ROGERS

UX/UI | Case Study

Wireless Browse Purchasing Flow

Wireless

Introduction

Rogers Wireless Browse Purchase Flow is the entry point for new customers to purchase phone plans and lines for their day-to-day use. However, users are experiencing a time-consuming and intentionally complex journey because of the absence of the ability to seamlessly purchase more than one line or plan (multi-line) at a time. The current system has been a source of frustration for new users, thus hindering their experience.

Note: The final designs have been adjusted and research findings redacted to comply with my NDA. If you have any questions or concerns about this case study, please reach out to me at floraqxia@gmail.com.

Project Goals

Our project had several vital objectives, with a strong emphasis on creating a seamless user experience for onboarding one or more wireless phone lines and plans. Integrating this option within the purchasing journey. Additionally, we aimed to eliminate pricing confusion to prevent misinterpretations for customers. At the core, our goal was to stay in sync with users' mental models, ensuring a familiar and comfortable purchasing journey while minimizing task load.

Addressing Pain Points

I discovered two main pain points:

Repetitive Process: Users had to navigate through the purchasing flow repeatedly when buying multiple wireless phone plans, which created a repetitive and mentally taxing experience. This redundancy was not only time-consuming but also an annoyance. Our goal was to streamline this process for a smoother user journey.

Pricing Confusion: Pricing on the site were often unclear. Users often misinterpreted the pricing structure. Our project sought to address this confusion and provide transparent pricing to enhance the user experience.

Business Requirements and Technical Constraints

The purchasing flow has many other moving parts and affect many teams. This project needed to minimise disruption to other ongoing projects thus, extensive collaboration with other teams is needed to ensure minimal interference with other teams' work.

The architectural constraints, especially the development of multi-line onboarding, needed a high degree of collaboration between the architecture and development teams. I collaborated with back-end development teams to ensure that our designs seamlessly aligned with technical feasibility, especially because the back-end architecture lacked multi-line functionalities. Overall, emphasising collaboration, among teams involved in the flow, mitigates unintended complications.

Define Users

→ Users need to purchase multiple phone plans or lines in one sitting / in one go

→ Users are referred to as "New Activation Customers" (NACs)

Stakeholders Review

Determining stakeholder's KPIs were instrumental in uncovering the constraints imposed by the existing buy flow structure. This awareness guided us away from unnecessary design efforts and toward practical solutions. Given the ripple effect our proposed changes would have on various projects, we collaborated with multiple stakeholders who touches upon the purchasing flow.

Additionally, we had to account for additional features like device trade-ins and eSIM activation, making our research comprehensive.

Competitor Analysis

Unlike other telecom companies, we had to handle special features like shared and non-shared plans, as well as other unique functionalities. To explore this further, I studied what industry best practices are and what our competitors were currently doing. This helped us understand how things were typically done and identify any problems that still needed solutions.

TELUS

Bell

verizon

AT&T

Review Project Goals

Post-discovery, revisiting our project goals was crucial to outlining the key components requiring enhancement or a complete redesign. Given the project's constraints and key updates, I identified three primary areas for improvement:

→ Multi-line entry points

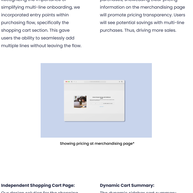
→ Shopping cart and cart summary

→ Informative pricing

We also pinpointed several minor adjustments that were necessary in the checkout flow and configuration process.

User Flows

To ensure a seamless integration with the existing purchasing flow, I charted out user flows, highlighting areas that required enhancement. With the challenge of the purchasing flow constantly changing, mapping out the user flows helped see the bigger picture and find out how the current user experience can be improved and see where design enhancements are needed.


Start
Plan Page
Add Line
Add Line Page
Add Line Page
Add Line Page