



SunRISE

Group 4

HCD Project





Executive Summary

Situation

To select a mobile plan and upgrade a device.

Key Insights

Obtained from the user interviews present Pain Points and Opportunities for us.

The **question** we have is, HMW make S [REDACTED] online app services more personalised and easy to use for non-tech customers so that we can create a more desirable customer experience?

Impact

Increased customer satisfaction of app through surveys

Increased app downloads and engagement within it
Increased online/ in-app purchases

What we heard from the users



Dislikes getting a bill shock

"Why didn't I get a notification when the data usage has almost hit the quota?! I shouldn't have switched from [redacted] to [redacted]." - Collin

Felt lacking in knowledge in choosing plans and device

"I trust my son's judgement to decide on the phone model. I don't need prior research, only bring my son along :)"
- Murphy

Felt unaware of how to purchase plans and devices online

"I didn't know that I could buy a phone and sign the plan online, and get the phone delivered to my home." - Murphy

Payment process is slow, waiting time is long

"In the store, I spent over half an hour at the payment counter just to finalise the payment for my plan and device. That's very time-consuming for me." - Lina

How might we...

**Make S██████████ online app services
more personalised and easy to use**

HMW (intended action)

for (who)..**non tech savvy customers**.....

we can create a more
so that (outcomes)..**desirable customer experience**.....

My S [REDACTED] Pal

Always here for you. Anytime, Anywhere.

Revamped S [REDACTED] App

With enhanced features and AI capabilities, it's never been easier for customers to manage their services - anytime, anywhere.

- SMS notifications
- In-app tutorial video
- In-app exclusive discounts
- Automated pop-ups on app landing page
- Personalised suggestions for phones & plans
- Sindy, the friendly AI chatbot, gives customised recommendations & more
- Added mobile app payment methods



Educate & Inform

Personalise & Recommend

Value for money

Fast & convenient

Uncle Murphy



- 55 year old, Male, Indian
- Singaporean
- Manager in a shipping company
- Married with 2 children
- Existing S [redacted] customer
- Non tech savvy

Goals & Tasks

- Communicate with colleagues and family
- Check work emails
- Take notes
- Browse the web
- Watch Youtube videos



Needs

Trusted advice to make an informed decision on which plan and phone to select

Mobile phone

- Reputable brand, e.g. Samsung
- Android
- Pocket size friendly

Mobile Plan

- Suits data usage needs
- Value for money



Current Situation & Wants

- Shocked at **excess data charges**
- Mobile contract expiring
- Wants to renew plan and get a new phone
- Usually visits physical Starhub store & brings son along for advice



I'm looking for a mobile plan and smartphone that suits my needs best!

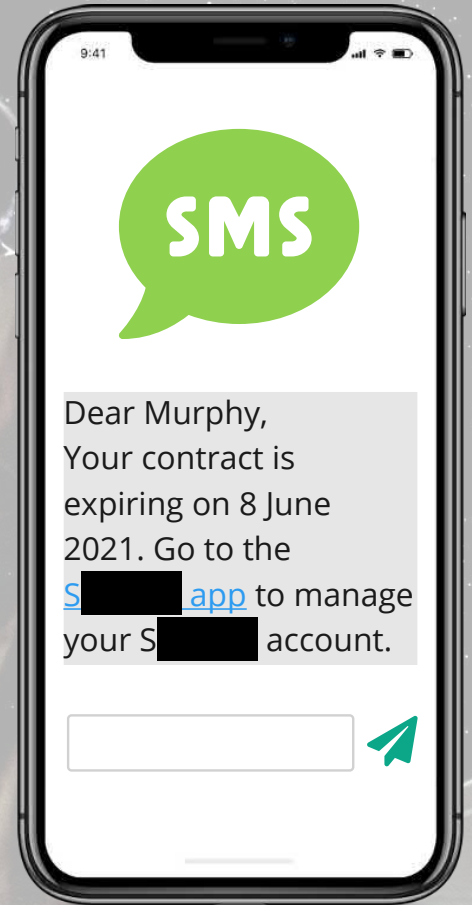
But there are so many plans and phones, I **don't know which plan or phone** is right for me.

There are also long queues and waiting time at the S [redacted] store which is so **time consuming**.

Initiate engagement through push notifications

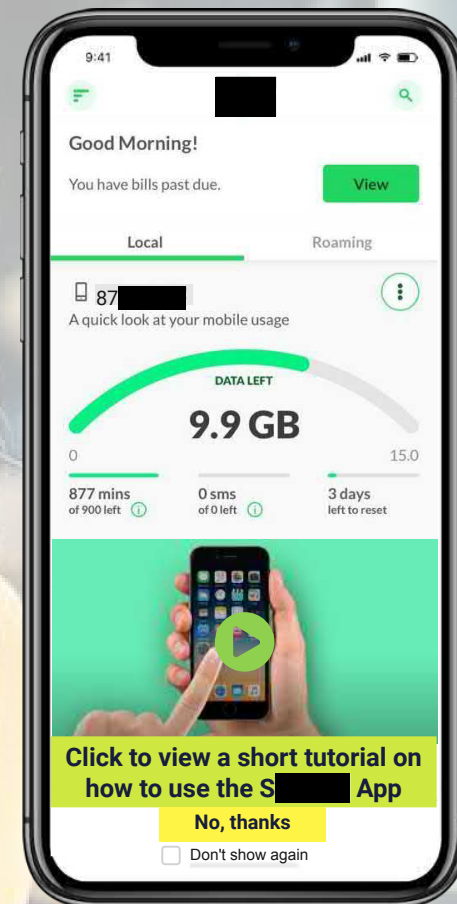
In a galaxy far away, Murphy Skywalker senses his mobile plan is expiring soon but feels the friction in taking action.

He receives push notification - SMS or from [REDACTED] App - on incoming contract expiry



Demo most desirable App features with video

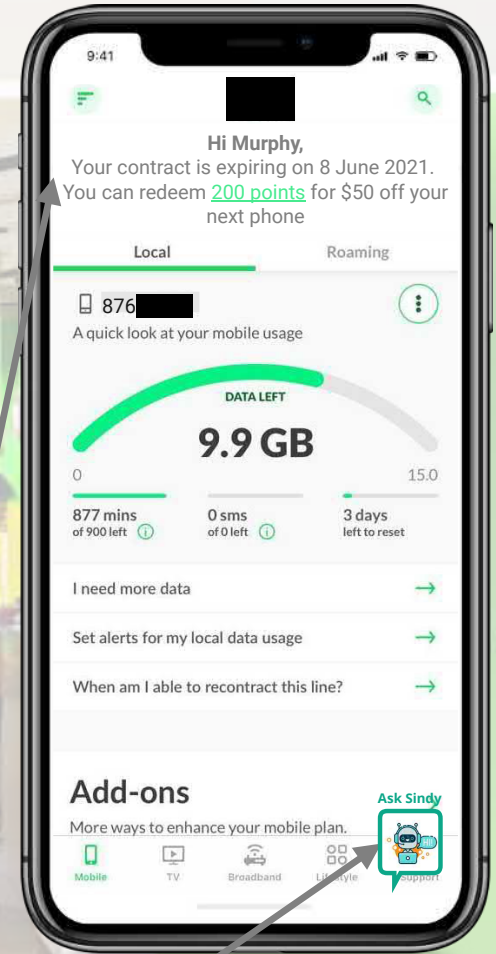
He lands on the [REDACTED] S[REDACTED] app and immediately sees a short demo video on potential features he can use e.g. **data usage alert feature**



Engage users into purchase journey with reminders and rewards

The in-app notification reminds Murphy on his contract expiry date and redeemable points and suggested action.

When the customer's contract is nearing expiry date, the personalised notification message engages the user with options.



On landing page, the chatbot Sindy appears as a mini-popup on the bottom navigation bar

Recommends devices/plans based on profile

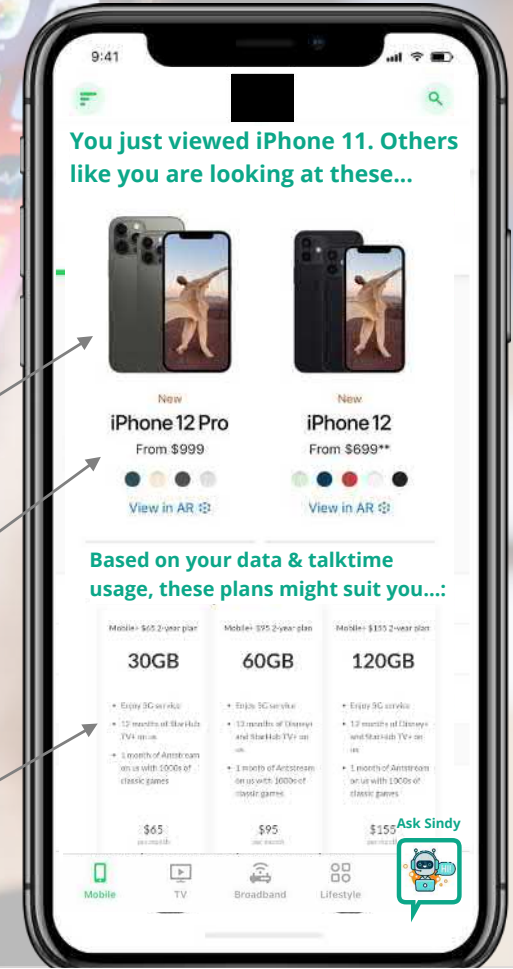
Murphy then sees devices and plans recommendations based on his own usage patterns and "others like you"...



Suggested Phone models listing

Exclusive in-app / online discounts for phones

Recommended plans

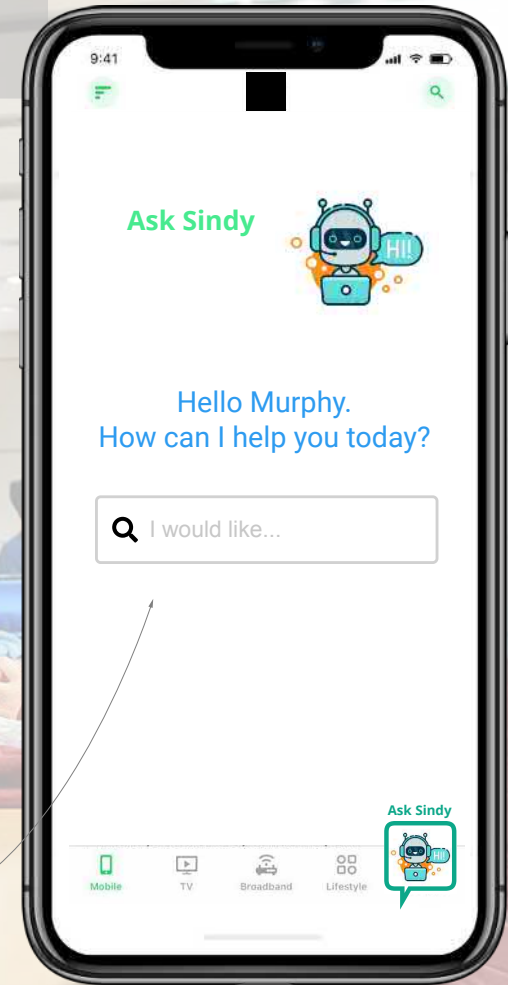


Builds sticky relationship with S [REDACTED] "Sindy"

Murphy chats with "Sindy" to find answers to his queries and anything else under the S [REDACTED] universe and S [REDACTED] galaxy



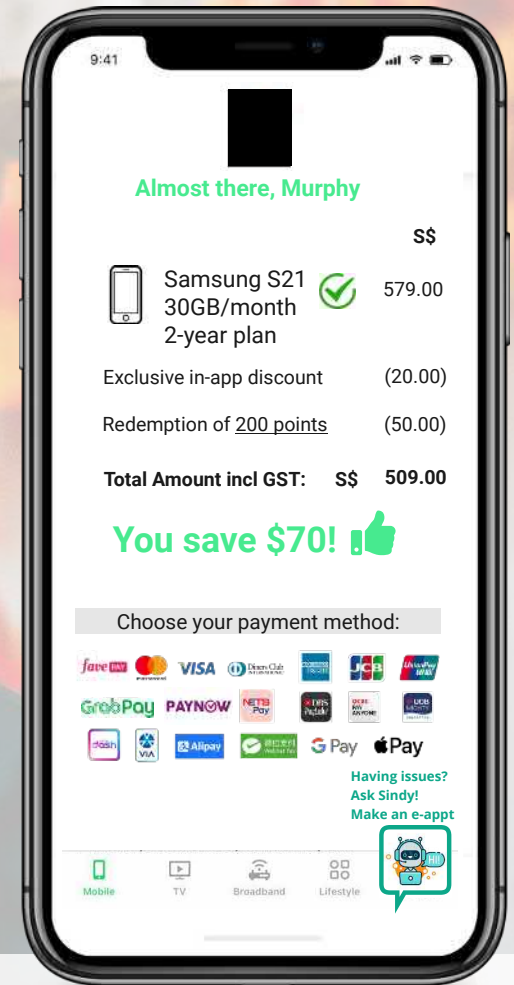
User inputs question relating to recommendations for mobile plans. Chatbot will ask user for data usage and provide best choices



Rewards in-app purchases with savings feedback, delightful rewards

Murphy selects his desired device and plan, tallies his rewards redemption before checking out at the in-app payment gateway.

His faith and loyalty in S [REDACTED] is rewarded with clearly indicated cash savings.



Seamless check out by adding mobile app payment options (e.g. paylah, paynow, gpay, applepay).
Remove need to enter card details

How might we make the S [redacted] online App services more personalised and easy to use for non tech savvy customers so that we can create a more desirable customer experience?

Key stakeholders

- Non Tech savvy customers
- All other S [redacted] customers in general

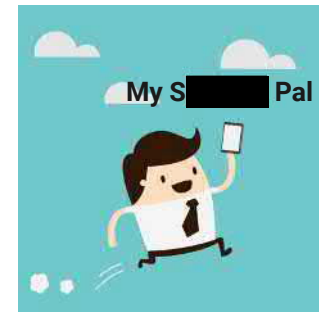


Solution: My S [redacted] Pal

- SMS notifications
- In-app tutorial video
- Automated pop-ups on app landing page
- Personalised suggestions for phones & plans
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Why it might fail?

- Data infrastructure may not be robust
- Cost of implementing AI solutions
- Complexity of gathering & managing customer data
- Some may not be receptive to the changes



What we can prototype and test now

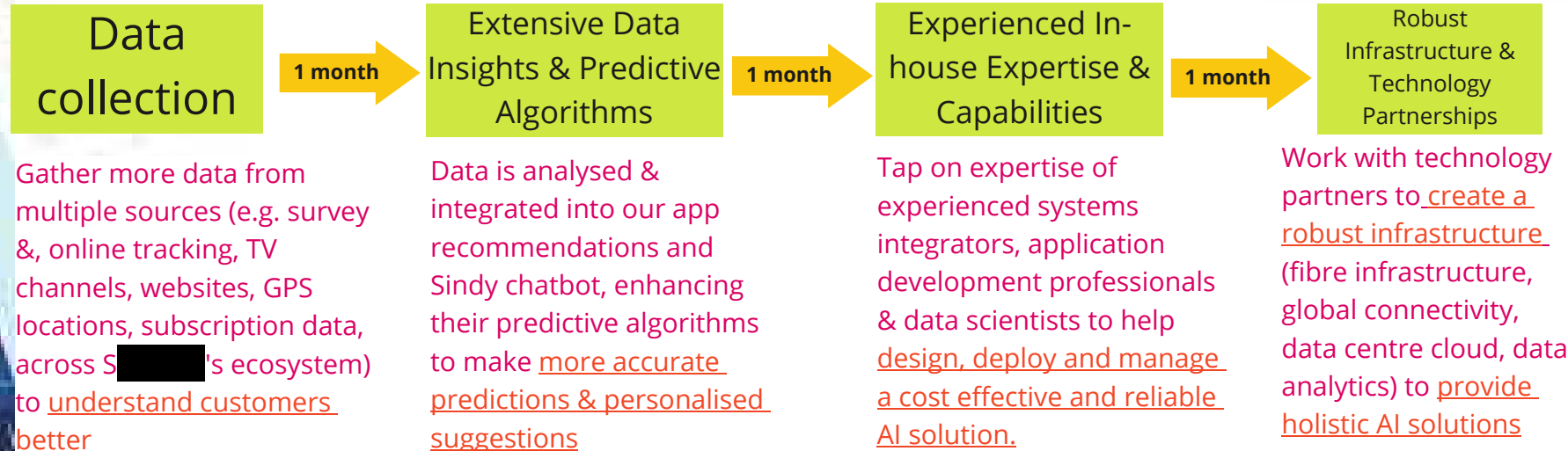
- Create & roll out S█████ Pal app tutorial video
- Increase payment modes
- Develop & train Cindy on 2 parameters (mobile phones and plans) using existing customer data

How do we know its effective?

- Good customer ratings (via customer surveys) for the improved App
- Increase in in-app purchases
- Increase in number of app downloads
- Higher engagement in App - clicks, time spent



How we can deliver to the world





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Q&A