

PRODUCT BRIEF – MINI USSD GAMES

1. Service Description

Mini USSD Games (Game Mini) is lite/simple addictive game which can be played through USSD Channel by subscriber. Means it can be enjoyed by all subscriber, both features phone and smartphone users.

Game Name	Description
Tebak Lagu	Users will be challenged to give the right answers of song, singer even the song lyric from the well known songs.

2. Tariif

Price (Include Ppn)	Validity (day)
Rp 9.900	30
Rp 3.300	7
Rp 1.100	1

3. Activation Process

User may activate the service from SMS channel by follow below steps:

- Activate **daily package** via SMS channel



b. Activate **weekly package** via SMS channel

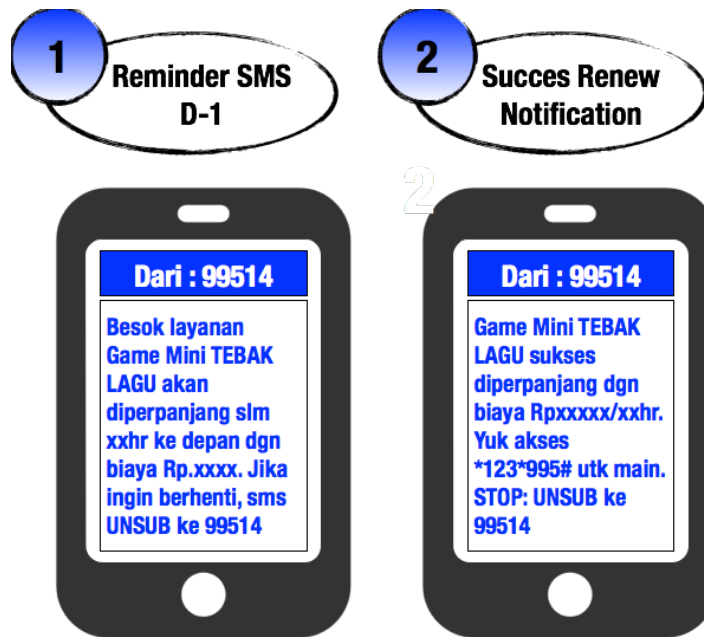


c. Activate **monthly package** via SMS channel



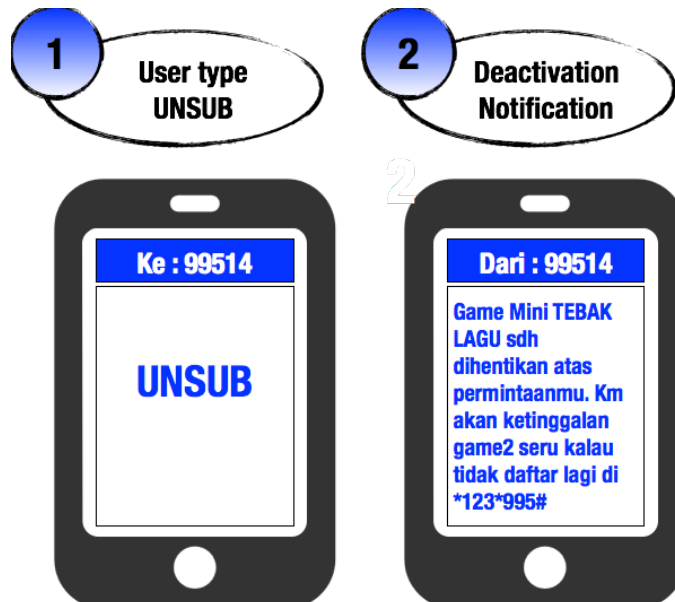
4. Renewal Process

Below is SMS notification 1 day before renewal (D-1) and Notification after user successfully charged for renewal.



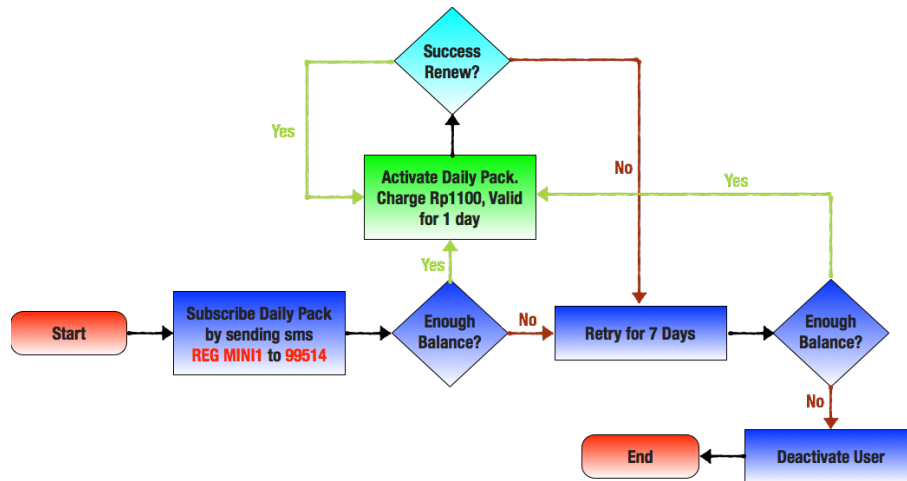
5. Deactivation Process

To deactivate from GAME MINI, user may simply send UNSUB to 99514, then user will receive SMS deactivation notification also from SDC 99514 (Rp.0)

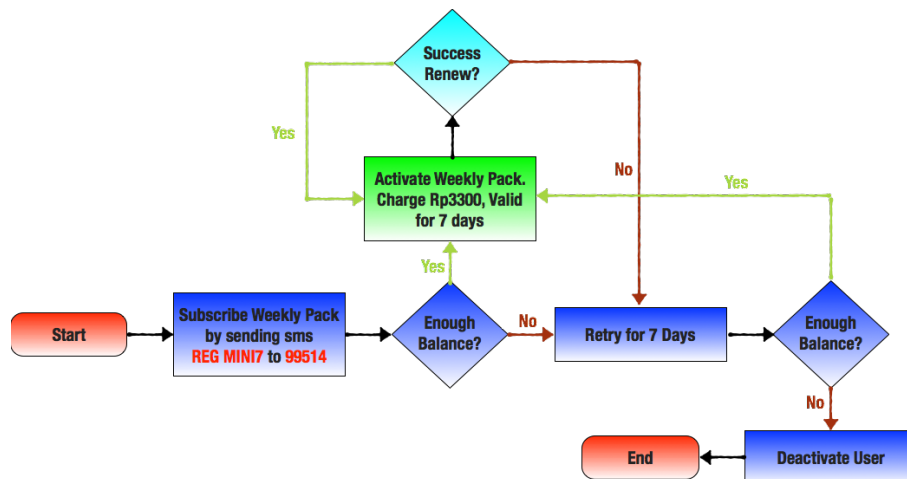


6. Charging Model

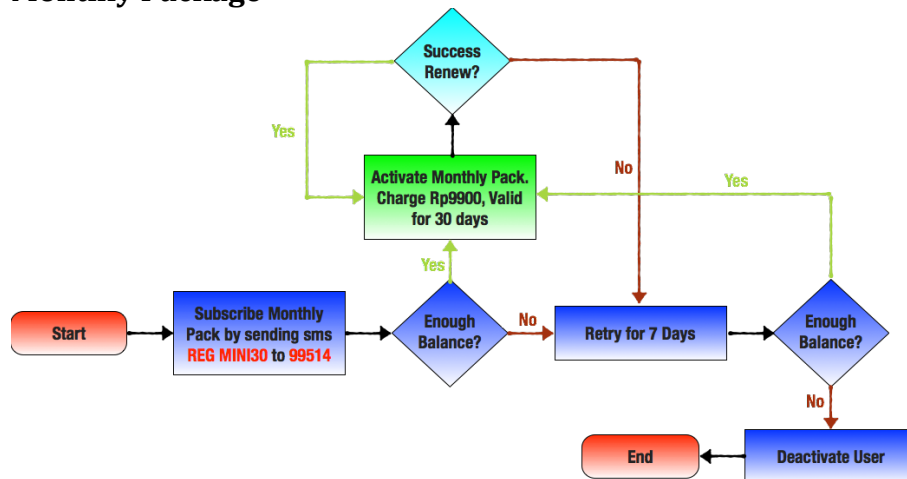
a. Daily Package



b. Weekly Package



c. Monthly Package



7. Step to enjoy the game

Below is the journey to enjoy game TEBAK LAGU after user subscribe the service. Follow is the detail steps:

- a. Subscribe the service by accessing *123*995#
- b. After charging proceed successfully, user may visit *123*995# again to start playing game.
- c. User will have question follow the package below:
 - i. Daily Pack will have 3 questions per day
 - ii. Weekly Pack will have 6 questions per week.
 - iii. Monthly Pack will have 24 questions per month.
- d. User will be notified via UMB about the answer of the question (Correct or Wrong Answer).

8. UMB Tree

Layer 1	Layer 2	Layer 3
Yuk main Game TEBAK LAGU berikut ini. Tekan 1 untuk mulai	Siapa Penyanyi Lagu Apakah Ini Cinta?	<p><If the answer is correct> WOW! Kamu menjawab pertanyaan ini dengan BENAR. Yuk main lagi, maksimal 6 pertanyaan per minggu 1. Main Lagi</p> <p><If the answer is wrong> SAYANG SEKALI, Jawaban kamu masih kurang tepat. Yuk coba lagi! Maksimal 6 pertanyaan per minggu 1. Main Lagi</p>
1. Mulai	1. Rossa 2. Rhoma Irama 3. Judika	

9. SMS Notification

No	Service Desc	Request Message	Tariff	Reply Message	Sent From	Tariff	Remark
1	Monthly Package Registration.	REG MINI30	Rp.0	Km sdh terdaftar di layanan Game Mini TEBAK LAGU dgn biaya Rp9900/30hr, aktif s.d DD-MM-YYYY. Yuk mulai main dgn Cek *123*995#. STOP: UNSUB ke XXXXX	99514xx	Rp9900	Activation
2	Weekly Package Registration.	REG MINI7	Rp.0	Km sdh terdaftar di layanan Game Mini TEBAK LAGU dgn biaya Rp3300/7hr, aktif s.d DD-MM-YYYY. Yuk mulai main dgn Cek *123*995#. STOP: UNSUB ke XXXXX	99514xx	Rp3300	Activation
3	Daily Package Registration.	REG MINI1	Rp.0	Km sdh terdaftar di layanan Game Mini TEBAK LAGU dgn biaya Rp1100/hari. Yuk mulai main gamenya dgn Cek *123*995#. STOP: UNSUB ke XXXXX	99514xx	Rp1100	Activation

4	D-1 SMS Reminder before renewal	-	-	Besok layanan Game Mini TEBAK LAGU akan diperpanjang slm xxhr ke depan dgn biaya Rp.xxxx. Jika ingin berhenti, sms UNSUB ke XXXXX	99514	Rp9900; Rp3300	Not apply for package Rp1100/1 day
5	Success Renewal Notification	-	-	Game Mini TEBAK LAGU sukses diperpanjang dgn biaya Rpxxxxx/xxhr. Yuk akses *123*995# utk main. STOP: UNSUB ke XXXXX	99514xx	Rp9900, Rp3300, Rp1100,	
6	Unsubscription	UNSUB	Rp.0	Game Mini TEBAK LAGU sdh dihentikan atas permintaanmu. Km akan ketinggalan game2 seru kalau tidak daftar lagi di *123*995#	99514	Rp0	Rp0

10. Contact Person

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