



CRICKET WIRELESS



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Aio Wireless

Situation

Aio Wireless and Cricket Wireless were merging with Cricket remaining as the name, with all of Aio's products and services. The old Cricket and Aio websites needed to be redesigned to promote the upcoming merger, and the new Cricket website needed to be designed for the launch of the merger.

Solution

I was the UX writer and strategist for the redesign of the old Cricket and Aio website announcing the merger, and the New Cricket website that would launch after the merger. I worked with a team of 30 people including developers, researchers, designers, and Business analysts under high pressure and tight deadlines to be ready for launch.

Result:

I wrote the content, micro copy, error messages, validation messages, product and plan descriptions, and hover text for the site. I was also part of the team that tested the website before launch. The sight launched successfully.

Achievements | Lessons learned

Achievements:

- Writing content design and strategy for 3 websites simultaneously
- Creating wireframes and testing the site to ensure it was ready for launch

Lessons Learned:

- Sleep is a good thing
- UX researchers are valuable team members
- User testing is important as the data doesn't lie
- Having a good team is essential for project success.

Wireframes:

The screenshot shows the 'Quick Pay' form on the Aio website. The form includes a navigation bar at the top with 'Shop', 'My Aio', 'Support', and 'Why Aio' buttons. Below the navigation bar are tabs for 'Overview', 'Plan & Feature Details', 'Usage Details', 'Payments', and 'My Profile'. The main content area is titled 'Quick Pay' and contains a 'Need help?' link. The form fields are: 'Phone Number' (1), 'Amount to Pay' (2), 'Credit Card Information' section including 'Name on Card' (3), 'Card Type' (4), 'Card Number' (5), 'Security Code' (6) with a 'What's this?' link (7), 'Expiration Date' (8) with 'MM' and 'YYYY' dropdowns (9), and 'ZIP Code' (10). Below the form is a CAPTCHA (11) with the text 'extortions' and a 'Type the text' input field. There is a checkbox for 'I agree to the Terms and Conditions' (12). At the bottom are 'Continue' (14) and 'Cancel' (15) buttons. The footer contains links for 'Become a Dealer', 'News', 'Privacy Policy', 'Terms of Use', 'Wireless Agreement', 'Contact Us', and 'Careers', along with social media icons for Facebook and Twitter.

1. Phone Number

User Action: Text entry
 System Response: n/a
 Conditions: n/a
 Required: Yes
 Default: Blank
 Length: 10 max
 Format: Digits only

2. Amount to Pay

User Action: Text entry
 System Response: n/a
 Conditions: n/a
 Required: Yes
 Default: Blank
 Length: 14 max
 Format: Digits only

3. Name on Card text field

User Action: Text entry
 System Response: n/a
 Conditions: none
 Required: Yes
 Default: Blank
 Length: No limit
 Format: All characters

4. Card Type drop-down

User Action: Select
 System Response: Drop-down reflects selection
 Conditions: n/a
 Required: Yes
 Default: Select
 Values: Select, Visa, Master Card, American Express

5. Card Number text field

User Action: Text entry
 System Response: n/a
 Conditions: n/a
 Required: Yes
 Default: Blank
 Length: 20 max
 Format: Digits only

6. Security Code text field

User Action: Text entry
 System Response: n/a
 Conditions: n/a
 Required: Yes
 Default: Blank
 Length: 4 max
 Format: Digits only

7. What's This

On rollover show a Tooltip that shows where to find the Security Code on the Card Types.

8. Month drop-down

User Action: Select
 System Response: Drop-down reflects selection
 Conditions: n/a
 Required: Yes
 Default: MM
 Values: MM, 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12

9. Year drop-down

User Action: Select
 System Response: Drop-down reflects selection
 Conditions: n/a
 Required: Yes
 Default: YYYY
 Values: YYYY, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032

10. Zip Code text field

User Action: Text entry
 System Response: n/a
 Conditions: none
 Required: Yes
 Default: Blank
 Length: 5 max
 Format: Digits only

11. CAPTCHA

Use ReCAPTCHA plugin functionality as is.

12. Terms and Conditions checkbox

User Action: Click box or text (Check/Uncheck)
 System Response: Checkbox reflects selection
 Conditions: None
 Required: Yes
 Default: Unchecked

13. Terms and Conditions

Upon click open 32.1 Payment Terms of Use as a modal.

14. Continue button

User Action: Click
 System Response: Field validation, display appropriate error messages
 Conditions: (a) If field validation fails, show appropriate error messaging – see Error Matrix for behavior and messages. User error display provided by visual design team. (b) If field validation succeeds display 33 Confirm Quick Pay.

15. Cancel

Clears form of data and direct to 0 Home.

MULTILINE: New

Enter Account PIN Modal

Enter Your Account PIN

Before you can continue, you must enter the 4-digit PIN that was created when the account was opened.

If you forgot your PIN, call or chat with an Aio Advocate.

Submit Cancel

Only display this modal once per session if user enters PIN correctly. On click of Aio Advocate link, go to the Contact Us page (/contactus.html).

On clicking Submit, check to make sure PIN is correct and display errors if necessary, otherwise continue to 601 Zip Code.

Clicking close or cancel closes the modal and the customer will stay on the overview page.

Items in Cart Modal

Items Already in Your Cart

You can continue (adding a line/upgrading your device) with the items in your cart. Select **View Cart** to continue with the items below or **Clear Cart** to select a new device and service plan.

Device

Device Name.....\$200
mini volupta dicitis suri voluptas horum deservit eum saepe labore odit voluptas officio ipsum et il illo saepe voluptate nobis dolor lugo enim exercitacionem quo commodi quo quidem voluptas facere accuantium quibusdam

Service Plan

Smart Plan.....\$40
vero aspernatur qui molestiae o et mollitia ab est veniam aliquo rerum et sit justo molestiae ad hic doloemque odit impedit numquam quo pes duorum quasi dignissimos delectus et impedit animi et

Clear Cart **View Cart** Close

Edit Cart drives to the appropriate version of 111 Shop - Cart depending on the items in the cart.

Clear Cart will continue to 601 Zip Code.

Close link or X button closes the modal and the customer will stay on the overview page.

Confirm Auto Pay Off Modal

Turn Auto Pay Off

Are you sure you want to turn Auto Pay off? If you do, you will need to pay your bill manually each month.

No **Yes**

Yes button drives to 213 My Aio - Auto Pay Turned Off and turn Auto Pay off.

No button or X button closes the modal and the customer will stay on the overview page.

Upgrade Details Modal

Upgrade Your Device

You can upgrade your existing Aio Wireless device to a new one. You'll need to also purchase an additional month of service (which we'll apply as a credit to your account).

OK [Learn More About Device Upgrades](#)

OK button or X button closes the modal and the customer will stay on the overview page.

Learn More About Device Upgrades link goes to link TED.

Get SIM Details Modal

Get a New SIM Card

Do you have a new device that needs a different-sized SIM card? Did you lose your SIM card or has it become damaged? Get started here to quickly and easily order a new SIM card.

OK [Learn More about SIM Cards](#)

OK button or X button closes the modal and the customer will stay on the overview page.

Learn More About SIM Cards link goes to /support/Orders-and-Activations/SIM-Cards/customer/What-is-a-SIM-Card.html

Line Max Reached Modal

Line Max Reached

Each account can only have X lines. You currently have X lines on this account and cannot add any more at this time.

OK

OK button or X button closes the modal and the customer will stay on the overview page.

Add a Line Hold Modal

Add a Line Hold

We can only add lines one at a time. Each new line has to be activated before a new line can be added. You currently have a new line that has not yet activated.

OK

OK button or X button closes the modal and the customer will stay on the overview page.

Learn More About Data Usage Modal

How Data Usage Works

When you do things like email, browse the web, or stream video you're using data.

- After you use 2GB of data, speeds are reduced for the rest of your monthly cycle.
- You'll still have data access but some applications may perform more slowly.

Close to using all your high-speed data?

You can change your plan or add an extra GB of data. Using Wi-Fi will help lower data usage.

OK

OK button or X button closes the modal and the customer will stay on the overview page.

URLs:
 change your plan <https://mysio.alowireless.com/secure/load/ChangePlanAction.do>
 add an extra GB of data <https://mysio.alowireless.com/secure/load/ChangePlanSelectFastAction.do>
 Aio-Wi-Fi <support/Plans-and-Services/Aio-Wi-Fi/customer/Android-Wi-Fi.html>

The screenshot shows the My Aio account overview page. At the top, there is a navigation bar with 'Shop', 'My Aio', 'Support', and 'Why Aio'. Below this is a header with account information: 'Account: 266100014 | (123) 456-7890 | Pay by 07/24/2014'. The main content area is divided into several sections:

- Hi Joan!** Greeting with account details.
- Don't miss out - Pay by July 24th** with a 'Pay' button.
- Auto Pay** toggle (ON/OFF).
- Share the Aio Love** referral link.
- Your Lines (1)** section for the phone number (123) 456-7890, showing plan details, features, and usage meters.
- Account Options** section with links for 'View Usage Details', 'Reset Voicemail Passcode', 'Upgrade Device', and 'Get a New SIM Card'.
- Looking for Accessories?** and **Need help?** prompts.

Numbered callouts (1-25) are placed throughout the page to indicate specific UI elements and their associated actions as detailed in the adjacent list.

1. Bill Details link

On click display d201_Bill Details Modal.

2. Pay button

On click display 204 My Aio - Payments.

3. Auto Pay toggle

If PIN is required then show Enter Account PIN Modal (see d201 - Modals) first. Only show modal once per session.

If On is selected and the user clicks Off display Confirm Auto Pay Off Modal (see d201 - Modals). If Off is selected and the user clicks On display 211.1 My Aio - Turn On Auto Pay or 211.2 My Aio - Turn On Auto Pay - Multi-line depending on whether the account has one line or two.

4. Get Started

On click display Referrals landing page.

5. Add a Line

On click display 601 Zip Code with the customer's account zip code pre-populated unless they have already entered a ZIP code in shop and it matches the ZIP code they have saved in their account - in this case go directly to 602 Add a Line Landing.

If customer has online security with account PIN turned on then display the Enter Account PIN modal (see d201 - Modals) first, but only show the modal once per session if the customer has entered PIN correctly.

Next, if there are items in the cart display items in Cart Modal (see d201 - Modals) with device and/or plan in cart displayed within the modal.

6. Phone Number

Display the account phone number.

7. Device Info

Display the Make, Model and device ID.

If the device is a BYOD device, show.

8. Plan and Data

Display the plan name and the additional data that has been purchased (if applicable).

9. View Details/Change Plan

On click display 202.1 My Aio - Plan Details - Single Line.

10. Data Usage Meter

This area will dynamically display the user's current monthly usage of data (in this example 9GB). As shown in the status above, the meter should be green until the user reaches 50% of their high speed data usage. At that time it changes to yellow color. Once usage reaches 75% or higher it changes to red color. When it reaches 100% of their data usage it remains red, but the Reduced Speeds circle is filled.

If the user removes or purchases data part-way through the month the meter is updated to reflect relative usage. Additionally, it should update if the customer changes their plan. At the beginning of each billing cycle the meter returns to 0.

11. Learn about data usage

On click display the Learn More About Data Usage Modal (see d201 - Modals).

12. Features

Display all features on this phone number. If there are no features on the account then display only a link that says Add Features and links to 202.1 My Aio - Plan Details - Single Line.

13. View Details/Change Features

On click display 202.1 My Aio - Plan Details - Single Line.

14. Feature Meter(s)

Display meters as appropriate for features that have a limited amount of SMS or voice. Use the same guidelines for color and percent usage display as Data Usage Meter. For minutes, the meter should also display the user's current amount of usage (i.e. 36 minutes, 105 minutes) as shown below.

15. Usage Details

On click display 203.1 My Aio - Usage Details - Single Line.

16. Reset Voicemail Passcode

On click display 207 My Aio - Reset Voicemail Passcode.

17. Upgrade Device

On click display items in Cart Modal, Enter Account PIN and/or 601 Zip Code modals as described in annotation 5. After any necessary modals are displayed, continue to 603 Upgrade Landing.

18. Upgrade Details

On click display the Upgrade Details Modal (see d201 - Modals).

19. Get a New SIM Card

On click display 250 My Aio - Purchase New SIM For Existing Line - Step 1.

20. Get a New SIM Details

On click display the Get SIM Details Modal (see d201 - Modals).

21. Visit Shop

On click display 107 Shop - Accessories without displaying the zip code modal. If the customer has not already visited the Shop section and has entered a zip code, pre-populate the zip code saved to their account.

22. FirstName

First Name only should be displayed here in the format that the user typed it (not all caps). On click display 201 My Aio - Overview.

23. Log Out

On click log the user out. If the customer is within My Aio display 1 Sign in or Register. If the user is not within My Aio stay on the same page.

24. Activate

Activate should now appear in the header within AMSS, on click display 21 Activate.

25. Cart

Cart should appear within AMSS and hold any items added from the Shop section. Items in the cart can be used for Add a Line or Upgrade Device. Items in the cart will be ignored if the user changes plan, adds features or gets a new SIM Card.