



Target: First-Time Printer

A *www.coupons.com* (13306?) visitor who has not printed.
They do NOT have a recorded print event in an installed
print device on the browser/computer of the moment

Could be

- > Savings Club members before first print
- > logged-in (any flavor)
- > any gender/any age
- > must be Big Blue PID

Contents

2	0.1.0	minimum, in-page
3	0.1.1	minimum, in-page, dynamic ("learn more")
4	0.1.2	minimum, lightbox
5	0.2.0	medium, in-page
6	0.2.1	large, lightbox
7	0.2.2	large, lightbox, "learn more"

Goal

Increase the rate of visitors who print for the first
time by displaying help text/imagery.



Assets

Production assets will be supplied seperately from
this document.

Sign In | Sign Up **HOME** YOUR CURRENT SAVINGS
0 Coupons \$0.00 Savings

Like 527,442 people like this.

COUPONS SAVINGS CARD LOCAL COUPONS COUPON CODES MEMBER CEN

1 Save Smarter. You have 150 coupons available to print.

1 CLIP Click all you want

2 PRINT Take your coupons with you

3 SAVE Shop to your heart's content

START NOW

OFFER of the WEEK

Save 55¢ on any Glade® Premium Room Spray

CLIP

Displaying 1 - 10 of 204 **PRINT COUPONS**

PREV 1 2 3 4 5 6 7 8 9 10 ... NEXT

SAVE \$1.00
Clorox® Clean Up®
On any TWO Clorox® Clean Up, any Clorox®

\$1

\$1.00 OFF
Clorox 2®
any Clorox 2® product

\$1

0.1.0 Minimum, in-page

Communicates the experience of clipping, printing, and redeeming coupons within a minimum amount of space.

Notes

- 1 The total number of coupons in the gallery is inserted dynamically here.

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0 Coupons \$0.00 Savings

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1 Save Smarter. You have 150 coupons available to print.

1 CLIP
Click all you want

2 PRINT
Take your coupons with you

3 SAVE
Shop to your heart's content

START NOW

2 Learn more

3) OFFER of the WEEK

Save 55¢ on any Glade® Premium Room Spray

CLIP

7) Displaying 1 - 10 of 204 **PRINT COUPONS**

PREV 1 2 3 4 5 6 7 8 9 10 ... NEXT

SAVE \$1.00
Clorox® Clean Up®
On any TWO Clorox® Clean Up, any Clorox®

\$1

\$1.00 OFF
Clorox 2®
any Clorox 2® product

\$1

0.1.1 Minimum, in-page, Learn More

Communicates the experience of clipping, printing, and redeeming coupons with a minimum of space.

Opens the medium lightbox 0.2.2 when "learn more" is clicked.

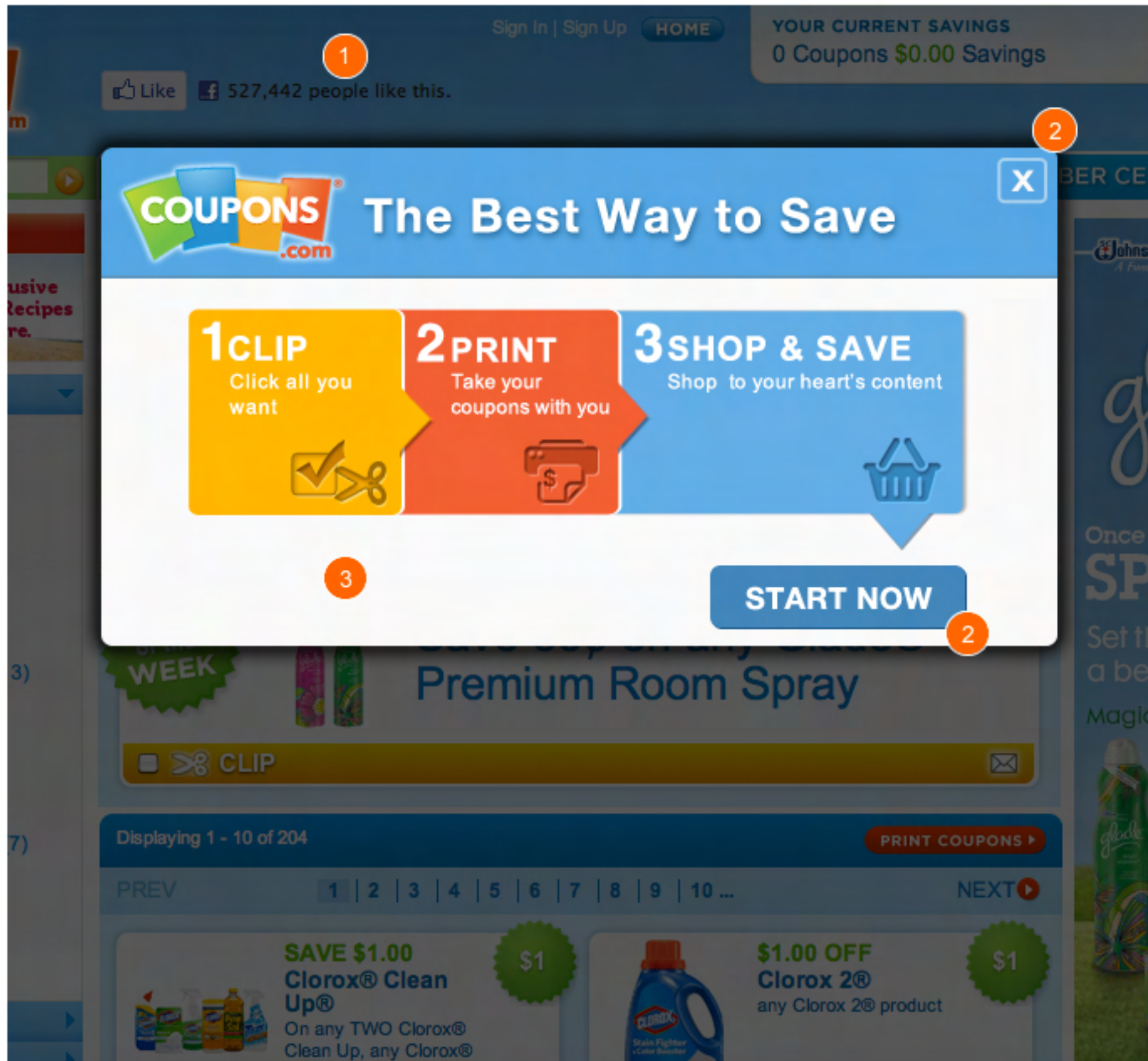
Notes

- 1 The total number of coupons in the gallery is used dynamically here.
- 2 Hover: underline
Target: 0.2.2 large, lightbox, "learn more"



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0.1.2 Minimum, lightbox

The lightboxes versions have same messaging/imagery as the in-page versions. The "Learn More" scenarios add additional changes.

Closing the lightbox displays 0.1.0

Notes

- 1 The lightbox area outside of the dialogue is NOT clickable.
- 2 Closes the lightbox;
Displays 0.1.0
- 3 The popup should be positioned so that this graphic's position is identical to the in-page graphic behind it.



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Sign In | Sign Up **HOME** YOUR CURRENT SAVINGS
0 Coupons \$0.00 Savings

Like 527,442 people like this.

COUPONS SAVINGS CARD LOCAL COUPONS COUPON CODES MEMBER

Save Smarter You have **150** coupons available to print.

CLIP
Click on as many coupons as you like to try new products or save on your favorites.

PRINT
Click on the PRINT COUPONS button so you can easily use them at the store.

SAVE
Shop with your coupons, keep more of your cash and celebrate your savings!

- 1
- 2
- 3

0.2.0 Medium, in-page

Communicate the steps to print coupons in a more extended format with text messaging reinforcing each step.

Notes

- 1 The total number of coupons in the gallery is inserted dynamically here.



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0.2.1 Large, lightbox

Communicate the steps to print coupons in a more extended format with text messaging reinforcing each step.

Notes

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- 2 The lightbox area outside of the dialogue is NOT clickable.



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0.2.1 Large, lightbox, Learn More

Display as the result of clicking "learn more."

This elaborates upon the steps to print coupons with more text messaging.

Notes

- 1 Closing the lightbox displays 0.1.0
- 2 The lightbox area outside of the dialogue is NOT clickable.



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