Product Design
Cross-functional collaboration

Product Design
Agile methodology

Product Design
Cross-functional collaboration

Tools
Figma, Figjam, Miro, Jira, Confluence, Slack, Google Sheets, Google Analytics, Microsoft Teams, Zoom

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

Context

Context is the 411 for conversations—without it, everything gets disconnected.

Imagine yourself as Product Owner of a critical feature in a large telecom company, overseeing a web application used by customer care representatives to address customer queries. Your application is crucial because it directly impacts customer satisfaction.

Your team's initial assessment identified a significant issue: the current system lacks context, leading representatives to frequently ask customers to repeat information they've already provided. This inefficiency not only slows down the representatives' workflow but also negatively affects both the customer and the company.

It's important to ensure that the user flows, especially for most frequent ones, are quick enough for representatives to resolve queries efficiently and keep customers satisfied.

Problem statement

Every problem is not a pain point. Identify what's broken and fix it before chasing solutions and its pitfalls in the future.

Job code
Customer care representatives frequently encounter issues when processing the implementation of new charge schemes.

Average Handle Time
Customer care representatives experiencing average handle time for each issues.

Business Impact
Customer dissatisfaction arising from the increasing average handle time not only affects both the customer and the company, but also impacts the company's revenue.

My role

Acting as a product manager, what would be your first steps, as a leader of representatives?

Overview

Understanding the challenge is crucial for effective problem-solving. Let's delve into understanding what fuels my drive and the impact behind the scenes.

Core Impact
Lead, prioritize and drive solutions addressing customer pain points.

Design Principles
Quick, Clear and Consistent are some of the important factors to be considered when a customer care representative is multitasking.

Challenge

Design Technique
- Promote pairing with vendor managers and test users frequent up to make design decisions and ensure alignment with business goals.
- Adopting a consistency mapping in exploring efficiency.
- Instead of a generic timeout, gives flash alerts to give better solution and improve efficiency.

Web Practice
- Implement usability testing, A/B testing.
- Conduct discussions with the users and stakeholders.
- UX Kanban strategies and
- Leading Agile and scrums of the teams to the better solution

Analysis

Analysis is an art. Digging out the insightful meaning hard among other it has already gone wrong.

Task completion time
Used different techniques such as UX analytics and some video recordings to understand where exactly the customer care representatives are facing issues.

8 mins
Average time taken to set up charge if it includes some testing scenarios charges and subscriber profiles.

3x extract
3.5 days
Job extract allowed the average time spent to complete a charge in the first 3.5 days(84.5 hours)

Goals

Having goals is like setting your destination, you know it's a good idea, but hitting crossed lines may tether in the moment.

Main project metrics

Improve user satisfaction
- Decrease customer complaints
- Improve customer satisfaction (average handle time/NPS)

Improve business metrics
- Drive revenue (closing more sales in lesser time)
- Improve customer retention (customer satisfaction leads to customer retention)

Challenges Faced

Challenges are like yoga poses—awkward at first, but worth the effort if you don't get injured in it.

Lack of Contextualization
Time much of the old system lacks context, leading representatives to ask customers to repeat information.

Resource Allocation
Limited resources for research.

Legacy Coding
Working with legacy code presents challenges in development time.

Technical Constraints
- Ensuring compatibility with vendor integrations and test users frequent up to make design decisions and ensure alignment with business goals.
- Adopting a consistency mapping in exploring efficiency.
- Instead of a generic timeout, gives flash alerts to give better solution and improve efficiency.

Web Practice
- Implement usability testing, A/B testing.
- Conduct discussions with the users and stakeholders.
- UX Kanban strategies and
- Leading Agile and scrums of the teams to the better solution

Final solution

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

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 isn't just ticking off boxes—it's about ensuring the right product is being built the right way.

Lean **Fullstory** session recordings helped us to **measure** discrepancies in metrics such as **task success rates** and **error rates**, ensuring our **task completion times** aligned with business goals. Lastly, Lean Analytics helped us to identify areas of usability improvements.

The Journey

Every journey has its ups and downs, and you might scream a lot, but it's always an adventure.

The Design principals I followed

Quick
Since time is the most valuable asset in a customer care representative's workflow, it's crucial to minimize time and keep customer interactions brief.

Clear
The system can be very tricky, it clears up the confusion and helps the user find what they need without frustration, enhancing their user experience.

Consistent
Consistency bridges gaps between cognitive load and minimizes mental efficiency.

The evolves

Once we are done with understanding the problems and being what goals to be achieved I was time to do some initial research before diving deep into the desired phase.

Initial Research

The solution dilemma: Or a golden opportunity

The technical team also recommended the product of a new internal project. The teams relied on an legacy code encompass business stakeholders to go for a complete redesign of one of the most used tools in the application called **"Change subscriber status"**

Research, Prototyping, Test

First iteration: The clean up

The legacy system's UI lacked modern design and exhibited poor UX efficiency, as underscored by extensive of our customer representatives (Reps) interviewed in the first iteration.

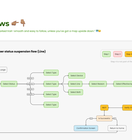
Initial research revealed that the system's heavily involving selecting from different charges.

The process requested the reps to navigate through:
- Sends Reps separate transaction
- Requires multiple clicks and scrolling, which prolonged handle time for inexperienced reps in the first. Removing those done brought down the TTI from an estimate time by a fourteen (14) mins which is 14 mins.

Research, Prototyping, Test

Second iteration: Make it better

The initial focus during the first iteration was on cleaning up the redundant and unnecessary clutts. Therefore, I was not able to make much changes to the UI. Discussions with vendor managers revealed that priorities, such as the importance of user concerns over few selection authority.



Research, Prototyping, Test

Third Iteration: Looking everywhere

Now we are comfortable getting close to our pain points after two iterations but there were one major challenge that was observed from the 2nd iteration: Reps were still struggling to find the right charges.

Various approaches to reduce interactions were experimenting as per method found, but none were effective. Eventually, we decided to admit the error in our approach and explore from a very unexplored place: Reps spending 80% of the time NOT completed charge even stop functionality which lead to a lot of customer complaints.

The 3rd iteration's big and stay approach can be the winner
- It is a big change to change the whole UI of the UI or at least a redesign of it. I know.
- It does not be changed in a single screen
- It does not be changed in a single screen but the same were already scrapped.

Even though we have not completed the project, we were about into the design, further testing ensured that users adapted it more easily than expected. The familiar coverage made it easy for users to adapt, and when the first version was deployed, its additional training was needed because users were already comfortable from the previous phase.

Final Challenge

The backend code needs completely but and uncontrolled some unique challenges. It became difficult to manage both time and details status changes in a single step as they had different dependencies in relations. Despite various attempts, troubleshooting everything into one screen proved complicated, from both a code and design perspective, which was untimely to turn given of schedule.

The Solution : Introducing tabs

Tabs are a standard that some design language uses to manage complex details. Users are a season upset to find devices and change their status by selecting categories. To ensure better comprehension, I replicated the device's tabs with tabs' vice-to-tide and another to devices. The drop down drop down menu for changing status was excluded for easily keeping the transition more uninterrupted.

Results

"Results are the ultimate proof that some engineers hold dear. Remember when you hyperbole "sometimes a great story"

Task completion time (TCT)
Task completion time spent decreas by 2 minutes from 8

The improved TCT helped the business to save

20M Dollars

Which in turn, allowed customer care representatives to flow into other tasks and increase their overall efficiency.

Average story points

The average story points increased by a factor of eight (8) in the first iteration. Subsequently, it stabilized at 13 in the second iteration.

User flows

Take flows to the next level by creating a user flow chart, enhancing its clarity, where you've got a high upside down. "Wow"

Old - Change subscriber status suspension flow (Line)