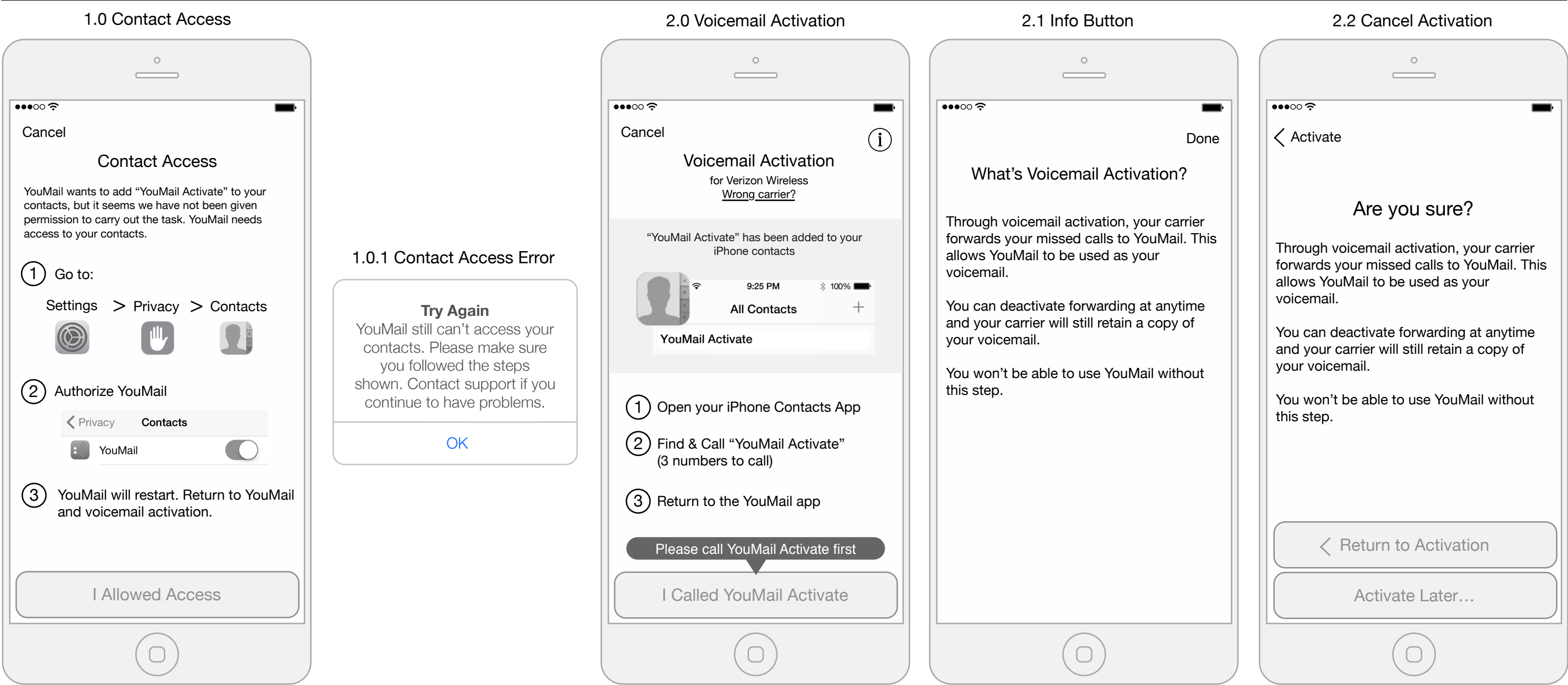


On-Boarding Experience: YouMail Activate / Forwarding Codes

User Scenario: New/novice user activates YouMail to forward no answer, busy, or not reachable calls to the app



Contacts access screen was wordy and detracted from what users value in a mobile app, simplicity and an intuitive UI that speaks for itself. The long explanation was transformed to short caption summary.

The screen now provides step-by-step instructions with graphical representation to make the task easier to perform. Conventional iOS icons direct the user to the proper iOS screens.

Wording and arrangement changed to make activation more intuitive. “YouMail Activate has been added...” vs “YouMail Activate is in your iPhone contacts”

“3 numbers to call” only appears in instructions for verizon and at&t, carriers that require 3 forwarding codes

User cannot proceed to next screen unless app goes into the background first. When the user attempts to tap on the button a caption will appear. The button should also be gray’d out till the app has gone into the background.

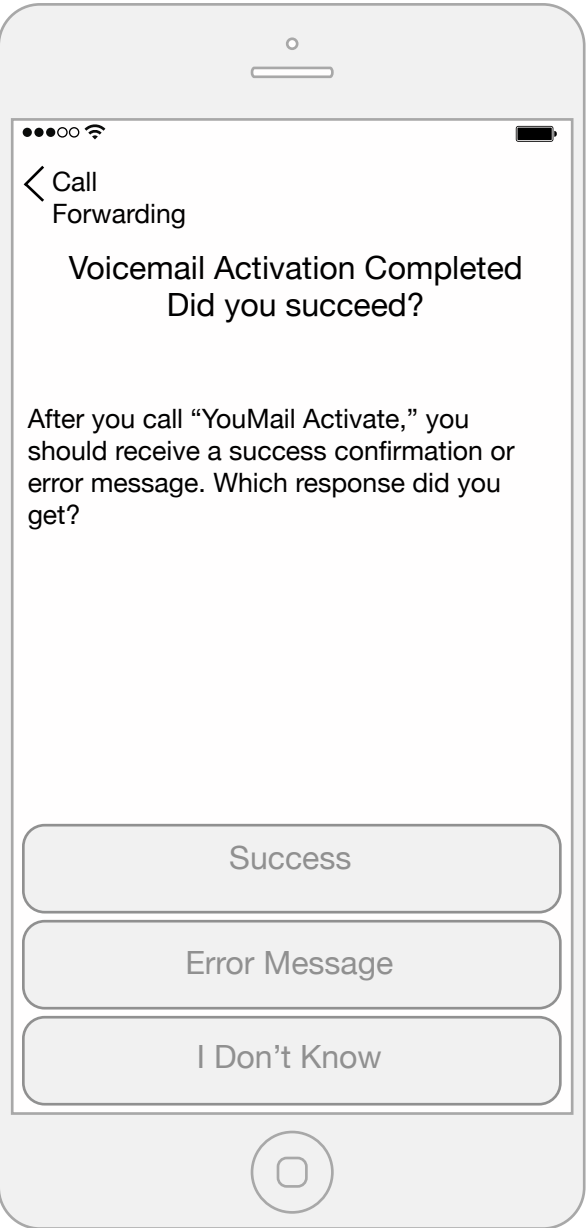
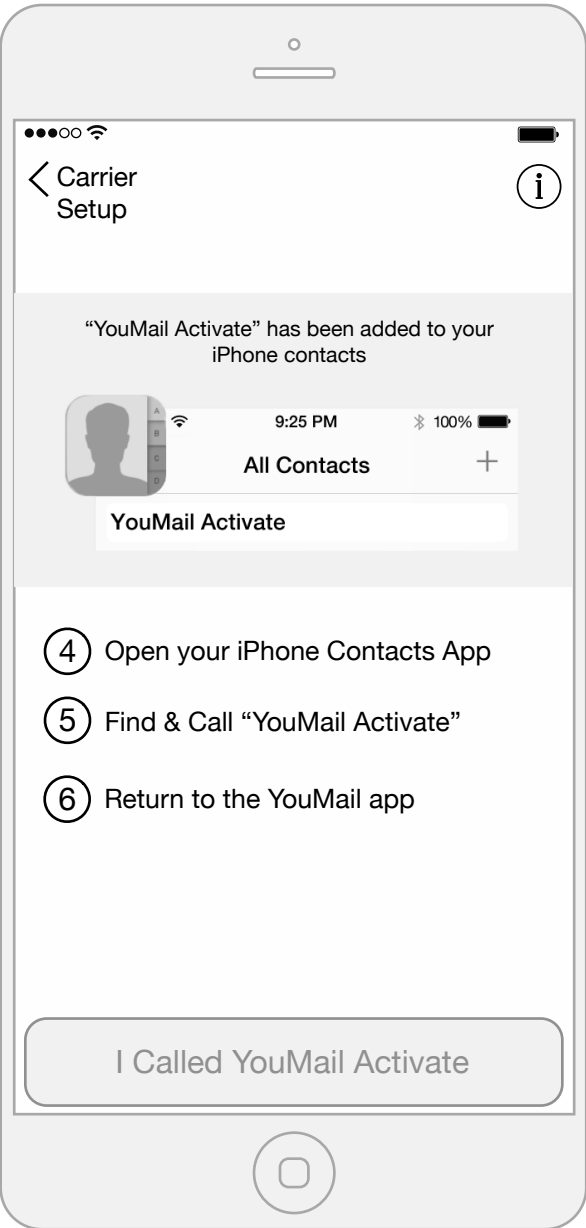
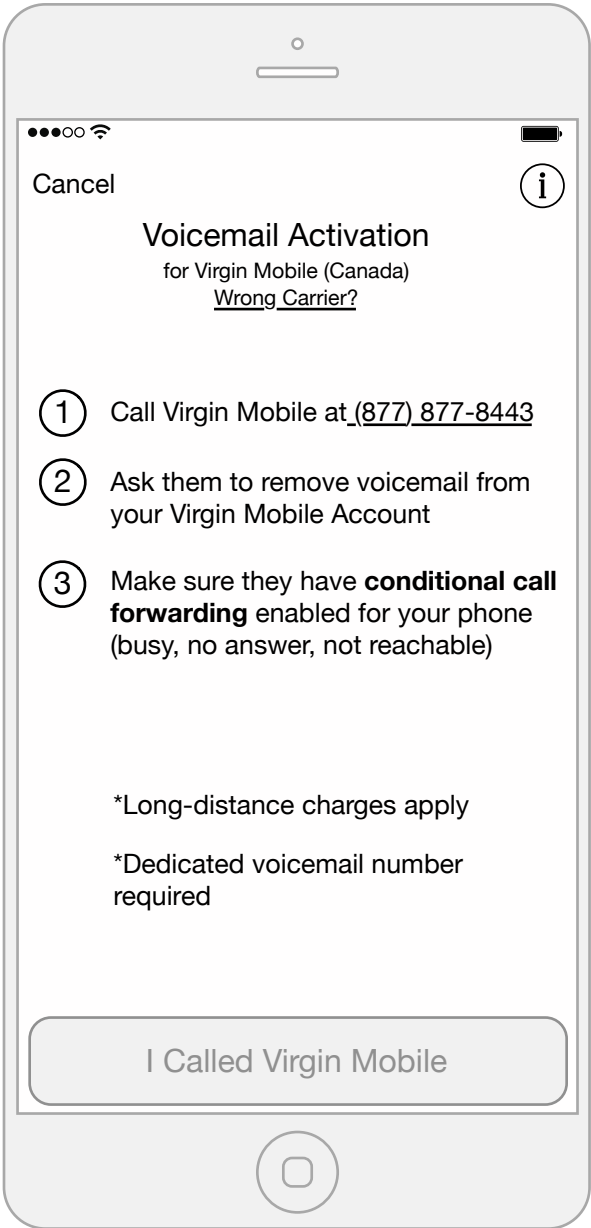
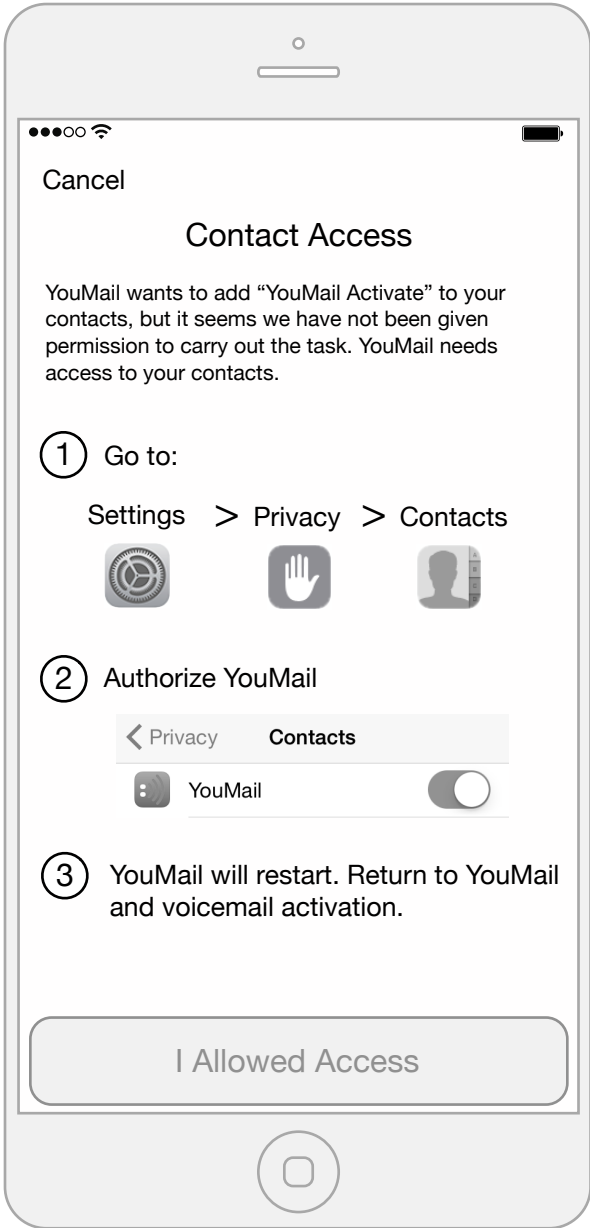
Information panel provides explanation on voicemail activation.

Do we want to explain conditional call forwarding here?

By providing the option to skip activation, users who do not fully understand that the app requires voicemail activation to work will be provided with the info from 2.1

On-Boarding Experience: YouMail Activate / Forwarding Codes

User Scenario: User is on virgin mobile, succeeds on first try. Scenario shows a carrier that has additional steps required before calling YouMail Activate.

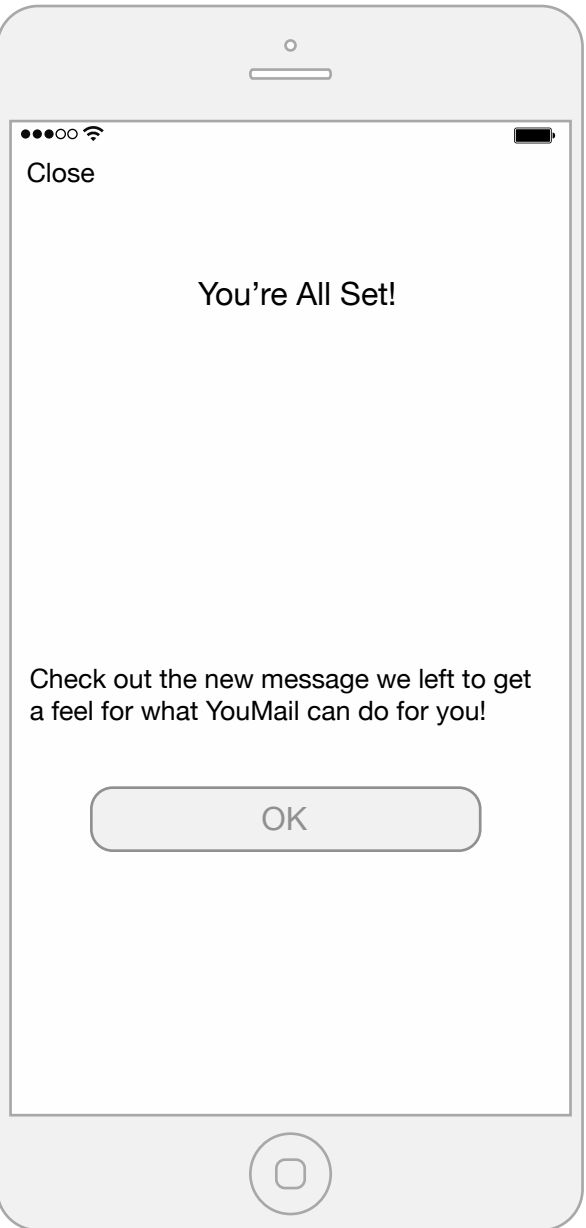
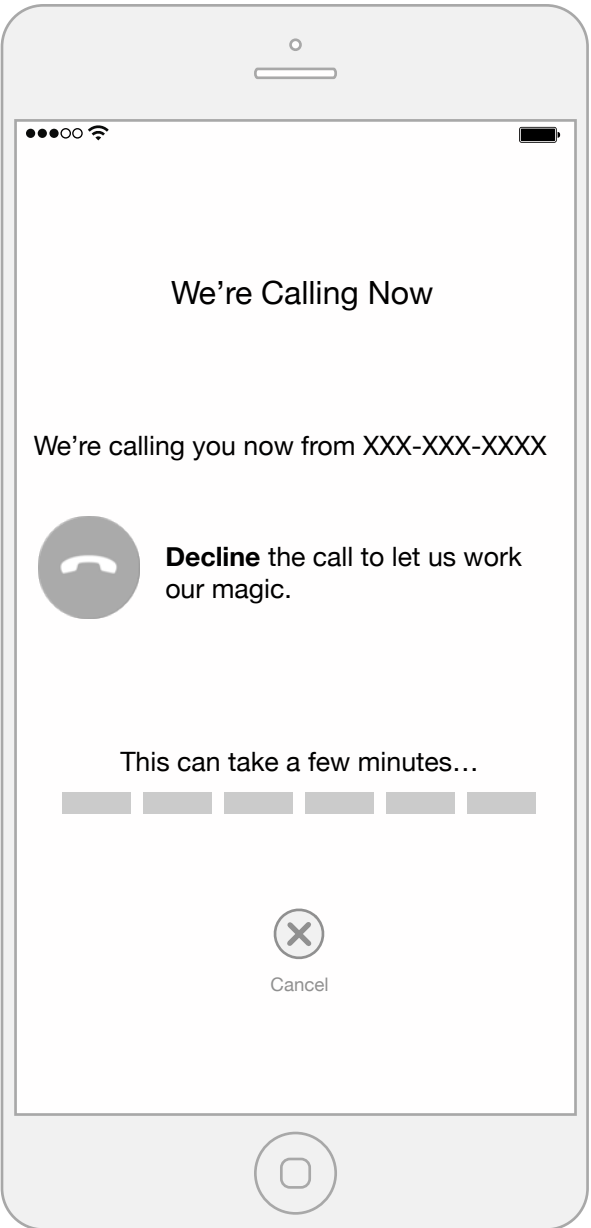
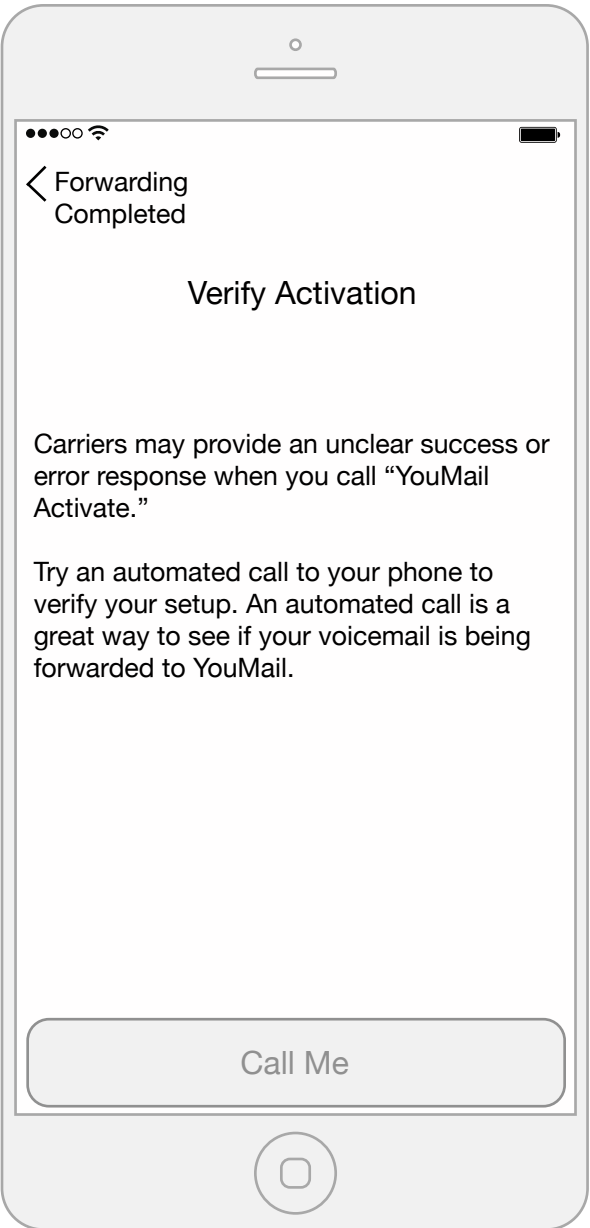


Long distance caption is only present in Canadian carriers. Acts as a substitute for notes on website

Dedicated voicemail number caption should show for carriers that require it. Acts as substitute for notes on website forwarding instructions.

Should also display a caption if carrier has forwarding charges

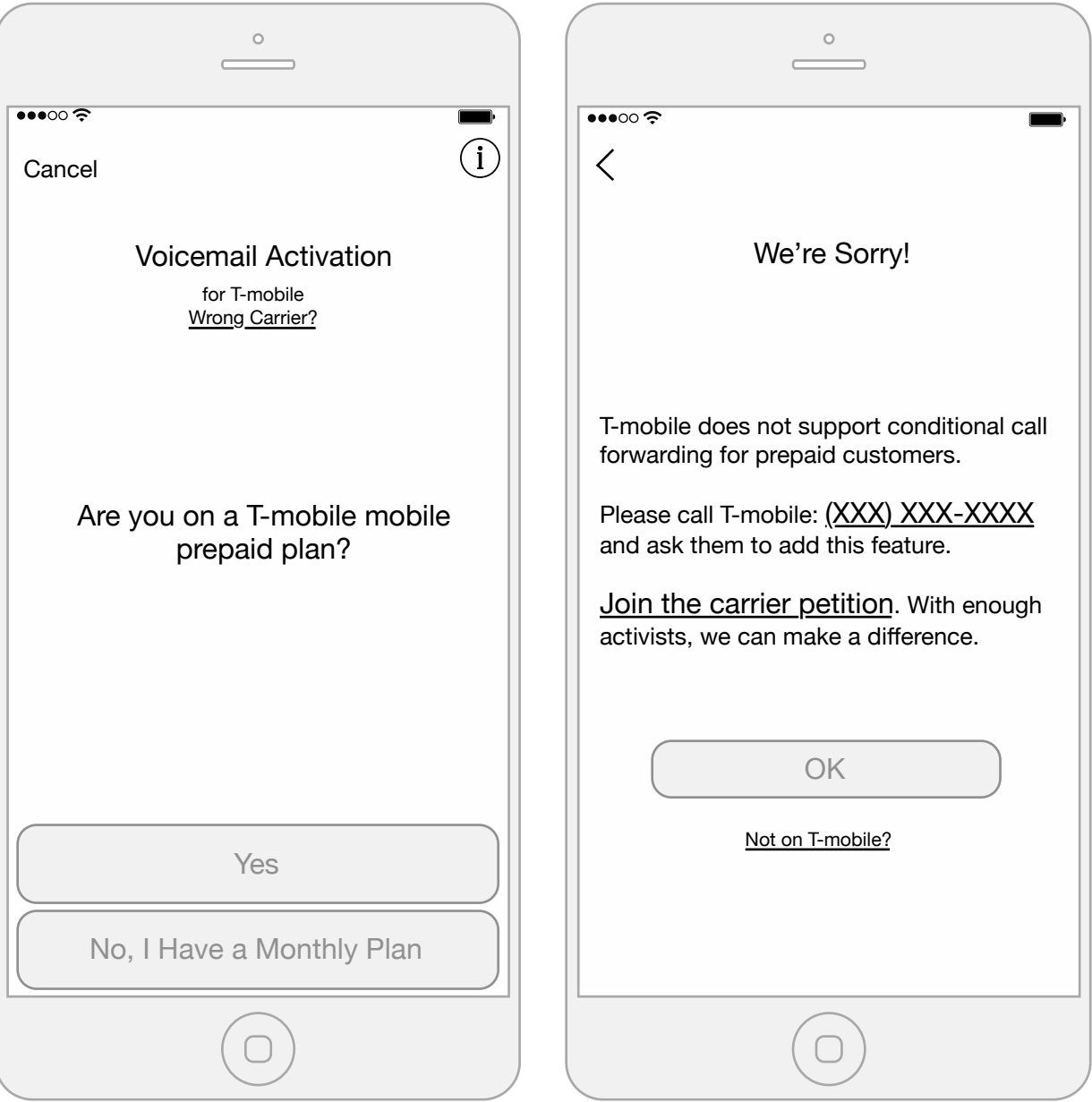
Current screen has a "I called forwarding codes" button. That doesn't tell you anything about the user's experience. This screen acts as an event trigger for Flurry. We can see statistics on users how users feel about the activation process. The survey responses can be referenced back to the corresponding carrier to identify carriers presenting users with most issues. We can revisit these carriers and identify better troubleshooting for carrier-specific problems. For big carriers, we should identify the specific success response and display it here.



The lack of a close option is a means to mandate test call. Of course, users can still go back to initial screen to quit.

On-Boarding Experience: YouMail Activate / Forwarding Codes

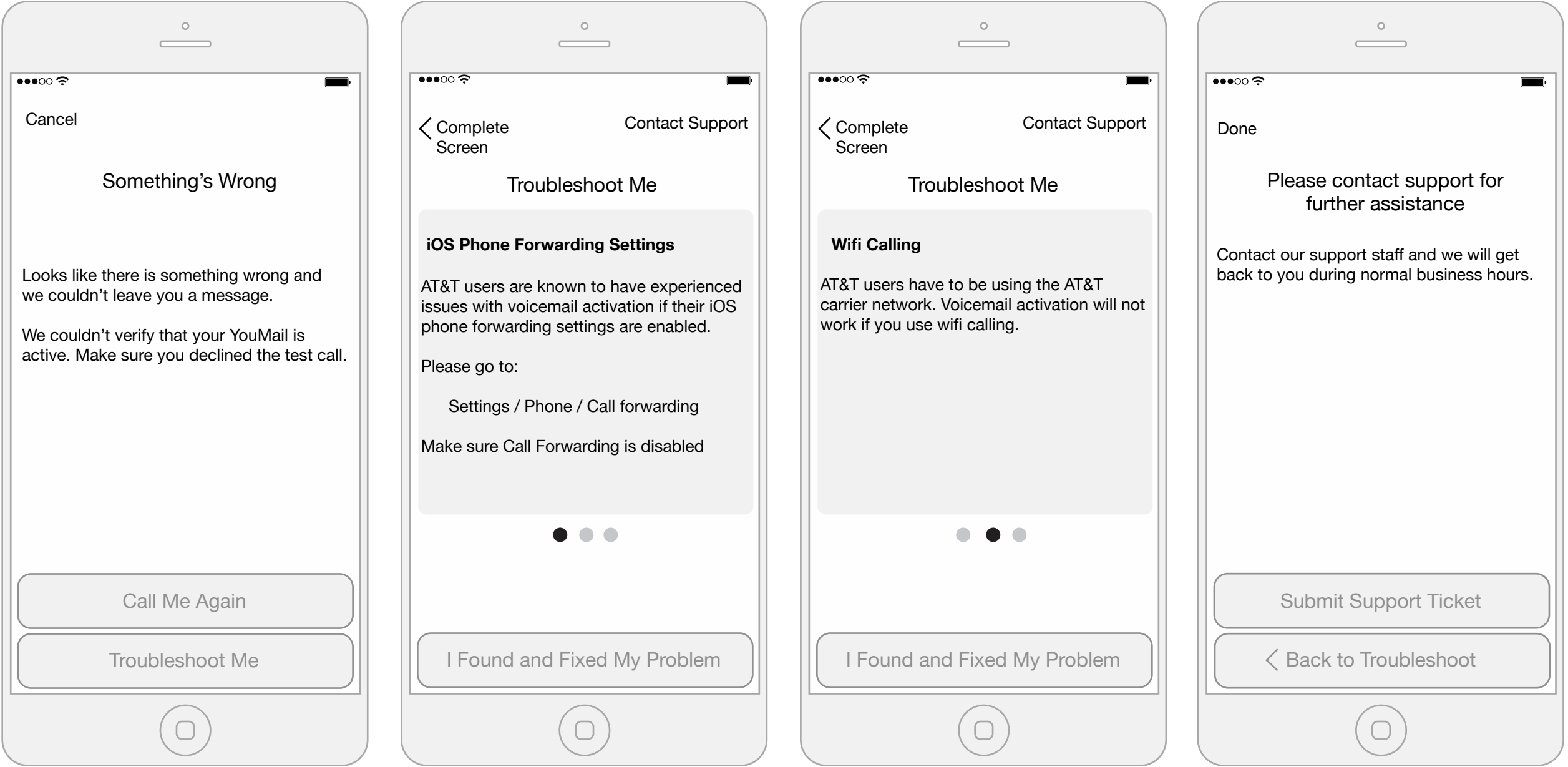
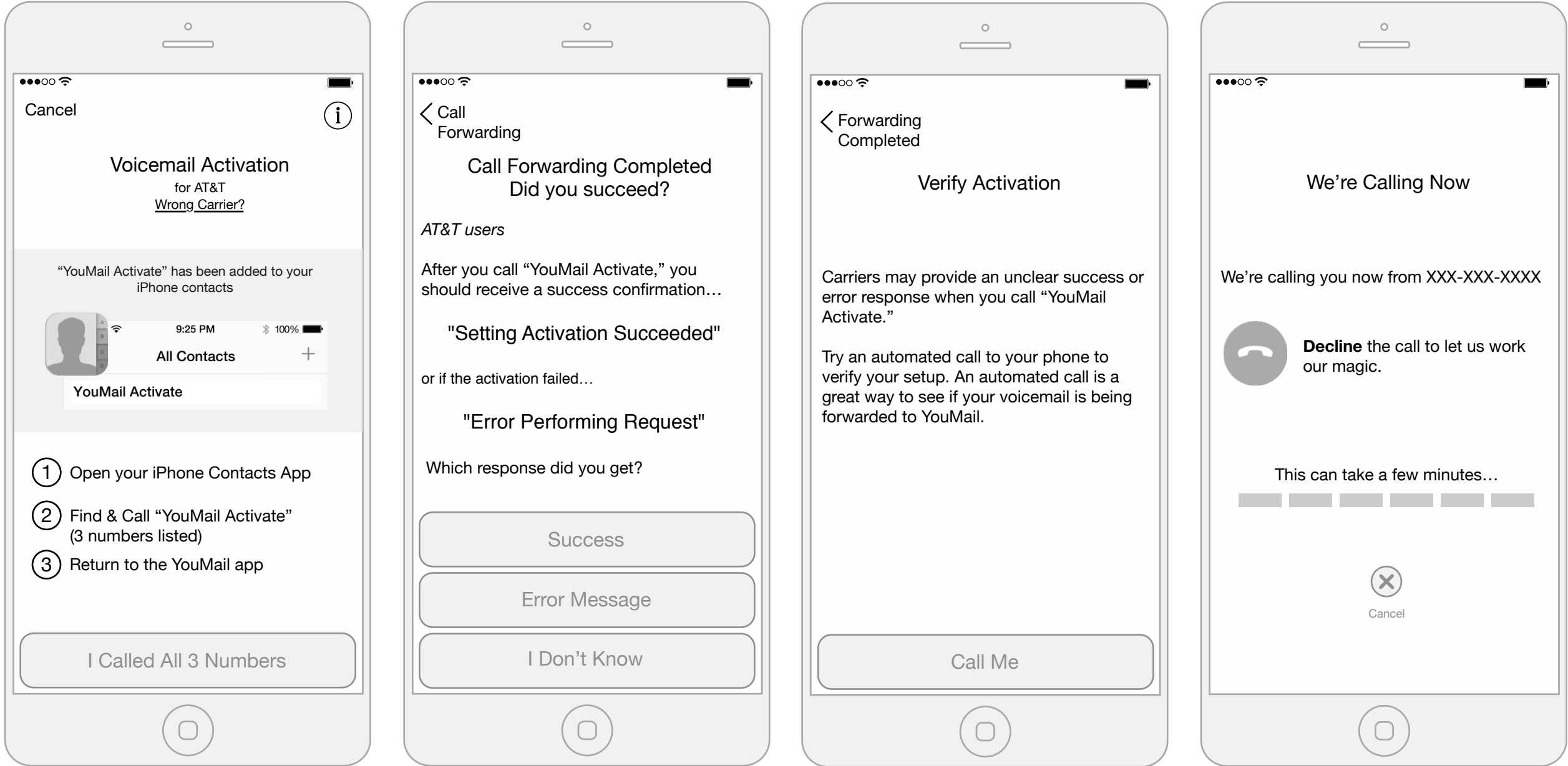
User Scenario: User is on a prepaid carrier that does not support conditional call forwarding



Prepaid question appears only for carriers that offers prepaid plans, but does not support prepaid forwarding. In this case, YouMail won't work for the user, and voicemail activation shouldn't continue.

On-Boarding Experience: YouMail Activate / Forwarding Codes

User Scenario: User attempts to activate voicemail, but fails



Slideshow view for different troubleshoot scenario's for each carrier. Not expecting more than 4 scenario's for any carrier.

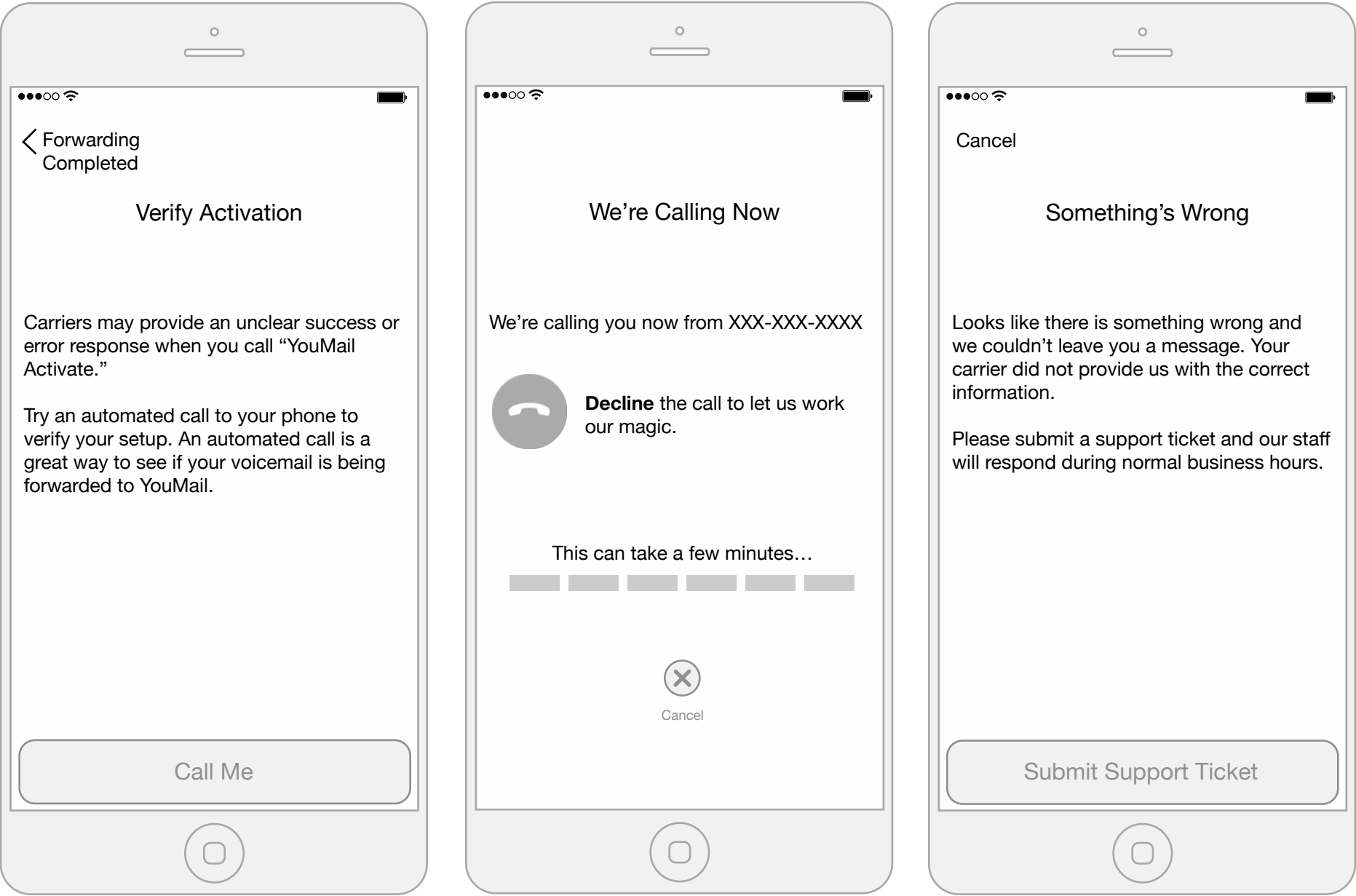
Pros: Quick and easy to understand.

Con: Difficult to track which scenario is causing users the problem

Do we want the live chat accessible to free users?

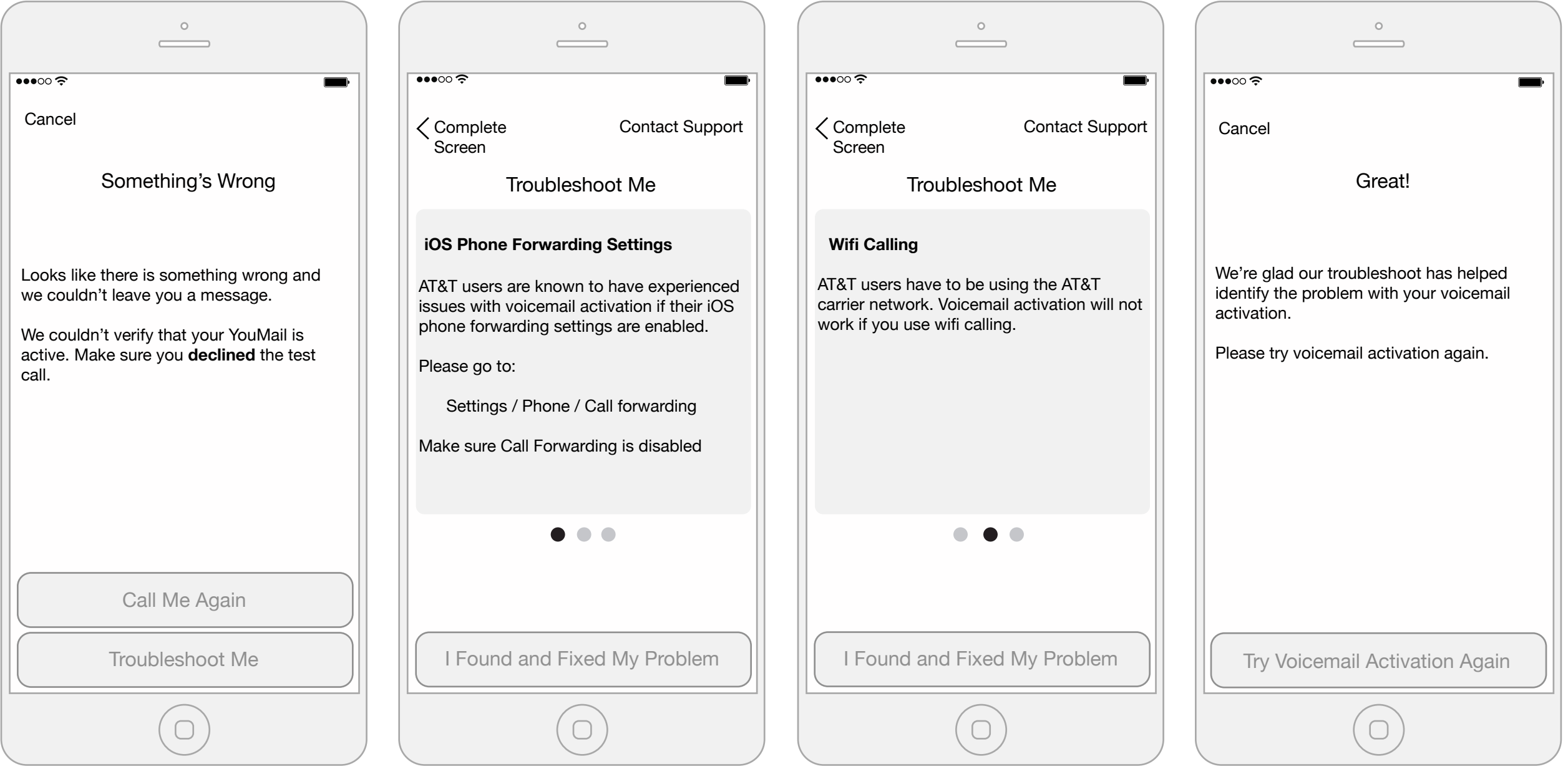
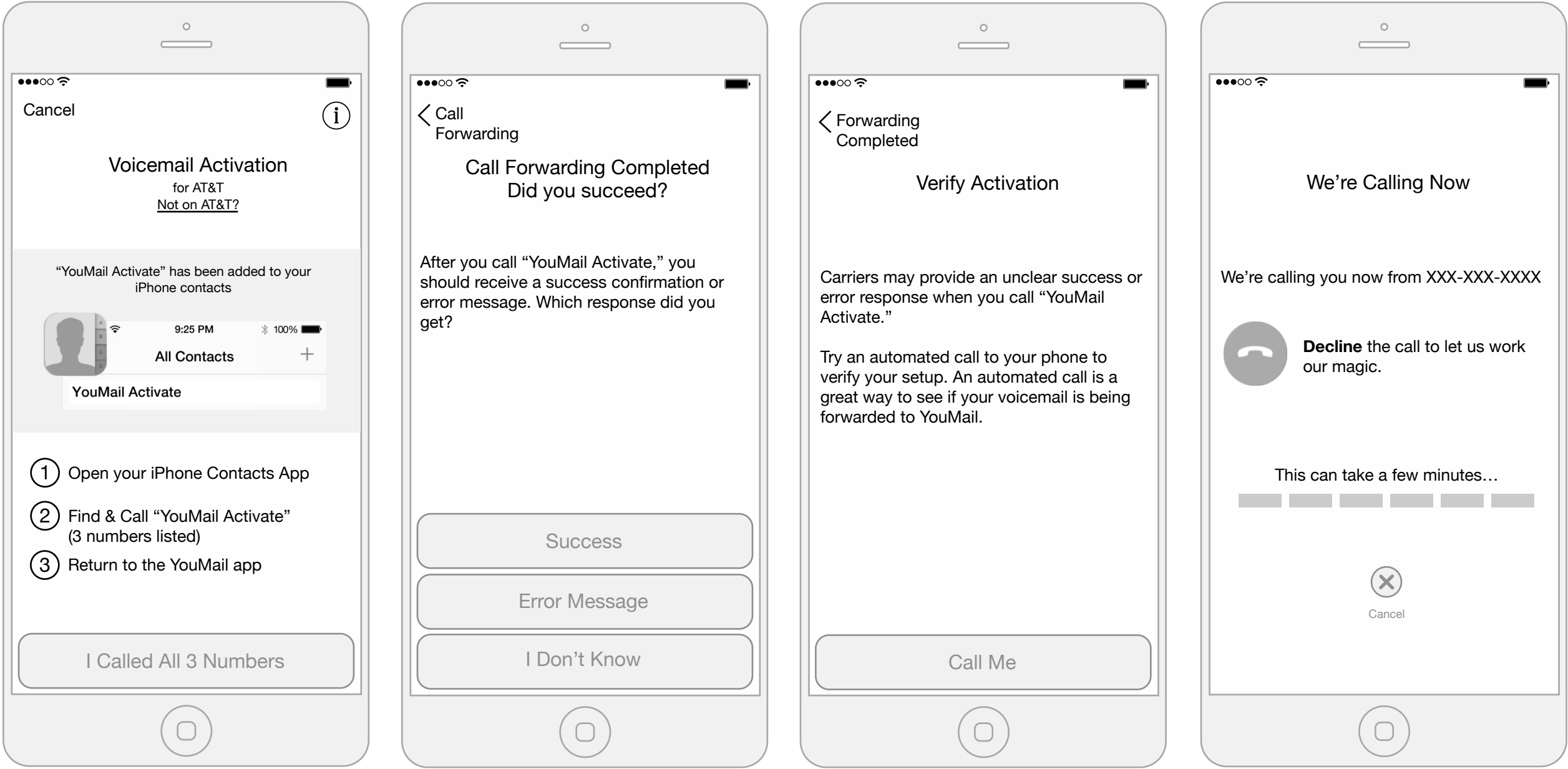
On-Boarding Experience: YouMail Activate / Forwarding Codes

User Scenario: User attempts test call, YouMail detects OCN problem



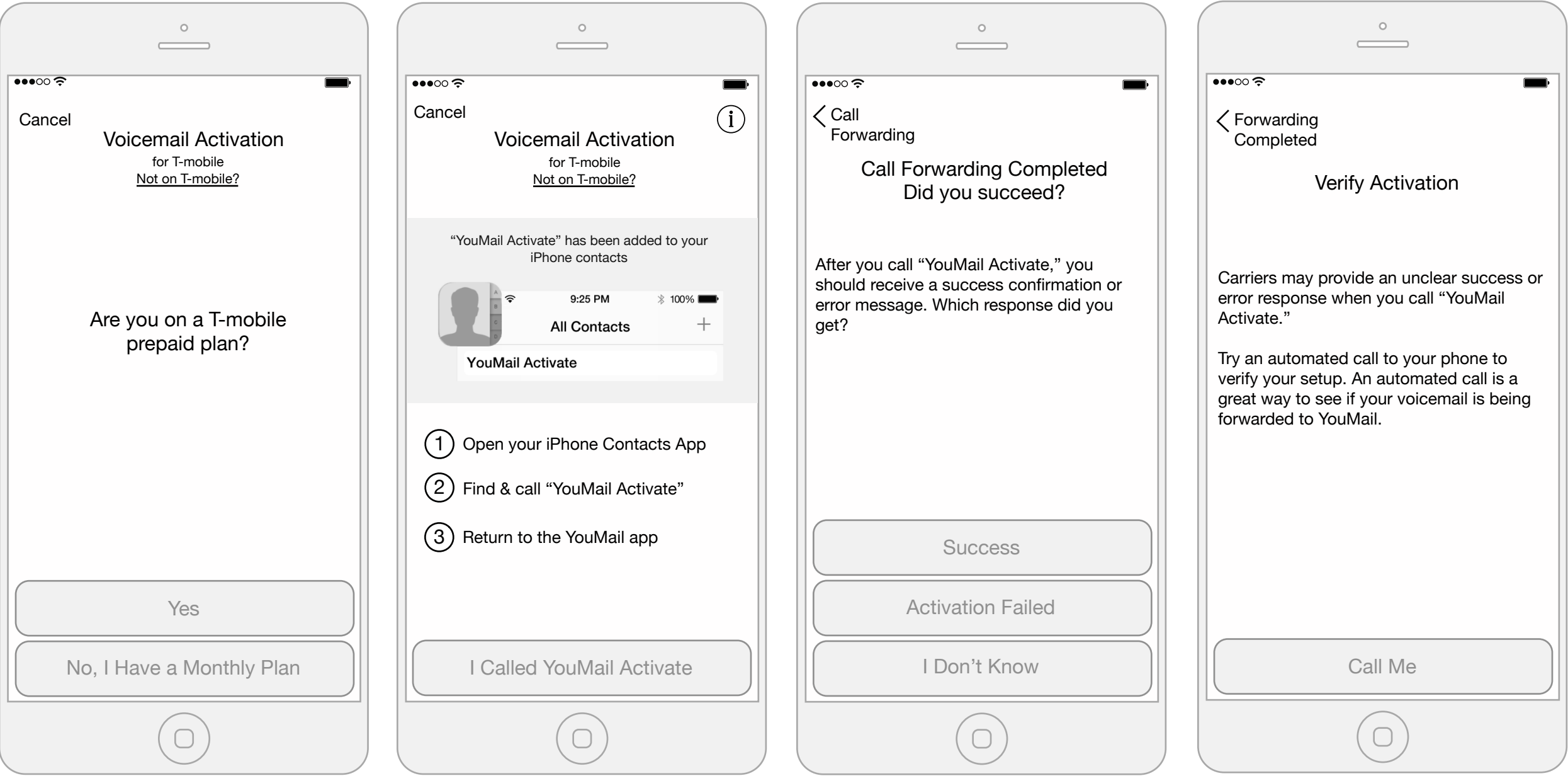
On-Boarding Experience: YouMail Activate / Forwarding Codes

User Scenario: User attempts to activate voicemail, but fails on first try. Troubleshoot helps them remedy the problem.

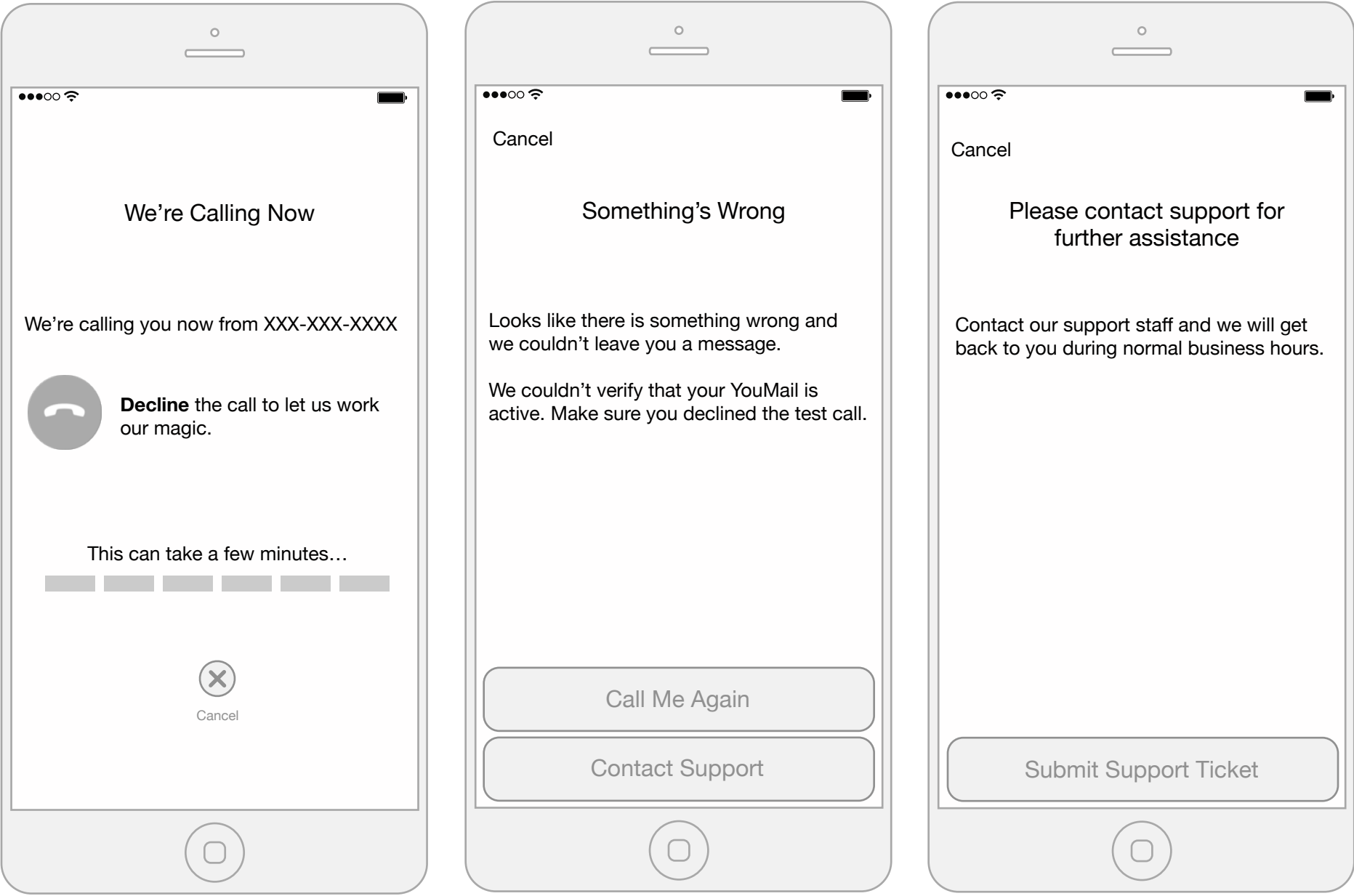


On-Boarding Experience: YouMail Activate / Forwarding Codes

User Scenario: User attempts call activation, performs a test call, and fails. There are no troubleshoot screens for this carrier.



Prepaid question appears only for carriers that offers prepaid plans, but does not support prepaid forwarding. In this case, YouMail won't work for the user, and voicemail activation shouldn't continue.



If there were troubleshoot screens, "Contact Support" button would be the "Troubleshoot Me" button

Normally, troubleshoot screens would appear first and contact support screen will appear last. But there are no troubleshoot screens.

On-Boarding Experience: YouMail Activate / Forwarding Codes

User Scenario: User selects a carrier/landline that requires that they perform the entire forwarding process by either contacting the carrier/landline via phone or web portal

