

Kobo UX Specification - Wireframes

WH Smith Migration Utility

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Revision Notes

Version	Date	Notes
1.0	11/15/2011	Initial version for development/product feedback.
2.0	11/16/2011	Revisions based on feedback. Made the copy more generic. Moved cta on results page above the fold. Added a use case for the welcome page where the user has already done the migration
3.0	11/17/2011	Added note about sorting the result table.

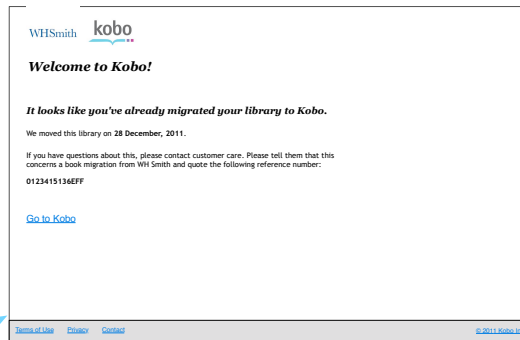
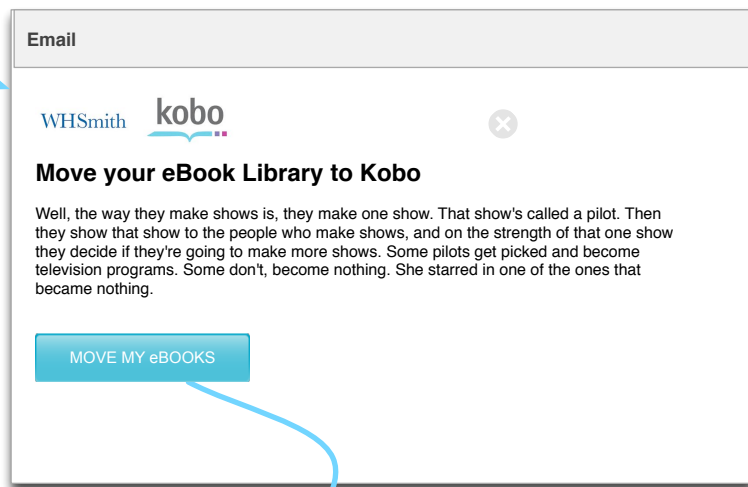
Stories

WH Smith Account Migration

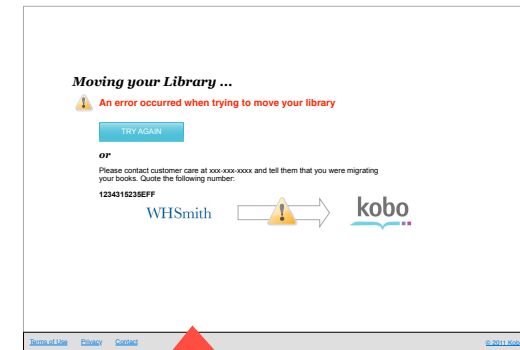
User Flow



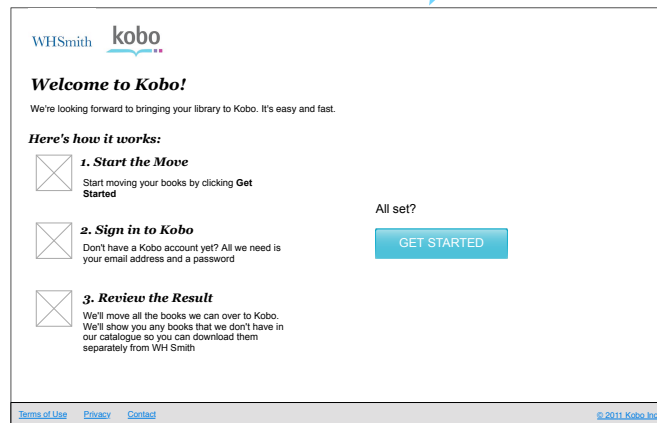
1. Kate Middleton Gets an Email



You've already done this

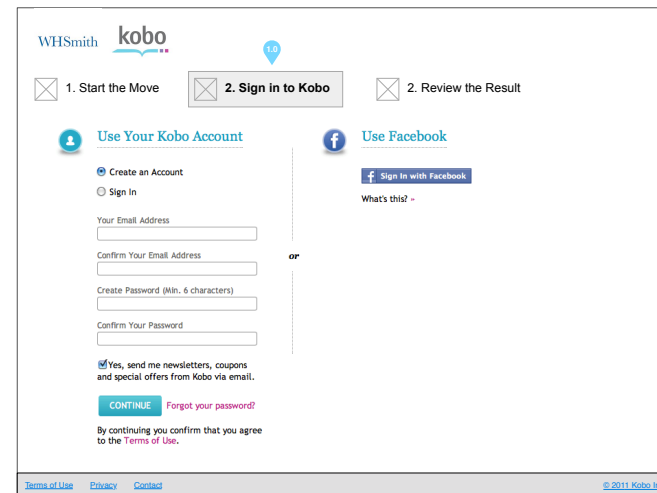


Houston, we have a problem



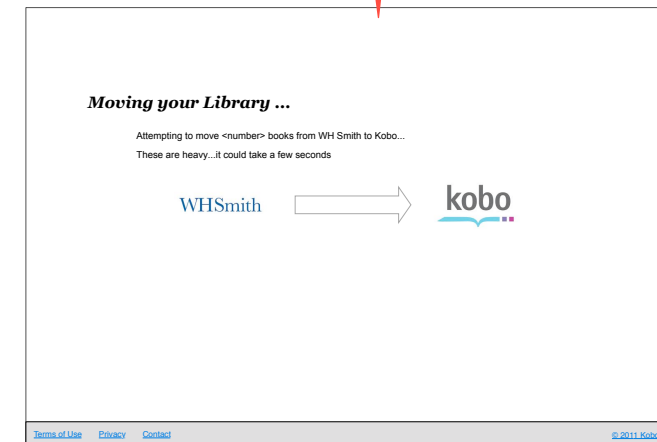
2. Welcome screen

2.1 The user reviews what the process is and clicks a button to start



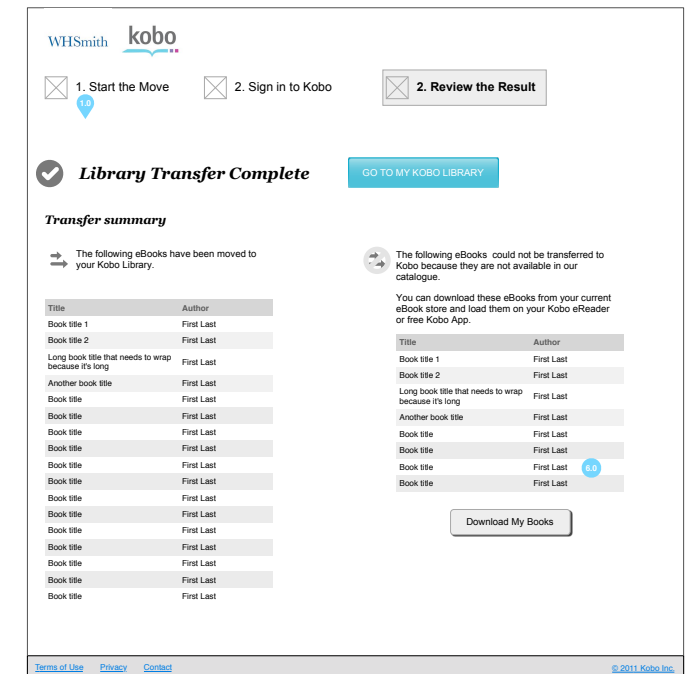
3. Sign In/Sign Up

3.1 Standard web-store sign up/sign in. We will probably need content above to establish context : this is a Kobo account, it's easy, free, etc.



3a. Transfer Interstitial

3a.1 Show the transfer progress to give the user a sense that work is being done.



4. Review and Complete

4.1 Show the results and clear links to next steps

WH Smith Account Migration

Welcome Screen

1.0 WHSmith kobo

Welcome to Kobo!

We're looking forward to bringing your library to Kobo. It's easy and fast.

2.0

Here's how it works:

- 1. Start the Move**
Start moving your books by clicking **Get Started**
- 2. Sign in to Kobo**
Don't have a Kobo account yet? All we need is your email address and a password
- 3. Review the Result**
We'll move all the books we can over to Kobo. We'll show you any books that we don't have in our catalogue so you can download them separately from WH Smith

All set?

[GET STARTED](#)

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Notes

Basic principle: explain to users what the process is up front and make it as friendly as possible.

1. Co-branded with WH Smith. WH Smith to the left because we're moving from them to us and our natural perception of positive motion is left-to-right. No website header (see kobosetup.com as an example)
2. Use iconography to indicate the steps and repeat it in the progress bar. Copy is all FPO

WHSmith kobo

Welcome to Kobo!

It looks like you've already migrated your library to Kobo.

We moved this library on **28 December, 2011.**

If you have questions about this, please contact customer care. Please tell them that this concerns a book migration from WH Smith and quote the following reference number:

0123415136EFF

[Go to Kobo](#)

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Notes

In the case where a user tries to migrate again after already migrating (they click the button in the email again, or otherwise end up on the page we need to display alternate messaging

WH Smith Account Migration

[Sign In/ Sign Up](#)

WHSmith kobo

1. Start the Move 2. Sign in to Kobo 2. Review the Result

Sign In or Sign Up with Kobo

To move your books, you'll need a Kobo Account. If you don't already have a Kobo Account, it's easy to get one right now. You can even sign up with Facebook

Use Your Kobo Account

- Create an Account
- Sign In

Your Email Address

Confirm Your Email Address

Create Password (Min. 6 characters)

Confirm Your Password

Yes, send me newsletters, coupons and special offers from Kobo via email.

CONTINUE [Forgot your password?](#)

By continuing you confirm that you agree to the [Terms of Use](#).

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Moving your Library ...

Attempting to move your books.
These are heavy...it could take a few seconds

WHSmith → kobo

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Houston, we have a problem

Moving your Library ...

An error occurred when trying to move your library

TRY AGAIN

or

Please contact customer care at xxx-xxx-xxxx and tell them that you were migrating your books. Quote the following number:
1234315235EFF

WHSmith → kobo

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Notes

1. Progress bar shows that step 1 is already complete Yay!
2. Webstore sign in for UK includes FB. Extra messaging to provide context and confidence.
3. Successful authentication moves to an interstitial page (or overlay, but probably easier just as a page).
4. Even if the process is nearly instantaneous, we should show this for at least a couple of seconds. If the arrow/indicator could be animated, that would be even better.
5. The only error at this point is that the migration process blows up. In this case they can try again or contact customer care.

