Hi Jeff and Ryan,

Please find attached an updated doc. I've added more content to the doc and organized it. I've also highlighted in yellow the open questions and TODO items. Please let me know your thoughts.

Jeff- I'll talk to you tomorrow about hiring a design firm to help prototype T-Mobile Search App concepts.

Best regards,
Rami

Dream in years
Plan in months
Evaluate in weeks
Ship daily

-DJ Patil
https://twitter.com/DJ44/status/819316928623902720

T-Mobile Search Experience

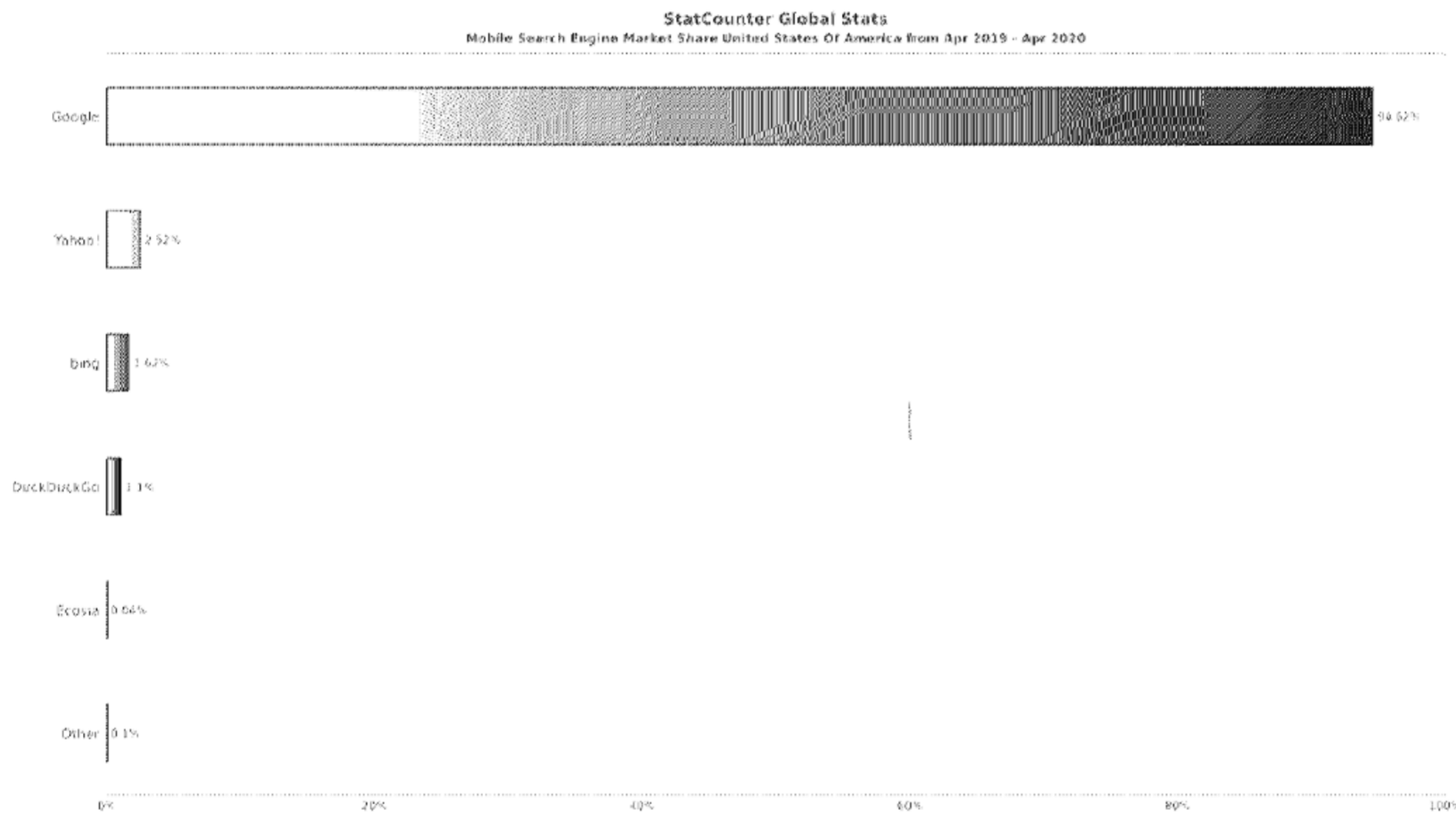## Table of Contents

Google_Lit-TMO_00127726

Background

At T-Mobile, we obsess over customer experience. We obsess over minute details. We are very picky when it comes to the products and services we offer our customers.

For the past XXX years, we've had a contract with Google to provide Google Search services on T-Mobile's owned and operated properties. This contract generates around **Redacted** for T-Mobile. Even though the relationship has been a good source of cash for us, we have absolutely no control over the customer experience or the monetization. Google is the one that controls both.

Therefore, we should explore alternatives that allow us to fully control and manage the customer experience, as well as monetization.

Unfortunately, Google is by far the biggest search provider in the US:

StatCounter Global Stats
Mobile Search Engine Market Share United States Of America from Apr 2019 - Apr 2020

Search still dominates mobile device usage. We search for
- Places
- Product info
- Shopping sites
- Apps on our devices
- Weather forecasts
- Songs
- Videos
- Appointments
- Etc. Etc.

Problem

Solution

We have two major strengths that we can leverage:
1) With the new T-Mobile, we have a reach of ~100M customers.
2) TMS has a seasoned and well-connected sales team that can go direct to advertisers.

There are multiple options for TMUS on the road to taking back control of customer experience and monetization:
1) Negotiate with Google more favorable financial and experience terms for T-Mobile.
2)
3)

The new solution we design can have a combination of search engines- such as Bing, Amazon, Branch, and others- provide results, as well as an elements of image/video content and ads.

Product Design

But first, we should identify the use cases that our customers require:
1. As customer, I want to conduct a general web search to find information about miscellaneous subjects, so that I can <research something, lookup definitions, find Wikipedia articles, etc.>
2. As a customer, I want to research and purchase <X>
3. As a customer, I want to find the nearest <X>, so that I can <dine-in, take-out, play, etc.>
4. As a customer, I want to find a video about <X>, so that I can watch <a news clip, tiktok, music video, etc.>
5. As a customer, I want to find a song I heard on the <radio, restaurant, friend's phone, etc.>, so that I can add it to my playlist or play it

REDACTED FOR PUBLIC FILING   Google_Lit-TMO_00127728