

ATLAS UPGRADES DISCOVERY RESEARCH 10/13/2021

Feedback for cPivot upgrade flow

Most of the experts had never used the upgrades flow in the cPivot. A few experts were aware of it or had used it 1-2 times but did not have much feedback for the upgrade flow exclusively.

- When shown the cPivot upgrade prototype the experts liked the ability to do all upgrades simultaneously over doing them line by line.
- All experts preferred the ability to toggle between lines than having a linear flow.
- The experts liked the ability to calculate the tax in the mini cart but were not sure where they would get the tax percentage from.

- Searching the IMEI/Make/Model in Sprint system is daunting.

- Experts mentioned that the Sprint agents do not have enough knowledge to check the customer eligibility for upgrade/trade-in, and they often rely on NBA. However, NBA sometimes shows offers that are not applicable or have expired. As such when the customers are transferred to the migration desk, they come with the expectation that they will be able to upgrade as well. Learning later that they are not eligible is disappointing for the customers.

- NBA promotions don't show in the QVXP upgrade flow.

- An expert mentioned that the "Equipment Credit" is available after the migration has occurred. Checking the trade-in values after the migration and not being able to offer what the customer expected is not a good customer experience. The expert suggested that the system should allow them to do a dummy trade-in order before the migration.

- A participant suggested that adding TMO and Sprint coverage map to the flow could be useful.

- An expert pointed that the upgrade process is not customer friendly for people who have had a leased device for months and cannot go to the store. The upgrade process leaves the customer without a device/service.

- The experts were not sure if they could use the cPivot upgrade flow at a later time in case the customer was not able to upgrade right after the migration.

Recommendations:

- Provide the ability to do multiple upgrades simultaneously.
- Provide the ability to toggle between lines in the line carousel.
- Add the ability to calculate tax in the mini cart. Provide some instructions on where to get the tax percentage from or ability where the user enters the ZIP code, and the system auto populates the tax.
- Display the trade-in value in the mini cart and the summary page.
- Display the trade-in value in the trade-in contract sent the customers.
- Once a device has been selected the system should reserve the device until the user completes or abandons the flow.
- Display all the eligible trade-in devices in an alphabetical order.
- Examine the T&C content and write it in easy to understand and communicate manner. Remove the redundant content.
- Display the reason when a particular line on an account is not eligible for trade-in.
- Provide visual cues for line in focus.
- Auto populate the address information.
- Highlight only the preselected shipping option on the shipping page.
- Once the device is selected the system should only show the accessories compatible with that device.
- Add RMA kit information to the upgrade flow.

11_21_2021 ATLAS Connected Cart Upgrades Usability Evaluation

BACKGROUND

The purpose of this study was to gain insight and test potential designs of the upgrade flows within the Atlas Connected cart experience. The prototype tested was created to test the navigation, verbiage, and clarity. The prototype interface was created using cPivot device upgrade flow and was designed through research on understanding the pain points with the QVXP & DASH. This research was designed to reduce pain points and increase efficiency.

STUDY OBJECTIVES

- Learn more about Experts' use of upgrade functionality
- Test proposed upgrade prototype interface for navigability
- Test upgrade prototype for verbiage issues and placement of text
- Test the overall flow of the processes using prototype for clarity and ease of use.

METHODOLOGY, SCHEDULE, PARTICIPANTS

- Methodology: comparative usability testing conducted via remote moderated semi-structured interviews.
- Dates: November 5th - 8th, 2021
- Participant type: Mix of Experts 5 total

MATERIALS

- Printed moderator script
- WebEx
- Designs: UXPin Prototype of Planned interface Here

PROCESS

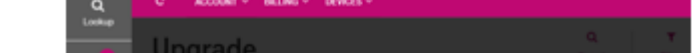
Participants were invited to attend an individual session revolving around the prototype interface. The Experts were walked through the prototype and given chances to discover the new design but also to ask specific questions regarding the changes as well as other potential changes. Participants were asked to follow a talk-aloud protocol to maximize input and clarity.

RESULTS

Overall, the participants found the proposed interface easy to use and had very positive feedback regarding the new interface and flows. The participants like the new flows, but several usability issues were identified during the testing which if addressed or removed, will provide a better user experience.

Key findings

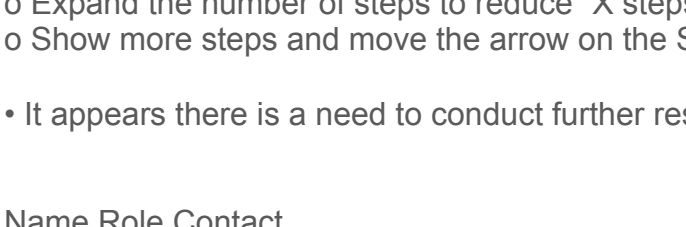
- The Step indicator is easily navigated, and the linear path is preferable due to less confusion.
- Once the initial step indicator functionality was discovered or pointed out to them, the Experts liked the concept and functionality
- Experts had little difficulty utilizing it as a means of navigation



- Multiple Participants stated a desire to have a continue button at the bottom in addition to the functional step indicator. (It is understood that currently there are technical limitations on this capability)



- Experts felt payment order and shipping order need to be thought out further. They felt it wasn't as natural as current methods. All participants mentioned that they would like the ability to quote what the total price is as early in the flow as possible. Experts referred to QVXP as their primary reference
- Modals were not viewed as a hindrance and multiple participants stated they liked that interaction better as compared to getting a warning further down the flow.



- Participants would like estimate of taxes and shipping fees earlier in the flow to better gauge what the customer will be paying.
- The interface allowed for quick learning and that navigation would not be a problem once the basic interface was learned
- Overall, the new interface was viewed as positive and that the new flows and interface are learnable and more efficient than current methods.

Recommendations:

- Keep the step indicator as primary means of Navigation through the upgrade flows.
- If possible, move the navigation arrow further to the right to where it is on the other side of "X many steps"
- Expand the number of steps to reduce "X steps" display
- Show more steps and move the arrow on the Step indicator to the right to reduce any potential confusion
- It appears there is a need to conduct further research on the shipping estimate and shipping + Tax that customer will have to pay

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[Atlas Connected Cart Mini-cart Usability Report 4-16-22.docx](#)

April 16, 2022 ATLAS Mini-Cart Usability Evaluation Report

Background:

The purpose of this study was to gain insight into the designs of Mini-Cart functionality and interfaces proposed for Atlas. The Design Thinking Workshop team was focused on building a useful Mini-Cart experience that will reduce the cognitive load of the users and allow them to shop for items for the customer more efficiently. The prototype interfaces were developed and designed using Design Thinking methodologies and processes. Prototypes were created and tested to discover issues around functionality, navigation, and clarity. To ensure a better shopping and purchasing experience is built, multiple designs were created to fully explore design possibilities.

Study objectives:

- Evaluate prototype designs of the Atlas Mini-Cart interfaces for understandability and for usability.
- Understand any differences between the various designs.
- Explore Experts' attitudes about the designs.

Methodology, Schedule, and Participants:

- Methodology: comparative usability testing conducted via remote moderated semi-structured interviews.
- Dates: April 7th – 14th, 2022
- Participant type: Mix of Expert roles for a total of 7 Experts.

Materials:

- Printed moderator script
- WebEx
- Designs: UXPin Prototype of planned interfaces Here:

Process:

Participants were invited to attend an individual session revolving around the Mini-Cart interfaces and functionality. The Experts were walked through the prototypes and given chances to discover the new design as well as explore their reactions to the new flows. Experts were also asked specific questions regarding the current prototype as well as other potential changes. Participants were asked to follow a talk-aloud protocol to maximize input and clarity.

Results:

Overall, the Experts liked the Mini-Cart concept and felt it would be a useful addition to the Atlas Interface. Experts stated that the addition of an available cart with a display of purchase items and total cost information was a useful addition to the upgrade, purchase, and trade-in processes.

Usability of Mini-Cart prototype functionality:

Design 1, Cart Tab:



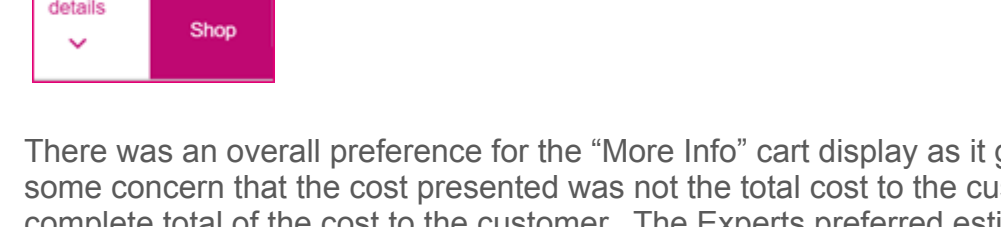
The Cart Tab design was found to be simple and straightforward to use by the Experts. The Cart button was discoverable, and the notification graphic of a populated cart was both noticed and understood by the Experts.



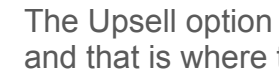
The undock feature was viewed as a useful option for keeping the Mini-Cart available and visible on the screen while still being able to view screen items that would otherwise be blocked from view. Both methods of undocking, the icon and grabbing the upper window, were understandable.

There was some concern that the not enough cost information was being presented such as the shipping information. This was a consistent concern among the Experts as one of the stated goals was to have a complete total of the cost to the customer.

Design 2, Shop Tab:



The Shop Tab design was viewed as usable and useful. The Shop Tab was noticeable, and the location was viewed as good. This full Shop Tab was also viewable to the Experts, although several did respond that the populated circle was slightly difficult to see due to the color of the background.

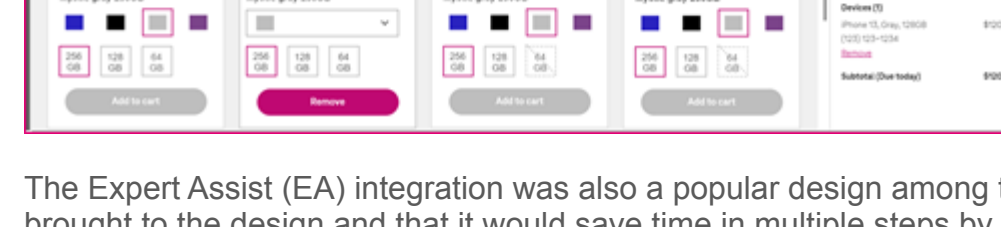


There was an overall preference for the "More Info" cart display as it gave a more complete and useful display of cart contents. Again, there was some concern that the cost presented was not the total cost to the customer and one of the stated desires of the Experts was to display a complete total of the cost to the customer. The Experts preferred estimated tax, shipping, and any other costs to be displayed in the Mini-Cart.

Experts also like the interface for the "Pick up where you left off" aspect of the connected cart. The display of the upgrade and trade-in options were viewed as desirable and useful for the experts.

The Upsell option of the Shop Cart was liked by the Experts although several Experts commented that the same functionality should be in NBA and that is where they would expect to find similar functionality.

Design 3, Expert Assist Cart integration.



The Expert Assist (EA) integration was also a popular among the Experts. The experts commented that they liked the functionality that it brought to the design and that it would save time in multiple steps by simplifying the overall process. The Experts liked the EA suggestions and the overall interface. Multiple Experts felt it would save time especially with accessories as it can be difficult to find the right accessory for the right device (e.g. screen protectors).

Recommendations:

- Overall, the designs were viewed by the Experts as useful and viable options for displaying Mini-Cart information.
- Currently the Cart Tab option is not workable in the suggested location as that location is reserved for the notification bell.
- The Shop Tab option was viewed favorably and would be an effective location as an initial phase to be added to Atlas.
- Among the desired aspects for display in the Mini-Cart:
 - Display of individual items was preferred to simply listing the number of items in the cart. Complete information was viewed as more important.
 - When displaying device information include the color and memory options of the selected device.
 - Have a complete estimated cost displayed. Almost every Expert commented that this was a very important element, and this would need to be communicated to the customers.
 - The "Pick up where you left off" information was seen as a useful and the ability to quickly pick up the upgrade process and the trade-in process was considered a useful addition.

The EA integration option was also viewed favorably by the Experts and the enhanced functionality and addition of suggestions were considered valuable additions to the interface. When EA is available, it is recommended that we integrate the panels for the Mini-Cart and the EA panel for an optimal overall shopping experience.

May 25th, 2022 ATLAS Trade-In Jump/JOD Usability Evaluation Report

Background:

The purpose of this study was to gain insight into the designs of the Trade-In JUMP/JOD (Jump on Demand) functionality and interface proposed for Atlas. The Atlas team is focused on building a seamless upgrade and trade-in experience that will reduce the cognitive load of the users and allow the Experts to manage the processes more efficiently. A prototype of the Jump, JOD, and accessory pages along with the Trade-In Lookup Tool tiles were created and tested to discover issues around navigation, verbiage, and clarity. To ensure that we build a better and more usable upgrade and trade-in experience we looked at the pages for a better understanding of the pain points of using the proposed pages.

Study objectives:

- Learn more about Experts' use of the Jump/JOD functionality.
- Learn about how the accessory addition interface is used.
- Learn about the Jump/JOD Trade-In Lookup Tool tiles.
- Test the planned JUMP/JOD flows for clarity and usability.
- Test planned interface for verbiage issues and placement of text.

Methodology, Schedule, and Participants:

- Methodology: comparative usability testing conducted via remote moderated semi-structured interviews.
- Dates: May 23rd – 25th, 2022.
- Participants: Mix of Expert roles for a total of 7 Experts.

Materials:

- Printed moderator script.
- WebEx.
- Designs: UXPin Prototype of Planned interface: [Here](#)

Process:

Participants were invited to attend an individual session revolving around the Jump/JOD flows along with the accessory interface. The Experts were walked through the prototype and given chances to discover the new design as well as explore their reactions to it. Participants were also presented with multiple trade-in conditions to gauge understanding of the presented information. The order of Jump and JOD pages will be counterbalanced to reduce possibility of order effects.

Results:

Overall, the participants found the proposed Jump and JOD interfaces very easy to use and had extremely positive feedback regarding the new interfaces. The Jump and JOD distinctions were clear, and the Experts had little difficulty understanding what the pages were telling them.

For the Accessory selection page, Several Experts had difficulty around the addition of an accessory items. It was not clear whether items had been added to the cart or how to remove an item from the cart.

Usability of prototype functionality and Trade-in Flows:

- Jump Now page:**
 - Shop Now page was understood and clear.
 - One expert asked if IMEI information could be added to the device information presented on the screen. This would be useful in cases where there is more than one identical device on the account.
- Trade-in landing page:**
 - Experts had no difficulty understanding this page and felt it contained all the relevant information.
 - Estimated trade-in value:
 - Experts felt this page was clear and contained all the needed information and that the advisements were clear.
 - Device Catalog:
 - Experts had difficulty determining if a device had been added to cart. The expectation was that the cart icon would update with the number of items in the cart and that would be the expected feedback.
 - Accessories:
 - Some Experts had difficulty in understanding whether an item was added to the cart. The assumption was that selecting the radio button would add an item to the cart. When prompted they then understood that the + icon had to be selected.
 - Removing the item by clicking the - icon was also unclear to multiple Experts.
 - Several Experts commented that a trashcan icon in the tile would help Experts to remove the accessory from the cart.
 - Cart:
 - The cart page was clear and understood by all of the Experts.
 - The trashcan to remove accessories was not understood.
 - There was some difficulty with removing a trade-in device but that was confusion around the process and the modal made this clear. Several Experts said they would use the step indicator to go back and remove it from the Trade-in page.
 - The modals for deletion were clear and straightforward.
 - Damaged device:
 - The pages for damaged trade in were clear and understandable by all of the Experts.
 - Trade-in Lookup Tool:
 - The Jump tiles were clear and understandable.
 - One expert asked that the Trade-In Device info page display that it was a Jump Device. They felt even though there was a Jump tile below it would add some clarity and quicker recognition.
- Jump on Demand (JOD) Functionality Flows:**
 - Shop Now:
 - Page was understandable and clear.
 - Trade in landing page:
 - Experts had no difficulty understanding this page and felt it contained all the relevant information.
 - Estimated trade-in value:
 - Experts had no difficulty understanding this page and felt it contained all the relevant information.
 - Device Catalog:
 - Much like the Jump pages the Experts had some difficulty determining if a device had been added to cart. The expectation was that the cart icon would update with the number of items in the cart and that would be the expected feedback.
 - Accessories:
 - Same results as the Jump pages.
 - Cart:
 - Experts had no difficulty understanding this page and felt it contained all the relevant information.
 - Damaged device:
 - The pages for damaged trade in were clear and understandable by all of the Experts. The Experts felt it was clear why there was a damage fee and what it means for the customer.
 - Trade-in Lookup Tool:
 - The Turn-In device and JOD tiles were clear and understandable. Experts felt nothing was missing.
 - Like the Jump upgrade tool tiles, one expert asked that the Trade-In Device info page display that it was a JOD Device. They felt even though there was a JOD tile below it would add some clarity and quicker recognition.

Recommendations:

- Add IMEI information to the device description in the Shop Now page.
- If cart icon is present on screen it needs to indicate if items are present in cart.
- Add more salient feedback on the screen when an item or device has been added to the cart. If possible, highlighting the tile borders may be a useful method to show that the item has been added.
- Add some method other than just using the - icon to remove an accessory from the cart. A trashcan icon or "Remove from Cart" CTA would be a useful addition to aid in that interaction.
- Include Jump and JOD as descriptions in the Trade-in lookup tool trade in details tile.