

ANA VODAFONE APP

A mobile application for all Vodafone users easily follow up on their consumption and control their line.

Goals and Objectives

-Why are we doing this?

To have control over your phone number and Vodafone line functions and services with a click on your screen instead of going to a local store therefore saving time and effort.

-What are we creating?

Ana Vodafone is an application for all Vodafone users to access and manage all the services they can do with their phone number such as managing their line plan, internet subscriptions, paying bills, entertainment, exclusive offers, special benefits and store shopping.

-What value does it provide?

Managing all the services and functions related to your phone number.
Entertainment, special offers and benefits for all the app users.

Who are the users?

Primary Users



A

A B O U T

Age : 23 - 40 years old

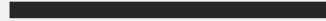
Gender : Male - Female

Occupation : Full time job

Characteristics : Tech savvy, well educated, has a cell phone, bank account owner

T E C H N O L O G Y

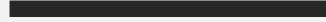
Internet



Using Software



Using Mobile Apps



M O T I V A T I O N S

-Time saving

-Lives for unique experiences

-Wants to make the most of their day

-Appreciates Technology and Creativity

M O S T U S E D A P P S



B

A B O U T

Age : 20 - 30 years old

Gender : Male - Female

Occupation : Works in a mobile store

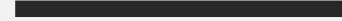
Characteristics : Tech savvy, educated has a cell phone, not a bank account owner

T E C H N O L O G Y

Internet



Using Software



Using Mobile Apps



M O T I V A T I O N S

-Time Saving

-Appreciates technology.

-Fast, Simple and easy experiences.

M O S T U S E D A P P S



Secondary Users



C

A B O U T

Age : 50 - 60 years old

Gender : Male - Female

Occupation : Full time job

Characteristics : Not so much of a tech savvy, educated, has a cell phone, not a bank account owner.

T E C H N O L O G Y



M O T I V A T I O N S

- Fulfilling their needs with the least effort possable.
- Simple and easy experiences.

M O S T U S E D A P P S



D

A B O U T

Age : Less than 20 years old

Gender : Male - Female

Occupation : Student

Characteristics : Tech savvy, educated has a cell phone, not a bank account owner

T E C H N O L O G Y



M O T I V A T I O N S

- Time Saving
- Entertainment.
- Fast, Simple and easy experiences.
- Want to make the most of their day.
- Appreciates technology and creativity.

M O S T U S E D A P P S



User Cases

UC1

Use Case	Sign up
Actor	Vodafone User
Steps	<ol style="list-style-type: none">1.The user opens the app2.Enter mobile number3.Enter First and second name4.Enter email5.Enter password6.Press Proceed button7.The user lands on the home screen

UC2

Use Case	Log in (with previously registered phone number)
Actor	Vodafone User
Steps	<ol style="list-style-type: none">1.The user opens the app2.Press Continue with the phone number registered before3.The user lands on the home screen

Use Case	Log in (with a different phone number)
Actor	Vodafone User
Steps	<ol style="list-style-type: none">1.The user opens the app2.Enter mobile number3.Press Proceed button4.The user lands on the home screen

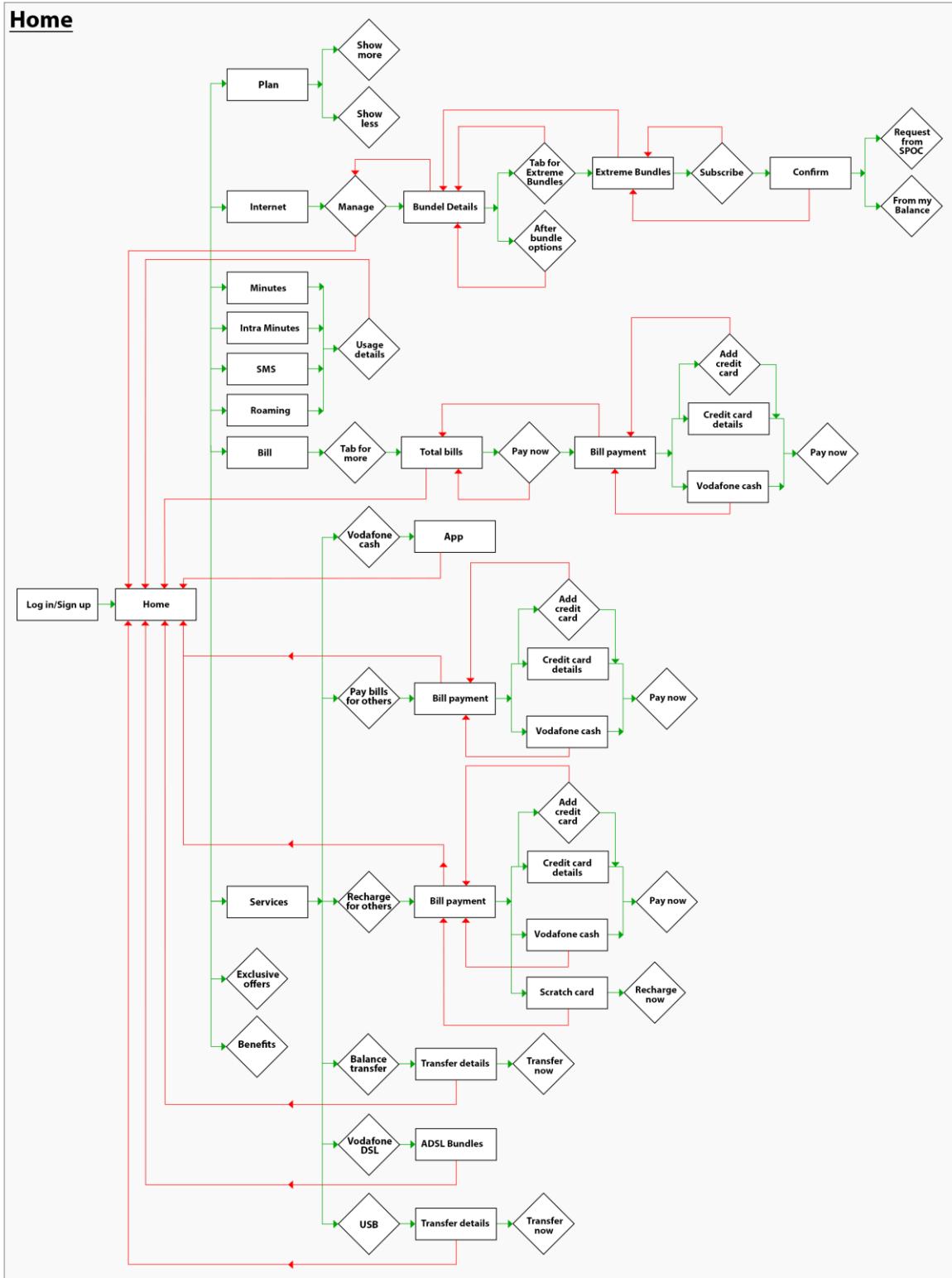
UC3

Use Case	Subscription to an extreme bundle (from the user's balance)
Actor	Vodafone User
Steps	<ol style="list-style-type: none">1.Log in to the app2.Land on the home screen3.In the internet Box, the user presses the Manage button4.In the extreme bundles box, the user presses Tap for more5.The user chooses a suitable bundle and then presses the Subscribe button6.In the confirm screen, the user presses Subscribe from my balance button7.The user goes to the complete subscription screen

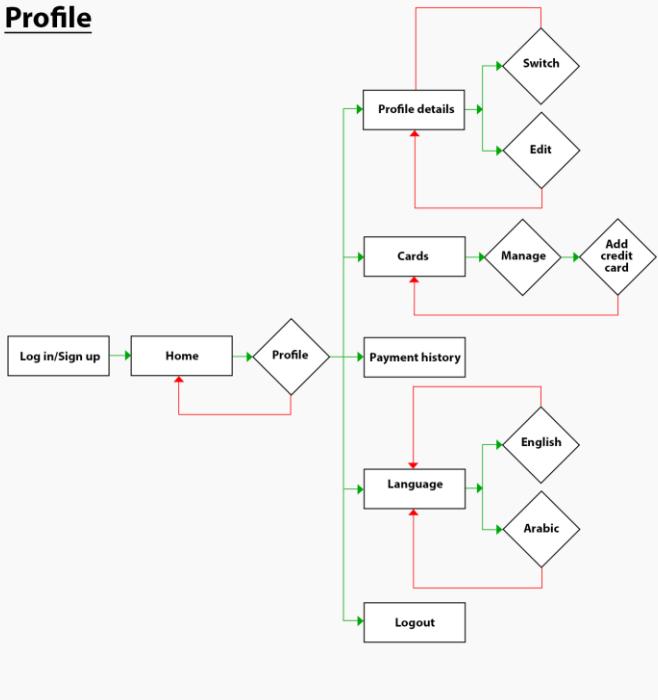
UC4

Use Case	Subscription to an extreme bundle (Request from SPOC)
Actor	Vodafone User
Steps	<ol style="list-style-type: none">1.Log in to the app2.Land on the home screen3.In the internet Box, the user presses the Manage button4.In the extreme bundles box, the user presses Tap for more5.The user chooses a suitable bundle and then presses the Subscribe button6.In the confirm screen, the user presses Request bill limit fro SPOC button7.In the on bill limit screen, the user presses Send request to SPOC button

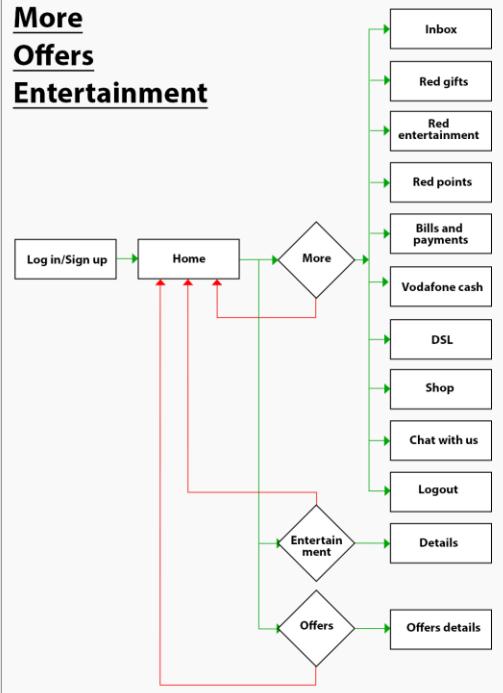
User Flows



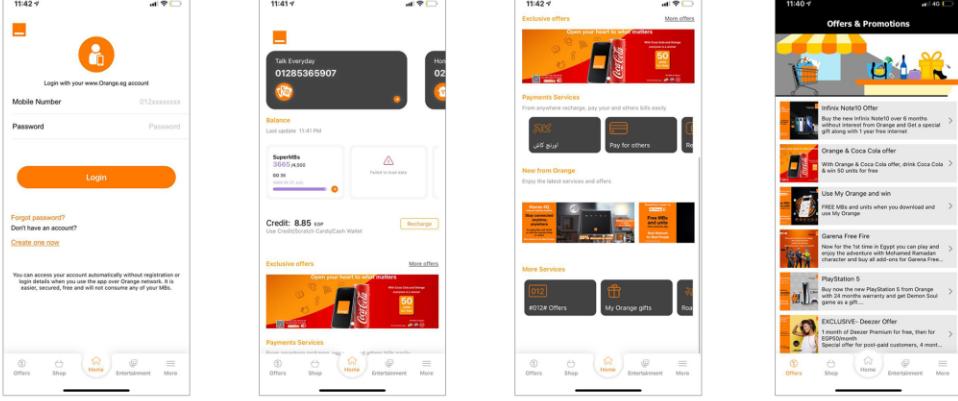
Profile



More Offers Entertainment



Competitive Analysis Report

My Orange	
Overview	An application for Orange users to easily follow up on their consumption and control their line
Pros	<ul style="list-style-type: none"> - The Home screen has the user's plan - Has a Find a store service - Has a Help feature - Has a Reserve your turn service - Uses welcoming words like Hello to feel friendly and close - Have lots of entertainment options and offers to keep the user more engaged and hooked
Cons	<ul style="list-style-type: none"> - Log in screen is too simple, basic and feels like it doesn't have much of Orange identity (an image or something that grabs the user's attention) - The differentiation between the regular content, the headlines and the call to actions is not really clear - The call to action buttons are too small and not grabbing the user's attention clear - The widgets used are not the orange color or doesn't have it at all (they're all in black) - The consistency and similarity are weak and poor - The used font size is a bit small and hard to read - There is no search option - The widgets alignment is weak
Application Screenshots	 <p>The four screenshots illustrate the app's main features:</p> <ul style="list-style-type: none"> Login Screen: Shows a simple form for entering a mobile number and password, with links for forgot password and create account. Home Screen: Displays the user's plan (Tariq Everydir 01285365907), balance (3605 AED), and credit (8.85 EGP). It includes sections for Payments Services, Exclusive offers, and More services. Offers & Promotions: Shows various promotional offers like Infiniti Note10 Offer, Orange & Coca Cola offer, and PlayStation 5 offer. Shop Section: Features a "Mobiles & Devices" category with a search bar and a list of items.

Low-Fidelity Prototypes

< Bill payment

Pay and get Free MBs

[Dismiss]

Your bill is \$11.77 GBP

Choose payment method

Credit Card

Pay all due amount
 Pay partial amount

Add Credit Card

Vodafone Cash

Cash Pin

Pay now

<

X

Confirm

Subscribe to on Demand

Request bill limit 3PAC

Subscribe from balance

<

Megabytes

Minutes

Intra minutes

SMS

Roaming

< Add Credit Card

Card name

Card number

YY MM expiration

CVV

Terms

Add this Card

(i)

Hi,

Ana Vodafone

To Sign up

mobile Number

First name | See Name

email

password

proceed

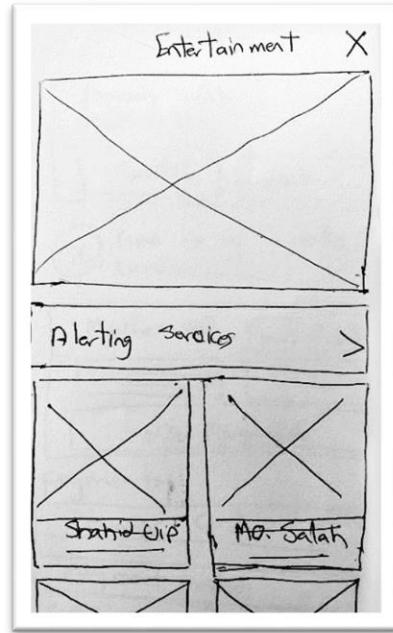
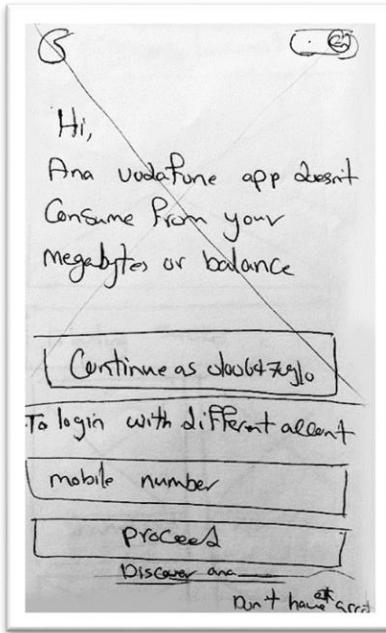
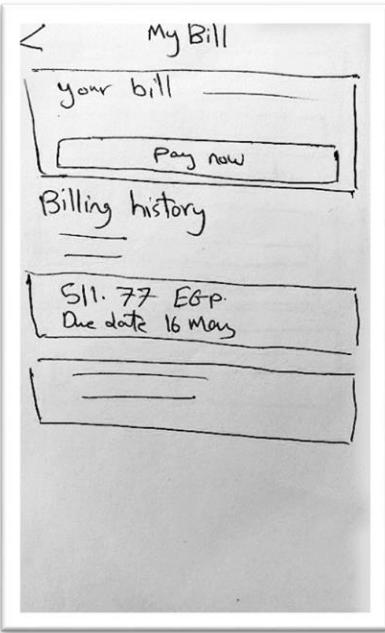
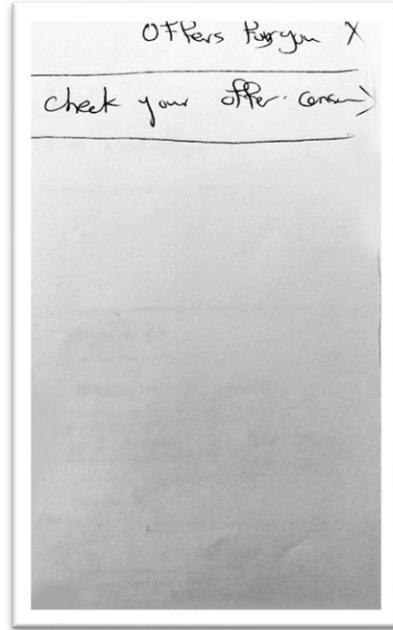
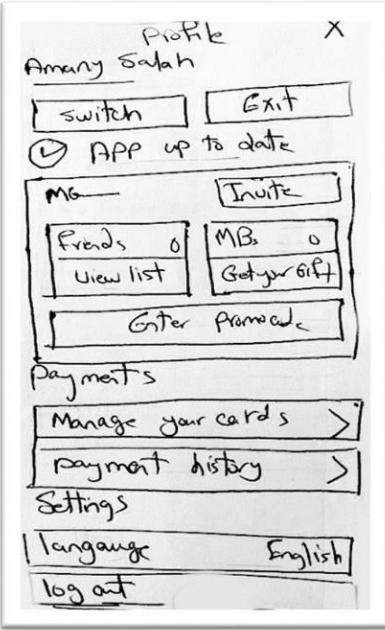
Search X

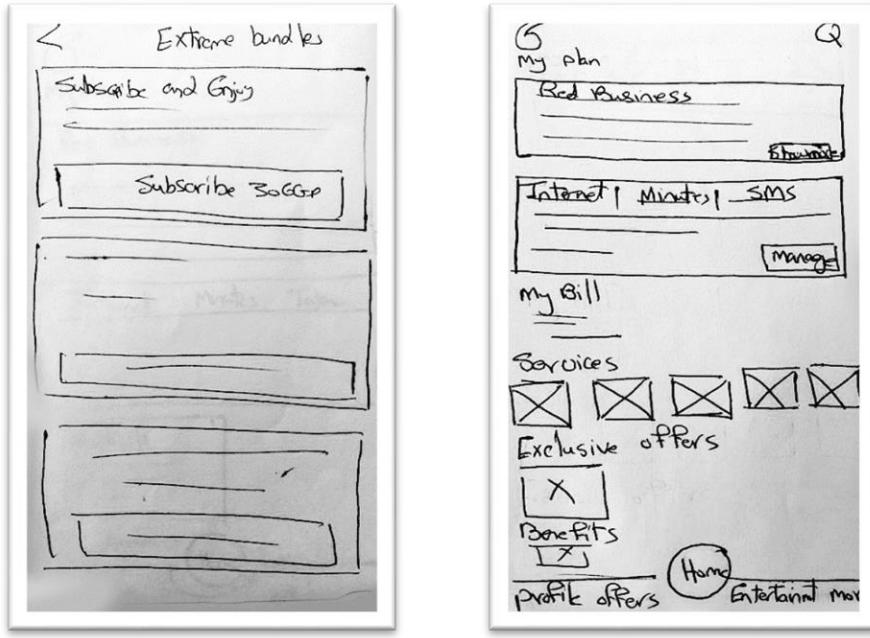
Search for

use the mic

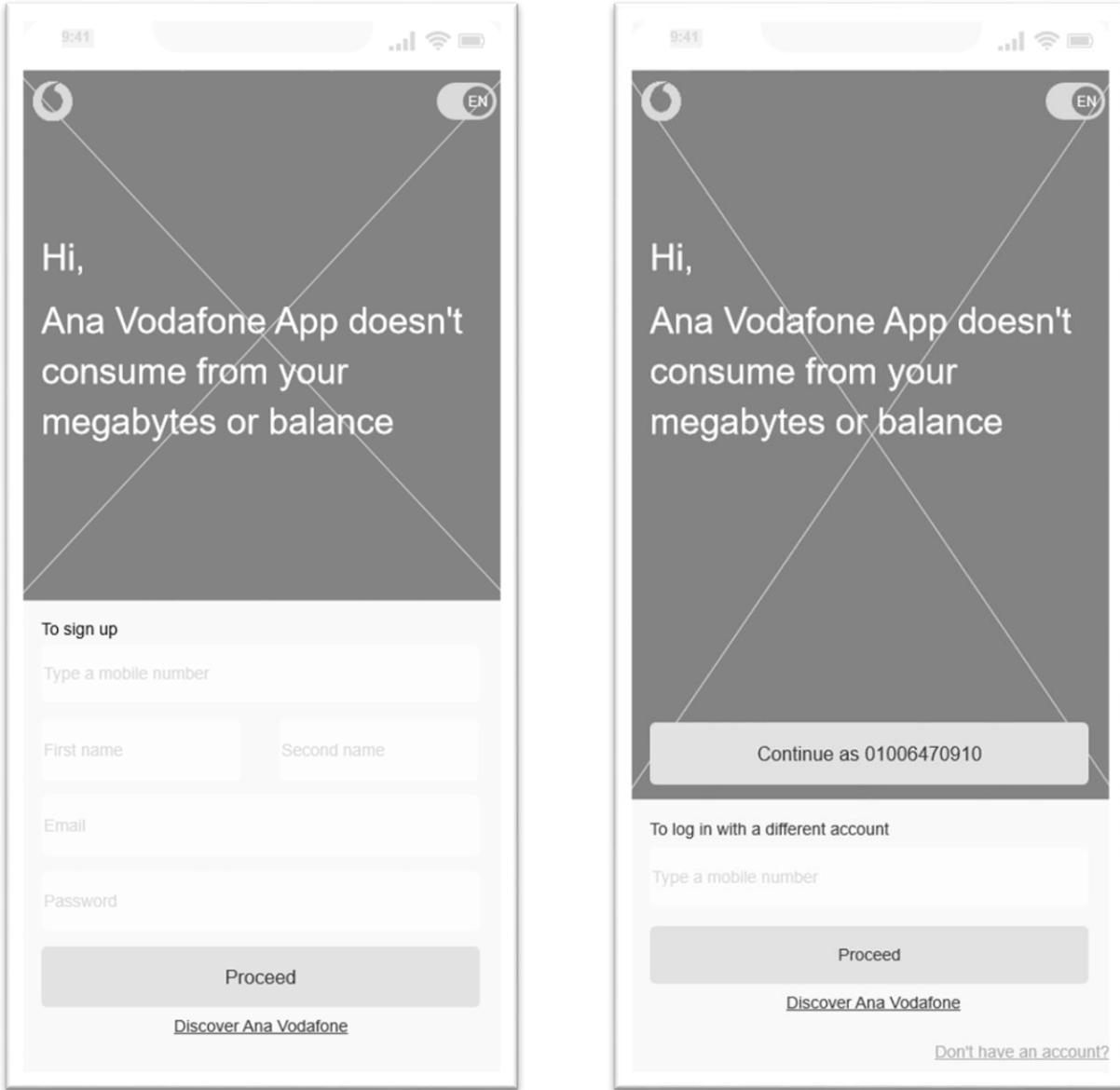
Quick Actions

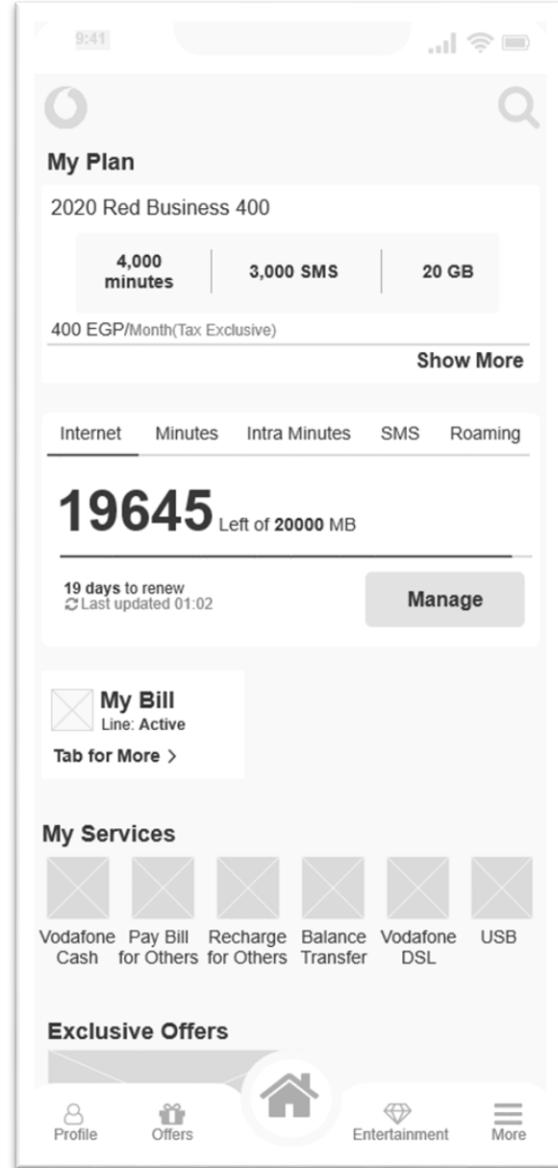
Search Results

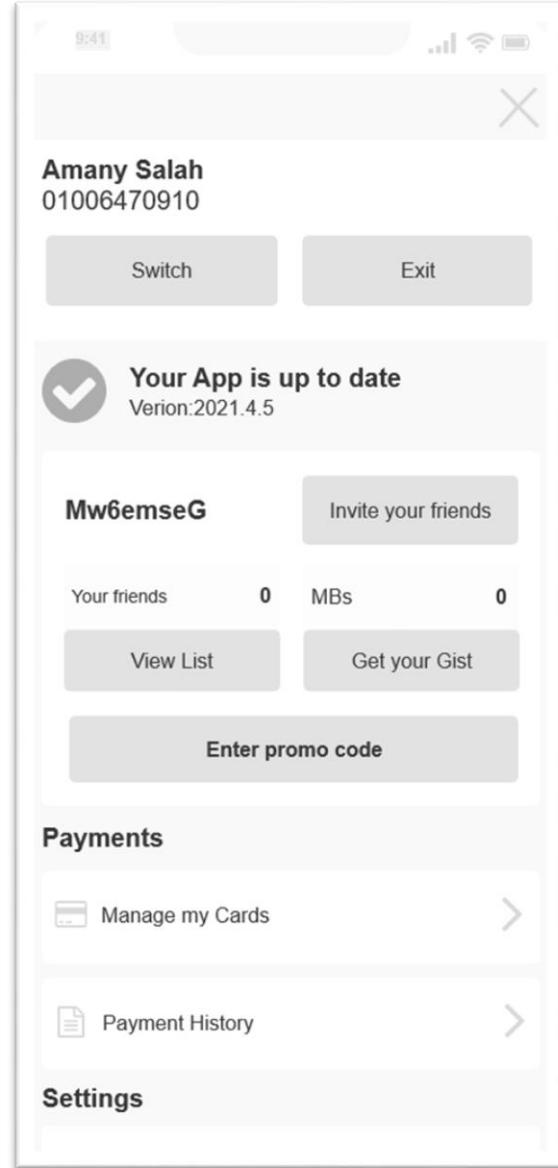
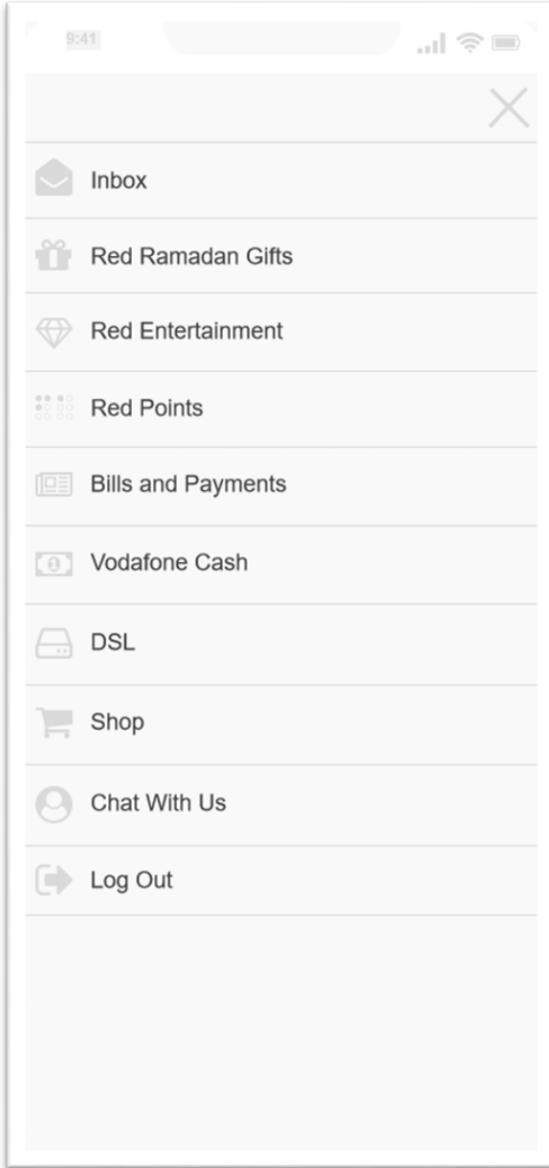




High-Fidelity (Wire Frames)







9:41

Add Credit Card

Card name (Optional)

Card number

YY MM Expiration Date

CVV

Terms and Conditions

Add this card

i To verify your card, an amount up to 1 EGP will be charged. verification, the amount will be automatically refunded.

9:41

Bill Payment

Pay and get FREE MBs
Pay your bill every month on the app & unlock higher free value

Dismiss for now

Your bill this month is:
511.77 EGP

Choose a convenient payment method

Choose a payment method
You can pay the whole amount or part of the amount

Credit card or Debit card

Pay all due amount 512 EGP
 Pay partial amount

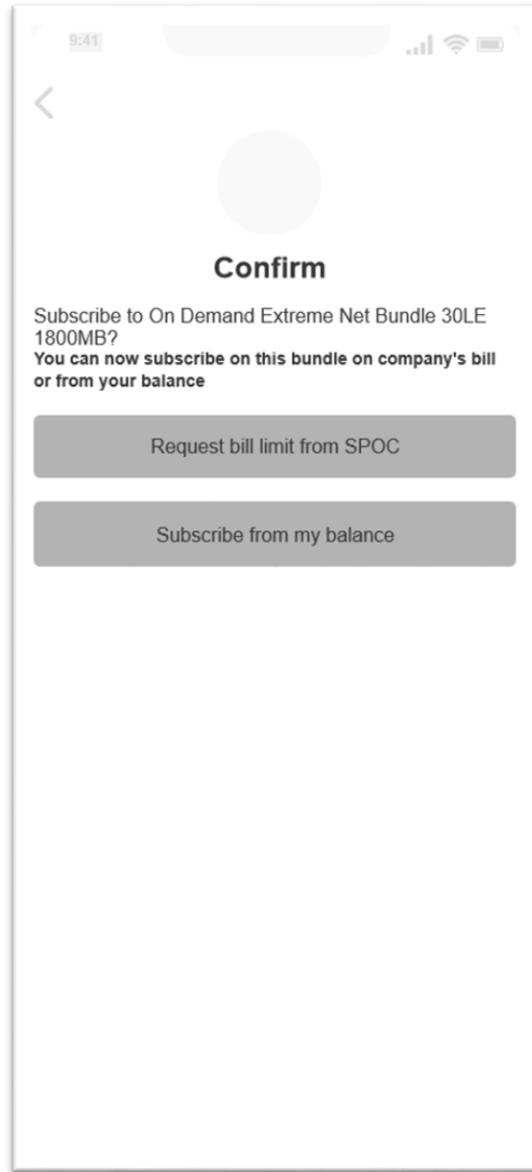
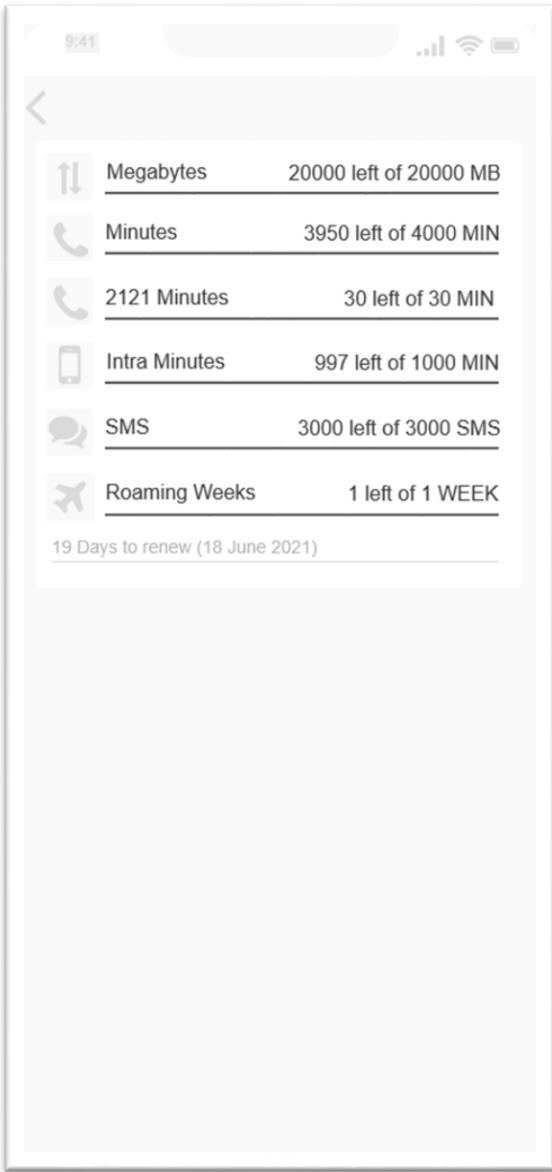
Add Credit Card

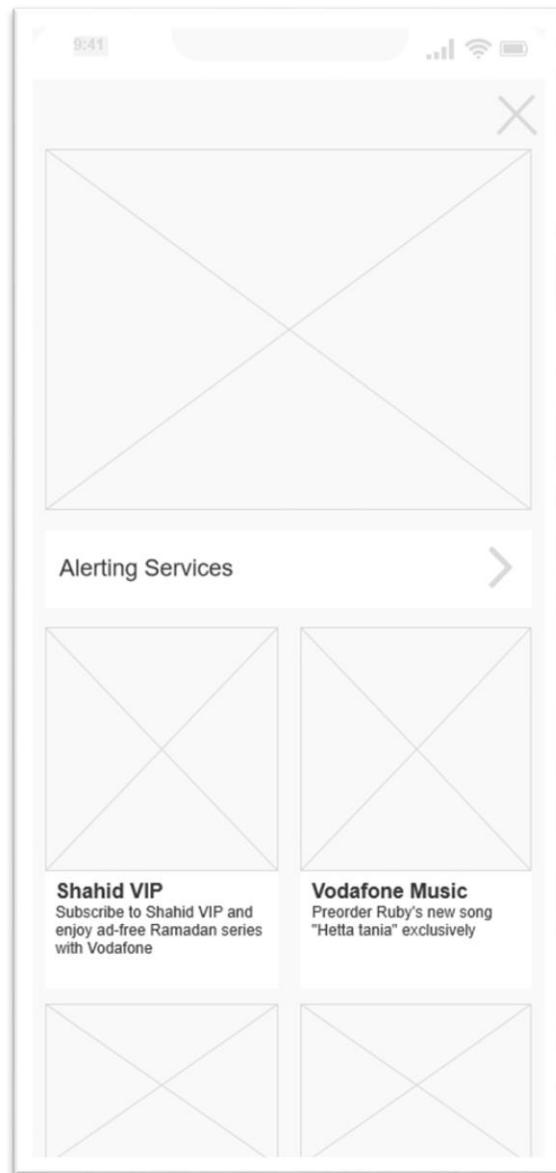
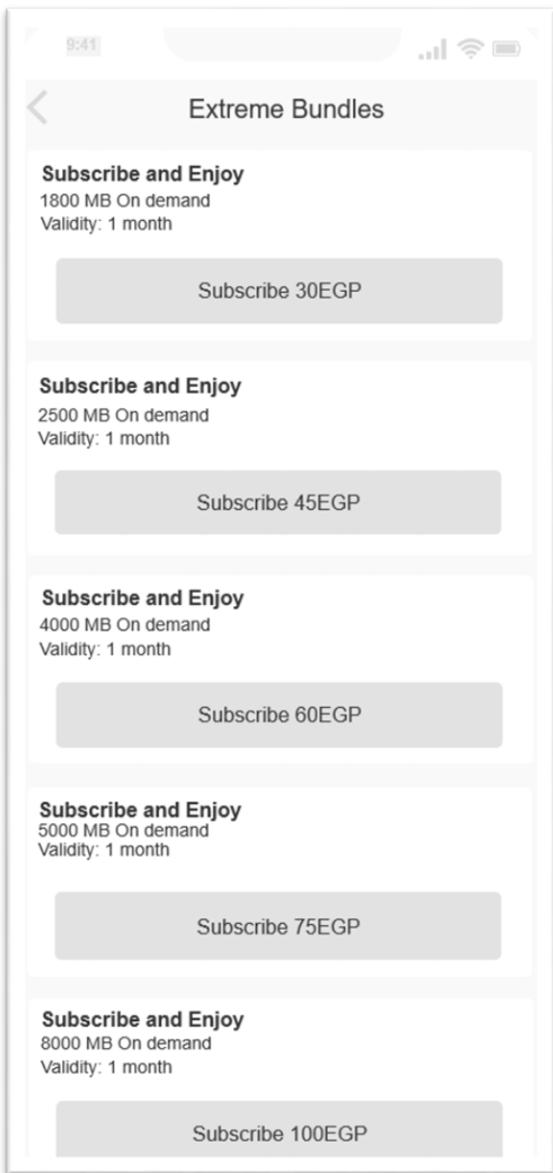
Vodafone Cash

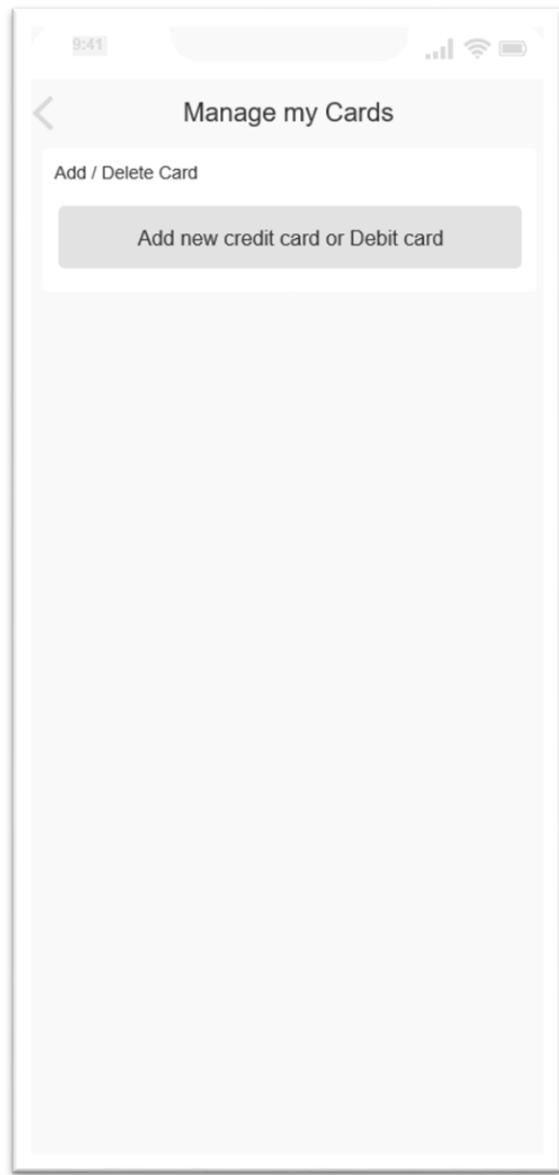
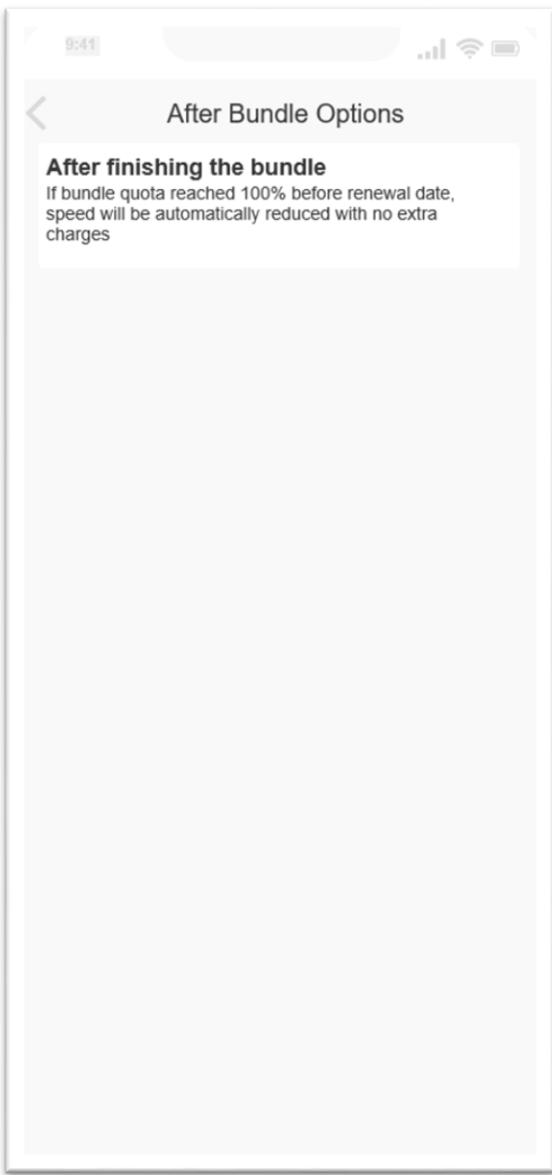
Pay all due amount 512 EGP
 Pay partial amount

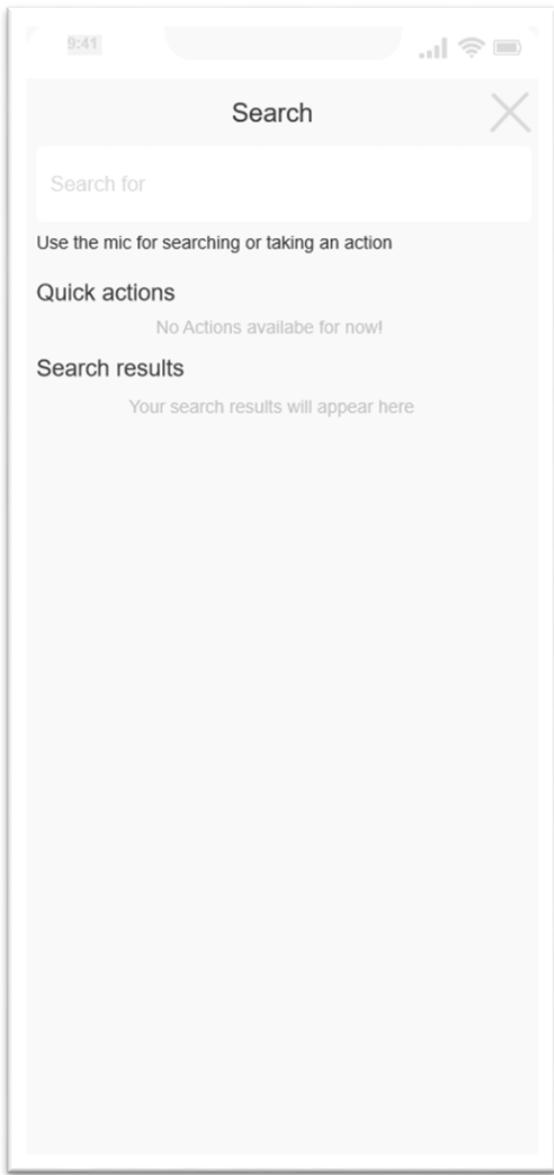
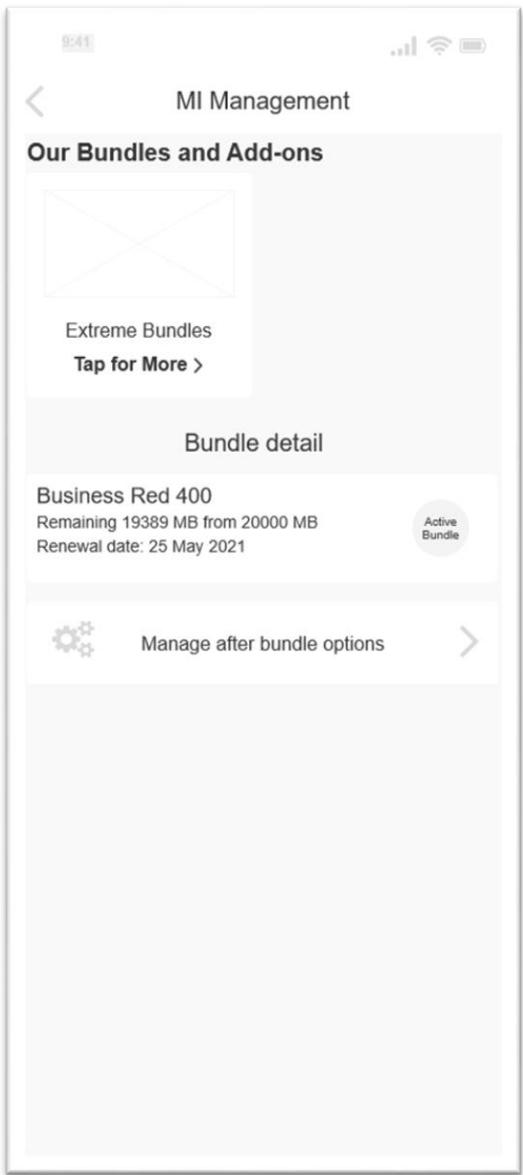
Enter Vodafone cash PIN

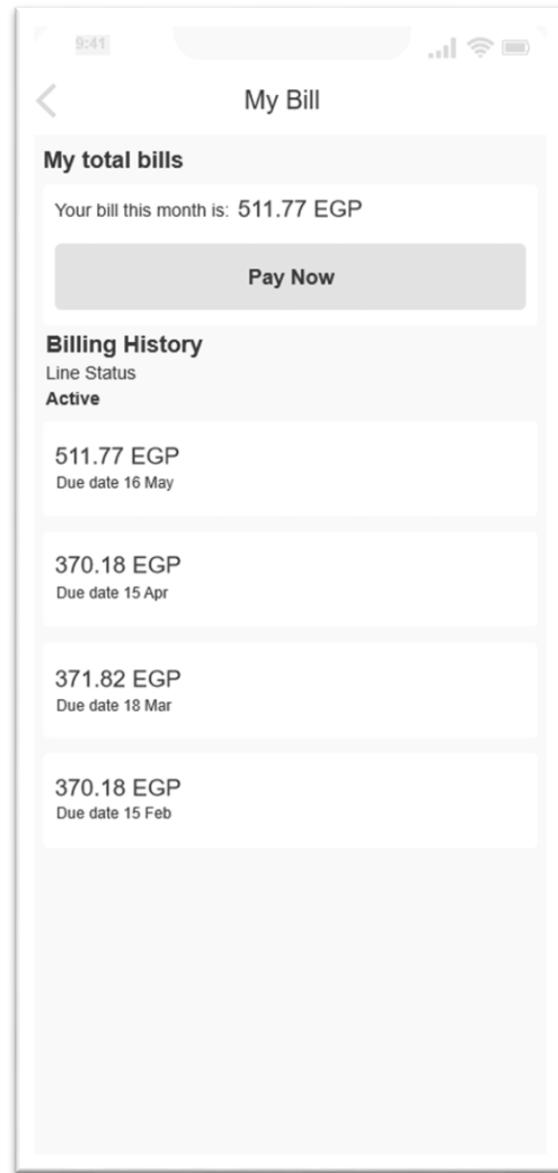
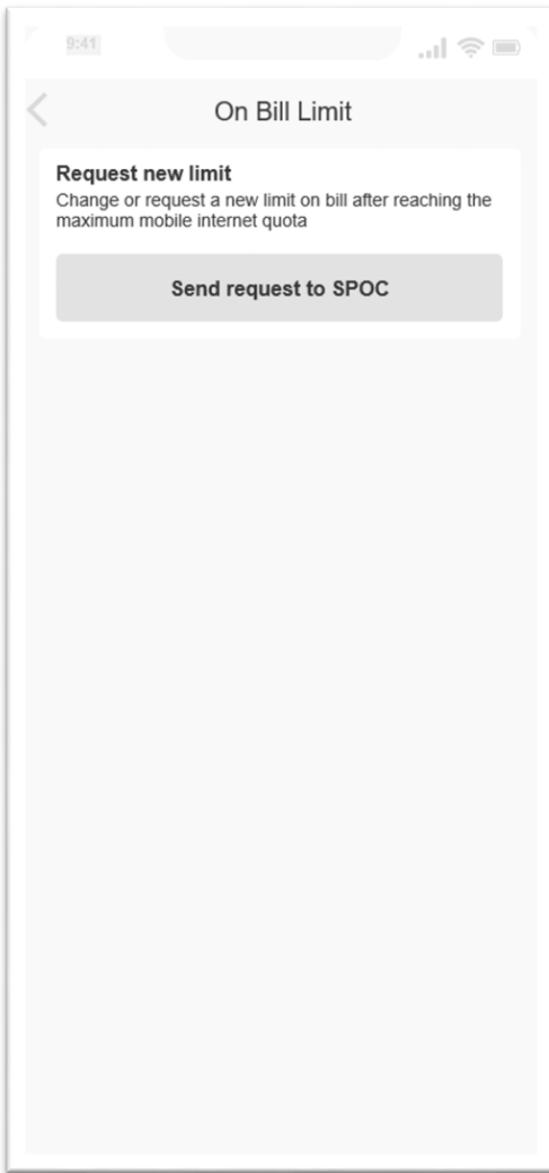
Pay Now

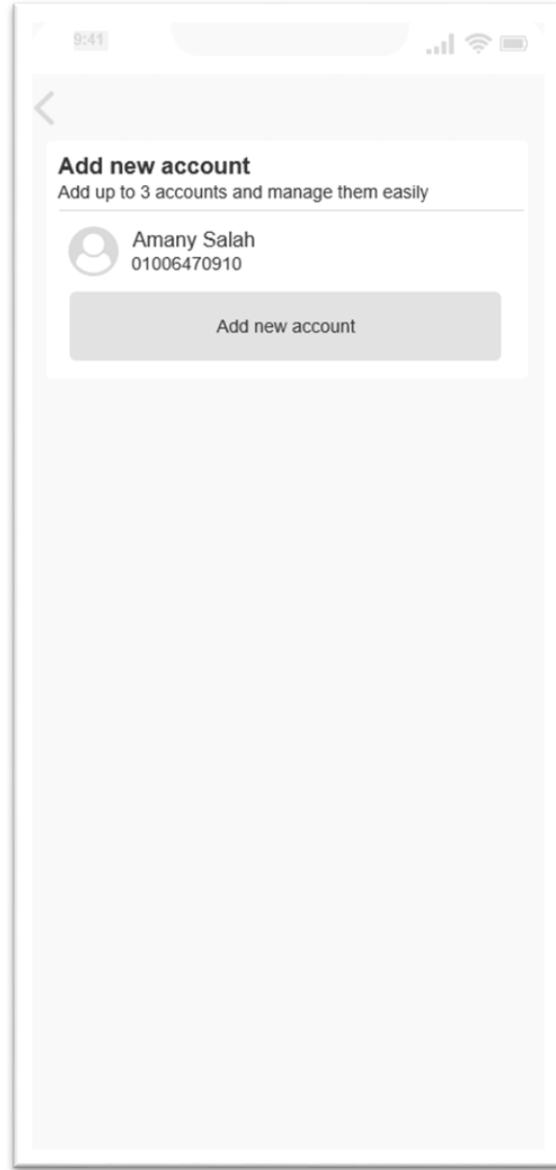
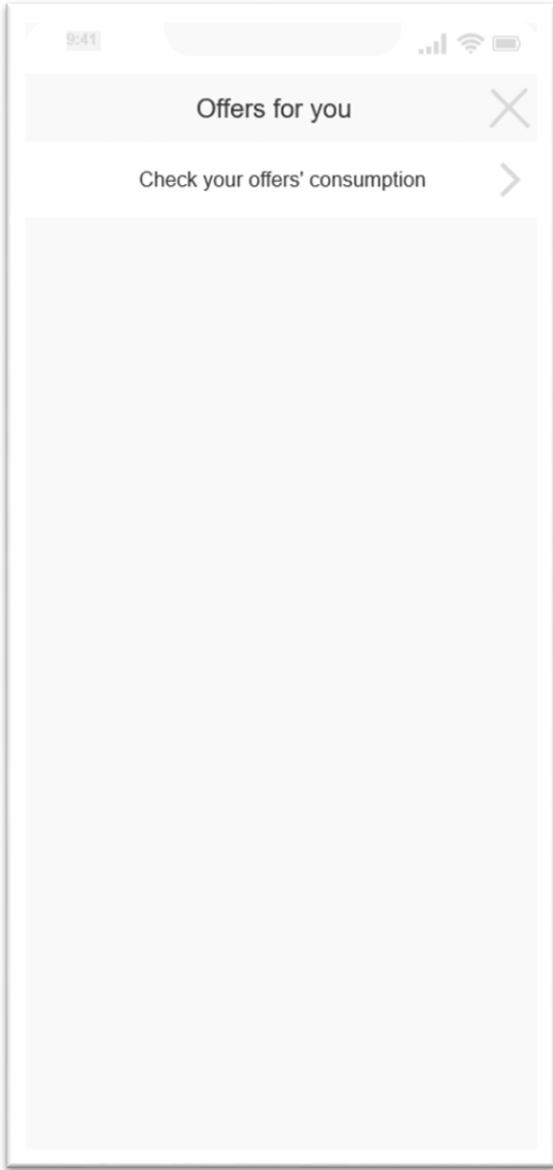




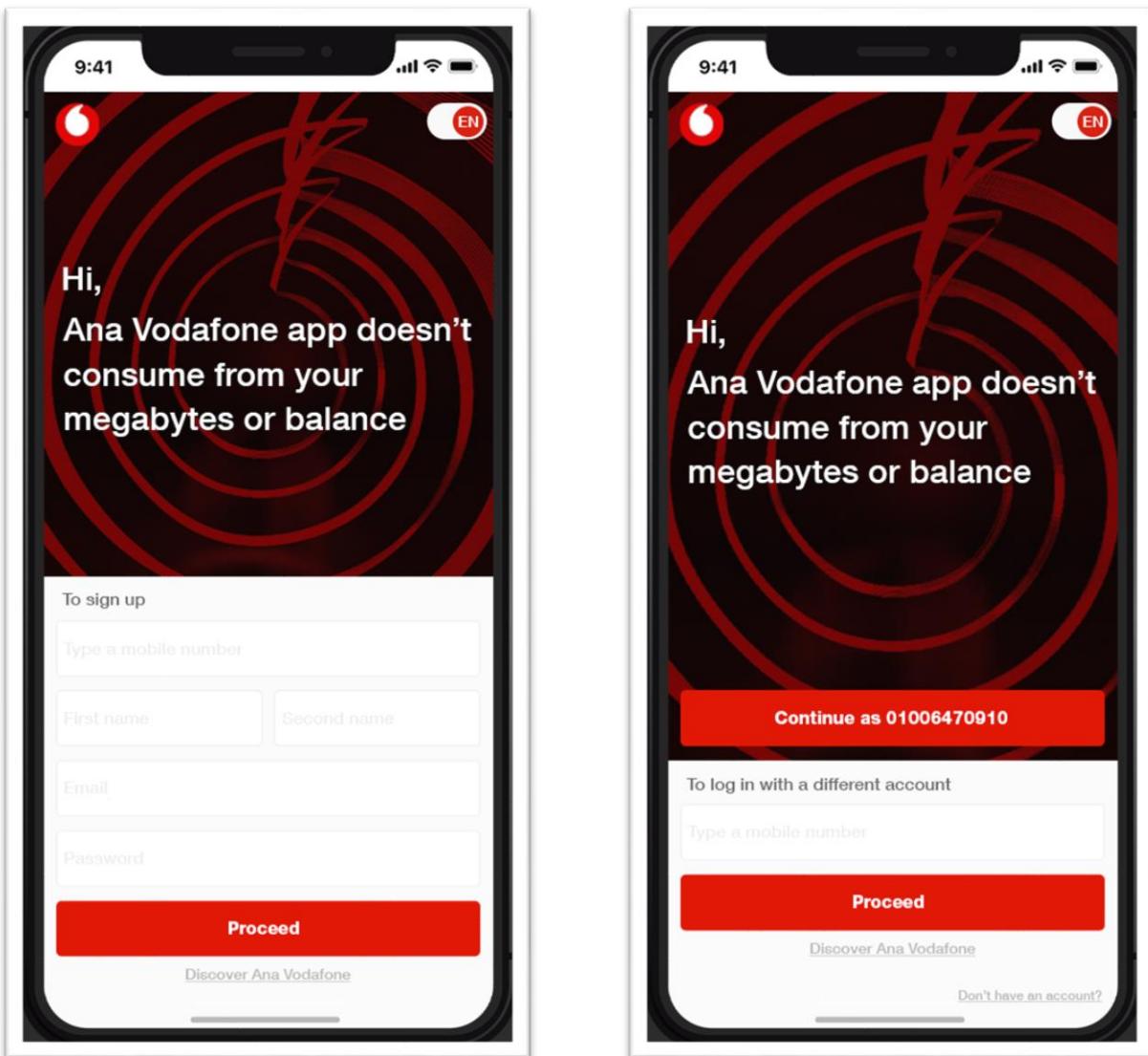


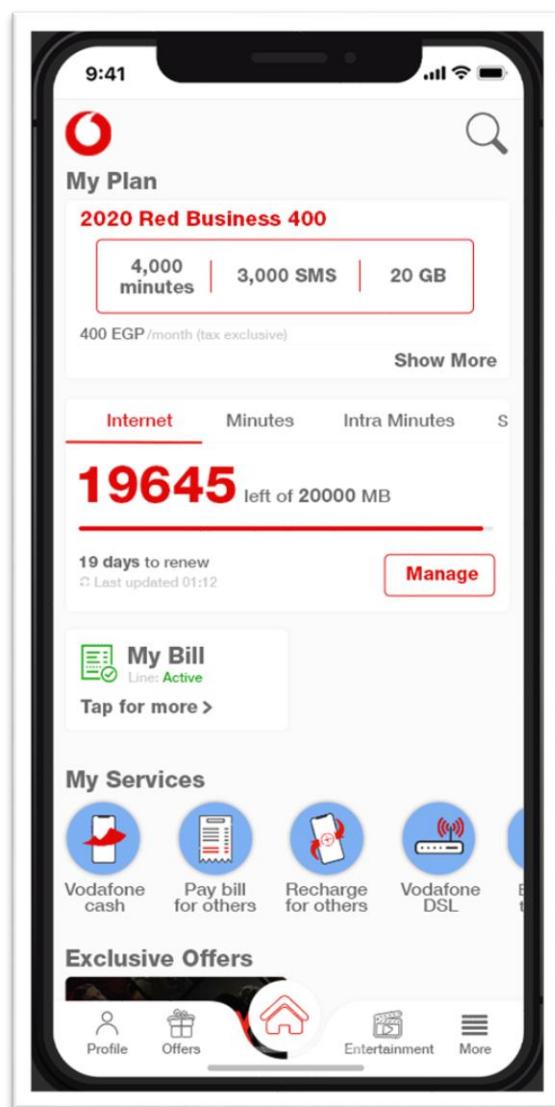
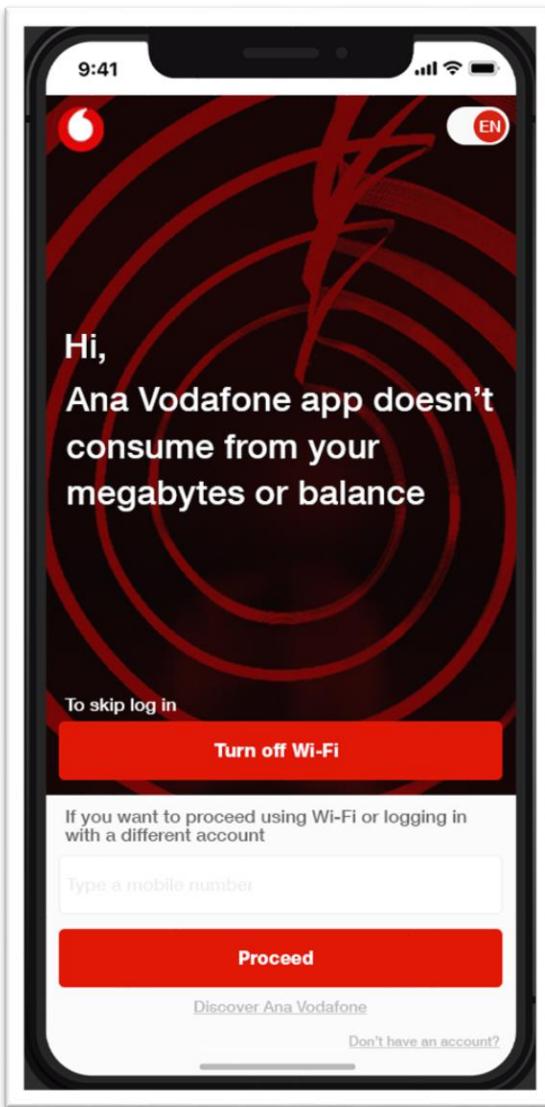


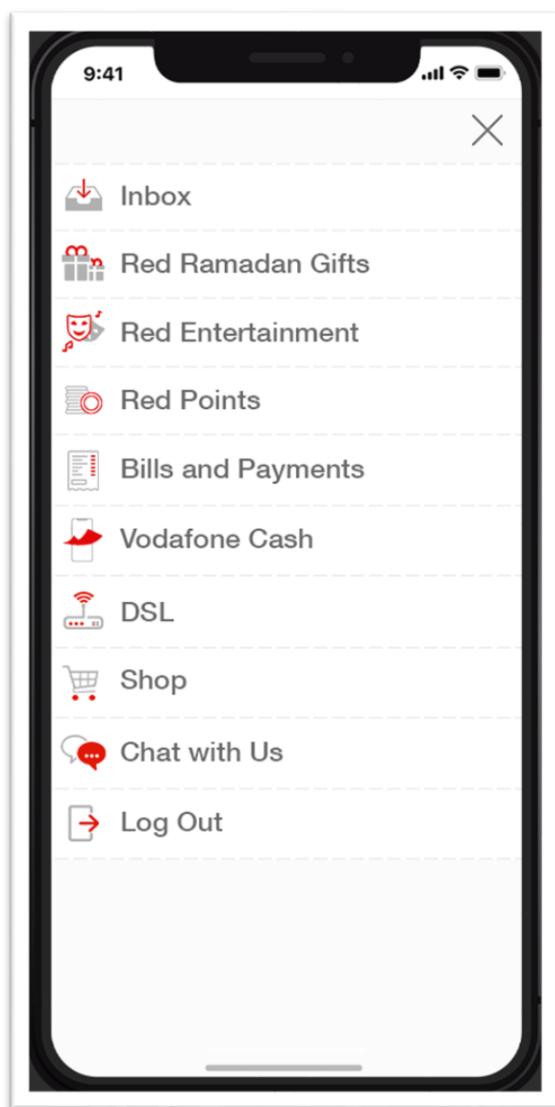
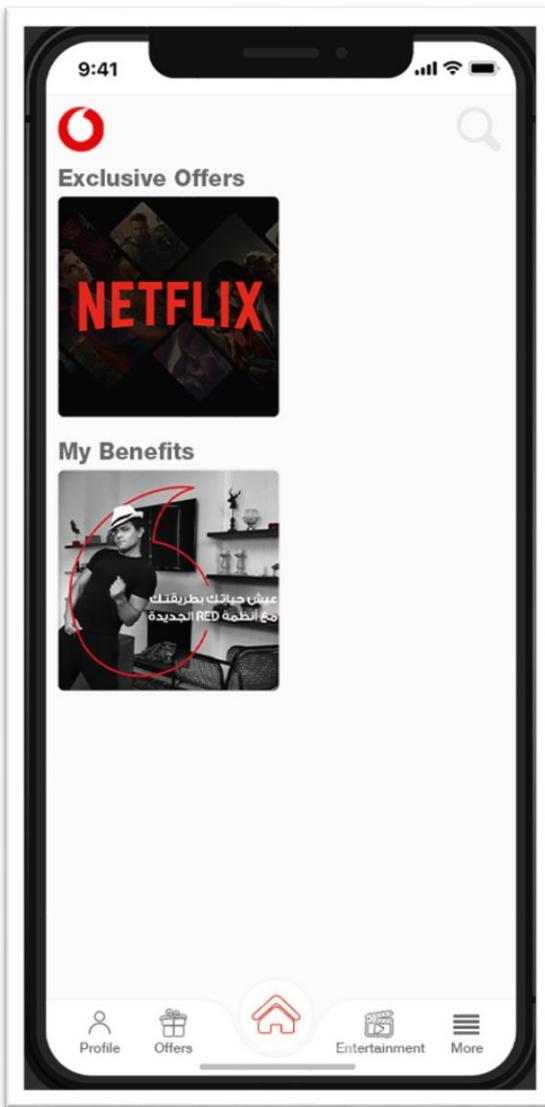


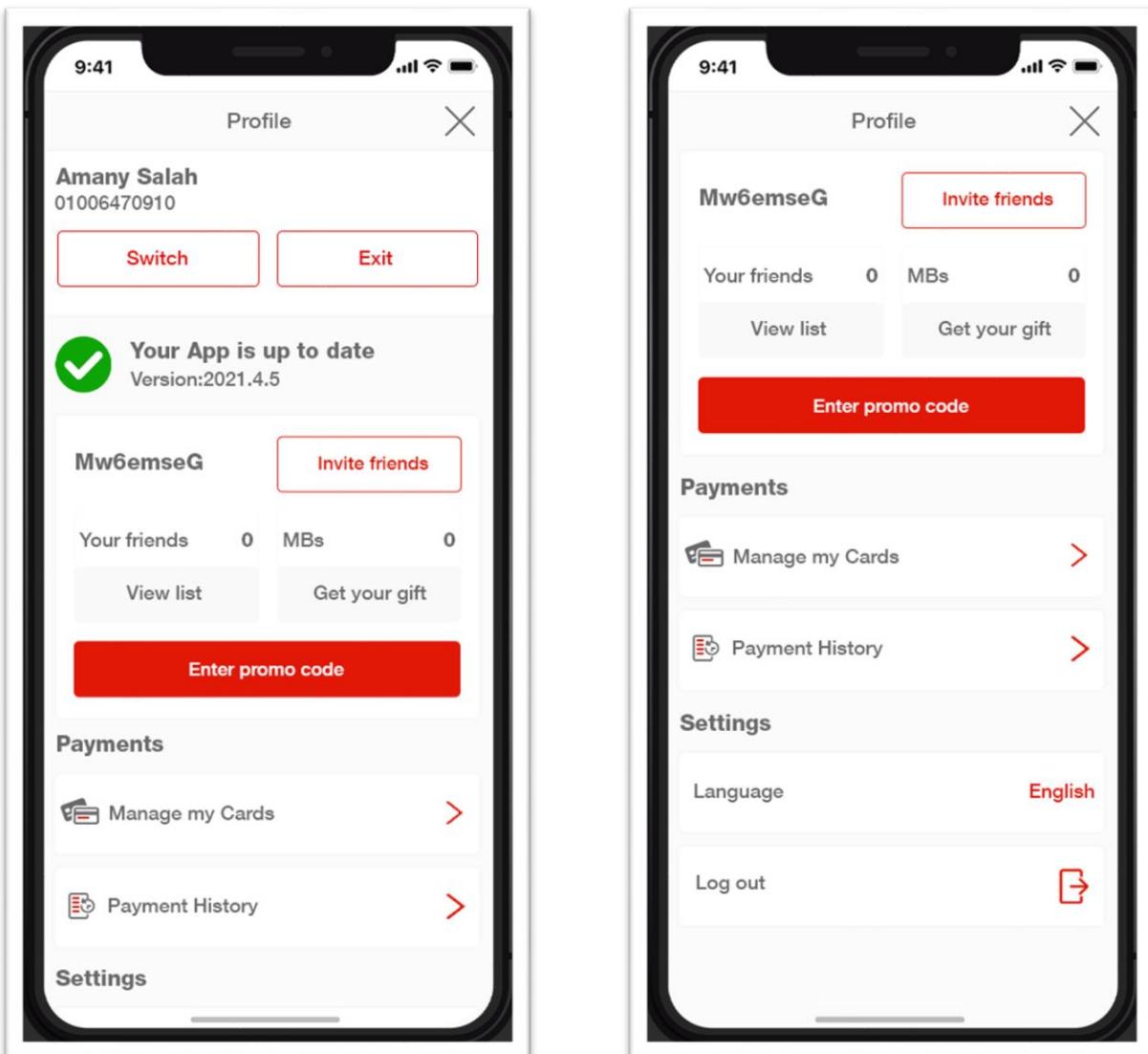


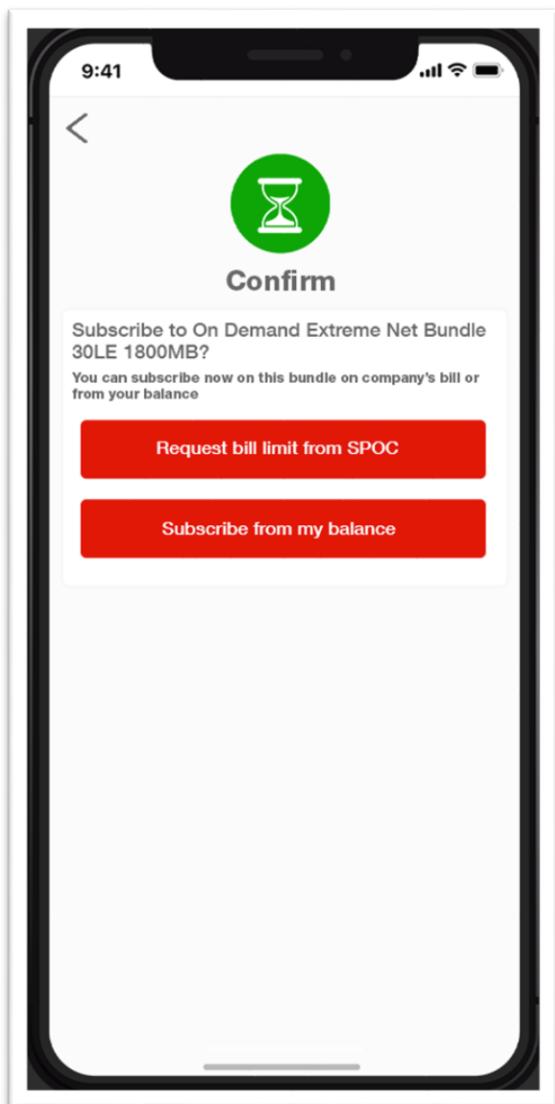
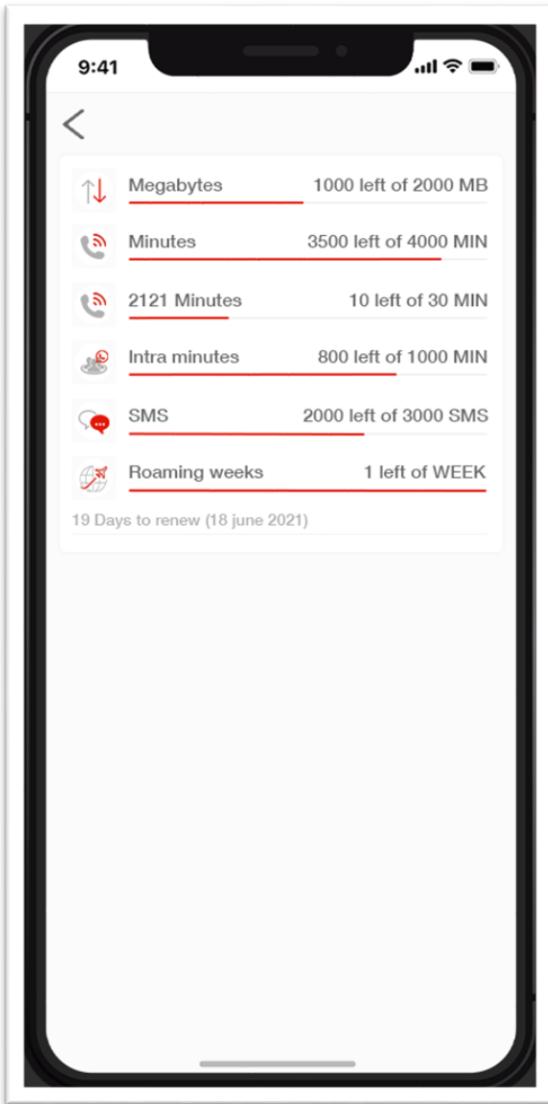
UI

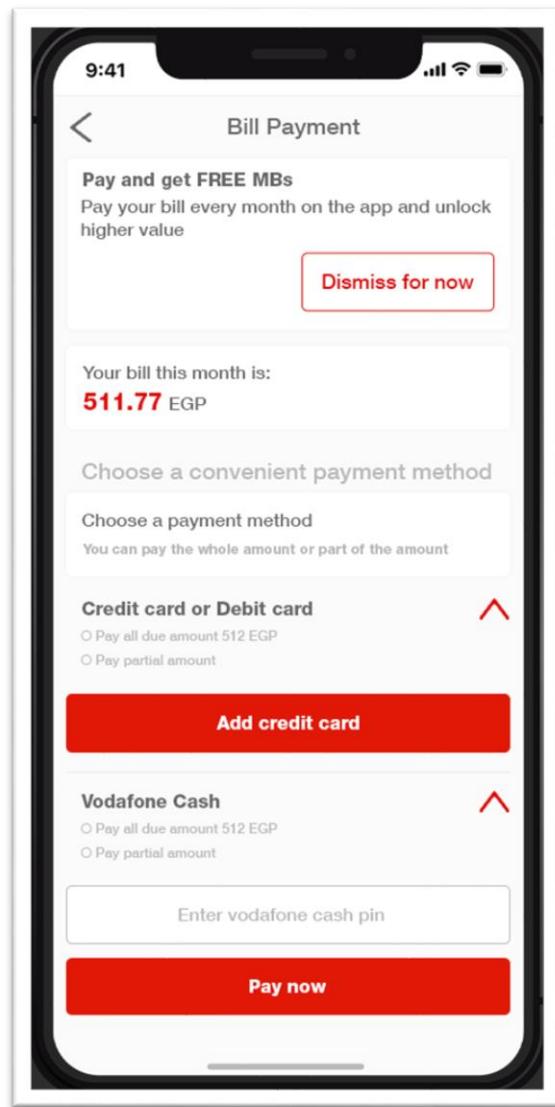
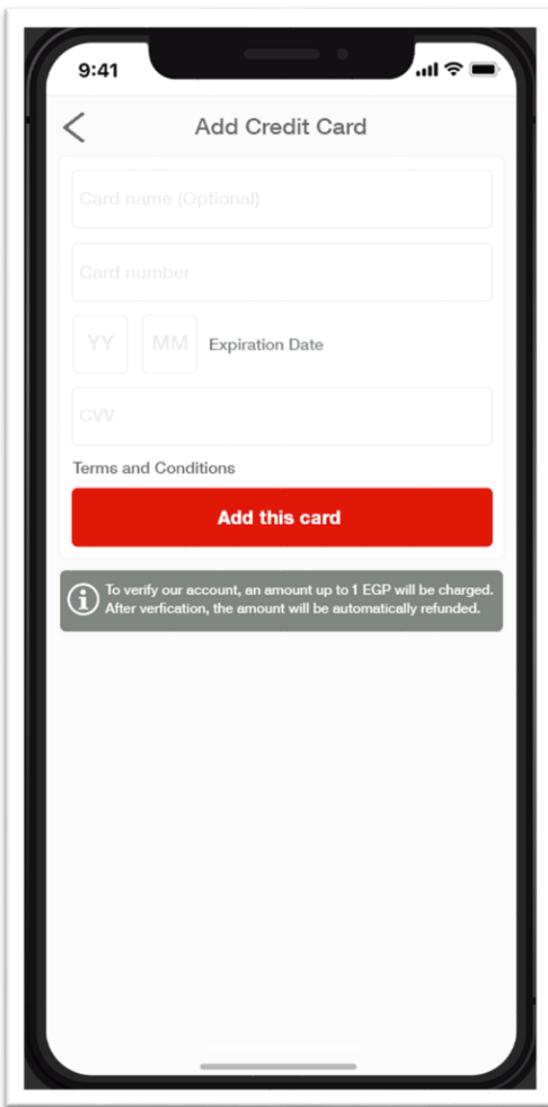


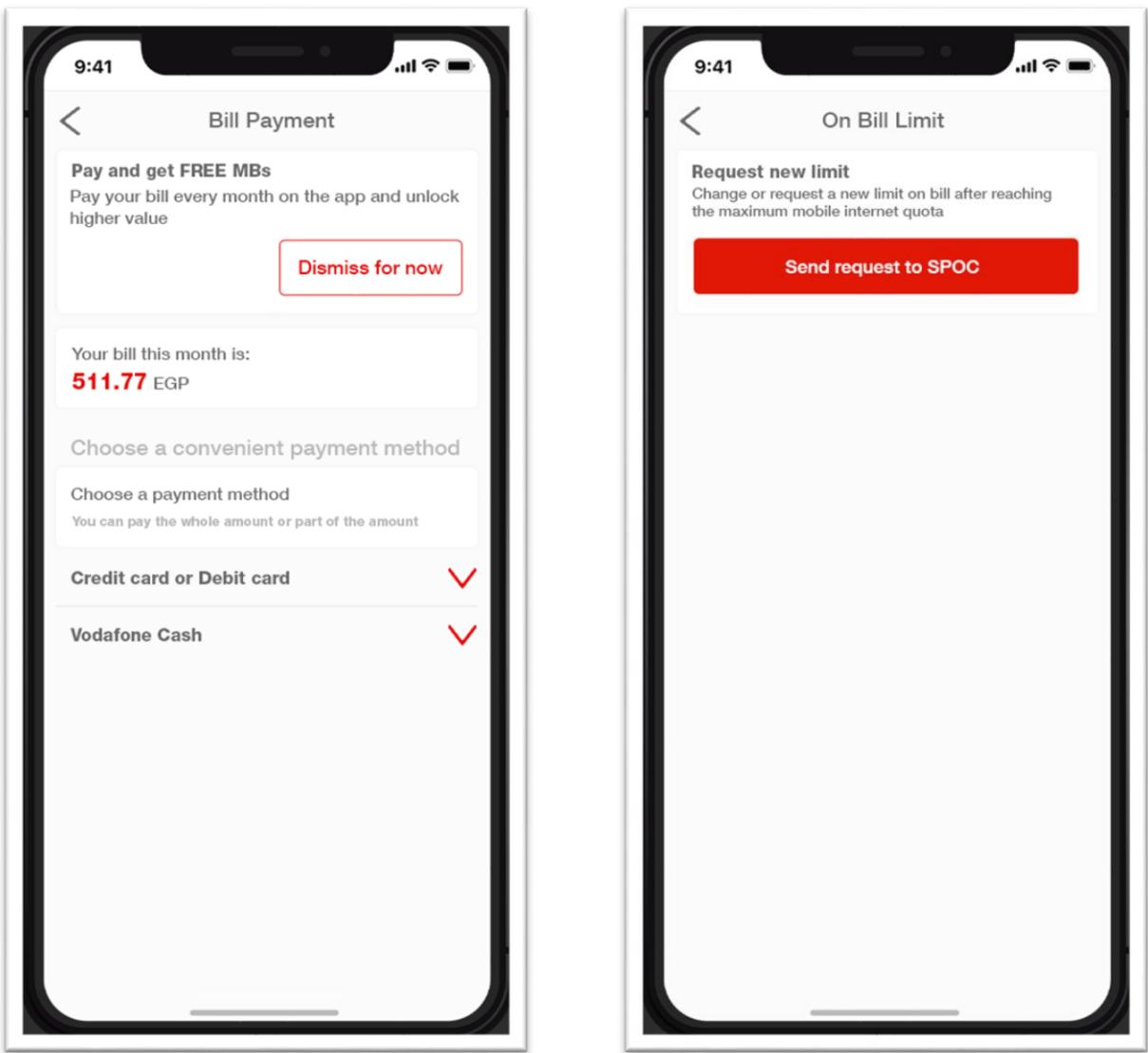


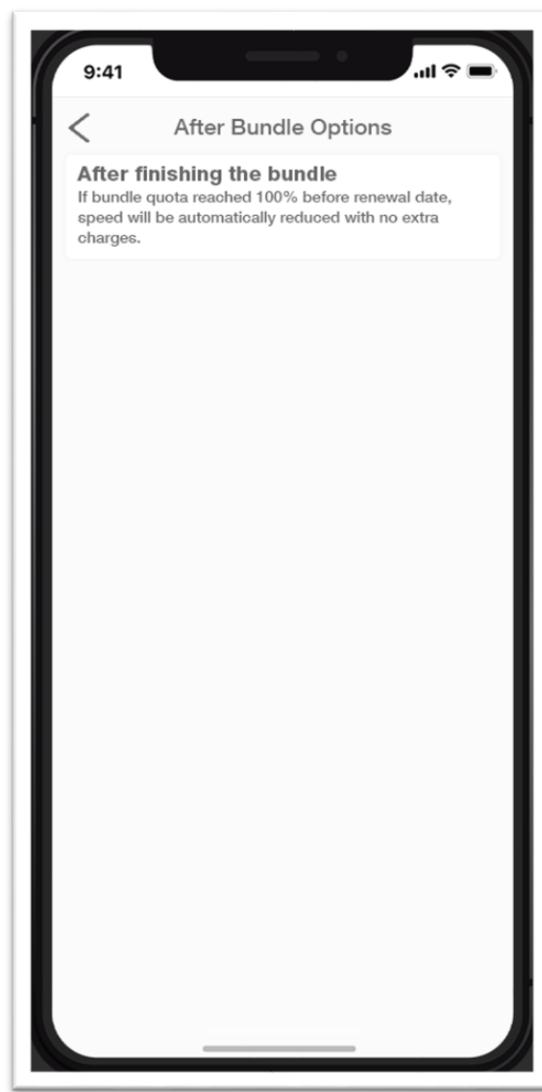
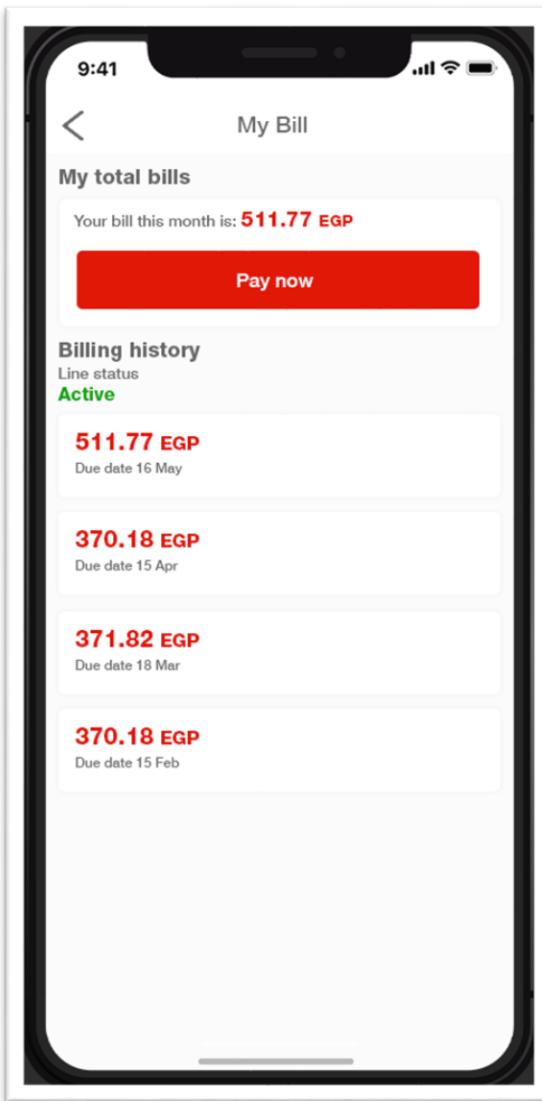


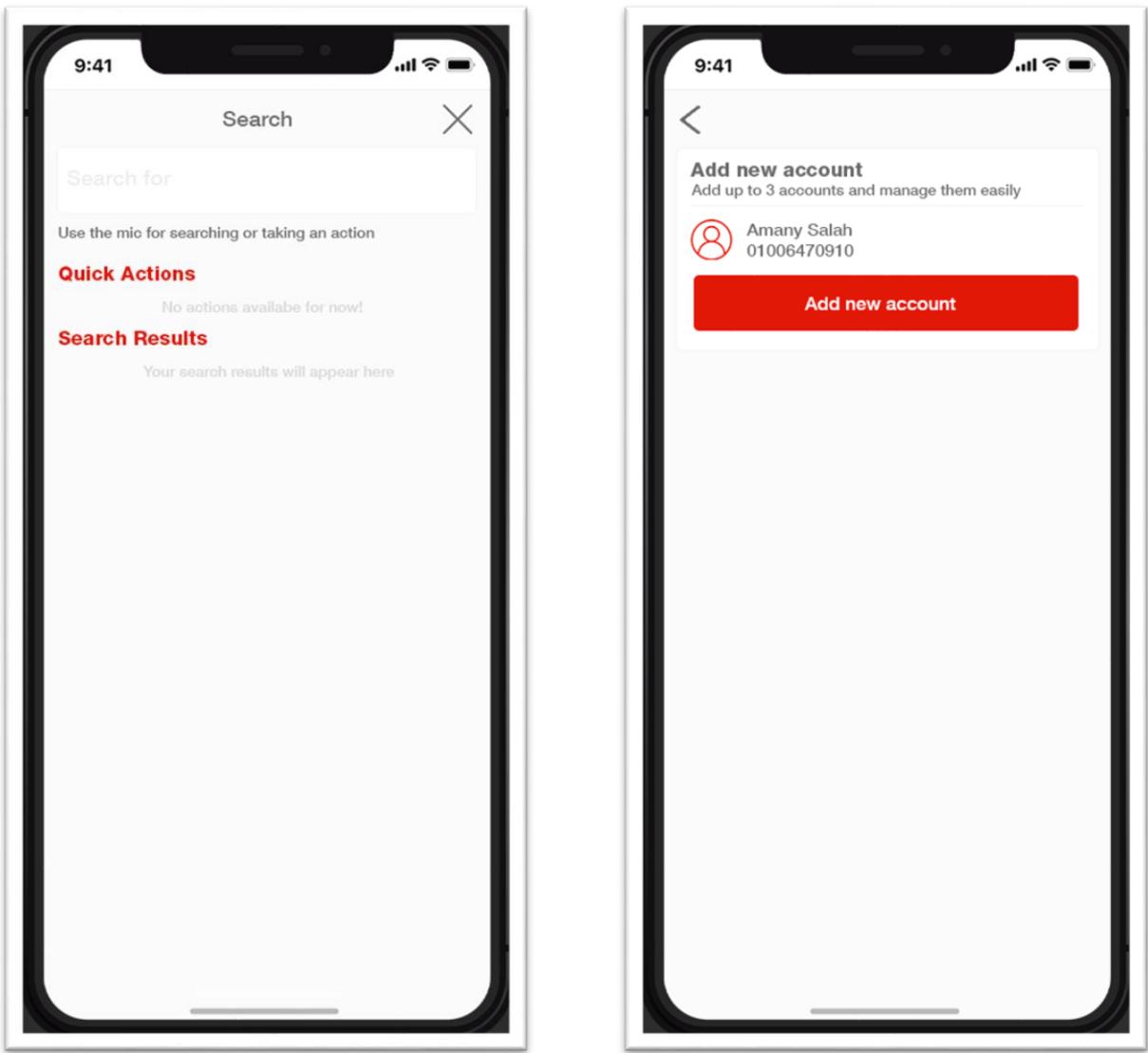


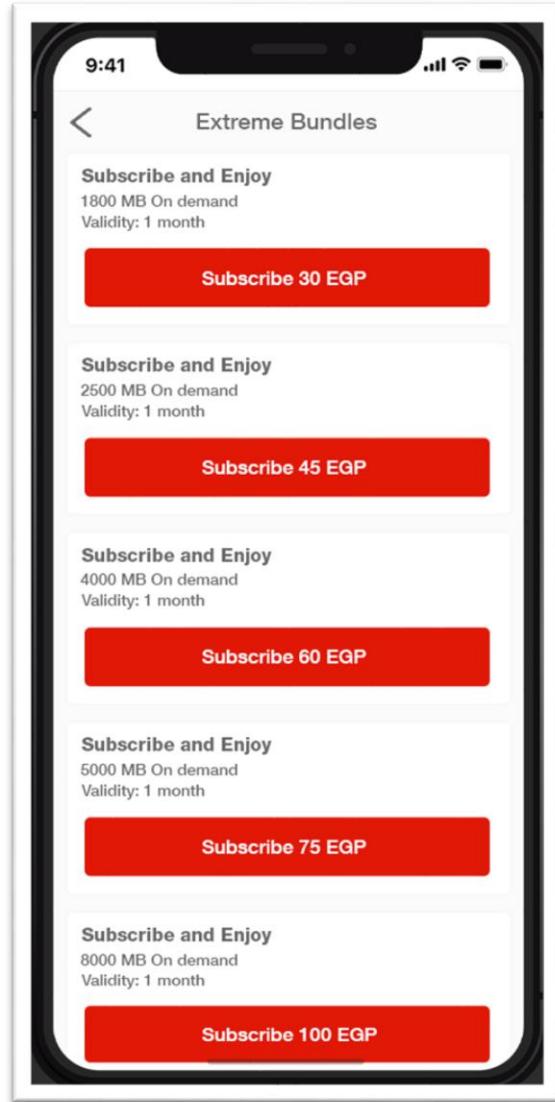
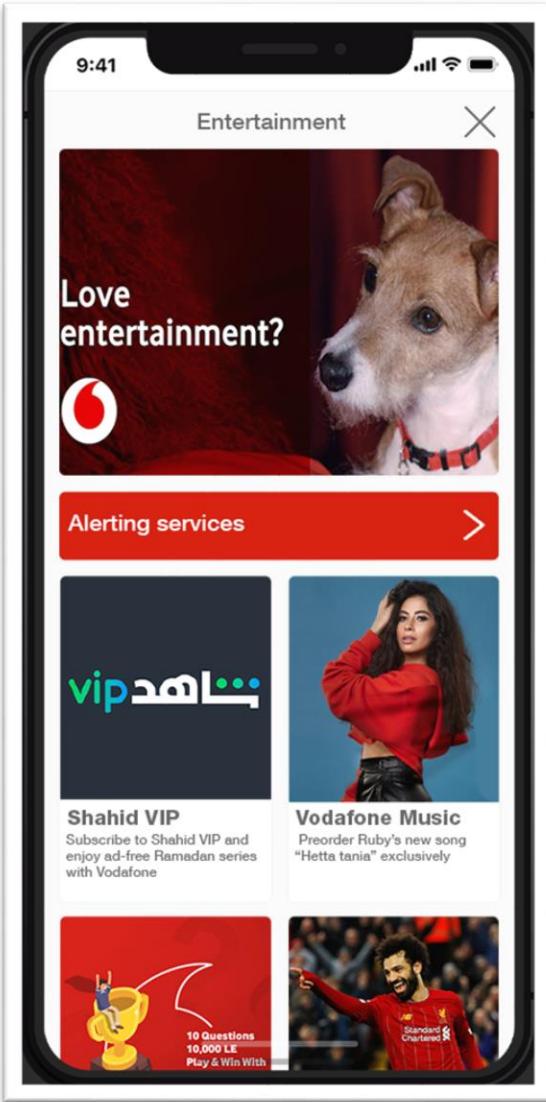


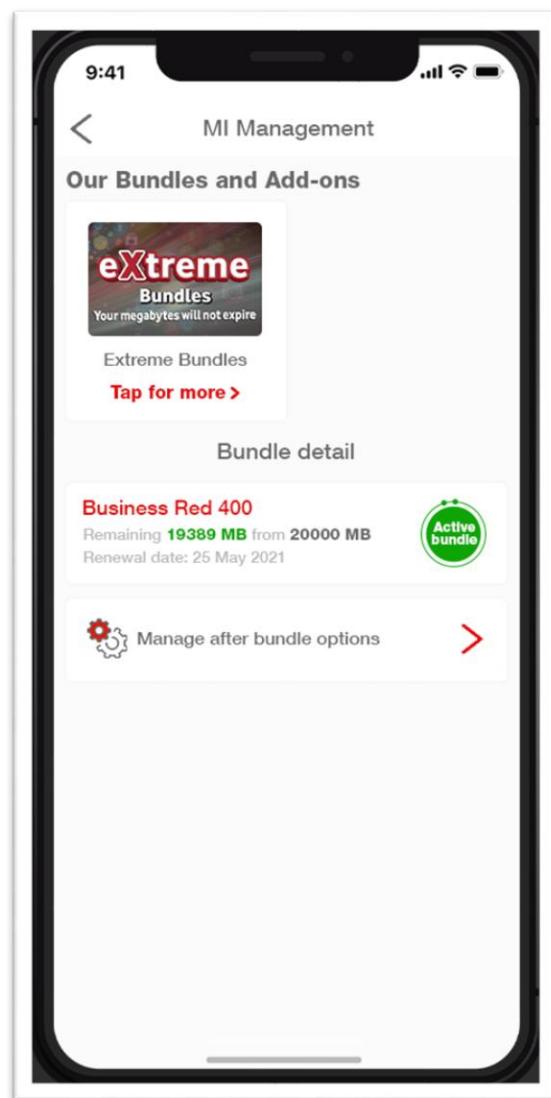
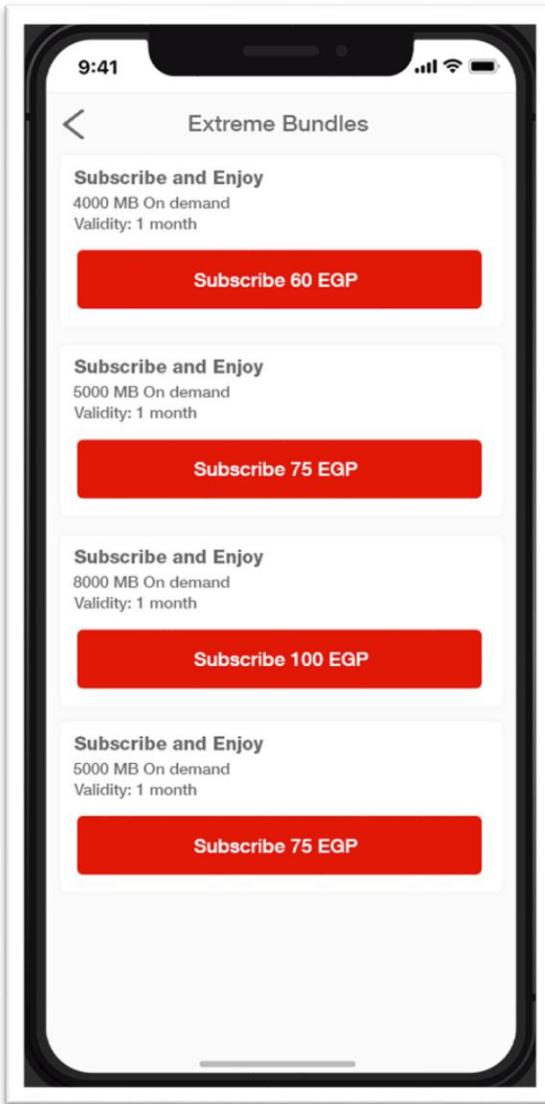












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