| First time buyer | User upgrades app | In app purchase made |
|---|---|---|

### Landing pages



User receives the "All Words" block (245) and the "Home" block of words (35) upon app purchase for a total of 280 words. All 280 are visible in "All Words", and 35 "Home" words are visible in its block. Grayed out icons are in app purchases.



User already has 175 "All Words" and gets 70 more (as well as the 35 "Home" words) upon free app upgrade, for a total of 280 words. Their app is replaced by the new version (see "First time buyer").



If user has purchased "Professions" and "Water" blocks, icons aren't grayed out User has a total of 350 words. All 350 are accessible via "All Words", and each block shows its own 35 words.

### In app purchase



User clicks either orange 'i' and is prompted to purchase last 2 word blocks (35 words each, for a total of 70) by clicking the settings ($0.99USD for both, during promotional period**\***)



User clicks to purchase (copy/layout/imagery of this pop-up TBD). NOTE: Depending on how sales do, we may offer each of these 2 word blocks as separate $0.99USD purchases later on.



User confirms purchase and is taken through purchase process. After purchase is complete, user has a total of 350 words. All 350 are accessible via "All Words", and each block shows its 35 own words.

### Clicking "All Words"



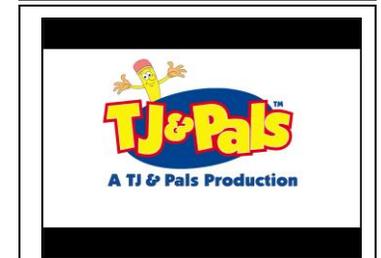User clicks "All words" icon and arrives here, and then clicks a card



After user clicks a card, moveable pop-up appears and audio automatically begins.

| Videos |
|---|



Clicking on "ABC" or "123" video icons launches video player with the video

**\*Promo:** This will go for 1-2 months (TBD)

**NOTE:** Max # of words on a screen is 35 (7 horizontal by 5 vertical)

### Clicking other blocks



User clicks "Professions", "Home", or "Water", and arrives here, then clicks a card. NOTE: No alphabet bar or arrows/dots



After user clicks a card, moveable pop-up appears and audio automatically begins. NOTE: No alphabet bar or arrows/dots

**AUG 13, 2012: Modification to IAP user experience and addition of Parent Tips. See main user experience document for details.**