

Online trade-in tool

Before & after UX copy



Brief

Using the latest customer insights and data, review, simplify, and improve copy for Vodafone's online trade-in tool.

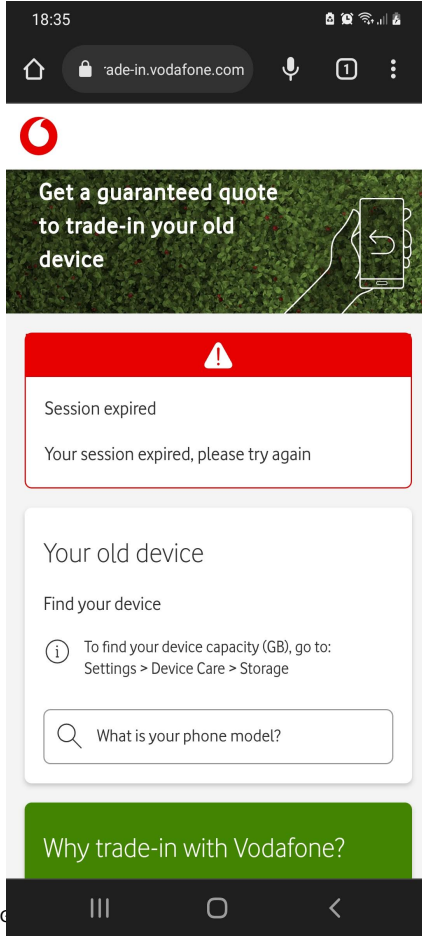
Replace existing copy (with UX copy), to create a simpler user experience that attracts, retains and converts customer to trade-in their unwanted tech.

Guidance

- Supplied copy (Before) on the left
- New UX copy (After) on the right



BEFORE



AFTER

A fixed price for your phone

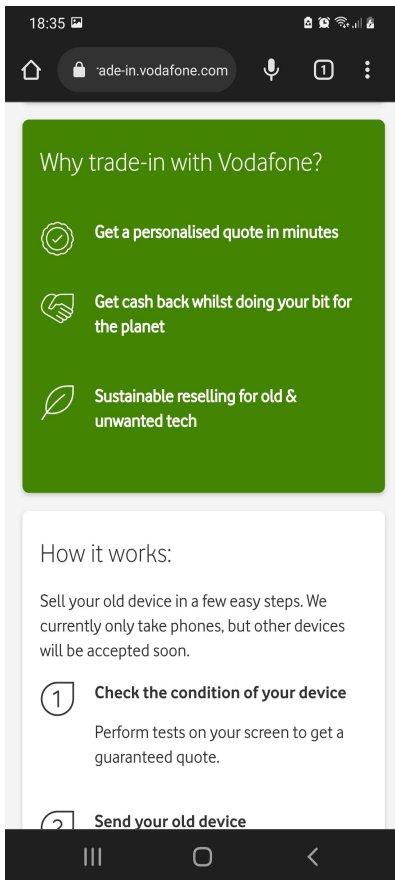
Welcome back!
It's time for a refresh.

Find your phone
Match make and model

i) To check your phone storage (GB) go to: Settings > Device Care > Storage



BEFORE



AFTER

Why trade-in with Vodafone?

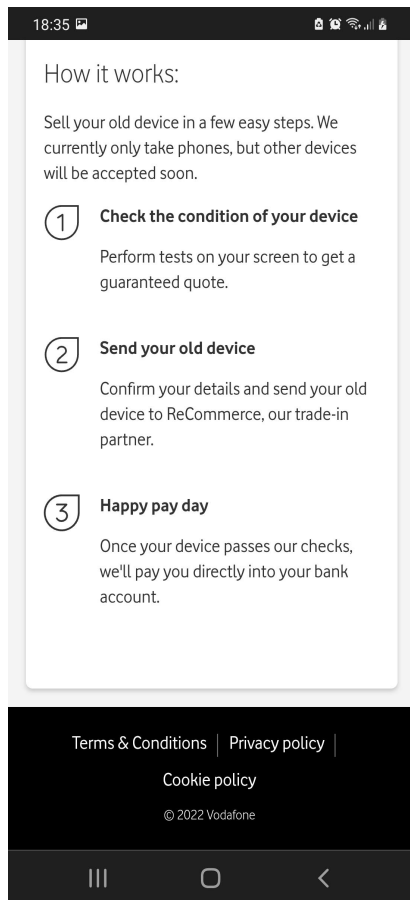
[Icon 1] A fixed price in minutes

[Icon 2] Get cashback, whilst helping the planet

[Icon 3] Sustainable reselling of unwanted tech



BEFORE



AFTER

How it works:

1) Phone health check

Complete 3 on-screen checks to fix your price

2) Post your phone

Return your phone in our pre-paid packaging

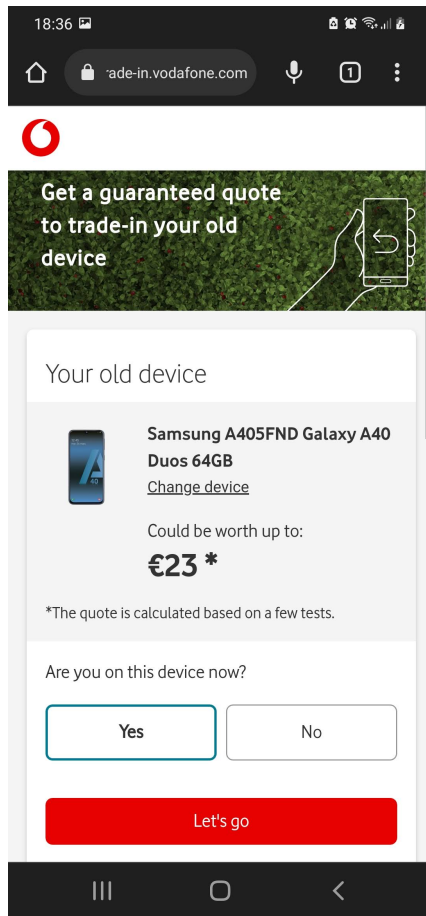
3) Happy payday

Once approved, we'll pay into your bank account

*We're only accepting phones right now.



BEFORE



18:36

ade-in.vodafone.com

Get a guaranteed quote to trade-in your old device

Your old device

 Samsung A405FND Galaxy A40 Duos 64GB
[Change device](#)

Could be worth up to:
€23 *

*The quote is calculated based on a few tests.

Are you on this device now?

Let's go

AFTER

A fixed price for your phone

Your trade-in phone

[Insert phone make/model]

Update make/model

We'll pay you €23*

*Fix your price with a few checks

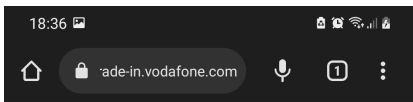
Is this the phone you're using?

[Button] Yes No

Let's go



BEFORE



Verify your device

We need to verify your device using its matching IMEI number.

i To find your IMEI number go to:
1. Settings > About phone
2. Touch and hold the number to copy

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III ○ <

AFTER

Confirm your phone

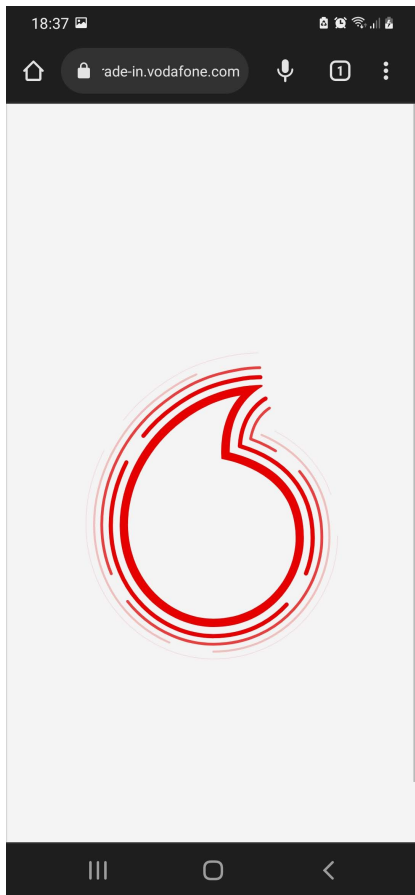
Enter your IMEI number and we'll do the rest.

Your IMEI number

Continue



BEFORE



AFTER

[Wait screen] Checking for you...

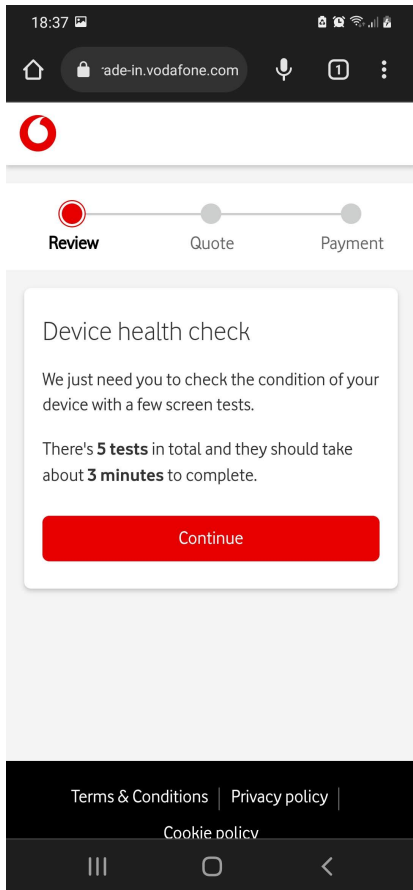
[Success message] Great news. Your IMEI matched.

[Error message] Hmm. No match. Let's try again.

Continue



BEFORE



AFTER

Phone check - Price - Payment

Phone health check

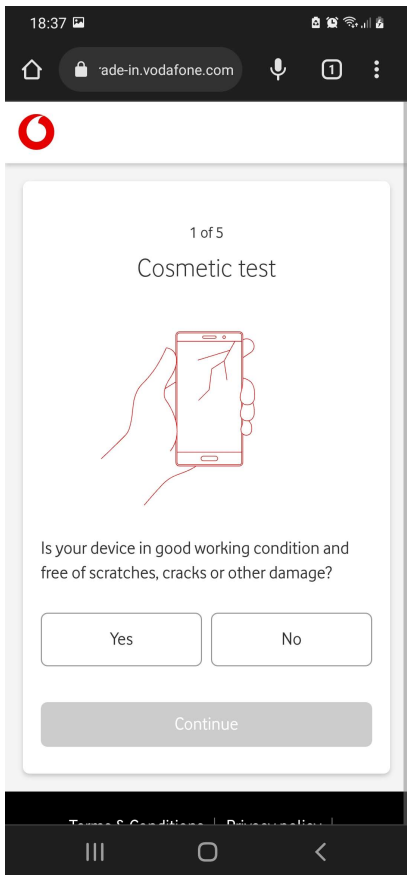
Complete **3** on-screen checks to confirm the condition of your phone. This should take around **2 minutes**.

Your screen must be clean.

Continue



BEFORE



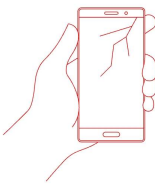
18:37

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Vodafone

1 of 5

Cosmetic test



Is your device in good working condition and free of scratches, cracks or other damage?

Yes No

Continue

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AFTER

Check 1 of 3

Cosmetic

Is your phone in good working condition, free of scratches, cracks, or damage?

Yes

No

Continue



BEFORE

18:37

Is your device in good working condition and free of scratches, cracks or other damage?

Yes No

- The screen and back are in good condition, with only slight signs of wear and tear - e.g. slight, superficial scratches.
- There are scratches on the screen that cannot be seen when the device is switched on.
- The camera glass is not cracked.
- The screen is not cracked or detached.
- All parts are original and none are missing.

Continue

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Cookie policy

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AFTER

Yes, means:

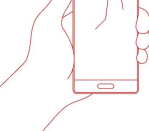
- Your phone has only light superficial scratches
- Any scratches on the screen can't be seen when turned on
- Your camera glass is not cracked
- Your screen is not cracked, or damaged
- All original parts, and none are missing

Continue



BEFORE

18:37



Is your device in good working condition and free of scratches, cracks or other damage?

Yes No

- The screen and the back show strong and/or multiple signs of use - e.g. deep scratches, cracks, dents.
- The camera glass or screen show cracks - even minor.
- Some parts are not original and/or some parts are missing.

Continue

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AFTER

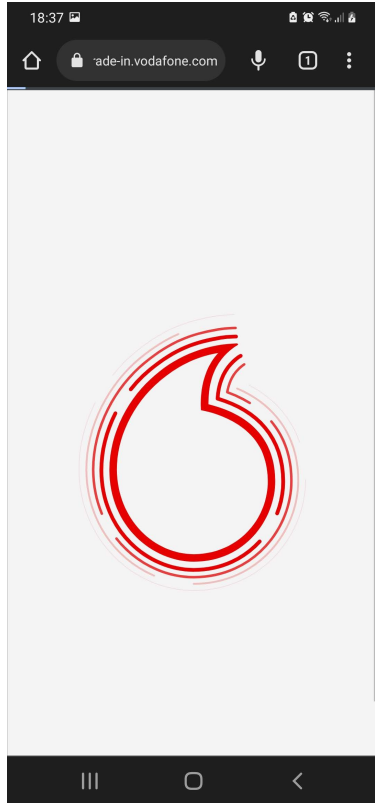
No, means:

- Your phone shows signs of heavy use, e.g. deep scratches, crack, or dents
- Your camera glass or screen is cracked
- Parts have been replaced, or are missing

Continue



BEFORE



AFTER

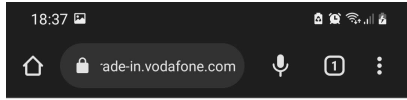
[NOTE - This would be a good place to tick the first check box]

Check complete. 2 to go.

Continue

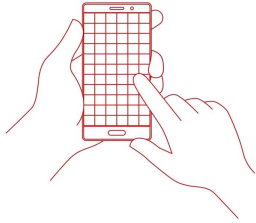


BEFORE



Test 2 of 5

Touch sensitivity test



Drag your finger across the screen to select all the squares on the display.

Start



AFTER

Check 2 of 3

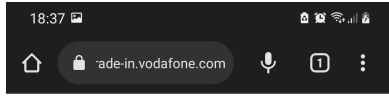
Touch sensitivity

Using your finger, highlight every square on your screen.

Start

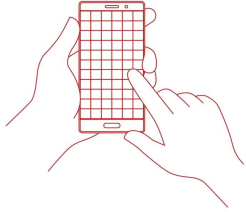


BEFORE



Test 2 of 5

Touch sensitivity test



Drag your finger across the screen to select all the squares on the display.

Start



AFTER

Highlight every square on your screen.

Continue

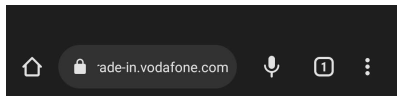


Check complete. 1 to go.

Continue



BEFORE



Test 5 of 5 Test
Rear camera test



Now let's check your rear camera works.

Just point your camera at something and get it to focus. Don't worry, we won't save or share anything you take!

Start



AFTER

Last check

Rear camera

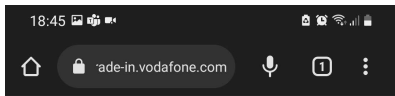
Simply point your camera at an object, and we'll do the rest.

Don't worry we won't save or share your picture.

Start



BEFORE



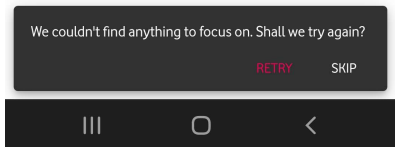
AFTER

[Error message] Hmm we couldn't see an object. Let's try again.

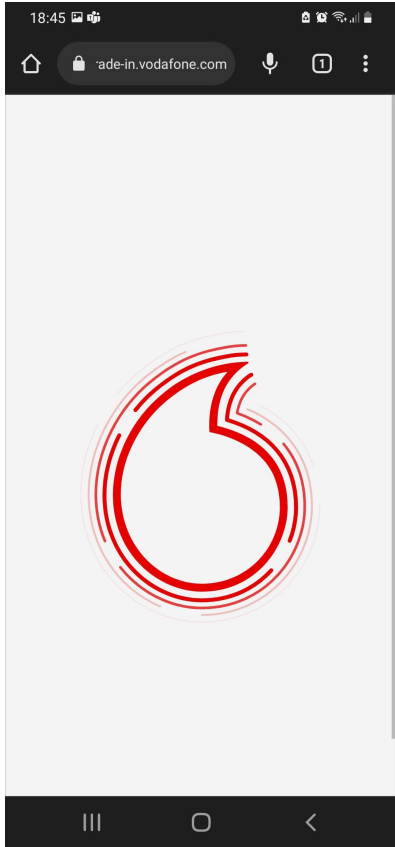
[Buttons] Retake Skip

[Success message] Good shot.

Uploading your photo...



BEFORE



AFTER

Photo uploaded.

Hoorah! Your phone has passed its health check.

Continue



BEFORE

18:45

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Review Quote Checkout

Your guaranteed quote

Thank you for completing the tests! Your quote is based on the results and is valid for 7 days.

 **Samsung A405FND Galaxy A40 Duos 64GB**

Your device is worth:
€23 *

*Our trade-in partner ReCommerce checks the info you provided so the quote could change if there are any issues.

☐ I declare that all information provided is accurate, to the best of my knowledge

☐ I have read and agree to the [terms and conditions](#) of use

Save and continue

AFTER

Your fixed price

Trade in your ...

[Insert make and model]

And we'll pay you, €23

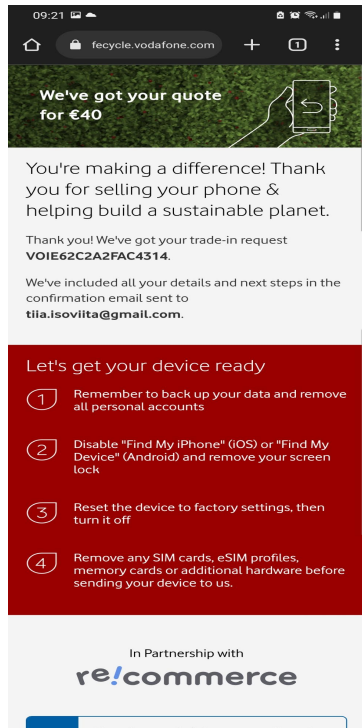
I've accurately described the condition of my phone.

Save and continue



Trade-in flow: Confirmation page

BEFORE



AFTER

[Banner]

Your trade-in price is fixed at €23

[White box]

Thank you for trading-in your phone. By reusing your unwanted tech, together we can build a sustainable planet.

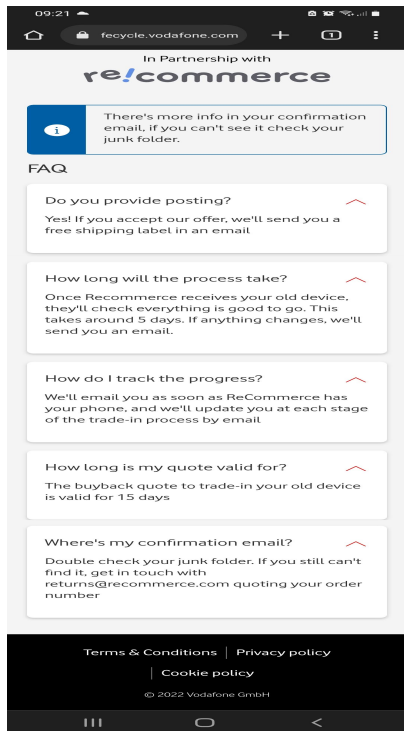
Trade in request: [insert number]

Your confirmation email with next steps has been sent to [insert email]



Trade-in flow: Confirmation page

BEFORE



AFTER

i) Read your confirmation email for full details. If you can't find it, check your junk mail.

FAQs

Is postage free?

Yes. When you accept our trade-in offer, we'll email you a free shipping label.

How long will it take?

Once your phone arrives, we'll check it. This takes about 5 days. We'll email you with any updates, before we pay you.

Can I track my phone?

We'll email you when your phones arrives and keep you updated at each stage.

How long will my trade in offer last?

We'll fix your trade in price for 15 days.

Where's my confirmation email?

If its not in your junk mail, email returns@recommerce.com including your reference number.



