



“My AT&T” Application Redesign
Design Strategy Feature Brief

Overview

This past fall we were tasked with the challenge of redesigning the AT&T mobile application. Over the past three months we've conducted research with users, found patterns in the collected data, executed several user tests, gone through design iterations, to finally deliver the best possible version of the application.

Within this document are the following sections so that you can fully comprehend the value the redesigned application delivers upon: our research findings, value promise, the strategic road map for releases, as well as a breakdown of all the final capabilities of the application.

Research Findings

Background: We spoke with users of the current application to gain an empathetic understanding of their experience. As we discussed their experiences, we began to find patterns in their behavior. Below are the three most common patterns that inhibit a beneficial relationship between the application and the user.

1. Customers only spend an extended period of time in the application if there is an issue with their account.
2. The lack of standardization of visual design within the application causes users to feel disjointed when navigating the application.
3. The diverse capabilities of the application are overshadowed by feelings of confusion and frustration.

The following pages go into more detail about each pattern.

Research Findings

1. Customers only spend an extended period of time in the application if there is an issue with their account.

Customers aren't wanting to spend more time than necessary within the application. They see the application and their relationship with it, as a business relation. The application is only there to facilitate the service needed, keeping their phone running. When more than the bare minimum of time is needed by the service, such as if a user needs to update account information. Then the users feels there has been a breakdown in the experience, since the user doesn't receive any value from the additional time spent in the application.

Research Findings

2. The lack of standardization of visual design within the application cause users to feel disjointed when navigating the application.

As customers navigate the application, there is no sense of cohesiveness in the visual design. For example there are different button styles, a lack of hierarchy on pages, alternative color patterns for pages, no clear "Logout button" and other discrepancies of style. The application uses jarringly different visual styles on each page, which cause customers to feel disjointed when working through a single action and ultimately frustrated by the lack of understanding they feel about the purpose of each page.

Research Findings

3. The diverse capabilities of the application are overshadowed by feelings of confusion and frustration.

The current application allows for a vast array of actions to take place, but these actions aren't used by customers. During our research, users only spoke of using the application in the following ways: paying a bill, setting up autopay, viewing data usage, or suspending a device. The other actions though offered by the application were never taken. Users said they preferred to speak with a sales representative rather than handle the action within the application itself. This makes these additional actions seem extemporaneous and pointless.

Aspirations for the Redesign

After completing our user research, we understood more of what users wanted for the application. With this knowledge we were able to establish aspirations for our redesign:

1. Our application should encourage autonomy within customers so that they can feel in control of their account and their service.
2. Our application should have a cohesive design so that users can more easily learn how to navigate through actions.
3. Our application should be easily absorbable and understandable so users don't feel restricted in their use.
4. Our application's language should be simple and comprehensible for all user levels, from novice to power.

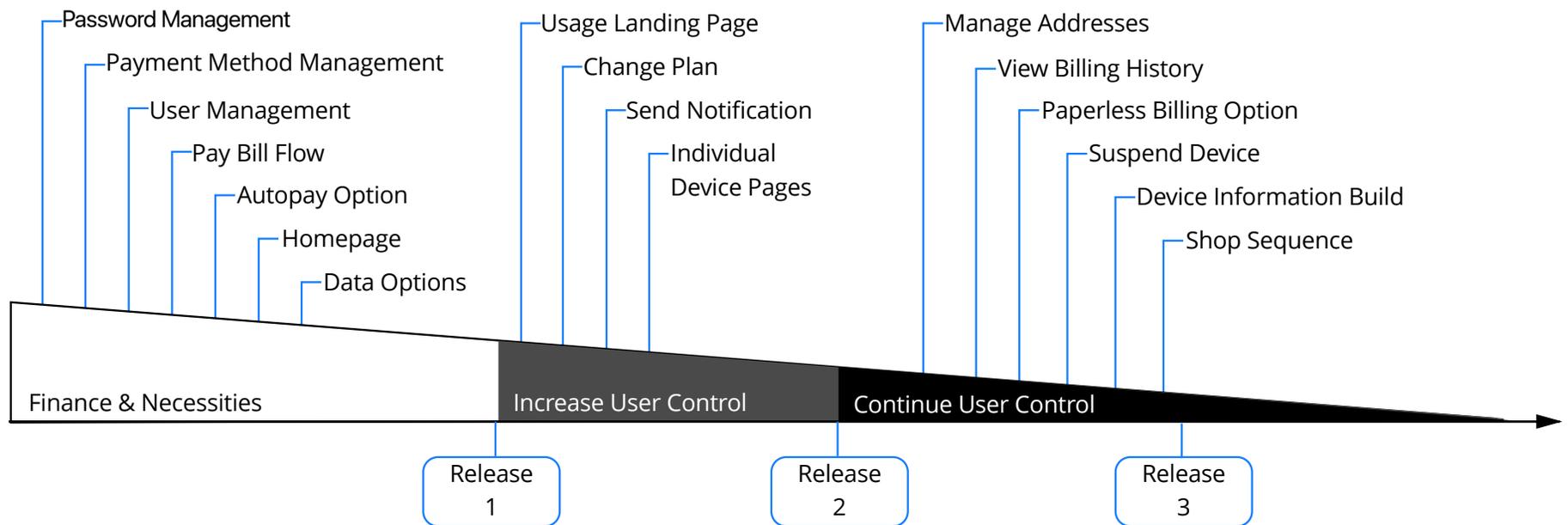
Value Promise

In addition to establishing aspiration for our design, we also set a value promise. This is an overarching goal the application should deliver upon.

We promise to expand customers' knowledge and use of the application, so that they can feel a sense of control over their account and service.

Strategic Road Map

Below is a map containing the development sequence for the capabilities, indication of significant releases, and finally the focus of each release. This will be used as a guide for when capabilities are developed and when they are released.



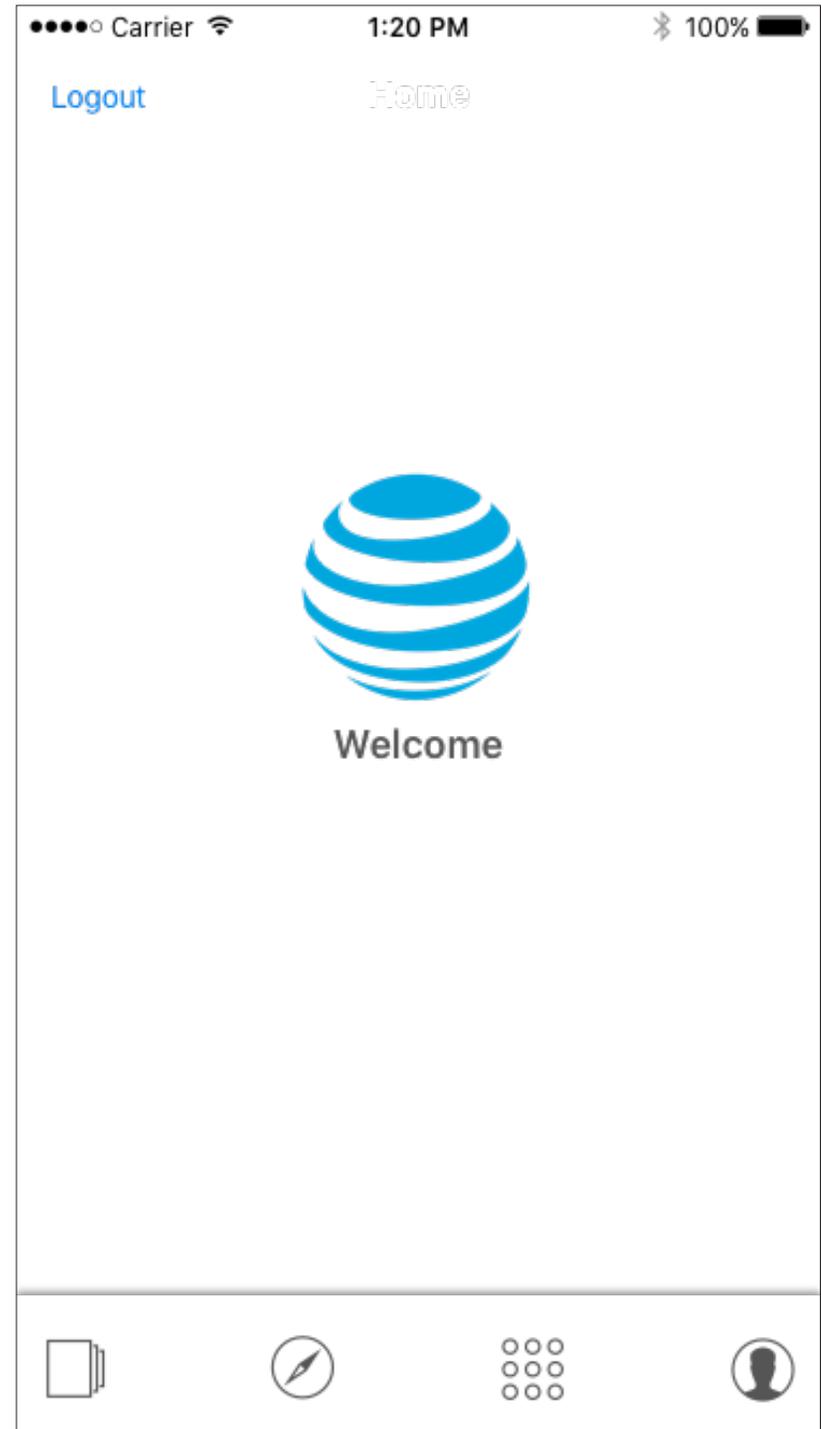
Capabilities

The following pages contain each of the capabilities with explanations on the design as well as the ability they grant the user. They are in order as they would appear within the application, Home, Billing, Usage, Devices then Account.

Home Screen

For the Home screen users can access all of the different facets of the application as well as logout. Each of the different sections of the application are easily accessible through the bottom navigation bar at the bottom. The four sections of this application are Billing, Usage, Devices and Account.

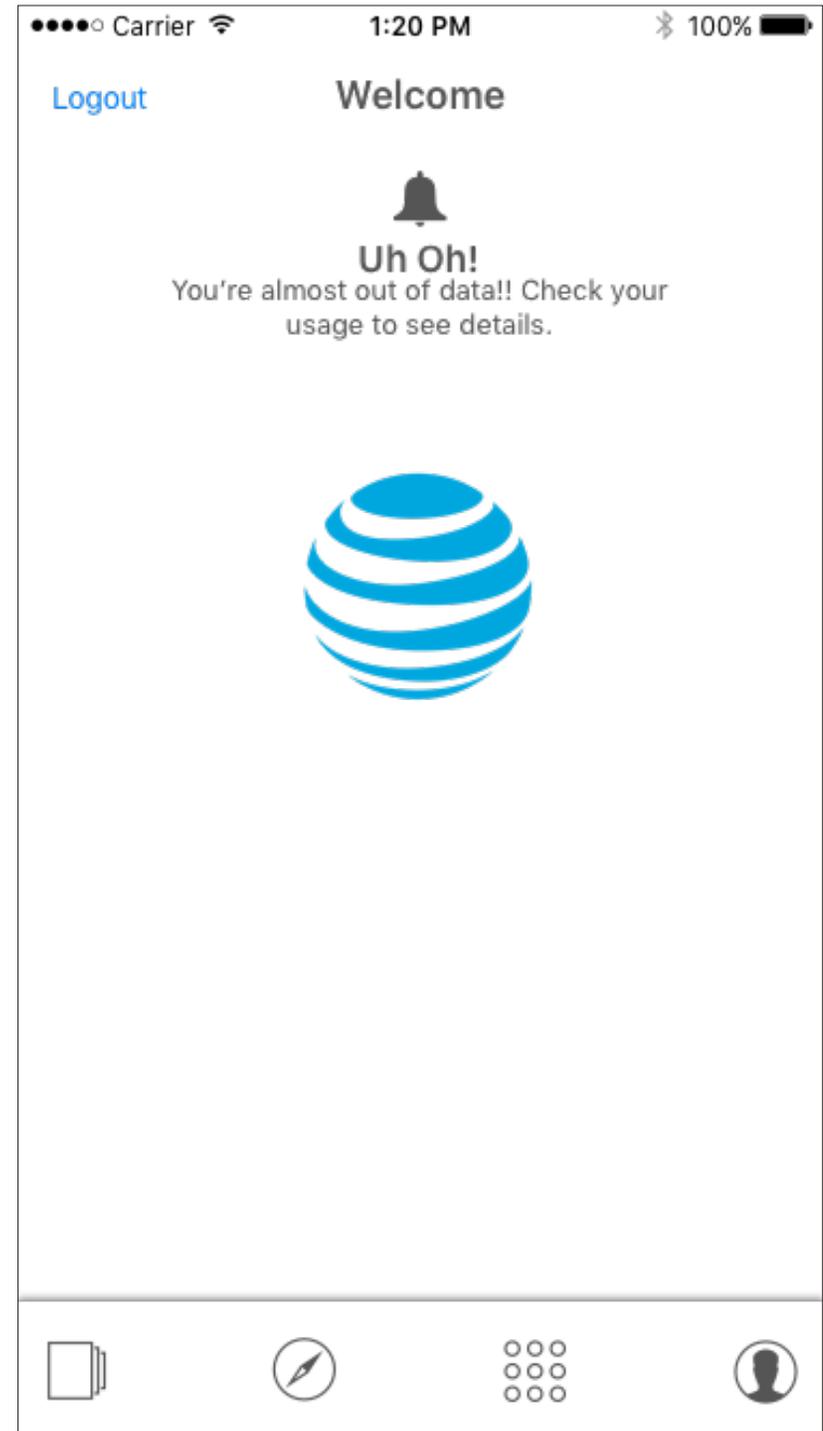
This allows for users to easily switch between different sections of the application, as well as to identify where they need to go in order to Logout of the application.



Home Screen Message

The home screen also has the ability to have immediate pop up messages for the users. The idea is that they would prevent the user from knowing they are at risk for additional charges on their account.

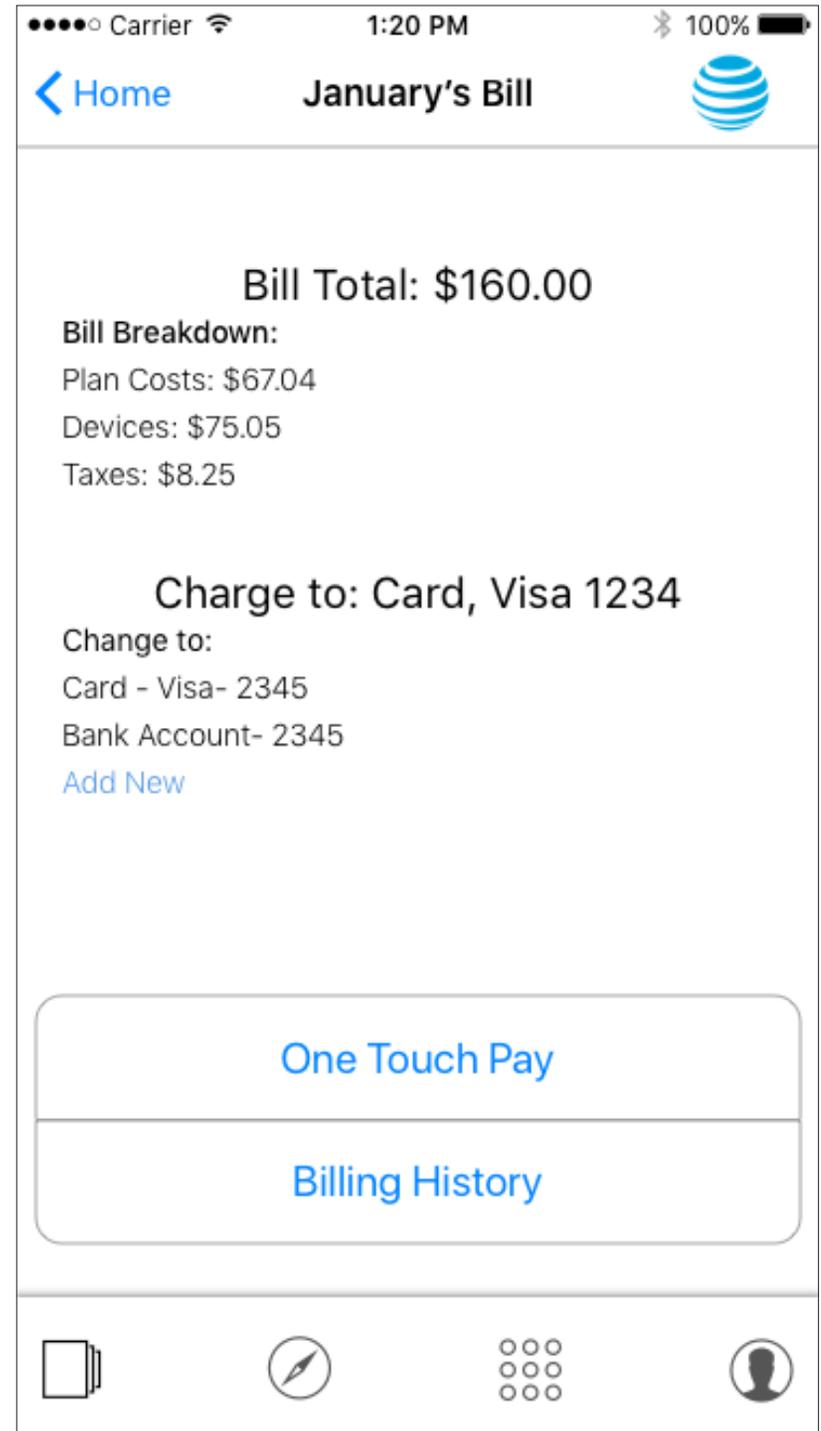
This allows the user to know in advance if their bill will be more than expected, and it gives them the opportunity to prevent that additional charge all together.



Pay Bill Flow

When a bill is due, this is the landing page for the “Billing” section. This screen allows for individuals to pay their monthly bill with one simple tap. On the screen itself is the bill total as well as the most frequently used payment method. The user can change the payment method used if needed, with a tap of the other options below.

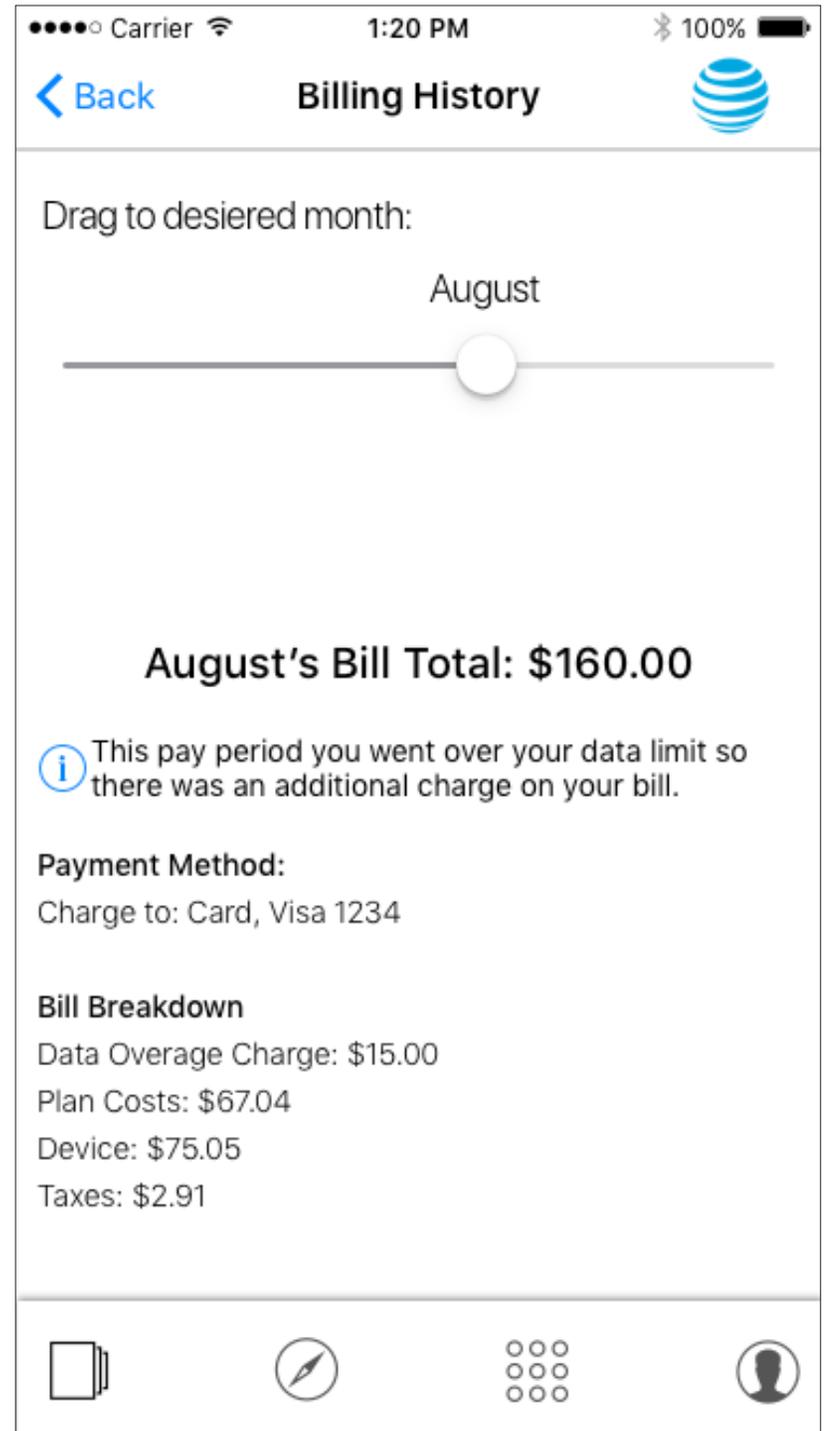
Since this action is done on at least a monthly basis, it needs to be a simple and effortless interaction. With the one touch, users can rapidly pay their bill and go back to their lives. If a user wants to change their payment method, this is also a simple switch, because again we want the interaction to be effortless.



View Billing History

This capability allows for the user to review their monthly bills for the past year. They're also shown the total paid, a bill breakdown, the payment method, and if needed an informative explanation of why the bill may have cost above average.

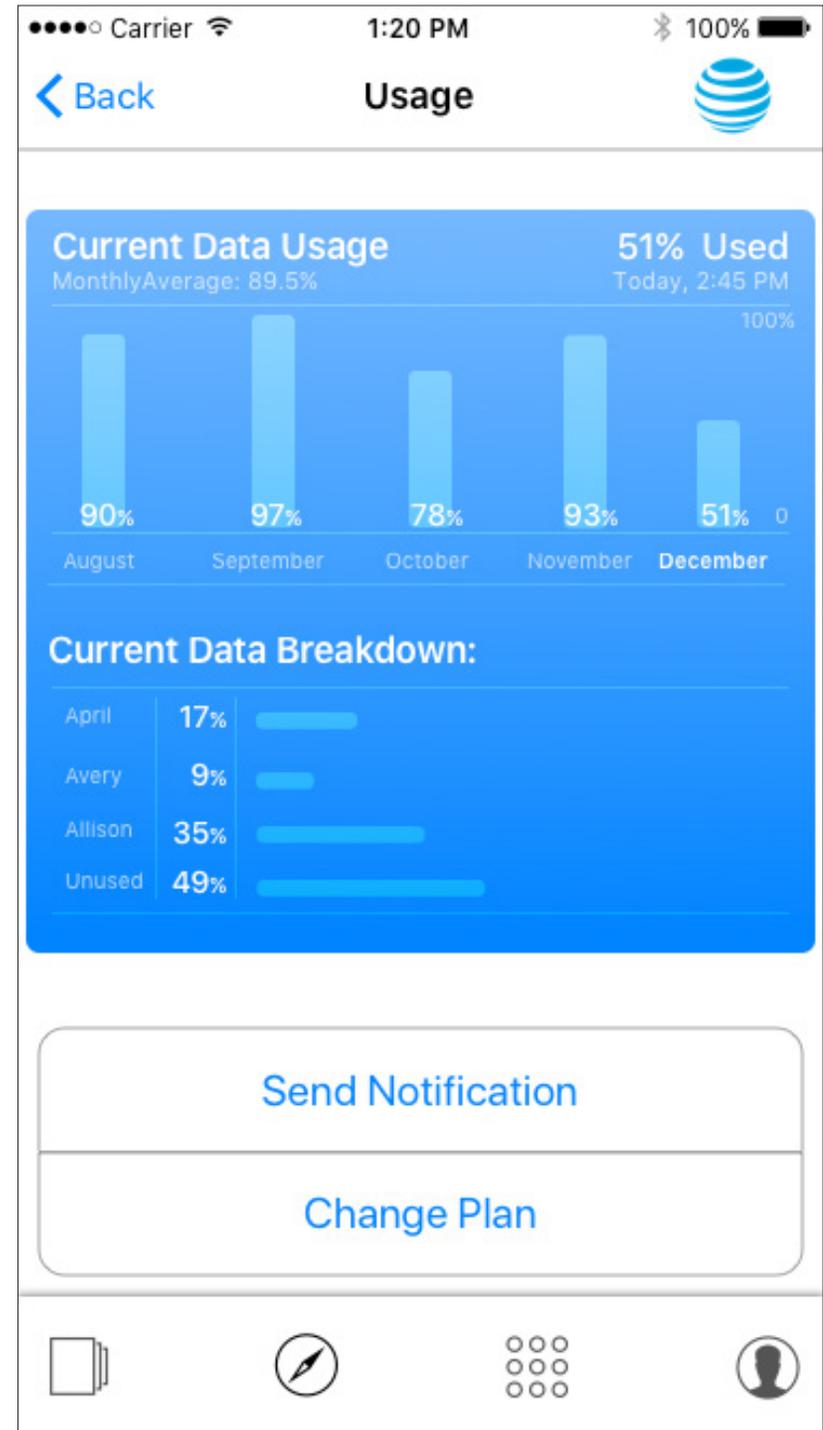
With this ability, a user can quickly reference a previous bill and find out important information about the bill. They also can rapidly review any causes of monthly overages. This allows the user to understand their own habits and set a plan that is aligned with those habits.



Data Options

On this page a user is able to view two different data display options. Both display patterns of data usage, but with two different perspectives. The first is a customer's monthly usage for the past four months, with the current data usage in the final space. Then below is a breakdown of their current usage by user, there is also a "unused" category. This is also the landing page for the "Usage" section for the application.

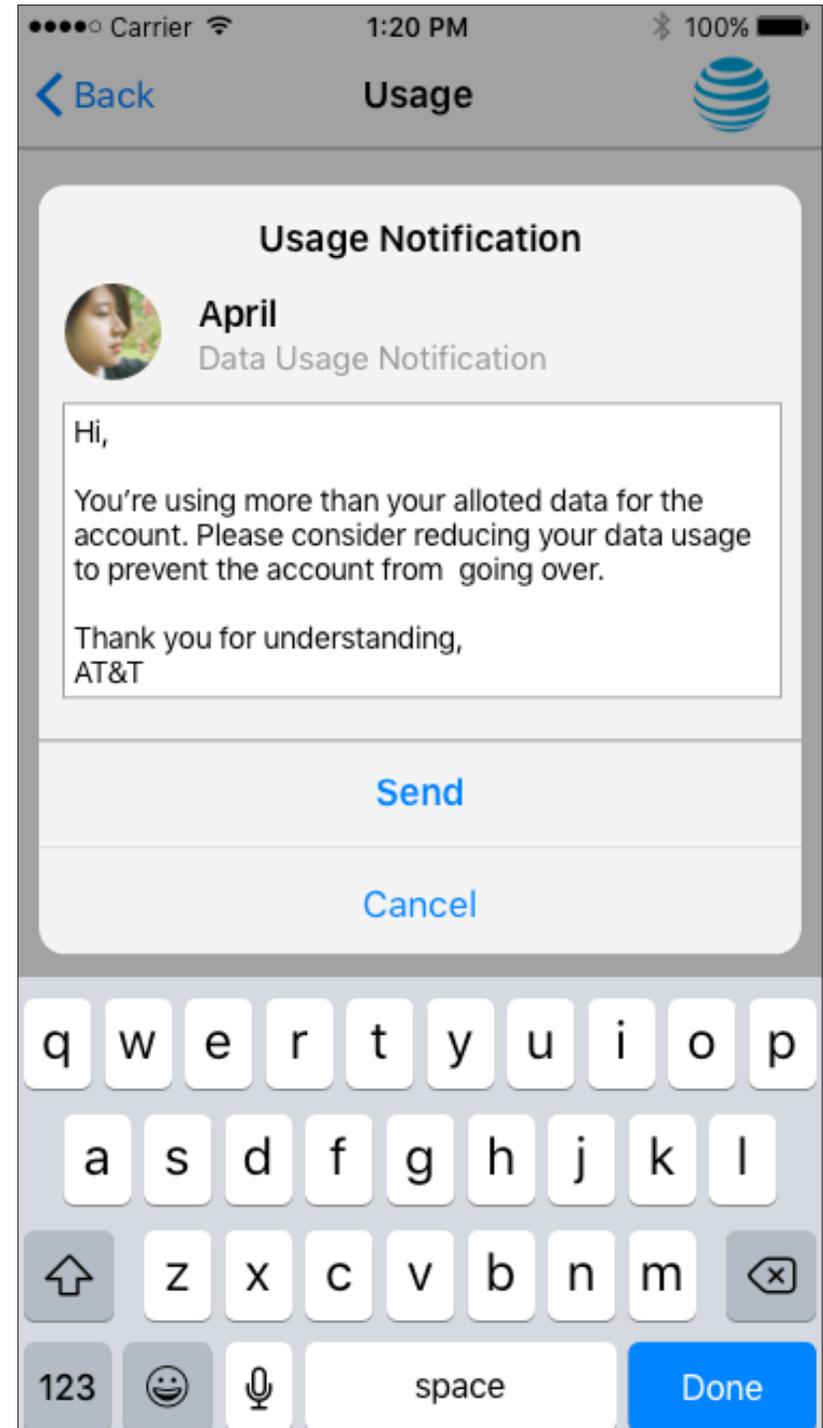
When a user needs to review their usage, they're mostly likely worried about the deal they're getting on data or the potential of being charged with overages. They want to make sure they are getting the maximum amount of data from their plan without running a risk of going over. That is why with the two different views the user has the ability to know if they're using enough of their data to rationalize the amount they pay and so they can review if the account is on track to perform as well as expect.



Sending Usage Notifications

On this page users can send notifications to other members of their account in regard to their data usage. The intention for this to be a non confrontational way to get another account member to reduce their data usage. The message is constructed automatically for the person sending the notification, and the sign off is "AT&T" to mitigate any negative feelings between account members.

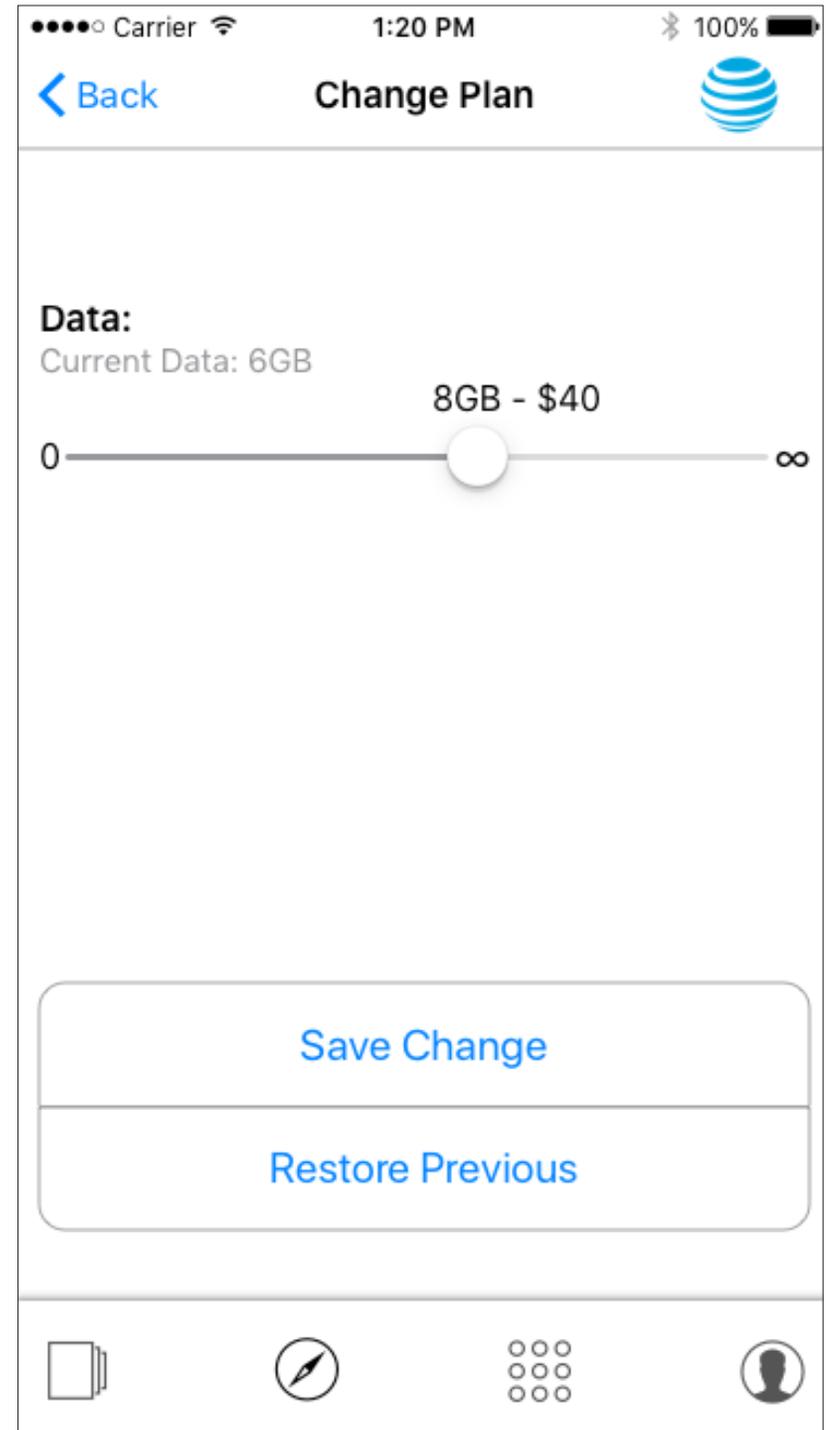
This feature gives users the ability to prevent data charges, by allowing the users to change their behavior before the data is used.



Change Plan

This feature allows for a user to change their data amount on their own. The slider shows the users, in real time, the different costs associated with the different GB amounts. If they decide to go back to their original data amount, there is a "Restore Previous" button at the bottom.

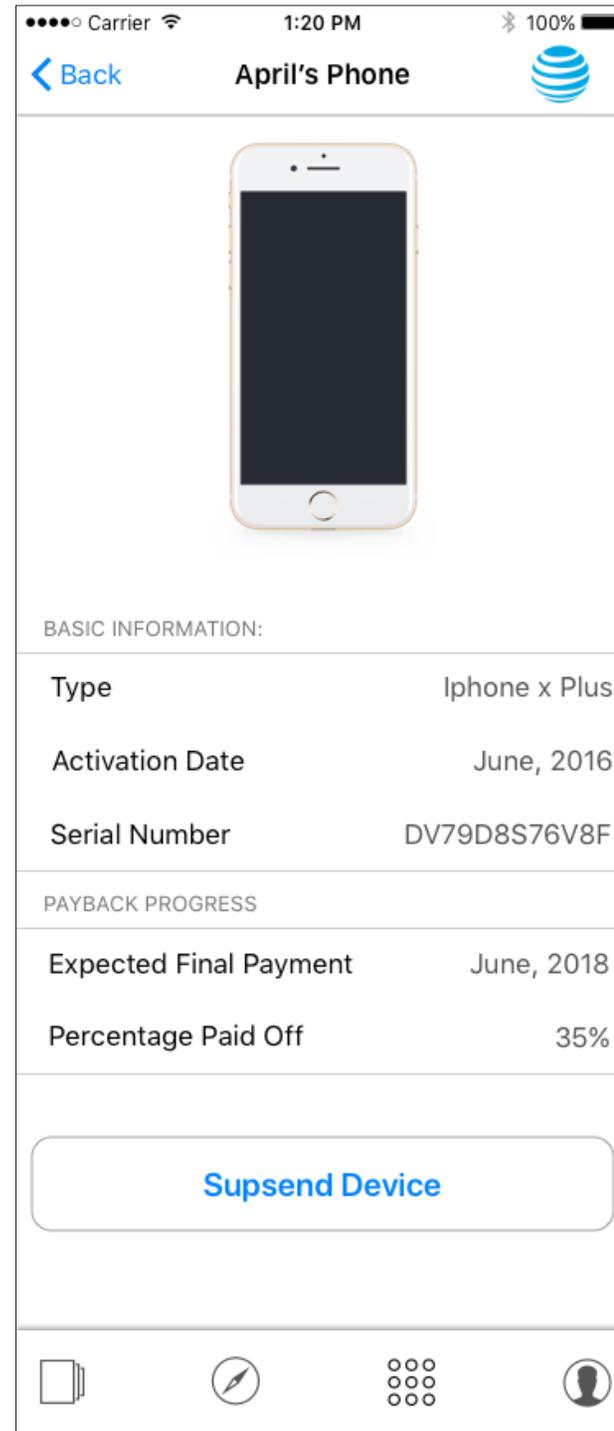
With data amount being so crucial to a user's experience, the control of this aspect of their plan is crucial in building autonomy over their own account. It also shows the company as trusting the customers with this ability, when previously it wasn't something customers had control over.



Individual Device Pages

This page allows for the following aspects of a user's device to be displayed: Type of device, when the device became activated, and the device's serial number. Then the screen continues to display information about the payback process, it shows when the expected final payment is, and the percentage of the phone that has currently been paid off.

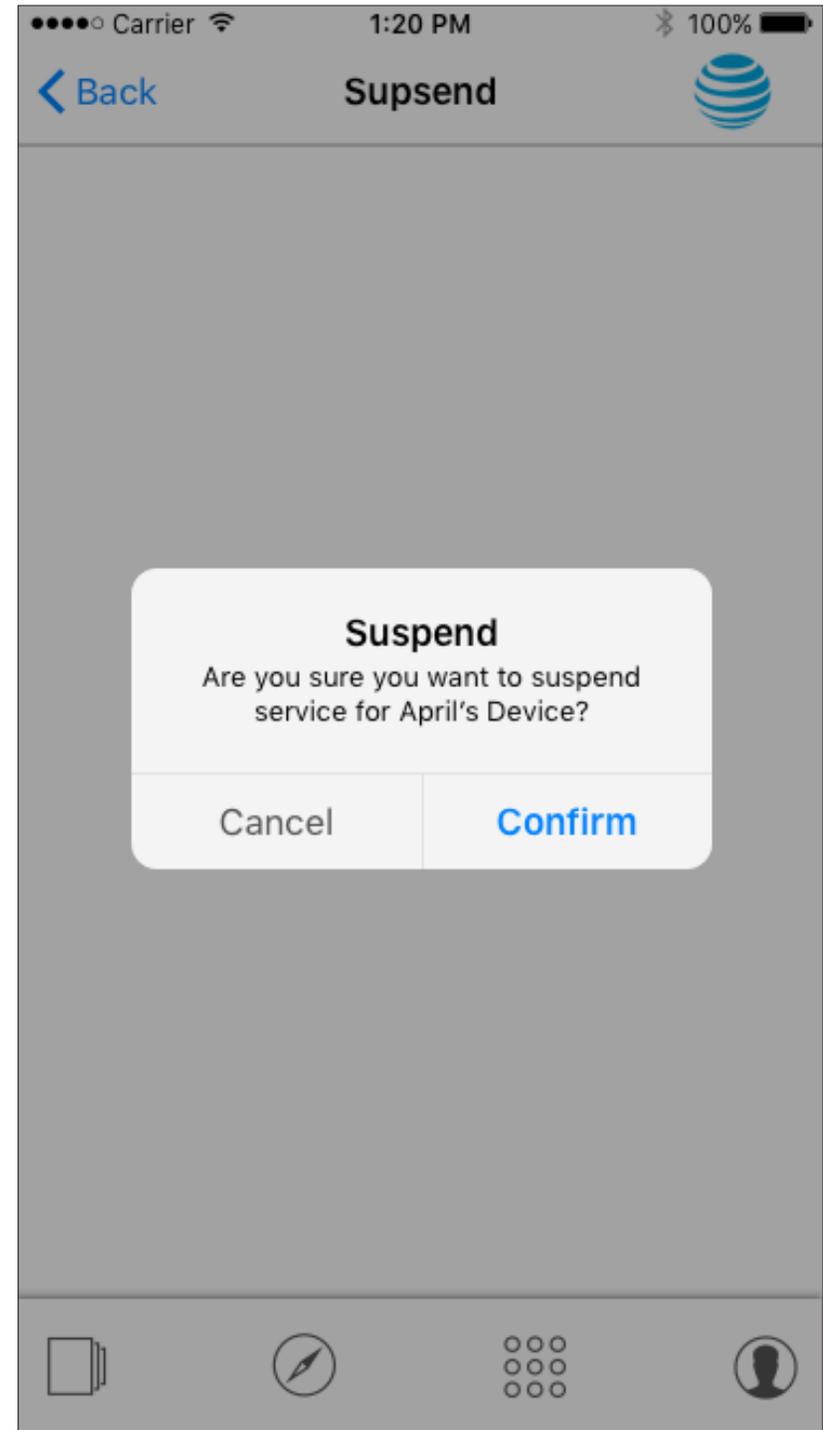
This page has been set up to allow a user to review basic information about their phone with little to no searching. The information is easily accessible as well as clearly displayed. The "Payback Progress" of this page allows for more transparency to be established between the user and the company. By showing this information the user knows when they should buy a new phone or when the device's costs will no longer going to be applied to their bill.



Suspending Device

The capability to suspend a phone is first established in the Device's landing as a button at the bottom. This lets a user suspend cellular service to any phone on their account. Additionally if service is needed, this is where the "Active" button is.

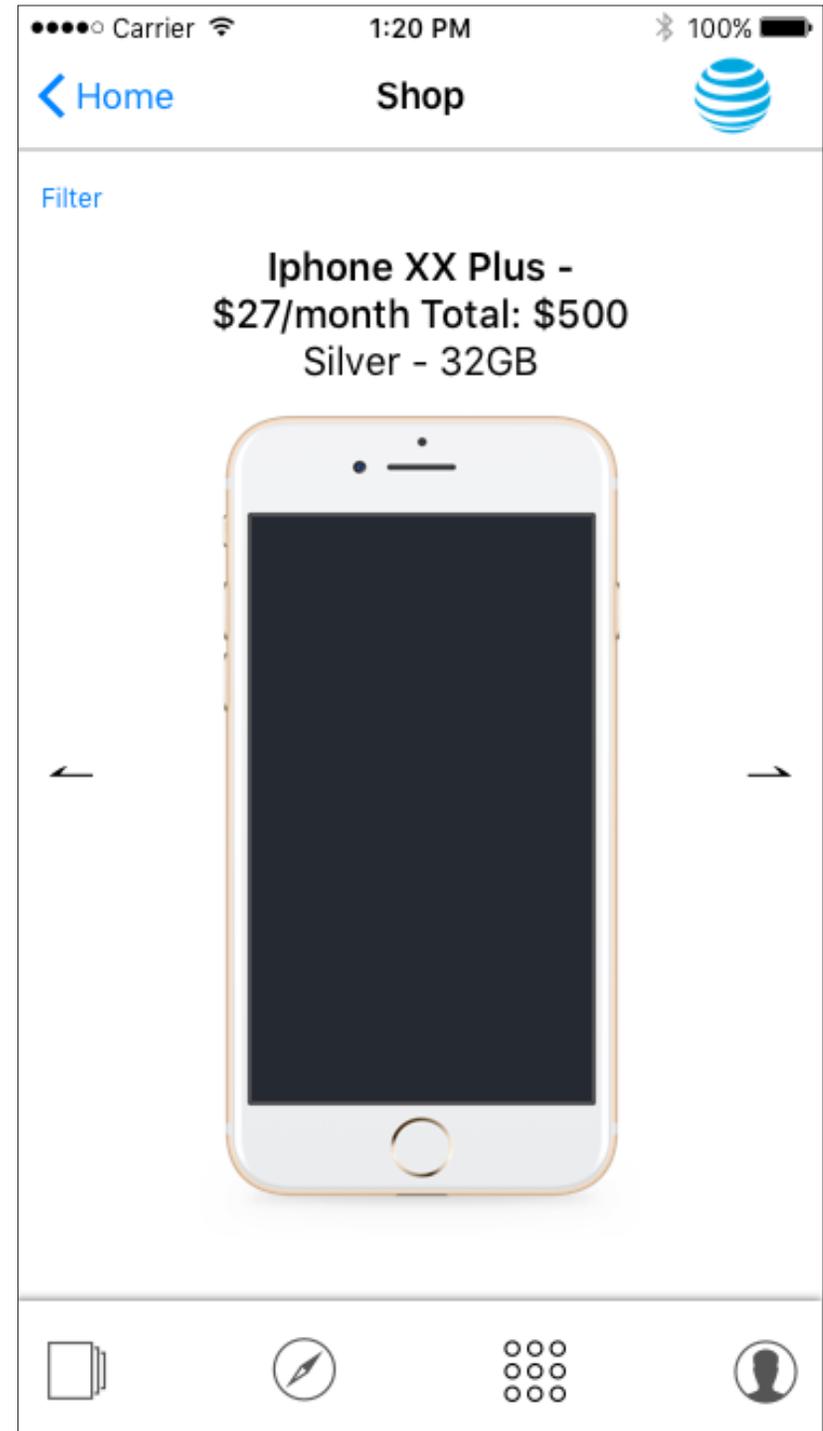
This was a capability that was frequently discussed during the research phase. Users gain a sense of relief when they can turn off the service in their phone if it's an emergency situation. Much like when a customer can suspend a lost credit card.



Shop Sequence

On the application a user can shop for a new device. This is the landing page for the capability, it contains a carousel of the various phone options that are available on the application. An example of “various phone options” is color, memory, size, etc. The price is also included on this page, both the full price of the phone as well as the monthly bill’s costs. These pieces are included so when the customer decides to purchase, its a simple check out process. The only additional steps are to select the payment method and the shipping location. It also contains a filter capability in case the full list is too overwhelming.

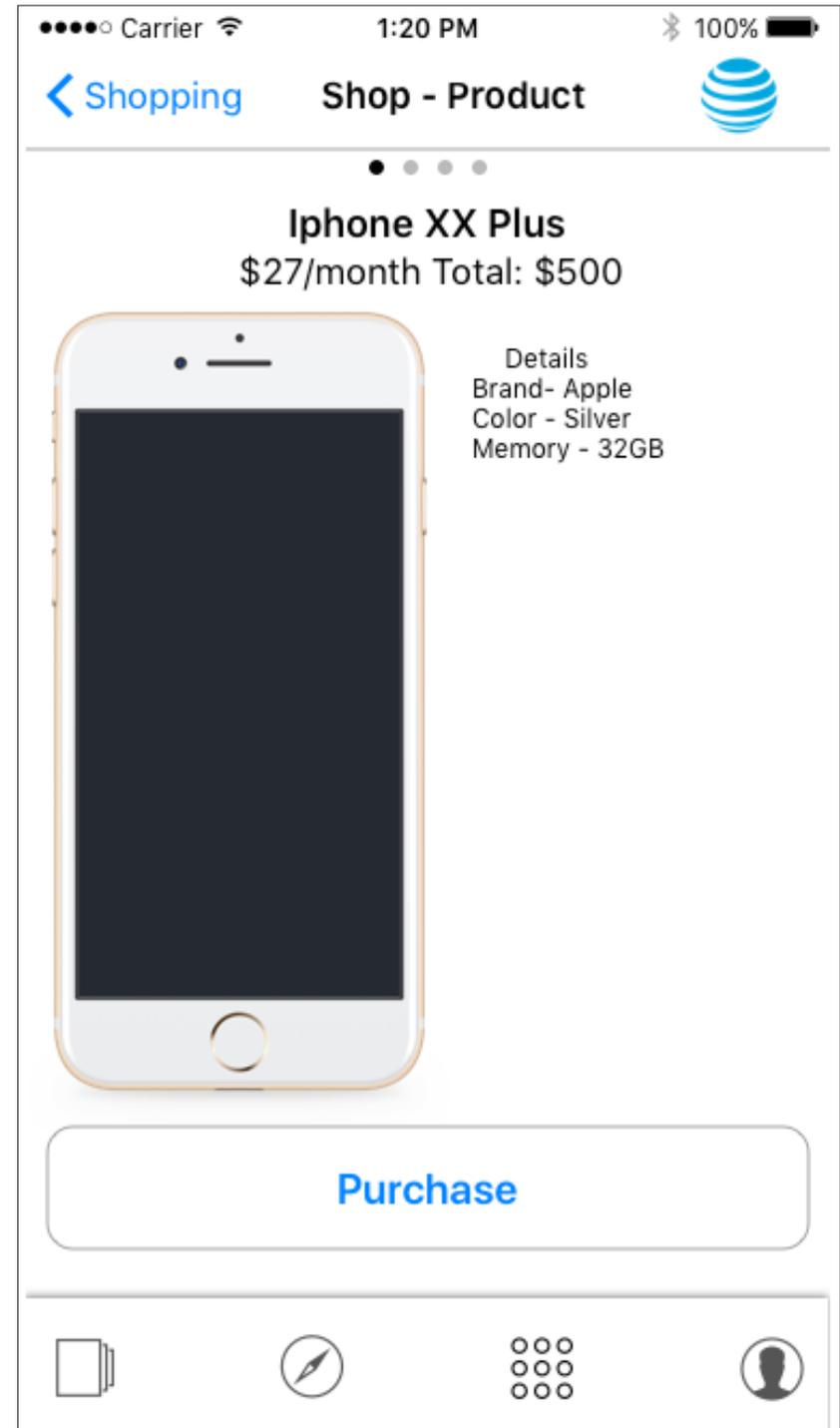
This was included so that customers can purchase a phone at their own leisure. It would allow for users to skip shopping at a store as well as the wait for a ‘up-grade’.



Shop Sequence

Just like in most online shopping experiences, this application contains a page for a single product review. This includes: brand, color, size, memory. This is also where customers begin the purchasing process.

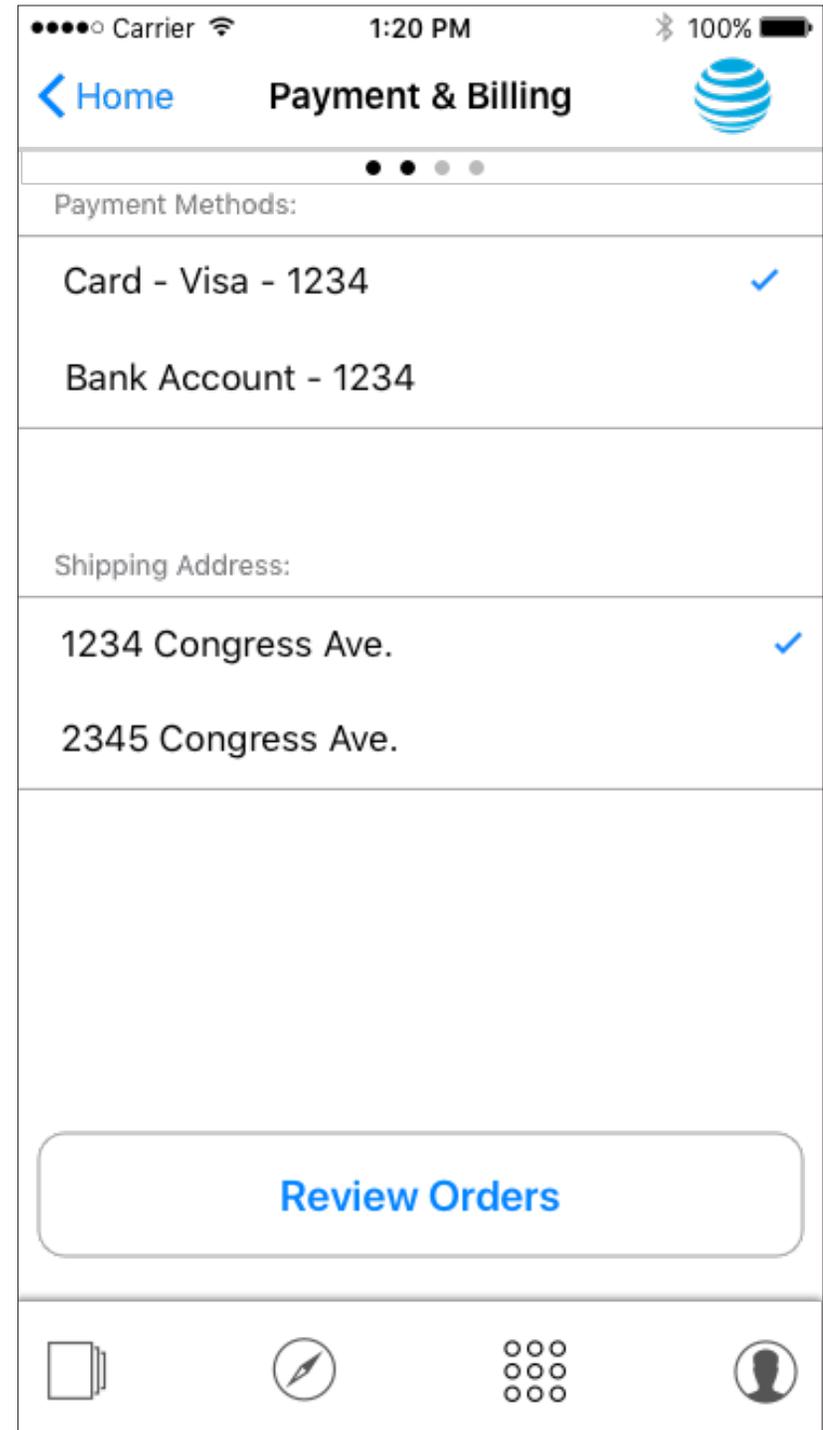
This gives users the ability to review the finer details of a product, while only minimally interrupting their shopping. The additional details help users make the most informed decision for their purchase.



Shop Sequence

Continuing the shopping experience, a user must review and confirm which payment method as well as shipping address is going to be used for the order. Both of these pieces will have preselected the most commonly used options, but the user just needs to tap to select another option.

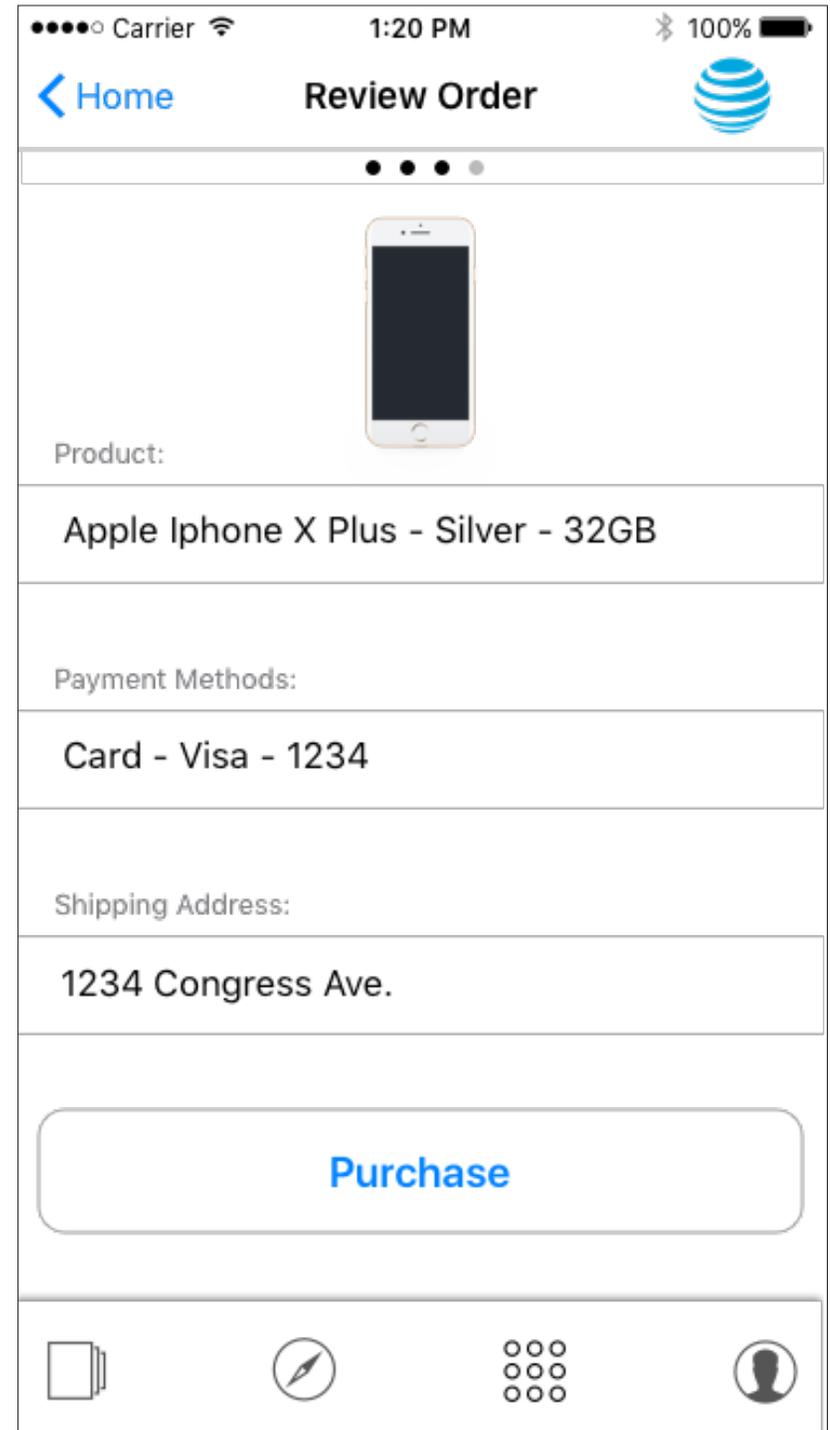
This reassures the client that they control where the product is shipped and how it is paid for, two key aspects to any purchase.



Shop Sequence

This screen contains all the key information of the purchase to be quickly reviewed and then finalized. These key pieces include: the product, the payment method and the shipping address.

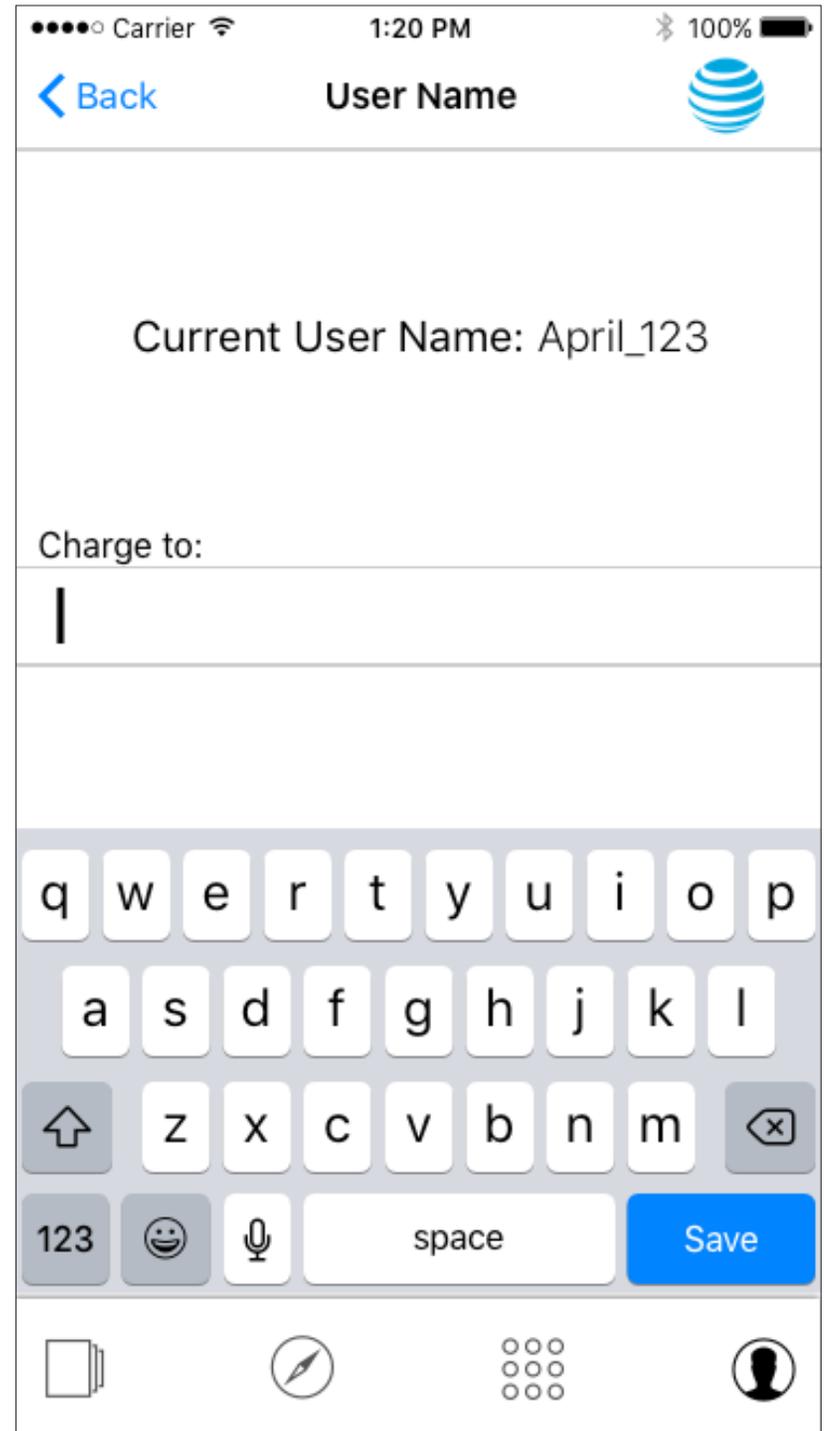
This is the place where the user can confirm all that is about to be purchased, it takes the mental memory off of the user and instead puts it on the application.



User Management

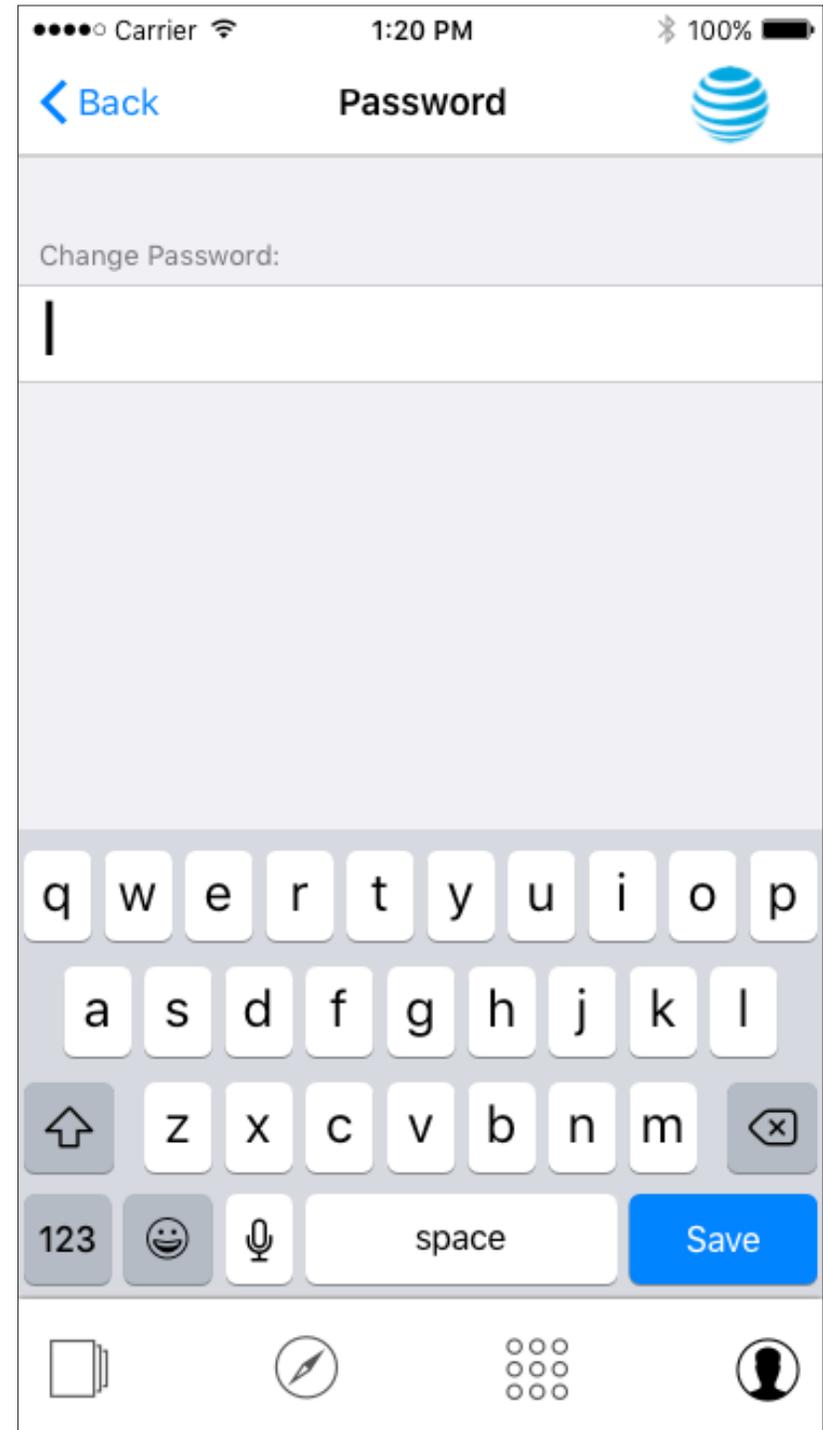
Under the Account section of the application, the customer is able to change their user name for their login. It displays the customer's current user name as a reference.

By allowing customers to change their user names, they're able to personalize the login experience and even beyond that to the full account service.



Password Management

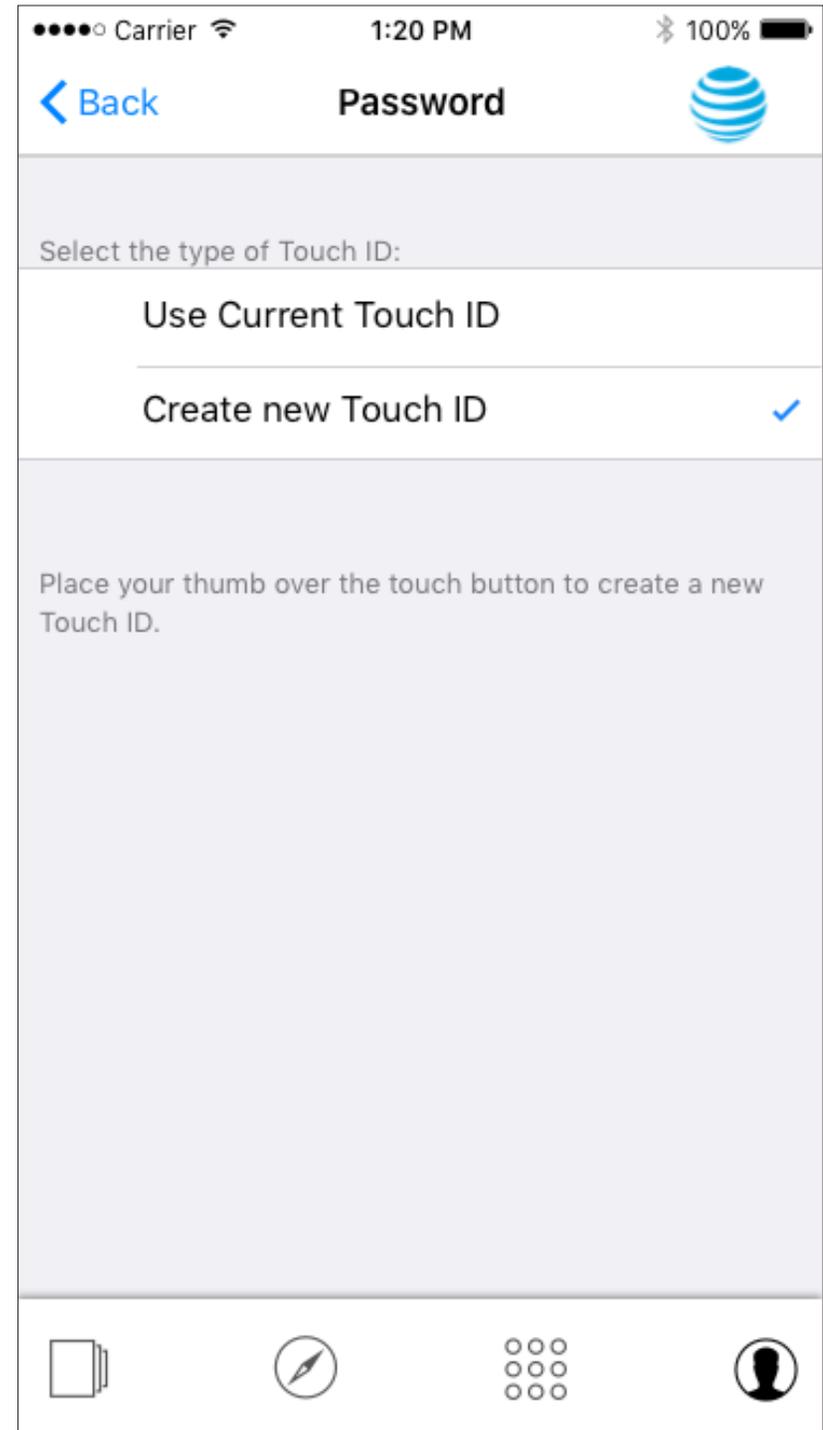
This action gives users the ability to change their password. This is a standard action so customers feel the application is safe. The page is structured with just the one action of typing in the new password and saving it.



Password Management

One of the capabilities of this application is that the users can change their password to be their Touch ID. It can either be preexisting Touch ID information, or the user can create a new Touch ID.

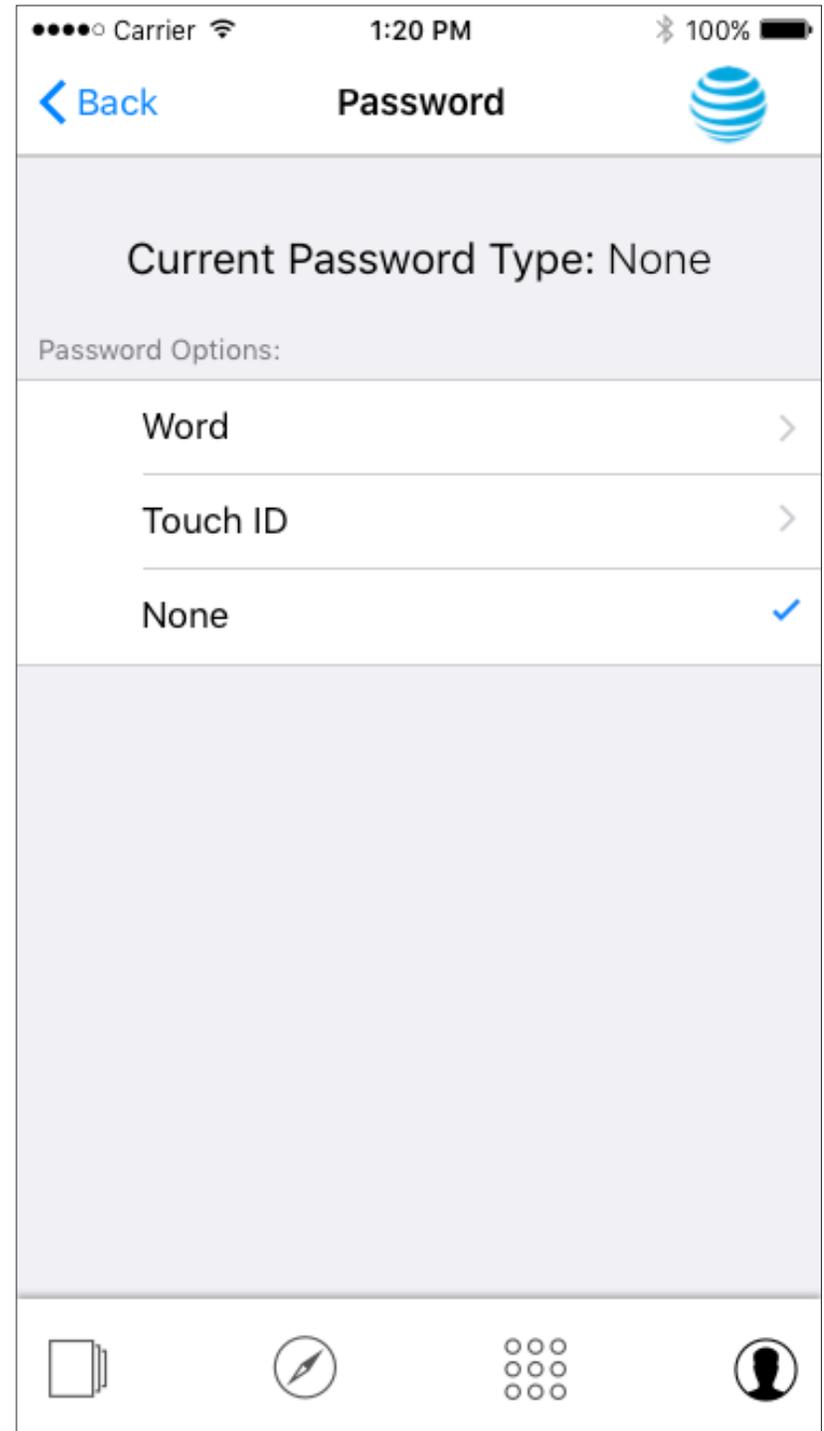
This was included in the application so that users didn't feel the need to remember yet another password. The Touch ID is faster than typing in a password and it requires practically no memory. This takes the mental memory off of the user's mind and on to the application.



Password Management

Here is a screen listing the available password options. One of the options is to opt out of having a password at all.

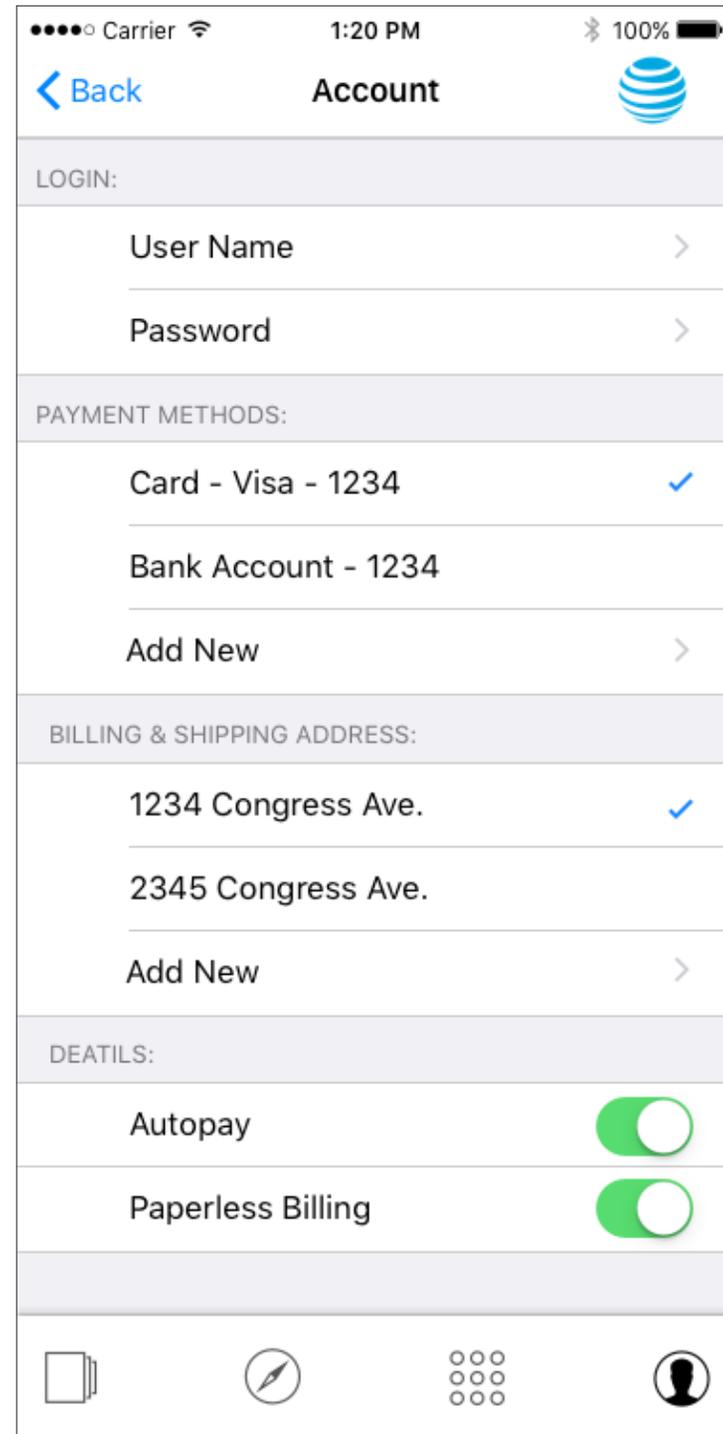
The idea is that this enhances the users experience since they don't need to hassle with the remembering of passwords or ID prints. Though they know it's still a secure application.



Payment Methods Management

Part of the Account Landing page is also a payment method management section. Under the "Payment Methods" area, a user can easily review their methods, as well as remove any that are unwanted or unusable.

Giving users the ability to manage their own finances is key to gaining trust between the user and the application, even between user and company. The application encourages this management transparently, so that the user feels in control of their finances.



Payment Methods Management

Continuing with payment method management, on this screen clients are able to add three different payment methods: cards, bank accounts, or Paypal accounts. Once the user taps "Save" the new payment method is automatically added to their list on the landing page.

As stated previously, payment management is key to users, it gives them control. The application needs to accept a variety of payment methods though, so that users aren't inhibited. The ability to manage which payment methods are saved, added and removed; give users greater control over their finances.

Carrier 1:20 PM 100%

[Back](#) Payment Methods

Card:

Name on Card

Card Number

Expiration Date CVV

Bank Account:

Name on Account

Account Number

Routing Number

PayPal:

Email

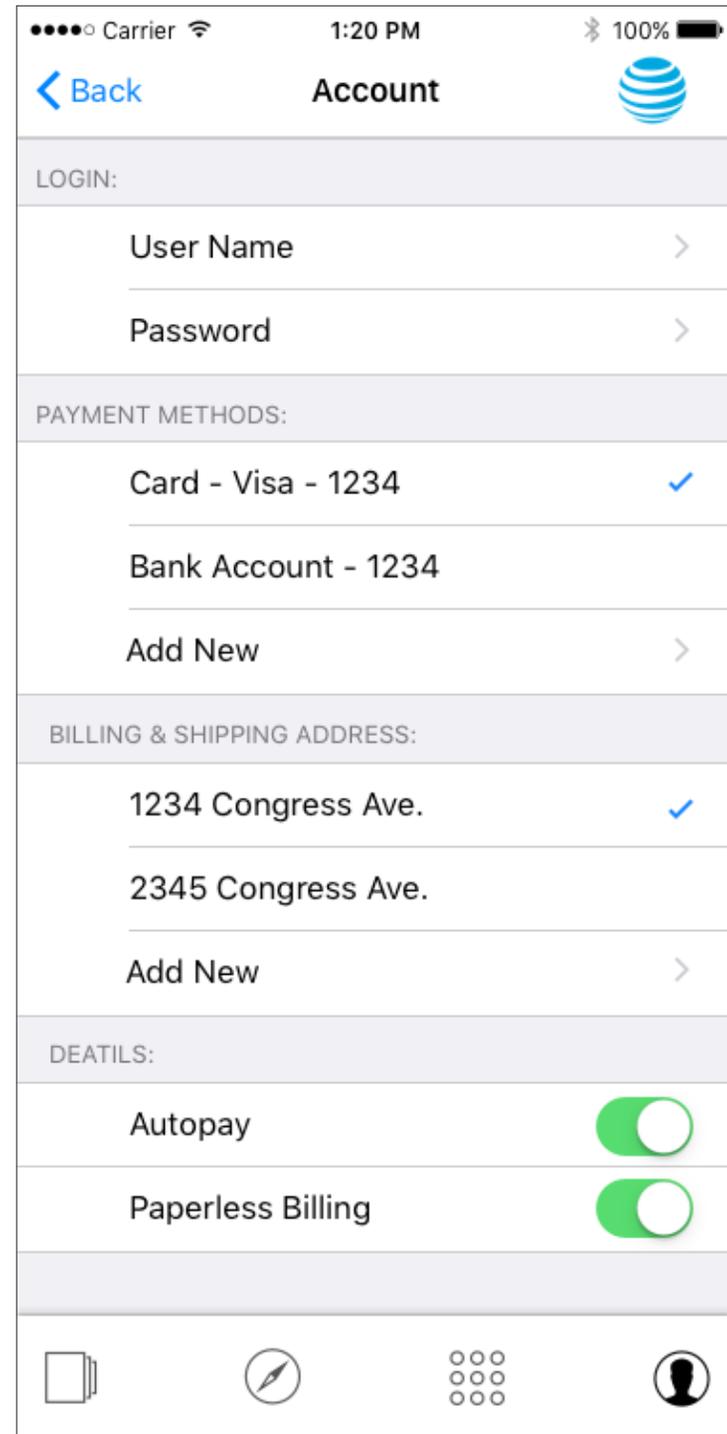
Account Number

Save

Manage Addresses

Similar to the payment method management abilities, addresses can be removed and reviewed at any time.

By allowing a user to have multiple addresses tied to one account, a user feels an authentic control over their account.



Manage Addresses

Under “Shipping and Billing Addresses” on the Account’s Landing page, there is an “Add New” section. Here a user has the ability to add new addresses to their account.

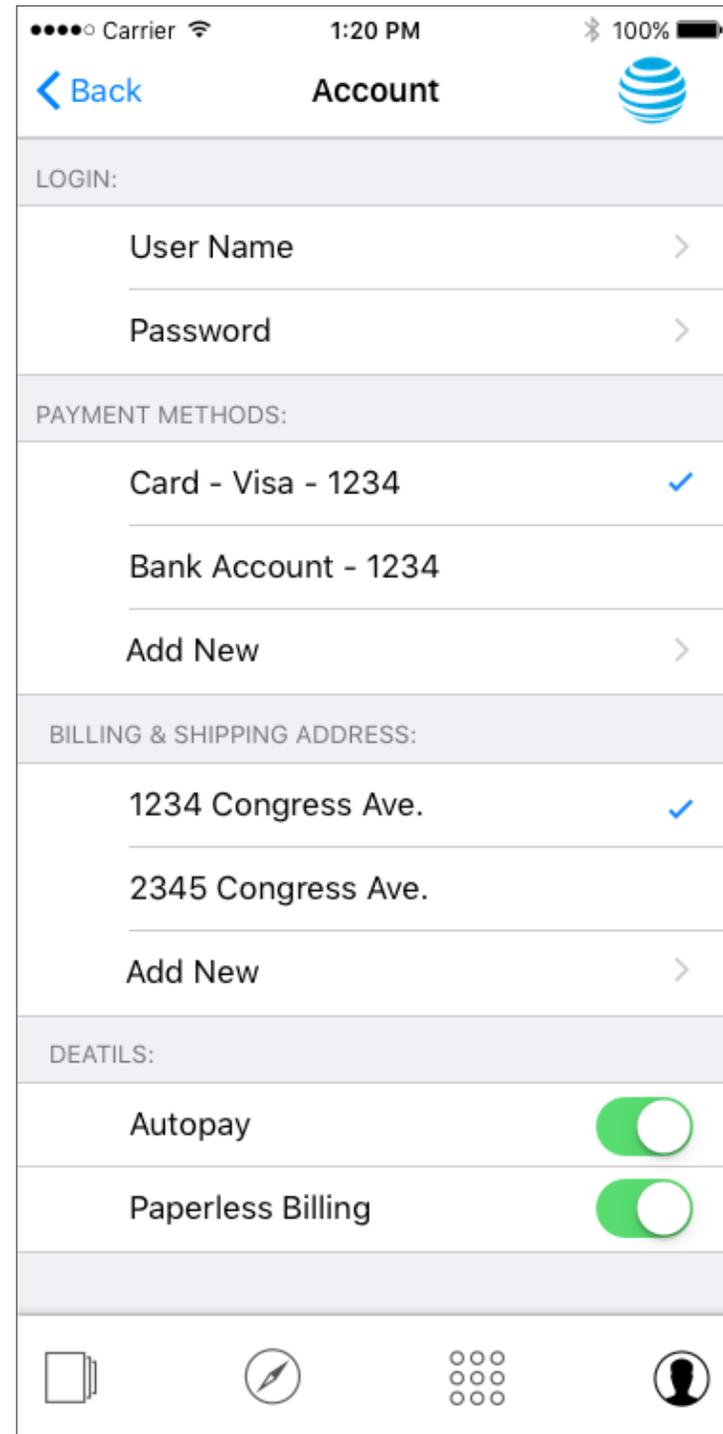
Giving users this option has a sense of convenience to it, since users aren’t confined to one address.

The screenshot shows a mobile application interface for adding a new address. At the top, the status bar displays 'Carrier', signal strength, '1:20 PM', and '100%' battery. The app header includes a blue back arrow, the title 'Addresses', and the AT&T logo. Below the header is a form with the following fields: 'Address:', 'Address', 'Apt.', 'City', 'State', and 'Zip Code'. A large white button with the text 'Save' is positioned at the bottom of the form. The bottom of the screen features a navigation bar with four icons: a document, a compass, a grid of dots, and a person silhouette.

Autopay

In the Account section of the application, at the bottom there are two options for the user to turn on or off, the Autopay and Paperless billing. If a user decides to turn on Autopay, there is a standard pop up prompting the user to select which payment method to keep on record.

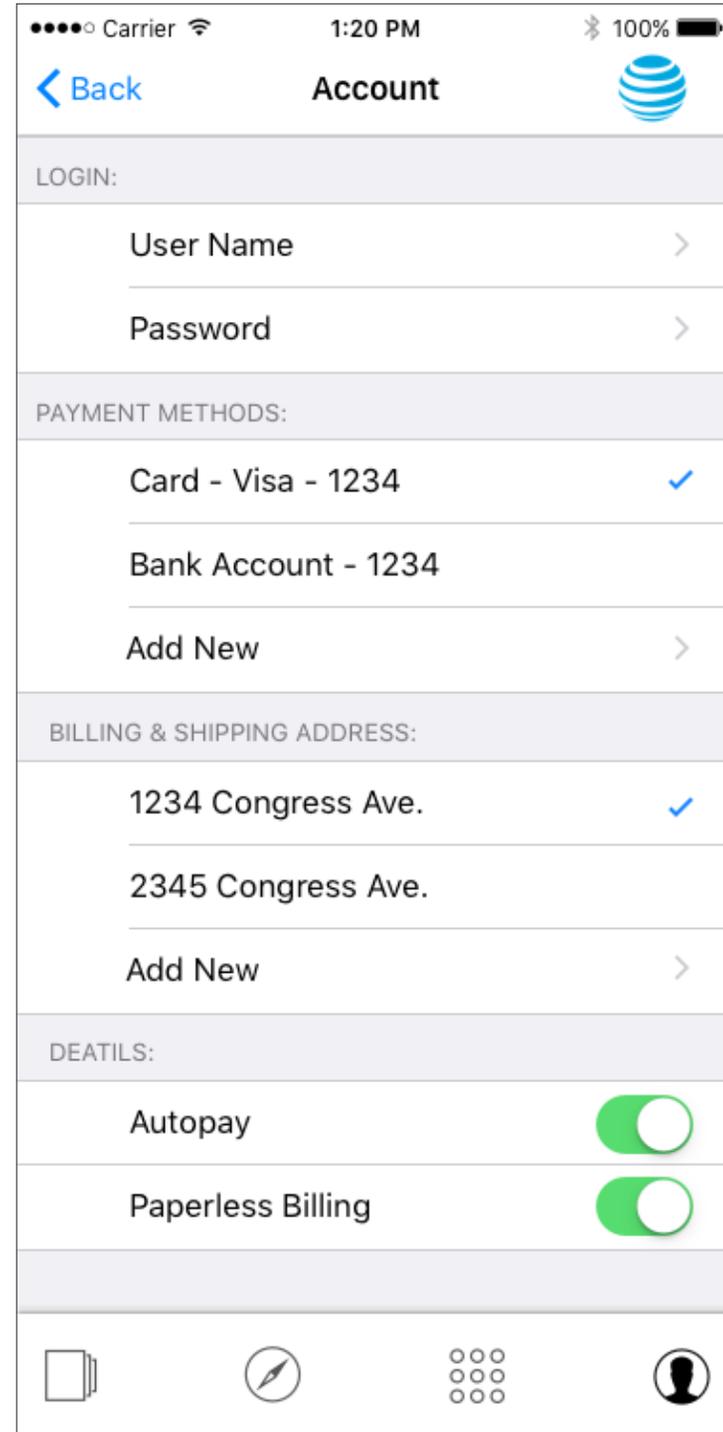
This capability allows for a user trust that they no longer need to worry about this bill. It again takes the workload off of the user and applies it to the application.



Paperless Billing

This feature is again located on the Account's section, it allows for a user to opt out of receiving paper bills in the mail.

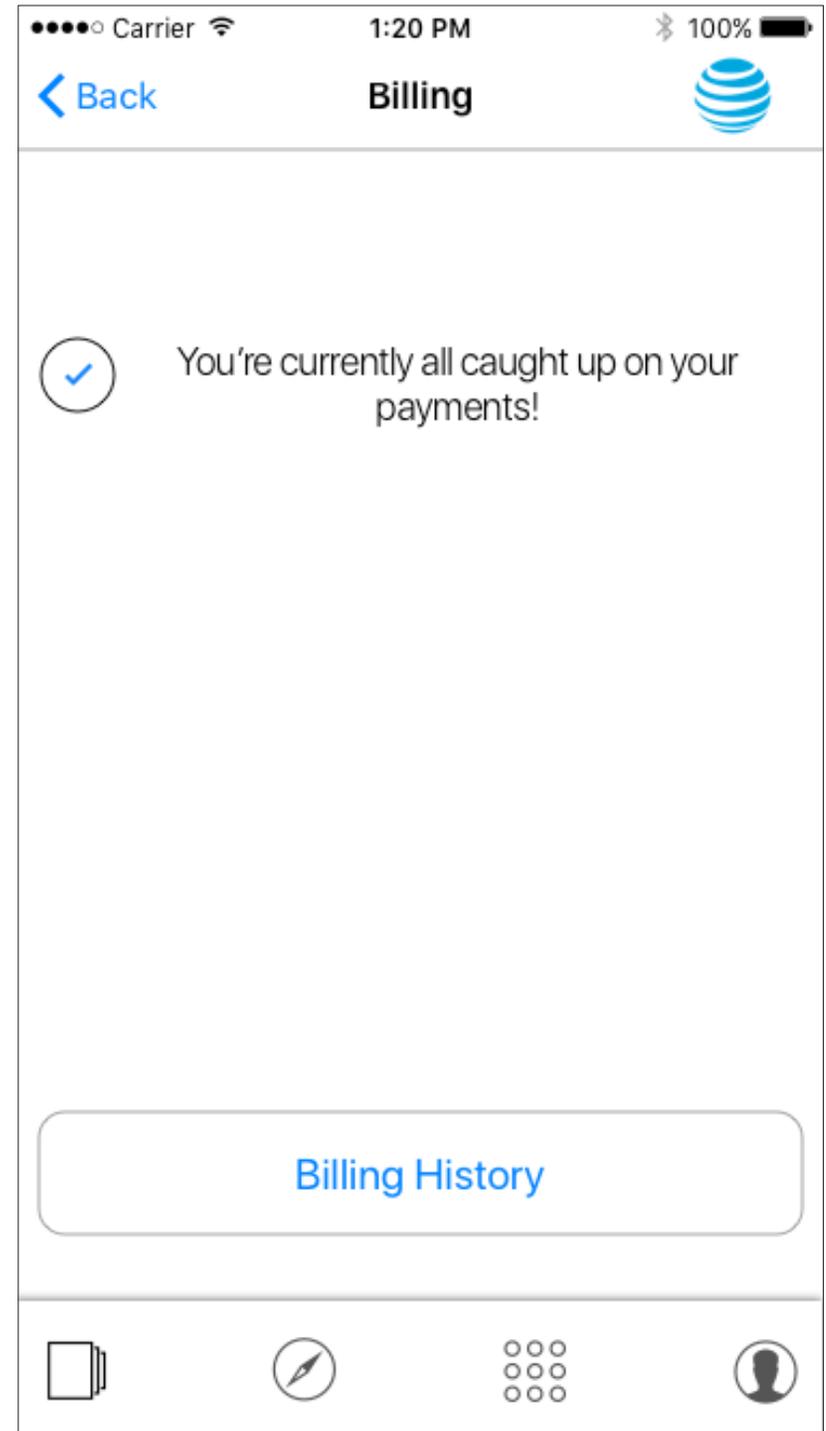
This is a simple switch, the user should not need to put in extra effort to help the environment and reduce costs to the AT&T company.



Confirmation Page

The layout and tone of this page is used to confirm any of a user's actions. There are two elements that should change depending on how this is used, the title at the top and the copy written off to the side.

This was included in the brief because it reassures the customer that their action has been completed by the application. It's a feedback loop for the user.



Thank you