

Destination page

1 Image

2 **HTC Touch Pro 2**
1 – 2 line summary/introducing phone in a way that sets out the overall proposition in a way that is appealing to the target audience (SME's and small businesses). Already convinced? [order yours today!](#)

3 Phone image (3a, 3b, 3c), Lead phone image

3d Discover the Touch Pro 2
Mobile multi-tasking made simple (Show me >)
State of the art mobile conferencing (Show me >)
World class speaker phone functionality (Show me >)
Advanced easy to use qwerty keyboard (Show me >)
Wide, touch sensitive screen with intuitive interface (Show me >)
Find out more & order yours today >

4 Take a line rental holiday
This summer we offering all new and existing Vodafone cutomers free line rental...
- Lorem ipsum volgus
- Videt, est ubi peccat
- Est ubi peccat
Find out more >

5 Great value price plans
We've put together some of the most competitive business price plans in the market place...
- Lorem ipsum volgus
- Videt, est ubi peccat
- Est ubi peccat
- Ut nihil anteferat
Find out more >

6 Top 10 accessories (580 px fold)
All accessories >

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Notes

The objective of this page is to give an interesting, engaging, interactive introduction to the new HTC Touch Pro 2 phone. The page needs to enthuse the user so that they are driven to select the primary call to action which is to "Find out more & order your's today" which will take the user to the main body of the Vodafone website where they can acquire the phone.

- 1** This image will support the overall journey and help to set the user's expectations in terms of what will presented to them on this page. It is important that the image does not duplicate the messaging applied to text module (item 2) or demo (item 3). These 3 items should support each other to create a logical, sequential, rich user experience.
- 2** This text based module introduces the phone by way of a title and catchy informative copy that will help the target audience quickly gain both understanding and enthusiasm.
- 3** Phone demo – this is the dominant aspect of the page.
- 3a** Thumbnail image is visually distinguishable from the images below it (e.g. 3b) as it needs to be shown as selected (as a larger version of it is shown by default as the page loads (see item 3c)). Once another thumbnail has been selected by the user then this one should be shown visually as de-selected.
- 3b** This de-selected thumbnail image (and the ones below it) show different views of the phone. If the user clicks on any of these thumbnails then the main demo image (see item 3c) is replaced with the corresponding image.
- 3c** This is the default image of the phone for the demo/page. It needs to show the phone at it's very best (from a visual and operation point of view). A different image will be loaded into it's place if the user selects any of the thumbnails (located on the left side of the demo) shown as de-selected.
- 3d** This is one of 5 demo movies that are available to present the key features of the phone. Selecting "Show me" will start that part of the demo (see next page for an example).
- 3e** Main call to action – takes the user to the Touch Pro 2 sales page within the main body of Vodafone.co.uk where the user can view the specifications and features as well as selecting how many phones they are interested in.
- 4** Free line rental offer module – introduces this offer with a link to a page within the main body of the Vodafone site which will provide more details about the offer. This module will be replaced after several months with a module that will introduce customer reviews of the phone.
- 5** Module introduces Vodafone's range of great value price plans. The call to action will take the user to a page within the main of body of the Vodafone site that details all the price plans relevent to this phone in more detail.
- 6** This module showcases the top 10 accessories available for this phone. Mousing over an accessory thumbnail image should render an expanded view with a short product summary and link to the relevent accessory detail page which is located within the main body of Vodafone.co.uk. Selecting the "All accessories" link should take the user to the phone's accessories starting page. A simpler version of this module may be implemented instead and is shown in version 2 of this page (later in this document).

dare	Document type	Wireframes	Project	Destination page for HTC Touch Pro 2	Author	Anthony Davies
	Version	0.2	Client	Vodafone	Page	1 of 1