

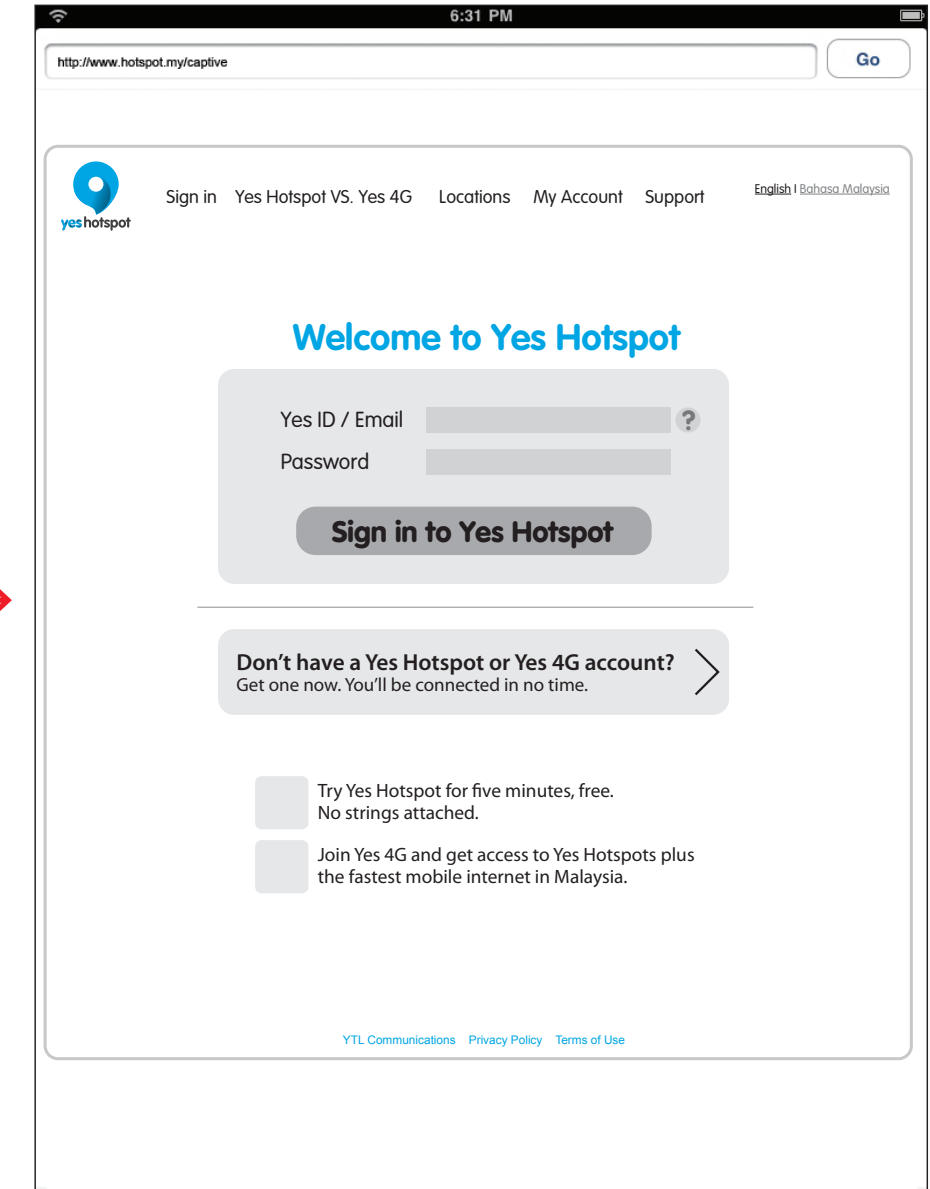
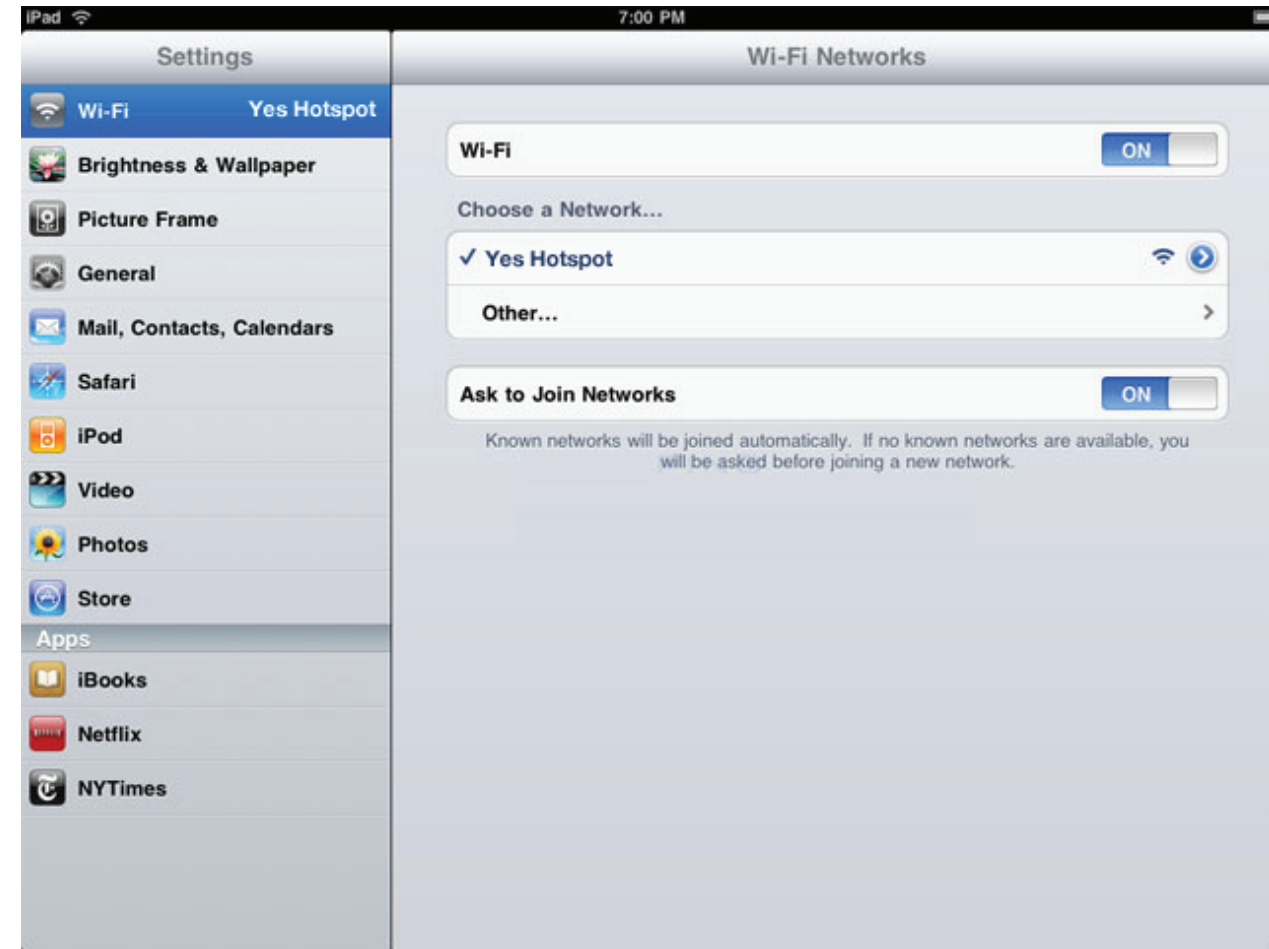
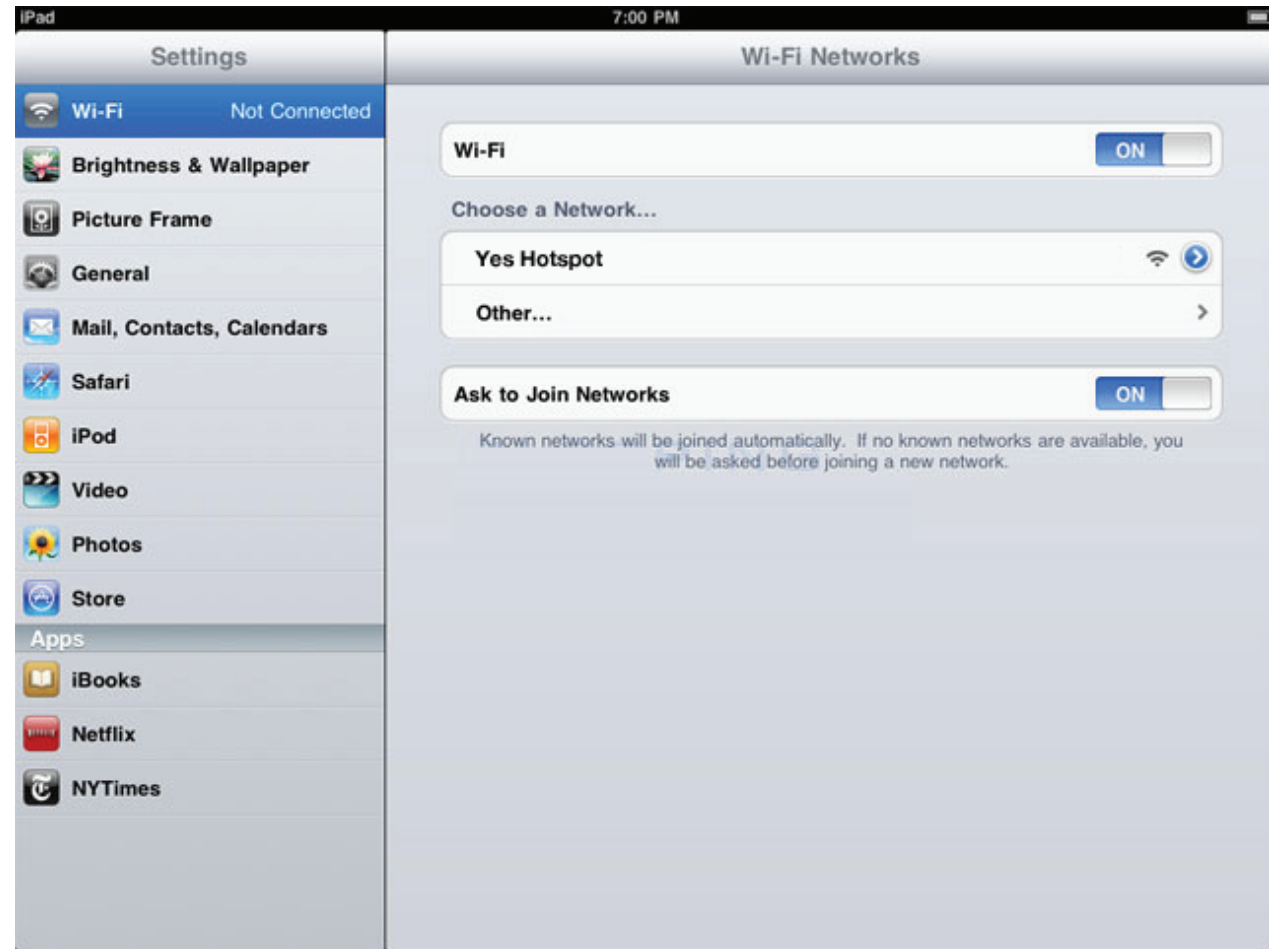
CONNECTION FLOW

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.

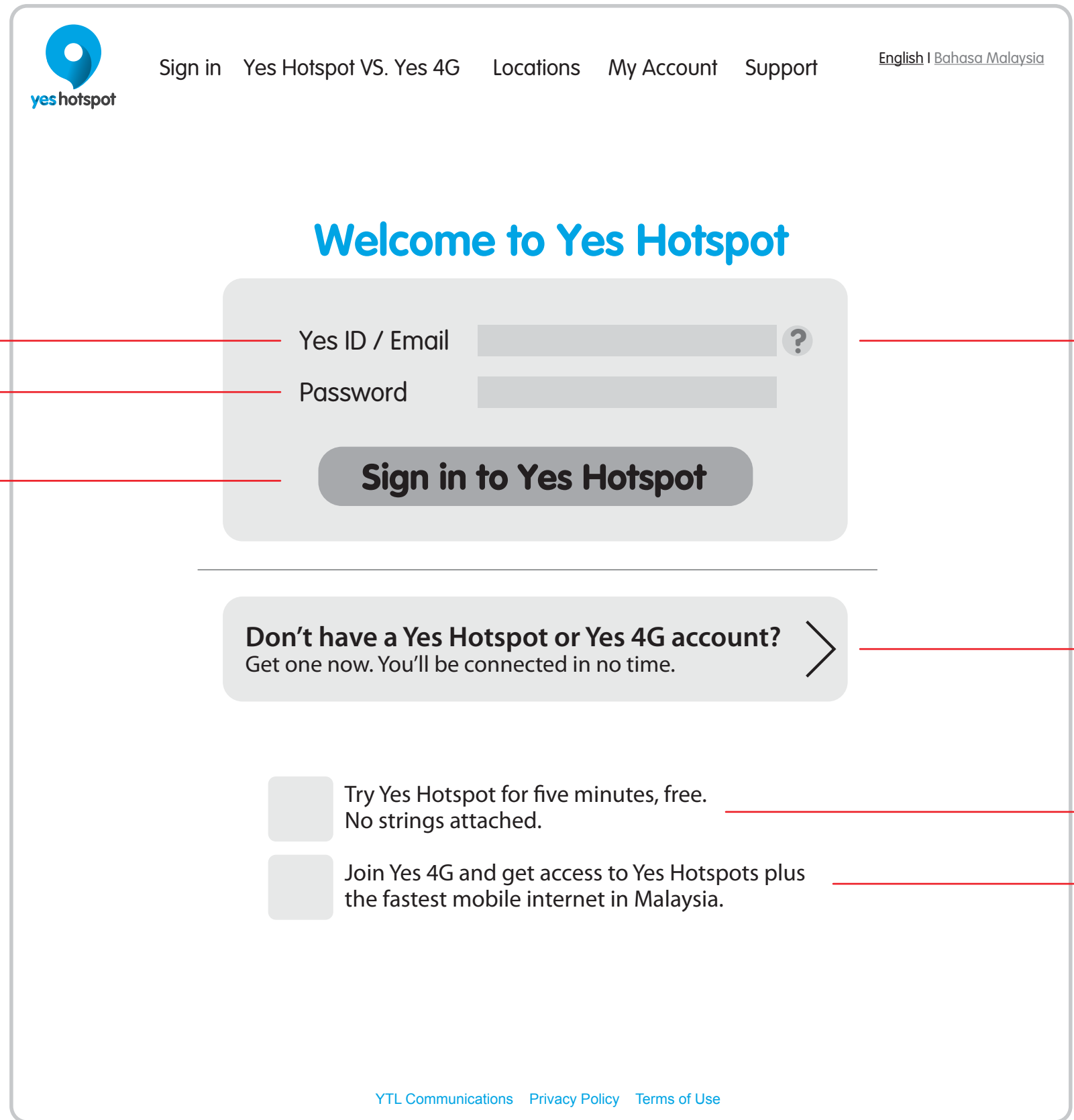
The customer gets a coffee and sits down. They go to their Wi-Fi connections and see the Yes Hotspot. They tap to select it.

The device connects to the Yes Hotspot.

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

Yes 4G users sign in with their Yes IDs. Hotspot users sign in with their email addresses.

Password field.

Sign in button.

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

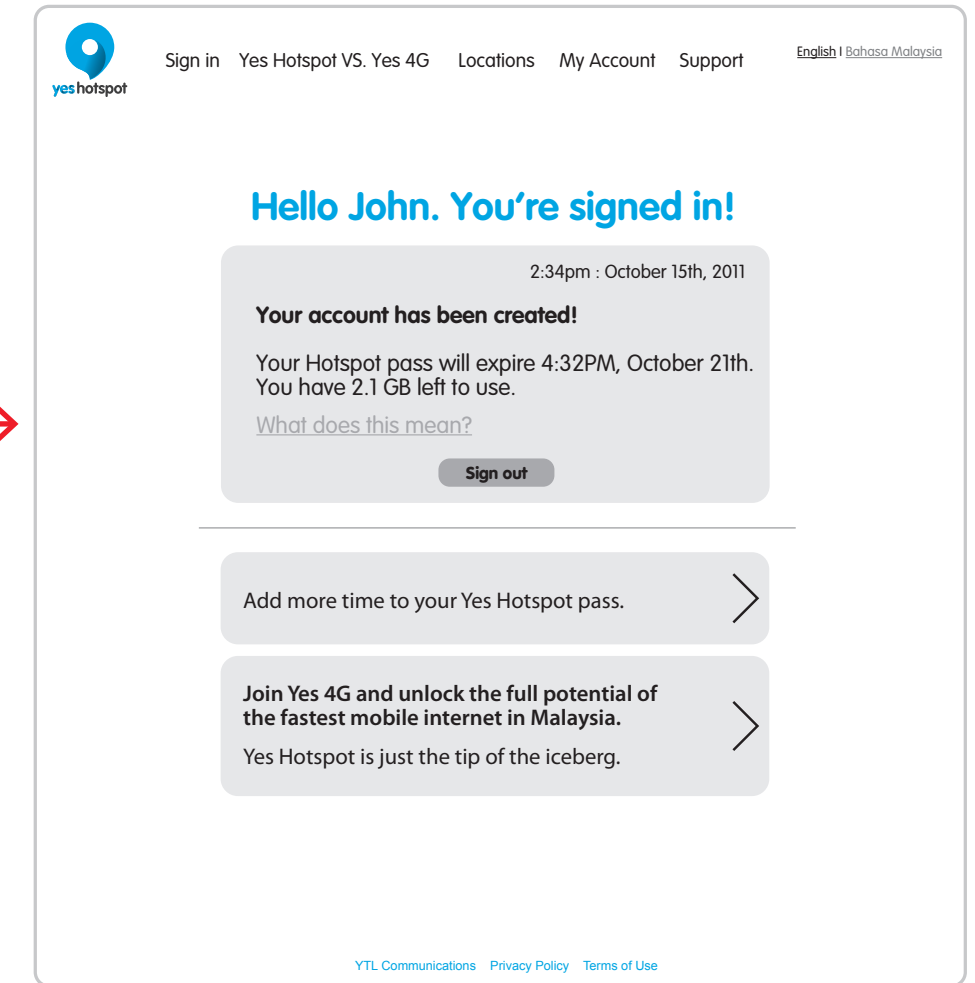
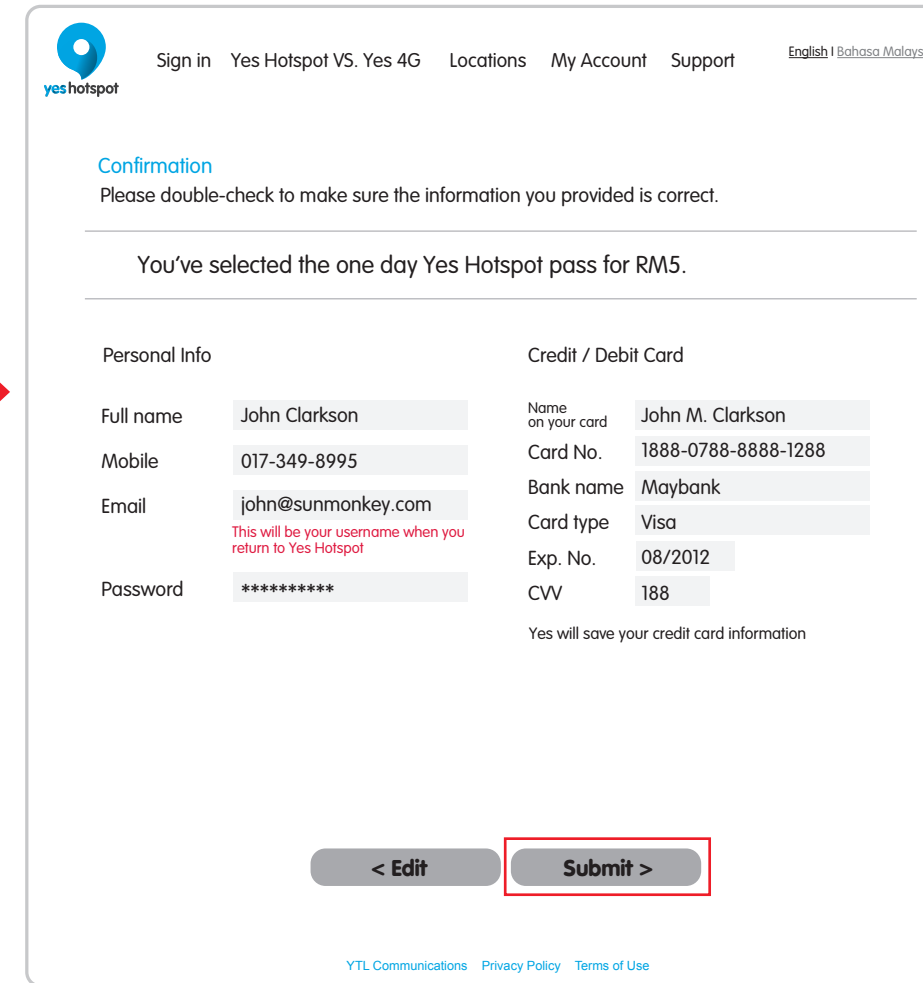
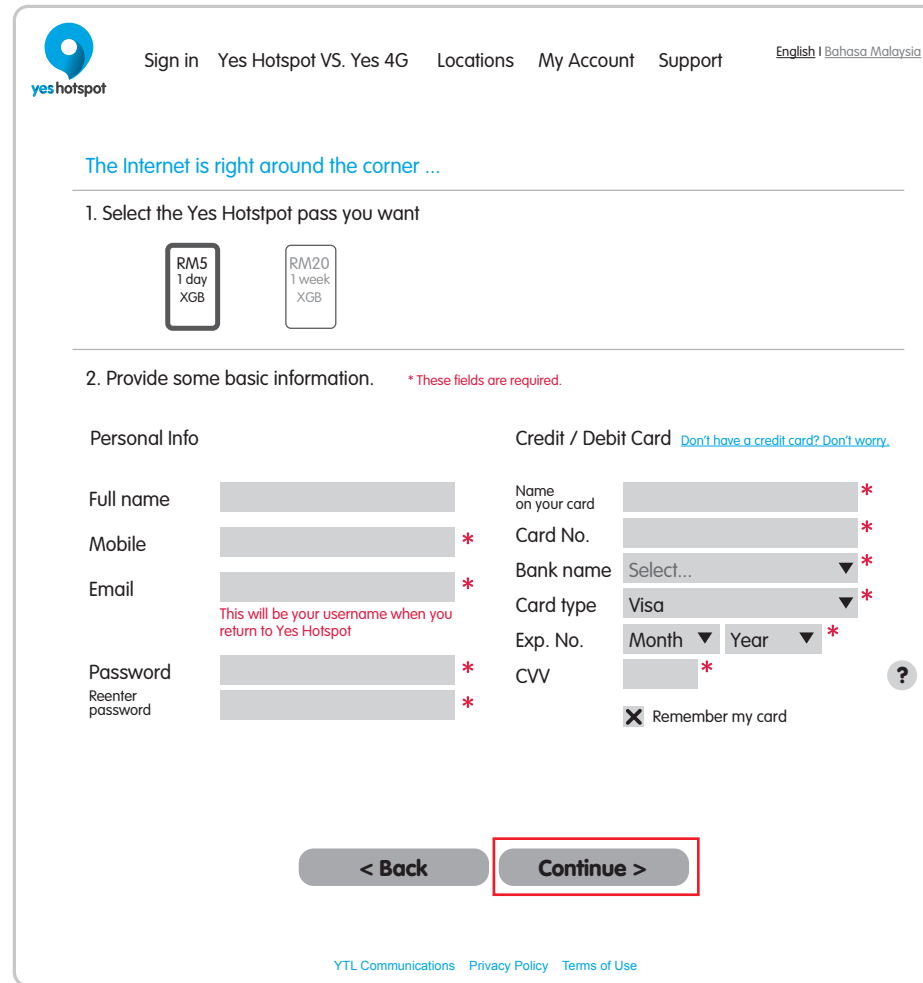
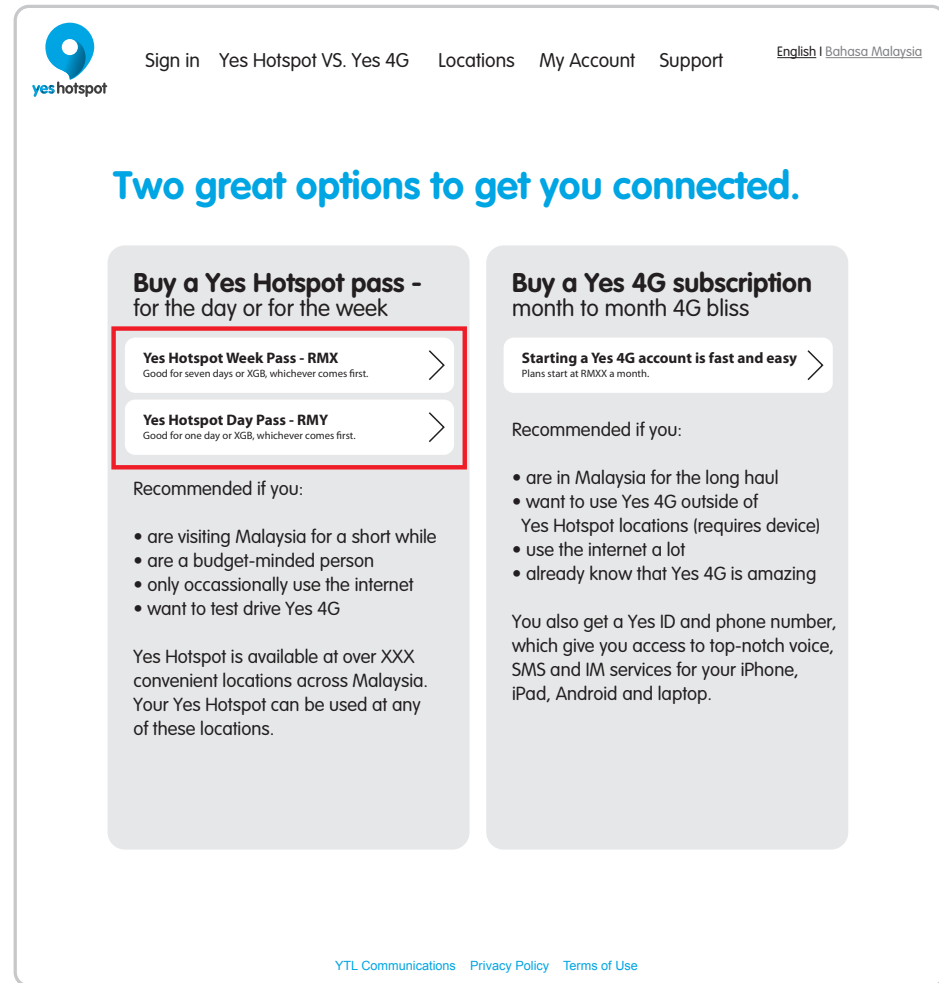
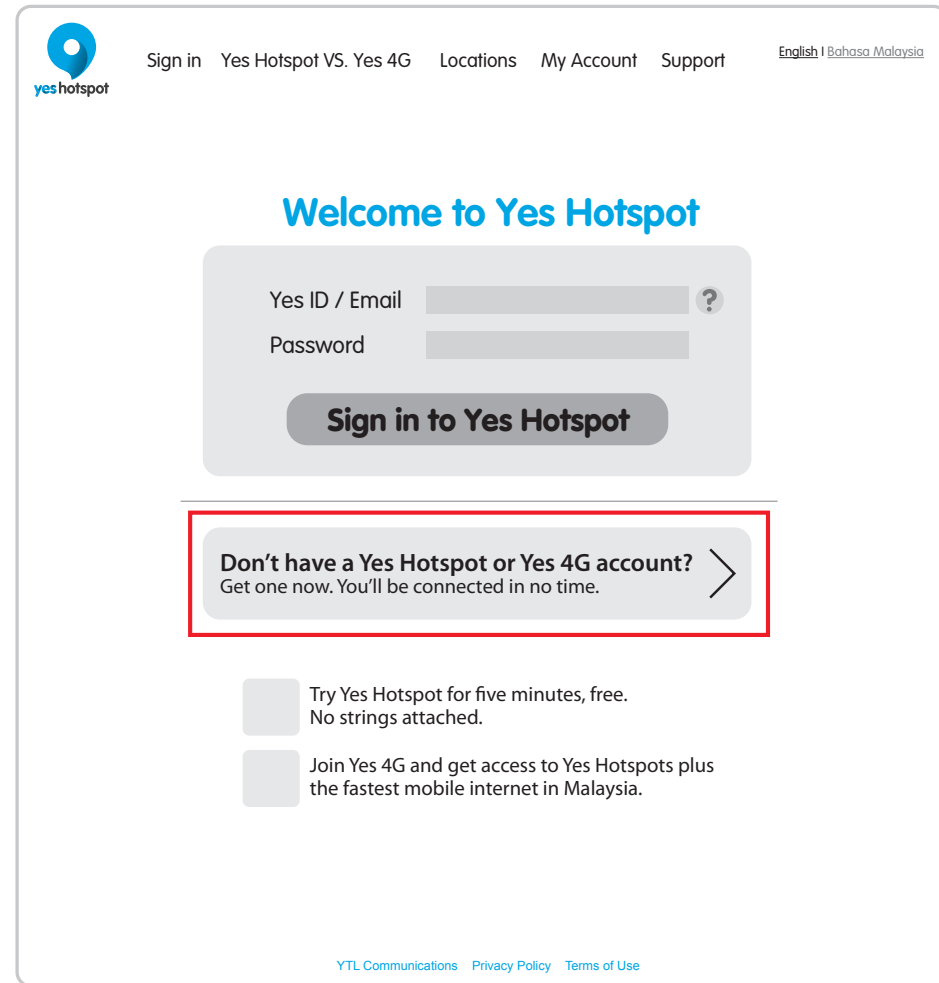
The prospective customer has stumbled upon a Yes Hotspot. They don't have a Yes ID or a Hotspot account, so they choose to sign up for one.

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.



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

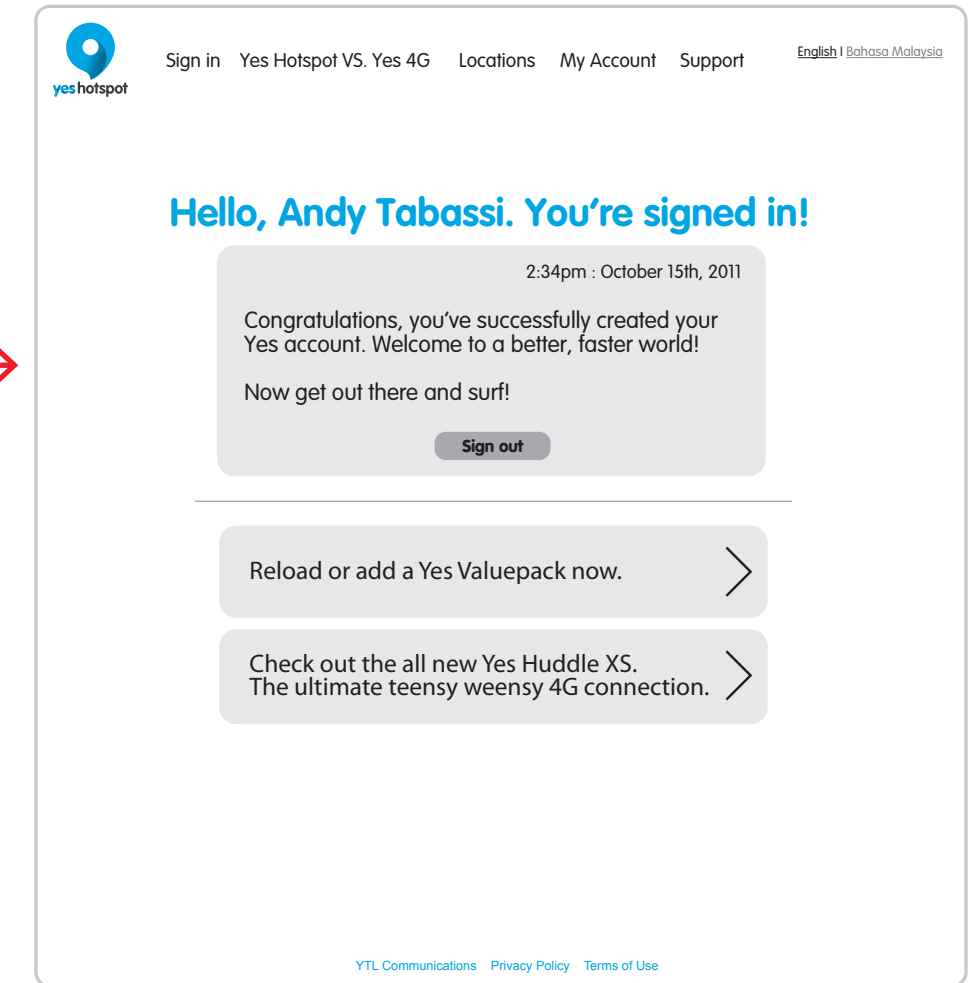
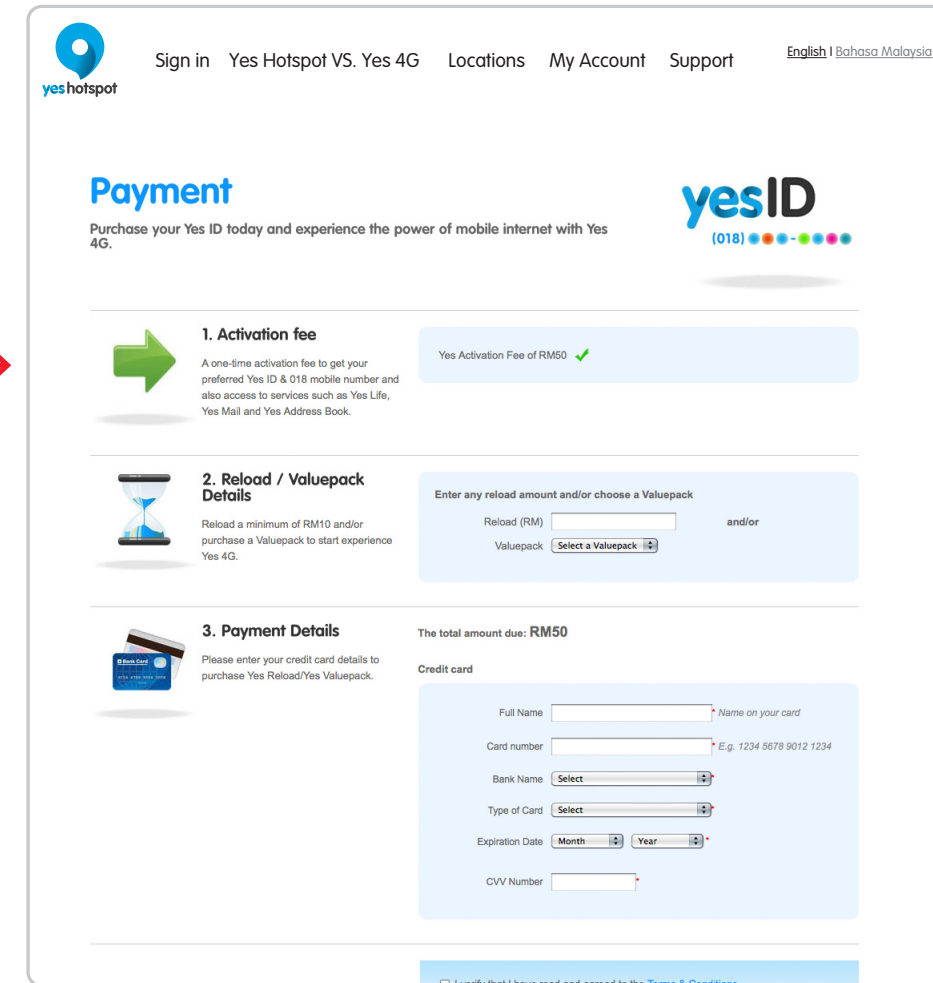
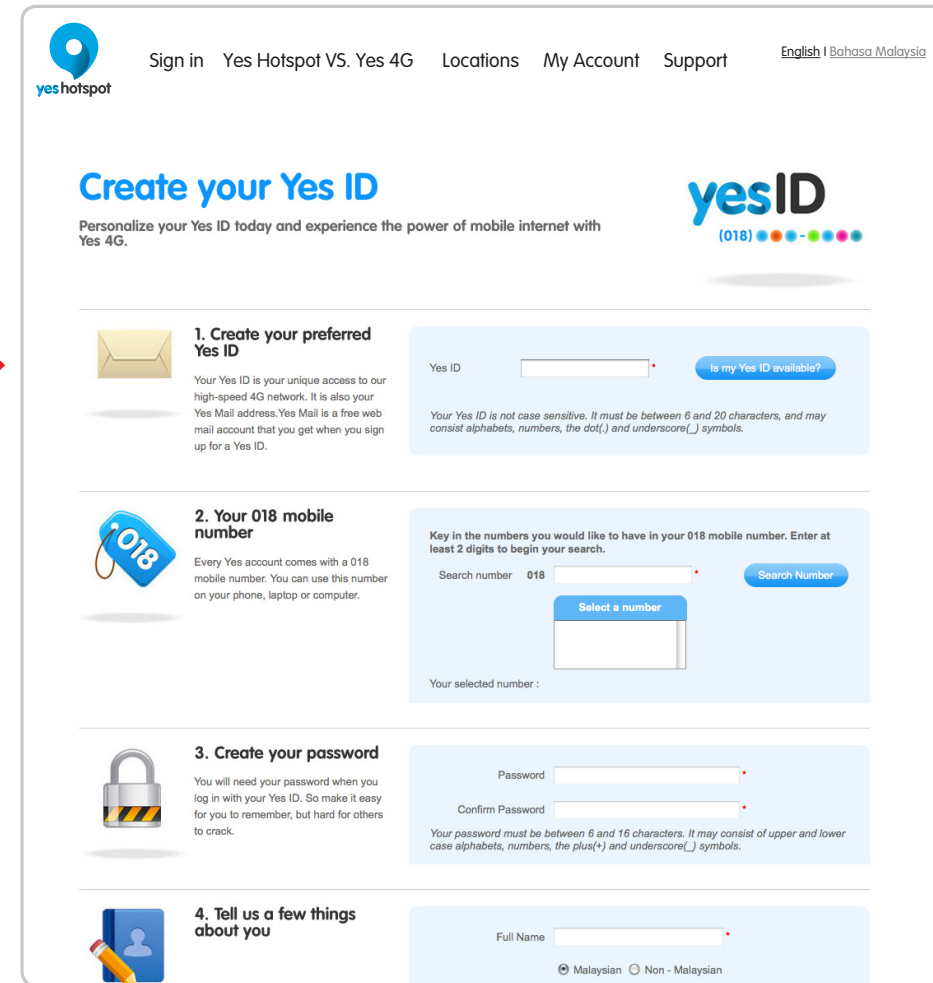
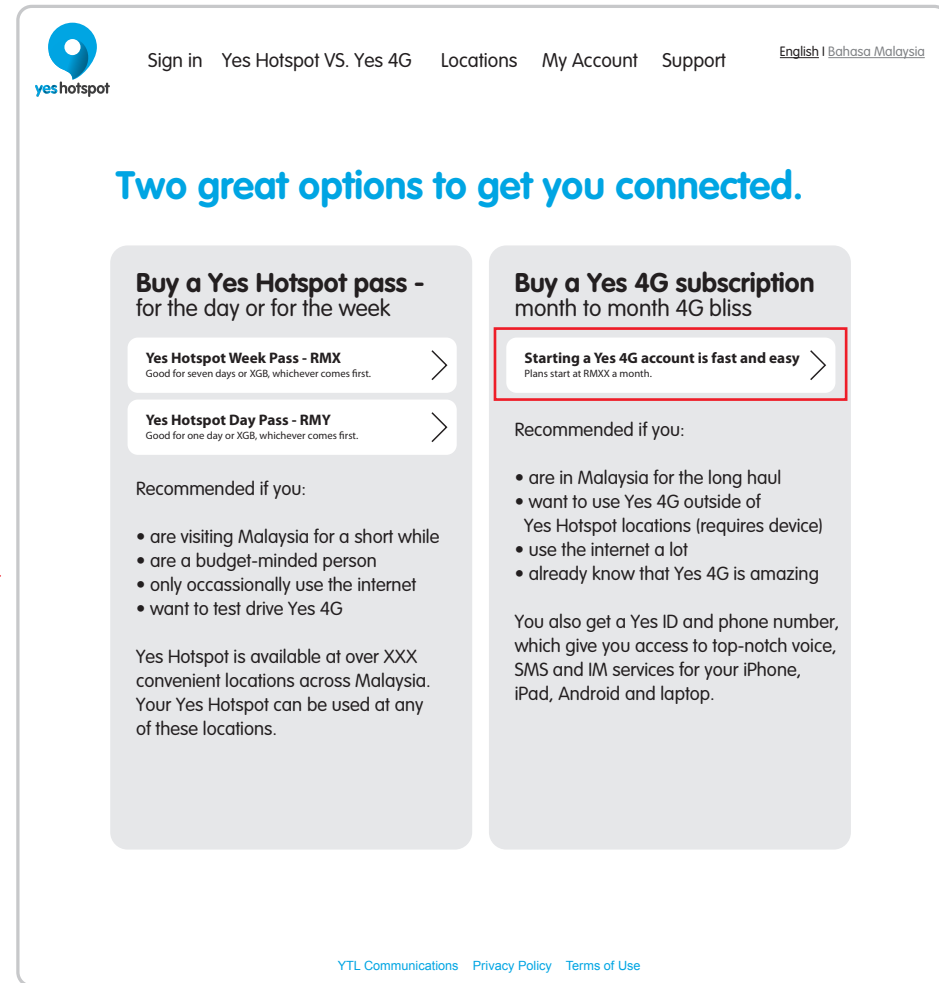
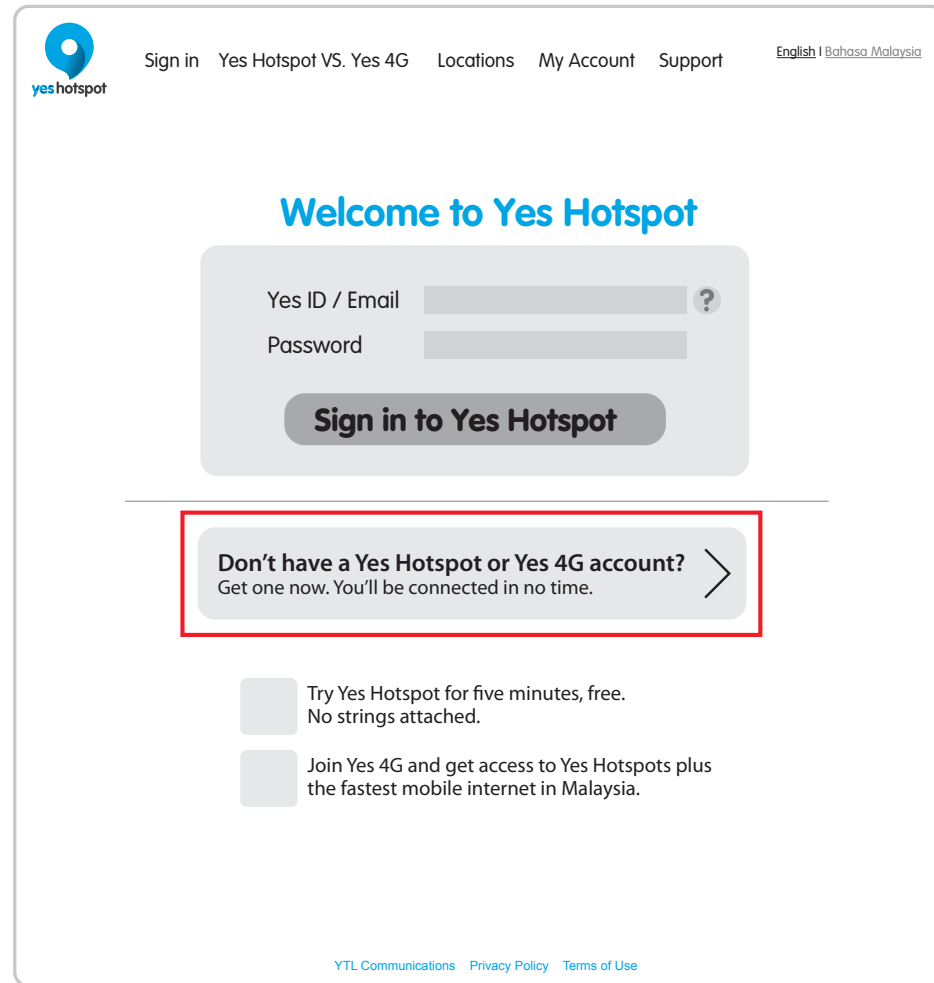
The prospective customer has stumbled upon a Yes Hotspot. They don't have a Yes ID or a Hotspot account, so they choose to sign up for one.

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.

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.

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.

Once the account is successfully created, the user is signed in and shown the welcome messaging. In this case, the user has created a 4G account, so they are shown Yes 4G related content.



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.

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.

Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English | Bahasa Malaysia

### Welcome to Yes Hotspot

Yes ID / Email ScratchYesID@yes.my ?  
Password \*\*\*\*\*

**Connect to Yes Hotspot**

Don't have a Yes 4G or Yes Hotspot account? Get one now. You'll be connected in no time.

- 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.

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 security reasons to have the customer do this.

Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English | Bahasa Malaysia

### We'll connect you in a second, but first...

Please provide some basic information.

\* These fields are required

Full name Sarah Poh  
Mobile 012-555-5555 \*  
Email SarahP@yahoo.com \*

Select a new password

Password \*\*\*\*\* \*  
Reenter password \*\*\*\*\* \*

< Back **Continue >**

YTL Communications Privacy Policy Terms of Use

The customer is asked to verify the information they've entered.

Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English | Bahasa Malaysia

### Confirmation

Make sure that the information you provided is accurate.

Full name Sarah Poh  
Mobile 012-555-5555  
Email SarahP@yahoo.com  
Password \*\*\*\*\*

< Edit **Save >**

YTL Communications Privacy Policy Terms of Use

Upon successful account creation, the customer is signed in and messaging confirming the account creation is displayed. Since this user is a Yes 4G user, Yes 4G relevant messaging is shown: Yes Valupack, and an ad for the Huddle.

Sign in Yes Hotspot VS. Yes 4G Locations My Account Support English | Bahasa Malaysia

### Hello, Sarah Poh. You're signed in!

2:34pm : October 15th, 2011

Congratulations, you've successfully created your Yes account. Welcome to a better, faster world!

Now get out there and surf!

Sign out

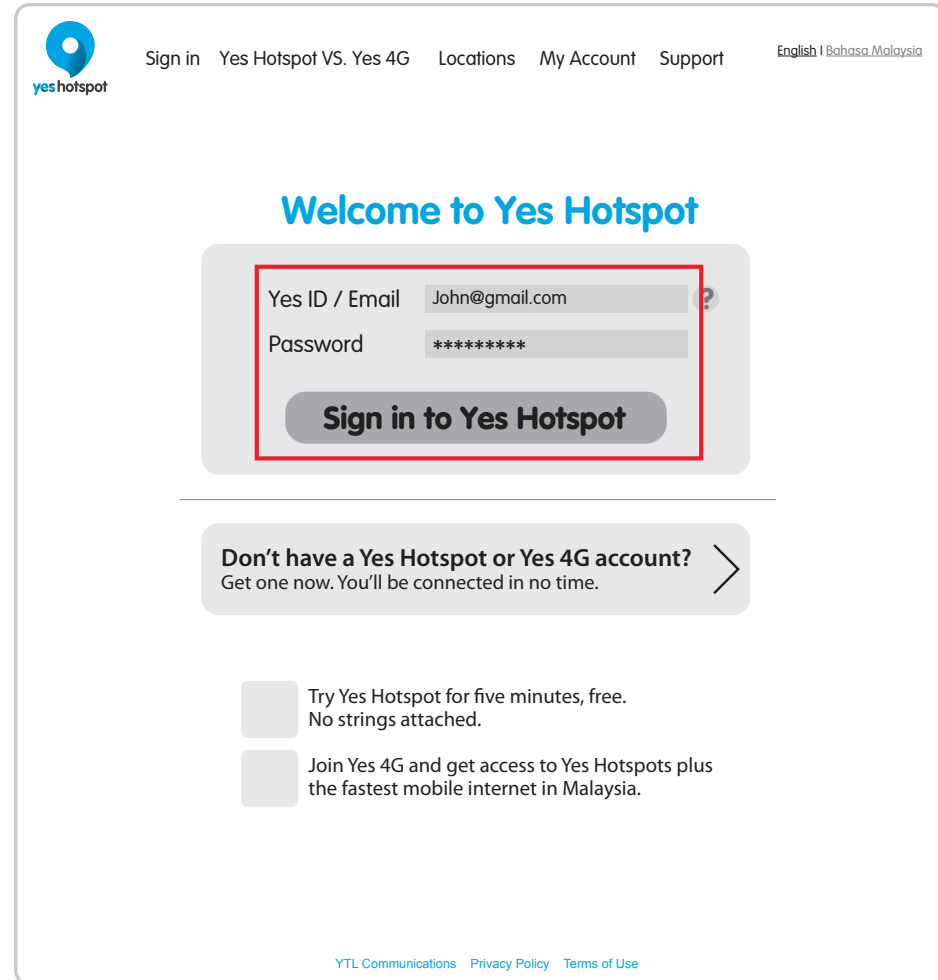
Reload or add a Yes Valuepack now. >

Want a better Yes ID? Sign up for a full Yes 4G account and pick your own ID. >

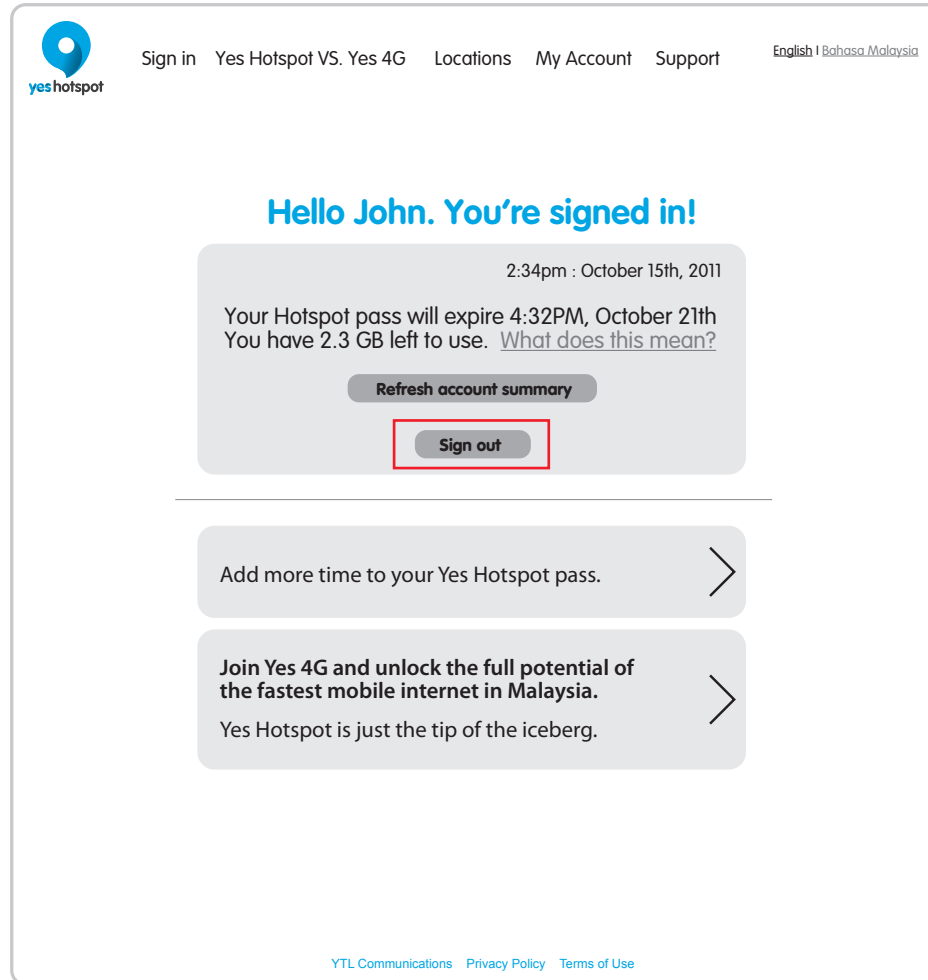
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RETURNING CUSTOMER : YES HOTSPOT ACCOUNT

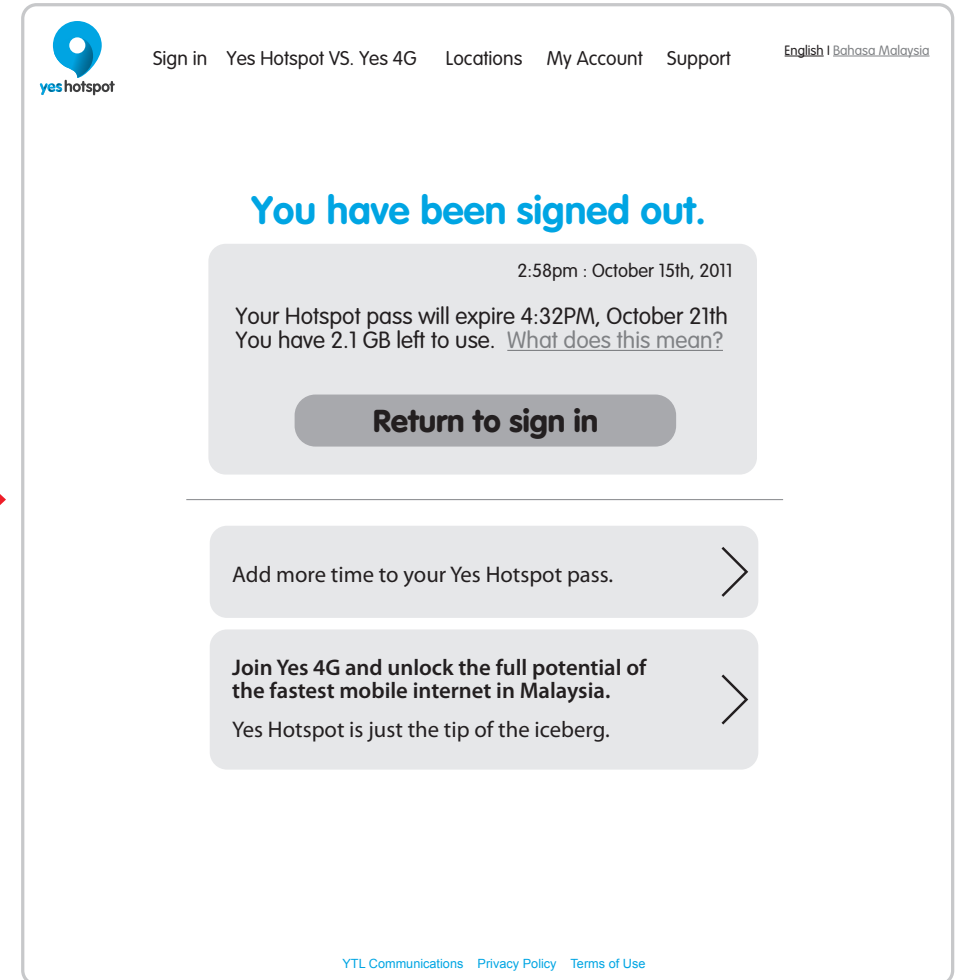
A customer with a current Yes Hotspot account views the captive page and enters their email address and password. They then click the "Sign in to Yes Hotspot" button.



The customer is signed in. They 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.



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





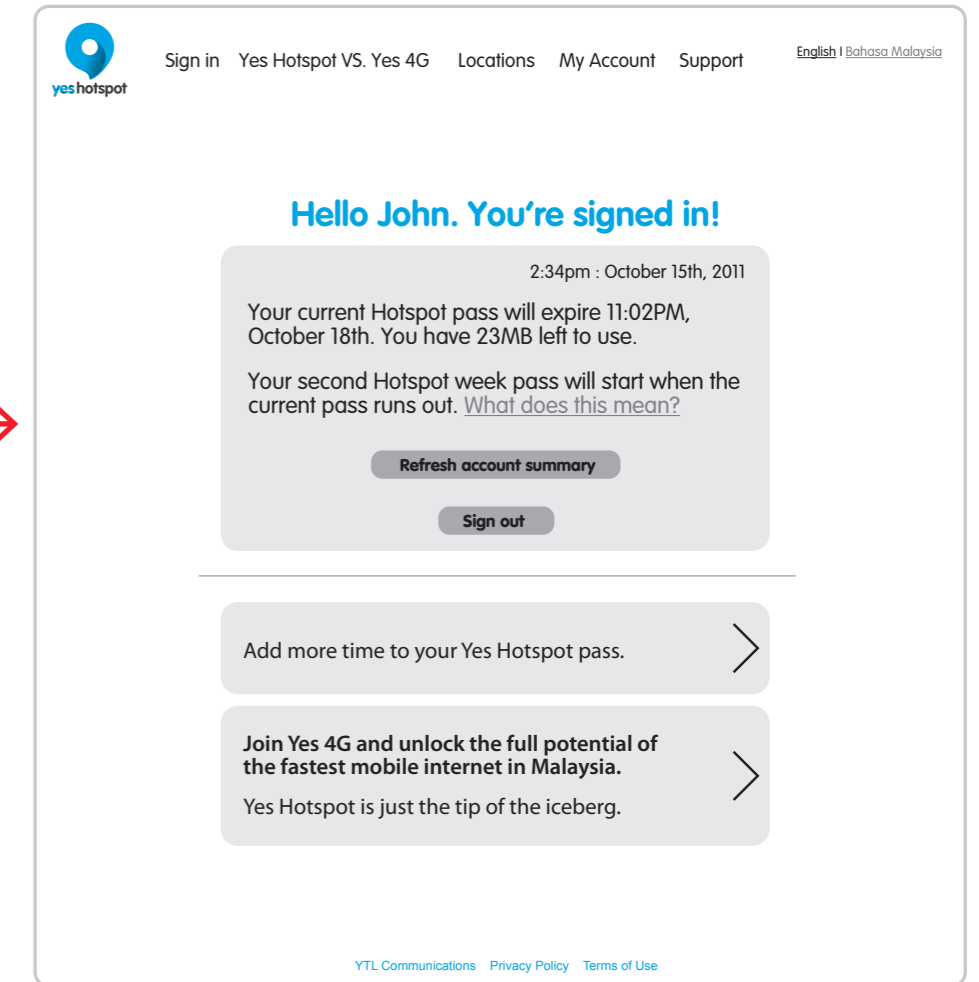
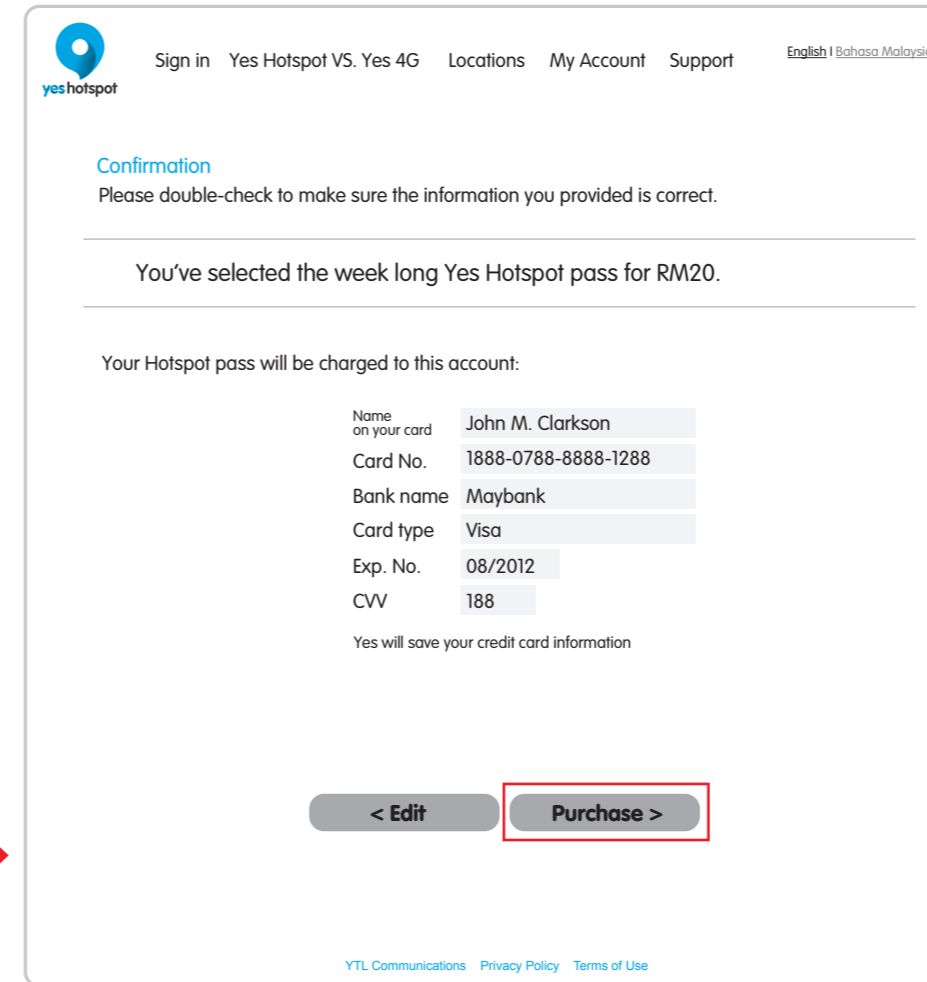
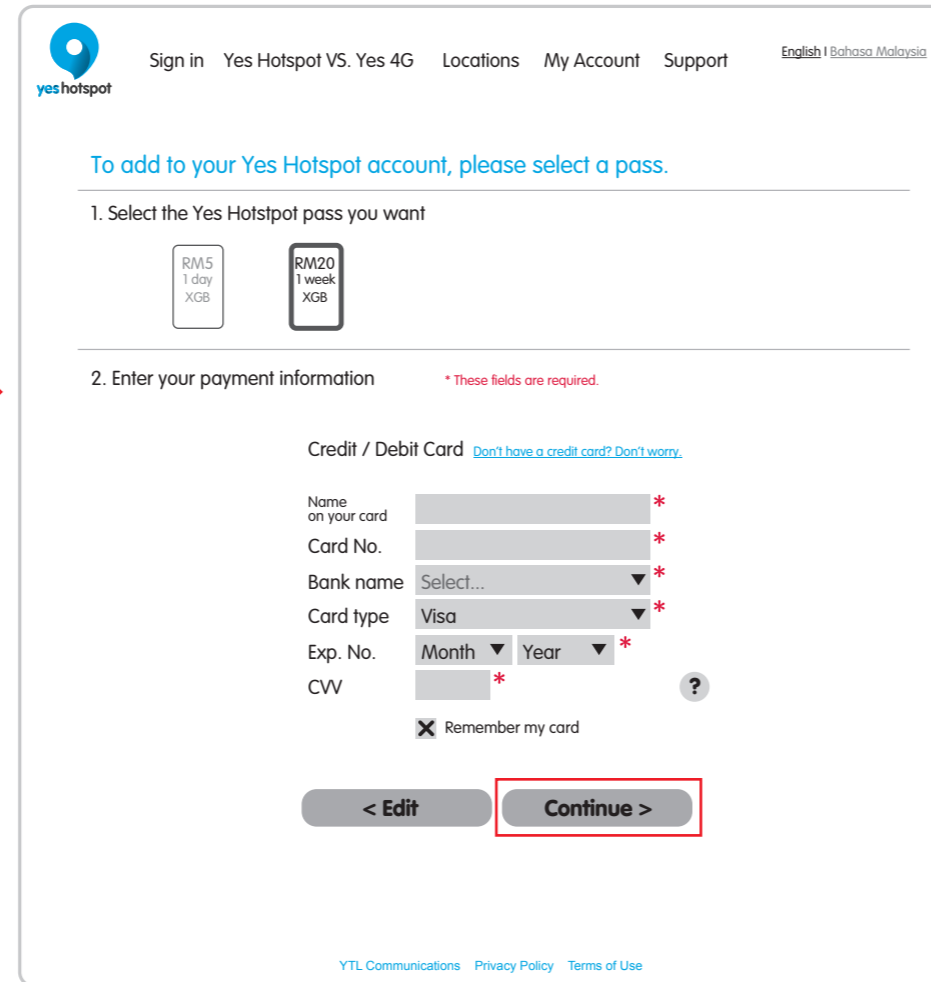
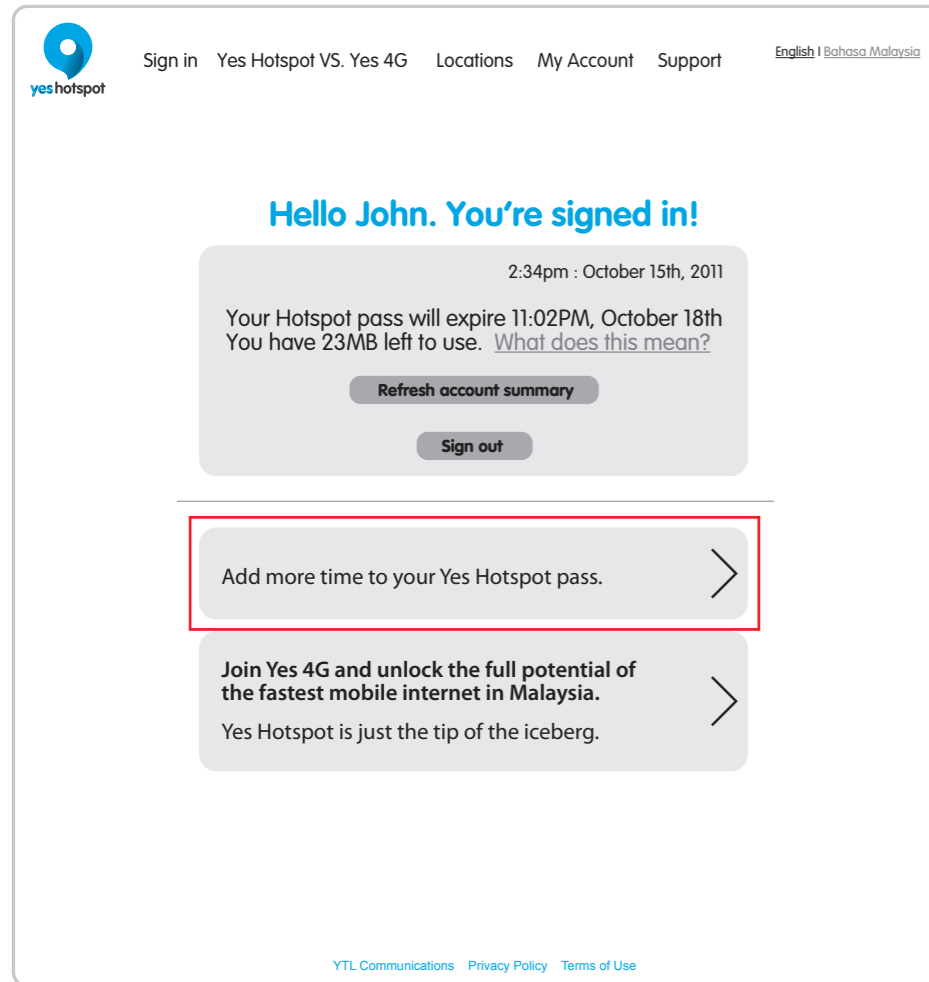
RETURNING CUSTOMER : YES HOTSPOT ACCOUNT WITH BALANCE, ADDING SECOND HOTSPOT PASS, CREDIT CARD NOT SAVED

A customer with a current Yes Hotspot account notices that they only have 23MB left in 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 the information they've entered and hits "Purchase".

The customer is signed in. They are shown their Hotspot account summary. Since they have two passes, we message the ending date of the current pass and instruct them they have a second pass in the queue, and what type it is. Once the current pass runs out, the second one seamlessly starts.



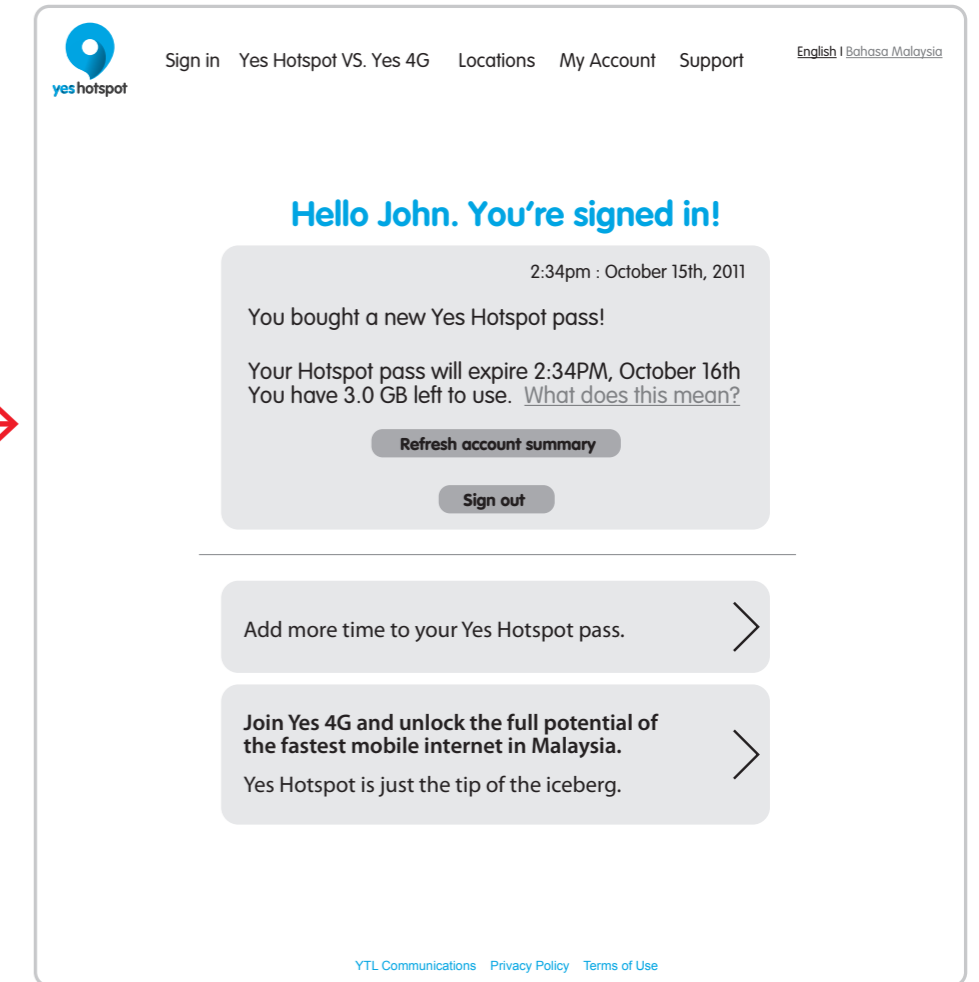
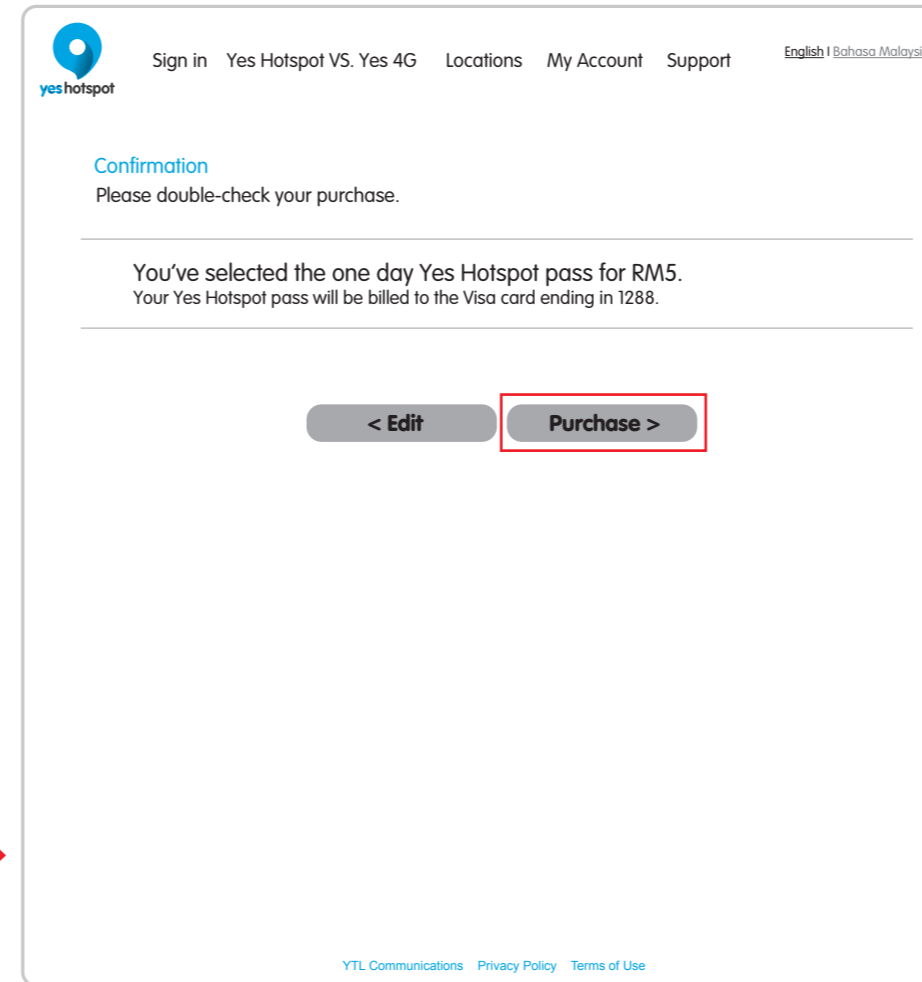
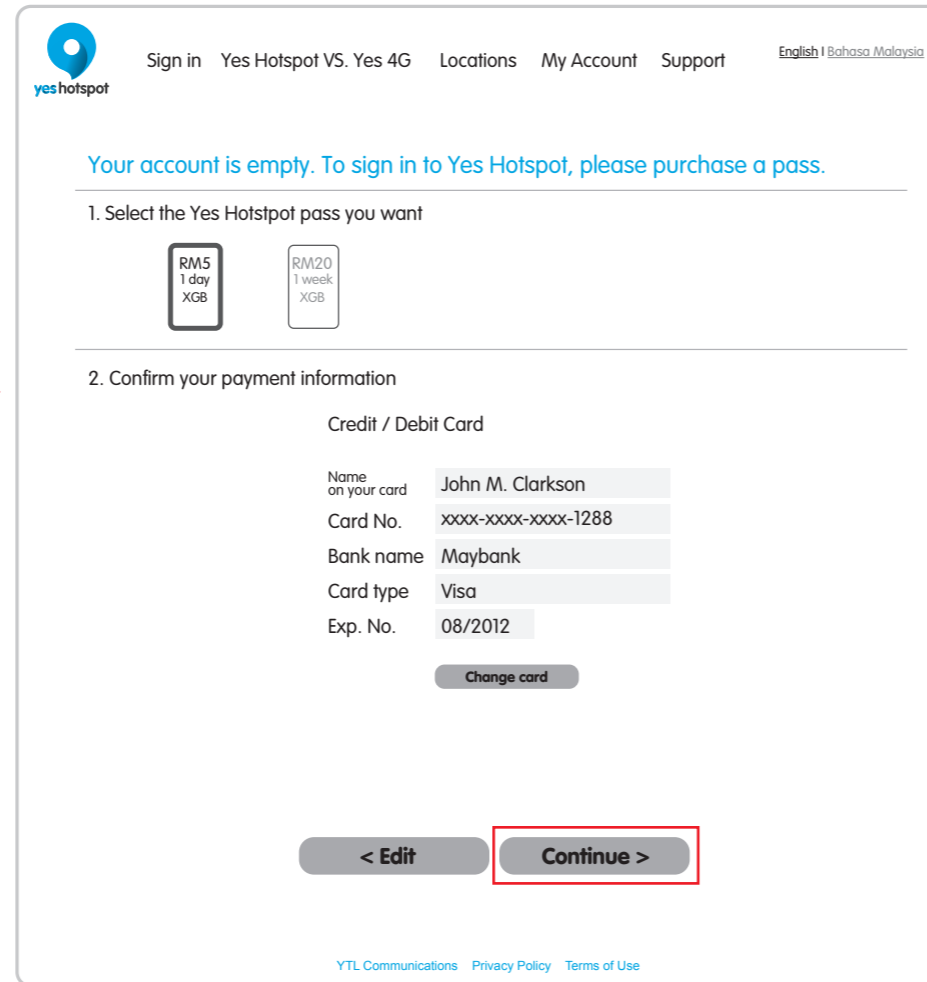
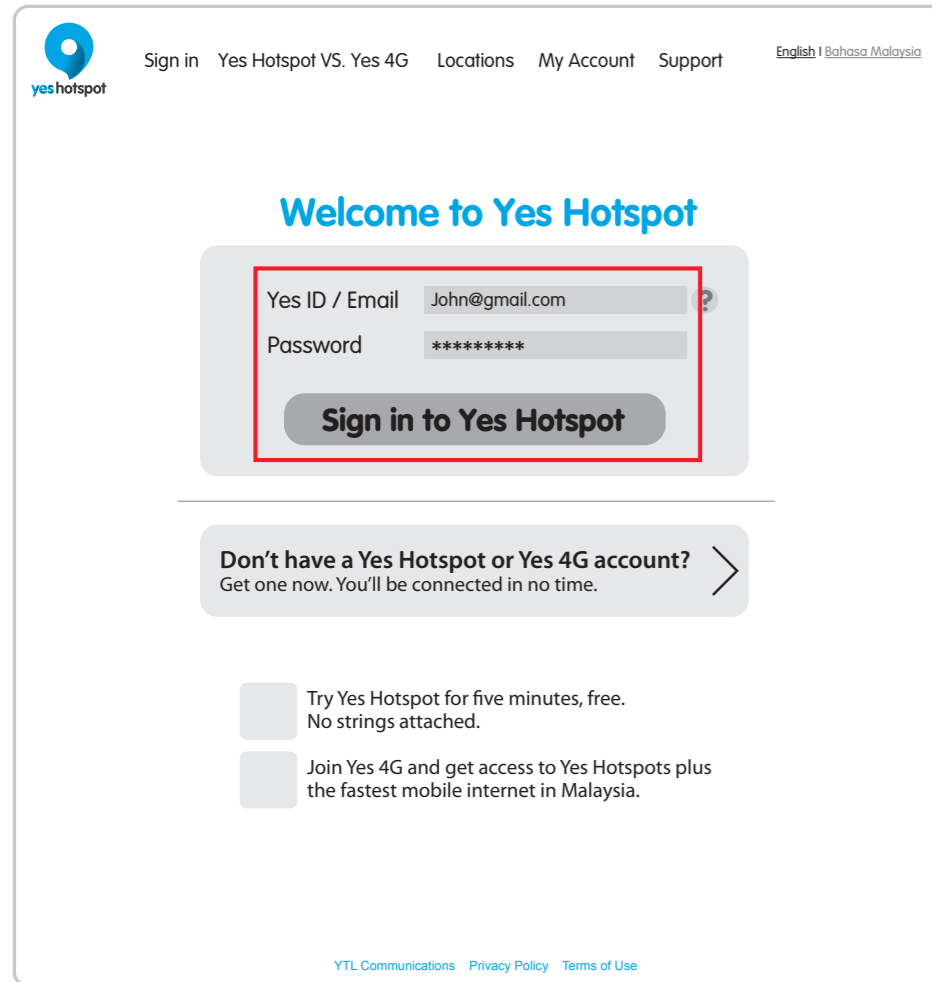
RETURNING CUSTOMER : YES HOTSPOT ACCOUNT WITH NO BALANCE AND A SAVED CREDIT CARD

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.

Since the user has provided sign in credentials, we know who they are and whether or not they have credit card information saved. If they don't, this screen would be much the same except the credit card fields would be live (and have the CVV field).

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

The customer is signed in. They 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.





EXISTING CUSTOMER : YES 4G UPSELL FROM CAPTIVE PAGE

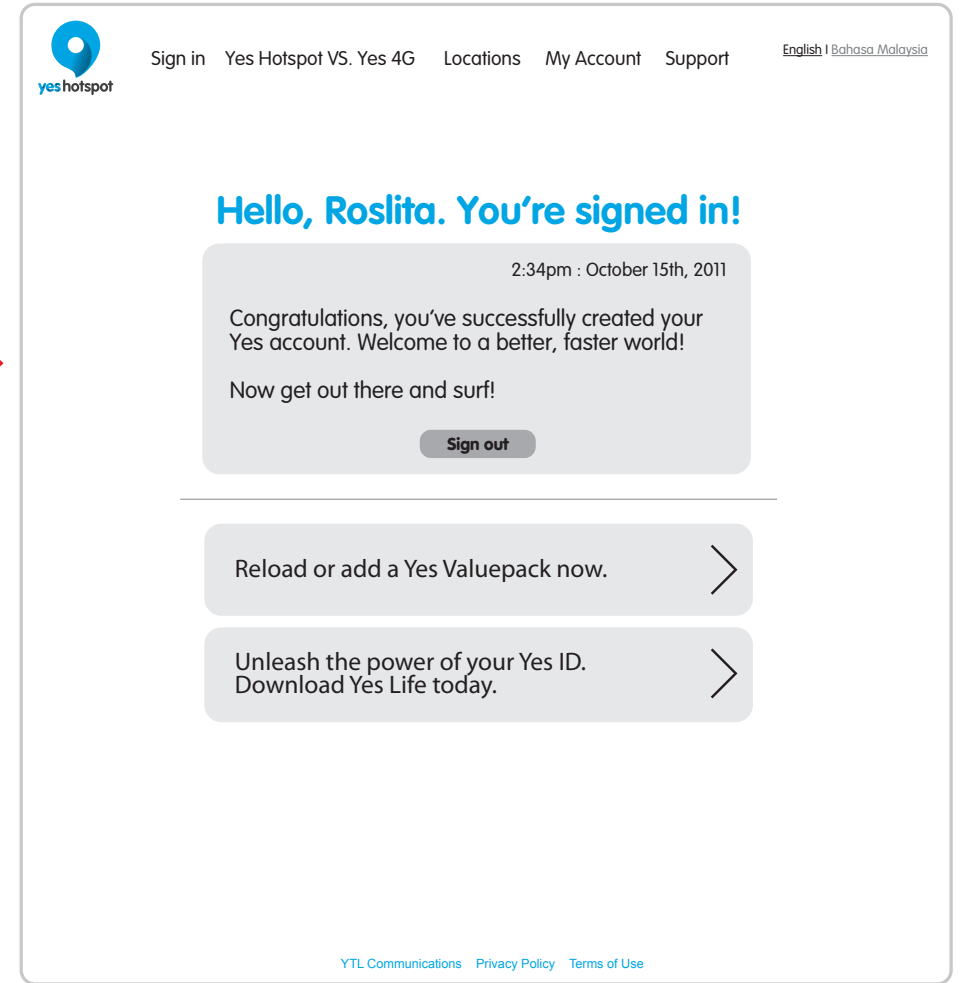
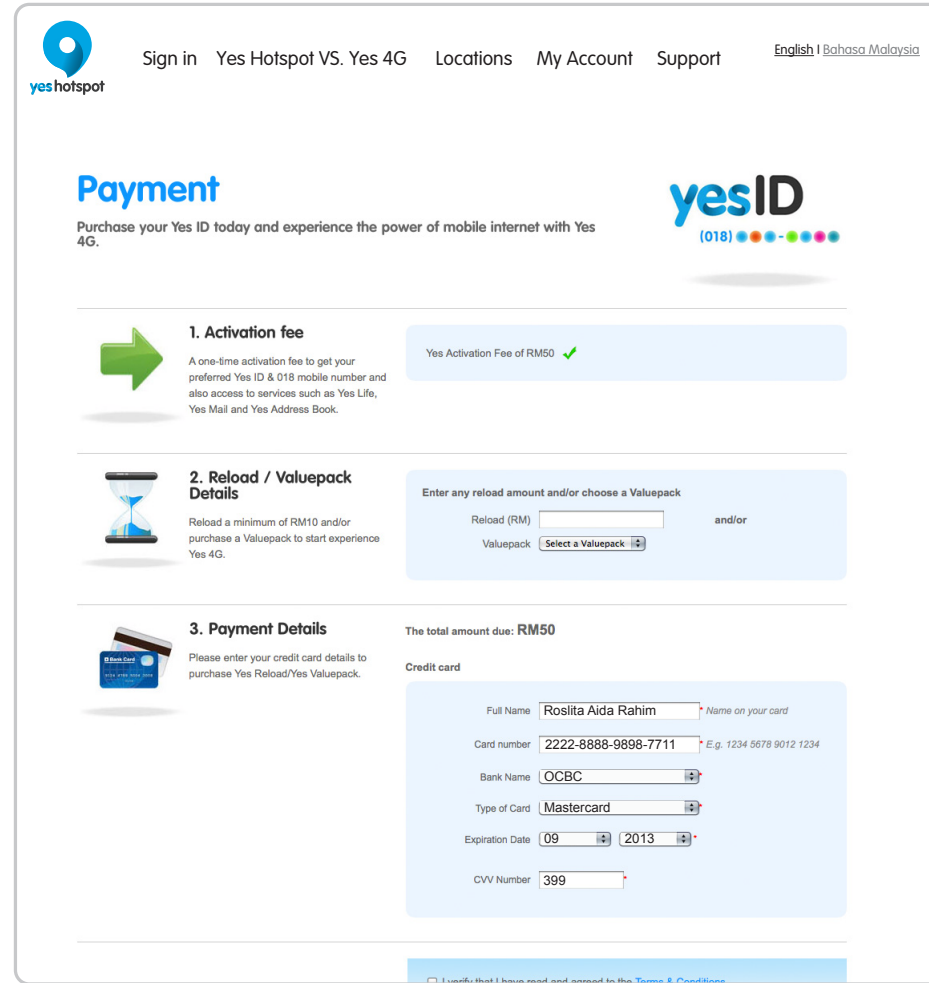
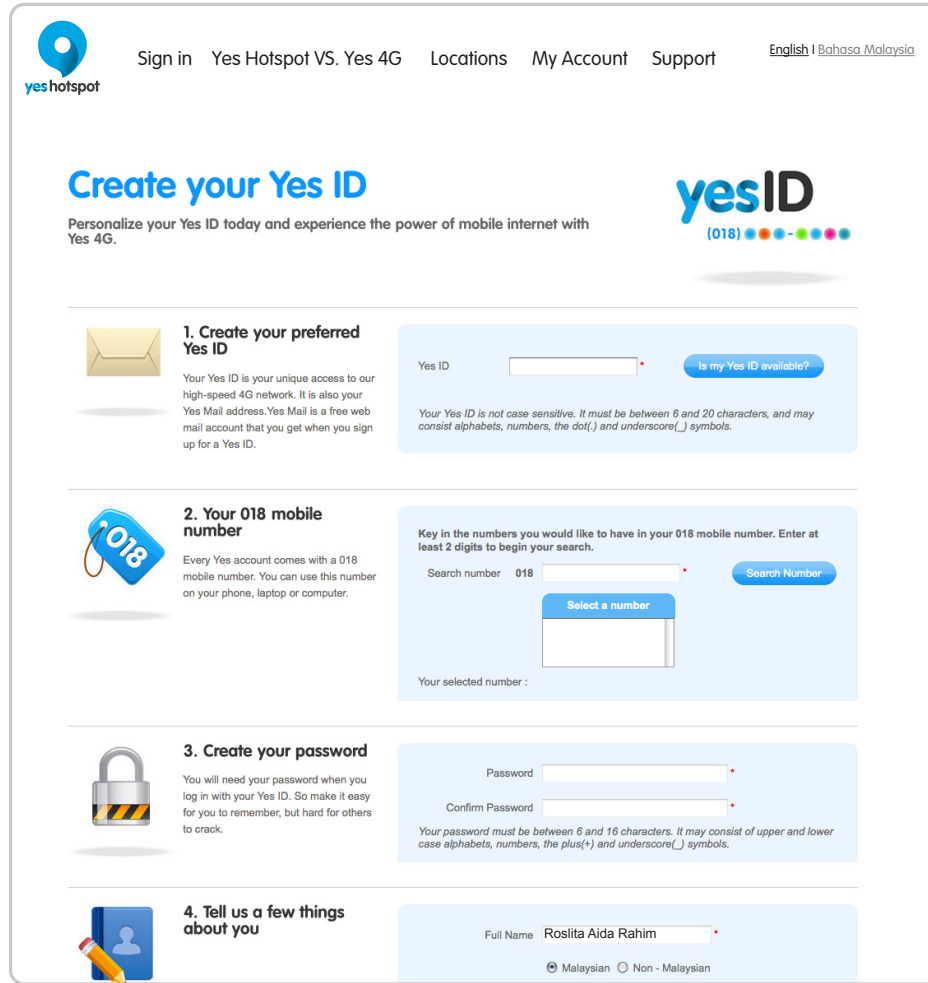
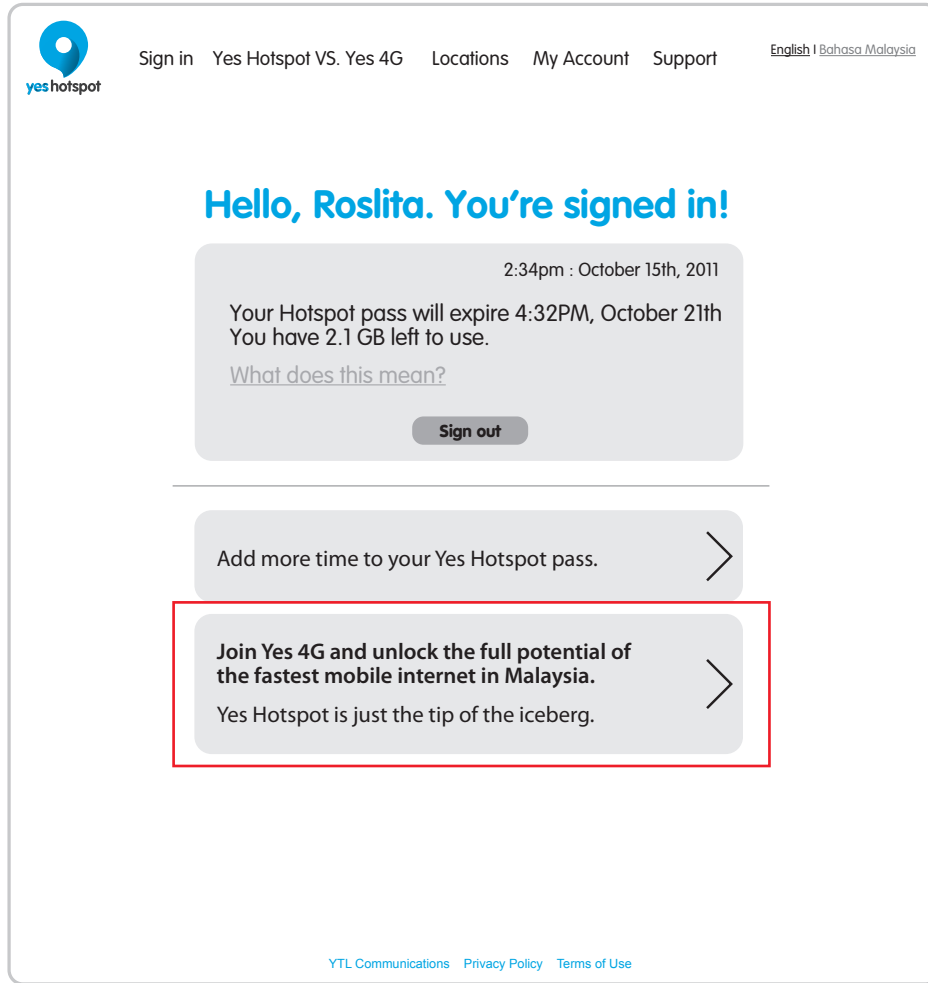
In this scenario, we have an existing Hotspot user. They've decided they love the speed of 4G enough to make the conversion to a Yes 4G user.

They click on the Yes 4G upsell message.

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. Since we know some of the user information, we should prefill as much as possible.

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. Prefilled information.

Once the account is successfully created, the user is signed in and shown the welcome messaging. In this case, the user has created a 4G account, so they are shown Yes 4G related content.



<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.

RETURNING CUSTOMER : YES 4G ACCOUNT

A customer with a current Yes 4G account views the captive page and enters their Yes ID and password. They then click the "Sign in to Yes Hotspot" button.

The customer is signed in. They are shown a marketing message in the sign in area. Since it is now known they are a Yes 4G customer, two marketing messages are shown: one selling Yes 4G Valuepacks, and another providing a link to drive tonnage usage.

On signing out, the customer is presented with messaging that details the rebate they earned for the previous session. This space can be used to show any messaging we want.

