



Taskflows & Sketches

22 August 2011

Objectives – High level Task flows & Sketches

- › **The task flows and sketches are to ideate/ generate ideas for the future state**
- › **To look at the user journeys for different user types in Product and Service scenarios.**
- › **To identify opportunities; e.g., Personalization, Cross sell and Support**

Note:

- The task flows and sketches presented here are not final. They will be revisited and will be detailed out during detailed design phase.
- Refer to the site map and card sorting documentations for more insights

User needs, Task Flows & Sketches

- ▶ **Experience maps (user needs and key motivators for each experience - Learn, Buy, Manage & Support) and identify opportunities.**

- ▶ **High level Task flow (steps, key features and opportunities):** The task flows are derived on a typical customer lifecycle on e-commerce sites - Learn > Buy > Manage > Support.
 - **Learn Experiences**
 - Learn and make an informed decision before buying a product/service
 - **Buying Experience**
 - Experience of purchasing a Product; (cross-sell and upsell)
 - **Manage/ Self Service Experiences:**
 - Modify VASes
 - Pay Bills
 - **Support/ Help**
 - User wants to get support on a specific problem
 - **Inform**
 - Information about SingTel

- ▶ **Wireframe Sketches**

Transforming the Model

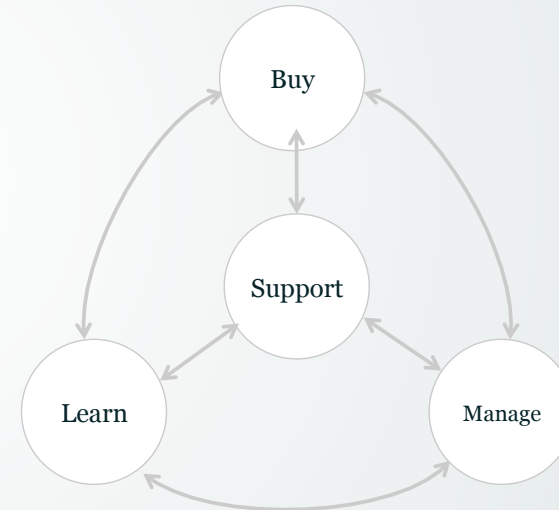
Current experience

Information, purchasing and service are separated in ways that are not helpful to the user. The result is a disconnected and sometimes broken experience, redundant information and steps, and a lack of contextual support and information.



Future experience




Bringing together the information and transactional elements across the learning, buying and managing experience provides a full service to the customer. Regardless of their current mode or goal, the relevant information and functions are available at the right time.






Types of Users

A user may fall into more than one category (known Family head) and types can apply across the whole experience. For the purposes of this document login state was illustrated in the learn and buy flow and account access was illustrated within the Manage flows.

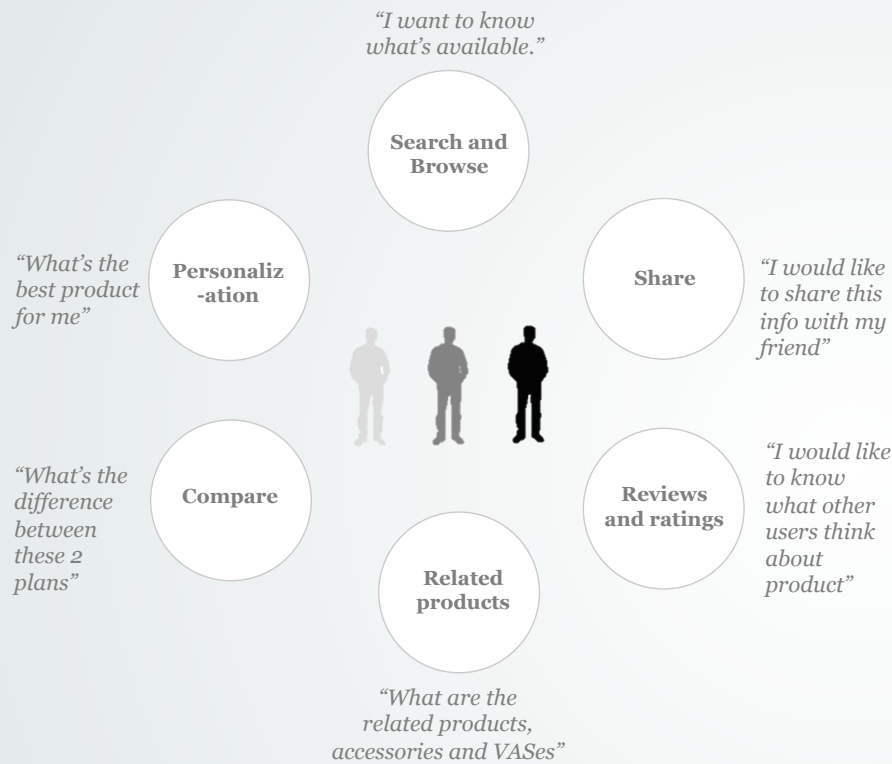
User types based on Login state

Unknown User		Unknown users are either the first time users of SingTel or they are not logged-in users without any SingTel data stored in the browser cache.
Recognized		These are the users, who are not logged in but they are frequent visitors to the website as there browser cache has some of the SingTel's data
Known		These are the users, who are logged in to the SingTel's website

User types based on account access

Individual		They the users who manages only his account on SingTel and is assumed that the user has purchased some of the SingTel's products and services
Family Head		Family head is a user who buys and manages self and family members account
Restricted user		These are the users, who does not manage his account and is dependent on the "Family head" user group to manage, and update his account

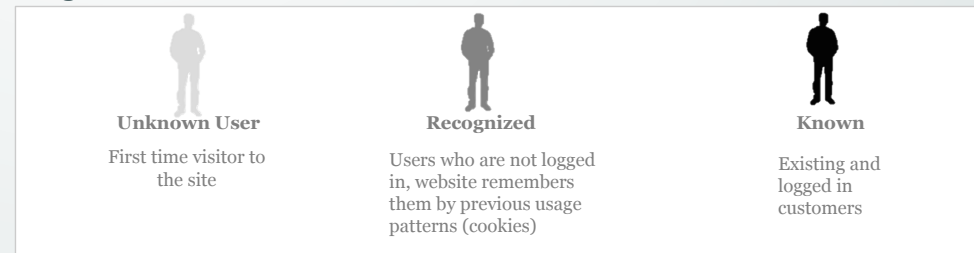
Learn – User needs and motivations



Opportunities:

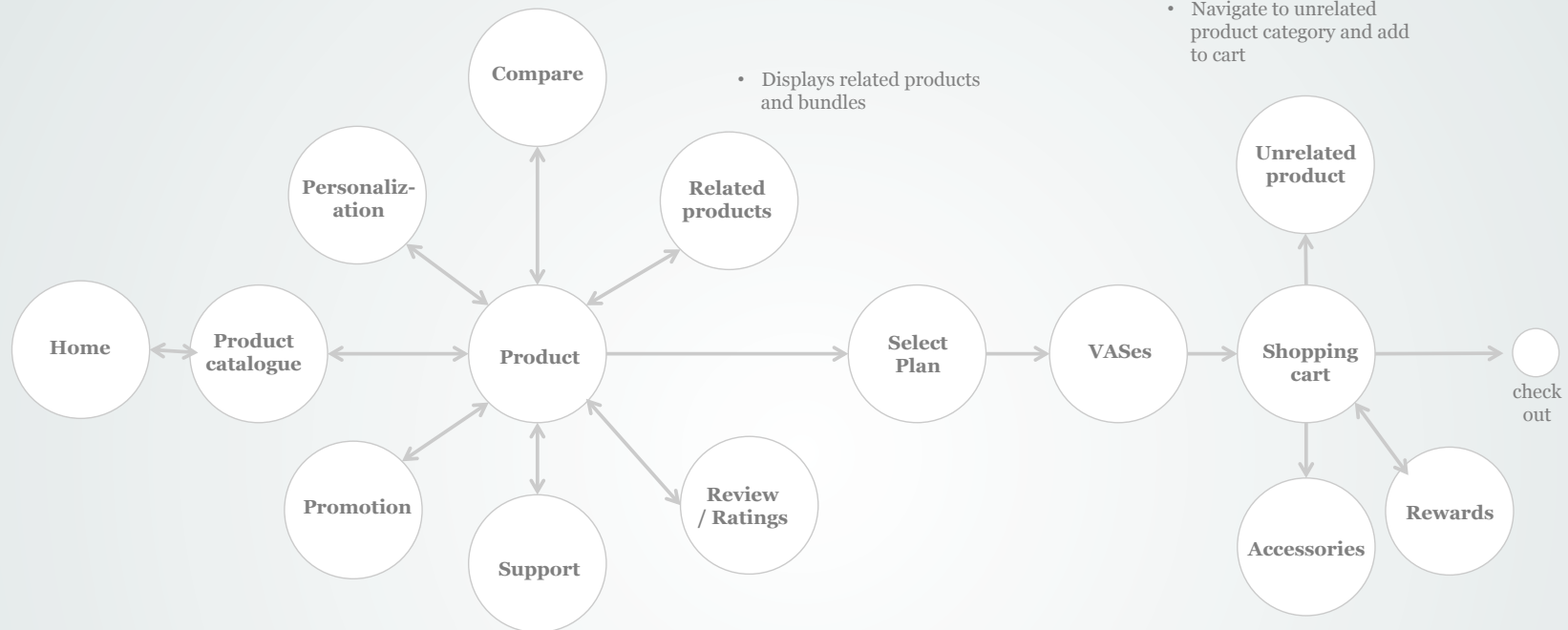
- Increase conversion; **promote cross-sell and up-sell**
- Provide **personalized experience** to existing customers
- 'Wow' return users (Recognized users) by showcasing products they viewed in their previous visit
- **To persuade users to register**
- **Improve persuasion** by including customer reviews, ratings, expert comments
- Allow users to **add product in any order** (related, unrelated and bundles in one cart)
- **Support:** Provide contextual technical specifications, FAQs and relevant 'Support' elements during the Pre-Sale process.

Legend:



Learn - high level task flow

Combination of hub and spoke and linear task flow



Sign in and sign up process

User types and scenarios

* Unknown User



- Get informed of what's available at Singtel.com, new, upcoming products and promotions
- Read what others think about the product
- Share information with friends on social media sites
- Learn and add related and un related products on to shopping cart

Recognized



- Get products and services information based on previous browsing/ usage pattern
- e.g., Product you might be interested in/ or your last viewed products
- Ability to add as a favorite; system intelligently displays content based on what's on the favorite list

Known

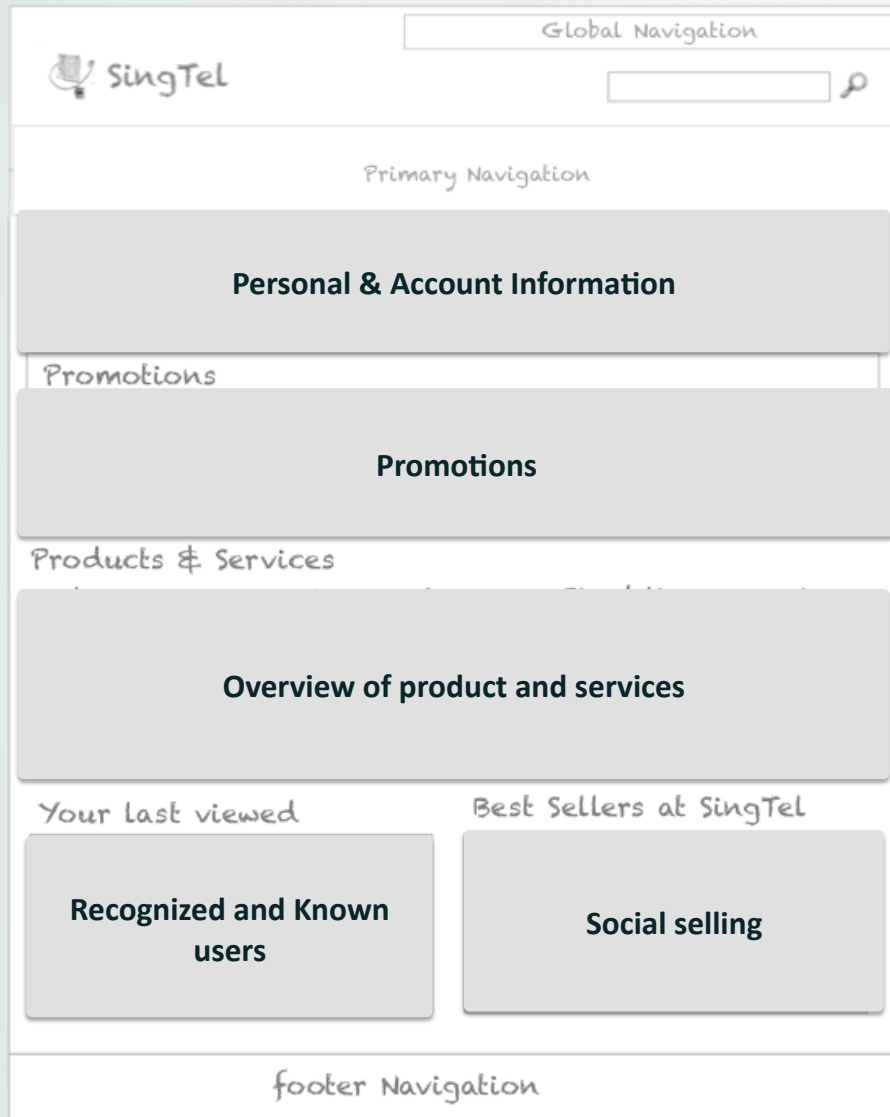


- Get Informed of User specific promotions and deals
- Get informed of re-contract eligibility
- Recommended products & Deals

- Special offers related to products in the shopping cart
- Rewards points redemption and promo codes

* Applicable for recognized and known users too

Concept – Home page Layout overview

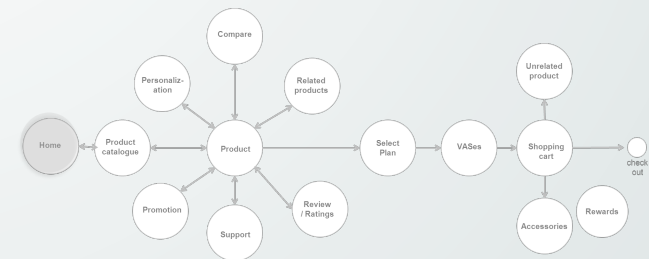


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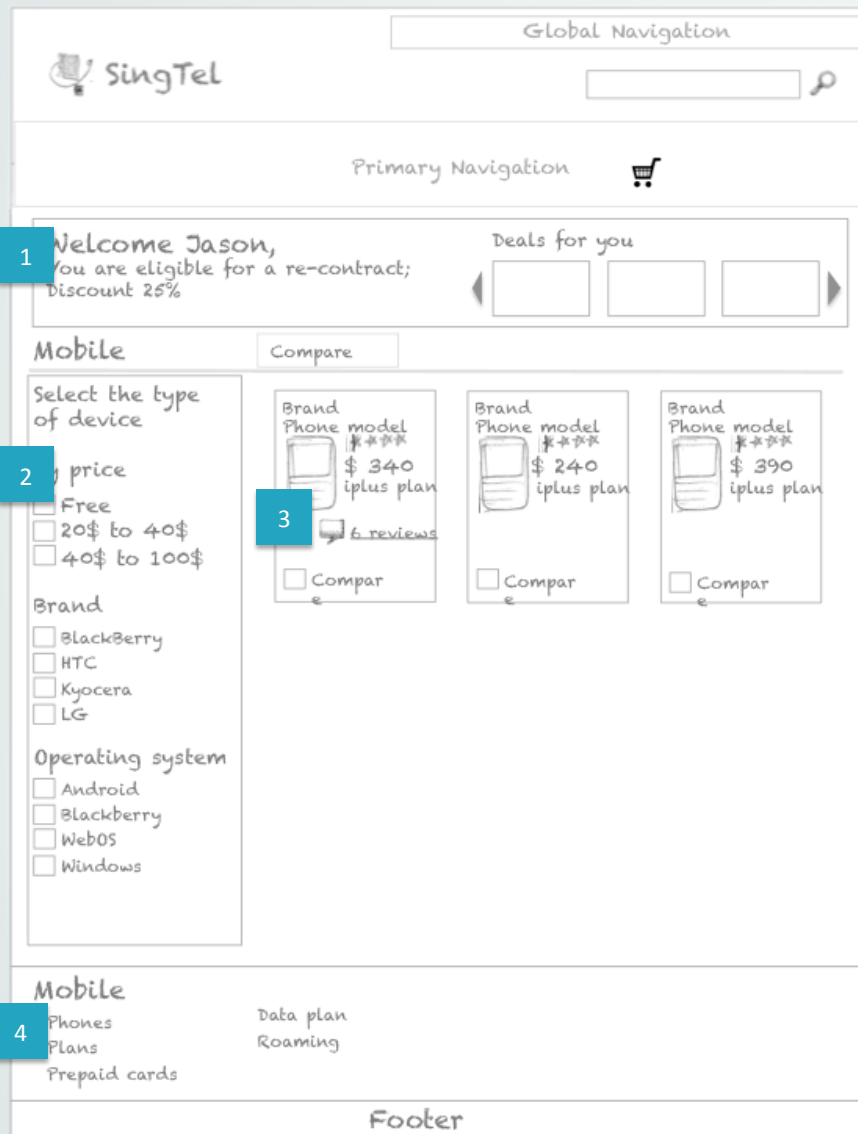
Concept – Home



- 1 Personalized information & Promotional banners specific to the existing user
- 2 Hero area displays Promotions/ new & upcoming products.
- 3 Overview of products and services displayed upfront
- 4 Showcases products based on customers previous visit/ browsing pattern.
- 5 Displays top selling/ popular products at SingTel
- 6 Mini Cart to inform product/ services added and related pricing



Concept – Product Catalogue

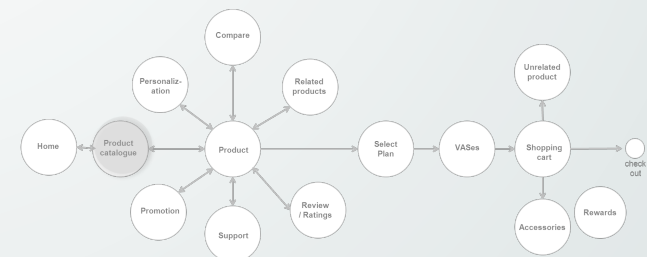


1 Personalization - Promotional banners specific to the existing user

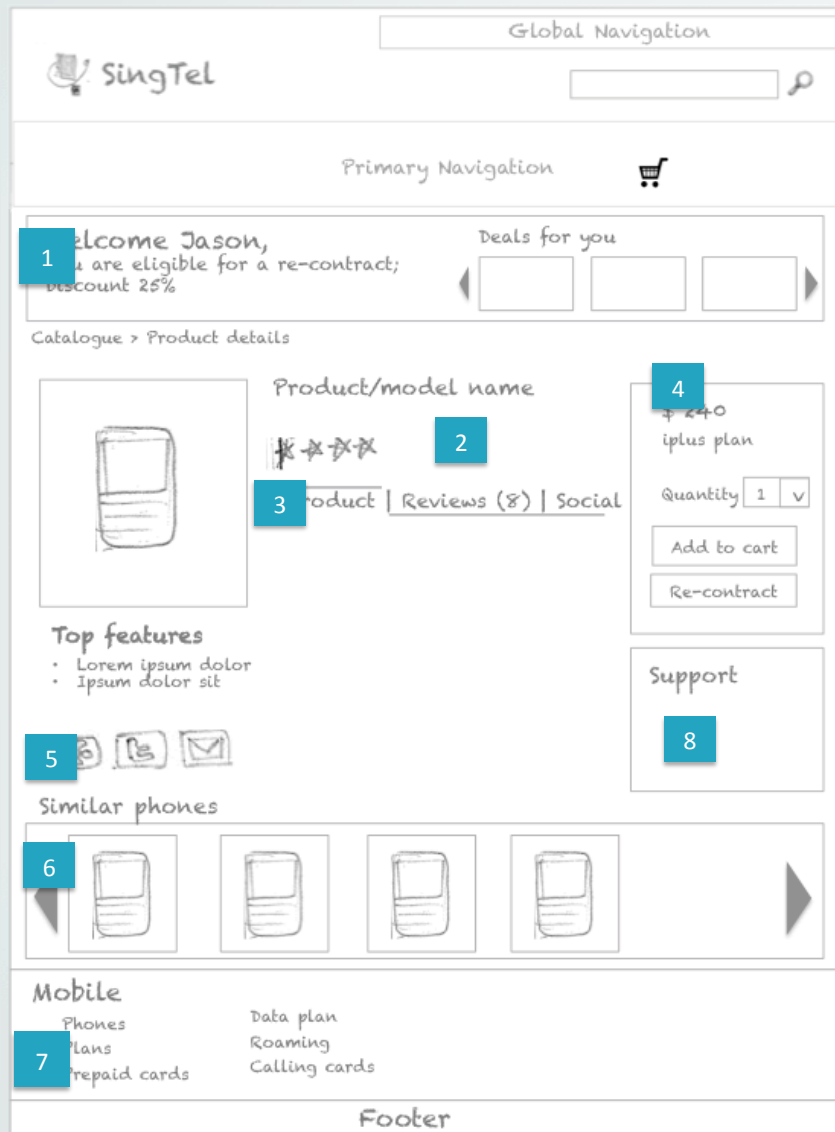
2 Filters section
This sections allows the user filter the choices of available phone and plans

3 Product summary containing the best price along with the plan name, ratings, likes, and a summary of specifications. ability to compare between products

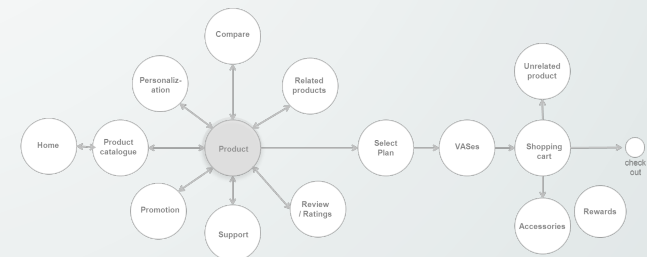
4 User can view related products within a product family. e.g., roaming, data plans.



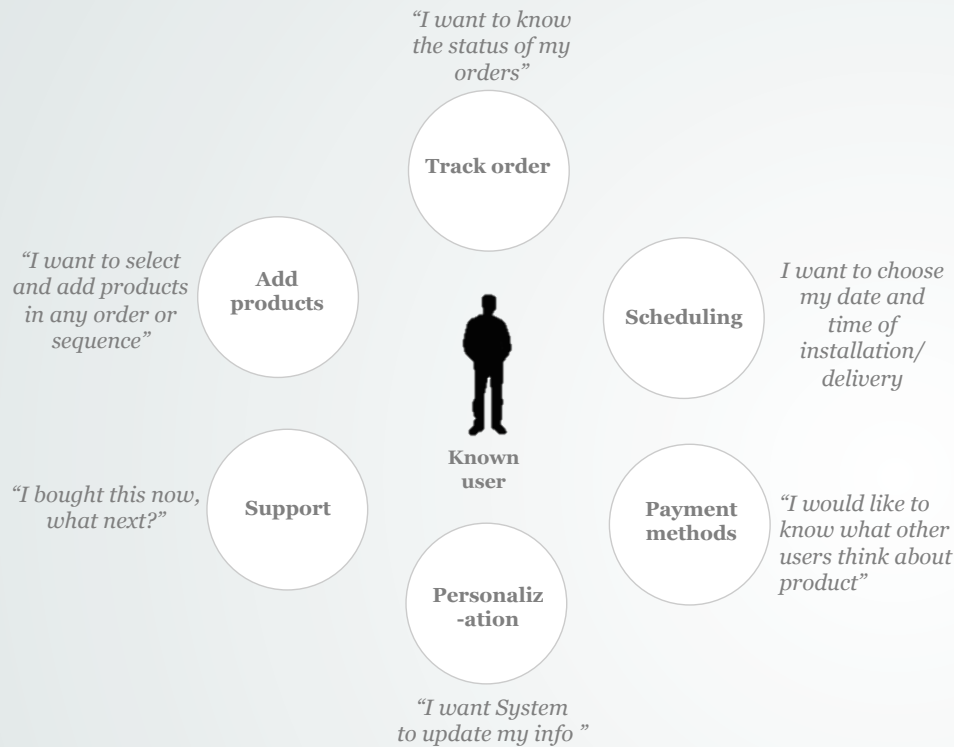
Concept – Product Detail



- 1 Personalized info including promotions specific to the user
- 2 Ratings and Facebook 'like' for social selling
- 3 Tabs to view information specific to product. includes product reviews by other users.
- 4 Pricing module allows user to add to cart; and if eligible will display re-contract. also displays if product is available or out of stock
- 5 Share this on wall, or send it to a friend
- 6 Other phones / similar phones allow users to choose phones that are similar in feature/ pricing etc.
- 7 Links to related products
- 8 Provides contextual 'Support'; technical specifications, FAQs during this Pre-Sale process.

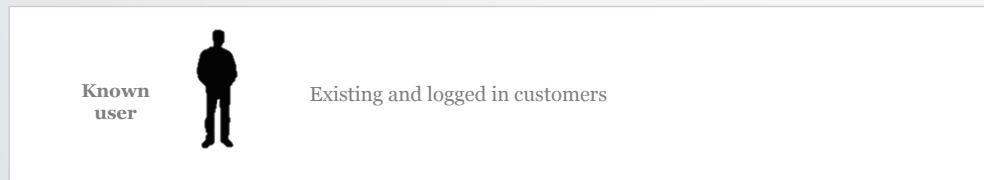


Buy – User needs and motivations



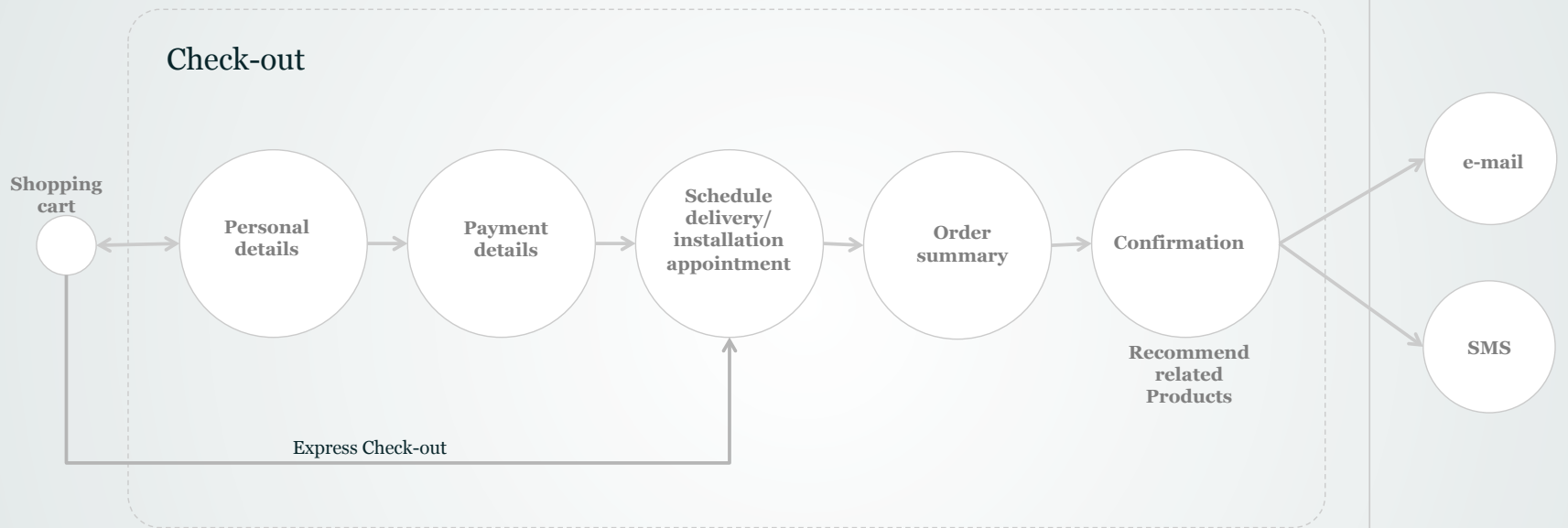
Opportunities:

- **Modal Navigation** to hand-hold user during the buying process
- Provide **efficient feedback mechanism** & baked-in help during transaction process
- **Pre populated forms** for user efficiency
- Allow **Express check-out** if users do not intend modifying billing and personal details
- Provide the **contextual links to 'Support'** sections including technical specifications, FAQs, manuals, warranty etc. after doing the sales of a product/service
- Allow users to use promo codes, Vouchers and **redeem loyalty points** during shopping process
- Provide **after sales support** information with links to support section via e-mail (in addition to online support)



Buy - high level task flow

Modal Navigation to hand-hold user during the check-out flow



User type and scenario

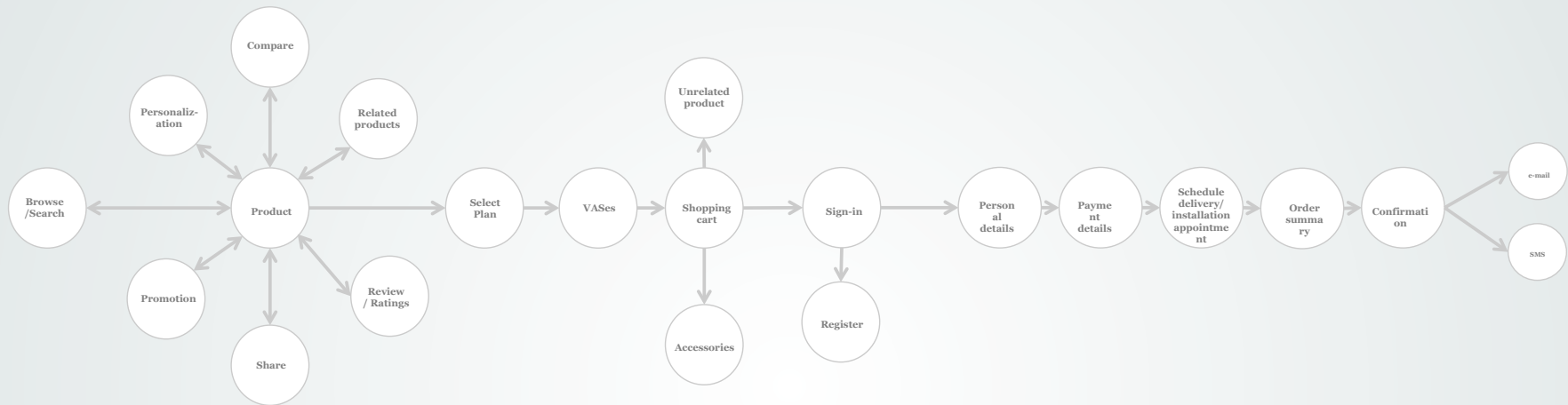
Known user



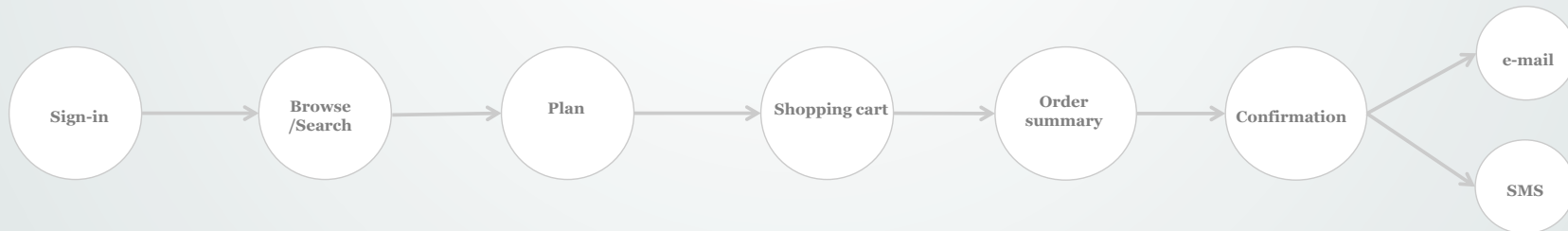
- Pre-populated forms for logged in user – name, address, contact details
- Re-contract eligibility and promotion details if user logs after the 'Learn' process

Express Checkout – Task Flow

User journey with all the steps in the 'Learn' and 'Buy' flow

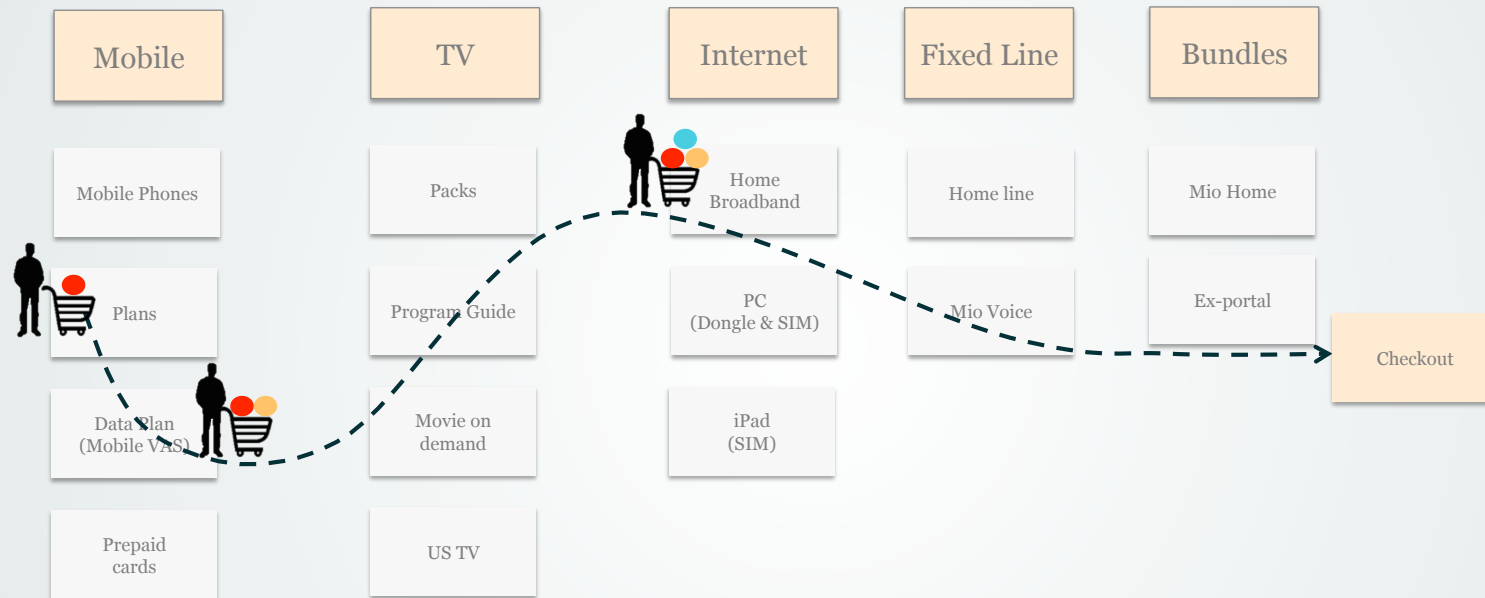


User journey with express-checkout option – Skips personal/payment details



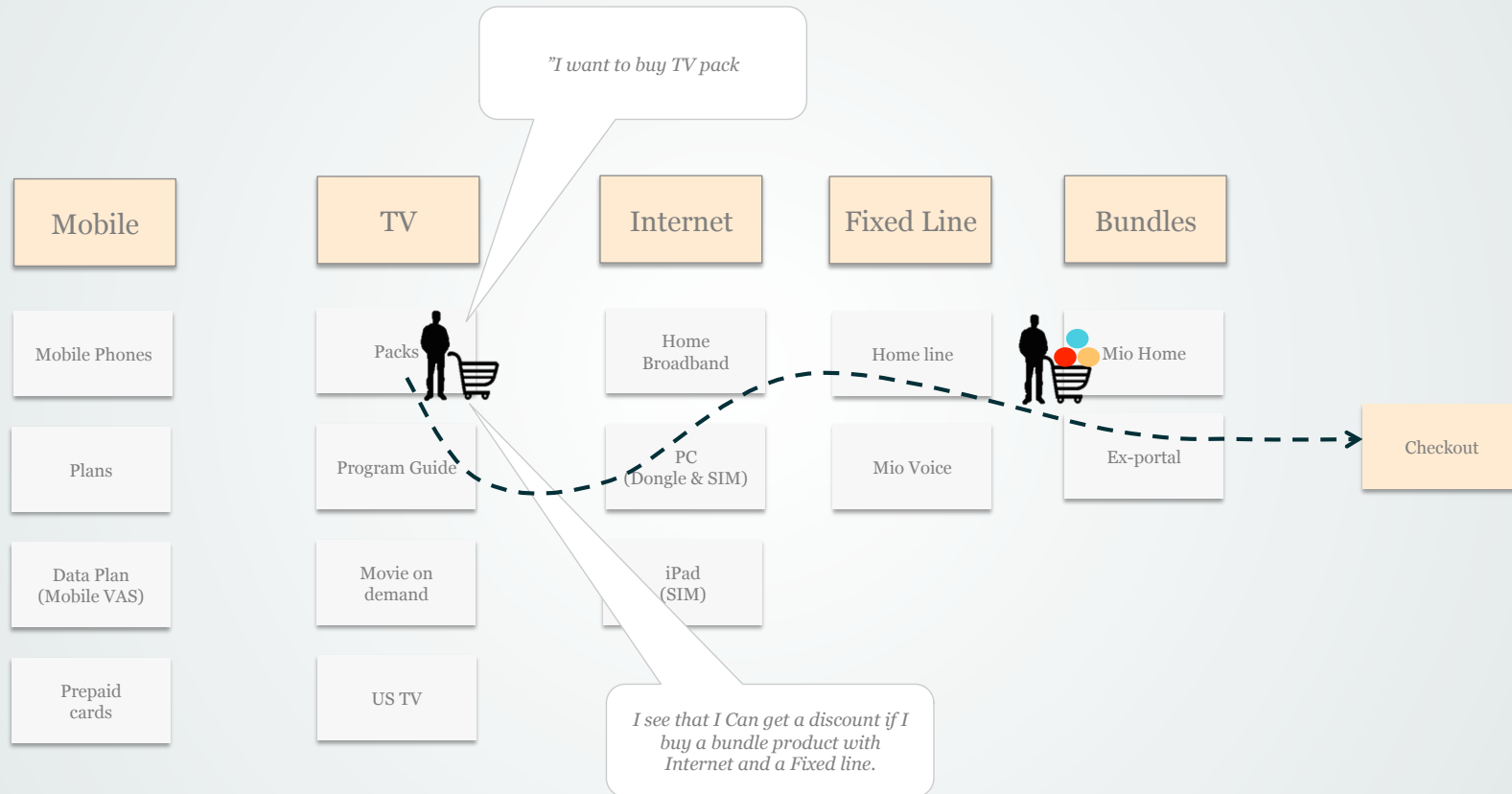
Universal Shopping Cart

One shopping cart allows user to add related and unrelated products together and allow for a single checkout.



Upselling Bundled products

- Product pages also displays related bundles and benefits of buying a bundled product.
- Shopping cart allows adding of bundle product and itemized price details.



Concept – Shopping Cart

Global Navigation

SingTel

Primary Navigation

	Monthly charges	1 time charges
1 Brand Phone model Black change color BlackBerry Flexi Plus change VAS #1 Lorem ipsum dolor sit amet VAS #2 Consectetur adipiscing elit	\$104 \$14 \$5	\$499
Total monthly charges	\$123	
Total 1 time charges		\$499
Totals	\$123	\$499

Cross selling ; up selling module

3 Home BroadBand 1.5 MBPs Mobile BroadBand 1.5 MBPs Home BroadBand plan change 1.5 MBPs Mobile BroadBand plan change remove	\$47.90 \$3.00	FREE FREE
Total monthly charges	\$51.90	
Total 1 time charges		--
Totals	\$51.90	--

Cross selling ; up selling module

All Monthly charges	\$174.90	
Total 1 time charges	10% off	\$499
Totals	\$157.41	\$499

4 Express Checkout >

Continue Shopping > Express Checkout > Checkout >

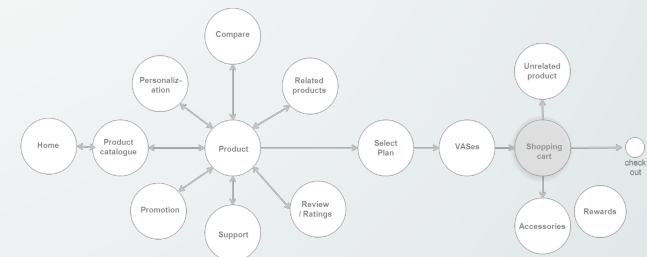
Shopping Cart | My

Device	Cost
Phone and Plan BB curve	\$300
Home Bundle 1.5 MBPs Home BroadBand	\$70
Total	\$370

[View Detailed cart](#)

Mini Shopping cart on primary navigation displays products added.

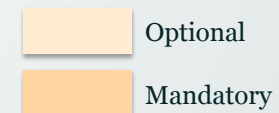
- 1** Devices and Plans
- 2** Related products for cross-selling
- 3** Shopping cart allows adding of products across categories
- 4** Express Checkout – allows for quick checkout (skipping steps for personal and billing details).



Services and shopping flow matrix




Consumer products	Service	Catalogue	Product details	Select Plan	Select VAS	Accessories	Shopping cart	*Personal	* Payment (Rewards)	Scheduling	Order Summary	Confirmation
Mobile	Device	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Plan	Yes	Yes		Yes		Yes	Yes	Yes		Yes	Yes
	Data (BBOM)	Yes	Yes				Yes	Yes	Yes, part of monthly bill		Yes	Yes
	Prepaid cards	Yes	Yes		Yes		Yes	Yes	Yes		Yes	Yes
	Calling Cards	Yes	Yes		Yes		Yes	Yes	Yes		Yes	Yes
Broadband	Plan	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes
TV	Plan	Yes	Yes			Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Add-on	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes
Land Line	Plan	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes
	Mio Voice	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes
Bundle	Bundle (Mio Home)	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes

* Personal and payment info could be bypassed in express checkout for known users



- Shopping flow of adding device and plan with VAS and accessories is longest identified task flow
- Express check-out process will skip personal and payment and proceed to order summary
- Selecting of a service (e.g., mobile plan) will not need all the steps; e.g., select plan, accessories and schedule appointments.

Manage – User needs and motivations

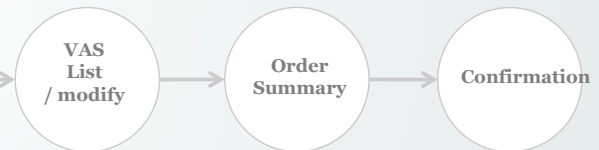
	Alerts & Notifications	Chat/ FAQ	Statements	Bills	Account management	User Management	Requests
 Individual	<i>"I need to be updated on statuses & notifications."</i>	<i>"I need help; Who do I talk to?"</i>	<i>"I need to view latest and archived statements and download them"</i>	<i>"I need to view bills and make a full or partial payment"</i>	<i>"I want to manage my accounts & Services"</i>	<i>"I want to manage/ administer secondary users"</i>	<i>"I want to schedule appointments for installation and delivery"</i>
 Family Head	<i>"I need to be updated on statuses & notifications for entire family."</i>			<i>"I need to View usage and Pay bills for my entire family"</i>	<i>"I need to Add/ remove VASes to my family members"</i>	<i>"I need control access rules to my family."</i>	
 Restricted user	<i>"I need to be updated on statuses."</i> <i>"I need to alert my dad on payment. due"</i>			<i>"I need to be View my usage"</i>			

Manage VAS- High level task flow




Hub and spoke to select the type of self-service



Linear/ modal task flow

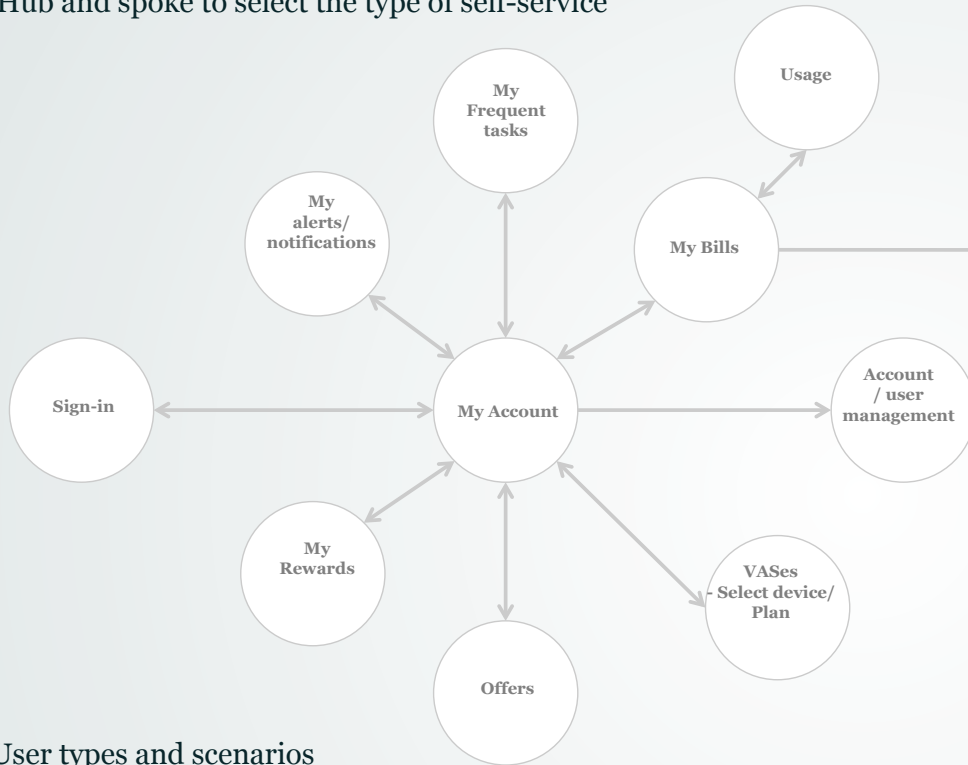


User types and scenarios

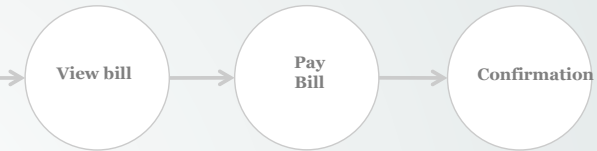
Individual User 	<ul style="list-style-type: none"> • Personalized offers for the user • Statuses and Notifications specific to users • Reward points 	<ul style="list-style-type: none"> • View and Modify VASes • Buying flow (Modal/ linear)
Family head 	<ul style="list-style-type: none"> • Offers for the family plan • Statuses and Notification for the entire family • Ability to manage others VASes • View and pay for others accounts 	<ul style="list-style-type: none"> • View and Modify VASes for self and family • 'Buying' flow (Modal/ linear)
Restricted User 	<ul style="list-style-type: none"> • View only information on bills • View only information on account and Bill • Ability to notify family head for enabling a service 	<ul style="list-style-type: none"> • View only • Request for VAS modification

Manage Bills - High level task flow




Hub and spoke to select the type of self-service



Linear/ modal task flow



User types and scenarios

<p>Individual User</p> 	<ul style="list-style-type: none"> • Ability to view usage information for non-unlimited services; mobile (minutes and Data BBOM) • Ability to pay in full or partial payments 	<ul style="list-style-type: none"> • Ability to change payment details • setup for recurring/ auto payment • View payment confirmation • Receive e-mail / SMS confirmation
<p>Family head</p> 	<ul style="list-style-type: none"> • Ability to view account and usage information of all members in the family plan • Tools to view consolidated usage of all members • Ability to pay in full or partial payments 	<ul style="list-style-type: none"> • View and Modify VASes for self and family • 'Buying' flow (Modal/ linear)
<p>Restricted User</p> 	<ul style="list-style-type: none"> • View-only information on bills 	<ul style="list-style-type: none"> • View only

Concept – My Account

Global Navigation

SingTel

Primary Navigation

1 Welcome Brandon,
You are eligible for a re-contract;
Discount 25%

Deals for you

2 Messages
23/ 11/2011 Your password has changed
23/ 11/2011 Sign up for e- bill

3 Reward points

4 Account number 8765438 Account name Brandon Lee Bill Due SGD 54 PAY NOW

Mobile 89765627 change	Plan iplus plan change	Recontract Eligible Now 25%	VASes • Lorem • ipsum Modify	Usage • Data • Minutes	Monthly bill 27 SGD
Broadband	Plan 15 MBP Change	Recontract Eligibility date 12/08/11	VASes • Lorem • Ipsum Modify	Usage Unlimited	Monthly bill 27 SGD

5 Your recently viewed products

6 Did you know

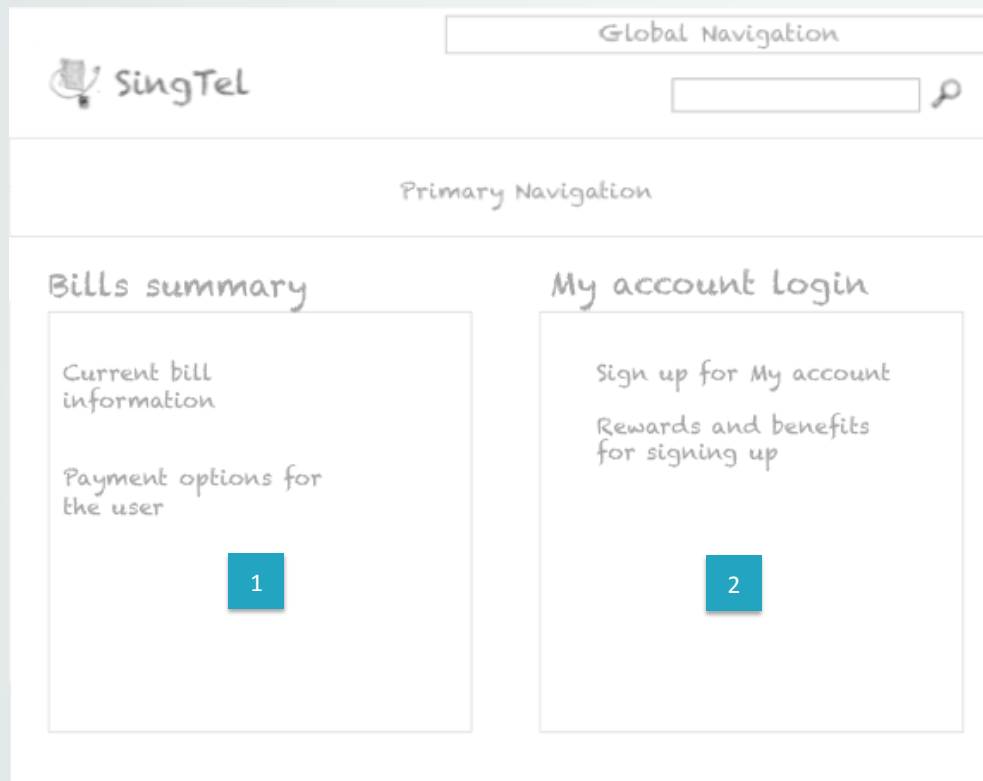
Footer Navigation

- 1** Personalized information & Promotional banners specific to the existing user
- 2** Status messages and notifications.
- 3** Loyalty/ reward
- 4** Account summary/ management: Display at a glance all services associated with an account.
- 5** Your Recently Viewed module allows another layer of personalization for the user.
- 6** Informational box serves to educate the user about items that may be of interest to them based on their usage history and current plan

This page might require calls to multiple applications and APIs.

This approach needs to be evaluated further for optimum performance during detailed design

Concept – Persuading user to register for My Account



1

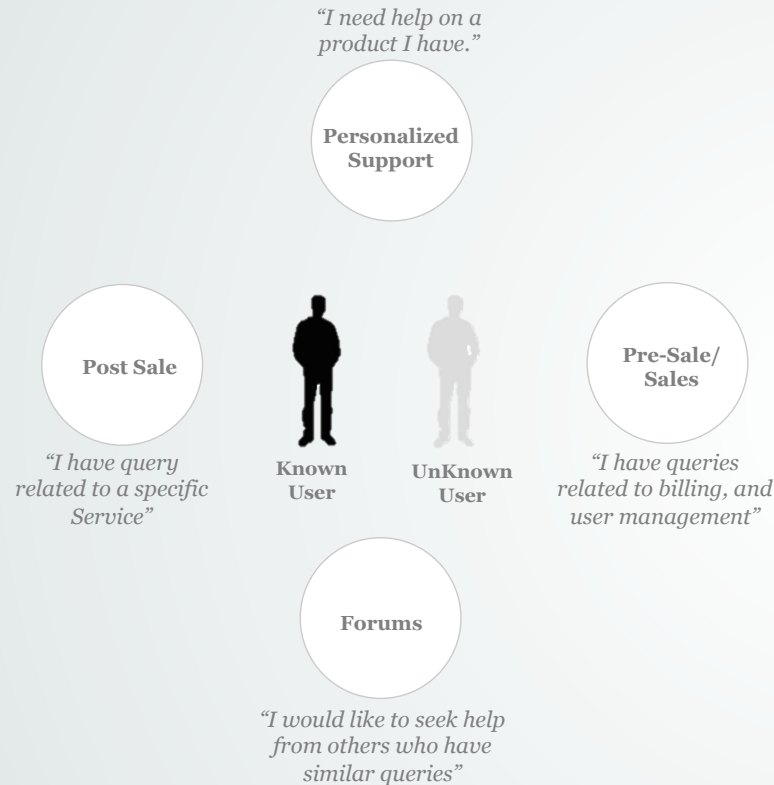
My bill details are populated here along with the payment options for the user

2

Call to action and content to persuade users to Sign-up for My account.

Support – User needs and motivations

Learning about Support



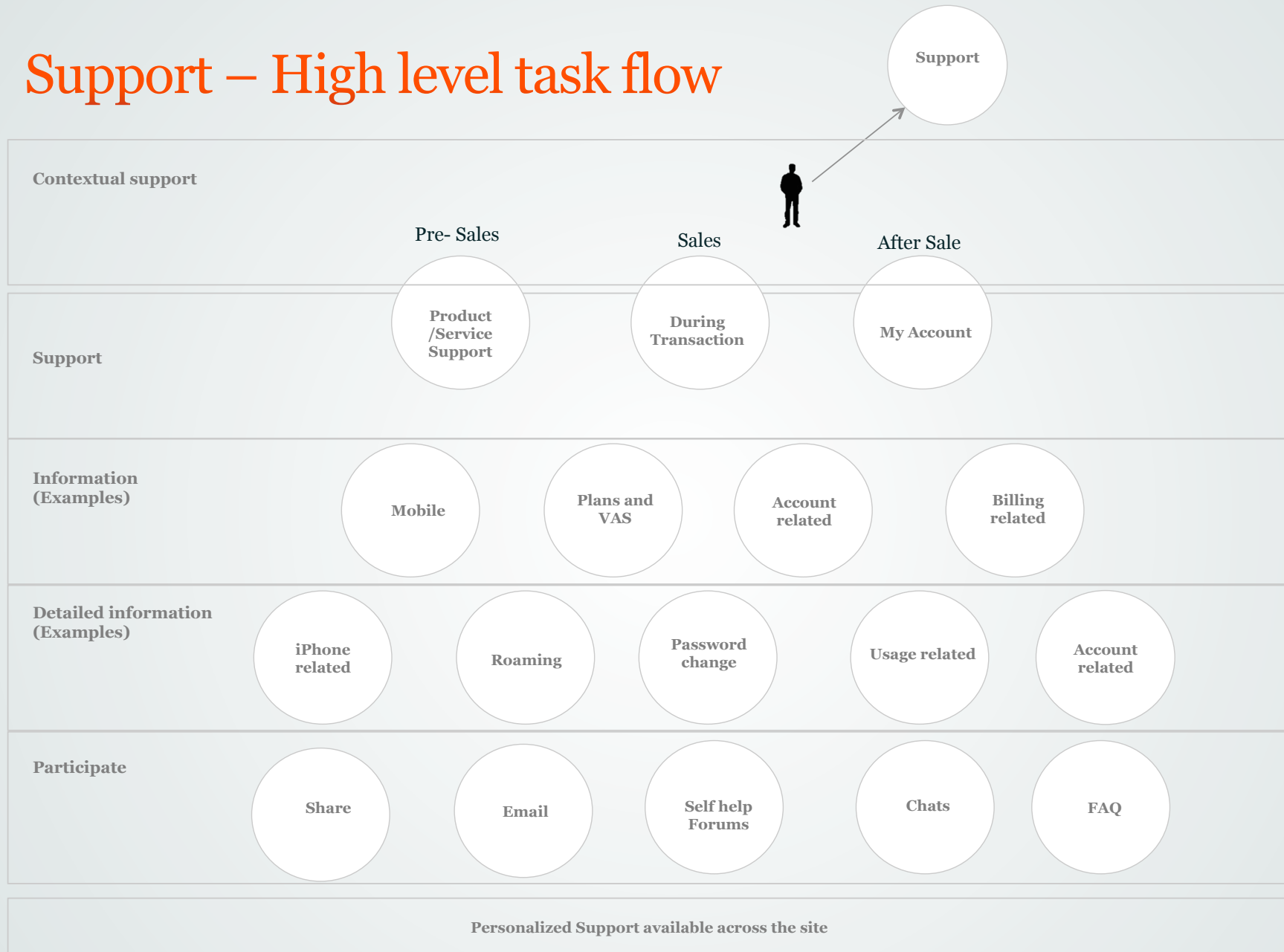
Opportunities:

- Reduce calls to customer Service
- Anticipate customer needs (Known and un known user) and address them during each step of customer lifecycle
- The portal should support users during Sales, presales and After Sale Support.

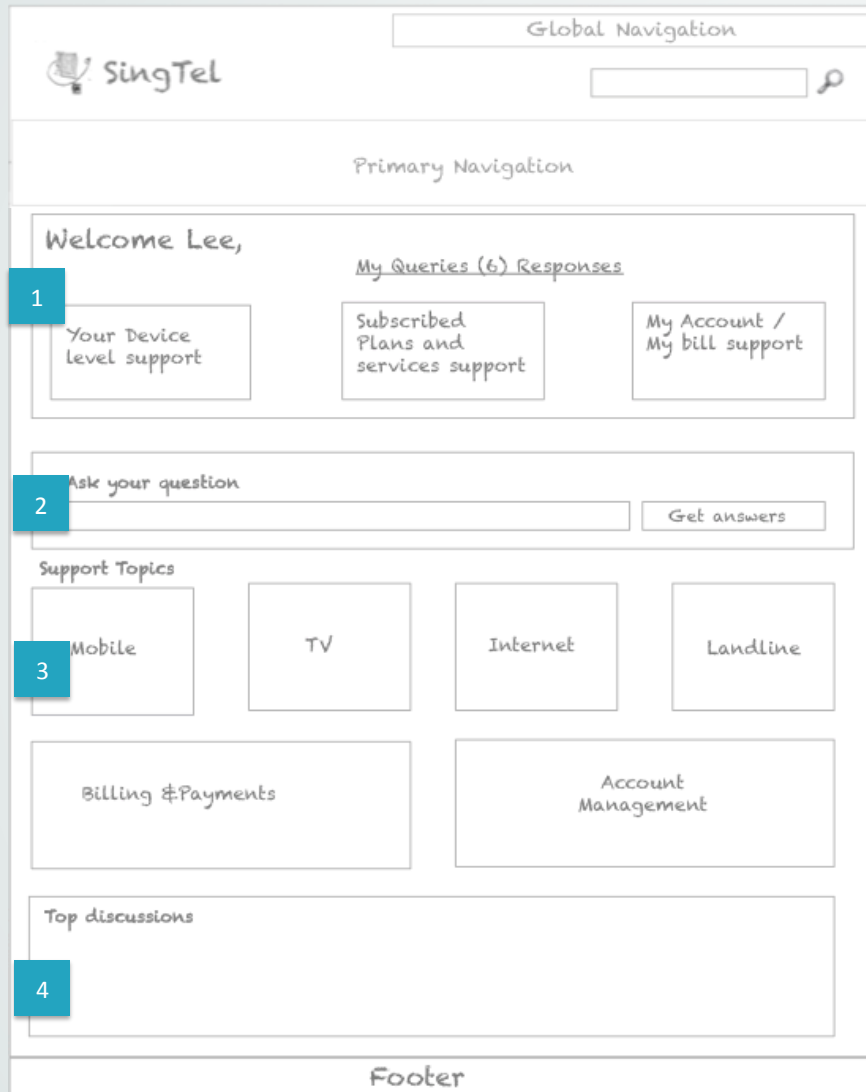
How we do it?

- **Pre-Sale Support:** During buying process provide help in making an informed choice; expert opinion, customer reviews and comments.
- **Sales Support:** Provide Help and efficient feedback mechanism to guide users during the 'buy' flow
- **After Sale Support :** Provide personalized information for the products and services including FAQs, Chat, Forums, expert sections, installation and trouble shooting guides.
- Promote Self help forums

Support – High level task flow



Concept – Support section



1 Personalization - support specific to the users purchased products along with the history and updates

2 Ask your query (Trouble shooting) Module helps user to post a query and get answers.

3 Support topics – Provides the link to specific product or services:
Including FAQ, Chat, Forums, expert sections, installation and trouble shooting guides.

Note: Though Support is a separate section; specific Support or help is contextually provided during Sales, Presales and after sales.

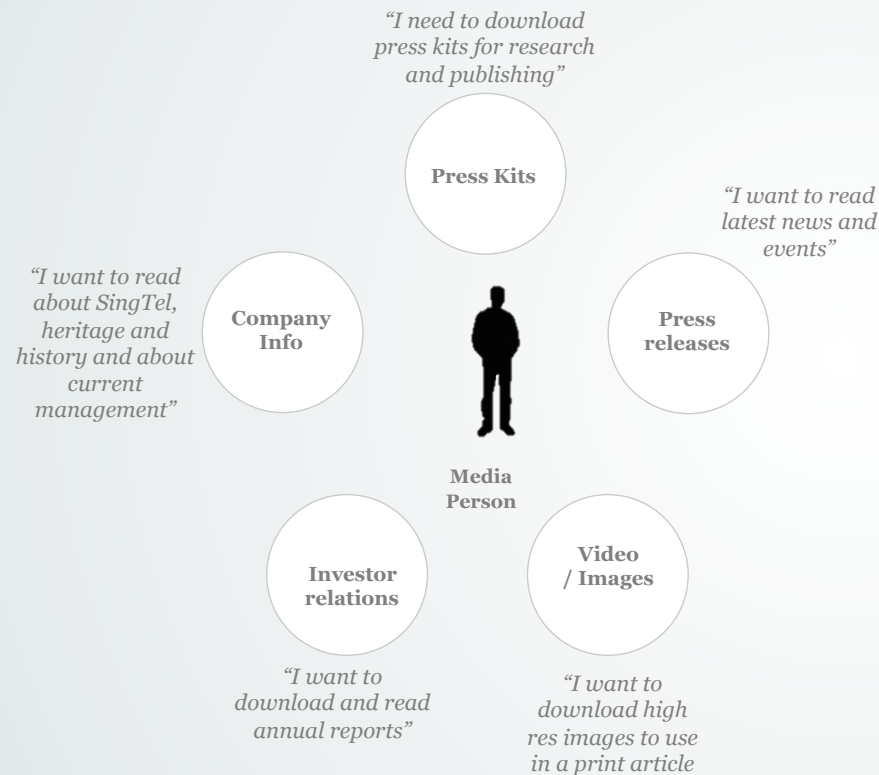
Pre-sales : Product specific queries during 'Sale'
Specific support related queries are contextually displayed on product details pages.

Sale: During Sale, effective feedback mechanism and baked-in help is provided on the form pages.

Post Sale: Queries related to Billing and Payments, Account management and Loyalty points

4 Top discussions – Community feature to inform the user about current support related information available in forums/community

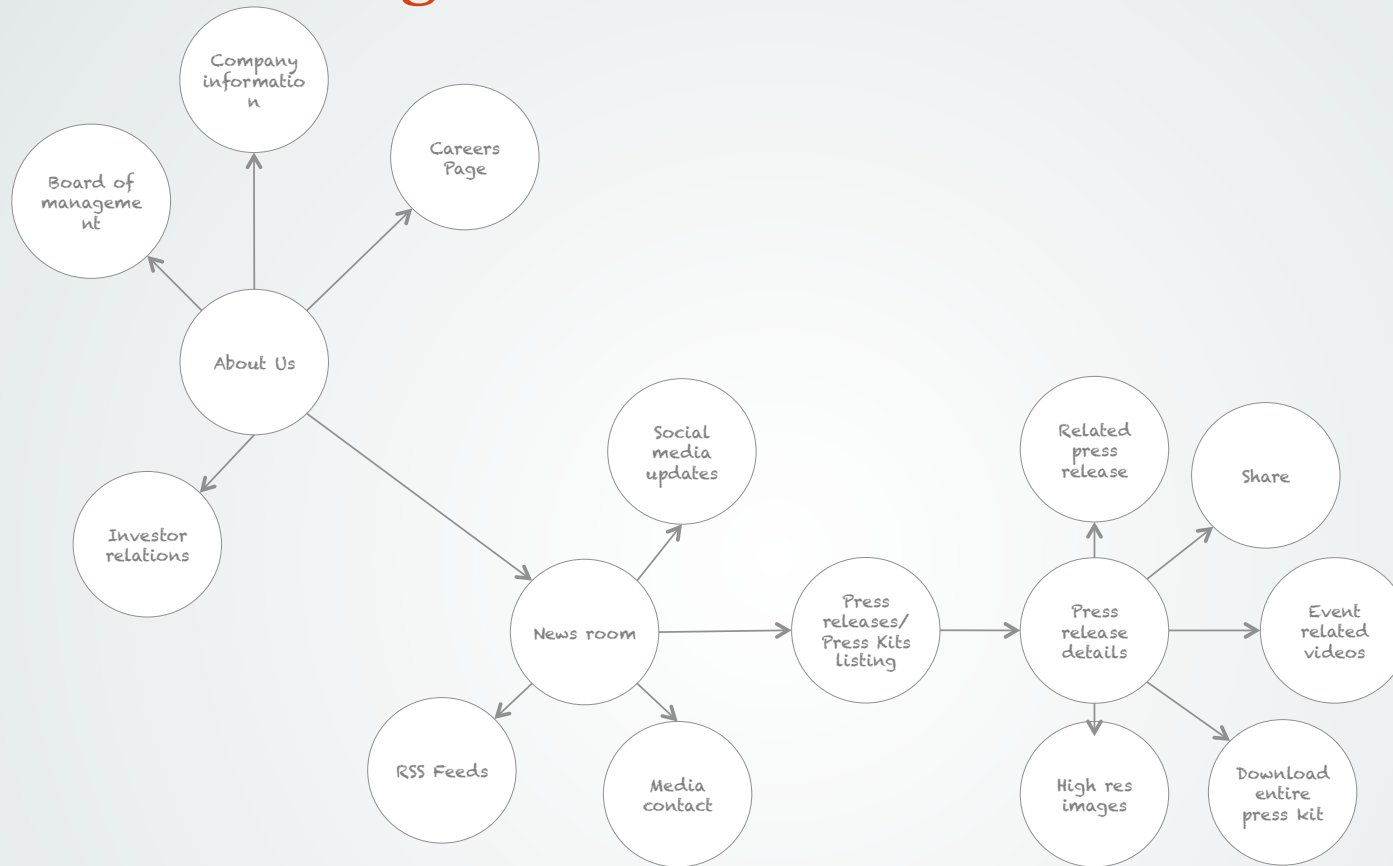
Inform about SingTel – User needs and motivations



Opportunities:

- Provide easy to find and sort various news releases.
- Provide overview of the current happenings across various departments in SingTel
- Providing the upfront information regarding the media
- Provide the Subscription to the news items and RSS feeds

Learn about SingTel – News room



Media Person

- Download Press Kits
- Read about company, history and heritage
- latest news and events
- Contact media representative



Thank You.