

Business Requirements Name:

GamerPlus Bundle – 5G Gamer Experience with QoS, Wallet Credits & Home Continuity

Product Name:

5G GamerPlus Bundle

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 for 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 DPA where required. Acceptance criteria: DPA 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, 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  $\pm 10\%$  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  $\geq 90\%$ ; CSAT  $\geq 4.5/5$ ; speed-test success rate  $\geq 95\%$ . (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; DPA 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  $\geq 60\%$  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.

Attachments: