**Requirements life cycle for customer segmentation model for a telecommunication company: Vodafone**

**Elicitation**

* Addressing stakeholders: General customers, active engaged users, long-term coupons used users, prepaid customers, post-paid customers, in-store preferred customers
* Conduct interview: Gathering insights of customers on the type of service used by individuals
* Analysing behavioural traits of customers and preferences
* Gather data sources: Address multiple data sources available within the company’s database such as spreadsheets
* Initial required documents: Interactive and lucrative features and promotional offers of Vodafone availed by customers

**Analysing and Documentation**

* Define data requirements: analyse customer demographics on using features of Vodafone like age group, location and preferences
* Creation of user stories: “as a business analyst, I want to access and generate customers proposition and engagement with features of Vodafone such as using “Top up”, “Monthly scheme” and “yearly benefits”
* Design flows of data extracted from the Vodafone’s database
* Identification of performance expectations: Defining responses of time of customers into “Vodafone” features accessibility

**Validation and Verification**

* Review data requirements: Ensure collected data from Vodafone database related to customers aligns with customers like key stakeholders needs and objectives
* Proceeding validate with stakeholders: Develop a prototype or “UML diagram” in “MS Vision” to verify proposed customer segmentation model in fruitful or not
* Verify accuracy rate: further cross check data requirements on customer preferences in online and offline accessibility of features upon “Vodafone”

**Prioritization and Verification**

* Rank customer segmentation model types
* Develop rating to customer segmentation model at “Vodafone”
* Negotiate scope: Discussion with customers to avail features of this segmentation model as per their preferences

**Change Management**

* Handling data sources finally: If additional changes required which is instructed further by customers, then evaluate it on overall customer segmentation model and design at “Vodafone”
* Accessing renewed customer’s segmentation models with lucrative features and pay-per-click activities and one stop solution for online users.
* Developing new features like cashback in every purchase of prepaid and post-paid connection in “Vodafone” for offline users.

**Communication and Collaboration**

* Developing strong collaboration with analysts: working closely with data analysts to acknowledge requirements of customers in accessing online and offline features at “Vodafone”.
* Developing potential engagement with developers: communication with design requirements as per preferences of customers for developing customer segmentation model at “Vodafone”.

**Traceability and Impact analysis**

* Creating traceability: Developing link with requirements of customers from retention, upselling and caring to offer best services by “Vodafone” and optimize customer segmentation transformation process.
* Analysis impact of changes: Related modification of data sources on customer segmentation model in “Vodafone”.

**Implementation and Testing**

* Designing of data model upon customer segmentation model for “Vodafone” company to deal with proper engagement process with customers in online and offline aspects

**Validation and Acceptance**

* Conduction of integration technique: testing overall customer segmentation model design before publish into the company’s official website as well as page
* Enable user acceptance testing

**Deployment and Maintenance**

* Deploy customer segmentation model from retention to caring within all level at “Vodafone” through secure portal with two-way authentication
* Enable regular monitoring performance to customer segmentation model for Vodafone

**Requirement and Archival**

* Document final state: a new version of customer segmentation model has been developed for Vodafone to access individuals preferences with one stop solutions, state version of documents such as design and requirements documentation
* Archive assets related to customer segmentation model for future preferences and further updating