

User Guide

Version 1.0

For



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1 Introducing Fonetwish

1.1 Purpose and Scope

Purpose and scope of this document is to describe the functionalities of various modules in Fonetwish platform.

1.2 Key Features

Fonetwish platform is comprised of the following features:

- **Create USSD App:** Allows you to create USSD app for end users, using simple UI controls, designed to make menus and sub menus for the app.
- **Emulator Test:** Allows you to test USSD app using the emulator (in early/ later stages of application creation) and to modify the same if required.
- **Whitelist Phone Numbers:** Allows you to whitelist the number which is required to test the application in order to check the actual functioning of the created app.
- **Live Test:** Allows you to test the app on mobile “as it is” if the service is available in your country with the chosen operator.
- **Dashboard:** Provides you a bird’s eye view of all the created apps. Once an app is created and then saved, it starts appearing on the dashboard. The dashboard allows you to test the app on emulator, edit the app to make any last-minute changes, and generate reports.
- **Notifications:** Displays notification messages on any of the following conditions:
 - When the app status changes
 - When a support ticket is responded to by admin
 - When a system upgrade is required
 - When the app is about to expire
- **View/raise Support Ticket:** Allows you to raise a ticket for requesting support from the Fonetwish admin. All admin responses to tickets are received as notifications in the Notification area on Dashboard.
- **Generate Reports:** Allows you to generate reports for the following:
 - **Total number of Visitors:** To generate a report on the total number of visitors who have accessed the app.
 - **New v/s Returning Users:** To generate report on number of new users and users who have used the app previously.
 - **Visitors per category:** To generate a report on the number of visitors who have accessed a category, where category is screen id number. Only top 10 accessed screens with screen id will be displayed.
 - **Drop-offs:** To generate a report on the number of users who have aborted the app.

1.3 USSD Application Overview

The Unstructured Supplementary Service data allows interactive services between a Mobile handset (end-users) and applications hosted by the Mobile Operators. These messages are composed of digits and the '#', '*' keys, and allow users to quickly get information/access services from the operator.

A typical user Initiated USSD request starts with a '*' followed by 3 digits (e.g.123) which indicate an action to be performed. Optionally, additional numeric parameters may be included in the USSD request message. Each group of numbers is separated by a '*', and the finally the message is terminated with a '#'.

The user simply "dials" the string as he would for a normal voice call, which automatically connects to the USSD gateway via the USSD centre. The USSD Gateway in turn will interact with external applications e.g. balance enquiry system of a stock quote application.

Fonetwish is a platform for creating and managing interactive USSD applications. The platform links the content providers/applications to end-users and allows subscribers to maintain real-time interaction for a complete session and information download.

1.4 Terminology

The terminologies used in this document are as follows:

- **USSD:** Unstructured Supplementary Service Data (USSD) is a protocol used by GSM cellular telephones to communicate with the service provider's computers. USSD can be used for WAP browsing, prepaid call-back service, mobile-money services, location-based content services, menu-based information services, and as part of configuring the phone on the network.
- **APP:** Application (App) is referred as a USSD based application which is designed to run on all mobile phones that have access to USSD string, and with or without an internet connection.
- **Emulator:** Emulator is virtual mobile device that helps to build and test the USSD applications so that application behaviour can be tested before launching the application.

2 Sign Up & Login

2.1 Sign Up

To sign up on web application:

1. Enter name in **Name** field.
2. Enter email id in the **Email ID** field.

Note: Your email id is the username to login. You can register as a developer or as business.

3. Enter the password in **Password** field.
4. Enter the password again to confirm in the **Confirm Password** field.
5. Enter the mobile number in the **Mobile Number** field.
6. Enter the code mentioned in the Captcha in the **Word Verification** field.
7. Select **I agree with the Terms and Conditions** field.
8. Click the **Sign Up** button to register on the web application.

NOTE: A message containing an email validation link is sent to your email address to validate your email within 24 hours. After 24 hours the validation link expires.

Resend Email

Try any of the following methods to reactivate your account:

- In case you have not received the email within 60 seconds, use the **Resend** button.
- In case multiple attempts fail to send the mail, please check your internet connection or send a mail to support@fonetwish.com.
- In case your email link expires, click the expired link to resend the email.

2.2 Login

Login allows you to log in to the application using the authenticated credentials. Your registered email id is the username for the web application. Once registered, username (email id) cannot be changed.

To login to the website:

1. Enter the email id in the Email ID text box.
2. Enter the password in the Password text box.
3. Click the Login button.

Note: Contact support@fonetwish.com in case your credentials are not working fine.

2.3 Forgot Password

The Forgot your Password link allows you to reset your password at any moment of time. You can reset your password once in a day.

To reset password:

1. Click the **Forgot your password** link.
2. Enter your registered email id in the space provided to receive password reset link.
3. Click the **Send** button.
4. Click the reset password link in the email id. The **Reset Password** page appears.
5. Enter the password in the **Password** field.
6. Enter the password again in the **Confirm Password** field.
7. Click the **Reset** button.

Note: If you do not receive the reset link, try using the **Forgot password** link again. If the problem still persists, do any one of the following:

- Check your Internet connection and if the problem still persists, send a mail at support@fonetwish.com

3 Create New App

To create a new app:

1. Enter the app name in the **Name of the app** field.
2. Enter the app description in the **Description of the app** field.
3. Click **Next** to go to the next page.

Note: Click the **RESET** button to reset the form fields to its default state.

4. Enter the header name.
5. Enter the menu item name.
6. Click **Add more** link to add more menu items.
7. Enter the footer message.
8. Use connectors to create sub-screens of the app. For more details, refer to create sub-screen section.

Note: Each screen is assigned a screen id. Each menu item is associated with a connector through which new sub-menu items can be created for the same. Hover on a menu item to see the sub-menu associated with it in the highlighted form.

9. Click the **Save** button to save the app.
10. Click the **Publish** button to publish the app. The **Publish App** page appears.
11. Select the country name from the **Country** field.
12. Select the operator name from the **Operator** field.

Note: The list of operator is populated based on the country selected. Click the **Publish Anyway** button to publish the app without taking a trial of the app.

13. Click the **Try This App** button. This action will initiate a call verification request from the user. The user number gets whitelisted if the user verifies the number within the time frame mentioned on the screen and the Call verification page appears.

Note: Click **This is not my number** button to enter the number again. You are redirected to the **Publish App** page.

14. Click **Publish Anyway** to publish the app. The **Select Country and Operator** page appears.

Note: Click the **Add another number tool** button to enter the number again. You are redirected to the **Publish App** page.

15. Select the country and operator name.

16. Enter the USSD String sub code in the field.

17. Click **Next** to go to the next screen. The **Congratulations** page appears.

18. Click the **Dashboard** button to navigate to the **Dashboard** page. After the app is published, you are redirected to the **Dashboard** page containing all the created app details.

Note: Only a unique four digit USSD multimodal string is assigned. The parent id code is available with each country name and may vary from one operator to another.

3.1 View Emulator

Emulator is a tool that allows you to view the app in a working mode similar to that on an actual phone. This helps you in making changes as per your requirement so that the app is built with effective usability. You can start using emulator once two screens have been created. Use the keyboard to test the application. Also, the application auto-saves the screen details when you click on the emulator.







To view the emulator, click Emulator  icon on the screen. The page refreshes and the emulator screen is displayed.

Note: You cannot edit screens while the emulator is working. You need to close the emulator once the app has been tested.

3.2 Manage Screens

Using screens, you can display your app as per your requirement. When the Create New page is launched, by default a screen always appears to let you start creating your applications.

Legends

Sr	Icon	Description
1		To delete a menu item in the screen or to close a screen. If a child node is present the parent screen cannot be deleted.
2		To attach menu item to other screen.
3		To highlight the selected menu item.
4		To link to a screen.
5		To highlight link between the attached screens.
6		To display the character count that is entered. The count starts from 0.

To attach a screen, you can drag the pointer trail of a menu item in a screen to attach it to another screen.

Note: A maximum of nine menu items can be added per screen with a limit of 160 characters. You can attach multiple screens to a menu item.

3.3 System Upgrades

You can send notifications to the user when the USSD application is down for a specific period of time, the relevant notifications and email are sent to all end users.

The message will be shown as “The website is down for the maintenance, Please check back again at XX:XX hours). The end user will not be able to login during this period.

4 Dashboard

Dashboard is the home page after login where you can navigate to various sections of website and manage all the apps. Using the Dashboard, you can create new apps, generate analytics, view notifications, view apps’ details, and manage your

profile.

4.1 View Dashboard

After successful login, you are landed on the **Dashboard** screen of the application. If you are using the application for the first time, you are shown a Welcome screen that allows you to start creating a new app. This page is shown until you create a new app.

After an app is created, the main Dashboard page appears with the following details:

- **Notification:** All app-related notifications are received in this area.
- **My View:** All created apps are listed in this section in tabular format.

4.1.1 Notifications

In the notification sections, all notifications related to the apps appear in the following conditions:

- When app status changes- User needs to click the **View Status** button and the app row in the **My View** section highlights.
- When app is about to expire.
- When a ticket is responded to- You need to click the **View Reply** button and then redirected to the **Support** page
- When server is under maintenance, a notification is generated 12-24 hours before, to intimate the end user about the same.

4.1.2 My View

In the **My View** section, the user can view consolidated details of the app and can manage various apps by performing the following actions:

- **End date:** You need to provide an end date for each of the app. This can be changed if the status of the app is confirmed.
- **Analytics:** Click **Analytics** to view and generate reports to the corresponding app name. This button will become active only when the status of the app is live.
- **Edit:** You need to click **Edit** to edit any app details.
- **Emulator:** Click **Emulator** to run the app on the emulator. The Emulator page appears. To start emulation of any app, click **Test**. After pressing test, the emulation will start. Also, the emulator page allows you to edit the screens in case the functionality is not working fine. Click the **Edit** button and you are redirected to the app edit page.

The Emulator allows you to view the app in running mode in order to check the current running functionality of the app. The user needs to click the Emulator button on the **My View** section corresponding to the app name. Using the Emulator, the user can check the various screen on the app.

4.1.3 App Status

The various statuses of the app are as follows:

- **Under Development:** When the app is under development and has not been published. If you edit the app when in live or under review status then the status changes to Under Development again.
- **Under Review:** When an app is published and country, operator and short code are assigned, then it is sent for review.
- **Rejected:** When an app is rejected by the admin panel.
- **Live:** The app shows status as Live when the app is launched and end users can use it. The status of a live app can be changed to Pause.
- **Paused:** The app shows status as Pause when you choose to pause it.
- **Completed:** The app shows completed status when it has passed its end date.

5 Support

Support section helps to resolve your Fonetwish-related queries by generating request, viewing reply, and sending reply on the ticket. All requests are replied to and you receive a notification in the notification window on the **Dashboard**.

5.1 View Ticket

You need to click the **Support** link to navigate to the **Support** page. Click the **View Ticket** button to view a ticket.

To view a ticket:

1. Click the **View Ticket** button. The **View Ticket** page appears.
2. Click the **Reply** button to reply to the ticket.
3. Enter the text in the text editor.
4. Click the **Submit** button.

Note: When a reply is received on a ticket, a notification is generated in the **Notifications** section. When you click the **View Ticket** button in the **Notification** section, you are directed to **View Ticket** page.

5.2 Generate New Request

To generate a new request, you need to click the **Generate New Request** button on the **Support** page. You can generate n number of tickets for your apps (where n =1,2,3,4,.....n). The **Create New Request** page appears.

To generate a new request:

1. Enter the request title in the **Request Title** field.
2. Select the app name from the **App** field.
3. Select the priority from the **Priority** field.
4. Enter the description in the **Description** field.
5. Select the file from File upload. Click **Add More** to add more files.
6. Click the **Submit** button.

Note: Click the **Reset** button to reset fields to their default state. You can upload any number of files, each not exceeding 5mb.

Allowed File Extensions: .jpg, .gif, .jpeg, .png, .rar, .pdf, .xlsx, .docx, .war, .doc

6 My Profile

6.1 Edit Profile

Once you are logged in successfully to Fonetwish, you can manage profile details anytime. Click the dropdown menu located beside your name and select the **My Accounts** link. The **My Accounts** page appears and you can add/modify the details.

To add/modify the details:

1. Enter the company name in the **Company Name** field.
2. Modify the full name in the **Full Name** field.
3. Modify the mobile number in the **Mobile Number** field.
4. Enter the billing address in the **Billing Address** field.
5. Click the **Save** button to save the details.

Note: Email id being used as username cannot be modified or deleted.

6.2 Change Password

You need to select the **Change Password** link from the dropdown list available beside your name in the application. The **Change Password** page appears. The user can change the password.

To change the password:

1. Enter the old password in the **Old Password** field.
2. Enter the new password in the **New Password** field.

3. Enter the new password again in the **Confirm Password** field.
4. Click the **Reset** button to reset the password.

After the password resets, the user is logged out of the application and asked to login again.

7 Analytics

Analytics section allows you to generate and download all reports related to the apps. The Analytics section is accessible through the left navigation pane or through the Dashboard in the My View section corresponding to the App name. You can find reports for various conditions like:

- Unique/Total visitors for specific date and on daily basis
- New v/s returning users for a specific date and on daily basis
- Visitors per category (Category is screen id number. Only top 10 accessed screens with screen id will be displayed)
- Drop offs (It will be the screen id where the users have aborted the app.)

The user needs to click the **Analytics** link in the left navigation pane to access the Analytics page. The Analytics link becomes available on the Dashboard corresponding to an app name, when at least one app has been added. The link available in the left navigation pane remains available whether or not any app has been added.

To generate visitors per category report:

1. Select the operator name from the **Operator** field.
2. Select the report name to be generated from the **Report type** field.
3. Select the **Total / Unique** or both checkboxes to generate the report.

Note: Date field remains disabled for visitor per category and Drop-off reports.

Total: Total means total number of times the category is accessed by all the users.

Unique: Unique means the distinct number of users who have visited a category.

To generate engagement report:

1. Select the operator name from the **Operator** field.
2. Select the report name to be generated from the **Report type** field.
3. Select the date from the **Calendar** control.
4. Select the **Total / Unique** or both check box to generate the report.

To generate visitors report:

1. Select the operator name from the **Operator** field.
2. Select the report name to be generated from the **Report type** field.

3. Select the date from the **Calendar** control.
4. Select the **Total /Unique** or both check box to generate the report.

To generate users drop off report:

1. Select the operator name from the **Operator** field.
2. Select the report name to be generated from the **Report type** field.
3. Select the <screen id><category name> check box to generate the report.
The top five ids will be listed.

To download a report:

1. Click the **Download report in CSV format** link to download the report in the csv format in the browser.

8 API

8.1 Call Back URL

The Call Back URL is used to send notifications to end user. You need to get the IP address from support before making the application live. All these details can be accessed from Developer options available in the web application.

<http://<ipaddress>/callbackURL/user>

{ Explicit params in Req to service for dynamic URL

```
strsrmap["MSG_TYPE"] = "REQ_DYNAMIC_MENU_CONTENT";  
strsrmap["TX_ID"] = txId;  
strsrmap["USER_ID"] = msi;  
strsrmap["MENU_ID"] = nextState;  
strsrmap["APP_ID"] = localContext[msi]["appld"];  
strsrmap["URL"] = url;  
strsrmap["CONTENT_SEL"] = event;  
strsrmap["DEST_PROC_NAME"] = gAppName;
```

Explicit params in Rsp from service for dynamic URL

```
msgType = strsrmap["MSG_TYPE"];  
txId = strsrmap["TX_ID"];  
msi = strsrmap["USER_ID"];  
respStatus = strsrmap["RESP_STATUS"];  
respType = strsrmap["RESP_TYPE"];  
data_key = strsrmap["DATA_KEY"];  
dest_proc_name = strsrmap["DEST_PROC_NAME"];
```

The API field details are given below in the table:

Fields	Description	Data Type	Length	Required
MSG_TYPE	Provides the type of message request required to send notification.	Varchar	200	Yes
TX_ID	Assigns a unique transaction id for the request.	Varchar	200	Yes
USER_ID	Provides MSISDN (Mobile number of end user who has dialled the short code).	Varchar	13	Yes
RESP_STATUS	Response status 200 is for success, other is for failure	Char	10	Yes
RESP_TYPE	CONTENT - it will define the content for the screen. if it is MENU, then MENU will be displayed.			
DATA_KEY				
DEST_PROC_NAME				

8.2 Content URL

Requested URL:

<http://<ipaddress>callbackURL/application>

Method Action: GET

Content Type: application/json

Headers: None

Request Parameters: None

Request Body:

```
{
  "appld": "",
  "userId": "",
```

```

    "menuId": "",
    "contentSelection": ""
  }

```

Fields	Description	Data Type	Length	Required
appld	Unique id for a particular application	Varchar	200	Yes
userId	Msisdn of the end user using the application	Varchar	200	Yes
Menuid	Current screen menu id	Varchar	200	Yes
contentSelection	Input from the end user	Varchar	200	Yes

Response Body:

```

"data": {
  "items": [
    {
      "menuContent": "11",
      "menuOrder": 1,
      "itemType": "static",
      "requestURL": "",
      "screen": {
        "items": [
          {
            "menuContent": "33",
            "menuOrder": 1,
            "itemType": "static",
            "requestURL": "",
            "screen": {}
          },
          {
            "menuContent": "44",
            "menuOrder": 2,
            "itemType": "static",
            "requestURL": "",
            "screen": {}
          }
        ]
      },
      "menuId": "1_1",
      "menuHeader": ""
    }
  ],
}

```

```

    {
      "menuContent": "22",
      "menuOrder": 2,
      "itemType": "static",
      "requestURL": "",
      "screen": {}
    }
  ],
  "menuId": "1",
  "menuHeader": "heading1",
  "menuFooter": ""
}
}

```

Error Codes:

400 - URL not found

500 - Internal Server Error

200 - OK

The IP address on which the hit needs to be made must be provided by you. The format of the API that needs to be used is as follows:

Response Body Fields:-

Fields	Description	Data Type	Length	Required
Txid	Unique transaction id for the request	Varchar	200	Yes
Status	Response for the transaction success or failure	Integer		Yes
responseType	Response type will be either content or menu	Varchar	50	Yes
Menuid	Unique screenid for the dynamic menu screen of USSD application	Varchar	200	Yes
Data	Data will be either JSON or menu item	Varchar	480	Yes

