Splender browser plug-in User Flows

Onboarding

Onboarding

(shown on Splender.com)

Onboarding

Add "Splender Cash Back"?

★★★★★ (3)

124 users

View details

It can:
- Read and change all your data on the websites you visit

Cancel   Add extension

Click here

to get cash back and offer alerts whenever
you visit 800+ online stores

DEAL OF THE WEEK:

How it Works   Help

Splender

Deals and cash back at top stores all in one place

Join the 20,000 shoppers earning up to 25% cash
back at 800+ stores

f JOIN WITH FACEBOOK   OR   EMAIL ADDRESS   JOIN

Splender

CASHBACK

5%
cash back

SEPHORA   Hotels.com   bloomingdale's   BOSE

Why us?

Onboarding

Tutorial (part 1)

The user must click the Activate button to continue.

DEAL OF THE WEEK: Douoreac quia commodu 50% OFF dolueis proprecium tibusem sumene es MACY'S onsent accidupat deptibus autem me ira

Log In →

Splender

STORES   OFFERS   Macy's, Nordstrom,

ACTIVATE 3% CASH BACK →

The Splender Button is now installed!

Next time you shop, we'll remind you to
earn cash back. Just click *Activate*.

Deals and cash back at top
stores all in one place

Join the 20,000 shoppers earning up to 25% cash
back at 800+ stores

Splender

CASHBACK

f | JOIN WITH FACEBOOK   OR   EMAIL ADDRESS   JOIN

5%
cash back

SEPHORA   Hotels.com   bloomingdales   BOSE

Onboarding

Plug-in Icon States

Unactive state: Appears when the user is on a Splender network site and has not activated cash back

- Orange arrow should show a flashing animation when the plug-in is visible.
- Orange arrow should show solid (no animation) when the user hides the plug-in

Active state: Appears when the user has activated cash back on a Splender network site
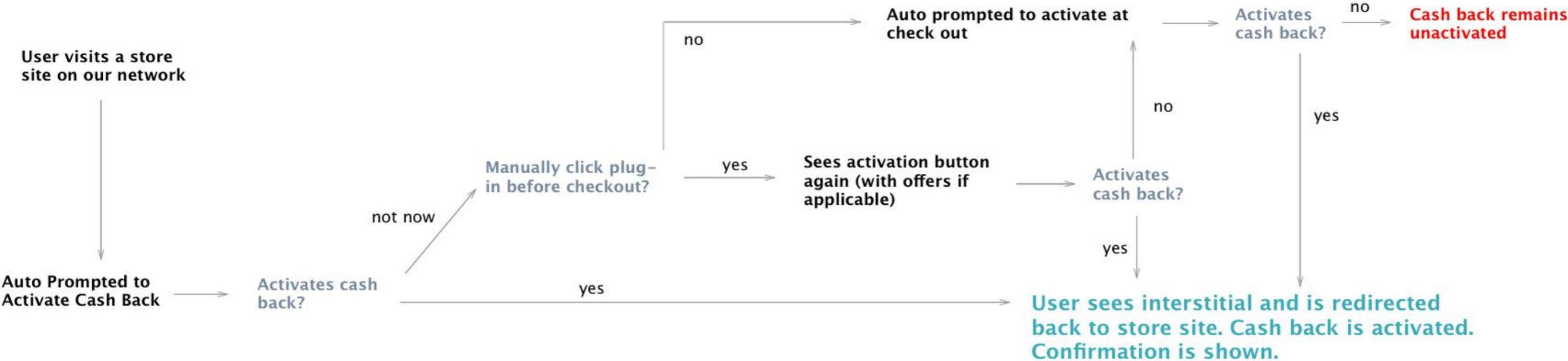
Neutral state: Appears when the user is not on a Splender network site

Visit to a store site on our network

(Logged In)

Visit to a store site on our network (Logged In)

Click on a box to view wireframe

User visits a store
site on our network

Auto Prompted to
Activate Cash Back → Activates cash back?

not now → Manually click plug-in before checkout?

no → Auto prompted to activate at check out → Activates cash back? — no → **Cash back remains unactivated**

yes → Sees activation button again (with offers if applicable) → Activates cash back?

yes → User sees interstitial and is redirected back to store site. Cash back is activated. Confirmation is shown.

no

yes

Visit to a store site on our network (Logged In)

Auto prompted to activate cash back*

icon should be in
unactivated state

macy's.com

Initial animation state

Final animation state
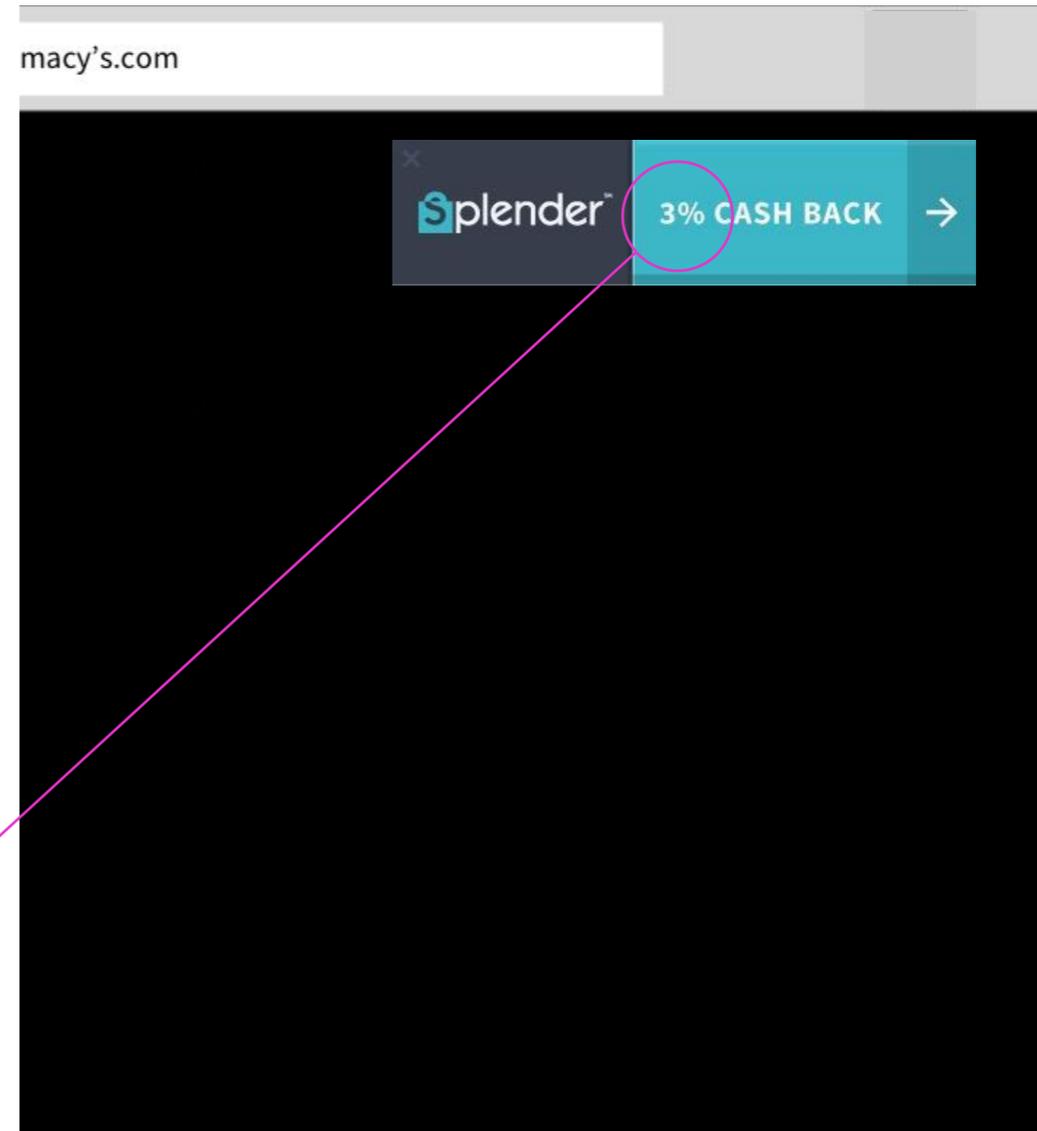
* Shows logged in user's cash back rate

* Automatically shown on initial visit, and again at checkout if cash back is still not activated
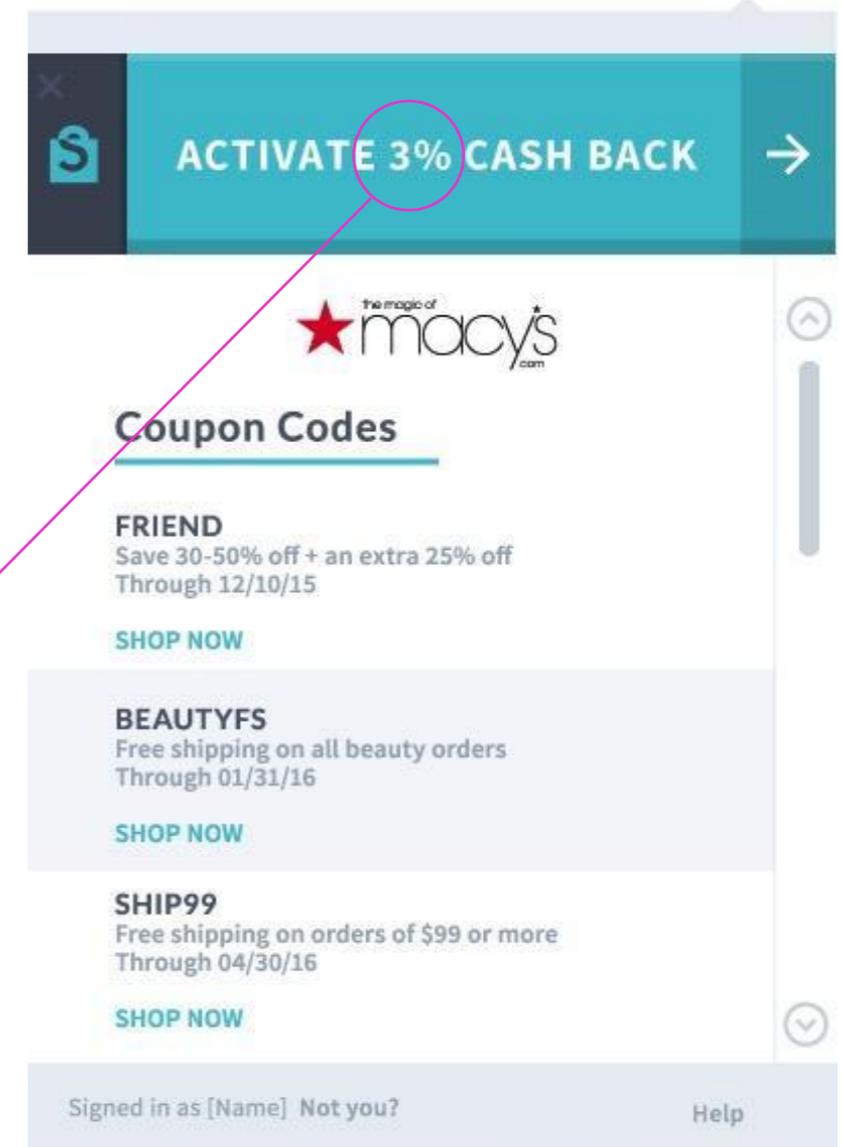
Visit to a store site on our network (Logged In)

Sees activation button again (with offers if any)*

icon should be in unactivated state

ACTIVATE 3% CASH BACK →

Signed in as [Name] Not you?   Help

store without offers

* Shows logged in user's cash back rate

ACTIVATE 3% CASH BACK →

the magic of macy's.com

Coupon Codes

FRIEND
Save 30-50% off + an extra 25% off
Through 12/10/15

SHOP NOW

BEAUTYFS
Free shipping on all beauty orders
Through 01/31/16

SHOP NOW

SHIP99
Free shipping on orders of $99 or more
Through 04/30/16

SHOP NOW

Signed in as [Name] Not you?   Help
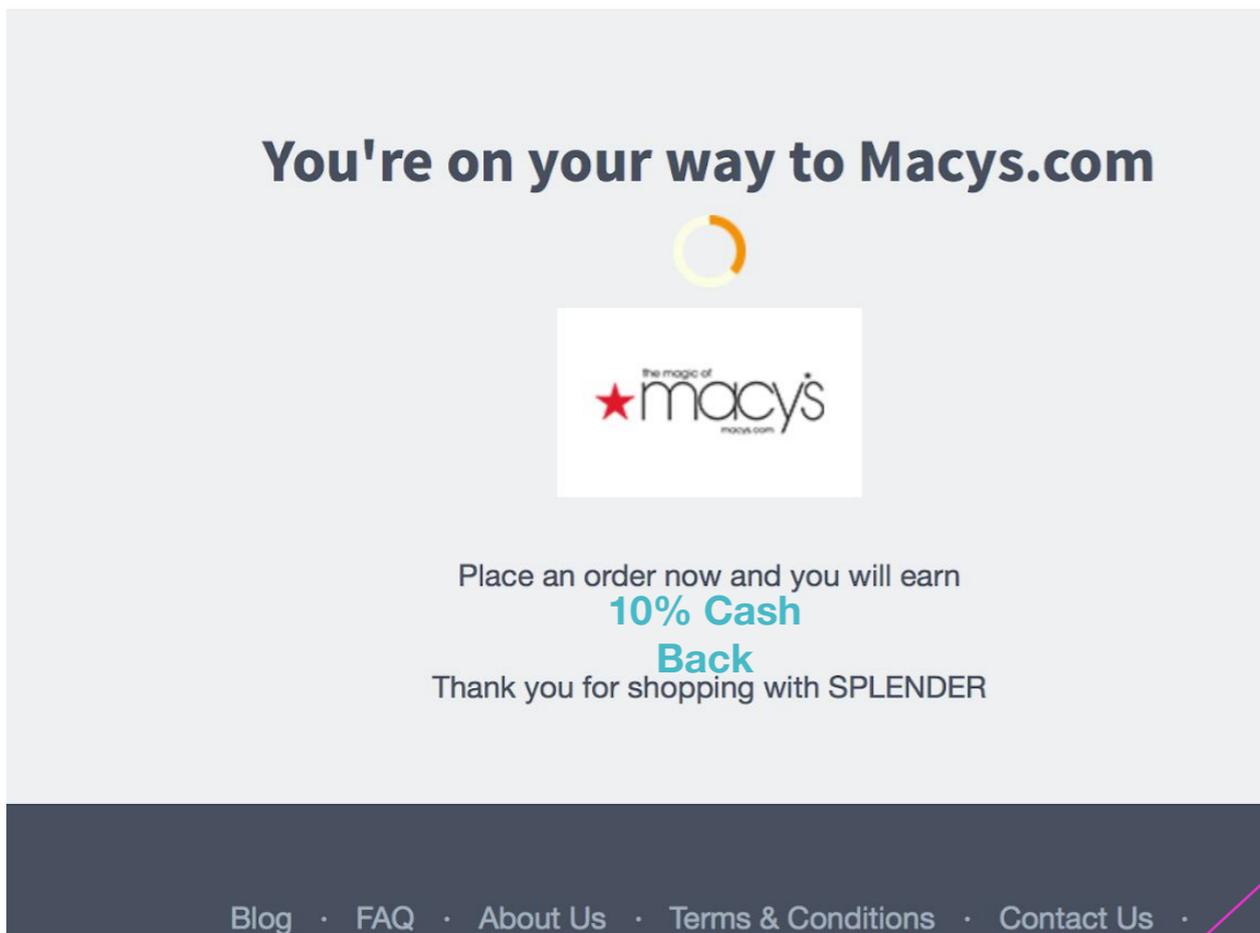
store with offers

Visit to a store site on our network (Logged In)

User sees interstitial and is automatically redirected back to store site. Cash back is activated. Confirmation is shown.*
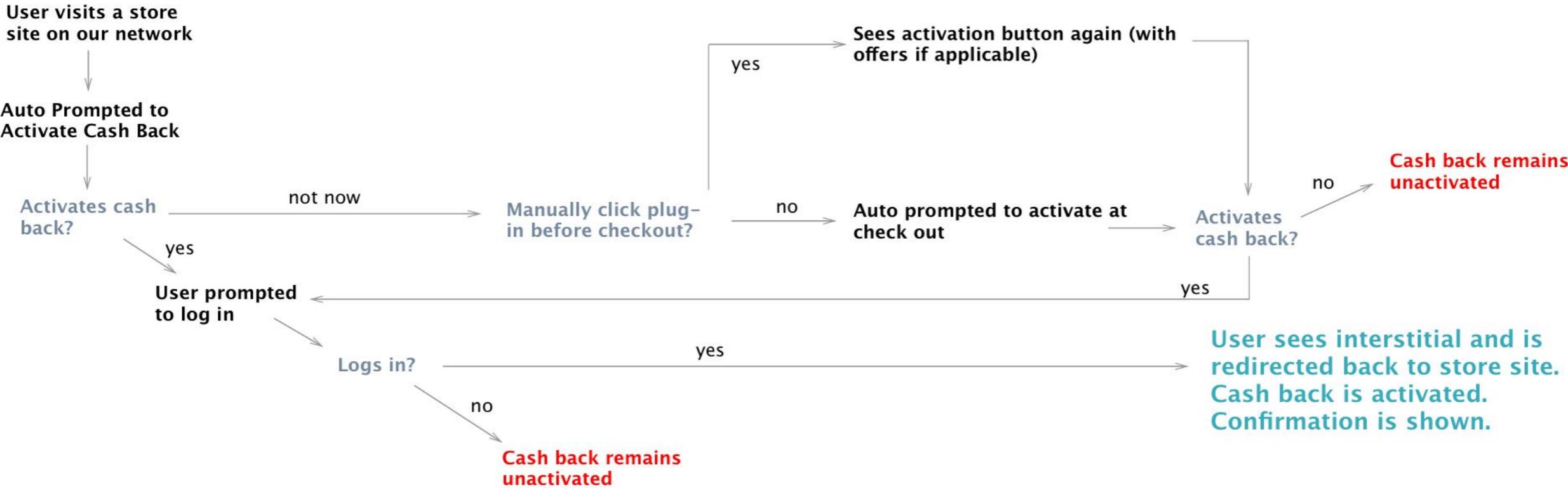
(on Splender.com)

icon should be in unactivated state

STORES   **FATHER'S DAY**   Search for products or stores...

You're on your way to Macys.com

★macy's
macys.com

Place an order now and you will earn
10% Cash
Back
Thank you for shopping with SPLENDER

Blog · FAQ · About Us · Terms & Conditions · Contact Us ·

Activated!

3% CASH BACK ACTIVATED ✓

* Shows logged in user's cash back rate

User visit to a store site on our network

(Logged Out)

User visit to a store site on our network (Logged Out)

Click on a box to view
wireframe

User visits a store
site on our network

↓

Auto Prompted to
Activate Cash Back

↓

Activates cash
back?

— not now → Manually click plug-
in before checkout?

— yes → User prompted
to log in

→ Logs in?

— no → **Cash back remains
unactivated**

— yes → **User sees interstitial and is
redirected back to store site.
Cash back is activated.
Confirmation is shown.**

Manually click plug-
in before checkout?

— yes → Sees activation button again (with
offers if applicable)

— no → Auto prompted to activate at
check out

→ Activates
cash back?

— no → **Cash back remains
unactivated**

— yes → User prompted
to log in

Store sites on our network: Logged Out

Auto prompted to activate cash back*

S plender™   3% CASH BACK   →

Animation initial state

S   ACTIVATE 3% CASH BACK   →

Animation final state

S →

icon should be in unactivated state
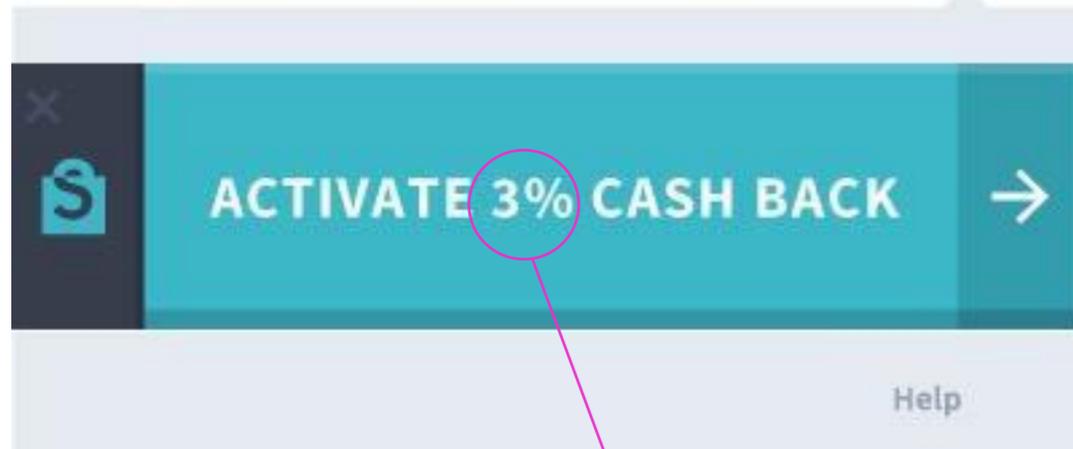
* Shows site wide cash back rate

* Automatically shown on initial visit, and again at checkout if cash back is still not activated
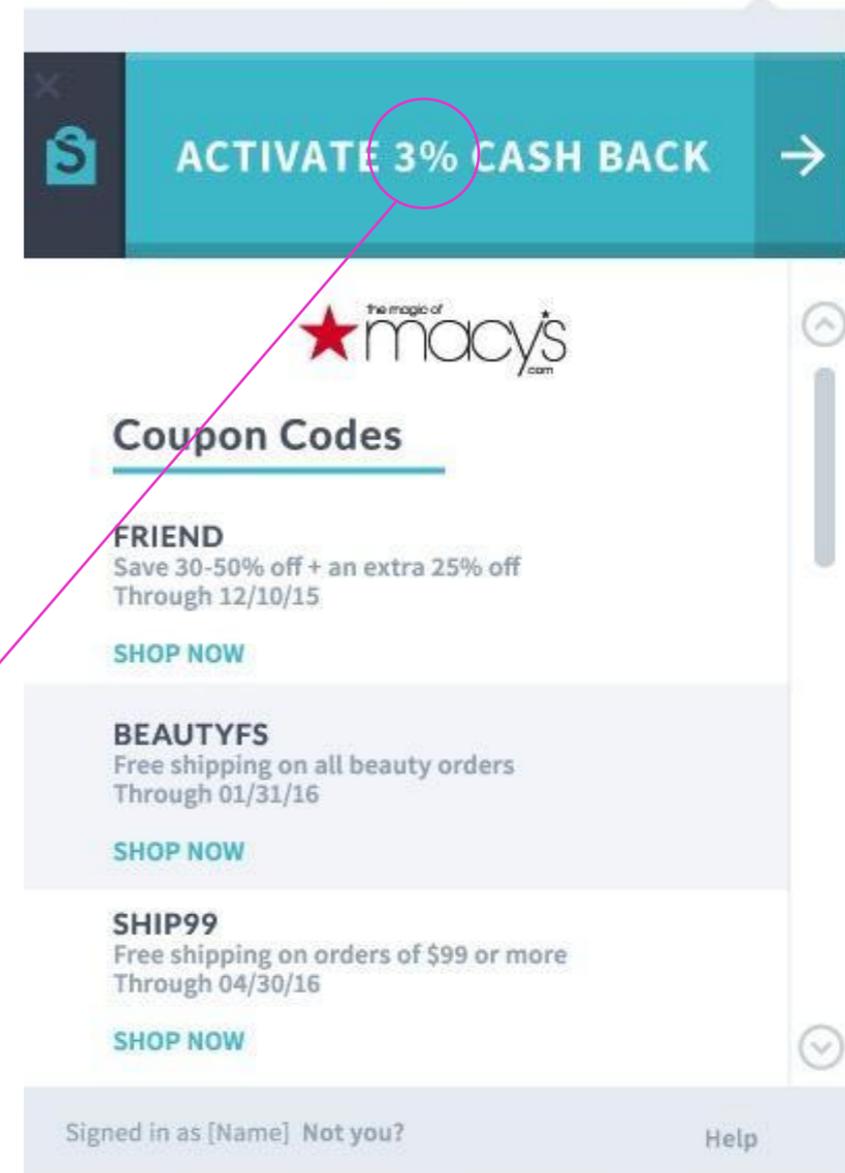
Store sites on our network: Logged Out

Sees activation button again (with offers if any)*

Icon should be in unactivated state

ACTIVATE 3% CASH BACK →

Help

ACTIVATE 3% CASH BACK →

the magic of
★macy's.com

Coupon Codes

FRIEND
Save 30-50% off + an extra 25% off
Through 12/10/15

SHOP NOW

BEAUTYFS
Free shipping on all beauty orders
Through 01/31/16

SHOP NOW

SHIP99
Free shipping on orders of $99 or more
Through 04/30/16

SHOP NOW

Signed in as [Name] Not you?   Help

store without offers   **store with offers**

* Shows site wide cash back rate

Store sites on our network: Logged Out

User prompted to log in
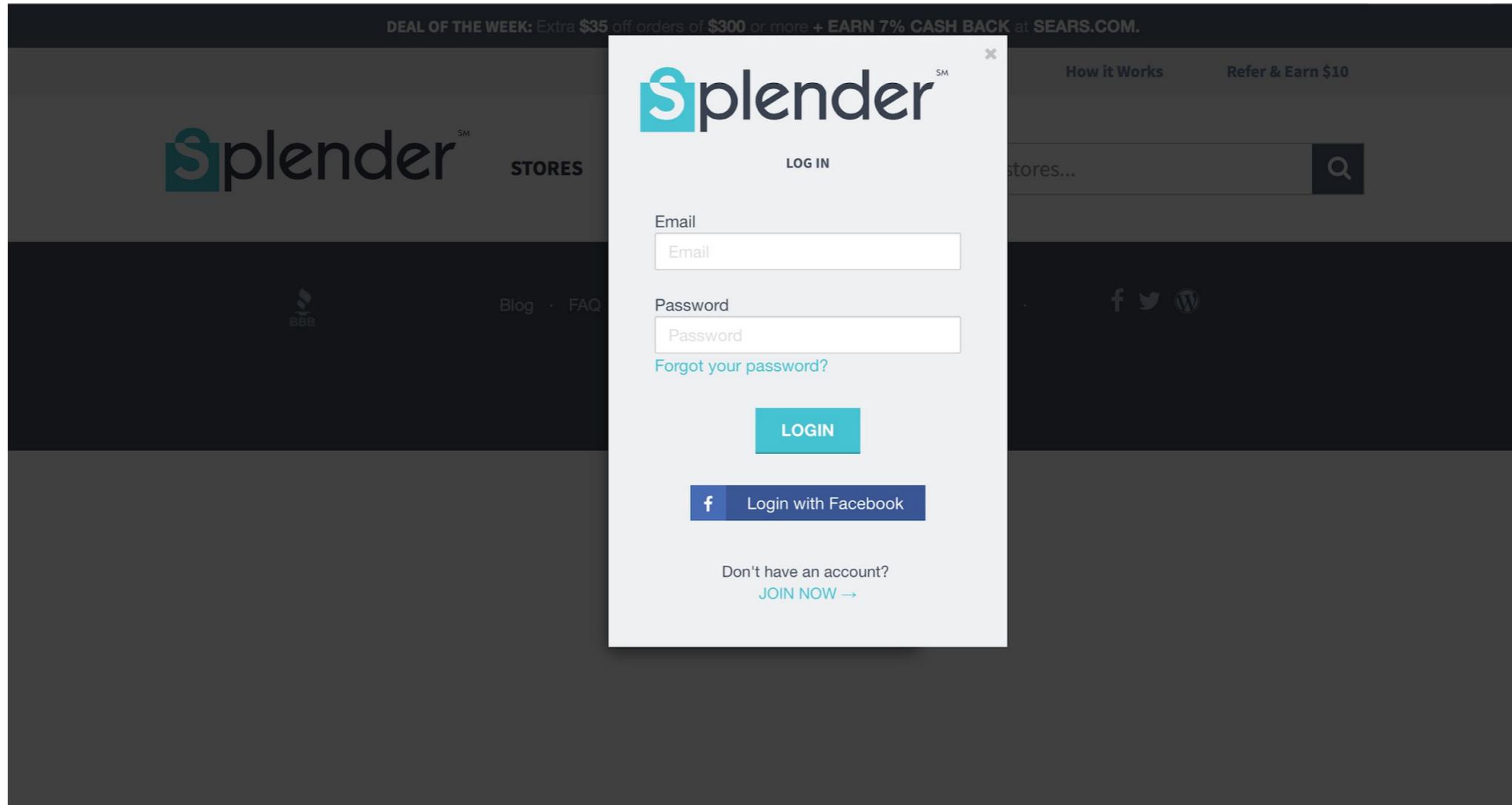
Store sites on our network: Logged Out

After log in, User sees interstitial and is automatically redirected back to store site. Cash back is activated. Confirmation is shown.*

(on Splender.com)

der ^{SM}   STORES   FATHER'S DAY   Search for products or stores...
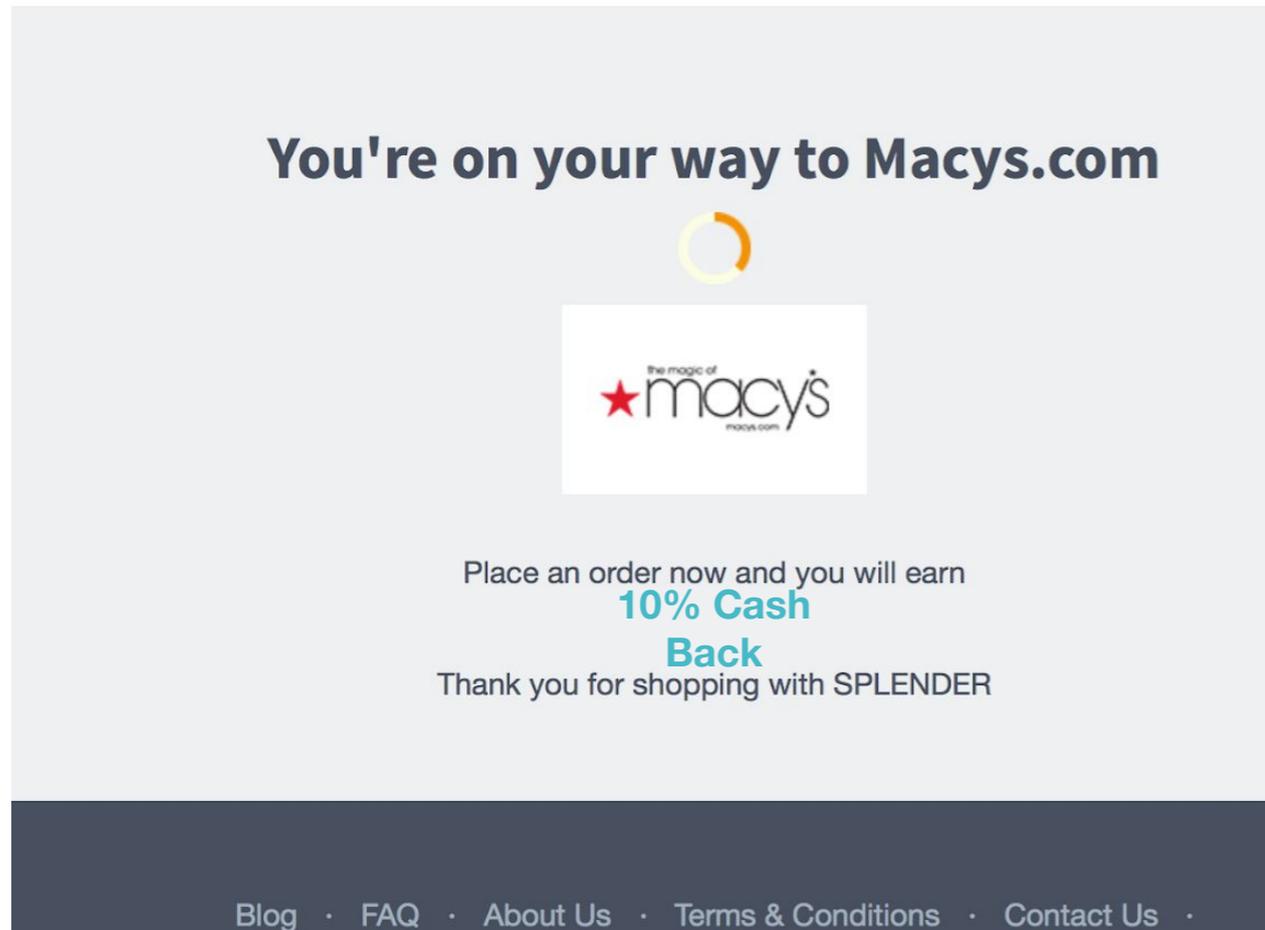
icon should be in activated state

You're on your way to Macys.com

★macy's

Place an order now and you will earn
10% Cash Back
Thank you for shopping with SPLENDER

Blog · FAQ · About Us · Terms & Conditions · Contact Us ·

Activated!

S 3% CASH BACK ACTIVATED ✓

* User should be logged in at this point - user's cash back rate is shown

Manual click from store sites not on our network

Click to view wireframe:

Logged in

Logged Out

Auto complete

Flow after a store is clicked

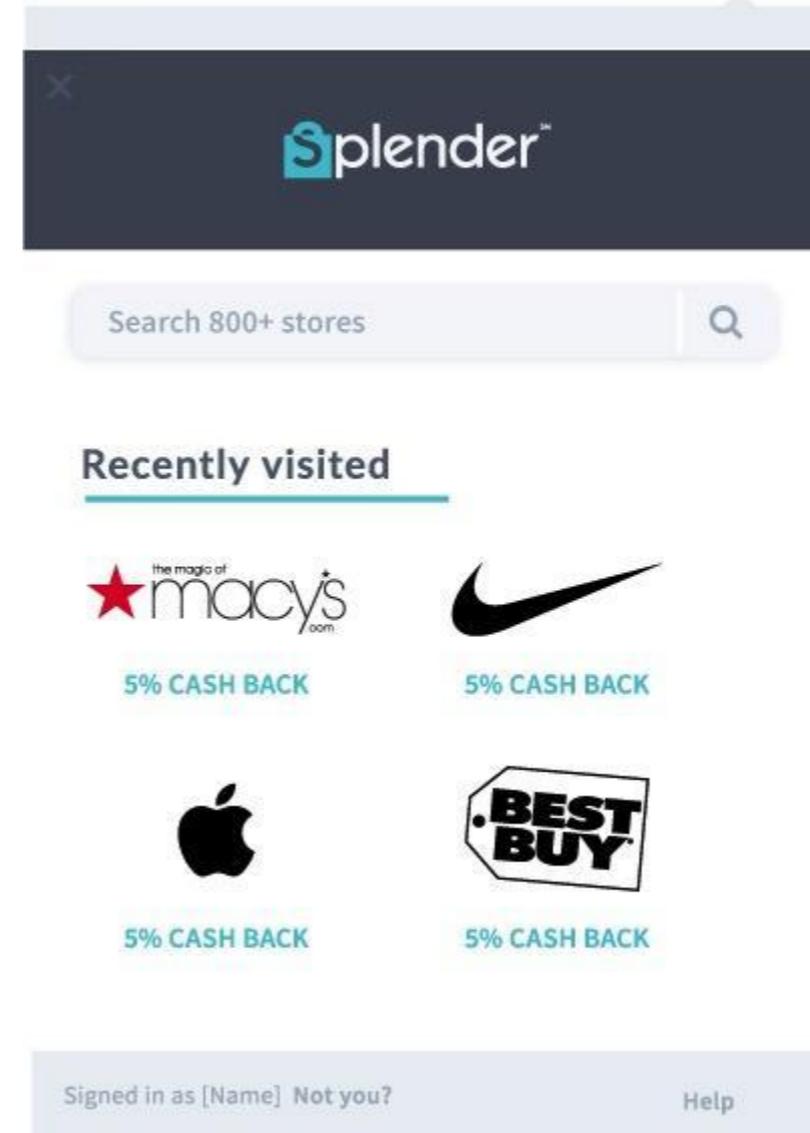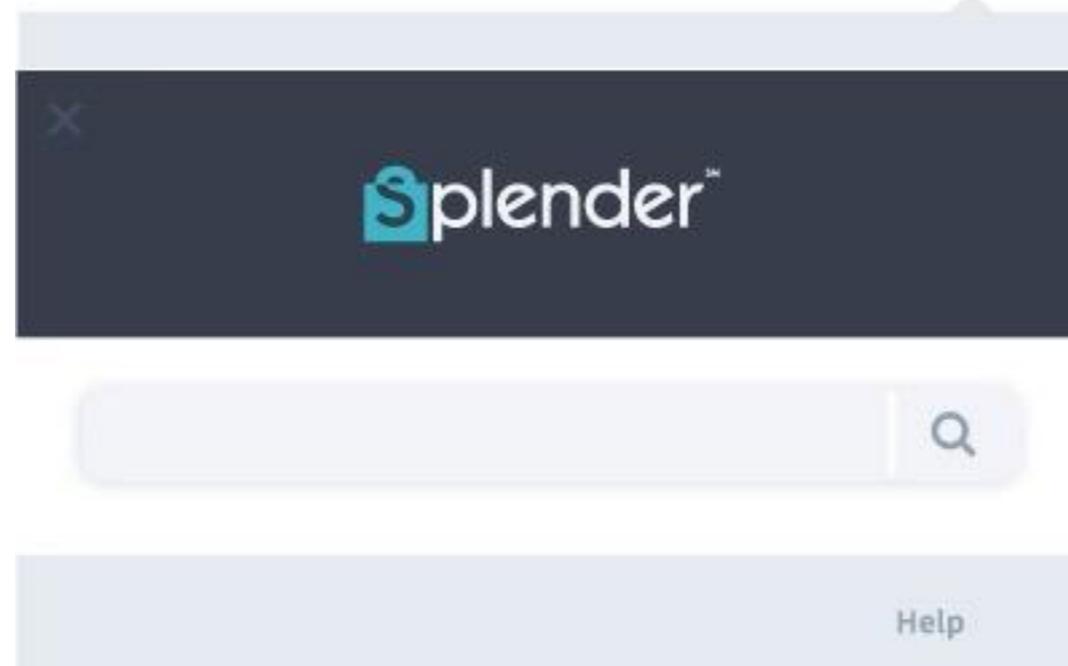# Store sites not on our network (logged in)

Icon should be in neutral state

Splender

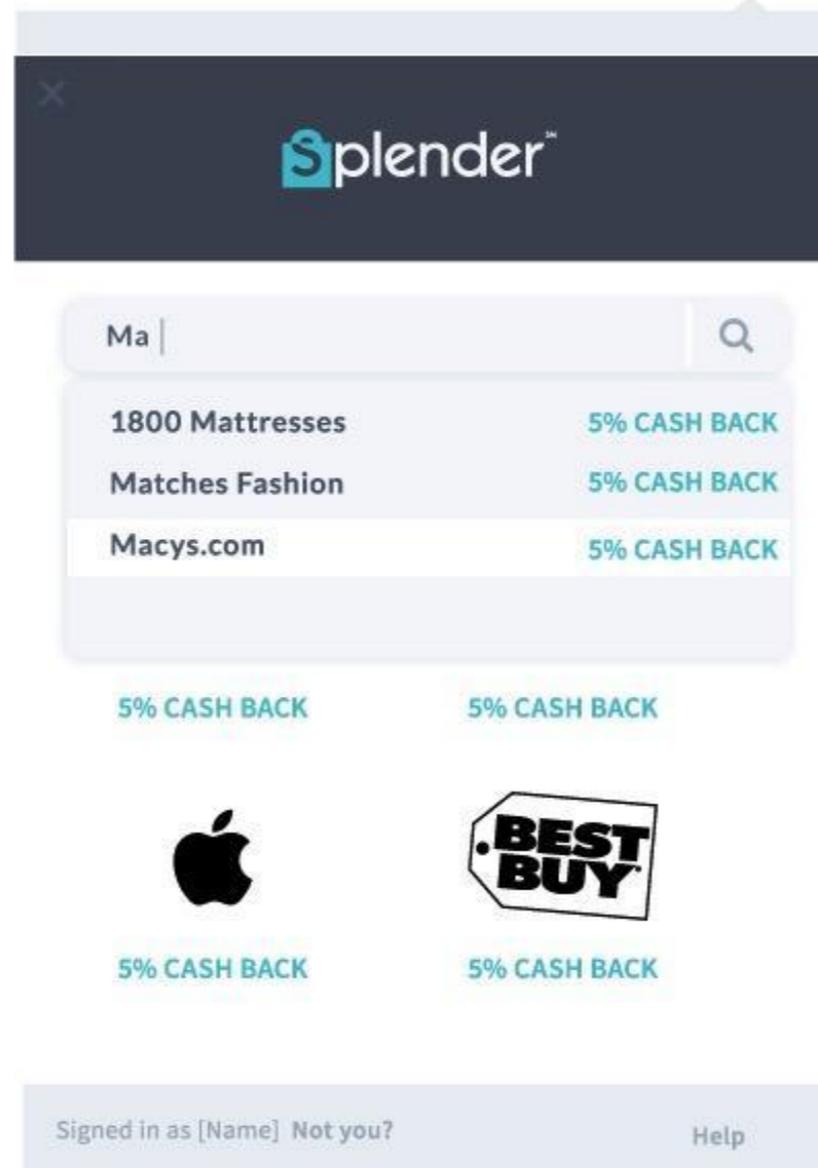Signed in as [Name] **Not you?**   Help

No recently visited

Splender

Search 800+ stores

Recently visited

the magic of **★macy's**   ✔ (Nike swoosh)

5% CASH BACK   **5% CASH BACK**

🍎 (Apple)   **.BEST BUY**

5% CASH BACK   **5% CASH BACK**

Signed in as [Name] **Not you?**   Help
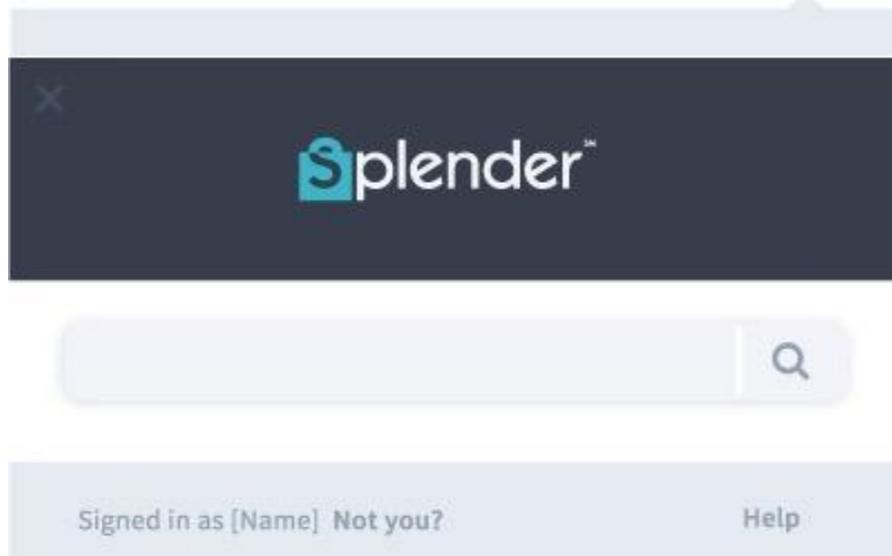
**1 or more
recently visited**

Store sites not on our network (logged out)

Store sites not on our network: Auto Complete
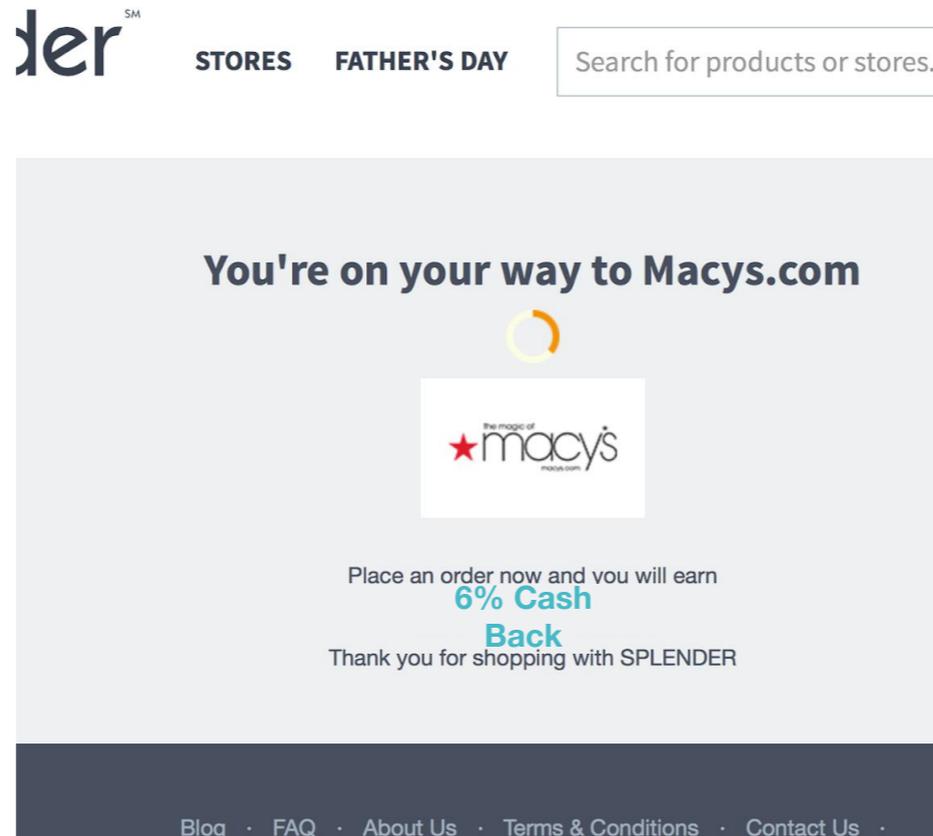
* shown with hover over "Macys.com"

Store sites not on our network

User clicks a store via search or clicking recently visited
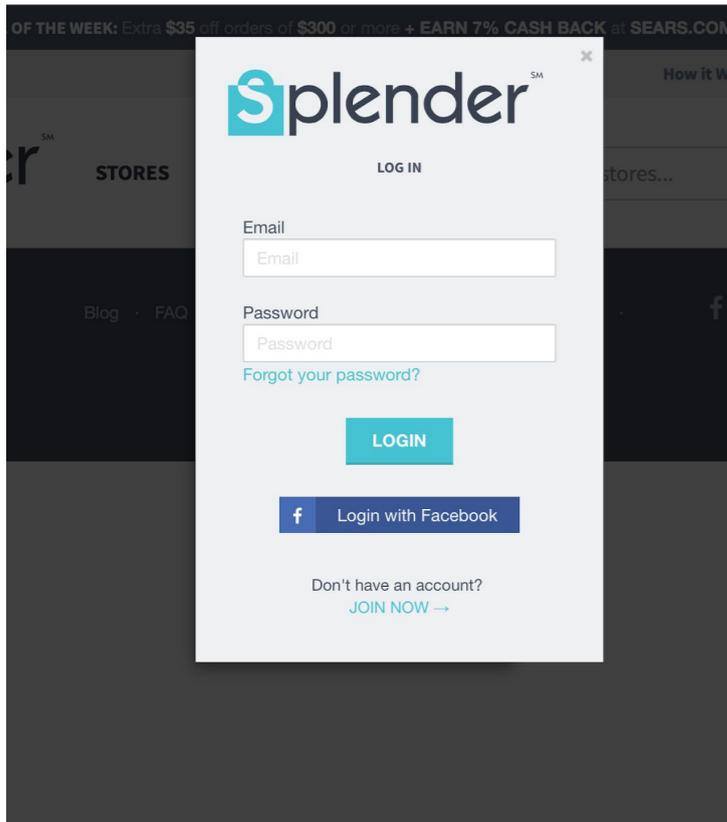
If logged out, the user will be prompted to log in

If/when logged in, the user will see the current Splender interstitial

The user will be redirected to the store site with activation confirmation. User specific rate should be shown

Supporting Scenarios

SERP

About 79,100,000 results (0.57 seconds)

Get 2% Cash Back

Best Buy: Expert Service. Unbeatable Price.
www.**bestbuy**.com/ ▾ Best Buy ▾
Shop **Best Buy** for electronics, computers, appliances, cell phones, video games & more new tech. In-store pickup & free shipping on thousands of products.

Search bestbuy.com 🔍

Store 1532
Visit your local Best Buy at 84 Middlesex Turnpike in ...

Burlington
Find your local Best Buy in Burlington, MA for electronics ...

Store 596
Visit your local Best Buy at 550 Arsenal St in Watertown, MA for ...

Best Buy Weekly Ad
View the Best Buy weekly ad and Deal of the Day online and find ...
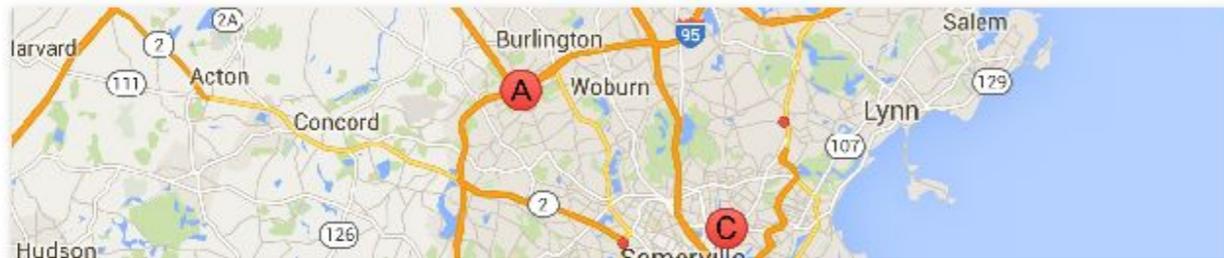
Best Buy (@BestBuy) | Twitter
https://twitter.com/BestBuy 🐦

13 hours ago - View on Twitter
Which is the correct Konami code? #E3atBestBuy

16 hours ago - View on Twitter
Making our way to E3. We can't wait to see what's coming. #Dishonored2 #E3atBestBuy pic.twitter.com/nqJy46GXc...   ›

Best Buy
Consumer electronics company   ‹

.BEST BUY

🌐 bestbuy.com

Best Buy is an American multinational consumer electronics corporation headquartered in Richfield, Minnesota, a Minneapolis suburb. It operates in the United States, Mexico, and Canada. Wikipedia

Customer service: 1 (888) 237-8289

Stock price: BBY (NYSE) $30.78 -0.64 (-2.04%)
Jun 9, 9:54 AM EDT - Disclaimer

Headquarters: Richfield, MN

Founder: Richard M. Schulze

Founded: 1966, Minnesota

CEO: Hubert Joly

Subsidiaries: Geek Squad, Pacific Sales, Magnolia Audio Video, More

People also search for
View 15+ more

Geek Squad   Walmart   Future Shop   Fry's Electronics   Target Corporation

Survey

Please tell us why you decided to remove the Splender Button.

Choose all that apply

☐ **It was annoying.**

☐ **It slows down my browser.**

☐ **I get cash back elsewhere.**

☐ **I don't use Splender anymore.**

☐ **Other**

Please explain your reason for uninstalling:

```
[                                        ]
```

[**SUBMIT**]