**Aktivate UX Opportunities:**

**Top Line UX Bullet Points:**

- Efficiencies can be gained by reducing redundancies and clicks, providing actionable feedback messaging and simplifying the language throughout.

- Simplifying the overall experience to create hierarchal clarity and minimize visual clutter to set Cricket up for long-term design scalability.

- Designing an intelligent system to influence Advocate behaviors and actions to provide a more personalized customer experience.

- For more details, please see the <insert deck name here> presentation.

*All the thematic observations below are noted as opportunities because they show up in multiple flows and areas within the Aktivate application. We believe that by addressing these opportunities it will bring even greater efficiencies to the application, creating a better overall experience for both the employees and the customers. While increasing long-term design scalability.*

**Functional Consistency**

**• Observation:** There are many instances in Aktivate when Cricket is upselling and/or adding features to an account. Example: they are displayed as a button and/or a link. And quick payment and traditional payment flows be similar not only in the navigational structure but in the payment methods also.

**• Symptom:** When having to many variations on a single content type or action this causes the user to have to relearn the meaning and action every time.

**• Benefit:** Functional consistency improves usability and learnability by enabling users to leverage their existing knowledge of the design.

• **Suggestion**: We suggest bringing consistency to those content types by using the sane components or patterns.

**Chunking & Hierarchy**

**• Observation:** The use of cards to contain individual content and functionality is used throughout the application.

**• Symptom:** This can often make the content hard to process, scan and remember. It also impacts the hierarchy of the content, making everything appear as if it’s at the same level and of the same importance.

**• Benefit:** Improved content hierarchy helps clarify the importance of certain content within the flows. While, differentiating between content making it easier to focus users and read.

• **Suggestion**: Minimizing the use of cards and creating stylistic differences between secondary and tertiary content and minimizing visual clutter.

**Priming and Prompts**

**• Observation:** Part of the Advocates job is to review an existing account before completing a transition. The Advocates must tap into a customer’s account tab, and consistently tab back and forth to the transaction flow while serving a customer. And advocates often create workarounds for unknown features and functionality.

**• Symptom:** The advocate can lose context. They are unaware of features like Apple Pay. And. Reply on many different system and resources for training. Advocates aren’t often aware of new features and functionality within Aktivate.

**• Benefit:** Priming and prompts can improve the behaviors and actions of the user to better service their customers in a more personalized way.

**• Suggestions:** We believe that in-app, intelligent prompts that tell the Advocate what to offer during a transition flow would solve this challenge. In addition, including prompts that help Advocates learn more about new features and functionality.

**Redundancy**

**• Observation:** There are redundant actions within specific flows. Example: only display one button in quick pay flow vs 2 Add to Cart > Go to Cart. But go to Cart doesn’t take you to the cart because you must review the order, then click pay > Pay now > We might want to consider shifting things around. We do believe there are ways to simplify several flows and aim t reduce redundancies and clicks.

**• Symptom:** Users rarely understand duplication and it increases the complexity of a flow. The less you show your users, the less they'll have to scan and comprehend them. Duplicating functionality increases both the scanning and comprehension process.

**• Benefit:** Simplifying and minimizing redundancy and clicks makes it easier for users to take the correct action in a timely manner.

• **Suggestion**: Remove duplication and introduce persistent navigation bars when you have longer scrolling pages. Auditing the application looking for more redundancies and unnecessary clicks in the effort to simplify and scale the experience.

**Simplifying Language**

**• Observation:** A lot of technical language is used throughout the application not only employee facing but also customer facing. Example: SigCap, SMS vs text is used in specific areas. In touchless check out clients can complete this on their personal device and the language on the 3rd party opt-in screen is not easily understandable especially for international customers and Advocates.

**• Symptom:** A lack of understanding will impact the trust your customers have for Cricket. In addition to making it more challenging for employees to understand as they navigate the application. It can increase learning times.

**• Benefit:** It communicates information succinctly and efficiently so that users understand the message quickly, without having to decipher the technical jargon. Since Advocates often speak English as a second language it is even more critical to use plain language.

• **Suggestion**: Audit the application and look for areas to simplify language.

**Feedback Messaging**

**• Observation:** Feedback in Aktivate is either missing and not displaying when it should or is not specific enough to aid the Advocate in trouble shooting.

**• Symptom:** It leaves Advocates spending more time troubleshooting and having to create workarounds. While making customers frustrated.

**• Benefit:** Clear concise in-app communications leading to quicker communications and actions.

• **Suggestion**: Audit the application and look for areas to add feedback messaging and come up with a messaging strategy that can be applied to all feedback messages. Apply this strategy consistently within Aktivate.

**Consistent Link Langauge**

**• Observation:** Inconsistencies in actionable vs non-actionable elements can be found throughout the Aktivate application.

**• Symptom:** Inconsistencies in the usage of those colors can leave a user questioning whether something is actionable or not. We want the user to subconsciously know what to do without having to think about it. It can slow down and impede customer transactions.

**• Benefit:** Color is used to denote an actionable vs non-actionable element in a design. This communicates a sub-conscious language to the user that aids in navigating any application.

• **Suggestion**: Audit the application and look for those inconsistencies and create a Link Language that can scale throughout Aktivate while staying true to the brand and hierarchy color can create.

*In addition to exploring our thematic observations of Aktivate, we also recommend tackling specific recommendations we have listed below to improve Crickets retail experience.*

**Specific Recommendations:**

**Quick Wins:**

* When purchasing an accessory outside on an account, removing any unnecessary information (example: anonymous account information at the top of the screen) will display the items being scanned in view so the employee doesn’t; must scroll down to see that it was added. It also added the new item to the bottom of the list. We suggest moving it to the top.
* When in the traditional checkout flow and the employee selects the amount being paid there are buttons with amounts that are rounded up and an input field. We recommend displaying the exact amount in a button, so the employee doesn’t have to manually enter in the exact amount every time. Based on our observations the exact amount was the most common use case.
* When customers are asked the amount due when paying their bill in store, they provide the employee with their phone number. We recommend that the system be intelligent and display the amount due based on the phone number look up. This will improve customer satisfaction rates. Customers frustrations are raised when having to pay late fees, suspension fees if the total amount isn’t paid.
* Use title case consistently throughout. There are some minor inconsistencies throughout.
* Allow the advocate to add a discount from the order summary page.
* Remove the word “Order” from cancel and save when it’s in context to the order.
* The toast notifications didn’t stay on screen long enough to read it. It was easily missed due to the fact it contains the same styling used in the cards. We recommend differentiating it more from the cards to add depth, so it stands out and display it longer. 3-4 seconds.

**Strategic Enhancements:**

* Make Apple Pay obvious, employees don’t know that functionality even exists and it’s not in “Mobile Payments”. We’d want to understand where it’s located to make a recommendation. But at the very least it should live in “Mobile Payments”
* There was a total of 9 taps (including print receipt) after scanning the accessories. We suggest eliminating several taps and consolidating the “View Order” screen with the payment screen. This may require a redesign for upselling customers.
* When a customer is switching from another provider, and they are using Apple the customer will use their actual email address when providing account information. During the verification of that information an error is always returned. The error isn’t specific therefore they have to trouble shoot to make sure it’s not any of the other data provided. 90% of the time it’s the email address. The customer must create a new email address to complete the transition. Providing a more specific error would improve the overall experience in addition to addressing the back-end issue of why their actual email address is coming back unverified.
* We received feedback stating that the Advocates didn’t look or even read the announcements. In fact, when asked about how they find out about Aktivate updates this wasn’t even mentioned as a resource. We believe there’s a better use of that real estate. We recommend moving pending orders to this area and utilizing the entire view for the primary functions.
* We recommend moving the left nav (with the order summary on it) to the right side. This makes more logical sense based on the order of operation and Advocates were often filling out the info on the right and navigating back up to the left. A user reads left to right, it’s logical to have the summary in the right rail. We of course would recommend conducting an A/B test to validate this with Cricket employees.
* There are serval opportunities to maximizing space. Example minimizing the size of the feature containers and removing specific icons that are not large or clear enough to communicate the content. In most cases the icons are not adding value and taking up valuable real estate. I recommend a larger audit to identify these opportunities. Keeping the larger icons used in the masthead also help to provide content hierarchy. Being more strategic about the use of icons will aid in content hierarchy throughout.
* We recommend adding more emphasis to the in-store coupon “+” button and making the icon more indicative to saving. You also use the icon to represent fees. We recommend an icon audit to ensure proper meaning and consistent usage throughout.

**Long-Term Vision:**

* We also recommend exploring the notion of aligning to the advocates workflows; example: creating a “new activation with port” button and aligning that flow specifically to that customers workflow. What we heard is that advocates are activating a new customer and going through that flow forgetting that they are porting a number over from another provider because they are talking to the customer and improving the customer experience and being personable and they don’t remember they are porting until the flow is complete. Mirroring more of their workflows could increase efficiencies and reduce errors, but we’d wat to do A/B testing to validate that hypothesis.
* Introduce an “onboarding” experience when users log into the app every morning that provides a 2-3 screen overview of the latest feature enhancements and promotional opportunities.
* Since employees are often assisting customers with the ACP application, we recommend making it a wizard that contains steps. This way the employee can fill out a portion of the application if the customer won’t and the customer can complete the sensitive information and sign. A wizard style application process gives the perception that it’s simple and easy in addition to allowing the employees to help in certain sections of the flow but not others. Customers will feel like the employee is supporting and assisting them.
* Introduce the notion of an Advocate dashboard that communicates their goals, the store goals vs actuals for the day, week, month. We could tailor the dashboard experience to the user’s role. It’s a great place to house training content and feature updates alongside the more motivating content and the cash drawer information. There could be a greater chance of that information being read.