

High Fidelity Mockup – Telecom Website

- A Case Study

Prasenjit Dasgupta

Project overview

- Product
- Duration
- Problem & Goal
- My Role in the Project

Project overview : Product & Duration



The product:

To create a website to enable order journeys for products like PSTN, Mobile, Broadband, Bundle etc. for a Telecom Company.



Project duration:

March 2020 to August 2020.

The screenshot displays the Order Gateway website interface. At the top, there's a navigation bar with links for Home, Marketing, Services, Basket, and Account. Below the navigation is a large banner featuring a satellite dish against a blue sky. The main content area is divided into several sections: 'Already registered?' and 'Not registered yet?' with input fields for email and password, and links for 'Forgot Password?' and 'Register Password?'. Below these are sections for 'CREATE A DEAL', 'PLACE AN ORDER', 'PRODUCTIVE SERVICES', 'TRACK YOUR ORDERS', 'MANUFACTURING', 'COMMUNICATIONS', 'LATEST NEWS', 'BUSINESS', and 'RESOURCES'. A 'OUR GLOBAL PARTNERS' section shows a network graph with various company logos. On the right side, there are sections for 'LATEST PRODUCTS' (listing 'PSTN PHONE', 'MOBILE PHONE', 'TABLET', 'BROADBAND', 'BUNDLE PRODUCTS', and 'BUSINESS APPS, CALL PLANS AND CALL PACKAGES'), each with a brief description and a 'SEE MORE' button. The bottom of the page features another network diagram and a 'CONTACT US' button.

Project overview: Problem & Goal



The problem:

For the Telecom company call “Order Gateway (OG)”, currently there is a huge customer base and it is growing by the day. The customers currently place the orders over phone which is picked by customer service desk and details are placed to backend order processing systems. We need to create an frontend online web application to support the ordering functionality for the products like Phone lines, Mobiles and Broadband.



The goal:

To enable an easy online ordering system for products like PSTN, Mobile, Broadband, Call Plans and Bundle etc. Also the application should support User Management Section as well.

Project overview: My Roles & Responsibilities



My role:

My role in the project was as an UX designer.
Designing a website that will allow users to order products like Phone Lines, Mobile, Broadband and Bundle products from the company called Order Gateway which is a top tier organization in the Telecom Domain.



Responsibilities:

Conducting user interviews.
Creating wireframes and Mockups,
Creating HF prototypes,
Conducting Usability Testing
Creating IA and Site Maps
Creating User Flows etc.

Understanding the user

- User interviews
- User Persona
- User Pain points

User research: summary



I conducted user interviews to understand the user pain points. The users are B2B (Business to Business) users, Resellers, Partners of the given Telecom organizations or direct customers. Currently all these users place the orders for their required products like phone lines, Mobiles and Broadband by directly contacting customer service or by emailing.

The research revealed that the users are having difficulties with the current system and they need an online web application which will allow them to view all the products available, prices, promotions and then to place orders for the needed product with ease and can track the orders afterward. The site may include a user management section and also should allow the users to modify and view previous orders.

User research: Pain points

1

Pain point

Users need an online website to order products such as Phone Lines, Mobiles and Broadband products

2

Pain point

Users need an easy way to view and track previous orders.

3

Pain point

Users need an easy user management section to change password, address and payment methods etc.

Persona 1



Kyle Walker

Age: 35

Education: Masters in Science (MS).

Hometown: Albert Square, Manchester

Family: Married.

Occupation: Customer Service Executive,
OG Telecom Ltd.

*“Can we please have an online automated system for order placement.
That would make life so much easier for us.”*

Goals

- Collects customer orders via calls and emails, then consolidates them and enters into the backend system.
- Once orders placed into the backend system, he validates the order details like address, credit details, site details and process the orders.

Frustrations

- The current manual system of collecting the orders via calls and emails is very tedious and time consuming.
- This is also prone to human errors and results in erroneous information.

Kyle is a customer service desk executive in a renowned Telecom company called Order Gateway (OG). He has a busy work schedule and has to work about 10 hours to complete his task. The working hours are similar for all the employees in his department and this is due to the lack of a system where the customers can directly place their orders. Daily he and his team receives the orders for products such as PSTN, Mobiles, Broadband and Bundle etc on call and emails and then process these orders. This manual process needs a lot of time and efforts and hence reduces the employee productivity.

“How Might We” - Design Ideation process

How Might We
create a Login
Section that will
allow the user
quickly and easily
login into the
Application?

How Might We
create a change
password section to
allow the user to
manage and change
password as
needed?

How Might We give
the users a user
friendly interface
which will be easy
to use as well as will
promote the brand
identity?

How Might we
provide the new
users a sign up
option to allow
them to register into
the application?

How Might we
provide the users an
user account
section to manage
their information for
repeated orders?

How Might we
provide the users an
easy way to view
and track their
previous orders?

How Might we
provide the users an
easy online ordering
experience for
Phone Lines,
Mobiles, Broadband
and Bundle
products?

How Might we
provide the users an
easy and secure
payment option?

How Might we
provide the users an
option to save the
card details for
repeated orders?

How Might we
provide the users an
option to to
regenerate a
temporary password
if they forget
password?

How Might we
display the product
catalogue in an
compact but
attractive way to the
customers?

How Might we make
the User Interface
more accessible to
the users and
visually pleasing?

How Might we allow
the users to view all
the key features of
each product before
selecting a given
product?

How Might we
design the order
summary page to
show the costs of
each purchase, VAT
and total cost (Final
Bill) of the order?

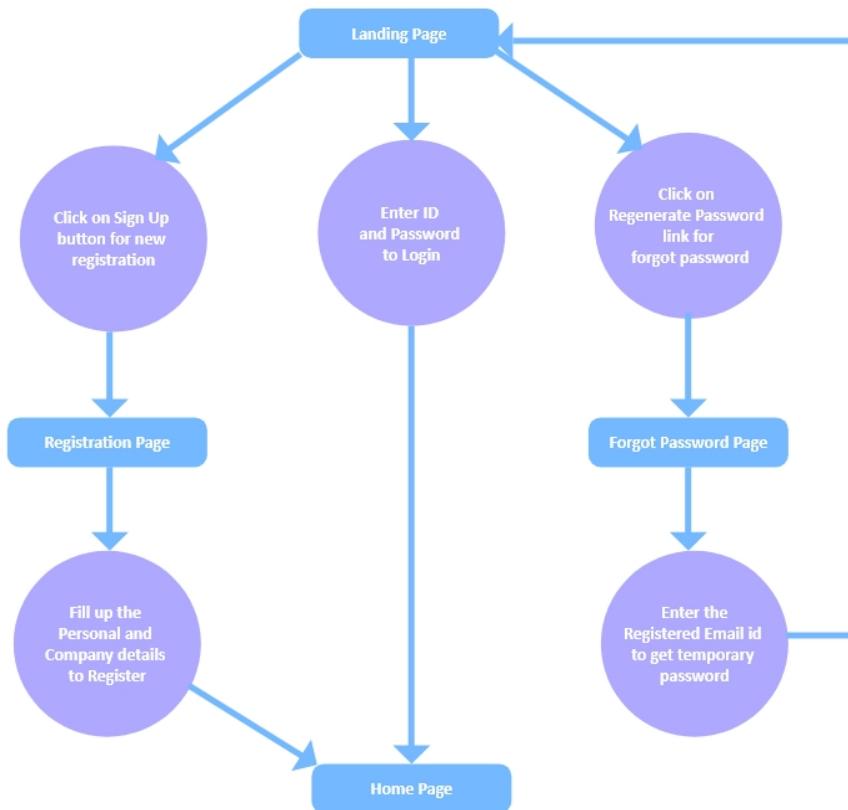
How Might we
provide the users an
option to save
address and contact
details (for later use)
which can be edited
while ordering?

How Might we
provide the users an
option to save
payment/card
details for future
ordering?

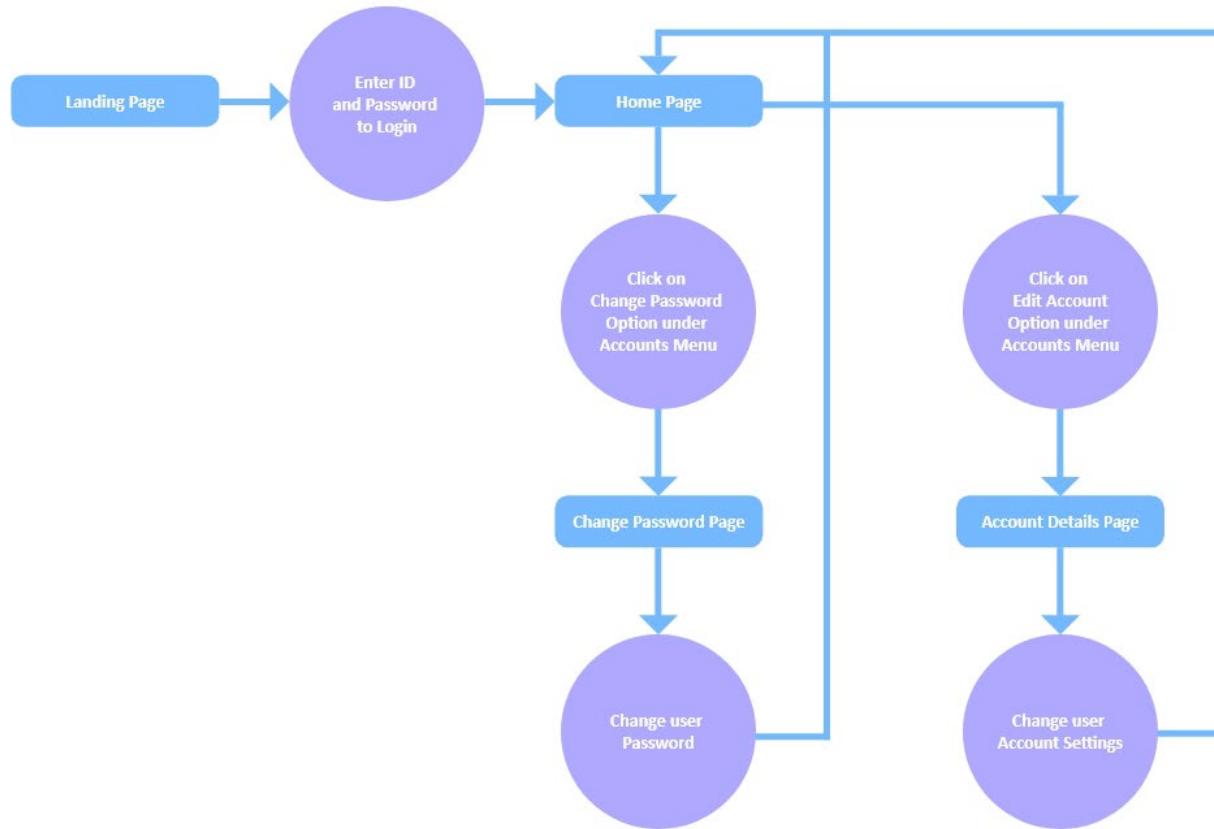
How Might we
provide the users an
order confirmation
reference number
once the order is
successfully
submitted/placed
into the system?

How Might we
highlight all the
latest products
release by the
company and
provide the latest
release information
to the users?

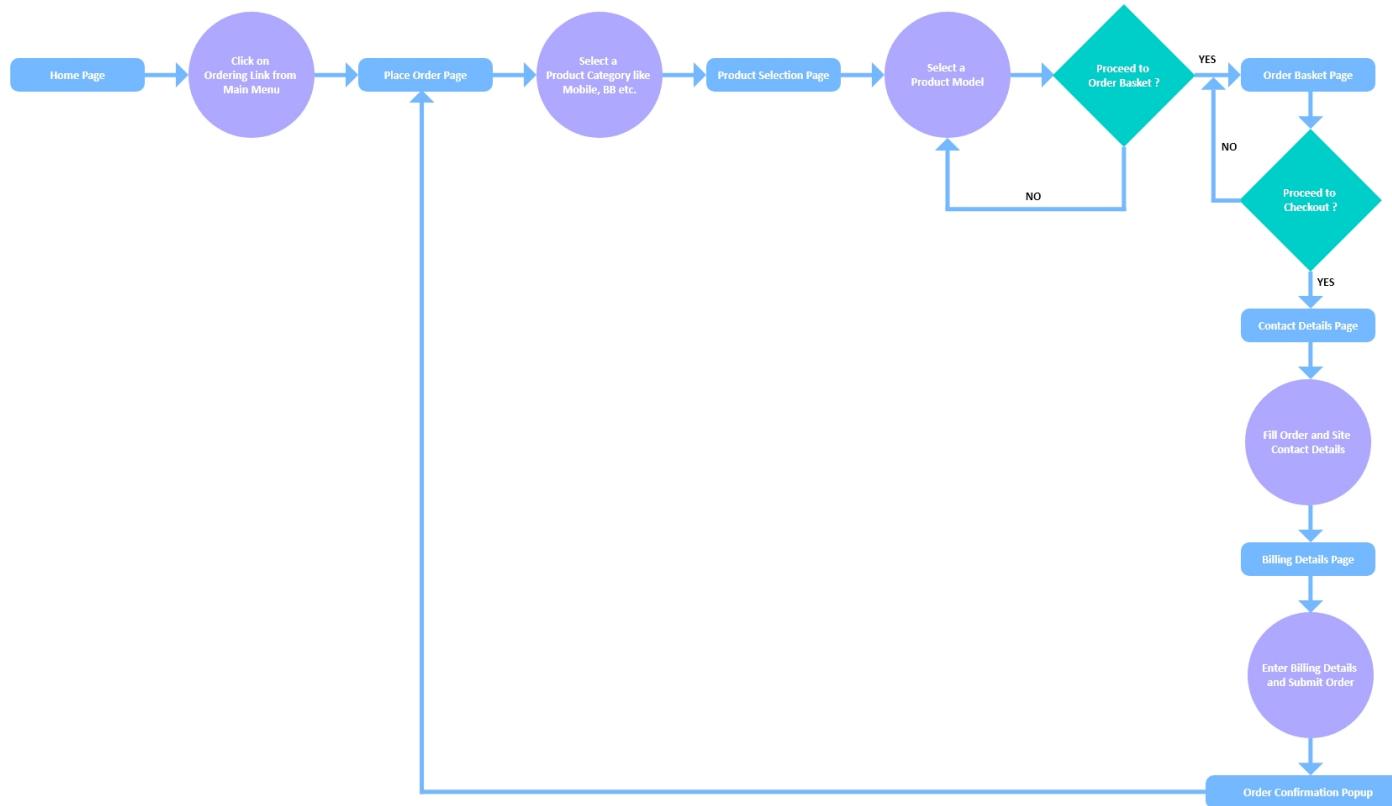
User Flow 1 : Login & Register



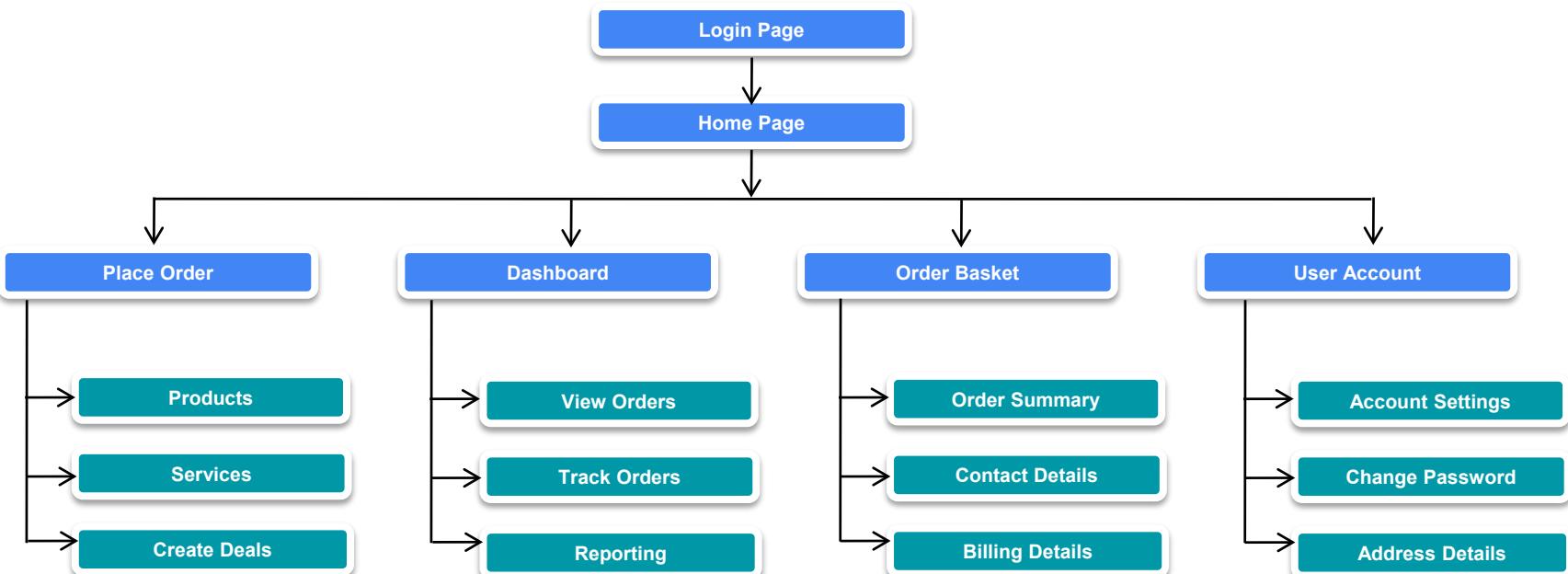
User Flow 2 : Account Management



User Flow 3 : Place Order



Information Architecture (IA)



Creating Wireframes

- Low Fidelity Wireframes

Low Fidelity Wireframes

Landing Page

The landing page wireframe includes a placeholder for a 'Cover Image' at the top, which will be a 'central panel with the logo of the company and the company's name'.

The 'Forgot Password?' section is a 'darker panel with the link to generate a temporary password'.

The 'Global Partner Names' section is a 'darker panel with the logos of the top 10 partners of the company'.

The footer contains 'Copyright Information'.

Registration Page

The registration page wireframe includes a placeholder for a 'Cover Image' at the top, which will be a 'central panel with the logo of the company and the company's name'.

The 'User Registration' note is a 'darker panel with the note that the email will be captured in an offline session'.

The footer contains 'Copyright Information'.

Forgot Password Page

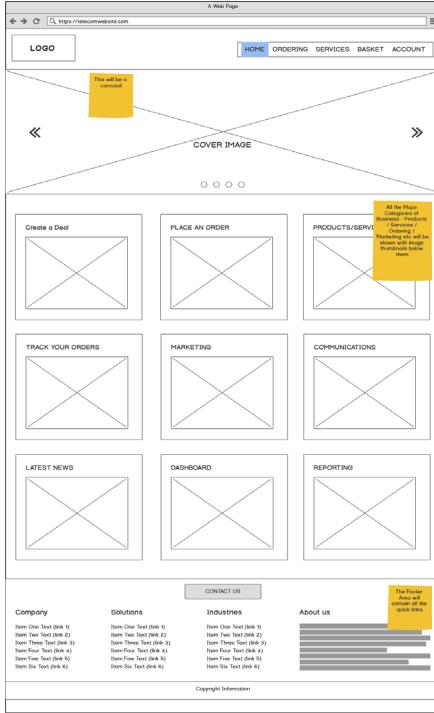
The forgot password page wireframe includes a placeholder for a 'Cover Image' at the top, which will be a 'central panel with the logo of the company and the company's name'.

The modal window for generating a password is a 'darker panel with the link to generate a temporary password'.

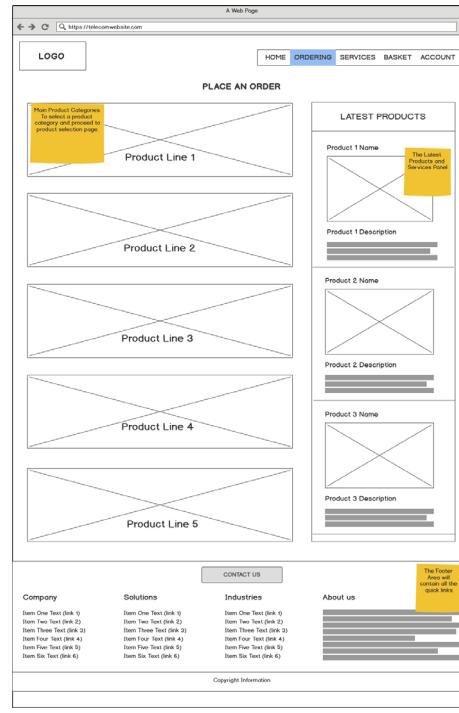
The footer contains 'Copyright Information'.

Low Fidelity Wireframes

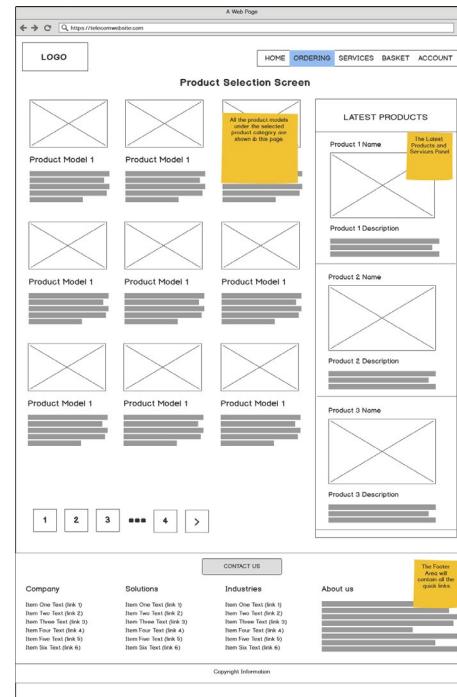
Home Page



Ordering Page



Product Selection Page



Low Fidelity Wireframes

Product Details Page

A Web Page

https://telecomwebsite.com

LOGO

HOME ORDERING SERVICES BASKET ACCOUNT

Add Product To Basket

Product Model 2

LATEST PRODUCTS

Product 1 Name
The latest products and services from

Product 1 Description

Product 2 Name

Product 2 Description

Product 3 Name

Product 3 Description

Product Features

- The list will be the main product features
-
-
-
-
-

Price - ₹ 15000.00 Quantity - 01

ADD TO BASKET

CONTACT US

Company Solutions Industries About us

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Copyright Information

Order Basket Page

A Web Page

https://telecomwebsite.com

LOGO

HOME ORDERING SERVICES BASKET ACCOUNT

ORDER BASKET

Products In Your Basket

Added product image will be below the overlaid 'Add Quantity' button

Billed Item	One Off Charges	Monthly Charges
PSTN Phone Line Quantity - 01	₹ 15000.00	₹ 500.00
VAT	₹ 900.00	₹ 100.00
Bill Amount	₹ 15900.00	₹ 600.00

Billed Item	One Off Charges	Monthly Charges
PSTN Phone Line Quantity - 01	₹ 15000.00	₹ 500.00
VAT	₹ 900.00	₹ 100.00
Bill Amount	₹ 15900.00	₹ 600.00

TOTAL BILL AMOUNT - ₹ 31800.00 ₹ 1200.00

CHECKOUT

CONTACT US

Company Solutions Industries About us

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Copyright Information

Contact Details Page

A Web Page

https://telecomwebsite.com

LOGO

HOME ORDERING SERVICES BASKET ACCOUNT

Address Details

Address Details will be copied into a modal window

PSTN Phone Line
Quantity - 01

Order Contact Details

First Name _____
Last Name _____
Email Id _____
Phone Number _____
Postcode _____
Address Line 1 _____
Address Line 2 _____

Company Details

Company _____
Company Email _____
Company Phone Number _____
Phone Number _____
Site Postcode _____
Site Address Line 1 _____
Site Address Line 2 _____

Proceed To Payment

Copyright Information



Low Fidelity Wireframes

Payment Details Page

The Sliding Horizontal Panel will take you to the previously saved credit/Debit Card Details.

BILLING DETAILS

Please Select From Saved Card

OR

Enter the New Card Details

Account Holder Name

Account Number

Expiry Date

CVV

BACK SUBMIT PAYMENT

CONTACT US

The Footer Area will contain all the quick links

Order Confirmation Popup

Clicking the modal window will take back to the Main Product Category Screen

BILLING DETAILS

Order Submitted Successfully !!

Please Note down the below Order Reference Number.

ABCD1234567890

CLOSE

Enter the New Card Details

Account Holder Name

Account Number

Expiry Date

CVV

BACK SUBMIT PAYMENT

CONTACT US

Company Solutions Industries About us

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Item One Text (link 1)
Item Two Text (link 2)
Item Three Text (link 3)
Item Four Text (link 4)
Item Five Text (link 5)
Item Six Text (link 6)

Copyright Information

High Fidelity Mockups

- Creating High Fidelity Mockups

High Fidelity Mockups

Login Page

The image shows the Order Gateway homepage. At the top left is the logo 'Order Gateway' with the tagline 'On Your Doorstep!'. The top right features social media icons for LinkedIn, Facebook, Twitter, and YouTube. The main visual is a man in a suit holding a smartphone, with a network of glowing nodes and lines overlaid on the background, suggesting connectivity. Below this, a red button with white text reads 'Forgot Password?'. To the left, there's a section for registered users with fields for Email and Password, and a 'LOGIN' button. To the right, there's a section for new users with the text 'Not registered yet?' and a 'SIGN UP' button. A note below says 'As a Partner, you'll need your Partner details to register for the Order Gateway.' At the bottom, there's a 'OUR GLOBAL PARTNERS' section with logos for various companies like Finserv, SBI, Sunshine, databerry, and others. A 'CONTACT US' button is located at the bottom center. The footer contains links for About Us, Privacy Policy, Accessibility, Services, Disclaimer, Code of practice, and Contact us.

Registration Page

Forgot Password Page

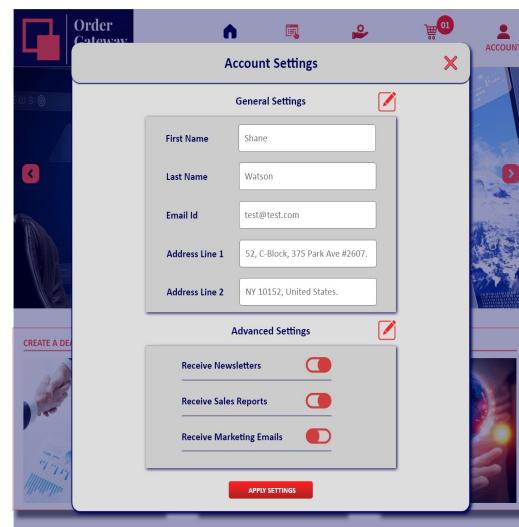
A screenshot of a mobile application interface for "Order Gateway On Your Doorstep". The top navigation bar features the app's logo with two red squares and the text "Order Gateway On Your Doorstep". The main title "Order Gateway" is centered at the top, with the subtitle "On Your Doorstep!" below it. A large, semi-transparent background image of a modern building at night is visible. In the center, a modal dialog box has a white header with the text "Forgot Password ?" and a red "X" icon. Below the header is a message: "Please Enter Email Below to Generate a Temporary Password.". A text input field contains the email "test@test.com". At the bottom of the modal is a red button labeled "RESET & FIND". To the left of the modal, under the heading "Already registered?", there are fields for "Email" (containing "test@test.com") and "Password" (containing "*****"). Below these fields is a blue "LOGIN" button. To the right of the modal, under the heading "Not registered yet?", is a blue "SIGN UP" button. At the very bottom of the screen, there is a link "Forgot Password ?".

High Fidelity Mockups

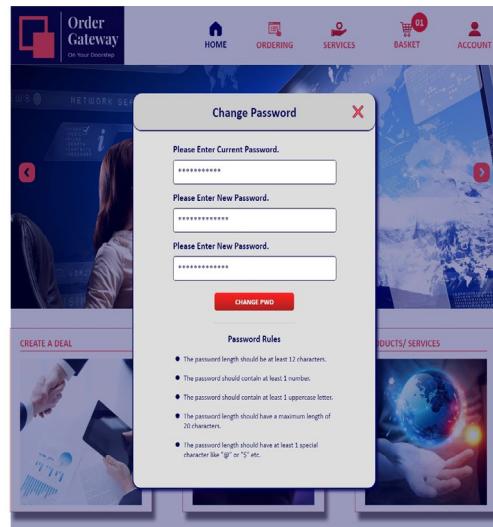
Home Page



Account Settings Page

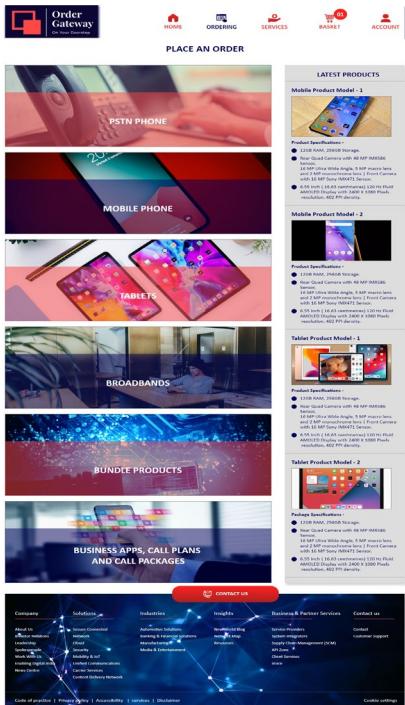


Change Password Page



High Fidelity Mockups

Ordering Page

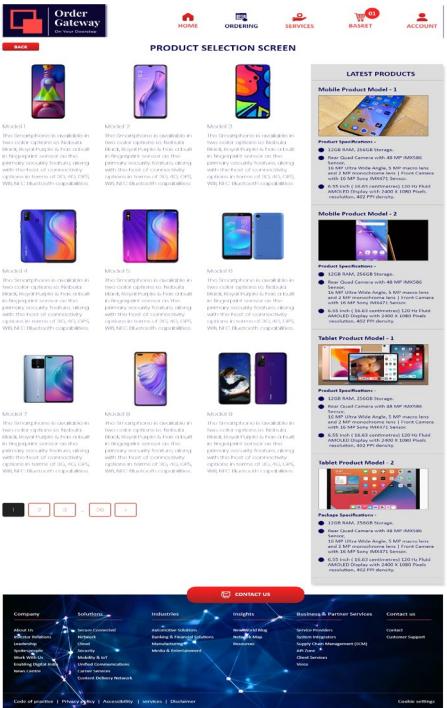


The Ordering Page features a top navigation bar with links for HOME, ORDERING, SERVICES, BASKET (containing 1 item), and ACCOUNT. Below this is a header "PLACE AN ORDER". The main content area is divided into several sections:

- PSTN PHONE:** An image of a black mobile phone.
- MOBILE PHONE:** An image of a blue mobile phone.
- TABLETS:** An image of two tablets, one pink and one blue.
- BROADBANDS:** An image of a person sitting at a desk with multiple monitors.
- BUNDL PRODUCTS:** An image of a smartphone with a bundle of accessories.
- BUSINESS APPS, CALL PLANS AND CALL PACKAGES:** An image of a smartphone with a business app interface.

At the bottom is a contact form with fields for Company, Subsidiaries, Industries, Business & Partner Services, Solutions, and Contact us. It includes a "CONTACT US" button and a "Cookie settings" link.

Product Selection Page

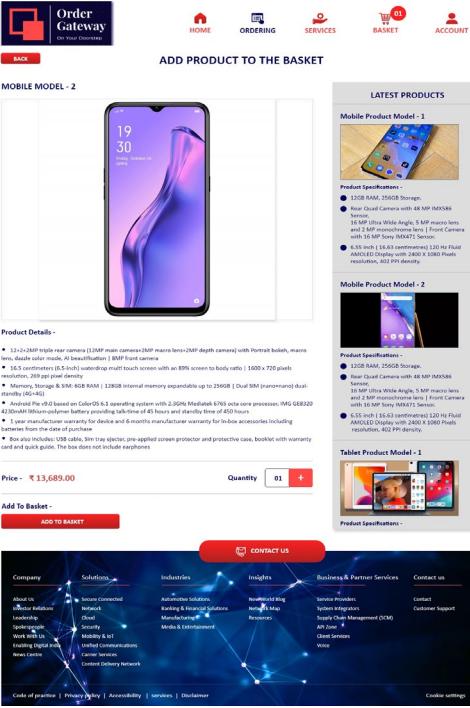


The Product Selection Page has a top navigation bar with links for HOME, ORDERING, SERVICES, BASKET (containing 1 item), and ACCOUNT. Below this is a header "PRODUCT SELECTION SCREEN". The main content area displays four product categories:

- LATEST PRODUCTS:** Shows "Mobile Product Model - 1" and "Mobile Product Model - 2". Each model has a thumbnail, a brief description, and a "View Details" button.
- MOBILE MODEL - 1:** Shows "Mobile Product Model - 1" and "Mobile Product Model - 2". Each model has a thumbnail, a brief description, and a "View Details" button.
- MOBILE MODEL - 2:** Shows "Mobile Product Model - 1" and "Mobile Product Model - 2". Each model has a thumbnail, a brief description, and a "View Details" button.
- Tablet Product Model - 1:** Shows "Tablet Product Model - 1" and "Tablet Product Model - 2". Each model has a thumbnail, a brief description, and a "View Details" button.

At the bottom is a "CONTACT US" button and a "Cookie settings" link.

Product Details Page



The Product Details Page has a top navigation bar with links for HOME, ORDERING, SERVICES, BASKET (containing 1 item), and ACCOUNT. Below this is a header "ADD PRODUCT TO THE BASKET". The main content area shows a large image of a purple smartphone, its "Product Specifications", and a "Product Details" section for "Mobile Product Model - 1".

Product Specifications:

- 12GB RAM, 256GB Storage
- Rear Quad Camera with 48 MP IMX586 Sensor
- 16 MP Ultra Wide Angle, 8 MP macro lens and 2 MP monochrome lens | Front Camera with 32 MP Sony IMX616 Sensor
- AMOLED Display with 2400 X 1080 Pixel resolution, 602 PPI density

Product Details -

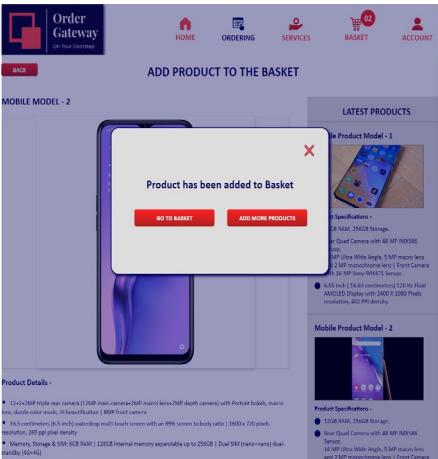
- 12+3x2MP triple rear camera (13MP main camera|2MP macro lens|2MP depth camera) with Portrait mode, macro, dual color mode. AI beautification | 8MP front camera
- 14.5 MP cameras (5.5-inch) waterdrop multi-touch screen with a 88% screen-to-body ratio | 1500 x 720 pixels
- Memory, Storage & SIM: 8GB RAM | 256GB Internal memory expandable up to 256GB | Dual SIM (eSim) capable
- Anodized IP-68 rated
- 4200mAh Lithium-polymer battery providing talk-time of 45 hours and standby time of 450 hours
- IP68 rating
- Box also includes: USB cable, SIM tray ejector, pre-applied screen-protector and protective case, booklet with warranty card and quick guide. The box does not include earphones

Below this are sections for "Mobile Product Model - 2" and "Tablet Product Model - 1", each with their own "Product Specifications" and "Product Details". At the bottom is a "Price - \$13,689.00", a "Quantity" input field set to "61", and an "Add To Basket" button. A "CONTACT US" button and a "Cookie settings" link are also present.



High Fidelity Mockups

Add To Basket Popup



Order Basket Page

This screenshot shows the "ORDER BASKET" page. It lists "Products In Your Basket" with two entries:

Product Details	One-Off Charges	Monthly Charges
PSTN Phone Line ● 64GB RAM, 128GB Storage. ● Rear Quad Camera with 48 MP IMX586 sensor, 16 MP Ultra Wide Angle, 5 MP Macro lens, and 2 MP Depth sensor. ● 6.5-inch (16:9) FullHD+ AMOLED Display with 2400 X 1080 pixels resolution, 209 ppi pixel density. ● 4G VoLTE, 4G LTE, 5G SA/NSA Dual SIM (Nano-SIM) Dual Standby (4G+4G).	₹ 10,000.00	₹ 500.00
VAT: Bill Amount	₹ 1,800.00 ₹ 11,800.00	₹ 90.00 ₹ 590.00

Product Details	One-Off Charges	Monthly Charges
PSTN Phone Line ● 64GB RAM, 128GB Storage. ● Rear Quad Camera with 48 MP IMX586 sensor, 16 MP Ultra Wide Angle, 5 MP Macro lens, and 2 MP Depth sensor. ● 6.5-inch (16:9) FullHD+ AMOLED Display with 2400 X 1080 pixels resolution, 209 ppi pixel density. ● 4G VoLTE, 4G LTE, 5G SA/NSA Dual SIM (Nano-SIM) Dual Standby (4G+4G).	₹ 13,689.00	₹ 0.00
VAT: Bill Amount	₹ 2,464.00 ₹ 16,153.00	₹ 0.00 ₹ 0.00

TOTAL BILL AMOUNT - ₹ 27,953.00 ₹ 590.00

CHECKOUT

Contact Details Page

This screenshot shows the "CONTACT DETAILS" page. It contains two main sections: "Order Contact Details" and "Company & Site Details".

Order Contact Details:

First Name	Shane
Last Name	Watson
Email Id	test@test.com
Phone Number	01222222222
Postcode	MV24 2BY
Address Line 1	K-Block, 300 Park Ave.
Address Line 2	NY 10900, United States.

Company & Site Details:

Company Name	NBC LTD
Company Email	test22@test.com
Site Postcode	K890 822
Site Address Line 1	13th St, New York.
Site Address Line 2	NY 10011, United States.

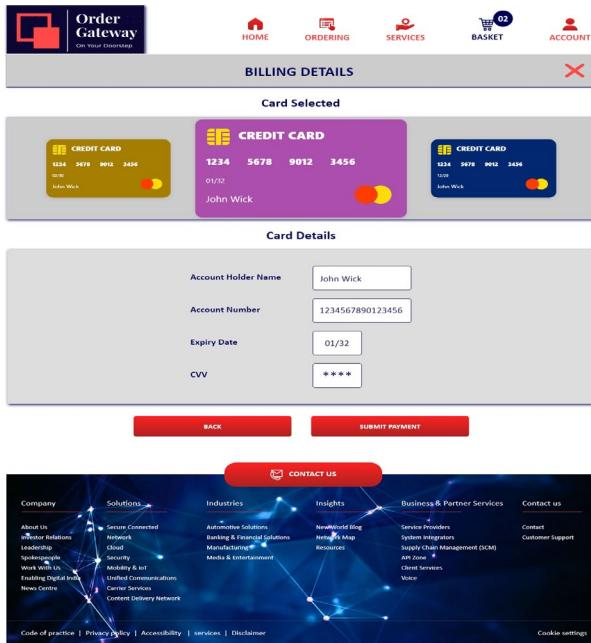
PROCEED TO BILLING

Code of practice | Privacy Policy | Accessibility | Services | Disclaimer



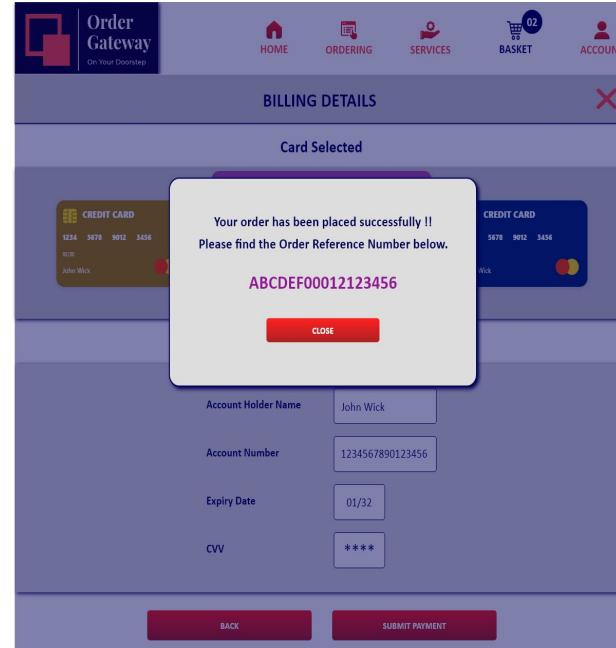
High Fidelity Mockups

Billing Details Page



The Billing Details page is a dark-themed interface. At the top, there's a header with the "Order Gateway" logo and navigation links for HOME, ORDERING, SERVICES, BASKET (with a count of 02), and ACCOUNT. Below the header is a section titled "BILLING DETAILS" with a close button. This section contains three credit card options labeled "Card Selected". Underneath, a "Card Details" form is shown with fields for Account Holder Name (John Wick), Account Number (1234567890123456), Expiry Date (01/32), and CVV (****). At the bottom are "BACK" and "SUBMIT PAYMENT" buttons, and a "CONTACT US" button at the very bottom.

Order Confirmation Popup



Going forward

- Takeaways
- Next steps

Takeaways



What I learned:

While designing the Low and High fidelity prototypes for the Telecom website, I have learned how to conduct foundational user research such as user interviews, how to create user personas and research reports, how to create the information architectures and user flows, and finally creating the wireframes, mockups and add interactivity to them to convert them into low and high fidelity prototypes.

Next steps

1

To conduct usability studies to get the High Fidelity Prototype tested by the real target user groups to gather user feedback and usability defects.

2

To make more design iteration based on the insights gathered from the usability testing on the Prototypes.

Let's connect!



Thank you for your time reviewing my work on the Telecom Website! If you'd like to see more or get in touch, my contact information is provided below.

Email: prasenjitdasgupta999@gmail.com