MyRogers+

What Is The Problem?

LACKS DEPTH

"You are an active mobile user. Your friends call you the 'ultimate chatterbox' and you're always on the go." Design the UI for a smartphone to allow clients to view their phone plan details, enable more add-ons, and an option for a travel plan.

How might you simplify the interactive mobile experience for users?

Why MyRogers+?

Imagine that you're rushing to the airport and you didn't have enough time to call ahead and get an international phone plan. Even though you vaguely recall the sweet bundle you have for international calls, you don't want to risk incurring excess charges.

Instead, you decide that it's too late and you'll incur the charges for your travel and restrict your usage.

With this mobile app, clients who are travelling have quick, and easy access to a system that allows them to select an international phone plan that fits their needs. At the same time, clients can pull up their existing phone plans and assess their options.

With these easy steps, the app aims to provide users with an efficient way to travel.

How Does It Work?

When clients are travelling, they can pull up their existing phone plans to check for international coverage. If their plans do not allow for sufficient coverage, they can use the app to change their phone plans accordingly by either enabling an add-on, or starting a new temporary plan to avoid excessive international fees.

Plan changes made due to the app will take effect immediately without needing to contact Rogers directly.