

Case Study

**verizon**<sup>v</sup>

**B2B - Partner Solution**



[Click Here for Final Clickable Prototype](#)

# Challenge



# Teamwork



## Users

B2B Portal Users  
Role - Manager Product Owner



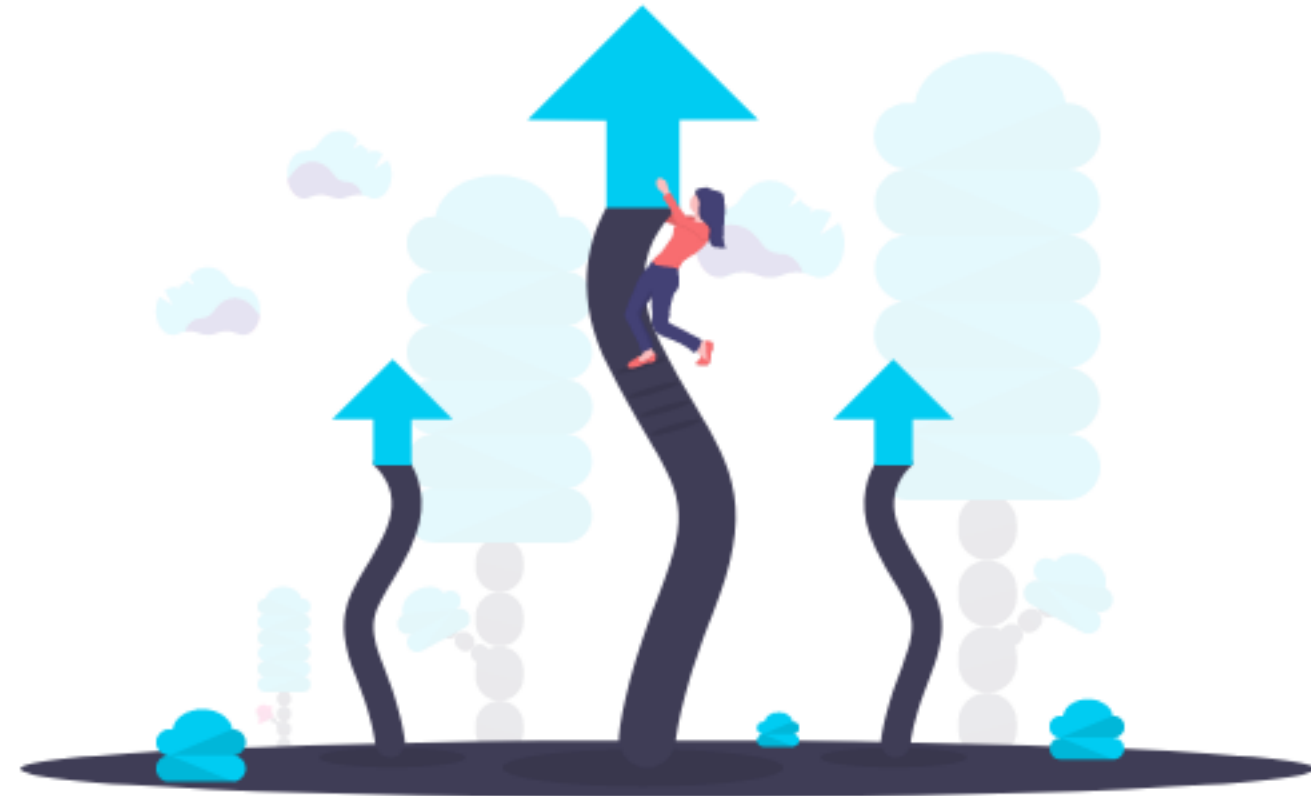
## Team

2 Product Manager, 2 Project Manager,  
1 Designers, 2 System Architect, 3 Lead  
Developer, 25 Salesforce developer,  
7 QA Members



## Time

2 Years 3 Months



# My Role



Senior UX/Visual Designer

## Design Planning

Discovery  
Create Persona  
Create Roadmaps  
Workflow creation

## Design Review

Hand drawn design  
Low fidelity design

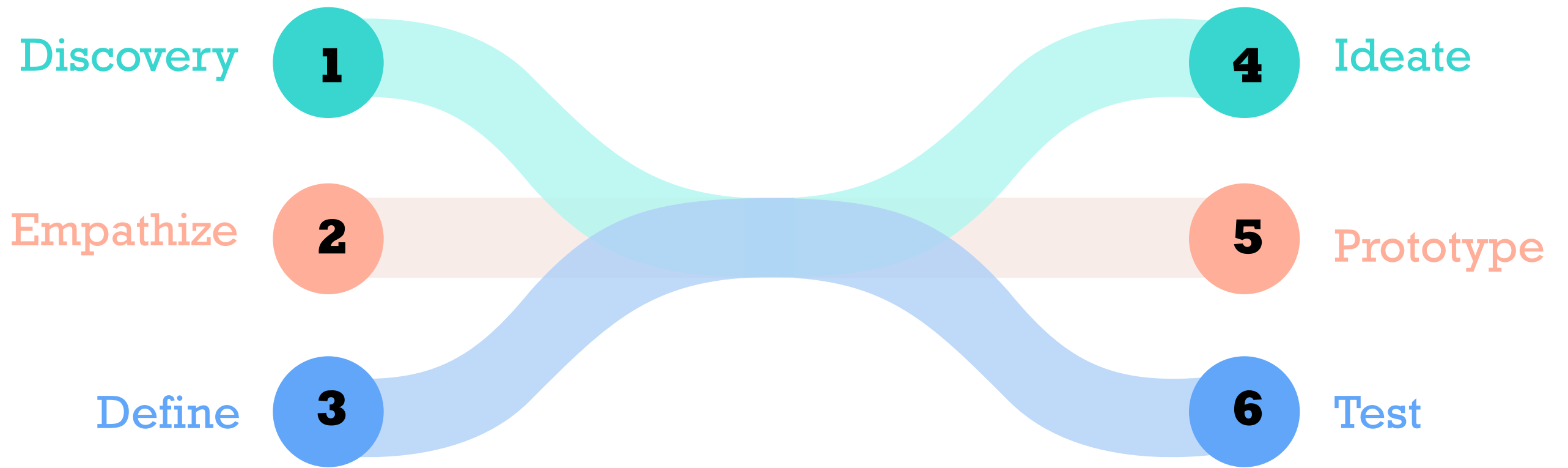
## Design Delivery

High Fidelity wireframe  
based on branding

## UI Audit

Review and create  
report to make sure  
approved design is in  
sync.

# Process



**1** Identify Customers  
Customer Interviews Data  
Analyzed Functionality Prioritized

**2** UX Research Study  
Target Users  
Personas Jobs to done

**3** Users Needs toProduct Needs

**4** How Might We

**5** Detail Design & Prototype

**6** Testing & Refinement

# Personas & Jobs to be done

## About me



Age - 35. Single mother with one daughter. I love outdoor activities and traveling.



Location - New York



Role - Manager Product Owner



Margarita Jones

**342.6K**

Successfully Completed Orders



**\$223K**

Earned This Month



**\$5.6M**

Per Year



## Role

I am a multitasker. I am a senior product owner with 10 years experience out of which 6 years have been with the legacy application with Verizon partner solutions. My role to understand the requirement of the order from the marketing team and place it from the B2B portal. I handle 10-15 clients per day. My goal is to make sure the client is satisfied and the order is placed efficiently.

## Pain-points/Frustrations

Since this is a 35 years old application, there have been fields that have been removed as well as added. The forms for every order is 4-5 (A4) size page long. This includes information which is irrelevant. The order takes 40-45 minutes to complete. This results in a time consuming process and is not a good user Experience.

On the landing page the client has to go through a lot of unorganized data which has to be filtered or sorted in order to get to the desired page. This is time consuming and is not a pleasant experience for the user.

## Jobs need to be done

Have a precise application that needs just the required information for the order which will cut down application time to 15-20 mins. This will enhance performance for me as I can place more orders per day and for the clients since it will be a quick and painless experience for them.

Have a landing page which is organized and have information just required for the client to have a seamless experience. Or have a visual experience which makes it delightful for the client.

## About me



52 years old. Have 2 grandkids. Love spending time with them and love my job.



Location - New York



Role - Manager Product Owner



Jack Robinson

**452.1K**

Successfully Completed Orders



**\$153K**

Earned This Month



**\$2.4M**

Per Year



## Role

I have an extensive experience of 30 years. Been with Verizon partner solutions for about 11 years. I am an Operations manager and my responsibility is to make sure the orders placed by the product owners go through every phase of the process smoothly and efficiently.

## Pain-points/Frustrations

My job is very detail oriented where I have to be notified about each step and phase the order goes through. This results in a constant flow of emails and notifications which can be a little frustrating. I receive 20-30 emails per order

## Jobs need to be done

An automated dashboard which will update itself after every step or phase will make my process very simple and efficient. This will result in getting processes completing faster and in an efficient way.

# UX Research Study

## Introduction:

### 1 Title

Creating an automated Dashboard for placing B2B orders in an efficient way

### 2 Author

Renju Chandran, UX Researcher and Designer, Webzonee Consulting.  
Email : reeverenju@webzonee.ne

### 3 Stakeholders

Verizon partner solutions  
CEO and CFO, Clients

### 4 Date

Will put the appropriate date

### 5 Background

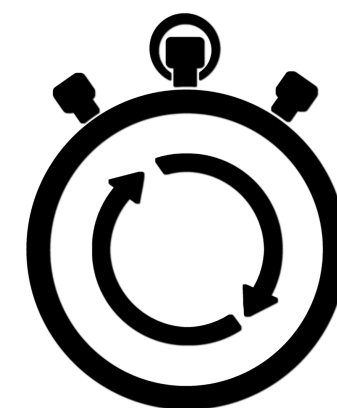
We want to create an automated dashboard for registered users to visit this Application and place orders seamlessly. Verizon Partner Solutions is a 35 years Old application where in due time fields have been added and removed. However this has resulted in the application being long and time consuming. We want to create an experience where users can place orders in a swift manner And monitor the progress of the order through the newly developed dashboard.

### 6 Goal

We are trying to find out about the features the users prefer when placing the Order like navigation and time taken to complete each order. This will help us to Enhance the application accordingly.

## Research Questions:

1. How is the overall navigation experience while placing an order?
2. How long did it take to complete an individual order?
3. How can we improve the steps while ordering?
4. How easy is the checkout process?
5. Are there any pain points experienced through the process?



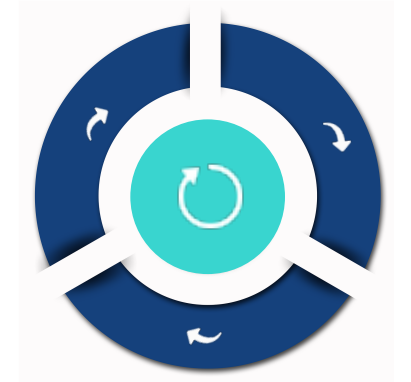
## Key Performance Indicators(KPIs)

1. Time on task: How much time is spent on placing one order
2. Conversion rate : How many orders are placed in one day
3. User error rates: How often does a user get stuck while placing the order
4. System usability scale: A questionnaire for user feedback

# UX Research Study

1. Moderated usable Study
2. Location : United States
3. Date : Sessions will take place between xxx and xxx
4. 5 registered users will place an order through the newly developed dashboard.
5. The users will then complete the questionnaire on their experience.
6. 5. Each session will last 20-25 mins

## Methodology



1. Participants are anyone who are registered users who have placed orders in the past at least once a week.
2. They need to reside in metropolitan and suburban areas.
3. Their age should be between 18-62
4. They should include a fairly even distribution of genders across the spectrum and people with different abilities including assistive technologies, visual impairment, auditory impairment and non fluent in English.



## Participants

Prompt 1: Create a profile from the home screen.

Prompt 1 follow up: how easy or difficult was it to create a profile? Is there anything you would change about the process?

Prompt 2: Start placing the order.

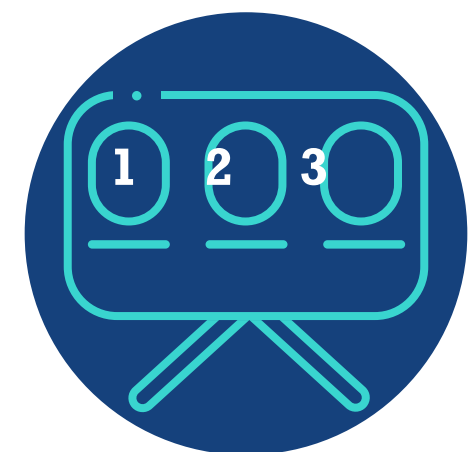
Prompt 2 follow up: how easy or difficult was it to complete this? Is there anything you would change?

Prompt 3: Confirm your order and complete the checkout process

Prompt 3 follow up: how easy or difficult was it to complete the process? Is there anything you would change?

Have the participant complete the System Usability Scale. They will be asked to score the following 5 items with one of five responses that range from from strongly agree to strongly disagree

## Script





# Low Fidelity Wireframe

Navigation bar with a placeholder icon, menu items: Shop | My Quote / Order | My Tickets | My Services | My Verizon, notification bell with '2', and user profile 'John Doe' with a dropdown arrow.

Dashboard > Company Name

Filter tabs: Shop the best products | Shop by products (active) | Shop by Favorites

### ORDER INFORMATION

Submitted	41
In-draft	36
Rejected	23

### QUOTE INFORMATION

Confirmed	140
In-draft	60

### MILESTONE

Provisioning Tab 2

PONCX187623	
PONCX187623	
PONCX187623	
PONCX187623	

- 1 Order Acknowledgment / Received 3 days
- 2 Order Acknowledgment / Received 3 days
- 3 Order Acknowledgment / Received Current Status 3 days
- 4 Order Acknowledgment / Received 3 days
- 5 Order Acknowledgment / Received 3 days



# Dashboard

Dashboard > Telco AccessServices Inc.

Account Number: WH-3877928

## Shop the best products.

Transparent LAN Service (TLS, aka Switched Ethernet Services) gives you the opportunity to offer your customers lower costs for data communications at native Ethernet speeds between sites within many Verizon metropolitan service areas.

### Shop by Products



TLS is available in two service types: Ethernet Multipoint Service (EMS)...

[Learn more >](#)

### Shop by Favorites



(aka E-LAN) and Ethernet Relay Service (ERS) (aka E-Line) with multiple ...

[Learn more >](#)

### Order Information



- Submitted **41**
- In-Draft **36**
- Rejected **23**

### Quote Information



- Confirmed **140**
- In-Draft **60**

### Milestones

#### Provisioning

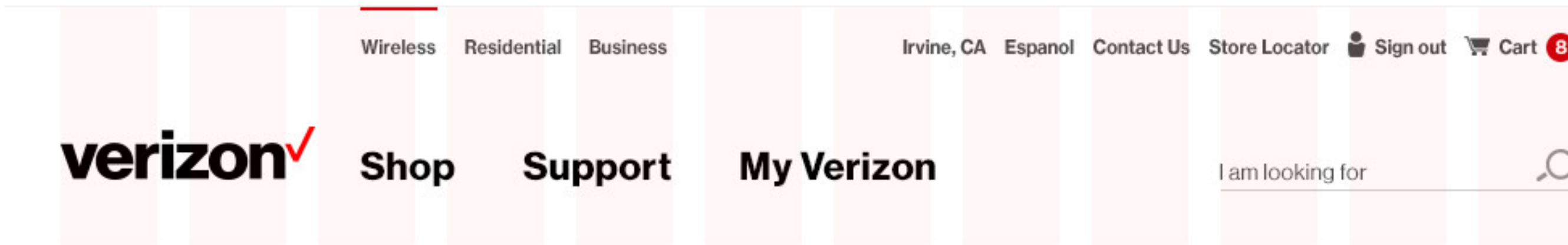
#### Ordering

PON	1-10 Day			10-20 Day			20-30 Day								
	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30
<a href="#">CX123HXBY</a> 20 Days	[Progress bar: 20 days]														
<a href="#">CX145HXBY</a> 14 Days	[Progress bar: 14 days]														
<a href="#">CX163HXBY</a> 26 Days	[Progress bar: 26 days]														
<a href="#">CX129HXBY</a> 10 Days	[Progress bar: 10 days]														
<a href="#">CX133HXBY</a> 12 Days	[Progress bar: 12 days]														

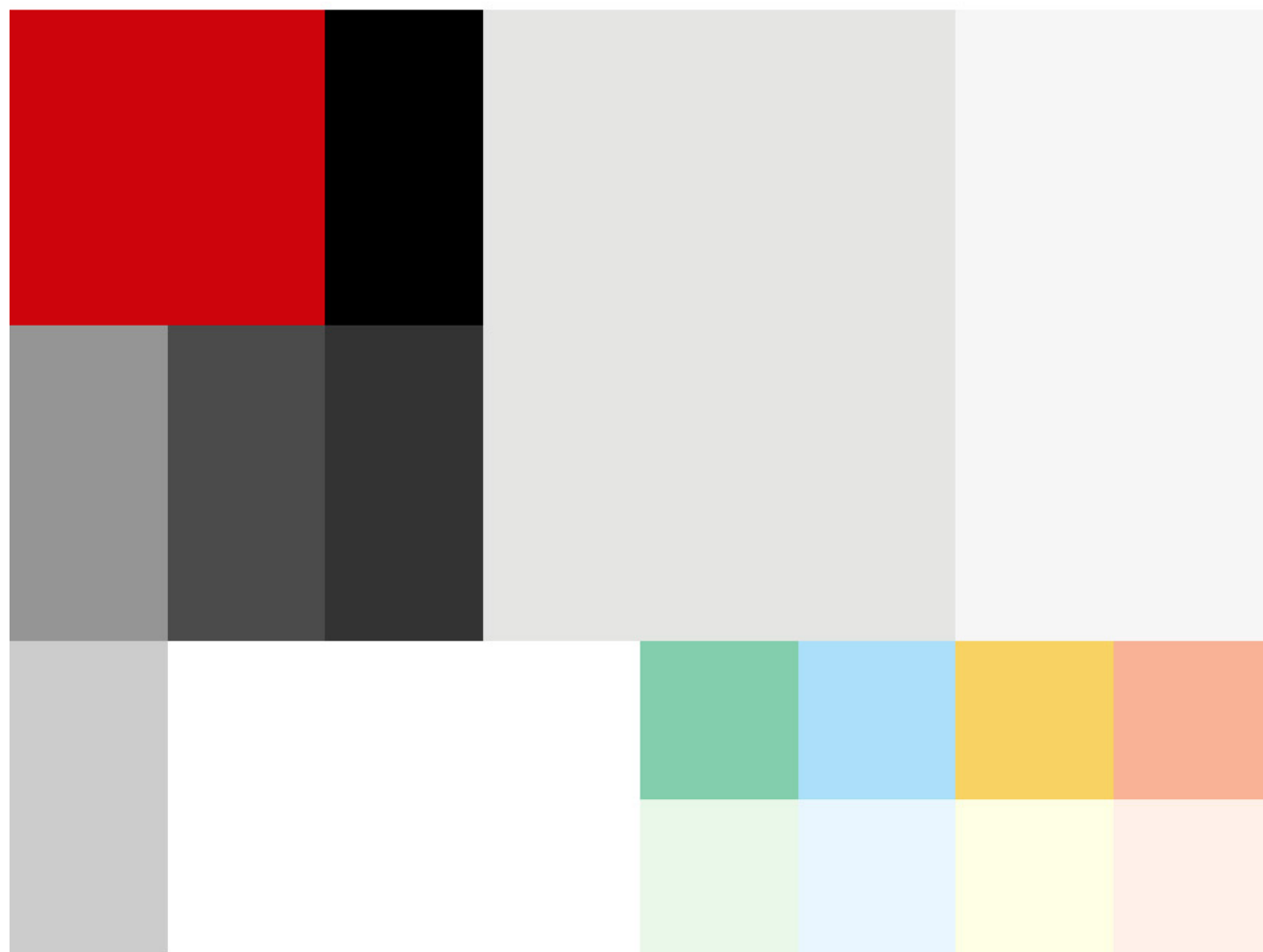
PON: CX123HXBY

- Order Acknowledged/Received 2 Days
- APP (Order Accepted) 6 Days
- FOC established 12 Days
- Design record layout** Current Status 20 Days
- Frame continuity date Approximately 2 Days
- Plant test date Approximately 4 Days
- Provisioning complete Approximately 2 Days

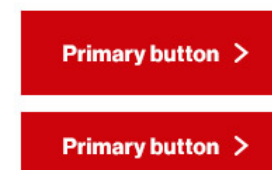




## COLORS



## CTA BUTTON DEFAULT



## CTA BUTTON DEFAULT



< Back



## LINK DEFAULT

Text link?

## TYPOGRAPHY

#CD040B — **Headline 1 NHG. 60/62px 25 kern**

#CD040B — **Headline 2 NHG. Disp 48/50px 25 kerning**

#CD040B — **Headline 3 Neue Haas Grote 36/38px 25 kerning**

#CD040B MOBILE — **Headline 3 Neue Haas Grotesk Dis 30/32px 25 kerning**

#000000 — **Subhead 1 Neue Haas Grotesk Display Bol**

#000000 — **Subhead 2 Neue Haas Grotesk Display Bold 18/24px 25**

#000000 — **Buttons Neue Haas Grotesk Text 75 Bold 16/21px 25 kerni**

#000000 — **Label 1 Neue Haas Grotesk Text 75 Bold 14/21px 25 kerning**

#000000 — **Label 2 Neue Haas Grotesk Text 75 Bold 12/18px 25 kerning**

#333333 — Body copy Neue Haas Grotesk Text 55 Roman 14/21px 25 kerning

#333333 — Caption copy Neue Haas Grotesk Text 55 Roman 12/18px 25 kerning

#4B4B4B — Legal Neue Haas Grotesk Text 55 Roman 10/12px 25 kerning