



# **Self-Service Mobile App for the U.S. Market**

## **A Stratospheric Snapshot**

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# The Promise of Mobility

The ubiquity of mobile devices is a paradigm shift in the how, when and where of modern commerce.

It has made on-the-go access to web sites, social media, applications, products and services the most rapidly growing segment of every forward-looking omnichannel business strategy today by offering:

- 24/7 availability of products and services
- Fast, cost-effective communications
- Increased brand loyalty
- Enhanced self-service opportunities
- Quick and easy transactions
- Unparalleled ROI

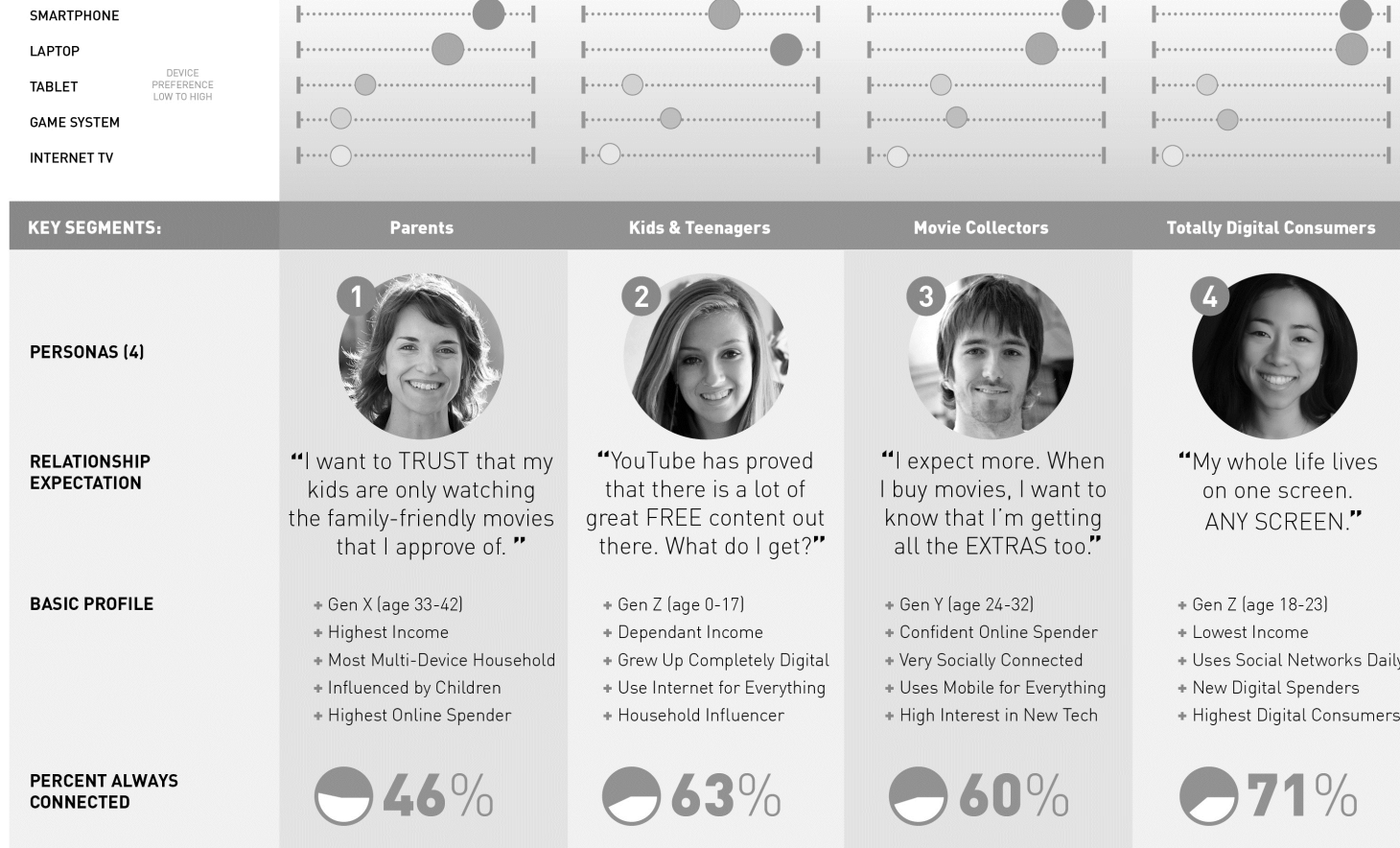
# Customer Self-Service

The very core of the positive mobile experience is the self-service application.

This proposal shows how an intuitive, simple-to-use interface can provide a wide range of services without the intervention of costly customer service personnel or infrastructure, by allowing the user to:

- View and edit account and plan settings
- See allowance and running consumption details
- Shop for and buy products and services
- Consume personalized promos and campaigns
- Get support and troubleshooting assistance
- Top up prepaid balances

# Customer Personas

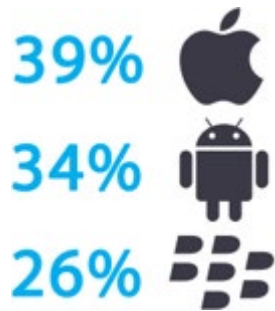


# The Shopper Mom



46%

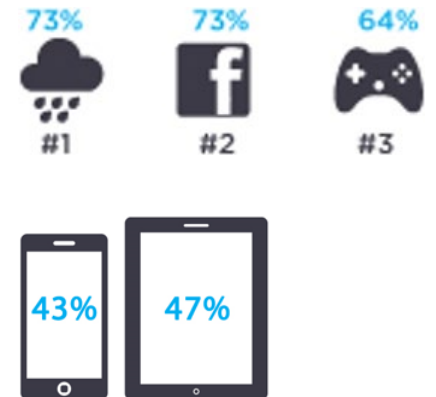
Always Connected



## Generation X

**Linda** is a full-time social worker. She's **34** years old and married with two kids. She's one of **40 million moms**, of whom:

- 78% are mobile users
- 16 million use phones only
- 5 million use tablets only
- 19 million use both
- 40% say online impacts in-store purchases
- Has the highest income
- Purchases online the most
- Typical subscription is post-paid





# The Digital Teen



67%

Always Connected

35%



45%



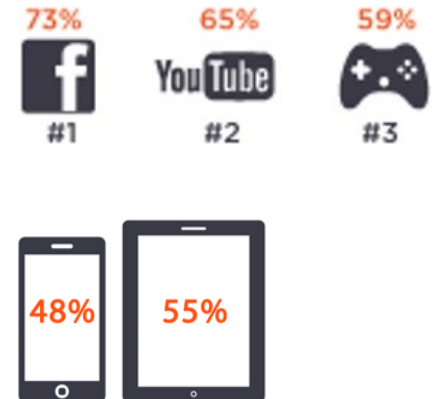
18%



## Generation Z

**Abigail** is a high school freshman. She's a **15-year-old**, who likes fashion and Pokémon. She's one of **47 million teens**, of whom:

- 85% are mobile users
- 23 million use phones only
- 3 million use tablets only
- 21 million use both
- 48% say online impacts in-store purchases
- Grew up completely digital
- Uses the internet for everything
- Typical subscription is pre-paid



# Competitor Analysis

[Google Play](#) is a goldmine for comparing telecom carriers' offerings, since the major players in the mobile space readily provide screenshots of their apps. As a starting point, it makes sense to take stock of and synthesize the best ideas, then expand on them in new and better ways.

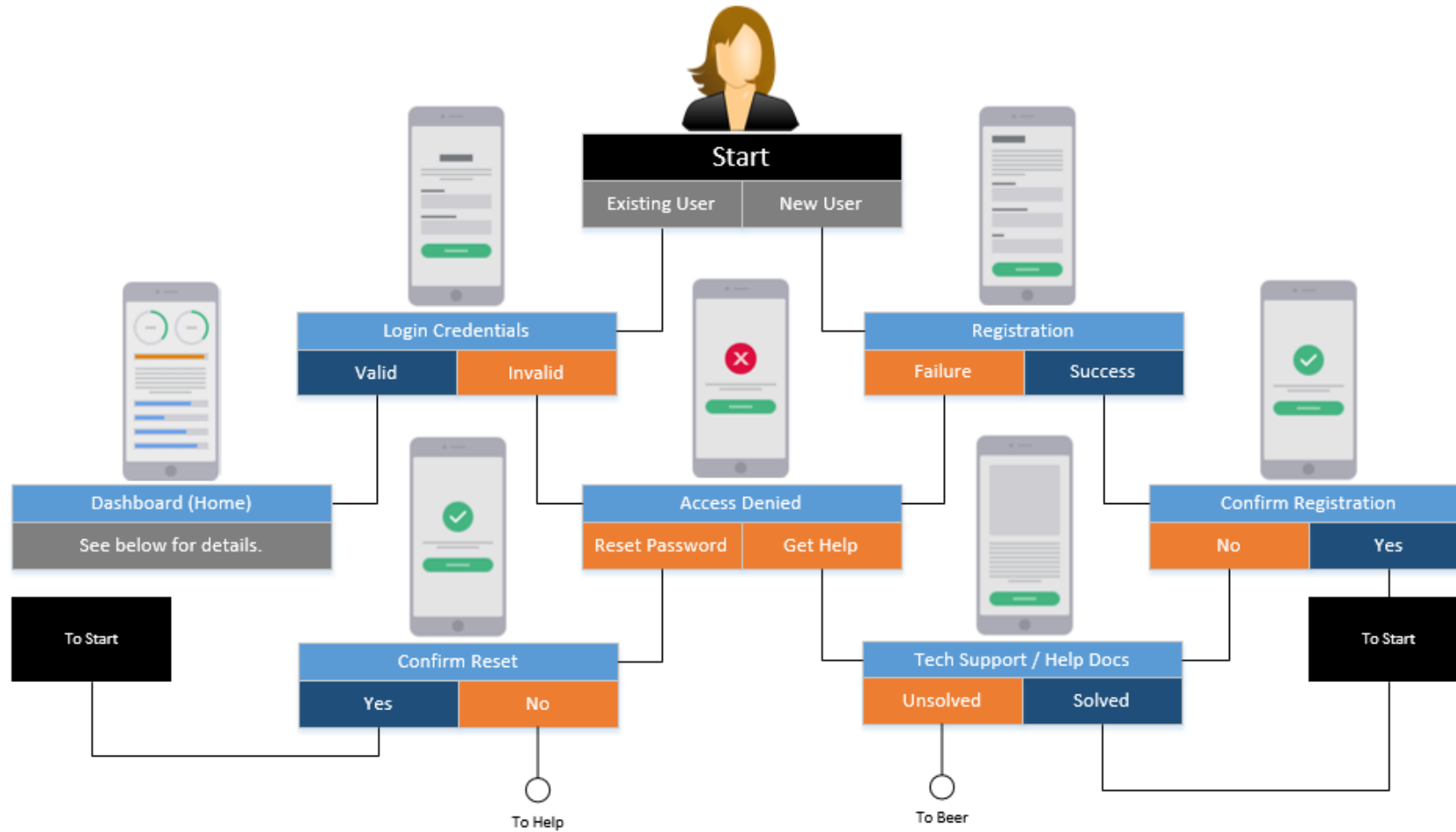
There's no sense in reinventing the wheel from scratch.

The personas derive from two Canadian studies (2013 and 2014) by [mobilepersonas.com](#) that surveyed 5,544 smartphone-owners and 3,260 tablet-owners. See [Image 1](#) and [Image 2](#). Though slightly dated, this data shows overall trends very much still relevant today.

Additional persona data comes from [Behance](#). Insights into navigation structure are derived of common patterns that emerge from competitor apps.

There are differences, of course, but most seem to have these or some version of these: Dashboard, Billing and Payments, Plans and Usage, Preferences and Settings, Devices and Help or Support.

# Login User Flow



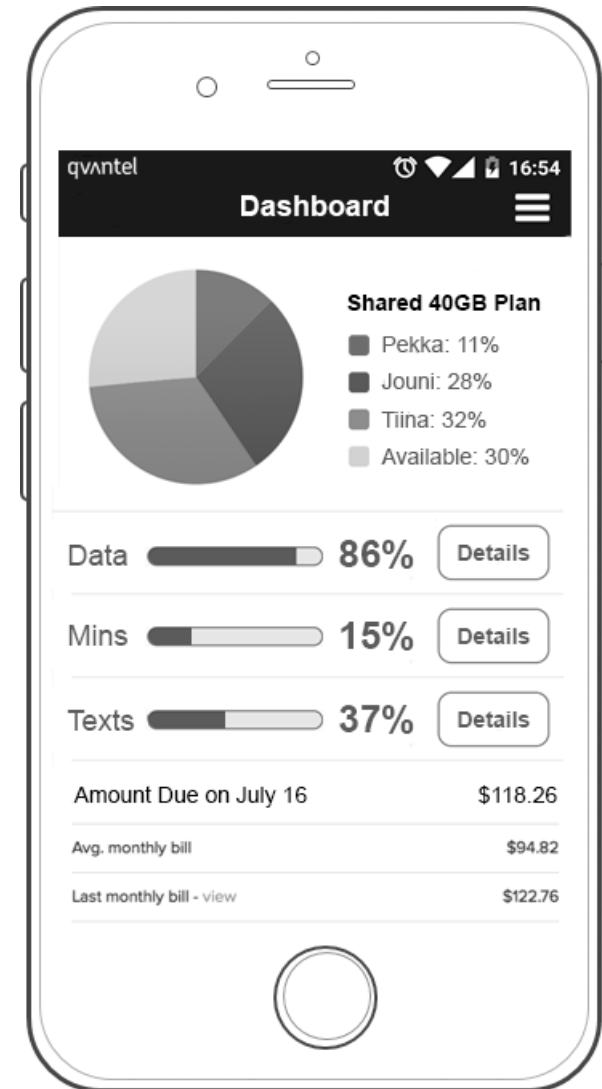


# Home Page

The landing page consists of a dashboard that shows essential usage and billing data with easy vectors into more detailed information.

The hamburger menu offers access to the five main sections:

- Billing and Payments
- Plans and Usage
- Preferences and Settings
- Devices
- Help and Support



# Top Level Navigation

