

PREPAID - END TO END DISCOVERY DOCUMENT

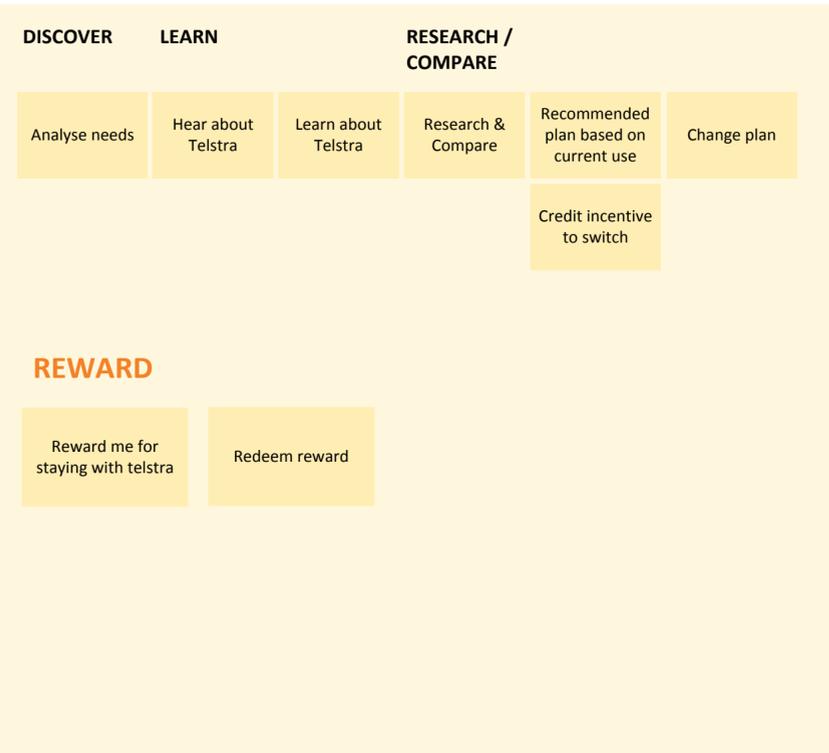
USER JOURNEY
SITE REVIEW
ONLINE AND STORE CHANNELS

Draft version 5.0
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PRE-PAID USER JOURNEYS
Author: Linh Mcdermott
Date of last change: 1st Feb 2012
Version: 5.1

PREPAID - IDEAL USER JOURNEY

EXPLORE & LEARN



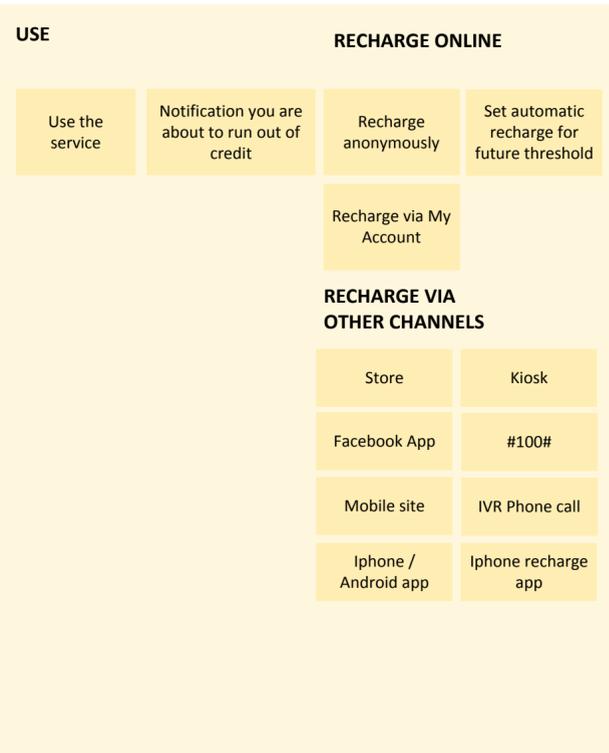
MOVE/CHANGE/RENEW

BUY



CONNECT

USE



RECHARGE

HELP



TERMINATE



PREPAID CHANNELS

- Telstra.com Website
- Mobile iPhone or Android app
- Telstra stores
- Telstra.com Mobile

RECHARGE ONLY

- Kiosk
- Facebook
- Dial #100#
- Call 128887

PAIN POINTS

Loyal customers are not rewarded or recognised for their loyalty based on time with Telstra

It is not apparent where prepaid offers are on the get prepaid started page of the T.com website

The packaging and brochure materials do not give users a clear URL for activation. When users arrive at the prepaid URL, there lacks a clear call to action.

Information on switching from another service provider information is not clear on the prepaid getting started pages.

The activation, recharge and my account set up are three separate processes.

Customers are unable to try the device to before they buy it.

Customers are provided with incentives to stay with Telstra (not switch)

PREPAID - ONLINE USER JOURNEY

EXPLORE & LEARN

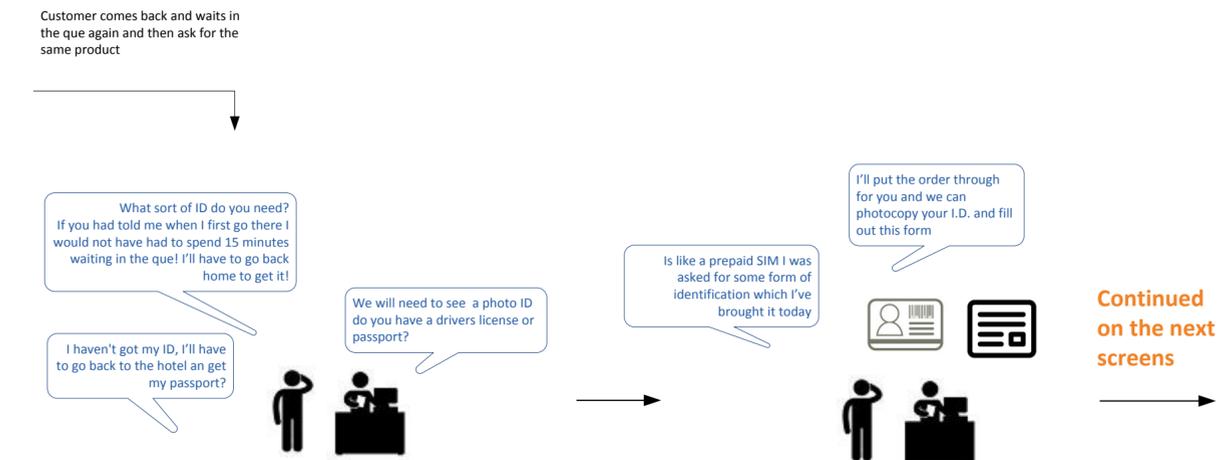
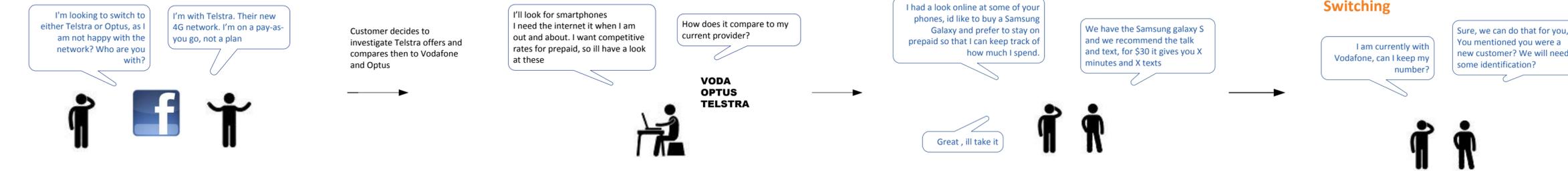
Traveller user journey – SIM only

Customer needs a mobile service he can keep in touch with relatives while in Australia. I will review phones online. He asks his relative where he can get one.



Switcher user journey – Sim & phone

Customer needs a new phone because he lost his old one. He was on Pre-Paid and would like to replace it. He begins by asking friends on facebook for their advice.



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Continued on the next screens

Customer behaviours

Switcher and the price sensitive

Friends Fun and Fashion (FFF) user segments and price sensitive segments tended to research prepaid offers between service providers before switching

Traveller user journey

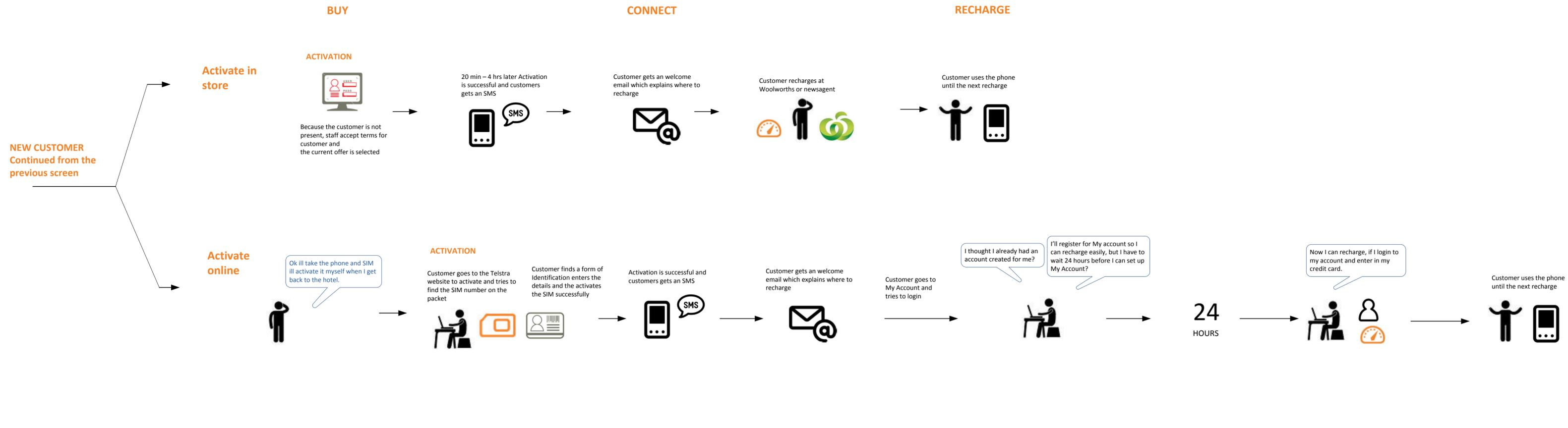
Friends Fun and Fashion (FFF) user segments and price sensitive segments tended to research prepaid offers between service providers before switching

Travellers and SIMS that are bought on behalf of parents or children for temporary use tended to

Safe & respected user journey

Safe and Respected (S & R) tended to use their pre-paid for emergencies only and tend to recharge infrequently. They would have a tendency to recharge in a Newsagent, not online

PREPAID - Web to store user journey – new customers



PAIN POINTS

Most users would prefer to recharge at a store even though most know they can do it online.

Customers are not encouraged by store staff to go online to self service or shown the pages

Customers are not present to sign the activation agreement forms

Because customers don't register themselves, they don't know what number the account was registered in, and may not be able to create a My Account

If staff cant find an existing customer, then they create a new customer identity.

Both existing and new customers have to provide photo identification when they purchase an item

The website often does not meet customers needs, hence kiosk was created

Customers trying to recharge on the 31st day of the month to get rollover credit may have trouble due to

Customers are unable to register for my account until 24 hours after activation

Because customers don't register themselves, they are often not aware they can login to Telstra via My Account

Sometimes there is a delay in processing the orders (until the end of the day, so some users are unable to use their service within 4 hours)

Staff have identified that there are \$2 faulty SIM and take down customers details and take contact details in case

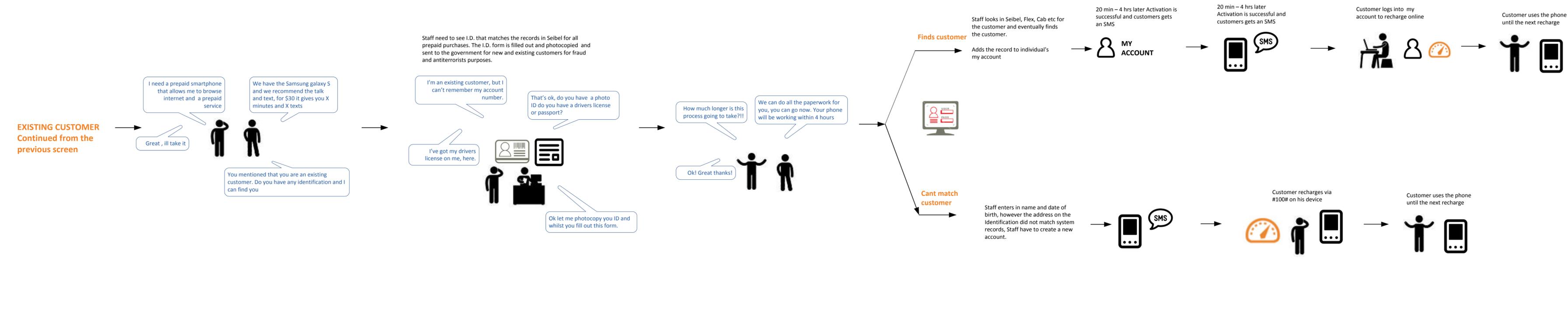
PREPAID - Web to store user journey - existing customers

EXPLORE & LEARN

BUY

CONNECT

RECHARGE



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PAIN POINTS

Store staff will recharge on the kiosk for the customer rather than guiding them to do it themselves

The purpose of the kiosk/in-store terminals are not clear, these should be sign posted if they are for customer use

Often staff will complete the application when the user has left the store. If they cant match the customer exactly, then they will create a new account

Because stores have had difficulty in the past with customers and travellers not being able to recharge online, they have discouraged people from going online to recharge

Staff do not have time to walk customers though the website, Hence the need for digital ambassadors.

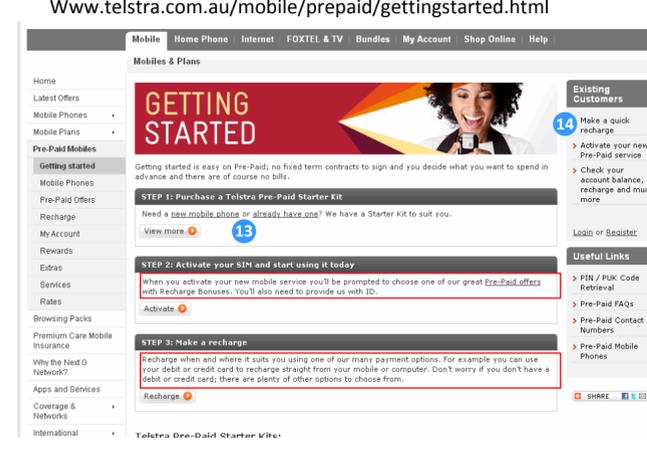
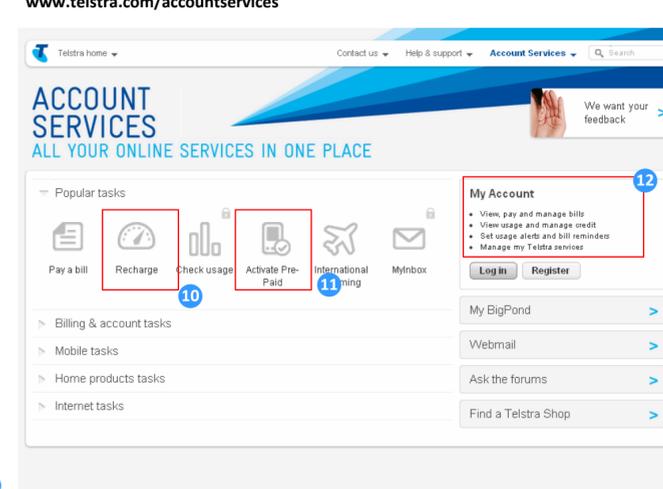
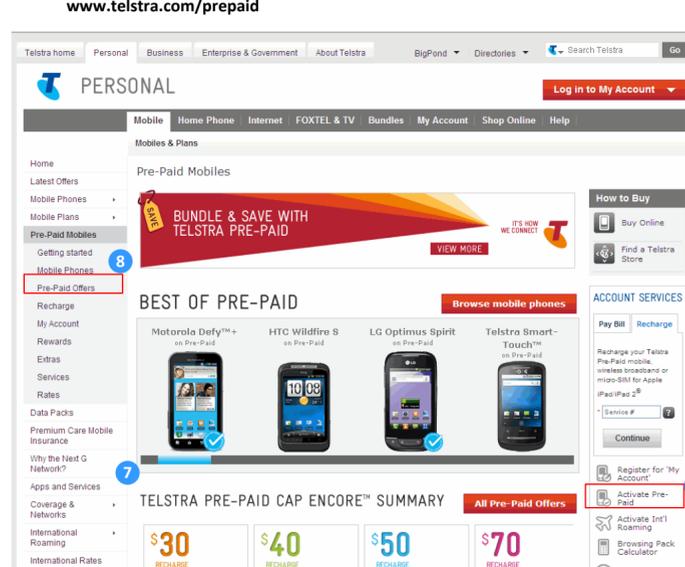
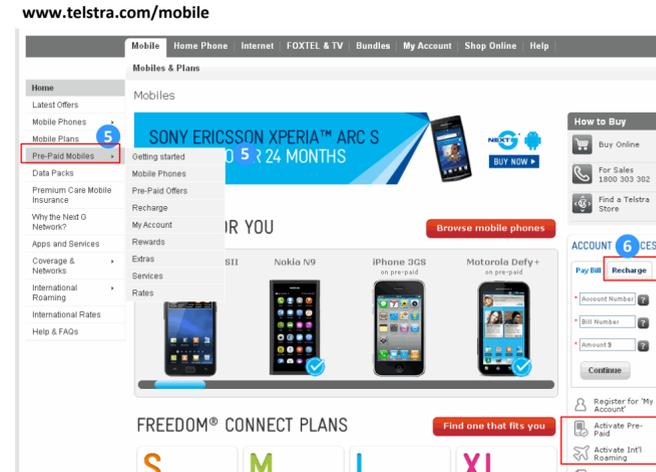
There are several paths that users can make to find recharging pages. However, most of these are difficult to locate if users navigate from the Telstra homepage

New Telstra customers do not understand what "offers" are, therefore are not immediately drawn to the "Pre-Paid offers" item in the navigation

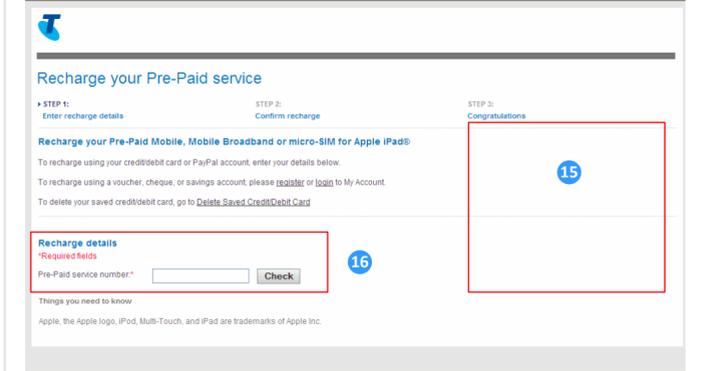
T.com website pages are not printer friendly for both customers as well as staff printing product information or help information

Staff are often on the terminals, and it is not clear the terminals are for customer sue (currently it is not)

PREPAID - online user journey – screen by screen



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Telstra homepage

There are several ways in which the user can access the prepaid section from the homepage either the account services or my prepaid mobile links to recharge.

- By navigating from the mobile icon on the telstra.com homepage (most popular route) This is the most likely journey for new customers
- Returning customers access the section through the account services link
- Returning customers access the section My Prepaid mobile link
- Existing customers may login to view their prepaid services in My Account/ MPPO. Users can change their offer in My Account, although presently this is difficult to locate.

Mobile homepage

The mobile homepage is geared towards plans and mobile & focuses on new customers rather than prepaid or returning customers.

- It is not clear on the mobile page where they would look to find prepaid information, part from the "prepaid mobile" link. The navigation title may be confusing or misleading to user who are not looking for a mobile phone
- Recommendations:**
- Change the link from Pre-Paid mobile to Pre-Paid or add another link in for Pre-Paid information
 - Make it clear there are three distinct areas for each stage of the user's journey:
 - Prepaid research information
 - Customers who are new and returning customers who need help
 - Clearly divide the page into three main areas, prepaid / SIM only, mobile phones and account services
 - Make it clear where users would find out more information about checking their usage (include this as a icon in the right hand column)

- According to most eye tracking research, the bottom right hand bar is the area users tend to miss. Users might easily overlook these icons unless they were scanning for key words

- Recommendations:**
- Remove the recharge field and panel so that the icons are above the page fold.
 - Make the icons larger and more prominent
 - Move the icon copy from next to the icon to underneath the icon

Pre-Paid Mobile homepage

The mobile homepage is geared towards prepaid mobile, and not new users coming to research Pre-Paid plans/offers and recharge values.

- Only one hero offer is presented on this page. It is unclear that there are 5 offers available, each with their own recharge credits and values
- New customers who may not be aware of Telstra terminology might mistaken Pre-Paid Offers to mean "specials"
- The account services icons are hidden on the right hand bottom corner. Existing customers find the recharge and activate icons difficult to find.

- Recommendations:**
- Same recommendations as per mobile page

Account services page

The icons are at the top of the page in the most popular section. Users will be able to locate these easily once they have navigated to this page

- This recharge icon takes users to a recharge page, where they can recharge without storing credit card details or the need for registration My Account. However, it does not tell users the other ways in which they can recharge.
- Bullet pints do not indicate that users can recharge in My Account

Getting started page

There is too much copy on the page, this needs to be reduced to three clear main steps at the top of the page

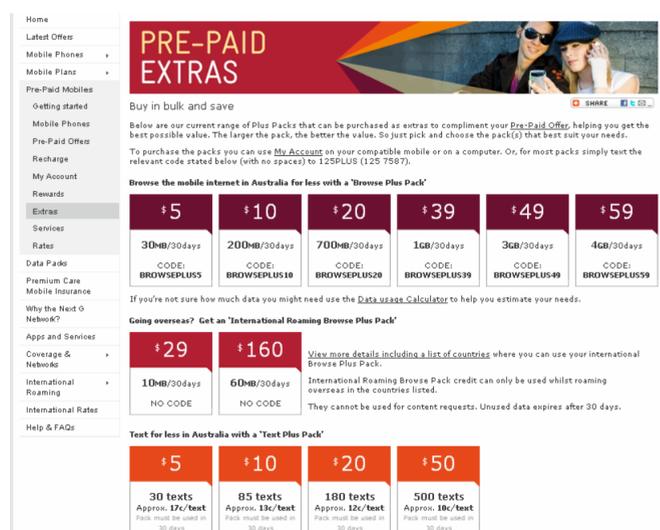
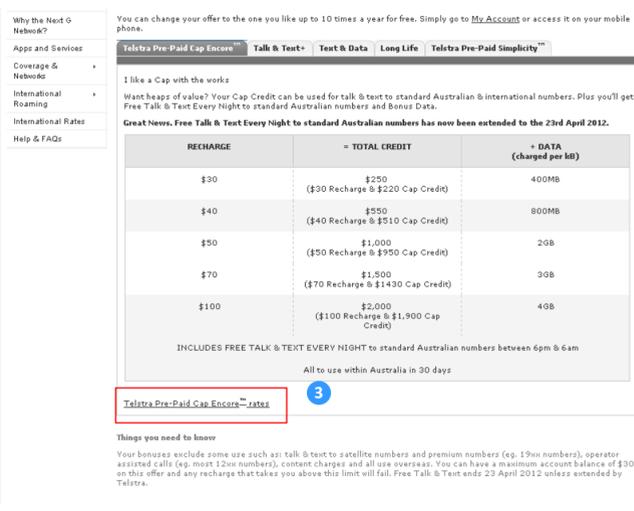
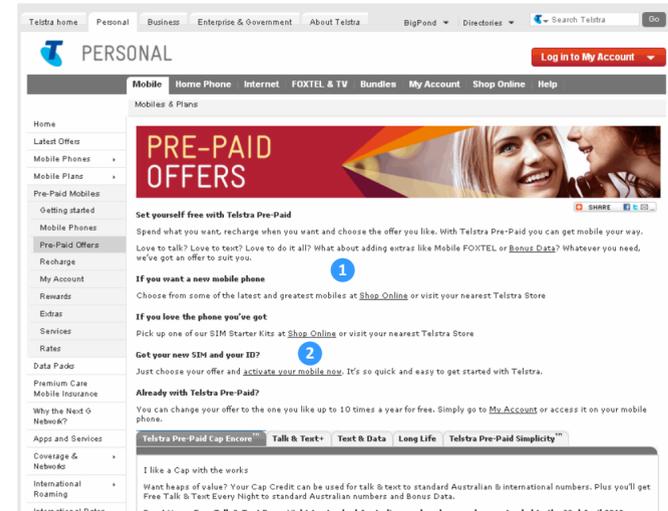
- The choose a Pre-Paid offer and view recharge amounts is missing, ideally users should select an offer before activation.
- Recommendations:**
- Include a step or link before activation to view offers
- Include Account services icons here, as per previous recommendations.

Recharge page

The recharge pages are in an older style and do not look consistent with the rest of the Telstra website.

- It is not clear there are other ways to recharge (i.e. dial #100# from your phone, by Iphone app, facebook app by calling 125 8887 etc.
 - The recharge field is lost at the bottom of the page, and this information could easily be missed. The field is labelled recharge service number, but should also indicate though help text that this is a mobile number format
- Recommendations:**
- Move the recharge field to the top of the page, and move account services copy to the right. Shorten and revise the copy.
 - Include help text for users who don't understand what the service number is and provide an example e.g. 041 000 00000
 - Recharge field could be missed as users try links first to see where the recharge option is
 - Include information on other ways to recharge.
 - Advise users of the ways they can recharge
 - Include a PayPal icon, MasterCard and visa card and debit card options
 - Include advice for overseas travellers that overseas card will not be accepted and are advise to pay with paypal. Or dial #100# from their phone.

PREPAID - online user journey – screen by screen



Prepaid offers screen

It is not clear to new customers that Telstra have a concept like a Post-Paid plan called "Pre-Paid Offers".

- 1 It is also not clear that users can switch offers up to 10 times a year, so this needs to be communicated.

Recommendations:

- Include information and instructions that users select one of 5 offers when activating
- Include information for customers that they can switch plans, instructions on how they can do this or call Telstra.
- Include information for existing customers, who may be on older plans that they can switch to newer better offers (rather than switching providers)
- Include a recharge value matrix or some mechanism that allows users to select by recharge amount, rather than offers.
- Make call rates more prominent so users know what they are

Prepaid offers cont...

- 2 The prepaid offers are located at the bottom of the page and it is unclear users must select one of these when activating or that selecting an offer is the first step to activating. It is also not clear that users can switch plans up to 10 times a year, so this needs to be communicated.
- 3 Call rates appear to be hidden in a link at the bottom of the page

Prepaid extra screen

It is unclear that in addition to the pre-paid offers on the previous Pre-Paid page, there are extra value offers they can buy. These appear to be better value than the standard offers.

- 1 Revise the layout of this screen so that offers on both pages are consistent. Ensure that users understand what to do with the codes, are they supposed to quote this online or to Front of house when they call up

SMS recharge notification

SMS instructions have an error, instead of #100#, the user is asked to type in #100. This needs to be corrected

- a When credit is used quickly, users may receive the same SMS messages in rapid succession. Often users don't know why their credit is being used so quickly.

Recommendations:

- Consider including in the SMS data or allowance remaining, if this is possible.
- Include instructions on how to check usage via phone using another sequence, such as #101#

IDEAL PRE-PAID USER JOURNEY - FROM ACTIVATION TO MY ACCOUNT

Customers have an option of a quick activation process, to allow more customers to be able to activate quickly to get themselves started as well as streamline the process for store staff. Customers also have the option of a longer activation process which includes PIN number and My Account set-up

RESEARCH & OFFER SELECTION BEFORE ACTIVATION

Browse offers, recharge amounts and call rates additionally, customers can view an offer-recharge selector to help narrow the decision

QUICK ACTIVATION

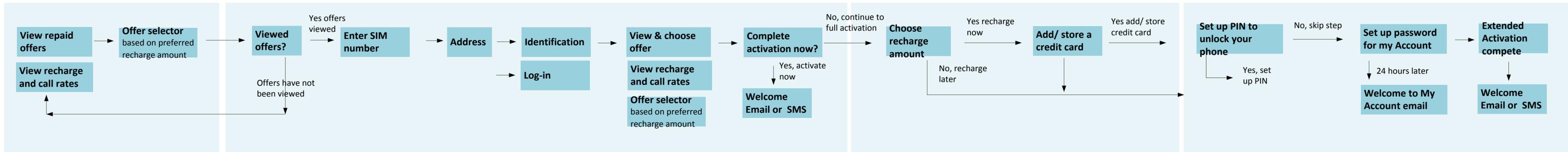
Customers have an option of a quick activation process. This quick activation process is also beneficial for store staff who may not have the customers credit card details or want to enter in PIN/ passwords for the customer

EXTENDED ACTIVATION PROCESS (optional) RECHARGE & CREDIT CARD

Customers can have the option of a longer process however it will be one user journey to complete three processes of Activation, Recharge and My Account set-up so that they don't have to perform these as separate functions and enter in the information again.

EXTENDED ACTIVATION PROCESS (optional) PIN SETUP & PASSWORD FOR MY ACCOUNT

Customers can choose their security PIN for telephone calls as well as a password for My Account, so that it can be set up for them after the 24 hour wait period



Some customers who have read the instructions from either the SIM manual or accessed the information from the website may be familiar with what Telstra Pre-Paid offers and the recharge credit values.

These customers are likely to have done research into the other Telcos to see what they also offer. Some customers would have made a decision at this point which offer is best for them

Include a feature that allows customers to select an offer based on preferred recharge value. For example if customers selected \$40 recharge they could see the credit values for \$40 for all 5 offers plus the amounts of \$30 and \$50 for comparison.

Customers who may have come to activation pages who have not seen any offers (travellers) are advised there is more information on the Telstra offers pages so they can choose before going through the activation process.

Some customers may not have researched Telstra or are aware that Telstra have a number of offers that can be selected. Users may take a bit of time familiarising themselves with offers at this stage.

Customer can either proceed to the next step as seamlessly as possible or

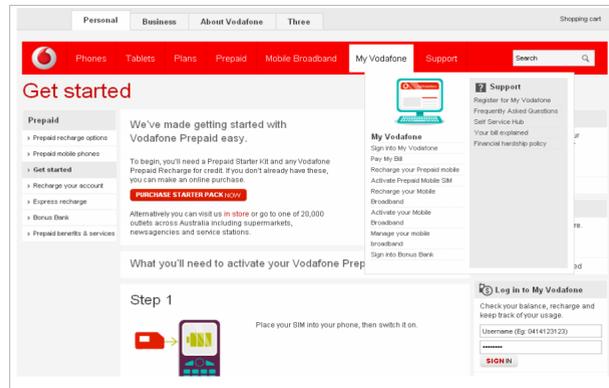
Recharging is available to customers who have purchased a \$2 - \$10 SIM or where Telstra knows that the credit is low. Since recharging can only be done when activation is complete (20min- 4 hours)

Credit cards should be saved by default to enable easier payment by iPhone app/ Android, Facebook app, Telstra mobile,com etc. However users can choose to now have this removed.

Set up a PIN number to unlock their phone, so that it is easy for users to remember their PIN number

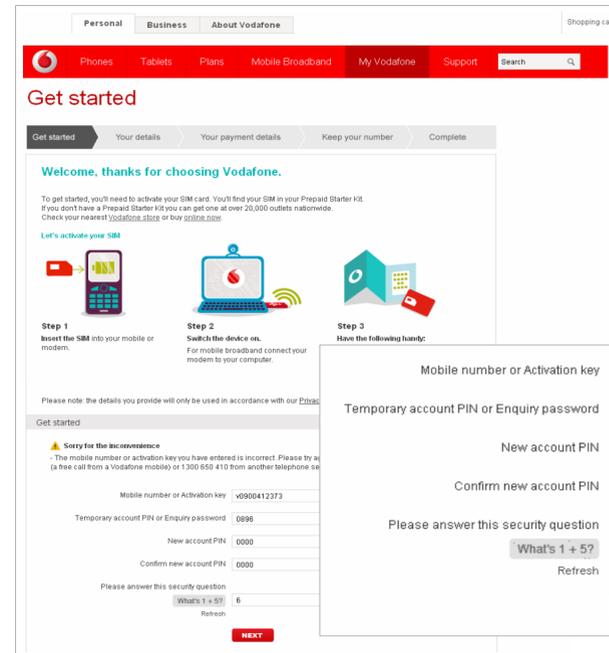
My Account is registered for the user automatically and setup 24 hours after activation. If the set-up is incomplete, an email or. Once My Account setup is done, an email will be sent to the customer

VODAFONE ACTIVATION SCREEN - current user journey



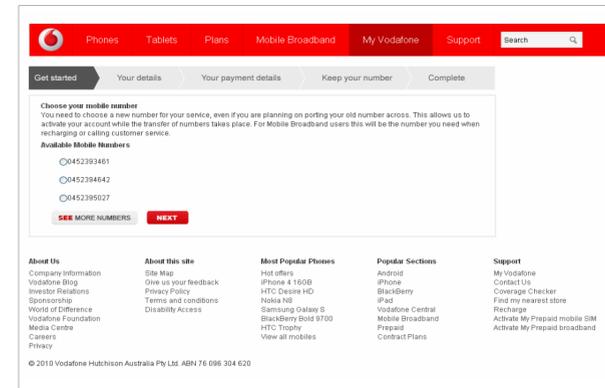
1 Select your mobile number

Customers are able to select their mobile number from a list of multiple numbers



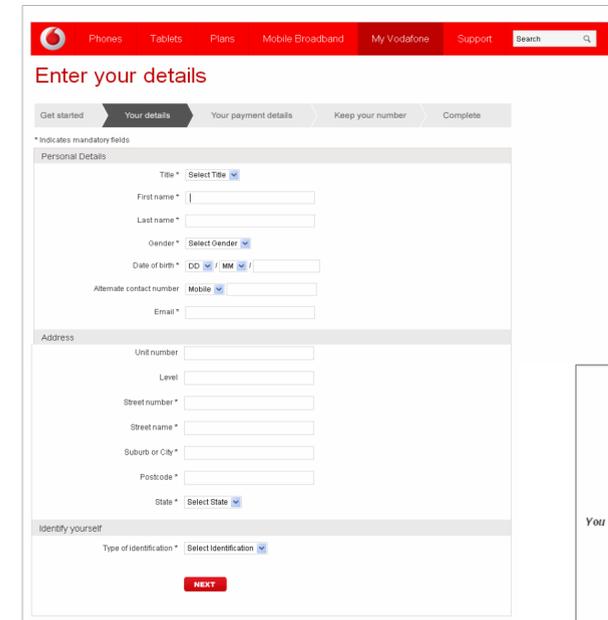
2 Getting started

Users can either enter in their Mobile number (called mobile number to avoid confusion) or they can enter a special activation key, starting with a V. Users are given a temporary PIN number on their starter pack. A Pin number is required for the mobile as well as a security question for robots



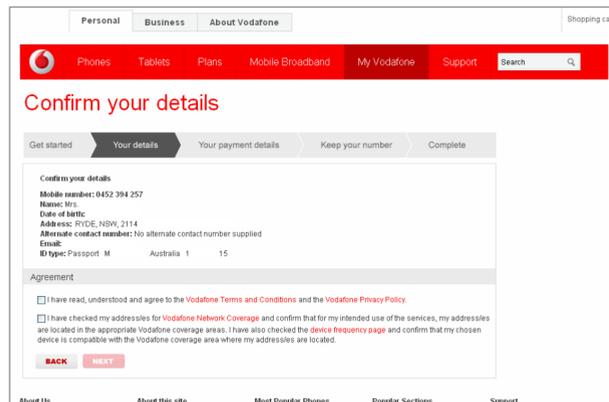
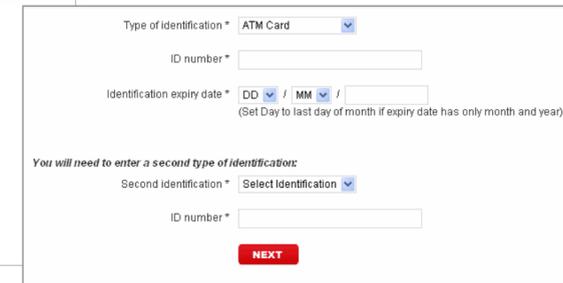
3 Select your mobile number

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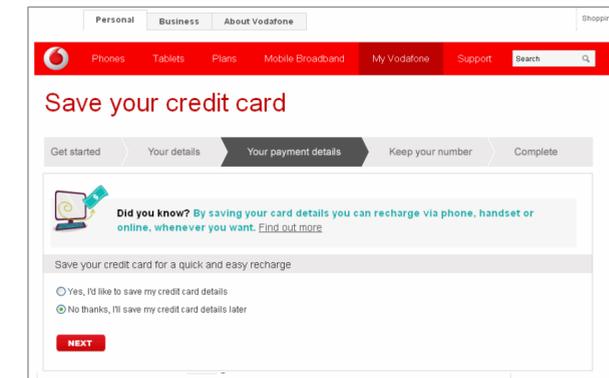
4 Address & identification

Customers fill in their address details. Customers require a second form of contact, another telephone number. Customers require primary and secondary identification



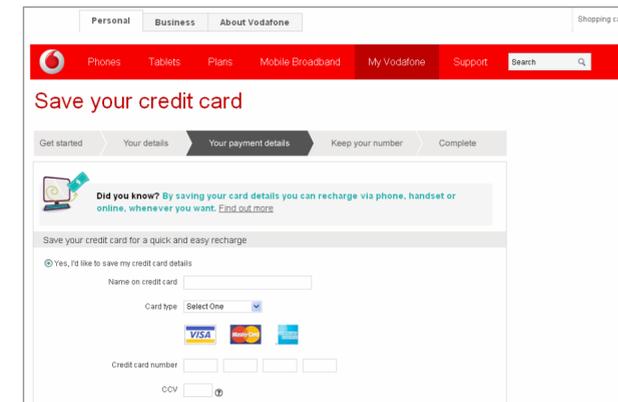
5 Confirm your details

A confirmation screen. Users can only go back on this page (they are unable to go back to edit these detail or cancel on any of the previous screens.



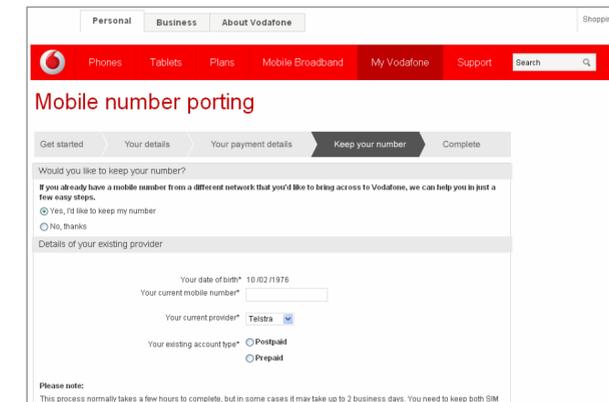
6 Save your credit card

Customers have the option of selecting YES or NO to adding in a credit card



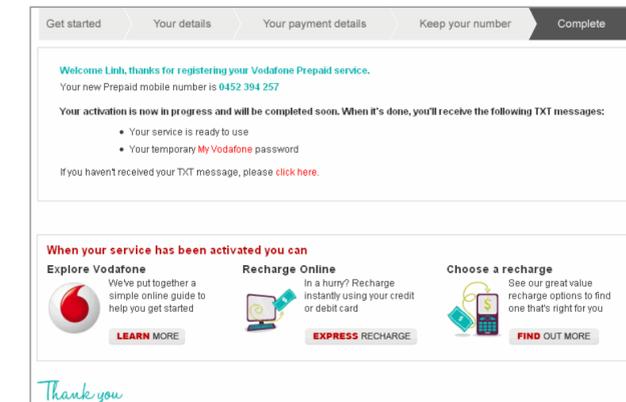
6 Credit card fields

Adding in credit card details so users can recharge easily online



7 Keeping your number

Options for users what to keep their existing number



8 Complete

Users receive a welcome message and instructions on what to expect and what to do after their service is active. Users do not choose any offers or recharge at this point, they do this after they have activated