

Revamping Vodafone

A redesign of Vodafone's login & payment experience

With over 625 million mobile customers, the Vodafone group needs little introduction. The UK based telecommunications giant has a massive global reach and serves customers from all corners of the world. As a familiar household brand, a design change to any of their platforms wouldn't go unnoticed. So when tasked to design a new log-in journey for Vodafone, I was both nervous and thrilled by the challenge ahead of me.

All information in this case study is my own and does not necessarily reflect the views of Vodafone.

The Challenge

Vodafone had an existing app and a familiar log-in journey, but V for Vodafone products became available for non-Vodafone customers around the time of this brief and they needed to test a number of user-flow scenarios before they could go live. My challenge was to redesign Vodafone's log-in journey to enhance the user experience for non-Vodafone customers so that they could have a seamless app experience.

Some of the added challenges included creating a trustworthy and convenient way for users to submit payment methods to the app. For example, the app needed to have a Charge-to-Off-Bill (CTOB) payment option should the Charge-to-Bill (CTB) option fail. It then also needed additional CTOB options to be added to the app. My challenge was to fix all the little design glitches on the existing app to ultimately present a well-oiled product for Vodafone.

My Role

For this project, I was the senior app product designer. I worked with existing customers and stakeholders to design a new log-in journey for Vodafone. My two main focuses were to redesign the way customers create their Vodafone ID and the way they insert CTB and CTOB payment options.

On a technical scale, I was responsible for researching the problem; designing improved UX flows; creating wireframes; designing prototype screens; channeling stakeholder feedback; and finally, handing over a complete redesign to Vodafone.

The Research Phase

Since my challenge for Vodafone was twofold, I started my research from a broad angle to get more perspective before I zoomed in on the two relatively niche problems. My plan was to see where the Vodafone ID and the CTB/CTOB payment fitted into the larger scheme of the app and then focus on finding a design solution for each.

Vodafone ID

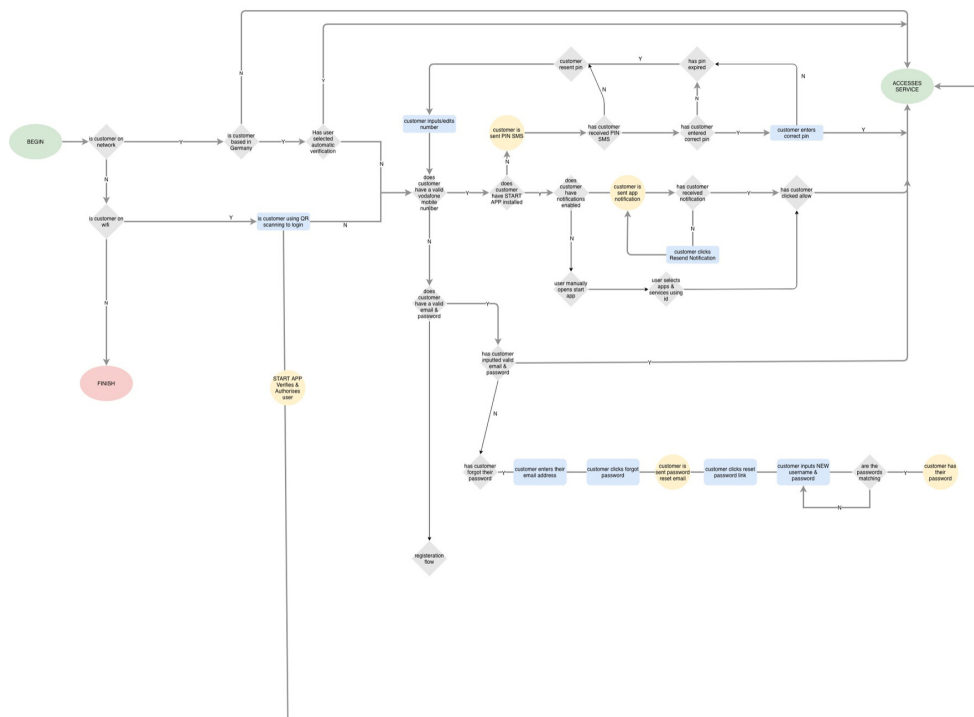
CTB/CTOB Payment

Vodafone ID Analysis

Since the V for Vodafone products only recently became available for non-Vodafone customers around the time of this brief, they needed to test a number of user-flow scenarios for new customers. The three non-Vodafone scenarios that needed to be tested were:

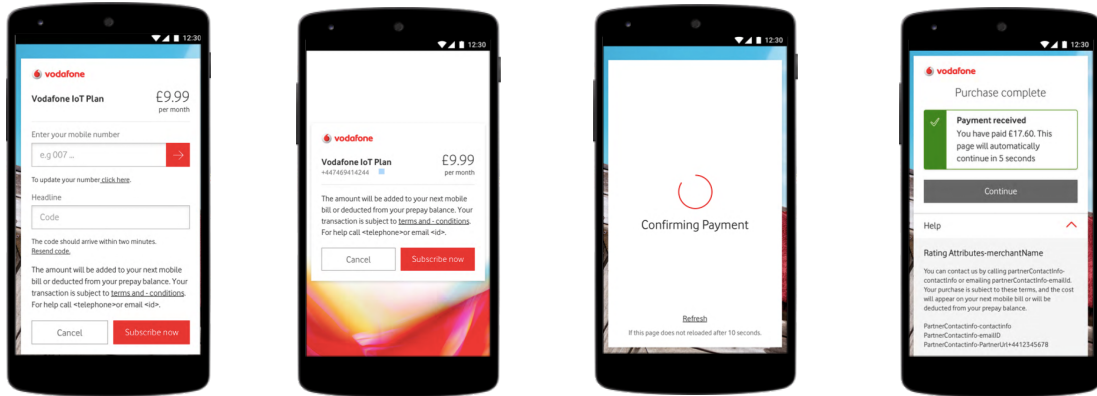
1. Registration of Non-Vodafone customer
2. Sign in as Non-Vodafone customer (as Non-Vodafone customer returning to website)
3. Forgotten password for Non-Vodafone customers

Login Journey



Defining the payment journey flow

A valuable asset in re-designing the payment flow was having the existing Vodafone app as a blueprint to work from. This allowed me to analyse the user interface and user experience of the existing app screens to see where we could improve it.



UI Review

From my UI review of the existing app, I gathered that the busy background images were distracting from the objective of each screen; the buttons needed to be adjusted to fit the wording inside them; there were inconsistencies with the font sizes and text alignments; the 'loader' screen was incorrect; and the 'error' screens were all yellow.

UX Review

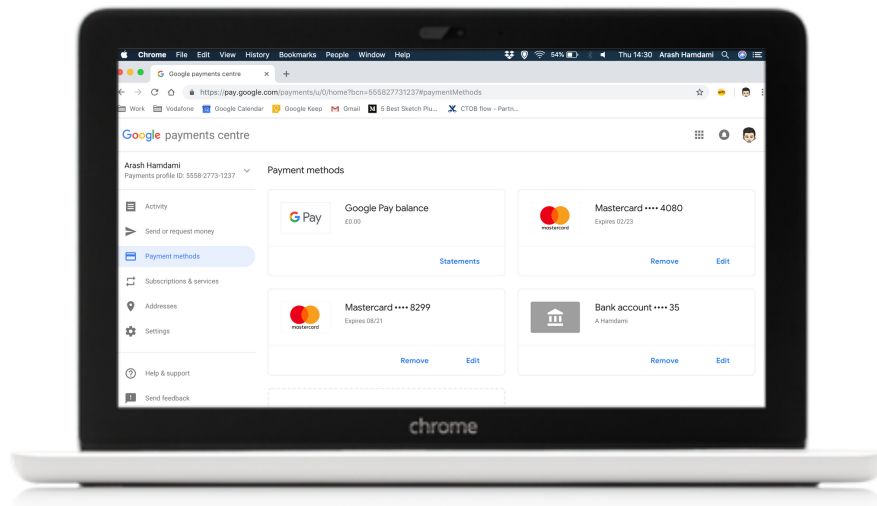
From my UX review of the existing app, I established that some information was omitted that users would normally look for when opening a new contract or buying a new phone. For example, as a user, I would have liked to have a little more information on the product I'm buying as well as if the price was inclusive of VAT. I would also have liked the ability to edit my mobile number should it be incorrect or should I have switched to another number.

Once referred to the payment page, I would have liked more reassurance as a user. For example, I only got one line of information stating what I am purchasing but I would have liked to see more information to add an extra level of trust to enable me to surely make the purchase. Here, I also referenced other subscription models like Sky's Box Office who happens to be very transparent in their billing phase.

Another thing I picked up was that there was no screen that verified that Vodafone has sent me a code via SMS to confirm my payment. My suggestion was that we could have a number field that has a pencil to edit and then a button that says 'request pin'. The pin sms could then be on the next screen, for example.

User Research

Before concluding my research, I also spent some time researching existing payment flow trends in the market. A few that stood out were Amazon's payment flow and Google Pay. Both these brands, like Vodafone, are well-established and have earned the trust of their customers over the years. However, people are still very hesitant to just put their credit card information on any site and what Amazon and Google were able to do was really walk their users through the journey leaving no space for unanswered questions.



That was what I was hoping to achieve with Vodafone's payment flow too. By prompting users at the right time and supplying them with enough information to justify their purchase, I was hoping to install a renewed level of trust in users through simple design changes.

Stakeholder Feedback

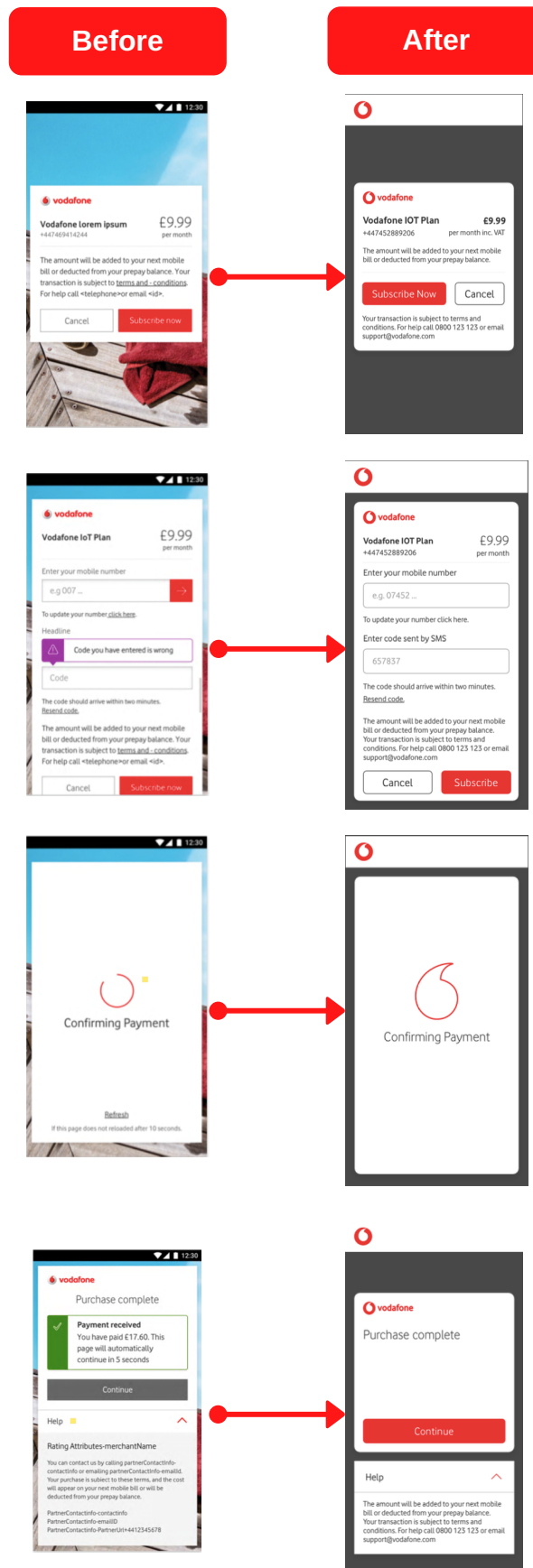
The stakeholders' concerns on the existing app gave me a clear direction as to where I needed to improve designs. Furthermore, their feedback on my UI review and UX analysis further confirmed where I could implement redesigns and where I couldn't according to Vodafone's guidelines.

The Process

From creating a seamless login journey for non-Vodafone customers to helping them navigate seamlessly through the payment phase, my work was cut out for this redesign. I started my redesigns by creating wireframes that also recommended new flows to each respective stage.

Wireframes for Vodafone Login

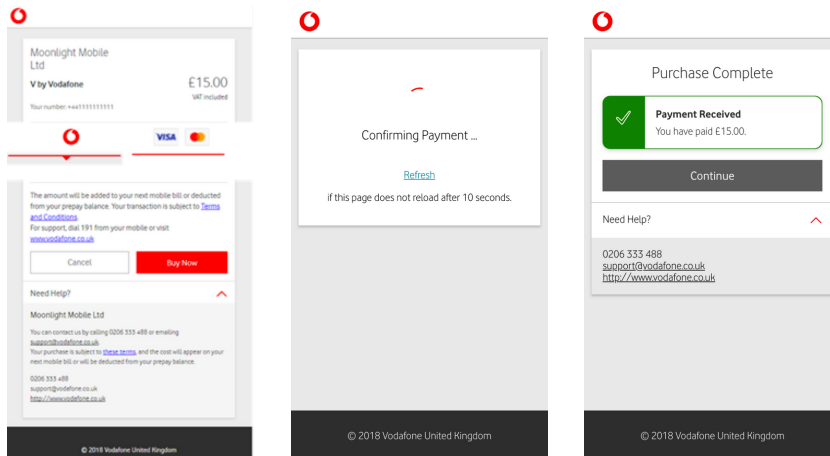
Using the existing app as a blueprint, I created wireframes of what I interpreted as a better flow for the user login. By comparing them parallel to one another like below, I was able to identify exactly what changes needed to be implemented without redesigning the entire screen.



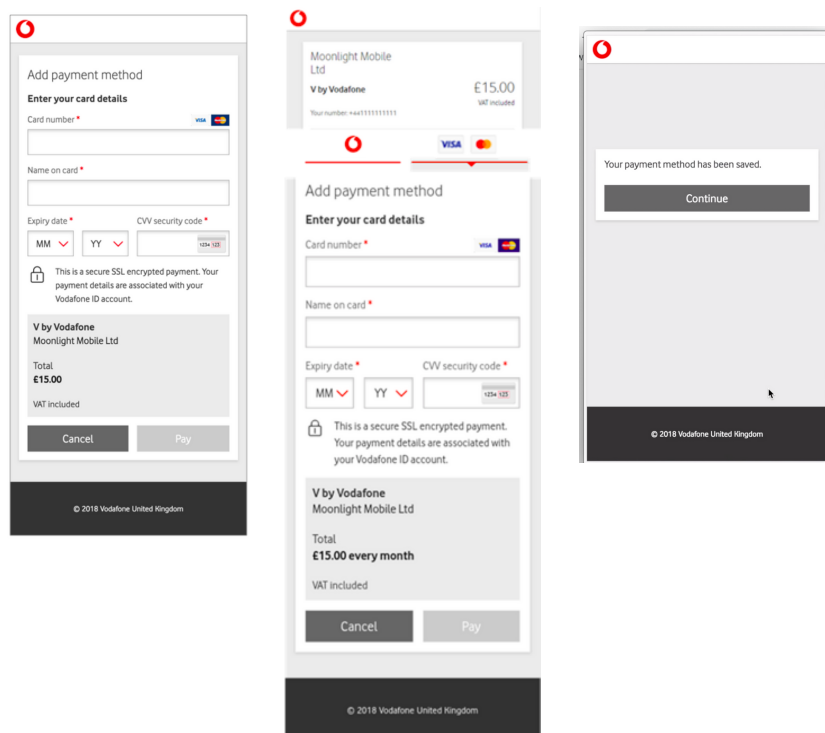
Wireframes for CTB/CTOB Payment Flows

The below wireframes are a brief summary of the user flow journey at the point of payment. They will have an option to add a payment to their bill or to pay with a credit card. Some secondary flows would branch out of these primary flows for example the ability to edit your cards details.

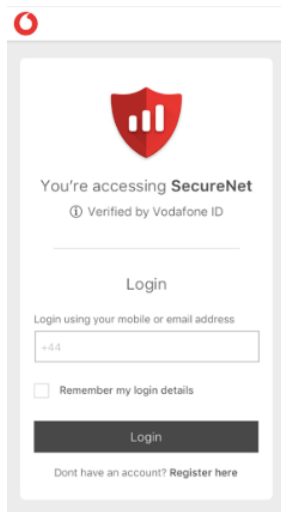
CTB Option




CTOB Option



Prototypes for Vodafone Login



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You're accessing **SecureNet**
① Verified by Vodafone ID

Login

Login using your mobile or email address

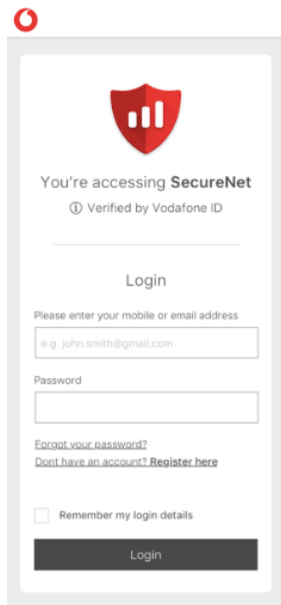
+44

Remember my login details


Login

Dont have an account? [Register here](#)

The Vodafone login journey would begin with a very simple login screen. Here, I made sure users felt they were in a safe and secure environment through both the icon and the wording. For existing customers, there is an option for the app to remember their details. For non-Vodafone customers, there is an option to register on this screen.



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You're accessing **SecureNet**
① Verified by Vodafone ID

Login

Please enter your mobile or email address

e.g. john.smith@gmail.com

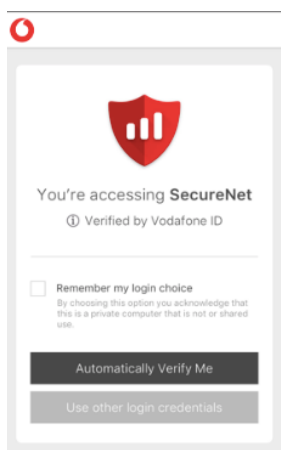
Password

[Forgot your password?](#)
[Dont have an account? Register here](#)


Remember my login details

Login

The next screen prompts users to enter their profile password. Once again, I emphasised the credibility of the site with the icon and wording at the top. Users also have the option to reset their password or register if they are a new customer.



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You're accessing **SecureNet**
① Verified by Vodafone ID

Remember my login choice
By choosing this option you acknowledge that this is a private computer that is not or shared use.

Automatically Verify Me

Use other login credentials

Customers from other countries like Germany would first have to verify whether their connection is secure and private before they can proceed to the other login screens.

The register screen follows the design scheme of the previous screens. Here, users simply have to go through a four step registration by entering their mobile number, email address, password and password confirmation.

From this screen they can also choose that the app remembers their details or login as an existing customer if they remembered they had a profile.

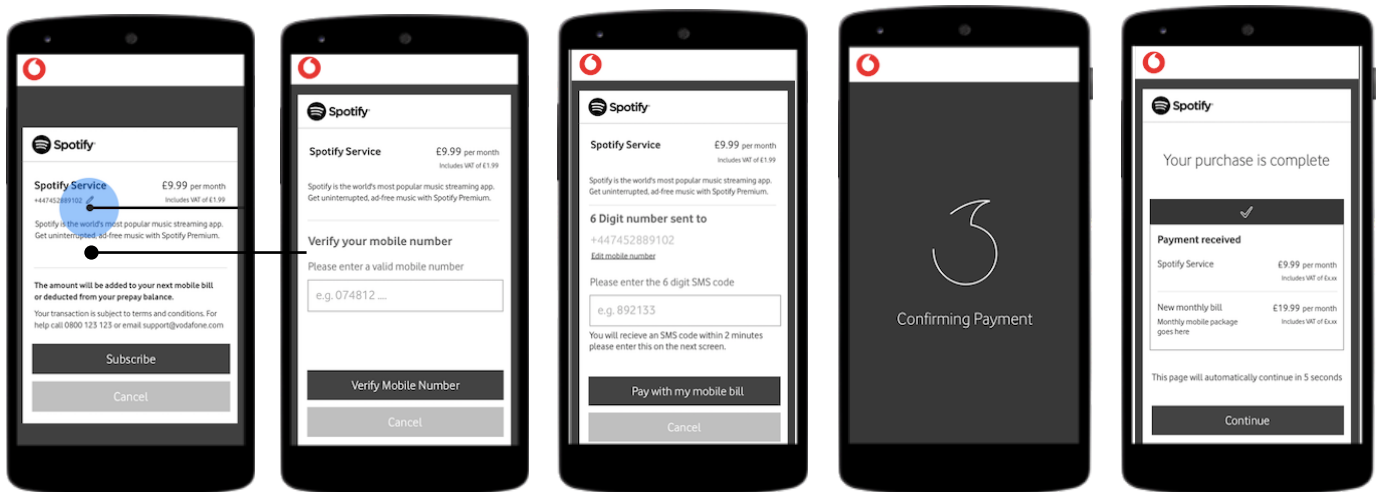
Lastly, a definition of the Vodafone ID is always just one click away and allows transparency so that users now that their registration is verified by a trustworthy source.

Prototypes for CTB & CTOB Payments

The outcome of the entire app journey is ultimately for customers to successfully place an order. Therefore the payment stage is vital in creating a seamless journey. On Vodafone's app, users need to have the option to either charge-to-bill (CTB) or charge-to-off-bill (CTOB) when they make a payment. The wireframe on the left illustrates that option.

CTB Payment

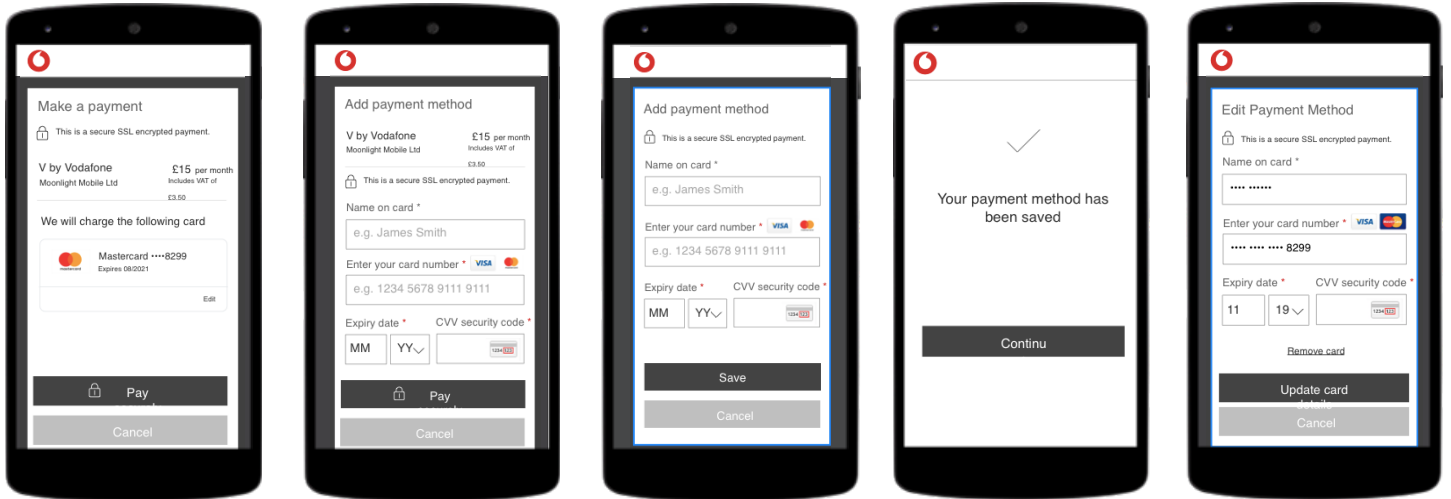
Should a user charge a purchase to their existing Vodafone bill, the process is fairly simple. Design changes to the CTB payment option only required a few tweaks on each screen but they made the world's difference.



1. On screen 1, I recommended that users be allowed to change their mobile number in case it was wrong; that the price indicates if its inclusive or exclusive of VAT; and that there's a lengthier description of the product.
2. This screen would be what users would get should they need to verify their mobile number. Here, they will be prompted to verify their number through a code that will be sent to their device.
3. Once users verify their mobile number, they will be directed to a page where they need to enter the code they received through SMS. I included a message for transparency to let users now the code can take up to 2 minutes to send to prevent them from resending multiple codes to their device.
4. The next screen is a type of loading screen. Naturally, users want to see that their actions have prompted some sort of reaction and this screen conveys that the transaction is in progress.
5. Last, but not least, a successful payment screen will appear that summarises a user's purchase for them so that they know exactly what they paid for.

CTOB Payment

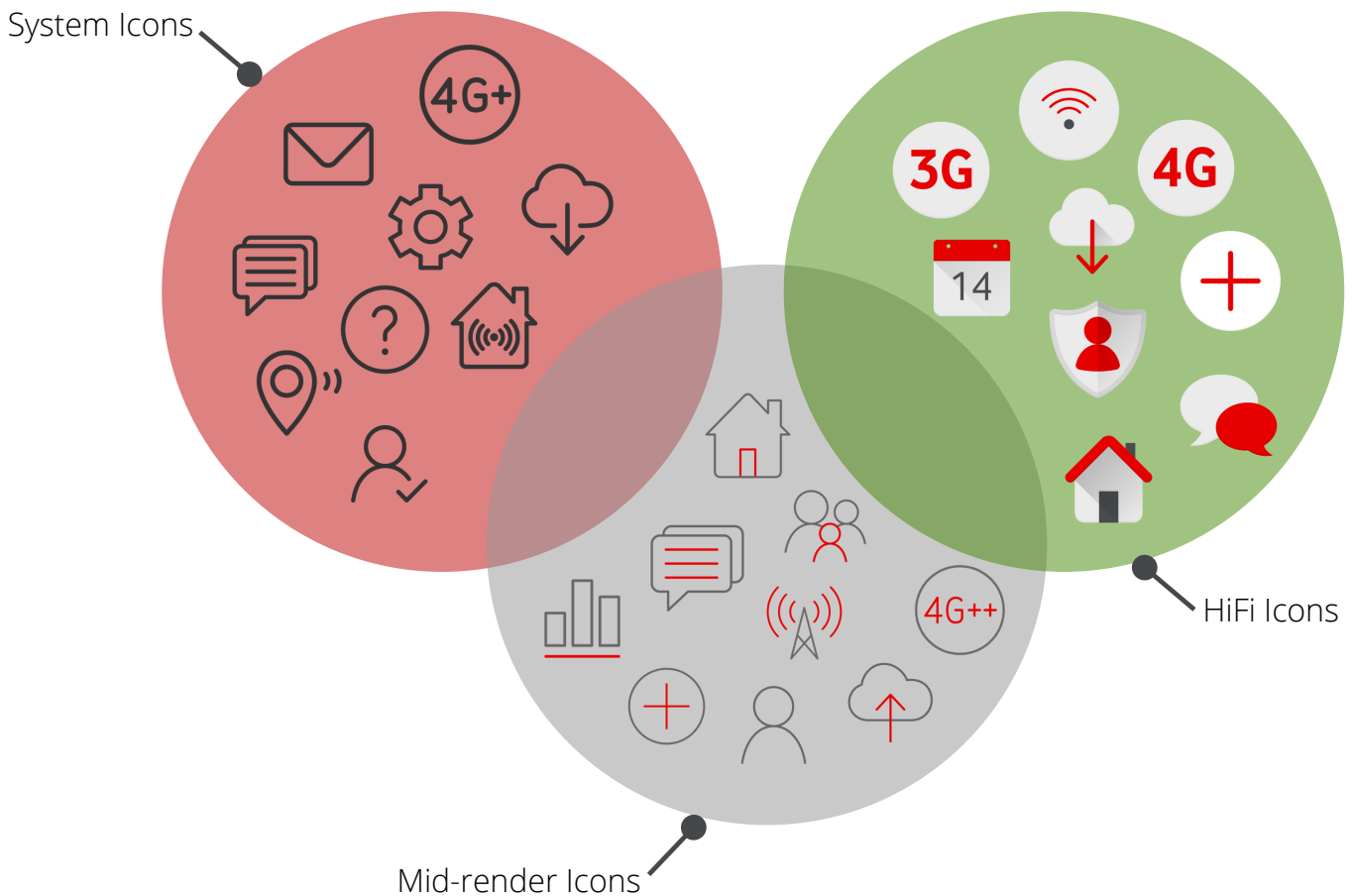
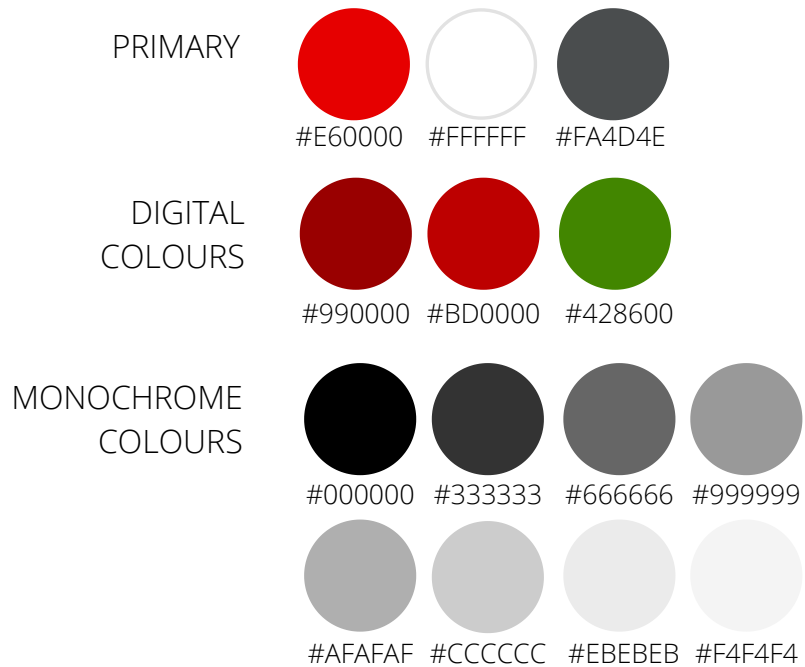
Contrary to the CTB payment flow, the CTOB flow was a bit more complex. Here, both the stakeholders and I had various changes that we wanted to implement. I discuss the changes to each respective screen in more detail below.



1. On screen 1, users are prompted to make a payment. To ensure they know what they are paying for, I've included a summary of the product including its price. Alongside seeing any saved payment methods, users also have the ability to edit their method of payment here.
2. To add a payment method, users will be navigated to screen 2. Both the stakeholders and I felt that the order of the information needed to change from the previous version i.e name first and then card details. Again I included the summary of the product and price to further cement the user's trust.
3. Screen 3 is very similar to screen 2, but here users first save their payment method before paying directly.
4. Screen 4 is a confirmation screen that a payment method has been added or saved successfully. This reassures users that their actions had a reaction.
5. Lastly, users should have the ability to edit their CTOB payment option at any time and therefore this screen gives them that opportunity.

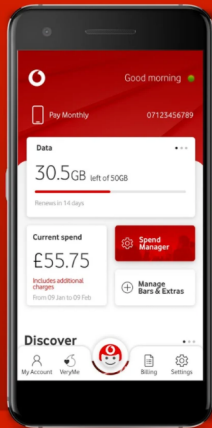
Icons & Colour-scheme

Fortunately, since Vodafone is a well-established brand, I was able to draw inspiration from their existing assets for icons and a colour-scheme. This helped me to melt my new re-design into their existing app without rocking the boat too much.

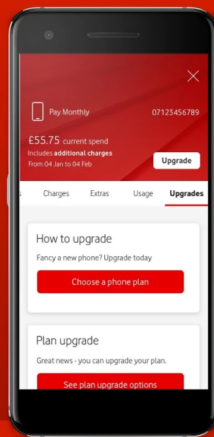


Unveiling the Final Product

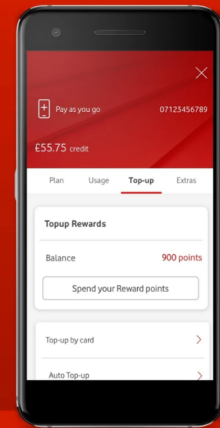
Your account in
your hands, 24/7



Upgrade straight
from the app



Store a payment
card for instant
TopUps



At the start of this brief, my challenge was to redesign Vodafone's log-in journey to enhance the user experience for non-Vodafone customers so that they could have a seamless app experience. An added challenge was to create a trustworthy and convenient way for users to place an order on the app. This required me to relook the design of both the charge-to-bill and charge-to-off bill payment flows.

Through careful consideration of Vodafone's prominent branding, I was able to use the existing app as a foundation to leverage my new designs. Without reinventing the wheel, I relied on their existing colour-pallet and icon range to outline the new designs.

I aimed to reinforce trust and credibility on the payment flow by making sure information about the purchase was transparent. I also gave user's ownership of their app experience by adding the ability to edit information.

In the end, the final re-design was well received for it's simplicity, trustworthiness and clarity. Being responsible for making changes to a well-established household brand was daunting, but I believe that through subtle changes I was able to improve both the UI and UX design.