

Product Name:	5G	Product Status:	<input type="checkbox"/> Draft	LLM:	<input checked="" type="checkbox"/> Yes	Product Version:	1
GamerPlus		Bundle	Product Lifecycle:	<input type="checkbox"/> Market Analysis			

Product Scope: A mobile-first 5G consumer offering targeted at mobile and cloud gamers: a 5G-capable postpaid or add-on plan that includes low-latency performance data (QoS/prioritization), optional fixed-wireless/home 5G for console/PC at home, and a bundled game-store benefit (monthly store credit, one-time voucher, or subscription credit redeemable at major digital stores/cloud game services). Tiers: entry (performance add-on + small store credit), mid (higher performance + recurring store credit/subscription trial), premium (priority network slice, larger credit, and cloud-gaming access).

Product Description: 5G GamerPlus Bundle — a tiered product built for low latency, consistent throughput, and gamer value: 1) Performance layer: prioritized performance data (mobile QoS or 'game turbo' add-on) to reduce jitter/latency for cloud/mobile gaming; 2) Wallet layer: monthly Steam/Epic/Xbox/PlayStation/Nintendo wallet credit or configurable retailer voucher and/or a discounted cloud-gaming subscription; 3) Home continuity: optional 5G home/fixed wireless add-on to extend the same low-latency experience to consoles and PCs; 4) Support & onboarding: optimized device settings, in-app speed tests, and 24/7 gamer-first support.

Suggested starter positioning and price signals (market precedents): - Entry add-on: performance-tier + \$5–10/mo store credit (or equivalent one-time credit) - Mid tier: \$10–20/mo + larger recurring credit or 1–3 month cloud-game pass trial - Premium: \$25+ with priority network access, larger credit, and cross-platform perks

Business design notes: tie credits as redeemable voucher codes or partner APIs (wallet top-ups), use short-term exclusives with game stores to drive ARPU and reduce churn, and advertise latency/packet stability rather than raw peak speed.

Key supporting references:

Gender: Female Male Non-binary

Geographic Location: Metropolitan Suburban Urban

Income Level: Lower-middle income (\$30K-\$50K) Middle income (\$50K-\$100K) Upper-middle income (\$100K-\$200K)

Education Level: Bachelor's degree Some college

Employment Status: Full-time employed Part-time employed Self-employed/Freelancer Student

Marital/Family Status: Married/Partnered Single With children

Home Ownership: Living with family Renter

Goals & Motivations: Cost savings Entertainment/Leisure Social status Time efficiency

Pain Points & Challenges: Complexity aversion Convenience needs Limited budget Support requirements Trust issues

Age Range: Gen Z (18-24) Millennials (25-40)

Behavioral Characteristics: Early adopter Price-conscious Quality-focused Research-oriented Social shopper Tech-savvy

Analysis Milestone:

Market Research Milestone:

Implementation Milestone:

Launch Milestone:

Business Requirements Name: GamerPlus Bundle – 5G Gamer Experience with QoS, Wallet Credits & Home Continuity

Business Requirements:

Background and Objectives

The GamerPlus Bundle targets mobile-first and cloud-gaming enthusiasts who require low-latency, consistent throughput, and value-added wallet benefits. Market research indicates rising demand for strong latency and packet stability in mobile/cloud gaming, with gamers willing to pay for QoS enhancements when the perceived value is clear (RF-Market-Analysis). Customer interviews reveal that latency sensitivity, easy onboarding, and bundled wallet credits influence purchase decisions and long-term satisfaction, while competitive benchmarking shows durable demand for store-credit incentives and cross-store perks (RF-Customer-Interviews; RF-Competitive-Benchmarking). The research also highlights that early adopters are price-conscious but quality-focused and that latency/stability messaging beats raw peak speed in marketing clarity (RF-Customer-Interviews; RF-Market-Analysis).

Scope

In scope:

- 5G GamerPlus Bundle offering with a Performance (QoS) layer, Wallet Layer (store credits or vouchers or cloud-gaming pass), and optional Home Continuity add-on to extend QoS to consoles/PC at home.
- Onboarding acceleration, device optimization guidance, and 24/7 gamer-first support.
- Partnerships with major digital game stores and cloud gaming services to issue and redeem credits via vouchers or wallet top-ups.
- Integrations to billing, CRM, VPN/internet-oriented QoS controls, and analytics for telemetry on latency, jitter, throughput, and credit redemption.
- Basic analytics dashboards and reporting to monitor QoS performance, redemption activity, and churn signals.

Out of scope:

- Non-gaming data-only plans without QoS requirements.
- Hardware subsidies, non-5G or 6G future-proofing initiatives, and prepaid/Pay-as-you-Go variants not aligned to the postpaid/add-on structure.
- Purely promotional bundles without QoS or wallet components.

Stakeholder Needs

Primary:

- Gamers (end users): want low-latency, stable connections for cloud/mobile gaming, value-added wallet credits, and a seamless onboarding experience. They prefer bundled benefits and cross-store exclusives that reduce churn and raise perceived value (RF-Customer-Interviews).
- Product & Marketing: seek ARPU uplift, higher engagement, and reduced churn through differentiated QoS, credits, and exclusive offers (RF-Market-Analysis; RF-Competitive-Benchmarking).
- Network / NOC: require clear QoS controls, telemetry, and serviceability to sustain low-latency paths for game traffic (RF-Market-Analysis).
- Partnerships: game stores and cloud services to provide credits/vouchers via APIs and run exclusive promotions that increase partner-driven revenue and stickiness (RF-Competitive-Benchmarking).
- Finance & Legal: ensure pricing bands, credit accounting, and data privacy compliance for wallet credits and cross-border voucher redemptions (RF-Customer-Interviews).

Secondary:

- Retail/channel partners, device OEMs, and third-party integrators who rely on stable incentive mechanisms and clear SLAs to drive sales and partner revenue (RF-Competitive-Benchmarking).

High-Level Requirements

Must-have:

1. QoS-enabled game data path with per-user network slicing: The system shall provide prioritized mobile data paths for game traffic (game turbo) with user-toggle capability, achieving target latency \leq 40 ms and jitter \leq 5–10 ms at the 95th percentile in geographic areas with 5G coverage. Acceptance criteria: QoS path is provisioned within 1–2 minutes of activation and maintains targets during typical gaming sessions. (RF-Market-Analysis; RF-Customer-Interviews)
2. Wallet Layer integration with major stores: The bundle shall pay out monthly wallet credits or one-time vouchers redeemable at Steam/Epic/Xbox/PlayStation/Nintendo or via supported cloud-game services, delivered by voucher codes or wallet top-up APIs. Acceptance criteria: credits issued within 24 hours of tier activation and redemption success rate \geq 99% in UAT/production. (RF-Competitive-Benchmarking; RF-Customer-Interviews)
3. Optional Home Continuity add-on: The bundle shall offer an optional fixed-wireless 5G home add-on enabling the same QoS characteristics for consoles/PC at home, with provisioning done remotely and compatible gateway requirements defined. Acceptance criteria: home latency parity within $\pm 10\%$ of mobile gaming latency for supported devices; gateway compatibility matrix published. (RF-Market-Analysis; RF-Competitive-Benchmarking)
4. Onboarding and support experience: The product shall deliver optimized device settings, in-app speed tests, and 24/7 gamer-first support. Acceptance criteria: onboarding completion rate \geq 90%; average support CSAT \geq 4.5/5 in first 60 days; at least 95% of speed tests complete without user error. (RF-Customer-Interviews)
5. Tiered pricing and packaging: The solution shall provide Entry, Mid, and Premium tiers with defined monthly price points and corresponding credit or benefit structures: Entry \$5–\$10/mo in-store credit or equivalent one-time credit, Mid \$10–\$20/mo with recurring credits or a cloud-gaming pass trial, Premium \$25+ with priority network access and larger credits. Acceptance criteria: pilot segment yields positive willingness-to-pay signals and measured ARPU uplift by tier over baseline (RF-Market-Analysis; RF-Customer-Interviews).
6. Partner monetization and exclusive offers: The system shall enable partner APIs for wallet top-ups and limited-time exclusive game-store promotions to drive ARPU and reduce churn. Acceptance criteria: exclusive-offer redemption rate and incremental revenue attributable to promotions; attribution model established and tracked. (RF-Competitive-Benchmarking; RF-Customer-Interviews)
7. Data privacy, security, and compliance: All data collection/usage for QoS personalization and wallet services shall comply with applicable privacy laws (e.g., GDPR/CCPA); implement data minimization, access controls, and DPPIA where required. Acceptance criteria: DPPIA completed; privacy controls tested and pass security reviews. (RF-Customer-Interviews; RF-Competitive-Benchmarking)
8. Integrations and data architecture: The solution shall integrate with existing billing, CRM, and analytics platforms and provide telemetry for latency, throughput, jitter, and credits redemption. Acceptance criteria: end-to-end data flows demonstrated in UAT; dashboards available for latency, QoS metrics, and redemption activity. (RF-Market-Analysis)
9. Personalization and auto-configuration: The system shall auto-configure QoS settings per game profile with opt-out capabilities and offer user-driven customization. Acceptance criteria: auto-configuration applied to >60% of sessions; user overrides preserved across sessions. (RF-Customer-Interviews)
10. Offline capabilities and resilience: Provide offline-capable guidance assets and caching for onboarding content and speed-test results to support intermittent connectivity. Acceptance criteria: offline assets accessible with >95% cache hit rate; no user data loss when connectivity is temporarily unavailable. (RF-Customer-Interviews)
11. Accessibility and localization: Support multiple languages and accessibility options to broaden gamer reach. Acceptance criteria: coverage for top 5 languages; accessibility checks pass per WCAG guidelines. (RF-Customer-Interviews)

Nice-to-have:

- Cross-platform loyalty: Extend wallet credits to additional partner platforms beyond the initial set where feasible (RF-Competitive-Benchmarking).
- Cloud-gaming trial extension: Longer-term cloud-game passes or trials tied to tier upgrades (RF-Market-Analysis).

Success Criteria

- ARPU uplift by tier: Entry tier contributes a net ARPU increase of 5–8% YoY; Mid tier 12–20% YoY; Premium tier 20–30% YoY, with blended target around 15–25% uplift within 12–18 months post-launch. (RF-Market-Analysis; RF-Customer-Interviews)
- Churn reduction: overall churn rate reduced by 5–15 percentage points compared to baseline within 12 months, driven by QoS reliability, wallet-credits engagement, and exclusive offers. (RF-Customer-Interviews; RF-Competitive-Benchmarking)
- Engagement and adoption: >40–50% of eligible users enroll in the QoS feature within 3 months; wallet-credit redemption rate \geq 60–80% of issued credits within 60 days. (RF-Customer-Interviews; RF-Market-Analysis)
- Partner monetization: incremental partner-revenue share from wallet top-ups and exclusive deals achieving target contribution of 3–7% of total revenue within the first year. (RF-Competitive-Benchmarking)
- Customer satisfaction: CSAT 4.5/5 or higher and NPS improvement of at least +5 to +15 points after onboarding. (RF-Customer-Interviews)

Constraints and Assumptions

- Technical: QoS slicing requires stable 5G core capabilities and coverage; geographic execution will start in metro/suburban markets with expanding coverage over 12–18 months. Assumes compatible devices and home gateway support where applicable. (RF-Market-Analysis)
- Regulatory/Privacy: Compliance with GDPR/CCPA and local data-residency requirements; partner data sharing agreements must allow voucher/credit issuance via secure APIs. (RF-Customer-Interviews)
- Budget and timeline: Initial development and partner onboarding within 12–18 months; marketing and cross-store promotions funded within approved budget cycle. (RF-Market-Analysis)
- Assumptions: Availability of partner APIs for wallet top-ups and promotions; sufficient 5G QoS performance in target markets; customers value latency over raw peak speeds as per research insights. (RF-Customer-Interviews; RF-Competitive-Benchmarking)

Numbered Requirements:

1. Must-have QoS-enabled game data path: The system shall provide prioritized game traffic with per-user network slicing and a toggle option, achieving latency \leq 40 ms and jitter \leq 5–10 ms at the 95th percentile in typical 5G coverage; acceptance criteria include provisioning within 1–2 minutes of activation and stable performance during gaming sessions. (RF-Market-Analysis; RF-Customer-Interviews)
2. Wallet Layer integration with major stores: The bundle shall issue monthly or configurable wallet credits/vouchers redeemable at Steam/Epic/Xbox/PlayStation/Nintendo or cloud gaming services via voucher codes or wallet top-ups; credits issued within 24 hours; redemption success rate \geq 99% in UAT/production. (RF-Competitive-Benchmarking; RF-Customer-Interviews)

3. Optional Home Continuity add-on: The bundle shall offer a fixed-wireless 5G home add-on enabling the same QoS for home consoles/PC; provisioning done remotely; compatibility matrix defined; acceptance criteria include home latency parity within ±10% of mobile gaming latency for supported devices. (RF-Market-Analysis; RF-Competitive-Benchmarking)
4. Onboarding and gamer-first support: The bundle shall provide optimized device settings, in-app speed tests, and 24/7 gamer-first support; onboarding completion rate >= 90%; CSAT >= 4.5/5; speed-test success rate >= 95%. (RF-Customer-Interviews)
5. Tiered pricing and packaging: The bundle shall present Entry, Mid, and Premium tiers with defined monthly price points and credit structures (Entry \$5-\$10, Mid \$10-\$20, Premium \$25+) and demonstrate willingness-to-pay signals and ARPU uplift in pilot testing. (RF-Market-Analysis; RF-Customer-Interviews)
6. Partner monetization and exclusive offers: The system shall enable partner APIs for wallet top-ups and run limited-time exclusive game-store promotions; acceptance criteria include measurable redemption rates and incremental partner revenue. (RF-Competitive-Benchmarking; RF-Customer-Interviews)
7. Data privacy and compliance: All data used for QoS personalization and wallet services shall comply with GDPR/CCPA; DPPIA completed and security controls validated. (RF-Customer-Interviews; RF-Competitive-Benchmarking)
8. Integrations and telemetry: The solution shall integrate with billing, CRM, and analytics platforms and expose latency/throughput/jitter and credits-redemption telemetry dashboards; acceptance criteria: end-to-end data flow demonstrated in UAT.
9. Personalization and auto-configuration: The system shall auto-configure QoS per game profile with user opt-out and allow customization; acceptance criteria: auto-configuration applied to >= 60% of sessions and overrides preserved.
10. Offline capabilities: Provide caching of onboarding content and speed-test results; offline assets accessible; acceptance criteria: offline cache hit rate > 95% and no data loss during outages.
11. Accessibility and localization: Support top 5 languages and meet WCAG accessibility checks; acceptance: language coverage and accessibility criteria meet targets.

Business Process Name:

Billing and Charging: GamerPlus Bundle – QoS-Enabled Billing, Wallet Credits and Voucher Management (BRM domain)

Process Description:

End-to-end Billing and Revenue Management (BRM) process aligned to the TM Forum eTOM Billing and Charging domain that supports the GamerPlus Bundle (QoS layer for game data paths, Wallet Layer credits/vouchers, and optional Home Continuity). Covers order-to-cash for multi-tier gaming bundles, per-user QoS provisioning, subsidy and wallet ledger management, voucher issuance and redemption with major partner stores, invoicing, payments, revenue recognition, and auditability. Integrates with CRM, provisioning, HLR/HSS, content licensing, and partner APIs; ensures privacy, compliance, telemetry, and governance across billing, QoS rating, and wallet activities. Control note: A DB check against existing BRM derivatives shows related processes (e.g., Asteri Premium Residential BRM, BRM-EdBundle-Marketplace, and 5G FWA Subscriptions BRM). No exact GamerPlus QoS-focused BRM process existed, so this is a distinct instantiation to avoid duplication and to address gaming-specific QoS and wallet mechanics.

Actors(LLM):



Inputs:

- Corporate strategy and objectives for Gamer-related initiatives
- RF-Market-Analysis data (latency/value messaging, price sensitivity, churn signals)
- Tiered pricing bands and target ARPU uplift by tier
- Regulatory, privacy, and data residency constraints (GDPR/CCPA, etc.)
- Enterprise Architecture constraints and API readiness (CRM/Billing/HLR/HSS/Content Licensing)
- Budget envelopes and funding milestones
- Partner capabilities and APIs for wallet top-ups and promotions
- Data governance and DPPIA requirements
- Historical usage patterns and baseline ARPU targets
- Governance and risk appetite guidance

Outputs:

- Approved GamerPlus SEP strategy and objectives
- Prioritized portfolio backlog and 12–24 month roadmap
- Tier-specific business cases and investment plan
- Funding commitments and resource allocation plan
- Architecture and data governance artifacts
- Privacy impact assessment plan and controls
- KPIs, dashboards, and governance reporting plan
- Executive approvals and governance records