

**ONE +**

**PAYWALL DESIGN**



# SPECIFICATIONS

Goal is to have contextual and generic, static and animated, responsive paywalls for user subscription.

PHONE HEIGHT BREAKING POINTS

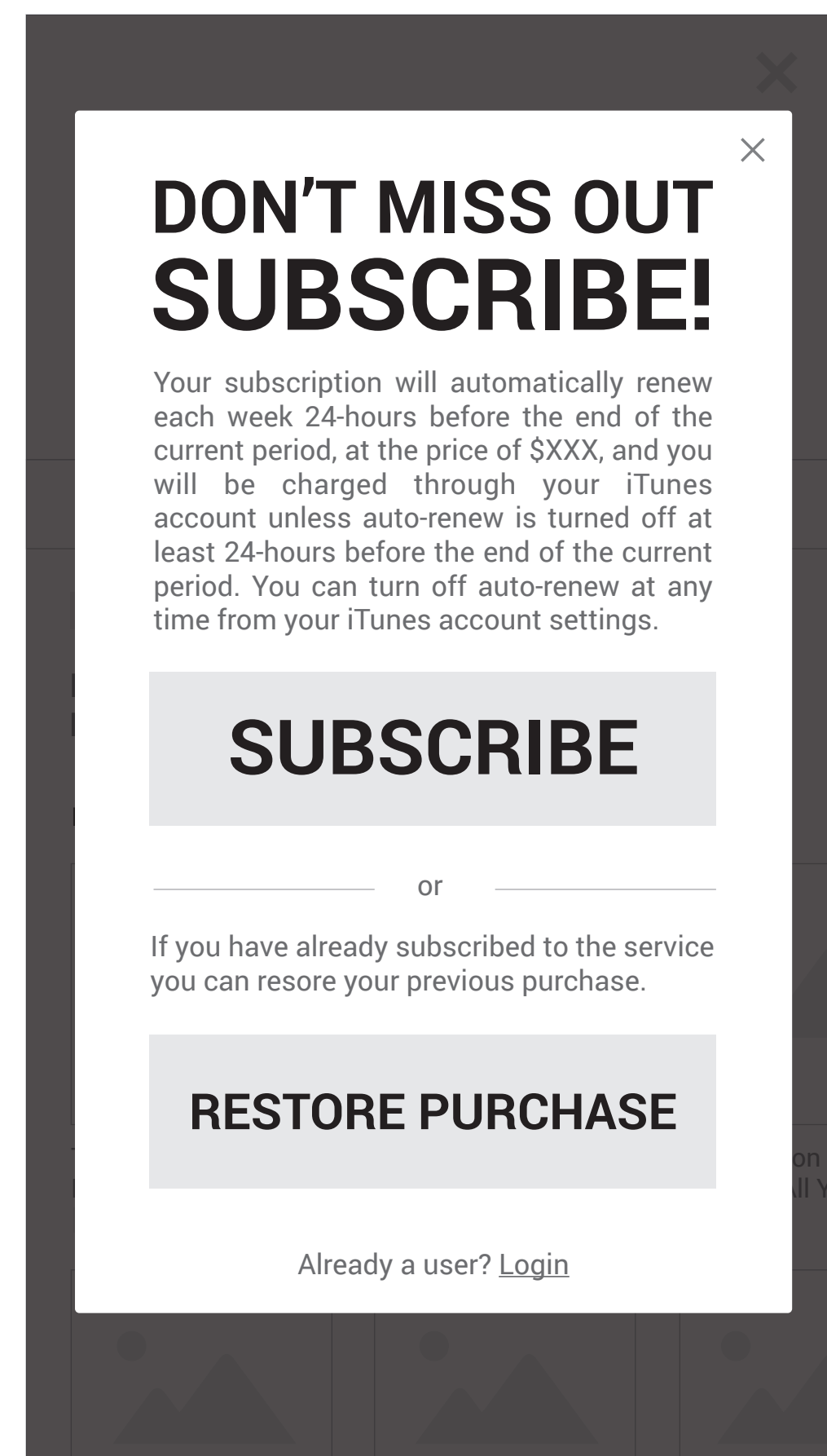
480

567

640

667

## NEW USER



CLOSE / SKIP

MOTIVATOR TEXT

Alternative: "Never miss out!" + C.T.A.

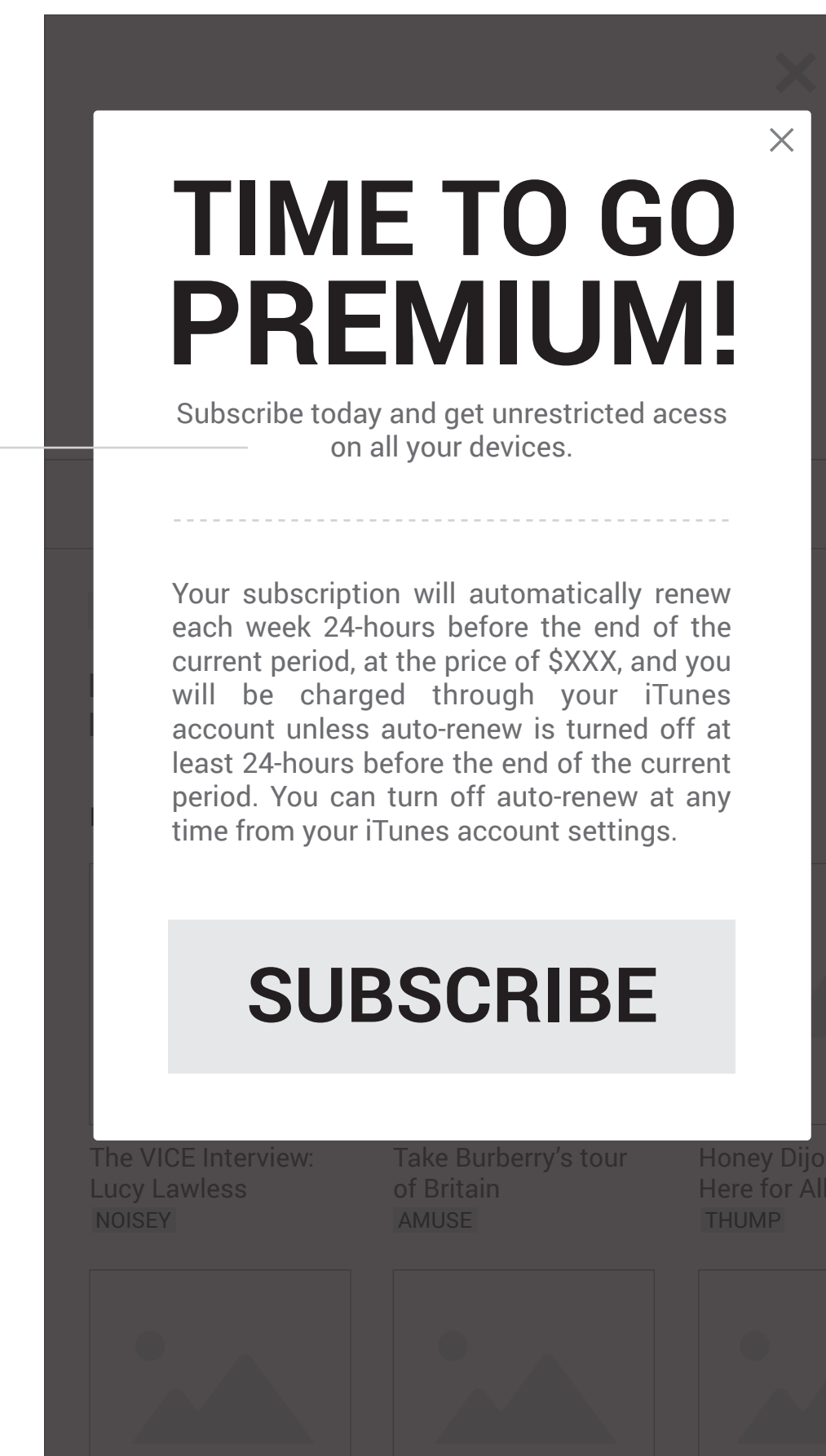
SUBSCRIPTION DETAILS

CALL TO ACTION

RESTORE (ios only)

LOGIN FOR SUBSCRIBERS

## FREMIUM



CLOSE / SKIP

MOTIVATOR TEXT

SUBSCRIPTION DETAILS


CALL TO ACTION

keeping in mind space limitations on mobile should we add the following to the copy to make things clearer to the user?





# WEB PAYWALL - CONTEXTUAL CLASSIC POP-UP




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# WEB PAYWALL - CONTEXTUAL FULL SCREEN POP-UP



←

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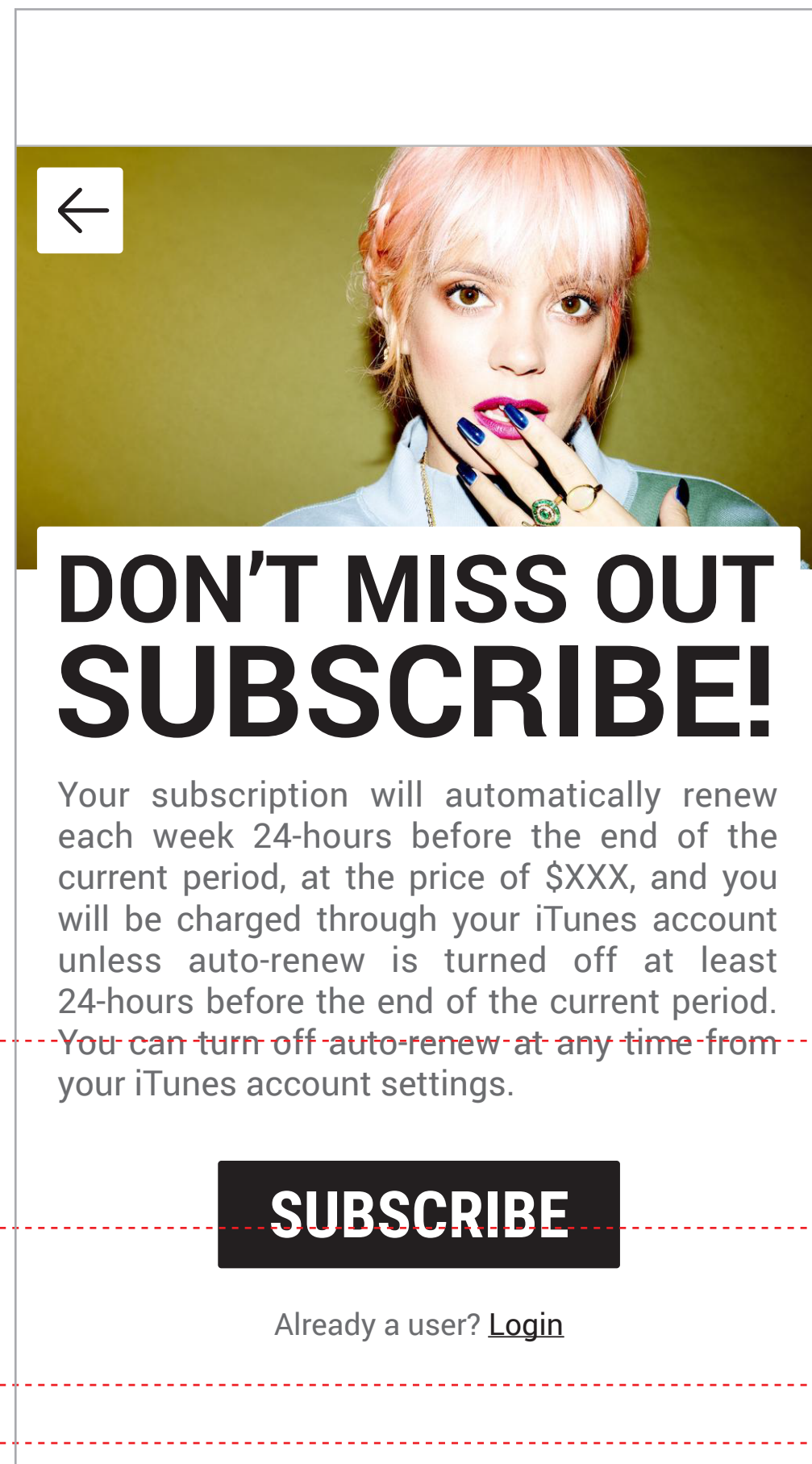
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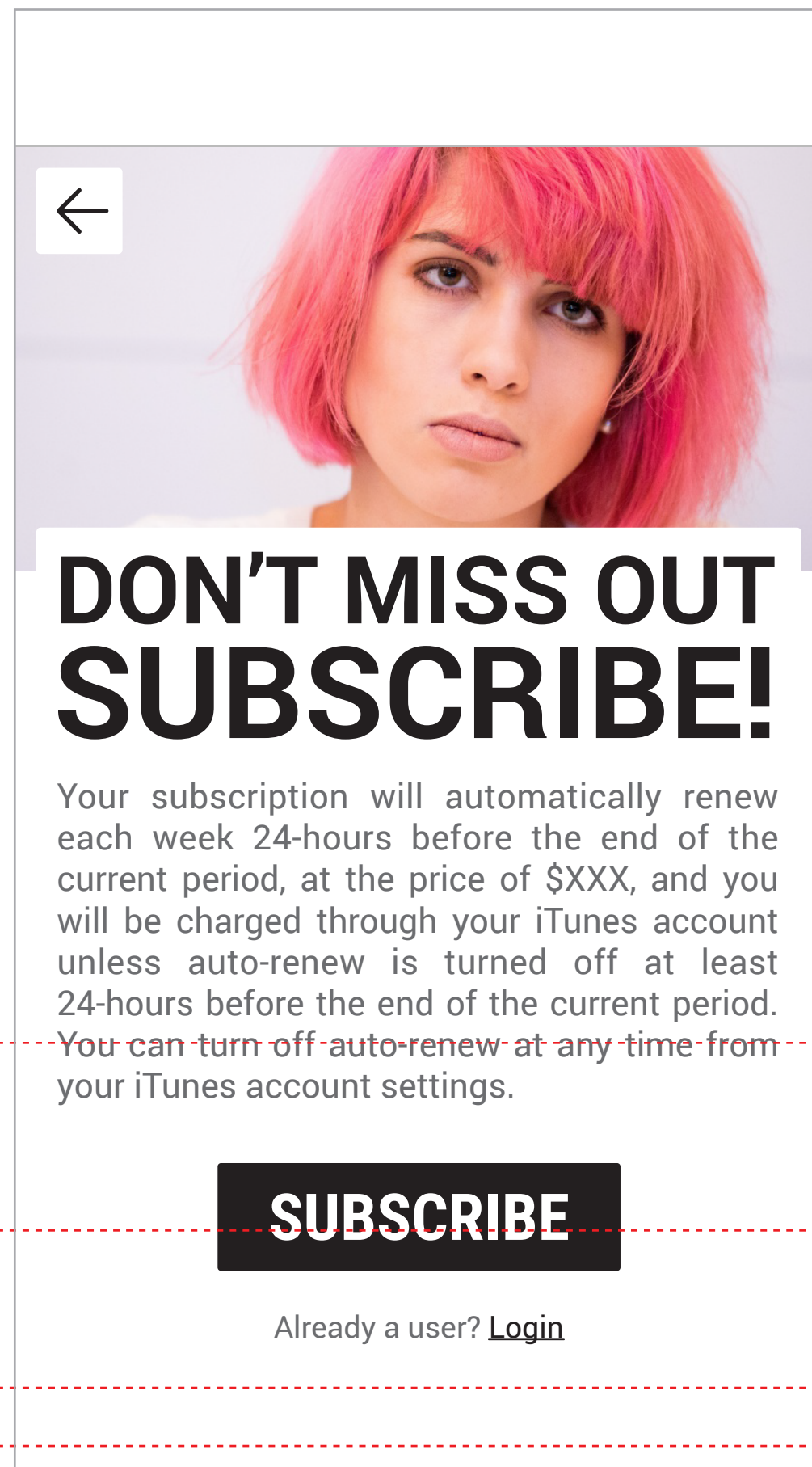
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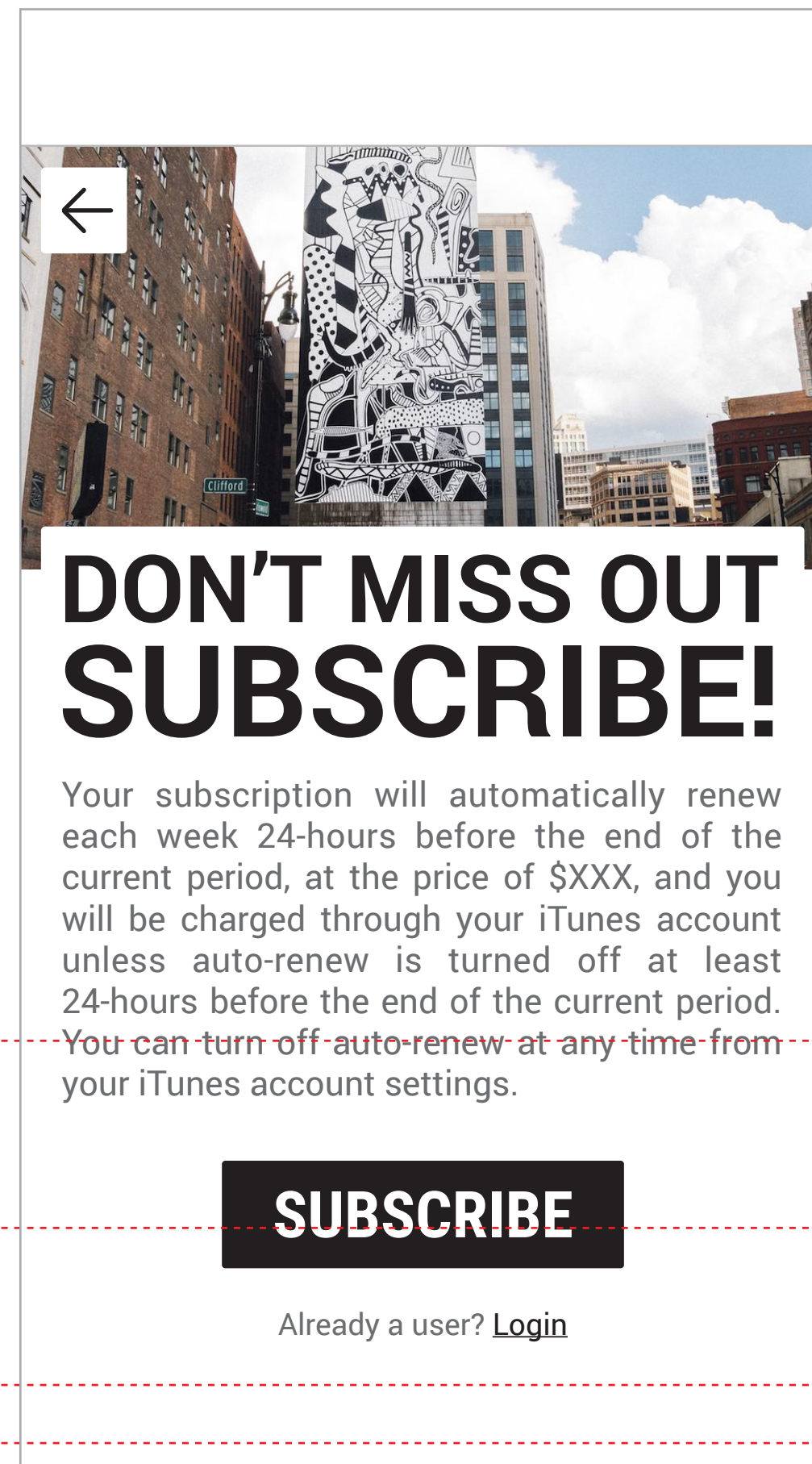
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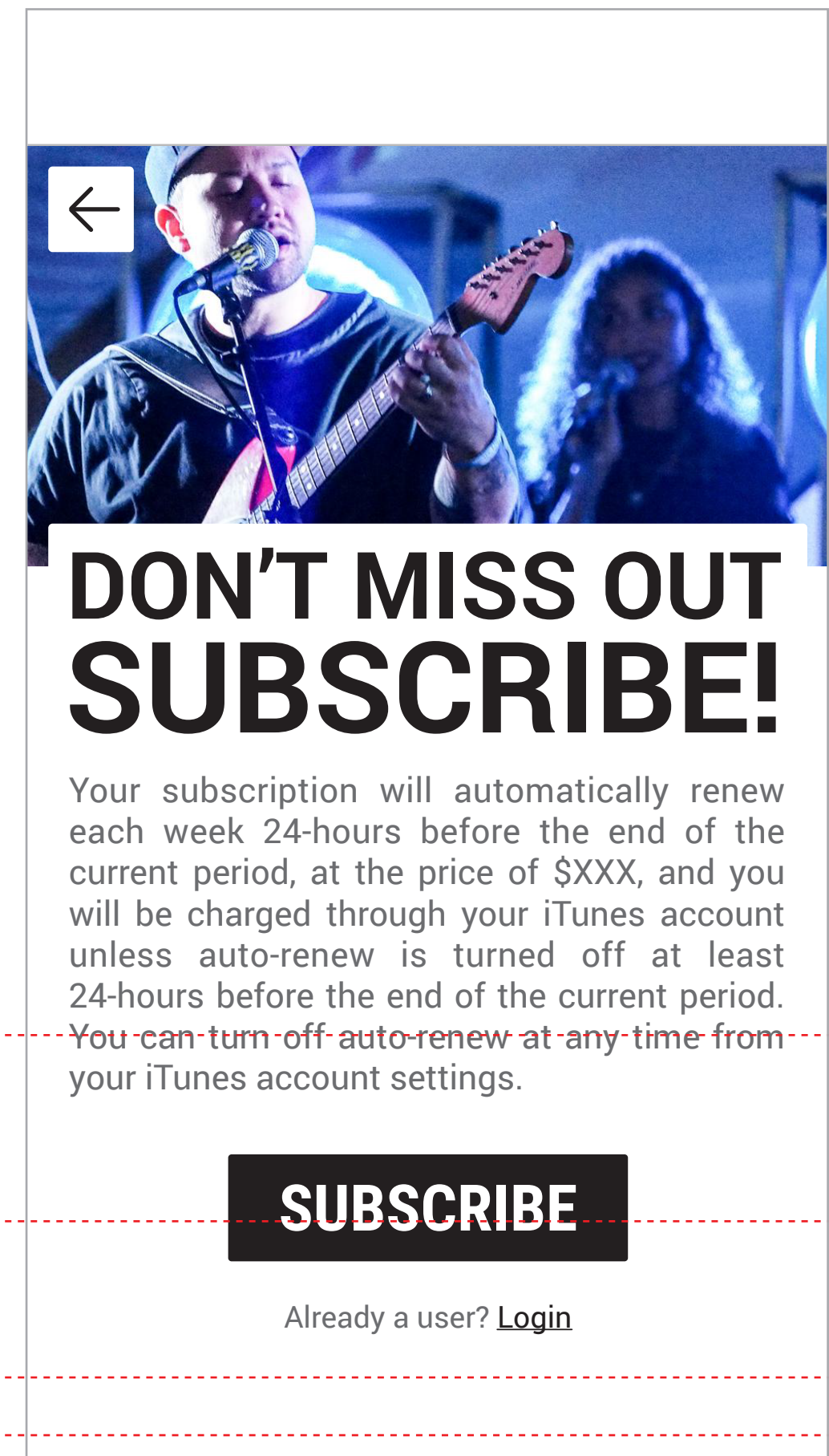
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# HYBRID PAYWALL - CONTEXTUAL FULL SCREEN POP-UP



←

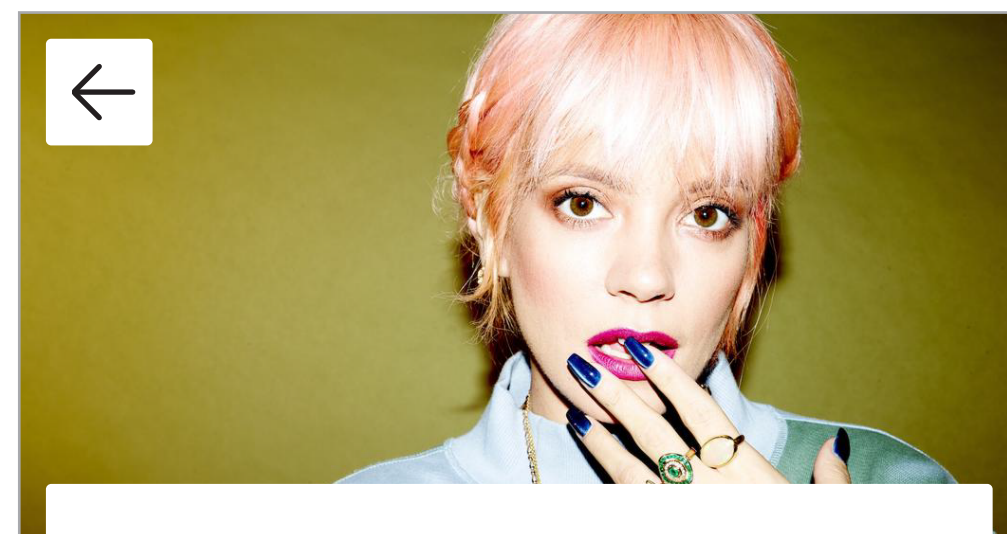
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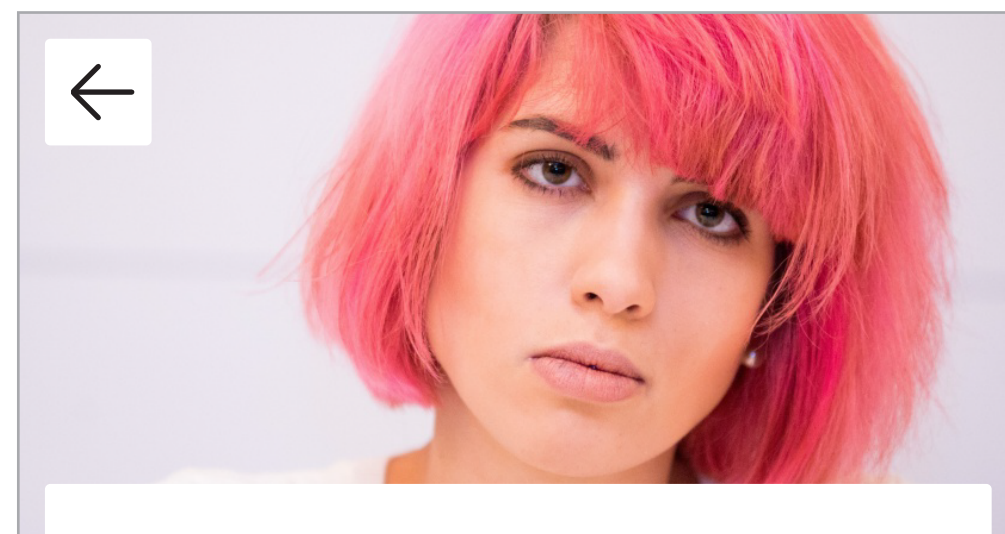
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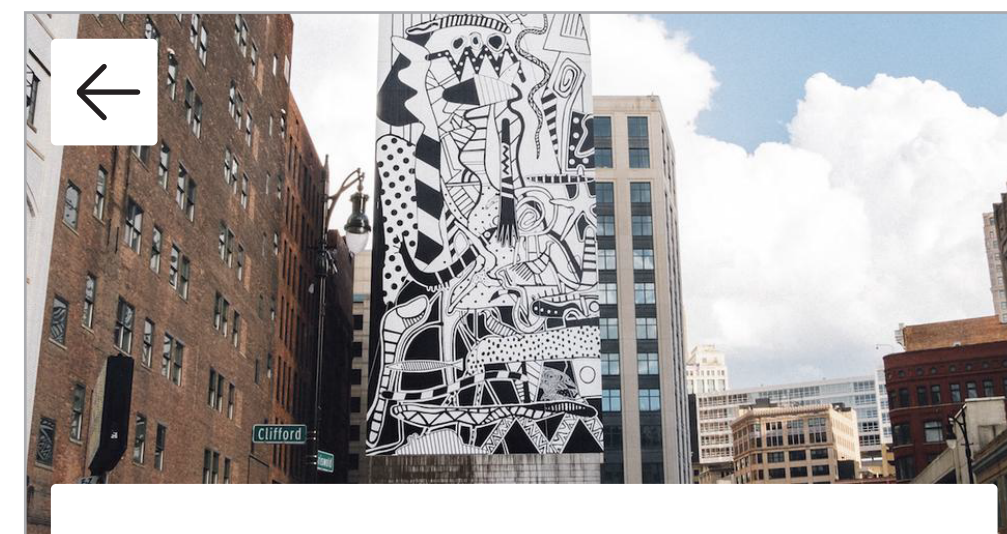
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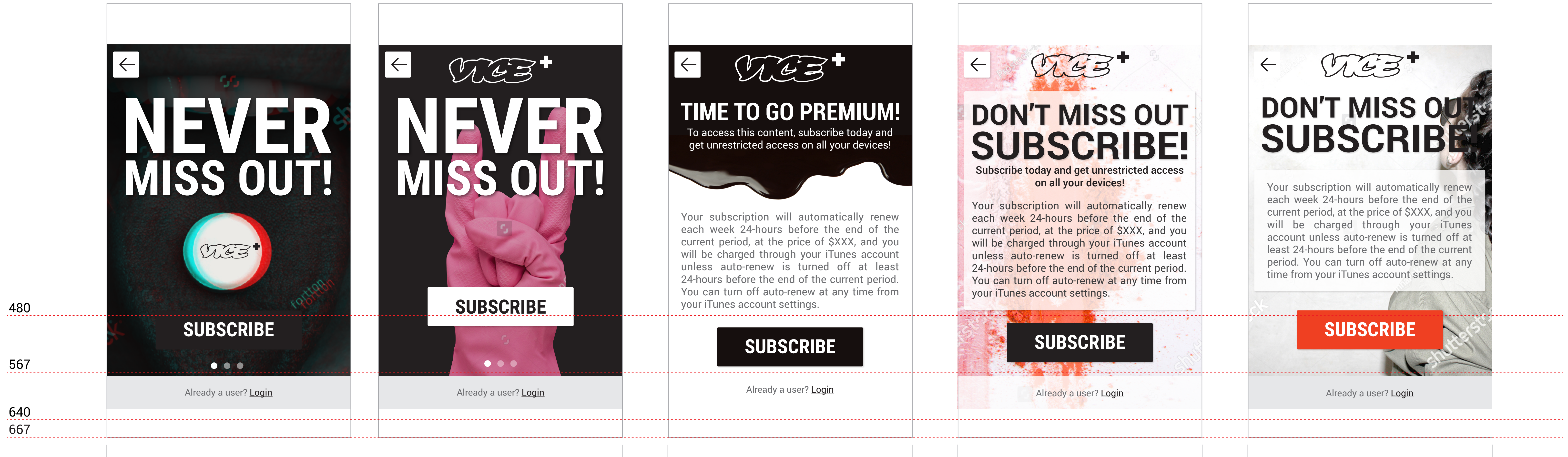
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# WEB PAYWALL - GENERIC CONCEPTS



Initial concept for animated paywall

generic paywall for fremium user

with extra guidance text for user

generic with orange button



**VICE**+

## TO DO LIST

- 1. Receive feedback on work done so far**
- 2. Complete static and animated generic concepts**
- 3. Prepare responsive versions (dtop and tablet)**