

Extracted from

Patterns, Widgets, & Best Practices

Web, Tablet and Smartphone

XDesign Consulting
driven by experience

Actions in Context

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

- Usage Highlights:** Updated as of 6/3/14, 1:15 PM. Next bill in 6 days. Includes 'Allowances' for shared minutes (96%), weekend text messages (80%), and unlimited SMS (275 of unlimited minutes). Also shows 'Extra Charges' for special numbers (\$7.45).
- March 2014 Bill:** Current Due: \$205.25. Pay by: 4/15/2014 (3 days remaining). Original bill amount: \$355.25. AutoPay to be applied on 4/15/2014. A 'Pay with card ****1111' button is present.
- My Products:** Shows 'Wireless (314) 333 1237' and 'TV (2)'. Includes 'Add Home Phone' and 'Add Internet' options.
- Quick Actions:** Links for 'Your Usage', 'Shop', 'Bill & Pay', and 'Notifications'.

A vertical sidebar on the left contains user profile information for Cassie Smith (314 555-1212) and other contacts, each with a corresponding icon and address snippet.

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

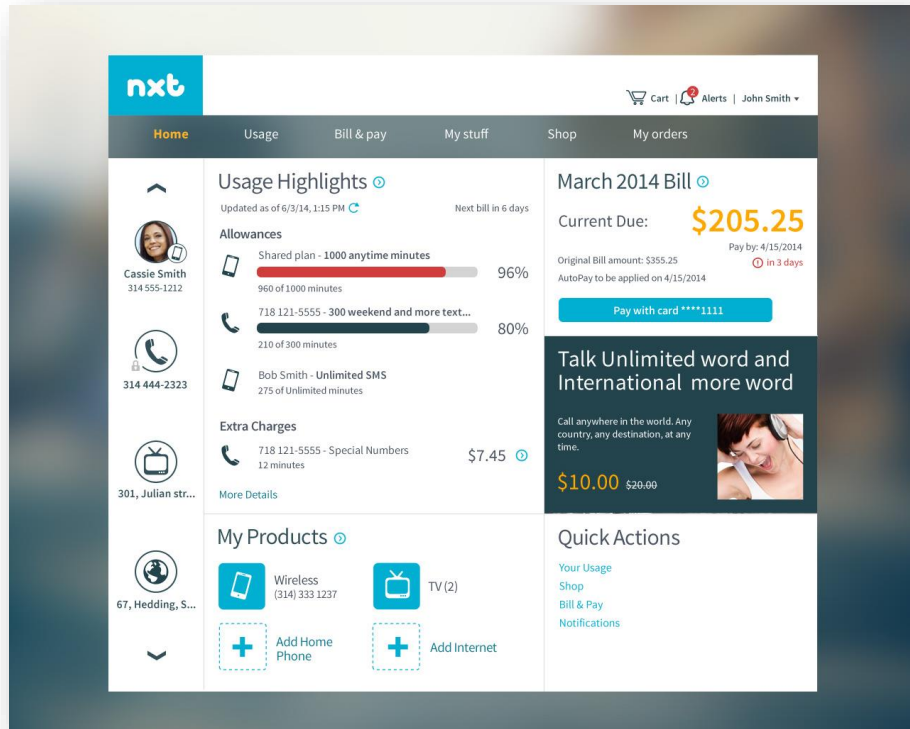
The dashboard features a top navigation bar with the 'nxt' logo on the left and 'Cart', 'Alerts', and 'John Smith' on the right. Below this is a secondary navigation bar with tabs for 'Home', 'Usage', 'Bill & pay', 'My stuff', 'Shop', and 'My orders'. The main content area is divided into several sections:

- Usage Highlights:** Updated as of 6/3/14, 1:15 PM. Next bill in 6 days. Includes allowances for shared minutes (96%), weekend text (80%), and unlimited SMS (275 of unlimited minutes).
- 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. Includes a 'Pay with card ****1111' button.
- Extra Charges:** 718 121-5555 - Special Numbers, 12 minutes, \$7.45.
- My Products:** Wireless (314) 333 1237, TV (2), Add Home Phone, Add Internet.
- Quick Actions:** Your Usage, Shop, Bill & Pay, Notifications.

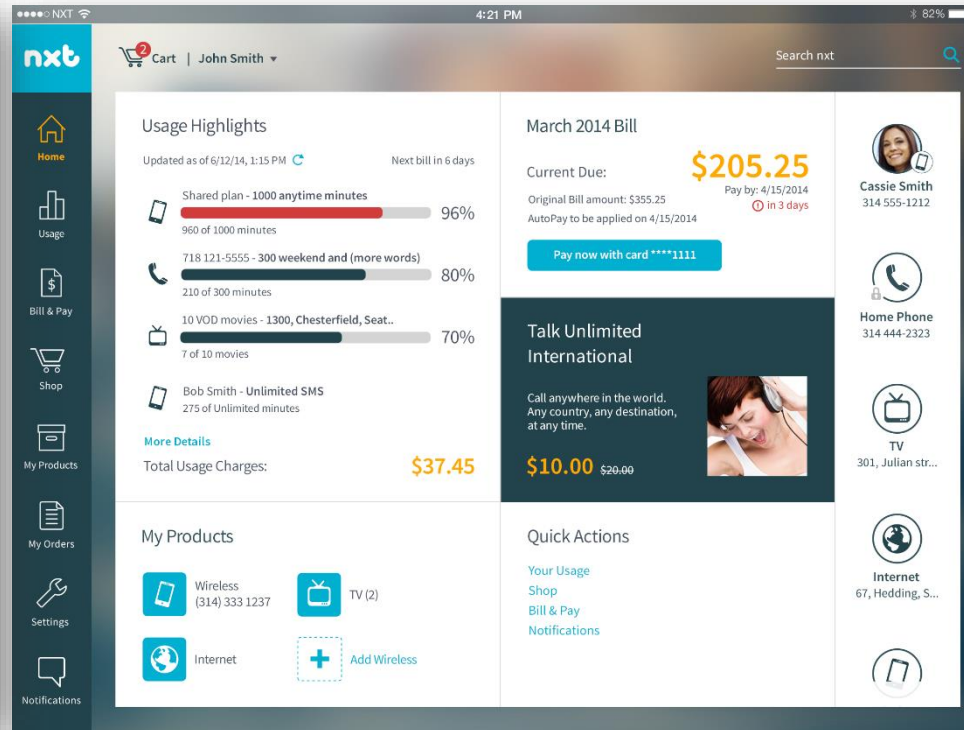
A sidebar on the left contains user profile information for Cassie Smith (314 555-1212) and other contact details. A promotional banner for 'TRY OUR VOD \$9.99/mo' is also visible.

Consistent, Uniform and Seamless Navigation Across Channels

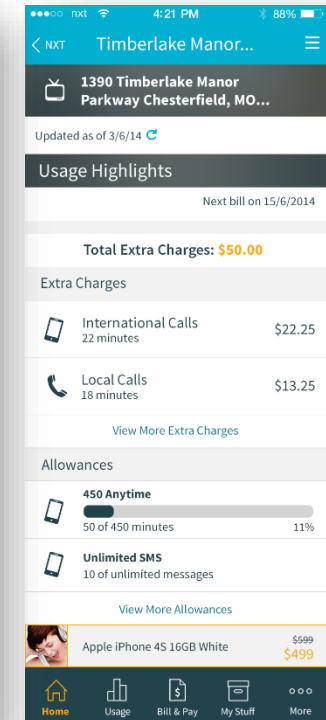
Web



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)

Bill&Pay Bill Details

December bill **\$260.25**
(1-Dec to 31-Dec) Pay by 15-Jan (in 10 days)

Charges Per Product

Wireless	\$120.00	▼ 20%*
TV	\$55.00	▲ 25%*
Home Phone	\$30.00	No change*
Internet	\$15.00	▼ 3%*

* compared with previous bill

Wireless **\$120.00**

Top Spenders

Jane Smith	\$80.00
John Smith	\$30.00
(314) 555-1228	\$10.00

Charges Totals

Usage Charges	\$20.36 (13%)
One Time Charges	\$30.32 (21%)
Monthly Charges	\$113.30 (66%)

Shared Allowances

Data

Data Package

100 of 100 MB 100%

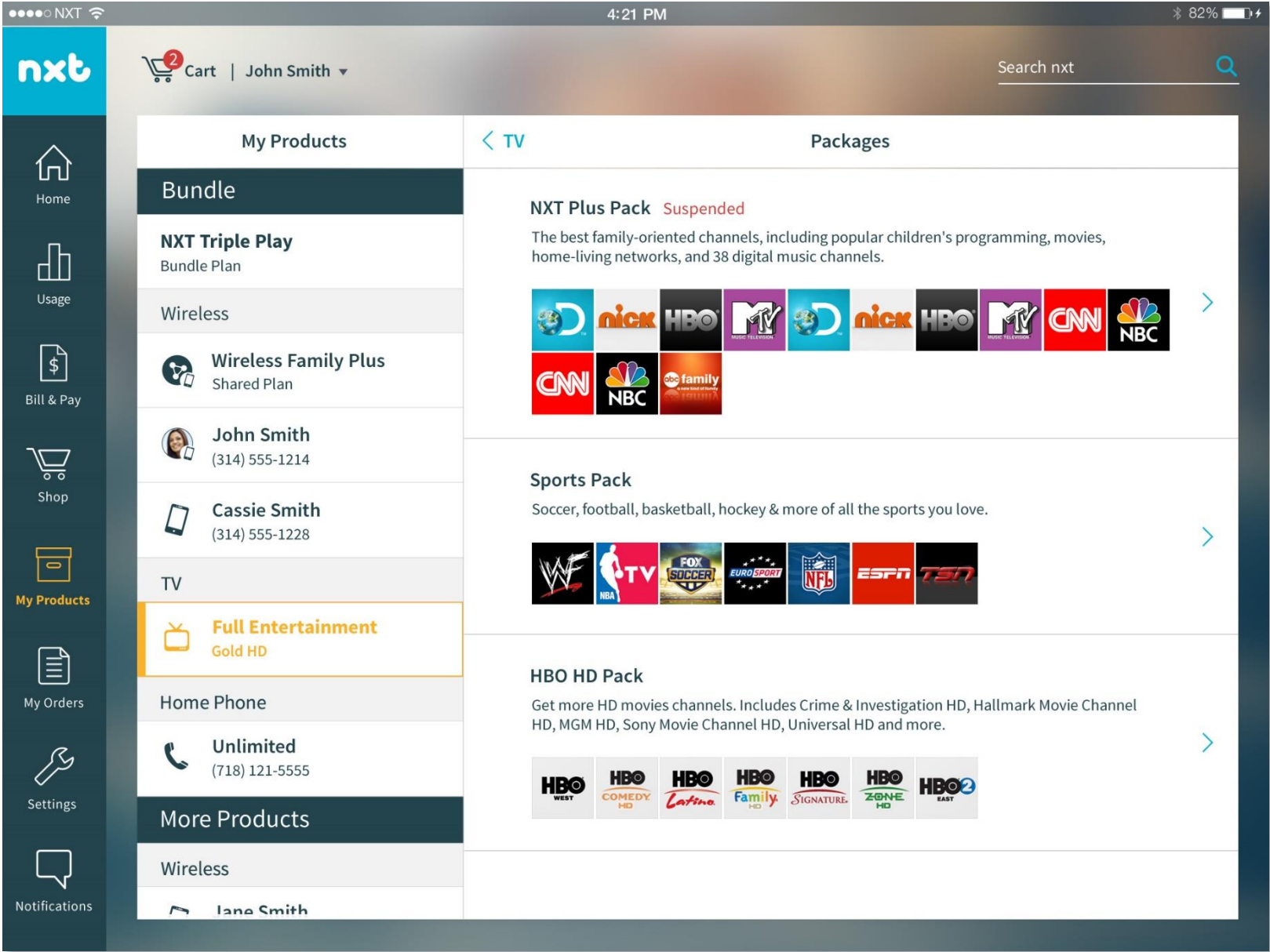
Voice

450 Anytime

350 of 450 minutes 75%

(314) 555-1212	\$20.00
(314) 555-1213	\$10.00
(314) 555-1214	\$60.00
(314) 555-1215	\$30.50

Approximate the real world, user language & mental model



Progressive disclosure - information in ascending level of details

nxt | Cart | Alerts | John Smith

Home Usage **Bill & pay** My stuff Shop My orders

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

Your Plan
Nights & Weekend
Change Plan

March 2014 Bill **1**

Current Due: **\$205.25**
Pay by: 4/15/2014 (in 3 days)
Original Bill amount: \$355.25
AutoPay to be applied on 4/15/2014

Pay with card ****1111

TRY OUR VOD \$9.99/mo

Quick Actions: Your Usage, Shop, Bill & Pay, Notifications

nxt | Search | Cart | Alerts | John Smith

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 By: 4/15/2014 (in 3 days)
Pay with card ****1111 | Payment Options | Set up AutoPay

2 **May bill** (May 01, 2014 to May 31, 2014) **3** **4**

5 **May Bill** **Total amount due: \$583.45**

Bill History

Month	Amount
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

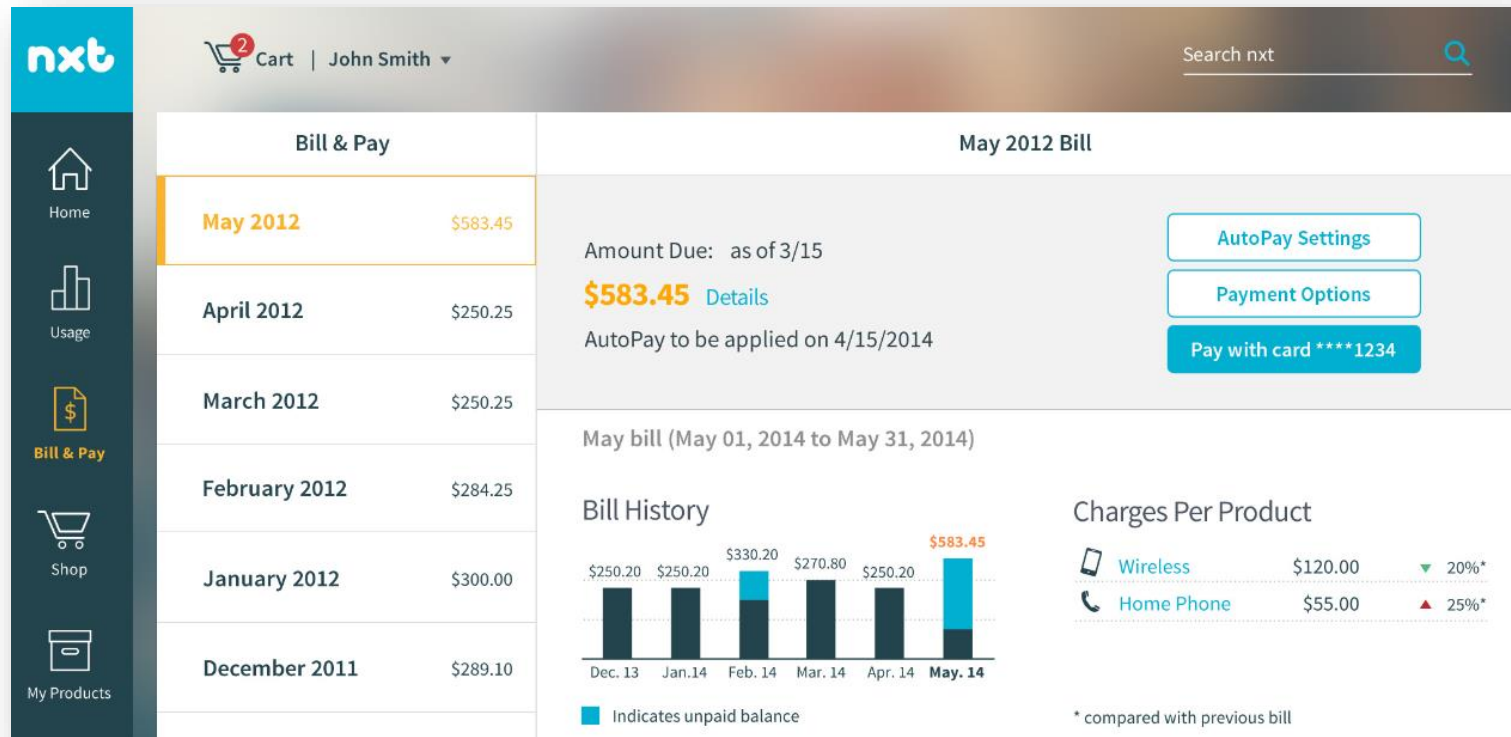
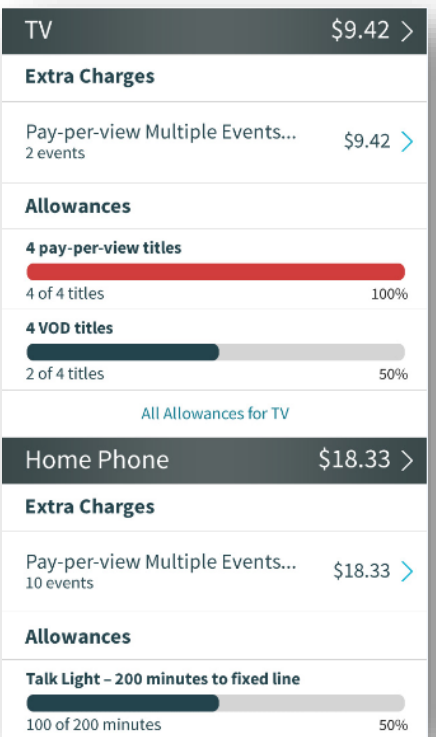
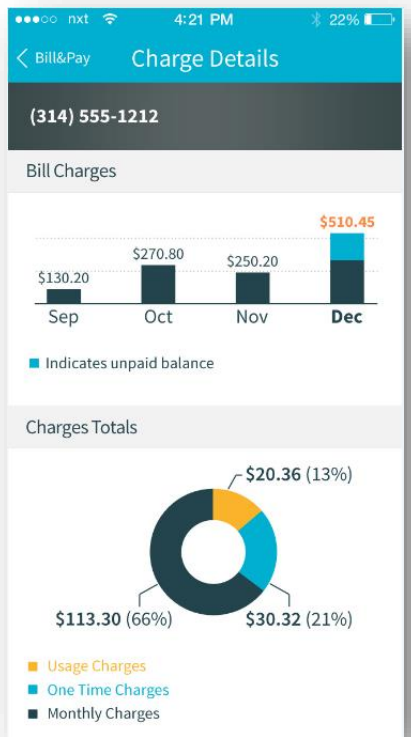
Charges Per Product

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

Unpaid balance	\$250.20
Previous Bill	\$250.25
Payment Received	\$0.00
Credits	\$10.00
Monthly	\$170.25
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

The screenshot displays the 'Add NXT Internet' wizard on the NXT website. The interface is clean and modern, with a dark navigation bar at the top containing the 'nxt' logo and user account information. The main content area features a progress indicator with four steps: 'Internet Plan', 'Services', 'Equipment', and 'Confirm Order'. The 'Services' step is currently active, indicated by an orange circle. Below the progress bar, the user is informed that they have chosen 'Fast Internet 10Mbps' and are prompted to consider adding additional services. A 'Continue' button is visible next to this prompt. The services listed are: 'Wi-Fi' (£5.99/mo.), 'Parental control' (£3.99/mo.), 'Anti-virus' (£9.99/mo.), and 'Back-up' (£5.99/mo. & up). Each service is accompanied by a descriptive icon and a brief explanation of its benefits. At the bottom of the wizard, there are 'Back' and 'Continue' buttons.

nxt Cart | Alerts | Olivia Taylor

Home Usage Bill & pay My stuff **Shop** My orders More

Add NXT Internet

Internet Plan **Services** Equipment Confirm Order

You chose **Fast Internet 10Mbps**
Consider adding the following services: [Continue](#)

- 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. **£5.99/mo. & up**
Backup storage size:

[Back](#) [Continue](#)

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

The screenshot shows the nxt user interface for a multi-subscription prepaid account. The user is logged in as John Smith. The navigation bar includes Home, Usage, Bill & pay, My stuff, Shop, and My orders. The main content is divided into several sections:

- Usage Highlights:** Updated as of 6/3/14, 1:15 PM. Next bill in 6 days. Includes allowances for Shared plan (96%), 718 121-5555 (80%), and Bob Smith (Unlimited SMS).
- Balances:** Lists balances for Cassie Smith (\$4.15) and James Smith (\$1000.00), both with "Top up" buttons.
- Extra Charges:** Lists charges for 718 121-5555 - Special Numbers (\$7.45).
- My Products:** Shows Wireless (314) 333 1237 and TV (2) with options to Add Home Phone and Add Internet.
- 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. Includes a "Pay now with card ****1111" button.

View for Multi Subscription Prepaid

The screenshot shows the nxt user interface for a single subscription postpaid account. The user is logged in as John Smith. The navigation bar includes Home, Usage, Bill & pay, My stuff, Shop, and My orders. The main content is divided into several sections:

- Usage Highlights:** Updated as of 6/3/14, 1:15 PM. Next bill in 6 days. Includes allowances for Bob Smith (96%) and 718 121-5555 (80%).
- Extra Charges:** Lists charges for VOD Movies (\$25.45) and 718 121-5555 - Special Numbers (\$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. Includes a "Pay with card ****1111" button.
- Your Plan:** Nights & Weekend. Includes a "Change Plan" button.
- Quick Actions:** Links to Your Usage, Shop, Bill & Pay, and Notifications.

View for Single Subscription Postpaid

Upsell/Cross Sell in Context

The screenshot displays the Nxt mobile application interface. At the top, the status bar shows 'NXT', signal strength, Wi-Fi, time '4:21 PM', and battery '82%'. The app header includes the 'nxt' logo, a shopping cart icon with '2' items, the user name 'John Smith', and a search bar.

The main content is divided into two sections: 'My Products' and 'Channels'. The 'My Products' section on the left lists various services:

- Bundle**
 - NXT Triple Play Bundle Plan**
 - Wireless**
 - Wireless Family Plus Shared Plan**
 - John Smith** (314) 555-1214
 - Cassie Smith** (314) 555-1228
 - TV**
 - Full Entertainment Gold HD** (highlighted)
 - Home Phone**
 - Unlimited** (718) 121-5555
 - More Products**
 - Wireless**
 - Jane Smith** (314) 555-1010

The 'Channels' section on the right shows a grid of TV channel logos:

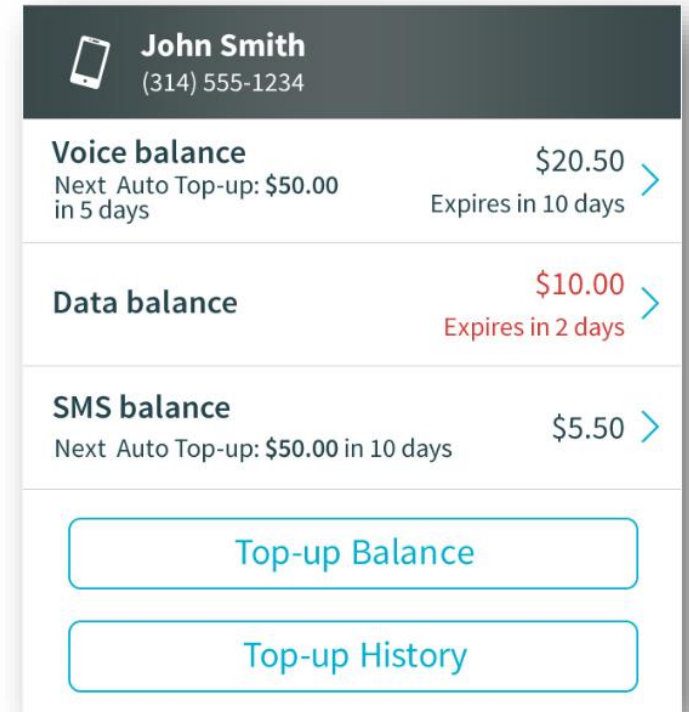
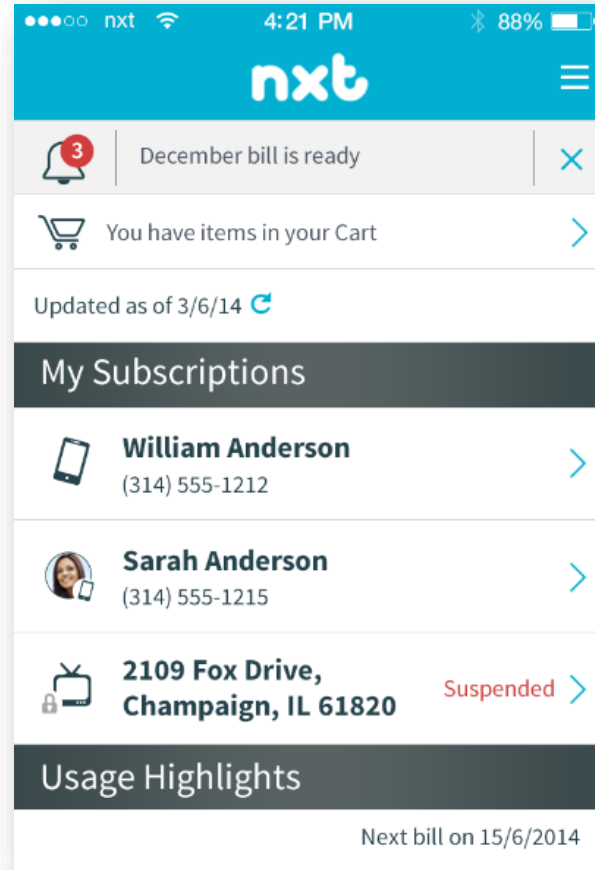
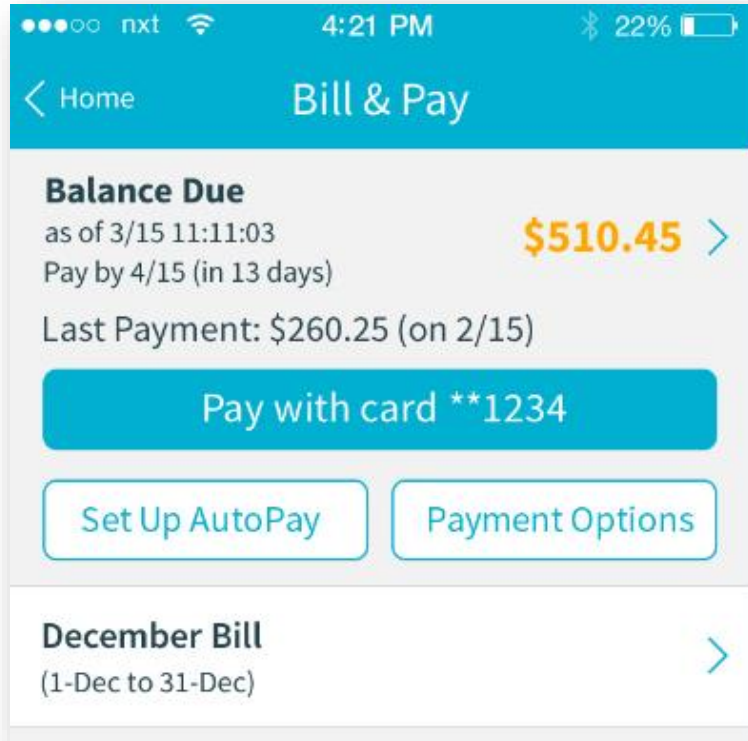
- The History Channel**
- Football World Cup 2014** (Suspended)
- BBC World**
- Big Brother live**
- The Discovery Channel** (Suspended)
- National Geographic**
- The Documentary Channel**
- Add Channel** (indicated by a dashed box and a plus sign)

Below the channels, an orange banner reads 'Consider Adding...'. This section features four promotional packs:

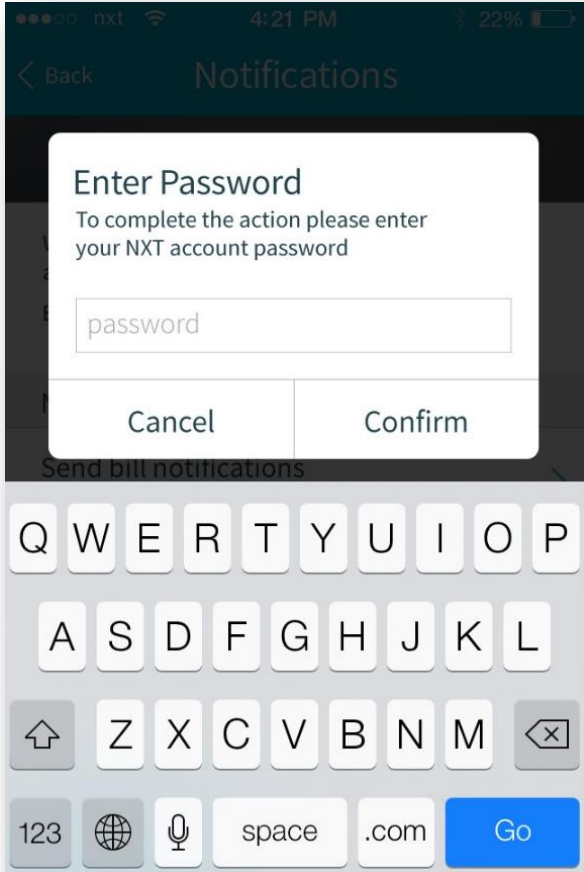
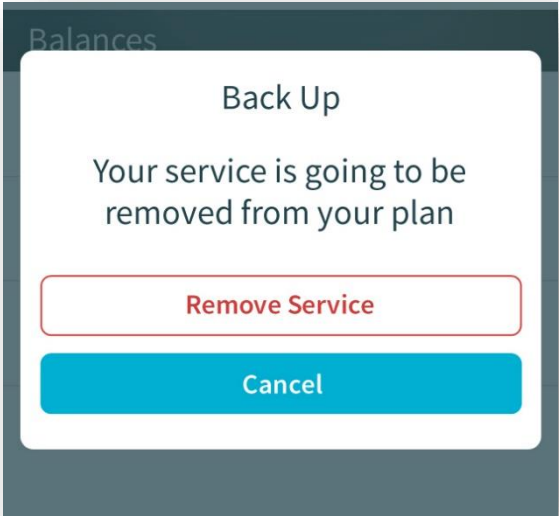
- Sport HD Pack**: \$25.00/mo. **\$22.00/mo.**
- Learning Theme Pack**: \$18.00/mo. **\$15.00/mo.**
- LifeStyle Pack**: \$20.00/mo. **\$18.00/mo.**
- Sport HD Pack**: \$25.00/mo. **\$22.00/mo.**

A vertical navigation menu on the left side of the app includes icons for Home, Usage, Bill & Pay, Shop, My Products (highlighted), My Orders, Settings, and Notifications.

Error prevention – Alerts, Reminders and Notifications



Error prevention cont./ – Alerts, Reminders and Notifications



Thank You