

Luke Thomlinson

02 Store Manager



Setting the scene

About Luke

Luke is 26, single, and enjoys an active social life. Although he left school at 16 he is very ambitious and believes that he can become successful by utilising his natural sales abilities combined with hard work and determination.

About his role with O2

Luke has worked his way up to store manager and is now responsible for 5 sales staff. He's been in his present role for 18 months, and has been in the phone business since the age of 18.

He enjoys the challenge of meeting monthly sales targets as well as the mentoring and coaching required to get his sales team performing to their optimal level. He still enjoys face to face selling and leads by example. His store has been recognised as best the performing in the region for the last 2 yrs.

How can the website best serve Luke?

Generally increase the product knowledge of himself and his team (he knows that knowledge helps build confidence which can lead to greatly increased sales performance).

Help him to train his staff on exciting new products at the weekly team meeting

Help him to manage phone stock by being better able to create branded marketing collateral (e.g. posters) for in-store promotions.

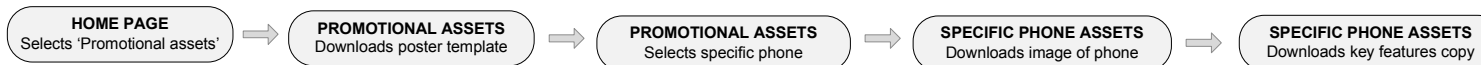
Request additional training from his regional trainer.

Goals & journeys

Goal 1 – find out the key UPSs regarding a promising new phone and print relevant web pages to share at the next team meeting



Goal 2 – create printable marketing material (poster) for an in-store campaign



Goal 3 – request for the LG trainer to visit the store to provide additional training

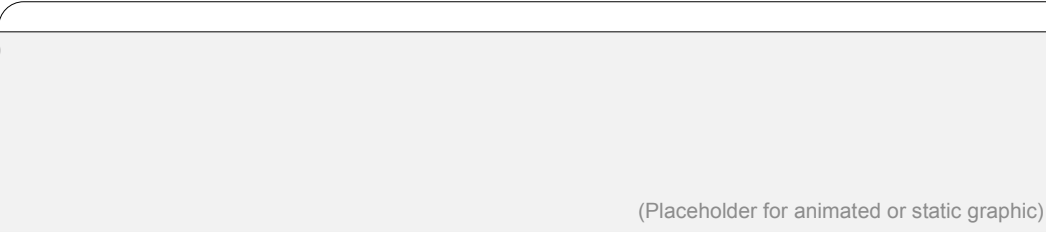


Goal 4 – sign up for alerts to help stay up to date regarding new products



Phone selection

1



2

- LG phones
- Phone name 1
- Phone name 2
- Phone name 3
- Phone name 4
- Phone name 5
- Phone name 6

Choose the LG phone that you want to learn about:

Priority
 No preference
 Talk and text
 Camera
 Music
 Visual appeal
 Web and email

Network
 No preference

Agreement type
 No preference
 Pre-pay
 Contract

Keyword(s):

Search LG phones

Order list by: Launch date Alphabetically

6 phones found

Phone name
 2 line summary description - duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
[Full details](#)



Phone name
 2 line summary description - duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
[Full details](#)



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[Full details](#)



Show 5 phones per page

[NEXT](#) 1 2 3

Highest rated 3D demos

- [3D demo name](#) ★★★★★
- [3D demo name](#) ★★★★★
- [3D demo name](#) ★★★★★
- [3D demo name](#) ★★★★★
- [3D demo name](#) ★★★★★☆

Highest rated How do I? demos

- [Interactive demo name](#) ★★★★★
- [Interactive demo name](#) ★★★★★
- [Interactive demo name](#) ★★★★★
- [Interactive demo name](#) ★★★★★
- [Interactive demo name](#) ★★★★★☆

Highest rated comparisons

- [Comparison name](#) ★★★★★
- [Comparison name](#) ★★★★★
- [Comparison name](#) ★★★★★
- [Comparison name](#) ★★★★★
- [Comparison name](#) ★★★★★☆

Highest rated promotional assets

- [Asset name](#) ★★★★★
- [Asset name](#) ★★★★★
- [Asset name](#) ★★★★★
- [Asset name](#) ★★★★★
- [Asset name](#) ★★★★★☆

1 This space could provide an animated introduction to the site for an initial period (3 months?). After this it can be used to promote individual phones.

Please note that this element of the page should not take up more vertical space than shown as this would push the critical phone selection options too far towards/below the page fold.

2 Left hand navigation lists the phones in **alphabetical** order. Please note that the nav title ('LG phones') is NOT clickable.

Once the number of phones on the site means that the length of the list reaches the same level as the bottom of the default search results, a 'View full phone list' link should be placed at the foot of the list. Clicking on this link should allow the list to extend down further therefore revealing any phones that would have been hidden. If the user does not click on this link they only see those phones that appear above the link.

580 px fold

Phone summary

Phone name

- > Phone summary
- 3D demo
- How do I?
- Comparisons
- Accessories
- Image gallery
- Marketing campaign
- Background
- FAQs for this phone
- Specifications
- Features & functionality

In a nutshell (or phone strapline)

Short summary that sums up what the phone is all about and the kind of user that it would be most suitable for.

[Full background](#)

Introducing the phones' key features/USPs

1) Key feature 1 title

Short summary that summarises the key feature. The summary should also include associated benefit(s) resulting from this feature.

[Full feature detail](#)

2) Key feature 2 title

Short summary that summarises the key feature. The summary should also include associated benefit(s) resulting from this feature.

[Full feature detail](#)

3) Key feature 3 title

Short summary that summarises the key feature. The summary should also include associated benefit(s) resulting from this feature.

[Full feature detail](#)

4) Key feature 4 title

Short summary that summarises the key feature. The summary should also include associated benefit(s) resulting from this feature.

[Full feature detail](#)

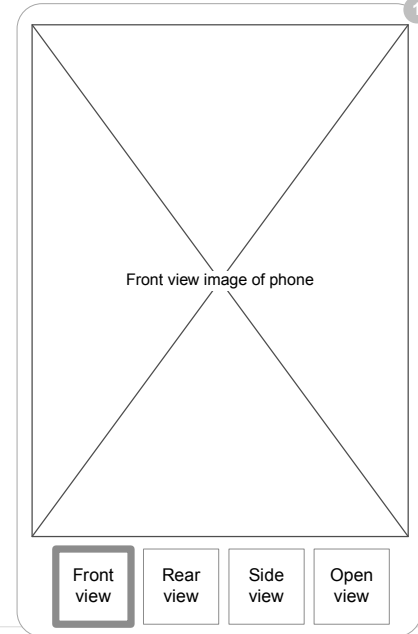
5) Key feature 5 title

Short summary that summarises the key feature. The summary should also include associated benefit(s) resulting from this feature.

[Full features detail](#)

View all [features & functionality](#)

[print friendly](#) version of this page



View from all angles with the [3D demo](#)

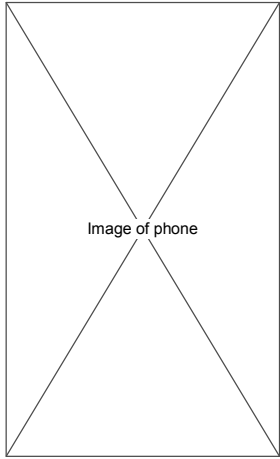

1 The default view will be for a front view of the phone.

At the foot of the image are clickable thumbnail images that allow the user to change the image shown. All phones will require a front, back and side view. Some phones will also require an 'open view' (e.g. the phone opens to expose a query keyboard).

580 px fold

3D Demo

Phone name

Phone summary	 <p>Image of phone</p>	3D Demo controls
> 3D demo		Feature play controls Find out about features that interest you. Feature 1 Feature 2 Feature 3 Feature 4 Feature 5
How do I?		3D movie play controls Watch a movie showing you all this phone's important features and functionality: 
Comparisons		
Accessories		
Image gallery		
Marketing campaign		
Background		
FAQs for this phone		
Specifications		
Features & functionality		

1 Visit the [Marketing campaign page](#) for more presentation media for this phone.

Rate this 3D demo: ★★☆☆☆

580 px fold

1 This link should be optional as the 'Marketing campaign' page will not always be present, and when it is present, it will not always contain suitable presentation media.

Phase 1 version of this page
The rating option will not be present.

3D Demo

Phone name

- Phone summary
- > 3D demo
- How do I?
- Comparisons
- Accessories
- Image gallery
- Marketing campaign
- Background
- FAQs for this phone
- Specifications
- Features & functionality

The interface displays a central 'Image of phone' with three callout points. A 'Feature description' box is open, listing 'Point 1', 'Point 2', and 'Point 3', with a 'Full details' link. To the right, the '3D Demo controls' panel includes 'Feature play controls' with a list of features (Feature 1 to Feature 5) and '3D movie play controls' with a video player interface.

Visit the [Marketing campaign page](#) for more presentation media for this phone.

Rate this 3D demo: ★★★★★

- 1 User chooses a feature they want to find out about.
- 2 3D sequence is played providing key information about that feature.

580 px fold

Phase 1 version of this page
The rating option will not be present.