

Adeyinka Ajibose Portfolio

Verizon Express

Verizon Express is a pilot program aimed at expediting service by implementing a self-serve kiosk-based point of sale system. Upgrading your phone, switching to Verizon, and purchasing accessories can all be done considerably faster than with traditional full-service Verizon Wireless stores using this clever digital touch point.

The problem

Though generally faster than traditional retail stores, the kiosks are not without their flaws. The most obvious observed issue was the lack of communication within the user flows and the failure to set proper exceptions as a result.

The kiosks are only able to serve personal post-pay accounts. Those with prepaid, business, or government accounts are simply given an "Oops, something went wrong" message with no further explanation.

This issue is particularly problematic when a non-authorized user attempts to upgrade their phone. No information is provided and the system simply prohibits the user from making a purchase. Verizon Express consultants often times have to rely on intuition and call the account holder with the person attempting to make a purchase, and walk them through the unintuitive process within the My Verizon mobile app to authorize them.

As you can imagine, this results in extremely frustrated customers.



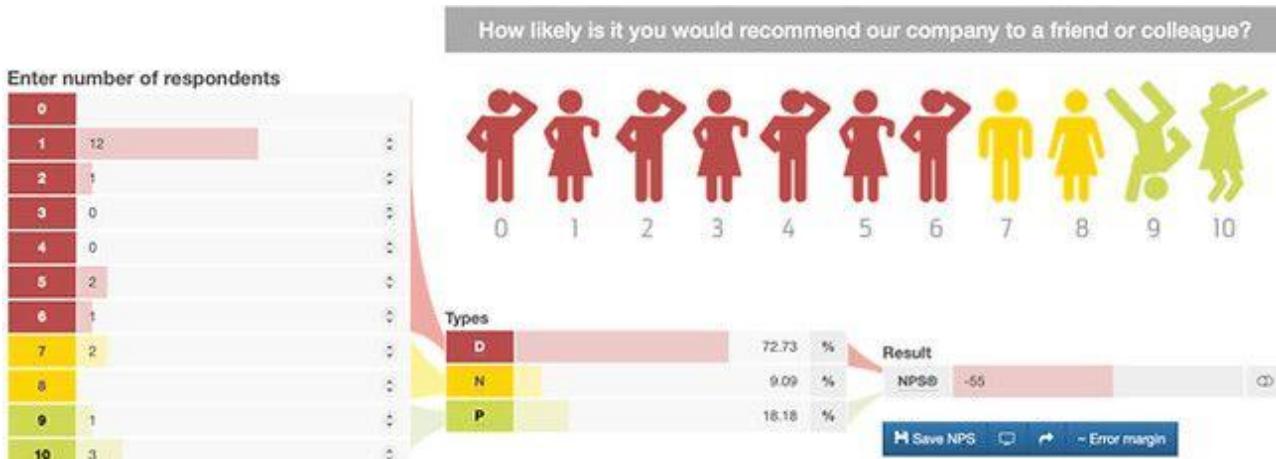
Kiosks.jpg

My Role

To improve our customers' interactions with Verizon Express using my skills as a user experience designer.

With observational data, I was able to identify a clear issue, but I needed more data and user research to paint a clearer picture and to make a compelling case for improvements.

Throughout the span of a month, I analyzed and documented details of each visit. I spent time interviewing customers, recording their wants, understanding their needs, and listening to their expectations when visiting Verizon Express. In addition I generated CSAT and NPS scores from the data collected.



NPS & CSAT.002.jpeg

Client #	Date	Gender	Age Range	Device Type	W2 App	Reason For Visit	Satisfaction Rating	Notes and Recommendations
1	9/20	m	40-65	Android	yes	Wanted to preorder phone 13	1	Client had a prepaid account. Was not interested in post paid account. We cannot serve prepaid accounts.
2	9/20	f	30-35	ice	no	Picked up to preorder phone 13. Not authorized user	2	Client had some questions regarding the differences between the iPhone 12 models and how the sizing will relate to phone 13. When client tried to place order on kiosk, it was determined he was not an authorized user. Had questions about mini.
3	9/20	m	30-35	ice	yes	Wanted to return a phone/Order a new phone	1	Kiosk would not accept ID as an acceptable form of verification. Kiosk needed My Verizon pass. My verizon pass on application was not found on client's phone.
4	9/20	m	40-45	ice	yes	Wanted to return a phone/Order a new phone	1	No case available for phone 8
5	9/20	m	50-65	ice	no	Wanted phone 8 plus cases	5	Brought case
6	9/20	f	50-65	ice	no	Wanted phone se case	1	Client tried to verify identity by showing us ID but it claimed it had reached the final number of attempts. Client was visibly frustrated at the system not being able to process without having to use verizon app.
7	9/21	m	35-40	Android	yes	Wanted to upgrade phone	6	Client was able to pick up phone. Not a remarkable transaction but customer was overall satisfied.
8	9/21	f	20-25	ice	no	Order pick up	4	Client was with client before - didn't know what version pass in app.
9	9/21	m	35-40	ice	yes	Wants to upgrade	4	Client was with client before - didn't know what version pass in app.
10	9/21	m	35-40	ice	no	Wants to upgrade	5	Client was with client before - didn't know what they are looking for.
11	9/21	m	25-30	ice	no	Phone purchase	6	Client found out what they are looking for.
12	9/21	m	25-30	ice	no	Came in to ask about price	10	Asked a few questions then left. Not a remarkable interaction.
13	9/22	m	30-35	ice	no	Came in to preorder an phone 13. Not authorized user	3	Client experienced issues on the kiosk due to the fact he was not an authorized user. Client was able to contact account manager and have them make him an AUS. Preorder was completed through the My Verizon app.
14	9/22	f	40-45	ice	yes	Came in to trade in phone	5	Client found the my version pass within her phone app fairly easily. Flew through the kiosk process with some assistance. Customer left satisfied.
15	9/23	f	30-35	ice	yes	Wanted to be able to physically trade in her phone	1	Client preferred to physically trade in her phone at a location rather than sending it in. Client opted for the full service store.
16	9/23	m	25-30	ice	no	Activate new line	1	Client was not able to activate new line in kiosk. Kiosk presented error (oops, something went wrong). Multiple kiosks were utilized and tablet was not working either. Client's had to go to Broadway.
17	9/23	m	30-35	ice	no	Needed info on insurance/broke his phone	10	We provided the Asurion phone number so client could get in touch with insurance claims. Not a remarkable interaction.
18	9/24	m	25-30	Android	no	Needed help inserting sim to phone	5	Client was satisfied we were able to help them install sim card into phone.
19	9/24	f	20-25	ice	no	Needed help unlocking phone. Wanted to suspend service	4	Customer was told she needed to call 811. She was grateful for the information.
20	9/27	m	60-65	Android	yes	Purchased sim card	1	Wanted us to install sim card and help him set up his my verizon account. Client was informed by teleuses that we could help him set up his nutrapple music/disney plus. Client left dissatisfied.
21	9/27	m	60-65	Android	no	Wanted to purchase sim card	1	Could not purchase sim card at store.
22	9/27	f	25-30	ice	yes	Wanted to purchase new phone	1	Customer wanted to purchase new phone but she had a business account. Client tried to place order online through the my verizon app but our inventory does not show up as available due to fact that we don't sell phones to business accounts.
23	9/27	m	45-50	ice	no	Wanted to upgrade but was not an authorized user	1	Customer wanted to upgrade because he was not an authorized user. Account manager could not figure out how to make client authorized user and was unwilling to do so. Transaction not complete.
24	9/27	m	45-50	ice	no	Wanted to upgrade his phone on existing plan	1	Client had to full service store. Client was not interested in doing that. Client opted for the full service store.
25	9/27	m	40-45	ice	yes	Wanted to upgrade his phone to iPhone 12 pro	1	Client was not interested in doing that. Client opted for the full service store.
26	9/28	f	40-45	ice	no	Needed sim card	1	Client did not purchase sim card here. Client directed to full service store.
27	9/28	m	40-45	Android	no	Needed to pay bill	1	Client initially didn't remember his phone number. He figured out his phone number by looking at his my verizon app. Client was able to successfully complete transaction.
28	9/28	m	30-35	ice	no	wanted to switch to verizon	1	Client was told his application needed further information and that he would be emailed. Email did not provide way to proceed even though it clearly states that it does. Core was not about to proceed with this.
29	9/28	f	20-25	ice	no	Wanted to pick up her phone but was not an authorized user	3	Customer needed to contact her parents and wait them through making her an authorized user so that she could pick up her new phone.
30	9/28	m	25-30	Android	no	wanted to switch to verizon	2	Client thought he was going to get a specific plan, but the access plan was not clearly demonstrated on website. Client left dissatisfied.
31	9/28	m	60-65	ice	no	Had questions about pad mini	1	Client wanted to know very specific technical information. No information is listed on any of the devices. Client was asked instead no information was displayed about pads, and that we didn't know specific details.
32	9/28	m	60-65	Android	no	Needed a charger	2	Client wanted a USB Type C cable without the power brick. Found the item to be way too expensive.
33	9/28	m	35-40	Android	yes	Wanted to upgrade to 42"	3	Client came in with partner. They were not satisfied with their initial experience due to the fact they had to go to multiple stores to find their desired phones (2 x 214). They were told by customer service we have multiple locations.
34	9/28	f	50-55	ice	no	Wanted to activate phone - was business account	4	Wanted 5g sim for her phone as she only has the old 4g sim. We were able to help her get phone service and internet but not 5g. Client will have to call for 5g.
35	9/28	f	70-75	ice	no	Troubleshooting	5	Wanted to take her camera off of timer mode. We successfully helped her out.
36	9/28	m	45-50	ice	yes	Wanted to upgrade and add a line	2	Customer service told him we could help him set up his phone and set up a dual line for his phone. This is not the case and customer gave info.
37	9/28	f	30-35	Android	no	Wanted to upgrade but was not an authorized user	2	Customer wanted to upgrade but she was not account manager. QR code would not work. Had to call account manager and walked him through making her an authorized user. Client was able to upgrade.
38	9/28	m	35-40	Android	yes	Wanted to upgrade	3	Client had to full service store. Client was not interested in doing that. Client opted for the full service store.
39	10/6	m	30-35	ice	no	Pick up phone and accessory	5	Client was not interested in doing that. Client opted for the full service store.
40	10/6	m	65-70	ice	no	Trade in	1	Wanted to drop off trade in here but was informed he needed to send it in.
							1	Wanted to drop off trade in here because CS told him he could. He informed client that he needed to visit an authorized full service store or call 811 for shopping label. Client was not pleased.

Screenshot.png

User Flow Analysis Results - Kiosk

Based on a month-long usability data gathering, user interviews, moderated in-person usability studies, management interviews, and express employee feedback, I've been able to identify a multitude of friction points regarding the kiosk. Here are some of the most severe ones I believe we can remedy.

- The Verizon app sends an email notification to the account manager when placing an order, but the kiosk does not do the same. When a customer attempts to place an order when not an authorized user, they have to call the account manager and walk them through adding authorized users through the My Verizon app. This results in a chunky and slow transaction which often leaves the customer frustrated.
- When entering your phone number to log into the kiosk, the kiosk does not set the expectation that we do not work with business nor prepaid accounts. In addition, it also doesn't inform the clients that they aren't able to place an order if they aren't an authorized user.
- Clients find the welcome screen confusing and don't really know how to begin. They eventually get it, but the language does not seem to communicate effectively by saying "get the latest phones". This seems like more of a marketing campaign than a touch point to begin a transaction.
- Kiosk runs a loop which highlights the action buttons which is confusing for customers.
- 'Buy now' alters between 'Get the latest phones' and 'shop for phones'. During this animation, the buttons disappear from the screen making it look like a glitch and causes the user to miss taps on the screen.
- Timeout is relatively quick (idle time + 15 second warning) and the continue button is small. Noticeably difficult for older clients to hit the continue button on the first try. Furthermore, the timeout is small itself which is not at all effective at grabbing your attention when your eyes aren't fixed on the screen.
- Clients of advanced age seem to miss some crucial touch points due to the fact they're too small
- Clients of all ages seem to be unsure whether or not they hit touch points. Haptic feedback may be too much to ask for, but an audible one may be a good solution for this. The combination of no feedback and the occasional lag make for a chunky experience.
- Clients would like to know what stage in the process they are during the purchasing process; there are many pages to complete a transaction with no obvious end in sight.
- The system tries to do a good job at guessing which phones clients want, but with only 1-2 options on display, client usually has to resort to the browsing feature. The end result is that this feature just creates an extra step for the vast majority of clients. It might be beneficial to include several options in browsing sorted by perceived preferences.
- The phones are displayed in such a way that they're hard to distinguish from one another (2D shape), and names and price are not displayed in an obvious manner.
- Client must scroll down all the way on terms and conditions to proceed yet there is no indication of this what-so-ever. Clients find themselves unsure of what to do without instructions from consultants.
- Screen doesn't show where card reader is located. This seems obvious, but when clients are engrossed in a transaction, they seem to have to back up and look around for a few seconds,

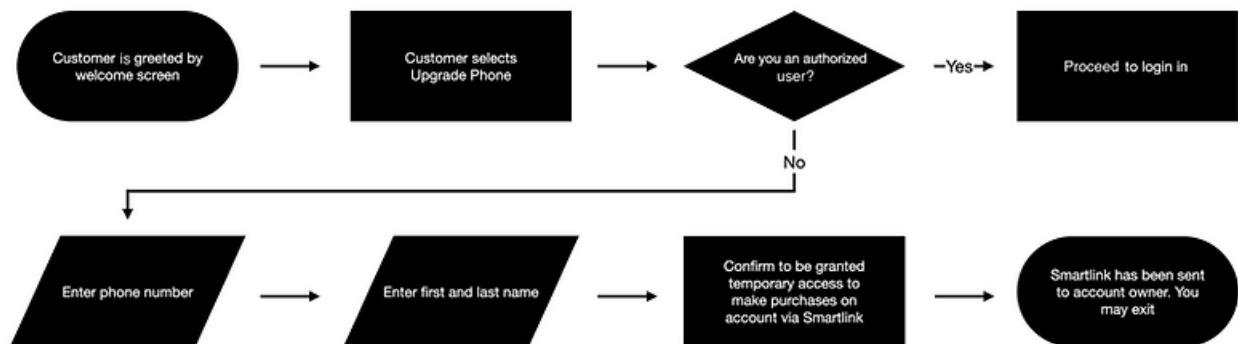
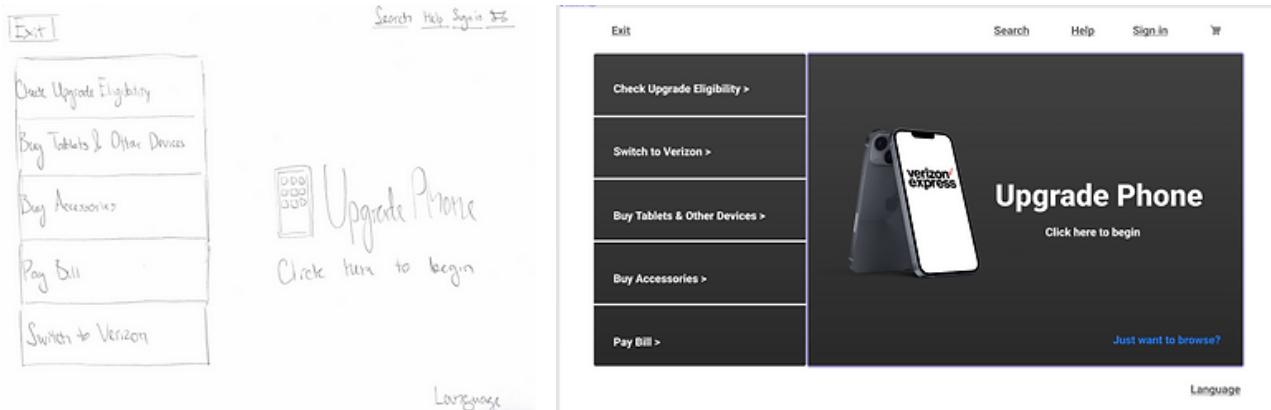
User Flow Analysis Results - Kiosk.001.jpeg

User Flow, LoFi, & MidFi Sketches

After gathering data to substantiate my observations as well as discovering other issues, I created suggestions for possible solutions in the form some low fidelity sketches and a user flow chart.

When unauthorized users want to upgrade their phones on the Verizon Express kiosks, a feature called Smartlink will allow for them to enter their information and submit an authorization request to the account owner. This request comes in the form of a text message, and allows for the account owner to easily grant access to the requesting party.

Smartlink is nothing new to Verizon - it is used as a tool by Verizon employees access customers' accounts upon their request. I simply repurposed it so that account owners could quickly, securely, and easily grant the ability for other users to make purchases on their accounts.



Screen Shot 2022-03-08 at 9.04.40 PM.png

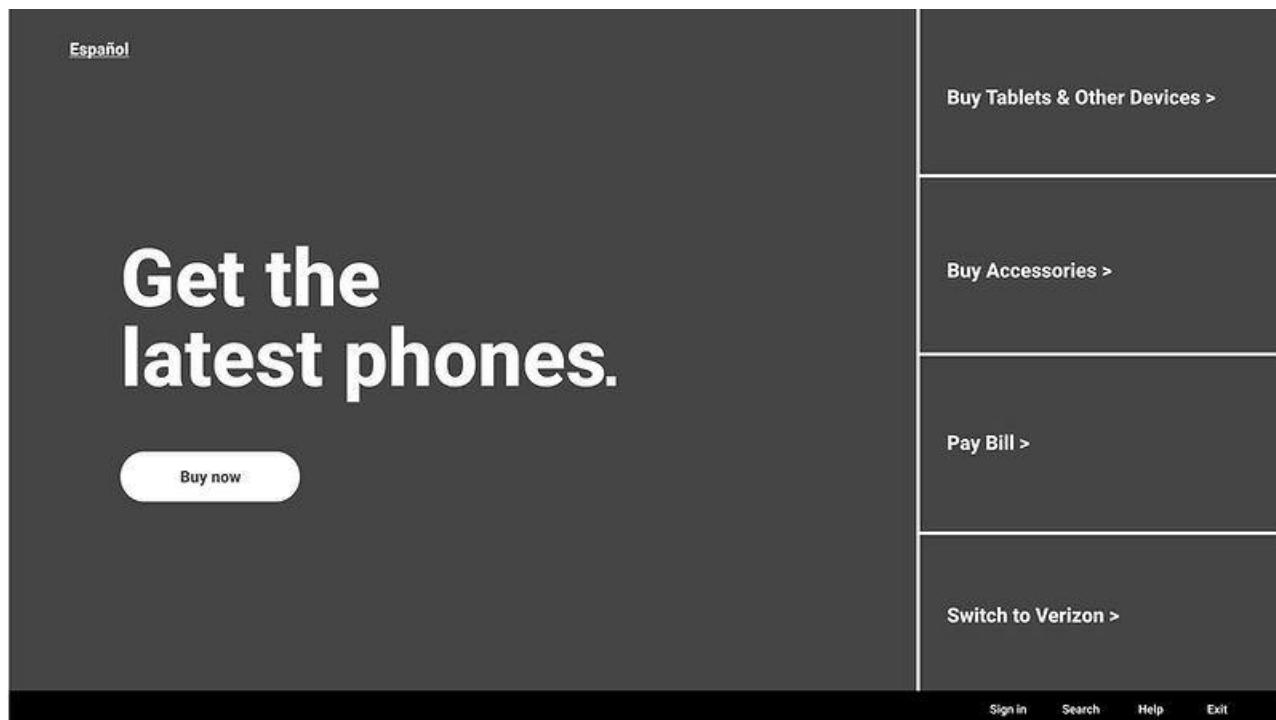
Welcome Screen Before

This version of the welcome screen is not all bad, but does exhibit some shortcomings which were brought to my attention through usability research.

Some notable areas of improvement:

1. 'Get the latest phones' doesn't resonate with customers. By far the most utilized service at any Verizon Wireless store is to upgrade. 'Get the latest phones' did not seem to convey that in an obvious manner. One customer even pointed out that it resembled a marketing slogan. Users often times hesitate for a moment, unsure of which option to select, and even tap on 'buy tablets & other devices' when intending to upgrade.
2. The Sign in, Search, Help, and Exit buttons are tucked away at the bottom righthand corner of the screen. Not only are these important functions hard to see, but their size makes them hard to touch as well.

3. Switch to Verizon is the second most important feature of the kiosk, yet it's also tucked away at the corner of the screen as the last option.
4. The 'Buy now' button is small and hard to hit. As the primary function of the kiosk, placing the only upgrade button at the edge of the left side of the screen is not optimal.
5. The space does not appear to be used effectively. There are vast areas of dull grey and the text is shoved into the side. Using this on a computer with a mouse might be easier than the touchscreen format for which it was designed.



Current Welcome Page.jpg

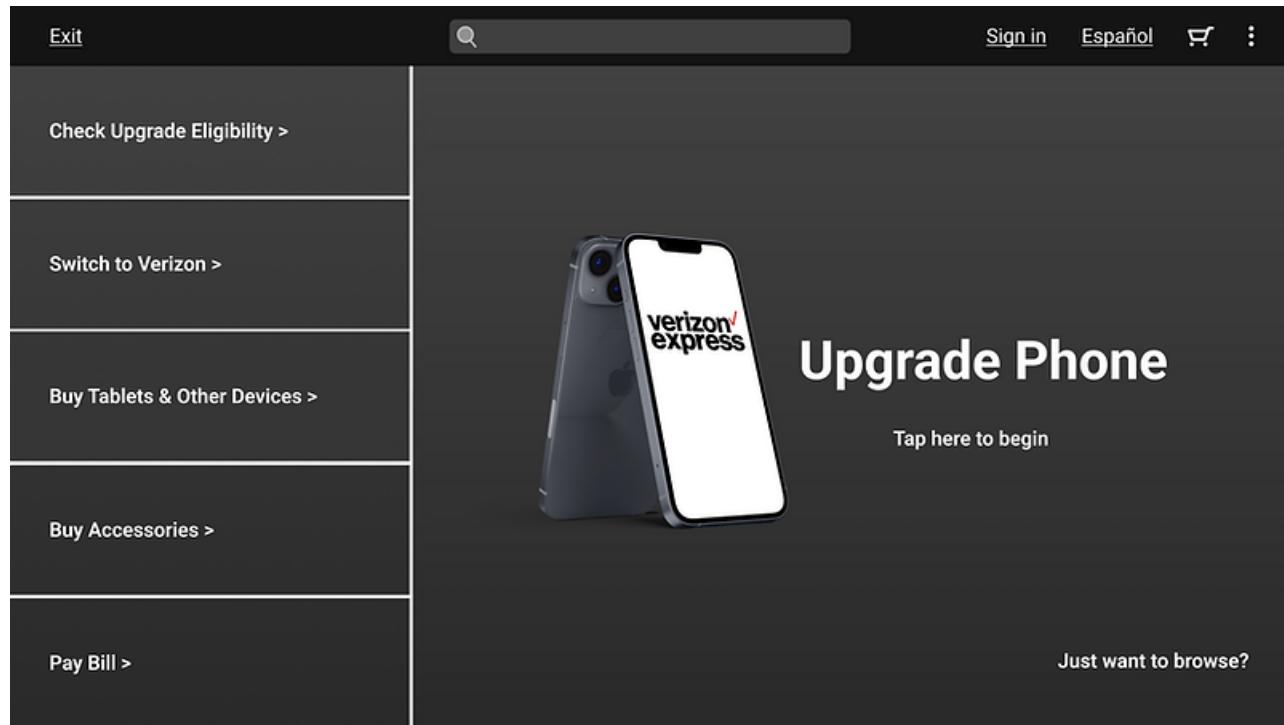
Welcome Screen After

Most notable improvements:

1. Moved Exit, Search, Sign in, and Espanyol, to the top of the screen. Also I've added a shopping cart and a kebab menu.
2. I changed 'Get the latest phones' to an obvious 'Upgrade Phone' and added an image to better utilize the space and grab your attention. Also, I made the tapping

area much larger.

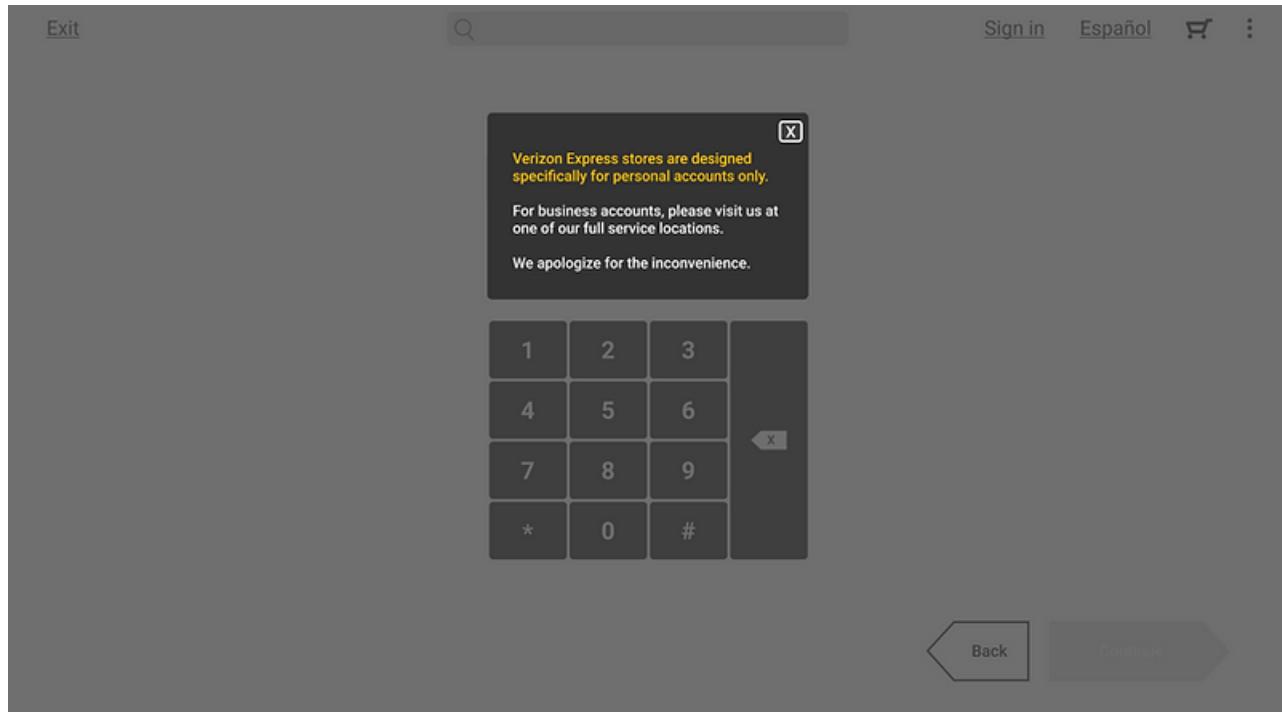
3. I added a secondary way to upgrade by incorporating a 'check upgrade eligibility', as our eyes scan screens from top to bottom and from left to right.



Screen Shot 2022-03-08 at 9.08.22 PM.png

Information Prompt

Since we don't have the ability to serve business, prepaid, or government accounts, it's important we communicate that in a clear manner. The old message would come up as a system error, and state "Oops, something went wrong." In lieu using an error prompt without elaborating as to why we can't help the client, The system now states what it's designed to do, identifies your incompatible account, and offers suggestions.



Personal Account Only.png

Smartlink User Flow

In addition to the implementation of Smartlink, the calls to action are clear and informative. The back button has been moved from the bottom left hand corner of the screen and placed next to the Continue button on the right for easier one-handed operation. And lastly, button sizes have been increased over all.

[Exit](#)[Sign in](#) [Español](#)

Please enter mobile number

Must be account owner or authorized user to purchase mobile devices.

[Not an authorized user?](#)

1	2	3
4	5	6
7	8	9
*	0	#

 Back  Continue

Account Authentication Page.png

[Exit](#)[Sign in](#) [Español](#)

Please enter mobile number

1	2	3
4	5	6
7	8	9
*	0	#

 Back  Continue

Smartlink Number Input.png

[Exit](#)[Sign in](#) [Español](#)

Please enter mobile number

A text message verification link called Smartlink will be sent to the account owner. With Smartlink, account owner will be able to temporarily grant you the ability to purchase devices on their account. A Verizon Express associate will alert you when authorization has been granted.

Please enter account owner's mobile number, your name, and last name to proceed.

 BackContinue 

All Fields Complete.png

[Exit](#)[Sign in](#) [Español](#)

Confirmation

By selecting Send Smartlink, you are requesting temporary access for **John Doe** to make purchases on account belonging to **678-555-5530**.

Account owner must accept terms and conditions in order for John Doe to make purchases on this account.

Select Send Smartlink to proceed.

 BackSend Smartlink 

Confirmation.png

[Exit](#)[Sign in](#) [Español](#)

Smartlink has been sent to 678-555-5530

A Verizon Express representative will assist you with your transaction once the account owner has completed the verification process.

Thank you for your patience.

Tap Finish and Exit to go home.

Finish and Exit

Finish and Exit.png

Trepcamp

Trecamp is a training program for aspiring **high-impact entrepreneurs; and Co-founder** at Impulsa Business Accelerator, a professional services firm providing powerful solutions to help start-ups, emerging companies and medium sized businesses to transform and grow.

Problem statement

'TREPS

"After participating in TrepCamp's Program, I want to connect with other entrepreneurs and mentors and continue learning from them but I don't know where to find them or if they are willing to help."

MENTORS

"I want to continue being in contact with the community but sometimes is hard to find the right channel to talk and connect, mails get lost, Linkedin interactions are cold and it is hard to identify who is part of the community.

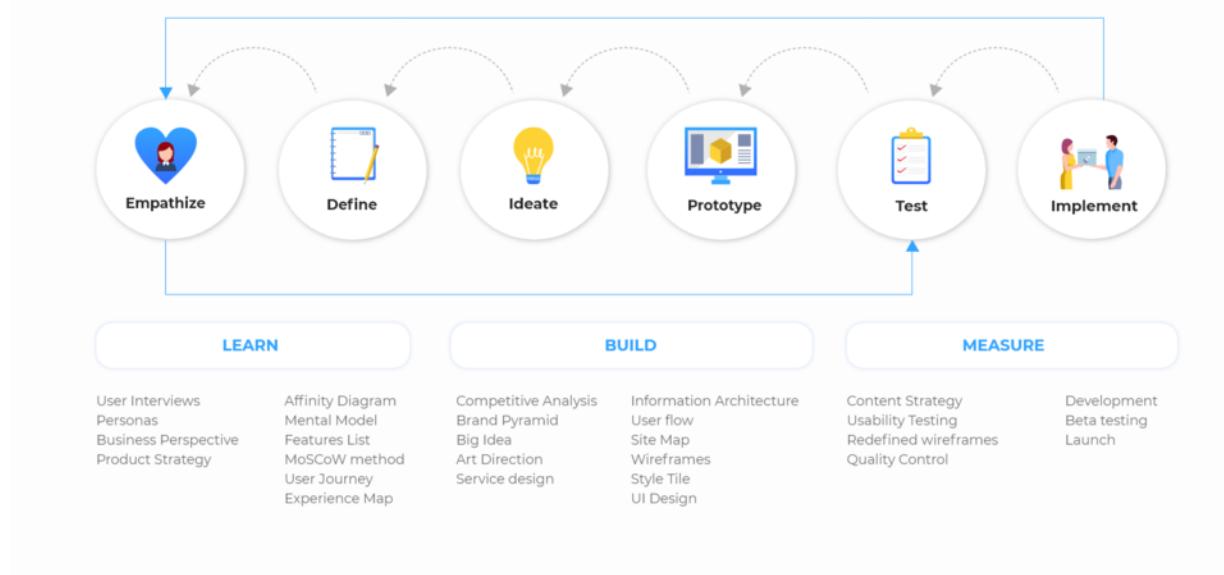
My Role:

I worked with the stake-holders, PM and engineers to build a solution that makes it easy and seamless fore TrepCamp's alumni to connect and stay in touch with the community.

Design Process

USER CENTERED DESIGN

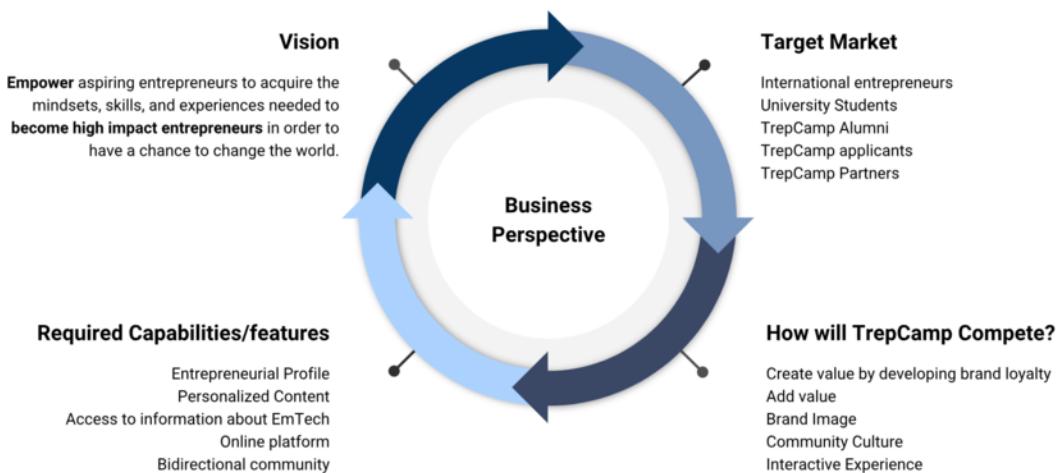
The first step was to understand the problem I want to solve and define the design process that my team and I will follow. In this case, I decided to implement a combination between design thinking and lean startup because we had a few weeks to deliver and we were a small team.



Group 16153.png

Phase 1 - Empathize

BUSINESS PERSPECTIVE



02_TrepCamp.png

After understanding the business perspective of TrepCamp's stakeholders I conducted semi-structured interviews. This allowed me to empathize with the users and find the goals, motivations, behaviors, pain points and personalities of our primary and secondary personas.

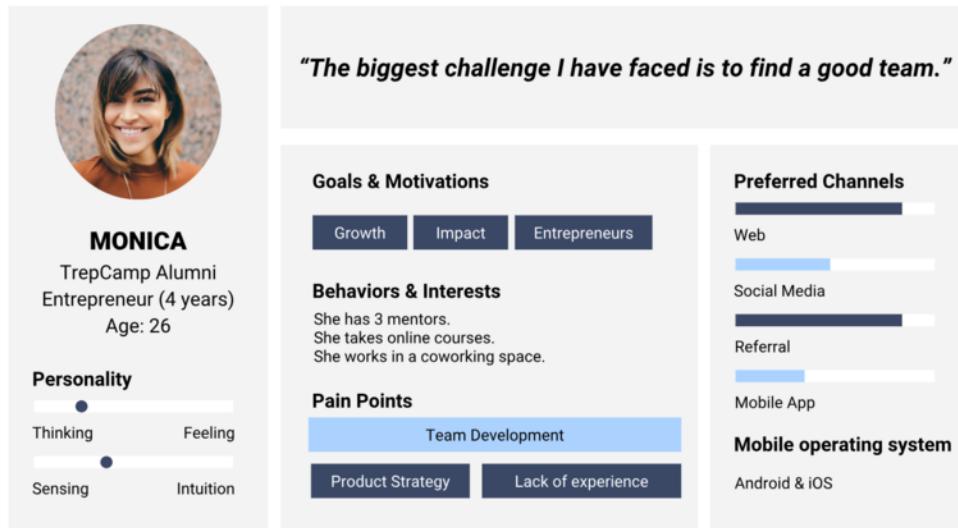
Personas

I found that TrepCamp has two specific types of personas:

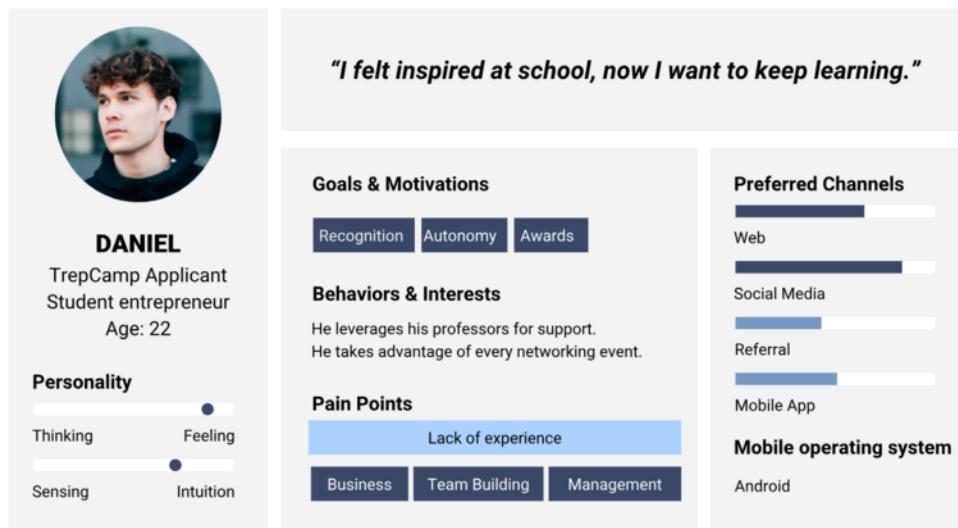
The **achiever**, an experienced entrepreneur that wants to take his startup to the next level.

And the **dreamer**, who is a young entrepreneur that is exploring ideas and wants to co-found a startup but doesn't know how to do it

Primary Persona: Achiever



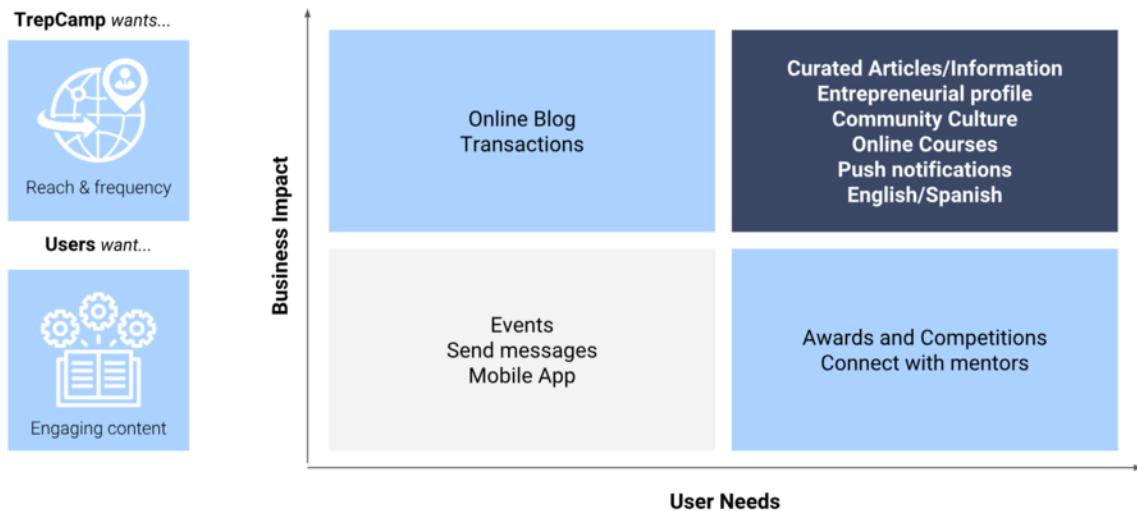
Secondary Personas: Dreamer



04_TrepCamp.png

PROJECT STRATEGY

It was important for me to find the intersection between user needs and business requirements. I defined a product strategy that helped our team have a clear understanding of the users' needs and the business' priorities.



05_TrepCamp.png

Phase 2 – Define

AFFINITY DIAGRAM

Once I had a better understanding of specific subjects that were important for the user and TrepCamp, I conducted a second round of interviews. This time my questions were more specific and the interview had more structure. The objective of the second round of interviews was to find the pain points of our current users and define the relevance of these specific topics: Events, awards and competitions, content, mentors and communication.

I gathered all the data points of the interviews in a Mental Model. I found the most common patterns and then organized them in an affinity diagram and wrote a list with different features that would be helpful to solve specific pain points of the user.

Affinity.png

Prioritizing Features

I used the MoSCoW Method to prioritize the features that were more useful for the user and that adapted well with the business goals of TrepCamp.

MoSCoW Prioritization—Features you Must have, Should have, Could have and Won't have this time

Must	Should	Could	Won't
Curated Articles/News	Online Blog	Share Journey	Chat (Messenger)
Community Culture	Entrepreneur profile	Assessment Center	Transactions
Categories	Awards and Competitions	Share Courses	Share Events
Filters	Connect with mentors		
Push notifications	Settings		
Search	View Profile		

08_TrepCamp.png

EXPERIENCE MAP

I supported this prioritization exercise by analyzing the journey of our user. This allowed me to find the exact moment where the users experience their pain points and identify specific moments where our products were solving those pain points or areas of opportunity where we could create a new solution.



09_TrepCamp-1.png

Phase 3 – Ideate

COMPETITIVE ANALYSIS

It was important to execute a competitive analysis so I could identify how other competitors were solving the pain points I previously identified and understand what their value proposition was.

I analyzed these specific companies because they were mentioned during the interviews by the participants and I identified their strengths and weaknesses.

Features

Articles/News (One author)	Entrepreneur profile
Community Culture	Awards and Competitions
Responsive web design	Connect with mentors
Online Courses	View Profile

Pain Points

Lack of experience	Team Development
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Weaknesses

Information Architecture	Diversity/Quality
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Final_ExternaExaminerPresentation-7 (1).png

Features

Community Culture	Categories
Responsive web design	Search
Online Courses	Connect with mentors
Filters	View Profile

Pain Points

Lack of experience

Weaknesses

Career development	Entrepreneurial approach
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2.png

Features

Events	Categories
Responsive web design	Search
Online Courses	Connect with mentors
Filters	Assessment Center

Pain Points

- Lack of experience

Weaknesses

Diversity	Entrepreneurial approach
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12_TrepCamp.png

Features

Community Culture	Entrepreneur profile
Events	Awards and Competitions
Responsive web design	Connect with mentors
Online Courses	View Profile

Pain Points

- Lack of experience
- Team Development

Weaknesses

Accessibility	Diversity/Quality
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13_TrepCamp.png

FINDINGS

From our research we found that there was a gap to fill. We noticed that entrepreneurs are constantly looking for curated content and events about entrepreneurship and business. We decided to create the TrepCamp App, a community building platform that connects our community of experts with new entrepreneurs and help them share recommendations, curated content and their entrepreneurial experiences.

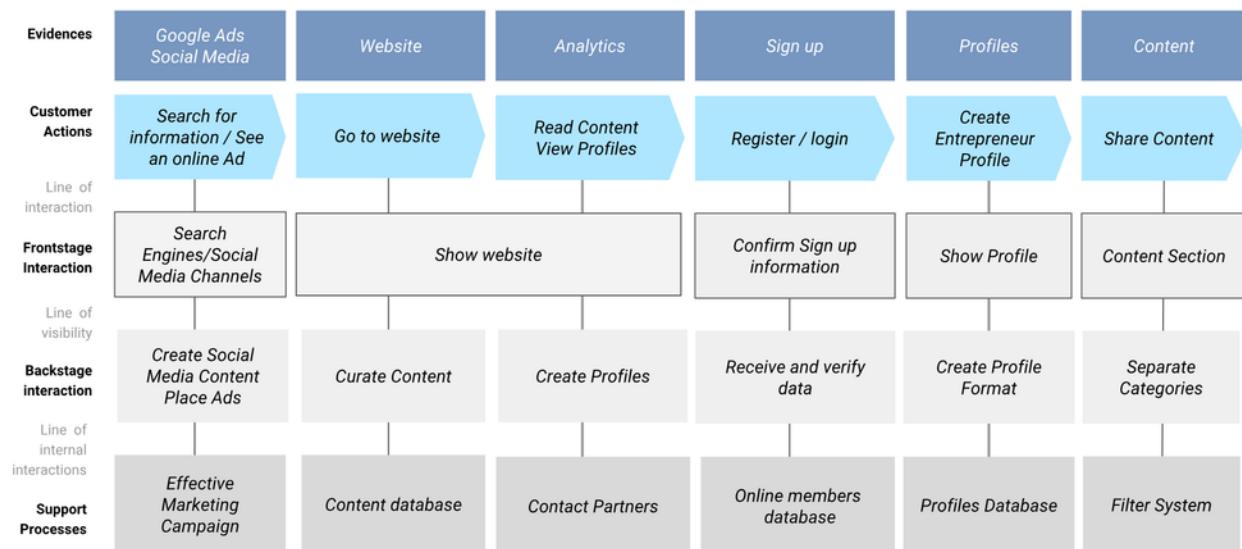
USER SCENARIO

We defined two user scenarios in order to visualize how our two personas would interact with our proposed solution.

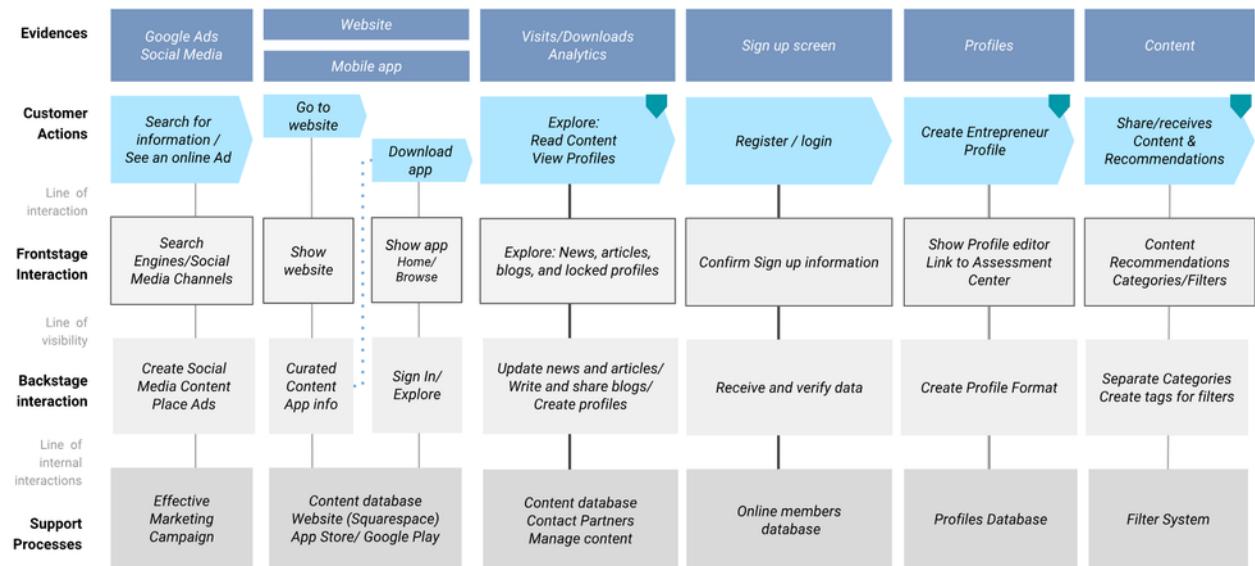


SERVICE DESIGN BLUEPRINT (First Version)

Once we defined features, rewards and interaction points we designed and analyzed the blueprints of the experience.



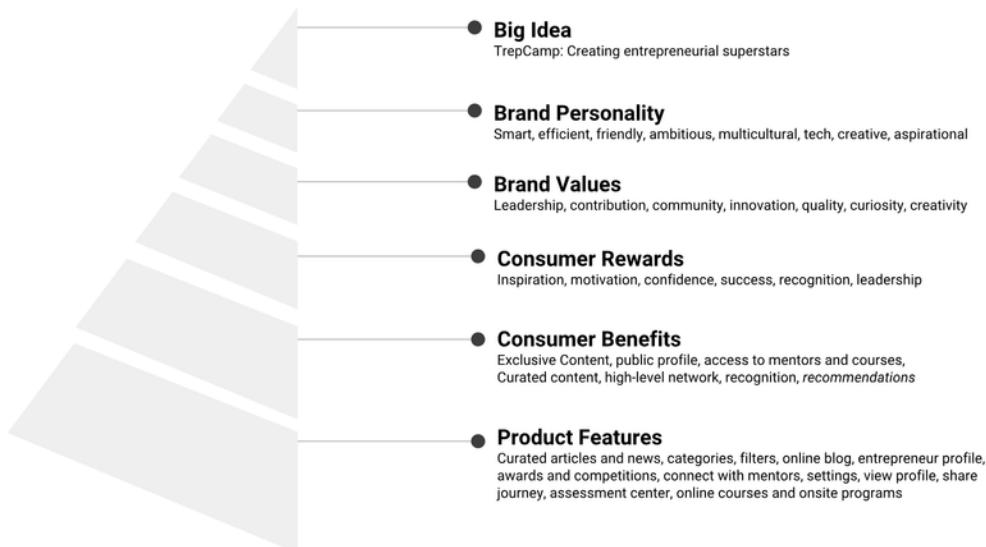
SERVICE DESIGN BLUEPRINT (Second Version)



2.png

BRAND PYRAMID

One of the opportunities we identified was that our brand “TrepCamp” didn’t have an identity and a personality. That was very important because we wanted to connect with our users and our clients and we needed to have a voice that communicates our values, personality, rewards, and benefits. I created a brand pyramid that included all these information and shared it with the team and the stakeholders.



ART DIRECTION

Since we had very diverse products and teams, we decided to define the art direction of our brand taking into account the brand personality we previously established. This helped us to unify the look and feel of all our products and elevate the quality of our products.

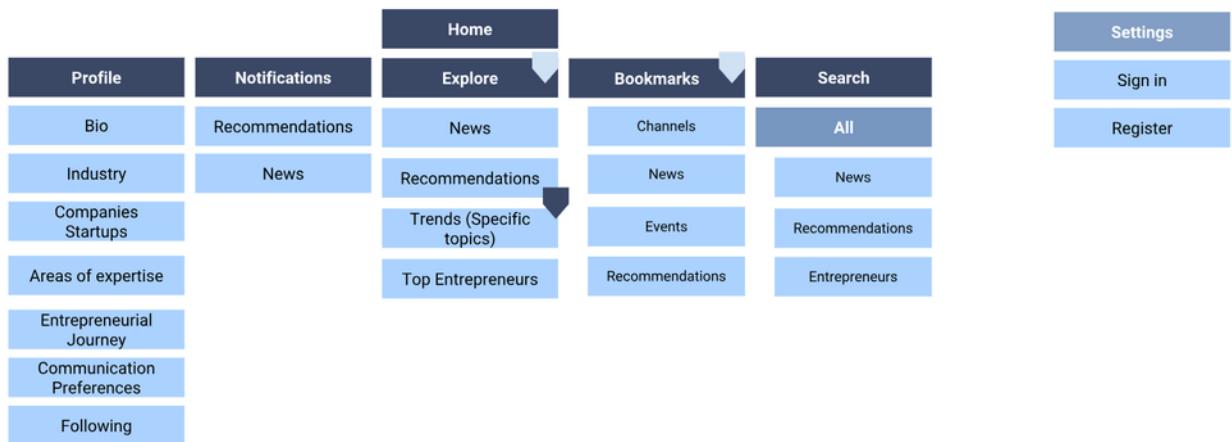
Art Direction - Moodboard



Phase 4 – Prototype

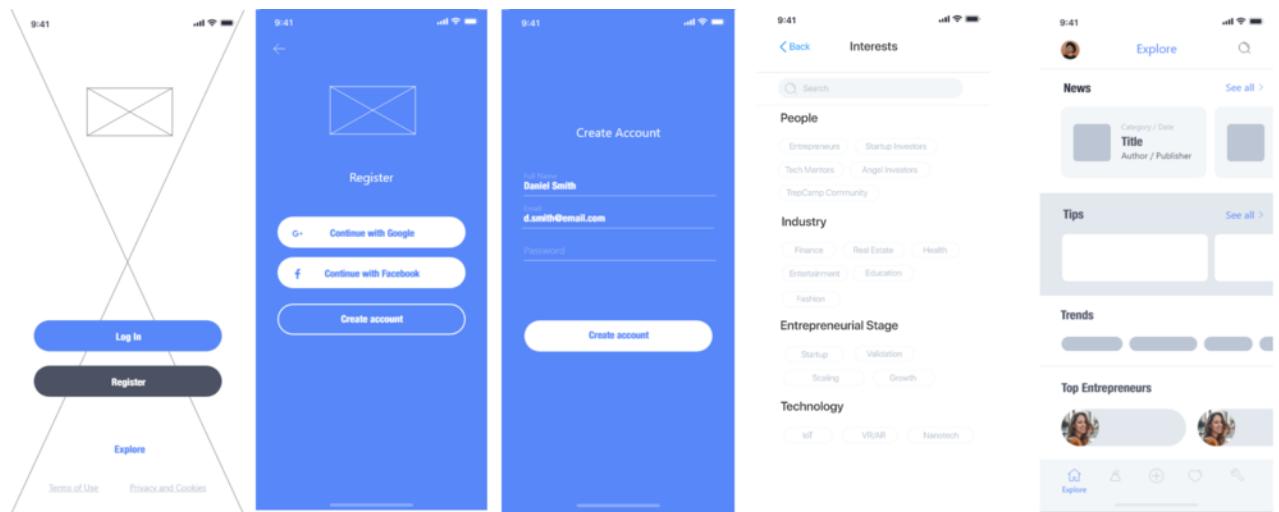
USER FLOW & WIREFRAMES

I defined the information architecture, content, labeling and hierarchy of the core features. Later, I designed a user flow and use it to design mid-fidelity wireframes using Adobe XD.

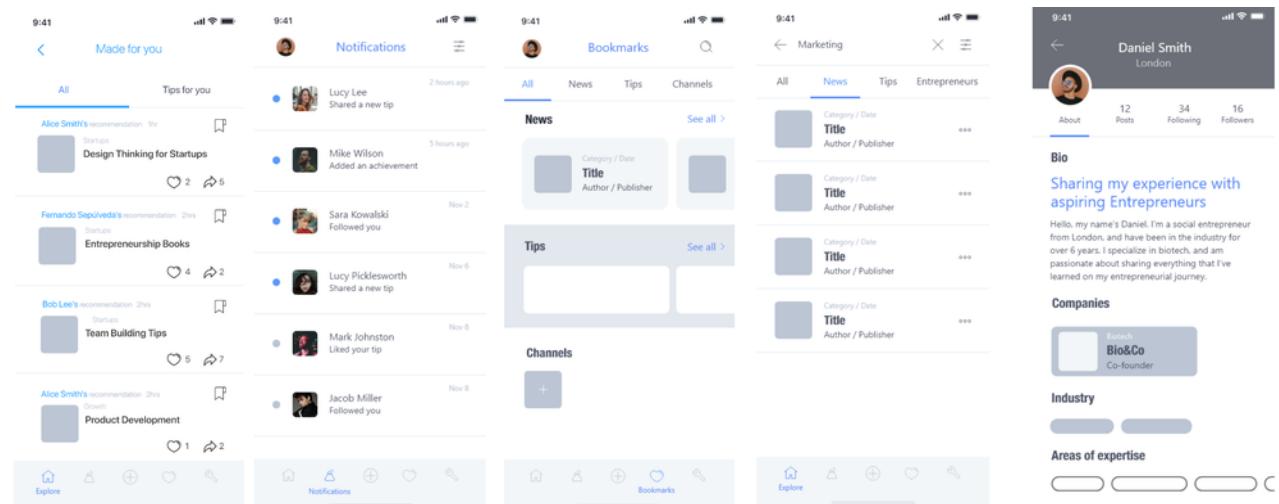


Clickable prototype set up.

Clickable prototype set up.



5.png

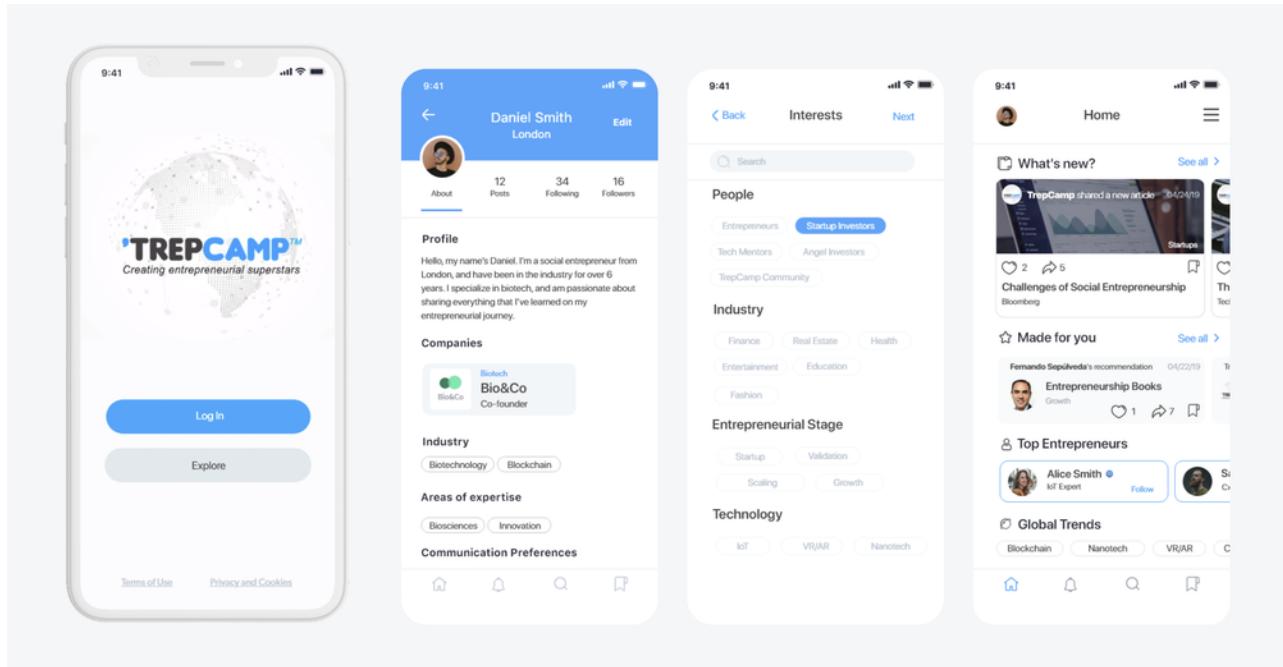


Wireframes2.png

CLICKABLE PROTOTYPE

I developed a clickable prototype to test the usability of the core features and conducted a heuristic evaluation. I created different scenarios to conduct an AB test with all the stakeholders. This time I also interviewed people that didn't know anything about TrepCamp.

After we analyzed the results of our usability testing sessions we found that the section "Recommendations" wasn't important for the user. We also found that our users were very confused about the "Global Trends" section and the information they had to fill in their profile.



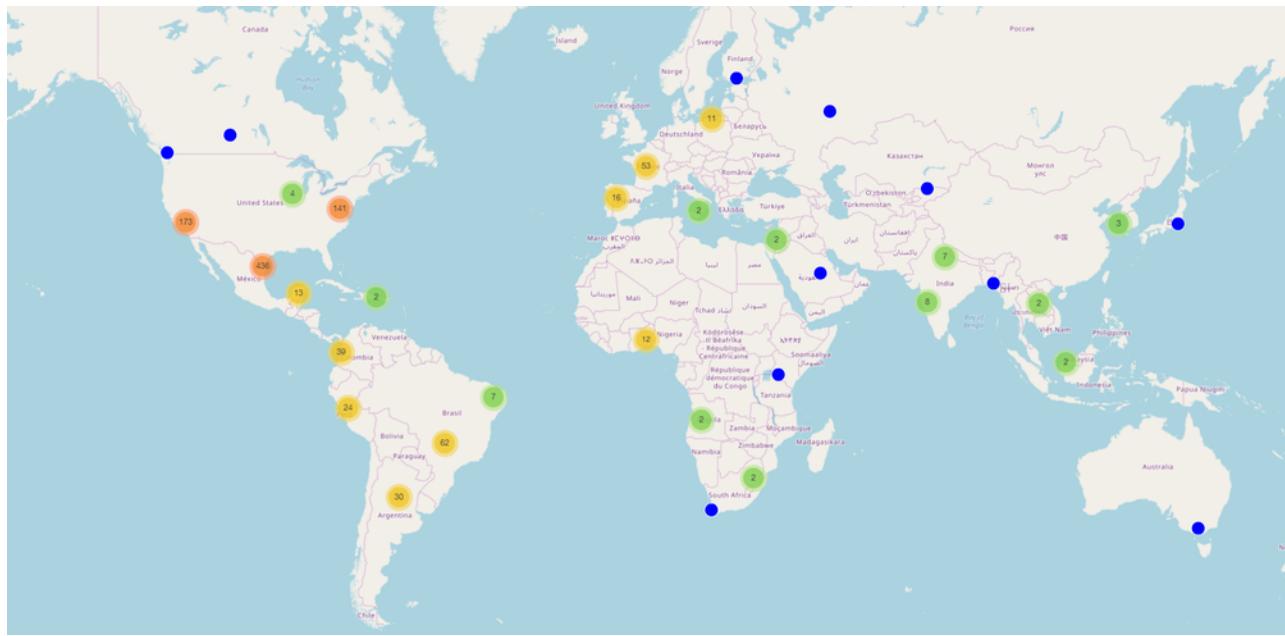
PHASE 5 – VALIDATE

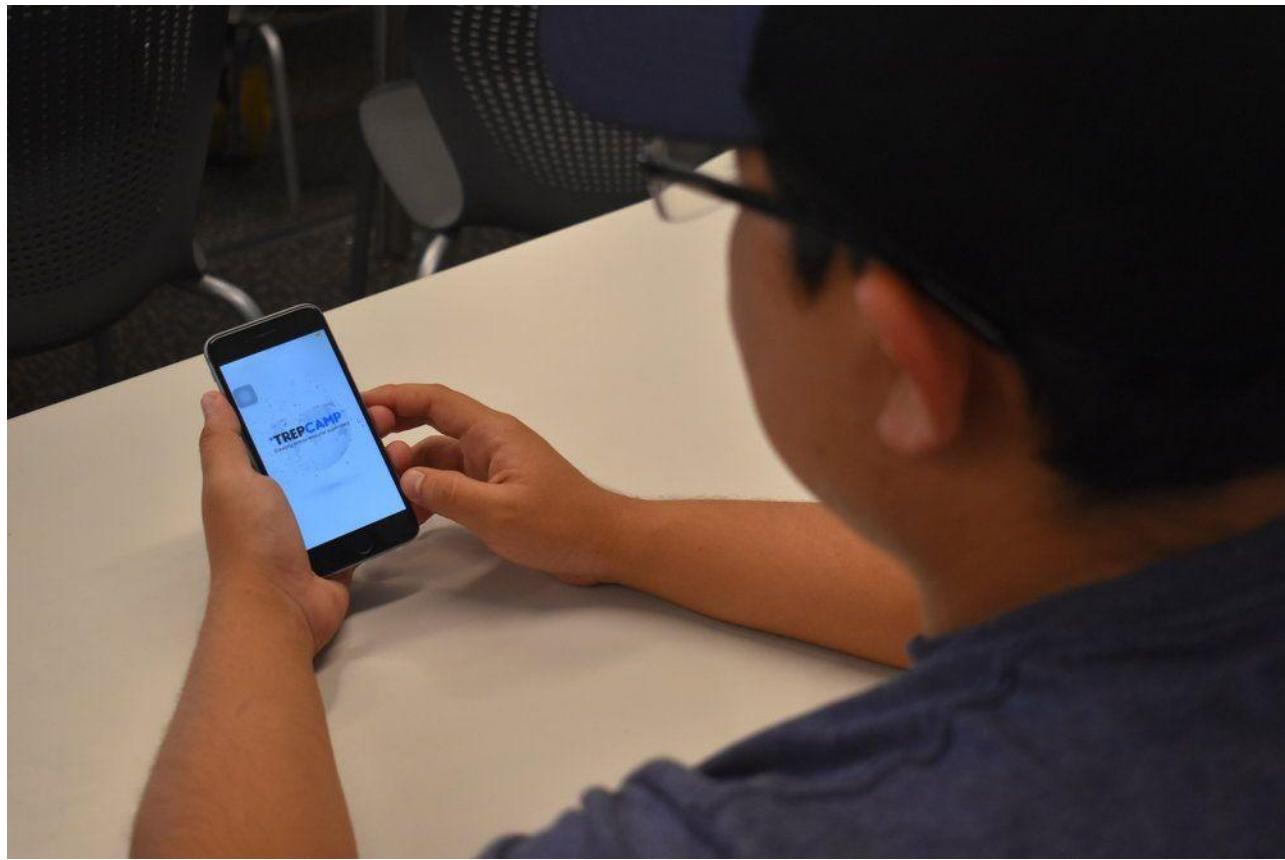
USABILITY TESTING

The MVP of our app was tested during our 2019 summer program, where more than 1000 participants traveled to the most important clusters of entrepreneurship and innovation in the world. We launched the app in mid-June 2019 and it was downloaded by +1600 users within the first 3 months.

We decided that the best way to see how our users interacted with the app was to analyze how they would do it in a real scenario such as the Entrepreneurial

Simulator, and identify if their needs and motivations were satisfied with our app.





We also found that the sections that kept our users engaged were "Disruptive Ideas" and the "Leaderboard". The users expressed that they like to see entrepreneurial curated content and get to know who are the top leaders of the program. These resembled with the results of our research, where we found out that the main pain points of the users were the lack of entrepreneurial content and the difficulties finding high impact entrepreneurs.

SUCCESS METRICS

BUSINESS IMPACT: REACH & FREQUENCY

With this app, we have achieved to create a new communication channel that connects TrepCamp participants with Mentors and Entrepreneurs in Residence not only during the entrepreneurial simulator, but whenever they need their advice or mentorship.

This new tool, breaks the limitations of distance and time, giving the opportunity of showing our potential clients that we have a powerful community of high impact entrepreneurs that come together to share their experience and learnings.

USER NEEDS: ENGAGING CONTENT

The TrepCamp App is an ideal place where users can find curated content about the newest technologies, industry trends, and entrepreneurial skills. From our interviews with the users, we have found that the content of the "Disruptive Ideas" section is very engaging. Due to the success of this feature, our content strategy team and our product design team have come with a new initiative of starting an Editorial board with the partners that have expressed their interests in publishing news and articles in this section.



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