UX AREAS OF INTEREST

Home Hub App

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Challenge

Improve self-service app for Vodafone Home Hub, creating something customer centric and human at heart.

*Terminology used in the App is technical, robotic, and not always consistent, with potential to confuse users.

My approach

Embed a consistent TOV that's friendly, human and helpful.

UX areas of interest

In addition to the TOV guide, I've outlined areas of interest in our current journeys. Presenting opportunities to improve the user experience to be more customer centric & human at heart.

Wait/loading screens

Use wait screens to our advantage. Reassure users of their progress, being personal & positive. Focus on action = reward, replacing 'wait a few minutes' with 'Getting set up for you'

If we know set up takes a few minutes, keep users updated with a simple (and human) 'Almost done'. Copy to follow the same principles of UX design, (progress bars to keep users informed).

Error messages

Often overlooked, error messages (like wait screens) present an opportunity to show our personal side.

Be clear, empathetic and action based. Replace 'Re-entry' with 'Try again'.

Keep the journey moving

Offer extra features without imposing. Keep the journey moving by replacing 'No' or 'Skip' with 'Not, right now' leaving the door open for future interactions.

Success? Speak about it

Don't leave users wondering what's next. Be transparent and highlight the immediate benefit to the user. Closing the distance between action and reward.

Replace 'Connection successful' with 'You're connected!

Keep it consistent

Consistent language helps to build a predictable user journey. Pay particular attention to CTA/buttons. Avoid mixing, 'next' and 'continue'. The journey should be intuitive and habitual.

Speak their language

Ditch design by default. Replace technical terminology with words our customers know. Don't be afraid to reference the size, shape, or labelled parts.

Copy & design goes hand-in-hand

Every interaction should visually speak the same language. By combining design principles with UX copy, we're guiding the user the same way.

Show, more than we tell

Relying solely on copy to signpost the way, increases cognitive load for our customers. Pay particular attention to this during installation instructions.

Remove words that don't add value

Think simple and smart. Read aloud and remove any words that don't add value. We want to keep a human tone, but don't want long runaway sentences that detract from the action.