

Singtel: Expert Review & Recommendation

August 12, 2015



The agenda

- ❑ User Journey
- ❑ Pain points
- ❑ Gain points
- ❑ Key Features
- ❑ Demo
- ❑ Usability testing & validation



User Journeys

SINGTEL - STORYBOARD

- !

Issues found from expert review
- ✓

Key Recommendations
- !

After few attempts to locate 'Browse all phones'
Multiple hard sell messages creating barrier to completing a task
e.g. 'Recommended phones' repeatedly been displayed
- ✓

Removed hard-sell banners on the main page and provide
a simple, understandable format for users to complete their task.
Offers and recommendations have been uncluttered and organised.
- !

Not applying web conventions in product
details page e.g. out of stock, alignment of orders.
- ✓

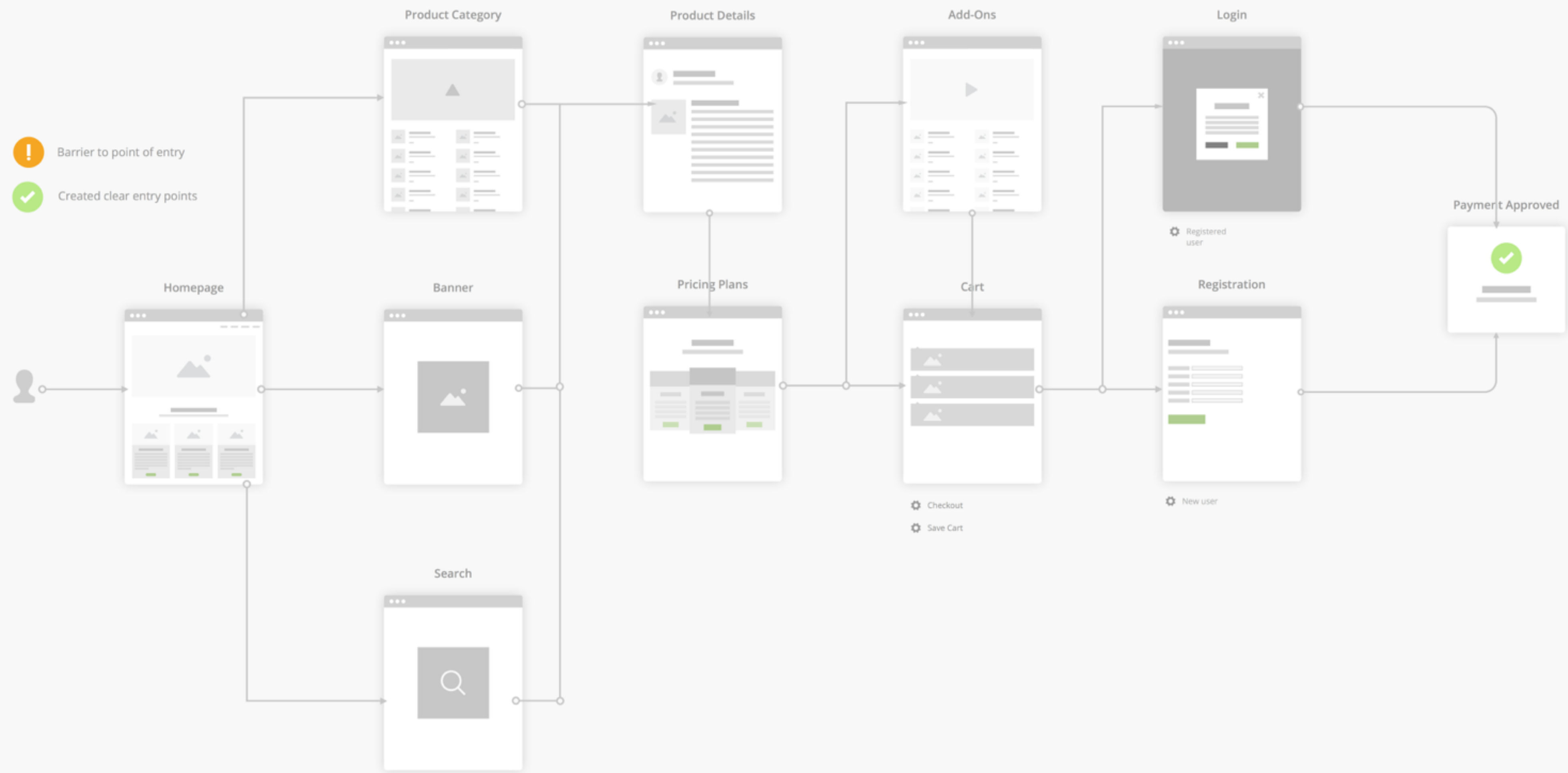
Stock levels tables were removed to unclutter the
product details page. Disabled features and model
type are use to represent stock levels.
Removed order summary table as its not required
at this stage.
- !

User checkout flow out-of-sync
e.g. select number came before add-ons
and accessories.
- ✓

Applying web conventions to create a more
understandable purchase flow and keeping
instructions succinct.
- !

Inconsistent wording of buttons.
- ✓

Used consistent buttons.



A photograph of a man wearing a hat and a light-colored shirt, sleeping with his head resting on his arm while sitting in the driver's seat of a vehicle. The interior of the vehicle, including the dashboard and steering wheel, is visible. A teal rectangular overlay with a white border is positioned in the center of the image, containing the text "Pain Points".

Pain Points

Key findings from evaluation

1. Creating barriers to Entry points

- Users got **lost** using the menu and not able to perform their task.
- Placing offers and **hard sell messages on major real estates** overwhelmed users.
- **View all phones** is not the main focus.

2. Wayfinding and decision points

- Filter functions does not follow a **hierarchy** in terms of price, features and plans.
- No distinct **purchase flow** e.g. phone-to-plan selection or visa-versa.

3. Applying web conventions

- Wording for buttons were **inconsistent** and does not represent the user journey.
- **Duplication** of information.

A young man with glasses and a young woman are smiling on a balcony. The man is in the foreground, wearing glasses and a blue shirt, looking down. The woman is behind him, smiling. A teal rectangular box with a white border is centered over the image, containing the text "Gain Points".

Gain Points

Initial hypothesis

There is a need for users to select the phones + plans they desire, easily and efficiently.

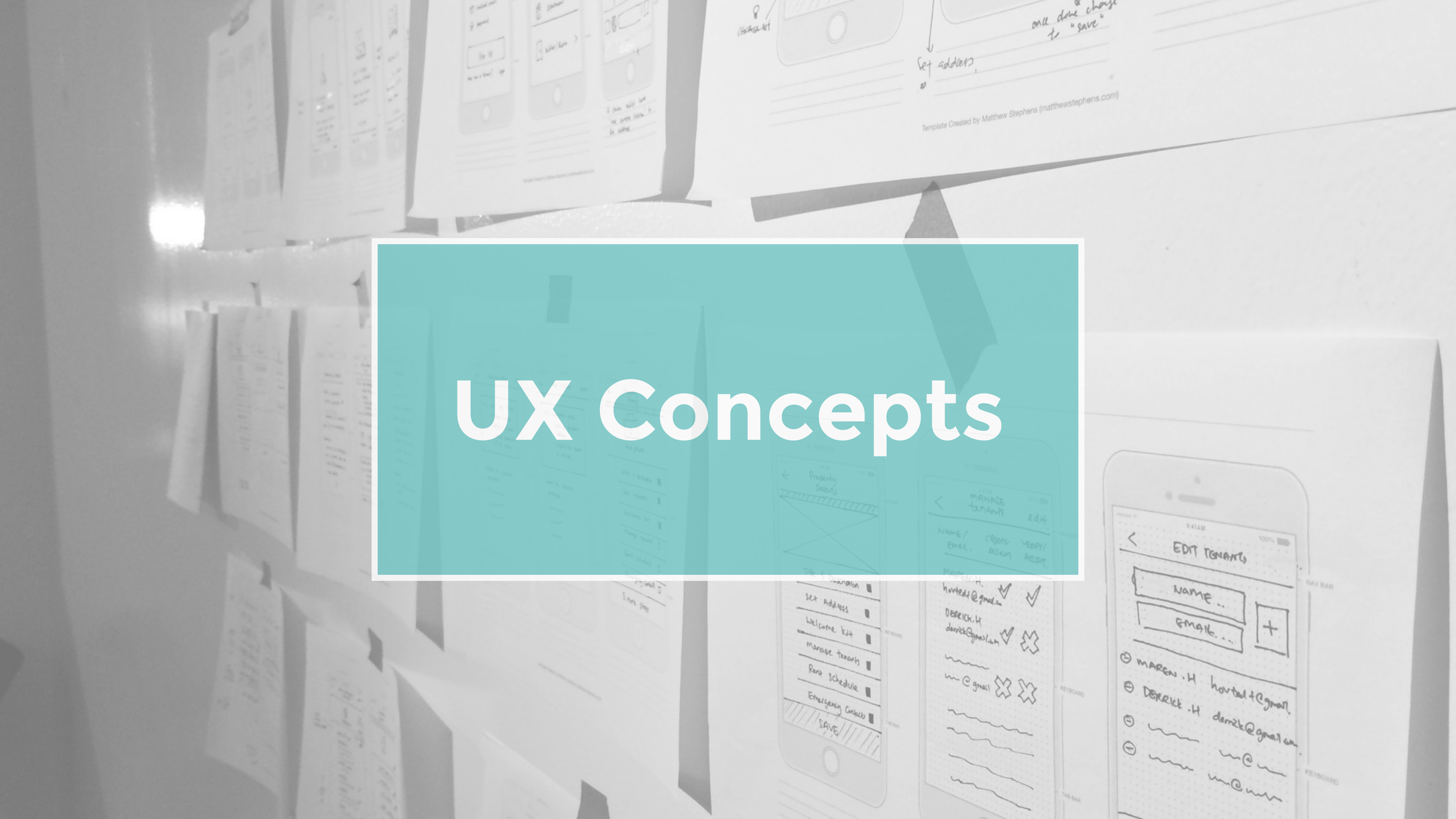
Users want help **addressing purchasing frustrations** (Wayfinding, selecting, deciding and paying).

Users want to be **treated differently** when flowing through the site.

Users want to **have a delightful experience across touch-points with the brand.**



UX Concepts

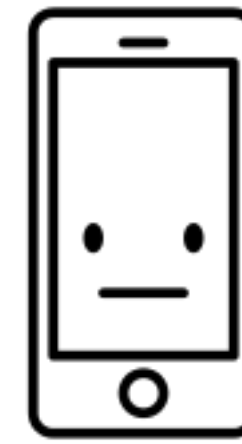
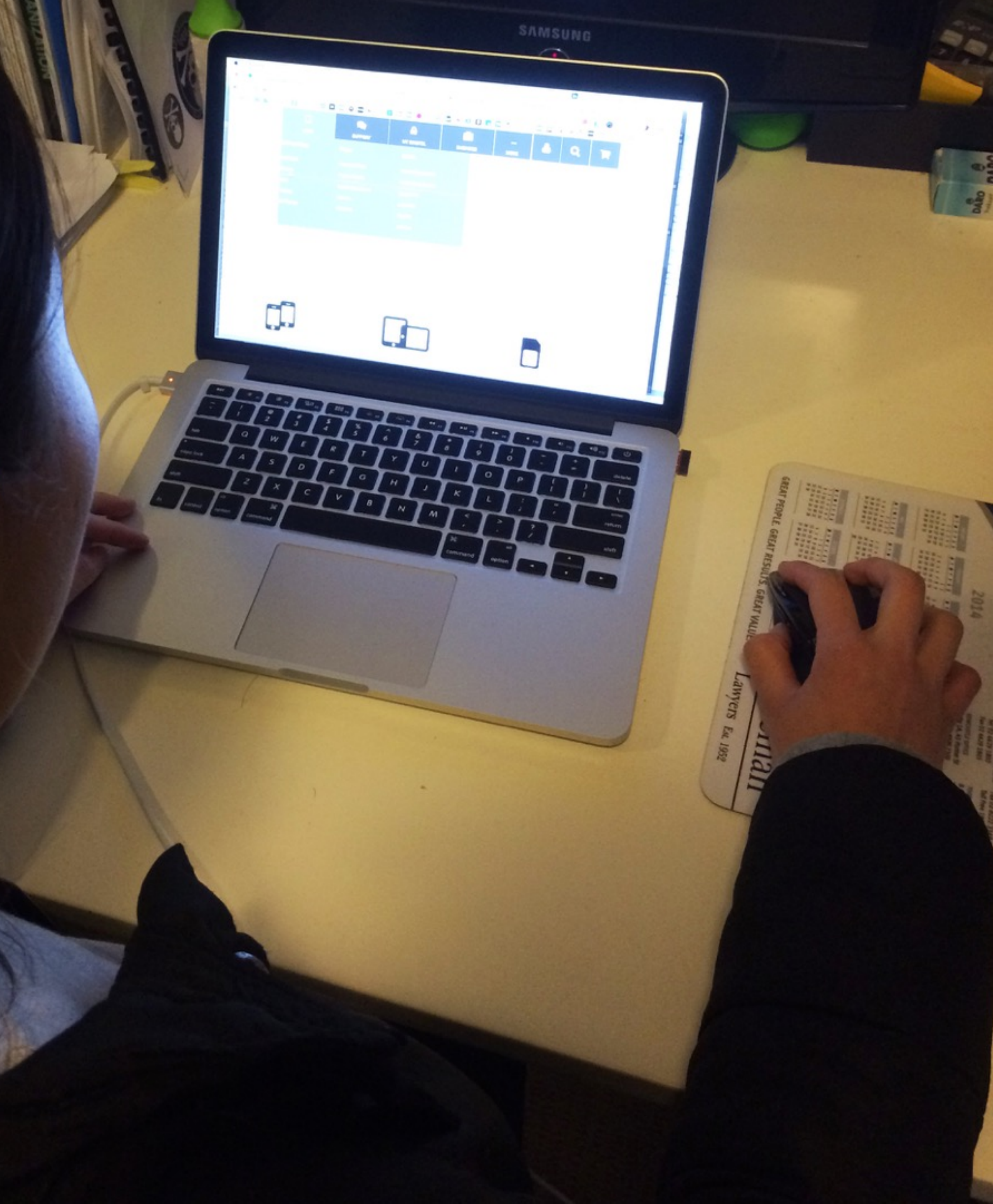


Prototype demo



A person is sitting at a wooden desk, using a laptop on the left and a smartphone on the right. A teal rectangular box with a white border is centered over the image, containing the text "User testing / validation" in white. In the background, there is a window with sheer curtains and two small glass containers on the desk.

User testing / validation



1. After add to cart there should be a continue shopping option.



1. I like the assistance methods are always on the top after i choose the phone and i can choose either live chat or call.
2. Directions are very clear, I won't get confuse which button I should click.
3. Shows the delivery time immediately after type in post code.



Thank you!
Questions?