

TELSTRA

Helping an Australian Telecom
Giant to Create a Mobile App

Helping Telstra to Enhance Ticketing Efficiency

Leading Australian telecom company Telstra asked Base Creative to create a new User Interface (UI) and User Experience (UX) and App for mobile devices that would increase business efficiency and provide a more positive customer experience for users of its C3 Ticketing System.

Business Strategy

Brand Strategy

Design and Touchpoints

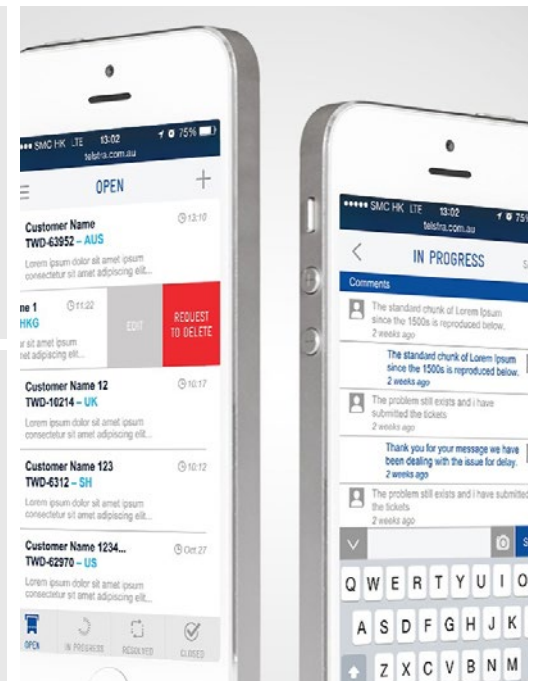
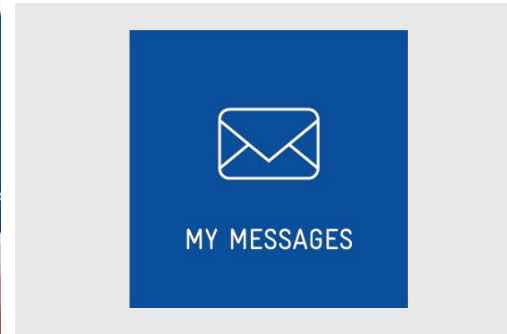
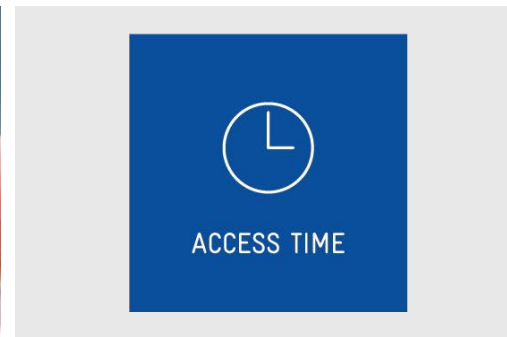
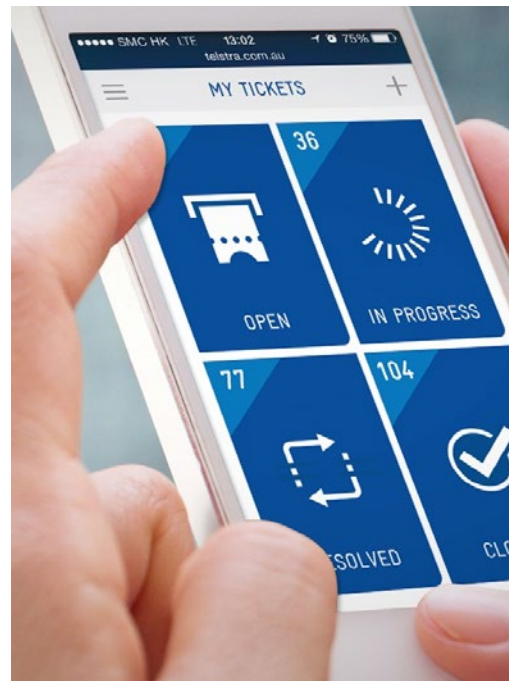
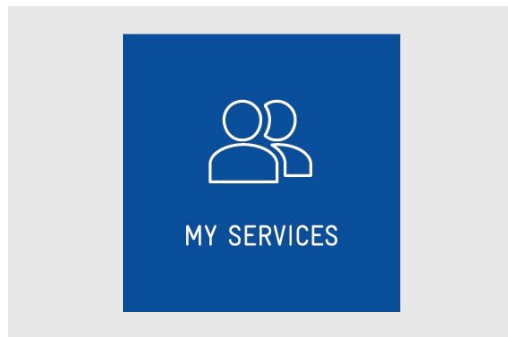
Infographic
Wireframe Design
Colour System

Digital & Social Media

UI and UX Design
API Integration
Analytics

Telstra Mobile App Development

Assisting an Australian Telecom Leader to Create a Positive Customer Experience



With a focus on aligning the business strategy of Telstra with the brand experience, we started by undertaking a range of qualitative research and trend analysis to create a new visual language and UX design that would simplify the entire process.

Scope of Work Business Strategy

Brand Strategy

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Colour System

Digital & Social Media
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API Integration
Analytics