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# 1. Static Start

**Animation Notes:**

- Chat dialog starts at -110y, left-aligned with Contact us Icon.
- Chat triggers after set time/user intention of hesitant browsing (to be determined by testing triggers).

Continue

Cancel

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English    Español

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Footer Item 6

Footer Item 7

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Footer Item 10

Footer Label 5

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Label 6

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Label 7

Footer Item 1

Footer Item 2

Footer Item 3

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## 2. Chat Notification Appears

### Animation Notes:

- Notification peeks out beneath nav and dropshadow.
- Spring Motion with Tension/Friction  
Tension: 287.47   Friction: 23.67  
From -110y to 78y.
- Chat message stays open 5 seconds and then autocollapses.
- Close icon fades from 0% to %100 opacity at .5s to .8s
- Note: tapping on open notification will open chat window

Continue

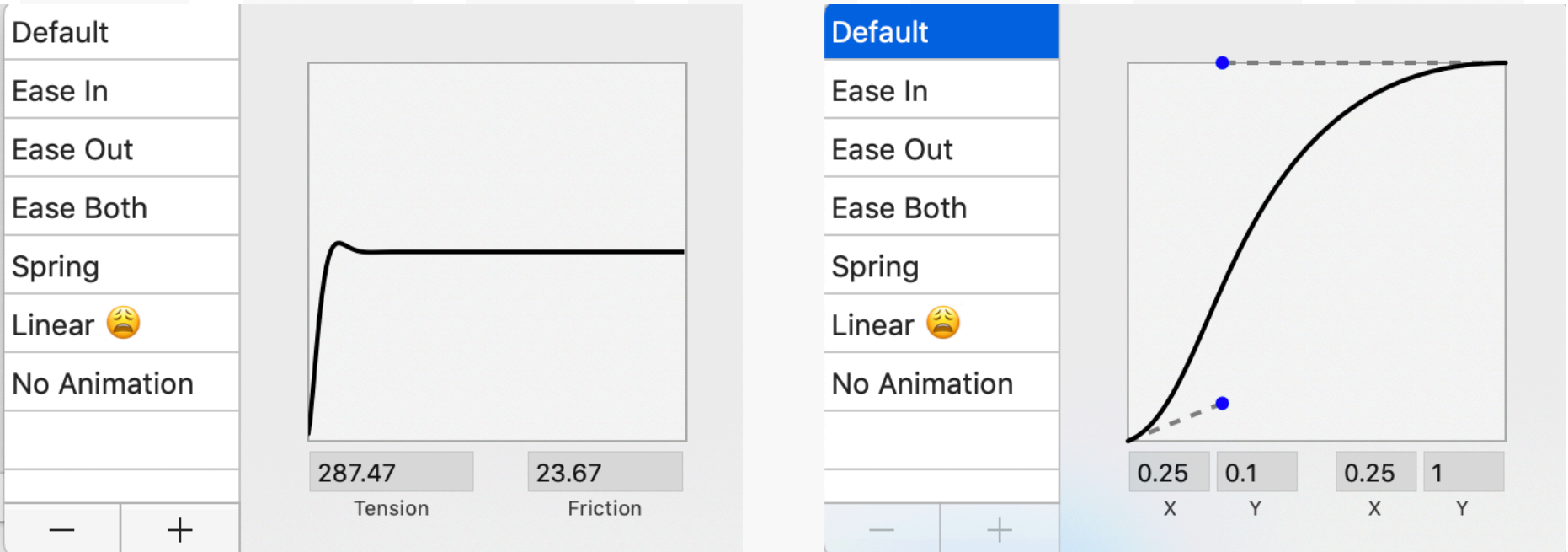
Cancel



Hey, looks like you need help finding something. I am here to chat if you have any questions



| Any Artboard to 3 - Chat Notification |                 | 0s        | 1s        |
|---------------------------------------|-----------------|-----------|-----------|
| ChatNotification                      | Center Y ❄️     | Spring ▾  |           |
| Icon/UI/Circle X                      | Opacity ❄️      |           | Default ▾ |
| Message                               | Opacity ❄️      | Default ▾ |           |
| Photo                                 | Opacity ❄️      | Default ▾ |           |
| NotificationBG                        | Shadow Color ❄️ | Default ▾ |           |



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#### Footer Label 2

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

#### Footer Label 3

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

#### Footer Label 4

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

#### Footer Label 5

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

#### Footer Label 6

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

#### Footer Label 7

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

#### Footer Label 8

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

#### Footer Label 9

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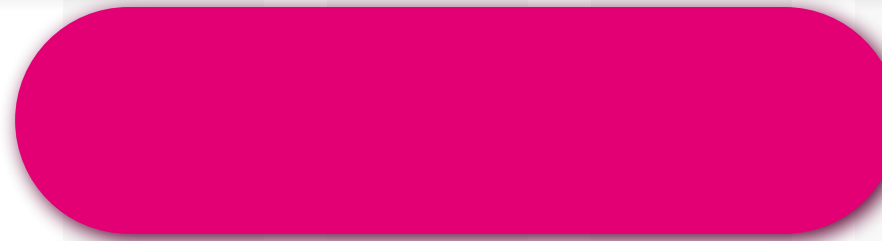
# 3. Chat content fades / disappears

## Animation Notes:

- Close Dissappears First (No Fade or Position Change)
- Photo Shrinks from 48x48 to 36x36, Opacity 0
- Message Text fades to Opacity 0
- BG Corner Radius: 211

(All Default Easing - Check below for timing.)

|                                      |             |           |    |
|--------------------------------------|-------------|-----------|----|
| Any Artboard to 4 - ContentDisappear |             | 0s        | 1s |
| Message                              | Opacity ❄️  | Default ▾ |    |
| Photo                                | Width ❄️    | Default ▾ |    |
|                                      | Height ❄️   | Default ▾ |    |
|                                      | Opacity ❄️  | Default ▾ |    |
| NotificationBG                       | Center X ❄️ | Default ▾ |    |
|                                      | Center Y ❄️ | Default ▾ |    |
|                                      | Width ❄️    | Default ▾ |    |
|                                      | Height ❄️   | Default ▾ |    |
|                                      | Radius ❄️   | Default ▾ |    |



Default

Ease In

Ease Out

Ease Both

Spring

Linear 🙄

No Animation

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### Footer Label 2

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- Footer Item 4
- Footer Label 3**
- Footer Item 1
- Footer Item 2
- Footer Item 3
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### Footer Label 4

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- Footer Label 6**
- Footer Item 1
- Footer Item 2
- Footer Item 3
- Footer Item 4

### Footer Label 7

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### Footer Label 8

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- Footer Label 9**
- Footer Item 1
- Footer Item 2
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# 4. Chat background turns to circle

## Animation Notes:

- Width and Position of circle change

(All Default Easing - Check below for timing.)

| Any Artboard to 4 - ContentDisappear |             | 0s        | 1s |
|--------------------------------------|-------------|-----------|----|
| Message                              | Opacity ❄️  | Default ▾ |    |
| Photo                                | Width ❄️    | Default ▾ |    |
|                                      | Height ❄️   | Default ▾ |    |
|                                      | Opacity ❄️  | Default ▾ |    |
| NotificationBG                       | Center X ❄️ | Default ▾ |    |
|                                      | Center Y ❄️ | Default ▾ |    |
|                                      | Width ❄️    | Default ▾ |    |
|                                      | Height ❄️   | Default ▾ |    |
|                                      | Radius ❄️   | Default ▾ |    |
| Cancel                               |             |           |    |

Default

Ease In

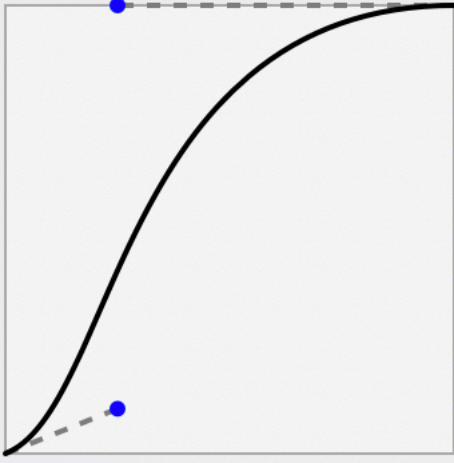
Ease Out

Ease Both

Spring

Linear 😞

No Animation



0.250.10.251

X Y X Y

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### Footer Label 2

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 3

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 4

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

### Footer Label 5

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 6

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 7

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

### Footer Label 8

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### Footer Label 9

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# 5. Bg arcs over Nav on Chat Icon

## Animation Notes:

- All default timing .3s except for:

Background X: Ease In (this creates the motion arc)

Background Y: Ease Out (this creates the motion arc)

(See other property changes below)

Any Artboard to 6-LandInNav

NotificationBG

Center X

Center Y

Width

Height

Radius

Shadow X

Shadow Blur

Shadow Color

Stroke Width

Stroke Color

Ease In ▾

Ease Out ▾

Default ▾

Default ▾

Default ▾

Default ▾

Default ▾

Default ▾

Default ▾

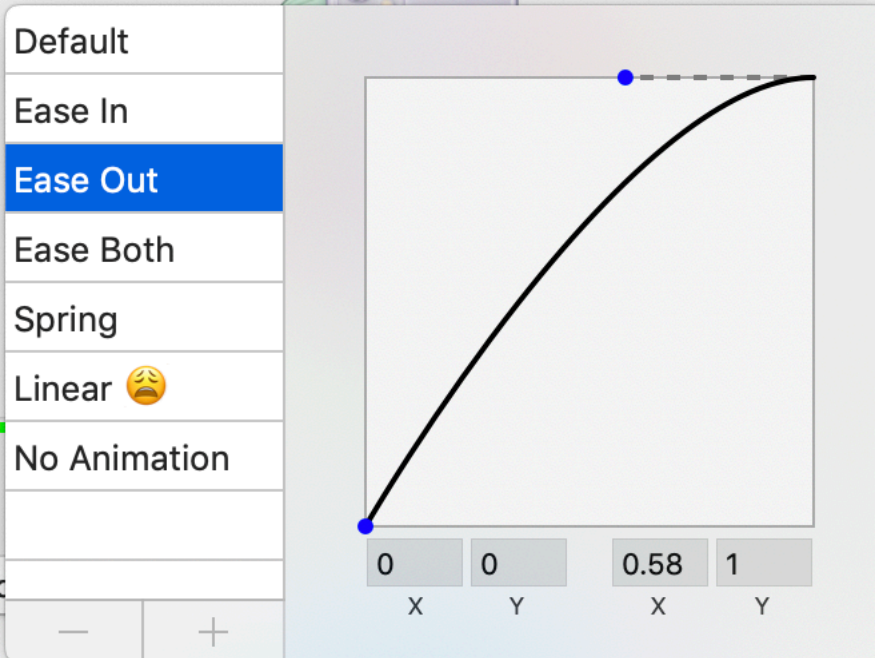
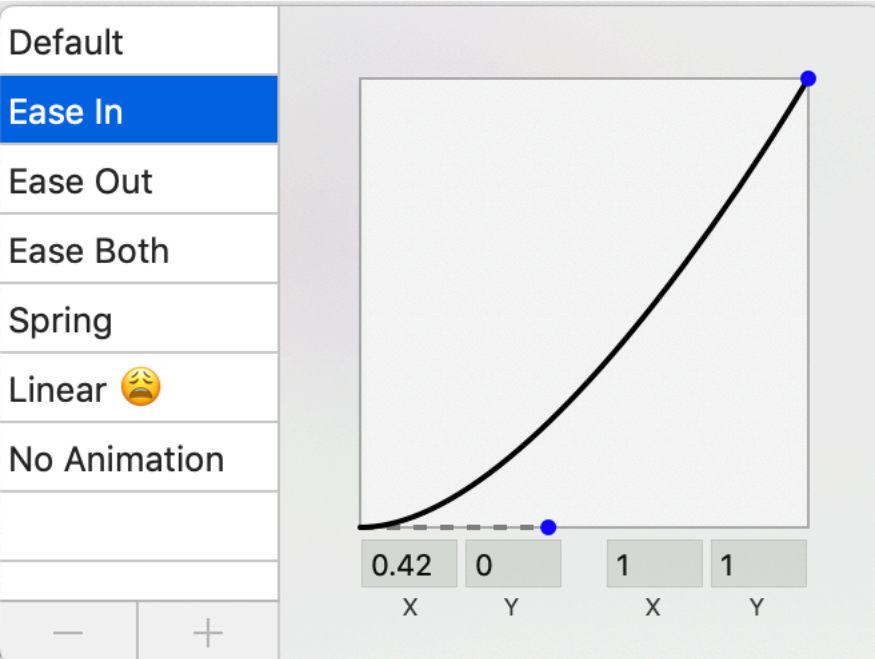
Default ▾

Default ▾

Cancel

0s

1s



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Footer Item 10

### Footer Label 2

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 3

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 4

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

### Footer Label 5

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 6

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 9

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# 6. Burst behind dot begins

## Animation Notes:

- All default timing .3s
- Burst **begins** centered behind notification dot with these properties:
  - Size: 9W x 9H
  - Fill: #E20074 - 50% Opacity
  - Border: 1px #E20074 - 100% Opacity

Any Artboard to 8-BurstEnds

0s

1s

Burst

Width❄️

Default ▾

Height❄️

Default ▾

Radius❄️

Default ▾

Media❄️

Not Animatable

Stroke Width❄️

Default ▾

Stroke Color❄️

Default ▾

Fill❄️

Default ▾

Cancel

Default

Ease In

Ease Out

Ease Both

Spring

Linear 😞

No Animation

0.25

0.1

0.25

1

X

Y

X

Y

## Connect with T-Mobile Site



English    Español

### Footer Label 1

Footer Item 1

Footer Item 2

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Footer Item 8

Footer Item 9

Footer Item 10

### Footer Label 2

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 3

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 4

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

### Footer Label 5

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 6

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 7

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

Footer Item 5

Footer Item 6

Footer Item 7

Footer Item 8

Footer Item 9

Footer Item 10

### Footer Label 8

Footer Item 1

Footer Item 2

Footer Item 3

Footer Item 4

### Footer Label 9

Footer Item 1

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# 7. Burst behind dot ends

## Animation Notes:

- All default timing .3s
- Burst **ends** centered behind notification dot with these properties:
  - Size: 78W x 78H
  - Fill: #E20074 - 0% Opacity
  - Border: 1px #E20074 - 0% Opacity

Any Artboard to 8-BurstEnds0s1s

Burst

Width

Height

Radius

Media

Stroke Width

Stroke Color

Fill

Default

Default

Default

Not Animatable

Default

Default

Default

Cancel

Default

Ease In

Ease Out

Ease Both

Spring

Linear

No Animation

0.250.10.251

X Y X Y

## Connect with T-Mobile Site



EnglishEspañol

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### Footer Label 4

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### Footer Label 5

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- Footer Label 6
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### Footer Label 7

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### Footer Label 8

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- Footer Item 4

### Footer Label 9

- Footer Item 1
- Footer Item 2
- Footer Item 3
- Footer Item 4







# 8. Static Page

Animation Notes:

- (Carry on, this static screen is just for the prototype.)

Continue

Cancel

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- Footer Label 3**
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### Footer Label 4

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### Footer Label 8

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- Footer Item 4
- Footer Label 9**
- Footer Item 1
- Footer Item 2
- Footer Item 3
- Footer Item 4



# 9. Flyout opens on hover

## Animation Notes:

- Same as current state live website nav interaction (staggered link animation) just with the additional beacon next to “Chat with an expert”.
- Chat Icon, link text, and down arrow turns from #000000 to #E20074
- Arrow down rotates 180° (0.3s timing)
- **Please note:** that once flyout is open (hover) the dot over the chat icon in the menu will shink to 0 and fade opacity (disappearing) 0.3s timing.

Continue

Cancel

● Chat with an expert

1-800-T-MOBILE

Check order status

Help & support

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- Footer Item 10

### Footer Label 2

- Footer Item 1
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- Footer Item 3
- Footer Item 4
- Footer Label 3**
- Footer Item 1
- Footer Item 2
- Footer Item 3
- Footer Item 4

### Footer Label 4

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### Footer Label 5

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### Footer Label 7

- Footer Item 1
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- Footer Item 10

### Footer Label 8

- Footer Item 1
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- Footer Item 3
- Footer Item 4
- Footer Label 9**
- Footer Item 1
- Footer Item 2
- Footer Item 3
- Footer Item 4





# 10. Click opens Chat below

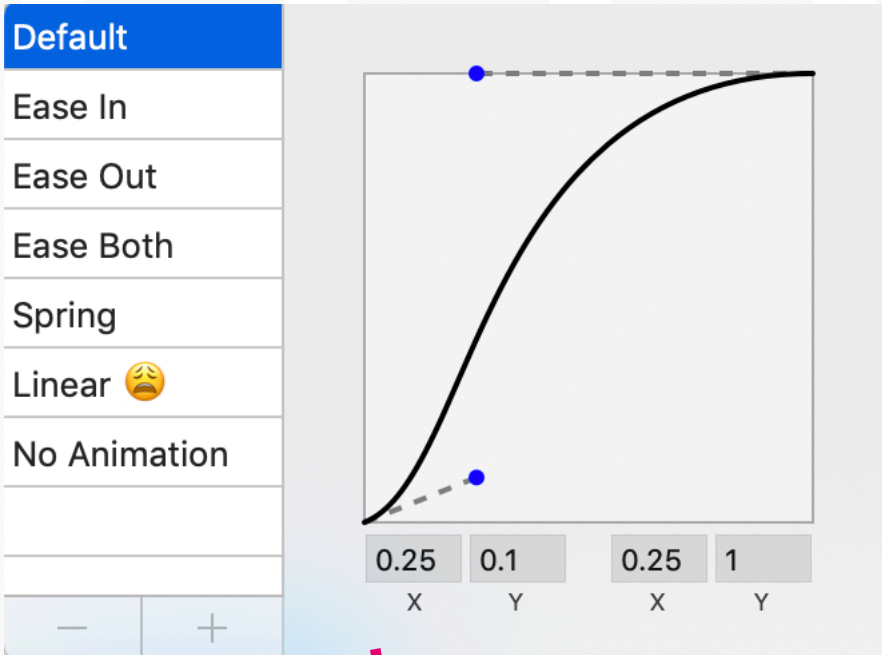
Animation Notes:

- When clicking “Chat with an expert”, chat will immediately swing up from bottom of browser (0.5s default easing).

Any questions about animation, timing, easing, etc, please contact:  
**Quentin.Little2@T-Mobile.com** (UX Designer)

Continue

Cancel



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- Footer Item 3
- Footer Item 4
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Footer Label 2

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  - Footer Item 2
  - Footer Item 3
  - Footer Item 4
- Footer Label 3
- Footer Item 1
  - Footer Item 2
  - Footer Item 3
  - Footer Item 4

Footer Label 4

- Footer Item 1
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- Footer Item 9
- Footer Item 10

Footer Label 5

- Footer Item 1
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  - Footer Item 3
  - Footer Item 4
- Footer Label 6
- Footer Item 1
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  - Footer Item 3
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Footer Label 7

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- Footer Item 10

Footer Label 8

- Footer Item 1
- Footer Item 2
- Footer Item 3
- Footer Item 4

⌵    Hello, let's talk!    ✕



Hey, looks like you need help finding something. I am here to chat if you have any questions.

✚

Enter text here

➔







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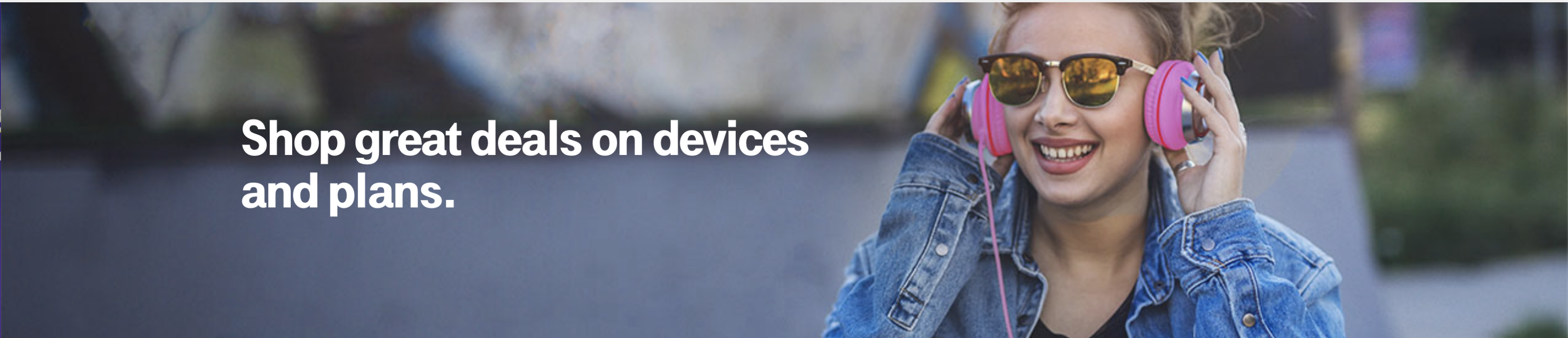
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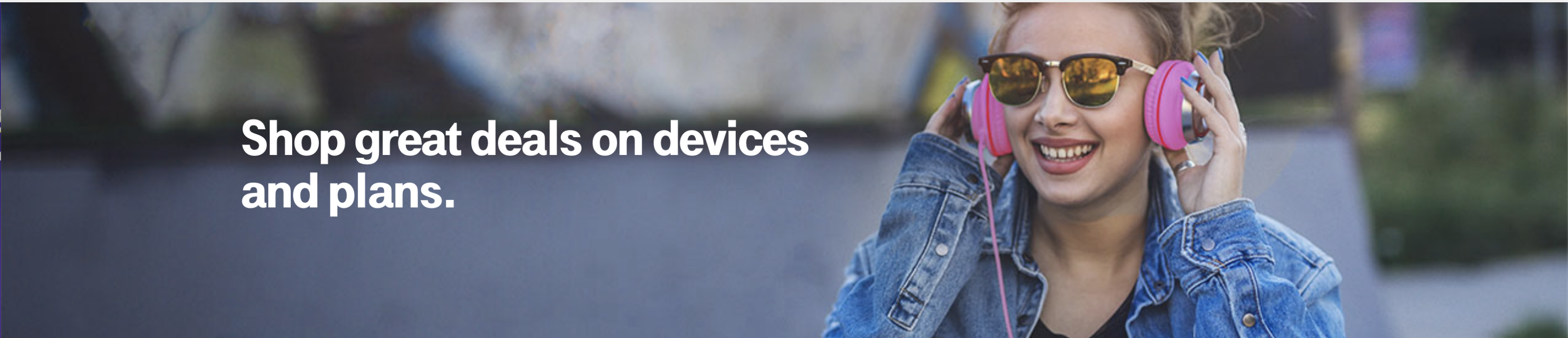
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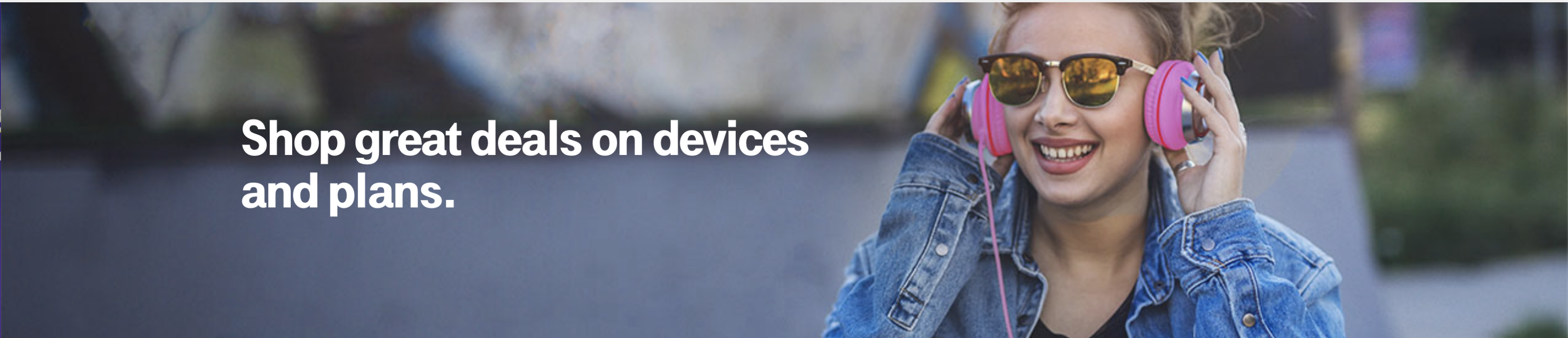
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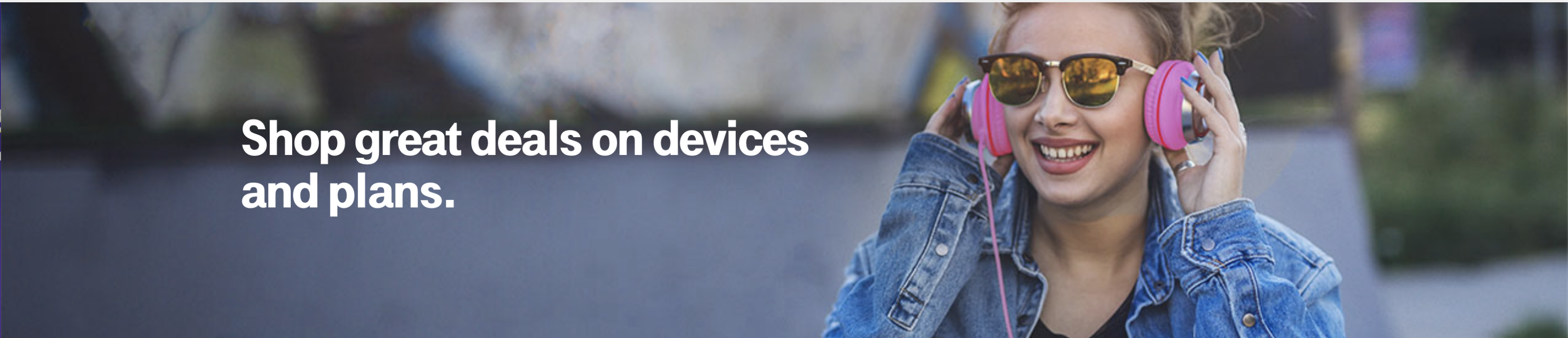
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Hello, let's talk!

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Hey, looks like you need help finding something. I am here to chat if you have any questions.

Yes I would like to try the Magenta plan.

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Yes I would like to try the Magenta plan.



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**Hello, let's talk!**



Yes I would like to try the Magenta plan.

Before we get started, are you currently a T-Mobile Customer?

I am!

Not yet



*Enter text here*







Hello, let's talk!



Yes I would like to try the Magenta plan.

Before we get started, are you currently a T-Mobile Customer?

I am!

Not yet



Not yet.



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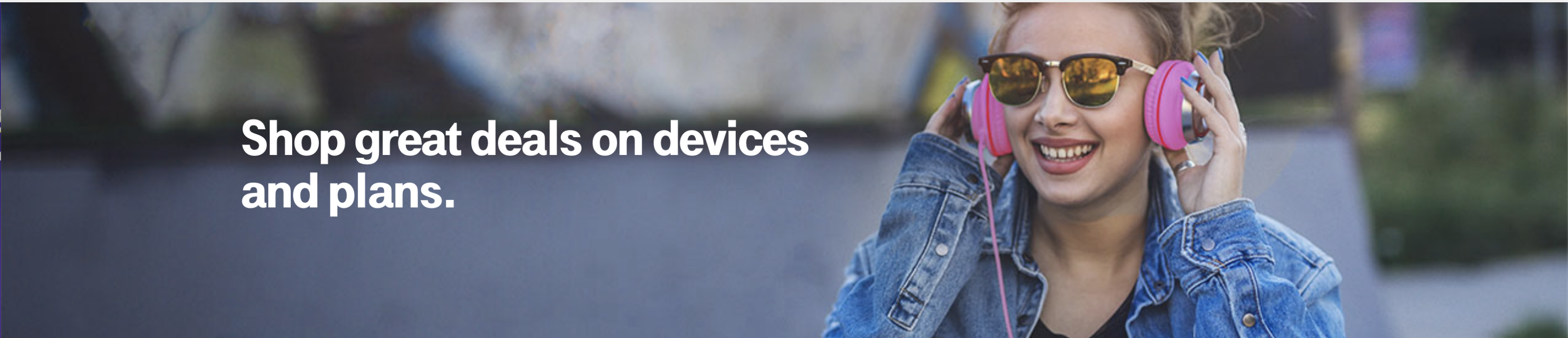
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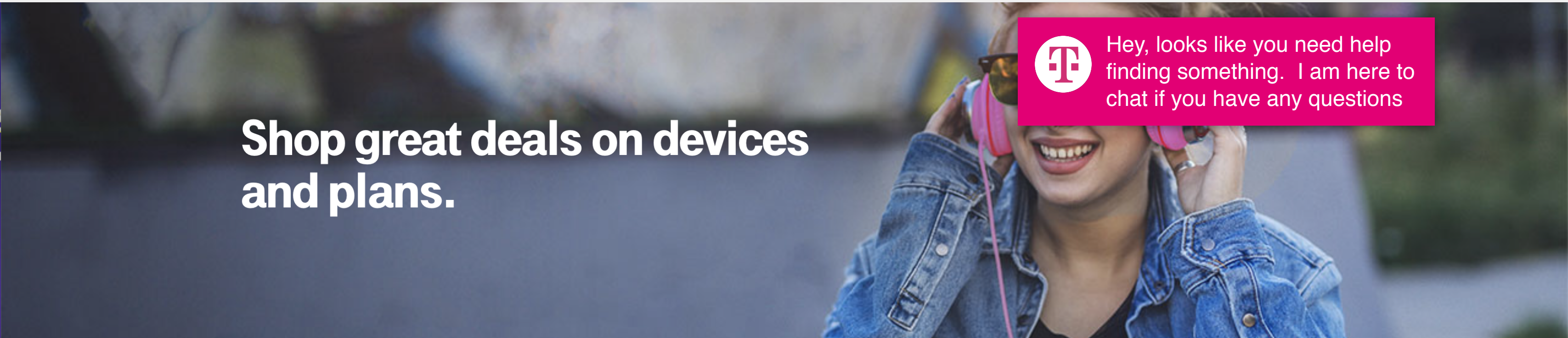
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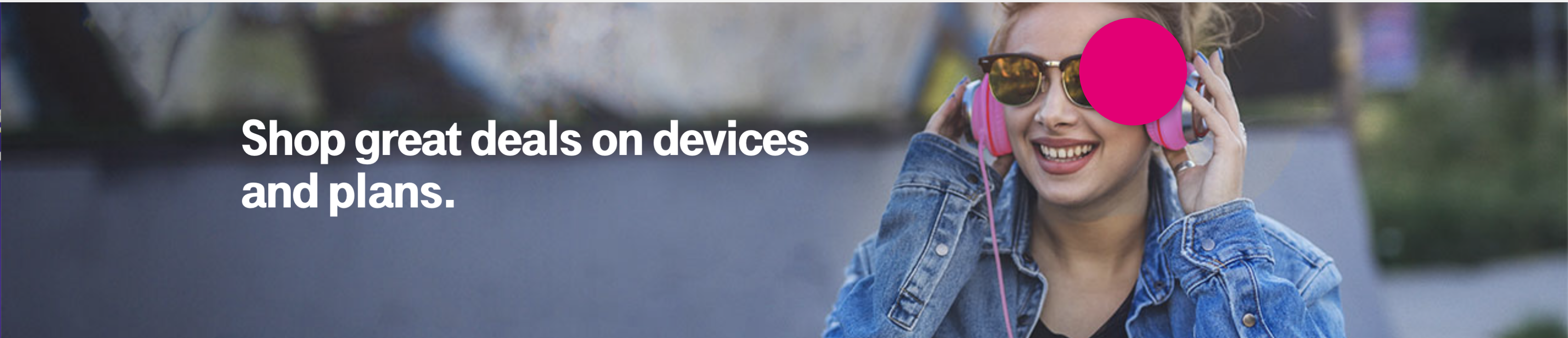
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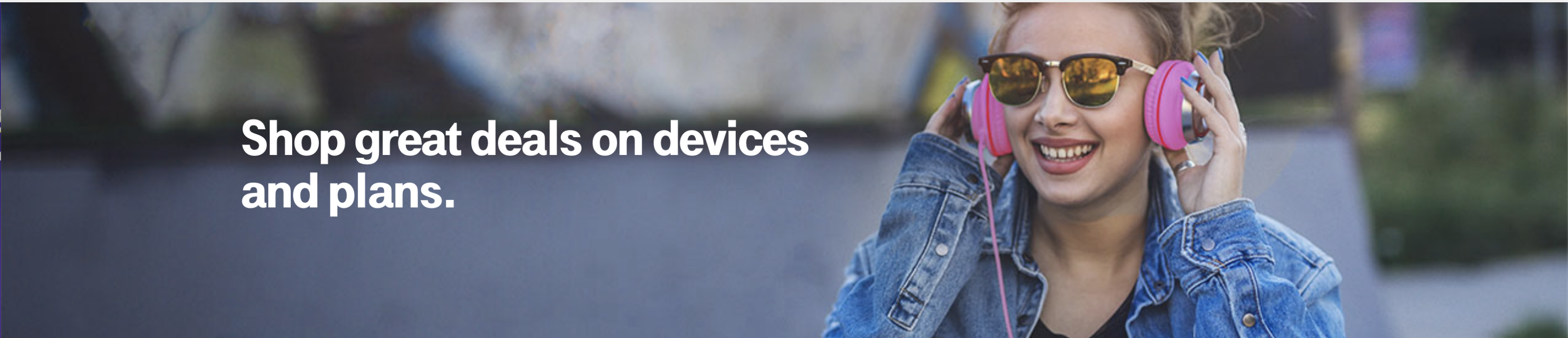
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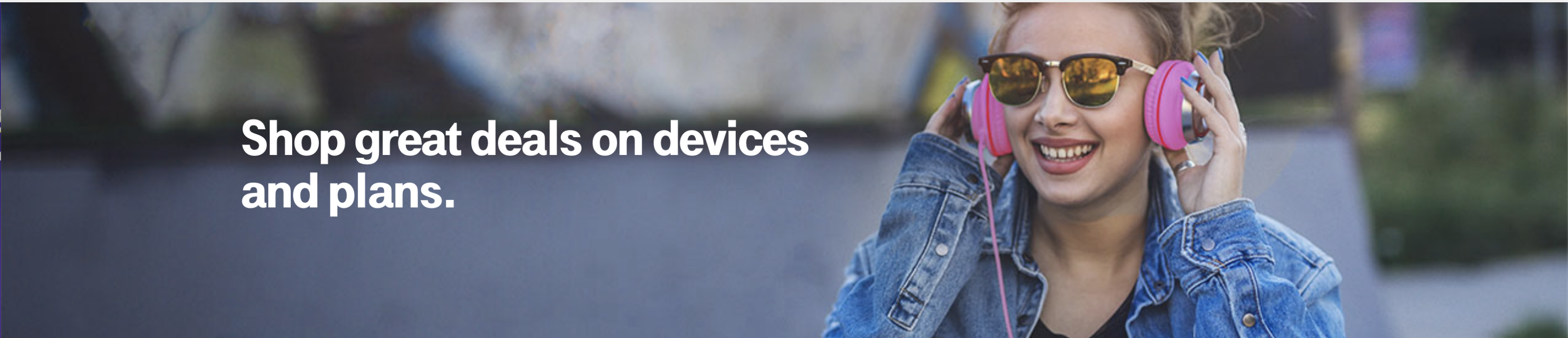
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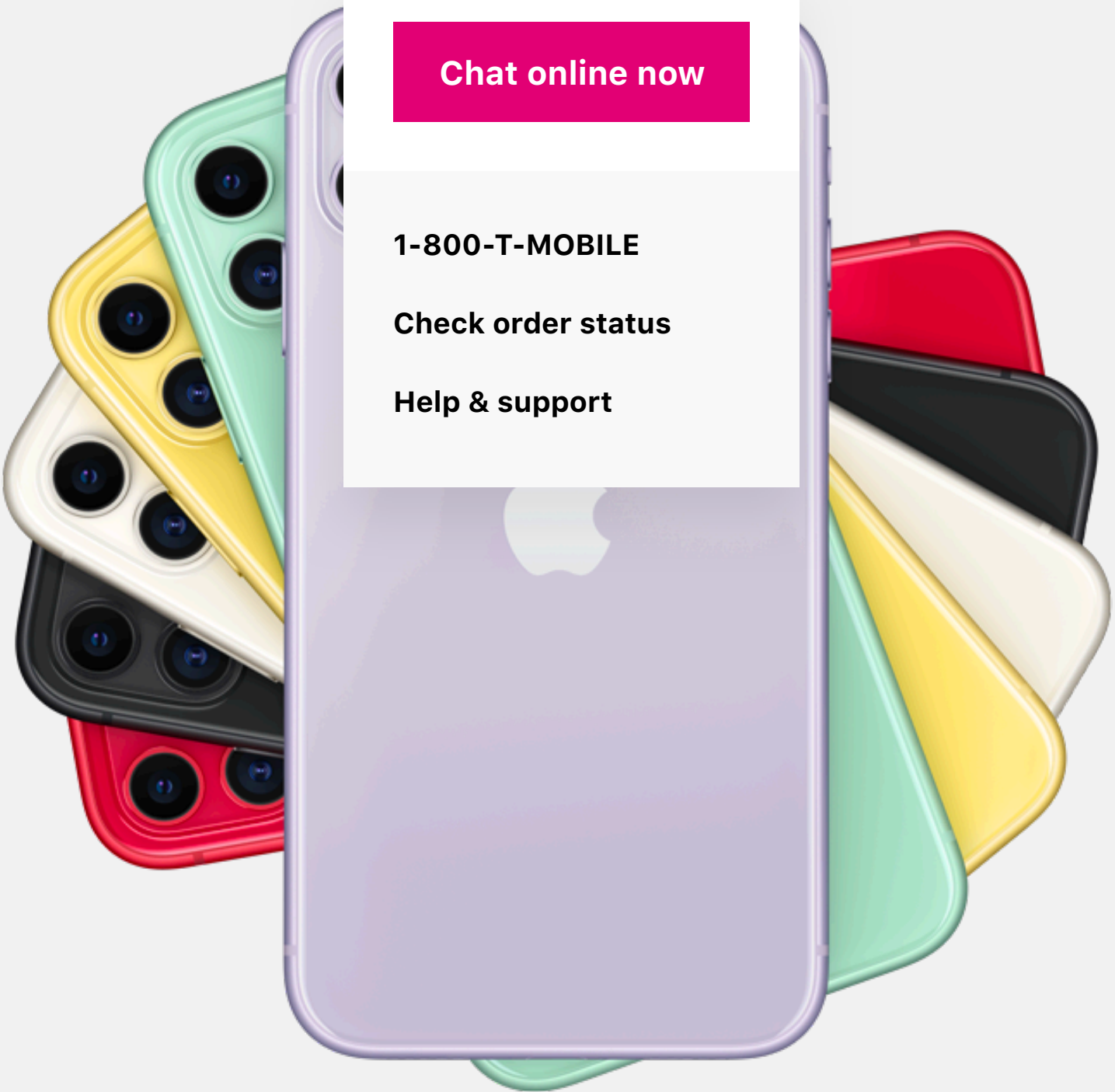


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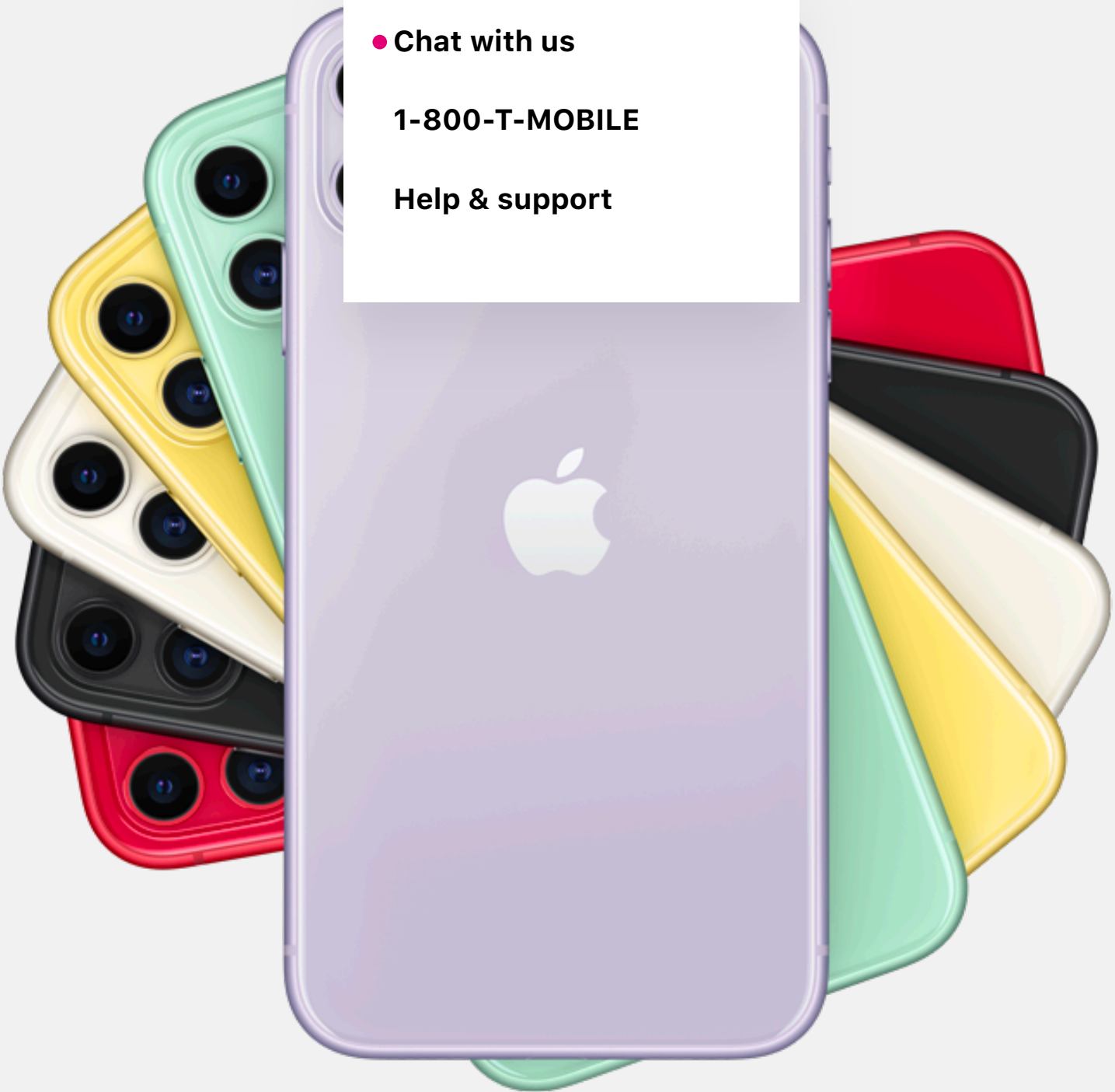


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Magenta means more. More than a basic plan. More benefits. More value. More of what you love.

### OUR SIGNATURE UNLIMITED PLAN

Magenta<sup>®</sup>

\$**40** /line

For 4 lines with AutoPay  
(\$160/mo.)

Taxes & fees included.

#### PLAN BENEFITS



Unlimited talk, text, & smartphone data



Free stuff every week



Dedicated customer care team



SD streaming



3GB of 4G LTE mobile hotspot data



Data & texting abroad



5GB of 4G data in Mexico & Canada



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Taxes & fees included







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What is Netflix on Us? ▾

Will I automatically have Netflix included on my plan? Do I have to change my T-Mobile plan to get it? ▾

How do I get Netflix at no additional charge? How does it work? ▾

What version of Netflix do I get? ▾

What if I don't have a Netflix account? ▾

What if I only have one line on my T-Mobile...  
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**Magenta®**

**\$40** /line

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(\$160/mo.)  
Taxes & fees included.

PLAN BENEFITS



Unlimited talk, text, & smartphone data



Free stuff every week



Dedicated customer care team



**SD** streaming



**3GB of 4G LTE** mobile hotspot data



**Data & texting** abroad



**5GB of 4G data** in Mexico & Canada



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Netflix on Us: Basic, 1 screen (SD)

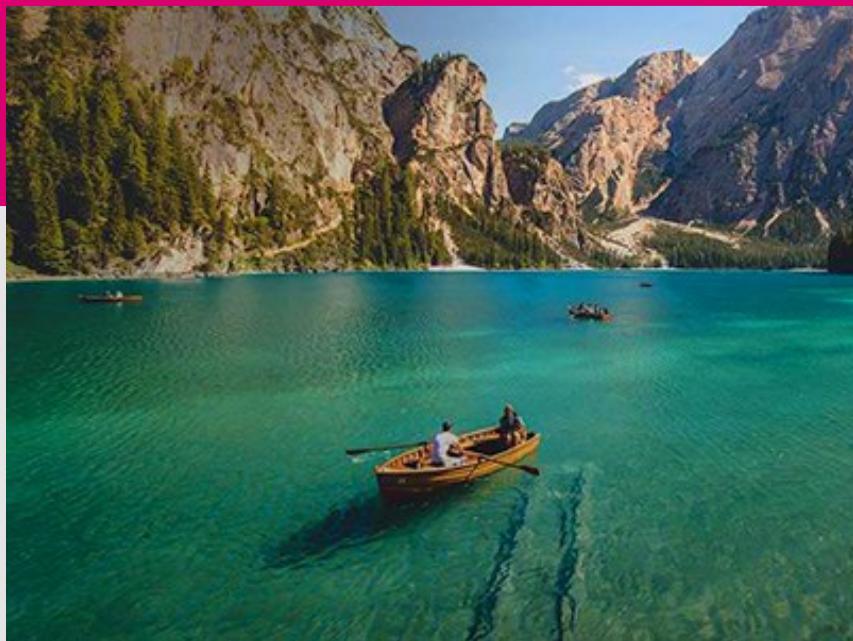


**1-hour** in-flight Wi-Fi





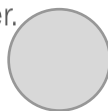
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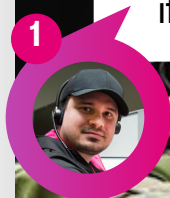
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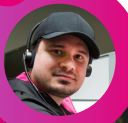
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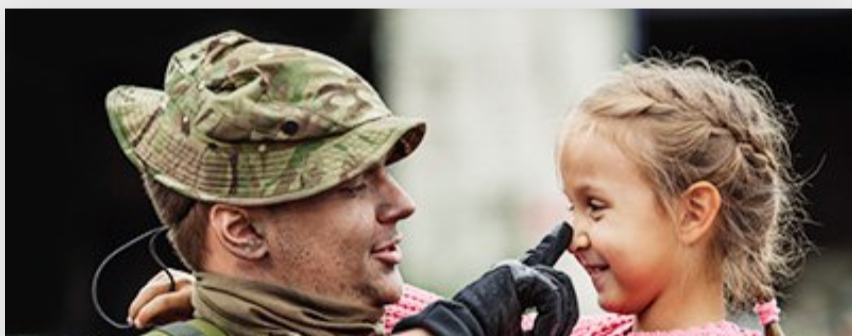
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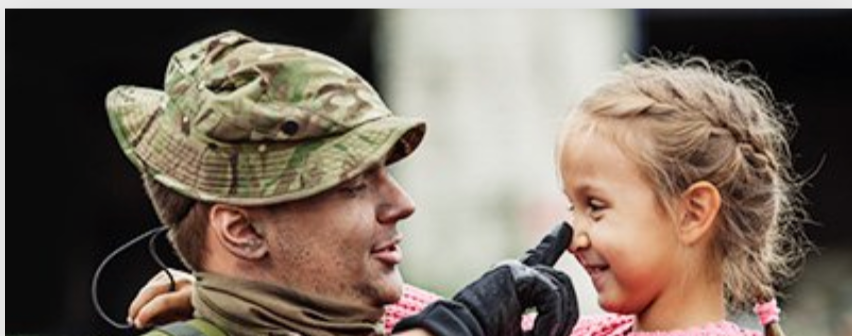
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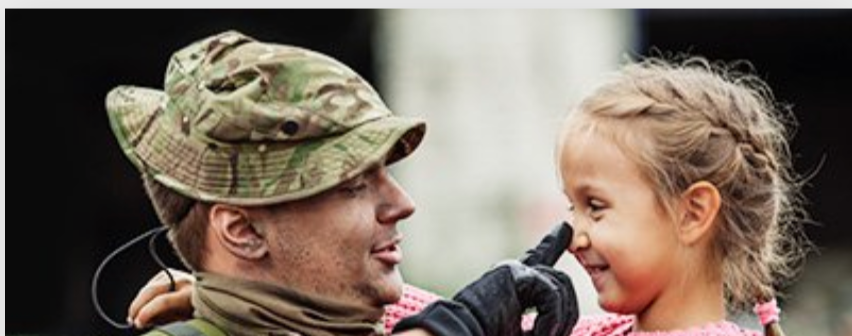
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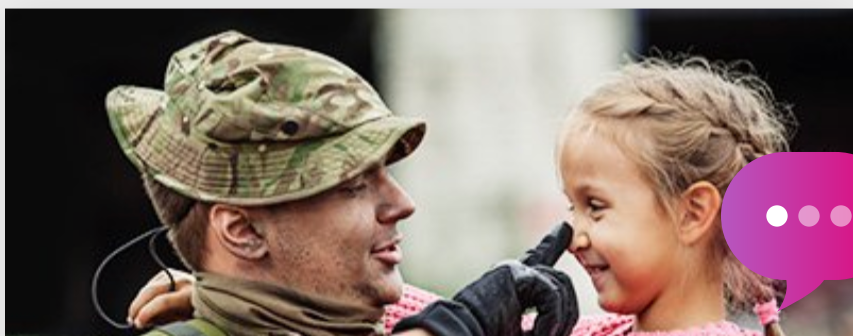
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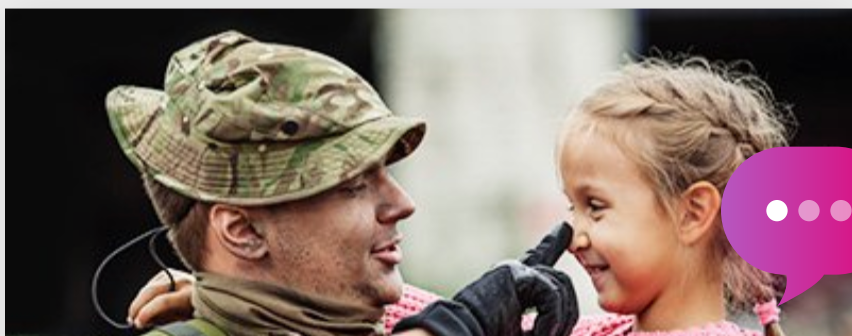
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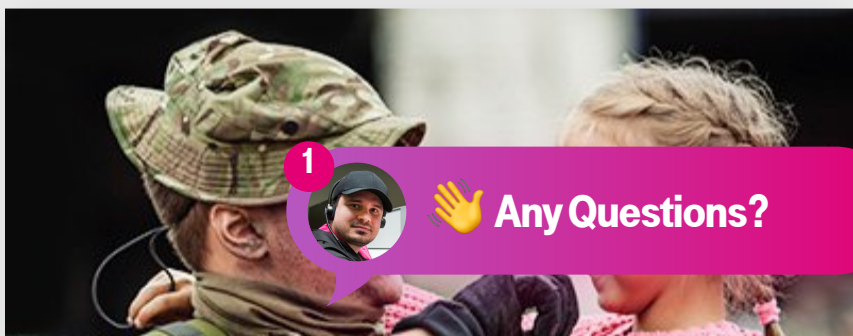
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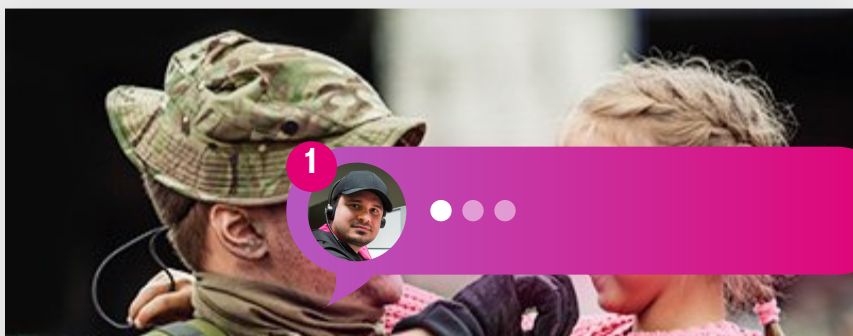
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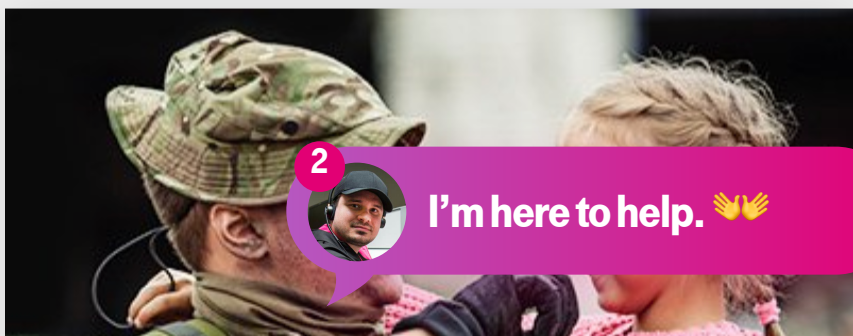
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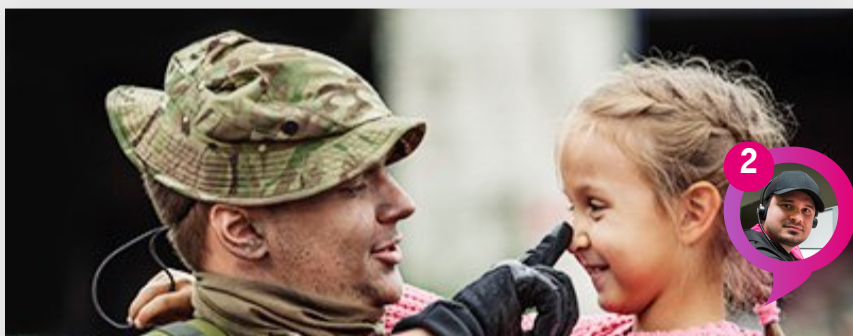
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### OUR SIGNATURE UNLIMITED PLAN

Magenta<sup>®</sup>

\$**40**/line

For 4 lines with AutoPay  
(\$160/mo.)

Taxes & fees included.

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Unlimited talk, text, & smartphone data



Free stuff every week



Dedicated customer care team



SD streaming



3GB of 4G LTE mobile hotspot data



Data & texting abroad



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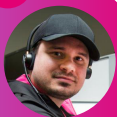
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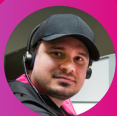
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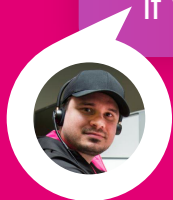
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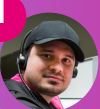


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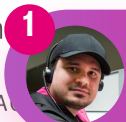
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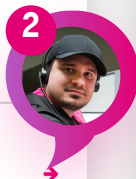
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Netflix on Us: Basic, 1 screen (SD)



1-hour in-flight Wi-Fi



See Magenta plan





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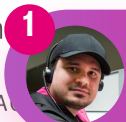
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