

The Consumer Journey

The beginning of the consumer journey is where needs and knowledge vary most by segment. The online user experience needs to prove the value of chatr for all need states at these most critical moments.

Post purchase there is much less differentiation in needs/information – the tasks are the same recognizing motivations may vary.

SEGMENTS	CONSIDERATION	ACQUISITION & ACTIVATION	ONGOING USAGE	ACUTE NEEDS
COMING TO CANADA (Pre-Arrival)	Need to understand telco in Canada	May require guided process for activation		
NEW TO CANADA	Need to know my options			
TEMPORARY	May need in-language support			
MOVING TO NEW CITY	May need a new phone number Need to know network coverage	More familiar with Prepaid		
DOWNSIZING LIFESTYLE	Can I get a phone plan and at what price	Payment methods may vary & low cost key driver		

Five key tasks shaping the user experience

1. Choose chatr

- Answer 'Why chatr?' 'How does it work?' 'What do I need?'
- Introduce users to plans and devices
- Introduce network and coverage capabilities

2. Activate Account

- Capture consumer data (including SIM, pick a number and pick a plan)
- Educate user on necessary next steps

3. Self-Serve Top-up

- Enable a user to make a payment and check their balance
- Provide clear direction

4. Check Account

- Give users access to details about their account
- Allow users to make changes as required
- Provide support options

5. Auto-Enroll Set-up

- Enable users to set up automatic payment

The Experience Design Charter

Simplified

Rely on diagrams and break processes up into limited steps

Non-linear

Account for previous touchpoints and guide the user

Responsive

Structure information to be responsive to the size of any screen

Educational

Start with basic information; assume no knowledge and offer support

Personalized

Account for what we know about a user; their services and what they've seen

Extensible

Build with the future-state in mind

Segments

SEGMENT	COMING TO CANADA	NEW TO CANADA	TEMPORARY	LIFE CHANGE: DOWNSIZING LIFE STYLE
Who	<ul style="list-style-type: none"> Planning to immigrate to Canada 	<ul style="list-style-type: none"> Just arrived in Canada 	<ul style="list-style-type: none"> Coming to CDN city to work or study etc. 	<ul style="list-style-type: none"> Have a life change May have bad credit
Behaviour	<ul style="list-style-type: none"> Minimal to no research on telco prior to arriving, focused on more pressing priorities (government docs, housing etc.) 	Looking to get wireless service within first 48 hours to stay connected with family at home & abroad, for employment opportunities etc. <ul style="list-style-type: none"> Initially rely on family & friends for information & referrals – immediately visit mall to learn & compare Some follow-up with online research before making final decision – majority sign up on the spot depending on promos & special offers at the time Will make effort to seek out specific location for in-language service 	<ul style="list-style-type: none"> Likely to conduct light research online prior to arriving Some reliance on referrals (through school, work colleagues, travel blogs etc.) 	<ul style="list-style-type: none"> Highly likely to research online to price compare &/or go to store for information
Attitudes	<ul style="list-style-type: none"> Coming from countries that are prepaid Assumes wireless will be easy in Canada Unaware of postpaid requirements (credit) Not immediately concerned with acquiring wireless before arriving 	<ul style="list-style-type: none"> High comfort level with prepaid Assumes wireless will be easy in Canada Unaware of postpaid requirements (credit) BYOD but unaware of limitations (unlocking, frequency band etc.) Approach for signing up with telco providers is very much “trial & error” 	<ul style="list-style-type: none"> Likely familiar with prepaid They are in Canada for predetermined set amount of time so looking for wireless solution to get going upon arrival 	<ul style="list-style-type: none"> Likely familiar with post and prepaid Forced to reduce/manage expenses Need wireless to stay connected but willing to make trade offs
Needs/ Goals	Need: Information, specifically education on wireless in Canada (looking for talk, text some data) Care about: <ol style="list-style-type: none"> Price/value for money Reliability Ease of activation 	Need: Information specifically price plan options (looking for talk, text and some data) Care about: <ol style="list-style-type: none"> Price/value for money Reliability Ease of activation 	Need: Information specifically price plan options & network coverage (looking for talk, text & data) Care about: <ol style="list-style-type: none"> Reliability (likely coming alone, reliable connection is important) Price/value for money Ease of activation 	Need: Information specifically price plan options (looking for talk & text (basic plan)) Care about: <ol style="list-style-type: none"> Price Ease of activation (credit) Reliability
What to or not Comm- unicate	<ul style="list-style-type: none"> What to expect – wireless in Canada Did you know – tips (unlocking phones, frequency band etc.) Inspire message simple/easy – quality for money 	<ul style="list-style-type: none"> Value for money (versus competitor) Plan benefits (ILD etc.) Network reliability/advantage No contract/credit checks 	<ul style="list-style-type: none"> Network reliability/advantage Value for money Plan benefits (ILD etc.) Simple/easy No need to sell auto-pay at any point for this group (not relevant) 	<ul style="list-style-type: none"> Price & no credit check are primary messages

Prepaid Customer Journey

New Comers to Canada: Consumer Journey

Need State	Consideration	Acquisition & Activation	Ongoing Usage	Acute Needs
NEEDS	Understand the CDN market (Telco) <ul style="list-style-type: none"> Info on plans/options and phones (less important) If have phone, will need to know if phone will work Long-distance/data needs Quick/simple and affordable options Reliable coverage 	How to get started <ul style="list-style-type: none"> Information to set up account (SIM #, phone, plan details) Payment methods (cash if in person, credit card, bank account for INTERAC) 	Keep using my phone – keep in touch & other basic needs <ul style="list-style-type: none"> Regular top-ups (frequency depends on previous top-up value) Check balance View/change account info when required 	Specific triggered need (ad hoc) <ul style="list-style-type: none"> Call home country – international long distance rates Need? -- roaming rates Needs have evolved -- change plan or data add-on
ACTIONS	<ul style="list-style-type: none"> Look for carrier <ul style="list-style-type: none"> Ask family & friends before arriving or once arrive in Canada Look online Browse kiosks (e.g. at grocery, mall, airport) Choose carrier 	<ul style="list-style-type: none"> Choose phone (if don't have one already) Choose plan Set-up account/ activate Call or look online for info if unsure Comparing options 	<ul style="list-style-type: none"> Online/phone top-up: go online, enter credit card info to buy amount Check & change account info online: log-in online, view my chatr 	<ul style="list-style-type: none"> Call chatr to change plan/data add-on View information on rates online or call-in
HEAD SPACE	<ul style="list-style-type: none"> Pragmatic; looking for options quickly (within 72 hrs-2 weeks) Nervous/ excited (likely recently arrived to CDA) Overwhelmed with options 	<ul style="list-style-type: none"> Potential confusion/ overwhelmed with options – may try a number of options Life change – may be stressed trying to adapt to new environment (heavy reliance on family/friends, if exist) 	<ul style="list-style-type: none"> Potential confusion until comfortable Ongoing integration into new environment – looking for comforts in like-communities 	<ul style="list-style-type: none"> Have an identified need – likely needs to be solved quickly
CHANNELS/SOURCES OF INFORMATION	<ul style="list-style-type: none"> Friends & family Online (Blogs, sites TBD) At the airport Nearest convenience (e.g. drug mart/ gas station/ mall) Embassy, community centre, job center, ESL etc. 	<ul style="list-style-type: none"> Friends & family Online Phone In-person (kiosk) 	Usage: <ul style="list-style-type: none"> At home On the go Top-up <ul style="list-style-type: none"> Online/auto Phone In-person 	<ul style="list-style-type: none"> Online for info In-store & call center to change plan
COMMUNICATION REQUIREMENTS	<ul style="list-style-type: none"> Brochures at key locations (kiosks/locations vs. printable pages) Online info: <ul style="list-style-type: none"> Why chatr? Phone compatibility Price/plan options Add-on opportunities Store locator Network (coverage) 	<ul style="list-style-type: none"> Clear, easy to understand/read information on options (phone/plan/etc.) Instructions & steps to activate online & phone Info online, in-person & phone 	<ul style="list-style-type: none"> Primary ongoing touch point is top up (if not automatic) – should be front & center on site/easy to access 	<ul style="list-style-type: none"> Ideally ability to change plan online Upsell/right-size as appropriate

Life Transitioners (Temporary Resident): Consumer Journey

NEED STATE	CONSIDERATION	ACQUISITION & ACTIVATION	ONGOING USAGE	ACUTE NEEDS
NEEDS	Understand the CDN market (Telco) <ul style="list-style-type: none"> Info on plans/options and phones (less important) If have phone, will need to know if phone will work Long-distance/data needs Quick/simple and affordable options Reliable coverage 	How to get started <ul style="list-style-type: none"> Information to set up account (SIM #, phone, plan details) Payment methods (cash if in person, credit card, bank account for INTERAC) Assess needs e.g. data 	Keep using my phone – keep in touch & other basic needs <ul style="list-style-type: none"> Regular top-ups (frequency depends on previous top-up value) Check balance View/change account info when required 	Specific triggered need (ad hoc) <ul style="list-style-type: none"> Call home country – international long distance rates Need? -- roaming rates Needs have evolved -- change plan or data add-on
ACTIONS	<ul style="list-style-type: none"> Look for carrier <ul style="list-style-type: none"> Ask family & friends before arriving or once arrive in Canada Look online Browse kiosks (e.g. at grocery, mall, airport) Choose carrier 	<ul style="list-style-type: none"> Choose phone (if don't have one already) Choose plan Set-up account/ activate Call or look online for info if unsure Comparing options 	<ul style="list-style-type: none"> Online/phone top-up: go online, enter credit card info to buy amount Check & change account info online: log-in online, view my chatr 	<ul style="list-style-type: none"> Call chatr to change plan/data add-on View information on rates online or call-in
HEAD SPACE	<ul style="list-style-type: none"> Pragmatic; looking for options quickly (within 72 hrs-2 weeks) Less nervous/ excited (likely recently arrived to CDA), determined (life plan) Overwhelmed with options 	<ul style="list-style-type: none"> Potential confusion/ overwhelmed with options – may try a number of options Life change – may be stressed trying to adapt to new environment (heavy reliance on family/friends, if exist) 	<ul style="list-style-type: none"> Potential confusion until comfortable Ongoing integration into new environment – looking for comforts in like-communities 	<ul style="list-style-type: none"> Have an identified need – likely needs to be solved quickly
CHANNELS/SOURCES OF INFORMATION	<ul style="list-style-type: none"> WOM through sponsor or host family Online (sources TBD) At the airport Nearest convenience (e.g. drug mart/ gas station/ mall) 	<ul style="list-style-type: none"> Friends & family Online Phone In-person (kiosk) 	Usage: <ul style="list-style-type: none"> At home On the go Top-up <ul style="list-style-type: none"> Online/auto Phone In-person 	<ul style="list-style-type: none"> Online for info In-store & call center to change plan
COMMUNICATION REQUIREMENTS	<ul style="list-style-type: none"> Brochures at key locations (kiosks/locations vs. printable pages) Online info: <ul style="list-style-type: none"> Why chatr? Phone compatibility Price/plan options Add-on opportunities Store locator Network (coverage) 	<ul style="list-style-type: none"> Clear, easy to understand/read information on options (phone/plan/etc.) Instructions & steps to activate online & phone Info online, in-person & phone 	<ul style="list-style-type: none"> Primary ongoing touch point is top up (if not automatic) – should be front & center on site/easy to access 	<ul style="list-style-type: none"> Ideally ability to change plan online Upsell/right-size as appropriate

Life Transitioners (No Credit): Consumer Journey

NEED STATE	CONSIDERATION	ACQUISITION & ACTIVATION	ONGOING USAGE	ACUTE NEEDS
NEEDS	Understand the Prepaid market options (Telco) <ul style="list-style-type: none"> Info on plans/options and phones (less important) If have phone, will need to know if phone will work with chatr Data needs Quick/simple and affordable options Reliable coverage 	How to get started <ul style="list-style-type: none"> Information to set up account (SIM #, phone, plan details) Payment methods (cash if in person, credit card, bank account for INTERAC) 	Keep using my phone – keep in touch & other basic needs <ul style="list-style-type: none"> Regular top-ups (frequency depends on previous top-up value) Check balance View/change account info when required 	Specific triggered need (ad hoc) <ul style="list-style-type: none"> Need? -- roaming rates Needs have evolved -- change plan or data add-on
ACTIONS	<ul style="list-style-type: none"> Look for carrier <ul style="list-style-type: none"> Look online Browse kiosks (e.g. at grocery, mall, airport) Choose carrier 	<ul style="list-style-type: none"> Choose phone (if don't have one already) Choose plan Set-up account/ activate Call or look online for info if unsure Comparing options 	<ul style="list-style-type: none"> Online/phone top-up: go online, enter credit card (likely prepaid) or voucher info to buy amount Check & change account info online: log-in online, view my chatr 	<ul style="list-style-type: none"> Call chatr to change plan/data add-on View information on rates online or call-in
HEAD SPACE	<ul style="list-style-type: none"> Underlying stress – trying to make ends meet, improve credit rating Savings money is important 	<ul style="list-style-type: none"> Underlying stress – trying to make ends meet, improve credit rating Savings money is important 	<ul style="list-style-type: none"> Underlying stress – trying to make ends meet, improve credit rating Savings money is important 	<ul style="list-style-type: none"> Have an identified need – likely needs to be solved quickly
CHANNELS/SOURCES OF INFORMATION	<ul style="list-style-type: none"> Online (sources TBD) Nearest convenience (e.g. drug mart/ gas station/ mall) Kiosks Friends & family 	<ul style="list-style-type: none"> Online Phone In-person (kiosk) Friends & family 	Usage: <ul style="list-style-type: none"> At home On the go Top-up <ul style="list-style-type: none"> Online/auto Phone In-person 	<ul style="list-style-type: none"> Online for info In-store & call center to change plan
COMMUNICATION REQUIREMENTS	<ul style="list-style-type: none"> Brochures at key locations (kiosks/locations vs. printable pages) Online info: <ul style="list-style-type: none"> Why chatr? Phone compatibility Price/plan options Add-on opportunities Store locator Network (coverage) 	<ul style="list-style-type: none"> Clear, easy to understand/read information on options (phone/plan/etc.) Instructions & steps to activate online & phone Info online, in-person & phone 	<ul style="list-style-type: none"> Primary ongoing touch point is top up – should be front & center on site/easy to access 	<ul style="list-style-type: none"> Ideally ability to change plan online Upsell/right-size as appropriate

Prepaid: Consumer Journey Summary

LIFE STAGE	CONSIDERATION	ACQUISITION & ACTIVATION	ONGOING USAGE	ACUTE NEEDS
NEED STATE	Understand the CDN market (Telco) <ul style="list-style-type: none"> Info on plans/options and phones (less important) If have phone, will need to know if phone will work Long-distance/data needs Quick/simple and affordable options Reliable coverage 	How to get started <ul style="list-style-type: none"> Information to set up account (SIM #, phone, plan details) Payment methods (cash if in person, credit card, bank account for INTERAC) 	Keep using my phone – keep in touch & other basic needs <ul style="list-style-type: none"> Regular top-ups (frequency depends on previous top-up value) Check balance View/change account info when required 	Specific triggered need (ad hoc) <ul style="list-style-type: none"> Call home country – international long distance rates Need? -- roaming rates Needs have evolved -- change plan or data add-on
BEHAVIOURAL BIAS	<ul style="list-style-type: none"> Social proof (number of Canadians) Optimism (brand voice) Framing or relativity (value for \$) 	<ul style="list-style-type: none"> Chunking (steps, process) Framing (plan builder, in-language support) 	<ul style="list-style-type: none"> Framing (considerations, cross-sell, up-sell) Scarcity (limited time offers) 	<ul style="list-style-type: none"> Framing (add-ons) Note: user searches to complete task simply and quickly
EMOTIONAL NEED STATE				