Sony OTA Store Architecture
March 5, 2006
Created by: Anita Wilhelm

Purchase Process

Portal Home 1.0 → Browse Category 2.0 → Category Detail 2.1

Category Detail 2.1 → Item Detail Page 2.2

Free Trial ← Item Detail Page 2.2 → **To Footer Options**

Item Detail Page 2.2 → My Cart 2.3

My Cart 2.3 → Enter ID/ Password 2.4

Confirmation 3.2 ← Billing Information 3.1 ← Create Profile 3.0 ←**No**— Enter ID/ Password 2.4 —**No**→ Forgot Password 3.3 → Password Sent via Email

Enter ID/ Password 2.4 —**Yes**→ Order Summary w/ Billing info 2.5

Order Summary w/ Billing info 2.5 → Item Download 2.6

Item Download 2.6 → Item Download (Reg Code) 2.7

Free Trial 2.8

Item Download (Reg Code) 2.7 → File

User downloads content to their phone.

File → Purchase Confirmation via Email

- footer -

My Profile 4.0 → My Locker 5.0 → Help 6.0 → About 7.0 → Advanced Search 9.0 → Terms of Service 10.0 → Privacy Policy 11.0

My Profile 4.0 ↔ Edit Billing/ Profile 4.1-4.3

Advanced Search 9.0 → Search Results 9.1

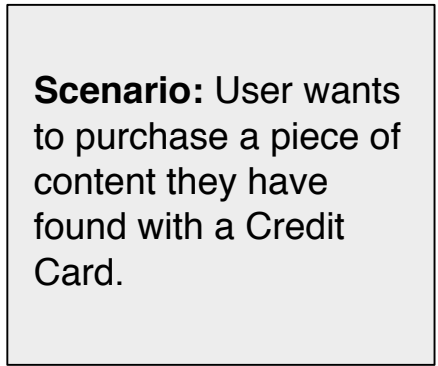**Scenario:** User wants to purchase a piece of content they have found with a Credit Card.

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Sony Ericsson

1.0 — Welcome!

Select Your Location

Please start the Sony Ericsson Application Shop by entering your home location. We'll store this selection as your default "home-market".

Sweden

☐ Accept this cookie.

[Enter]

[ ] ▶

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2.0 — Sony Ericsson

Home: Categories

Recommended

Best Sellers

Entertainment

Games

Productivity

Travel

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2.1 — Sony Ericsson

Entertainment

☐ Alien Scum   ★★★
   $9.99

☐ Deep Abyss   ★★★
   $9.99

☐ Five Stories   ★★★
   $9.99

☐ Black Deal   ★★
   $9.99

☐ Big Deal   ★★
   $9.99

more >>

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2.2 — Sony Ericsson

Alien Scum   ★★★★

Price: $9.99

🛒 **Add to cart**

Download free trial

[ ]

This is a short description of the application.

My Cart: 2 items – $20.00

[Check out]

<< back

[ ] [Search]

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sony OTA screens

1-2: main path

created: march 16, 2006

by: anita wilhelm

Screen 2.3 — My Cart

Sony Ericsson

My Cart

Items: 3   Total: $30.00

Title	Price	
Deep Abyss	$9.99	[x]
Five Stories	$7.99	[x]
Alien Scum	$6.99	[x]

[Check out]

Shop More >>

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[_____] [Search]

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Country ▼ | **Currency** ▼

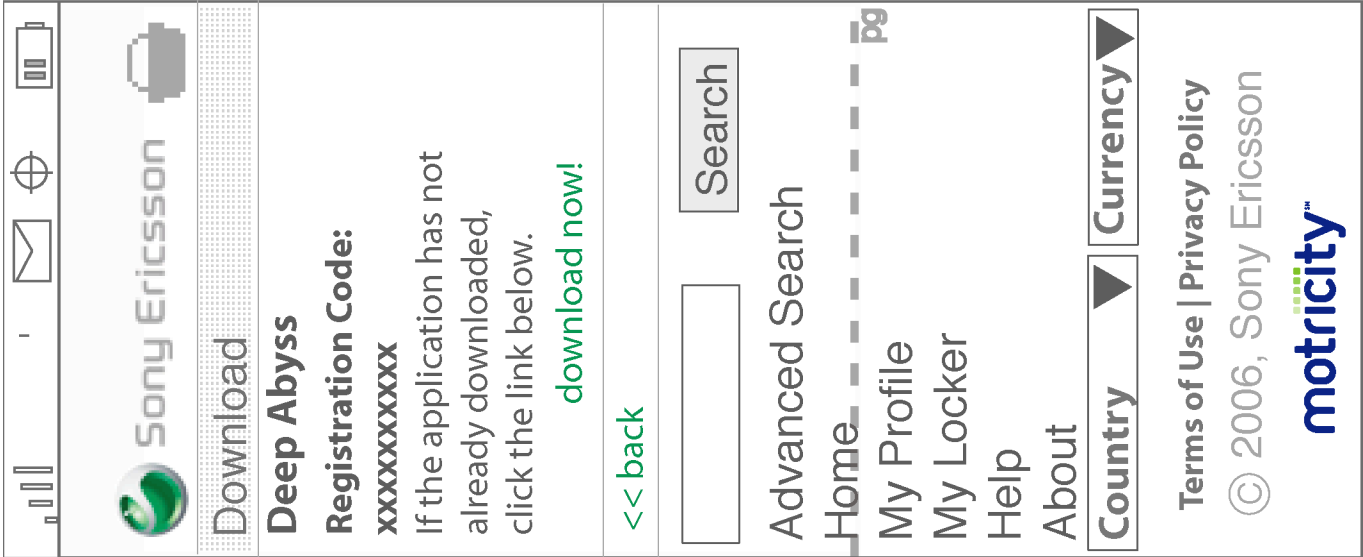**Terms of Use | Privacy Policy**
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2.3 **Note:** "Shop More" links to 2.0

sony OTA screens
2: main path [continued]
created: march 16, 2006
by: anita wilhelm

Screen 2.4 — Check Out 1 of 2

Sony Ericsson

Check Out 1 of 2

Email Address:
[_____]

Password:
[_____]

Forgot Password?

[Submit]

New User? Register

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2.4

Screen 2.5 — Check Out 2 of 2

Sony Ericsson

Check Out 2 of 2

Items: 3   Total: $30.00

Title	Price	
Deep Abyss	$9.99	[x]
Five Stories	$7.99	[x]
Alien Scum	$6.99	[x]

Billing Info
◉ John Doe
john@doe.com
CC type: VISA
CC#:
XXXXXXXXXXXX6666
Exp. 07.07.08

[Confirm]

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2.5

Screen 2.6 — Download

Sony Ericsson

Download

Items: 3

Title	
Deep Abyss	download
Five Stories	download
Alien Scum Trial	download

Shop More >>

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2.6

Note: "Shop More" links to 2.0

2.7

Sony Ericsson

Download

Deep Abyss

Registration Code:

xxxxxxxxx

If the application has not already downloaded, click the link below.

download now!

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2.8

Sony Ericsson

Free Trial!

Alien Scum
30 day trial

Start Download

Shop More >>

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sony OTA screens
2: main path [continued]
created: march 16, 2006
by: anita wilhelm

3.0 — Create Profile

Sony Ericsson

Create Profile

Email Address:

Password:

Confirm Password:

First Name:

Last Name:

Device Model:
Model Preselected ▶ pg

IMEI Number:

[ ] I accept the terms

Save

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3.1 — Billing Information

Sony Ericsson

Billing Information

Billing Name:

Address:

Address 2:

City:

State/Province:
State ▶

ZIP/Postal Code: pg

CC Type:
VISA ▶

CC Number:

Security Code:

Exp. Date:
MM ▶ YYYY ▶

Save

<< back

Search

Advanced Search

3.2 — Registration Complete

Sony Ericsson

Registration Complete

Thank You!

Your account has been set up and your billing details have been saved.

Continue To Checkout >>

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3.3 — Forgot My Password

Sony Ericsson

Forgot My Password

Email Address:

Enter your username and we'll send you your password in an email.

Send it!

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sony OTA screens

3: new user & forgotten password

created: march 16, 2006
by: anita wilhelm

4.0 — My Profile

Sony Ericsson

My Profile

<Email>

FirstName LastName

Edit Profile

Change Password

VISA xx-4455 [x]

MasterCard xx-6677 [x]

Add Credit Card

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4.1 — Edit Billing Information

Sony Ericsson

Edit Billing Information

Billing Name:

Address:

Address 2: [optional]

City:

State/Province:
State ▶

ZIP/Postal Code:

CC Type:
VISA ▶

CC Number:

Security Code:
[ ]

Exp. Date:
MM ▶   YYYY ▶

[Save]

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4.2 — Edit Profile

Sony Ericsson

Edit Profile

Email:
Joe

First Name:
Joe

Last Name:
Smith

[Save]

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4.3 — Change Password

Sony Ericsson

Change Password

Current Password:

New Password:

Confirm New Password:

[Save]

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sony OTA screens

4: user profile
created: march 5, 2006
by: anita wilhelm

4.1 **Note:** Use dynamically filled 3.0 or 3.1 as needed or blank 3.1 to create a new card.

5.0 — My Locker

Sony Ericsson

My Locker

Items: 3

Title

Deep Abyss	download
Five Stories	download
Alien Scum Trial	download

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6.0 — Help

Sony Ericsson

Help

Help Section1
Help Section2
Help Section3
Help Section4

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6.1 — Help Section1

Sony Ericsson

Help Section1

Text about this help
section. Here is the
details about this
section.

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7.0 — About

Sony Ericsson

About

Sony Ericsson... this is
text content about
the application.

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sony OTA screens

5-7: locker, help, & about
created: march 16, 2006
by: antia wilhelm

9.0 — Advanced Search

Sony Ericsson

Advanced Search

Search For:

Categories Listed ▶

[ ]

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9.1 — Results for "Alien"

Sony Ericsson

Results for "Alien"

GAMES
Alien Scum ★★★★★

ENTERTAINMENT
Aliens In Love ★★★★★

PRODUCTIVITY
Alien Detector ★★★★★

TRAVEL
The Alien's Guide ★★★

PRODUCTIVITY
Alien Translator ★★★★★

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10.0 — Terms of Use

Sony Ericsson

Terms of Use

Sony Ericsson 'Terms of Use' here.

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11.0 — Privacy Policy

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Privacy Policy

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sony OTA screens
8-9: change country & search
created: march 16, 2006
by: anita wilhelm