



Reach the world for less

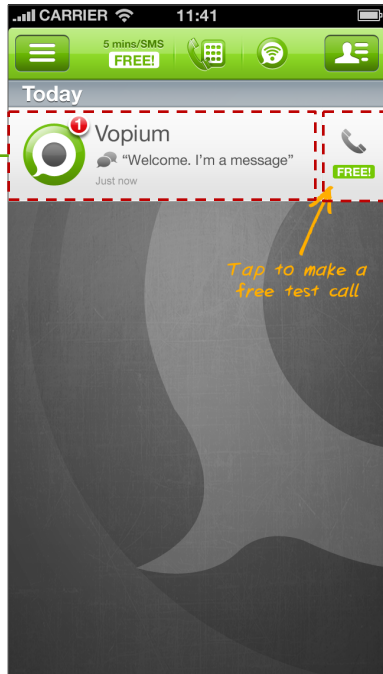
Vopium - iPhone 'Timeline'

User Experience

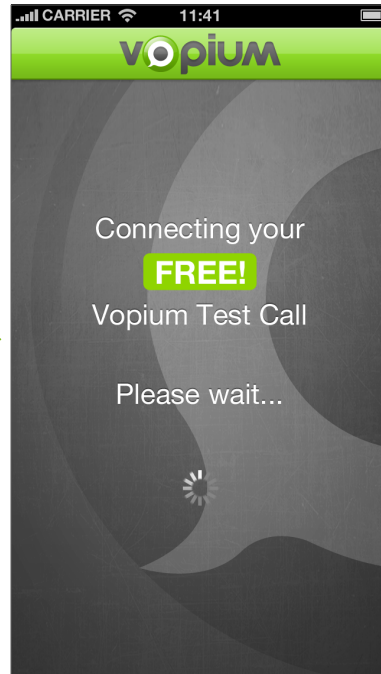
Version 1.2

iPhone Timeline - First use Tour, engage user (1)

Shown on first time use or initiated from the Menu at any time. Automated as the user clicks through

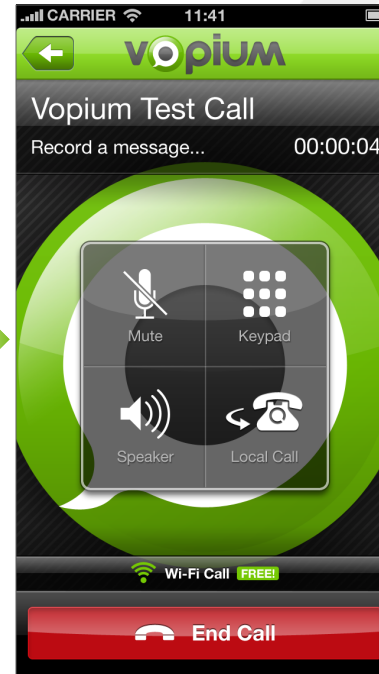


1. Make free test call

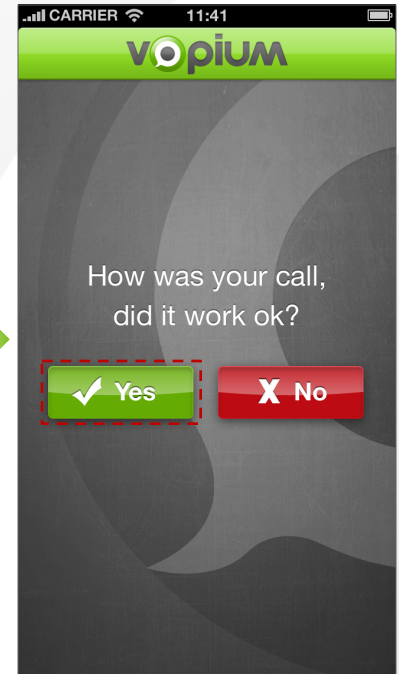


Test Call splash

If user is not connected to Wi-Fi or Mobile Data then initiate a Vopium Local Test Call (See slide 46)



SIP Test Call



Test Call check

If user taps main cell area on step 1, go to slide 5, screen 2, Vopium timeline, allowing a free test call. Then return to slide 3, screen 1 to view contacts

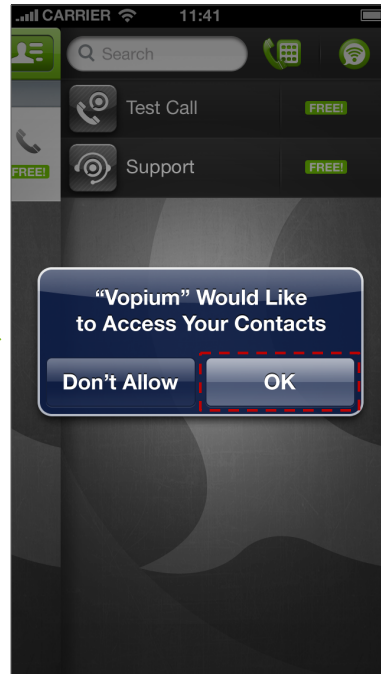
iPhone Timeline - First use Tour, engage user (2)

Shown on first time use or initiated from the Menu at any time. Automated as the user clicks through



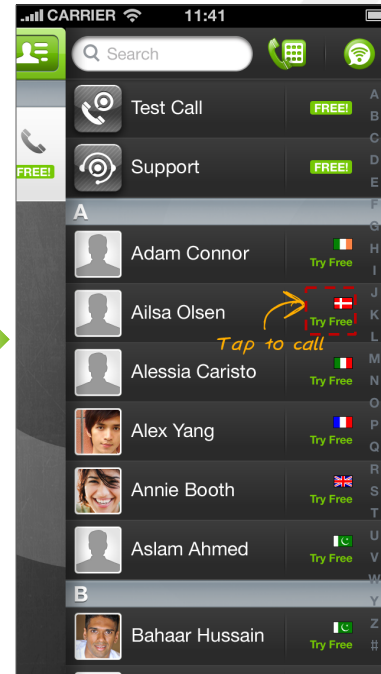
2. View contacts

If user taps main cell area on step 1, return here after coming out of the Vopium timeline

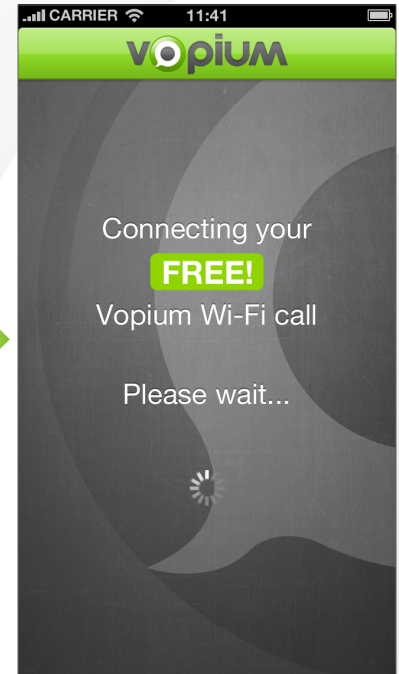


iOS6 Contacts Permissions

If user doesn't allow contacts access, see slide 47



3. Try Free - Call

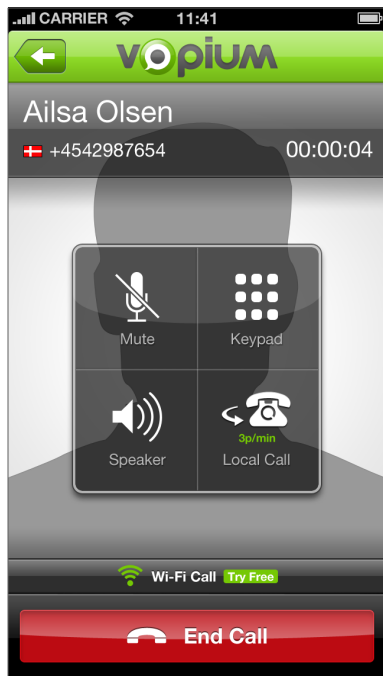


Try Free - Call splash

If user taps main cell area on step 1, go to slide 5, screen 2, Vopium timeline

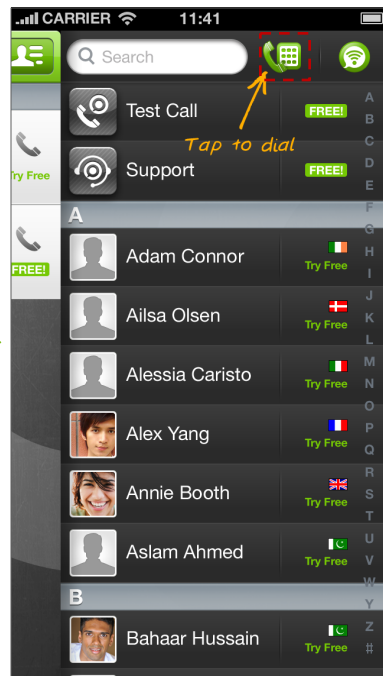
iPhone Timeline - First use Tour, engage user (3)

Shown on first time use or initiated from the Menu at any time. Automated as the user clicks through

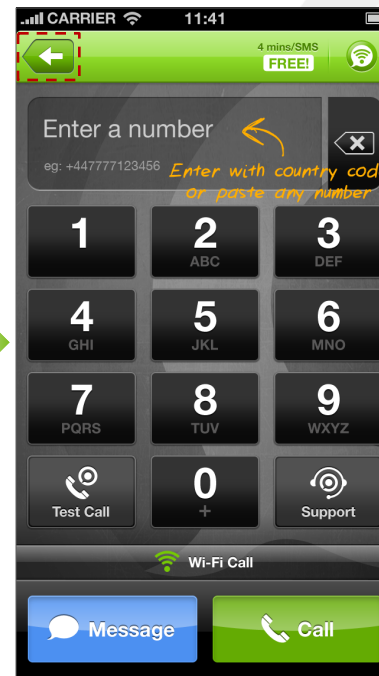


Try Free - SIP Call

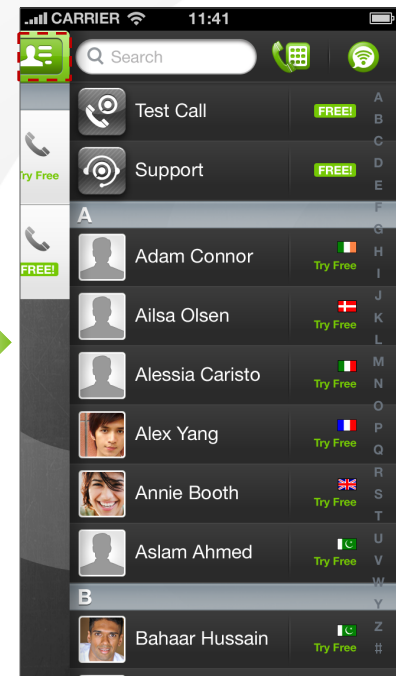
After the call, could prompt user to invite the contact to Vopium (See slides 28 and 29)



4. View Dialer



Try Free - Dialer



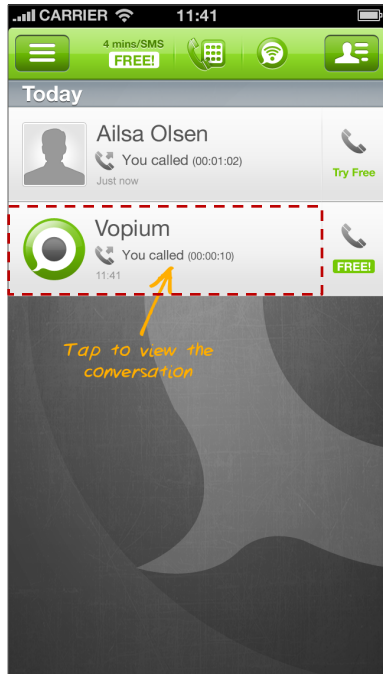
Try Free - Contacts

If user taps main cell area on step 1, on leaving the Vopium timeline, return to slide 3 screen 1

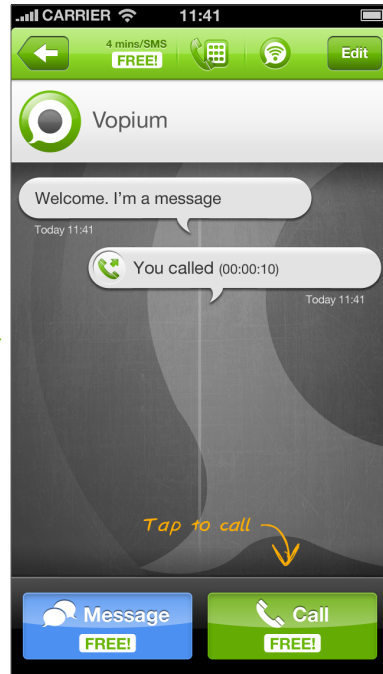
If user taps main cell area on step 1, go to slide 5, screen 2, Vopium timeline

iPhone Timeline - First use Tour, engage user (4)

Shown on first time use or initiated from the Menu at any time. Automated as the user clicks through

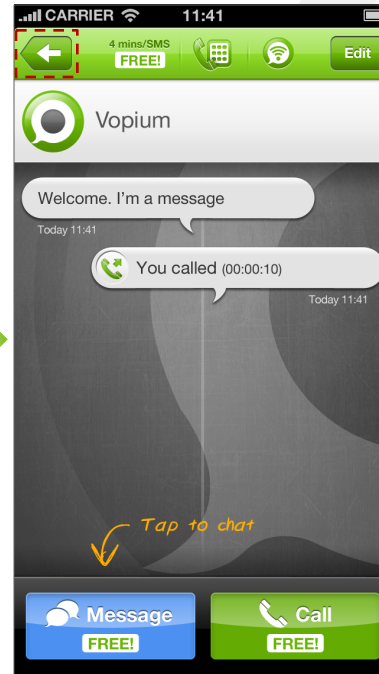


5. View conversation



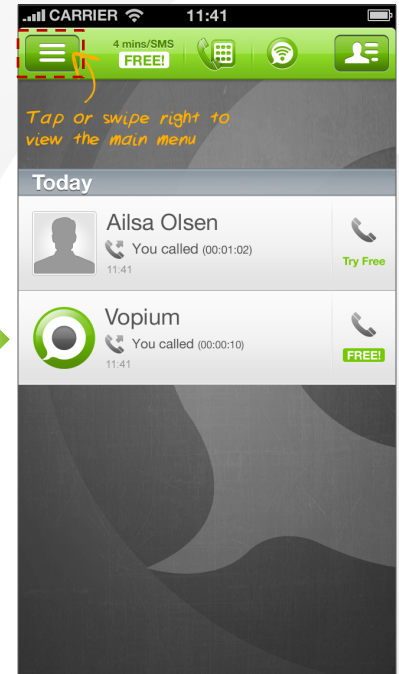
6. Call

If user taps main cell area on step 1, come here, Vopium timeline, allowing a free test call.



7. Chat

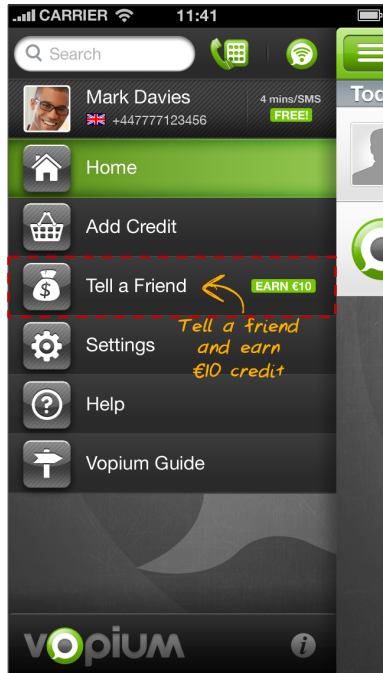
If user taps main cell area on step 1, on leaving the Vopium timeline, return to slide 2, screen 1 to view contacts



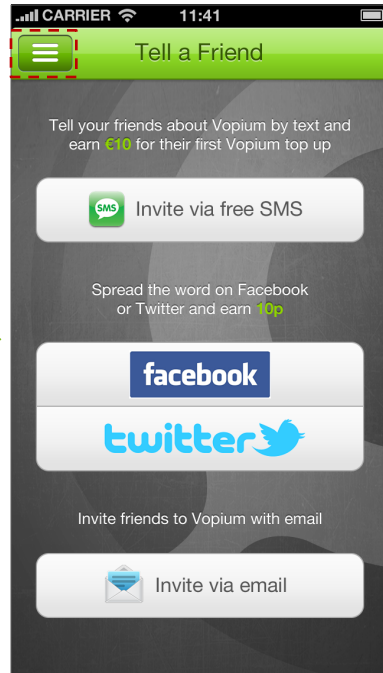
8. View main menu

iPhone Timeline - First use Tour, engage user (5)

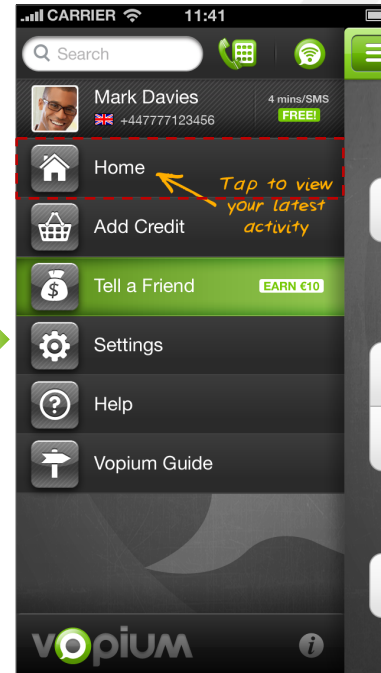
Shown on first time use or initiated from the Menu at any time. Automated as the user clicks through



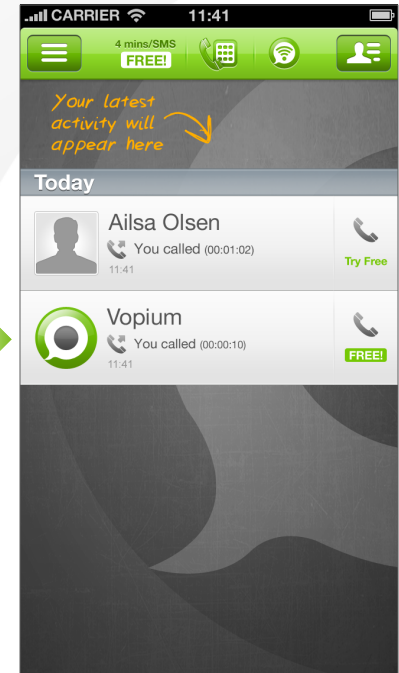
9. Earn Credit



10. View Latest



11. Latest Activity here

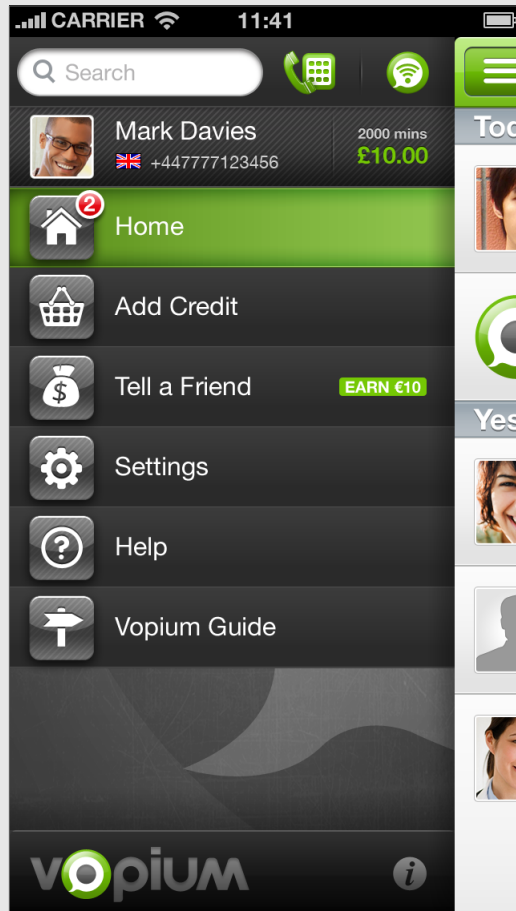


11. Latest Activity here

Auto-scrape the users own name and avatar from native iPhone contacts and display in-app

Show the users country flag and logged-in mobile number

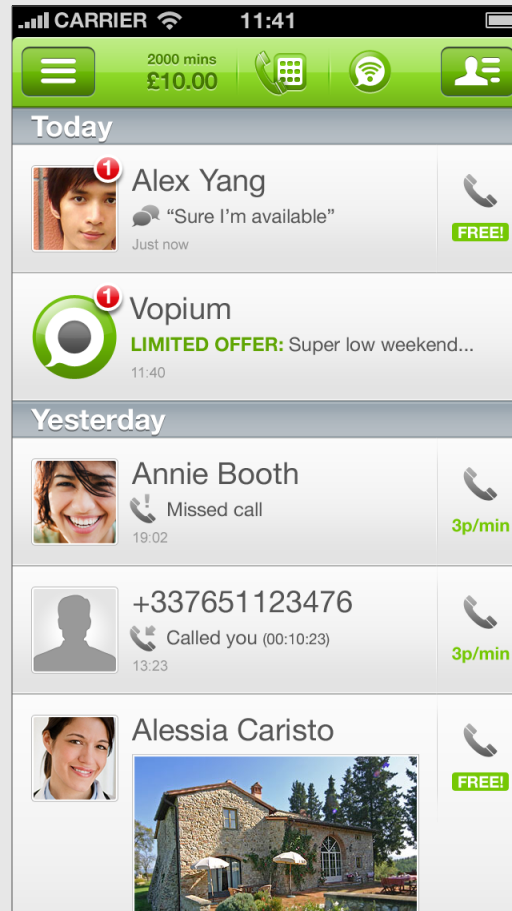
>>> Swipe right (or tap Menu button) to Menu - Swipe left (or tap Contacts button) to Contacts <<<<
 When in Menu (left) or Contacts (right) tapping any of the visible middle area slides it back across. The user can not interact with the the middle area content itself, eg buttons



Menu - Home active

Tapping Dialer (top) slides up over left panel.
 Tapping Home, Add Credit, Tell a Friend and Settings all change main middle panel.

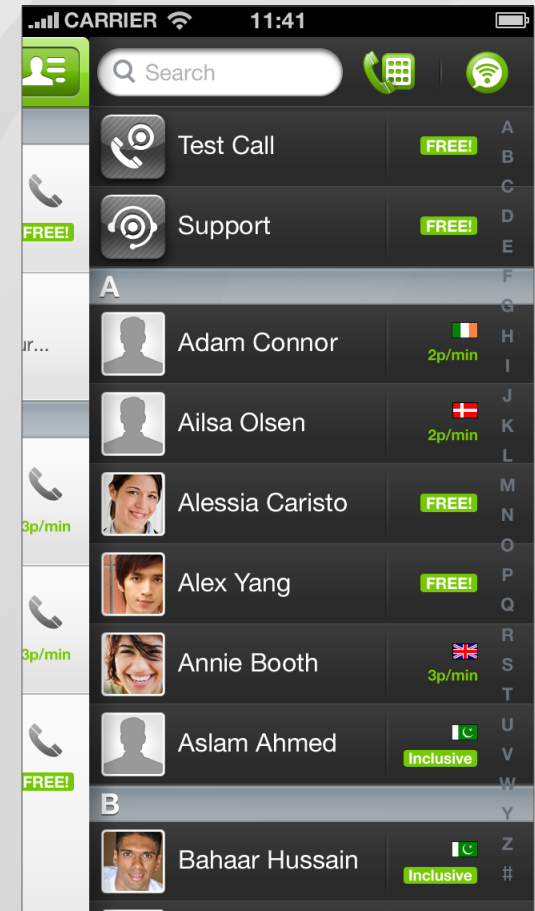
Tapping Vopium Guide inserts 'Vopium Team' welcome message at the top of the Timeline then starts the Tour prompts (See slides 2-6)



Full Timeline

Entries show last interaction with a particular contact.
 Red badges indicate unread/new interactions per contact.
 Also shows Vopium Team service update messages

Tapping Balance or Dialer (top) slides up over middle panel.
 Tapping Call Icon 'FREE' or cost initiates a call directly
 Tapping name/avatar shows specific timeline



Contacts

Tapping Dialer (top) slides up over right panel.
 Vopium contacts clearly marked with 'FREE!'
 On all other contacts, show country flag and call cost.
 Show 'Inclusive' for numbers included in a call plan

Tapping 'FREE!' or flag/cost initiates a call directly
 Tapping name/avatar shows specific timeline

iPhone Timeline

Key Templates: Dialer (No number entered, Vopium 'Contact Match' & Non-Vopium Contacts)



Dialer - No number entered

Show Balance/mins, before calling or messaging, tap to purchase.

Show number input format tip

Show call type, plus 'SMS' and 'Call' buttons



Dialer - Vopium Contact

Show Balance/mins, before calling or messaging, tap to purchase.

Example shows a Contact match

Show call type, plus 'Chat FREE' and 'Call FREE' on the buttons



Dialer - Non-Vopium Contact

Show Balance/mins, before calling or messaging, tap to purchase.

Example shows an unknown contact

Shows call type, plus 'SMS cost' and 'Call cost' on the buttons

iPhone Timeline

Key Templates: Specific Timeline (Vopium & Non-Vopium Contacts)

For Multiple Numbers: The Default Call/Message action is always the cheapest option, FREE first then paid (with cheapest first). Unless the user has a favorite number set (See slide 43) if the contact has multiple FREE Vopium numbers, use the Default Call/Message action, the user can override by setting a favorite number.



Timeline - Vopium Contact

Back button shows Timeline updates. Show Balance/mins, before calling or messaging. Show contacts timezone.

Latest interaction at the bottom, pull down to show older

Show 'FREE' on Chat and Call buttons
Tap arrows for paid messaging or calling options

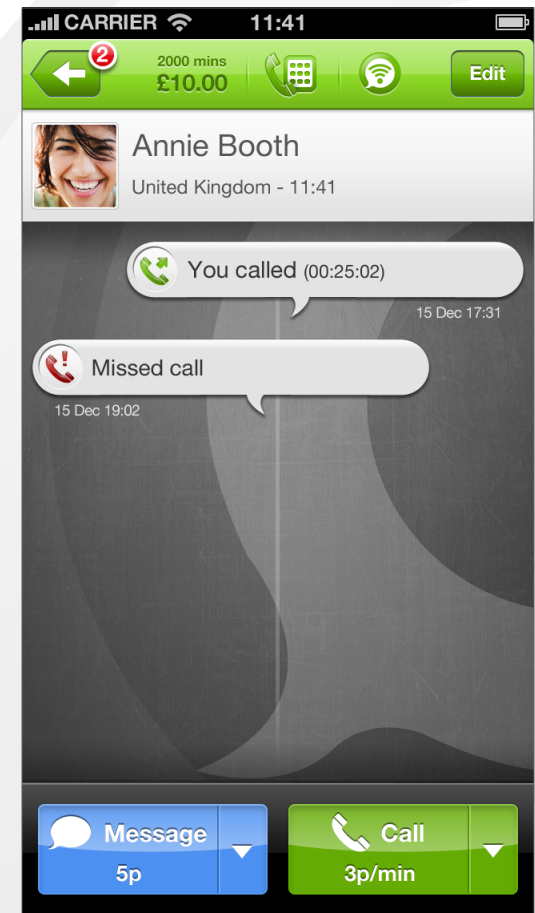


Timeline - Vopium Contact

Back button shows Timeline updates. Show Balance/mins, before calling or messaging. Show contacts timezone.

Latest interaction at the bottom, pull down to show older

Show 'FREE' on Chat and Call buttons
Tap arrows for paid messaging or calling options



Timeline - Non-Vopium Contact

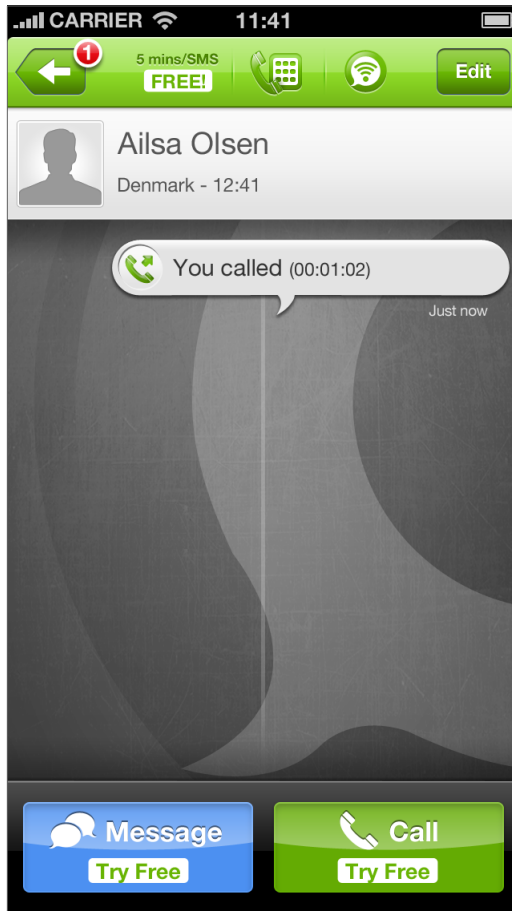
Back button shows Timeline updates. Show Balance/mins, before calling or messaging. Show contacts timezone.

Latest interaction at the bottom, pull down to show older

Show (Cheapest) cost on SMS and Call buttons
Tap arrows if contact has multiple numbers

iPhone Timeline

Key Templates: Specific Timeline (First use 'Try Free', 'Inclusive' numbers & Vopium Team)



Timeline - 'Try Free'

Back button shows Timeline updates. Show Balance/mins, before calling or messaging. Show contacts timezone.

Latest interaction at the bottom, pull down to show older

Show 'Try Free' on Chat and Call buttons
Show arrows if multiple numbers

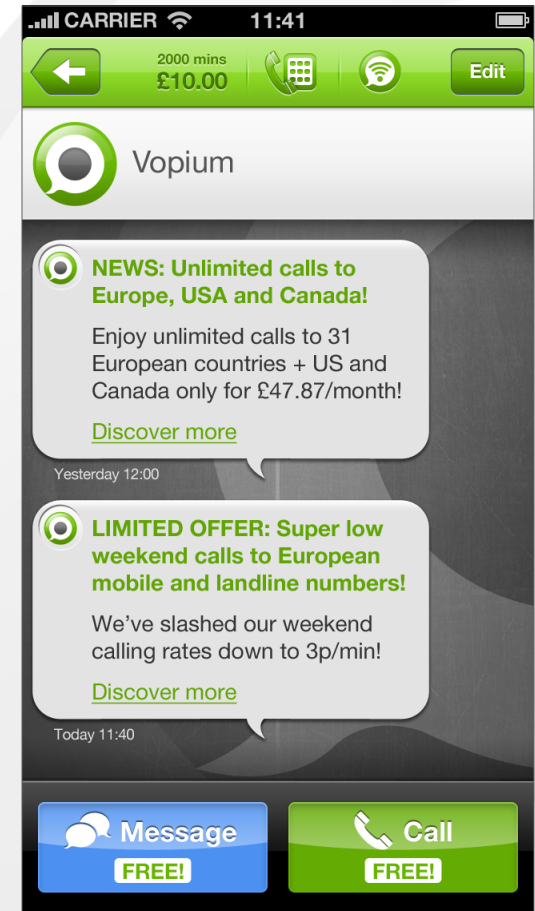


Timeline - 'Inclusive' numbers

Back button shows Timeline updates. Show Balance/mins, before calling or messaging. Show contacts timezone.

Latest interaction at the bottom, pull down to show older

Show 'Inclusive' on Chat and Call buttons
Show arrows if multiple numbers



Timeline - Vopium

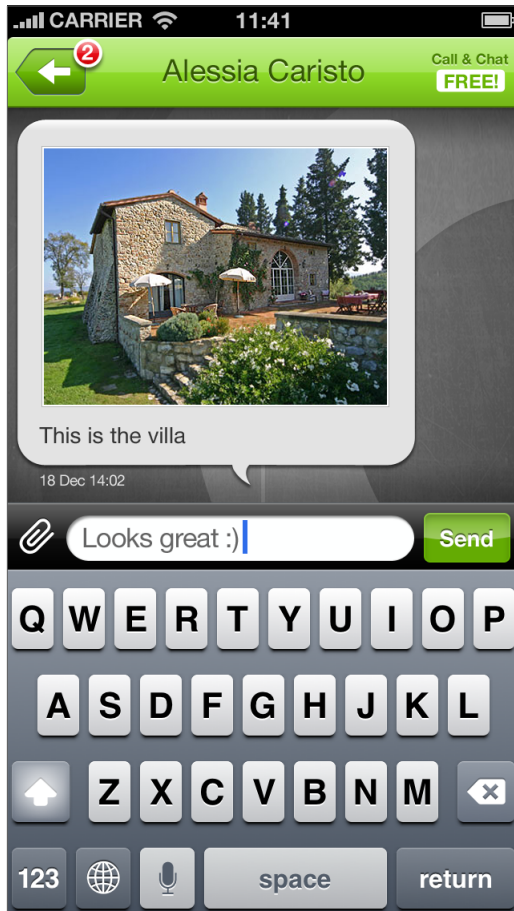
Same 'Vopium' Timeline as used for the guide. Original helper messages move up as Service updates come in.

Message and Call buttons allow Chat and Test Call.

Message button can be used for promotions to gain credit, eg, the user responding to a service update with a keyword.

iPhone Timeline

Key Templates: Messaging (Vopium & Non-Vopium Contacts) with Keyboard active

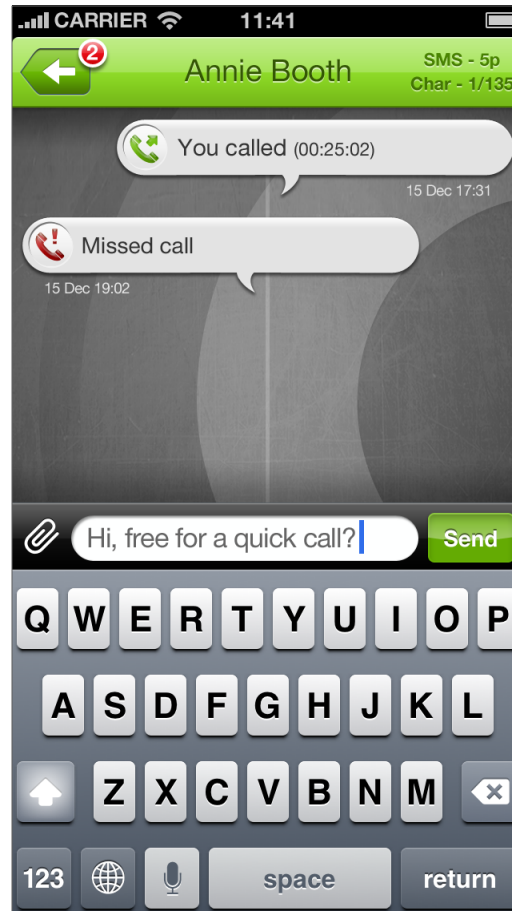


Messaging - Vopium Contact

With keyboard active, scroll timeline up

Maximise space by removing user info panel, putting the contacts name in the header with 'Call & Chat FREE'

Tapping main content area dismisses keyboard



Messaging - Non-Vopium Contact

With keyboard active, scroll timeline up

Maximise space by removing user info panel, putting the contacts name in the header with SMS cost and SMS count/character count

Tapping main content area dismisses keyboard

iPhone Timeline

Key Templates: Messaging (Vopium Contact) with Keyboard active & Attach popup active



Messaging - Vopium Contact

With keyboard active, scroll timeline up

Maximise space by removing user info panel, putting the contacts name in the header with 'Call & Chat FREE'

Tapping main content area dismisses keyboard



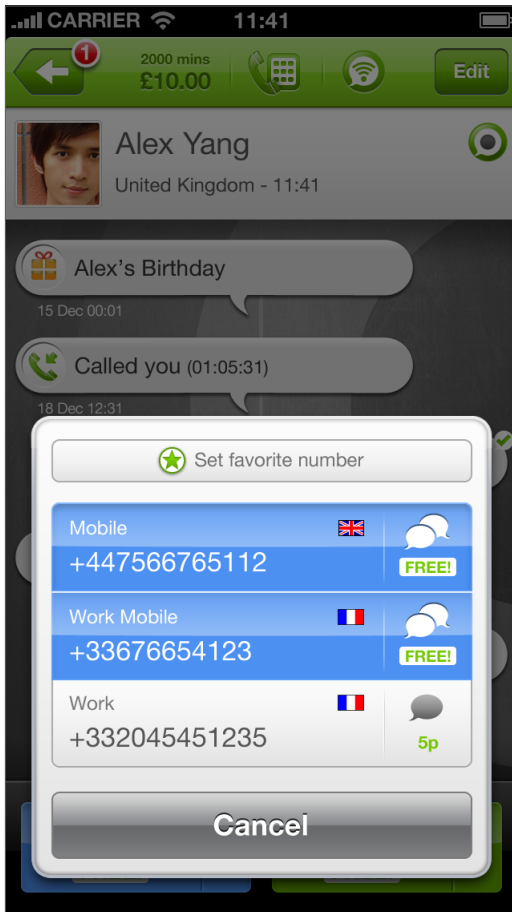
Messaging - Vopium Contact

With attach popup active.

Allows user to send images, photos, audio and video messages, plus location and links.

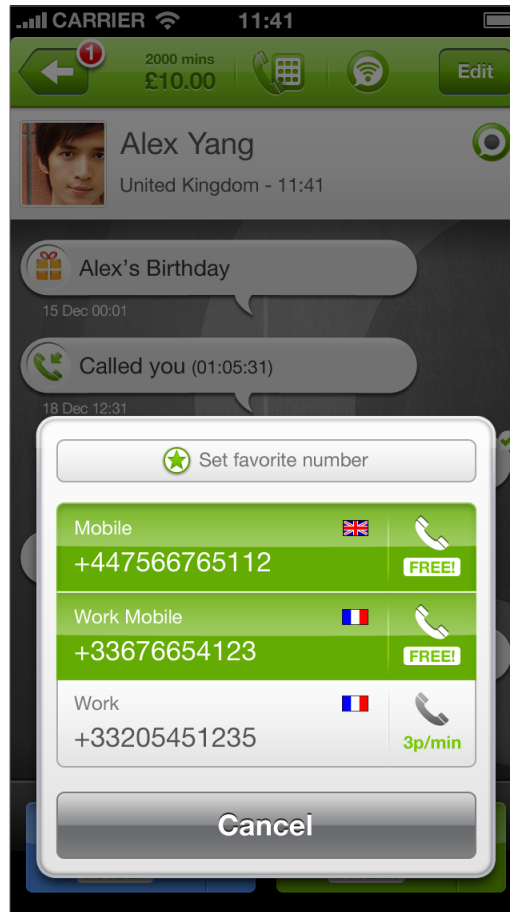
Tapping the 'UP' icon returns to the keyboard.
Tapping main content area dismisses popup.

Vopium Contacts with Multiple Numbers: The Default Call/Message action is always the cheapest option, FREE first then paid (with cheapest first). Unless the user has a favorite number set (See slide 43) if the contact has multiple FREE Vopium numbers, use the first FREE number for the Default Call/Message action, the user can override by setting a favorite number.



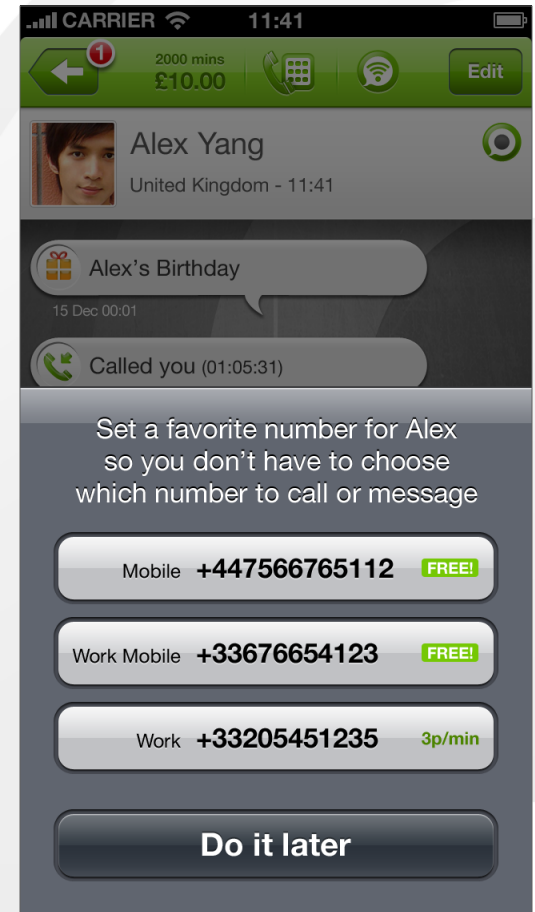
Messaging Popup - Vopium Contact

Shown for multiple numbers and paid messaging
 Example shows 2 Vopium numbers associated
 Show clearly which numbers will be a 'FREE' Chat
 Show flag/SMS cost on other numbers



Calling Popup - Vopium Contact

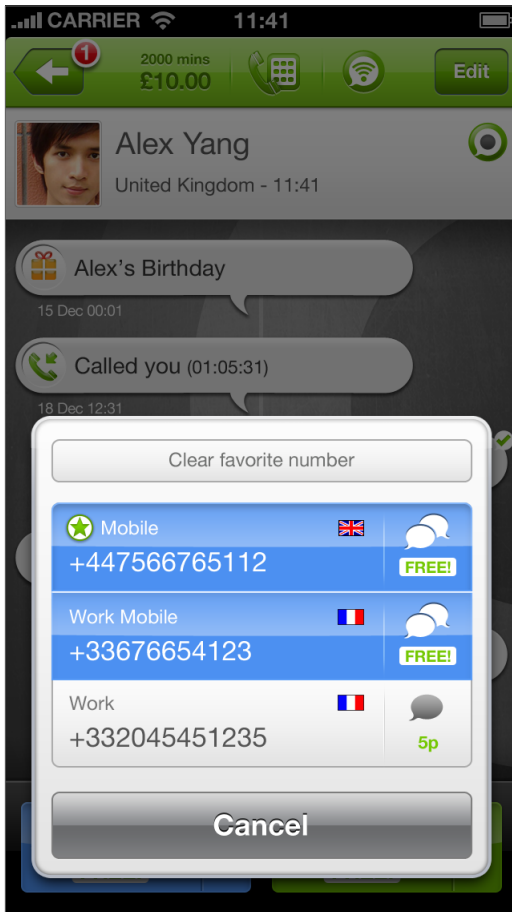
Shown for multiple numbers and paid calling
 Example shows 2 Vopium numbers associated
 Show clearly which numbers will be a 'FREE' Call
 Show flag/call cost on other numbers



Set Favorite Popup

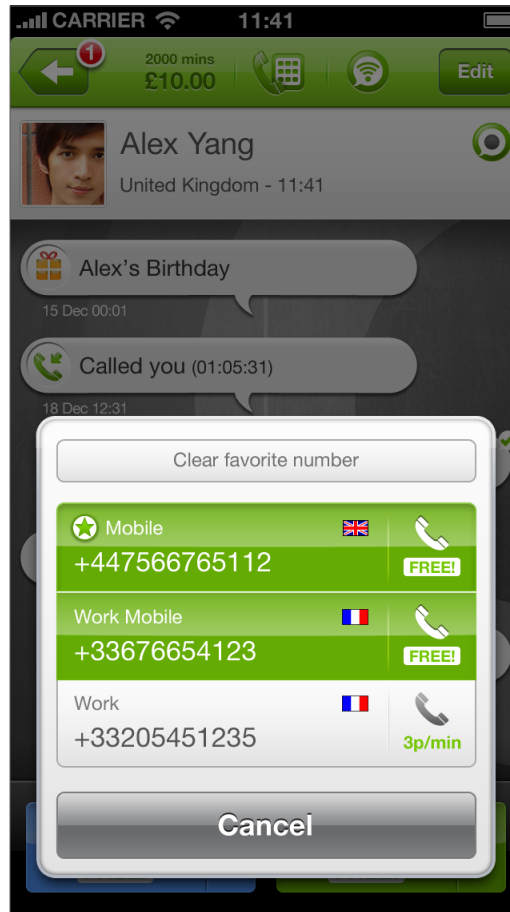
Shown if the contact has multiple numbers associated giving the user the option to make one a favorite number.
 (See slide 43)

Vopium Contacts with Multiple Numbers: The Default Call/Message action is always the cheapest option, FREE first then paid (with cheapest first). Unless the user has a favorite number set (See slide 43) if the contact has multiple FREE Vopium numbers, use the first FREE number for the Default Call/Message action, the user can override by setting a favorite number.



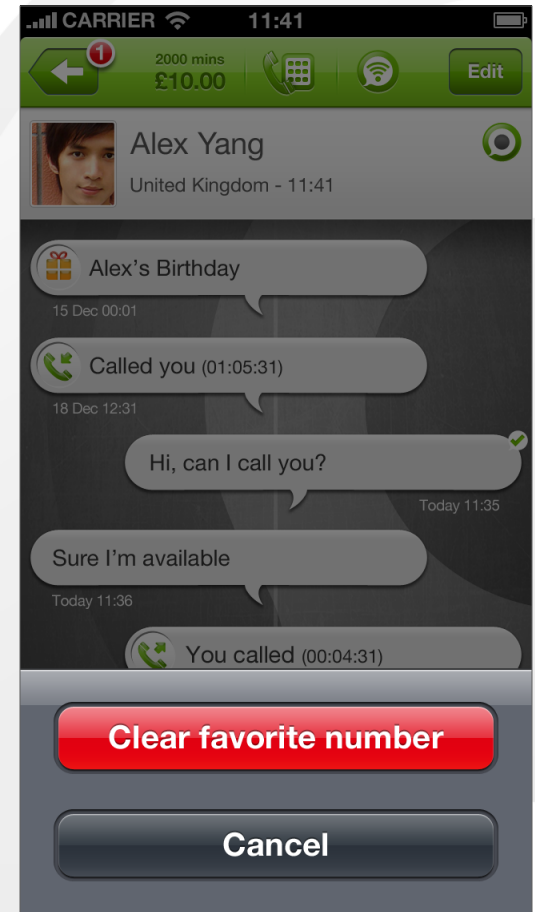
Messaging Popup - Vopium Contact

Shown if default Vopium number is set with 'Clear favorite number' button to reset
 Show Favorite number always at the top.
 Show clearly which numbers will be a 'FREE' Chat
 Show flag/SMS cost on other numbers



Calling Popup - Vopium Contact

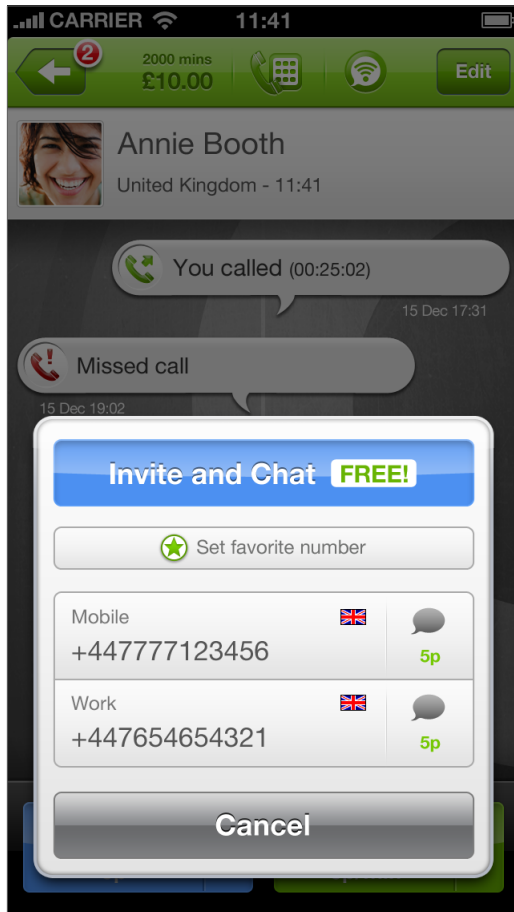
Shown if default Vopium number is set with 'Clear favorite number' button to reset
 Show Favorite number always at the top.
 Show clearly which numbers will be a 'FREE' Call
 Show flag/call cost on other numbers



Clear Default Popup

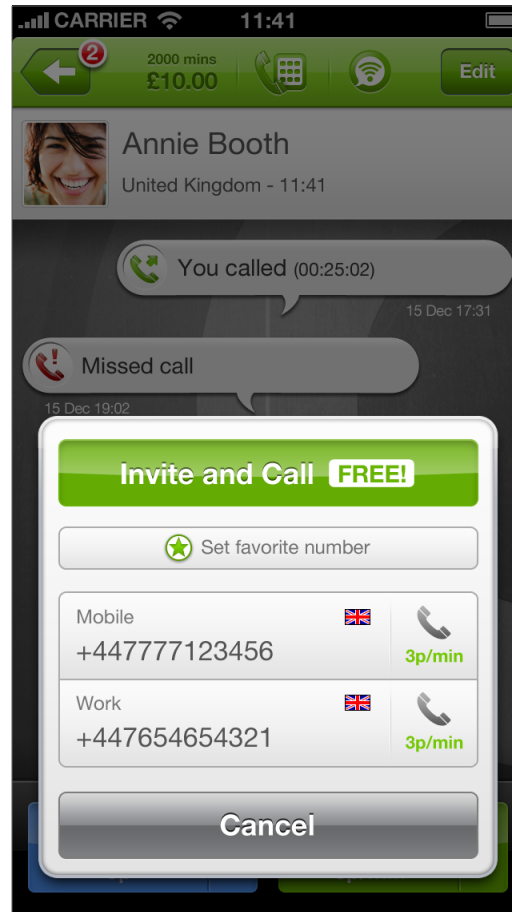
Shown if the contact has multiple numbers associated giving the user the option to clear the favorite number.
 (See slide 43)

Non-Vopium Contacts with Multiple Numbers: The Default Call/Message action is always the cheapest option. Unless the user has a favorite number set (See slide 43) If the contact has multiple numbers at the same rate, use the first number for the Default Call/Message action, the user can override by setting a favorite number.



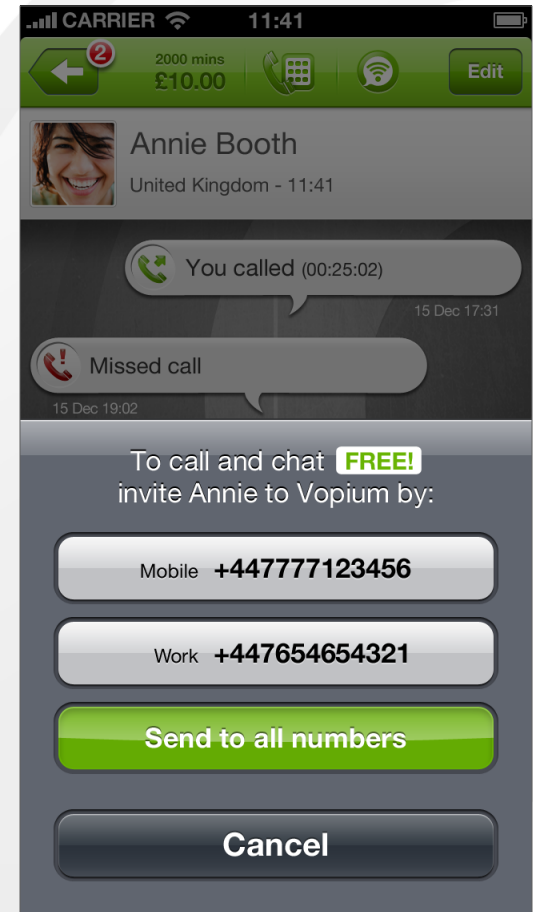
Messaging Popup - Non-Vopium Contact

Shown for multiple numbers and paid messaging
 Show flag/SMS cost on each number
 Clear Invite 'FREE' option



Calling Popup - Non-Vopium Contact

Shown for multiple numbers and paid calling
 Show flag/call cost on each number
 Clear Invite 'FREE' option

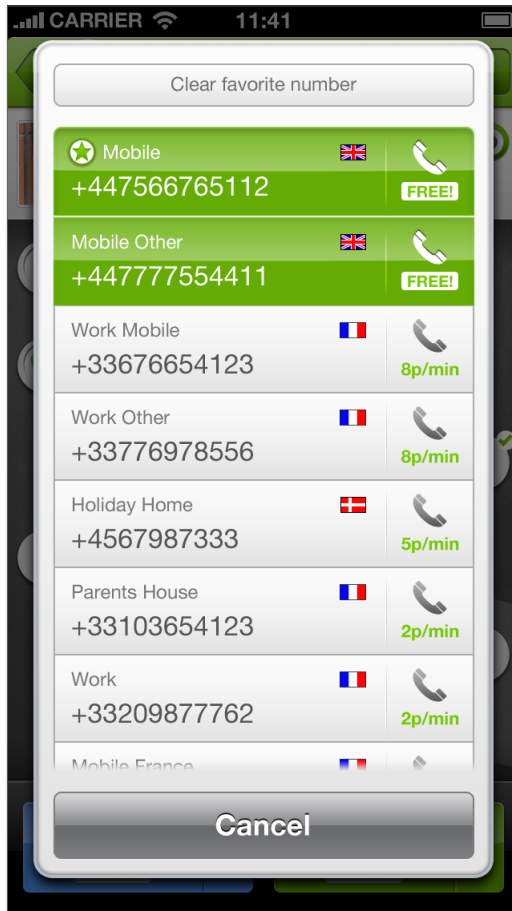


Invite Popup - Non-Vopium Contact

Shown if the contact has multiple numbers associated.
 User can send to all numbers.

iPhone Timeline

Key Templates: Calling Popup showing a Vopium contact with 10+ numbers

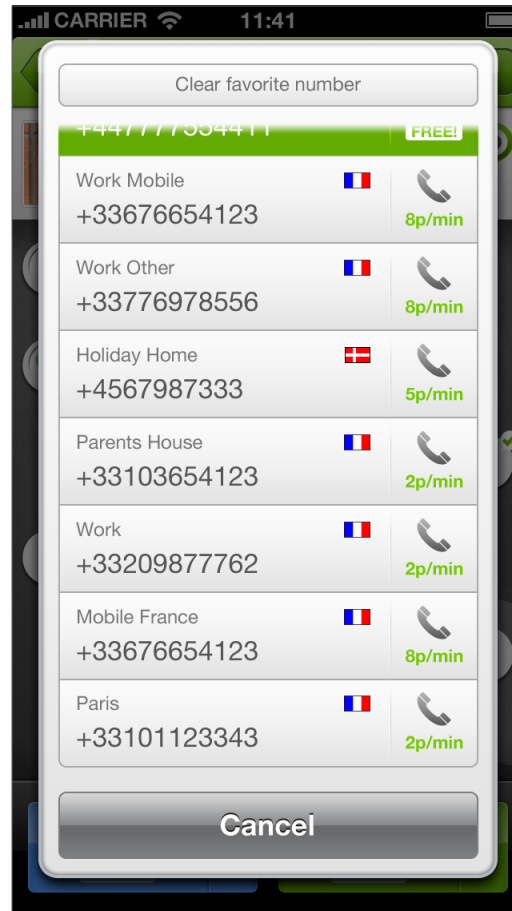


Calling Popup (Top) - 10+ numbers

Shown if the user has 10+ numbers.

Popup expands vertically, allowing scrolling on the number list only. Set favorite number stays static at the top.

Always show 'FREE' numbers at the top of the list
Show flag/call cost on other numbers



Calling Popup (Bottom) - 10+ numbers

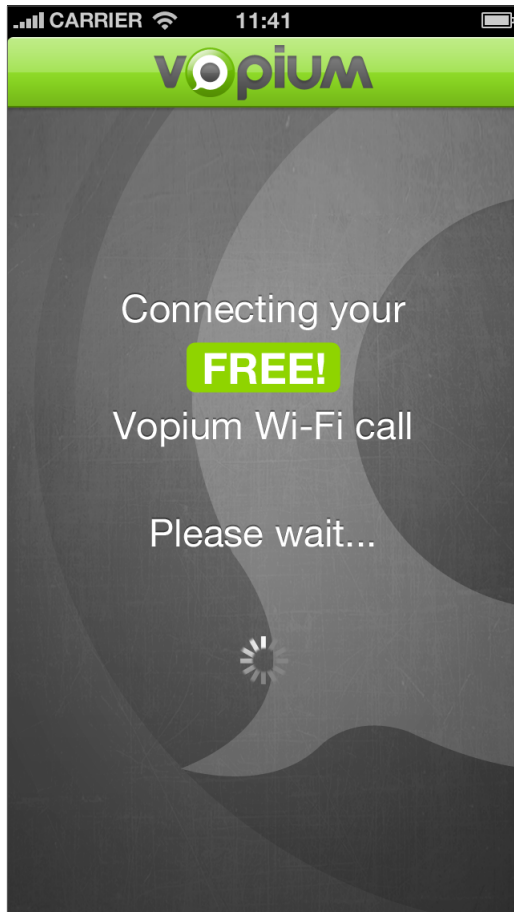
Shown if the user has 10+ numbers.

Popup expands vertically, allowing scrolling on the number list only. Set favorite number stays static at the top.

Always show 'FREE' numbers at the top of the list
Show flag/call cost on other numbers

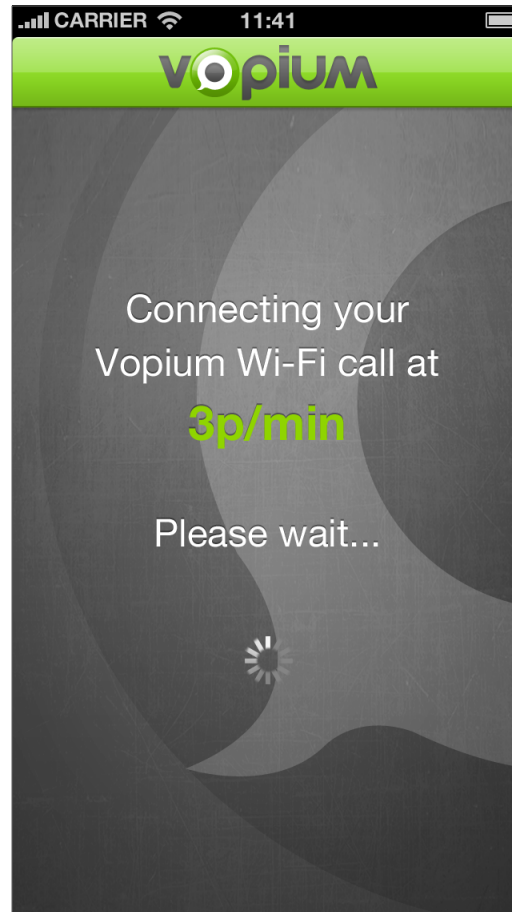
iPhone Timeline

Key Templates: Call Splash (Vopium, Non-Vopium Contacts & Call Failed, Reconnecting)



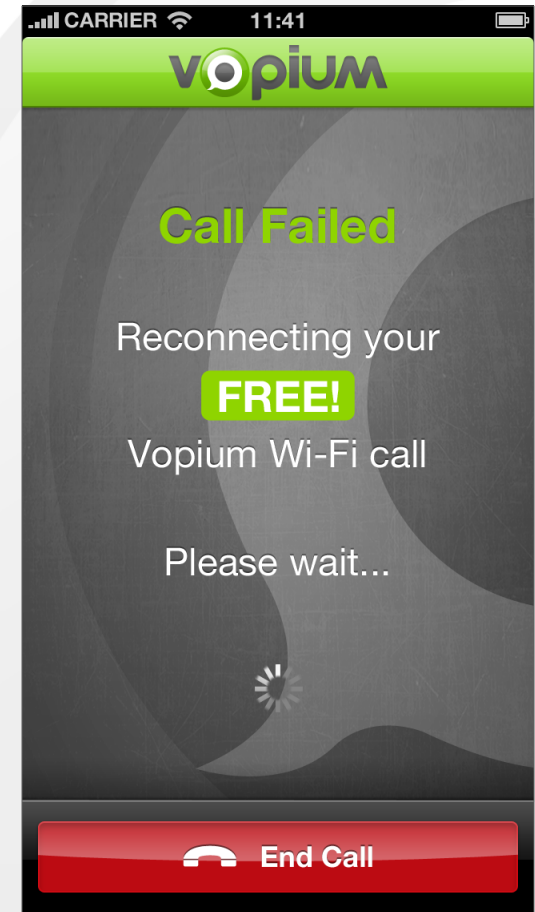
Call Splash - Vopium Contact

Shown on call setup. Shows call type and 'FREE'



Call Splash - Non-Vopium Contact

Shown on call setup. Shows call type and cost



Call Splash - Auto Reconnect

Shown if the Call Failed (not by user)
Automatically try to reconnect the call.
'End Call' button stops the process

iPhone Timeline

Key Templates: Incoming Call & Call in Progress (Vopium & Non-Vopium Contacts)

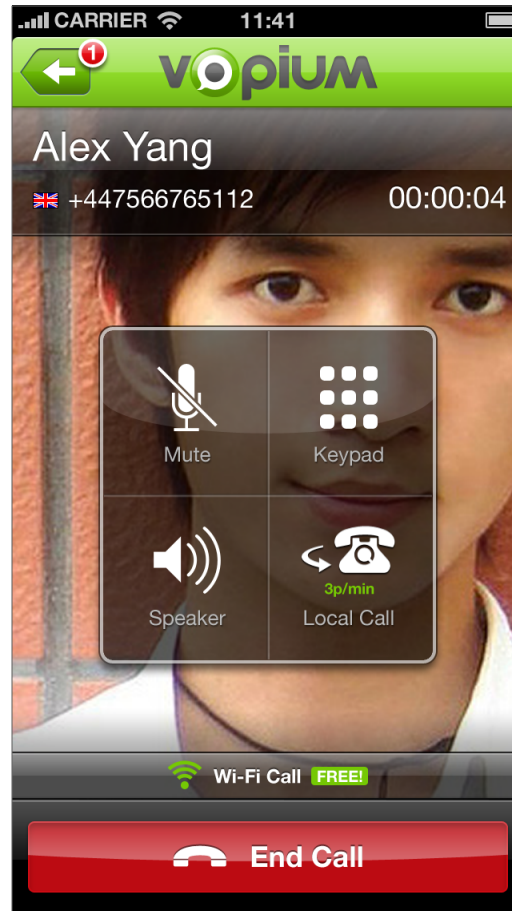


Incoming Free SIP Call

Switch to the Contact Timeline view of the caller showing the latest interactions with the Incoming Call popup overlaid

Clearly shows call type and 'FREE' for incoming SIP calls

When roaming or on mobile data inform user in the dialog, still allowing the user to answer the free call

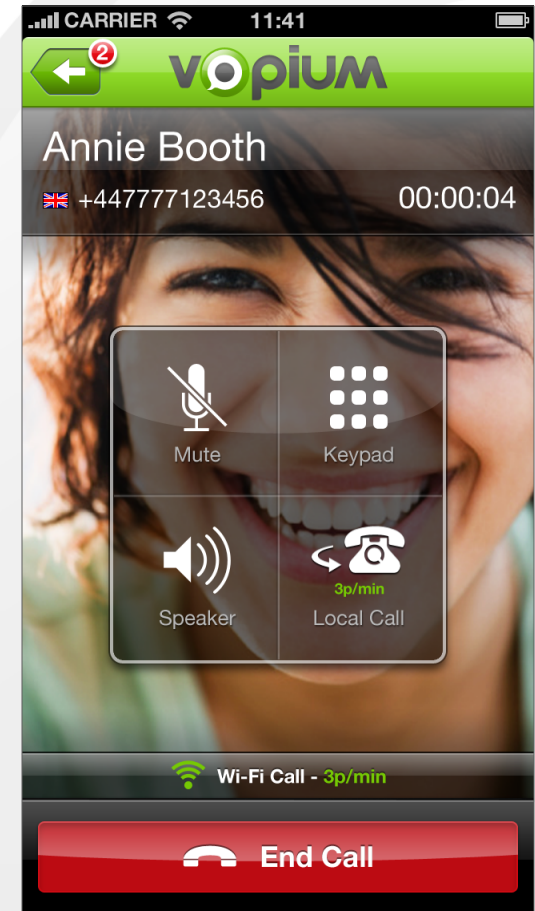


Call in Progress - Free Call

Example shows a Contact match Shows call type and 'FREE'

Back key allows user to stay in-call and go back to read messages etc (See slide 20)

New 'Local Call' GSM Handover button (See slide 45)



Call in Progress - Paid Call

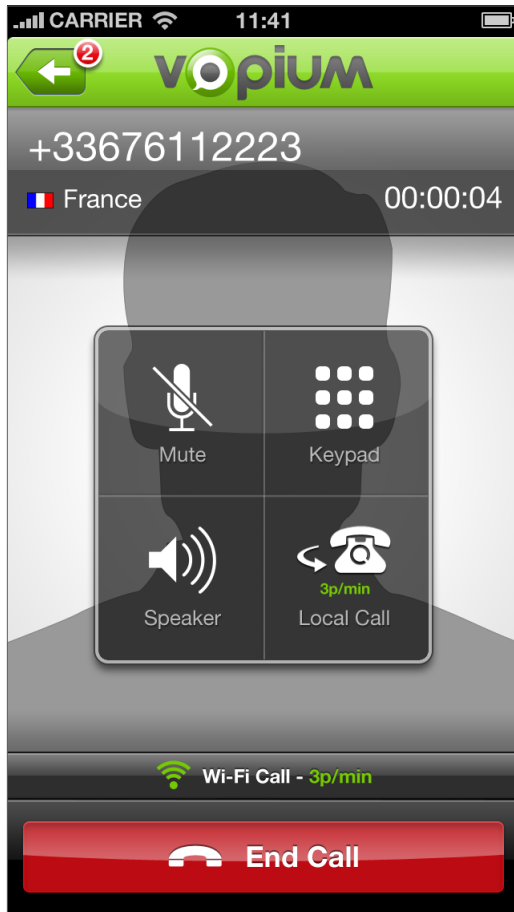
Example shows a Contact match Shows call type and cost

Back key allows user to stay in-call and go back to read messages etc (See slide 20)

New 'Local Call' GSM Handover button (See slide 45)

iPhone Timeline

Key Templates: Incoming Call & Call in Progress (Non-Vopium Contact & Vopium Test Call)

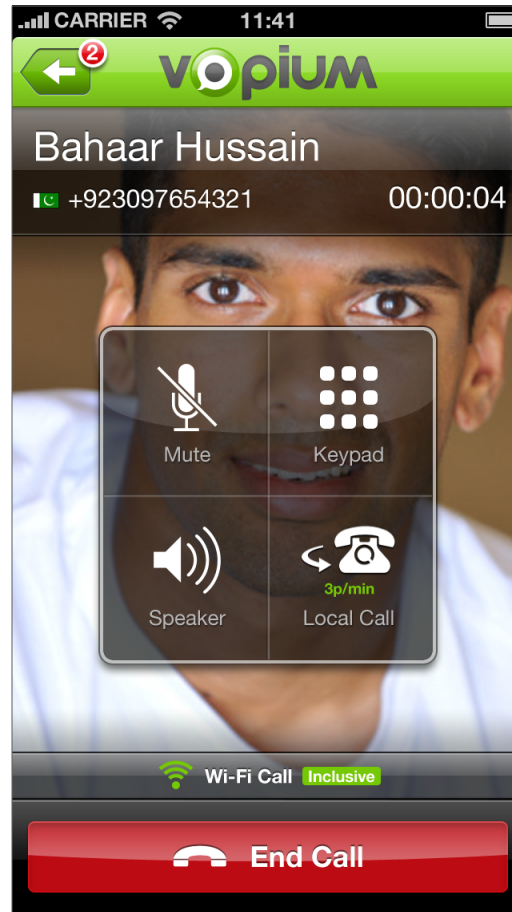


Call in Progress - Paid Call

Example shows an unknown number
Shows call type and cost

Back key allows user to stay in-call and go back to read messages etc (See slide 20)

New 'Local Call' GSM Handover button (See slide 45)

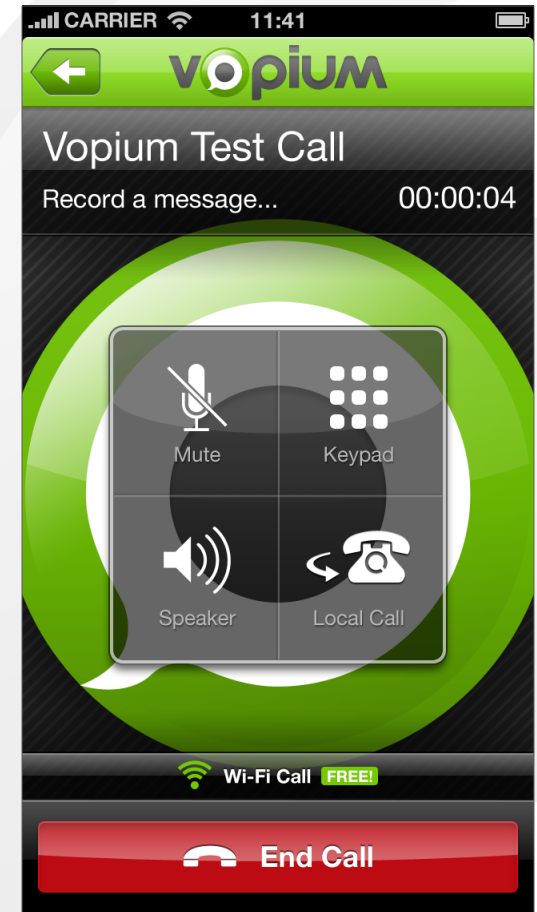


Call in Progress - Inclusive Call

Example shows a Contact match
Shows call type and 'Inclusive'

Back key allows user to stay in-call and go back to read messages etc (See slide 20)

New 'Local Call' GSM Handover button (See slide 45)



Call in Progress - Vopium Test Call

Example shows a Contact match
Shows call type and 'FREE!'

Back key allows user to stay in-call and go back to read messages etc (See slide 20)

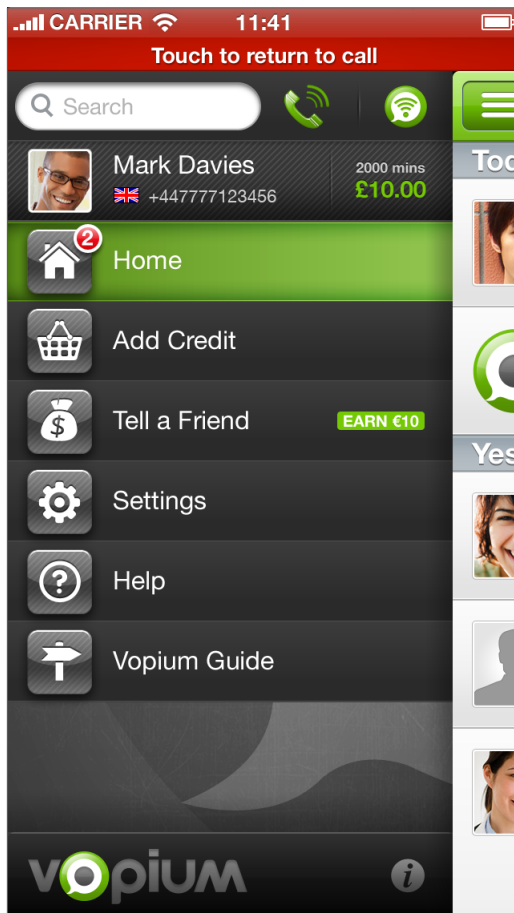
New 'Local Call' GSM Handover button (See slide 45)

iPhone Timeline

Key Templates: Menu, Timeline & Contacts, with Active SIP Call in Progress



Animate Active Call Icon

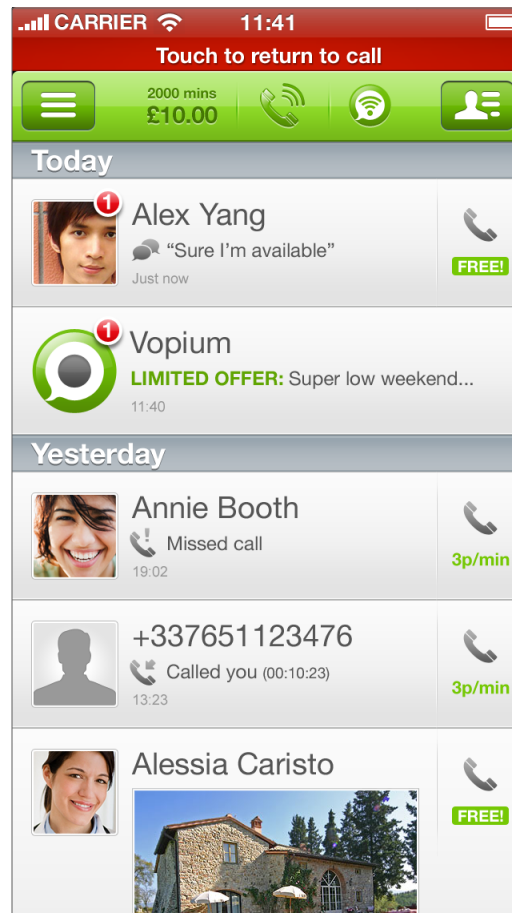


Menu - Active Call

Allows the user to stay in-call and go back to read messages etc.

Dialer icon in the header is replaced with an Active Call Icon.

Tapping the top (red) area or the Active Call Icon returns to the Active SIP Call

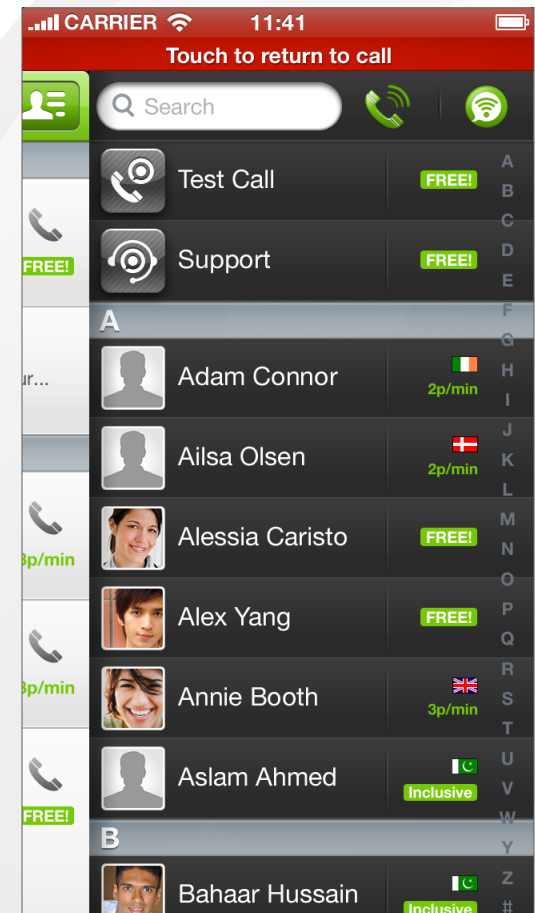


Full Timeline - Active Call

Allows the user to stay in-call and go back to read messages etc.

Dialer icon in the header is replaced with an Active Call Icon.

Tapping the top (red) area or the Active Call Icon returns to the Active SIP Call



Contacts - Active Call

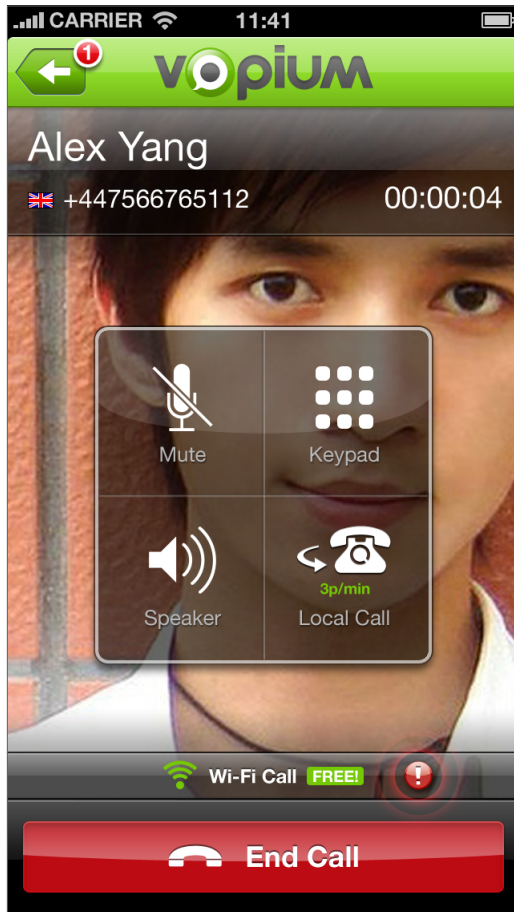
Allows the user to stay in-call and go back to read messages etc.

Dialer icon in the header is replaced with an Active Call Icon.

Tapping the top (red) area or the Active Call Icon returns to the Active SIP Call

iPhone Timeline

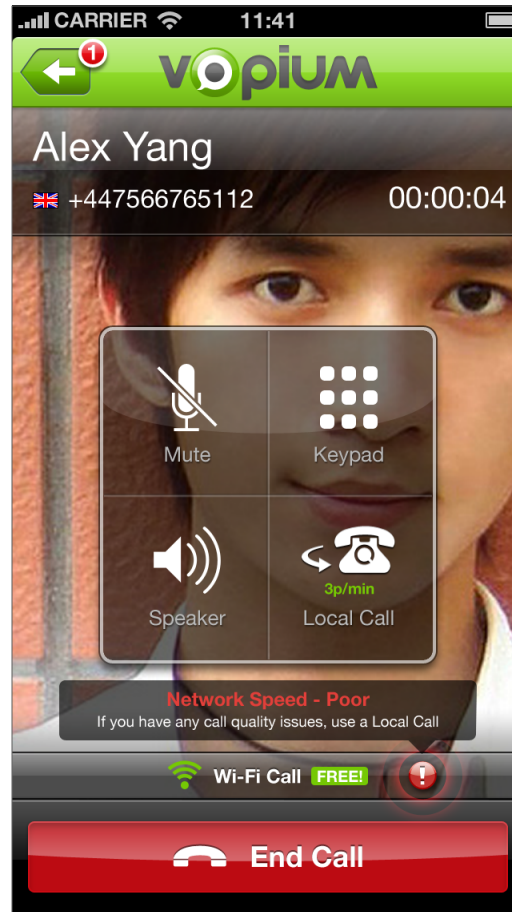
Key Templates: Call Quality Meter & Call Quality Info (Poor & Average) popup



Call Quality Meter Poor

Call Quality Meter indication, pulse icon. Vibrate and ping handset. Only shown if the network speed is poor

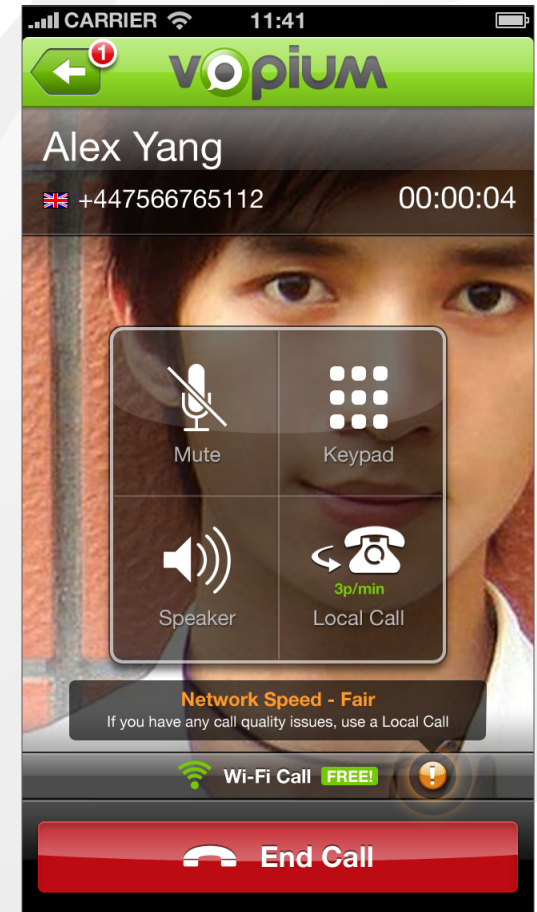
New 'Local Call' GSM Handover button
(See slide 45)



Call Quality Info - Poor

Fade in popup and show info on network speed

Suggest a Local Call



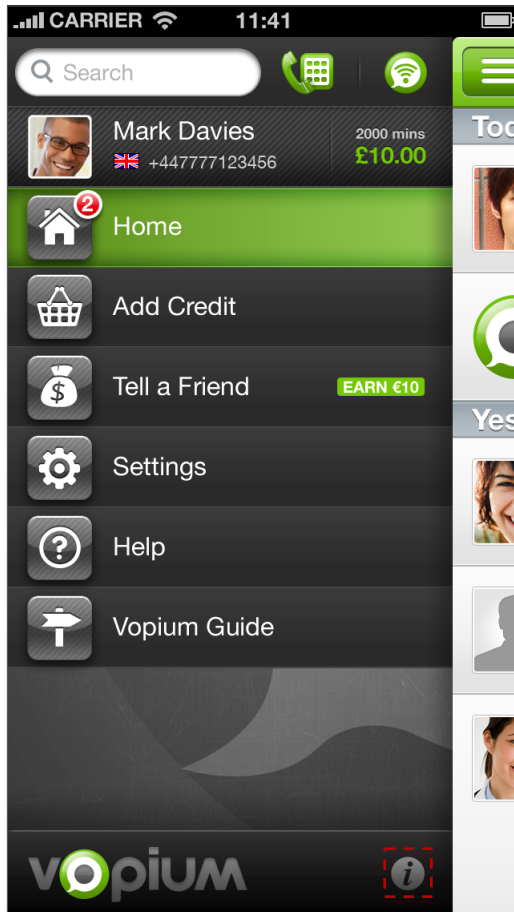
Call Quality Info - Fair

Fade in popup and show info on network speed

Suggest a Local Call

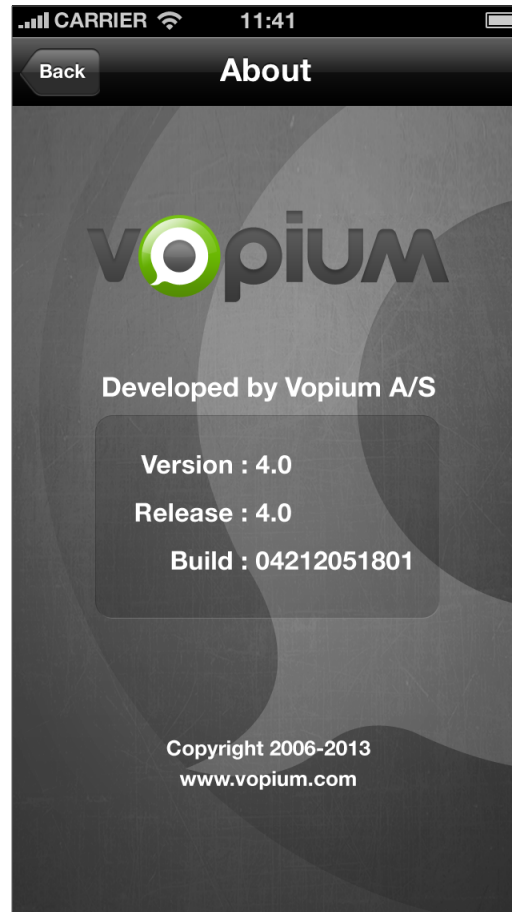
iPhone Timeline

Key Templates: Menu (Timeline active) & About



Menu - Home active

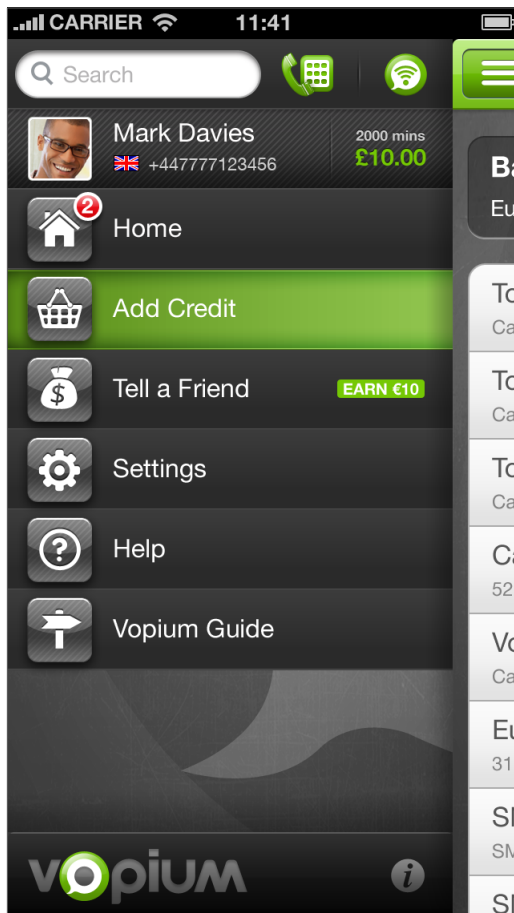
About screen accessed by tapping 'i' icon



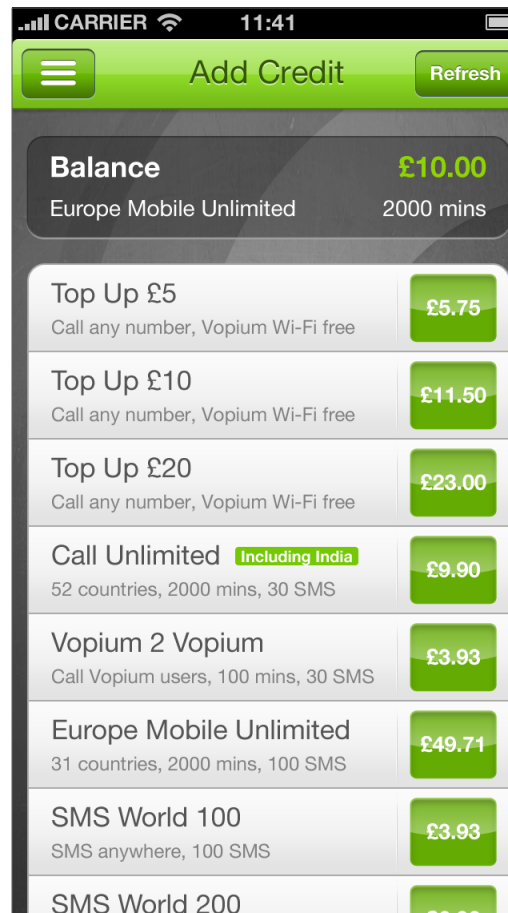
About

iPhone Timeline

Key Templates: Menu (Add Credit active), Add Credit & Call Plan Info



Menu - Add Credit active

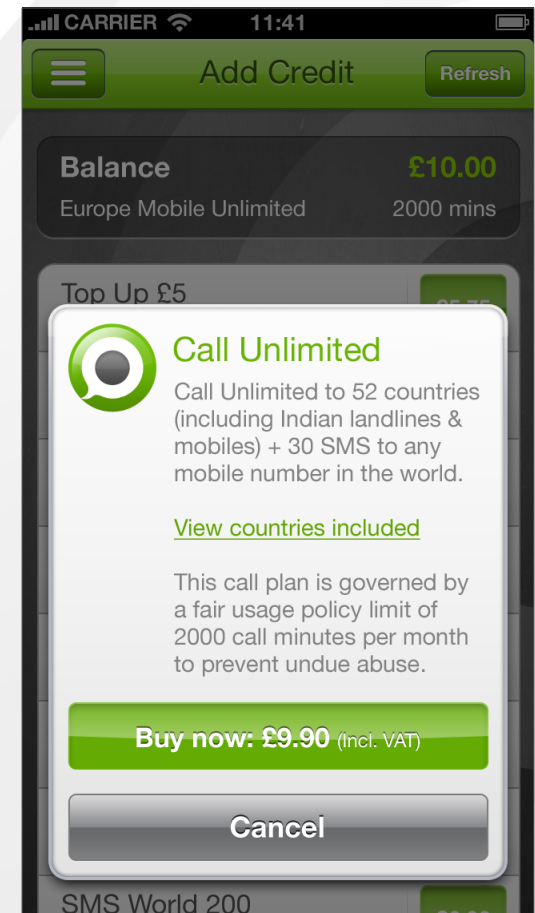


Add Credit

Show users current balance/mins and name of call plan purchased/active.

List of all call plans, including Top Up £5, £10 and £20. Scroll down to see Best Country deals at the bottom

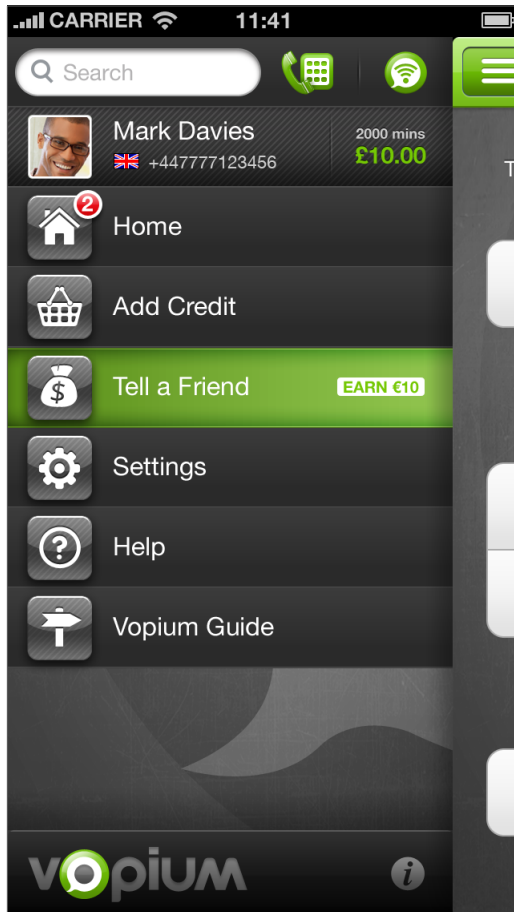
Tapping Cost purchases, tapping main area shows info



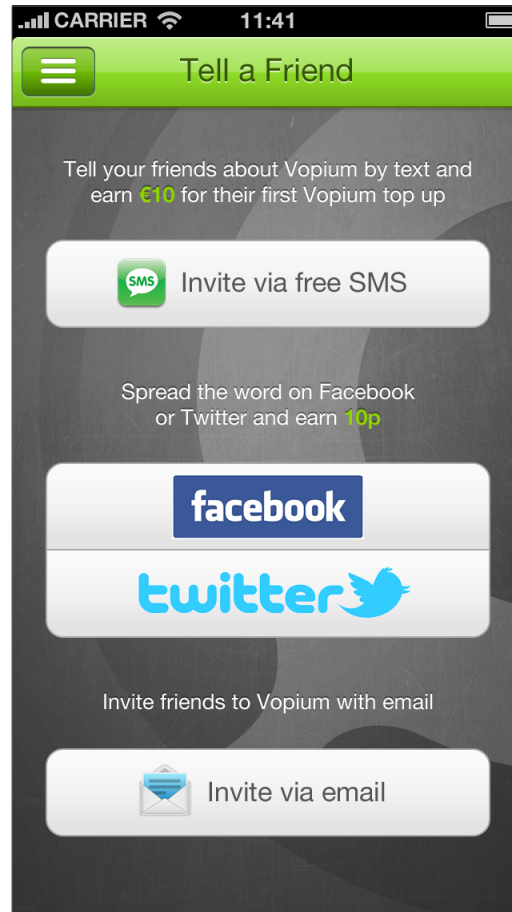
Call Plan Info - Call Unlimited

iPhone Timeline

Key Templates: Menu (Tell a Friend active) & Tell a Friend



Menu - Tell a Friend active

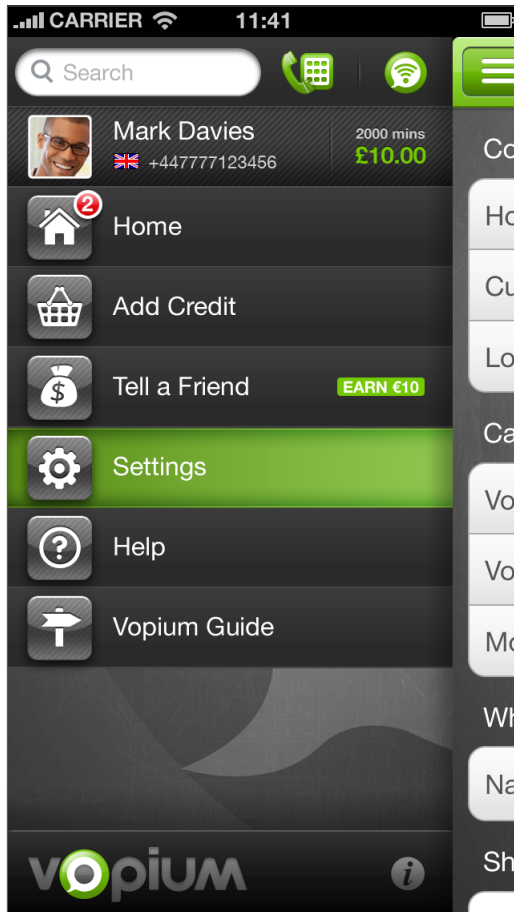


Tell a Friend

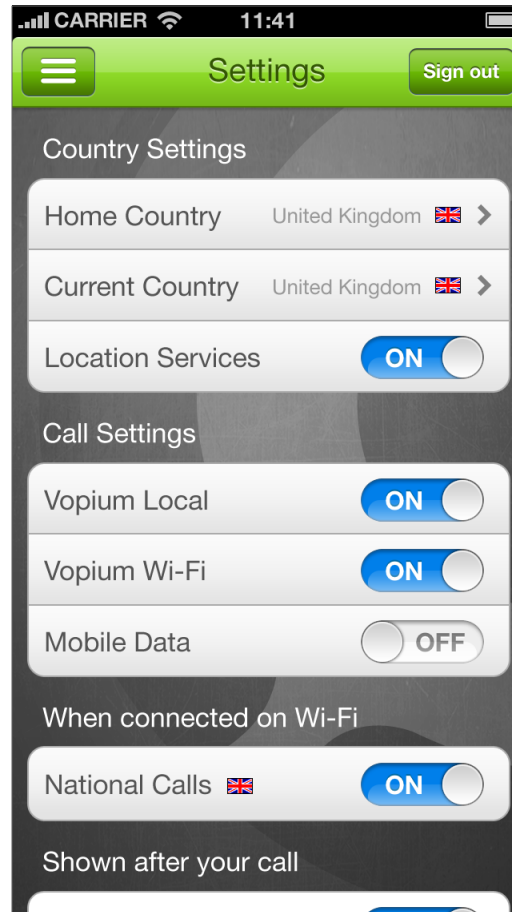
(Incentivise) Tell a friend by Free SMS, Twitter and Facebook, or with email (No incentive)

iPhone Timeline

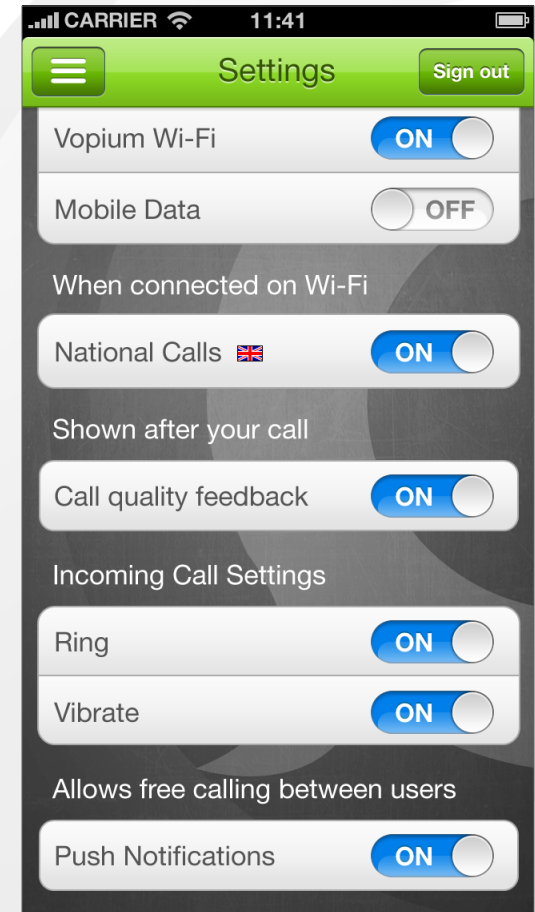
Key Templates: Menu (Settings active) & Settings (Top & Bottom views)



Menu - Settings active



Settings (Top)



Settings (Bottom)

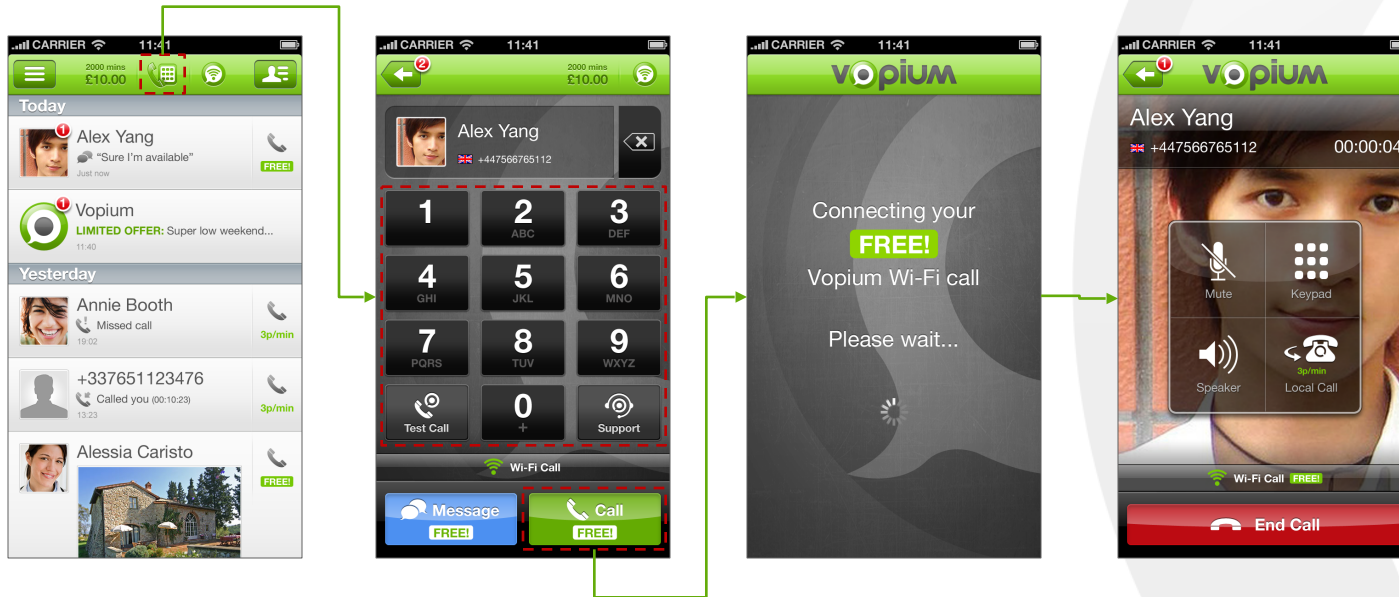
Calling with Vopium - Free Calls

Optimised for least choices/clicks: From Full Timeline, Contacts & Specific Timeline



Calling with Vopium - Free Calls

Optimised for least choices/clicks: From Dialer



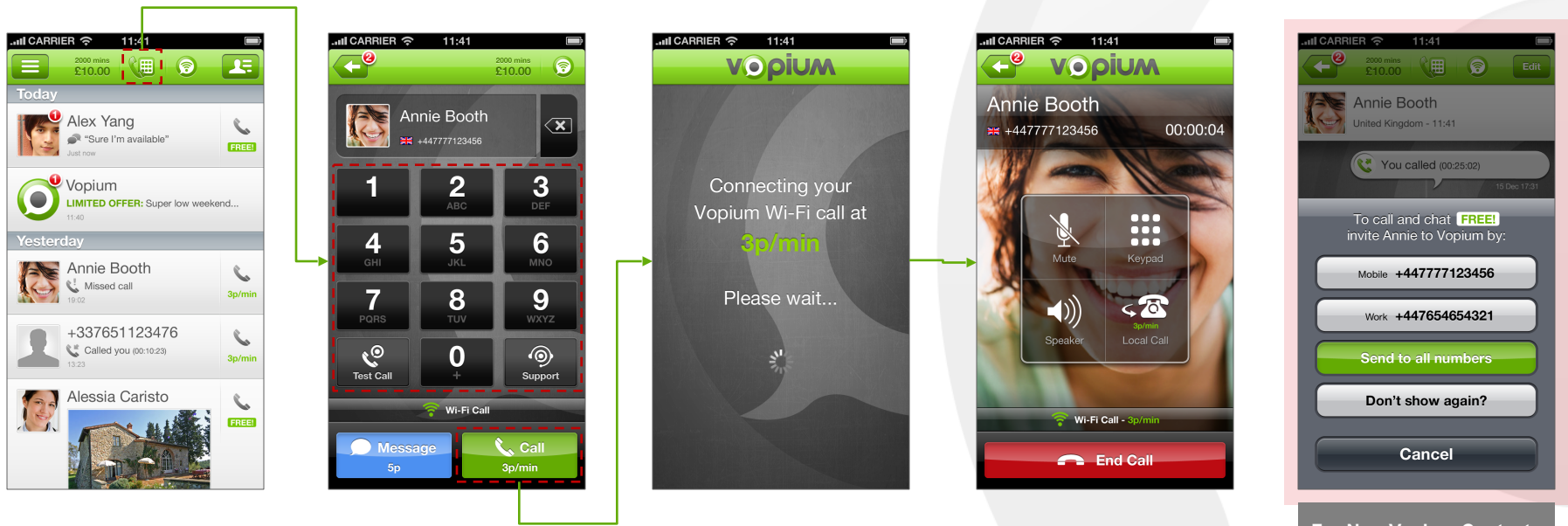
Calling with Vopium - Paid Calls

Optimised for least choices/clicks: From Full Timeline, Contacts & Specific Timeline



Calling with Vopium - Paid Calls

Optimised for least choices/clicks: From Dialer



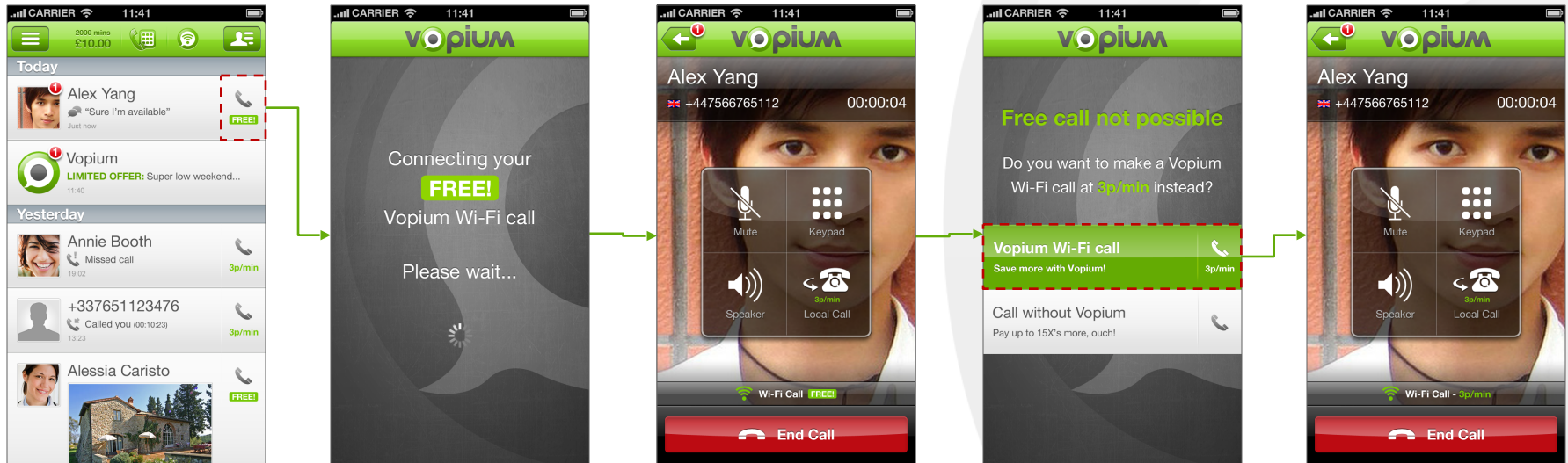
For Non-Vopium Contacts

After a call, prompt user to invite the contact to Vopium to call and chat FREE

'Don't show again' dismisses the popup for this individual contact

Free SIP-SIP call timeout - Prompt for Paid call

Optimised for least choices/clicks: From Full Timeline



Messaging with Vopium - Free Chat

Optimised for least choices/clicks: From Contacts & Specific Timeline



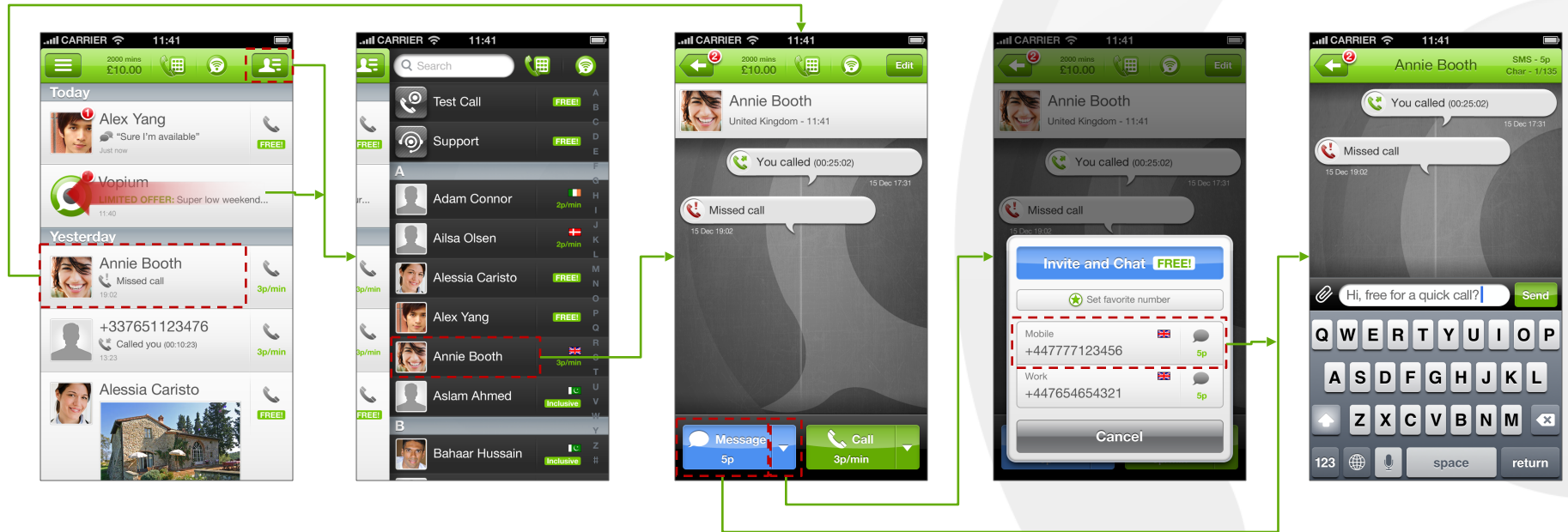
Messaging with Vopium - Free Chat

Optimised for least choices/clicks: From Dialer



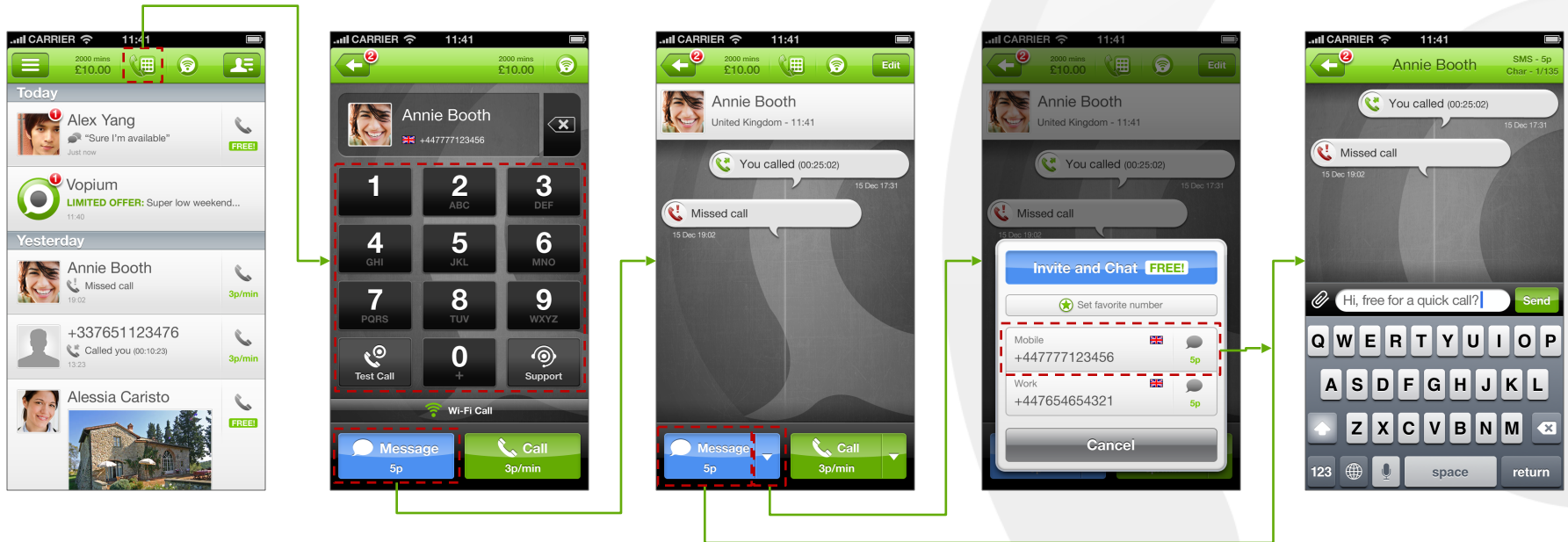
Messaging with Vopium - Paid SMS

Optimised for least choices/clicks: From Contacts & Specific Timeline



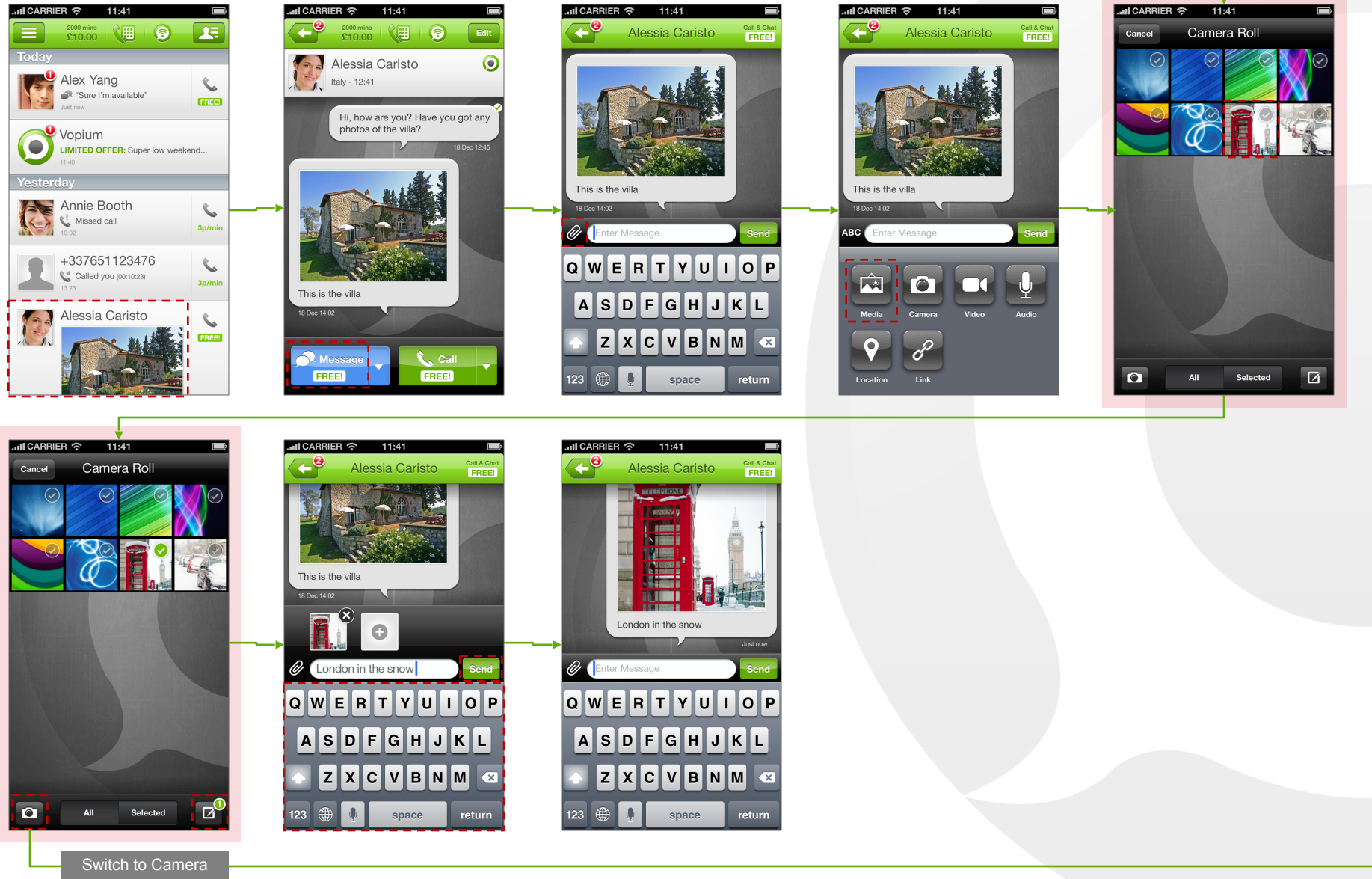
Messaging with Vopium - Paid SMS

Optimised for least choices/clicks: From Dialer



Messaging with Vopium - Sending Photos

Optimised for least choices/clicks

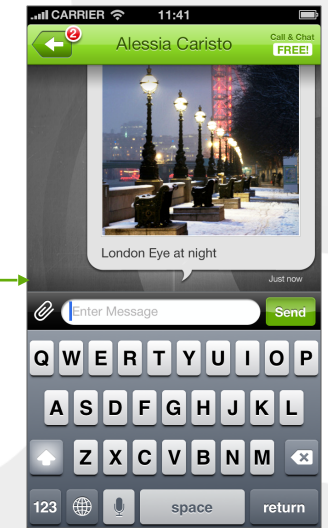
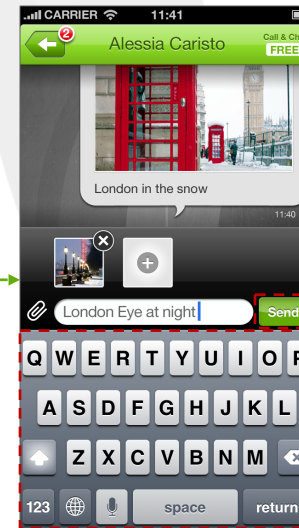
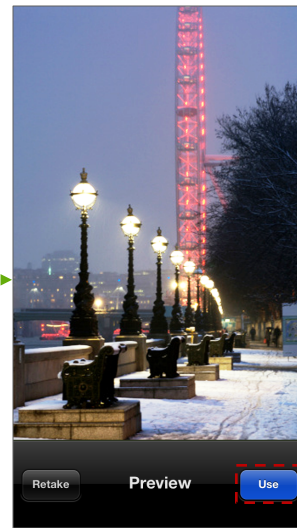
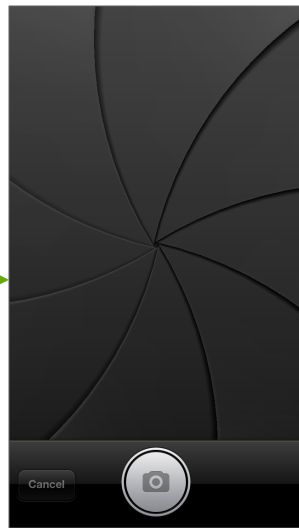
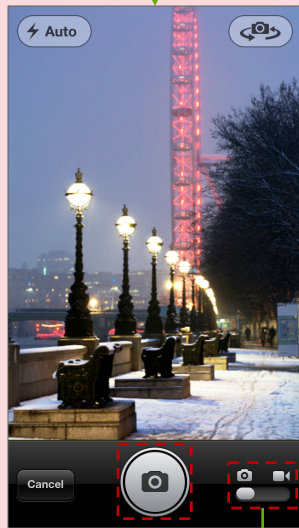
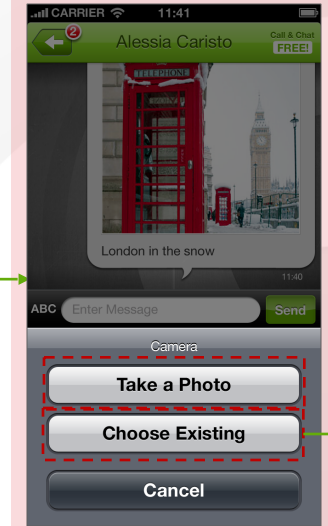
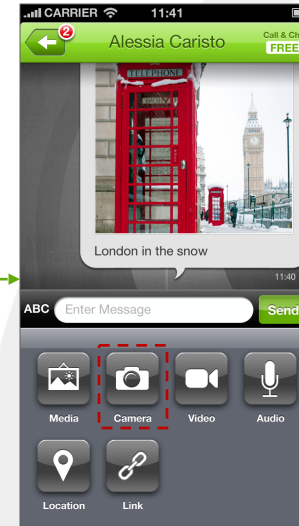
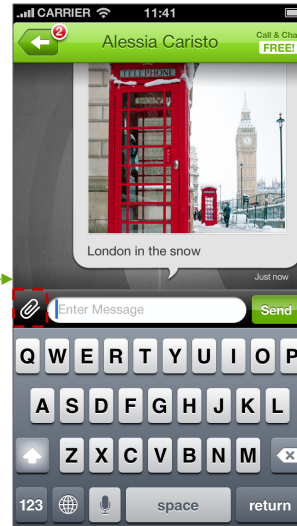
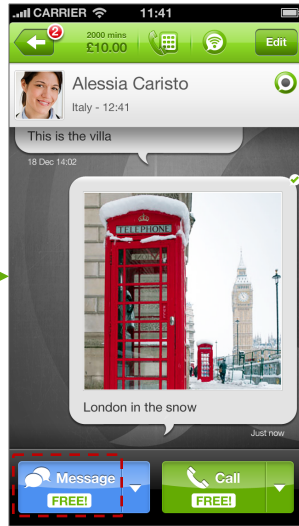
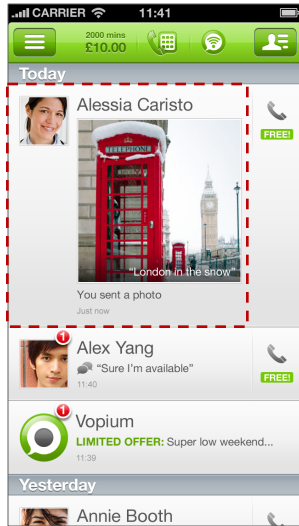


Messaging with Vopium - Sending Camera Photos

Optimised for least choices/clicks



'Choose Existing' - Go to slide 35, screen 5



From Media

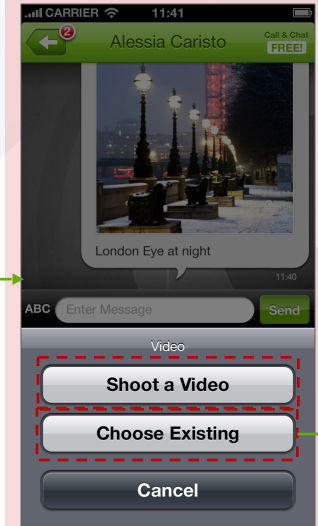
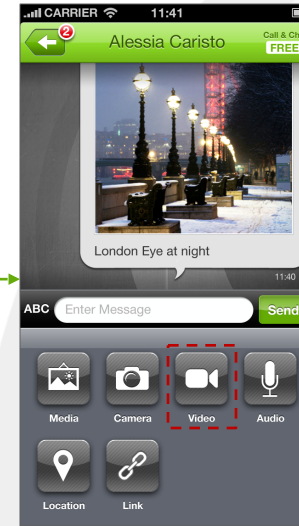
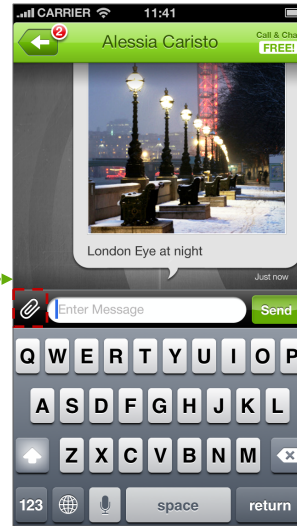
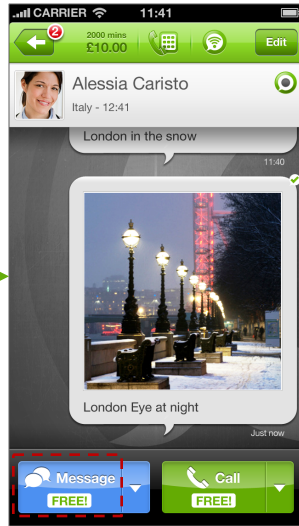
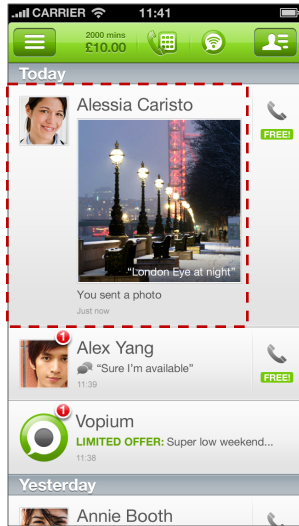
Switch to Video

Messaging with Vopium - Sending Video Messages

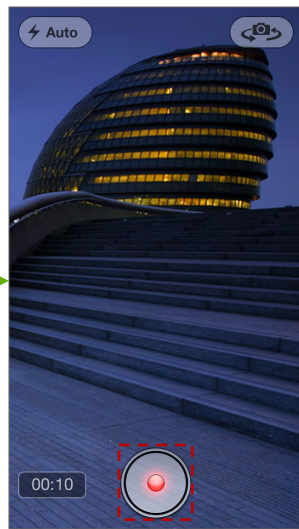
Optimised for least choices/clicks



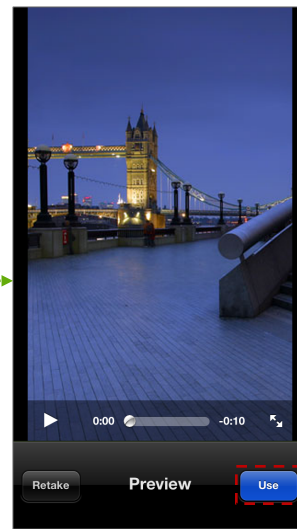
'Choose Existing' - Go to slide 35, screen 5



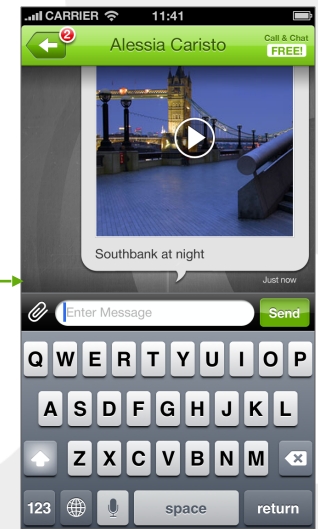
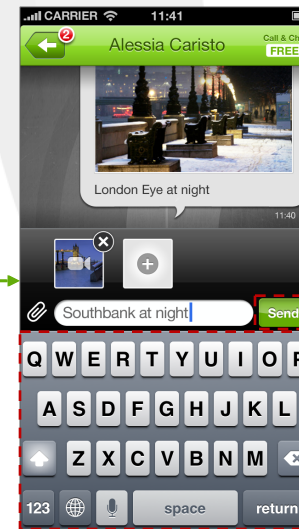
Switch to Camera



User taps to stop recording

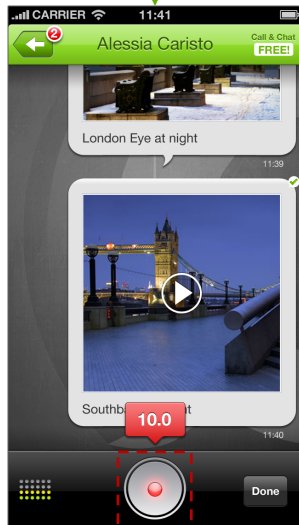
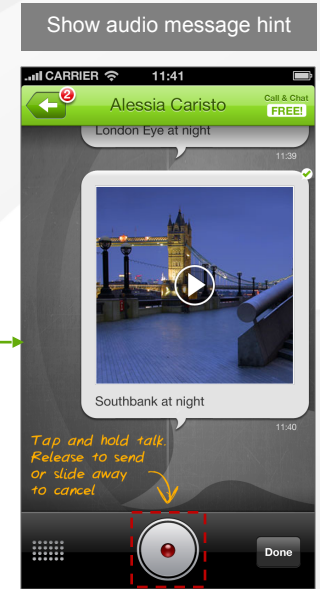
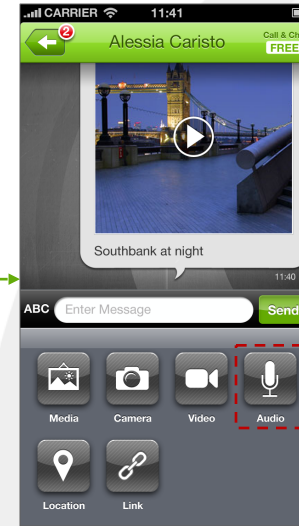
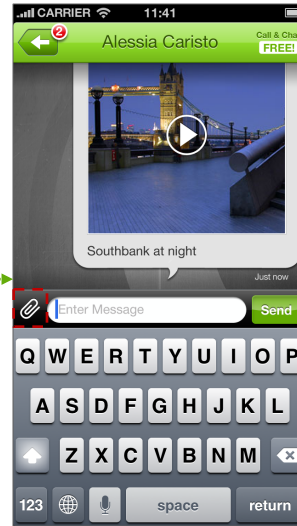
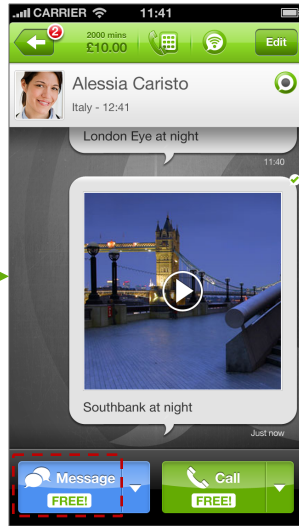
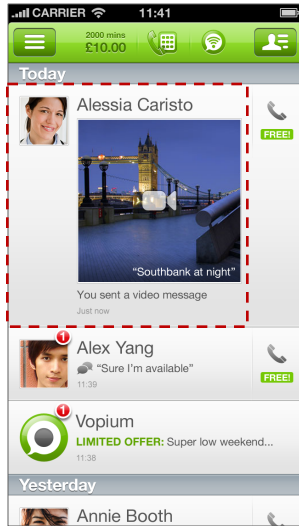


User can playback

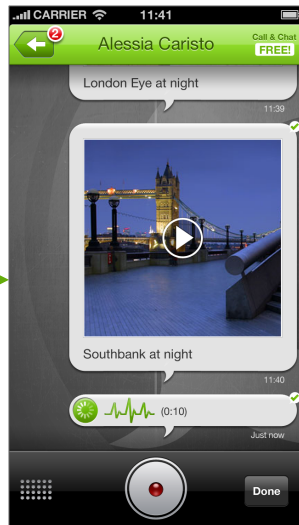


Messaging with Vopium - Sending Audio Messages

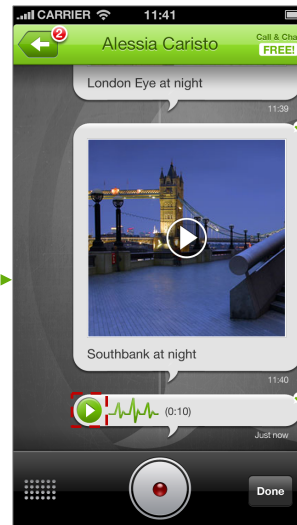
Optimised for least choices/clicks: Allows user to quickly send audio messages conversation style



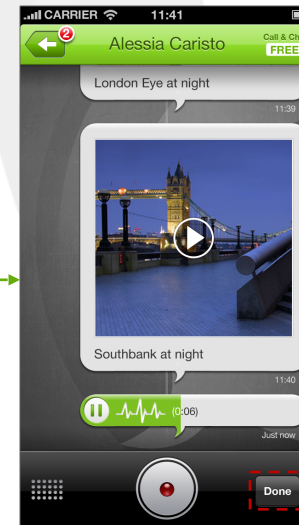
User can release to send or slide away to cancel



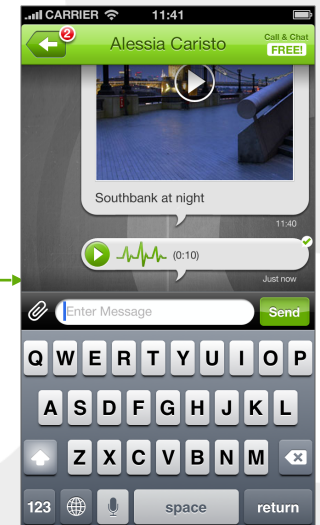
Show spinner when sending



User can playback in timeline



Show progress / count down



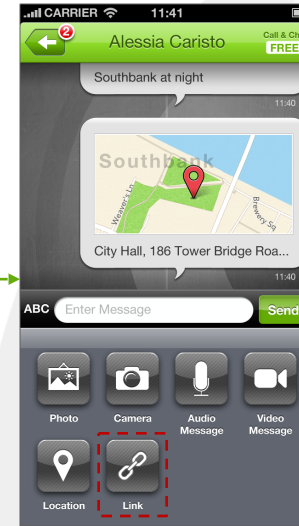
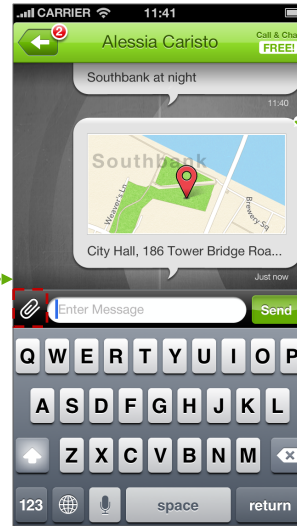
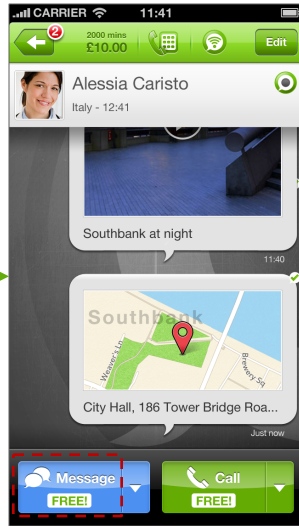
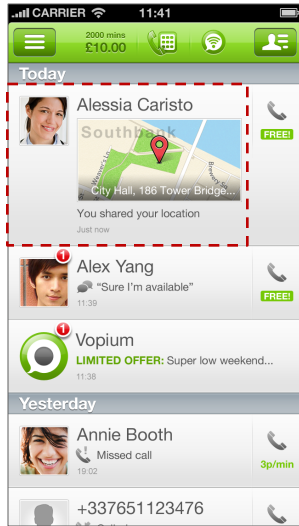
Messaging with Vopium - Sending Location

Optimised for least choices/clicks



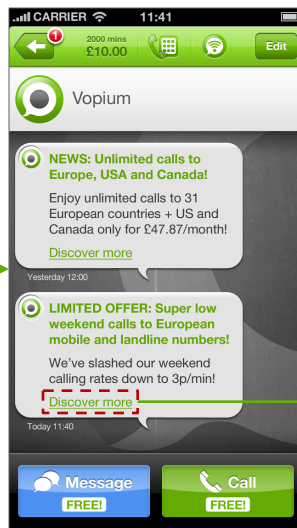
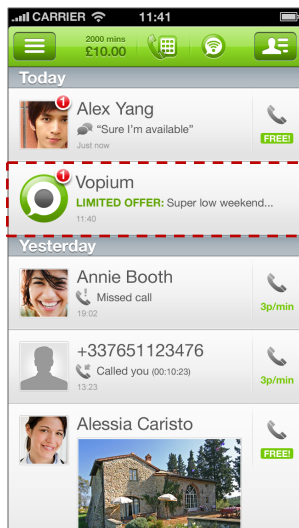
Messaging with Vopium - Sending Links

Optimised for least choices/clicks

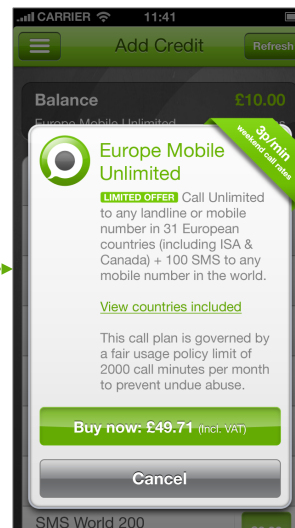


Vopium Service Updates - including Limited Offers

Service update messages can include Limited Offers that can link directly to call plan purchase



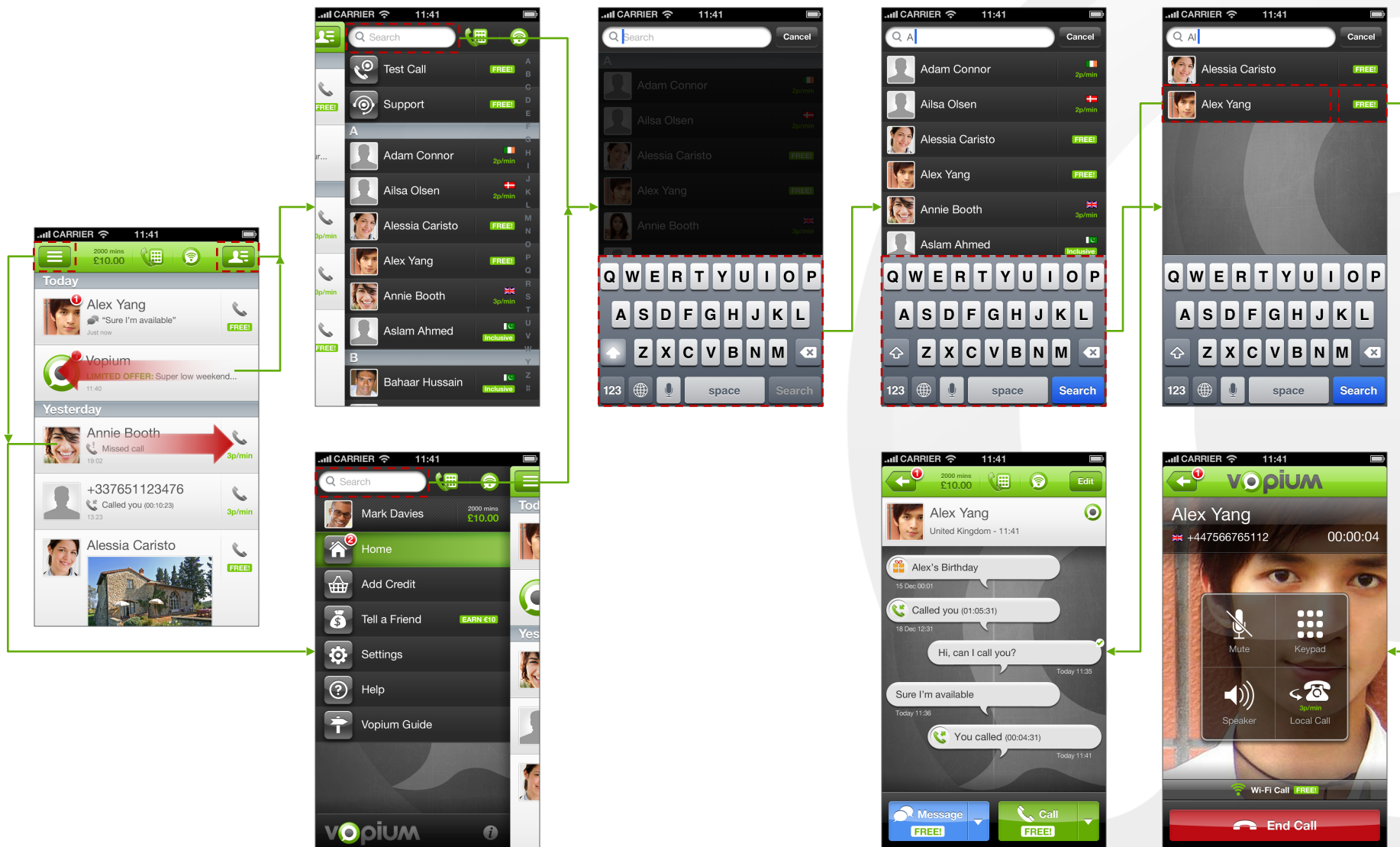
Service Updates links can go to native browser on anywhere in-app



For Limited Offers relating to Call Plans, take user straight to Call Plan purchase screen

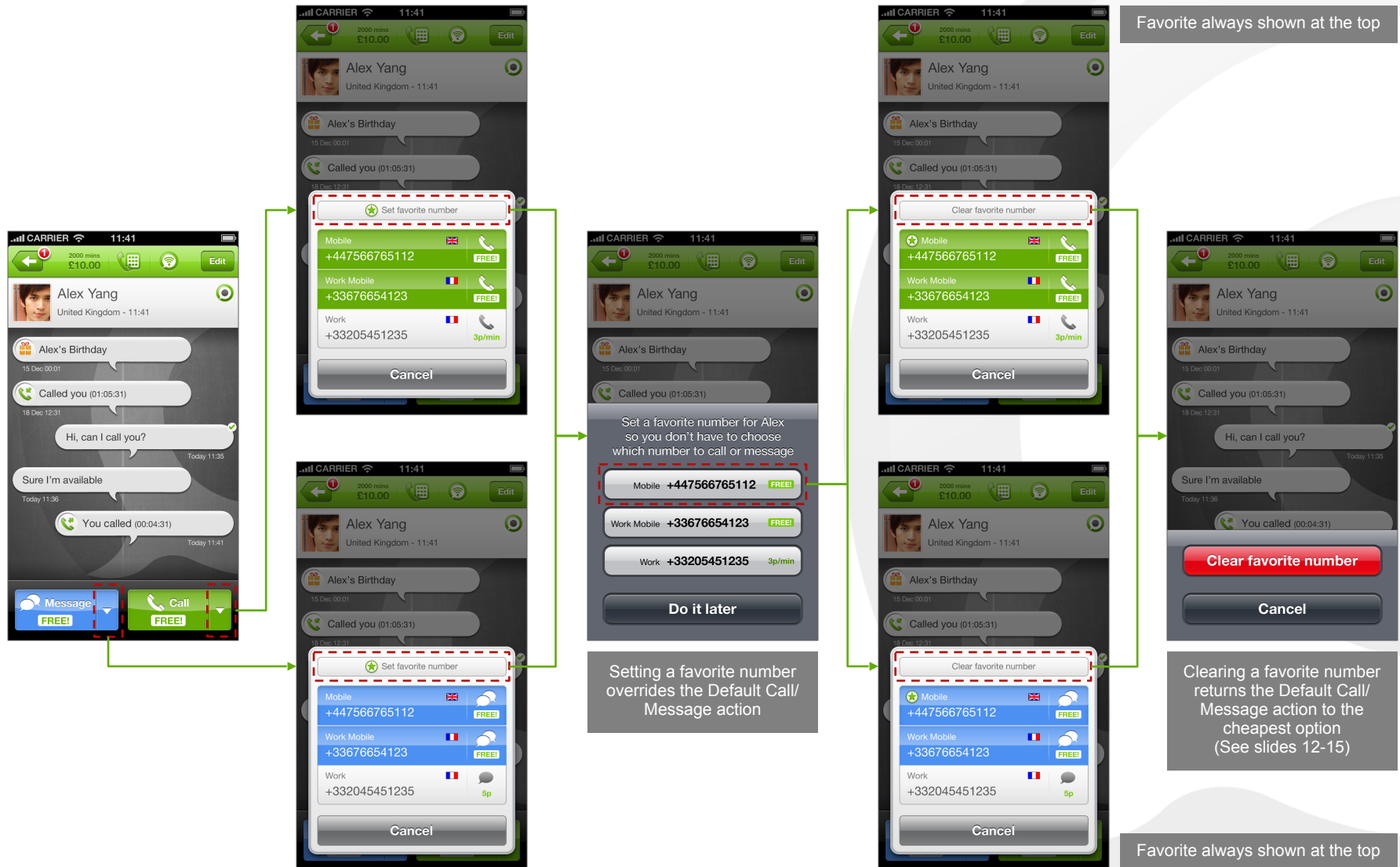
Searching Contacts

Auto-complete search. Can tap avatar/name for Timeline or tap Free/cost to call direct from results



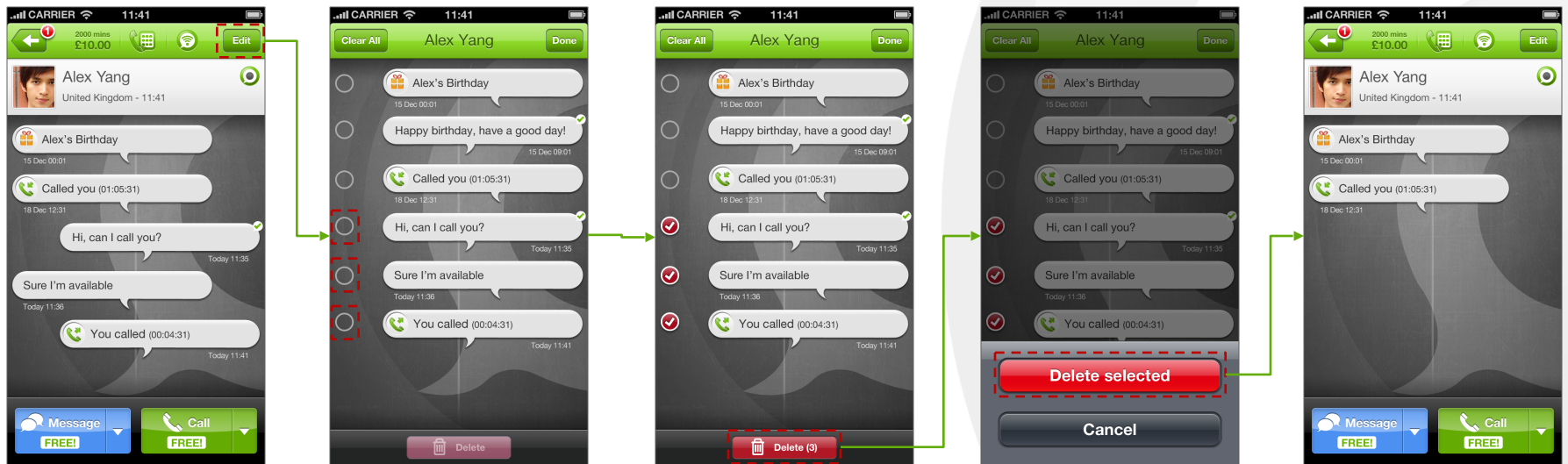
Setting & Clearing Favorite Numbers

User can set a favorite number for the default call/message action. Can be set/cleared in both popups



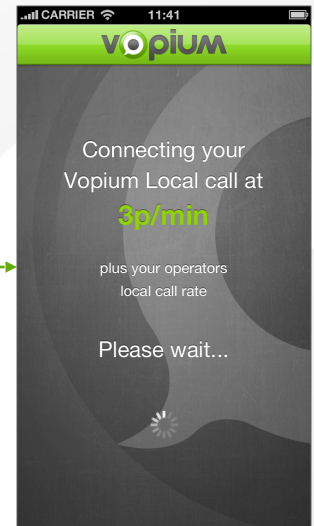
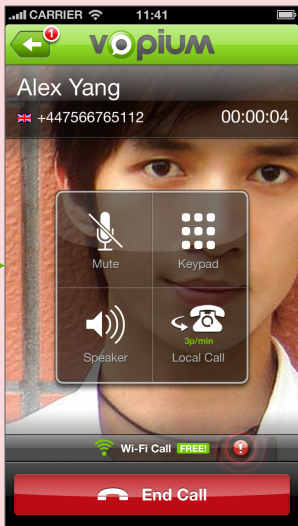
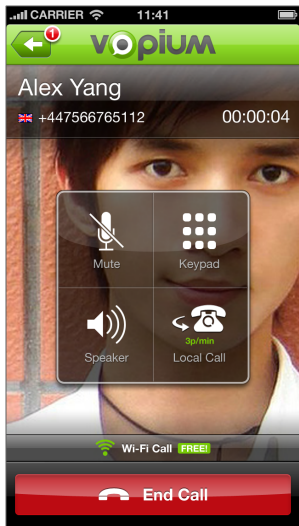
Editing Contact Timeline

User can delete entries one by one or Clear All



Call Quality Meter / GSM Handover

Only shown during a SIP Call when Network Speed is Average or Poor. Suggest a Local call



Only shown when there is **Fair** or **Poor** Network Speed

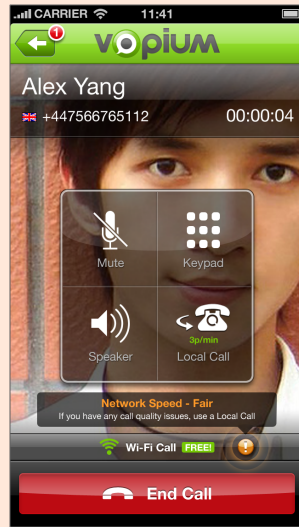
SIP Call Continues (Both sides)

<< VIBRATE & PING >>
User may have the handset to their ear

<< PULSE ICON >>

Fade in info popup

Info only: Inform user of possible poor voice quality and suggest they use a 'Local Call' instead. (out of Wi-Fi or Data coverage).



User taps 'Local Call'

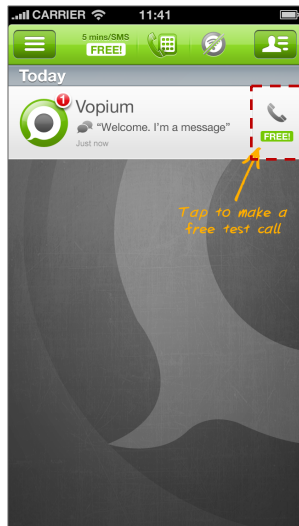
SIP Call Continues (Other side)
Setup Vopium Local call

Cost transparency



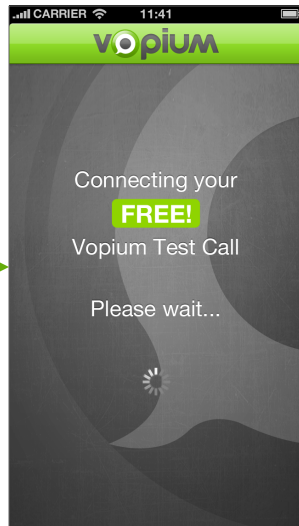
Vopium Local Test Call - Not on Wi-Fi / Mobile Data

If not on Wi-Fi / Mobile Data then initiate a Vopium Local Test Call. Example shows first time use Tour.



Tour - Test Call

User not on Wi-Fi or Mobile Data

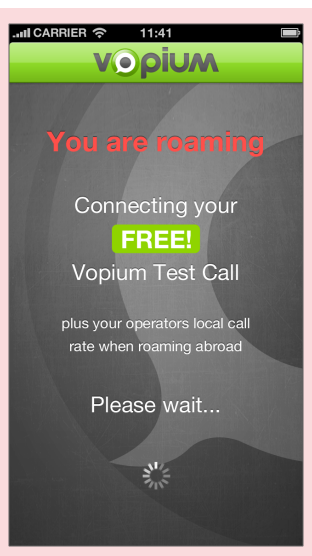


Test Call Splash



Local Test Call

Note
No Test Call Check for Vopium Local Calls



When Roaming

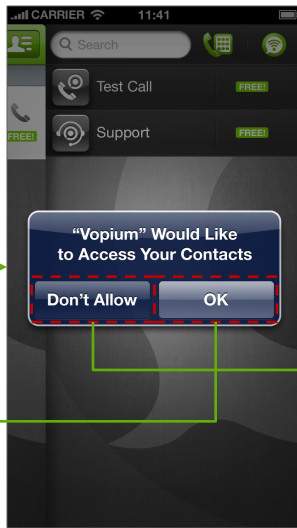
Inform user of likely operator charges when roaming abroad

iOS6 Contacts Permissions

Ask for Contacts permissions when first accessing Contacts. Example shows first time use Tour.



Tour - View Contacts



Contacts Permissions

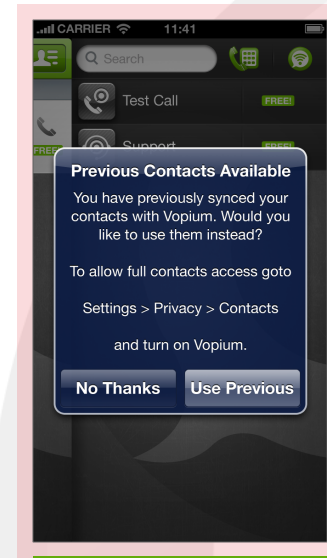


Contacts Not Allowed

Inform user they can enable Contacts access in native iPhone

Settings > Privacy > Contacts

User can still dial a number and make a Vopium Test Call



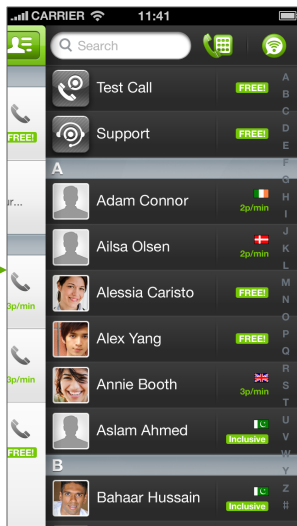
Previous Contacts

Shown if user has previously synced their Contacts with Vopium.

Ask them to 'Use Previous'

Inform user they can enable full Contacts access in native iPhone

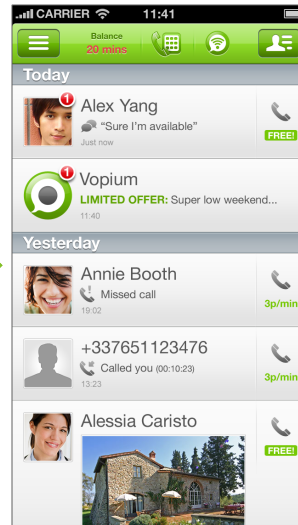
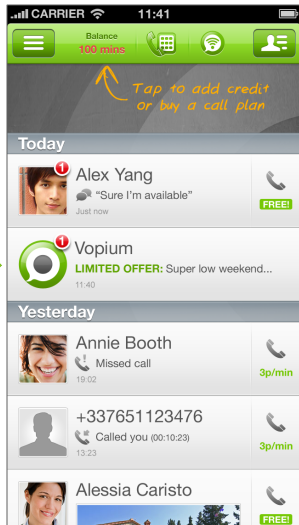
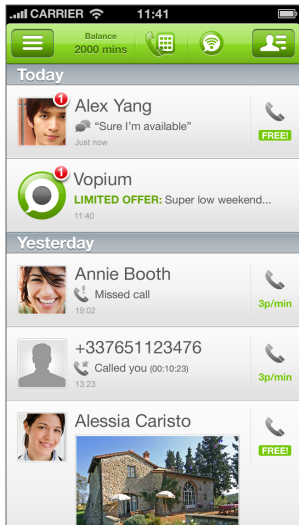
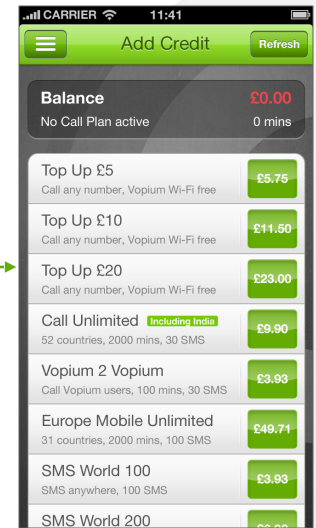
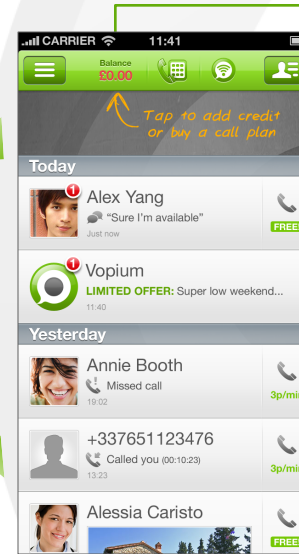
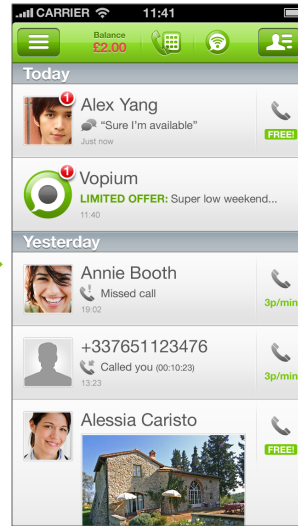
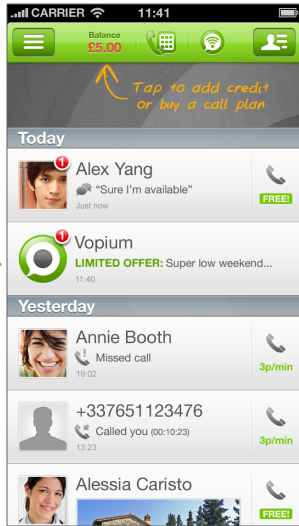
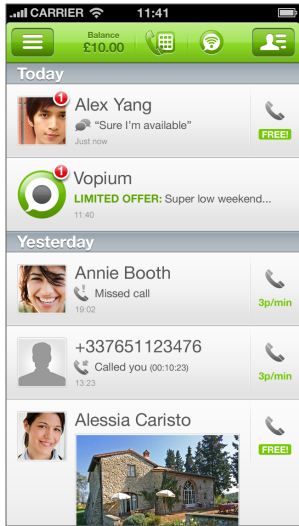
Settings > Privacy > Contacts



Access Allowed

Balance / Minutes Low - Hint to Add Credit

As Balance and Minutes get lower, Balance = £5.00 / Minutes = 100mins, and Zero, hint to Add Credit.



Minutes & Balance = £0.00 Hint to Add Credit