

User Story

Background:

Today, Telecommunication companies are facing stiff competition in every service they provide from other players, be it in broadband department, or cellular, television network, landlines telephones etc. There is a price war going on in the telecommunication circles. If the Telecom company decrease the price then they incur loss or if they keep that current price or even increase it, the number of service users will drop and the again decrease in the revenue.

So they have to come up with a plan there by which they increase the revenue of the company as well as loyalty of their service users at the same time.

This is where a sales analyst of the Telecom comes in to play. They will analyse the usage pattern of a particular user and decide based on the data provided to him that if that user is entitled for the either discounts or price hike or continue with current plan details.

This method will ensure that the company will get the revenue that they deserve and also the customer is satisfied with the service received for the money they pay.

The scenario, purpose and focus of this App are summarized as follows:

Segmentation:

This Telecom connection Analysis application focuses on the telecommunication industry and can be used by sales analyst of the telecommunication company .

Targeting:

This App focuses on the Telecom analyst and his need to analyse the usage statistics of the clients of that company and provide him with personalised service for his client.

Positioning:

The Application is designed using the Master-Detail format and following the recommended Fiori Application design guidelines. It caters the need of Telecommunication Sales Analyst to have a personalized Application by displaying:

Detailed information of the Telecom user/client and the services availed by him from that company like broadband, cellular, Landlines telephone, digital TV etc. with its connection status like active/inactive/disconnected.

Each service can be further analysed by accessing the detailed billings from last few months, their payment statuses and other related information.

User Experience Journey of Alastair Cook.

Current User Experience Journey

Duration of the Journey: 15 Min

Mindset

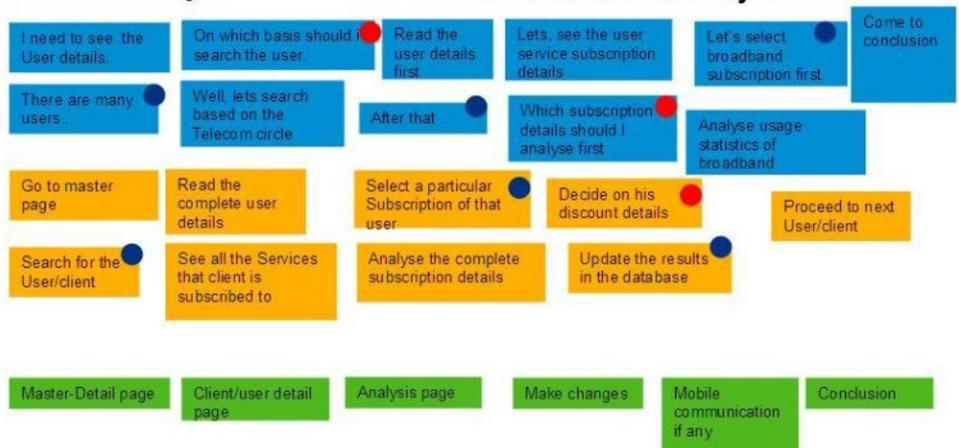
What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?

Touch points

What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)



Point of View(POV)

User: Alastair cook, the Telecom Sales analyst.

Need: He wants to get quick usage statistics of the Telecom User/client for a particular Service provided by the Telecom operator.

Insight: He wants to focus more on achieving his major goals.

Point of View(POV):

Alastair cook, the Telecom Sales analyst. wants to get quick usage statistics of the Telecom User/client for a particular Service provided by the Telecom operator, so *that* he can focus on increasing sales targets

Mock App Prototype:

The Mock App prototype has been designed using Splash and Build tools and has been published.

Link to open Sap Mock App(Telecom Sales Analysis App):

https://standard.experiencesplash.com:443/api/projects/39189437720ed9ac0ba96ae9/prototype/snapshot/latest/index.html#/1457952836195_S0

Develop challenge link:

Click this link to run my developed Telecom analyst App.

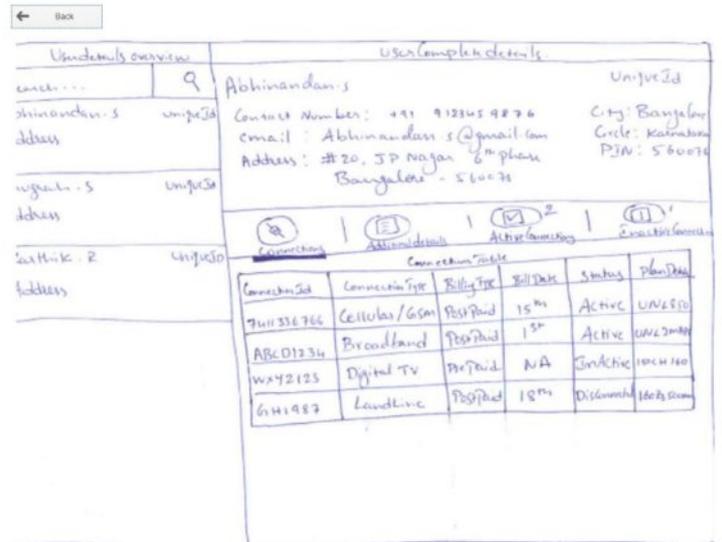
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Mock Application Screenshots:

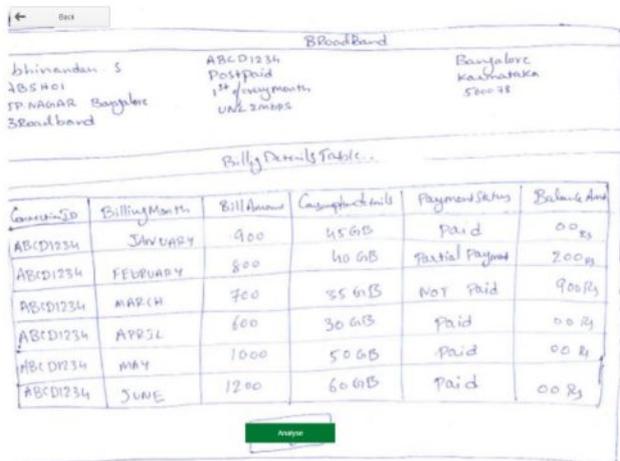
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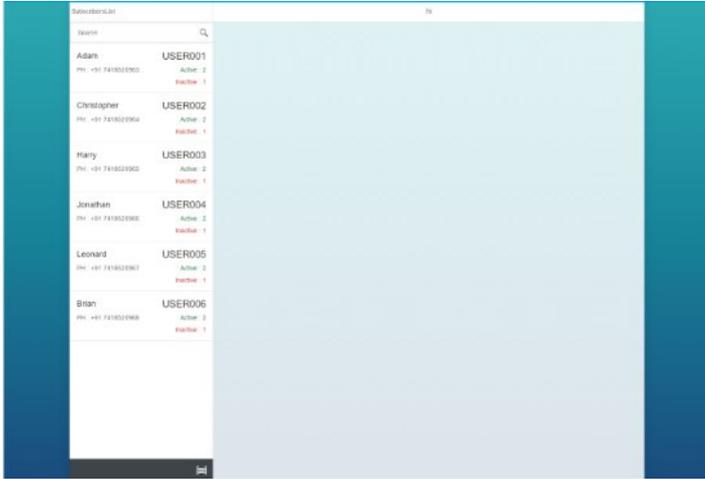


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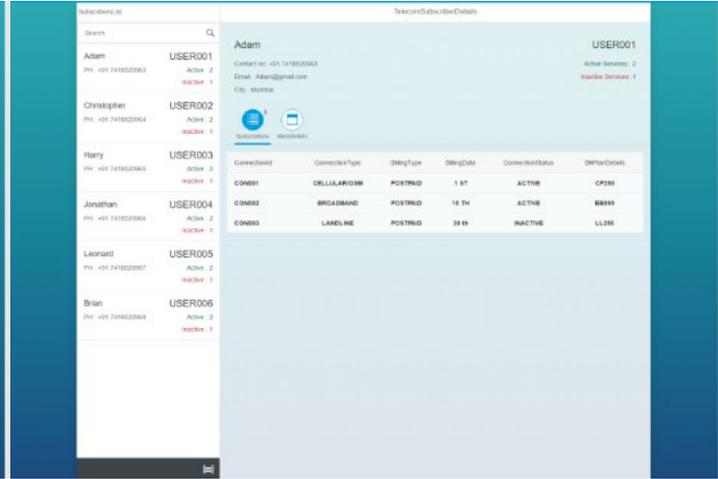


Develop Challenge Screenshots:

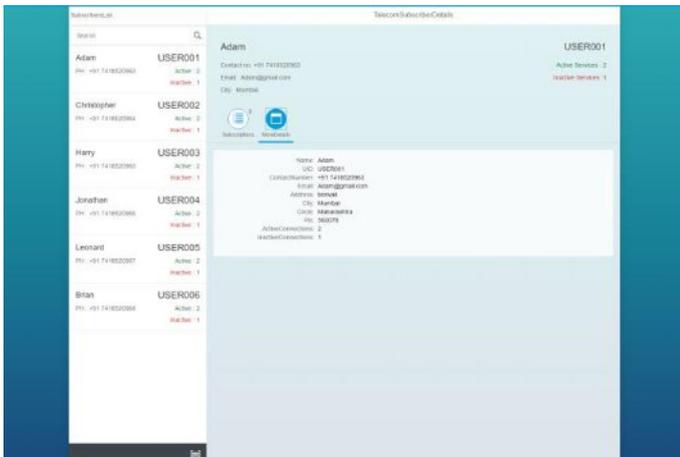
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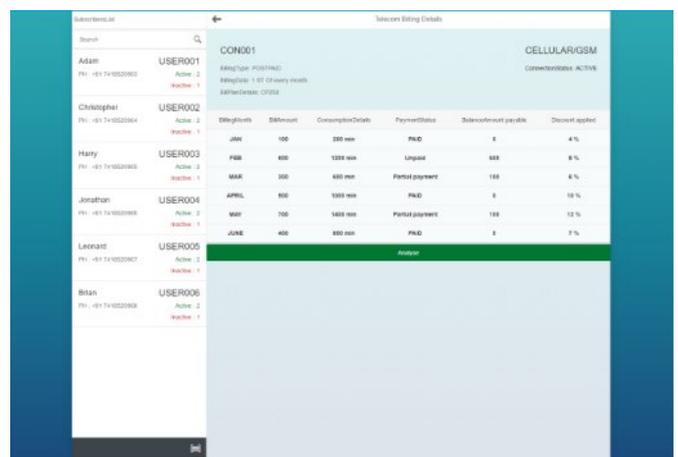
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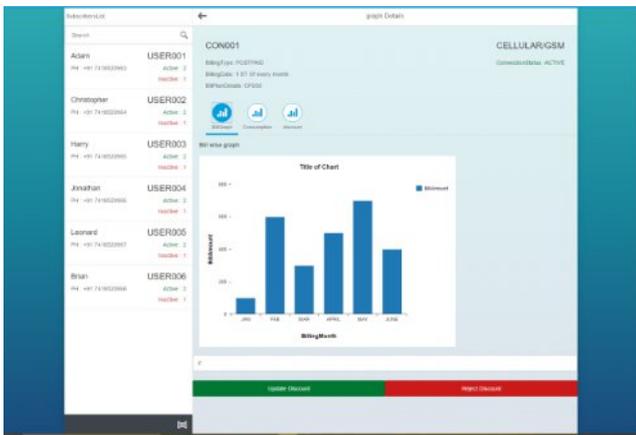
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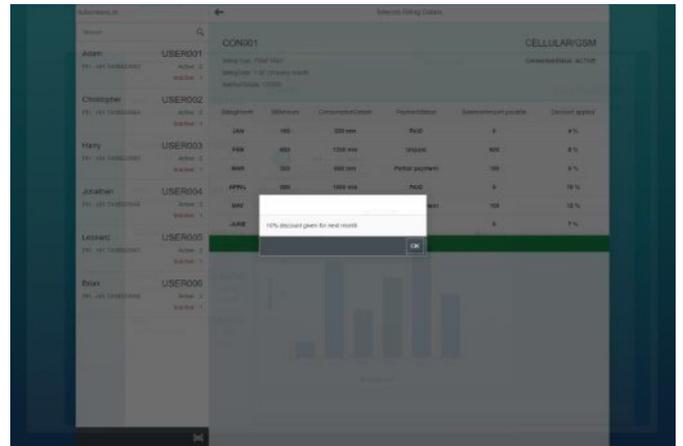
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