

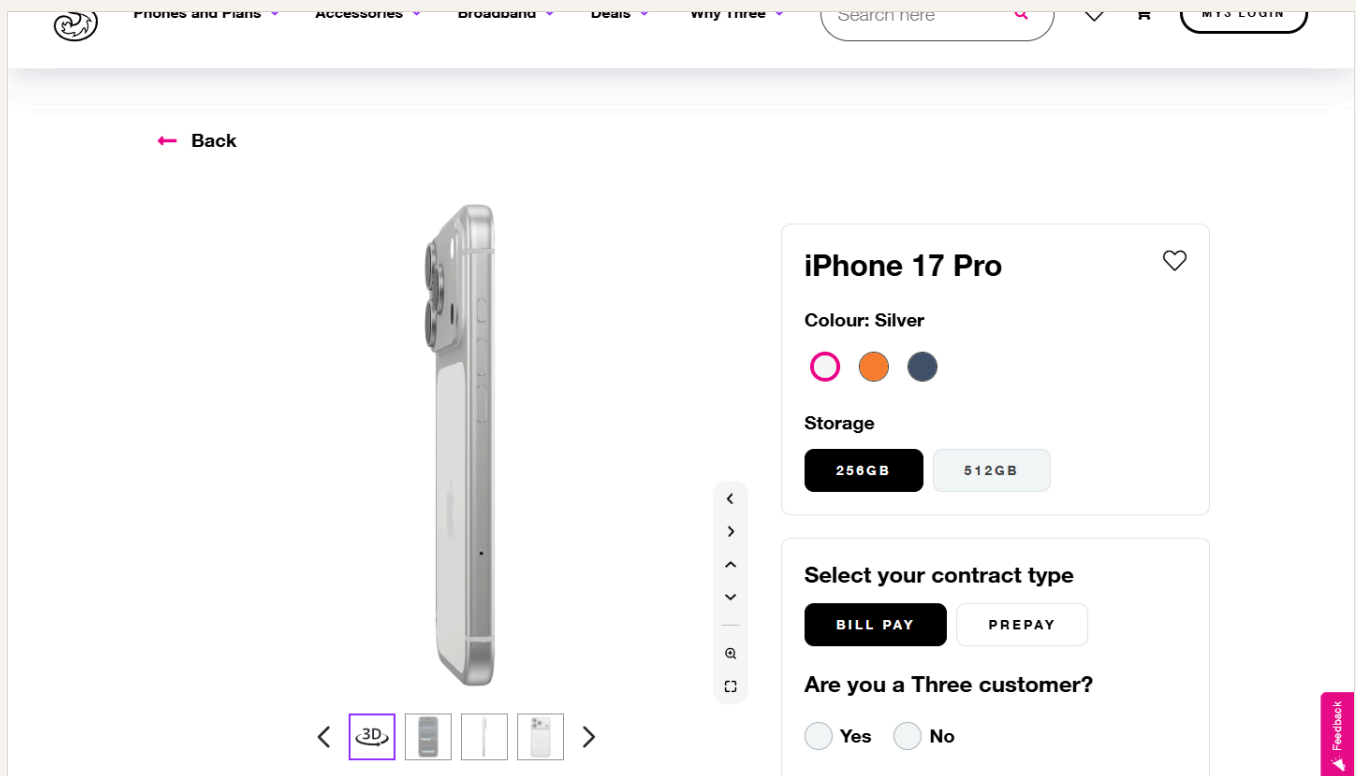
Recommendation: add two-phone 3D comparison

Keep Three's catalogue and checkout as they are. Add Binkies where a shopper is deciding between two phones.

When I compare phones, review videos help because they show both products from a similar angle and explain what specifications mean. The drawback is leaving the shop. This concept keeps that context inside Three.

WHAT I HEARD

- + Matched views make a physical difference visible in one glance.
- + Simple for shoppers who do not speak in specifications.
- + Little technical ownership for Three.



Current Three product page. The proposal adds a comparison entry point around this existing decision moment; Three still owns colour, storage, plan, price and checkout.

USE NOW

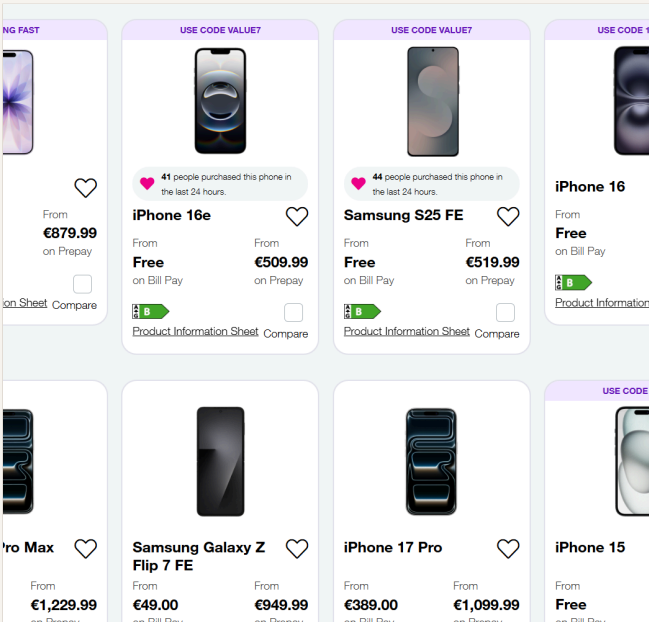
Binkies documents side-by-side 3D phone comparison, colour switching and links back to product pages.

VALIDATE FIRST

Matched named views - Front, Side and Camera - are a proposal, subject to a two-asset technical spike.

Enter, compare, continue

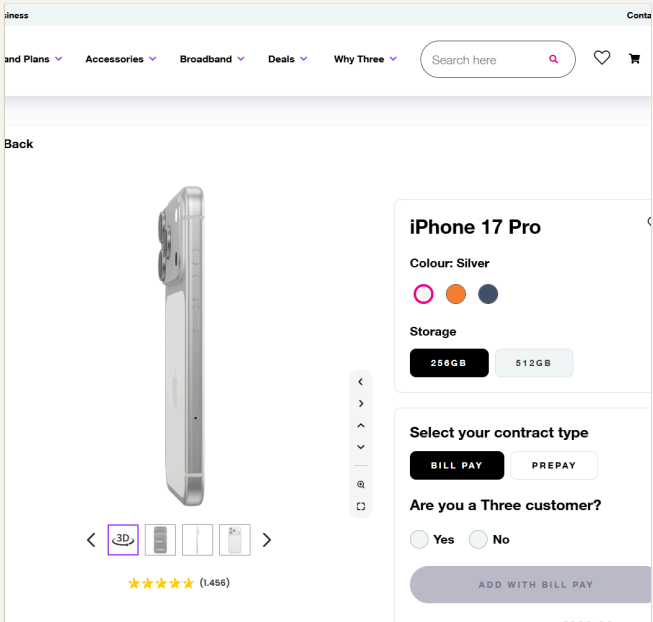
The comparison should begin from a phone the customer is already considering and return them to a real Three product page.



PROPOSED STATE: 2 SELECTED

Compare in 3D

Current Three listing. Compare checkboxes already exist, so the proposal can complement a familiar selection pattern instead of inventing a new one.



PROPOSED PDP ACTION

Compare this phone in 3D

Current Three product page. A shopper can open 3D comparison with the current phone preselected.

01 Select

Choose Compare on two listing cards, or open comparison from a product page with that phone already selected.

02 Inspect

See two interactive phones side by side. Switch the active pair without putting the whole shortlist on one canvas.

03 Continue

Choose a phone and return to its canonical Three product page. Offers, availability and checkout stay live on Three.

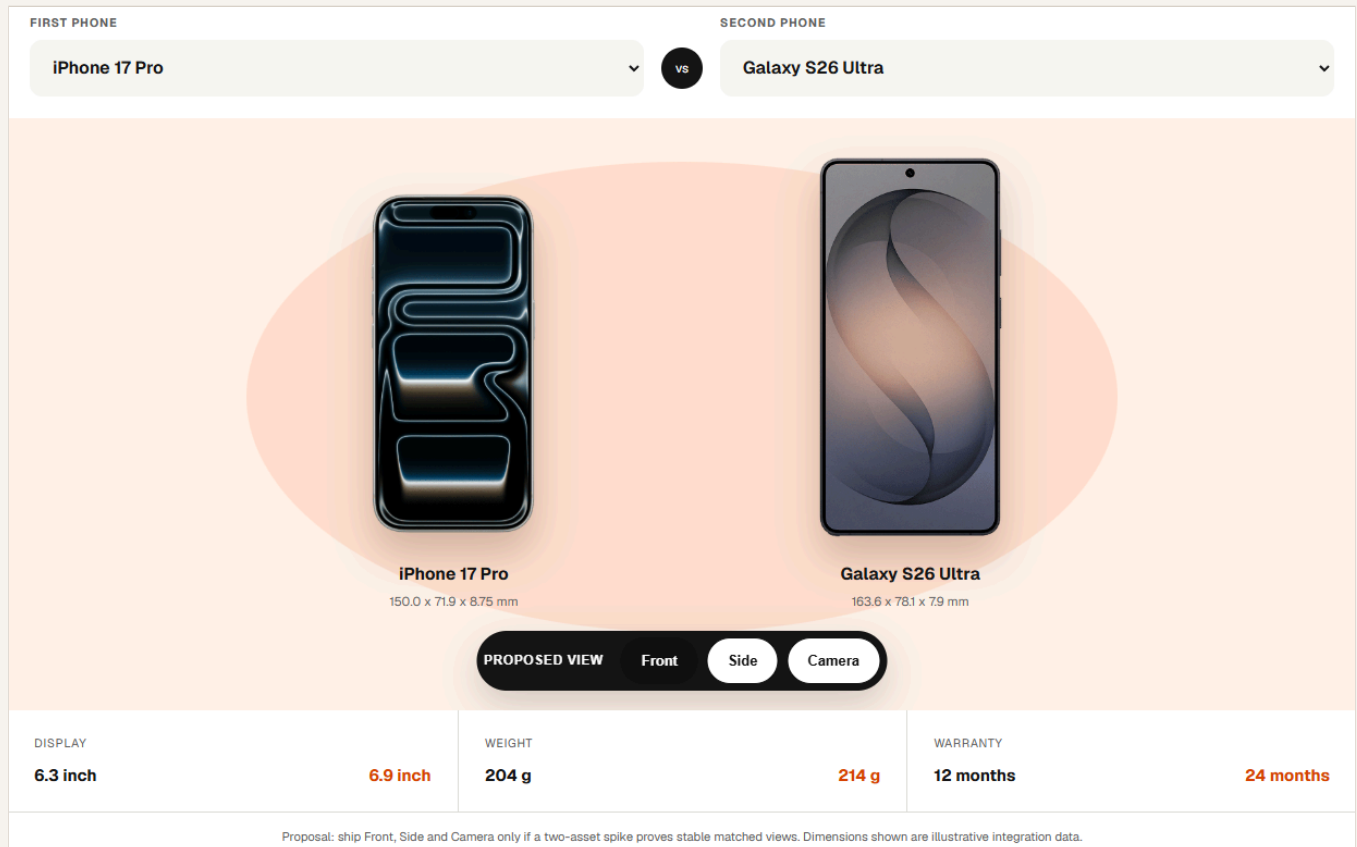
Why two at a time?

Four phones can remain in a shortlist, but the main view compares only the active pair. This keeps the physical difference legible on desktop and mobile.

DESIGN DECISION

Do not build a second product catalogue, plan selector or checkout inside the viewer. The 3D moment answers a visual question; Three completes the commercial journey.

Show both phones from the same point of view



Prototype: binkies.batuhanboran.com. Device dimensions shown in the prototype are illustrative integration data; production values must come from approved catalogue mapping.

01 Choose the active pair

Keep a shortlist of up to four phones, but compare two clearly. Device switching should not reset the customer's place.

02 Use matched named views

Front, Side and Camera are easier to explain than synchronized free rotation. Ship only after stable view control is confirmed with real assets.

03 Put differences first

Use simple sections: Size, Design and materials, Camera, Performance, and Three price or plan. Keep a Show all specifications route.

04 Return to Three

Choose this phone opens the correct Three product page. Product availability, configuration and offer copy remain Three's source of truth.

Content rule

Start with sourced facts. Add plain-language explanation only after Three approves the wording. Do not invent a winner, performance score or conversion promise.

One visual job, with a clear boundary

PROPOSED BINKIES RESPONSIBILITY

Compare in 3D

Viewer, approved 3D assets, device switching, rotation, colour variants, loading and error states.



PROPOSED THREE RESPONSIBILITY

Continue with this phone

Catalogue mapping, product page, availability, price, plan, consent, analytics and checkout.

WHY IT FITS

- + Matched views make physical differences easier to inspect.
- + Plain labels help customers who do not know technical terms.
- + The customer stays in Three's buying journey.
- + Three does not need to own another viewer or checkout.

JOINT ACCEPTANCE GATE

- + Real assets prove mapping and the proposed named views.
- + Visible controls and keyboard routes cover non-drag use.
- + Reduced motion stops automatic rotation and repeated gesture hints.
- + Mobile vertical intent scrolls the page; horizontal intent rotates.

Loading and failure are part of the concept

LOADING

Reserve the viewer stage and show two phone-shaped skeletons. Announce loading once without moving keyboard focus.

IF 3D FAILS

Keep the selected pair, Three product images, key factual differences and live commercial data. Offer Try 3D again and Continue with this phone.

Trade-off

This concept does not promise ghost overlays, direct physical scale matching, synchronized free rotation or preference voting. Each can be explored later, but none is required to make the first comparison useful.

Present the decision, then prove the risky part

45-SECOND EXPLANATION

Tom, I would keep Three's catalogue and checkout unchanged and add Binkies at two existing decision points: the phone listing and product page.

Shoppers compare two phones side by side, switch to matched named views if the spike validates them, read the factual differences and continue with the selected Three product.

I would prove the proposed view control with two real devices before expanding the catalogue.

SMALL PILOT

01 Two-asset spike

Verify device mapping, named views, keyboard access, mobile gesture handoff, loading and fallback.

02 Four-phone catalogue

After the spike, let Three choose a small pilot set. Keep only two phones active in the viewer.

03 Observe the decision

Can customers explain the main physical difference, complete the comparison and continue without worse load or error behaviour?

TRACK ONLY WHAT ANSWERS THE PILOT

compare_open / device_selected / first_3d_interaction / choose_product / viewer_error

These are proposed logical events, not a claim about the current Binkies API.

DO NOT CLAIM

No conversion uplift, no winner score, no guaranteed performance and no direct phone-to-phone scale accuracy until evidence exists.

References and prototype

Binkies3D UI/UX Concept brief
Binkies3D 2 Phone Comparison
Binkies3D Multiple Phone Comparison
Three phone catalogue
Live concept prototype

Research and screenshots checked 29 Aug 2026. The live pages are mutable; production decisions should be revalidated with Binkies and Three.