

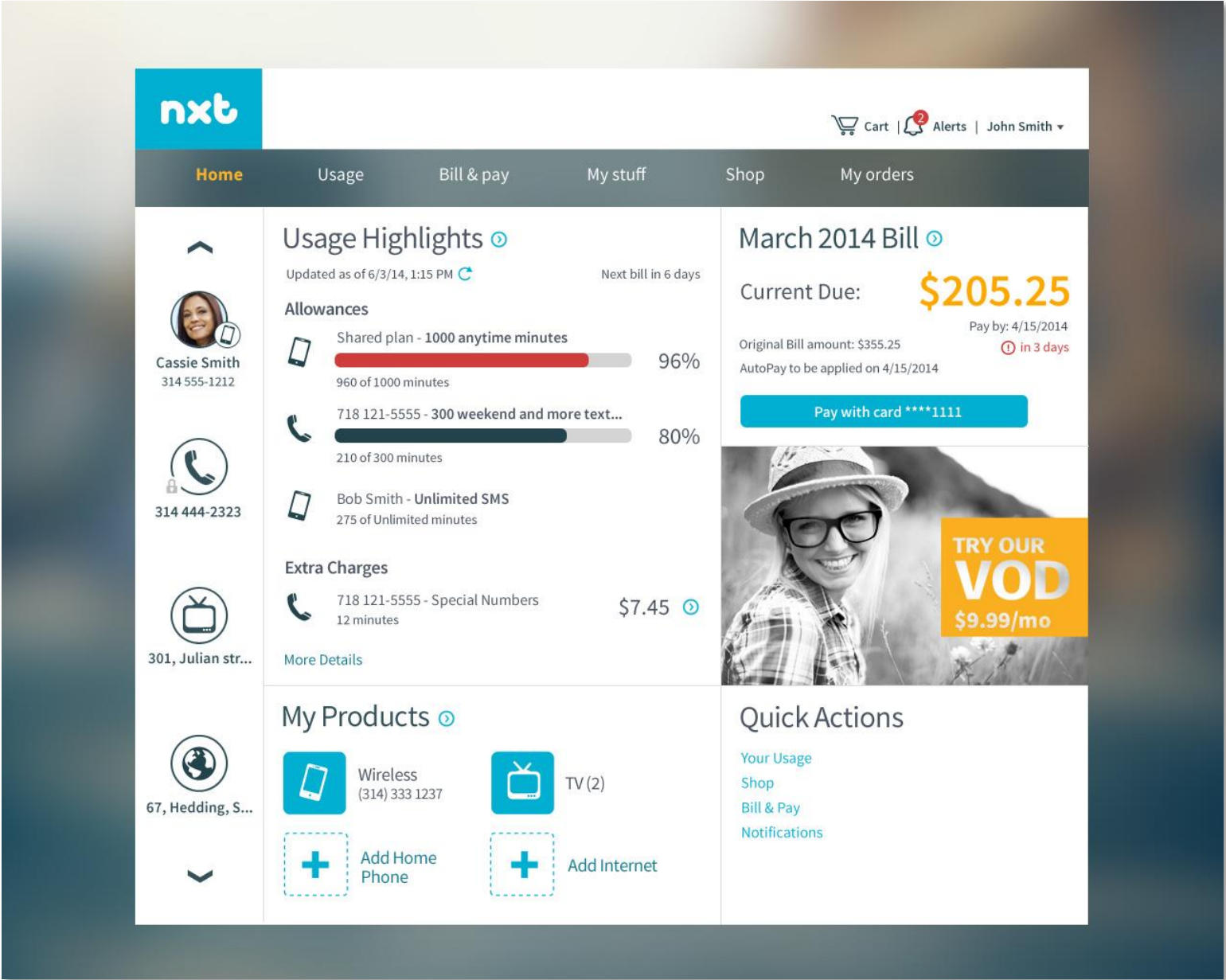
Extracted from

Patterns, Widgets, & Best Practices

Web, Tablet and Smartphone

Designer: Mark Weinberg

Actions in Context



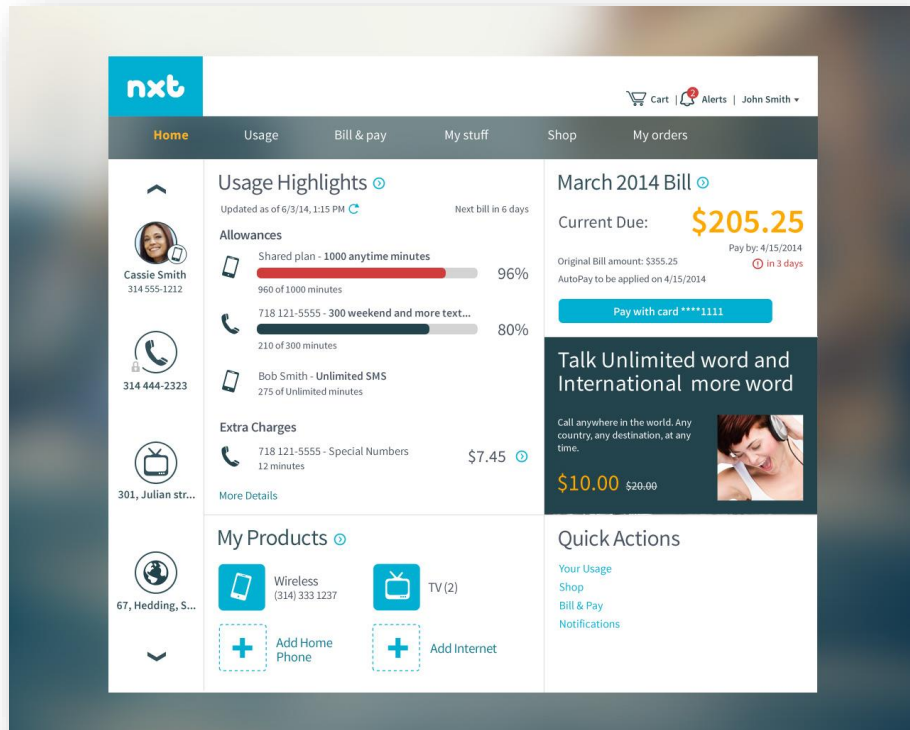
Dashboard: frequent & important information, actions and access to all functionality

The screenshot displays the 'nxt' dashboard interface. At the top, the 'nxt' logo is on the left, and navigation links for 'Cart', 'Alerts', and 'John Smith' are on the right. Below this is a horizontal menu with 'Home' (highlighted), 'Usage', 'Bill & pay', 'My stuff', 'Shop', and 'My orders'. The main content area is divided into several sections:

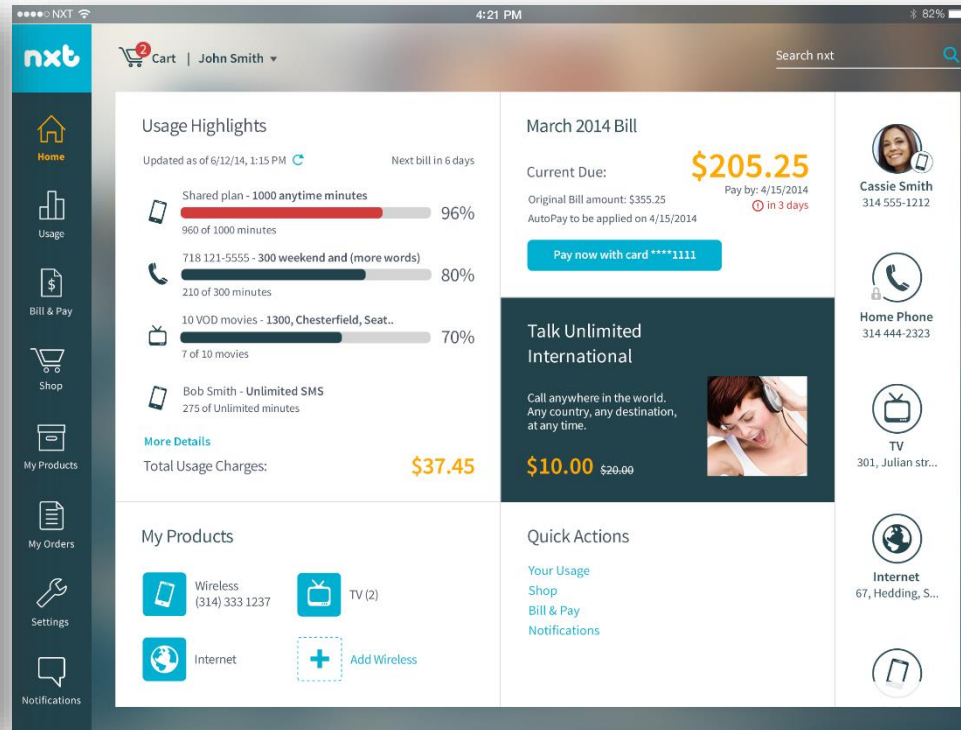
- Left Sidebar:** Contains user profile information for Cassie Smith (314 555-1212) and three other entries with icons for a phone, a locked phone, and a TV, each with a partial address.
- Usage Highlights:** Titled 'Usage Highlights', it shows 'Updated as of 6/3/14, 1:15 PM' and 'Next bill in 6 days'. It lists three allowances with progress bars: 'Shared plan - 1000 anytime minutes' at 96%, '718 121-5555 - 300 weekend and more text...' at 80%, and 'Bob Smith - Unlimited SMS' at 275 of Unlimited minutes.
- Extra Charges:** Shows a charge for '718 121-5555 - Special Numbers' for 12 minutes at \$7.45, with a 'More Details' link.
- March 2014 Bill:** Displays 'Current Due: \$205.25', 'Pay by: 4/15/2014', and 'Original Bill amount: \$355.25'. It includes a 'Pay with card ****1111' button and a 'TRY OUR VOD \$9.99/mo' promotion.
- My Products:** Shows 'Wireless (314) 333 1237' and 'TV (2)', with options to 'Add Home Phone' and 'Add Internet'.
- Quick Actions:** Lists links for 'Your Usage', 'Shop', 'Bill & Pay', and 'Notifications'.

Consistent, Uniform and Seamless Navigation Across Channels

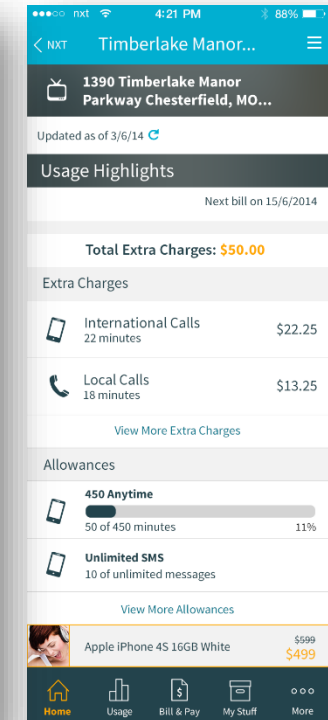
Web



Tablet

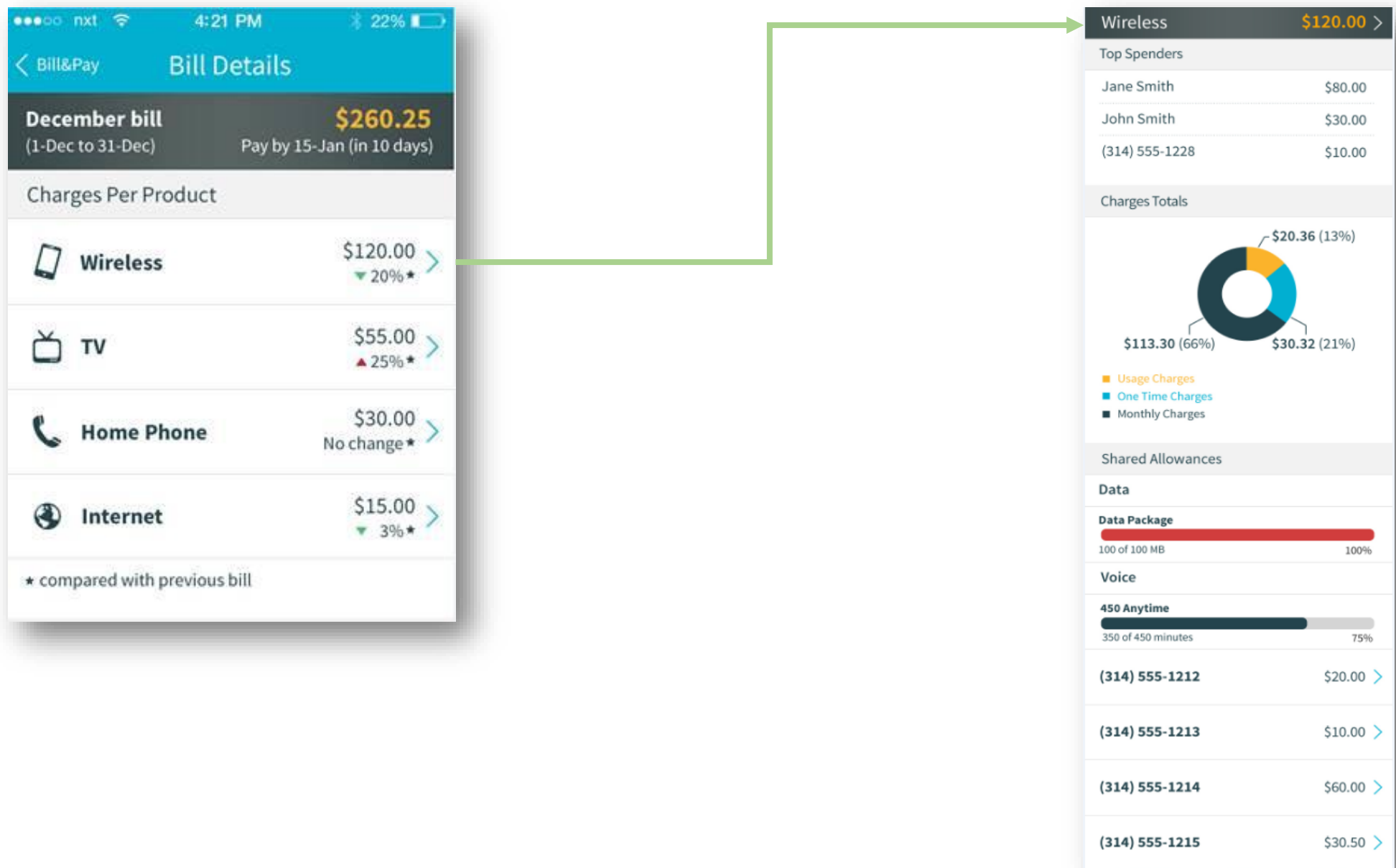


Smartphone

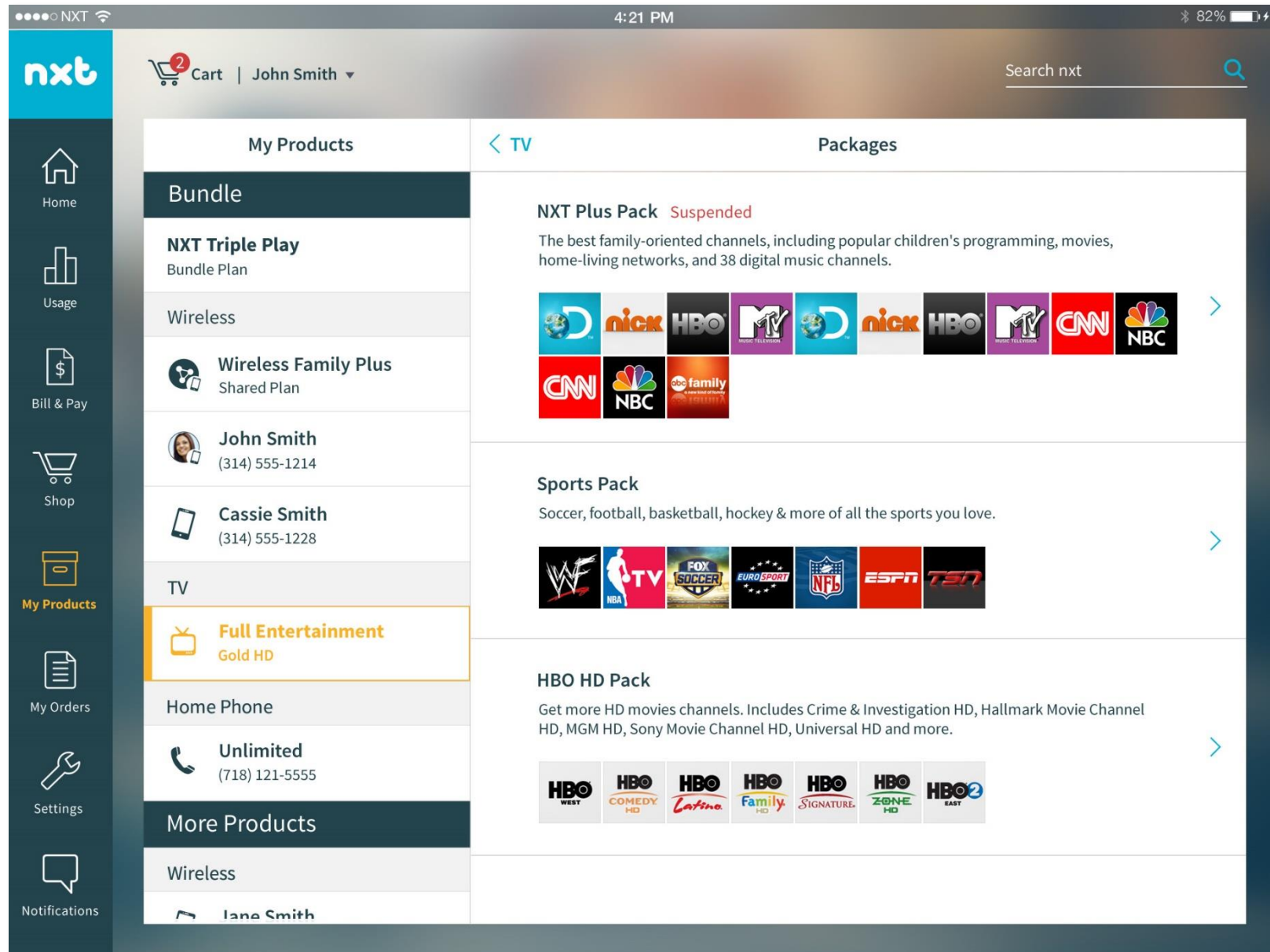


Responsive design by default, but not at the expense of optimal design for respective channels

Simple Hub & Spoke Navigation – intuitive and economical (screen real estate)



Approximate the real world, user language & mental model



Progressive disclosure - information in ascending level of details

The screenshot shows the 'nxt' website home page. The navigation bar includes 'Home', 'Usage', 'Bill & pay', 'My stuff', 'Shop', and 'My orders'. The 'Bill & pay' section is highlighted. It shows 'Usage Highlights' for March 2014, with allowances for minutes and text. A 'March 2014 Bill' section shows a 'Current Due' amount of \$205.25, with a 'Pay by' date of 4/15/2014. A 'Your Plan' section shows 'Nights & Weekend' and a 'Change Plan' button. A 'Quick Actions' section links to 'Your Usage', 'Shop', 'Bill & Pay', and 'Notifications'.

Usage Highlights
Updated as of 6/3/14, 1:15 PM
Next bill in 6 days

Allowances

- Bob Smith - 450 anytime minutes
180 of 300 minutes 96%
- 718 121-5555 - 300 weekend and more text...
210 of 300 minutes 80%

Extra Charges

- VOD Movies - 1300, Chesterfield... 12 minutes \$25.45
- 718 121-5555 - Special Numbers 12 minutes \$7.45

March 2014 Bill
Current Due: **\$205.25**
Pay by: 4/15/2014
Original Bill amount: \$355.25
AutoPay to be applied on 4/15/2014
Pay with card ****1111

Your Plan
Nights & Weekend
Change Plan

Quick Actions
Your Usage
Shop
Bill & Pay
Notifications

The screenshot shows the 'nxt' website 'Bill & Pay' section. The navigation bar includes 'Home', 'Usage', 'Bill & Pay', 'My Products', 'Shop', and 'My orders'. The 'Bill & Pay' section is highlighted. It shows a 'May Bill' for the period May 01, 2014 to May 31, 2014, with a 'Balance Due' of \$510.25 and a 'Pay By' date of 4/15/2014. A 'Bill History' chart shows the balance due for each month from Dec-13 to May-14. A 'Charges Per Product' table shows the breakdown of charges for Wireless, Home Phone, TV, and Internet. A 'Total amount due' of \$583.45 is shown. A 'May Bill' section shows the 'Unpaid balance' of \$250.20, 'Previous Bill' of \$250.25, 'Payment Received' of \$0.00, and 'Credits' of \$10.00. A 'Monthly' section shows the 'Unlimited Minutes + Text + Data (5 GB high speed)' for \$40.00.

Home Usage Bill & Pay My Products Shop My orders

May Bill April Bill March Bill Previous Bills Payment History

Balance Due as of 4/15
\$510.25 Details
Pay with card ****1111

Pay By
4/15/2014 in 3 days
Payment Options Set up AutoPay

May bill (May 01, 2014 to May 31, 2014)

Bill History

Month	Balance Due
Dec-13	\$250.20
Jan-14	\$250.20
Feb-14	\$330.20
Mar-14	\$270.80
Apr-14	\$250.20
May-14	\$583.45

Indicates unpaid balance

Charges Per Product

Product	Amount	Change
Wireless	\$120.00	20%*
Home Phone	\$55.00	25%*
TV	\$30.00	No Change*
Internet	\$15.00	21%*

* compared with previous bill

5 May Bill

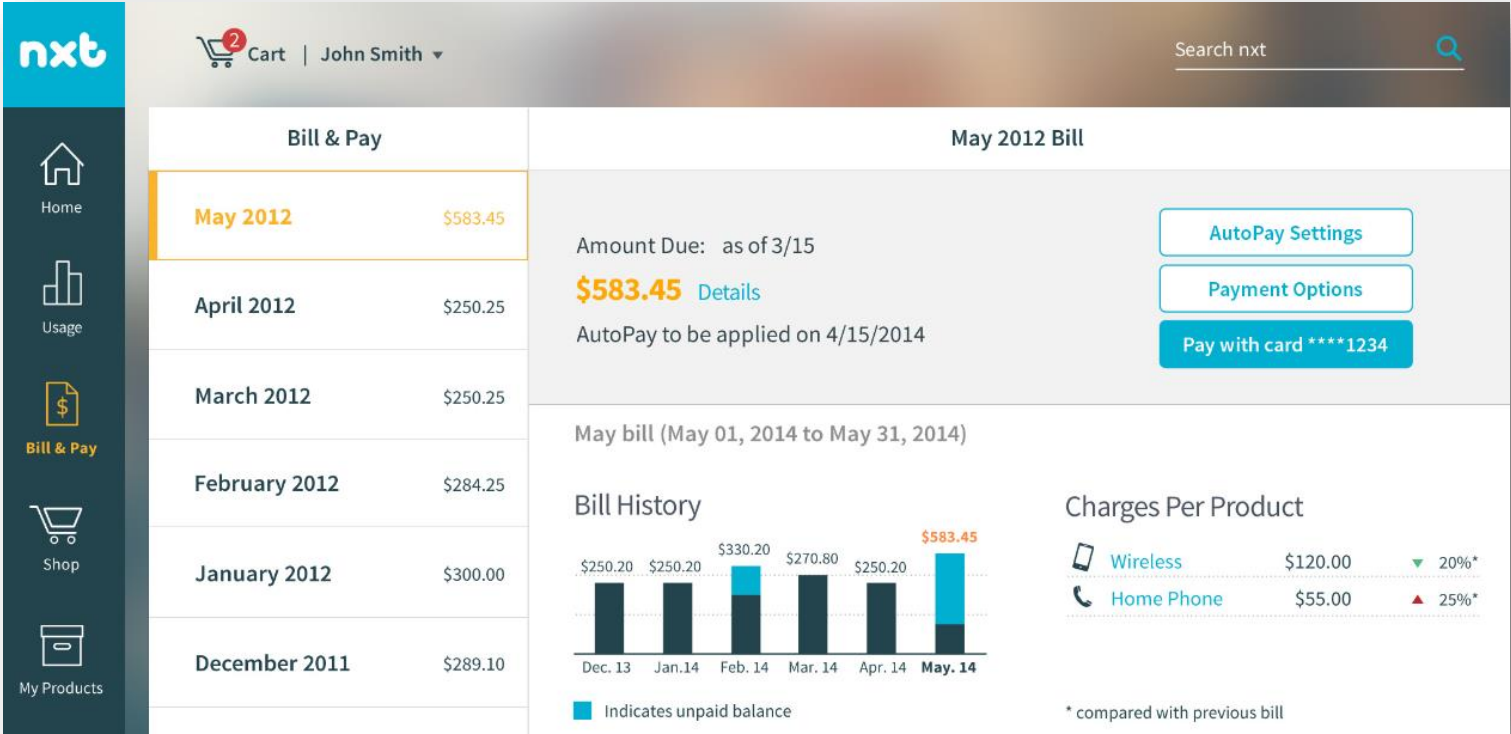
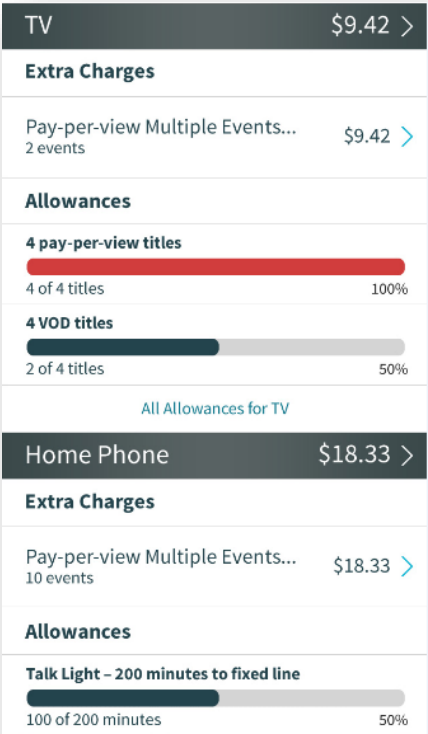
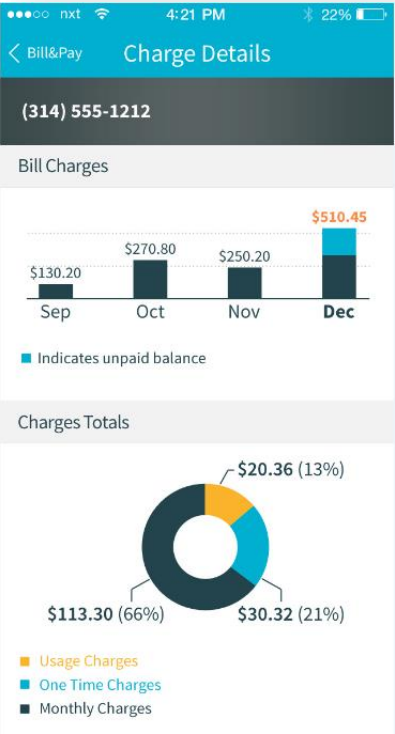
Total amount due: \$583.45

Category	Amount
Unpaid balance	\$250.20
Previous Bill	\$250.25
Payment Received	\$0.00
Credits	\$10.00

Monthly \$170.25

Service	Amount
Unlimited Minutes + Text + Data (5 GB high speed)	\$40.00

Visualization of Complex Data – Graphs and Infographics



Wizard Pattern - Simplification of Complex Tasks & Flow Optimization

nxt

Cart | Alerts | Olivia Taylor


HomeUsageBill & payMy stuffShopMy ordersMore

Add NXT Internet

Internet PlanServicesEquipmentConfirm Order

You chose **Fast Internet 10Mbps**
Consider adding the following services:


☒ **Wi-Fi**



Go wirelessly at home! Connect your tablet and personal computers, video-game consoles, smartphones, digital cameras, and more wirelessly.

£5.99/mo.


☒ **Parental control**



Limit on your kids' computer and tablet use and help them stay safe online. Limit and control the content they view, place time limits on usage and forbid certain types of usage.

£3.99/mo.


☒ **Anti-virus**



Prevent, detect and remove malicious viruses from your computers

£9.99/mo.

☒ **Back-up**



Tired of losing important files you had? Our back-up service allows your copying and archiving your computer data and restore it 24/7.

Backup storage size: 1 GB

£5.99/mo. & up

BackContinue

Personalization per use profile or Role – no “one size fits all”

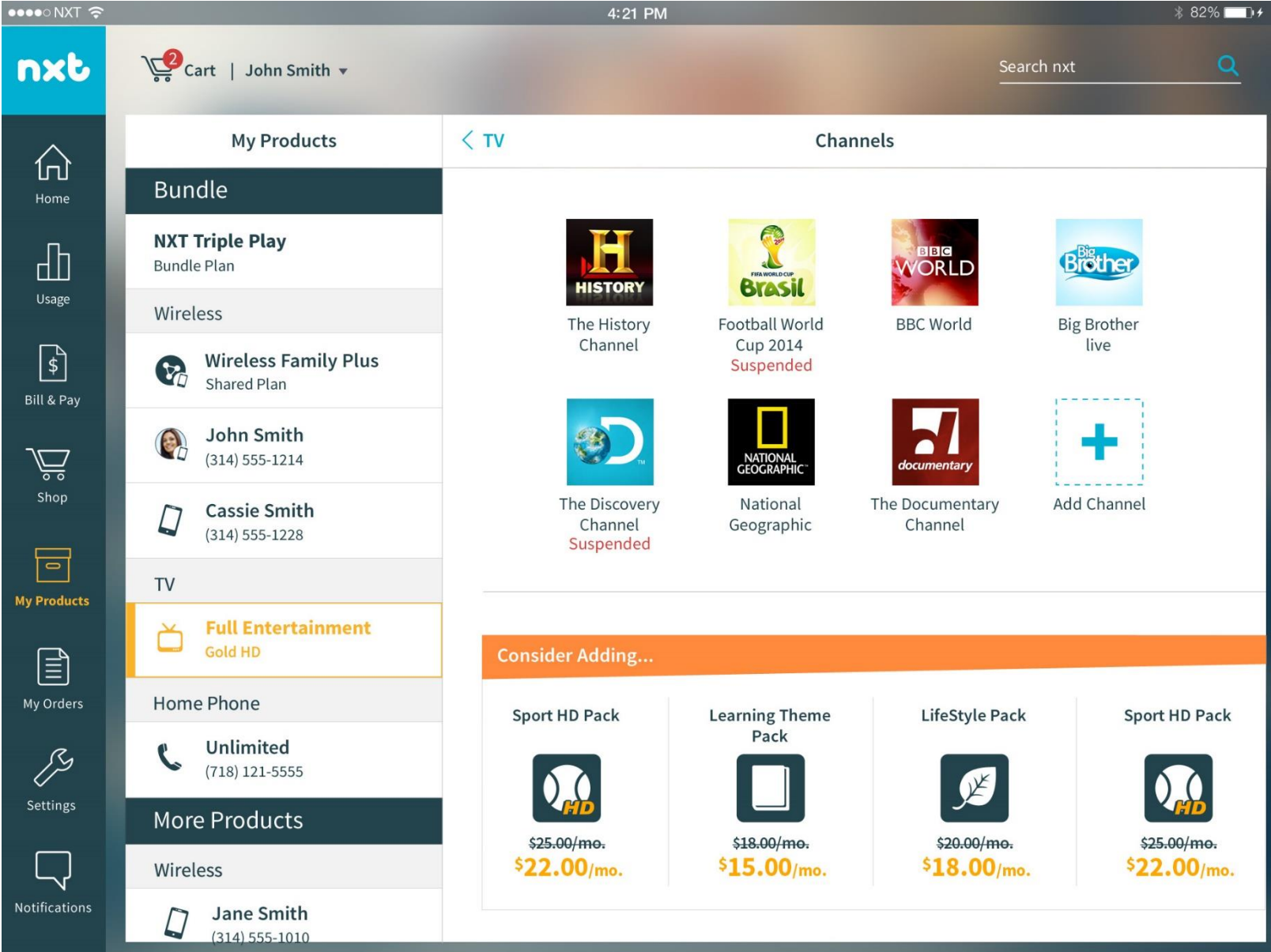
The screenshot displays the nxb website interface for a multi-subscription prepaid account. The top navigation bar includes 'Home', 'Usage', 'Bill & pay', 'My stuff', 'Shop', and 'My orders'. The left sidebar lists three subscriptions: Cassie Smith (314 555-1212), 314 444-2323, and 301, Julian str... (314 333 1237). The main content area is divided into three columns. The first column, 'Usage Highlights', shows allowances for Cassie Smith (96% for 1000 anytime minutes, 80% for 300 weekend and more text minutes) and extra charges for 718 121-5555 (Special Numbers, \$7.45). The second column, 'Balances', shows balances for Cassie Smith (\$4.15) and James Smith (\$1000.00). The third column, 'March 2014 Bill', shows a current due amount of \$205.25, original bill amount of \$355.25, and a 'Pay now with card ****1111' button. A 'TRY OUR VOD \$9.99/mo' banner is also visible.

View for Multi Subscription Prepaid

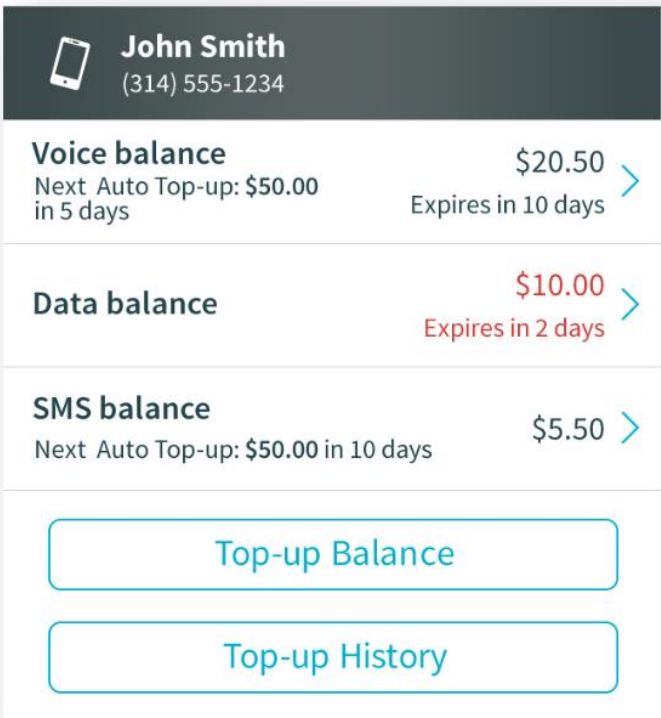
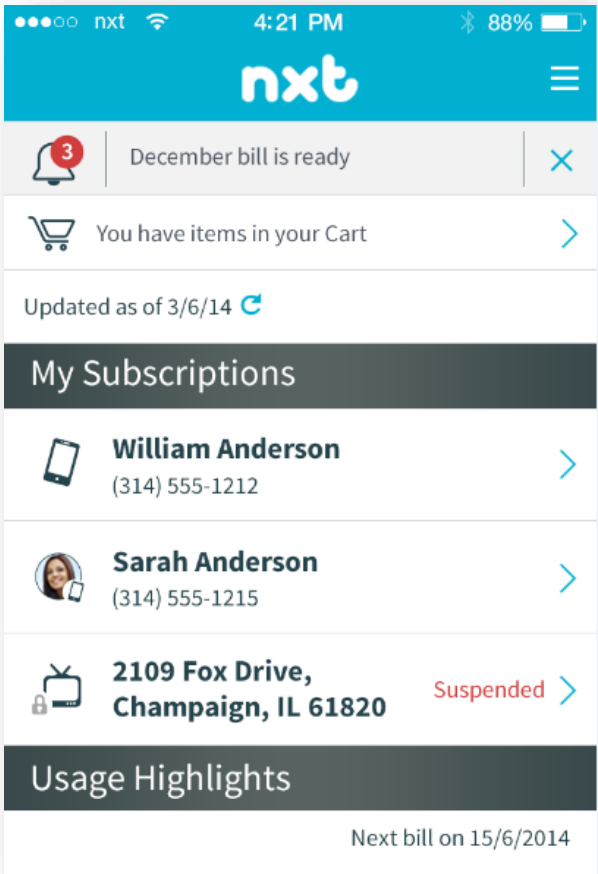
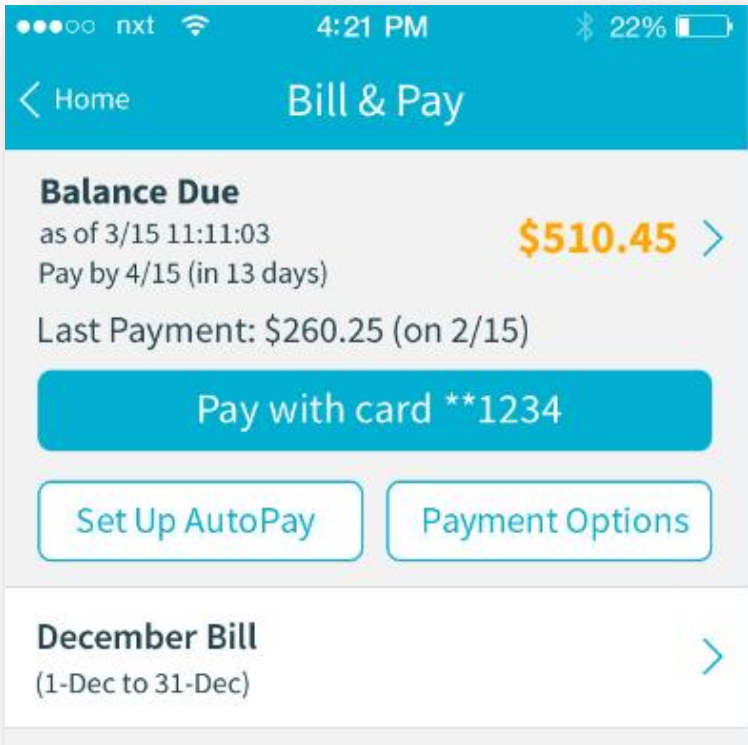
The screenshot displays the nxb website interface for a single subscription postpaid account. The top navigation bar includes 'Home', 'Usage', 'Bill & pay', 'My stuff', 'Shop', and 'My orders'. The left sidebar lists three subscriptions: Cassie Smith (314 555-1212), 314 444-2323, and 301, Julian str... (314 333 1237). The main content area is divided into three columns. The first column, 'Usage Highlights', shows allowances for Bob Smith (96% for 450 anytime minutes, 80% for 300 weekend and more text minutes) and extra charges for 718 121-5555 (VOD Movies, \$25.45; 718 121-5555 (Special Numbers, \$7.45). The second column, 'Your Plan', shows a 'Change Plan' button. The third column, 'March 2014 Bill', shows a current due amount of \$205.25, original bill amount of \$355.25, and a 'Pay with card ****1111' button. A 'TRY OUR VOD \$9.99/mo' banner is also visible.

View for Single Subscription Postpaid

Upsell/Cross Sell in Context



Error prevention – Alerts, Reminders and Notifications



Error prevention cont./ – Alerts, Reminders and Notifications

