

# Pay Monthly

	Vodafone Red Entertainment	100 mins	2000 texts	20GB 4G data	24 month contract	£124.99	£25.95 per month	Buy Now
Spotify, NowTV or BT Sport for 12 months   Vodafone Traveller								[deal_retailer_json]->[logo_url]
	Vodafone Red Entertainment	100 mins	2000 texts	20GB 4G data	24 month contract	£99.99 upfront	£45.95 per month	Buy Now
Spotify, NowTV or BT Sport for 12 months   Vodafone Traveller								MOBILES.CO.UK

Deals with finance should be highlighted. If [monthly\_device\_term\_months] is populated, we know there's finance.

Clicking the row reveals the panel below

Existing customer prices should always be clearly marked - see deal\_type\_json

Discounts should be mentioned separately

The most important extras from deal\_extras\_json should be emphasised. Vouchers, Entertainment Freebies, Roaming Services and Free Gifts are usually the most important categories but others may emerge over time. Highlight physical gifts (source type 2) as these are often high perceived value.

Cashback and discounts should be handled separately and prominently. Emphasise where a deal is 'by redemption' as the customer has to work harder to get their money.

Total cost could be compared against the average TCO for other deals with the same handset and allowances. Total cost figures take account of discounts already so you don't have to.

**£120 Cashback**

This deal comes with £120 of automatic cashback. This means there's no need to claim.

**Pay £4.99 for 3 months**

This deal comes with a line rental discount entitling you to pay just £4.99 for the first 3 months of your contract. The price will increase to [monthly\_total\_inc\_vat] thereafter.

**Total Cost**

[tco\_inc\_vat] over the course of (the greater of [monthly\_contract\_term\_months] and [monthly\_device\_term\_months]) months

Any of these could be empty

[tariff\_group\_promo\_info] - This could be empty so hide it if it is  
 [tariff\_promo\_info] - This could be empty so hide it if it is  
 [deal\_promo\_info] - This could be empty so hide it if it is

## Bundled Extras



**Free VR Glasses**

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Click to reveal

- Spotify, NowTV
- Vodafone Traveller
- Free VR Glasses
- £120 Marks & Spencer Gift Voucher
- Underground
- Vodafone SecureNet
- 30-Day Network Guarantee

This section details everything found in deal\_extras\_json. It's worth devoting a section to this even if all the extras were listed briefly in the results row as many extras deserve an explanation and physical gifts will have an accompanying image.

**Notes for pay monthly SIMs:**

- Upfront cost will always be 0 so that field can be hidden
- There won't be any device to finance, so the important information section will only ever contain legal text - it could be renamed Legal and shown only if there's something to say.
- Total cost is still worth displaying as it takes into account any promotional discounts.

Even if there's no handset finance, there might still be some legal text in the [deal\_legal\_info] field, so this section should still be displayed.

Rolled-up by default

**Important information**

- Handset finance term: [monthly\_device\_term\_months]
- Handset monthly payment: [monthly\_device\_inc\_vat]
- Handset total finance amount: [monthly\_device\_inc\_vat] x [monthly\_device\_term\_months]

[deal\_legal\_info]

**[tariff\_name]**

[tariff\_group\_description] - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[tariff\_name\_friendly] contract term.

[coverage\_url] | [terms\_url]

**Out of bundle charges**

Pence per minute: [pence\_per\_cross\_net\_min] (hide if empty)

Pence per text: [pence\_per\_cross\_net\_text] (hide if empty)

Pence per MB: [pence\_per\_mb] (hide if empty)

Data charging information: [data\_charge\_text] (hide if empty)

Pence per Voicemail minute: [pence\_per\_voicemail\_min] (hide if empty)

This whole section could be rolled up by default and only exposed if the customer chooses to click on it. These charges only apply once the customer has used up their bundled minutes/text/data allowance.