



BLACK

Online order journey
Usability test report

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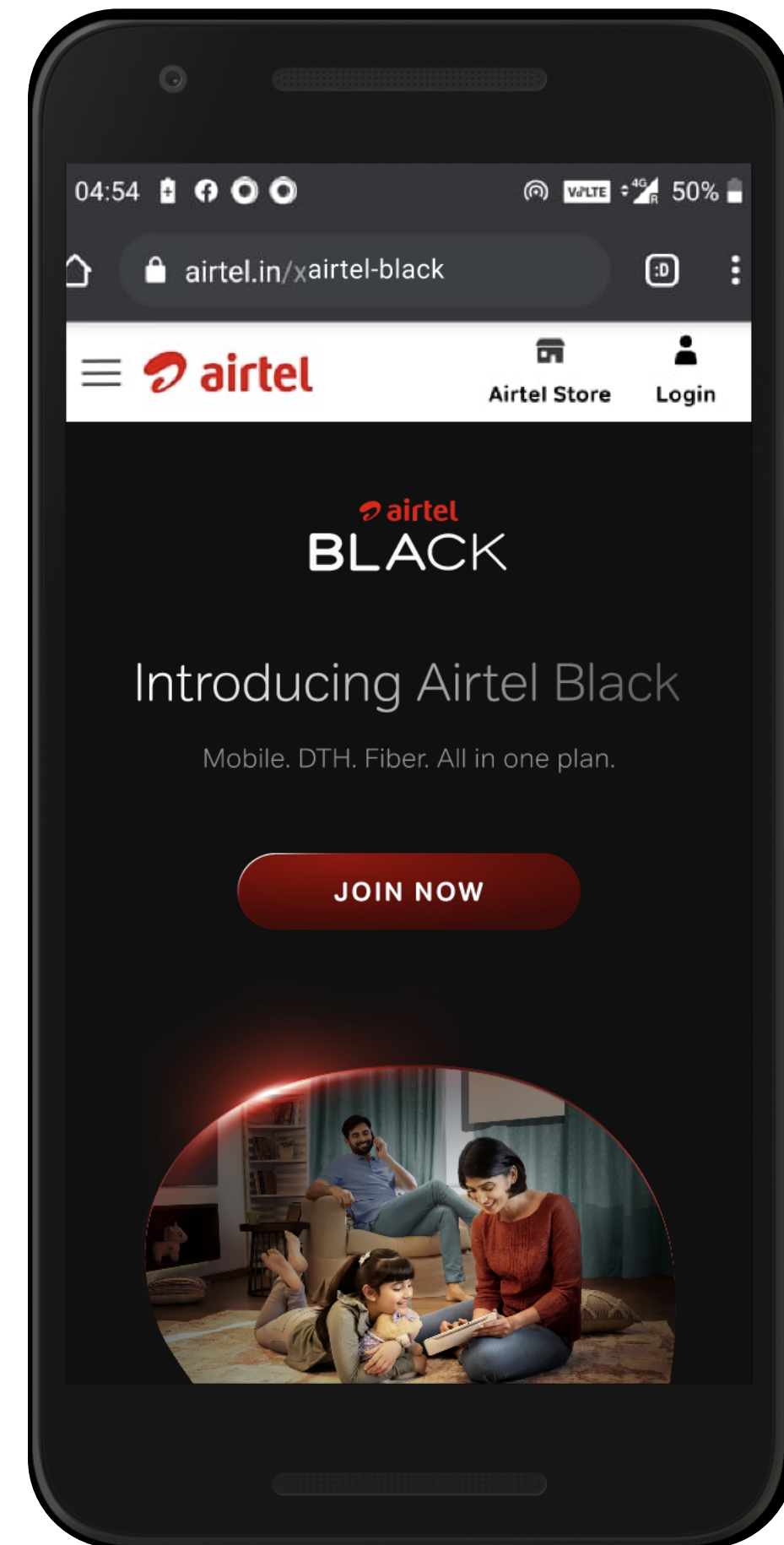
Objective

Background

The Online order journey for Airtel Black enables users to self serve, combining existing services, purchase new ones. A digital self care journey can service users who are tech savvy and do not want to depend on others. It is a new offering currently not offered by any other competitors in the country, and is complex.

Metrics for success -

1. The target CTR for this journey is 12-15%.
CTR for V2L journey is 6%.
2. The target CTR for this journey is 2%.
CTR for V2O journey is 0.2%.



Usability test: Prototype link

Research Plan

Research question

To evaluate the **ease of use**, **effectiveness** and **efficiency** of this journey against current solution (buy from store).

Alongside, to understand users' expectations, experience, mental models, fears and drives, and provide actionable recommendations for improvement.

Participant recruitment

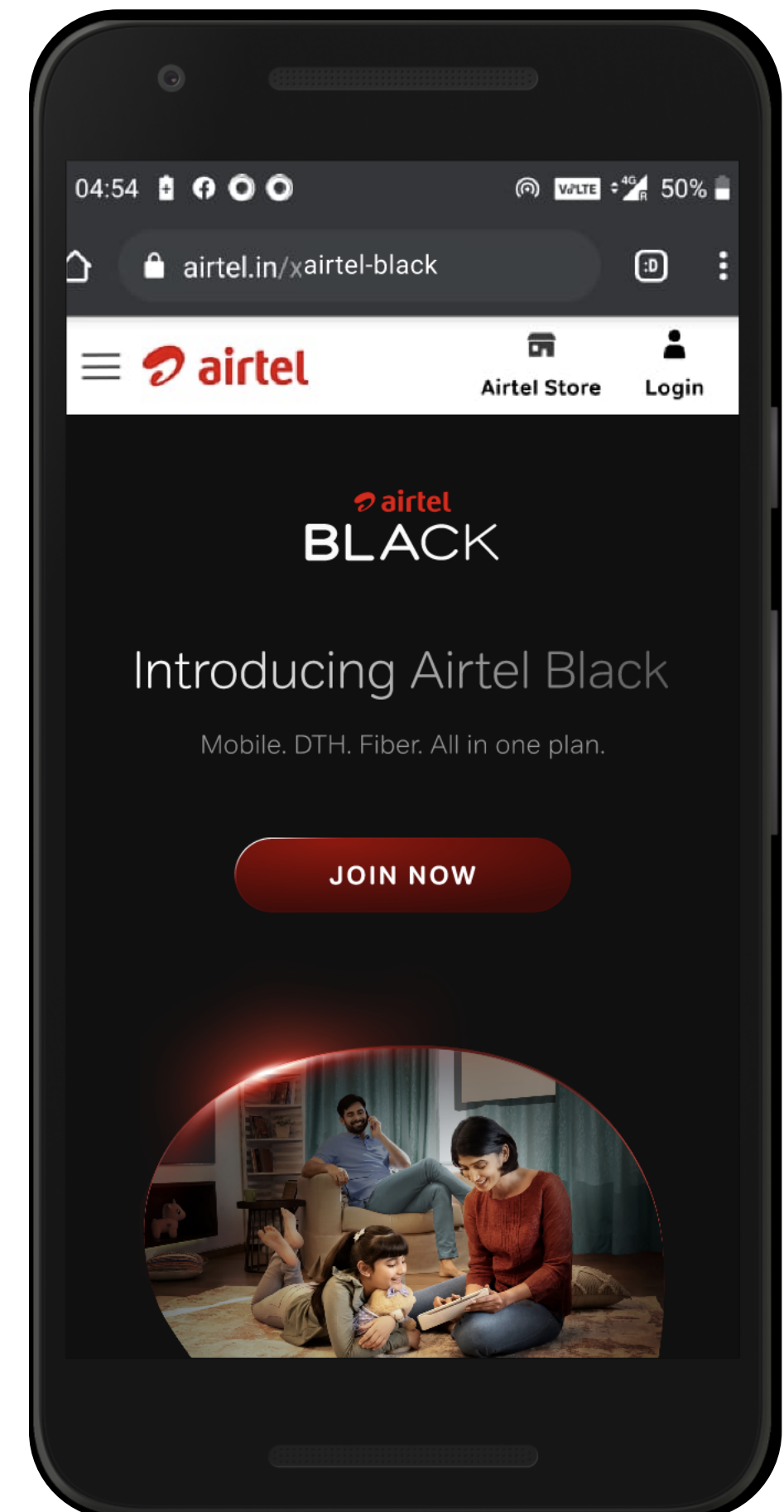
Total users: 8

Recruitment criteria: Database recruitment - users who expressed intent/ drop off from journey

User traits: Tier 1, tier 2, male 30+, decision makers

Interview Modes: Qualitative, in-depth interviews via Zoom + moderated usability testing

User traits: Tier 1, tier 2, male 30+, decision makers



Summary of findings

Overarching findings:

Users require **in-place assistance throughout the digital journey** to guide their actions and thoughts because they are confused by the variety of options and the differences between them.

Users are **apprehensive about making irreversible decisions** because they feel they will regret making the wrong decision and being stuck with it.

Users expect to be informed about most **information upfront before confirming** anything because they do not want to invest time in the process without confirmed success.

Need for Digital Assistance

Users perceive the journey to be too technical and time consuming. They are apprehensive about making the wrong choices and seek step-by-step assistance to ensure they are making right choices. It's hard to **establish relevance**.

How do I know which of these plans is good for me? I want a plan which has everything I need, at the cheapest price.

What do all these benefits mean FOR ME? There are a lot of benefits here(landing page), but I don't understand what they are or if they are relevant to me.

What will happen next? Users are unclear about next steps, payment at every stage - require assurance that there will be no unpleasant surprises.

User find it difficult to compare value/benefits across options

1. Xstream, Fiber
2. Soft bundle vs hard bundle

User doesn't understand technical vocabulary, some benefits, and how to avail them.

User actions aren't prompted until the last screen which confirms the order - users prefer to know in advance.

User drives

Overarching Drive



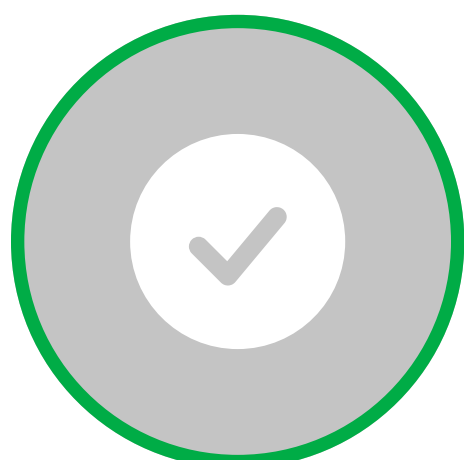
Convenience

Customers don't want to spend effort on going through multiple payment transaction cycles every month. With one bill, this reduced effort and the time saved is called "convenience".

"One bill is convenient. Pehle sab alag alag karna padta tha - ab ek bill ata hai."

Rachit

Contributing Drives

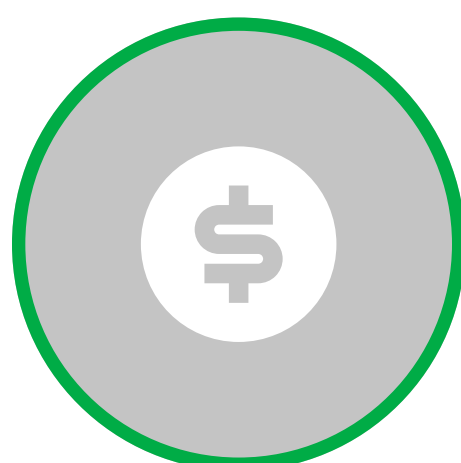


Autonomy

Customers enjoy the ability to craft a custom plan based on their own needs, without paying additional for services they don't need.

"Main ab apna khud ka exclusive plan bana sakta hu. I will only add services that I like."

Srishti

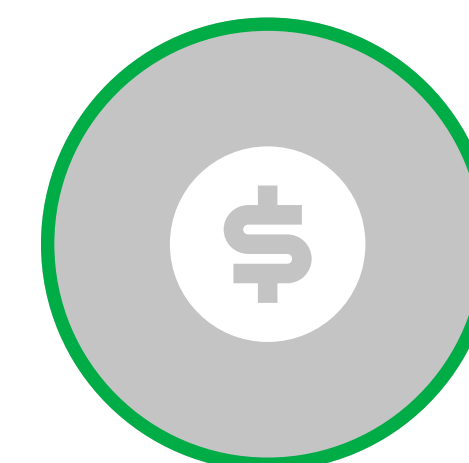


Money Savings

Users are delighted by the ability to save more with the same services while combining the bill.

"Maine plan to 1 bill ke liye liya tha, par fir mujhe pata chala ki mera bill amount bhi reduce hogaya. I am saving 900Rs now!"

Srishti



Abundance of Benefits

Users appreciate having a lot of benefits along with the convenience of one bill, and seek benefits which are relevant to their needs.

"Isme to bohot saare benefits dikh rahe hain... kya ye sab mujhe milenge?"

Rachit

User blocks

Overarching Block:



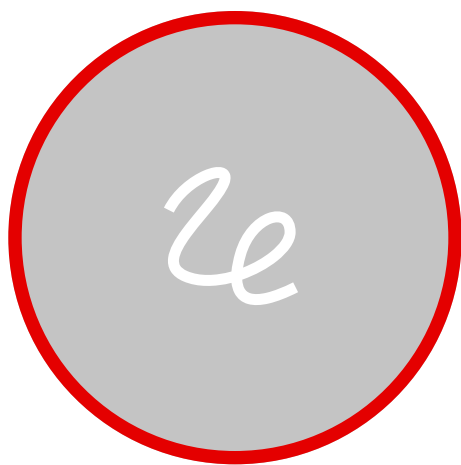
Lack of assistance

The users feel that the process takes a lot of time and energy, and at the same time, leaves their questions unanswered and does not adequately inform them. They expect assistance. If the assistance is not supplied, users are likely to drop the digital journey.

“Online mein toh sab kuchh nahi hota, kuchh cheezein customer care hi bata sakta hai”

Rachit

This lack of assistance is manifested through

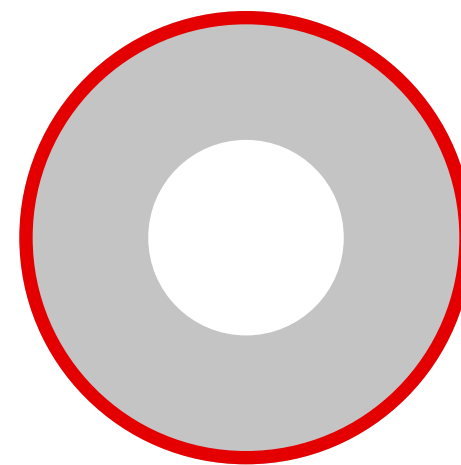


Decision Overload

User is making many decisions within and across services. They find it too complex, and fear making mistakes. They thus prefer to have some assistance while making the choices and may drop out to customer care if not helped.

Isme bohot saare option hain aur kaafi technical cheezein bhi hai. I don't want to make wrong decisions, so I would rather ask customer care

Rachit



Information Gap

Users do not find full information about the plans and services that they are signing up for - either because it's not available, or because they cannot find it.

“Isme aapne ye saare benefits likhe hain, par ye kaise milenge? Refundable deposit kaise milega?”

Rachit



Fear of error

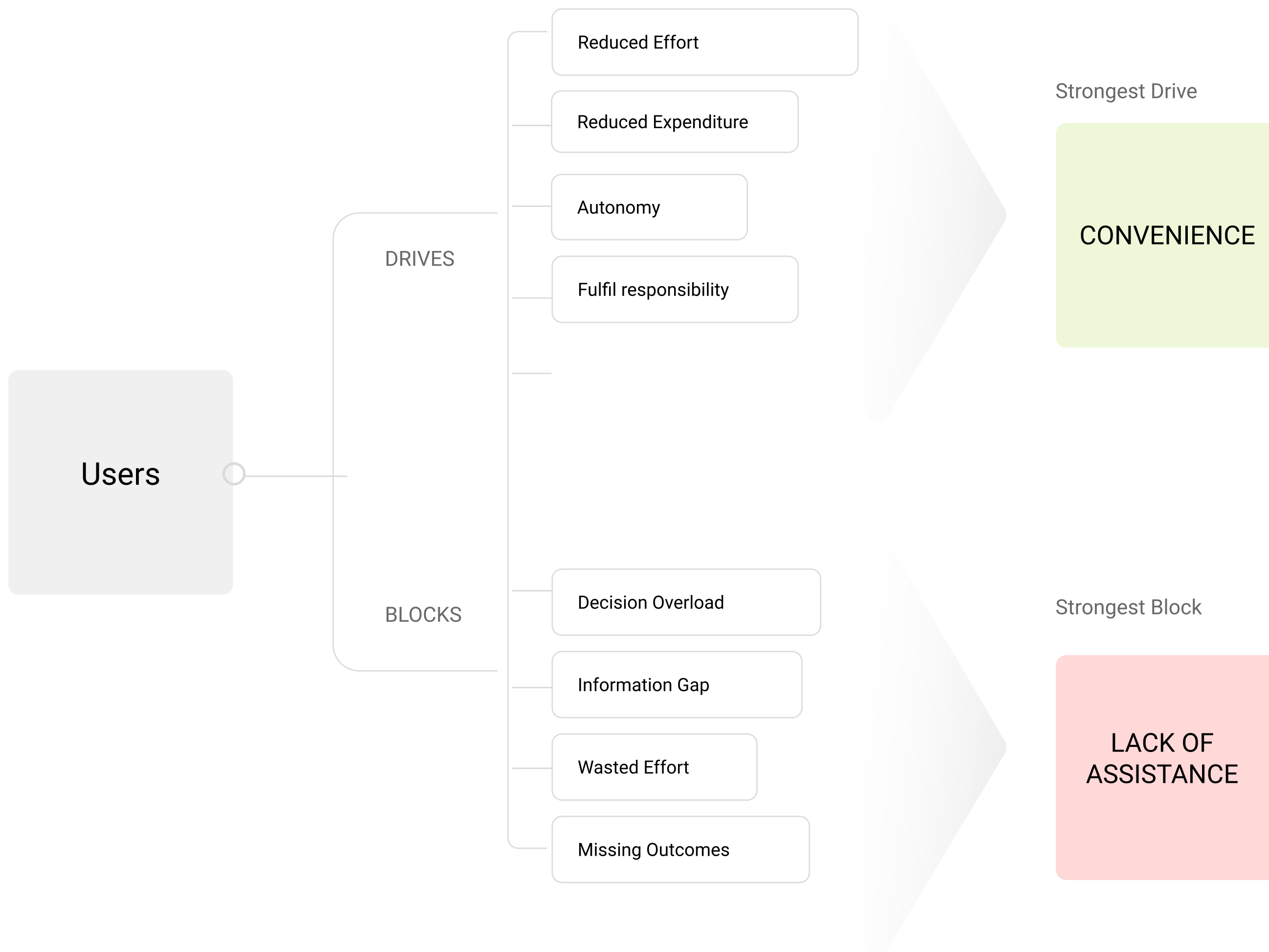
Users perceive the order journey requires too much effort, especially as they aren't certain what they are signing up for. They feel that any changes to their selections would mean their effort will be wasted and they'll have to redo the entire thing.

“Abhi maine itna samay laga ke poora plan banaya. Main ek cheez peechhe confirm karna chahta hu par main edit plan select karunga to sab firse karna padega”

Rachit

Theme, Frame, USP

Theme of the offering



THEME strongest drive / block identified

The users are driven by long term convenience and potential to fulfil their responsibilities (towards their family, etc) without a lot of effort. As the users are delighted by the potential for saving, this too should be highlighted.

Airtel should look at solving for a **lack of assistance** through persistent Help during the Black order journey.

FRAME of the product

For **Soft bundles**- highlight the major theme: **convenience with power of customisation**
 For **Hard bundles** - highlight the major theme: **convenience with reduced effort**

USP or MEME

Assured Assistance through the journey

Next steps:

User Wants	Need to Solve	PET design tool	Solution	Owner
VISIT TO LEAD - LANDING PAGE				
Information about benefits	Assistance, Communication	Create trust: links, FAQs; Persuade users	Make benefits easy to understand, appear relevant, prioritised, distinct from one another. "Free home visit" instead of "free service visit"	UX Copy, Brand
The benefit of convenience - USP to be reinforced	Communication, Assurance, Bringing out value	Trust: Social proof, Emotion: Optimal level of dissonance, Optimal level of stimulation, Intrinsic drive of convenience	"You can have a lot of convenience', ' You can have this while also saving ___."	UX Copy, Business, Brand
Assurance of Monetary benefits	Assurance, Communication	Pay: Rewards & Discounts & Offers	"You will save at least Rs 700 with this plan" "get any one new service free for 30 days"	UX Copy, Business, Brand
Assurance of journey completion - time not wasted	Feedback, Assistance	Trust: Match existing knowledge; Persuasion: Feedback	Communicating "Your changes are saved", feedback	UX, UX Copy
Exclusivity in Airtel Black	Communication,	Exclusivity	Exclusive, custom plan FOR YOU' , Visually stimulating the theme exclusivity	UX Copy, Business, Brand
Less imposing CTA	Communication,	Decidophobia	Explore', 'See more', 'View options' - user should not feel that an irreversible decision is being made	UX Copy, Brand
LEAD TO ORDER				
Select connections: Easy comparisons between plans and packs	Information, Communication	Contrast principle,	Clear information about what is the difference between two options/plans/packs	UX
Instant, relevant feedback	Communication	NA	"You have added 3 services, total bill value ~2500Rs" followed by discount on the last page.	UX, Copy, Brand
Understandable language	Assistance, Communication	NA	Clearly articulate what user is expected to do. "You can enter any mobile number here - prepaid user should not be confused"	UX Copy
Assistance while adding services	Assistance	Social proof (in some places)	Persistent help: FAQs, Walkthrough, Live help, in place help	UX, UX Copy
Feasibility on Fiber	Fail gracefully	NA	At any technical limitation, give users way out/options "Fiber is not available at your address. Proceed with "less value" pack/ 2 services/copper?"	UX, UX Copy
Pack first approach on DTH	Align to user's mental model	Trust: Match existing knowledge;	Show packs first before box	UX
Communication at each point		Trust: Match existing knowledge;	Status update, feedback, List clearly what user needs to do, and expected outcome.	UX
VISIT TO ACTIVATION				
Information about next steps	Communication	NA	"You will be asked to enter your ID for KYC in the next step" or "Choose your box - you will be able to choose channels in the next step"	UX, UX Copy, Brand
Journey closure beyond Order	Communication	NA	"You will need to pay ___ at time of installation"	UX, UX Copy, Brand
Full information about total bill	Feedback, communication, assistance	NA	Price of service A: ___, Service B, service C:	UX
Benefits and redemption details	Assistance	NA	"Your benefits will be available immediately on Thanks App', 'Activate OTT services by visiting___ " "Watch video tutorial on how to redeem services"	UX,

User's Pain Points: Specifics

An overview of specific pain points of the user across the digital acquisition journey. Overview here, details in Appendix-I.

1. Users found the fiber journey painful, especially when it fails for the user because they have had to invest a lot of attention and energy on it.
"Agar ye test nahi hota toh abhi tak mai customer care pe call kardiya hota"
2. Users are unable to find what they look for in the DTH journey because their expectations are not reflected in the journey.
"How do I get to know which channels I will get" was asked by multiple users.
3. Users feel that if they have prepaid number, they cannot add it, and will have to buy a new pack because they do not see any information about the possibility.
"Why should I get new SIM?"
4. Users do not find the information they look for in the pack descriptions offered for the services because their questions about the packs are unanswered.
"Xsteam aur isme (HD box) mein farak kya hai?"
"Ye postpaid plan mein data sabka alag hai ya saath mein?"
"Pehle batana chahiye customer ko if their fiber plan is not possible"
5. Users find the flow for entering personal details painful because they say they have already added it.
"Why is customer's address being taken every time?"
6. Users become confused on seeing the final bill because they are unable to cross-check price calculations, recall their services and fear that editing services will lead to redoing the process.
"I don't understand how the price of the individual services adds up. It shows 'Rs 149 saved' but I don't know how"
"Edit karne pe saara mehnat zero ho jaayega"
7. Users do not know what to expect after completing the journey because they do not get sufficient confirmation and information on next steps.
"I am assuming yahaan payment ka option ya link hoga"
"Mere paas ab confirmation call ayega na?"
"Fiber lagane kab aayenge?"

Expectation Mismatches - I

What we designed and expected V/S what the user did and expected. Overview here, details in Appendix-I.

What we intended

- > Airtel Black for everyone- existing and new customers
- > Listed the Black benefits on the landing page to inform customer leads
- > Flexibility with combining different types and numbers of services- Fiber, DTH, Postpaid with the services landing screen

What users did

- > **Thought Black was for only existing Airtel customers** based on impressions from the Landing Page, Login Screen and Services Landing Page
- > **Paid little to no attention to section of benefits**
- > **Inferred that they had to get all 3 kinds of services for Black** because of the information presented on screen. If they could not get all 3, **they said they cannot convert to Black.**

Expectation Mismatches - II

What we designed and expected V/S what the user did and expected. Overview here, details in Appendix-I.

What we intended

- > On the services landing page, Buy Now= Buy new service, Add More = add an existing service
- > Users will get to convert prepaid to postpaid connections for Black
- > Users can buy 4 new postpaid numbers with a pack
- > User will be able to understand the benefits of Xstream box and choose it

What users did

- > Found it difficult to distinguish the difference between “Buy Now” and “Add More”.
- > Felt confused about whether they can get Black with a prepaid number
- > Felt confused if their existing numbers will be adjusted while buying a postpaid pack of 4
- > Found the HD Box to be better, or asked what was the difference between the two.

Recommendations

PET Probes for user blocks

To tackle the overarching theme of lack of assistance, here are some PET probing tools that may be worth an exploration.

Persuading Users **Appealing to Emotion** **Designing for Trust**

P0: Require Immediate Attention (Must Have)

- **Assist users throughout the journey** to overcome user blocks.
Provide assistance through through
 - (1) **Persistent help** (Know Mores, Walkthroughs, Live Help, FAQs, Customer Care)
 - (2) in-situ explanations & intervention
 - (3) opportunity to save progress

- **Bridge the information gaps across the journey**
Need to provide complete information to enable
 - (1) informed decision making across services and packs
 - (2) understanding what step they have to do next

- **Provide closure beyond the acquisition journey**
Need to inform the users about **what will happen in real life**
 - (1) Order Confirmation
 - (2) Pay later
 - (3) Installation of DTH, Wifi, activating Postpays, converting prepaids to postpays

- **Simplify the language throughout the journey**
Make it easier for the user to understand
 - (1) The benefits of black
 - (2) The expectations of the journey (any 2+ services = Black)
 - (3) The differences between packs of services
 - (4) The CTAs and the amount of commitment the user is making

P1: Require Major Attention (Should Have)

- **Provide Timely Feedback on the user**
Need to inform users whether their actions are successful or not in time.
 - (1) Highlighting successful actions. Eg: Displaying total amount during services selection
 - (2) Highlighting unsuccessful actions with further steps. Eg: Providing the user opportunities to convert prepaid to postpaid instead of just displaying errors.
 - (3) Preventing predictable problems. Eg: If Fiber is not available at user's area, let them know it before the Fiber journey begins.

- **Fail Gracefully wherever possible**
Need to design failure flows for technical constraints (fiber, postpaid) to prevent dropouts when users encounter them.
 - (1) Provide information and closure about the failure
 - (2) Provide alternatives to succeed in the journey
 - (3) Provide and estimated time of resolution or follow-up

- **Simplify acquisition journey** to reduce cognitive load and fatigue
Users find it difficult to make decisions in the long journey.
 - (1) Make it easy to explore services
 - (2) Help users compare and decide between packs
 - (3) Break the journey into assisted chunks

P2: Require Attention (Could have)

- **Stimulate the user at multiple checkpoints** in the journey
 - (1) keep their engagement. Eg: keeping track of savings, total bill, benefits
 - (2) keep them emotionally invested. Eg: Delightful feedback on actions of conversion

- **Personalise for users of various scenarios**
 - (1) Need to account for edge cases that the user may not expect to be covered in an "online journey", eg multi-circle porting. The surprise and consequent satisfaction may be high conversion emotions.

Strategic Directions - II

PET Probes: Aligning expectations of the User & Black

To tackle the expectation mismatch in what we offer and what users do/think, here are some PET probing tools that may be worth an exploration.

Persuading Users

Appealing to Emotion

Designing for Trust

P0: Require Immediate Attention (Must Do)

- **Consistency+ Reinforcement of the USPs: Convenience and Monetary Benefits**
User does not experience the acquisition journey as a convenient, hassle free process. User also does not see their savings till the final bill appears. For OAP, Convenience interested the user, the savings and benefits converted the user.
- **Communicate Convenience offered by Airtel Black | Appeal to Aspiration**
Users of OAP say they don't need to go through many tedious billing processes every month. We do not convey this reduced effort and time adequately for Black.

P1: Require Major Attention (Should Do)

- **Assert Credibility of Airtel Black in the journey through design**
Help the user trust that their efforts will lead to outcomes in the journey as they are fearful of making errors and redoing the process.

P2: Require Attention (Can Do)

- **Highlight the Exclusivity of Black**
Users do not think of Black as something exclusive or different.



BLACK

Screen-by-screen findings

Landing Page

Banner Blindness and the missing 'Spirit of Convenience' are the main culprits.

Intent Mismatch: 2-Step CTA of creating plan

CTA scrolls down to the "Create plan" button on the same screen.
What do we want here?

Banner blindness for benefits

Despite probing, user pays attention to a maximum of 3-4 benefits
They simply skip.

Lack of clarity - benefits

On the right, the ones most understandable are indicated in green, and least understandable in red, and ones not even looked at in white.

Note: We had to explicitly probe the participants for these meanings. Most of them skipped this section.

"Ye jo one call centre likha hai - ye kaunsa call centre hai? Same wala? Kya same number pe mujhe call karna padega aur mera wait time short ho jayega"

Srishti

Is black only for existing airtel customers?

If and when the users reads this, that is what they feel.

Banner Blindness Again -

User skips this information, and then believes that 30 days free will be for all services.

Main CTA- Create Plan at the 3rd screen

The users find the Create Plan buttons and the recommended packs late.

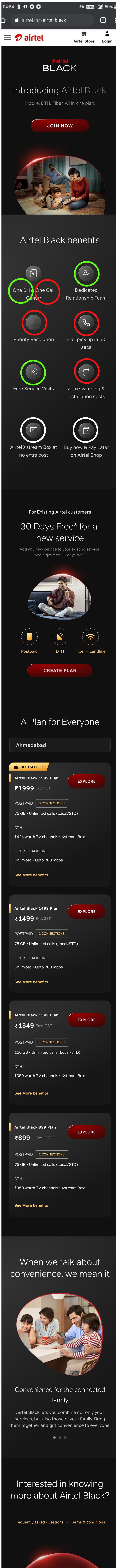
Based on the 8 users, they already knew about OAP from someone else, or the app. This screen for them is not meant for research, but to sign up. The page doesn't help them speed up the process.

The selling point is pitched last

8/8 users appreciated OAP for convenience.

For new users, convenience is pitched at the last, after the buying CTAs.

For users familiar with the concept of black, we miss the opportunity to reinforce the selling point: Convenience



Do not reflect the Core benefits on the page

2 reasons why people loved OAP were:

1. Convenience
2. Discounted Aggregate

Both of these are not visible in the homepage exploration. If they are there, they are not drawing attention, and present a lost opportunity of reinforcing the main benefits.

Benefits look like buttons

Users ended up clicking a few benefits assuming they were buttons.

CTA in 3rd scroll

User is just exploring until this point

Create plan - Confirmative CTA

Create plan sounds affirmative, like users are committing. Users don't want to waste time or energy, so they prefer to select 'explore' instead.

"I want a simple way to pay my bills, and I don't have to spend time and effort doing these utilitarian things, so that I can spend my time doing things that I enjoy"

Srishti

"Package bhi kam hai, easy hogaya hai use karna"

Rachit

When we talk about convenience, we mean it



Convenience for the connected family

Airtel Black lets you combine not only your services, but also those of your family. Bring them together and gift convenience to everyone.

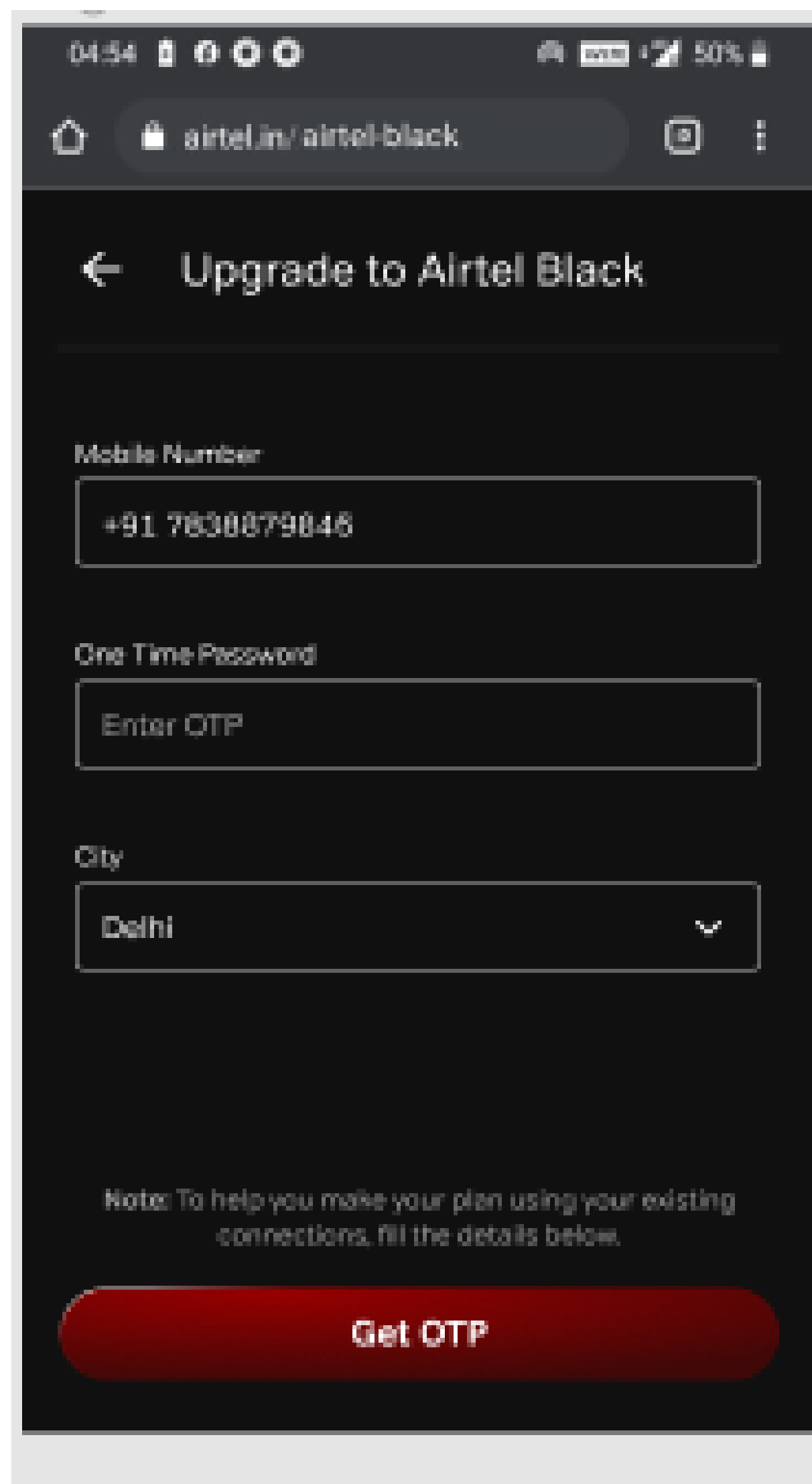
Interested in knowing more about Airtel Black?

[Frequently asked questions](#) • [Terms & conditions](#)

Login Screen

Is this airtel only?

Users are familiar with login journey, consider it as part of the process. Other users question whether they can have Airtel Black or not.



04:54 50%

airtel.in/airtel-black

← Upgrade to Airtel Black

Mobile Number

+91 7830879846

One Time Password

Enter OTP

City

Delhi

Note: To help you make your plan using your existing connections, fill the details below.

Get OTP

'Upgrade' concept

Users assume that 'upgrade' means only for existing Airtel services/Airtel users. Users have questions about whether their non-airtel services/numbers can be converted and added.

"Is it only for airtel customers?"

Rachit

"If I don't already have an airtel number, which number should I put here?"

Rachit

"Is this the number I use on the Thanks App?"

Rachit

Services landing page

Complex Issues and Conflicting Mental Models

This is the most complicated section of the journey, where users were most confused and frustrated.

Progress Bar

User doesn't acknowledge the progress bar explicitly but expects it to be there.

Combine your connections

Makes users believe that it has to be existing Airtel connections. Users ask - can I add a non-Airtel number here? How about a prepaid number?

Looks like I MUST get a Fiber and DTH and Postpaid - all three

The users feel that it is necessary to get one of each services here.

Failure in acquiring one can lead to dropping out of the process.

← Airtel Black ₹1999 Plan [Change Plan](#)

Plan Selection Select Connections Review Order

Combine your connections to join Airtel Black 0/3

Fiber + Landline
Select | Add | Get a new connection

No connections found

[BUY NOW](#) [ADD MORE](#)

DTH
Select | Add | Get a new connection

No connections found

[BUY NOW](#) [ADD MORE](#)

0 connections
Out of 3 [Proceed](#)

Postpaid
Select | Add | Get a new connection

No connections found

[BUY NOW](#) [ADD MORE](#)

Note: To manage add-ons or edit connections, go to Airtel app after plan is activated.

Frequently Asked Questions

Change plan CTA

Does not align with user's mental model when creating a custom plan.

Service count

Users do not pay attention to the circle and do not relate to the number on top.

Ambiguous CTA

What's the difference between 'Buy now' and 'Add more'?
Add more also has a sub CTA for 'Buying new service'

Most users tend to click "Add More"; "Buy Now" appears to be a commitment

A complex process

Users find the screen a little daunting.

Can we break down the process?

"Too much to do at once - understanding every plan for each service and make a selection. I prefer to speak to customer care or go to the store so that I can tell them my requirements and they can help me decide"

Srishti

Fiber Journey : Buy Now

The long, long address process

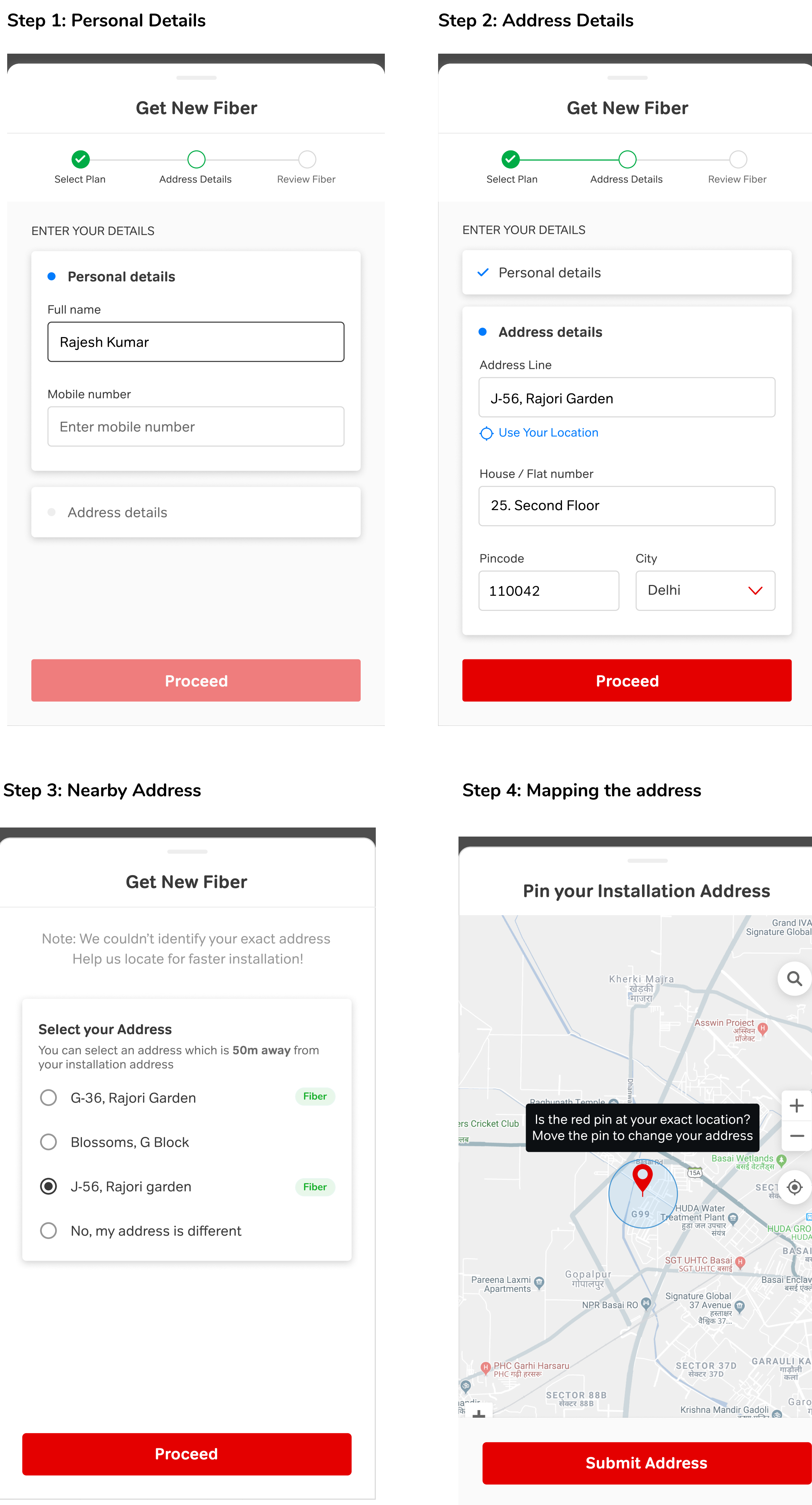
The fiber journey is plagued by address issues. This journey is long, and customers are frustrated because of 3 main reasons:

1. Get to know at the end if area is serviceable
2. Get to know at the end if the area doesn't support the speed of the chosen pack
3. Have to go through a long address journey

Need to figure if we can

- (1) take minimal information to ascertain fiber possibility
- (2) reduce address journey
- (3) offer alternatives to fiber

There is also no information about the fixed line.



Fiber: Need Graceful Failure

Unable to convey that the user can have Airtel Black without a fiber connection

Currently, the users feel (due to Black's Landing Page & Services Homepage) that they have to get all 3 services to be eligible for black. Failure to get fiber results in the user leaving the digital acquisition journey.

Can we deal with the failure gracefully?

Can we inform the user it is okay to not have fiber, and that they can still continue with Airtel Black through other services?

DTH Journey : Buy Now

Expectation Mismatch with Current Journey

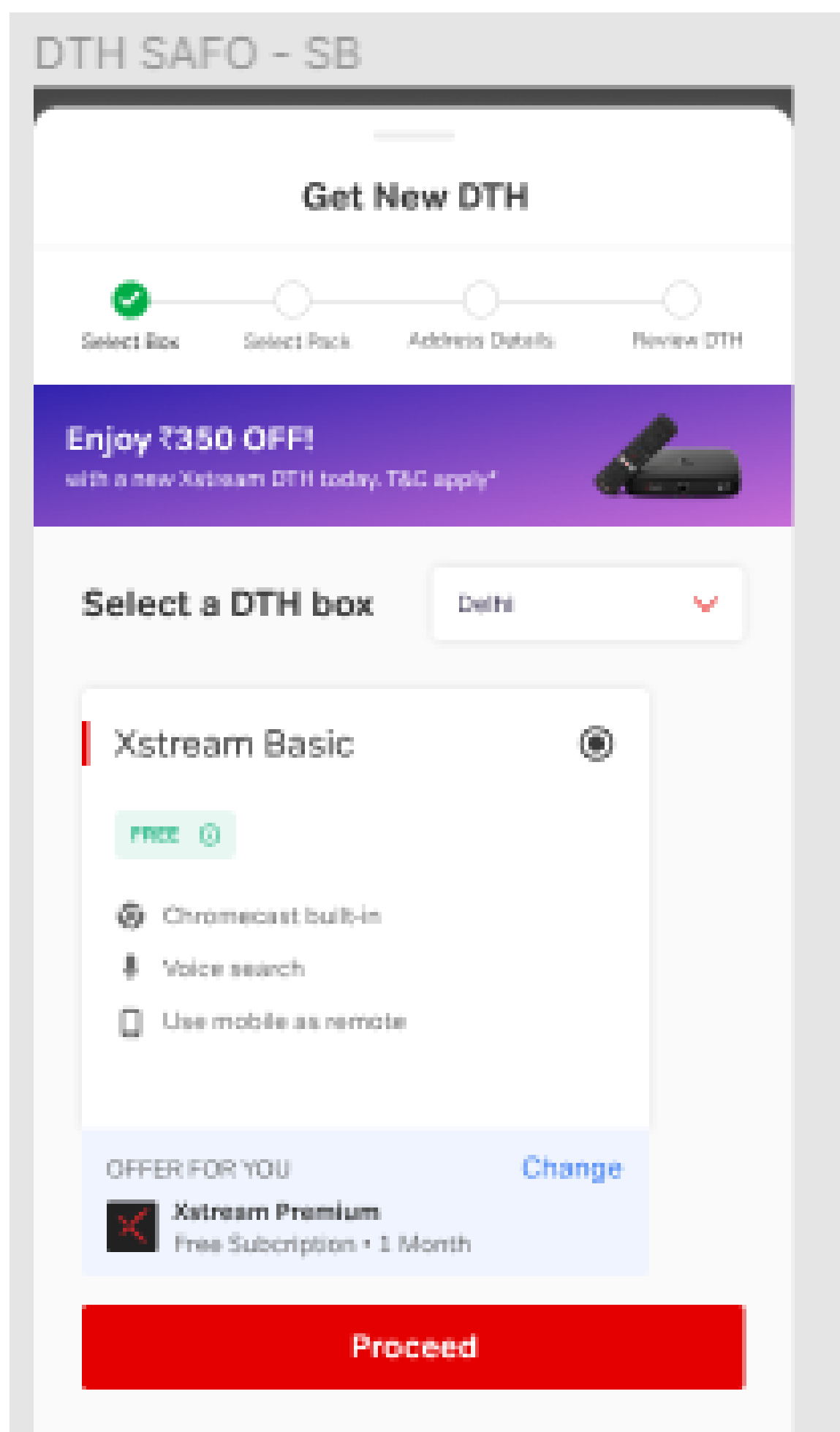
The current journey doesn't align with the information the user expects to see. With Channels as the most important aspect of selecting a plan, users are hesitant to confirm any one box based on the benefits alone.

Top band

Users don't notice the offer. By the time they reach the end of the journey, they have no recall for this benefit.

Confirmatory CTA

The word 'Proceed' feels like too much commitment to the user, who has not even seen which all channels he/she would get to see. User hesitates to proceed.



Progress bar

Users check the progress bar for information about what is going to happen next. User doesn't see the information about channels on this page, and neither does he have any assurance that channels will be visible.

How will this affect me?

Users wonder whether there would be any changes to their custom plans after upgrading.

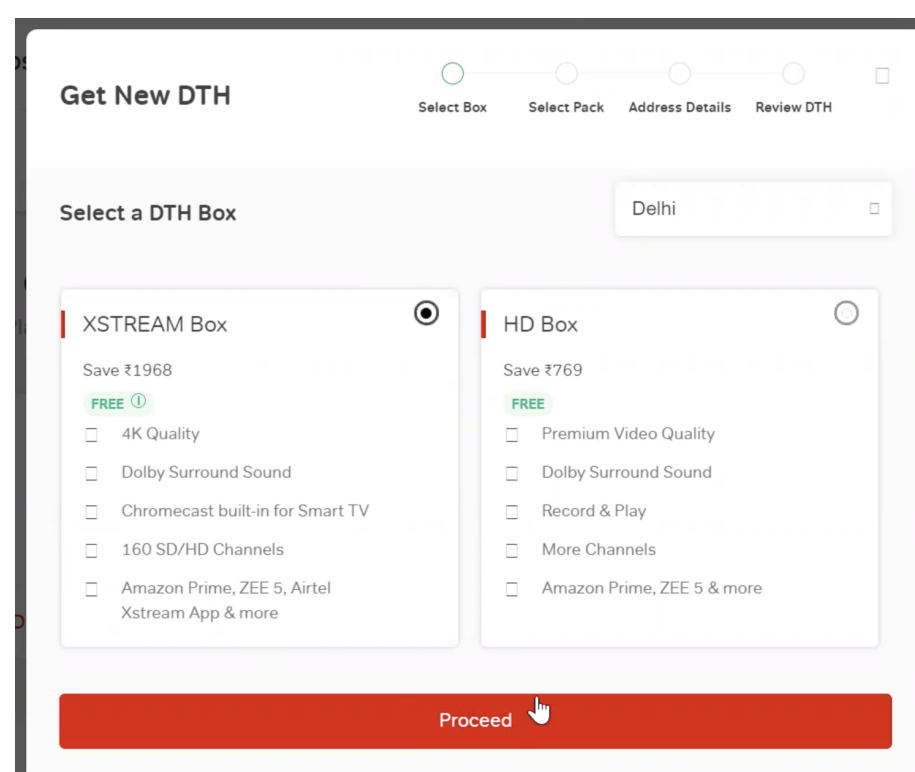
"I have made a current plan with all the channels that I like - if I upgrade to Xstream will I have to go through the whole process again? Or will I be able to retain my preferences?"

Srishti

Comparing boxes

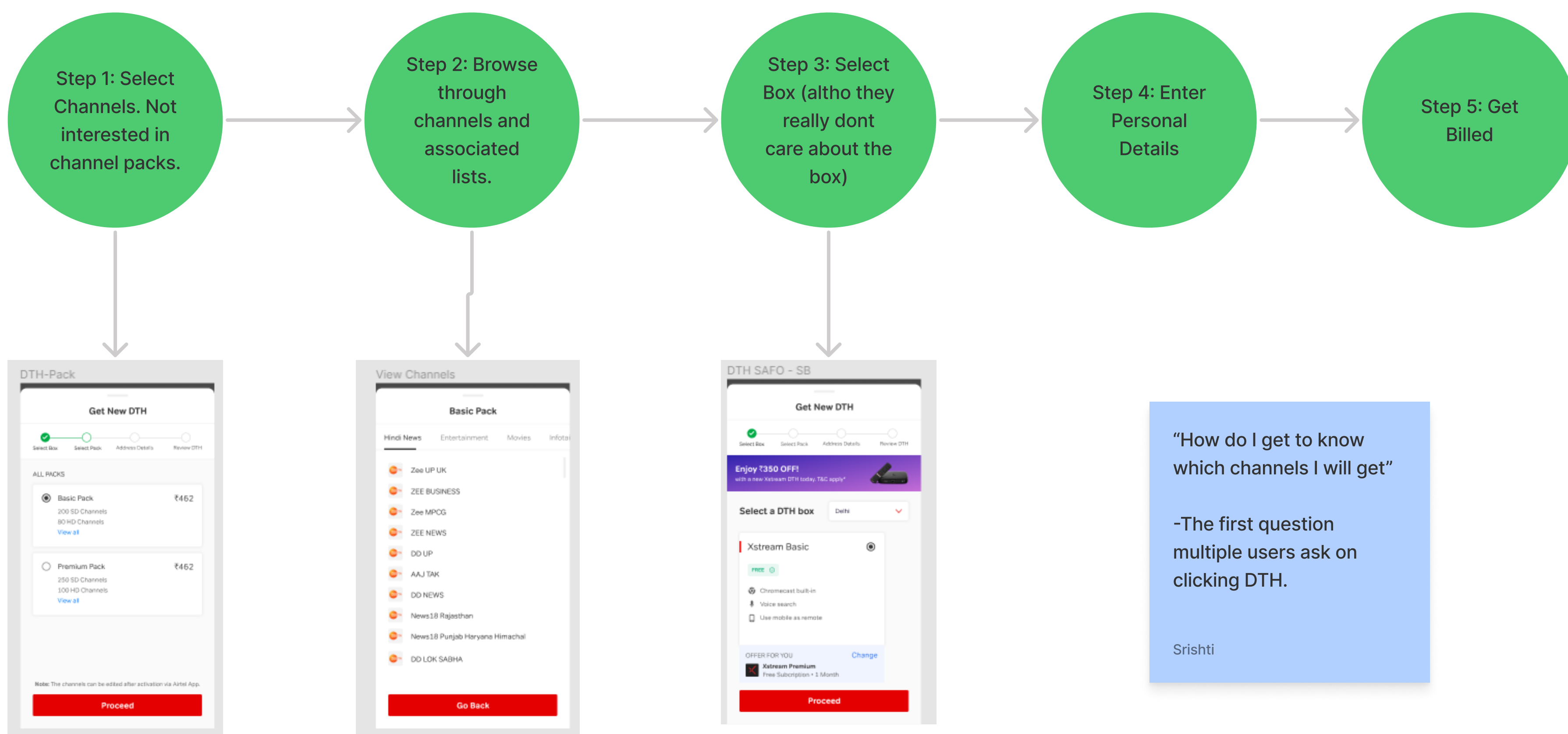
The comparative between boxes is not very clear for the user. If Xstream has 160 channels and HD has more channels, isn't HD better? Why is it cheaper?

Xstream box features do not sell it to the user. We fail to explain its benefits. It is not clear that Xstream can stream and HD box can not.



Expected Journey

For users, the most important part of the journey continues to be the 'channels' they get to see, not the box. Many users don't understand Xstream and therefore need information about what it means. As a result, the current journey doesn't align with the information the user expects to see.



"How do I get to know which channels I will get?"

-The first question multiple users ask on clicking DTH.

Srishti

Postpaid Journey : Add More



Lost opportunities of conversion with Add More

Currently, the users feel the postpaid journey in “Add more” is only valid for “Airtel Customers” who “want to buy new postpaid numbers”

Lost opportunity on Prepaid to Postpaid

Airtel users who have Prepaid think that they cannot convert it to postpaid, due to missing invitations to convert.

“Why should I get new SIM?”

Airtel users with prepaid airtel mobile services think they will have to buy more numbers to avail Black, which is a point of contention.

Add Postpaid

Mobile Number
Enter a mobile number

One Time Password
Enter OTP

Get new SIM Add Postpaid

Which mobile number is to be added here?

Users are confused whether non-airtel numbers can be added here. Airtel users confused if prepaid numbers can be added here.

It is assumed only Airtel Postpaid numbers should be typed in here

Lost Opportunity: Porting to Airtel

Since users click on Add More more often than Buy Now, they believe that they cannot proceed if they have mobile services of another operator.

This can be an opportunity to nudge them from another operator to airtel

Postpaid Journey: Buy Now

Expectations of Adjustment v/s Clarity of it

Users feel that if they buy a new plan of 4, it will cover their existing prepaid, postpaid and add new connections at the same time.

There is no information on whether and how this mental model is supported, leading to a state of ambiguous exploration.

Family Consumers and expectations of adjustment

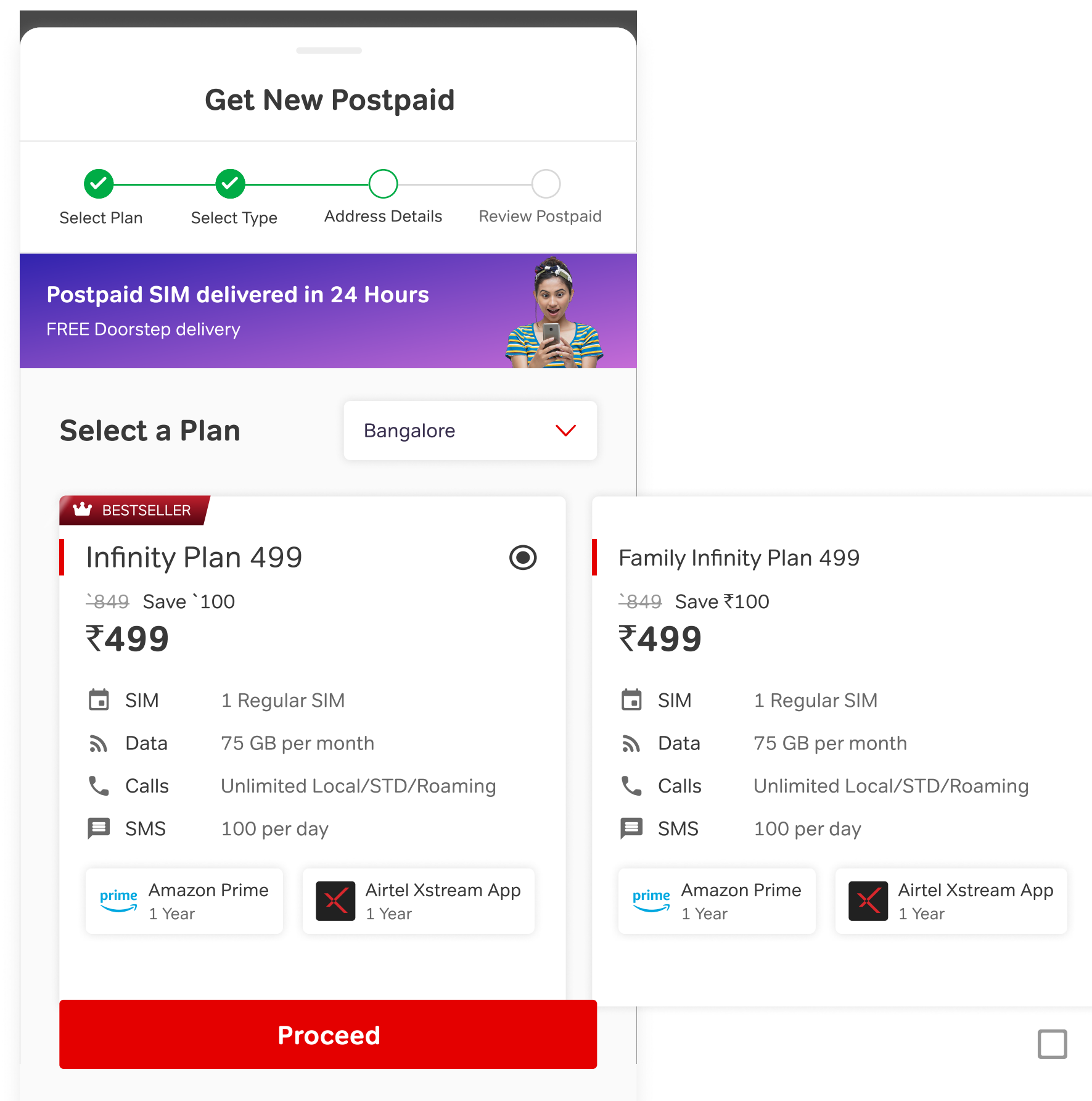
Airtel users typically used Black as a family plan. Family has multiple SIMs- some prepaid and some postpaid.

Users assume that buying a new plan (say, with 4 SIMs) will account for all of the sims they already own.

It is not clear how the existing services and new ones will be combined. It happening is assumed by the user.

Unclear Data Commitment

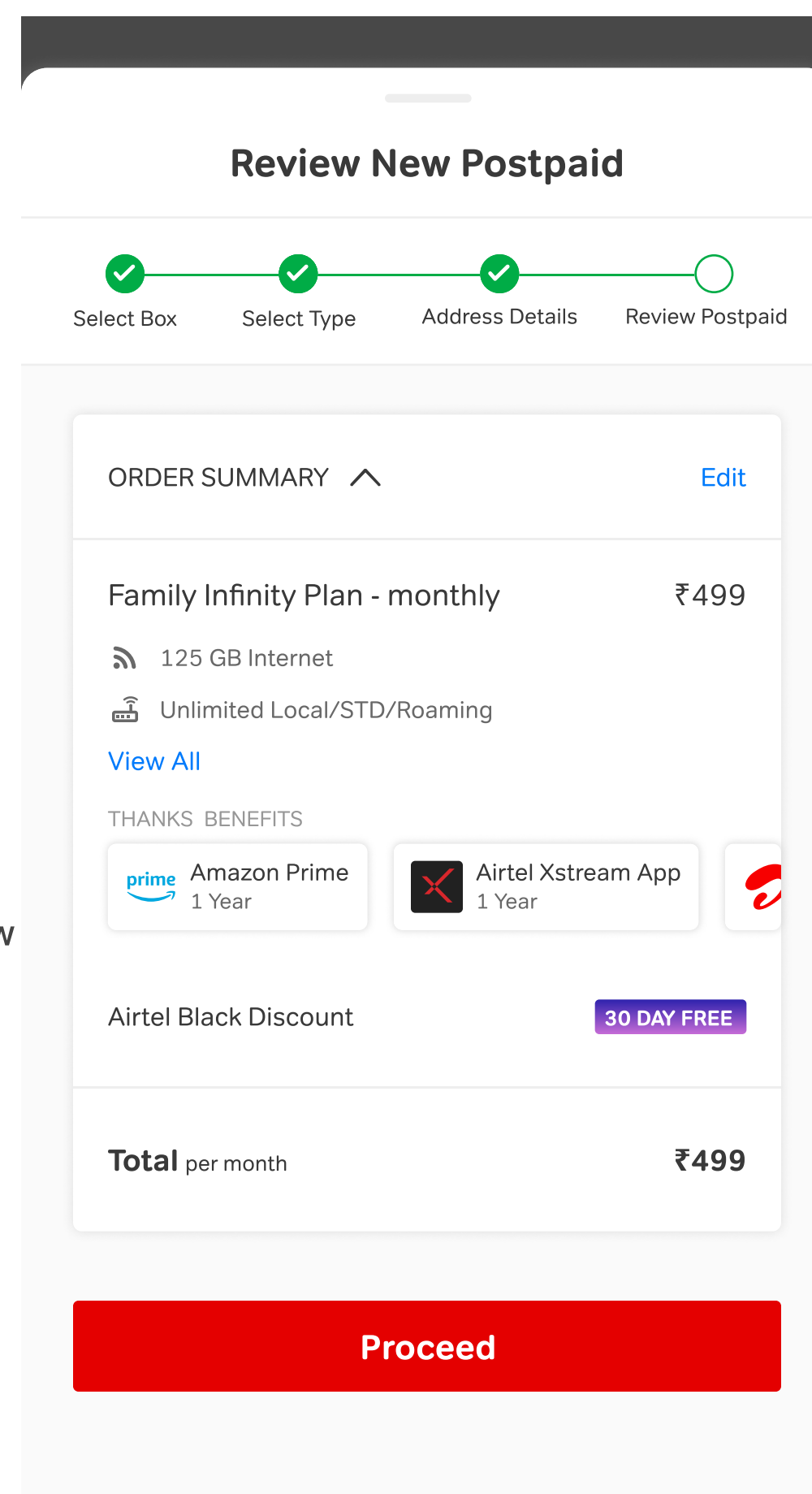
Users do not understand whether the Data specified is per-SIM or cumulative across all SIMs.



Thanks Benefits

Need to associate character with benefits

Every single user checks thanks benefits. These bundled OTT benefits are an expectation now.



Missing details with benefits

“What is apollo 24×7? Fast tag but for how many vehicles/Rs?”

“Prime but for how long?”

Missing information about Airtel services

Airtel XStream and Wynk do not attract the users attention or engagement.

This is a missed opportunity to place these products.

For the Airtel XStream App:

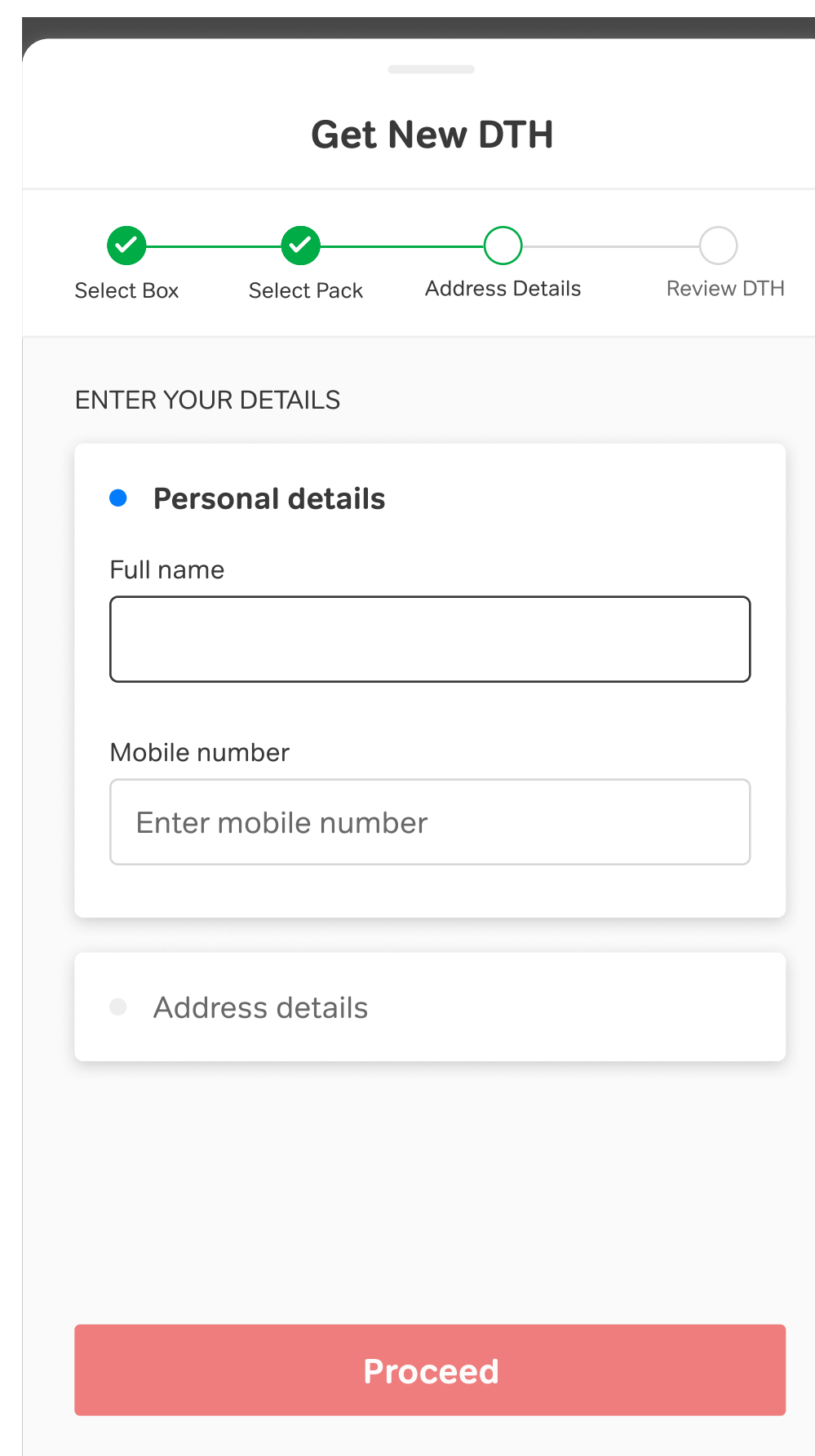
“Kya karunga uski subscription mein? Kya aap mujhe channels dikhaoge usme?”

Rachit

Personal Details after Choosing Pack

Redundancy with collecting information, and Ignoring Address Drawer

Users have to enter similar (often same) personal details for every service they buy. They also always missed the address drawer.



The address drawer was heavily ignored
Every single user missed the “address details” drawer. They enter personal details and click on proceed, which then informs there is an address drawer.

Redundancy of asking for details

The users question why they have to type in their names, phno and addresses every single time. They expect autosaves and autofills.

It is important to note that the users here were subscribing to Black for their co-located families.

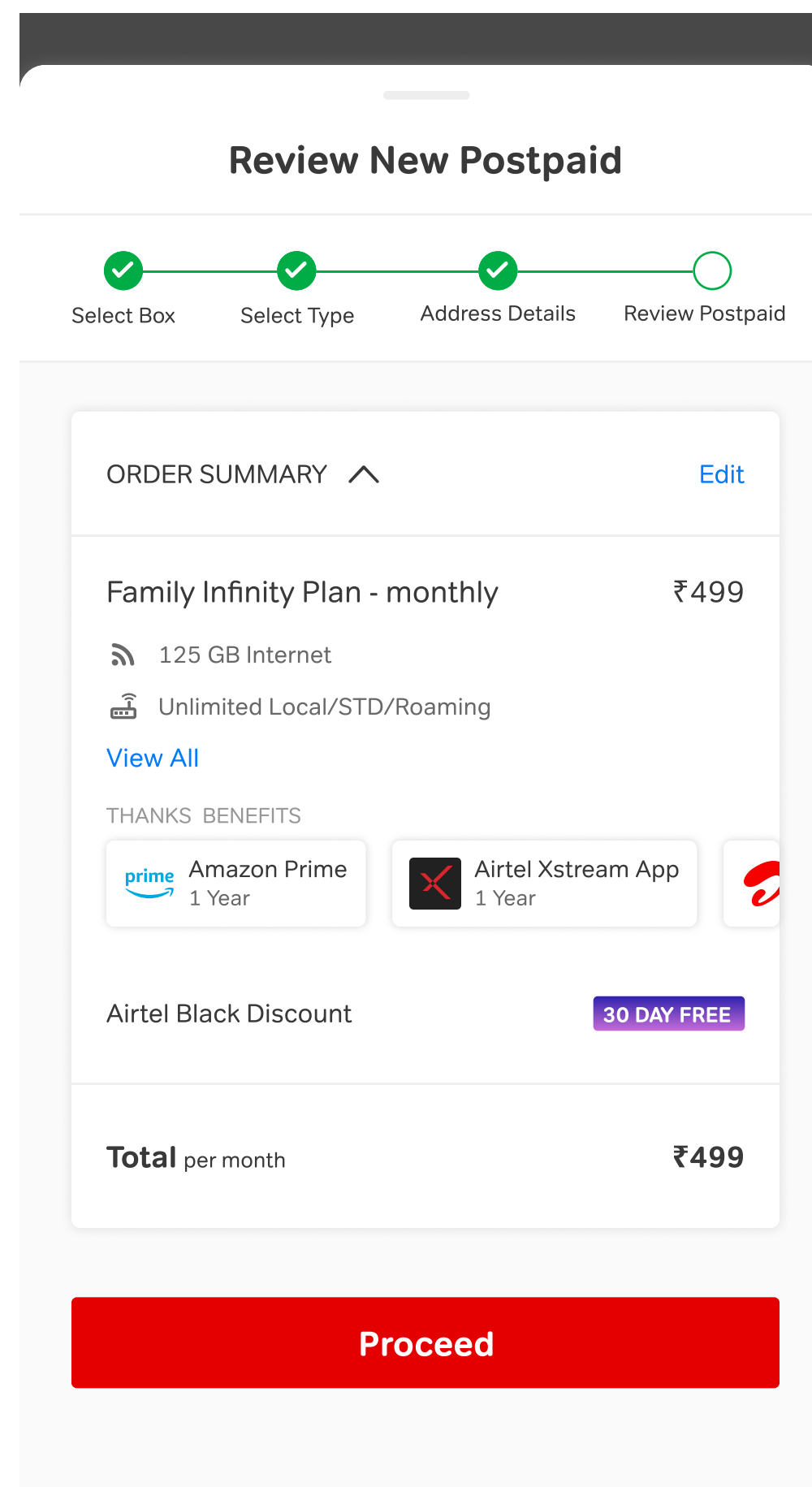
“Why is customer’s address being taken every time?”

Rachit

Review Order of a Service

Expectations of Closure

The users want to know what will happen next before they click “Proceed”



What is this “30 day free”?

Users do not fully understand this. What is this discount? Why are they getting it? Although they are glad they are getting it.

Expectations of Closure

Users feel:

I have bought the postpaid connection. Where do I select which numbers to add? How do I KYC? What will happen next

I have bought the DTH. When will it get installed? Any installation charges?

I have bought fiber. Where is the detail of what is going to happen?

After Buying/Adding a Service

Recollection Issues and Miscommunication

The users are unable to recollect what services they added, and feel that they have to add all three services. They are also unable to estimate the amount they have to pay.

Saving money is not highlighted anywhere!

The user cannot see their current amount, and the savings we offer anywhere. Compounded with missing information about the selected services, we fail to support users in the cost calculation process.

Looks like I have to add one of each

The user feels 1/3 connections means they have to add one of each service to make it a total of 3 connections

Are the benefits clubbed?

All new services offer similar thanks benefits. Users wonder whether they will be clubbed.

The gray alert is ignored

The gray alert (atleast in the prototype) is a mandatory click. Every user ignored this, and proceeded to click on the CTAs of the next services.

← Airtel Black ₹1999 Plan [Change Plan](#)

Plan Selection Select Connections Review Order

Combine your connections to join Airtel Black 1/3

Fiber + Landline
Select | Add | Get a new connection
No connections found

1 connections Out of 3 [Proceed](#)

DTH
Select | Add | Get a new connection
No connections found
[BUY NOW](#) [ADD MORE](#)

Postpaid PARENT
Select | Add | Get a new connection
999999999 **NEW**

1 Postpaid connection added in the list. [OKAY](#)

[BUY NOW](#) [ADD MORE](#)

Note: To manage add-ons or edit connections, go to Airtel app after plan is activated.

[Frequently Asked Questions](#) ▾

After adding 3 connections: Why should I proceed?

Customers are skeptical about clicking on confirmation button without knowing the total amount of their order

No Recall Assistance of Added Services

The user sees "New Postpaid Connection" when they add a new connection. They do not find any indicators of recalling what they added.

Review Order: All Services

Information Overload

The final review order is a cognitively heavy process by expectation. However, there are certain elements that only add to it.

Recalling Plans: “Custom plan kya hai”

Users typically recall plans by their price. “1999 ka airtel one plan”, “499 ka postpaid plan”. Can we devise a way to make the plan name memorable?

Information Overload

Too much information constrained to a small screen. All coloured labels are competing for attention with the rest of the information.

Missing recall opportunity

The way the plans are named and displayed does not help the user recollect what plans they selected for the individual services.

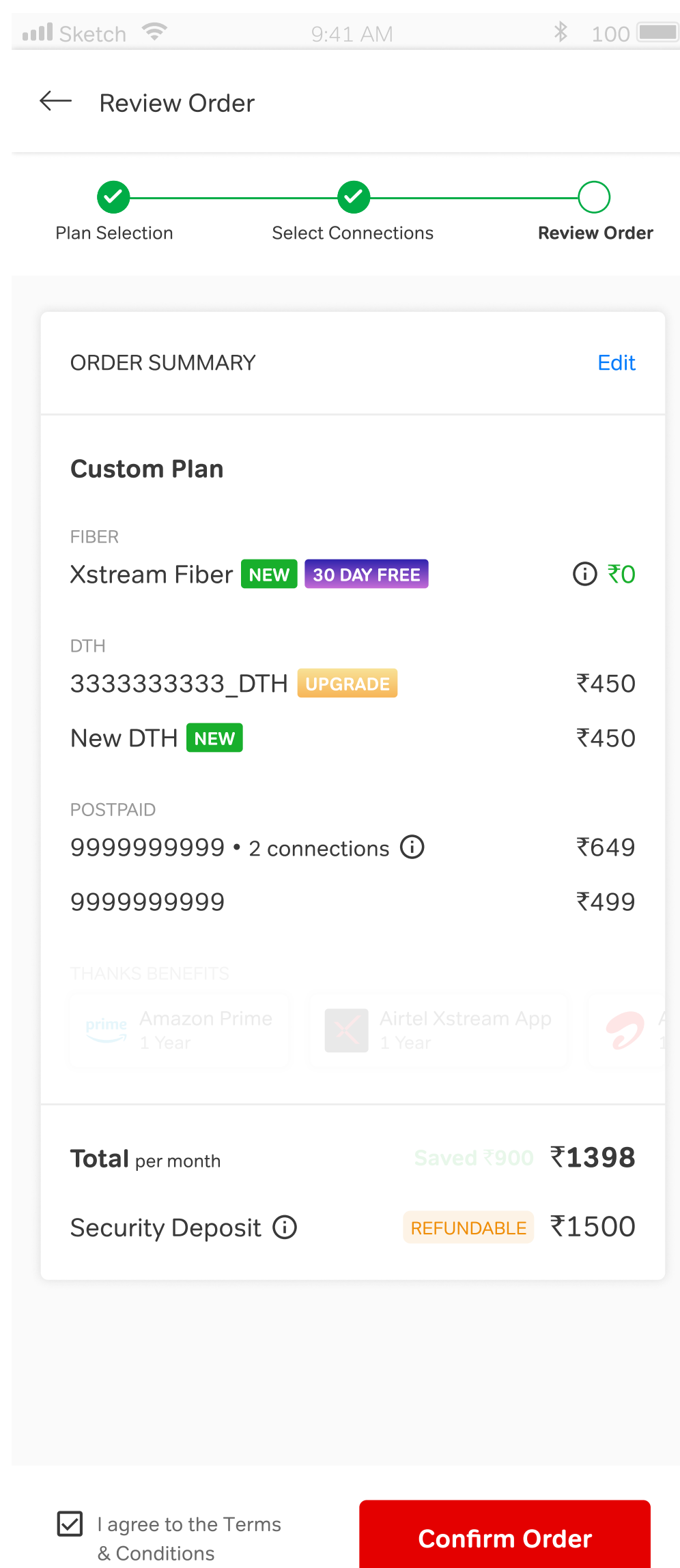
Manifested the most in DTH, where the user wants to see the channel plan selected.

Post first-bill shock

Right now, the bill excludes the price of the “30 days free” service. The mental model that user constructs is “1400 ka bill aayega”. Next month, they may be unpleasantly surprised.

“Why do I need to pay for capacity?”

The users completely ignore, and often misinterpret network capacity fee.



Editing Order = “Pura mehnat zero ho jaayega”

The users feel that clicking on edit means re-doing the entire process across all services. The edit journey right now also takes you back to the select services screen.

User Suggestion: Editing individual items

A user suggests having the ability to edit individual items would be better. They can choose what parts to edit, and in the edit journey of a single service, choose what parts to edit.

Multiple Connections with Postpaid

The first postpaid entry says 2 connections. The user asks, whether this means they have 2 postpaid connections with one number, and how does that make sense.

The meaning conveyed is unclear.

Assisting users with bill calculation

The users cross checked their bills manually, even after the first bill. Here, we are unable to make the cross-check for mental satisfaction easier.

I don't understand how the price of the individual services adds up. It shows 'Rs 149 saved' but I don't know how. Mujhe samajh nahi aaraha iska calculation but the final price is what was mentioned at the beginning of plan selection so I am okay'

Srishti

Final Screen: End of Journey?

Missing Closure and Post order support for the user

The final screen leaves the users with unaddressed questions of “What’s next” and “What ifs”

Closure and Recall of Purchase

What is my final amount? What are the final products? What are the final benefits?

Missing information about follow-ups

What happens next?

1. Customers expect a callback of confirmation.
2. Customers expect an ETA/timeline of conversion.
3. Customer expect some information on when and how the DTH and Landline people will contact them.
4. Lingering questions about postpaid (porting, prepaid->postpaid, kyc, selecting out of 4 which are old and which are new are expected to be answered here.

Missing recall opportunity

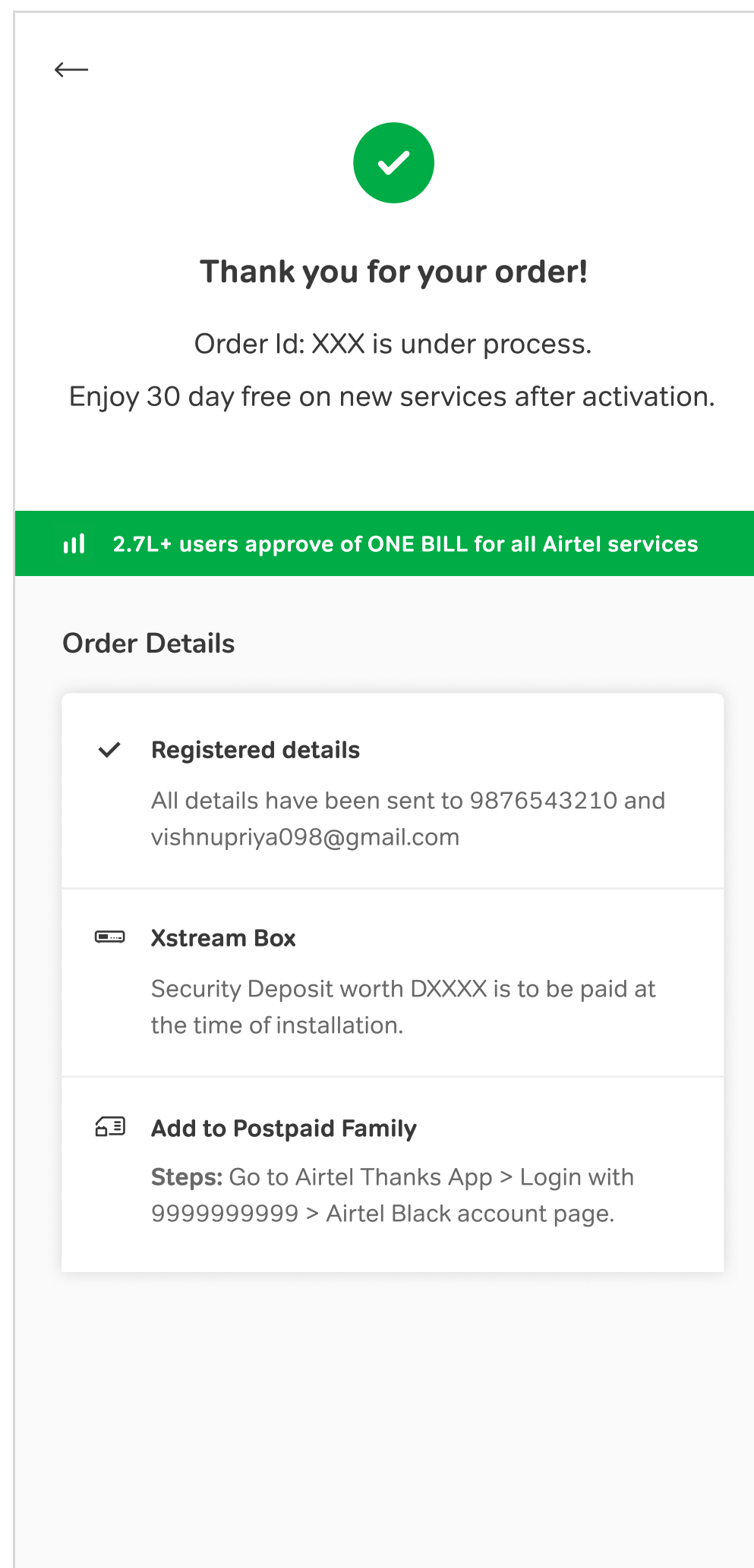
The way the plans are named and displayed does not help the user recollect what plans they selected for the individual services.

Manifested the most in DTH, where the user wants to see the channel plan selected.

Edge Case: Advance Payments

Some users had paid in advance for their Broadbands, which were adjusted in the OAP bills. This was said to be a positive experience.

Can we explicitly talk inform the user of the same in case they have any advance payments?



Missing Post Order Support

What if after going through the journey, I have second thoughts about certain packs and want to change it?

What if after going through the journey, I want to discuss sthng with my family and update the bundle?

What if I have questions? Who do I call?

Closure about Payment

Where do I have to pay? Is there a link for that? Is the payment to be done after the installation of services?

We are unable to convey that you need not pay before your first bill gets generated.

“I hope the payment is not in advance... I want to pay after installation”

Rachit



BLACK

Thank you!

For further clarification, please reach out to Srishti/ Rachit from UX Research team