




EPT: International Roaming Packages - Future Vision

Nov xx, 2015



Opportunity



Customers are struggling when navigating the digital experience for international packages. Many customers end up calling CSR for help understanding key aspects (i.e. coverage, purchase, usage) of international packages versus leveraging digital channels.

Goal:

Help define a long-term vision of the digital experience for AT&T's international roaming packages that will provide customers with a clear, simple, personalized experience across the digital space resulting in...

- ✓ Increase usage of digital channels, such as att.com/myatt
- ✓ Bolster customer's confidence in decision making and purchasing of packages
- ✓ Strengthen customer relationship by providing a more personalized experience
- ✓ Reduce CSR engagement
- ✓ Help increase sales

Activities and Deliverables

Research



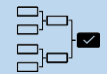
Focus Group Discussion



CSR Interviews



Production Usability Study



Competitive Analysis

Define and Ideation



Persona Development



Journey Mapping



Mental Modeling



Early Mockups / Flows



Content Opportunities

Create and Validate



Paper Prototype



Customer Collaboration Session



Desktop Prototype



Usability Study

Research



Key Insights

- Simple, easy with no surprises.
- Do, or are willing to modify usage habits while traveling.
- See it as a 'shared plan' versus a device feature.
- Package vs. Plan vs. Feature confusion
- Differentiating Passport from Cruise.
- Need for a stronger mobile experience (purchase and usage)
- Lack of confidence in decision making.
- Understand data usage and package/plan options.
- Understanding how timing, usage and features (i.e. voicemail) can impact charges

Research Activities



[Focus Group Discussion](#)



[CSR Interviews](#)



[Production Usability Study](#)

What are they doing?

- Guided Flows
- Associating to device
- Single page experience
- Easy Navigation



What aren't they doing?

- Solid Mobile Experience
- Easy access to helpful information
- Consistent terminology

Enjoy coverage in more than 200 countries. Stay connected with the network named "Best Wireless Service in the World" four times in row.

Research Activities



[Competitive analysis](#)

Roam where you want to.

Get coverage in over 220 countries.



Voice of the Customer



Voice of the customer

Usage/Support, Options, Research and buying

"I should just be able to go through a wizard that I enter my countries, dates and then based on my usage, it would recommend a package for me"



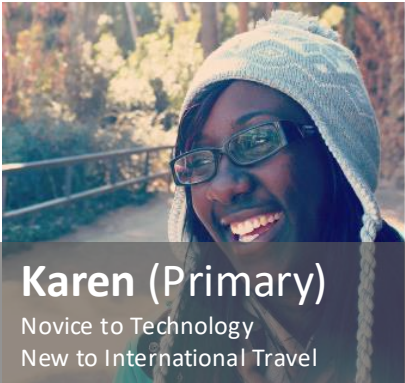
"I usually start online trying to find the latest info. Cost is important of course, there are lots of options out there."

"Apps using data in the background"

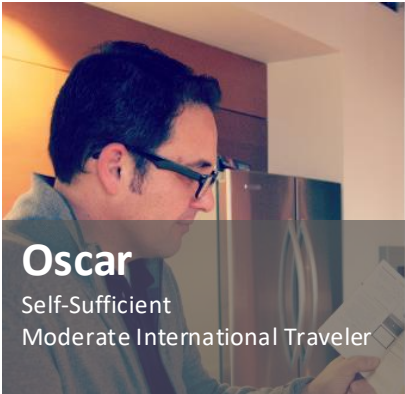
"The Passport only gives you an alert if you are near a hotspot. But it should monitor your usage and provide other information"

"I watch data use on myAT&T app; make that work for roaming"

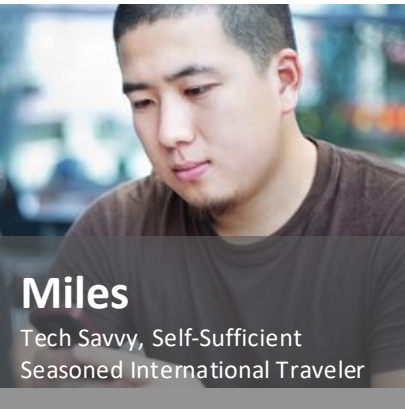
"Surprise when you get back"



Karen (Primary)
Novice to Technology
New to International Travel



Oscar
Self-Sufficient
Moderate International Traveler



Miles
Tech Savvy, Self-Sufficient
Seasoned International Traveler



Personas

Needs/Expectations

Concerns/Pain Points



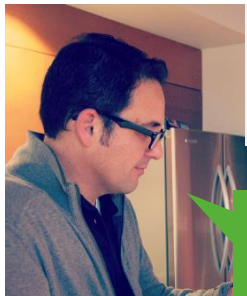
Karen (Primary)

Novice to Technology
New to International Travel

"I don't want to have to think so hard on this. I should be able to go through a wizard that would recommend a package for me."

- Education
- Guidance
- Easy and understandable
- Confidence
- Worry-Free Travel

- Where do I start?
- What is the best plan for me?
- What do I have to do when I get there?
- How do charges work?
- How do I avoid getting charged extra?
- Did I purchased the right plan?
- What I need to do before, during and after my trip?



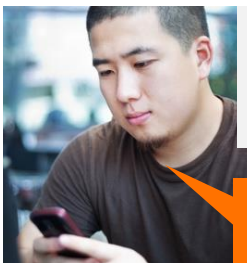
Oscar

Self-Sufficient
Moderate International Traveler

"I usually start online trying to find the latest info. Cost is important of course, there are lots of options out there."

- Clarity
- Accessibility to information
- Trust
- Efficiency

- How does this help for my trip?
- Does it provide all that I need for my trip?
- Are there better options out there?
- How to I find clear and accurate information?
- How can I have help managing usage?
- How do I avoid billing surprises?



Miles

Tech Savvy, Self-Sufficient
Seasoned International Traveler

"Predictability is very important. I used to get local SIMs, but it just isn't worth the hassle."

- Predictability
- Ease / Efficiency
- Accessibility

- Does it cover what I need? (location, data usage, etc.)
- How well will it work there?
- Are there better alternatives? (i.e. temp phone, SIM)
- How can I get help finding Wi-Fi hot spots?
- Where do I find information on service quality in that country?
- Is there a good mobile experience for shopping and usage?

RESEARCH & PLANNING

Where to start?

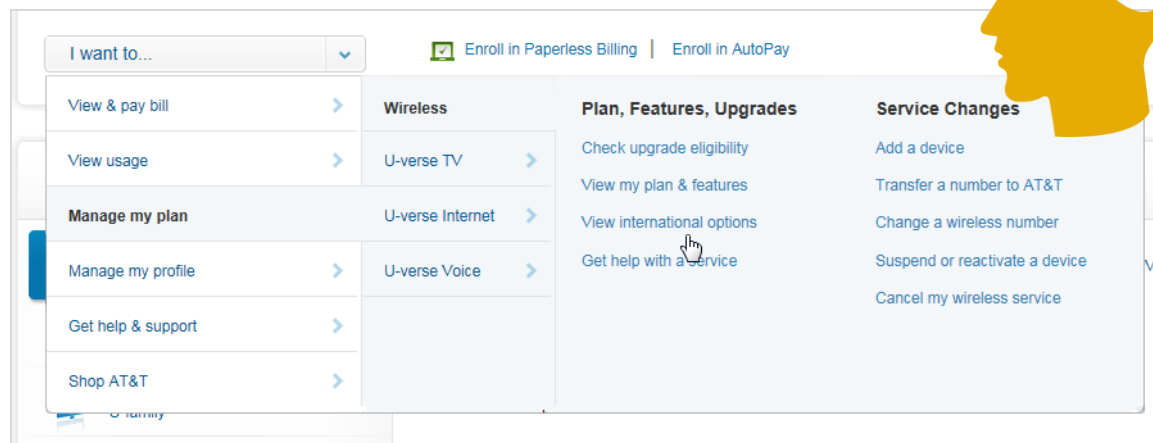
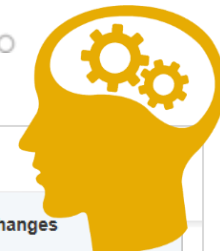
Product Educating
/
Information

Guidance

SELECTING & PURCHASE

Navigation

*"I'm looking
for a plan..."*



USABILITY FINDING

The *I want to...* menu aligned well with users' assumption that they could find international options under the general category of *Manage my **plan***.

Attempted to use the global navigation. Need to address this in mobile.

RESEARCH & PLANNING

☒ Navigation

☐ Leading customers to the right track (US and Traveling Splitter)

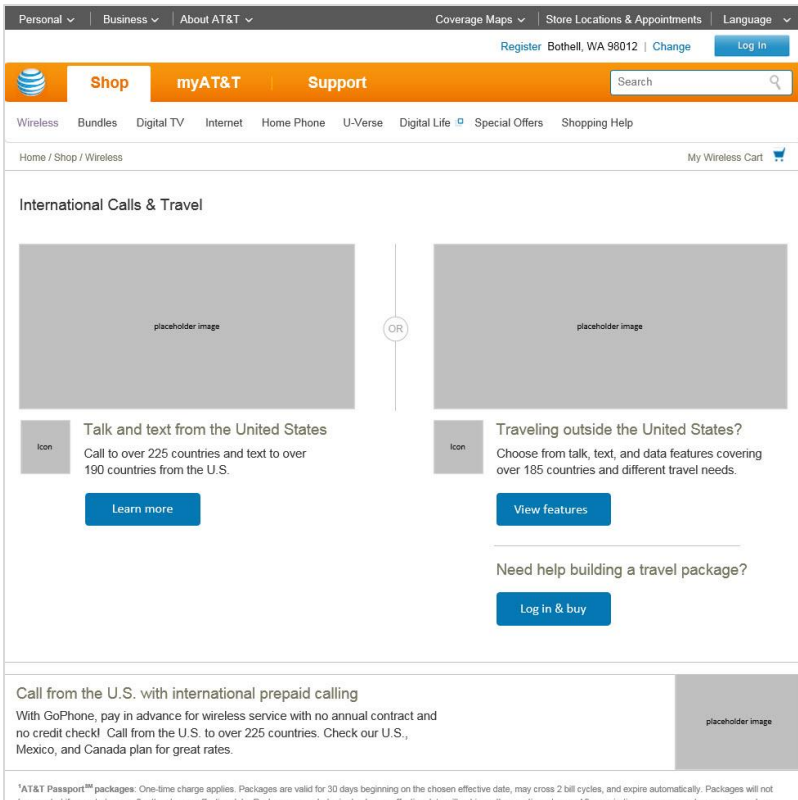
"I need a plan
for my trip"



Where to start?

Product Educating
/
Information

Guidance



USABILITY FINDING

Page worked well & led users to either the shop page or the guided order flow

Good split of customers wanting to immediately buy (guided flow) or view feature (shop)

SELECTING & PURCHASE

RESEARCH & PLANNING

Where to start?

Product Educating
/
Information

Guidance

SELECTING & PURCHASE

☒ Navigation

☒ Leading customers to the right track

☐ Sales – Product Understanding

- Education
- Easy and understandable
- Clarity

"I don't want to have to think so hard on this"



Personal Business About AT&T Coverage Maps Store Locations & Appointments Language

Register Bothell, WA 98012 Change Log In

Shop myAT&T Support Search

Wireless Bundles Digital TV Internet Home Phone U-Verse Digital Life Special Offers Shopping Help

Home / Shop / Wireless / International Calls & Travel My Wireless Cart

International Travel Features

Calls, Texts, & Data Data only Cruise features

AT&T Passport

Covers international calling, texting, using apps and browsing the internet for up to 30 days (one time charge), or you can make it recurring (charged once a month).

Includes:

- Discounted talk rates on calls (Save up to 86% per minute!)
- Unlimited texting
- Affordable high-speed data
- Coverage in over 190 countries
- One time purchase or can be recurring for longer trips.

NOTE: Passport features don't provide coverage while aboard a cruise ship. See cruise features

Compare Passport to pay-per-use rates

AVAILABLE FEATURES (good for 30 days)	TALK	TEXT	DATA	PRICE
Passport	\$1.00/min	Unlimited	120MB average \$0.25/MB	\$30 for 30 days per device
Passport Silver	\$0.50/min	Unlimited	500MB average \$0.20/MB	\$60 for 30 days per device
Passport Gold	\$0.35/min	Unlimited	1GB average \$0.15/MB	\$120 for 30 days per device

Estimate my data usage using International features

Log In & buy



USABILITY FINDING

- Page layout works
- Highlighted discounted rates worked
- Cruise warning brought awareness
- Still didn't get talk rates
- Cruise and Passport would be needed for cruising

RESEARCH & PLANNING

☒ Leading customers to the right track

☒ Sales – Product Understanding

☐ Sales – Access to information and tools

I'm going ... is it covered?

Where to start?

Compare Passport to pay-per-use rates

Enter country to check for coverage or rates

Spain  

[+ Add another country](#)

TALK	TEXT	DATA
\$1.50/min	\$0.50 / text \$1.30 / pic	\$19.25/MB

☒ Covered 



Estimate my data usage using International features

Product Educating
/
Information



How much data do I need?

Guidance



USABILITY FINDING

- Opportunity for Compare PPU tool to be more prominent
- Data calculator can remain secondary but should be available

RESEARCH & PLANNING

Where to start?

Product Educating
/
Information

Guidance

SELECTING & PURCHASE

☒ Sales – Product Understanding

☒ Sales – Access to information and tools

☐ Steps to help make a decision
(What to expect)



International Talk, Text & Data

Introduction to international travel

Slideshow Placeholder

[Play slideshow \(< 3 min\)](#)

What you need to know before purchasing an international travel feature

- 1 There are 3 basic categories:
 - Talking, texting and browsing the web (on land)
 - Browsing the web only (on land)
 - Cruises
- 2 Each device you are taking on your trip will require one or more features, purchased separately.
- 3 Most features are available in 30-day increments. Data-only features are available in 30-day and daily increments.
[Learn more](#)

Login

You'll need to log in to place an order online.

User ID [?](#)

Password

☒ Save User ID [Log In](#)

[Forgot your User ID?](#)
[Forgot your password?](#)
[Register now >](#)

[Show me all the options now](#)

Informing and preparing the customer



USABILITY FINDING

- Information is helpful
- Like to have a video
- Not a good location – apply to sale pages and access to info on buyflow

Get video content
recommendations from Kelly

RESEARCH & PLANNING

Where to start?

Product Educating
/
Information

Guidance

SELECTING & PURCHASE

☒ Sales – Product Understanding

☒ Sales – Access to information and tools

☐ Steps to help make a decision
(What to expect)



Personal | Business | About AT&T | Coverage Maps | Store Locations & Appointments | Language | Log out

Shop myAT&T Support Search

Overview Billing, Usage, Payments Wireless Digital TV Internet Home Phone Profile My Orders att.net Digital Life

Home / myAT&T / Wireless / International Calls & Travel / My Wireless Cart

International Talk, Text, and Data

1. Select device(s)

Each device requires its own international feature(s).

<input checked="" type="checkbox"/> Oscar 404.456.8490 iPhone 6	<input type="checkbox"/> Jill 404.456.7891 iPhone 6	<input type="checkbox"/> Suzie 404.456.5421 iPhone 6
<input type="checkbox"/> Suzie 404.358.8321 iPad 3		

Next

2. Enter trip details

3. Select international feature(s)

4. Review order

[Return to My Device & Features](#)



USABILITY FINDING

- Supporting content is still needed and placed to catch the eye of the user (i.e. placed within section headers)

RESEARCH & PLANNING

Where to start?

Product Educating
/
Information

Guidance

SELECTING & PURCHASE

✓ Sales – Access to information and tools

✓ Steps to help make a decision

□ Help align customer's mental model
(to product offerings)

1. Select device(s)

Each device requires its own international feature(s).

<input checked="" type="checkbox"/> Oscar 404.456.8490 iPhone 6	<input type="checkbox"/> Jill 404.456.7891 iPhone 6	<input type="checkbox"/> Suzie 404.456.5421 iPhone 6
<input type="checkbox"/> Suzie 404.358.8321 iPad 3		

Next

Per Device

1. Select device(s) [Edit](#)

Oscar
404.456.8490
iPhone 6

2. Enter trip details

Spain [remove](#) | ☒ Covered

[+ Add another country](#)

When do you want coverage to start?
11/01/2015

How long will you be traveling?
☒ 1-30 days ☐ More than 30 days

Are you also going on a cruise? (Separate feature needs to be purchased to be covered while on a cruise ship).
☒ No ☐ Yes

- Country Coverage
- Package Length
- Cruise needs



USABILITY FINDING

- Supporting content is still needed and placed to catch the eye of the user (i.e. placed within section headers)

I know my trip
information and
devices



RESEARCH & PLANNING

Where to start?

Product Educating
/
Information

Guidance

SELECTING & PURCHASE

- ✓ Sales – Access to information and tools
- ✓ Steps to help make a decision
- Help align customer's mental model (to product offerings)

I'm beginning to understand



3. Select international feature(s)

Oscar
404.456.8490
iPhone 6

1. Select a Passport feature for country/land coverage (Denmark):

AVAILABLE FEATURES (good for 30 days)	TALK	TEXT	DATA	PRICE
<input checked="" type="radio"/> Current Pay-Per-Use Rates (No Passport)	\$1.50/min	\$0.85 / text \$2.10 / pic	\$22.25 / MB	\$0
<input type="radio"/> Passport	\$1.00/min	Unlimited	120MB average \$0.25/MB	\$30 for 30 days per device
<input type="radio"/> Passport Silver Recommended	\$0.50/min	Unlimited	500MB average \$0.20/MB	\$60 for 30 days per device
<input type="radio"/> Passport Gold	\$0.35/min	Unlimited	1GB average \$0.15/MB	\$120 for 30 days per device

2. Select a Cruise Feature while on a cruise ship (Royal Caribbean – Legend of the Seas):

AVAILABLE FEATURES (good for 30 days)	TALK	TEXT	DATA	PRICE
<input checked="" type="radio"/> Current Pay-Per-Use Rates (No cruise feature)	\$2.50/min	\$0.50 / text \$1.30 / pic	10.24/MB	\$0
<input type="radio"/> Cruise Talk	100 Minutes	Not included	Not included	\$30 for 30 days per device
<input type="radio"/> Cruise Talk + Text	100 Minutes	100 Messages	Not included	\$60 for 30 days per device
<input type="radio"/> Cruise Talk + Text + Data Recommended	100 Minutes	100 Messages	100 MB average \$0.15/MB	\$120 for 30 days per device

Need for multiple packages



USABILITY FINDING

- Enter here

SELECTING & PURCHASE

Instill confidence

VOICE OF THE CUSTOMER:



"I should just be able to go through a wizard that I enter my countries, dates and then based on my usage, it would recommend a package for me"

TRIP USAGE

☒ Steps to help make a decision

☒ Help align customer's mental model

☐ Give recommendations

How do I know what plan is right for me?



3. Select international feature(s)



Oscar
404.456.8490
iPhone 6



NOTE: Passport features don't provide coverage while aboard a cruise ship. [Add cruise features](#)

AVAILABLE FEATURES (good for 30 days)	TALK	TEXT	DATA	PRICE
<input checked="" type="radio"/> Current Pay-Per-Use Rates (No Passport)	\$1.50/min	\$0.85 / text \$2.10 / pic	\$22.25 / MB	\$0
<input type="radio"/> Passport	\$1.00/min	Unlimited	120MB overage \$0.25/MB	\$30 for 30 days per device
<input type="radio"/> Passport Silver Recommended	\$0.50/min	Unlimited	500MB overage \$0.20/MB	\$60 for 30 days per device
<input type="radio"/> Passport Gold	\$0.35/min	Unlimited	1GB overage \$0.15/MB	\$120 for 30 days per device

We recommend:

Passport Silver

490 MB

Estimated trip
data usage

[Calculate my usage in detail](#)

How we estimated

16 MB / day For: Days

(Based on device avg. usage while on last international trip)



Apply selected features to all devices

Next device



USABILITY FINDING

- [Enter here]

SELECTING & PURCHASE

Instill confidence

VOICE OF THE CUSTOMER:



“I should just be able to go through a wizard that I enter my countries, dates and then based on my usage, it would recommend a package for me”

TRIP USAGE

- ☒ Help align customer's mental model
- ☒ Give recommendations
- ☐ Trust with transparency

How do I know I can trust this ?



NOTE: Passport features don't provide coverage while aboard a cruise ship. Add cruise features				
AVAILABLE FEATURES (good for 30 days)	TALK	TEXT	DATA	PRICE
<input checked="" type="radio"/> Current Pay-Per-Use Rates (No Passport)	\$1.50/min	\$0.85 / text \$2.10 / pic	\$2.04 / MB	Per use
<input type="radio"/> Passport	\$1.00/min	Unlimited	120MB overage \$0.25/MB	\$30 for 30 days per device
<input type="radio"/> Passport Silver Recommended	\$0.50/min	Unlimited	500MB overage \$0.20/MB	\$60 for 30 days per device
<input type="radio"/> Passport Gold	\$0.35/min	Unlimited	1GB overage \$0.15/MB	\$120 for 30 days per device

We recommend:
Passport Silver

1.22 GB
Estimated trip data usage
[Calculate my usage in detail](#)

How we estimated
40 MB / day For: Days
(Based on device avg. usage while on last international trip)



USABILITY FINDING

- Users saw & appreciated the recommended Passport feature in the table; however...
- Need clearer explanation on how it's calculated (based on user's history)
- Better location is needed
- Confusion having it associated with the calculator

SELECTING & PURCHASE

Instill confidence

VOICE OF THE CUSTOMER:

“You really have no idea how much data you are going to need”



- ☒ Give recommendations
- ☒ Trust with transparency
- ☐ Access to information & tools
(to help customers think about usage)



Country/land coverage
We recommend:
Passport Silver
[Calculate my usage in detail](#)

Cruise coverage
We recommend:
Cruise Talk + Text + Data
[Calculate my usage in detail](#)

1.22 GB
Estimated trip data usage

1.22 GB
Estimated trip data usage

How we estimated
40.8 MB / day
(Based on device avg. usage for the last 3 months)

Land coverage for:
- 30 + Days

Cruise coverage for:
- 30 + Days

Calculate my data in detail
Use the sliders below to estimate your trip data:

Selected device:
Smartphone (iPhone6)

Trip length:
- 30 +

1. Emails: 0 EMAILS

4. Social media w/ photos: 0 POSTS

2. Music Streaming: 0 HOURS

5. Streaming video: 0 HOURS

3. Websites visited: 0 PAGES

6. Apps/Games Downloaded: 0 DOWNLOAD

Reset

TOTAL: 0 MB/Day 90 MB/Trip

Results:

NOTE:
To avoid overages, you will have to reduce your average data usage by 50% while traveling.

Make new recommendation



USABILITY FINDING

- (Location) Not many users gravitated towards the tool
- (Level of effort) Too complex

TRIP USAGE

What's next?

Preparing for trip

Supporting the traveler

END OF SERVICE / BILLING

☒ *Trust with transparency*

☒ *Access to information & tools*

☐ **Post-purchase guidance**

Anything I need to do before my trip?



Order complete

✓ Order confirmation is #120874172. Please keep this for your records.

Feature start date: 11/1/15 -12/1/15

Oscar
404.456.8490
iPhone 6

Passport Silver
Cruise Talk + Text + Data

\$60.00
\$120.00

Jill
404.456.7891
iPhone 6

Passport Silver
Cruise Talk + Text + Data

\$60.00
\$120.00

Suzie
404.456.5421
iPhone 6

Passport Silver
Cruise Talk + Text + Data

\$60.00
\$120.00

Suzie
404.358.8321
iPad 3

Passport Data Silver
Cruise Talk + Text + Data

\$60.00
\$120.00

Total: **\$720.00**
(one-time charge)

Next steps: Prepare for your trip

1. Visit and bookmark [MyAT&T App](#).
2. Avoid using extra data by [updating your mobile settings](#).
3. Prepare for your trip with these links:
 - [First time traveler information \(Roaming 101\)](#)
 - [How to set up your international to renew monthly](#)
 - [Setting up your device](#)



USABILITY FINDING

- Enter here

TRIP USAGE

What's next?

Preparing for trip

Supporting the traveler

VOICE OF THE CUSTOMER:



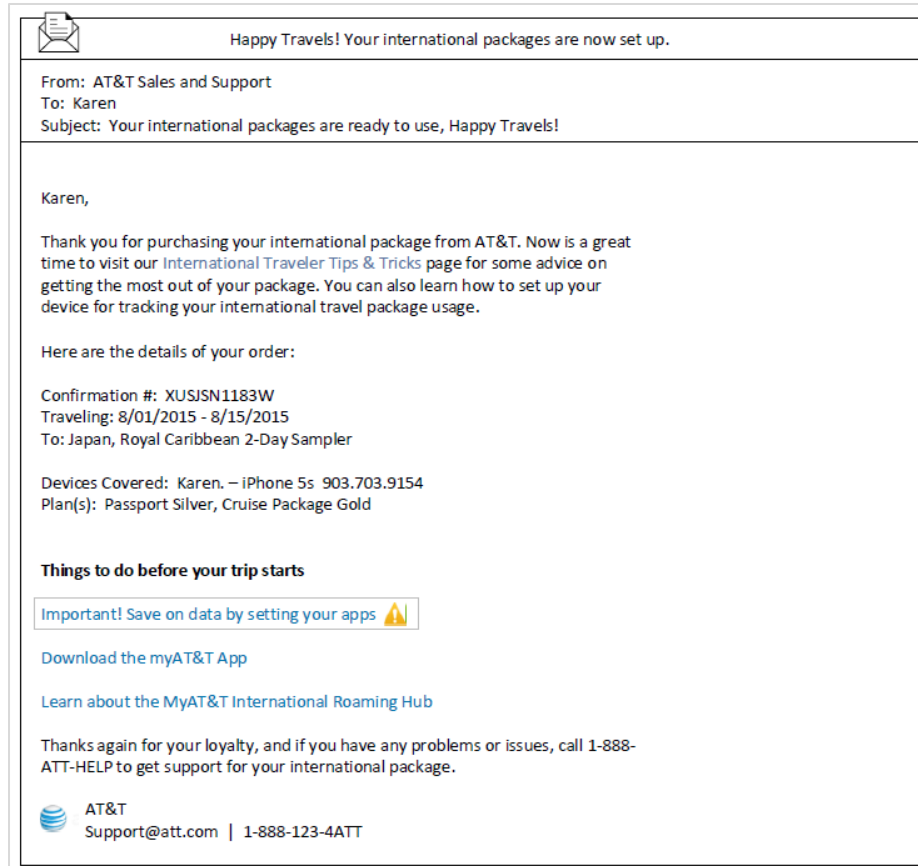
“Apps using data in the background”

☒ Access to information & tools

☒ Post-purchase guidance

☐ **Preparing the user**
(with supportive communication)

Advice or tips on
using my device?



USABILITY FINDING

- Enter here

END OF SERVICE / BILLING

TRIP USAGE

What's next?

Preparing for trip

Supporting the traveler

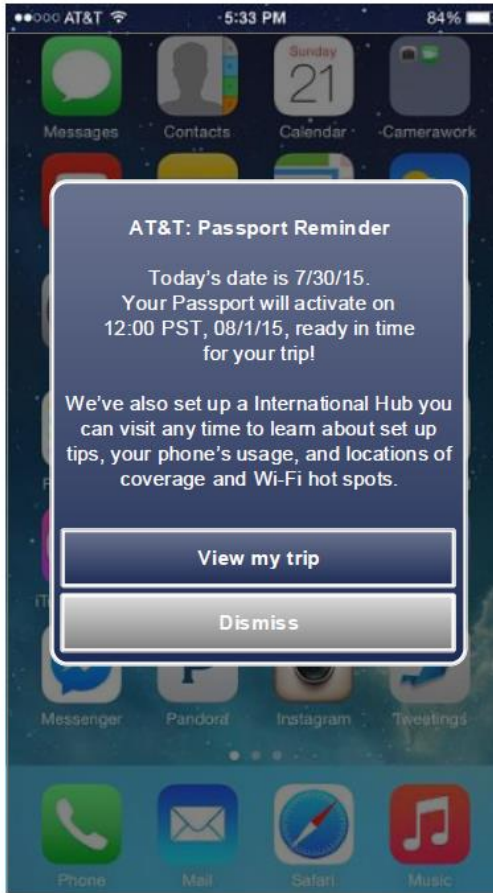
VOICE OF THE CUSTOMER:



"I have no idea what the app does. I downloaded it and still don't get it"

END OF SERVICE / BILLING

- ☒ Post-purchase guidance
- ☒ Preparing the user
- ☐ Pre-trip communication



- Start date
- Point to Hub with explanation

I assume that my package will start.



USABILITY FINDING

- Enter here

TRIP USAGE

What's next?

Preparing for trip

Supporting the traveler

VOICE OF THE CUSTOMER:



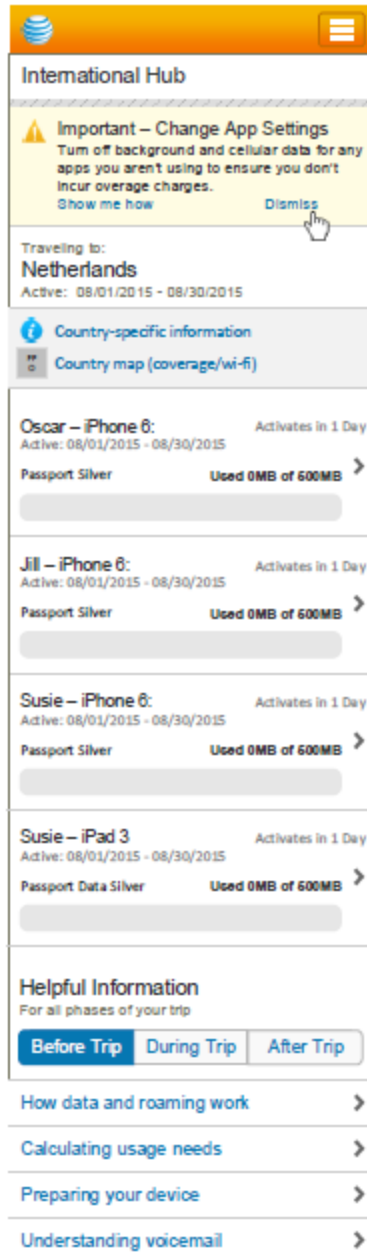
“The Passport only gives you an alert if you are near a hotspot. But it should monitor your usage and provide other information.”

END OF SERVICE / BILLING

☒ Preparing the user

☒ Pre-trip communication

☐ International App – Before trip



I assume that my package will start.



- Orientating user for travel
- Before travel information



USABILITY FINDING

- Enter here

TRIP USAGE

What's next?

Preparing for trip

Supporting the traveler

VOICE OF THE CUSTOMER:



"I watch data use on myAT&T app; make that work for roaming"

- ☒ Pre-trip communication
- ☒ International App – Before trip
- ☐ International App – During trip

How much data am I using?



Traveling to: Netherlands	
Active: 08/01/2015 - 08/30/2015	
	Country-specific information
	Country map (coverage/wi-fi)
Usage	
TALK	TEXT
Oscar – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	120 Minutes (@ \$1.00/min) >
Outgoing:	32 Minutes
Incoming:	88 Minutes
Total charges:	\$120.00
Jill – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	10 Minutes (@ \$1.00/min) >
Outgoing:	2 Minutes
Incoming:	8 Minutes
Total charges:	\$10.00
Susie – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	20 Minutes (@ \$1.00/min) >
Outgoing:	32 Minutes
Incoming:	88 Minutes
Total charges:	\$120.00

Usage	
TALK	TEXT
Oscar – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Unlimited Texts >
Jill – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Unlimited Texts >
Susie – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Unlimited Texts >
Susie – iPad 3: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Unlimited Texts >

Usage	
TALK	TEXT
Oscar – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Used 260MB of 600MB >
Jill – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Used 400MB of 600MB >
Susie – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Used 110MB of 600MB >
Susie – iPad 3: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Data Silver	Used 480MB of 600MB >

- Management tools
 - Data
 - Talk
 - Text
- Wi-Fi
- Supporting information



USABILITY FINDING

- Enter here

TRIP USAGE

What's next?

Preparing for trip

Supporting the traveler

VOICE OF THE CUSTOMER:

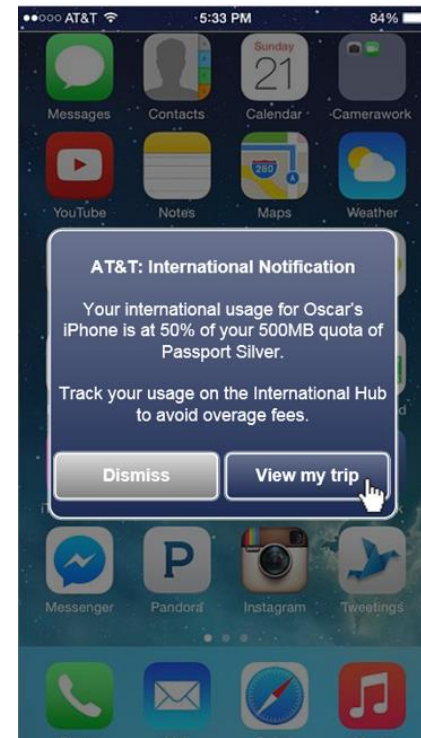


"I watch data use on myAT&T app; make that work for roaming"

END OF SERVICE / BILLING

- ☒ *International App – Before trip*
- ☒ *International App – During trip*
- ☐ **Supportive communication**
(During trip)

I can use some help
so I can enjoy my
trip.



USABILITY FINDING

- Enter here

END OF SERVICE / BILLING

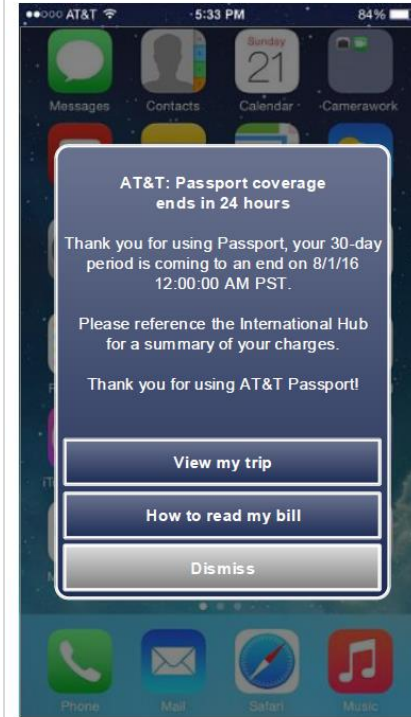
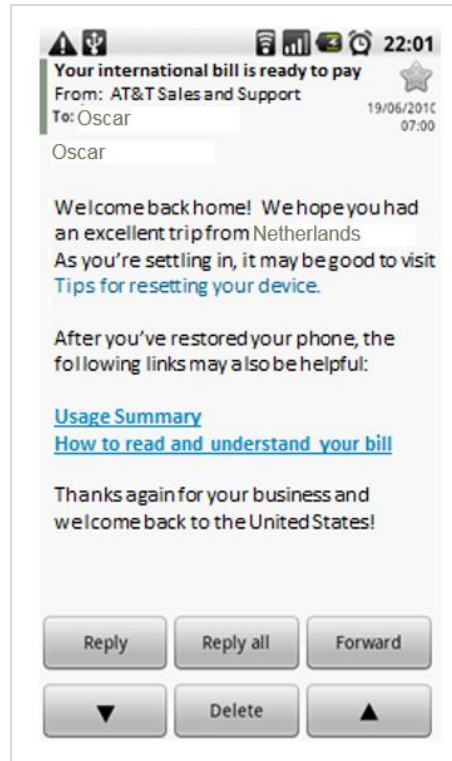
Education

Instill confidence

VOICE OF THE CUSTOMER:

“Surprise when you get back”

- ☒ *International App – During trip*
- ☒ *Supportive communication*
- ☐ **Timely communication**
(to set expectations)



Is there anything I need to do now that I'm back?



- Supporting customer
- Billing guidance



USABILITY FINDING

- Enter here

END OF SERVICE / BILLING

Education

Instill confidence

VOICE OF THE CUSTOMER:

“Surprise when you get back”

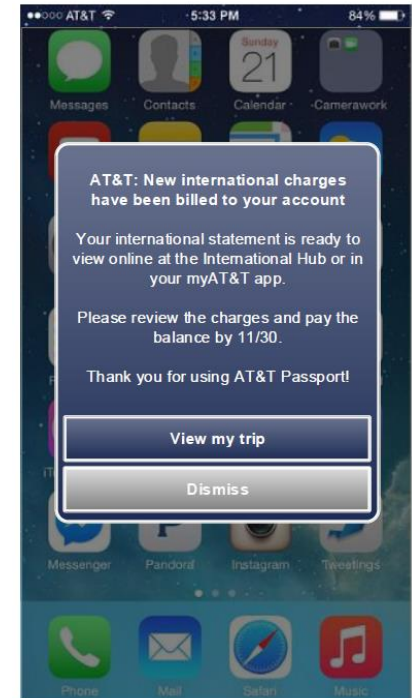


- ☒ Supportive communication
- ☒ Timely communication
- ☐ Using app as a reference point



Traveling to: Netherlands	
Active: 08/01/2015 - 08/30/2015	
Country-specific information	
Country map (coverage/wi-fi)	
Usage	
TALK TEXT DATA	
Oscar – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Used 260MB of 600MB
<div><div></div></div>	
Jill – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Used 400MB of 600MB
<div><div></div></div>	
Susie – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	Used 110MB of 600MB
<div><div></div></div>	
Susie – iPad 3: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Data Silver	Used 480MB of 600MB
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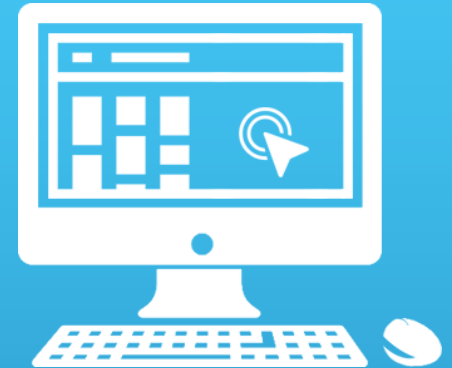
Traveling to: Netherlands	
Active: 08/01/2015 - 08/30/2015	
Country-specific information	
Country map (coverage/wi-fi)	
Usage	
TALK TEXT DATA	
Oscar – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	120 Minutes (@ \$1.00/min)
Outgoing:	32 Minutes
Incoming:	88 Minutes
Total charges:	\$120.00
Jill – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	10 Minutes (@ \$1.00/min)
Outgoing:	2 Minutes
Incoming:	8 Minutes
Total charges:	\$10.00
Susie – iPhone 6: ACTIVE	
Active: 08/01/2015 - 08/30/2015	
Passport Silver	20 Minutes (@ \$1.00/min)
Outgoing:	32 Minutes
Incoming:	88 Minutes
Total charges:	\$120.00



USABILITY FINDING

- Enter here

Usability



Project Takeaways and recommendations

- Content is king with a complex product offering.
Simple and clean designs alone will not support customers needs for clarification.
- Rethink the offerings - Features and Packages terms don't work for customer's mental model for associating it as a plan.
- Vet out a better cruise package that already includes passport features.
- Rethink Passport – The branding name is inconsistent and confuses the customer
- Customers like suggestions. Just be clear on how it's determined
- Customers need education. Remove the delineation between non-authenticated (sales) and authenticated (buyflow) experiences. Lead customers to education first with the ability to bypass to sales if not needed.



Q&A



Thank you.

