



## Bing Rewards - Wireframes

Version: 1.9

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July 2, 2012



# The Fine Print

This document represents a variety of conceptual visualizations, meant to foster discussion. It is not meant to represent copy, brand style, or exact visual design.



# Today

## WHAT WE'LL LOOK AT:

Current Flow

Proposed Flow A

Landing Flow A-1

TOU Flow A-2

Sign In/Sign Up Flow A-3

Welcome Flow A-4

Proposed Flow B

Landing Flow B-1

TOU Flow B-2

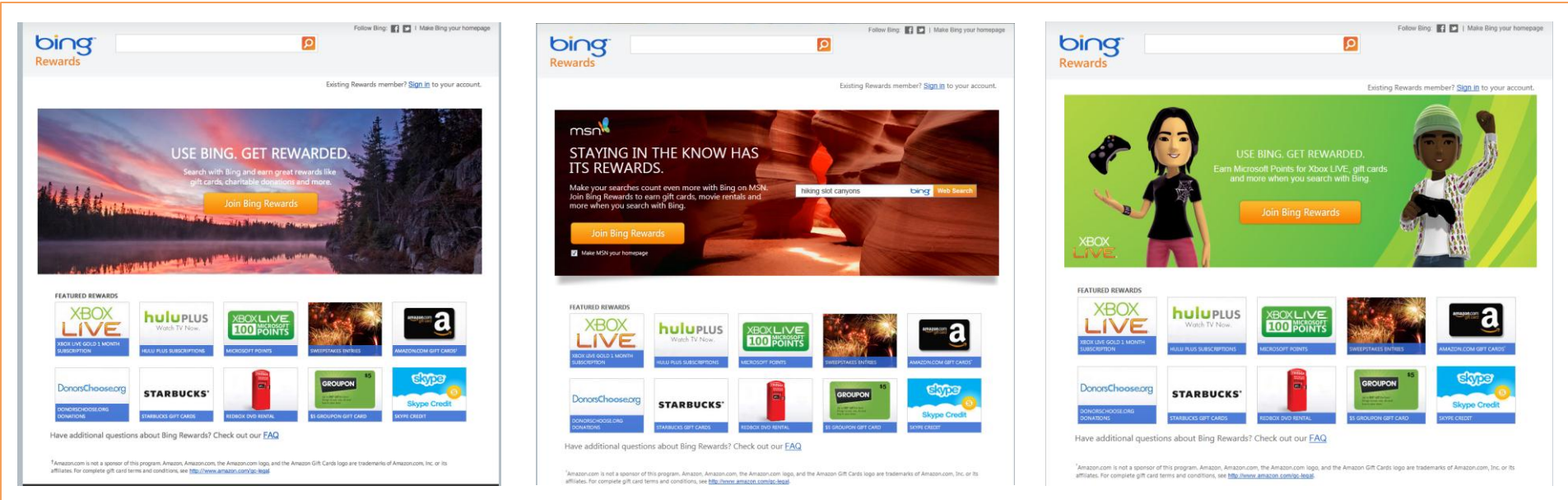
Proposed Flow C

Landing Flow C-1

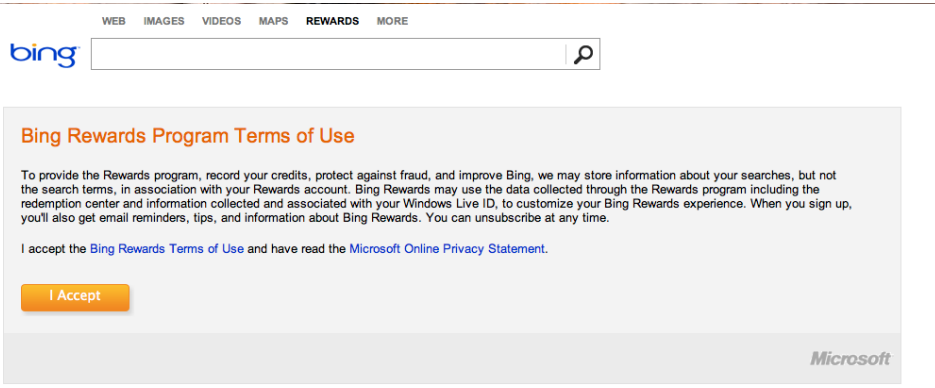
TOU Flow C-2

# Current Flow

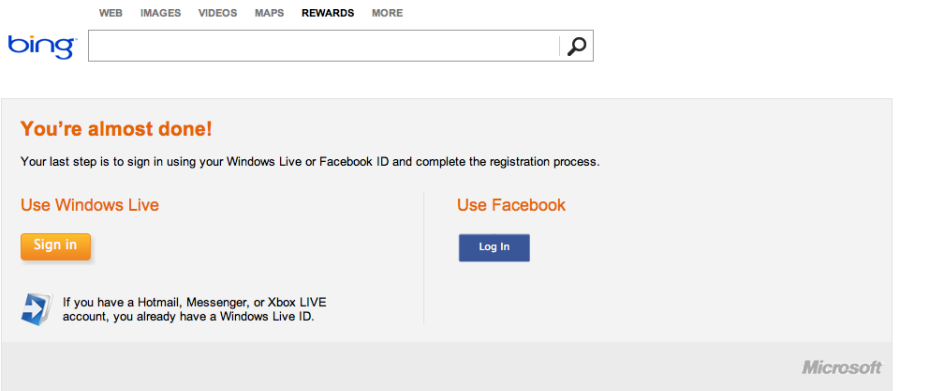
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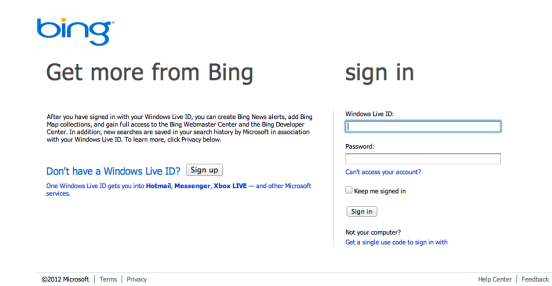
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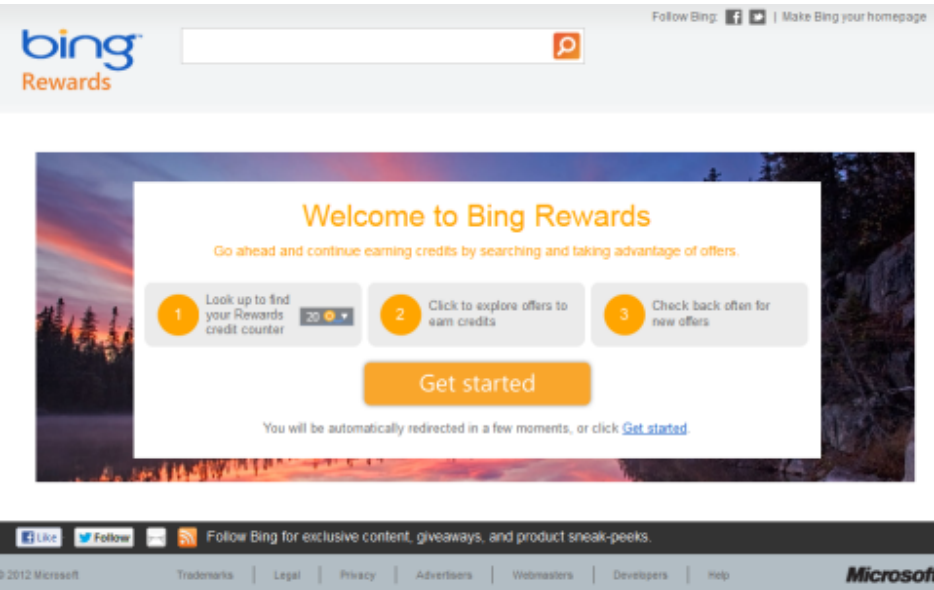
3



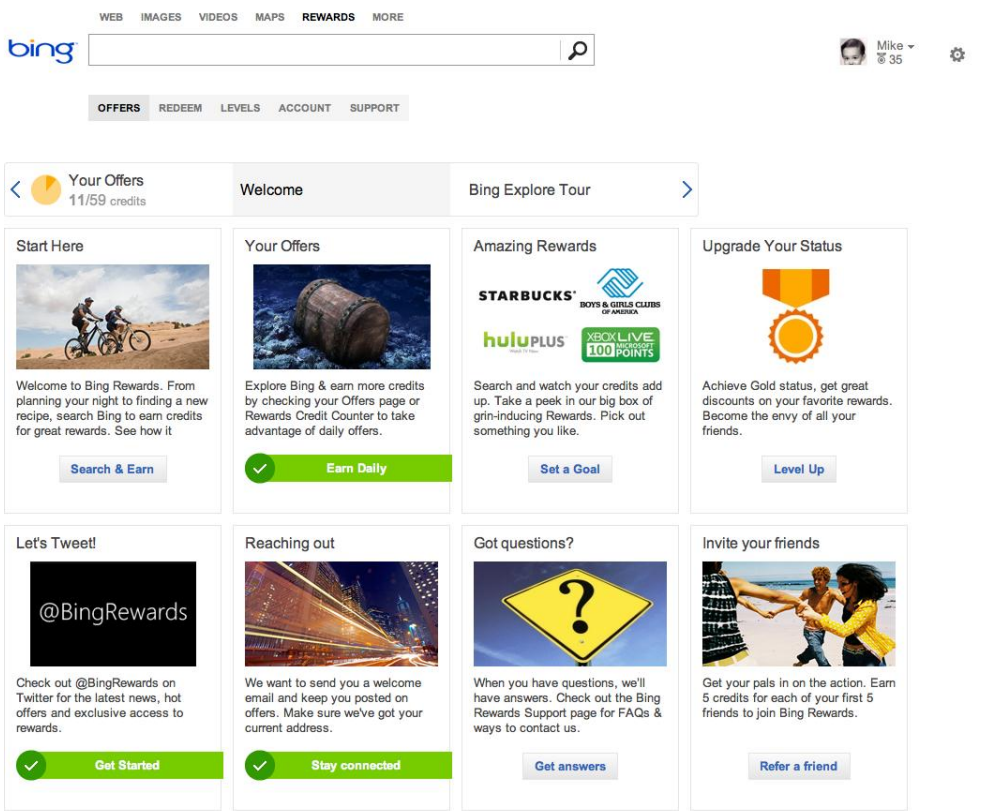
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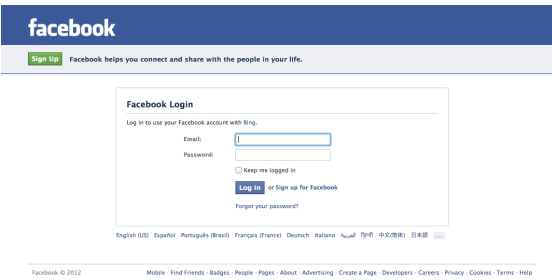
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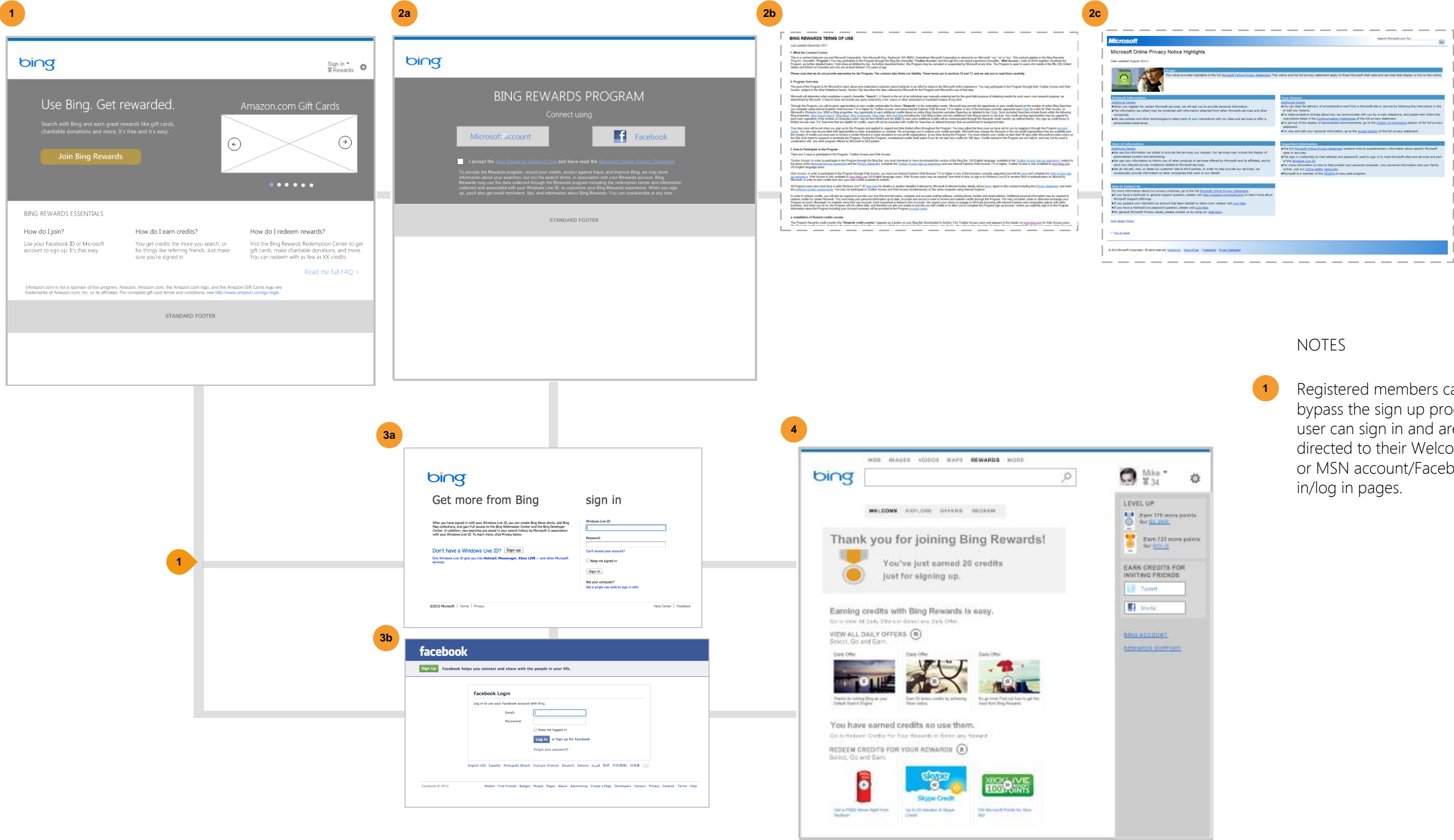
5



3b



Proposed Flow A

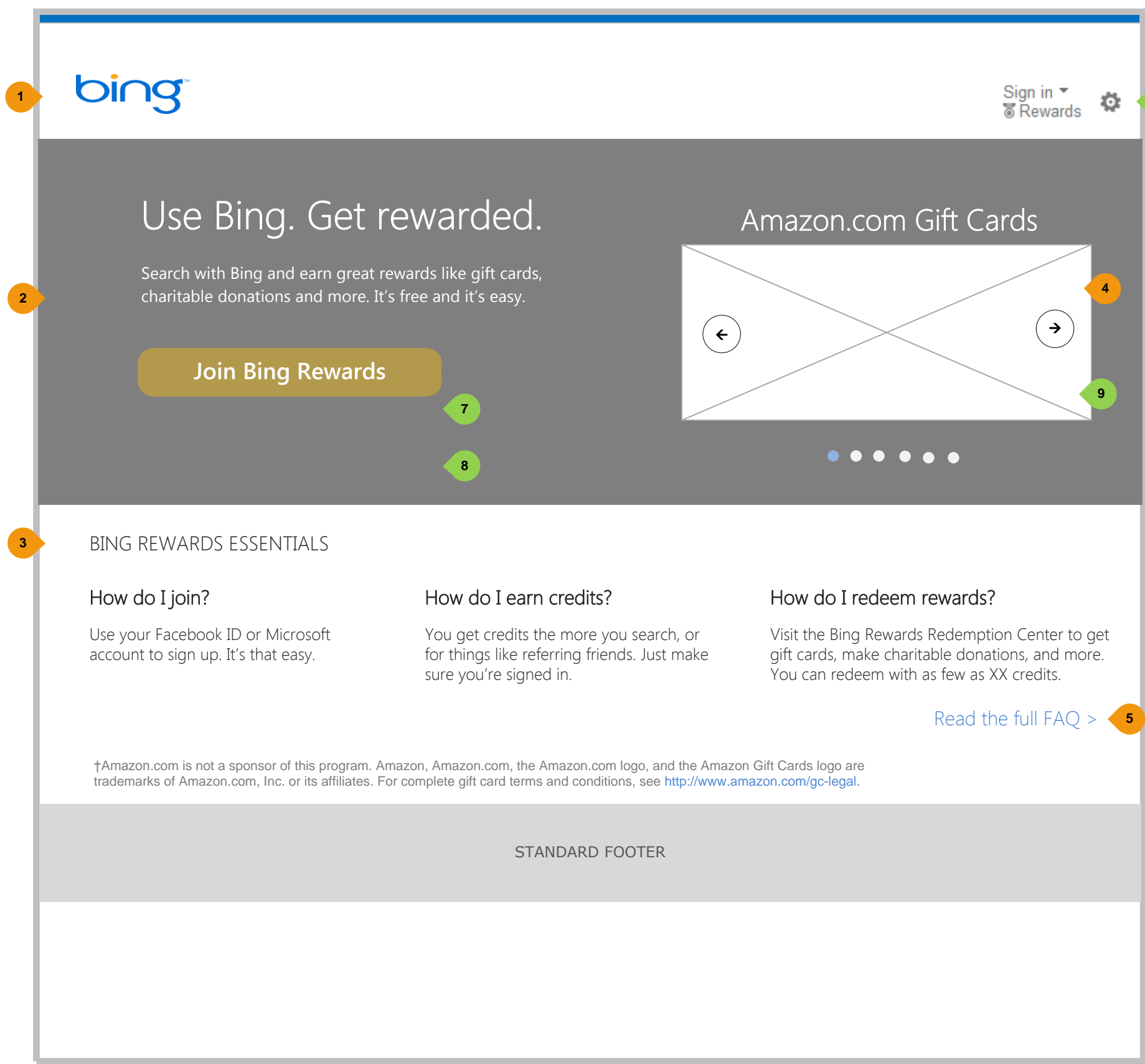


NOTES

- 1 Registered members can bypass the sign up process. The user can sign in and are directed to their Welcome page or MSN account/Facebook sign in/log in pages.



# Landing Flow A-1



## NOTES

- 1 Simplified header. Search bar and other links removed.
- 2 Hero area remains similar to current. Join Bing Rewards is still primary CTA.
- 3 Program Essentials area highlights.
- 4 Featured Rewards are simplified and presented in the hero area. Auto-scrolling carousel. User can navigate manually.
- 5 Links out to the full FAQ page.

## AREAS TO TEST

- 6 Sign in widget.
- 7 Alternate idea: "Already a Rewards member? Sign In here."
- 8 "Take the Tour" link giving users the option of a tour before committing further. Requires additional page(s) for video or infographic.
- 9 Offers carrousel.

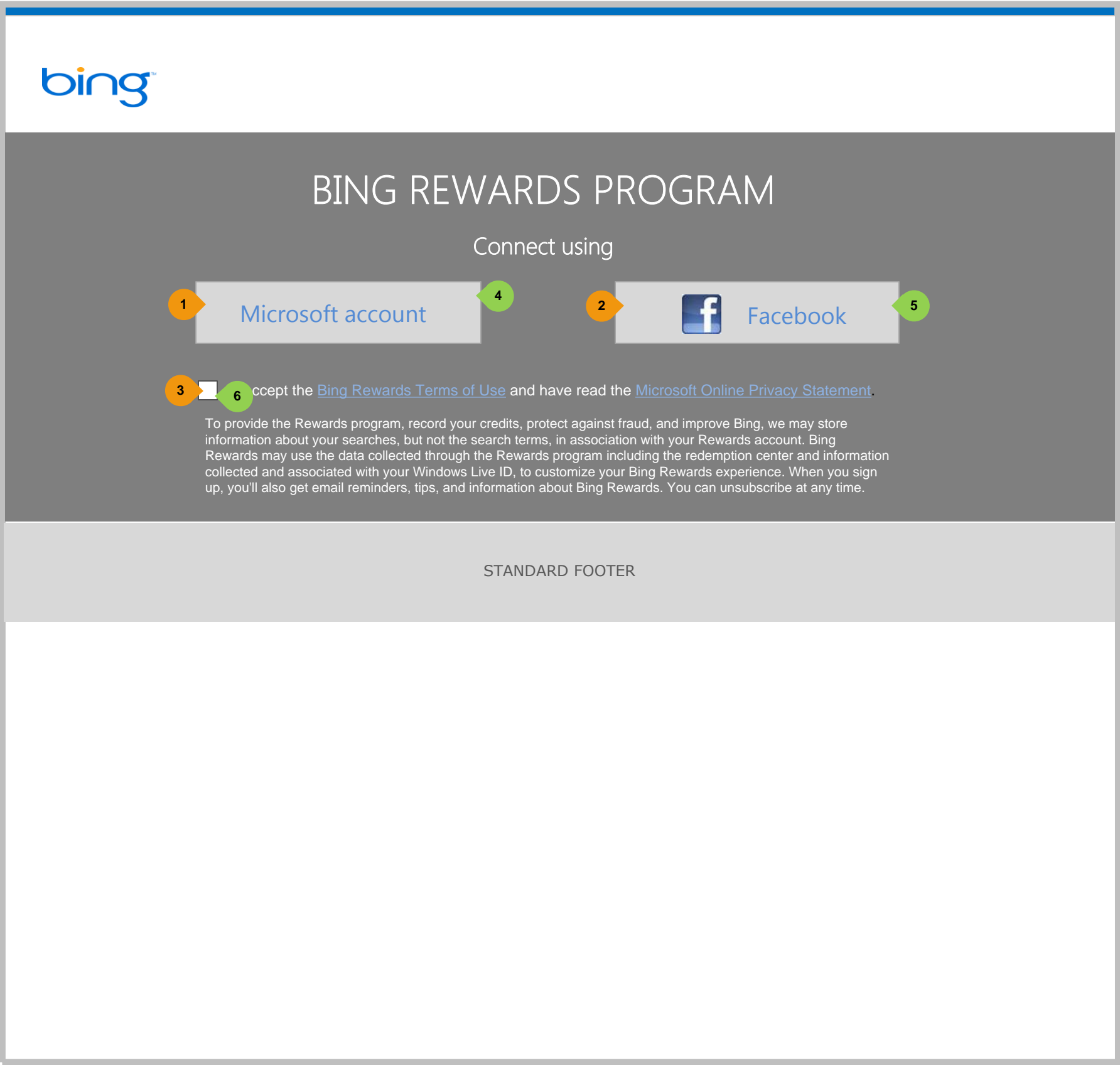
## PRINCIPLES AND DESIGN ELEMENTS

Overall we want the users engagement to be clutter free. We tried to keep down the volume of visual and content distractions.

Hero imagery should be intense, vibrant, colorful and relevant to the user status or entry point (MSN, Xbox or generic in nature).

Messaging should be succinct.

# TOU Flow A-2



### NOTES

This version of the TOU pages combines the Terms Acceptance with the log in options, as discussed previously.

### User States

User is signed in using both Facebook and Windows Live.  
User is signed in using Facebook but not Windows Live.  
User is signed in using Windows Live but not Facebook.  
User is not signed on to Facebook or Windows Live.

- 1 Disabled until the user checks "I accept" box. Links to the standard Windows Live ID (to be named Windows account).
- 2 Disabled until the user checks "I accept" box. Links to Facebook authentication. The button copy changes dependent on the user state. Join, Sign Up or Facebook.
- 3 Must be checked or the user will receive an error if they tried to click either account sign up button. (the checkbox will NOT be checked by default.)


### AREAS TO TEST

- 4 Microsoft account button.
- 5 Facebook button.
- 6 I accept check box. Alternate idea: could be placed above sign in buttons.

### PRINCIPLES AND DESIGN ELEMENTS

Same as Landing Flow A-1.

# Sign In/Sign Up Flow A-3



## Get more from Bing

After you have signed in with your Windows Live ID, you can create Bing News alerts, add Bing Map collections, and gain full access to the Bing Webmaster Center and the Bing Developer Center. In addition, new searches are saved in your search history by Microsoft in association with your Windows Live ID. To learn more, click [Privacy](#) below.

Don't have a Windows Live ID? [Sign up](#)

One Windows Live ID gets you into **Hotmail**, **Messenger**, **Xbox LIVE** — and other Microsoft services.

## sign in

Windows Live ID:

Password:

[Can't access your account?](#)


☐ Keep me signed in

[Sign in](#)

Not your computer?  
[Get a single use code to sign in with](#)

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[Help Center](#) | [Feedback](#)



[Sign Up](#) Facebook helps you connect and share with the people in your life.

### Facebook Login

Log in to use your Facebook account with Bing.

Email:

Password:

☐ Keep me logged in

[Log In](#) or [Sign up for Facebook](#)

[Forgot your password?](#)

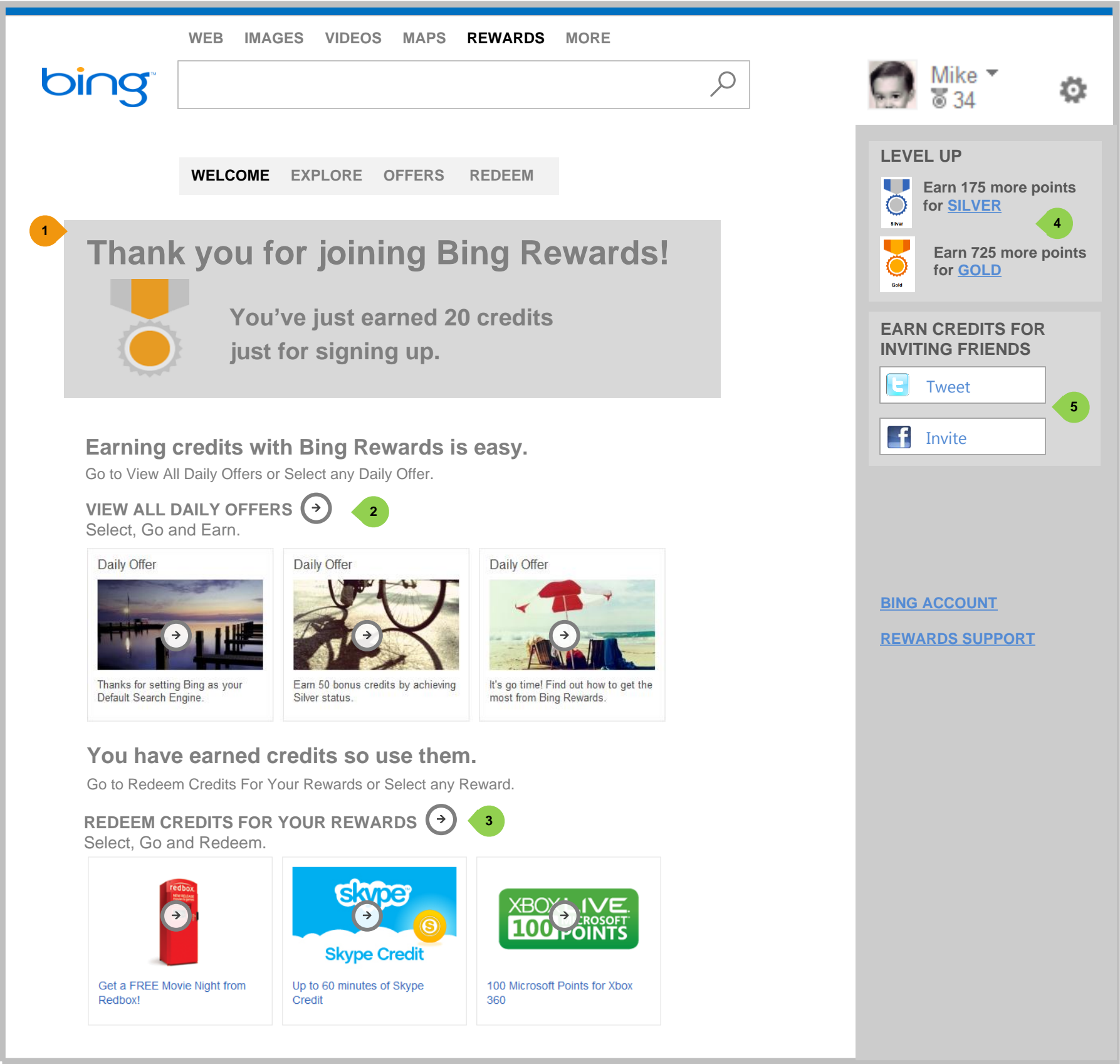
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# Welcome Flow A-4



## NOTES

This sample wireframe is a quick sketch of how a revised information architecture can lead to greater focus for the first-time user.

- 1 We have two states. Shown is a member that just signed up for Bing Rewards.

The second state (not shown) is for an existing member and would provide more behavior/marketing focused content. Example: Welcome back to Bing Rewards! You currently have 34 credits and on your way to earning more.

## AREAS TO TEST

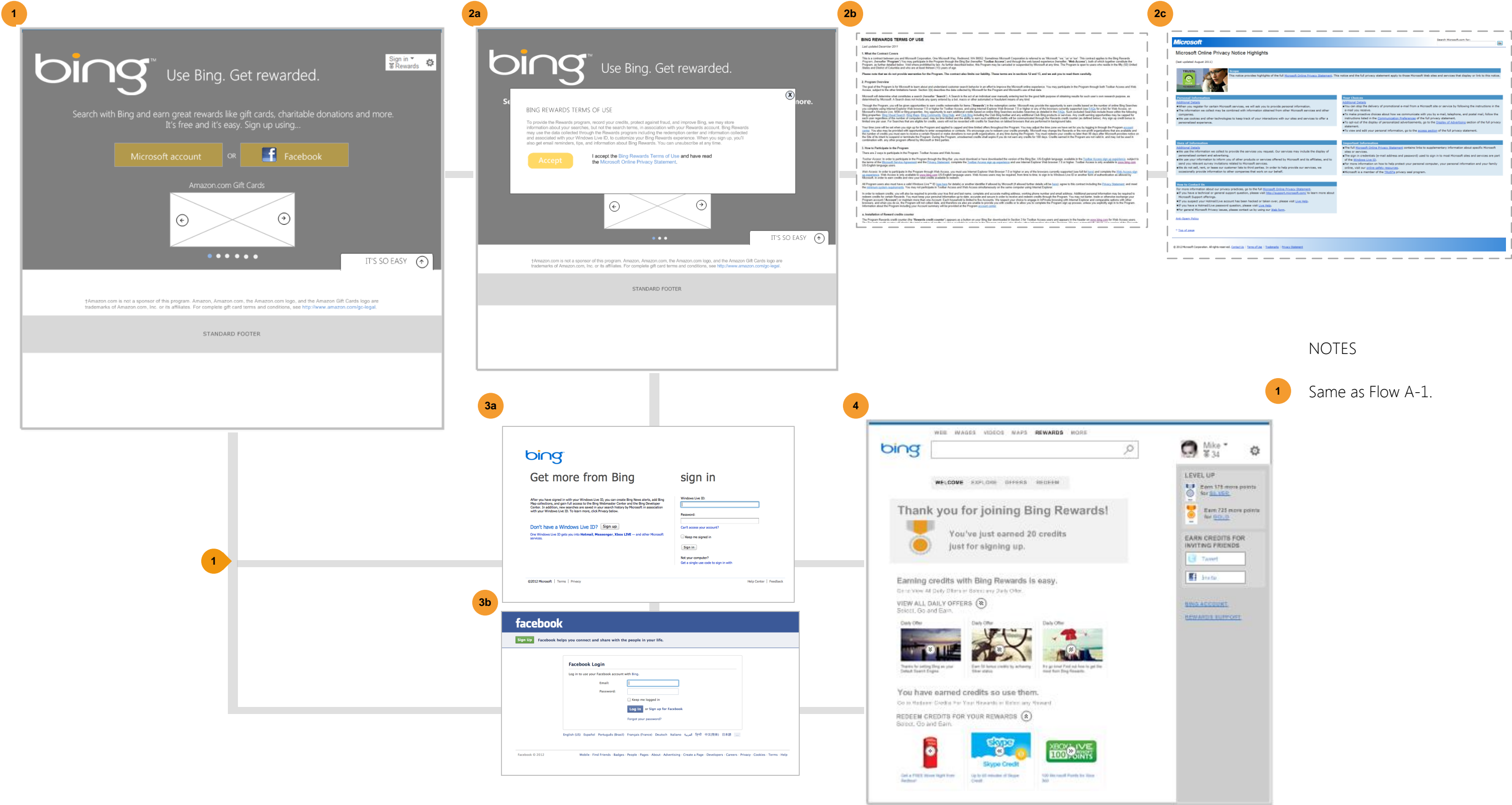
- 2 View all daily offers vs individual offers.
- 3 Redeem credits for rewards vs individual rewards.
- 4 Level up links.
- 5 Earn credits for inviting friends.

## PRINCIPLES AND DESIGN ELEMENTS

Thank You/Welcome back panel imagery and messaging changes according to the user state and entry point.

Content & CTA's can use iconography or descriptive visual treatments.

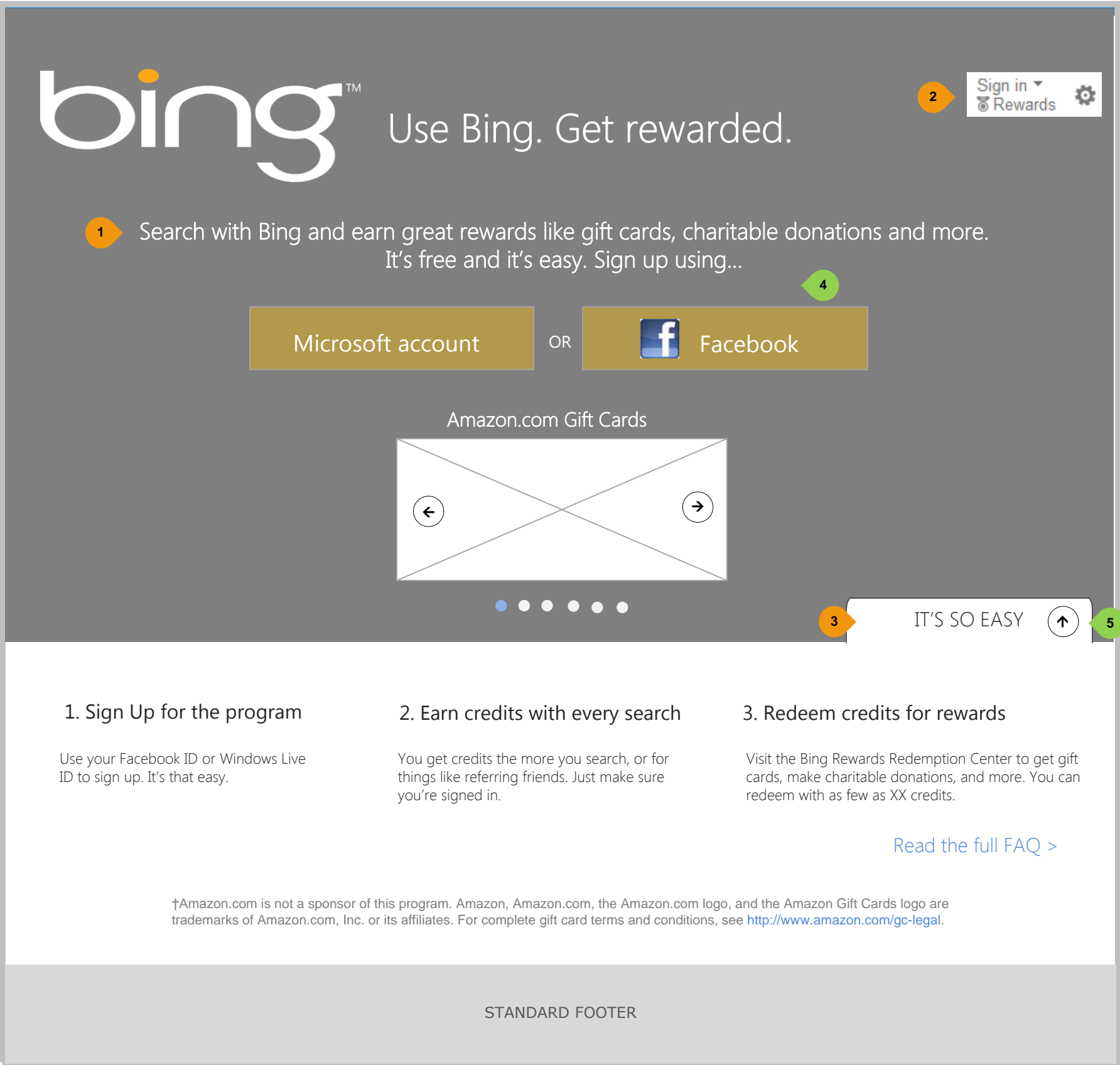
Proposed Flow B



NOTES

1 Same as Flow A-1.

# Landing Flow B-1



## NOTE

- 1 Content and background changes based on user state.
- 2 Bing Logo and sign in widget do not change.
- 3 Drawer expands down showing content or collapses up in place.

## AREAS TO TEST

Same as Landing Flow A-1.

- 4 Alternate idea: showing a progress bar or breadcrumb.
- 5 It's So Easy drawer tab.

## PRINCIPLES AND DESIGN ELEMENTS

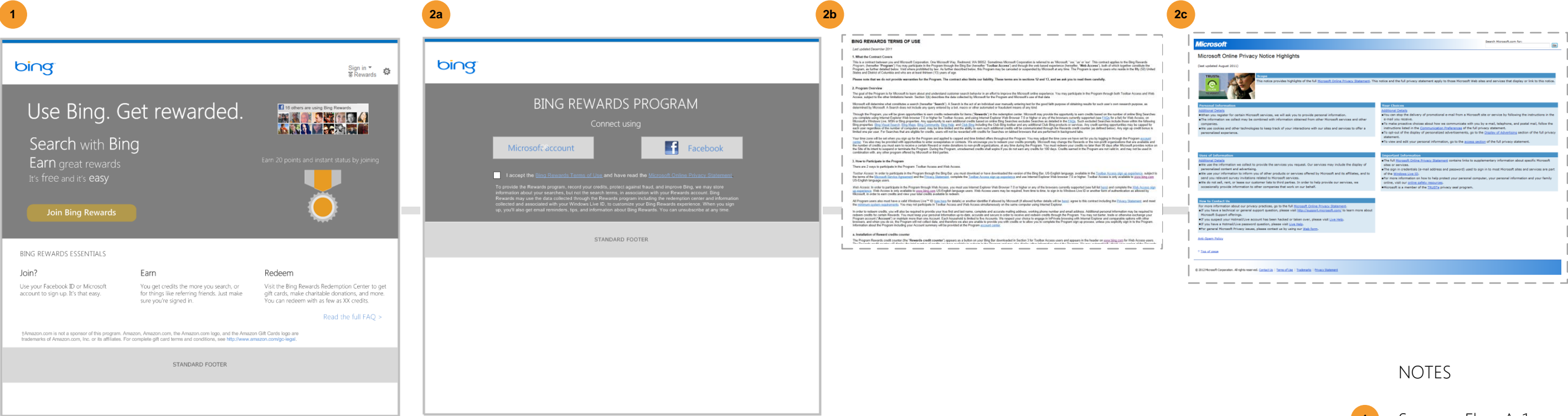
Same as Landing Flow A-1.

- 1 TOU opens into a modal window (lightbox).
- 2 The user can accept the terms via clicking the Accept CTA and modal closes.
- 3 The user can opt to not accept and close the modal by using the close button.

- 4 Accept CTA.
- 5 Close modal window button.

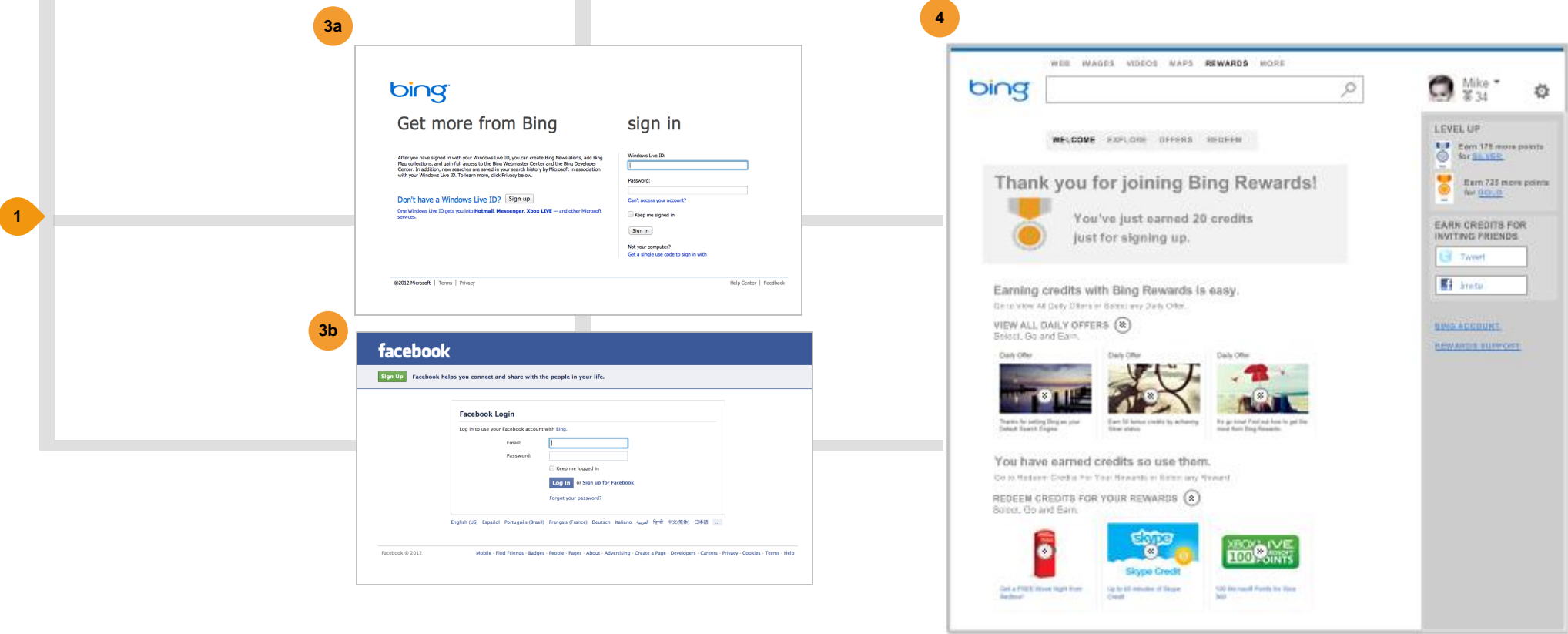
Same as Landing Flow A-1.

Proposed Flow C



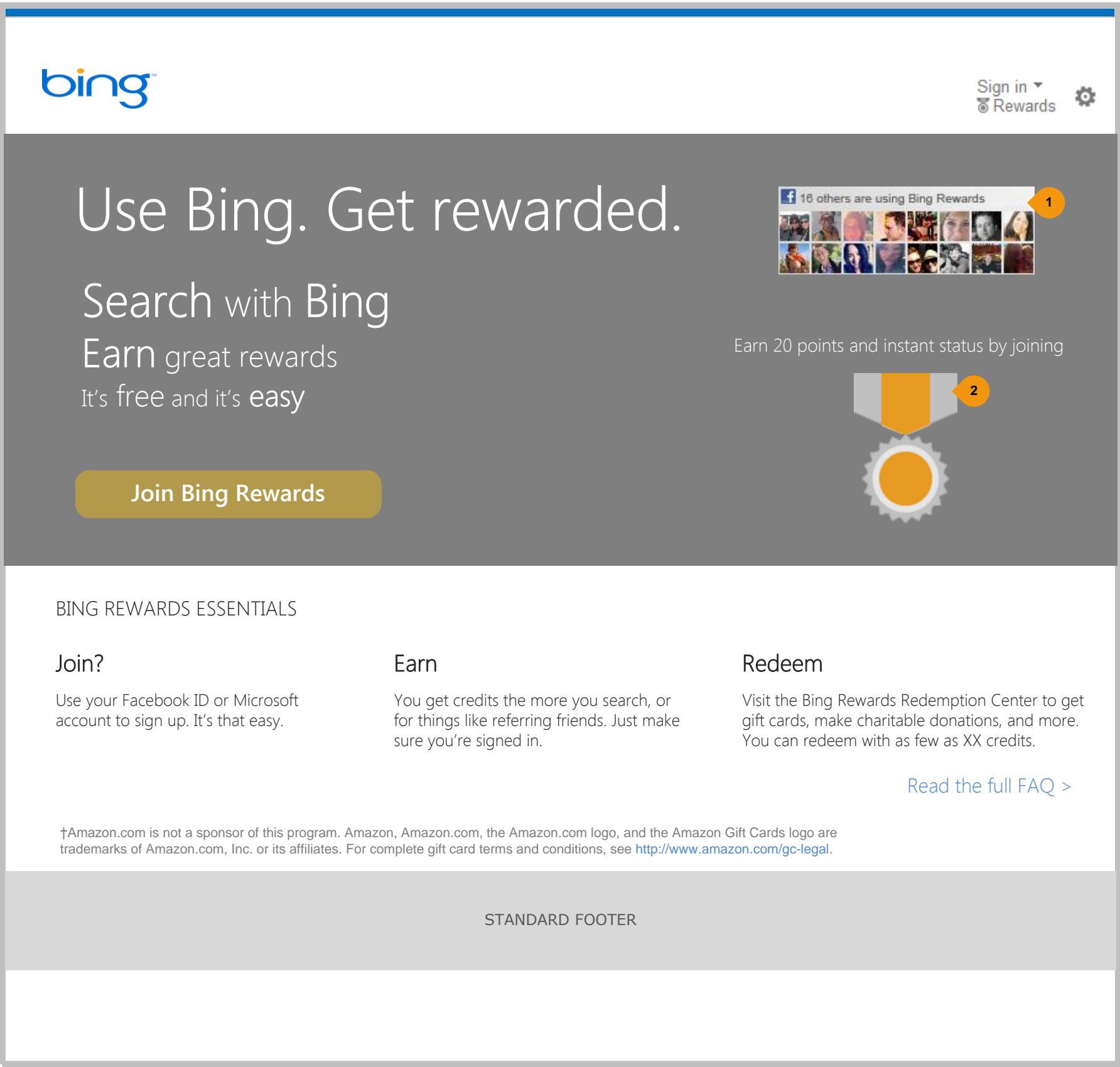
NOTES

1 Same as Flow A-1.





# Landing Flow C-1



NOTE

- 1 Facebook user montage is dependent on Legal and Technical considerations. Could or could not be actual Facebook friends. Consider a plugin that detects cookie of your friends and the scale of the program.
- 2 Area of value proposition showing prizes and rewards. Consider showing testimonials.

AREAS TO TEST

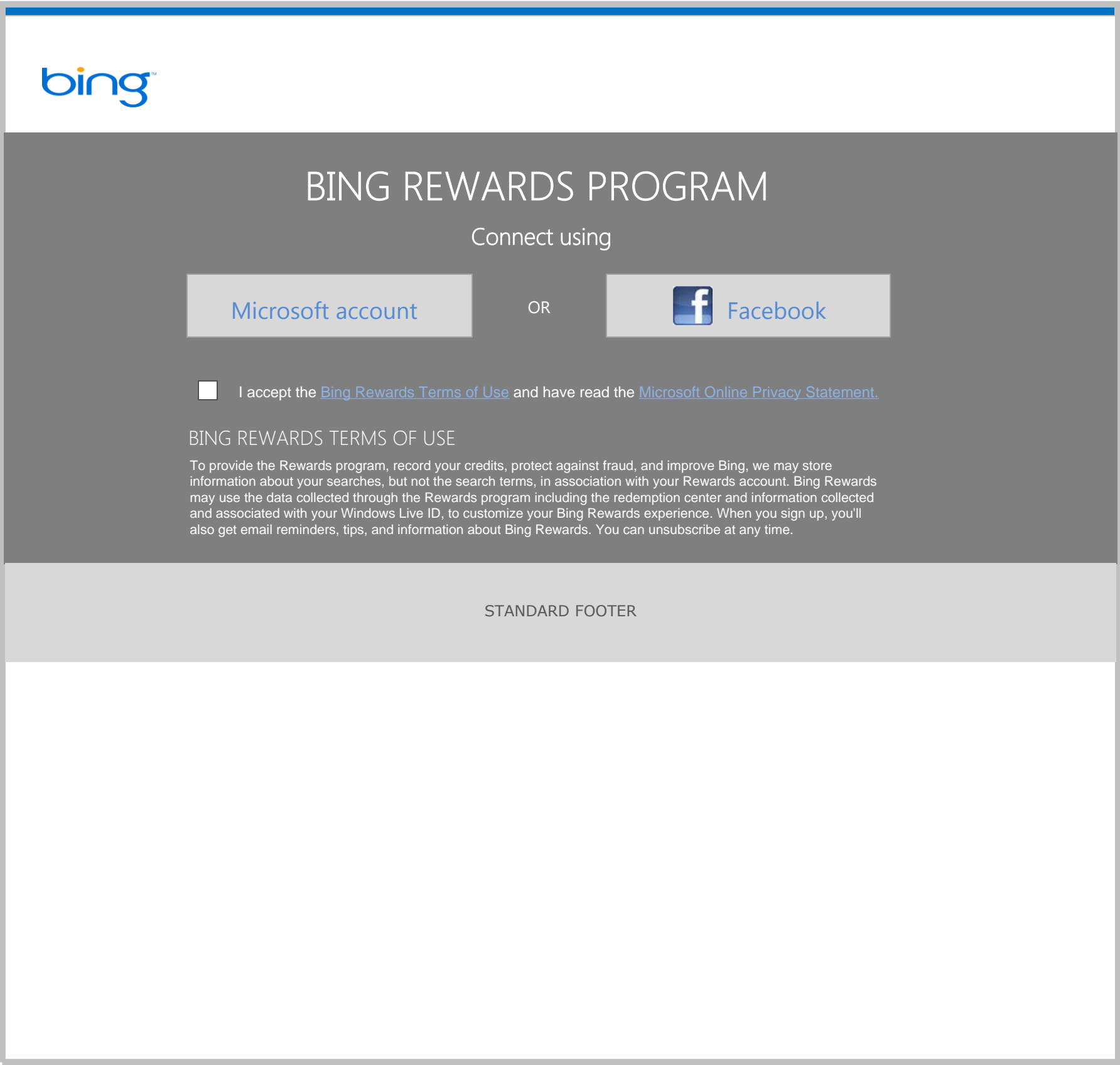
Same as Landing Flow A-1.

PRINCIPLES AND DESIGN ELEMENTS

Same as Landing Flow A-1.



# TOU Flow C-2



## NOTES

Same as TOU Flow A-2.

## AREAS TO TEST

Same as TOU Flow A-2.

## PRINCIPLES AND DESIGN ELEMENTS

Same as Landing Flow A-1.