



EMBA Business Project II

Self Service Applications Analysis

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BUSINESS PROJECT ACCEPTANCE CERTIFICATE

It is Certified that final copy of EMBA Business Project written by Noor Zaman Registration No. 274746 of EMBA 2K18 has been vetted by undersigned, found complete in all aspects as per NUST Statutes/Regulations/MS Policy, is free of errors, and mistakes and is accepted as fulfillment for award of EMBA degree. It is further certified that necessary amendments as pointed out by GEC members of the scholar have also been incorporated in the said business project.

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EXECUTIVE SUMMARY

JAZZ also known as Pakistan Mobile Communication Limited (PMCL) is one of the leading telecom operators in Pakistan. It has the highest market share (38%) and has network coverage all across Pakistan.

JAZZ believes in continuous innovation as a growth strategy. Apart from providing telecom services to the customer which is its core business JAZZ is also developing and providing Digital services in Pakistan. The company has introduced innovative digital solutions such as mobile banking, e-commerce and digital content to enhance customer experience as well as capturing new revenue streams.

The scope of the project is to conduct a competitive analysis for JAZZ's self-service application "JAZZ World". For the analysis we will compare the features with other similar applications offered by the other telecom operators as well as the top applications worldwide.

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1. Company Introduction:

Jazz, formerly known as Mobilink, stands as one of the foremost and leading telecommunications enterprises in Pakistan. As a subsidiary of VEON, an international telecom company with operations spanning various countries, Jazz has made a substantial impact on the telecommunications landscape of Pakistan. Renowned for its extensive network coverage, innovative digital solutions, and diverse service offerings tailored to meet the distinctive needs of its customer base, Jazz has solidified its position as a trusted and reliable telecom provider. Jazz caters to a significant portion of Pakistan's population, offering seamless connectivity to both urban centers and remote regions. The company's relentless efforts to ensure reliable coverage have contributed to its popularity and prominence throughout the nation.

Jazz prides itself on its comprehensive service portfolio, accommodating a wide array of mobile offerings for its valued clientele. From voice calls and SMS to data packages, international roaming, and value-added services, Jazz caters to the diverse requirements of both prepaid and postpaid customers. The company's dedication to flexibility and customization is evident in its assortment of plans, catering to varying user preferences.

In addition to individual services, Jazz extends its expertise to corporate entities and enterprises through a range of corporate solutions. These encompass managed connectivity, IoT solutions, and cloud services, empowering businesses with cutting-edge technologies for streamlined operations and enhanced productivity.

Jazz's digital services portfolio further reinforces its commitment to innovation and customer convenience. Embracing the digital transformation, the company offers mobile financial services, digital content, and innovative applications like Jazz World, providing users with seamless access to digital amenities.

Jazz has gained prominence in major urban centers, including Karachi, Lahore, Islamabad, and other metropolitan areas. These bustling hubs of economic activity and high population density have fostered a substantial customer base for telecommunications providers like Jazz. Moreover, the company has strategically extended its reach to densely populated urban centers in various provinces, such as Peshawar, Quetta, and Hyderabad.

In line with its corporate vision, Jazz actively engages in social responsibility initiatives, dedicating efforts to education, healthcare, and environmental sustainability. These initiatives reflect Jazz's commitment to making a positive impact on the communities it serves.

Over the years, Jazz has adeptly evolved to address the evolving needs of the Pakistani market, playing an integral role in connecting people nationwide. Its emphasis on

innovation, customer satisfaction, and social responsibility has firmly established Jazz as a prominent and trustworthy telecom provider in Pakistan. With a steadfast pursuit of excellence, Jazz continues to compete with other major operators, relentlessly striving to provide cutting-edge services and solutions for its valued users.

2. Self Service Application of Jazz

Jazz is committed to enhancing customer experiences by leveraging technology and innovation. To empower its users with greater control and convenience, Jazz offers a range of self-service applications. These applications cater to diverse customer needs, allowing them to manage their accounts, access digital services, and perform various transactions seamlessly. Self-service applications offered by Jazz are mentioned below with brief descriptions.

2.1. Jazz World:

Jazz World is a comprehensive self-service application designed to facilitate account management and access to a plethora of digital services. The application empowers users with a user-friendly interface, providing real-time access to critical information such as mobile balance, data usage, and active subscriptions. Through Jazz World, customers can conveniently recharge their accounts, purchase data bundles, and manage their profiles, enabling a personalized and hassle-free experience.

2.2. Jazz Cash:

JazzCash stands as a pioneering mobile financial services platform, offering secure and efficient digital transactions. As a self-service application, JazzCash enables users to perform a wide range of financial activities, including bill payments, money transfers, mobile top-ups, and online shopping. The application's user-centric design and robust security features promote customer confidence and encourage the adoption of digital financial solutions.

2.3. Jazz TV:

Jazz TV is an on-the-go digital streaming platform, providing access to a vast array of entertainment content. As a self-service application, Jazz TV allows users to watch their favorite shows, movies, and live TV channels directly on their mobile devices. The application's intuitive interface and content customization options grant users the freedom to curate their viewing experiences effortlessly.

2.4. Jazz Digit 1 App:

Tailored to meet the needs of feature phone users, Jazz Digit 1 App is a user-friendly self-service application catering to those with limited smartphone capabilities. The app offers essential features, such as internet access, social media,

and utility bill payments, enabling feature phone users to engage with digital services efficiently.

2.5. Jazz eCare:

Jazz eCare is a web-based self-service portal that allows users to manage their accounts and subscriptions conveniently. By accessing Jazz eCare, customers can view their billing history, update personal information, and subscribe to various packages without the need for a dedicated mobile application.

3. Jazz World Application

The purpose of this project is to conduct a comprehensive analysis of the "Jazz World" application. The focus will be on evaluating the strengths and weaknesses of the application, as well as identifying best practices employed by top global competitors in the telecom industry. The ultimate goal is to develop an optimal product development roadmap for "Jazz World" that enhances its features, user experience, and overall competitiveness.

The following are the list of features in Jazz World application:

1. Account Management: Jazz World allows users to manage their Jazz mobile accounts directly from the app. Customers can check their prepaid or postpaid account balance, view transaction history, and recharge their accounts using various payment methods
2. Data and Bundle Offers: The app provides real-time information about the latest data packages, voice bundles, and other offers available for Jazz subscribers. Users can subscribe to different packages and receive notifications about their package status and validity.
3. Balance Transfer: Jazz World facilitates balance transfer between Jazz numbers, allowing users to share mobile credit with friends and family easily.
4. Digital Services: The app offers a range of digital services, including access to JazzCash, the mobile financial service provided by Jazz. Through Jazz World, customers can perform financial transactions, pay utility bills, send money, and avail of various digital payment services.
5. Exclusive Deals and Discounts: Jazz World often features exclusive deals, discounts, and promotional offers from various partner brands, enabling users to enjoy special benefits.

6. Rewards and Loyalty Program: Jazz World offers loyalty program that rewards frequent app users with points or other incentives for engaging with the app and availing of services.

4. Research Plan

The first step in the research process was to identify the global telecom competitors and their self-service applications for comparison. The following table lists the shortlisted mobile network and their self-service application that will be analyzed for the study purpose.

The Applications were selected based on their number of downloads/ telecom operator’s customer base and similarity in feature set.

Network	App Name	Customers	Downloads*	Rating*	Country
Jazz	Jazz World	75M	5M+	4.5	Pakistan
Fido	Fido My Account	3.3M	1M+	3.5	Canada
Etisalat	My Etisalat	11.6M	5M+	4.5	UAE
T-Mobile	T-Mobile	113.6M	50M+	4.3	USA
Bell	My Bell	12.1M	5M+	3.7	Canada
Three	Three	9.5M	5M+	3.7	UK
Vodafone	My Vodafone	17.9M	5M+	3.7	UK

(Table 1)

4.1. Qualitative Research

We will be using qualitative research method such as in-depth customer interviews for this project. The interviews will be conducted in Jazz’s state of the art customer research labs located in Lahore and Islamabad regions. Customer requirement details will be shared with our recruitment partner Nielson. They are responsible for arranging the customers matching our personas for the interview purpose. The interviews are conducted by 2 jazz employees. These are recorded interviews. (Due to customer privacy customer interview videos are not attached here)

For selecting interview candidates, three types of customer personas are shortlisted which account for ~80% of the Jazz world application user base.

4.1.1 College Student

- Background:
 - A College student age (18-22) who relies heavily on their smartphone for all aspects of their life. They are always connected to social media, and their phone is their primary source of communication and entertainment.
- Needs and Goals:
 - Budget-friendly plans with sufficient data for social media and streaming.
 - Quick and easy bill payment options that can be managed within a tight student budget.
 - Real-time data usage monitoring to avoid running out of data during important tasks.
 - Access to customer support through various channels like chat or social media.
- Pain Points:
 - Overpriced plans with limited data often lead to budget constraints.
 - Complex billing structures and unclear charges cause confusion.
 - Difficulty in finding a plan that perfectly fits their dynamic usage patterns.
 - Long wait times for customer support that disrupt their busy schedule.

4.1.2 Tech-Savvy Employee

- Background: 28-year-old digital native who is highly tech-savvy and values convenience. They work as a software developer and rely heavily on their smartphone for both work and personal activities.
- Needs and Goals:
 - Seamless and efficient bill payment process.
 - Real-time data usage tracking to avoid unexpected overage charges.
 - Personalized plan customization options to suit their dynamic needs.
 - Quick and easy access to customer support when facing technical issues.
- Pain Points:
 - Slow and unintuitive app interfaces frustrate Terry.
 - Lack of real-time data usage updates leads to billing surprises.
 - Tedious authentication processes hinder the overall user experience.
 -

4.1.3 Busy Business Owner

- Background: 40-year-old small business owner with limited time to spare. They run a retail store and often travel for business purposes.
- Needs and Goals:
 - Easily manage multiple accounts (personal and business) from a single app.
 - Hassle-free bill payment for both personal and business lines.
 - Data usage reports to optimize business communication expenses.
 - Access to customer support for quick issue resolution.
- Pain Points:

- Difficulty in managing separate accounts and payments from different providers.
- Inability to track and control data usage effectively for the business line.
- Limited availability of customer support during non-business hours.

4.1.4 Senior Citizen

- Background: 68-year-old retiree who uses her smartphone primarily for staying connected with family and friends. She values simplicity and struggles with complex technology.
- Needs and Goals:
 - Easy-to-navigate app interface with clear instructions.
 - Basic bill payment features without unnecessary complexity.
 - Clear and straightforward plan details to avoid confusion.
 - Access to customer support that provides patient assistance.
- Pain Points:
 - Overwhelmed by overly complex self-service applications.
 - Difficulty understanding different plan options and billing details.
 - Frustration with limited customer support availability and long waiting times.

A total of 8 interviews were conducted, 2 customers from each persona. The interview questionnaire is mentioned in Appendix A.

5.Improvement Areas

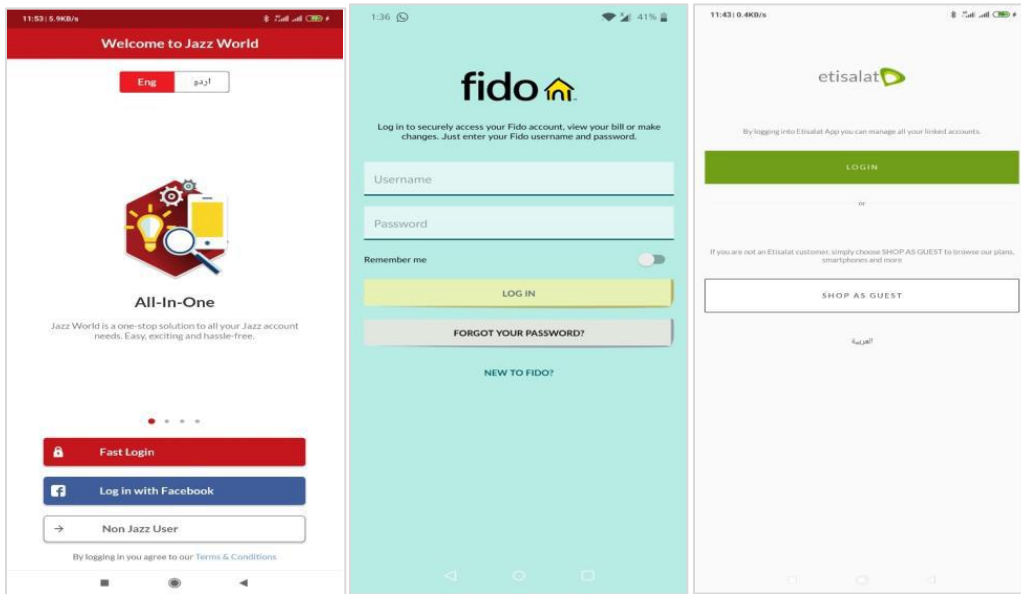
5.1 Login

The Jazz World application stands out from other network apps with its unique features and user experience. Unlike its counterparts, Jazz World has eliminated the Sign-Up process, opting for a single Login feature that enhances user convenience and reduces entry barriers. Another distinctive aspect of Jazz World is its language selection option at the start, which provides a personalized experience for users from the beginning. This user-centric approach aligns with that of Etisalat, making them the only apps offering this feature. However, to improve user understanding, it is recommended to rename the "Fast Login" feature to "Login with Number" or simply "Login."

While Jazz World boasts unique elements, there are areas for improvement. Notably, the absence of the app's logo on the login screen might hinder brand recognition and trust-building. Incorporating the logo on the login screen would create a more cohesive user experience. Additionally, emulating Etisalat's guest

shopping option could be beneficial, allowing users to explore the app's offerings without committing to a full account setup.

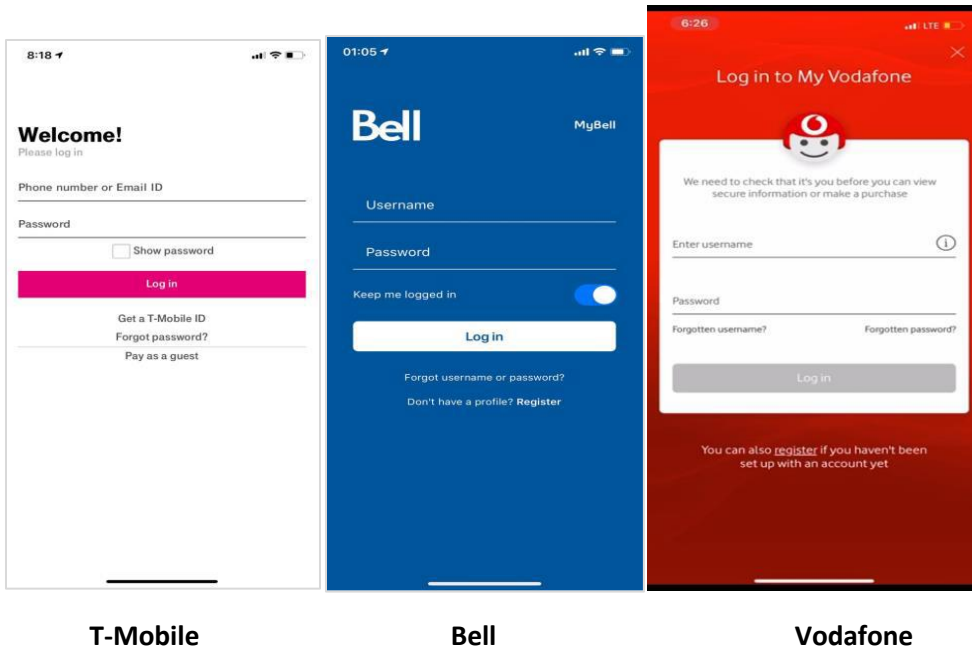
Lastly, the "Keep Me Logged In" option, which caters to users concerned about security or those who prefer to stay logged in for convenience, should be retained and accompanied by clear communication about the security measures in place. By implementing these recommendations, Jazz World can further enhance its user experience, solidify its position in the network app landscape, and maintain its commitment to user satisfaction.



JAZZ

FIDO

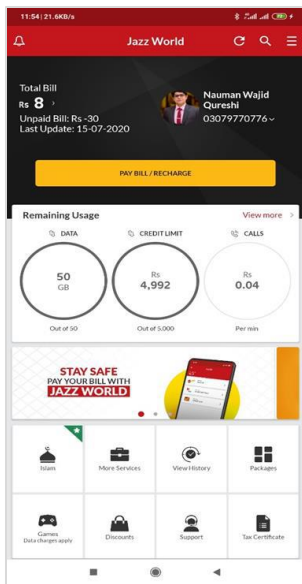
Etisalat



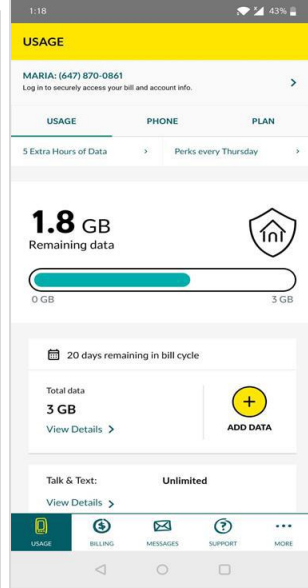
5.2. Dashboard

This report suggests several enhancements for the Jazz World application to optimize its user interface and functionalities. Firstly, it is recommended to replace the "Refresh" button with a more intuitive "swipe down to refresh" gesture, improving user experience. Color-coded usage gauges should be introduced to clarify remaining and used incentives, similar to successful apps like Three, Fido, and Vodafone. Increasing the font size for incentive information will enhance readability and accessibility. Additionally, incorporating a multi-number switching feature through sliding the top header would cater to users with multiple accounts. To simplify navigation, separate options for prepaid recharge and postpaid bill payment should be provided. The bill amount format should be streamlined for a clearer presentation.

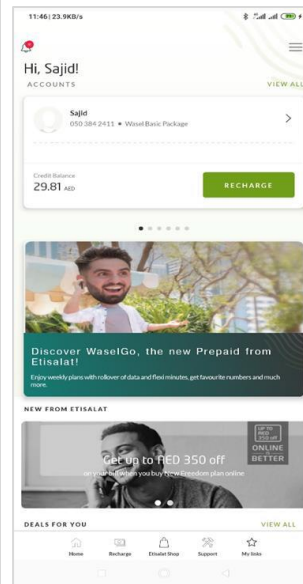
To maximize revenue potential, allocating space on the interface for shout-outs and advertisements, using location and user data, is recommended, inspired by Vodafone and Etisalat. Quick actions and navigation can be facilitated through a crisp "View Bill" option and a prominent "Pay Now" button, as observed in Bell's app. Finally, optimizing the bottom navigation menu will improve overall app usability. By implementing these improvements, Jazz World can offer a more user-friendly and efficient experience, enhancing customer satisfaction and competitiveness in the telecommunications market.



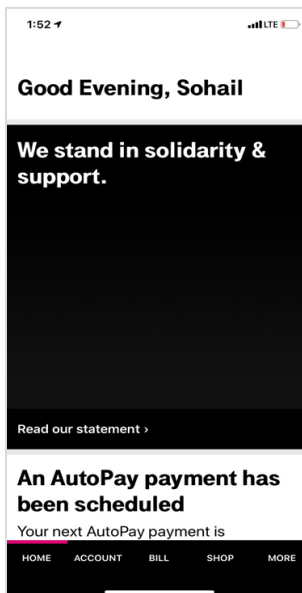
JAZZ



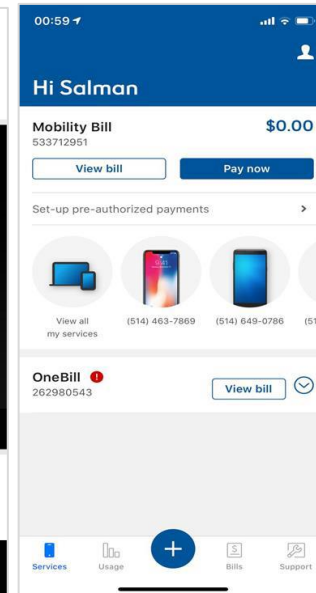
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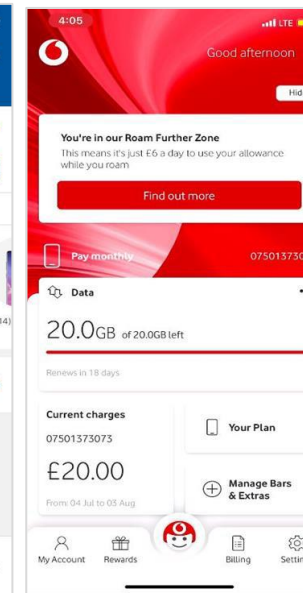
Etisalat



T-Mobile



Bell



Vodafone

5.3. Usage Details

To provide comprehensive plan details, it is recommended to present the plan and its specific attributes directly in the package information section similar to Fido and Vodafone's approach. This ensures users have a complete understanding of their selected plan at a single glance. By including the subscription start date in the package information it will further improve transparency and enable the users to track their usage and billing cycles effectively.

For a more user-friendly presentation of the remaining incentives, it is suggested to follow Etisalat's example by displaying them category-wise (Data/Calls/Messages). This clarity will assist users in understanding their available resources more intuitively.

Moreover, incorporating the account balance and recharge option, as demonstrated by Etisalat, provides users with a convenient way to manage their financial transactions within the app.

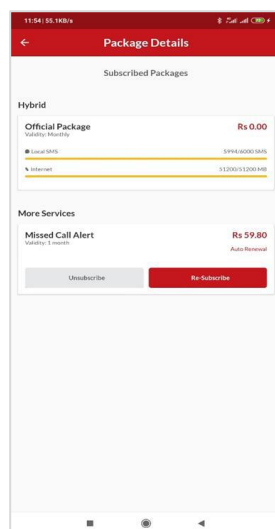
To enhance the usage details section, integrating a bill or statement of usage can provide users with a comprehensive view of their data consumption and usage patterns.

Improving the visualization of remaining incentives is crucial to avoid confusion. Eliminating all-filled bars and providing clear package names will prevent users from encountering unfamiliar or ambiguous information.

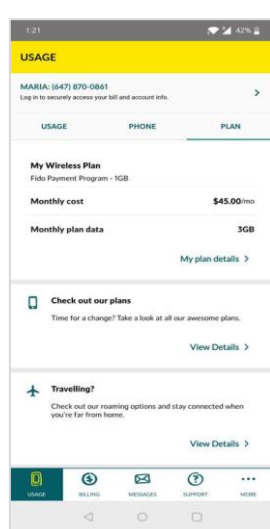
The inclusion of the number of days left in the billing cycle, similar to Bell's implementation, is an excellent feature that should be incorporated to offer users a better understanding of their usage period and billing timeline.

Lastly, ensuring consistency in terminology is essential. Jazz World should avoid using "Plan" terminology in the usage tab and maintain coherence with the specific sections and tabs dedicated to plan details.

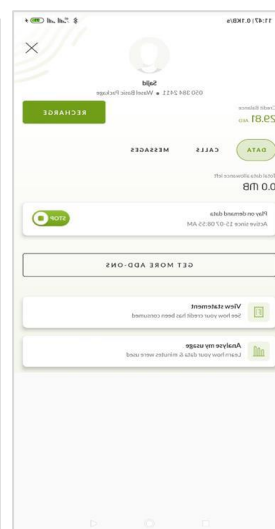
By implementing these enhancements and simplifying the app's terminology, Jazz World can significantly improve user comprehension, engagement, and overall satisfaction, ultimately solidifying its position as a user-centric and competitive application in the telecommunications market..



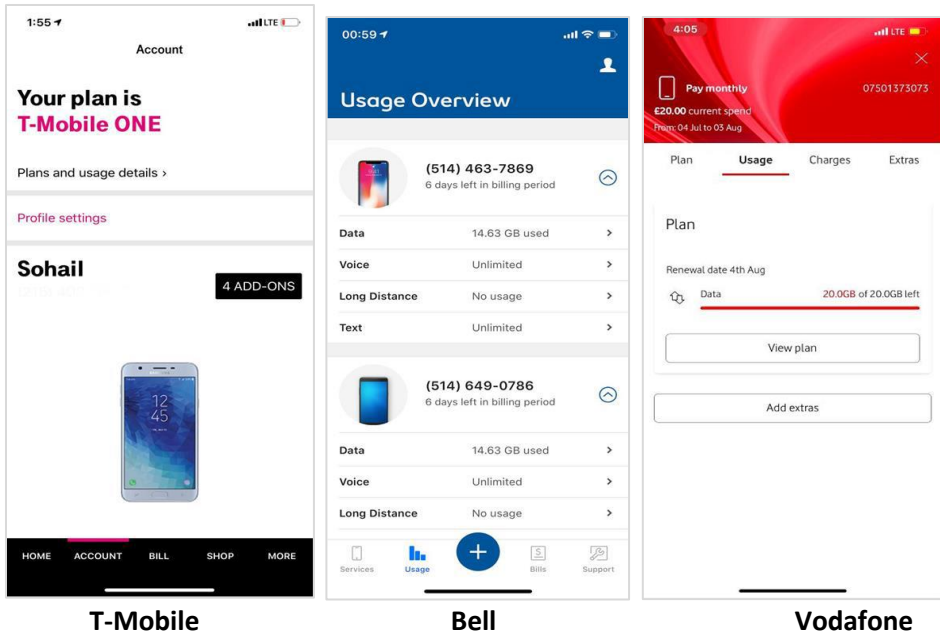
JAZZ



FIDO



Etisalat



5.4. Notifications

To enhance the user engagement and communication experience in the Jazz World application, it is recommended to increase the frequency and variety of notifications sent to users. Currently, the app lacks a sufficient number of notifications, which limits the user's awareness of crucial updates and opportunities.

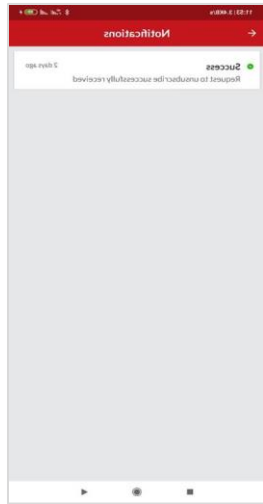
Taking inspiration from international operator apps, Jazz World should adopt a comprehensive approach to notifications. This includes sending notifications for various types of updates, such as account usage details, personalized offers, bonuses, promotions, and other important information relevant to the user's subscription and preferences.

By proactively notifying users of their account usage, they can stay informed about their data, call, and message consumption, enabling better management of their mobile services. Moreover, personalized offers and bonuses can incentivize users to engage more with the app, avail of promotions, and enjoy exclusive benefits.

To ensure users have control over the notification frequency and types, Jazz World should provide the option for users to customize their notification preferences. This way, users can choose to receive notifications based on their individual preferences and needs.

By implementing these recommendations and sending relevant and timely notifications, Jazz World can significantly improve user engagement, satisfaction, and retention. Increased user awareness of account usage, offers, and bonuses will foster a more

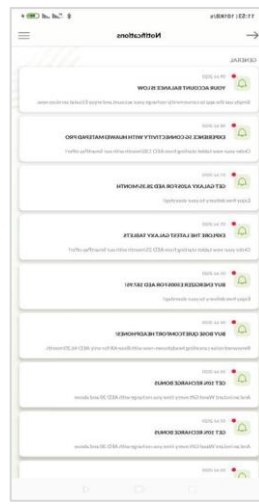
proactive and enjoyable mobile



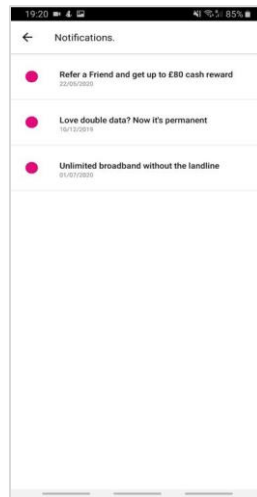
JAZZ



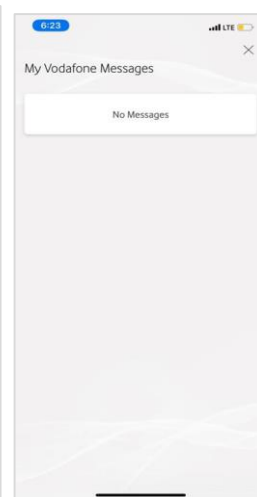
FIDO



Etisalat



T-Mobile



Vodafone

5.5. Billing Information

Introducing a "View Bill" or bill breakdown option in the Jazz World application would significantly benefit users, providing them with a detailed overview of their billing details. Currently, the top header displays "recharge," but it should be updated to reflect the correct option, "Pay Bill," for a more accurate and user-friendly experience. For postpaid

users, displaying the bill amount, and for prepaid users, showing the available credit during payment or recharge would enhance clarity and convenience.

To simplify the payment process for prepaid users, incorporating small quick amount denominations, similar to Etisalat's feature, would expedite transactions and save users' time. Additionally, the "Pay with last used card" option is a time-saving convenience that should be implemented for users who regularly recharge or pay with a preferred card.

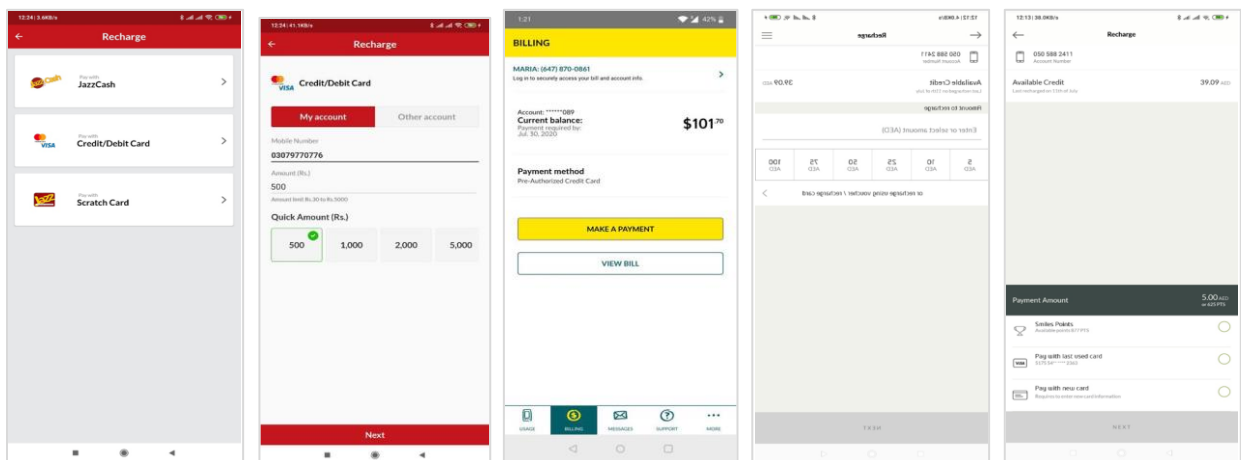
To further expedite payments and enhance user experience, including a "Quick Payment" option for users who have already stored their card details, as demonstrated by T-Mobile, is recommended.

Bill breakdown is a crucial and useful feature that provides users with a comprehensive breakdown of their charges. Jazz World should offer this feature, allowing users to view their bills in PDF format, similar to a ledger, ensuring transparency and accuracy in billing information.

To encourage app usage and reward customer loyalty, the incorporation of an "Autopay" function for customers who opt to pay from their card, as demonstrated by T-Mobile, is advised.

Additionally, introducing a "Pay through Smile Points" option, where customers can redeem reward points earned from app usage during payment or recharge, similar to Etisalat's approach, would foster customer engagement and loyalty.

By implementing these features and enhancements, Jazz World can elevate user satisfaction, streamline payment processes, and incentivize app usage. Offering a comprehensive and user-friendly billing and payment experience will solidify Jazz Pakistan's position as a customer-centric and competitive player in the telecommunications market.



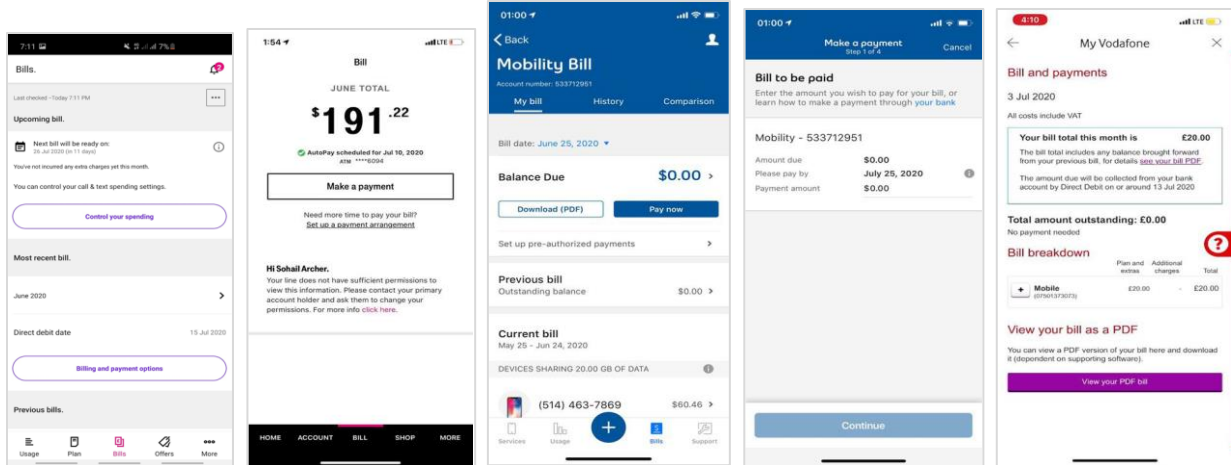
Jazz

Jazz

Fido

Etisalat

Etisalat



Three

T-Mobile

Bell

Bell

Vodafone

5.6 Main Menu

To improve the user experience and optimize the functionality of the Jazz World application, several key enhancements can be implemented. Firstly, relocating the language change option to the bottom of the app would increase accessibility and ensure a seamless language selection process for users.

The menu should be revised to avoid redundancy and repetition of content. The "More" section should exclusively contain non-repetitive items such as profile, stores, devices, and additional support/contact menus like "Find Us" and "Contact Us." This restructuring will make the menu more organized and efficient.

To enhance user convenience, a number switch option can be introduced at the top of the app, enabling users to easily switch between different numbers associated with their account.

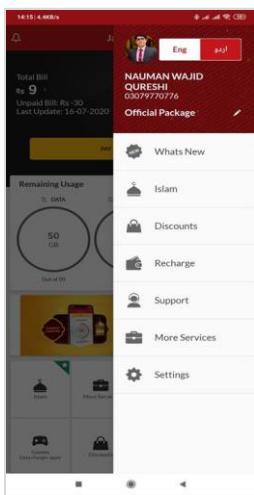
In the usage details section, displaying the package plan name alongside the usage data will provide users with a clear understanding of their current plan and usage status.

Taking inspiration from Etisalat's implementation, a feature allowing users to switch numbers by sliding the top header can be introduced, streamlining the process for users with multiple accounts.

Moreover, integrating a coverage map into the app will provide users with valuable information about network coverage areas, assisting them in making informed decisions about their usage.

By learning from the best practices of Vodafone and improving upon them, Jazz World can elevate its user experience and maintain a competitive edge in the telecommunications market. Through these recommended enhancements, Jazz

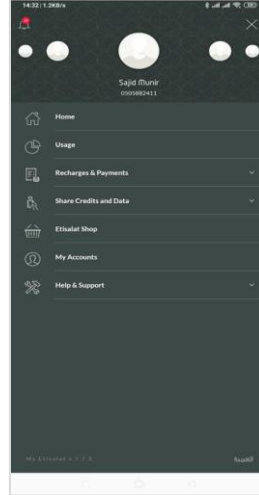
Pakistan can further solidify its position as a customer-centric and innovative service provider, enhancing customer satisfaction and loyalty.



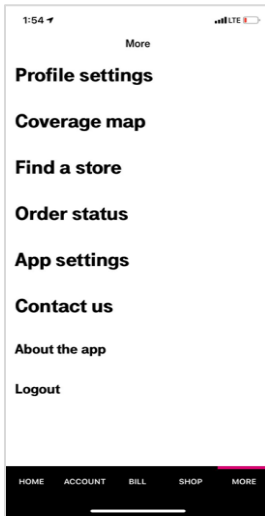
JAZZ



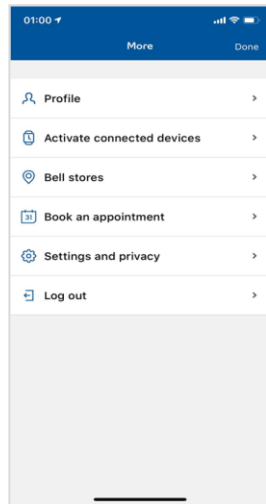
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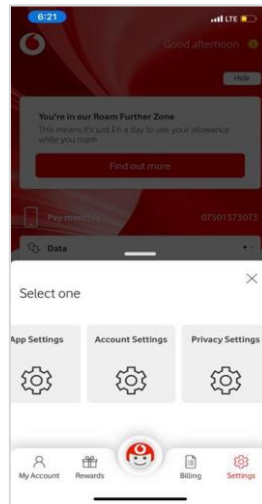
Etisalat



T-Mobile



Bell



Vodafone

5.7. Customer Support

Performance issues were observed on Etisalat's support page, leading to frequent crashes. But despite the technical difficulties, it prominently displays the social media links as alternative means to reach out for support. This enables multiple communication channels for users.

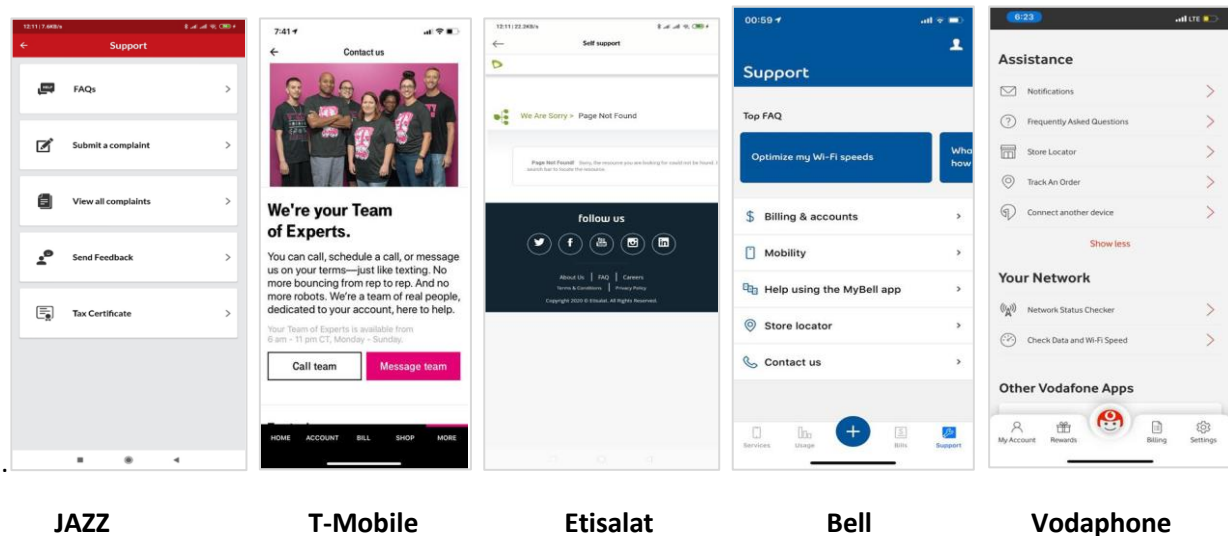
Taking inspiration from T-Mobile's approach, Jazz World can optimize the call and message options, ensuring they are clear and concise for users to identify and act upon easily. A user-friendly interface for customer support enhances customer satisfaction and streamlines problem-solving processes.

Drawing from Bell's example, featuring top FAQs prominently can be beneficial, as it provides quick access to commonly asked questions and solutions. Prioritizing frequently encountered issues helps users find answers promptly and reduces the need for direct support.

Vodafone's Assistance feature and its well-structured menu items provide clarity and usefulness to users seeking support. Implementing a similar design in Jazz World can facilitate efficient navigation and access to different support resources.

Furthermore, emulating Bell and Vodafone's practice of summarizing support in categorized sections allows users to access relevant information efficiently, addressing their specific needs and queries.

By incorporating these best practices from other telecom operators, Jazz World can enhance its support and assistance features, providing a more satisfying and streamlined customer support experience. Prioritizing user needs and optimizing the support interface will foster customer loyalty and trust in Jazz Pakistan's services.



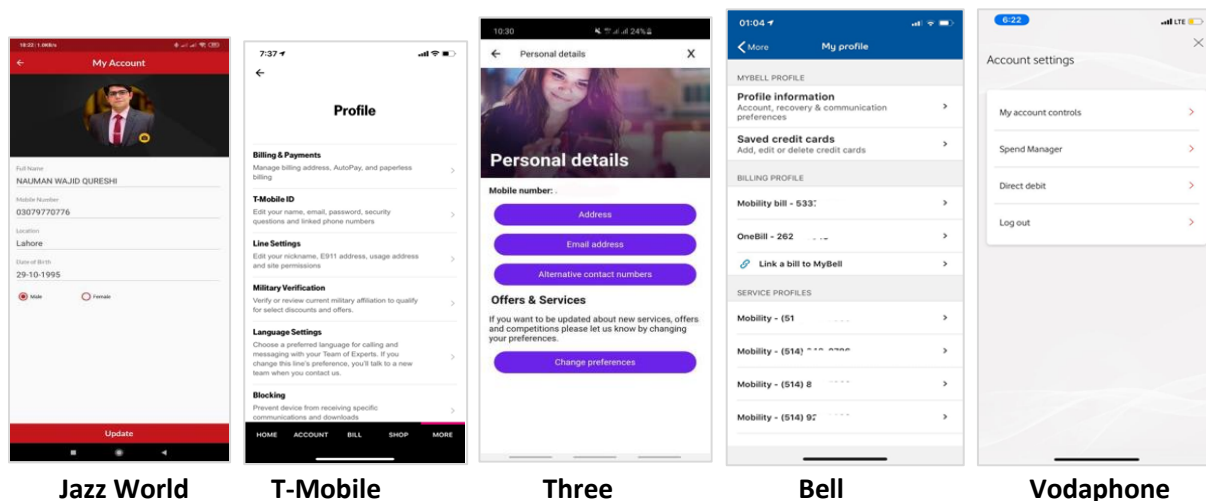
5.8. User Information

Indeed, saving credit card information in the profile is a critical feature that simplifies the payment and recharge process for users. Beyond basic bio-data, a comprehensive profile in the Jazz World application can include a ledger of previous transactions, providing users with a clear history of their payments and recharges. Additionally, offering users the ability to switch between accounts and block certain features enhances user control and flexibility.

Compared to Three's interface, Jazz World demonstrates a more efficient layout of account fields, avoiding the need for additional steps during navigation. This streamlined approach enhances user convenience and reduces complexity.

While the current Jazz World UI serves its purpose, it could benefit from a sleek and modern update. By refreshing the interface design, Jazz World can deliver a more visually appealing and engaging user experience. A modernized UI will not only attract users but also contribute to overall user satisfaction and brand perception.

Incorporating these enhancements into the Jazz World application will elevate its user profile and payment management capabilities, reinforcing Jazz Pakistan's commitment to user-centricity and innovation. With a more modern and efficient UI, Jazz World will be better positioned to cater to user needs and stand out in the competitive telecommunications market.



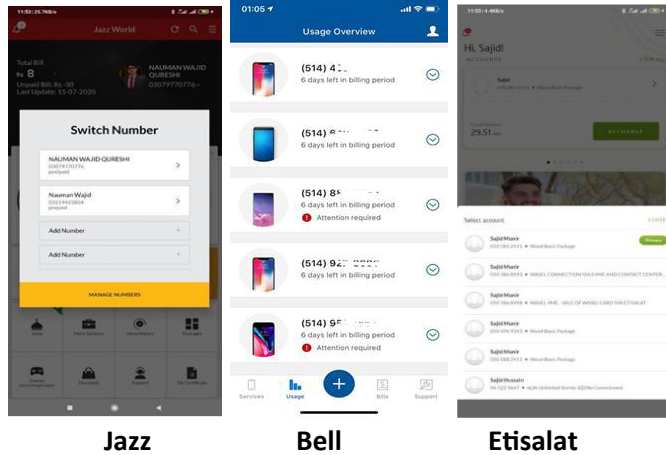
5.9. View All Accounts Information

Etisalat's approach of highlighting the main number as the primary account is a user-friendly feature that enhances clarity and simplifies account management. The ability to add more than five numbers in Etisalat provides users with flexibility, catering to those with multiple accounts or family plans.

Drawing inspiration from Bell's implementation, Jazz World can adopt a convenient feature that displays the usage and billing deadline for all accounts added, without requiring users to switch numbers. This is particularly beneficial for users with multiple accounts, as it allows them to monitor usage and billing deadlines effortlessly, streamlining their experience within the app.

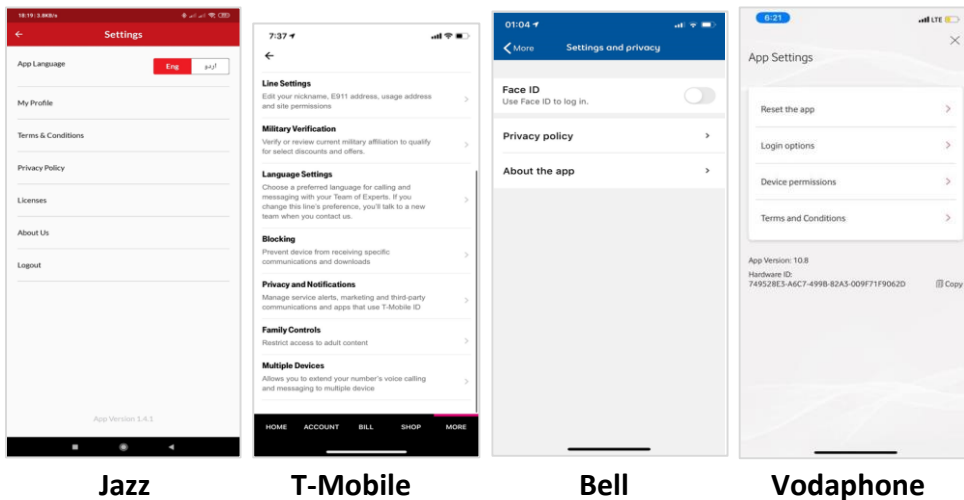
By integrating these valuable features into Jazz World, users will enjoy a more efficient and user-centric account management process. Providing easy access to account information and usage details without the need to switch numbers will

significantly enhance user satisfaction and convenience, solidifying Jazz Pakistan's position as a customer-centric telecom operator.



5.10. App Settings Screen

Jazz World's settings are well-implemented and comparable to those of T-Mobile, showcasing a user-friendly interface for users to customize their app preferences and account settings. However, taking inspiration from Bell's offering of other login methods could be a valuable addition to the Jazz World application. Providing users with alternative login options, such as through social media accounts or other authentication methods, can enhance convenience and accessibility for users, catering to diverse preferences. By incorporating this feature, Jazz World can further optimize its login process and offer users a seamless and tailored experience, solidifying its position as a customer-centric and innovative telecommunications app.



6. Recommendations Summary

Jazz World can improve its login experience by changing "Fast Login" to simply "Login" for better user understanding and consistency with other apps, as seen in Bell and Vodafone. The Home/Dashboard screen can be enhanced by adjusting the incentive font size and using color-coded gauges to improve visualization of remaining incentives, as demonstrated by Fido, Bell, and Three. Providing clear and crisp billing information, displaying the amount due for postpaid users, and implementing "Swipe down to refresh" for easy content updates, would also improve user experience and accessibility, drawing inspiration from various apps.

For the Usage screen, Jazz World can take cues from Fido and Bell by enhancing incentive visualization and displaying current plan details to help users keep track of their usage. Informing users of their package subscription start date will enable them to manage their usage cycles more effectively. Additionally, implementing a "View Bill" feature in the Usage section, as seen in Fido and Bell, would provide users with a comprehensive usage experience.

In the Recharge/Pay Bill section, Jazz World should show the bill amount for postpaid users and account balance for prepaid users during payment, following Vodafone and Bell's example. Providing small amount denominations for prepaid, similar to Etisalat, will facilitate quicker transactions. Offering a "Pay via last used card" option, as demonstrated by Bell and T-Mobile, would add convenience for users who prefer this payment method. Additionally, providing options to view/download bills and detailed breakdowns, as seen in Vodafone, Bell, T-Mobile, and Etisalat, would enhance transparency and billing management.

To improve user engagement, Jazz World should include all types of notifications, such as new offers, package subscription/unsubscription updates, daily reward reminders, low balance reminders, and bill payment deadlines, drawing inspiration from Etisalat.

In the App Menu section, it is recommended to avoid repetition of home screen tiles in the menu for a more streamlined and organized layout, as seen in Etisalat, Fido, and T-Mobile. Relocating the language change option to the bottom of the app, following Etisalat's approach, would make it more accessible. Jazz World could also add new options like "Find Us," "Contact Us," and "Track Your Order" to enhance user support and engagement, inspired by Etisalat, Fido, and T-Mobile.

For Support, Jazz World can introduce additional features such as "Find a Store," "Coverage Map," and links to follow the company on social media platforms, drawing inspiration from Bell and Vodafone, to enhance customer support and information dissemination.

Jazz World can further improve its profile section by updating the UI to create a more modern and visually appealing user experience, without a specific inspiration mentioned.

Lastly, following Bell's approach, Jazz World can display usage details without requiring users to switch between numbers in the View All Accounts section, enhancing usability and efficiency.

7. Appendix

7.1 References

- <https://undabot.com/case-studies/A1/>
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- <https://www.etisalat.ae/en/c/mobile/my-etisalat-uae-app.html>

7.2 Interview Questionnaire

1. Login Screen
 - a. Customers will be asked to sign up on various applications. Ask them which application seems to have the easiest customer journey.
 - b. Ask them about what Jazz world application means by “Fast login”
 - c. Ask customers feedback on look and feel of the login page

2. Home /Dashboard screen
 - a. How often do you access the Home/Dashboard screen in the Jazz World app?
 - b. What specific information do you find most useful on this screen?
 - c. Is there any additional data or feature you would like to see on the Home/Dashboard screen?
3. Usage detail screen
 - a. How frequently do you check the Usage Detail screen to monitor your data, voice call, and text message usage?
 - b. Is the information provided on the Usage Detail screen clear and easy to understand?
 - c. Are there any improvements you would suggest to make this screen more user-friendly?
4. Notifications
 - a. Do you find the notifications in the Jazz World app relevant and timely?
 - b. Are there any types of notifications you would prefer to receive more or less frequently?
 - c. How often do you click on notifications to take action based on the content?
5. Billing/recharge screen
 - a. Have you used the Billing/Recharge screen to view your billing history or make payments?
 - b. Were you able to find all the necessary billing information easily?
 - c. What payment methods do you prefer, and are there any other payment options you would like to see?
6. App Menu Screen
 - a. How do you navigate through the App Menu to access different sections of the app?
 - b. Are the categories in the App Menu well-organized and intuitive?
 - c. Do you think any important features are missing from the App Menu?
7. Help/Support:
 - a. Have you used the Help/Support section in the app for assistance or to get answers to your queries?
 - b. How satisfied are you with the provided support options (FAQs, live chat, contact information)?
 - c. Is there any specific improvement you would like to see in the Help/Support section?
8. Profile/Personal Information:
 - a. Have you updated your personal information through the Profile section in the app?
 - b. Is it easy to manage your account details on this screen?
 - c. Are there any additional account management features you would like to have in this section?

9. View All Accounts:

- a. Do you have multiple accounts or numbers associated with your Jazz World app?
- b. How often do you switch between different accounts, and is the process seamless for you?
- c. Is there anything that could be improved to enhance the management of multiple accounts?

10. App Settings Screen:

- a. Have you customized any settings in the Jazz World app to suit your preferences?
- b. Are all the settings options clear and understandable to you?
- c. Are there any specific settings or configurations you would like to see added or changed?

Thank you for participating in this interview! Your valuable feedback will help us improve the Jazz World app to better meet your needs and expectations.