

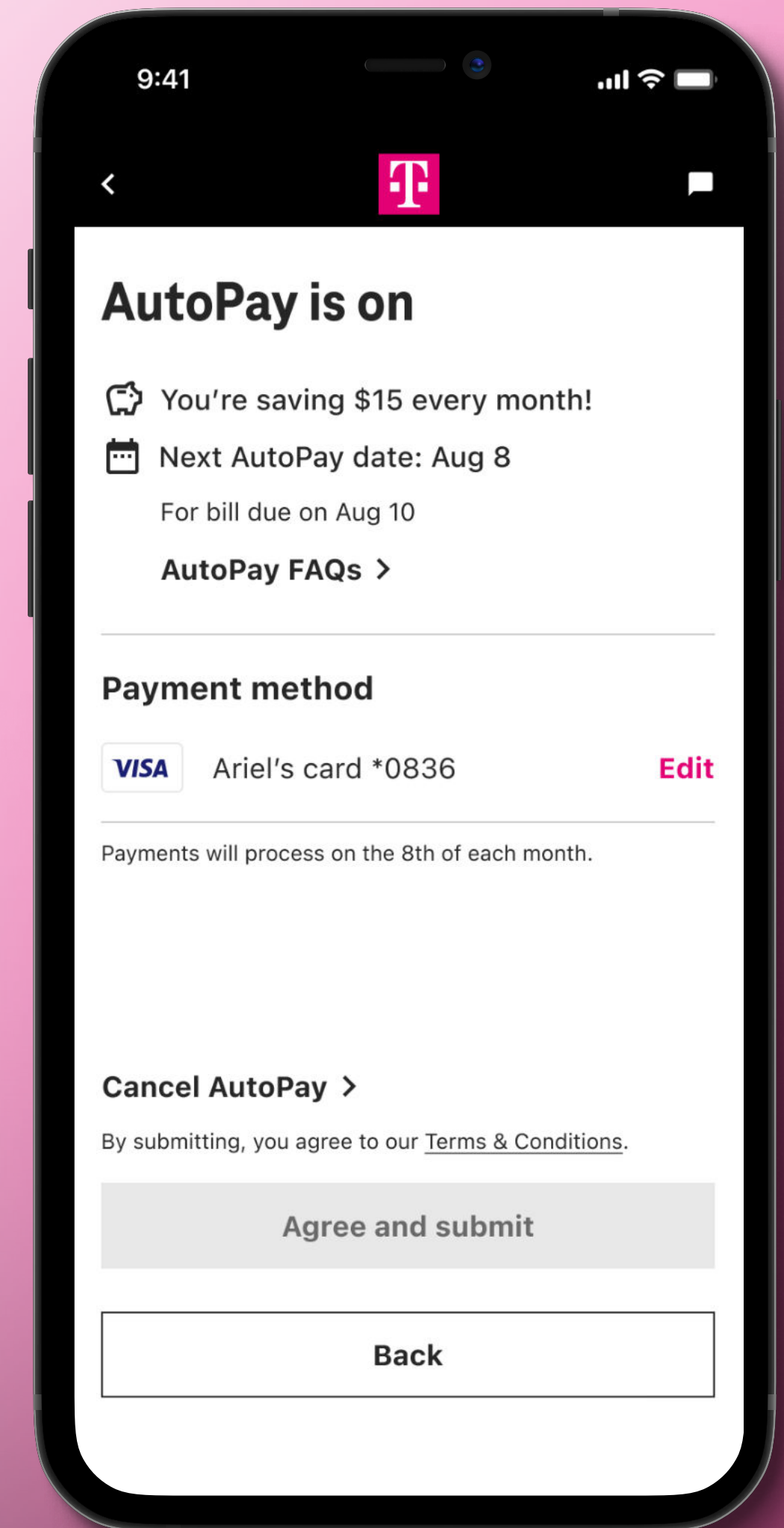


Case Study Sample:

Please reach out for the full case study.



Presented by Arjun Tyagi



*In production screens

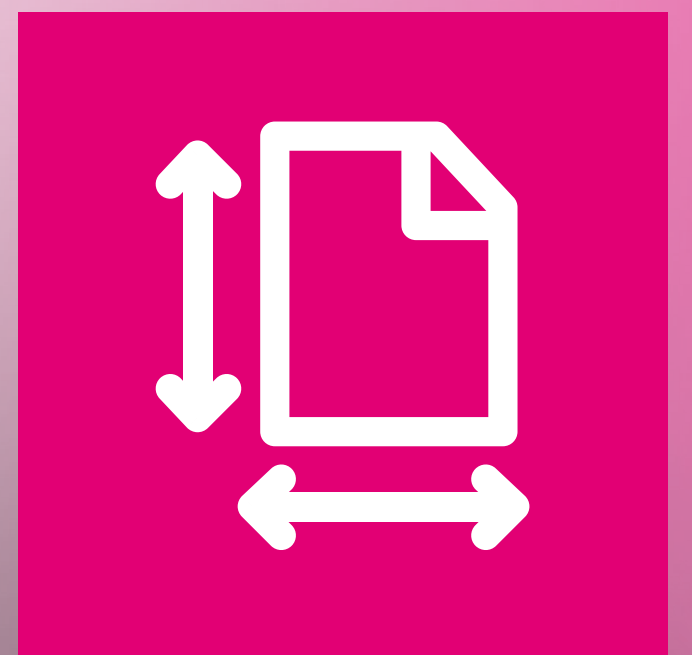
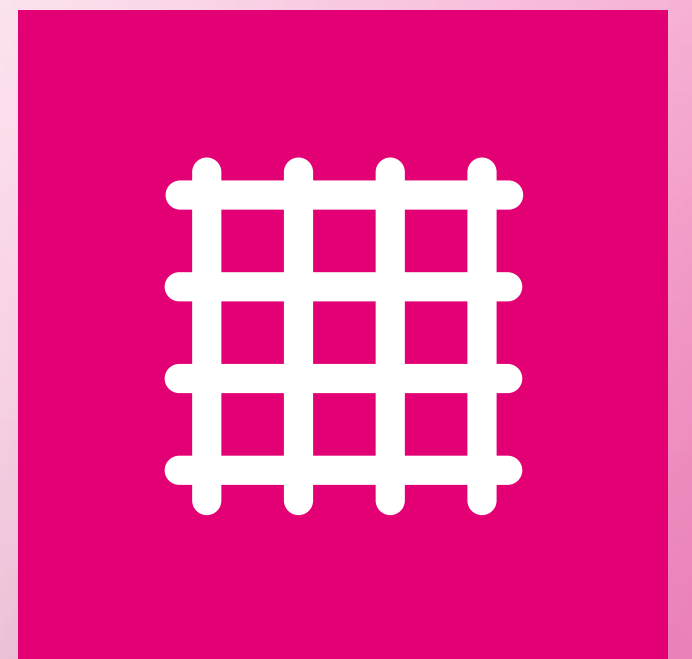
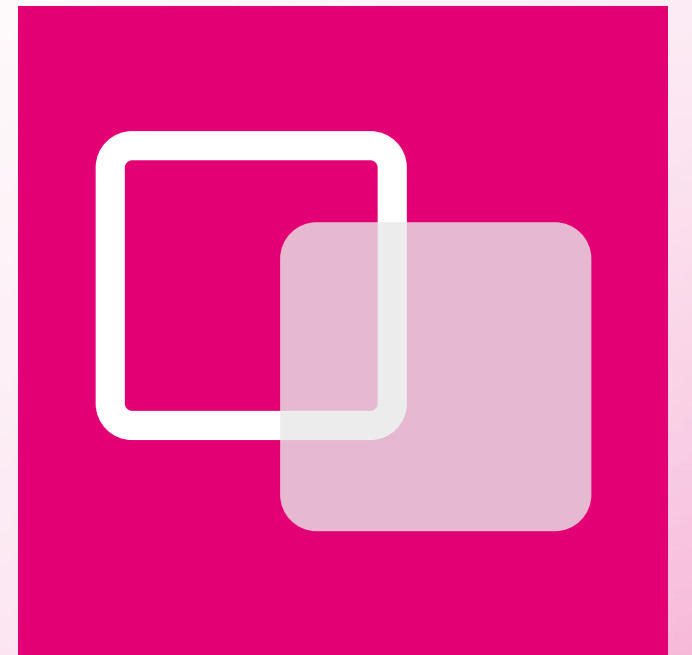
Introduction

Background:

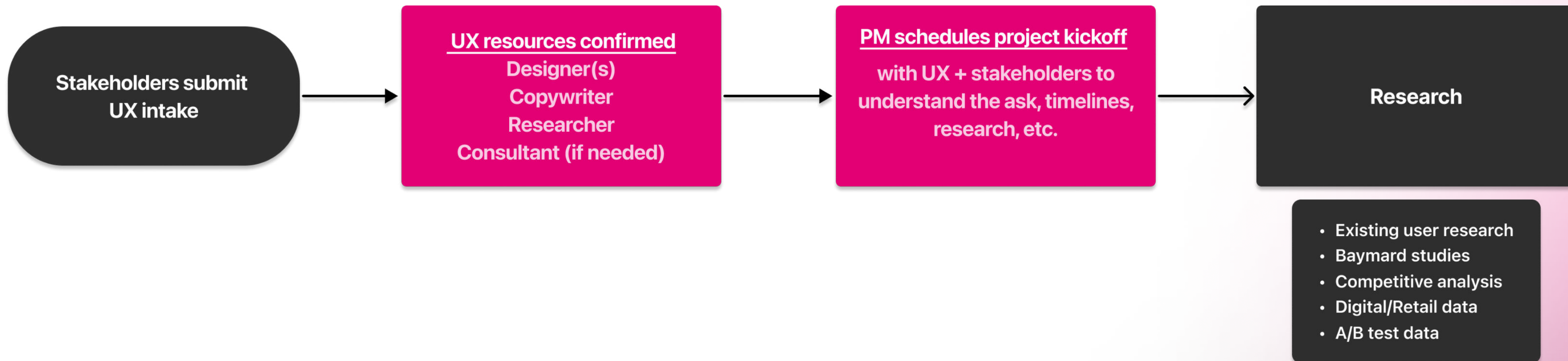
- 10 months on the (PDI) Product Design & Innovation team.
- Wayfinding journey
- Payments journey

Projects I have worked on:

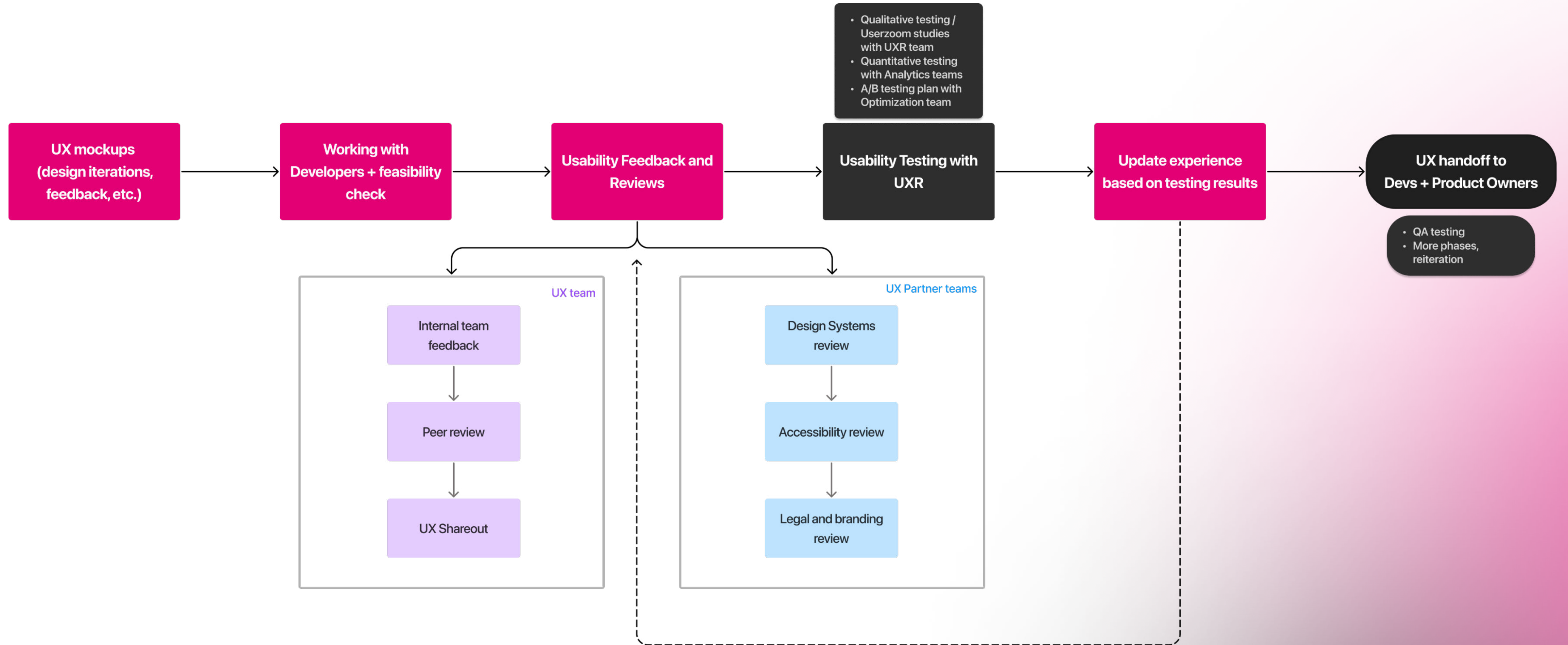
- Native redesign of payments features
- Payment method and arrangement settings
- AutoPay discounts
- Profile & line management experience
- Outage scenarios
- SIM fraud protection & Caller ID settings



Project Kickoff



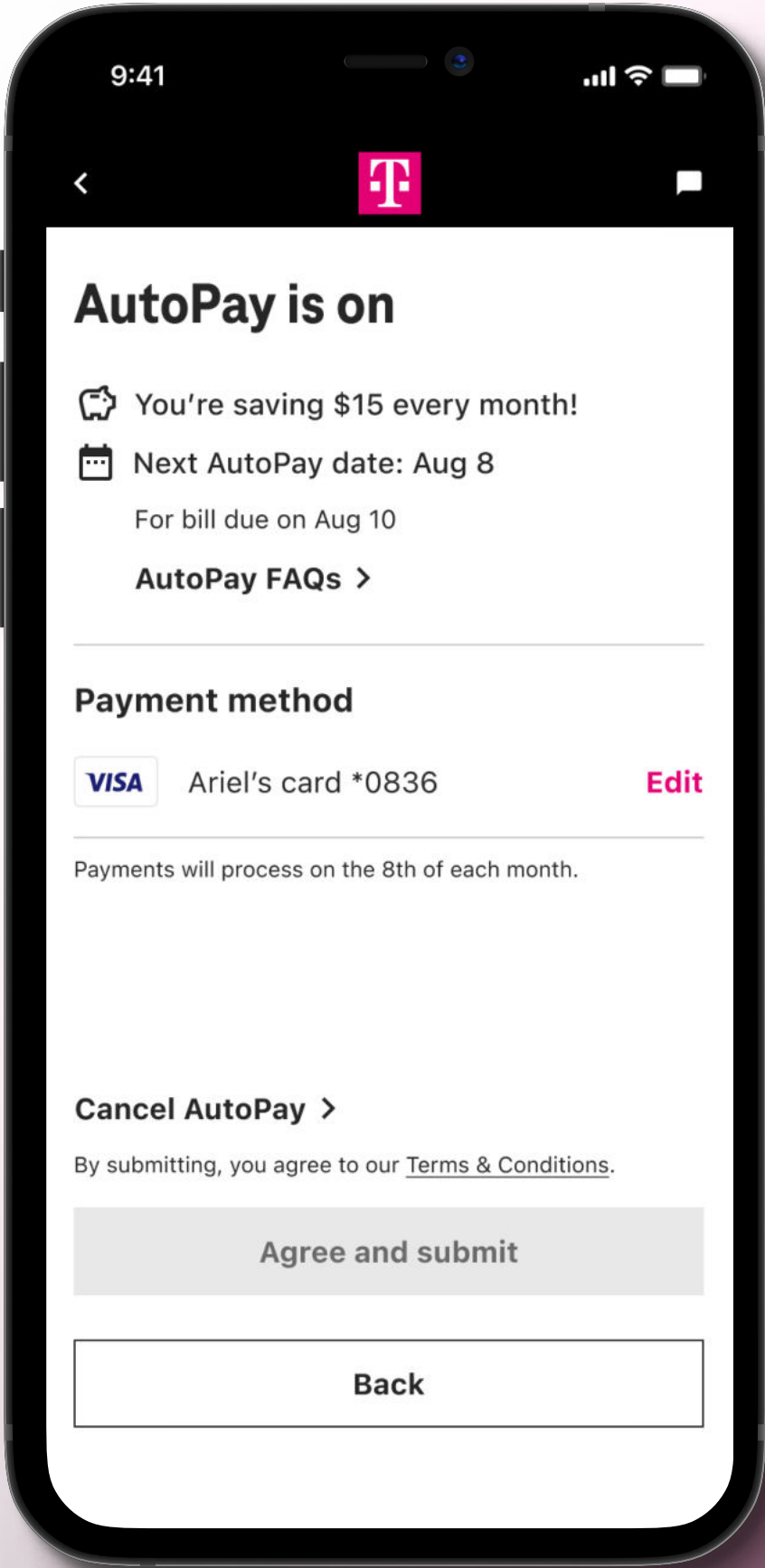
Design Cycle



Project: AutoPay

High level summary: Refine the AutoPay experience

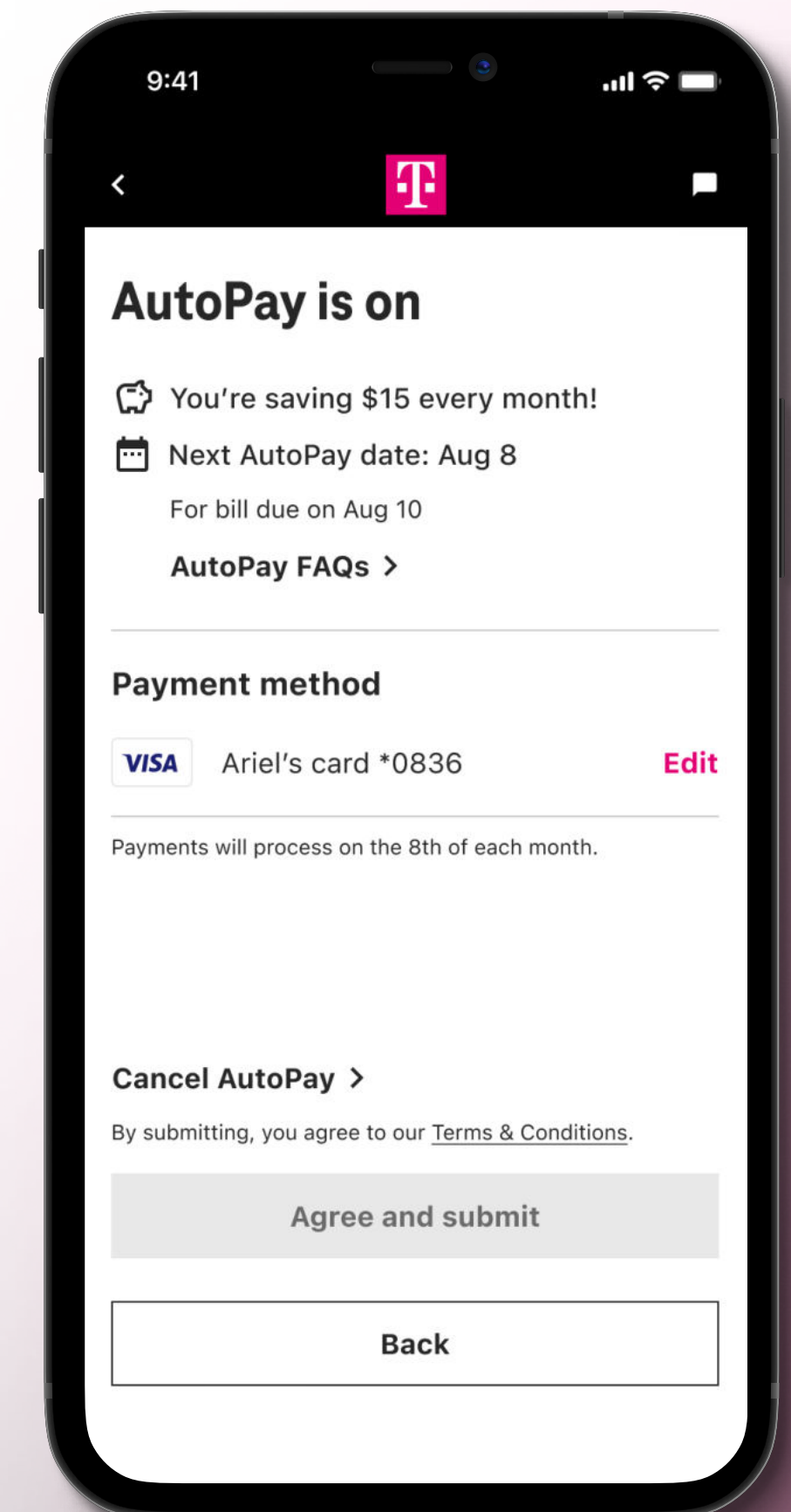
- 1. Improve the overall user experience and reduce friction
- 2. Streamline the payment process and reduce errors
- 3. Enhance the security of the payment system
- 4. Improve the customer support experience



***In production screens**

Project: AutoPay

Design Challenges: Clear, positive, and actionable messaging is critical.



***In production screens**

Preliminary Research

- 1. [blurred]
- 2. [blurred]
- 3. [blurred]



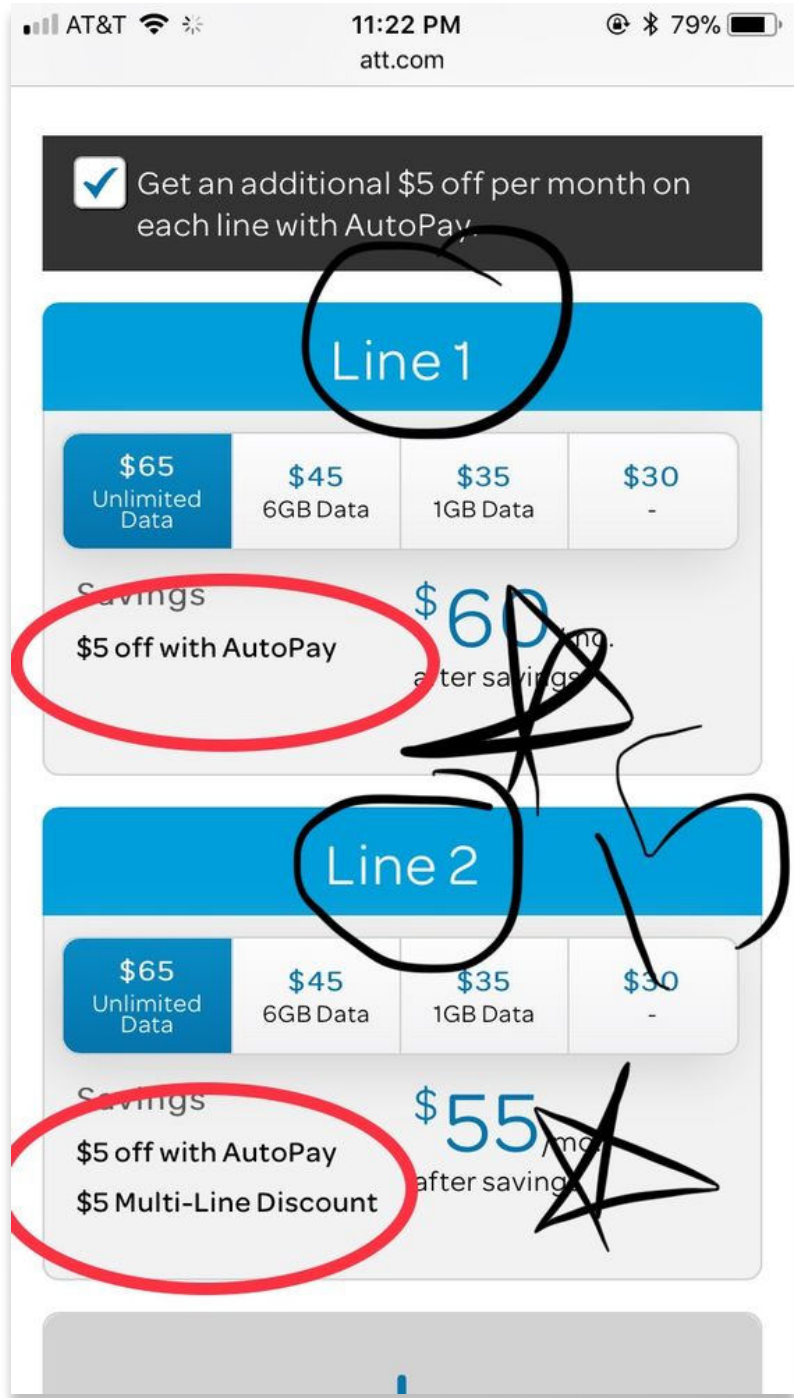
How to qualify for a discount?

You'll be eligible to save \$20/month if you are enrolled in both Auto Pay and paper-free billing with an active account. You must use a debit card or checking account as your payment method to receive the discount. Credit cards are not eligible.

Discount Details

 WF Propel *****

Not eligible for discount



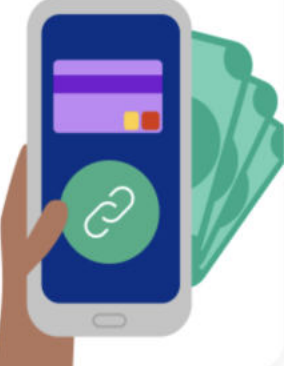
 Target Sponsored

Get \$5 cashback
when you spend \$30 or more

 Eligible card

 Visa Debit **** 3456
Using debit? Pay with signature,
not PIN to get rewards

Add a way to pay, get a
\$5 reward
Offer ends 6/30/22. Reward expires
8/31/22.
[Terms apply](#)



Link card or bank

Send

User Flows

- Identify steps for new customers
- Manage existing for existing customers
- Test group users

Examples of user flows for new customers



Design Iterations: Overview

Exploration 1

Light messaging

Exploration 2

Medium messaging

Exploration 3

Heavy messaging

- Landing Page: video content link
- Landing Page: video messaging under selected card
- Landing Page: sharing banner + video link
- Select payment method: video messaging under card
- Select payment method: include discount eligibility icon
- Confirmation dialog: upon adding or selecting a card

Exploration 1: Light messaging

Learning Objectives

- 1. Explain the concept of light messaging
- 2. Discuss the advantages and disadvantages of light messaging



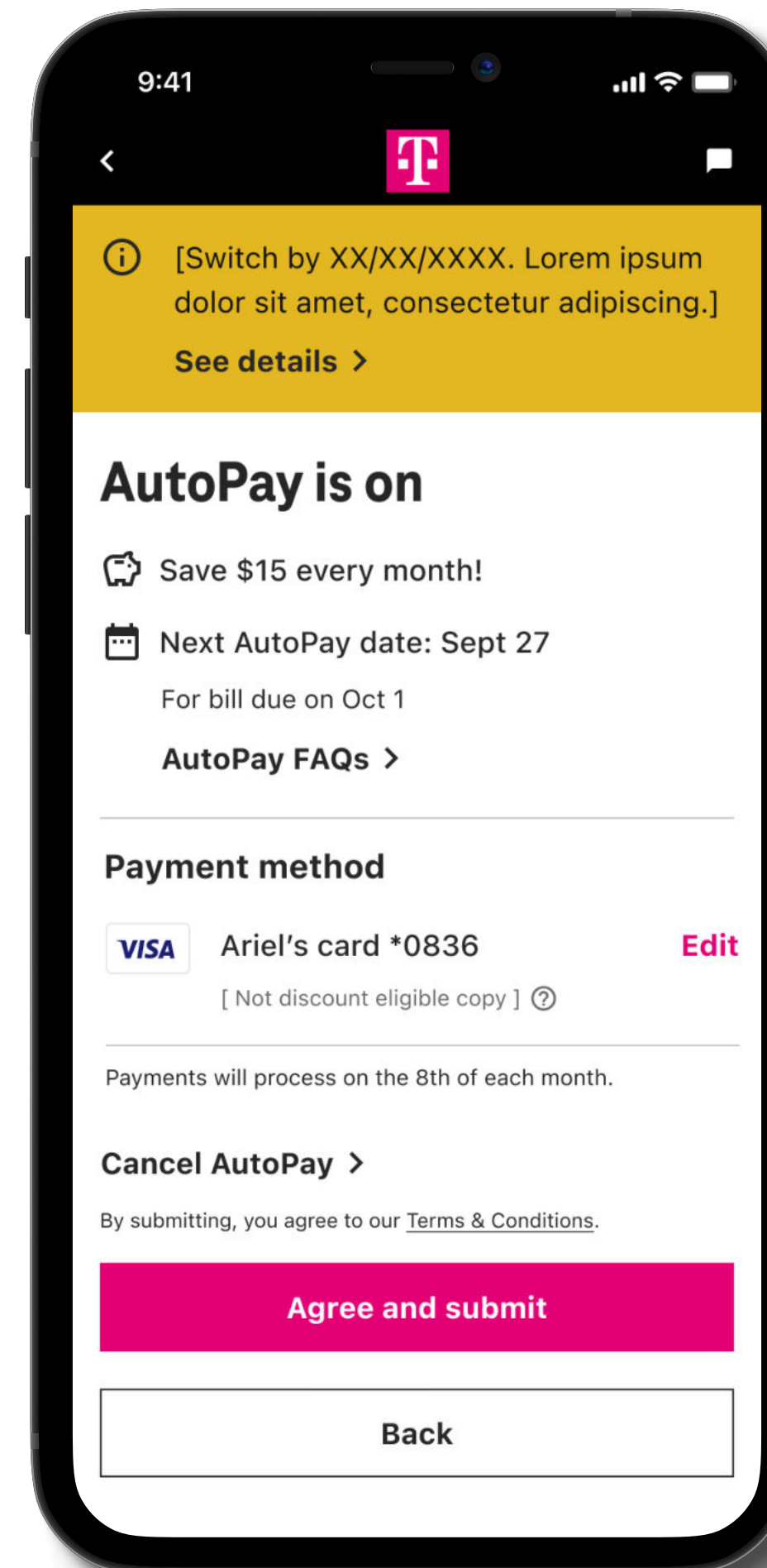
Exploration 2: Medium messaging

Landing Page:

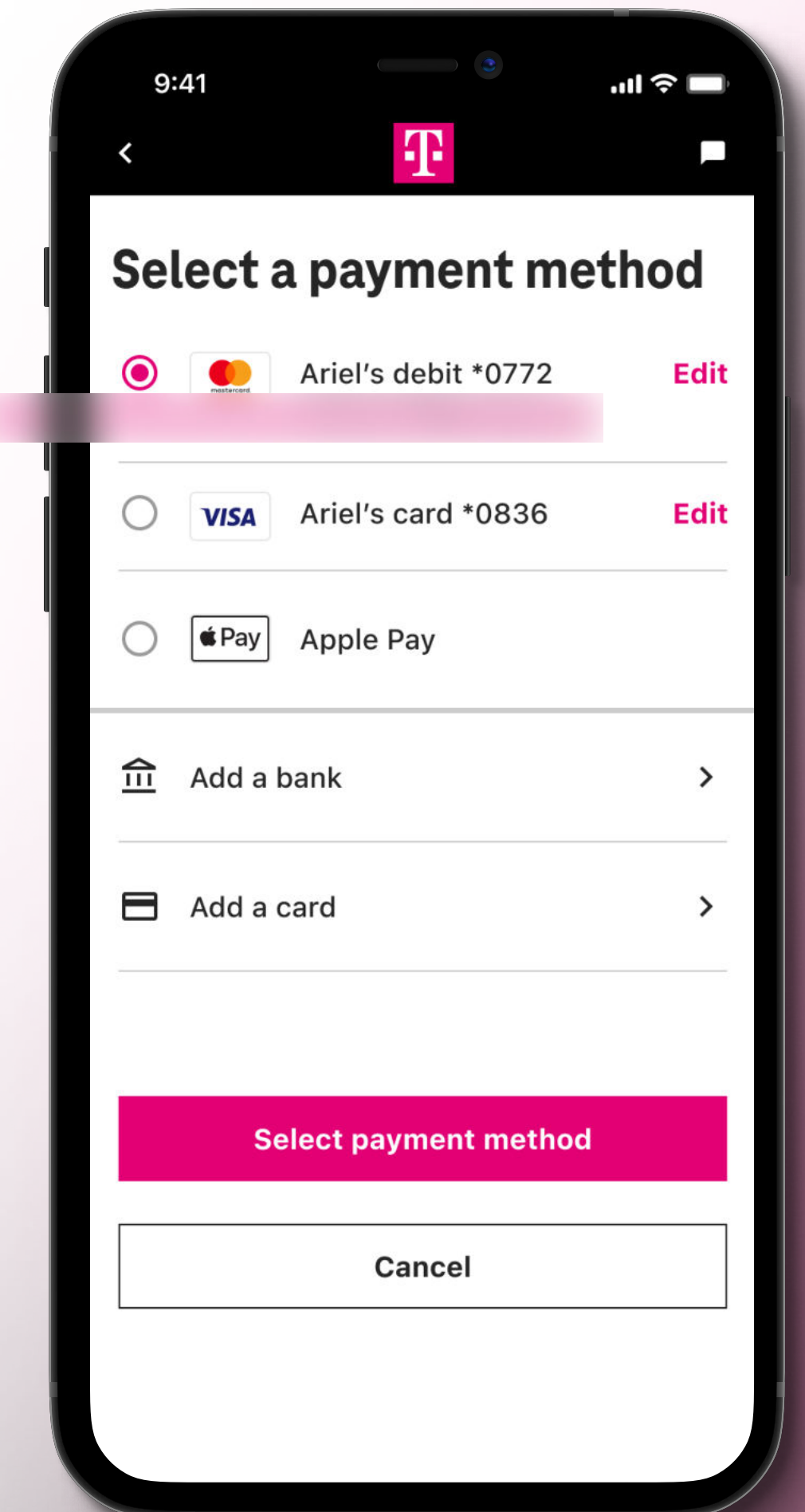
1. Warning banner + modal link

Select payment method:

2. Discount eligibility messaging under card on select



2 |



Exploration 3: Heavy messaging

Add/edit a card:

1. Discount eligibility copy
2. Inline msg on credit entry
3. Confirmation dialogs

1 |

2 |

9:41

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Edit card

[Discounts for qualifying payment methods only. Lorem ipsum dolor sit amet, consectetur.]

Name on card*
Ariel Doe

Card number*
VISA 1234 1234 1234 0836

Expiration date*
01/24

CVV*
226 ?

ZIP Code*
09812

Nickname*
Ariel's Card

Save

Cancel

3

9:41

< T >

Add a card

[Discounts for qualifying payment methods only. Lorem ipsum dolor sit amet, consectetur.]

Name on card*

[Are you sure?]

[Credit cards not eligible copy. Lorem ipsum dolor sit amet, consectetur adipiscing]

Yes

No

Ariel's Card

Save

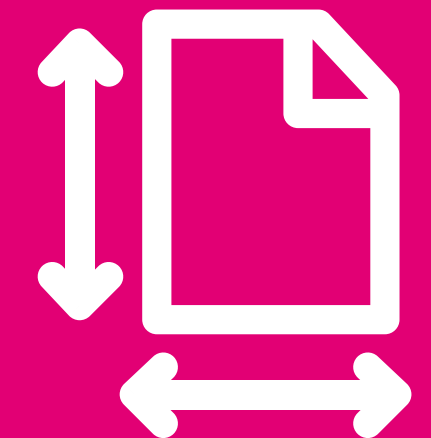
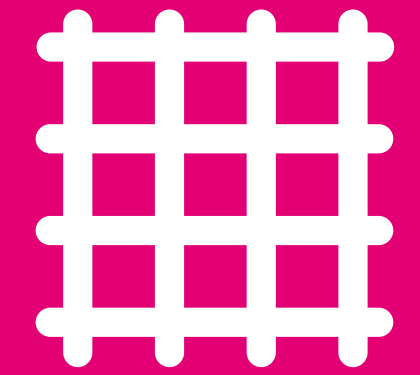
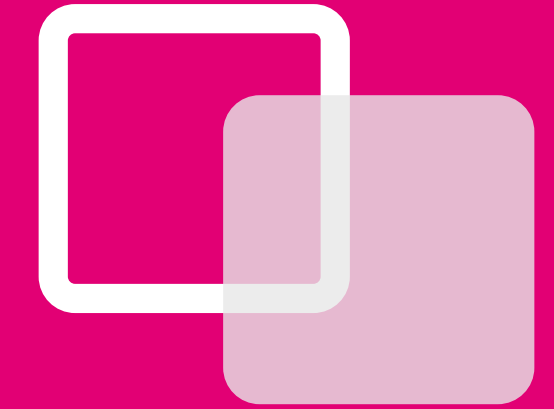
Cancel

Research / Usability Testing

Purpose: Evaluate whether customers understand new messaging and functionality on existing accounts.

Methods:

- conducted unmoderated usability test
- Participants were split into three groups
- Each group tested new levels of messaging



Research Findings & Refinements

Findings

- Most participants preferred medium level of messaging
- Some light messaging participants did not open the module to learn more
- Heavy messaging users thought they can no longer play with credit card at all
- Many did not understand what action was required to maintain the discount

Design Refinements

- Started on medium level of messaging
- Warning banner was changed to be more noticeable
- Started with copy and kept making discount messaging more clear



Thank you!

Please reach out for the full
version of the case study.