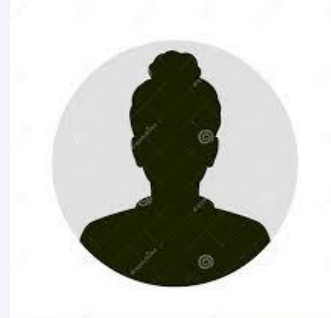


Empathize (10 min)

LEARN ABOUT THE USERS: (5 MIN)



NAME: Venkatesh
STORY:
Age: 16
Location: Chennai
Occupation: Student



NAME: Harika
STORY:
Age: 29
Location: Hyderabad
Occupation: professor

NAME:
STORY:

GAIN INSIGHTS (5 minutes; group discussion + documentation)

What are their biggest pain points?

Network
Coverage &
Connectivity

What do they need to accomplish / what is their goal?

Reliable
connectivity
for
operations

What insight can YOU bring to the user experience, based on your experience / role?

Simplifying
Billing
and
Contracts

Define (5 min)

WHAT IS OUR GUIDING QUESTION? (5 min; discussion + worksmith)

Remember: keep it open-ended and don't include your solution in the statement

"How can we optimize the Docomo SIM experience to provide seamless connectivity, cost transparency, and management flexibility, ensuring that business users can focus on productivity without network-related disruptions?"

Explore (15 min)

PROBLEM TO SOLVE: Streamlined SIM and Account mangement , transport and flexible pricing

HOW MIGHT WE SOLVE THE ABOVE PROBLEM? (5 minute individual brainstorm)

Remember to think big and don't evaluate yet!

understanding
the user
journey and
pain points of
the user

desinging the
centralized
mangement
portal

offering
transport
pricing and
flexible plans

PUSH YOUR THINKING (5 minute individual brainstorm)

What if your assumptions changed? What if you didn't have any limitations?

It can be
driven by the
AI
personalisation

Blockchain
for enhanced
security and
transparency

Augmented
reality for
network
managemnet

Chosen idea to prototype:



PRIORITIZE YOUR IDEAS. CHOOSE A HIGH-VALUE IDEA TO PROTOTYPE (5 min)

1. Self-Service Troubleshooting App
Description: Develop an app that provides users with real-time troubleshooting guidance for common issues (e.g., connectivity problems, billing inquiries).
Value: Reduces customer service load, enhances user experience, and empowers users to resolve issues quickly.

2. Data Usage Management Tool
Description: Create a feature within the app that allows users to monitor their data usage in real-time, set alerts, and receive recommendations for optimizing their plans.
Value: Helps users manage costs and avoid unexpected charges, improving overall satisfaction.

3. Loyalty Rewards Program
Description: Implement a program that rewards users for loyalty with discounts on services, data rollover options, or exclusive content.
Value: Encourages user retention and promotes long-term engagement with the brand.

4. Seamless International Roaming Solution
Description: Design a simplified process for users to activate international roaming plans with transparent pricing and automatic notifications of usage.
Value: Addresses pain points for frequent travelers and enhances convenience.

Feasibility For
Our Company

IDEA TO PROTOTYPE:

Develop a self service troubleshooting app specifically designed for Docomo sim users.

Prototype Round 1 (10 min)

The Self-Service Troubleshooting App is a mobile application designed to empower Docomo SIM users to resolve common service-related issues independently. By providing a comprehensive library of troubleshooting guides, interactive FAQs, and an intuitive user interface, the app aims to enhance user experience, reduce reliance on customer support, and improve overall satisfaction with Docomo's services.

Key Points:

1. Target Audience:
Docomo SIM users seeking quick and effective solutions to common mobile service issues without needing to contact customer support.

2. User-Friendly Interface:
A clean and simple design that allows users to navigate easily and find relevant troubleshooting options.

3. Common Issues Library:
A well-organized list of frequently encountered issues, such as:
Connectivity problems
Data usage concerns
Account management questions
Billing inquiries

WHAT DOES IT LOOK LIKE IN ACTION?



Reasons to Maintain or Update the Mobile App



UX/UI design patterns
for mobile apps



Test (15 min)

PRESENT YOUR IDEA TO ANOTHER TEAM

(6 min each team; 2 min for "pitch", 4 min for feedback)

WHAT FEEDBACK DID THEY HAVE?

They may suggest conducting thorough user research to ensure the app effectively meets user needs and raising concerns about the complexity of maintaining an up-to-date troubleshooting database. Recommendations could include integrating gamification elements to boost engagement and ensuring robust testing with diverse users before full deployment.