

Ding — 2020

Designing an inclusive top-up experience for a global audience.

Ecommerce

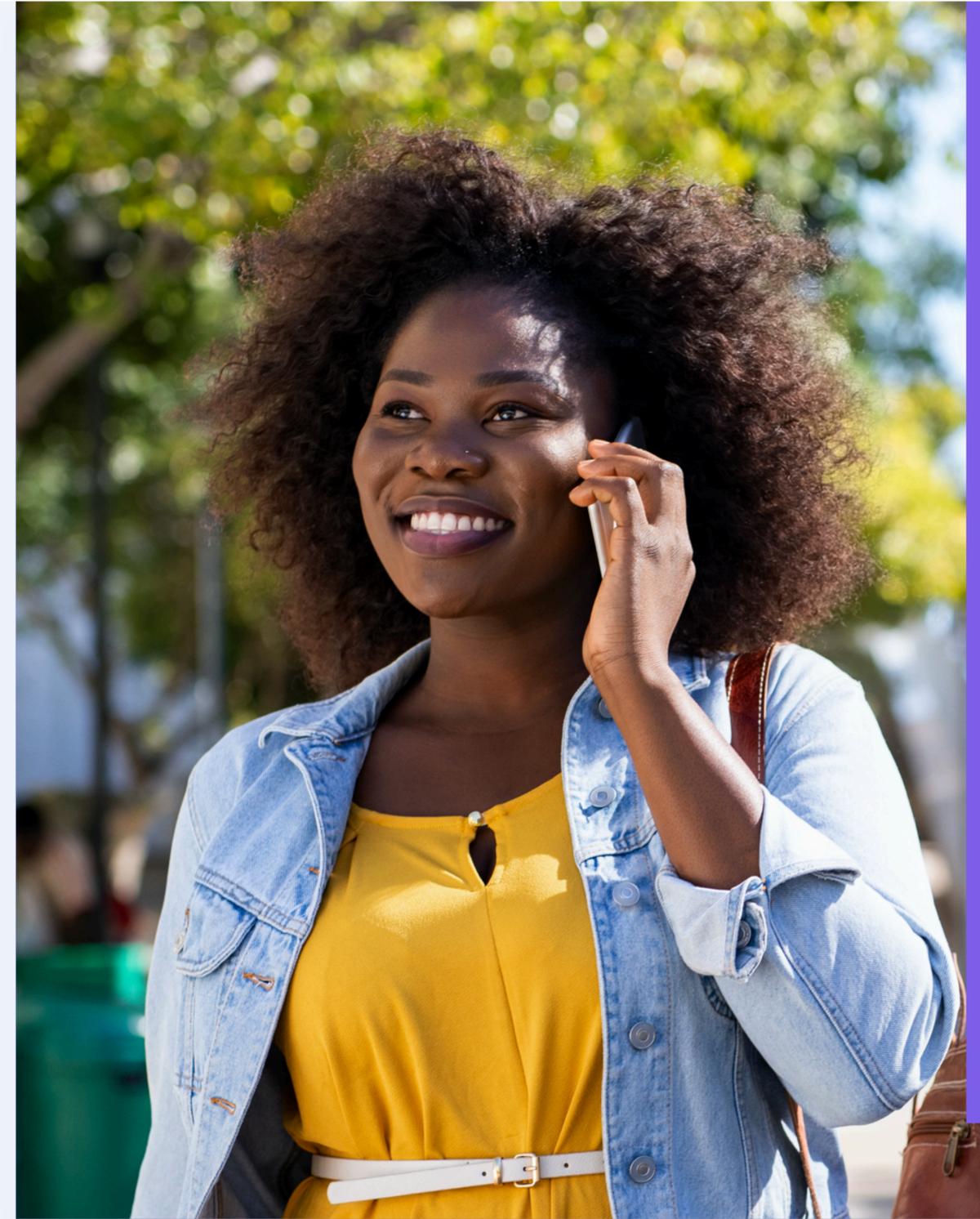
Web

App

Design

Research

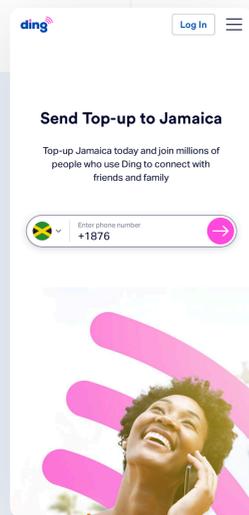
Illustration



First impression matters.

Ding is the first international mobile top-up platform in the world, helping migrants to send phone credit home. No matter where they are, families and friends can stay connected.

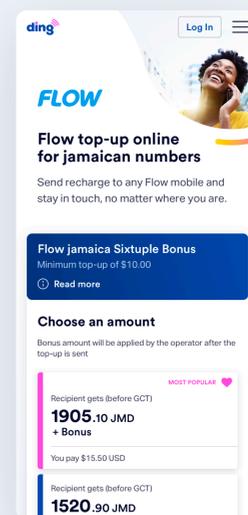
As the main designer on the Web team, I was tasked with redesigning the main landing pages, serving content to users coming from both organic and paid search. This is often the first Ding page users would visit. Crucial for acquisition and brand visibility, these pages were running on an old technology stack and suffered from various UX issues. It was time to perfect that first impression and deliver a warmer introduction.



Old layout



Wireframe



Final design

Minimum viable product.

Most valuable process.

The final UI is just the tip of the iceberg. What matters is how we got from understanding the problem to solving it elegantly, carefully balancing user and business goals.

Understanding

Understanding the project goals and getting everybody aligned is fundamental to starting a project well. I met with key Ding stakeholders to define problems, identify potential pitfalls and brainstorm success criteria. A comprehensive vision for future landing pages was shaped.

Prototyping

Adopting a mobile-first approach, I started wireframing, shaping the information we needed on the page while mocking up a concept that would lead to the final designs. I had to keep in mind accessibility, consider edge cases and the diversity of our users' cultural background.

Researching

We used existing quantitative data and previous research initiatives to understand friction points and goals and map the current user experience. By empathising with our users, we quickly realised that the pages lacked clear access to our top-up flow, trustworthiness, transparency and delight.

Testing

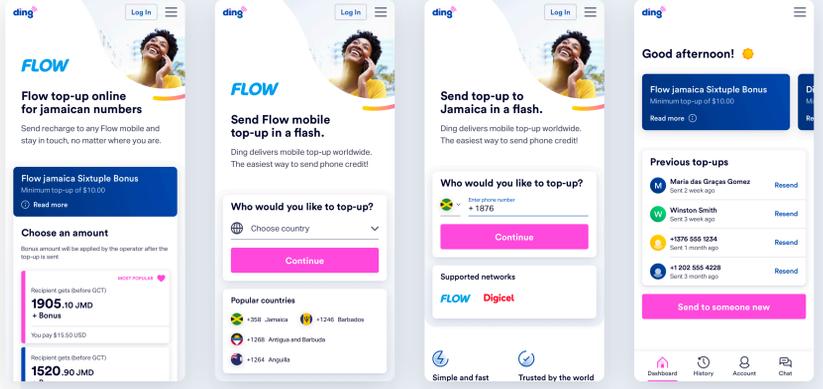
Hi-fi prototypes were tested at every stage to get early qualitative feedback from users and to ensure task success. Necessary edits and iterations were made when the designs were not performing as expected. Overall, reactions were positive and validated our decisions.

Enhancing the experience with meaningful aesthetics.

Each user pain point was addressed with design choices and new functionalities. Technology teams were involved in the design process to ensure feasibility and clarity.

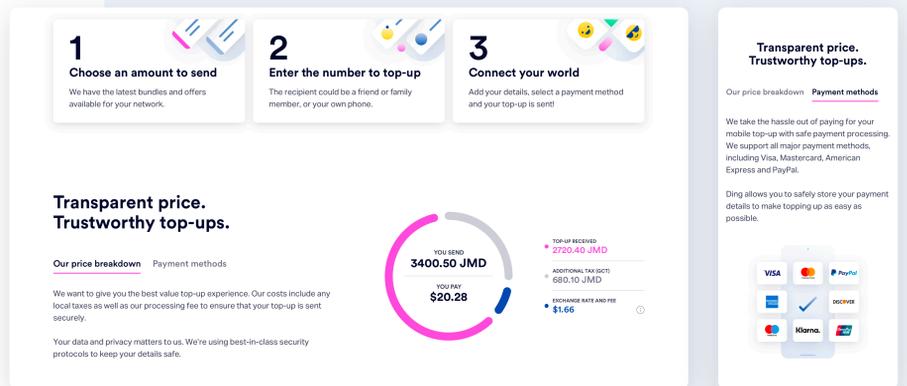
Tailored landing actions

We realised our landing pages were forcing users to follow a predefined path rather than adapting our top-up flow to their search queries. I created different experiences for each of them to bring the step that naturally suits the user journey to the foreground. We added USPs and live chat to reassure users from the beginning.



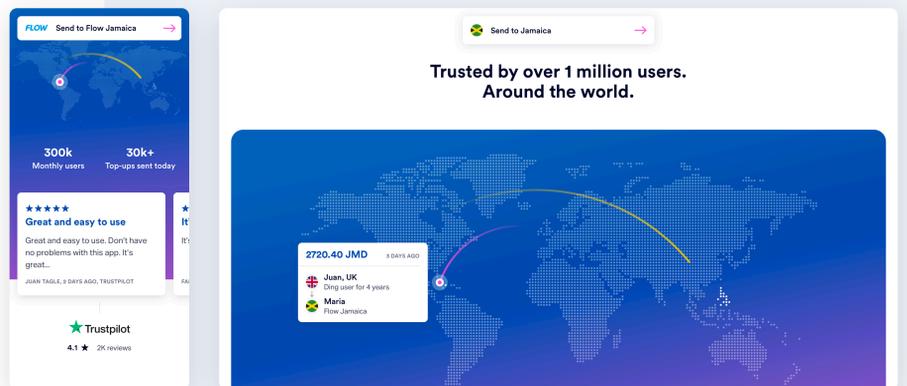
Pricing clarity pays off

Exchange rates, hidden fees, taxes...These could be painful discoveries for new users. Our research informed us that we had to communicate pricing from the start. Describing our process, explaining sent versus received product value and showcasing available payment methods helped us increase brand trust, avoid bigger frustrations at a later stage and improve the user's flow overall.



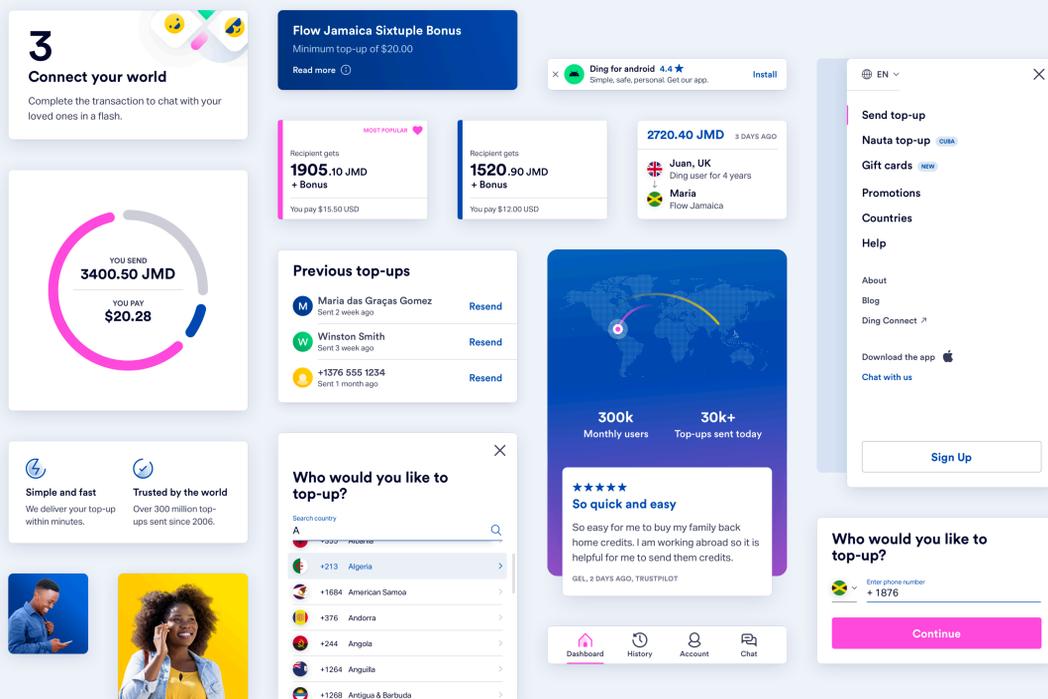
Show, don't tell

Users wanted more information about the company, so we designed an animated top-up map showing live transactions and outlining the sender-receiver connection to illustrate what the company does. Social proof and reviews helped to make the product more tangible and clear.



Functional delight

I refreshed the Ding web UI library to include new patterns while staying consistent with the apps. Working with the Brand team I crafted, clean, colourful UI elements and illustrations to embody a bold new vision. Carefully designed with an atomic design approach, new typography and spacing scale and a responsive 8pt grid, I wanted to create a sense of familiarity, control and security to users while speeding up development. This is the first stepping stone towards a Ding design system.



Challenging initiative.

Rewarding outcomes.

The landing pages redesign was a collective effort involving a lot of teams and talent. The lack of dedicated UX researchers on the team meant that we had to stick to a lean and pragmatic UX approach. Ambitious deadlines impacted our work and I had to go back to the drawing board several times to create fallbacks, keeping some of the original flair while removing pressure from the tech teams.

Success metrics were agreed in a HEART framework session earlier in the process. The launch of the new landing pages had a positive impact on the business, surpassing goals and expectations.

50%

CVR uplift

Country operator pages
May 2020

30%

CVR uplift

Country pages
May 2020

40%

Faster loading time

All landing pages
May 2020

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