SIM CARD TEST

Plan

1. Get a contract with O2 and a handset.
2. Follow the set of specifics actions agreed on the “SIM card test” spreadsheet such as:

-Accept/Ignore priority offers

-Website visits from

-O2 Wi-Fi spots

-O2 data

-Phone calls to specific businesses (Restaurants, banks, pubs, etc.)

-Apps on background refresh

-Change location

-Change permissions

1. Check if

-The files we are receiving contain/reflect this data.

-The actions are shown before/after interest affinity.

-Background app refresh is sending wrong action signals (website visits).

1. QA of results.

2017-05-17

{

"\_index": "dashboard\_123456789\_1494491559",

"\_type": "profile",

"\_id": "447702495418",

"\_score": 1,

"\_source": {

"ons": null,

"browsedO2Tickets": false,

"permOptOutLocationComms": true,

"allowAnalyticsPartnerTargeting": false,

"browsedO2ShopComUpgrades": false,

"activeUser": true,

"topics": [

"travel guide books",

"cooks",

"french cuisine",

"travel & holidays",

"chefs",

"restaurant guides",

"cuisine",

"michelin guide",

"consumer guides",

"interest in food",

"michelin",

"hotel guide books",

"restaurants & take away"

],

"permIsDeceased": false,

"dataSummary": 0,

"location": {

"city": "Portsmouth",

"outcode": "PO5",

"countryCoords": "54.0,-2.0",

"country": "GB",

"outcodeCoords": "50.778136,-1.088809",

"cityCoords": "50.79899,-1.09125"

},

"productsHeld": [

"O2 Unlimited",

"BlackBerry",

"Simplicity",

"O2 Travel"

],

"email": null,

"contactedCarphoneWarehouse": false,

"permDisplayOnDeck": true,

"spend": 13.34,

"dataUsageProjectedToExceed80Pct": false,

"cohort": "unassigned",

"permMobileServs": true,

"contactedEE": false,

"permOptOutBonVoyage": true,

"dataThreshold80pcCurrent": "Not Exceeded",

"callMarketingContactFreq": "not contacted",

"permPhone": true,

"isHeadOfHousehold": null,

"permResearchOptOut": true,

"allowTrafficBasedTargeting": false,

"permAllMktg": true,

"contractEndMonths": "No contract",

"contactedTalkTalk": false,

"permO2WifiOptOut": true,

"currentTenure": 0,

"permIsVip": false,

"monthsSinceJoining": "0-6",

"roamedCountryCodes": [

"0"

],

"age": null,

"permDisplayOffDeck": false,

"smsMarketingContactFreq": "contacted",

"permSMS": true,

"dataBundleExceeded": false,

"allowMktgCustomerTargeting": false,

"permAllChannel": true,

"permO2More": false,

"browsedO2ShopCom": false,

"browsedAccessories": false,

"browsedO2Recycle": false,

"permOptOutSMSMarcomm": true,

"operatingSystem": "iOS",

"permEmail": true,

"ageGroup": "45 to 54",

"browsedTablets": false,

"contactedBT": false,

"permHasGoneAway": false,

"permPriorityMoments": false,

"myO2ProductStatus": "NOT REGISTERED",

"householdComposition": null,

"cpwManaged": false,

"priorityMomentsProductStatus": "Not Registered",

"priorityMoments": [],

"permNoMktg": false,

"priorityAppRegistrationStatus": "Not Registered",

"segments": [],

"permMail": true,

"preferences": [],

"hasSmartphone": true,

"categories": [

"interest in food",

"restaurants & take away",

"travel & holidays"

],

"dataThreshold80pc3mths": "Not Exceeded",

"validEmailAddress": false,

"uid": "447702495418",

"browsedBilling": false,

"browsedWearables": false,

"isHouseholdWithChildren": null,

"permPartial": false,

"hasMobileBroadband": false,

"permOptOutAllComms": false,

"affluenceLevel": null,

"siteId": 123456789,

"pAndLSegments": "paym",

"browsedO2Shop": false,

"simOnlyContract": true,

"browsedGuru": false,

"prepayStatus": null,

"permOptOutSMSPriorityTickets": true,

"mmsMarketingContactFreq": "not contacted",

"device": null,

"contract": "Contract",

"contractTerm": 12,

"gender": "MALE"

}

}

]

}

}