

THE ‘BUSINESSPERSON’

Helen

Bio

Project manager of a start up, that outsources most of its development work to India

Goals

To cut down on call costs.

Needs to be able to make daily calls to India to gain updates from the team.

Frustrations

Paying high rates with current provider

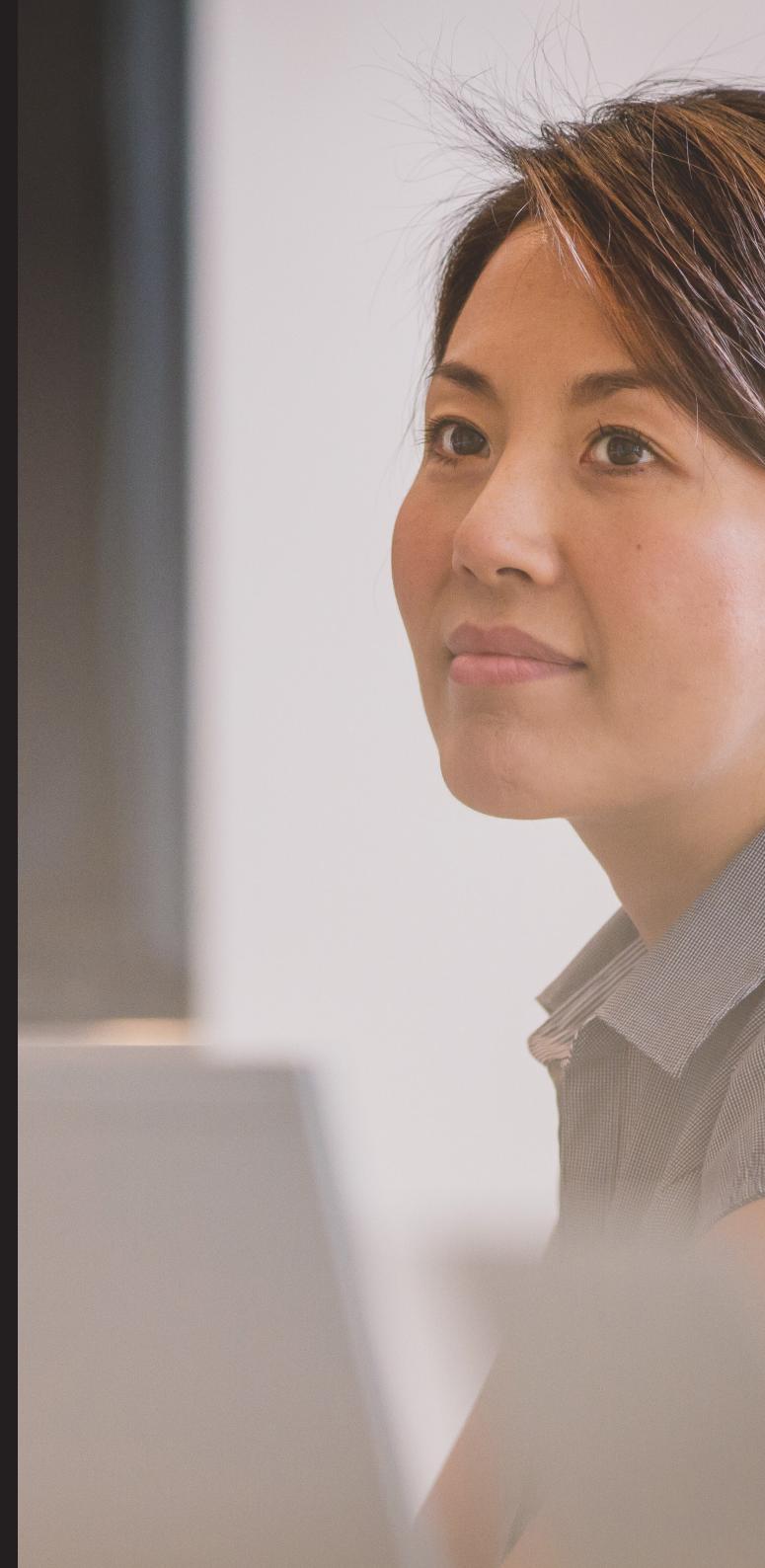
Poor call quality

Technology

Daily use of a range of devices: Mobile, tablet and desktop.

Possible products

- Mobile sim
- Calling cards
- Mobile APP



THE ‘SETTLER’

Levente

Bio

Arrived in the UK a few months ago, and is struggling to find work in the construction.

Goals

Looking for the cheap calls to enable him to make calls home and call in the UK, needs to be able to pay with cash though as he is yet to get a UK bank account.

Frustrations

High calling charges to call home
Not being able to get a contract phone

Technology

Owns a feature phone, and has limited access to the internet.

Possible products

- Calling card
- Mobile sim



THE ‘PARENT’

Faisal

Bio

Conference manager who regularly is required to travel with work.

Goals

Needs to be able to top up his daughter's phone and make calls to her whilst traveling..

Frustrations

Using a different provider to his daughter.
Confusing process when searching for a calling tariff

Technology

Daily use of smart phone and laptop

Possible products

- Calling card
- APP



THE 'SETTLED'

Anita

Bio

Works in marketing and has been living in the UK for the past 7 years, and has recently become a British citizen.

Goals

Wants a cheap and effective tariff that will allow her to continue to make calls, texts and use data in the UK and also make calls to her home country.

Frustrations

Having to pay extra to current provider for additional international calls home

Technology

Smart phone, tablet and desktop

Possible products

- Mobile sim with international calls to a specific country
- Mobile App



THE ‘NON-NATIVE’ Rafi

Bio

Works within the medical industry and lives outside the UK.

Goals

A year ago Rafi’s sister moved to the UK and calling each other has so far, worked out expensive. Rafi would like to find a service that would allow him to make cheaper calls to his sister.

Frustrations

Expensive international call rates

Technology

Smart phone, laptop.

Possible products

Talk home mobile app.

