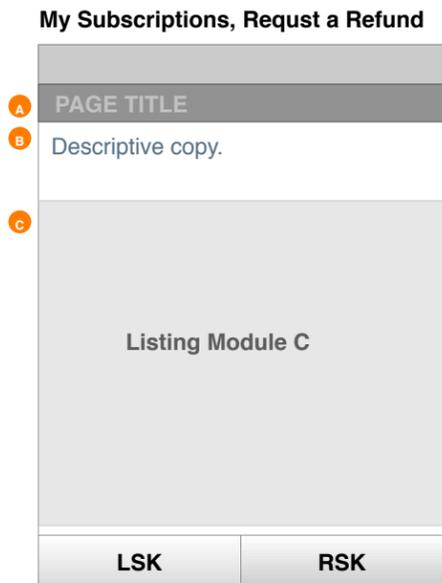
Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	Move Focus Right
BHK	Move Focus Down
LHK	Move Focus Left
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	MEdia Mall Account
CATEGORY TEXT SUGGESTIONS (Exact copy TBD)	<p>Recent Purchases Outright purchases within 24 hours can be redownloaded without repurchasing.</p> <p>My Subscriptions Active subscription info including monthly charges and redownload links.</p> <p>My MEdia Club Billing cycle renews on the x date of every month. Your credits expire on 8/28.</p> <p>Transaction History Billing record of your transactions.</p> <p>Unsubscribe This link will open an external WAP session</p> <p>Request a Refund This link will open an external WAP session</p>
DEFAULT FOCUS	Focus should default to Recent Purchases.



5.7.1 - Subscriptions



Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B DESCRIPTIVE COPY**
Descriptive copy will be displayed here. Exact copy depends on screen type. See Page Details table for examples.
- C LISTING MODULE C**
These pages use Listing Module C 6.8.0 for displaying lists of 2-line elements.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	Move Focus Right
BHK	Move Focus Down
LHK	Move Focus Left
TEXT	No effect

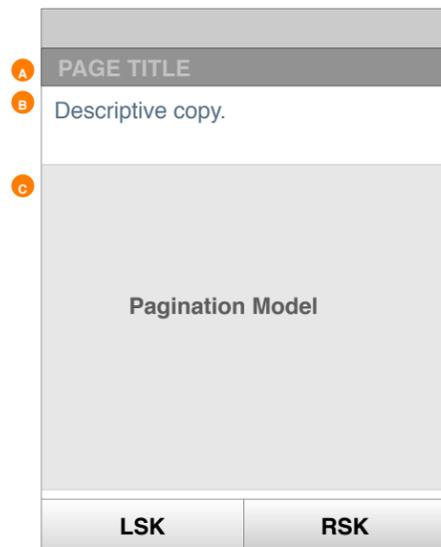
Page Details Table

Element	Name
PAGE TITLE	My Subscriptions Request a Refund
DESCRIPTIVE COPY	Descriptive copy is dependent on screen type. My Subscriptions: Select an item to Share with a Friend, redownload and more. Request a Refund: Select an item for which you would like a refund.
LIST ITEMS	List item content is specific to product purchase type such as subscription or purchase. Purchased items should be displayed as follows: Line 1: Product name - Product type Line 2: Purchase date - Price Subscribed items should be displayed as follows: Line 1: Product name - Product type Line 2: Purchase date - Subscription Price
DEFAULT FOCUS	Focus should default to first product in list. Focus may be moved up to access link.



5.7.2 - Transactions

Transaction History, Recent Purchases



Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B DESCRIPTIVE COPY**
Descriptive copy will be displayed here. Exact copy depends on screen type. See Page Details table for examples.
- C PAGINATION MODULE**
Refer to Pagination Module Template 6.5.0 for details. See page details table for list item content types.

Transaction history is available for the past 1 month.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

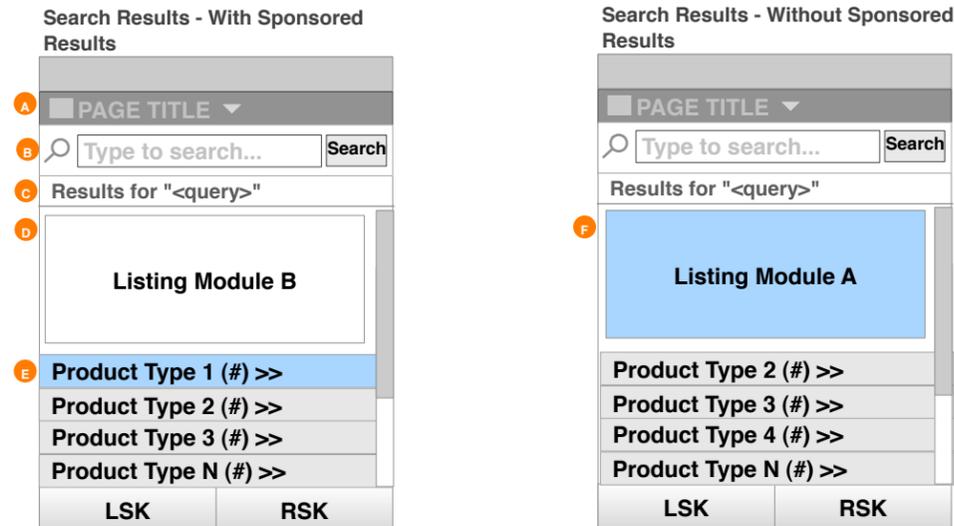
Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	Move Focus Right
BHK	Move Focus Down
LHK	Move Focus Left
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	Transaction History Recent Purchases
DESCRIPTIVE COPY	Descriptive copy is dependent on screen type. Recent Purchases: Select a recent purchase to redownload or view product information. Transaction History: TBD
LIST ITEMS	List item content is specific to product purchase type such as subscription or purchase. Purchased items should be displayed as follows: Line 1: Product name - Product type Line 2: Purchase date - Price Subscribed items should be displayed as follows: Line 1: Product name - Product type Line 2: Purchase date - Subscription Price
DEFAULT FOCUS	Focus should default to first product in list. Focus may be moved up to access link.



5.8.0 - Search Results - Global



Annotations

- A. PAGE TITLE DROP-DOWN**
Refer to Page Title Module 6.1.0 for details. For title details refer to the page details table. If there are no results found for a specific product type, that product type is not listed in "More Results" or in the drop down.
- B. SEARCH MODULE**
Refer to Search Module Template 6.2.0.
- C. RESULTS FOR <QUERY>**
Query shows the search query, concatenated appropriately based on screen size.
- D. LISTING MODULE B: SPONSORED RESULT**
Up to two sponsored results can appear for a search query. Refer to Listing Module Template B 6.7.0 for module details.

- E. MORE RESULTS**
The remaining Product Types are shown as links, displaying both the name of the Product Type and the number of results found for that Product Type. Selecting these links takes the user to a display of all search results for that Product Type. Links are only shown for Product Types that return one or more results. If there are no results found for a specific product type, that product type is not listed in "More Results" or in the drop down. These links do not expand on focus.
- F. LISTING MODULE A: PRODUCT TYPES**
The first result module will be in the style of Listing Module A. All subsequent results will follow the More Results module style (E). Refer to page details table for priority order. Refer to Listing Module Template A 6.6.0 for details. The default focus is on the first product result within this module.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between action items
RHK	No effect
BHK	Move Focus Down between action items
LHK	No effect
TEXT	Move Focus to Search Field

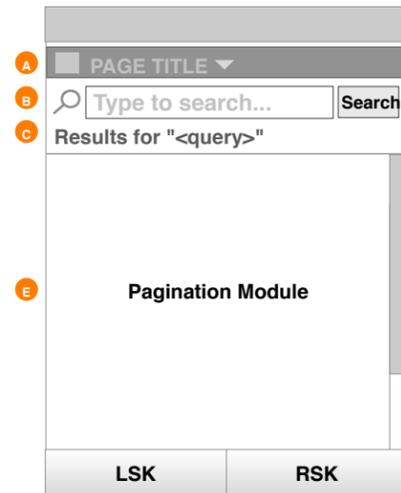
Page Details Table

Element	Name
PAGE TITLE	Search: Entire Mall
MORE RESULTS	Product Type 3-7: Other Product Type Results, as available (links)
LISTING MODULE A PRODUCT TYPE PRIORITIZATION	The first module displays the product type in an expanded module only when there are no sponsored links available. Promotions and Fun Packs top the results hierarchy if available. The rest of the hierarchy is determined by the number of results returned. The product types include: Promotions Fun Packs Ringtones Games Cool Tools/Apps Color Graphics Videos Themes
LISTING MODULE B SPONSORED LINKS	Up to two sponsored results can appear for a search query.
DEFAULT FOCUS	Focus should default to Product Type 1, regardless of whether or not there are Sponsored Results.



5.8.1 - Search Results - Product Type

Search Results - All, Without Sponsored Results



Annotations

- A PAGE TITLE DROP-DOWN**
Refer to Page Title Module 6.1.0 for details. For title details refer to the page details table.
- B SEARCH MODULE**
Refer to Search Module Template 6.2.0.
- C RESULTS FOR <QUERY>**
Query shows the search query, concatenated appropriately based on screen size.
- D PAGINATION MODULE**
Contains a list of search results for the Product Type. See 6.5.0 for module details. See Page Details Table for content details.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	Move Focus Right
BHK	Move Focus Down
LHK	Move Focus Left
TEXT	Move Focus to Search Field

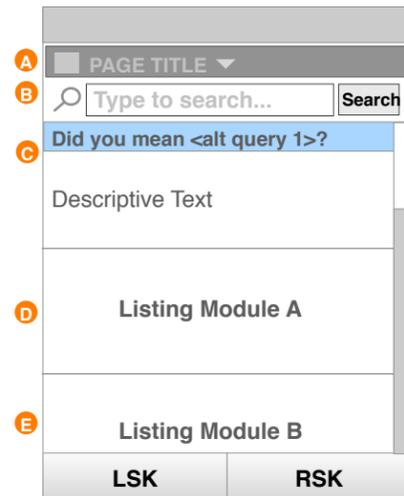
Page Details Table

Element	Name
PAGE TITLE	Ringtones Games Cool Tools/Apps Color Graphics Videos Fun Packs Themes
DEFAULT FOCUS	Focus should default to the first item in the Pagination Module.

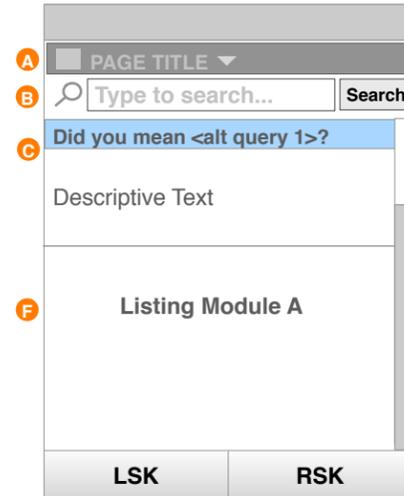


5.8.2 - Search Results - No Results Found

No Results Found - Global Search



No Results Found - Product Type Search



Annotations

- A. PAGE TITLE DROP-DOWN**
Refer to Page Title Module 6.1.0 for details. For title details refer to the page details table.
- B. SEARCH MODULE**
Refer to Search Module Template 6.2.0.
- C. DID YOU MEAN...**
Offers up an alternate query which assist in bringing the user towards the original intended query. Selecting this link initiates a new search with the described alternate query. Default focus is on the first alternate query.
- D. POPULAR SEARCH TERMS**
Listing Module A 6.6.0 containing popular search terms.
- E. POPULAR COLLECTIONS**
Listing Module B 6.7.0 containing popular collections.
- F. POPULAR <PRODUCT TYPE>**
Listing Module A 6.6.0 with a list of popular items within the product type of the search.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between action items
RHK	No effect
BHK	Move Focus Down between action items
LHK	No effect
TEXT	Move Focus to Search Field

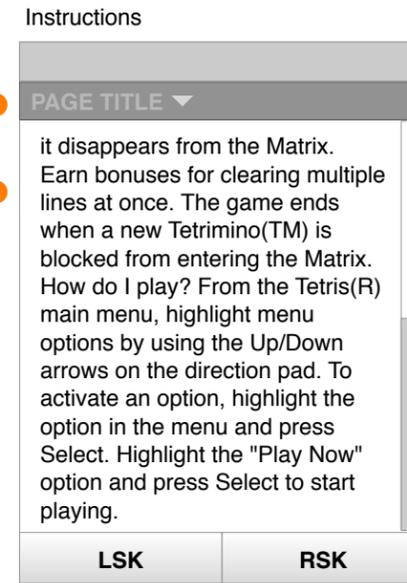
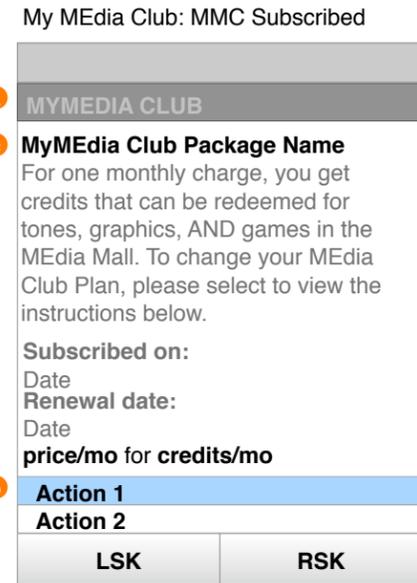
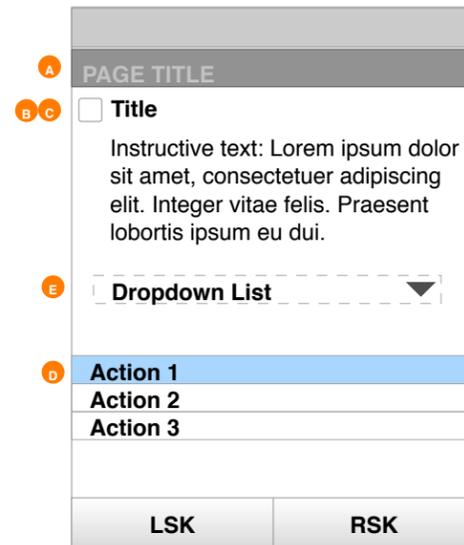
Page Details Table

Element	Name
PAGE TITLE	Search: Entire Mall Ringtones Games Cool Tools/Apps Color Graphics Videos Fun Packs Themes
DID YOU MEAN <ALT QUERY>	Query contains alternate search keywords that closely match the spelling of the original query.
DESCRIPTIVE TEXT	"Sorry, your search query "<query>" returned no results. Enter another query or check out some of our recommendations below." <query> is the original search query entered by the user.
DEFAULT FOCUS	Focus should default to Did you mean...



5.10.0 - Additional Information

Warning (Full Screen)- slow down process and encourage users to read associated actions.



Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. Actual titles vary per message.
- B ICON**
If an icon is available, it appears next to the title.
- C TITLE AND TEXT**
Instructive title and text detailing the message and telling the user what possible actions they have available to take next. The title may be "Warning" or "Success!" or other descriptive phrase.
- D ACTION**
The number and type of actions change depending on the message. See Page Details for actions for specific messages.
- E DROPDOWN LIST**
Provides a single selection list of choices. See Page Details for list items used for Unsubscribe Success.

- F PAGE TITLE DROP-DOWN**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- G INSTRUCTIONAL DESCRIPTION**
Instructional description of product is displayed here if it is available.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between action items
RHK	No effect
BHK	Move Focus Down between action items or drop down options if selected
LHK	No effect
TEXT	No effect

Page Details Table

Element	Name
HIGH DATA FLAGGED WARNING	Action 1: Continue with your purchase Action 2: Return to product details Action 3: Return to MEdia Mall Home
HIGH DATA UNFLAGGED WARNING	Action 1: Return to product details Action 2: Return to MEdia Mall Home
DOWNLOAD CHARGE DISCLAIMER	Action 1: Buy again Action 2: Go to MEdia Mall Account Home Action 3: Return to MEdia Mall Home
WELCOME BACK	Action 1: Update subscriptions now Action 2: Update subscription lates
PURCHASE BLOCKER	Unable to complete the transaction because your Purchase Blocker setting is ON Action 1: Change Purchase Blocker Settings (links to M4 Parental Controls Settings) Action 2: Return to product details
INSUFFICIENT CREDITS	Action 1: Upgrade MyMEdia Club plan Action 2: Return to product details
MMC SUBSCRIBED	Action 1: Share with a Friend Action 2: Unsubscribe
UNSUBSCRIBE SUCCESS	Action 1: Return to MEdia Mall Home Action 2: Return to Cool Tools / Apps Dropdown List label: Choose one Dropdown List items: Too expensive Do not remember purchasing Had technical issues Duplicate subscription/purchase Did not meet expectations Did not use Other Reasons for unsubscribing will be rotated randomly on each unsubscribe attempt to ensure each item has the same likelihood of being selected.
DEFAULT FOCUS	Focus should default to the first Action. If a Dropdown List is present, it takes default focus instead of the first Action.



5.10.1 - Confirm Action Overlay

Confirm Action (Overlay)

Used by:
Unsubscribe

Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. Actual titles vary per message.
- B ICON**
If warning/error icon is available, it appears next to the title.
- C TITLE AND TEXT**
Instructive title and text detailing the conf/warning/error message and telling the user what possible actions they have available to take next

Soft Key Action Table

Navigation Key	Function
LSK	NO. Decline action, remove overlay and return to Previous Screen.
RSK	YES. Confirm action, remove the overlay and go to next step in the flow.

Hard Key Action Table

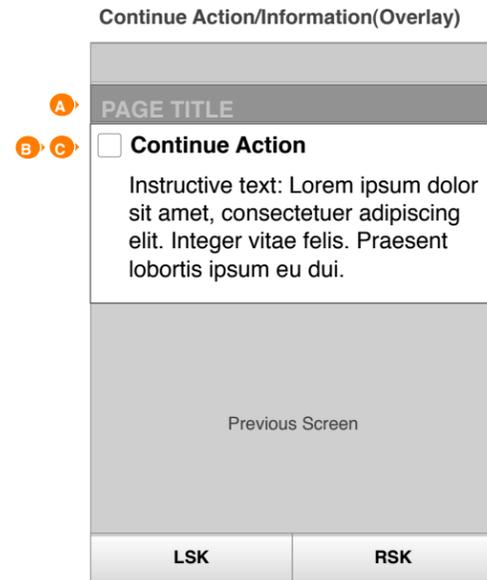
Navigation Key	Function
CHK	No effect
THK	No effect
RHK	No effect
BHK	No effect
LHK	No effect
TEXT	No effect

Page Details Table

Element	Name
DEFAULT FOCUS	No Focus



5.10.2 - Continue Action Overlay



Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. Actual titles vary per message.
- B ICON**
If warning/error icon is available, it appears next to the title.
- C TITLE AND TEXT**
Instructive title and text detailing the conf/warning/error message and telling the user what pressing RSK will do.

Soft Key Action Table

Navigation Key	Function
LSK	No LSK label. No effect
RSK	OK. Confirm action, remove the overlay and go to next step in the flow.

Hard Key Action Table

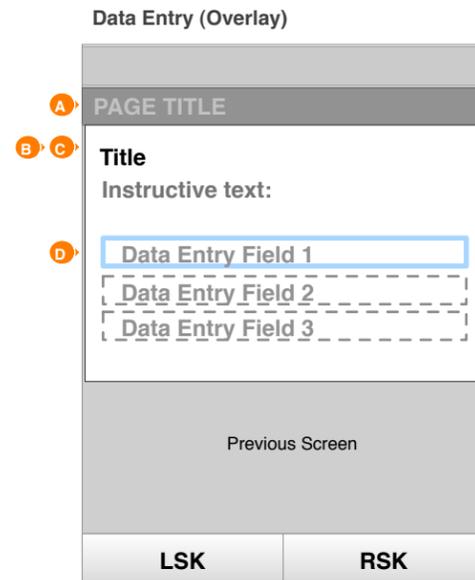
Navigation Key	Function
CHK	No effect
THK	No effect
RHK	No effect
BHK	No effect
LHK	No effect
TEXT	No effect

Page Details Table

Element	Name
TIMEOUT	If there is no user action within the designated timeout length of time, the overlay is removed and continue to the next step in the flow.
NON-USER INITIATED INTERRUPT	Text ends with: Press OK to Return to MEdia Mall Home
JOIN MMC CONFIRMATION	Text ends with: Press OK to Continue Shopping
DEFAULT FOCUS	No Focus



5.10.3 - Data Entry Overlay



Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. Actual titles vary per message.
- B ICON**
If warning/error icon is available, it appears next to the title.
- C TITLE AND TEXT**
Instructive title and text detailing the conf/warning/error message and telling the user what possible actions they have available to take next
- D DATA ENTRY FIELD**
Field for entering data by using the keypad. The instance used by Add a Friend may have multiple Data Entry Fields. Other instance have only one.

Soft Key Action Table

Navigation Key	Function
LSK	CANCEL. No data is saved, remove overlay and return to the Previous Screen.
RSK	OK. Save the entered data, remove the overlay, and continue.

Hard Key Action Table

Navigation Key	Function
CHK	No effect
THK	Move Focus Up if there are multiple data entry fields
RHK	No effect
BHK	Move Focus Down if there are multiple data entry fields
LHK	No effect
TEXT	Text input

Page Details Table

Element	Name
Share with a Friend NON-AT&T SUBSCRIBER	Title: Enter Number Text: Please enter up to 5 AT&T mobile numbers, and then press "Done"
PROMOTIONAL CODES	Title: Enter Code Text: Enter a new promotional code
DEFAULT FOCUS	Focus should default to the first data entry field.



5.11.0 - MMC Upsell

Buy Now

A	PAGE TITLE
B	Instructive Title Instructive text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vitae felis.
C	Option 1 Options details
	Option 2 Options details
	Option 3 Options details
D	Related Link 1 Related Link 2
E	Disclaimer text.
	LSK RSK

Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. Actual titles vary by page instance.
- B TITLE AND TEXT**
Instructive title and text detailing what possible actions are available.
- C OPTION**
The options change based on the package offering. All options should be related and listed in a hierarchical order.
- D RELATED LINK**
This treatment is for information related to the package options, providing supplemental information only.

- E DISCLAIMER**
This space is used for any related package or purchase disclaimers.

Soft Key Action Table

Navigation Key	Function
LSK	Options
RSK	Back (if there is no previous page, Back will close the client)

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between options and links
RHK	No effect
BHK	Move Focus Down between options and links
LHK	No effect
TEXT	No effect

Page Details Table

Element	Name
OPTIONS	Descriptive copy is dependent on available options.
DEFAULT FOCUS	Focus should default to Option 1.



5.12.0 - Share with a Friend

(1) Share with a Friend

(2) Share with a Friend - Edit

(3) Share with a Friend - Text Message

Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B DESCRIPTIVE COPY**
Descriptive copy will be displayed here.
- C ADD FROM ADDRESS BOOK**
CHK displays a Multiple Selection List 5.14.0 of address book entries.
- D ENTER NUMBER**
CHK display a Data Entry Overlay 5.10.3 with x data entry fields where x is 5 - [current length of Recipient Queue].
- E RECIPIENT QUEUE**
If names have been added by the user, they are queued up here. The Recipient Queue can have a combined total of 5 names or numbers. If the queue is empty, this does not appear on screen.
- F IN-FOCUS RECIPIENT**
CHK on a name displays a Multiple Selection List 5.14.0 of address book entries with the selected name in focus.
- G TEXT MESSAGE**
CHK on a number displays a Data Entry Overlay 5.10.3 with the selected number in focus.
- H MEDIA TERMS OF USE**
CHK displays MEdia Terms of Use screen.

Soft Key Action Table

Navigation Key	Function
LSK	(1) and (2) Cancel : End Share with a Friend and return to originating screen. (3) Options : Presents standard text entry Options menu with the addition of Cancel
RSK	(1) and (2) Done : Finishes Add recipients and continues to Share with a Friend text message (3). (3) Send : Submits the Share with a Friend text message.

Hard Key Action Table

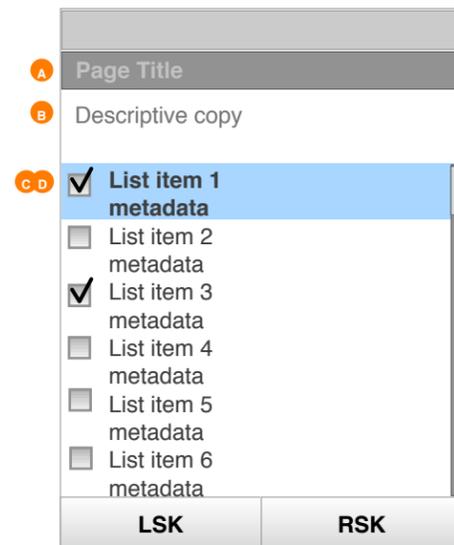
Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up
RHK	No effect
BHK	Move Focus Down
LHK	No effect
TEXT	Text entry when focus is on the Text Message area (G)

Page Details Table

Element	Name
PAGE TITLE	Share with a Friend
DEFAULT TEXT MESSAGE	I found a cool <content type> you may like.
DEFAULT FOCUS	(1) Focus should default to Add from address book. (3) Focus should default to the text entry field.



5.14.0 - Multiple Selection List



Annotations

- A PAGE TITLE**
Refer to Page Title Module Template 6.1.0 for details. For title details refer to the page details table.
- B DESCRIPTIVE COPY**
Descriptive copy will be displayed here.
- C ITEM LIST**
Displays list of entries in the Address Book.
- D CHECKBOX**
When a contacts is highlighted, the checkbox can be toggled on/off to add or remove the item from the selection set.

Soft Key Action Table

Navigation Key	Function
LSK	Cancel. Returns to previous screen.
RSK	OK. Adds checked items to the selection set.

Hard Key Action Table

Navigation Key	Function
CHK	Toggle checkbox
THK	Move Focus Up
RHK	No effect
BHK	Move Focus Down
LHK	No effect
TEXT	No effect

Page Details Table

Element	Name
PAGE TITLE	Address Book
DESCRIPTIVE COPY	Press Select to choose up to 5 AT&T contacts, and then press "Done".
ITEM LIST	<p>List of entries in the Address Book</p> <p>The first line is the contact name. The second line is the phone number.</p> <p>When the multiple selection list is used for sharing, only other AT&T mobile customers will appear in the list.</p>
DEFAULT FOCUS	Focus should default to the first list item.



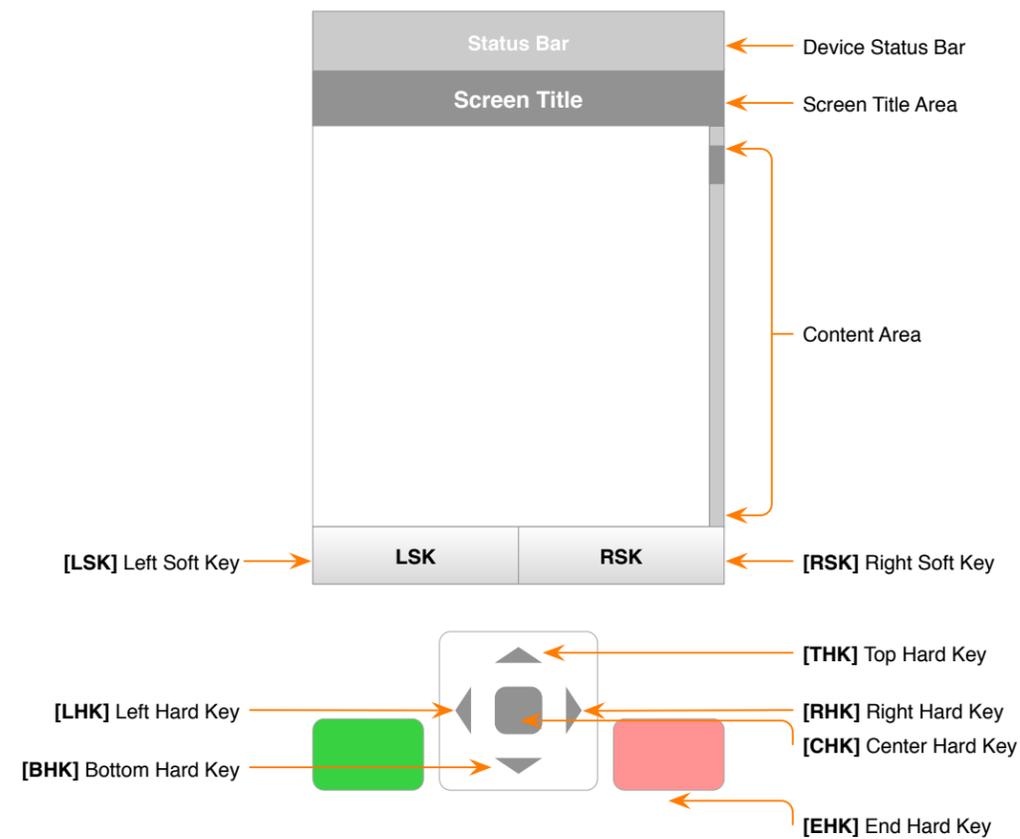
6.0 - Components & Modules

The **Components & Modules** section provides interaction details on elements that are used repeatedly throughout the MEdia Mall user experience.

6.0 Components & Modules

- 6.1.0 Page Title Module
- 6.2.0 Search Module
- 6.3.0 Promo Module
- 6.4.0 Carousel Module
- 6.5.0 Pagination Module
- 6.6.0 Listing Module A
- 6.7.0 Listing Module B
- 6.8.0 Listing Module C
- 6.9.0 Options Module

Screen Details Legend



6.1.0 - Page Title Module



Hard Key Action Table

Navigation Key	Function
CHK	Open selected for Drop Down instance
THK	Move Focus Up for Drop Down instance
RHK	No effect
BHK	Move Focus Down for Drop Down instance
LHK	No effect
TEXT	Move Focus to Search Field if available

Module Details Table

Element	Name
SEARCH PRODUCT TYPE DROP DOWN	[Product Type Category]: All Products Ringtones Games Cool Tools/Apps Color Graphics Videos Fun Packs Themes

Annotations

A. PAGE TITLE DROP-DOWN

The page title is a dynamic field displaying the name of the page the user is viewing. The drop down contains the full list of categories appearing at the same hierarchical level as the current page. Since the current page appears as the page title, it isn't listed in the drop-down.

The title layout will vary depending on final Visual Design direction.

B. STATIC PAGE TITLE

The title is the name of the page the user is viewing. The title layout will vary depending on final Visual Design direction. On some pages, such as MEdia Mall Home, no drop down is available.

C. SCROLL BAR

If the number of list items exceeds the number that can be displayed on a single screen, a scroll bar will appear for access to the entire list.

D. SEARCH DROP-DOWN

The Search title is a dynamic field displaying the name of the type of search the user is currently viewing. The drop down contains a list of product types that return results and a "Search Entire Mall" item. Since the current search type appears as the page title, it isn't listed in the drop-down.

By selecting "Search Entire Mall", the global search is initiated. By selecting "Search Product Type", the product specific search is initiated.



6.2.0 - Search Module

A Inactive Search



B Active Search



Annotations

A INACTIVE SEARCH

This element consists of a search field without any query text and an inactive search icon. Focus moves to the search field on any text input. Focus can also be moved to the search field using THK or BHK.

B ACTIVE SEARCH

This element consists of a search field containing query text and an actionable search icon, each of which can take focus. Focus moves to the search field with any text input. Focus can be moved to the search field using THK or BHK. Pressing CHK on the field or the icon will initiate the search.

Soft Key Action Table

Navigation Key	Function
LSK	[Abc] (text input change based on what's available on the native device)
RSK	Cancel

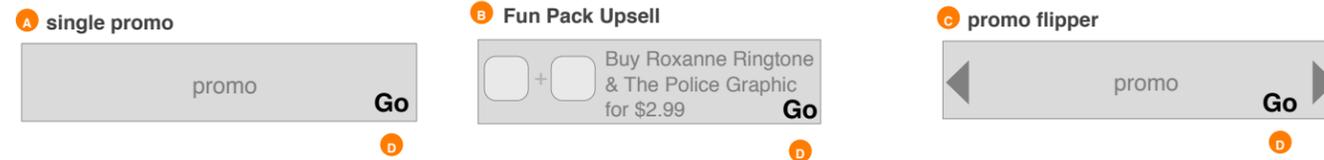
Hard Key Action Table

Navigation Key	Function
CHK	Initiates the search when focus is on the search field or the actionable search icon and there is query text.
THK	Move Focus Up
RHK	Move focus to the actionable search icon if focus is currently on the search field and there is query text.
BHK	Move Focus Down
LHK	Move focus to the search field if focus is currently on the actionable search icon.
TEXT	Move Focus to Search Field

Module Details Table

Element	Name
SEARCH FIELD	<p>Inactive Search: No query text has been entered: Type to search...</p> <p>Active Search: Query text has been entered: <Query text></p>
SEARCH BUTTON	<p>Label is Go</p> <p>Inactive Search: No query text has been entered: The button is not actionable</p> <p>Active Search: Query text has been entered: The button is actionable</p>

6.3.0 - Promo Module



Hard Key Action Table

Navigation Key	Function
CHK	Open selected promo
THK	Move Focus Up out of the Promo Module
RHK	Go to next promo in Promo Flipper
BHK	Move Focus Down out of the Promo Module
LHK	Go to previous promo in Promo Flipper
TEXT	Move Focus to Search Field if available

Annotations

- A SINGLE PROMO**
The promo has one visual asset displayed. The entire region will link to either a category or detail page depending on the promo content.
- B FUN PACK UPSELL**
A Fun Pack upsell appears mainly on product detail pages. The entire region is clickable, linking to a Fun Pack detail page.
- C PROMO FLIPPER**
The promo has up to 5 visual assets displayed one at a time. When user presses (LHK) or (RHK) while the promo flipper is in focus, they can flip through all the promotions one at a time. The entire region will link to either a category or detail page depending on the promo content.
- D CALL TO ACTION**
When a Promo Module takes focus, a call to action appears.

6.4.0 - Carousel Module

A Graphic Browse



B Non-graphic Browse



Hard Key Action Table

Navigation Key	Function
CHK	Open selected
THK	Move Focus Up out of the Carousel if in Graphic Browse or if focus is already on the topmost item.
RHK	Move focus right if in Graphic Browse
BHK	Move Focus Down out of the Carousel if in Graphic Browse or if focus is already on the bottommost item
LHK	Move focus left if in Graphic Browse
TEXT	Move Focus to Search Field if available

Annotations

A CAROUSEL

The carousel will have a fixed amount of items ranging from 10-15 total. There is no "View All" option. Focus is locked on the middle item within the carousel. As each thumbnail is brought into focus, the title of the item appears beneath it. Carousel modules do not collapse when focus moves to another module on the page. Moving up and down will switch focus between the various modules. Moving left and right will move the respective item thumbnail into focus. The primary focus is on the middle thumbnail and the secondary focus (depicted as a blue box) is on the entire expanded carousel module.

Focus stays in the center and the newest feed item is in the center, second newest item is one to the right, third newest item two to the right and so on, wrapping so that the oldest feed item is one position to the left from the initial default focus.

B NON-GRAPHIC BROWSE

When graphics are not available and for non-QVGA screen sizes, the carousel modules will need to change to a non-graphic alternative. This module only appears for 128x128 screens and may not be used at all, depending on whether or not 128x128 is supported. If present, the module contains two product links. CHK on the header links to a category page of all the featured titles. Refer to Listing Module 6.60.



6.5.0 - Pagination Module

Non-expanding list

A Z Items: Page A of B

B Item X

Item X + 1

Item X + 2

Item X + 3

Item X + 4

Item X + 5

Item X + 6

Item Y

Next Page >>

Expanding list

A Z Items: Page A of B

C Item X
metadata

Item X + 1

Item X + 2

Item Y

Next Page >>

Used by:
Category
Sub-category
City index (all of Browse by Local)

Used by:
All Product Types
Personalities
Collections list
Personalities list
Transaction History
Recent Purchases

Hard Key Action Table

Navigation Key	Function
CHK	Open Selected
THK	Move Focus Up between list items; Focus does not loop
RHK	Move Focus Right between list pages if there are 2 or more pages. Focus goes to the first item when RHK is selected from the previous item in focus.
BHK	Move Focus Down between list items; Focus does not loop
LHK	Move Focus Left between list pages if there are 2 or more pages. Focus goes to the first item when LHK is selected from the previous item in focus.
TEXT	Move Focus to Search Field if available

Annotations

A PAGING MODEL

This module leverages left/right pagination. The number of items exposed within the pagination module depends on how much room is available on the page without up/down scrolling. Z represents the total number of items found. A represents the current page number. B represents the total number of pages. X represents the list number for the first item displayed in the current page of the list. Y represents the list number for the last item displayed in the current page of the list. Long titles marquee when in focus.

If there is only one page, the left and right arrows will not appear and LHK and RHK will have no action.

B NON-EXPANDING LIST ITEM

These list items do not expanding when taking focus.

C EXPANDING LIST ITEM

Focus expands to display an additional line containing metadata if available. If the item has an associated graphic, it is also exposed on focus. If the metadata is longer than 1 line, truncate to 1 line ending with ellipsis.



6.6.0 - Listing Module A

A	Product Type (#) >>
B	Result 1
	Result 2

Hard Key Action Table

Navigation Key	Function
CHK	If focus is on a Result, displays the detail screen for the selected product. If focus is on the header, displays the full list of the available products.
THK	Move Focus Up between list items, including the header; list items marquee when in focus if needed; Focus does not loop
RHK	No effect
BHK	Move Focus Down between list items, including the header; list items marquee when in focus if needed; Focus does not loop
LHK	No effect
TEXT	Move Focus to Search Field if available

Annotations

A **HEADER - GROUPING TITLE AND NUMBER OF ITEMS DISPLAYED**

This module informs the user of the number of items that will be displayed in this module for a particular group of items. This header is actionable and when selected, links to a view of the entire listing of the group.

B **LIST ITEMS**

Focus does not expand. If an item's name and optional meta-data information is cut-off, the entire row will marquee only when in focus.

The number of items in the list is variable and is determined by the instantiation of the each Listing Module A.



6.7.0 - Listing Module B

Sub-category Listing

A	Grouping Title
B	Item 1 - Meta-data
	Item 2 - Meta-data
	Item 3 - Meta-data
	Item 4 - Meta-data
	Item 5 - Meta-data

Hard Key Action Table

Navigation Key	Function
CHK	Display the detail screen for the selected product.
THK	Move Focus Up between list items; list items marquee when in focus if needed; Focus does not loop
RHK	No effect
BHK	Move Focus Down between list items; list items marquee when in focus if needed; Focus does not loop
LHK	No effect
TEXT	Move Focus to Search Field if available

Annotations

A **GROUPING TITLE**

Instructive title detailing the group of items displayed within the module.

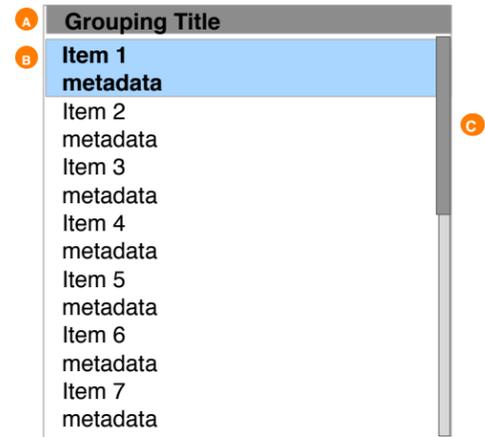
B **LIST ITEM**

Focus does not expand. If an item's name and optional meta-data information is cut-off, the entire row will marquee only when in focus.

The number of items in the list is variable and is determined by the instantiation of the each Listing Module B.



6.8.0 - Listing Module C



Hard Key Action Table

Navigation Key	Function
CHK	Open selected
THK	Move Focus Up between list items; Focus does not loop
RHK	No effect
BHK	Move Focus Down between list items; Focus does not loop
LHK	No effect
TEXT	Move Focus to Search Field if available

Annotations

- A GROUPING TITLE**
Instructive title detailing the group of items displayed within the module.
- B LIST ITEM**
Each item always has a second line containing metadata.

The number of items in the list is variable and is determined by the instantiation of the each Listing Module B.
- C SCROLL BAR**
If the number of list items exceeds the number that can be displayed on a single screen, a scroll bar will appear for access to the entire list.



6.9.0 - Options Module

MEdia Mall Home
MyMEdia Club
MEdia Mall Account
Recently Viewed
Get Alerts
Exit

Annotations

- OPTIONS MENU**
This module displays the global options menu and appears when the Option LSK is pressed. The module appears as an overlay visually associated with the Options LSK.

Soft Key Action Table

Navigation Key	Function
LSK	Closes module
RSK	Closes module

Hard Key Action Table

Navigation Key	Function
CHK	Open selected
THK	Move Focus Up between list items; Focus does not loop
RHK	No effect
BHK	Move Focus Down between list items; Focus does not loop
LHK	No effect
TEXT	Move Focus to Search Field if available

Module Details Table

Element	Name
MEdia Mall Home	Opens 5.0.0
MyMEdia Club	Opens 5.11.0
MEdia Mall Account	Opens 5.7.0
Recently Viewed	Opens 5.9.0
Get Alerts	See 4.4.13
Exit	Close client