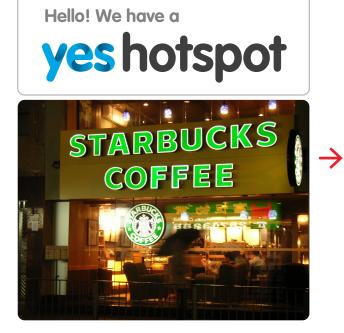
# yes hotspot

### CONNECTION FLOW

The customer goes to their favorite coffee shop which now prominently displays a sign, "Hello! We have a Yes Hotspot." Great! They have their iPad with them and would love to get their mail and check the news.

The customer gets a coffee and sits down. They go to their Wi-Fi connections and see the Yes Hotspot. They tap to select it.

The device connects to the Yes Hotspot.

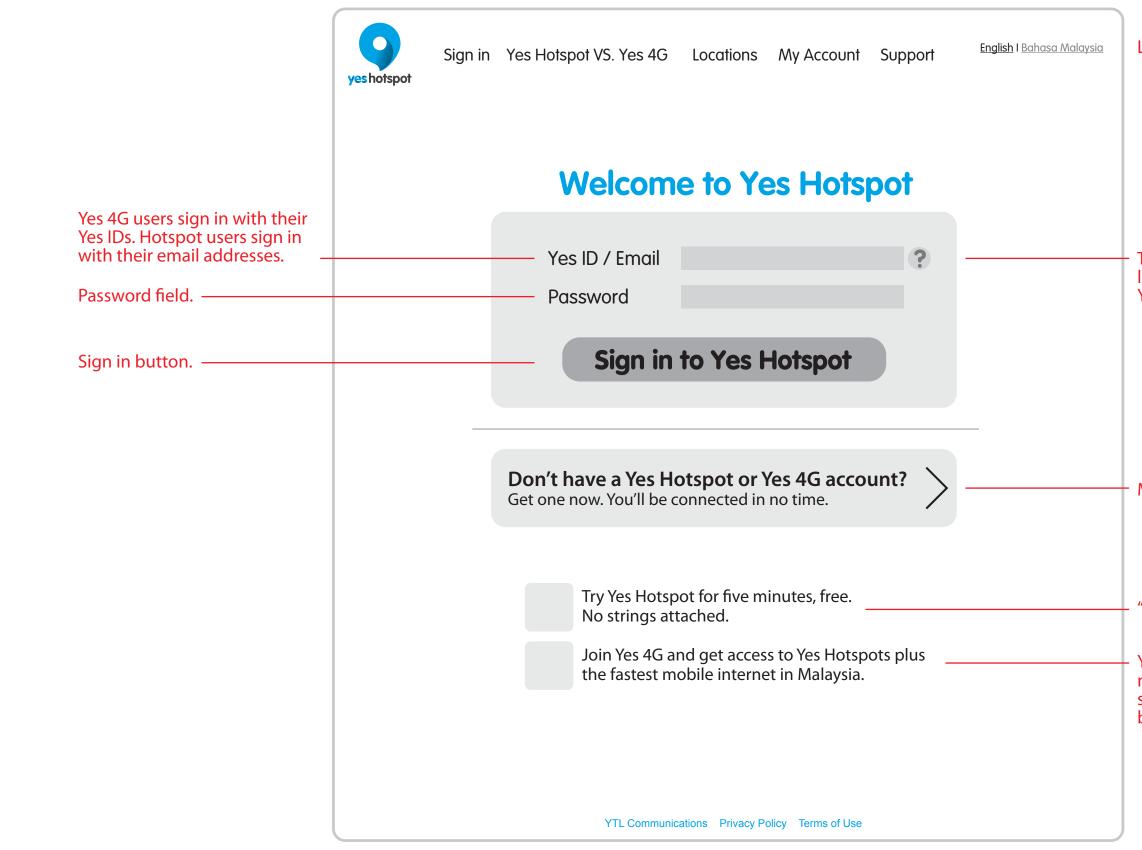


Viris National Contacts   Picture Frame   O Ceneral   O Mail, Contacts, Calendars   O Mail, Contacts, Calendars   O Safari   S Safari   S Safari   O Room networks will be joined automatically. If no known networks are available, you   Wielis   O Store   Solor   O Store   Solor   O Store   Solor   O Store   Solor   Solor   O Store   Solor   Solor<								
Settings Wi-Fi Networks   Wi-Fi Notice   Wi-Fi Notice   Wi-Fi One   One Null-Contacts, Calendars   Wi-Fi One   One Null-Contacts, Calendars   Wi-Fi One   Wi-Fi One   One Null-Contacts, Calendars   Wi-Fi One   Wi-Fi One   One Null-Contacts, Calendars   Wi-Fi Null						(	http://www.hotspot.my/captive	Go
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Well   Mail, Contacts, Calendars   Mail, Contacts, Calendars <	Picture Frame			_			Welcome to Yes Hotspot	
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iPod	🌠 Safari	Ask to Join Networks		Mafari Safari	Ask to Join Networks		Sign in to Yes Hotspot	
Video   Photos   Store   Apps   I Books   I Books   I Matrix		Known networks will be joined automatically. If no known networks are available will be asked before joining a new network.	a, you		Known networks will be joined automatically. If no known networks are available, you will be asked before joining a new network.			
Store   Apps   iBooks   iBooks   iNetflix     Netflix     in the fastest mobile internet in Malaysia.	Wideo Video			Wideo				_
Apps   I iBooks   I Netflix     Apps   I hops	Photo:			👷 Photos			<b>Don't have a Yes Hotspot or Yes 4G account?</b> Get one now. You'll be connected in no time.	
Image: Books       Image: Books       Image: Books       Image: Try Yes Hotspot for five minutes, free. No strings attached.         Image: Netflix       Netflix       Image: Books       Image: Books       Image: Books         Image: Netflix       Netflix       Image: Books       Image: Books       Image: Books         Image: Netflix       Image: Books       Image: Books       Image: Books       Image: Books       Image: Books				August March 1997 Control of Cont				
Netflix       Join Yes 4G and get access to Yes Hotspots plus the fastest mobile internet in Malaysia.								
				Netflix			Join Yes 4G and get access to Yes Hotspots plus	
VYTimes NYTimes	C NYTimes			<b>NYTimes</b>				
YTL Communications Privacy Policy Terms of Use							YTL Communications Privacy Policy Terms of Use	
			12					

### The customer opens their browser, and is taken to the Yes Hotspot captive page.



### YES HOTSPOT CAPTIVE PAGE -- OVERVIEW



## Language selector: English or Bahasa Malaysia

The question mark button opens a lightbox with more information on Yes ID vs. email address.

Main call to action for new users.

"Try five minutes" free action.

Yes 4G sell. Since we do not know the nature of the user on this page, we are showing a generic Yes 4G message; drives brand awareness and new accounts.

### NEW CUSTOMER : YES HOTSPOT FLOW

The prospective customer has stumbled upon a Yes Hotspot. They don't have a Yes ID or a Hotspot account, so they choose to sign up for one.

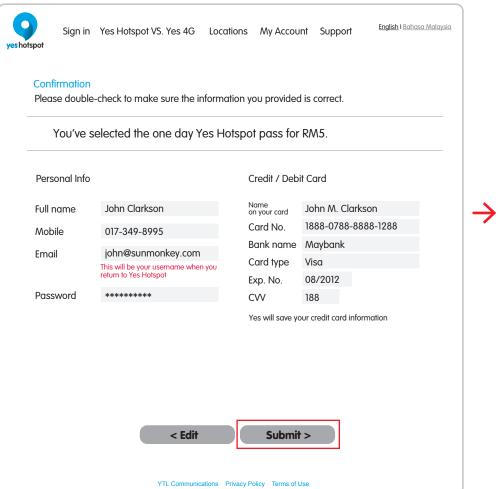
Sign in Yes Hotspot VS. Yes 4G	Locations My Account Support	English I Bahasa Malaysia	yes hotspot	Sign in Yes Hotspot VS. Yes 4G Loca	tions My Account Support English I Bahasa		yeshotspot Sign in Ye	es Hotspot VS. Yes 4G Lo	cations My Account Support	English I <u>Bahasa Malaysia</u>
Welcom	e to Yes Hotspot			Two great options to	get you connected.			ght around the corner Hotstpot pass you want		
Don't have a Yes H Get one now. You'll be o Try Yes Hots No strings at Join Yes 4G a	pot for five minutes, free.	]		Buy a Yes Hotspot pass - for the day or for the week         Yes Hotspot Week Pass - RMX         Cood for seven days or XGB, whichever comes first.         Yes Hotspot Day Pass - RMY         Cod for one day or XGB, whichever comes first.         Yes Hotspot Day Pass - RMY         Cod for one day or XGB, whichever comes first.         Yes Hotspot Day Pass - RMY         Cod for one day or XGB, whichever comes first.         Secommended if you:         and yo occassionally use the internet         • yount to test drive Yes 4G         Yes Hotspot is available at over XXX convenient locations across Malaysia. Your Yes Hotspot can be used at any of these locations.	<ul> <li>Buy a Yes 4G subscription month to month 4G bliss</li> <li>Starting A'es 4G account is fast and eas has start at MAXY a month</li> <li>Commended if your</li> <li>ene in Malaysia for the long haul</li> <li>want to use Yes 4G outside of Mes Hotspot locations (requires device)</li> <li>use the internet a loi</li> <li>already know that Yes 4G is amazing</li> <li>You also get a Yes ID and phone number, shy sing and M services for your iPhone, ipad, Android and laptop.</li> </ul>	$\rightarrow$		RM20 Lweek XGB	fields are required. Credit / Debit Card Don't have a cr Name on your card * Card No. Bank name Select Card type Visa Exp. No. Month Veau * CVV * CVV * Remember my cr	* * * *
YTL Communi	ications Privacy Policy Terms of Use			YTL Communications P	rivacy Policy Terms of Use			< Back	Continue >	

The customer is taken to a side-by-side comparison of Yes Hotspot and Yes 4G. They choose

to purchase a Yes Hotspot day pass.

In order to purchase the day pass online, the user needs to provide personal and payment information. Yes will offer to save the payment information so that the Hotspot top-up experience is as simple as possible.

# The customer verifies the information they've entered and hits "Submit".



On successful verification of the account, the user is signed in. They are shown messaging confirming the successful account creation, plus a summary of their account balance. They are also shown messaging relevant to a Hotspot account.

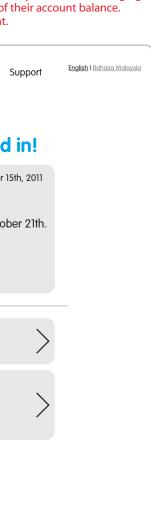


Sign in Yes Hotspot VS. Yes 4G Locations My Account Support

# Hello John. You're signed in!

	2:34pm : October 15th
Your accour	nt has been created!
	t pass will expire 4:32PM, October I GB left to use.
What does t	<u>his mean?</u>
	Sign out
Add more time	e to your Yes Hotspot pass.
	nd unlock the full potential of object of the second second second second second second second second second se
Yes Hotspot is	just the tip of the iceberg.

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### NEW CUSTOMER : YES 4G SIGN UP FLOW -- FROM MAIN CALL-TO-ACTION ON CAPTIVE PAGE

The prospective customer has stumbled upon a Yes Hotspot. They don't have a Yes ID or a Hotspot account, so they choose to sign up for one.

The customer is taken to a side-by-side comparison of Yes Hotspot and Yes 4G. They choose to sign up for a Yes 4G account.

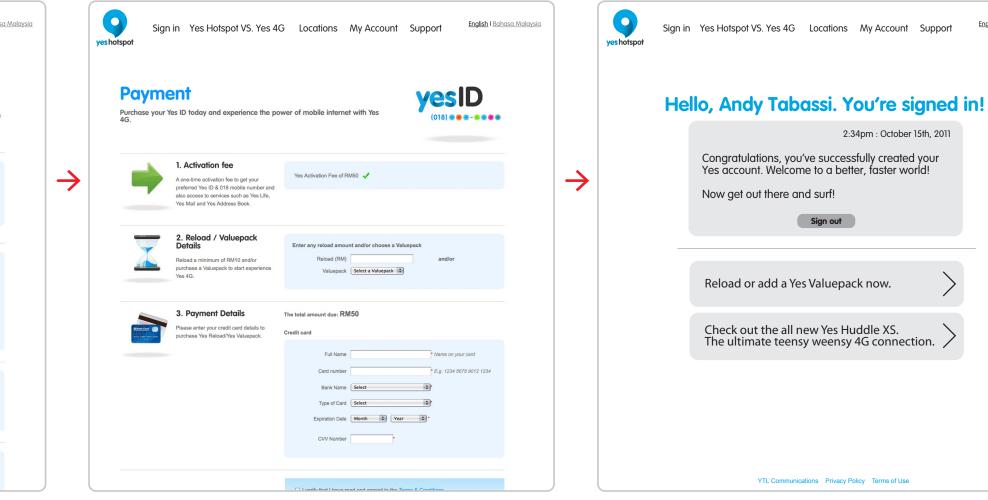
yes hotspot	Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English I Bahasa Malaysia		yes hots	Sign in Yes Hotspot VS. Yes 4G Locat	tions My Account Support English I Bahasa Malaysia		Sign in Yes H
	Welcome to Yes Hotspot			Two great options to	get you connected.		Create your Personalize your Yes ID toda Yes 4G.
	Yes ID / Email Password Sign in to Yes Hotspot Don't have a Yes Hotspot or Yes 4G account? Get one now. You'll be connected in no time.	→		Buy a Yes Hotspot pass - for the day or for the week Meshospot Week Pass - RMX Cood for seven days or XGB, whichever comes first. Meshospot Day Pass - RMY Cood for one day or XGB, whichever comes first. Mecommended if you: • are visiting Malaysia for a short while • are a budget-minded person • only occassionally use the internet • want to test drive Yes 4G Meshospot is available at over XXX convenient locations across Malaysia. Your Yes Hotspot can be used at any	Buy a Yes 4G subscription month to month 4G bliss Starting a Yes 4G account is fast and easy Plans start at RMXX a month. Recommended if you: • are in Malaysia for the long haul • want to use Yes 4G outside of Yes Hotspot locations (requires device) • use the internet a lot • already know that Yes 4G is amazing You also get a Yes ID and phone number, which give you access to top-notch voice, SMS and IM services for your iPhone, iPad, Android and laptop.	→	Image: Non-State State
	No strings attached.Join Yes 4G and get access to Yes Hotspots plus the fastest mobile internet in Malaysia.			of these locations.			3. Create You will need log in with you for you to remu to crack.
	YTL Communications Privacy Policy Terms of Use			YTL Communications P	Privacy Policy Terms of Use		4. Tell us about you

Recommended: We add a friendly, marketing based interstitial page that covers recommended plans and pricing. The jump into the sales flow is too abrupt as-is and could turn away potential customers.

The customer is taken to the Create a Yes ID page on portal. We should attempt to display the portal page in context of the Hotspot flow: the header and footer should remain the same as those on the Hotspot Captive page.

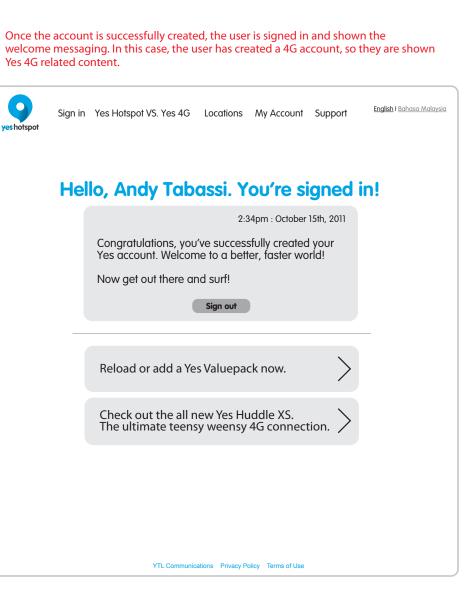
Hotspot VS. Yes 40	6 Locations N	Ny Account	Support	English I Bahasa	Malaysia
r Yes ID ay and experience the	power of mobile interr	net with	<b>yes</b>		
your preferred					
s your unique access to our G network. It is also your ress.Yes Mail is a free web that you get when you sign D.	Yes ID Your Yes ID is not case se consist alphabets, number		atween 6 and 20 charao	ID available?	
018 mobile count comes with a 018 er. You can use this number e, laptop or computer.	Key in the numbers you least 2 digits to begin yo Search number 018			mber. Enter at Search Number	
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e your password your password when you ur Yes ID. So make it easy nember, but hard for others	Password Confirm Password Your password must be bi case alphabets, numbers,	atween 6 and 16 cha the plus(+) and unde	racters. It may consist of symbols.	of upper and lower	
s a few things ou	Full Name	🖲 Malaysian 🔘 N	• Ion - Malaysian		

The Payment page in the same flow. Again, we should strive to present this page within the context of Hotspot: remove the portal navigation and branding, and replace with the Hotspot specific experience.



Yes 4G related content.

https://www.yes.my/activation/createYesPlanNewAccount.do





### NEW CUSTOMER : STARTER PACK SCRATCH CARD

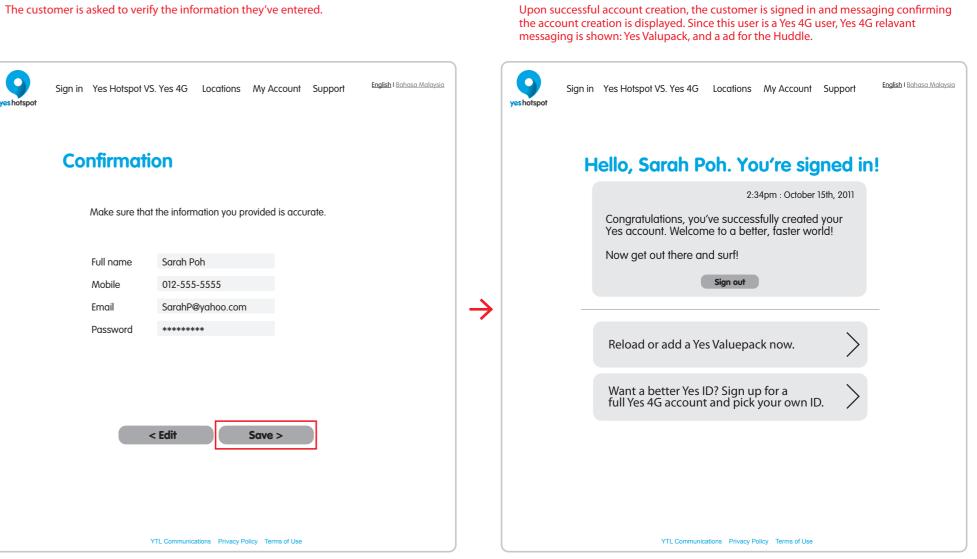
The customer has purchased a Yes ID starter pack card from a merchant. They open the Yes Hotspot page and enter the Yes ID and temporary password from the card.

		security reasons to have the customer do this.	
Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English I Bahasa Malaysia		yeshotspot Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English Bahasa Malaysia	Sign in Yes I
Welcome to Yes Hotspot		We'll connect you in a second, but first	Confir
Yes ID / Email ScratchYesID@yes.my		Please provide some basic information.	Make
Password *****		* These fields are required	
Connect to Yes Hotspot		Eullanna Cuul Dala	Full n
connect to res horspor		Mobile 012-555-5555 *	Mob
		Email SarahP@yahoo.com *	Emai
Don't have a Yes 4G or Yes Hotspot account?		Select a new password	Pass
Get one now. You'll be connected in no time.		Password     *******       Reenter     ********	
Join Yes 4G and get access to Yes Hotspots plus the fastest mobile internet in Malaysia. Try Yes Hotspot for five minutes, free. No strings attached.		<pre>password  </pre>	
YTL Communications Privacy Policy Terms of Use	J	YTL Communications Privacy Policy Terms of Use	

The system recognizes this Yes ID as a new starter pack account, and asks the customer

for their personal information. The system also asks the customer to customize their

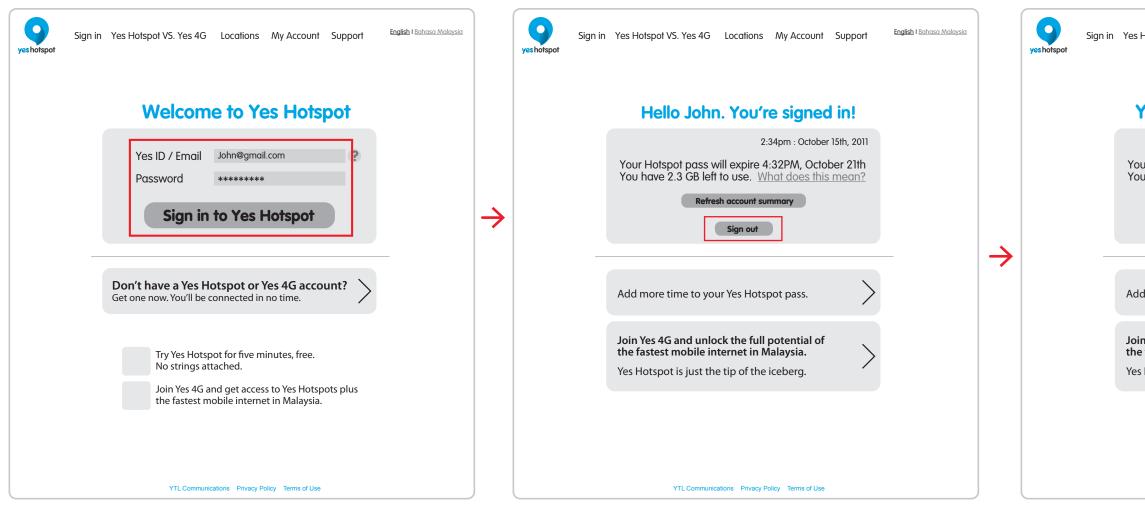
password, so that it will be easier for the user to remember. There are also compelling





### **RETURNING CUSTOMER : YES HOTSPOT ACCOUNT**

A customer with a current Yes Hotspot account views the captive page and enters their email address and password. They then click the "Sign in to Yes Hotspot" button.



The customer is signed in. The are shown their Hotspot account summary. Since it is

now known they are a Hotspot customer, two marketing messages are shown: one selling more Hotspot time, and another providing an upsell path to Yes 4G.

# Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English 1 Bahasa Malaysia Your have been signed out. 2:58pm : October 15th, 2011 Your Hotspot pass will expire 4:32PM, October 21th<br/>You have 2.1 GB left to use. What does this mean? Return to sign in Add more time to your Yes Hotspot pass. Image: Second Se

Yes Hotspot is just the tip of the iceberg.

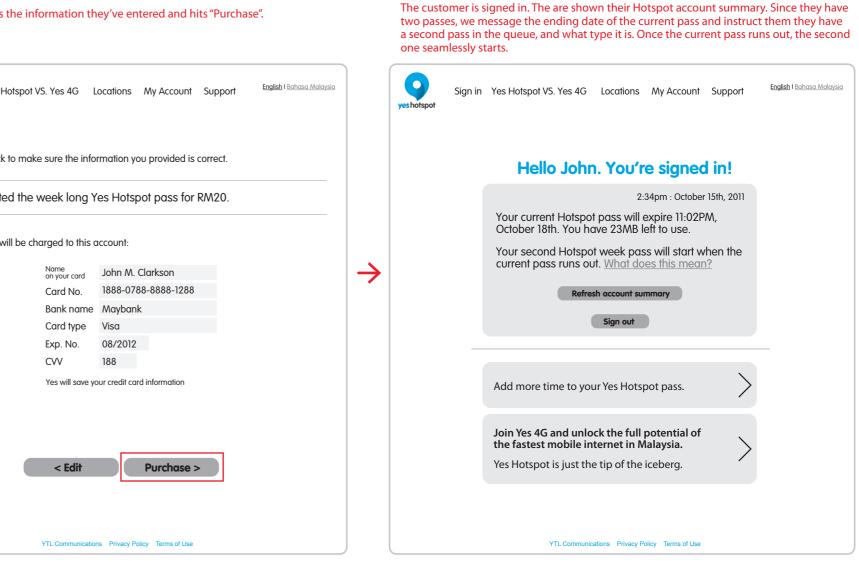
Upon signing out, the customer is shown an updated account balance.

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# yes hotspot

### RETURNING CUSTOMER : YES HOTSPOT ACCOUNT WITH BALANCE, ADDING SECOND HOTSPOT PASS, CREDIT CARD NOT SAVED

A customer with a current Yes Hotspot account notices that they only have 23MB left ir their account. In order to continue using Yes Hotspot without interruption, they choose to add another pass to the current account.	Since the user has provided sign in credentials, we know who they are and whether or not they have credit card information saved. In this case, the user has not saved their credit card information.	The customer verifies
Sign in Yes Hotspot VS. Yes 4G Locations My Account Support	Sign in Yes Hotspot VS. Yes 4G Locations My Account Support	yeshotspot Sign in Yes H
Hello John. You're signed in!	To add to your Yes Hotspot account, please select a pass.  1. Select the Yes Hotspot pass you want	Confirmation Please double-check
2:34pm : October 15th, 2011 Your Hotspot pass will expire 11:02PM, October 18th	RM5 1 day XGB XGB	You've select
You have 23MB left to use. <u>What does this mean?</u> Refresh account summary	2. Enter your payment information • These fields are required.	Your Hotspot pass v
Sign out	Credit / Debit Card Don't have a credit card? Don't worry.	
Add more time to your Yes Hotspot pass.	Card No. Bank name Select Card type Visa *	
Join Yes 4G and unlock the full potential of the fastest mobile internet in Malaysia.	Exp. No. Month ▼ Year ▼ * CVV * ?	
Yes Hotspot is just the tip of the iceberg.	< Edit Continue >	
		$\rightarrow$
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### RETURNING CUSTOMER : YES HOTSPOT ACCOUNT WITH NO BALANCE AND A SAVED CREDIT CARD

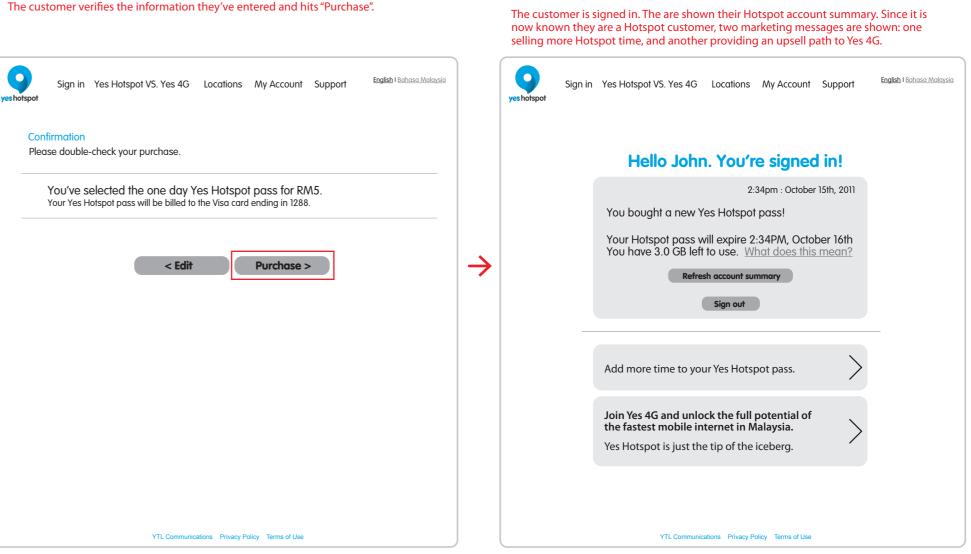
A customer with a current Yes Hotspot account views the captive page and enters their email address and password. They then click the "Sign in to Yes Hotspot" button.

yes hotspot	Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English I Bahasa Malaysia		Sign in Yes Hotspot VS. Yes 4G Locations My Account Support	Sign in Yes H
	Welcome to Yes Hotspot		Your account is empty. To sign in to Yes Hotspot, please purchase a pass. 1. Select the Yes Hotstpot pass you want	Confirmation Please double-check
	Yes ID / Email John@gmail.com		RM5 1 day XGB RM20 1 week XGB	You've selecte Your Yes Hotspot
	Sign in to Yes Hotspot	$\left  \rightarrow \right $	2. Confirm your payment information Credit / Debit Card	
	Don't have a Yes Hotspot or Yes 4G account?		Name on your cardJohn M. ClarksonCard No.xxxx-xxxx-1288Bank nameMaybank	
	Get one now. You'll be connected in no time.		Card type Visa Exp. No. 08/2012	
	Try Yes Hotspot for five minutes, free. No strings attached. Join Yes 4G and get access to Yes Hotspots plus		Change card	
	the fastest mobile internet in Malaysia.		< Edit Continue >	
	YTL Communications Privacy Policy Terms of Use		YTL Communications Privacy Policy Terms of Use	

Since the user has provided sign in credentials, we know who they are and whether or

same except the credit card fields would be live (and have the CVV field).

not they have credit card information saved. If they don't, this screen would be much the



The customer is signed in. The are shown their Hotspot account summary. Since it is

### EXISTING CUSTOMER : YES 4G UPSELL FROM CAPTIVE PAGE

The customer is taken to the Create a Yes ID page on portal. We should attempt to In this scenario, we have an existing Hotspot user. They've decided they love the speed The Payment page in th display the portal page in context of the Hotspot flow: the header and footer should of 4G enough to make the conversion to a Yes 4G user. within the context of Ho remain the same as those on the Hotspot Captive page. Since we know some of the with the Hotspot specif user information, we should prefill as much as possible. They click on the Yes 4G upsell message. yes hotspot yes hotspot 0 <u>English</u> I <u>Bahasa Malaysia</u> English I Bahasa Malaysia Sign in Yes Hotspot VS. Yes 4G Locations My Account Support Sign in Yes Hotspot VS. Yes 4G Locations My Account Support Sign in Yes Ho yes hotspot yesID Create your Yes ID Payment Hello, Roslita. You're signed in! Personalize your Yes ID today and experience the power of mobile internet with Yes 4G. Purchase your Yes ID today and 4G. (018) . . . . . . . . . . . . 2:34pm : October 15th, 2011 Your Hotspot pass will expire 4:32PM, October 21th You have 2.1 GB left to use. 1. Create your preferred Yes ID 1. Activation  $\rightarrow$ A one-time actival preferred Yes ID 8 Yes ID Your Yes ID is your unique access to our high-speed 4G network. It is also your Yes Mail address.Yes Mail is a free web also access to se es Mail and Yes Your Yes ID is not case sensitive. It must be between 6 and 20 characters, and may consist alphabets, numbers, the dot(.) and underscore(\_) symbols. Sign out mail account that you get when you sign up for a Yes ID. 2. Reload -Details 2. Your 018 mobile 1018 Key in the numbers you would like to have in your 018 mobile number. Enter at least 2 digits to begin your search. number purchase a Value Add more time to your Yes Hotspot pass. Yes 4G Every Yes account comes with a 018 Search number 018 mobile number. You can use this number on your phone, laptop or computer. 3. Paymen Join Yes 4G and unlock the full potential of Please enter you the fastest mobile internet in Malaysia. purchase Yes Re Yes Hotspot is just the tip of the iceberg. 3. Create your password  $\rightarrow$ Password You will need your password when you log in with your Yes ID. So make it easy for you to remember, but hard for others Confirm Password to crack. Your password must be between 6 and 16 characters. It may consist of upper and lowe case alphabets, numbers, the plus(+) and underscore( ) symbols. 4. Tell us a few things Full Name Roslita Aida Rahim YTL Communications Privacy Policy Terms of Use 🖲 Malaysian 🔘 Non - Malaysian https://www.yes.my/activation/createYesPlanNewAccount.do

> Recommended: We add a friendly, marketing based interstitial page that covers recommended plans and pricing. The jump into the sales flow is too abrupt as-is and could turn away potential customers.

tspot: remo	Again, we should strive to presen ve the portal navigation and brance Prefilled information.	t this page ding, and replace			nessa	nt is successfully created, the user is signed in and shown ging. In this case, the user has created a 4G account, so th ontent.	
spot VS. Yes 40	G Locations My Account Support	<u>English</u> I <u>Bahasa Malaysia</u>		yes hotspot	Sign in	Yes Hotspot VS. Yes 4G Locations My Account Support	<u>English</u> I <u>Bahasa Malaysia</u>
experience the po	wer of mobile internet with Yes	sID				Hello, Roslita. You're signed in!	
						2:34pm : October 15th, 2011	
fee n fee to get your	Yes Activation Fee of RM50 🖌		<b>_</b>			Congratulations, you've successfully created your Yes account. Welcome to a better, faster world!	
118 mobile number and ces such as Yes Life, Idress Book.						Now get out there and surf!	
/aluepack						Sign out	
of RM10 and/or	Enter any reload amount and/or choose a Valuepack Reload (RM) and	or					
ck to start experience	Valuepack (Select a Valuepack 2)					Reload or add a Yes Valuepack now.	
Details	The total amount due: RM50						
edit card details to d/Yes Valuepack.	Credit card					Unleash the power of your Yes ID. Download Yes Life today.	
	Full Name Roslita Aida Rahim Name	on your card				Download res Life today.	
	Card number 2222-8888-9898-7711 E.g. 12 Bank Name OCBC	34 5678 9012 1234					
	Bank Name OCBC						
	Expiration Date 09 • 2013 •						
	CVV Number 399						
	I varify that I have read and arread to the Terms & Conditions					YTL Communications Privacy Policy Terms of Use	

### **RETURNING CUSTOMER : YES 4G ACCOUNT**

