Interaction concept document for designers: how it works

The account is empty. nei...
(overdrawn) nor in credit. ...
zero balance. This state m...
Use a simple shape and o...
represent the baseline (ie...
that the quantity goes ove...
this case the baseline is th...

0 left

We could add another ref...
indicate the point of fullne...
mark.
While this may look nifty it ...
helpful to the user.

0 left

The account has been top...
green indicates a positive ...
size of the green disks is t...
base account disk.
Please investigate translu...
overlap to fit bigger disks i...
space.

full

full

The service on the right is ...
size of the red ring is large...
100% mark.
The service in the middle ...
(green colour) but the line...
the 100% mark and the th...
line indicates the credit ha...
out.
Translucency allows overl...

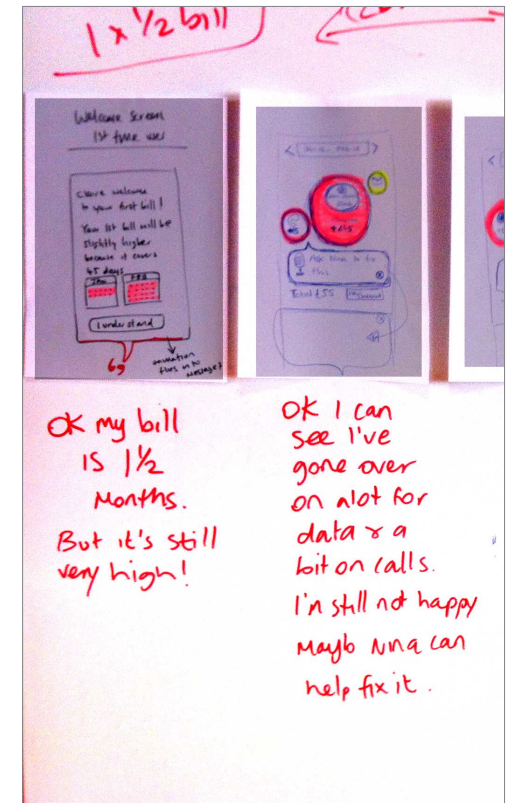100 overdrawn

Hi-fidelity prototype. "Fix bill" action done with javascript
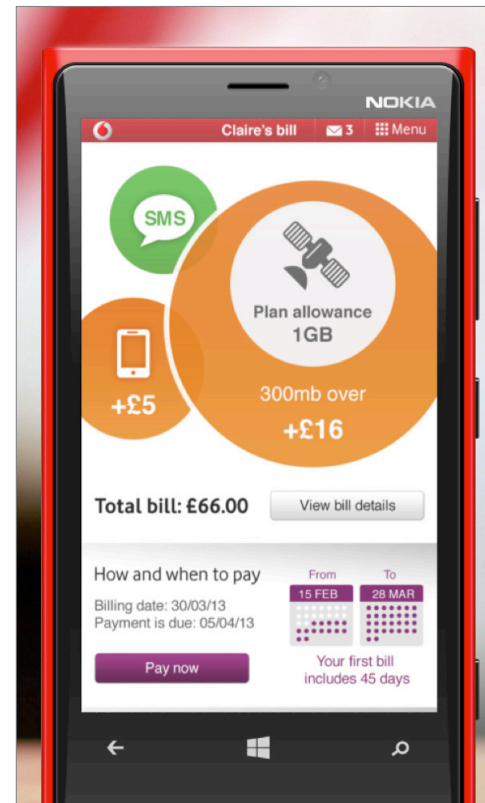
Workshop: what is necessary and what is interface cruft
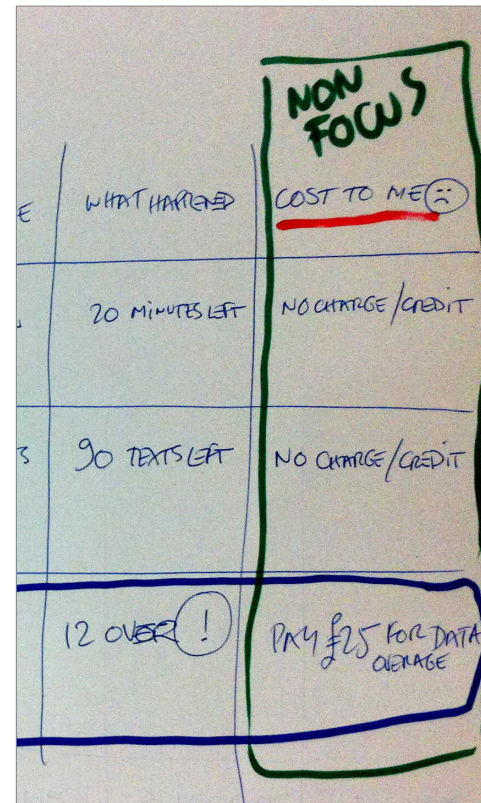
Codesign workshop: understand the "first bill" journey

Vodafone fix my bill with my finger

Project situation

Create a concept for Vodafone Group that the mobile operator could use to fuel its race to electronic self-care on the mobile platform and deploy to local markets.

The customer had already developed useful market and customer insights: A high percentage of call-centre volume globally was down to misunderstanding bill content, disagreeing with bill content or other billing query. Also, an important insight was that there was a spike in service requests during the first 90 days of the customer lifecycle.

I was able to convert these customer insights into user needs and proposed experiences that solved these problems while reinforcing the core brand message of "power to you".

Action and outcomes

Experience lead setting the strategy, writing the brief, joining in sketching and guiding delivery.

I proposed two ideas in the planning brief: First, that just because everyone is using data visualisation doesn't mean that customers understand it. I got the team to work on defining the precise meaning conveyed by the graphics as components went from the "out of focus" to "focus" states in order to remove as much information as possible.

Second, that people hate their mobile operator because they never pre-empt problems. Why should we make a fancy UI to describe a problem when we could use the same UI to fix the problem (as avoiding the problem in the first place wasn't realistic) in a way that hid the billing complexities from the customer and just let them know when things were OK.

Activities

Creative direction
Stakeholder workshops
User needs analysis
Research
Interaction design
Wireframe specification
Prototyping

Service design portfolio selection. Prepared by Dug Falby autumn/winter 2017

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