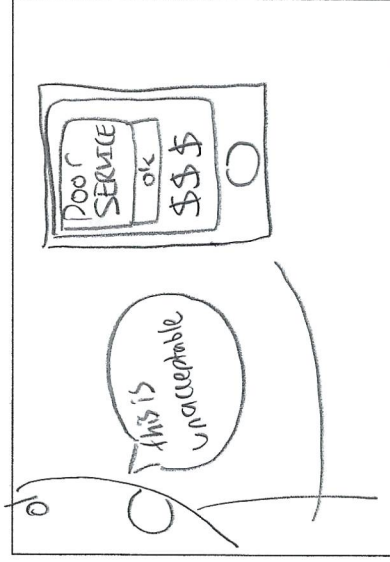


PERSONA: ALL three → any mobile user with bad user experience



• USERS FACE PROBLEMS: JOHN: Constant DATA ACCESS

• Susan: Plan doesn't make sense

• Kesha: Plan too expensive

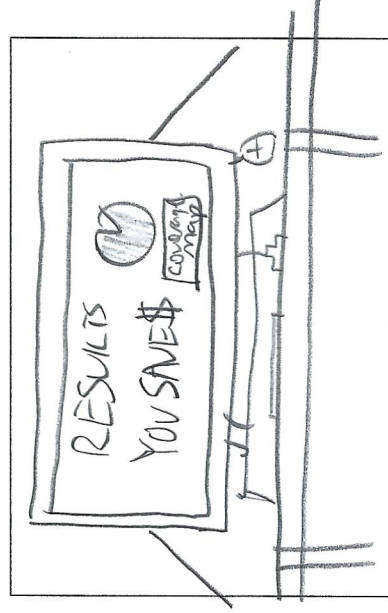


• Users input their needs in chatbot

## USER STORY/SCENARIO:



• User looks for solution online

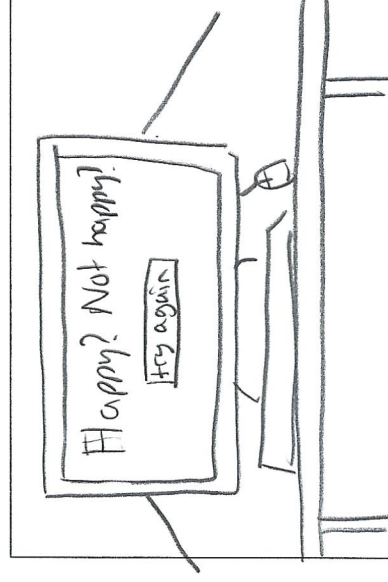


• The ideal plan is presented to the user

mobile phone plan dissatisfaction  
↳ Finding a solution



• User finds solution candidate



• The user can restart if not satisfied

• Otherwise, user can buy plan through third party provider.