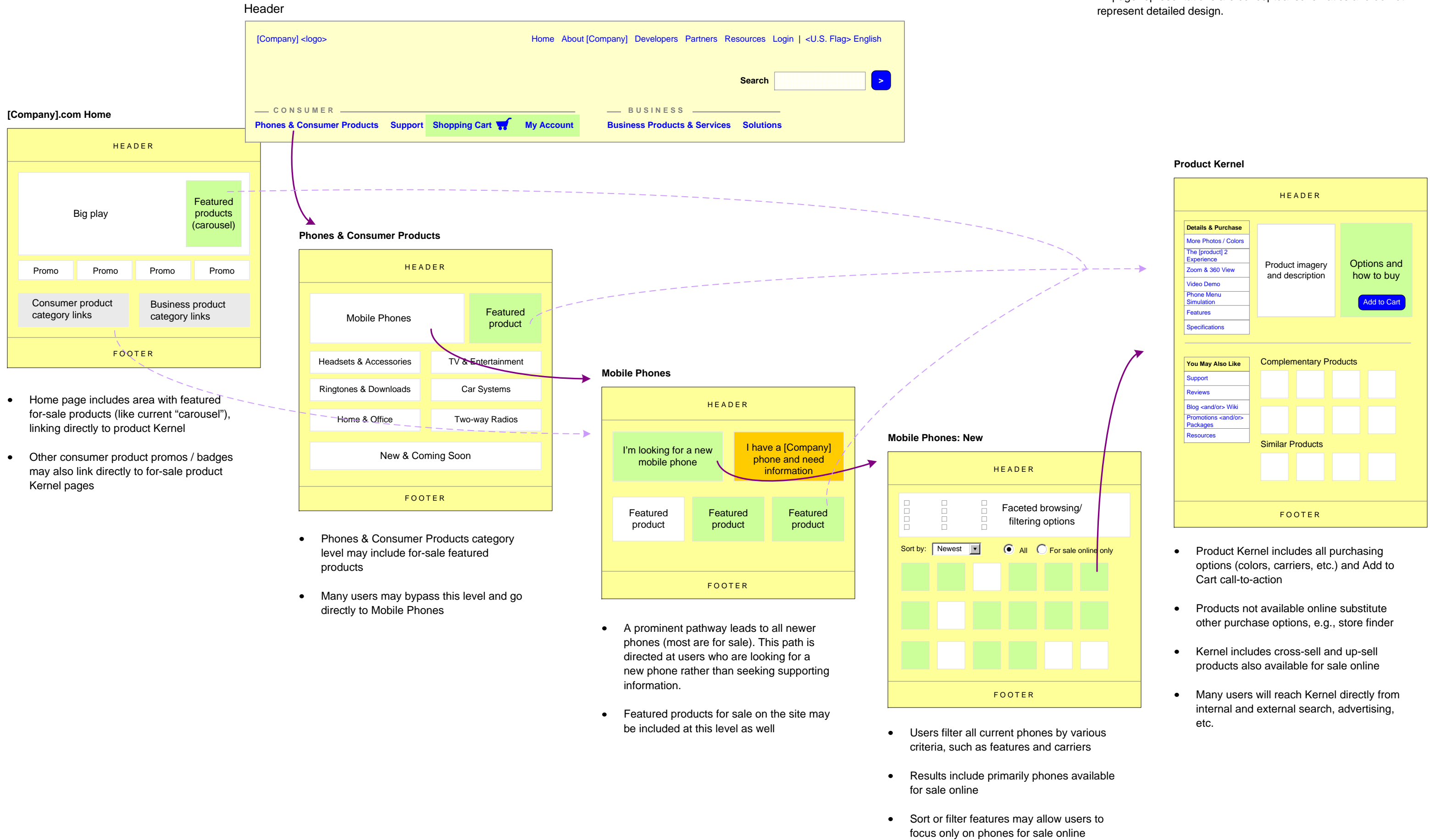


Sample Customer Flow: Mobile Phones

Green highlights indicate eCommerce-focused merchandising.

All page representations are conceptual schematics and do not represent detailed design.



- Home page includes area with featured for-sale products (like current “carousel”), linking directly to product Kernel
- Other consumer product promos / badges may also link directly to for-sale product Kernel pages

- Phones & Consumer Products category level may include for-sale featured products
- Many users may bypass this level and go directly to Mobile Phones

- A prominent pathway leads to all newer phones (most are for sale). This path is directed at users who are looking for a new phone rather than seeking supporting information.
- Featured products for sale on the site may be included at this level as well

- Users filter all current phones by various criteria, such as features and carriers
- Results include primarily phones available for sale online
- Sort or filter features may allow users to focus only on phones for sale online

- Product Kernel includes all purchasing options (colors, carriers, etc.) and Add to Cart call-to-action
- Products not available online substitute other purchase options, e.g., store finder
- Kernel includes cross-sell and up-sell products also available for sale online
- Many users will reach Kernel directly from internal and external search, advertising, etc.