

SYW Store MWeb App – 4 Ways To ShopIn

Customer enters a store, then performs one of the following actions:

A

Scans the QR code **located on the tag** of the product they're interested in.



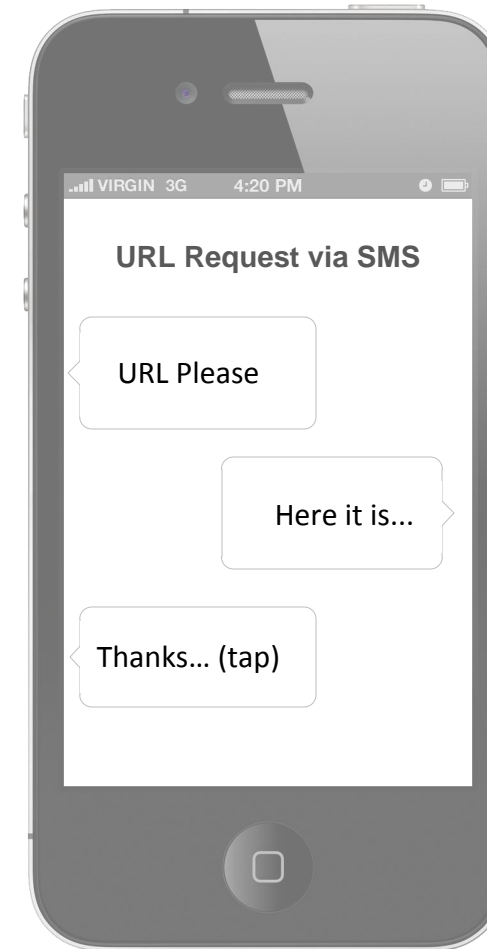
B

Manually enters the tiny URL **located on the tag** of the product they're interested in into their mobile browser.



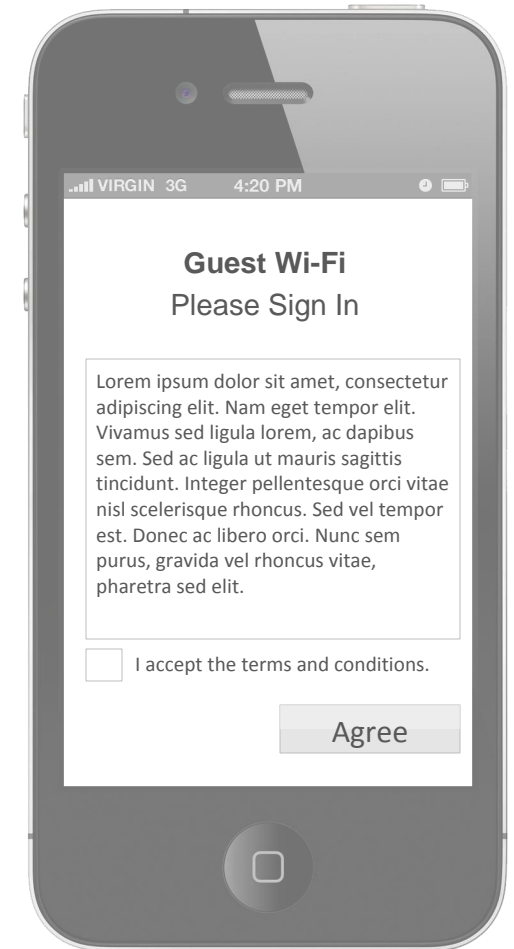
C

Requests the tiny URL of the product they're interested in by sending a SMS message to the number **located on the tag** of the product they're interested in, then opens it in their mobile browser by tapping on it.



D

Elects to use the complimentary Guest Wi-Fi network.



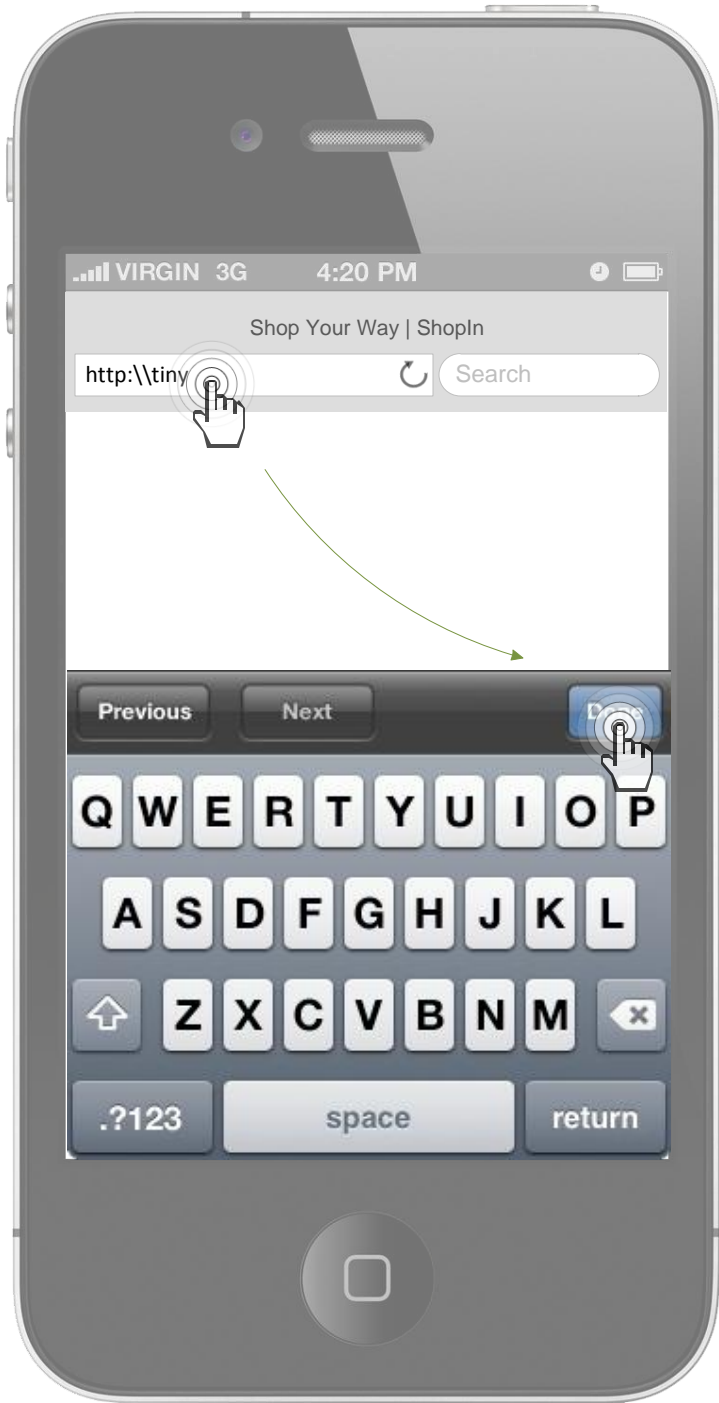


SYW
Welcome Screen

A QR Scanner

Customer uses a QR scanner to scan the QR code **located on the tag** of the product they're interested in.

The system then recognizes the QR code as belonging to the store's merchandise and launches the ShopIn Sign In / Sign Up screen.

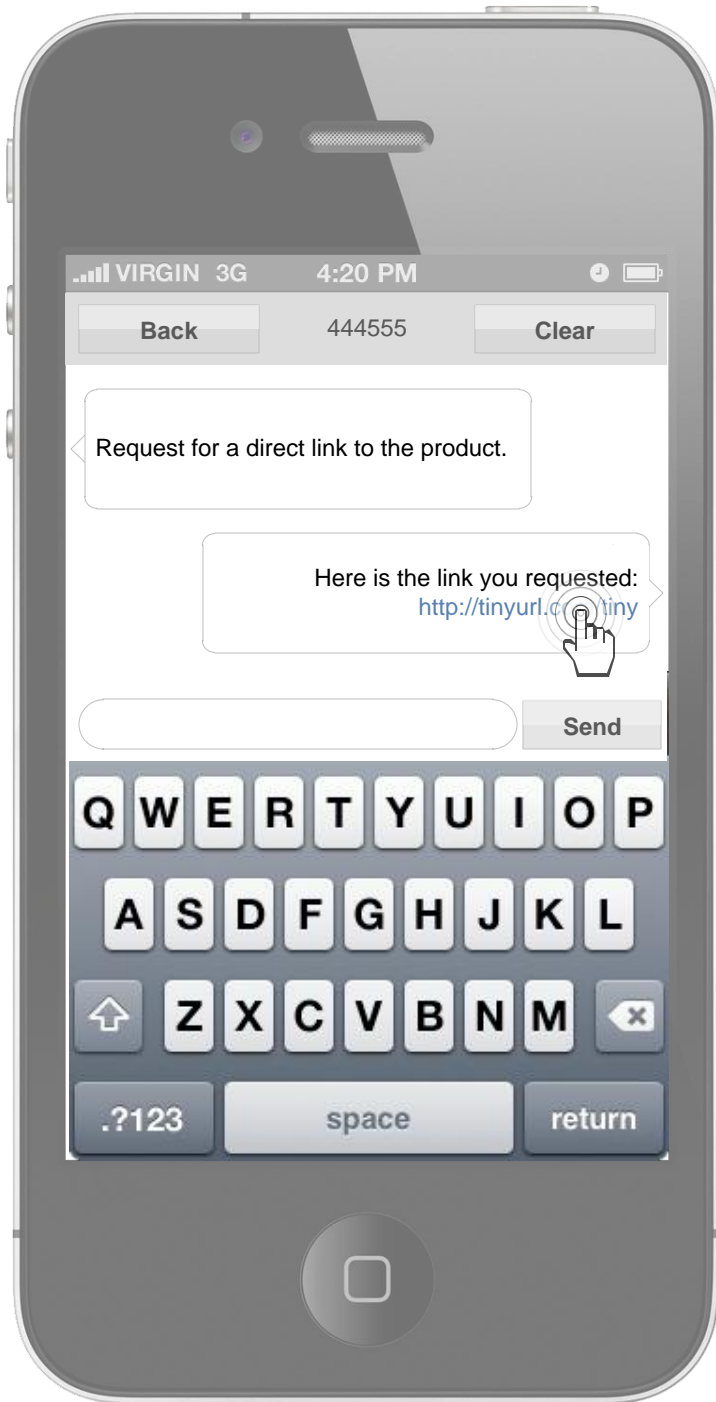


SYW
Welcome Screen

B Direct URL

Customer manually enters the tiny URL **located on the tag** of the product they're interested in into their mobile browser.

The system then recognizes the UR as belonging to the store's merchandise and launches the ShopIn Sign In / Sign Up screen.

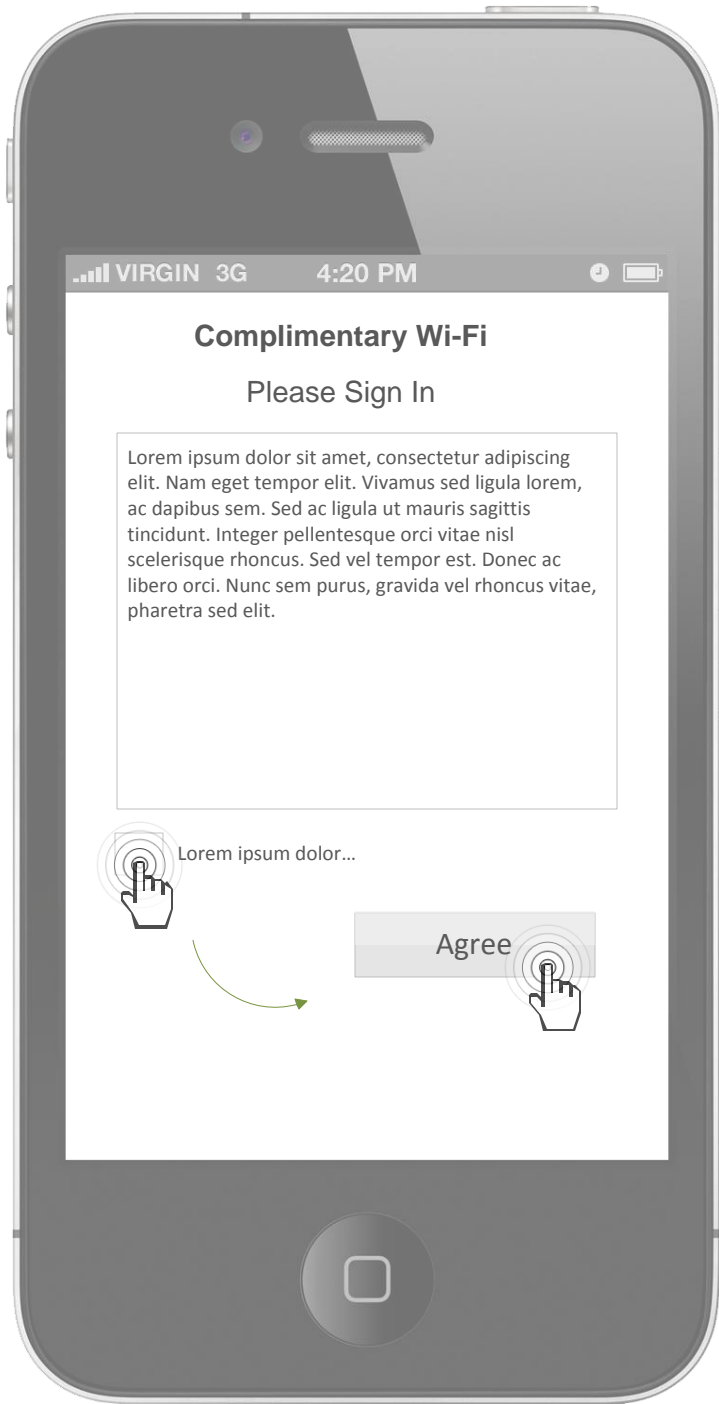


SYW
Welcome Screen

C URL Request via SMS

Customer requests the tiny URL of the product they're interested in by sending a SMS message to the number **located on the tag** of the product they're interested in, then opens it in their mobile browser by tapping on it.

The system then recognizes the URL as belonging to the store's merchandise and launches the ShopIn Sign In / Sign Up screen.

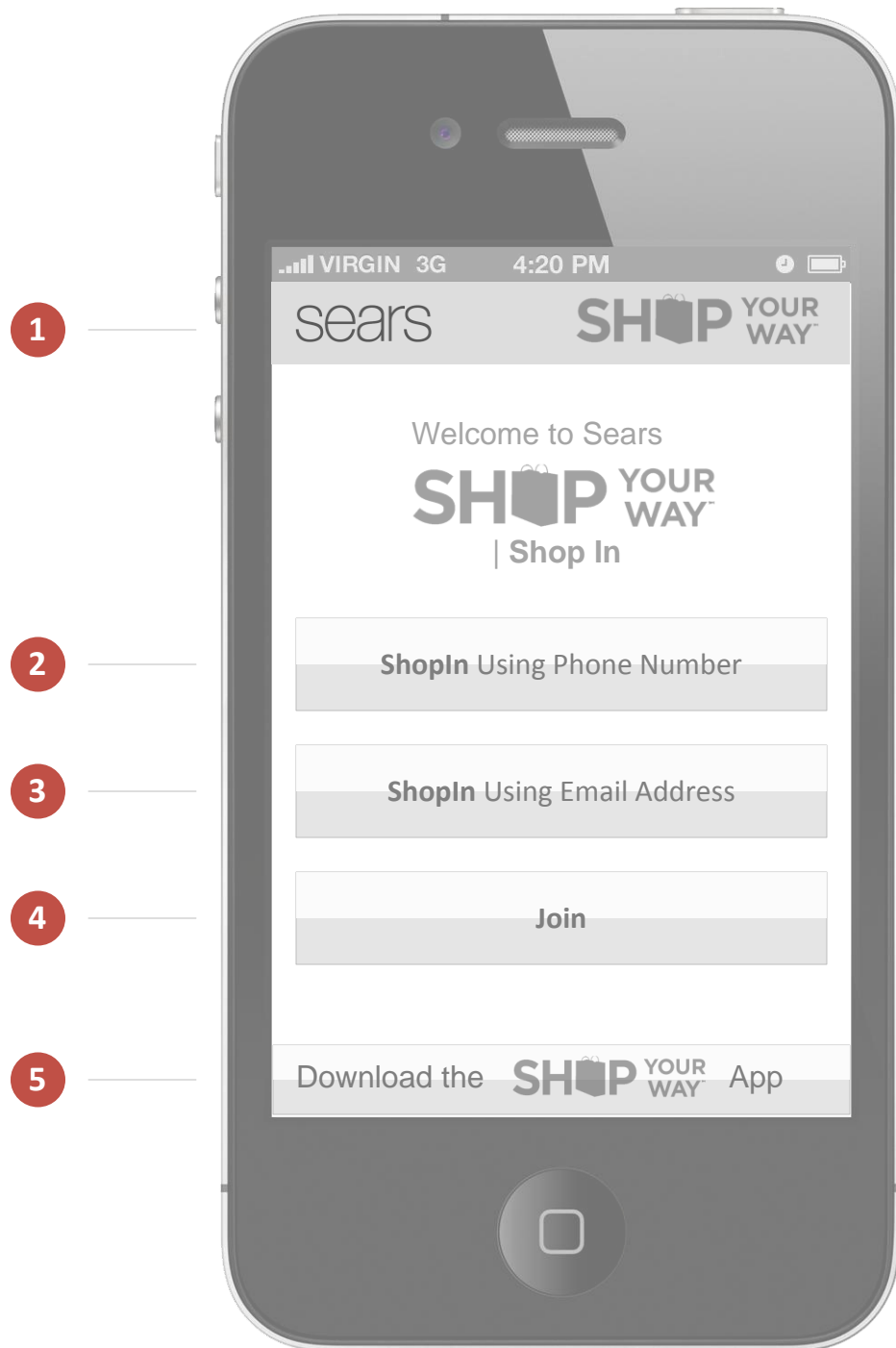


SYW
Welcome Screen

D Guest Wi-Fi

Customer Elects to use the complimentary Guest Wi-Fi network.

The system launches the ShopIn Sign In / Sign Up screen once the user has accepted the terms and conditions associated with the usage of the complimentary in-store Wi-Fi.



SYW ShopIn Welcome Screen

Users are presented with several options on the SYW ShopIn Welcome Screen.

1 Branded Header

In order to keep the users' confidence level up once landing on this screen, a store specific branded header will appear (i.e. Sears SYW, Kmart SYW, etc.)

2 ShopIn Using Phone Number

Customers who already registered at a store using their phone number may ShopIn using this option. Once a correct phone number has been specified, users will be asked to Register.

3 ShopIn Using Email Address

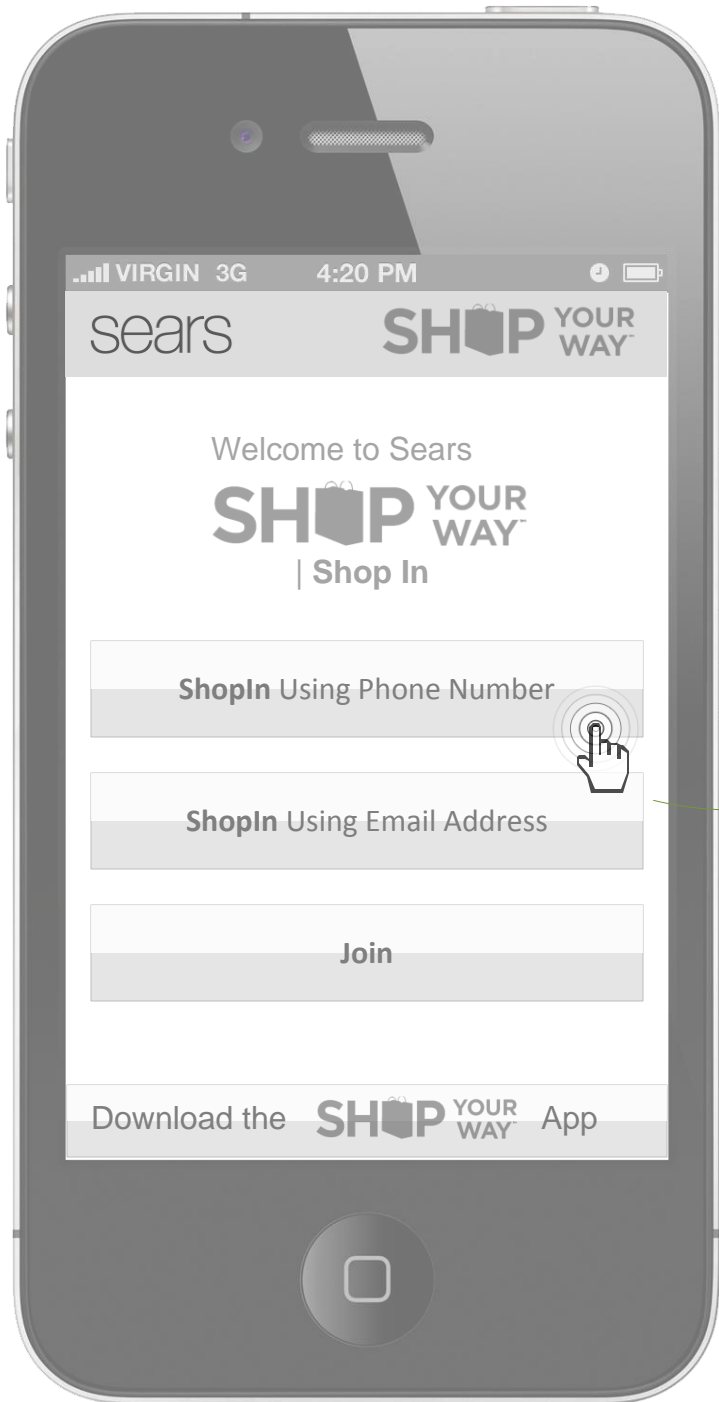
This option allows already registered users to ShopIn using their email address and password.

4 Join

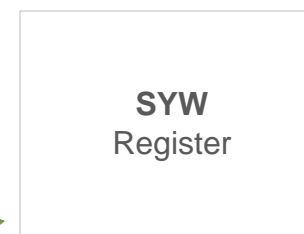
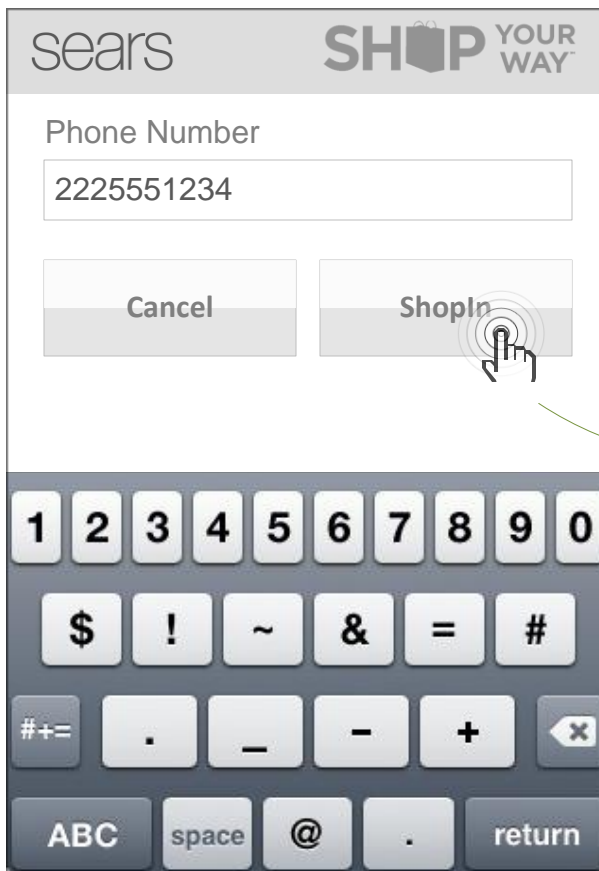
The Join option allows customers interested in signing up for the program to register.

5 Download SYW App

The Download The SYW App button will transport users to their respective online store (i.e. Google Play, Apple App Store, etc.) where they can download and install the SYW application. This button will appear on the SYW ShopIn Welcome and **SYW Signed Out Confirmation** screens.



1

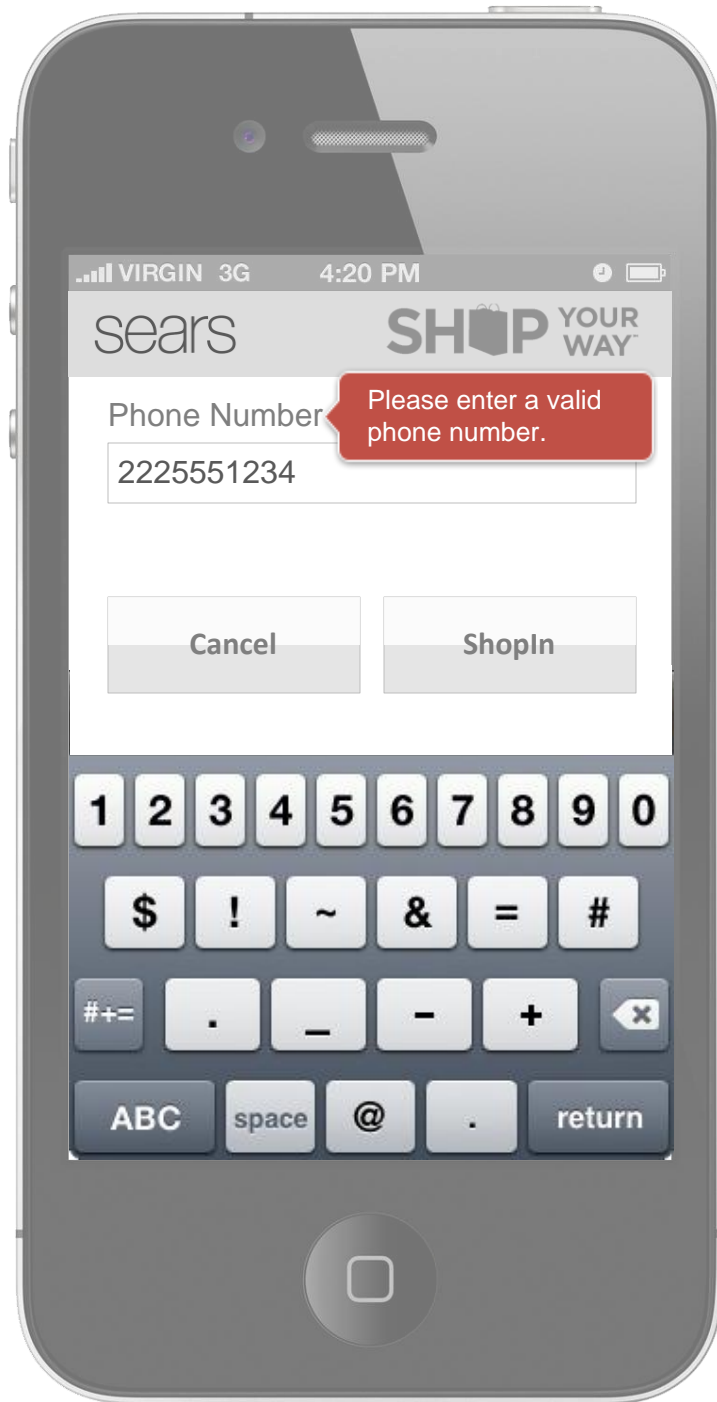
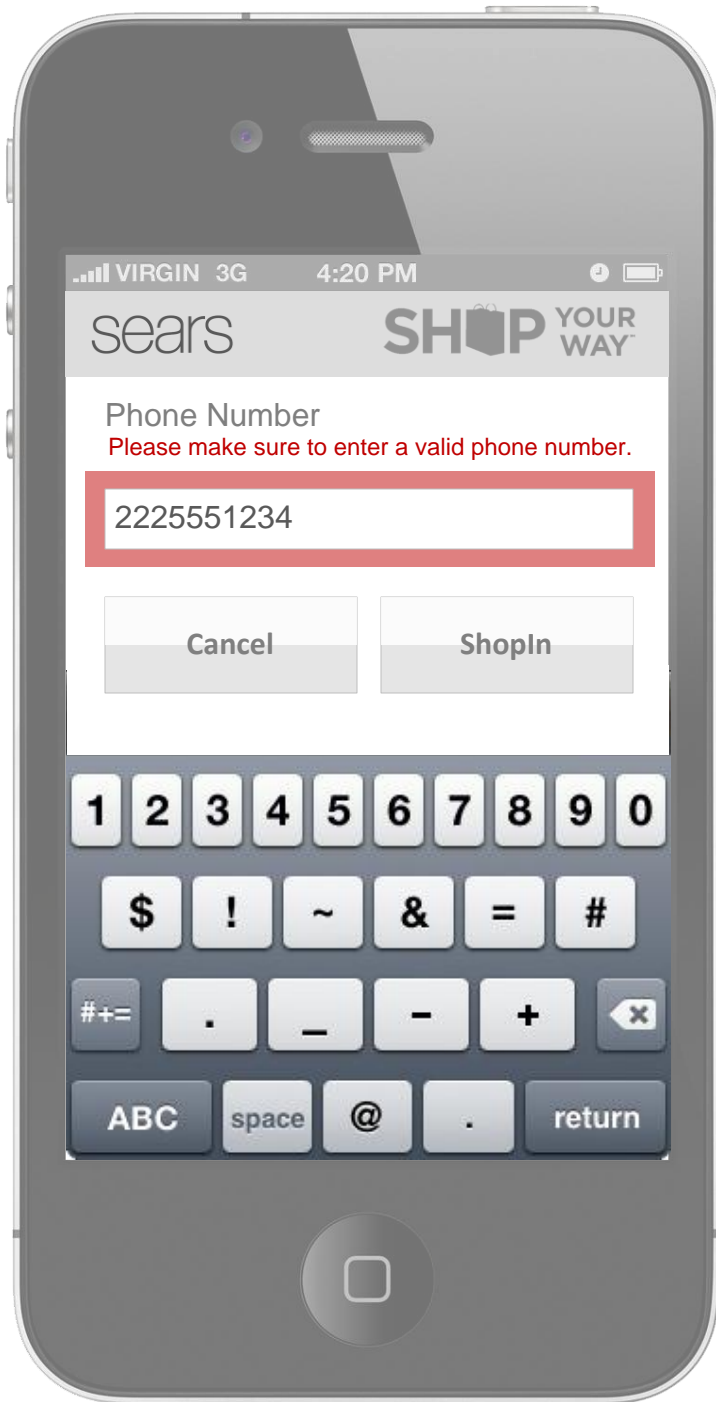


1 ShopIn Using Phone Number

A registered customer elects to ShopIn using their phone number. A numeric keypad appears along with the Phone Number text field.

Entering a valid phone number and tapping ShopIn loads the Register form.

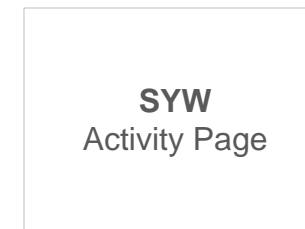
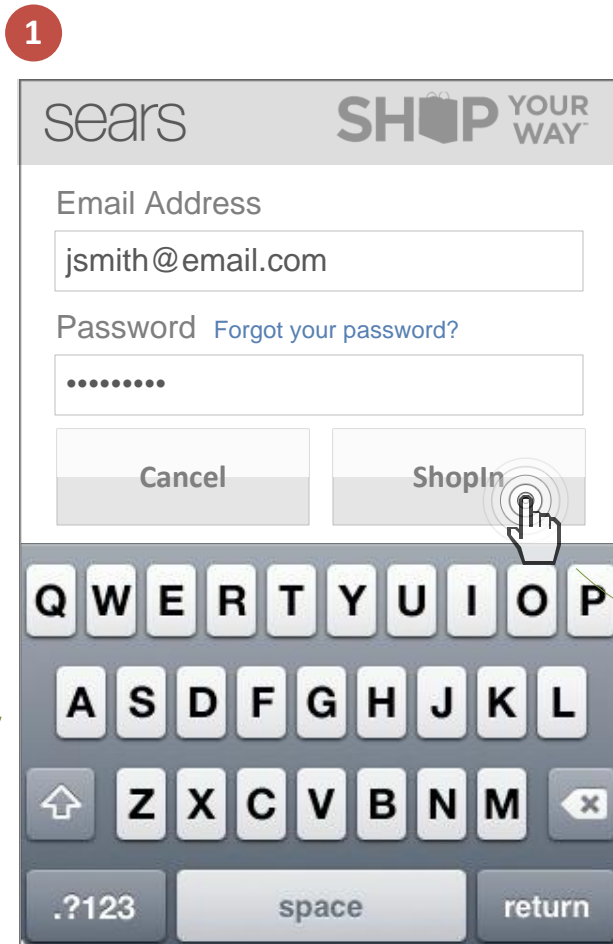
Tapping on Cancel brings the user back to the ShopIn Welcome screen.



Error Messaging

In case of entering an invalid phone number, the system will display a highlighted text field informing the user what happened. The system will ask the user to try entering the phone number once more in an attempt to correct the problem.

Note: Please review and form proper copy for the error message.

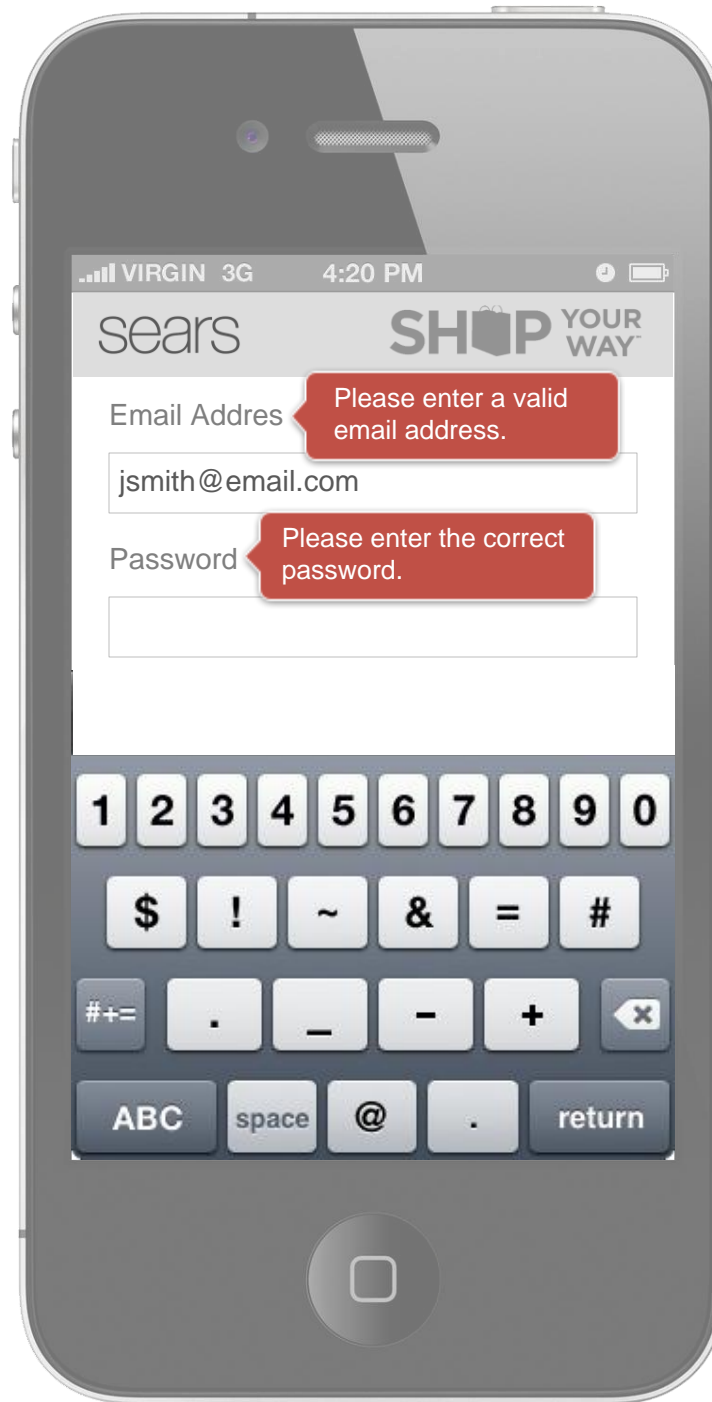
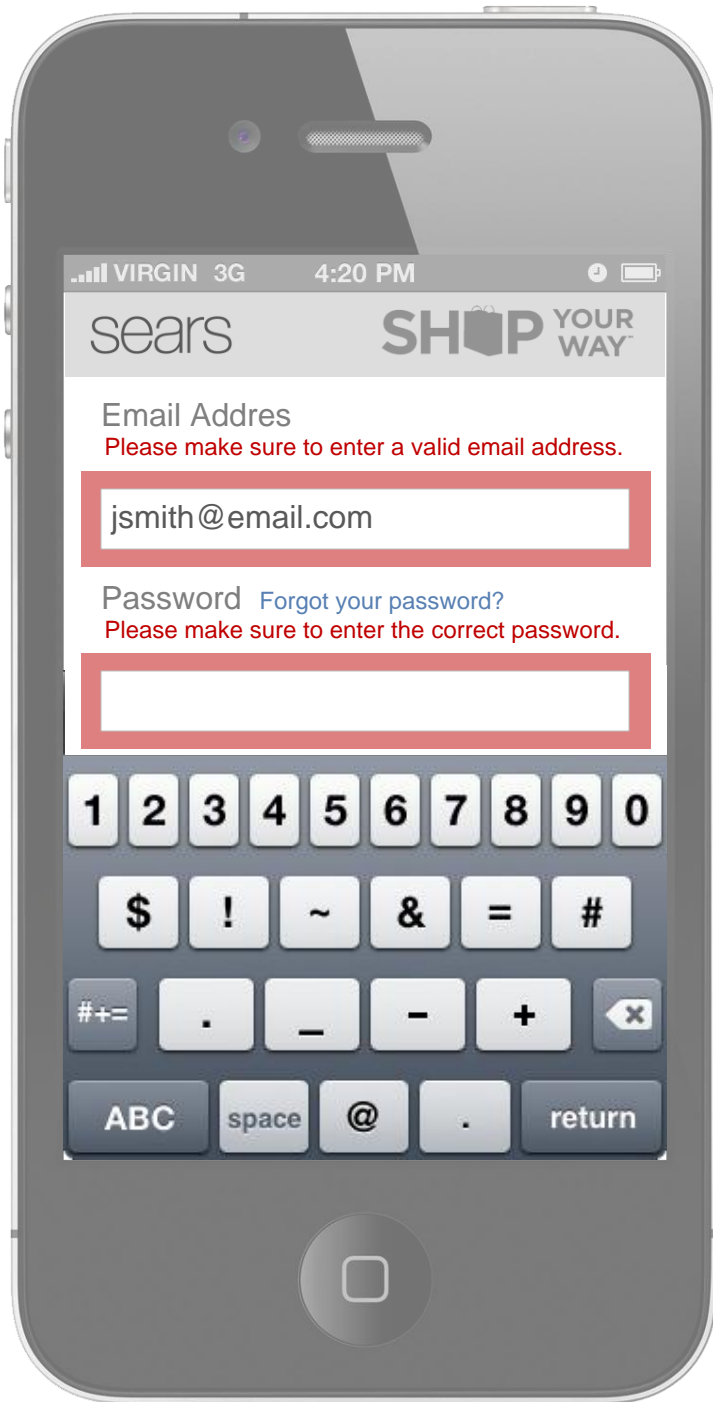


1 ShopIn Using Phone Number

A registered customer elects to ShopIn using their email address and password. A alphanumeric keypad appears along with the Email Address and Password Fields.

Entering a valid email address / password combination, then tapping ShopIn lands the user on the Activity Page.

Tapping on Cancel brings the user back to the ShopIn Welcome screen.



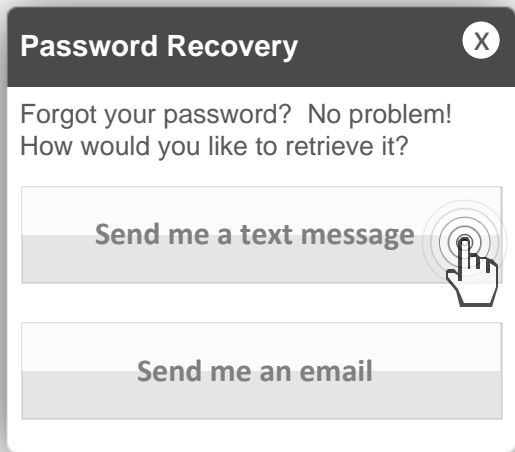
Error Messaging

In case of entering an invalid email address and or password, the system will display a highlighted text field informing the user what happened. The system will ask the user to try entering the proper information once more in an attempt to correct the problem.

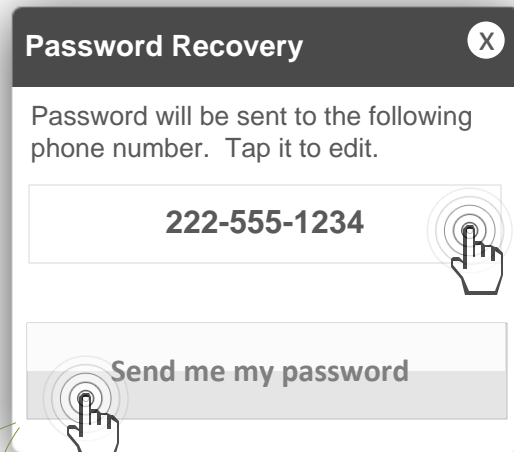
Cancel and ShopIn appear underneath the keypad. User may swipe up to reveal the now hidden buttons.

Note: Please review and form proper copy for the error message.

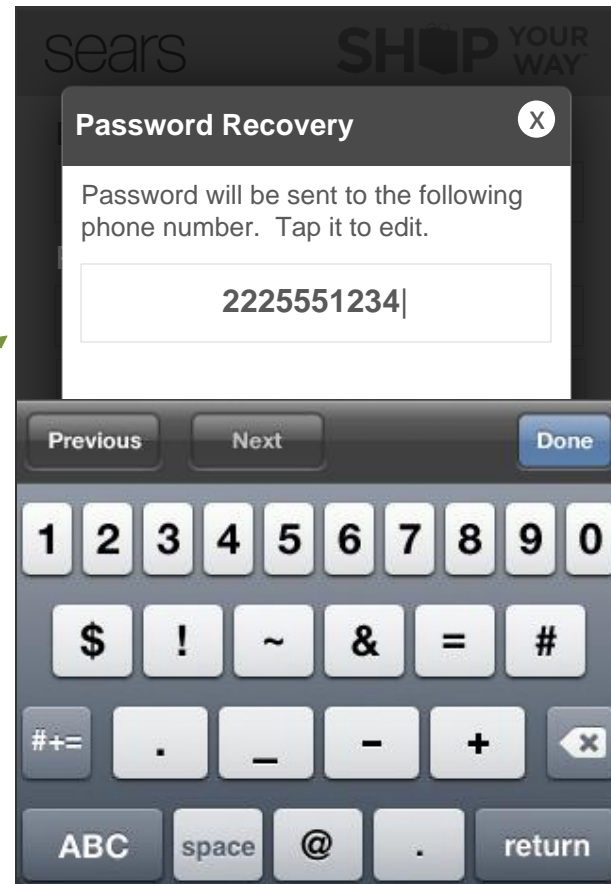
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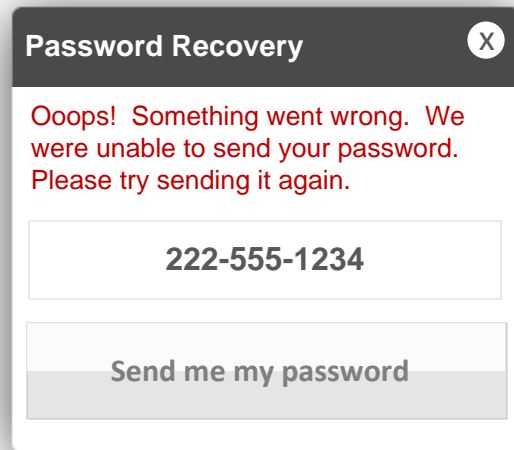
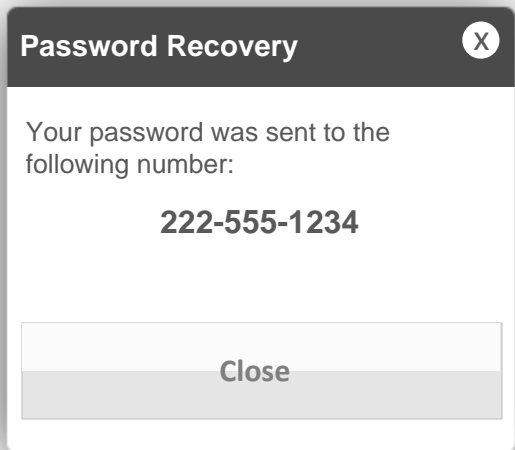
2



5



3



Password Retrieval - SMS

User will tap the “Forgot your password?” link in order to retrieve a forgotten password.

1 Method Of Retrieval

User is presented with a modal showing two options to retrieve their password

- Send via SMS
- Send via email address

2 Retrieve Password via SMS

The Password Recovery modal will display user’s phone number in an editable text field. User will have the ability to send the password to the number shown, or edit by tapping on it prior to retrieving the password.

3 Confirmation / Error Message

Once user has tapped the “Send me my password” button, the modal will display a confirmation message informing the user that the password has been sent. In case of an error, the system will ask the user to try resending the password.

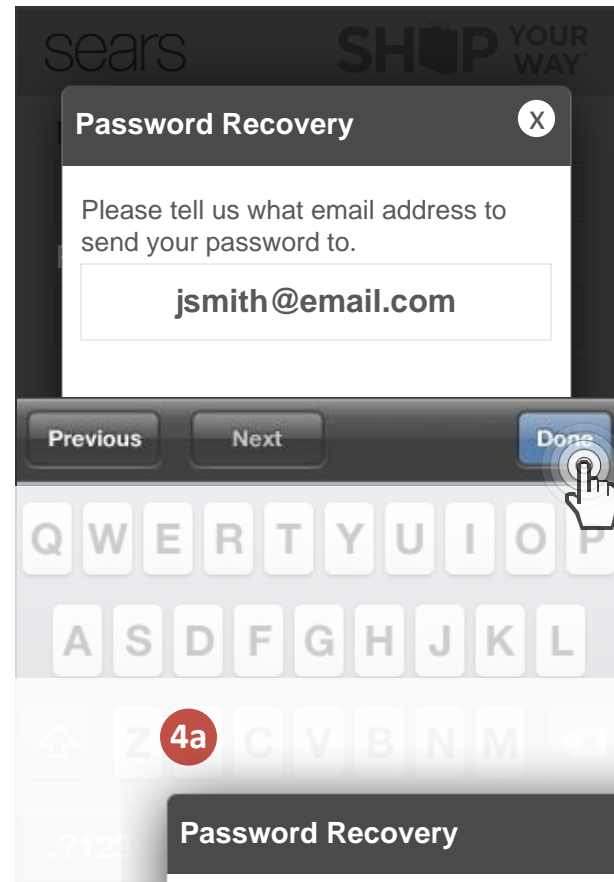
5 Edit Phone Number

A numeric keypad will appear once the user has tapped on the phone number in order to edit it.

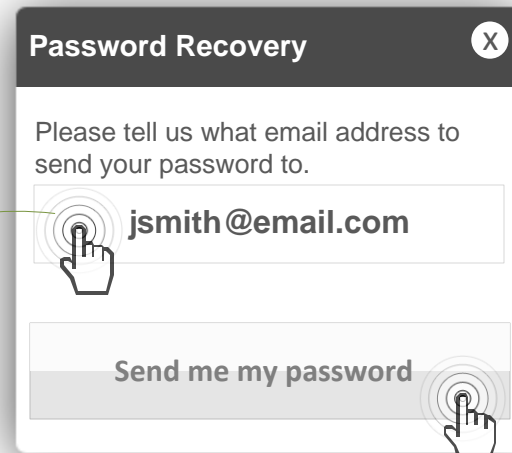
1



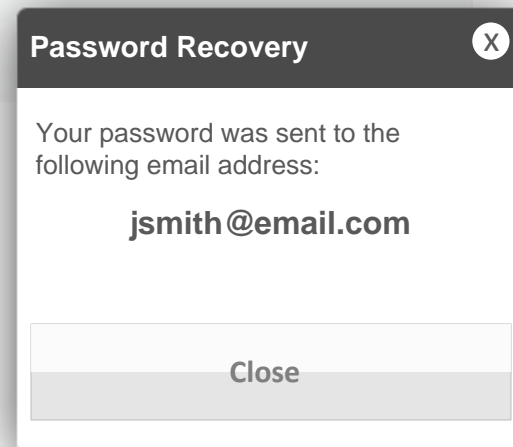
2



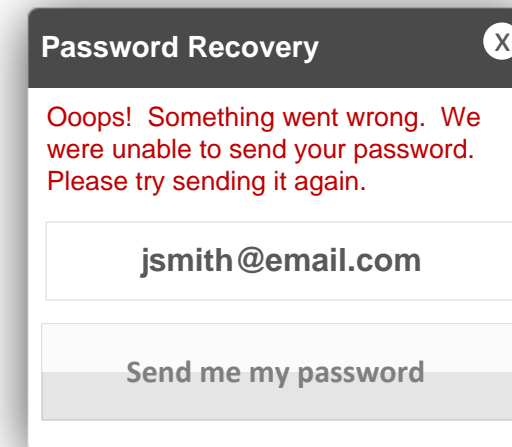
3



4a



4b



Password Retrieval - Email

User will tap the “Forgot your password?” link in order to retrieve a forgotten password.

1 Method Of Retrieval

User is presented with a modal showing two options to retrieve their password

- Send via SMS
- Send via email address

2 Retrieve Password via Email

The Password Recovery modal will ask the user to specify the email address to which the password should be sent. An alphanumeric keypad will appear automatically.

3 Send Password

Once an email address has been specified, user will have the ability to submit the password retrieval request by tapping on “Send me my password” button, or edit the email address by tapping on its text field.

4 Confirmation / Error Message

Once user has tapped the “Send me my password” button, the modal will display a confirmation message informing the user that the password has been sent. In case of an error, the system will ask the user to try resending the password.



1

sears SHOP YOUR WAY

Please specify the following information:

First Name

Last Name

Email Address

Password

Re-type Password

Zip Code

sears SHOP YOUR WAY

Email Address

Password

Re-type Password

Zip Code

1 Join / Register

Lorem...