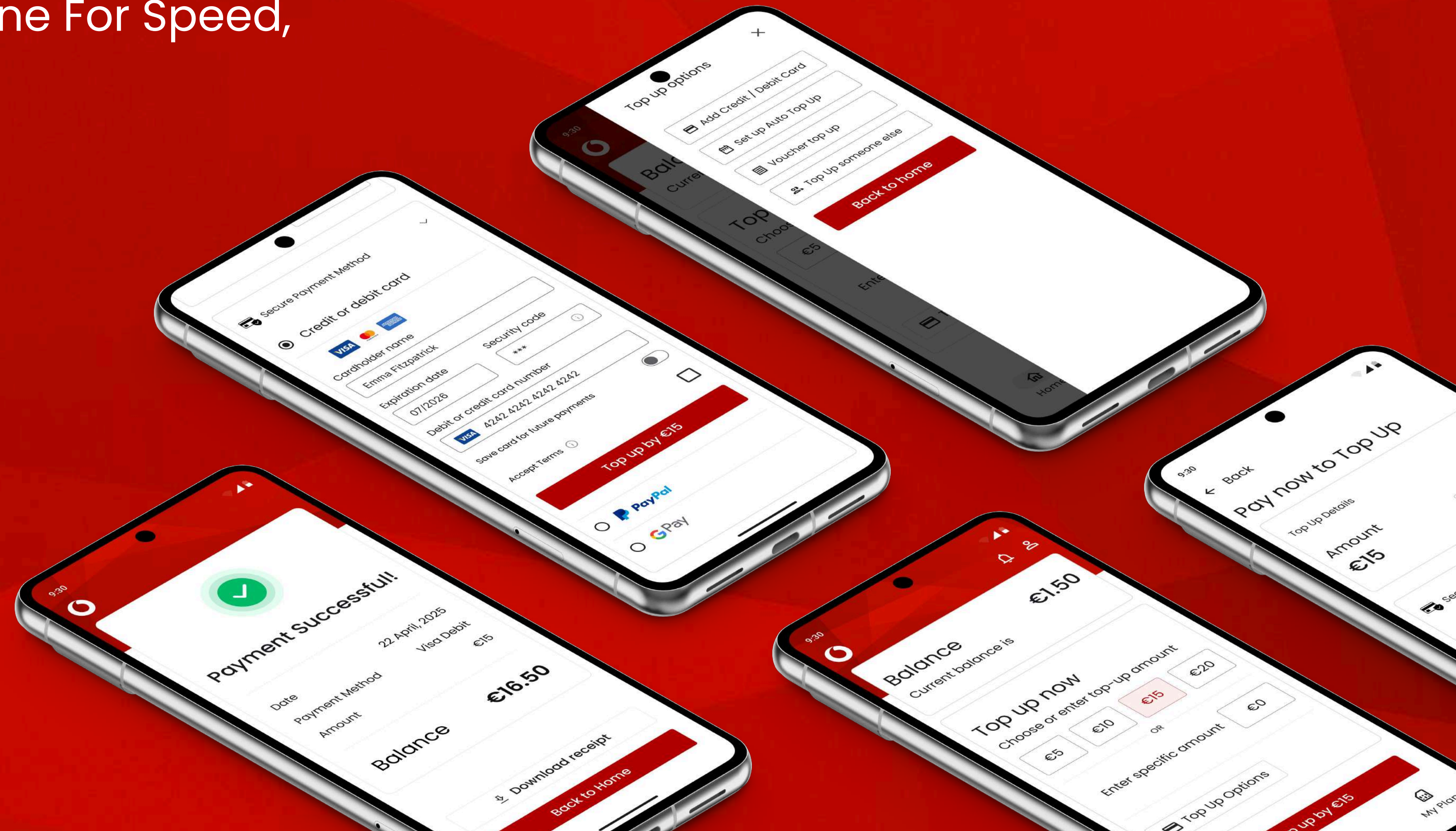


Streamlining Top-Ups

Redesigning My Vodafone For Speed,
Clarity, And Flexibility

UX Design: Shane Dalton

Date: 07-05-2025



Snapshot

- Project brief
- Summary of interim research
- Design process
- Main research findings
- Problem statement
- Design
- Usability testing results
- Design iterations
- Final prototype
- Conclusion
- Main learnings
- What I would do differently
- Next steps

Context

Customers

2.3 M

Subscriptions

30%

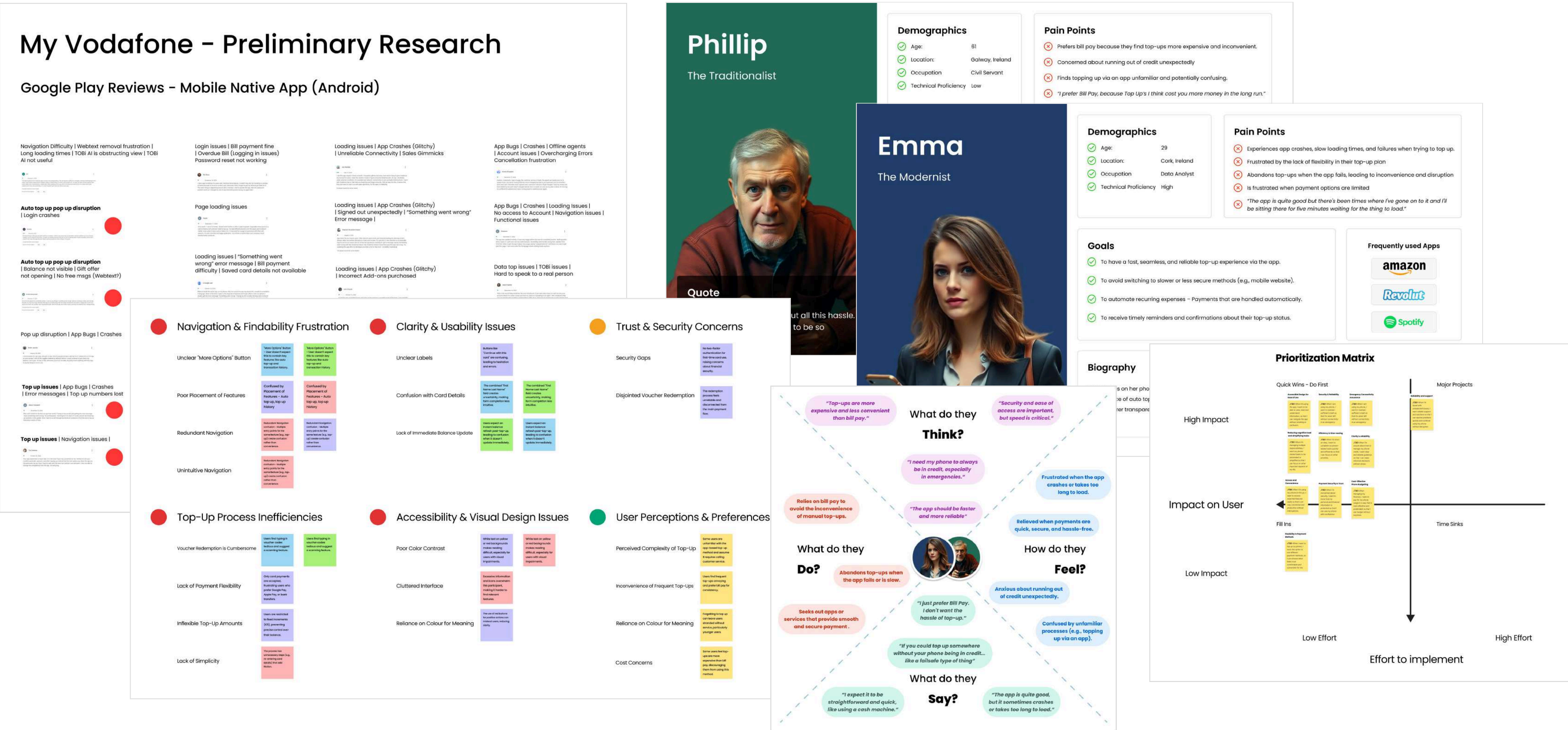
Largest Network

2nd

Data Consumption

28%

Summary Of Interim Research



Early Research & Hypothesis

Early research

Top Up Payment Failures **25%**

Poor Navigation & Accessibility **20%**

The new layout is difficult to navigate, making it challenging to find what I need quickly

“It’s not clear if my top up worked or not”

“Balance not always visible”

Hypothesis

- Guides Tests Focus
- Testable assumption
- Connects Research to Design
- Validated my assumptions

Key Findings

Speed &
Simplicity

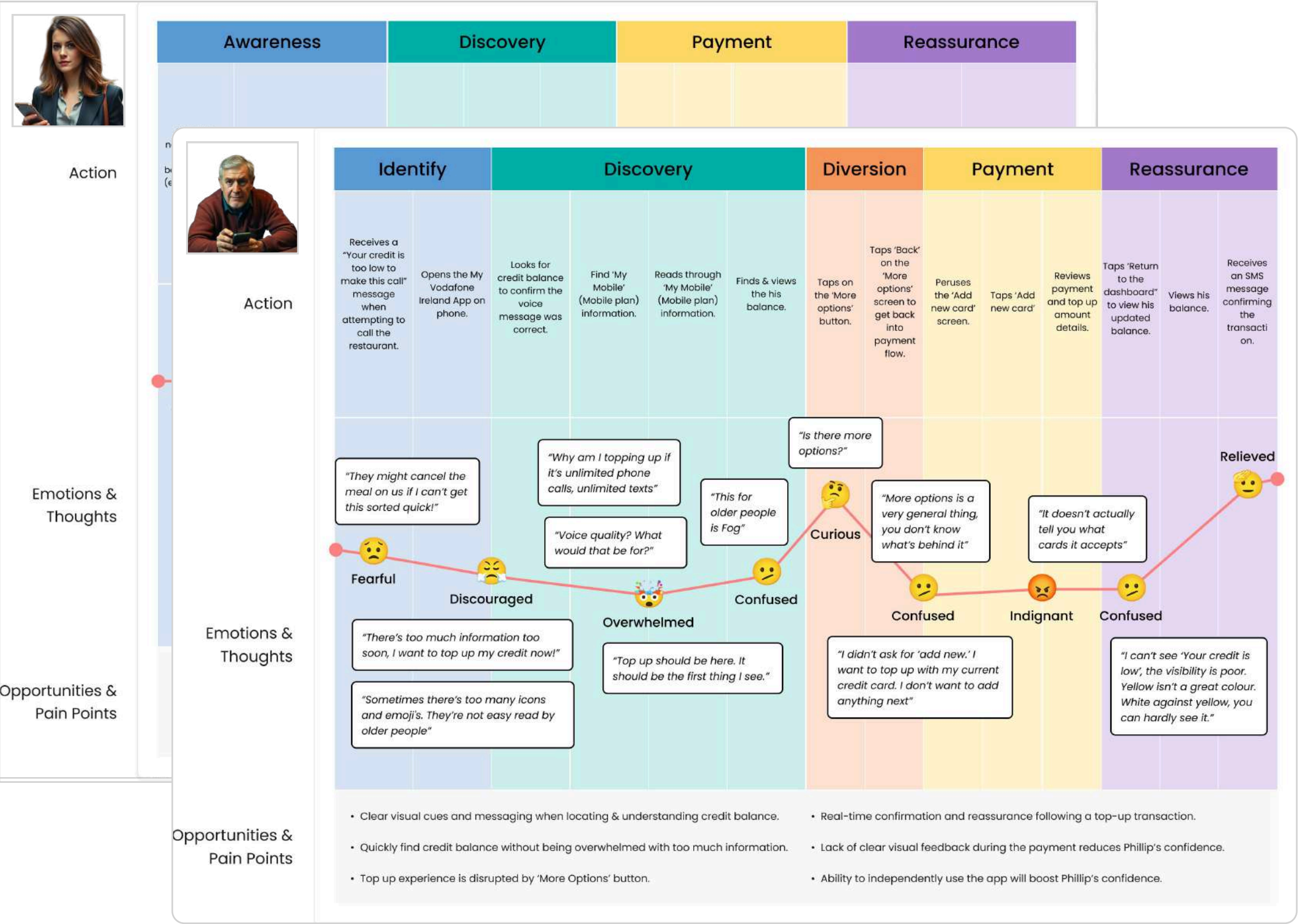
Navigation
Clarity

Accessibility
& Feedback

Payment
Flexibility

Trust &
Support

Develop Phase



Quote	Theme	Opportunity
"There's Too Much Information Too Soon, I Want To Top Up My Credit Now!"	Accessibility & Feedback	Simplify The Home Screen. Prioritize Balance Visibility And Reduce Visual Clutter.
"I Think It Doesn't Belong There. I Think It's Hidden And It's Just Strange"	Navigation Clarity	Restructure 'More Options' To Stay Visually And Contextually Connected To The Top-Up Flow.
"Sometimes There's Too Many Icons And Emoji's. They're Not Easy Read By Older People"	Accessibility & Feedback	Replace Ambiguous Icons/Emojis With Clear Text Labels For Easier Navigation By Older Users.
"More Options Is A Very General Thing, You Don't Know What's Behind It."	Accessibility & Feedback	Replace Or Clarify Ambiguous Labels Like "More Options" To Reduce Hesitation.

How might we?

Provide less disruptions and barriers for Phillip when he is topping up? (Phillip) - **(Navigation Confusion)**

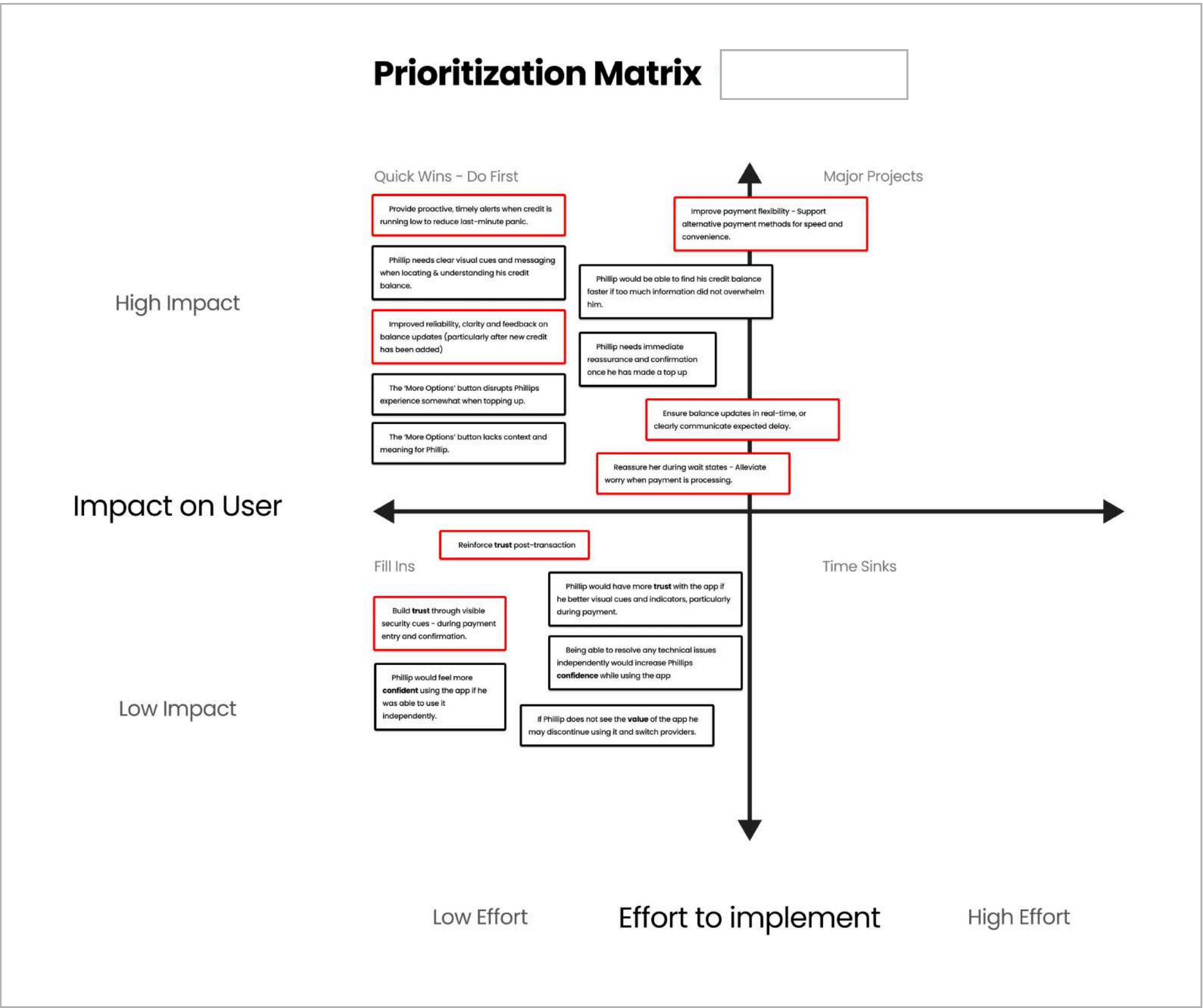
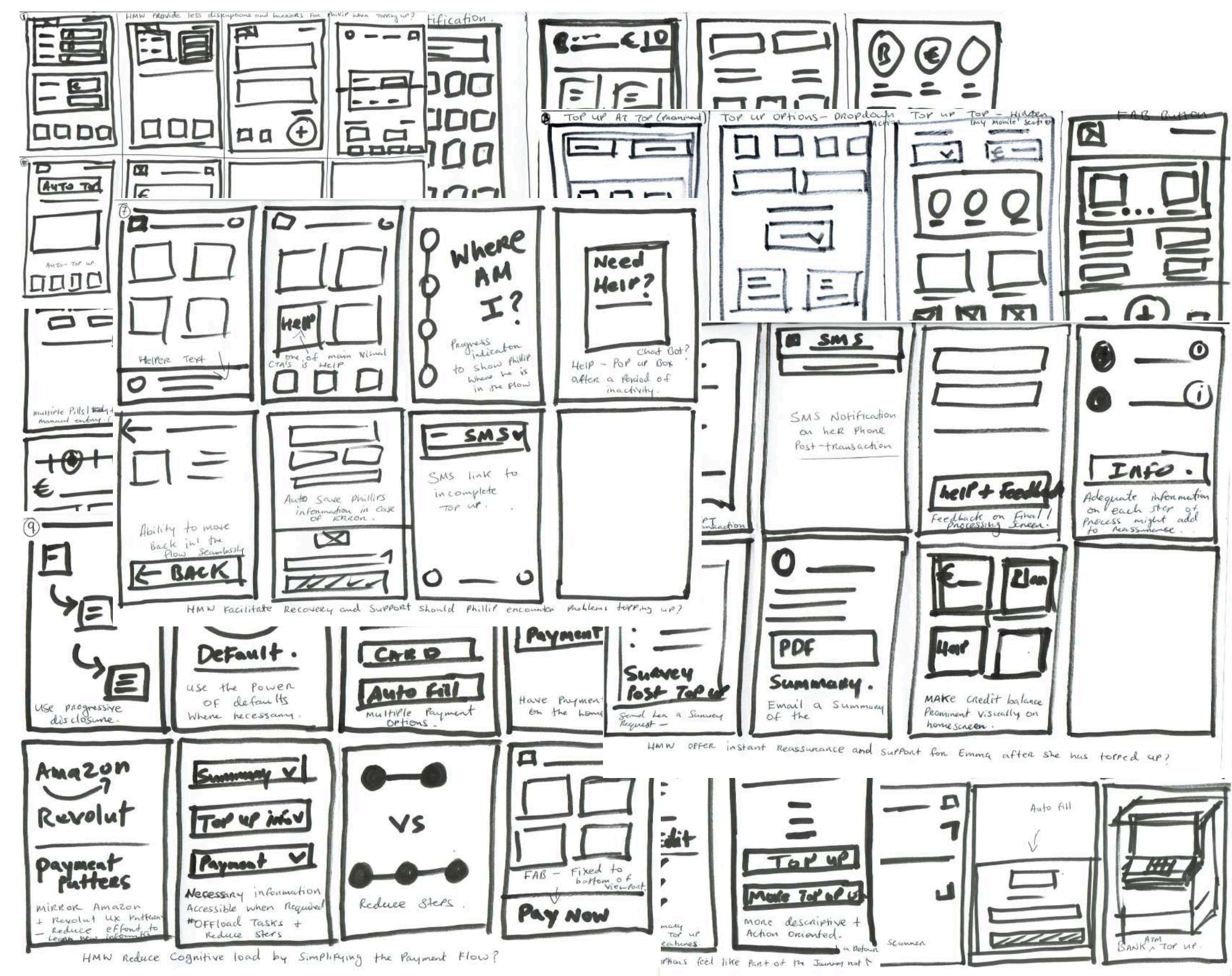
Make Emma aware when her credit is low in a timely and helpful way? (Emma) - **(Speed & Simplicity)**

Create a less overwhelming experience for Phillip as he looks for his credit balance? (Phillip) - **(Accessibility and Feedback))**

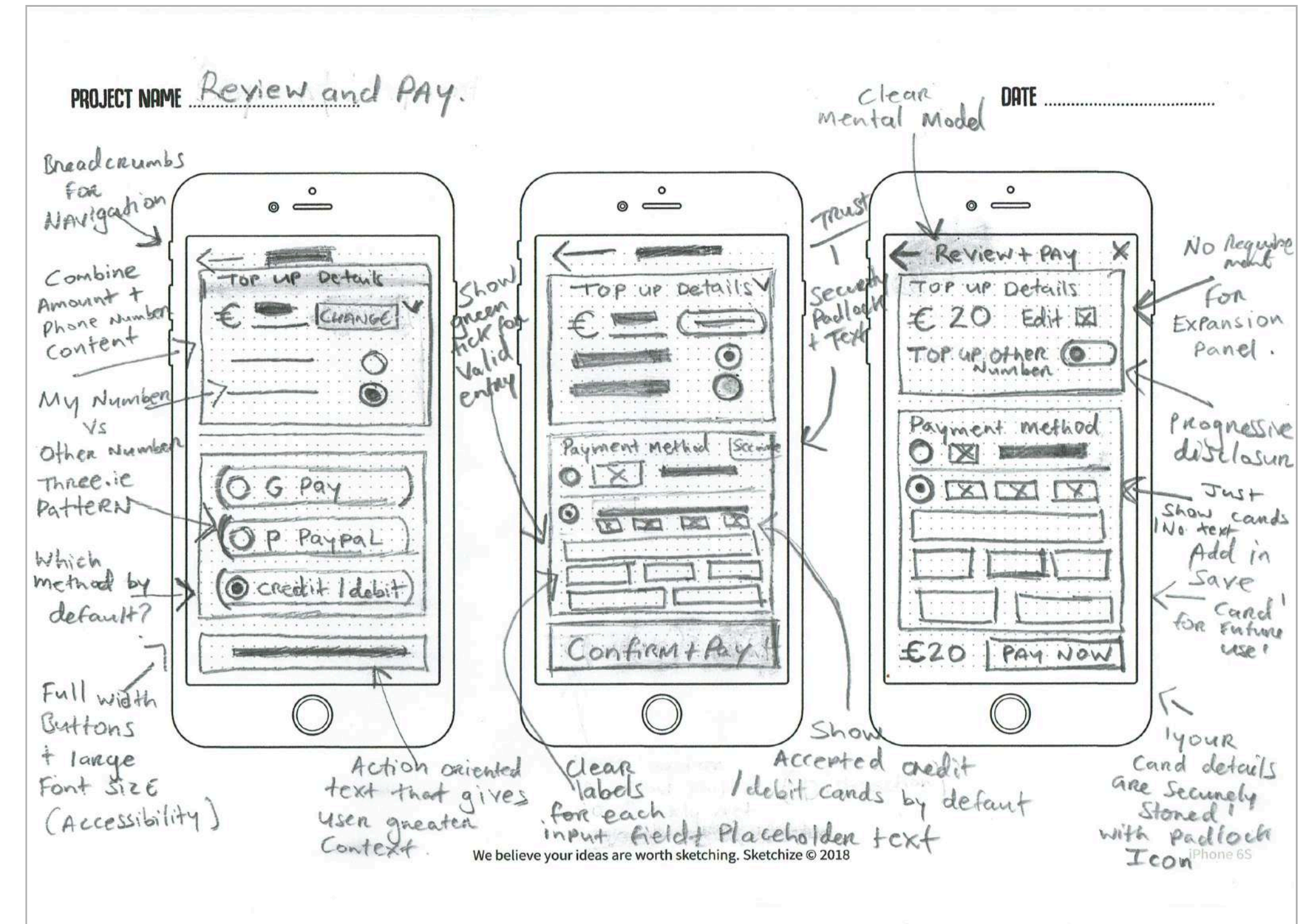
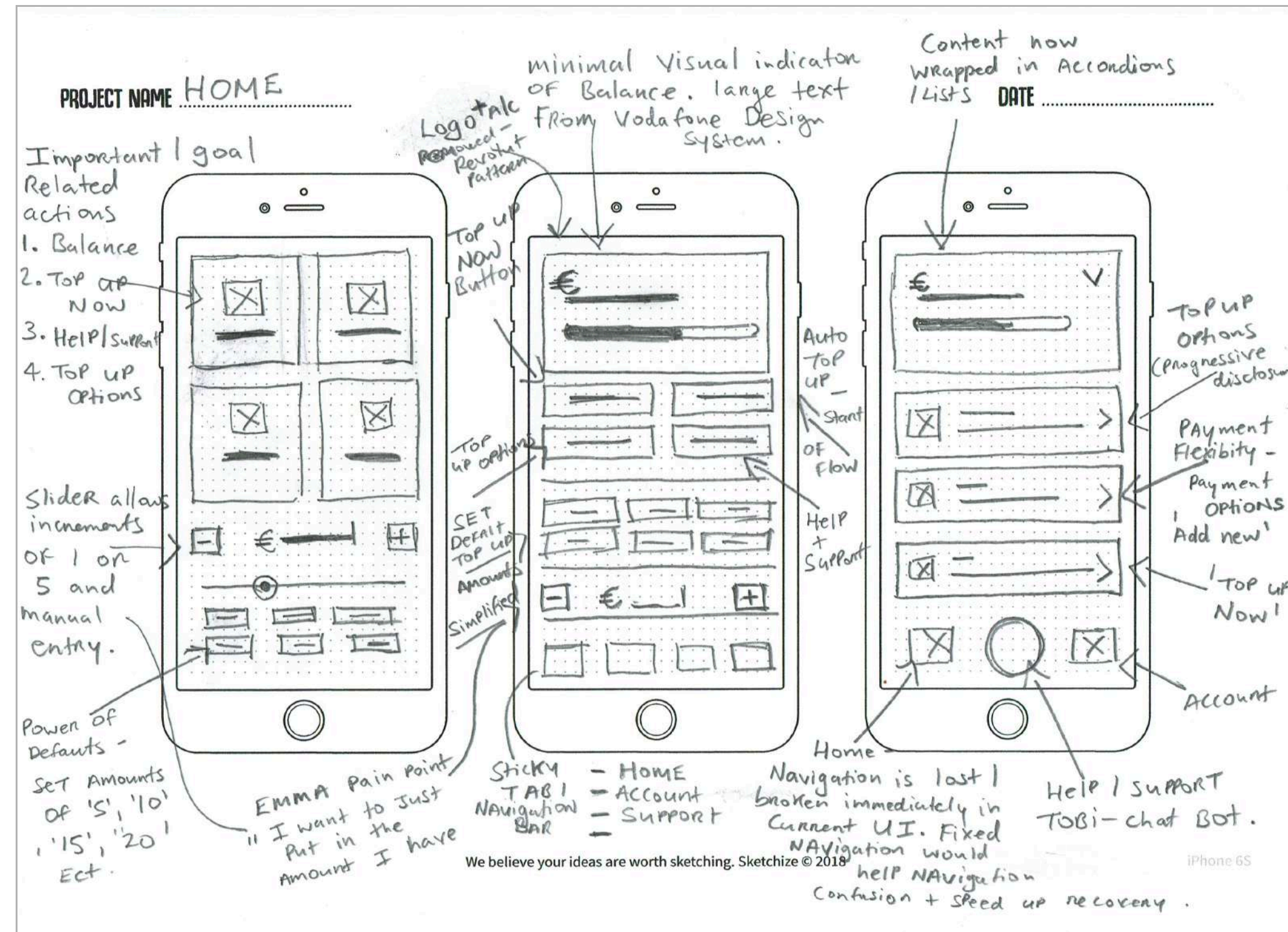
Make selecting top-up amounts and payment methods feel intuitive and fast? (Emma) **(Speed & Simplicity)**

Offer instant reassurance and support for Emma after she has topped up? (Emma) **(Accessibility and Feedback)**

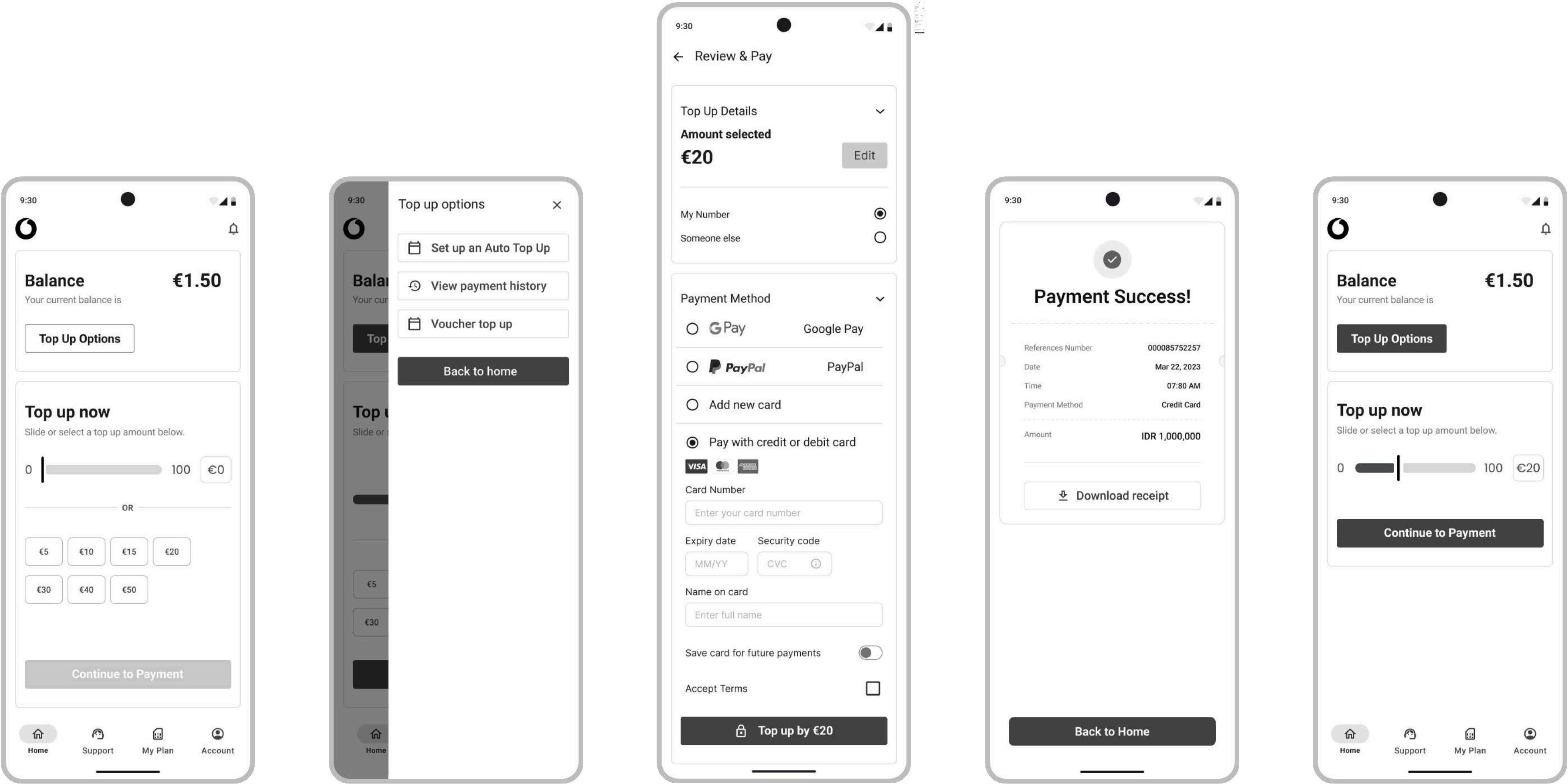
Ideation & Prioritization



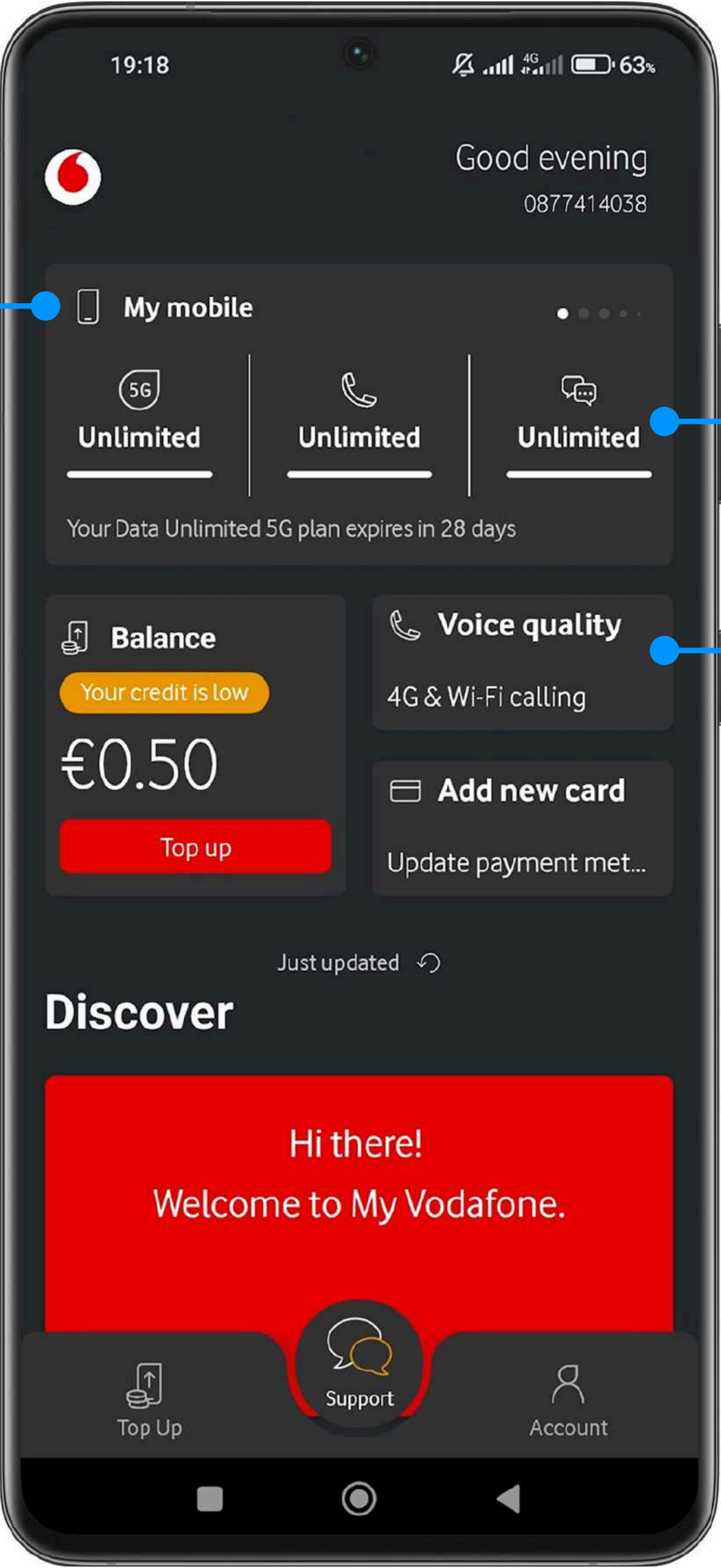
Paper Wireframes



Digital Wireframes



Before



● Accessibility Issues

"Sometimes There's Too Many Icons And Emoji's. They're Not Easy Read By Older People"

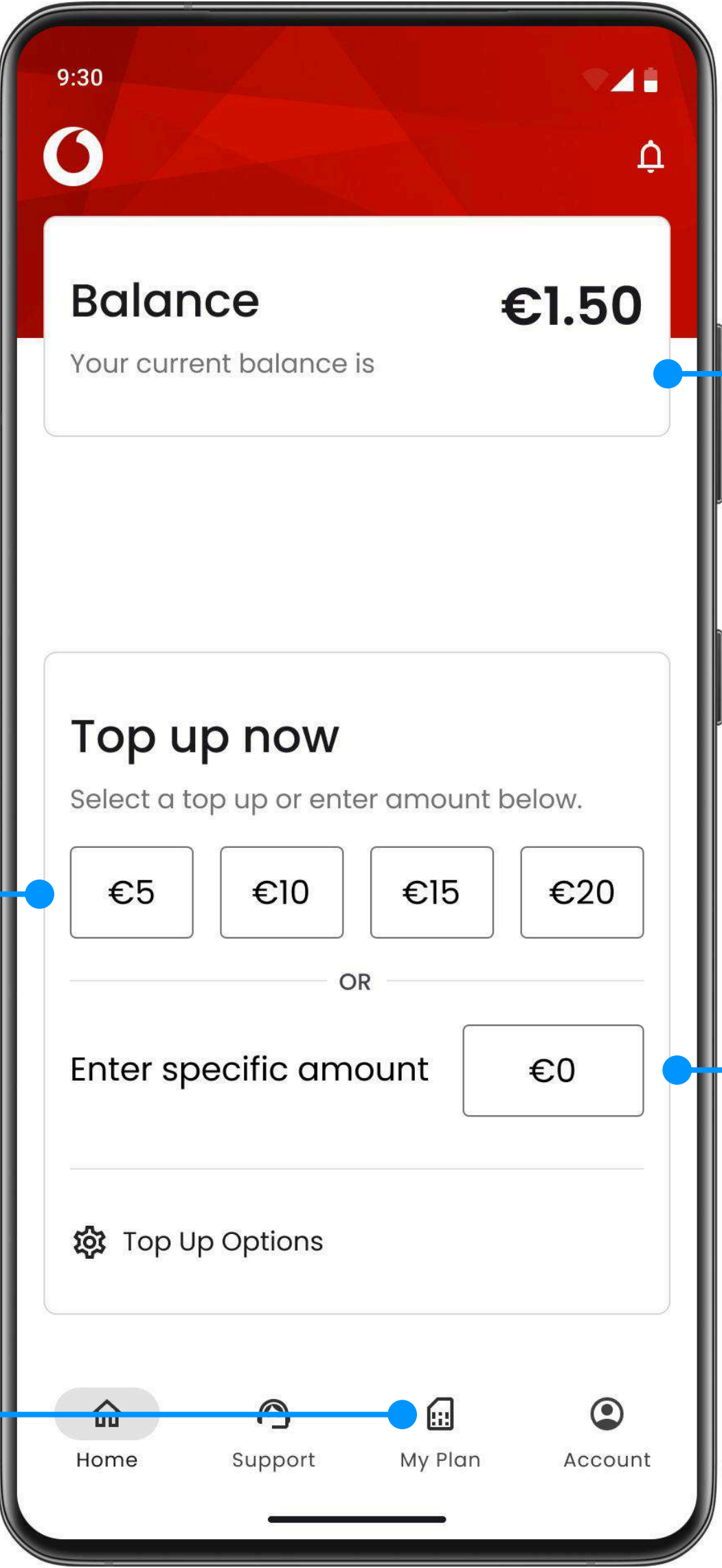
"What Is 4G & Wi-Fi Calling? 4G Voice Quality Is A Weird Label."

"Too Much Information Too Soon, I Want To Top Up My Credit Now!"

● Speed & Simplicity

● Accessibility

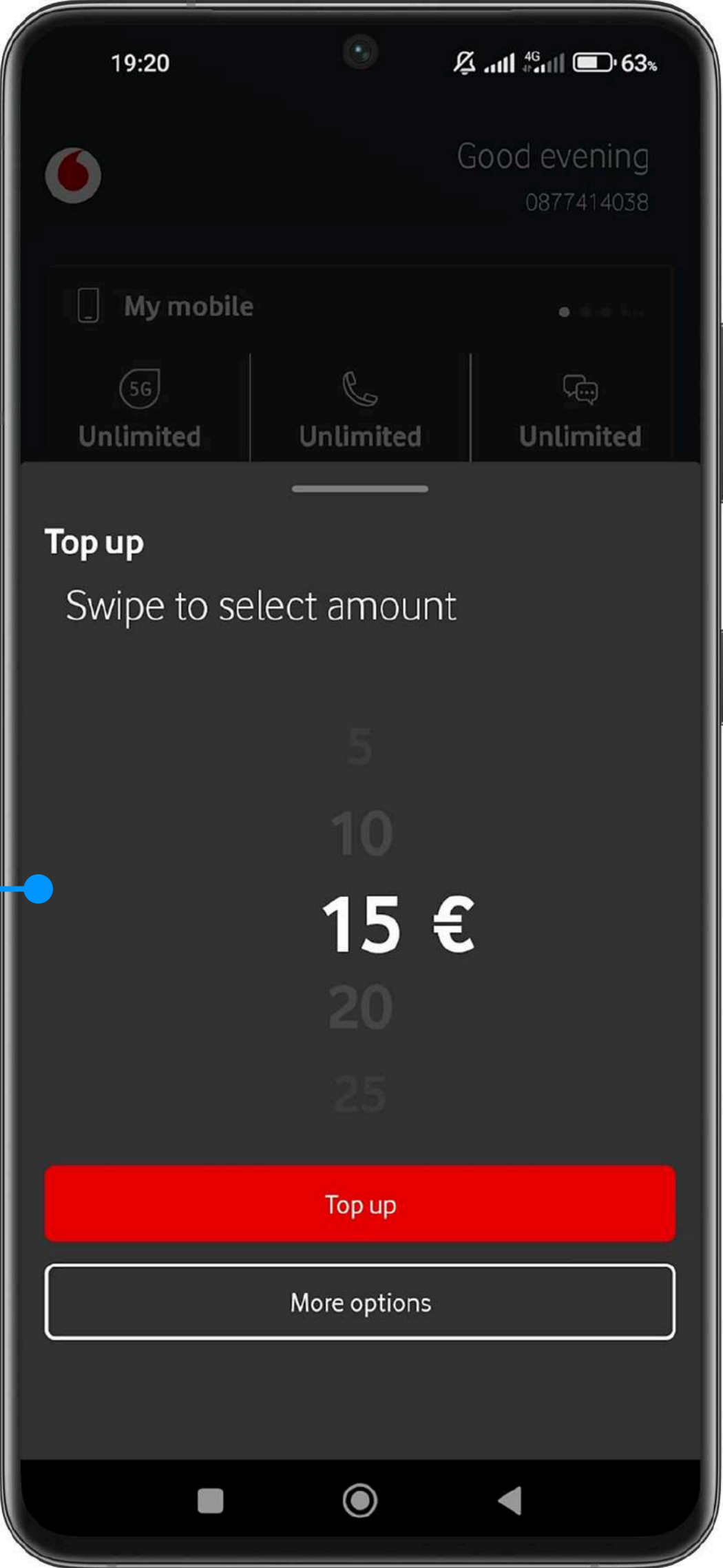
After



● Accessibility Issues

● Payment Flexibility

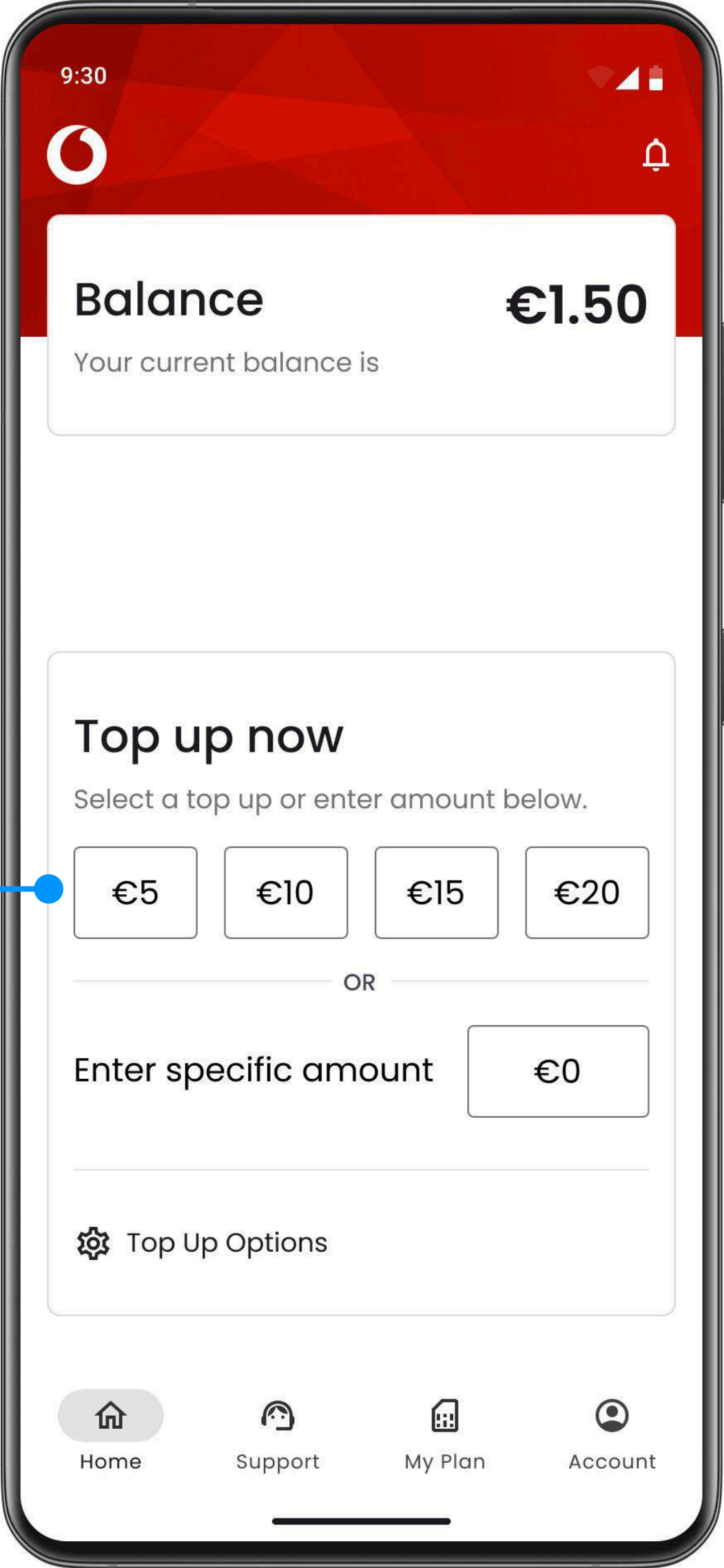
Before



"I Always Go For €15,
But The Way It's Laid
Out Makes Me
Second-Guess."

"I Can't Just Enter In
Whatever Amount I
Want"

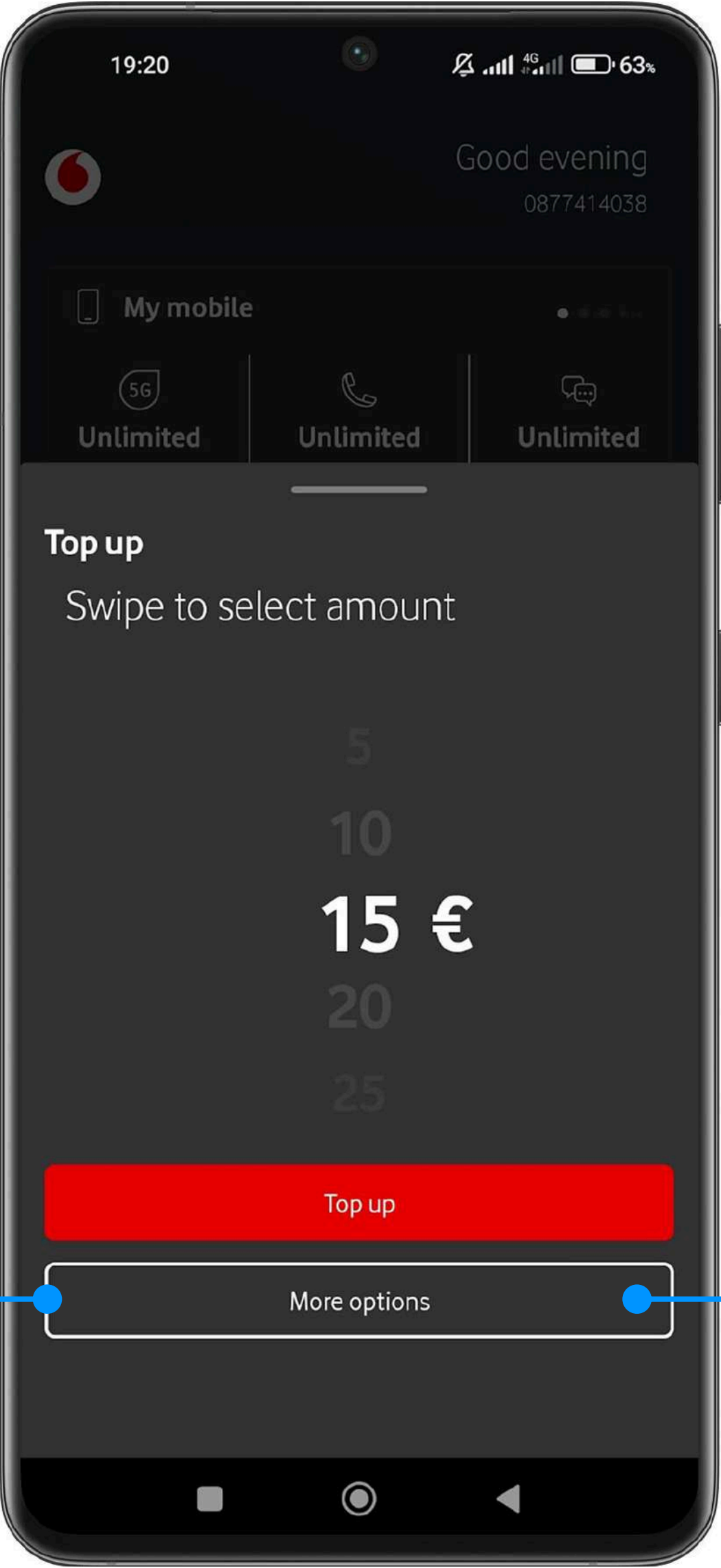
After



Navigation Confusion

Reduces Top Up Steps

Before



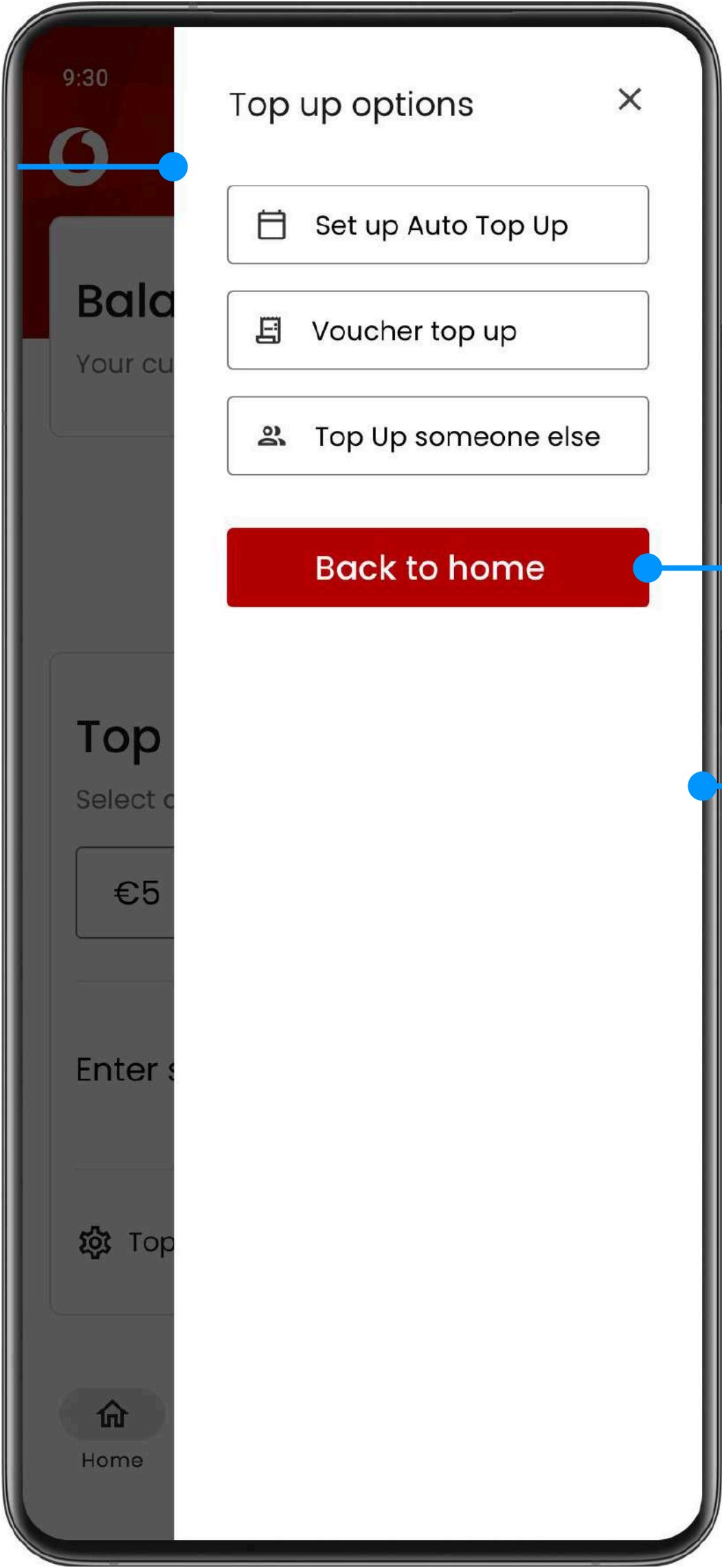
Navigation Confusion

I Don't Know What Other Word You Could Use Instead Of 'More Options'

"When I See 'More Options', I Don't Think 'more Options To Top Up' "

"I Think It Doesn't Belong There. I Think It's Hidden And It's Just Strange"

After



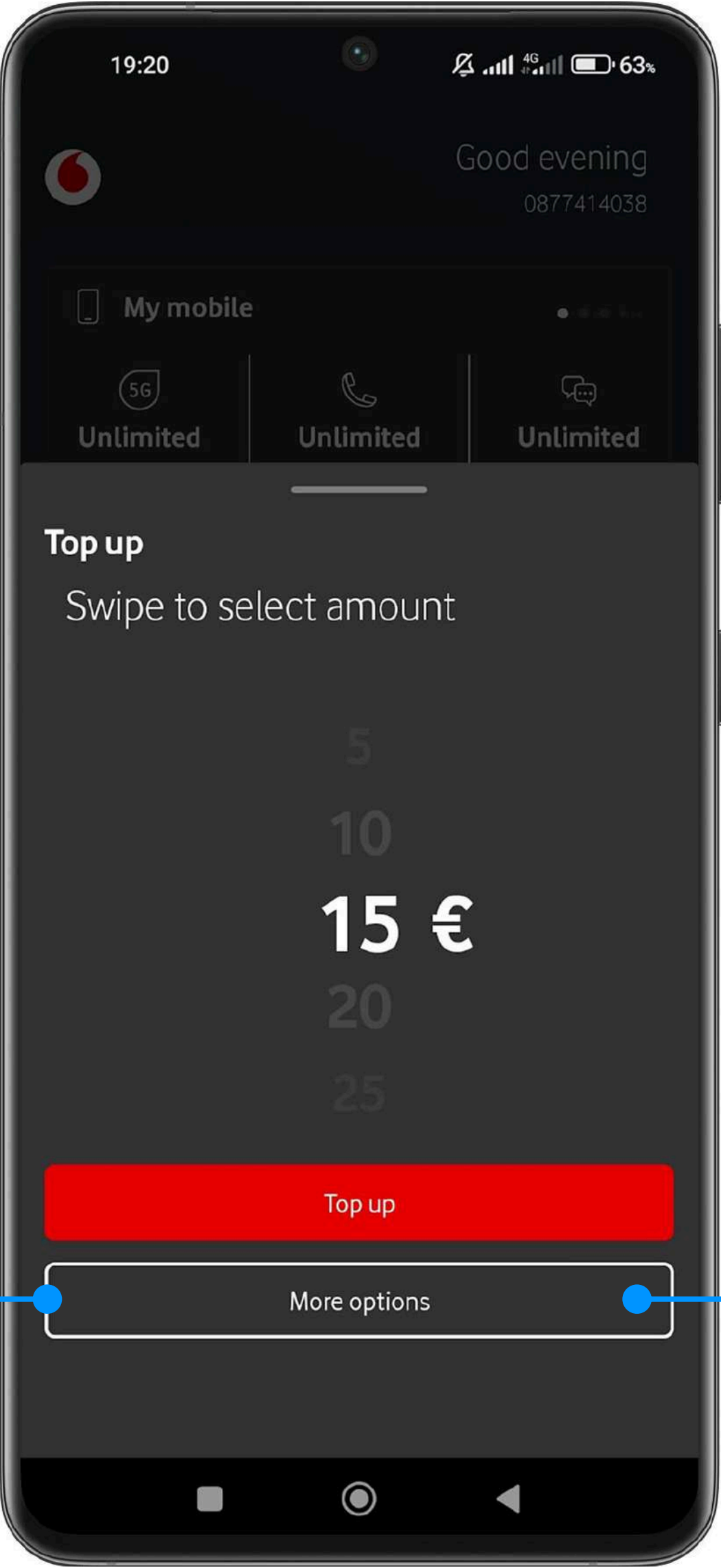
Speed & Simplicity

Accessibility Issues

Reduces Top Up Steps

Top Up Options

Before



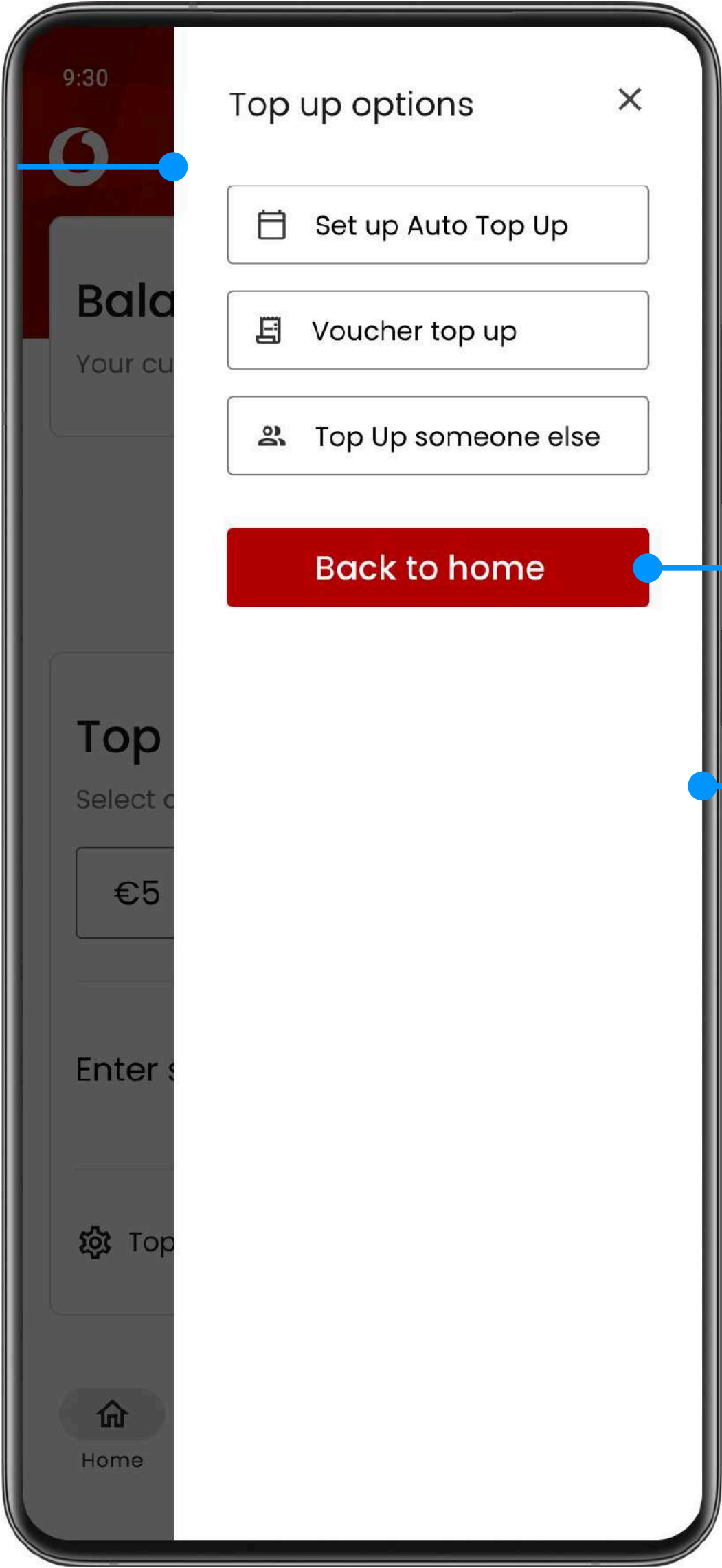
Navigation Confusion

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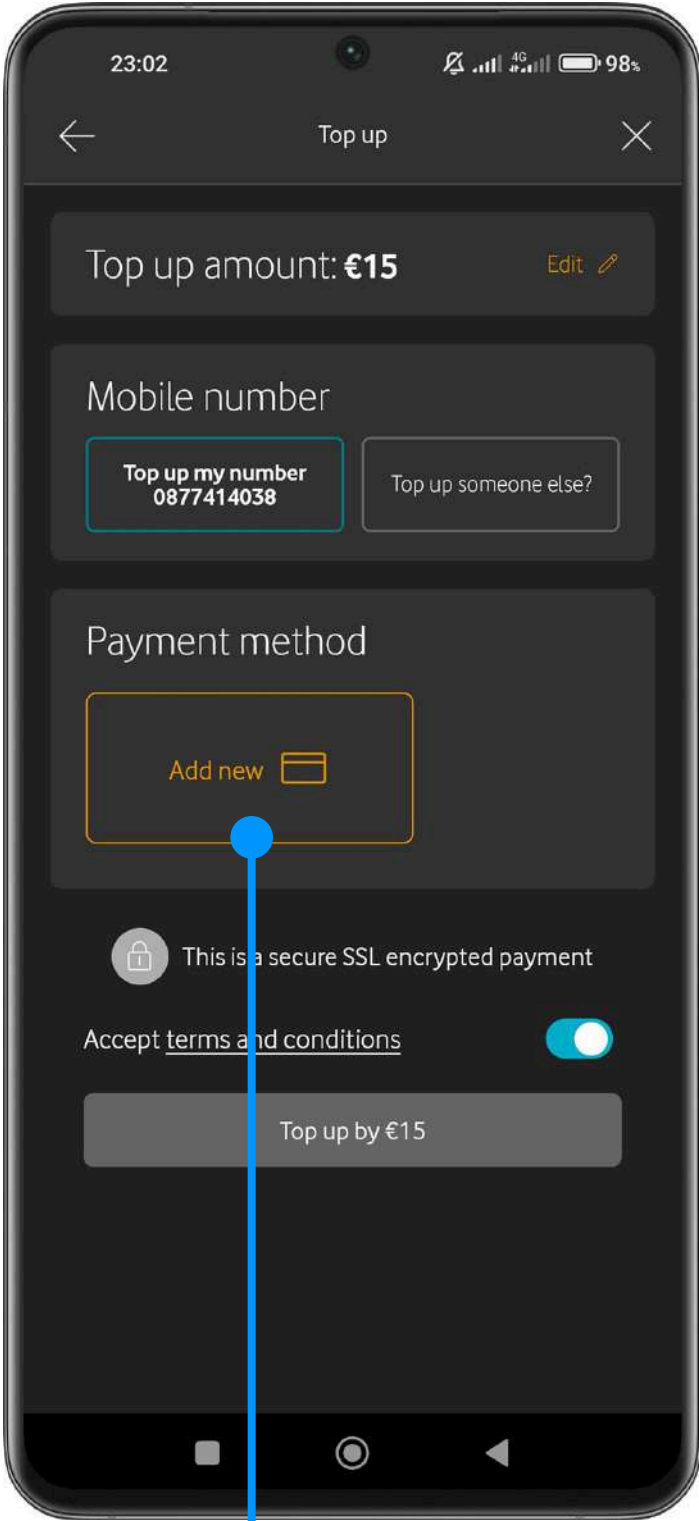
Speed & Simplicity

Accessibility Issues

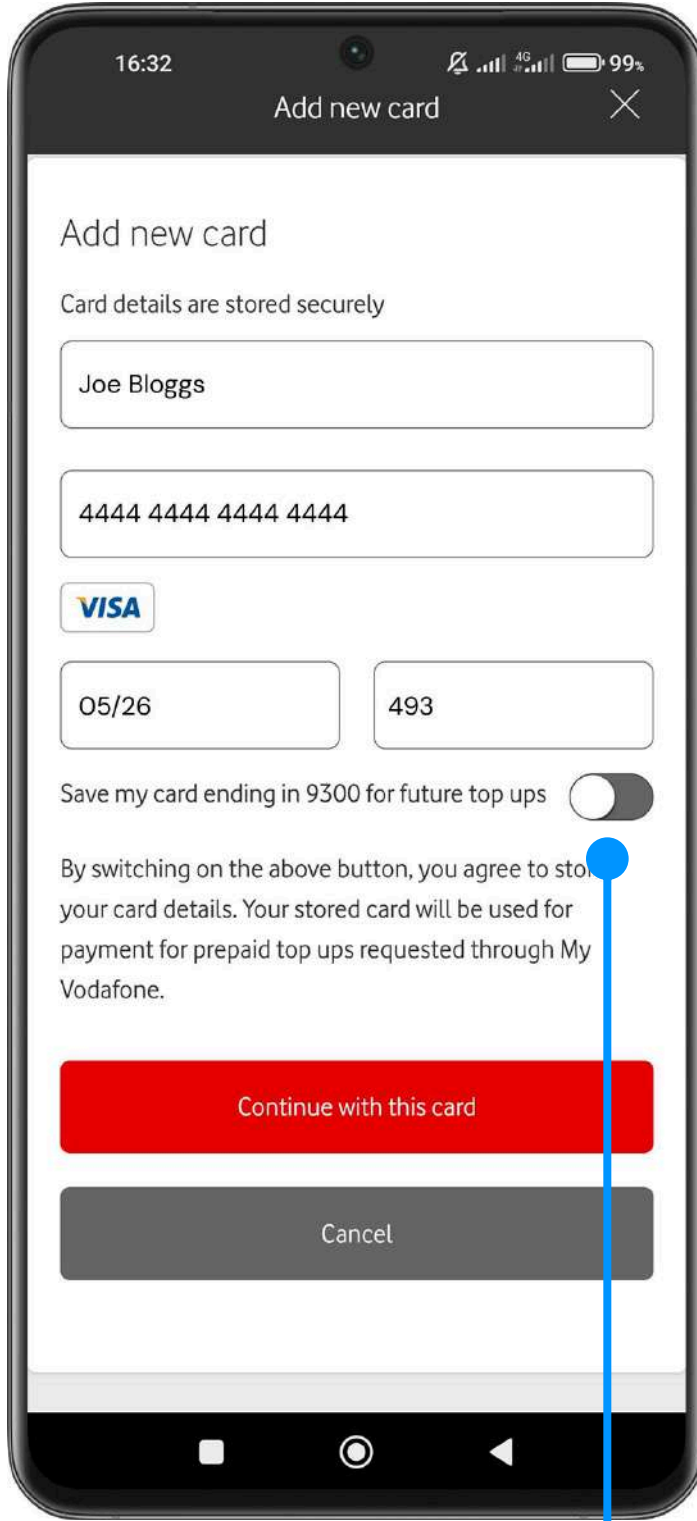
Reduces Top Up Steps

Top Up Options

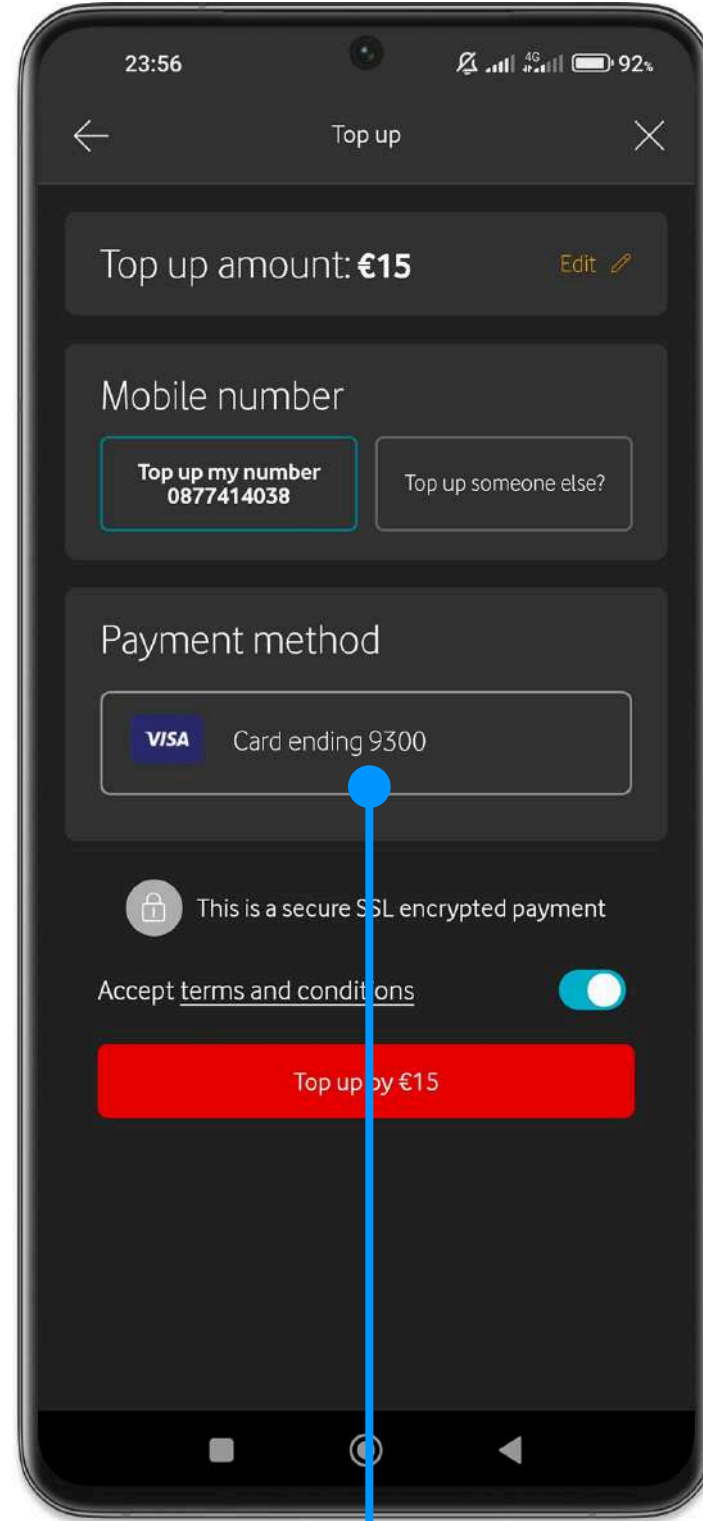
Before



“It Doesn’t Actually Tell You Either What Kind Of Cards It Accepts... To Indicate You Can Use Visa, Mastercard.”



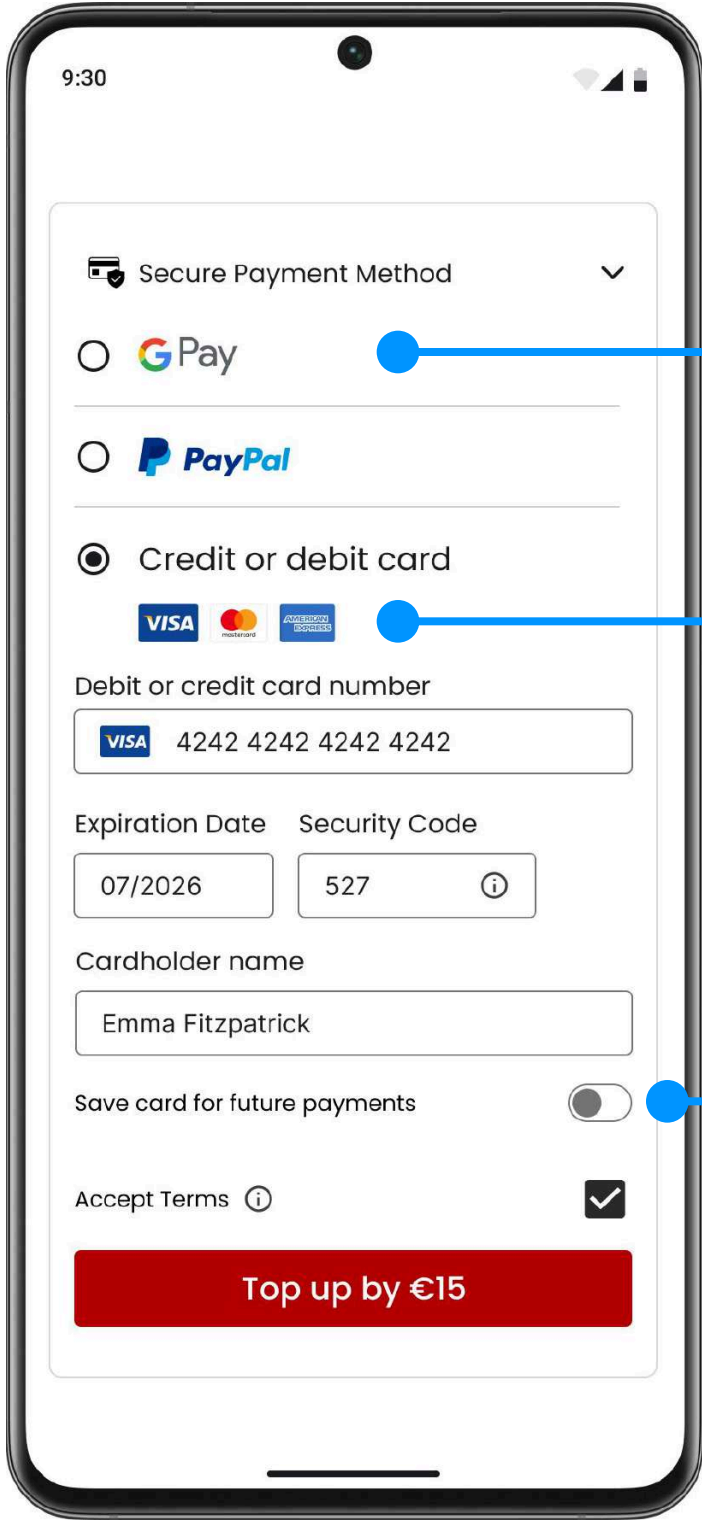
“It’s Good That You Have An Option Here To Toggle On Save For Future Top-Ups. That’s Great.”



“There’s Only One Way To Pay, That’s Unusual”

- Payment Flexibility
- Speed & Simplicity
- Accessibility Issues
- Trust & Feedback

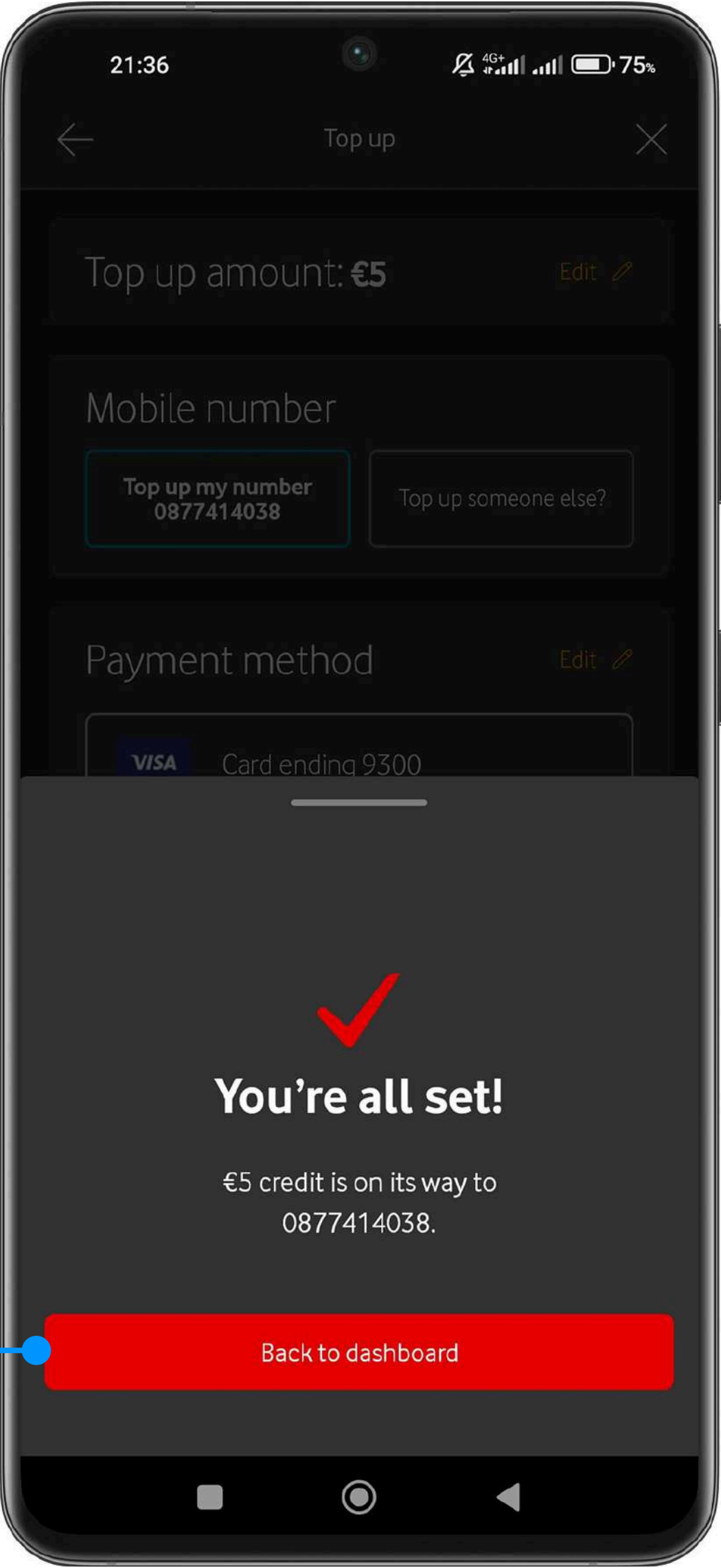
After



- Multiple payment methods offered.
- Accepted cards indicated
- Save card feature retained.

Before

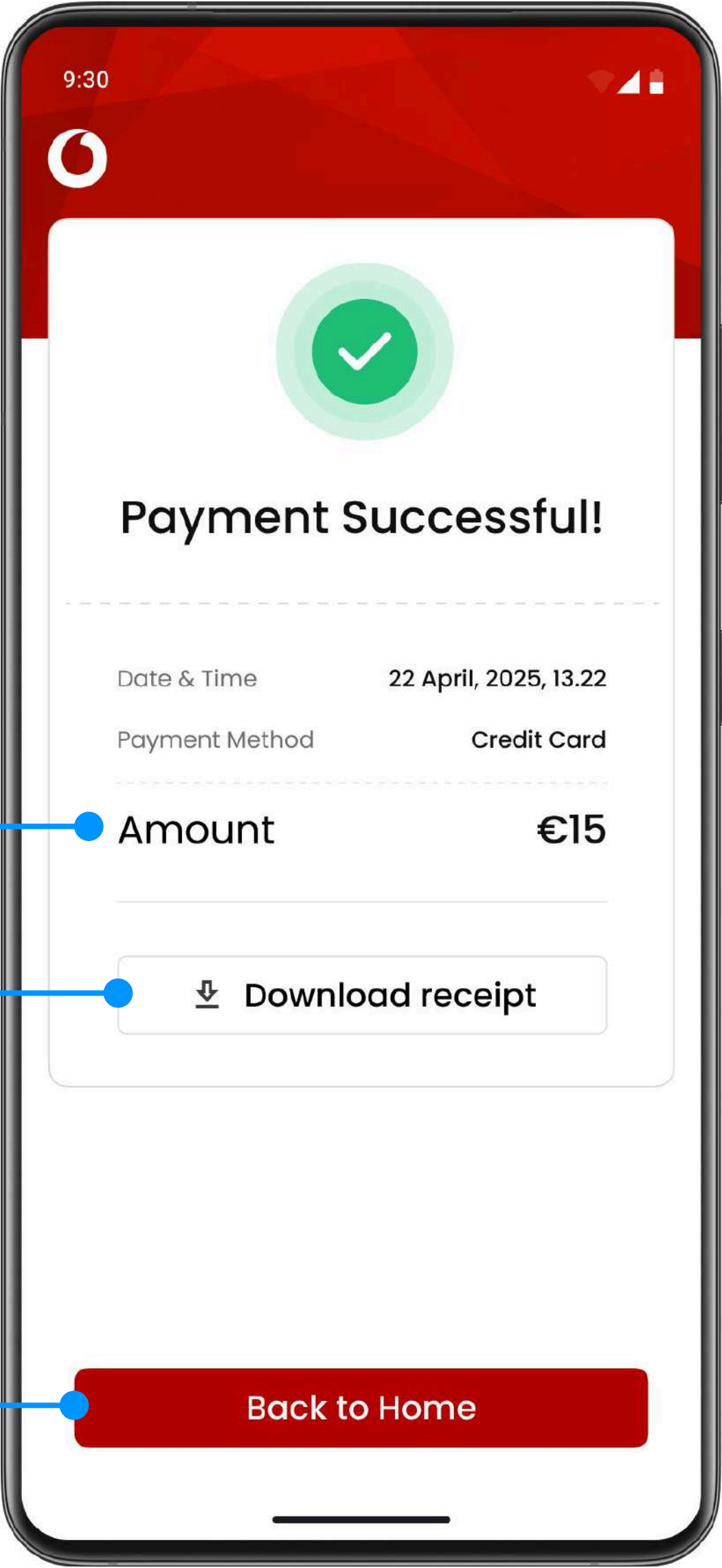
● Accessibility Issues



● Labelling unclear & hard to read

After

● Trust & Feedback



Improved hierarchy & clarity

Feedback on transaction

Improved clarity & context

Usability Testing 2

Usability Survey

Perceived usability before and after design iterations

Question	Before		After	Change
Found app easy to use	4.0	→	4.6	+0.6
Felt confident navigating	3.8	→	4.2	+0.4
Understood labels & instructions	3.2	→	4.4	+1.2
Completed quickly with no delays	3.8	→	4.8	+1.0
Payment process frustration	2.6	→	4.0	-1.2

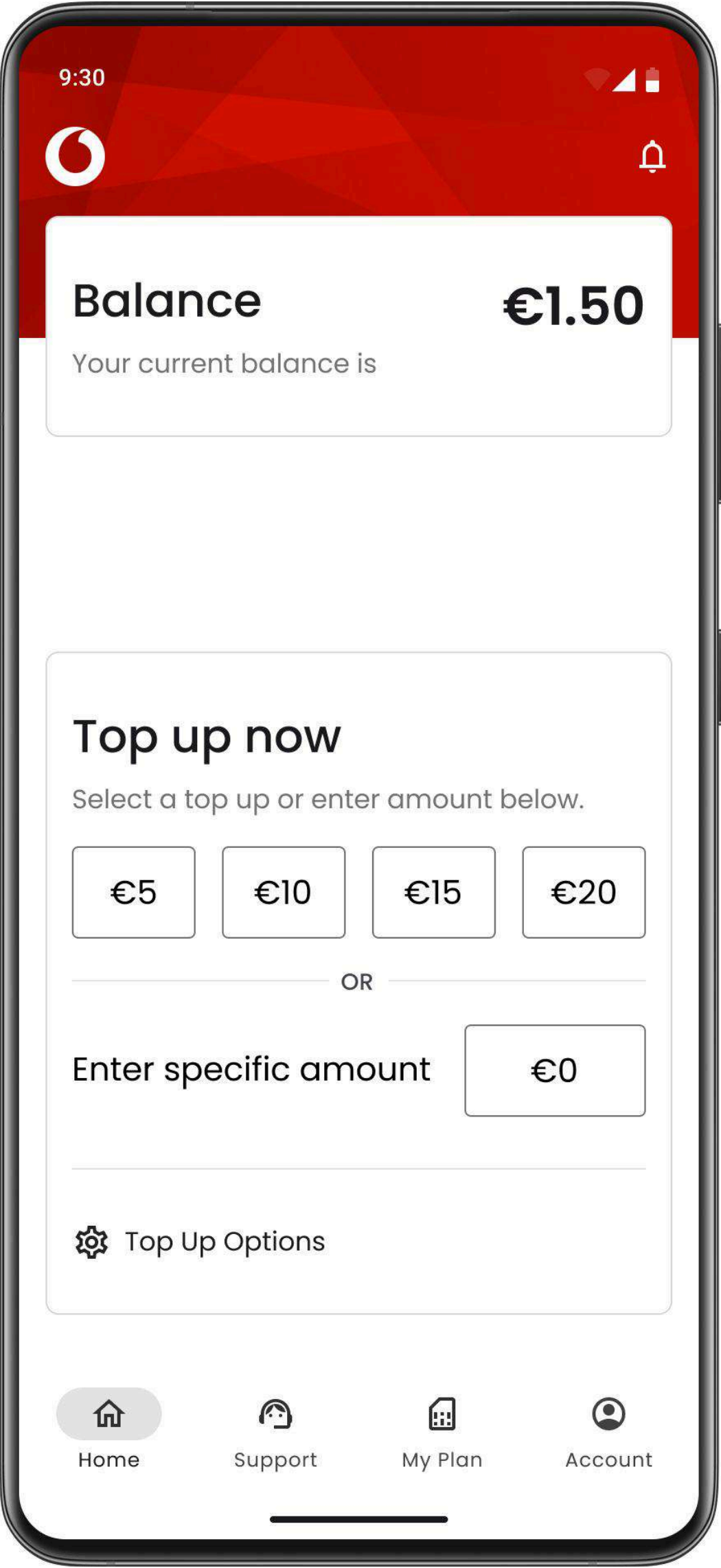
Time On Task

Time on Task – 47% Reduction

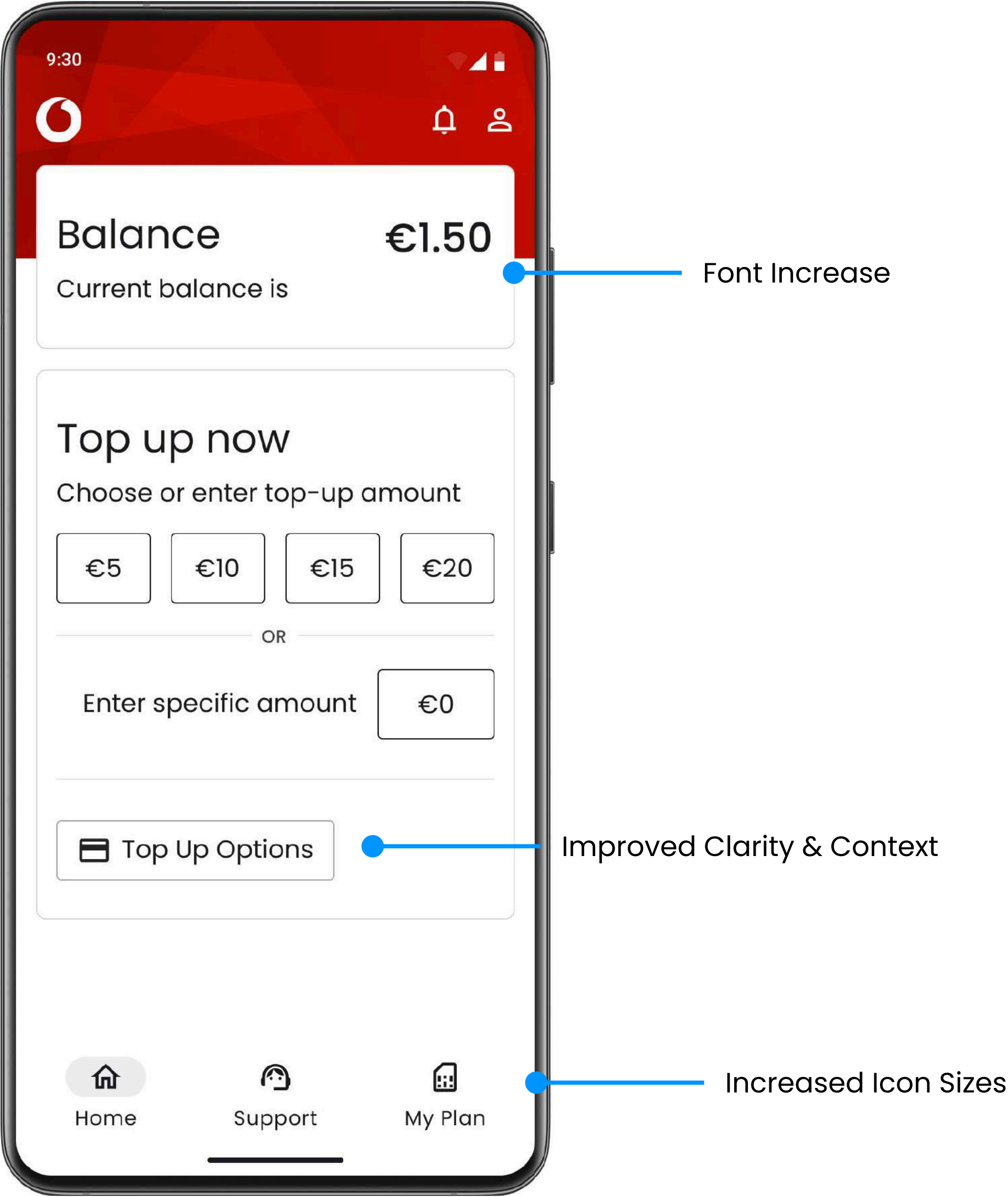
After Iteration – Avg Time: 1 min 39 secs

Before Iteration – Avg Time: 3 Mins 7 Secs

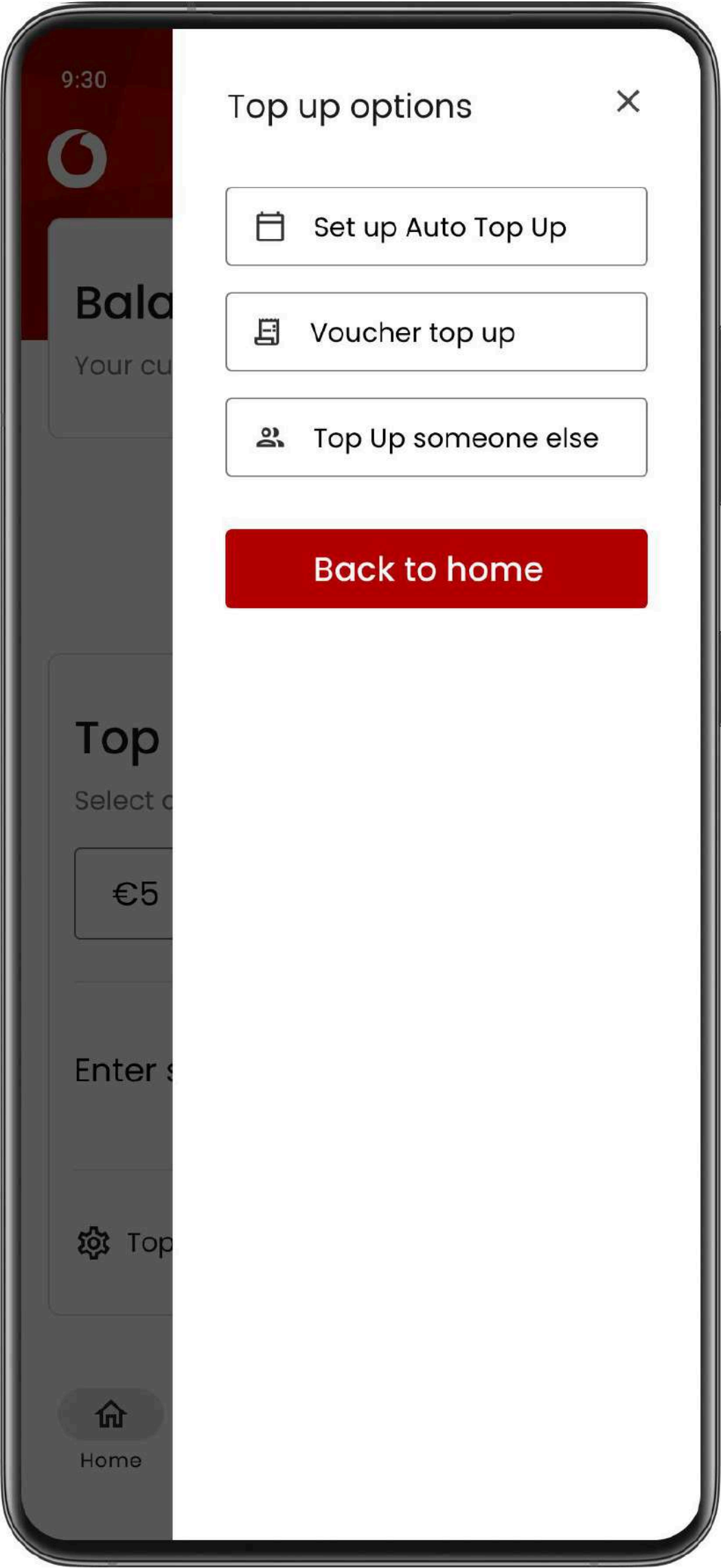
Before



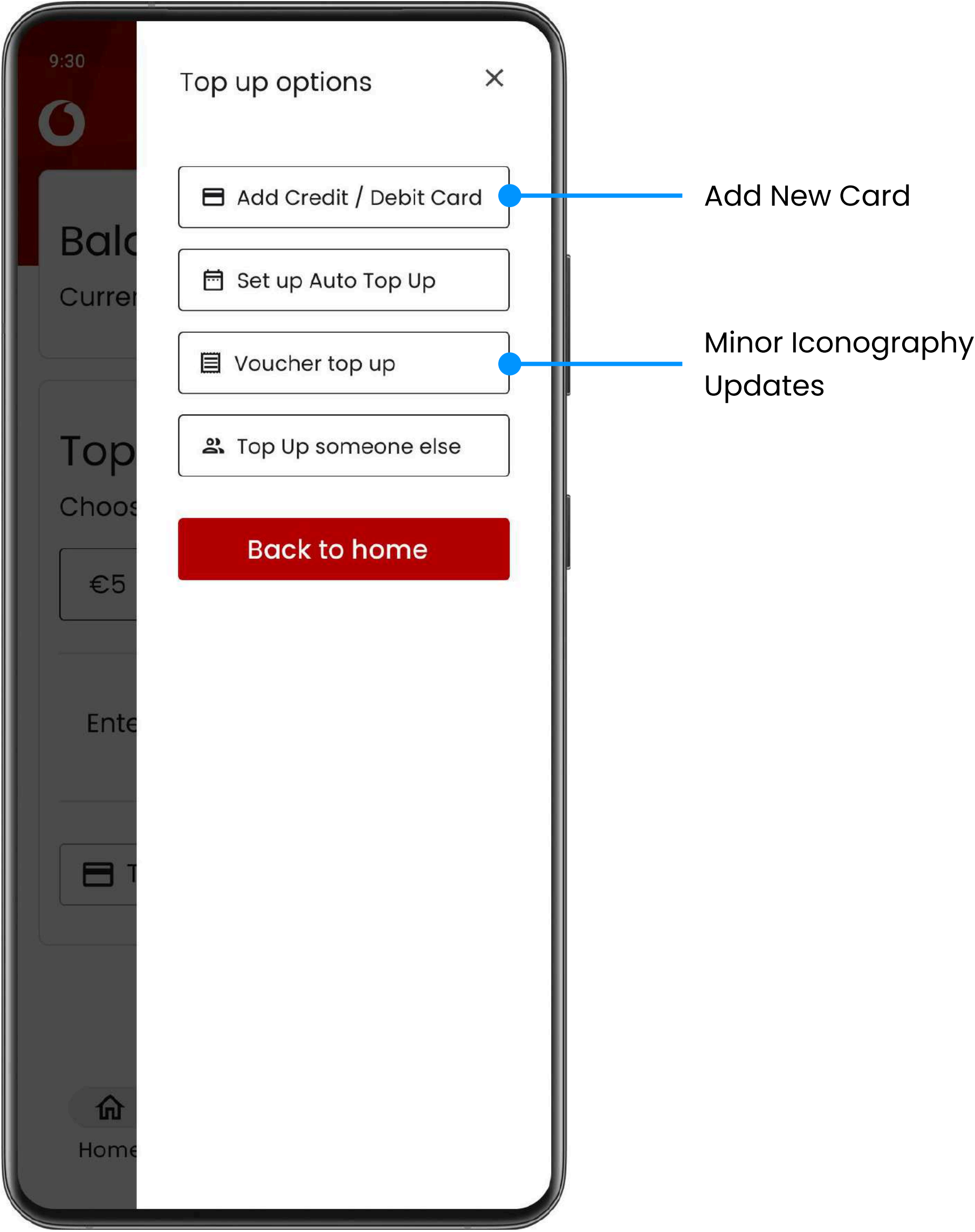
After



Before



After



Iterations – Top Up Options

After

9:30

Secure Payment Method

☐ GPay

☐ PayPal

☒ Credit or debit card

VISA Mastercard AMERICAN EXPRESS

Debit or credit card number

VISA 4242 4242 4242 4242

Expiration Date Security Code

07/2026 527

Cardholder name

Emma Fitzpatrick

Save card for future payments

Accept Terms ☒

Top up by €15

Secure Payment Method

☒ Credit or debit card

VISA Mastercard AMERICAN EXPRESS

Cardholder name

Emma Fitzpatrick

Expiration date Security code

07/2026 ***

Debit or credit card number

VISA 4242 4242 4242 4242

Save card for future payments

Accept Terms ☐

Top up by €15

☐ PayPal

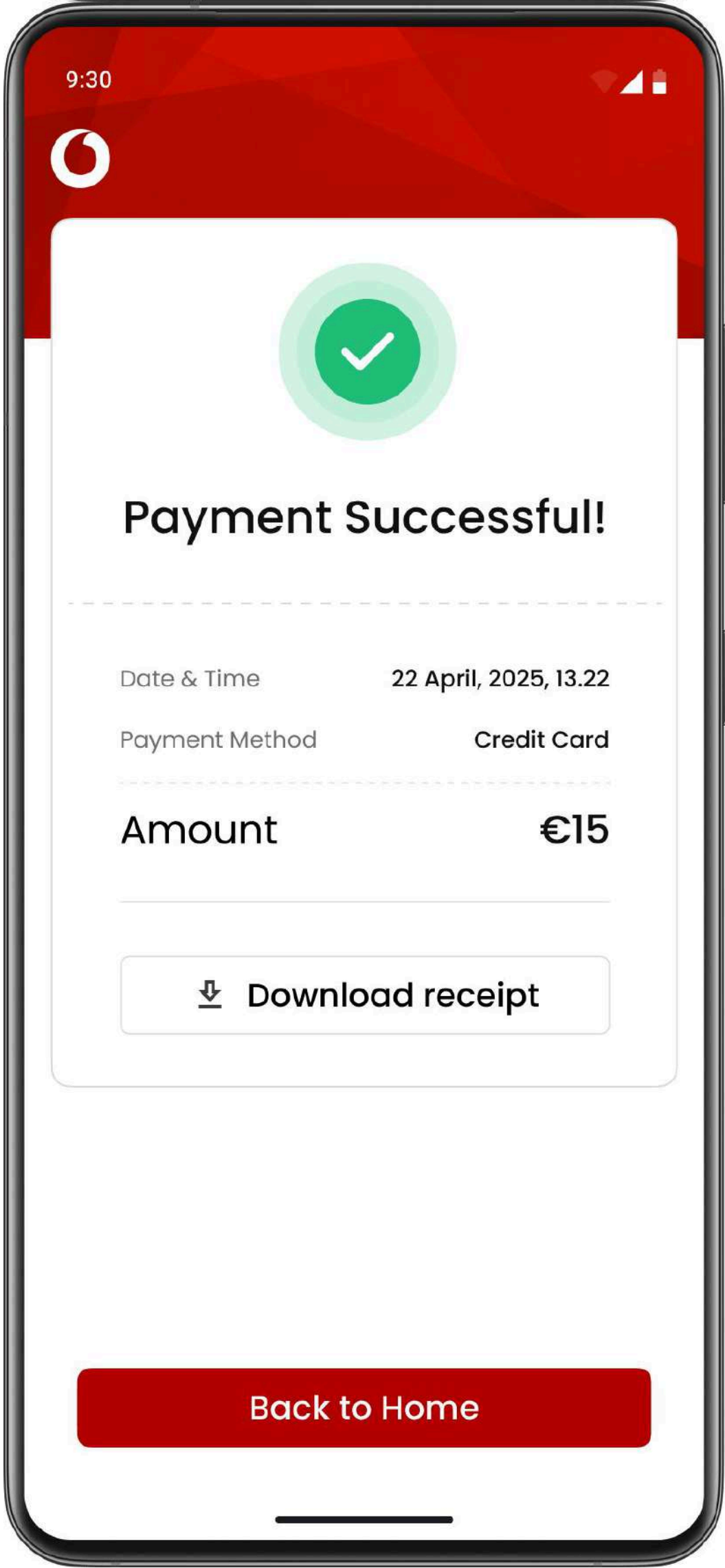
☐ GPay

Font Increase

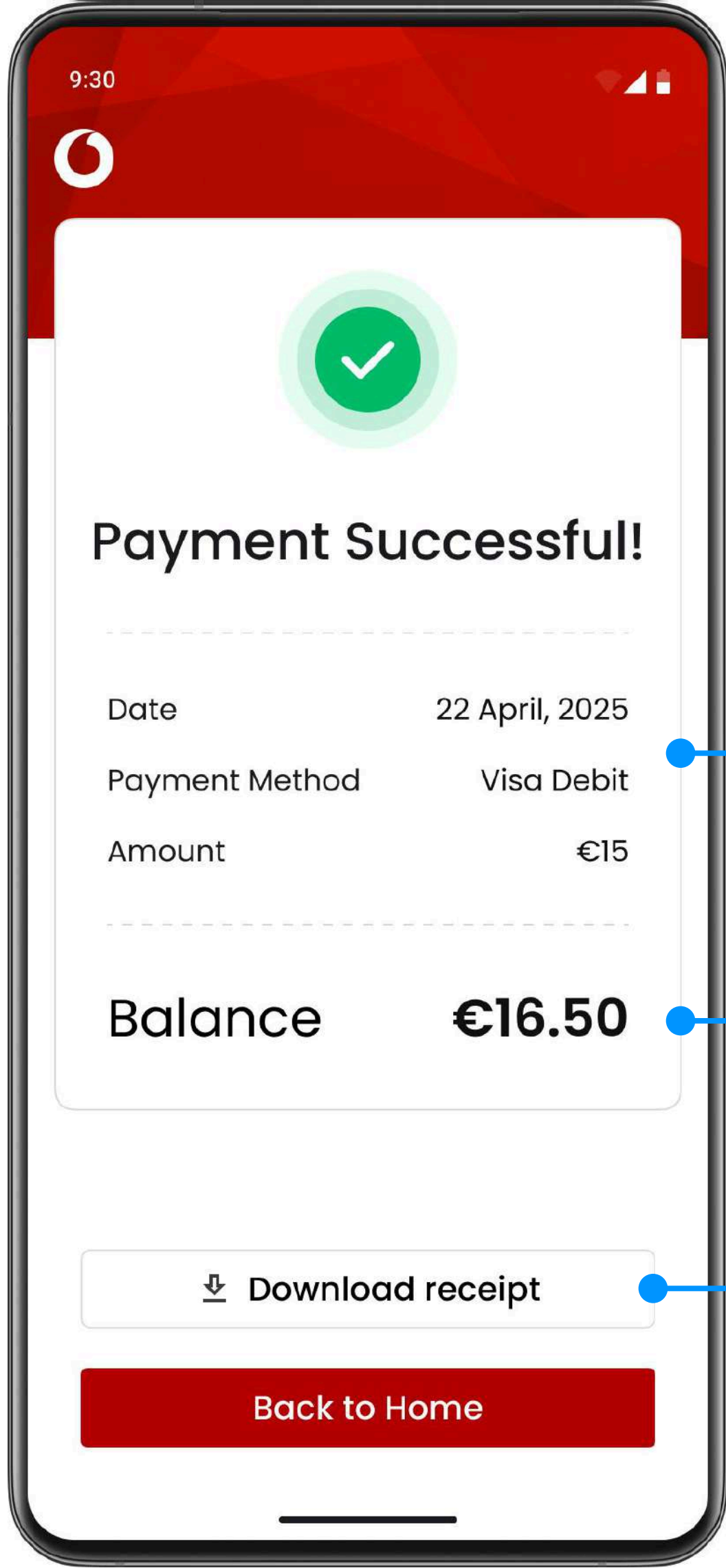
Accept Terms Unchecked By Default

PayPal & Google Pay 2nd Choices

Before



After



Accessibility Improvements

Balance Shown

Download Receipt Moved

Main Learnings

All users found the top up process easy

Felt confident navigating

Understood labels & instructions

Completed quickly with no delays

Payment process frustration reduced

What I Would Do Differently

- Test paper prototypes with 1-2 users
- Be more assertive with scope
- Gather more Quantitative data

Next Steps

- Test with more targeted users
- Validate the design changes
- Developer collaboration