Interface Design Midterm Assignment Report

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App Name: Bell Canada

App Link: https://www.bell.ca/

App Purpose:

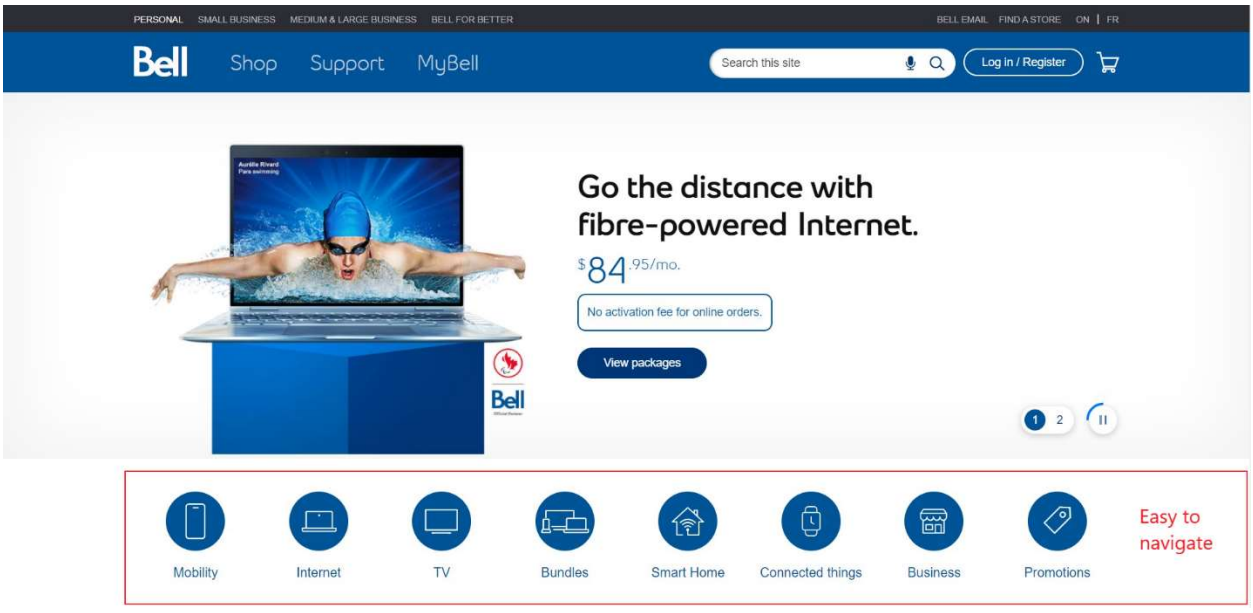
The purpose of this app is to provide new or existing customers with telecommunication services. Each service has multiple options available to the user, so that they can choose a service tier that best suits their needs. New users can sign up for cellular plans, home phone plans, internet packages, or television packages. Whereas existing users can either sign-up, add, or remove services from their existing account. Both types of users are given the option to bundle services, which will allow them to save some money on their bills.

Main Job Story

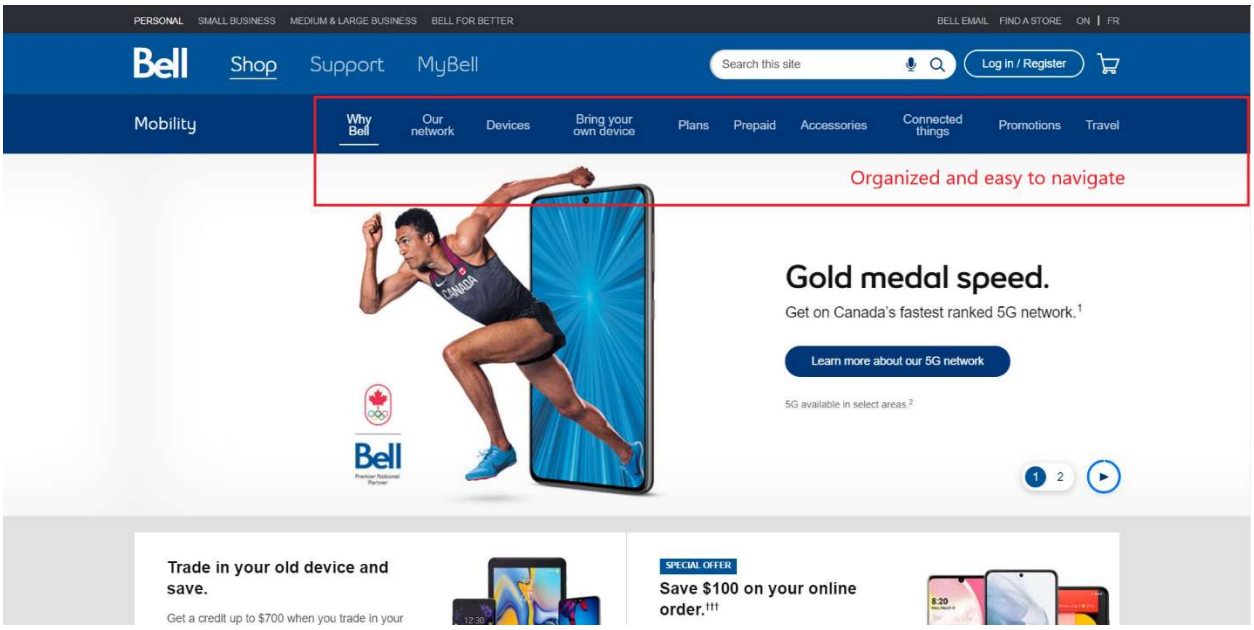
When I want to purchase telecommunication services (Mobility, Internet, TV), I want to ensure it is reliable and cost effective, so I can use the service on demand and when I need it.

Task Process Analysis

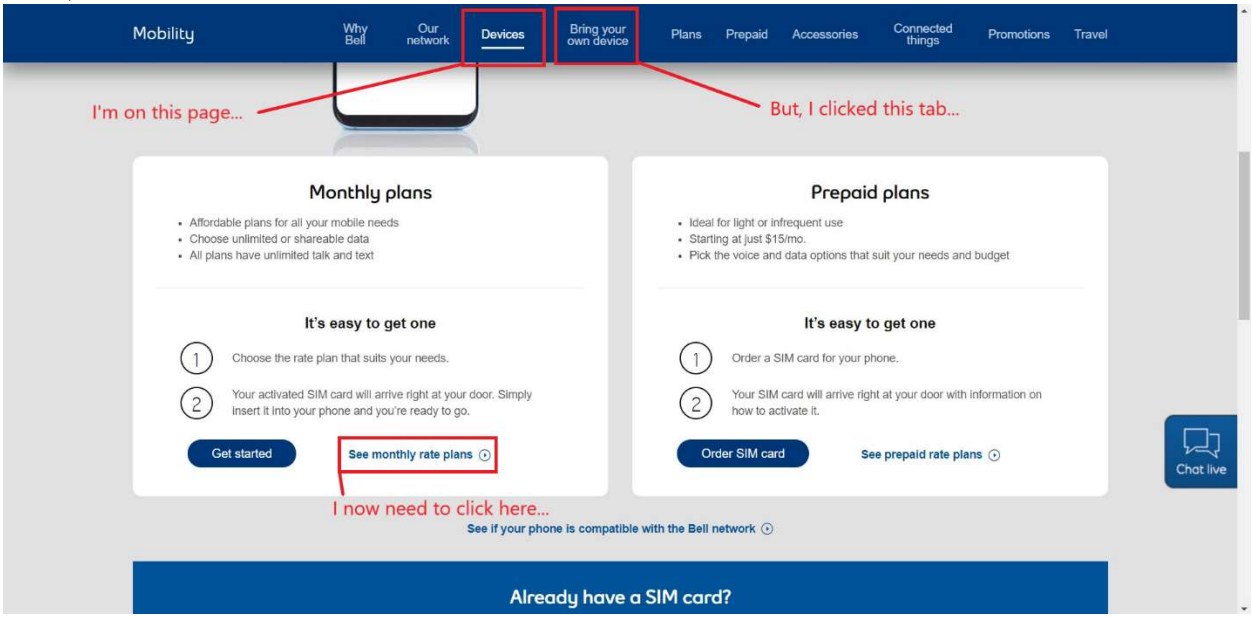
1. The first step is arriving at the website. This step is fleshed out very well, as the main landing page is simple and provides enough information to the user without being overwhelming. It also has a very simple layout of all the services they provide which makes it very east for the user to navigate.



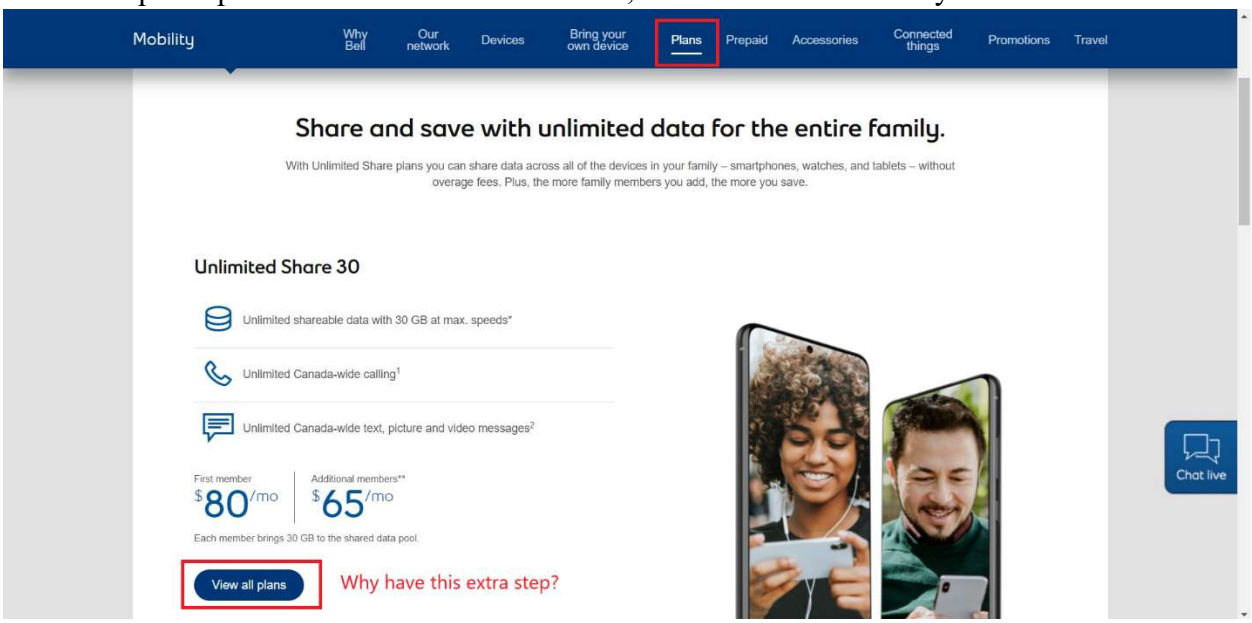
2. The next step is clicking on “Mobility”. This step is also laid out very well and keeps the process easy for the user to navigate to their desired mobility option.



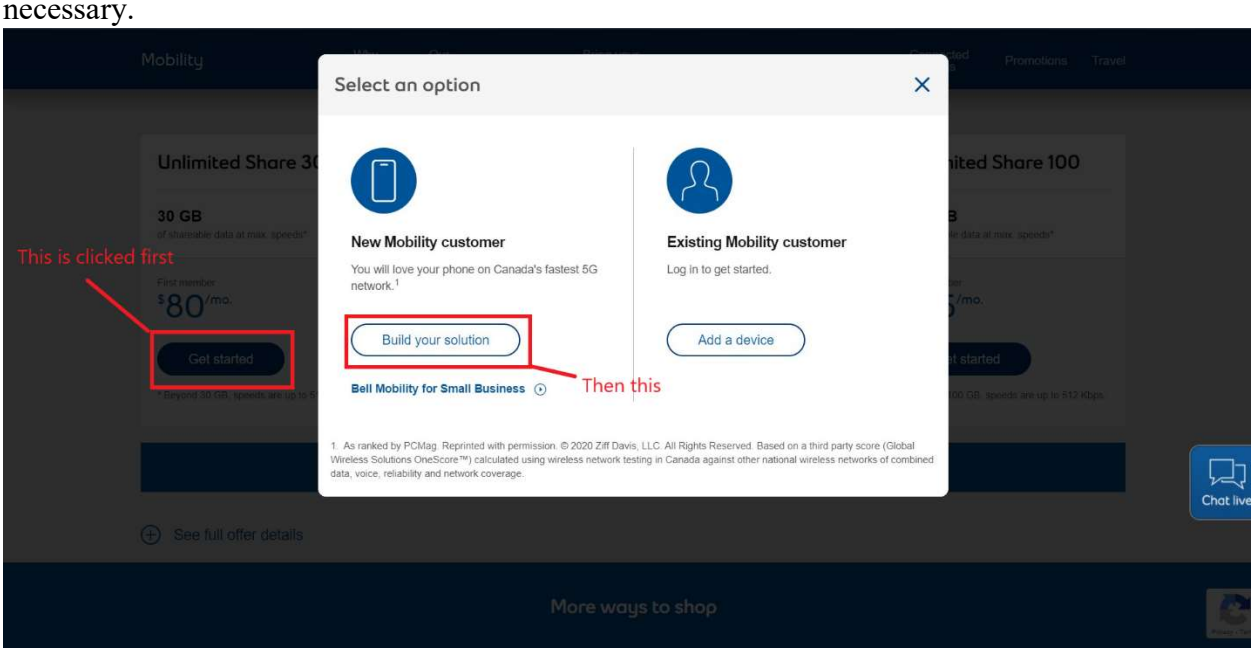
3. The next step is where the process starts to become painful. When you click on “Bring your own device”, it redirects you to an altered “Devices” page. On this page, the user is presented with some information that could easily be integrated on the “Plans” page. This page requires you to click on “See monthly rate plans” to show the available plans. (This step is skipped if the user chooses “Plans”, however the rest of the steps remain the same).



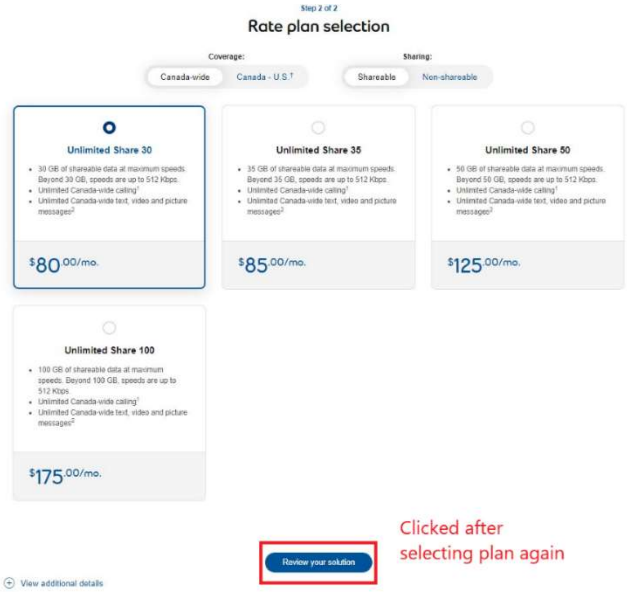
4. After clicking “See monthly rate plans”, the user is redirected to the “Plans” page, however there is only one plan option present. The user must click on “View all plans” to see all the plan options that are available to them, which adds unnecessary clicks.



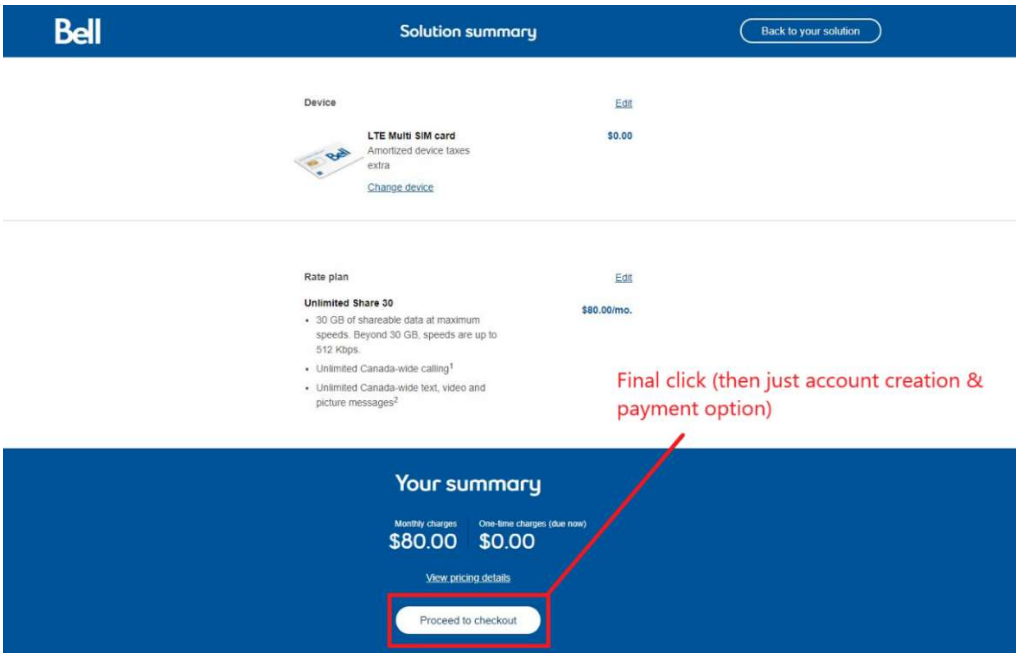
5. The user will now be presented with all the available plan options. They also have the option to toggle between “Buy a new phone” and “Bring your own”. A user selects their decision by clicking on “Get started”, then a pop-up will appear, where a new user must click “Build your solution”. This page alone removes the need to separate the “Bring your own device” tab and “Plans” tab and shows why the previous steps were not necessary.



6. The user is then presented with another page that shows the same four plans, but now with a toggle for “Canada-wide” or “Canada-U.S.”. The user can either remain with their prior selection or choose another option. They then click on “Review your solution” at the bottom of the page” to continue. This page also adds an unnecessary click, as the toggles could have been on the previous page allowing for the whole process to be more streamlined.



7. The final step is a page that displays your choice of rate plan, as well as the sim card cost. The user finishes this step by clicking “Proceed to checkout”. However, there is a small oversight in this final step. There is no option to add any add-ons to your plan. This cannot be done until you have already setup an account with them, as the add-on options are in their own separate tab when you are on the “Plans” page in step 5. Considering Bell opted to use phrases such as “Get started” and “Build your solution” (in step 5), one would think that they would be able to build their ideals plan setup in a single process. The only option the user is given is choosing a plan, so it seems disingenuous to phrase it the way they did, as the user will now need to go through another series of steps if they want to add add-ons or another line to their account.



Improvements

What type of improvements beyond what is on the app would you recommend? (minimum of three)

1. Adding the ability to setup multiple lines when signing up as a new user. Currently, there is no option to do this as a new user. An account must be setup first, then a line can be added. It would be easier for the user to be able to do this in a single process rather than repeating the process each time they need to add another line.
2. Adding the ability to add add-ons during the checkout process for mobility services. Currently a customer must have an account, then add the add-on to their account. It would be easier if this were included in the initial plan setup process, instead of having it as a separate process done later.
3. Adding "recommended usage" suggestions to plan sizes. I.e., "This plan is suitable for an individual who streams a lot of content" or "This plan is suitable for a family of 2/4". This would make it easier for the user to decide what plan is best suited for their needs.

What type of improvements or features would be recommended for repeat visitors/users? (minimum of 3)

1. Tweak the navigation bar to have their main services (Mobility, TV, Internet) present on every page instead of "Shop". This reduces the amount of clicks a user needs to make when flipping between pages and simplifies the navigation bar for the user.
2. Reduce the number of clicks needed to get to where the user needs to go. Remove the "Bring your own device" option from the mobility page, and instead just give users the option of browsing devices (which can then lead to plans if they choose one) or choose "Plans" to see device plans and bring your own device plans. The extra steps that are currently included in the process (highlighted above) are unnecessary and make the process longer than it needs to be.

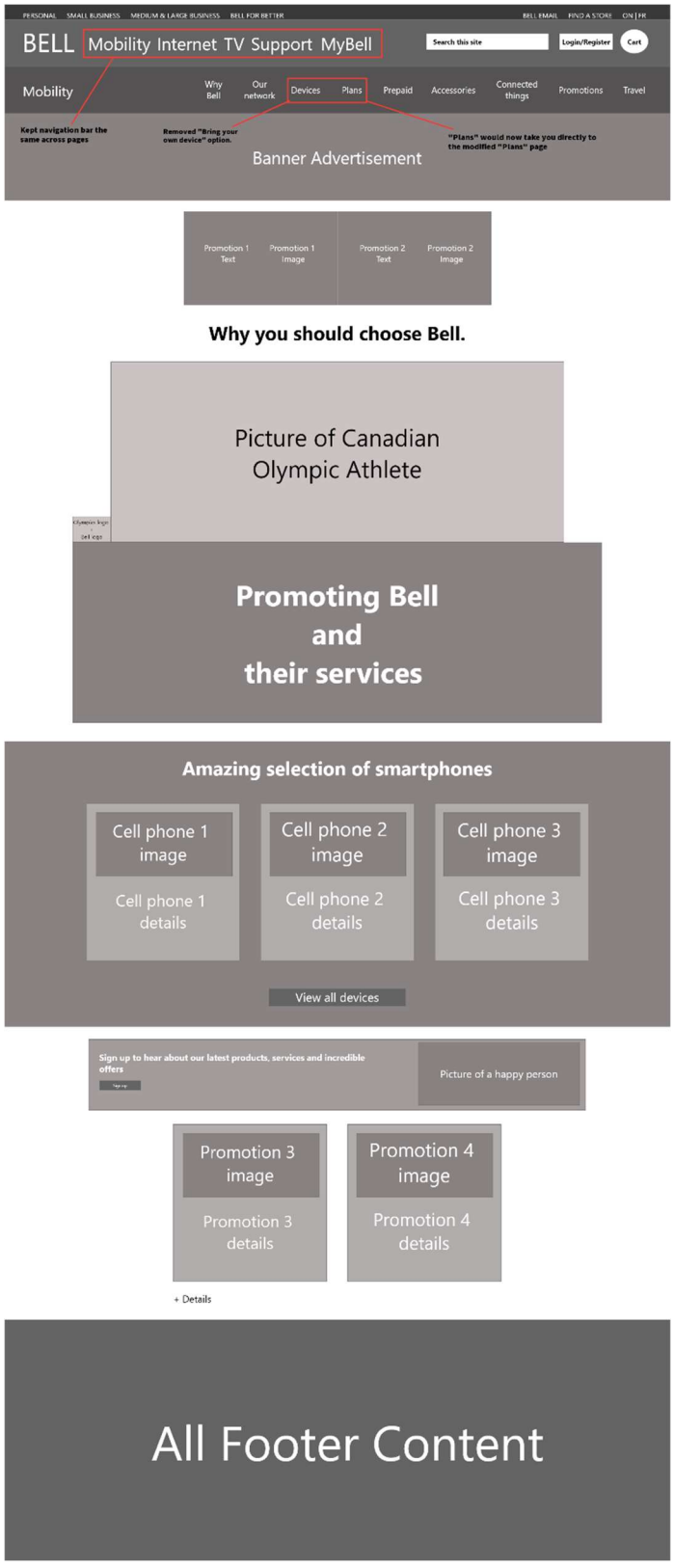
3. An ability to check what services are offered in your area on the homepage. This can then be saved for the duration of the user's time on the webpage and reduces the need to check the address every time a user navigates between different services, as well as finding out Bell is not offered in their area after navigating through the webpage. This simplifies the process for the user and eliminates the frustration that arises if the user spends their time choosing a service to just be told it is not available in their area.
4. Display promotions higher up on the homepage. This would make it easier for the user to see the latest promotions being offered instead of having to look around the website for the promotions being offered.
5. Keep the navigation bar similar across pages. Currently, the navigation bar can change depending on the page a user is on. Keeping it the same across pages will make navigation easier for the user and will not cause confusion on the pages that remove most of the navigation options.

Wireframes

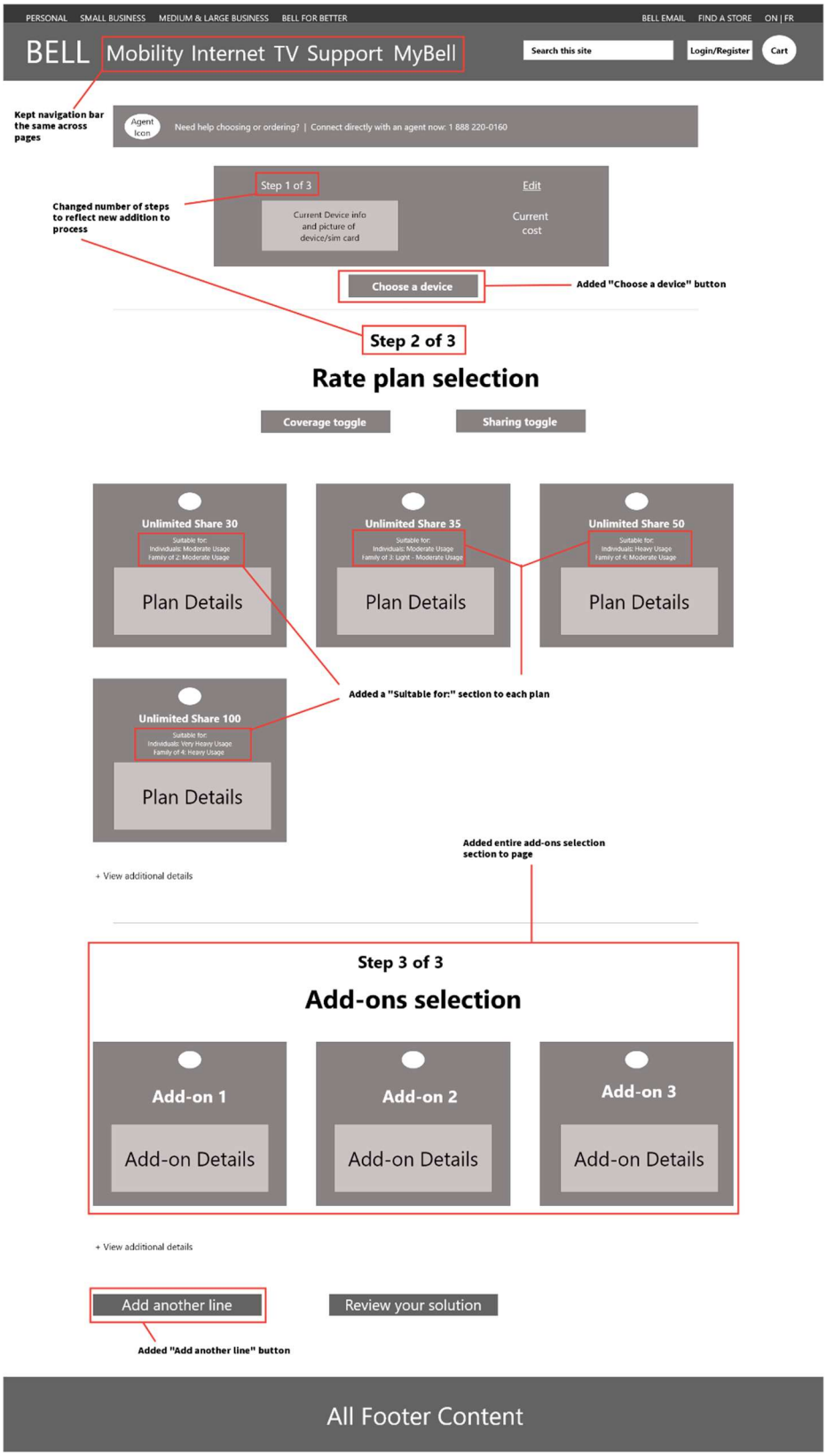
- See following pages.

Bell Homepage

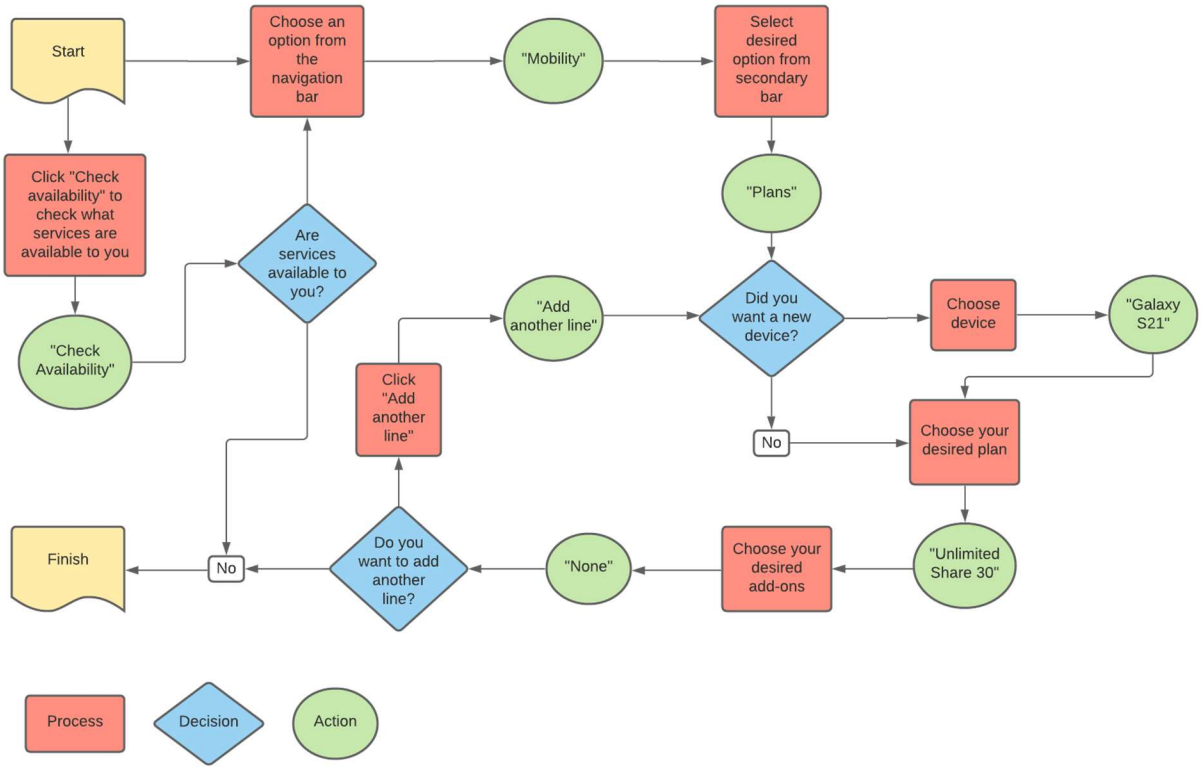
Bell Mobility page



Bell Plans Page



User flow diagram representing changes in the flow structure.



Rationale for changes

Looking at the homepage, the first thing that was changed was the navigation bar. This was done to simplify the process for the user, as the original “Shop” dropdown required the user to click approximately three (3) times to navigate to another page. By replacing the “Shop” dropdown with the three (3) main services offered by Bell, this reduces the number of clicks needed and simplifies the overall navigation for the user. The next change made on the homepage was the addition of the “Check availability” button. This button provides an easy way for the user to check what Bell services are offered in their area. This addition makes the process easier for the user, as they do not have to go through the process of picking a service they want just to find out after selecting that the service is not offered in their area. This button is placed at the top of the homepage, so that it is one of the first options that the user is presented with. The next change was moving the current Bell promotions closer to the top of the homepage, as well as adding the “See all promotions” button. This provides new and repeat users an easy way to see what promotions are currently being offered to them and removes the need to scroll down the page to see what is currently being promoted. The final change was replacing the “Smart home” and “Connected things” buttons with an “Other products” button and moving the “Bundles” button. These changes were made to improve the overall flow of the new design, as they were placed around the “See all promotions” button. The addition of the “Other products” button seemed necessary, as those other products were not the main reason for users to visit Bell.ca, and they also exist within the respective product pages in the secondary navigation bar.

For the mobility page, there were not as many changes needed. The first change was keeping the navigation bar the same as the homepage (including the changes made). This simplifies the navigation process for the user, as changing the navigation options on a new page could cause confusion. The next change was the removal of the “Bring your own device” option in the secondary navigation bar. The changes were necessary, as clicking this option would result in a lot of unnecessary steps for the user, and the option to bring your own device is already offered in the “Plans” section. The final change made was to the “Plans” option. When a user clicks on “Plans” the website would redirect them directly to the newly modified “Plans” page. This change seemed necessary as it reduces the number of clicks for the user and takes them directly to where they want to go.

Finally, for the plans page, there were changes made to overhaul the process for the user. The first change was keeping the navigation bar the same as previous changes. This not only simplifies the navigation for the user, but the original page oddly removed all the navigation options except for the home button. The next change was modifying the number of steps listed on the page. This was done to accommodate the new add-on addition. The “Choose a device” button was added to make the process simpler for the user in case they changed their mind about the type of plan they wanted. Instead of having to navigate back to a different page, the button will allow them to choose a device without losing their current progress. The next change made was the addition of the “Suitable for:” text on each plan. This makes the process of choosing a plan simpler for the user, as they may not fully understand what amount of data is best for their current situation. The next change made was the addition of the add-on selection section. This provides the user the ability to select any add-ons they may want with their plan during their initial setup process. Bell originally only allowed users to add add-ons after they had already setup an account with them, which added a whole other process the user would need to go through. By having it included in the initial setup process, the user can add everything they want to their plan in a single process. The final change to the plans page was the addition of the “Add another line” button. This change was also made to simplify the process for the user, as this was also originally only available to the user after they made an account with Bell. Again, this makes it so the user can setup most of their plan options in one process instead of having to do it after setting up an account.