



Topping Up, Smarter

A UX Redesign Focused On Usability, Accessibility,
And User Confidence.

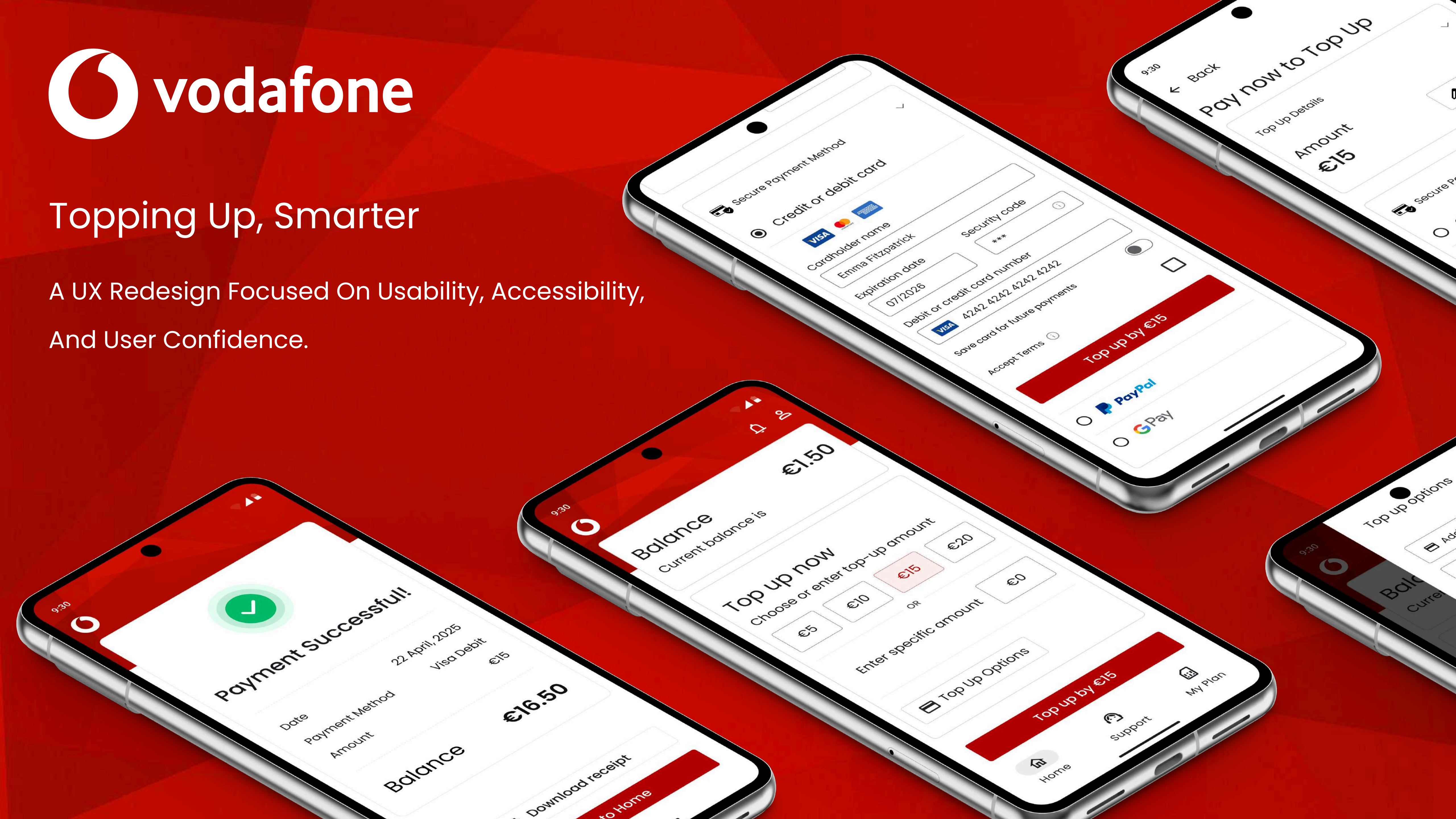


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Behind The Work

My Role

UX Research & Design

Target Audience

- Prepay (Pay as you go) customers
- Tech-savvy users
- Basic users
- 25 - 65 years

Metrics

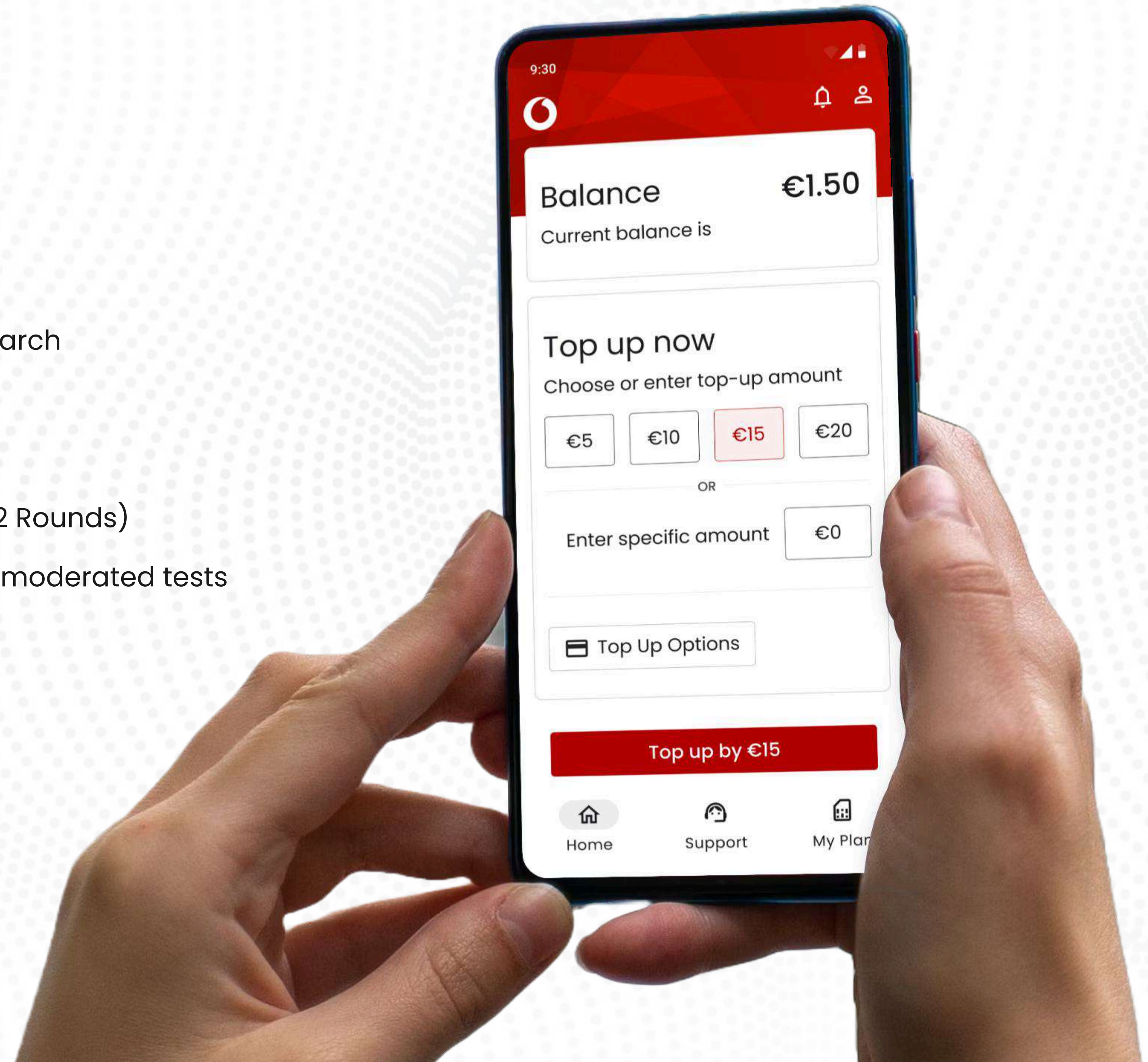
- SUS questionnaires (2 Rounds)
- Time on Task
- Task Success

Timeline

16 Weeks

Deliverables

- Preliminary research
- 5 Participants
- User interviews
- Usability Tests (2 Rounds)
- Moderated & unmoderated tests



Project Context

Telecom apps like My Vodafone are essential tools for managing many mobile services including topping up. As user expectations for speed and convenience grow, these apps have become key drivers of customer satisfaction and brand perception.

Research from May 2025 shows that many telecom apps suffer from poor usability, with issues like inconsistent design and fragmented user journeys leading to frustration and decreased user satisfaction, which ultimately affect customer retention - [Stephen N. Ray](#)

The goal of this project is to streamline the My Vodafone top-up flow—making it faster, more accessible, and easier to use—so users can top up with confidence and minimal friction.

Customer Base

2.3M

Market Share

30%

Network Position

2nd

Data Consumption

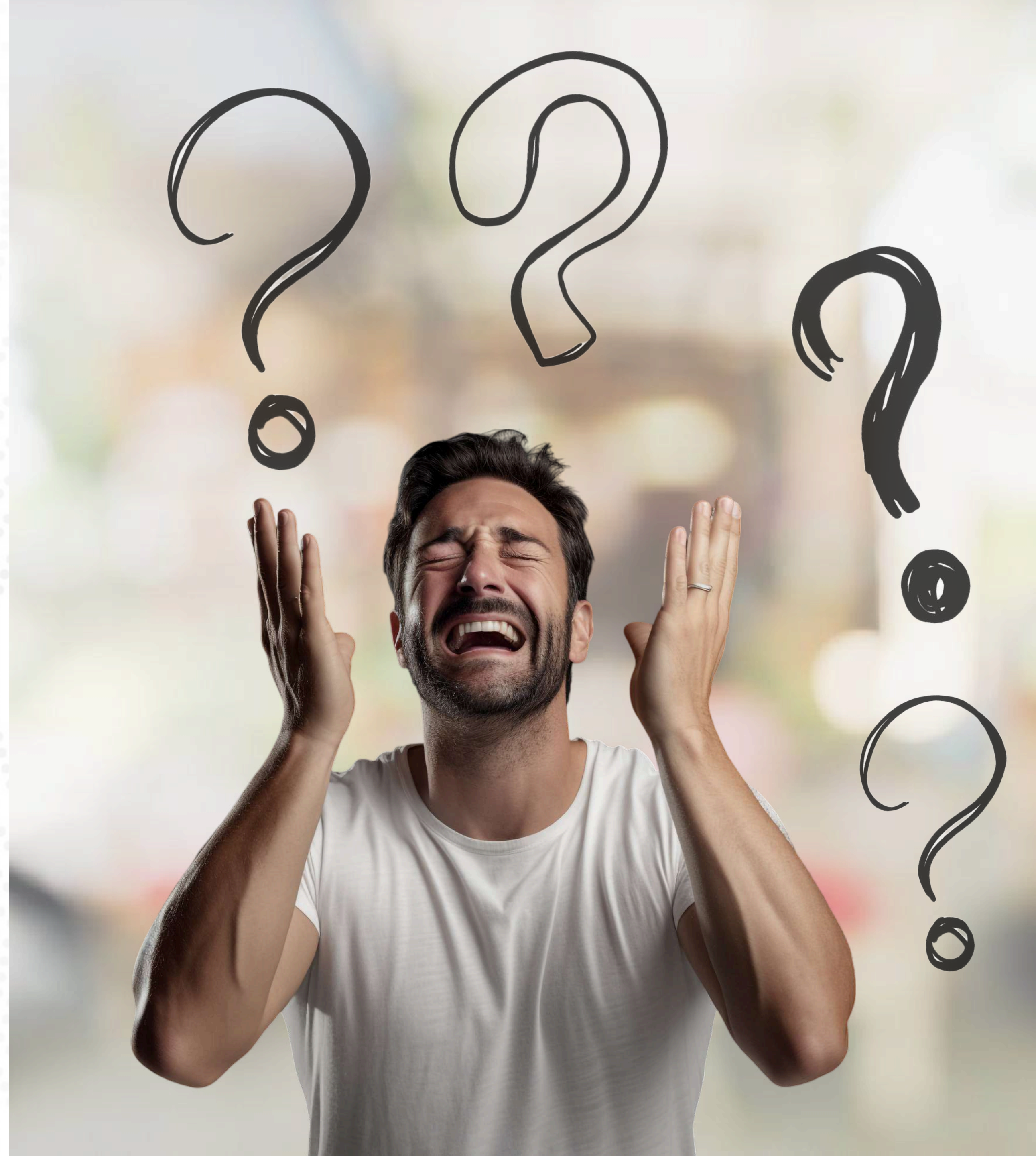
28%

Identifying The Problem

Background

While considering transitioning from Three to Vodafone for both mobile and broadband services, I encountered difficulties with Vodafone's top-up process.

This friction in a routine task underscored the broader usability challenges present in telecom applications and inspired a deeper exploration into the user experience of the My Vodafone app.



Business Risks & UX Impact

Business Risks

Competitor switching

Poor top-up UX risks pushing users to competitors (e.g., Revolut, Three)

Higher support costs

Complex flows increase call centre queries, raising operational costs.

Brand Erosion

Poor top-up UX risks pushing users to competitors (e.g., Revolut, Three)

UX Impact

Accessibility boosts adoption

Inclusive design captures underserved segments (seniors, low-digital-literacy users), expanding Vodafone's user base.

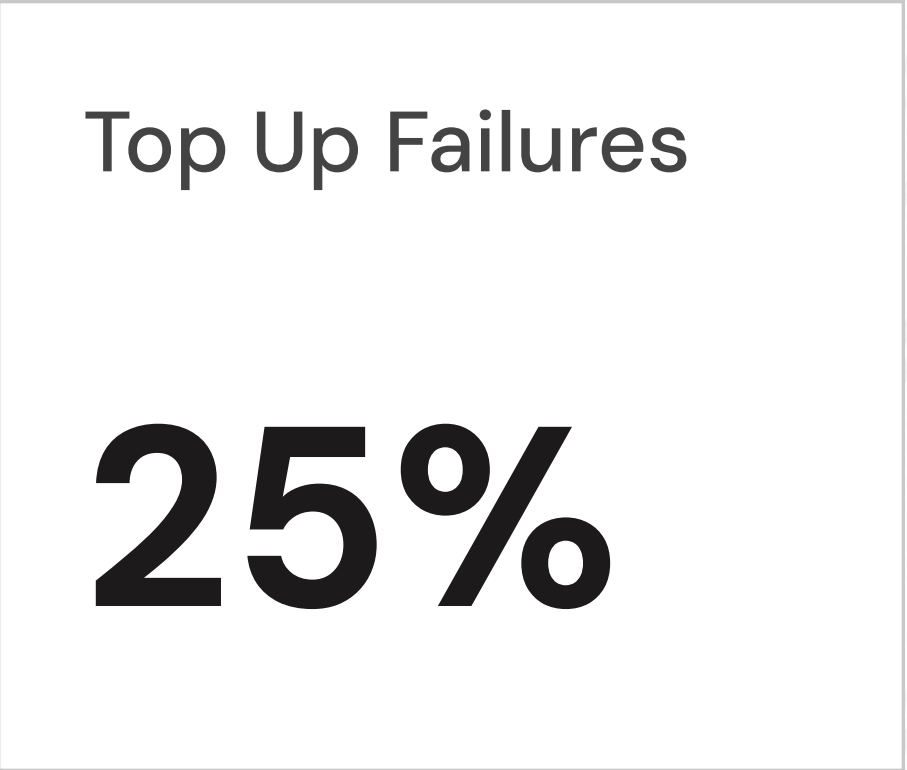
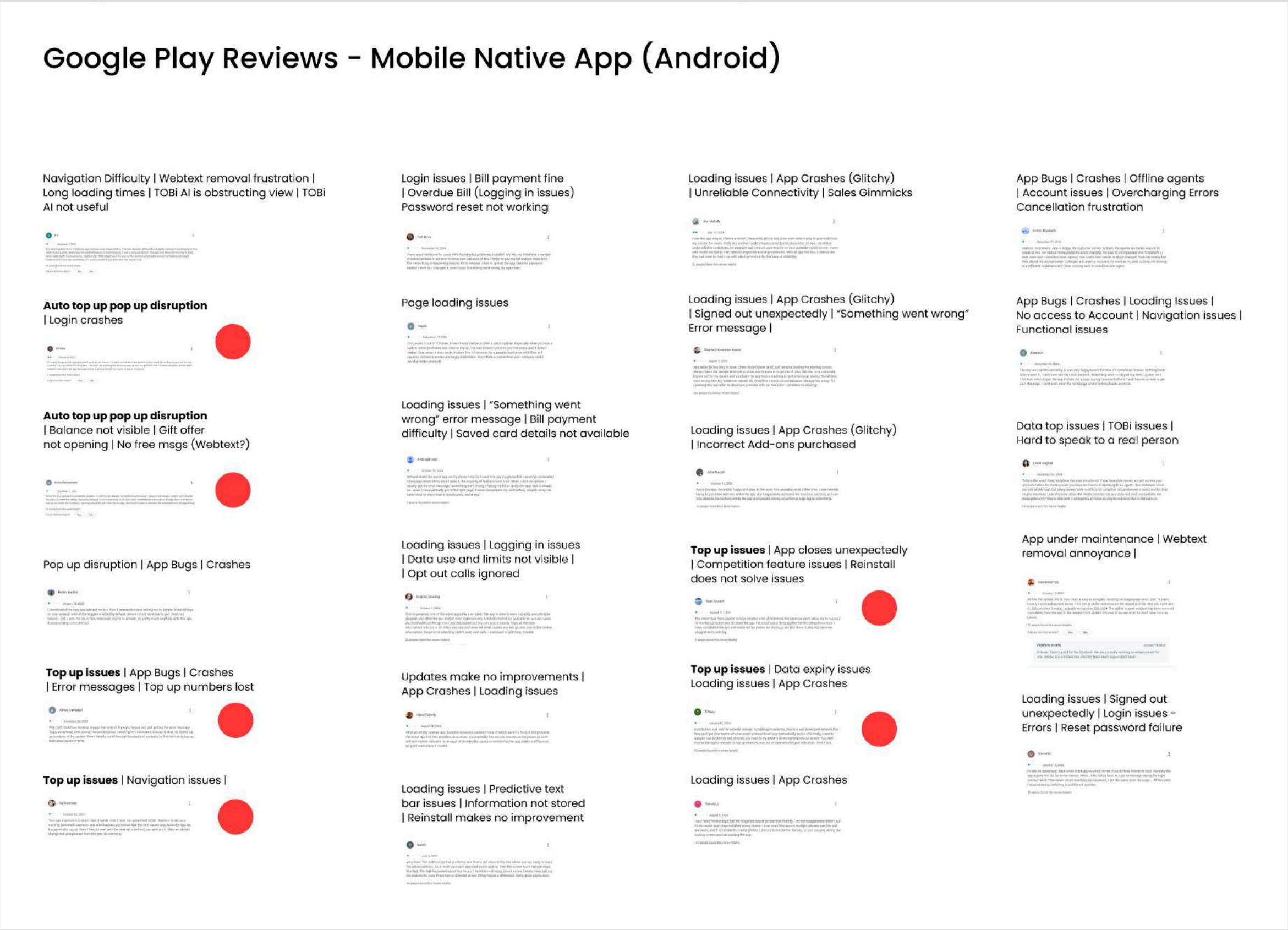
Conversion rate increase

Simplified navigation and payment flexibility reduces cart abandonment and boosts successful transactions.

Engagement & Retention

Poor top-up UX risks pushing users to competitors (e.g., Revolut, Three)

Exploratory research



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”

Problem & Hypothesis

Problem

"The My Vodafone app is hard to navigate and unclear, leading to frustration, failed transactions, and low user confidence. Improving clarity and usability will streamline the experience, boosting task success and trust."

Hypothesis

"Improving navigation, clarity, and usability will help users top up more efficiently and with fewer errors, increasing task success and user satisfaction."

How This Framed My Approach

Defining a clear problem and hypothesis early on helped focus my research, interview questions, and usability tests around a real user need. This ensured I wasn't solving a vague or assumed issue, but addressing a validated pain point from user feedback. The hypothesis provided a measurable direction for design iterations, helping narrow the scope and define success.

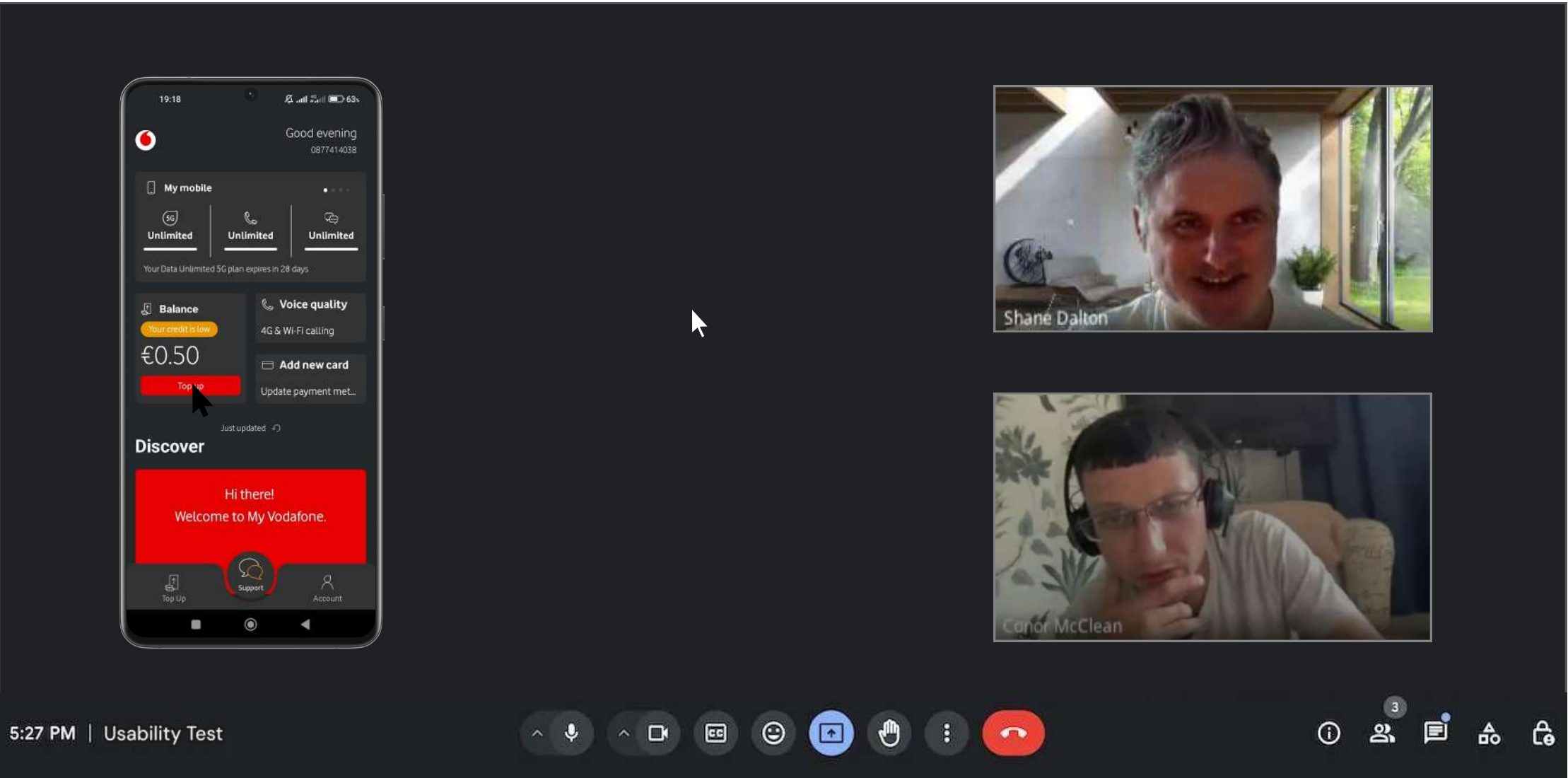
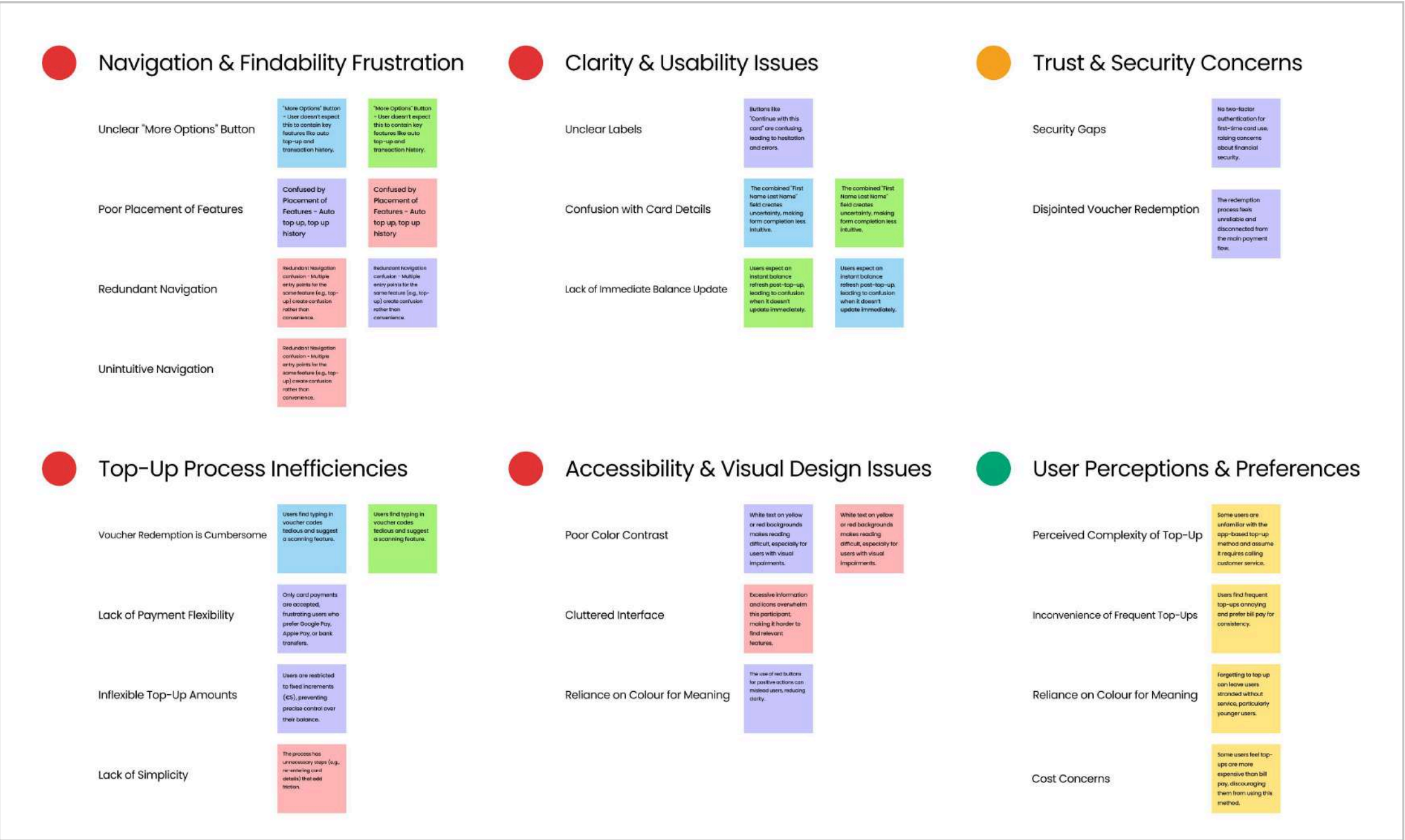
User Research & Usability Testing

Objectives

- Uncover key user needs & pain points
- Validate assumptions from exploratory research
- Understand broader user goals in daily life

Constraints

- Due to recruitment constraints, testing was conducted using a prototype rather than the live app.
- Limited time prevented pilot tests, however no major issues emerged during the tests.



Findings



5/5
Users



4/5
Users



4/5
Users



4/5
Users



3/5
Users

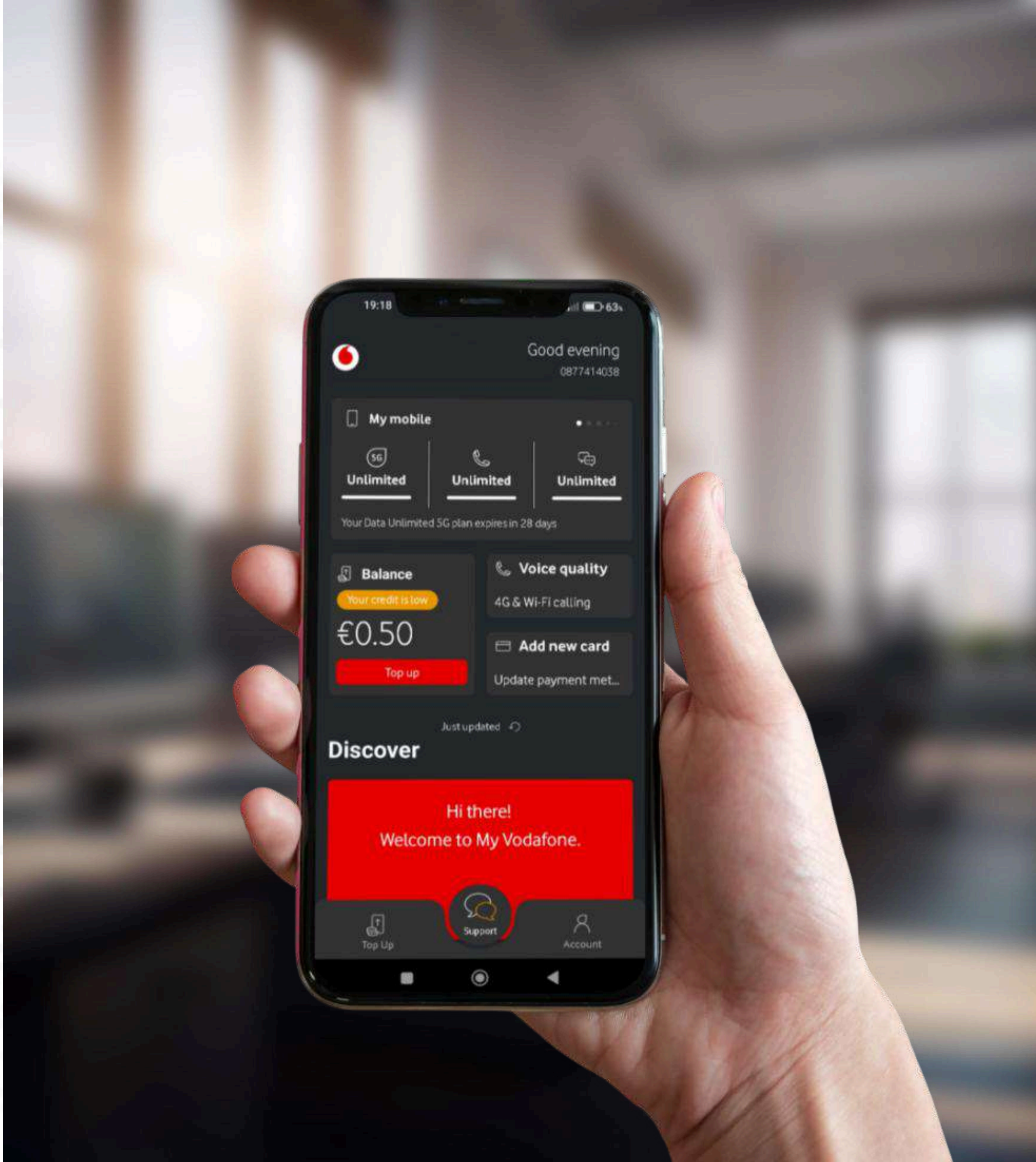
Usability Test Results

Usability Survey

Question	Average Score
Found app easy to use	4.0
Felt confident navigating	3.8
Understood labels & instructions	3.2
Completed quickly with no delays	3.8
Frustrated with the payment process	2.6

Time on Task

- The Average time on task to complete a top up was **3 Mins 7 Secs**



Personas, CSO Data & Empathy Maps

Personas

Two personas emerged from the research, Emma and Phillip. I used this deliverable to find out who the app users were, to understand their needs and motivations and to segment them into distinct user groups, allowing me to build up a holistic view of both.

View in Full

CSO Data

I used the Central Statistics Office of Ireland to validate emerging user patterns. This included demographic insights (age, region, digital literacy).

Empathy Maps

I developed empathy maps to help organize qualitative research data into themes. They helped to deepen emotional context for Emma and Phillip.

Emma

The Convenience Seeker

Demographics

✔ Age: 29

✔ Location: Cork, Ireland

✔ Occupation: Marketing Executive

✔ Technical Proficiency: High

Goals

✔ Seamless top-up process with one-click payment

✔ Intuitive navigation, clearly labelled features

✔ Immediate confirmation via text or UI feedback

✔ Secure but convenient payment storage

Biography

Emma, a busy marketing executive, relies on her phone for work, socializing, and finance management. She prefers seamless digital payments and automation to save time. Initially unaware of auto top-up, she now values its convenience, while she prioritizes security, she wants clearer transparency on saved card details.

Quote

"I don't want to enter my card details every time. I just want to top up and move on!"

Pain Points

❌ Difficulties finding auto top-up and transaction history

❌ Frustration with slow app performance

❌ Limited payment options (expects Google Pay, Apple Pay)

❌ Cumbersome manual voucher redemption process

amazon

Revolut

Spotify

Phillip

The Traditionalist

Demographics

✔ Age: 61

✔ Location: Galway, Ireland

✔ Occupation: Civil Servant

✔ Technical Proficiency: Low

Goals

✔ Simple, large buttons and easy-to-read text

✔ Clear instructions, avoiding technical jargon

✔ More payment flexibility (bank transfers, vouchers)

Biography

Phillip prefers simple, reliable ways to manage his phone bill. He finds modern apps overwhelming, especially when key features are buried in deep in the app. Security is a major concern, so he avoids saving card details or using mobile payments. Small text and cluttered layouts make navigation difficult for him. He prefers in-person payment methods, as they feel safer and more straightforward.

Quote

"I just want to top up without all this hassle. Why does everything have to be so complicated these days?"

Pain Points

✔ App design feels cluttered and difficult to read

✔ Prefers in-person or traditional top-up methods

✔ Unclear instructions lead to confusion

✔ Limited flexibility in top-up amounts

RTE News

facebook

WhatsApp

What do they Think?

"Top-ups are more expensive and less convenient than bill pay."

"Security and ease of access are important, but speed is critical."

"I need my phone to always be in credit, especially in emergencies."

"The app should be faster and more reliable"

What do they Do?

Relies on bill pay to avoid the inconvenience of manual top-ups.

Abandons top-ups when the app fails or is slow.

Seeks out apps or services that provide smooth and secure payment .

How do they Feel?

Frustrated when the app crashes or takes too long to load.

Relieved when payments are quick, secure, and hassle-free.

Anxious about running out of credit unexpectedly.

Confused by unfamiliar processes (e.g., tapping up via an app).

What do they Say?

"I expect it to be straightforward and quick, like using a cash machine."

"If you could top up somewhere without your phone being in credit... like a failsafe type of thing"

"The app is quite good, but it sometimes crashes or takes too long to load."

Emma

Phillip

Table 5.8 Population aged 15 years and over in employment by detailed industrial group and age group, 2022						
Download CSV	Print	Search:				
Show	10	<	>	entries		
Detailed Industrial Group	15 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	65 years and over
Industry not stated	12,566	32,994	41,538	32,746	25,490	5,253
Computer programming, consultancy and information service activities (62,63)	4,429	32,459	29,653	17,337	5,593	557
Hospital activities (861)	4,010	22,630	25,362	23,835	14,070	1,490
Residential care and social work activities (87,88)	4,663	19,298	26,408	27,923	21,943	3,303
Primary education (852)	2,911	16,121	21,220	14,148	10,300	1,218
Public administration; compulsory social security activities (841,8421 to 8423,8425,843)	2,357	14,107	27,722	32,650	25,337	4,811
Restaurants and mobile food service activities (561)	10,166	13,091	13,212	8,320	3,696	605
Retail sale in non-specialised stores with food, beverages or tobacco predominating (4711)	10,748	12,456	16,152	12,061	7,963	1,254
Basic pharmaceutical products and preparations (21)	2,583	11,817	14,200	11,920	4,434	304
Secondary education (853)	3,442	11,407	13,762	12,466	8,257	1,120
Showing 1 to 10 of 146 entries						
Previous			1	2	3	4
			5	...	15	Next
© Central Statistics Office, Ireland https://data.cso.ie/table/FY061						

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Residential care and social work activities (87,88)	4,663	19,298	26,408	27,923	21,943	3,303
Farming of animals; mixed farming (0141, 0142, 0144 to 0150)	1,952	4,943	8,571	14,792	19,300	15,854
Hospital activities (861)	4,010	22,630	25,362	23,835	14,070	1,490
Primary education (852)	2,911	16,121	21,220	14,148	10,300	1,218
Other human health activities (866)	2,001	9,054	13,086	13,603	9,857	1,770
Construction of buildings (41)	4,729	10,438	18,468	15,383	9,179	1,970
Secondary education (853)	3,442	11,407	13,762	12,466	8,257	1,120
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Personas, CSO Data & Empathy Maps

Jobs to be done & Prioritisation

Jobs to be done

- Persona development and jobs to be done deliverables were used in tandem to understand a holistic view of Emma and Phillip but also to clarify the specific outcomes they expect when using the app.
- JTBD allowed me to take some of the persona abstraction and represent it in a task oriented manner which had solution-agnostic outcomes.

Prioritization

- I used an impact-effort matrix to identify high-impact problems and focus on low-effort solutions first so I could deliver the most value with minimal cost.
- Since the JTBD statements were solution-agnostic, estimating effort was a challenge. I prioritised by impact using affinity map themes and user occurrence, and made an informed assumptions on Vodafone’s current technical capabilities.



JTBD: When I'm managing multiple responsibilities, I want my phone-related tasks to be automated or simplified so that I can focus on other important aspects of my life.

JTBD: When I'm using my phone on the go, I want to access essential features easily so that I can stay connected and productive without interruptions.

JTBD: When I am using my phone, I want to maintain sufficient credit so that I'm never left without connectivity in an emergency.

JTBD: When I'm short on time, I want to complete my phone-related tasks quickly and efficiently so that I can focus on other priorities.

JTBD: When I top up my phone, I want the option to use different payment methods, so I can choose what feels most comfortable and convenient for me.



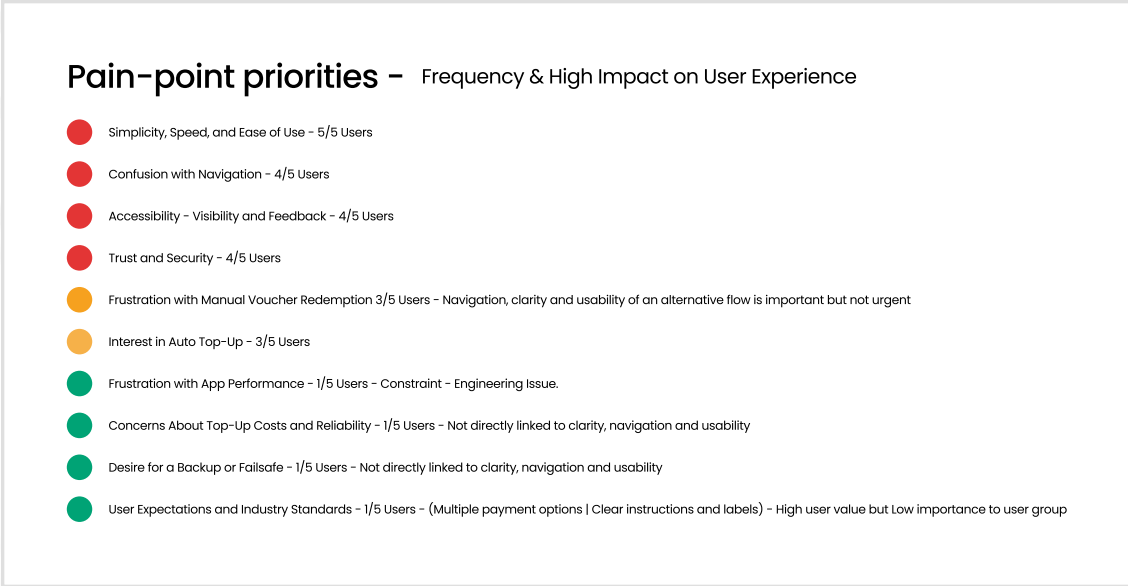
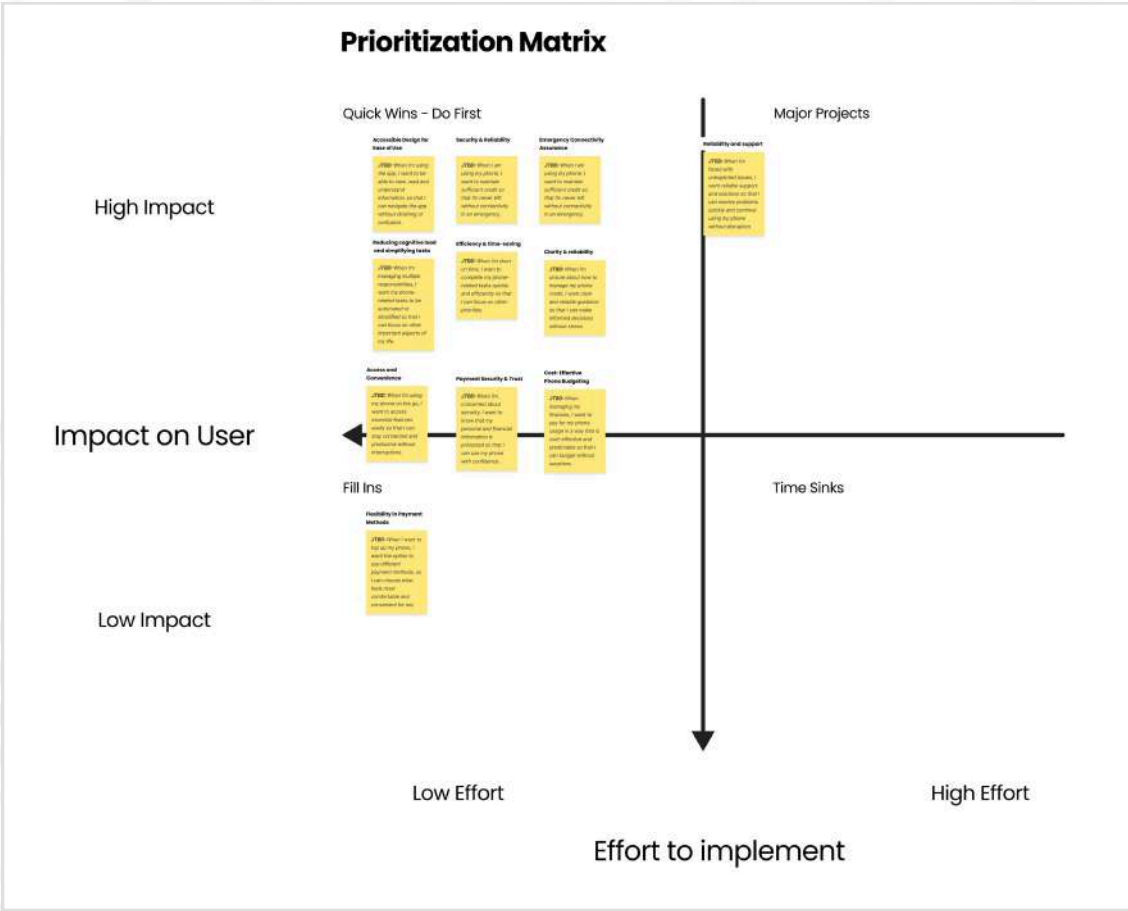
JTBD: When managing my finances, I want to pay for my phone usage in a way that is cost-effective and predictable so that I can budget without surprises.

JTBD: When I'm using the app, I want to be able to view, read and understand information, so that I can navigate the app without straining or confusion.

JTBD: When I'm unsure about how to manage my phone credit, I want clear and reliable guidance so that I can make informed decisions without stress.

JTBD: When I'm faced with unexpected issues, I want reliable support and solutions so that I can resolve problems quickly and continue using my phone without disruption

JTBD: When I'm concerned about security, I want to know that my personal and financial information is protected so that I can use my phone with confidence.



The Problem, Reframed

Validated Problem

Primary research backed up some of the assumptions from my early research, but also uncovered new user expectations and pain points. These insights led to a clearer, user-validated problem statement rooted in real needs and behaviours. This shift meant I was no longer solving a vague or assumed issue, but a well-defined challenge. This made it easier to design and measure success more effectively.

//

Vodafone users struggle to top up quickly and confidently due to poor accessibility, unclear navigation, and a lack of simplicity in the user flow. Limited payment flexibility and low trust—caused by weak feedback and missing security cues—add to the friction. These issues lead to frustration, user drop-off, and potential revenue loss.

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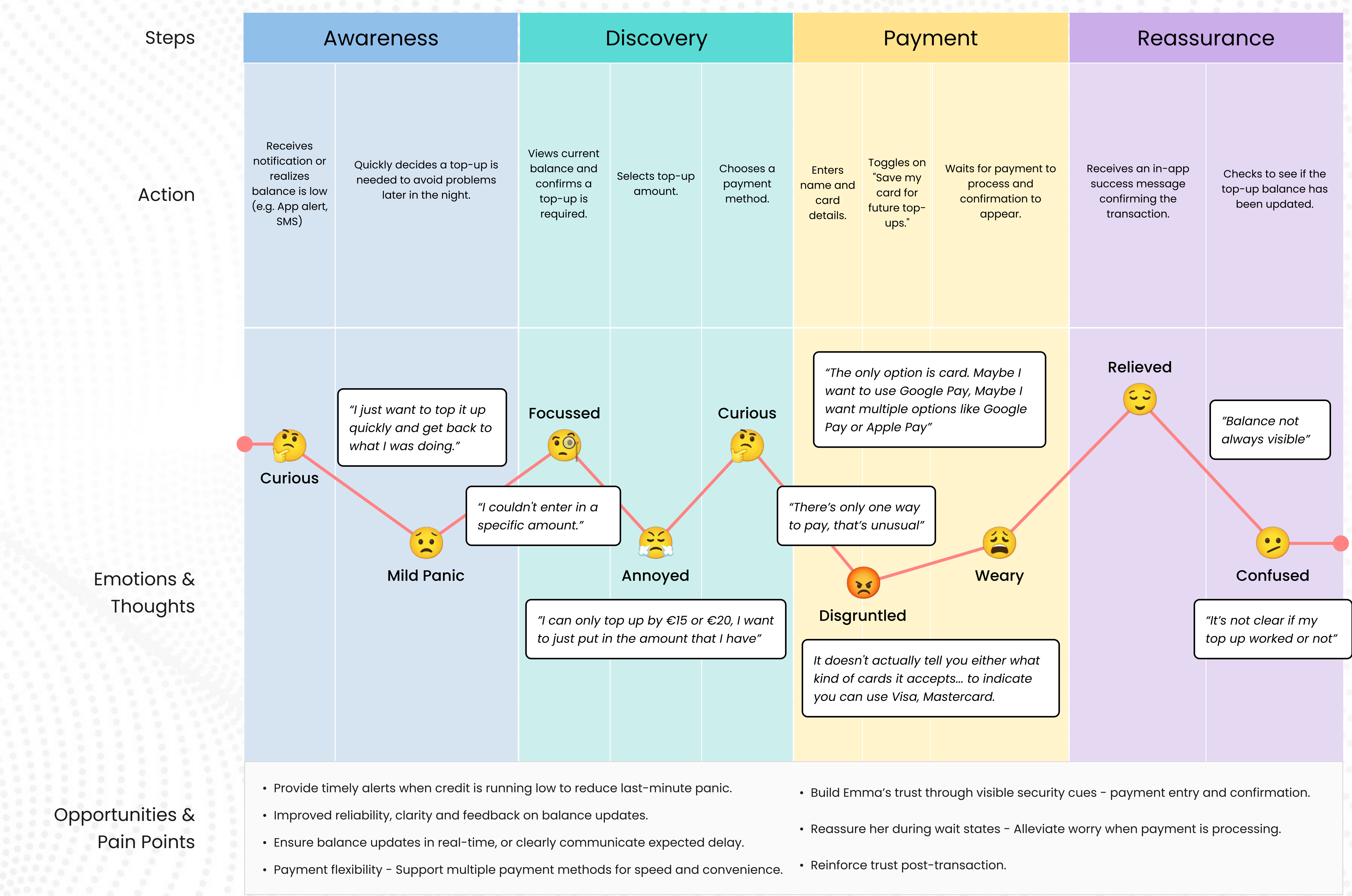


Emma’s Journey Map



Scenario:

While rushing to meet friends, Emma realizes her phone credit is out. With minutes before her bus arrives, she needs a fast, simple top-up to stay connected—expecting clear payment options and a seamless process.

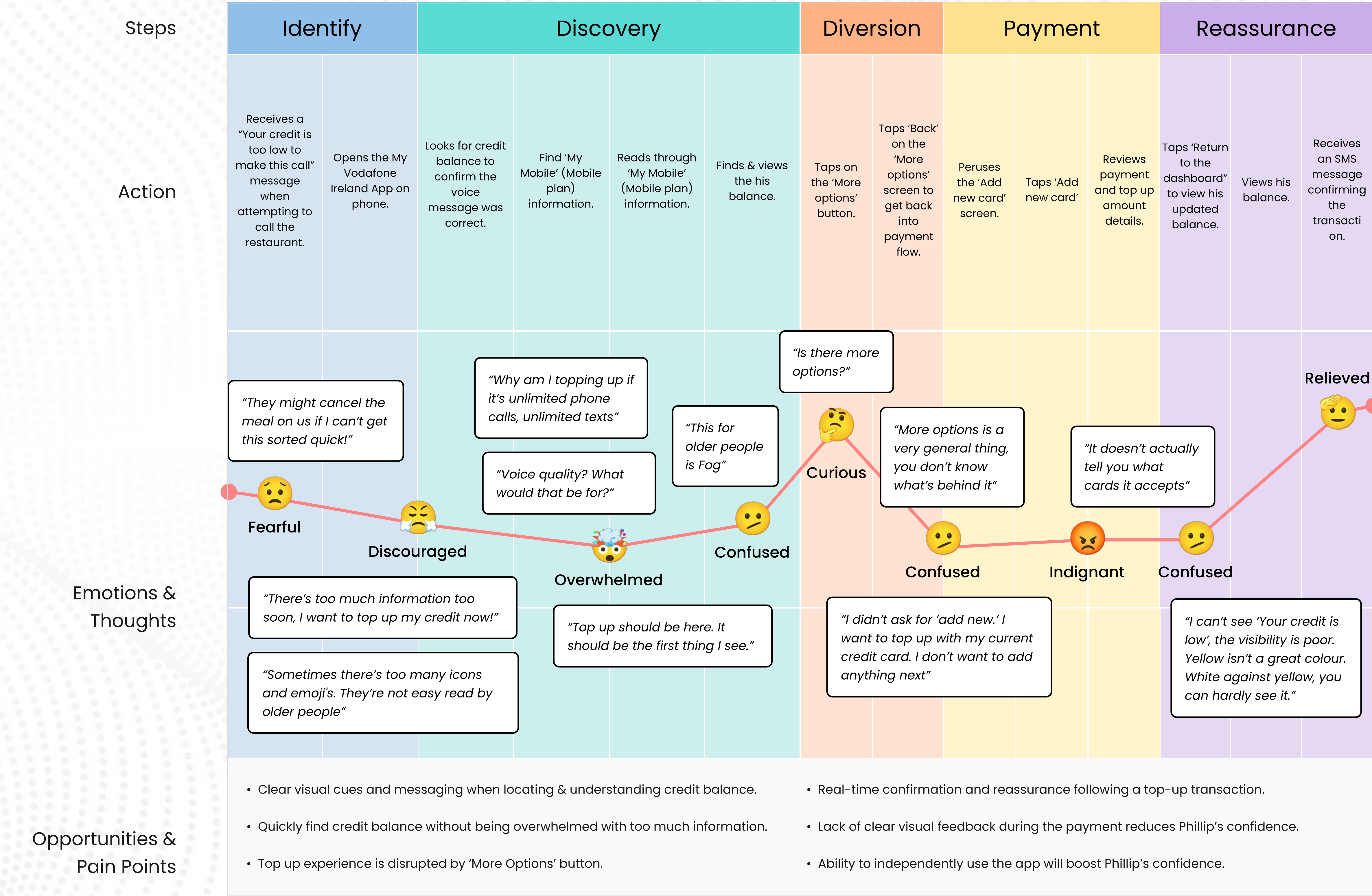


Phillip’s Journey Map



Scenario:

Phillip is trying to add credit to his prepaid phone so he can call and update a dinner reservation for his anniversary. He worries the reservation might be lost if he doesn’t act quickly. He refuses to ask his wife for help, both to preserve the surprise and his independence.



Insight | Opportunity | HMW

Turning findings into actionable data backed designs

I connected real user feedback with moments in the journey that caused friction. I grouped these quotes under prioritized themes and mapped them to opportunity areas within the user journey. These were plotted on an impact–effort matrix to ensure focus on feasible, high-impact design solutions.

Speed & Simplicity

“I can only top up by €15 or €20, I want to just put in the amount that I have”

“Top up should be here. It should be the first thing I see.”

Navigation confusion

“More options is a very general thing, you don’t know what’s behind it”

“I think it doesn’t belong there. I think it’s hidden and it’s just strange”

Accessibility

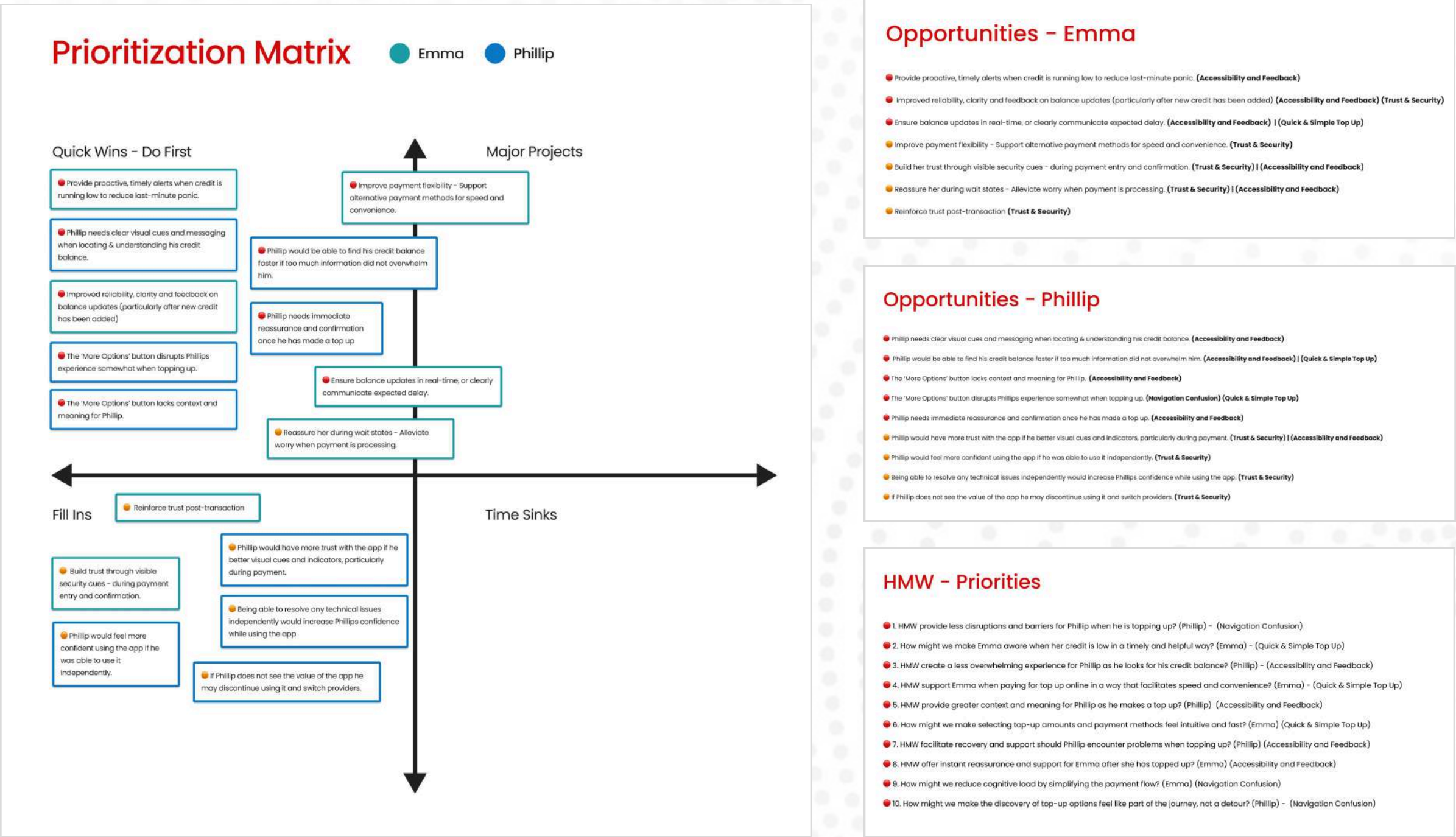
“There’s too much information too soon, I want to top up my credit now!”

“Sometimes there’s too many icons and emoji’s. They’re not easy read by older people”

Payment flexibility

“There’s only one way to pay, that’s unusual”

“The only option is card. Maybe I want other options like Google Pay or Apple Pay”

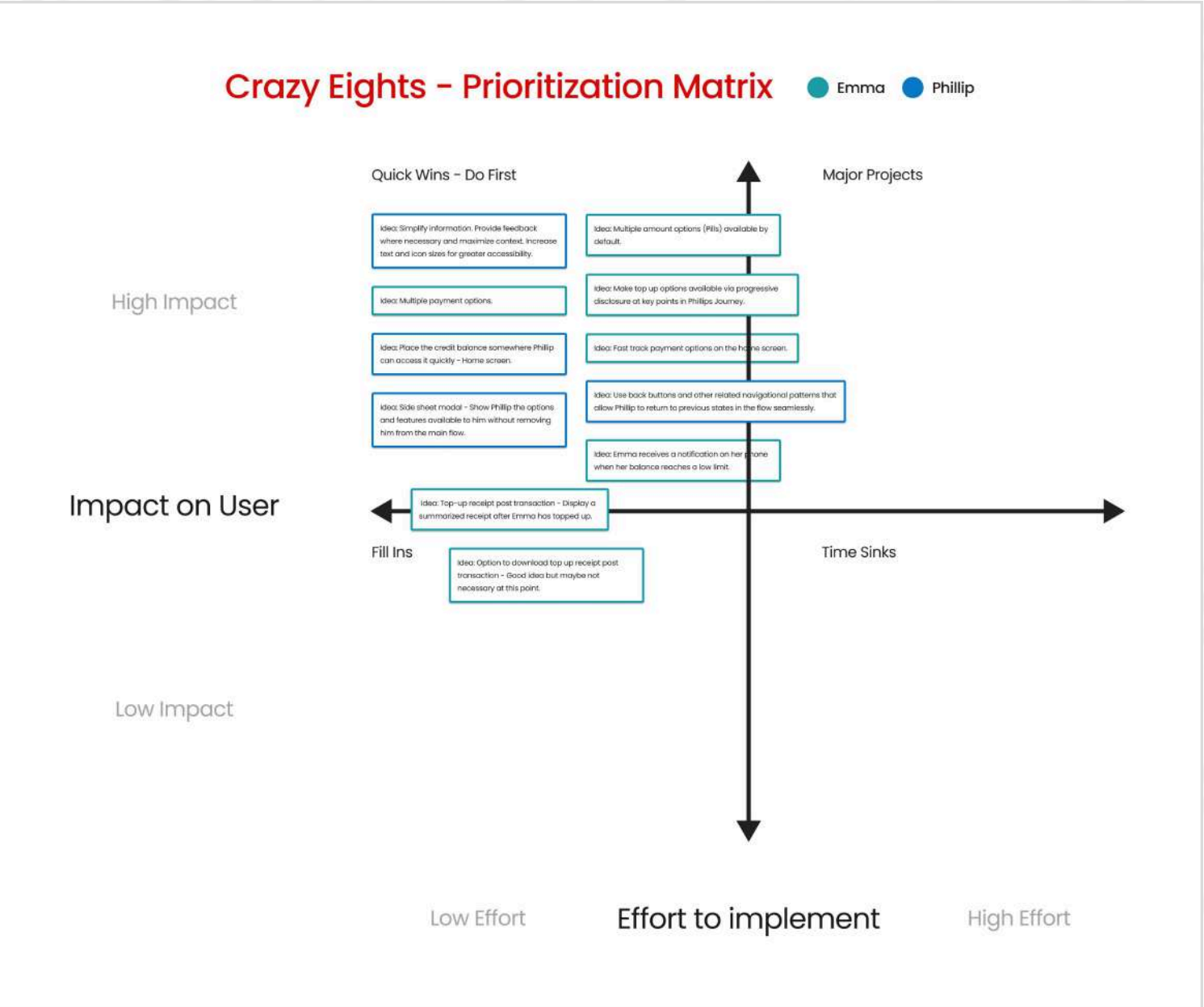
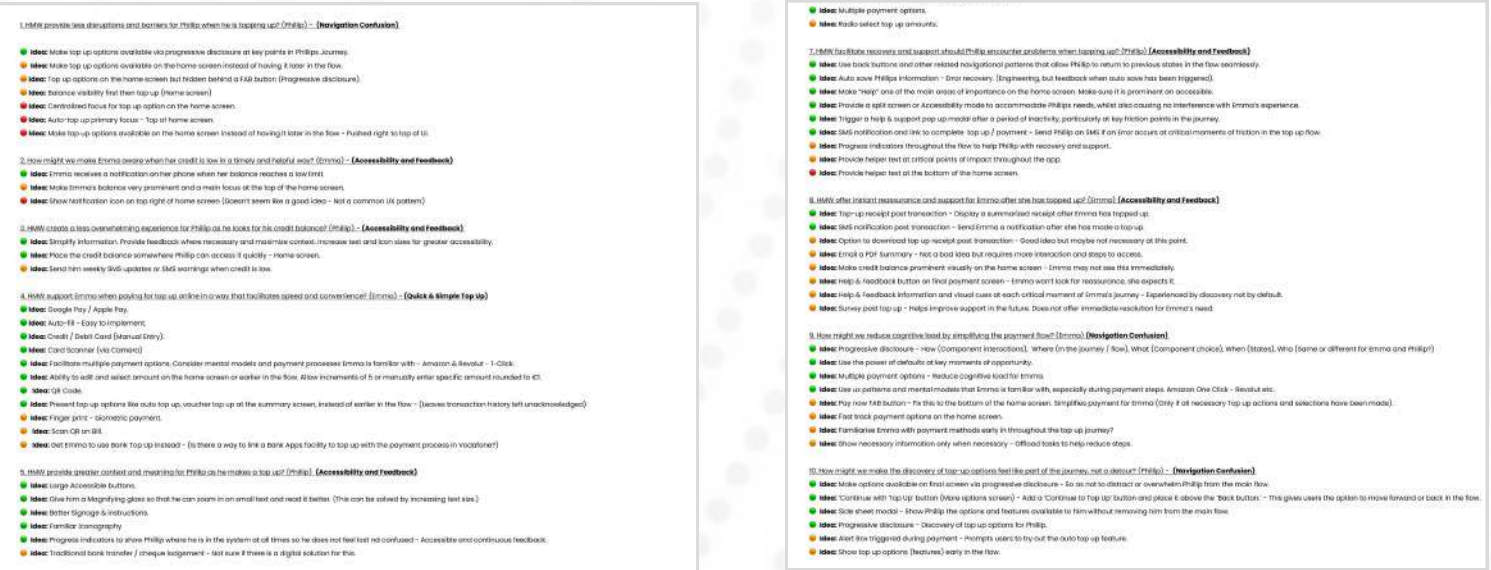
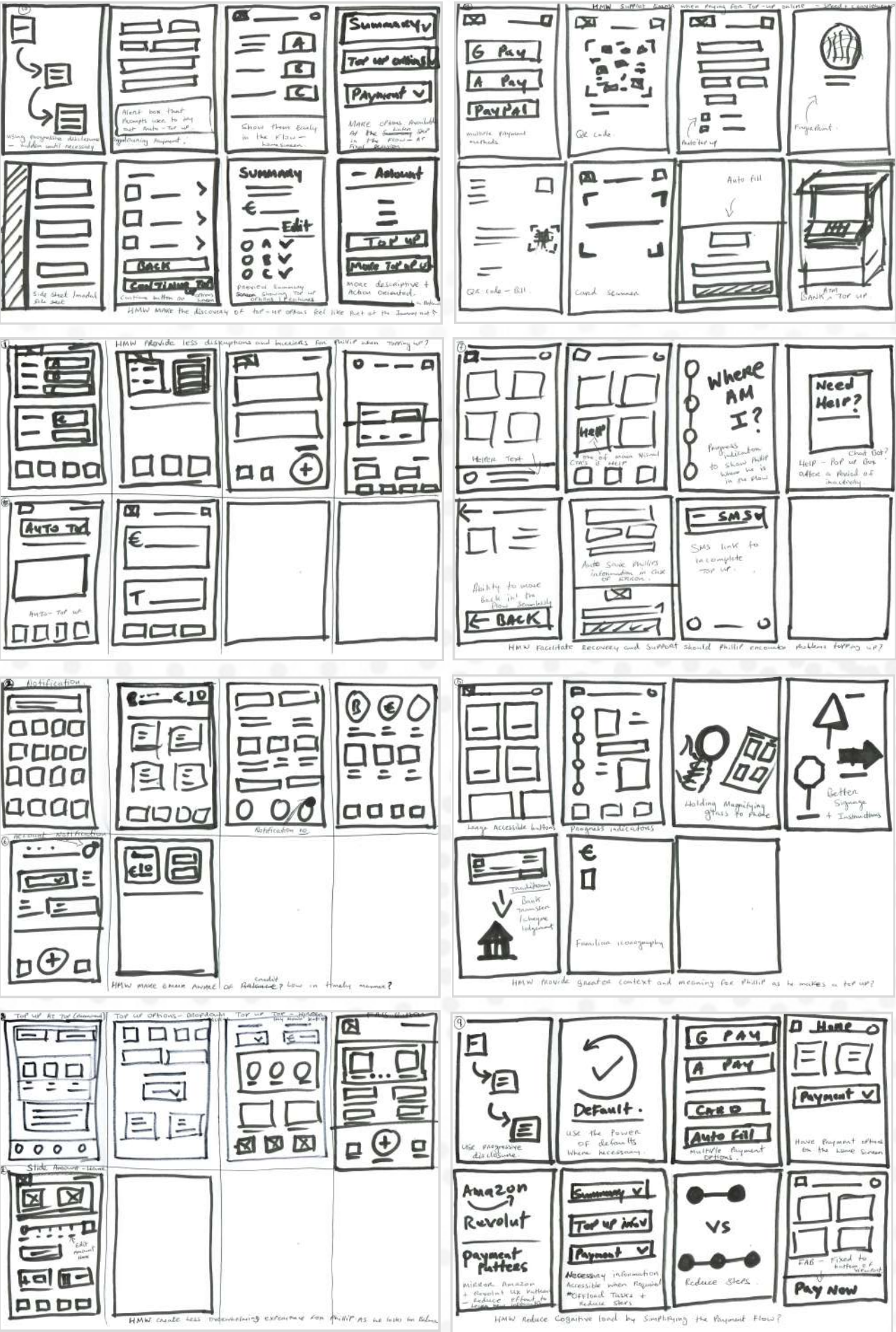


Divergent ideation

Crazy eights sketching

I used the Crazy Eights to generate a wide range of ideas quickly and encourage divergent thinking. I deliberately kept the process solution-agnostic. I aimed to map real-world problems to real-world solutions, ensuring each concept remained anchored in genuine user goals, pain points, and expected outcomes, not just screens and features.

I took the best ideas I had an plotted them on an impact effort matrix. This would allow me to focus on ideas that delivered the most value to users while remaining feasible within project constraints.



Discover | Define | **Develop** | Deliver

Pen, Paper & Patterns

Paper wireframes

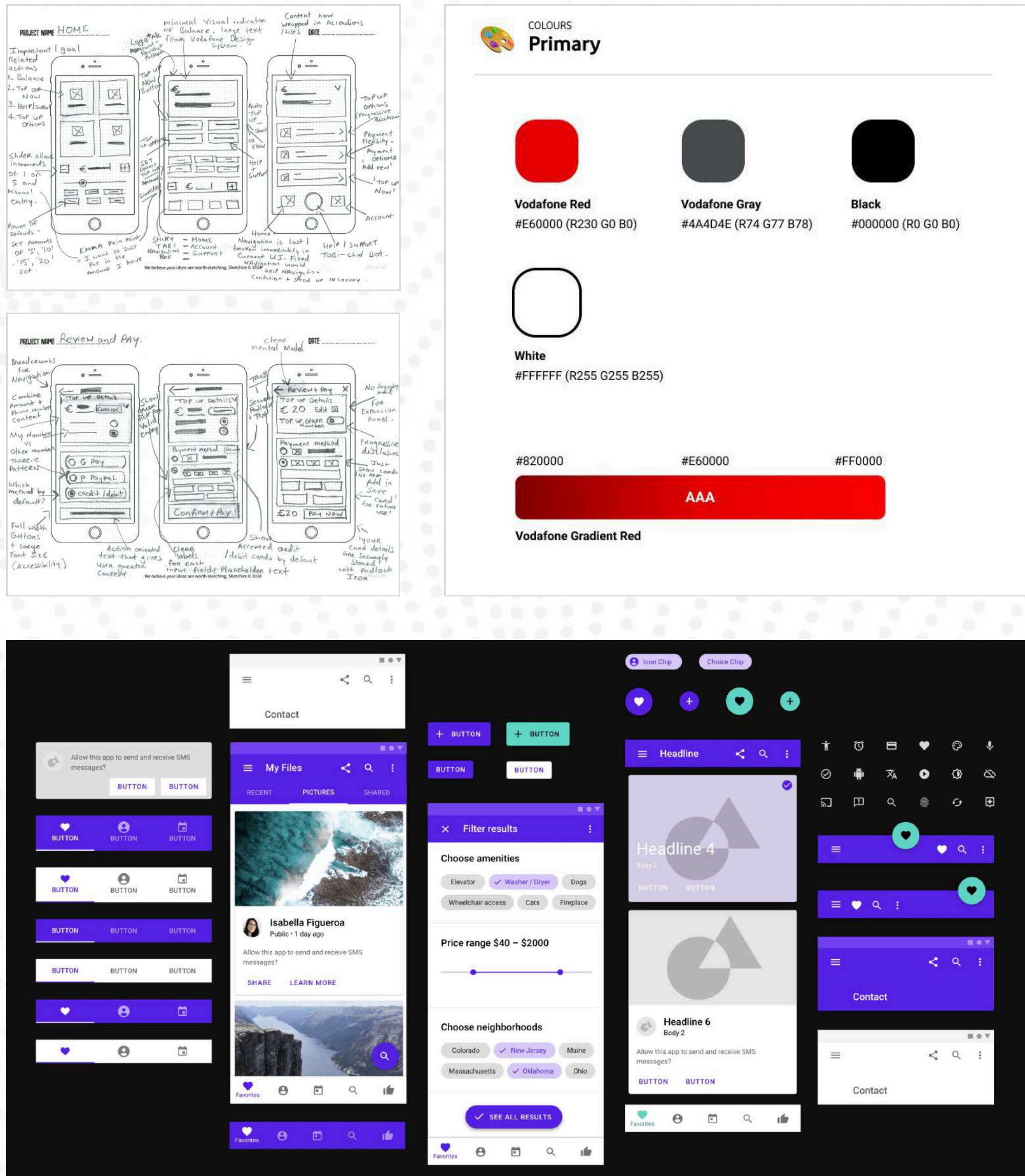
With the top ideas selected, I moved into paper wireframing to explore layouts quickly and without getting caught up in visual details. Sketching allowed me to stay focused on the user's needs, goals, and pain points, while efficiently testing different flows and structures.

UI Kit – Vodafone & Material design

To keep things technically feasible and visually consistent, I used Material Design's UI component library as a base. Where it made sense, I adapted components—always staying within the framework's guidelines to maintain usability and stay aligned with development needs. I also looked to a variety of pattern libraries and design sources like Mobbin, Behance, Dribbble, Pageflows, Pinterest, and competitor apps for inspiration and benchmarking.

If I had more time

With more time, I would have tested these early sketches with one or two users. Quick feedback at this stage could have shown usability issues early and helped steer the design in a more informed direction before moving into higher fidelity.



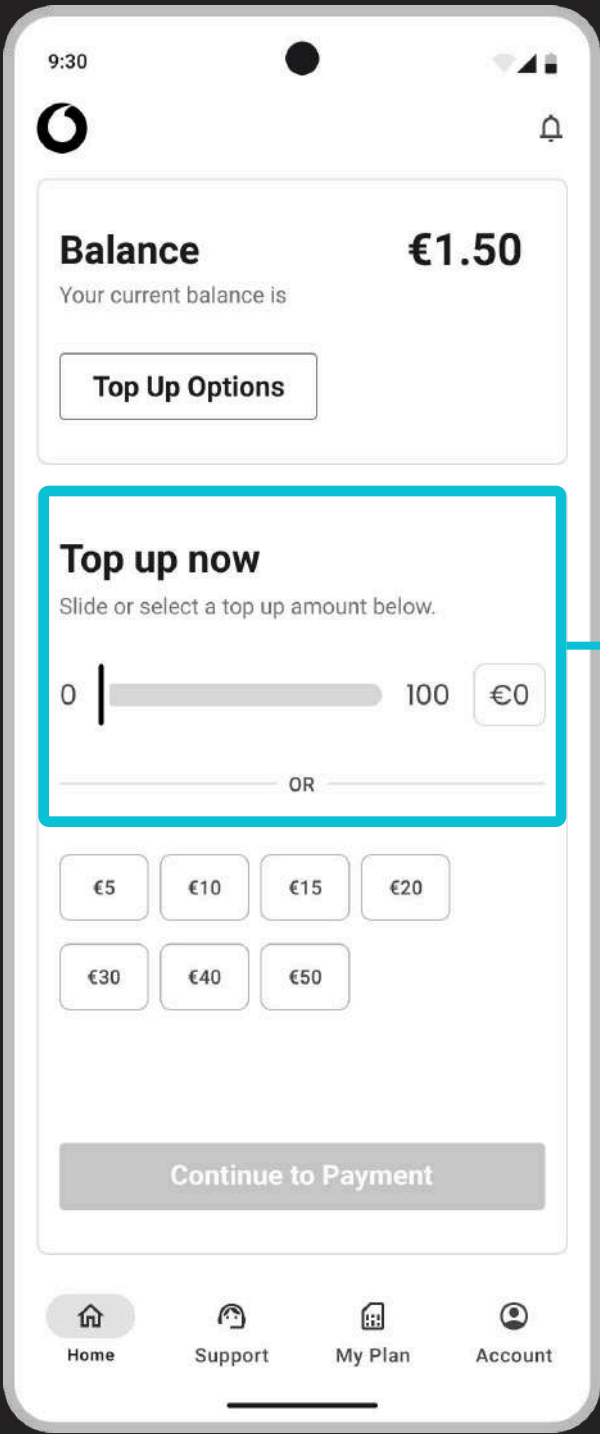
Digital Wireframes

Lo-Fi Designs

With the strongest ideas grounded in user needs and goals, I began building out the core screens of the top-up experience. Using Material Design’s latest M3 component kit, I ensured consistency and usability across screens. I followed an 8-pixel grid system to maintain structural coherence and modularity throughout the interface.

To address a core user need – **speed and simplicity**, I introduced a one-tap top-up option directly on the home screen, which reduced the interaction from two steps (as it exists in the current app) to just one.

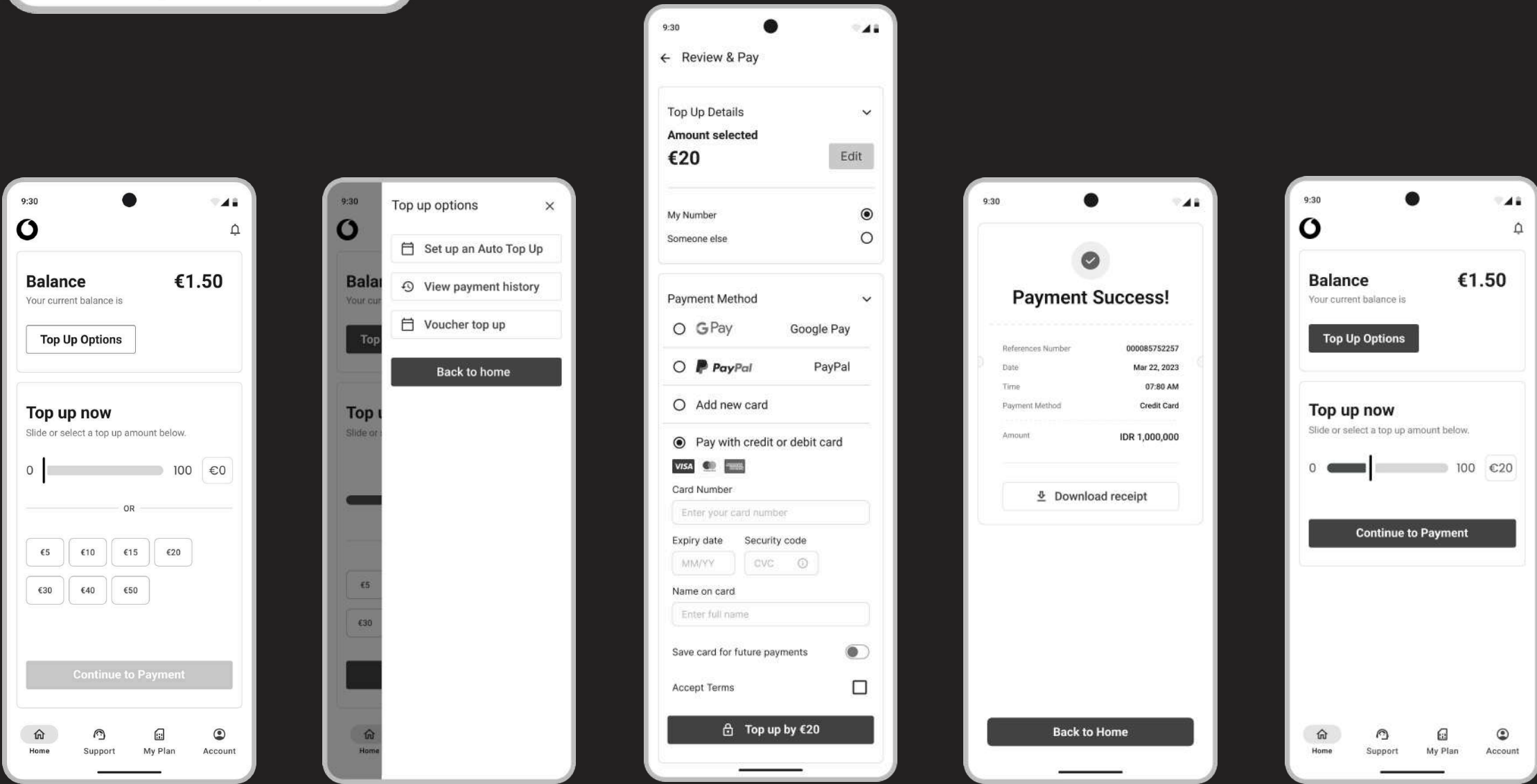
I decided to remove the slider component after a design critique with my mentor. While it initially seemed like a quick input method, we both agreed it posed usability and accessibility issues, particularly for older users. This made it an unreliable choice.



This slider was initially explored as a quick way for users to select their top-up amount. However, it was removed during the design iteration phase for two key reasons:

Accessibility – Sliders can be difficult to use accurately, particularly for older users or those with motor impairments, making them a poor fit for an inclusive design.

Precision – One of the main user pain points was the need to set specific top-up amounts. Sliders are not ideal for precise input, leading to potential frustration or error.



Home screen 1

Reducing navigation confusion

3 of 5 core user themes uncovered during research are addressed on this screen.

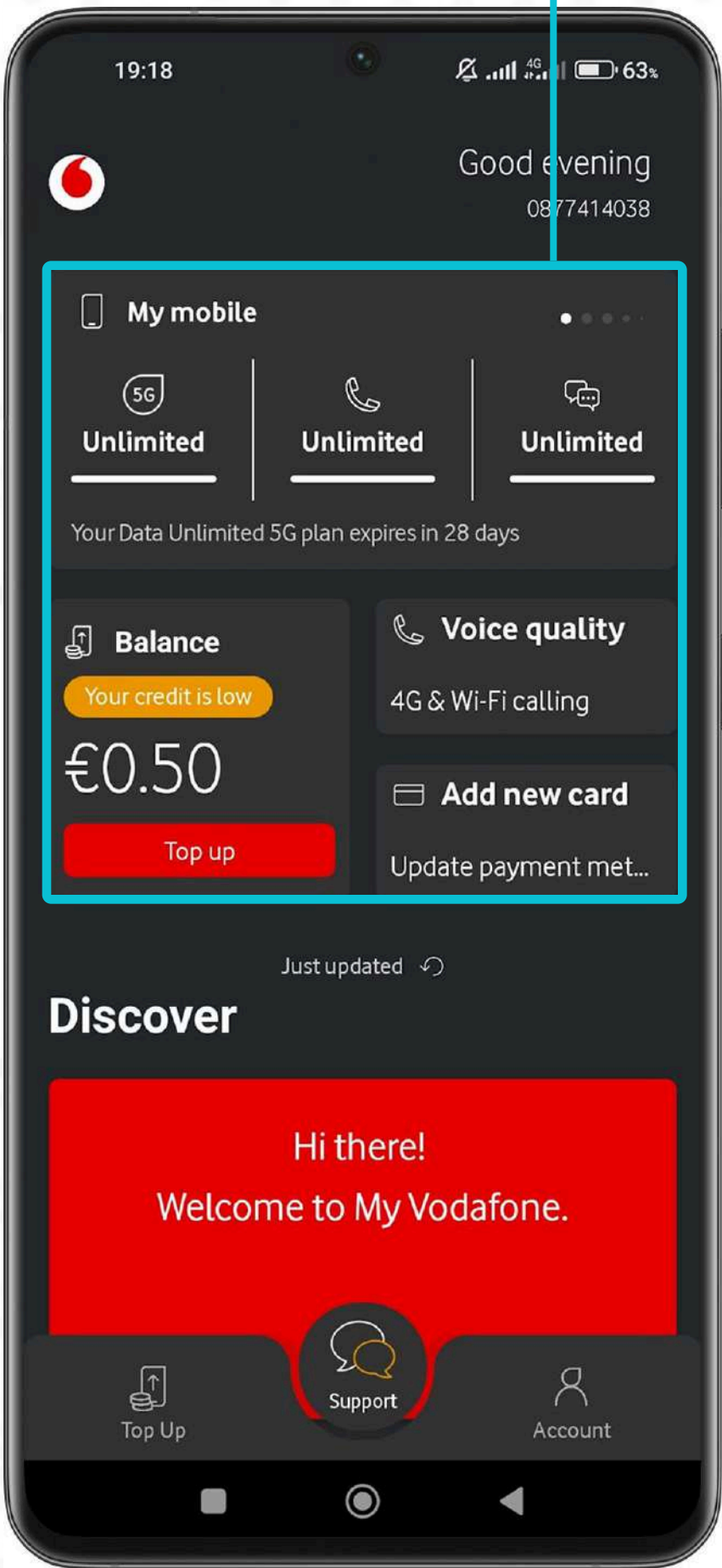
Accessibility Issues:
The original slider for selecting top-up amounts was removed and replaced with clearly labelled buttons to improve accessibility and input clarity.

Speed & Simplicity:
A one-tap top-up option was added directly to the home screen, reducing interaction steps and supporting faster task completion—aligning with users’ desire for quicker, more efficient experiences.

Payment Flexibility:
The new layout surfaces multiple top-up options (e.g. saved cards, custom amounts), giving users more control and aligning with their desire for flexible payment choices.

Before

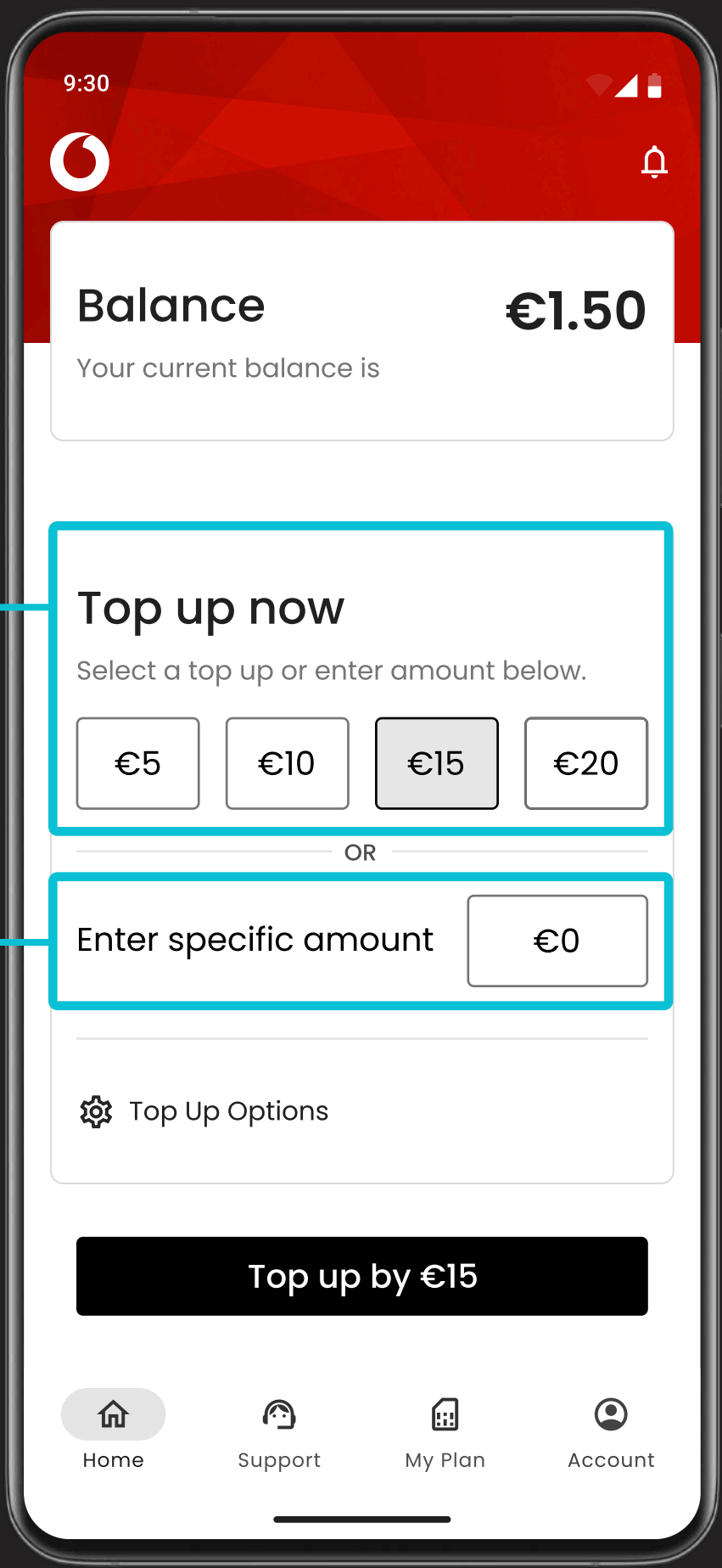
Accessibility Issues:

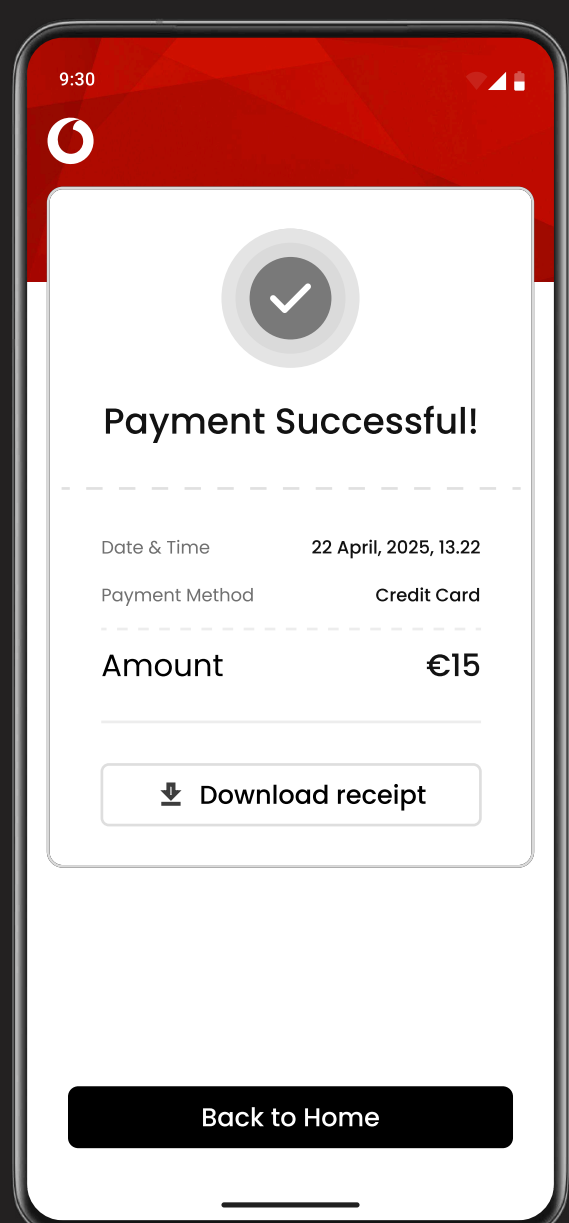
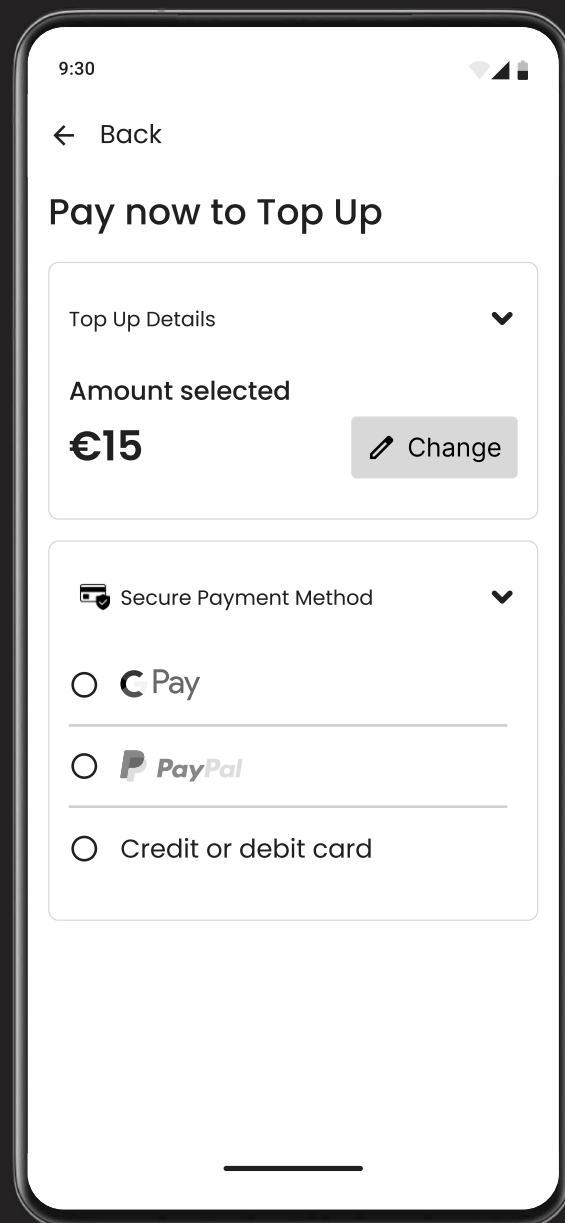
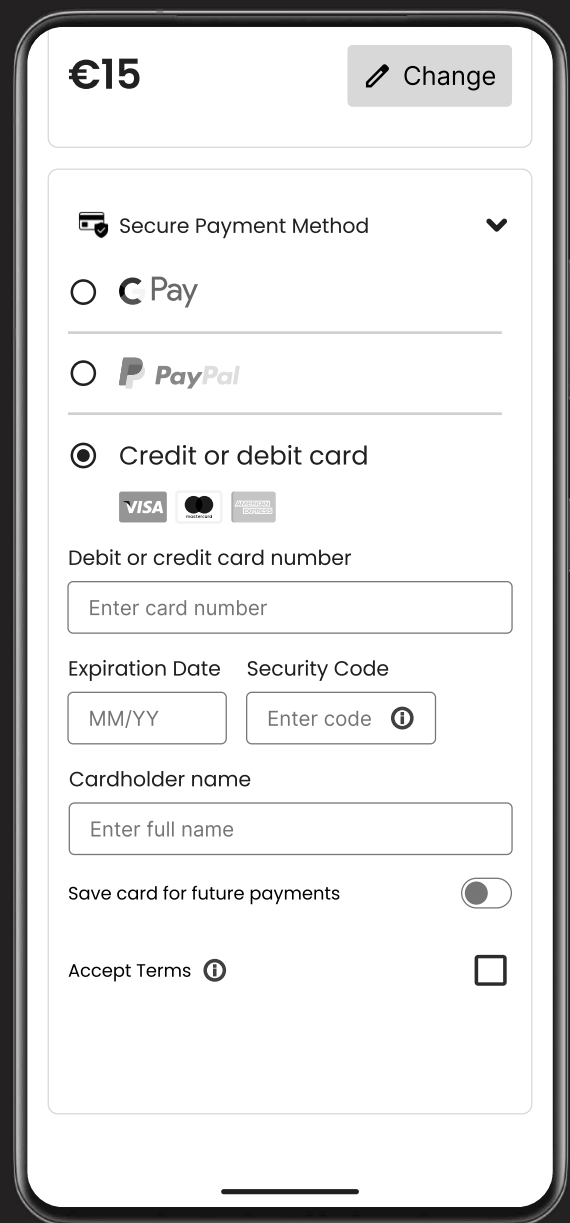
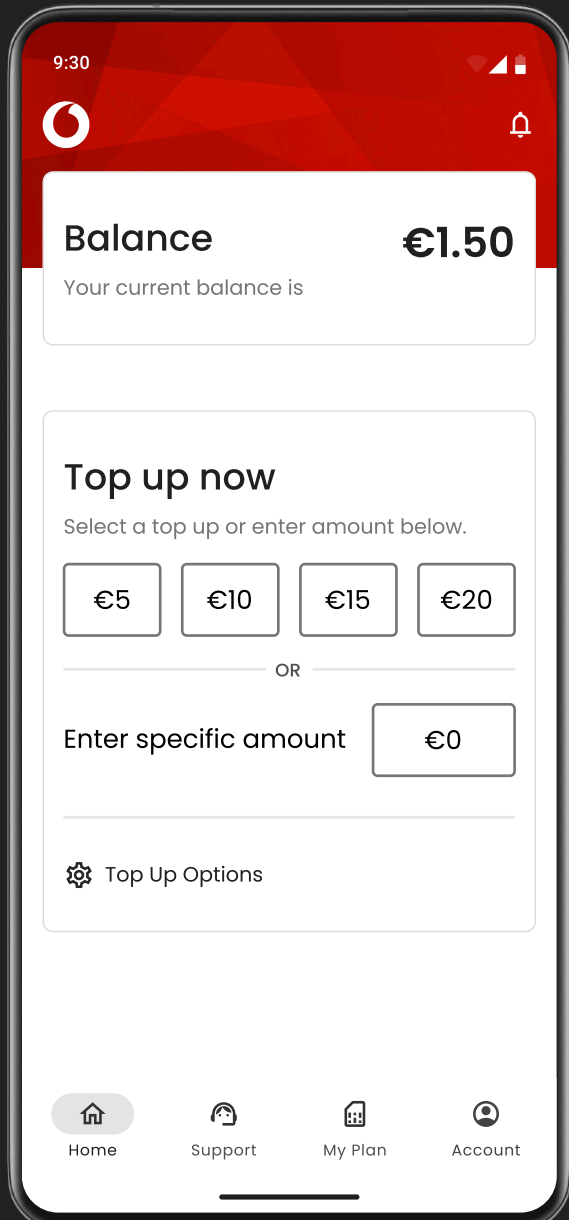
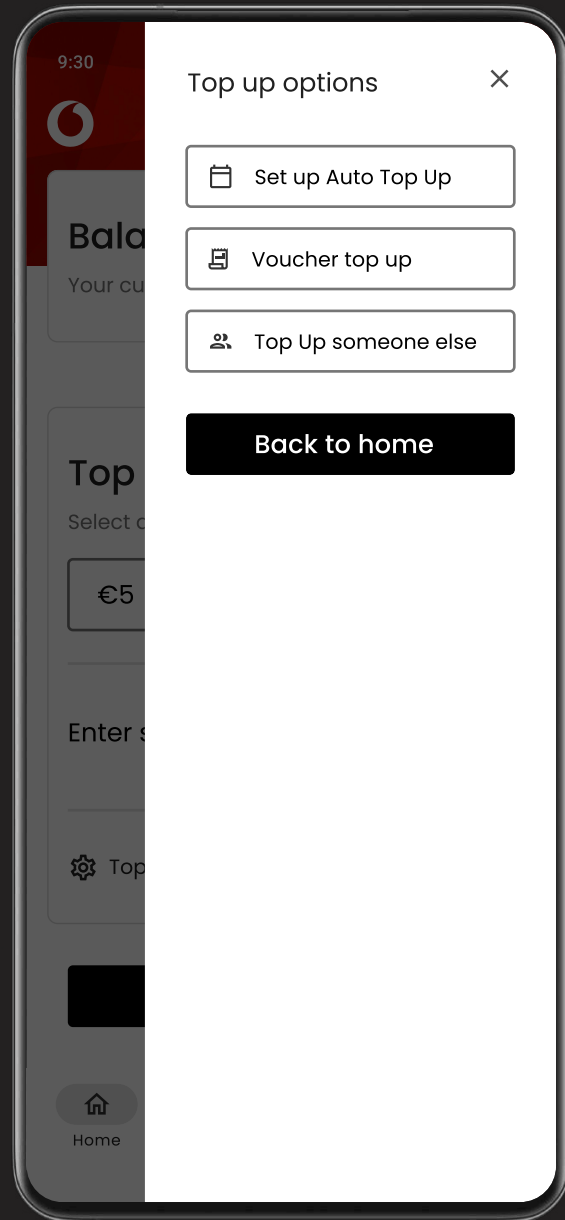
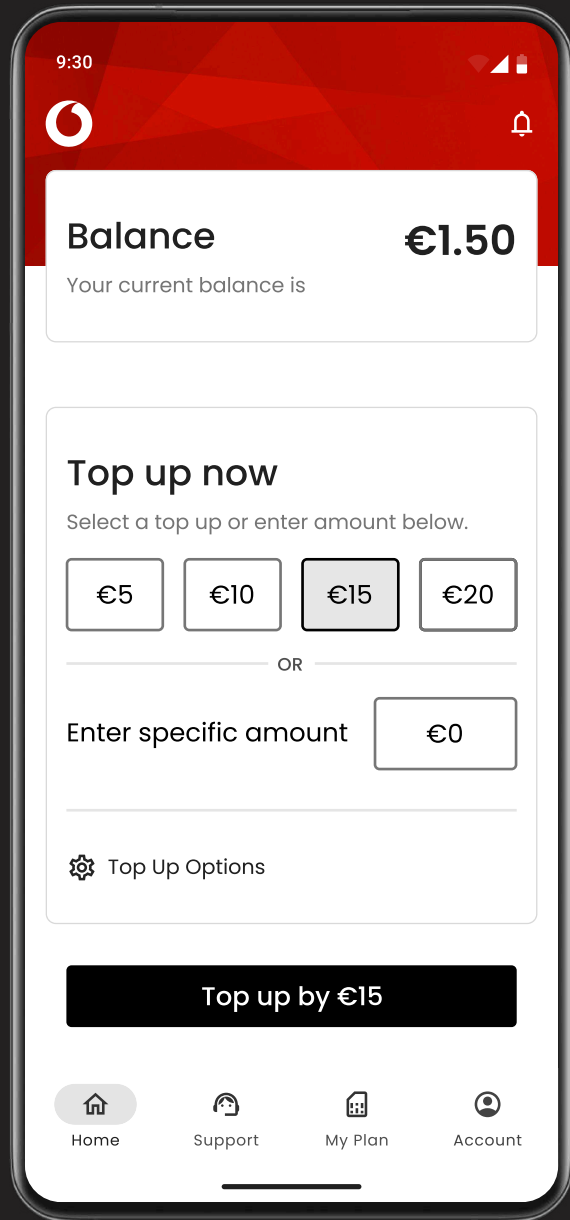


After

Speed & Simplicity

Payment Flexibility





Discover | Define | Develop | Deliver

Mockups

Hi-Fi Designs

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Home screen 2

Improving confidence, speed and flexibility

Some user feedback highlighted functional limitations, a lack of clarity and confidence in entering custom top up amounts.

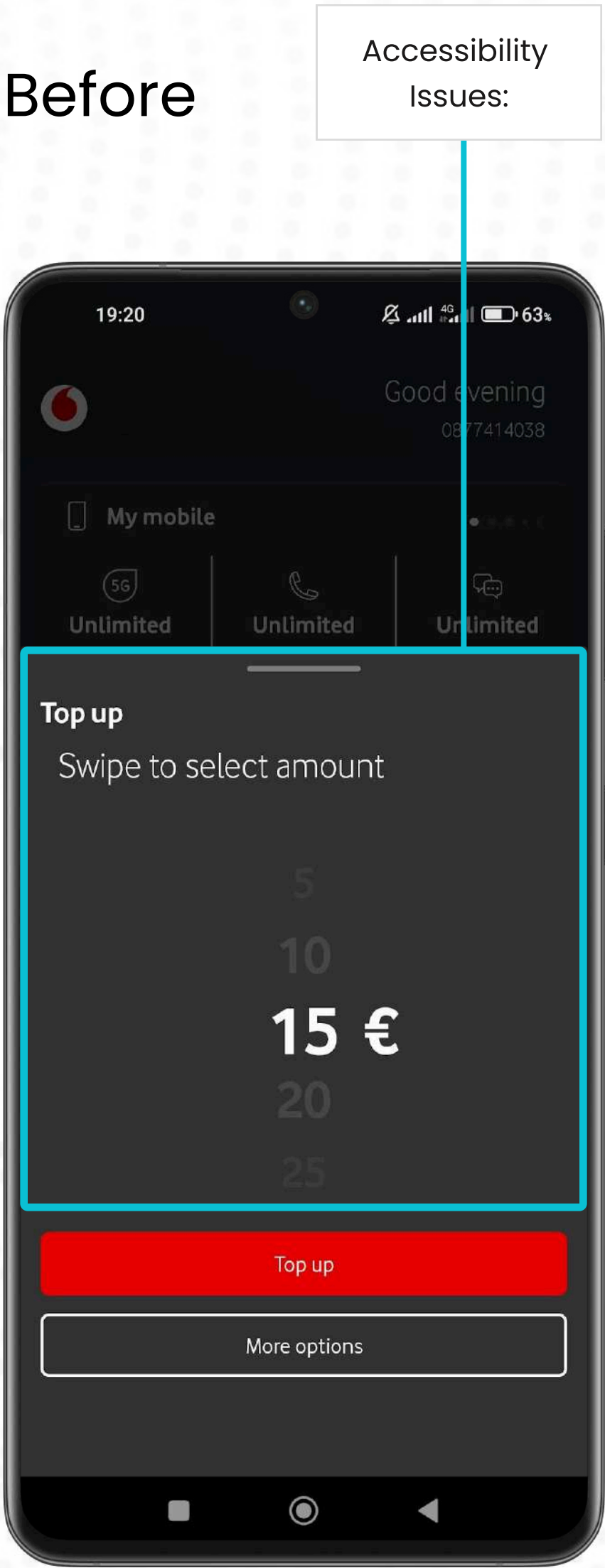
Informed by this feedback, I introduced a custom input field positioned just below the preset top up buttons. This allows users to enter a specific top-up value without navigating away from the main flow.

It also brings users straight into the top-up journey, offering clarity and speed from the outset with no guesswork or unnecessary taps.

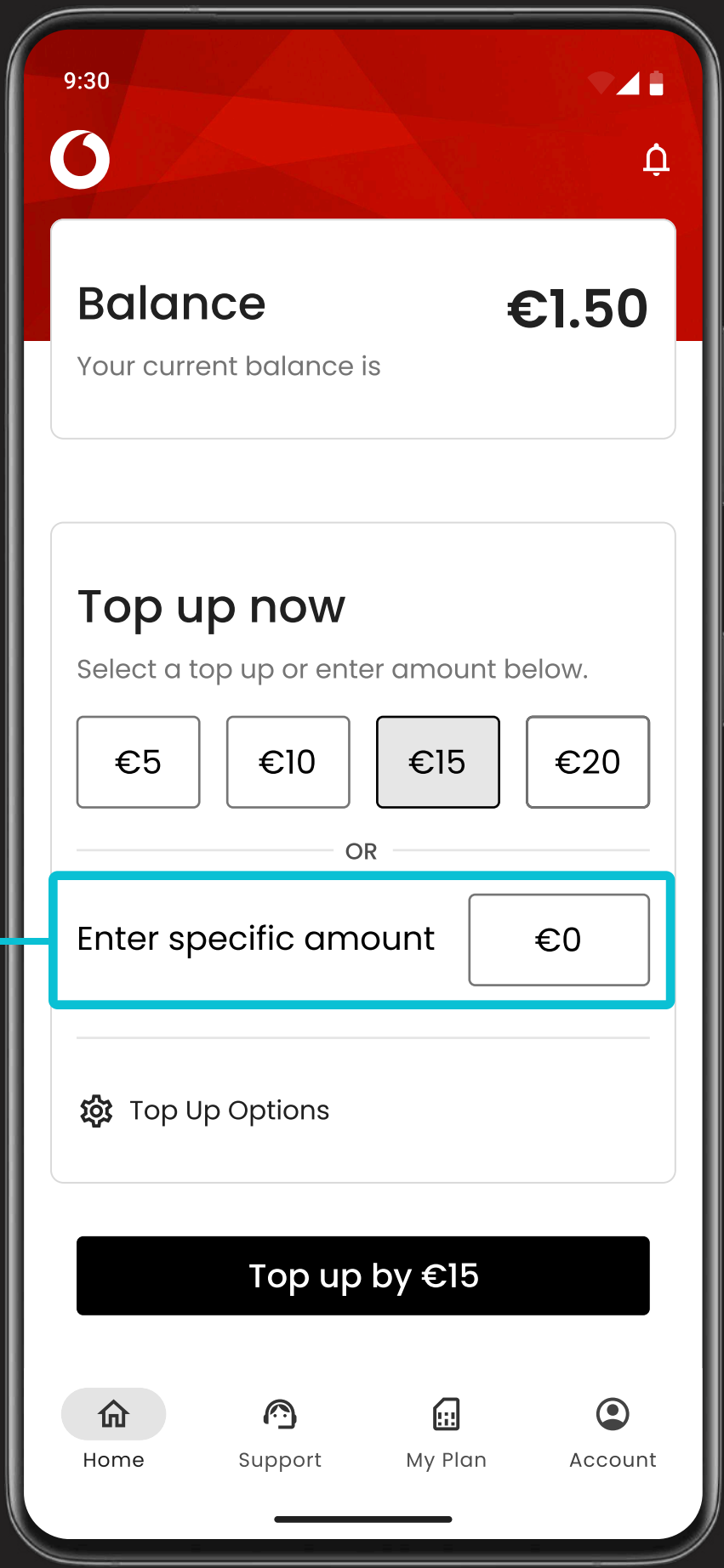
Accessibility:

Preset buttons also serve older users or those with dexterity issues better than sliders. Research suggests that tap targets offer more precision and less strain than swiping or sliding gestures, especially for people with reduced fine motor control.

Before



After



Top up Options

Solving for Navigation Confusion

Navigation confusion:

Research showed that some users were tapped back and forth between and were confused by the labelling of “More Options” button and what actions lay behind it. This introduced an unnecessary step in their top up process and showing up as the “Diversion” phase of Phillip’s journey.

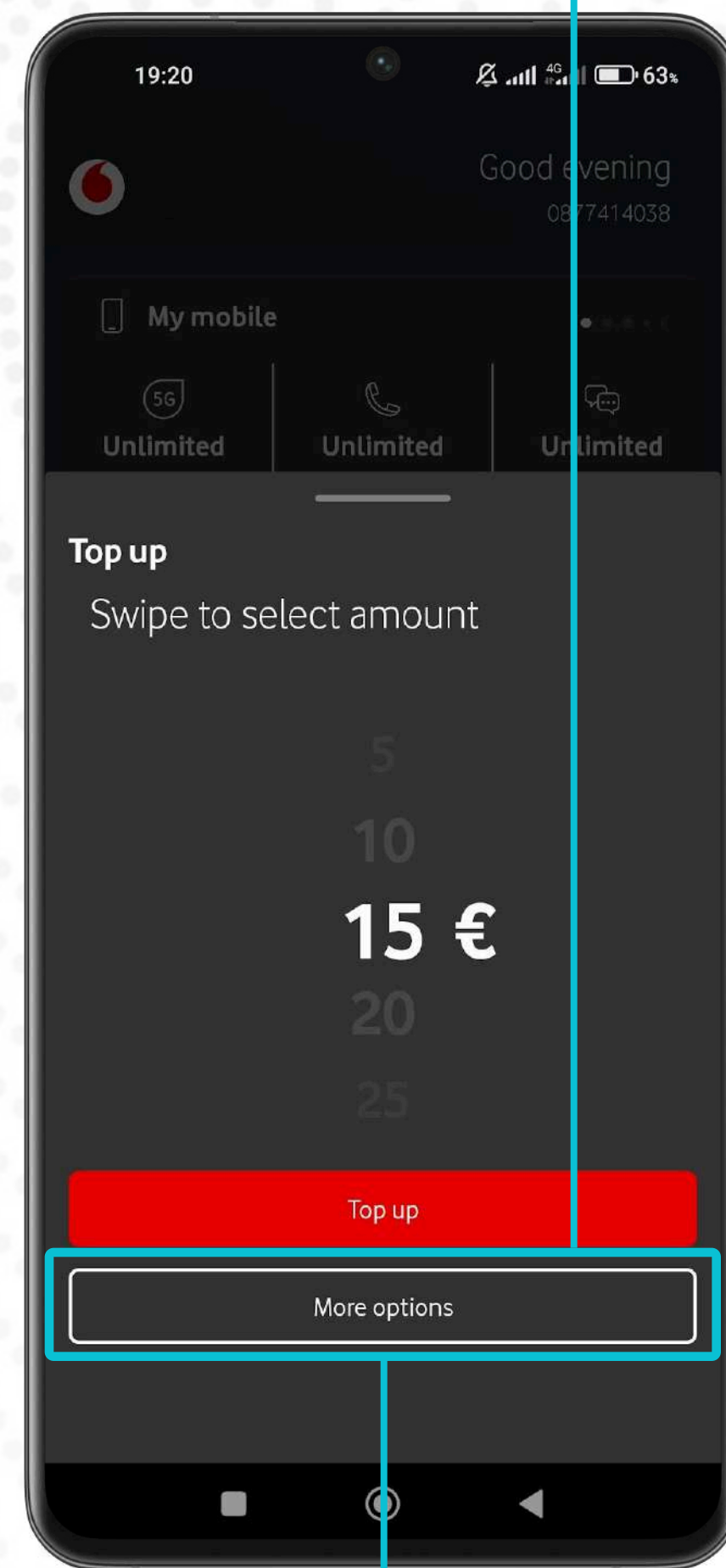
Side sheet modal solution:

To cut through the confusion, I introduced a side sheet with three clear, well-labelled buttons: Auto Top-Up, Voucher Top-Up, and Top Up Someone Else.

Speed & Simplicity:

I removed transaction history from this grouping as it felt more like content that would be found in user account settings. Adding ‘Top Up Someone Else’ instead brought a useful feature closer to the surface.

Before

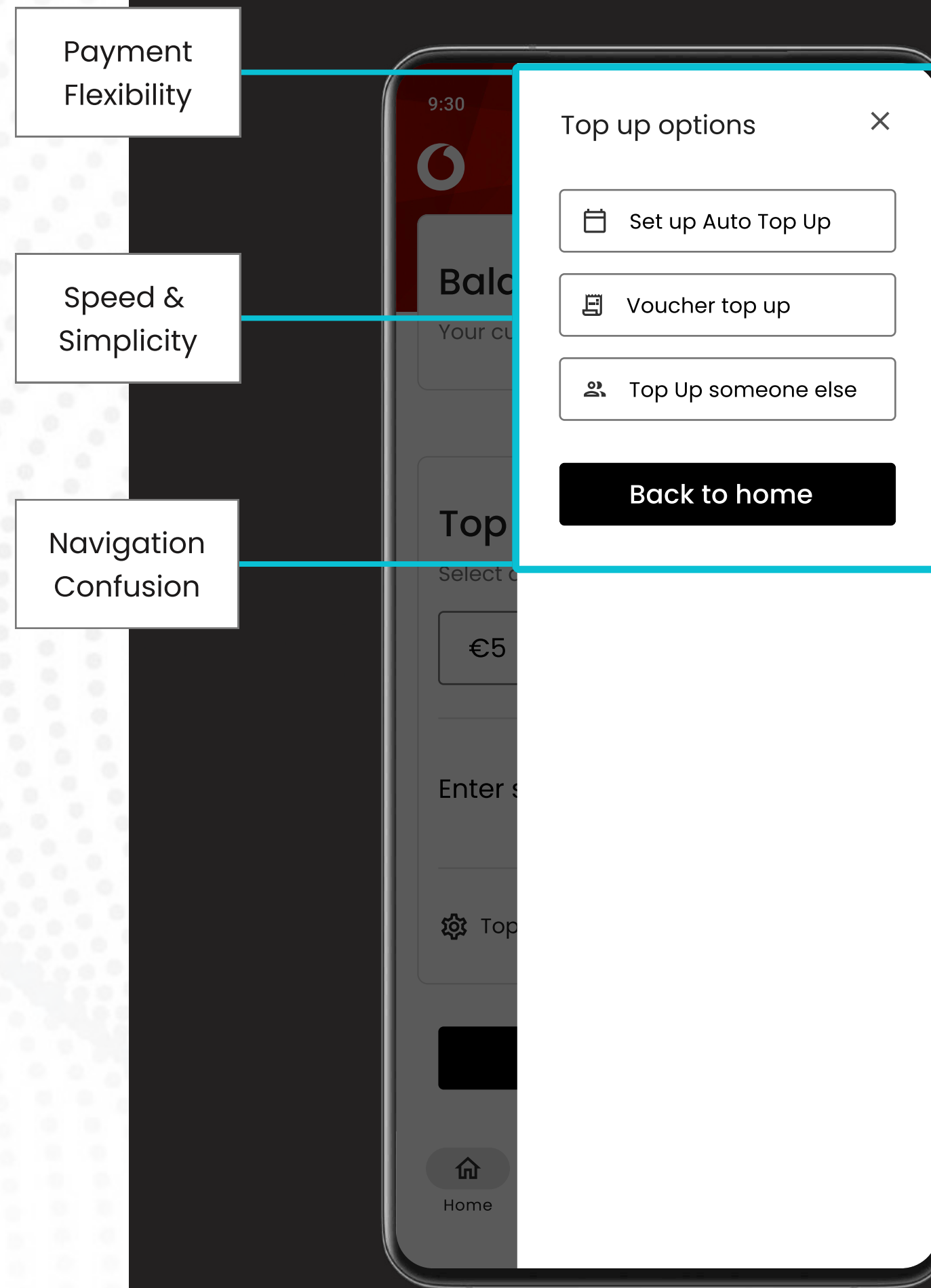


Top up Options

Speed &
Simplicity

Navigation
Confusion

After



Payment
Flexibility

Speed &
Simplicity

Navigation
Confusion

Payment

Refining the Payment for Clarity & Flexibility

Currently, first-time top-ups involve a 3-step process. Users are taken through a confusing mix of screens: a summary-style screen that tries to do too much, a card input form that breaks visual consistency, and a final step just to confirm the card was added.

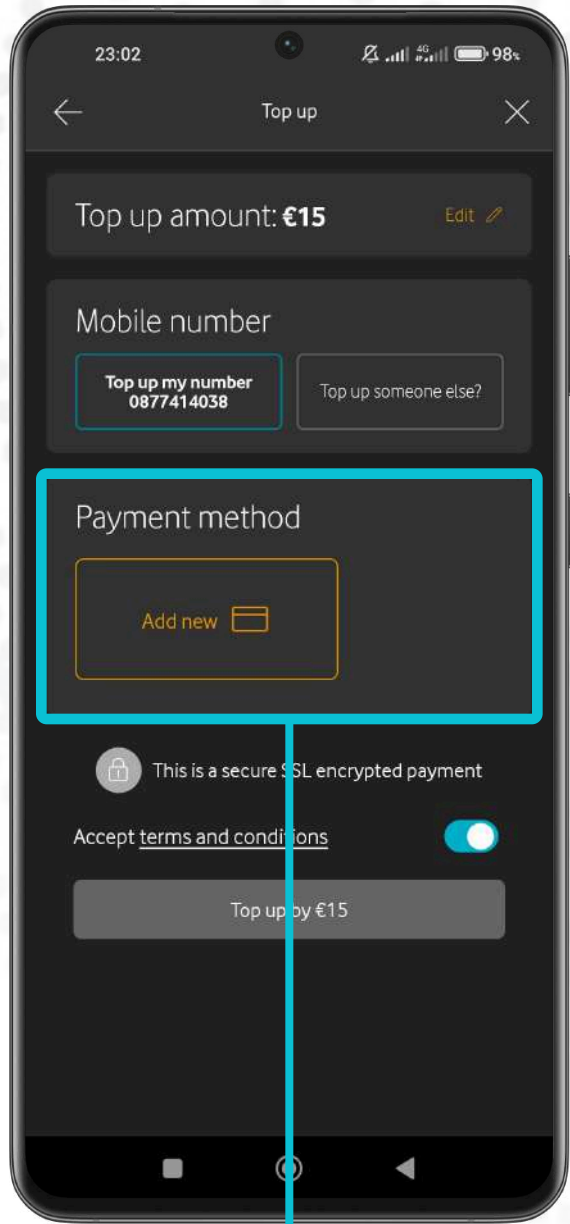
Feedback highlighted frustration over the limited payment options and poor clarity — one user noted: “There’s only one way to pay, that’s unusual.”

The flow was restructured to prioritise speed, simplicity, and payment flexibility. Users now start directly at a clear payment screen with multiple methods—Card, Google Pay, and PayPal—clearly labelled with accepted card types. The “save card” toggle is retained without adding extra steps, creating a faster, more intuitive experience.

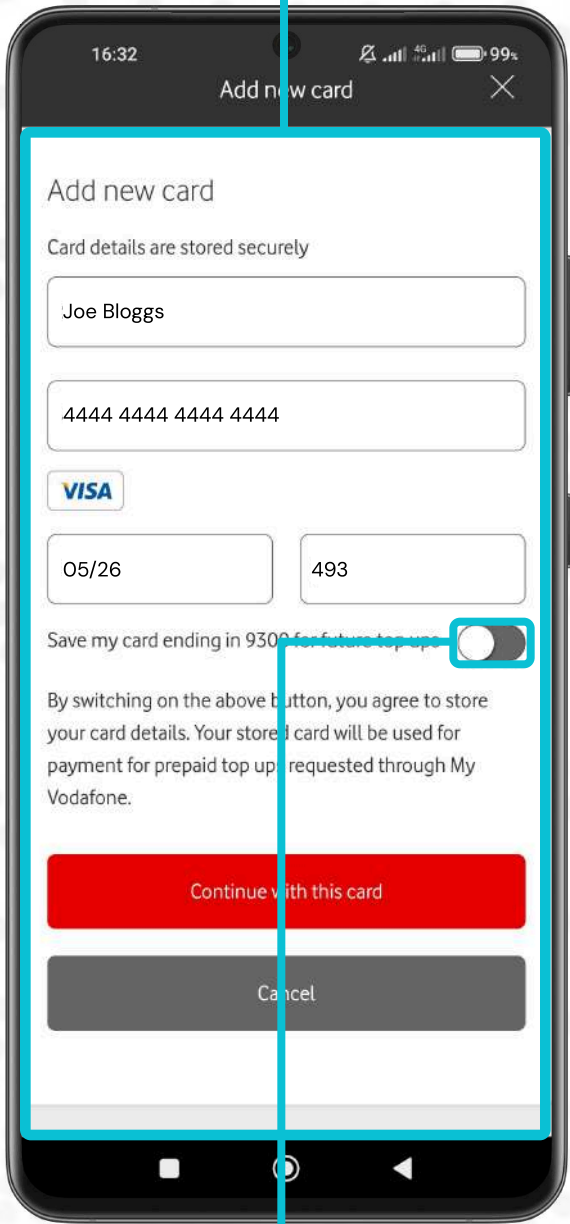
Payment

Navigation: Inconsistent screen adds journey confusion

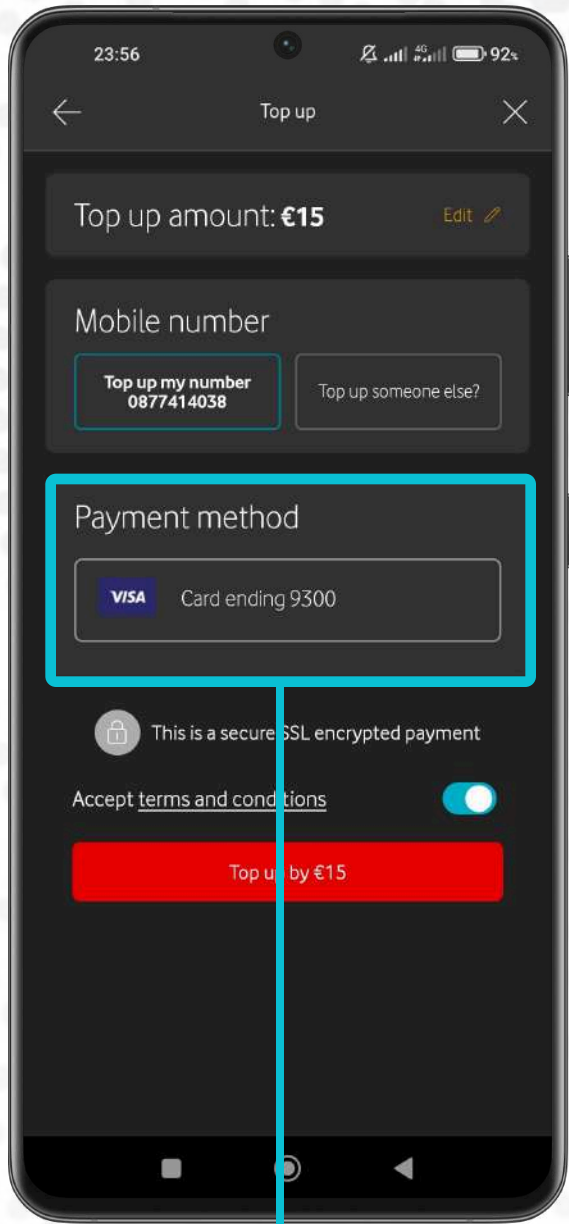
Accessibility: Accepted card types visible and prominent



Accessibility: accepted card types not visible at the beginning



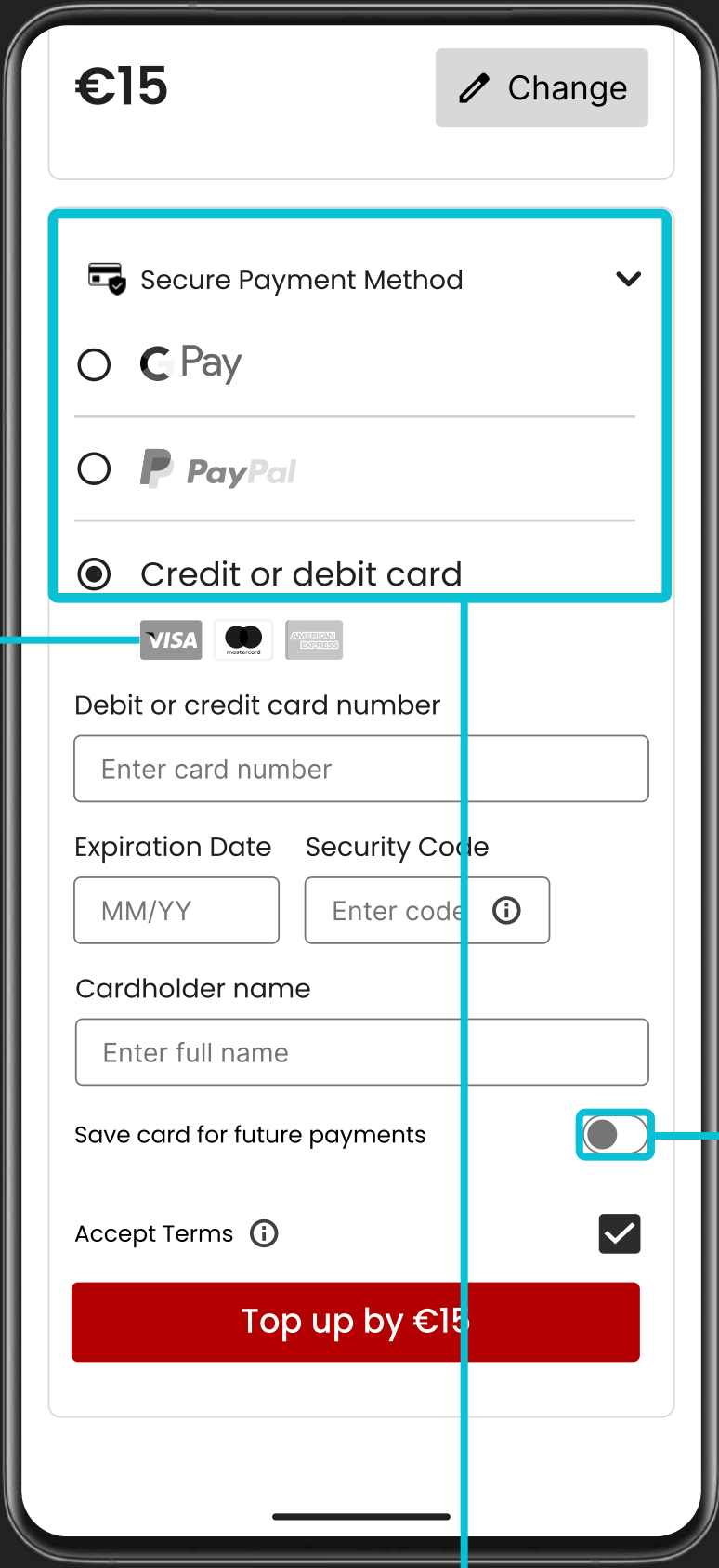
Payment flexibility: Save card function retained in new design



Speed & Simplicity: Only one payment method available.

After

Speed & Simplicity: Save card toggle retained



Payment flexibility: Multiple payment method offered.

Confirmation

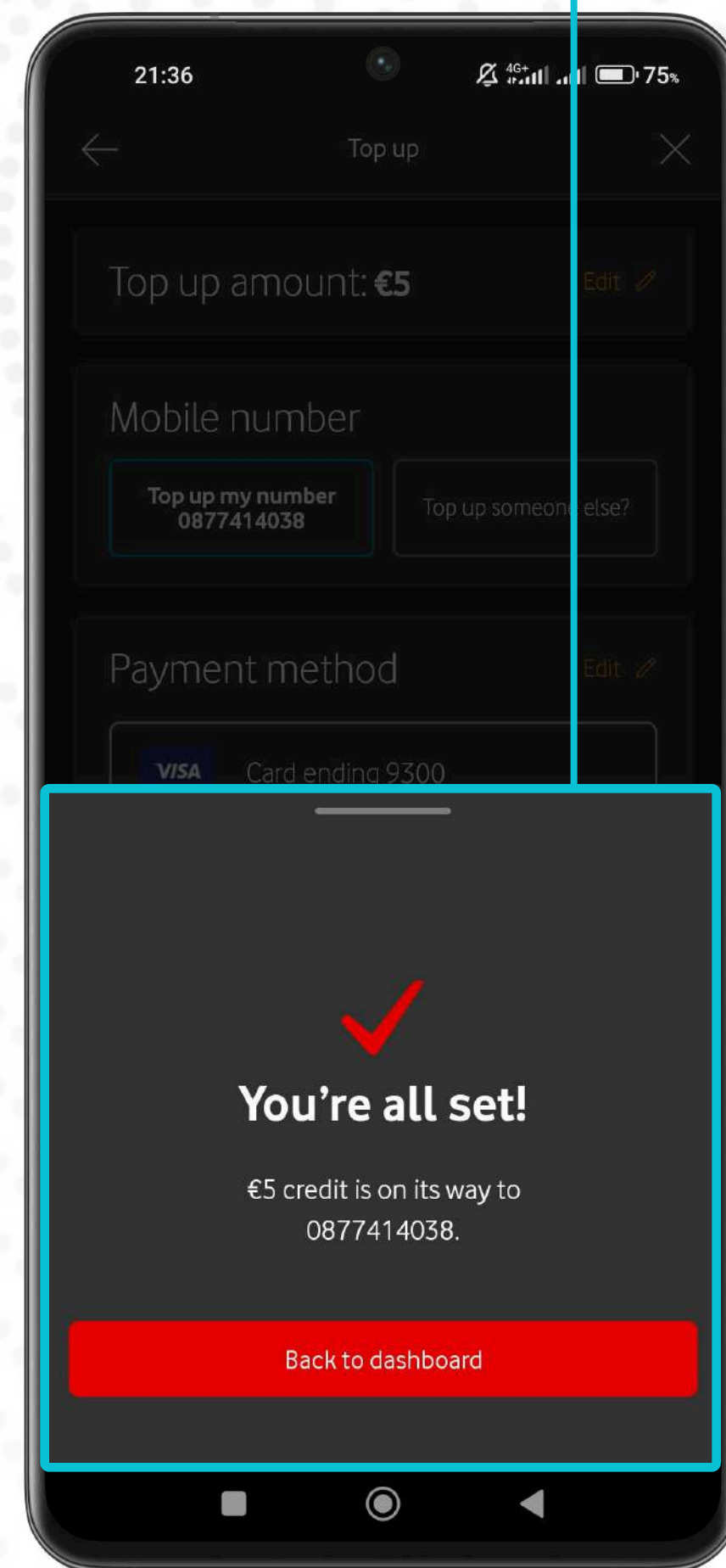
Reinforcing Trust Post-Payment

The original confirmation screen lacked clarity and consistency, with users unsure whether their top-up was successful.

The redesign improves trust by clearly stating "Payment successful," displaying key details like amount, date, time, and payment method.

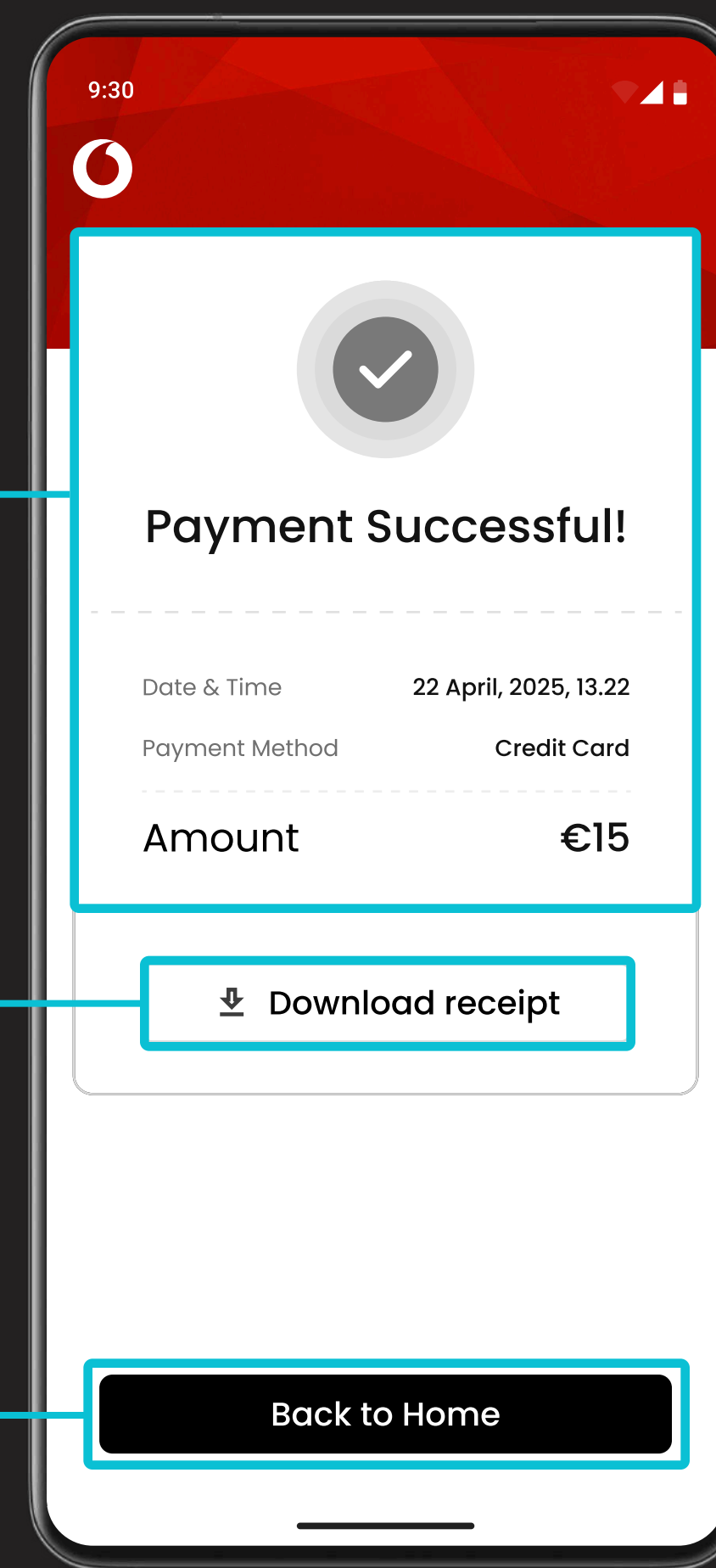
A downloadable receipt adds reassurance and record-keeping. The "Back to dashboard" button was relabelled for clarity and colour contrast improved for accessibility. A confetti animation adds a moment of delight—offering both functional assurance and emotional satisfaction.

Before



Accessibility: Lacked Context, clarity & contrast

After



Trust & Feedback: Clarity & detail in messaging.

Trust & Feedback: Transaction feedback

Accessibility: Context, clarity & contrast improved

Evaluating Design Impact

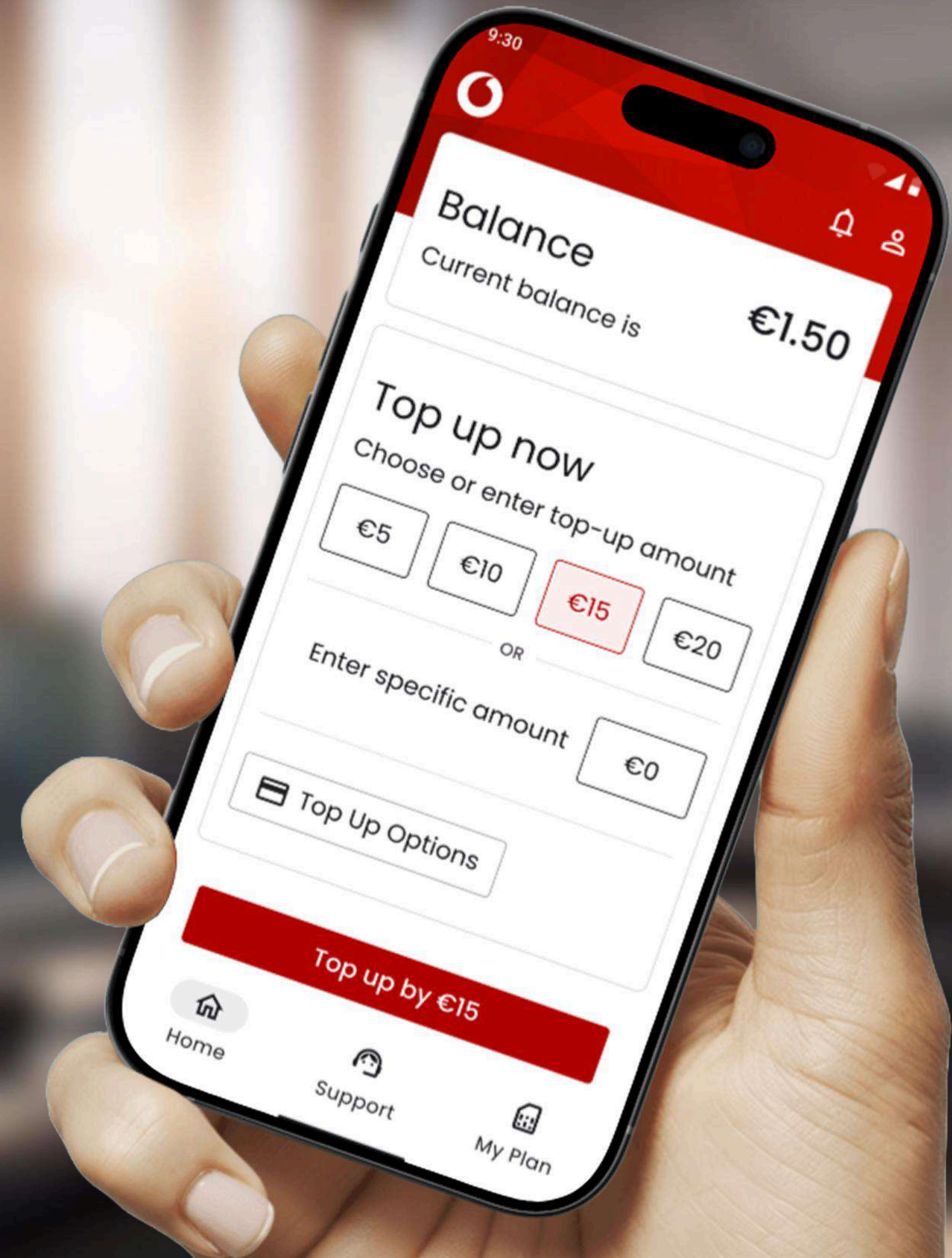
Did my designs work?

After implementing the design changes, I developed a new test hypothesis to evaluate whether the updates effectively addressed key user pain points.

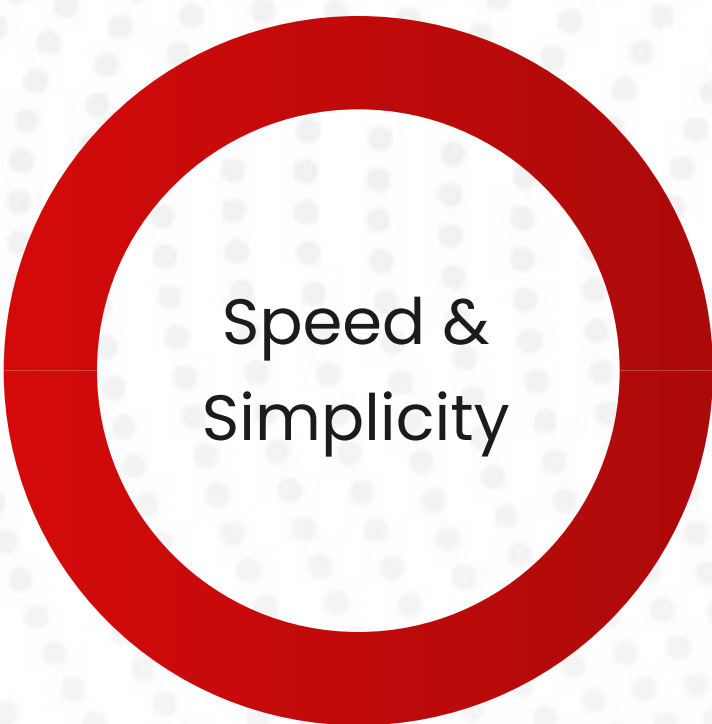
My main goal was to assess if the revised experience improved user satisfaction and made the top-up flow faster and more intuitive. It also provided a benchmark to measure progress by re-evaluating key KPIs from initial testing, with clearly defined success and failure criteria.

Hypothesis

"If My Vodafone users are provided with simplified navigation, reduced steps, improved accessibility, more payment options they will complete top-ups faster and with greater user confidence, as measured through usability testing."



Findings – Usability Tests – R2



Speed &
Simplicity

5/5 users found preset top-up amounts fast, clear, and easy to select.

5/5 were able locate 'Top Up Options' quickly.



Navigation
Clarity

3/5 couldn't locate where to save card details (all checked 'Top Up Options').

2/5 didn't understand why they returned to the home screen after success.



Accessibility
& Feedback

3/5 struggled with small fonts/unclear icons.

2/5 felt the home screen's top-up button needed improvement.



Payment
Flexibility

3/5 wanted to save cards for future convenience.

2/5 preferred PayPal for trust.



Trust &
Security

5/5 trusted the payment success screen.

2/5 wanted balance confirmation.

Usability Survey

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 taken by participants to complete the top up flow



Time on Task – 47% Reduction



After Iteration – Avg Time: **1 min 39 secs**



Before Iteration – Avg Time: **3 Mins 7 Secs**

Iterations – Home screen

3 of 5 core user themes uncovered during research are addressed on this screen.

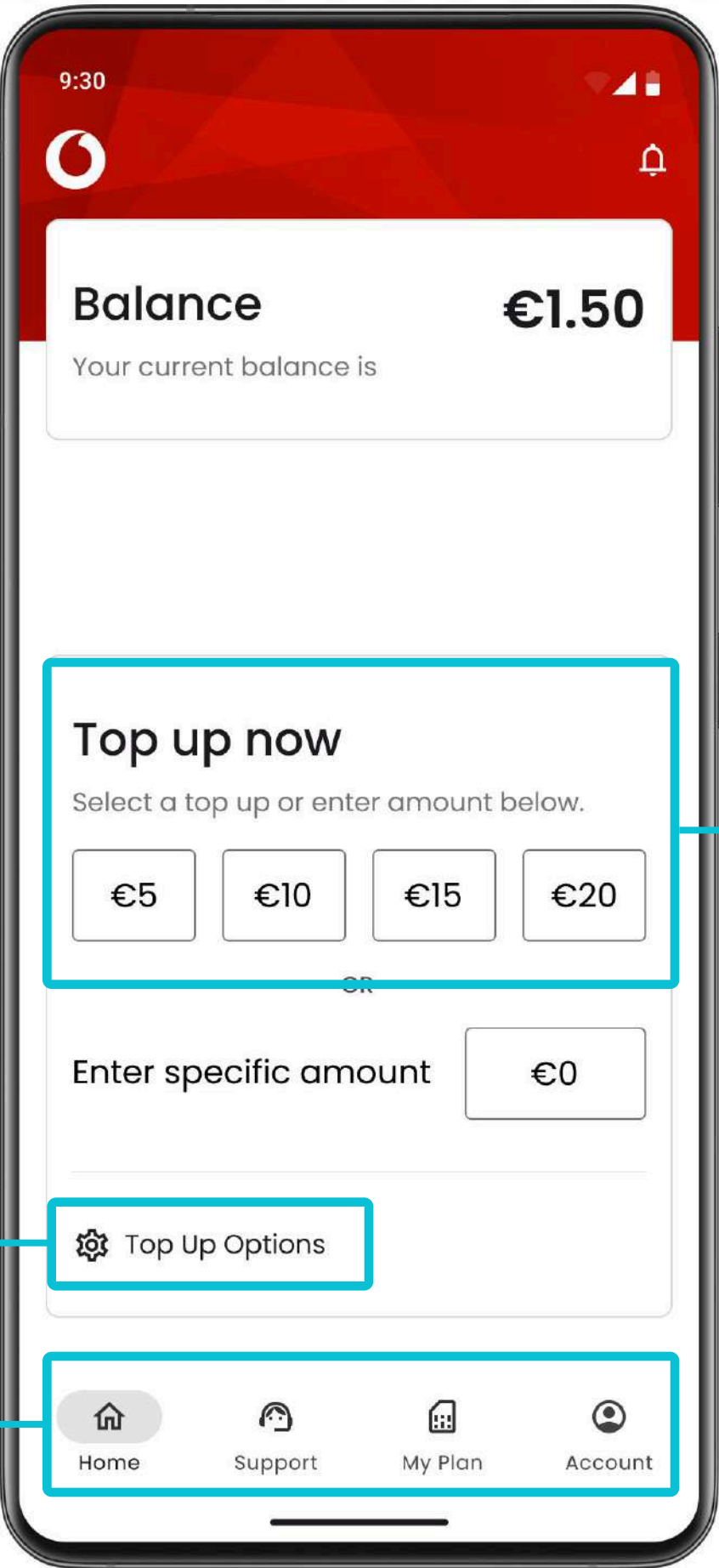
Accessibility Issues:

The original slider for selecting top-up amounts was removed and replaced with clearly labelled buttons to improve accessibility and input clarity.

Speed & Simplicity:

A one-tap top-up option was added directly to the home screen, reducing interaction steps and supporting faster task completion—aligning with users’ desire for quicker, more efficient experiences.

Before



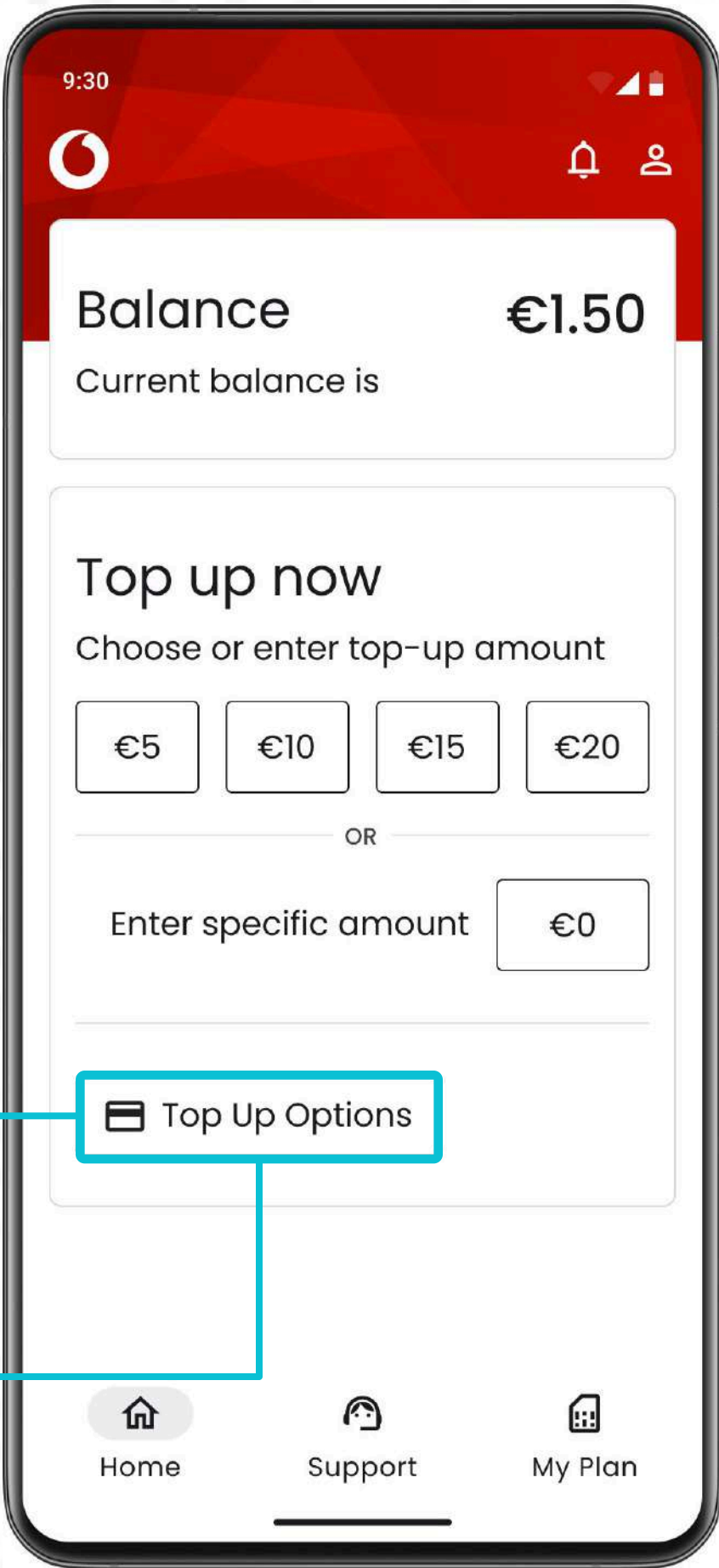
Accessibility: 3/5 struggled with small fonts/unclear icons.

Speed & Simplicity: 5/5 users found preset top-up amounts fast, clear, and easy to select.

Accessibility: Font size increased and Icon added for Improved clarity and context.

Speed & Simplicity: 5/5 users were able locate 'Top Up Options' quickly and easily

After



Iterations – Top Up Options

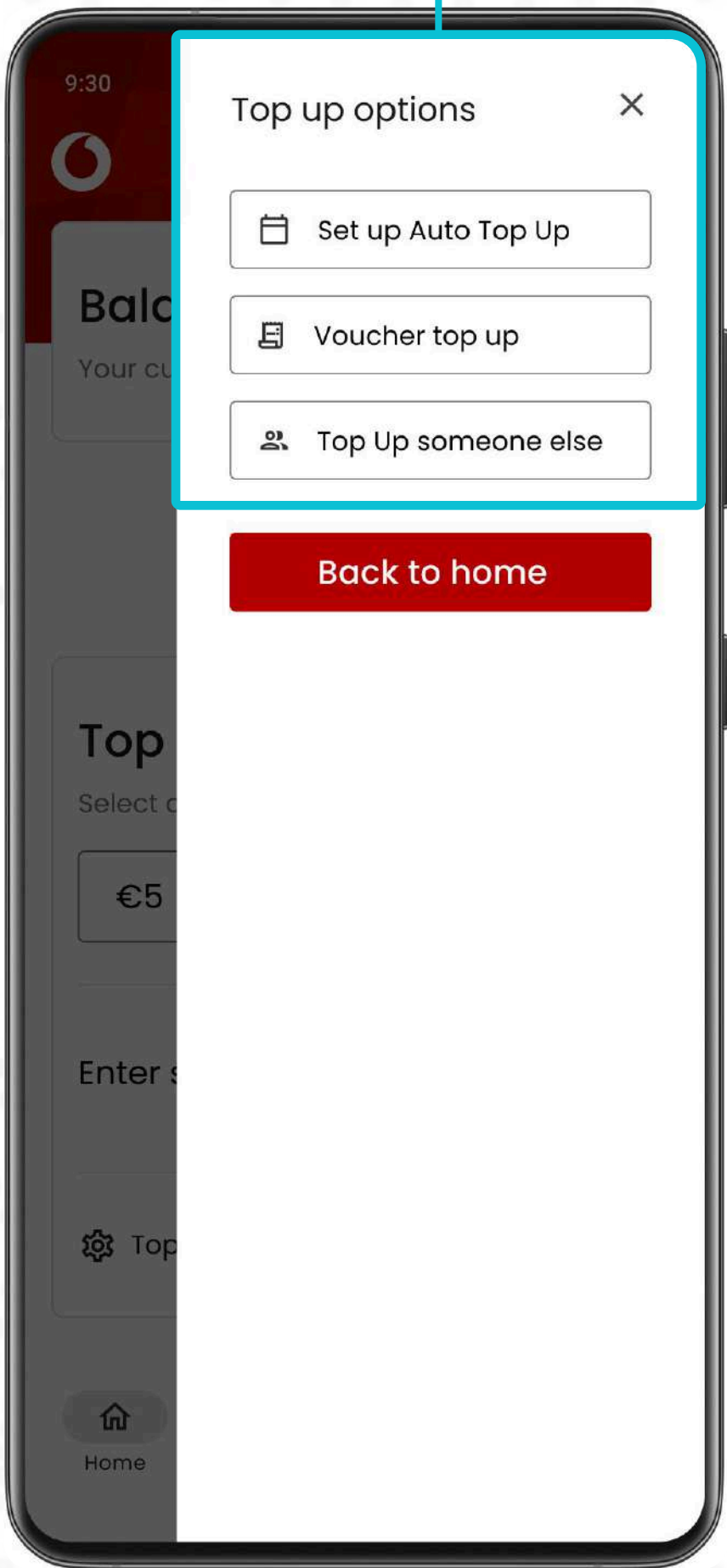
Enhancing Discoverability

When asked where they would save a payment method, 3 out of 5 users intuitively navigated to the Top-Up Options area but failed to locate the functionality.

To address this, an “Add Credit/Debit Card” option was introduced directly within the side sheet modal, aligning user expectations with actual placement and reducing friction.

In addition, the iconography for each top-up option was refreshed to improve clarity & accessibility.

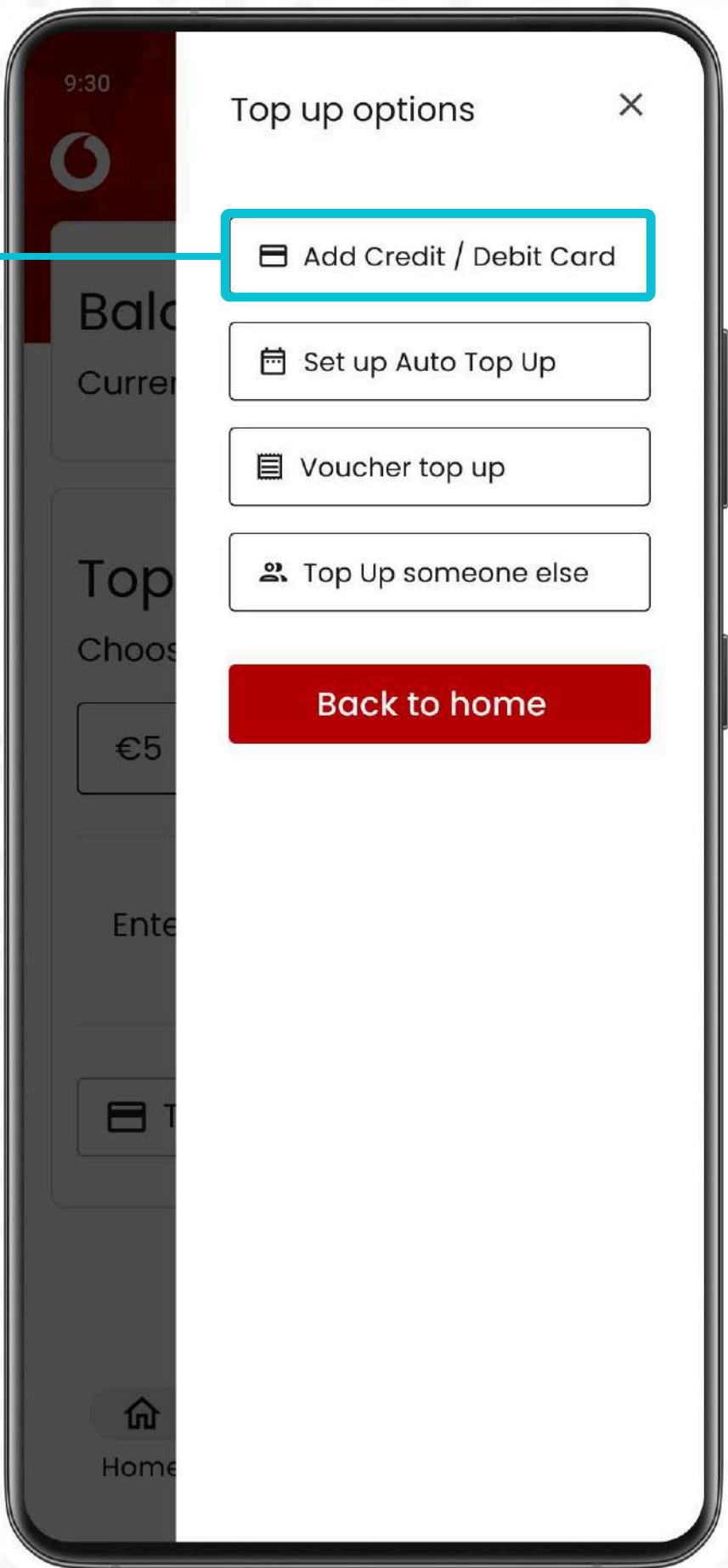
Before



- Speed & Simplicity
- Navigation confusion
- Payment flexibility

3/5 couldn't locate where to save card details (all checked 'Top Up Options').

After



- Speed & Simplicity
- Navigation confusion
- Payment flexibility

Add new card function was added to meet users needs.

Iterations – Payment

Familiarity and Compliance

The payment method order was reorganised to reflect usability feedback: Credit/Debit Card first, followed by PayPal, then Google Pay.

The “Save card for future payments” toggle was retained, as it proved helpful for 3/5 users and contributed to perceived convenience without adding friction.

The “Accept terms and conditions” checkbox is now unchecked by default to align with GDPR and support transparent, ethical handling of user data.

Before

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

Accessibility: Minimal Font and icon size increases

Payment flexibility: 2/5 preferred PayPal for trust after credit/debit card methods

Data Protection: Accept terms unchecked by default for GDPR regulation & transparency.

Payment flexibility: 3/5 opted to save cards for future convenience.

Payment flexibility: 3/5 opted to save cards for future convenience.

After

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 4212 4242

Save card for future payments

Accept Terms

Top up by €15

☐ PayPal

☐ GPay

Iterations – Confirmation

Trust, speed & balance visibility

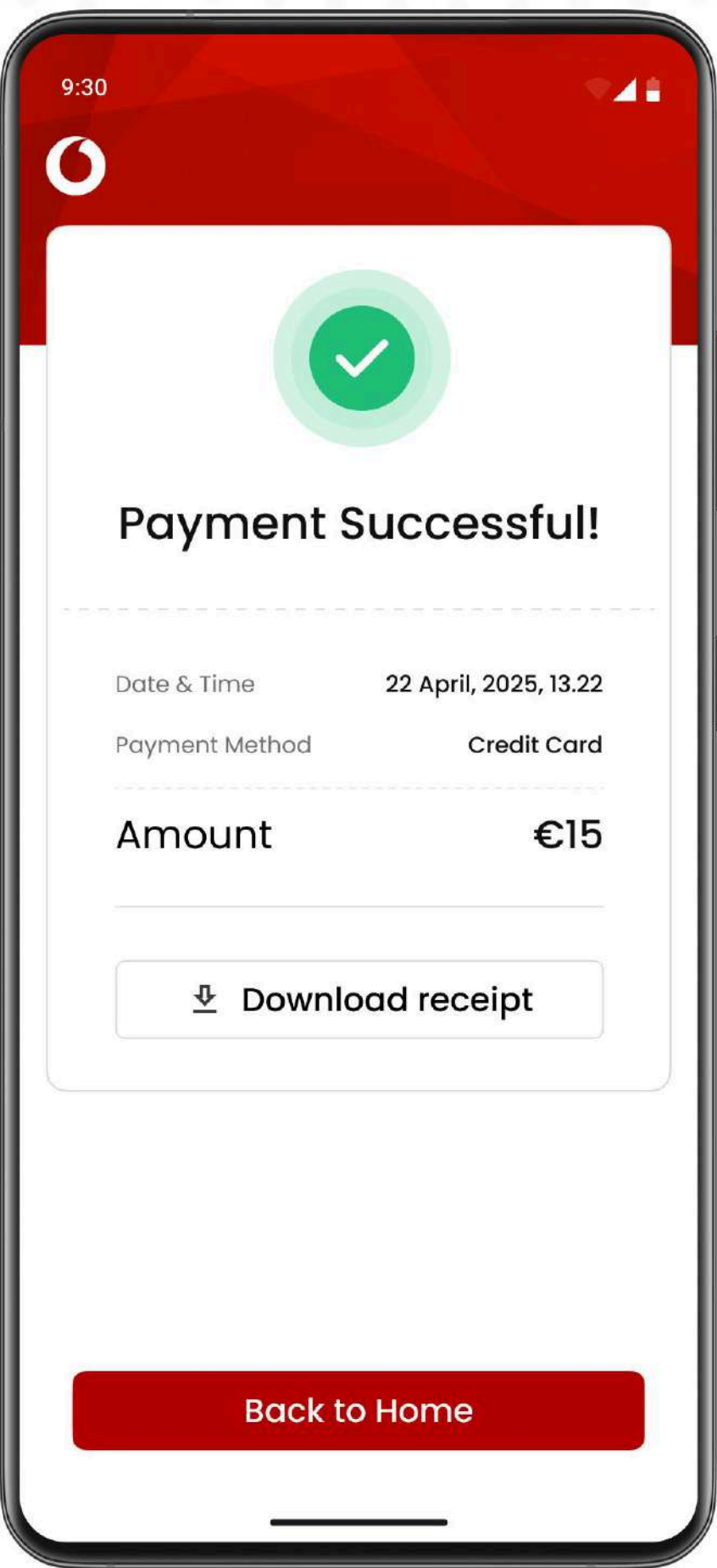
A key update was the addition of **current balance** on the confirmation screen, addressing user frustration around needing to return to the home screen to verify their top-up.

This change supports the core theme of speed and simplicity by showing users immediate proof that their credit has been added.

The amount topped up remains clearly displayed, and the “Download Receipt” button while useful was repositioned lower on the screen to reflect its lower priority for most users.

4 out of 5 testers said they trusted the revised success screen which is a good indication that user confidence has improved.

Before

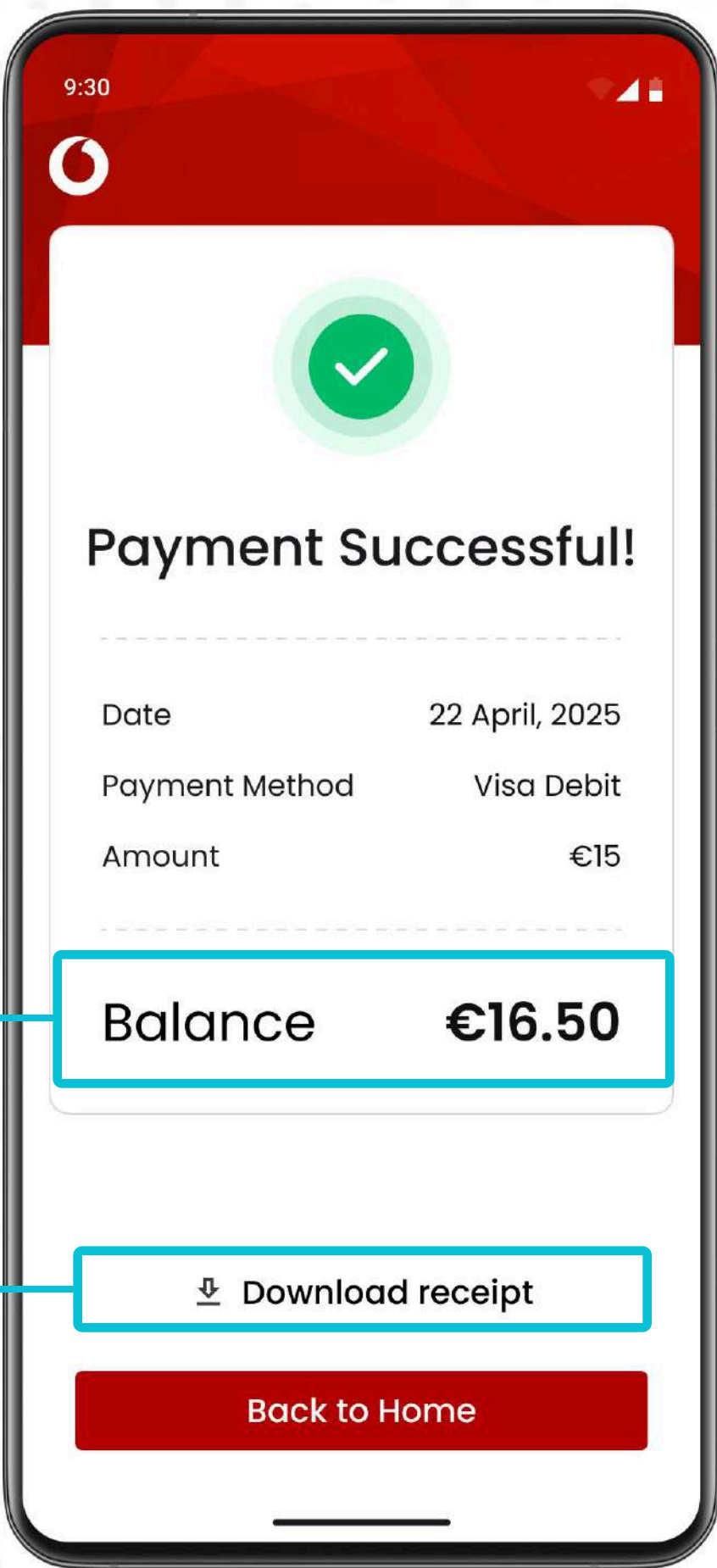


Trust & security: 5 out of 5 testers trusted the revised success screen with 1 saying they needed to also check the home screen for reassurance.

Speed & Simplicity: 2/5 users expressed a desire to see their balance on the confirmation screen.

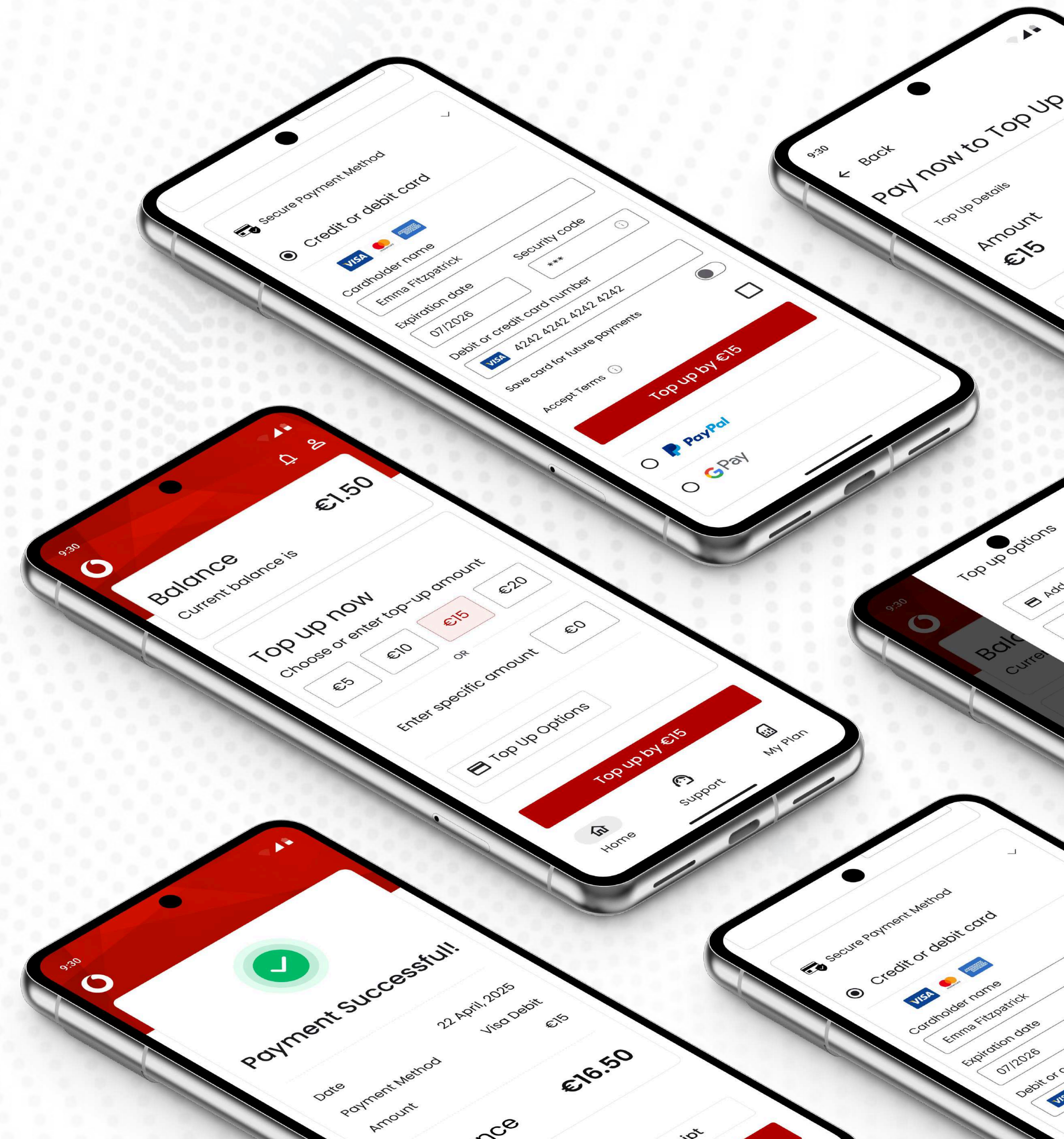
Accessibility: “Download Receipt” relocated to reflect its lower priority for most users.

After



Key takeaways

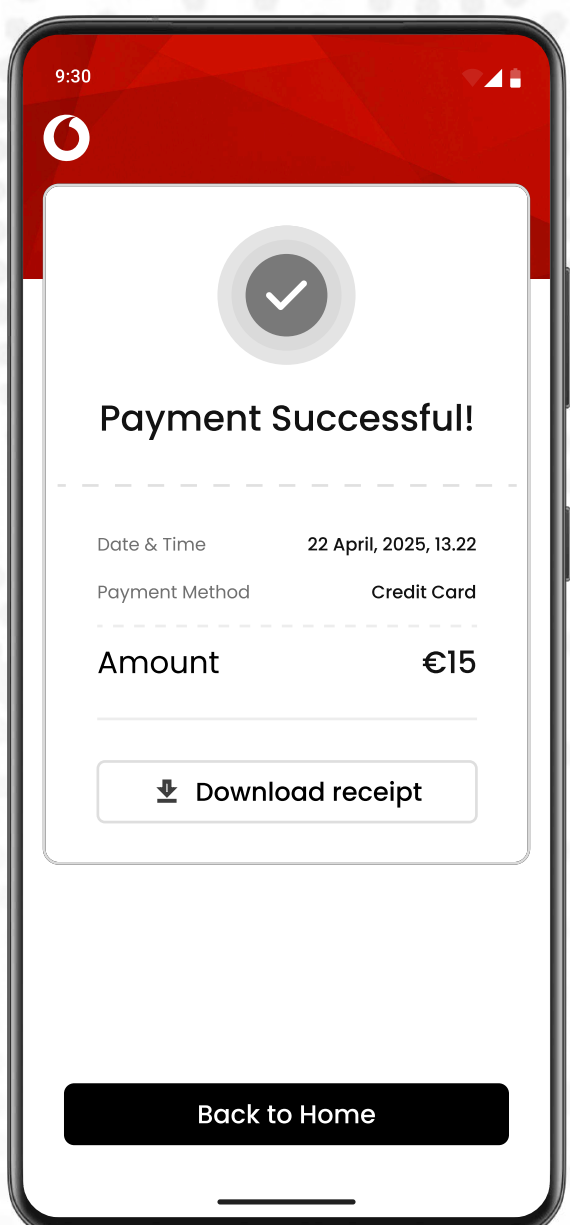
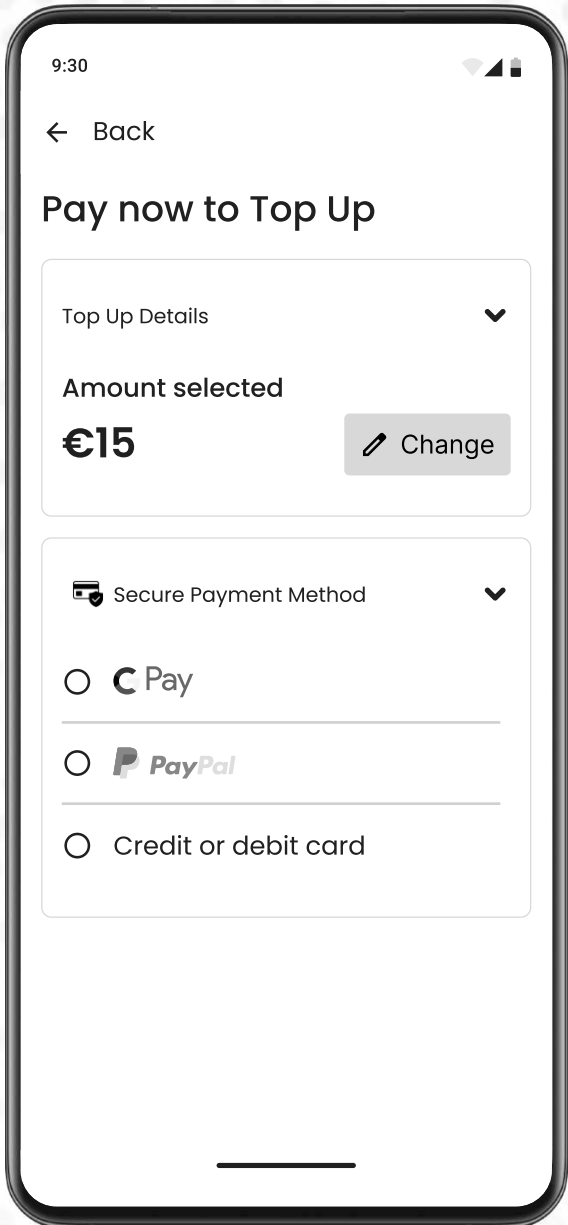
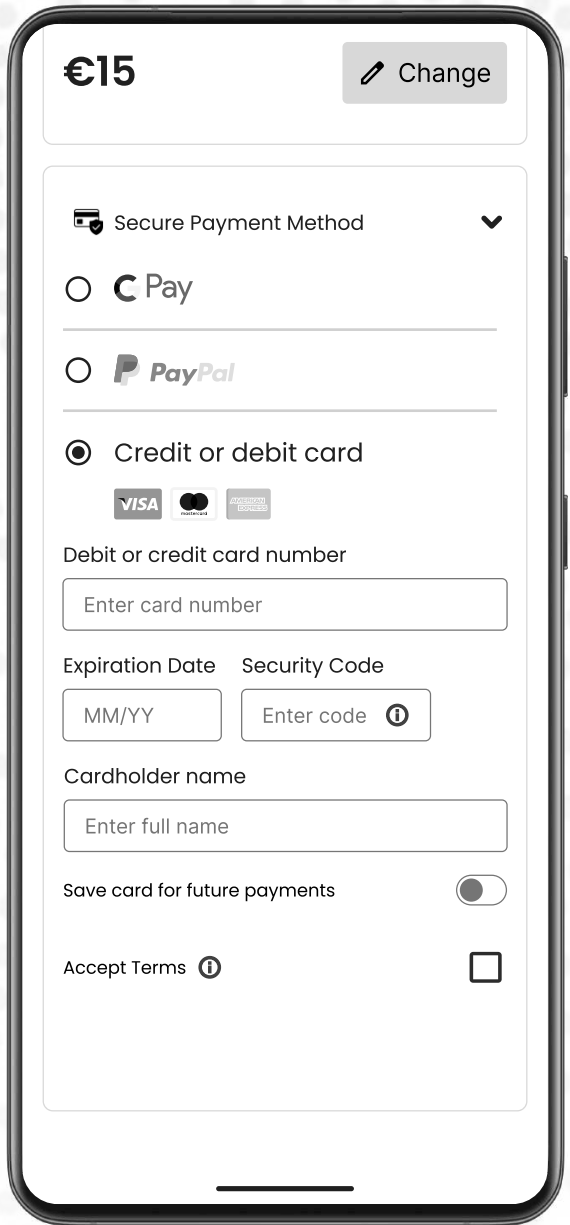
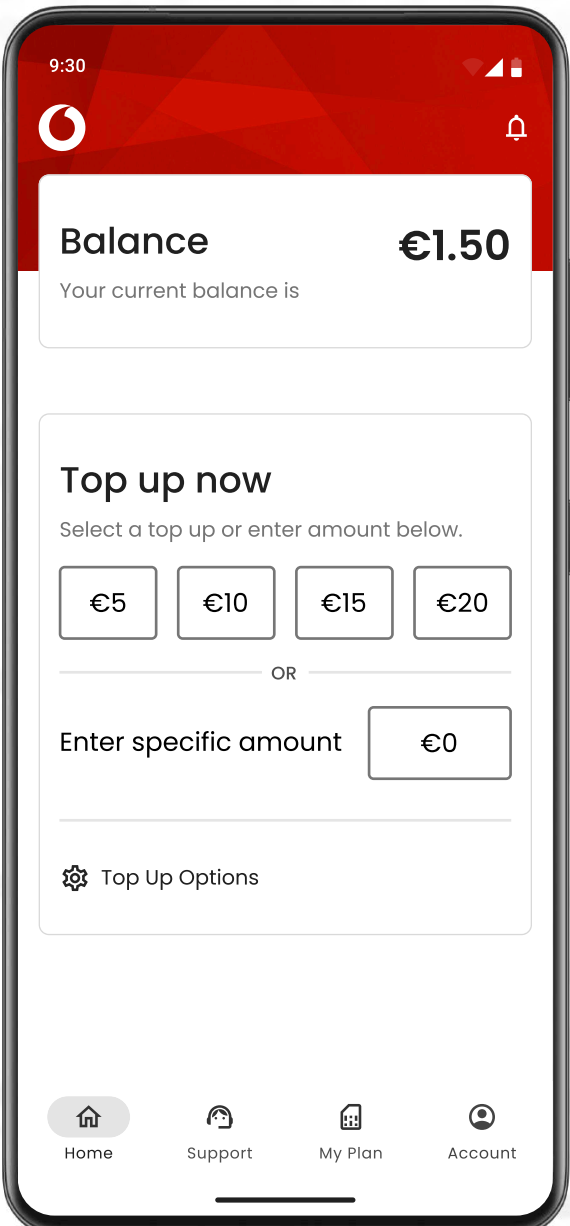
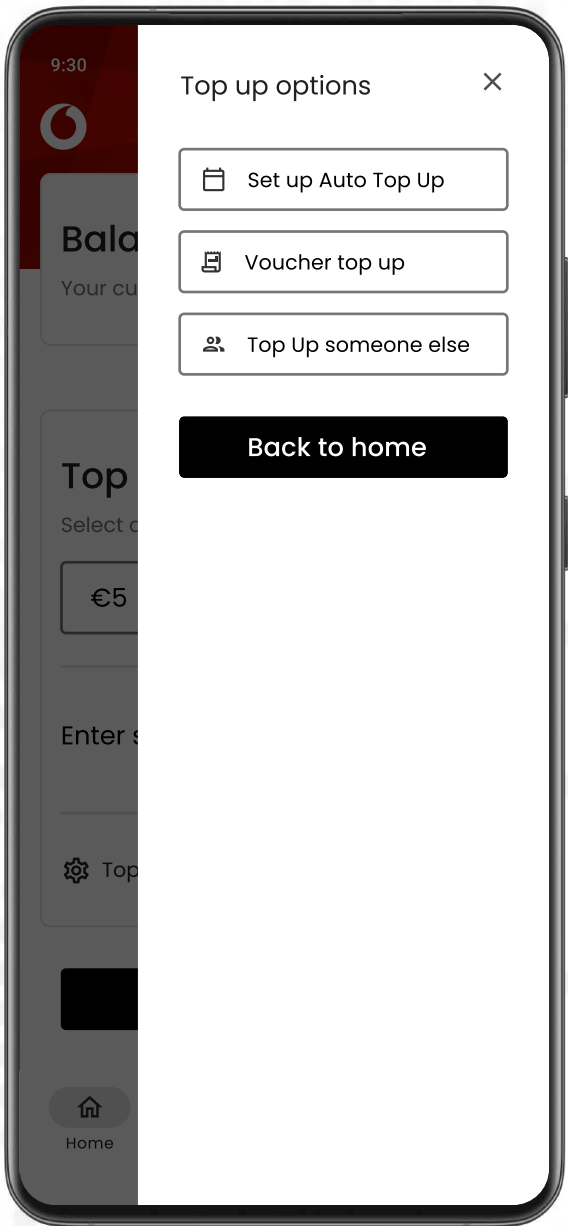
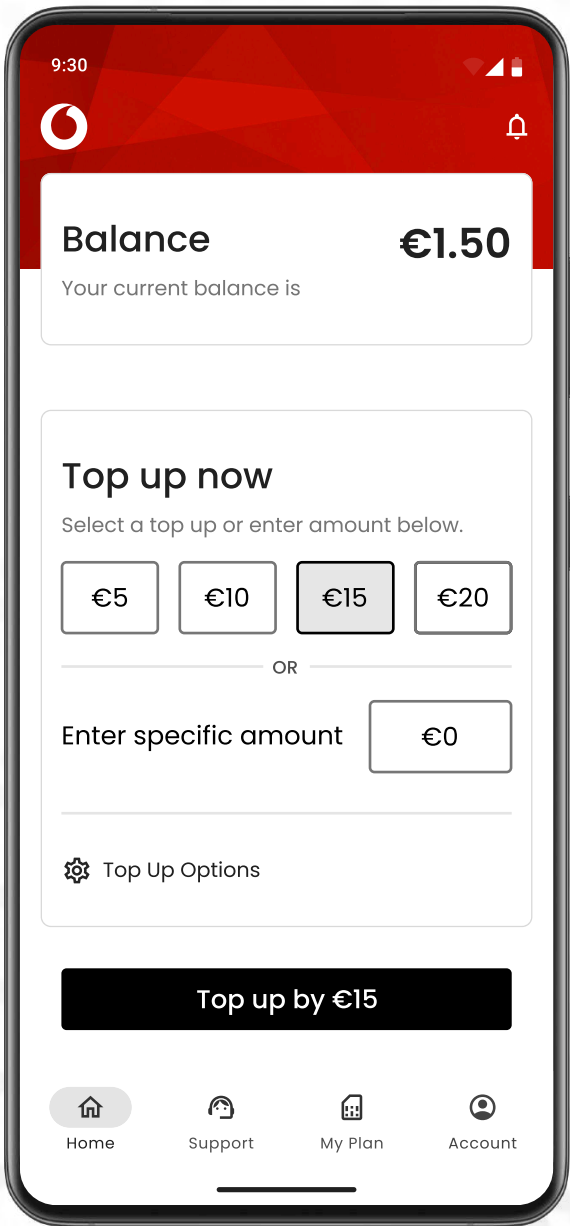
- **Speed & Simplicity** - Users prefer minimal options offering speed & simplicity over feature rich content.
- **Accessibility** - Clarity in labels, context, and instructions saw the most significant improvement in usability scores between tests.
- **Navigation confusion** - Labelling, placement, reducing content and visual hierarchy significantly reduced navigation confusion.
- **Payment flexibility** - The preferred payment method for all users is credit/debit card followed by PayPal.
- **Trust & security** - All users trusted and felt secure with the confirmation screen design.



What I would do differently

- **Test paper prototypes with 1-2 users:** It would have been useful to have tested paper prototypes with 1-2 users early in the design process to catch usability issues on.
- **Competitor analysis:** If I had more time conducting analysis on some of Vodafones main competitors would have been valuable to understand common ux patterns for telecoms apps, find gaps and opportunities.
- **Gather more Quantitative data:** To complement qualitative data, to understand how user goals / needs scale and get a more complete picture of the user experience.
- **Apply IDEO’s Feasibility, viability and desirability:** If I had more time and I was able to collaborate on this project with a bigger team building out IDEO’s Feasibility, viability and desirability framework would be user-centred, technically practical and aligned with Vodafones business goals.

What I would do differently



Next steps



Conduct more user interviews and usability tests with targeted users.



Validate design changes to ensure iterations meet user goals and needs.



Collaborate with developers to ensure feasibility and practicality of the app.



Understand how to handle failed payments and offline states.

Thank You!

Receiving awards for Best Project, Best Prototype, and Best Mentor–Mentee Duo was a lovely surprise. I'm incredibly thankful for the recognition and support from the community.

To **Valentina Antunovic**, thanks for putting together a space that felt supportive from start to finish. It really helped me stay motivated and focused throughout.

To my mentor **Peter Mullen**, I really appreciated your guidance. You asked the right questions, helped me see things from different angles, and always kept the focus on what’s useful and meaningful for the user.

Thanks as well to the mentors and mentees who gave feedback, tested the designs, and shared insights along the way. Your input made the project better and gave me a lot to think about.

Thank You!

