Case study

How Vodafone Puts the Customer at the Centre of its Business with Loop11

Loop11 features used by Vodafone

- ✓ Moderated testing
- ✓ A/B testing
- ✓ Prototype testing
- ✓ Participant recruitment

About Vodafone

vodafone

n.vodafone.ie

Vodafone Ireland puts the customer at the center of its business. Its UX design team leads the way in cultivating empathy for customers, through the considered design of all digital touchpoints.

Vodafone is a global telecoms business with operating companies around the world. In Ireland, Vodafone provides mobile services, broadband and TV, plus a suite of emerging products. Today, there's a huge demand in the company for innovation, with new products being regularly released and plenty more in the pipeline.

Industry

Telecommunications

Engaging internal Vodafone stakeholders

In this dynamic environment, Vodafone needs to develop and validate new products and designs that enhance the customer experience and increase conversions – without disrupting the effective user journeys already in place. To make this possible, the UX design team works to the motto of: 'test, test and test again!'

Vodafone's testing tool of choice is Loop11. The UX team first adopted Loop11 three years ago, and now runs moderated tests for every potential new webpage or product. Instead of relying on assumptions, intuition or opinion to design their products, the Vodafone UX team can rely on real insights from real users.

Vodafone has found that one of Loop11's most powerful features is the ability have stakeholders watch live moderated tests. They can join in real time and watch real users interact with the website or prototypes. The impact has been marked. By witnessing UX journeys for themselves, stakeholders can make decisions based on real data and insights.

Because Loop11 automatically records all activity, the UX team is free to give the user their full attention during the test. Afterwards, they can play back the tests to fully analyze results, or share them with the wider team.

> "Inviting stakeholders to watch the live sessions is super powerful because it helps them to empathize with users firsthand. We're also able to put their assumptions to the test."
>
> *Louise Byrne,*
> *Vodafone Product Designer*
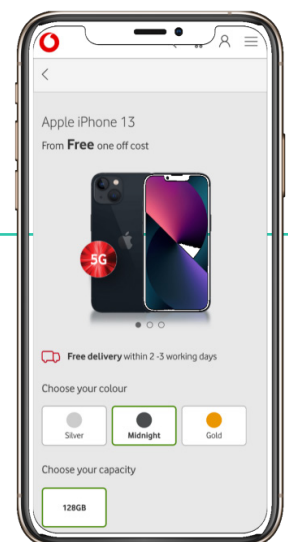
The feedback and design loop

The Vodafone UX team's approach to UX research and design represents best-practice in the UX field. Starting with a discovery phase, prototyping phase and moderated testing phase. The whole process end-to-end happens quickly.

The recorded tests and insights are shared with stakeholders, and the UX team advocates for the design that represents both the best user experience, and the best opportunity for conversions.

PHASE 1

Discovery

Empathize with the user and identify a problem to be solved.

PHASE 2

Prototyping

Collaborate with stakeholders to produce multiple prototypes in Figma, and frame potential test questions.

PHASE 3

Moderated Testing

Moderated testing includes a short interview to get qualitative insights and a segment where users are asked to verbalize their actions.
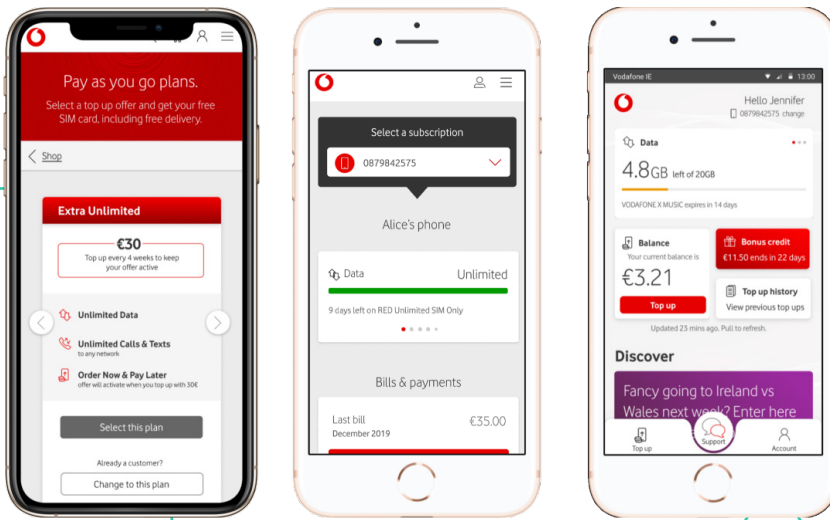
Vodafone prototypes

Here is a recent case of designing a page for customers to upgrade their phone or plan. By testing two prototypes with real users, the UX team discovered that the design of a 'candy aisle', worked best for users and the sales team. In this scenario, additional accessories and products were presented at checkout rather than on the main purchase page.

Insights from user testing with Loop11 enabled Vodafone to streamline the customer experience, minimize clutter on webpages, and still enhance conversions.

Testimonials from Vodafone Team

"Loop11 is a very quick way to validate a design. Our recruiter finds users with a one- or two-day turnaround, and then we set up a Loop11 study, whereas traditionally, there was a lot of prep time for user tests and recruitment.

Fran Jordan, Vodafone Design and Content Chapter Lead

"Loop11 automatically records all the sessions, which is super handy. We can go back after the test and have a look through the sessions ourselves, or share a watchers link with stakeholders."

Louise Byrne, Vodafone Product Designer

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