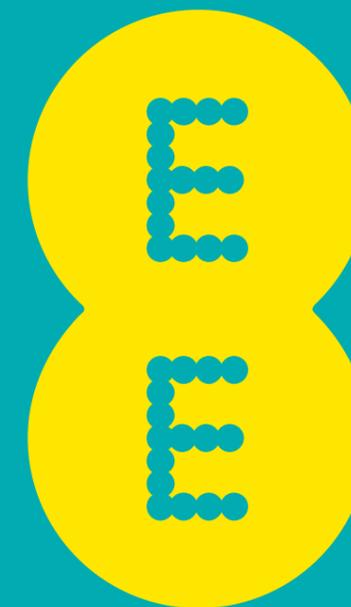


ENJOY DELIVERY

INITIAL CONCEPTS



INITIAL CONCEPTS

- ▶ PRODUCT DETAILS
- ▶ BASKET
- ▶ DELIVERY
- ▶ CHECKOUT

LIVE IN OR VISITING LONDON? GET FREE SAME DAY DELIVERY + SETUP HELP ✕

Choose a location to suit you. Delivered as soon as today. [Check eligibility](#) ▾

iPhone 8

64GB SPACE GREY

64GB ▾

IN STOCK - GET IT FROM 12PM TODAY

- ✓ Sed ut perspiciatis unde omnis iste natus
- ✓ Sed ut perspiciatis unde omnis iste natus

[Check eligibility >](#)

Already with EE?
[Log in to get a better price on this device >](#)

Best Selling Plan

4G EE Plan **100GB for £14.99 a month**

- ✓ Lorem ipsum dolor sit amet, consectetur

CHOOSE THIS PLAN

[See all plans](#)

PLANS | FEATURES | TECH SPECS | HELP | **DELIVERY**

EE SAME DAY EXPERT DELIVERY EXPERIENCE PROMO VIDEO

- ✓ SAME DAY DELIVERY
- ✓ EXPERT HELP + SETUP
- ✓ ANY LONDON LOCATION
- ✓ PICK CONVENIENT DAY & TIME

[Check eligibility >](#)

Re-usable module, in this case applied to the product details page not knowing the user's post code.

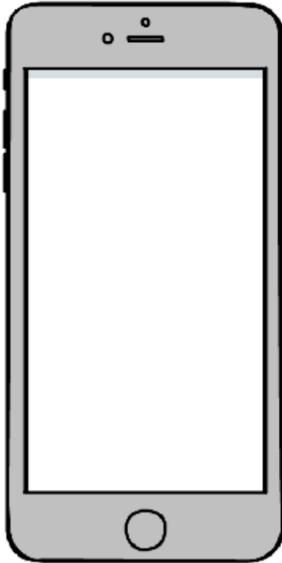
This could appear once we know the customer location (geo-location) with different messaging also notifying them that the same day premium service is available.

Rich Enjoy / EE delivery content to promote the service within the marketing tabs on the product details page. The sample delivery video could engage the customer more.

LIVE IN OR VISITING LONDON? GET FREE SAME DAY DELIVERY + SETUP HELP ✕

Choose a location to suit you. Delivered as soon as today. [Check eligibility](#)

Enter delivery postcode: ✓ Great news! Get your phone from 12pm today. Start by choosing a plan below.



iPhone 8

64GB SPACE GREY

64GB



 **IN STOCK - GET IT FROM 12PM TODAY**

- ✓ Sed ut perspiciatis unde omnis iste natus
- ✓ Sed ut perspiciatis unde omnis iste natus

 **Great news! we can deliver your phone from 12pm today.**

Customise your delivery on the next page.

Already with EE?
Log in to get a better price on this device >

Best Selling Plan

4G EE Plan	100GB for £14.99 a month
-------------------	---------------------------------

- ✓ Lorem ipsum dolor sit amet, consectetur

CHOOSE THIS PLAN

See all plans

PLANS FEATURES TECH SPECS HELP DELIVERY



EE SAME DAY EXPERT DELIVERY EXPERIENCE PROMO VIDEO

Check eligibility >

- ✓ SAME DAY DELIVERY
- ✓ EXPERT HELP + SETUP
- ✓ ANY LONDON LOCATION
- ✓ PICK CONVENIENT DAY & TIME

Inline with a banner module, we can also offer the confirmation availability messaging alongside the stock messaging.

No banner module here. The only messaging and eligibility checker is available alongside the stock messaging with an 'i' icon to view more details and possible interstitial popup with post code checker.

iPhone 8
64GB SPACE GREY

64GB

Best Selling Plan

4G EE Plan 100GB for £14.99 a month

✓ Lorem ipsum dolor sit amet, consectetur
✓ Lorem ipsum dolor sit amet, consectetur
✓ Lorem ipsum dolor sit amet, consectetur
✓ Lorem ipsum dolor sit amet, consectetur

CHOOSE THIS PLAN

[Check eligibility >](#) ⓘ

Already with EE?
[Log in to get a better price on this device >](#)

[See all plans](#)

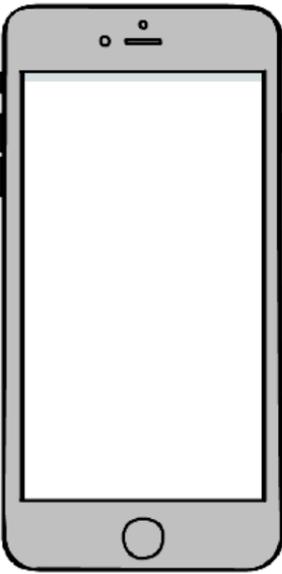
PLANS FEATURES TECH SPECS HELP DELIVERY

EE SAME DAY EXPERT DELIVERY EXPERIENCE PROMO VIDEO

✓ SAME DAY DELIVERY
✓ EXPERT HELP + SETUP
✓ ANY LONDON LOCATION
✓ PICK CONVENIENT DAY & TIME

[Check eligibility >](#)

Once the user selects 'check eligibility' they see the postcode field within the same space allowing them to quickly assess if they are eligible for the Enjoy service.



iPhone 8

64GB SPACE GREY

64GB

Color swatches: [Black] [Dark Grey] [Light Grey]

IN STOCK - GET IT FROM 12PM TODAY

- ✓ Sed ut perspiciatis unde omnis iste natus
- ✓ Sed ut perspiciatis unde omnis iste natus

Enter delivery postcode:

Great news! we can deliver your phone from 12pm today

Customise your delivery on the next page.

Already with EE?
Log in to get a better price on this device >

Best Selling Plan

4G EE Plan 100GB for £14.99 a month

- ✓ Lorem ipsum dolor sit amet, consectetur

CHOOSE THIS PLAN

See all plans

PLANS | FEATURES | TECH SPECS | HELP | DELIVERY

EE SAME DAY EXPERT DELIVERY EXPERIENCE PROMO VIDEO

✓ SAME DAY DELIVERY

✓ EXPERT HELP + SETUP

✓ ANY LONDON LOCATION

✓ PICK CONVENIENT DAY & TIME

[Check eligibility >](#)

The image shows a wireframe of a product details page for an iPhone 8. On the left, there are three placeholder icons for additional views of the phone. The main product image shows an iPhone 8. To its right, the product name 'iPhone 8' and '64GB SPACE GREY' are displayed. Below this is a storage capacity selector set to '64GB' and three color swatches. A truck icon indicates 'IN STOCK - GET IT FROM 12PM TODAY'. Two checkmarks with placeholder text are shown. A delivery postcode field contains 'EC1A 7AJ'. A clock icon and text state 'Great news! we can deliver your phone from 12pm today.' Below this is a link 'Already with EE? Log in to get a better price on this device >'. To the right, a 'Best Selling Plan' section highlights the '4G EE Plan' for '100GB for £14.99 a month'. It lists four benefits with checkmarks. Delivery options include 'FREE SAME DAY (FROM 12PM TODAY)' (selected), 'I'd also like help setting up my device' (checked), 'NEXT WORKING DAY', and 'PICKUP IN-STORE'. A 'CHOOSE THIS PLAN' button is present. Below the plan section is a 'See all plans' button. At the bottom, a navigation bar includes 'PLANS', 'FEATURES', 'TECH SPECS', 'HELP', and 'DELIVERY'. The 'DELIVERY' tab is active, showing a video player for 'EE SAME DAY EXPERT DELIVERY EXPERIENCE PROMO VIDEO' and a list of benefits: 'SAME DAY DELIVERY', 'EXPERT HELP + SETUP', 'ANY LONDON LOCATION', and 'PICK CONVENIENT DAY & TIME'. A 'Check eligibility >' link is at the bottom.

Rather than wait for the basket and checkout stage, we could pre-determine the user's delivery preference on the product details page. This would therefore pre-select their desired option at the checkout stage, which could speed up the process for the customer.

The 'setup' aspect is offered here as a simple check box - an opt in/ opt out scenario rather than offering a separate delivery option to choose from.

These options will appear according to what we know about the customer (based on location) and their entered delivery address preference.

This two tab approach highlights the need for a solution to switch between stock supply i.e. Enjoy vs EE's warehouse stock.

We can customise the content for Enjoy's service and the standard service, however this could confuse the customer as to why it would be available for same day, yet not for next day (standard delivery) - like in this case.

The wireframe shows a product page for an iPhone 8. On the left, there are three placeholder icons (squares with an 'X') and a central image of the iPhone 8. To the right of the phone, the product name 'iPhone 8' is displayed in a large font, followed by '64GB SPACE GREY'. Below this is a storage capacity selector set to '64GB' with a dropdown arrow. Three color swatches (black, dark grey, light grey) are shown below the storage selector. Two delivery options are presented as tabs: 'SAME DAY DELIVERY' and 'STANDARD DELIVERY'. A truck icon is followed by the text 'IN STOCK - GET IT FROM 12PM TODAY'. Below this are two checkmarks, each followed by the placeholder text 'Sed ut perspiciatis unde omnis iste natus'. A link 'Check eligibility >' with an information icon is positioned below the checkmarks. At the bottom left of this section is the text 'Already with EE?' and 'Log in to get a better price on this device >'. To the right of the phone, a 'Best Selling Plan' section is highlighted with a dark header. It features a '4G EE Plan' tab and the text '100GB for £14.99 a month'. Below this are four checkmarks, each followed by the placeholder text 'Lorem ipsum dolor sit amet, consectetur'. A large 'CHOOSE THIS PLAN' button is at the bottom of this section. Below the plan section is a 'See all plans' button. At the bottom of the page, a navigation bar contains five tabs: 'PLANS', 'FEATURES', 'TECH SPECS', 'HELP', and 'DELIVERY'. The 'DELIVERY' tab is active. Below the navigation bar, a video player is shown with the text 'EE SAME DAY EXPERT DELIVERY EXPERIENCE PROMO VIDEO'. To the right of the video player are four checkmarks, each followed by a feature: 'SAME DAY DELIVERY', 'EXPERT HELP + SETUP', 'ANY LONDON LOCATION', and 'PICK CONVENIENT DAY & TIME'. Below these features is a 'Check eligibility >' link.

A simplified version of the concept before, displaying upfront whether device is in stock for the premium delivery service or the standard delivery service.

iPhone 8
64GB SPACE GREY

64GB

IN STOCK

- ✓ SAME DAY PREMIUM DELIVERY
- ✗ NEXT WORKING DAY

Enter delivery postcode: EC1A 7AJ

Great news! we can deliver your phone from 12pm today.

Already with EE?
Log in to get a better price on this device >

Best Selling Plan

4G EE Plan 100GB for £14.99 a month

- ✓ Lorem ipsum dolor sit amet, consectetur

FREE SAME DAY (FROM 12PM TODAY)

I'd also like help setting up my device

CHOOSE THIS PLAN

See all plans

PLANS FEATURES TECH SPECS HELP DELIVERY

EE SAME DAY EXPERT DELIVERY EXPERIENCE PROMO VIDEO

- ✓ SAME DAY DELIVERY
- ✓ EXPERT HELP + SETUP
- ✓ ANY LONDON LOCATION
- ✓ PICK CONVENIENT DAY & TIME

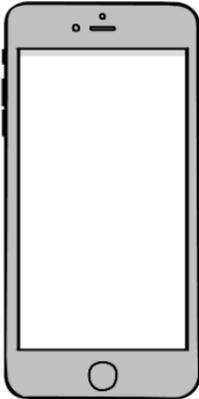
Check eligibility >

Here, the best available delivery service is displayed rather than offering all options. The customer can change their preference on the subsequent Delivery/Checkout pages. This could either streamline the purchase or hinder it (if the customer does not want the choice made for them).

Email this deal

CHOOSE DELIVERY OPTION

1



iPhone 8 64GB Space Grey
View device details >

Lorem ipsum dolor sit amet, consectetur
Sed ut perspiciatis unde omnis iste natus
Lorem ipsum dolor sit amet, consectetur
Sed ut perspiciatis unde omnis iste natus

Lorem ipsum dolor sit amet, consectetur
Change plan >

Pay Today	Pay Monthly
£99.99	£14.99*

Remove Package X

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Get Same Day Premium Delivery with this order!



✓ Sed ut perspiciatis unde omnis iste natus

CHOOSE DELIVERY OPTION

Choose Your Extras

+ Insurance & Protection

+ Apple Music

+ Premium Accessories

+ Got A Voucher?

+ Important Information & Key Terms

Your Basket Total	Empty Basket X	
FREE Same Day Delivery with setup help (from 4pm today)	Pay Today	Pay Monthly
Total (including VAT)	£99.99	£14.99*
< Continue Shopping	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p>CHOOSE DELIVERY OPTION</p> </div>	

Extra content/promo banner here pushing the Enjoy service and encouraging the user to navigate to the 'Delivery Option' page.

Currently we have a small delivery info box in the above section, this is not prominent or 'stand-out' enough to promote the new premium delivery service on offer.

Your Basket Total		Empty Basket X
iPhone 8 64GB Space Grey	Pay Today	Pay Monthly
Total (including VAT)	£99.99	£14.99*

[< Continue Shopping](#)

i Your delivery date may change if your device or accessories aren't available. All items in your order will be sent out at the same time.

Stripped down delivery page. Note the delivery info box to the right - this highlights the handset/accessory lag time. How will this work with Enjoy?

The Address and Delivery modules have been separated out here to enable the Enjoy and delivery options to be displayed at the same level and in a linear 'left to right' format. There is no need for two separate sections here.

On mobile, these would stack on top of each other.

Enter your delivery address	Choose your delivery method
Building Number <input type="text"/>	<input type="radio"/> PREMIUM SAME DAY DELIVERY (12PM TODAY) CHANGE TIME
Post Code <input type="text"/> FIND ADDRESS	<input checked="" type="checkbox"/> INCLUDE SPECIALIST HELP TO SET MY DEVICE UP i
Use current location	<input type="radio"/> NEXT WORKING DAY
	<input type="radio"/> IN-STORE PICK UP
	PROCEED TO CHECKOUT

Three options here - Premium / Next Working Day / In-Store vs four options which may confuse the customer (activation, setup etc + same day). 'CHANGE TIME' opens a schedule calendar popup.

Free, convenient and secure same day delivery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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Your Basket Total

iPhone 8 64GB Space Grey

Total (including VAT)

[< Continue Shopping](#)

i Your delivery date may change if your device or accessories aren't available. All items in your order will be sent out at the same time.

Empty Basket X

	Pay Today	Pay Monthly
	£99.99	£14.99*

Enter your delivery address

Building Number

Post Code

FIND ADDRESS

[Use current location](#)

'Use current location' could be a useful feature if the user is at an address in London and wants to populate the fields promptly to checkout their goods.

Choose your delivery method

PREMIUM SAME DAY DELIVERY (12PM TO 8PM)

INCLUDE SPECIALIST HELP TO SET MY

NEXT WORKING DAY

IN-STORE PICK UP

TODAY	SAT 13	SUN 14	>
09:00	10:00	11:00	
12:00	13:00	14:00	
15:00	16:00	17:00	
18:00	19:00	20:00	

RESERVE 12PM, OCT 12TH

Free, convenient and secure same day delivery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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This calendar offers a three day view pre-selecting today's date. This is a stripped down version of a traditional calendar/appointment booker with times 9am - 8pm.

Your Basket Total

iPhone 8 64GB Space Grey

Total (including VAT)

[< Continue Shopping](#)

Empty Basket X

Pay Today

Pay Monthly

£99.99

£14.99*

i Your delivery date may change if your device or accessories aren't available. All items in your order will be sent out at the same time.

Enter your delivery address

Building Number

Post Code

FIND ADDRESS

[Use current location](#)

Choose your delivery method

PREMIUM SAME DAY DELIVERY

INCLUDE SPECIALIST HELP TO

NEXT WORKING DAY

IN-STORE PICK UP

< TODAY, OCTOBER 12TH >

MORNING AFTERNOON EVENING

09:00	13:00	17:00
10:00	14:00	18:00
11:00	15:00	19:00
12:00	16:00	20:00

RESERVE TIME SLOT

This is an enhanced version of Concept 1 - with Morning, Afternoon and Evening slots available. Reading this is more linear and therefore may make more sense to the customer when making a decision on their chosen time slot.

Free, convenient and secure same day delivery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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Your Basket Total Empty Basket X

iPhone 8 64GB Space Grey **Pay Today**

Total (including VAT) **£99.99** **Pay Monthly**

£14.99*

[< Continue Shopping](#)

i Your delivery date may change if your device or accessories aren't available. All items in your order will be sent out at the same time.

Enter your delivery address

Building Number

Post Code

[Use current location](#)

Choose your delivery method

PREMIUM SAME DAY DELIVERY (12PM TODAY)

INCLUDE SPECIALIST HELP TO SET MY DEVICE UP **i**

TODAY	SAT 13	SUN 14	MON 15	TUE 16	>
09:00	10:00	11:00	12:00	13:00	14:00
15:00	16:00	17:00	18:00	19:00	20:00

[RESERVE 12PM, OCT 12TH](#)

NEXT WORKING DAY

IN-STORE PICK UP

Free, convenient and secure same day delivery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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This is a more 'in-line' approach embedding the scheduler within the delivery options. This stands out less than the previous popup concepts. The CTA is less prominent here too.

Your Basket Total

iPhone 8 64GB Space Grey

Total (including VAT)

[< Continue Shopping](#)

Empty Basket X

Pay Today

Pay Monthly

£99.99

£14.99*

i Your delivery date may change if your device or accessories aren't available. All items in your order will be sent out at the same time.

Enter your delivery address

Building Number

Post Code

FIND ADDRESS

[Use current location](#)

Choose your delivery method

PREMIUM SAME DAY DELIVERY (12PM TO 10PM)

INCLUDE SPECIALIST HELP TO SET MY PHONE

NEXT WORKING DAY

IN-STORE PICK UP

TODAY 12	SAT 13	SUN 14	>
	10:00		
	11:00		
	12:00		
	13:00		
RESERVE 12PM, OCT 12TH			

Free, convenient and secure same day delivery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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Based on Apple's Genius appointment booker. This would play well on mobile devices allowing the user to scroll and select times rather than navigate multiple options displayed upfront.

+ What you will need

Personal Details

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

YOUR DETAILS

Email address

Title

First name Middle initial

Last name

Date of birth

Contact number

Alternate number

BILLING ADDRESS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Use the address I entered for delivery

Building Number

Post Code [Use current location](#)

[Don't know postcode?](#)

Date moved to current address

Residential status

CREDIT CHECK INFORMATION

Employment status

Date started current employment

Date joined bank

Your Basket	Upfront	Monthly
 iPhone 8 64GB Space Grey 64GB Space Grey	£99.99	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		£14.99
FREE Same Day With Setup to your address (16:00 - 20:00 today)		£0.00
BT Centre, 81 Newgate St, London EC1A 7AJ		
TOTAL COST (including VAT)	£99.99	£14.99

The delivery method is displayed here in the 'mini-basket'. Will this be changeable at this stage?

CONTINUE TO NEXT STEP

- > Billings Details
- > Terms & Conditions
- > Payment Details
- > Quick Security Check

EE is secure

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Payment Methods

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Privacy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BUY ONLINE NOW OR CALL 0800 956 6099
 Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Free, convenient and secure same day delivery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Throughout the current delivery and checkout pages there is 'Free, convenient and secure delivery' text (same day has been added to highlight the Enjoy integration) - this will need to be looked at with Enjoy and delivery touching a lot of EE's marketing and messaging content.

THANK YOU FOR YOUR ORDER

Order No: XXXXX Order Date: 12/10/17

Hi Tim,
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.
 An order confirmation email to: tim.pike@ee.co.uk
 A delivery update to: 07891132438
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

You have selected the same-day delivery service. You will receive text updates from our delivery partner, Enjoy.

Your order summary

1		iPhone 8 64GB Space Grey	Pay Today	Pay Monthly
		Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus Lorem ipsum dolor sit amet, consectetur	£99.99	£14.99
Extras & Add-ons				
		Apple Music - Free for 6 months	-----	£0.00
		Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus		
Accessories				
		Beats by Dre	£40.00	£10.00
		Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus		

Your order total			
You have selected the same-day delivery service. You will receive text updates from our delivery partner, Enjoy.			
		Pay Today	Pay Monthly
TOTAL (including VAT)		£179.99	£24.99

Your details		
Your name	Billing address	Billing information
Tim Pike	BT Centre 81 Newgate St London EC1A 7AJ	Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus
Contact number	Delivery address	Payment details
07891132438	22 Gilbert St Mayfair London W1K 5EJ	Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus

DELIVERY DETAILS AND RETURNS

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

ID REQUIREMENTS

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

The grey banner to the left and text above highlights the messaging required across all checkout and confirmation pages.

This is a potential 'hand over' to Enjoy at this stage, with one single email combining both EE and Enjoy delivery confirmation details. In this example Extras and Accessories are included and could be part of the Enjoy delivery service.

THANK YOU FOR YOUR ORDER

Order No: XXXXX Order Date: 12/10/17

Hi Tim,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

Our delivery partner Enjpy will send a delivery text update to: 07891132438

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Text updates delivered by Enjpy or EE?

DELIVERY DETAILS

ADDRESS	SERVICE
BT Centre, 81 Newgate St, EC1A 7AJ	PREMIUM SAME DAY DELIVERY
CONTACT NUMBER	Time Slot: 12:00 PM today
07891132438	Reschedule delivery

EXPERT DETAILS
Jonathan will be delivering and helping you set up you phone today. We will send a text to confirm.

- WHAT YOU NEED**
- ✓ Lorem ipsum dolor sit amet, consectetur
 - ✓ Lorem ipsum dolor sit amet, consectetur

This section highlights the Address, Delivery Service, Expert Details and what the customer needs to take delivery.

This is very much all based around content, but should be position high up in the email confirmation hierarchy.

YOUR ORDER SUMMARY

PACKAGE 1 OF 1		
iPhone 8 64GB Space Grey	Pay Today	Pay Monthly
Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis	£99.99	£14.99

Extras & Add-ons

Apple Music - Free for 6 months	-----	£0.00
Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus		

Accessories

Beats by Dre	£40.00	£10.00
Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus		

Your order total	Pay Today	Pay Monthly
You have selected the same-day delivery service. You will receive text updates from our delivery partner, Enjpy.		
TOTAL (including VAT)	£179.99	£24.99

Your details

Your name	Billing information	Payment details
Tim Pike	Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus	Lorem ipsum dolor sit amet, consectetur Sed ut perspiciatis unde omnis iste natus

FURTHER DELIVERY DETAILS AND RETURNS

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.