




# OFFER PAGE WIREFRAMING

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October 2013

Note that the wireframes only show the User Experience and User Interface across the site and is not the graphic design of that interface

# 1. HOMEPAGE LEAD OFFER



5  
FREE LINES  
in the next draw

Enter your Phone number

☒ Accept Terms & Conditions

Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

# 1. HOMEPAGE LEAD OFFER

The screenshot shows a web form for a 'Main Offer' from TXT Lotto. The form is centered on a white background with a light blue header. The header contains the 'TXTLotto' logo and the tagline 'Specialist Syndicate Management Support'. The main offer is highlighted by a pink box and a callout '1.1'. It consists of a grey box with the text '5 FREE LINES in the next draw'. Below this is a text input field with the placeholder 'Enter your Phone number' and a callout '1.2'. Under the input field is a checkbox with a checkmark and the text 'Accept Terms & Condition' with a callout '1.3'. At the bottom of the form is a dark grey 'Next' button with a callout '1.4'. The footer of the page contains a paragraph of Lorem Ipsum text.

**TXTLotto**  
Specialist Syndicate Management Support

**5 FREE LINES**  
in the next draw

Enter your Phone number


☒ Accept Terms & Condition

**Next**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

- 1.1 Main Offer
- 1.2 Phone number input
- 1.3 Tick to accept T&C of the offer
- 1.4 Next Button

## 2. MAIN PAGE OFFER



Specialist Syndicate Management Support

30  
LINES

S	M	T	W	T	F	S
		5	10		5	10

Lines in EURO MILLIONS  
Lines in LOTTO

£7/week subscription

+

£5  
FREE

amazon®

amazon voucher

Sign Up

Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

## 2. MAIN PAGE OFFER

**TXTLotto**  
Specialist Syndicate Management Support

**2.1** 30 LINES  
S M T W T F S  
5 10 5 10  
Lines in EURO MILLIONS  
Lines in LOTTO  
£7/week subscription

**2.2** £5 FREE  
amazon®  
amazon voucher


**2.3** Sign Up

**2.4** Next


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

- 2.1** Lotto Offer
- 2.2** Amazon voucher offer
- 2.3** Sign Up Button
- 2.4** Next Button (instead of SKIP, so the user feels that is part of a process)

### 3. EXIT OFFER



Specialist Syndicate Management Support



**30**  
LINES


S	M	T	W	T	F	S
		5	10		5	10

Lines in EURO MILLIONS  
Lines in LOTTO

**£5**/first week  
£7/thereafter

+

**£5**  
FREE




amazon voucher

[Sign Up Now!](#)

[Next](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

### 3. EXIT OFFER



3.1

30  
LINES

S	M	T	W	T	F	S
		5	10		5	10

Lines in EURO MILLIONS

Lines in LOTTO

£5/first week

£7/thereafter

3.3

3.2

£5  
FREE

amazon®

amazon voucher

3.4

+

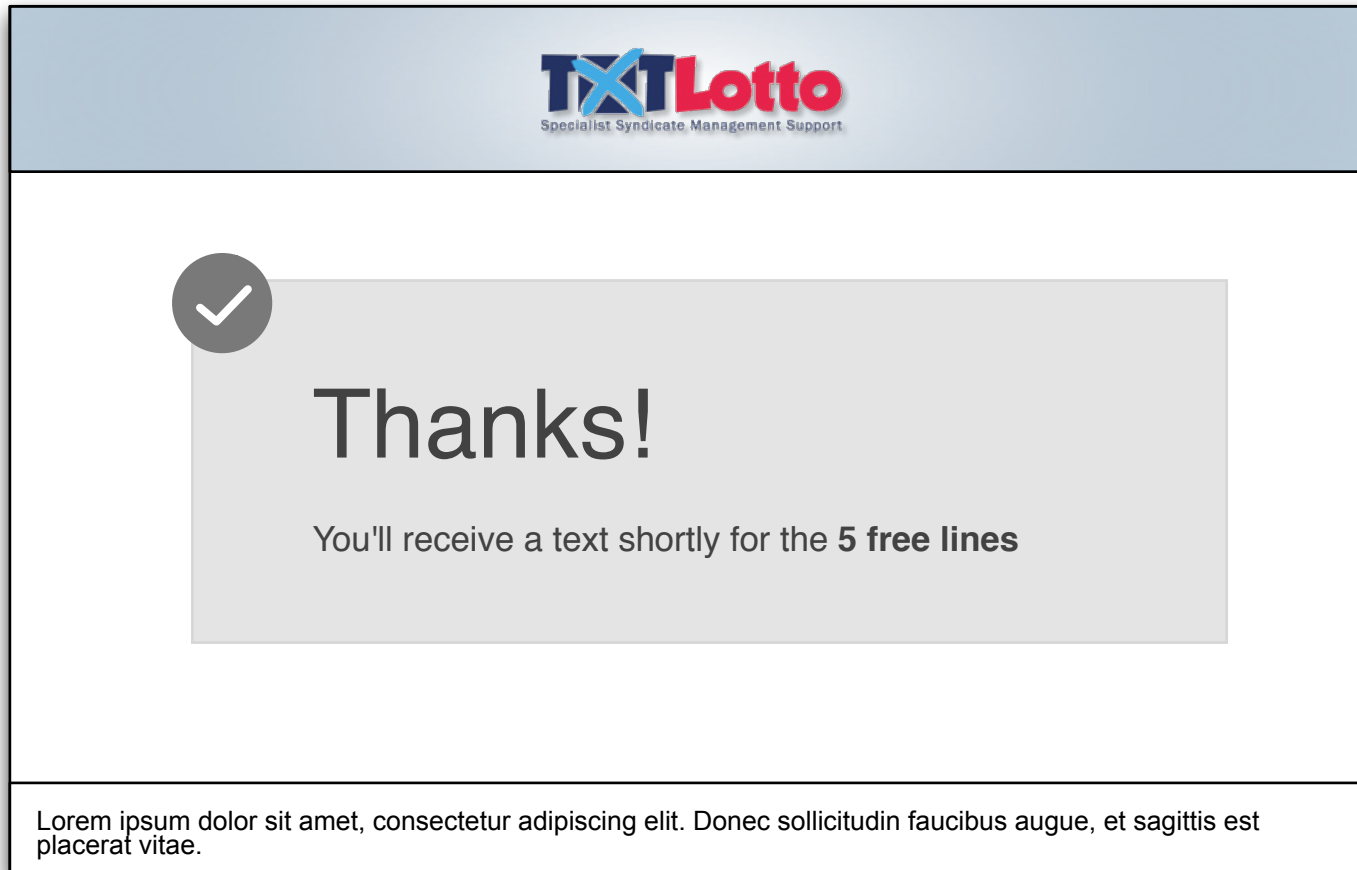
Sign Up Now!

Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

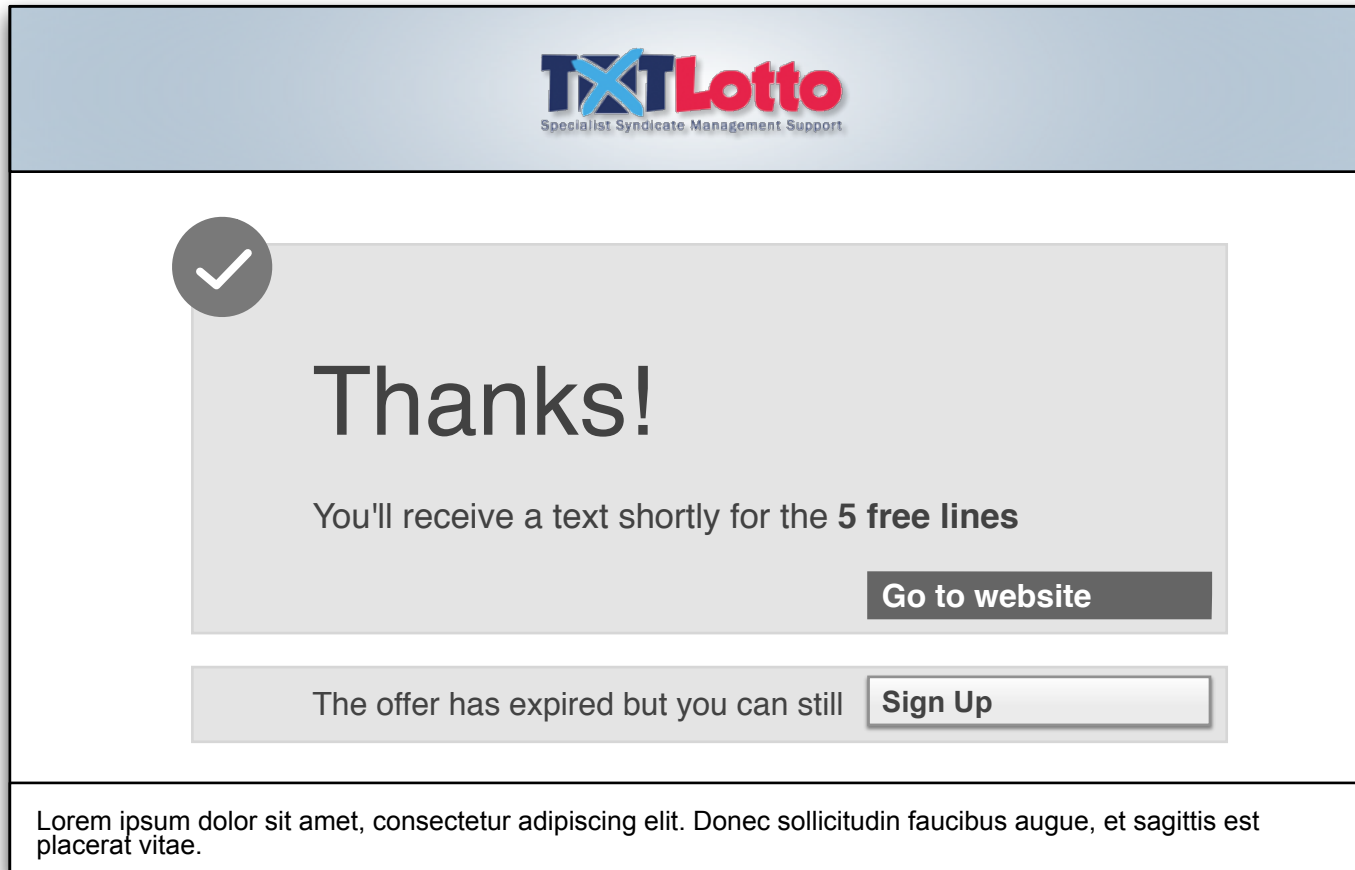
- 3.1 NEW Lotto Offer
- 3.2 Amazon voucher offer
- 3.3 Sign Up NOW! Button
- 3.5 Next Button

## 4. THANK YOU PAGE



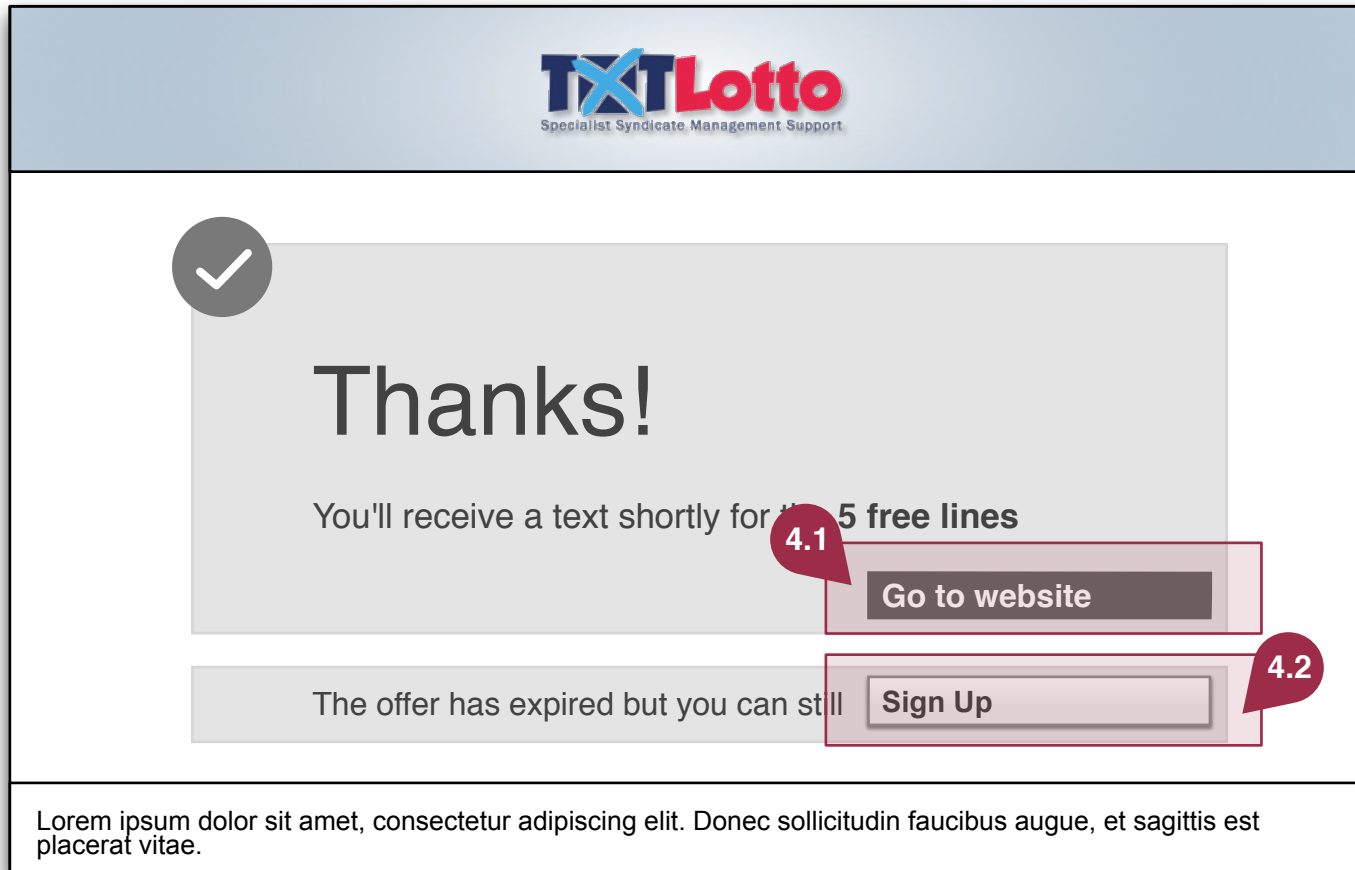
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## 4. THANK YOU PAGE / IMPROVEMENTS




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## 4. THANK YOU PAGE / IMPROVEMENTS



- 4.1 Link to the website. The user can have more info or use another services
- 4.2 Even if the offer is not available the user could Sing Up

## 5. SIGN UP

  
Specialist Syndicate Management Support

1. ENTER DETAILS

2. SELECT PACKAGE

3. CONFIRMATION

Redeem voucher

▼





Exp. Date

Oct

▼

2013

▼


☒ Accept Terms & Conditions

£10

Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

## 5. SIGN UP

  
Specialist Syndicate Management Support

1. ENTER DETAILS

2. SELECT PACKAGE

3. CONFIRMATION

Redeem voucher





Select type of Card

▼

Exp. Date 

Oct ▼

2013 ▼

☒ Accept Terms & Conditions

5.2

£10

Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

- 5.1 Sing up & Register Credit card Form
- 5.2 Payment amount

## 6. BOLT ON OFFER

**TXTLotto**  
Specialist Syndicate Management Support

1. ENTER DETAILS2. SELECT PACKAGE3. CONFIRMATION

£1  
5 LINES

S M T W T F S

5

Lines in EURO MILLIONS

SELECT

£1.99  
10 LINES

S M T W T F S

5

Lines in EURO MILLIONS

SELECT

£1.99  
10 LINES

S M T W T F S

10


Lines in LOTTO

SELECT

£10 Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

## 6. BOLT ON OFFER

  
Specialist Syndicate Management Support

1. ENTER DETAILS

2. SELECT PACKAGE

3. CONFIRMATION

£1  
5 LINES

S M T W T F S

5

Lines in EURO MILLIONS

SELECT

£1.99  
10 LINES

S M T W T F S

5

Lines in EURO MILLIONS

SELECT

£1.99  
10 LINES

S M T W T F S

10

Lines in LOTTO

SELECT

£10 Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

6.1

6.1 Bolt on offer selection

## 6. BOLT ON OFFER - SELECTION

**TXTLotto**  
Specialist Syndicate Management Support

1. ENTER DETAILS2. SELECT PACKAGE3. CONFIRMATION

£1  
5 LINES

S M T W T F S  
5  
Lines in EURO MILLIONS

SELECT

£1.99  
10 LINES

S M T W T F S  
5  
Lines in EURO MILLIONS

SELECT

£1.99  
10 LINES


S M T W T F S  
10  
Lines in LOTTO

SELECT

£11 Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

## 6. BOLT ON OFFER - SELECTION



Specialist Syndicate Management Support

1. ENTER DETAILS

2. SELECT PACKAGE

3. CONFIRMATION

£1

5 LINES

S M T W T F S

5

Lines in EURO MILLIONS

SELECT

£1.99

10 LINES

S M T W T F S

5

Lines in EURO MILLIONS

SELECT

£1.99

10 LINES

S M T W T F S

10

Lines in LOTTO

SELECT


£11

Next

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

- 6.2 The selected bolt on offer highlighted
- 6.3 Payment amount is updated adding the selected bolt on value


## 7. CONFIRMATION PAGE



1. ENTER DETAILS

2. SELECT PACKAGE

3. CONFIRMATION



# Thanks!

We will be in touch via email/text with regards to their lottery subscription.

[Go to website](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin faucibus augue, et sagittis est placerat vitae.

# FLOW DIAGRAM

