

PAUSE & RESUME

OBJECTIVE

Allows customers to step away from a journey and pick it up in any store again without having to repeat the whole process

PRINCIPLES

Make it seamless, effortless and smart

- Give reassurance that everything is saved (peace of mind, all it's taken care of)
- "What you were looking at, is now on offer"
- "Last time you were looking at, still interested?"

Re-immense the customer (and the colleague) back in the journey

- Pause, **recap** and resume
- Take customer back to the moment when they went through the experience

Make it feel personal, human

- "Last time you were here you talked to Mike"
- Has anything changed **for you** since you were last here?

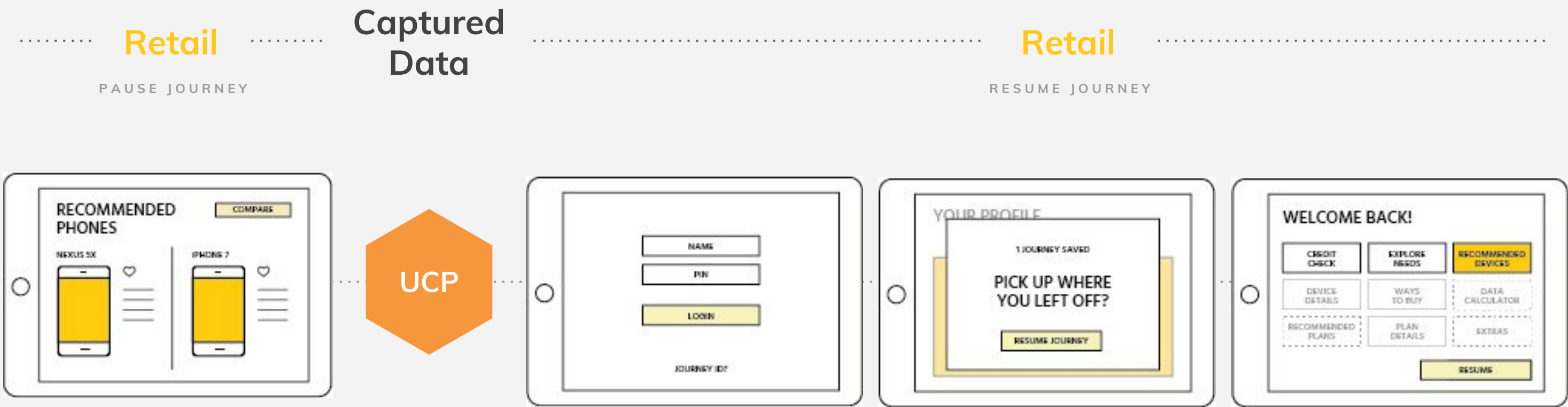
FUTURE VISION

Omnichannel pause and resume
Paused journey summary screen as navigation

Our initial effort in retail will allow us to develop the core functionalities of Pause & Resume

EXAMPLE

honeyBee will ensure optimal in-store experience by allowing customers to pick up their existing journeys in any store, seeing their answers and recommendations on tablet, without having to redo previous steps

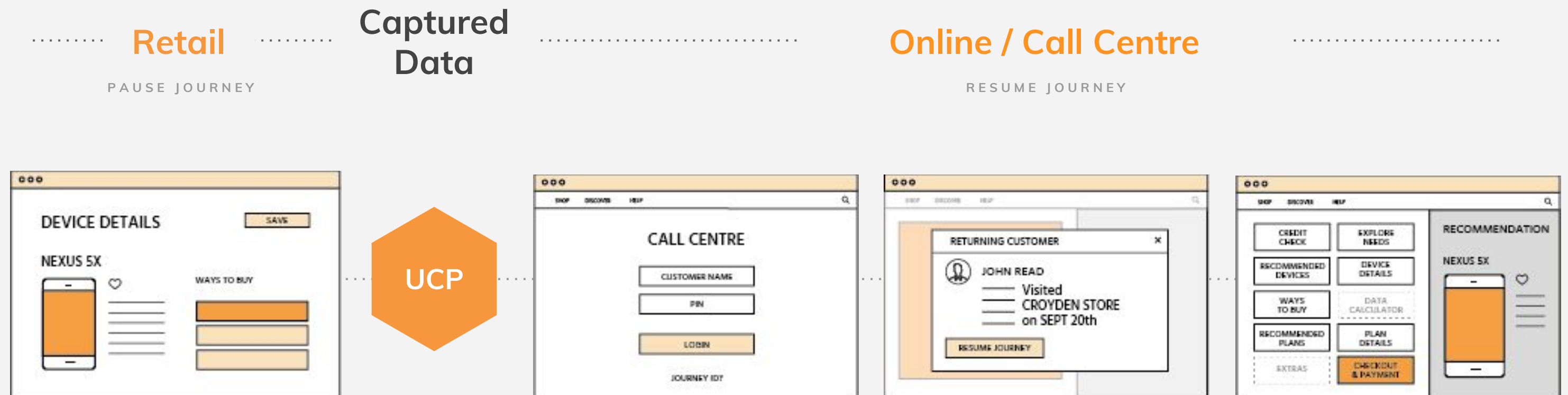


The UCP will integrate data captured in retail in our client's other channels

EXAMPLE

honeyBee could integrate with:

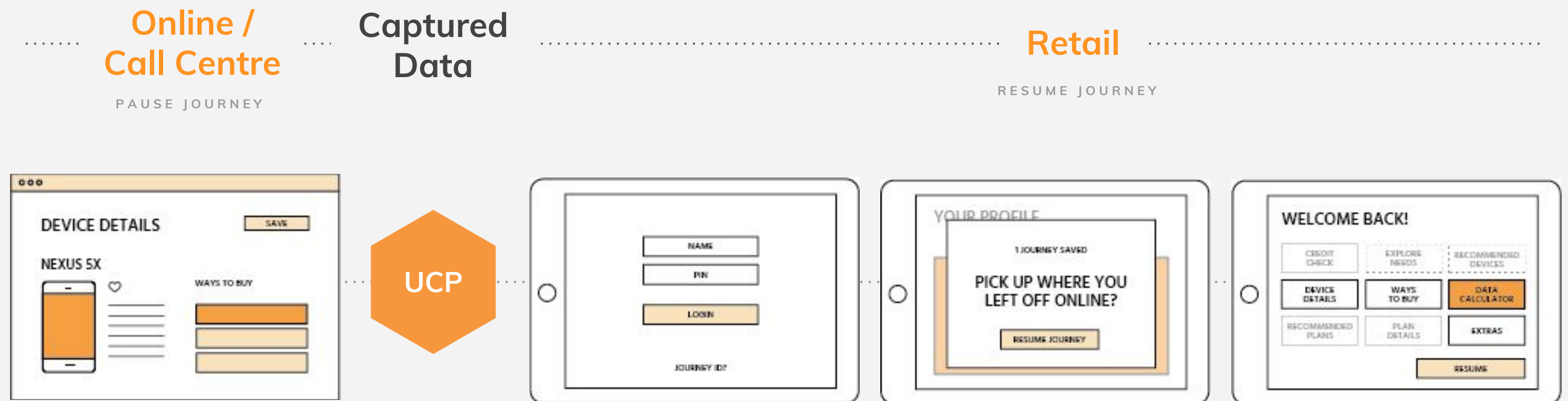
- **Telesales journeys** by integrating the information captured in retail into cards and recommendations on the Ziggy platform
- **Existing websites** by using a pop up screen that summarizes data captured in retail journey



Our clients will also be able to transfer journey information from their call centre and online channels into retail

EXAMPLE

honeyBee could collect the data captured across channels, and plug it back where relevant within retail journey, allowing customers to view or modify previous answers through the retail journey flow



MARK 2

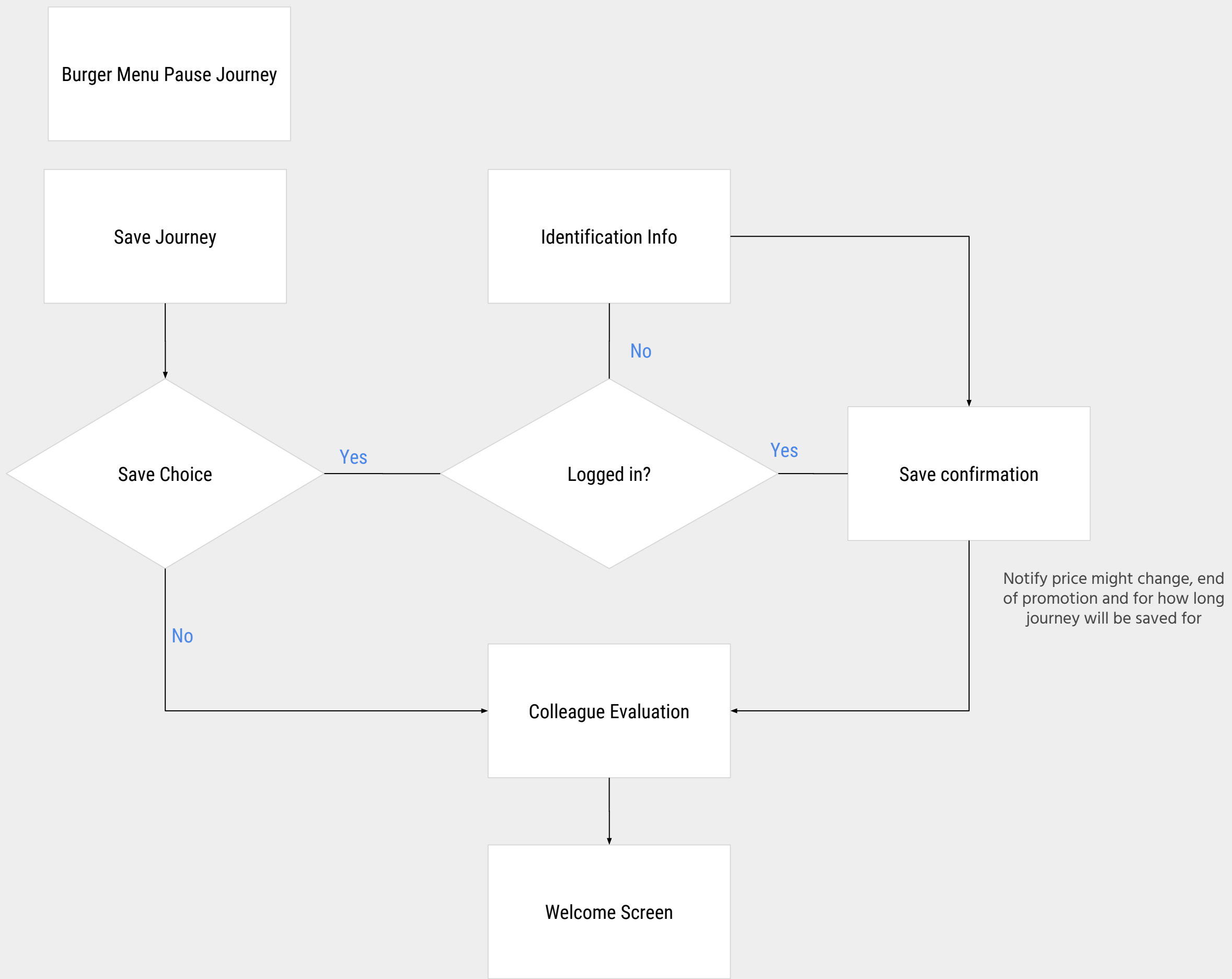
Features

- When pausing, ask customer permissions to save data and to be contacted (i.e. email)
- When pausing, notify the customer that a price is subject to change
- Provide a resume summary screen that is a credible reference to the previous journey:
 - ◆ Showcases factual data points of the previous journey
 - ◆ Used by the colleague as a static historical cheatsheet
 - ◆ Up to 10-12 data points displayed (client configurable)
 - ◆ Any data captured should be able to resurface in this screen
 - ◆ In the event of a business unhappy path (e.g. product not available/OOS/not compatible in resume journey), the summary screen should be able to flag if a change occurred to aid colleague conversation (this flag may be implicit i.e. change in colour)
- As a Customer, I can navigate back through a journey, after resuming, where my answers will remain prepopulated
- Tech unhappy paths: when resuming, the product should be able to isolate/detect what has changed and immerse any data that hasn't changed in resume journey (as a minimum, the product should resurface the basket content if populated)
- Business unhappy paths: when resuming, the product should detect changes in product availability/compatibility, stock, price change, eligibility, credit check

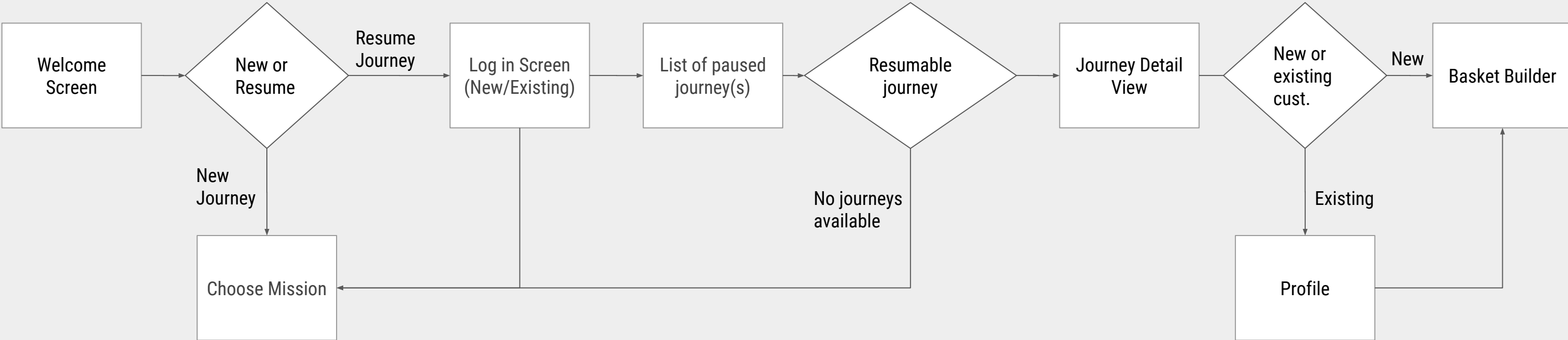
Things to consider

- How do we phrase the concept of pause and resume journey in a customer facing way (journey doesn't make sense to a customer)
'Pick up where you left off' / 'Pick up later'
- If in 'resumed journey' mode, top nav should accommodate the bookmark icon to allow colleague to access cheat sheet at any point
- In situations where the customer has paused at recommended results, how can we guarantee the same choices will appear again if the MNO is supplying the recommendations?
- **We have been told that we cannot save data due to data protection restrictions so credit may have to be redone with each visit.**

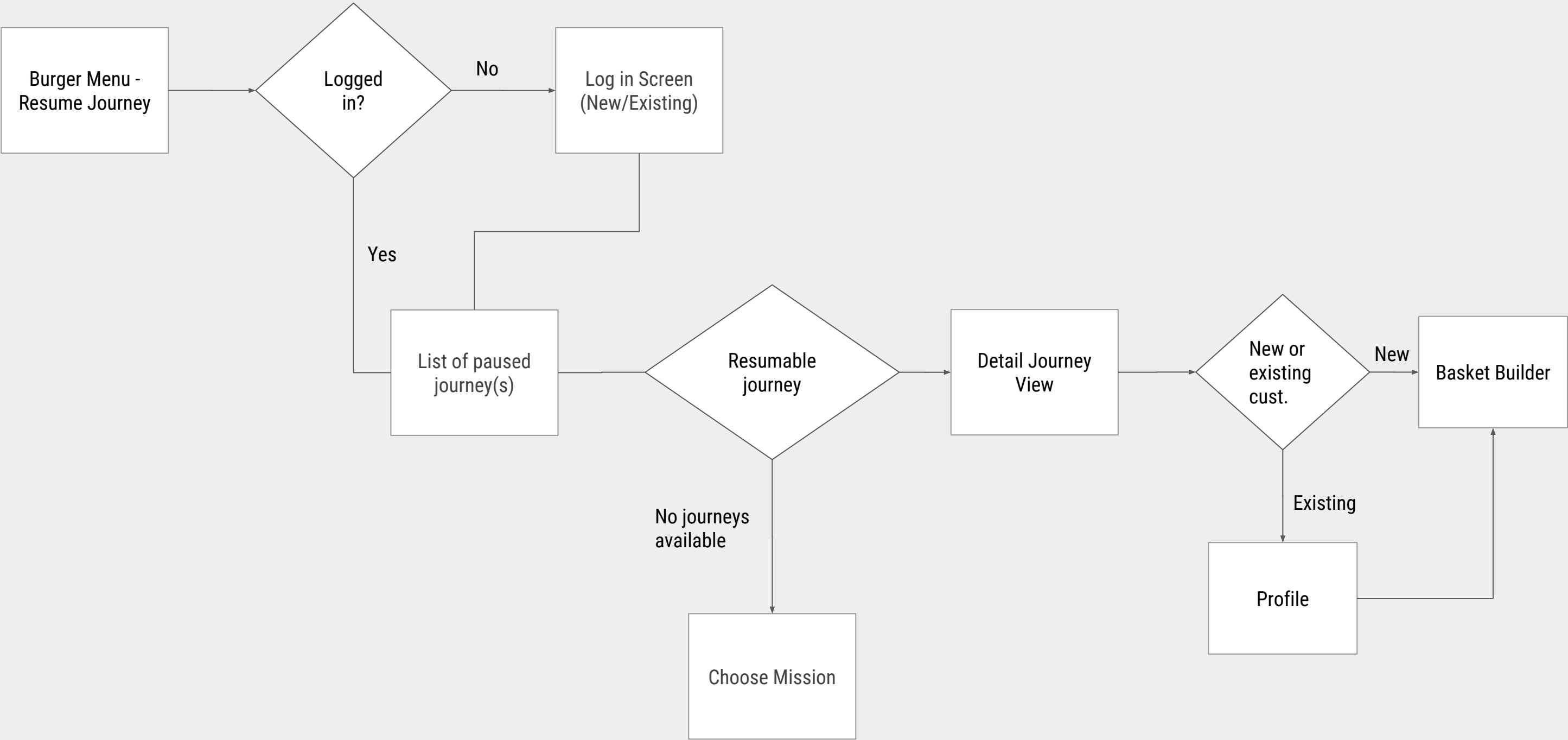
Pause journey



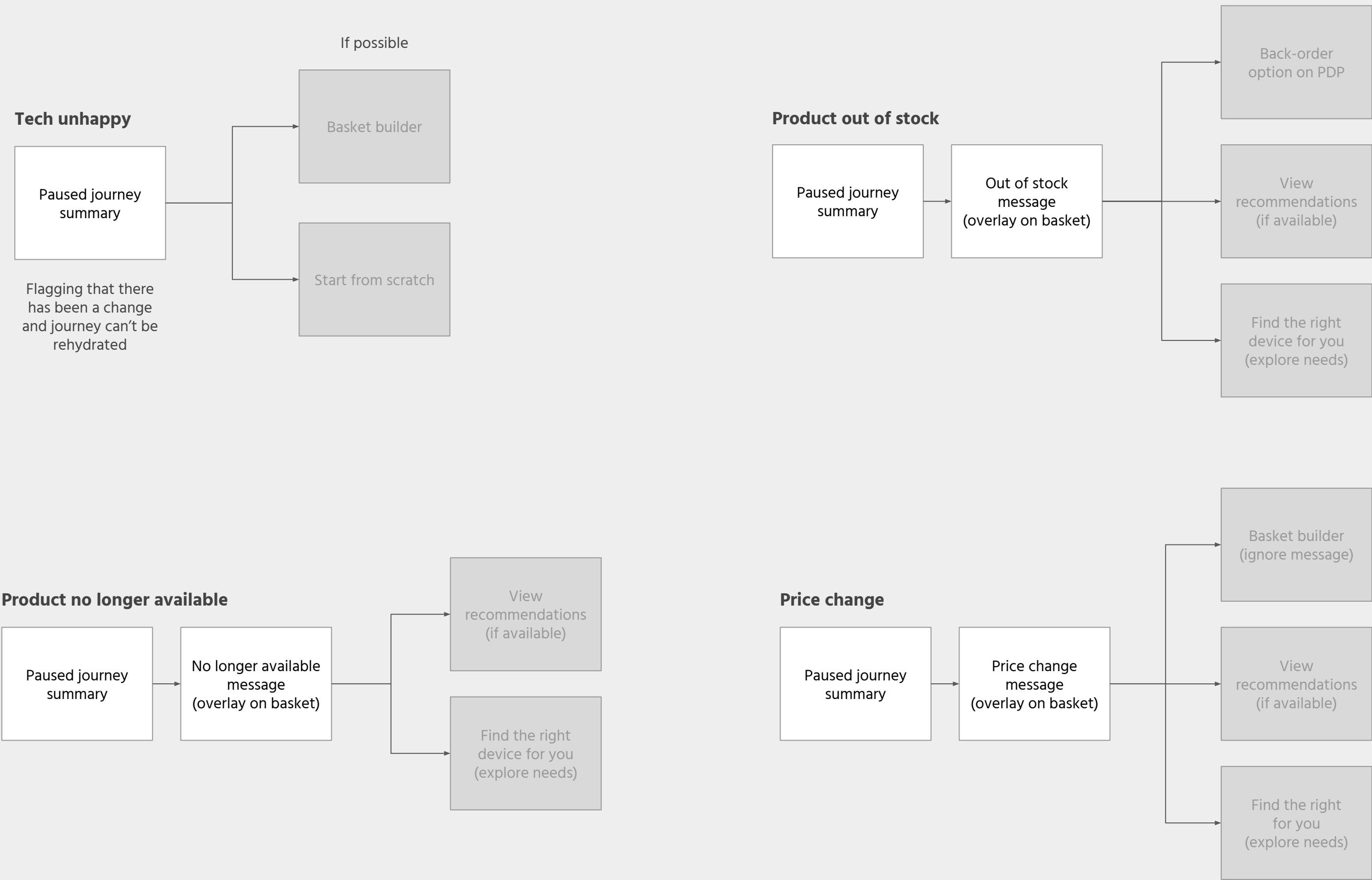
New or Resume journey



Resume journey burger menu

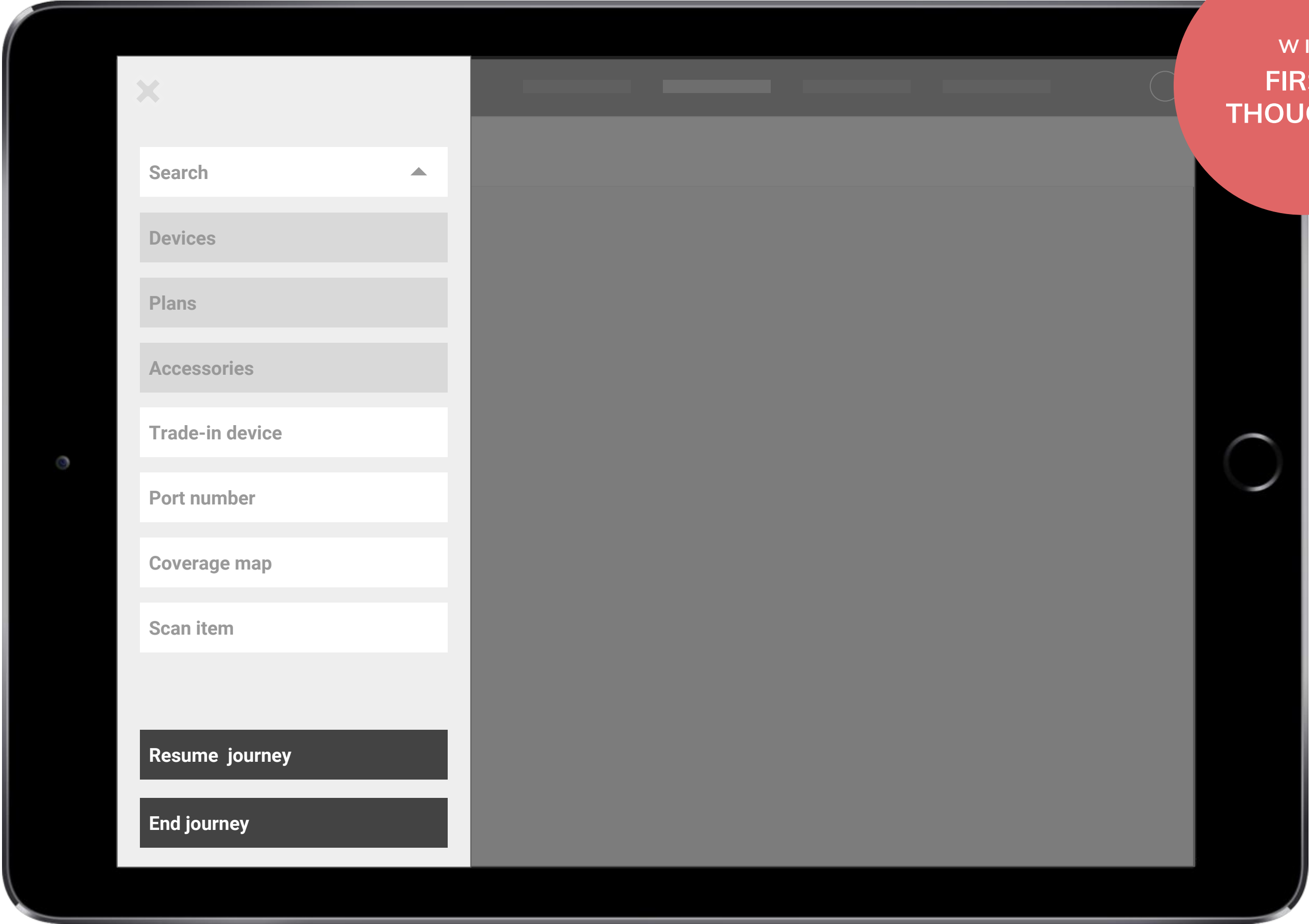


Unhappy use cases



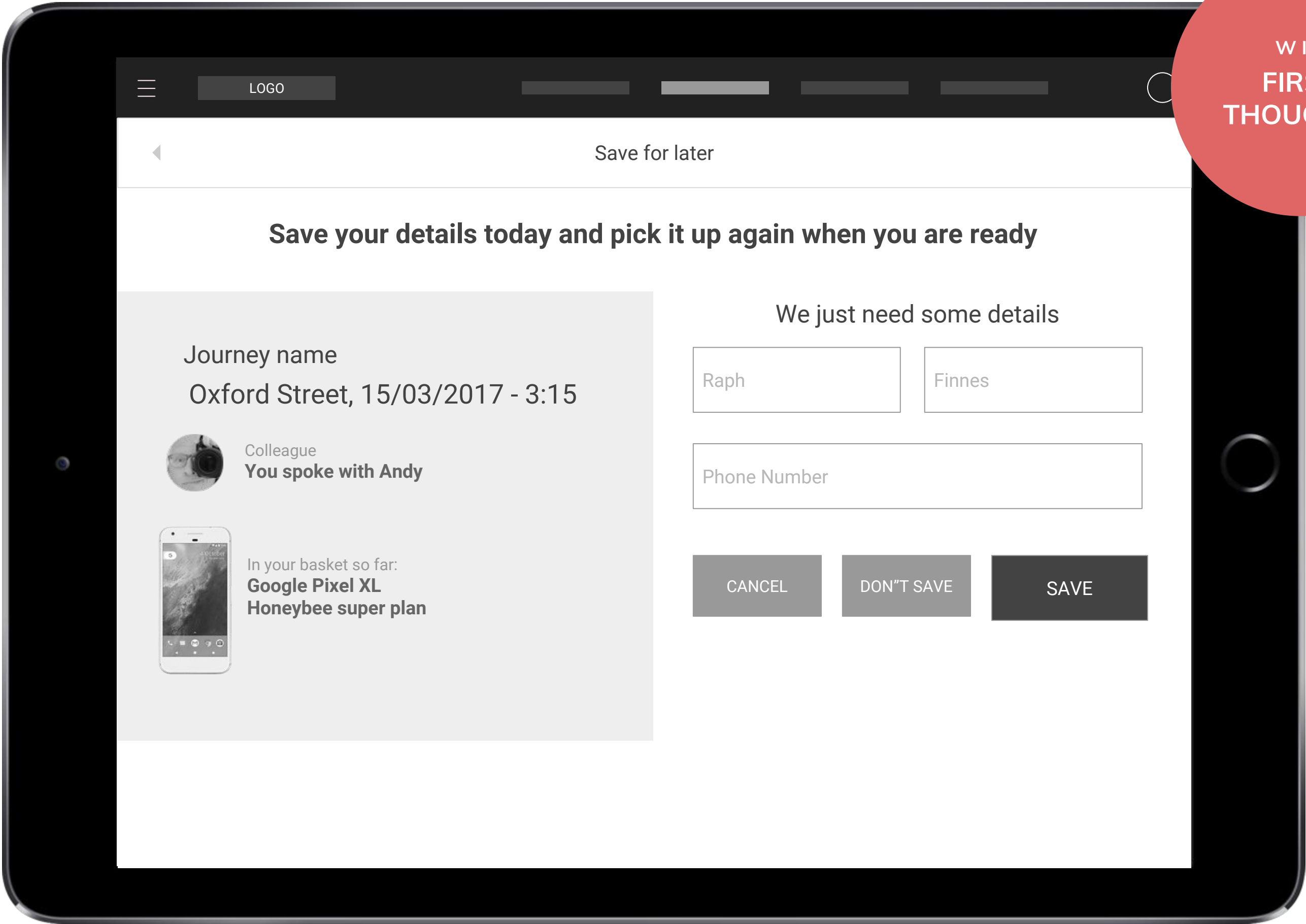
M A R K 2

Pause journey

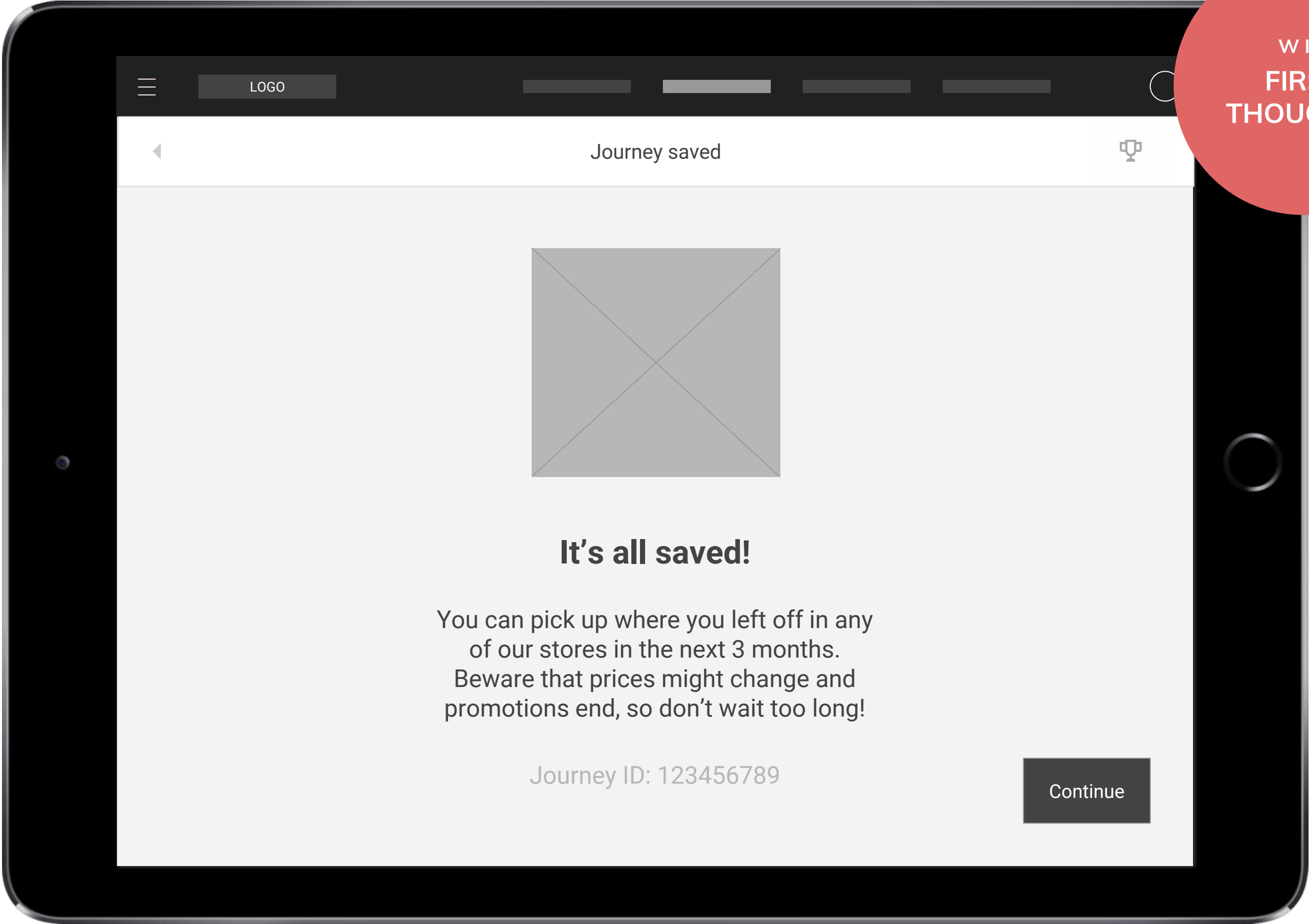


WIP
FIRST
THOUGHTS

WIP
FIRST
THOUGHTS



WIP
FIRST
THOUGHTS



LOGO

STORE NAME

COLLEAGUE NAME

What was the customer's reason for not completing the purchase?

Customer wants to think about it

Product not available yet

Better deal elsewhere

Journey took too long

Tablet error

Not eligible for financing

Product out of stock

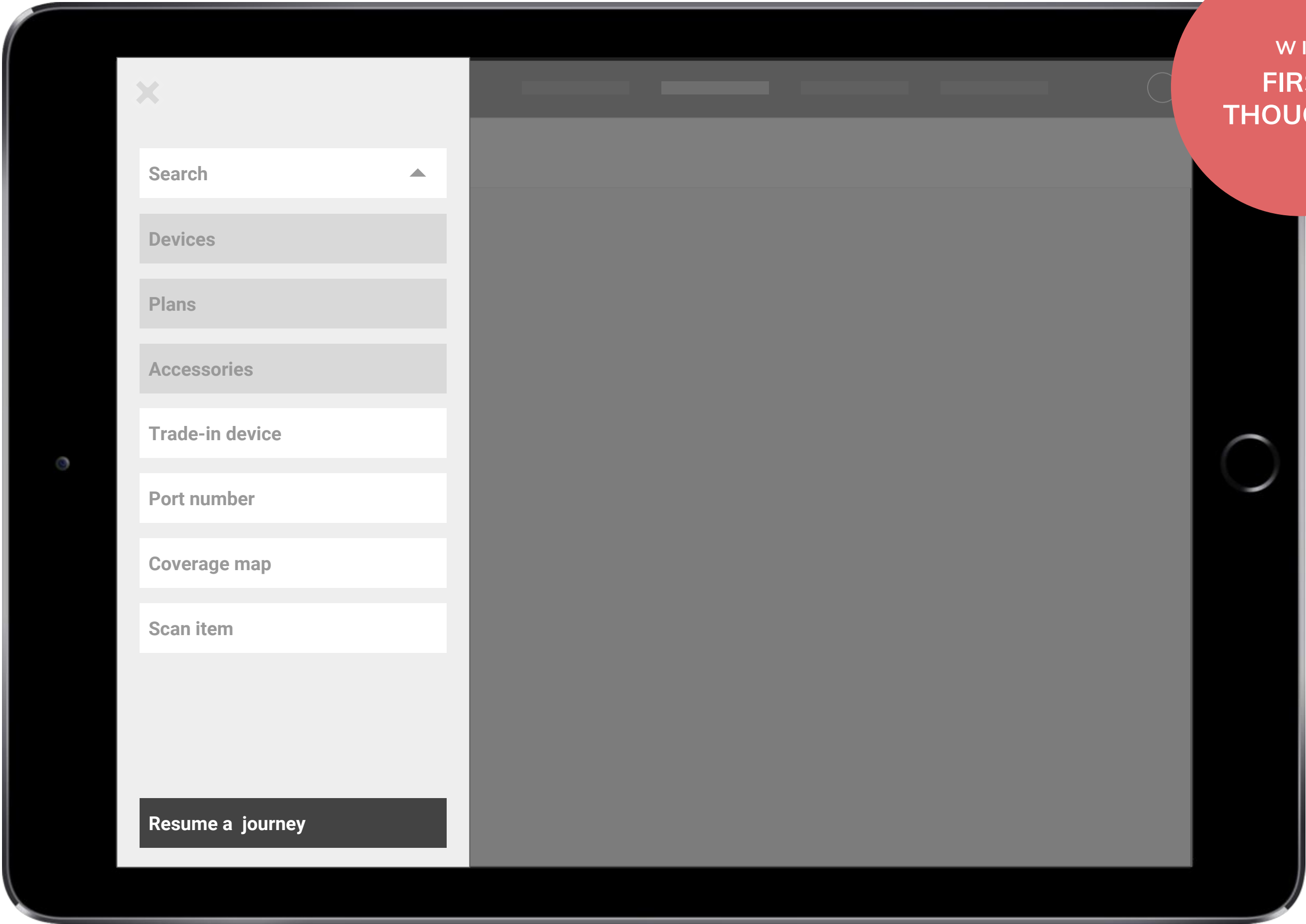
Other reasons

Continue

WIP
FIRST
THOUGHTS

M A R K 2

Resume journey



WIP
FIRST
THOUGHTS

WIP
FIRST
THOUGHTS

LOGO

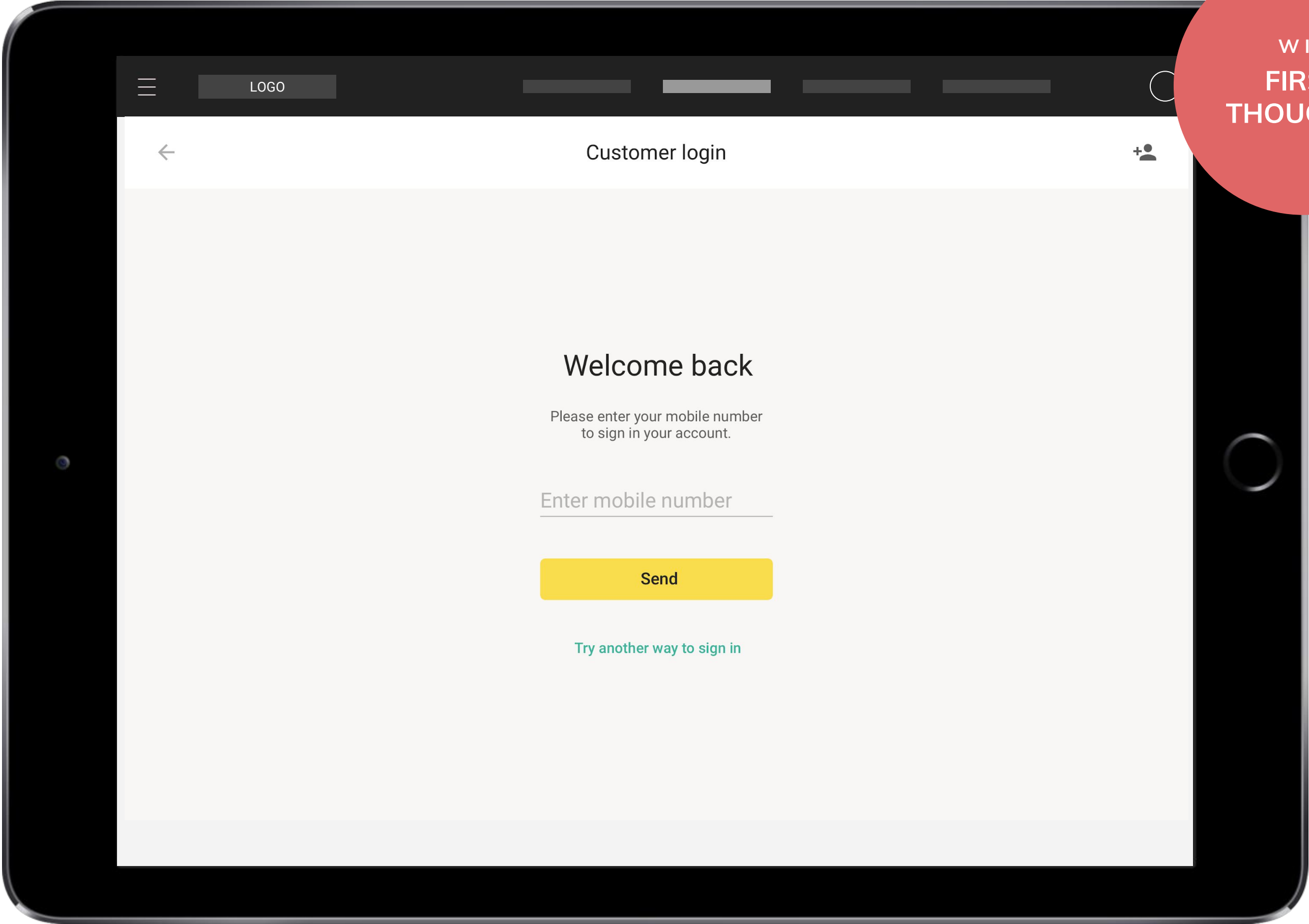
Beats By Dr.Dre

Synch your sound. And your style.

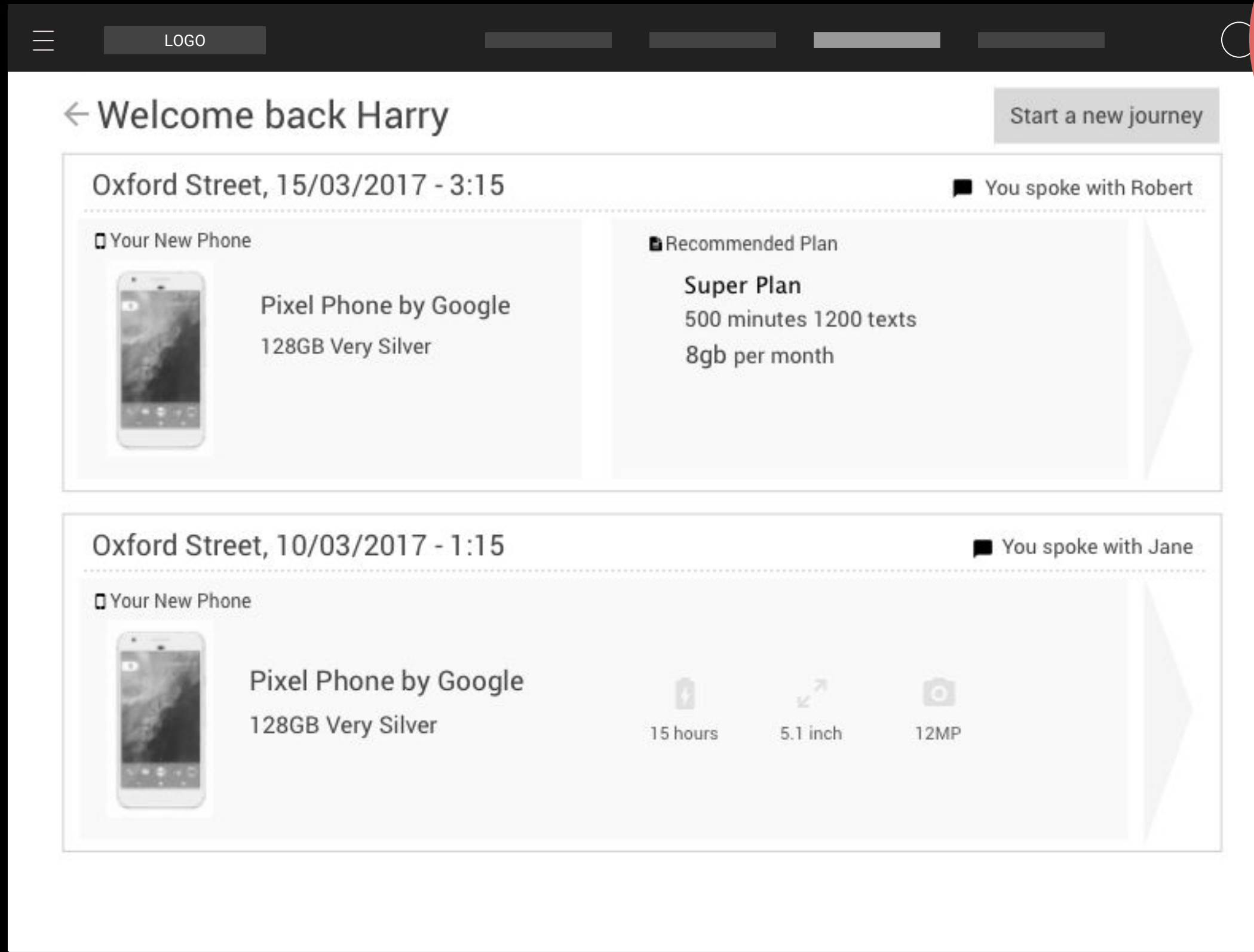
With up to 40 hours of battery life, Beats Solo3 Wireless are your perfect everyday headphones. Enjoy award-winning Beats sound with Class 1 Bluetooth® wireless listening freedom.

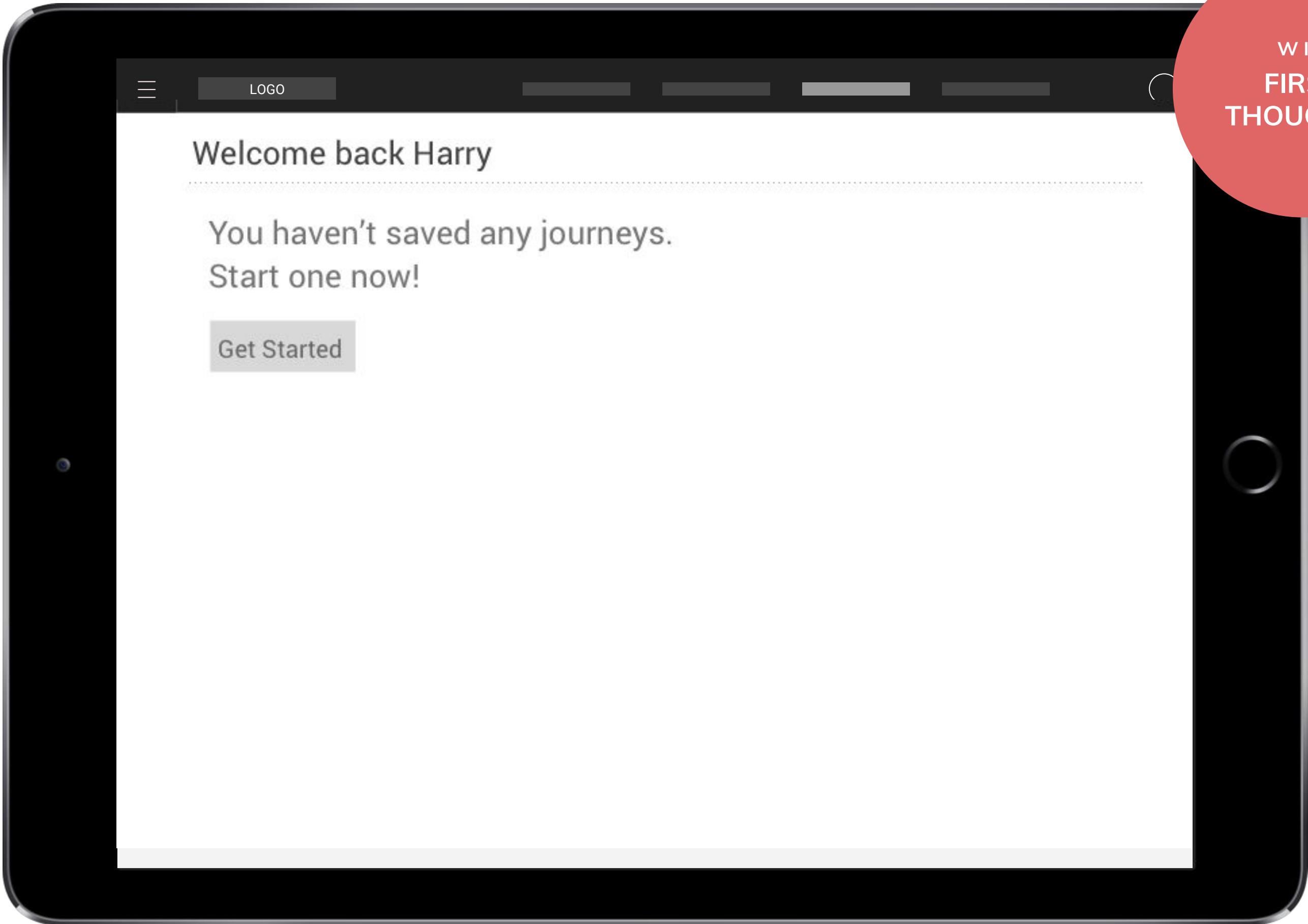
Already started?

Get Started →



WIP
FIRST
THOUGHTS

WIP
FIRST
THOUGHTS



WIP
FIRST
THOUGHTS


WIP
FIRST
THOUGHTS

LOGO

← Oxford Street, 15/03/2017 - 3:15

You spoke with Robert

Your New Phone








Pixel Phone by Google

128GB


Very Silver


Current Phone	Battery	Camera	Memory
iPhone 7	12 Hours	12 megapixels	32 gb


Questions



What do you use most on your phone?     

And how do you use them?

 Uploading and Posting

 Streaming on the go, Downloading

 Selfies, Recording videos

What brands are you interested in?  

< >

Basket Builder ▶

Recommended Plan

Super Plan

500 minutes 1200 texts


8gb per month


Current Plan	Text	Voice	Data
	Unlimited	Unlimited	5gb


Questions

Do you often need to pay for additional data? - No

How do you use your data?

 Uploading and Posting

 Streaming on the go, Downloading

 Selfies, Recording videos

My Data and Me - Data is my best friend

< >

Resume point: Choose Plan ▶

WIP
FIRST
THOUGHTS


≡

LOGO

← Oxford Street, 15/03/2017 - 3:15

You spoke with Robert

Your New Phone








Pixel Phone by Google

128GB


Very Silver


Current Phone	Battery	Camera	Memory
iPhone 7	12 Hours	12 megapixels	32 gb


Questions



What do you use most on your phone?     

And how do you use them?

 Uploading and Posting

 Streaming on the go, Downloading

 Selfies, Recording videos

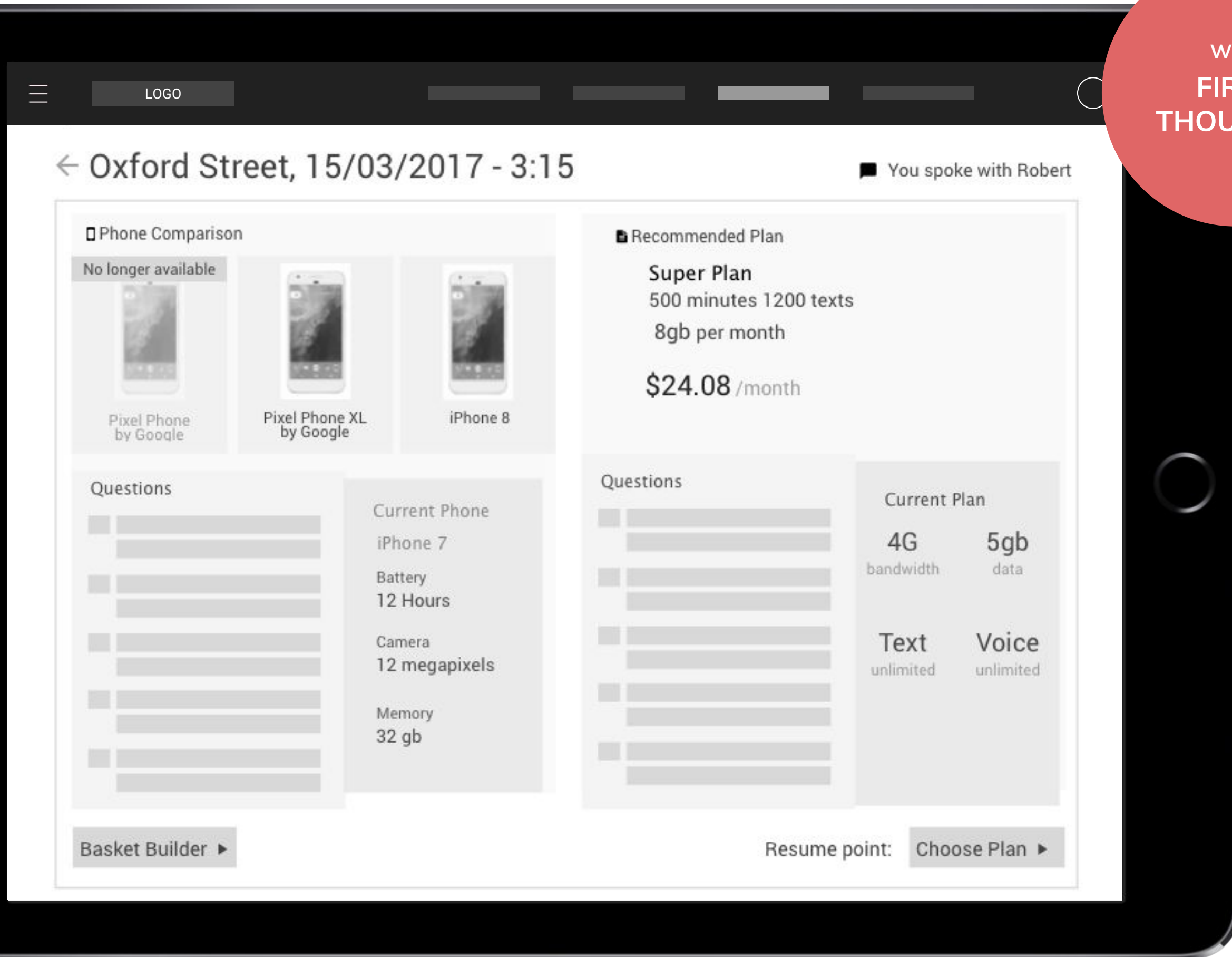
What brands are you interested in?  

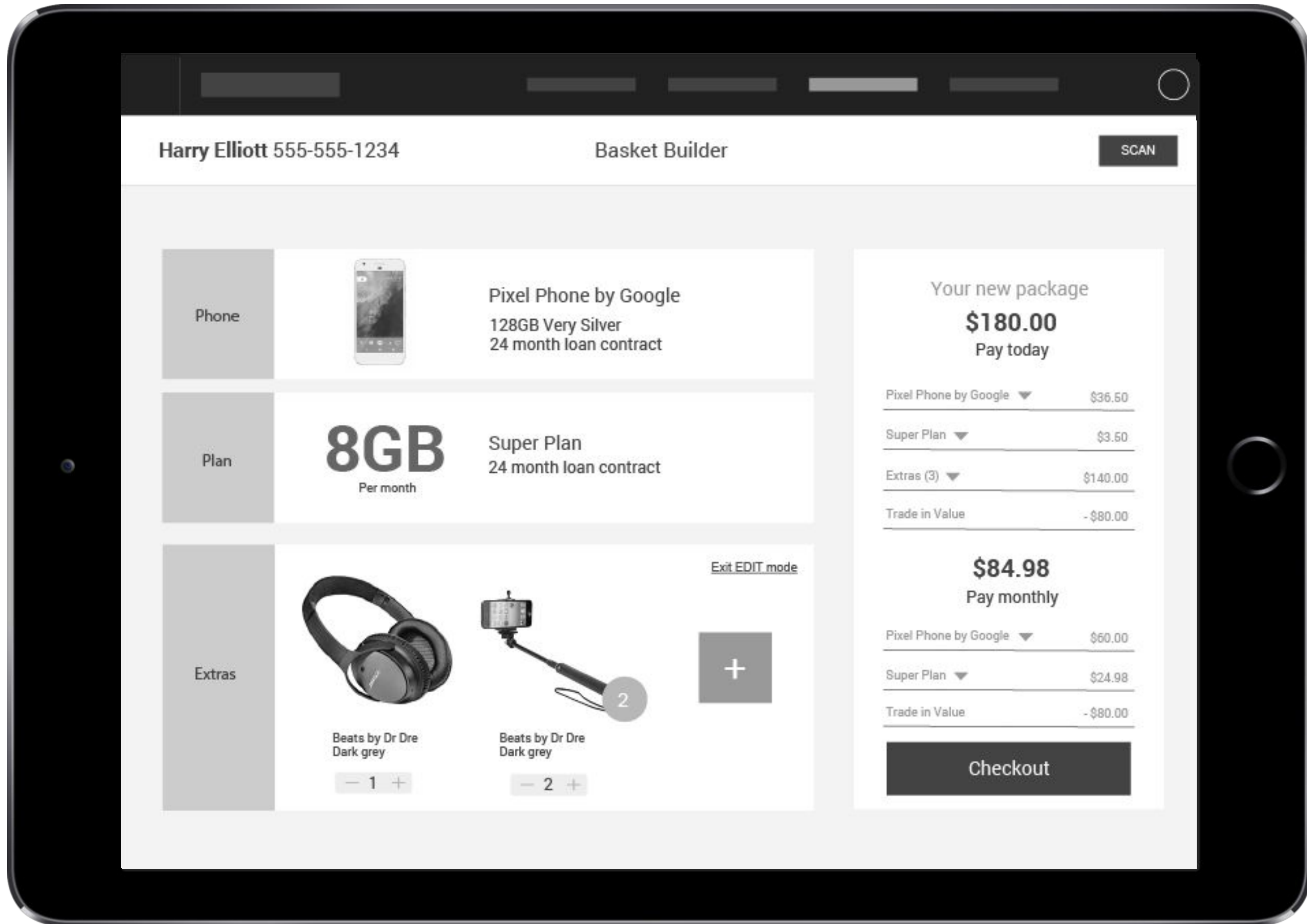
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Basket Builder ▶

Resume point: Choose Plan ▶

Not started

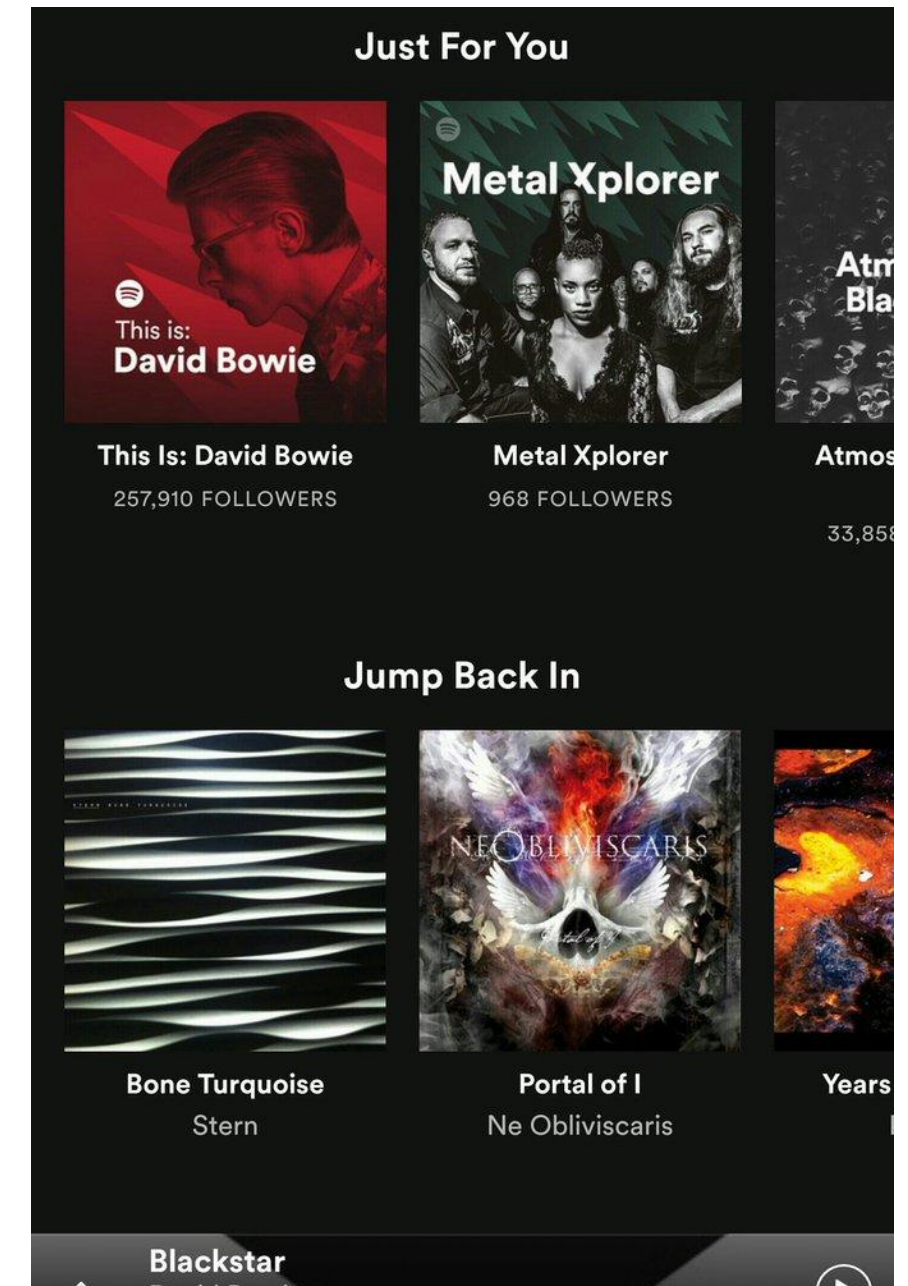
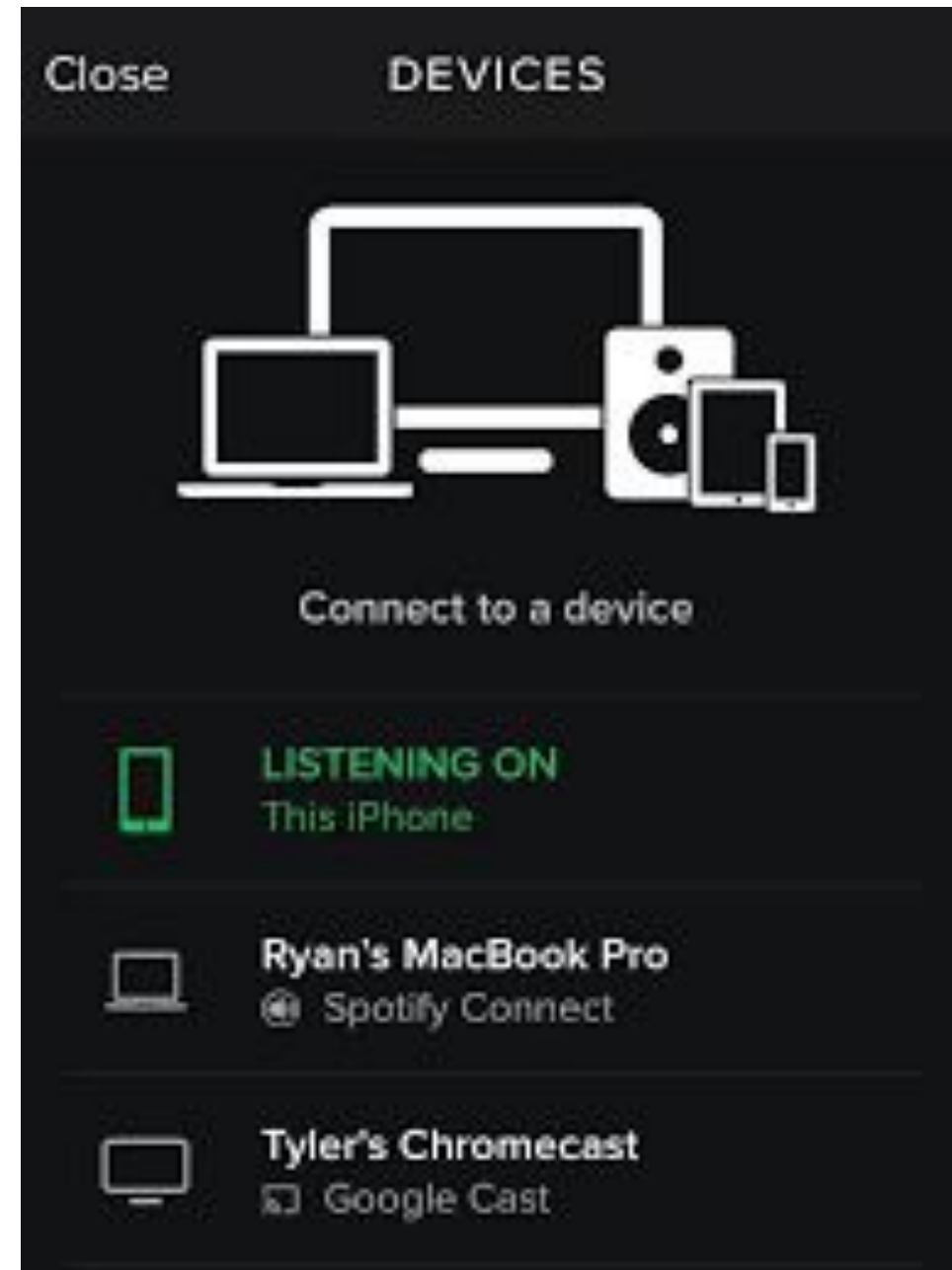
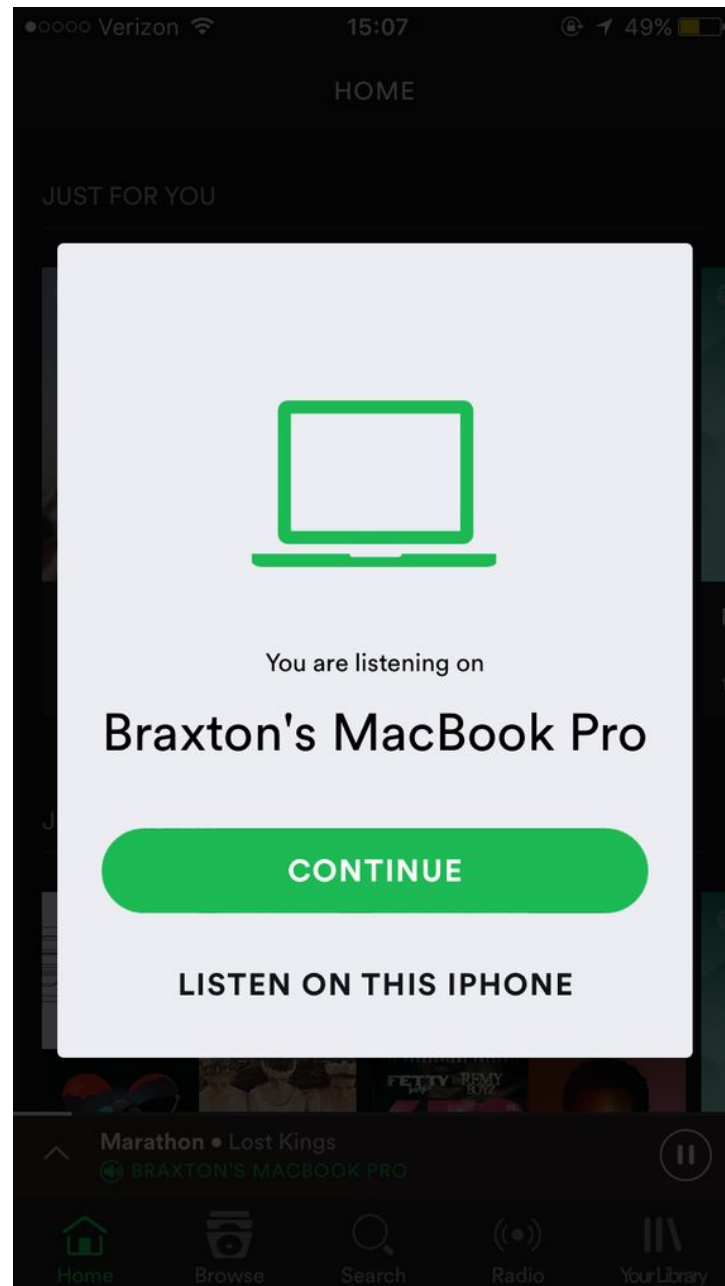
WIP
FIRST
THOUGHTS



RESEARCH

Pause & Resume

Spotify

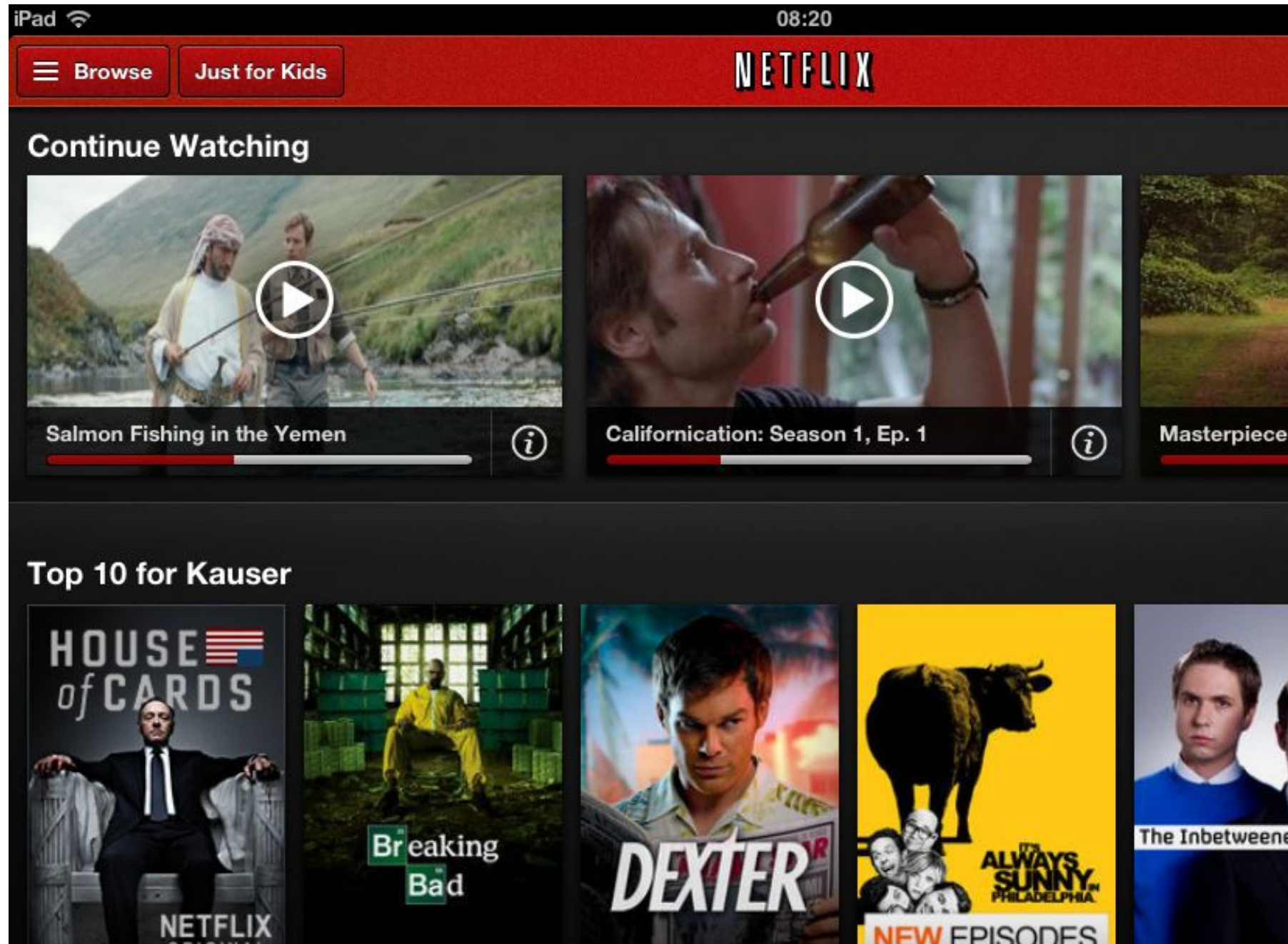


Seamless, effortless and smart between channels

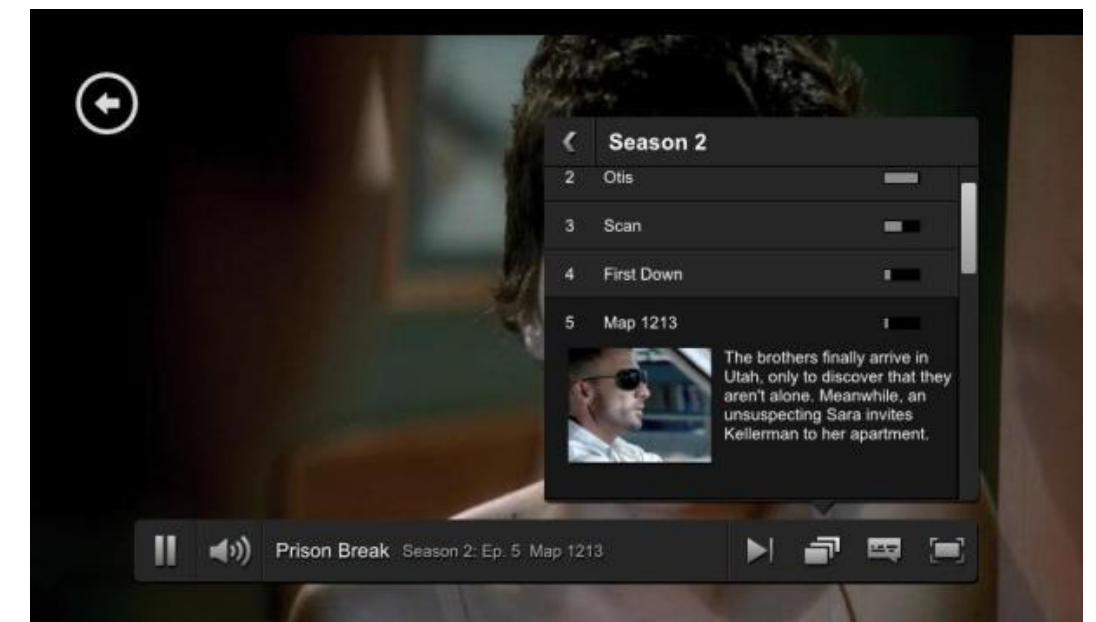
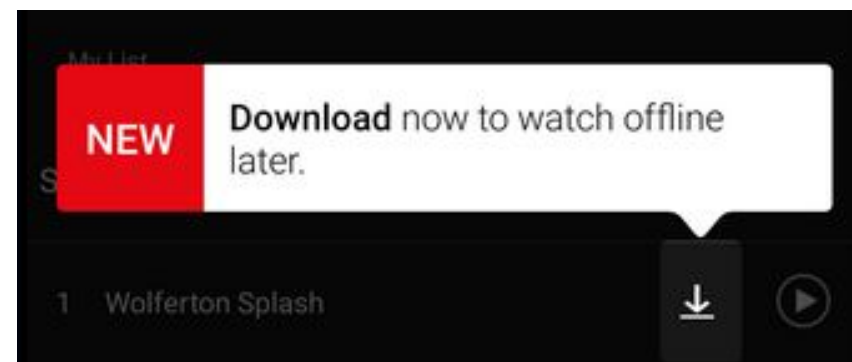
Personalised to you and what you might want to do: jump back in or explore new stuff, recommended just for you

Pause & Resume

Netflix

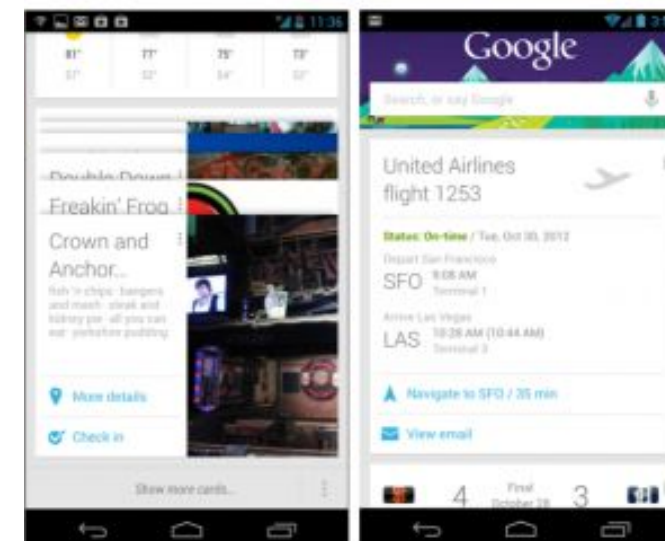
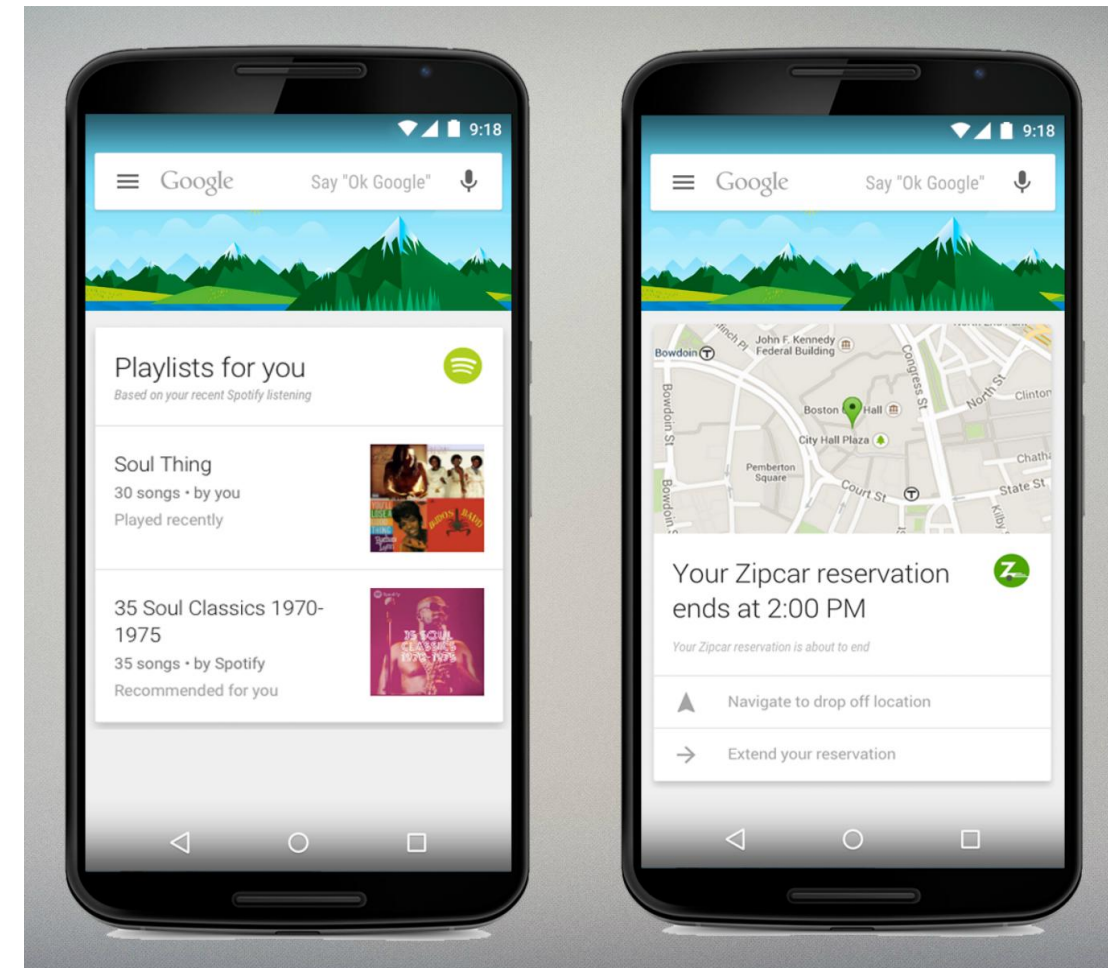
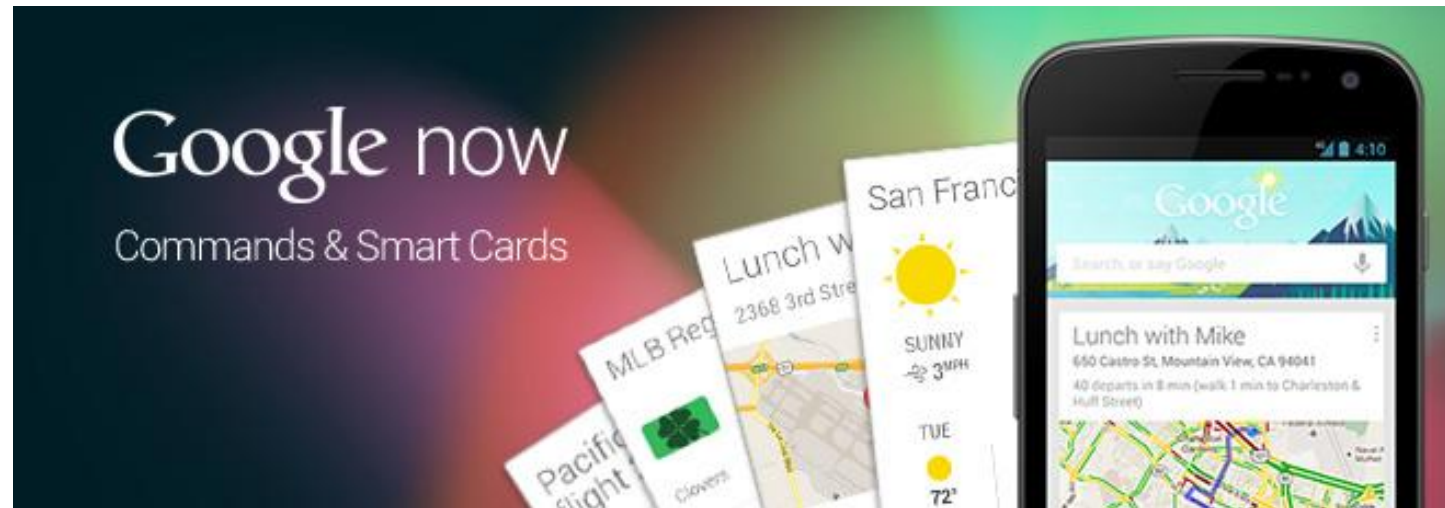


- Snapshot of what you could be resuming (summary as navigation into the different sections)
- Resume or play from beginning or back to browse (recognising that things may have changed for customer - different use cases - and offering all possible next best actions)
- Making download or pausing very easy and seamless, customer does it often without worrying about losing progress



Pause & Resume

Google Now



- Smart, personalised cards to hint at what is relevant to you or what you might want to do next
- Clear statements and next best actions (get directions, view email)

Pause & Resume

EasyJet

The screenshot shows the EasyJet website with an orange header. Below the header is a navigation bar with links: FLIGHTS & TRAVEL INFO, Hotels, Car rental, Holidays, Inspire me, Business, Manage bookings, and Check-in. The main content area features a large banner for Verona with a cityscape and river. On the left, a white box contains the text: "DON'T MISS OUT ON YOUR TRIP TO VERONA", "Oh no - you left your easyJet basket without completing your booking. Don't miss out on your trip to Verona and book now.", and a "BOOK FLIGHTS" button with a right arrow. Below this is a section titled "YOUR BASKET" with the text: "We've saved your latest search so you're only a couple of clicks away from booking." It lists two flight options: "London Gatwick to Verona" and "Verona to London Gatwick", both with a departure date of "Dep 14-Apr-2017". A "BOOK FLIGHTS" button with a right arrow is at the bottom right of this section. The bottom of the page features a section for "easyJet holidays" with a beach background. It includes the text: "Or why not turn your flight into an ATOL protected package holiday and get £20 off your next booking with the voucher code 'nextholiday20'", a "Book now" button with a right arrow, and a section titled "HOTELS TO SUIT EVERY BUDGET" with the text: "From 5 star luxury to 3 star value hotels for beach, city or mountain holidays." Below this is a section titled "ATOL PROTECTED HOLIDAYS" with the text: "All package holidays sold in the UK are ATOL protected." and a section titled "FLEXIBLE PACKAGES" with the text: "Find the dates, destinations and hotels that work best for you." An ATOL logo is visible in the bottom left corner.

easyJet

FLIGHTS & TRAVEL INFO | Hotels | Car rental | Holidays | Inspire me | Business | Manage bookings | Check-in

DON'T MISS OUT ON YOUR TRIP TO VERONA

Oh no - you left your **easyJet** basket without completing your booking. Don't miss out on your trip to Verona and book now.

BOOK FLIGHTS >

YOUR BASKET

We've saved your latest search so you're only a couple of clicks away from booking.

✈ London Gatwick to Verona

✈ Verona to London Gatwick

Dep 14-Apr-2017

BOOK FLIGHTS >

easyJet holidays

Or why not turn your flight into an ATOL protected package holiday and get **£20** off your next booking with the voucher code **'nextholiday20'**

Book now >

HOTELS TO SUIT EVERY BUDGET

From 5 star luxury to 3 star value hotels for beach, city or mountain holidays.

ATOL PROTECTED HOLIDAYS

All package holidays sold in the UK are ATOL protected.

FLEXIBLE PACKAGES

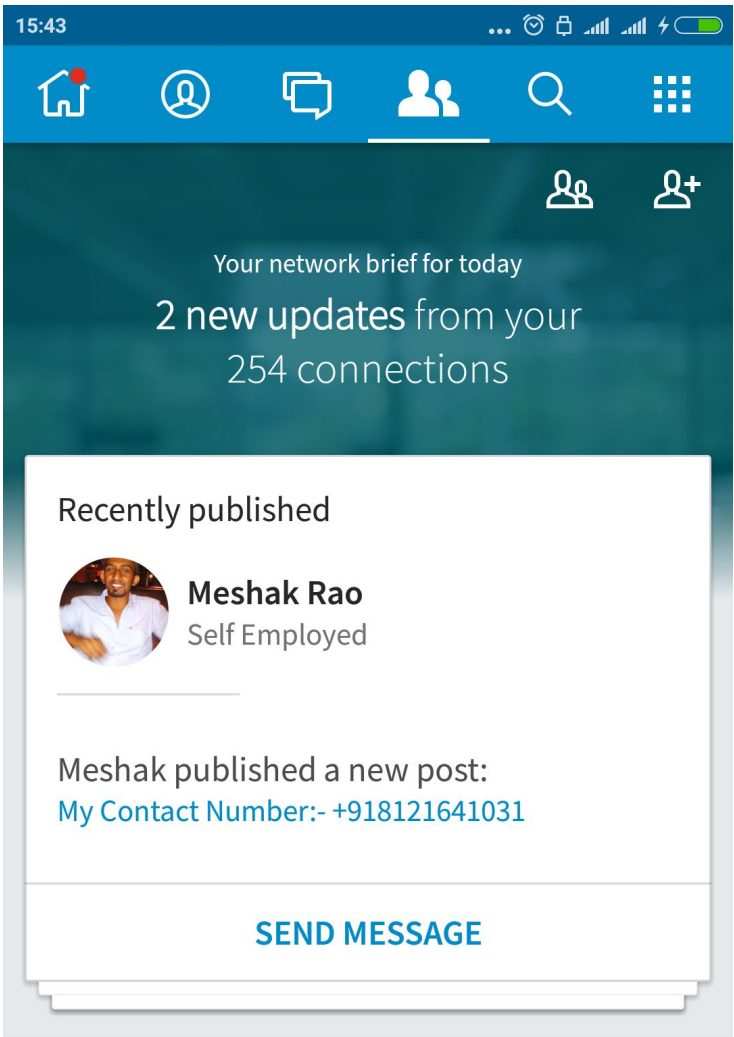
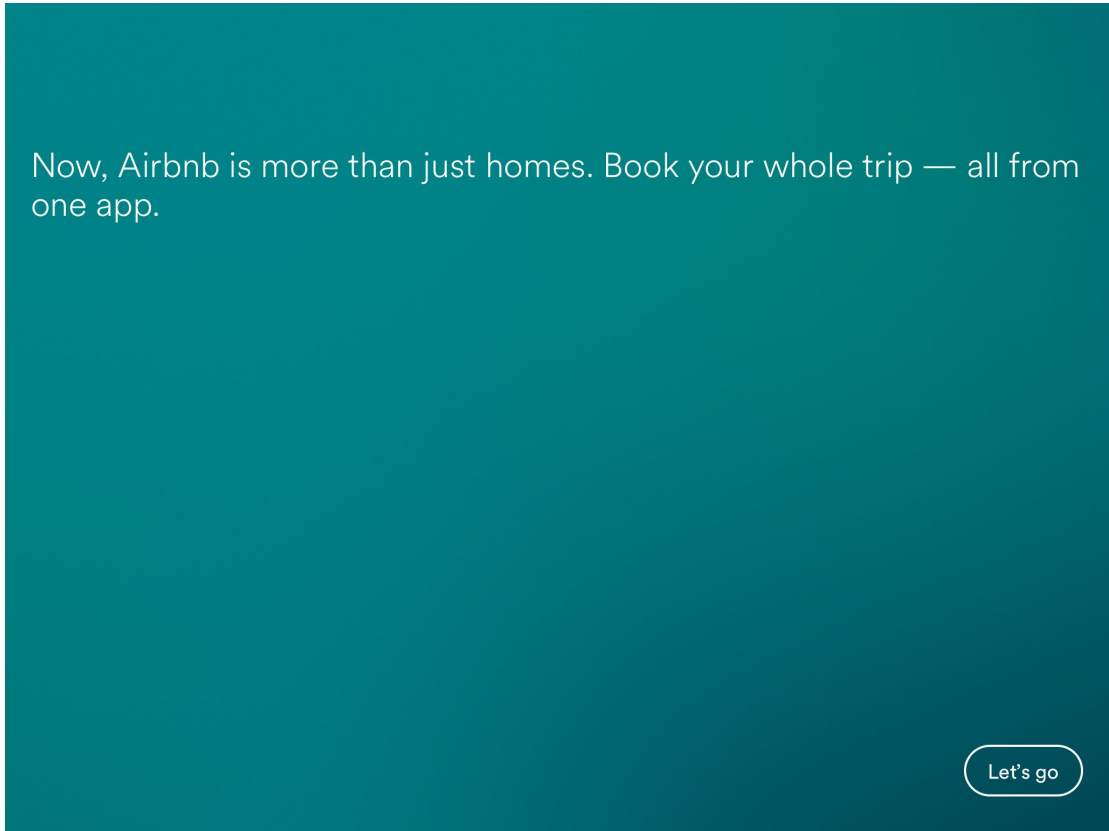
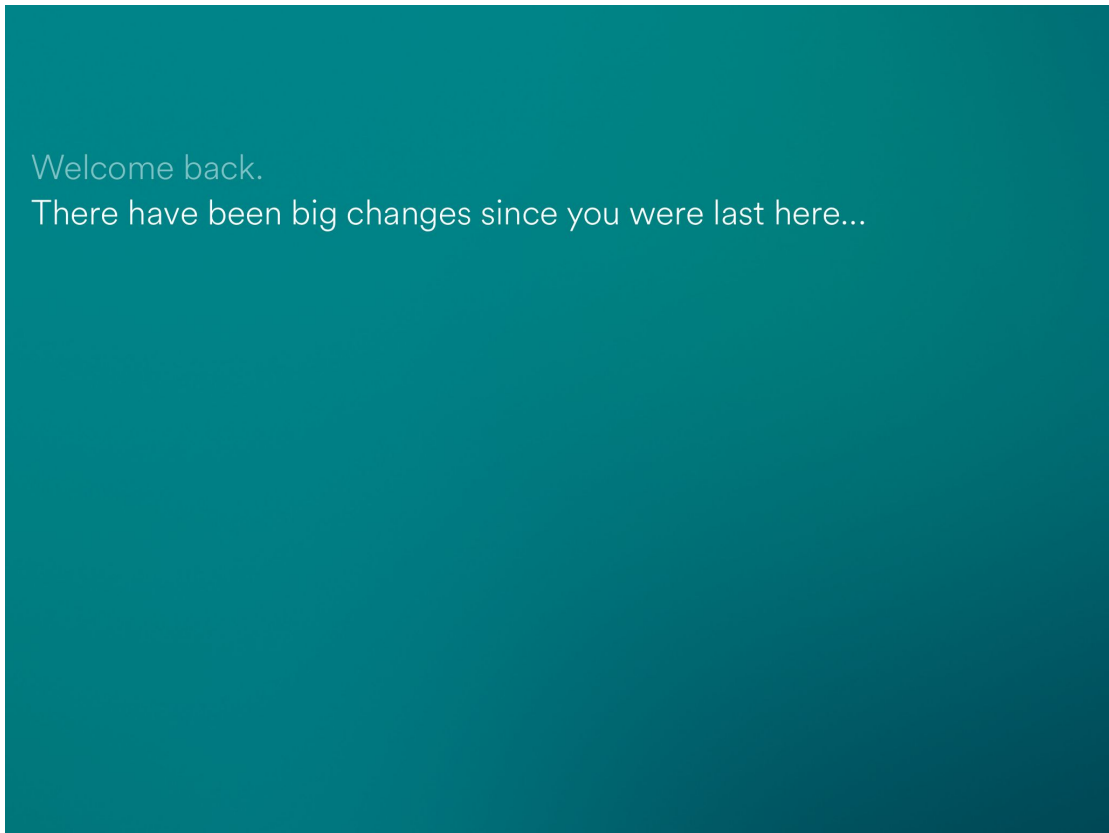
Find the dates, destinations and hotels that work best for you.

ATOL PROTECTED

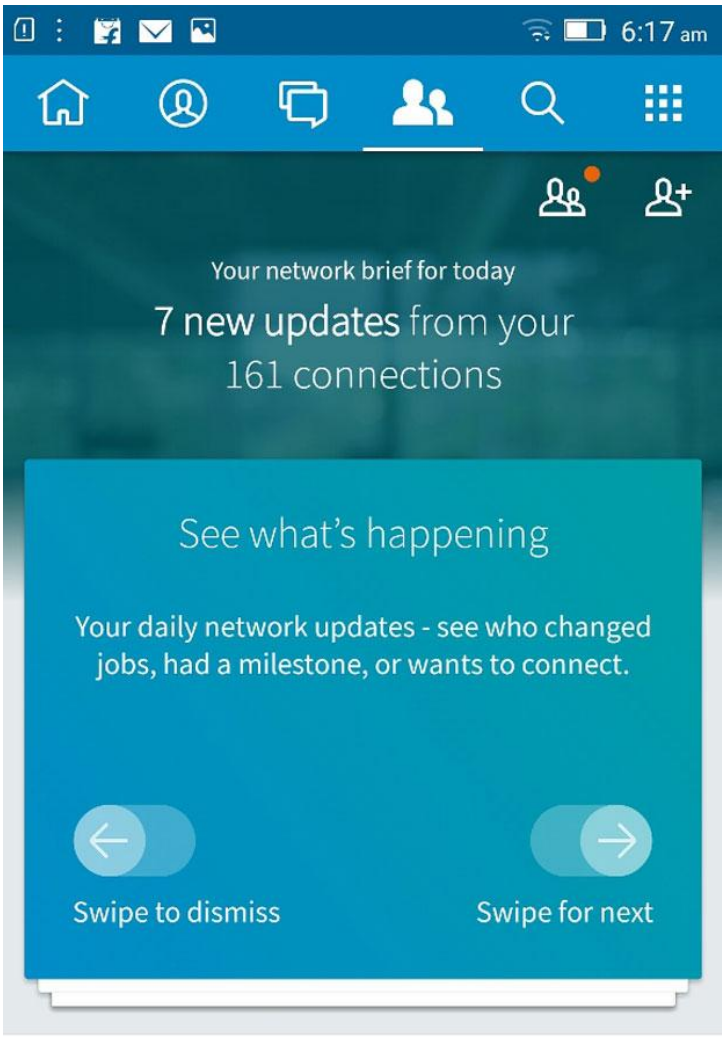
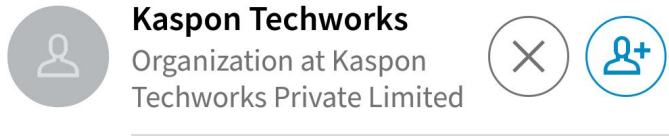
- Email reminder to complete booking
"Don't miss out on your trip to Verona"
- Summary of basket
"We've saved your latest search so you're only a couple of clicks away from booking"
- One clear CTA button to book flights and complete purchase
- Cross-sell opportunity to catch customer even if no longer interested in paused search
"Or why not turn your flight into an..."

Pause & Resume

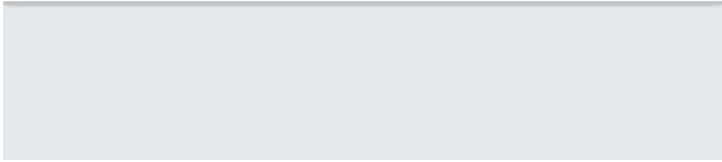
Updates



People you may know



People you may know



Pause & Resume

Nintendo Switch



→ Seamless and effortless switching
(regardless of channel)

Pause & Resume

Three

35 Pay Monthly mobile phones available.

Get free next working day delivery on all phones.

Filter by.

Hide.

Contract type.

☒ Pay Monthly.

☐ Pay As You Go.

We ♥ SALE

☐ Sale. (8)


Manufacturer.

☐ Alcatel (2)

☐ Apple (8)

Sort by.

Recommended




Apple iPhone 7

£0 - £149 upfront cost

£29 - £86 a month.

Save £100 on selected tariffs.

Find out more.



Apple iPhone 7 Plus

£0 - £149 upfront cost

£39 - £87 a month.

Save £100 on selected tariffs.

Find out more.

My suggestion.

Close and return to site


Back to last question

Start again

Your closest match


Next best match

Great alternative




Apple iPhone 7 32GB

98% match




Apple iPhone 6s 32GB

86% match



Apple iPhone SE 16GB


81% match



Apple iPhone 6s Plus 32GB

77% match

More phones



The Apple iPhone 7 32GB looks ideal.

Based on your answers, here's why:

☒ 12MP camera with optical image stabilisation and 7MP FaceTime HD camera

☒ 4.7" Retina HD LED-backlit widescreen display for watching TV and video

☒ iOS phone with stereo speakers and EarPods with a lightning connector

Show tech spec.

Your best matching plan.

Three Essential Plan

8GB Data

All-you can-eat Minutes

All-you-can-eat texts

24 months contract

Not Included:

☒ Personal Hotspot Allowance

☒ Feel At Home

£149.00

upfront cost

£42.00

a month

Add to basket.

Learn more.

Next plan down

Next plan up

Close and return to site

3

Three.co.uk

Just a second while we load up your recommendation...

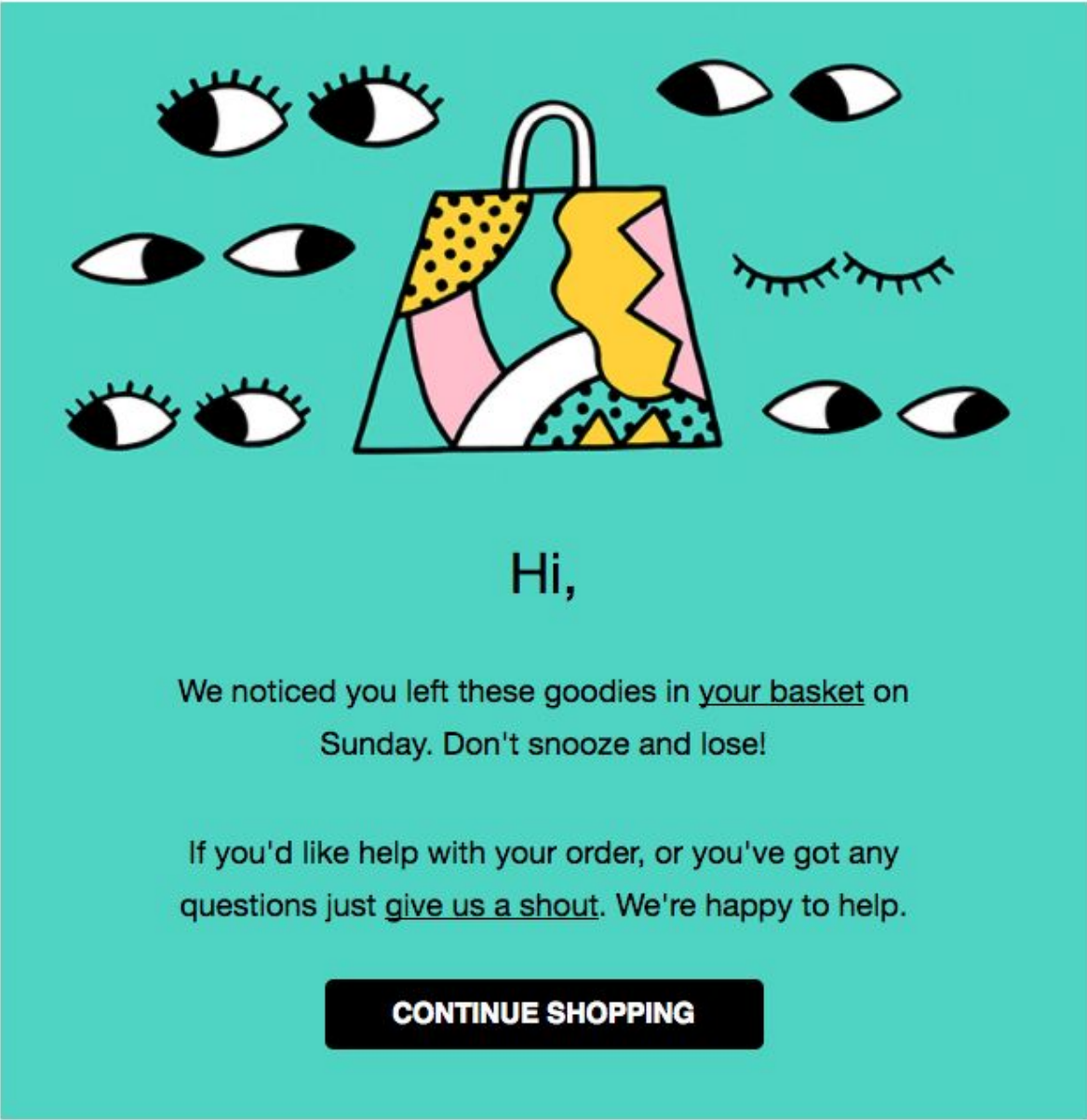
Pause & Resume

Online shopping

[View this in my browser](#)

urban outfitters

Women's New In Men's New In **Sale** Home New In

The graphic is a teal-colored rectangular area. At the top, it features the Urban Outfitters logo in a bold, black, sans-serif font. Below the logo are three navigation links: 'Women's New In', 'Men's New In' (which is highlighted with a red 'Sale' tag below it), and 'Home New In'. The central part of the graphic is dominated by a large, stylized illustration of a shopping bag. The bag is yellow with a pink and white geometric pattern on its side and a yellow polka-dot pattern on its top. It is surrounded by several pairs of stylized eyes, some open and some closed, giving the impression that the bag is being watched. Below the bag, the word 'Hi,' is written in a large, black, sans-serif font. Underneath this, a paragraph of text reads: 'We noticed you left these goodies in your basket on Sunday. Don't snooze and lose!'. This is followed by another paragraph: 'If you'd like help with your order, or you've got any questions just give us a shout. We're happy to help.' At the bottom of the graphic is a black rectangular button with the text 'CONTINUE SHOPPING' in white, uppercase, sans-serif font.

Hi,

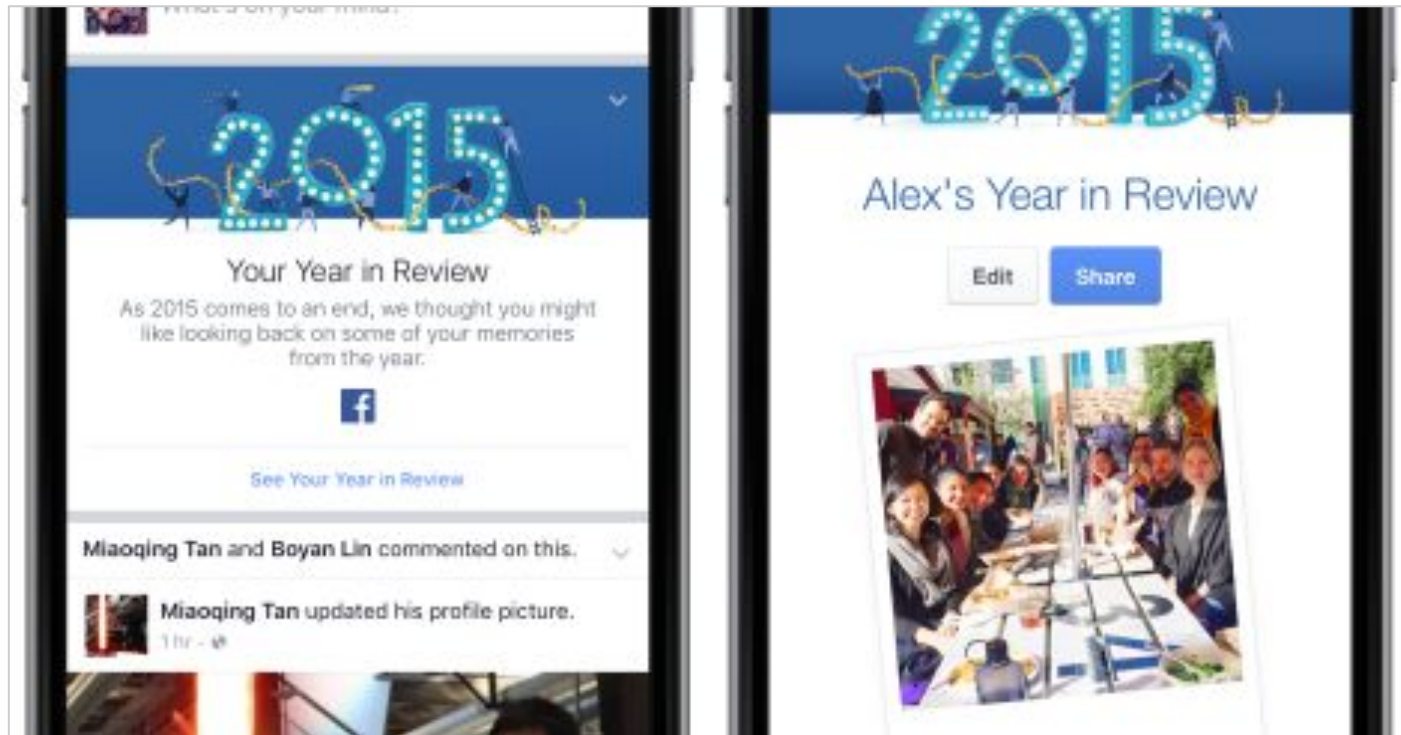
We noticed you left these goodies in your basket on Sunday. Don't snooze and lose!

If you'd like help with your order, or you've got any questions just give us a shout. We're happy to help.

CONTINUE SHOPPING

Pause & Resume

Facebook



→ Taking you back to that moment

Pause & Resume

Progress

LinkedIn PROFILE STRENGTH All-Star

90% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips [\(Why do this?\)](#)

- Ask for another recommendation (+5%)

25% profile completeness

Profile Completion Tips [\(Why do this?\)](#)

- Add a position (+15%)
- Add your education (+15%)
- Add a picture (+5%)
- Add your summary (+5%)
- Add your specialties (+5%)
- Ask for a recommendation (+5%)

duolingo Home Activity Discussion Immersion Rupichan 2 7

Spanish skills Lingot store

Spanish progress 2 3
78 XP W 33 Words

Strengthen skills

Basics 1
Phrases
Basics 2 0/4
Food 0/5
Animals 0/4
Plurals 0/1
Possess. 0/2

Compete with your friends
[This week](#) [This month](#) [All time](#)

You're alone, Rupichan!
Add some friends to compete with!

[Find friends on Facebook](#)

memrise Courses CareyJaneClark

Courses > Languages > Chinese > Mandarin Simplified

First 500 characters in Mandarin
By popular demand - these are the first 500 character in the order as defined by Patrick Hassel Zein

Created by **benwhately**
[Questions about this course?](#)
[Visit the course forum](#)

350 / 1000 in long term memory 124 ready to water [Water all](#)

1 - 25
Introduction to pinyin
Pinyin of 1 - 25
26 - 50
Pinyin of 26 - 50
51 - 75
Pinyin of 51 - 75
76 - 100
Pinyin of 76 - 100
101 - 125

Leaderboard
[Week](#) [Month](#) [All-time](#)

1st	bwillis 73073
2nd	nateindole 57056
3rd	Knicks100... 38096
4th	Fossa_1983 25140
5th	alanstuart... 23493
6th	theladada 21662
7th	nukedaddy 20580
8th	CharlieTruck 19007

PIZZA TRACKER

You got 30 minutes and you got Domino's Pizza headed your way. Our delivery experts have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it's prepared to the second it leaves our store. You got tracking where tracking has never gone before.

ORDER PLACED PREP BAKE BOX DELIVERY

1 2 3 4 5

YOU GOT ORDER ASSEMBLY - YOUR ORDER WAS BOXED FOR DELIVERY AT 12:37 PM PAYMENT PENDING

YOUR LOCAL STORE:
Contact your Domino's with any questions:
2282 South Main Street
Ann Arbor, MI 48103
734-332-1111

YOUR ORDER DETAILS:
(1) Small (10") Hand Tossed Pizza
Extra Cheese, Sauce, Pepperoni, Italian Sausage,
(1) Chicken Kickers
(1) 2-Liter Coke

RATE YOUR DOMINO's
When your pizza arrives tell us how it was.
(RATE OUR SERVICE FROM 1-5)

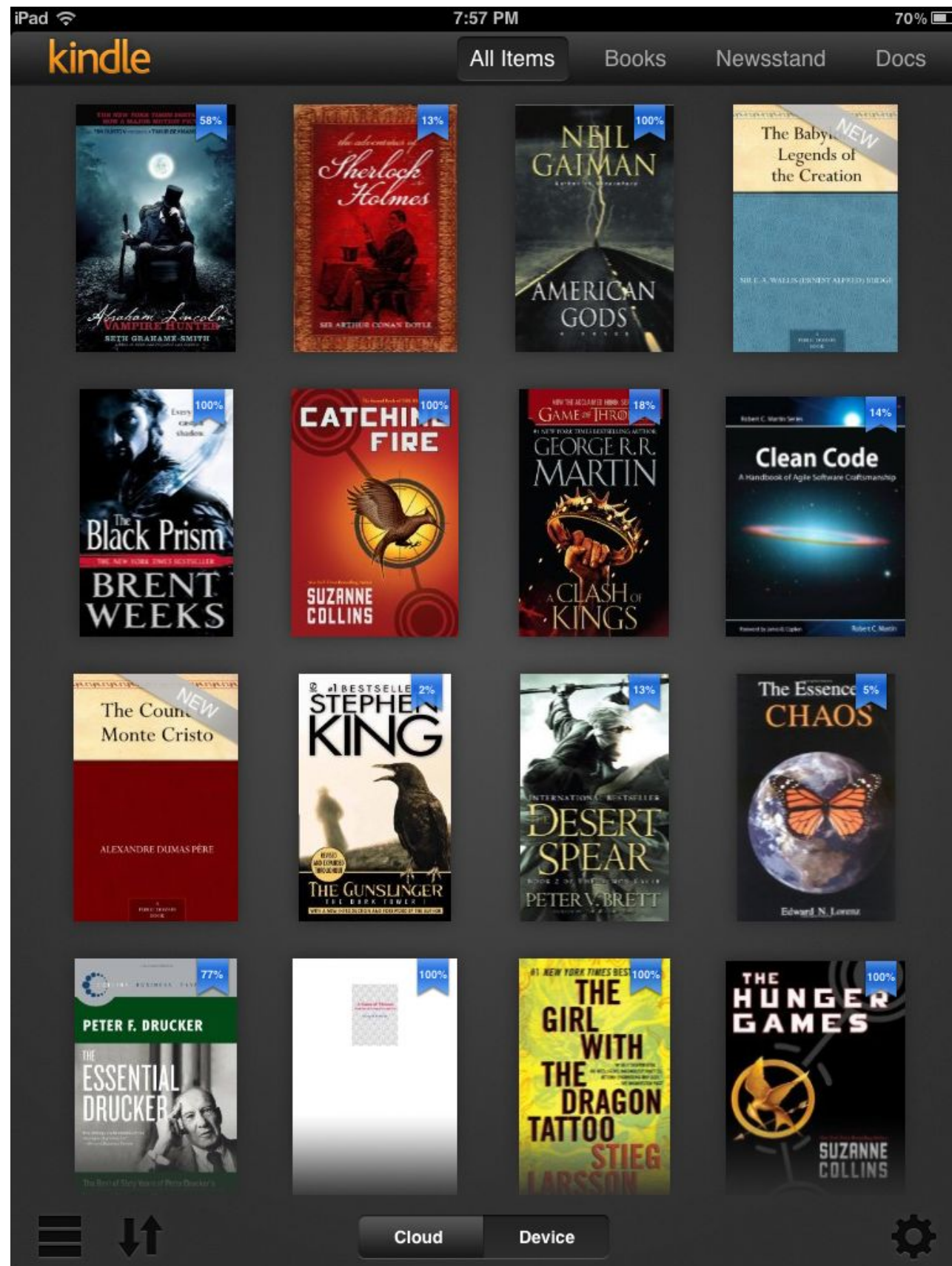
★ ★ ★ ★ ★
STORE AVERAGE: ★ ★ ★ ★ ★ [LEAVE US A MESSAGE](#)

- Clear next steps on how to complete profile (as well as highlighting benefits of doing so)
- Fast track complete compared to more detailed completion

Pause & Resume

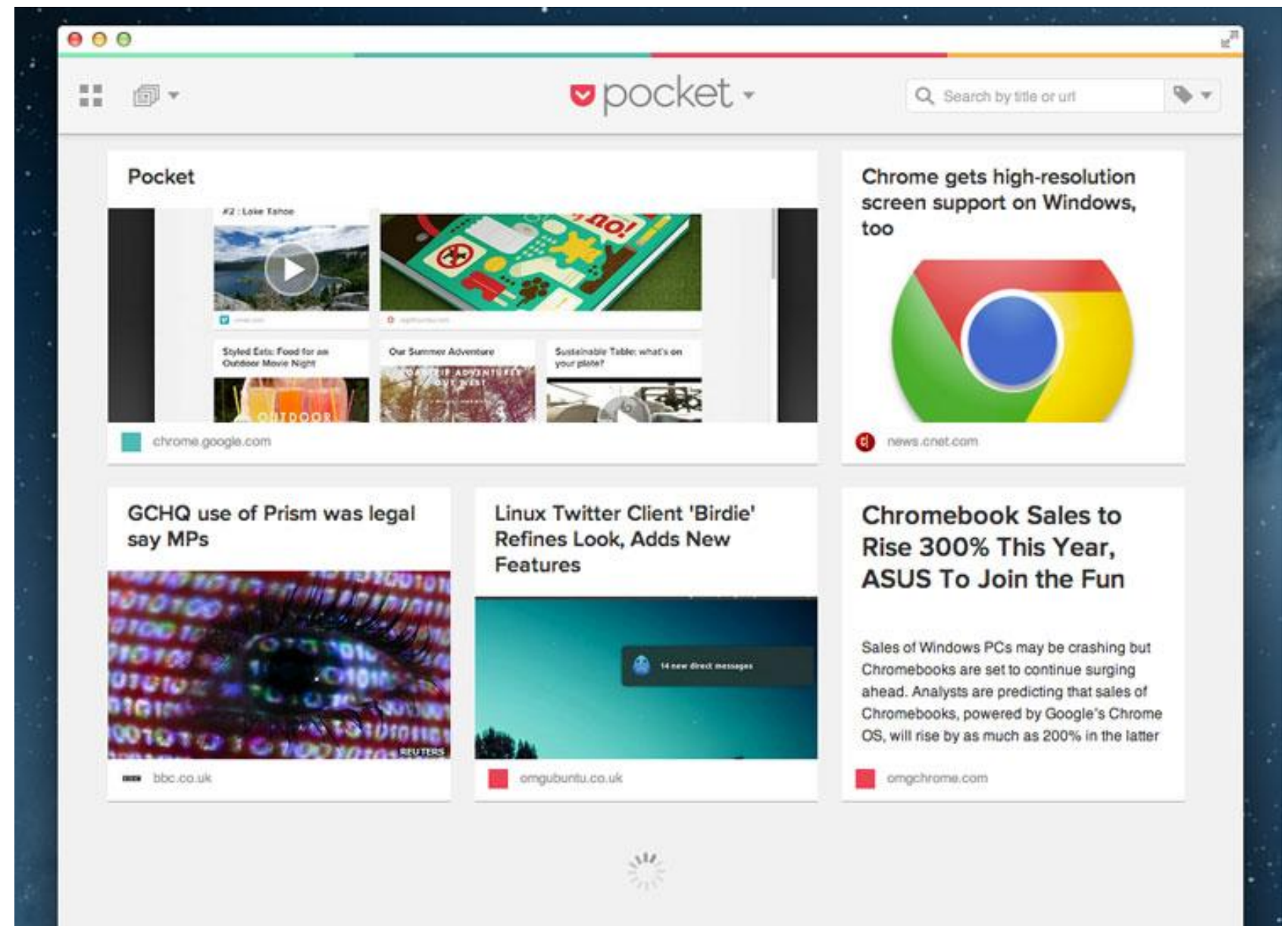
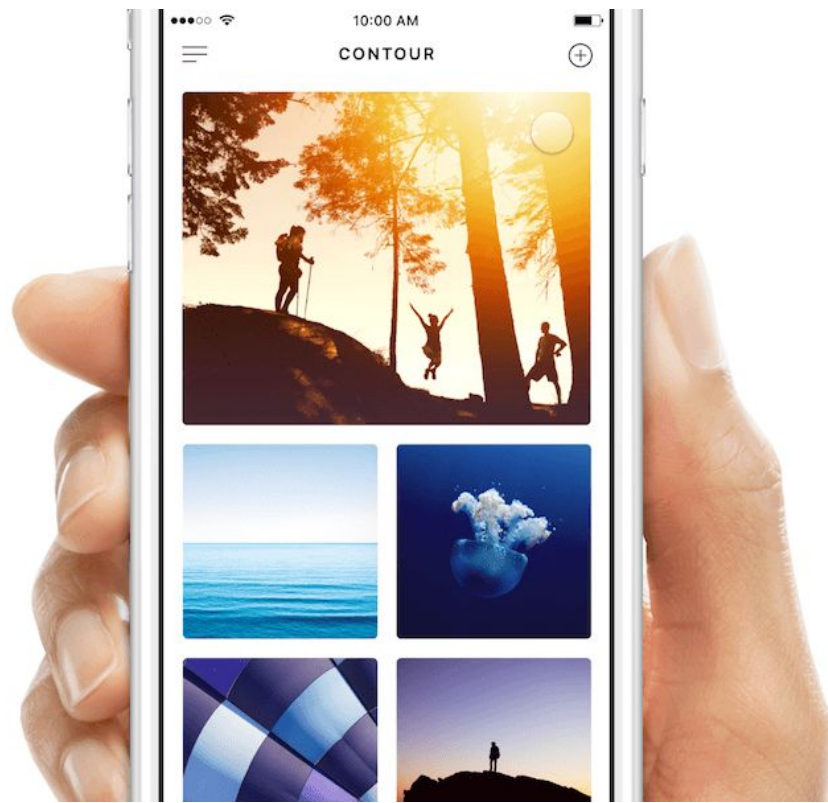
Kindle

→ Showing you progress on all books (steps) to choose which one you want to resume



Pause & Resume

Summary



→ Summary as dashboard and then in more detail each step how far through it

Pause & Resume

End of promotion message

0

7

:

0

7

:

0

5

Days

Hours

Minutes

Hurry, offers end soon.

We  SALE

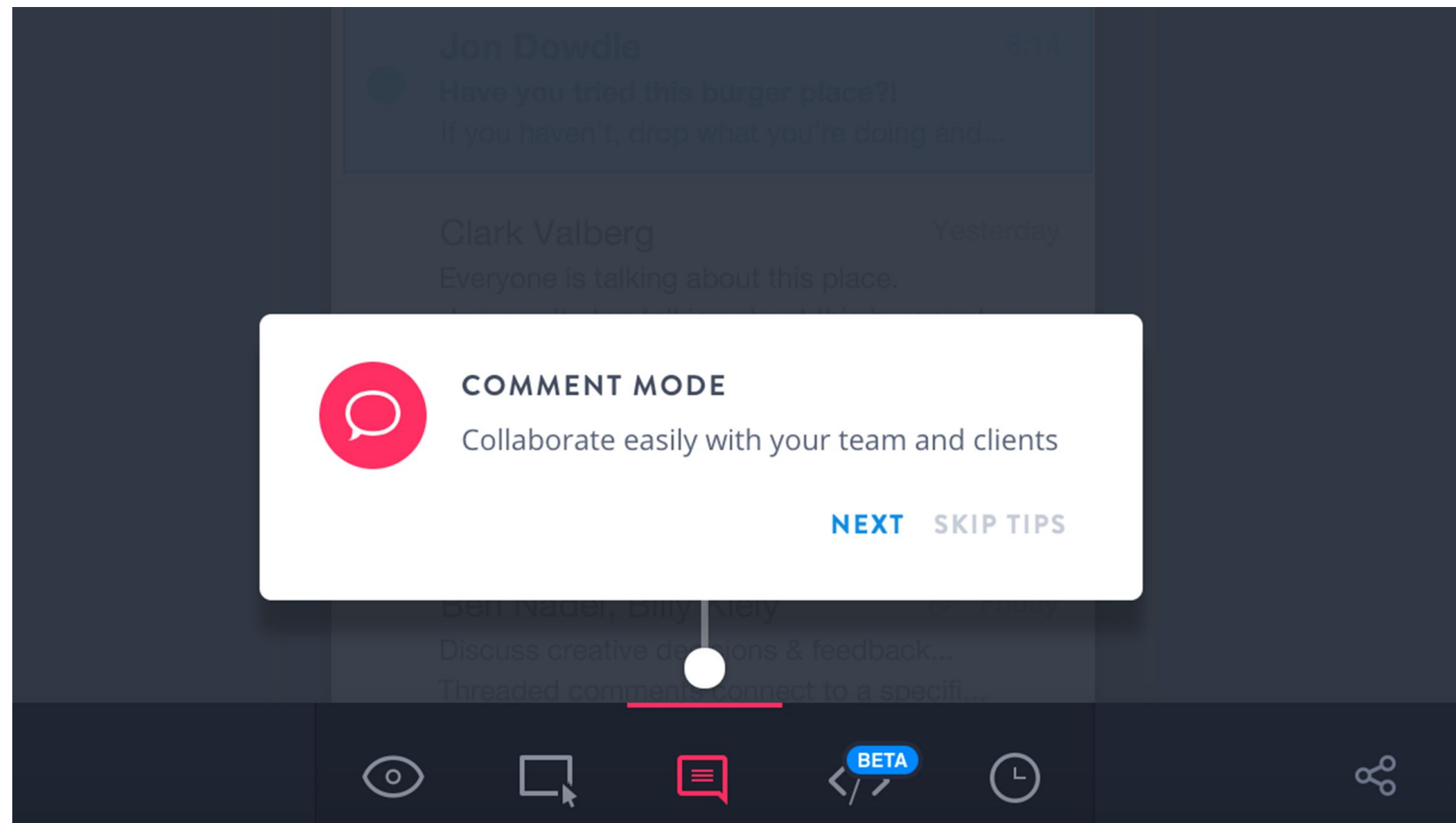
Pick up a SIM with 30GB data and 600 minutes. Just £18 a month.

Buy now.



Pause & Resume

Overlay as hint tips (next best actions)

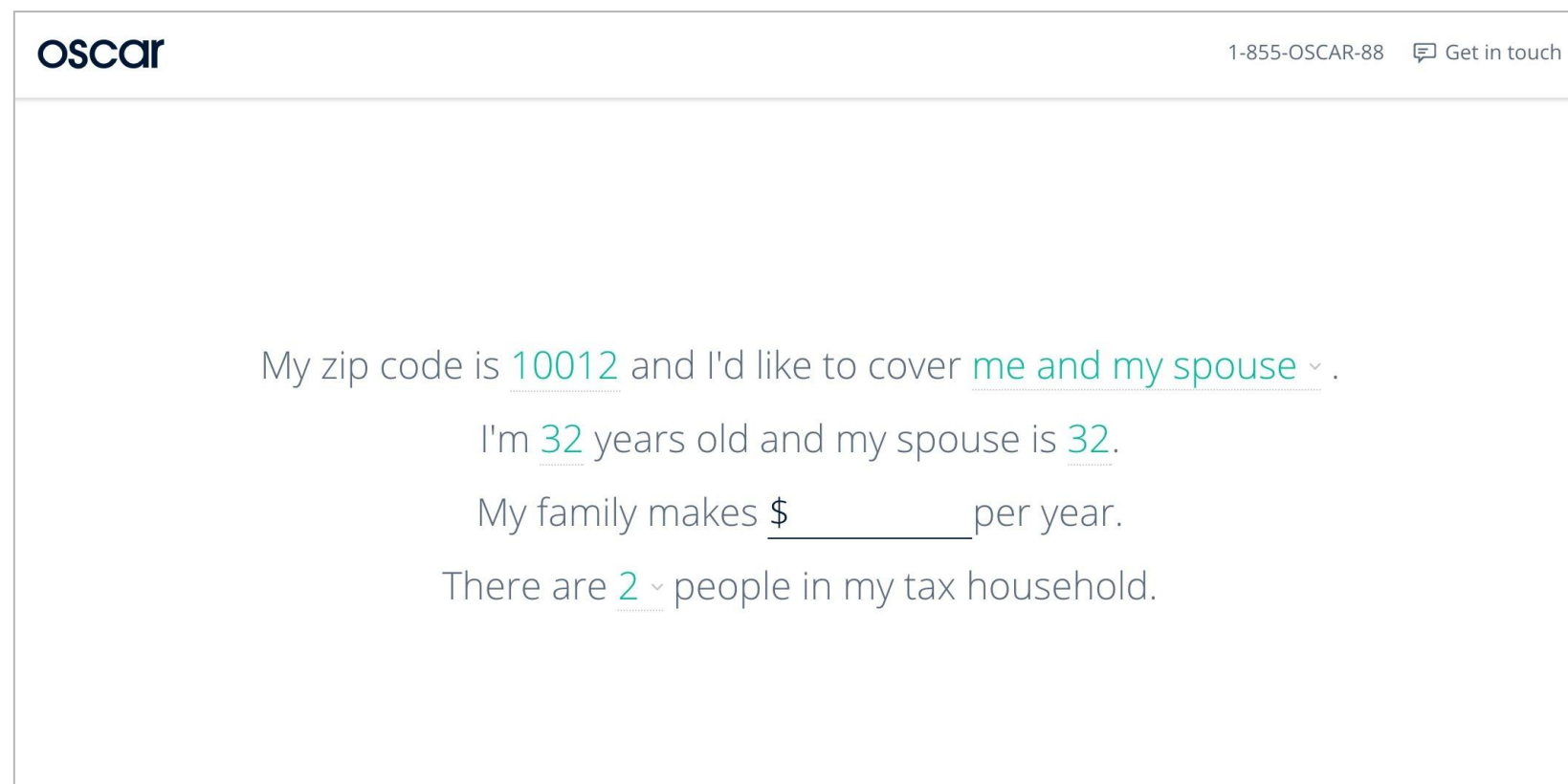


- Used to indicate if something has changed, or need to re-rerun credit check, stock etc

Pause & Resume

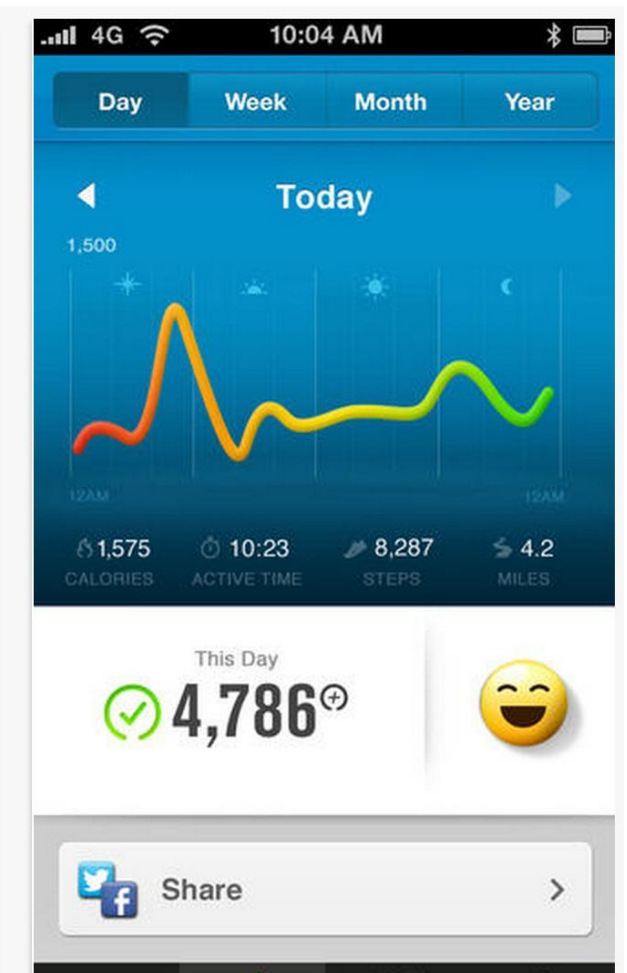
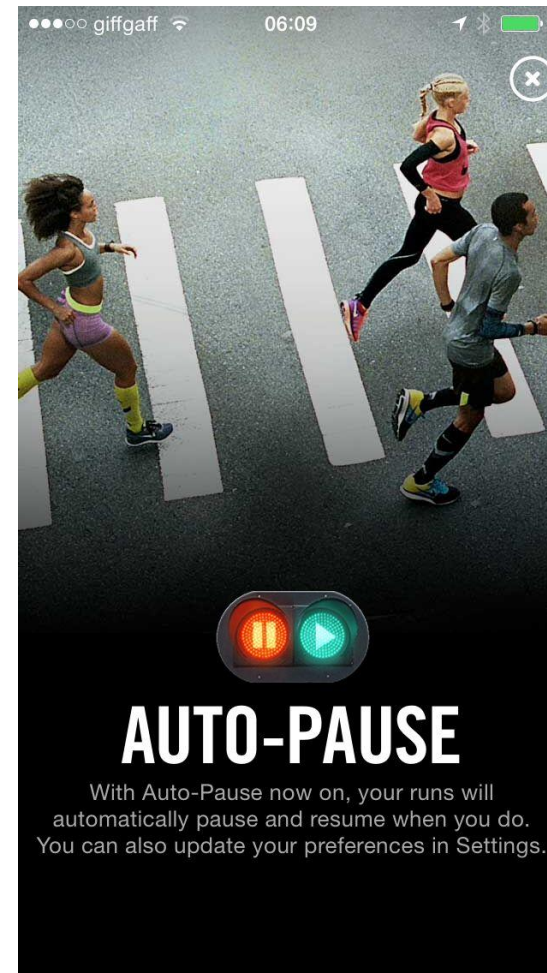
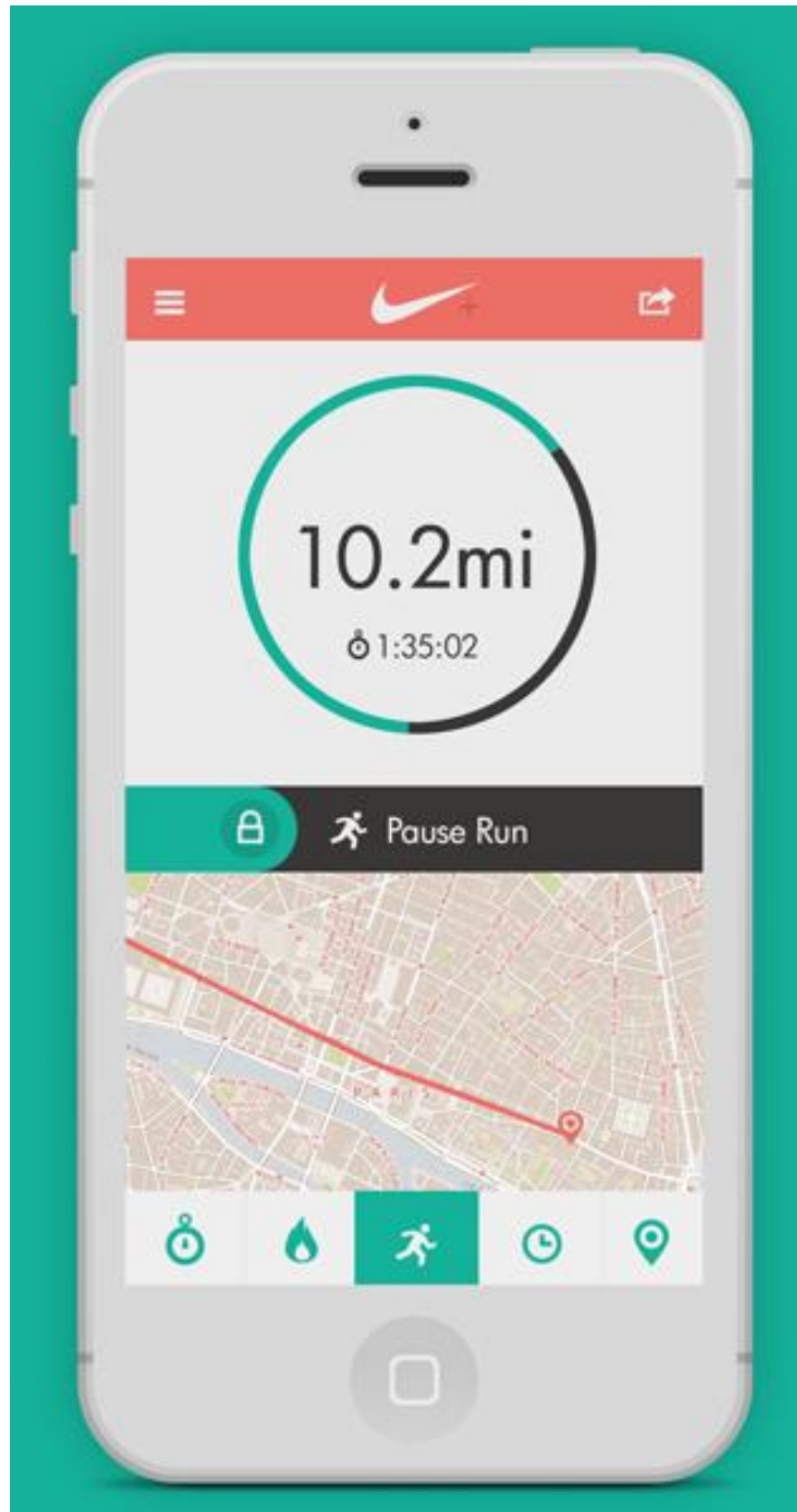
Summary

- Summary as sentences (You are on an upgrade journey) with option to change or add details



Pause & Resume

Nike Run

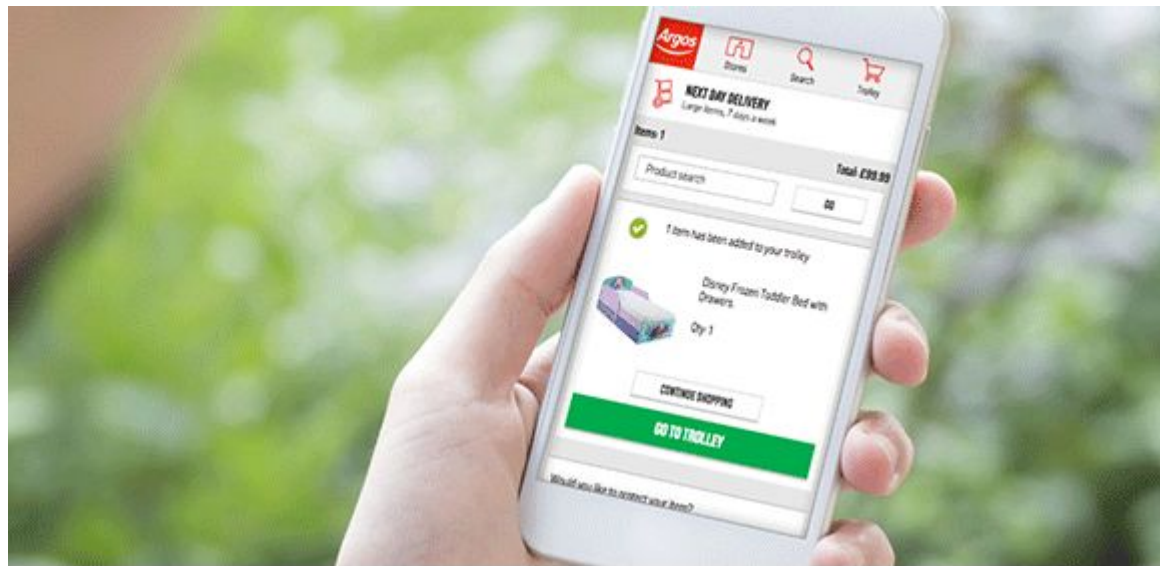


Pause & Resume

Argos



- Super easy and seamless pause and resume (click and collect)
- Personalise experience by letting customer choose random name / nickname for pick up

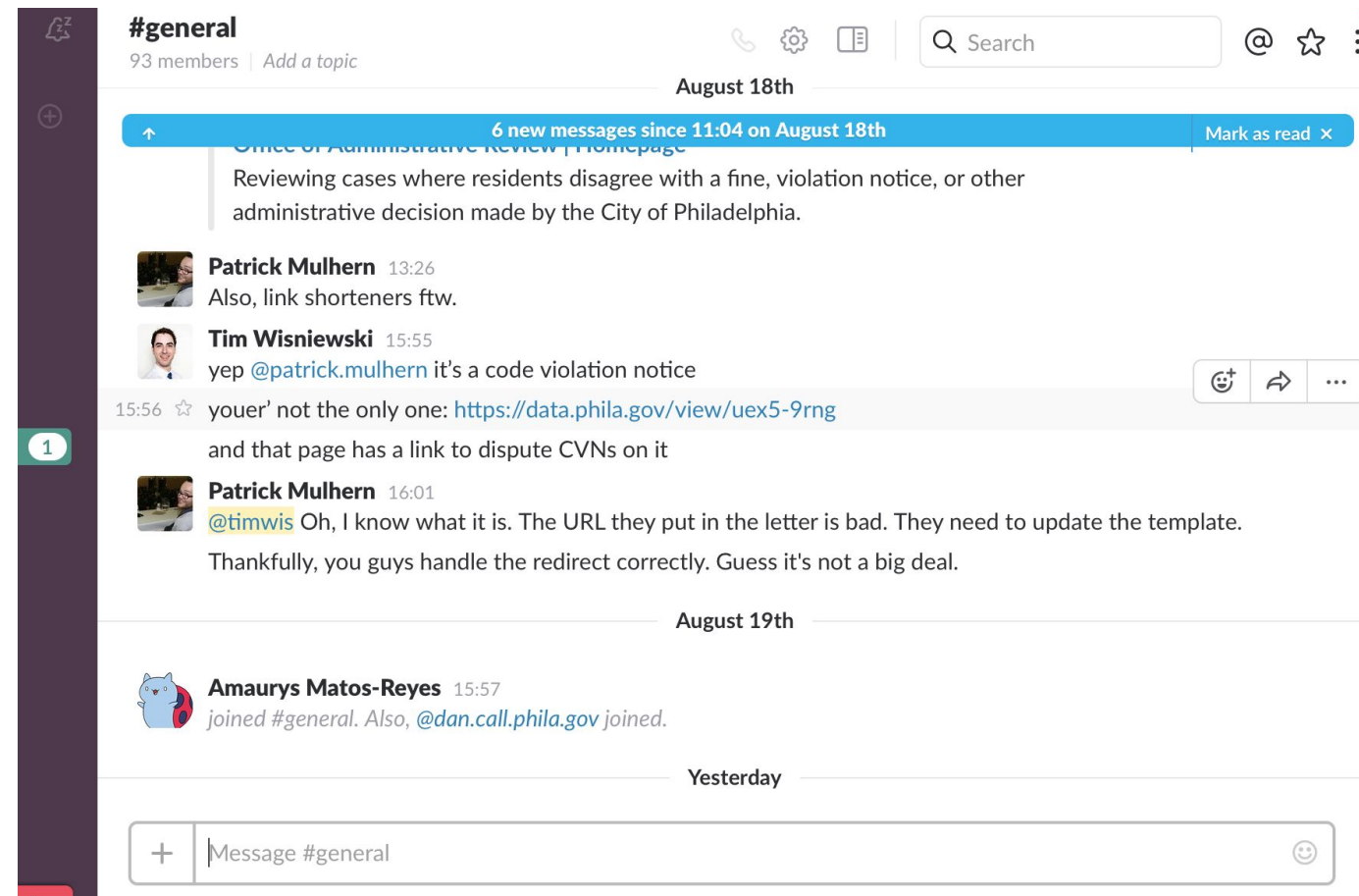


RESERVE ONLINE FOR FREE, PICK UP IN-STORE

You can also reserve by calling 0345 640 1010
with the catalogue number, and store number

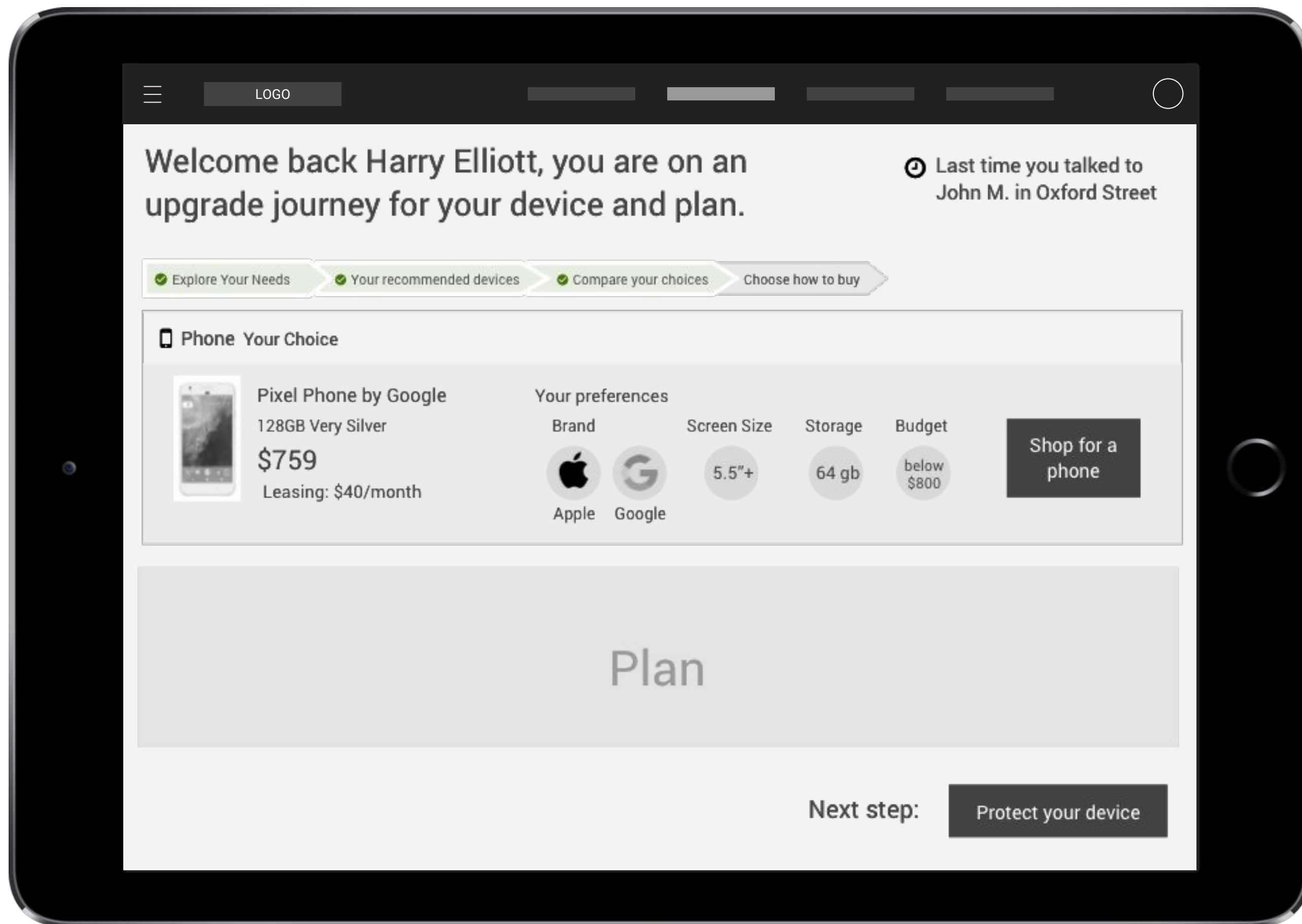
Pause & Resume

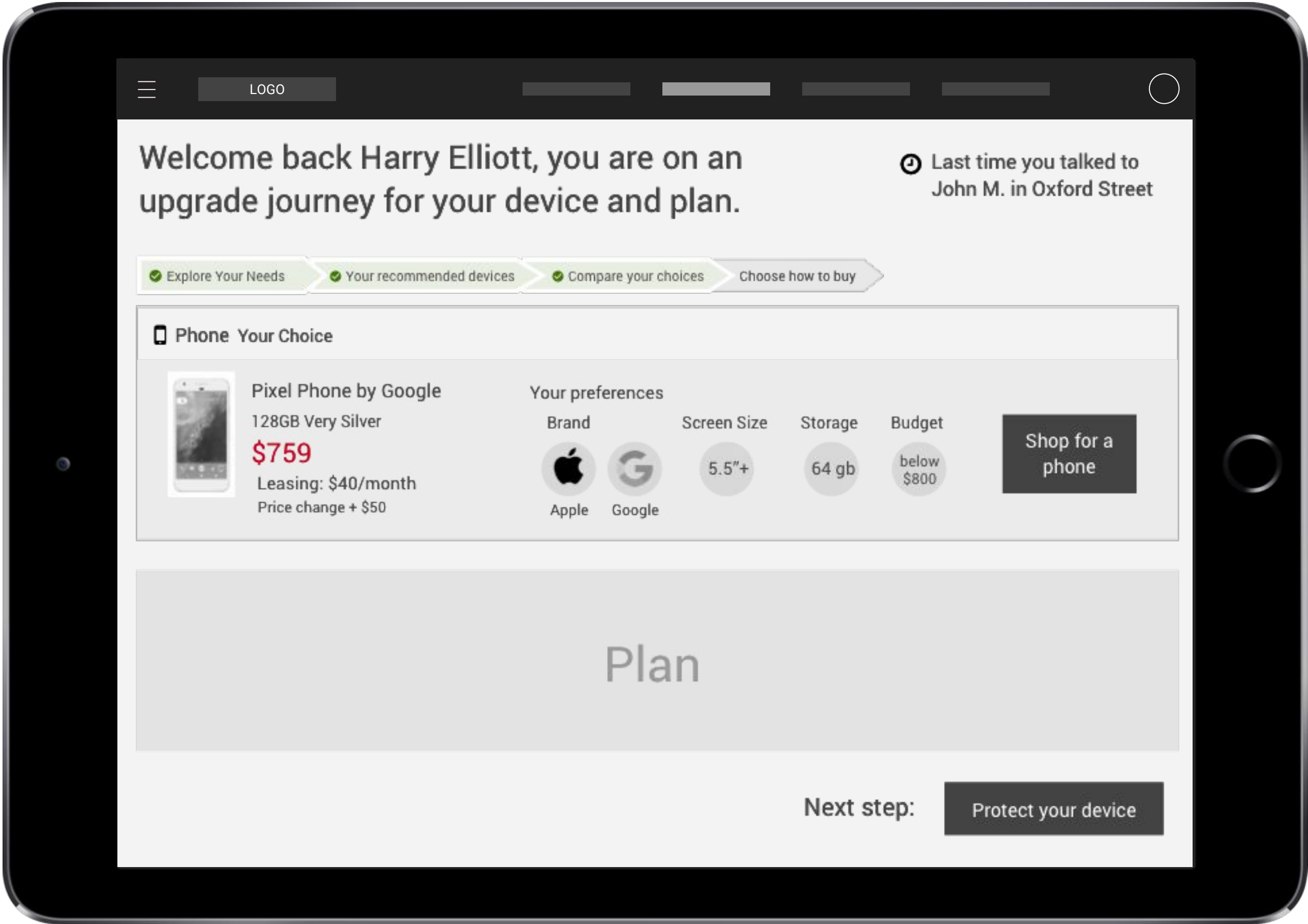
Slack / Whatsapp

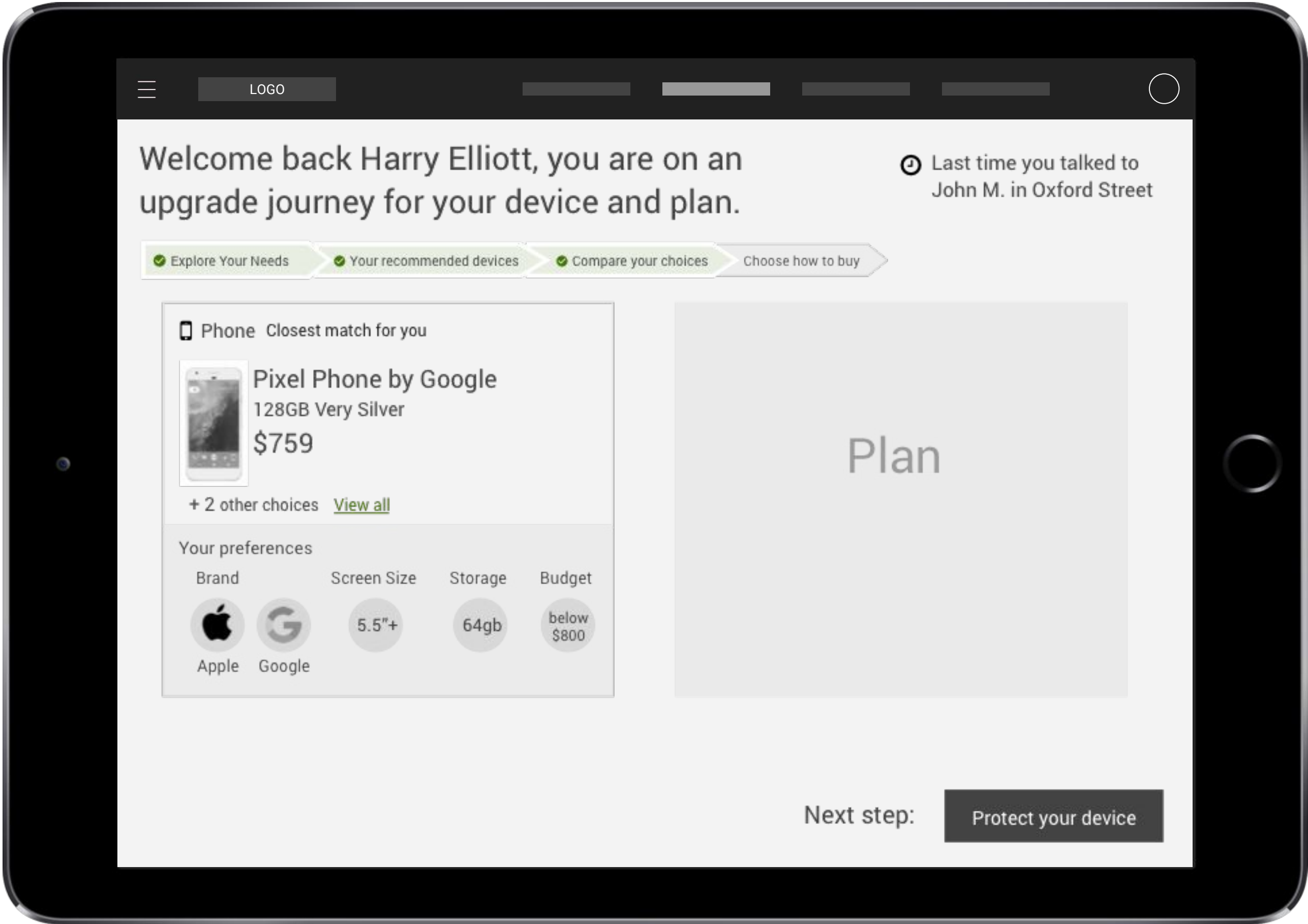


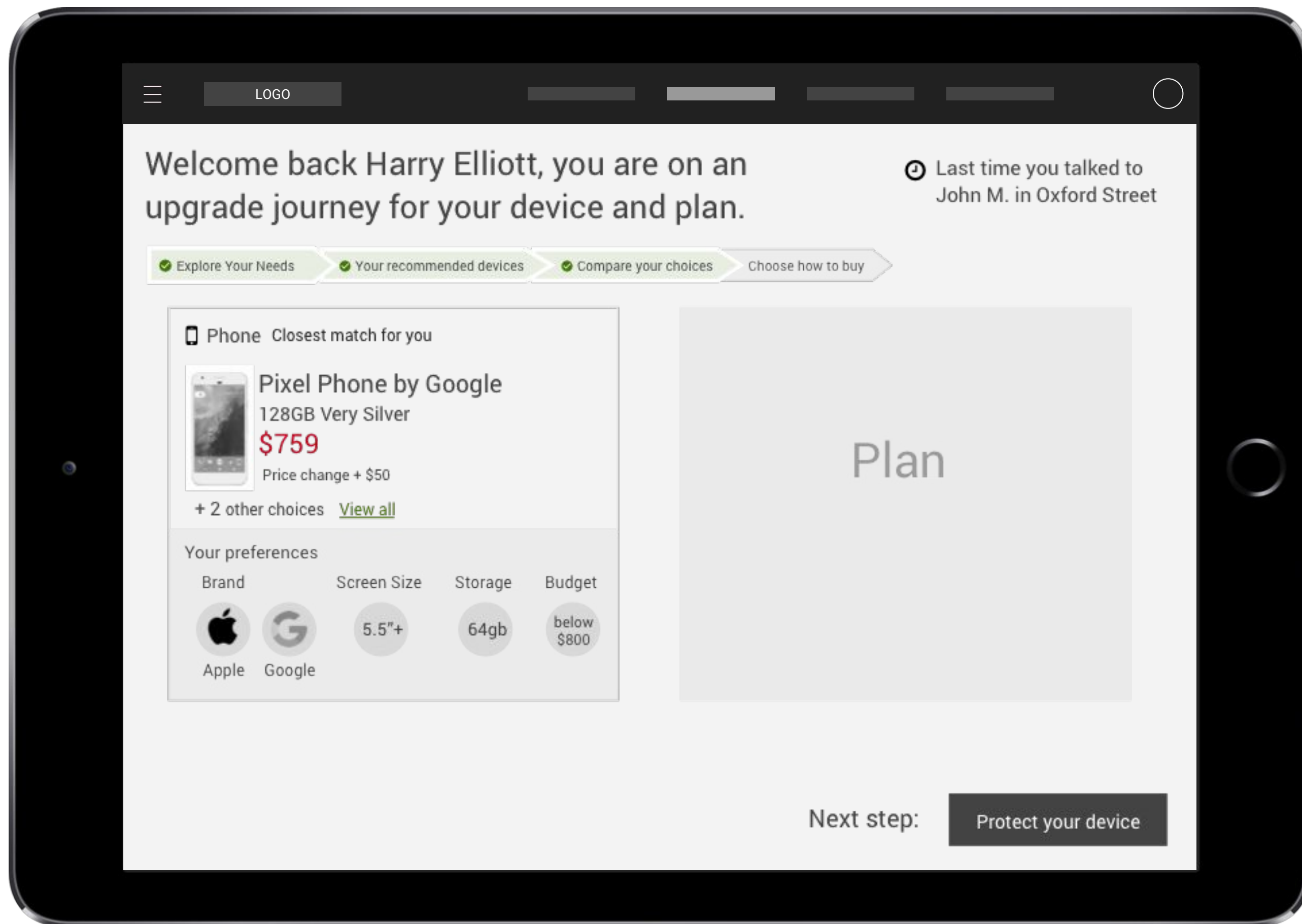
- Unread messages (resumes experience and same screen but let's you know that stuff has changed or has been updated since)

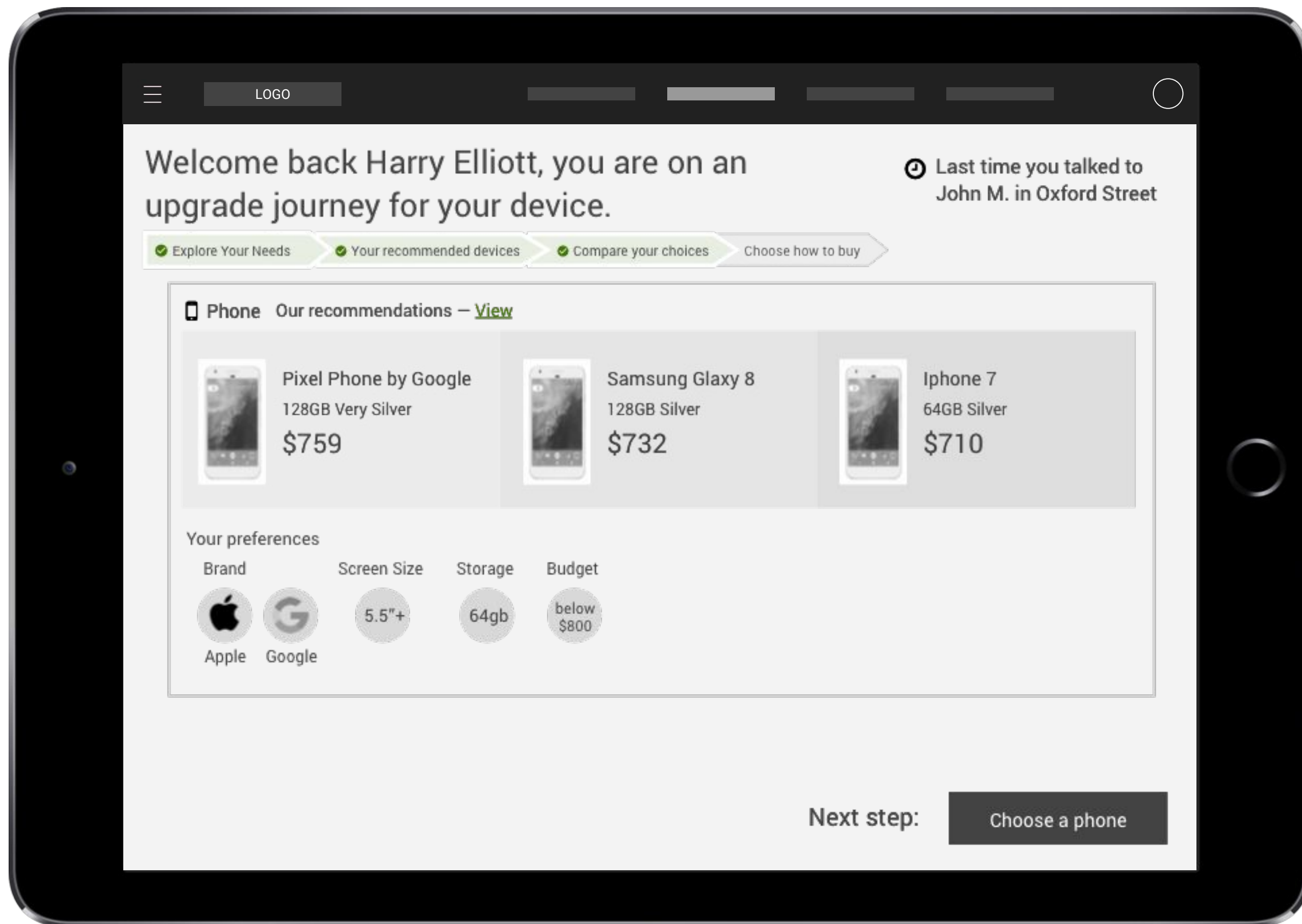
UNUSED

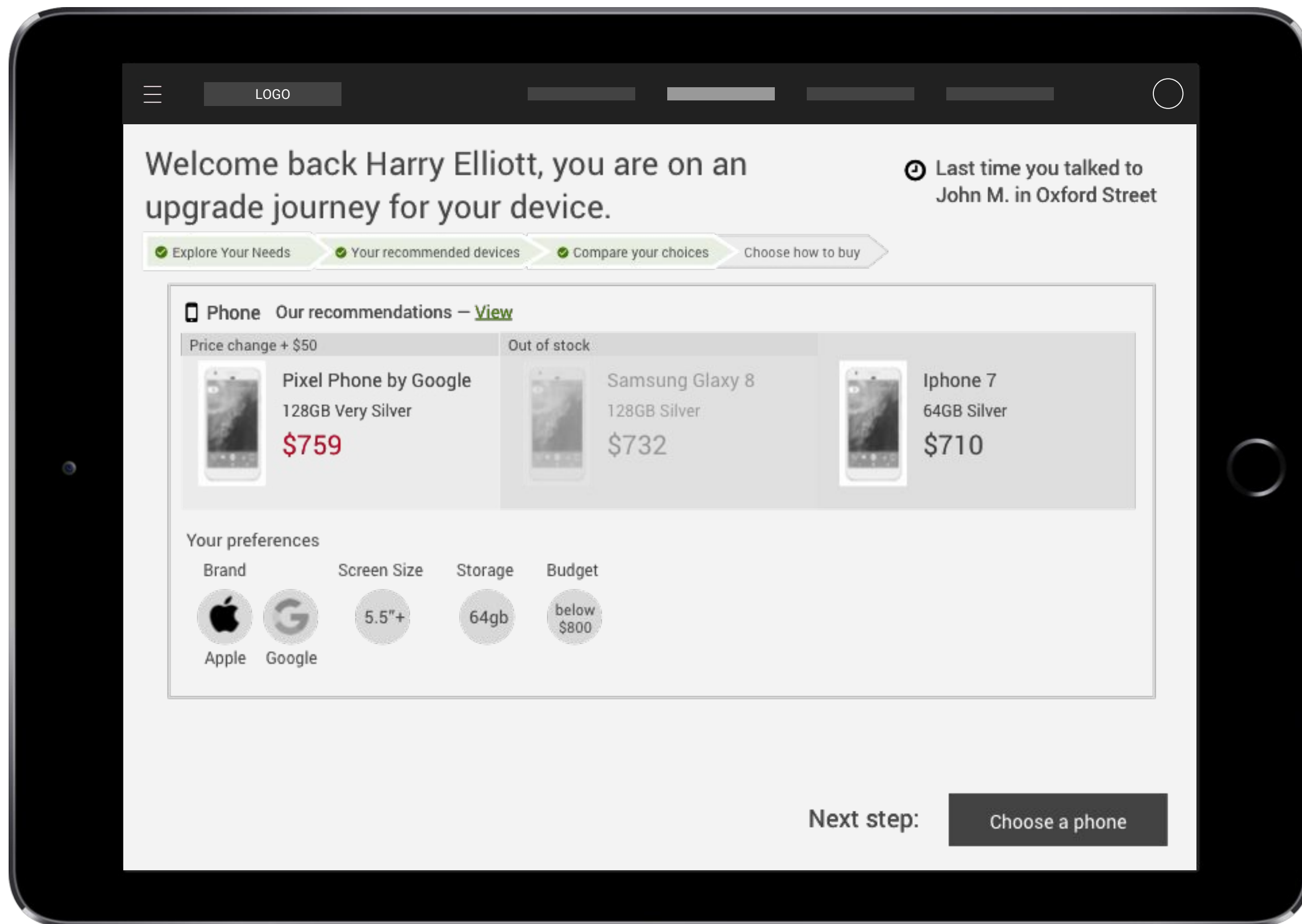


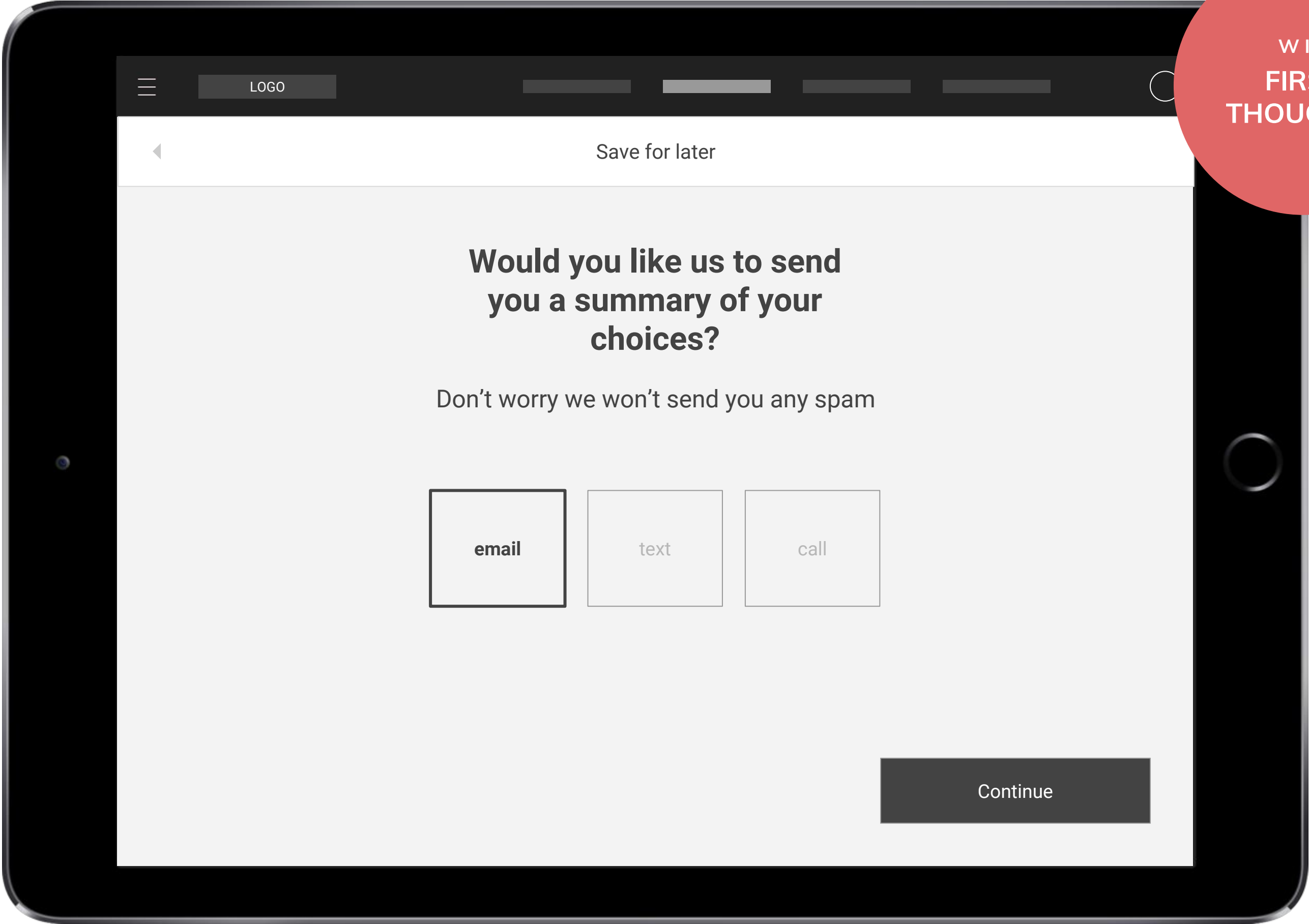




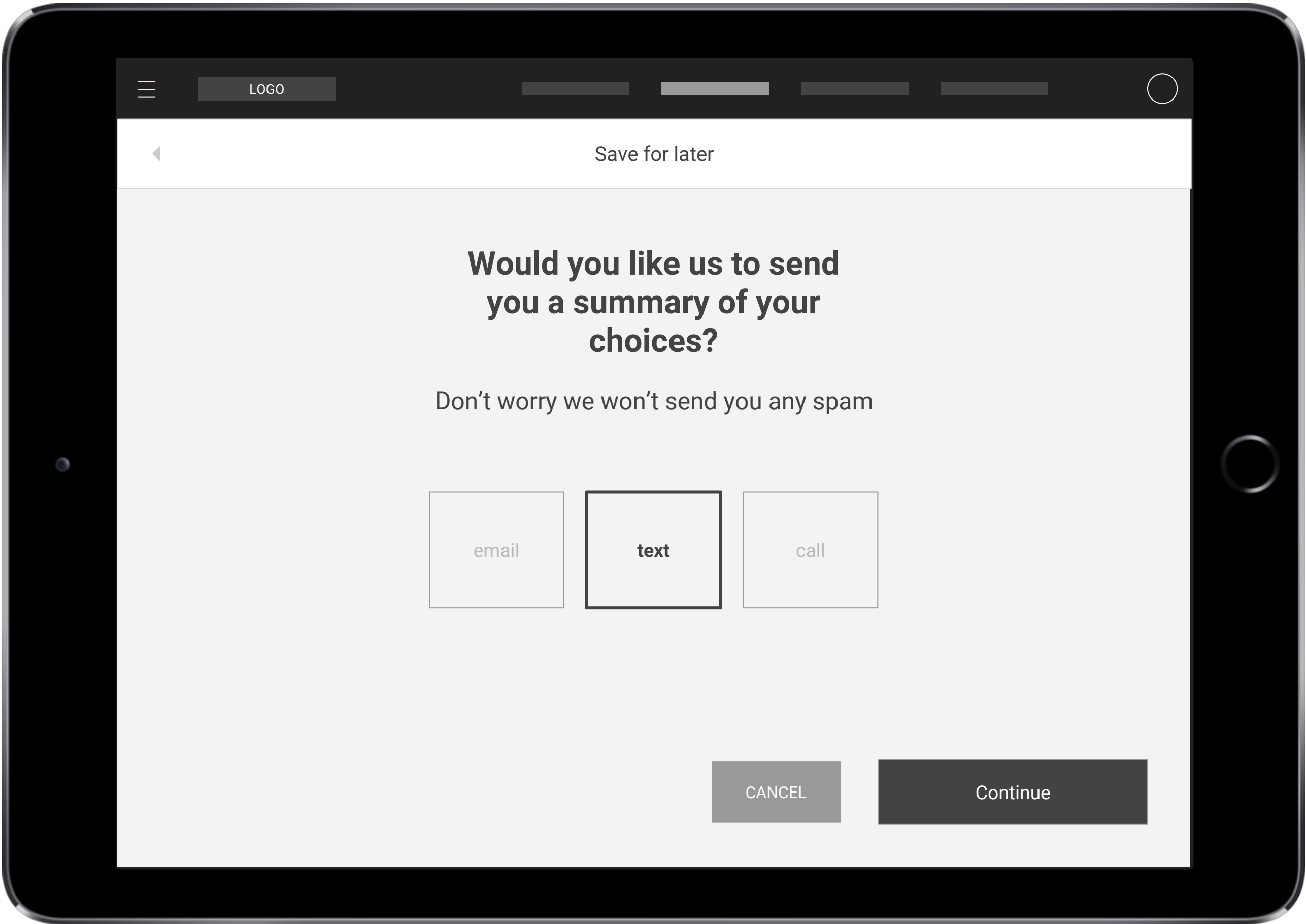


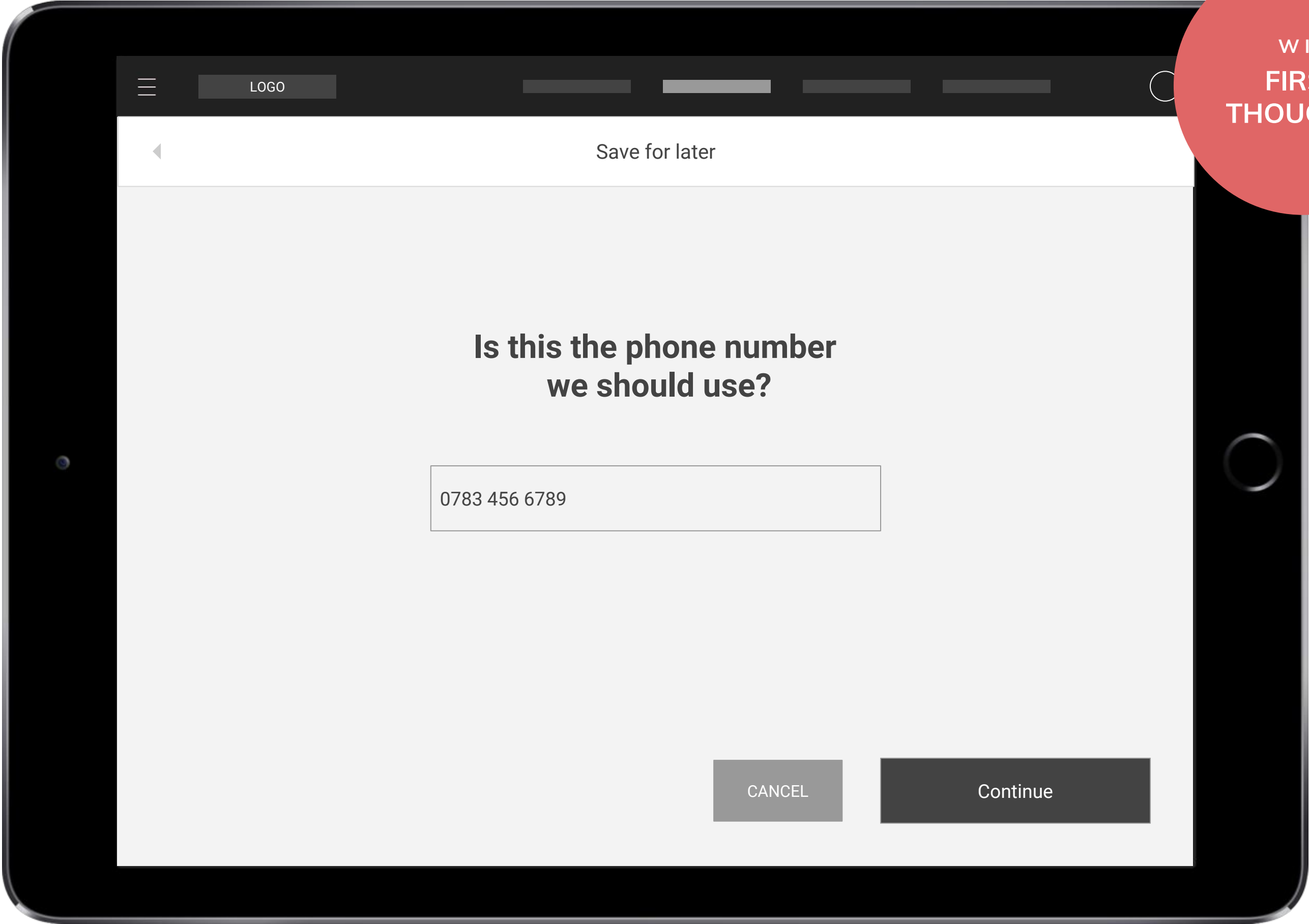




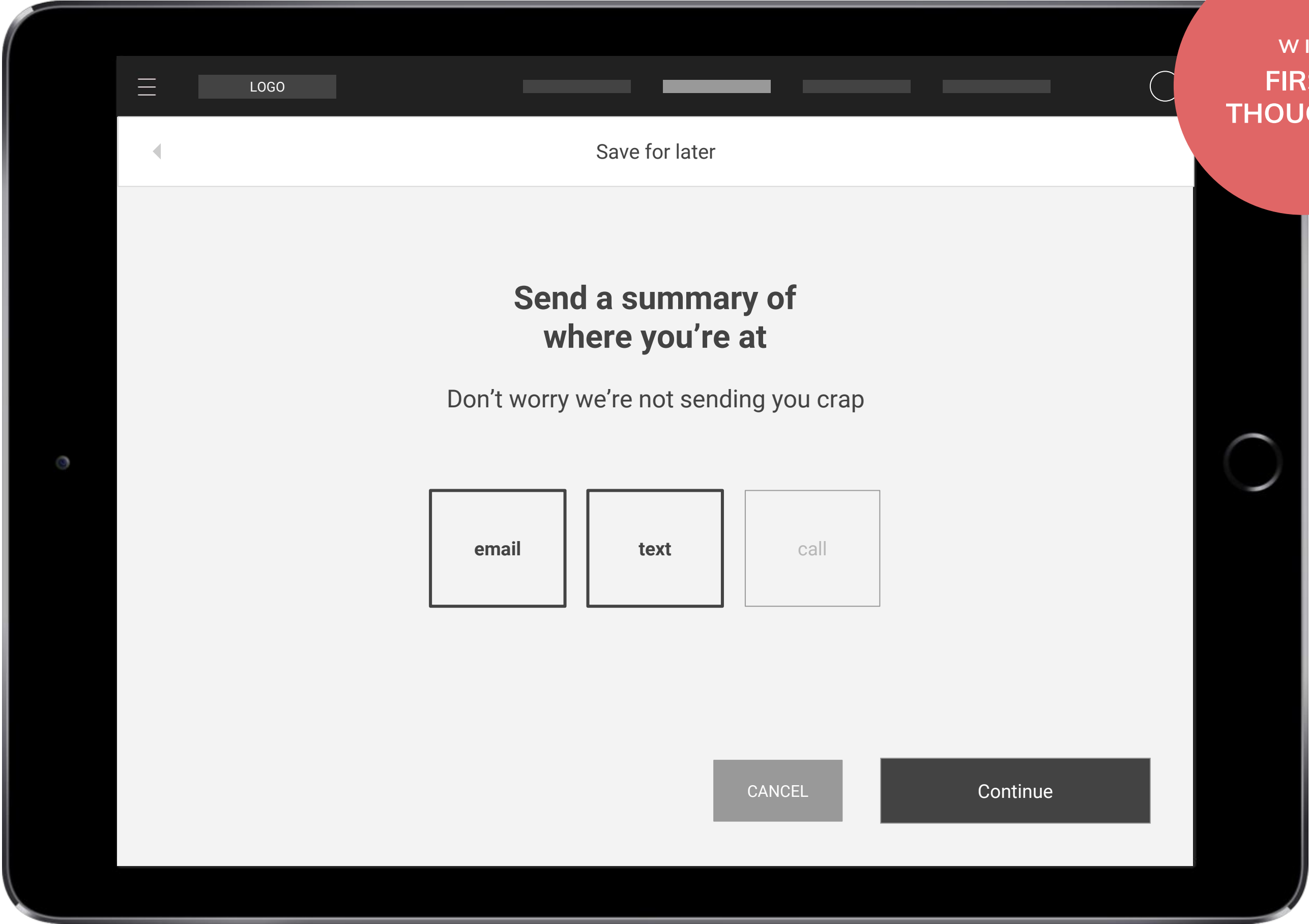


WIP
FIRST
THOUGHTS

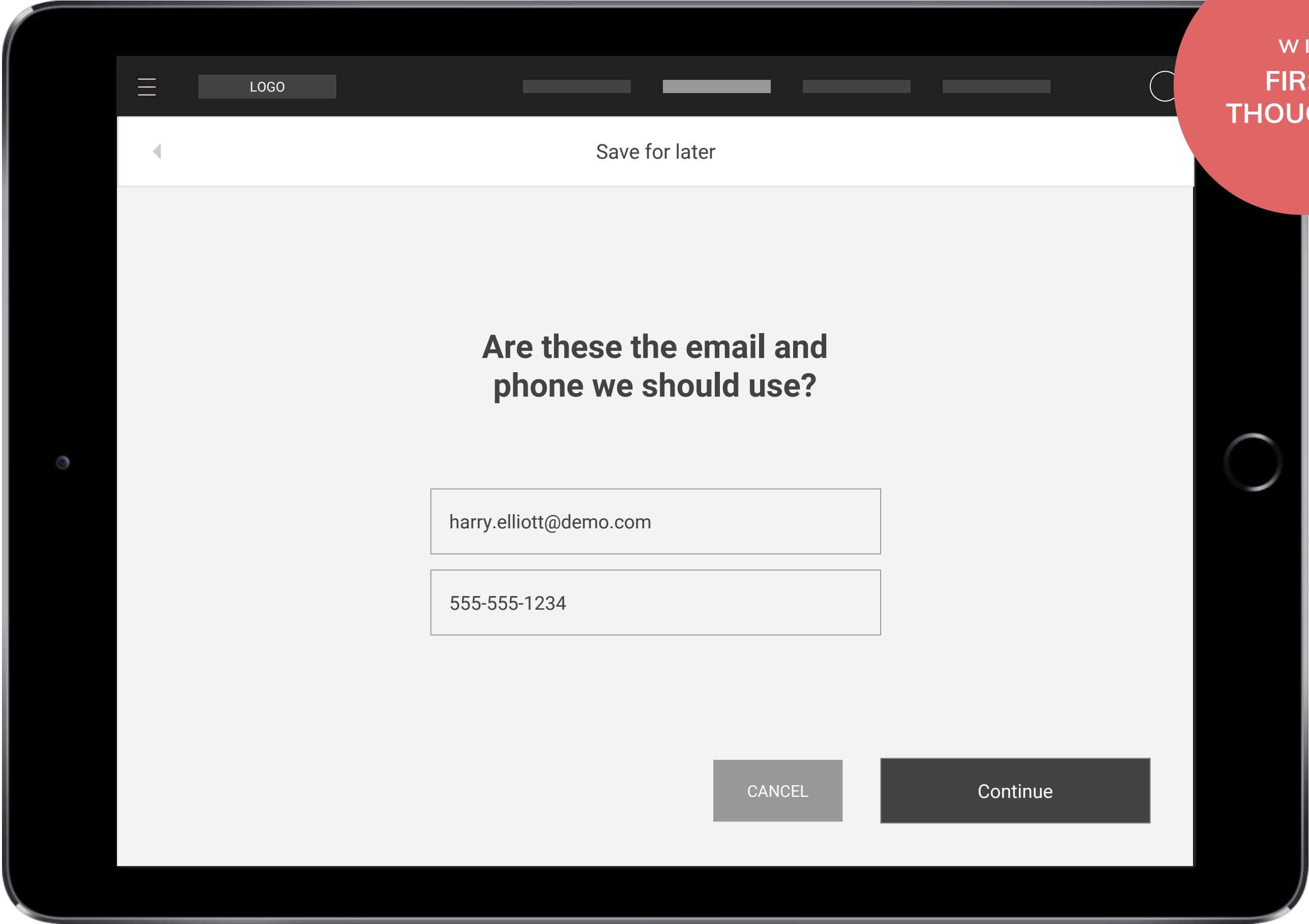




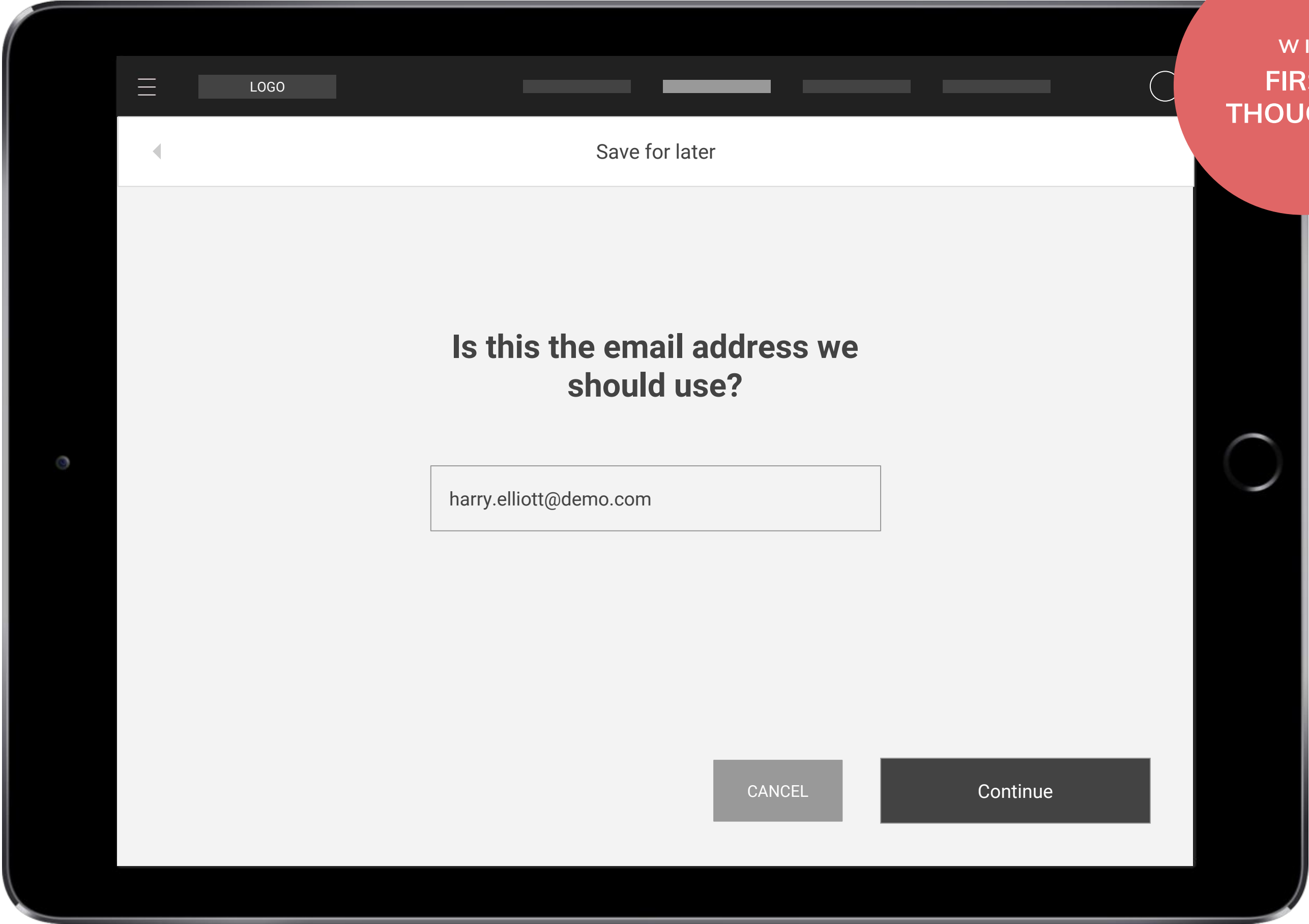
WIP
FIRST
THOUGHTS



WIP
FIRST
THOUGHTS



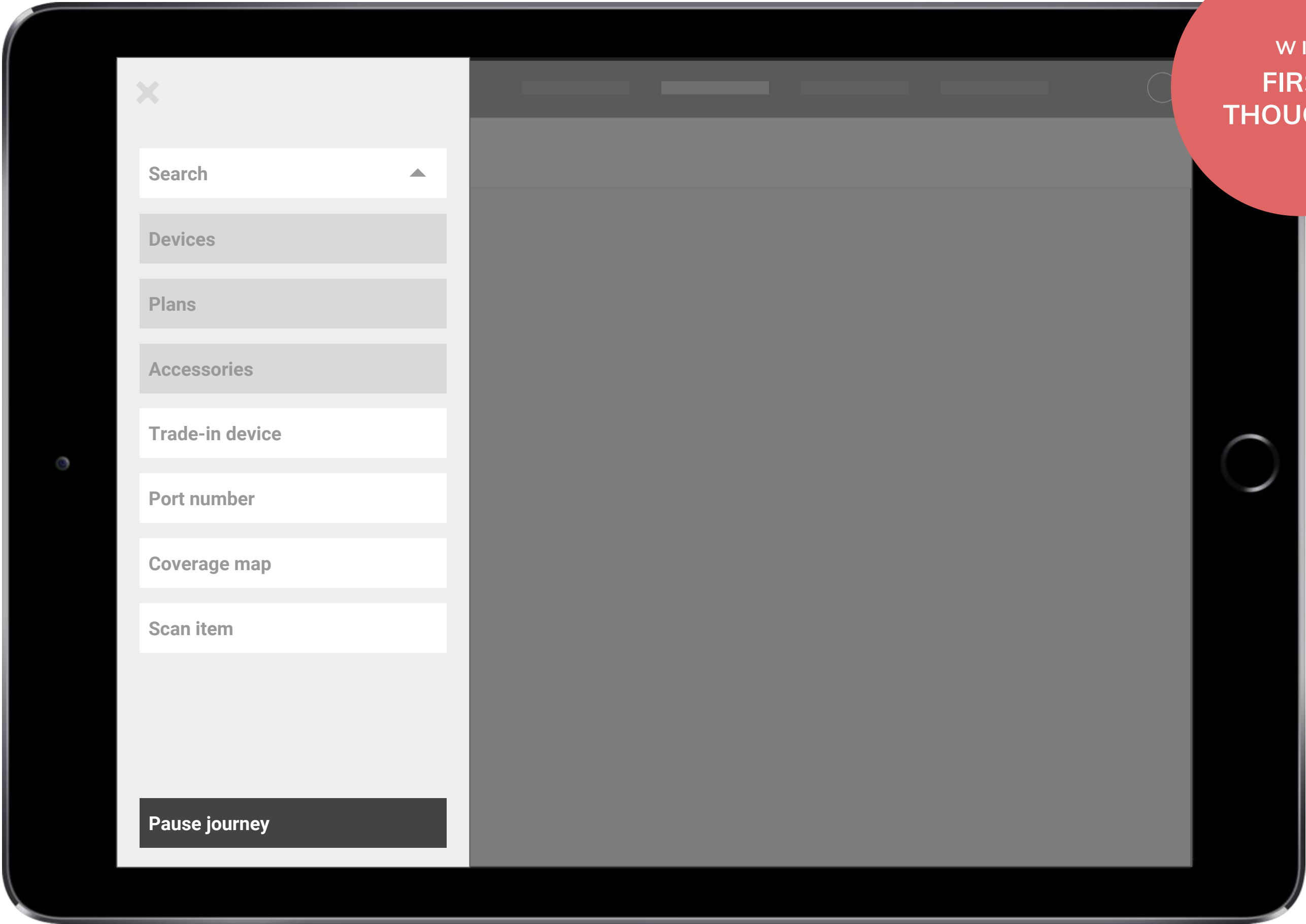
WIP
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THOUGHTS



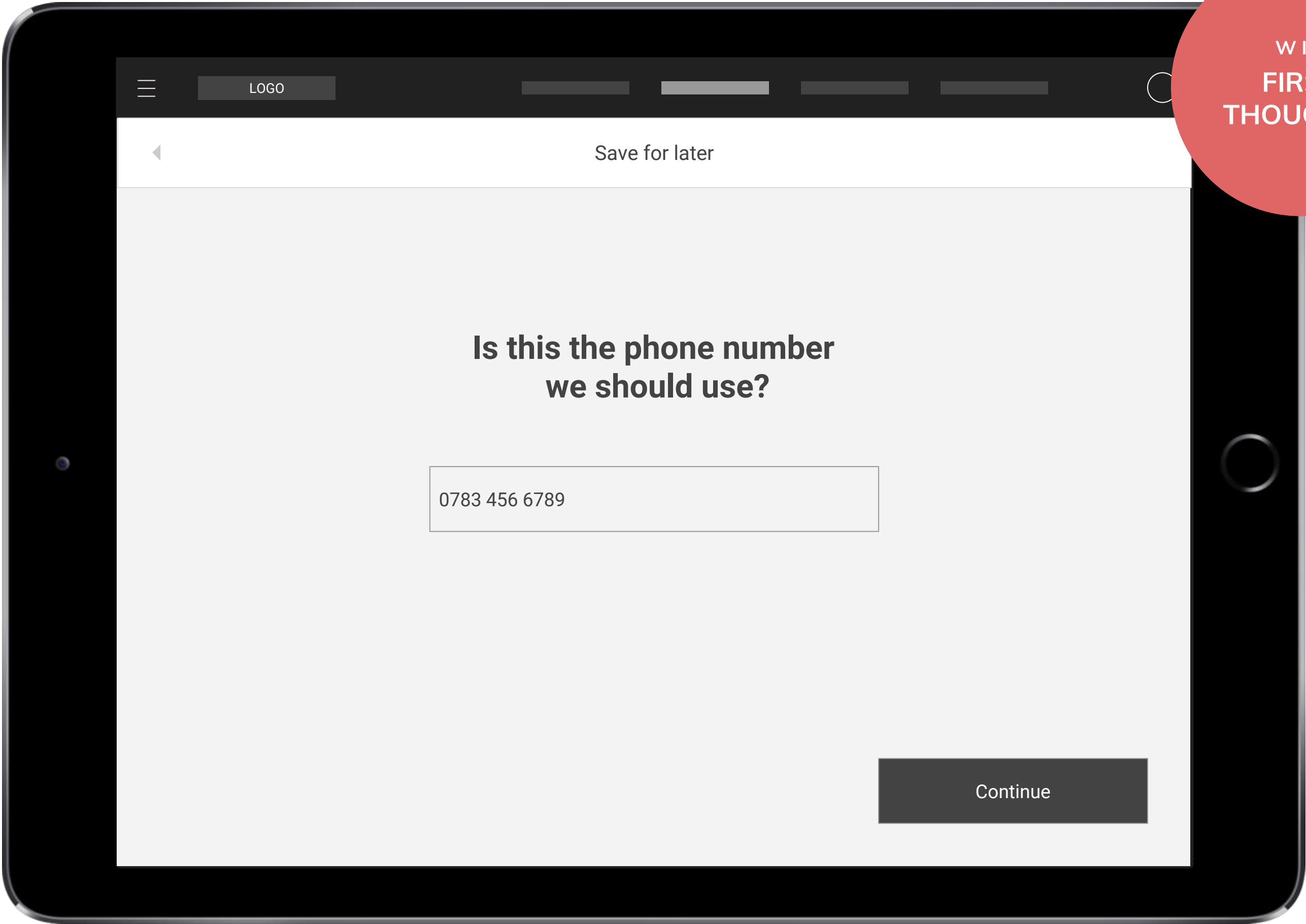
WIP
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THOUGHTS

M A R K 2

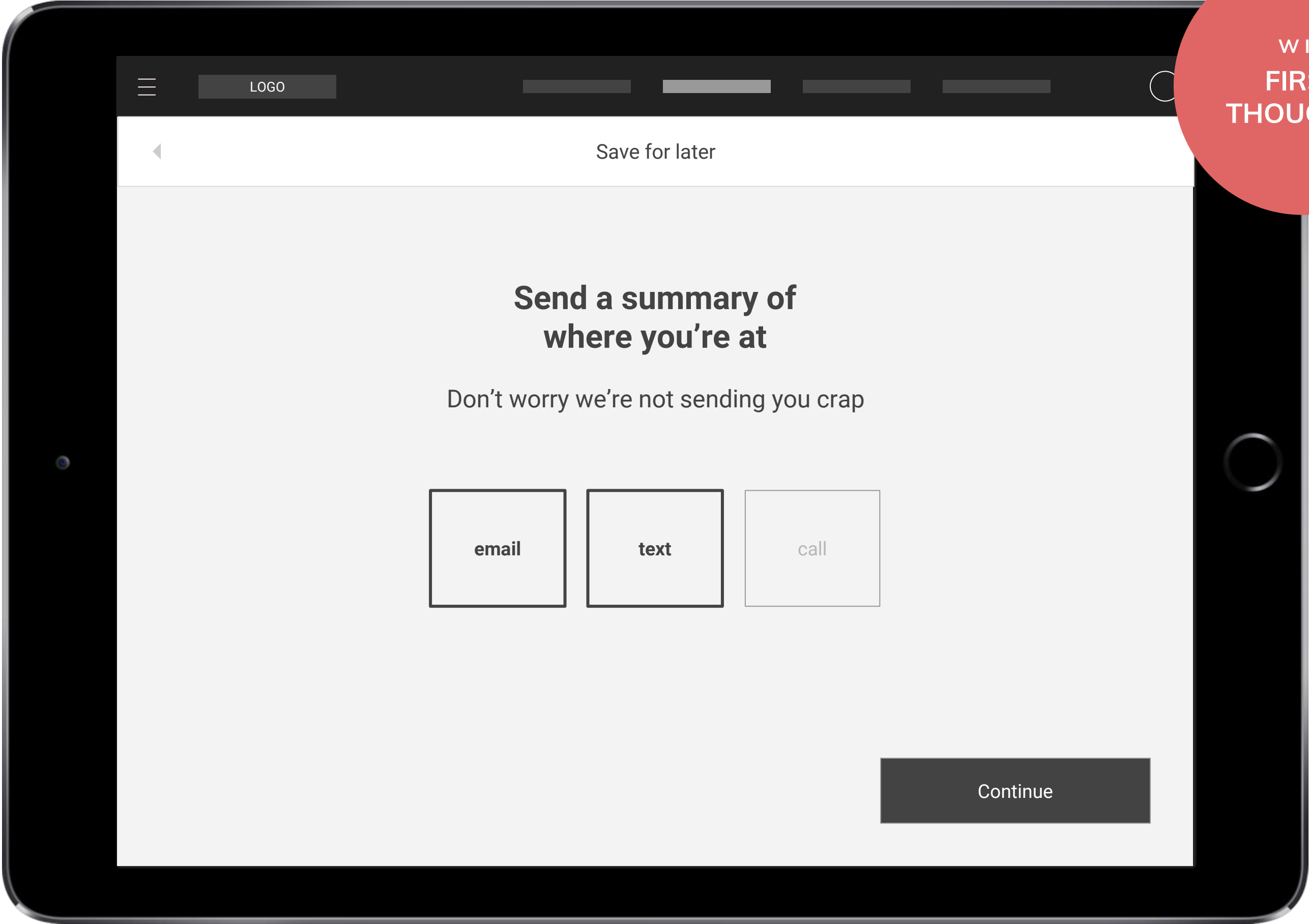
New customer
Pause journey



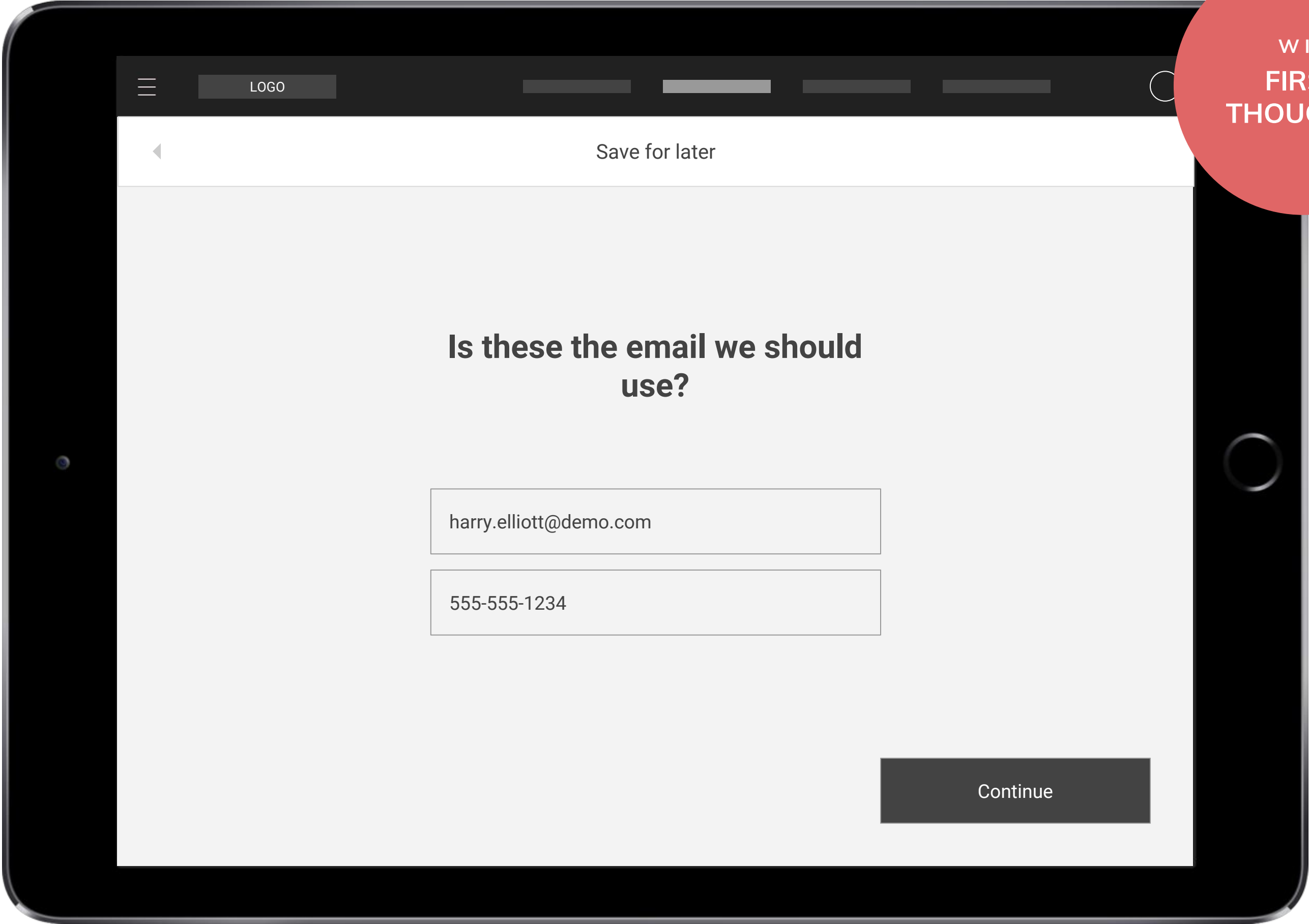
WIP
FIRST
THOUGHTS



WIP
FIRST
THOUGHTS

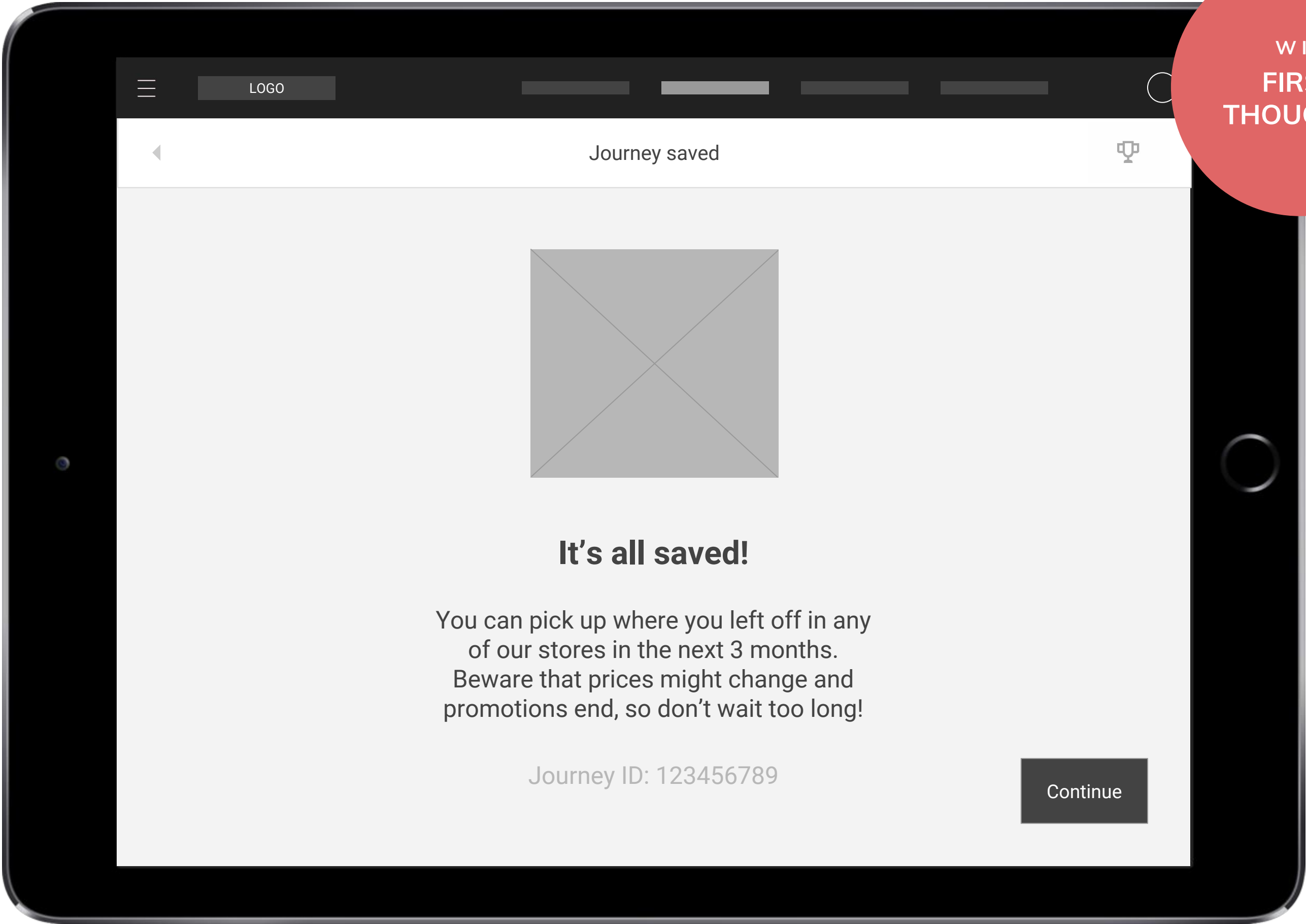


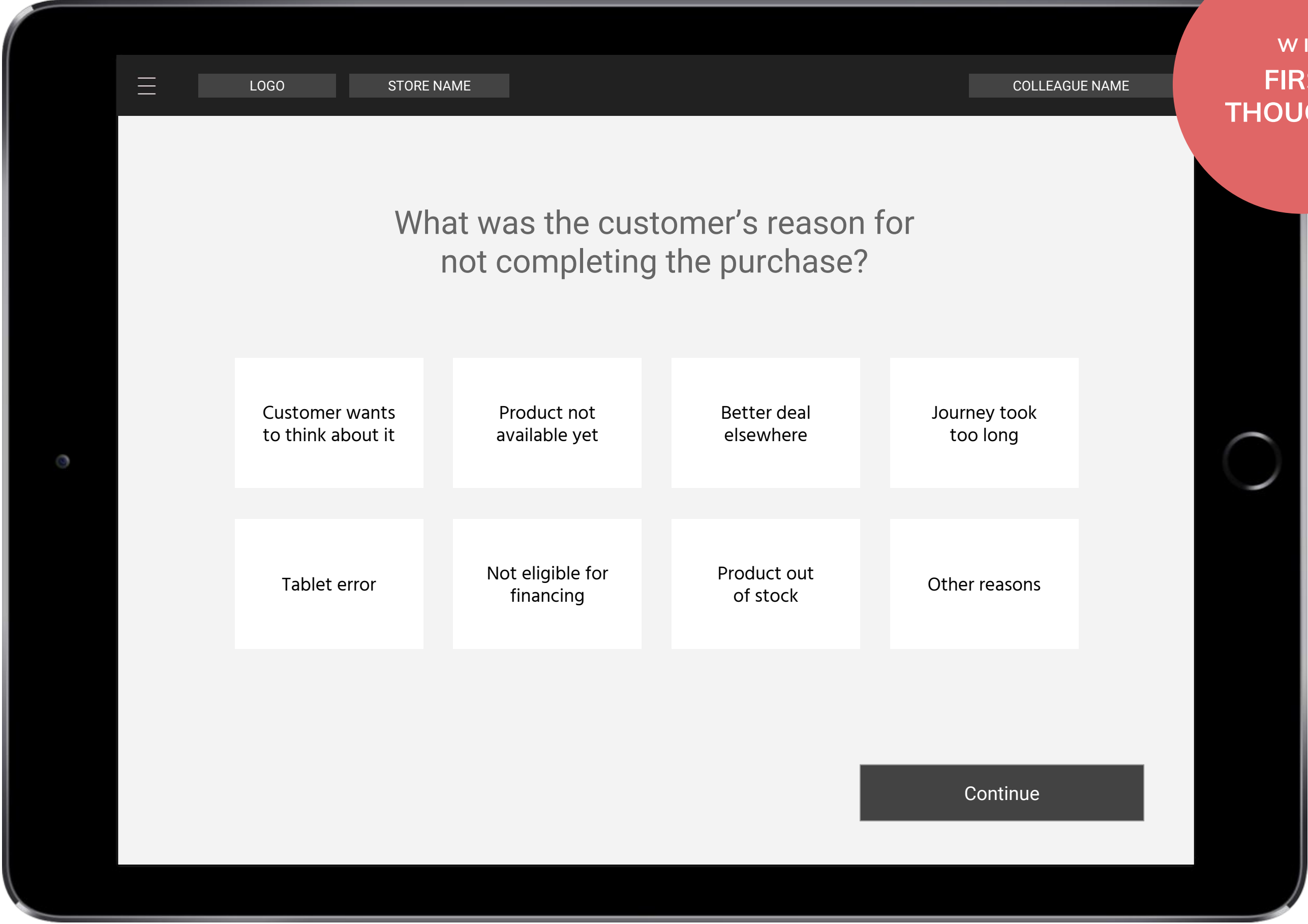
WIP
FIRST
THOUGHTS



WIP
FIRST
THOUGHTS

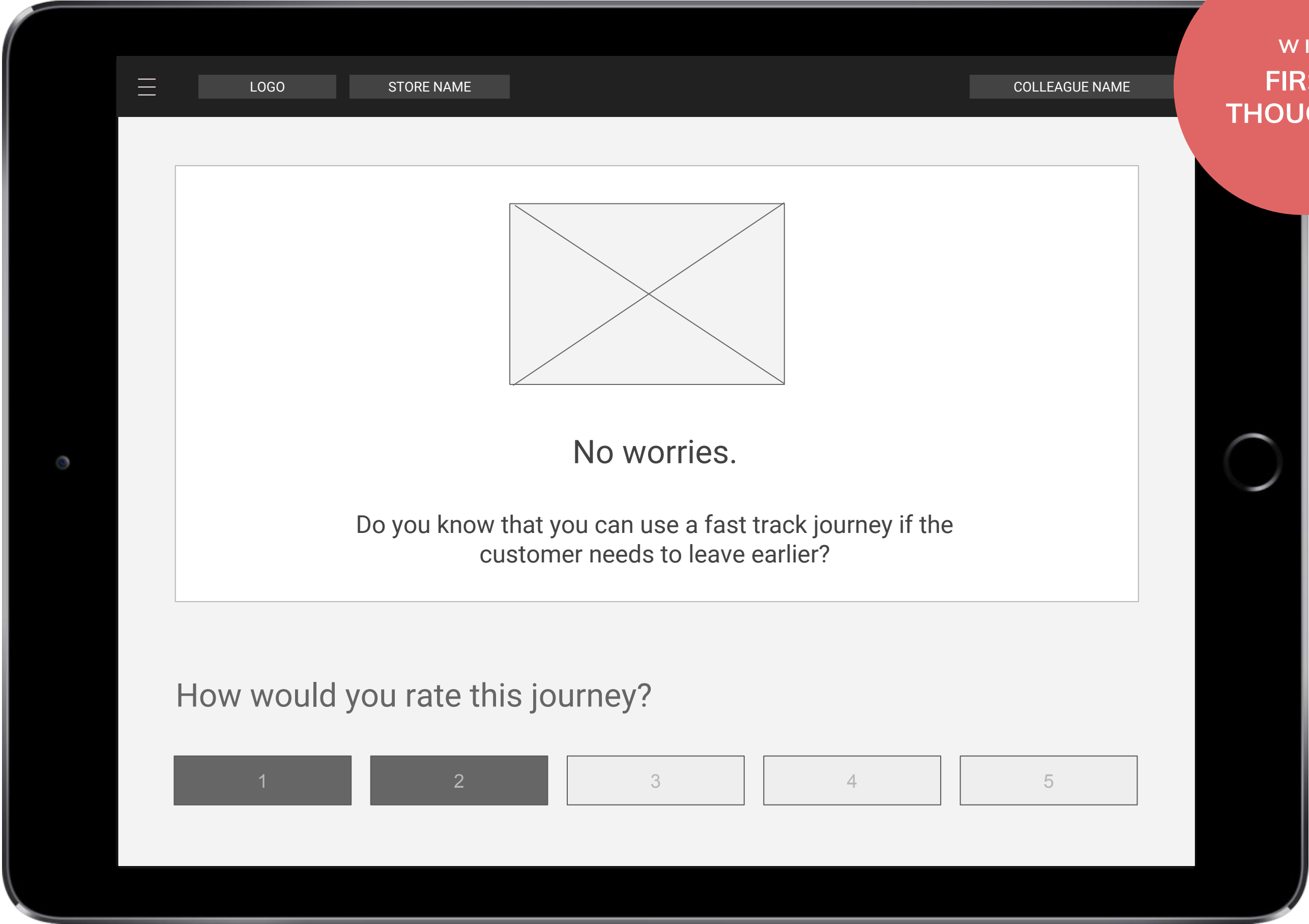
WIP
FIRST
THOUGHTS

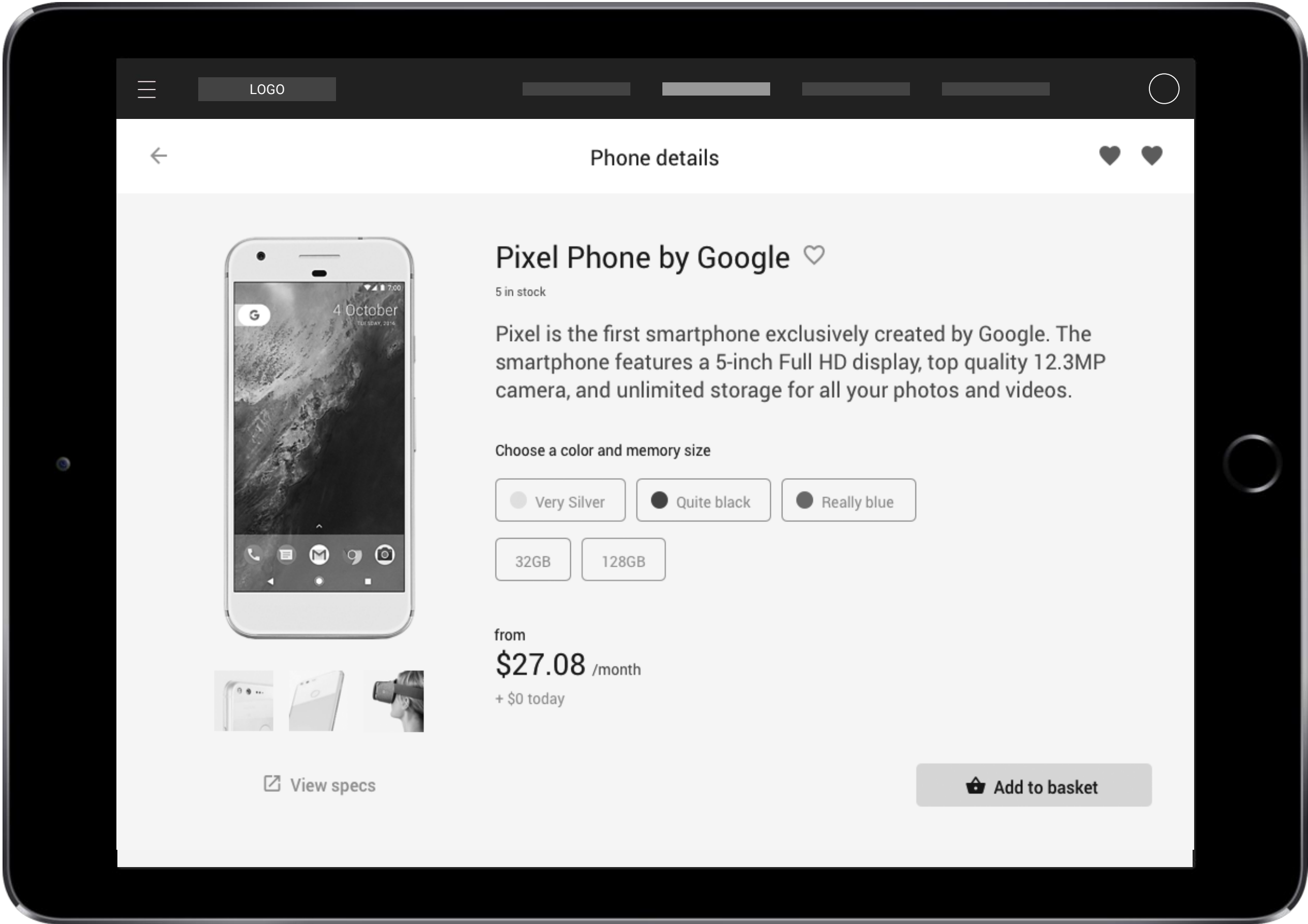


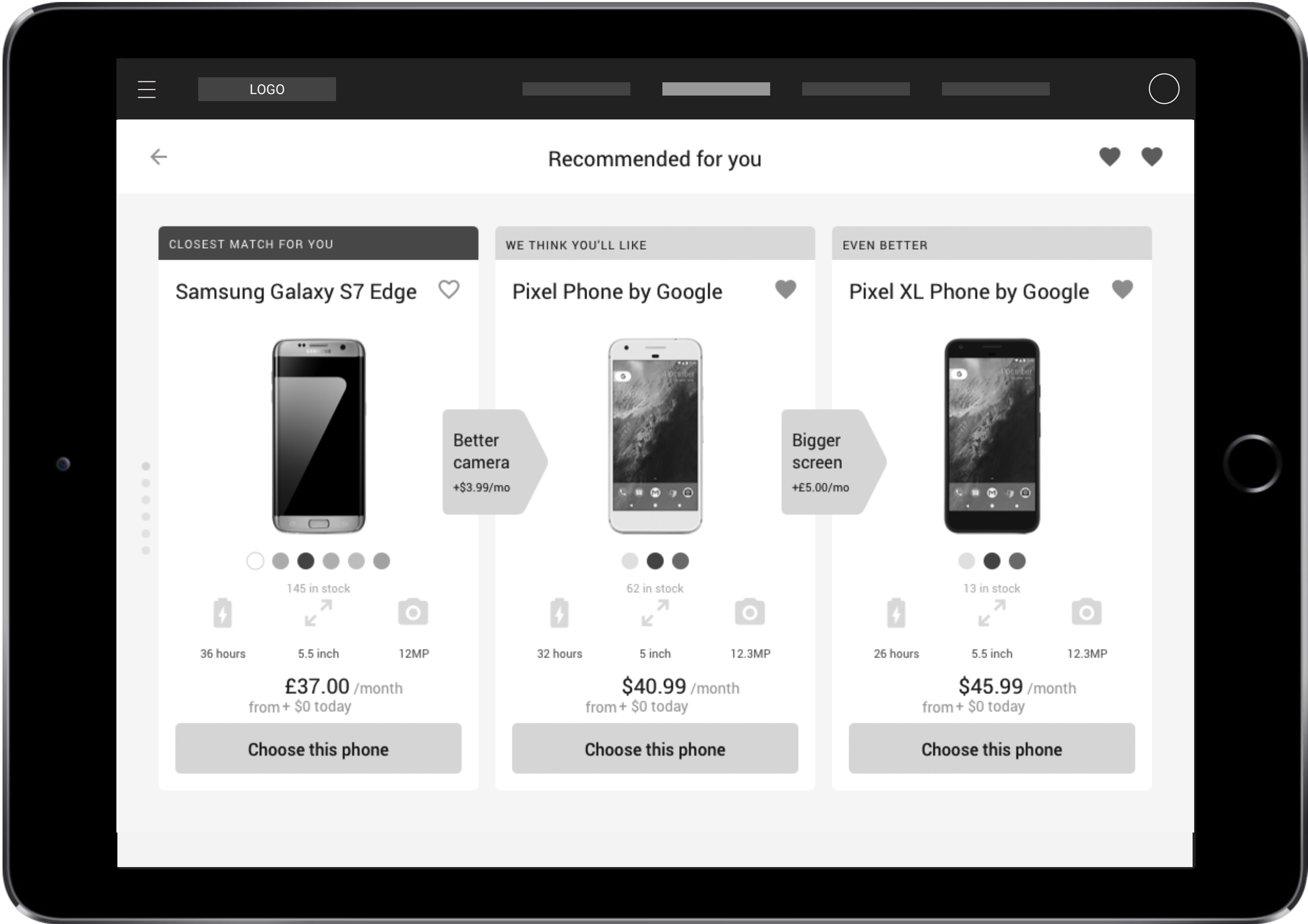


WIP
FIRST
THOUGHTS

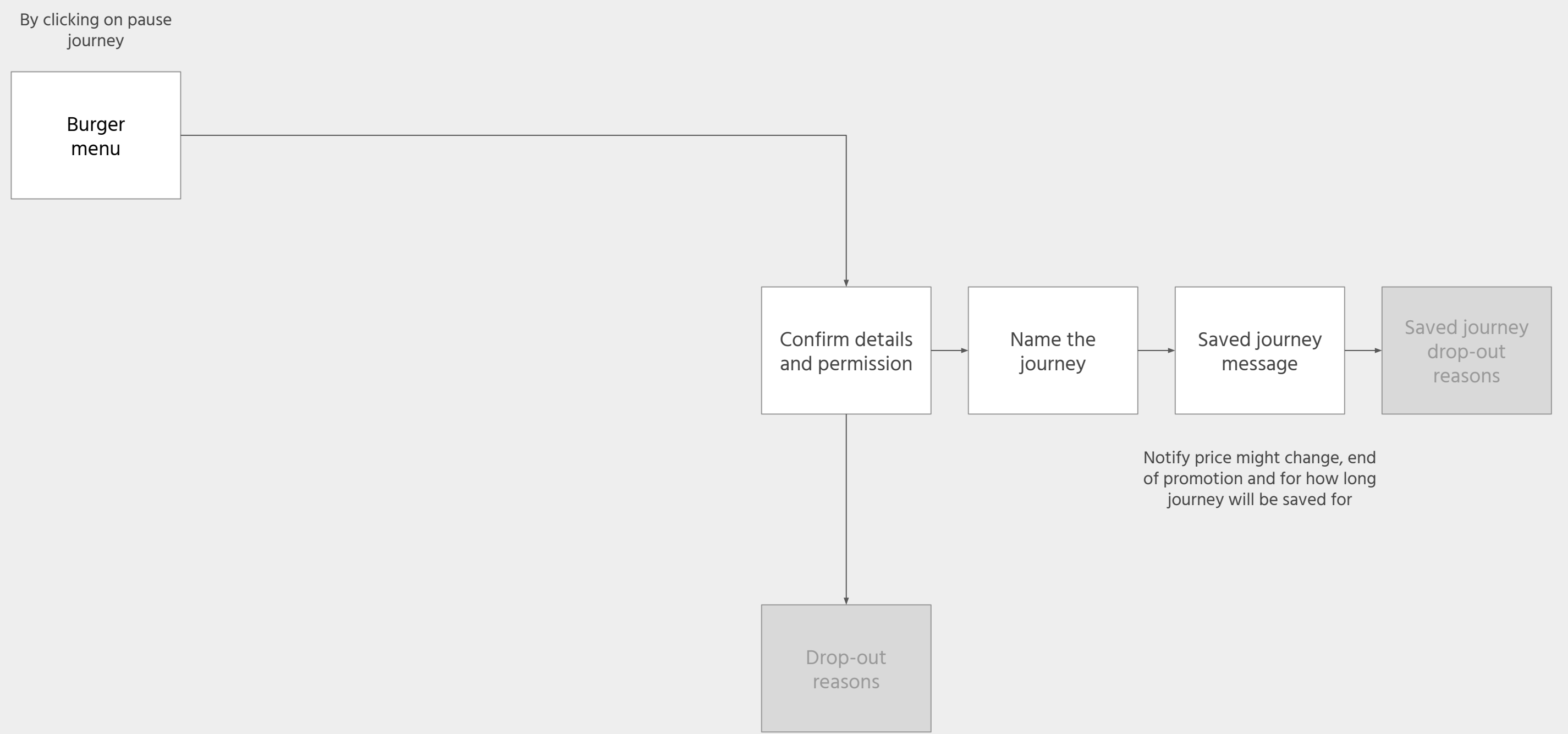
WIP
FIRST
THOUGHTS

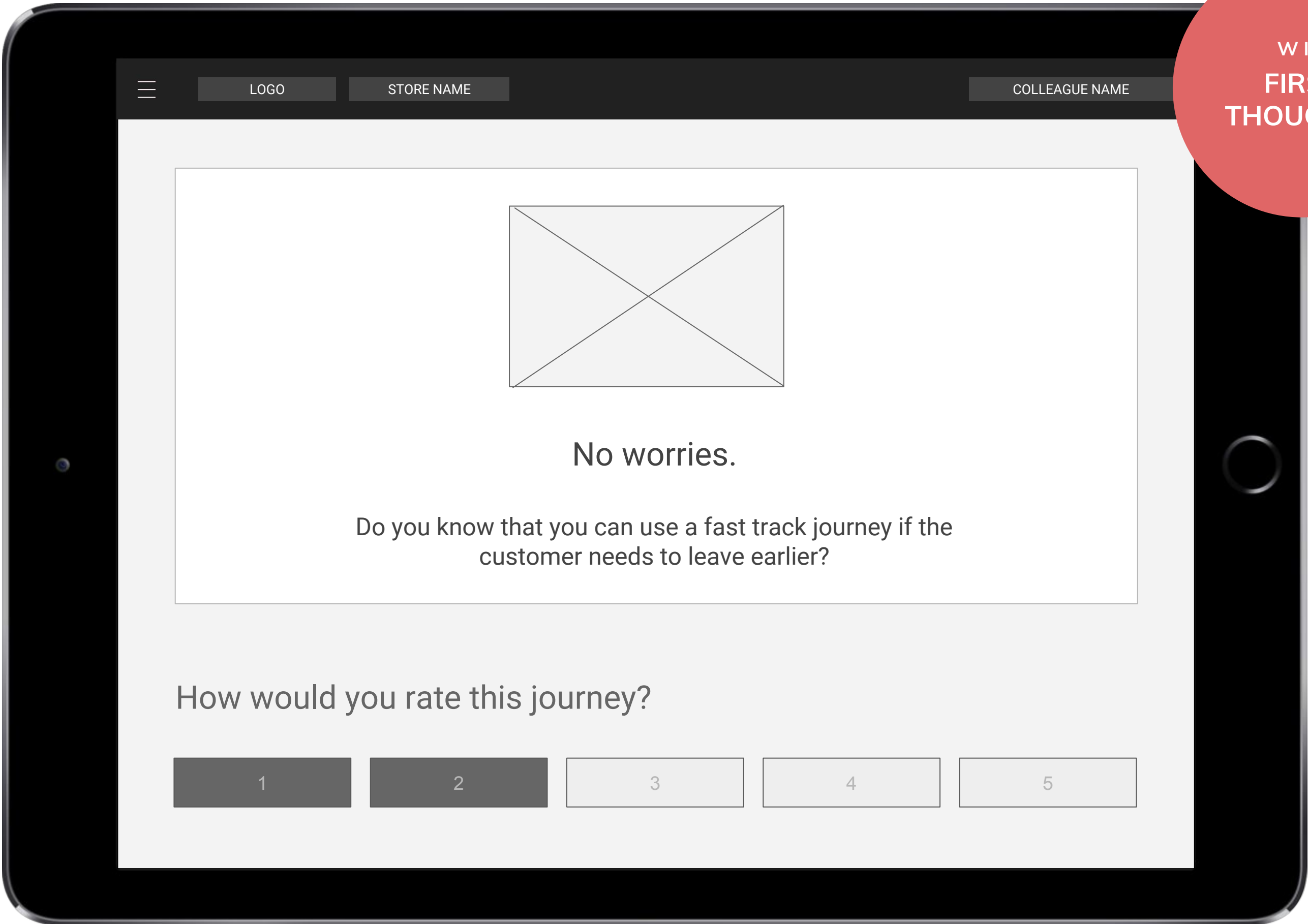






Pause journey (no restart button)





WIP
FIRST
THOUGHTS

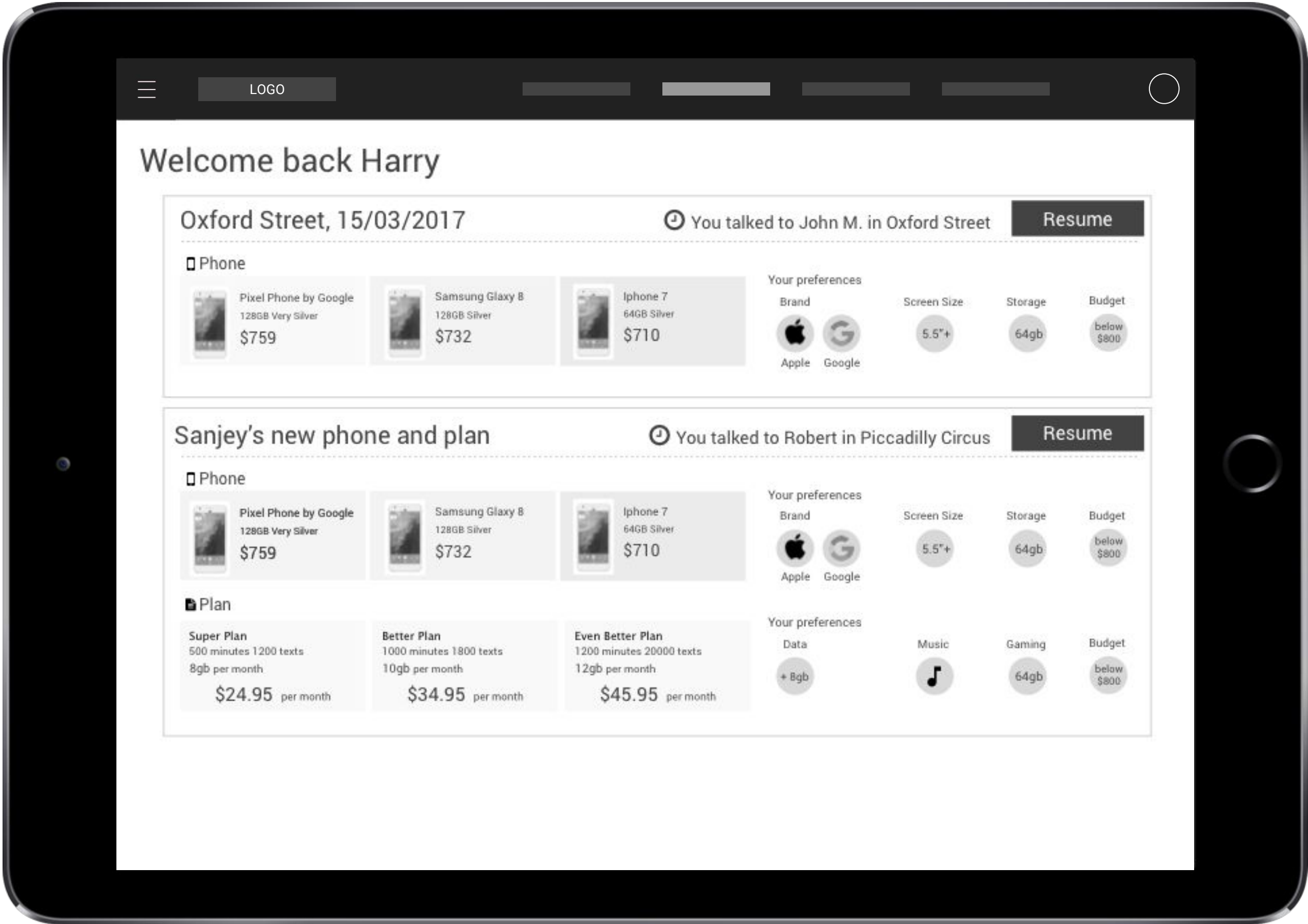
Pause & Resume

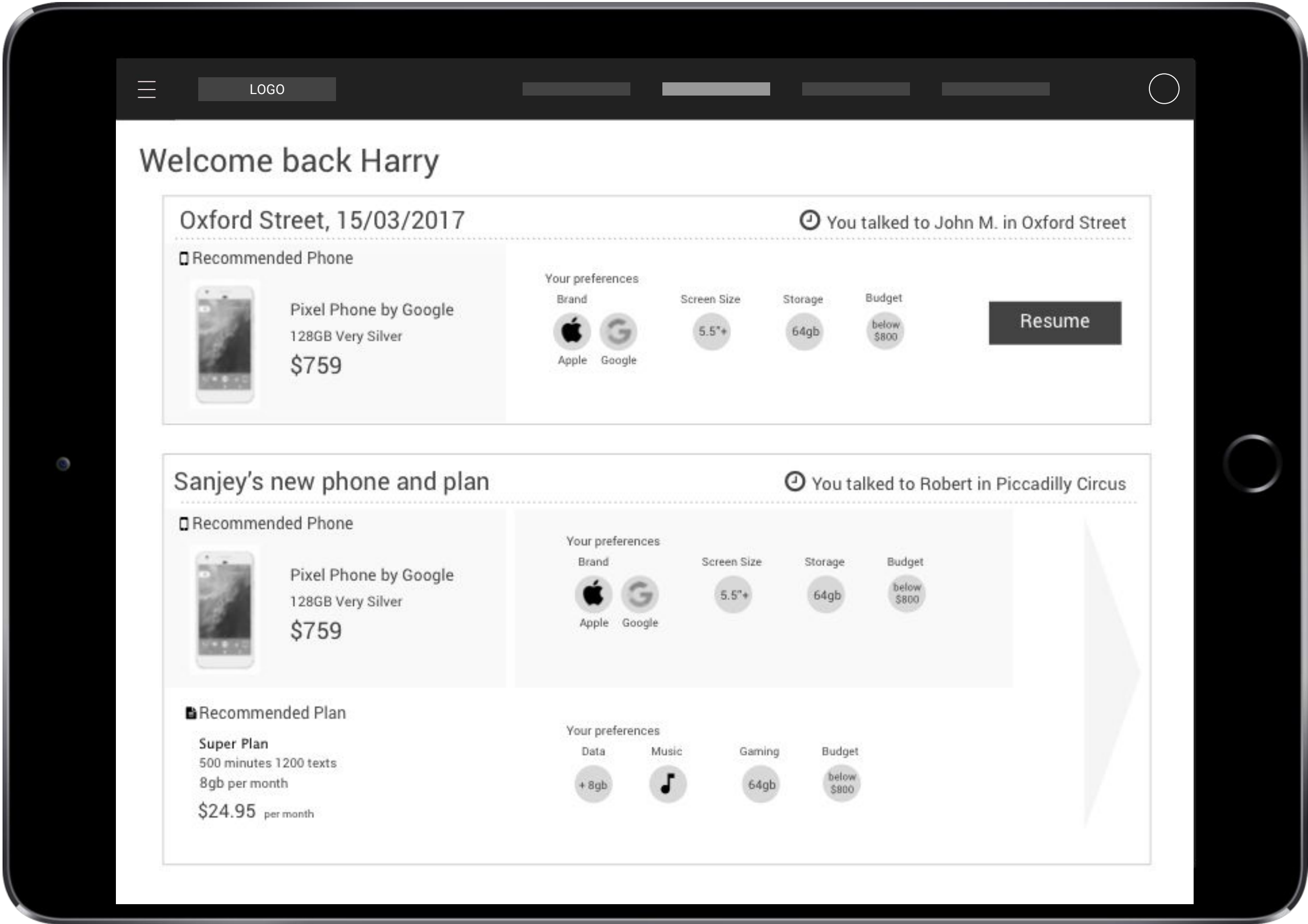
Fast-track

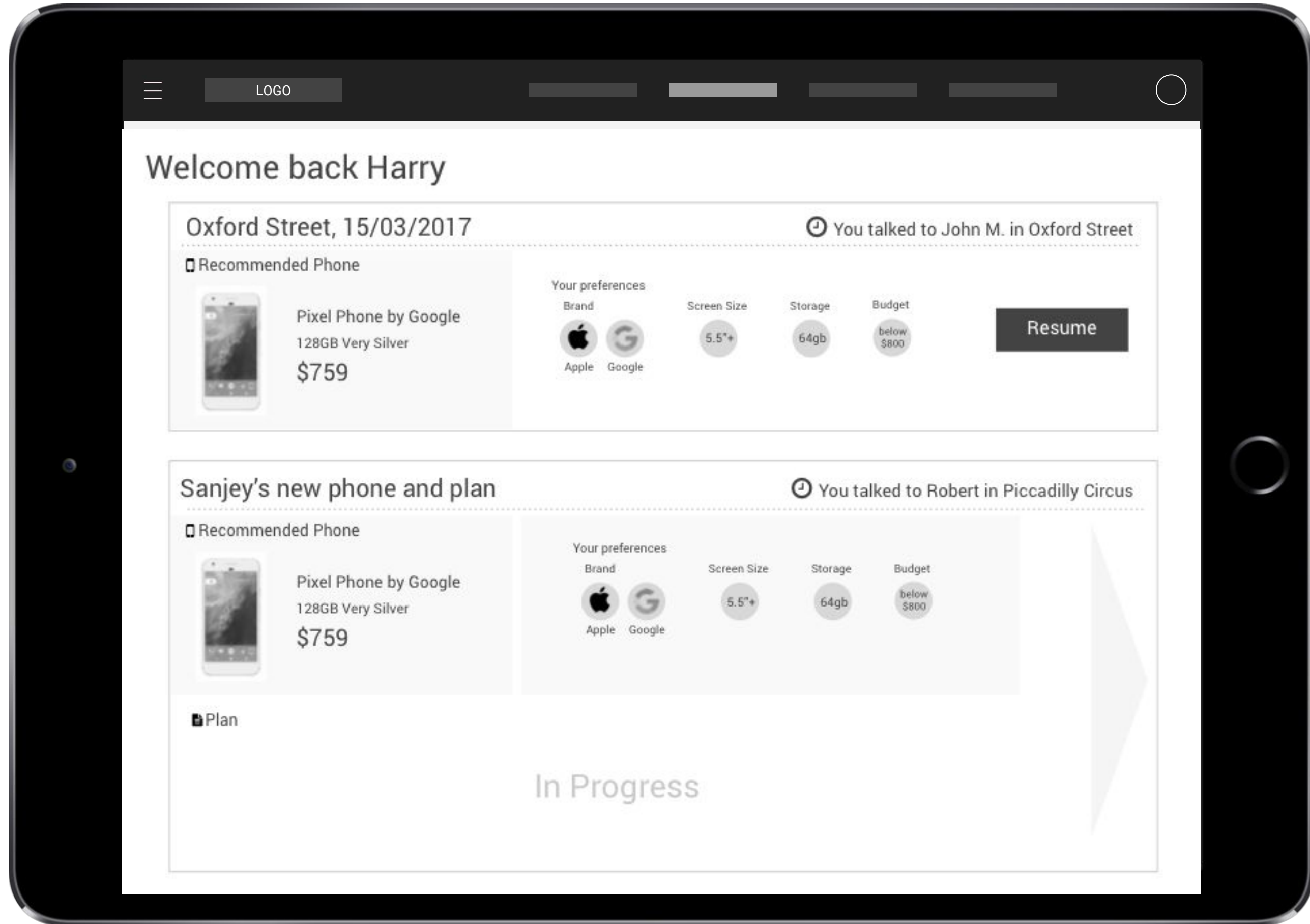
- Thinking of this feature as a time machine which allows you to fast forward back to this step (accelerator)

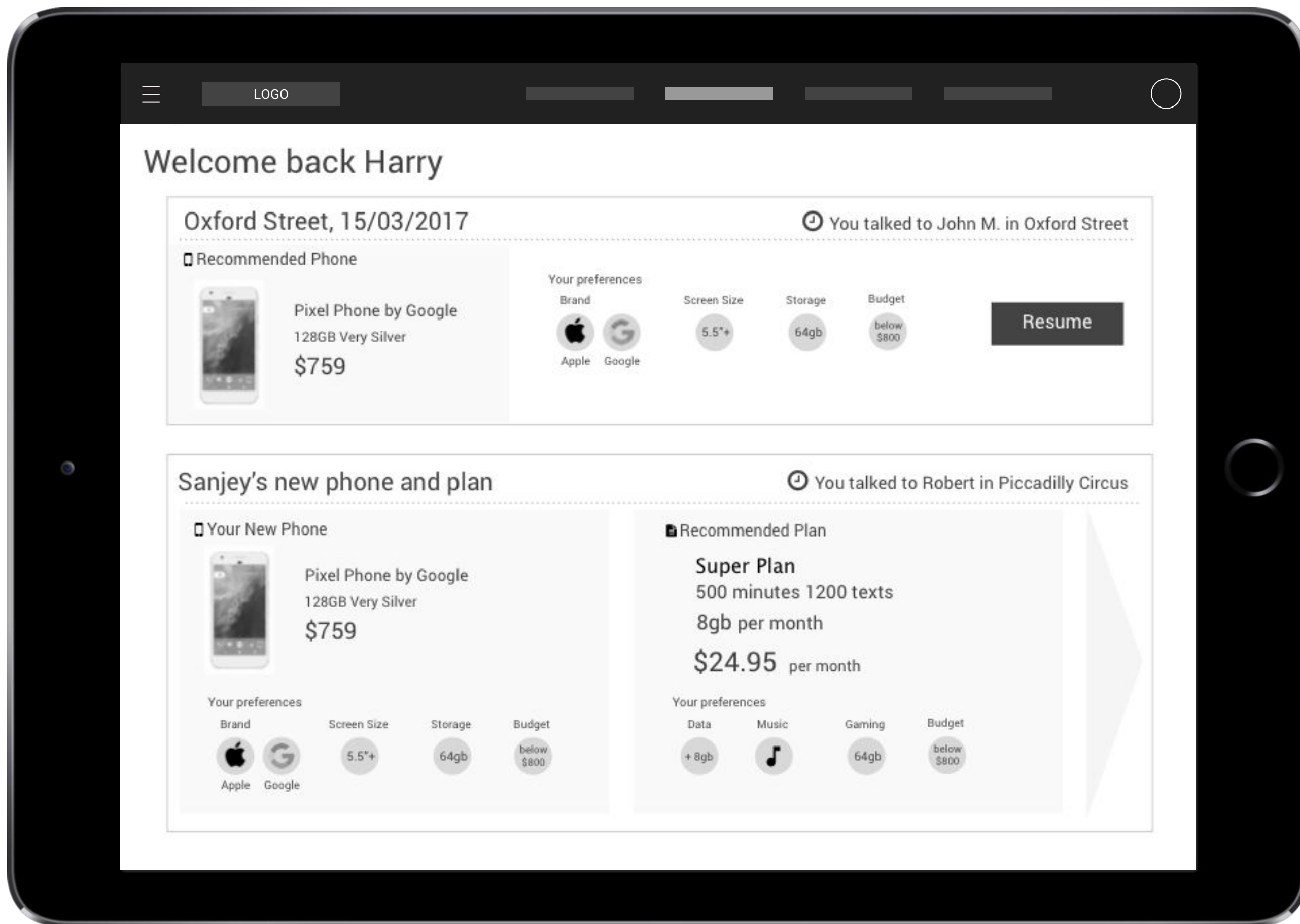
Pause & Resume

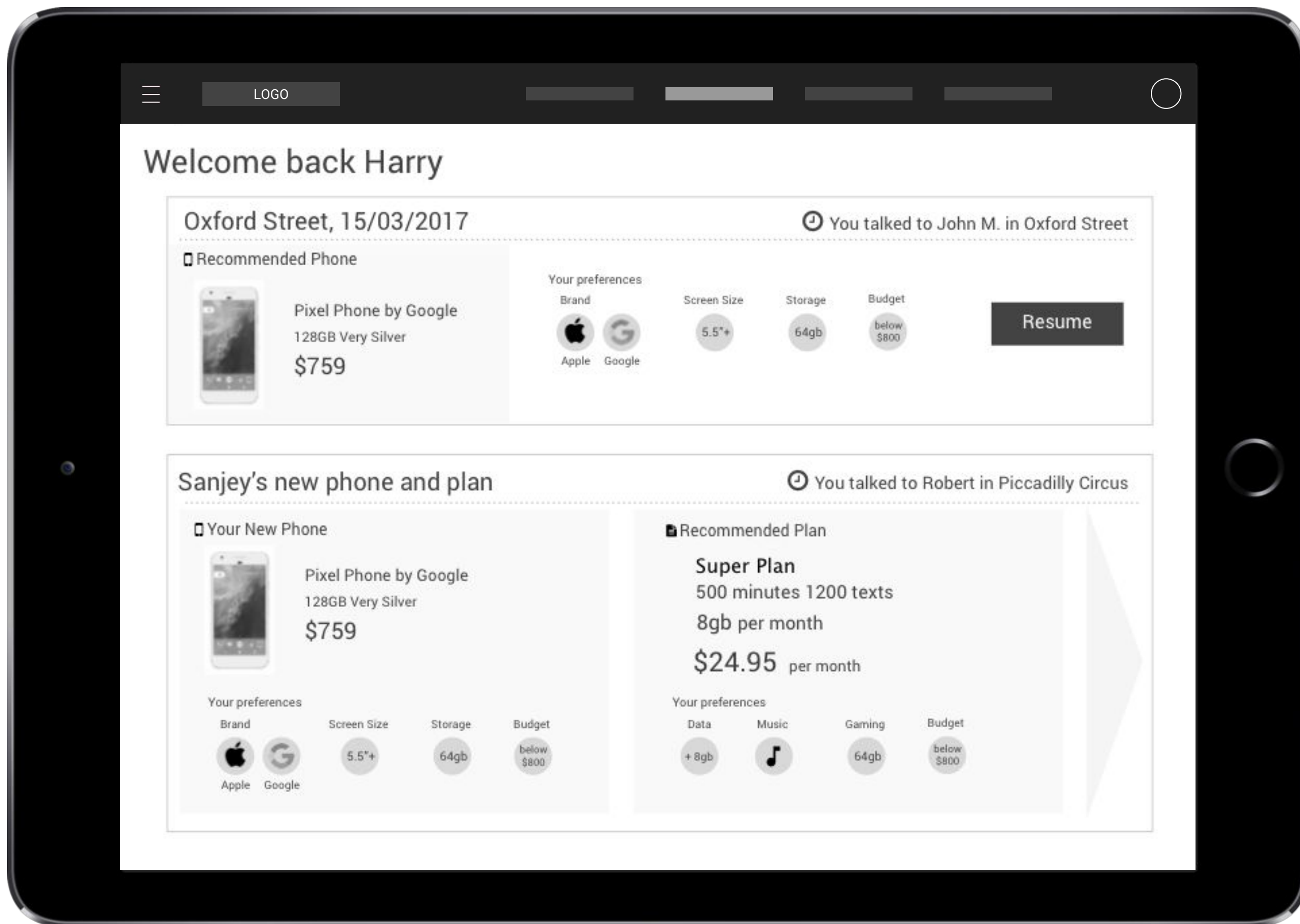
Cheatsheet for colleagues



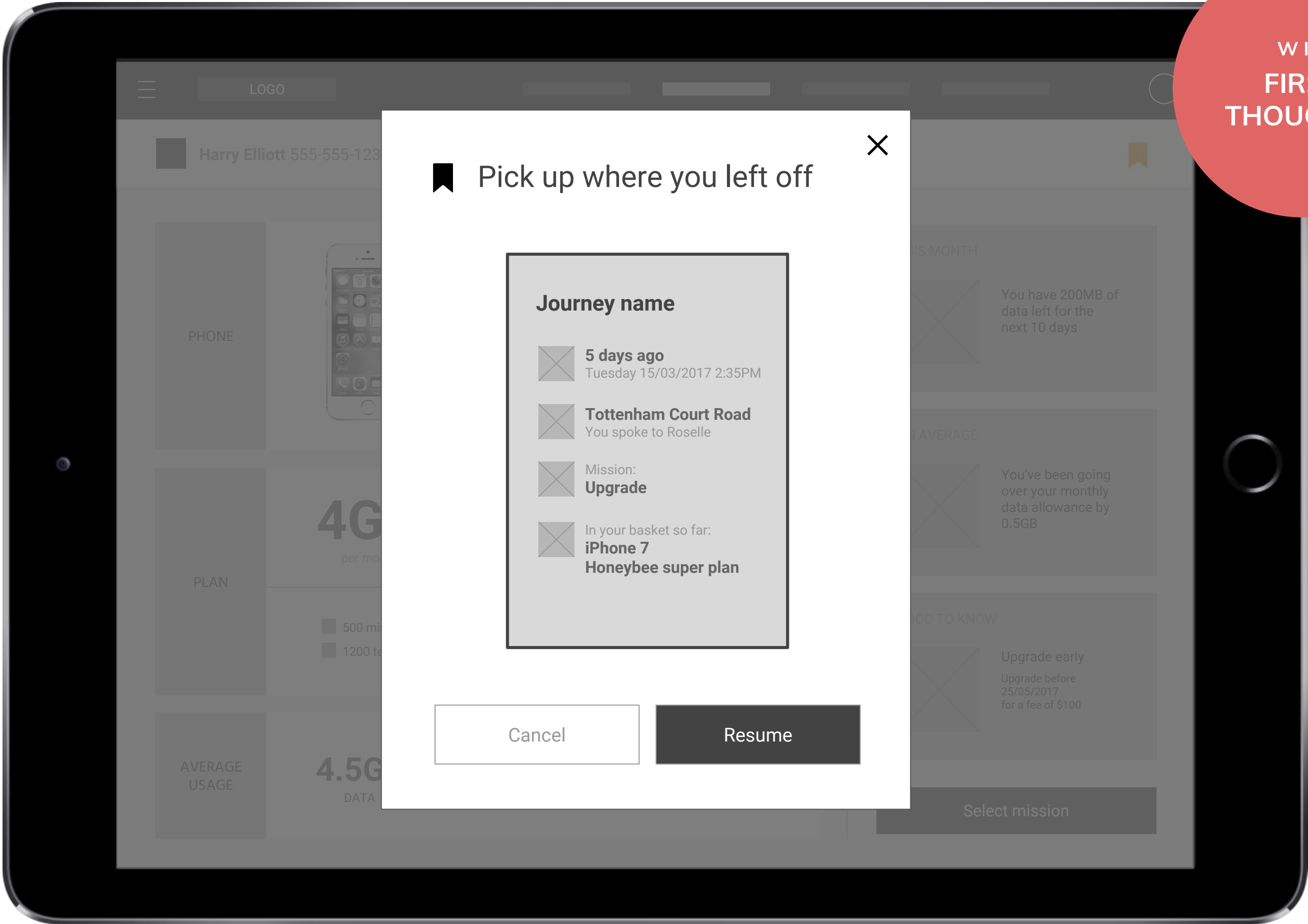












WIP
FIRST
THOUGHTS



Pick up where you left off



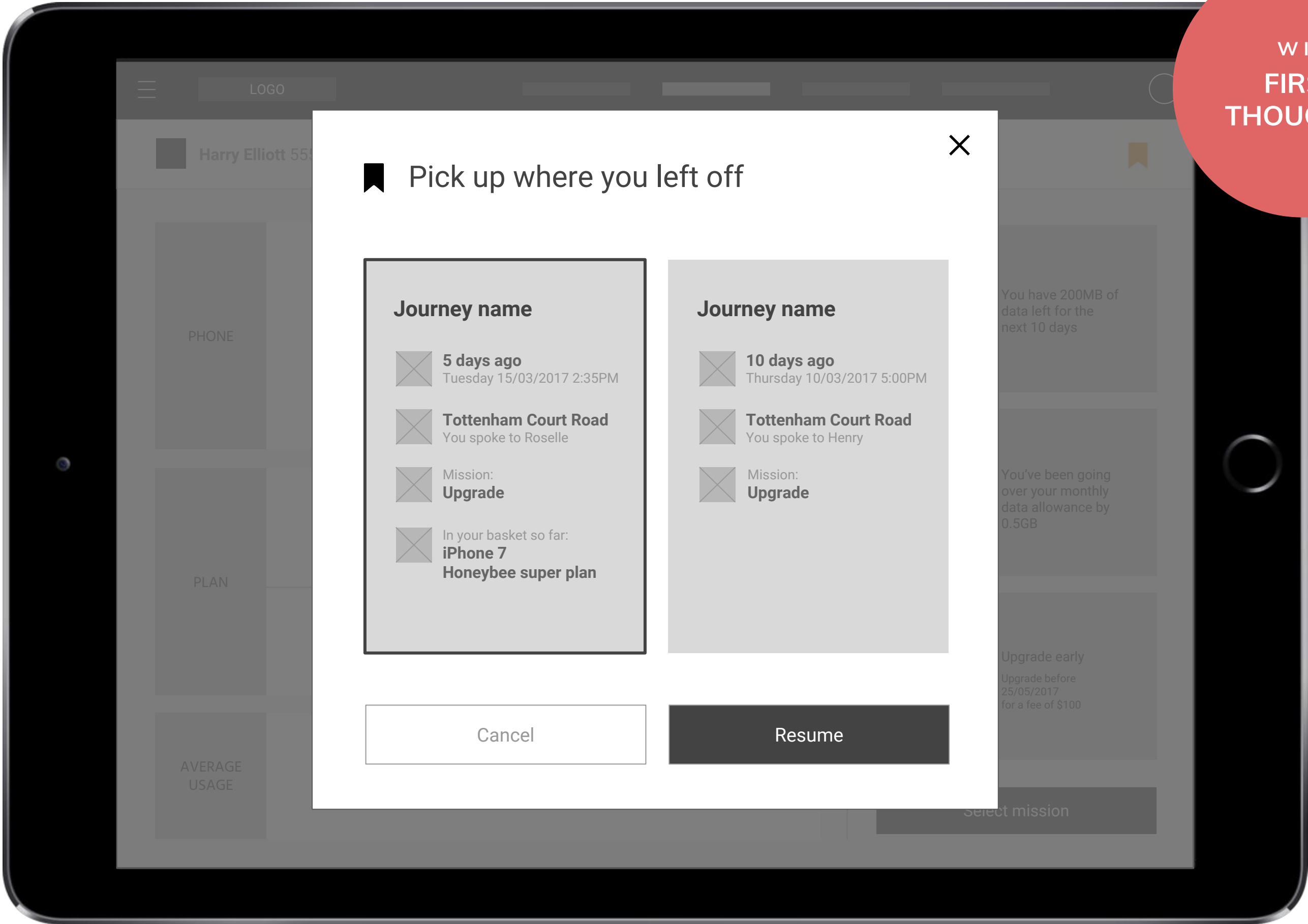
Journey name

-  **5 days ago**
Tuesday 15/03/2017 2:35PM
-  **Tottenham Court Road**
You spoke to Roselle
-  Mission:
Upgrade
-  In your basket so far:
iPhone 7
Honeybee super plan

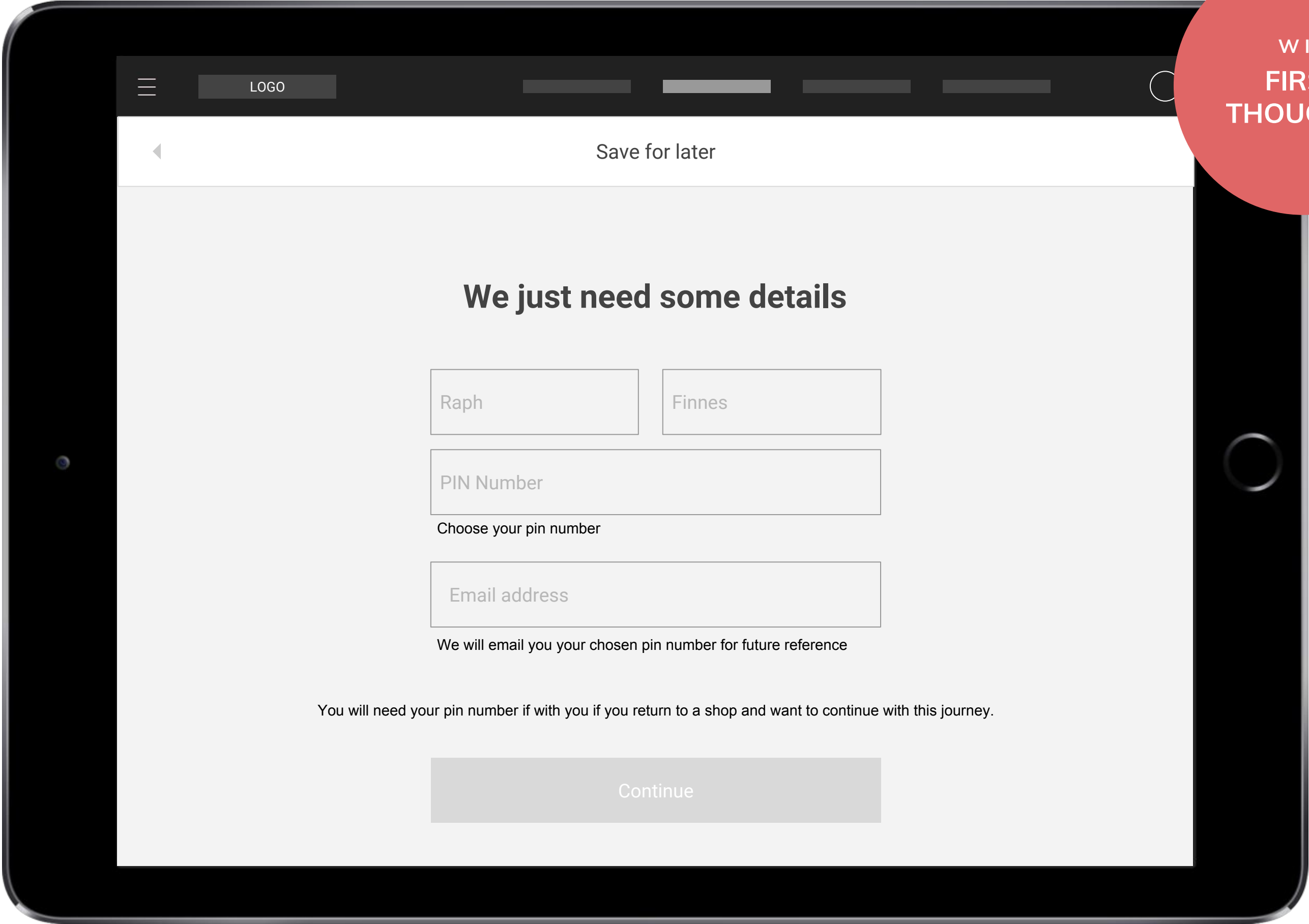
Cancel

Resume

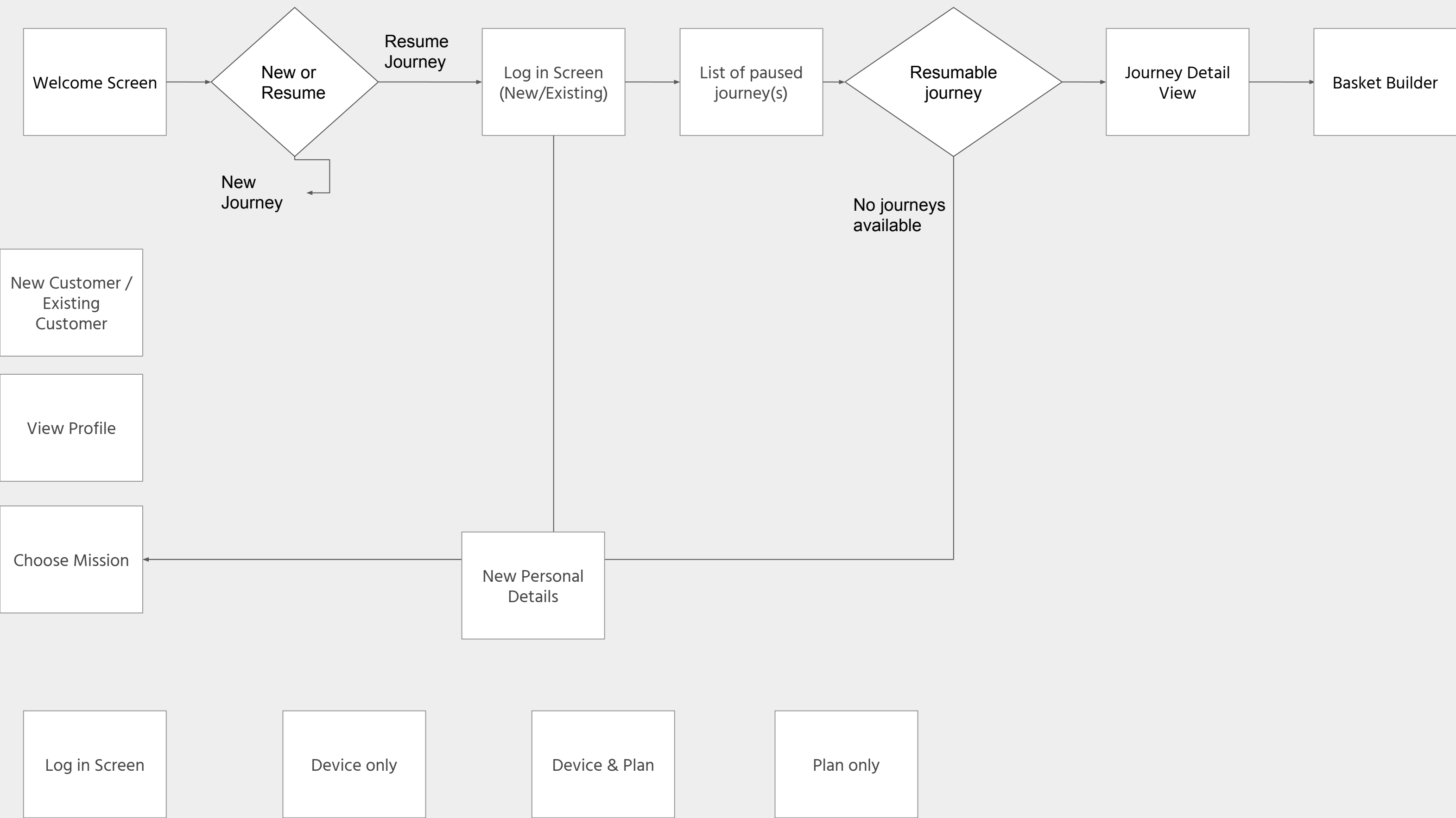
WIP
FIRST
THOUGHTS



WIP
FIRST
THOUGHTS



New or Resume journey



WIP
FIRST
THOUGHTS

