Project Type
Product Redesign UX/UI
Web Application

Duration
2 Months
Sept 2021 - Nov 2021

Role
Lead Designer, UX Researcher, UI Designer

Tools
Figma, Google Forms, Google Sheets, Google Docs, Google Meet, Microsoft Teams

My redesign of a critical feature for Cricket Wireless resulted in a 75% reduction in task completion time 🚀📉

Context

Cricket Wireless is a mid-tier prepaid carrier, without it, everything else discussed ahead 🔮

Imagine yourself as a Product Owner of a mid-tier telecom company, overseeing a web application used by customers who predominantly fit within a particular demographic. Your application is crucial because it allows customers to manage their cellular plans.

As the product owner of your application, user representatives tend to share customer issues quickly. For instance, if a customer encounters difficulty with a specific feature, it's common for them to promptly inform us about the application's shortcomings. Any delay can significantly affect both the customer and the company.

It's important to recognize that the user, Product Owner, and the development team, are quick enough for representatives to resolve queries efficiently and keep customers satisfied.

Problem statement

Although Cricket Wireless boasts a robust customer base, it grapples with ongoing queries and its policies at the forefront 🔥

Average Handle Time
Although customer complaints average handle time has been stable.

Service cost
Given their competitors this increases overall service cost.

CSS score
CSS score is under development stream. Much delay lower the implementation of new design concepts.

My role

Being a small company I'm going to wear all hats ⛑ & play a lot of stakeholders!

Software Developer

Software Developer
- Implementation

Quality Tester

UX Researcher

UI Designer

Overview

Given the nature of this project, I'll provide you a bird's eye view, followed by a deep dive into each phase of the process, ensuring a comprehensive understanding of the entire journey.

User Insights
Gathering user insights through conducting interviews with stakeholders.

Design Principles
Establishing design principles serves as one of the important factors to be considered when a potential user with different needs.

Challenges
- Design Constraints
- Stakeholder Management
- Research Resources
- Legacy Coding

Design Techniques
- Prototype testing with certain managers and non-planners to make major design changes in the early stage of the design process
- Wireframes, Mockups, Prototyping, Design Systems
- Intercom complaints analysis gave them a good better solution and improve efficiency

Best Practice
- Consistent terminology, icons, & coloring
- Clear & concise language, avoid technical complexities
- CX matrices analysis and
- Leading mobile and competitor UI/UX to set the baseline solutions

Analysis

Analysis, the art of figuring out what something used among other it has already gone wrong. 🤔

Task completion time
Although the task completion time appears relatively low, task completion time can mean different things for different customers.
We found that on an average it includes some thinking, search or change one subscriber status.

Average Story Size
Jira standard demanded the average story size to be 3 days. Although the story size is 3 days, it doesn't impact.

Goals

Time to market, while ensuring user needs satisfy, concerning the project, they had thinking solution helps better in the customer. 🎯

Main project metrics

Improve user satisfaction
1. Increase Net Promoter Score (NPS)
2. Increase customer care representatives' average handle time(AHT)

Improve business metrics
1. Decreasing the average service cost/year/ time
2. Reduce CSS score & improvement time frame between with issue development time

Challenges Faced

Challenges are like pop-quizzes! Understand what that seems like what if you don't get stuck in a maze. 🤔

Unavailability user designs
- Confusion over different terminology
- Lack coding of the current prototype limited iterating the flow one

Tester Prioritization
- Over-much of the old design mindset, hard to implement new ideas
- Lack of Intercom complaints analysis

Research Resources
- Limited interviews for stakeholders
- Tester's lack of patience, and over observation to gather insights delay

Legacy Coding
- Working with legacy code, implementation of new design concepts time consuming
- Incorporating service design principles into existing system and maintain code

Final solution

"A solution is like a bike, sometimes it takes a while to find, but once you do, everything just cruises."

it was an NDA project so I can not share the real screens.

However I will share a few wireframes that I have created for better understanding

Validation Techniques

"Validation is a crucial step in ensuring that a product meets the needs and expectations of its intended user. 🎯

Used **Pulsing** to advance data gathering to measure different UX metrics such as **task success rate**, time spent users complete tasks, **task completion time** (as long tasks take to finish), and **error rate** (how often users make mistakes) to identify areas of usability improvement.

The Journey

Although it's a large number of pages, it's a quick process, and you might crave a cure, but it's always an adventure! 🚀

The Design principles I followed

Quick
Aim to provide quick, valuable assist in transition user services. Minor updates enhance user trust, boost customer and business satisfaction can be achieved.

Clean
Ensure the interface is clear and organized, so users can easily navigate and find what they need without frustration, enhancing their user experience.

Consistent
Maintain consistent terminology, interface elements, and design elements across all screens to ensure a cohesive and intuitive experience.

The Process

Initial Research
The refactor dilemma: Or a golden opportunity

The whole redesign was an unintended consequence of a code cleanup project. The team's reflects on old legacy code encouraged developers (stakeholders) to go for a complete redesign of one of the most used flows in the application called **Change subscriber status**.

1. Legacy code issue
Legacy code made it difficult to implement new features and bug fixes, leading to increased development time and potential errors. The complexity of the code also hindered our ability to quickly adapt to changing requirements.

Opportunity to redesign the UI: Encouraged us to revisit the design and address the underlying issues.

Research, Prototyping, Test
First Iteration: The clean up

I began the redesign by reviewing pre-recorded sessions from FullStory, to understand the behaviors of our customers interacting with the flow.

- Intercom's chat log issues
- Customer care representatives' feedback on the existing software's ergonomics
  - The process required too many steps to be completed.
  - Lack of error prevention mechanisms.

The discussions with the product owner and market managers helped me to find unprompted ideas to the flow. Removing those above bottlenecks were the 10 Main components needed to improve UX(no one) were exact same.

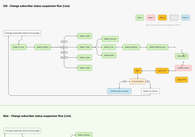
1. Data Observability
Implemented error prevention mechanisms to ensure data accuracy.

2. Feedback Mechanism
Introduced a feedback mechanism to gather user feedback.

Improved efficiency: Streamlined processes and reduced the number of steps required to complete the task, enhancing overall efficiency.

Iterations, Prototyping, Test
Second Iteration: Make it better

The third iteration focused on the business side, ensuring ease for stakeholder and administrators, and PMs. Therefore, I was tasked with incorporating the following features into the design: Intercom complaints analysis, Error prevention, and the integration of the customer care the solutions summary.



1. Implementing customer care solutions summary
Integrated customer care solutions summary into the interface to provide users with relevant information and solutions to common issues.

2. Error prevention
Implemented error prevention mechanisms to minimize the occurrence of errors and enhance data accuracy.

Intercom Complaint Issue Suggestions
Integrated Intercom complaint issue suggestions to provide users with relevant solutions to common issues.

Research, Prototyping, Test
Third Iteration: Looking everywhere

We have somewhat getting closer to our goals after each iteration but there was one nagge challenge that was observed during the usability tests.

1. The number of interactions to reach "Change subscriber status"

Intercom approaches to reduce interactions were myopically, or perfectly blind, but more effective. Eventually, we decided to incorporate the Intercom solutions into our design, which significantly reduced interactions. Specifically, we focused on the comparison of data and the customer's mobile device compatibility.

The Intercom Data and drop approach can be for same:
- A drop and drag is always the best way to make a decision instead of 2+ clicks.
- Drop and drag is more intuitive than clicks.
- A quick and easy approach that most of the users were already aware of.

Even though the team was indecisive about implementing the drop and drag, the team felt strong about that users adapted to more mainly than experience. The intercom concept made it easy for users to adapt, and since the most services are accessible via additional settings, it was deemed better to avoid clutter, which contributed to the prototype phase.

1. Implementing consistent design principles
Ensured consistency in design elements and interactions to provide a cohesive and intuitive experience for users.

2. Error prevention
Implemented error prevention mechanisms to minimize the occurrence of errors and enhance data accuracy.

A quick and intuitive approach: Focused on streamlining the design process to ensure a quick and intuitive approach, prioritizing user-friendliness and efficiency.

Final Challenge

The solution was ready to be released but one last unexpected minor unique challenge. It became difficult to change over the existing design, as the team was used to the old design, and it was time-consuming to implement. Despite minor delays, overcoming everything was the severe proof-complicated, from both a code and design perspective, which was a crucial milestone to ensure our goal of excellence.

The Solution : Introducing tabs

Listening to customers and to design principles were important, minimal changes, mainly tabs was a superior option to find decision and change their status by selecting categories. To ensure better consistency, I replaced the search feature with tabs, enhancing user experience. The design aligned with the Intercom's UI, leveraging the intercom's familiarity for seamless integration and consistent user interface.

Results

Results are those delightful outcomes that come engaged in hard work—sometimes what you hope for, sometimes a pleasant surprise.

Task completion time (TCT)
Task completion time never stood at 2 minutes from 8

The improved TCT helped the business to save

20M/year

While the Cellular platform with Verizon provides the figure, the business's data indicates the insights are observed in Verizon.

Average story points
The average story points to make a change in the flow decreased from 5 points to 3 points.

User flows

Feel free to take a peek behind the curtain and pick up tips & tricks, serious but you've got a snap people stare! 🔍

Old - Change subscriber status sequence flow (Line)

Change subscriber status
Plan Details
Change subscriber status
Change subscriber status
Change subscriber status
Change subscriber status