

Digital Games Pre-order UX SPEC

CONFIDENTIAL • PREPARED BY ETHAN KIM • LAST UPDATED ON SEPTEMBER 9, 2011

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Crisis 2 [Download]

by [Electronic Arts](#)
Rated: [Mature](#)

Like (0) | Share

[Pre-order PC Download](#)

[How pre-order works](#)

List Price: ~~\$59.95~~

Price: **\$49.95**

You Save: **\$10.00 (17%)**

Pre-order Price Guarantee. [Learn more](#)

Platform: **PC Download (Windows 7 / Vista / XP)**

PLAYSTATION 3 Xbox 360 PC PC Download

This item will be released on October 8, 2011 at 10pm PST.

Pre-order now!
Sold by Amazon Digital Services, Inc.

Download it the minute it comes out.

You will receive an e-mail when this item is available to download. [Learn more](#).

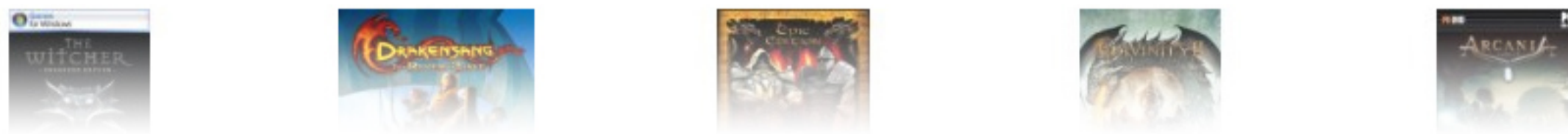
- File size: 2.0 GB
- Download time: **45 minutes - 1.5 hours** on broadband
- Installation: Unlimited game installations on computers you own. [Learn more](#)

Bonus Offer **Special Pre-Order Offer**
Reserve your copy of Crisis 2 and receive the in-game [Fadeshear Sword](#). A code to access the bonus content will be e-mailed two days before the game release date.



Customers Who Bought This Item Also Bought

Platform: PC Download



Page 1 of 20

- 1 Pre-order Price Guarantee**
"Learn more" launches the following modelss popover close to the link (see Pattern Library for details at <https://design.amazon.com/patterns/node/29>).

Pre-order Price Guarantee Use title capitalization for this instance only

When you pre-order a download, the price we charge when the product is released will be the lowest price offered by Amazon.com between the time you place your order and the end of the day of the release date. The order summary in Your Account will reflect the lowest price within 24 hours of the price change.

Terms and conditions

- Pre-order Price Guarantee applies only to items sold by Amazon.com, and not to items (or prices) offered by other sellers on our site. Does not apply to any

Padding: 15 px Padding: 15 px

- 2 Release Messages**
When the release date is known, display "date," "year," "time," and "time zone (PST always)" as shown. When the release date is unknown, replace it with the following message.

This item has not yet been released.

You may pre-order it now and we will notify you via e-mail as soon as we have an estimated availability date. You can cancel at any time.
Sold by Amazon Digital Services, Inc.

Download it the minute it comes out.

You will receive an e-mail when this item is availabel to download. [Learn more](#)

- 3 Availability Messages**
Use "Download it the minute it comes out" for download ASINs.
Use "Get the code the minute it comes out" for Online Code ASINs.

- 4 How Pre-order Works**
"Learn more" launches the following modeless popover close to the link.

How pre-order works

1. Click to Pre-order **2. Receive E-mail Reminder** **3. Download on Release**

The item is available now

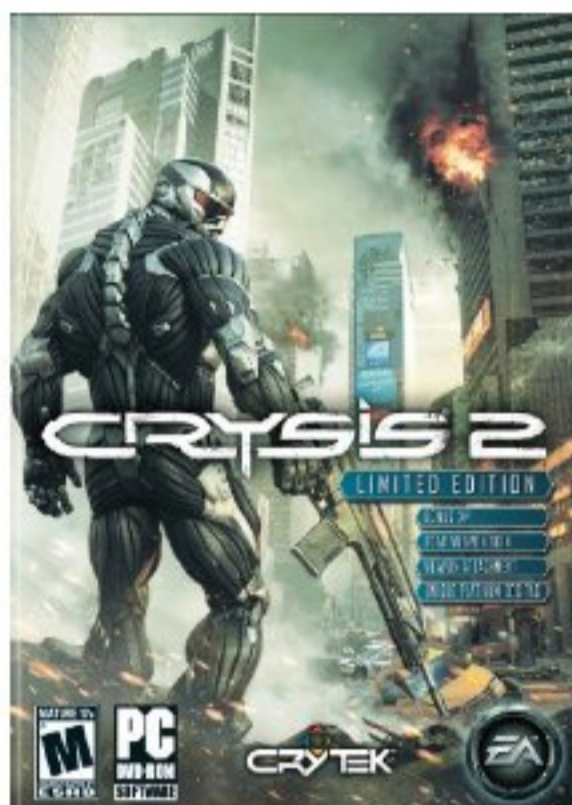
You won't be charged until the release day with pre-order. On the release day, you will receive an e-mail reminder that your item is available to download. Once you complete the download and enter keys if prompted, your item is ready to use.

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by [Electronic Arts](#)
Rated: [Mature](#)

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[How pre-order works](#)

List Price: ~~\$59.95~~

Price: **\$49.95**

You Save: **\$10.00 (17%)**

Pre-order Price Guarantee. [Learn more](#)

Platform: **PC Download (Windows 7 / Vista / XP)**

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Download it the minute it comes out.

You will receive an e-mail when this item is available to download. [Learn more.](#)

-
- File size: 2.0 GB
 - Download time: **45 minutes - 1.5 hours** on broadband
 - Installation: Unlimited game installations on computers you own. [Learn more](#)

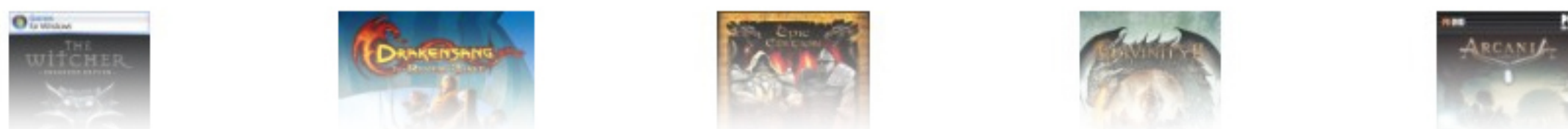
Bonus Offer

Special Pre-Order Offer

Reserve your copy of Crisis 2 and receive the in-game [Fadeshear Sword](#). A code to access the bonus content will be e-mailed two days before the game release date.

Customers Who Bought This Item Also Bought

Platform: PC Download



- Download Information**
If "File size" and "Download time" are unknown, display "To be determined."
Display "Installation: Unlimited..." for digital game ASINs only.
"Learn more" launches the following modeless popover close to the link.

Unlimited game installations

How many times can I download my games?
You can download an unlimited number of times for personal use. To re-download, go to [Your Games Library](#) and click the download button for your product.

Can I download and install to multiple computers?
Each game manufacturer has a different policy on how many installations are allowed with each product key. If you run out of installations for the product key you originally purchased from Amazon, please contact Customer Service and we will happily provide you with another key at no additional charge. You can install an unlimited number of times for personal use, however additional copies of the game for friends or family must be purchased separately.

- Pre-order Buttons**
Use the platform-specific buttons for download ASINs.
Use "Pre-order Online Codes" for both Online Games Codes and Online Map Codes.

- How pre-order works**
The link launches the following modeless popover close to the link.
This is the same popover triggered by "Learn more" link under the "Availability message."

How pre-order works

1. Click to Pre-order [How pre-order works](#)

2. Receive E-mail Reminder The item is available now

3. Download on Release

You won't be charged until the release day with pre-order. On the release day, you will receive an e-mail reminder that your item is available to download. Once you complete the download and enter keys if prompted, your item is ready to use.

amazon.com Hello, Ethan Kim. We have [recommendations](#) for you. (Not Ethan?) Save 10% on AKG headphones. Ends July 27.

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1 Instant Order Update for Ethan Kim. You pre-ordered this item on September 15, 2011. [View this order.](#)



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Crysis 2 [Download]

by [Electronic Arts](#)

Rated: [Mature](#)

(0) |

List Price: ~~\$59.95~~

Price: **\$49.95**

You Save: **\$10.00 (17%)**

Pre-order Price Guarantee. [Learn more](#)

You Pre-ordered This **2**

We will send you an e-mail to **ethankim@gmail.com** when this item is available in [Your Games Library](#).

3

[How pre-order works](#)

Platform: **PC Download (Windows 7 / Vista / XP)**



This item will be released on October 8, 2011 at 10pm PST.

Pre-order now!

Sold by Amazon Digital Services, Inc.

Download it the minute it comes out.

You will receive an e-mail when this item is available to download. [Learn more.](#)

- File size: 2.0 GB
- Download time: **45 minutes - 1.5 hours** on broadband
- Installation: Unlimited game installations on computers you own. [Learn more](#)

Bonus Offer **Special Pre-Order Offer**
Reserve your copy of Crysis 2 and receive the in-game [Fadeshear Sword](#). A code to access the bonus content will be e-mailed two days before the game release date.

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Platform: PC Download

Page 1 of 20



- 1 Instant Order Update (IOU)**
Display IOU stripe.
Use "...pre-ordered" instead of "...purchased..."
- 2 Pre-ordered Message**
Display "You Pre-ordered This" widget above the buy box.
Use "Your Software Library" for the library link if the pre-ordered item is a software ASIN.
- 3 Pre-order Buttons**
Display the following button for download ASINs.

Display the following button for Online Code ASINs.



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by [Electronic Arts](#)

Rated: [Mature](#)

Like (0) | [Share](#)

List Price: ~~\$59.95~~

Price: **\$49.95**

You Save: **\$10.00 (17%)**

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Platform: **PC Download (Windows 7 / Vista / XP)**

PLAYSTATION 3

Xbox 360

PC

PC Download

Available for download now 1

Sold by Amazon Digital Services, Inc.

- File size: 2.0 GB 2
- Download time: 45 minutes - 1.5 hours on broadband
- Installation: Unlimited game installations on computers you own. [Learn more](#)

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Platform: PC Download



The Witcher - Enhanced Edition [Download] by Atari
★★★★☆ (16)
\$18.90



Drakensang: The River of Time [Download] by ValuSoft
★★★★☆ (4)
\$19.95



Two Worlds Epic Edition [Download] by Southpeak
★★★★☆ (2)
\$5.99



Divinity II: Ego Draconis [Download] by CDV
★★★★☆ (17)
\$14.99



ArcaniA: Gothic 4 [Download] by DreamCatcher Games
★★★★☆ (21)
\$23.16

- 1 Availability Message**
Update the current message as shown: "Available now" to "Available for download now."
- 2 Download Info Label**
Update the current label as shown: "Download size" to "File size."



Sign In

Enter your e-mail address:

I am a new customer.
(You'll create a password later)

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and my password is:

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1 **Sign In Page**
Create the dedicated pipeline authentication page as shown.

Please review and place your pre-order **1**

Digital pre-order details **1**

2 **Pre-order Price Guarantee**
If the price decreases between the time you place your order and the end of the day of the release date, you'll receive the lowest price.



Crysis 2 [Download]
Platform: Windows 7 / Vista / XP
File size: 2.0 GB
Download time: 45 minutes - 1.5 hours on broadband **3**
Installation: Unlimited game installations on computers you own

\$49.95
This item will be released on October 8, 2011 at 10pm PST
Sold by Amazon Digital Services, Inc.

4 By placing your order, you agree to Amazon.com's privacy notice and conditions of use. You are also agreeing to the Amazon Games & Software Service [Terms of Use](#) and [Returns Policy](#).

Pre-order Summary **1**

PC Download:	\$49.95
Total Before Tax:	\$49.95
Estimated Tax:	\$5.22

Order Total: \$55.17

Place your pre-order **1**

5 You won't be charged until the release day.

Gift codes & promotions

Enter gift card or promotional claim codes (one at a time) [Learn more:](#)

Payment summary

Payment Method


Visa: ***-12345
Expires on: 05/2009
[Change](#)

Billing Address

Ethan Kim
2791 Barclay Way
Ann Arbor, MI 48105-9459 USA
734-789-7897
[Change](#)

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- 1 Pre-order Indication**
Indicate pre-order as shown for pre-order ASINs only.
- 2 Pre-order Price Guarantee**
Add informational alert widget above product summary.
Use the standard Amazon alert style as shown (see Pattern Library for details at <https://design.amazon.com/patterns/node/24>).
The compatibility alert widget precedes this widget when both occurs.

5 px  **This item currently supports Windows only.** [Remove this item and continue shopping](#)

Pre-order Price Guarantee
If the price decreases between the time you place your order and the end of the day of the release date, you'll receive the lowest price.

- 3 Download Information**
If "File size" and "Download time" are unknown, display "To be determined."
Display "Installation: Unlimited..." for digital game ASINs only.
- 4 Terms of Use**
Update the text as shown: remove "non-returnable" and "non-refundable" message.
- 5 No-Charge-Until-Release Note**
Display as shown for pre-order ASINs only.

4.1 THANK YOU

Customer Successfully Places a Pre-order

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Retail Website

1 amazon.com Hello, Ethan Kim. We have [recommendations](#) for you. (Not [Ethan?](#)) Save 10% on AKG headphones. Ends July 27.

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25 px

Thank you for your pre-order **2**

You won't be charged until release day.

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This item will be released on October 8, 2011 at 10pm PST **3**



Crysis 2 [Download]

Platform: Windows 7 / Vista / XP

File size: 2.0 GB

Download time: 45 minutes - 1.5 hours on broadband **4**

Installation: Unlimited game installations on computers you own.

5 We will send you an e-mail to ethankim@gmail.com when this item is available from Your Games Library.

[Go to Your Games Library](#)

[Or continue shopping Game Downloads](#)

Need Help?

[Game Downloads Help](#)

1 Global Navigation

Display global navigation as shown.

2 Thank-You Message

Update the message as shown for pre-order ASINs only.

3 Availability Message

Update the message as shown for pre-order ASINs only.

4 Download Information

If "File size" and "Download time" are unknown, display "To be determined."

Display "Installation: Unlimited..." for digital game ASINs only.

"Learn more" launches the following modal popover close to the link.

5 Action Box

Update the message as shown for pre-order ASINs only.

The button links to "All Items" in the Library.

Use the following if the pre-ordered item is a software ASIN:

We will send you an e-mail to ethankim@gmail.com when this item is available from Your Software Library.

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6 Footer

Display footer as shown.

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Crisis 2 [Download] Available on **October 8, 2011 at 10pm PST**

Platform: Windows 7 / Vista / XP
File size: 2.0 GB
Quantity: 1

Pre-ordered on Sep 15, 2011 [View order details](#) [Cancel pre-order](#)

Rift [Download] Available on **October 15, 2011 at 3pm PST**

Platform: Windows 7 / Vista / XP
File size: 4.0 GB
Quantity: 1

Pre-ordered on Aug 27, 2011 [View order details](#) [Cancel pre-order](#)

Dungeon Hunter Alliance [Download] Available on **October 15, 2011 at 3pm PST**

Platform: Windows 7 / Vista / XP
File size: 1.5 GB
Quantity: 1

Pre-ordered on Aug 14, 2011 [View order details](#) [Cancel pre-order](#)

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- WiiWare
- Online Map Codes

- Library Filtering Tabs**
Update the tabs as shown.
Create a new tab named "Pre-orders."
Pre-order items should be also listed under "All Items" tab.
- Top Pagination**
Display 7 items per page.
Enable the buttons when there are active pages.
- Availability Message**
When the release date is known, display "date," "year," "time," and "time zone (PST always)" as shown.
When the release date is unknown, replace it with the following message:

Release date is not yet available
- Pre-order History**
Background color: #F7F7F7.
"View order details" links to pre-order summary page under Open Orders.
- Pre-order Cancellation**
"Cancel pre-order" launches the following modeless popover close to the link.

Cancel this pre-order [Close](#)

If you cancel this pre-order, **Rift [Download]** will be removed from Your Games and Software Library and your credit card will not be charged.

Cancel pre-order
Don't cancel

After successful cancellation, the following information alert widget displays at the top:

Your pre-order for **Rift [Download]** was successfully cancelled.

All Items | Downloads | Codes | **Pre-orders** Sort by [Purchase](#)

- | | | |
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|--|---|---|

- Bottom Pagination**
Use the standard Amazon pagination (see Pattern Library for details at <https://design.amazon.com/patterns/node/42>).
- Footer**
Update the footer as shown.
- Feedback Link**
Add feedback link as shown.
- Help Links**
Update the links as shown.

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All Items | Downloads | Codes | Pre-orders Sort by [Purchase Date](#) 1 of 5




Crysis 2 [Download] [Download](#)

Platform: Windows 7 / Vista / XP
File size: 2.0 GB
Quantity purchased: 1

[View product key](#) 


Purchased on Nov 15, 2011 [View order details](#)



Dead Space 2 [Download] [Download](#)

Platform: Windows 7 / Vista / XP
File size: 4.0 GB
Quantity purchased: 1

Purchased on Oct 27, 2011 [View order details](#)



Dungeon Hunter Alliance [Download] [Download](#)

Platform: Windows 7 / Vista / XP
File size: 4.0 GB
Quantity purchased: 1

Purchased on Oct 27, 2011 [View order details](#)

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- Software Downloads Store
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- WiiWare
- Online Map Codes

1 Product Key
Move the product key above the order history box.
When there are multiple orders for the same ASIN, a product key button (or string) and the order history box are stacked as a set.

[View product key](#)

Purchased on Nov 15, 2011 [View order details](#)

[View product key](#)

Purchased on Oct 27, 2011 [View order details](#)

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1 Your Pre-order with Amazon.com

★ Amazon.com to me [show details](#) 3:54 PM (25 minutes ago) [Reply](#)

Images are not displayed.
[Display images below](#) - Always display images from digital-no-reply@amazon.com

1 **Thanks for your order, Ethan Kim!**
 Your credit card will not be charged until the release date.

Digital Item Information:

[Crysis 2 \[Download\]](#), Price: \$49.95
 Sold by: Amazon Digital Services, Inc.

1 **This item will be released on October 8, 2011 at 10pm PST.**
 We will send you an e-mail to ethankim@gmail.com when your game is available to download from [Your Games and Software Library](#).

1 **Pre-order Summary:**

1 **This is a pre-order with price guarantee**
 If the Amazon.com price decreases between the time you place your order and the end of the day of the release date, you'll receive the lowest price. [See details](#).

Order #	102-1426685-364385477
Subtotal of Items:	\$49.95

Total before Tax:	\$49.95
Sales Tax:	\$5.22

Total for this Order:	\$55.17 (to be charged on the release date) 1

1 **Where can I get help with reviewing or changing my orders?**
 To manage your orders, please visit Your Games Library at www.amazon.com/yourgameslibrary/.

This e-mail message was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

Thanks again for shopping with us.

[Amazon.com](#)
Earth's Biggest Selection

[Reply](#) [Forward](#)

1 Pre-order E-mail Template

Create a pre-order e-mail template as shown based on the existing order confirmation e-mail.
 Remove the Order Information block as shown.

1 Download Crysis 2 from Amazon Digital Games and Software

★ Amazon.com to me [show details](#) 3:54 PM (25 minutes ago) [Reply](#)

Images are not displayed.
[Display images below](#) - Always display images from digital-no-reply@amazon.com

Hello from Amazon Digital Games and Software

1 We're writing to let you know that the following item has released and is ready to download. Your credit card has now been charged.

Digital Item Information:

[Crysis 2 \[Download\]](#), Price: \$49.95
Sold by: Amazon Digital Services, Inc.

2 **To download this item and/or view product keys**

1. Go to [Your Games and Software Library](#)
2. Find this item
3. Click "Download" and/or "View keys"

Order Information:

E-mail Address: ethankim@gmail.com

Invoice Address:
2791 Barclay Way
Ann Arbor, MI 48105
US
734-456-7897

Order Total: \$55.17

Order Summary:

Order #	102-1426685-364385477
Subtotal of Items:	\$49.95

Total before Tax:	\$49.95
Sales Tax:	\$5.22

Total for this Order:	\$55.17

The charge for this order will appear on your credit card statement from the merchant "Amazon Digital Services, Inc."

You can review your orders in [Your Account](#). If you've explored the links on the page but still have a question, please visit our online [Help pages](#).

Thanks again for shopping with us.

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1 Order Confirmation E-mail Template

Update e-mail messages as shown for pre-order ASINs only.

2 Download Guide

Update e-mail messages as shown for all digital games and software ASINs.

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Search Your Orders: Date:

1 open order

Page: 1 of 1

<p>Digital Order Placed: March 7, 2010 View Order Details View Invoice</p> <p>Order Number: 102-0433717-6906629 Recipient: Ethan Kim Order Total: \$55.17</p>	<p> Available on October 8, 2011 at 10pm PST. We will send you an e-mail to ehankim@gmail.com when this item is available from Your Games Library.</p> <div style="display: flex; align-items: center;"> <div> <p>Crysis 2 [Download] by Electronic Arts Sold by: Amazon Digital Services, Inc.</p> </div> <div style="margin-left: 20px;"> <input type="button" value="Go to Your Games Library"/> <p> to manage your order</p> </div> </div>
--	--

- 1 Availability Message**
When the release date is known, display "date," "year," "time," and "time zone (PST always)" as shown. When the release date is unknown, replace it with the following message:

Release date is not yet available

We will send you an e-mail to ehankim@gmail.com as soon as we have an estimated availability date.

- 2 Order Management**
Update the message as shown.

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Order Placed: September 15, 2011

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Ethan Kim

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Note: Promotional certificates may be redeemed only when the order is originally placed.

1 Availability Message Widget

When the release date is known, display "date," "year," "time," and "time zone (PST always)" as shown. When the release date is unknown, replace it with the following message:

Release date is not yet available

We will send you an e-mail to ethankim@gmail.com as soon as we have an estimated availability date.

2 Pre-order Indication

Update the messages as shown.

3 Pre-order Cancellation

Add cancellation button as shown.

Link to Pre-orders tab in "Your Games and Software Library."