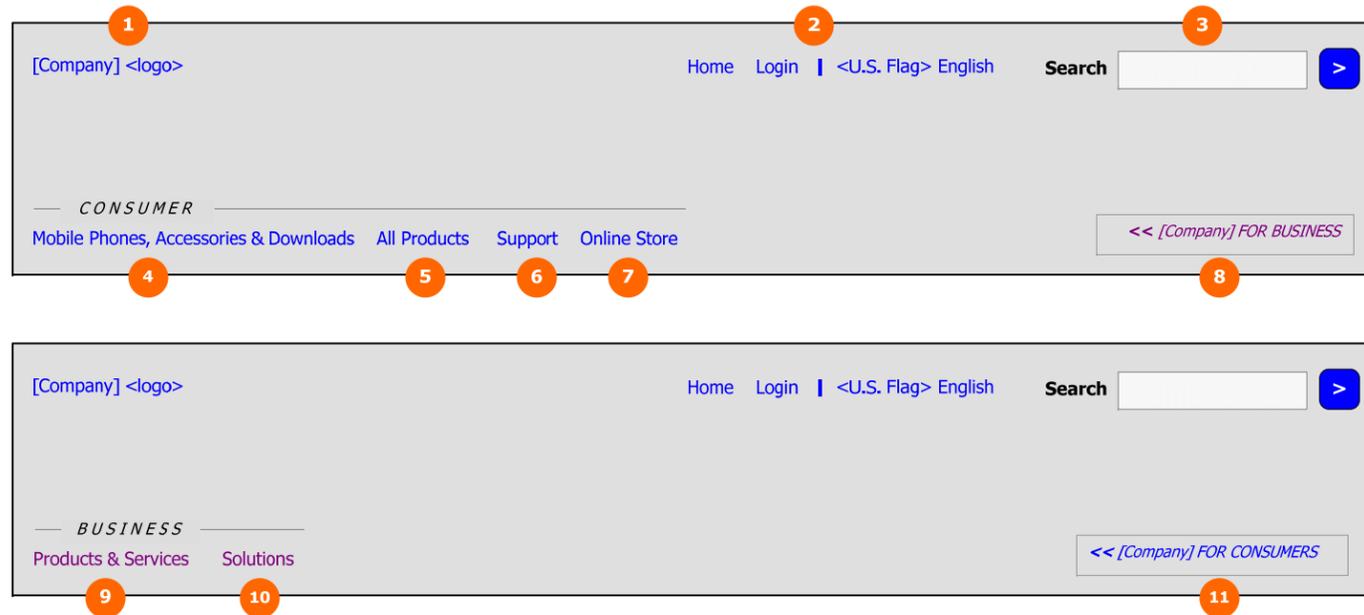
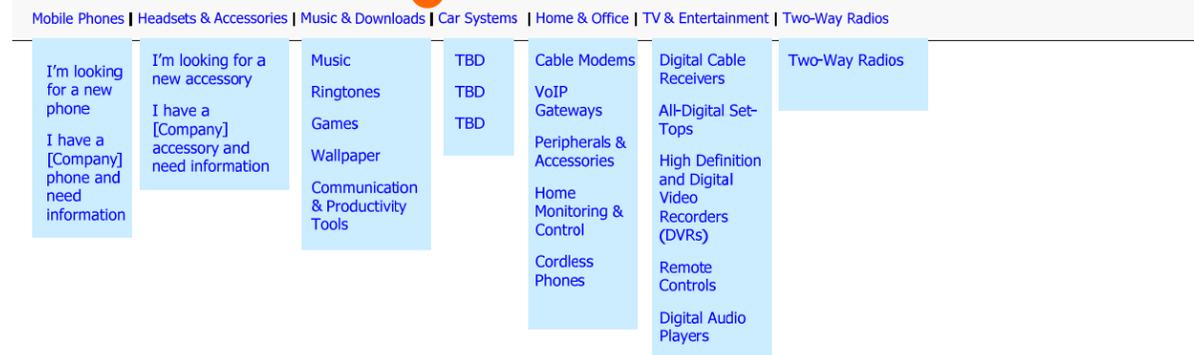
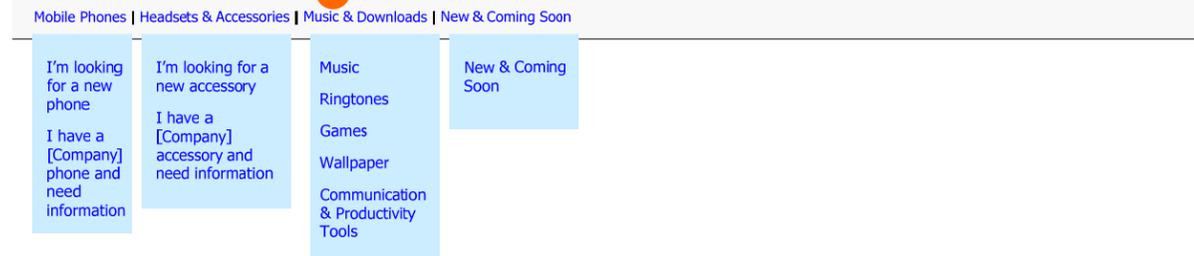


## Header



- [Company] “batwings” logo**  
Links to [Company].com Home page (relevant to user's locale)
- Super-persistent navigation**  
**Home:** Links to [Company].com Home page (relevant to user's locale)  
**Login:** This link supports all user login options, e.g., BtoB accounts such as [Company] Online (excluding eCommerce). The link goes to a Login Landing page where users choose the site to which they are logging in.  
**Flag and language display:** Shows the current locale via country flag and language. Links to County/Language selection page, where user may change settings.
- Search**  
Full-site search with text entry field and graphic submit button. Goes to Search Results page. No “Advanced Search” or other controls are displayed.  
  
[By default, the navigational links under the “Consumer” heading are displayed upon entering [Company].com.]
- Mobile Phones, Accessories & Downloads**  
Links to main “Mobile Phones, Accessories & Downloads” page.
- All Products**  
Links to main “All Consumer Products” page.
- Support**  
Grouped under “Consumer” heading. Links to main consumer “Support” page.
- Online Store**  
Where technically feasible, clicking “Online Store” displays the main page of the online store within the context of the [Company].com Header navigation. The Secondary Navigation includes tools specific to the online store, e.g., shopping cart, wish list, etc. These are examples of online store controls, which will vary according to the local online shopping solution.  
  
If the online store cannot be displayed within the framework of the [Company].com Header, the store should load into a new browser window, separate from [Company].com.  
  
**Global Variations:** Only displayed in locales with active eCommerce solution in place.
- [Company] For Business**  
When this tab/link is clicked on, the Header changes to display the links under the “Business” heading, as shown in the second illustration. If not currently on the Home page of [Company].com, goes to the Home page (or “Business” version of Home page, if available). *TBD pending Home page strategy.*  
  
[Links under “Business” heading]
- Products & Services**  
Links to main “Business Products & Services” page (not shown in this document).
- Solutions**  
Links to main “Business Solutions” page (not shown in this document).
- [Company] for Consumers**  
Returns Header to the default state as shown in the first illustration. If not currently on the Home page of [Company].com, goes to the default Home page (or “Consumer” version of Home page, if available). *TBD pending Home page strategy.*

Header: Secondary Navigation



Shopping Cart | Wish List | Login/Register | Order Support

<Sample secondary navigation—depends on specific Store execution>

1. Secondary Navigation: Mobile Phones, Accessories & Downloads

Clicking “Mobile Phones, Accessories & Downloads” goes to the main “Mobile Phones, Accessories & Downloads” page, which includes the Secondary Navigation. The Secondary Navigation remains as the user moves through the product sections, and is no longer visible only when the user moves to another major area of the site. Subcategories are:

- Mobile Phones
- Headsets & Accessories
- Music & Downloads
- New & Coming Soon

Rolling over any of the Secondary Navigation items displays a fly-out menu of next-level options, as shown. The category item in the Secondary Navigation (e.g., “Mobile Phones” can not be clicked independently; only the links in the fly-out menu can be clicked. If the Secondary Navigation category does not have subordinate sub-subcategories, the category name is repeated as the active link on rollover (e.g., “New & Coming Soon”).

2. Secondary Navigation: All Products

Clicking “All Products” goes to the main “All Products” page, which includes the Secondary Navigation. The Secondary Navigation remains as the user moves through the product sections, and is no longer visible only when the user moves to another major area of the site. Subcategories are:

- Mobile Phones
- Headsets & Accessories
- Music & Downloads
- Car Systems
- Home & Office
- TV & Entertainment
- Two-Way Radios

Rolling over any of the Secondary Navigation items displays a fly-out menu of next-level options, as shown. The category item in the Secondary Navigation (e.g., “Mobile Phones & Plans” can not be clicked independently; only the links in the fly-out menu can be clicked. If the Secondary Navigation category does not have subordinate sub-subcategories, the category name is repeated as the active link on rollover (e.g., “Two Way Radios”).

**Global Variations:** In locales where *only* products from the “Mobile Phones & Accessories” area exist, the “All Products” link is not displayed, and consequently the “All Consumer Products” page does not exist. In any locale, only the subcategories with active products are displayed.

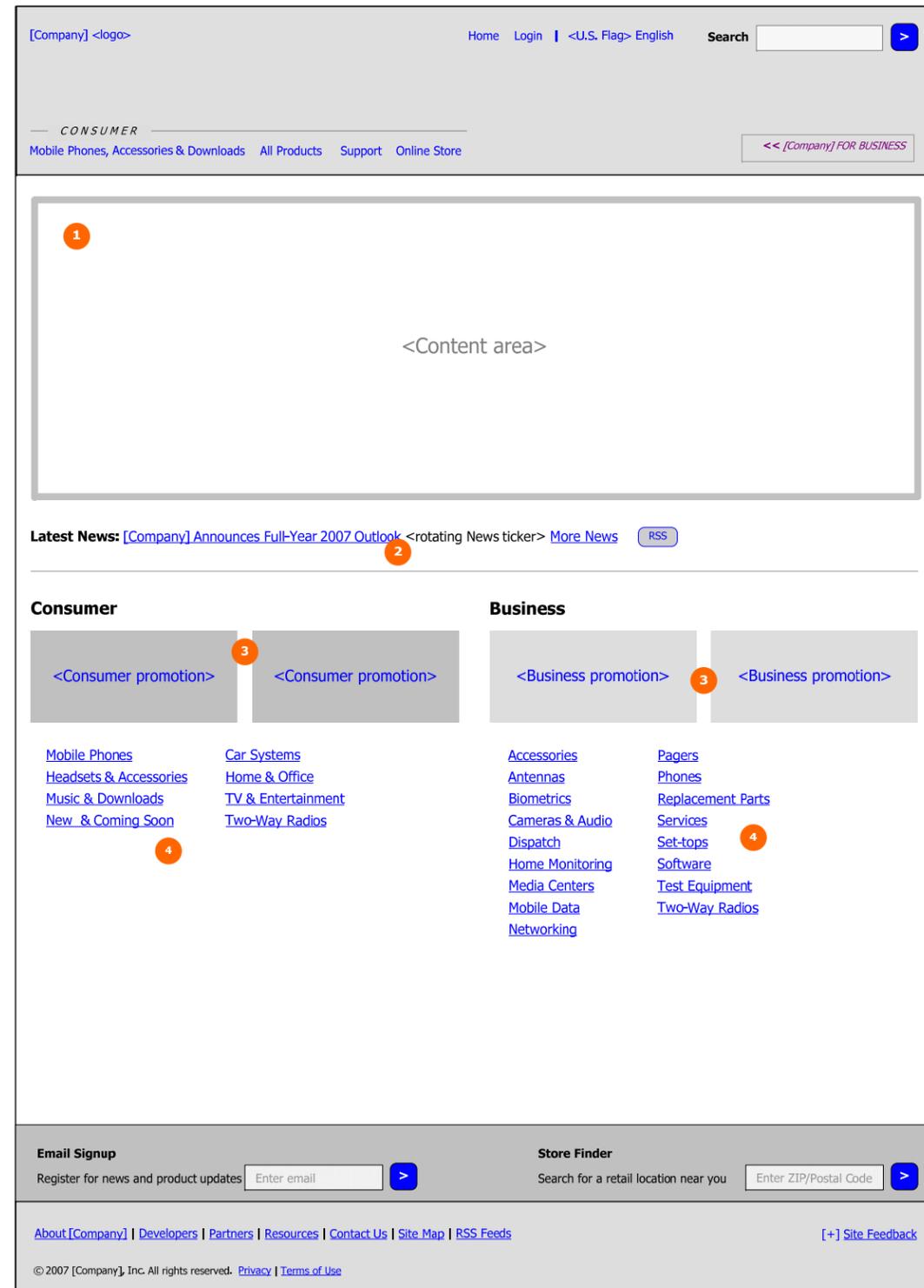
*All navigational items within the “Consumer” and “Business” areas of the Header, as well as the Secondary Navigation, are visually highlighted when the user is in that area, to show context.*

3. Secondary Navigation: Online Store

Where technically feasible, clicking “Online Store” displays the main page of the online store within the context of the [Company].com Header navigation. The Secondary Navigation includes tools specific to the online store, e.g., shopping cart, wish list, etc. These are examples of online store controls, which will vary according to the local online shopping solution.

If the online store cannot be displayed within the framework of the [Company].com Header, the store should load into a new browser window, separate from [Company].com.

Home ([Company].com)



Strategy and design of the Home page are being discussed by [Company]'s executive management. The balance of brand vs. product and consumer vs. business will be influenced by the output of these discussions. The version shown here is a recommendation on general layout and functionality.

1. Content Area

TBD

2. News Ticker

A number of news stories rotate through this area on a timed basis. Each acts as a link to the story within the "Media Center." "More News" links to the full list of current news stories in the "Media Center."

RSS Badge

Links to "[Company] RSS Feeds" page (existing) where users may subscribe to news and other feeds.

[THE LOWER PORTION OF THE PAGE IS DIVIDED INTO A CONSUMER AREA (LEFT) AND BUSINESS AREA (RIGHT). THE PAGE ELEMENTS BELOW EACH RELATE TO CONSUMERS AND BUSINESS USERS, RESPECTIVELY.]

3. Promotional Badges

Graphic promotional badges are included for both consumer and business audiences. The exact number and layout of these is TBD, pending executive discussions, etc. Each badge links to the relevant product or content within the site.

4. Subcategory Links

All subcategories (second-level) within both the consumer and business areas are displayed. Each links directly to the appropriate subcategory page.

When either Mobile Phones & Plans or Headsets & Accessories is clicked, a layer is immediately displayed presenting two options:

- I'm looking for a new <subcategory>: Links to "Current Mobile Phones" / "Current Headsets & Accessories" pages
- I have a [Company] <category> and need information: Links to "All Mobile Phones" / "All Headsets & Accessories"

**Global Variations:** In any locale, only the subcategories with active products are displayed. "& Plans" only included in locales offering phone plans on site. Otherwise label is "Mobile Phones."

Mobile Phones & Plans

- I'm looking for a new phone.
- I have a Motorola phone, and need information.

Headsets & Accessories

- Music & Downloads
- New & Coming Soon

Mobile Phones & Plans

Headsets & Accessories

- I'm looking for a new accessory.
- I have a Motorola accessory, and need information.

Music & Downloads

New & Coming Soon

Mobile Phones, Accessories & Downloads



1. Secondary (Subcategory) Navigation

When any of the consumer product categories are selected, the Secondary Navigation is displayed and remains present as long as the user is exploring that area. Within "Mobile Phones & Accessories," the links are:

- [Mobile Phones](#)
- [Headsets & Accessories](#)
- [Ringtones & Downloads](#)

Clicking on any of these links displays the fly-out menu detailed above.

**Global Variations:** Some freedom should be allowed locale-by-locale to replace these subcategories with those more appropriate to the local product mix. However, care should be taken to remain as true to this taxonomy as possible.

2. Breadcrumb Navigation

The breadcrumb consists of links that represent each level a user has traversed within the current section, always beginning with [Home](#). Links are separated by a ">" symbol. The group of links ends with the current page title, unlinked. The breadcrumb navigation represents the user's location within the general structure of the site, rather than an unlimited history of pages visited.

3. Subcategory Components

The left side of the page features an interactive component with each subcategory in the "Mobile Phones & Accessories" category. Rolling over any of these subcategories refreshes the shared promotional area in the center of the page with a promotion reflecting that category.

- [I'm looking for a new <subcategory>](#): Links to "Current Mobile Phones" / "Current Headsets & Accessories" pages
- [I have a \[Company\] <category> and need information](#): Links to "All Mobile Phones" / "All Headsets & Accessories"
- [Explore our digital products](#): Links to "Music & Downloads"
- [Music store](#): Links directly to "Music Store" within "Music & Downloads"

**Global Variations:** If a locale has developed a specialized product category or mini-site that fits into the "Mobile Phones & Accessories" realm, it may be included as a link from this page, both in the Subcategory Components and the Secondary Navigation. An example of this possibility is "[Brand] Music" in China. "& Plans" only included in locales offering phone plans on site. Otherwise label is "Mobile Phones."

4. Shared Promo Area

This promotional area in the center refreshes according to what Subcategory or Franchise is currently being rolled over. By default, the shared promo area reflects the Mobile Phones subcategory on page load. Any appropriate content may be displayed in this area, e.g., interactive demo of a featured product, etc. See diagram below.

5. Franchise Components

The right side of the page features an interactive component with each of [Company]'s Franchises. Rolling over any of these Franchises refreshes the shared promotional area in the center of the page with a promotion reflecting that Franchise. The Franchise name is always used in this context, rather than the associated "labels" such as "[MODEL]," "[MODEL]," or "[MODEL]."

Each Franchise Component includes a link to the Franchise's main page, assuming the Franchise page exists. Additionally, there may be individual product promotions, and links to product subcategories. *Franchise promotional copy in wireframes is for placeholder purposes only.*

**Global Variations:** In any locale, only those Franchises with an established product set and Franchise-specific content are displayed. If no Franchises meet these criteria, the entire Franchise portion of the page is not displayed. In these cases, the page should be designed to allow the Subcategory Components and Shared Promo Area to fit the space appropriately.

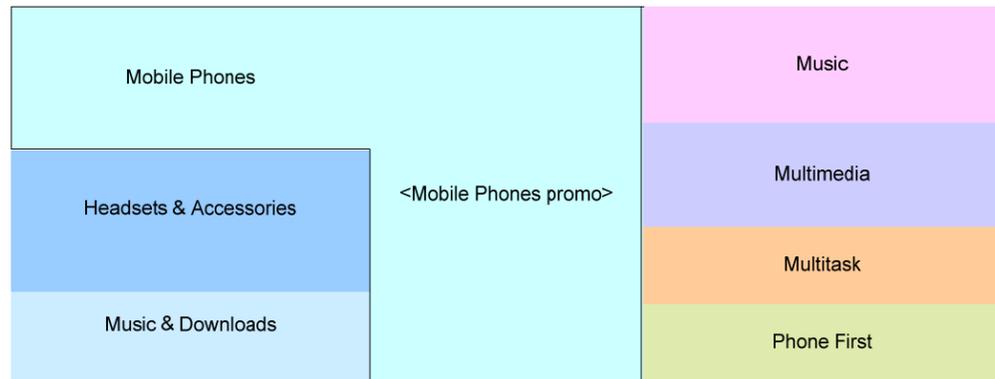
6. Promotional Badges

Frequently changing promotions; link to products or content relevant to the "Mobile Phones & Accessories" category, e.g. a new product or program such as Trade-ins.

**Mobile Phones & Accessories (continued)**

**Rollover Examples: Shared Promo Area**

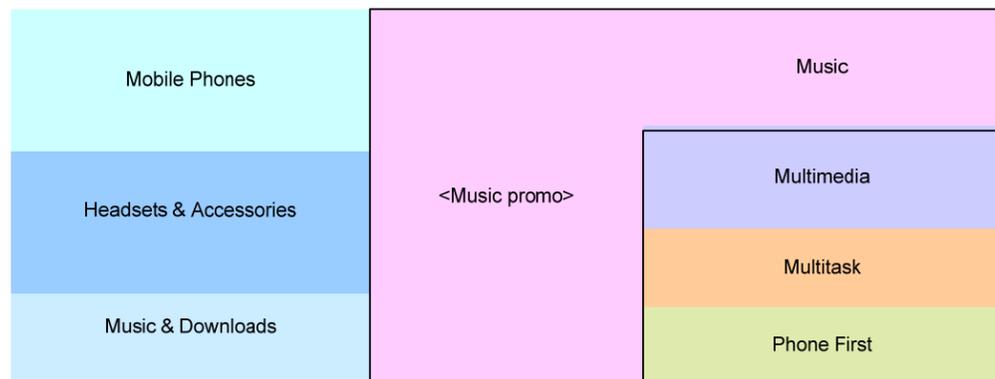
**Rollover Mobile Phones**



**Rollover Headsets & Accessories**



**Rollover Music**



7. **New & Coming Soon**  
 Permanent promotional badge—should always be present on this page. Links to “New & Coming Soon” Subcategory / Browse page.
  
8. **Learn About...**  
 This area highlights content residing in Support or other areas that educates the consumer about general mobile device topics. It is meant to raise awareness of valuable support content that is relevant to *pre-sale* browsing, rather than product-specific post-sale troubleshooting. If no links are specified to appear here, the entire component is not displayed.  
  
 Each link launches a popup / layer within this page. If the entire contents of the topic fits within roughly one page of content, the entire contents are included in the layer. If the topic is more complex, a brief preview of the topic is included in the popup, along with a Go to <Topic> or similar link, leading to that topic in the “Support” area of the site. More Topics links to a consolidate location for similar topics within “Support”; exact destination TBD based on “Support” area design.
  
9. **Shop Our Online Store**  
 Where technically feasible, clicking this badge displays the main page of the online store within the context of the [Company].com Header navigation. If the online store cannot be displayed within the framework of the [Company].com Header, the store should load into a new browser window, separate from [Company].com.

**Global Variations:** Only displayed in locales with eCommerce capability.

Current Mobile Phones (“I’m looking for a new phone”)



This page is accessed when the user clicks [I'm looking for a new phone](#) on one of the preceding pages, or “Mobile Phones” in the Secondary (Subcategory) Navigation.

By default on page load, *all new current mobile phones are displayed in the thumbnail area*. Current mobile phones are defined as those that are actively being sold online or through retail channels.

1. **Looking for support or information on your current phone?**

Links to “All Mobile Phones” page (same page accessed via [I have a \[Company\] phone and need information](#) link)

2. **Attribute Filters / Faceted Navigation**

As the user makes selections from the various filters, or attributes, the set of thumbnails below is reduced to those products that fit the current active filter set. As soon as any filter is selected, the “All” link is deselected. Selecting “All” then returns to the default state for that filter group—with all features selected.

Products should be ordered such that those with the strongest/best expression of the selected attribute(s) should appear first. E.g., if the user only selects “Music Player,” the phones with the “best” music player, or those most strongly marketed as “music” phones, should be listed first. Phones with a lower-level or older music player would appear toward the bottom. (TBD pending technical feasibility discussion.)

All of the attribute filters are dynamically associated with each other, updating in relation to user selections. I.e., if the user selects an attribute that eliminates any other attribute, the second attribute is disabled / grayed out. For example, if the user selects “Basic Talk & Text,” “Music Player” may be grayed out.

**Features**

Several major features of [Company] phones are included as shown. In addition to narrowing down the product set meaningfully, some of them align closely with [Company]’s franchises.

**Series**

Series include “sub-brands” such as [MODEL], [MODEL], etc.

**Colors & Collections**

The Colors filter group includes all of the main colors in which [Company] mobile phones are available. A “thesaurus” of colors will be developed to consolidate like colors into “color groups,” e.g., Magenta, Bubblegum, and Hot Pink might all fall under the color group “Pink.” In these cases, the color swatch should show a gradation encompassing all variations. “Collections” refer to marketing or branded collections such as [Collection]. A logo or other appropriate graphic is displayed for Collections.

**Carriers / Plans**

The “Carriers / Plans” filter set is only included in markets where carriers are an important buying criteria, e.g., the U.S. and U.K. The list includes the major national and regional carriers—not locals. “Unlocked GSM” is also included as an option. Each carrier name is accompanied by the technology that carrier uses, e.g., CDMA or GSM.

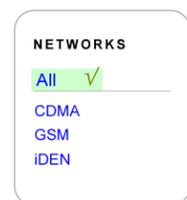
**Reset All Filters**

Button returns all filters to default state--“All” selected in every filter group.

**Global Variations:** In non-carrier-driven locales, the “Carriers / Plans” filter group is replaced by “Networks,” which includes the filters:

- CDMA
- GSM
- [Technology] (where available)

If the locale does not support both CDMA and GSM phones, the entire filter group is not displayed.



## Current Mobile Phones (continued)

○ Indicates rollover position

<b>FEATURES</b> All ✓ Music Player Hi-Res Photos Video Capture & Play PDA / Smart Phone Push-To-Talk Basic Talk and Text	<b>SERIES</b> All ✓ [Model] [Model] [Model] [Model] [Model] [Model]	<b>COLORS &amp; COLLECTIONS</b> All ✓ Black Green Silver/Gray Yellow Red Purple Gold [Collection] Pink [Collection] Blue [Collection]	<b>CARRIERS / NETWORKS</b> All ✓ Alltel (CDMA) Unlocked GSM AT&T (GSM) Sprint Nextel (CDMA) T-Mobile (GSM) Verizon (CDMA) U.S. Cellular (CDMA)
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<b>FEATURES</b> All ✓ Music Player Hi-Res Photos Video Capture & Play PDA / Smart Phone Push-To-Talk Basic Talk and Text	<b>SERIES</b> All ✓ [Model] [Model] [Model] [Model] [Model]	<b>COLORS &amp; COLLECTIONS</b> All ✓ Black Green Silver/Gray Yellow Red Purple Gold [Collection] Pink [Collection] Blue [Collection]	<b>CARRIERS / NETWORKS</b> All ✓ Alltel (CDMA) Unlocked GSM AT&T (GSM) Sprint Nextel (CDMA) T-Mobile (GSM) Verizon (CDMA) U.S. Cellular (CDMA)
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<b>FEATURES</b> All Music Player ✓ Hi-Res Photos Video Capture & Play ✓ PDA / Smart Phone Push-To-Talk Basic Talk and Text	<b>SERIES</b> All ✓ [Model] [Model] [Model] [Model]	<b>COLORS &amp; COLLECTIONS</b> All ✓ Black Green Silver/Gray Yellow Red Purple Gold [Collection] Pink [Collection] Blue [Collection]	<b>CARRIERS / NETWORKS</b> All ✓ Alltel (CDMA) Unlocked GSM AT&T (GSM) Sprint Nextel (CDMA) T-Mobile (GSM) Verizon (CDMA) U.S. Cellular (CDMA)
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<b>FEATURES</b> All Music Player ✓ Hi-Res Photos Video Capture & Play ✓ PDA / Smart Phone Push-To-Talk Basic Talk and Text	<b>SERIES</b> All ✓ [Model] [Model] [Model] [Model]	<b>COLORS &amp; COLLECTIONS</b> All ✓ Black Green Silver/Gray Yellow Red Purple Gold [Collection] Pink [Collection] Blue [Collection]	<b>CARRIERS / NETWORKS</b> All ✓ Alltel (CDMA) Unlocked GSM AT&T (GSM) Sprint Nextel (CDMA) T-Mobile (GSM) Verizon (CDMA) U.S. Cellular (CDMA)
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<b>FEATURES</b> All Music Player ✓ Hi-Res Photos Video Capture & Play ✓ PDA / Smart Phone Push-To-Talk Basic Talk and Text	<b>SERIES</b> All [Model] [Model] [Model] [Model]	<b>COLORS &amp; COLLECTIONS</b> All ✓ Black Green Silver/Gray Yellow Red Purple Gold [Collection] Pink [Collection] Blue [Collection]	<b>CARRIERS / NETWORKS</b> All ✓ Alltel (CDMA) Unlocked GSM AT&T (GSM) Sprint Nextel (CDMA) T-Mobile (GSM) Verizon (CDMA) U.S. Cellular (CDMA)
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<b>FEATURES</b> All Music Player ✓ Hi-Res Photos Video Capture & Play ✓ PDA / Smart Phone Push-To-Talk Basic Talk and Text	<b>SERIES</b> All [Model] [Model] [Model] [Model]	<b>COLORS &amp; COLLECTIONS</b> All ✓ Black Green Silver/Gray Yellow Red Purple Gold [Collection] Pink [Collection] Blue [Collection]	<b>CARRIERS / NETWORKS</b> All ✓ Alltel (CDMA) AT&T (GSM) Sprint Nextel (CDMA) T-Mobile (GSM) Verizon (CDMA) U.S. Cellular (CDMA)
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### Rollover Behavior

When the user rolls into a filter group box, the box expands to show an image or images relevant to that filter group. If the user then rolls over an individual filter/attribute, the image refreshes or adjusts to show an image relevant to that filter. For example, when rolling into the "Series" group, the image may show a "carousel" of phone models. When the user rolls over "ROKR," a ROKR phone image may come to the front. When the user rolls over a color, a color swatch is displayed showing all relevant shades of the color. For a Collection, a logo or other appropriate graphic is displayed.

### 3. Compare Selected Items

After user selects up to four thumbnail items via the "Add to Comparison" checkbox, this button is clicked to launch the comparison page—a table listing comparable items across all items.

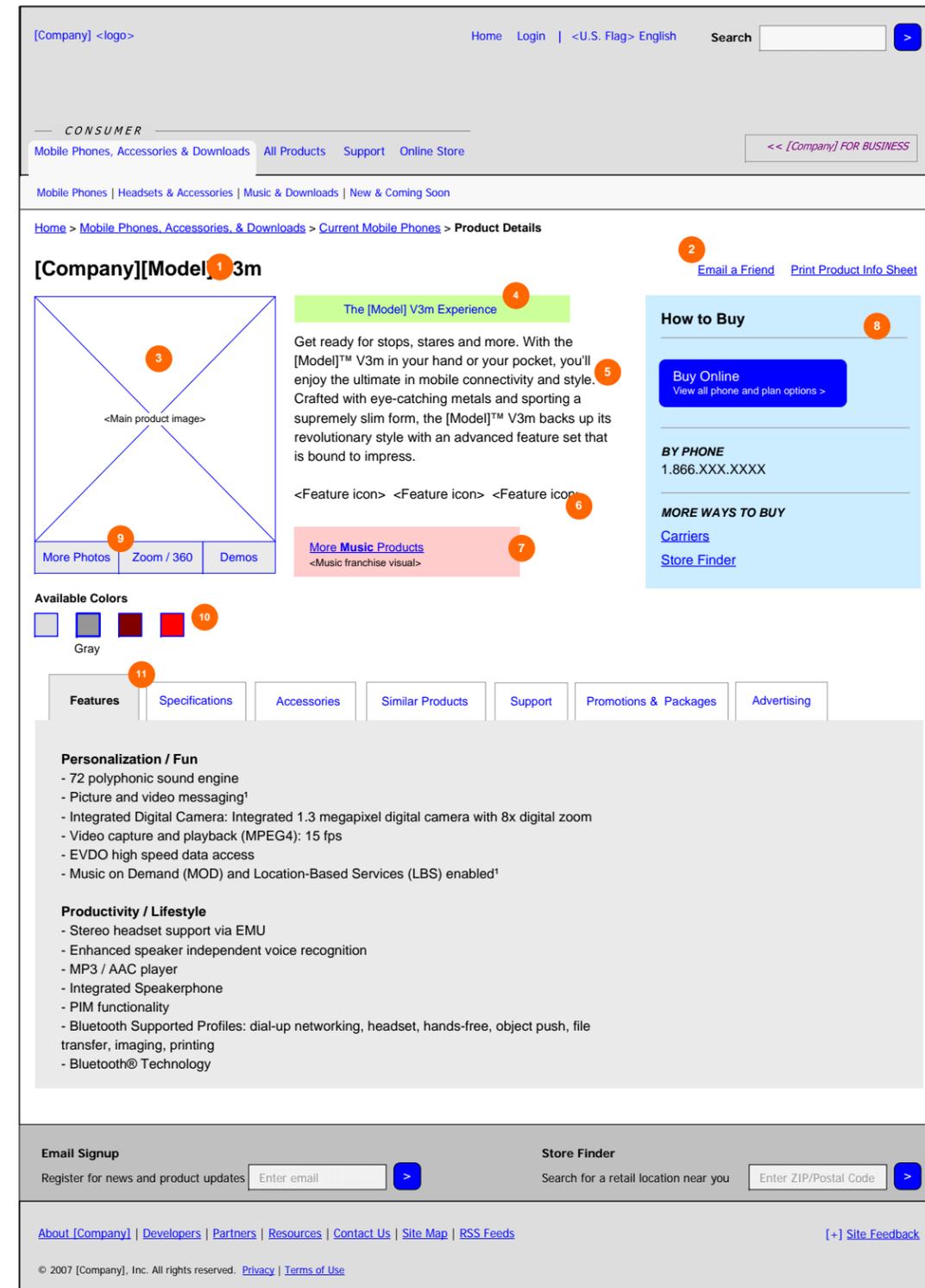
### 4. <#> Matching Products

Dynamic display of number of products meeting the current set of selected filters. Updates each time user selects a filter.

### 5. <icon> Coming Soon

Explanation of icon, which is included with the thumbnail for each product specified as "Coming Soon."

Product Kernel: Mobile Phone



Every product on the site has a **Product Kernel**, which includes all of the key information about the item.

Because the page is modular in nature, any modules or content blocks that don't apply to a particular product are simply not displayed. For example, if a product does not have a "Demo," that control is not displayed. If a product is not for sale online, the purchasing controls are not displayed. The minimum contents for a Product Kernel to exist are:

- Product Name
- Product Description
- Main Product Image (may be a standard "Coming Soon" graphic for brand new products)
- How to Buy area

**What is a product?**

In contrast to the current [Brand] Store, a "product" is not a "SKU," i.e., the Product Kernel is not specific to a combination color, carrier, or other variant.

Exceptions are allowed when the product color is part of a special release or collection that is promoted separately, e.g., "RED [BRAND][MODEL] V3m" or "[BRAND][MODEL] K1 Gold." In these cases, the product has its own Product Kernel (e.g., "RED [BRAND][MODEL] V3m"), but is also included as a variant on the standard Kernel for that item (i.e., "[BRAND][MODEL] V3m" in several colors, one of them Red).

- 1. Product Name**  
Full product name, including the "[BRAND]" prefix, where applicable. No color, carrier, or configuration (e.g., unlocked) is contained in the name.
- 2. Utility Tools**  
**Email a Friend**  
Launches a popup window or layer within which the user can enter his or her own email, the friend's email, and a personal message.  
**Print Product Info Sheet**  
Assembles pre-defined information from the Product Kernel and prints a specially-formatted document for the product.  
*Composition of Info Sheet TBD.*
- 3. Main Product Image**  
Medium-size, default image of product. Clicking the image launches the "More Photos" layer, with the default image displayed in larger format. If the product image is not available (as in a brand new product), a standard "Photo coming soon" graphic should be displayed in its place.
- 4. The <Product> Experience**  
Launches layer with interactive/Flash experience or "microsite" for product. If the "Experience" has been created according to recommended page size/format, it loads as a layer within the Product Kernel. If not, a separate browser window may be opened on top of Product Kernel.  
*Optional; if content is not available, the button/link is not displayed.*
- 5. Product Description**  
Static text description of item.
- 6. Feature Icons**  
Row of graphic icons for each feature associated with product.  
*Optional; if no feature icons pertain to product, none are displayed.*
- 7. Franchise [Technology]tification / Link**  
If the product belongs to one of the Franchises (e.g., Music), a text link is also included, i.e., *More <Franchise name> Products*, linking to the Franchise page. Any distinctive graphic identity or background relating to the Franchise is also incorporated into this area. Note that the product used in this wireframe does not actually belong to the Music Franchise; it is an example.  
*Optional; if the product is not identified as belonging to a Franchise, the icon and link are not displayed.*