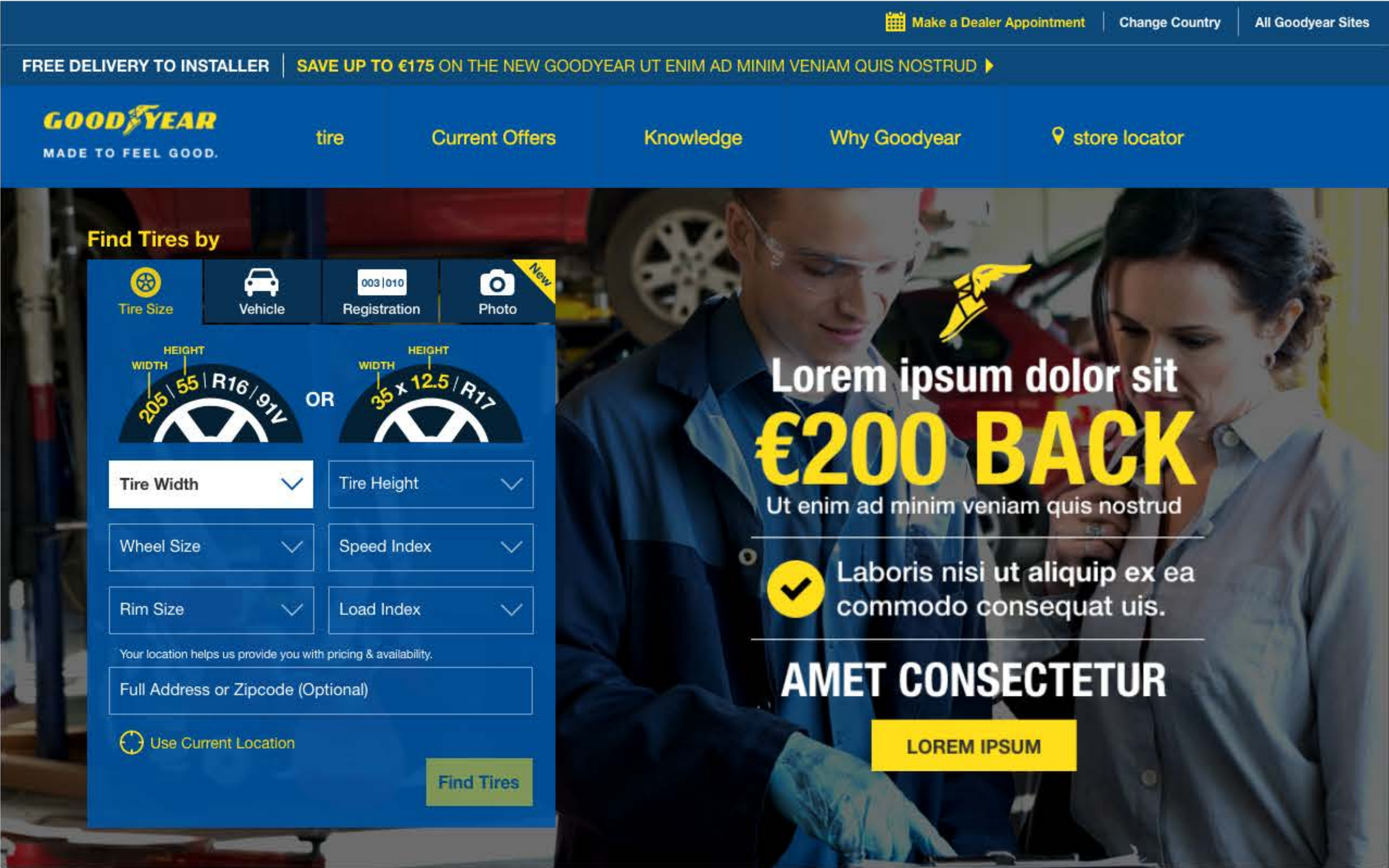


First time user view



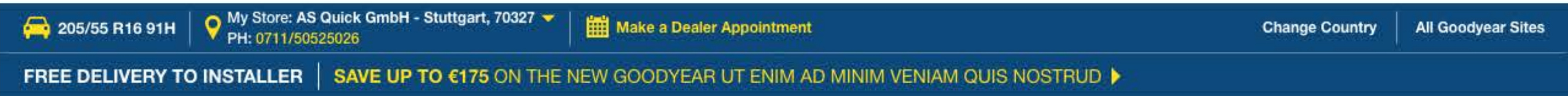
First time user view



Returning user view - car, tire and location information captured from a previous session



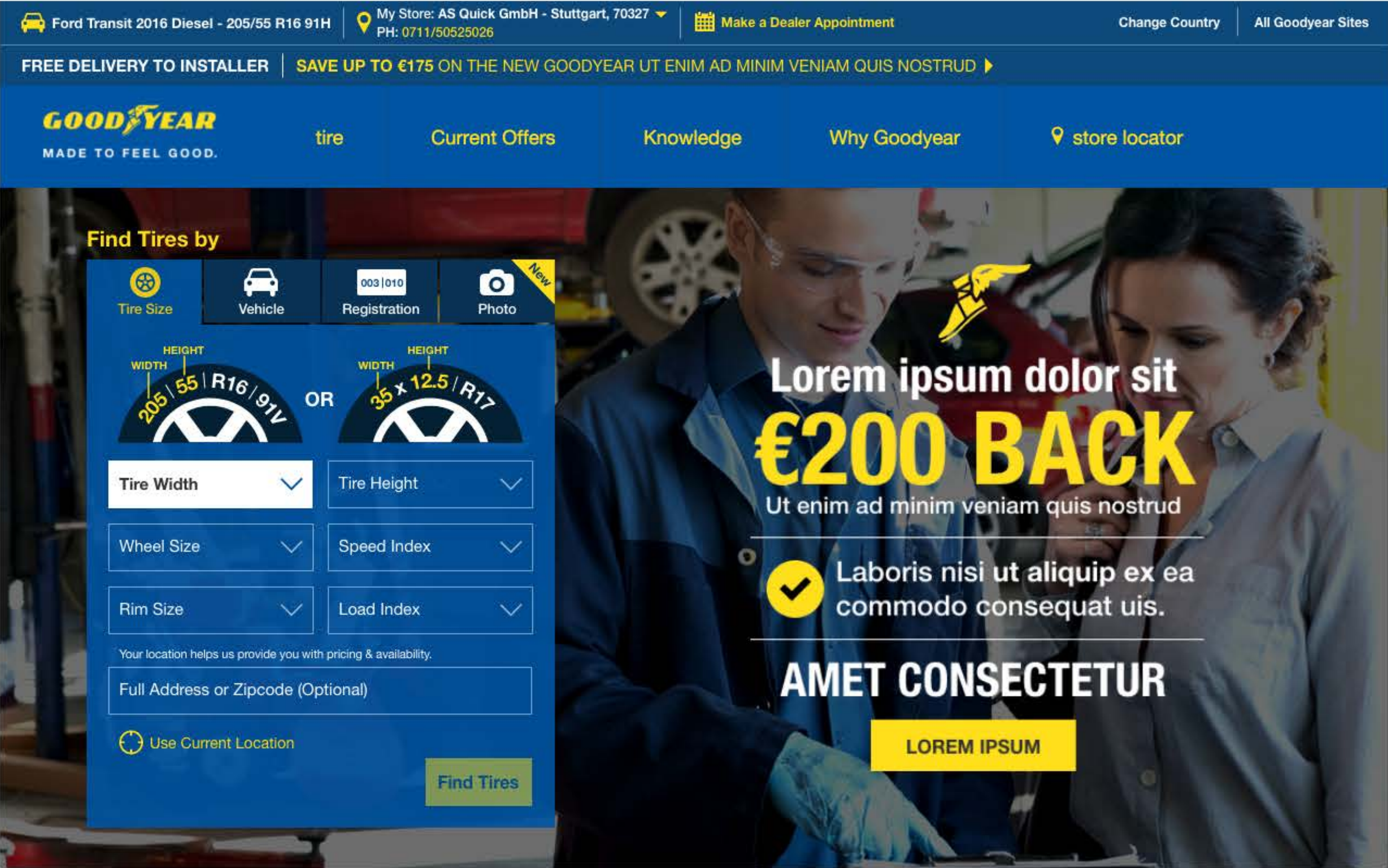
Returning user view - tire information only captured from a previous session



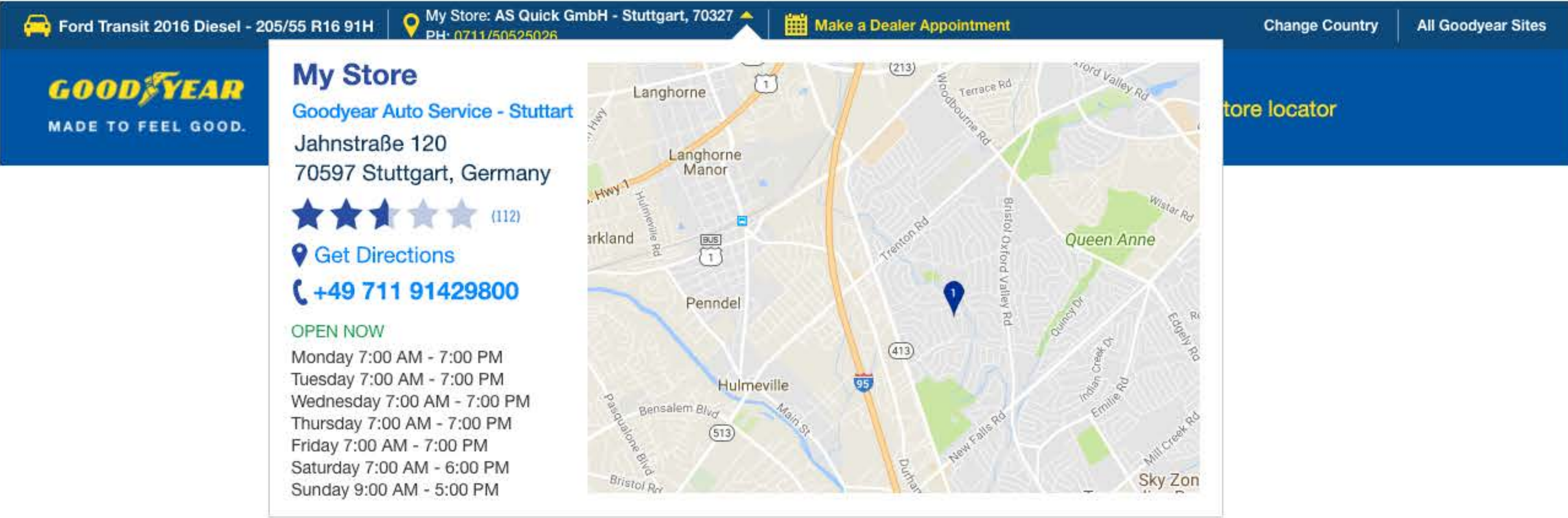
Returning user view - location information only captured from a previous session



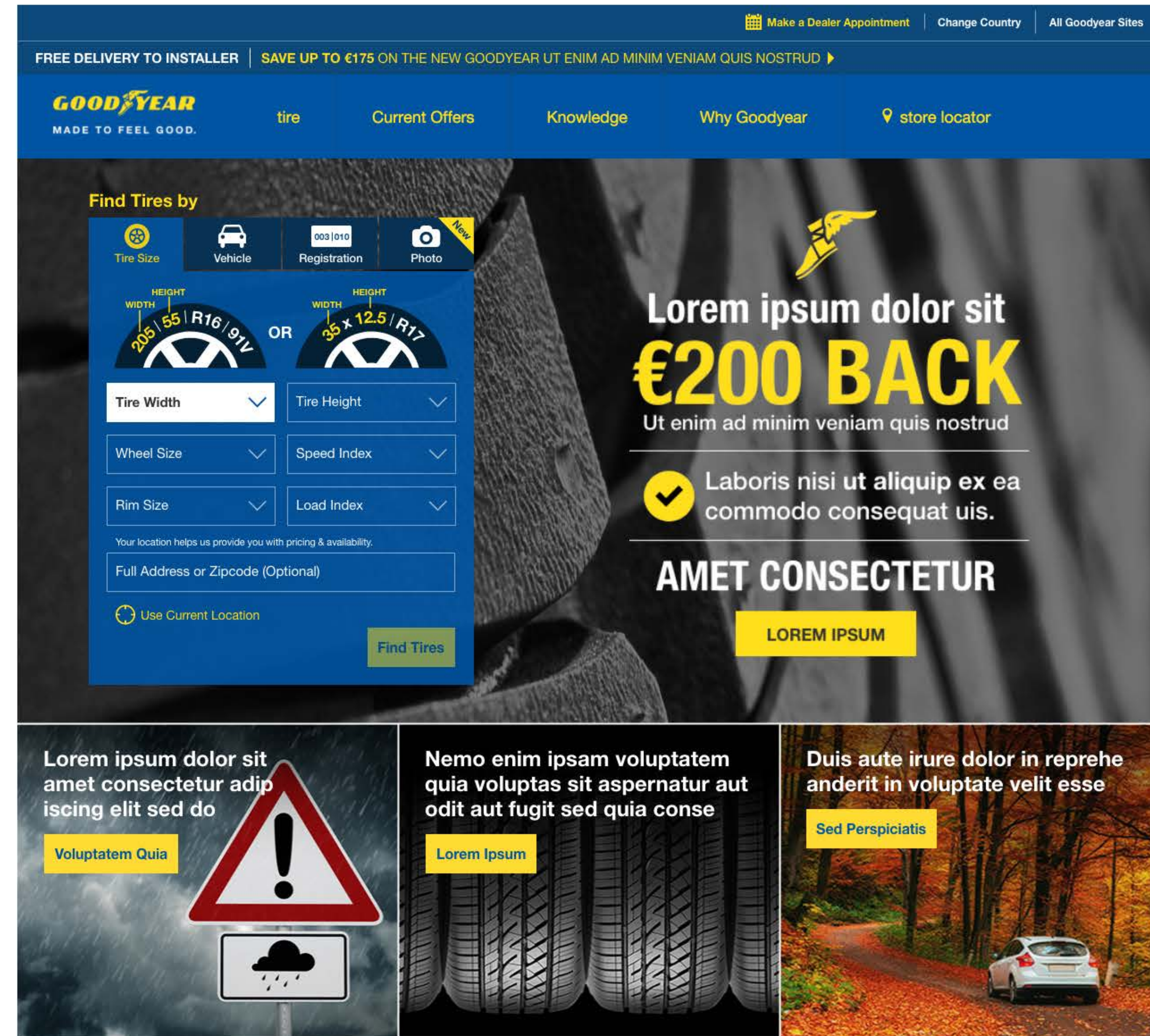
Returning user view - car, tire and location information captured from a previous session



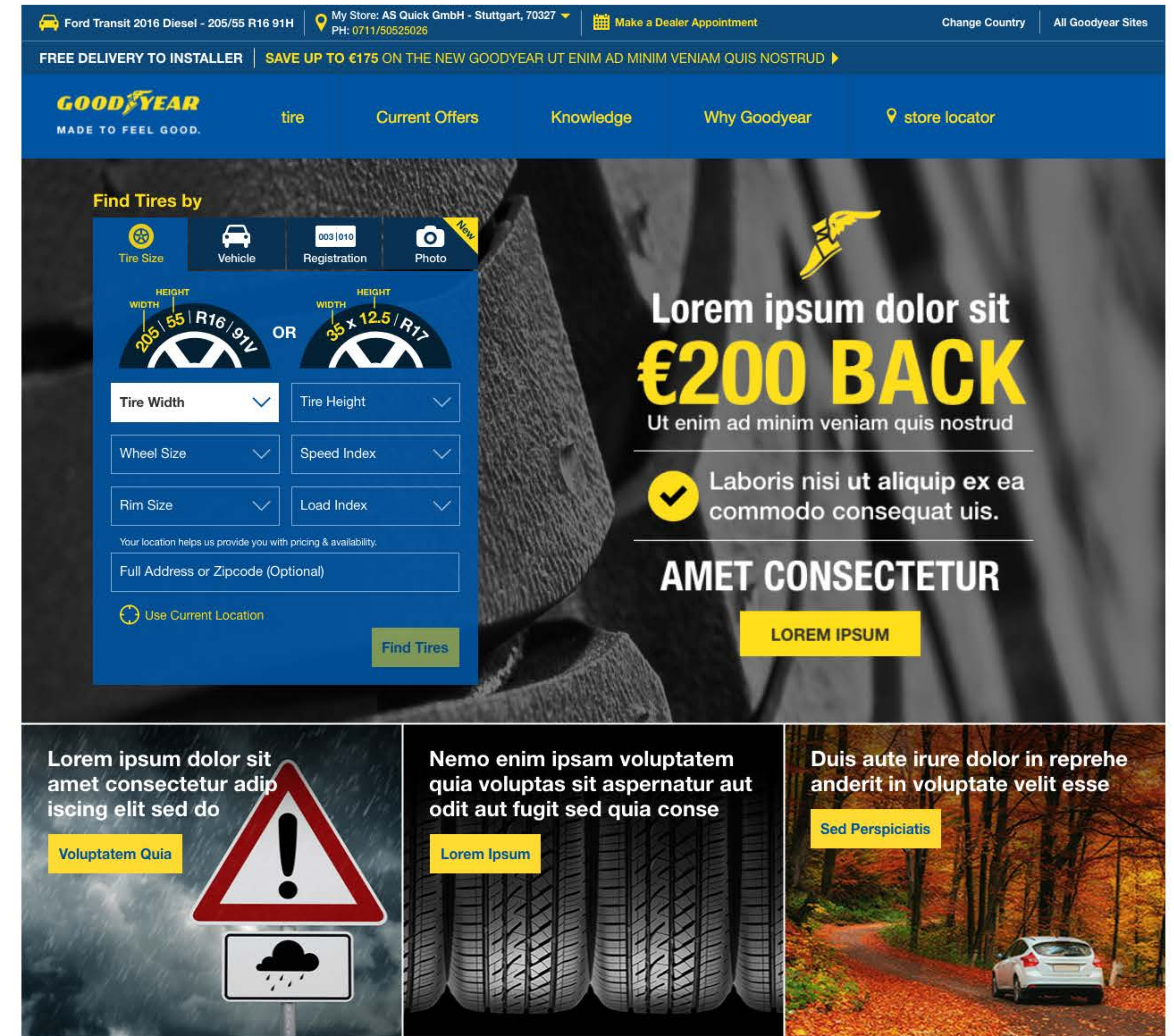
My Store drop down menu



First time user view



Returning user view - car, tire and location information captured from a previous session



Make a Dealer Appointment

Change Country

All Goodyear Sites

FREE DELIVERY TO INSTALLER | SAVE UP TO €175 ON THE NEW GOODYEAR UT ENIM AD MINIM VENIAM QUIS NOSTRUD ▶

GOODYEAR
MADE TO FEEL GOOD.

tire

Current Offers

Knowledge

Why Goodyear

store locator

Here you will find the right tire

Search for a tire

Store Locator

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Sed Perspiciatis

Ford Transit 2016 Diesel - 205/55 R16 91H

My Store: AS Quick GmbH - Stuttgart, 70327
PH: 0711/50525026

Make a Dealer Appointment

Change Country

All Goodyear Sites

FREE DELIVERY TO INSTALLER | SAVE UP TO €175 ON THE NEW GOODYEAR UT ENIM AD MINIM VENIAM QUIS NOSTRUD ▶

GOODYEAR
MADE TO FEEL GOOD.

tire

Current Offers

Knowledge

Why Goodyear

store locator

Here you will find the right tire

Search for a tire

Store Locator

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✓ Minima veniam quis nostrum exercitation

Voluptatem Quia

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Email Address

Register

Make a Dealer Appointment

Change Country

All Goodyear Sites

FREE DELIVERY TO INSTALLER | SAVE UP TO €175 ON THE NEW GOODYEAR UT ENIM AD MINIM VENIAM QUIS NOSTRUD ▶

GOODYEAR
MADE TO FEEL GOOD.

tire

Current Offers

Knowledge

Why Goodyear

store locator

Here you will find the right tire

Search for a tire

Store Locator

€200 BACK

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Save €175

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Voluptatem Quia

Ford Transit 2016 Diesel - 205/55 R16 91H

My Store: AS Quick GmbH - Stuttgart, 70327
Ph: 0711/50525026

Make a Dealer Appointment

Change Country

All Goodyear Sites

FREE DELIVERY TO INSTALLER | SAVE UP TO €175 ON THE NEW GOODYEAR UT ENIM AD MINIM VENIAM QUIS NOSTRUD ▶

GOODYEAR
MADE TO FEEL GOOD.

tire

Current Offers

Knowledge

Why Goodyear

store locator

Here you will find the right tire

Search for a tire

Store Locator

€200 BACK

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Sed Perspiciatis

Default Tab States

Shop by Size

Reifengröße

Fahrzeugmarke

Fahrzeugschein

Foto

BREITE

HÖHE

205 | 55 | R16 | 91V

oder

BREITE

HÖHE

35 x 12.5 | R17

Breite

Höhe

Felgengröße

Geschwindigkeitsindex

Felgengröße

Lastindex

Ihr Standort hilft uns, Ihnen Preise und Verfügbarkeit zu bieten.

Vollständige Adresse oder Postleitzahl (Optional)

Aktuellen Standort verwenden

Reifen Finden

Shop by Vehicle

Reifengröße

Fahrzeugmarke

Fahrzeugschein

Foto

Fahrzeugmarke auswählen

Modell wählen

Baujahr wählen

Treibstoffart

Fahrzeugleistung wählen

Reifengröße wählen

Ihr Standort hilft uns, Ihnen Preise und Verfügbarkeit zu bieten.

Vollständige Adresse oder Postleitzahl (Optional)

Aktuellen Standort verwenden

Reifen Finden

Shop by Registration Number

Reifengröße

Fahrzeugmarke

Fahrzeugschein

Foto

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HSN

TSN

zu2

0588

zu3

637001

zu2

0588

zu3

Alt0010

HSN

TSN

Ihr Standort hilft uns, Ihnen Preise und Verfügbarkeit zu bieten.

Vollständige Adresse oder Postleitzahl (Optional)

Aktuellen Standort verwenden

Reifen Finden

Shop by Photo

Reifengröße

Fahrzeugmarke

Fahrzeugschein

Foto

Laden Sie ein Bild von Ihrem Desktop, Tablet oder Handy von Ihrem Reifen hoch und Goodyear wird Ihnen ähnliche Reifen basierend auf Ihrem Foto mailen.

Foto hochladen

205

55

oder

35

12.5

E-Mail-Adresse zum Erhalt der Reifenergebnisse (Erforderlic

Ich akzeptiere die Nutzungsbedingungen

Einreichen

Shop by Photo - Completed

Reifengröße

Fahrzeugmarke

Fahrzeugschein

Foto

Vielen Dank. Dein Foto wurde hochgeladen. Wir werden Ihnen in Kürze per E-Mail an johnsmith@youremail.com mit ähnlichen Reifen und Empfehlungen senden, basierend auf Ihrem Reifenfoto.

Benötigen Sie eine andere Reifengröße?

Foto hochladen

Can this text be edited to fit within the drop down menu?

If not, width of this entire modual will have to increase by at least 20px

Can this text be edited to fit within the drop down menu?

If not, width of this entire modual will have to increase by at least 44px

User Flow

Ver. 1a - Default state - Incomplete

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

Tire Width

Tire Height

Wheel Size

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1a - Sample drop down menu - 1 of 2

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

Tire Width

Tire Height

Wheel Size

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1a - Sample drop down menu - 2 of 2

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

165

Tire Height

Wheel Size

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1a - Completed

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

165

70

Wheel Size

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Drop down menu

Reference

Example

Drop down

Default

Label

Tire Height

Selected

Label

Tire Height

Completed

#####

65

Disabled or Pre-populated

Label

65

60

65

70

80

Ver. 1b - Default state - Incomplete

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

Tire Width

Tire Height

Wheel Size

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1b - Sample drop down menu - 1 of 4

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

Tire Width

Tire Height

Wheel Size

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1b - Sample drop down menu - 2 of 4

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

145

Tire Height

Wheel Size

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1b - Sample drop down menu - 3 of 4

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

145

65

Wheel Size

Speed Index

13

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1b - Sample drop down menu - 4 of 4

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

145

65

14

Speed Index

Rim Size

Load Index

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Ver. 1b - Completed

Tire Size

Vehicle

Registration003|010

PhotoNew

HEIGHT205 | 55 | R16 | 91V
WIDTH

OR

HEIGHT35 x 12.5 | R17
WIDTH

145

70

14

Speed Index

Rim Size

89

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

Use Current Location

Find Tires

Drop Down Menus

1. Tire Width - UI, DD
2. Tire Height - UI or PP, DD
3. Wheel Size - UI or N/A, DD
4. Speed Index - UI or N/A, DD
5. Rim Size - UI or N/A, DD
6. Load Index - UI or N/A, DD

Tire Width

145

215

285

155

225

295

165

235

305

175

245

315

185

255

325

195

265

335

205

275

Tire Height

60

65

70

80

Wheel Size

13

14

Speed Index

H

T

Rim Size

81

85

89

Load Index

81

85

89

UI - User-initiated PP - Pre-populated N/A - Not Available DD - Drop down menu TF - Text Field

Use Cases

User Case 1 - Information flow in tire selector

Steps

1. User-Initiated drop down menu > Tire Width: 145
- Pre-populted drop down menu from "Width" Data > Tire Height: 70
2. User-Initiated text field or Current Location (Optional) > Location: Stuttgart, 70327
3. User-Initiated CTA button > CTA: View Results
- Search Results Page: 7 Tires Found

User Case 3 - Information flow in tire selector

Steps

1. User-Initiated drop down menu > Tire Width: 165
2. User-Initiated drop down menu > Tire Height: 65
3. User-Initiated drop down menu > Wheel Size: 15
4. User-Initiated drop down menu > Speed Index: T
5. User-Initiated text field or Current Location (Optional) > Location: Stuttgart, 70327
6. User-Initiated CTA button > CTA: View Results
- Search Results Page: 7 Tires Found

User Case 2 - Information flow in tire selector

Steps

1. User-Initiated drop down menu > Tire Width: 165
2. User-Initiated drop down menu > Tire Height: 65
3. User-Initiated drop down menu > Wheel Size: 15
4. User-Initiated text field or Current Location (Optional) > Location: Stuttgart, 70327
5. User-Initiated CTA button > CTA: View Results
- Search Results Page: 7 Tires Found

User Case 4 - Information flow in tire selector

Steps

1. User-Initiated drop down menu > Tire Width: 165
2. User-Initiated drop down menu > Tire Height: 70
3. User-Initiated drop down menu > Wheel Size: 14
4. User-Initiated drop down menu > Load Index: 81
5. User-Initiated text field or Current Location (Optional) > Location: Stuttgart, 70327
6. User-Initiated CTA button > CTA: View Results
- Search Results Page: 7 Tires Found


User Flow

Ver. 1 - Default state - Incomplete

Tire Size

Vehicle

003 | 010
Registration

 New
Photo

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zu20588zu3637001

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TSN

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2.12.2

HSN

TSN

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

 Use Current Location


Find Tires

Ver. 1 - Completed

Tire Size

Vehicle

003 | 010
Registration

 New
Photo

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HSN

TSN

zu20588zu3637001

zu 2zu 3

HSN

TSN

zu20588zu3All0010


2.12.2

3426

735

Your location helps us provide you with pricing & availability.

Full Address or Zipcode (Optional)

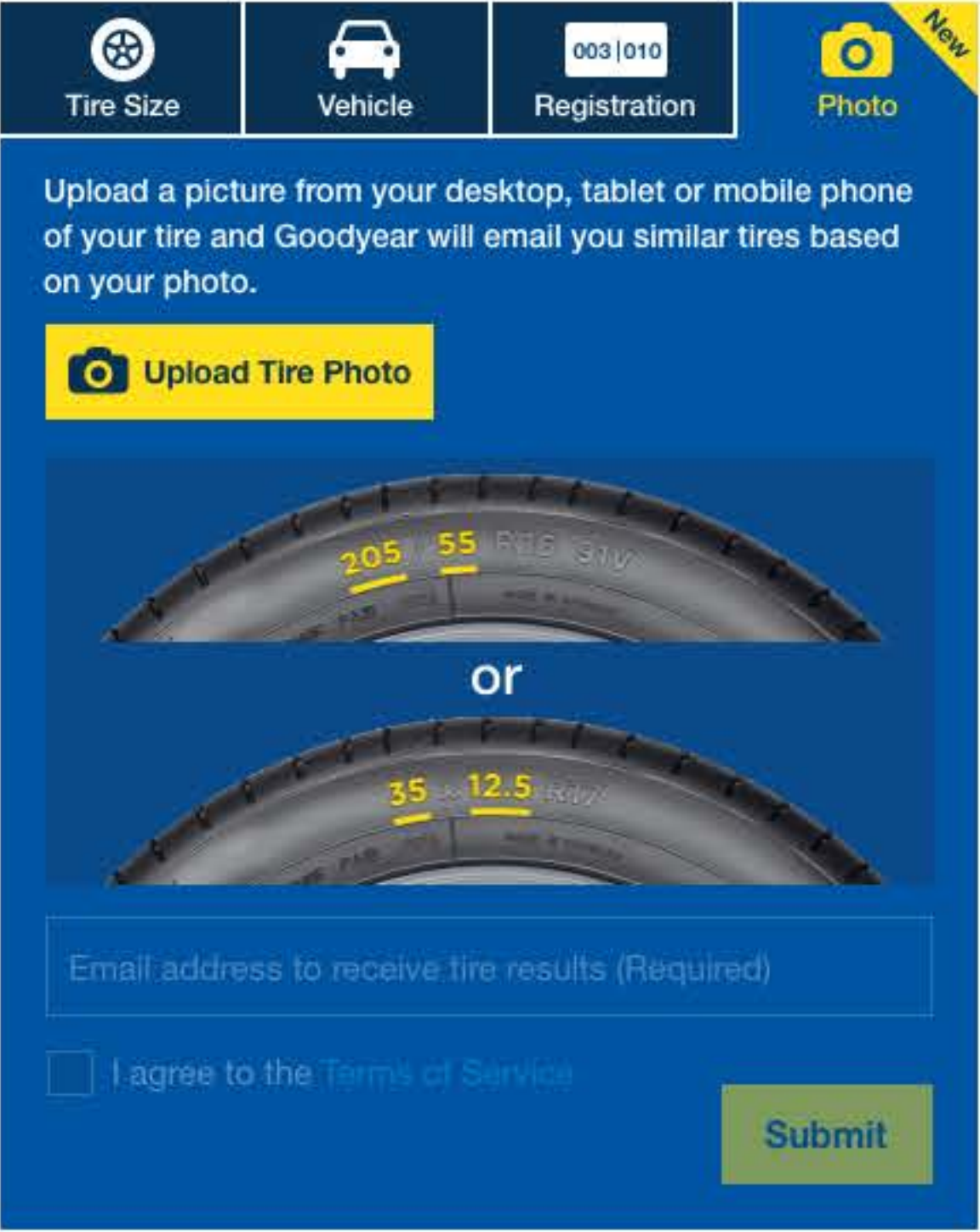
 Use Current Location

Find Tires

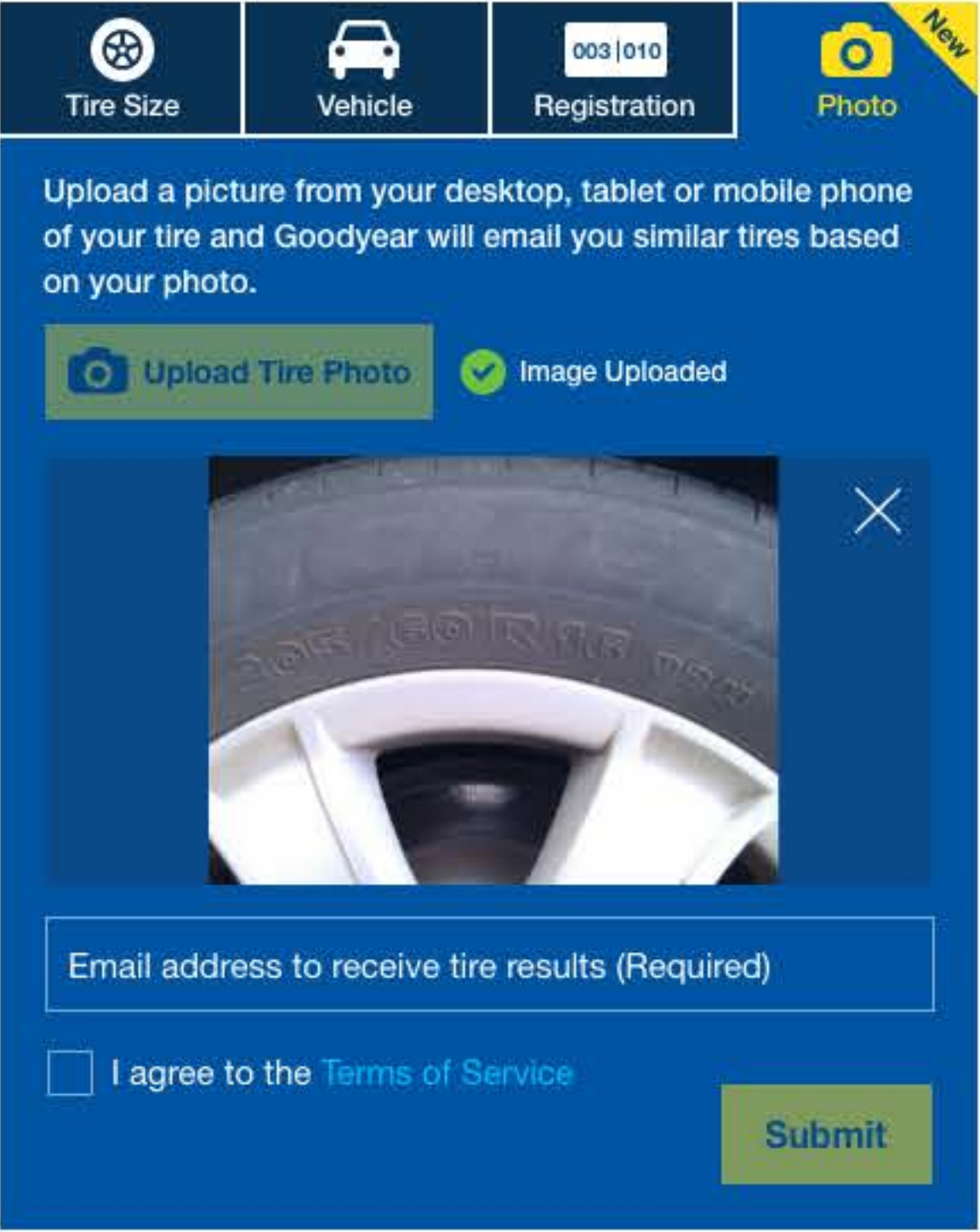
User Flow

Upload Photo

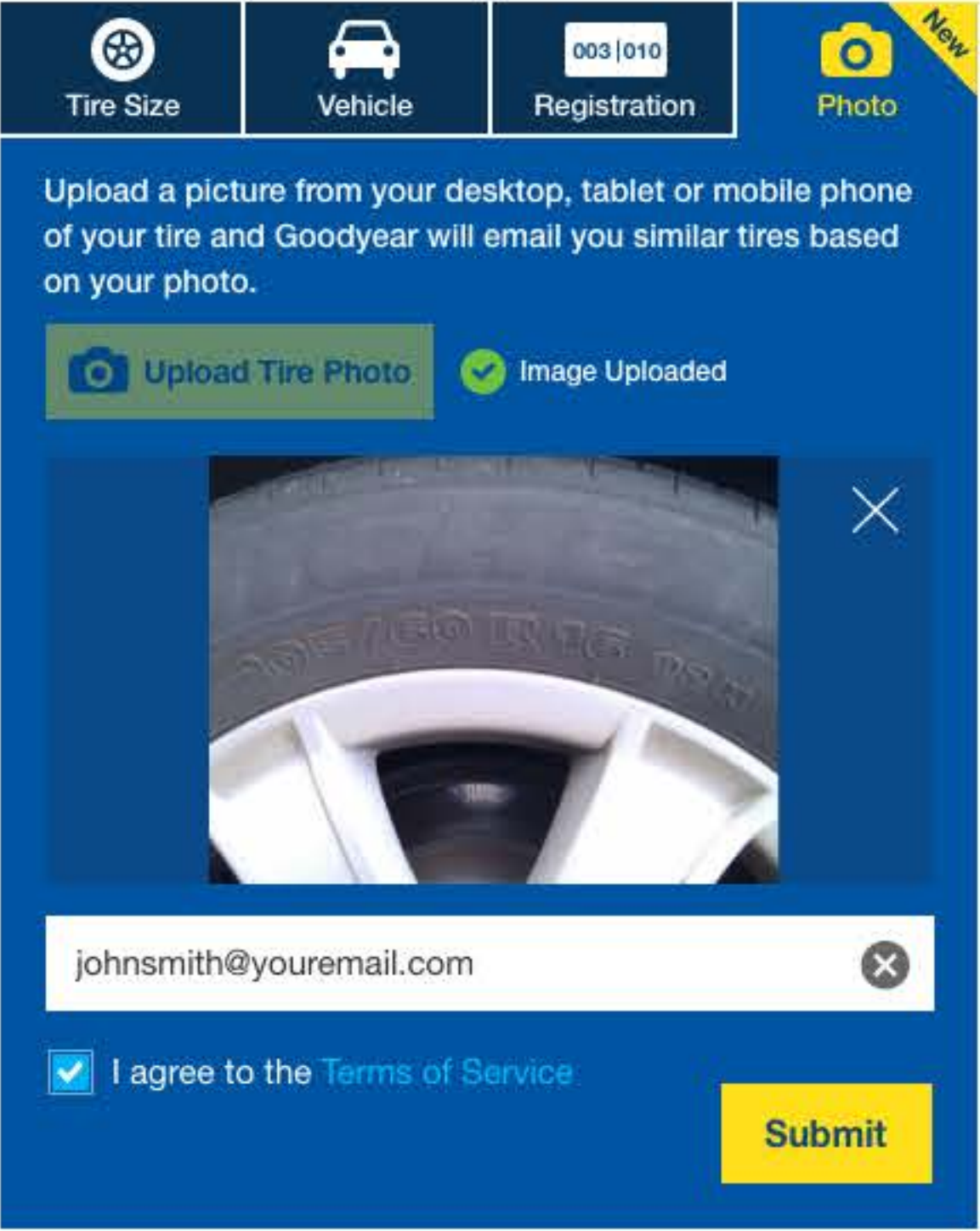
Ver. 1a - Default state - Upload photo



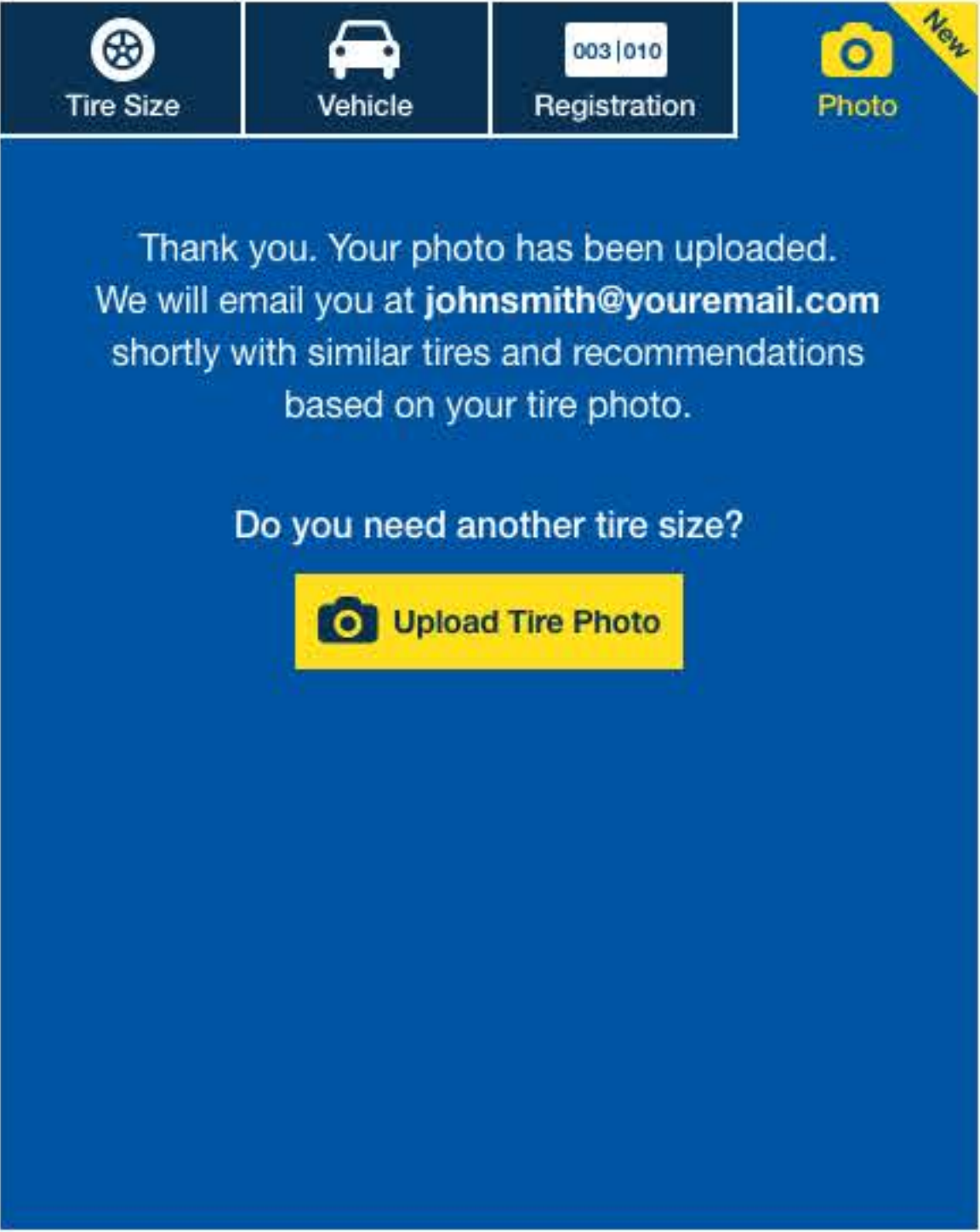
Ver. 1a - Photo uploaded - email and T&Cs incomplete



Ver. 1a - Email and T&Cs completed



Ver. 1a - Confirmation screen and upload new tire if needed

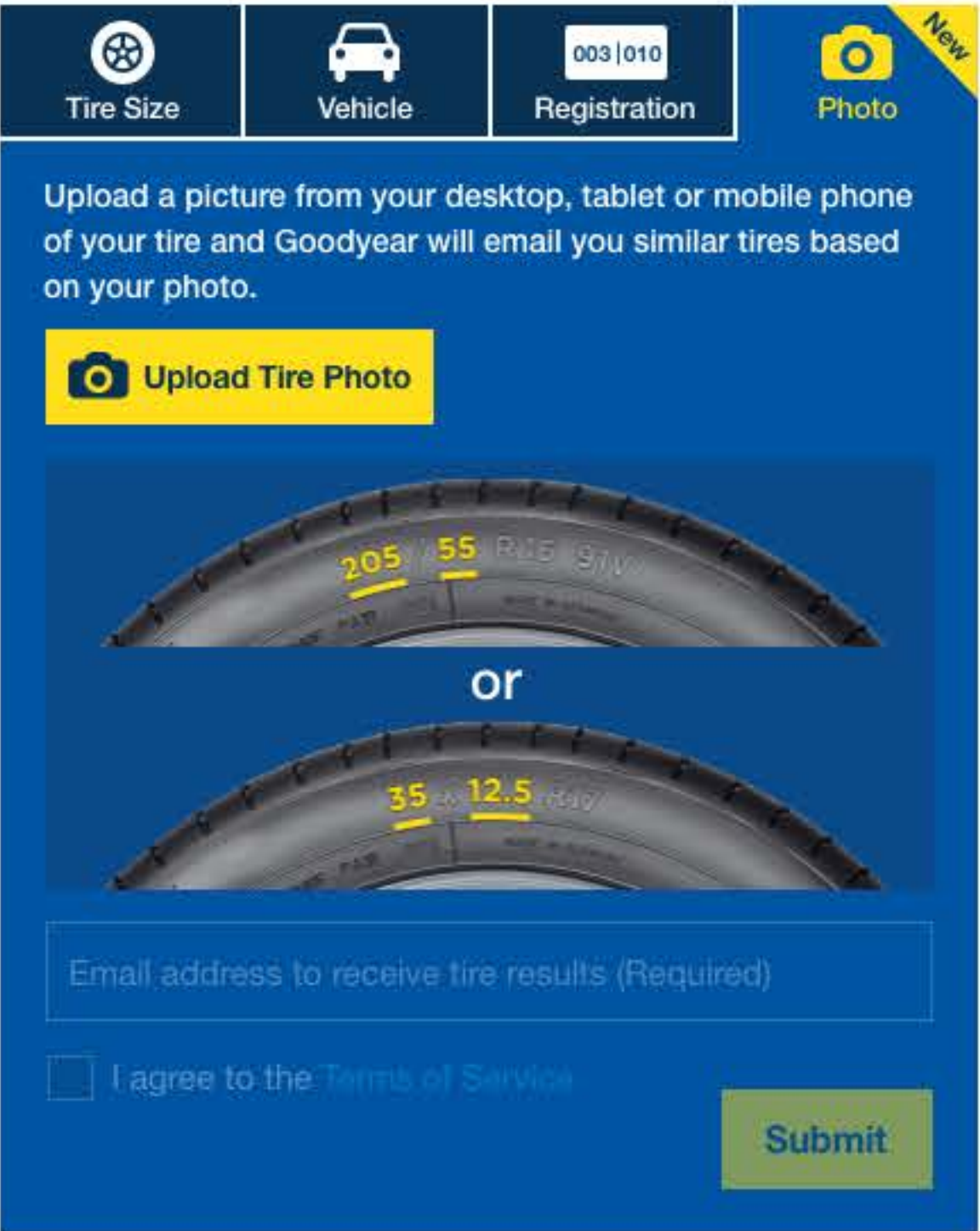


Upload Photo User Flow Mobile (iPhone)

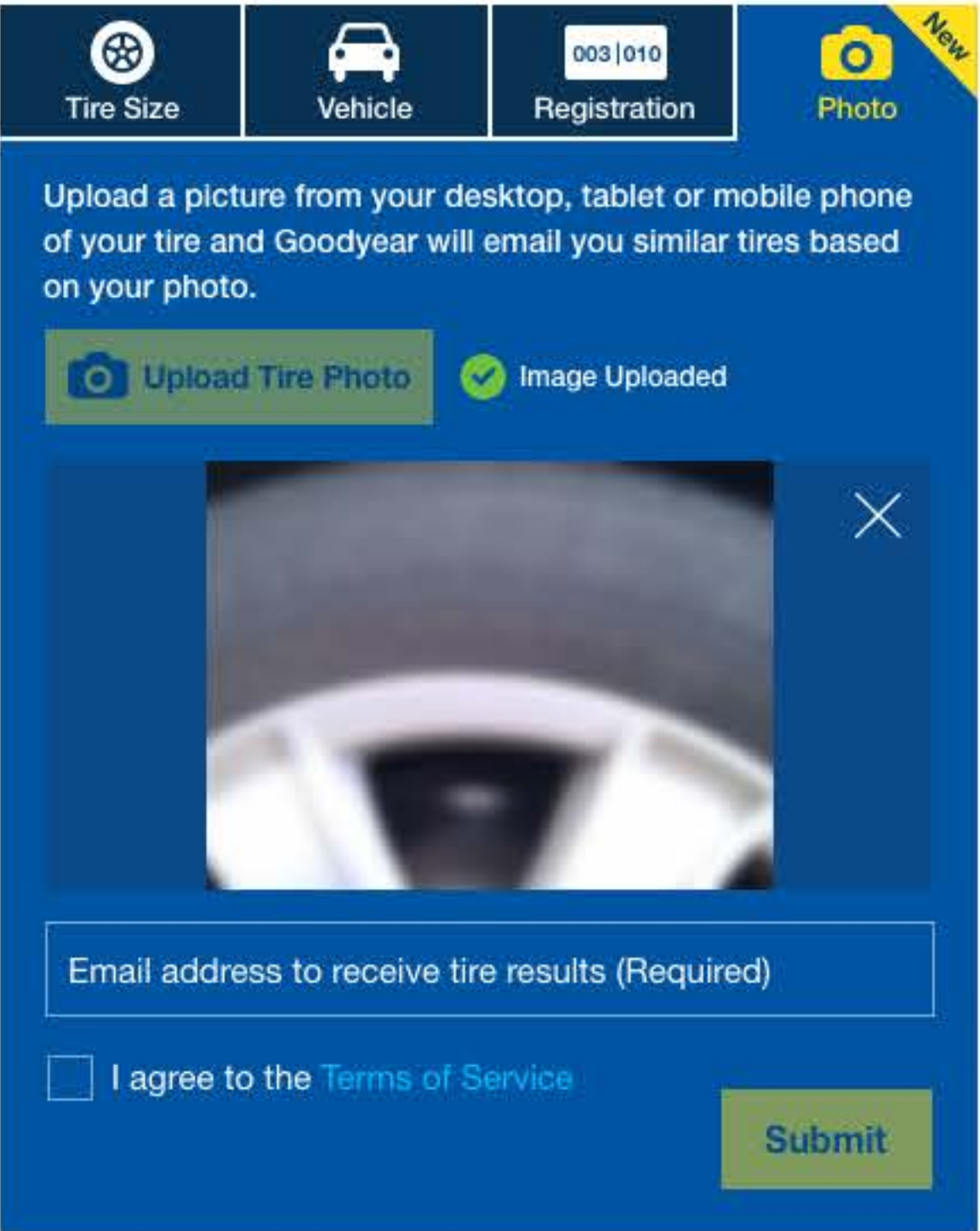
- Tap 1
1. User taps on button “Upload Tire Photo” on default “Shop By Photo” screen
 2. Modal menu appears over entire screen to prompt user to:
 - Take Photo
 - Photo Library
 - Browse
- Tap 2
3. User taps “Take Photo”
- Tap 3
4. Native camera app appears
 5. User takes photo of tire
 6. User previews photo taken
 - User asked to “Retake” or “Use Photo”
- Tap 4
7. User taps “Use Photo”
 8. User returns to default “Shop By Photo” screen
 9. “Image Uploaded” notification appears under “Upload Tire Photo” button
 10. User prompted to enter email address to submit photo
- Tap 5
11. User types in email address
- Tap 6
12. User taps “Submit”
 13. User taken to “Confirmation and thank you screen”

Replace photo

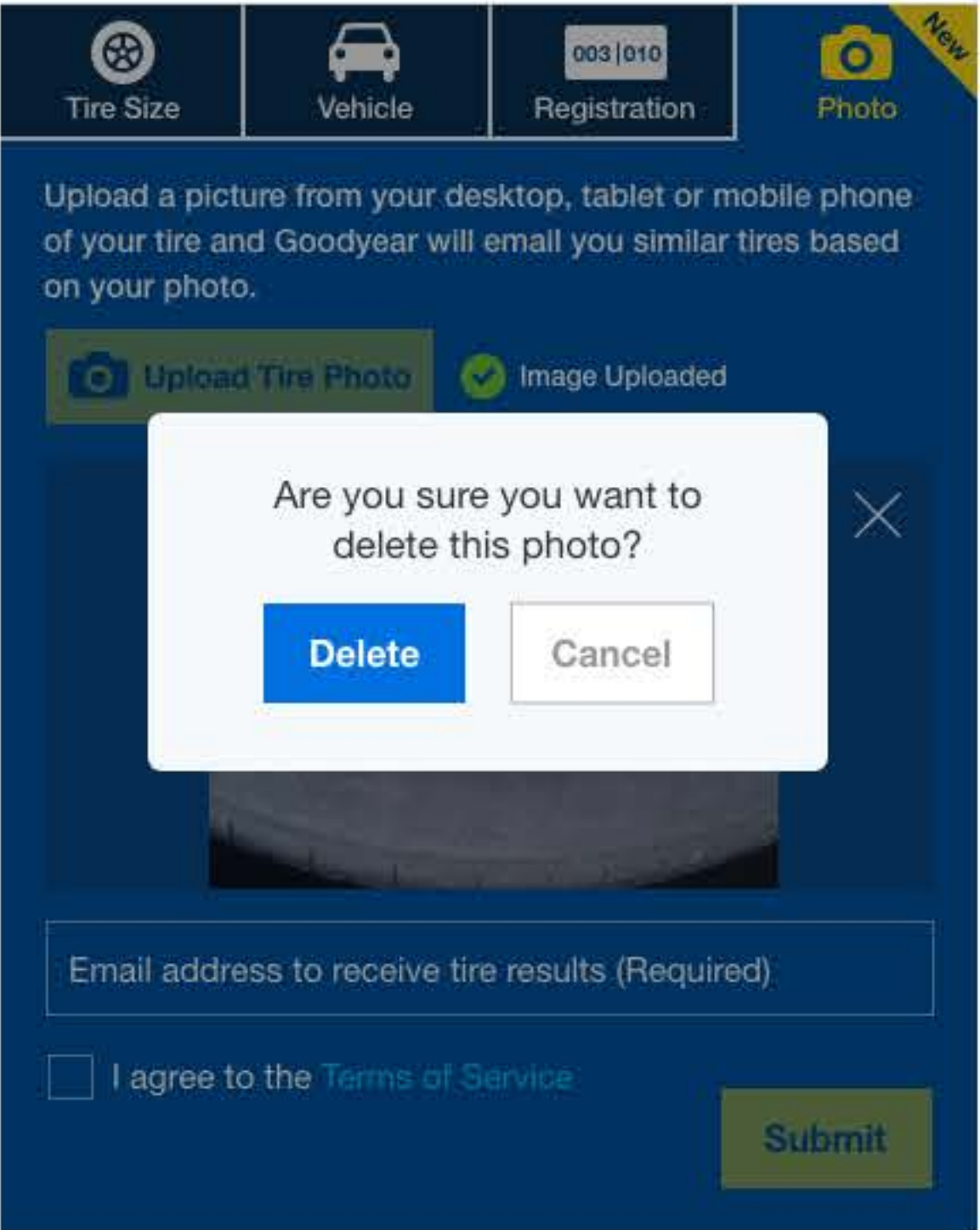
Ver. 1b - Default state - Upload photo



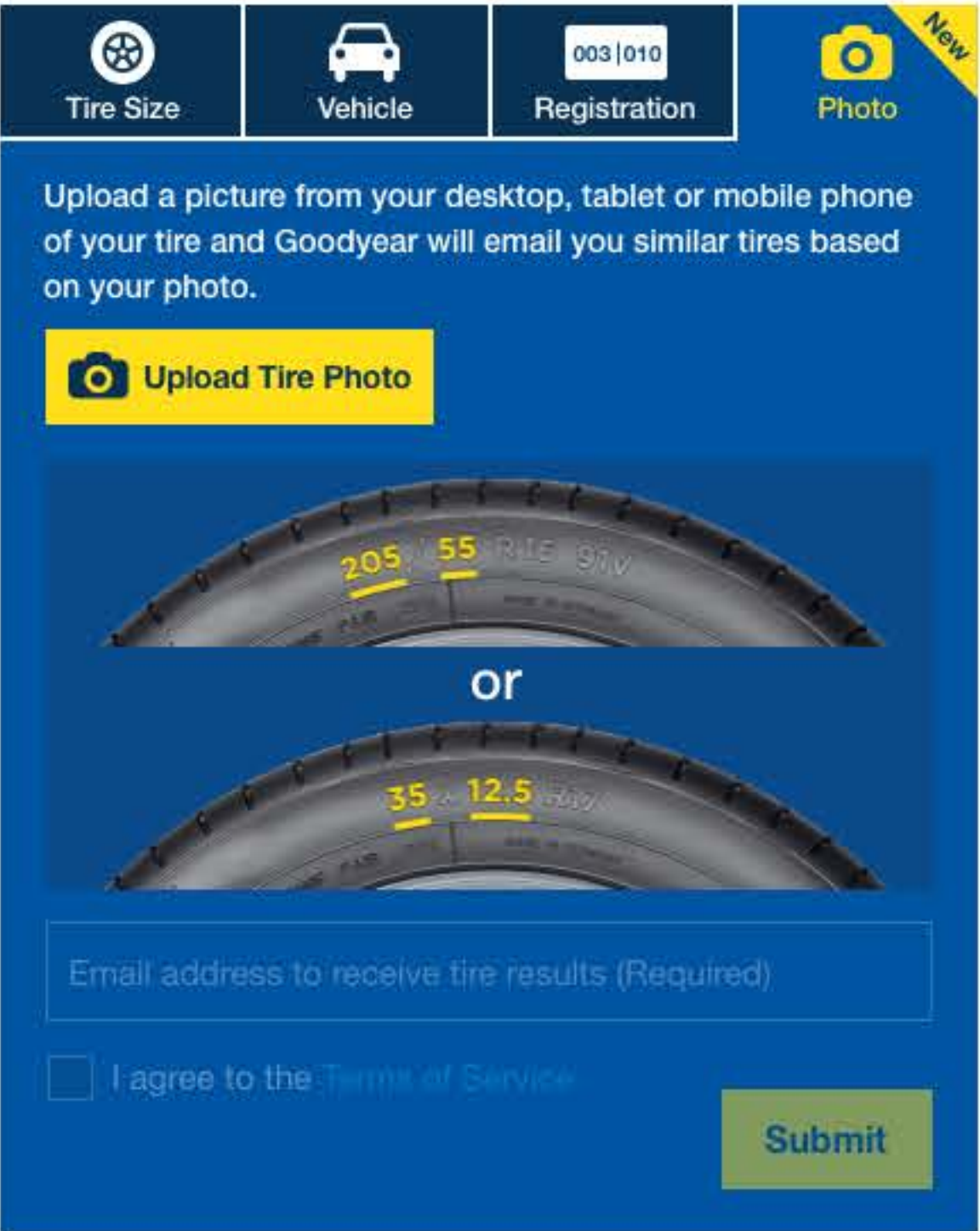
Ver. 1b - Photo uploaded - need to delete bad photo and upload a new one



Ver. 1b - User taps “X” (delete photo) - modal with message to user



Ver. 1b - User returned to default screen to start upload new photo

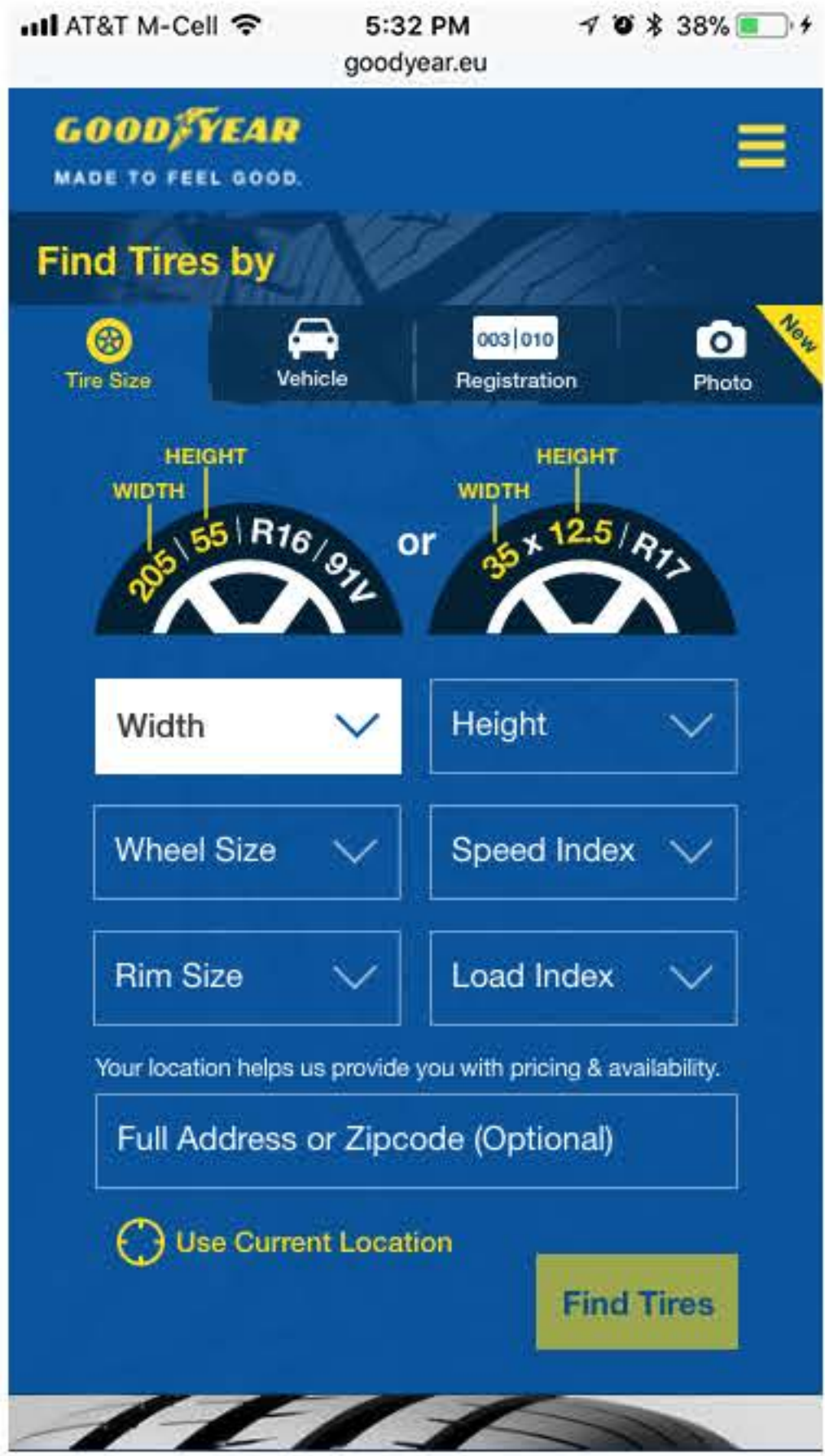


UX Questions and concerns

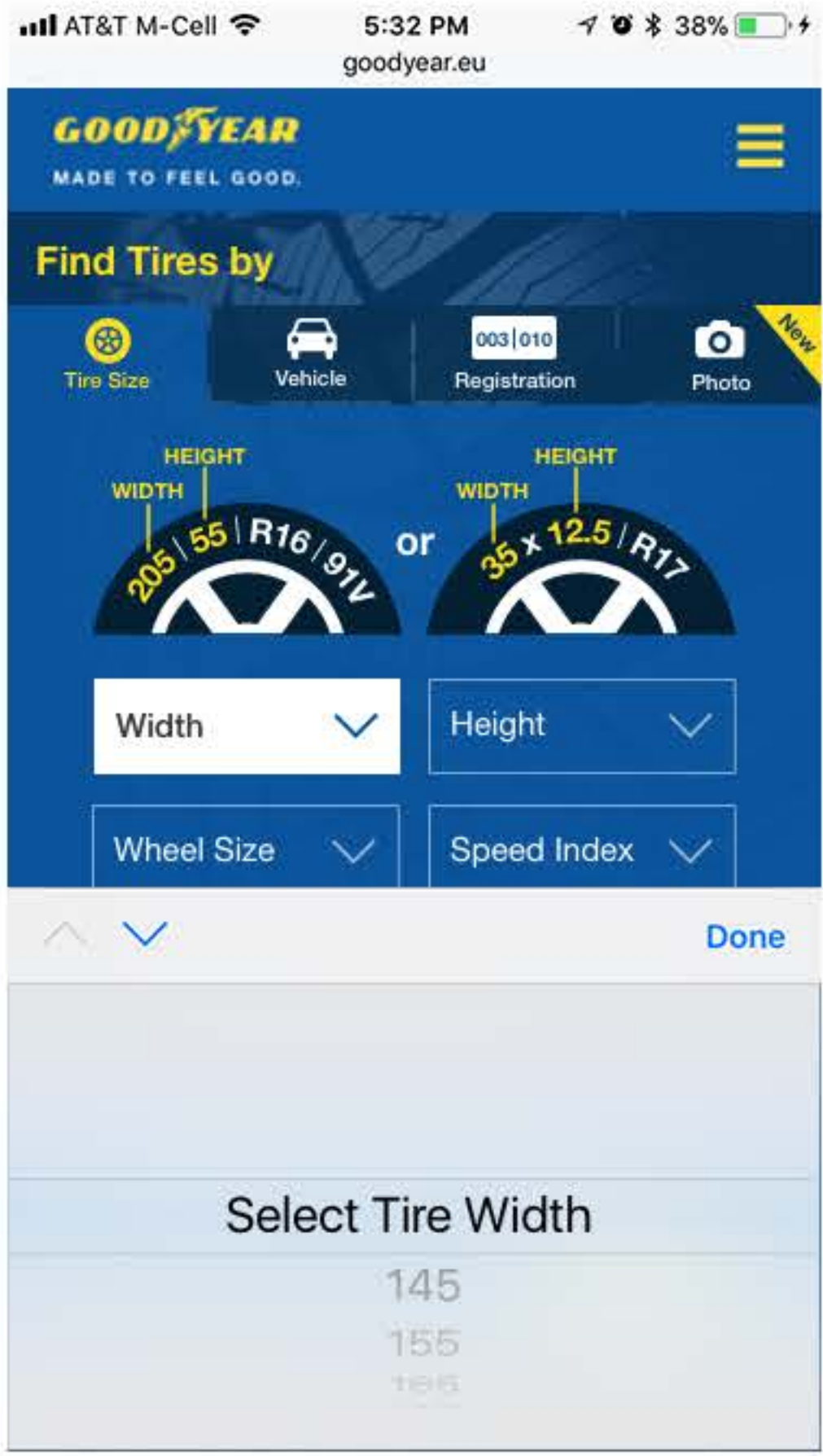
- Picture quality
- Late response with email could bring frustration to the user
- Multiple photo uploads
- Front and or rear tires being different
- Will photo capture all the information to narrow down results
- Is a disclaimer required?
- Email address confirmation - If email is incorrect, user may not get results
- Email address incorrect, user will have to start photo upload process again
- Message user how long it will take to receive an email with results
- User not getting instant results back like Amazon, could frustate user

User Flow

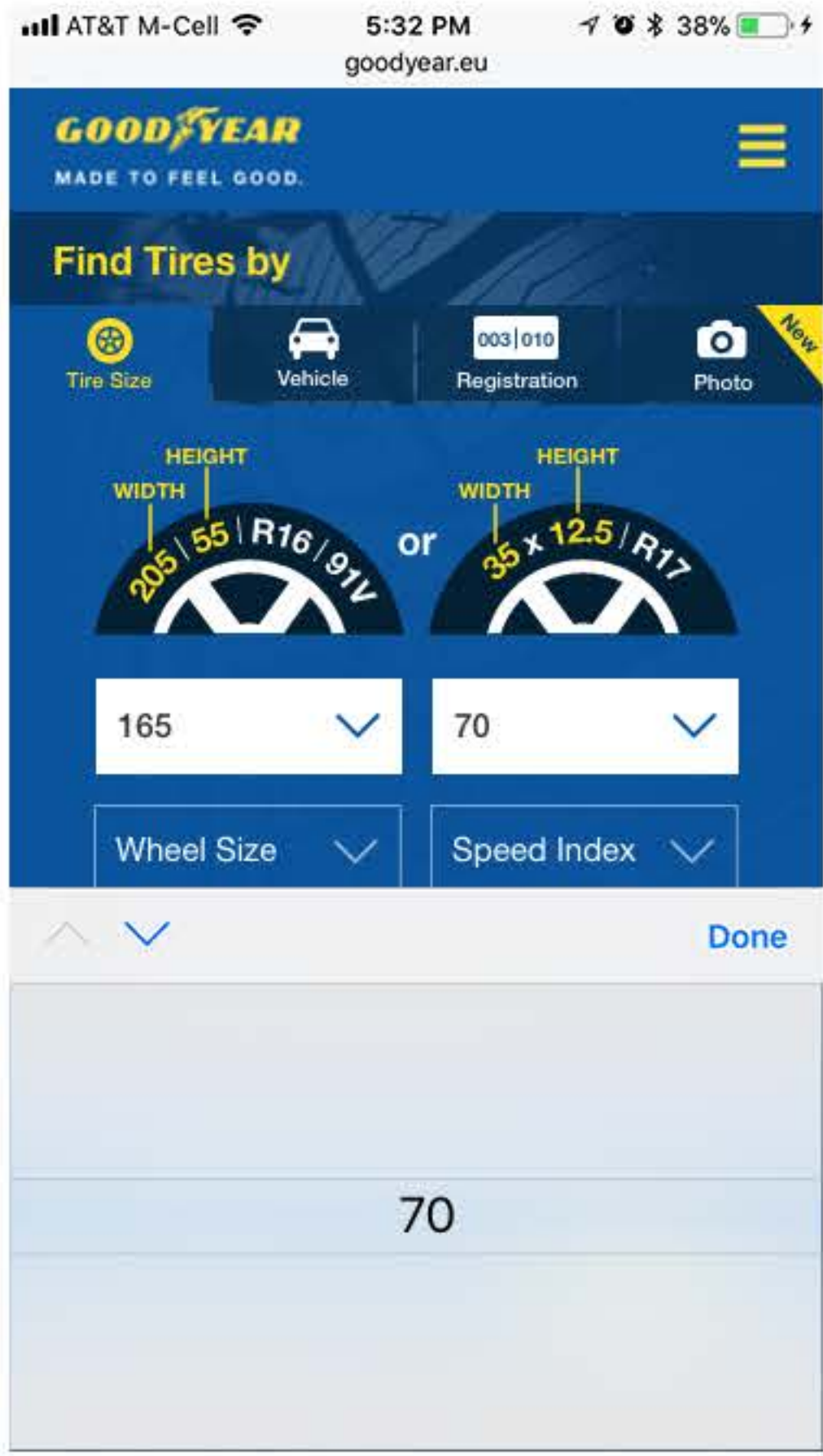
Default state - Incomplete



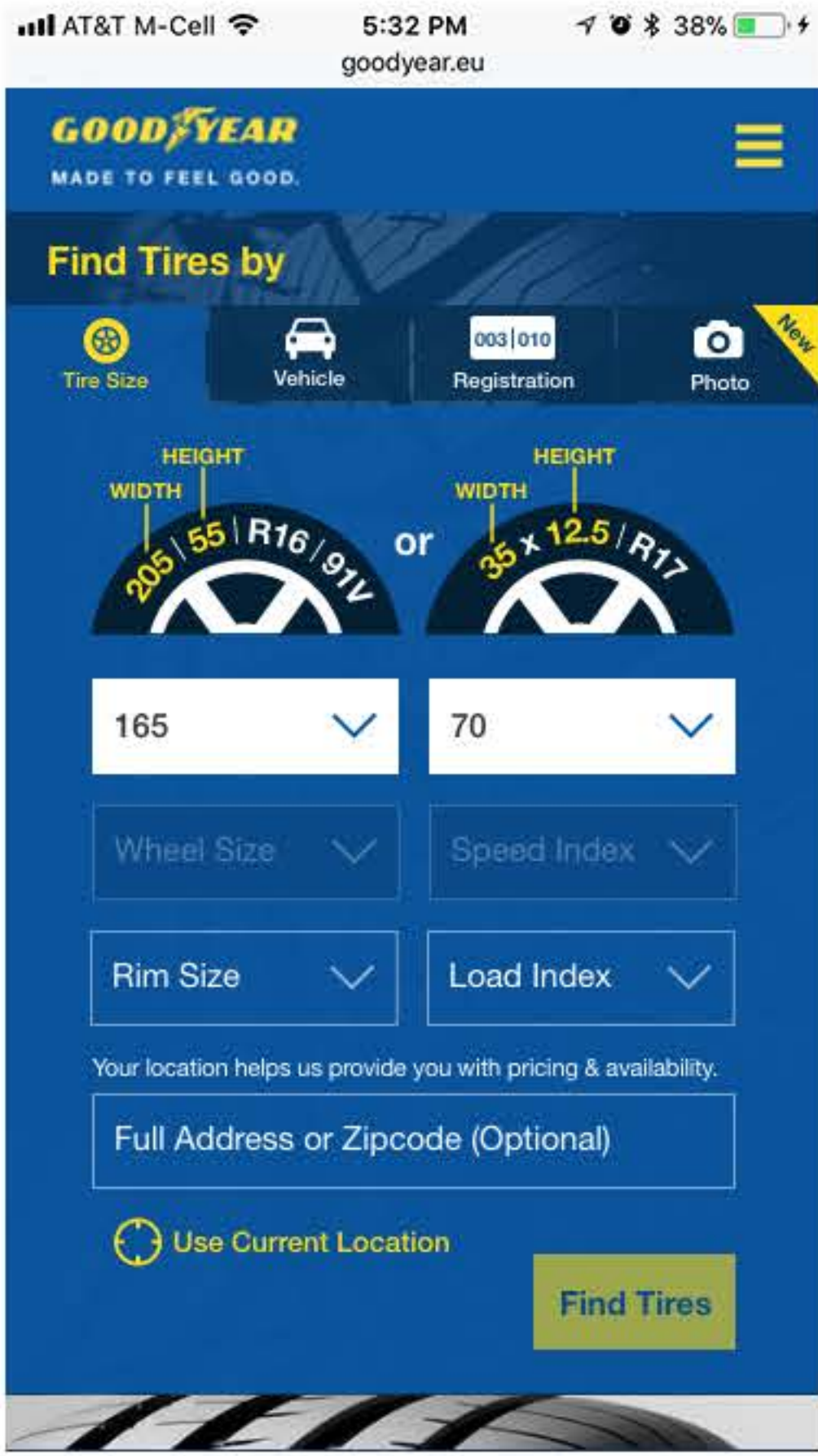
Sample Picker - 1 of 4 drop downs



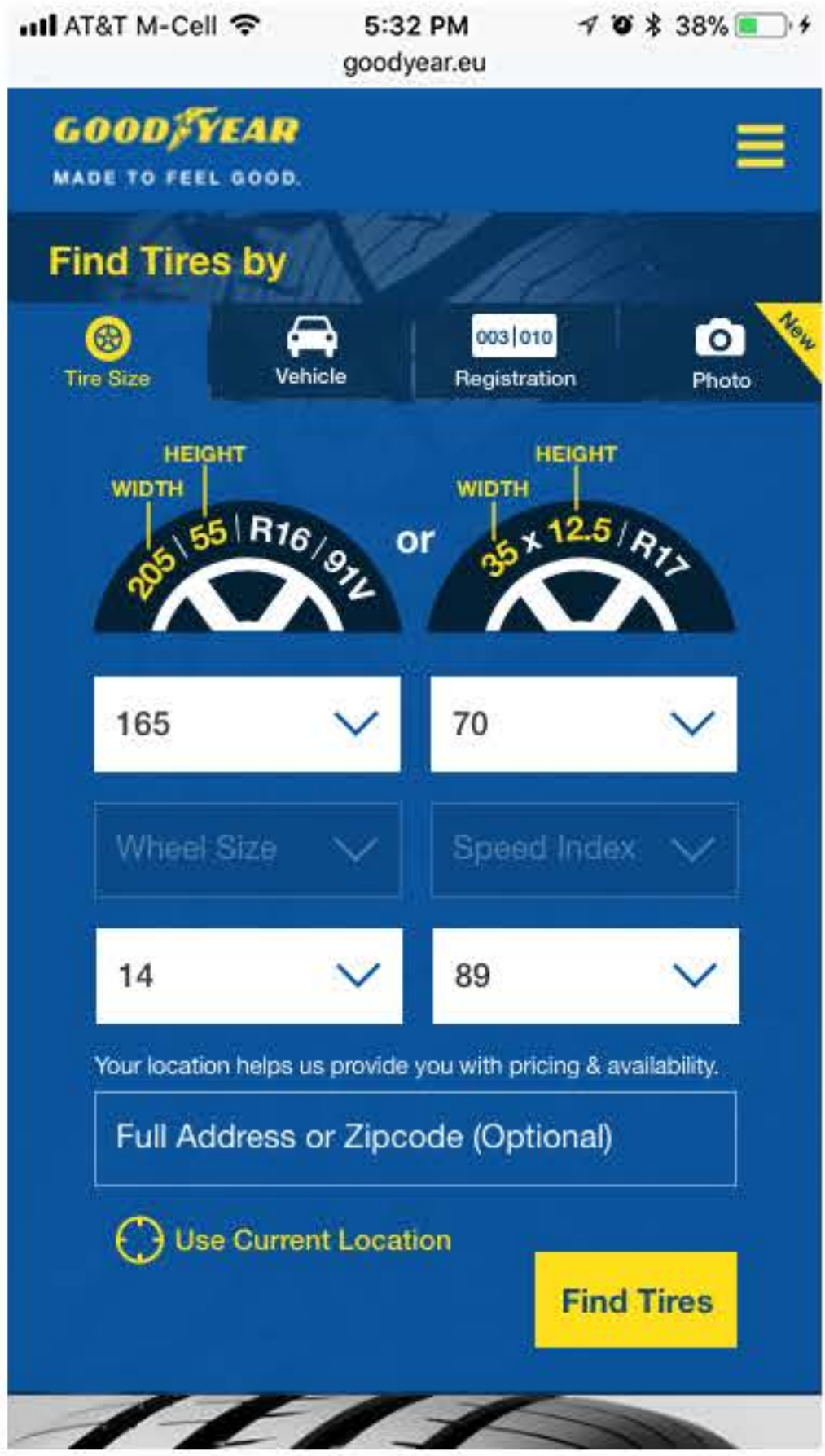
Sample Picker - 2 of 4 (pre-populated) drop downs



2 of 4 drop downs

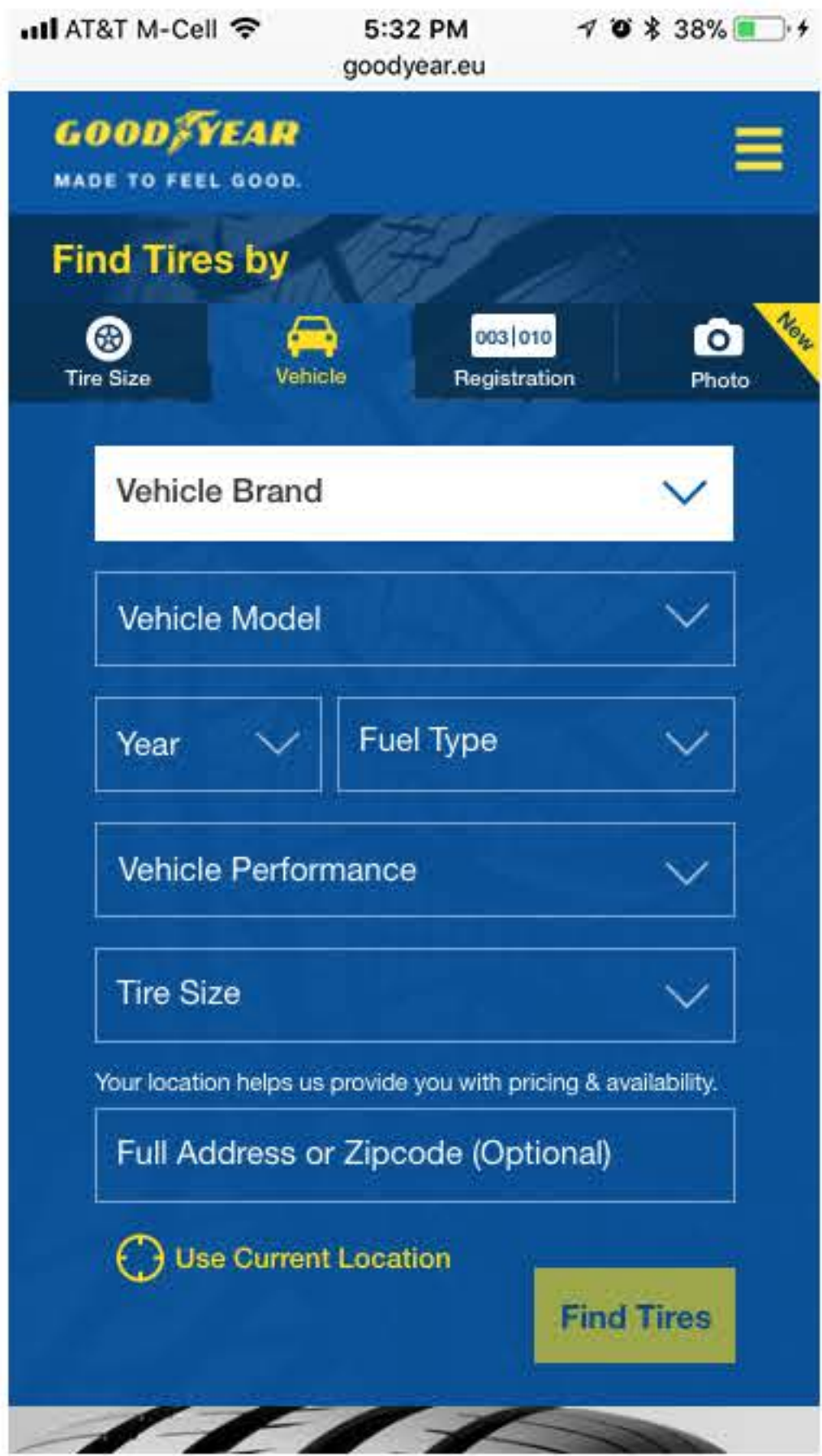


Completed - 4 of 4 drop downs

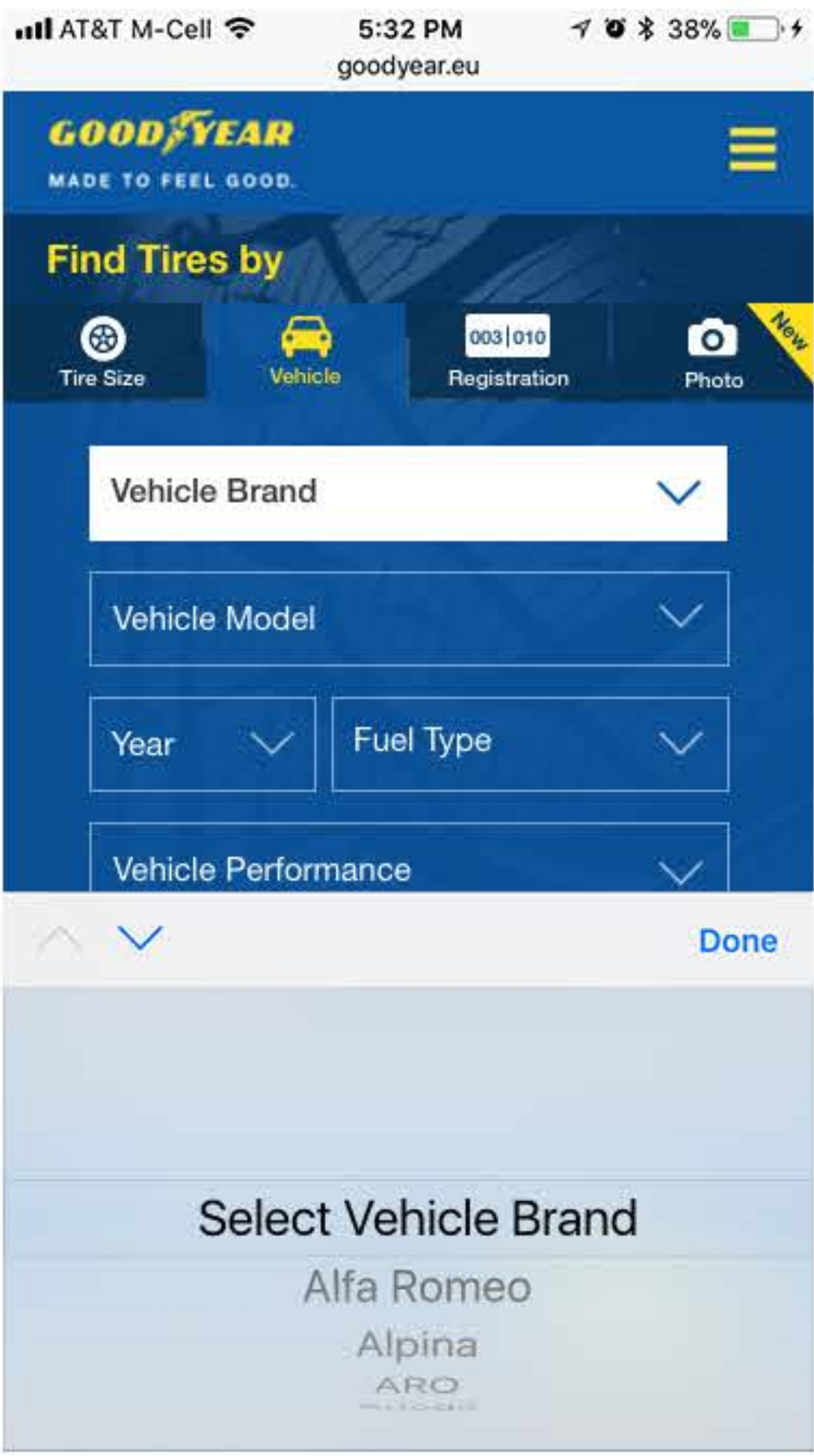


User Flow

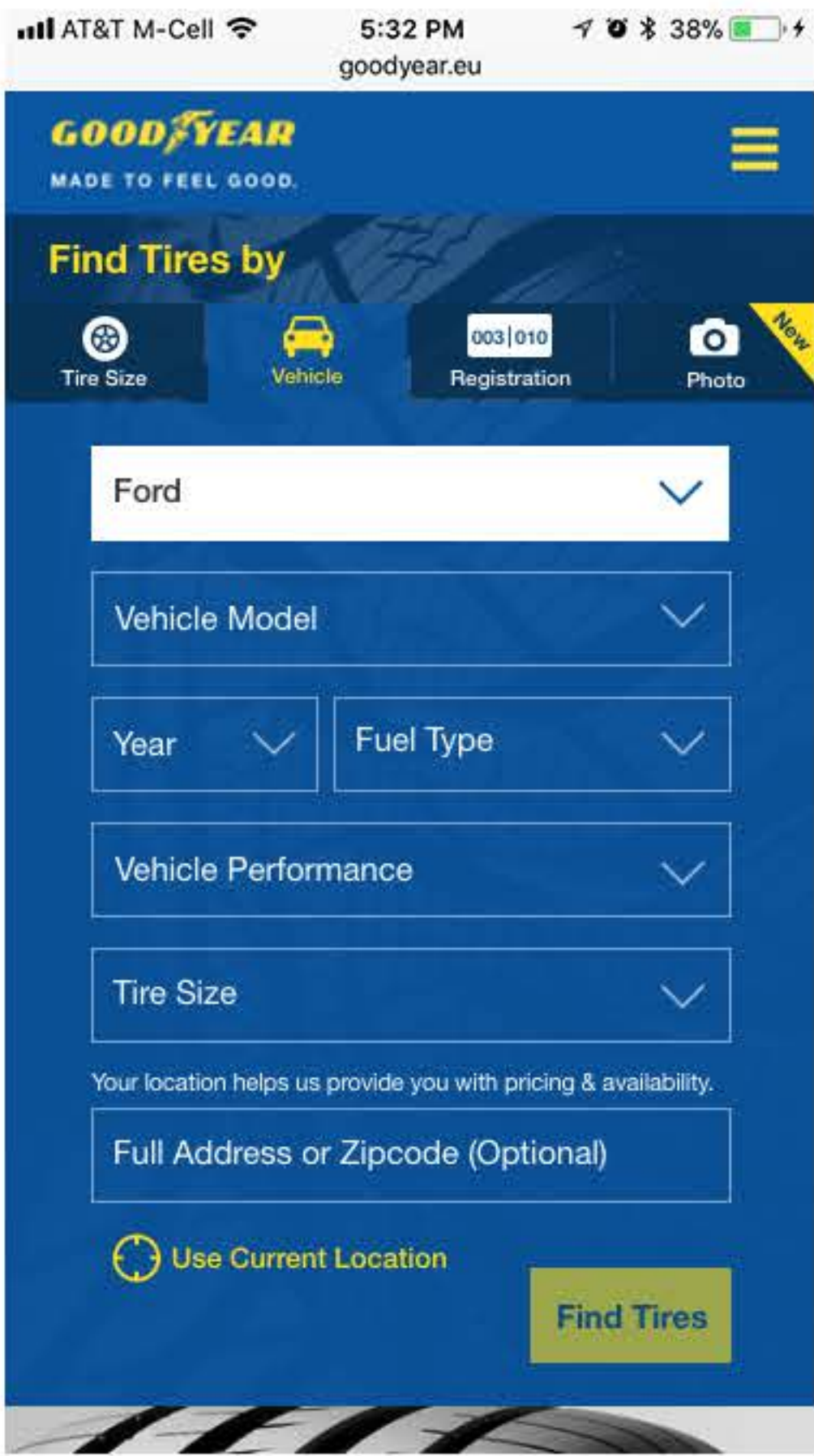
Default state - Incomplete - Scrolled



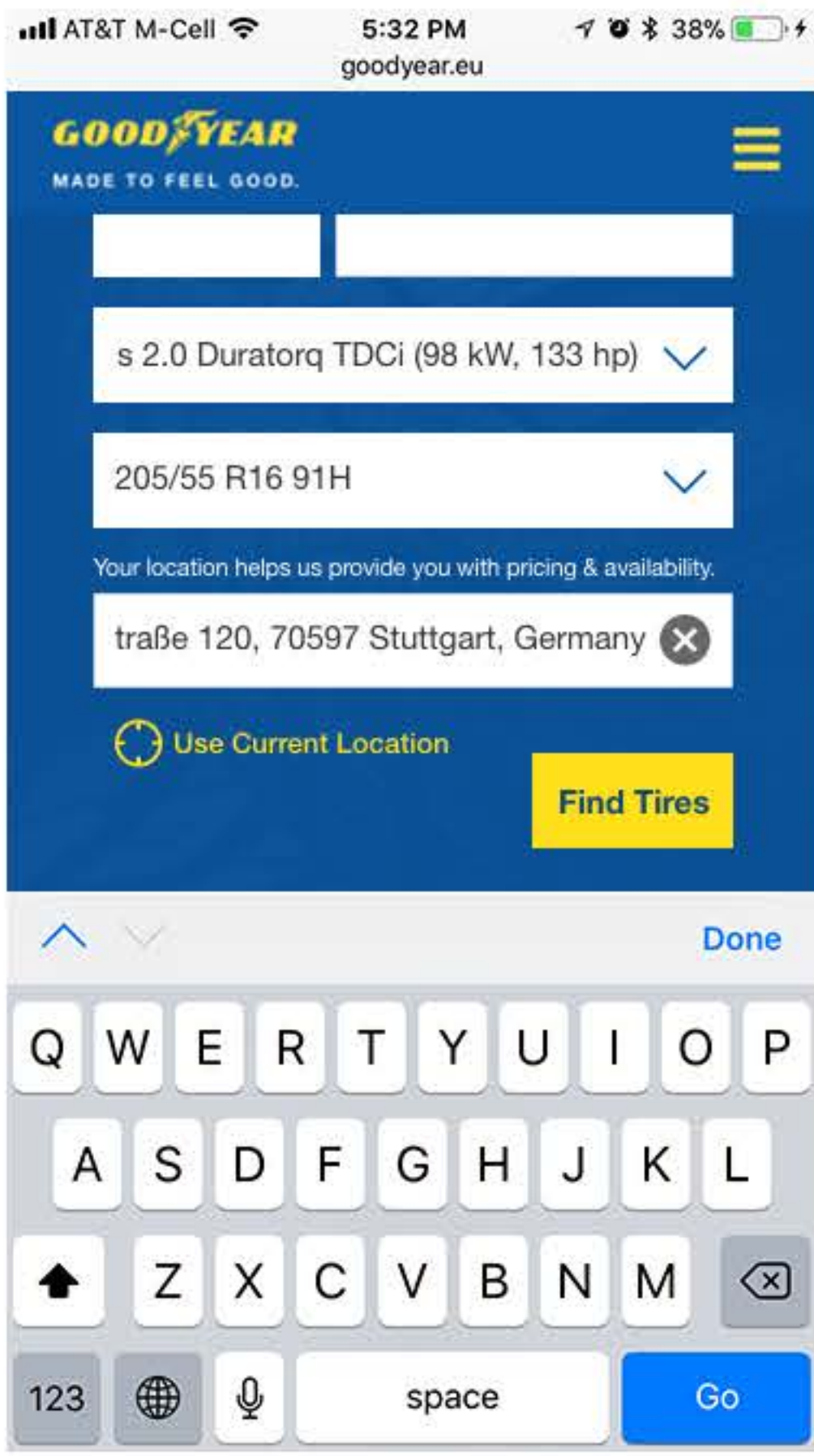
Default state - Sample Picker



Default state - Drop down filled



Default state - Completed - Scrolled - Keyboard



User Flow

Default state - Incomplete

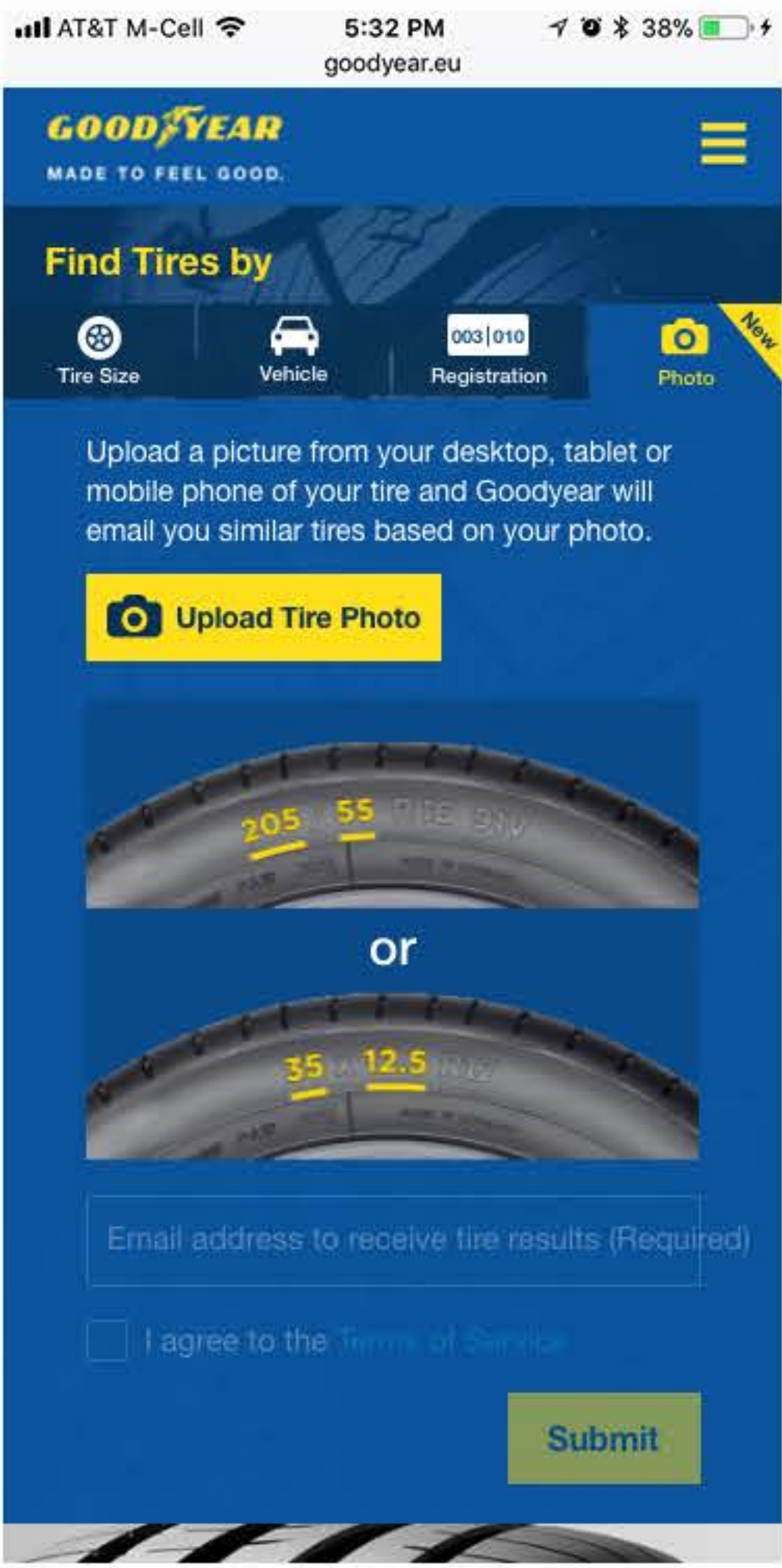


Default state - Completed

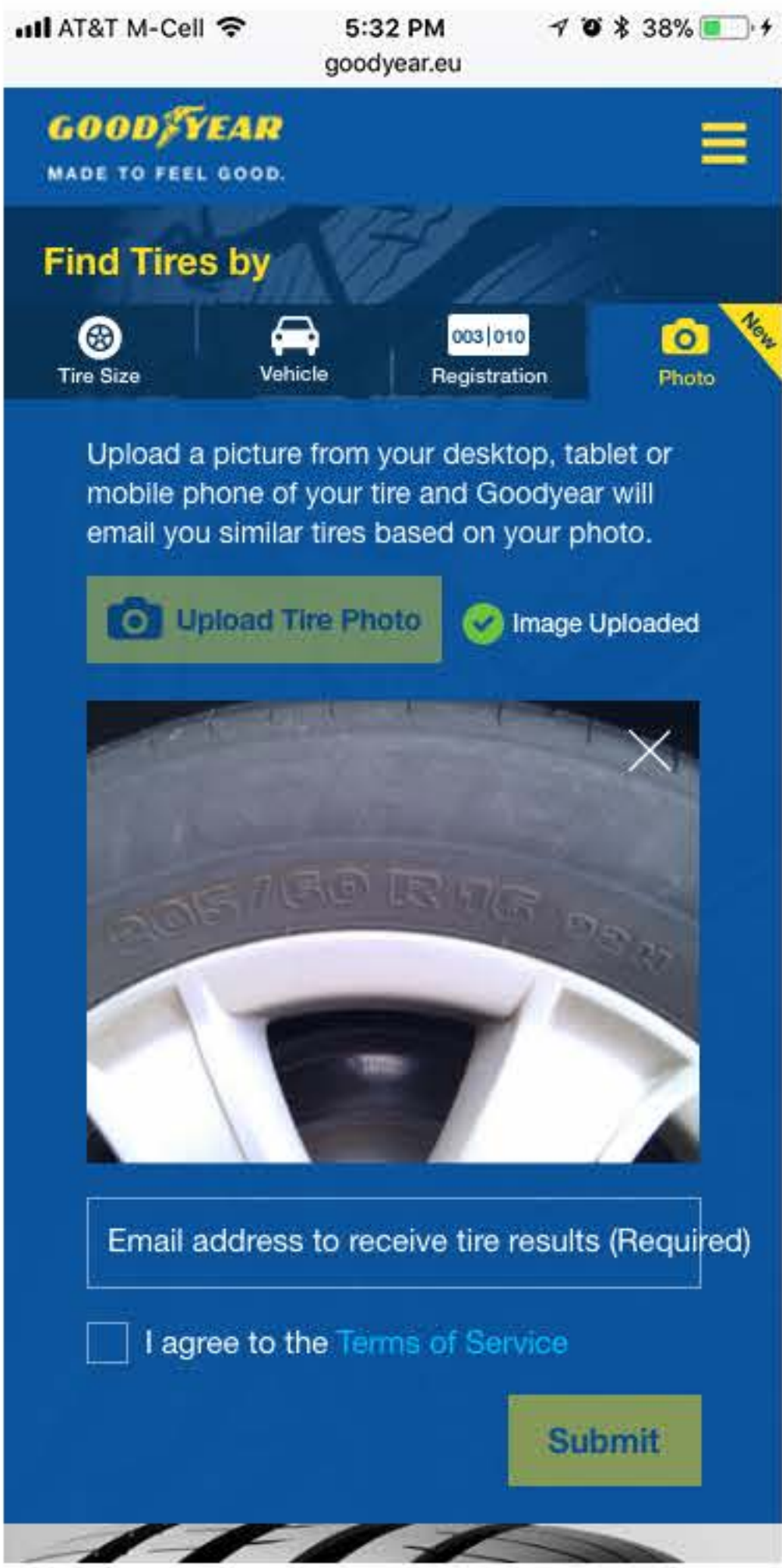


User Flow

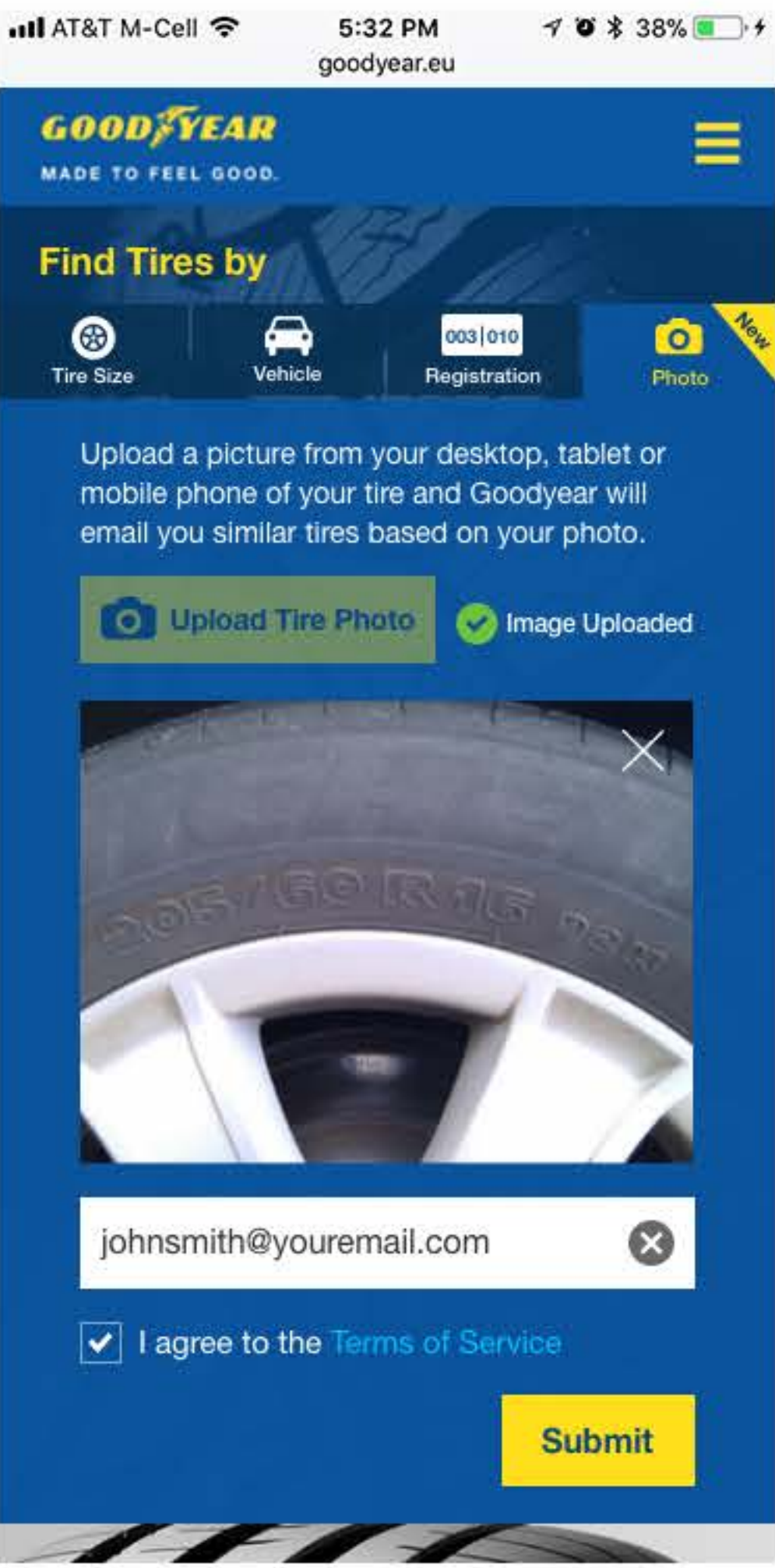
Upload Photo
Ver. 1a - Default state - Upload photo



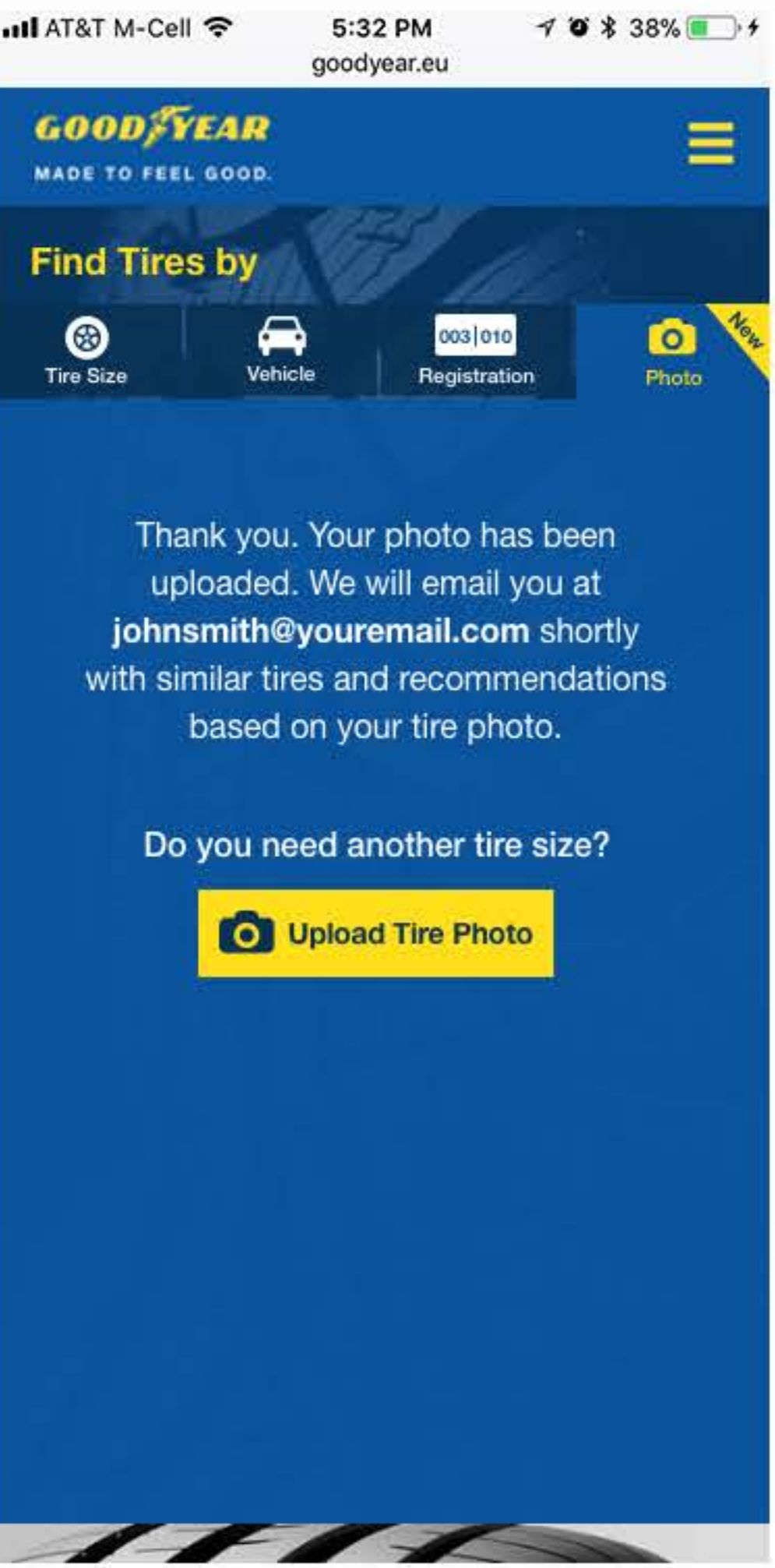
Ver. 1a - Photo uploaded - email and T&Cs incomplete



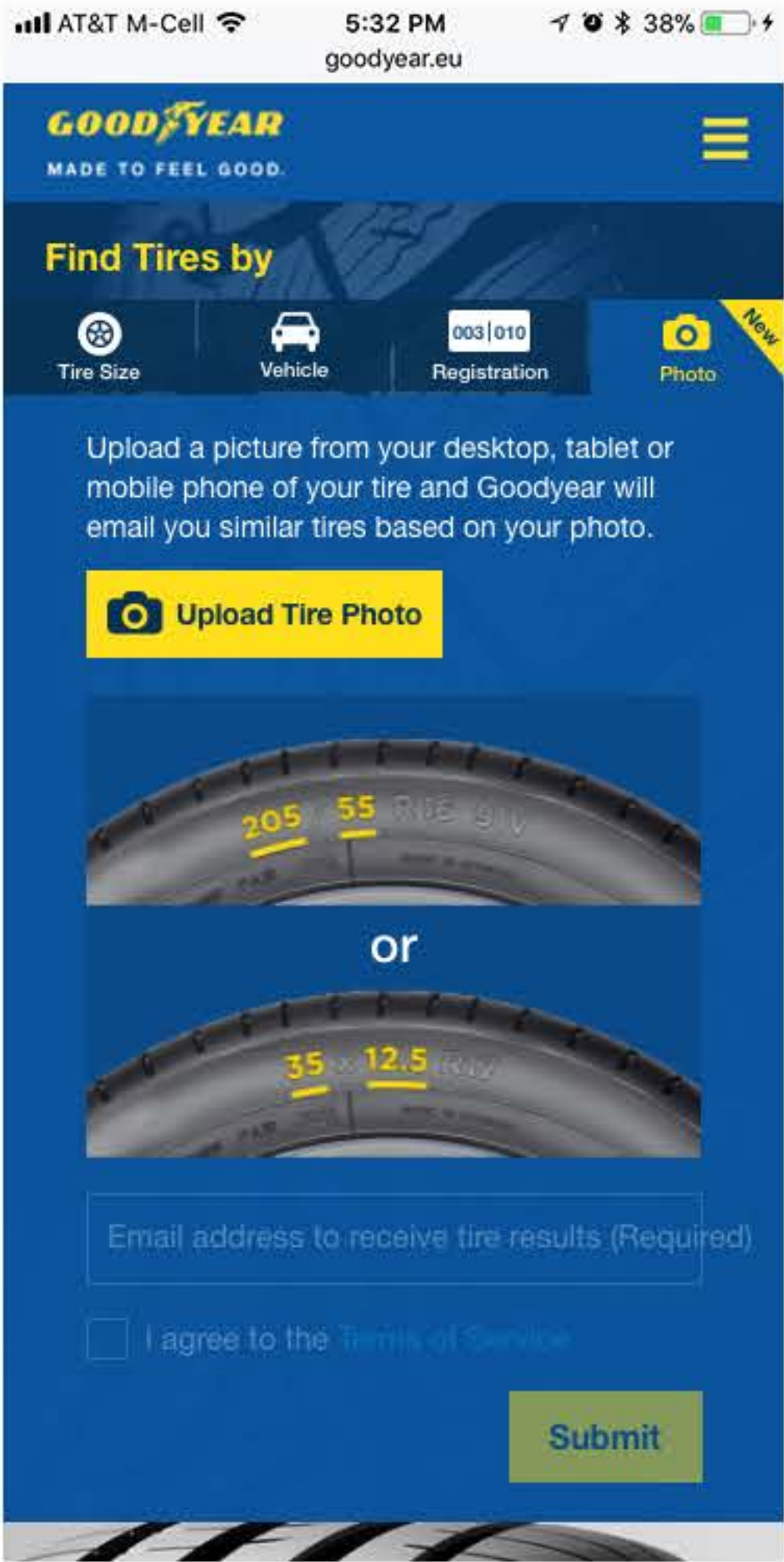
Ver. 1a - Email and T&Cs completed



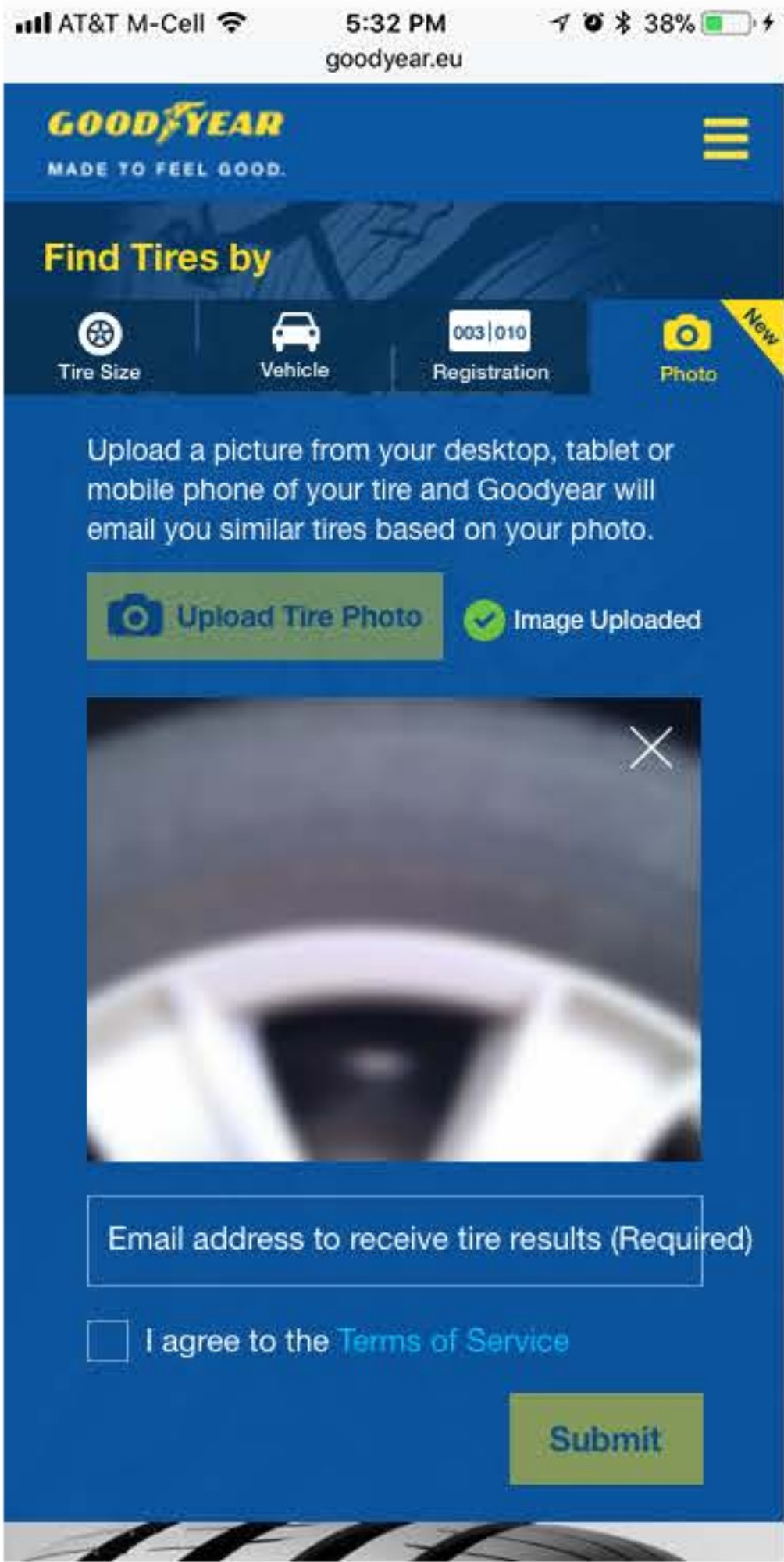
Ver. 1a - Confirmation screen and upload new tire if needed



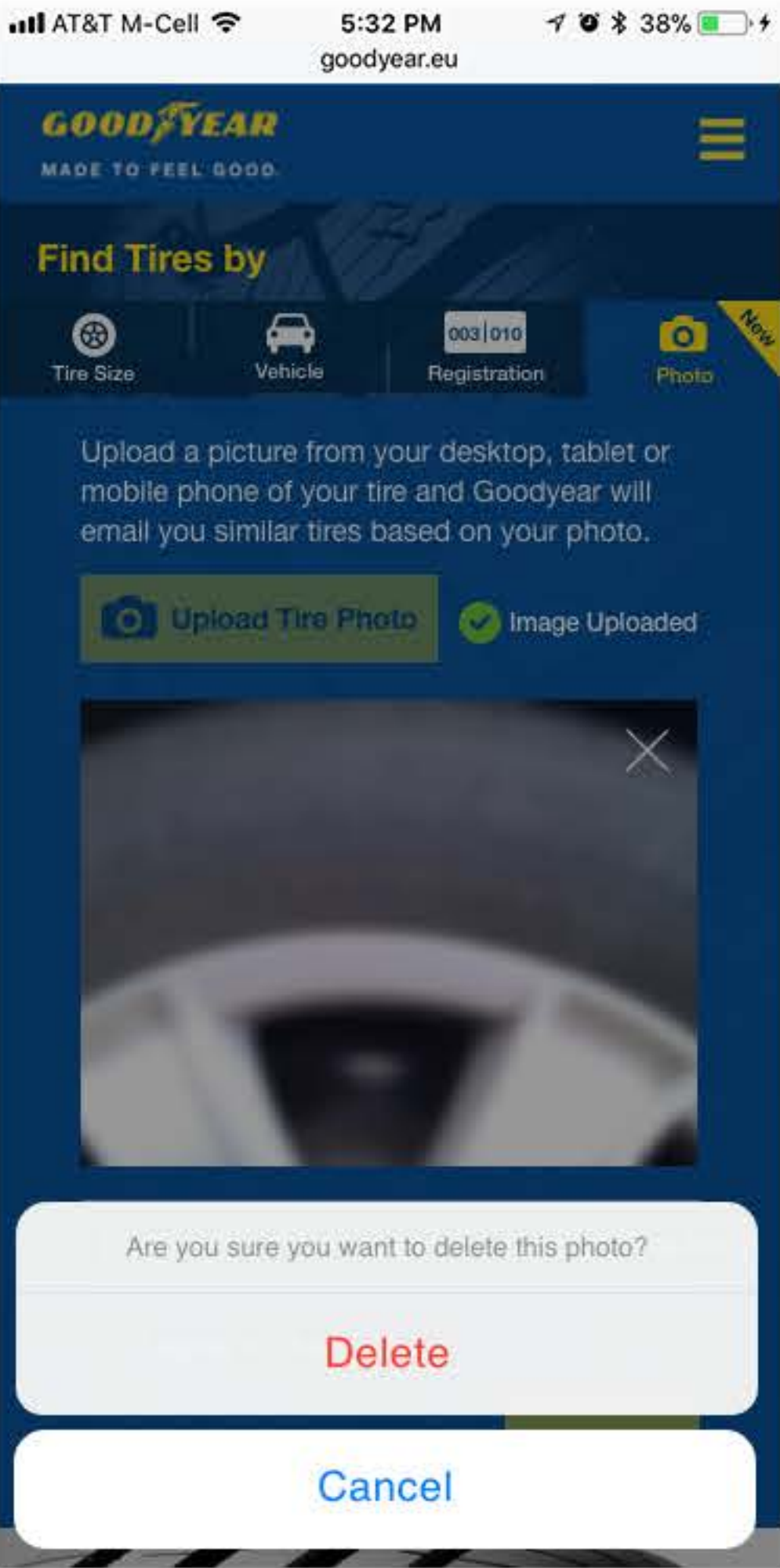
Replace photo
Ver. 1b - Default state - Upload photo



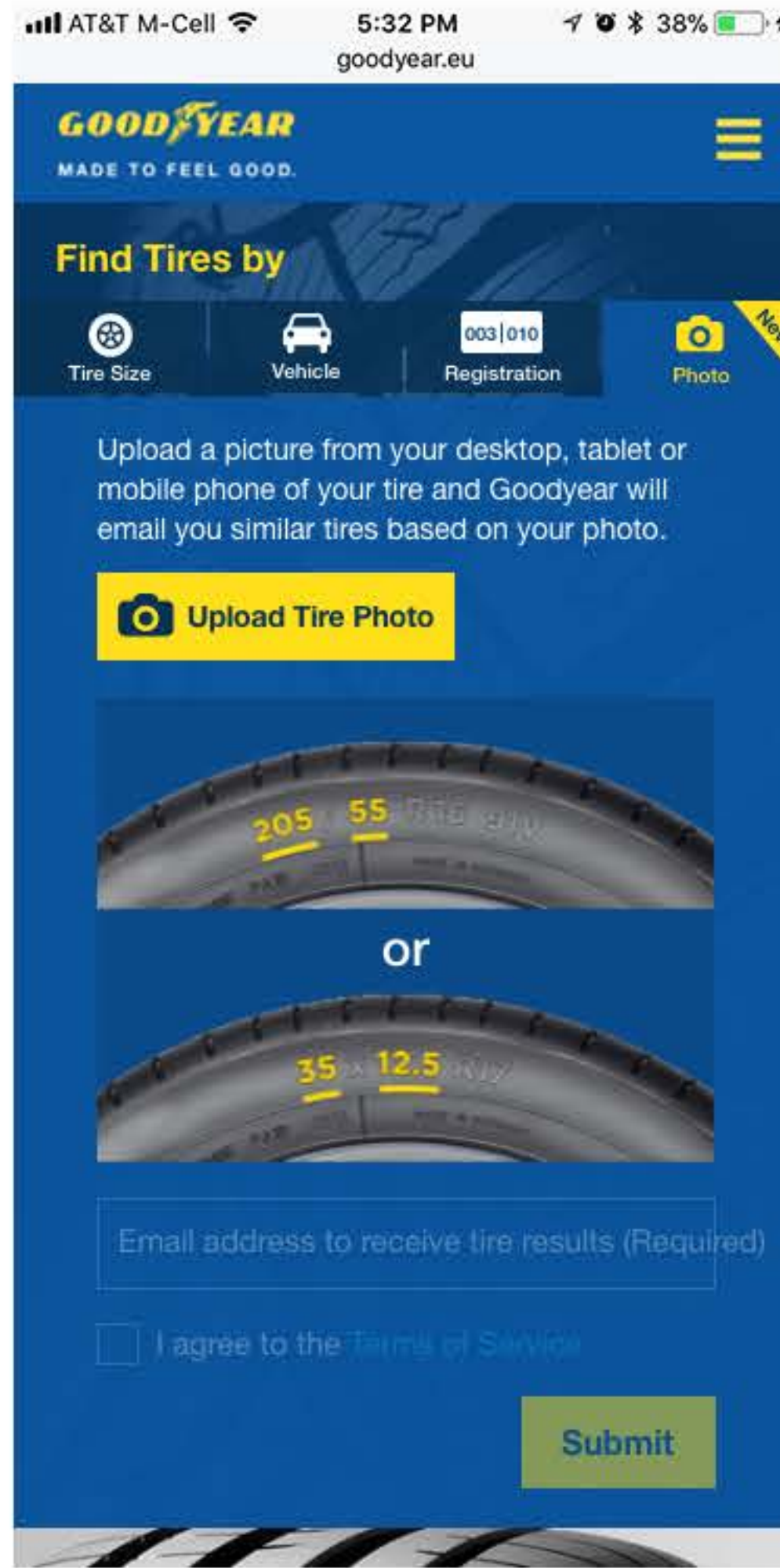
Ver. 1b - Photo uploaded - need to delete bad photo and upload a new one



Ver. 1b - User taps "X" (delete photo) - modal with message to user

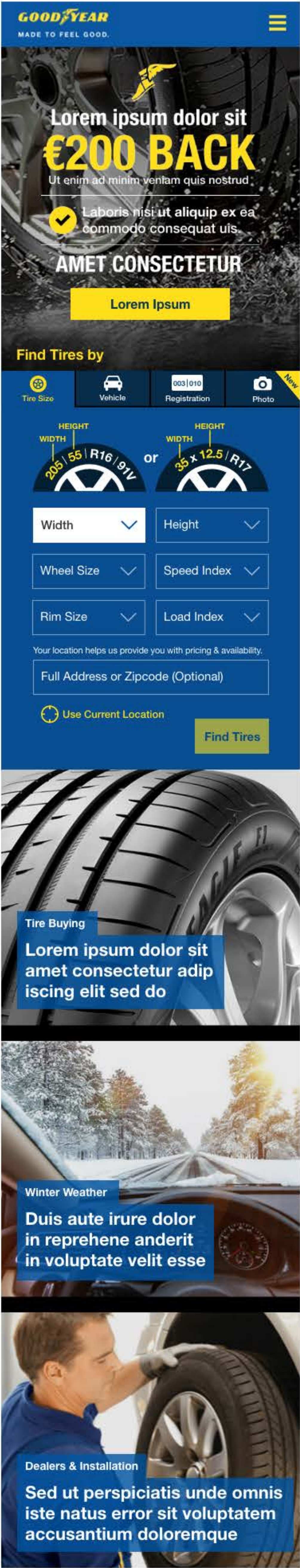


Ver. 1b - User returned to default screen to start upload new photo

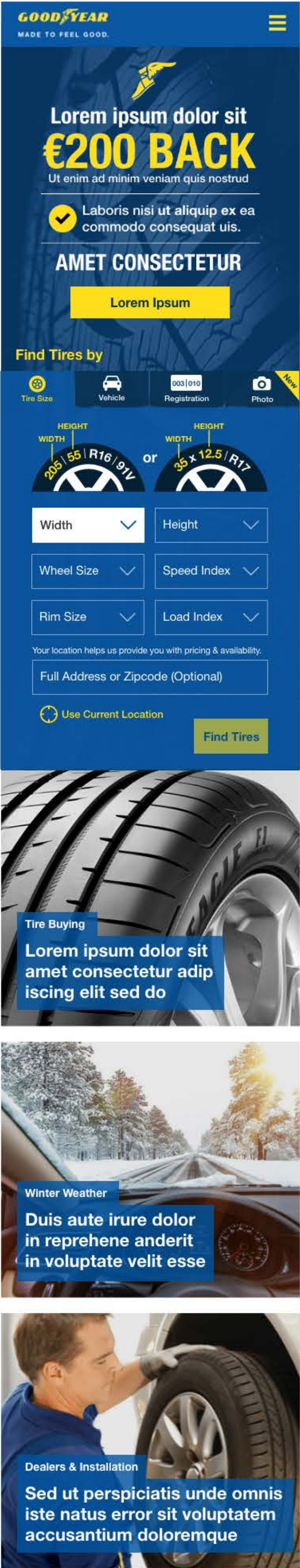


User Flow

Version 1a - Three Modules



Version 1b - Three Modules



Version 1a - Browser UI and page fold



Version 1b - Browser UI and page fold



Tires



Goodyear Employees



Places and behind the wheel



Automobiles and Driving Conditions



Education & Information



Goodyear Offers

