



By Steve Newnham

Brief Re-design all critical purchasing journeys on Vodafone.co.uk

Skills UX, UI, weekly user testing, Invision Prototyping, requirement gathering, workshops and much more.

Offer ends 28 February 2018. Terms apply.

Broadband deals from Vodafone

We're able to provide Vodafone Broadband at your property by using your existing line [Start again](#)

Your address:

17, Foxtail Drive, Dibden Purlieu, Southampton, Hampshire, United Kingdom, SO45 4NZ [This isn't my address](#)

Your preference

Use existing line

You can keep your existing landline number by entering it in the box. If you'd like a new number, leave the box blank

Your existing landline number

e.g. 020 1234 1234

i If you enter your existing landline number, we can also give you a more accurate estimate of your broadband speed.

I want a new line (with a new number, £60 fees applicable)

BEFORE

SCENARIO

Customer has chosen a broadband package and now needs to decide how they would like their line and number handled.

IMPROVEMENTS

- 1 Positioned too early in the users journey: before they have chosen a product
- 2 Too many words and explanation.
- 3 3rd choice hidden in the sentence.
- 4 Divider lines separating the radio button options.
- 5 Showing the phone number field too early i.e. for all traffic
- 6 ...and much more.



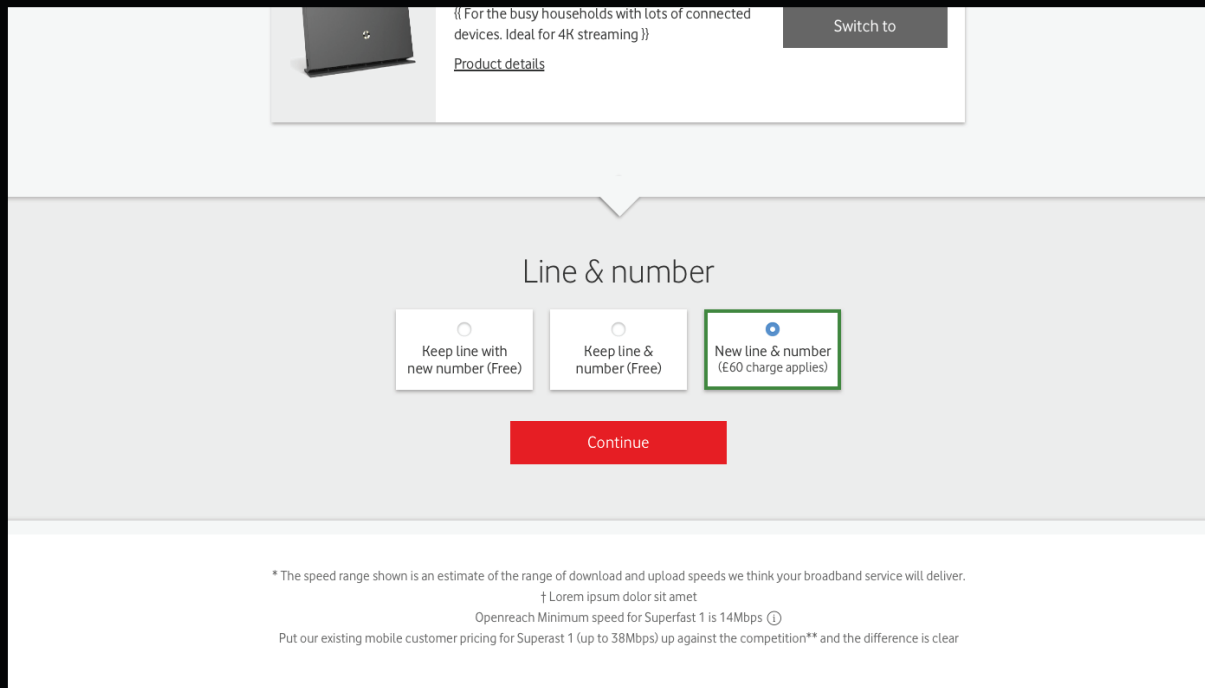
AFTER

SCENARIO

Customer has chosen a broadband package and now needs to decide how they would like their line and number handled.

RESULTS

These changes took just a few days to get sign off on but when combined with the other months of work i did, resulted in a conversion increase of around 80% for this journey.

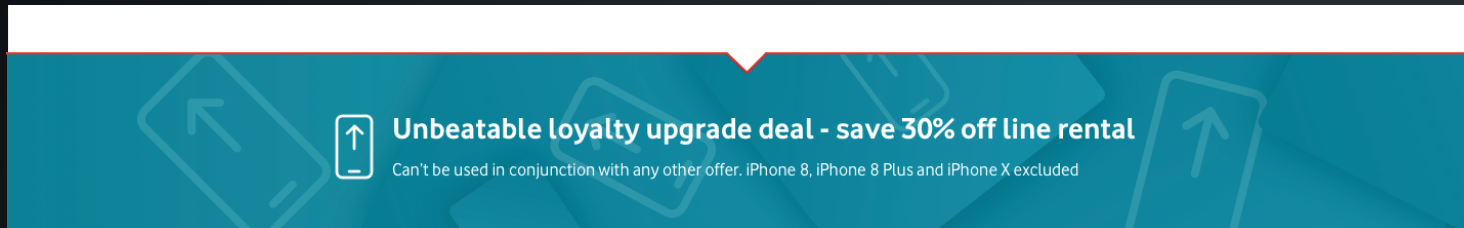


LOYALTY BANNERS REDESIGN

PROBLEM:

Before i joined the project my first task was to improve the banners as they were not being seen by 90% of the user tests completed. These were critical to the succes of the Vodafone upgrade offering for pay monthly mobile phones.

BEFORE



IMPROVEMENTS

- 1 Reduce banner blindness by integrating them more into the style of the page i.e. white on white, conversational language, down arrow to point to the discount.
- 2 Heart icon introduced to instantly prompt a friendly, caring offering and to draw the eye like an arrow to the word below it.
- 3 I introduced a caveat * to reduce the wording. Placing the legal sentence down the bottom of the page.
- 4 Personalisation 'Steve' was critical to it being noticed and believable to the customers.
- 5 ...and much more.

AFTER



LOYALTY ENTICING LOGIN

The PO mentioned in casual discussion that as soon as login/registration is requested from the user prior to broadband checkout entry the exit rate of the page was 50%.

Therefore, I recommended simply 'incentivising login' to identify loyal users. I explained my theory via quick drawings of a red circular saving and she instantly requested a mockup (seen below) to bypass the entire programme team and trial in live, which resulted in bringing exit rate down to 25%!

Already with us?
Log in as an existing customer.

Log in to continue

Save **£90**
on broadband for existing mobile customers

Rolling this strategy out across the site at key contextual locations meant a huge increase in visibility of the mobile plan upgrade loyalty discount.

25%
Reduction
in exit rate

PERSONALISATION POST LOGIN

Once we had users logged in I proactively came up with an idea of plan recommendations based on customer usage as a form of upselling. Rather than a plan the business wants to push to all.

I achieved this with the red message that includes personalisation of the issue i.e. this customer is 'overspending' due to their limit of data.

Choose your 24 month plan

Go back Filter by Reset

You could save money

We can see from your usage over the last 12 months that you exceed your limit for data usage. Therefore, we would like to recommend this plan to help you avoid exceeding data in the future.

[Upgrade to this plan](#)

Upgrade Essential

Beats your data overspend ⓘ

Data	Upfront	Monthly
250MB	£500	£15.40 was £22

+ Unlimited texts & minutes

[Upgrade plan](#)

Upgrade Red Extra - 24 month plan

Data	Upfront	Monthly
1GB	£20	£19.60 was £28



COMPARISON PAGE/SYSTEM DESIGN

HIGHLIGHTS:

I wanted the page to compare for the human as much as possible not the human having to compare for themselves. I achieved this by using icons to summarise the top differences between products and providing row highlighting controls.

I also wanted to use a sticky bar at the top to allow the user to control a very long page without scrolling or hiding key information in the columns.

