

Mobile Commerce: User Experience & Technical Considerations







Objectives

- Mobile Commerce is certainly one of THE hot current trends, but that doesn't mean you should rush a hasty solution to market
- We'll give you some User Experience and Technical considerations to think about as you plan strategically how you'll add the Mobile Channel to your cross-channel solution





Overall Agenda

- User Experience Considerations
- Technical Considerations





User Experience Considerations – Agenda

- 1. Listen to Your Customers
- 2. Determine Goals
- 3. Develop a Marketing Plan
- A Shopper's Wandering Eyes
- Hints & Tips
- Customer Examples





User Experience Considerations – #1 Listen to Your Customers

- Question: What do your customers want to do through your Mobile Channel?
- Examples
 - Basics: Search the Catalog, Log-in, Locate Stores, Locate Inventory, Check Order Status, Check Prices
 - Access purchasing history to see what was previously bought
 - Access a wish list or shopping list that was created at home on the web storefront
 - Access detailed descriptions, ratings, and reviews to help select the most appropriate item
 - Check Gift Card balance
 - Check Loyalty Points balance
 - Review a Gift Guide to help select the right gift
 - Buy (Reserve) on Mobile Device, Pick-up in Store **
 - Receive messages (tweets, SMS) when new items arrive, or when particular items come back into stock, or other marketing messages
 - Receive and present Mobile coupons (traditional 1D bar codes (UPC), QR (2D) bar codes)

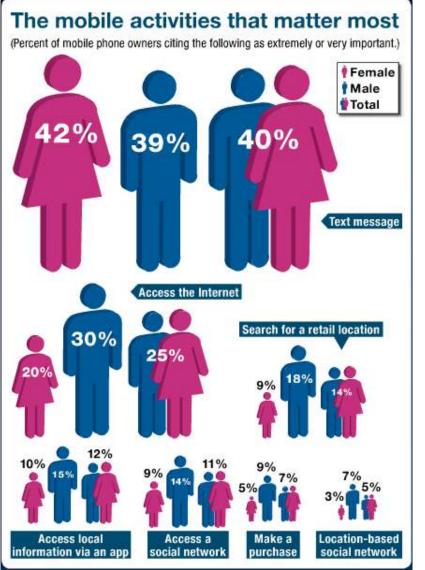








User Experience Considerations – Internet Retailer



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Highlights

- 18% of males (9% of females) say that searching for a retail location is very important
- 9% of males (5% of females) say that making a purchase is very important

• 42% of females (39% of males) say that texting is very important





User Experience Considerations – #1 Listen to Your Customers

Consumer Concerns *

- Difficulty with the small screen size (34%)
- Difficulty visualizing the products (31%)
- Security Issues (28%)
- Slow performance (22%)
- Difficulties entering information because of small screen size (21%)
- * Study of 3,611 US adults by SmartRevenue, conducted by Demandware Inc. and Sterling Commerce
- http://www.internetretailer.com/2010/08/17/15-consumers-have-made-purchases-their-phones

Bottom Line

– What interactions with your customer will you **focus** on for the Mobile Channel?





User Experience Considerations – #2 Determine Goals

- Question: What are the goals / objectives of your m-Commerce store?
- For Your Consideration
 - Product Discovery Brand / Category / Product Awareness
 - Influence Stage Sales Assistant (Research, Advice)
 - Purchasing Drive Traffic to Physical Stores or Capture Sales "on-the-go"
 - Post-Sales Support Customer Service
 - What are the goals / objectives of each <u>part</u> of your Mobile Channel? Twitter, SMS, email, mobile storefront/application, etc.

Bottom Line

– Once you've selected your goals, how will you <u>measure the success</u> of your Mobile Channel?





User Experience Considerations – #3 Develop a Marketing Plan

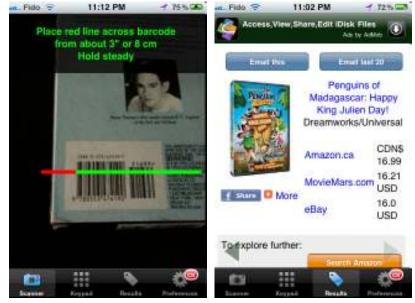
- Question: How will you achieve your goals / objectives?
- For Your Consideration
 - Will you deploy all <u>features</u>, or a subset, of your current Web Storefront in your m-Commerce store? Will you deploy any new features aimed specifically at Mobile shoppers?
 - Will you provide your full <u>assortment</u>, or a subset, through the m-Commerce store?
 - Will you provide the full breadth of supporting <u>information</u>, or a subset, through the m-Commerce store?
 - Review the "Technical Considerations"
- Bottom Line
 - Will your m-Commerce store be "Mobile-friendly" or "Mobile-optimized"?





User Experience Considerations – A Shopper's Wandering Eyes

- Question: How will you handle increased Comparison Shopping?
- For Your Consideration
 - Fact Shoppers will be standing in your physical stores checking out prices on your competitor's web sites and through comparison shopping sites. E.g. Amazon Marketplace, eBay, bizrate, Shopzilla, PriceGrabber, Shopping.com, MySimon, Beso, etc.
- Bottom Line
 - This is also an <u>opportunity</u>. Shoppers (currently "loyal" to you, and prospective new ones) will be standing in your competitor's physical stores checking out prices. Will information from your store appear in their price comparisons and ratings and review searches? Will you be able to get that sale?



You say you want a Mobile Commerce site. Well you know.





User Experience Considerations – Hints & Tips

- For Your Consideration
 - Too much typing and scrolling in a cramped space will lead to shoppers abandoning the task / site even faster than on a web storefront
 - Mobile users are "on-the-go" and are easily distracted with "life"
 - Simplify (declutter) mobile pages
 - Drop fields that aren't absolutely necessary to the transaction
 - Pre-populate data fields and use drop-downs as much as possible to reduce "typing"
 - Use smart "default" values
- Bottom Line
 - Help your Mobile shoppers get the information they need, or the task completed, as quickly as possible

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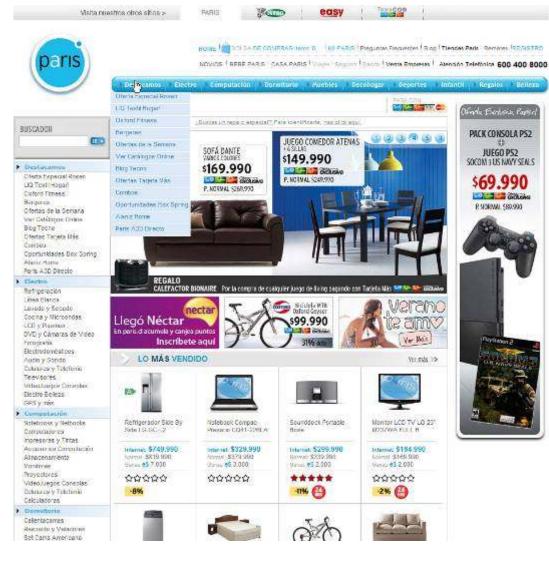
Customer Examples





Customer Example #1 – http://www.paris.cl





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Customer Example #2 – http://www.zara.com

Web Storefront





Customer Example #2 – http://www.zara.com

iPhone Application





Mobile Storefront



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Summary of User Experience Considerations

- 1. Listen to Your Customers
- 2. Determine Goals
- 3. Develop a Marketing Plan
- A Shopper's Wandering Eyes
- Hints & Tips
- Customer Examples





Technical Considerations – Agenda

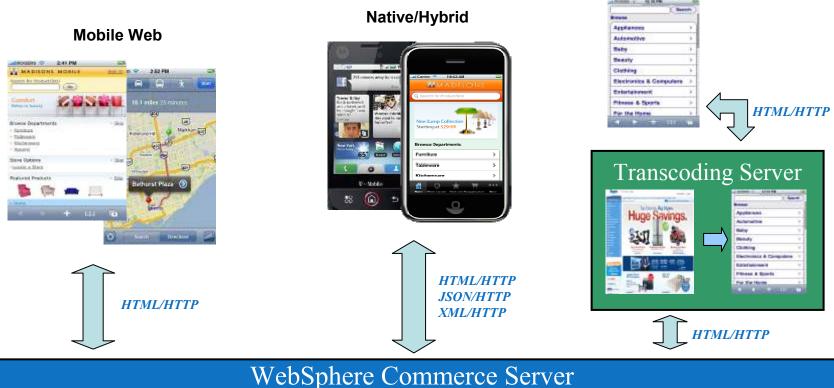
- What to Build and How to Deliver It
- Web, Native and Hybrid Applications
- Device Support
- Device-specific Content
- Analytics
- Performance Considerations
- Device-specific Functionality
- Madisons Mobile Overview





What to Build and How to Deliver It?

- A tailored mobile Web application accessed via a mobile browser
- A native application (fully or hybrid)
- A mobile Web application via a transcoding gateway?



Transcoding

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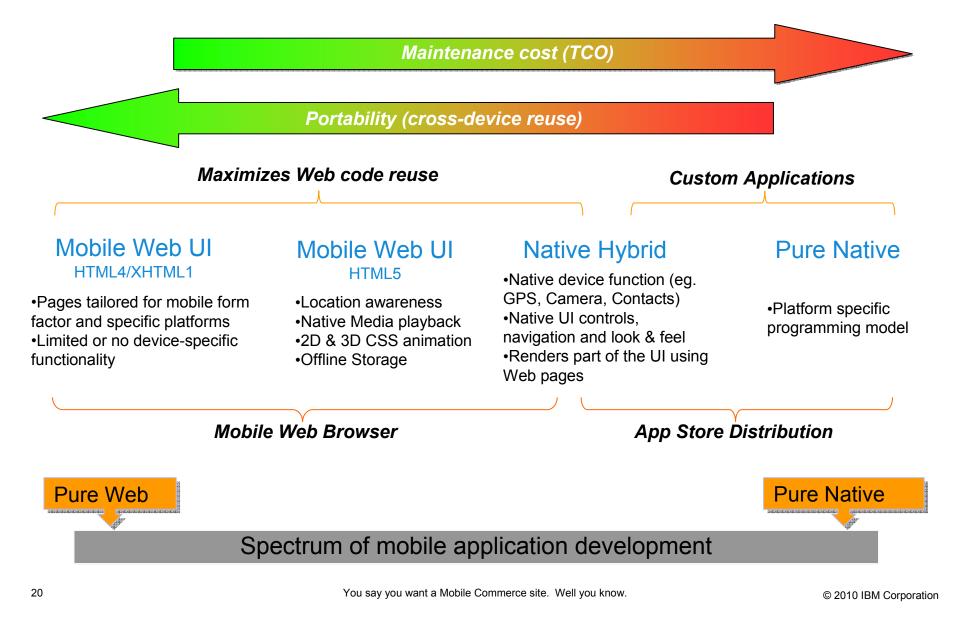
Web? Native? Hybrid?







Spectrum of Mobile Applications Design







Building Mobile Applications for WebSphere Commerce Using the Hybrid Application Programming Model

http://www.ibm.com/developerworks/websphere/library/techarticles/1009 shum/1009 shum.html

developerWorks > WebSphere > Technical library >

developerWorks.

Building mobile applications for WebSphere Commerce using the hybrid application programming model

Alex Shum (alexshum@ca.ibm.com), Software Developer, IBM Alan Cole (colea@us.ibm.com), Research Staff Member, IBM

Summary: Learn how to build mobile applications for WebSphere® Commerce using the hybrid application programming model. This article describes the hybrid model, how it compares to the other mobile application programming models, and how to use it to build iPhone® and Android® applications for WebSphere Commerce in two case studies.

Tags for this article: b2b_(business-to-business), mobile_devices, pda_ (personal_digital_assistant), social_tools, websphere_commerce_enterprise

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Date: 22 Sep 2010 Level: Intermediate PDF: <u>A4 and Letter</u> (1101KB | 36 pages) Get Adobe® Reader®

Activity: 1522 views Comments: 0 (Add comments)

★ ★ ★ ★ Average rating (based on 0 votes)

Overview

With the proliferation of Internet-capable mobile devices, mobile applications have become integral parts of many cross-channel retail solutions. In particular, the increasing popularity of iPhone OS and Android devices has driven demand for native applications with capabilities beyond what web applications running in mobile browsers can offer. However, building a fully native application from scratch is a significant commitment of skills and resources, and a majority of the code written for one platform will not be reusable on another. This is where the hybrid application programming model comes in - with the hybrid model. You will reuse many of your existing web application assets to build mobile applications.

Note that this article is targeted at architects and developers interested in building mobile applications for WebSphere Commerce. It assumes a basic understanding of WebSphere Commerce and mobile application development. A companion white paper, <u>Leveraging mobile commerce in your multi-channel strategy</u>, discusses the market opportunity in mobile commerce, and sketches some approaches to take advantage of those opportunities within WebSphere Commerce.

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Table of contents

- Overview
 Mobile application programming
- models
- Fundamentals of a hybrid application
- Case study 1. Building an iPhone application for WebSphere Commerce using the hybrid model
- High-level design
- . Server eide channes





Device Support

- Which devices will you support?
 - Will you need to support feature phones or can you focus on smartphones?
 - What about tablet devices (e.g. iPads)?
 - Will you deliver different versions of the site to different device classes?
 - Can the differences be limited to layout controlled by cascading style sheets (CSS)?

For Your Consideration

- Each supported device needs to be tested with the actual device
- Development and test effort increases with the number of devices supported
- Development and test effort increases with the number of different versions
- Even with a simple mobile Web application, what works fine on one device may be completely broken on another
- Madisons Mobile targets smartphones with a minimum browsable area of 240x320
- WebSphere Commerce V7 supports device differentiation, but you still need to develop and test all combinations

Bottom Line

– There is a trade-off between TCO and supported device range





Device-specific Content – Management

- How will you create and manage the mobile-specific content?
- For your consideration
 - Mobile assortment
 - Scaled down images
 - Specialized text
 - Replacement content for non-mobile friendly content (e.g. HTML5 instead of Flash)
 - Text (SMS) messaging
 - Mobile e-marketing spots

Bottom Line

- Content must be created and maintained
- Back-end merchandising feeds may not have the required fields for mobile content





Analytics

- How will you track use of the mobile channel?
- For your consideration
 - Most analytic solutions will work on a mobile Web application (but beware of complex Javascript)
 - Don't forget to track analytics for native/hybrid applications
 - Are you tracking mobile devices accessing your desktop site?
 - Are you tracking cross-channel movement and interactions?
- Bottom Line
 - If you don't track usage, you will not know what works and what doesn't for the mobile channel





Performance Considerations

- How will the mobile channel perform and how will it impact your current site?
- For your consideration
 - How is the mobile shopper's workload mix different and it's affect on the performance of the cross-channel WC solution?
 - Define specific other non-functional requirements specific to the mobile channel
 - Bandwidth is lower, requiring lower page weight
 - Network latency is higher, requiring fewer requests per page (graphics, CSS, Javascript, etc.)
 - How do we optimize caching (e.g. in the phone either via META directives or within a native application)
- Bottom Line
 - Some of the characteristics of the mobile platform are contradictory
 - Most performance considerations are the same as for a regular Web application





Device-specific Functions

- Should you provide location awareness?
 - For store locator?
 - For initial country/language selection (when applicable)?
- For Your Consideration
 - Your customers *will* expect this from a mobile site
 - In many cases, the customers will not even know their current address
 - Use manual address entry as a fall-back
 - A Web application can interface with the device's geolocation functions via the HTML5 or Google Geolocation APIs (Gears)
- What about other functions?
 - Map integration, hotlinked phone numbers, ...
- Bottom Line
 - Geolocation is expected find the best use of it in your site

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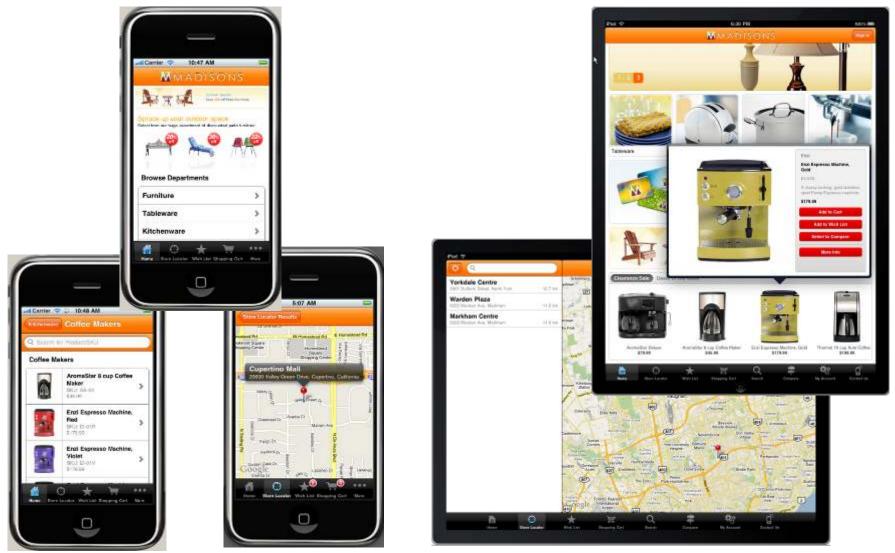
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Madisons Mobile iPhone and iPad applications







- What to Build and How to Deliver It
- Web, Native and Hybrid Applications
- Device Support
- Device-specific Content
- Analytics
- Performance Considerations
- Device-specific Functionality
- Madisons Mobile Overview





Next Steps

- Discuss the questions raised in this presentation internally with key stakeholders and decision makers
- Incorporate feedback from your best customers in setting goals and building a plan
- Make the key User Experience and Technical decisions
- Build your Mobile Commerce site with your choice of implementation partner
- Test your solution with customers before a widespread launch
- How IBM Software Services for WebSphere (ISSW) can help?
 - An ISSW WebSphere Commerce Solution Architect can lead a Mobile Commerce workshop (about 2-3 days on-site) to review the previous questions, talk about pros/cons of the different choices, and document the decisions (about 10 person days of labour total)
 - You can then take these decisions to your choice of implementation partner to document a more detailed design and project plan





Thank You For Your Attendance

Contact Information

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Bonus Material

The backup slides contain

- Additional Technical Considerations
- Technical Hints & Tips
- A feature comparison between Madison's web storefront and Madison's mobile storefront
- Screen captures of every page / feature in the Madison's mobile storefront.

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Backup





Device-specific Content – Richness of UI

- How rich a user experience do you require?
- For your consideration
 - Most smartphones support Javascript but most also fall short in some areas
 - If you desire advanced UI, e.g. page transitions, you may be better off with a native application
 - Mobile best practices call for simple navigation with no scripting
- Bottom Line
 - The more client-side scripting you add, the higher is the risk of breaking the functionality for some groups of devices





Device Detection

- How will you detect mobile devices?
- For your consideration
 - WebSphere Commerce V7 supports device detection and routing on-the-fly
 - The current implementation is based pattern matching of User Agent strings
 - Devices are introduced to the market at a high rate
 - How will you keep this list up-to-date?
 - Consider using service providers that keep and update lists of devices (e.g. DeviceAtlas and WURFL)

Bottom Line

 We provide the framework for supporting device detection and routing, but you will need to maintain a list of devices





Device Routing

- What are your requirements on automatic device routing?
- For your consideration
 - WebSphere Commerce V7 supports device detection and routing on-the-fly
 - You may not have comparative pages covering the whole site
 - Some pages may not apply to mobile, some may only apply to mobile
 - Some users may prefer using the desktop site, even from a mobile device
 - Provide cross-linking (e.g. "You appear to be using a mobile device, why not try our mobile site")
 - One solution is to only redirect requests for the home page
 - How about deep links, e.g. from your own marketing e-mails?

Bottom Line

- Think about how automatic the device routing needs to be handled by the site





Device-specific Functions – Other Device Functions

- How about other device functions?
 - Map application? (e.g. for plotting store locations)
 - Phone number hot-links (e.g. call customer service by clicking a button)
 - Address book? (e.g. for e-mail address selection)
 - Camera?
- For Your Consideration
 - Map application integration is supported by many devices via special links
 - There is currently no standard way to integrate to advanced functions like address book and camera
 - Use native application if needed for these functions
- Bottom Line
 - Business desire to use advanced functions drive the implementation platform





Mobile Web Application Best Practices

- Follow (most of) the W3C Mobile Best Practices*, e.g.:
 - Exploit device capabilities to provide an enhanced user experience
 - Carry out testing on actual devices as well as emulators
 - Keep the URIs of site entry points short
 - Do not cause pop-ups or other windows to appear and do not change the current window without informing the user
 - Do not rely on embedded objects or script
 - Create documents that validate to published formal grammars
 - Use terse, efficient markup
 - Avoid free text entry where possible
- But be pragmatic, as some of the recommendations are a bit dated...
 - "Do not rely on cookies being available"

http://www.w3.org/TR/mobile-bp

- •http://dev.opera.com/articles/view/making-small-devices-look-great/
- •http://www2.research.att.com/~rjana/WF12_Paper1.pdf





Technical Considerations – Hints & Tips

- Know and use the "Mobile Compatibility Tables" and Mobile Best Practices
 - http://www.quirksmode.org/m/table.html
 - http://www.w3.org/TR/mobile-bp

Development Environment

- Use Firefox with the Switch User Agent plugin to simulate devices during development
- Use device simulators as well as physical devices during unit testing
- Validate using the W3C mobileOK http://validator.w3.org/mobile/

Testing

- Ensure availability of target devices for both unit and FVT
- Establish an externally visible test server for over-the-air (3G/GPRS) testing

Compliance

- Ensure that architects, designers and developers know and understand all of these points
- Verify by reviewing design and code periodically





Technical Considerations – Hints & Tips

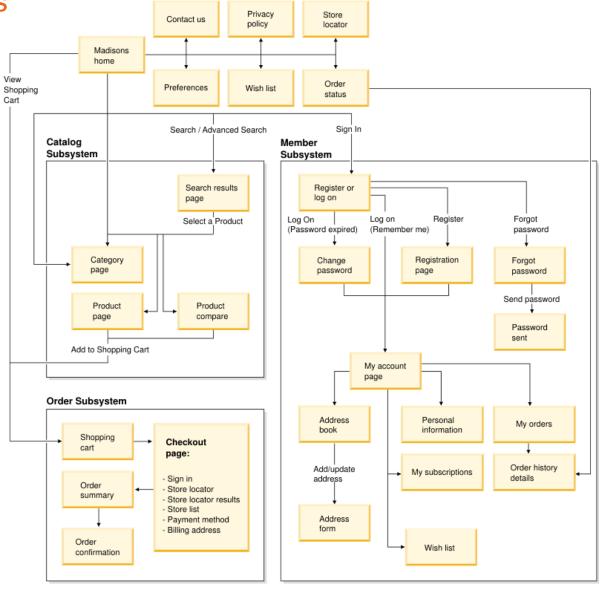
- Involve domain experts early
 - Mobile user experience is very different from the desktop environment
 - Ensure any UI design agency has domain expertise
 - Some platforms require application approval which demand changes early in the process
- A native application must still source information (e.g. catalog, user, order data) from WebSphere Commerce to ensure a consistent cross-channel experience
 - Render specialized content to native apps, e.g. using JSON or XML
- Session management for native applications
 - Can be done using the existing cookie based session management
- Caching considerations
 - Consider both in-application caching as well as dynamic and edge caching

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Madisons Mobile Pages







Madisons and Madisons Mobile Starter Store Comparison – Catalog Features

Feature	Madisons Mobile	Madisons
Management Center Catalogs tool	\checkmark	\checkmark
Master and sales catalogs	\checkmark	\checkmark
Categories, products, SKUs, bundles, and prebuilt kits	\checkmark	ν
Support for multiple images per product	\checkmark	ν
Pop-up windows containing additional product details for store items	Х	\checkmark
Merchandising associations, defining and descriptive attributes, list and offer prices		\checkmark
Simple and advanced search	\checkmark	\checkmark
Product fast finder, where customers can filter products quickly based on attributes such as brand or price range	Х	\checkmark
Tiered pricing policy (offer price)	\checkmark	\checkmark
Attachment assets (not for category attachments)	\checkmark	\checkmark
Product ranking	Х	\checkmark
Browsing history	Х	
41 You say you want a Mobile Commerce site. W	Vell you know.	© 2010 IBM Corpo





Madisons and Madisons Mobile Starter Store Comparison – Marketing, Promotions and Registration Features

Feature	Madisons Mobile	Madisons
Management Center Marketing tool		\checkmark
e-Marketing Spots containing scrollable items, products, categories and merchandising associations.	\checkmark	\checkmark
Management Center Promotions tool	\checkmark	\checkmark
Promotion code entry	\checkmark	\checkmark
Product-level promotions	\checkmark	\checkmark
Order-level promotions	\checkmark	\checkmark
Shipping-level promotions		\checkmark
Support for personal coupon management using a coupon wallet	$\sqrt{1}$	\checkmark
Support for guest and registered customers	\checkmark	\checkmark
Support for persistent sessions (Remember Me)		\checkmark
My Account flows	\checkmark	\checkmark

Notes:

¹ Introduced in Feature Enhancement Pack 1.





Madisons and Madisons Mobile Starter Store Comparison – Order Features

Feature	Madisons Mobile	Madisons
Quick order	Х	\checkmark
Scheduled orders	Х	\checkmark
Inventory availability	\checkmark	\checkmark
Shopping cart	\checkmark	\checkmark
Shopping cart pagination, providing paging controls for large shopping carts	\checkmark	\checkmark
Wish lists	\checkmark	\checkmark
Shipping charges and taxes	\checkmark	





Madisons and Madisons Mobile Starter Store Comparison – Checkout Features

Feature	Madisons Mobile	Madisons
Checkout flow implementation	Step-by-step, multiple pages	Step-by-step, multiple pages
Buy online, pickup in-store	\checkmark	\checkmark
Buy online, ship to address	Х	\checkmark
Payments	(not all methods)	\checkmark
Support for guest and registered checkout	\checkmark	\checkmark
Support for multiple shipping addresses	Х	\checkmark
Quick checkout	\checkmark	\checkmark
Ship as complete or partial shipments	Х	\checkmark
Shipping instructions	Х	\checkmark
Multiple payments per order	Х	\checkmark
Multiple entry points, with customizable integration points on the store locator page	\checkmark	\checkmark
Order status and tracking	\checkmark	\checkmark





Madisons and Madisons Mobile Starter Store Comparison – Technology Features (1/2)

Feature	Madisons Mobile	Madisons
Default Dojo toolkit version	N/A	1.3.1
Support for Web 2.0 technology, using AJAX and Dojo widgets	Х	\checkmark
Support for Web 1.0 technologies	\checkmark	\checkmark
Drag-and-drop support for the mini shopping cart and compare zone	X	\checkmark
Support for changing product attributes directly on the shopping cart, such as color or fabric changes	X	\checkmark
Change flow options to customize the storefront and shopping experience	X	\checkmark
Progress indicators on store pages, displayed while operations are in progress. For example, displayed when an AJAX request is triggered and removed when the request completes	X	\checkmark
Default double-click handling implemented using JavaScript on store pages that benefit from blocking multiple requests, such as adding items to the shopping cart or completing an order at the end of the checkout process	X	\checkmark
Support for Coremetrics enhanced Web analytics for WebSphere Commerce You say you want a Mobile Commerce site. Well y	/ou know.	© 2010 IBM Corporatio





Madisons and Madisons Mobile Starter Store Comparison – Technology Features (2/2)

Feature	Madisons Mobile	Madisons
Support for SMS order status notifications and marketing messages		\checkmark
Search engine optimization	\checkmark	\checkmark
Globalization support for stores displaying bi-directional languages. The store uses a locale-specific common1_1iw_iL.css Cascading Style Sheet (CSS) file where the directionality attribute can be specified		
Fully translated into multiple languages to support globalization	13 languages	13 languages ¹
Support for accessibility standards, enabling those with disabilities to interact with Web content through the use of assistive technologies	X ²	\checkmark

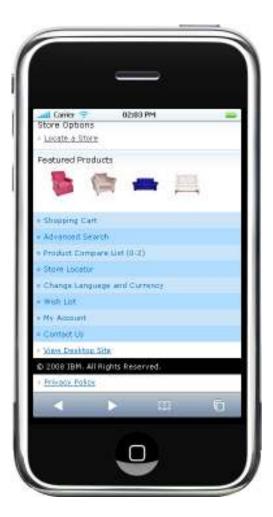
Notes:

¹ Full Arabic support (ar_EG) is also available for the Madisons starter store. See Technote 4025874 for more information. ² Accessibility guidelines for mobile devices are not well defined or well established. Therefore, accessibility standards are unsupported for the Madisons mobile starter store.

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Madisons Mobile Pages – Home Page

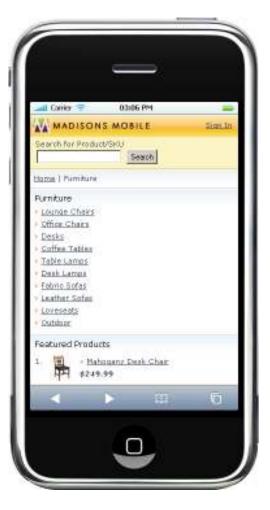


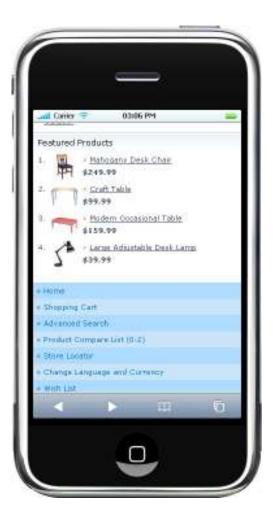


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Madisons Mobile Pages – Category Page

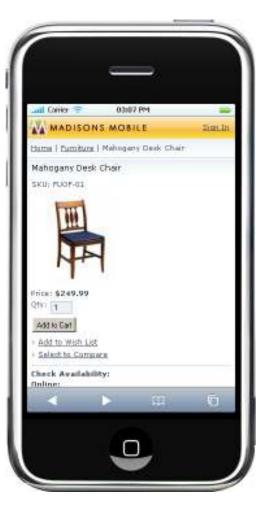




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Madisons Mobile Pages – Product Page



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Madisons Mobile Pages – Product Compare & Wish List

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Madisons Mobile Pages – Advanced Search Page

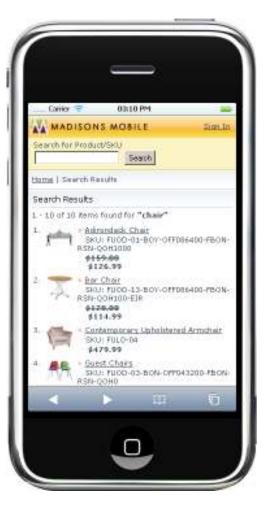
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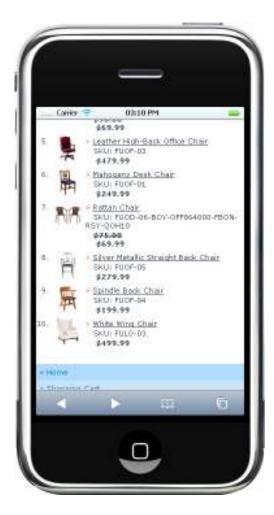


You say you want a Mobile Commerce site. Well you know.

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Madisons Mobile Pages – Search Results Page





You say you want a Mobile Commerce site. Well you know.

Madisons Mobile Pages – Shopping Cart

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You say you want a Mobile Commerce site. Well you know.



Madisons Mobile Pages – Sign in or Check out & Store Locator Pages

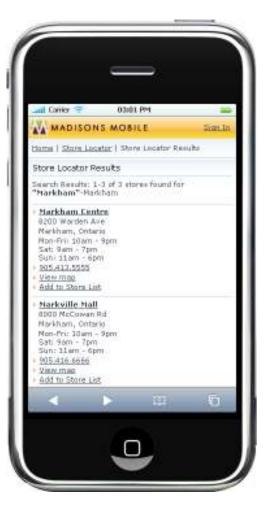
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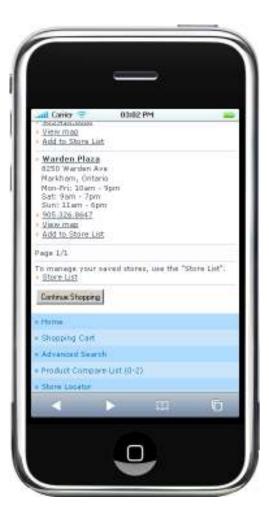


You say you want a Mobile Commerce site. Well you know.

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Madisons Mobile Pages – Store Locator Results

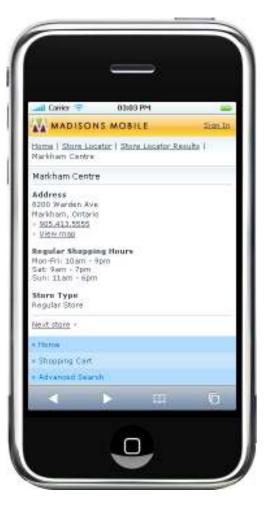


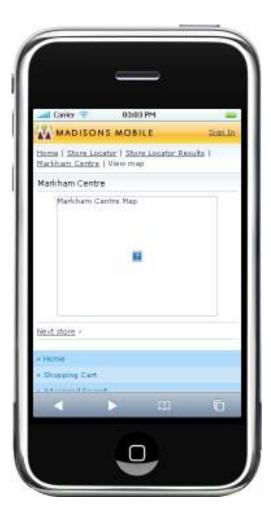


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Madisons Mobile Pages – Store Locator Details & Map Pages

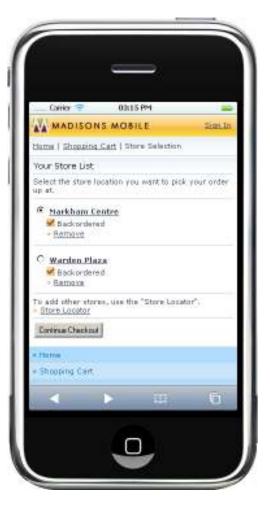




You say you want a Mobile Commerce site. Well you know.



Madisons Mobile Pages – Store List & Billing Address Selection Page





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Madisons Mobile Pages – Billing Address Details Page





You say you want a Mobile Commerce site. Well you know.

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Madisons Mobile Pages – Payment Method Page





You say you want a Mobile Commerce site. Well you know.

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Madisons Mobile Pages – Order Summary Page





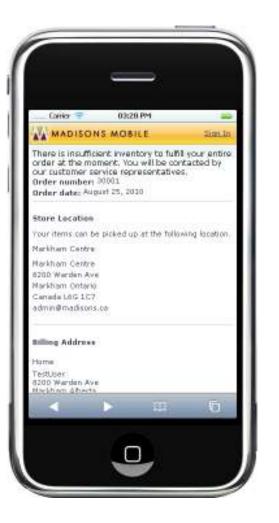
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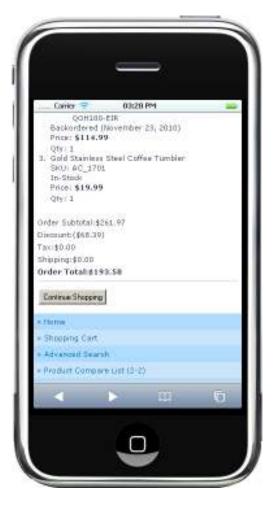


Madisons Mobile Pages – Order Confirmation Page





You say you want a Mobile Commerce site. Well you know.





Madisons Mobile Pages – Contact Us & Preferences Pages





You say you want a Mobile Commerce site. Well you know.

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Madisons Mobile Pages – Privacy Policy Page





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Madisons Mobile Pages – Registor or Log on & Registration Pages

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You say you want a Mobile Commerce site. Well you know.



Madisons Mobile Pages – Change Password & My Account Pages





You say you want a Mobile Commerce site. Well you know.



Madisons Mobile Pages – Forgot Password & Password Sent Pages

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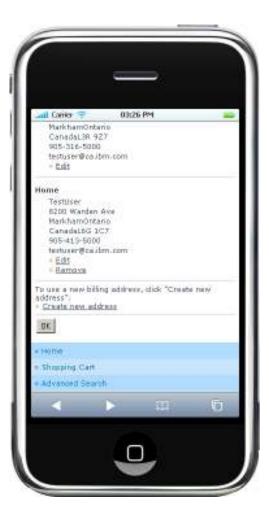


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Madisons Mobile Pages – Address Book Page

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Madisons Mobile Pages – Address Form Page



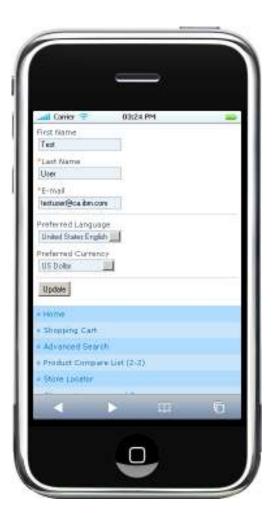


You say you want a Mobile Commerce site. Well you know.

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Madisons Mobile Pages – Personal Information Page

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You say you want a Mobile Commerce site. Well you know.



Madisons Mobile Pages – My Subscriptions & My Orders Pages

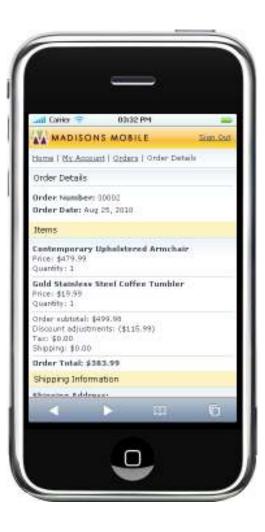




You say you want a Mobile Commerce site. Well you know.

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Madisons Mobile Pages – Order History Details Page





You say you want a Mobile Commerce site. Well you know.

