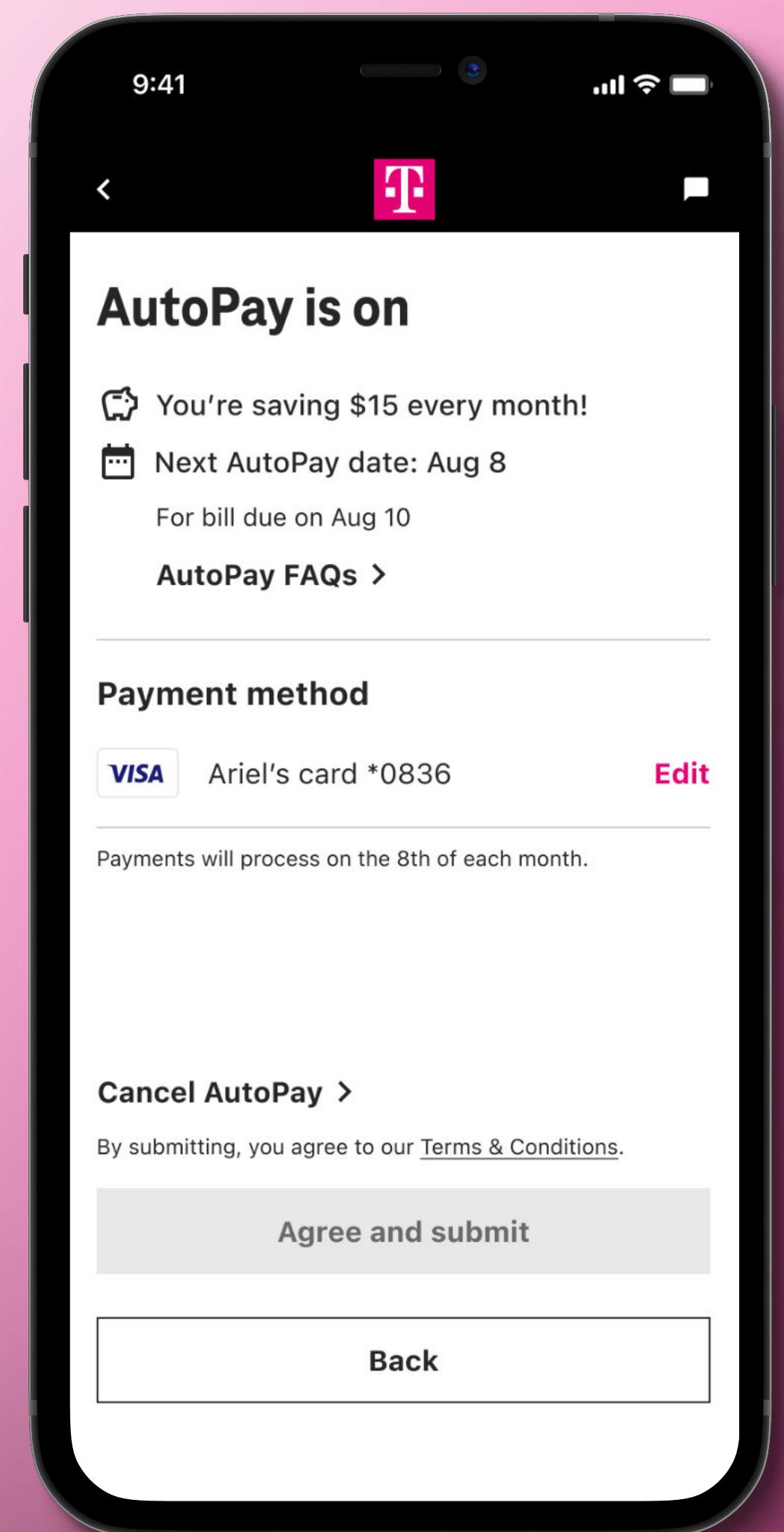




Case Study Sample:
Please reach out for the
full case study.



Presented by Arjun Tyagi



*In production screens

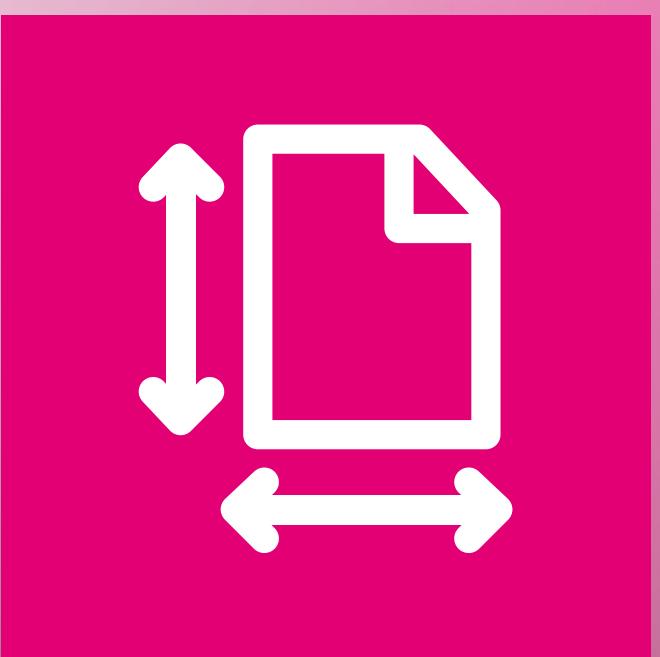
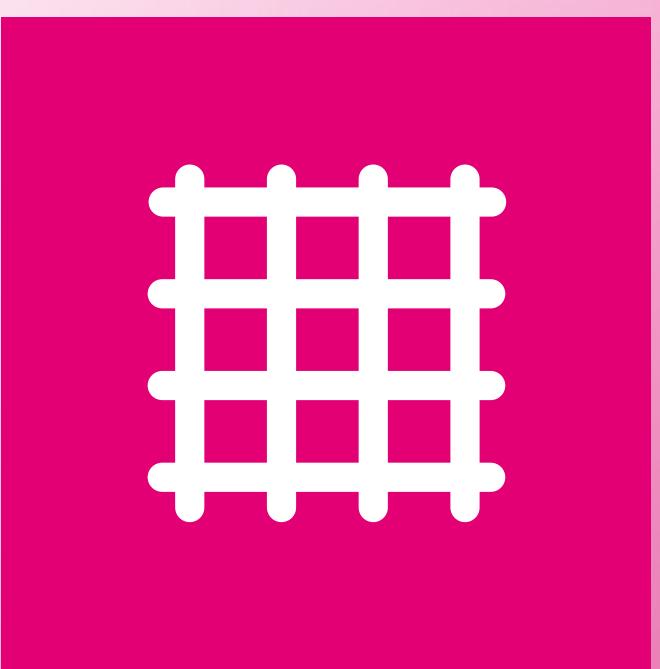
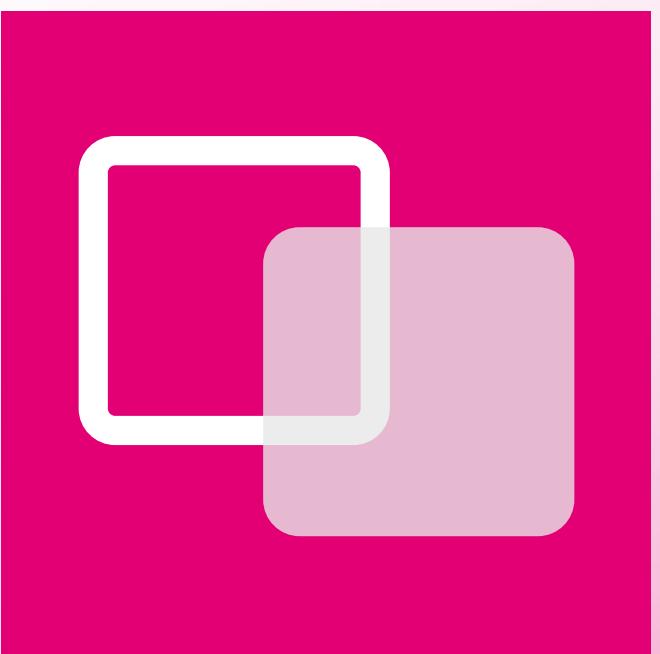
Introduction

Background:

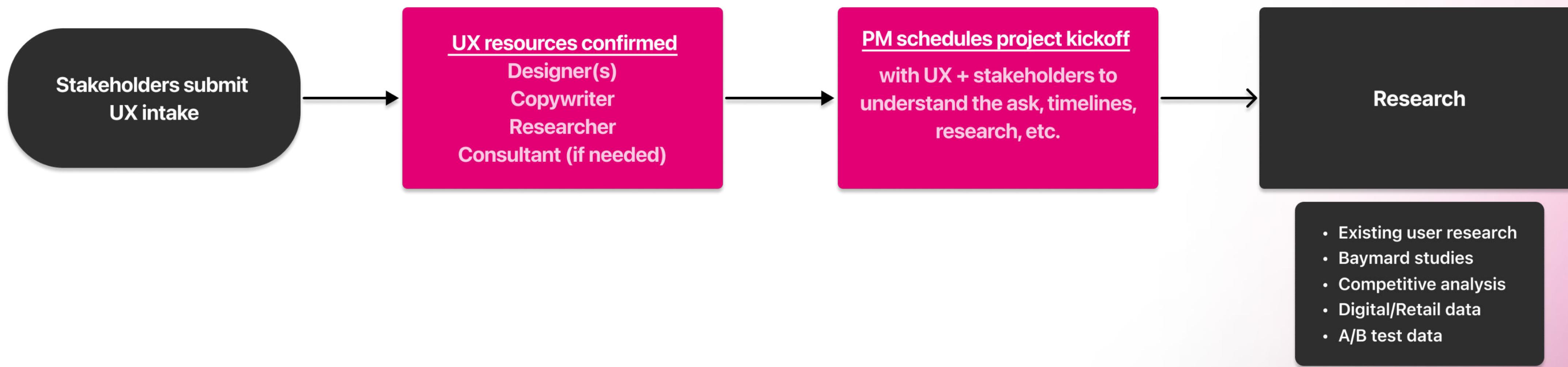
- 10 months on the (PDI) Product Design & Innovation team.
- Wayfinding journey
- Payments journey

Projects I have worked on:

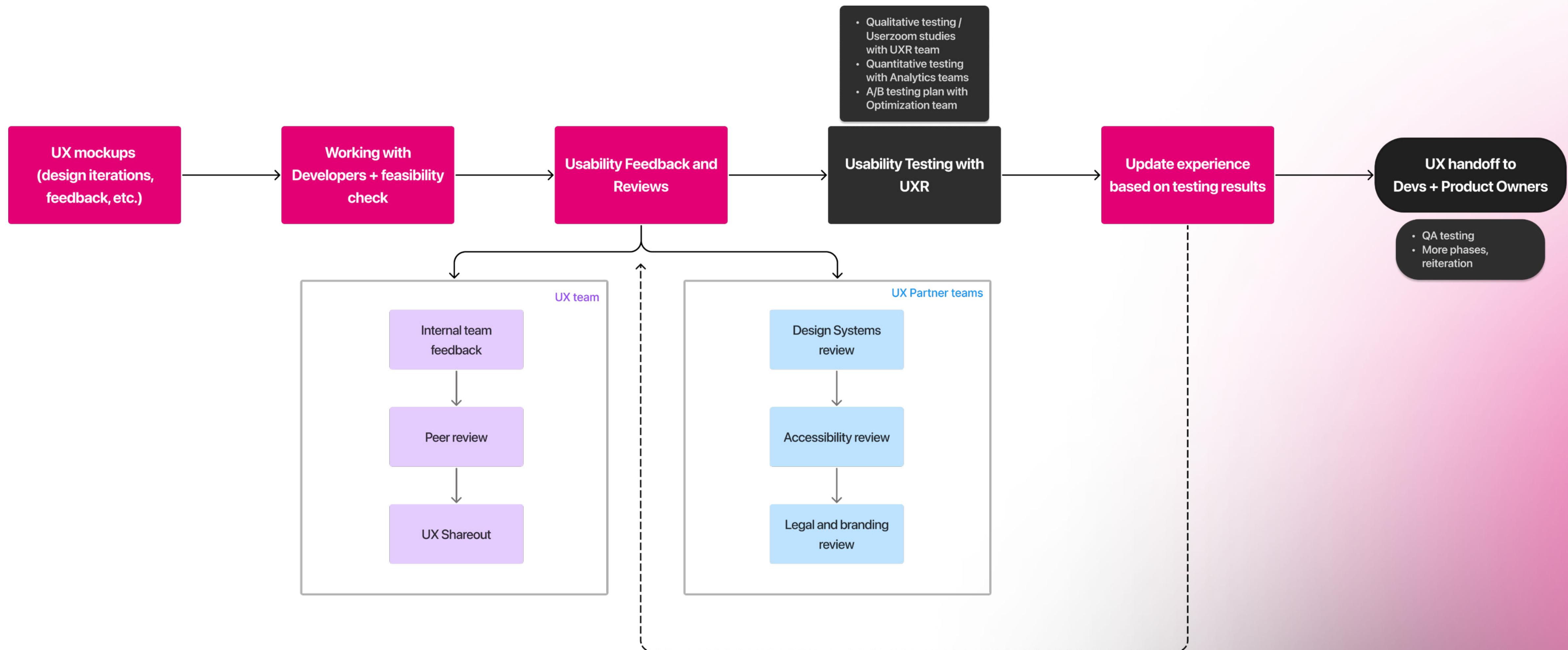
- Native redesign of payments features
- Payment method and arrangement settings
- AutoPay discounts
- Profile & line management experience
- Outage scenarios
- SIM fraud protection & Caller ID settings



Project Kickoff

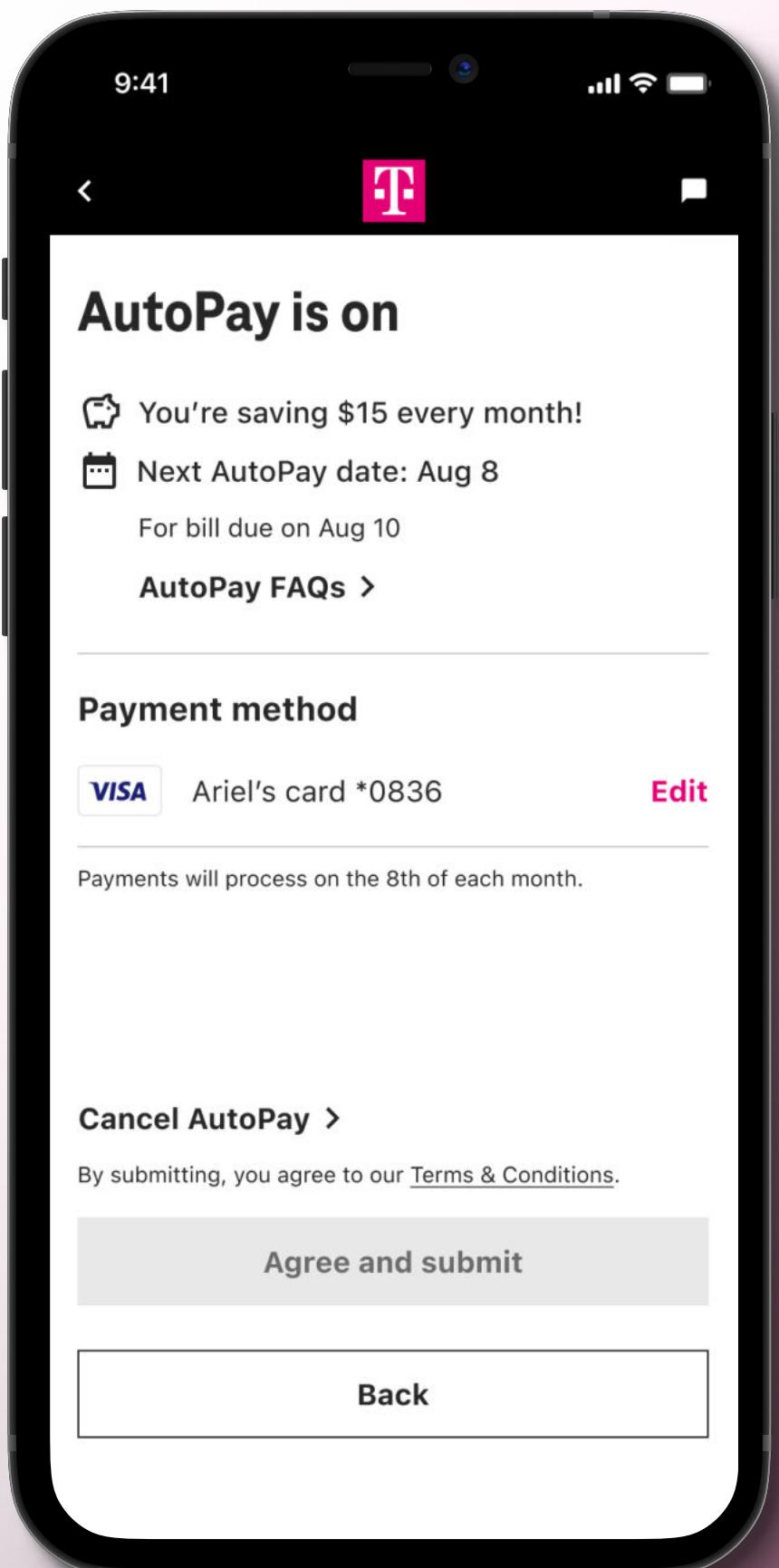


Design Cycle



Project: AutoPay

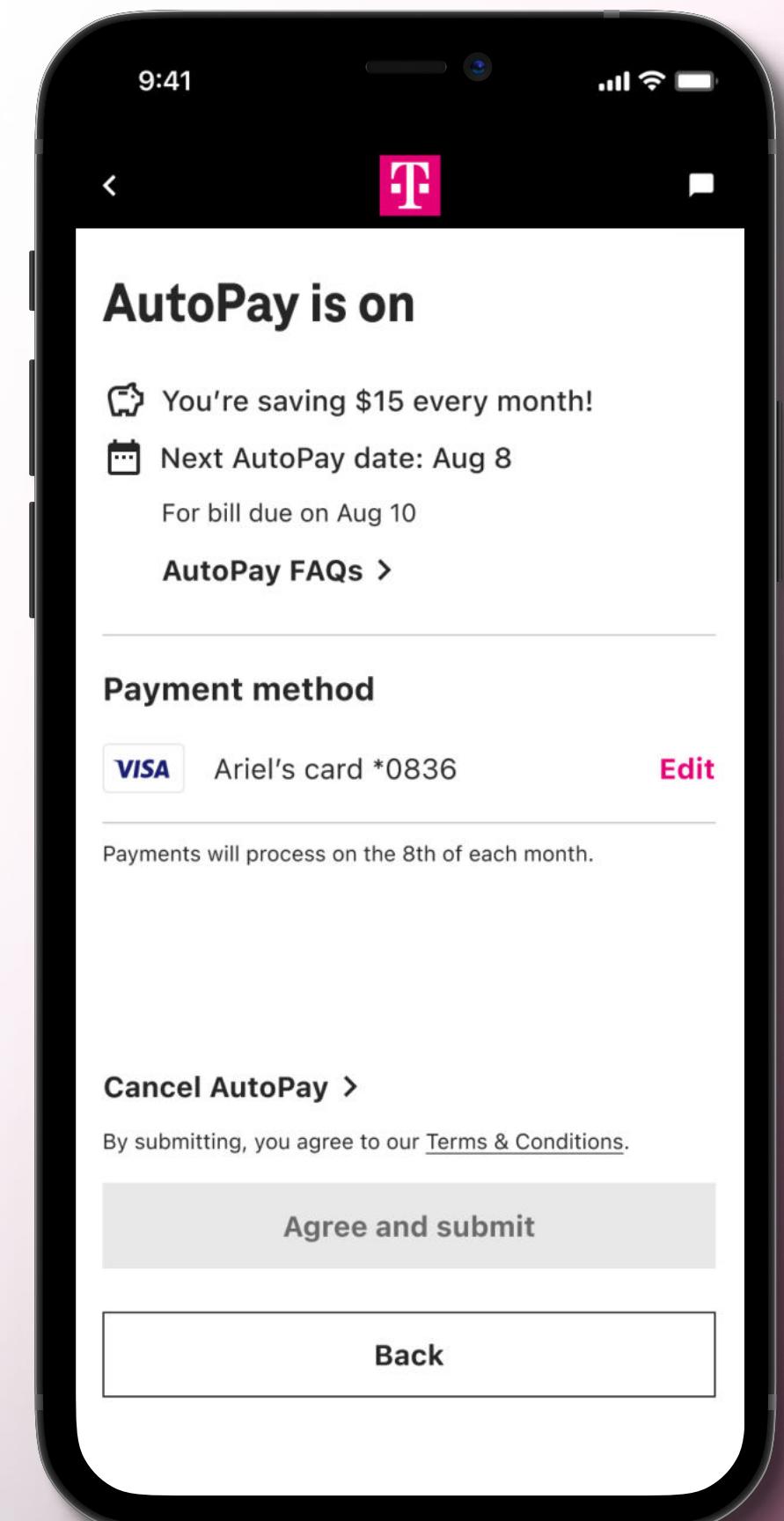
High level summary: Refine the AutoPay experience



*In production screens

Project: AutoPay

Design Challenges: Clear, positive, and actionable messaging is critical.



*In production screens

Preliminary Research

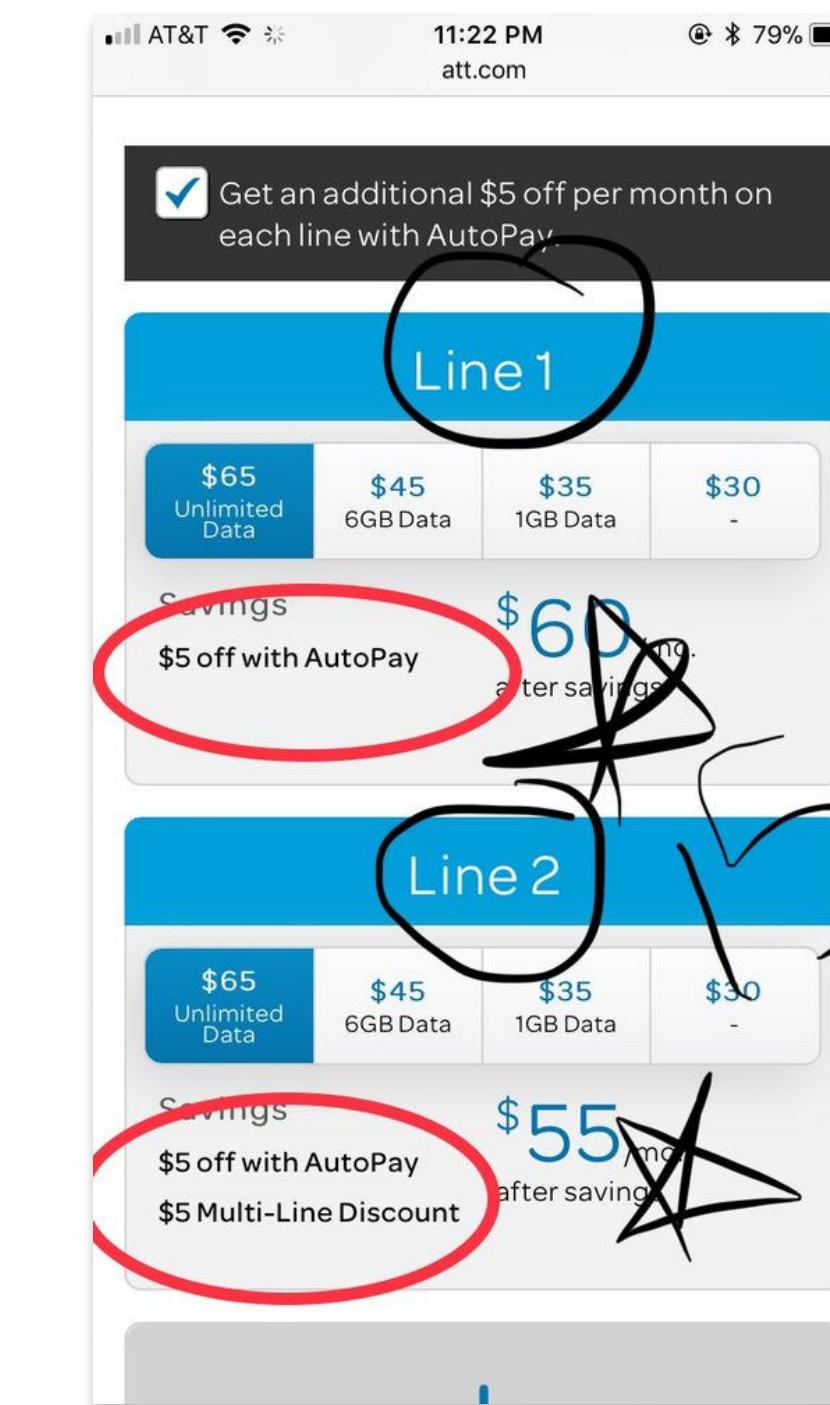


How to qualify for a discount?

You'll be eligible to save \$20/month if you are enrolled in both Auto Pay and paper-free billing with an active account. You must use a debit card or checking account as your payment method to receive the discount. Credit cards are not eligible.

Discount Details

WF Propel **** [REDACTED]
Not eligible for discount



Target Sponsored ⓘ

Get \$5 cashback when you spend \$30 or more

Eligible card Visa Debit 3456 Using debit? Pay with signature, not PIN to get rewards

Add a way to pay, get a \$5 reward Offer ends 6/30/22. Reward expires 8/31/22. [Terms apply.](#)

Link card or bank Send

User Flows



Design Iterations: Overview

Exploration 1

Light messaging

Exploration 2

Medium messaging

Exploration 3

Heavy messaging

Exploration 1: Light messaging



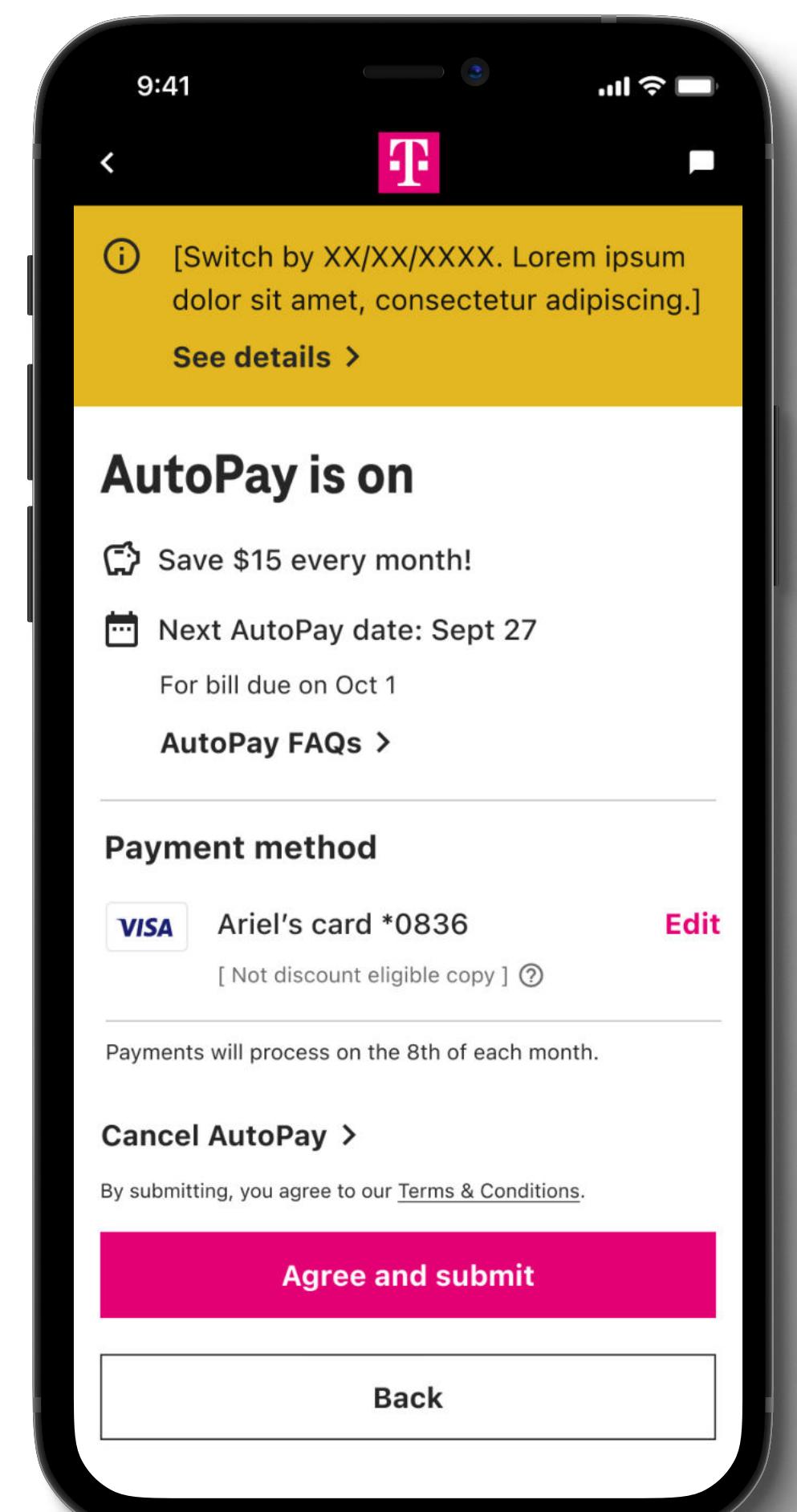
Exploration 2: Medium messaging

Landing Page:

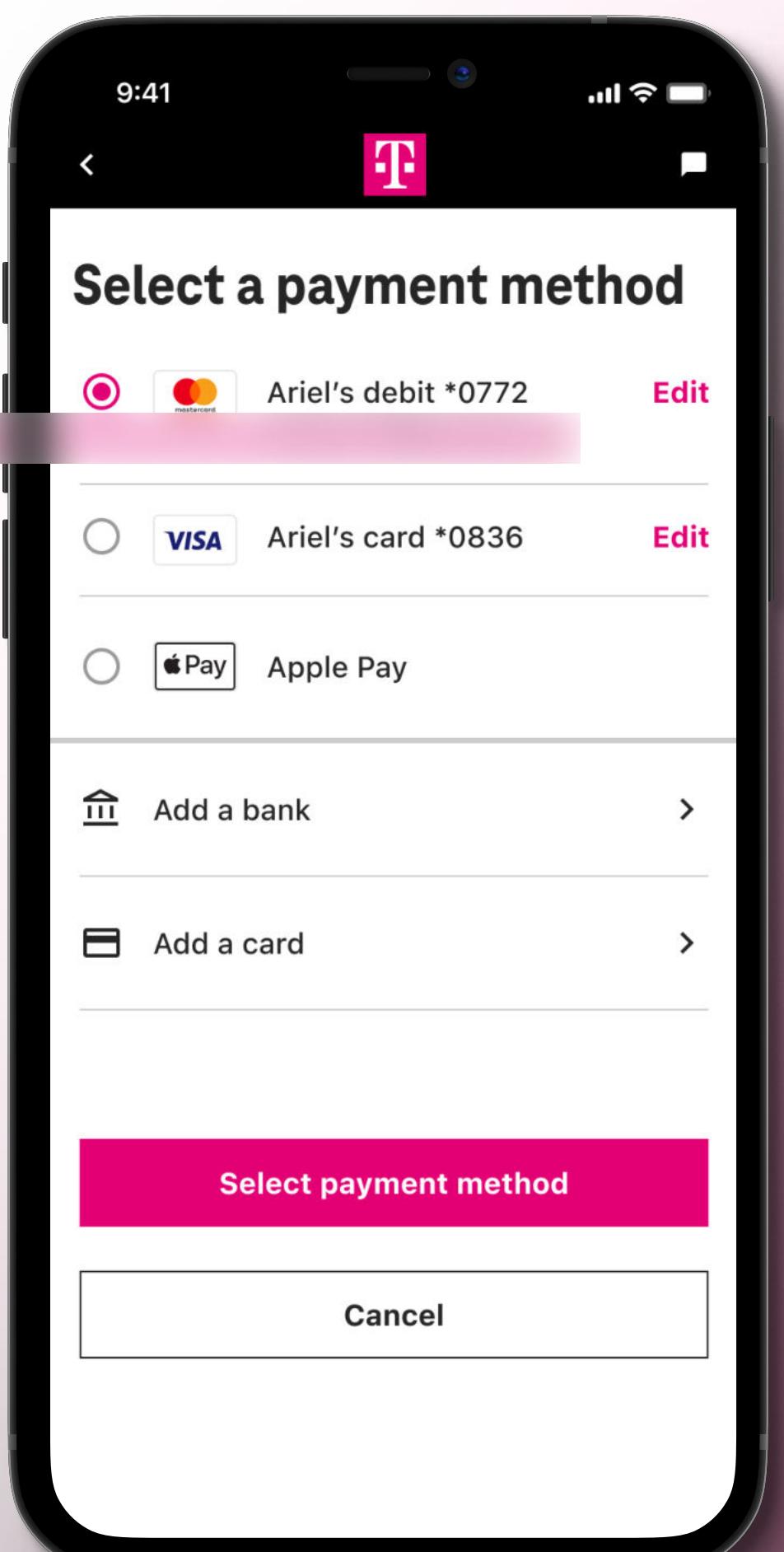
1. Warning banner + modal link

Select payment method:

2. Discount eligibility messaging under card on select



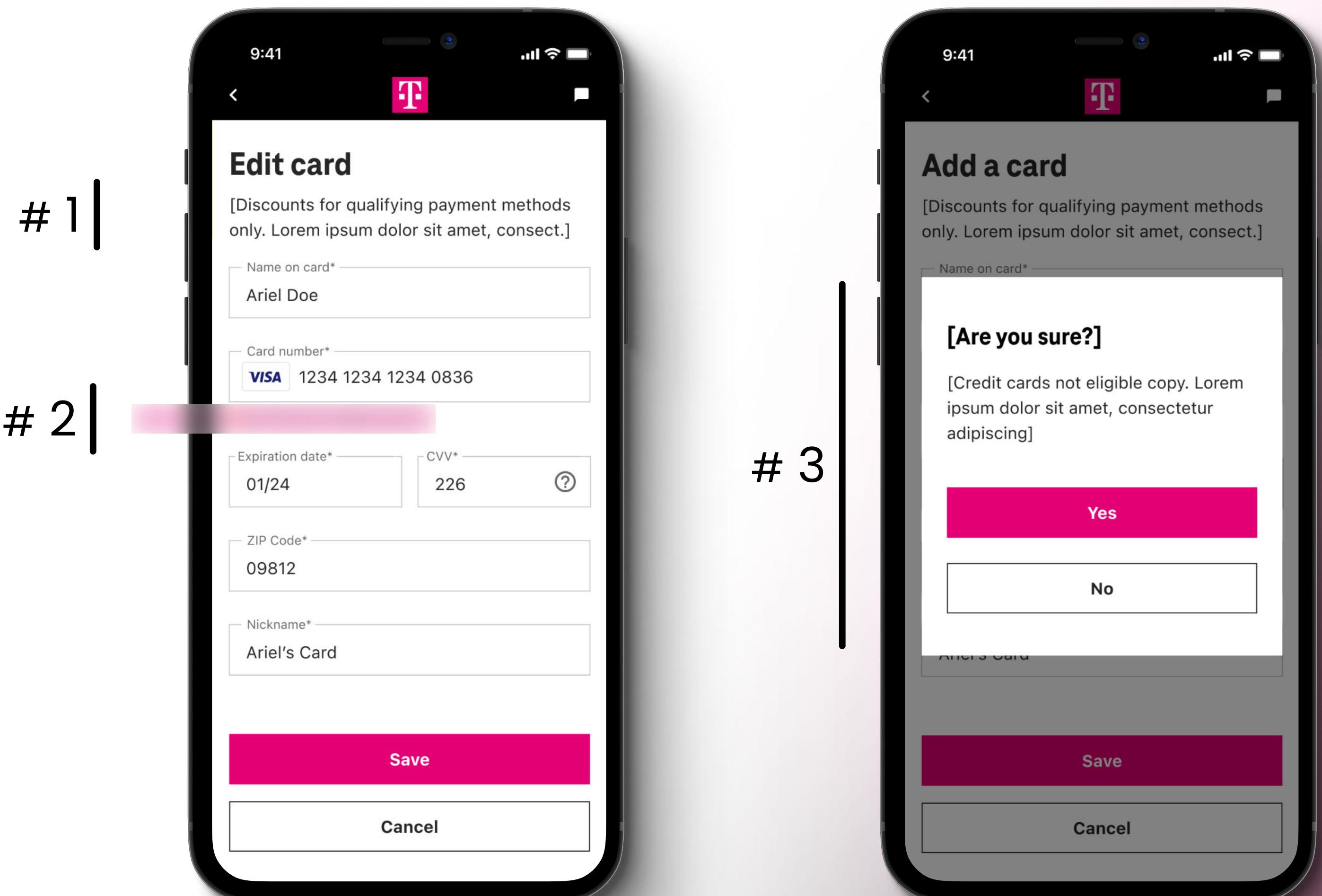
2 |



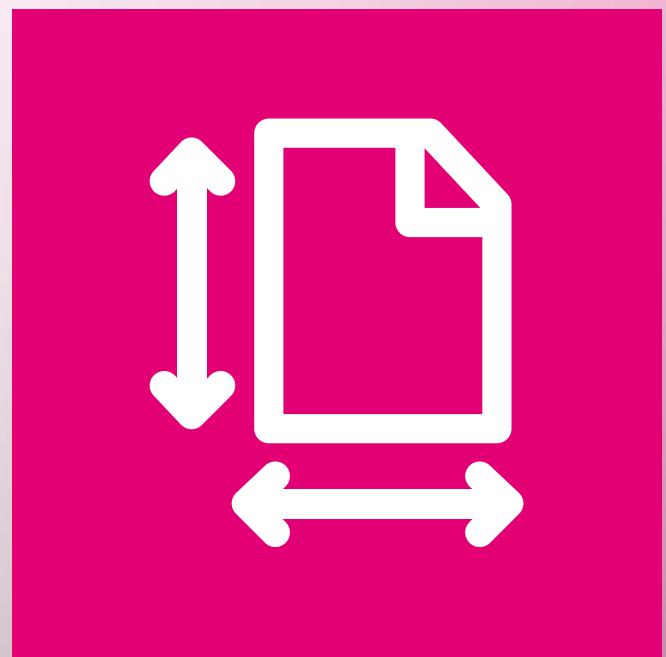
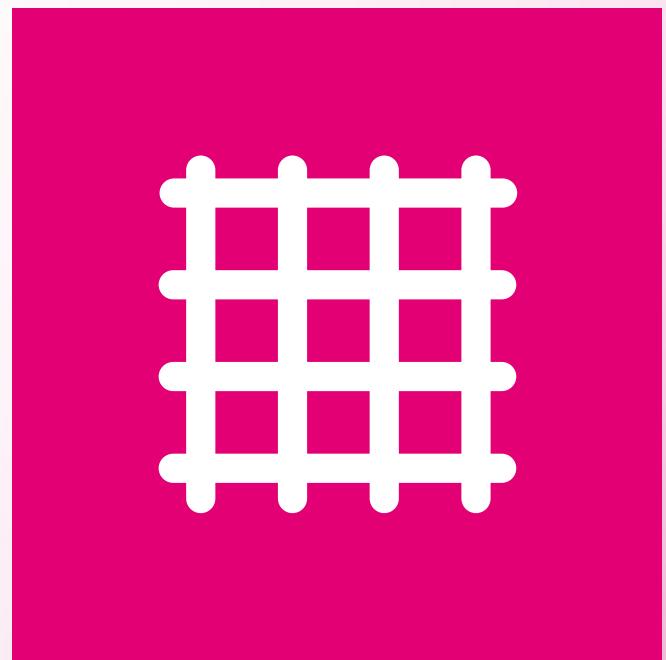
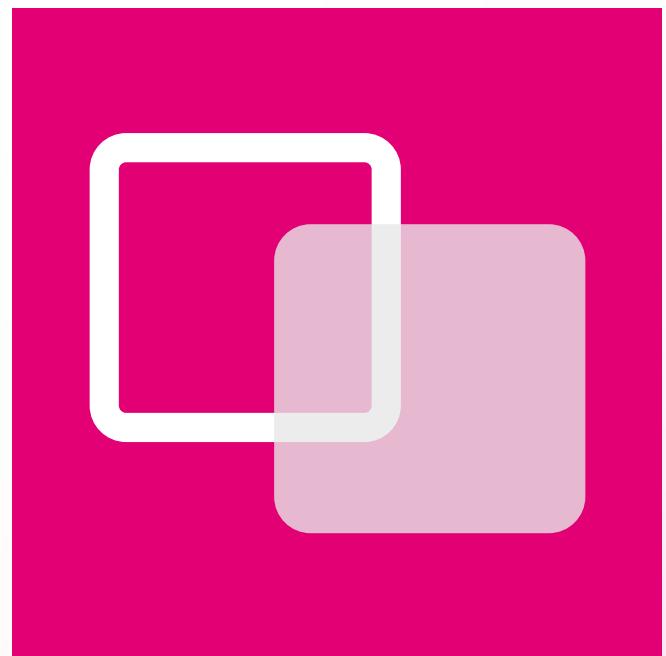
Exploration 3: Heavy messaging

Add/edit a card:

1. Discount eligibility copy
2. Inline msg on credit entry
3. Confirmation dialogs



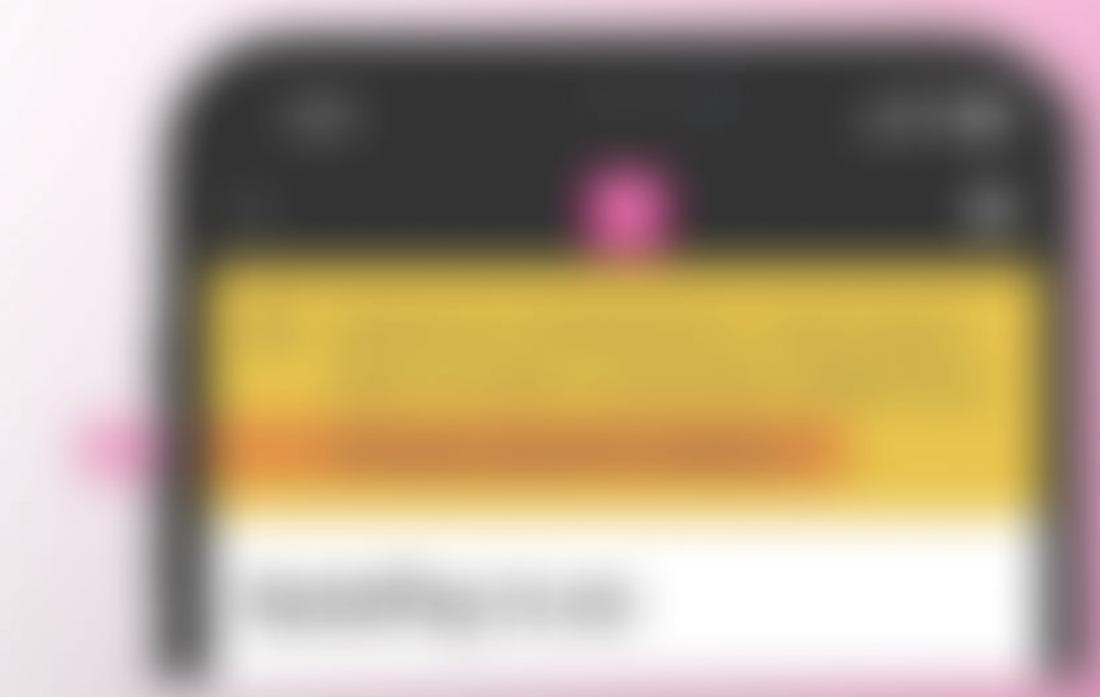
Research / Usability Testing



Research Findings & Refinements

Blurred background text:

- The study found that...
- Participants reported significant improvements in...
- The intervention group showed higher levels of...
- There were no significant differences between...
- The results suggest a potential...
- Future research could explore...



Thank you!

Please reach out for the full
version of the case study.