

Lycamobile

N00173057@iadt.ie / Agnieszka Przygocka

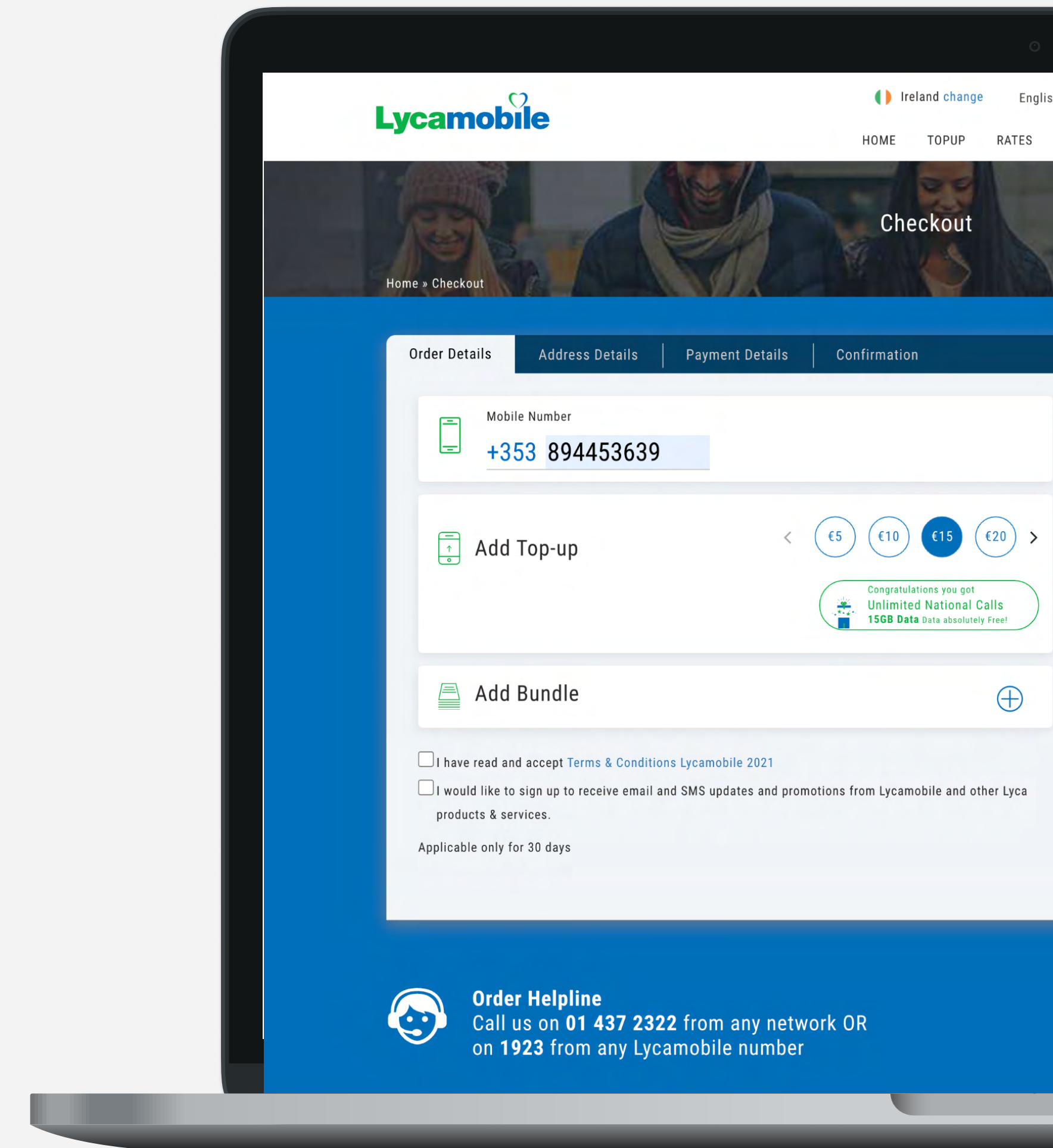
April 2021

Overview

Lycamobile Ireland offers inexpensive calls to the UK and international calls to Asia, Africa, Europe and America.

Lycamobile's mission is to connect friends and family around the world. The Pay As You Go International SIM has over 15 million customers enjoying the Lycamobile brand and a new customer joining every 2 seconds.

To purchase, the existing customer has to enter a mobile number and personal details on the website, then provide a form of payment and finally get their top-up or bundle. If they had signed up for auto top-up, they would be charged automatically.



Context

Project Phases

Lycamobile

User Research
N00173057@iadt.ie / Agnieszka Przygocka
March, 2021

1. Lycamobile User Research

Lycamobile

Design and Testing
N00173057@iadt.ie / Agnieszka Przygocka
March, 2021

2. Design and Testing

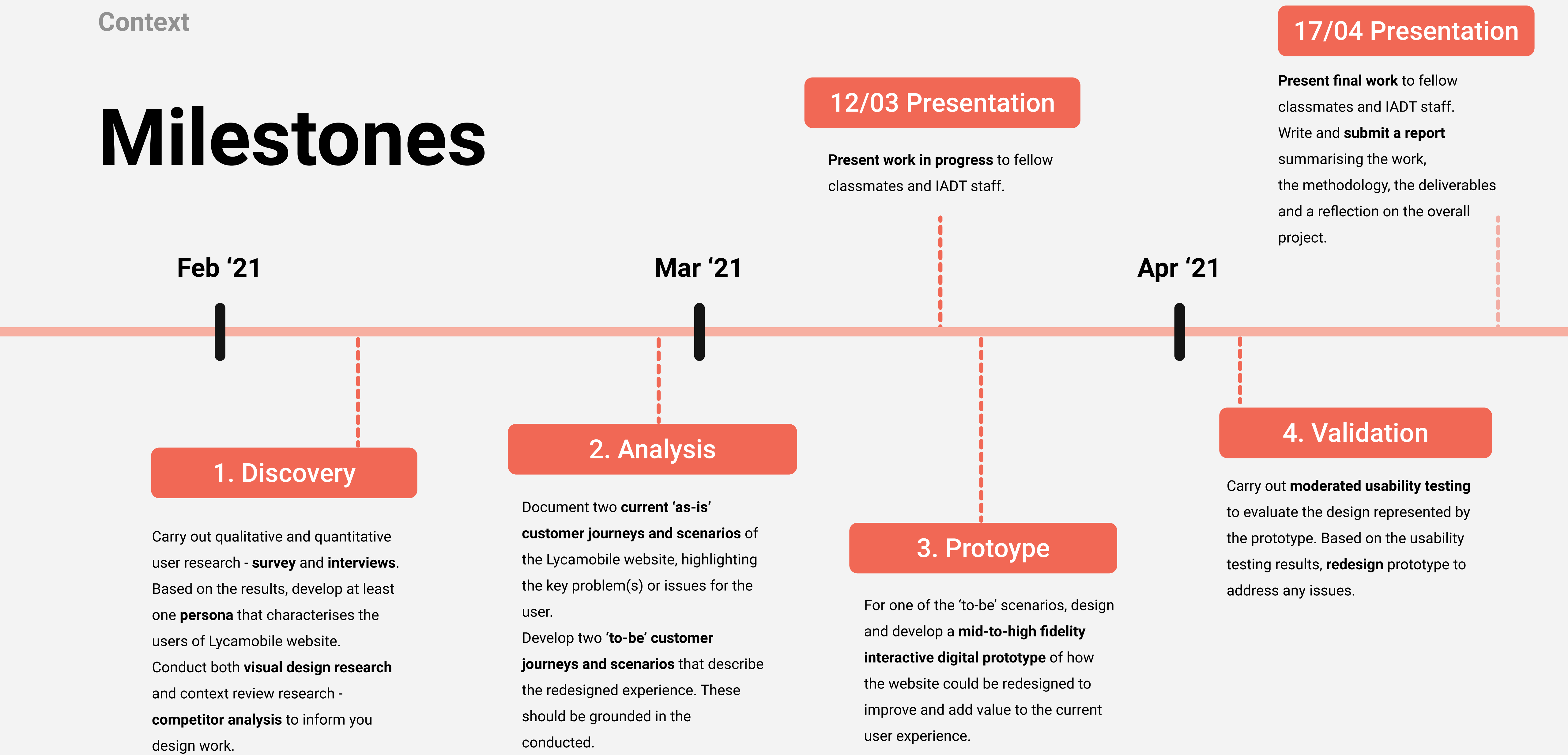
Lycamobile

Presentations
N00173057@iadt.ie / Agnieszka Przygocka
April, 2021

3. Presentations

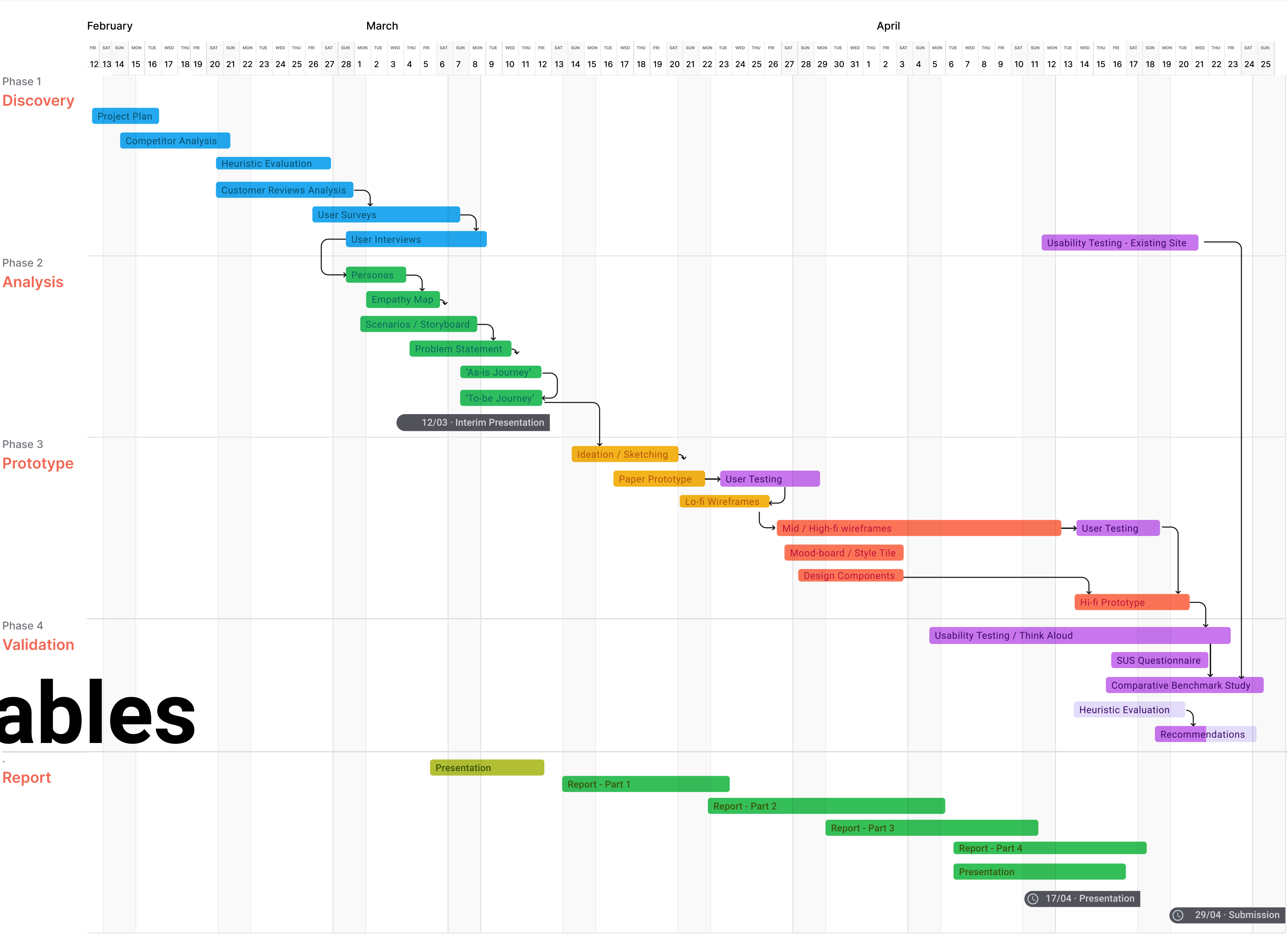
Three Figma files to
organize work for user
research and each of
three iterations.

Milestones



Context

Deliverables



User Research

- 01 Research Goal
- 02 Research and Discovery
- 03 Problems and Opportunities
- 04 Design Decisions
- 05 Designs

**Lycamobile**

User Research
N00173057@iadt.ie / Agnieszka Przygocka
March, 2021

Lycamobile User Research

Research Goal

To understand the problem gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and evaluations.

Heuristic Evaluation

Average Score vs Review Checklist

Review Checklist

Information Architecture

Navigation

Links

Design and Layout

Heading, Titles and Labels

Content / Information Search

Purchase Decision Making

Checkout

Shipping and Billing Details

Payment Details

Form Validation and Errors

Help

Technical Considerations

0%

20%

40%

60%

80%

Average Score

Average Score

1

General

A lot of unnecessary graphics and images. There is a lot of images, some are pixelated, they are not consistent in style.

3

2

General

Unnecessary backgrounds

3

3

General

Tabs, buttons with different styles, not clear which are primary,

2

4

General

Different top navigation on Home Page and Bundles Page

4

5

General

Some content has same color as links.

3

6

General

Not enough white space, difficult to find information

4

7

General

Very busy site, a lot of different navigational components, styles, fonts.

4

8

General

Lack of visual hierarchy

4

9

General

UI elements are not aligned

2

10

General

Website is not visually pleasing

3

11

General

Lack of consistency

4

12

General

Too many fonts with different line heights, sizes

3

13

Bundles

Links shown as full URL

3

14

Bundles

Links are not designated after clicking on them

4

15

Bundles

Tabs on Bundles page are shown as buttons

3

16

Quick Top Up - Confirmation

Top-up amount appears to be selected, but clicking Proceed, throws an error.

4

17

Quick Top Up - Order Details

Clicking Add Bundle accordion breaks user flow, we are redirected to Bundles Page

4

18

Quick Top Up - Order Details

Difficult to accomplish tasks

4

19

Bundle Details

Information not clearly organized

3

20

Bundle Details

Information after clicking More on the bundles.

2

21

Bundle Details

are different options

2

22

Bundle Details

in Address Details is in two columns.

3

23

Bundle Details

fields - 4 fields for address

4

24

Bundle Details

address, for example by zip code

4

25

Bundle Details

required fields are in placeholders

4

26

Bundle Details

used as tabs and they are not numbered.

4

27

Bundle Details

not - tabs used as a stepper

3

28

Bundle Details

options - other services, available from, etc...

3

29

Bundle Details

going down the website

4

30

Bundle Details

check an option to use 'Shipping Address' as 'Billing Address', should be default

4

31

Bundle Details

divided into two dropdowns

4

32

Bundle Details

4

33

Bundle Details

why Contact No is required

4

34

Bundle Details

Thumbnail Hint or a Tooltip for the 'Security Code' Field

4

35

Bundle Details

validation of the Credit Card Number Field

4

36

Bundle Details

Credit Card Number' Field are not autoformatted

3

37

Bundle Details

on that 'Cardholder Name' should be typed exactly as it's printed

3

38

Bundle Details

Sequence doesn't match to the Physical Card's Information Sequence

4

39

Bundle Details

4

40

Quick Top Up - Payment Details

No payment trust badges

4

41

Quick Top Up - Payment Details

No recognizable security/payment logos

4

42

General

Lack of micro instructions to prevent errors.

3

43

General

Localized Input Masks for Restricted Inputs are not used

3

44

General

Lack of context sensitive help, e.g. CVV tooltip

3

45

General

Very slow performance

4

46

General

Buttons made of images not text.

2

47

General

Placeholders are confusing for the users and they should be avoided.

4

48

Quick Top Up - Payment Details

Users have to select PayPal Payment twice

3

49

Quick Top Up - Payment Details

CVV field next to saved cards is difficult to see, no information what it is.

4

50

Quick Top Up - Confirmation

No information what went wrong when transaction fails.

3



Heuristic Evaluation



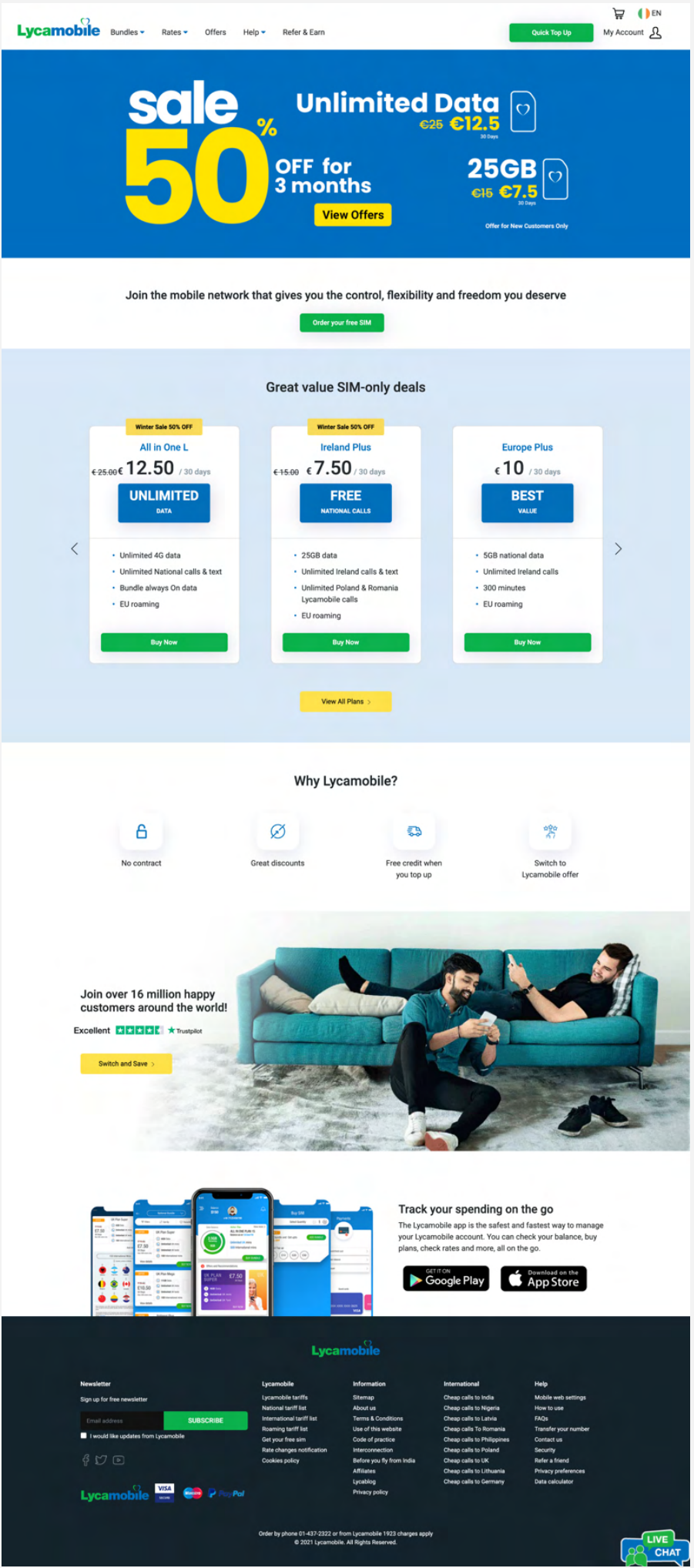
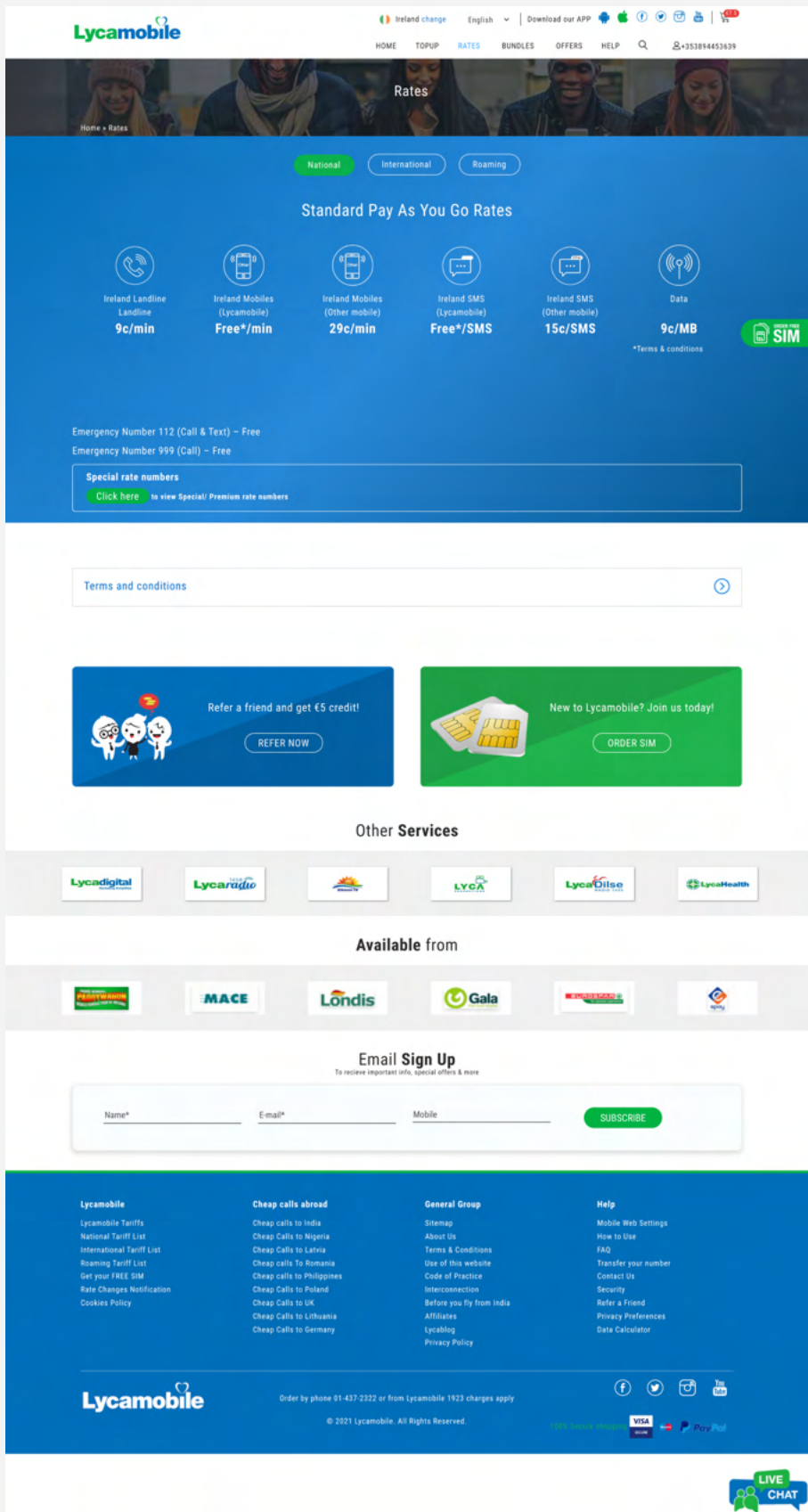
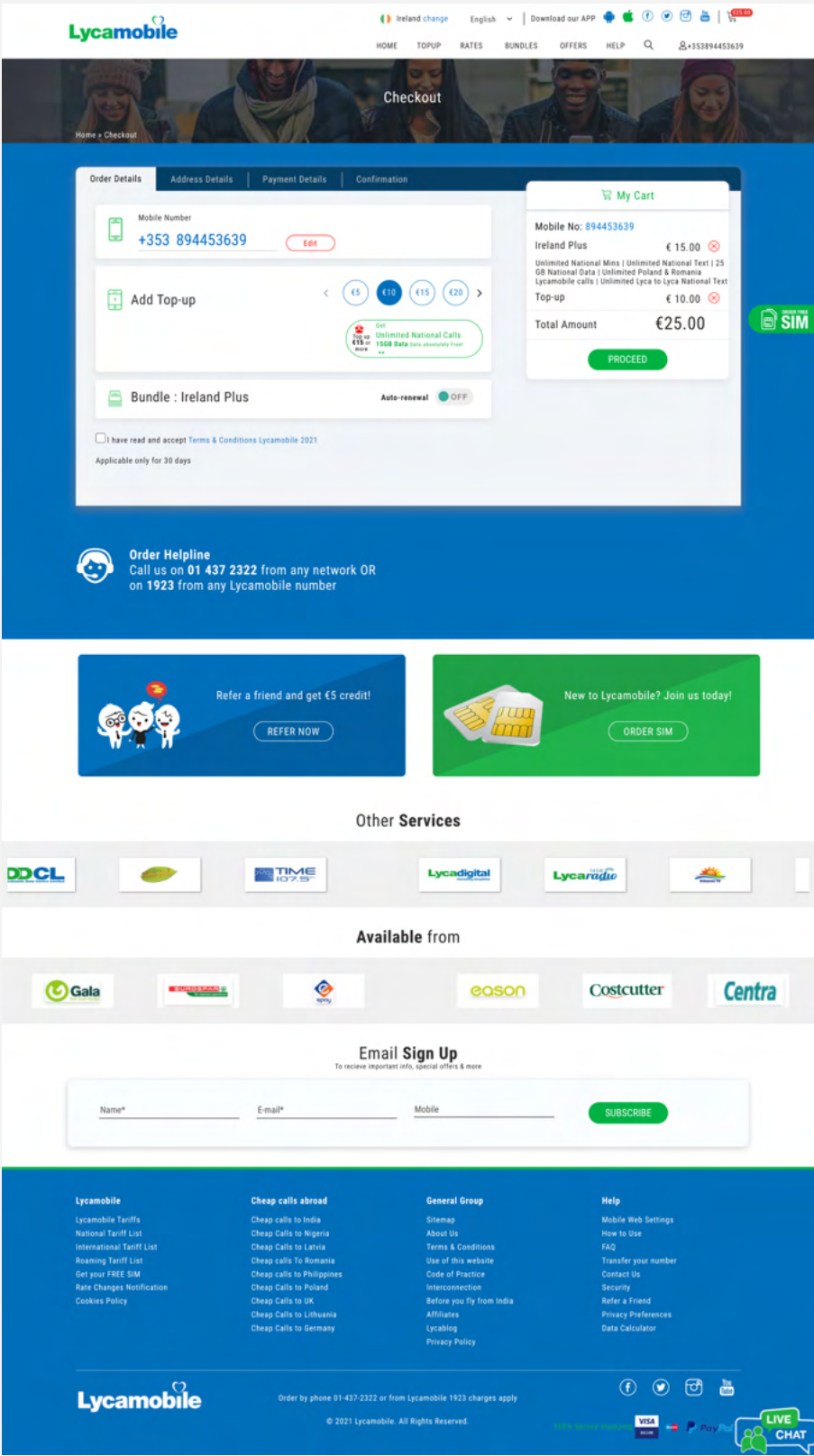
Heuristic Evaluation Work File



Research and Discovery

Identified Issues

- Visual clutter.
- Lack of visual hierarchy and consistency in design.
Difficult to spot the essential options.
- Many different font types.
- Not aligned UI elements.
- Links are not designated after clicking on them.
- Website loading very slow, carousels were making performance worse.
- Steps are displayed as tabs.
- Buttons made of images.
- Lack of feedback.
- Clicking Add Bundle accordion breaks user flow. Users are redirected to Bundle Page.
- The top-up amount appears to be selected, but clicking Proceed throws an error.



Research and Discovery

BILLING ADDRESS

- Placeholders are confusing for the users, and they should be avoided.
- Four address lines, confusing for the users.
- The form is not populated with the previously saved address. Users have to check a box every time they purchase.
- It isn't easy to see which fields are required.
- Error messages don't contain information on how to fix the problem.

Lycamobile Ireland change English Download our APP

HOME TOPUP RATES BUNDLES OFFERS HELP

Checkout

Home » Checkout

Order Details Address Details Payment Details Confirmation

Billing Address

☐ Use registered address as billing address

First Name
First name*
This field is required

Last Name
Last name*
This field is required

Email Id
Email*
This field is required

House Number
House Number*
This field is required

Address Line 1
Address Line 1*
This field is required

Address Line 2
Address Line 2*
This field is required

Address Line 3
Address Line 3*
This field is required

Post Code
Post Code*
This field is required

My Cart

Mobile No: 894453639

Ireland Plus € 15.00
Unlimited National Mins | Unlimited National Text | 25 GB National Data | Unlimited Poland & Romania
Lycamobile calls | Unlimited Lyca to Lyca National Text

Top-up € 10.00

Total Amount €25.00

PROCEED

Lycamobile Ireland change English Download our APP

HOME TOPUP RATES BUNDLES OFFERS HELP

Checkout

Home » Checkout

Order Details Address Details Payment Details Confirmation

☐ Debit / Credit Card

☒ PayPal

My Cart

Mobile No: 894453639

Ireland Plus € 15.00
Unlimited National Mins | Unlimited National Text | 25 GB National Data | Unlimited Poland & Romania
Lycamobile calls | Unlimited Lyca to Lyca National Text

Top-up € 10.00

Total Amount €25.00

PROCEED

PAYMENT DETAILS

- Users have to select PayPal Payment twice.
- CVV field challenging to see, with no information on what it is.
- The users might take card icons for buttons.
- Form doesn't follow the order of the details on the card
- No labels, only placeholders, when providing credit card details.
- Expiration divided into two dropdowns.

Lycamobile Ireland change English Download our APP

HOME TOPUP RATES BUNDLES OFFERS HELP

Checkout

Home » Checkout

Order Details Address Details Payment Details Confirmation

☒ Saved Cards

☐ Debit / Credit Card

☐ PayPal

We Accept:

VISA 431947****1083 CVV

☐ Creditcard PAYPAL-EXPRESS CVV

VISA 453980****7908 CVV

VISA 431947****6527 CVV

My Cart

Mobile No: 894453639

Top-up € 5.00

Total Amount €5.00

PROCEED

camobile Ireland change English Download our APP

HOME TOPUP RATES BUNDLES OFFERS HELP

Checkout

Home » Checkout

Order Details Address Details Payment Details Confirmation

☒ Debit / Credit Card

☐ PayPal

We Accept:

CARDHOLDER NAME

CARDNUMBER

EXP Date MM / YYYY CVV

☒ Save card for further transaction

Note: After you enter the card details and click on proceed, please do not refresh the page.

My Cart

Mobile No: 894453639

Ireland Plus € 15.00
Unlimited National Mins | Unlimited National Text | 25 GB National Data | Unlimited Poland & Romania
Lycamobile calls | Unlimited Lyca to Lyca National Text

Top-up € 10.00

Total Amount €25.00

PROCEED

Competitors



1,317 reviews | TrustScore 4.3



551 reviews | TrustScore 1.2



1,050 reviews | TrustScore 1.3



1,445 reviews | TrustScore 1.2



223 reviews | TrustScore 1.7



43 reviews | TrustScore 2.3

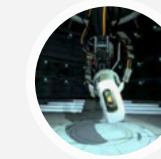




Customer Reviews

I referred to Trust Pilot as a way to gauge how customers felt towards certain companies and have put this data in my competitor analysis further down the case study as a method of comparison.

Lycamobile had a Trust Pilot score of 4.3/5–1,317 users



I always have problems when I want to top up with credit my number.



Very complicated , very hard ,very long time system is loading , I give 1 star because it's not possible to give 0



Online top-up is possible, once in a decade. Really bad service.



I find the top up page very hard to manage. Make it easier to top up. I would like to top up. automatically. I have never been able to do it. Brian Langsdorf

User Survey

I would like to get alerts if my debit card or payment option needs updating prior to auto top up each month so I can rectify the problem



40

Responses



20

Would like to be able to top up device automatically when the balance gets low.



17

Would like to be able to top up using other payment methods (e.g. PayPal, Amazon Payments)



16

Would like to be able to specify the amount to top up (e.g. £7.33)

Cluster Analysis

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	ATTRIBUTES																					
2																						
3		Top-up Method	Payment Method	SIM-Only Prepay Plans	AGE	LOCATION	Price	Data allowance	National calls allowance	National SMS allowance	International calls allowance	International SMS	Network coverage	EU Roaming	Shocked with Bill		MARITAL STATUS	EDUCATION	WORK STATUS	Spendigns	Data download speed	GENDER
4	IMPORTANCE OF:																					
5	P01	5	4	5	4	5	5	5	4	1	4	1	5	5	5		4	5	5	5	5	2
6	P35	5	4	5	3	5	5	5	1	1	4	1	5	5	1		4	5	5	5	5	2
7	P03	5	3	5	4	5	5	5	5	5	5	4	5	5	3		4	2	4	5	3	1
8	P20	5	3	5	4	5	5	2	2	2	5	3	4	4	5		5	5	5	5	3	1
9	P28	5	3	5	3	3	5	3	3	3	5	3	5	3	3		5	5	5	5	3	1
10	P26	5	4	4	3	5	5	4	3	1	1	2	5	5	5		4	5	5	5	5	1
11	P24	5	4	1	2	3	5	4	5	5	3	3	5	5	5		5	4	5	5	3	2
12	P13	5	3	1	4	5	5	5	3	3	3	3	5	5	5		4	5	5	4	5	2
13	P08	5	3	3	3	3	5	4	4	4	1	1	1	2	4		5	4	5	5	3	2
14	P17	5	1	1	4	3	4	5	4	4	2	2	5	3	4		5	4	5	5	4	2
15	P12	4	4	2	5	3	4	1	4	2	1	1	5	5	5		5	4	2	5	4	1
16	P29	4	4	1	4	5	3	4	4	2	1	1	3	4	2		5	5	5	4	4	1
17	P40	4	4	1	3	3	4	4	4	3	4	3	4	4	3		5	5	5	5	4	2
18	P34	4	4	1	2	3	4	5	3	2	2	1	5	4	5		4	4	5	5	5	1
19	P04	4	2	1	4	5	4	5	3	3	3	3	4	5	5		4	5	5	5	5	2
20	P16	4	1	3	3	1	5	4	4	1	2	1	4	1	5		5	5	5	5	4	2
21	P14	4	1	2	4	3	5	5	5	5	4	5	5	4	4		5	5	5	5	4	2
22	P30	4	1	3	4	3	4	5	2	1	5	2	5	1	5		5	4	5	5	5	2
23	P15	4	3	3	2	3	5	5	2	2	2	2	5	2	3		4	4	5	5	4	2
24	P18	3	1	4	2	5	4	5	3	3	2	2	3	2	5		4	4	1	5	4	2
25	P32	3	4	1	3	5	5	5	4	2	3	2	5	2	4		4	4	1	4	4	2
26	P25	3	4	1	2	5	4	5	1	1	1	1	4	3	2		4	5	5	3	3	1
27	P31	3	1	1	4	1	5	3	3	3	2	2	3	2	1		3	4	5	4	3	2
28	P09	2	1	2	4	5	5	5	4	3	3	3	5	5	3		1	5	5	5	4	2
29	P38	1	4	1	4	5	5	4	5	5	1	1	5	5	5		4	4	5	5	3	1
30	P33	1	4	1	4	3	3	5	3	3	5	4	5	5	3		2	5	5	2	5	1
31	P05	1	4	1	3	5	3	5	3	2	1	1	3	3	2		5	4	5	4	5	1
32	P07	1	4	1	3	5	3	5	3	2	1	1	3	3	2		5	4	5	4	5	1
33	P10	1	4	1	3	5	3	2	2	3	2	2	2	2	1		4	5	5	4	2	2
34	P27	1	4	1	3	3	5	5	3	3	2	2	5	5	5		5	3	5	4	5	1
35	P11	1	4	1	2	3	1	3	1	1	1	1	3	1	5		4	1	5	4	3	1
36	P36	1	4	1	2	1	5	5	3	3	1	1	5	4	3		4	4	5	5	5	2
37	P21	1	4	1	2	1	5	1	3	1	3	1	5	4	5		4	5	5	5	4	1
38	P22	1	2	1	4	1	2	5	3	3	3	3	4	4	5		4	3	5	3	5	2
39	P37	1	1	1	4	5	4	5	2	4	1	1	5	4	4		5	4	5	4	4	1
40	P02	1	1	1	4	5	4	4	4	1	5	1	4	5	4		4	5	5	5	4	1
41	P06	1	1	1	4	3	3	4	4	4	5	4	5	5	5		5	5	5	3	4	2
42	P23	1	1	1	2	3	3	4	2	2	2	2	5	4	4		4	4	5	4	4	1
43	P19	1	1	1	2	3	3	3	5	3	3	1	2	2	1		5	5	5	4	3	1
44	P39	1	1	1	2	1	5	4	3	1	4	1	5	5	3		4	4	5	3	5	1



Clusters

P01, P35

Female
Single
Higher Education
31-50 years old
Urban Area

Lycamobile customer
Price concious
Spend 0-€25 per month
Data download speed
Not interested in text msgs
International call important
Pay online by credit card
EU Roaming very important

P03, P20, P28

Male
Married
Higher Education
31-50 years old
Suburban

Lycamobile customer
Price concious
Spend 0-€25 per month
Data slightly important
Interested in texting
International calls very important
Prefers Paypal
EU Roaming quite important

P24, P13, P08, P17

Female
Married
Higher Education
21-50 years old
Suburban Area

Three or Tesco Customers
Price concious
Spend 0-€25 per month
Data important
Text msgs important
International not important
Pay online by credit card or Paypal
EU Roaming very important

User Interviews

Three participants were interviewed to understand better customers pains and gains when it comes to purchasing bundles, what they think of the Lyca Mobile website and what they'd change if they could.

One CEO of a mobile network operator was interviewed to gain more insights from the business point of view.



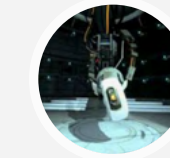
User Interview Script



I currently top up via my online banking. I never know when a top up is needed because I don't get a reminder text or anything.



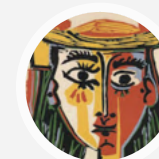
Every single time I have to fill my address and more. Take time. There is no mobile topup option for AIB customers



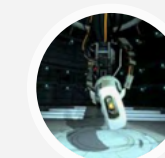
Very complicated , very hard ,very long time system is loading , I give 1 star because it's not possible to give 0



Sometimes I don't have enough in my account to cover my direct debit



Forgetting top up text number, forgetting how to do it, forgetting log in



Analysis Goal

Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, screen flows, navigation models, task flows, scenarios, user journeys.

A day without laughter is
a day wasted



Lidia

Freelance Translator

Age: 34
Status: Single
Education: Bachelor's Degree
Location: Dublin City Centre
Income: 40k per annum

Personality

Introvert ● ● ● ● ●
Analytical ● ● ● ● ●
Intuitive ● ● ● ● ●
Perceiving ● ● ● ● ●

Motivations

Family 70% ●
Personal growth 80% ●
Time ROI 50% ●
Learning skills 65% ●
Travelling 90% ●

Brands

Booking.com eason SAMSUNG

Lidia is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. She works remotely from home, and collaborations is very important to her. She is always online during her work hours. She tries to travel as much as she can to improve her language skills.

#travel #technology #communication #nature

Goals and Needs

- to easily manage software translations jobs
- secure payment system
- access to a free CAT editor, building her own TM

♥ Likes

Diligence, independence, collaboration, learning languages, travel, gadgets

☹ Dislikes

Waste of time, unreliability, impractical solutions, being distracted

Pains

- Has problems dealing with increasing requests on software translations.
- Maintaining the quality with tight deadlines.
- Software issues when she is busy.

Gains

- Being able to easily exchange files with clients.
- Smooth handling and charging project changes.

Consequences

- A lot of time repeating the same task
- Time spent loading other programmes

Measuring Outcome

- A quicker turn-around of everyday tasks
- Understanding how to do an action straight away

What does a person
Think & Feel?

Feel: I'm so tired,
I don't want to
have problems
with this website.

I need to switch
to different
network.

Our lines are
busy, you are
20th in the
queue.

I don't want to
enter all these
details again.

I hope top-up will
work this time

See: Why I was
charged again???



Lidia

34 years old
Translator

See: Notification
your balance is
low.

What does a person
See?

Enviroment

See: Busy
schedule

See: Missed
phone call.

Do: Call
Customer
Support

What does a person
Say & Do?

"Ohh no, I really
have to call my
Dad!"

"Could you help
me, I was not
able to top-up my
phone online"

You cannot make
this call..

What does a person
Hear?

What do friends say?
What does family say?
What does a boss say?

Error message

‘As-is’ Journey

“As Is” User Actions

As-In

As-to-be



Persona

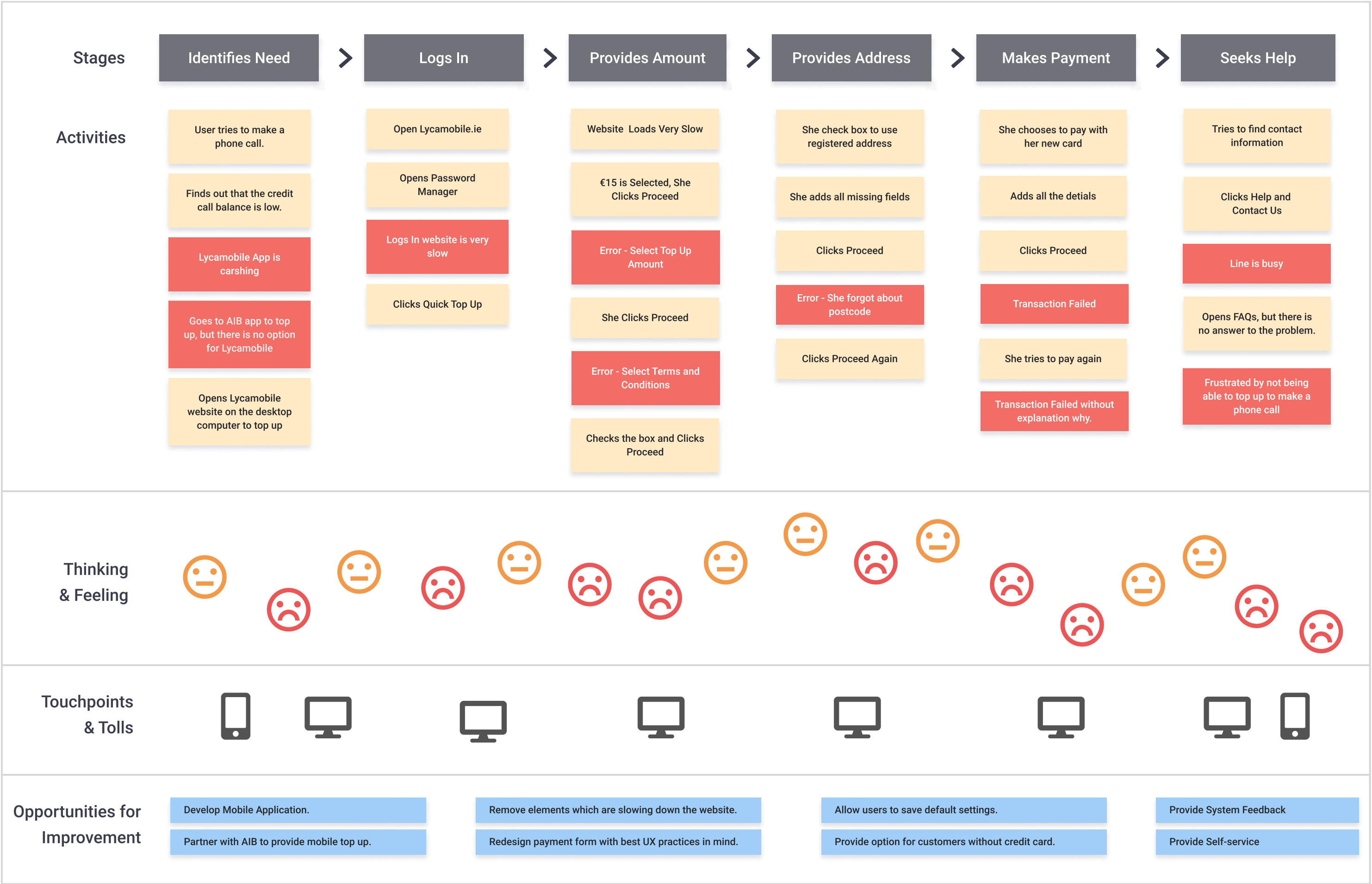
Lidia

34

Translator

Scenario and goal

Lydia’s balance is low, and she needs to call one of her clients urgently. She logs in to the Lycamobile.ie to top up her account. The website is prolonged today, and she has to type in a lot of details to complete the transactions. After trying to fill in the billing address form three-times, she finally manages to click “Proceed” to make a payment. Unfortunately, the error message pops out that transactions have failed. The second and third attempt is also unsuccessful. There is no information on what caused the problem. She gives up and goes out to make her phone call.



Define Problems

Why?

- Improving customer satisfaction
- Reducing time when purchasing online
- Improving customer throughput
- Reducing workload for the Customer Service

Who?

- Existing customers
- New customers
- Customer Service representatives

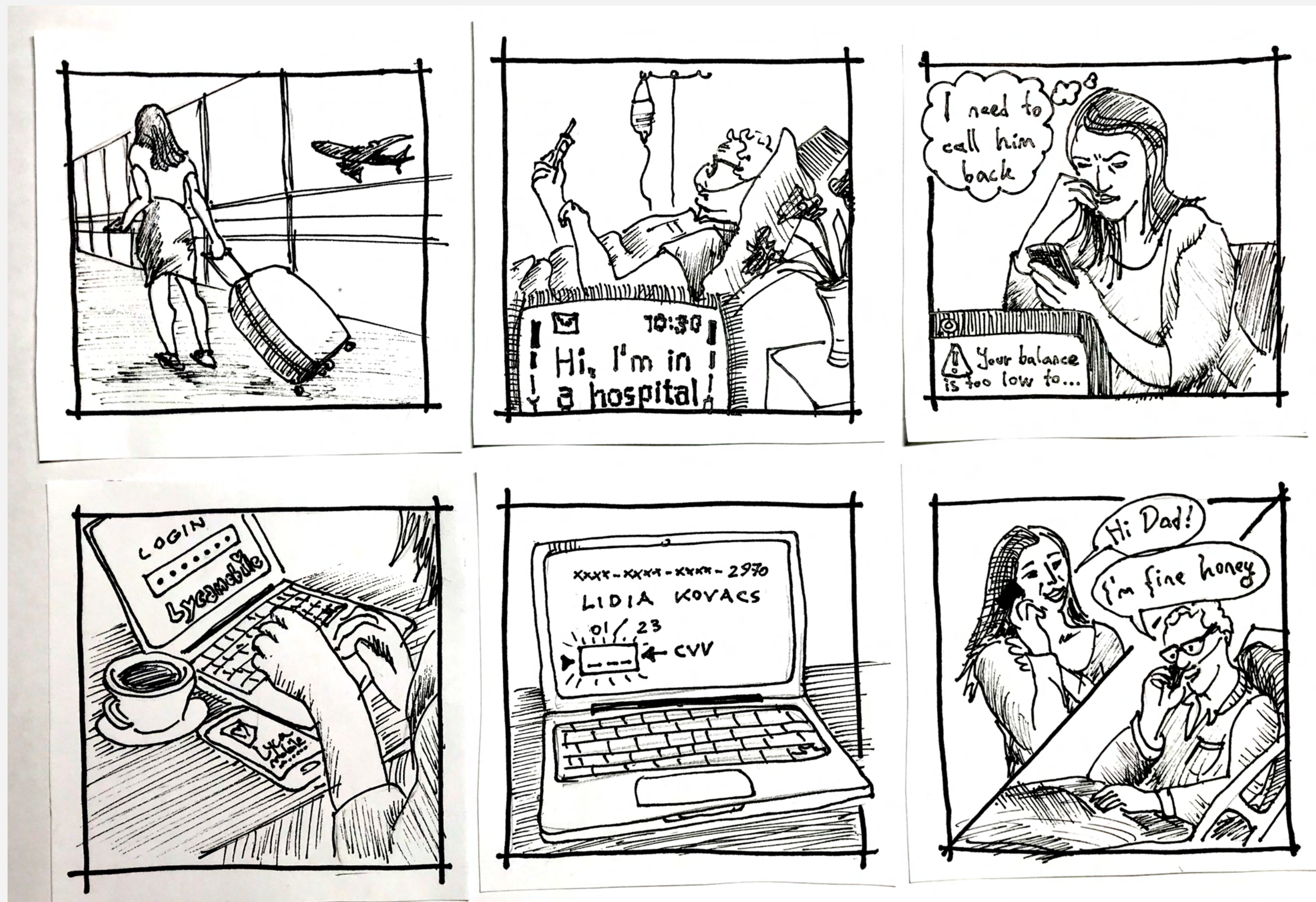
When and Where?

- Time: when the customer wants to make a call.
- Location: Lycamobile.ie to buy minutes, SMS or GB
- Feelings: impatience, anxiety
- Need: Get minutes ASAP, so you can make a call.

Problem Statement

Design a better way for the Lycamobile Customers to efficiently and effectively top-up their phone on the lycamobile.ie website with or without credit card.

'To-be' Storyboard



Lidia is travelling to another country and she is planning to work from there for a couple of weeks.

She receives a text message from her father, who was admitted to a hospital.

She is worried and wants to ring him back straight away, but her top up is too low to make a phone call or to use the internet.

Fortunately she has her laptop with her and she uses the hotel's wifi connection to log in to Lyca Mobile.

Once she is logged in, with all her personal and card details saved there, she can top up by typing in her cvv code only.

She rings her father back and they have a nice chat. Her dad is ok, he was just had a minor bicycle accident.

'To-be' Journey

As-In As-to-be

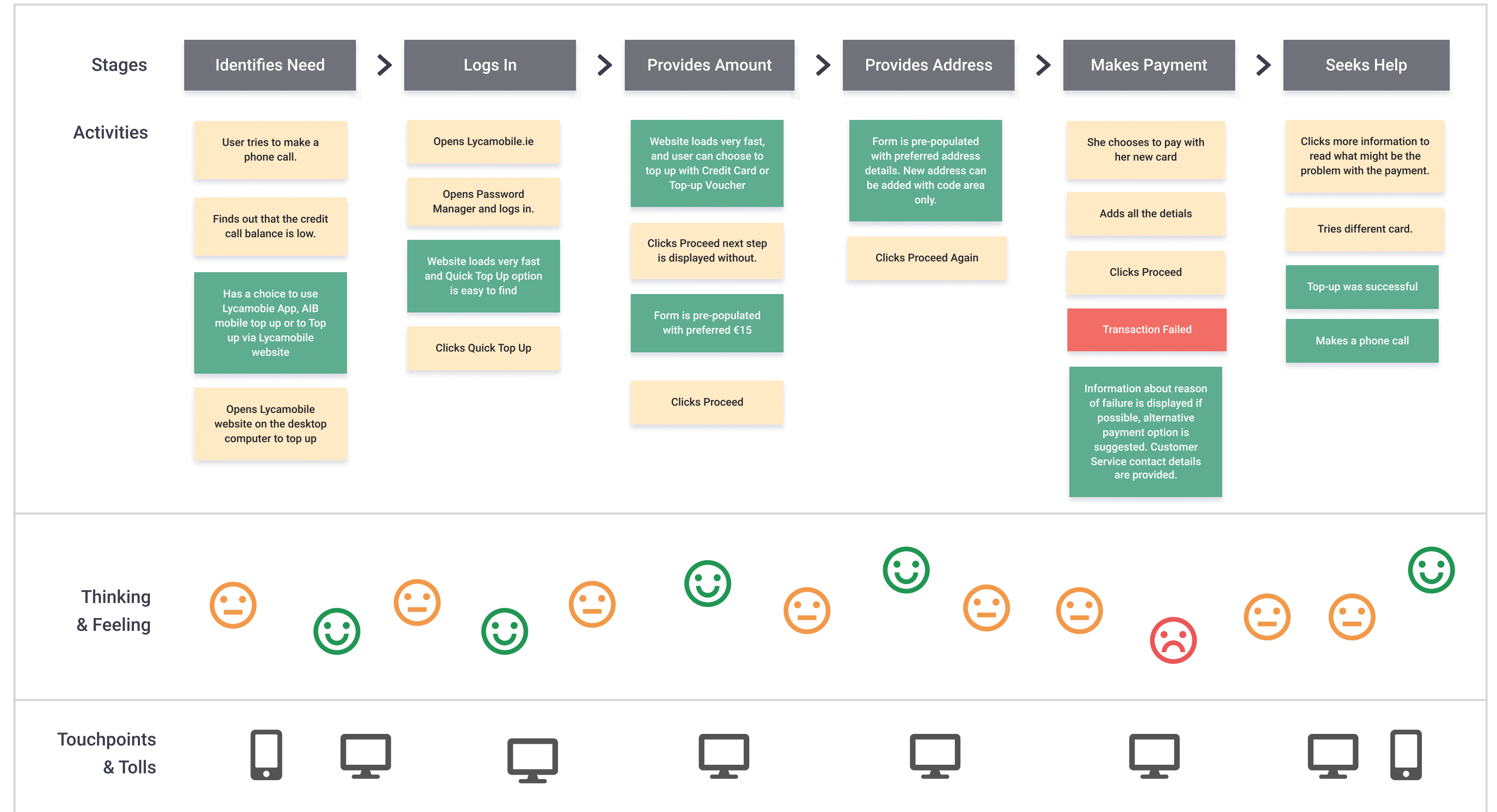


34

Translator

Scenario and goal

Lydia's balance is low, and she needs to call one of her clients urgently. She logs in to the Lycamobile.ie to top up her account. The website is prolonged today, and she has to type in a lot of details to complete the transactions. After trying to fill in the billing address form three-times, she finally manages to click "Proceed" to make a payment. Unfortunately, the error message pops out that transactions have failed. The second and third attempt is also unsuccessful. There is no information on what caused the problem. She gives up and goes out to make her phone call.



Low-Fidelity Design

- 01 Initial Sketches and Prototype
- 02 User Tasks
- 03 Paper Prototype
- 04 Planning Test Session
- 05 Test Sessions and Results
- 06 Findings
- 07 Recommendations

**Lycamobile**

Low-Fidelity Design and Testing
N00173057@iadt.ie / Agnieszka Przygocka
March, 2021

Low-fidelity Design and Testing

Design Decisions

Ideas

Simple Top-up Form

Redesign top-up flow so customers can top-up or purchase services with minimum number of clicks.

Allow entering custom top-up amount.

Default Settings

Allow Customers to save addresses, and preferred payment methods, so they don't have to fill it in every time they want to top-up.

Contextual Help

Provide contextual help whenever necessary to reduce volume of calls to the Customer Service and negative.

Payment Form

Redesign payment form so it complies with best industry practices and UX guidelines. Build trust with consistent design and security badges.

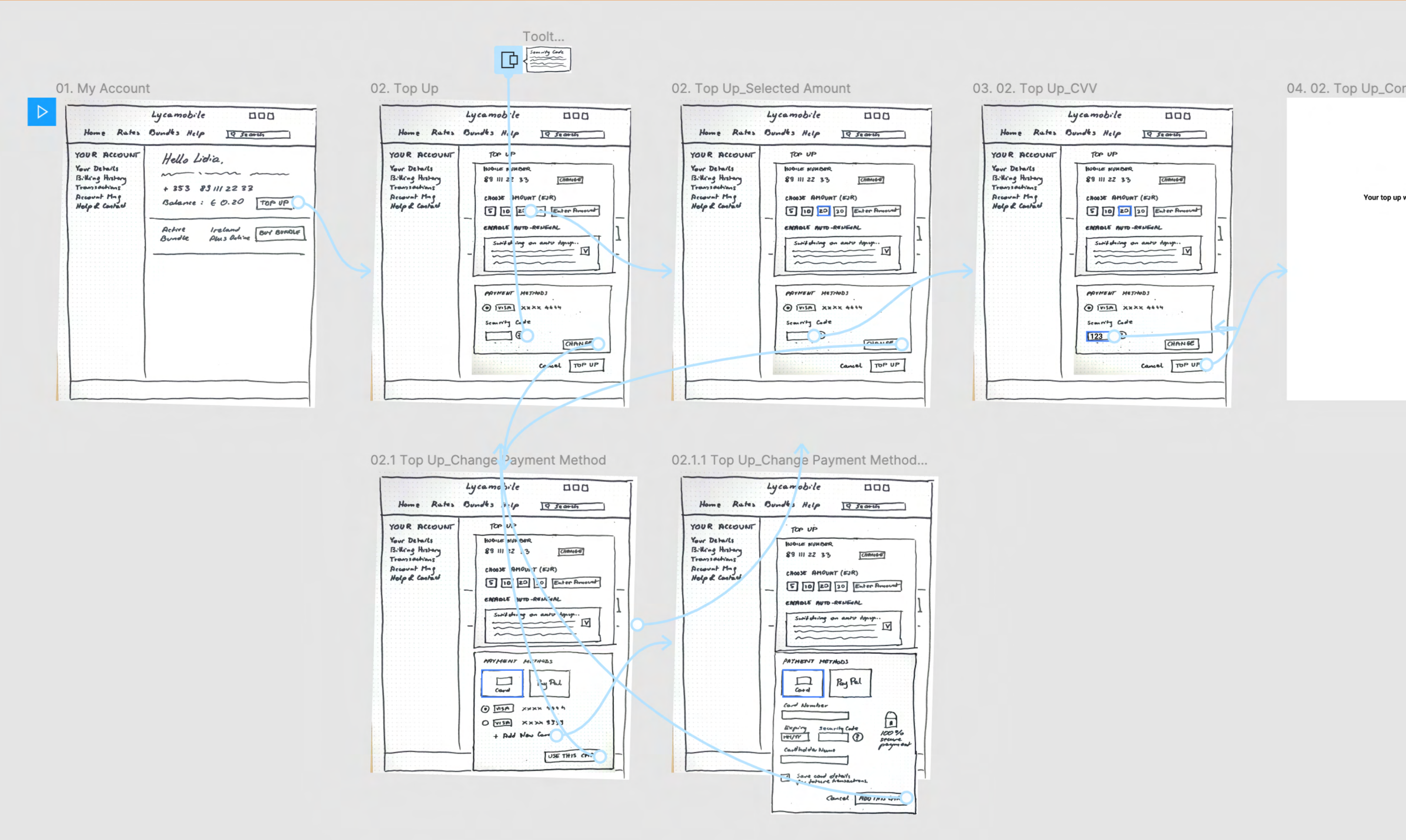
Simple Design

Remove unnecessary clutter from the layouts. Use Design System components to achieve consistency.

Best UI is no UI

Allow Customers to set up their default payment options, billing details online. Next, let them top up by text specific amount when they want to do it, rather than auto renew.

Initial Prototype



User Tasks

What do we want to test?

Task 1

You are at home in front of your laptop. Your credit call is running low, and you urgently need to call your friend. Please go ahead and quickly buy €20 credit call paying by credit card.

Task 2

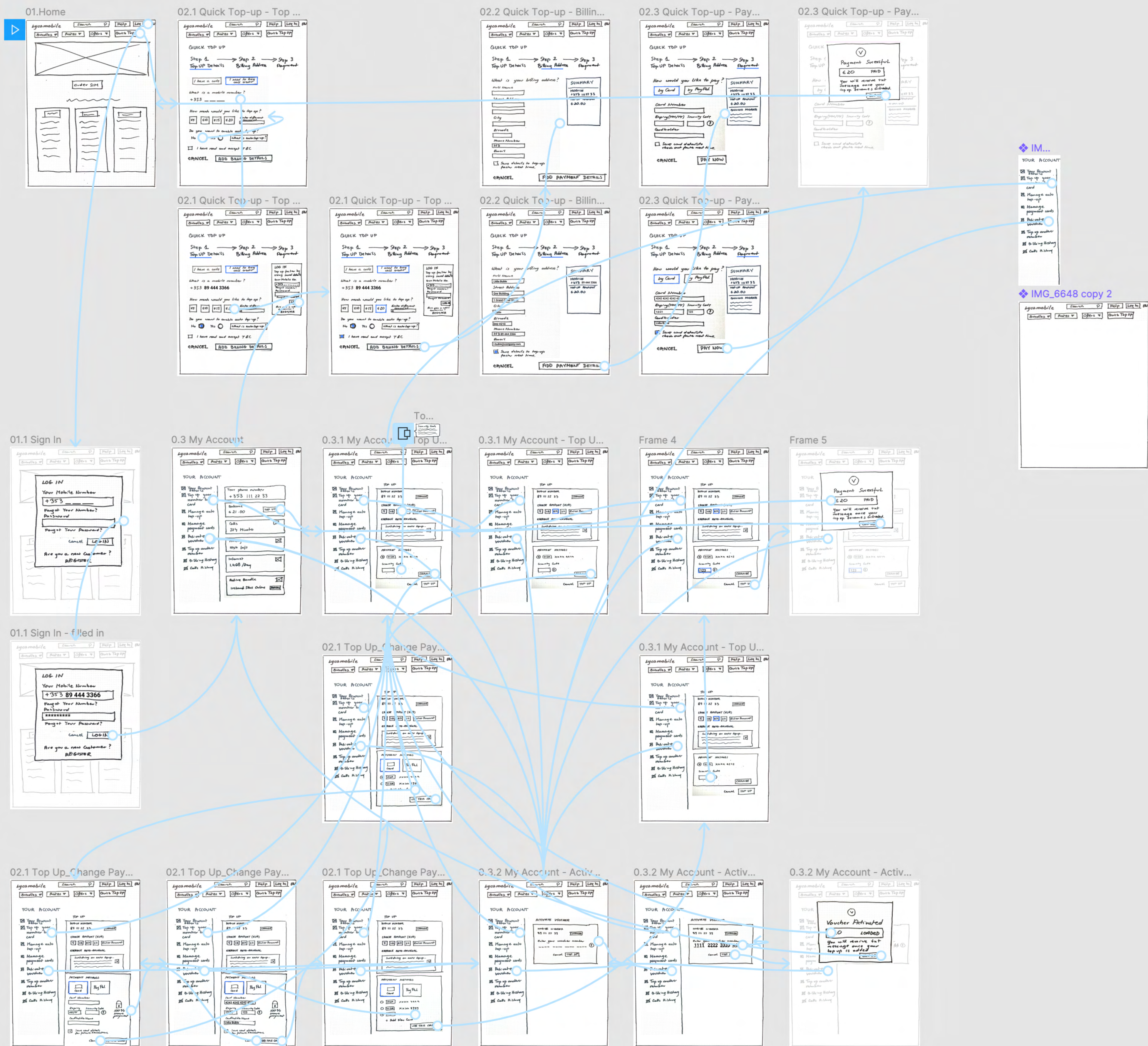
You called your friend. The conversation took longer than expected, and you run out of credit call. Please go ahead and buy another €20 credit call, but this time log in to your account and pay with a card ending 4242.

Task 3

You forgot about the voucher you got a few days ago, and you would like to activate it. Please go ahead and activate your voucher, which is on your receipt.

Low-Fidelity Design

Paper Prototype



Usability Testing

Goals:

- Evaluate Home Page design.
- Evaluate top-up flow with credit card payment.
- Evaluate the design of the credit card form.
- Evaluate voucher activation flow.
- Evaluate top-up with and without login to the account.
- Evaluate the design of the User Account page.

Procedure:

- Figma Prototype
- Testing via Teams
- 3 Participants
- Consent Forms
- Think Aloud
- General Impression Questions
- 3 Tasks
- Short post-session interview

Findings Task 1

You are at home in front of your laptop. Your credit call is running low, and you urgently need to call your friend. Please go ahead and quickly buy €20 credit call paying by credit card.

lycamobile Search Help Log in EN

Bundles Rates Offers Quick Top UP

QUICK TOP UP

Step 1 → Step 2 → Step 3
Top UP Details Billing Address Payment

I have a code I need to buy call credit

What is a mobile number?
+353 89 444 3366

How much would you like to top up?
€5 €10 €15 €20 Enter different amount

Do you want to enable auto top-up?
No Yes What is autotop-up?

☒ I have read and accept T&C

CANCEL ADD BILLING DETAILS

LOG IN
Top up faster by using saved details
Your Mobile No.
+353 89 444 3366
Forgot number? Password
Are you a new customer? REGISTER

lycamobile Search Help Log in EN

Bundles Rates Offers Quick Top UP

QUICK TOP UP

Step 1 → Step 2 → Step 3
Top UP Details Billing Address Payment

What is your billing address?

Full Name
Lidia Buble
Street Address
One Building,
City
Dublin
Country
Ireland
Postcode
D02 H210
Phone Number
+353 89 444 3366
Email
Lbuble@company.com

SUMMARY
MOBILE
+353 89 444 3366
TOP UP AMOUNT
€20.00

☒ Save defaults to top-up faster next time.

CANCEL ADD PAYMENT DETAILS

lycamobile Search Help Log in EN

Bundles Rates Offers Quick Top UP

QUICK TOP UP

Step 1 → Step 2 → Step 3
Top UP Details Billing Address Payment

How would you like to pay?
by Card by PayPal

Card Number
4242 4242 4242 4242
Expiry (MM/YY) Security Code
12/21 123 ?
Cardholder
Lidia Buble

SUMMARY
MOBILE
+353 89 444 3366
TOP UP AMOUNT
€20.00
BILLING ADDRESS
One Building,
Dublin

☒ Save card details to check out faster next time.

CANCEL PAY NOW

HOME SCREEN

- Users were confused with the “Rates” label.

TOP UP DETAILS

- Users prefer to have auto top-up off as default.
- Users had difficulties finding more information about auto top-up.
- ‘I have a code’ label was confusing.

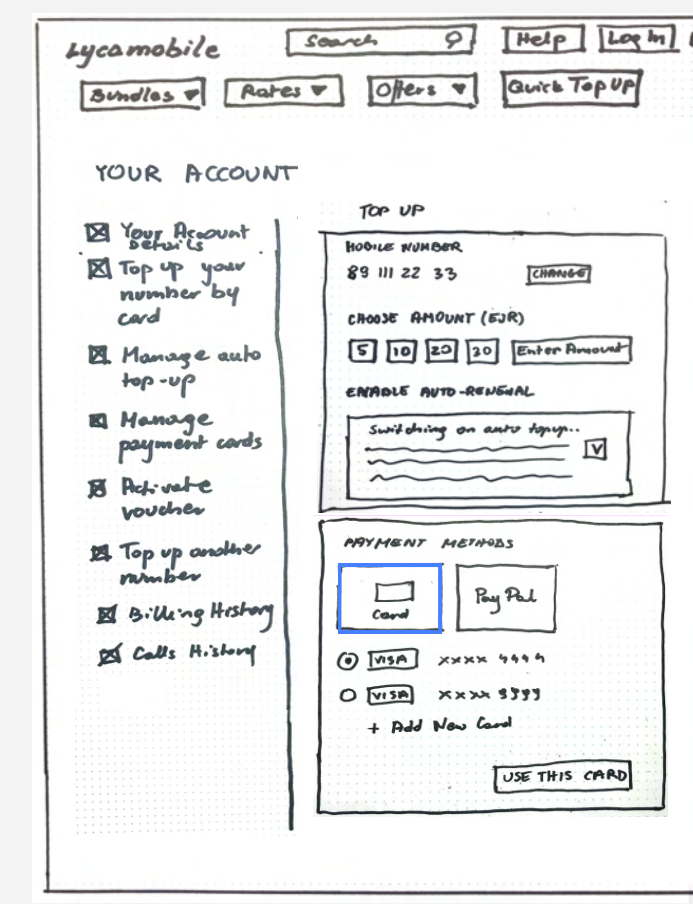
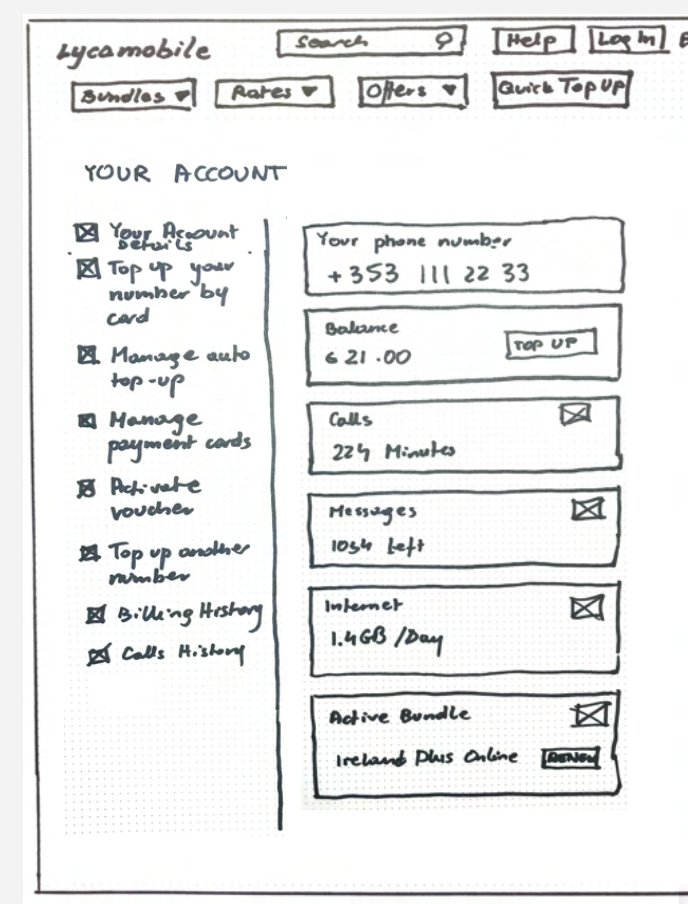
BILLING DETAILS

- Users were overwhelmed with the amount of information they had to provide for billing details.
- They didn’t understand why they need to provide that information.

Findings Task 2

You called your friend. The conversation took longer than expected, and you run out of credit call.

Please go ahead and buy another €20 credit call, but this time log in to your account and pay with a card ending 4242.



LOGIN

Users were confused with the Registration option.

SIDE MENU

Users were confused with squares next to the links.

They would like to see Contact Customer Service.

ACCOUNT DETAILS

Users don't understand 224 Minutes - used or available?

PAYMENT METHODS

The "Use This Card" button confusing.

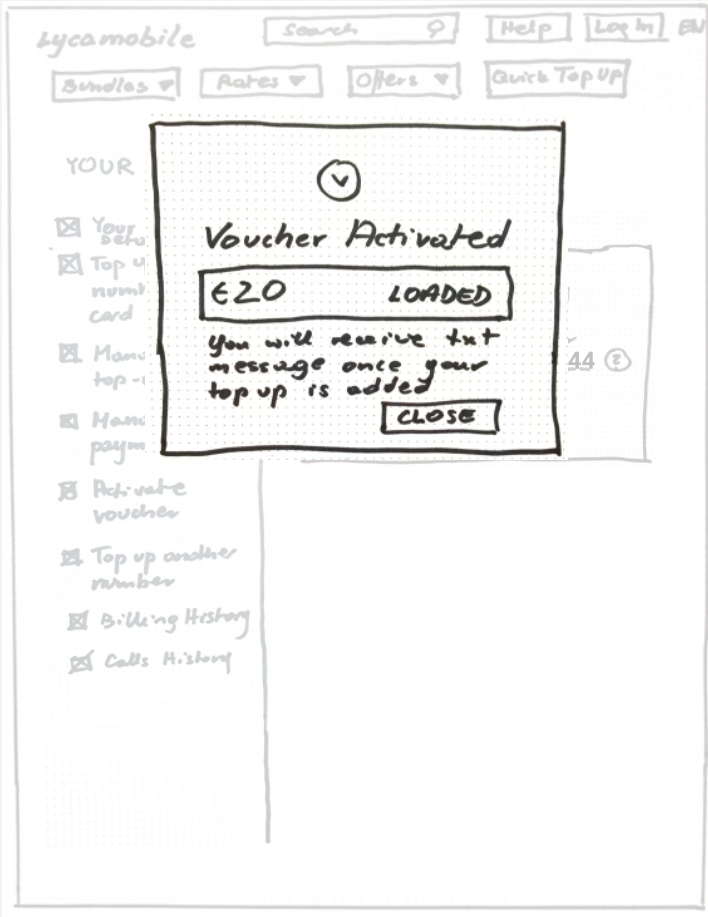
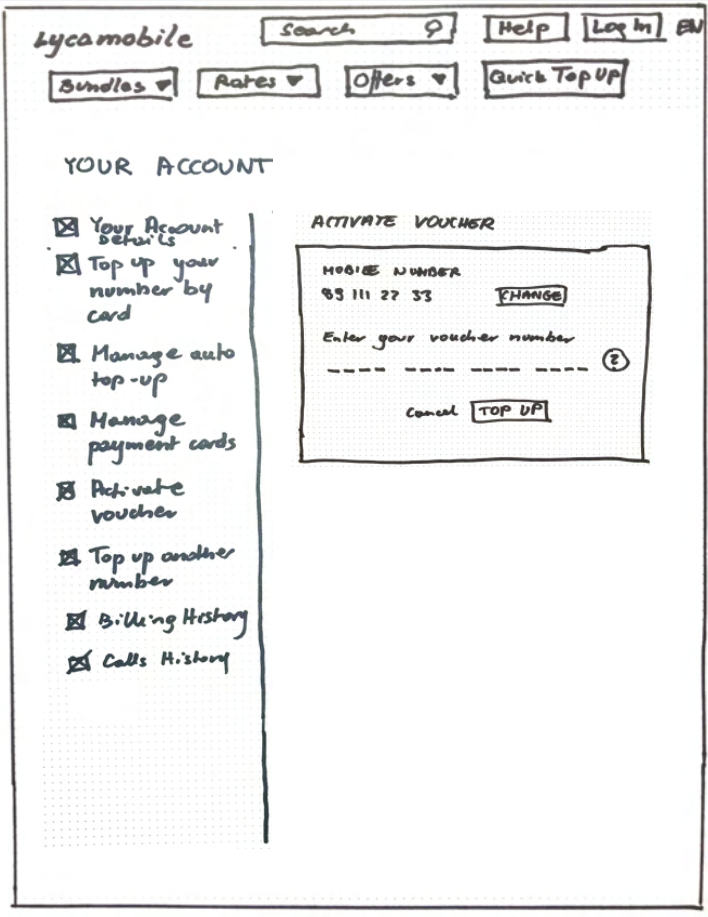
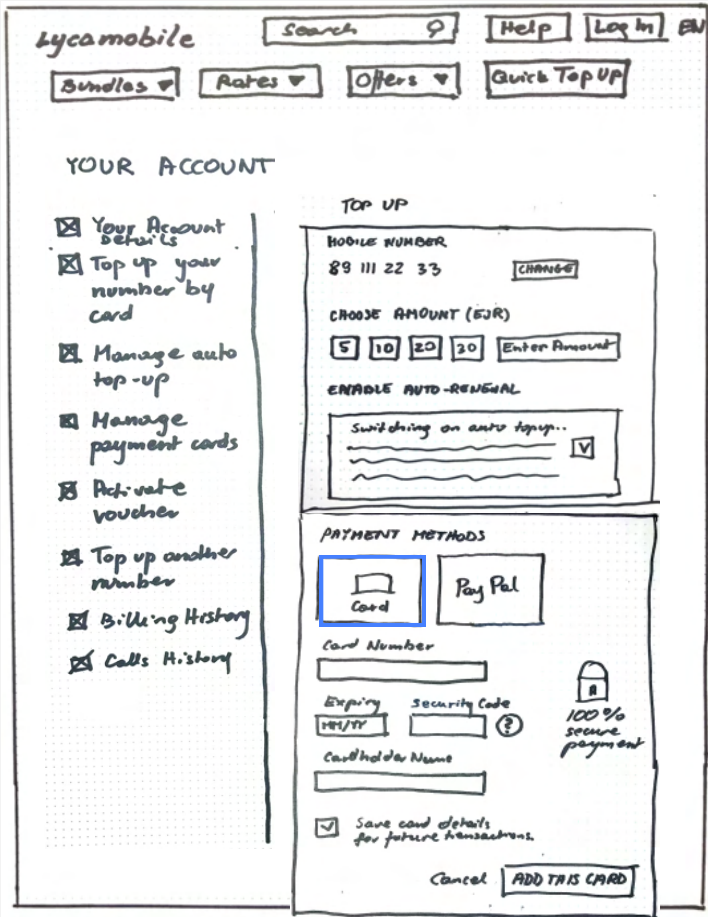
The majority of users don't like to save credit card details.

Change button too far away - looks like next step button.

The user had difficulties not notice the CVV input field.

Findings

Task 3



LOGIN

It was a lot easier to accomplish the task with the voucher.

CONFIRMATION

The participant didn't understand the meaning of some labels.

Recommendations

- Reduce cognitive workload when filling in forms - maybe with progressive disclosure.
- Ensure that labels are easy to understand for the users.
- Make the CVV field more prominent.
- Redesign auto-top up option, so it's easy to access when needed, but it doesn't make the top-up process longer.
- Explain why sensitive information is required.
- Ask only for information that is required to complete the task.
- Ensure that buttons are placed in a way that users have no trouble understanding what they trigger.
- Allow users to log in with a mobile number or email using the same input field.
- Allow users to remove a payment method
- Show minimum amount users can top-up.
- Users didn't like entering passwords when logging in. Provide alternative.
- Include the option to log in to the account during the top-up flow to seamless the experience.

Mid-Fidelity Design

- 01 Interaction Design Patterns
- 02 Industry Guidelines
- 03 Design System Components
- 04 Wireframes and Prototype
- 05 Testing the Prototype
- 05 Findings
- 05 Recommendations

**Lycamobile**

Mid-Fidelity Design and Testing
N00173057@iadt.ie / Agnieszka Przygocka
March, 2021

Mid-fidelity Design and Testing

Interaction Design Patterns

Progressive disclosure

Top-up Flow

The user wants to focus on the task at hand with as few distractions as possible while still being able to dig deeper in details if necessary

Designing for trust

A professional appearance gives the user a good gut feeling. If the site is easy to use and it looks good, it shows the user that these people know what they're doing.

Let your users know what is going to happen with the data they provide.

Use the badges of secure payment gateways that everybody knows.

Recognition over recall

Selecting top-up amount

Show buttons rather than input field.

Designing Payment Form

Payment Methods

VISA

•••• 7799

Security Code ^{*}

123

?

Go Back

Pay Now

- Luhn validation
- Length of the input fields
- Use of placeholders
- Building trust
- Autoformatting
- Showing auto-detected card type
- Showing accepted cards

Baymard Institute Guidelines

Payment Methods

Card

VISA

MasterCard

AMERICAN EXPRESS

Discover

Discover

DISCOVER

PayPal

PayPal

Card Number ^{*}

VISA

4242 4242 4242 4242

Expiry (MM/YY) ^{*}

Security Code ^{*}

12/22

123

?

Cardholder Name ^{*}

Maureen O'Brien

Your card details are protected using PCI DSS v3.2 security standards

☒

Save card details for future transactions.

Use This Card

Cancel

Mid-Fidelity Design

STATES

State	Email Address	Country
Normal	<input type="text"/>	<div>Select Item</div>
Hover	<input type="text"/>	<div>Select Item</div>
Active	<input type="text"/>	<div>Select Item</div>
Verified	<input type="text"/>	<div>Ireland</div>
Error	<input type="text"/>	<div>Select Item</div>
Disabled	<input type="text"/>	<div>Select Item</div>

Selected

Select Item

Option

Option

Option

Option

Option

Option

Option

Option

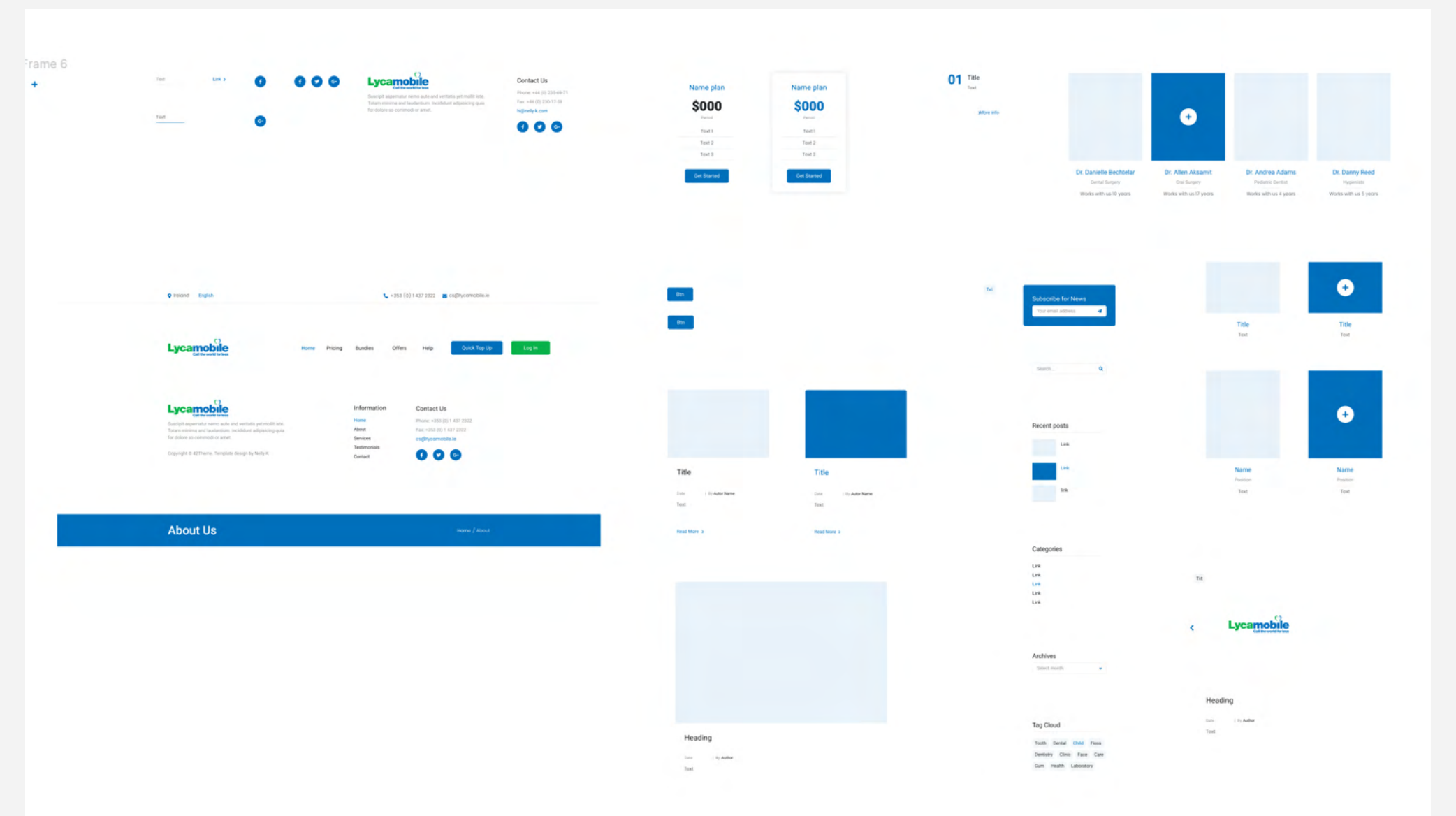
Legend

- ☐ Unchecked
- ☐ Hover
- ☒ Checked
- ☐ Indeterminate
- ☐ Disabled
- ☒ Checked disabled
- ☐ Indeterminate disabled
- ☐ Invalid

Buttons

<div>< Button</div>	<div>Button</div>
<div>< Button</div>	<div>Button</div>
<div>< Button</div>	<div>Button</div>
<div>< Button</div>	<div>Button</div>
<div>< Button</div>	<div>Button</div>

Design Components



Mid-Fidelity Design

Wireframes

Lycamobile

SEARCH

Order by phone 1200-123-123

Home

Bundles

Pricing

Offers

Help

Quick Top Up

My Account

Home / Quick Top Up

SECURE CHECKOUT

How would you like to top up?

I want to buy call credit

I want to activate voucher

1 of 3

Quick Top Up

What is Your Phone Number?

Phone Number *

+353 22 12345

How much would you like to top up?

€ 5

€ 10

€ 15

€ 20

Enter Amount

☒ Enable Auto Top Up

Billing Details

Full Name *

Email Address *

We will send you a confirmation

Country *

Ireland

Eircode or Part of Billing Address *

Start typing a post code, street address

Find Address

Enter address manually

Phone Number *

IE +353 22 12345

Phone number which is registered with your card.

Payment Methods

VISA **** 7799

Security Code *

Cancel

Pay Now

Upon clicking "Place Order", I confirm I have read and acknowledge all [terms and policies](#).

256-bit SSL encrypted

VISA

AMERICAN EXPRESS

Discover

Lycamobile

SEARCH

Order by phone 1200-123-123

Home

Bundles

Pricing

Offers

Help

Quick Top Up

My Account

Home / Quick Top Up

SECURE CHECKOUT

How would you like to top up?

I want to buy call credit

I want to activate voucher

1 of 3

Quick Top Up

What is Your Phone Number?

Phone Number *

+353 86 666 55

How much would you like to top up?

€ 5

€ 10

€ 15

€ 20

Enter Amount

☒ Enable Auto Top Up

Billing Details

Jane Doe

One Building, 1 Grand Canal Street Lower

Dublin, Co. Dublin, D02 H210

Ireland

+353 22 12345

Payment Methods

VISA **** 7799

Security Code *

Go Back

Pay Now

Upon clicking "Place Order", I confirm I have read and acknowledge all [terms and policies](#).

256-bit SSL encrypted

VISA

AMERICAN EXPRESS

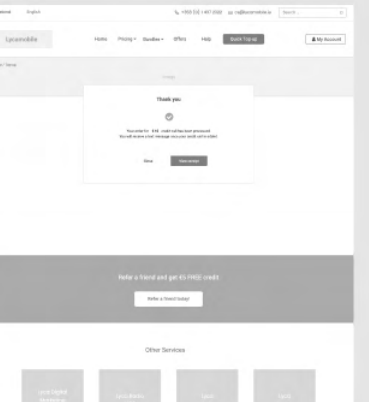
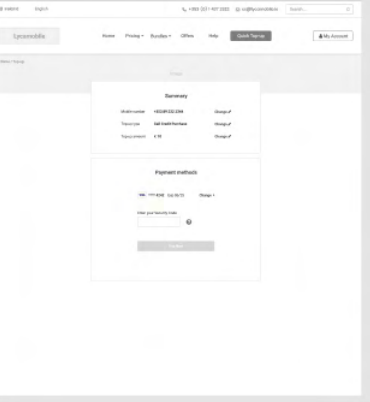
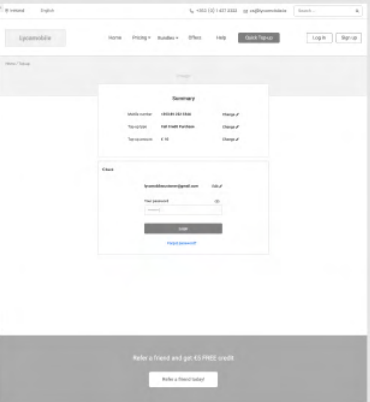
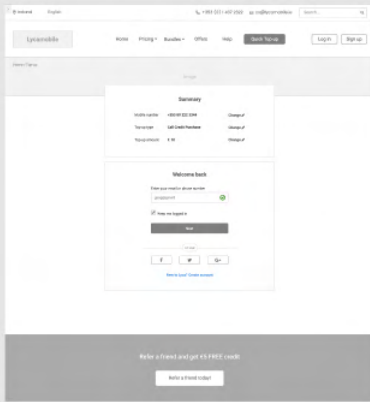
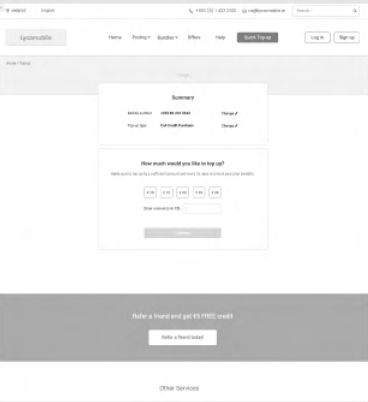
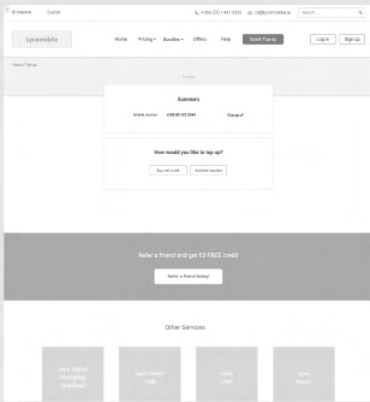
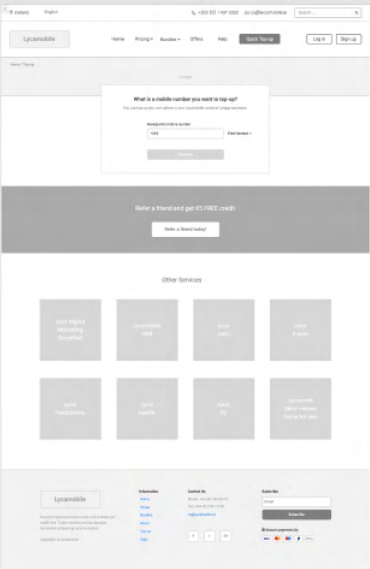
Discover

Mid-fidelity Prototype

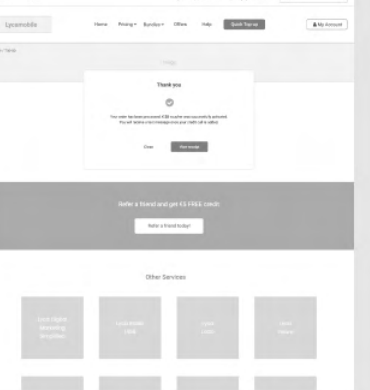
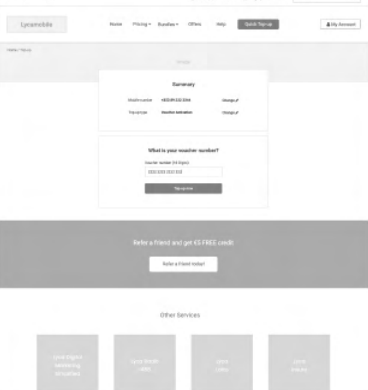
HOME PAGE



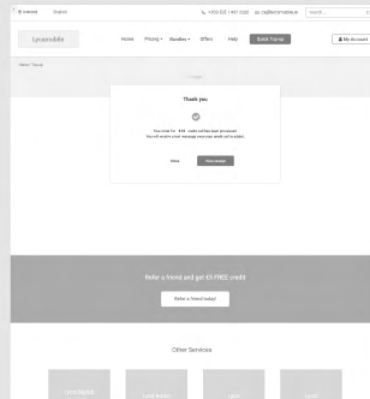
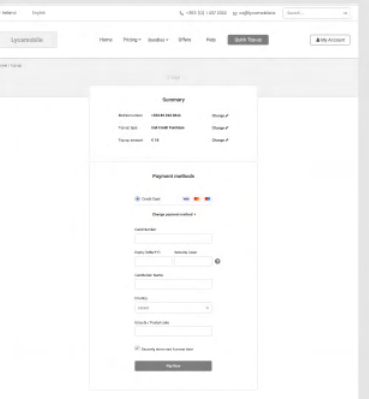
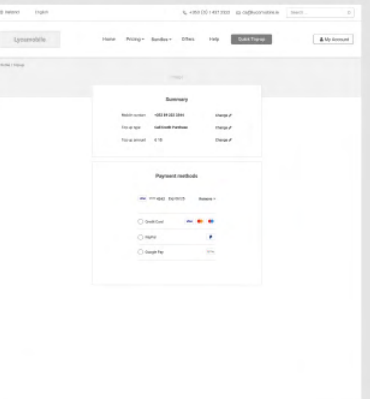
BUY TOP UP



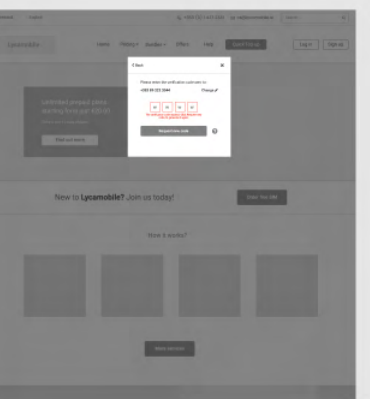
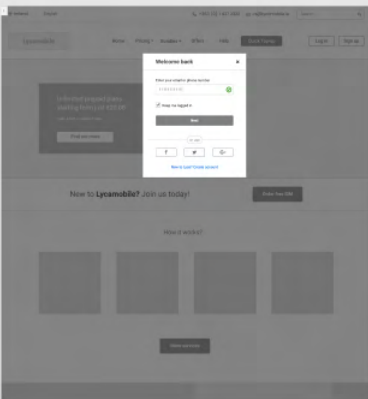
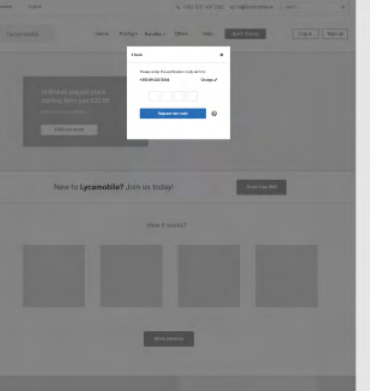
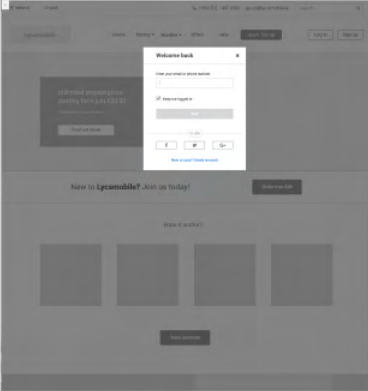
ACTIVATE VOUCHER



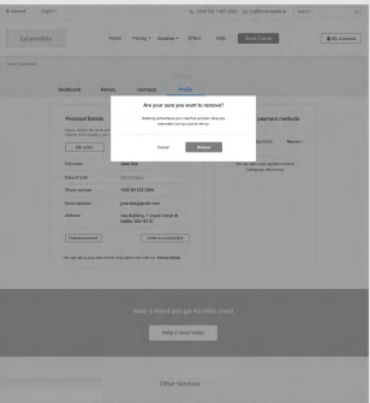
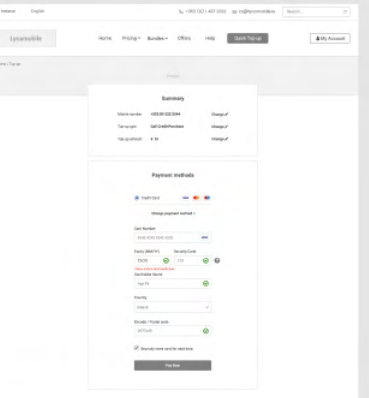
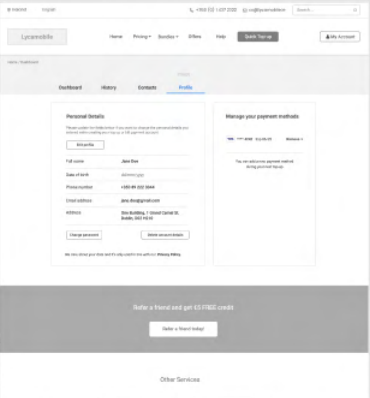
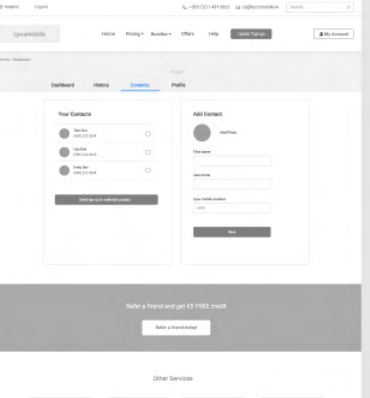
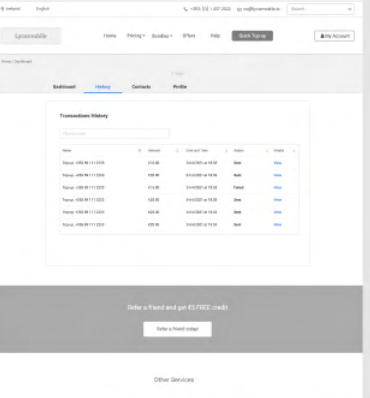
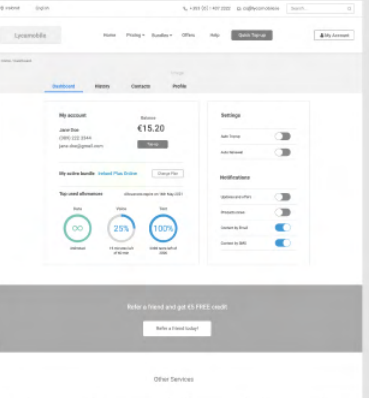
CHANGE PAYMENT METHOD



LOG IN



DASHBOARD



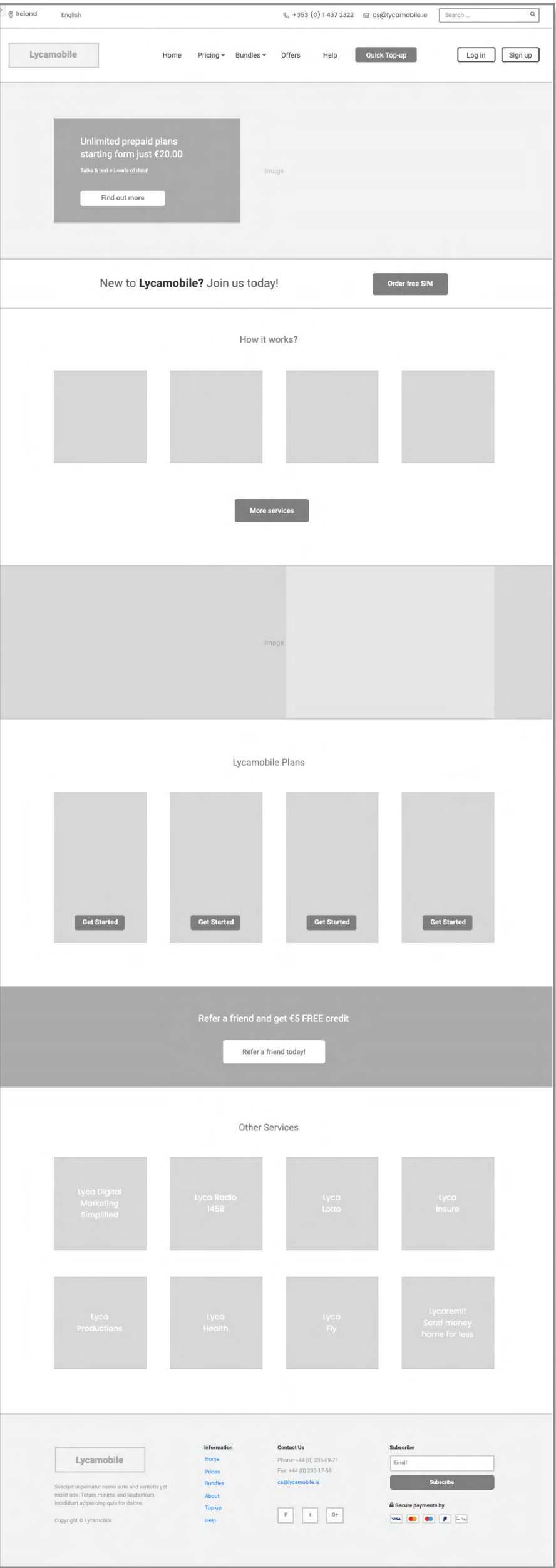
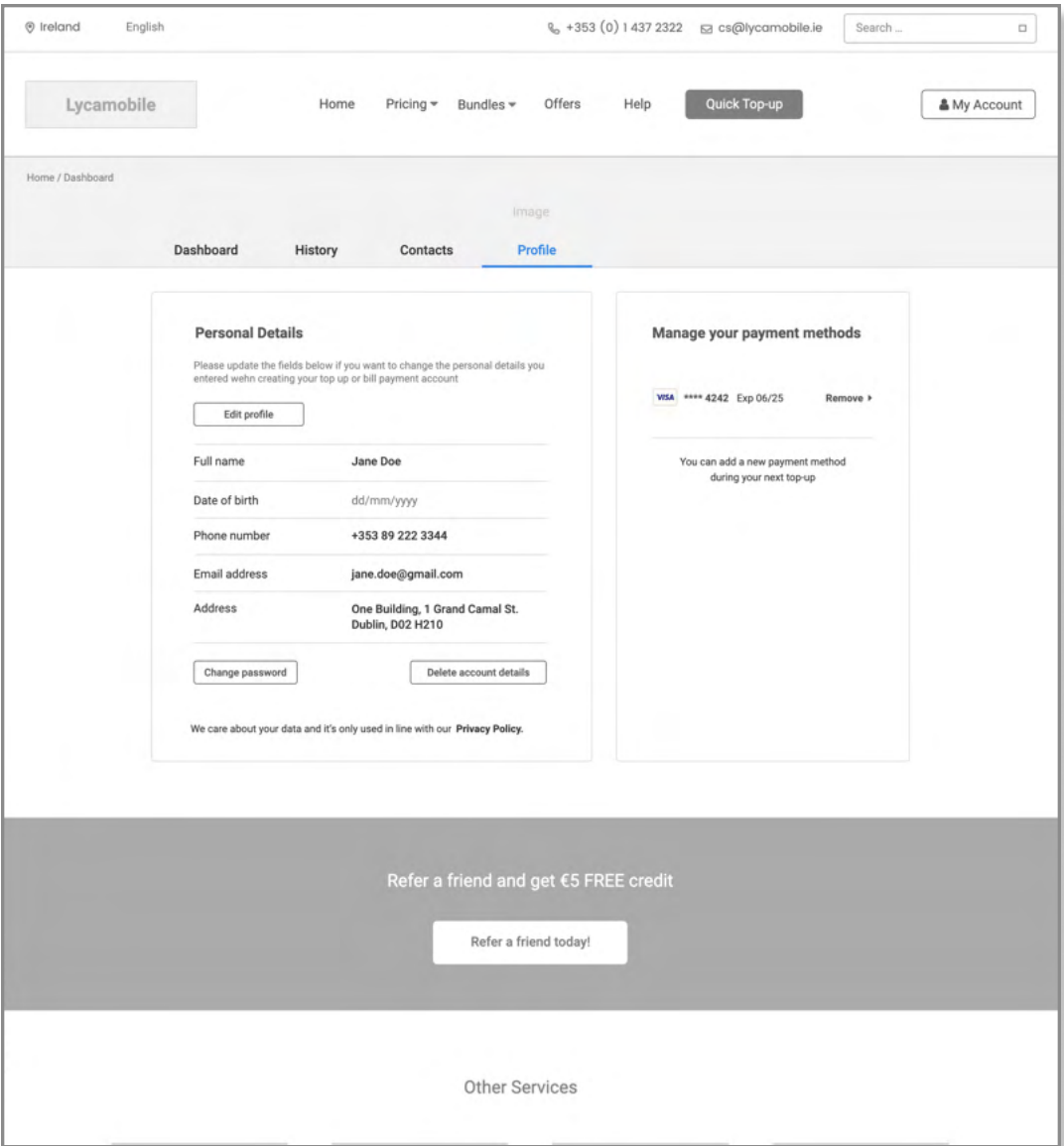
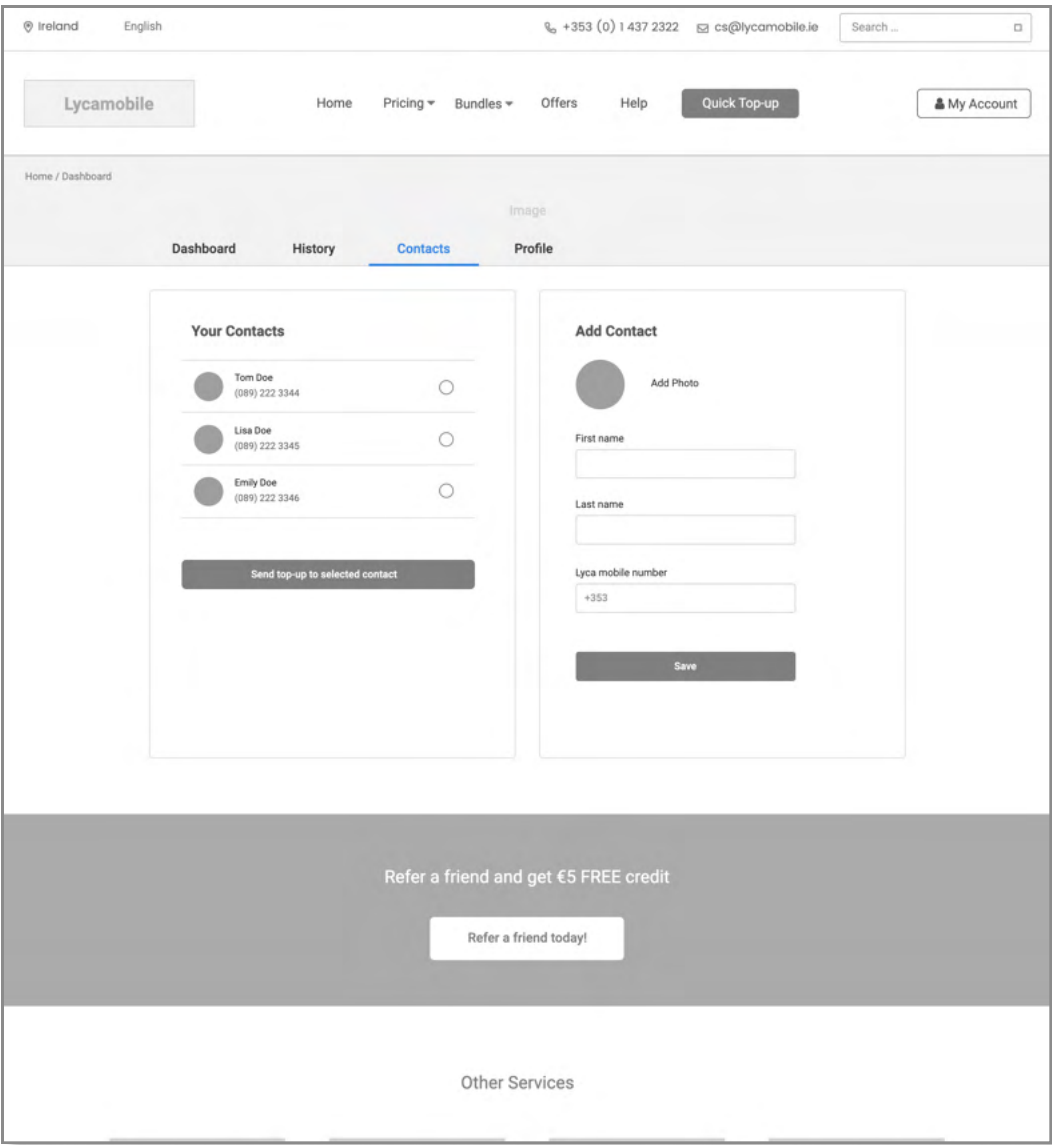
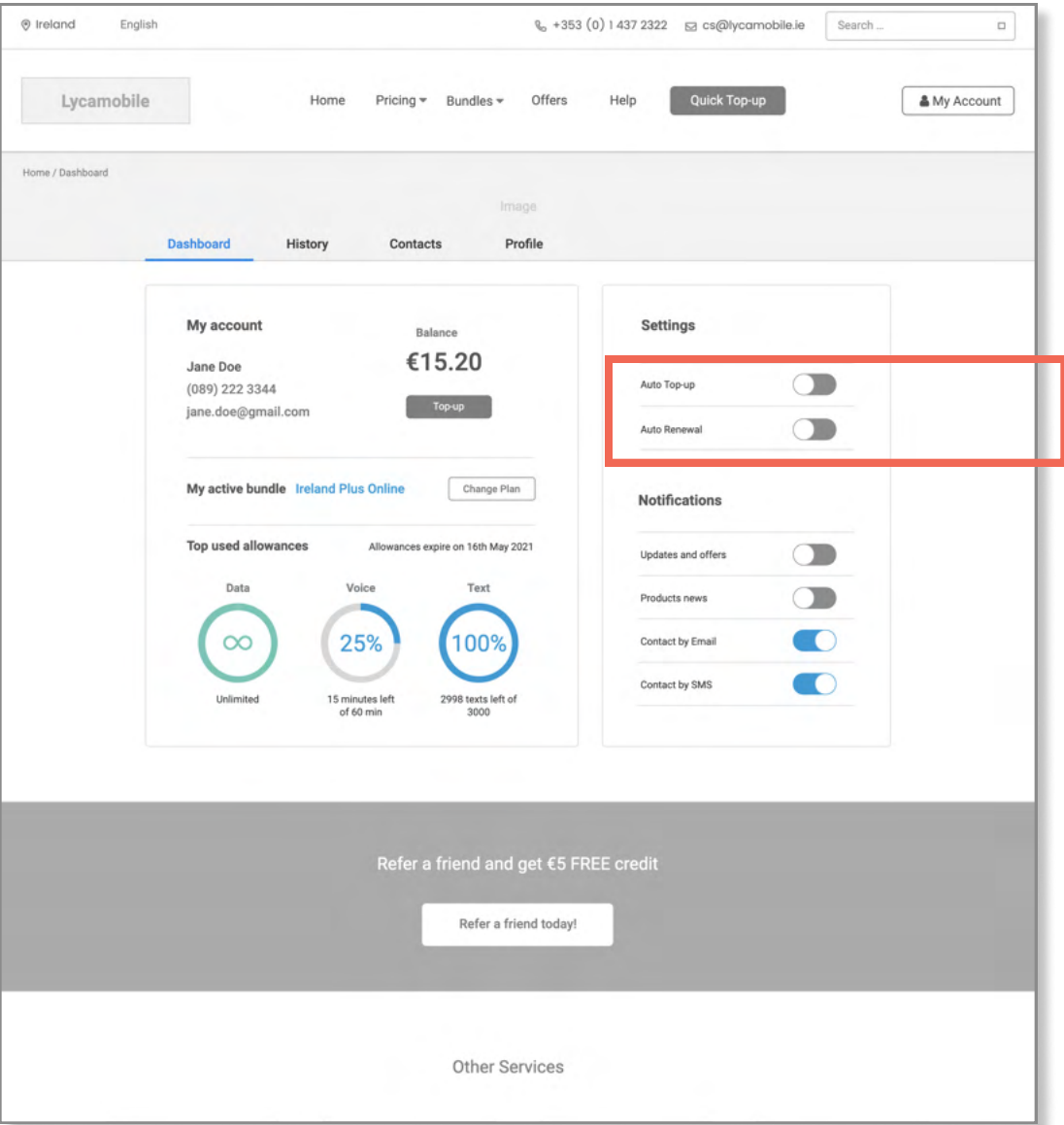
Mid-Fidelity Design

Reduced visual clutter
on Home Page

New Dashbord with easy
to access settings

Contacts list to speed up
top-up of other numbers.

Option to remove credit card

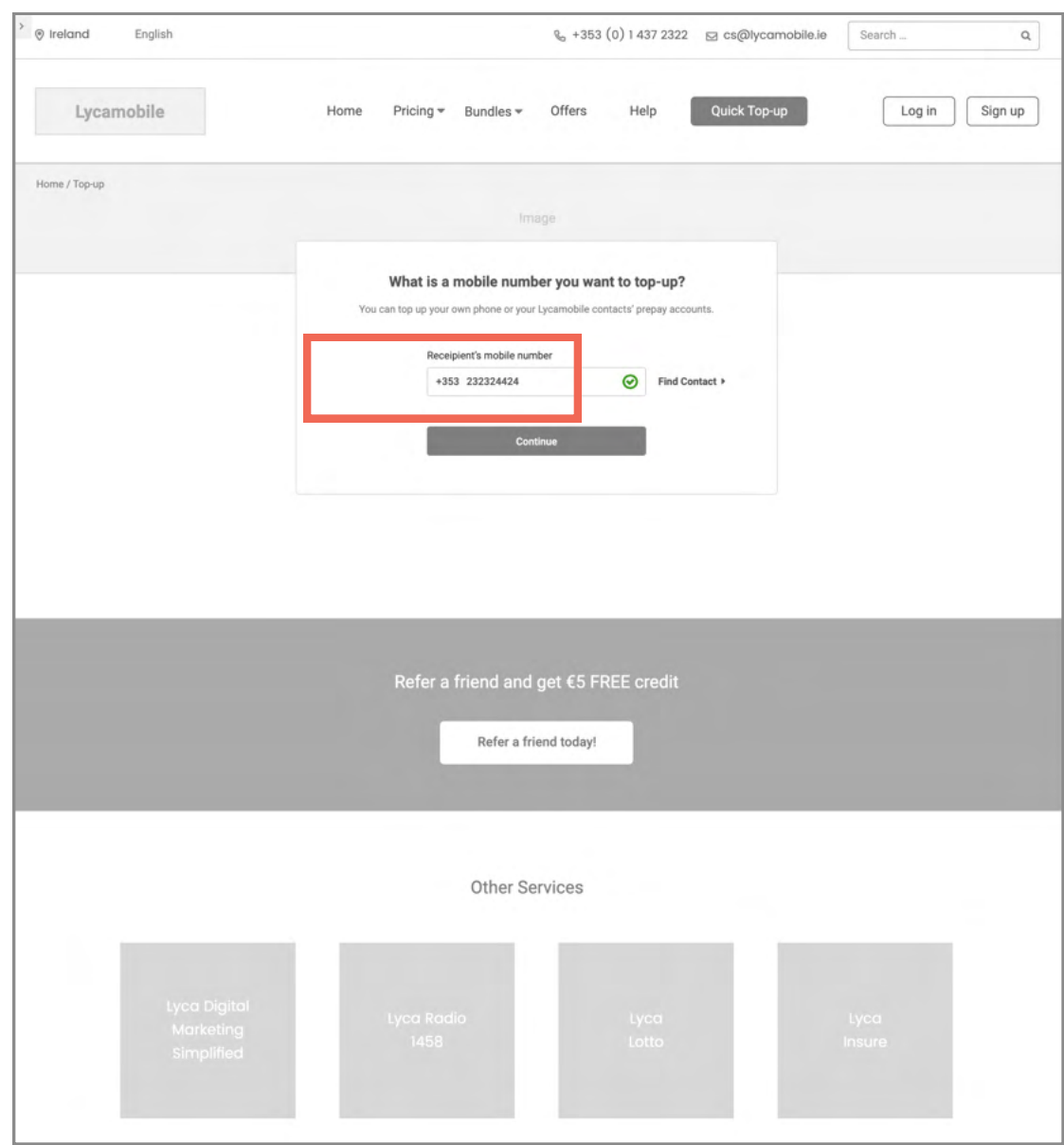


- Users couldn't understand the difference between auto top-up and auto-renewal

Mid-Fidelity Design

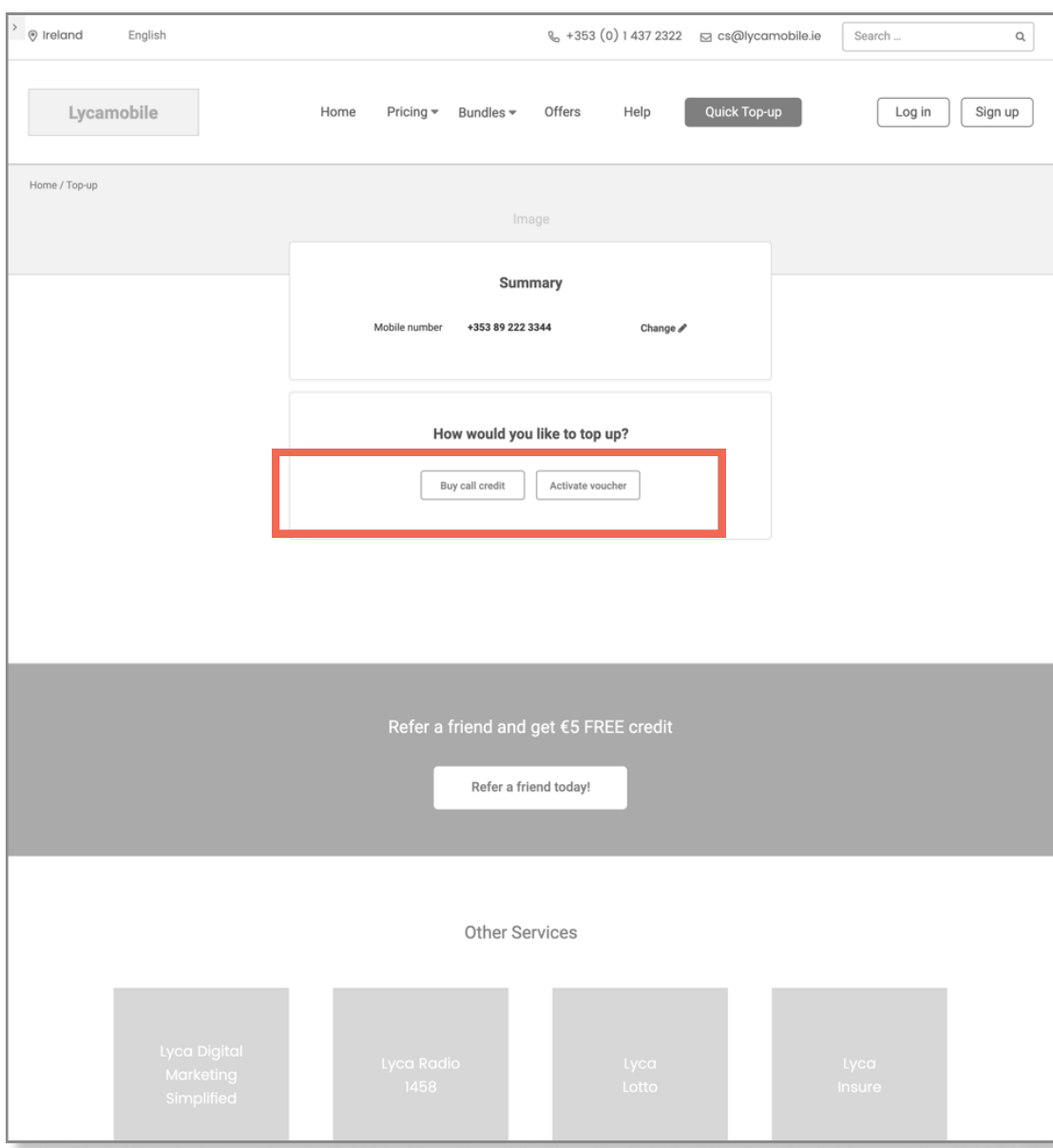
Buy Top-up

1. Enter phone number



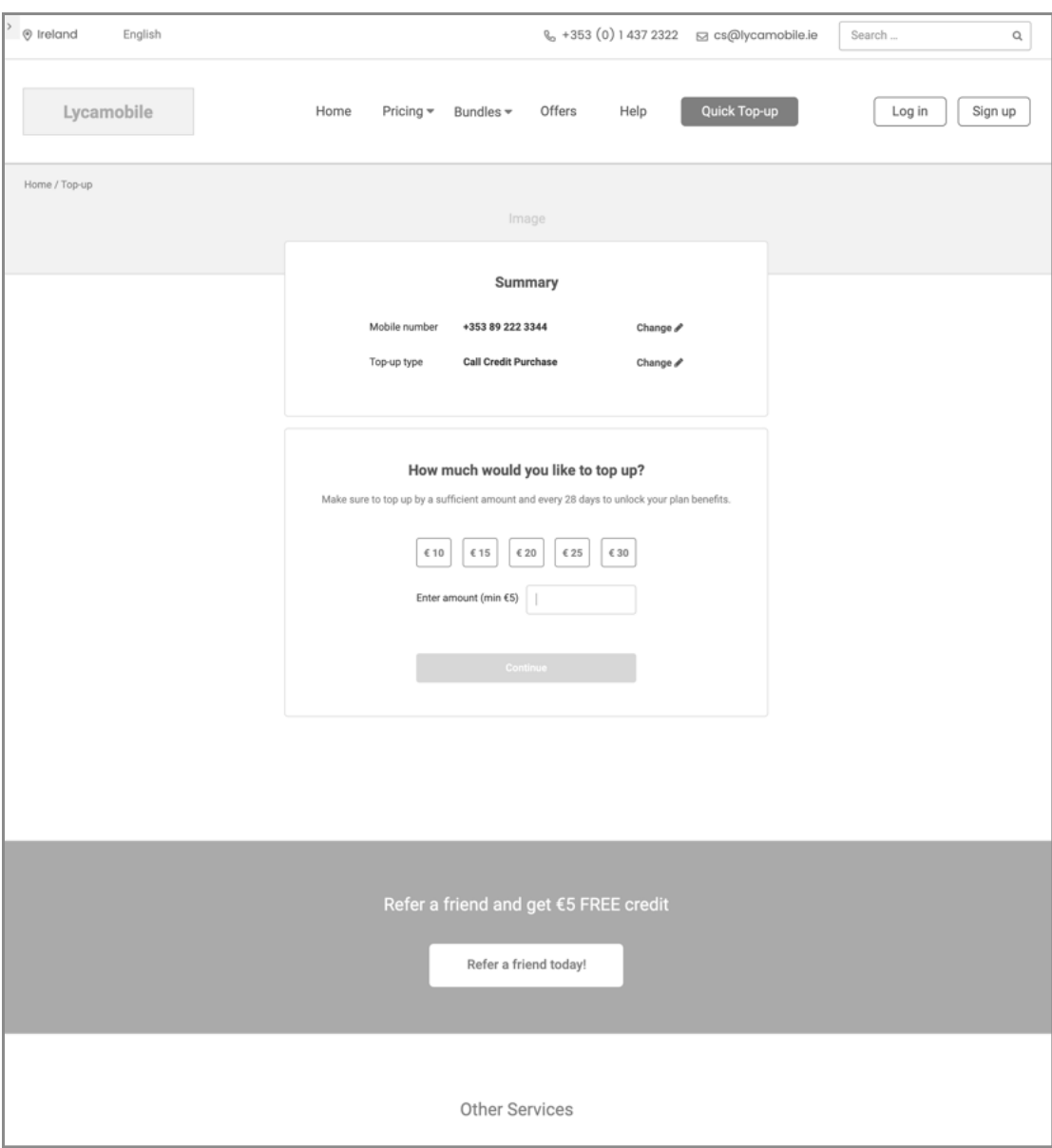
- Users weren't sure if they should type in mobile number with 0 or without.

2. Choose top-up type

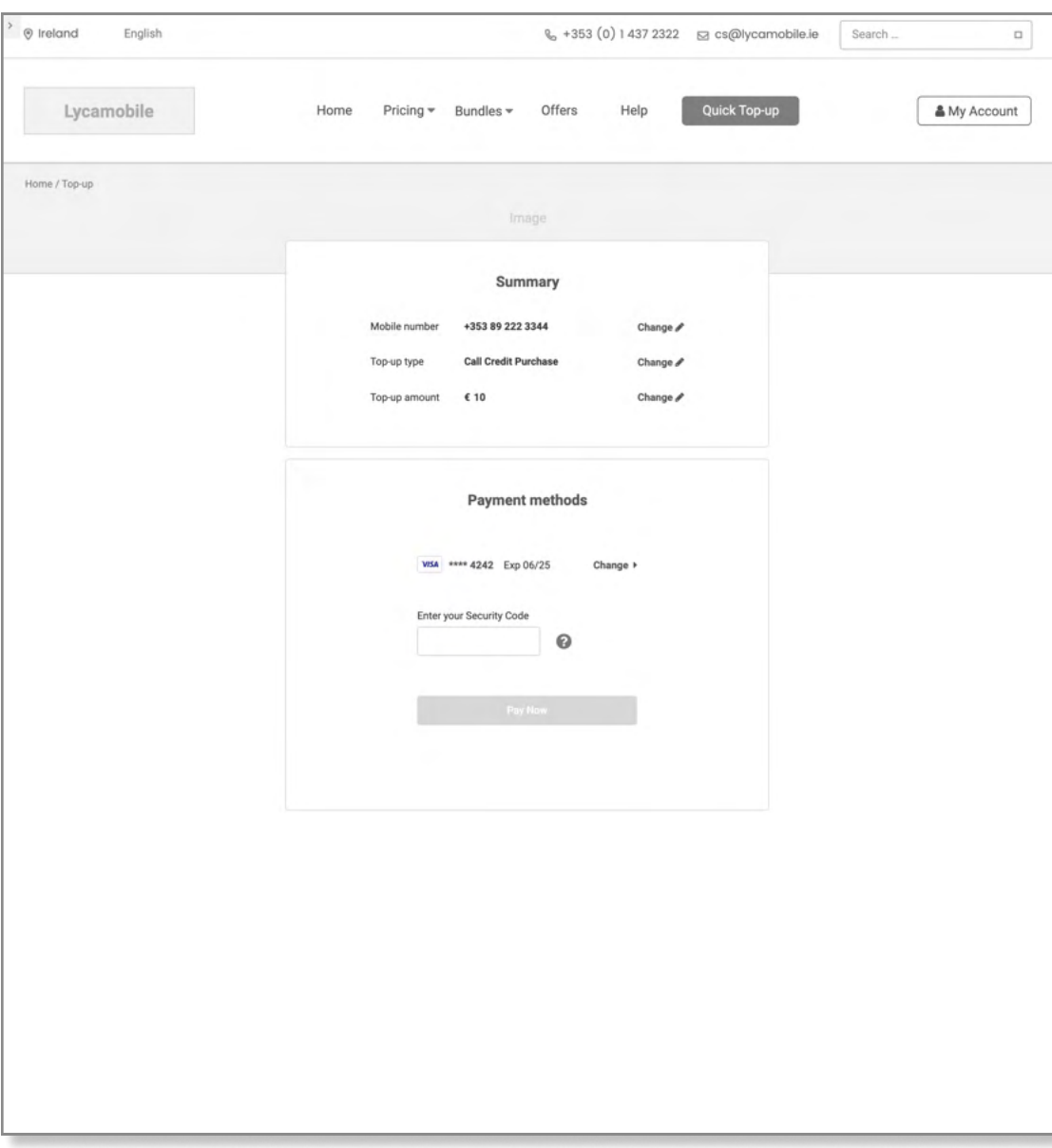


- Users couldn't find Activate Voucher option

3. Select top-up amount



4. Enter CVV



Mid-Fidelity Design

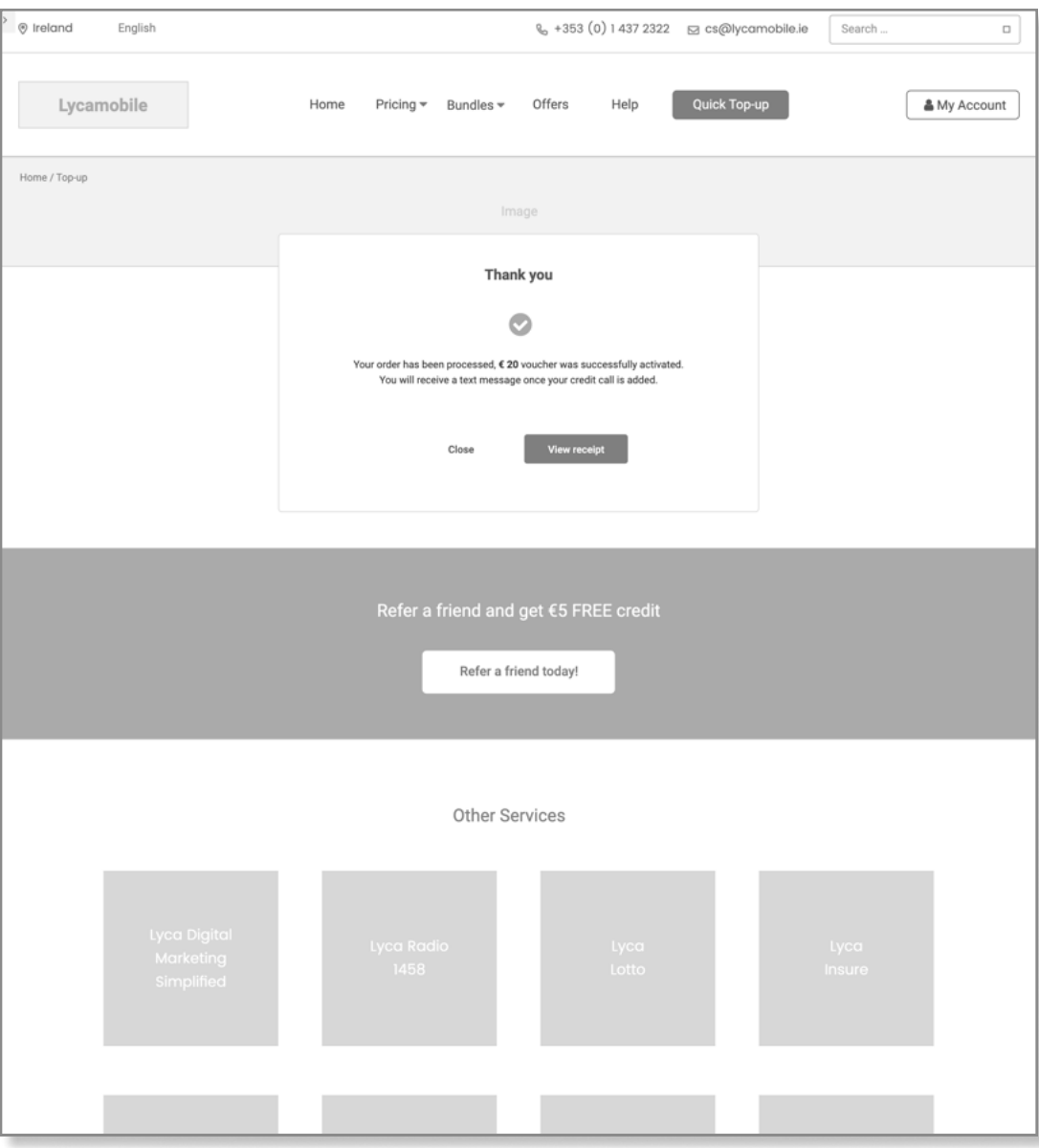
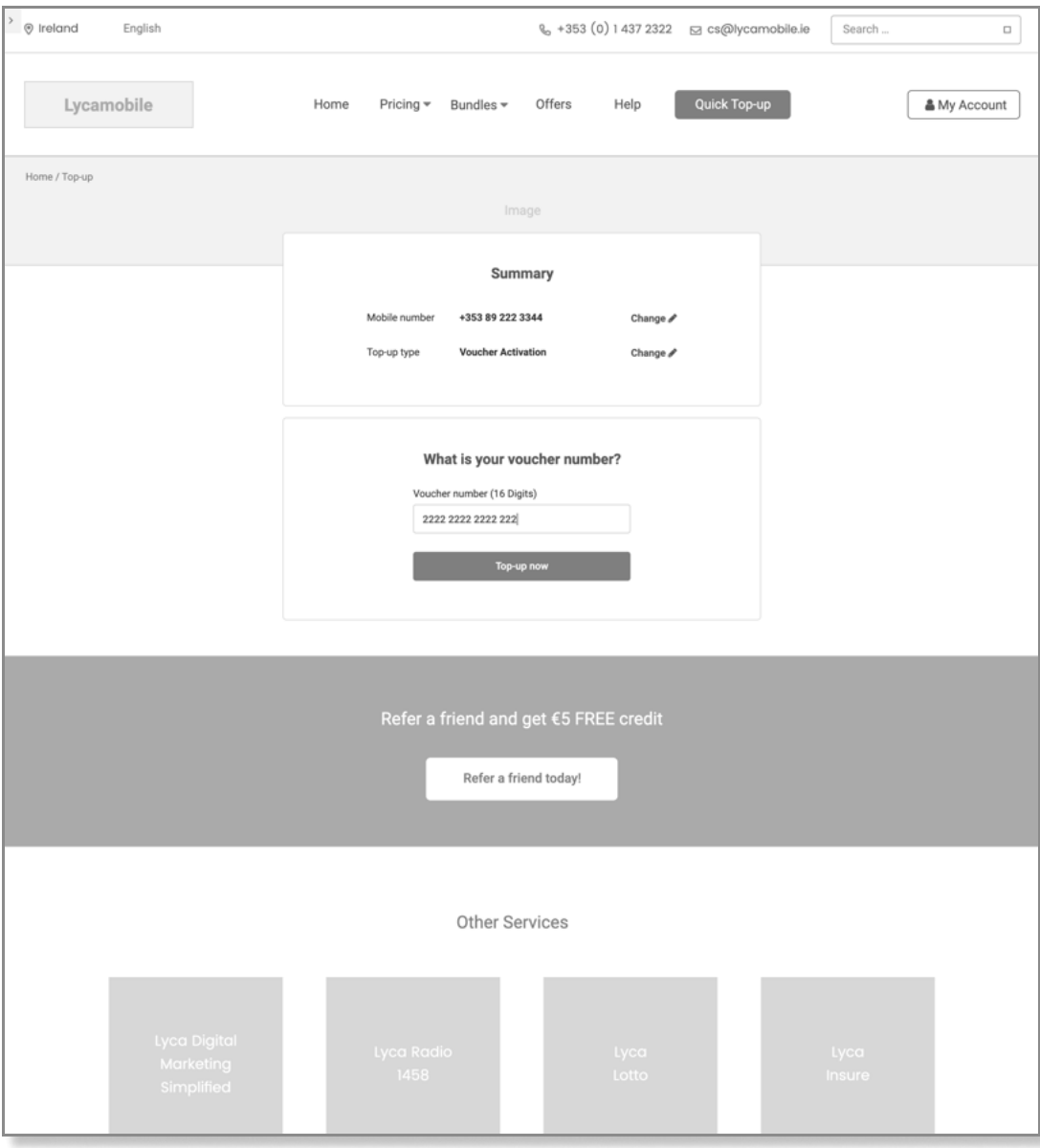
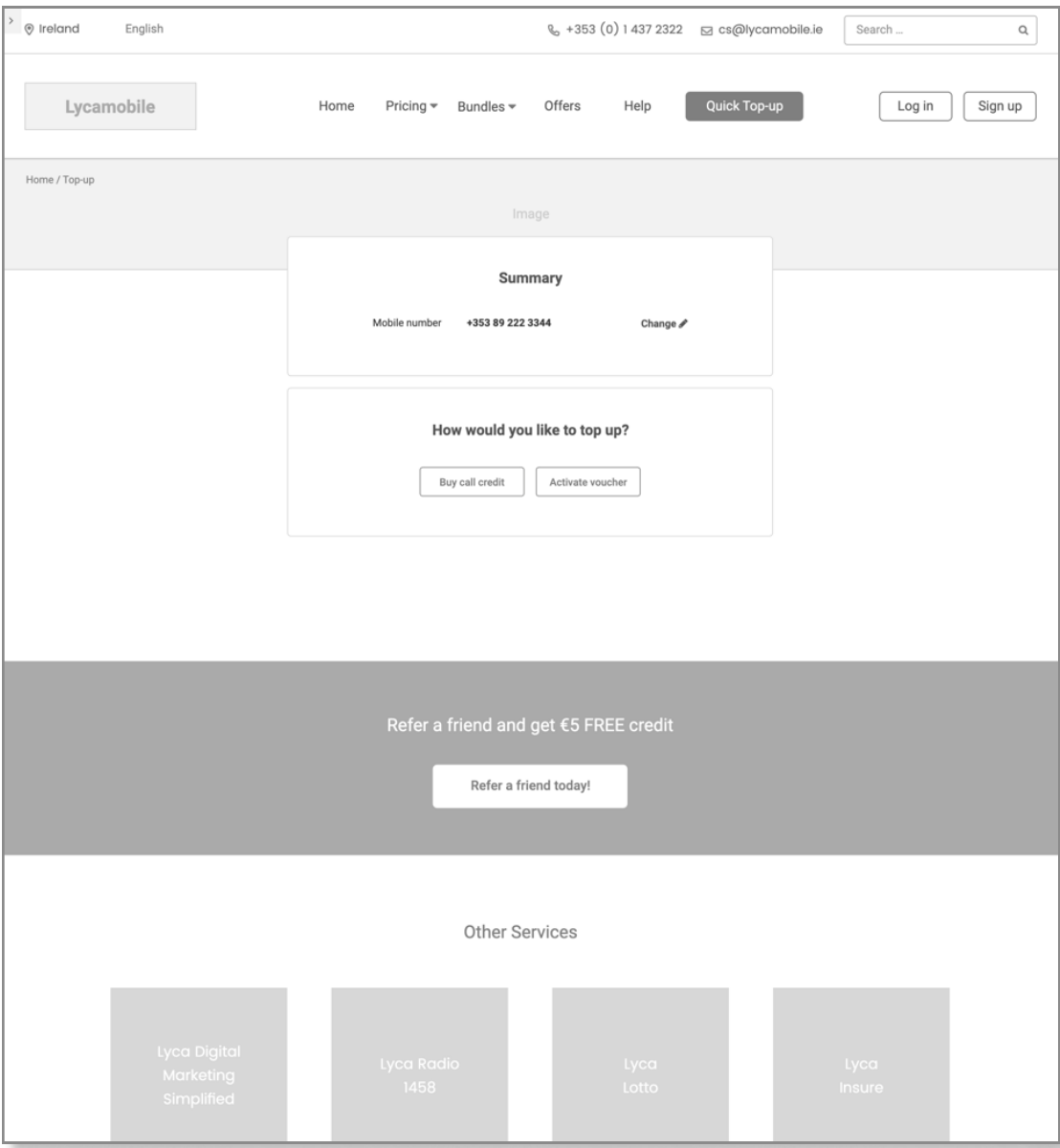
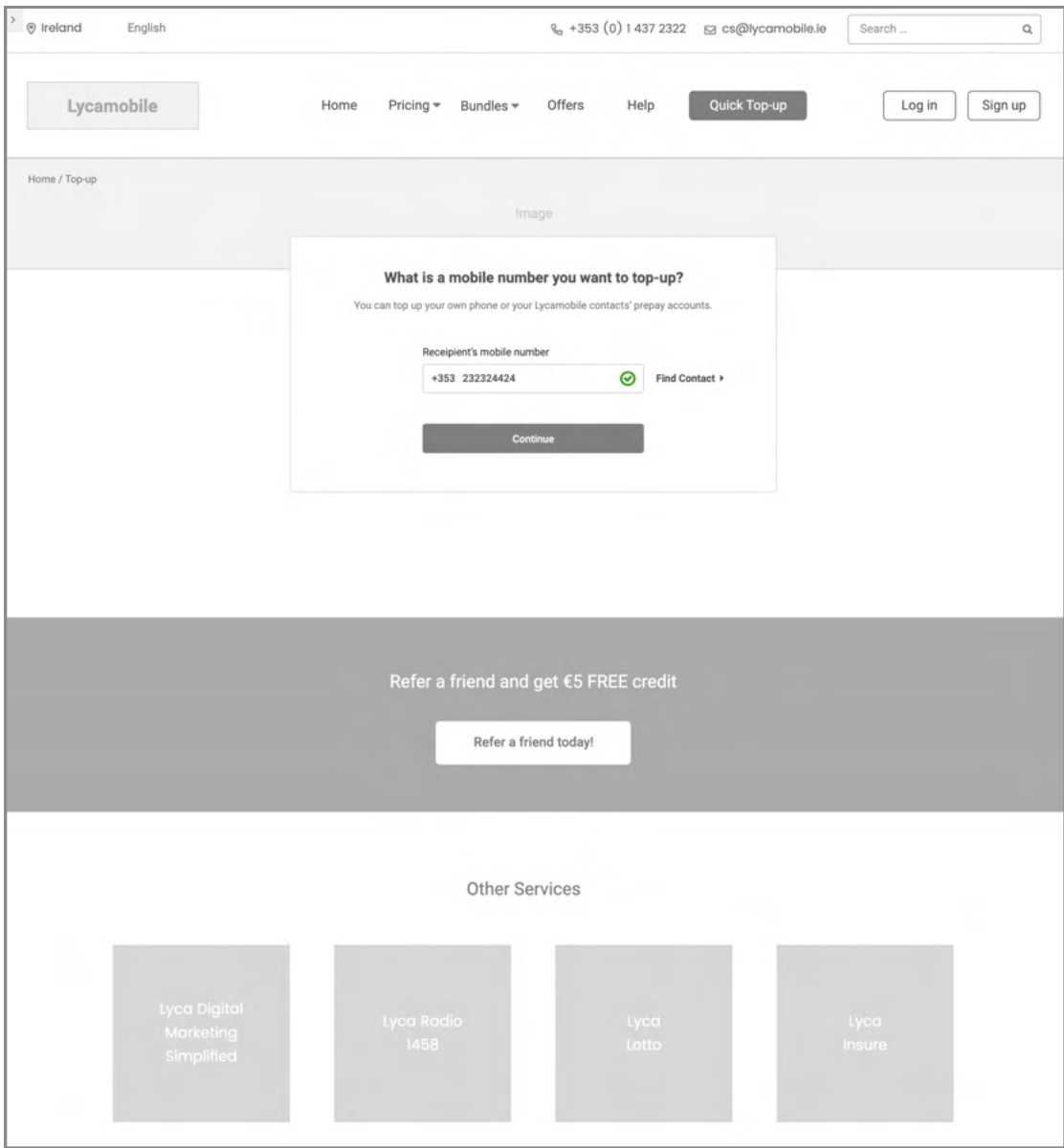
Activate Voucher

1. Enter phone number

2. Choose top-up type

3. Enter voucher number

4. Sucess



Mid-Fidelity Design

Easy to Use Payment Form

1. Add CVV

The screenshot shows the Lycamobile website's payment interface. At the top, there's a navigation bar with the Lycamobile logo, links for Home, Pricing, Bundles, Offers, Help, and a 'Quick Top-up' button. A user account icon is also present. Below the navigation bar, the main content area is titled 'Home / Top-up'. It features a 'Summary' section with the following details: Mobile number: +353 89 222 3344, Top-up type: Call Credit Purchase, and Top-up amount: € 10. Each item has a 'Change' link. Below the summary is the 'Payment methods' section. It shows a selected Visa card with the number **** 4242 and an expiration date of Exp 06/25. There is a 'Change' link next to the card. Below this, there is a field for 'Enter your Security Code' with a question mark icon and a 'Pay Now' button.

2. Change payment method

This screenshot shows the 'Change payment method' step. The 'Summary' section remains the same. In the 'Payment methods' section, the previously selected Visa card is now shown with a 'Remove' link. Below it, there are three radio button options: 'Credit Card' (selected), 'PayPal', and 'Google Pay'. Each option has a corresponding card icon. The 'Pay Now' button is still visible at the bottom.

3. Add new card

This screenshot shows the 'Add new card' step. The 'Summary' section is unchanged. The 'Payment methods' section now includes a 'Change payment method' dropdown menu. Below this, there are input fields for 'Card Number' (4242 4242 4242 4242), 'Expiry (MM/YY)' (12/23), 'Security Code' (23), 'Age Pk', 'Country' (Ireland), and 'Eircode / Postal code' (D07T648). Each field has a green checkmark indicating it's valid. There is a 'Pay Now' button at the bottom.

4. Payment confirmation

This screenshot shows the 'Payment confirmation' step. A 'Thank you' message is displayed in a white box with a green checkmark icon. The message states: 'Your order for €10 credit call has been processed. You will receive a text message once your credit call is added.' Below the message are 'Close' and 'View receipt' buttons. At the bottom of the page, there is a grey banner with the text 'Refer a friend and get €5 FREE credit' and a 'Refer a friend today!' button. Below this is a section titled 'Other Services' with four links: 'Lyca Digital Marketing', 'Lyca Radio', 'Lyca', and 'Lyca'.

- Users struggled manually entering “/”

Usability Testing

Objectives:

- Does a Lycamobile site's checkout flow fit users' expectations?
- Are users able to find and purchase credit call?
- Are users able to activate a voucher?
- Are users able to add a new payment method?
- Are users able to remove the card?
- Are users able to find automatic top-up?
- Are users able to add a new contact?
- Is navigation within the top-up easy to use?
- Assess confidence level when completing tasks.

Procedure:

- Axure RP Prototype
- 2 Participants via UserTesting.com (unmoderated)
- 1 Participant via Teams (moderated)
- Consent Forms
- Think Aloud
- General Impression Questions
- 6 Tasks
- Short post-session interview

Mid-Fidelity Design

Findings

TOP-UP

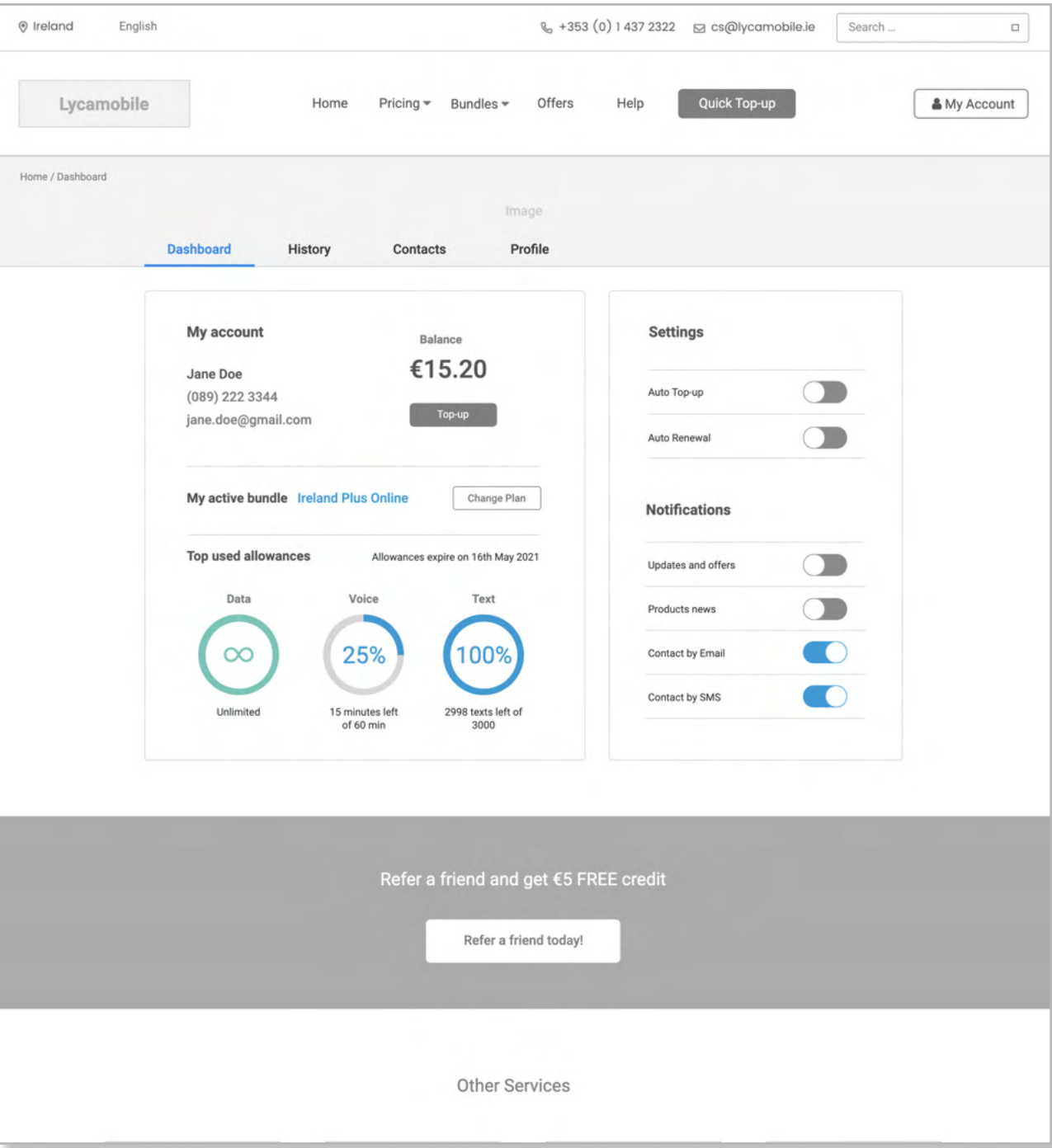
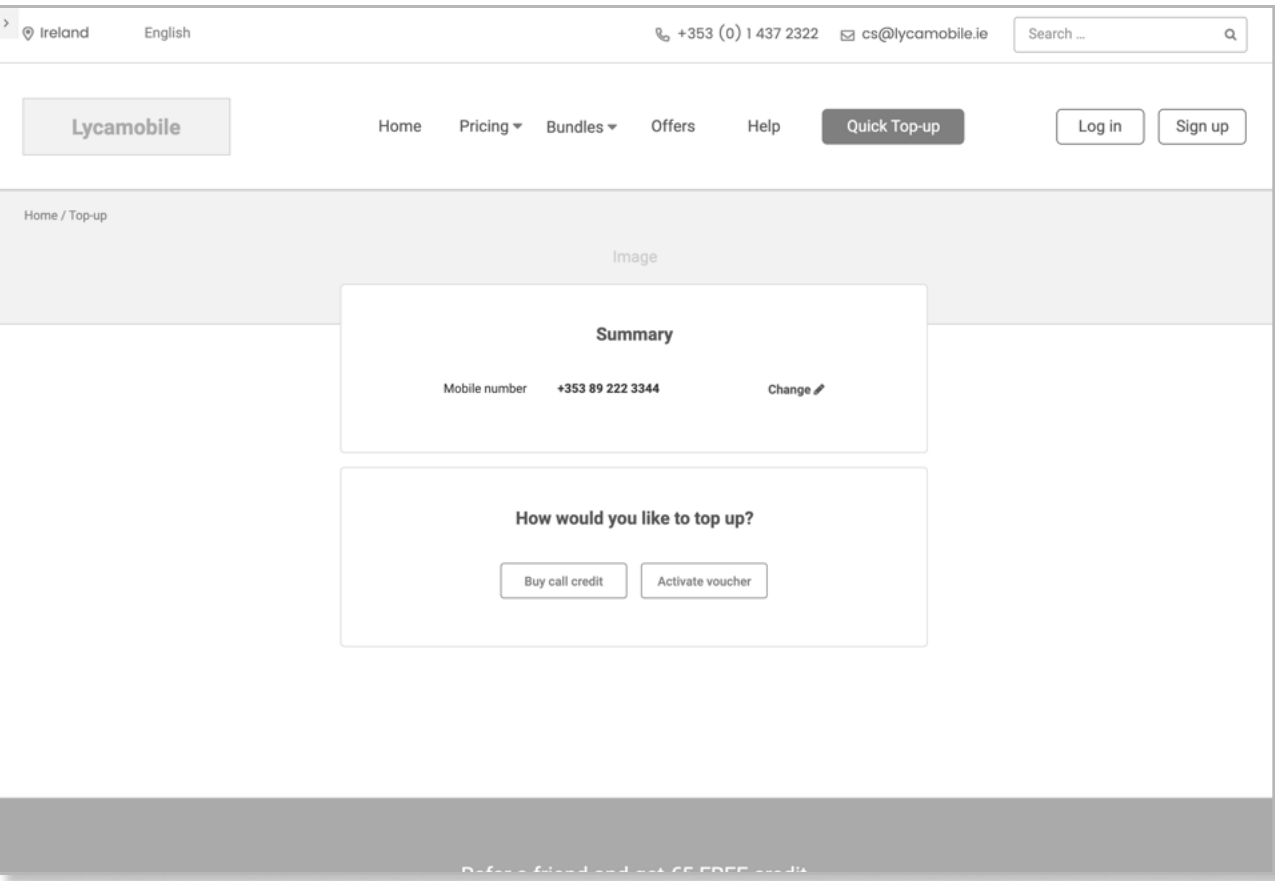
- Users had difficulties navigating to Activate Voucher feature.
- Some users didn't understand what Top-up means.
- Phone formatting doesn't work well when users enter spaces.

AUTO TOP-UP

- Users didn't know what the difference between auto top-up and auto-renewal is.

PAYMENT FORM

- Expiry date needs proper formatting - users have to enter "/" manually.



Recommendations

- Redesign Activate Voucher flow, so users can easily find it, but minimise the number of steps.
- Provide information about auto top-up and auto-renewal.
- Fix masking and formatting issues in the forms.
- Provide Customer Service contact details.
- T&C are missing
- Provide a hint for the mobile phone number input field.

High-Fidelity Design

- 01 Visual Research
- 02 Branding, Colour Palette and Typography
- 03 Initial Mockup
- 04 High-Fidelity Prototype
- 05 Test Plan and Goals
- 06 Test Results
- 07 Final Recommendations
- 08 Future Steps

Lycamobile

High-Fidelity Design and Testing
N00173057@iadt.ie / Agnieszka Przygocka
March, 2021

High-fidelity Design and Testing

High-Fidelity Design

Moodboard



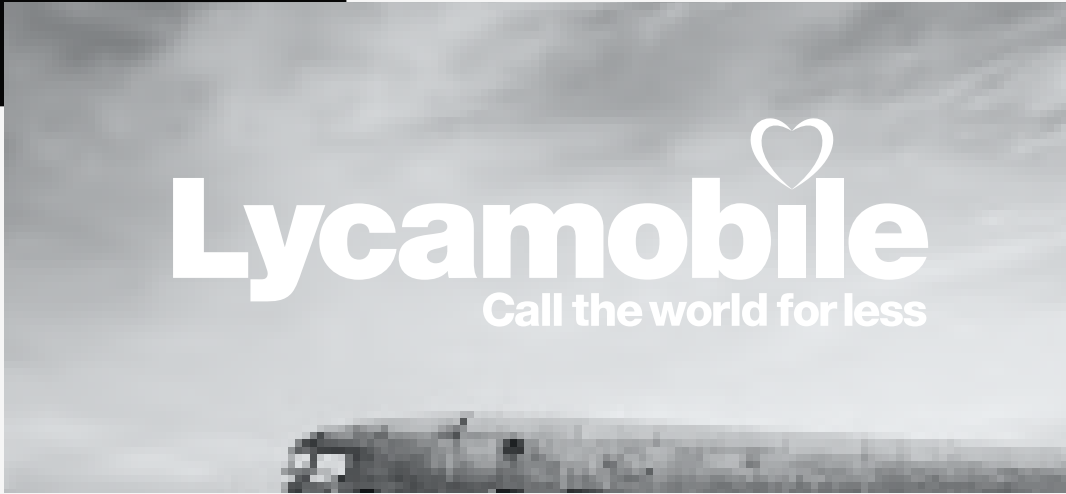
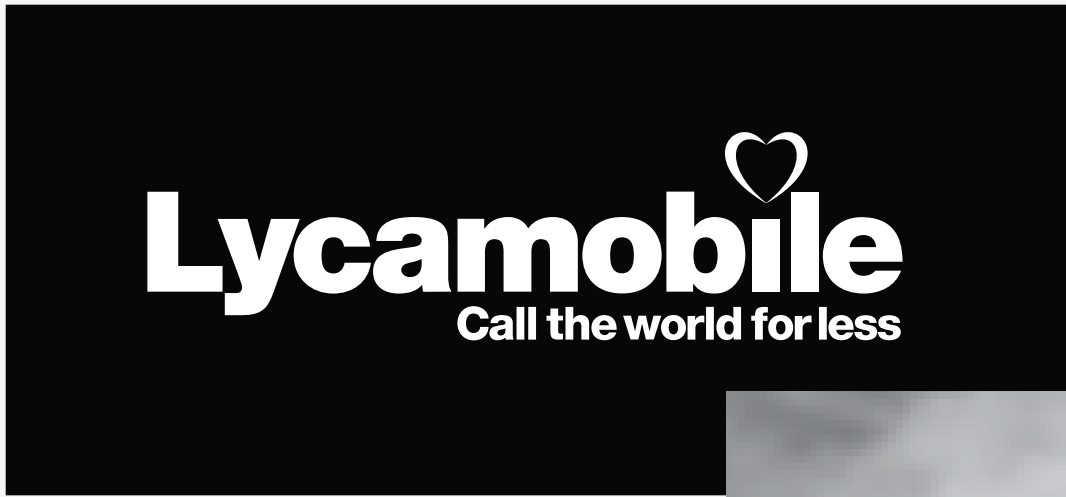
Moodboard on Pinterest



High-Fidelity Design

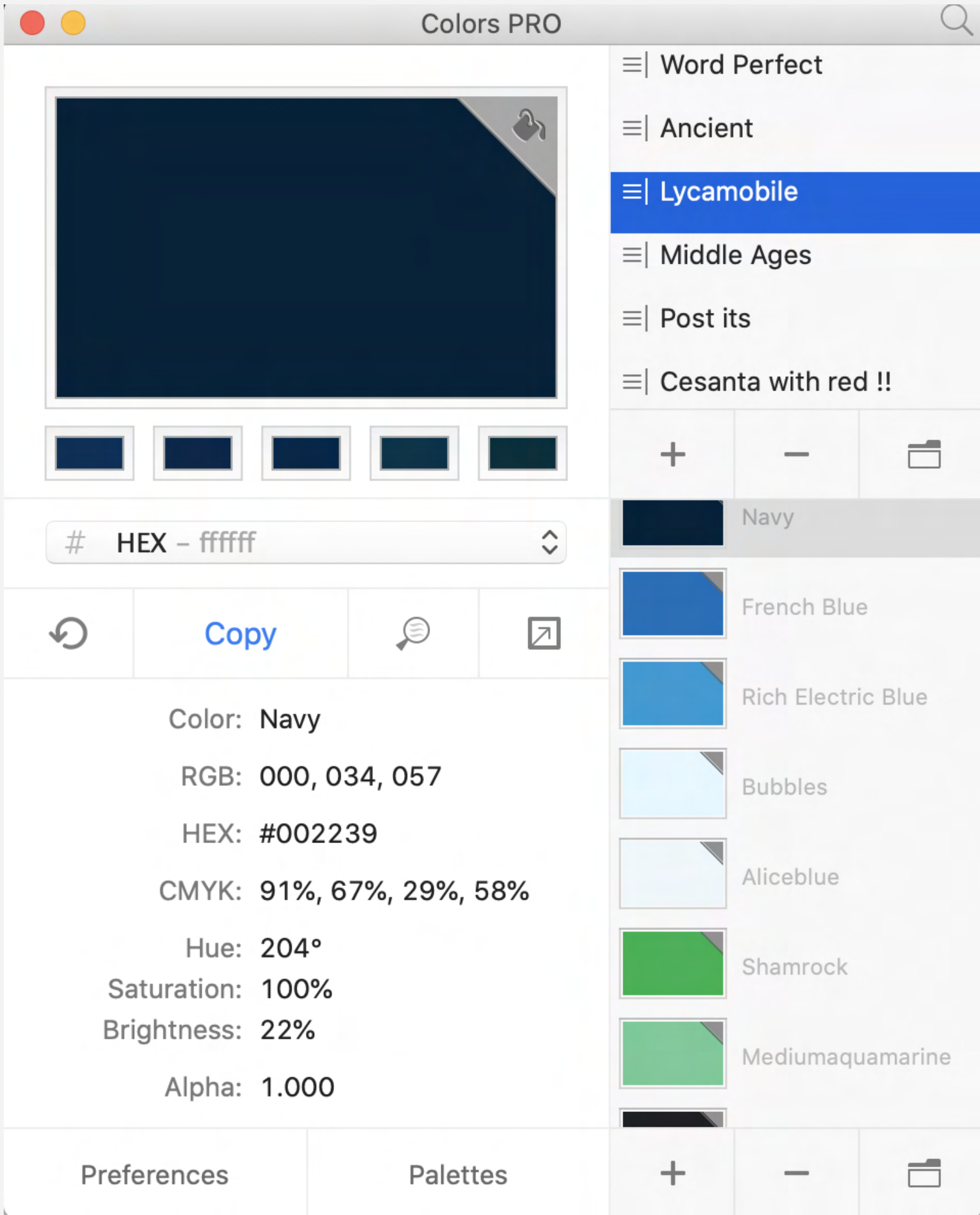
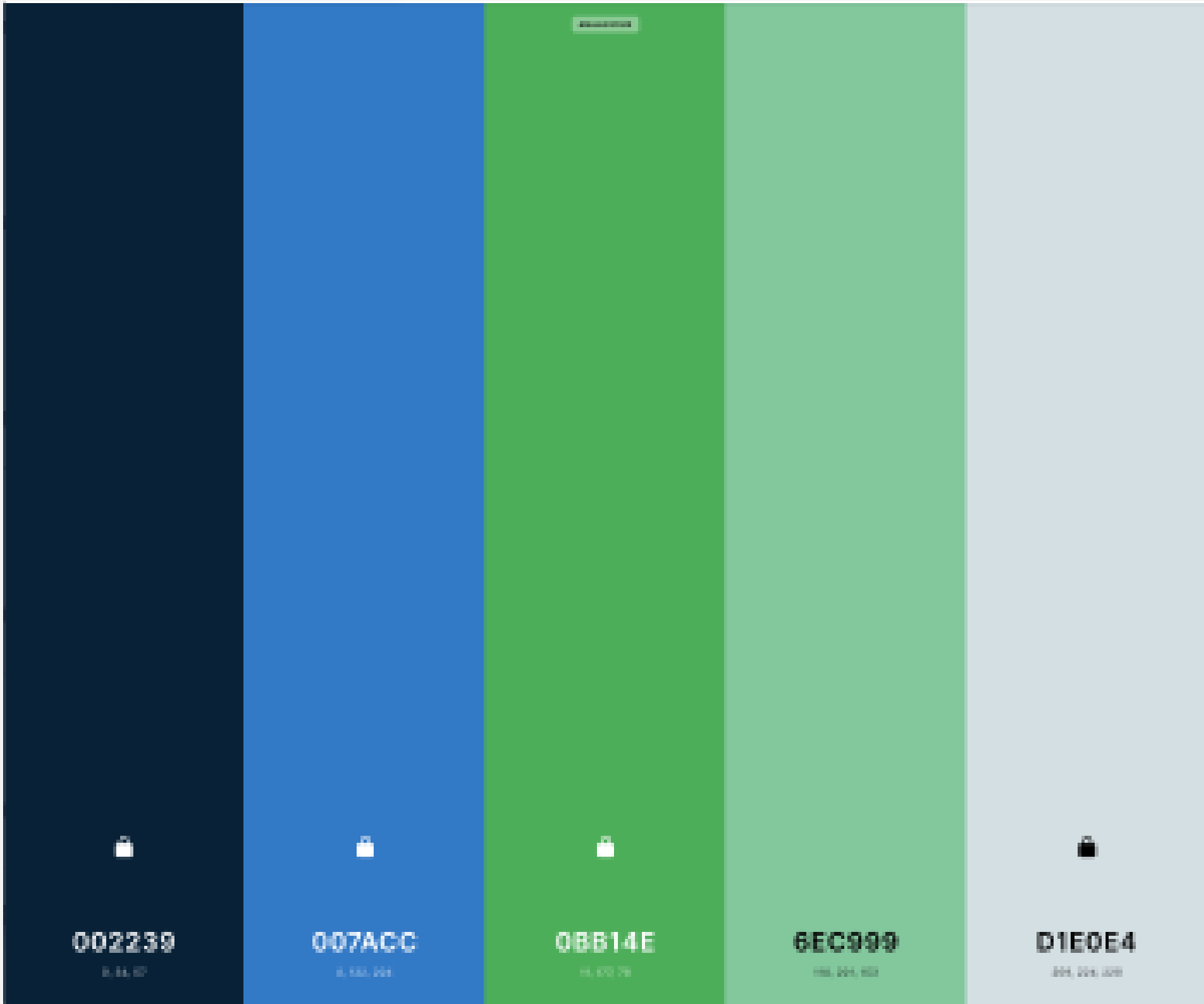


Backgrounds



High-Fidelity Design

Colours



Typography

Body / Default Regular 17	Body / Bold SemiBold 17	Body / Italic Regular italic 17	Body / Bold Italic SemiBold italic 17
Large Body Copy / Default Regular 22	Large Body Copy / Bold SemiBold 22	Large Body Copy / Italic Regular italic 22	Large Body Copy / Bold Italic SemiBold italic 22
Callout / Default Regular 16	Callout / Bold SemiBold 16	Callout / Italic Regular italic 16	Callout / Bold Italic SemiBold italic 16
Caption 1 / Default Regular 12	Caption 1 / Bold SemiBold 12	Caption 1 / Italic Regular italic 12	Caption 1 / Bold Italic SemiBold italic 12
Caption 2 / Default Regular 11	Caption 2 / Bold Medium 11	Caption 2 / Italic Regular italic 11	Caption 2 / Bold Italic SemiBold italic 11
Footnote / Default Regular 13	Footnote / Bold SemiBold 13	Footnote / Italic Regular italic 13	Footnote / Bold Italic SemiBold italic 13
OVERLINE / DEFAULT Regular 15	OVERLINE / BOLD SemiBold 15	OVERLINE / ITALIC Regular italic 15	OVERLINE / BOLD ITALIC SemiBold italic 15
Headline / Default SemiBold 17	Headline / Bold Italic SemiBold italic 17		
Subhedline / Default Regular 15	Subhedline / Bold SemiBold 15	Subhedline / Italic Regular italic 15	Subhedline / Bold Italic SemiBold italic 15

LargeTitle / Default
Regular 34

XLargeTitle / Default
Regular 54

XXLargeTitle / Default
Regular 68

LargeTitle / Bold
Bold 34

XLargeTitle / Bold
Bold 54

XXLargeTitle / Bold
Bold 68

DisplayTitle / Default

LargeDisplayTitle / Default

DisplayTitle / Bold

LargeDisplayTitle / Bold

Title 1 / Default
Regular 28

Title 1 / Bold
Bold 28

Button / Small Text
Medium 16

Title 2 / Default
Regular 22

Title 2 / Bold
Bold 22

Button / Text
Medium 20

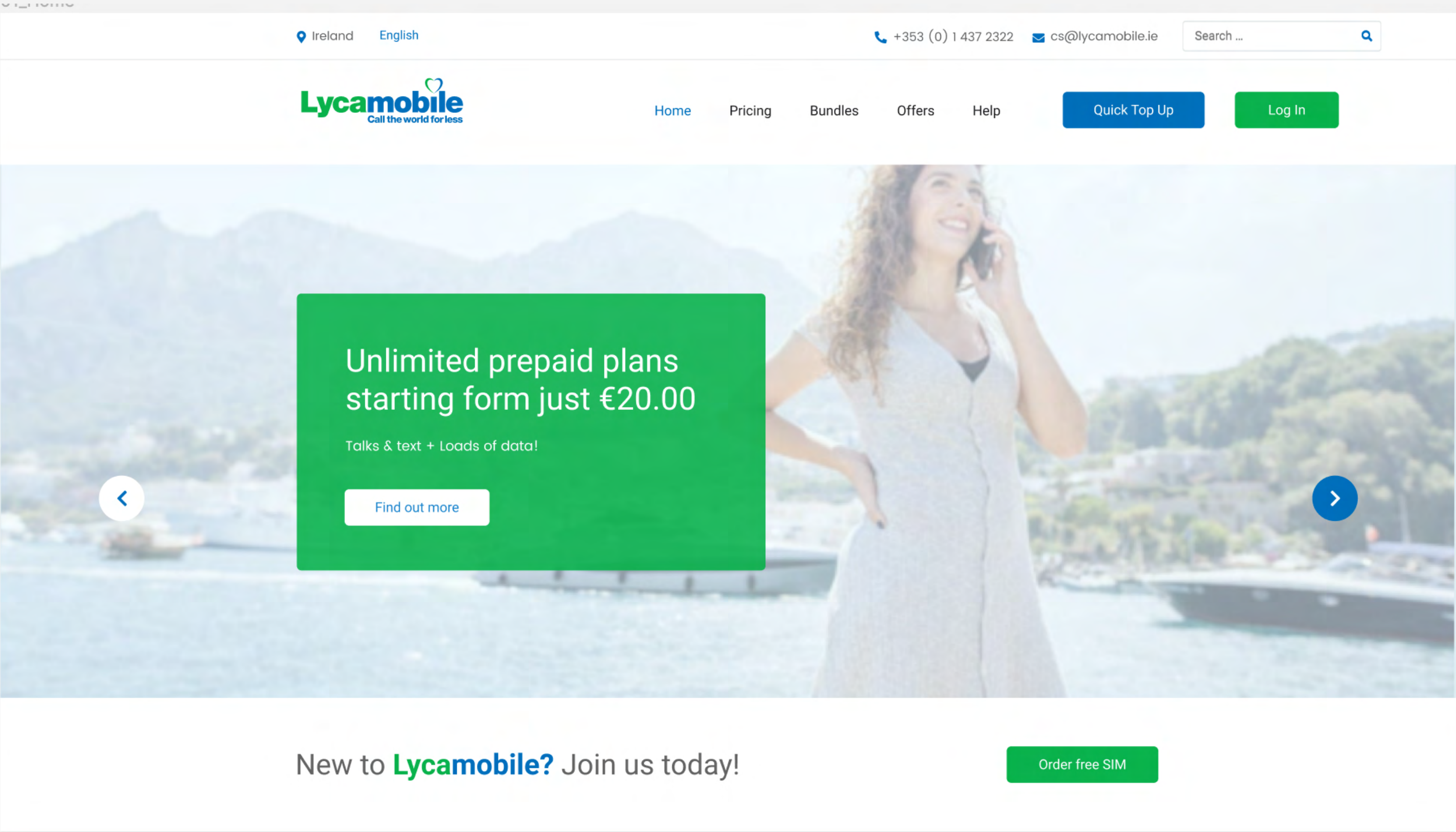
Title 3 / Default
Regular 20

Title 3 / Bold
SemiBold 20

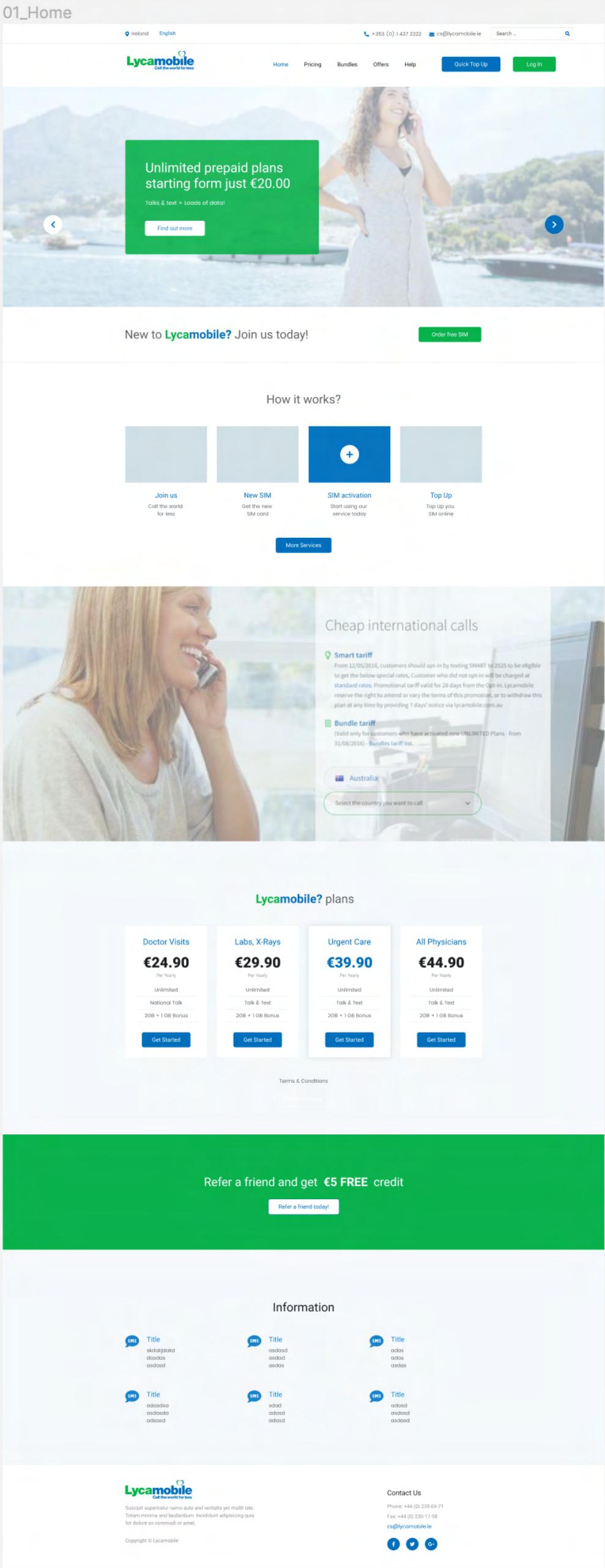
Button / Icon
Medium 23

High-Fidelity Design

Initial Mockup



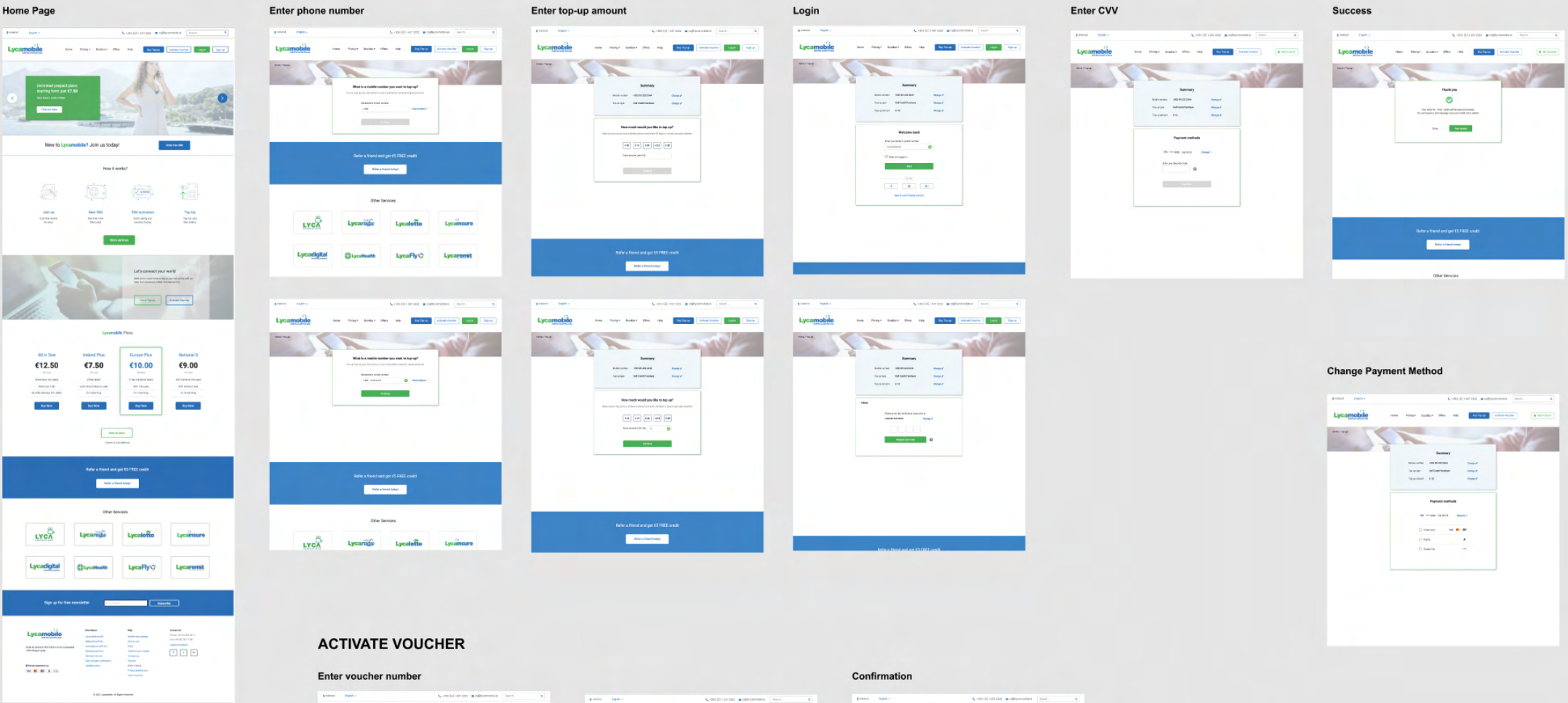
How it works?



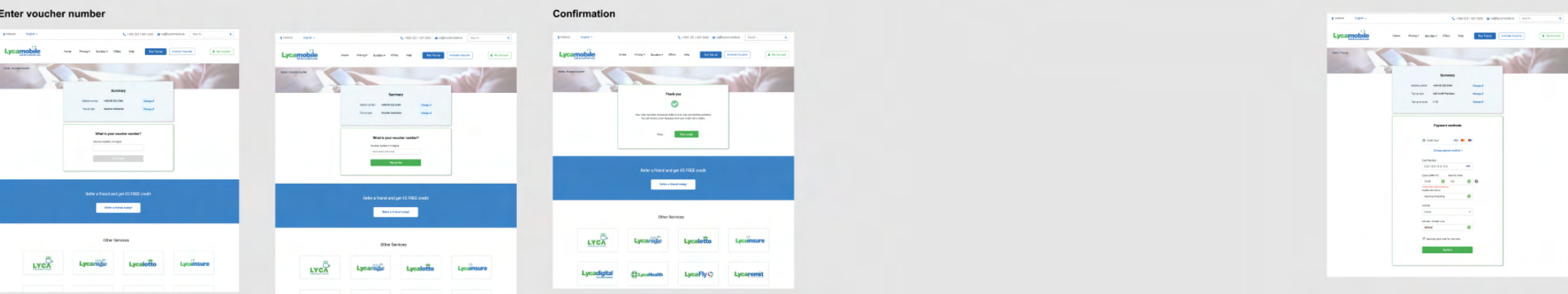
High-Fidelity Design

High-Fidelity Prototype

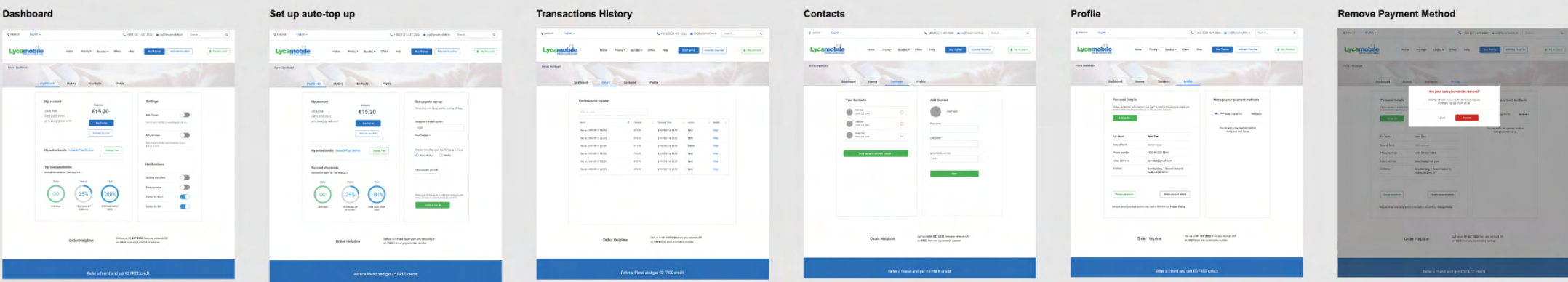
BUY TOP UP



ACTIVATE VOUCHER

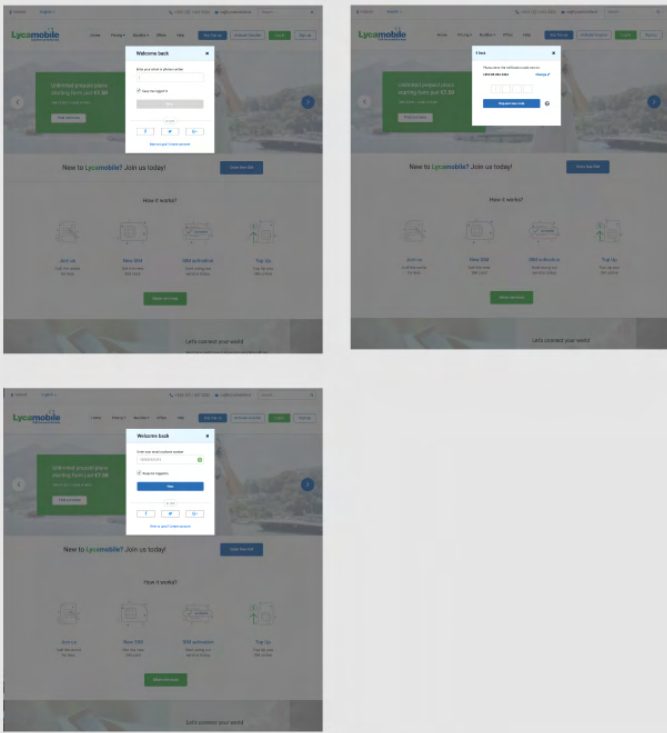


USER ACCOUNT

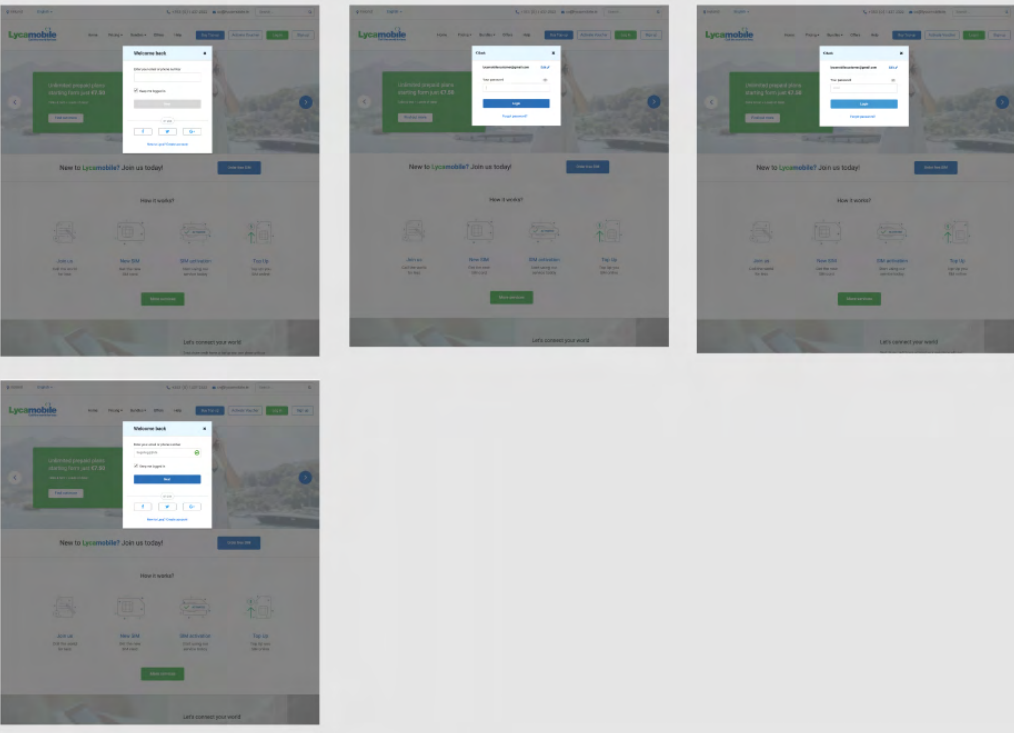


SIGN IN (the same form for both options)

Option 1 - With phone number and verification code



Option 2 - With email and password



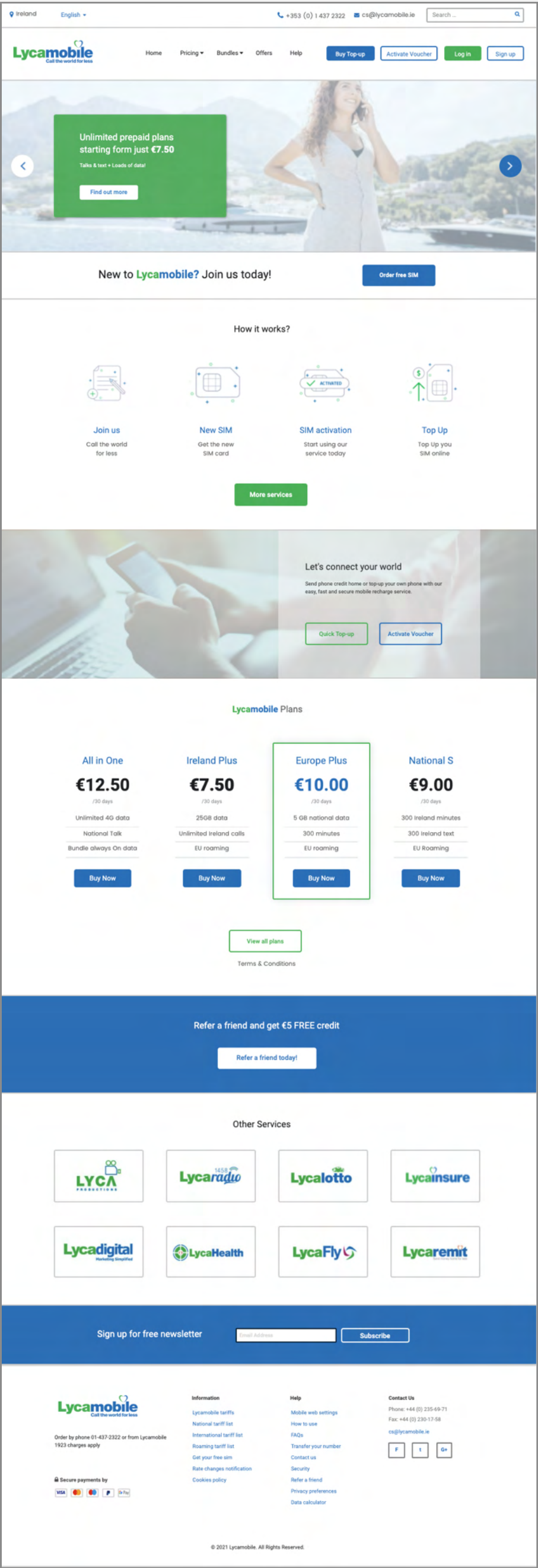
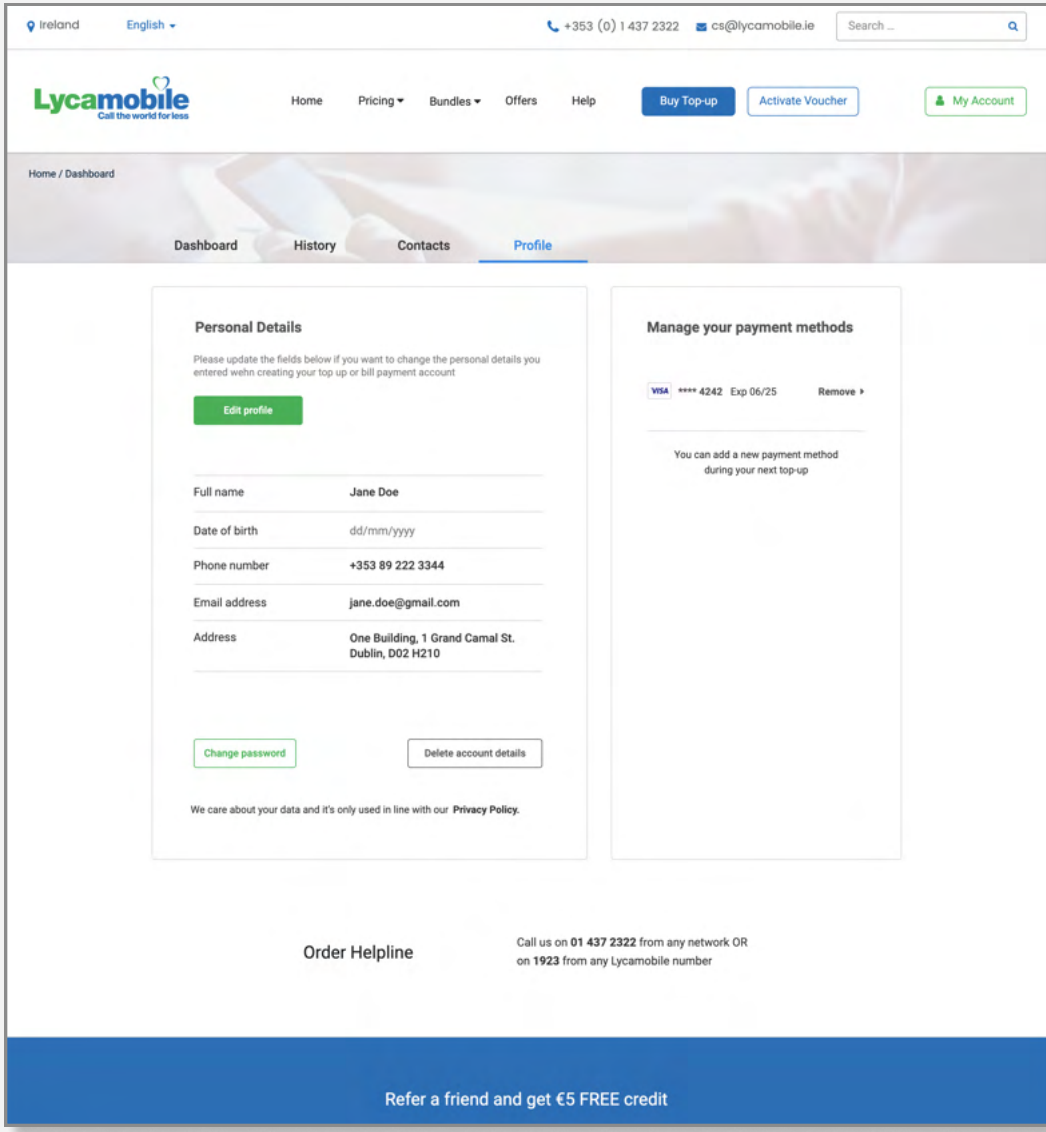
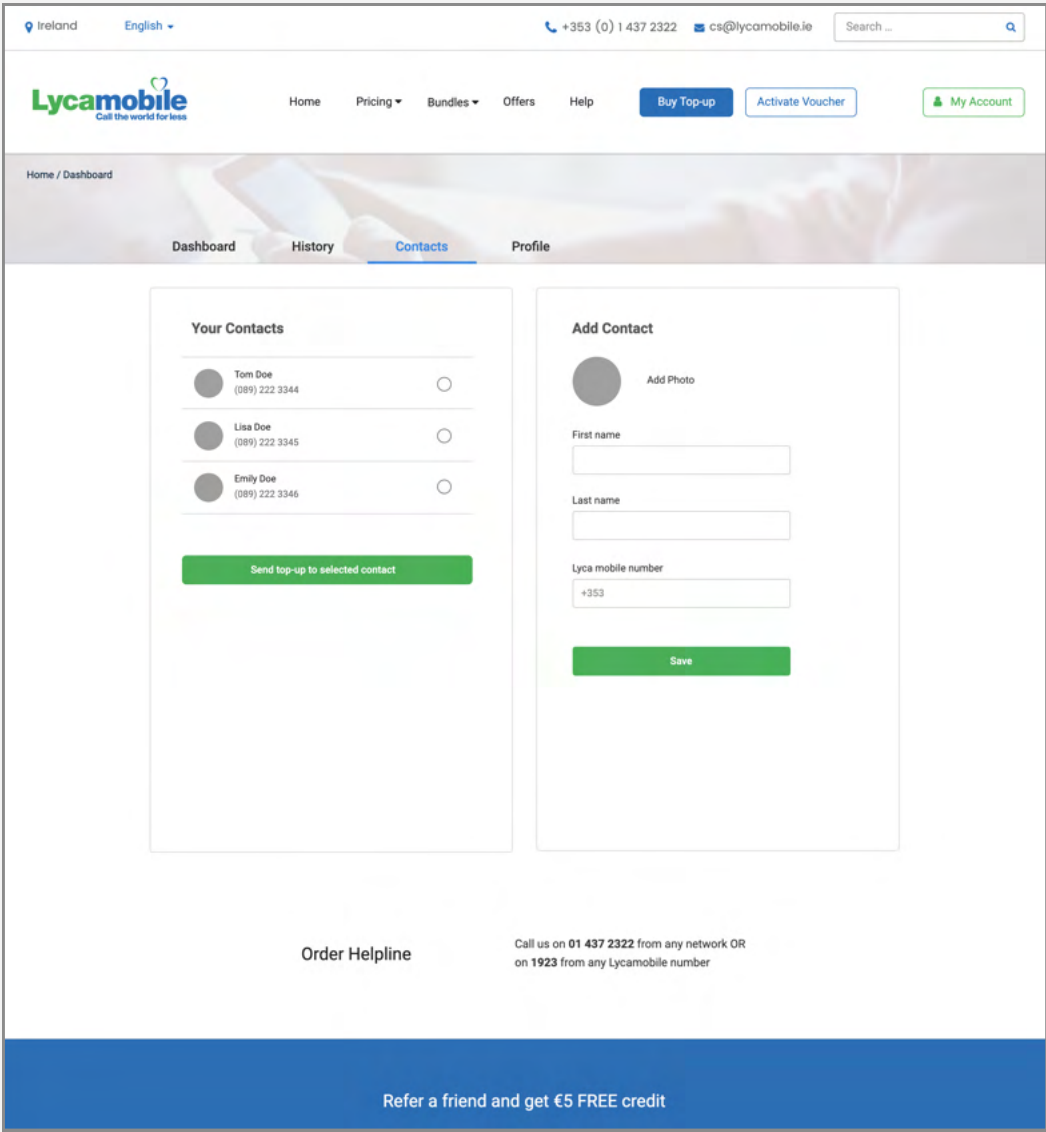
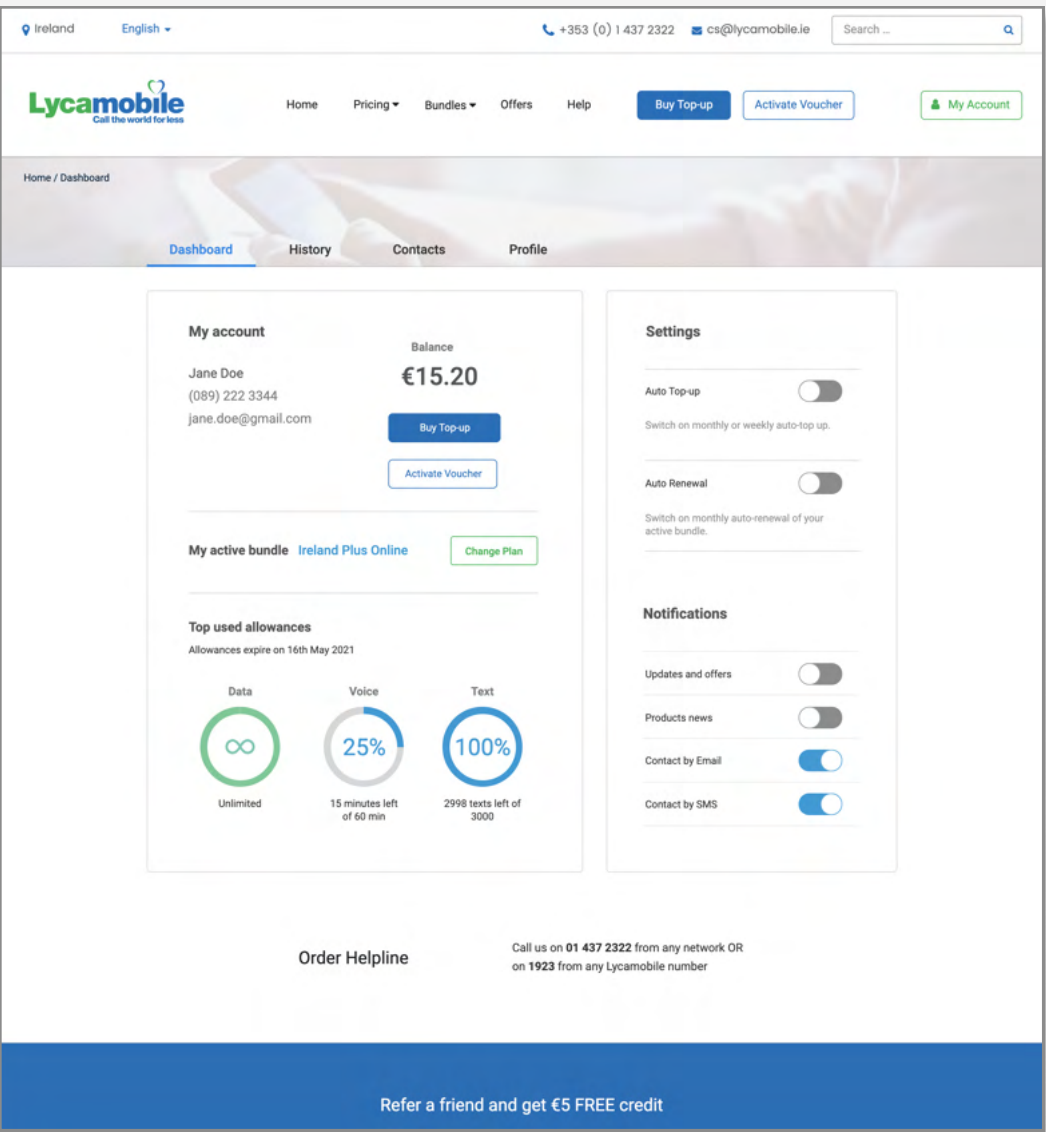
High-Fidelity Design

New clean design
Easy to find CTAs

Added more white space in
the dashboard

Contacts list to speed up
top-up of other numbers.

Option to remove credit card



High-Fidelity Design

Buy Top-up

1. Enter phone number

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ...

Lycamobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

Log in

Sign up

Home / Top-up

What is a mobile number you want to top-up?

You can top up your own phone or your Lycamobile contacts' prepaid accounts.

Recipient's mobile number

+353 121212121

Filed Contact

Continue

Refer a friend and get €5 FREE credit

Refer a friend today!

Other Services

LYCA

TRAVEL

LYCARADDO

14.9% OFF

LYCALOTTO

LYCAINSURE

2. Choose top-up type

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ...

Lycamobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

Log in

Sign up

Home / Top-up

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

How much would you like to top up?

Make sure to top up by a sufficient amount and every 28 days to unlock your plan benefits.

€10

€15

€20

€25

€30

Enter amount (min €5) 12

Continue

Refer a friend and get €5 FREE credit

Refer a friend today!

3. Log in

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ...

Lycamobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

Log in

Sign up

Home / Top-up

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

Top-up amount

€ 12

Change

Welcome back

Enter your email or phone number

89445858585

Keep me logged in

Next

or use

f

G+

New to Lycam? Create account

4. Enter CVV

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ...

Lycamobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

Log in

Sign up

My Account

Home / Top-up

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

Top-up amount

€ 12

Change

Payment methods

VISA **** 4242 Exp 06/25

Change

Enter your Security Code

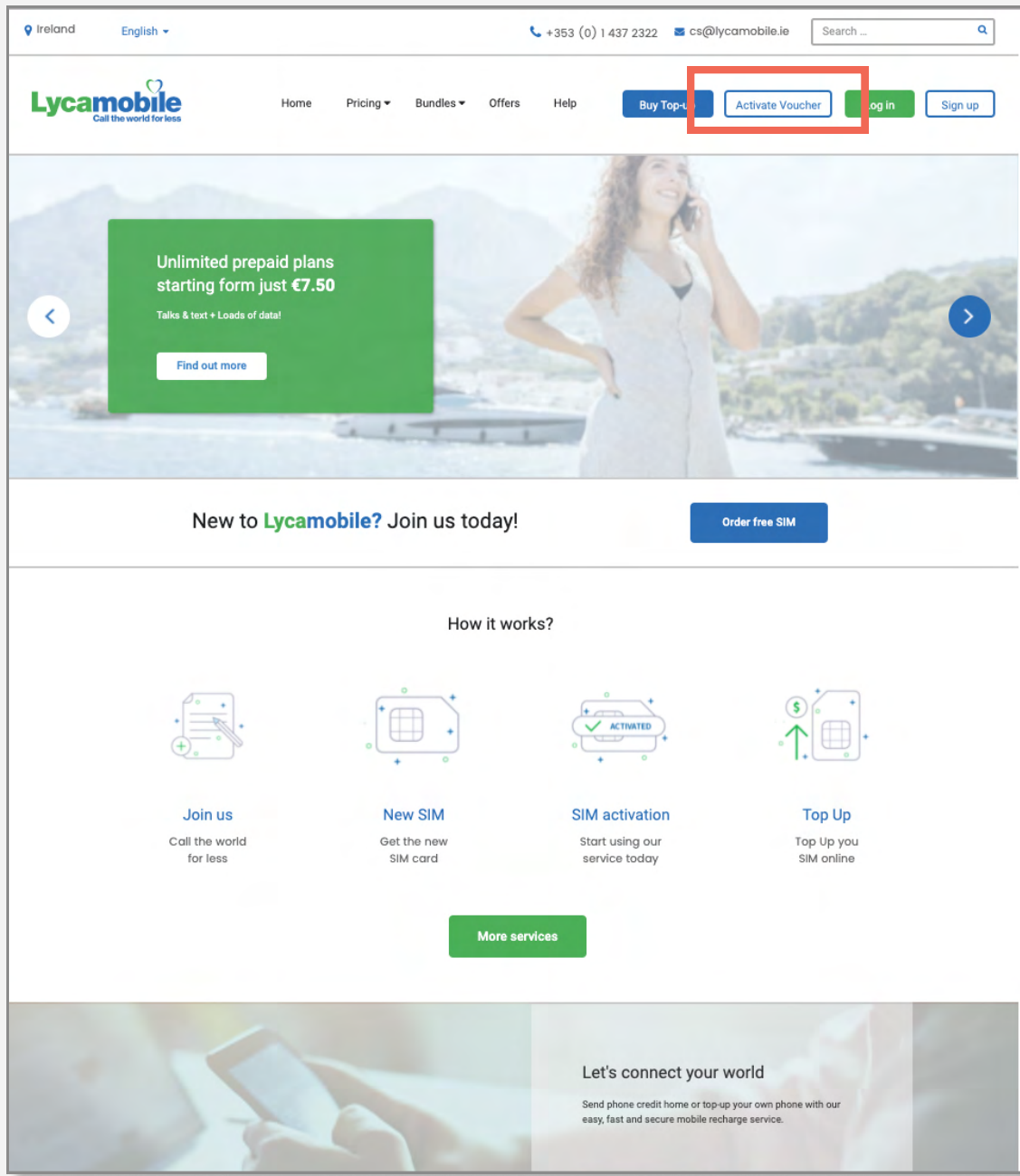
Pay Now

Removed option to choose top-up type, but users can still swich to voucher activation in necessary.

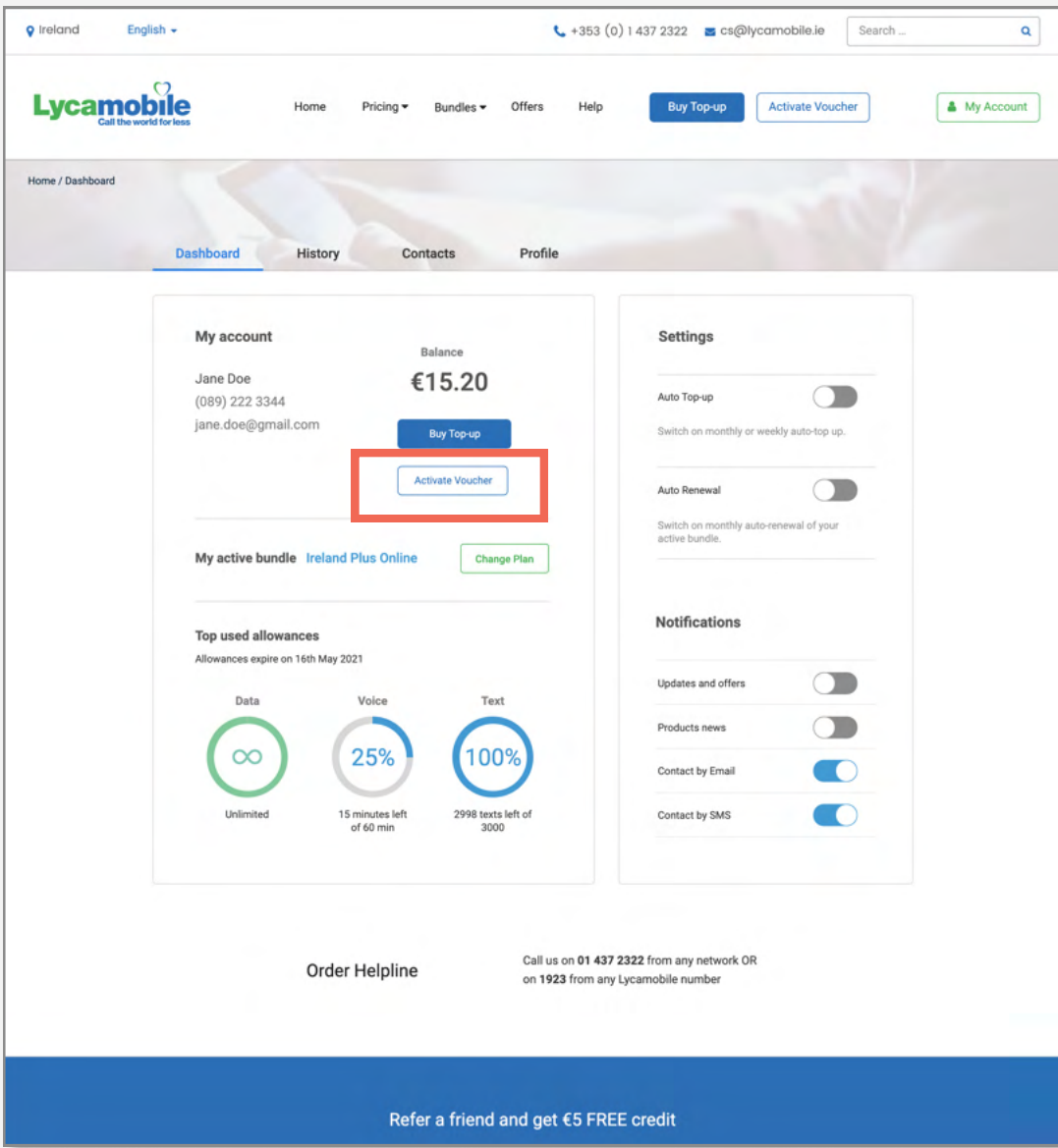
High-Fidelity Design

Activate Voucher

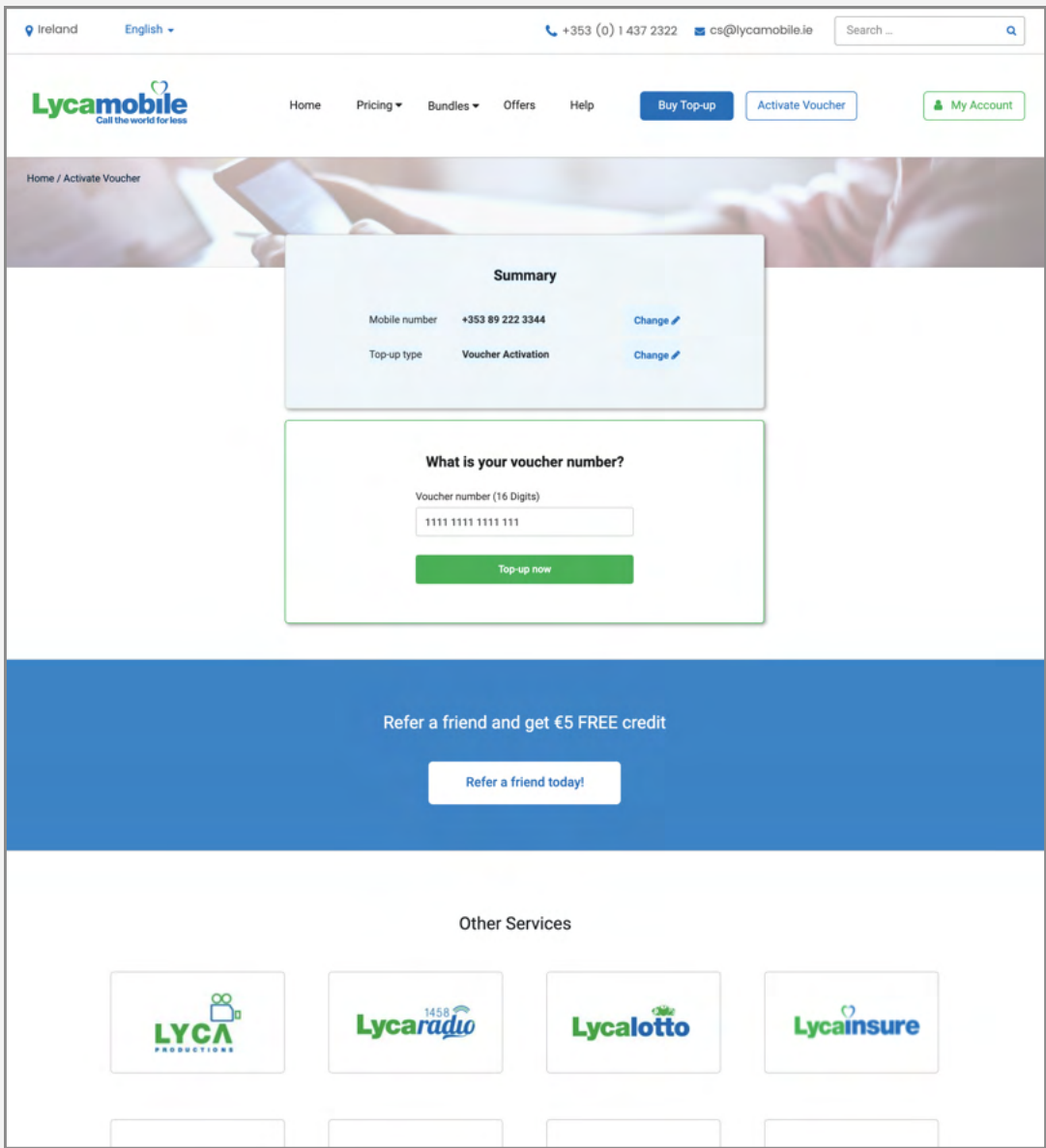
1. Click Activate Voucher



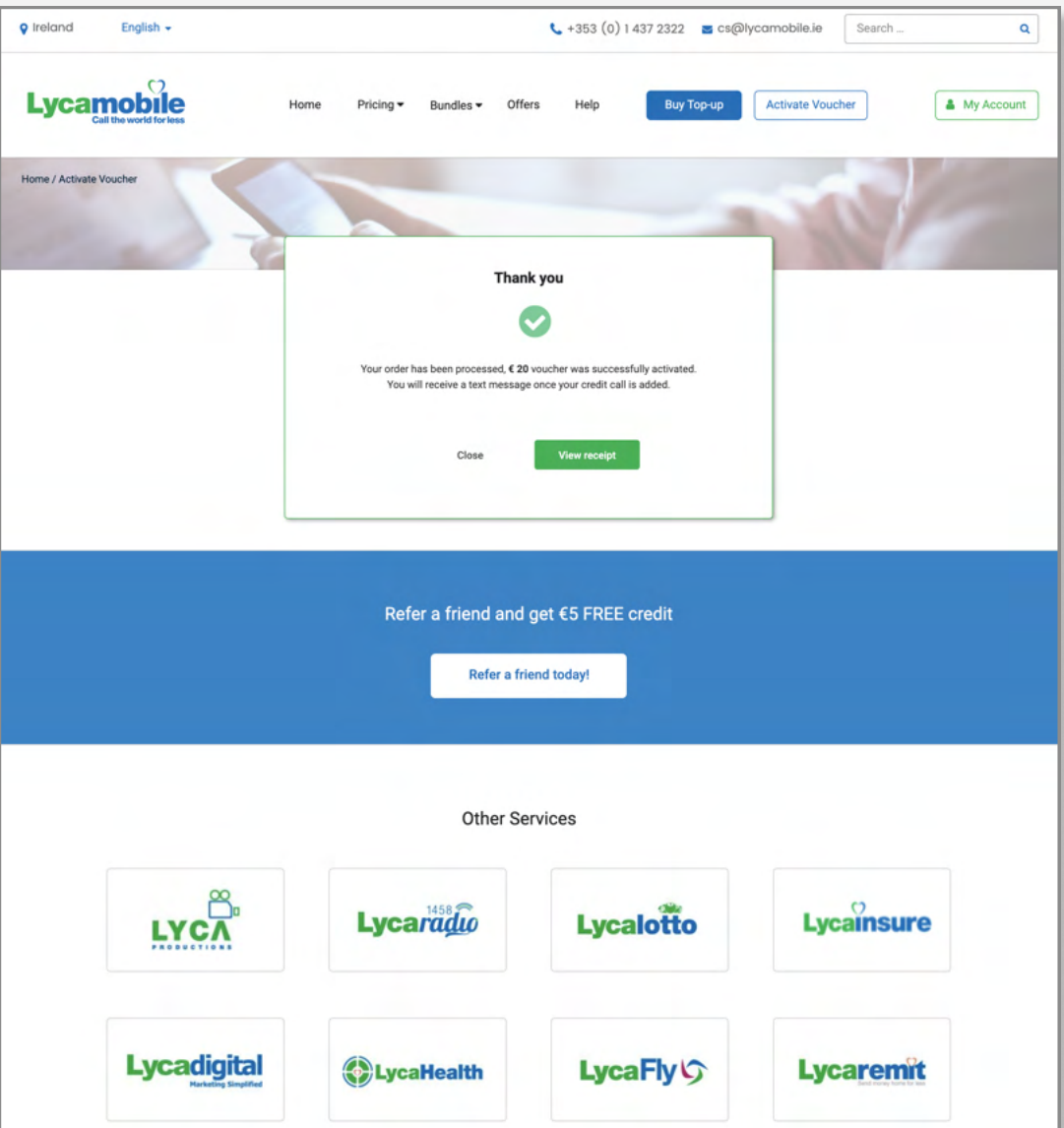
2. Click Activate Voucher



3. Enter voucher number



4. Success



Voucher can be activated directly from the Home Page or Dashboard

High-Fidelity Design

Payment Form

1. Enter CVV

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ..

Lycomobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

My Account

Home / Top-up

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

Top-up amount

€ 12

Change

Payment methods

Visa **** 4242 Exp 06/25

Change

Enter your Security Code

?

Pay Now

2. Change payment method

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ..

Lycomobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

My Account

Home / Top-up

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

Top-up amount

€ 12

Change

Payment methods

Visa **** 4242 Exp 06/25

Remove

Credit Card

Visa

PayPal

Google Play

2121 1212 1212 1212

12/23

122

Agashajp kljaskaj

Ireland

888888

Securely store card for next time

Pay Now

3. Add new card

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ..

Lycomobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

My Account

Home / Top-up

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

Top-up amount

€ 12

Change

Payment methods

Credit Card

Visa

Change payment method

Card Number

2121 1212 1212 1212

Visa

Expiry (MM/YY)

12/23

Security Code

122

Cardholder Name

Agashajp kljaskaj

Country

Ireland

EIncode / Postal code

888888

Securely store card for next time

Pay Now

4. Payment confirmation

Ireland

English

+353 (0) 1 437 2322

cs@lycamobile.ie

Search ..

Lycomobile

Call the world for less

Home

Pricing

Bundles

Offers

Help

Buy Top-up

Activate Voucher

My Account

Home / Top-up

Thank you

Your order for € 12 credit call has been processed.
You will receive a text message once your credit call is added.

Close

View receipt

Refer a friend and get €5 FREE credit

Refer a friend today!

Other Services

Test Plan and Goals

Comparing usability test results.

Existing website testing:

- Measured time on tasks.
- Measured error rates.
- Measured satisfaction with SUS questionnaire.



Test & SUS Results - Existing Website



Proposed website testing:

- Measured time on tasks.
- Measured error rates.
- Measured satisfaction with SUS questionnaire.



Test & SUS Results - Proposed Website



Test Results - Rainbow Spreadsheet

	Existing	Proposed
Task 1 Quick top-up	3:53 min 67%	2:08 min 80%
Task 2 Topping up after logging in	3:38 min 33%	1:38 min 80%
Task 3 Remove saved credit card	N/A 0%	0:42 min 60%
Task 4 Set up auto top-up	N/A 0%	1:43 min 60%
Task 5 Switch off notifications	0:30 min 67%	0:52 min 80%

	METRICS															
PARTICIPANT	Task 1		Task 2		Task 3		Task 4		Task 5		TOTAL					
	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Completion Rate %	Success	Partial Success	Failure	Skip	Total Time (MM:SS)
P01	2	03:40	3	03:30	n/a	n/a	4	n/a	1	00:18	20%	1	1	1	1	N/A
P02	2	04:06	2	03:45	n/a	n/a	4	n/a	1	00:41	30%	1	2	0	1	N/A
											0%	0	0	0	0	N/A
Average Time		03:53		03:38						00:30						
Success	0		0		0		0		2							
Partial Success	2		1		0		0		0							
Failure	0		1		0		0		0							
Skip	0		0		0		2		0							
Completion Rate*	67%		33%		0%		0%		67%							
	SUCCESS CRITERIA		1	Success		NOTE: * To add time type it in format: 00:00:00 (hh:mm:ss) * For Think Aloud we don't measure time (N/A): P1, P6, P7, P13 * Completion Rate: tasks with success rate 1 and 2 / number of tasks										
2			Partial Success													
3			Failure													
4			Skip													

	METRICS															
PARTICIPANT	Task 1		Task 2		Task 3		Task 4		Task 5		TOTAL					
	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Success (1-4)	Time (MM:SS)*	Completion Rate %	Success	Partial Success	Failure	Skip	Total Time (MM:SS)
P31	1	01:58	1	01:50	1	01:10	1	01:30	1	00:38	50%	5	0	0	0	N/A
P32	1	02:55	1	02:05	4	n/a	2	02:05	1	00:20	40%	3	1	0	1	N/A
P33	1	02:20	1	00:58	1	00:19	4	n/a	2	01:56	40%	3	1	0	1	N/A
P34	1	01:17	1	01:37	1	00:36	2	01:33	1	00:33	50%	4	1	0	0	N/A
											0%	0	0	0	0	N/A
Average Time		02:08		01:38		00:42		01:43		00:52						
Success	4		4		3		1		3							
Partial Success	0		0		0		2		1							
Failure	0		0		0		0		0							
Skip	0		0		1		1		0							
Completion Rate*	80%		80%		60%		60%		80%							

Effectiveness (completion rates) and efficiency (time on task)

Existing website satisfaction score:

25.00

88.75



SYSTEM USABILITY SCALE

Use the table below to help you calculate the SUS score for each participant. A line has been filled out as an example.

Reference: <http://www.measuringusability.com/sus.php>

	1	2	3	4	5	6	7	8	9	10	
Participant	I think that I would like to use this website frequently.	I found the website unnecessarily complex.	I thought the website was easy to use.	I think that I would need the support of a technical person to be able to use this website.	I found various functions in this website were well integrated.	I thought there was too much inconsistency in this website.	I would imagine that most people would learn to use this website very quickly.	I found the website very cumbersome to use.	I felt very confident using the website.	I needed to learn a lot of things before I could get going with this website.	SUS Score
P31	4	2	4	1	5	1	4	2	4	2	82.50
P32	5	1	5	1	5	1	5	1	5	1	100.00
P33	4	2	4	1	3	2	5	2	4	1	80.00
P34	4	1	5	1	4	1	5	2	5	1	92.50

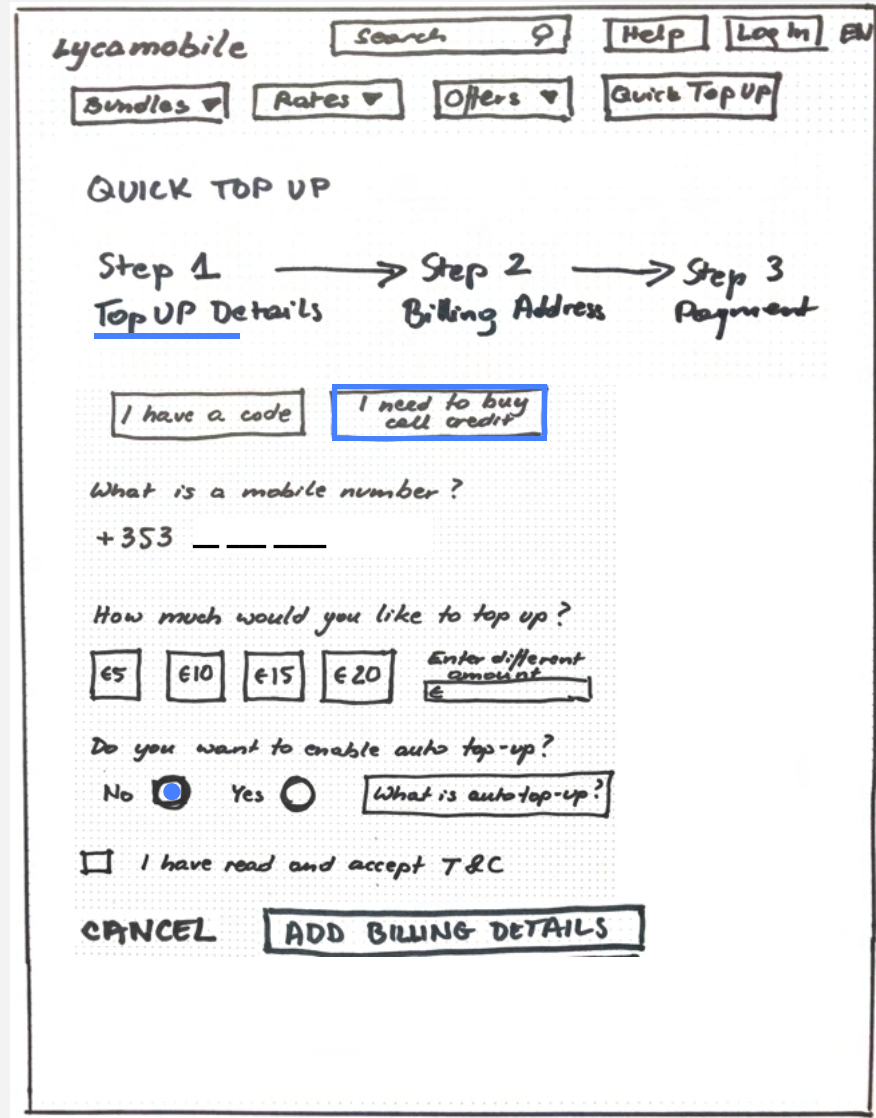
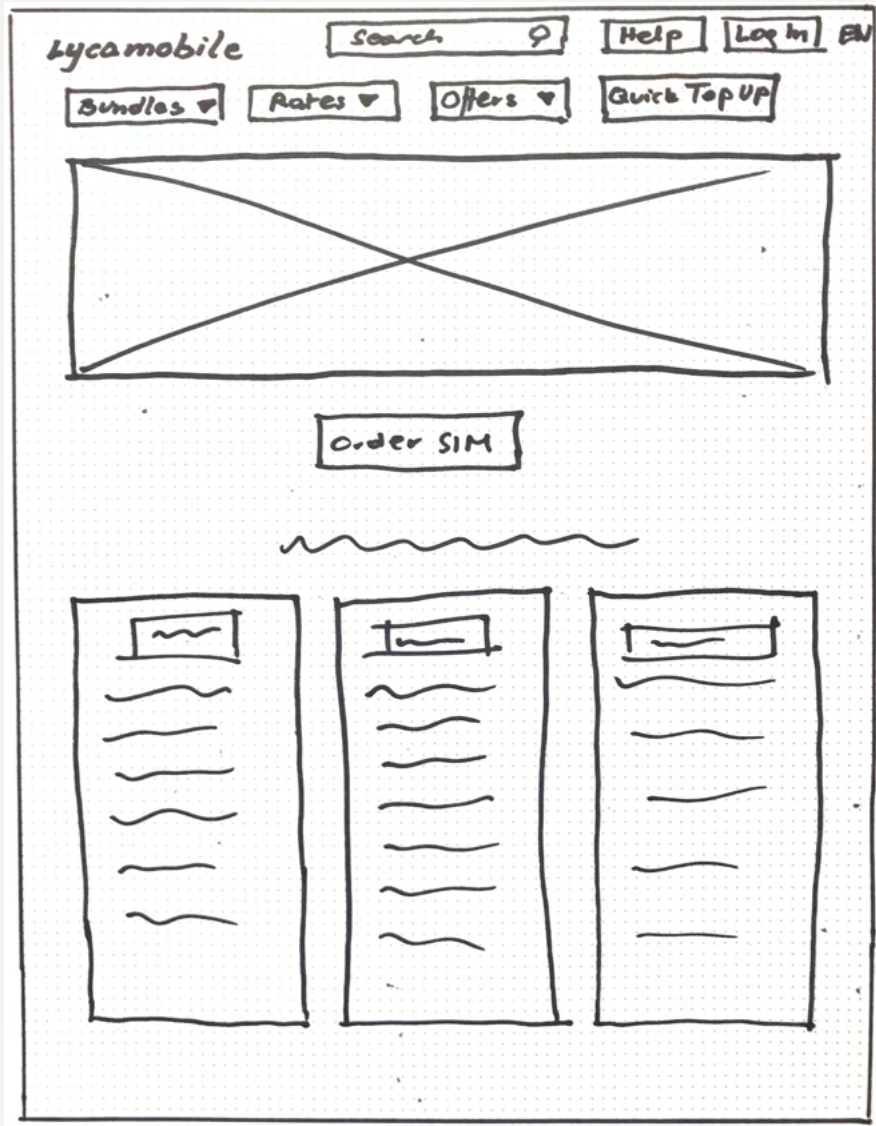
Value	Key
1	strongly disagree
2	disagree
3	neutral
4	agree
5	strongly agree

Result:

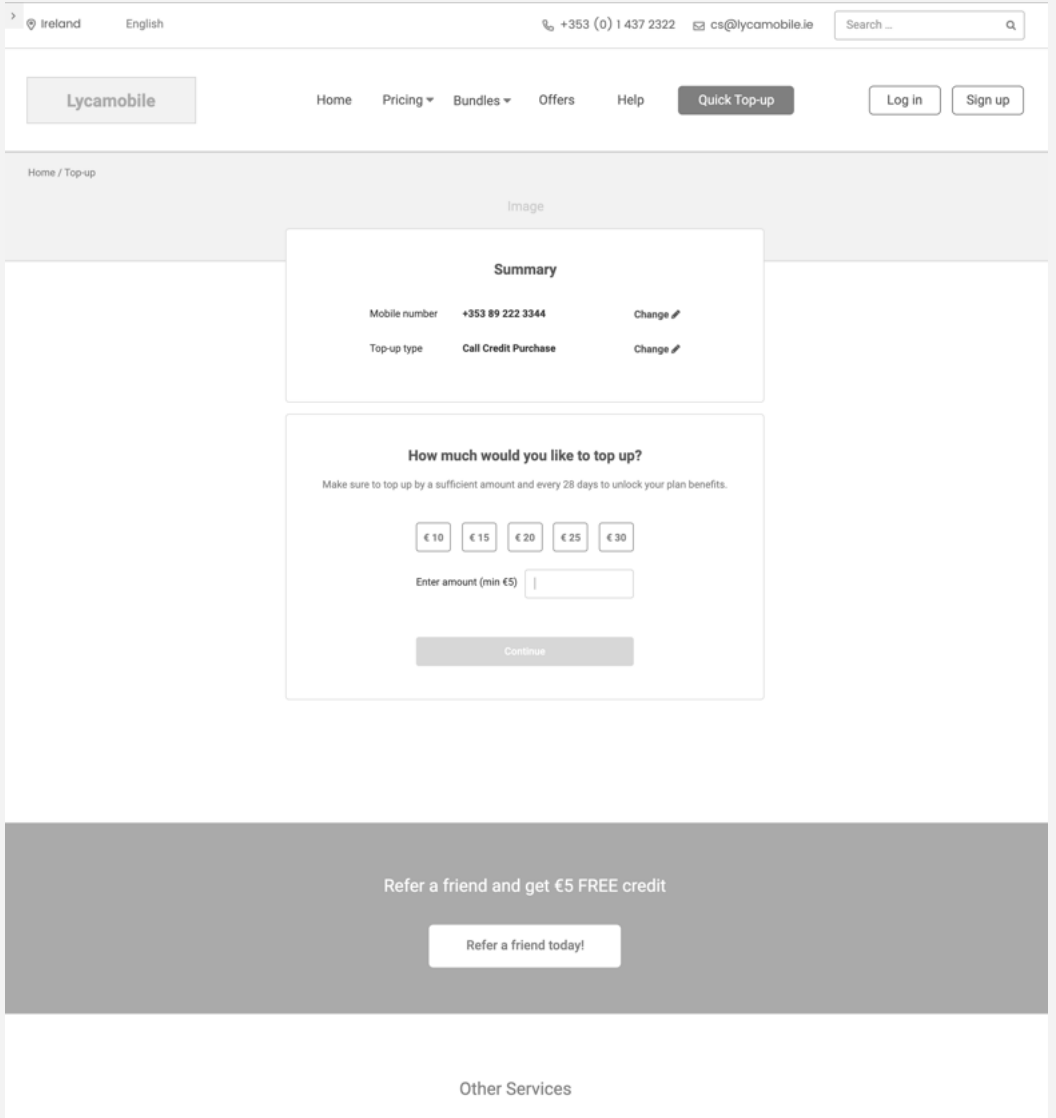
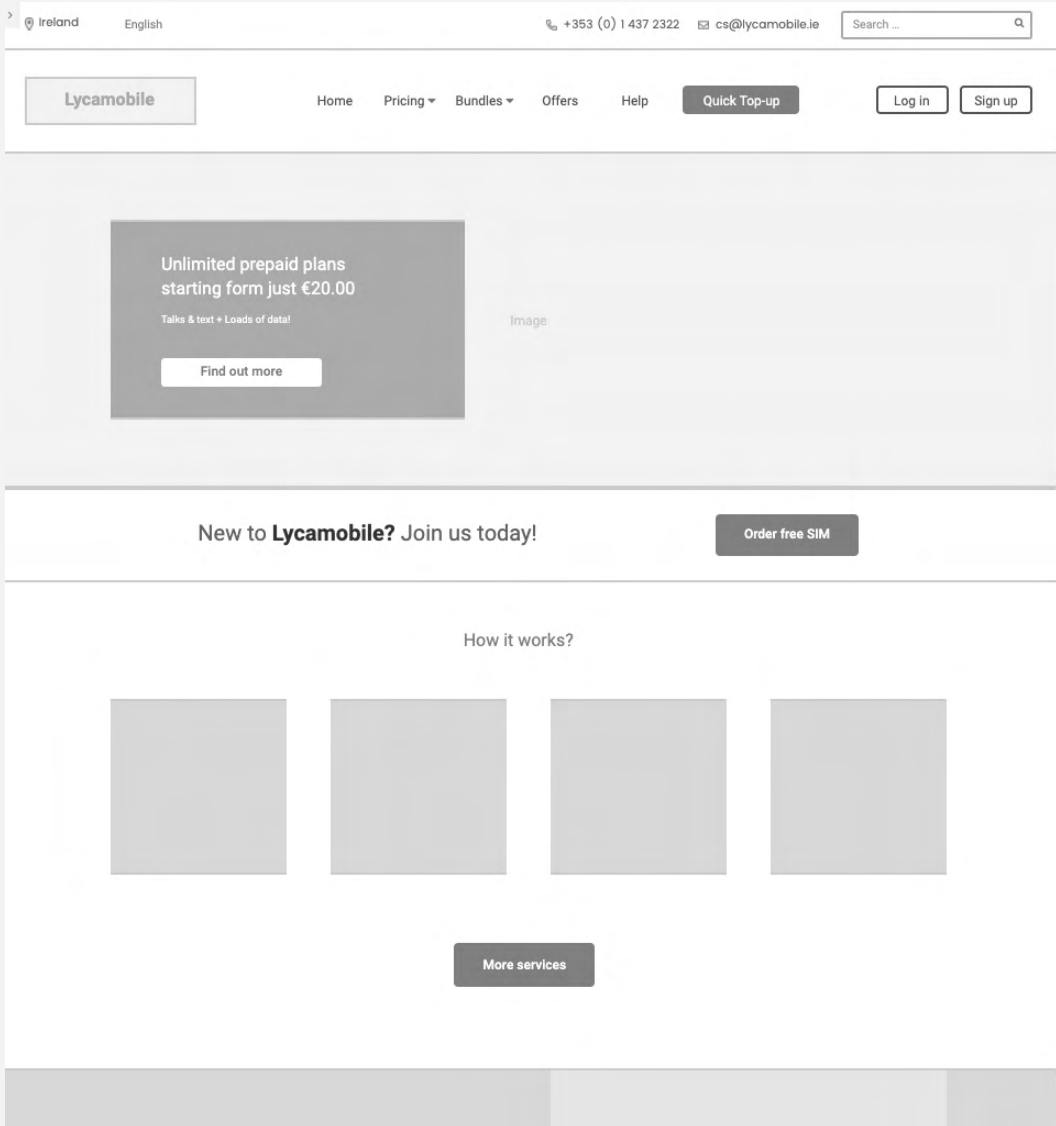
88.75

Iterations Comparison

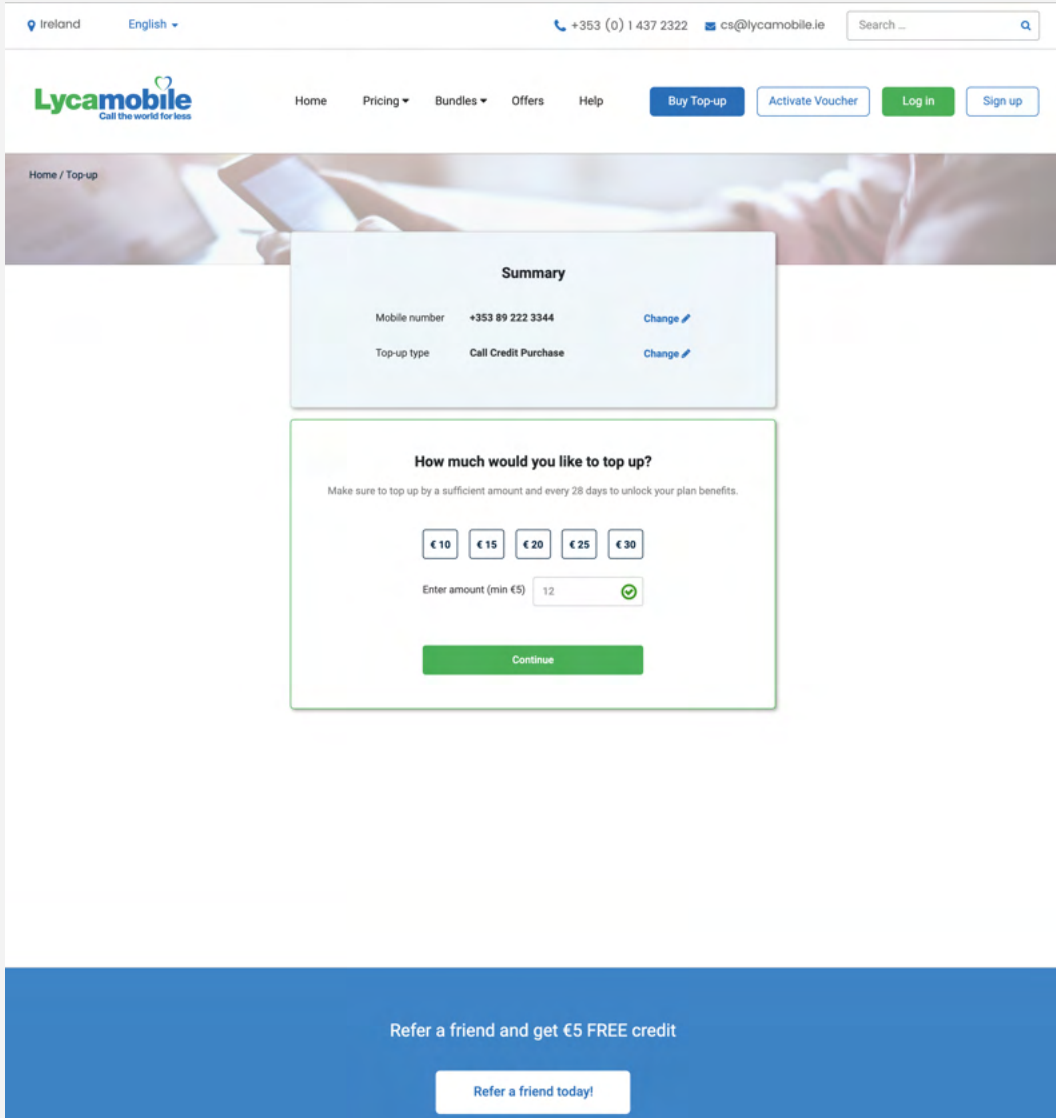
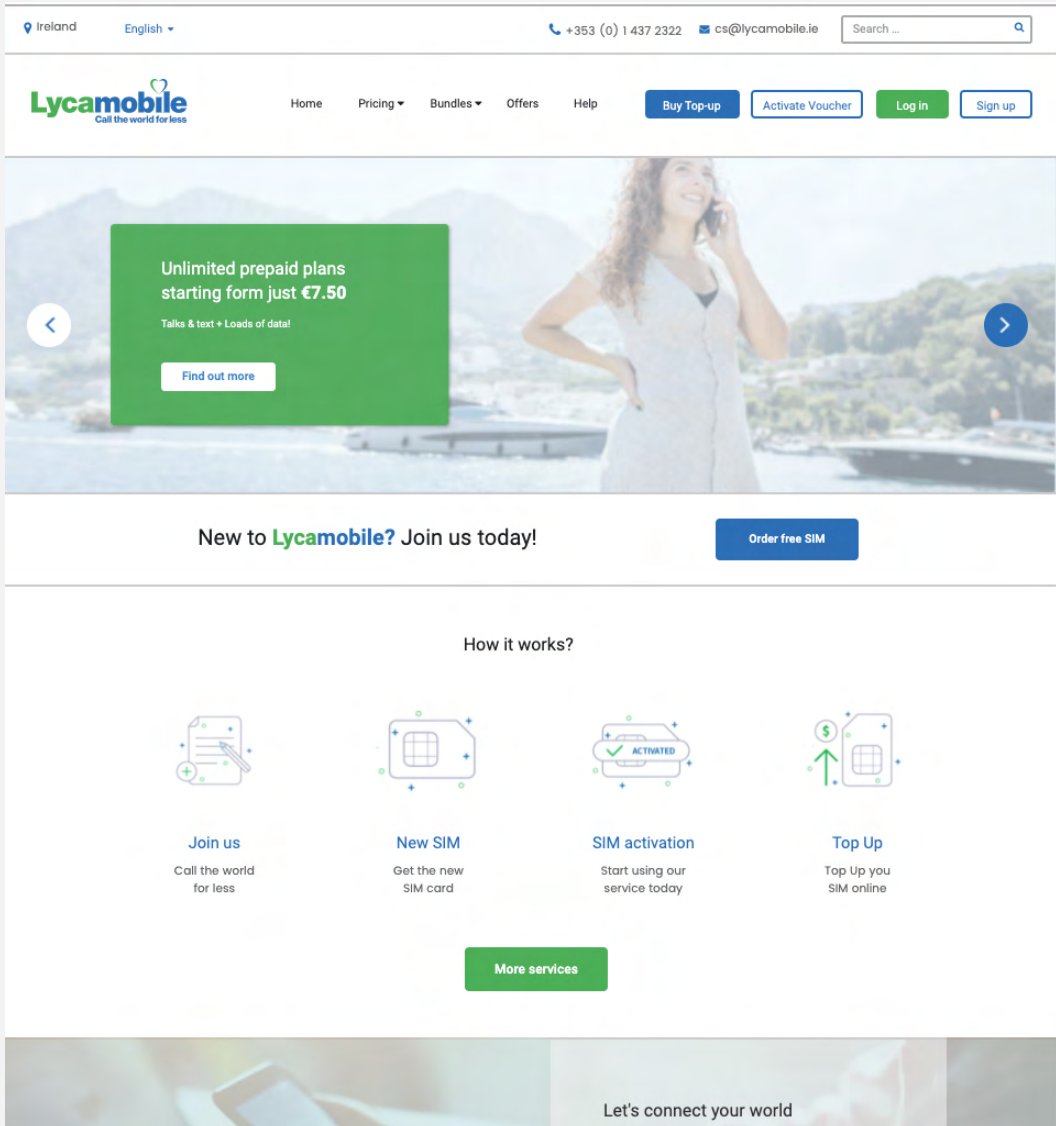
PAPER PROTOTYPE



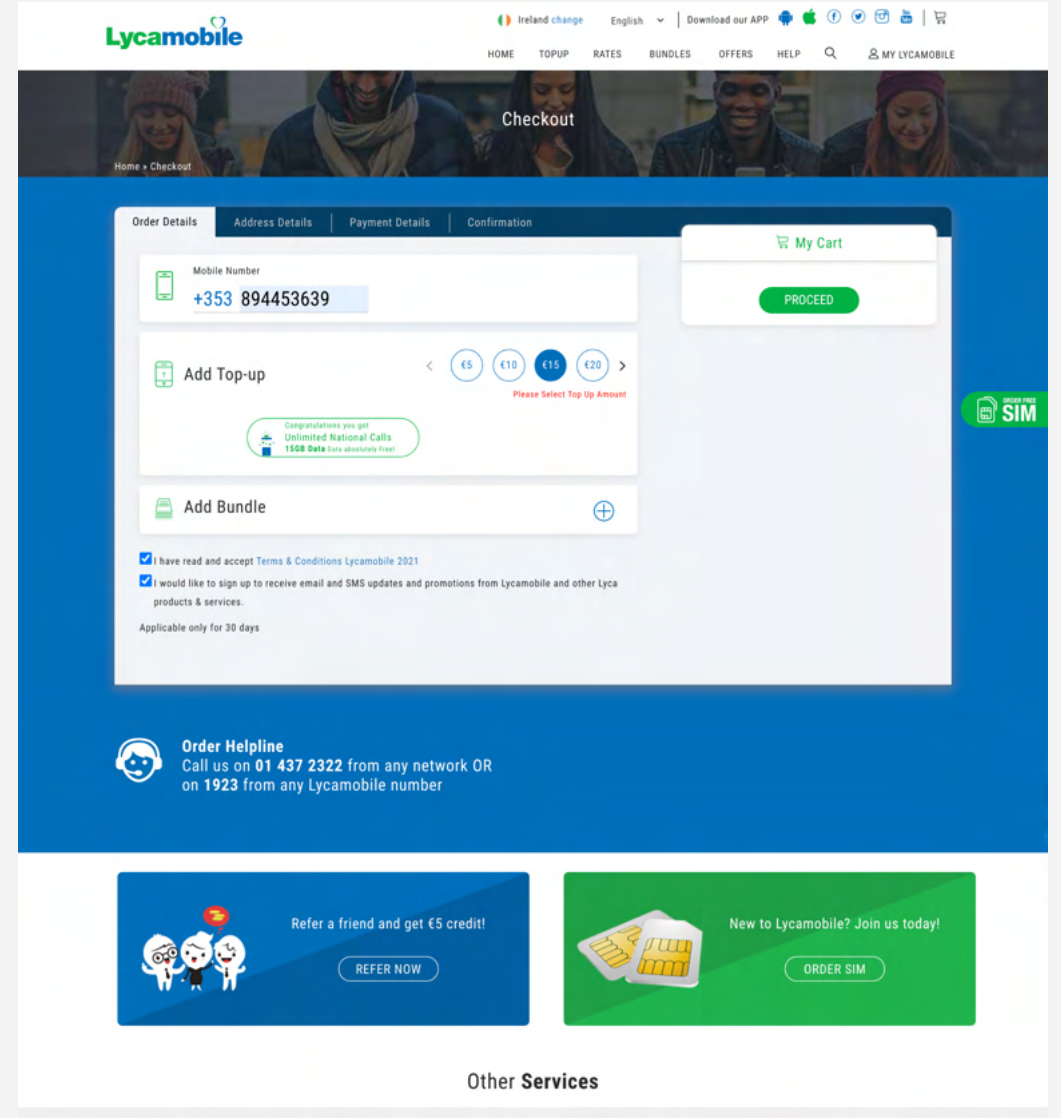
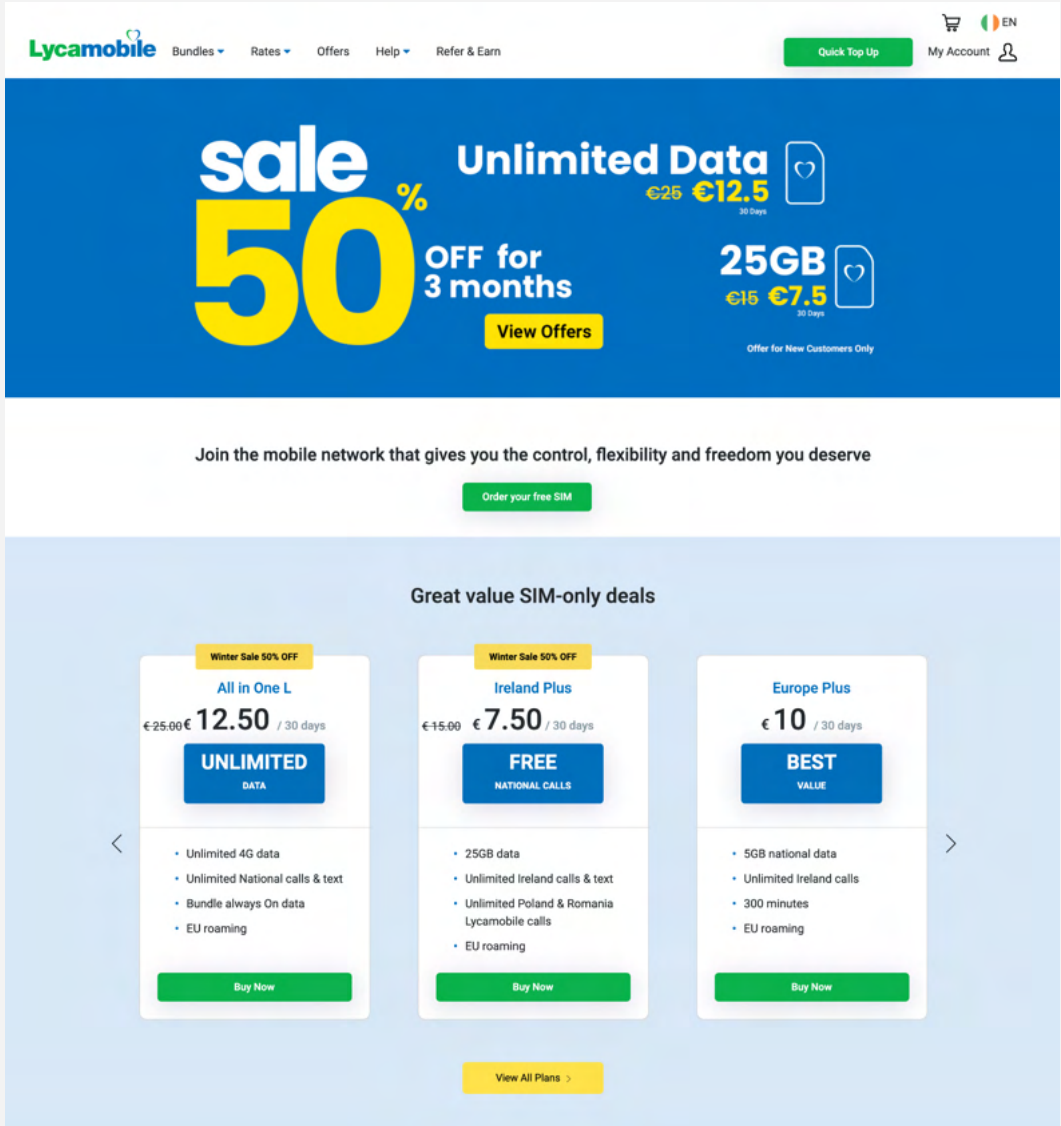
MID-FIDELITY PROTOTYPE



HIGH FIDELITY PROROTYPE



EXISTING WEBSITE



Iterations Comparison

PAPER PROTOTYPE

Lycamobile

Search

Help

Log in

EU

Bundles

Rates

Offers

Quick Top Up

QUICK TOP UP

Step 1 → Step 2 → Step 3

Top UP DetailsBilling AddressPayment

How would you like to pay?

by Card

by PayPal

Card Number

4242 4242 4242 4242

Expiry(MM/YY)

12/21

Security Code

123

Cardholder

Lidia Buble

☒ Save card details to check out faster next time.

CANCEL

PAY NOW

SUMMARY

MOBILE

+353 111 22 33

TOP UP AMOUNT

€ 20.00

BILLING ADDRESS

~~~~~

Lycamobile

Search

Help

Log in

EU

Bundles

Rates

Offers

Quick Top Up

YOUR ACCOUNT

☒ Your Account Details

☒ Top up your number by card

☒ Manage auto top-up

☒ Manage payment cards

☒ Activate vouchers

☒ Top up another number

☒ Billing History

☒ Calls History

Your phone number

+ 353 111 22 33

Balance

€ 21.00

TOP UP

Calls

224 Minutes

Messages

1034 Left

Internet

1.4GB /Day

Active Bundle

Ireland Plus Online

Learn More

## MID-FIDELITY PROTOTYPE

IrelandEnglish

+353 (0) 1 437 2322cs@lycamobile.ie

Search...

Lycamobile

HomePricingBundlesOffersHelp

Quick Top-up

My Account

Home / Top-up

Image

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

Top-up amount

€ 10

Change

Payment methods

Credit Card

VISA

MASTERCARD

Change payment method

Card Number

4242 4242 4242 4242

VISA

Expiry (MM/YY)

12/23

Security Code

123

Cardholder Name

Agnesha K.Kjankaj

Country

Ireland

Eircode / Postal code

D07T648

☒ Securely store card for next time

Pay Now

IrelandEnglish

+353 (0) 1 437 2322cs@lycamobile.ie

Search...

Lycamobile

HomePricingBundlesOffersHelp

Quick Top-up

My Account

Home / Dashboard

Image

DashboardHistoryContactsProfile

My account

Jane Doe

(089) 222 3344

jane.doe@gmail.com

Balance

€15.20

Top up

My active bundle

Ireland Plus Online

Change Plan

Top used allowances

Allowances expire on 16th May 2021

Data

Unlimited

Voice

25%

15 minutes left of 60 min

Text

100%

2998 texts left of 3000

Settings

Auto Top-up

Auto Renewal

Notifications

Updates and offers

Products news

Contact by Email

Contact by SMS

Refer a friend and get €5 FREE credit

Refer a friend today!

Other Services

## HIGH FIDELITY PROROTYPE

IrelandEnglish

+353 (0) 1 437 2322cs@lycamobile.ie

Search...

Lycamobile

HomePricingBundlesOffersHelp

Buy Top-up

Activate Voucher

My Account

Home / Top-up

Image

Summary

Mobile number

+353 89 222 3344

Change

Top-up type

Call Credit Purchase

Change

Top-up amount

€ 12

Change

Payment methods

Credit Card

VISA

MASTERCARD

Change payment method

Card Number

2121 1212 1212 1212

VISA

Expiry (MM/YY)

12/33

Security Code

122

Cardholder Name

Agnesha K.Kjankaj

Country

Ireland

Eircode / Postal code

D07T648

☒ Securely store card for next time

Pay Now

IrelandEnglish

+353 (0) 1 437 2322cs@lycamobile.ie

Search...

Lycamobile

HomePricingBundlesOffersHelp

Buy Top-up

Activate Voucher

My Account

Home / Dashboard

Image

DashboardHistoryContactsProfile

My account

Jane Doe

(089) 222 3344

jane.doe@gmail.com

Balance

€15.20

Buy Top-up

Activate Voucher

My active bundle

Ireland Plus Online

Change Plan

Top used allowances

Allowances expire on 16th May 2021

Data

Unlimited

Voice

25%

15 minutes left of 60 min

Text

100%

2998 texts left of 3000

Settings

Auto Top-up

Auto Renewal

Notifications

Updates and offers

Products news

Contact by Email

Contact by SMS

Refer a friend and get €5 FREE credit

Refer a friend today!

Other Services

## EXISTING WEBSITE

Lycamobile

Ireland changeEnglish

Download our APP

HomeTOPUPRATESBUNDLESOFFERSHELP

Search...

MY LYCAMOBILE

Home + Checkout

Checkout

Order Details

Address Details

Payment Details

Confirmation

☒ Debit / Credit Card

We Accept:

Agnesha Przysicka

4242424242424242

EXP 12/21

CVV

My Cart

Mobile No: 894453639

Top-up

€ 15.00

894453639

APPLY

Total Amount

€15.00

PROCEED

Order Helpline

Call us on 01 437 2322 from 1923 from any Lycamobile number

Refer a friend and get €5 credit!

REFER NOW

New to Lycamobile? Join us today!

ORDER SIM

Other Services

united

united

BELLA COSA

DDCL

LEAF

TIME 107.5

Available from

Lycamobile

Ireland changeEnglish

Download our APP

HomeTOPUPRATESBUNDLESOFFERSHELP

Search...

+353894453639

Home + My Account

My Account

My Profile

Billing History

Balance : €3.17

Transaction History

Account Manager

Active Bundle 1

Ireland Plus Online

International Balance as on 11-03-2021 | International Valid till 28-03-2021

25GB Data

U National Min

U Local to Local Min

More details

TOP UP

BUY BUNDLES

Refer a friend and get €5 credit!

REFER NOW

New to Lycamobile? Join us today!

ORDER SIM

Other Services

united

united

BELLA COSA

DDCL

LEAF

TIME 107.5

Available from

united

united

QUICK PICK

united

united

Centra



# Reflection

- Initial research was invaluable to inform the design decisions and ensure that the proposed solution addresses real problems.
- Each of the applied methods helped to identify various issues.
- Running moderated tests in the first iterations helped to gather qualitative data.
- Running tests on UserTesting.com requires a fully interactive prototype.
- Prototyping with Axure gives better results than with Figma. Axure allows to make prototypes fully interactive.
- Loop11 was disappointing, as it requires reloading page after every task, and it breaks the user flow.
- SUS questionnaire should be conducted with more participants.
- Research indicates that users would prefer to top up via a mobile app rather than a website. The mobile app was out of scope for this project but should be considered in the future.

# Project Files



User Research Work File



Selected Trust Pilot Reviews



Competitive Analysis



Heuristic Evaluation



User Research Survey



User Interview Script



Data Clustering for Personas



Design and Testing Work File



Moodboard on Pinterest



Paper Prototype



Mid-Fidelity Prototype



High-Fidelity Prototype



Test & SUS Results - Existing Website



Test & SUS Results - Proposed Website



Miro Board



OneDrive Folder





**Thank You.**